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**Workbook 2009/10**

# Engage sledding's new dimension

Ghosky, the dynamic Swiss artisan sled builder is extending winter fun into a year-round affair. Not by using indoor snow or artificial turf but with quickly replaceable snow runners and wheels for use on mountains, roads and trails.

Working closely with Alpine resorts and leisure enthusiasts, the crew at Ghosky [*gho-ski*] has taken traditional sledding for a spin. The result is a fun sports sled for all seasons. Its intuitive handling on snow, asphalt and dirt makes it a very popular sled with all ages. The no-frills steering system is similar to sitting on a skateboard and as such is unique worldwide.

The new Ghosky sled appeared on Swiss and Austrian mountains during the 2006/2007 winter season and has since seen exponential growth in Europe and Central Asia. During the winter of 2008, the Ghosky was show-cased in the U.S. at a select few events such as the Verizon Luge Challenge in Jacksonhole, WY and the Winter Jam in New York City's Central Park.

Innovative-minded resorts, event and retail customers value the distinguished added value. They have successfully attracted new customers and increased revenue from existing visitors through rentals, lift tickets and/or by adding events and services around the sledding theme: e.g. fondue fun with night sledding, group and corporate events, family outings or alternative options when the weather (e.g. fog) doesn't permit skiing or snowboarding.

People want to have fun, no matter what. In the snow, on mountains, on roads. Truth is: equipment-heavy mountain sports might be too pricey for some. Others might want to mix up a day of snowboarding or skiing with something else. A third group might just be on a day trip, didn't bring all the heavy gear along but decides to be active. That's where the Ghosky is the customer friendly, thrilling and revenue generating solution. Young people, groups, companies, families, elderly people; they all love it for their own reasons. Riding the Ghosky is fun, it's cool, and it's a wild ride, away from many of the one-directional and investment-heavy alternatives.

Ghosky is a truly innovative generator that keeps the business growing in all environments and year-round. When customers spend selectively, it offers an endearing value with fast amortization. The durability and zero-maintenance of the Ghosky ensures many seasons of rentals, including updates and fast repairs with all parts individually replaceable. Done.

No more words – ride it!

## 2. the product

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### **Precise steering by the shifting of weight**

Thanks to its revolutionary and unique steering system, the Ghosky sleigh may be steered like a skateboard by the shifting of weight.

### **runner / wheel swap**

Ghosky is extending winter fun into a year-round affair by using quickly replaceable snow runners and wheels for the use on mountains and roads.

### **Shocks are efficiently absorbed**

The rubber profiles not only guarantee a perfect steering, but also efficiently absorb shocks. Thanks to its comfortable riding quality, Ghosky sleighs are suitable for the young and the young at heart.

### **Excellent gliding characteristics**

The runners made out of particular synthetics show excellent gliding characteristics and are absolutely maintenance-free.

### **No maintenance necessary**

The sleigh itself does not need any maintenance either. The materials used are carefully chosen according to their durability and the steering system is as simple as it is efficient. If the sleigh should nevertheless show any sign of abrasion after a couple of years, any part of the Ghosky sleigh may be reordered separately.

## «READY TO CARVE?»



Thanks to its revolutionary and intuitive steering system, the Ghosky sleds are steered by simply shifting the body weight, effectively avoiding damage to both terrain and rider.

**Engage sledding's new dimension!**

## «READY TO CRUISE?»



Ghosky is extending winter fun into a **year-round affair** by using quickly replaceable snow runners and wheels for the use on **mountains and roads**.

### 3. Advantages (overview)

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- Guaranteed fun due to Ghosky's unique steering system
- all-season-affair: quickly replaceable runners and wheels
- No instruction necessary, system is intuitive and easily picked-up
- No damage to slopes due to wider slide elements
- Feet remain on sled: Reduction of wear & tear, effectively reducing maintenance of sledding slopes, paths and roads
- Thanks to the precise steering capabilities, sleigh riders, boarders and skiers can co-exist
- Rugged, durable design.
- Excellent gliding characteristics
- No sleigh maintenance necessary
- Spare parts individually available
- reduced storage space needed per sleigh (16 pieces/m<sup>2</sup>)
- Advertising/individual design possible (immediate ownership identification)

## 4. Rentals

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### Requirements

Geology, infrastructure:	minimal downward slope of 8% - 10%
Mountain transportation:	all kinds of chair lifts, cabin cars and trams. Special linens available for T-bars. Trains, busses, cars, et.al. Night sledding capabilities highly recommended.
Maintenance:	Standard safety measures, directional signage and slope maintenance
Possible staff functions:	ticket sale and rental, sleigh hand-out and information, ski and slope patrol at end-of-day, sleigh return and control
Corporate strategy:	customer oriented, support innovation and service development, willingness to invest in attractive concepts

### Additional support

- Link from Ghosky North America's website to your rental information
- Short promotional video for displaying on TV screens
- Small hand-outs for rental customers, introducing and explaining the Ghosky and its handling
- Event support and program innovation

### References (CH)

Belalp-Bahnen, Blatten-Naters  
Gornergrat-Bahn, Zermatt  
Bergbahnen Hohsaas, Saas-Grund  
Andermatt Gotthard Sportbahnen AG, Andermatt  
Hoch-Ybrig Sportbahnen AG, Hoch-Ybrig  
Matterhorn Gotthard Bahn, Brig-Zermatt  
Ronalp Bahnen, Büschen  
Wildhaus Bergbahnen, Wildhaus  
Adelboden-Silleren-Bahnen, Adelboden  
Gemmi-Bahnen, Leukerbad  
Aminona, Crans-Montana  
Sportbahnen, Lenk  
Buttes, La Robella  
Jeizinen, Gampel  
Feriendorf, Fiesch  
...

## **mountain operators, tourist offices, hotels, sporting goods stores**

Due to their ideal position and infrastructure, mountain operators offer the most ideal conditions for Ghosky rentals. However, sleighs are and may also be offered by tourist offices, hotels, sporting goods stores, and so on. On several occasion, some type of cooperation between these stakeholders and interest groups can be found as well.

Most used rental options (not including lift tickets):

1-trip-rentals

Half-day rentals

Some also offer head lamps for night-time sledding

## **Additional operator benefits**

- Revenue from rentals, ticket sales (single rides, multiple rides,...), group events and group rentals, parking fees, food & beverage
- Seat top: operator branding or advertising space
- Revenue and gains from sleigh-related events: races, programs, outings, family fun, in-between activities, ...
- Sledding with a Ghosky is THE alternative for all the non-skiers and non-snowboarders who otherwise are passive passer-byes, stay away or keep their friends and families from winter activities. It is also a perfect way to mix up or finish a full day of skiing, snowboarding, group dinner or other winter activities

## **Pay-back**

Talk to us about payback and amortisation. Experiences of winter destinations and mountain operators have shown that the sleighs can pay for themselves by mid-season, depending on the amount of sleighs purchased, the number of rentals per sleigh and rental price. This does not include lift ticket fares, which are additional income.

## **Note**

Sleigh riders are typically kept separate from snowboarders and skiers on slopes to reduce risk. The most practiced exception are paths and roads, ideally suited for sledding. Minimal safety and directional precautions might be needed.

Ghosky sleighs show excellent gliding characteristics in all types of snow conditions. However, they are especially suited for use on slopes and roads or wide trails. Still, destinations with steeper slopes and descents also favor the Ghosky for its rugged construction and functional design.

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