



**SUTTON'S**  
ADVENTURES

# 90-DAY STABILIZATION CONSULTING PROGRAM

A hospitality-driven operational approach to stabilizing, optimizing, and elevating outdoor hospitality assets.

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Sutton's Adventures

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# STABILIZATION PHILOSOPHY



## Thoughtful Stabilization Creates Stronger Long-Term Assets

Successful transitions require more than operational changes alone.

The strongest outdoor hospitality assets are built through:

- intentional evaluation
- operational clarity
- team alignment
- guest trust
- visible improvements
- sustainable systems
- thoughtful long-term planning

My stabilization approach focuses on understanding the full operational ecosystem of a property before implementing meaningful improvements designed to strengthen both operational performance and guest experience.

The goal is not simply to improve operations, but to create a clear roadmap for long-term operational success, guest satisfaction, and sustainable asset performance.



# DISCOVERY & ASSESSMENT

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## The First 72 Hours - Observe Before Disrupting

The first 72 hours onsite are focused on understanding the current operational environment before implementing major changes.

### **Key priorities include:**

#### **Full Property Walkthrough**

- Evaluate guest flow and overall environment
- Identify deferred maintenance
- Assess cleanliness and landscaping
- Review signage and wayfinding
- Identify immediate operational opportunities
- Document visible quick-win improvements

#### **Team Observation & Relationship Building**

- Meet with existing staff and management
- Understand current workflows and responsibilities
- Identify strengths, challenges, and operational gaps
- Begin building trust and alignment
- Gather operational insight from current teams

#### **Guest Experience Evaluation**

- Speak directly with current guests
- Gather honest feedback
- Understand pain points and strengths
- Identify recurring guest experience themes
- Evaluate overall park atmosphere and usability

#### **Systems & Operational Review**

- Evaluate booking systems
- Review communication processes
- Assess online visibility and guest accessibility
- Review operational procedures and workflows
- Begin identifying immediate operational inefficiencies

# HOW THE PROGRAM WORKS

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## Every property is unique...

and each engagement is customized based on the needs of the asset, ownership group, and operational goals.

The ***90-Day Stabilization Consulting Program*** combines targeted on-site engagement with ongoing remote support and accountability.

A typical engagement may include:

- Initial on-site assessment and discovery
- Staff and guest interviews
- Operational audits and evaluations
- Weekly owner and management calls
- Systems implementation support
- KPI tracking and accountability
- Follow-up on-site visits as needed
- Final recommendations and long-term planning

The goal is not simply to be present on-site, it is to create measurable operational improvements and a clear roadmap for long-term success.

# PHASE 1: DISCOVERY & ASSESSMENT

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## Understand the Full Operational Ecosystem - Primarily On-Site

The first phase of the **90-Day Stabilization Consulting Program** focuses on gathering operational insight, identifying opportunities, and establishing a clear baseline for improvement.

During this phase, *Sutton's Adventures* works closely with ownership, staff, and guests to understand the property's current strengths, challenges, and long-term potential.

### **Key priorities include:**

#### *Operational Audit*

- Existing workflows and procedures
- Staff structure and responsibilities
- Vendor relationships
- Maintenance systems
- Communication processes

#### *Guest Experience Audit*

- Ease of booking and onboarding
- Guest communication
- Site usability and flow
- Amenity evaluation
- Comfort and cleanliness standards

#### *Financial Review*

- P&L analysis
- Expense evaluation
- Immediate cost-saving opportunities
- Revenue opportunities
- Operational allocation review

#### *Culture & Team Evaluation*

- Staff morale and engagement
- Leadership strengths and gaps
- Alignment with future operational vision
- Staffing needs and restructuring opportunities

# PHASE 2: IMPLEMENTATION & SUPPORT

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## Reduce Operational Friction - Hybrid (On-Site & Remote)

With the assessment complete, the focus shifts toward implementing practical improvements that increase consistency, efficiency, and guest satisfaction.

This phase combines hands-on implementation, team support, and ongoing accountability to ensure recommendations translate into measurable operational improvements.

### **Key priorities include:**

#### *Systems Implementation*

- SOP development
- Staff training systems
- Communication workflows
- Operational checklists
- Maintenance tracking systems

#### *Booking & Visibility Optimization*

- Improve online booking experience
- Increase online visibility and discoverability
- Optimize marketplace listings
- Improve guest communication systems
- Streamline onboarding processes

#### *Operational Efficiency*

- Clarify team responsibilities
- Improve operational consistency
- Simplify recurring workflows
- Reduce unnecessary manual processes

#### *Immediate Guest Experience Improvements*

- Cleanliness and maintenance improvements
- Landscaping and curb appeal
- Signage and usability
- Guest comfort enhancements
- Visible quick-win upgrades

# PHASE 3: OPTIMIZATION & TRANSITION

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## Elevate Experience, Culture, and Performance - Hybrid

As foundational systems begin taking hold, the focus shifts toward refining performance, strengthening culture, and creating a sustainable path forward.

This phase helps ownership transition from short-term stabilization to long-term operational success through accountability, guest experience enhancement, and strategic planning.

### **Key priorities include:**

#### *Team Culture & Accountability*

- Leadership alignment
- Accountability systems
- Employee growth and mentorship
- Initiative and improvement culture
- Performance expectations

#### *Hospitality Experience*

- Guest communication refinement
- Amenity improvements
- Community-building opportunities
- Retention-focused experience enhancements
- Review and reputation optimization

#### *Revenue Optimization*

- Seasonal pricing evaluation
- Demand-based pricing opportunities
- Ancillary revenue opportunities
- Retention and repeat guest strategy

#### *Long-Term Improvement Planning*

- Phased capital improvement roadmap
- Expansion opportunities
- Future operational goals
- Long-term scalability planning



# WHAT HAPPENS NEXT?

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## Stabilization Is Only The Beginning

The goal of the **90-Day Stabilization Consulting Program** is not simply to improve operations during the engagement; it is to create a foundation for long-term success.

At the conclusion of the program, ownership receives:

- A comprehensive findings and recommendations report
- Established systems and operational processes
- KPI tracking and performance benchmarks
- Team development and accountability frameworks
- A strategic roadmap for continued growth

From there, owners may choose the path that best supports their goals

### Option 1: Continue Independently

Utilize the systems, processes, and recommendations established during stabilization while managing ongoing operations internally. Best for ownership teams with existing operational capacity and internal leadership.

### Option 2: Virtual Asset Management

Transition into ongoing support through *Sutton's Adventures*. Services may include:

- Weekly strategy calls
- KPI monitoring and reporting
- Revenue optimization support
- Team accountability and coaching
- Quarterly business reviews
- Long-term operational planning

Best for owners seeking continued guidance, accountability, and strategic oversight.

### Option 3: Stabilize & Sustain Partnership

Continue the relationship through a long-term consulting and asset management partnership.

This option combines ongoing operational support with strategic planning to help maintain momentum, strengthen performance, and support future growth initiatives.

Best for owners seeking a trusted long-term partner.

Every property is unique. The right next step depends on ownership goals, operational needs, and long-term vision.



# STABILIZATION KPIS

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## Measuring Progress During Stabilization

The **90-Day Stabilization Consulting Program** uses a combination of operational, guest experience, financial, and team performance indicators to measure progress and identify opportunities for continued improvement.

### Operational KPIS

- SOP implementation progress
- Maintenance completion rates
- Team training completion
- Operational response times
- Process adoption

### Guest Experience KPIS

- Guest satisfaction feedback
- Review ratings & volume
- Repeat booking activity
- Communication responsiveness

### Financial KPIS

- Occupancy trends
- Revenue stabilization
- Expense management
- Booking conversion improvements

### Team & Culture KPIS

- Employee retention
- Team engagement
- Leadership accountability

# WHAT SUCCESS LOOKS LIKE

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## A Successfully Stabilized Property After 90 Days

### A successful first 90 days creates:

- Operational clarity
- Stronger systems
- Improved guest experience
- Visible property improvements
- Greater team accountability
- Improved online visibility
- Clearer financial direction
- Scalable operational infrastructure

### Guests Experience:

- A welcoming arrival
- Consistent communication
- Clean, comfortable environments
- A memorable stay worth returning for

### Teams Experience:

- Clear expectations
- Stronger communication
- Greater confidence
- Increased accountability

### Ownership Gains:

- Operational visibility
- Reliable systems
- Improved performance
- Strategic direction for future growth





## CONTACT

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