

Interski 2019 Bulgaria Report

Snow Pro Article

Swiss – Experiences & Magic Moments

Swiss Ski Schools provides lesson programs taught by experienced, high quality instructors, with 8,000 instructors currently active and 154 affiliated schools throughout Switzerland. Despite this, participation in lessons has been declining over recent years and participation by adults who are already experienced skiers is especially low.

In spring 2017, Swiss Ski Schools launched the project “**Experience-oriented Hospitality**”. All Swiss Ski Schools are integrated into this nationwide project, aimed to enhance their range of services with a stronger emphasis on guests’ experiences and at generating new or repeat business from advanced winter sports enthusiasts. The basis of the project is the so-called chain of experiences. Along this chain of experiences, the best possible conditions must be created for the guests to experience many positive experiences.

Before	In the Ski School			After	
Creating awareness, providing information	In the office: booking and registration	Meeting place/ assembly point	Lesson	Supporting programme, special events	Follow-up, customer care, complaint management
					

Advertising

To help promote more lesson bookings the Swiss Ski Schools launched a national advertising campaign named “**Swiss Ski School for everyone**” during the 2018-2019 winter season on social media and TV. This included short, funny advertisements promoting snowsports for everyone – kids, experienced skiers, and novices. You can view the Swiss TV Advertisements here:

<https://drive.google.com/drive/folders/1mQcrkPl4-rOC5a-q30rTn1hIzS4NUhV4?usp=sharing>

The overall goal of the campaign was to make people aware that ski schools are not just for beginners and children but that experienced adult snow sports enthusiasts and those returning to the slopes after a while away still have a lot to learn and can benefit from the offers provided.

Magic Moments

Swiss Snowsports spent 1.5 years analysing their guests’ experiences and expectations. They decided that if they can deliver ‘**Experiences**’ to guests above their expectations this will lead to their guests being delighted. But if they could leave their guests with a ‘**Magic Moment**’ this would leave them with that extra ‘Wow’ effect, meaning they were far more likely to return to the resort again in the future. They described a Magic Moment as a small special time of the holiday that left a guest

amazingly happy. Some examples they gave are: a perfect powder run, a breakthrough in technique or confidence, seeing the perfect sunset with their instructor while having a beer or glass of champagne, or capturing a happy family moment with their children on camera.

It is therefore the job of instructors (and other resort staff) to look and share ways of helping guests experience a Magic Moment during their holiday.



Report by Tom Langtry

You can view the Swiss Experiences & Magic Moments PDF at this link:

https://drive.google.com/file/d/1cD3_YAnjsixIMiFYxNLEkMRO9wQbq_qO/view?usp=sharing