

## ABC Ski Area Market Plan

### Introduction:

This market plan will summarize how each element performed, then outline changes and new programs to fit revised goals for 00/00 and outline product, pricing, strategies and media plan to achieve them.

### Goals for 2000/00:

Our major objective is to gain market share and be profitable. Based on our analysis there are three groups we can grow: increase usage by current ABC customers; attract the competitors' customers, generate new customers. Each of our programs is designed to target one or more of these groups.

1. *Change perception from \_\_\_\_\_ to \_\_\_\_\_.* (this is a long term effort)

We will do this by

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2. *To gain market share in our region.*

It is difficult to measure exactly how much or if ABC gained market share last season. We will measure this by the amount of press we received, website stats, and parking lot counts.

3. *To establish Off-site sales points.*

Off site sales generate much good will and awareness. Over 00% of all pre-season sales took place in off-site sales points. To be successful we need to start the programs at least 4 months prior to the season and provide adequate promotion.

4. *To increase presales as a percentage of overall sales.*

The goal will be to increase programs where the money is collected prior to the season. Season pass goals will be to go from 000 to 0000, an increase of 00% and increase revenue from \$000,000 to \$000,000, an increase of 00%.

Overall pre-sold products should account for \$000,000 and 00% of net sales excluding as well as 00% of the total.

5. *To establish reliable, repeatable quantitative research.*

This year will become the benchmark for research. We need to determine on an ongoing basis our market share through counts, public opinion through surveys and web site responses as well as on site suggestion boxes.

**Changes for the coming season:**

New Goals:

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After analysis of our prior year's performance, we will be focusing on the following areas this season:

*We need to increase family participation.*

We have proposed \_\_\_\_\_

*We need to increase Mid-week business.*

This will be done by \_\_\_\_\_

*Increase corporate programs.*

Done with \_\_\_\_\_

*Continue to increase off-site and presales.*

In this way \_\_\_\_\_

**Other**

## 2000/00 Marketing Budget

The Budget will break down in the following method. The budget has changed from last season by \$00,000.

Collateral:	Newsletter 00,000, (description of color, size). Area Brochure/ 00,000, (description of look & where distributed)
Design:	List what will need a designer
Telephone directories:	Listings in major markets.
Dues:	Various Chambers of Commerce.
Entertainment:	Press, Media, Industry people.
Media:	Newspapers, Radio, Cable TV. (See Exhibit "A")
Web site:	Design update, direct sales capability, monthly domain fees.
Postage:	Mailing of newsletter, season pass information, Group Programs
Sales Expenses:	Travel expenses except mileage.
Travel:	Mileage.
Seminars:	Regional association meetings.
Events:	Open House, press, other promotions on site.
PR. Media:	Press kits, news release photography, clipping services.
Photography:	Brochure color photography.
Contingency Fund:	For last minute runs, emergency advertising.

## 2000/00 Pricing

Pricing for this year was \_\_\_\_\_ (increased/decreased/same).

Why?

## 2000/00 Demographics and Survey Results

This years research helps pinpoint our markets, tells who our customers are, as well as their preferences. It also gives us a better picture of what media they rely on for information.

Geographic spread:

Demographics:

Sex:

Age:

Status:

Live:

They earn:

Use ABC:

**2000/00 Media Plan (Exhibit “B”)**

Media this year needs to be more diverse to reach new audiences.

The messages will rotate between major themes.

Including:

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