

# Keeping Up Is Not Enough

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*Genuine Ideas...Uncommon Sense*



# **Visitor Trends**

**New has a one time shelf life.**

***Products & services must extend the  
quality & depth of experiences.***





**Strategic Challenge: *Mature Destinations*  
Avoiding Being Static, Old, Inauthentic  
Compared To “Newly Discovered”**

# Strategic Challenge: Keeping Up With The “New” Discoveries



## Where Are You The Best? Where Is It Enough To Be Second Best?



# Visitor Trends

Keeping up with the Jones now includes the Silva's, Li's,  
Smirnov's & Kumar's.

*Welcome must be reflective of ethnically, racially,  
age diverse market*





**Boomers 54-69 70 million**

**Expect to be sought after**

**Looking for recognition of their value**

**Technology: Emigrants.**

**Understand certain tools (apps) and aspects.**

**Expect different. Paved own path**

**Technology: Immigrants. Connector to world, success.**

**Gen X 35-53 60 million**



**Millennials 20-34 75 million**

**Expect respect and your attention**

**Technology: Indigenous.**

**It is regardless of time, location, situation.**



**53% under the age of 35**

## “Minority” Markets

**\$72,472 median household income  
39% higher than U.S. national  
average**



**55 million — nation’s  
largest ethnic or racial  
minority.**

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# Destination Trends

**It's not enough to be better than your competitors.**

***Consistency, constancy, creativity necessary for differentiation.***

***“Greatest Snow on Earth®, Park City is so much more than  
your typical ski town.”***



# Strategic Response: Constant Reinvention

## Avail-“ability”

- \* Extend the experience with...experts, equipment
- \* Food Trucks
- \* Outdoor relaxation space
- \* Walkable

## Local Everything

- \* Artisan Food & Retail
- \* Stories & History



## Different Perspectives

- \* Intriguing Ideas and Settings
  - o Authentic Community
  - o Natural, old-fashioned experiences
  - o Star-gazing, honey-making, snow tunnel creations

## Incubators

- \* Art
- \* Design
- \* F&B
- \* Tomorrow



# Visitor Trends

**Digital Technology is not just for sometime**

*It is vital, constant, becoming a natural reflex*

*68% U.S. adults have a smartphone*

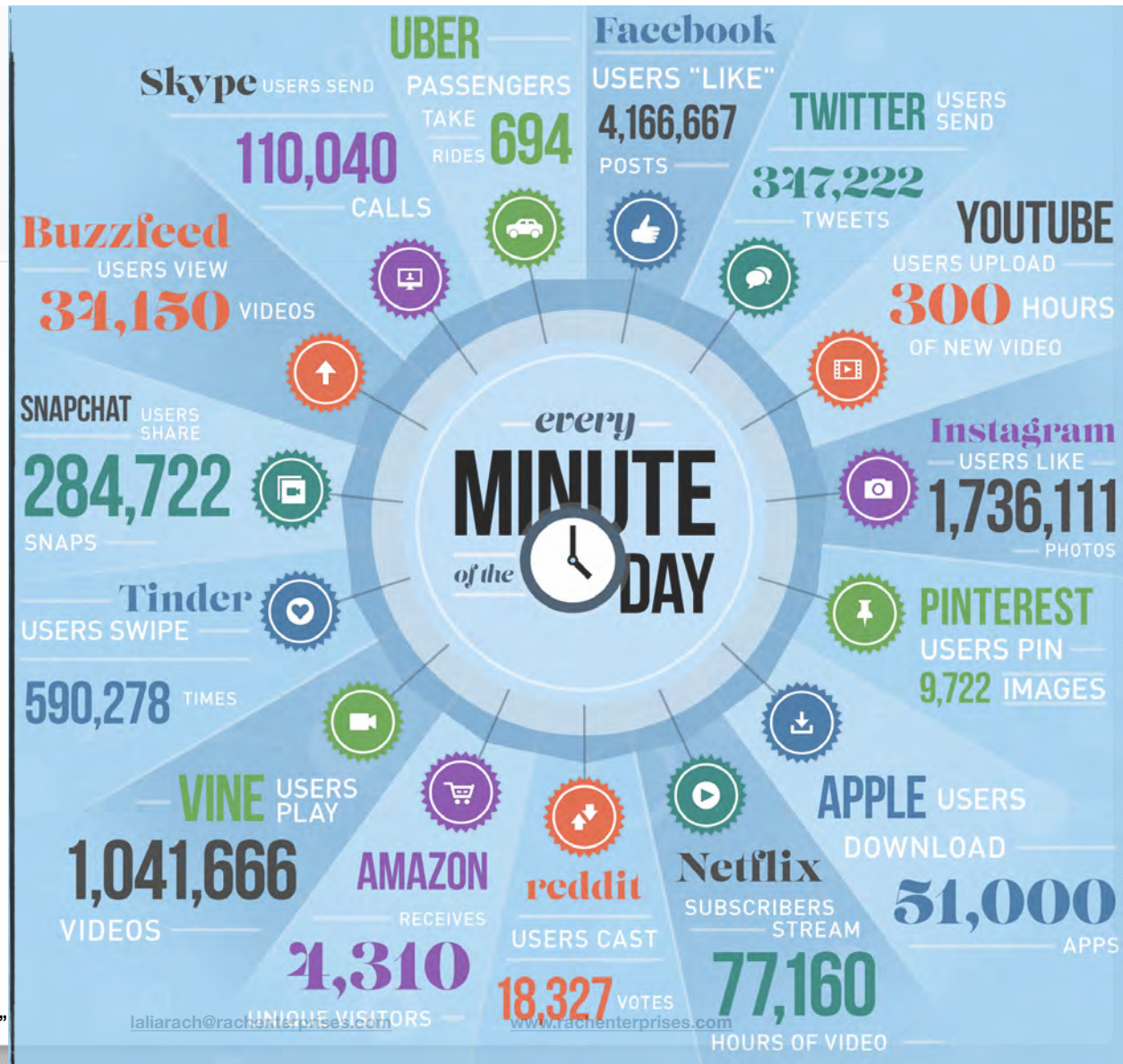
*45% own a tablet (pew research)*




## Video Trumps Images & Content. Does Your Website Reflect This?

- YouTube: 5 hours of new video uploaded per second.
- Vine: >17k videos played per second.
- Netflix: 1,286 videos streamed per second.
- BuzzFeed: 569 videos viewed per second.

[www.domo.com/blog/2015/08/data-never-sleeps-3-0/](http://www.domo.com/blog/2015/08/data-never-sleeps-3-0/)







Most people are more comfortable with old problems than with new solutions. *Author Unknown*

Leadership is Thinking Differently,  
Thinking Anew about client strategies



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*To continue leading...  
To exceed expectation...*



**Look for ideas outside the industry  
to spark your imagination!**



## WHY CHOOSE A SILVERCAR?

No lines. No paperwork. Premium features at no extra cost.



Motto: "CAR RENTAL THAT DOESN'T SUCK"



Free GPS



Free WI-FI



Free Satellite Radio



Fair Toll Tracking



Fair Fuel Plan

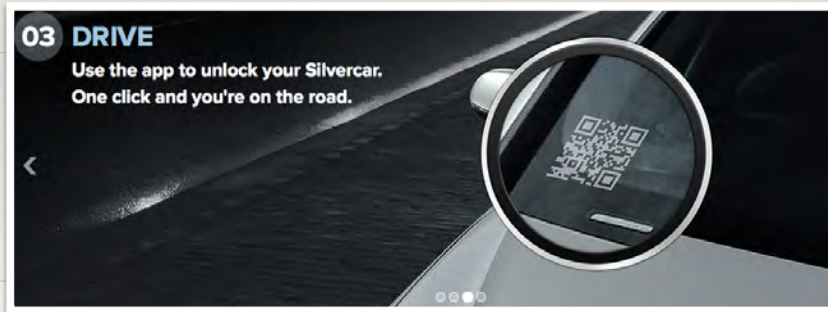
*A mission to reimagine the airport car rental experience.*

Silvercar [silvercar.com/#/](http://silvercar.com/#/)

<https://www.youtube.com/watch?v=TLJyXabhLLg>

### 03 DRIVE

Use the app to unlock your Silvercar.  
One click and you're on the road.



Thinking Anew: Eliminating Friction Points



# What Does Silvercar Provide?

*Employs technology to provide convenience — in every way*

*Gathers data to provide personalization — increasing after every use*

*Simplified, Identified friction points, Delivers what traditional offerings were missing*

# How Can You Utilize This Information?

- Identify friction points for your visitor.
- Delineate where you can reclaim your relationship with visitor.
- Recognize if you do not respond to wishes/demands of visitor it creates space for disrupter.

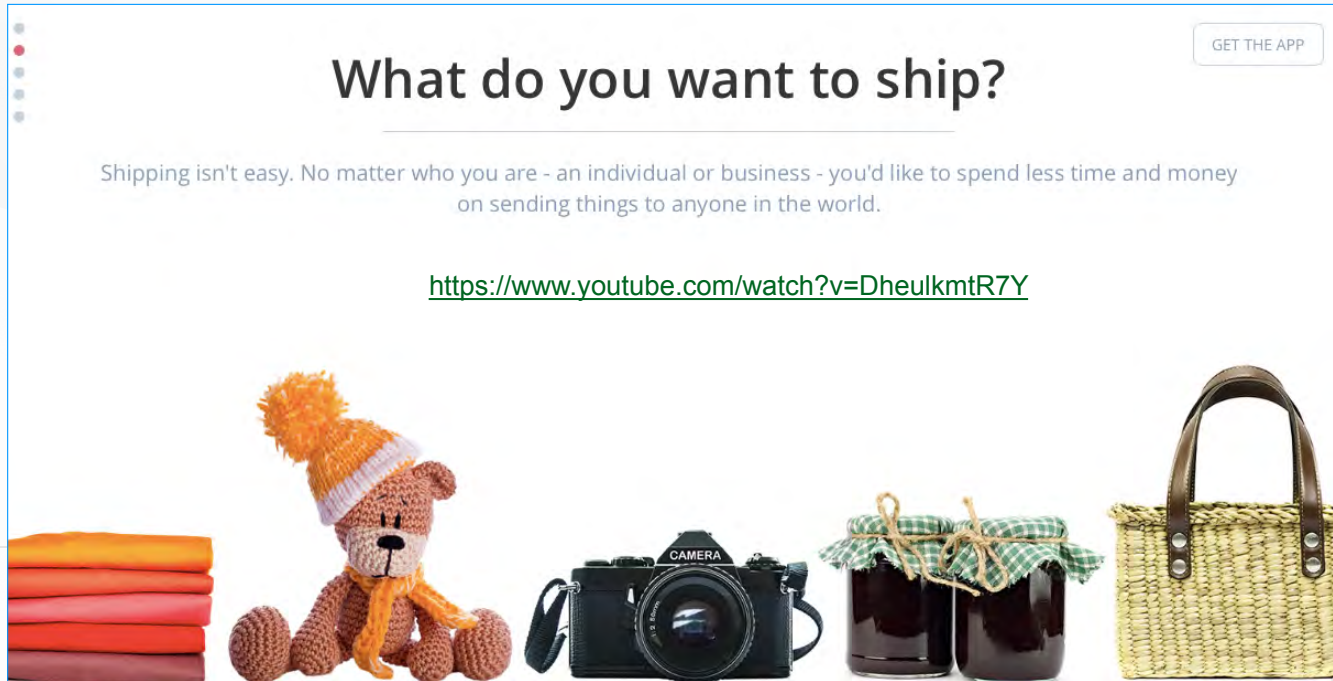




Need to send something,  
somewhere...

Snap a photo

Request a pickup (they pack,  
send anywhere at the lowest  
price possible)



**Fix My Problems, Provide  
Convenience, Value My Time**

# What Does Shyp Provide?

*Solution to everyday issues*

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*Response to consumer desire to make things easier — See a Problem, Fix It!*

## How Can You Utilize This Information?

- Determine everyday issues your visitors encounter and fix them.
- Focus on making the small things perfect.
- Ease and convenience of the visitor should be a primary goal of your business.





**D.I.W.M. Make Me The Hero, Expert.  
Help Me Achieve**

<https://www.youtube.com/watch?v=eim4OXg1ShM>

**Too busy, no green thumb**

**Go online, enter info  
(location, size of garden)**

**Pick the seeds suggested**

**“Plant” what is sent to you**



# What Does Seedsheet Provide?

*Taps into desire for...*

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*...fresh food, to grow own successfully*

*...convenience, speed, DIWM*

*Considers why, what, how of the customer*

## How Can You Utilize This Information?

- What technology can be blended into real to meet wants, needs of client/visitor to do more, be more?
- Do employees understand their role in the success of the business/destination?
- Determine if you are comfortable with thinking past success = future success.



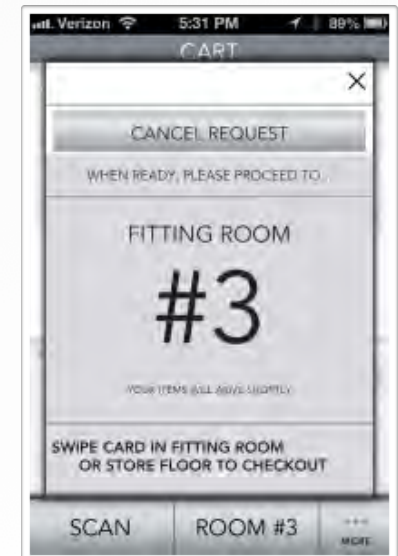
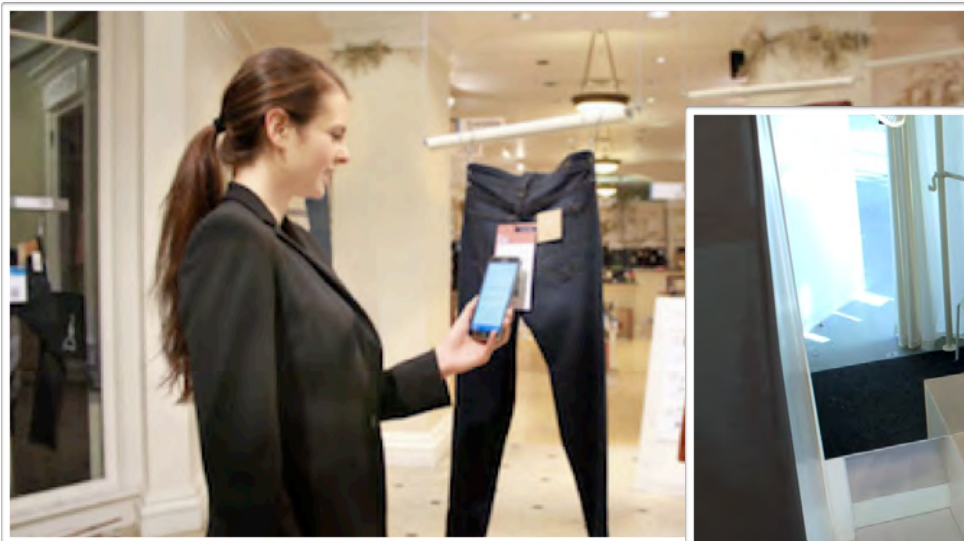
HOINTER

## Boosting The Positives Of Direct Interaction With Technology



Taking back the primary relationship with customer

Elevating the in-store experience through technology



# What Does Hointer Provide?

*Uses technology to improve the consumer experience*

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# What Does Macy's Gain?

*Reclaims space lost to online competitors (Amazon)*

# How Can You Utilize This Information?

- Determine what old assumptions drive your strategy.
- Review how often your opportunities end in no decision, are stalled or stuck.
- Identify what processes are inherently broken, overpriced, or frustrating to your clients/visitors.



# Lead New Thinking About Your Strategy

- In what areas does your organization excel? Where does your area excel?
- What situations did not exist 1, 3, 5, 7, 10 years ago? Have you adjusted work flow, standards, and behaviors to meet the changed?
- To Fulfill Mission & Initiatives
  - ★ Be agnostic: Cross-sell the destination; Provide assistance on anything Summit/PC
  - ★ Be authentic: Tell your story; Be a local
  - ★ Be professional: Deliver quality service/products consistently; Offer world class experience and service; Train your workforce



# Questions?

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Consulting services or speaking engagements

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