



An Uncommon Site Inspection

Never been to Stowe, VT?

Not sure of the proximity to Burlington International Airport?

Wondering what you do here in the winter if you don't ski?

Thinking about changing up the typical venue used for the past 10 years and trying something new?

These are the sorts of situations we encounter when encouraging a planner, a decision maker or a committee to come for a SITE- but not a Site Inspection. Here, we call it a Site *Experience*...

Just today we hosted two planners from a Bio-tech company out of New Jersey and as they were leaving I asked, 'so what do you think?' and they both replied, "this has been such a great experience..." - and this without any prompting from me!

How did we achieve this desired end up? We didn't just focus on the tour of our property; we paid a lot of attention to why this meeting was important (it's a congratulatory - team building venture), to who else they were seeing while in town (Topnotch and The Lodge) and where they've been in the past (this was to be the first of its kind for this division.) From there we thought about how we could differentiate ourselves from our competitors and we developed the following agenda:

- A personal welcome by Mai at the Burlington Airport
- A complete tour by Tanner
- A private, fire place special tasting menu presented by the Chef
- A visit by a local outdoor tour operator (they loved Max's idea of a dog sled ride!)
- My visit with them "€" they were pleased to know I am one of the owners
- A SPA gift bag upon departure
- And then for Mai to drive them on to their next stop along the way

Oh yea, and then our CEO - Chuck gave them a call as they were headed back to the airport.

Remember how we talked about ENERGY in our [last article](#) update? Well, this Site *Experience* provided more of the same by being more than just an Inspection... it was a happening, an occurrence, it was empiricism, it was perspicacity and it was a sense of their forth-coming reality... just what a Site *Experience* at Stoweflake is supposed to be.

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