

YOUR EXPERT SKI VACATION CHEAT SHEET STARTS NOW



Do you have clients who want to go **skiing**?

Do you want to be their go-to **expert**?

You're in the right place.

I'm so glad you're here!

I'm Jill, a luxury travel advisor specializing in ski & mountain travel and VIP group retreats.

I'm also a wife, runner, veggie eater, travel blogger and lover of hotels, business, and marketing.



I'm passionate about mountain travel.

I'm your travel industry friend in the mountains when it comes to ski destination tips, hotels and rentals, and the exclusive experiences your clients will love!

I'll save you time and help you **say YES to your clients** when they ask you for a ski vacation.

I'm here to help you grow your ski business!

With 20+ years in the travel industry (many of those in ski & mountains) I share mountain resort insider tips, and the best resources so you can impress your clients and be their **ski vacation rock star!**

FIRST THINGS FIRST

The Anatomy of a Ski Vacation

The components of a ski vacation include:

***Airfare**

***Lodging (hotel, condo, townhome, lodge, or private home)**

***Lift Tickets (daily passes or season passes)**

***Ski Lessons (private or group)**

***Ski or Snowboard Rentals**

Notes about the components:

Not every client requires every component. Most clients **will be** interested in airfare, lodging, and lift tickets. They **may not** require ski lessons (ski school). They may also choose to travel with their own skis, snowboards, and boots. Therefore, not needing any equipment rentals.

Ski School:

If your clients are interested in ski school, they have two options: Group lessons or Private lessons. Group lessons will be less expensive and take place in small groups. Guests will share the attention of the ski instructor but it can be fun to be in a group!

Private lessons will be much more exclusive with the undivided attention of a ski instructor. This experience is priced quite a bit higher and is a VIP activity.

Pro Tip: Reserve private lessons as far in advance as possible as availability can be limited! Especially during Festive and other holidays.

Equipment Rentals

Ski and Snowboard rental packages include:

Skis + boots + poles

Snowboard + boots

*helmets can be added for additional cost

*some people will bring their own boots but rent their skis

The reason people will bring their own boots is for comfort. Rental boots tend to be less comfortable and more worn down since many people have used them over time.

Some people have their ski boots 'custom-fitted' with special foot beds so they are as comfortable as possible. Thus, making them more inclined to bring them along when going on a ski vacation!

Ski rental shops typically offer a few options to choose from for ski and snowboard rental packages.

Sport Ski Package, Premium Ski Package, and Demo Ski Package.

These will range in price and also go up in quality. A beginner skier or snowboarder will most likely start with the Sport Package.

Premium is for the skier with some previous experience and who will ski on all types of terrain.

The Demo Package is for skiers to try skis that are on the higher end and perhaps better than their own equipment at home.

Equipment Rentals, continued

Pros and Cons

Pros of renting ski or snowboard equipment:

Travel is easier without bringing extra baggage.

The guest can try new equipment or a different brand before buying.

Cons of renting ski or snowboard equipment:

Picking up & dropping off equipment is an extra step on vacation.

They may have to wait in lines to pick up and drop off.


The risk not liking their rental equipment, which would make for less fun, and inconvenience if they need to return to the rental shop.

Traveling with your ski equipment is relatively easy and many airlines will allow skis, boots, and snowboards as part of your free baggage allowance. Typically, the weight cannot exceed 50 lbs and length not beyond 158 cm. This varies between airlines though, so check with them before travel. Plus, as we know, things can always change!

There are travel bags made specifically for skis, snowboards and boots. If your clients are seasoned travelers with ski equipment they likely own travel bags. If not, they can be found online at store like REI or Amazon.

If your clients are fairly new to skiing, they may not own their own skis yet anyway so this won't even be an option.

My own personal preference for ski vacation is that if I plan to do more than two days of skiing, I like to have my own equipment with me. It helps me ski optimally and be comfortable when I have my own equipment that I'm used to.



Your Expert Mountain Cheat Sheet: **THE QUALIFYING QUESTIONS** **to ask your clients on the discovery call**

*** these answers will help you identify the best ski resort for your VIP clients*

Do your clients have either an Epic Pass or an Ikon Pass?

This will help you narrow down which ski resorts to offer them.

What's everyone ski ability? Are they looking for beginner terrain, intermediate, expert, or a range of all skill levels?

Will there be any non-skiers in the group?

Some resorts are better than others with things to do for someone who isn't skiing.

Will there be children on the trip? Will they be interested in ski school? What are their ages?

Will there be anyone snowboarding on the trip?

Some ski resorts don't allow snowboarding.

Do they prefer staying in hotels, condos/townhomes and or private homes?

Condos, townhomes and/or private homes are great for ski trips because having more room to spread out their equipment is great!

Are they looking for ski-in / ski-out?

This is direct access to slopes from their accommodation

Your Expert Mountain Cheat Sheet

THE QUALIFYING QUESTIONS

continued:

What is their budget for their ski trip?

What are the preferred travel dates for the trip? Are they flexible?

Do they enjoy nightlife?

Are they foodies and like to dine out?

Are they more interested in fine dining, casual restaurants, or some of both?

Do they own their own ski or snowboard equipment and will bring it, or are they interested in renting equipment?

Are they interested in taking ski lessons?

They can book group lessons or private lessons.

What else is important to them on this trip or at the property?

Examples: hot tub, pool, a nearby spa, babysitting services, mountain views, etc.

Whether you work with a ski tour operator or book direct with hotels, these answers will help you with your next step

Your Expert Mountain Cheat Sheet

The answers to these questions from your client will...

- help you fit them perfectly into the resort that fits their budget.
- help you offer them resorts that have a fun dining and nightlife scene so they have loads of fun and make memories!
- help you know exactly which type of accommodations to include in their proposal.
- help you choose a resort that a non-skier will have fun visiting because there are so many things for them to experience!
- help you get to know them so you can offer them exclusive experiences in the resort that will suit their interests perfectly!



Did You Get Some Value?

I'm so excited for us to be connected more!

I put out new content about ski and mountain destinations on my social media and I'd love to connect over there, too.

Come get connected and say hello!

Let me know how you enjoyed Your Ski Vacation Cheat Sheet.

See you over there!



[instagram.com/jillbethtravels](https://www.instagram.com/jillbethtravels)



[facebook.com/jillcanning.5](https://www.facebook.com/jillcanning.5)



[tiktok.com/@jillbethtravel](https://www.tiktok.com/@jillbethtravel)



<https://www.youtube.com/@jillcanning>



THE QUALIFYING QUESTIONS

WORKSHEET

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THE QUALIFYING QUESTIONS

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THE QUALIFYING QUESTIONS

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Are they interested in taking ski lessons?

What else is important to them on this trip or at the property?
Examples: hot tub, pool, a nearby spa, babysitting services,
mountain views, etc.

Use these answers to help you identify the best ski resort for your
VIP clients.

In the next few emails you'll receive, I will give you more ski resort
INSIGHTS to assist you in knowing which resorts are ***BEST*** for them,
based on how they answer these questions.

You're on your way to becoming a Ski Vacation Expert!

Thank you!