

Diamond Peak Ski Resort 2023-24 partner coupon program



Diamond Peak Ski Resort is located above Incline Village, Nevada, on the north shore of Lake Tahoe – approximately 45 minutes from the Reno-Tahoe International Airport, just up the hill from the Hyatt Regency Lake Tahoe Resort, close to renowned restaurants and a huge range of other great outdoor activities.

The Lake Tahoe area offers the highest concentration of ski resorts in North America, from world-famous names to hidden gems like Diamond Peak – a community-owned resort known for having incredible views of Lake Tahoe from the slopes, a family-friendly atmosphere, and convenient slope-side parking and access.



Diamond Peak Mountain Statistics

- **Elevation:** base 6,700 feet (2,042 m) – summit 8,540 feet (2,603 m)
- **Vertical Drop:** 1,840 feet (561 m)
- **Skiable Acres:** 655
- **Average Snowfall:** 300"- 350" (7.62 – 8.89 m) per year
- **Snowmaking:** 75% of developed runs have snowmaking capabilities
- **Lifts:** 1 high speed quad, 2 quads, 3 doubles, 1 surface lift (Child Ski Center only)
- **Runs:** 43 named trails & glades
- **Longest Run:** 2.1 miles (3.4 km)
- **Developed Runs:** 18% beginner; 46% intermediate; 36% advanced
- **Glades:** 13 named gladed tree skiing/riding areas
- **Expert Terrain:** 500 acres of Tahoe's best off-piste tree skiing and riding
- **Webcam/Views:** Please see www.diamondpeak.com/mountain/mountain-cam
- **Season:** Mid-December to Mid-April (weather permitting)
- **Ski & Ride Center:** Group and private ski and snowboard lessons available for ages 7+
- **Child Ski & Ride Center:** Group ski lessons for ages 4-6; private ski and snowboard lessons for ages 3-6
- **Shuttle Service:** Free daily shuttle service throughout Incline Village including the Hyatt Regency Lake Tahoe
- **Directions:** From State Route 28 or Hwy 431, turn on Country Club Drive to Ski Way and follow the signs to Diamond Peak - 45 minutes from downtown Reno, NV; 2.5 hours from Sacramento, CA; 3.5 hours from San Francisco
- **Major Airport:** Incline Village is a scenic 35-mile (56 km) drive from the Reno/Tahoe International Airport

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Partner Coupon Program

Diamond Peak offers a partner coupon program for businesses that wish to offer their guests/clients a discount on Diamond Peak lift tickets. Diamond Peak's partner coupon program offers a discount of \$5 off the Diamond Peak *online* price for lift tickets (which is \$10 less than the "window rate" at the resort, meaning your guests/clients are saving \$15 off the window rates), with the exception of peak period blackout dates.

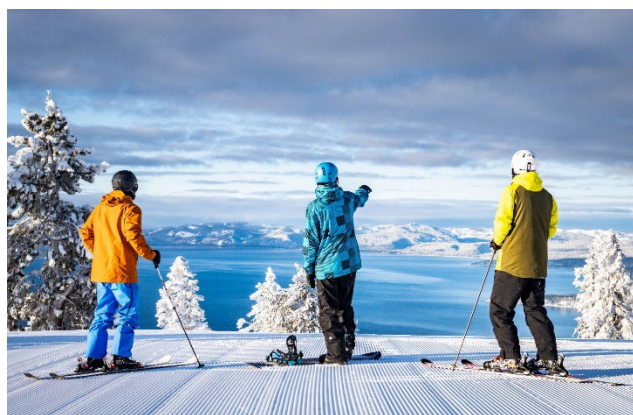
Diamond Peak's partner coupons will include a custom coupon code unique to each partner that will be valid all season long for your guests. Guests simply type in the coupon code during the checkout process on the Diamond Peak online store, and they will see a discount applied to each qualifying lift ticket in their shopping cart.

Diamond Peak will supply partners with a selection of digital promotional materials (posters, flyers, etc.) featuring a QR code that guests scan with their mobile phones to access the partner's unique coupon code and easily purchase discounted lift tickets from the Diamond Peak online store.

There is no cost involved in becoming a coupon program partner, and no financial risk for partners.

Dates & Restrictions

- Diamond Peak's "Peak Periods" for the 2023-24 ski season include December 23, 2023 – January 7, 2024; January 13 – 15, 2024; February 17 – 25, 2024.
- Partner Coupon Codes will offer a discount all season except for during Peak Periods.
- Diamond Peak's anticipated dates of operation are: December 7, 2023 – April 14, 2024



Recommendations & Tips for Coupon Partners

Diamond Peak's QR code flyers/posters should be displayed in an area where regional activities are promoted, offered to customers at points of purchase, promoted in targeted emails to incoming guests, etc. We do ask that you do not promote the coupon code online where people other than

your customers will have access to the code. We want to be able to track the approximate number of customers that each coupon partner has recommended to Diamond Peak, and we may even reward some of our best partners with special perks.

Questions? Contact sales@diamondpeak.com for more information.