

STEVENS PASS

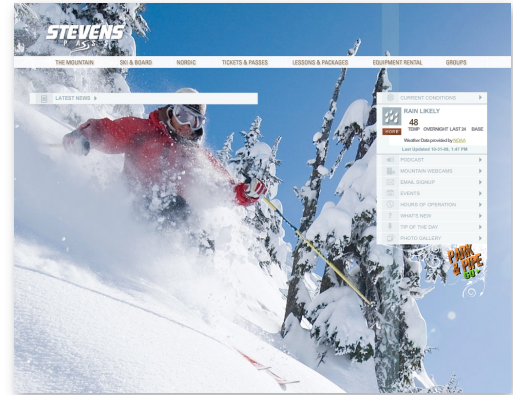
CELEBRATING 70 YEARS OF BUSINESS



Stevens Pass Mountain Resort launched a new web site coinciding with the celebration of 70 years at Stevens Pass, one of the Northwest's premier resorts. In a move away from the standard resort websites, www.stevenspass.com – much like the resort itself – has gone back to the basics, 21st century style.

OBJECTIVE //

There are no spinning flash designs or ever so frustrating 'please wait ten more minutes for the next page to upload' messages. The stevenspass.com homepage greets the visitor with dynamic and dramatic photographs of its mountain infused with the energy and motion of people enjoying the Stevens Pass resort adventure, overlaid with clear site navigation links.



SOLUTION //

The site was designed to capture the resort's laid back, Northwest, look and feel; illustrating the natural beauty and friendly atmosphere that has been a part of Stevens Pass culture for generations. Based on our research we found that visitors go to resort sites to a) get facts such as snow and weather conditions, prices and directions, b) view photos, watch videos and explore interactive terrain maps, and c) get to know the resort layout, base area and activities offered.

Stevenspass.com provides all this in a site that is easy to find, easily accessible and most importantly, displays content that reflects the personality and experience of Stevens Pass.

Stevenspass.com is a culmination of many months work to develop a persona-based site that facilitates easy navigation and planning for resort visitors. By developing "personas" of typical website visitors, the resort was able to improve its website information architecture and navigation for faster and more direct click thru paths suited to individual visitor preferences.

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Visitors arriving at the stevenspass.com homepage get direct instant access to many links, including: season pass tickets, packages and specials, current weather conditions, interactive trail and terrain park maps, mountain podcasts, web and traffic cams, e-mail specials signup, enhanced photo and video galleries, calendar of events, local dining, shopping and lodging information.

The site includes a custom-built, e-commerce shopping area with browsing and search capabilities, a complete online purchase process and Web-based administration center for internal maintenance of the product catalog. The back-end solution and programming allows the resort managers to easily upload current events, specials, mountain conditions, photos, videos and images, 24 hours a day.

RESULTS //

The feedback across the board was incredibly positive. Says Chris Rudolph, marketing manager at Stevens Pass, “RTP has delivered a site which really suits us – rich in experience, user friendly and easy to find information, complete with the ability to purchase season passes, loyalty products and packages. Great stuff! The feedback has been fantastic and it has been extremely fulfilling to work with designers who are responsive and understand the changing dynamics of our resort environment.”

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Visit //

www.stevenspass.com
www.rtpinteractive.com

“RTP has delivered a site which suits us... rich in experience, user-friendly and easy to find information.”