

Outdoor lodging, such as glamping resorts, differs significantly from traditional hotels in both infrastructure and guest experience. Unlike hotels that operate within permanent buildings with stable utilities and controlled environments, outdoor lodging relies on semi-permanent structures like tents, yurts, and RV sites that are more vulnerable to weather conditions and physical wear. This creates greater variability in maintenance needs and limits infrastructure capabilities, particularly in areas such as Wi-Fi reliability, plumbing, and waste management. From a guest experience perspective, traditional hotels focus on consistency and predictability, while outdoor lodging emphasizes unique, nature-based experiences combined with comfort. Guests expect a balance between adventure and luxury, which can be challenging to consistently deliver due to environmental factors. As a result, managing expectations and maintaining service quality is more complex in outdoor lodging settings.

Cypress Trails Outdoor Resort generates revenue through multiple streams that extend beyond basic lodging. The primary source of income is room revenue from glamping tents, yurts, and RV site rentals, which is driven by a relatively high Average Daily Rate (ADR). In addition, the resort earns ancillary revenue from adventure packages such as kayaking, birdwatching, and guided nature walks. Food and beverage operations, particularly farm-to-table dining sourced from local farms, provide another important revenue stream. Additional income may come from add-on services like equipment rentals or premium experiences. However, despite a strong ADR, the resort faces financial pressure due to seasonal fluctuations in occupancy and underperformance in ancillary revenue, limiting its overall profitability.

To address staffing shortages, the resort can implement cross-training programs that allow employees to perform multiple roles, increasing flexibility during peak periods. Offering seasonal incentives such as bonuses, housing assistance, or partnerships with local colleges can help attract temporary workers. Flexible scheduling and part-time staffing pools can also improve labor availability. For maintenance challenges, particularly with tents and yurts, the resort should shift to a preventative maintenance approach to reduce long-term repair costs and unexpected issues. Investing in more durable, weather-resistant materials can also minimize wear and tear. Additionally, outsourcing specialized maintenance tasks when necessary can reduce strain on internal staff and improve efficiency.

Guest satisfaction plays a critical role in profitability, especially in outdoor lodging, where the experience is a primary selling point. Negative reviews related to inconsistent housekeeping, slow check-in, or unreliable Wi-Fi can significantly damage the resort's reputation and reduce future bookings. Unlike traditional hotels, where brand standards may help maintain customer loyalty, outdoor lodging relies heavily on word-of-mouth and online reviews. Low guest satisfaction can lead to decreased occupancy rates and reduced willingness to pay premium prices. On the other hand, high satisfaction levels can increase repeat visits, strengthen pricing

power, and encourage guests to spend more on ancillary services. Therefore, maintaining a high-quality guest experience directly impacts both revenue generation and cost efficiency.

Technology plays an increasingly important role in shaping guest expectations, even in nature-focused lodging environments. Reliable Wi-Fi is essential, as many guests still expect connectivity for communication, entertainment, and even remote work. Poor Wi-Fi performance is a major source of dissatisfaction. In addition, modern booking systems that offer seamless online reservations, mobile check-in, and real-time availability are now standard expectations. Internally, property management systems can improve operational efficiency by coordinating housekeeping, maintenance, and guest services. While outdoor resorts may promote a sense of disconnection from daily life, they must still provide a baseline level of technological convenience to meet guest expectations.

The introduction of dynamic pricing is a feasible strategy for managing seasonal demand fluctuations. By adjusting prices based on demand, the resort can maximize revenue during peak periods and attract more guests during slower seasons. However, pricing strategies must be carefully managed to avoid customer dissatisfaction. Loyalty programs are also a valuable tool for encouraging repeat visits and building long-term relationships with guests. Offering rewards such as discounted stays, complimentary activities, or dining credits can increase customer retention and stabilize occupancy levels. Together, dynamic pricing and loyalty programs can help improve revenue consistency and overall financial performance.

Cypress Trails already incorporates sustainability through eco-tourism and farm-to-table dining, but there is room for improvement. Current challenges include limited waste management infrastructure and high resource usage for laundry and maintenance. The resort can enhance sustainability by implementing composting and recycling programs, investing in water-efficient laundry systems, and encouraging guests to reuse linens and towels. Additionally, incorporating renewable energy sources such as solar power can reduce environmental impact. Educating guests on sustainability practices can also enhance their experience without compromising comfort. These improvements allow the resort to strengthen its eco-friendly brand while maintaining the level of luxury expected by guests.

To enhance guest experience, the resort should focus on improving housekeeping consistency through standardized procedures and inspections, upgrading Wi-Fi infrastructure, and streamlining the check-in process with mobile or self-service options. To optimize operational efficiency, management should implement cross-training for staff, adopt preventative maintenance systems, and invest in a property management system to better coordinate daily operations. Finally, to increase ancillary revenue, the resort can bundle lodging with activity packages, expand unique experiences such as seasonal events or workshops, and promote dining through pre-booked meal plans or exclusive offerings. These combined strategies will help

Cypress Trails improve guest satisfaction, reduce operational challenges, and increase overall profitability.