



## Instructions For Updating Your Resort Profile

### What is a SnoCountry "Profile"?

**Information:** SnoCountry services a vast network of more than 3,500 media outlets, including Google, Bing and 700+ radio stations with daily snow conditions, events and ski resort info.

This info is your resort "profile" and is what SnoCountry provides to thousands of media clients.

### Why should I complete a SnoCountry Profile?

**Exposure:** Show everything about your resort such as terrain, types of lifts, operating hours, ski school programs, childcare, improvements, and more.

While much of the information in your profile likely remains the same year after year, it is important to do an annual update.

### Where does my Profile information go?

**Everywhere:** Through SnoCountry, profile information will be displayed on hundreds of web sites, mobile apps, widgets and more - providing your resort information to millions of guests and potential guests.

### When does my profile need to be completed?

**October:** We ask that you complete your resort profile prior to the start of each season and update mid-season, and/or whenever things change.

### How do I complete/update my Profile?

1. Log into SnoCountry.com, using your User Name and Password.
2. Look for "Annual Profile Update" shown in color blue on the left side of the Admin page.

The following pages will review each topic. Each topic is submitted separately and the information you place will stay there. However, we may make edits to maintain

consistent formatting. Please note that Profile fields vary for each type of ski resort. SnoCountry has three types:

- Alpine areas in North America
- Cross Country ski areas in North America
- International (all ski areas outside of North America)

### **What are all the other items in the list?**

Before we begin, here is a brief look at the other topics shown in blue on the left side of the admin page. If you have not done so already, please log in using your User Name and Password.

### **DAILY REPORTING AREA: (top of page)**

Purpose: To update and manage your daily snow report

a. **Daily Reporting Form:** If your resort is not set up for automated reporting then the Daily Reporting Form is where each day you can enter your daily snow report information.

b. **“View last report in printable format”:** Click this tab to view your last report in a printable format. This is a great tool to use if you want to save your reports for future reference.

c. **Edit, Add, Delete Snow Reporter Logins:** Manage your snow reporters here by creating unique User Names and Passwords for everyone who will be completing your **Daily Reporting Form**.

### **EVENTS & DEALS ADMIN**

**Purpose:** To list all your events for the season

Click on “Pre-Season” to list all your events for the season. See Blue Box (Deal/Event list) in center of page, second blue bar, choose “Add Deal/Event” to enter each of your events and/or deals for the season.

Click on “Date of” to see the calendar and select the event/deal end date. Select the type (event or deal).

In the message box, start with the date or date range, then enter the event/deal title, then add event details. This will appear as a text box on the web, so no links or HTML code is permitted. Click SAVE from the second blue bar when done.

This is the same place for any changes. Click on “Use to Edit” for any updates to the list. Find the event/deal from the list and make the necessary changes. Click SAVE when finished.

Please note: all events/deals are sent to a queue for processing before they appear on the web!

## **Snow Reporting Tutorials**

If you are new to snow reporting or just need a pre-season refresher, the Snow Reporting Tutorial is a step-by-step guide to the snow reporting form.

## **Reporting Forms & Procedures**

If you are looking for any forms or need to go over the snow reporting procedures, everything you need may be found in this section.

Now, back to the...

### **ANNUAL PROFILE UPDATE:**

**- Profile Instructions are these instructions**

**- General Info (this info may be provided to media clients)**

**Ski Area Name:** Enter the full name of your ski area. To meet the needs of media clients and the Associated Press, we may utilize a shorter version of your name

**Parent Company:** Please include the name of the “official” owner of your ski area.

**General Email, Web Address, Main Phone, Main Fax:** Will be listed on the SnoCountry web site as well as provided to some media.

**In-state Snow Phone and Out-of-state Snow Phone:** If applicable, please provide. If they are the same, please copy and paste the phone number in both slots.

**Reservations Phone:** For lodging reservations at your area. If you don't have a special reservations line, please provide your main phone number in this space.

**Latitude & Longitude:** For Google maps and directions for finding your ski area. Many media clients require this information. Please correct if this is blank or inaccurate.

**Mailing Address:** The address where you receive mail from the U.S. Postal Service.

**Physical Address:** (if different than mailing address) and where your area receives UPS and FedEx shipments. This is the address of your physical location and is sent to all SnoCountry media clients. We also use this information to determine your latitude and longitude (sent to many media clients). This address is also used to place your ski area in the correct State/Province.

**\*Early Morning Snow Condition Updates:** Tell us what action to take if we do not have your OVERNIGHT report, or if your snow conditions have changed since your last report. SnoCountry starts to send out reports at 4 a.m. daily. If we have not received a report from you, what would you like us to do?

**Form Submitted By:** Please indicate the name of the person completing the form in case we have questions, we'll know whom to contact. Thanks!

## - Mountain Stats

**Total Terrain:** This information is used for the daily snow reports. Please do not count lifts used exclusively for tubing and only count a trail that contains a park or pipe once. (See sections for “Parks ‘n Pipes and “Snow Tubing.”) These numbers are matched up with your daily snow report information to determine available terrain open.

*These fields should be double checked at the start of each season, especially if there have been changes to terrain and/or lifts.*

**Named Terrain:** There are two sections for describing terrain. The first is for your named terrain and the second is for your unnamed terrain/backcountry skiing. For each Level (green, blue, black and double black (red in Europe), please list the numbers for each level. *When the trail totals at each level are added together, they should equal the Total Number of Trails/Slopes listed in Total Terrain.*

Many ski resorts have named bowls and/or glades for skiing and these should be included with the appropriate level and then further classified in the lower part of this section.

The last part of this section is for you to list your longest trail and it's length.

**Unnamed Terrain:** Please list the total numbers for Acres, Ability Level, Most Popular and What makes it Special?

**Off-Piste Skiing/Backcountry:** Check here if helicopter and/or snow cat skiing is available; if there are tours, enter the phone number for more information.

**Lifts (Alpine Areas Only):** Lifts used exclusively for tubing are not to be included. When all the types of lifts are added together, they should add up to the total number of lifts listed with Total Terrain above. Surface Lifts include T-Bars, J-Bars, Pomas, Rope Tows, Handle/Paddle Tows, etc.

**Stats:** This information will remain the same unless you have made some major changes. Please double check each year to verify the information is correct.

**Terrain Direction:** This information is a special request of **The Weather Channel** and is used to determine mountain weather.

## - Operations

**Season Target Dates:** This information is used internally to give us an idea of when we can expect you to open and close. By November, SnoCountry will post “plan to open” dates on our web site as well as provide that information to our media clients.

In addition to completing this information here, please remember to send us a Daily Snow Report with your opening day plans.

**Hours of Operation:** Please complete the chart with your core season hours. You will have the opportunity to show your actual hours (i.e. early/late season) in your daily snow report. For night skiing, use the start time and end

time for your nighttime session. If only one field of hours is listed, SnoCountry will assume they are all the same and will fill in the boxes accordingly. Hours of Operation usually remain the same each season and only need to be checked for accuracy.

**Snowmaking:** This section details your Snowmaking operations.

**Ticket Pricing & Passes:** Please indicate the direct link to purchase a season pass or your season pass information page and the direct link for your ticket price page. We will check to verify that the link is valid. (If you do not have season pass and/or ticket prices on your web site, please leave these fields blank.)

**Natural Snow Totals and Skier Visits:** This section is for internal use only. SnoCountry keeps a database of key facts about your resort to help us look at trends.

**Form Submitted By:** Please indicate the name of the person completing the form in case we have questions, we'll know whom to contact. Thanks!

#### **- Lessons/Programs**

**Rental Equipment, Children's Lessons, Adult Lessons, Adaptive Programs, And Recreational Racing Programs:** Please check as requested

**Form Submitted By:** Please indicate the name of the person completing the form in case we have questions, we'll know whom to contact. Thanks!

#### **- Amenities**

**Area Amenities:** Please complete the chart to show the amenities at your area. For Cross Country areas, list if Alpine Skiing is available.

**Child Care/Nursery/Day Care:** For families with children, the availability of childcare is critical and for many, this is the factor in choosing where to ski/ride.

**Lodging Information:** Does your resort have lodging available? If so, please check the available box. If lodging is not available from your web site, SnoCountry will locate the local Chamber of Commerce and use that link for your resort's lodging.

**Snow Tubing:** This is the only section on the profile for Tubing information.

**Form Submitted By:** Please indicate the name of the person completing the form in case we have questions, we'll know whom to contact. Thanks!

#### **- Directions/Improvements**

**Driving Directions to your Area:** This information is delivered to many SnoCountry viewers and media.

**Expansion Plans and Improvements:** Please list any expansion plans and/or improvements, which will be available for the upcoming season. It is important to

start this with the season (i.e. 2013-14:).

**Form Submitted By:** Please indicate the name of the person completing the form in case we have questions, we'll know whom to contact. Thanks!

#### **- Parks n Pipes**

**Parks & Pipes:** This section is for you to list all of your terrain parks and pipes.

*\*Click outside the box to save. The information will then be saved in the list above and the form will be ready for you to list the next park/pipe.*

**Form Submitted By:** Please indicate the name of the person completing the form in case we have questions, we'll know whom to contact. Thanks!

#### **- Contacts**

**Contacts List:** This section is for you to list your key staff. Please keep this information current.

**Form Submitted By:** Please indicate the name of the person completing the form in case we have questions, we'll know whom to contact. Thanks!

#### **- Summer Info**

**Summer Activities:** Be sure to list all your summer activities.

**Form Submitted By:** Please indicate the name of the person completing the form in case we have questions, we'll know whom to contact. Thanks!

**\*\*Not shown on form... other considerations:**

**Your Resort Trail Map:** Please check at the start of each season to be sure the trail map we have on our web site is your resort's most current version. If you need to update, please upload to: <http://www.snocountry.com/photoupload>

**Your Resort Logo:** is your logo current? If not, please upload new logo to: <http://www.snocountry.com/photoupload>

SnoCountry Ski Areas Association  
603-443-8800  
<mailto:data@snocountry.org>