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Marketing Agency Pilots New Website for Heli-ski Operator Dering Elliott & Associates increases bookings for Wasatch Powderbird Guides

PARK CITY, UTAH – When Wasatch Powderbird Guides sought help promoting its heli-ski excursions to powder hounds worldwide, it turned to Dering Elliott & Associates (DEA), a Park City, Utah marketing and public relations agency experienced in crafting campaigns for an international audience.

The renowned heli-ski tour operator engaged DEA to create a new website – one that truly conveys the company's thrilling excursions to the world's most spectacular and remote mountain ranges. Easier navigation, awe-inspiring imagery, and descriptions of the group's diverse backcountry adventures characterize the new site. Powderbird.com has already welcomed 10,000 unique, adrenaline-seeking visitors. Powder skiers in 60 countries, from Kenya to Poland to Japan, have visited the website since it was launched two months ago.

"We're seeing considerably more traffic on the new website." says Rusty Dassing, CEO of Wasatch Powderbird Guides. "Visitors are spending more time exploring which is evidence that DEA's team succeeded in creating an engaging, user-friendly site for skiers and snowboarders to learn about our excursions."

The "Dispatches" section provides a compelling way for web users to get a sense of the offerings because of its interactive nature. Guides now report from their excursions and upload photos, enabling web users to monitor the progress of the tours and share the thrill.

"Developing Powderbird.com heralds an exciting new growth opportunity for us," comments DEA principal Conrad Elliott. "Our staff members moved to Park City from every corner of the U.S. to take advantage of the outdoor lifestyle here. By marketing clients involved in adventure sports, we can inject our own passion and experiences into the work we produce."

Dering Elliott & Associates is a full-service marketing and communications agency that has been located in Park City, UT since 1983. The company excels at marketing lifestyle-enhancing properties products, and services for its worldwide clients.

Founded in Utah in 1973, Wasatch Powderbird Guides has scheduled heli-ski tours in secluded, backcountry areas of Chile, Argentina, Greenland, Japan, and Turkey. Upcoming ski and mountaineering trips are currently planned for Antarctica, Russia and the Himalayas. In addition to thousands of vertical feet of untouched powder, guests enjoy luxury accommodations, indigenous cultures, and local cuisine.

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