WHY YOU SHOULD PARTNER WITH US

GILFORD NH | GUNSTOCK.COM | @GUNSTOCKMTN | 603.737.4322

RESORT HIGHLIGHTS

- Summit Elevation: 2,267 feet above sea level
- Vertical Drop: 1,340 feet
- Total Resort Acreage: 2,200 acres
- Average Annual Snowfall: 120 inches
- 227 skiable acres
- 22 acres of freestyle terrain in our parks
- Night Skiing
- Something for everyone
- 4 Progression Parks
- Blundersmoke Park:
- Premier Park open during Night Skiing
- Terrain Park Team rotates features frequently
- Hosting Terrain Park Events in 2022-23

FOR EVERY GENERATION SINCE 1937.

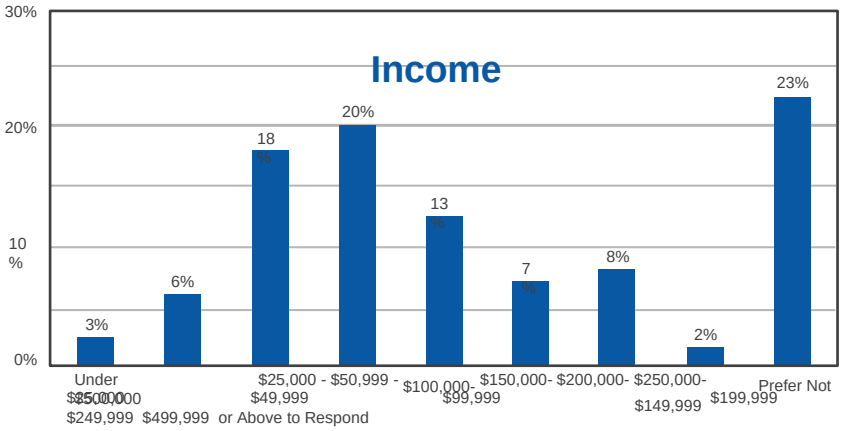
MEET OUR GUESTS

WINTER

In Winter, Gunstock attracts over 170,00 people to the resort with lift capacity of 12,400 guests per hour on all our lifts.

6 Lifts: 1 high-speed quad, 2 quads, 2 triples, 2 carpets

57% of our ticket sales are adults age 23-59



Gunstock

DIGITAL REACH

NEWSLETTER 40,000 subscribers

We send a newsletter once a week in-season and bi-monthly off-season.

Our list of subscribers includes Season Pass Holders, College Pass Holders, alpine skiers and snowboards, Nordic skiers, event registrants and summer visitors.

SOCIAL FOLLOWERS

Facebook: 30,200

Posts up to 3x a day in-season and multiple times a week during the off-season. Popular posts are boosted, paid ads are utilized as needed and events are created.

Topics include snow reports, weather updates, staff highlights, special events and monthly contests. We have two influencers who post while enjoying activities in summer and winter.

Instagram:

Gunstock Mountain Resort: 16,300 Gunstock Parks: 4,000

Gunstock XC: 350

Gunstock Ski & Sport: 375

Posts up to 3x a day and multiple stories in-season and multiple times a week with numerous stories during the off-season.

Topics include people and beauty shots of the resort, staff highlights, special events and monthly contests. We have two influencers who post while enjoying activities during the summer and winter.

Twitter: 6,200

We post news and information about our resort and industry insights.

LinkedIn: 780

We post staff highlights and industry news.

WEBSITE TRAFFIC

WINTER TRAFFIC STATS

November - January

289,800 users:

A user is a visitor who has initiated a session and can view multiple pages.

1.4 million page views:

Visitors stay on the website or over 2 minutes per session.

75% of traffic are new users:

This highlights that new people are finding us and consuming our content.

TERRAIIN PARK TEAM

MEET THE CREW!

Drew Ingoldsbe,

Gunstock Terrain Park Manager

Drews principal duty is to build parks and weekly re-builds. On Sundays or Mondays at 4pm his team rebuilds 3-5 features to keep the park fresh and the locals happy. As the Pistol chairlift rides over Blundersmoke park he can see his handiwork and knows that skiers and riders will enjoy the product of his team's hard work.

Peter Weber,

Gunstock Snowsports Director

Webbie has spent his entire career in the ski industry, with over 20 years logged as Ski School Director at resorts in New Hampshire and Pennsylvania. He oversees Gunstock Parks.

Michael Bettera,

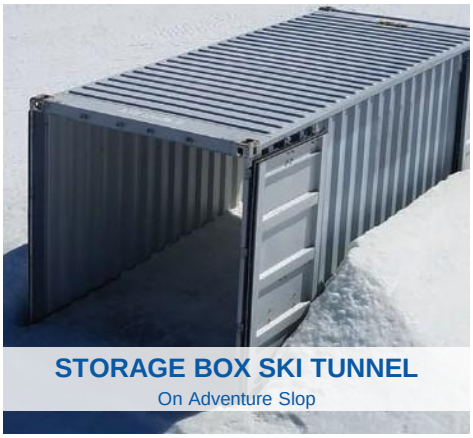
Consultant with Effective Edge

Michael works closely with Gunstock staff to keep current with industry trends and to create new, innovative projects in the terrain park.

SIGNAGE OPPORTUNITIES

8 X8 WALLRIDE

DANCE FLOORS
Progression Park & Adventure Slope



STORAGE BOX SKI TUNNEL
On Adventure Slop

UNDER SNOW CROSS SIGN
Top of Out of Sight

FLAG
Middle of Blundersmoke

FENCING

FRONT OF PARK BARN

SIDE OF VALVE HOUSE
At Smith / Derringer Intersection

TOP OF BOXES
In Progression Park

TRAIL MAPS
Top of Pistol & Summit

PISTOL LIFT BASE

PARK FEATURES
Multiple Options

GATOR

Gunstock

MOUNTAIN RESORT

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