

Back to Ski

Because it can't snow soon enough



Back to Ski is *the* place online to get families excited about and buying passes and gear for the 2014-15 ski season well before the season begins – and to keep them engaged throughout.

The brainchild of family travel blogger Mara Gorman of The Mother of all Trips (www.motherofalltrips.com), Back to Ski is in its third year and going strong.

A #Backtoski Snapshot

- During Back to Ski week 2013 the campaign generated 5.29 million timeline deliveries on Twitter reaching 1.01 million people.
- During that same time period, the Back to Ski Facebook page reached 12,000 people.
- Blog posts written about the campaign generated more than 92,000 views between September 2013 and March 2014.
- See more at <http://backtoski.com/about-ski-2013>.

Back to Ski 2014

In 2014 Back to Ski will once again include:

- A sponsored #backtoski Twitter chat
- Broad social media coverage across a variety of platforms
- Sponsored posts hosted on multiple bloggers' sites and backtoski.com
- Opportunities for sponsored contests and giveaways

New features this year include:

- A customized social media plan for all sponsors in the months that follow the initial campaign
- Mentions in a new Back to Ski newsletter
- Opportunities to participate in follow-up campaigns throughout the ski season

Back to Ski offers you direct access to families looking to plan their skiing season with easy one-stop shopping and coordination.

Back to Ski is the best way to spend your marketing dollars, offering expert and genuine family travel bloggers, a ready-made audience, and a coordinated campaign with customized features to suit your needs

Back to Ski 2014 will take place during September 23 to 27 with follow-up throughout the fall and additional campaigns in January and March of 2015.

Be part of the Back to Ski excitement! Please contact Mara Gorman at maragorman@backtoski.com for more information and sponsorship opportunities.