bml PUBLIC RELATIONS

CASE STUDY

MOUNTAINCREEK

FROM FIRST CHAIR TO FINAL RUN:

A SEASON OF REASONS TO GO

Media coverage turns interest into visits for Mountain Creek Resort

Mountain Creek Resort needed to stay relevant from opening day through the end of winter, navigating both unpredictable weather conditions and varying guest interests. BML Public Relations gave the mountain more than an opening-day splash, finding new stories that put the destination on the regional radar and gave people compelling reasons to hit the slopes.

THE APPROACH

Make every part of the season work harder. BML built a steady flow of stories around opening day, new snowmaking capabilities and snowfall, snow tubing for non-skiers, winter activities, community events and creator experiences. The team paired media outreach with interview coordination and influencer partnerships, giving reporters and guests fresh reasons to pay attention beyond the first weekend.

THE PROOF

409
Stories and posts, including 232 TV airings

30%
Increase in opening-weekend visitors year-over-year

The coverage spanned resort opening, tubing, winter activity and community stories, with placements and airings across New York and New Jersey outlets including WNBC, WABC, WPIX and News 12 New Jersey.

Elevating Mountain Creek: The positive impact of Mountain Creek media coverage continues to compound. In 2025–26, Snow Partners reported:

27%
More holiday guests year-over-year

70%
Higher revenue in the early-season period

2x
President's Day weekend visitation compared to the prior year

THE TAKEAWAY

Opening day gave Mountain Creek its first big moment.
BML engineered more of them all season long.

A grand opening, a new attraction or a seasonal launch can bring people in once. BML helps hospitality and entertainment brands build a continuing stream of newsworthy reasons to discover them, choose them and come back. From fresh snow and tubing to community events and winter experiences, each story gave regional audiences another reason to make the trip. That's how a seasonal destination stays on people's minds from first chair to final run.

Sources: Mountain Creek Resort Winter 2024–25 Earned Media Recap and Media Tracker; News 12 New Jersey, Dec. 13, 2024; NJBIZ, Mar. 9, 2026. Results reflect weather, operations and other marketing activity; these sources do not isolate PR's effect. The 409 figure includes repeat broadcasts and social and influencer posts.

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