

**“Mountain-holidays are boring
and
just for old people”
!?!**



realistic customer-orientation

complex, bad weather, hard to get there, exhausting, accidents etc.
age, interests, access

Leisure-time and

increasing variety of opportunities,
people are able to select and we can not force them



HOW TO SUCCEED IN THIS COMPETITION?

recreation-value, silence, wellness
nature, clean water, snow, air, mountain-ambiance
the mountains, impressive scenery, we have to take care about

NOT ENOUGH?

USP of European mountain-destinations, clear definition

not a list of 1'000 opportunities, but local unique products and services
not copying, by creating new ideas remain typical and authentic
not only corporate identity but also corporate identification



European mountain-brand

Europe is a small part of the world with big potential and high quality infrastructure
all kind of different languages, cultures and interests
competitors of the mountain tourism are not in the next valley

**For a successful future of the European mountain-tourism
we need a healthy and active young generation.**

therefore it is important to activate teenagers with values, lifestyle and fun

**E.S.F. will be part of this process and
created a European mountain-brand for SNOWsports**





Summary SNOW strategy



KERNMARKE



SKISTYLE IS LIFESTYLE



SNOW RESULT



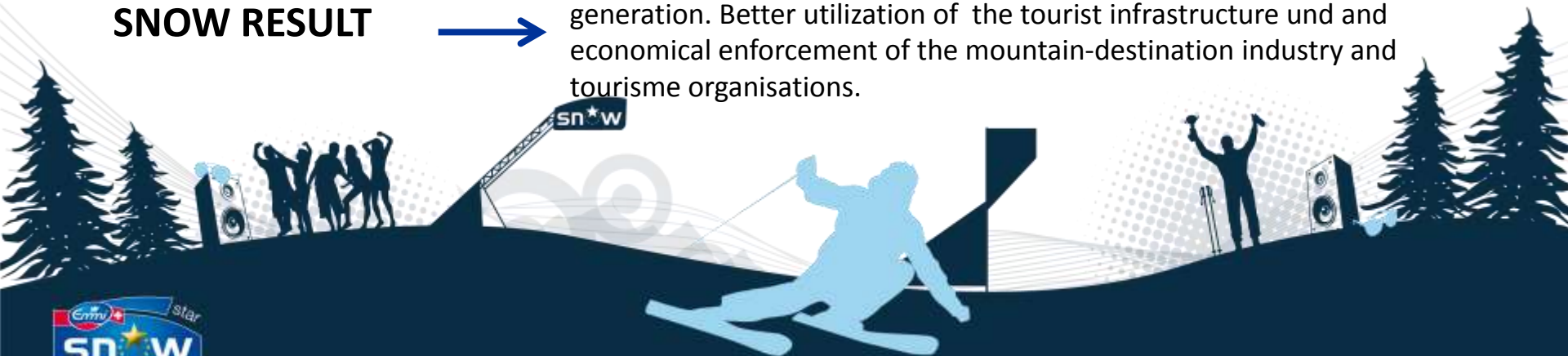
EU YOUTH IN ACTION

SNOWstar as Youth race-series combined with lifestyle, entertainment and education. A communication- & event-plattform, targetgroup teenagers and schools,
SNOW'sCOOL with Youth-Workshops, School-Skidays and -Skiraces in cooperation with EU-campaignes.

EU MOUNTAIN TOURISM

playgroundSNOW as tourism infrastructure with lifestyle and fun, development and maintenance as well as increase of utilization
Positioning between normal slopes and snow-parks

Sustainable growth of the wintersport by an active Youth and a young generation. Better utilization of the tourist infrastructure und and economical enforcement of the mountain-destination industry and tourism organisations.





EMMI SNOWstar Tour 2013
SNOW^{;) sCOOL} - be smart!
playgroundSNOW by E.S.F.





Summary SNOWstar



SNOWstar Tour by E.S.F.

Safety, lifestyle, competition and fun in skiracing.

sport is an ideal platform to learn the guidelines of performance-oriented society in a playful way and helps in a practical way to develop personalities and characters.

The EMMI SNOWstar Tour is a Youth race series of 6 Qualifying-events and with the the European final Verbier/CH at the end of the season.







Summary SNOWstar

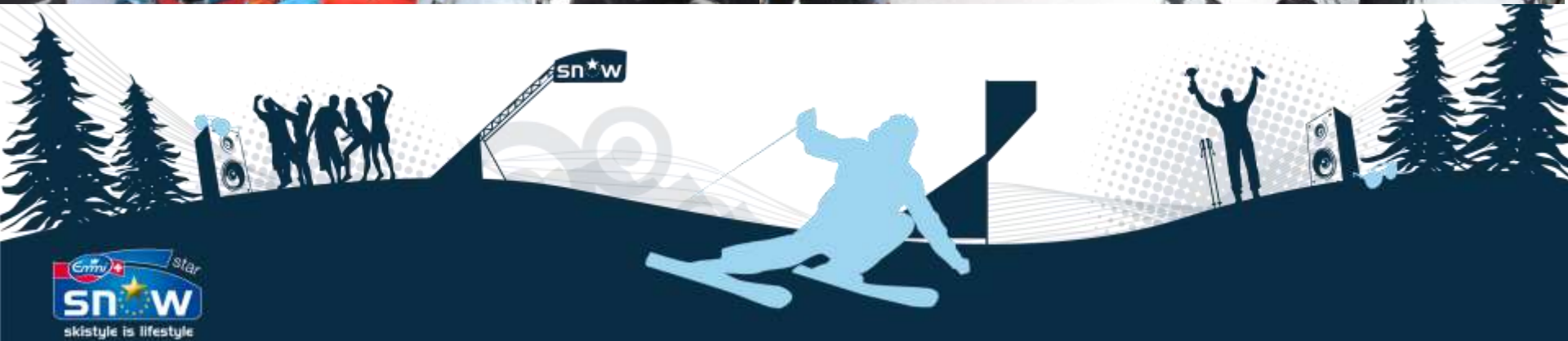




EMMI SNOWstar Tour 2012 – impressions



Sälen





EMMI SNOWstar Tour 2012 – impressions



Verbier





EMMI SNOWstar Tour 2012 – impressions



Verbier



SNOW^{;)s}COOL - Workshops by E.S.F.

Responsible behavior on ski-slopes and in nature
Health-oriented and active lifestyle.

Sport is a healthy alternative to spend leisure time and therefore it's an early investment in our age.

E.S.F. develops in cooperation with experts the following 4 workshops:

Safety

be safe!

Health

be healthy!

Lifestyle

be active!

Training

be smart!

On the occasion of the EMMI SNOWstar Tour one of these workshops will be selected.



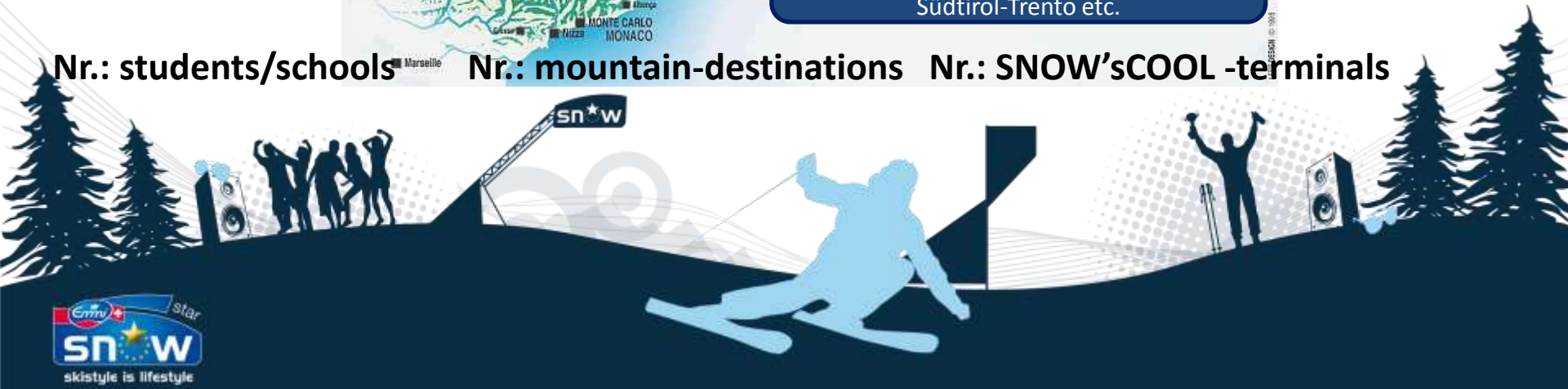
7 Nations, 34 regions, approx. 70'000'000 inhabitants



Nr.: students/schools

Nr.: mountain-destinations

Nr.: SNOW'sCOOL-terminals





Summary playgroundSNOW



playground**SNOW** by E.S.F. more fun in skisports.

«skistyle is lifestyle»
permanent tourist-attraction for everybody
adventure-, fun- and a race-line

maintenance of playgroundSNOW by mountain railways and local ski-club.



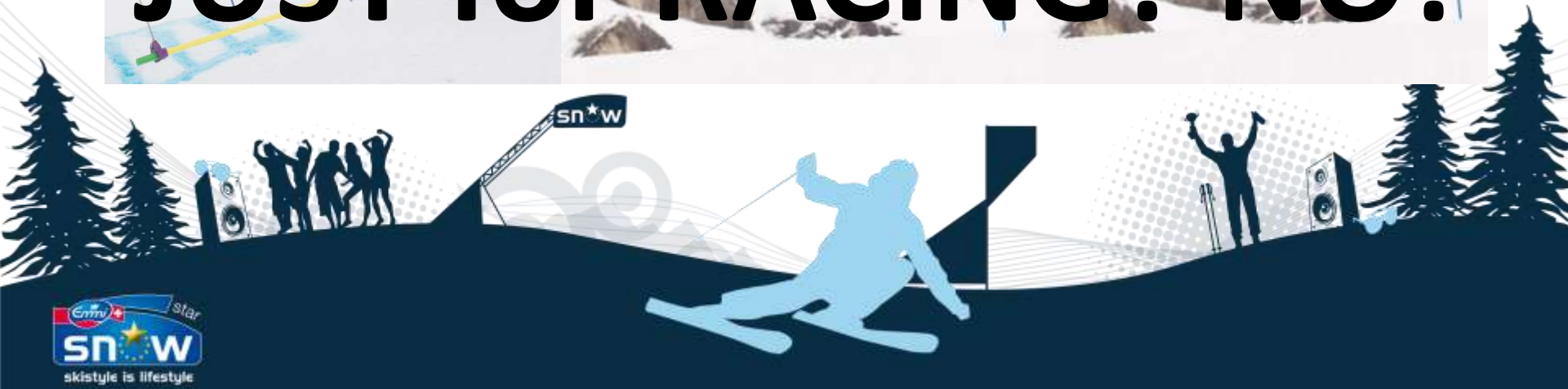
	playgroundSNOW		Snowparks	
	Alpin / Skicross / Adventure / Fun		Slopestyle / Freestyle / New School	
	SL/RSL/Skicross/Jumps/Gates/Timing/Group-System		Kicker/Jumps/Style/Ski/Snowboard	
Altersgruppen	Licensed	Fun	Lizenziert	Fun
bis 01/02		ADVENTURE-Races		
00/99	SNOWkids	SNOW'sCOOL skidays and school races		
bis 97/98	SNOWstars			
96 - U20	SNOWjuniors			
20 +	Pro-racing- and Invitationals	fUN-, open- & PRO-AM-races		
30 +				
40 +				
50 +	Master- & Legend- races			
60 +				

SNOWPARKS





JUST for RACING? NO!



playgroundSNOW by E.S.F.

tourists

skischools

schools

ski-clubs

races of corporations

other events





E.S.F./ym. playgroundSNOW Alta Badia



KIDS-adventure-line
FUN-slope & Family-Cross
SNOW-ski & snowboard racing



Chillarea & Meetingpoint!









Alta Badia



Saalbach



