



Mountain resorts such as Niseko-Hanazono in Japan and Boreal-Lake Tahoe in the USA are always looking for ways to increase ticket sales, to create new revenue streams, and to be able to offer their customers a wider range of activities throughout the whole year. One of the ways they have done this is to invest in Bagjump airbags, which allow sports enthusiasts to practise new tricks in a safe environment, and making these destinations more appealing and safer for summer activities. The airbags can be used in a number of different set-ups: a dry-slope jump for skiers and snowboarders;

a dirtjump for mountainbikers; a freedrop platform; and a climbing wall. Bagjump can be set up anywhere simply and fast and used for a whole range of different sports with one or multiple ramps as a permanent set-up.

Austrian resort Serfaus-Fiss-Ladis and Uruguayan resort Eco Parque have gone one step further and installed a jumping tower for those wanting to try the new sport of 'free-dropping', which gives jumpers the sensation of bungee-jumping without a rope – but in total safety as they

Landing gear

Bagjump enables winter sports resorts to offer a safe environment for multiple sporting activities all year round

land on the Bagjump airbag. The youngest freedropper so far being has been four years old and the oldest was 69 so there are no age limits, and the tower can also be used for team-building and trust exercises.

National teams such as the Russian, Swiss and Finish snowboarding teams and ski schools including Lindsay Vonn's Vail Ski & Snow Club and Waterville Academy have pinpointed the need for a safe training device for their athletes and have found that Bagjump suits their needs perfectly. They are now offering basic freestyle courses for beginners who want to learn how to jump safely.



Bagjump is ideal for use at promotional events and trade shows, and can also be used as an advertising space to display company logos

At a more advanced, professional level, Bagjump also offers a risk-free training environment. Skiing and snowboarding have now reached a point where the jumps practiced by the top athletes are so extreme and dangerous that learning them without using a Bagjump puts the athlete in danger of sustaining a serious injury. The results of major events like the Olympics and the X-Games show that the athletes who have used Bagjump in practice sessions are the ones finishing in the top positions.

Bagjump has also created 'Safety Blox' – a modular safety system that can be customised and tailored to customers' differing needs. Safety Blox is a replacement for outdated safety measures such as nets, straw bales, car tyres or foam padding, and can be used wherever a protective cushion is needed for horizontal and vertical impact, for instance in snowtubing and zorbing.

Aside from its sporting uses, the Bagjump can also be used as a useful marketing tool. It offers two branding opportunities: permanent advertising on all sides and topsheet, or an interchangeable branding system using Velcro, with an eye-catching advertising space of up to 700m².

That is bigger than most billboards, and many leading brands, including Red Bull and Coca Cola, have already taken advantage of this marketing potential. <<

www.bagjump.com