

# Space, Place, and Community

Seven Important Factors of the Resident Experience in Mountain Resort Communities

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## Mountain Resorts

- \* Purpose-built, destination mountain resorts create two products:
  - \* of course, the **visitor** experience
  - \* but also, the **resident** experience

## Practical Concerns for Owners and Managers ...

1. How can we convert that return visitor who has had a great experience into a resident?
2. What are the hallmarks of a great resident experience, so that we know how to provide it?
3. How can that successful resident experience be leveraged back to help create great visitor experiences, thus creating a 'virtuous circle'?

Williams and Gill, 2006:  
“the amenity migration process” and its relationship with “commitment to place”

- \* Early interviews for a book on the history of purpose-built, destination mountain resort Sun Peaks revealed that residents identified strongly with their sense of place and that it contributed to their satisfaction level.
- \* Further interviews for this paper revealed seven factors—so far—that contribute to a positive resident experience.

## Methodology

- \* Semi-structured interviews, 45 to 90 minutes in length.
- \* Seven factors were distilled from themes emerging in 35 interviews (for this paper).

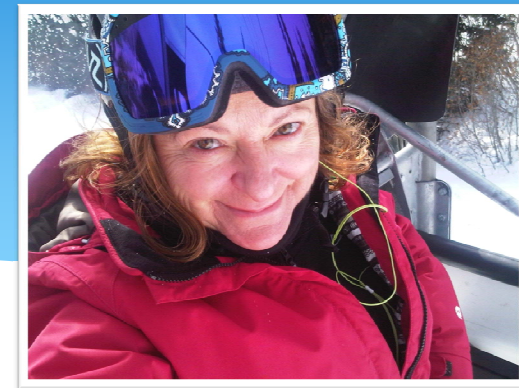
## Research Base

- \* Sun Peaks Mountain Resort
  - \* 29 interviews over four months
  - \* Interior of British Columbia
  - \* Sun Peaks Resort Corporation is a wholly-owned subsidiary of Nippon Cable of Japan
  - \* SP is now a municipality, with an elected mayor and council
  - \* 500 permanent residents
  - \* Resort founded 1961
- \* Thredbo Mountain Resort
  - \* Six interviews over two days
  - \* Snowy Mountains, NSW Australia
  - \* Kosciuszko Thredbo Property Ltd (KT) is a division of Amalgamated Holdings Ltd, AU
  - \* Resort in a national park, with KT holding a headlease
  - \* 500 permanent residents
  - \* Resort founded 1957

## Elements of a Positive Resident Experience

- \* Factor One: The Visitors
- \* Factor Two: “Taking Ownership”
- \* Factor Three: Sense of Community
- \* Factor Four: Opportunity to Volunteer
- \* Factor Five: Resident Initiatives
- \* Factor Six: Governance Structure
- \* Factor Seven: Access to Leadership / Shared Vision

## Thank You!



For further discussion, please contact at:  
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