



# Campaign Deck | Wild Bear Inn | Abstract

## ABSTRACT:

Big hotel brands are investing in motel and boutique properties - remodeling them to create a **more immersive experience** to match the **current traveler needs and desires**.

 *Immersive Experiences Are On The Rise*

Westgate has the opportunity to **improve all key performance indicators** by adjusting the experience and branding at Wild Bear Inn.

 *Strike While The Trend Is Surging*

**Travelers trust and reward brands** that care about all elements of their stay - creating a true **experience of being hosted and personal belonging**.

 *Be More Than Memorable*

## GOALS:

- **Higher Online Conversion**
- **Higher Average Daily Rate**
- **Higher Occupancy Rate**
- Longer Length of Stay
- Higher Online Ratings
- Higher Social Engagement
- **Higher Expectations**

## TODAY'S TRAVELER:

Cater to their individual experience and make everything sharable and story-worthy. **Our #1 time to create the 5 Star booking snowball is while on property.**

 *A Little Bit Goes A Long Way*

Travelers are **willing to pay more** to stay at a motor inn with remodeled rooms and amenities, and no longer expect motor inns to be the bottom of the barrel. **They could be boutique.**





# Campaign Deck | Wild Bear Inn | Abstract

## MODERN AMENITIES PEOPLE EXPECT:

- Digital Check In
- Smart TV
- Thoughtful Coffee and Snacks
- Emphasis on Environment
- “Bleisure” amenities: Space to work, fast wifi

## REQUESTED CHANGES:

- Updated In-Room Decorations
  - Bonus for Floor, Wall and Furniture Refresh
- New modern In-Room and Inn Amenities
- Updated Lobby Decorations
  - Bonus for Floor, Wall and Furniture Refresh
- Fun Outdoor Lighting
- More Moments to Photograph

## EXPECTED RESULTS:

- Online Images that Pop!
- Increased Organic Sharing



WESTGATE RESORTS



# Campaign Deck | Wild Bear Inn | Industry Insights

## KEY TAKEAWAYS

- Travel companies should seek ways to attract local and regional tourists as well as international visitors and prepare for a rapidly evolving customer base.
- More and more visitors are coming from emerging markets.
- Millennials and Gen-Zers are the most influential travelers globally. Relative to older generations, they are planning more trips.
- Multigenerational and blended travel is on the rise because of changing lifestyles, flexible work setups, and aging populations. And solo travel has become a mainstream trend, not a niche.

*Travel has evolved into something deeper. It's about identity, belonging, and personal growth. People aren't just going places. They're searching for themselves along the way.*

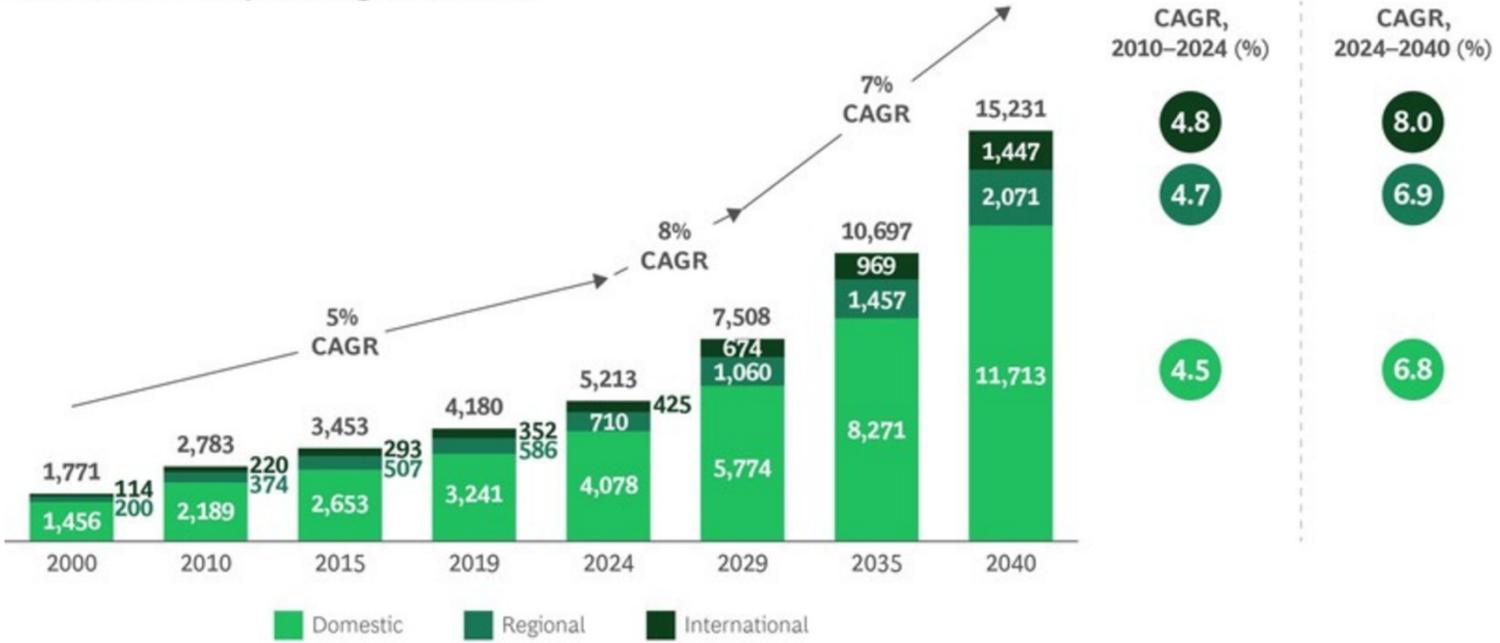
*This isn't just a demographic update. It's a strategic turning point for hotels.*

*Here's the hard truth: "If you're still just selling a bed, you're not in hospitality. You're in logistics."*

### EXHIBIT 1

## Demand for Travel Keeps Growing, with Domestic Travel Making Up the Majority

Leisure travel spending (\$billions)

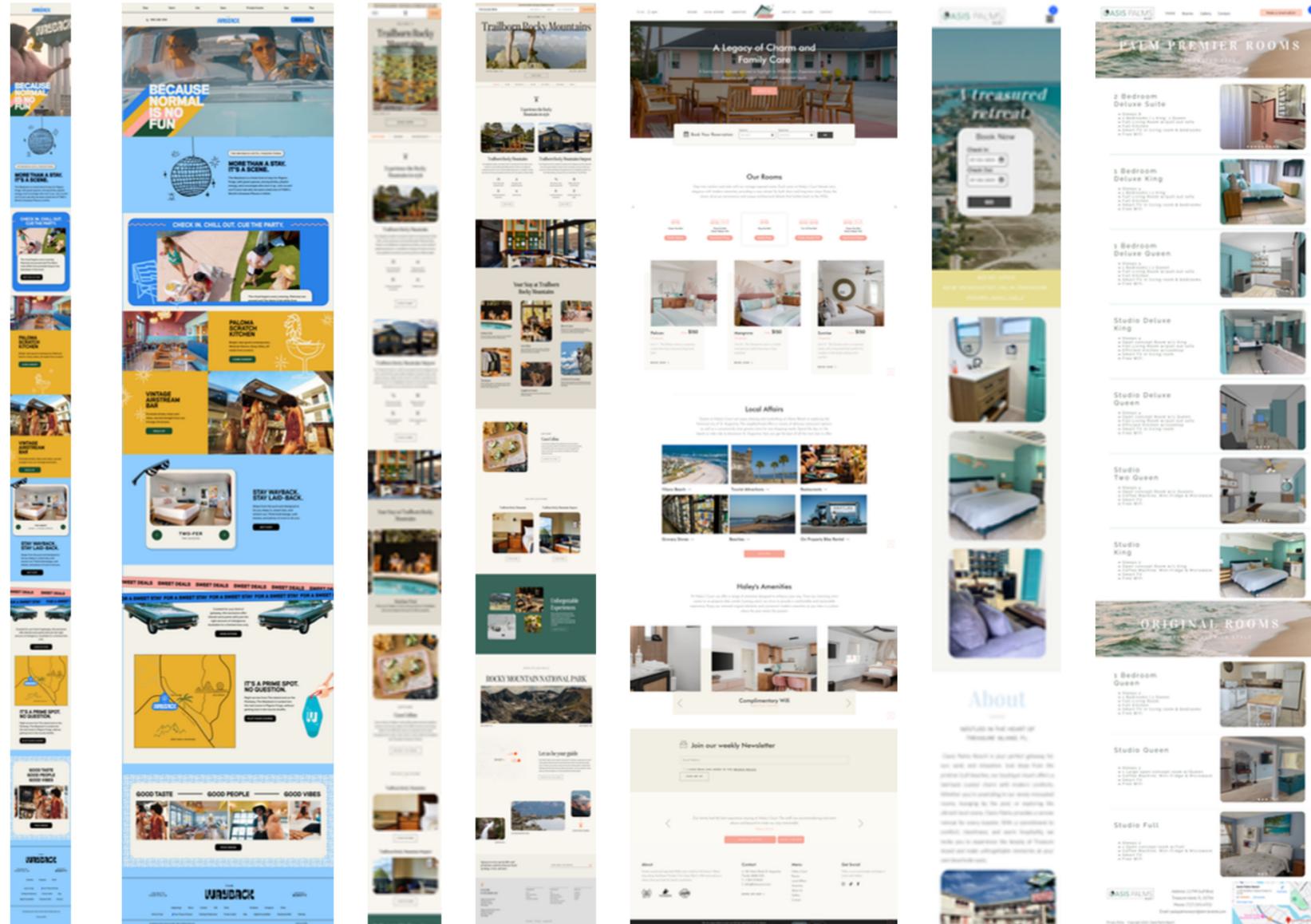


Sources: Tourism Economics; BCG analysis.  
Note: Regional travel refers to outbound, but not long-haul, travel. Example: Travel from the US to Canada would be regional travel, and travel from the US to China would be international travel. Based on a sample of 68 countries. Numbers have been rounded.





# Campaign Deck | Wild Bear Inn | Competitor Research



## COMPETITORS IN MOTEL TRAVEL

- **Trailborn** - Boutique Hotels in Extraordinary Destinations
- **The Wayback** - Boutique Motel in Pigeon Forge

Both are backed by Marriott.

Mom and pop, family run motels are chasing the trend and using online booking platforms like Airbnb to gain attention.

- **Haley's Court** in St. Augustine Vilano Beach, FL
- **Oasis Palms** in Treasure Island Beach, FL
- **Little Mod** in Charlottesville, VA

Motels turned into full service boutiques are in full swing makeover madness.

