SnowPak Introduces Ski Lessons Service On Its Platform

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SnowPak is proud to introduce ski lessons to its ski vacation packages product. This is made possible by direct partnerships with major ski resorts both domestically and internationally. Major partnerships include Vail Resorts which operate 41 ski resorts worldwide, Mont Tremblant in Canada and Hakuba ski resorts in Japan.

?Customers have asked for ski lessons to be built into our online booking platform for the longest time. There were issues with product integration especially at major ski resorts like Breckenridge, Vail and Beaver Creek but thankfully it was resolved before the winter season hit? said Jack Lee, Communications Director for SnowPak.

This new product integration lets destination skiers bundle ski lessons as part of a ski vacation package offered by SnowPak. This lets mountain travel specialists affiliated with SnowPak to distribute and package ski lessons with other ski travel products such as accommodation, ski gear and transport services. This is compatible with the deals offered by ski pass programs run by the ski resort such as the Vail Resorts EPIC pass program.

This is the first ski season with no ski capacity restrictions enforced by ski resorts since the pandemic. Ski lessons as a service were extremely limited in the past two years due to issues with mountain operations. The introduction of ski lessons is a sign that winter travel and activities are back in demand.

?The snow travel industry has been greatly impacted in the last two years. That said, things are picking up this ski season with a lot of returning guests inquiring about ski packages. Destination skiing is back as a winter vacation option,? said Mark Liang, Chief Product Officer at SnowPak. ?From our data, it looks like ski resorts with renowned ski schools have an edge over the other ski resort destinations. Vail Resorts in particular are doing a good job of promoting lessons as a service. Heavenly Ski Resort is a great example of this.?

SnowPak is one of the biggest ski tour operators in North America specializing in curated ski vacations in Colorado. SnowPak?s goal is to make destination ski vacations accessible to new skiers.

For further information, contact Jack Lee at jack@snowpak.com.

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SnowPak

SnowPak is a ski tour operator founded in 1992. We have over 30 years of experience in organizing ski trips for hundreds of thousands of satisfied customers. We specialize in bundling ski lodging, ski passes, ski rentals and ski transfers.

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