

CATERING TO BOTH YOUR SUMMER & WINTER GUESTS

A TAILORED EXPERIENCE

Tapping into the summer industry is a way to generate additional ROI and in order to do this, you must target a new demographic of people providing them with a different set of attractions & amenities, and incorporating this all into your existing “winter-centric” business model. With ADG’s knowledge of year-round operations at ski resorts, we have assembled a characteristic chart to assist you when looking to tap into year-round operations.

SUMMER VS. WINTER GUEST GENERALIZATIONS

YOUR WINTER GUEST

- Higher income demographic/ more expendible income
- Active demographic
- Skill-based activity driven
- Season passes
- Loyal customer
- Upscale lodging & dining
- 3% of population (small audience)
- 21 week avg season



YOUR SUMMER GUEST

- Less expendible income
- Leisure minded
- Not as active/no skill necessary
- More diverse & wider demographic
- Day trips/more affordable lodging (air bnbs, motels, RV & camping)
- More diverse in dining
- 13 week avg season

