



Campers and Guest Expectations

Connecting with your Customers

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Session Description

- Do guests want the creature comforts of home, and an elevated experience?
- How can you deliver your programs that meet the needs of your guests so they will refer you to new customers?
- Can you find an achievable mix to delight your guests without compromising your ministries?



Adult Trends

- People are time poverished and dashboard dining is replacing meals prepared and consumed at home
- People have two jobs to support their lifestyles and family needs
- People want to stay in touch with other family members...shorter but more frequent conversations.



Questions of understanding

- How do you know if your programs are the right length of time?
- Can your guests keep in touch with family from time to time throughout the program?
- If so ...how are you accomplishing this paradigm without interfering with the program?



Hospitality Trends

- Higher level food and beverage sophistication (regional or new)
- More dining options, more frequent snacks, not traditional 3 meals/day
- Heavenly beds, more television channels, premium roasted coffee.
- Fitness, Jacuzzi's, and spa experience



Questions of Understanding

- Are your guests asking for more of these amenities?
 1. If so – could you charge more?
 2. If so – would your guest become your best sales person?
 3. If so – would your guest look for more programming to attend again?
 4. Would it take away from your program?



Exercise One

- What are your adult guests asking for more of ...with reference to the hospitality or program content?
- What are they asking for less of?
- What successful strategies have you implemented to customize your center to meet your guests desires?



How does this apply to your Center?

- If you know your customer base and how your center supports their needs you will be prospecting the best fit
- Your staff needs to know how to serve these guest needs
- Your guest will see you as their best ally and long term advocate



Youth trends

- More interested in sustainability
- They multi task often and frequently
- Enjoy short snippets of information
- Coca cola and Pepsi are not their beverage of choice
- They text message to stay in touch



Does your programming work for the Camping youth?

- Do they want their cell phone to stay in touch?
- Do their parents want them to have their cell phone to stay in touch?
- How do you manage this conundrum?
- Does the technology challenge compromise your Camper ministry?



Campers programs

- Are they perceived by the parents as too physical or difficult for the camper?
- Are they considered by Campers to be over programmed or just right?
- What is the right balance for the youth and the parents?
- Do you customize activities for Campers or do all Campers follow the same?



Campers preferences

- They enjoy healthier offerings
- Smoothies, fresh squeezed OJ
- Sushi
- Energy drinks loaded with caffeine
- They graze on smaller quantities more frequently all day...



You need to be aware of it

- Understand your customer who is of a different generation (your staff too)
- Don't text message a boomer!
- Create a memorable experience and they will bring their friends
- They may ask their parents if they can attend the two week program



Questions of understanding

- How do you convey your message of low tech and high touch and make it appealing to Campers?
- How do you find more of them?
- What marketing works best for them?
- Do you ask parents/campers how do you find out about our programs?



Roadmap to adding value

- Audit your programs from the customers point of view
- Are you selling the way they want to buy?
- Are your programs in touch with their needs?
- Do your programs, product, and services appeal to the customer that they want to be your best calling card for your property?



Summary

- If you are offering the right programming that allows your customers to stay in touch (from to time to time) and blend a hospitality experience that is in time and in touch with their tastes and preferences ... you will earn their repeat participation in other offerings and their friends too!