Open and closed environments

GUEST EXPERIENCE

CREATING FANS

THE LOOP

Irish Interski Team
An Introduction....

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- Chairman IASI
- Level 4 IASI Instructor
- IASI Alpine Trainer
- BASI ISTD
- Snowsport Director at The Snow Centre
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's 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?