

Wachusett Mountain Ski Area: Trial Visitation

Objective Determine the most appealing advertising message to promote trial visitation among skiers.

Data Source Telephone and intercepts of customers and prospects

Question *“What’s your greatest concern about visiting Wachusett Mountain?”*

	<u>VERBATIMS</u>	<u>ThoughtScan Frequency</u>
	snow	63
	bad/no	48
	trip	32

ThoughtTalk *“I don’t feel like driving an hour if snow is bad.”*
“There is no snow in my back yard. I’m concerned.”
“Can they guaranteed good conditions?”

Results A ski conditions guarantee, Wachusett’s *“Love to Ski Guarantee”* was successfully launched. New commercials were developed featuring the guarantee and were used in periods of questionable conditions, especially when aired during low snow periods in primary areas.

www.wallacewashburn.com