

Schladming Explorer

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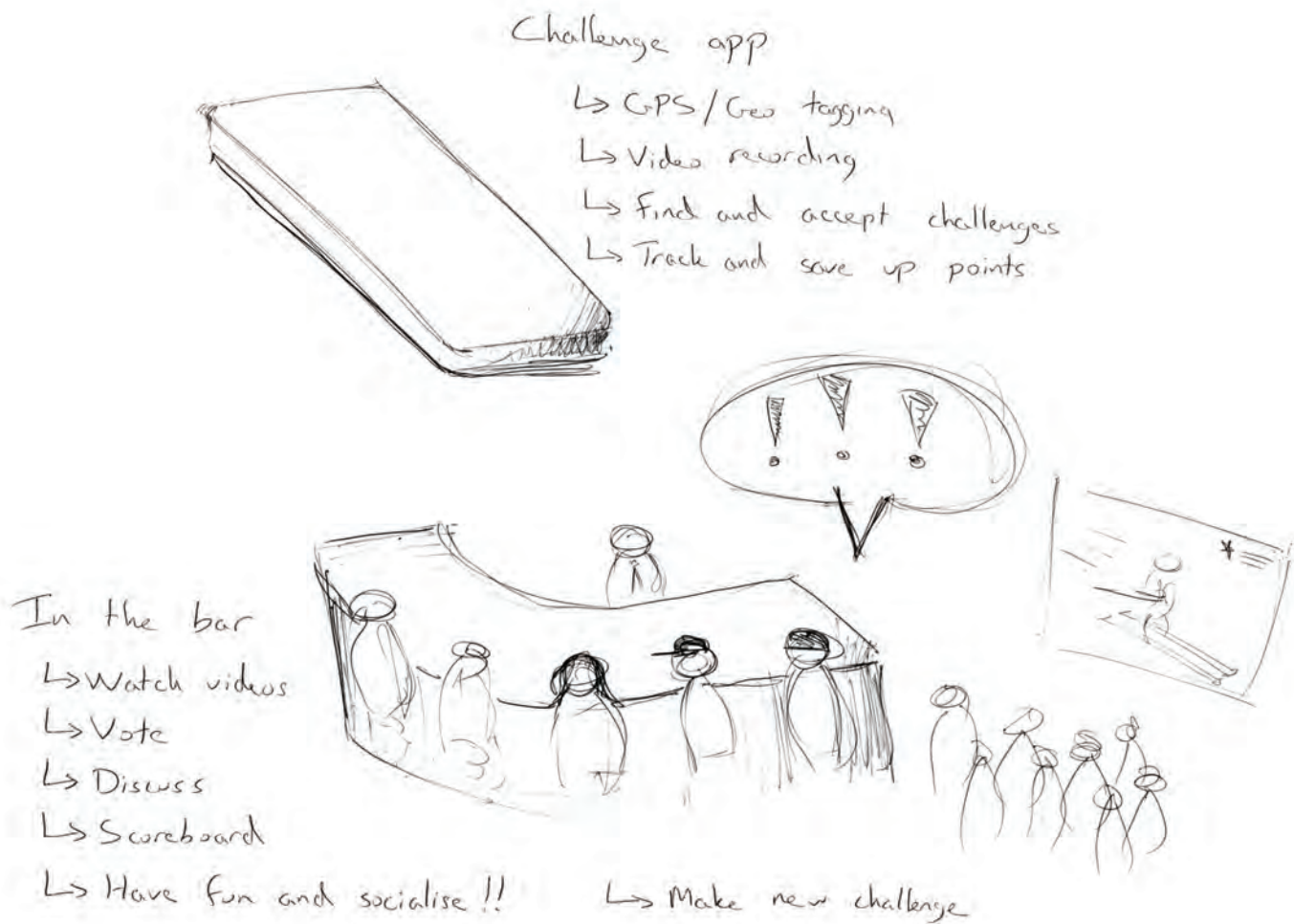
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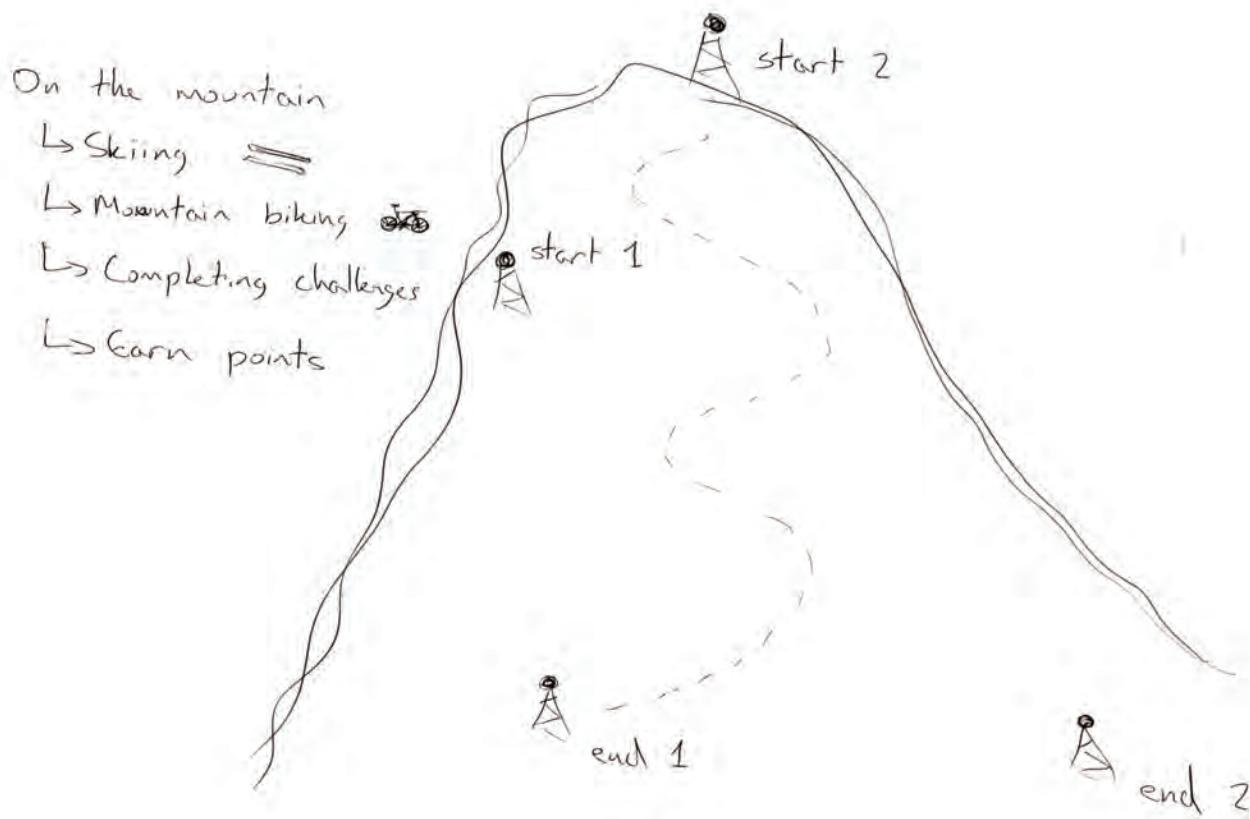
Description of idea

People who are into extreme sports tend to get techical about their achievements, talking about equipment, tricks and details. There is a genre of extreme sport video to show each other what you have accomplished and to get inspiration and to expore new terrain.



In the bar

The Schladming Exloprer is a service for extreme sports in both winter and summer time. When you get to Schladming you download an app with a library of challenges, various snowboard tricks and mountainbike and skiing routes. When you are in the pipe you and your friends will video each other trying to complete a challenge and upload the result on video. This content will be shown at the local after ski bar to generate a social environment around the documentation from the challenges and activities. Maybe you as will upload a video of yourself accomplish a new trick or show your skills in progress. For each challenge you will get points.



On the mountain

We suggest an app that is both place-specific to Schladming to collect user-generated content directly from the pipe, slope or hill. This content can serve as a conversation piece in the after-ski.

Bonus points

↳ Discounts on next visit

↳ Extra bonus if used in opposite season



Bonus points

This app could also work as marketing tool, after the user comes back from vacation they can show the tricks and what other do in Schladming to their friends. For each completed challenge you will get point that will get converted into a discount system, this also to attract people back during the summer season