



BEST SNOWSPORTS SCHOOL

PRESENTED BY
THE TELEGRAPH SKI AND SNOWBOARD

Snowworks

The Snowworks All-Mountain Ski Course programme incorporates 14 different types of ski courses in over 20 ski resorts spanning 12 countries worldwide for aspiring to competent and advanced all-mountain skiers. In the 2016 skiing season Snowworks taught, coached and led over 1,200 aspiring, competent and expert all-mountain skiers and this number is increasing every year. Snowworks courses cater for a very wide cross section of client needs.

Courses include: All-Terrain, All-Terrain Safari, Off-Piste, Off-Piste Safety, Bumps, Backcountry, Backcountry Access, Adventure, Ski Touring, Junior Race, Race Carve, Race Camps and Instructor Training.

NEW for this coming 2016/17 season:

- COURSE NUMBERS reduced to an average number of 6 clients per group on all courses involving off piste where prevailing conditions dictate.
- VARIO GROUPS with increased flexibility in moving clients back and forth between groups of different levels to ensure customer needs and aspirations are met.
- OFF-PISTE SAFETY COURSES in December in preparation for the winter season.
- New 'SUMMER/AUTUMN SKI COURSES' format including a combination of racing, bumps, skills & drills for All-Terrain.
- KYRGYZSTAN Ski Touring Adventure.
- SPANISH All-Terrain Safari.
- More JUNIOR RACE Courses.
- More courses for INTERMEDIATES.
- SKIMILES™ reward scheme for customer loyalty.
- Increase STAFF TRAINING programme for instructors/guides to ensure constancy in product delivery.

At Snowworks we have adopted simple concepts that our team of instructors/guides use to help skiers easily progress beyond pisted runs learning to cope and enjoy the 'Open' mountain environment where runs become steep, bumps begin to appear, ice forms, runs narrow, visibility goes, fresh snow appears and when skiers decide to venture into the off-piste environment. Understanding 'Open' sport and how to become an 'Open' skier opens up the whole mountain where skiers can develop individually and are naturally capable of experiencing the thrill of all-mountain skiing.

Tangible results can be seen for the coming 2016/17 season resulting in:

- Our most successful summer season to date on the Tignes glacier.
- Increased Gap course bookings for autumn 2016.
- Increased interest in Autumn Ski Courses for 2016.
- Increased interest from intermediate skiers aspiring to become all-mountain skiers for this coming season.

Snowworks Ski Courses is a winning formula that achieves a balance between three distinct client needs:

- Constant improvement of performance
- Exploring extraordinary places
- Meeting and skiing with other skiers of similar needs, aspirations and levels

We have been very successful in meeting these needs proven by our incredibly high client return rate and our ever expanding ski course programme. This coming winter we expect to see a further increase of clients numbers.