

# VAIL GUEST EXPERIENCE INITIATIVE

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July 16, 2019



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# PURPOSE

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On Feb. 5, 2019, the Vail Town Council directed the Vail Guest Experience Collaborative Advisory Committee to proceed with the following Initiatives and Programming for Year One 2019-2020:

1. Enhance Town of Vail/Vail Mountain Level of Service and Seamless Experience with the creation and implementation of a customer service training program, embracing the foundational work by the Vail Chamber & Business Assoc. and to be made available to all Town of Vail business license holders.
2. Bolster early winter season economy with the Re-Imagination of the Thanksgiving Holiday, both on- and off-mountain guest experiences and tradition-activation.
3. Ensure broad community stakeholder input.

# OBJECTIVE & GOALS

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**OBJECTIVE:** Provide a seamless and world-class guest experience for those in Vail.

**GOALS:**

1. Reimagine the Thanksgiving Week guest experience (11/22-31)
2. Implement a town-wide guest service program

# PLANNING APPROACH - METHODOLOGY

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## 1. Knowledge Sharing

- Stakeholder interviews →
- External resources

## 2. Feedback & Considerations

- Best Practices & Tools
- Ownership & Support
- Resource implications

- Vail Chamber & Business Assoc.
- Vail Valley Partnership
- Vail Mountain and Town of Vail HR
- Vail Mountain and Town of Vail Guest Service
- Whistler-Blackcomb Chamber visit to Vail
- Vail Economic Advisory Council
- Vail Mountain's Legacy Circle
- Vail Local Marketing District Advisory Council
- Commission on Special Events

## 3. Program Concepting

- Model build out
- Strategic planning
- Timing



# PROGRAM CONCEPT

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# PROGRAM CONCEPT – EMPLOYEE GUEST SERVICE TRAINING

## Employee Training Goal:

Provide exceptional guest service, by educating and empower employees with tools to enhance guest interactions.

## Program Components:

1. Comprehensive training curriculum and schedule
2. Leadership development forums

Component Details	TOV Budget (CY19)	Vail Mtn. Budget (CY19)
Program Lead & Education Coordinator	\$10,000	-
Content coordination & packaging	\$5,000	<i>\$55,000 value</i>
Training logistics & Incidentals	\$5,000	-

# PROGRAM CONCEPT – 2019 SAMPLE TIMELINE

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Guest Service  
Training #1  
10/30/19

Guest Service  
Training #2  
11/12/19

Leadership  
Forum #1  
11/15/19

Guest Service  
Training #3  
11/22/19

Leadership  
Forum #2  
12/9/19

Guest Service  
Training #4  
12/10/19



# PROGRAM CONCEPT – EMPLOYEE ENGAGEMENT

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## Employee Engagement Goal:

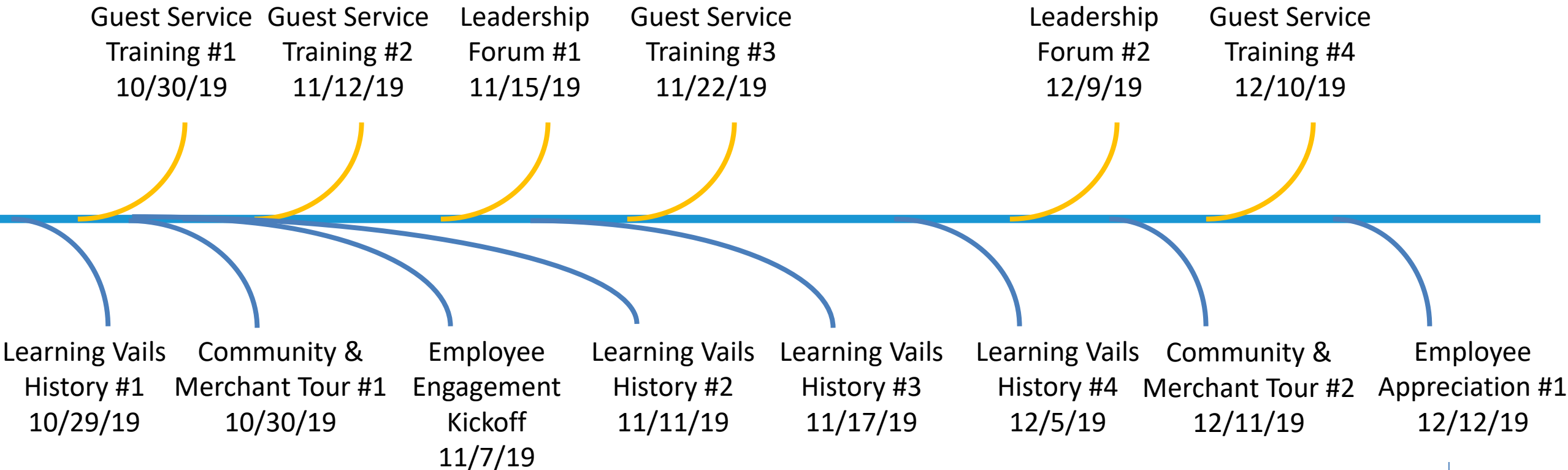
Strengthen the fabric of our community, and retain employees through programs and experiences to engage with one another.

## Program Components:

1. Employee engagement programming calendar
2. Employee appreciation benefits package, including recognition model
3. Cross-season retention strategy

Component Details	TOV Budget (CY19)	Vail Mtn. Budget (CY19)
Employee Engagement Production & Planning	\$10,000	-
Event Hosting & Expenses	\$4,000	-
Retention Outreach & Execution	\$5,000	-

# PROGRAM CONCEPT – 2019 SAMPLE TIMELINE



# PROGRAM CONCEPT – GUEST EXPERIENCE

## Guest Experience Goal:

Elevate the experience and grow Destination guest and Local loyalty, by re-imagining the early-season and introducing Vail traditions.

## Program Components:

1. Vail's competitive position in the early-season with a significant capital investment in snowmaking supported by a robust marketing campaign
2. Develop and launch a new daily tradition
3. Elevate Thanksgiving week guest experience with incremental activations

Component Details	TOV Budget (CY19)	Vail Mtn. Budget (CY19)
New Vail Tradition (Daily)	TBD	TBD
Event Production Planning & Execution	\$100,000	TBD
Guest Satisfaction Measurement (Intercept)	\$15,000	-

# PROGRAM CONCEPT – GUEST EXPERIENCE (NEW TRADITION)

## Summary:

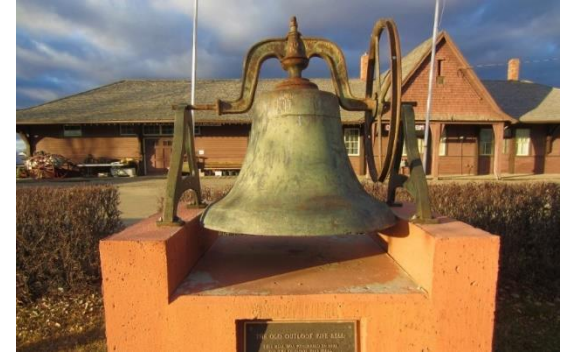
Celebrating Vail's European alpine heritage by developing an ownable resort experience, which differentiates Vail amongst its competitors, and also enhances the village core and economy.

## Concept:

At 3 PM each day, the villages and mountain come together to celebrate the legacy of Vail. The clock towers in the villages chime, bells ring across the mountain and in the village symbolizing the beginning of an activated Après experience.

## Timing:

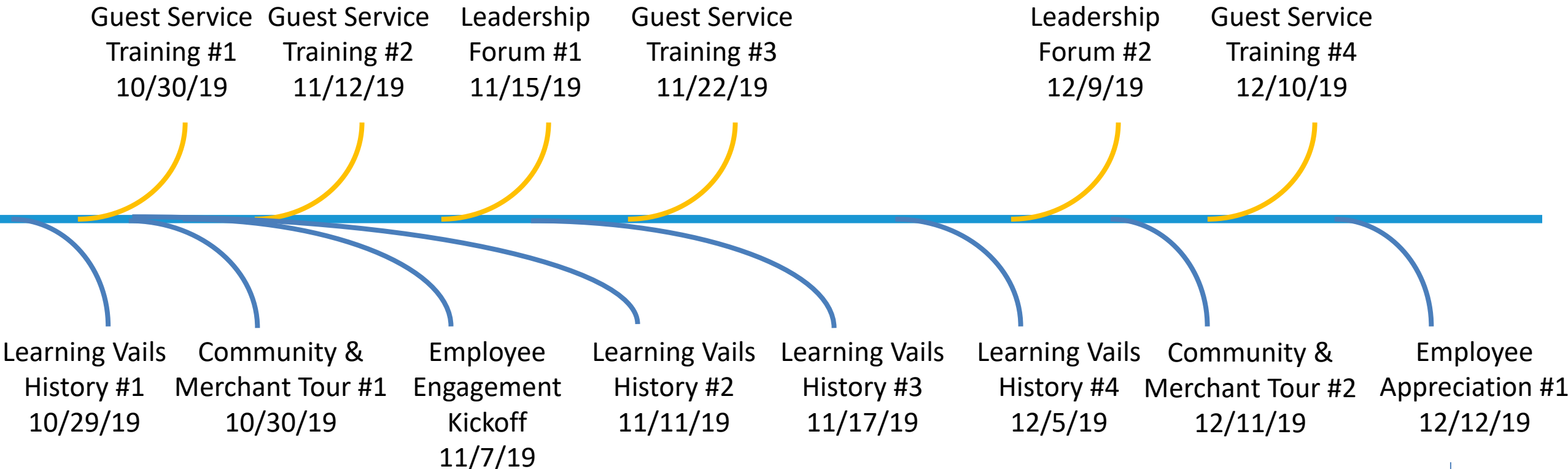
- 11/15/19 – 4/19/20 (156 Days)



# PROGRAM CONCEPT – 2019 SAMPLE TIMELINE

## VAIL'S NEW DAILY TRADITION – “Vail Après”

### THANKSGIVING REIMAGINED



# BUDGETARY CONSIDERATIONS

	TOV CY 2019 Nov-Dec
<b>COMMUNITY GUEST EXPERIENCE TRAINING</b> <ul style="list-style-type: none"><li>• Program Development</li><li>• Feedback Measurement Tool</li></ul>	<b>\$20,000</b>
<b>EMPLOYEE ENGAGEMENT</b> <ul style="list-style-type: none"><li>• Planning &amp; Hosting</li><li>• Employee Programming</li></ul>	<b>\$19,000</b>
<b>EARLY-SEASON GUEST EXPERIENCE</b> <ul style="list-style-type: none"><li>• Thanksgiving Re-Imagined<ul style="list-style-type: none"><li>• A New Vail Tradition</li></ul></li></ul>	<b>\$115,000</b>
<b>TOTAL</b>	<b>\$154,000</b>

# NEXT STEPS TIMELINE

