

KICKING HORSE MOUNTAIN RESORT

FRESH ADVENTURE



Kicking Horse Mountain Resort
The heart of the mountains has always been reserved for those whose spirit aspires experiences as distinguished as the mountains themselves.

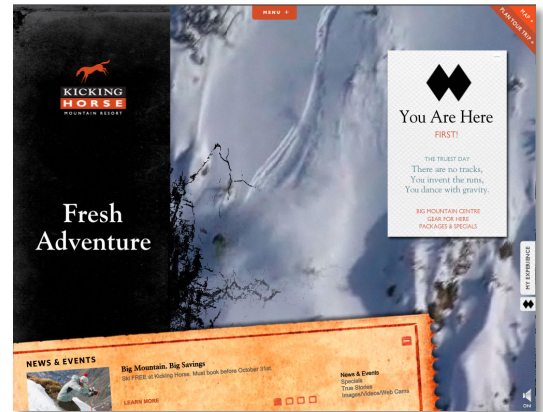
OBJECTIVE //

Kicking Horse Mountain Resort in British Columbia, is a bit off the beaten path – although not nearly as far as people perceive. What makes Kicking Horse worth the extra effort? With amenity opportunities and terrain variety expanding, the resort’s appeal is growing to include a wider audience. For the extreme skier or snowboarder, Kicking Horse has been an easy sell...but RTP was challenged to allow the site visitor to scale the adventure to their needs. It must reflect the offerings for a family, beginning or intermediate riders, as well as experts.

The existing site had outgrown its original shell and it resulted in disjointed content and a complex navigation structure.

Kicking Horse had also seen a decline over the past year in online bookings due to inefficient booking engine integration, a narrowed target audience and a lack of navigational clarity; in particular between the resort and the real estate components of the resort.

There was great opportunity to enhance the site by injecting a stronger, more defined brand vision, as well as creating a more interactive and engaging user experience. The idea was to create a site for a variety of users and push forward content that would draw the user into the site and the resort itself.



SOLUTION //

The ski industry typically relies on facts and figures in its marketing (how big, how many runs, how much snow, etc.). This marketing logic does not capture the heart of the guest and encourages guest churn as they continually seek the next best thing. The site should seek an emotional connection with the guest by telling a story of the Kicking Horse experience through compelling images and engaging content.

One of the main goals of this project is to cast a wider net by ‘softening the experience’ – catch local big-mountain skiers, adventure-seeking destination guests, as well as families – all without losing the allure and cachet of the resort. This can be characterized as reducing the ‘*Bromance*’ quotient of the visitor profile. The redesign supports longer stays, return visits and higher online conversion rates. The site not only educates, but engages the user in such a way that helps them make a decision to book.

RTP created a multi-seasonal site to allow guests to view the resort offerings specific to Winter and Summer.

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A full-screen video insertion on the Winter home page creates excitement and connection. The user can then *Choose An Experience* that is most appropriate to their upcoming visit. Throughout the site, jQuery navigation allows the brand to take center stage while allowing the user easy access to information.

Both Winter and Summer sites leverage powerful, signature imagery and video insertions, interactive maps, social media feeds, mountain conditions, media gallery, specials/packages and event information. Kickinghorseresort.com is now the gateway for the mountain, village accommodations and real estate offerings and brings to life the unique personality of Kicking Horse Mountain Resort.

RESULTS //

Users and industry alike have received the new site well. Online bookings have seen a measurable increase, and the new site has drawn positive publicity out of the gate.

- 23% increase in bookings in the first two months post-launch
- Simplified, integrated booking and customized booking widget interface
- Flexible, CMS updateable specials, promotions, news and events
- Communication Arts Web Site of the Day



Visit //

www.kickinghorseresort.com
www.rtpinteractive.com

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