



# SkiBig3

## Overview

SkiBig3 is the marketing organization for the three world-class ski resorts in Banff National Park: Banff Sunshine, Lake Louise, and Mount Norquay. It's the perfect balance of luxury and nature. When a traveler books with SkiBig3, not only do they get access to all three mountains (ski lifts), they can also book their accommodation, rentals, and transportation. It's a skier's dream come true!

SkiBig3's primary ad objective is to target travelers and increase overnight vacation bookings.



“The initial perception of working with an agency has often been to have monthly meetings. And once we do your kickoff call, it kind of goes over to the agency and that was it.

However, working with War Room, we've been able to be incredibly connected with our team and they're very responsive to our requests.

We had a very tough year with a lot of things moving at a very rapid pace. Our team at War Room was able to be incredibly nimble and get back to us as quickly as possible. They changed things on a dime and it actually benefited us keeping us in the market during a challenging time.

SARAH PEARSON,  
DIRECTOR OF MARKETING,  
SKIBIG3

## Objectives

- ◆ Increase winter vacation bookings.
- ◆ Engage travelers from key international markets, with a primary focus on the U.S. audience, to experience the fresh powder and world-class slopes of the Canadian Rockies.
- ◆ Inspire skiers of all ages and skill levels to choose SkiBig3 as their ultimate winter destination, turning awareness into overnight stays and lasting adventure experiences.

## Challenges

- ◆ Pivot the advertising strategy to overcome the impact of the COVID-19 pandemic and compensate for the loss of international travelers.
- ◆ Develop new products and identify domestic audiences to sustain engagement and drive visitation despite global travel restrictions.
- ◆ Demonstrate campaign value to partners by connecting ad performance metrics directly to revenue, proving how digital efforts translated into real business outcomes.

## Solutions Implemented

- ◆ Implemented a multi-channel digital strategy to help SkiBig3 thrive beyond sustainability during one of the most challenging years for the travel industry.
- ◆ Identified and segmented available audiences across Canada, defining how to reach them and tailoring ad messaging to resonate with skiers and travelers amid pandemic uncertainty.
- ◆ Focused on promoting Lift Tickets, Lodging Packages, Rentals, and Ancillary spend through programmatic campaigns on key digital channels.
- ◆ Used SkiBig3's audience list to build Lookalikes and target Retargeting audiences, strengthening first-party data use and future-proofing against third-party cookie loss."

# Results

↑ 30%  
exceeded ROAS goal

↑ 100%  
surgical precision

↑ 1 mil+  
revenue generated

↑ 80%  
increase in expected sales