

Okemo Ski Area: Advertising Strategy

Objective	Determine best positioning for skier families
Data Source	Online research among 3,950 skiers
Question	<i>“Why is great snowmaking so appealing to your family?”</i>

	<u>VERBATIMS</u>	<u>ThoughtScan Frequency</u>
ThoughtSCAN [®]	Fun	209
	Family	168
	Snow/Conditions	114

ThoughtTalk	<i>“Great SNOW means fun for everyone.”</i>
	<i>“Family fun is in the skiing, not sitting in the lodge.”</i>
	<i>“It's all about the SNOW conditions.”</i>

Results

Okemo anticipates double digit growth again this year with the emphasis on great snow which means “fun.” They've grown from 90,000 skier visits to 600,000, employing over 1,200 people. The organization now operates successful ski areas in Vermont (Okemo Mountain Resort), New Hampshire (Mount Sunapee Resort) and Colorado (Crested Butte Mountain Resort). www.wallacewashburn.com