



FORECASTED FRESH POWDER DRIVES WEEKEND ENGAGEMENT

A Midwestern State Tourism Board approached AccuWeather looking to increase revenue in their local ski resorts by driving intrastate traffic to resort locations.

SOLUTION

Skiers aren't influenced by good travel weather or sun. Their ski trips are determined by the amount of fresh powder on the slopes. AccuWeather collaborated internally with meteorologists and creative teams to design weekly snow maps showing the weekend's predicted snow cover in specific ski locations. This map was integrated into a high-impact ad unit and messaging was tweaked to "peak" the skiers interest. These ads were then targeted to the locations within the state that many skiers reside full-time.

RESULTS

The campaign reached the right audience with high-impact, weather-specific messaging that yielded high conversion rates. As a result, this Tourism Board continues to return to AccuWeather to help with their seasonal marketing initiatives.

Call +1.814.235.8600 today to request your free consultation about AccuWeather's Tourism Partnerships.