

Making the most of your outdoor space and entertainment

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Margit Whitlock, AIA | Architectural Concepts Inc.



Outdoor Movie Night

Defining the Outdoor Space:

No matter how large the outdoor real estate you are working with, you won't have success with your outdoor recreation or amenities until you define the space for your offerings. Define the perimeter with stanchions, lighting, or planters. Call out space with an overhead shade structure or movable dancefloor! "Ready to roll" canopies now come complete with lighting and heating.

Program activities that engage your guest:

Once you have defined and set your space up well, make sure that investment does not go to waste. Entertain guests with socially distanced resort programming such as artist led Paint and Sip parties where adults follow instruction and leave with a personal canvas of the resort landscape. Start the mornings with an instructor led outdoor yoga class. And when it is safe to do so again, keep your outdoor space active with a Kid's Club during the day and dance parties at night.

COVID has required us to take to the outdoors for our socializing, dining, and entertainment, and it is time to spruce things up outside. As resort owners and operators, the call to adapt from indoor offerings to open-air amenities may have come early depending on your climate. With Spring and Summer weather near and far, it's the perfect time to bring a little more excitement to the spaces and activities your guests can enjoy. Whether your budget requires you to work with the investment you have already made or you have room to spend, there are always options to make something memorable alfresco.



Light up your resort with EMU lighting

Need an idea to keep your small tents out of storage and bringing something special to your guests? Convert smaller tents with electric into a Glamping experience. Consult a Design Professional to see how you might be able to use what you have to make an unforgettable night under the stars. And don't forget to deliver all the makings for S'mores!

Pool Parties Aren't Just for Vegas!

The pool area can be your biggest asset with pre-defined space and built-in activity. Turn it up a notch by bringing in a DJ and if you don't have a bar already in your pool space, bring in a rolling bar cart. For family-friendly fun, turn the pool into a Dive-In! Add some inflatables to the water, a giant movie screen, and a popcorn maker for an unforgettable night at the resort.

Use your Location! Location! Location!

Your guests have come to your location for a reason. Capitalize on your natural environment and help visitors explore by providing a custom trail map for self-led hikes and walks. Establish meandering paths through your property that lead to your selling vistas. Add trail markers and stamp stations where younger explorers can collect memories in a custom passport.

Deliver Bike rentals direct to the unit door with a to-go picnic basket for the day. Make sure to provide a list of hot spots within biking distance and a bike lock for the road.

Don't leave the pets in the dog house!

Let's not forget about our furry four-legged guests. Make traveling with pets fun and inviting by providing a Pet Park at your resort. A well-defined space with fencing can become an exciting destination with a few obstacles to keep Fido fit. Don't forget a watering station and dog waste system.



Mobile bar cart for ready to go refreshments



Bubble dining at its best

Author Bio: Margit Whitlock is Principal and Creative Director for Architecture and Interior Design at Architectural Concepts Inc., a San Diego, CA-based Architectural and Interior Design Firm specializing in hospitality design. Ms. Whitlock is an accomplished speaker with engagements at multiple ARDA conventions, HD Boutique show as well as being frequently published in magazines such as Developments, Resort Trades, Hotel Business, Hiatus, Vacation Industry Review and Resort Management and Operations.