



Weather savvy: 3 complimentary perspectives for your operating leads

Any organizational effort requires a well-rounded complete approach. For your business to become weather savvy, it must also adhere to this principle. Organizational communication through all facets of your business will yield the highest returns for information and its proper assimilation. This document shows how each sector of your tourism business can be involved in becoming weather savvy to create a complete and time efficient perspective.

Activity-Based Perspective

Who is involved?

- Activity Directors
- Coaches
- Guides

What questions need to be addressed?

- What services are required for adequate enjoyment of the activity?
- How do clients respond to weather events?
- What is the scope of this activity?

Why are these questions important?

Having a data source from boots-on-the ground employees provides a direct cause-and-effect relationship between weather and the client experience. Knowing the activity and its limitations allow decision-makers better perspective on how to interpret weather data and resultant effects.

Client-Based Perspective

Who is involved?

- Marketing Director
- Advertising Agents
- Visitation Officer

What questions need to be addressed?

- How active are your clients?
- Are visitors regulars, pass-throughs, or vacationers?
- What types of demographic and age groups participate?

Why are these questions important?

Understanding your clients helps you to better react and interpret the effects of weather on business. If clients are active and in good physical condition, focuses on heat may be important. Visitors who are regulars may have less reliance on the weather because of their frequent visitations. Transient or vacationing visitors may substitute away from your business because of their increased reliance on the weather. Demographics and ages of visitors also have important impact: parents with children, seniors, singles, and groups all have different responses to weather conditions.

Business-Based Perspective

Who is involved?

- Operating Officer
- Financial Officer
- Planning Leads

What questions need to be addressed?

- How prepared is the business to withstand demand shocks?
- Are you unique in the industry?
- Do you have alternatives in place to mitigate a bad weather day?

Why are these questions important?

Once a business knows its strengths and vulnerabilities with respect to the weather, it is time for decision-makers to respond and profit from the additional knowledge. By understanding the ability of a business to withstand demand shocks, leaders can identify how aggressive they must be to mitigate negative effects of the weather. Do only severe threats endanger your business, or do minute trends? Do you need weather insurance, can you go-with-the-flow, or maybe financial weather derivatives? If you are unique in the industry you may be less resistant to weather shocks because people can't readily substitute to another activity. Finally, once on site, can you mitigate sudden weather problems by having alternatives to improve client enjoyment and satisfaction when the weather doesn't work to your advantage?



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