

Learn To Ski/Bring A Friend Creates Triple Play

January 2018 is the 10th anniversary of the Learn to Ski and Snowboard (Month)/Bring a Friend initiative. Organizers are introducing something NEW this year called “The Triple Play.” It’s a strategy to celebrate learning how to ski or snowboard throughout the month of January (Learn to Ski and Snowboard Month) and beyond. Partners can participate in all or part of the effort.



The Triple Play encourages newcomers to “discover the snow” and learn. It’s a media hook to help us draw attention to our sports. Learn to Ski and Snowboard Month and Bring a Friend programs developed by our partners can be part of The Triple Play approach or they can stand-alone.

Triple Play Part 1: Bring a Friend Challenge Weekend

The Bring a Friend Challenge Weekend, January 5-7, is the “kick-off” for Learn to Ski and Snowboard Month. Historically, it is a slow weekend, especially for resorts, because it falls between New Year’s and the busy Martin Luther King weekend. The Challenge Weekend focuses on what industry research indicates – that most people are introduced to skiing and snowboarding through a friend or family member.

Triple Play Part 2: World Snow Day

This international event is organized by the FIS. World Snow Day has taken place for several years and is especially popular in Europe. It usually falls on Martin Luther King weekend making it difficult for U.S. businesses to participate. NOT THIS YEAR. In 2018, WSD is on Sunday, January 21, the weekend AFTER Martin Luther King, thus making it feasible to rally U.S. organizations and businesses.

Resorts, retailers and suppliers throughout the world can participate. A World Snow Day program could be a follow up from the Bring a Friend Challenge Weekend, with similar activities, thus encouraging newcomers to return.

Triple Play Part 3: 2018 Winter Olympics

The Winter Olympics generate a lot of visibility for snow sports. The question is how to leverage the Winter Olympics to encourage newcomers to try skiing and snowboarding?

Organizers of LSSM/BAF are working with the U.S. Ski and Snowboard Association and other partners to capitalize on this international event.

For details on all of these opportunities to create new customers, [click here](#).