

# SNOW OPERATING

TERRAIN BASED LEARNING™ PROGRAM

— TOGETHER WE WILL GROW —

YOUR BUSINESS



REVENUE



GUEST EXPERIENCE



CONVERSION



Our Terrain Based Learning Program is about more than just shaping snow...

“It would have taken us at least 3 years to get to what we achieved with SNOW Operating in just a few months.”

—Brian Fairbank,  
Chairman Fairbank Group

“Working with SNOW has had a tremendous positive impact for Snowshoe. The TBL approach is more than just about shaping terrain. It’s a cultural shift in how we approach first time skiers and riders... and, the results are there too, our lesson NPS is up 20 points, and the profitability of our Ski and Ride School has skyrocketed.” —Frank DeBerry, President & COO Snowshoe Resort

“SNOW Operating has been game changing for the snow sports industry over the past few years. They bring a thoughtful, detail orientated process to your resort that’s guest-centric. The value of working with their team extends beyond the snow. Our partnership with SNOW was an integral piece of our NSAA Conversion Cup win!” —Dave Beckwith, Director of Snowsports, Killington Resort

Partner Resort 1  
Destination

	Lessons	Increase	Revenue	Increase
<b>Prior to TBL</b>	20,722		\$1.6M	
<b>Year 1 on TBL</b>	21,570	4%	\$1.9M	15%

Partner Resort 2  
Day Visit

	Lessons	Increase	Revenue	Increase
<b>Prior to TBL</b>	16,405		\$1.3M	
<b>Year 1 on TBL</b>	23,125	40%	\$1.8M	38%

Want to learn more about what our program can do for your resort?

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