

DAVID V. GOLIATH

Council v. Club

Large Resort v. Small Resort

Club v. Council

- What are the benefits of a council?
- What are the benefits of a club?
- Do the two compete? Is competition healthy?

Breakout Discussions

- What are the benefits of a council from the perspective of 1) members; 2) resorts; 3) tour operators.
- What are the benefits of a club from the perspective of 1) members; 2) resorts; and 3) tour operators.
- Is there a reason for the two to compete?
- Do the two offer different opportunities?
- Does membership in a council promote membership in a club? If so, how?
- How can a council make itself a viable reason a skier want to join a council club?

Small Resort v. Large Resort

- Is there a difference for your council in working with one over the other?
- Does either offer a benefit that is not offered by the other?
- Is this ever a discussion in selecting a destination?