

## FYI “AT YOUR SERVICE”

Resort destinations excel at delivering memorable experiences. During your stay, you are the center of attention. In the spirit of hospitality, resort employees are constantly searching for ways

to make your stay special. Help them out. When making reservations or checking in, don't be shy about telling resort personnel you are celebrating a special occasion. You'll be helping them

find that special way to make your stay memorable. So let them help you relax, enjoy, and celebrate!

As you look at the following list, notice that although there may be some overlap and gray areas between the groups, six groupings emerge when the primary influences of seasonal weather patterns and the level of investment in commercial facilities are taken into consideration. We have chosen to label these groups using the following descriptive phrases:

- Far from the Maddening Crowd
- Links to the Past
- Seasonal Delights
- Spotlight on Sporting Activities
- Year-Round Playgrounds
- Bright Lights and City Sights

As we explore each of these destination groupings, see whether you can think of specific examples that would fit in each category.

Before we move on, consider the following two brief examples that show how Figure 10.1 can be used to place different types of destinations into strategic groupings. Winter snow holiday resorts (Spotlight on Sporting Activities) are obviously affected by seasonal changes that bring snow, and these locations also require significant commercial investments in ski lifts and snowmaking equipment as well as other mountain operations facilities such as restaurants, retail shops, and base-area accommodations. However, mega-cruise ships (Year-Round Playgrounds) are not significantly influenced by seasons, because they can be moved to take advantage of seasonal changes, yet they are very expensive to build and require significant capital investment. Now, let us take a more in-depth look at each of these strategic groups.

## Far from the Maddening Crowd

In the upper left-hand corner of Figure 10.1, you will see a group of destinations that are significantly affected by changes in seasonal weather patterns, yet have little in the way of commercial development when compared with other destinations. Traveling to destinations and taking advantage of seasonal weather patterns along with the solitude, beauty, and bounty of nature have a long history that can be traced back to the Romans, if not before.

You will find two types of destinations in this classification. One includes hunting and fishing lodges, and the other includes retreats and guest ranches. These destinations have limited levels of commercial development. Development is usually a lodge with guest rooms and common areas and a few other support buildings, built and operated to be open only during set time periods each year. For example, dude ranches in Arizona are open primarily in the winter and spring, whereas fishing lodges in Alaska and Canada serve visitors during the summer and fall. Or think about the other extreme—ice, snow, and frigid temperatures. “Imagine a hotel which is built from scratch each year, a new design, new suites, a brand new reception—in fact, everything in it is crisp and new. Well, there is such a hotel: the Ice Hotel, situated on the shores of the Torne River, in the old village of Jukkasjärvi in Swedish Lapland.”<sup>6</sup>