



Best teaching practices and Guest Experience

ISIA 2004

General Assembly



Decline of skier's visit

- Michael Berry's reported in 2002. "If North America does not react we will see a huge decline in skiers' visit in the next 10 years".
- The model for Growth was then created.
- Canada:
 - Grade 5 Program (10-11 years old)
 - Canadian Ski & Snowboard week
 - Skier & Boarder development Program



Creating the habit

- Research clearly demonstrate that in order to develop a regular practice habit, one has to repeat the activity at least 4 times.
- We know that only 15% of all beginners are coming back



Most appreciated service

- Ski Lessons and ski instructors are the most appreciated services within a Ski Resort
- Source: Canadian Ski Council “Best services National survey”
- This survey has been circulated to the skiing clientele since 1996 and since then, the above has always been number 1



Our Contribution to skiers' retention

- The 3 1/3 Certification Philosophy
- Technical-Methodology-Guest services
- All certification programs are reflecting the above to contribute to the Guest Experience
- Our Mission Statement:
- Through education and leadership, work with our members and partners to provide a Vibrant Mountain Experience to our clients.



The one stop shop

- *Instructor meets the client at the desk*
- *Instructor help them get the lift ticket*
- *Instructor goes to rental shop with the client*
- *Appropriate client / instructor match*
- *Instructor has empathy for clients*



Client centered

- *Instructor makes good use of Chair Lift time.*
- *Instructor develops a relationship with the clients.*
- *Instructor finds out the expectations, objectives and fears of the clients*
- *Instructor answers their questions, create a good positive climate reassures them about their fears*



Client centered

- *Instructor sets some clear lesson objectives, work towards meeting those objectives and provides immediate positive feedback on the tasks*
- *Instructor needs to develop some tricks to remember names from the start.*
- *Instructor makes the client feel good about his performance*



Client centered

- *Instructor is taking interest in all the clients. “Care for all the client”*
- *Instructor is meeting the needs of each client within the group*
- *Instructor gives a great lesson, good rhythm, fluidity, fun & exciting*
- *Class size 6 to 8 clients, homogeneous skill level, to allow for quality and individual time. Positive experience.*
- *# 1 reason for not coming back “Michael Berry” (NSAA’s President)*
- *Only 15% of all beginners are coming back.*



Client centered

- *Instructor comes back at the starting point with the client and follow up on the lesson*
- *Instructor schedules the next lesson*
- *Instructor maintains communication with his clients*



The Ambassador

- *Instructor should understand and get the client to understand the value of an other lesson*
- *Instructor should explain the “how” and “where” of the Resort. Where the cafeteria is, bathrooms, trails maps, patrol, and other services*
- *Instructors act as an ambassador everywhere on the resort. Helping with their skis, luggage, providing directions, talking to guests, etc*



Other departments contributing to the Guest experience

- *Expectations of North American clients on:*
- *Lodging*
- *Lift operations*
- *Airport*
- *Restaurants*
- *Parking*



Lodging

- *No escort upon arrival*
- *No parking space / parking away from hotel*
- *Line up to check in*
- *Dirty room / too cold / too warm*
- *No non smoking rooms*
- *Noisy rooms*
- *Hotel under construction*
- *Bad room service*



Lift Operations

- *Lift lines / crowded / bad corrals*
- *Grumpy lifties*
- *Lifties not paying attention to guest*
- *Snowy or icy seats*
- *Snow guns under the lifts*
- *Icy/sloping ramps*
- *Grease dripping on guests*



Airport

- *Parking too far from airport*
- *Long line ups to register*
- *Grumpy staff*
- *Excessive and intrusive security measures*
- *Language*
- *Poor signage*
- *Flight delays*
- *Arriving with no skis or no luggage*
- *Having to wait 1/2 h for your luggage*
- *Line ups at customs*



Restaurants

- *No non smoking section*
- *Bad service / slow*
- *Poor food quality*
- *Dirty facilities / utensils / glasses / etc*
- *Small portions*
- *Slippery floors*
- *No child's menus*
- *Poor value quality / price*



Parking

- *Not enough parking space*
- *Having to walk 3km to get to the hill*
- *Grumpy attendants*
- *Muddy parking lots*
- *Poor shuttle services*
- *No drop off areas*
- *Staff using best parking spots*
- *Expensive parking lots*
- *No handicap parking*

There is always room for improvement!

Lets keep in mind that the client is paying our
salaries



Thank You
