



## Differentiate Yourself From Others (Ski Resorts)

What are you planning on doing to differentiate your resort from your competition?

Here is just one idea. For just about as long as I can remember, most children wear bibs while they are in ski school. They look very cute, but it is time for something different and there is an opportunity to do something different. Children wear helmets these days and children like to put things on their helmets. Why not use their helmets instead of bibs to help instructors keep track of his or her students.

Wouldn't it be cool if you saw a line of little three foot tall children skiing down a trail and they all had the same neon orange shark fin velcro'd to the top of their helmets. The shark fins can be different colors depending on the ability of the children. They do not even have to be shark fins. They could be deer antlers, etc. They can have blinking lights in them and of course they should have your logo on them.

Something like this will get some attention and make people remember your resort. The children will definitely think it is fun. A small change can make a big difference.

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**People remember those who differentiate themselves from others.**

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My daughter takes after me. She loves to ski and also loves to eat. She has skied at a bunch of different ski resorts and she has eaten at a lot of nice restaurants. Many of these restaurants make great macaroni and cheese and give her desserts just as big as her meal. When I ask her what her favorite place to eat dinner is, she immediately tells me. When I ask her what ski area she liked the best, she can not think of one.

Her favorite restaurant is McDonalds and she does not even get a dessert. She gets luke warm chicken nuggets, and fries so hot she cries because they burn her tongue. But what she gets is that cheap little toy every time. She always picks McDonalds, because she will be getting a toy every time.

*"We keep your customers coming back!"*



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**The ski resort who first gives my daughter something to take home with her will be her favorite ski resort. And her opinion carries a lot more weight than you might think. If she does not have a good time, I do not have a good time. So I will bring her to the resort where I think she has the best chance of having a good time. The difference between which resort I decide to spend hundreds of dollars a day, might come down to the one that invests a dollar or two to give each child something to remember the resort.**

This is a huge opportunity for ski resorts. Every child should be given something. Kids love toys. They will bring them home, show them to friends, bring them to school and bug their parents to bring them back to the ski area that gives out toys. My daughter is always bragging to friends about all of the different ski passes on her jacket. Just think if she had an entire set of animals from your resort.

Yeah, I know that budgets are tight. **But if you do it right, these give-aways can pay for themselves.** I would recommend getting a higher quality toy that can also be sold retail, preferably a plush animal that can have your logo embroidered on it.

Sell enough of them at your gift shop to pay for the cost and give the rest away. PatronEdge has a relationship with Imagine8. They go direct to China. Mike (the owner) personally knows and visits the different manufacturers. He has close to 20 years experience. This will provide you with the most creative product at the cheapest price. He can get you just about any type of plush toy that you may want. Information about Imagine8 can be found on the strategic alliance section of our website.