



Blue Orca  Hospitality  
BEAUTIFUL PLACES, BEAUTIFUL EXPERIENCE

# BLUE ORCA HOSPITALITY

*Management and Consulting Firm*

*BEAUTIFUL PLACES, BEAUTIFUL EXPERIENCES*

# ABOUT BLUE ORCA

After more than a decade immersed in various facets of outdoor hospitality, I've gained a wealth of experience that I'm eager to share to help companies achieve their goals. My deep love for the outdoors and hospitality has taken me to incredible places and provided unforgettable experiences. With a strong passion for people and connection, I'm committed to continuous learning and sharing my unique perspective to foster growth and innovation within the industry.

[Blue Orca Hospitality](#)



## BLUE ORCA PHILOSOPHY

At Blue Orca Hospitality, we are dedicated to delivering tailored solutions that align with each client's unique goals and vision. By taking the time to truly understand your objectives, we collaborate with you to create customized strategies that not only drive profitability but also instill industry-best practices. Our mission is to ensure the long-term success and sustainability of your property. Guided by our motto, "Beautiful Places, Beautiful Experiences," we aim to create unforgettable destinations that stand the test of time.



## GROUND UP DEVELOPMENT EXPERIENCE

- *Opening Manager of River Run RV Resort (Now Sun Outdoors Rocky Mountain)*
- *100 Million Dollar ground up*
  - *240 RV spaces, 83 park models*
  - *36 Manufactured homes*
  - *Conestoga wagons and tent sites*
  - *5 Amenity buildings*
- *2 Restaurants, pool, activities program, groups and events*
  - *Staff of 35 +*
  - *Brand direction*



## GROUND UP DEVELOPMENT EXPERIENCE

- *Opening Manager for Village Camp Flagstaff*
  - *35 Million Dollar ground up*
    - *112 RV Spaces*
    - *65 Park Models*
  - *Restaurant and Bar*
    - *Amphitheater*
  - *Pool and Hot Tub*
  - *Retail Gift Space*
- *Sales program for park models*







# RELEVANT EXPERIENCE

- Grey's Point and Bethpage Campgrounds in Virginia
- Pony Express Campground in Salt Lake City
- Grand Lake Lodge, Grand Lake, CO Rocky Mountain National Park
- Lake Crescent Lodge, Olympic National Park
- Log Cabin Resort, Olympic National Park
- Food and Beverage Experience
- Retail, merchandising, inventory
- Systems implementation
- Team building
- Fiscal responsibility
- Client management



WHAT WE HELP  
WITH

# OPERATIONS

## **PMS Systems**

- Implementing and configuring Property Management Systems (PMS)
- Building out PMS systems for optimal functionality
  - Rates
  - Sites
  - Categories
  - Web interface and descriptions
  - Reporting

## **Maintenance**

- Creating and managing maintenance schedules:
  - Periodic maintenance
  - Routine maintenance
  - Deferred maintenance schedules to protect long-term investments

## **Labor Management**

- Developing labor budgets and forecasts
- Defining roles and creating SOPs for operations
- Creating schedule forecasts
- Managing hiring and recruitment processes
  - Job requisition creation
  - Onboarding system development
  - Designing interviewing guides



# FINANCIAL

- **Financial and Revenue Management**
- **Profit and Loss (P&L) Review**
- Conducting comprehensive P&L reviews
- **Projections and Budgeting**
- Preparing monthly financial projections and reviews
- Creating and managing budgets
- Performing Pro Forma analysis
- **Revenue Management**
- Developing and implementing rate strategies
- Building, managing, and optimizing rates
- Integrating and managing OTA (Online Travel Agency) platforms
- Utilizing dynamic pricing models
- Conducting competitive set (Comp Set) analysis

# MARKETING

## **Marketing and Branding**

### **Website Development**

- Designing websites with a focus on operational efficiency
- Creating engaging copy and marketing collateral

### **Social Media and Digital Marketing**

- Developing and executing social media marketing strategies
- Creating a 1-year marketing plan tailored to business goals

### **Public Relations and Partnerships**

- Collaborating with influencers to expand brand reach
- Managing PR relations and coordinating Fam (familiarization) tours
- Partnering with tourism bureaus and securing placements in publications

### **SEO and Online Presence**

- Implementing SEO strategies to enhance online visibility
- Managing online reviews and reputation

### **Customer Insights and Targeting**

- Building detailed customer profiles and analyzing demographics
- Developing target marketing campaigns to reach key audiences



# OTHER SERVICES

## **Human Resources**

- Creating detailed job descriptions

## **Policy and Procedures**

- Developing and implementing policies and procedures
- Creating SOPs (Standard Operating Procedures)
- Designing a basic operating manual for the park

## **Training and Onboarding**

- Conducting onsite trainings
- Preparing check-in packets and pertinent guest information

## **Signage and Communication**

- Designing effective and informative signage

## **Inventory and Cost Control**

- Establishing an inventory control system
- Performing monthly cost-of-sale analyses

## **Revenue Optimization**

- Developing strategies for ancillary revenue generation

## **Technology and Systems Management**

- Configuring and managing PMS (Property Management Systems)
- Overseeing third-party integrations

## **Client and Vendor Management**

- Managing client relationships
- Outsourcing additional management needs as required

# HOW IT WORKS

## Free Consultation

Once you reach out, we can schedule a phone or in-person meeting to discuss the specific needs of your business. As part of the process, you'll complete a brief form with key questions about your operation.

Our approach is collaborative—we aim to align with ownership, not take over. Our goal is to help you achieve self-sufficiency long after Blue Orca's involvement concludes.

We offer flexible consulting options:

**Hourly Consulting Fee:** Pay as needed.

**Monthly Retainer:** Commit to agreed upon hours per month at a reduced hourly rate for any additional hours.

Contracts are available in 3-, 6-, or 12-month terms, depending on your business needs.

All consultations, services, and shared information will remain strictly confidential. We bill net 30 at the start of each month





## CONTACT INFO

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