

VAIL WELCOME CENTERS

UPDATE | October 2016 - April 2017



OPERATIONS | Staffing



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- Transition team led by Mike Griffin
- HR assisted with staffing model
- 3 full time staff
- 5 part time staff
- 4 on-call staff
- 2016 operations budget = \$338,000
- 2017 operations budget = \$324,000

OPERATIONS | Commitment to Elevating Guest Experience

- Expanded training and professional development
- Increased communication with the Town's stakeholders
- Frontline meetings, Guest Service Coordination meetings with Vail Mountain, partnership with VCBA
- Restructured and efficient data collection
- Modernized walk-up lodging resources, iPads with Vail specific apps and VailApp



OPERATIONS | Community Host Program



- 47 Community Hosts -
37 returning from last year
- 80 hours of service
- New coat room
- Meetings with Vail Resorts
- TOV Random Acts of Kindness
- Cross-training opportunities
- 2 thank you receptions

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2016 - 2017 SKI SEASON RECAP

- Total Visitors: 30,628
- Lionshead: 14,960
- Vail Village: 15,668
- Total Operating Hours: 2,858
- Host interactions: 42,411

LOOKING AHEAD



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- Ski dolly pilot program
- Furniture upgrades
- Vail App presence
- Social media emphasis
- Live chat research
- After-hours event space
- Analysis of operational hours



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