



MEDIA CONTACT:

Lindsay Martin
(916) 774-9600 – office
(925) 451-3666 – cell
lmartin@augustineideas.com

FOR IMMEDIATE RELEASE

Diamond Peak Ski Resort Launches New Website

New Website Creates Convenience for Diamond Peak Visitors

INCLINE VILLAGE, Nev. (December 10, 2013) – Diamond Peak Ski Resort, North Lake Tahoe’s most affordable resort with breathtaking views of the lake, launches its new and improved website at DiamondPeak.com. Just in time for opening day, Thursday, Dec. 12, the new site’s ecommerce component gives the opportunity for users to purchase lift tickets, season passes, mini-passes, gift cards and private child ski lessons online. Selling lift tickets online is a new capability for Diamond Peak and a big convenience for skiers and riders.

The image-rich website gives visitors easy access to current weather conditions, the snow report and live cams. A high definition live mountain camera, mounted at the summit of Crystal Ridge, allows fans to check the conditions and see breathtaking views of Diamond Peak and Lake Tahoe from anywhere in the world. The high definition camera also contains a time-lapse playback feature and the ability to share snapshots on social media sites.

The “Plan a Visit” section has all the pertinent information for visitors including “Ski and Stay” lodging packages, directions, airport and shuttle information, as well as après ski suggestions.

“We wanted to develop a site that would be easy for locals and visitors to plan their trips and have the ability to connect with us from anywhere,” said Brad Wilson, general manager, Diamond Peak Ski Resort. “From event listings, to a live social media feed, to the webcams, everything is at your finger tips so you never have to miss out on what’s going on at Diamond Peak.”

The new website was developed by KPS3, a marketing agency based in Reno, NV. The team re-structured the site to be responsive to the size of the screen on which it is being viewed. This means the viewing experience is tailored to work best for the device being used by the visitor whether it is a tablet, mobile phone, or computer screen.

About Diamond Peak Ski Resort

Diamond Peak Ski Resort is North Lake Tahoe’s hidden gem. Located in Nevada’s Incline Village, the affordable, family friendly resort offers breathtaking views of Lake Tahoe, a summit elevation of 8,540-feet and a 1,840-foot vertical drop. Skiers and boarders can experience 30 runs with 655 acres of beginner to advanced terrain that include open glades. Diamond Peak features two lodges, private and group lessons, equipment rentals and a variety of events throughout the season. For more information, visit DiamondPeak.com or call (775) 832 – 1177. Connect with Diamond Peak on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

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