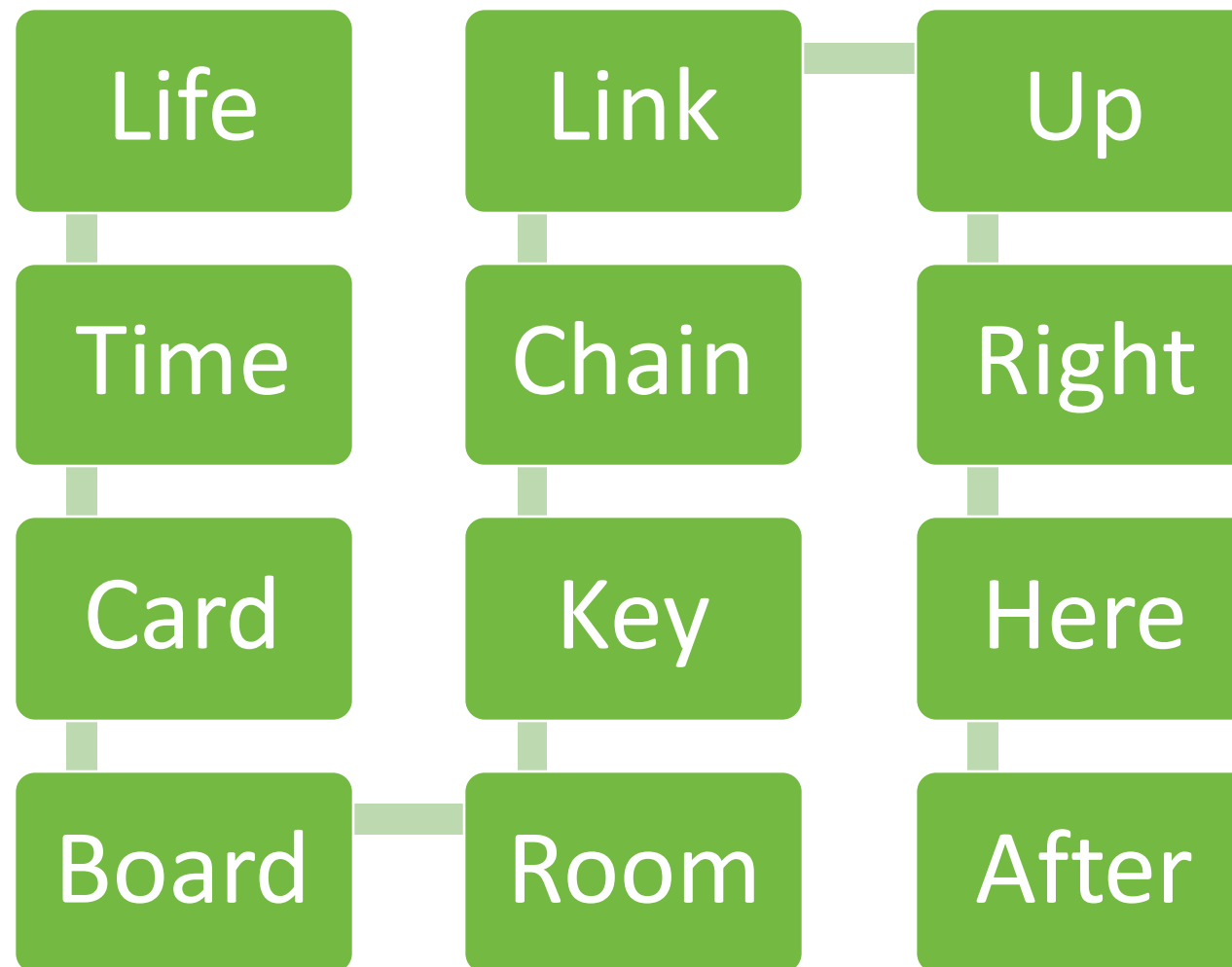


# Enhancing Your On-Site Experience at Sun Outdoors

With Rebecca Morrison

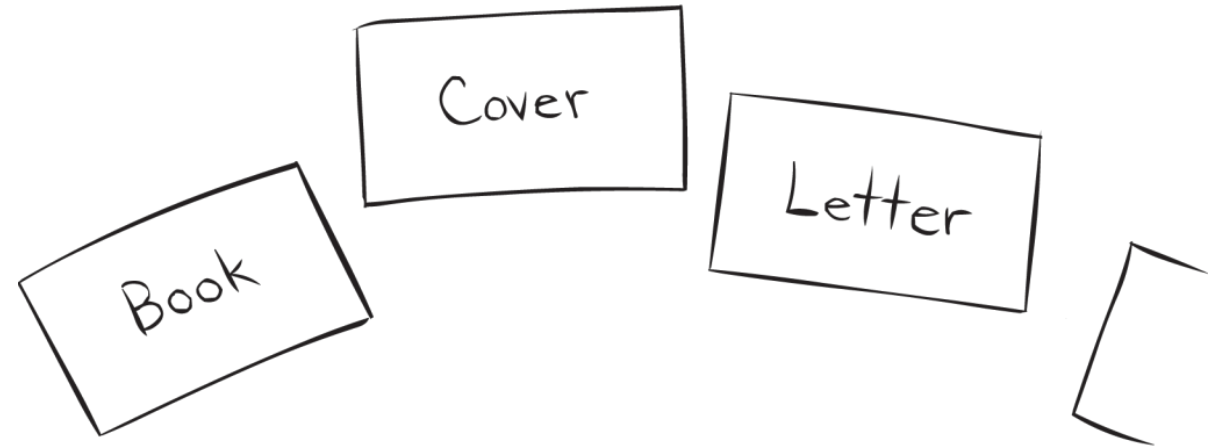


# Word Circles Example



# Word Circles

- Way
- Ball
- School
- Side
- Cat
- House
- Game
- Kick
- Day
- Walk



# Word Circles Answer



# Our Vision

Our transformative activities create life-long memories by:

- Helping family and friend's bond
- Sharing new experiences with guests
- Teaching through hands-on experiences
- Offering something memorable



# Facilitating

- Act as leader and role model
- Provide structure
- Focus on inclusivity
- Prepare but be adaptable
- Refine and grow



# Retail Categories

- Immediate needs

- RV/Camping supplies
- First Aid
- Household items
- Groceries
- Toiletries
- Beer and wine

- Impulse purchases

- Candy
- Snacks
- Cold Drinks

- Opportunities to delight

- Souvenirs
- Ice Cream
- Toys and Games
- Branded Merchandise



# Dining Principles

- Convenience
- Quality of product and hospitality
- Experience enhancement





# Our Service Style

- Greet and welcome every guest
- Listen attentively
- Know the menu
- Upsell to give guests options
- Pay, thanks, farewell



# Paint with Numbers!

# Scenario #1

Your resort is heavy with annuals. You have 200 sites and 150 of them are annual sites. You have a reputation for providing excellent FREE activities and events for the resort, which is a big reason that you have had so much success with the annual business however, you are currently 10 RPS behind in your budget. Plan an event and activity that will help maintain and attract your annual/RPS business.

## Scenario #2

Your resort consists of 750 transient sites (300 VRs and 450 RV sites). You are currently (\$10,000) under your budgeted ancillary goals, and only one month left to achieve a positive variance. You have a total of \$20k budgeted between your SC & SH budgets with \$18k of that in SH Activities. Plan an event that will maximize your profits and achieve a positive variance.

# Scenario #3

Your resort consists of 300 sites (100 seasonal sites and 200 transient sites). You've struggled to gain participation in the past with paid activities during peak season. You have budgeted \$5,000 between your SC & SH budgets. Plan an event supporting your goal of increasing attendance, while increasing ancillary sales.