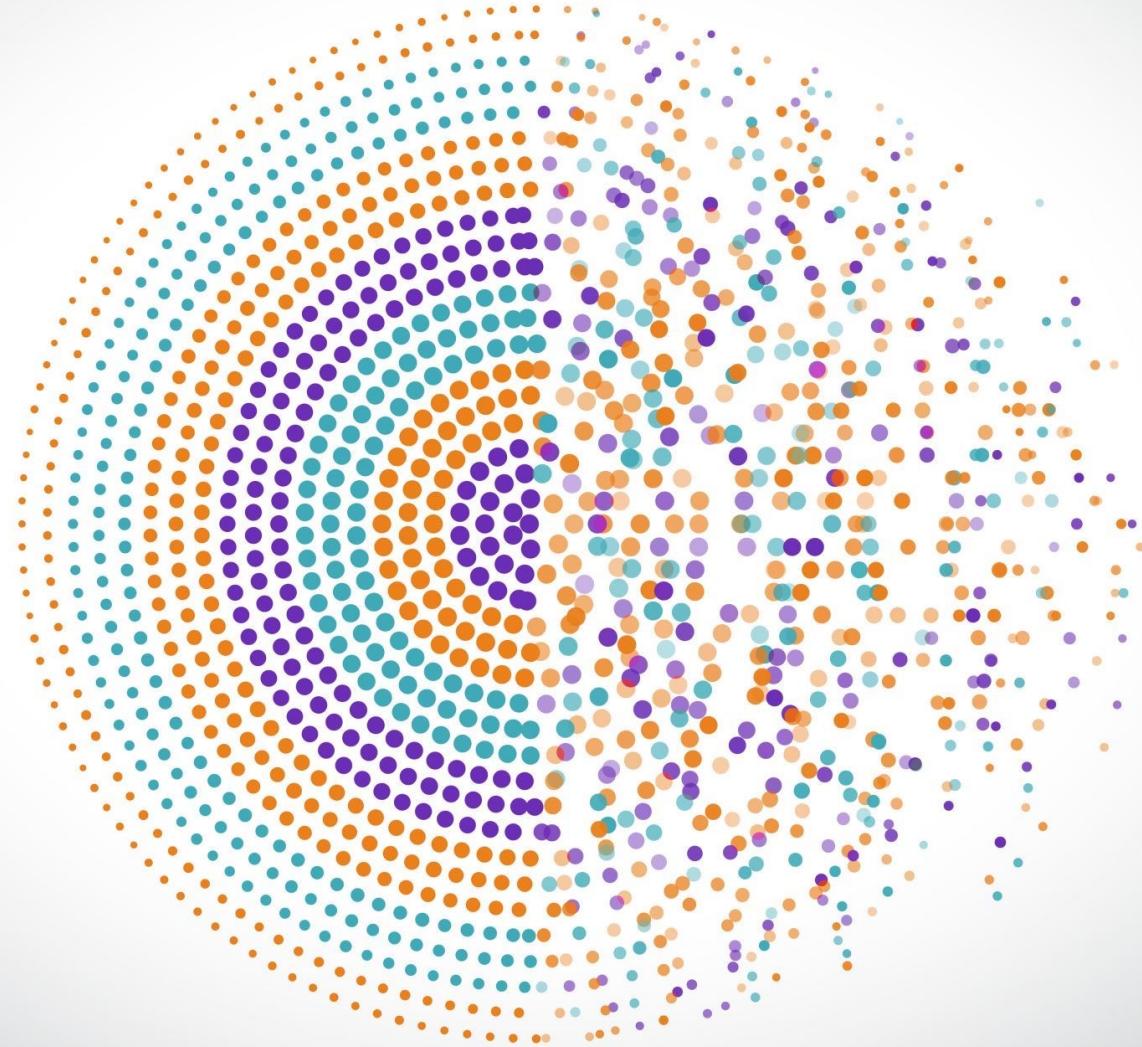


STINE BRATTENG &
ANASTASIA EDERER

METAVERSE A NEW PLATFORM FOR MARKETING AND PROMOTION



OUTLINE



Introduction



Destination Marketing



Why Sölden?



Opportunities & Advantages



Devices & Hardware



Approaching the metaverse for ski resort Sölden



Case Studies of businesses



Concluding word

INTRODUCTION

Unique and immersive experiences

Virtual spaces, host events, & virtual product showcases

Targeted advertising, sponsorships, & product placement

Ability to track consumer behavior

Gather data

DESTINATION MARKETING



MARKETING AND
PROMOTION OF VIRTUAL
DESTINATIONS



ATTRACT USERS



CREATE AWARENESS



PROMOTE THE
DESTINATION

A wide-angle photograph of a snow-covered mountain range under a clear blue sky. The mountains are rugged with sharp peaks and deep valleys. In the foreground, there is a smooth, light-colored surface, possibly a ski slope or a clearing in the snow. A few thin, wispy clouds are visible in the sky.

WHY SKI RESORT SÖLDEN?

OPPORTUNITIES & ADVANTAGES



**Increased
accessibility**



**Personalized
experience**



**Improved marketing
and promotion**



Cost savings



**Data collection and
analysis**

OPPORTUNITIES & ADVANTAGES

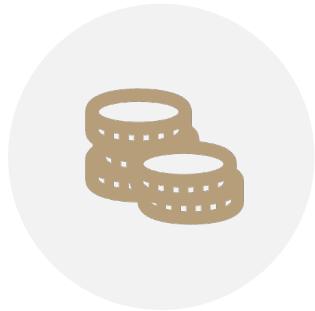
PT. 2



\$38.85 billion in 2021



\$47.48 billion in 2022

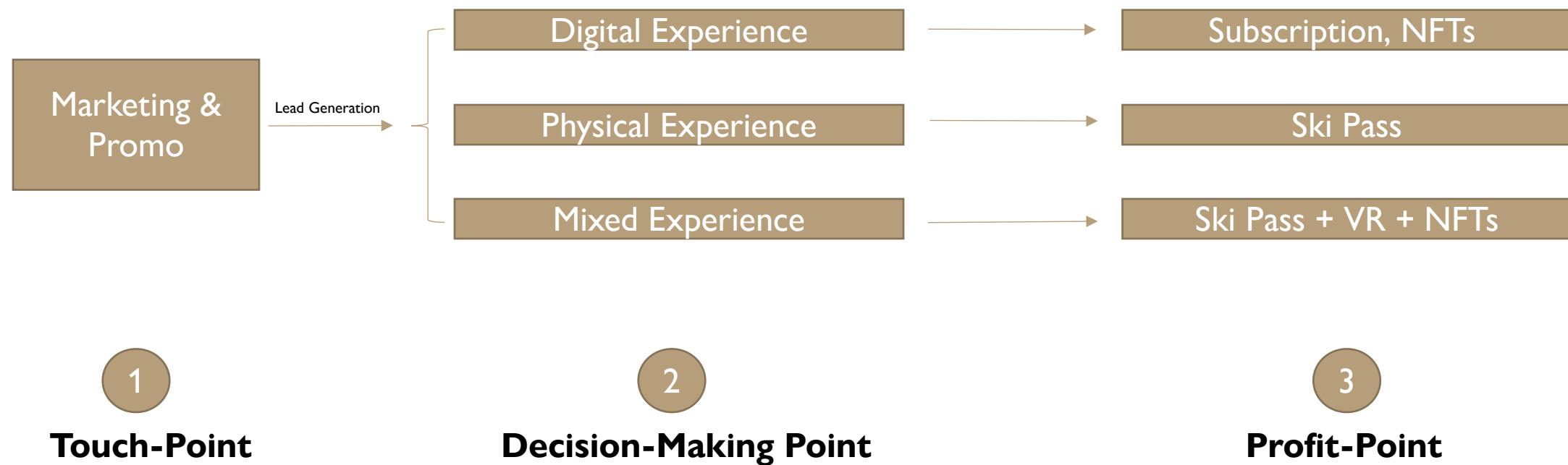


\$678.8 billion by 2030.



45.2% CAGR, 2024–2030.

SRS CUSTOMER JOURNEY



DEVICES AND HARDWARE



Virtual Reality (VR) headsets



Augmented Reality (AR)
glasses



Powerful computers and devices with fast
processors and graphics capabilities



Wearable technology that provides a seamless and immersive experience

Haptic gloves & bodysuits

APPROACHING THE METAVERSE FOR SKI RESORT SÖLDEN



Research



Network



Development



SNOWTOPIA



BMW PLANT LYDIA



BMW JOYTOPIA



BMW M VR-RACING

CASE STUDIES OF BUSINESSES IN THE METAVERSE

KEY-FINDINGS



SNOWTOPIA



BMW PLANT LYDIA



BMW JOYTOPIA



BMW M VR-RACING

- Aesthetic
- Ski Resort Concept for Metaverse Version of Sölden Resort

- Sustainability
- Functionality

- Business Model: Marketing and Aspect of Ski Resort Sölden

- Gamification of Ski Experience on Slopes and Online
- Virtual Experience in real life with AR and VR

CONCLUSION



Gamification and digitalisation of ski pistes using AR and VR for a new experience of skiing and travel



Digital Events or digital competitions for destination and brand promotion of Sölden Resort



NFT day-passes and modified NFT ski equipment for further brand profit



Brand image of Sölden being regarded at the top of digital pioneering and being a risk-taker in the marketspace for entering the Metaverse.