

DIRIGO



Adopting New Technology



Technology for Ski Areas

1

How do your guests think about technology?

2

How should we think about technology?

3

How should we plan for new technology?

Your Guests



The Facts

- 43% earn more than \$100,00 annually
- Well-educated
- 35% also downhill ski
- 44% are also trail runners
- 37% ride road bikes



Who Else?

- 92% of U.S. households have Internet access
- 92% of U.S. individuals have at least one smartphone
- On average, children receive their first smartphone at age 11.



Who Else?

- American adults spend an average of 4.5 hours on their mobile devices each day.
- About 45% of all web traffic in the U.S. originates from smartphones.
- Only 4% of Americans with an annual household income of \$75,000 or more don't have a smartphone.

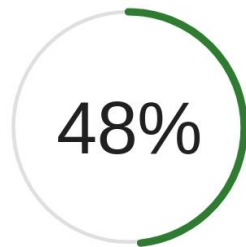


Who Else?

- 91% of adults ages 18 to 49 have purchased items using a smartphone
- Among all adults, 32% make online purchases with their smartphones at least weekly. That figure increases to 49% of adults ages 30 to 49 and 41% who are upper income.



Mobile



of **mobile users in the U.S.** are comfortable researching, planning, and booking, an entire trip to a new travel destination using only their smartphone.

Think with Google

Google/Phocuswright, U.S., Travel Study, n=673 U.S. smartphone users, 2017.

2007



A Timeline



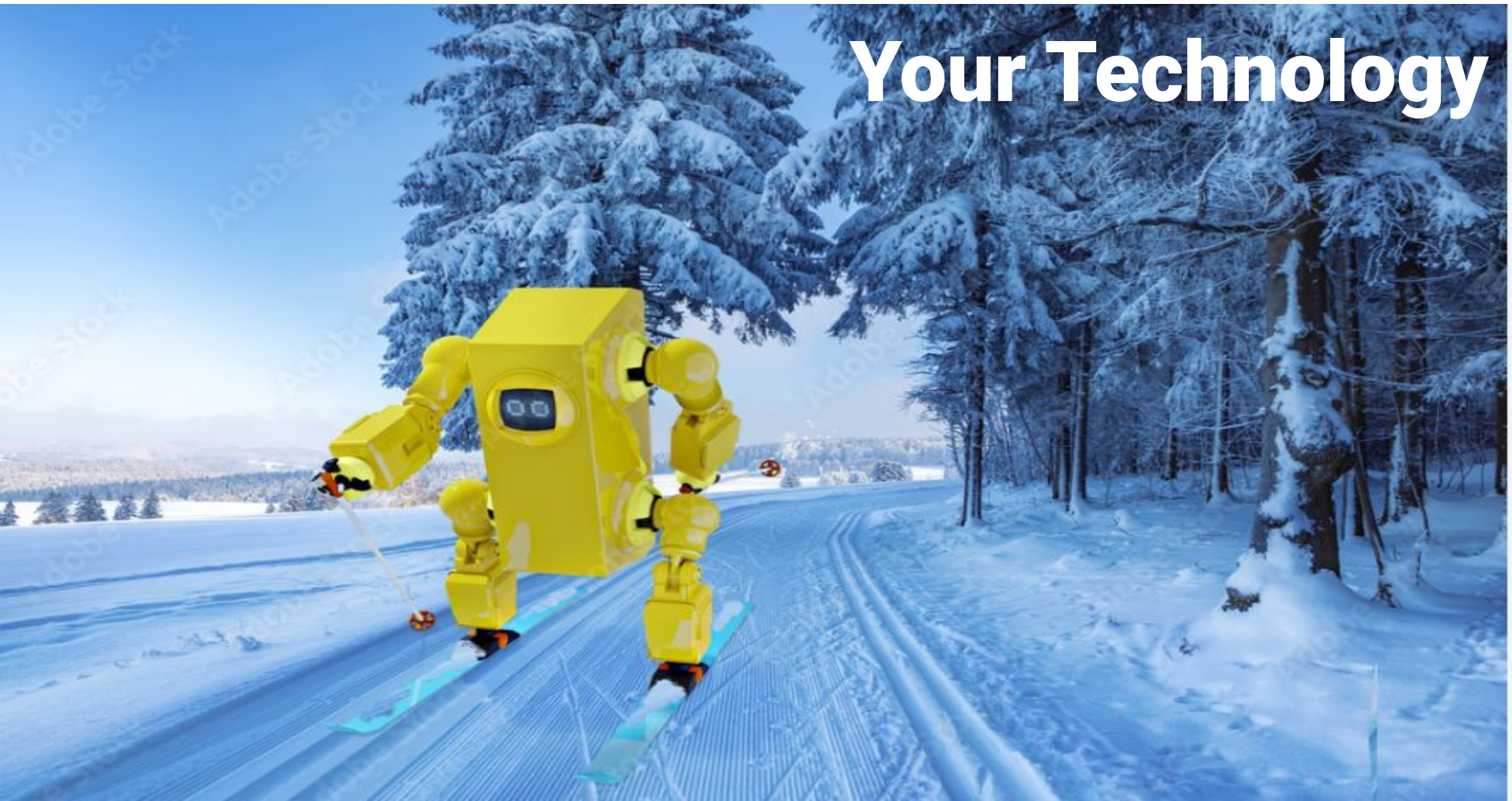
Your Guests

Does your business match that customer?





Your Technology



Technology is Ski Area Infrastructure

Are you up-to-date?



Your Website

Keep it simple and create a plan.



Your Website



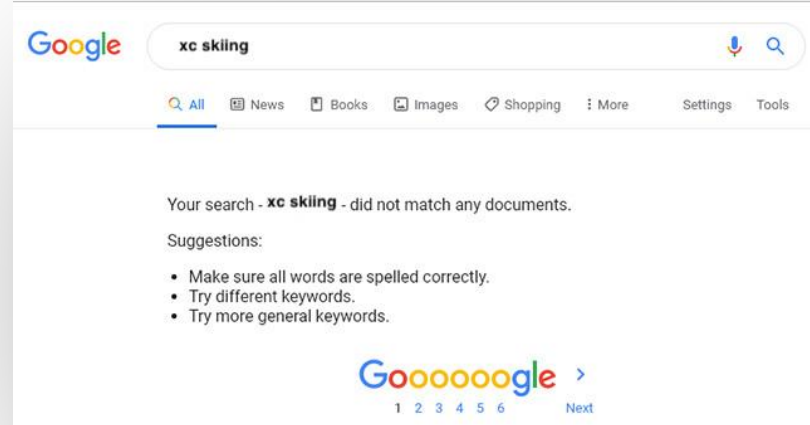
An easy-to-use website matters more than online reviews or even loyalty programs to **high-value travelers**.

Think with Google

Google/Greenberg, U.S., High-Value Traveler Research, n=1,151 business and leisure travelers, June 2018.

Why?

- You Exist
- Credibility
- Open 24/7



Google

Don't overthink it.

Google Search Console

Improve your performance on Google Search

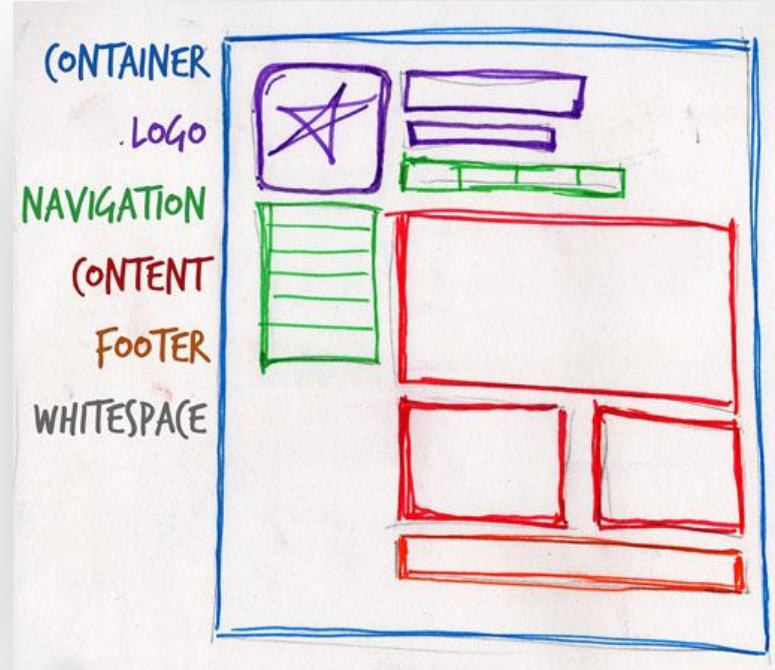
Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Start now



Why?

- Basic Information
- Snow Report & Operational Updates
- Tell Your Story



Why?

- Sales



On Campus...

- WiFi
- Sales
- Signage



Quarry Road

Connect the dots.

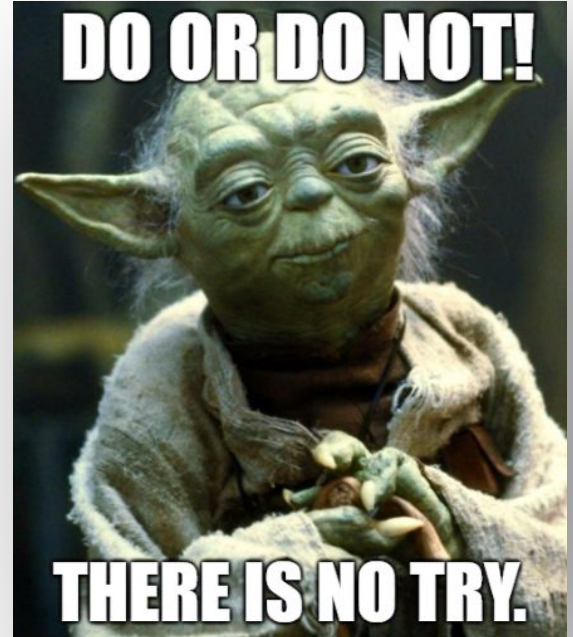


Planning



How Do You Get There?

Define your goals and stick to them.



How?

Be Realistic

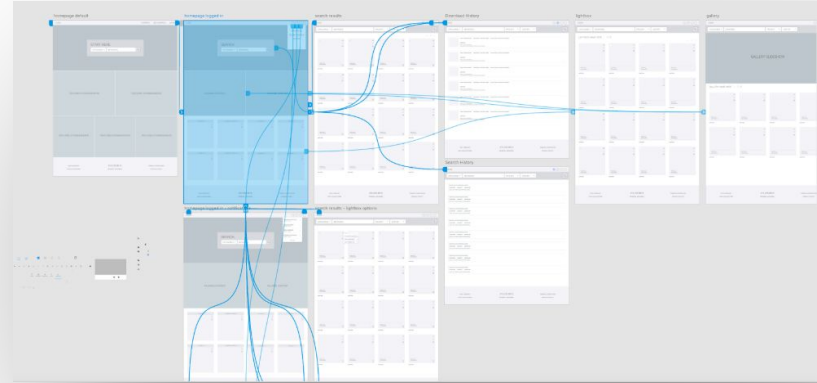
- Features
- Functionality Outline



How?

Can You Manage It?

- Workflows & Systems
- Tickets
- Reservations
- Snow Reporting
- Photos
- Webcams



How?

Resources

- Time
- Staff
- Budget



How?

- Nothing in a Vacuum
- Discovery and Rediscovery



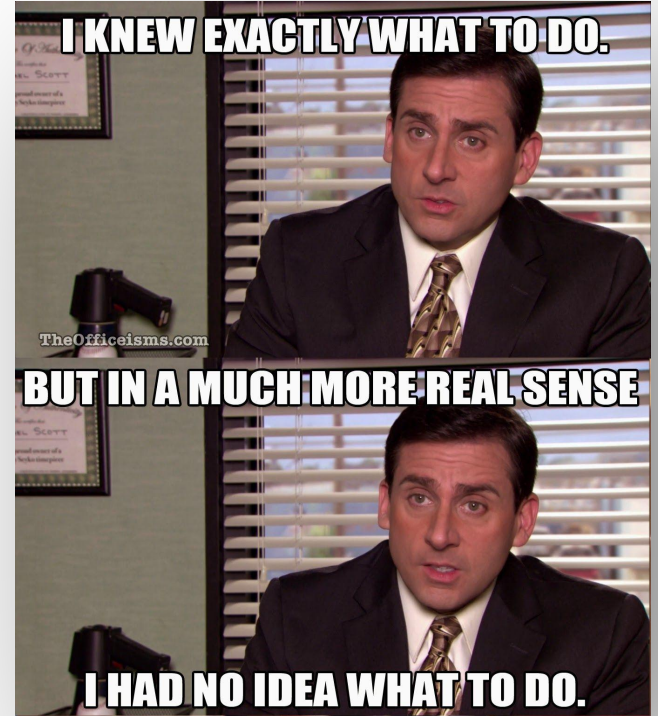


AI-POWERED DANGER DETECTION FOR UNATTENDED UPPER TERMINALS

Mantis is an AI-powered danger detection system

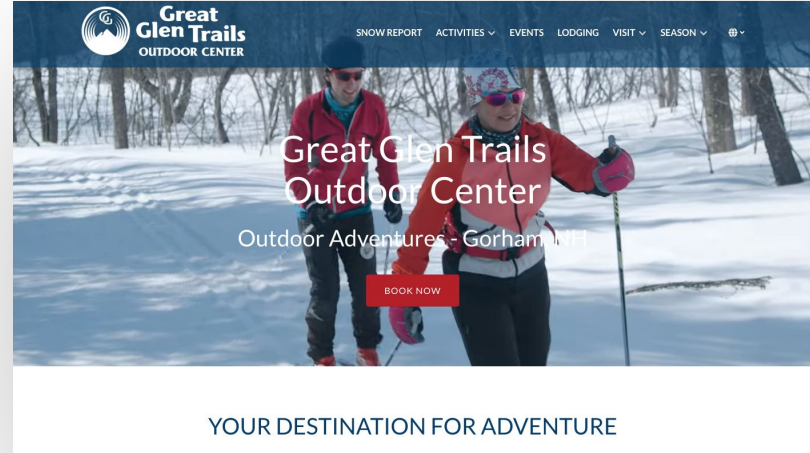
Become an Expert

Let the technology do the work and understand the work that it's doing.



Great Glen Trails Outdoor Center

- Website
- Online Purchasing
- On site Purchasing



Great Glen Trails Outdoor Center

- Snow Reporting

TRAIL STATUS

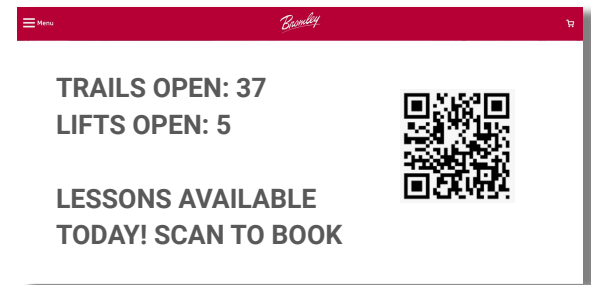
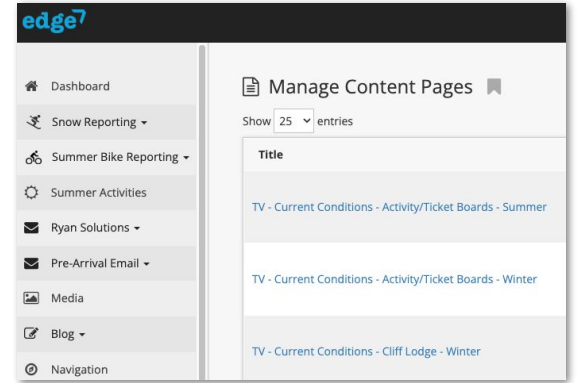
 Skate
  Tracked
  Closed
  Dog Friendly
  Open
  Backcountry

WESTERN SYSTEM

 Auto Road			
 Birch Crossing			
 Clementine Wash			
 Dane's Find		 Dragon Corridor	
 Drifter		 Dugway Trace	
 Fuzzbottom Brake	 	 Geezers	
 Glen Meadow Sluice	 	 Great Grumpy Grade	
 Hairball Passage	 	 Hiccup	
 Libby Trace	 	 Moose Alley (off Libby Trace)	
 Outback		 Peacemaker	
 Pipsqueak	 	 Skate Lanes	
 Split Rock Passage		 Stadium Start	
 Starfire Ridge		 Thumper	
 Twitcher	 	 Whiplash	
 Wilding	 	 Wishbone Slip	

Great Glen Trails Outdoor Center

- Snow Report PDFs
- Digital Displays
- Email Integration



You're Done!

- Measure twice. Measure again.
- Iterate
- Review and Assess



Next Steps

1

Create a technology plan.

2

Become the expert.

3

Iterate.

Questions?

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