

# Steamboat Resort Leverages Their Data to Create Exceptional Guest Experiences



## KEY STATS

**Pre-arrival campaign drove a 100%+ increase in attributed revenue**

**Increased email-attributed revenue by an average of 50%+ annually.**

**Steadily grew database year-over-year by an average of 7%**

Steamboat Ski Resort is a prestigious mountain resort in Colorado fondly known as **Ski Town, U.S.A.®**, although it serves its visitors year-round with lodging, events, weddings, biking, and more. Since they need to clearly and easily segment their guests based on purchase behavior and past interactions with the resort, they rely on Ascent360 to enhance their data and provide a 360-degree view of their guests to paint a clearer picture.

## NEEDS

As such a large all-season resort with a wide variety of guests and activities on-property, Steamboat needs to pull all their data together from their various systems to create a fully comprehensive view of their guests' behavior, such as pass scans, food and beverage, lodging, and more.

By leveraging Ascent360's guest data and marketing automation platform, they seamlessly combine all their data sources (i.e. Springer Miller, RTP, etc.) into a single dashboard and gain valuable insights into all their guests. They then use that insight to market to their guests in a personalized & impactful way and make the guest experience more meaningful, which is what Steamboat is all about.

## FINDINGS

A lot of Steamboat's growth is attributed to collecting data through transactions. With Ascent360, they achieve consistent database growth year over year by monitoring customer data quality and ensuring each transaction is associated with reliable contact information. Through running limited time campaigns like sweepstakes and contests, and segmenting the data they already have, they've seen their database steadily grow by a respectable 7% year-over-year, on average. This also lends itself to more opportunities to reach more guests and drive more revenue—in fact, Steamboat has increased email-attributed revenue by an average of 50%+ annually.

Steamboat uses the Ascent360 platform to help find new visitors, strategically target their unique audiences, create exceptional guest experiences, and measure success and ROI. As data security and privacy laws are at the forefront of every marketer's mind, Steamboat aims to continue collecting first-party data from their guests through various strategies like website opt-ins, landing pages, etc. And because Ascent360 ensures its users adhere to privacy compliance regulations, they know their data is always accurate which empowers them to stay ahead of the game & drive their business forward.



The Ascent360 CDP and their team of industry professionals have become an integral part of the marketing efforts that drive Steamboat Ski & Resort Corp forward.