

Mountain Trend #65 – Ski BunJRide – Bungee jumping on skis



Movie



PPT export

Please evaluate how "hot" this trend is?

- Very hot
- Hot
- Warm
- Cold



Description / info:

- The Ski BunJRide combines ski jumping, bungee jumping, and zip lining and opened in Tignes in December 2014.
- Skiers are equipped with a harness at the waist, which is tied to two mobile bungee cords that will accompany the skier throughout the jump.
- Skiers then ski down a 30-meter-long ramp and jump a distance of up to 70 meters and 40 meters high.
- After 4 to 5 bounces, skiers get down on a zip line
- The Tignes ramp is dedicated to snow jumps on skis and snowboards.

Impact for ski areas/resorts:

- Relevance: Action/young people, a likely attraction for young thrill-seeking visitors.
- Visitor value added: Combines skiing and bungee jumping in a safe environment.
- Marketing potential: Relevant for a younger crowd.
- Seen in the following ski resorts/areas: Tignes.

Links to further information:

- www.tignes.net/en/winter-sports/bun-j-ride-new-1336.html
- www.bun-j-ride.com

Photo: www.bun-j-ride.com