Case Study:
Steamboat Ski & Resort

Engage your customers with ScreenScape

Colorado's favorite small town ski resort uses ScreenScape to inform visitors.

Certainly there are bigger mountains, places where the slopes are steeper or the runs longer. But nowhere do the various parts add up to create such an exceptional mix - one that distinctly sets Steamboat apart from the rest of the world. A mix that is rooted in a genuine friendliness and an authentic western heritage not often found in today's world of mega resort complexes that more closely resemble theme parks than true ski towns.

Located within the Park Range of the Colorado Rocky Mountains, Steamboat is comprised of six peaks: Mt. Werner, Sunshine Peak, Storm Peak, Thunderhead Peak, Christie Peak and Pioneer Ridge. 2,965 acres/1,200 hectares of terrain offer a diversity of trails for all ability levels.

Heidi Barbee, Advertising and Brand Manager, Steamboat Ski & Resort shares their experience using ScreenScape.

In what place or places are your screens?

The Steamboat Ski & Resort Corporation has 30 screens throughout the resort. The resort has three on-mountain lodges (seven screens are on mountain) and a large base area with a hotel, shops, restaurants and offices. The highest lodge on the mountain is 2 miles away from the base area. Of the 31 screens, four are outside, the rest are mounted indoors.

> **"It allows us to change pricing in key busy times, increasing the ticket yield." - Heidi Barbee, Advertising and Brand Manager, Steamboat Ski & Resort**

What kind of messaging is generally on the screens?

We have several different messages: Merchandising different products from restaurants, SnowSports, school, retail outlets, sponsorship ads (video and tiles), lift ticket pricing, menu pricing, videos of skiing and mountain activities.

What are the main benefits you are seeing from using place-based media?

Displaying eye catching messaging to a captive audience has greatly enhanced our customer experience at the resort as well as informing our customers about the many activities that are planned throughout the resort.

We have large lines some days at the ticket counter so we use digital signage powered by ScreenScape to cut down on perceived wait times to educate and inform. This gives us a great opportunity to promote our flex ski passes, early first run and season passes. The content is easy to maintain with ScreenScape so as prices change we can make adjustments on the fly and this has increased ticket yield for the ski lifts.
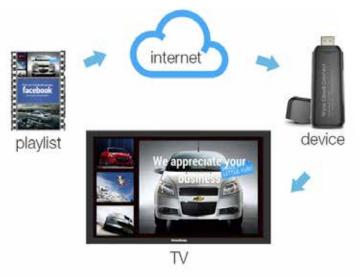
What do you like about ScreenScape as a technology?

Throughout our various locations at the resort there are some places where there is limited Internet connectivity. If our Internet connection goes down, we like that the content is cached on the device allowing our displays to keep playing until we can connect it to the Internet again to get the latest updates. The software is also easy to use to create new content or modify existing content. Since 75% of buying decisions are made at the point of sale and 20% of these are impulse buys, on Monday, Tuesday and Friday's we post a drink special for Apres Ski. We've seen an increase in sales with this promotion.

How was the experience of working with ScreenScape?

The support department is awesome. They are quick to respond to requests and troubleshoot with you if any technology issues arise such as Internet connectivity. They are knowledgeable in all aspects of the Connect device. If we had issues that couldn't be fixed on a support call, we were able to send back the device and a replacement was on it's way promptly. That was important for us to keep all of our displays running during our peak season.

ScreenScape
Engage **your** audience

Learn more at screenscape.com

Engage your customers with ScreenScape

1. Device arrives by mail
2. Plug the device into an HDMI port, connect to Wi-Fi
3. Create/edit content at ScreenScape.com
4. Done! Engage **your** audience.

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1-877-666-1975 (option 7 for support)

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Connect with your Customer

Digital signage is a proven, effective way to engage customers and boost sales. Savvy marketers use it to influence buying behavior where it matters most.