

# WINDHAM MOUNTAIN CLUB

## Pass Sale Email Sequence — 5-Day Campaign

A five-day email sequence designed to take 119,000+ subscribers from awareness to purchase during Windham's annual pass and program sale. The sequence drove over \$2.07M in combined clicked revenue.

|    | Email                          | Sent           | Open          | Click        | Revenue            |
|----|--------------------------------|----------------|---------------|--------------|--------------------|
| 01 | Pass Sale Starts Tomorrow      | 119,240        | 15.05%        | 0.63%        | \$550,137          |
| 02 | Pass and Program Sale is On    | 119,162        | 14.85%        | 0.48%        | \$519,122          |
| 03 | Which Pass Fits Your Winter?   | 119,124        | 16.70%        | 0.43%        | \$425,451          |
| 04 | Wednesday Night Pre-Sale       | 118,976        | 15.50%        | 0.86%        | \$339,712          |
| 05 | Final Hours — Grab Your Locker | 119,012        | 16.97%        | 0.37%        | \$242,987          |
|    | <b>TOTAL SEQUENCE</b>          | <b>595,514</b> | <b>15.81%</b> | <b>0.55%</b> | <b>\$2,077,409</b> |

*Written, designed, and deployed by Erin Campbell for Windham Mountain Club. Built in Klaviyo. March 6-8, 2026.*

WINDHAM  
NEW YORK  
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CLUB

STAYS TICKETS DINING WELLNESS

A LIMITED WEEKEND TO SECURE BEST RATES  
Pass and Program Sale  
Starts TomorrowBest Rates of The Year Start  
Tomorrow

Winter at Windham Mountain Club is a promise: corduroy laps on bluebird mornings, uncrowded slopes, and the kind of unhurried mountain time that reminds you why you keep coming back, **because here, you're always on Windham Time.**

You know that feeling. The weekends sneak up on you, and suddenly you can't wait to get back to the mountain, where everything slows down, and the family finds its rhythm again. That's what Windham means to us, and we know it means the same to you. **We love that you call this place home.** We love being part of your children growing up on this mountain.

It's time to lock that in for next winter. Check it off the list!

**This Friday, March 6-8, passes and programs for the 2026-2027 winter season go on sale at the lowest rates of the year.** Winter products will go off-sale after Sunday, returning in October 2026 at the Final Rate. This is your moment to secure the best available pricing.

And because great conditions are everything, **we're making a \$4M investment to replace our entire snowmaking pump system,** a commitment to excellent turns all season long.

Reserve your next winter now and create more favorite memories at Windham!

[Reserve Next Winter](#)

## Upcoming Events:

**Mash and Bash | March 15**

Mash & Bash brings the community together for a one-of-a-kind park build designed for every freestyle ability level. Expect creative features, and all-day progression on course, all in support of the Shred Foundation.

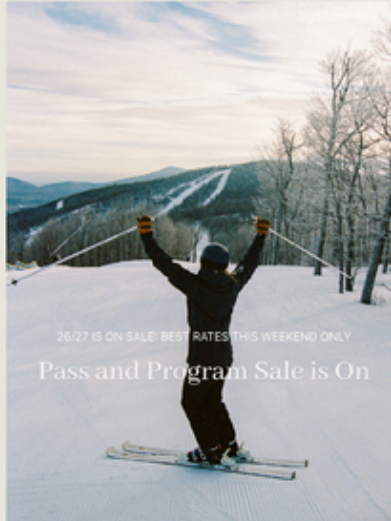
[Reserve Next Winter](#)**Après Music Schedule**

Après every Saturday starts on The Patio with a DJ from 1:00-4:00 pm, then carries on at Seasons Mexicana from 4:00-7:00 pm with live music to keep the vibes going well after last chair. Check the website for more.

[Après Schedule](#)

19 Resort Drive Windham, NY 12496

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26/27 IS ON SALE! BEST RATES THIS WEEKEND ONLY

**Pass and Program Sale is On**

The Pass and Program Sale is officially live for 26/27, and this is your best opportunity of the year to secure passes, seasonal programs, lockers, and premium parking before products go off-sale after March 8th.

**Pass Spotlight**

**Double Diamond Pass** delivers unlimited skiing and riding with zero blackouts, plus benefits including 10 Friends & Family tickets, 10% off gear and apparel, and a complimentary Uphill Pass.

**Summit Series** offers restricted-access options, like a Midweek Monday–Friday pass with holiday blackouts, for those who want serene turns at exceptional value.

**Friends and Family tickets** are only available for purchase from **March 6–8. Reserve them now.** There's always room for your crew on the mountain!

[Shop 26/27 Passes & Pass and Program Sale](#)

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(Unlimited access / Zero blackouts)

For skiers and riders who want Windham on their schedule, The Double Diamond offers unlimited access all season long—no blackout dates, including peak periods—so the mountain is always yours when the moment calls.

The College Pass is now a Double Diamond, meaning college riders enjoy the same unrestricted access and can also secure Friends & Family tickets at the time of purchase.

Passholder benefits include:

10 Friends & Family tickets (available at the time of pass purchase during the Pass and Program Sale)

10% off gear and apparel

A complimentary Uphill Pass

## (Monday-Friday access)

For those who love the mountain at its most unhurried, Wide-open runs, a quieter rhythm, and the kind-of morning where you can hear the snow beneath your skis. Holiday blackouts apply, making this the ideal choice if your best days naturally fall midweek.

(Eligible service professionals / Monday-Friday access)

Created for those who serve our communities: active and retired military, first responders, registered nurses, EMTs, and paramedics. Enjoy Monday-Friday access (holiday blackouts apply) and the mountain at its most serene. Proof of eligibility required.

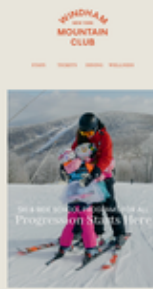
(Town of Windham business community / Monday–Friday access)

You make this town tick, and you deserve to enjoy your own backyard. This pass has always been rooted in supporting the Windham community. **This season, we've expanded it to include all employees of local businesses.** Monday-Friday access with holiday blackouts, because midweek turns should be part of your routine.

Company (pH/pT) Factors



248 Robert Patrick Windham, NW Editor



A great writer can't just put the days you show up. It's how you progress with you, heart, and what becomes tradition. **We hope that you are Woodhouse home.** We have being part of your life growing up in the mountains.

**WMC is built on generations,** and this season, it's time for the little ones and the big ones to take the next step, whether it's the program they've been working to get into enough for in the area they've been observing about. **Write it happen!**



### Ski and Ride School Programs

Our live in-house business programs are designed to build confidence and capability across every age and ambition.

For 2027, we're excited to introduce new offerings, including Intern Competition, a cohort series, and a career path series, expanding the pathway for developing talent and talent at every stage. Seasonal programs also now include young adult and transitional new graduates to make the season that even more official.



## Kids & Youth Development

**Miss Mountaineers**  
 (1981-April 2-6)  
 Mutual, confidence building on a path that helps young women  
 fall in love with winter through consistency, structure, and age-  
 appropriate coaching designed to grow with them.

**Minutemen**  
(2011, Ages 7-10)  
A season-long progression program for identifying others, focused on self-building, conflict across teams, and group improvement with the same community, week after week.

**Breakout:**  
(Breakout) Ages 7-10  
A structured enrichment development program built around fundamentals, confidence, and all-around fun, ideal for riders who want consistent coaching and measurable progress.

**6.0 Microtaps**  
(1981, Figure 10-10)  
For growth alone, ready to expand their range and adaptability,  
developing technology and confidence across varied conditions and  
stages of the microtaps.

**Free May 2010**  
(2010) Approx. 1-2 hrs

A focused music program for students who want to build up skills in a second string instrument: track build for music libraries, music structures, and more hands-on music education.

**Junior Instructors' Training Course (JITC)**  
(JITC & Development) Ages: 12-18



### Competition Pathways

**Join the Competition**  
(18+ / Ages 7-18)  
Now for 2017! A thoughtful training for young adults ready to explore the competition mark, with structured coaching that bridges the gap between development programs and off-boat.

**Basic Tools**  
(2011) Ages 10-12

A research-based tool environment for algebra, geometry, trigonometry, and vectors, built for structural progression, consistent teaching, and

**Freestyle Teams**  
(2011–April 1–12)

A fundamental freestyle program focused on progression, control, and confidence, supporting athletes as they build skills in



### Adult Progression & Community

**Book Abstracts**  
*(Life & Environment category)*  
An actual seasonal program combining expert instruction with an exciting social rhythm, available to those who want to improve consistently, and enjoy the mountain with a like-minded group.

**Friday, Western**  
 (10 a.m. - 5 p.m.)  
 An all-day program built around experiencing the mountains at its best. **Now the 2021 Tuesday/Western moves to Friday/Western.**

**PowerLearn**  
(HARV)

A high-tech performance progression program focused on versatility and technical refinement designed to help you climb anywhere on the mountain, in any condition.

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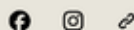


## Grab Your Seasonal Locker and Parking

Seasonal lockers keep your gear slopeside and your time where it belongs: on snow with the people who matter most.

For 26/27, premium parking can be purchased separately from a 3500 Locker, giving your family more flexibility in how you build your season. Premium parking will be available in the new 3500 Lot, planned for Summer 2026.

Shop Lockers & Parking



19 Resort Drive Windham, NY 12496

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