

The Vail Guest Experience

Collaborative Advisory Committee Update



Aligned Long-Term Strategic Visions

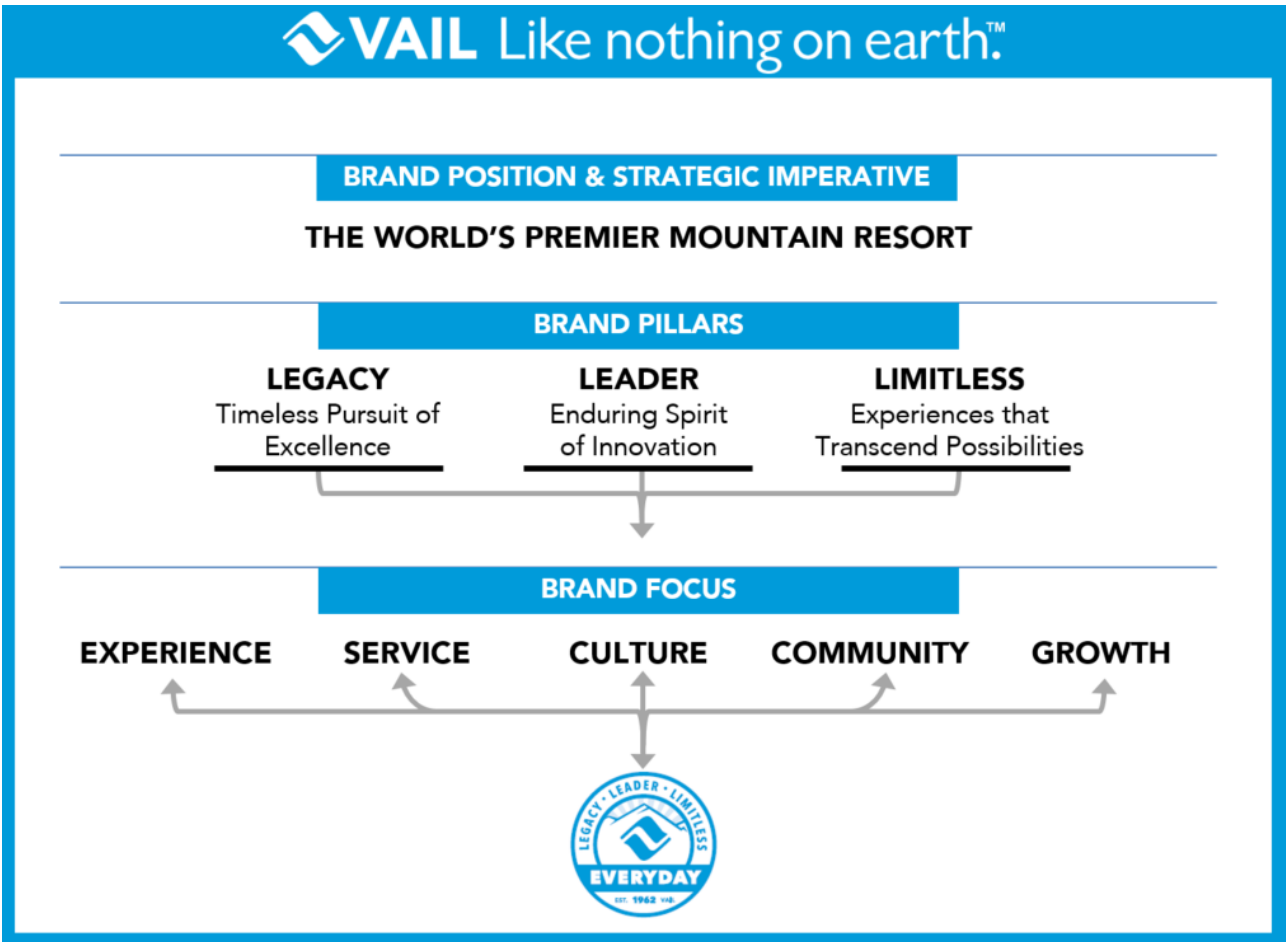
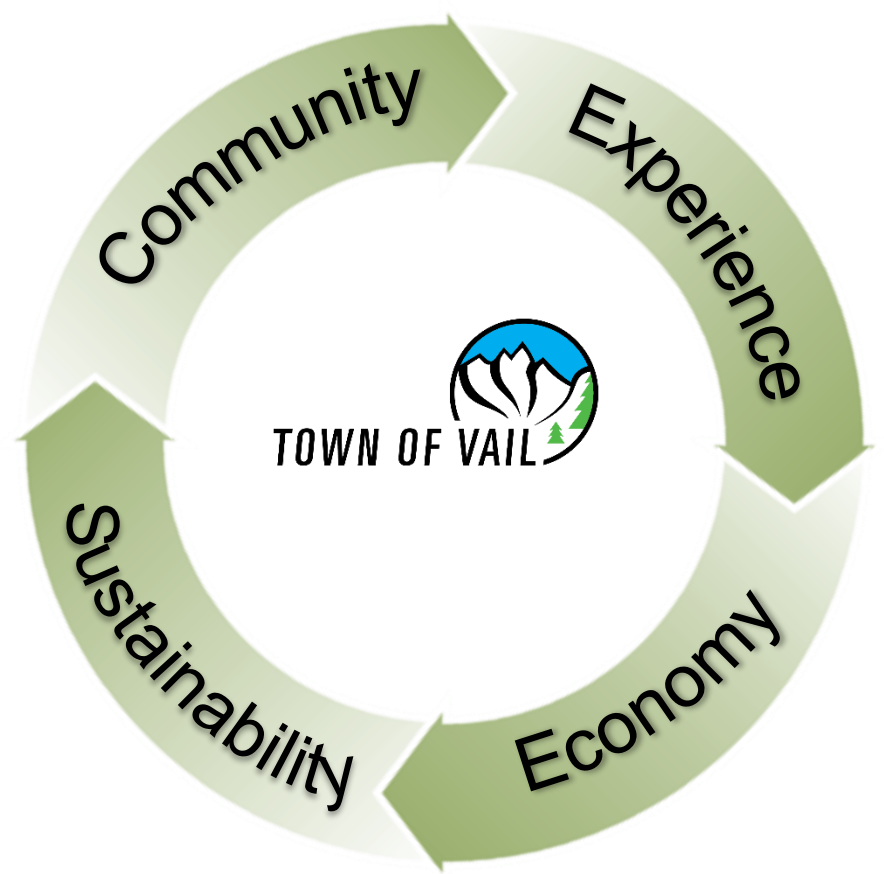


To be the Premier
International Mountain
Resort Community!



The World's Premier
Mountain Resort

Aligned Long-Term Strategic Visions



Aligned Long-Term Strategic Visions

Experience:

Deliver on the promise, *Vail. Like nothing on earth.* that also supports “preserving our natural environment”

Economy:

Preserve our vibrant and diverse economy that keeps Vail at the forefront of our resort competitors.

Sustainability:

Balance our economic, environment, and social needs to deliver a sustainable community

Community:

Engage our community in honoring social, recreational, cultural , and educational values that will guide sustainable strategies through our neighborhoods as the foundation of our town's continued success.

Experience:

Continually innovate of our world-class mountain resort experience.

Service:

Provide the most seamless mountain resort experience in the world.

Community:

Develop a collaborative and progressive community partnership to strengthen the Brand’s global position.

Culture:

Develop a winning leadership culture for every department and within every employee.

Growth:

Achieve sustainable business growth through the resort’s focus on ***Experience, Service, Culture and Community.***

Proven Collaboration Success



Community Collaboration

- U.S. Mountain Community Summit
- Sustainable Destination Certification + Epic Promise
- Collaborative Branding & Marketing Programs



Revitalized Signature Winter Events

- Snow Days (4-Day Festival)
- Spring Back (Pending TOV)
- Multi-Year Burton US Open Partnership



Village Activation

- Legacy Parades
- Legacy Days (Pres Weekend)

Experience Collaboration Focus

Areas of focus for this plan will center on continued alignment and collaboration to provide a world-class experience for our collective vacationing guests and progress the tourism economy forward, focusing first on the winter season with year-round implementation to follow.

Aligned Focus:

World-class Guest Experience & Growth of a Sustainable Tourism Economy

Goals:

1. **Define the Vail Experience** with a commitment to the Legacy of Excellence Vail being a Leader of Innovation for Mountain Destinations
2. **Provide world-class recreational amenities** both on the Mountain and in Town
3. **Create a collaborative, long-range strategic plan to enhance competitiveness** that will include resort programming, special events, the guest experience and municipal services

Experience Collaboration Focus

Recommendations to Council on Next Steps / Action Items

Aligned Focus:

World-class Guest Experience & Growth of a Sustainable Tourism Economy

Action Items:

1. **Create a customer service training program**, leveraging the foundational work by the Vail Chamber & Business Association that can roll out to all Town of Vail business license holders.
2. **Focus on bolstering the early winter season period**, re-imagine the Thanksgiving holiday to create both on- and off-mountain guest experiences. Use as model to deploy against over timeframes in the future.
3. **Collect broader community stakeholder input** by way of regular agenda-presentations to the Vail Economic Advisory Council; Vail Mountain's Legacy Circle (business-to-business stakeholders and discussion); the Vail Local Marketing District Advisory Council; Commission on Special Events; GM Round Table; and the Vail Chamber & Business Association.