

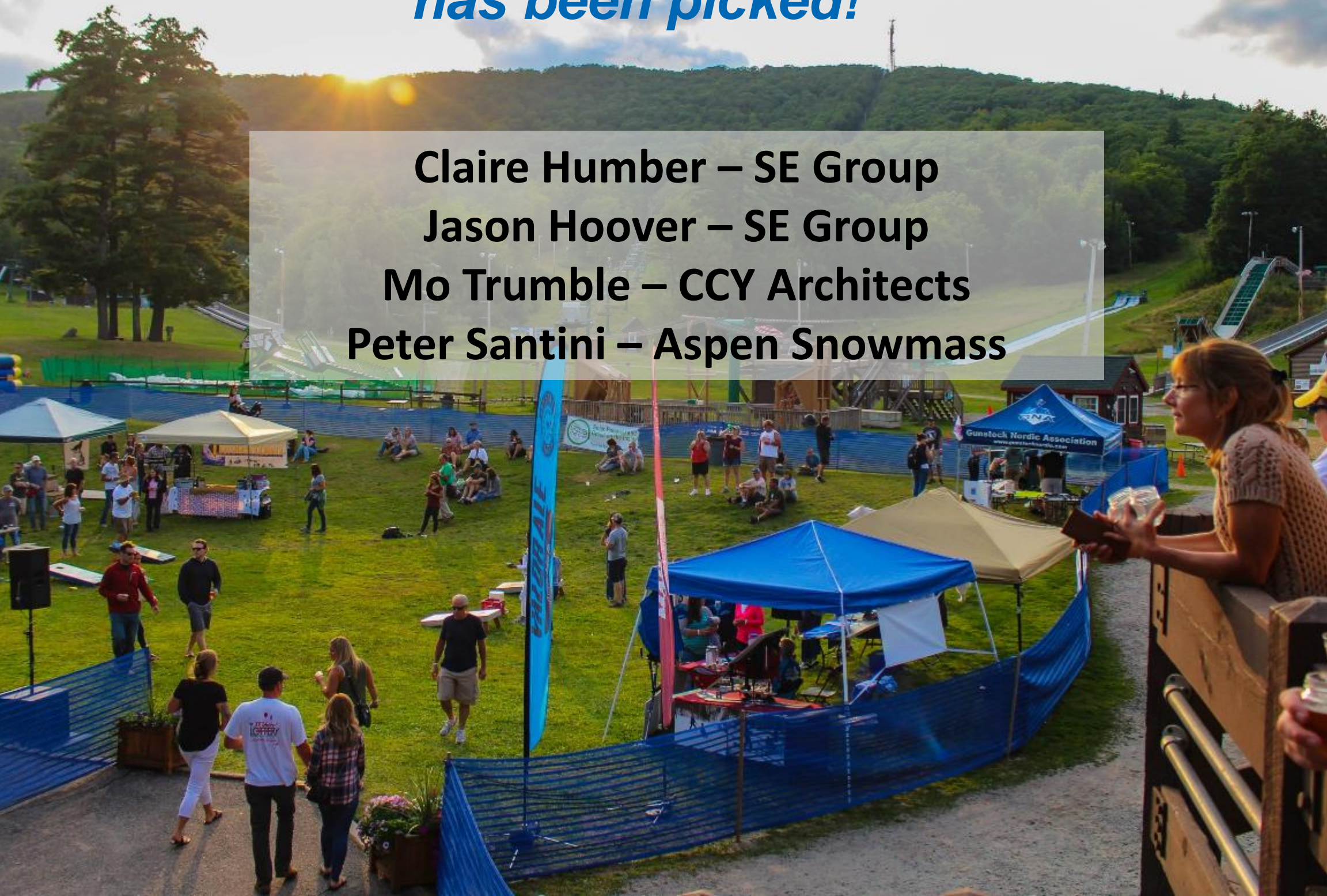
SUMMER OPS 2.0

THE ADVENTURE CONTINUES!



The low-hanging fruit of summer operations has been picked!

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The Setup: What's Our Context?

DestiMetrics

Summer

Winter

For the Most Part.....

Summer

- Relatively new product focus (2009-18)
- No “Industry” to the season
- Lack of infrastructure for activities (now changing)
- Messaging challenges

VS

Winter

- Long Established
- Major industry and trade groups
- Strong infrastructure, ongoing significant investment
- Skilled, well-understood marketing



THE EVOLUTION OF SUMMER OP'S

In the beginning...

The original trifecta - Ski, Golf, Water (and REALLY HARD mountain biking!)

“Throwing spaghetti at the wall”

The trial and error phase...

European Invasion

Adding mountain-oriented attractions as seen in the Alps.

“We need some of this summer stuff!”

Summer expansion

“We need MORE stuff to keep more folks here longer and spending more...have something for young kids...broaden the experience for a broader audience...”

Mature markets

“EVERYONE has “stuff.” How can we be unique?”



SUMMER OPS 2.0

Bringing it all together:

Expanding demographic reach,

Increasing spend,

Lengthening visit times,

Encouraging repeat visitation

AND THE KEY TO THIS IS...



DIFFERENTIATION

Establishing a unique destination within the ever-growing competitive marketplace!

Think:

- **Brand-specific theming.**
- **Setting the scene – while providing comfortable places to play, eat, relax in the shade, enjoy water.**
- **More than just stuff! Programming – creating unique experiences USING your activities.**



CREATING A BRAND- SPECIFIC EXPERIENCE

CREATING A BRAND-SPECIFIC EXPERIENCE

Brand

- *Knowing who you are and what you offer*
- *Connecting with your audience on a deeper level. NOT just a transactional experience!*
- ***DON'T BE A COMMODITY!***

Integral to creating a MEMORABLE experience

- *Differentiates your resort from the others*
- *Keeps guests coming back again and again*
- *Builds loyalty (and recommendations!)*
- *Instagram moments – we used to call these MEMORIES!*



CREATING A BRAND-SPECIFIC EXPERIENCE

Begins with marketing
paint a picture and make a promise

Brand-specific theming at your resort

=

delivering on that promise!

Architecture

Landscape

Guest service – high touch!!



CREATING A BRAND-SPECIFIC EXPERIENCE

Nobody does it better (but we'll all try!!)

Disney Parks

Parks & Destinations

What's New

Special Offers

Vacation Planning



Explore the Magic of
Disney Vacations and Destinations



CASE STUDY: SNOWMASS LOST FOREST

The Aspen Snowmass Brand

Brand Description and Positioning

*The Aspen Idea: renew, nurture and enrich the mind,
body and spirit*

*The Power of Four: present four different and
extraordinary experiences*

*Promote a sustainable natural environment and a healthy
and authentic built environment*

Brand Promise

Create the most rewarding mountain experience possible

*Deliver exemplary hospitality and superior guest service
and amenities*



CASE STUDY: SNOWMASS LOST FOREST

The Aspen Snowmass Brand

MIND – BODY – SPIRIT

Recreation focus

Fresh, natural, healthy food

Displays of art



CASE STUDY: SNOWMASS LOST FOREST

The Aspen Snowmass Brand

THE POWER OF FOUR

Distinct and different F&B, presentations, experiences, services



CASE STUDY: SNOWMASS LOST FOREST

The Aspen Snowmass Brand

HIGH-QUALITY MOUNTAIN EXPERIENCE

Ski (and now summer) recreational product

Elk Camp (and now Lost Forest) facilities



CASE STUDY: SNOWMASS LOST FOREST

The Aspen Snowmass Brand

Translating into the Lost Forest project

Inside Aspen Snowmass / Stories

FINDING YOUR WAY IN
THE LOST FOREST



CASE STUDY: SNOWMASS LOST FOREST

Elk Camp – mid-mountain destination



CASE STUDY: SNOWMASS LOST FOREST

Design and architecture as an extension of brand



CASE STUDY: SNOWMASS LOST FOREST

Canopy Tour – create a unique experience



CASE STUDY: SNOWMASS LOST FOREST

Beyond buildings – using design to reinforce the brand experience



CASE STUDY: SNOWMASS LOST FOREST

Year-round flexibility matters!



CASE STUDY: SNOWMASS LOST FOREST

Make it ~~memorable~~...Instagrammable



SETTING THE SCENE

CREATING “PLACE”

SETTING THE SCENE

Creating “Place”

How do our resort environments look and feel after the snow melts?

Are guests encouraged to linger?

Do they feel comfortable and welcomed?

Are there comfortable outdoor spaces to sit, relax, and enjoy food and drink while other members of the family play?



SETTING THE SCENE

Creating “Place”

Orient the visitor

- *Wayfinding – more than just signage*



SETTING THE SCENE

Creating “Place”

Orient the visitor

- *Arrival and orientation – start the day off right!*



SETTING THE SCENE

Creating "Place"

Orient the visitor

- *Wayfinding – should speak to the brand & guide the guest*



SETTING THE SCENE

Creating “Place”

Reinforce character and brand

- Lost Forest



SETTING THE SCENE

Creating “Place”

PLANTING 101: Add some green!

- Annual color



SETTING THE SCENE

Creating “Place”

PLANTING 101: Add some green!

- Use native plant materials



SETTING THE SCENE

Creating "Place"

PLANTING 101: Add some green!

- Transition the vertical to horizontal



SETTING THE SCENE

Creating “Place”

PLANTING 101: Add some green!

- Break up spaces



SETTING THE SCENE

Creating “Place”

PLANTING 101: Add some green

- Create flexible space: skating rink = summer green



SETTING THE SCENE

Creating “Place”

PLANTING 101: Add some green

- Create flexible space: skating rink = summer green



SETTING THE SCENE

Creating “Place”

Integrate activities (fit in, don't just plunk down!)

- Use your edges
- Intersperse places to sit and rest



SETTING THE SCENE

Creating “Place”

Integrate activities (fit in, don't just plunk down!)



SETTING THE SCENE

Creating "Place"

Integrate activities

Tower was specifically sited at the edge of a copse of trees, and adjacent to a very tall spruce tree to minimize visual impact



SETTING THE SCENE

Creating “Place”

Give'em some shade! (it's hot out there!)

- Umbrellas



SETTING THE SCENE

Creating “Place”

Give'em some shade!

- Shade structures – additional architectural element (reinforce character and theme)



SETTING THE SCENE

Creating “Place”

Give'em some shade!

- Dappled tree shade



SETTING THE SCENE

Creating “Place”

Capitalize on the view (we are located in some of the most scenic places – own that view!)

- Orient seating areas toward views



SETTING THE SCENE

Creating “Place”

Capitalize on the view

- Use a view to create an event location



SETTING THE SCENE

Creating “Place”

Capitalize on the view

- F&B venues – what are you watching/looking at while you eat?



SETTING THE SCENE

Creating “Place”

Capitalize on the view

- Everywhere – including the unexpected



SETTING THE SCENE

Creating “Place”

The power of water (people love water – give them some!)

- More than just swimming/boating
- How about that snowmaking pond?



SETTING THE SCENE

Creating “Place”

The power of water

- Splash pads



SETTING THE SCENE

Creating “Place”

The power of water

- Daylight a base area stream...



SETTING THE SCENE

Creating “Place”

The power of water

....and find favor with local regulatory agencies!



PROGRAMMING

“CURATING” THE EXPERIENCE

PROGRAMMING

“Curating” the Experience

Using your “stuff” and your staff
to create place-specific AND brand-specific
GUIDED experiences

- Increases utilization
- Booking in advance - more predictable business
- Extend the stay - turn a day trip into an overnight trip
- Value-add = higher price point
- Build loyalty (i.e., repeat programs for locals)
- MORE Instagram moments (aka MEMORIES!)



PROGRAMMING – ASPEN SNOWMASS

Evening Programming – Ullr Nights

- Tubing and coaster
- Sold out almost every Friday night!



PROGRAMMING – ASPEN SNOWMASS

Farm to Table Dinners

- Pre-Lost Forest – expanded business with expanded offerings!
- Coaster, challenge course, climbing wall, bike park



PROGRAMMING – ASPEN SNOWMASS

Camp Aspen Snowmass

- 3 days/week
- Utilization of all activities – differentiator in the local kids camp market!



PROGRAMMING – ASPEN SNOWMASS

Lost Forest Explorers

- Drop-off camp – 8-17 year olds
- Guided Lost Forest experience
- Shuttle pick-up in Aspen – make it easy!!



PROGRAMMING – ASPEN SNOWMASS

Private Groups

- Small/medium-sized groups looking for a private experience
- Challenge course or “full menu”
- Manage pricing through rubber tire shuttles (not running gondola for <30 people)
- With or without F&B
- Just getting started – great potential!



WHAT'S NEXT?
THE POSSIBILITIES ARE ENDLESS –
CREATIVITY IS THE KEY!

SUMMER OPS 2.0
THE ADVENTURE CONTINUES!

