

How the Ski Industry Can Assist in Promoting Membership and Trip Participation

Promoting Membership

- Your Storefront
 - Your clubs and councils are businesses – what do your storefronts look like? What are you selling?
- Inclusivity not Exclusivity
 - Are you turning away potential members without even knowing it?
- The Industry is more than just Resorts
 - Hard Goods, Soft Goods, Rentals, Lessons, Entertainment, *Lifestyle*

Trip Participation

- Customize your trip, *then* price it
 - What Logistical & Emotional Benefits are your members looking for? How can your trip meet those needs?
- Marketing
 - Resorts have capabilities to provide many services and products (images, brochures, donations, branded mass emails), how can you use them?
- ASK
 - We are here to help you!

