

Ireland's Small Lecture Topic #2

Interski Congress, Ushuaia, Argentina, 5th – 12th
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Open and closed environments

GUEST EXPERIENCE

CREATING FANS

THE LOOP



Irish Interski Team



An Introduction....

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- ▶ Level 4 IASI Instructor
- ▶ IASI Alpine Trainer
- ▶ BASI ISTD
- ▶ Snowsport Director at The Snow Centre



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The Environments

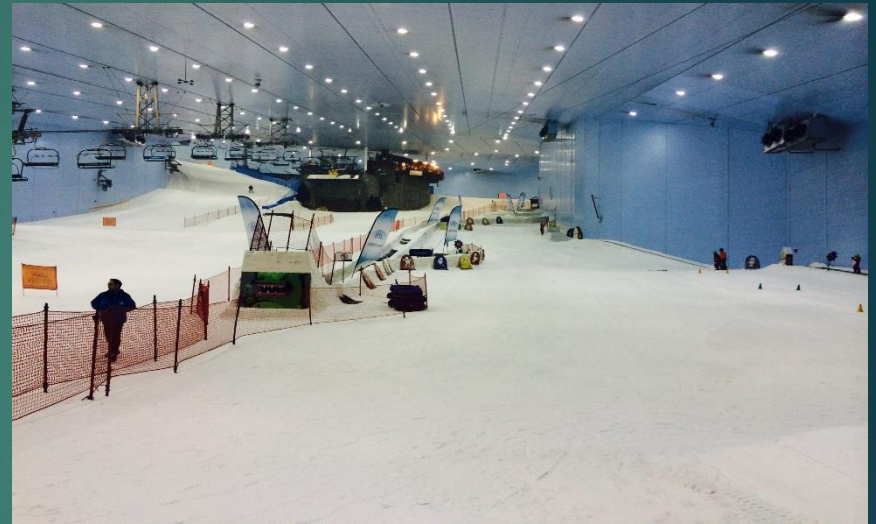
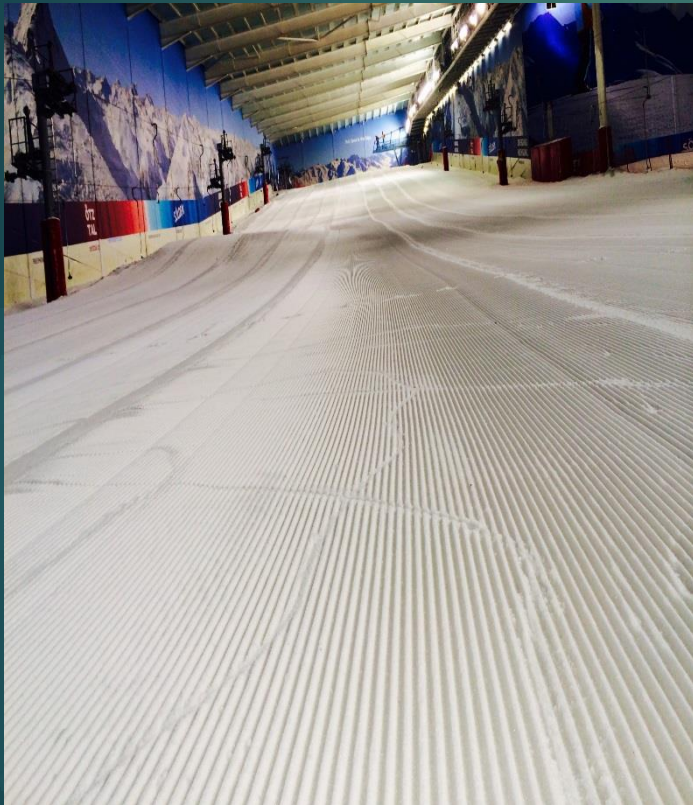
How they differ but compliment

- ▶ Beautiful scenery
- ▶ A cultural experience
- ▶ Weather can be hostile
- ▶ Can be remote
- ▶ Big variance in terrain
- ▶ Assistance may take time
- ▶ Lots of space
- ▶ It's a HOLIDAY
- ▶ Interesting facility
- ▶ A unique experience
- ▶ Consistent environment (mostly)
- ▶ Never far from assistance
- ▶ Limited terrain variance
- ▶ Not much space
- ▶ It an EXPERIENCE

Closed environment (dry slope)



Closed Environment (Snow Centre)



Motivation for Our Guests (closed environment)

- ▶ Holiday preparation
- ▶ Bucket list experience
- ▶ A group activity (corporate)
- ▶ Schools
- ▶ Clubs
- ▶ Lifestyle (stickability)



Challenges V Opportunities

Open

- ▶ Learning times are generally longer
- ▶ More space and terrain choices for the instructor
- ▶ Tactical “mountain” skills can be practiced (traversing, Garlands, side slipping)

Closed

- ▶ Lesson experience is generally shorter
- ▶ Can be very little space
- ▶ Teaching in a goldfish bowl!
- ▶ Guest experience will be judged on many touch points not just the lesson.

We are here to.....

- ▶ Provide a great and memorable guest experience
- ▶ Provide a link between CLOSED snowsports and the OPEN environment.
- ▶ The OPEN link loops back (practice and development domestically)
- ▶ Create compatible environments encouraging regular participation



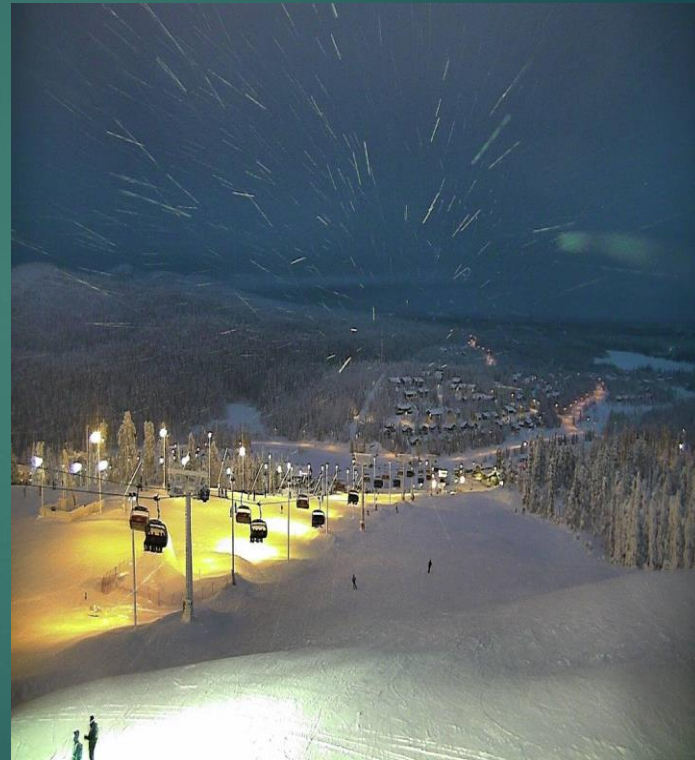
The Loop retains interest

- ▶ Due to being ALL year round facilities opportunities are no longer just seasonal
- ▶ Instructors and coaches get to build a long term coaching relationship with guests (difficult in a holiday situation)
- ▶ For the overall growth of Snowsport the closed environment gives people access (starting point)



How do we train instructor to achieve this?

- ▶ IASI promote a skills based system NOT a National style
- ▶ IASI recognise our guests will interact with MANY different instructors in many environments and Nationalities
- ▶ IASI training focused on the Guest experience
- ▶ IASI aim to create SNOWSPORT FANS!



Creating Fans out of Guests

- ▶ Provide an amazing service and experience that makes guests want to return again and again
- ▶ Prepare our guests for the transition from CLOSED to OPEN environments and back Again (THE LOOP)
- ▶ Leave our guests with a moment of MAGIC inspiring them to continue with Snowsports



Our Actions will....

Create....

- ▶ Moments of Misery
- ▶ Neutral Moments
- ▶ Moment of Magic (FANs)

Leading to these outcomes..

- ▶ Detractors! - don't like us : (
- ▶ Passives - we didn't inspire : |
- ▶ Promoters – love us :)

Satisfaction scoring helps us understand how we are doing

Will score 1 - 4

Will be telling people to **STAY AWAY!** We are poor!



Will score 5 - 7

Wont really be shouting about us. We are nothing special!



Will score 8 - 10

An extension of our marketing team! They love us!!



The GOAL....

- ▶ Every guest should leave an experience with an IASI instructor whether in the OPEN or CLOSED environment having had a great and memorable experience.
- ▶ Guest experience should blend their learning with any snowsports school or instructor in the world!
- ▶ Every guest becomes a FAN of Snowsports!



Thank you for your
time :)

Any Questions?



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