

CRESTED BUTTE MOUNTAIN RESORT

INSPIRE YOUR PASSION IN THIS AUTHENTIC MOUNTAIN TOWN



Crested Butte Mountain Resort needed a whole new online experience for the resort's guests, including vacation planning, real estate information, and additional information about the resort and town.

OBJECTIVE //

Crested Butte needed a whole new online experience for the resort's guests, including vacation planning, real estate information, and additional information about the resort and town. The website allows users to be immersed in the Crested Butte experience while also introducing visitors to CBMR's recent brand repositioning. Previously, Crested Butte had five websites representing the various products and services offered at the resort, making it confusing for guests. Visitors can now find all the information they need on one comprehensive, destination portal.



SOLUTION //

Crested Butte Mountain Resort had a portfolio of existing web sites in place consisting of www.skicb.com (main entry point), www.mountaineersquare.com, www.elevationhotelandspa.com, www.grandlodgedcrestedbutte.com (three lodging sites) and www.cbliving.com (real estate website). The brand reflected throughout the sites was outdated and disjointed. RTP Interactive's solution was to synthesize these disparate sites under one high-level umbrella. Skicb.com needed to become the main gateway, with clear branch offs to two 'sister' sites: one for lodging and one for real estate. These three sites have visual and navigational commonalities that unite them. Movement between sites must be intuitive in order to keep visitors within CBMR offerings. The new website uses rich, vivid photography to convey the resort's beauty and small mountain town appeal and combines it with an intuitive user interface, making it easy for online guests to find information. Whether they are looking for weather and snow reports, lodging, lift tickets, real estate, social media options, or mountain and town offerings, all of

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the information is now easily accessible throughout the site.

Crested Butte is making a concerted effort to appeal to destination visitors as part of a recent shift in the overall business model of the resort. This new strategy required a website that could communicate the appeal of Crested Butte as the perfect vacation destination for those looking for a memorable experience, while still appealing to its strong, local customer base.

RESULTS //

RTP designed this site using a unique “persona-based” design methodology, which focuses on the different visitor types, to ensure each persona can find the information they need quickly and easily. The new website is now the primary online resource of information for all the Crested Butte Mountain Resort amenities, including the ski resort, lodging, and real estate.

The complete redesign of the Crested Butte Mountain Resort online presence builds upon continued CBMR investments promoting the brand, marketing efforts, and company profile to complement both on-mountain and overall improvements over the past four years. New snowmaking, grooming and lift system infrastructure along with the completion of the Lodge at Mountaineer Square and Mountaineer Conference Center last season are just part of a 200-million-dollar resort-wide capital improvement plan. The mountain, real estate and lodging managers are all very pleased with the representation of their business units on the new web site.

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Visit //

www.skicb.com

www.rtpinteractive.com

“RTP successfully consolidated 5 disparate web sites into 1 experiential portal.”

