

Trend #1...COCOONING

- ◆ Promote that ski resorts/mountain communities are a safe haven and good for families
- ◆ Have skeet shooting on top of Aspen Mtn
- ◆ All inclusive packaging
- ◆ Promote idea of being with your family
- ◆ Grocery delivery service—everything can be done for you w/o leaving unit
- ◆ In home, unit services such as movies, video games, things that they may have at home
- ◆ Summer camps/winter group activities
- ◆ Marketing coop with Home Depot
- ◆ Pet-friendly units
- ◆ More in-room amenities
- ◆ In room high speed internet access

Trend #2...FANTASY ADVENTURE

- ◆ Need to create a mountain experience—broader experience for larger demographics in winter and summer
- ◆ Virtual Reality Experience (ie. Extreme) of being on the mountain—Trade shows, Lobby, Lounge
- ◆ Eco-challenge series (winter/summer)—rock climbing, zip lines, mtn trekking, tree top viewing, the whole IMAX experience
- ◆ Specialty weeks/Experiential—cuisine, art, mardi gras, cross culture (French, Celtic, Black)
- ◆ Mountain Cuisine—by region, contests

Trend #3...SMALL INDULGENCES

- ◆ Life is too short—want to/ deserve/ entitled to something better without feeling guilty
- ◆ Starbucks vs 7-11 coffee
- ◆ Starbucks and specialty companies ally with the ski resort
 - Shorter trips of higher caliber
 - More elaborate more premium lodging, heli-skiing, activities,, fine dining,
 - Bringing family—more family programs, dog sledding, zip lines, paint ball, massage
 - Identify spending habits and cater to getting more money in less time
- ◆ Time poverty—work hard, play hard in whatever time you have allotted
- ◆ Don't worry...be happy. It is OK to spend money on yourself. It's OK to spend time on yourself. "New chic is cheap"

Trend #4...EGONOMICS

- ◆ An array of services available, ie. Coffee bar, ski-thru tuning
- ◆ High Energy events; youth culture, music, exotic environments
- ◆ Custom Clothing; rentals or design your own ski clothes
- ◆ Resort Charge Card
 - Track purchases, preferences of guests, profile database (ie. Whyndam by Request)
- ◆ Pay as you go/use trail access
- ◆ Communicate market unique features and personality of resort
- ◆ Ski valet/storage from A-Z
- ◆ “Style” coaching on the spot, invite to clinic, mini lessons on the hill,
- ◆ Ski board rentals custom fitted in the room

Trend #5...CASHING OUT

- ◆ Create versatile “family friendly” packages that represent all ages from child to grandparents
- ◆ Have a chapel or service worship area with a printed schedule available to all guests
- ◆ Bring live plants into areas
- ◆ Focus on promoting “gathering areas” have a monthly theme
- ◆ Flannel Robes and Birkenstock sandals
- ◆ Montessori environment program for kids
 - Parents as instructors
- ◆ Décor reflecting old fashioned décor: simplistic elegance
- ◆ Give the guest a name tag for their stay at the resort
- ◆ Children’s check in area

Trend #6...DOWN AGING

- ◆ 45+ Ski School Program
- ◆ 45+ focused marketing
- ◆ X-marketing with anti-aging product companies
- ◆ Spa/Health options
- ◆ “No Kids” Week (age specific)
- ◆ X-marketing to active 45+ groups
- ◆ Marketing Cultural Activities ie. Music, Arts, Theatre, Food
- ◆ Alternative to skiing—shopping, museums, fishing, golf
- ◆ Appeal to Metro sexuals

Trend #7...STAYING ALIVE

- ◆ Develop theme weeks w/
 - Spa elements—wholesale rates
 - Healthy food, cooking classes, farmers markets
 - Kids, nature and environmental education, music
 - Lots of other activities: rock climbing, skating, snow shoeing, X/C skiing, biking, hiking, fishing
- ◆ Environmental Awareness—tell customers what the industry is doing; ie. Recycling
- ◆ Emphasize safety—skiing, riding is safe and fun, Sports Rec Cntrs for evening activities
- ◆ Provide healthy options in on-mountain and resort restaurants, grocery stores
- ◆ Develop and sell options for customers to learn how to live healthier lives
 - Grow your own vegetables at resort
 - Have kids plant trees
 - Yoga, meditation—before and after skiing, stretching classes, ski conditioning info prior to arrival
- ◆ Pursue holistic/alternative medicine seminars, sessions, and meetings
- ◆ Provide health fitness, health clinics evaluations w/ ongoing progress assessments. Re-evaluate daily or when they return

Trend #8...VIGILANTE CUSTOMERS

- ◆ “Play safe” campaign to educate consumer about insurance, risk management etc
- ◆ “Adopt a cause”--match consumers donations
- ◆ Let consumers know what your company ideals are—make sure all employees are on board and involved
- ◆ Frequent customer/programs—consistency and trust
- ◆ Offer soothing/calming atmosphere/activities
- ◆ Consumers do their own research into interest areas—make it easy
- ◆ Public Affairs should let consumers know what you are doing to be socially responsible
- ◆ Individualized customer service—less corporate look and feel
- ◆ Educate consumer to take responsibility for their own experience
- ◆ Offer optional ‘trip’ insurance for a fee

Trend #9...99 LIVES

- ◆ Single parent week
- ◆ Convenience
- ◆ Efficiency
- ◆ Flawless Service
- ◆ On mountain information services
- Education services at resort

Trend #9...Continued

- Call ahead lunches (like golf hole 9); Liquid lunch to go too
 - Portable lift information devices (idea advertising on the back of chairs)
- ◆ All services combined (ie. Coffee/chair massage/rentals/food/technology)
- ◆ Print your own lift ticket on-line or self service kiosk for a discount
- ◆ Flex-time lift ticket (buy ski/board by the hour)
- ◆ Multi-generation advertising
- ◆ Non-stop flights with shuttle waiting
- ◆ Turn key services and operations
- ◆ Valet parking a must

Trend #10...SAVE OUR SOCIETY

- ◆ Hold a mini-panel on Kids Issues in front of parents and guests
- ◆ Develop children's program dealing with environmental awareness
- ◆ Show how your resort is Green—hold contests for ideas to do better
- ◆ Do diagrams and timelines for land use issues (ie. Decomposition)
- ◆ Think of affiliated “ideas” you can develop which help others (Special Olympics)
- ◆ Identify communities top 10 concerns and make them yours to solve