

BEAVER CREEK RESORT
FY 2010 Marketing Overview

Winter:

- Advertising in a mix of media including print (*Bon Appetit, Ski, Outside Buyer's Guide...*), newspaper (*New York Times, Chicago Tribune, Dallas Morning News, Denver Post*), and online (both paid search and banner advertising)
- Increased emphasis on in-resort/in-valley advertising for restaurants and ski school as well as our new products
- Continued focus on public relations efforts
- Continued in-season events: Beaver Creek Master Chef Classic presented by *Bon Appetit*, Birds of Prey World Cup, weekly family programming
- Website support

Summer:

- Advertising across media mix
- Continued focus on public relations efforts
- Continued in-season events: 4th of July weekend, Wine & Spirits Festival, etc.
- Website support