

Going Global

**VAIL**

# LAST YEAR'S DISCUSSION

## ○ Strengths

- Reputation
- Ski Mountain
- Resort Accommodations
- Summer Activities

# LAST YEAR'S DISCUSSION

- ◎ What we need to do
  - Think BIG
  - Think as ONE
  - Understand core competences
  - Understand opportunities
  - Understand core customer

# THIS YEAR

## ◎ DU Study

- Unify public image
- International flights into Eagle
- Play to health/wellness strength
- Attract conventions/events
- Attract MAJOR events

# WHERE DO WE GO FROM HERE?

- ⦿ Continued, constant dialogue
  - Build unity of purpose and direction
- ⦿ Think creatively
  - Social Media
  - Word of mouth

# WHERE DO WE GO FROM HERE?

- ⦿ Look at geographic markets we can reach
  - Western Europe
  - South America
- ⦿ Look at demographic markets we can reach
  - Children
  - Teens
  - 21-35's
  - Moms

# HOW DO WE GO FROM HERE?

- ⦿ Group work
  - Divide and conquer with representation
- ⦿ Benchmarking
  - Who does it BEST?
- ⦿ Ask questions
  - Why?
  - How?
  - When?

# WHO IS RESPONSIBLE TO MAKE IT HAPPEN?

- ◎ ALL stakeholders
  - Town of Vail
  - Vail Resorts
  - Retailers
  - Service providers
  - Vail homeowners