



Thriving Beyond the Peak: Strategies for Off-Season Tourism

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Condé Nast
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INSPIRATION

From the Caribbean to Lake Como, More Hotels Are Embracing the Off Season

There's no longer a bad time to experience your favorite destinations and hotels.

OFF SEASON PRODUCTS

Special Events or Festivals

Outdoor Activities

Wellness Retreats

Culinary Experiences

Cultural Experiences

Family-Friendly Activities

Sports Tourism

Educational Programs

Shopping and Retail



What do you want visitors to know about your destination?



PRODUCT DEVELOPMENT 10 1

“A product is a bundle of **physical services and symbolic particulars** expected to yield satisfaction or benefits to the buyer”. - Phillip Kotler

“There are two key aspects to Tourism Product Development:

1. It is not an activity undertaken in a vacuum, but is part of an **extensive and inter-linked process**.
2. Market research, product development and marketing represent a continuum. The failure to deliver any of these key components will result in the destination under-realizing its potential.” - UN World Tourism Organization

“Tourism product development is the process of **creating, enhancing, or diversifying** the offerings and experiences available to tourists in a destination, with the aim of attracting more visitors, increasing their satisfaction, and maximizing the economic benefits derived from tourism.” - Chat GPT



OFF SEASON – DIFFERENT MARKETS, DIFFEENT PARTNERS

NATIONAL CHERRY BLOSSOM FESTIVAL



- Not the same product. Not the same market
- Partnerships are key - Not always the obvious ones.
 - Example: Paws and Petals Yappy Hour with the National Cherry Blossom Festival - National Cherry Blossom Festival



ASK YOURSELF...

Key Questions in Product Development.

Who

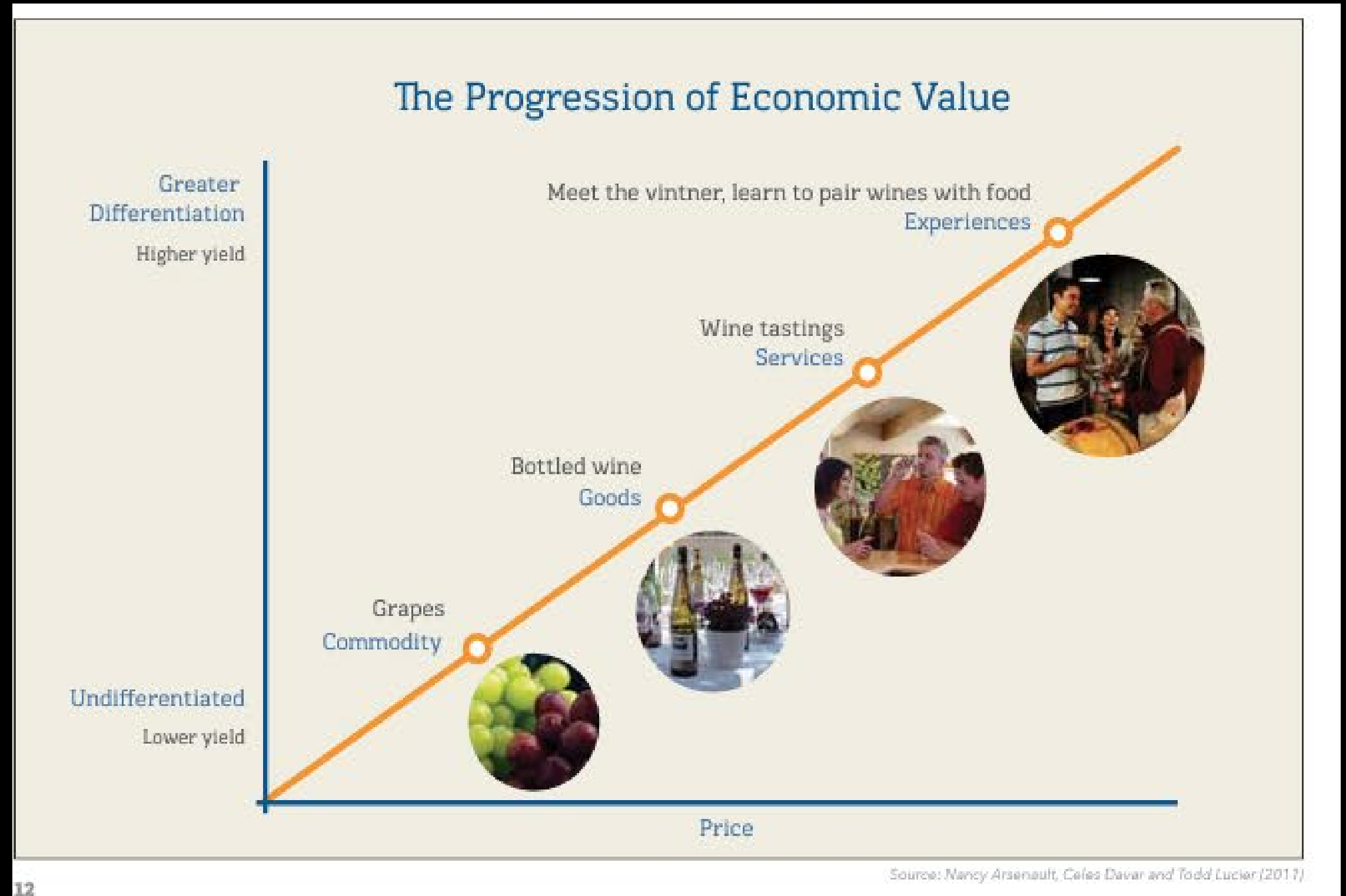
Make a list of the potential partners. Who could you work with to build an enriching experience. Hotels, national parks, tour operators, artists, restaurants, attractions, Native enterprises, etc.

What

I want our guests to have know (experience,, understand)
_____ when they leave our destination

CREATING EXPERIENCE – ADD VALUE

- Start from the basics and build up.
- Example: Grapes (or coffee)
- Resource: Creating Experiences: A Toolkit for Tourism Destinations. Newfoundland/Labrador



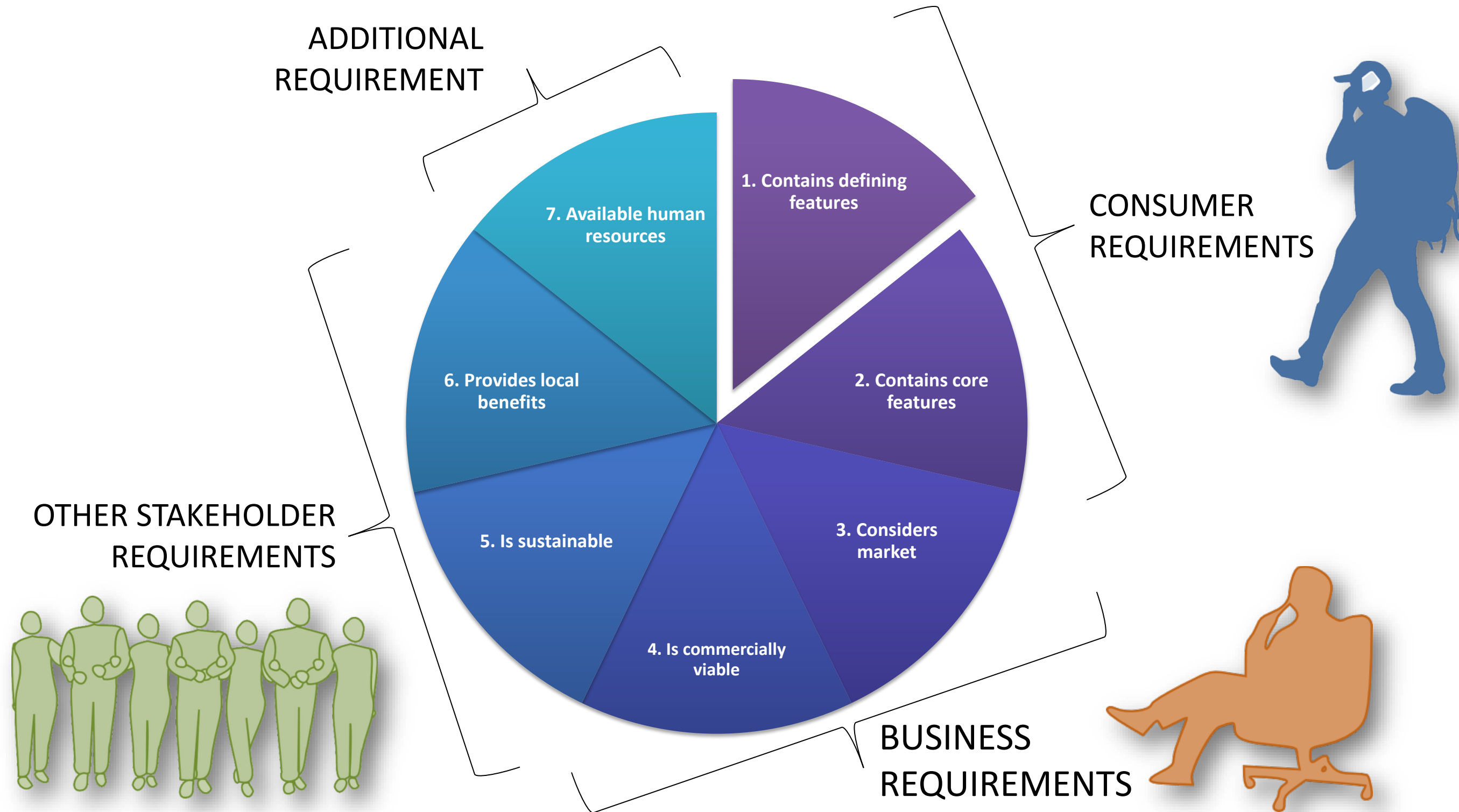
OFF SEASON - PARTNERSHIPS, COLLABORATION & CREATIVITY

Local Partnerships: coordinated approach to developing season extension goals
Increasing the number of market-ready experiences available.

Expand opportunities through **multi-regional** off season partnerships.



STAKEHOLDER CRITERIA FOR TOURISM PRODUCTS



PRODUCT PACKAGES

Why Package in the Off Season?

- More partner opportunities
- Easier for the visitor
- Smaller stakeholders can participate
- Increases value add - “sellable features”
- Appeal to wider markets and keep them in your area longer, spending more \$\$\$
- Incubator for newer products
- Facilitates regional economic development –a rising tide
- Distributes marketing costs
- Helps you funnel visitors to high-quality experiences



PARTNERSHIP EXAMPLE

Boar's Head Resort Winter Wander – Charlottesville Christmas Lights Partnership

- Visit Charlottesville
- Boar's Head Resort
- Local Food Trucks (rotation)
- Local Musicians
- Local Wineries
- Need: Drive season traffic and retain staff
- Start: Seed funding from DMO
- Evolution: Annual event; very popular, overflow into additional hotels
- Added value: Participated in the Charlottesville Tourism for All class.
 - Increased accessibility in winter



www.boarsheadresort.com/wander

EXPERIENCE EXAMPLE- BLACKFEET TOURISM

- 12M Visitors to MT
(Institute for Tourism and Recreation 2020).
- 16% came through
Blackfeet
- Lack awareness of what to
do on reservation

Campgrounds

Blackfeet Manpower manages
4 campgrounds on the
reservation

Seasonality

Key destinations close after
Sept - May



WINTER WONDERLAND

LOCATED AT RED EAGLE
CAMPGROUNDS

ACTIVITIES INCLUDES

- SLED RACES
- DRIFT WORLD
- CROSS COUNTRY SKIING
- SNOWSHOEING
- JUMBO JENGA
- BUILD A SNOWMAN
- POP SHOOT OUT
- WINTER BOWLING
- FROSTY SNOWBALL FIGHT
- WONDERLAND EXPRESS-SLEIGH RIDES!!!



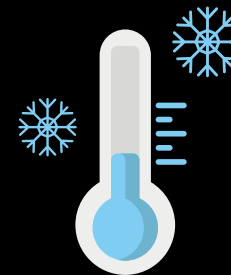
\$25.00 PER
PERSON
SPONSORSHIP
IS AVAILABLE

UNLIMITED SNACKS

- POPCORN
- SNOWCONES
- HOT DOGS
- CHIPS
- SMORES
- HOT CHOCOLATE

FUN
FUN
FUN

BLACKFEET WINTER WONDERLAND



Repurpose Space

Campground closed for the winter



Engage the Community

Community event that is open to the public



Private Sector Outreach

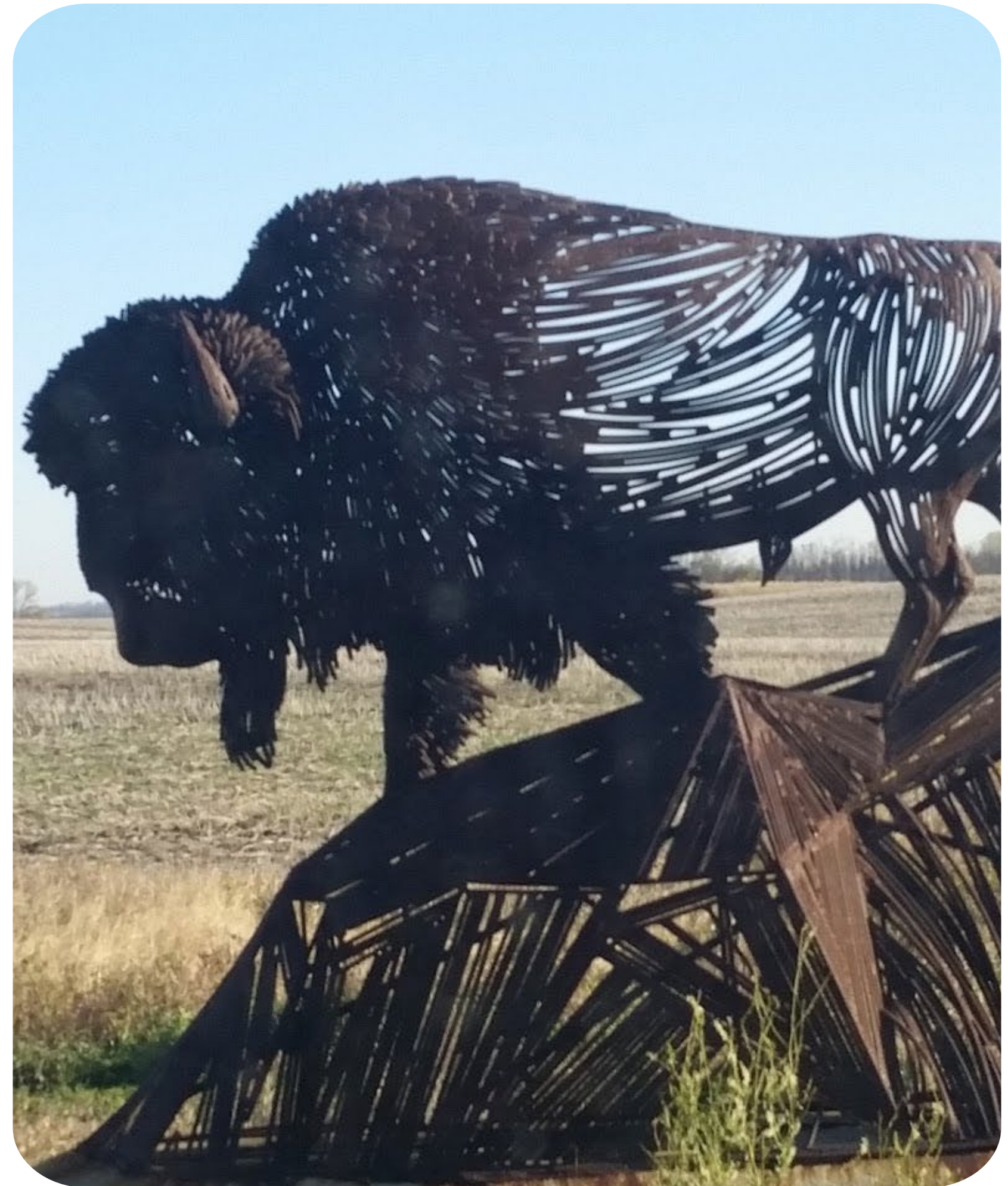
Tour operator donated gear at end of their season

WORKING WITH INDIGENOUS COMMUNITIES

Resources:

[Indigenous Tourism: How to Partner with Indigenous Communities Course \(free\): Developed by WeTravel/Indigenous Tourism Collaborative of the Americas:](#)

[Indigenous People and the Travel Industry: GLOBAL GOOD PRACTICE GUIDELINES: Developed by GAdventures, Planterra and GW IITS.](#)



STORY PRODUCT EXAMPLE – Syracuse Home of Winter

Series of funny
videos

Partnership
opportunities

Community
Engagement



PARTNERSHIP EXAMPLE

Art in Bloom at the Anderson House

- March in Washington, DC
- Historic property and floral artists
- Sold out event





Thank you!

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