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**Alpine Valley Ski Resort**  
**[www.skialpinevalley.com](http://www.skialpinevalley.com)**  
**Web Site Design**

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### **Introduction**

Alpine Valley Ski Resort is “Southeast Michigan’s Mountain of Fun!” The family-themed resort offers 25 picturesque tree-lined slopes, nine chairlifts, a magic carpet, four terrain parks and more. As a smaller ski resort, Alpine Valley depends on a loyal local clientele.

### **Problem Statement**

Alpine Valley felt their old website lacked excitement. Muted colors, small and distorted photographs, created an old, drab and unappealing feel. Site content was minimal, too generic, and out-of-date. A more exciting site would encourage more people to travel to the resort. Another issue was that skiers could not purchase season passes the way they preferred – online.

### **Triple Helix Chosen**

From experience with other resort clients and through research and consultations, Triple Helix delivered fresh thinking in its proposal. Certainly, Triple Helix would make the site visually appealing, more professional-looking and interactive. Also, Triple Helix proposed many visitor-drawing enhancements – features that would overcome resistance and compel more customers to come ski and snowboard at Alpine Valley.

### **Solution & Benefits**

To showcase the best features of the resort and understand the types of information that both staff and clients needed, Triple Helix devoted hours to interviewing the owners and employees. The resulting enhanced, enlarged, and refreshed site accurately portrays the excitement of winter sports.

*Benefit 1: Visitors Learn What They Most Want To Know Up Front*

Triple Helix added several unique features that answer the site viewers' top questions about whether to pack their car and drive up to the mountain. A top corner of the home page displays real time weather conditions – number of slopes open, temperature, and number of lifts open. A live snow camera (“snow cam”) shows site visitors the amount of snow. For powder skiers, a fresh powder alert tells how recently it has snowed and how much powder is on the slopes. Skiers can also see which slopes are groomed and which hills are running. These features inform skiers and snowboarders, and make their decision to drive to the slopes that much easier.

*Benefit 2: Website Easily Kept Current At No Cost*

A new Content Management System (CMS) allows resort staff to update the mountain's program list and many other details. There are no delays or costs involved in making basic changes. The way to make changes is intuitive, whether the user is computer savvy or not. The temperature, snow cam and several other site features change and update automatically, without the need for human intervention.

*Benefit 3: Online Credit Card Payments Increases Revenue*

Online credit card payments has increased convenience for skiers, cut the resort's costs and increased

Alpine Valley's revenues. Because the vast majority of skiers and snowboarders prefer to buy season passes online, this feature is heavily used and draws more traffic to the site.

*Benefit 4: Focus On The Thrills of The Hills*

Triple Helix dramatically heightened the visual impact and excitement factor of the website. The home page projects the feel of speeding down the slope, enjoying the day's first run. A detailed sketch of the mountain showcases every run's location in full color. One quick glance tells the viewer which trails are open (green) and which are closed (red).

**Implementation**

This solution became fully operation within 60 days. After thorough testing, the site launched to rave reviews. Triple Helix conducted extensive site monitoring for 30 days to ensure client satisfaction.

**Results**

The site now provides numerous types of information that increase the likelihood of customers coming to the slopes. Collecting season pass revenues are streamlined. Updating and maintaining the site is 100 percent easier and cost-free. Winter sport aficionados can now buy season passes the way they prefer – online. The site now projects a strong sense of the fun and adventure of hitting the slopes !