



# Stew Jensen

nxtConcepts  
VP / Partner

**A forward thinking, non-traditional agency**  
creative thinkers | brand enhancers | strategic planners  
**results obsessed | rule breakers**







# 2023 What Happens NEXT?

In Resort Marketing

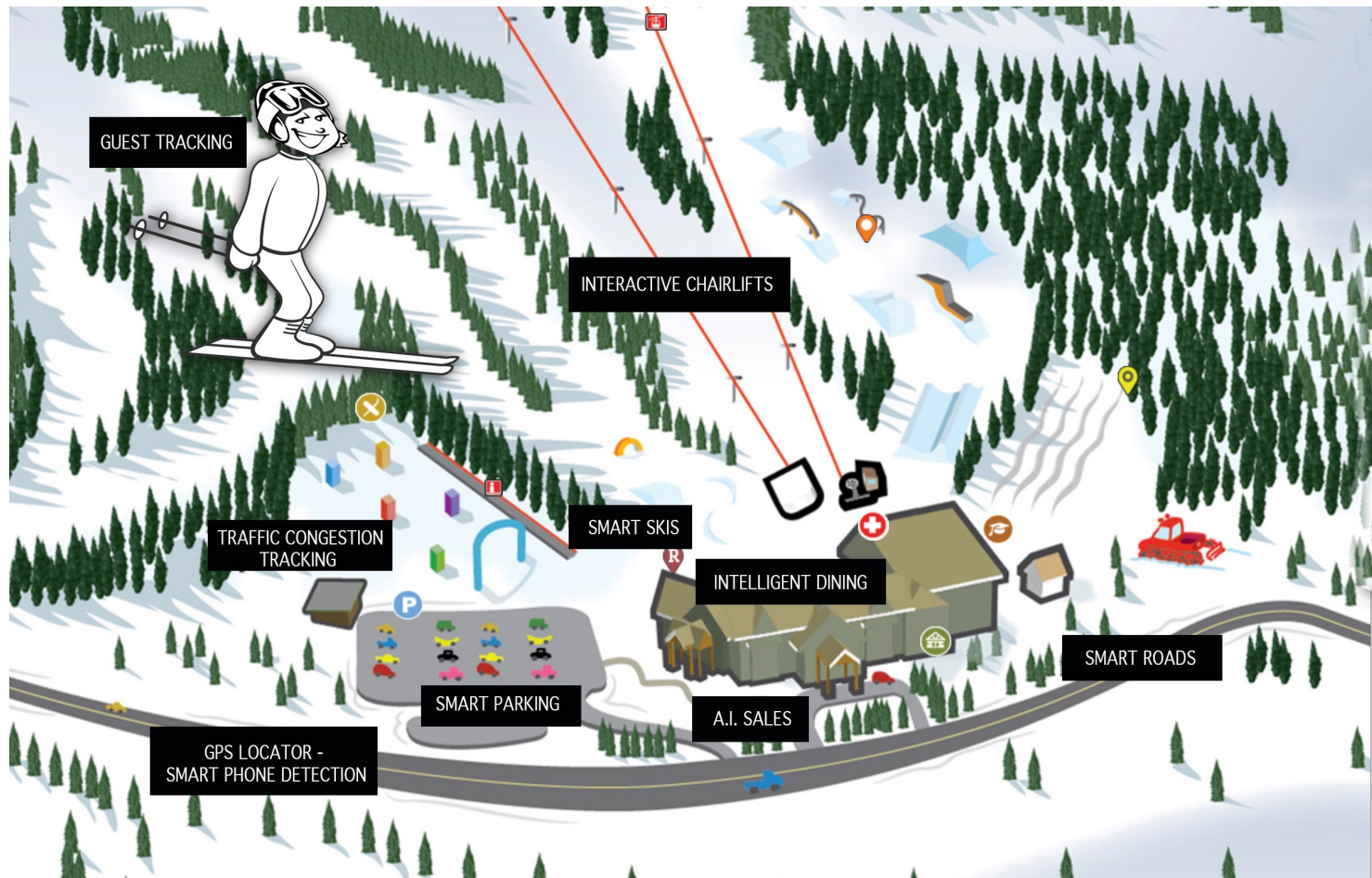


## Topics (Futurism)

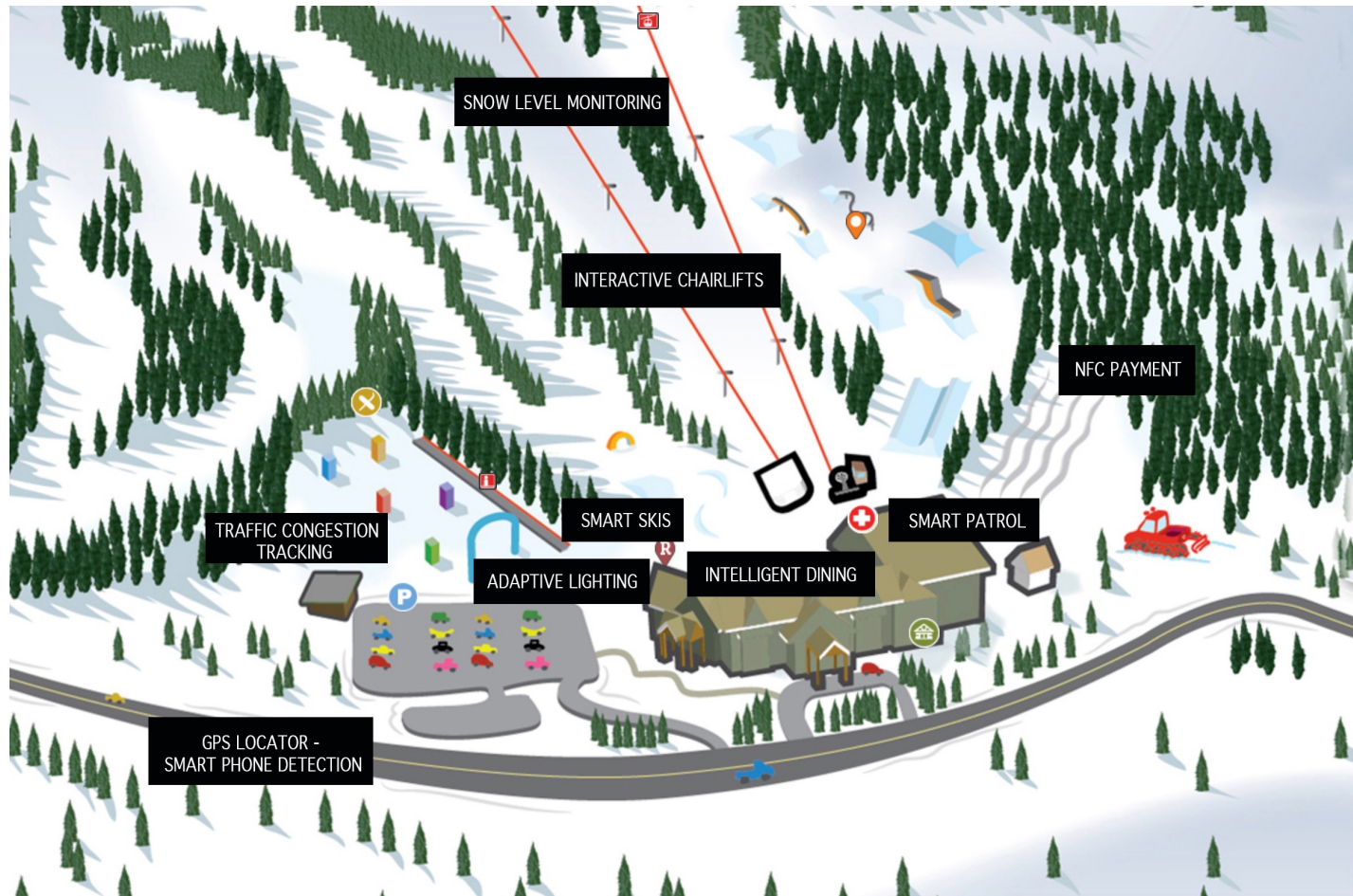
- **The Connected Resort & Technology on the Slopes.**
- **The Metaverse? What is it and do you need to be there?**
- **What the heck is a NFT and can we make money with it?**



# Smart Ski Resorts - Guests



# Smart Ski Resorts - Operations



# Smart Ski Resorts – Marketing & Sales

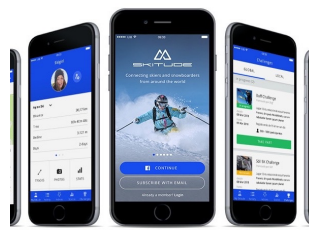


## REAL SMART GEAR

AI is having an impact on all areas of the ski industry, not just at the resorts but also in the hard and soft goods arena. What consumers wear will impact how they interact with the resort—and their overall experience.



WEARABLES



APPS



HEAD GEAR



SKI EQUIPMENT





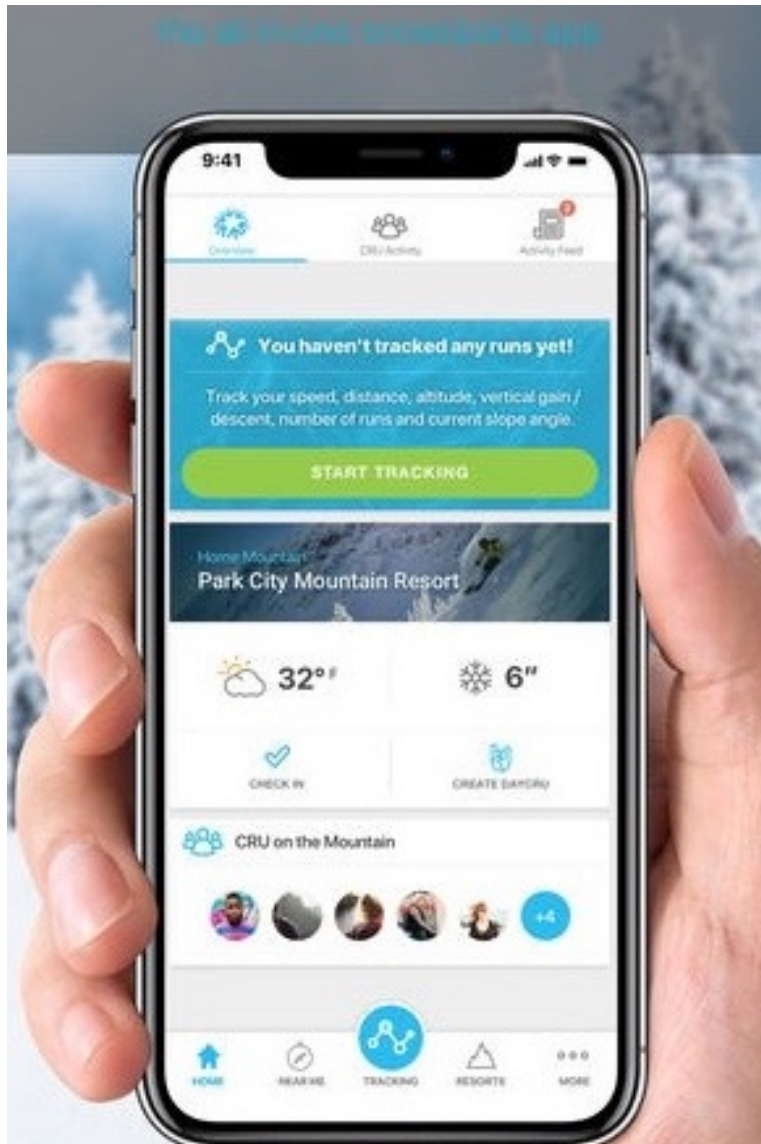
WEARABLE AI

## APPLE WATCH

From 2015 until 2021, Apple has sold 175 Million Apple Watches worldwide.

Apple watches allow skiers to track their snow sport-specific activities, including recording runs, seeing vertical descent and other key stats, and contributing “active calorie measurements directly to the Apple Watch Activity app.”

DAILY IT NEWSPAPER,  
DIGITIMES



WEARABLE AI

## APPS

Developers are taking advantage of technology with built-in GPS and altimeters.

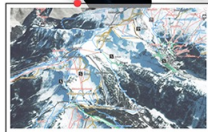
Ski apps like snoww, Slopes, Squaw Alpine, Snocru, and Ski Tracks now offering features such as total vertical descent and horizontal distance, number of runs, average and maximum speeds, total time spent on the slopes, and calories burned.

**4K VIDEO AND 10MP PHOTOS ACTION CAMERA**  
 VIDEO STABILIZATION  
 WIND NOISE REDUCTION  
 SINGLE, BURST, TIME LAPSE MODES  
 SHARE YOUR EXPERIENCE LIVE ON FACEBOOK, YOUTUBE, TWITTER.

**HI DEF HEADPHONES & MICROPHONE**

**FRIEND/GROUP COMMUNICATIONS**  
 SEND A VOICE OR A TEXT MESSAGE, INTERACT USING VOICE OR VIDEO TELECONFERENCE.

**MAPS & NAVIGATION**  
 UP TO DATE 3D MAPS WITH INTERACTIVE INFORMATION ON POINTS OF INTEREST. EXPLORE THE MOUNTAIN WITH A FLYOVER TOUR AND NAVIGATE THE ROUTE WITH HIGH PRECISION



**FULLY TRANSPARENT SI-OLED DISPLAY**  
 ENJOY THE ULTIMATE IN AUGMENTED REALITY THANKS TO HD DISPLAY (720P). AMAZING CRISP IMAGE AND VIVID COLORS EVEN ON A BRIGHTEST SUNNY DAY.

**SEE YOUR STATS:**  
 > SPEED  
 > ALTITUDE  
 > HEART RATE  
 > DISTANCE TRAVELED  
 > TEMPERATURE  
 > WIND SPEED  
 > FRIENDS LOCATION RADAR



**VIRTUAL SOS BUTTON:**  
 A MANUAL AND/OR AN AUTOMATIC ACTIVATION OF AN EMERGENCY ASSISTANCE REQUEST TO THE RESORT'S RESCUE TEAM.

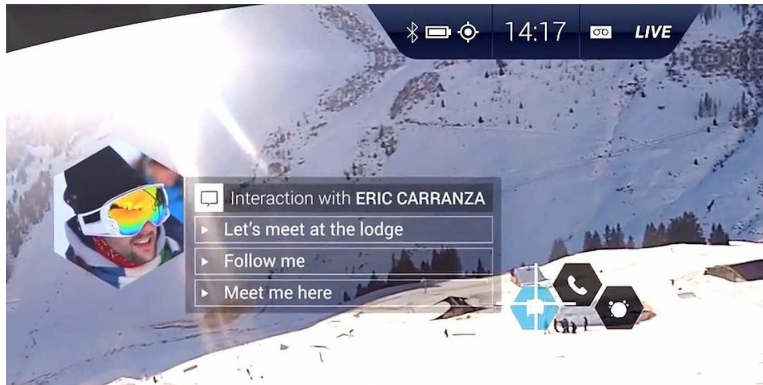
## WEARABLE AI HEAD GEAR

Today's gear can bring augmented reality (AR) to the slopes.

With virtual maps and highlighted points of interest, you'll never get lost. You can record your time on the slopes with an integrated camera, then share your experience on Facebook LIVE with online friends.

While on the slopes, the hands-free operation makes it easy to find Friends, get help with a virtual SOS button and of course view your stats in real-time - speed, heart rate, temperature, wind speed, and more.

RIDEON SKI GOGGLES &  
 RIDEON MOHAWK HELMET





WEARABLE AI

## SKI EQUIPMENT

**Elan** claims it's building the world's first-ever smart alpine ski, and unveiled a prototype of its Smart Ski technology at the 2018 IPSO trade show in late January.

Show participants were able to test out the model and, according to an Elan press release, "Through the sensation of skiing movements, the Smart Ski captured immediate data and recorded on a nearby computer screen."

For ski and snowboard boots, **PIQ Robot** bills itself as "Sport Intelligence." A PIQ Robot uses a movement tracking advanced sensor system and analyzes the motion of your ski runs. The company has partnered with **Rossignol** to show users turns, jumps, speed, and distance, which you can then compare with other users on the same run and in their online community.

## Meta what?

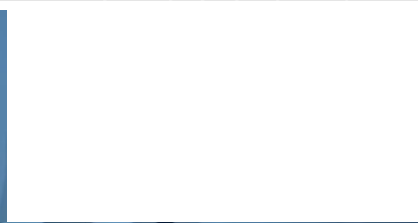


- A digital virtual world of avatars and environments.
- New future economic marketplace and advertising landscape.
- Critical future market for developing younger customers.
- Experts predict the Metaverse economy will be worth between \$8 - \$13 Trillion by 2030.
- Potential first experience of skiing / snowboarding in a safe convenient environment.



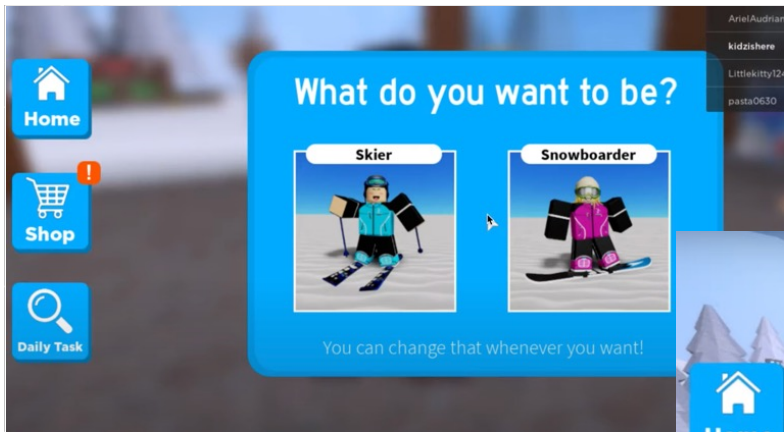
What is the  
metaverse?





# Mark's Ski Resort





# Roblox Ski Resort & Gamification





# Ways to Meta Market

- **Product Placement** – Fortnite Wendy’s vs Burger King
- **Branded Attire & Products** – Gucci, Nike, Adidas
- **Virtual Influencers** – Mini Mouse to promote Disney’s new virtual theme park.
- **Interactive Virtual Events** – Gorillaz, Travis Scott & the Weekend. Product launches, PR events.
- **Future Ad Placements** – Billboards, intra-game video, skywriting, blimps, virtual TV shows.



- Build Your Own Virtual Resort?
- Virtual Ski School?
- Advertising / Sponsorships?
- Virtual Ski Competitions?
- Virtual Resort Hosts?
- IRL Wearable Guided Experiences?
- Branded Ski Merch?
- Other Ides?

Ideas for  
Resorts to  
Monitize /  
Brand in  
the  
Metaverse?



## NFT (is Fungable even a real word?)



Bored Ape Yacht Club  
\$150,000 To Start

- Non-fungible tokens (NFTs) are cryptographic assets on a blockchain with unique identification codes and metadata that distinguish them from each other.
- Unlike cryptocurrencies, they cannot be traded or exchanged at equivalency. This differs from fungible tokens like cryptocurrencies, which are identical to each other and, therefore, can serve as a medium for commercial transactions.
- NFTs can represent real-world items like artwork and real estate.



How are they  
being Used by  
Brands?

## San Francisco's First NFT Members Club and Restaurant Is Coming. Here's a Sneak Peak.

Shō Club in San Francisco will offer members 24/7 dedicated concierges and special menus, among other perks.

By TORI LATHAM



ADVERTISEMENT



SHŌ Group

Prior to the pandemic, private restaurants were on the rise around the country, offering exclusive access to the well-heeled. But the social clubs opening now have a 2022 wrinkle their predecessors didn't: NFTs.

Shō Club just unveiled its plans to become San Francisco's first NFT-based club and restaurant, with details about what flashing your non-fungible token will get you. In all, there will be a total of 3,265 memberships, with prices ranging from \$7,500 for the lowest option to \$300,000 for the highest. That membership will come in the form of an NFT, although you'll be able to buy it with regular old dollars.



## Elevate Your Mountain Experience

A club, exclusively for snow sport enthusiasts.

Join the world's first NFT-based snow sports club that grants holders access to exclusive parties on the mountain; exceptional giveaways including ski passes, stays at high-end hotels, gear; and amazing discounts to some of your favorite ski and snowboard brands.

5,000 NFTs will be released, for 145 XTZ each.



## Exclusive Clubs

- Priority Paid Access to Benefits
- Real Estate Co-Ownership
- Exclusive Party & Events





## Waitlist for Product Purchase

- Raised \$8.8 Million Dollars for waitlist NFT
- Car will be designed online by you and you will own the NFT of the car being your build sheet and how you pay for the car.





## Branded NFTs

- Retro snowboard brand Kemper is offering NFTs for old product models.
- Kemper claims they are the first to try it in the action sports industry.





Even James Niehues  
Is Doing it!

- Secondary market for original art long ago sold.
- Some of his NFTs have sold as high as \$3,500 (Cottonwood Canyon).



- Replace Co-Op style resort ownership with NFT based ownership model?
- Sell Digital Assets – Trails, Lifts & Parks. Branded Images in general for avid fans?
- Create an exclusive club membership with lifetime benefits?
- Exclusive NFT Events Access?
- Other Ideas?

## Ideas For Resort NFTs?



Questions?





FOR A COPY VISIT [NXT.SKI](https://nxt.ski)

<https://nxt.ski/ideas/seminars>

**MARKETING, WEB, DESIGN, INTERACTIVE, MEDIA**

