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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