



INTERNATIONAL SKI INSTRUCTORS ASSOCIATION  
INTERNATIONALER SKILEHRERVERBAND  
ASSOCIATION INTERNATIONALE DES MONITEURS DE SKI

# Promoting snowsports

## The role of ISIA

Vittorio Caffi



# Questions to address

- What is the role in the promotion of snowsports and winter tourism?
- How to market the ISIA role by potential partners?
- How to raise worldwide awareness about ISIA and their members?



### S=Strengths

- What are the key advantages?
- What do external stake holders see as strength?
- What are the unique resources?

### O=Opportunities

- What is changing in the market, with technology, or with customers?

- Where are the opportunities for improvement?

### W=Weaknesses

- Who are the competitors?
- What are they doing?
- Are there key obstacles for this organization?
- Are there financial considerations?

### T=Threats



**S=Strengths**

- ❑ Strong brand
- ❑ The biggest worldwide organisation on this market
- ❑ Great expertise and resources of the members
- ❑ .....



**O=Opportunities**

- ❑ Information Technologies – website, apps
- ❑ New market niches – freestyle, freeride...
- ❑ New teaching tools
- ❑ .....

- ❑ Lack of cohesion among members
- ❑ Lack of shared goals
- ❑ Old mind attitude
- ❑ .....

**W=Weaknesses**

- ❑ Competing with Maldives, Disneyland, etc...
- ❑ Internal competition attitude
- ❑ Global warming
- ❑ Economical crisis
- ❑ .....

**T=Threats**





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# Plan ISIA and Marketing 2014-15





# Presenters

Time	Name	Subject	Country	Association
9.15-10.15	Laurent Vanat	Economy worldwide of skiing	Switzerland	
10.30	Claudio Zorzi	Lust auf Ski	South Tyrol	LBKS
11.00	Valentin Kiedaisch	Veränderung unserer Gesellschaft - Generation Y	Germany	DSLVS
11.30	Corrado Sulsente	The promotion and enhancement of snowsports through disability	San Marino	SIAS
12.30	Kim Donghwan	Snowsports promotion in Korea	Korea	KSIA
13.00	Petar Jankow	Snowsports promotion in Bulgaria	Bulgaria	BSSS
13.30	Evgenia Sedelnikova	Snowsports promotion in Russia	Russia	NRLI
14.00	Sandi Murovec	Ski teaching must change - more fun, more joy, more safety!	Slovenia	ZUTS



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**Thank you**