VAIL RESORTS SITES
12.4.15

A Little About Us

Our Work

Our Thinking For Vail Resorts

Approach and Vision

Project Plans and Cost

Questions

Tamara Weinman
Managing Director

Chris Wooster
Executive Creative Director

Kim Gannon
Director of Production

Agata Seidel
Senior Strategist

Caroline Leger
Senior Content Strategist

James Lanyon
Innovation Director

Responsive to guests, not just devices.

Our assumed audience

Mass Affluents
$150K+ HHI

Attribute every
personal achievement
with hard work and
the daily grind.

They’re pulled between two gravitational forces:

Treasured time

67%

Travel matters most

65%

Family quality time
is their most treasured thing

Sources: CEB Iconoculture 2015 Affluent Insights

Pride in performance

72%

Agree if their companies offered unlimited vacation, they wouldn’t use any more than they do.

429,000,000

Paid vacation days left
on the table every year

Sources: Creative Group 2015 Vacation Survey

Making vacation planning an epic challenge:

94%

Want Authentic
Local Experiences

"It's amazing how deep in the weeds I'll get on a place… suddenly I'm on the fifth page of [its] TripAdvisor reviews…"

Lorrin, 40
(skier, family traveler)

38

Sites Visited
During The Process

*"It's not so much I'll know it when I see it as it is 'I'll know it when I **feel** it."*

Jill, 40
(skier, world traveler)

12

Days It Takes Average
Traveler To Commit
To A Booking

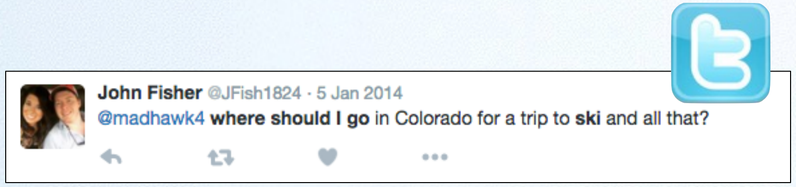
"With everything and everyone I've got to consider, I'm so so SO wary of just choosing 'wrong.'"

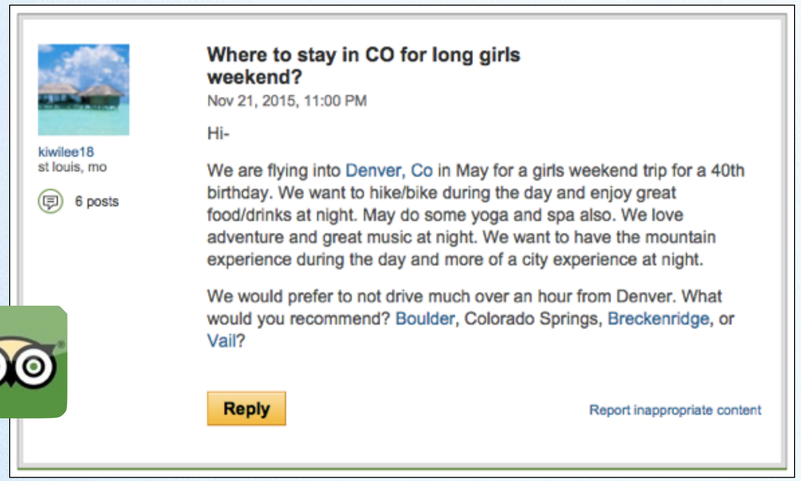
Meredith, 38
(snowboarder/family travel pro)

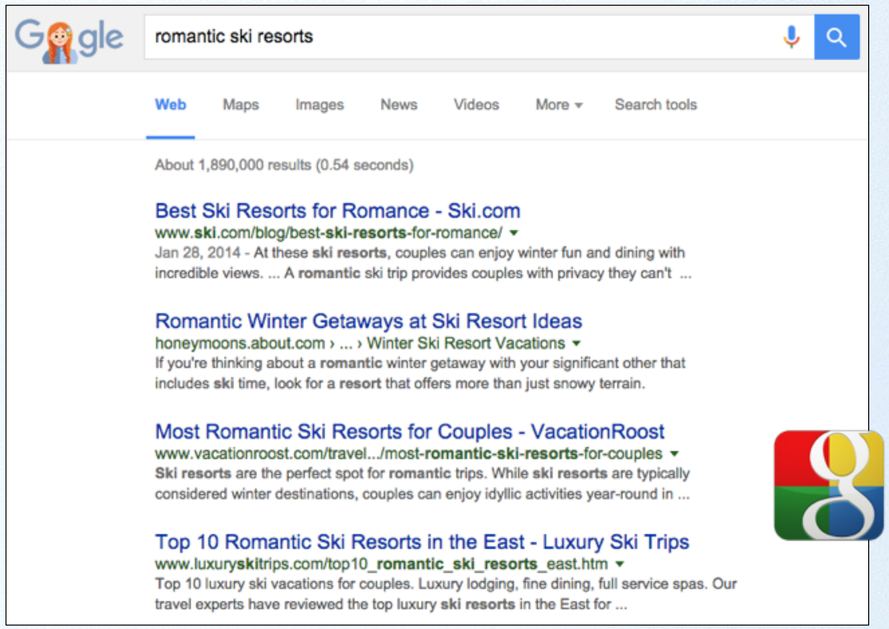
Source: YouGov 2015 Luxury Insights Summit

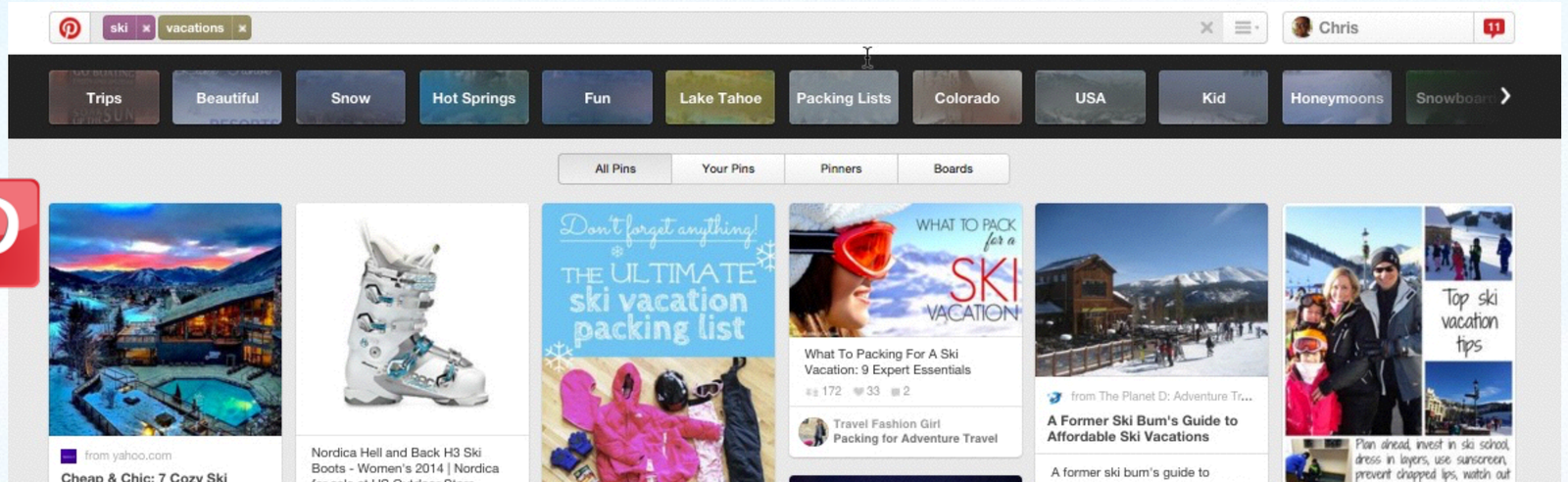
Source: Google, 2014 "Travelers' Road To Decision" whitepaper

So they’re casting nets for help and inspiration.









All along,
shortlisting.

Stir their imagination,
then keep them close with
a useful, illustrative vision of
that dreamed plan.

How?

Accommodate explorers.

Anticipate return visitors.

Assist conversion.

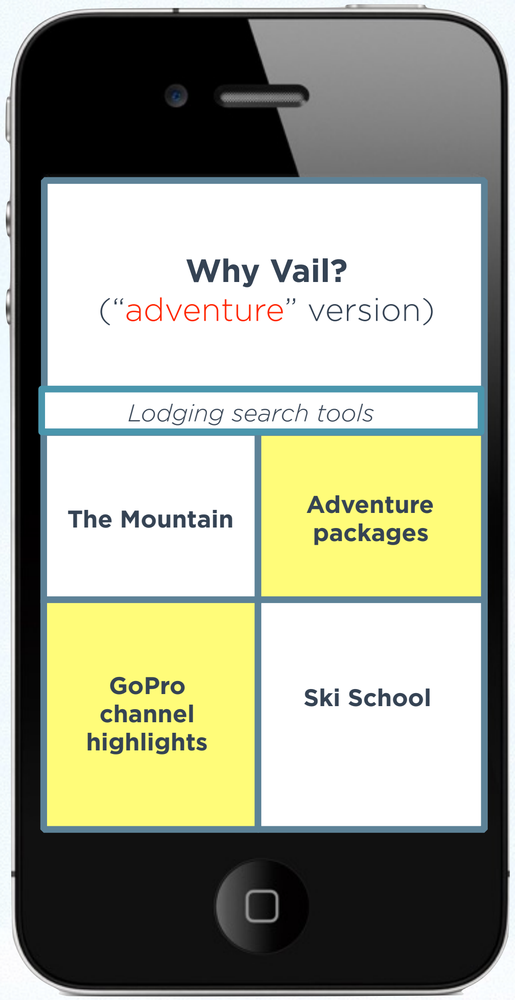
Accommodate explorers:

Entice curious browsers smartly,
fashioning experience elements
from known/learned data points

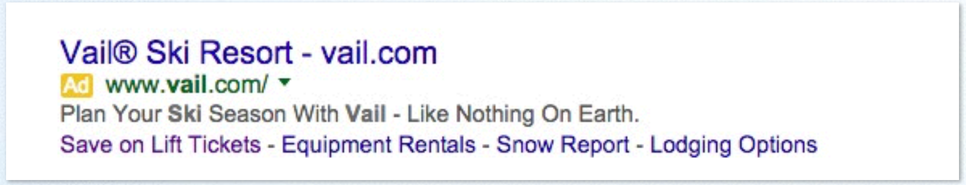
“ANTICIPATORY ARCHITECTURE”

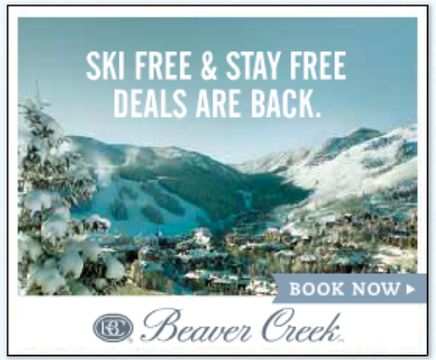
Configuration A

Configuration B



FASHIONING THE FIRST TIME VISIT





Strong Triggers:

- Prior visit behaviors (searches, visited pages, etc.)
- Abandoned carts
- Paid search keywords (match targets to click)
- Display advertising (match target to click)

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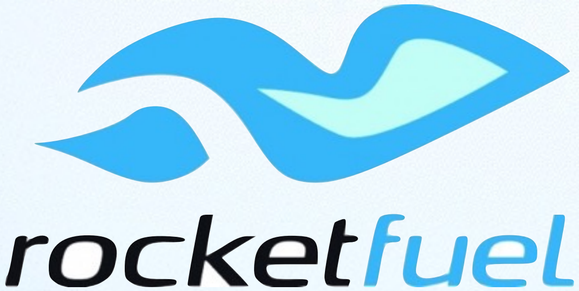
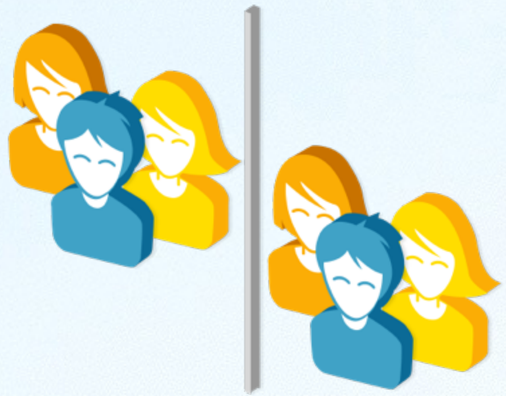




Soft Triggers:

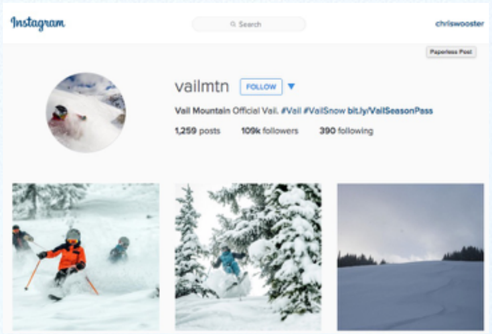
- Directional data based on third-party data sets (ex:. Rocketfuel's Site Optimization Tools)
- Geo or behavioral variables (ex: proximity to resort)
- "Look-alikes": predictive modeling based on user's activity on-site ("Users like you added _____ service")
- Time since we last saw a site-visitor
- Seasonality

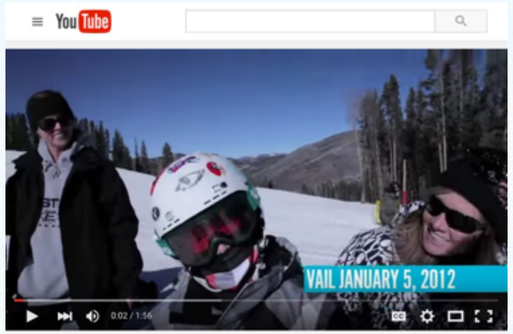
Good news: you've already got a **great** content base to build from.

VAIL GEAR GUIDE

SEP. 1, 2015

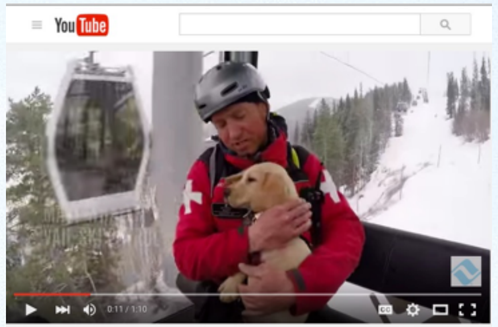
Whether you're an expert who revels in knee-deep powder in the Back Bowls or a casual skier who cruises the groomers, you've got to be ready for a variety of conditions on the mountain. Don't risk having a bad time just because you didn't bring the right gear along – our Ultimate Gear Guide is here to help you make the most of your trip.





Vail Unscripted: S1E1. Chairlift rides with Skier and Snowboarders. Jan 5, 2012

Vail
Subscribe 4K
7,880



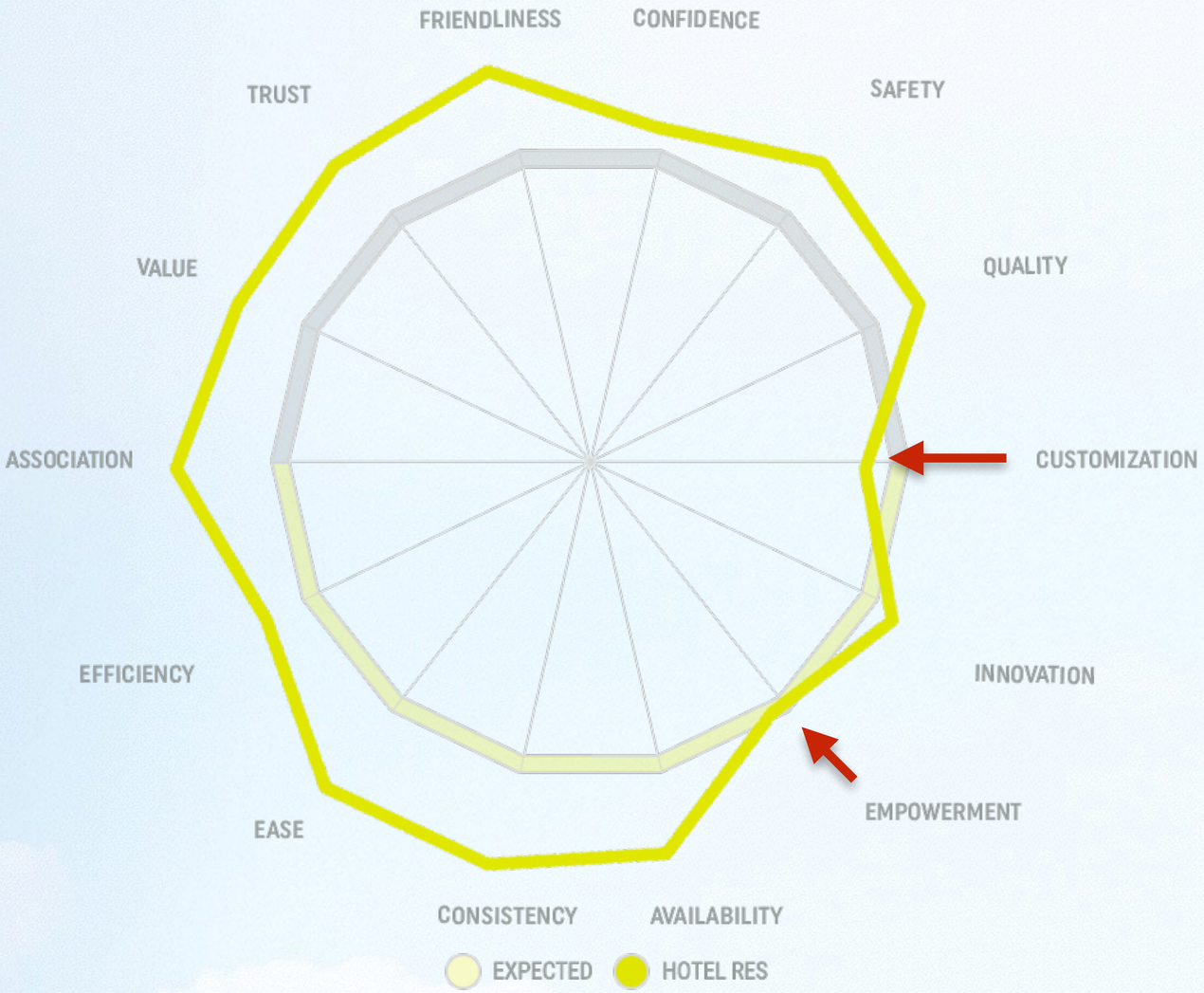
Jake: Vail's Newest Patrol Dog

Vail
Subscribe 4K
117,171

Earn your way to the return visit.

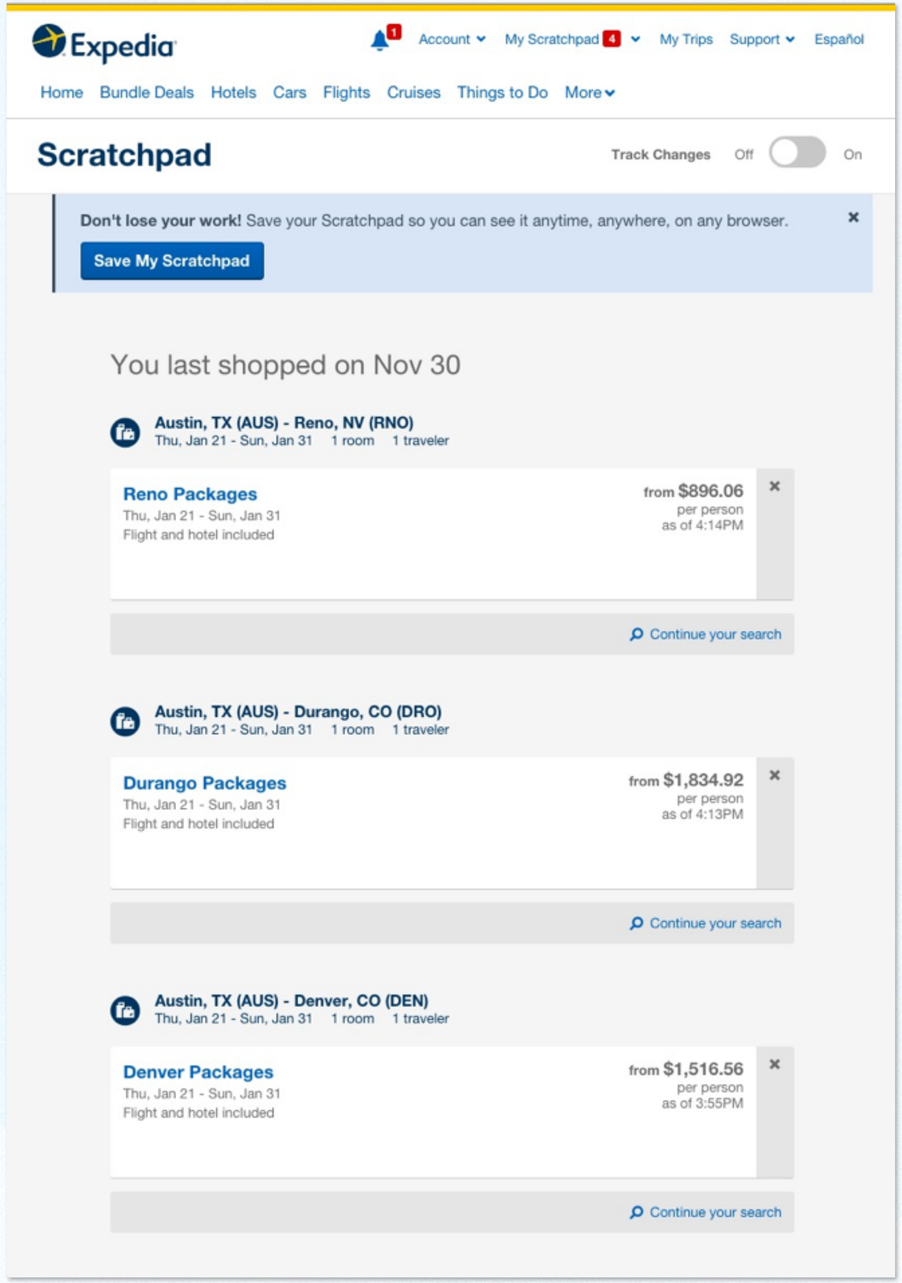
Anticipate return visits:

Remember them and
use that to reframe their
next visit around them



THEY CRAVE A SMARTER EXPERIENCE

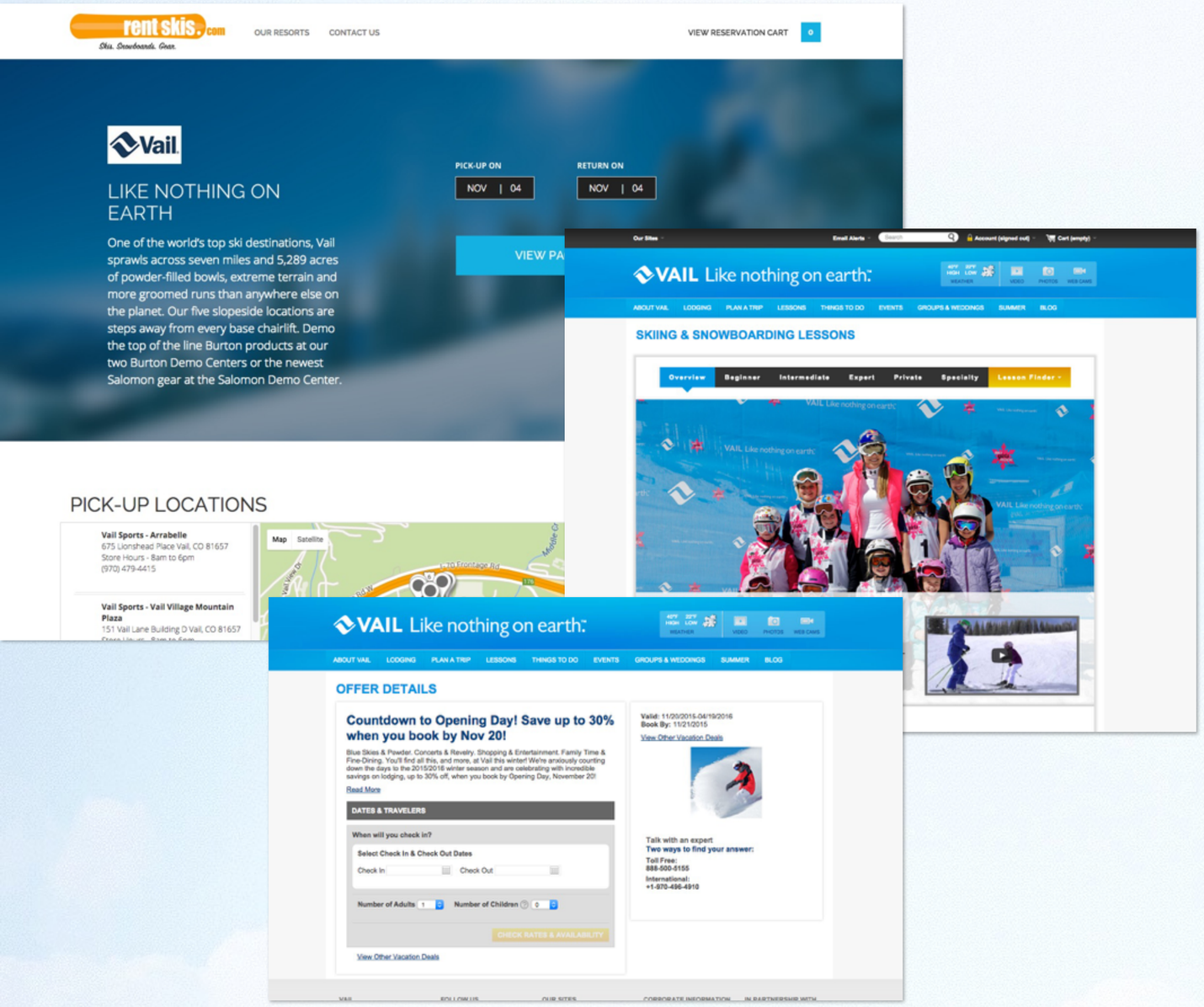
Source: 2015 T3 proprietary Useful Brand Report



CURATE AND COLLECT BEFORE I COMMIT

Assist conversion:

Reduce friction by maximizing previous visit behaviors and eliminating obstacles



CONCIERGE THEIR CONVERSION

Can we smooth out handoffs between legacy back ends to minimize the frustrating and agonizing process of assembling your experience?

Accommodate browsers.

Anticipate return visitors.

Assist conversion.

Responsive to guests, not just devices.

Veronica Sinclair

Occupation: Director of Merchandising for Sephora
Age: 35 years old
Status: Married

Goals: Veronica is looking to get away from the grind and go skiing with her husband. She wants the experience to be tailored to her and align with her high expectations.

Concerns: She's a busy professional so time is precious. She feels desperate to find something right for them quickly.

Needs: An accurate sense of each activity is important. She needs to feel like she's planning a bespoke vacation experience.

Stage 1

Paid Search ("Colorado Ski Trip")

Visits Vail homepage & watches teaser video

ANTICIPATORY
Homepage content is tailored to Veronica based off browsing history.

Clicks on map and interacts with virtual reality experience

CUSTOMIZE
Veronica can save locations and activities to the Trip Builder.

From map, clicks on Blue Sky Basin, watches video, clicks on "Add to Trip Builder" and creates account via Facebook

Returns 2 days later

Stage 2

Visits Vail homepage again

ANTICIPATORY
Content is updated based off what Veronica has already clicked on in the site and her Facebook information.

Plugs in dates, reviews lodging options and selects lodging

Reviews her booked lodging summary and Blue Sky Basin in the Trip Builder section

Returns 3 days later

Stage 3

Clicks on "Customize Your Experience" and selects 3 things she's interested in

CUSTOMIZE
Based on answers from three questions, Vail can recommend activities tailored specifically to Veronica's trip.

From her recommendations, selects "Lessons," watches video and adds private lessons to her trip

Shares trip with husband

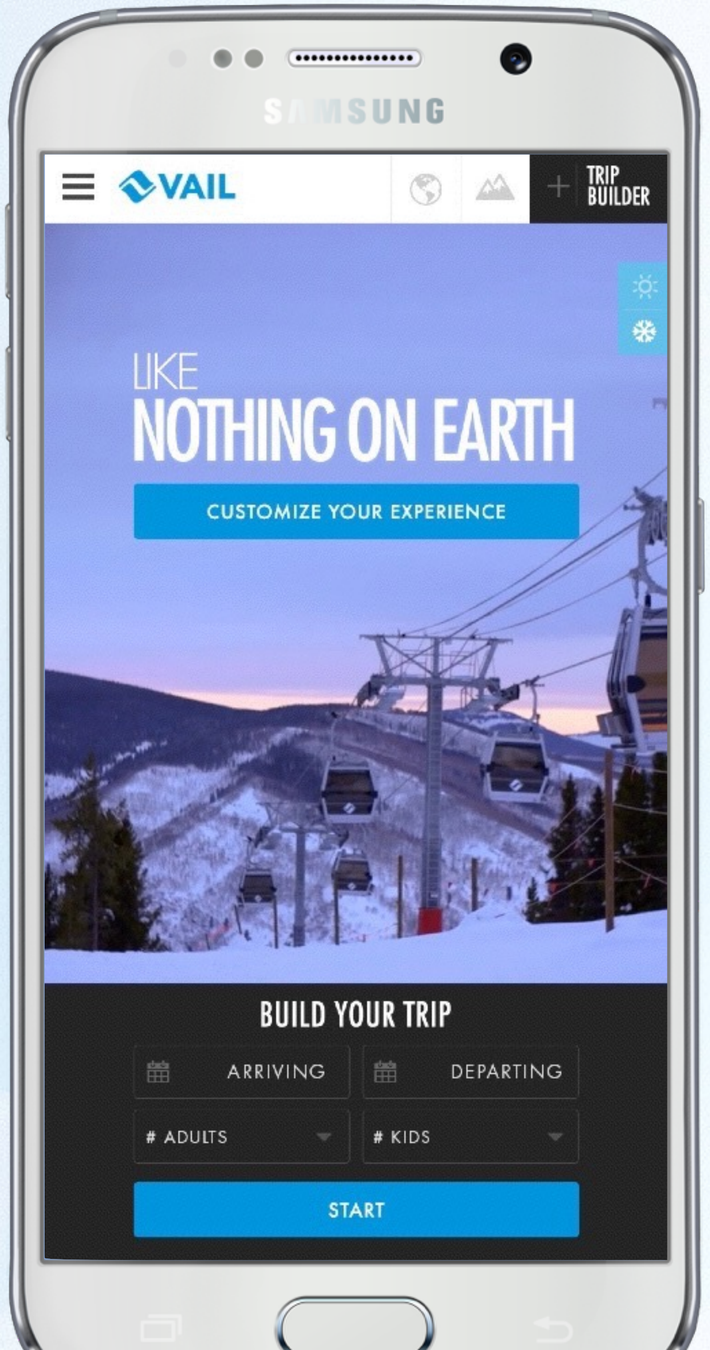
Returns 3 months later while on vacation at Vail

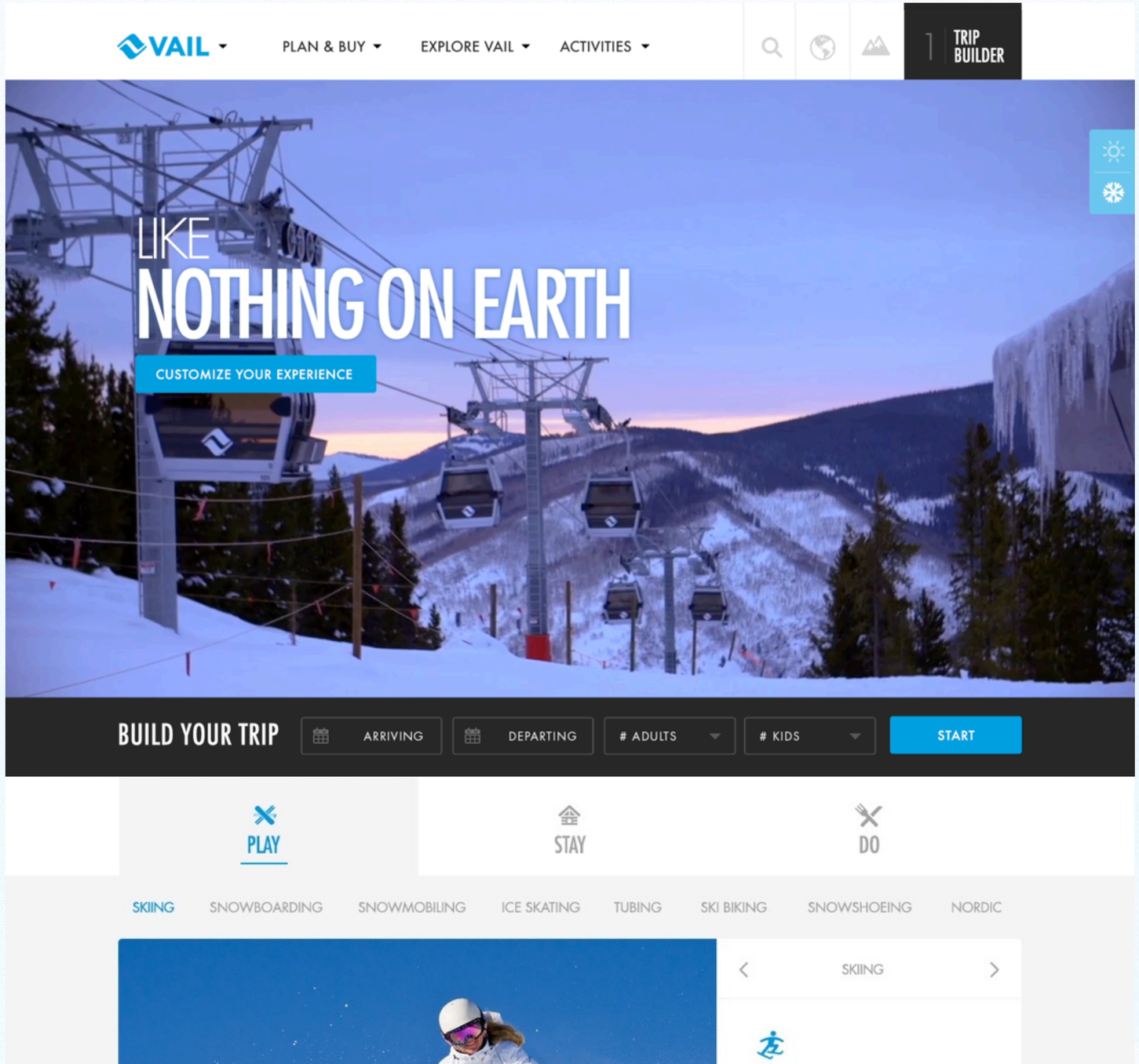
Stage 4

Recieves notifications (through calendar app) about upcoming events and accesses mobile map

Purchases lift tickets through mobile device

VAIL T3


SAMSUNG
VAIL
TRIP BUILDER
LIKE
NOTHING ON EARTH
CUSTOMIZE YOUR EXPERIENCE
BUILD YOUR TRIP
ARRIVING
DEPARTING
ADULTS
KIDS
START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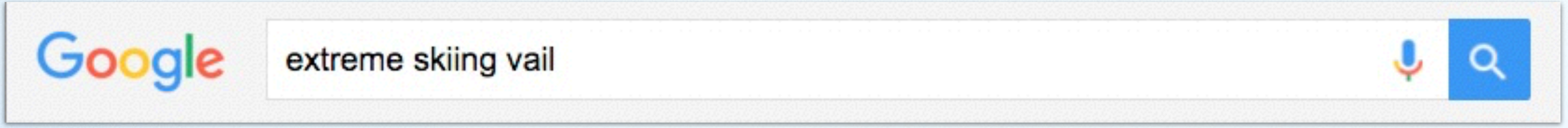
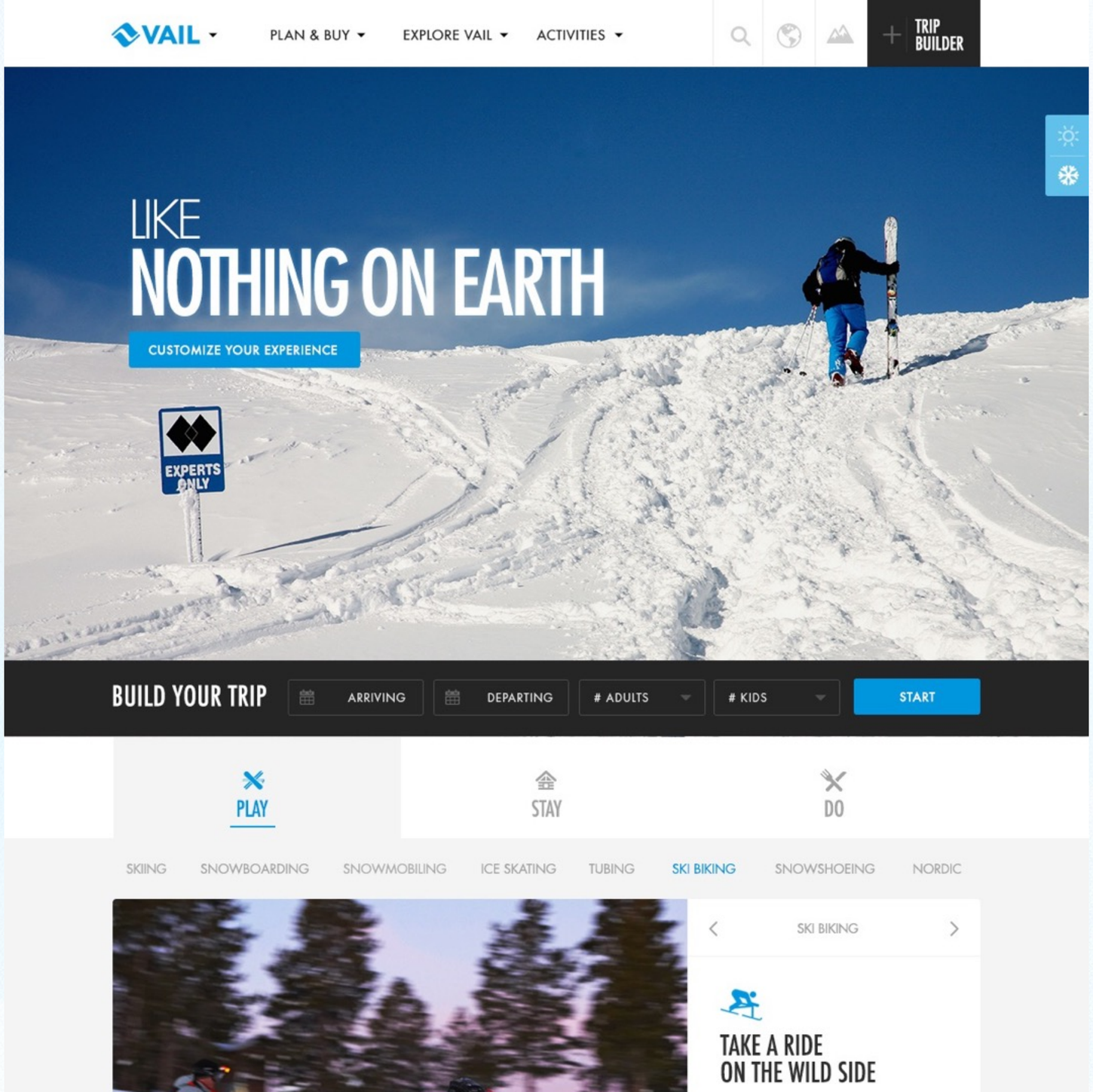
NORDIC
SKIING


Google
extreme skiing vail

rocketfuel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SKI BIKING
SNOWSHOEING
NORDIC
SKI BIKING
TAKE A RIDE
ON THE WILD SIDE

KIRKWOOD

PLAN & BUY | EXPLORE VAIL | ACTIVITIES | TRIP BUILDER

BUILD YOUR TRIP | ARRIVING | DEPARTING | # ADULTS | # KIDS | START

PLAY | STAY | DO

SKIING | SNOWBOARDING | SNOWMOBILING | TUBING | SKI BIKING | NORDIC | CAT TOURS

SKIING

RISE TO THE
CHALLENGE

PLAY STAY DO

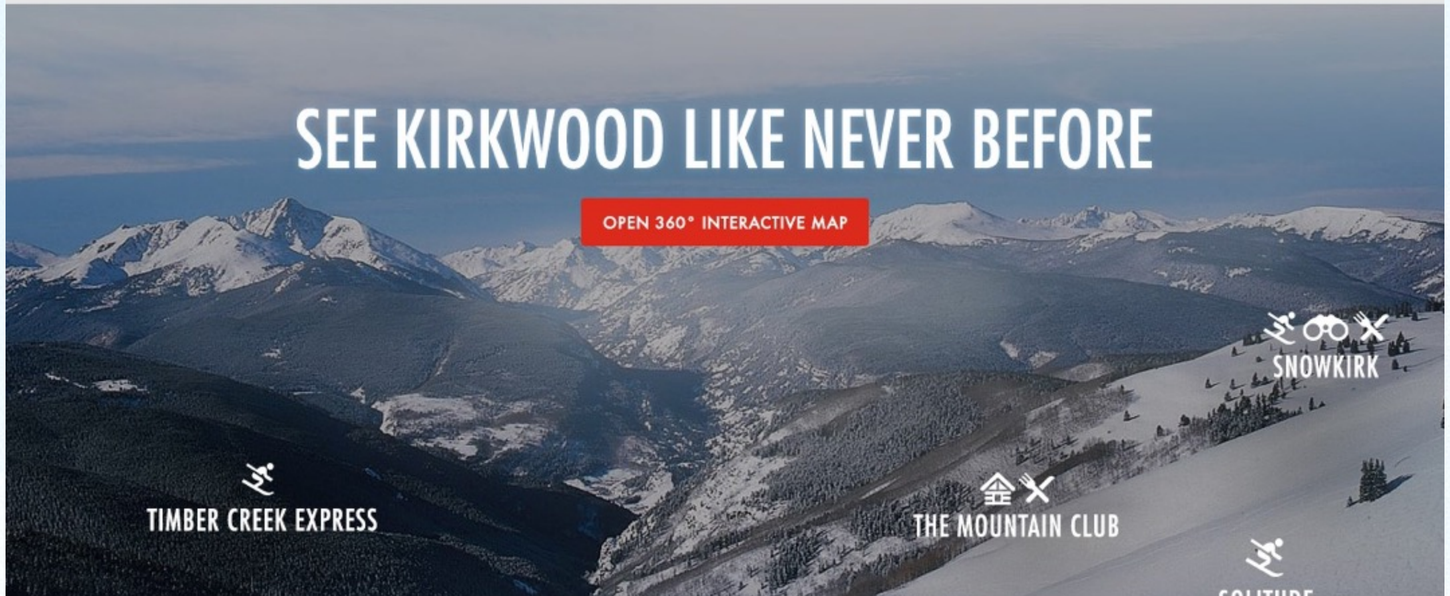
SKIING SNOWBOARDING SNOWMOBILING TUBING SKI BIKING NORDIC CAT TOURS

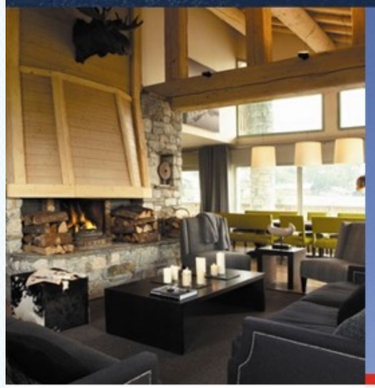
SKIING

RISE TO THE CHALLENGE

With the deepest, driest snow around and some of North America's most diverse and advanced terrain, Kirkwood offers big mountain riding with small town attitude. Choose and conquer your own adventure.

SEE THE TRAIL MAP

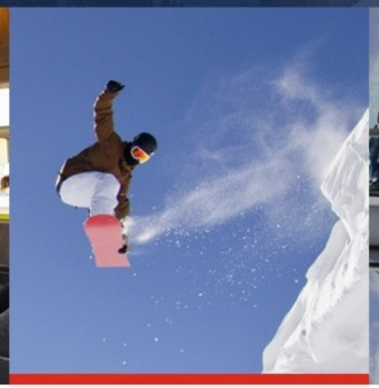




LODGING

Whether you're slopeside or on the shuttle route, our accommodations keep you close to the action.

FIND YOUR PLACE



SEASON PASSES

Make this the best season ever with an Epic Pass that lets you ski to your heart's content.

STAY AWHILE

LIFT TICKETS

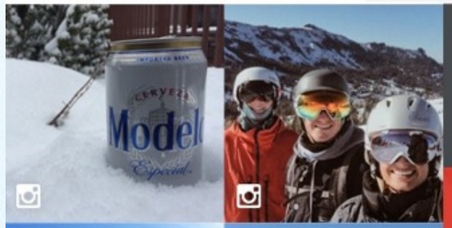
Get a discounted rate on your Epic Day Lift Ticket, skip the line and get on the slopes faster.

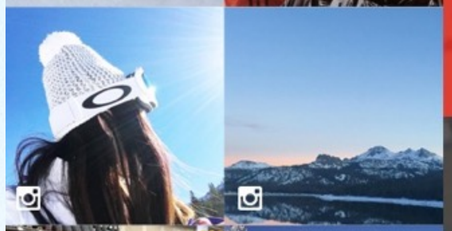
BUY ONLINE & SAVE

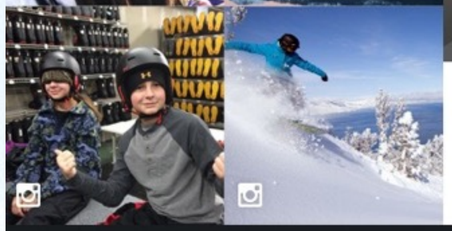
SKI & RIDE SCHOOL

It's the most fun you'll ever have at school. Take your skills to the next level with our lessons.

LEARN FROM THE BEST







Thrillist Guide:
KIRKWOOD

Snowboard Magazine:
REASONS TO BOARD KIRKWOOD

Yelp:
DINING IN KIRKWOOD

See why your adventure starts in Kirkwood

BEST BITES ON THE MOUNTAIN

EXPEDITION: KIRKWOOD

Save 10% when you book lodging and lift tickets together >

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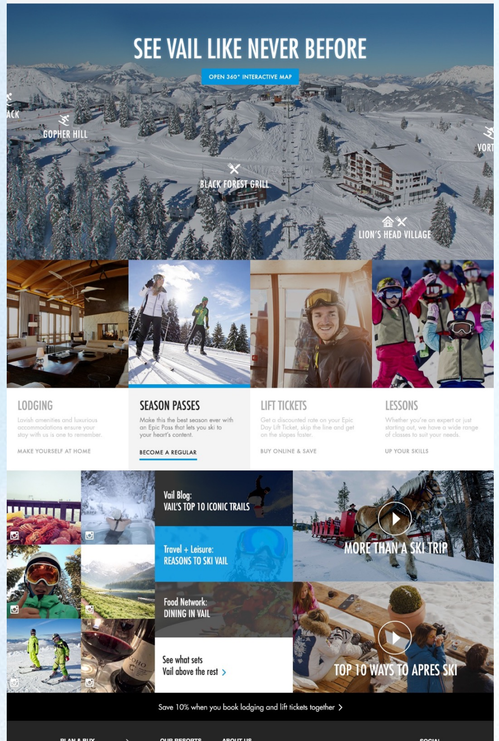
THE WORLD'S BEST GROOMED TRAILS ARE WAITING
Known for that light and fluffy Colorado powder, Vail also boasts the most groomed terrain on the planet. From the Front Side to the Back Bowls, there's a wide range of trails perfect for beginner skiers and adrenaline seekers alike.
SEE GROOMING REPORT


SEE VAIL LIKE NEVER BEFORE
OPEN 360° INTERACTIVE MAP
GOPHER HILL
BLACK FOREST GRILL
LION'S HEAD VILLAGE
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Lavish amenities and luxurious accommodations ensure your stay with us is one to remember.
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Travel + Leisure:
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Food Network:
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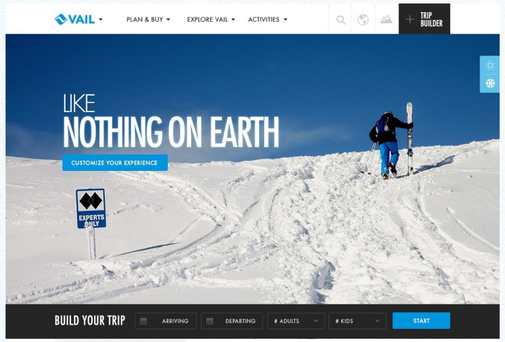
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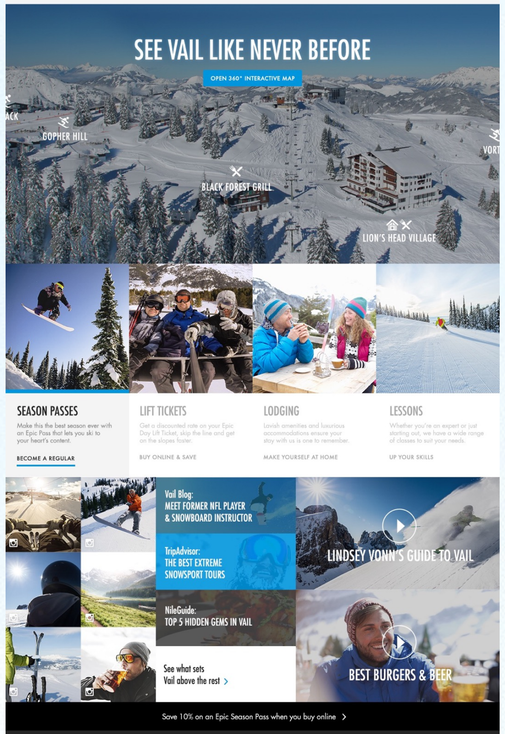
NORDIC
TAKE A RIDE ON THE WILD SIDE
Go for a different kind of adrenaline rush with ski biking. Our nighttime guided tours are unique to Vail, and they're only offered to intermediate and advanced skiers and snowboarders that are comfortable on blue and black runs.
EXPLORE MORE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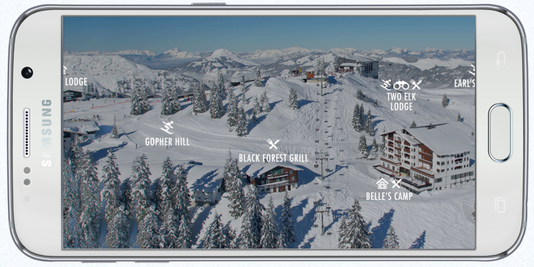
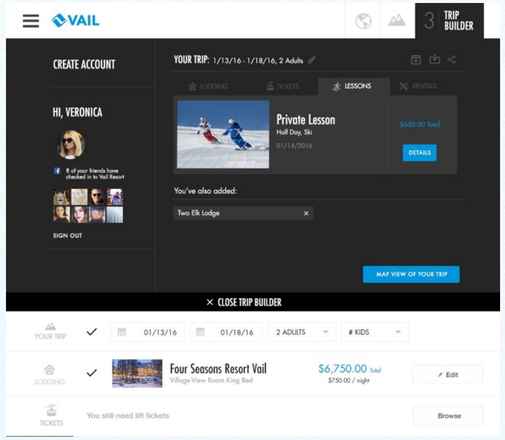
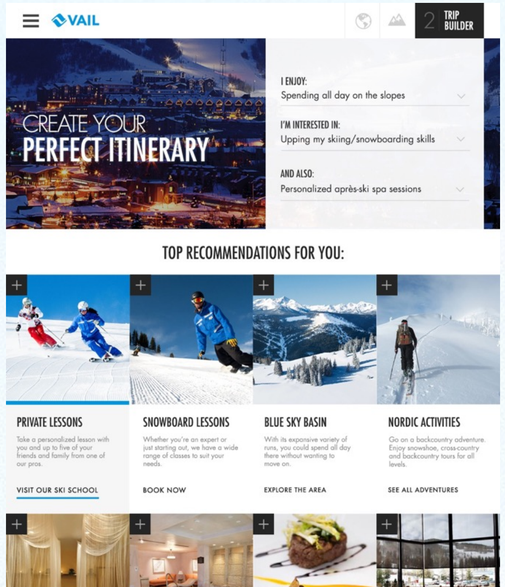
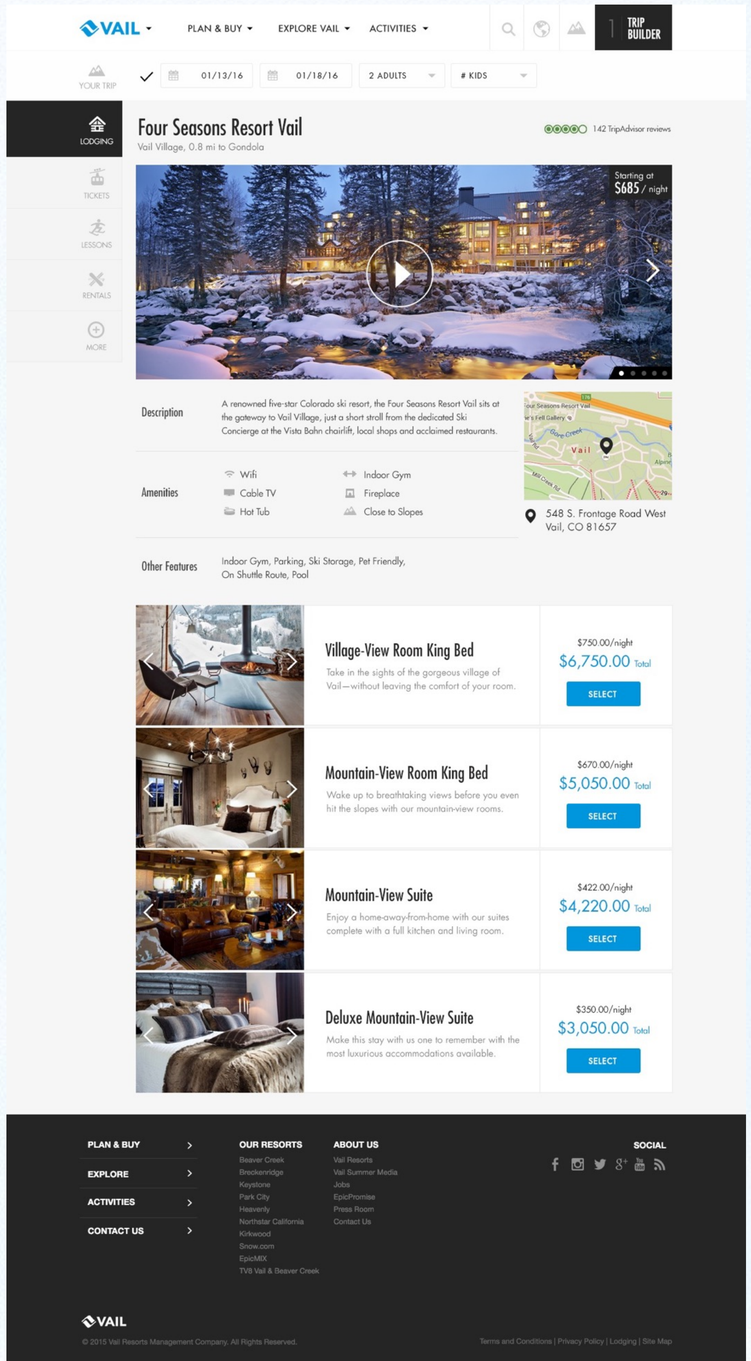
TripAdvisor:
THE BEST EXTREME SNOWSPORT TOURS
NileGuide:
TOP 5 HIDDEN GEMS IN VAIL
See what sets Vail above the rest
LINDSEY VONN'S GUIDE TO VAIL
BEST BURGERS & BEER
Save 10% on an Epic Season Pass when you buy online


LODGE
TWO ELK LODGE
EARL'S
GOPHER HILL
BLACK FOREST GRILL
BELLE'S CAMP


VAIL
3 TRIP BUILDER
CREATE ACCOUNT
HI, VERONICA
8 of your friends have checked in to Vail Resort
SIGN OUT
YOUR TRIP: 1/13/16 - 1/18/16, 2 Adults
LODGING
TICKETS
LESSONS
RENTALS
Private Lesson
Half Day, Ski
01/14/2016
$650.00 Total
DETAILS
You've also added:
Two Elk Lodge
MAP VIEW OF YOUR TRIP
CLOSE TRIP BUILDER
YOUR TRIP
01/13/16
01/18/16
2 ADULTS
KIDS
LODGING
Four Seasons Resort Vail
Village-View Room King Bed
$6,750.00 Total
$750.00 / night
Edit
TICKETS
You still need lift tickets
Browse


VAIL
2 TRIP BUILDER
CREATE YOUR PERFECT ITINERARY
I ENJOY:
Spending all day on the slopes
I'M INTERESTED IN:
Upping my skiing/snowboarding skills
AND ALSO:
Personalized après-ski spa sessions
TOP RECOMMENDATIONS FOR YOU:
PRIVATE LESSONS
Take a personalized lesson with you and up to five of your friends and family from one of our pros.
VISIT OUR SKI SCHOOL
SNOWBOARD LESSONS
Whether you're an expert or just starting out, we have a wide range of classes to suit your needs.
BOOK NOW
BLUE SKY BASIN
With its expansive variety of runs, you could spend all day there without wanting to move on.
EXPLORE THE AREA
NORDIC ACTIVITIES
Go on a backcountry adventure. Enjoy snowshoe, cross-country and backcountry tours for all levels.
SEE ALL ADVENTURES


VAIL
PLAN & BUY
EXPLORE VAIL
ACTIVITIES
TRIP BUILDER
YOUR TRIP
01/13/16
01/18/16
2 ADULTS
KIDS
LODGING
TICKETS
LESSONS
RENTALS
MORE
Four Seasons Resort Vail
Vail Village, 0.8 mi to Gondola
142 TripAdvisor reviews
Starting at $685 / night
Description
A renowned five-star Colorado ski resort, the Four Seasons Resort Vail sits at the gateway to Vail Village, just a short stroll from the dedicated Ski Concierge at the Vista Bahn chairlift, local shops and acclaimed restaurants.
Amenities
Wifi
Cable TV
Hot Tub
Indoor Gym
Fireplace
Close to Slopes
548 S. Frontage Road West
Vail, CO 81657
Other Features
Indoor Gym, Parking, Ski Storage, Pet Friendly, On Shuttle Route, Pool
Village-View Room King Bed
Take in the sights of the gorgeous village of Vail—without leaving the comfort of your room.
$750.00/night
$6,750.00 Total
SELECT
Mountain-View Room King Bed
Wake up to breathtaking views before you even hit the slopes with our mountain-view rooms.
$670.00/night
$5,050.00 Total
SELECT
Mountain-View Suite
Enjoy a home-away-from-home with our suites complete with a full kitchen and living room.
$422.00/night
$4,220.00 Total
SELECT
Deluxe Mountain-View Suite
Make this stay with us one to remember with the most luxurious accommodations available.
$350.00/night
$3,050.00 Total
SELECT

PLAN & BUY
EXPLORE
ACTIVITIES
CONTACT US
OUR RESORTS
Beaver Creek
Breckenridge
Keystone
Park City
Heavenly
Northstar California
Kirkwood
Snow.com
EpicMIX
TV8 Vail & Beaver Creek
ABOUT US
Vail Resorts
Vail Summer Media
Jobs
EpicPromise
Press Room
Contact Us
SOCIAL
VAIL
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Terms and Conditions | Privacy Policy | Lodging | Site Map

PROJECT PLAN/COSTS

PROJECT APPROACH: OVERVIEW

We will start fast, assign ownership teams, and quickly assess how to get the finish line. The total project will develop through five major phases:

DISCOVER

We interview stakeholders, audit the current and competitive landscapes, and surface insights that ladder up to the business objectives. We synthesize our learnings and confirm alignment. This is the beginning of our holistic approach and a critical phase in which to align.

DEFINE

We map customer journeys, prototype our thoughts, and propose site structure alongside design frameworks. A Brief is created to inform subsequent phases and hold us accountable. Defined project plans, laddering up to the larger roadmap, are created, reviewed, and shared.

IDEATE

We craft user experience and design concepts that can be validated through usability testing initiatives.

DESIGN

We visualize the recommendations of previous phases at the template and page levels, confirm technical parameters, secure assets, and annotate functional specs for hand off.

DEPLOY

We advise during pre-production to ensure a seamless handoff and assist in post-production until properties are deemed stable.

PROJECT APPROACH: INITIAL PHASES

IDEATE → **DESIGN** → **DEPLOY**

TIME TO COMPLETE: 15—17WEEKS

BUDGET RANGE: $348,860—383,746

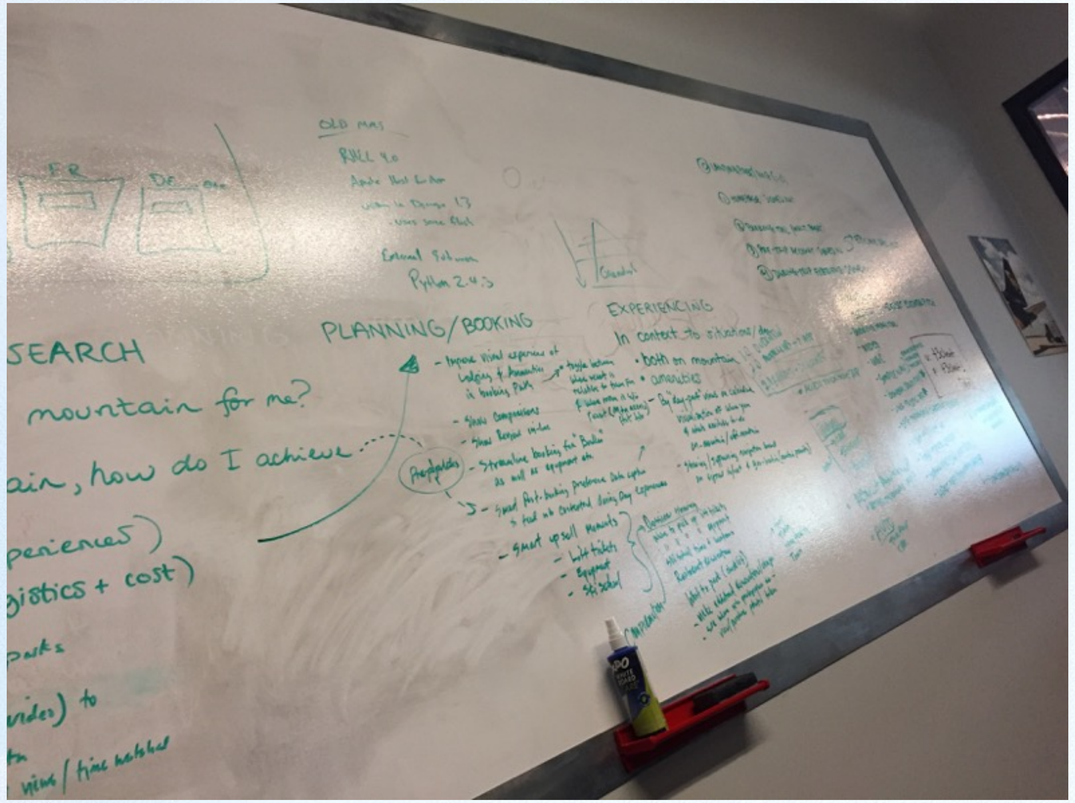
ACTIVITIES

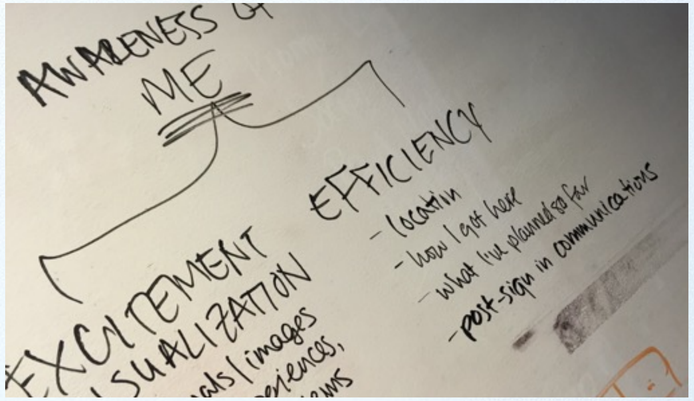
- Prep Stimuli (Design and/or Prototypes)
- Draft Moderator Guide
- Wireframing, including detailed Use Cases for Resort Info, Booking, and Checkout flow
- Look / Feel / Tone Exploration
- Visual Design
- Asset Management
- Content Modeling
- Post Handoff Support

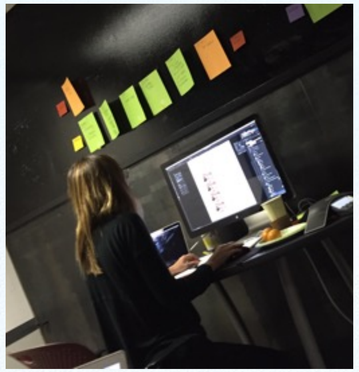
OUTPUTS

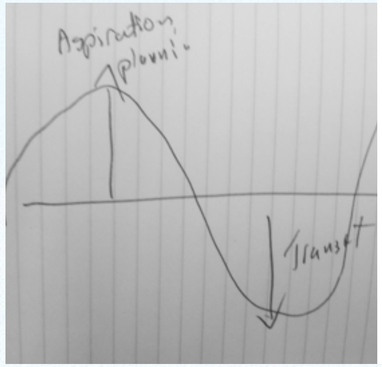
- Testing Stimuli
- Moderator Guide
- Testing Attendance
- Testing Results Synthesis and Recommendations
- Wireframes
- Responsive Design Comps
- Copy Deck
- Content Model for Dynamic Modules
- Annotations / Functional Specs

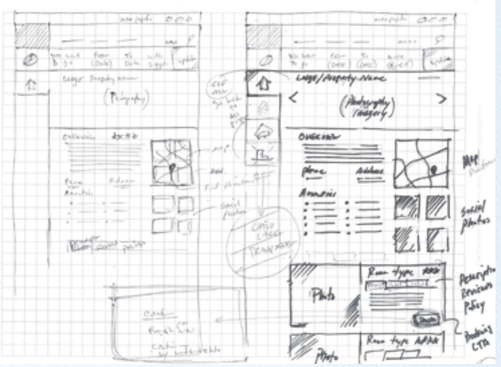
WHY T3?

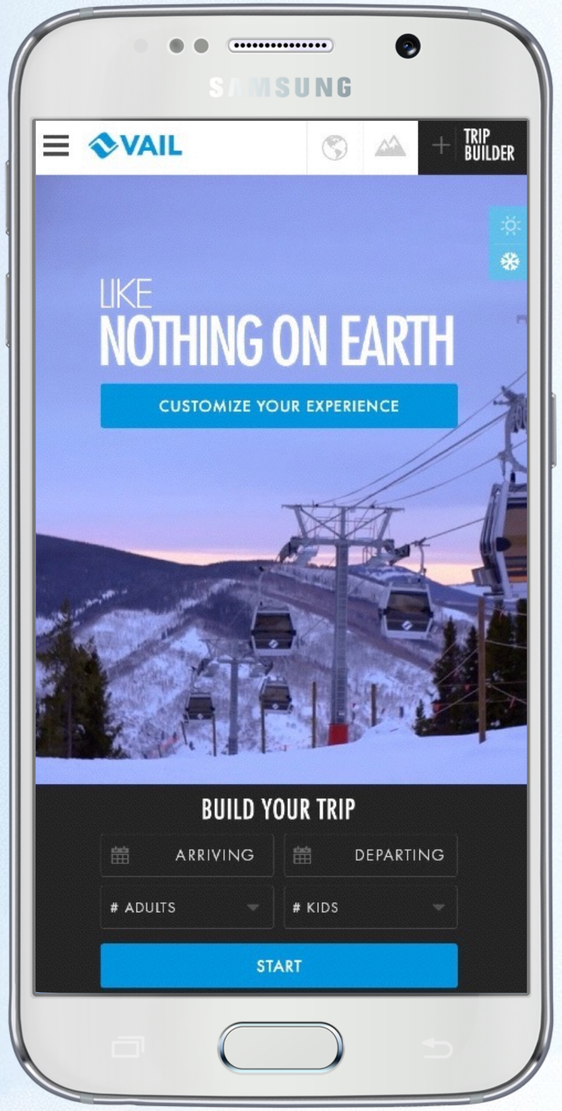

SEARCH
mountain for me?
PLANNING/BOOKING
EXPERIENCING

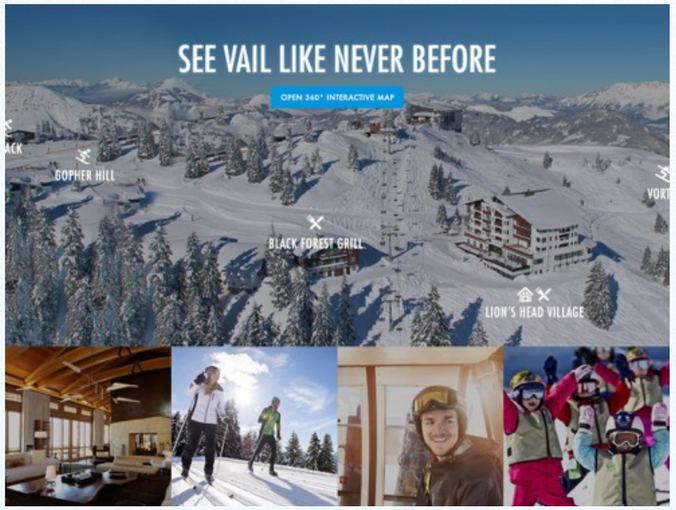

EFFICIENCY
EXCITEMENT

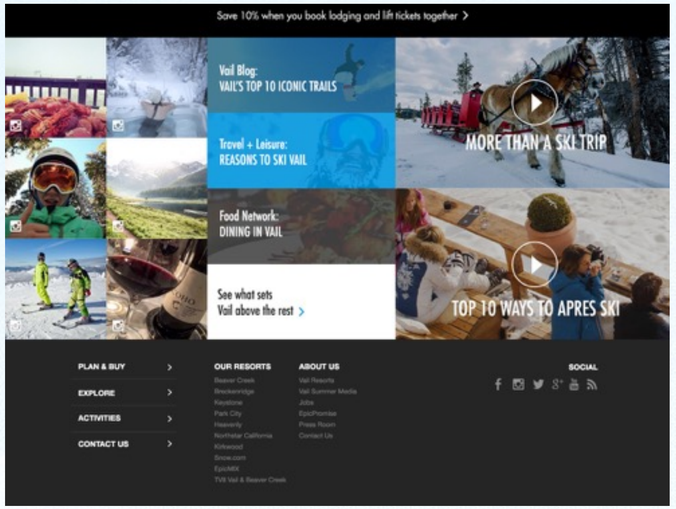


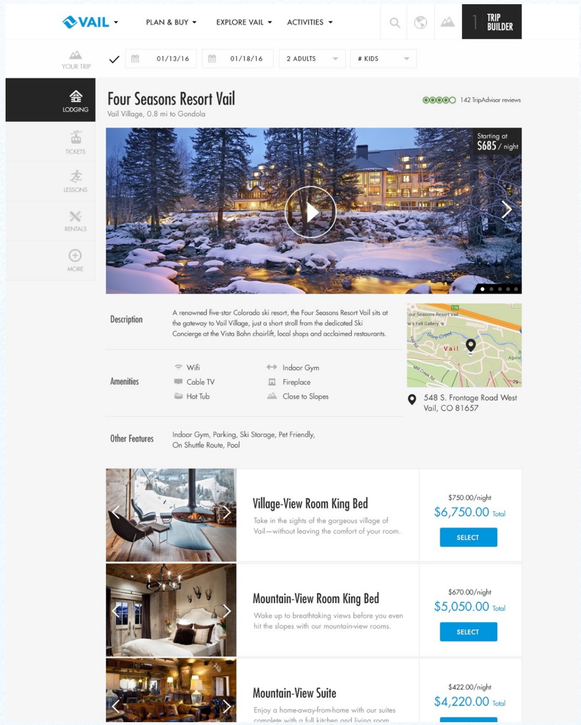

Aspiration
Flight




SAMSUNG
VAIL
TRIP BUILDER
LIKE
NOTHING ON EARTH
CUSTOMIZE YOUR EXPERIENCE
BUILD YOUR TRIP
ARRIVING
DEPARTING
ADULTS
KIDS
START


SEE VAIL LIKE NEVER BEFORE
OPEN 360° INTERACTIVE MAP
GOPHER HILL
BLACK FOREST GRILL
LION'S HEAD VILLAGE


Save 10% when you book lodging and lift tickets together
Vail Blog:
VAIL'S TOP 10 ICONIC TRAILS
Travel + Leisure:
REASONS TO SKI VAIL
Food Network:
DINING IN VAIL
See what sets
Vail above the rest
MORE THAN A SKI TRIP
TOP 10 WAYS TO APRES SKI
PLAN & BUY
EXPLORE
ACTIVITIES
CONTACT US
OUR RESORTS
ABOUT US
SOCIAL


VAIL
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Starting at
$685 / night
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Hot Tub
Indoor Gym
Fireplace
Close to Slopes
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Other Features
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$750.00/night
$6,750.00 Total
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Mountain-View Room King Bed
Wake up to breathtaking views before you even hit the slopes with our mountain-view rooms.
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SELECT
Mountain-View Suite
$422.00/night
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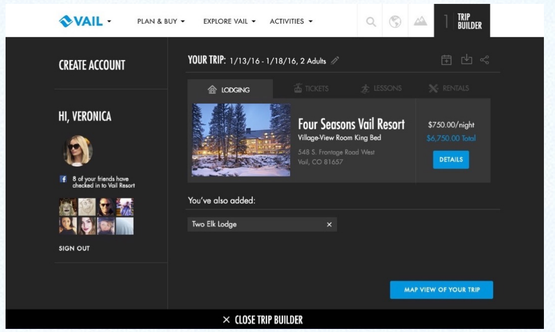
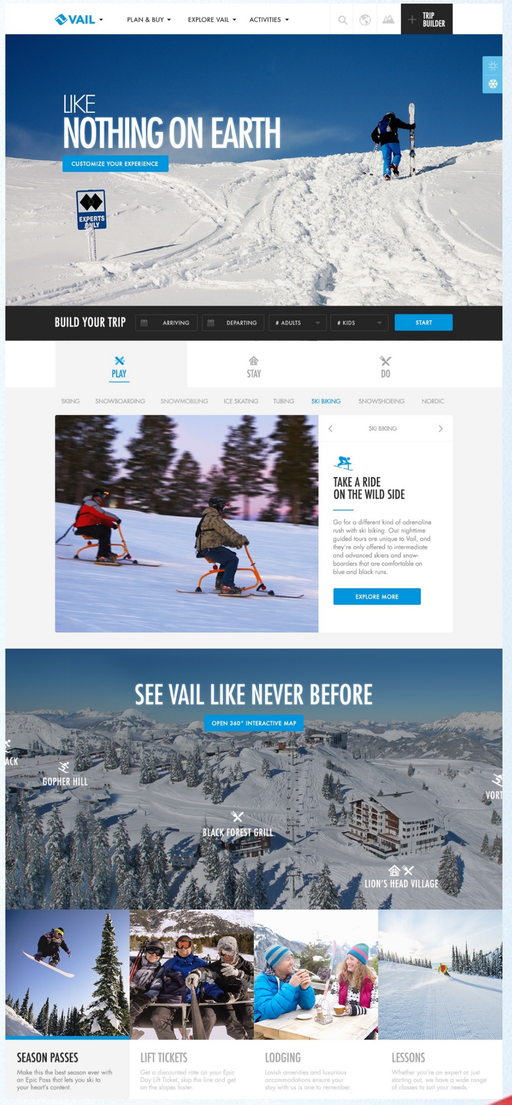
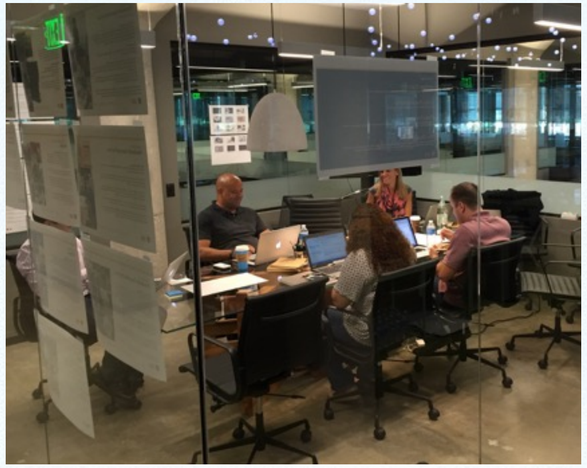

VAIL
PLAN & BUY
EXPLORE VAIL
ACTIVITIES
TRIP BUILDER
CREATE ACCOUNT
HI, VERONICA
SIGN OUT
YOUR TRIP: 1/13/16 - 1/18/16, 2 Adults
LODGING
TICKETS
LESSONS
RENTALS
Four Seasons Vail Resort
Village-View Room King Bed
548 S. Frontage Road West
Vail, CO 81657
$750.00/night
$6,750.00 Total
DETAILS
You've also added:
Two Elk Lodge
MAP VIEW OF YOUR TRIP
CLOSE TRIP BUILDER

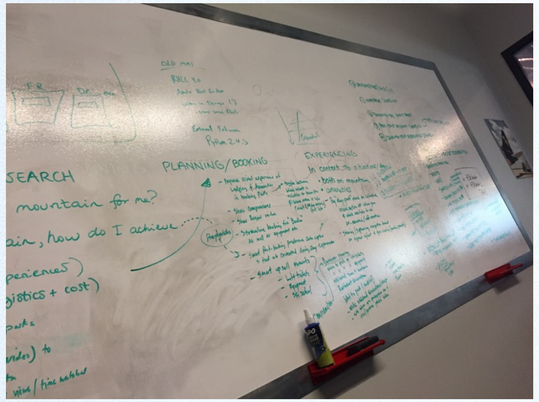

VAIL
PLAN & BUY
EXPLORE VAIL
ACTIVITIES
TRIP BUILDER
LIKE
NOTHING ON EARTH
CUSTOMIZE YOUR EXPERIENCE
EXPERTS ONLY
BUILD YOUR TRIP
ARRIVING
DEPARTING
ADULTS
KIDS
START
PLAY
STAY
DO
SKIING
SNOWBOARDING
SNOWMOBILING
ICE SKATING
TUBING
SKI BIKING
SNOWSHOEING
NORDIC
TAKE A RIDE
ON THE WILD SIDE
EXPLORE MORE
SEE VAIL LIKE NEVER BEFORE
OPEN 360° INTERACTIVE MAP
GOPHER HILL
BLACK FOREST GRILL
LION'S HEAD VILLAGE
SEASON PASSES
LIFT TICKETS
LODGING
LESSONS

We’re 100% sure this isn’t the answer.

Capital One

Allstate
You're in good hands
Capital One
OPEN

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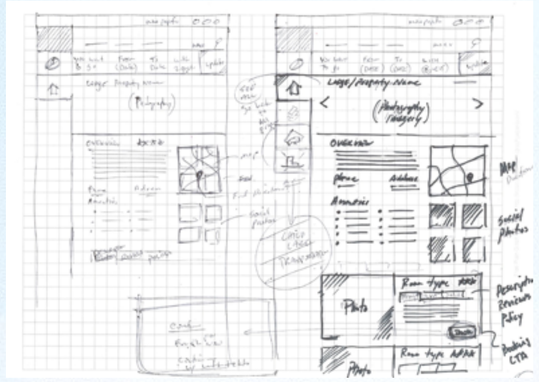

SAMSUNG
VAIL
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NOTHING ON EARTH
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BUILD YOUR TRIP
ARRIVING
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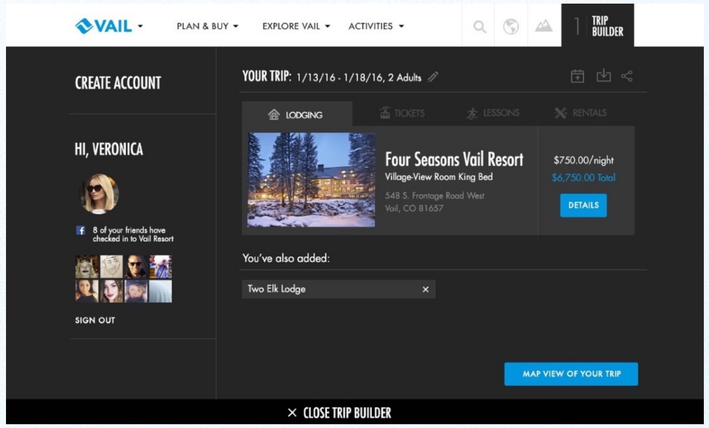
ADULTS
KIDS
START


VAIL
PLAN & BUY
EXPLORE VAIL
ACTIVITIES
TRIP BUILDER
CREATE ACCOUNT
HI, VERONICA
8 of your friends have checked in to Vail Resort
SIGN OUT
YOUR TRIP: 1/13/16 - 1/18/16, 2 Adults
LODGING
TICKETS
LESSONS
RENTALS
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Village-View Room King Bed
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Vail, CO 81657
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$6,750.00 Total
DETAILS
You've also added:
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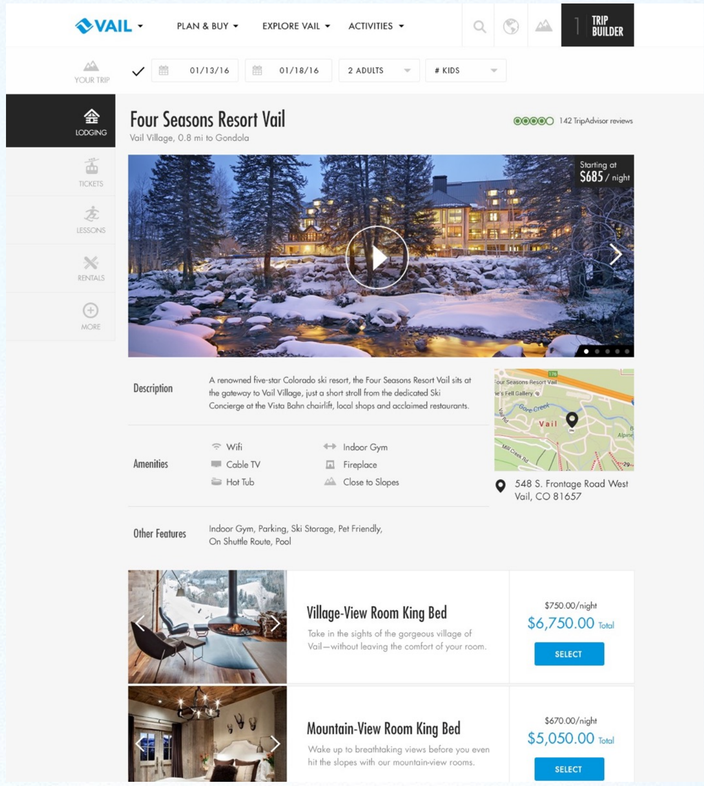
MAP VIEW OF YOUR TRIP
CLOSE TRIP BUILDER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01/13/16
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T3
THANKS