

MEDIA KIT



Killington



Beaver Creek



DRIVING TRAFFIC TO BOOK DIRECT



Unlike third-party Online Travel Agencies (OTAs), our mission is to drive web traffic to book directly on your website, where you will gain control of their experience, from the initial sale to their return visit.

- Learn How to Capacity Control Your Inventory
- Rebuild the Direct Booking Channel
- Save on Commission Costs
- Increase Conversions
- Recapture the Guest Relationship
- Manage Inventory with Last-Minute Deals

THE DIRECT BOOKING CYCLE



Today's online shopper is a new breed of customer. To ensure that they go from browsing to completing a purchase, it is important to provide engagement every step of the way. We assist your brand by promoting it in the Discovery and Planning stages, which in turn, will drive them to the Booking stage.

STAGE I: DISCOVERY

- We attract over 1,000,000 unique viewers annually looking for deals, discounts, coupons, and promo codes.
- Our Facebook and Instagram profiles currently have more than 15,000 followers, and we continue to grow!

Stage II: PLANNING

- The average traveler visits more than 20 different travel websites before making a reservation.
- Our easy-to-use, mobile-friendly website allows for convenient research and fast booking.
- More than 1.5 million deals pages were viewed last season.

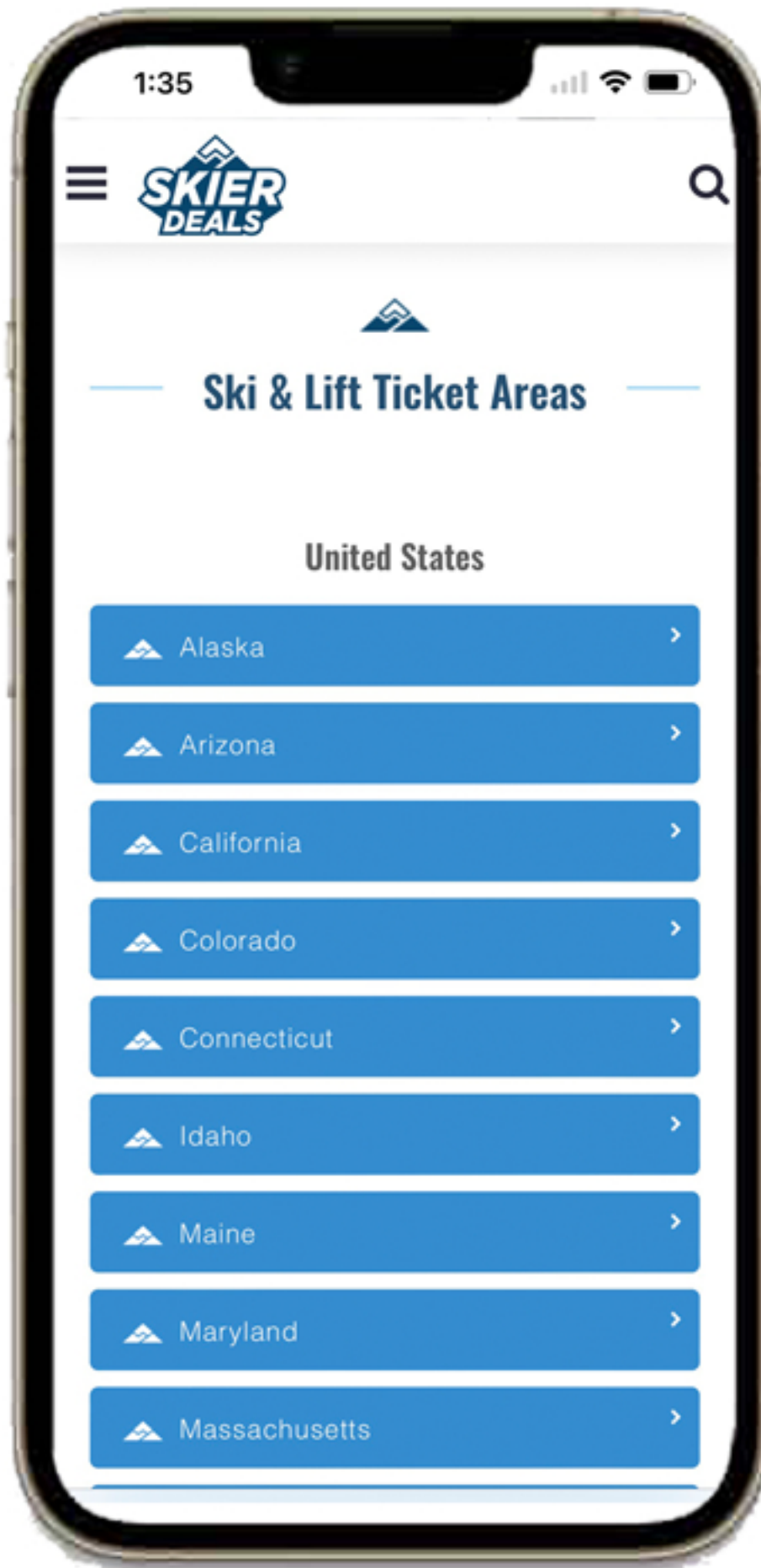
Stage III: BOOKING

- 37% of travelers said the internet was the primary source that prompted them to book
- We provide highly qualified leads that turn into conversions.

Stage IV: LOYALTY

- Saving money gives customers a positive interaction with the brand.
- Build loyalty and keep the customer for life.

USER DEMOGRAPHICS AND SITE METRICS



- Averaging over 1,000,000 visitors annually
- 60% of viewers use our mobile site
- 45k+ opted-in followers across social channels

52% Male | 48% Female

79% College Educated | Average Age: 33

\$112K Median Household Income

AD OPTIONS



TOP BANNERS 728 X 90

Increase brand awareness



RECTANGULAR

300 X 250



AD DEAL 540 X 430

Promote rentals, lodging, and packages



LAST-MINUTE DEAL 540 X 430

Drive traffic and move inventory



AD PACKAGES



- ★ International Locations
- ★ Promo Codes
- ★ Last-Minute Deals
- ★ Banner Ads
- ★ Facebook & Instagram

- ★ E-Mails/Newsletter
- ★ Blog
- ★ Giveaways
- ★ Mobile-Friendly
- ★ Live Support