



VAIL GUEST EXPERIENCE INITIATIVE SEASON RECAP

APRIL 7, 2020

Vail Guest Experience Initiative Season Recap

PrimaVail, Community Inspired Guest Experience:
Guest Service Training and Employee Engagement

Vail Après, A New Vail Tradition

Guest Experience Intercept Survey Results



PrimaVail Quantitative Results

Goal: 400 participants during 2019/20 ski season

Program/Event	Sessions	Participants
Guest Experience Training	6	115
Vail's History and Vail 101	5	76
Vail Community Walking Tour	3	62
Leadership Forum	2	92
Winter Community Update Event	1	122
PrimaVail Socials	4	212
Total Participation		724
Total Business Participation		80

PrimaVail Qualitative Results

99% were satisfied with the training

96% said length of training session was just right

93% "I am confident that I will provide better guest service as a result of this training"

93% "The session provided new knowledge and skills that will help me on the job"



PrimaVail Awareness

Community Awareness Campaign

- 25+ posters, 400+ flyers distributed
- Partner Communication
 - 125 Posts @VailGov, @VisitVail, @PrimaVail
 - 65 VCBA Emails
 - VailChamber.org, PrimaVail.com & Vailgov.com
- Paid Placements
 - [# Radio podcast](#) Interviews on local radio
 - Ads: Facebook and Instagram and Vail Daily
- Public Relations
 - Five Town of Vail Press Releases([1](#), [2](#), [3](#), [4](#), [5](#))
 - Two Vail Daily Articles([1](#), [2](#))
 - Broadcast of PrimaVail Leadership Forum (High Five) [HERE](#)



*Do you work
in Vail?*

Prima Vail is made with you in mind.

Enrollment for the PrimaVail program is offered at **no cost** to employees, managers and owners of Vail businesses to coincide with the 2019/20 ski and snowboard season. PrimaVail Ambassadors may also receive Local's Discounts and be invited to fun social events like parties, bowling, snowshoeing, Adventure Ridge and more! Register at [PrimaVail.com](#)

FREE!

REGISTER TODAY Space is limited. RSVP required.

[PrimaVail.com](#) | info@vailchamber.org | 970.477.0075



PrimaService Award

Trained employees may be nominated by colleagues for a PrimaService Award. Winners receive a Vail gift card and a PrimaService Award Certificate.

- 3 PrimaService Award Winners to date
- 2 PrimaService Ceremonies, 45 attendees
- 1 March PrimaService Winner: Kris Cureau



PrimaService Award
March, 2020

Kris Cureau



Coming Soon: PrimaPeer Shadow/Mentor

If a trained employee is interested in learning more about a particular career path in our resort community, from mountain to village, we have a list of professionals who we will connect you with!

PrimaVail Testimonials

“Our staff at Lion Square Lodge attended a total of 12 guest service training and leadership sessions prior to the holiday season. They enjoyed the training piece of the program and found it very helpful and a good supplement to our in house training program. The staff also enjoyed meeting other hotel, restaurant and retail shop staff from the area and found the networking aspect to be valuable. We have a terrific guest service team this season and our guest feedback has been better than ever, especially regarding our staff.”

– Michael Lange, Exec. GM, Wyndham Vacation Rentals



“I went to the history class this morning and it was GREAT! I really enjoyed it and will probably get more of my employees to attend. Everyone presenting was fantastic and the info was priceless. So much stuff I didn’t know. Thank you for doing this, it was really interesting.”

– GM, Eagle Point



Vail Après: A New Vail Tradition

Vision: Celebrate Vail's European alpine heritage with an ownable resort experience, differentiating Vail amongst other mountain destinations to enhance the village core and guest experience.

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.





VAIL
apres



0:31 / 0:32



Vail Après Participation and Events

3pm daily bell ringing in the villages

60 Businesses received bells, many more bought bells

14 Business partners offered Vail Après specials

THANK YOU to our business partners for hosting monthly Vail Après celebrations:

- **Blue Moose:** Vail Après November community practice
- **Pepi's:** Inaugural Bell Ringing November
- **El Sabor and Lion Square Lodge:** December
- **Sweet Basil:** January
- **Bart & Yeti's:** February

SPECIAL THANKS to **Squash Blossom and Express Lift Bar**, our March and April Vail Après Celebrating Hosts (pre COVID-19)





Vail Après Promotion

- Vail.com/vailapres promotion of offers
- Promo video
- Social posts through Vail Mountain and Town of Vail
- Info cards distributed to welcome centers and participating businesses
- Bus and Parking structure ads
- Public Relations: Vail Mountain ([1](#)), Town of Vail ([1](#), [2](#), [3](#), [4](#)) and Vail Daily ([1](#), [2](#), [3](#))



VAIL GUEST EXPERIENCE SEASON INTERCEPT SURVEY RESULTS

APRIL 7, 2020

Winter Intercept Survey Results

Net Promoter Score

Overall NPS Score

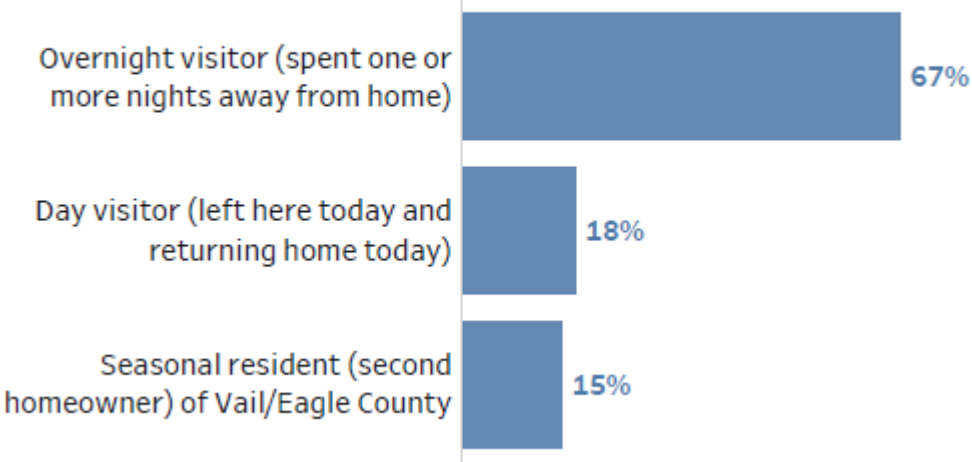
83

	Overall	Out-of-state Overnight	Colorado Overnight	Day visitors	Seasonal residents
Promoter (% responding 9 & 10)	86%	85%	84%	83%	94%
Passive (% responding 7 & 8)	11%	12%	14%	12%	4%
Detractor (% responding 0-6)	3%	3%	2%	5%	2%
NPS Score	82.7	82.0	81.4	77.8	91.5

Winter Intercept Survey Results



Which best describes your visit to the Vail area?



973

Surveys to Date

RRC intercept survey results from 2019/2020 winter season in the Town of Vail

Winter Intercept Survey Results

How welcome do you feel in Lionshead and Vail Village?

	Overall	Out-of-state Overnight	Colorado Overnight	Day visitors	Seasonal residents
5 - Very Welcome	86%	86%	92%	83%	86%
4 - Somewhat Welcome	11%	12%	6%	13%	10%
3	3%	2%	1%	4%	4%
2 - Somewhat Unwelcome	1%	1%	1%		1%
Avg.	4.8	4.8	4.9	4.8	4.8



Winter Intercept Survey Results

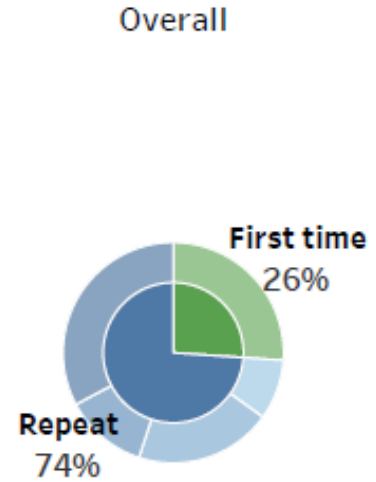
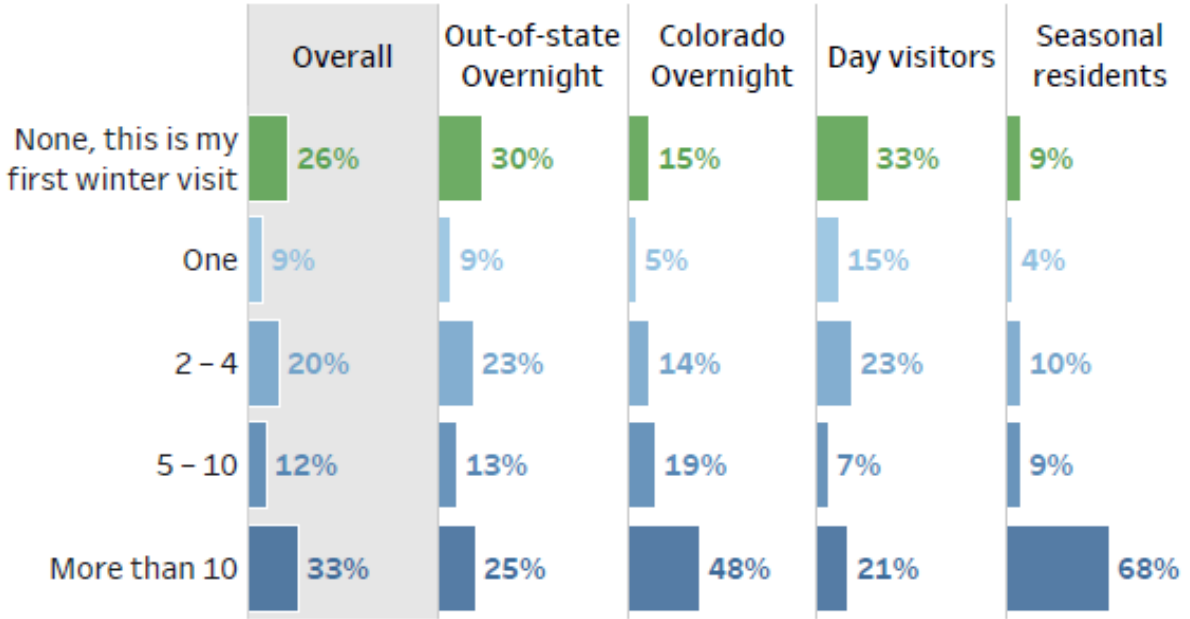
Please rate your satisfaction with your Vail experience on the following characteristics.

Rating Category	Avg.	n=	Negative (1 & 2)	Neutral (3)	Positive (4 & 5)
Cleanliness of the Town of Vail's streets and outdoor spaces	4.9	913	1%	0%	99%
Visitor information (signage, brochures, maps, etc.)	4.7	852	2%	6%	92%
Lodging experience	4.5	673	2%	6%	92%
Experience with parking attendants	4.5	368	4%	9%	87%
Overall shopping experience	4.4	662	2%	13%	85%
Dining experiences at town restaurants	4.4	753	3%	10%	87%
Overall value you received for your money	3.9	891	6%	31%	63%



Winter Intercept Survey Results

Approximately how many times have you visited Vail in the winter?



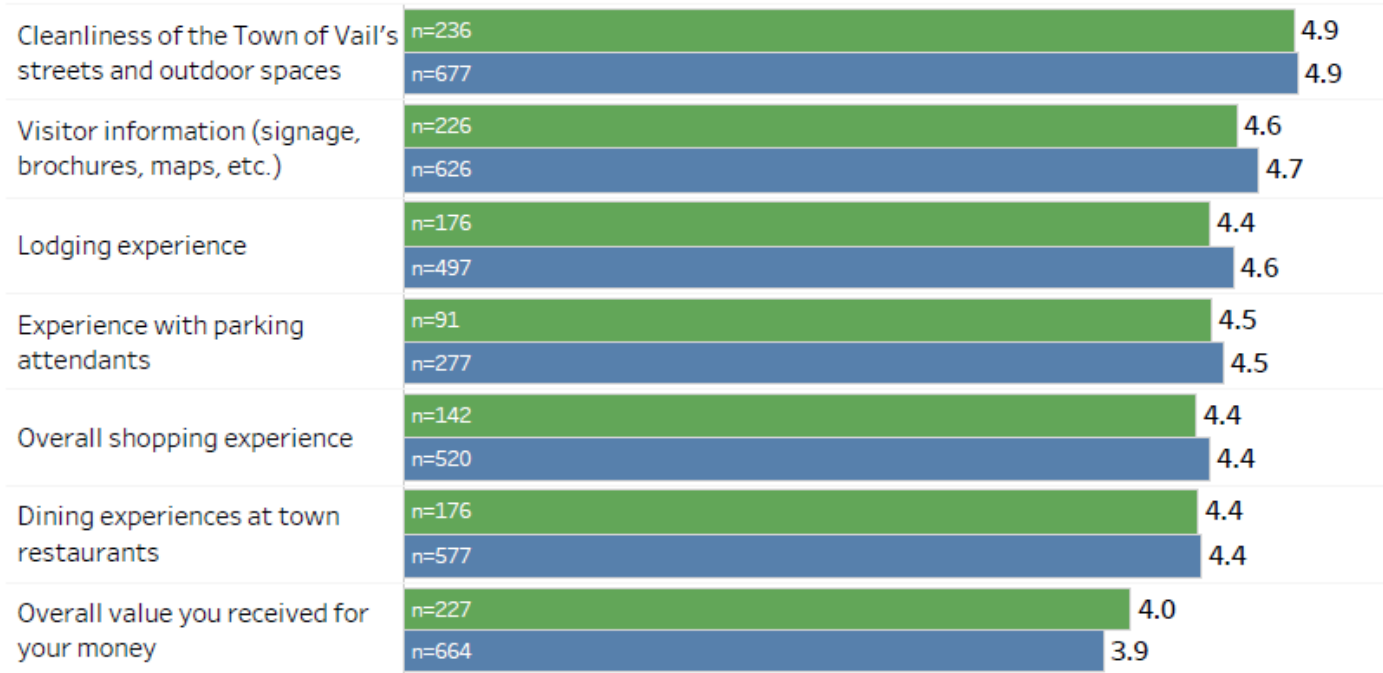
Winter Intercept Survey Results

Average Rating by Prior Visitation

Prior Visitation

■ First-time

■ Repeat



Average Rating

RRC intercept survey results from 2019/2020 winter season in the Town of Vail

Vail Guest Experience Initiative Next Steps

PrimaVail

- Summer relaunch of PrimaVail Guest Service Training Program
- Refinement of PrimaVail curriculum and sessions
- Continue building on PrimaService certification and award program
- Launch PrimaPeer program
- Refine participant survey

Vail Après

- Move bell ringing time to 4pm, summer and winter
- Add Summer Friday Afternoon Club monthly celebration
- Continue with winter monthly celebration

Intercept Survey

- Create continuity with VLMD guest experience summer survey
- Identify actionable data and refinement of survey





THANK YOU! QUESTIONS?



TOWN OF VAIL



VCBA