



# SKI MEDIA FORUM

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29-31  
March 2017

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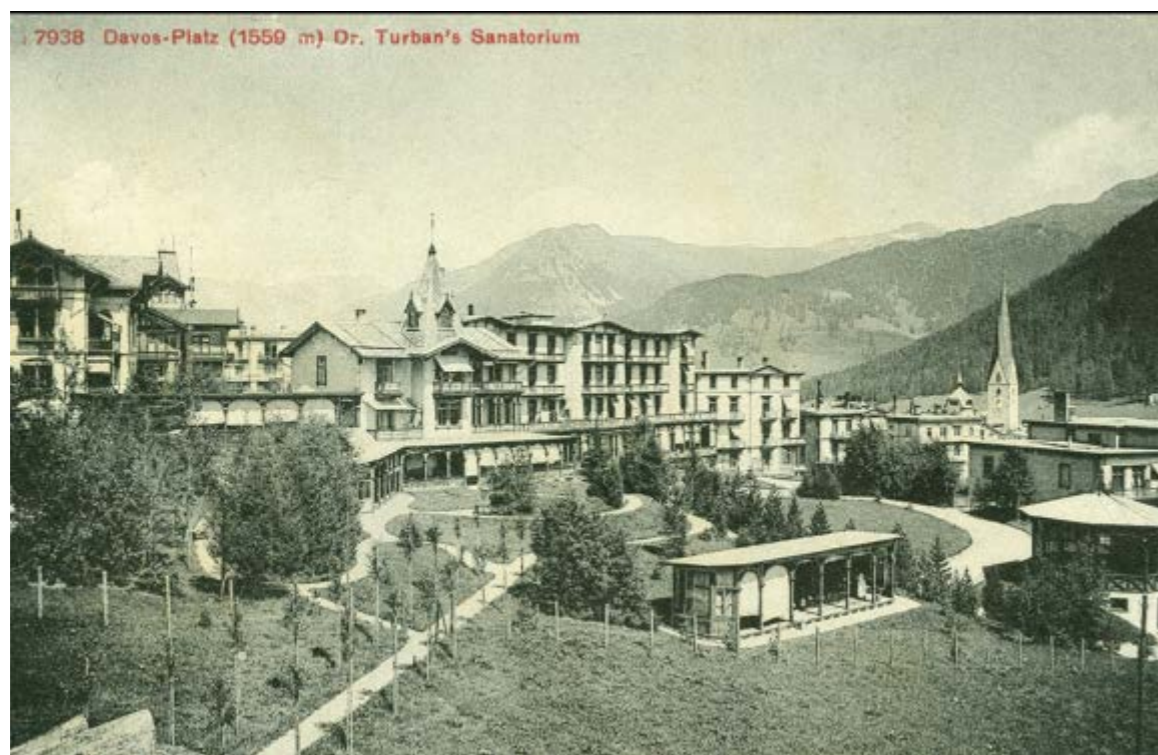
DAVOS

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# Welcome to DAVOS

## History of Davos

- 1213 The village of Davos is first mentioned as Tavaus.
- 1280 the Baron's of Vaz allowed German-speaking Walser colonists to settle down.
- 1436, the League of the Ten Jurisdictions was founded in Davos.
- From the middle of the 19th century, Davos became a popular destination for the sick and ailing because the microclimate in the high valley.



# Welcome to DAVOS

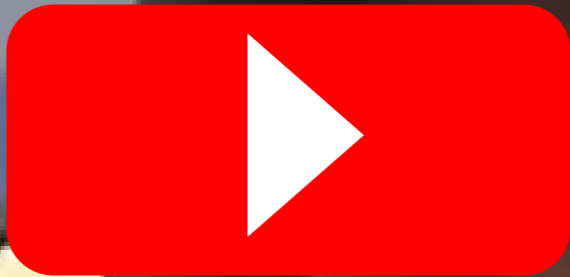
## History of Davos

- 1899 Arthur Conan Doyle wrote an article about skiing in Davos.
- 1910 First Swiss Bobsled team was created in Davos
- During the natural ice era of winter sports, Davos and the Davos Eisstadion were a mecca for speed skating. The only European Bandy (early Ice Hockey) Championship was held in the town in 1913
- Davos became a famous ski resort, especially frequented by tourists from the United Kingdom and the Netherlands. After peaking in the 1970s and 1980s, the city settled down as a leading but less high-profile tourist attraction.



# Welcome to DAVOS

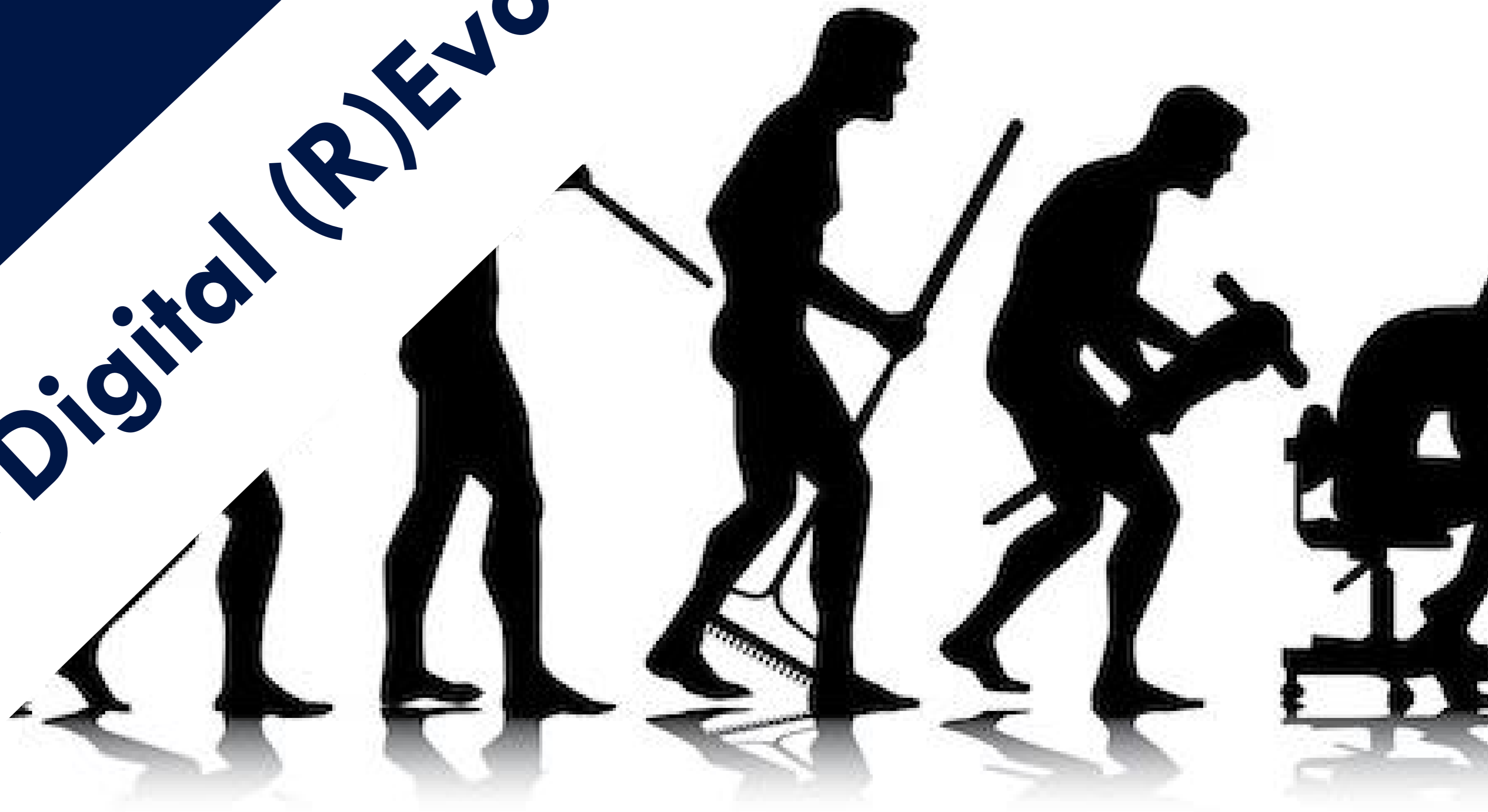




# The ALPDEST Story started 6 years ago in DAVOS

- 2011 ALPDEST was founded with the help and initiatives of Davos-Klosters Mountain. ALPDEST has implemented the 'ALPDEST Media Service' Business Model in 7 Swiss Premium Ski Resorts as Exclusive partner and 6 more Resorts as Main Partner
- 2013 ALPDEST becomes International and bought the intangible and tangible assets of Media Mountain and was announced as official Media Partner and service provider of the biggest alpine Project for M&G in 6 countries and 40 Resorts including 30 Ski schools
- 2016 Premium BRANDS such as BMW, AUDI, GOPRO, Coke, North Face, SIEMENS, GRAFF, Chopard, TAG Heuer, Lindt&Sprüngli, Heineken, Maserati, Volvo, Nissan, FIAT Groupe are today successfully advertising in a sustainable way across the Pan European SKI MEDIA Network of ALPDEST
- 2017 DOOH Transition and further growth is planned with the START of the new Fiscal year May 2017**

# SKI MEDIA Digital (R)Evolution



IN ONE OF  
THE MOST  
TRANSFORMATIONAL  
TIMES

HISTORY  
IN HUMAN





# WHAT DOES THIS MEAN for ALPDEST

TRANSITION from a classical Out of Home Media Network and Service Partner to a Innovative Media Solution Provider and Resort Partner

## **(R)Evolution CHANGES?**

- **Update** MANAGEMENT and TEAM Structure
- **Update** CLIENT and PARTNER Structure
- **Update** Product Portfolio STRATEGY
- **Update** Resort STRATEGY
- **Update** SERVICE Organisation

# Big CHANGE and TRANSITION for SKI MEDIA

## SKI MEDIA TRANSFORMATION NEEDS

- More **FLEXIBLE** Seasonal and Seasonal Peak Bookings
- More **SCALABLE** Budget related scalability of Media campaign's
- More **MEASURABLE** Contact rates and campaign results needs to be measurable (ROI)
- More **DIGITAL** Digital Network Points for Campaign updates in Real-time
- More **SEGMENTABLE** Audience Focused Touchpoints, minimal Media wastage
- More **INTEGRATED** Conceptional and integrated Marketing campaigns (360degree)
- More **REPEATS** Additional contacts in repeating campaigns on the social media channels and community websites.

# Digital Transformation what does it mean for you?

## Introducing:

- **HARDWARE SUPPLIERS**
- **SOFTWARE SUPPLIERS**
- **SKI REGIONS and SERVICES**
- **BRANDS**