“Mountain-holidays are boring and just for old people”
realistic customer-orientation
complex, bad weather, hard to get there, exhausting, accidents etc.
age, interests, access

Leisure-time and
increasing variety of opportunities,
people are able to select and we can not force them
HOW TO SUCCED IN THIS COMPETITION?
recreation-value, silence, wellness
nature, clean water, snow, air, mountain-ambiance
the mountains, impressive scenery, we have to take care about

NOT ENOUGH?
USP of European mountain-destinations, clear definition
not a list of 1’000 opportunities, but local unique products and services
not copying, by creating new ideas remain typical and authentic
not only corporate identity but also corporate identification
Summary SNOWstar

**European mountain-brand**
Europe is a small part of the world with big potential and high quality infrastructure all kind of different languages, cultures and interests competitors of the mountain tourism are not in the next valley

**For a successful future of the European mountain-tourism we need a healthy and active young generation.**
therefore it is important to activate teenagers with values, lifestyle and fun

**E.S.F. will be part of this process and**
created a European mountain-brand for SNOWsports
Summary SNOW strategy

**EU YOUTH IN ACTION**

**SNOWstar** as Youth race-series combined with lifestyle, entertainment and education. A communication- & event-plattform, targetgroup teenagers and schools,

**SNOW’sCOOL** with Youth-Workshops, School-Skidays and -Skiraces in cooperation with EU-campaines.

**EU MOUNTAIN TOURISM**

**playgroundSNOW** as tourism infrastructure with lifestyle and fun, development and maintenance as well as increase of utilization

Positioning between normal slopes and snow-parks

Sustainable growth of the wintersport by an active Youth and a young generation. Better utilization of the tourist infrastructure and economical enforcement of the mountain-destination industry and tourisme organisations.
EMMI SNOWstar Tour 2013

SNOW ;) sCOOL - be smart!

playground SNOW by E.S.F.
Summary SNOWstar

SNOWstar Tour by E.S.F.
Safety, lifestyle, competition and fun in skiracing.

Sport is an ideal platform to learn the guidelines of performance-oriented society in a playful way and helps in a practical way to develop personalities and characters.

The EMMI SNOWstar Tour is a Youth race series of 6 Qualifying-events and with the European final Verbier/CH at the end of the season.
EMMI SNOWstar Tour 12 – impressions

Verbier
Summary SNOWstar
EMMI SNOWstar Tour 2012 – impressions
EMMI SNOWstar Tour 2012 – impressions
EMMI SNOWstar Tour 2012 – impressions

Verbier
SNOW\textsuperscript{\textregistered}sCOOL - Workshops by E.S.F.

Responsible behavior on ski-slopes and in nature
Health-oriented and active lifestyle.

Sport is a healthy alternative to spend leisure time and therefore it’s an early investment in our age.

E.S.F. develops in cooperation with experts the following 4 workshops:

- **Safety**
  - be safe!

- **Health**
  - be healthy!

- **Lifestyle**
  - be active!

- **Training**
  - be smart!

On the occasion of the EMMI SNOWstar Tour one of these workshops will be selected.
SNOW’ssCOOL - potential & capacities

7 Nations, 34 regions, approx. 70’000’000 inhabitants

GER
Baden-Württemberg-Allgäu-Oberbayern-Niederbayern etc.

AUT
Vorarlberg-Tirol-Salzburg-Steiermark-Salzburg-Oberösterreich etc.

SUI/LIE
Liechtenstein-Graubünden-Tessin-Bern-Wallis-Vaude-Uri etc.

FRA
Rhone Alpes, Haute Alpes-Haut Provence-Alpes Mediterranée etc.

SLO
Goriska, Gorenjska, Koroska etc.

ITA
Veneto-Piemont-Lombardei-Valle D’Aosta-Südtirol-Trento etc.

Nr.: students/schools  Nr.: mountain-destinations  Nr.: SNOW’ssCOOL -terminals
Summary playgroundSNOW

playgroundSNOW by E.S.F.
more fun in skisports.

«skistyle is lifestyle»
permanent tourist-attraction for everybody
adventure-, fun- and a race-line

maintenance of playgroundSNOW by mountain railways and local ski-club.
## playgroundSNOW positioning

<table>
<thead>
<tr>
<th>playgroundSNOW</th>
<th>Snowparks</th>
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<tbody>
<tr>
<td><strong>Alpin / Skicross / Adventure / Fun</strong></td>
<td><strong>Slopestyle / Freestyle / New School</strong></td>
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- ADVENTURE-Races
- SNOW'sCOOL skidays and school races
- fUN-, open- & PRO-AM-races
JUST for RACING? NO!

E.S.F. playgroundSNOW 2013
targetgroups

playgroundSNOW by E.S.F.

tourists
skischools
schools
ski-clubs
races of corporations
other events
E.S.F./ym. playgroundSNOW Alta Badia

KIDS-adventure-line
FUN-slope & Family-Cross
SNOW-ski & snowboard racing
SNOW’sCOOL - chillarea

Chillarea & Meetingpoint!
E.S.F. playgroundSNOW 2013

Alta Badia
E.S.F. playgroundSNOW 2013

San Vigilio - Kronplatz
E.S.F. playgroundSNOW 2013

Alta Badia
E.S.F. playgroundSNOW 2013
E.S.F. playgroundSNOW 2013