

A scenic view of a ski resort. In the foreground, several skiers are on a snowy slope. In the middle ground, there is a large, multi-story wooden lodge with a snow-covered roof. To the right of the lodge, a ski lift tower is visible. The background features a range of snow-covered mountains under a clear sky.

# The Guest Experience

Jeff Johnson, Technology Evangelist

What do resort guests want?



Deep Powder?





Awesome Freeriding?



Organized Racing?





Sick Pipe & Parks?





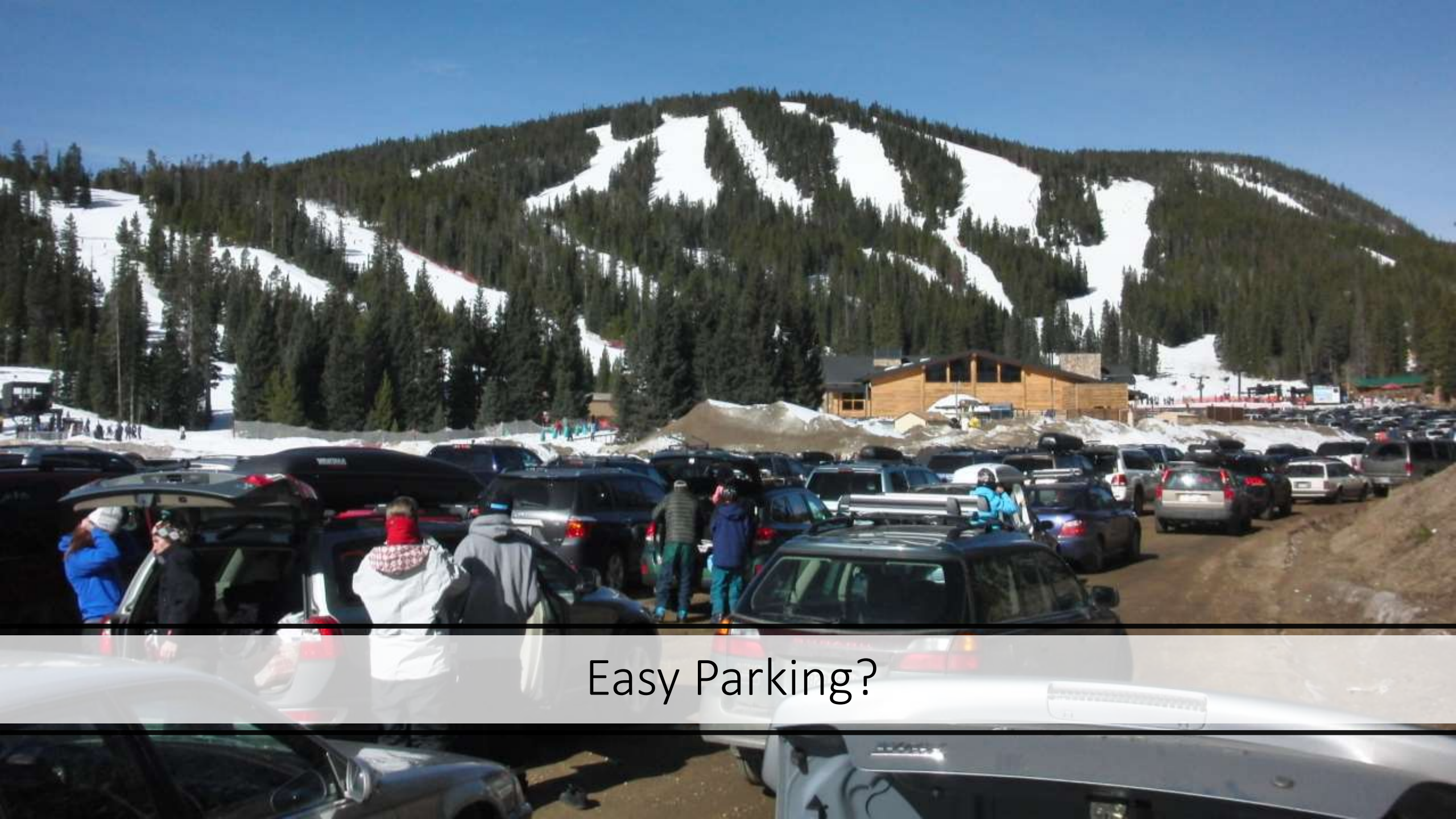
Back Country?



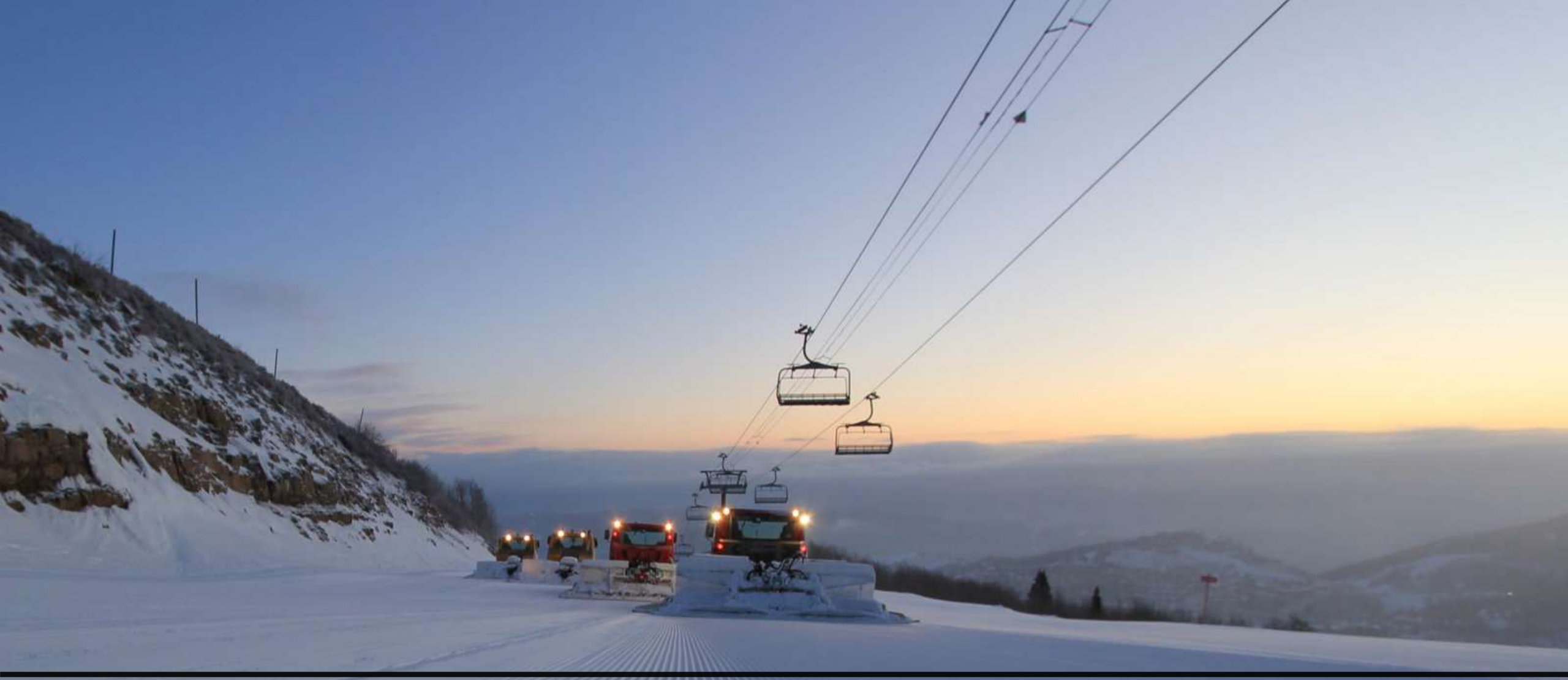


Après Ski?





Easy Parking?



Smooth Corduroy?





Great Instructors?





Fast Rental Shop?





Fine Dining?

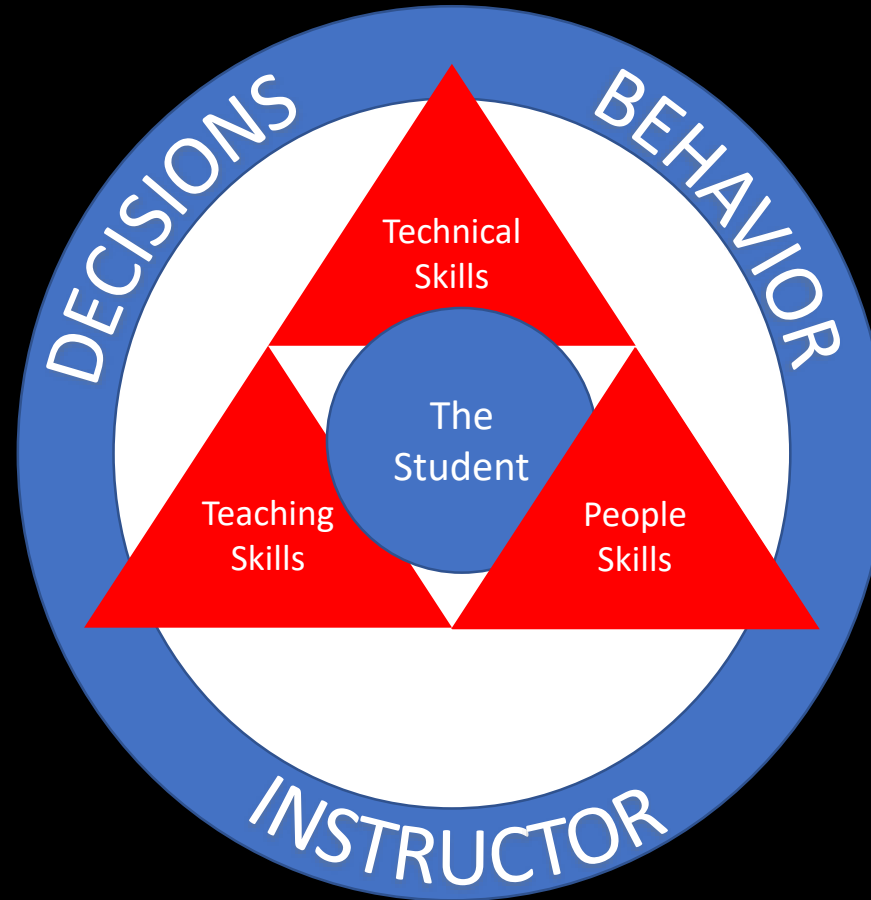




A Great Experience!



# Snowsports School participation in the guest experience



The PSIA-AASI Learning Partnership Model

# Every department is responsible for the guest experience

Vail Resorts average sales over last 4 years

Parking Attendants  
Ski Patrol  
Lift Operators

Dining 8%

Other 9%

Ski School 9%

Retail\Rental 17%

Lodging 19%

Lift Tickets 39%

Influences guest  
experience

Drives  
returning visitors





# Guest Experience Case Study: Vail Mountain Resorts

- 1990's, Ski resorts were land developers
- 2000's, No new major mountain resorts are being created in the United States
- Vail Resorts tout's successes as a company with three goals:
  1. To operate ski resorts
  2. Provide lodging to skiers
  3. Develop real estate at the base of mountains



# Mission Statement:

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## Experience of a Lifetime

To create the **Experience of a Lifetime** for our employees, so they can, in turn, provide exceptional experiences for our guests.





# Guest Experience Case Study: Vail Mountain Resorts







Every department influences Guest Experience







What do the Guests want from Snow Sports?





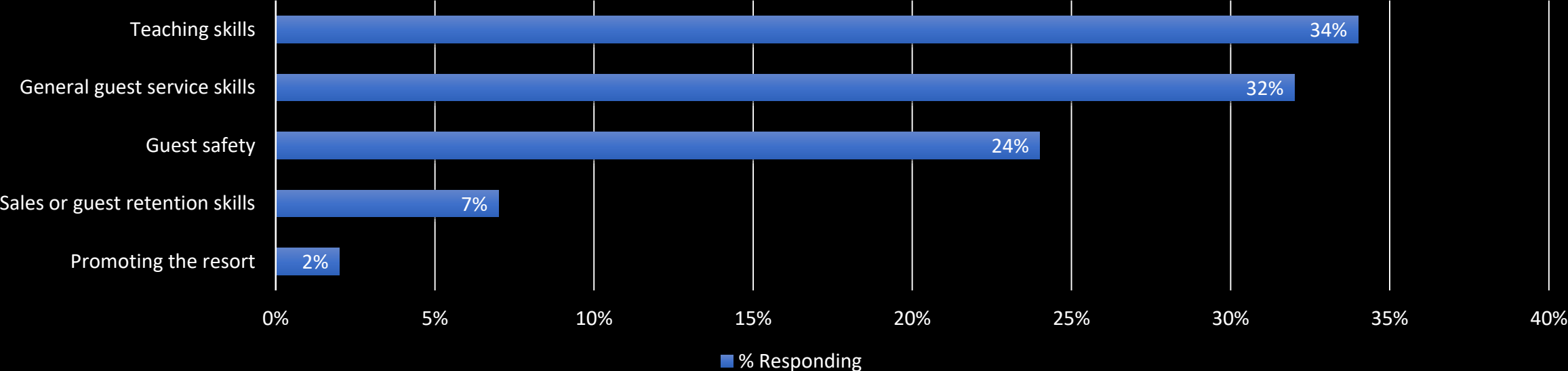
# 2017 PSIA-AASI Survey Results

- Survey went out to all US ski resort owners and general managers
- Goal: Determine what skills are the most important for a PSIA-AASI trained or certified instructor

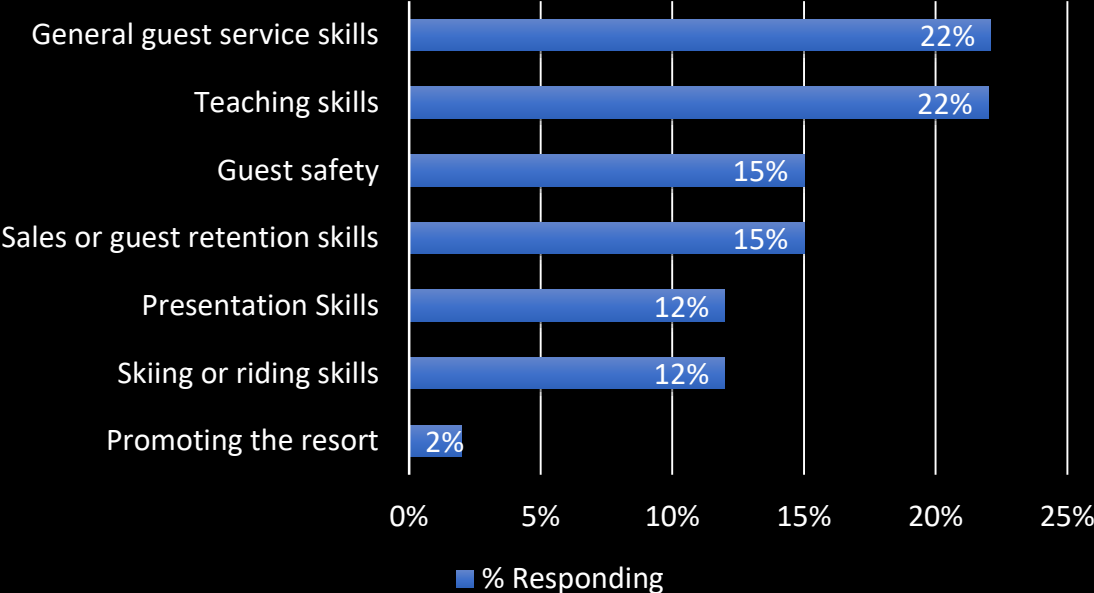
What is the most important skill for trained PSIA instructors?

- Guest safety
- Teaching skill
- Presentation skills
- Skiing or riding skills
- Promoting the resort
- General guest service skills
- Sales or guest retention skills

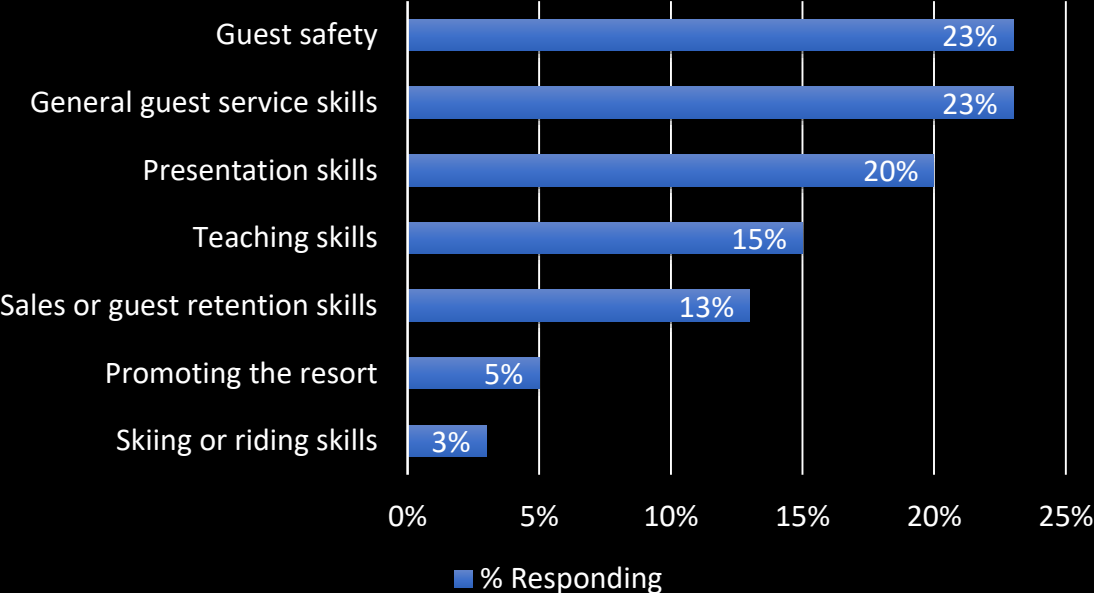
The Most Important Skill



Second Most Important Skill

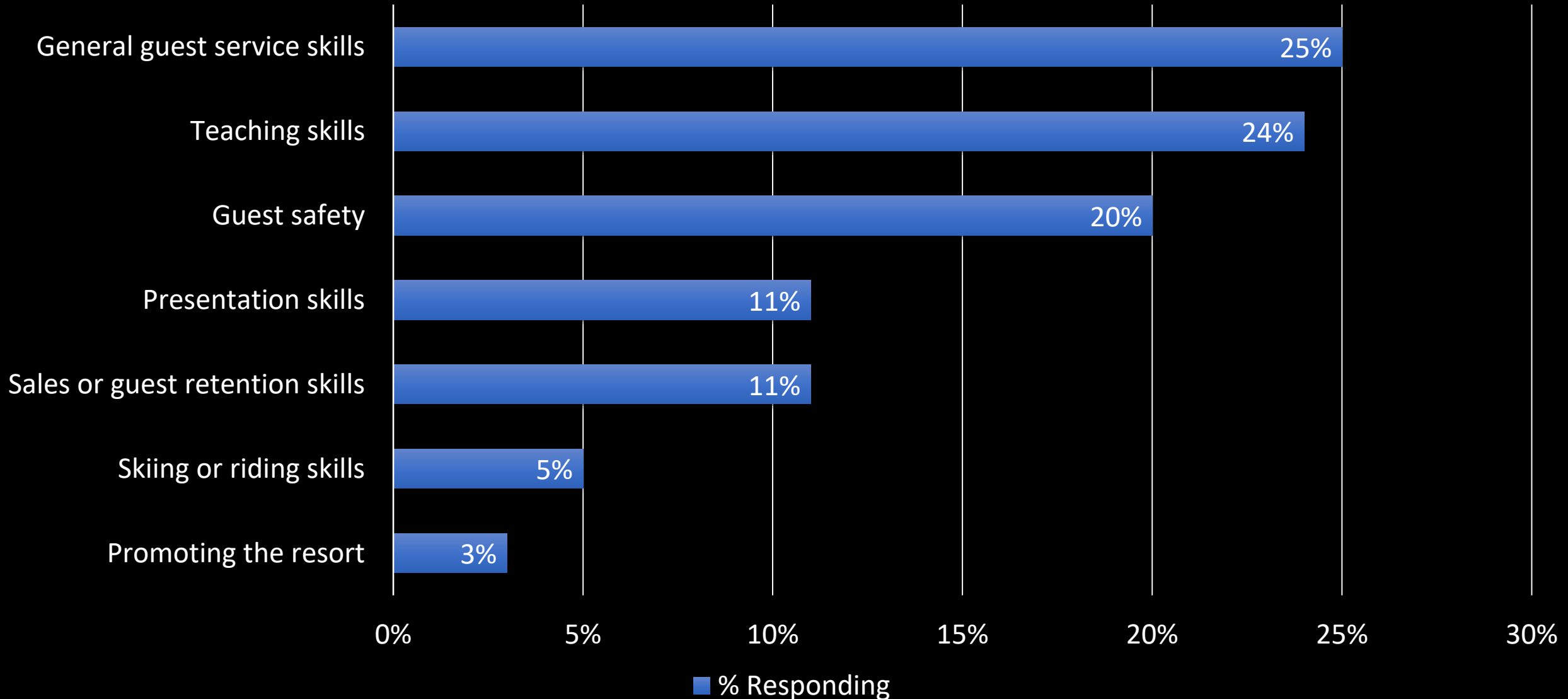


Third Most Important Skill





# Top 3 skills combined



# Desire for PSIA-NW

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## Customers

- Receive a great lesson experience
- Create life long skier/rider

## PSIA-NW members

- Drive greater member retention
- Level 1 instructor get hooked into teaching best experiences





# Disneyland

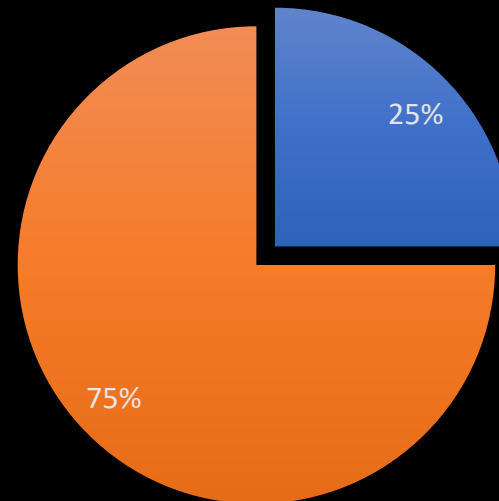
Walt Disney:

“We train employees to be aware that they’re there mainly to help the guests”

“To us, every guest is Very Important Person, a VIP.”

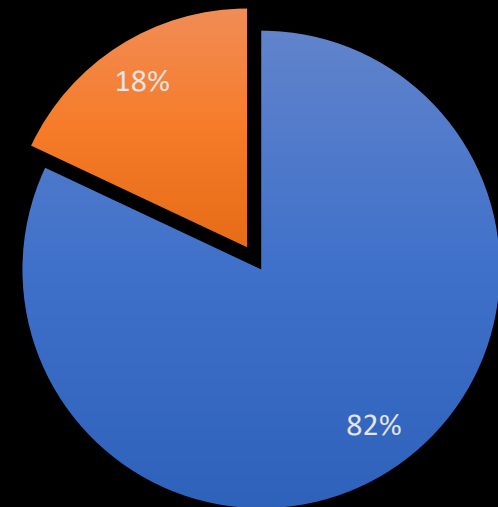


**Disneyland  
Returning Visitors**



■ Not Returning ■ Returning

**Life Long Skiers  
After First Visit**



■ Not Returning ■ Returning

# Creating a VIP Guest Experience





# VIP Guest Experience

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- Approachable
- Baseline
- Empathizing
- Attentiveness
- Communication
- Language





Meet as many people as you can in 2 min





Meet people, listen to remember not to respond



# What group is more approachable?





# Baseline

Read the Guest

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Get a baseline judgement

- Read verbal & non-verbal
- Read body and facial expressions
- Read clothing



# Empathize

Understand the emotional roller-coaster

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- Feel
  - First empathize with them, telling them that you understand how they *feel*
- Felt
  - Then tell them about somebody who *felt* the same way
- Found
  - Then tell them how that other person *found* that things were not so bad and that when they did what you want the them to do they found that it was actually a very good thing to do





# Attentiveness

Showing the worth of a person

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- Peripheral
- Selfless
- Undivided concentration



# Communication

Clear and engaging

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- Engagement
- Understanding
- Application





# Language

Positive language = teachable moment

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- Words can motivate and calm
- Words can encourage
  - Call kids racers or free riders
- Positive language can tell what can be done instead of limiting ability



## The Guest Experience

- Every department
- Influence staff
- Influence guests

## Creating a VIP Experience

- Approachable
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