

Building Healthy Multi-Generational Resort Communities: Past, Present & Future

Friday, April 11, 2014

9:30 am to 11:00 am

Vancouver Convention Centre West, Room 116/117



Building Healthy Multi-Generational Resort Communities

Moderators:

- Toni Alexander, President & Creative Director, InterCommunications, Inc.
- Mick Matheusik, President, TREC International Inc. & Vice-President, NAI Commercial

Panelists:

- Ed Romanowski, CEO, Bellstar Hotels & Resorts
- Greg Ashley, Chief Strategy Officer, Replay Resorts
- Richard Sonntag, Managing Director, Operations, Promontory

Building Healthy Multi-Generational Resort Communities: Definitions and Initial Perspectives

Ed Romanowski, President & CEO, Bellstar Hotels & Resorts



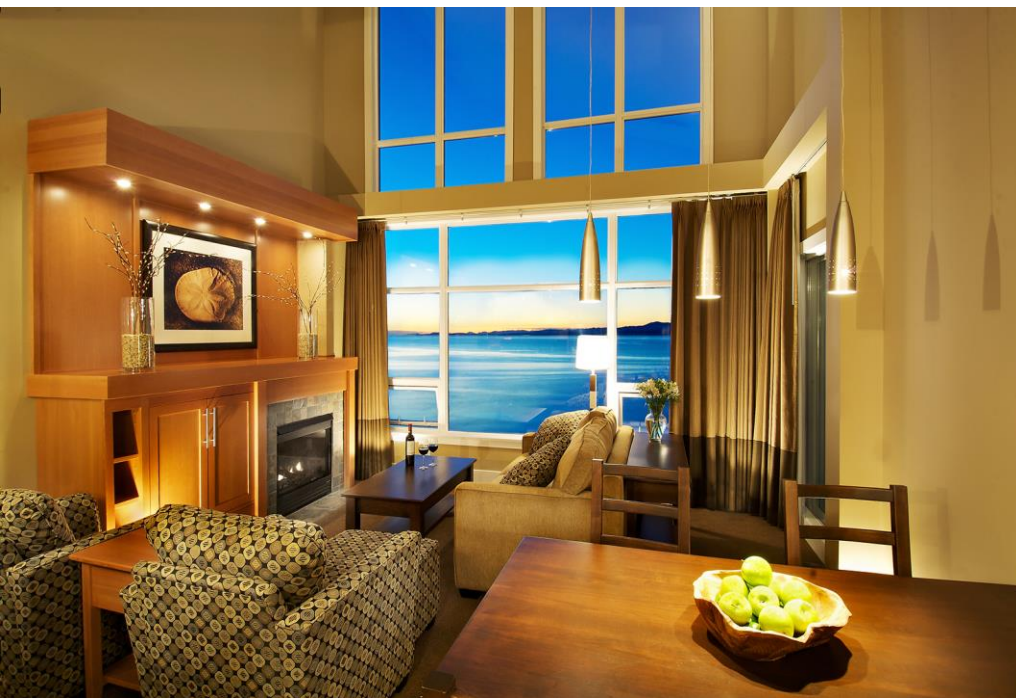


What is a healthy multi-generational resort community?

- Planning & Design to serve a broad range of generations now & in the future
- Designed to transition as the use of the resort transitions
- Sustainable Resort – Triple Bottom Line: financial, environmental & community

SPIRIT RIDGE
VINEYARD RESORT & SPA
OSOYOOS, BC.





Condo or Strata Resorts

- Condo resorts are designed for multi-generations
- Typically designed for a broad range of markets and use levels
- Wide range of age groups, family/travel group types, events, experiences, seasonality & sustainability
- Multi-levels of ownership within a destination resort
- Whole units, fractions, timeshare, and vacation club





The Longer Term View

- Resort design for multi-generations with transition contingencies
- Haves and have nots: set-up to operate as resorts in the long run
- Councils and planners controlling length of stay

SOLARA
RESORT & SPA





Resorts: Future Residences for Retirees? Other Uses?

- Increasing demand
- Great locations
- Ideal for active seniors
- Full range of amenities
- All inclusive fees – turn key including furniture, equipment & décor
- Ideal for emergency or temporary accommodation
- Ideal for long term executive housing

Building Healthy Multi-Generational Resort Communities



Our resorts – what will they become?

Building Healthy Multi-Generational Resort Communities: 5 Key Trends

Greg Ashley, Chief Strategy Officer, Replay Resorts

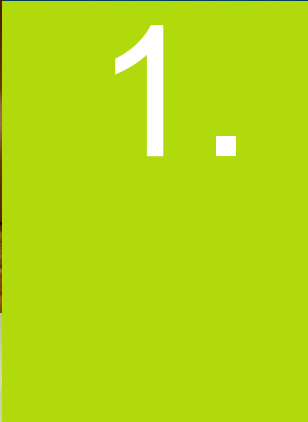


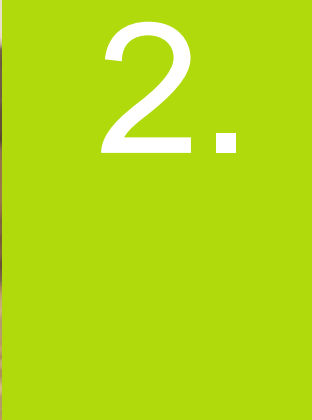


5 Trends Shifting Resort & Second Home Community Programming & Design

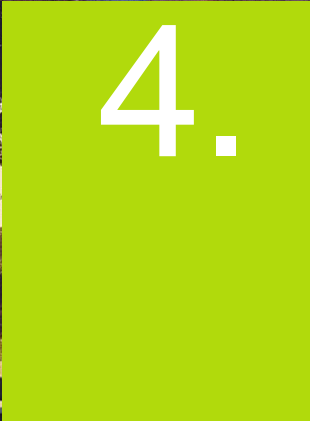


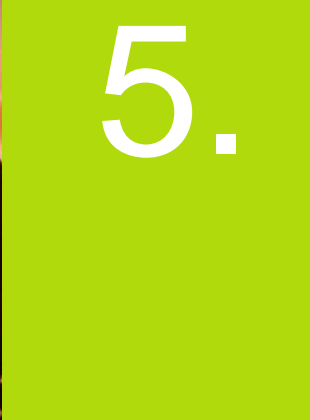
2014 ULI Spring Meeting











Building Healthy Multi-Generational Resort Communities: A Resort for Multi-Generations

Richard Sonntag, Managing Director, Operations, Promontory





A MOUNTAIN CLUB FOR ALL SEASONS

AND FOR ALL GENERATIONS OF YOUR FAMILY





PRIVATE RECREATIONAL/SECOND HOME COMMUNITY

- TARGET MARKET = FOUR GENERATION FAMILY
 - “BoBo” BOOMERS
 - GEN XERS
 - MILLENNIALS
 - GRANDKIDS
- AMENITIES FOR EACH GENERATION
- AMENITIES CONNECTING ALL GENERATIONS
- CLUB MEMBERSHIP THAT INCLUDES 4 GENERATIONS

AMENITIES AND PROGRAMMING

APPEAL TO MULTI-GENERATIONAL VALUES:

- ENVIRONMENTAL STEWARDSHIP
- EXCELLENCE IN DESIGN
- VARIETY OF RECREATION FOR ALL SEASONS/ALL AGES
- HEALTH AND WELLNESS
- FOOD AND BEVERAGE
- ARTS AND CULTURE
- FAMILY TOGETHER TIME
- ME/US TIME





TWO WORLD-CLASS
GOLF COURSES

THE PAINTED VALLEY NICKLAUS GOLF COURSE



THE HEARTH GRILLE



THE NEW NICKLAUS CLUBHOUSE



THE DYE CLUBHOUSE



THE PETE DYE GOLF COURSE


PROMONTORY



SWIMMING POOL AND ADULT LAP POOL



TENNIS



FITNESS/CARDIO



SPA



ICE SKATING

PROMONTORY



THE OUTFITTERS CABIN



FISHING & BOATING



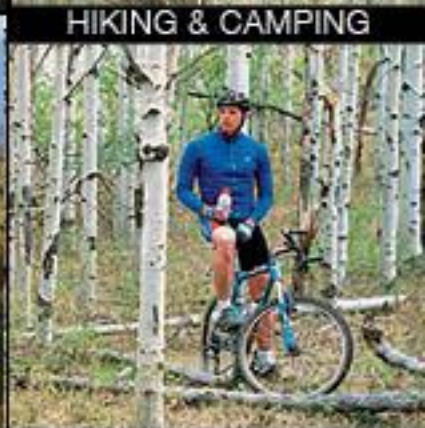
HIKING & CAMPING



HORSMANSHIP



NATURE WATCHING - DEER & ELK HERDS



TRAIL RIDES



KINNIKINNICK, KIDS CABIN



WATER SLIDE



TREE TOWER & NATURE CAMP



4TH JULY PARADE



TREE TOWER & NATURE TRAIL

Building Healthy Multi-Generational Resort Communities

HEALTH & WELLNESS



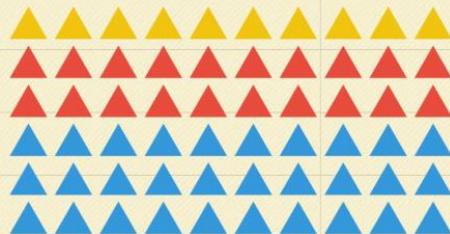
The Next Wave

"Health is going to do to real estate value what golf did 40 years ago" - Peter Rummel, recent chair of ULI (March 24, 2014, Daily Record) & Mick Matheusik, Urban Land, August 2006.

A spa or wellness center is typically a loss leader. It should be a standalone business!

Development Forecast 2015+

Key Drivers for Vacationers



Location Treatments & Services
Brand & Reputation

Assumption

The luxury market is dominant!

VS

Reality

Mid-level users, who want to learn and develop!

Popular Facilities



Family Spas Eco Spas Spas based on natural resources
Destination spas Wellness hotels Longevity centers

Popular Services



Corporate wellness Active/anti-ageing and longevity
Complementary therapies Lifestyle-oriented programmes

Lessons Learned

Travel & Vacation



Tune into the health & wellness market "psyche" and needs

Growth Segments



Families
Groups of Friends
Men

The Secret?



Develop concepts and not just places!

Lifestyle Trend



The market is looking for simplicity!



Building Healthy Multi-Generational Resort Communities: Panelist Discussion and Q & A

