

**MOUNTAIN RESORT
POINT-OF-SALE CROSS SALES
VIA FORTUNE COOKIES
(at Resort-Owned Restaurant)**



GUEST SERVICES ADVENTURE SALES

In the present moment, we write the adventure of our story.
Dial 54759 from your room phone for snowmobiling, kiteboarding & more!

Many a false step is made standing still.
Dial 54759 from your room phone and get moving on a mountain adventure.

SKI & RIDE SCHOOL

Your skill will accomplish what the force of many cannot.
Dial 58392 from your room phone to learn from ski & ride masters.

A wise person takes advice more than giving it [fortune writers excepted].
Dial 58392 from your room phone for the best ski & ride advice in Colorado.

INDUSTRY: Tourism
TACTIC(S): Custom Fortune Cookie Messages
TARGET(S): Resort Guests (Men & Women 21-65)