

Take Your Resort to the Next Level With These Enhancements

Written by AZFoothills.com

Wednesday, 28 April 2021 10:26 - Last Updated Thursday, 28 April 2022 10:31



No one said that owning a resort hotel, restaurant, and spa would be easy. It isn't. In fact, it is one of the toughest businesses to do successfully. There are so many things that can hurt your business that it is impossible to prepare for them all. Running such a business is an exercise in the art of the possible. It is all about being able to roll with the punches and swim with the tide. You have to think on your feet and be able to deal with rapid-fire crises coming at you one after the other. It is a business for those with nerves of steel.

Obviously, safety has to be your number one concern. You will very likely have armed security on staff to deal with emergencies in a way that keeps everyone as safe as possible. But with firearms comes additional responsibility such as making sure you have the best [gun locker](#) you can get. Be sure you have a similarly secure way of storing ammunition separately. These are the types of considerations that separate top rated resorts from all the rest. Once you have made it as secure as possible, consider the following:

Upgrade Your Interior Designs

One of the things that sets a resort apart from hotels is the attention to [interior design](#). At the root of it, a hotel is a place to sleep when you are far from home and stuck doing other things. If it is a very nice hotel, it offers a very nice place to sleep. There are always a few amenities like a desk, ice, and sometimes a very high-end restaurant. But the primary function of a hotel is still a temporary place to stay while you are in town for business and other overarching purposes.

A resort is a destination in and of itself. People go there for the experience of being in a luxurious place. It is the difference between a ferry and a cruise ship. A ferry, no matter how nice, is fundamentally transportation. A cruise ship is the destination. Your resort has to be set apart from mere hotels. One of the ways you do that is by luxurious interior design and attention to detail. It helps to have a theme that draws in enthusiasts. Disney resorts come to mind. It could be sci-fi themed, nature themed, or anything with a particular focus. Your theme dictates design.

Smart Tech and Automation

Smart tech and automation are two things consumers are quickly adopting. We have gotten to the point where you can't buy a TV that is not some kind of smart TV. It is no longer a passive screen that displays content. People also have compact, over-the-top systems they can take with them on trips so they can watch their favorite content. After all, [the best thrillers on Netflix](#) aren't going to just watch themselves.

People would rather not log into their accounts on your system. They just want an HDMI connection for plugging their own box into the provided TV. You don't have to try to squeeze ad revenue from them, or try to harvest their data. That is what cheap hotels do. As a resort owner, you can do better. Be sure your other smart devices such as smart speakers, are easily accessible. An Amazon Echo can be set up to control the lights, blinds, and HVAC by voice. These are the little things that make a big difference in the overall experience.

Lots of Options

Not everyone likes sushi. That means you need to have more than a sushi bar as a restaurant. You need more than one restaurant to suit the tastes of more than one type of guest. Be sure your restaurants have a variety menu that will have a little something for everyone. Offer more than one kind of show. Provide more than one type of pillow. The more options you can provide, the more likely it is you will please more people. When they find just what they are looking for, it feels like money well spent.

A resort is a big venture with lots of moving parts. But you will greatly increase your chances of success by adding better interior design, smart

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tech your customers are already used to, and more options that will suit more people.