

## Resort in Tip Top Shape, Start with the Basics

June 24, 2021

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### It is Basic!

A study by the American Resort Development Association (ARDA) Research Institute identifies a recovery taking shape in the world of timeshares. Travelers are ready to get on the move again, especially if they have some of the benefits of home to ensure more control over their environment. Let's get your resorts in tip-top shape, enhance your visitor's experience, and get your resort the "Top Resort" rating.

We are all aware of the obvious and always evolving CDC Guidelines for hygiene, sanitation, PPE, 6' distancing, and barriers... but Geez! — we are in the Vacation business! So, after we've made these adjustments, what do we give our guests to positively impact and enhance their vacation stay?

Start with the basics: EAT, PLAY, WORK, DRINK, SLEEP. If your resort can amplify the guest experience in meeting these five basic needs, then you will no doubt be on your way to becoming a Top Resort in the eyes of your owners and guests.

### EAT.

Food offerings that are easy to Grab-and-Go are very popular, but the presentation is everything. Stage your Marketplace like an open-air farmers market, being sure to include offerings unique to your region. Stacking baskets and wooden crates are easy to find and great for retail displays.



*Office away from Office*

Have fun with "found" objects to make your marketplace original to your locale. If yours is home to the flying pig or the singing trout, hang them from the ceiling to increase the impact of your display and bring a smile. Don't forget to consider a variety of nutrition needs with wholesome, organic, vegan, Keto and Gluten free selections.



*Fresh and Easy Marketplace*

## PLAY.

Playtime needs to include wellness options and since Fitness Centers will not be desirable for a while, curate an In-Room exercise experience. Deliver to units upon request a yoga mat, resistance bands, and a bottle of water to go with free on-demand videos. Or for a really elevated experience go all out with the delivery of a Peloton bike or install in rooms the newest fitness sensation the Mirror! Which doubles as a personal workout coach AND the ever-necessary standard piece of décor.



*Get your Workout Anywhere – even in your room*

## WORK.

Sad but true, we never fully disconnect from work. Help guests get back to vacation quickly by providing cozy cubby spaces in your common areas to hide out and catch up on emails and deadlines. Guests can get out of their room and increase productivity in acoustically sound stations. Also make sure the Wi-Fi is lightning fast!



*Mixology Class Begins at 5!*

## DRINK.

Nothing finishes off the day like a craft cocktail, but maybe your food and beverage spaces are still closed. How about “the 5 o’clock grab bag” with a drink of the day one can take back to their room or the poolside for do-it-yourself mixing.

## SLEEP.

Lastly, no matter what they did on their vacation, our guests go home well-rested they will remember it as the best vacation they ever had. We want our guests to rejuvenate, so be sure to have the best sleeping ensemble from the mattress and pillows to the linens. Add an extra soft blanky or two, and they might just credit your resort with the best nap they ever had!

It really is the little things that people remember and making memories is our business. I always approach design decisions from the emotional aspect and the benefit to the client or in our case the vacation owner.

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