

## MEGA RESORTS: PAST, PRESENT AND FUTURE

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## **Mega Resorts: Past, Present, and Future**

The purpose of this paper is to define, analyze and discuss the historical, present and future operations and development of mega resorts, and their effect on the Hospitality and Tourism Industry. Of the 20 largest mega resorts in the United States, 17 of them are in Las Vegas and of the 22 largest Resorts in the world 18 are in Las Vegas, Nevada.

We define a "Mega Resort" to mean one that is not only large in terms of size (1500+ rooms), but also one that has on-site upscale amenities such as a spa, fitness center, restaurants, shopping, abundant activities, and a fun nightlife. Many include on their premises a city like conglomeration of condominiums, hotel rooms and suites.

In today's travel industry, where money is frequently no object, limitations rarely exist. Hotel perks and services once reserved for the most elite travelers have found their way to any traveler willing to pay.

The resorts along the Las Vegas Strip are most typically thought of as mega resorts because of their gargantuan size and complexity. Las Vegas has been referred to as one of the modern Seven Wonders of the World. Today, Las Vegas is a futuristic city that's rapidly going upscale, with more attractions per square mile than anywhere else on earth, and mega resorts that offer the traveler a glimpse of Paradise.

Even more remarkable is the sheer scale of the development and redevelopment that's going on within the 4.5 miles of the Las Vegas strip. More than \$30 billion is being invested in the development of new mega resorts such as MGM/Mirage's City Center during a period of time when the rest of the country is in a recession.

## Basic-Time Line for Mega Resorts

Roman Public Baths

European Spa

Swiss Resorts

American Resorts:

- Spas

- Seaside resorts

- Luxury accommodation in the early 1800s

- Hunting and fishing resorts

- Horse racing and gambling became popular at resorts

First resorts areas develop (Atlantic City)

Railroads provide transportation

Las Angeles was a resort at one time

Hawaii resorts start with the advent of steamships

Ski resorts in America started, and tied to railroads

Development of interstate highway system gave the public to travel more

1950's- Disneyland and theme parks began

Jet service begins- New destination resorts proliferated

At this time many traditional resorts decline (Atlantic City)

1960's Boom in exotic travel within the US – Hawaii, Virgin Islands

Airline (Pam AM) develops resorts (Starts Inter-Continental Resorts)

1970's Development of International resorts

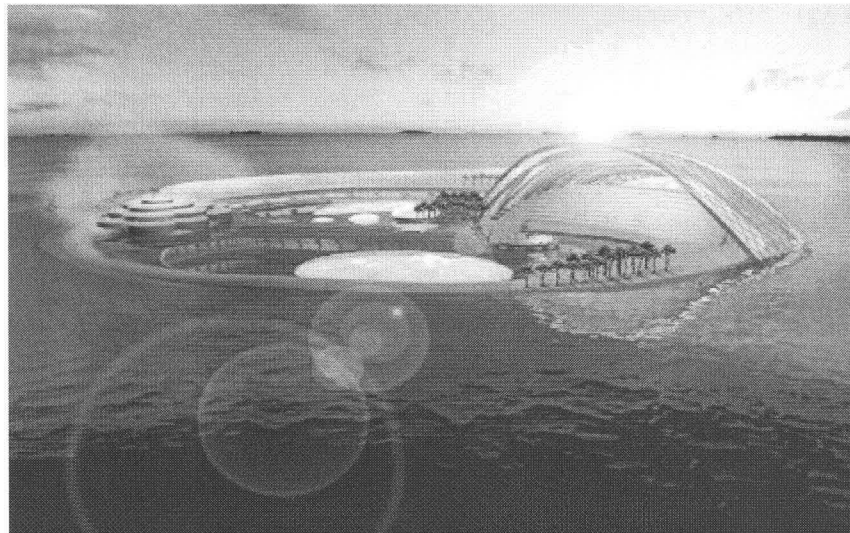
1980's four seasons resorts

Addition of convention segment to resorts market segment

Airline deregulation

1990's – global competition, cruise growth

Future- ?



Hydropolis – largest underwater hotel/ resort

The roots of resorts concept can be traced to the Roman Empire. Extending from the public baths, resorts were initially built in and around Rome before being devolved for pleasure of Roman legionnaires and consuls throughout the empire from North Africa, Greece, Turkey, Germany, Switzerland and even to England. The first baths were small, modest and separated the genders. These baths were large buildings and built at the public's expense. The Roman baths were much like the resorts of today because of all the amenities offered at their locations. The public baths served both health and social purpose and allowed for relaxation, while the sale of food and drink on the premises encouraged social interaction. After bathing the Roman people had always something to do, because most baths included gyms, libraries, snack bars, restaurants, rooms, shops lounges, taverns, museums and theatres. The Roman Empire began to decline at the beginning of the fifth century A.D. Social life at the English resorts languished until the seventeenth century, when it was refueled by improvements in roads and the introduction of the stagecoach.

In Europe, in the year 1326 A.D., Colin le Loup, a Belgian ironmaster, was cured of a long-term illness by the iron-rich waters of a spring near the town of Liege. He developed a shelter at the spring to welcome others. The popularity of the area grew so much that it was renamed Spa, meaning fountain.

The popularity of spas and resorts in England is a result of King Charles II. He did spend time at popular resorts of the day, Bath, Tunbridge Wells, and Harrogate. Thus began the long history of attractions being popularized by the rich and famous, a tradition that continues today. A second factor that made spas popular was the endorsement of the medical profession. Bathing in and even drinking salt water was regarded as a cure for numerous diseases and helped promote a seaside resorts. Popular activities at the baths included gaming, dancing, and other forms

of entertainment, including concerts, grand parades, and the pump room, where health-seekers “took the water.”

With the rise of popularity of the spas in the 1800’s created a demand for more private facilities.

This was directly responsible for the major development of the Swiss resorts industry. At this time period railroads did not exist and guests would travel long distances over poor roads to arrive at their destination. People would stay at the resorts for long periods of time – up to two months to get the best value for their travel expenses. This led to resort facilities being built to accommodate a guest better than an average inn at the time. The Hotel Baur au Lac, built in Zurich was the first resort to utilize the value of a scenic view facing Lake Lucerne.

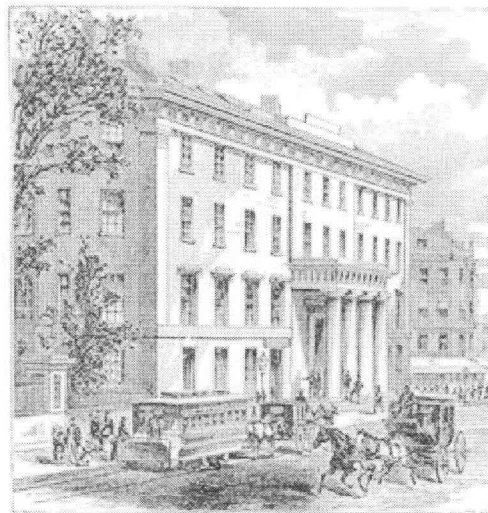
In the early 1800s, Switzerland was known as a summer resort area. However, in the 1860’s, several English visitors were convinced to stay on for the winter to come. Skating was already popular and favorite activity among travelers. In Switzerland guests and travelers were introduced to skiing and tobogganing. While the main attraction of these resorts was the promise of health cures, the popularity of these resorts was due more to the social activities and gatherings that were normally organized by management. One example was the Bains de Monaco, renamed Le Mont Charles (Monte Carlo) in 1863. Operating in the winter months when traditional summer resorts were closed, it offered guests a year-around gambling. While the main high light of the resort was still a health spa, the real sources of the resort’s success was the gambling that came into the resort all year around.

The earliest resorts in the United States were developed in the East and, as in Europe, were established around spas. Resort hotels were opened in Virginia, New York, and West Virginia in the eighteenth century. At approximately the same time, the seaside resort became popular. The latter was a commercial port where molasses was distilled into rum, which was then traded for slaves from Africa. When the slave trade was abolished at the end of the eighteenth century, the

town turned to tourism for its economical future. Wealthy southerners would venture north to escape the heat and malaria of South Carolina in the summer.

Early hotels were rather barren in terms of amenities. The forerunner of many upgraded facilities to be later found in resorts hotels was not a resort hotel itself. The Tremont Hotel in Boston, built in 1829, is credited with introducing a number of innovations in service, including:

- Elegant marble
- Carved walnut furniture in private rooms
- A pitcher and bowl and free cakes of soap in each guestroom
- Gaslight instead of candles
- French cuisine and silver table server that included forks
- Bellboys
- An “annunciator”- the forerunner of the room telephone
- Indoor plumbing
- Indoor toilets and baths
- Reception area
- Locked rooms for the guests



With Civil War in America at this time period, the nature of many Eastern resorts had long catered to southern gentlemen who brought their horses (and slaves) with them to race while they took the waters. The springs popularity declined and resorts had to re-focus on social activities. A new racetrack was built, but ultimately it could not compete with the higher purses at Newport and Monmouth Park in Long Branch, New Jersey. The resorts had to turn somewhere

to produce money and gambling was the answer, and drew some interesting characters until the early twentieth century, but reformists would change all of that.

America's first resort city was Atlantic City. Developed in the late 1800s, it attracted the middle as well as the upper classes. It built the first boardwalk to accommodate those seeking the health benefits of sunshine and fresh air, the first amusement pier that extended over the Atlantic, and the Observation Roundabout- later renamed the Ferris wheel. Railroads would bring day trippers; other guests stayed for the season in boardinghouses and resorts hotels. Today, buses bring day gamblers from New York City and other metropolitan cities and surrounding areas.

Into the twentieth century the typical North American resort was a summer operation. Improvements in transportation changed the structure of resorts. The railroad were instrumental in opening up areas of the country were inaccessible. Both railroads and resorts targeted the relatively few very wealthy individuals, who had a great deal of disposable income at their expense. Winter resorts did not become popular until the development of the automobile, which provided access to areas of the country suitable for winter vacations. California, in contrast, was the first area to develop as a warm winter resort, appealing to those looking to escape the winter cold. Florida, as a warm winter resorts, was developed more slowly but soon enough in the 1920, Florida because of more railroads down to Florida surpassed California in popularity as winter retreat for North Americans.

In 1929, the stock market crashed and World War II broke out in the United States. Production and development of resorts were put on hold for the war effort. After the end of the war and rationing, there was a period of economic prosperity. Leisure travel was available to a much broader segment of the population. In the 1950s with the development of the interstate highway system gave the average American great freedom of mobility. The development of Disneyland in California in 1955 was followed by a numerous other theme parks throughout the

country in the 1960s and 1970s. Disney World opened in 1971 in Florida and set the standard for destination for family resorts.

In the mid- 1950s, the development of jet travel was opened up, for North Americans, areas of Europe and the Pacific that were previously inaccessible. Air travel was still costly, however and relatively few could afford it. Soon, air-travel will dominate the travel industry.

In the early 1960s saw the development of the four season resorts. Realizing the risk involved in relying for business on one season of the year, hotels sought to develop year-round attractions. Planned resorts communities, large scale communities with a variety of accommodation options, recreational facilities and infrastructure came about.

The past decade has seen a new type of resort entering into the market- the mega-resorts/ family resorts. These properties are not necessarily the largest of the resorts. Rather they are properties that have upscale amenities on-site such as a spa, fitness center, shopping, recreational activities, and a fun nightlife. Examples include the Hyatt Regency Waikaloa in Hawaii and the Disney and Hyatt Grand Cypress hotels in Orlando, Florida. Because of the high cost of amenities provided an often fantasy themes that are part of the resort experience, the properties require high room rates and occupancies to be financially viable.

By the 1990s there was global competition for resorts to bring more guests and of course resorts were all over the world. From North American, Japan, the Mediterranean, Europe, and the Caribbean islands, there are resorts anywhere and everywhere in today's world. The most mega resorts located in one area can be found in Las Vegas, Nevada. In Las Vegas have seventeen of the largest mega resorts in the United States.

With the history of resorts, history suggests that resorts are completely dependent of transportation. As time continued on, the resort evolved to the demands and wants of the public during the time. From the creation of the stagecoach, the railroad, the automobile, jet-aircraft, the massive cruise ships, all helped the creation of the modern resorts and the mega resorts that most



of the general public can enjoy. In the future, and as transportation develops more, the resorts of today could be unthinkable in the future.

### **Current Mega Resorts**

Mega resort is a type of destination resort which integrates the services offered by a hotel, casino, dining, entertainment, and shopping into a single, large, and highly stylized or themed venue. The Las Vegas strip is best known for these mega resorts due to the number of resorts that are located there. Las Vegas is one of the biggest tourist destinations in the world, and with tourist comes the need to please them to regain their business the next time they came into town. Mega resorts make it very easy for their guests to have a relaxing and very enjoyable stay, regardless of which resort you are staying in. Resorts have come a very long way in just a short period of time, and with the advancements in technology in the service industry, the sky is the limit on what they will be able to do in the future.

We define a "Mega Resort" to mean one that is not only large in terms of size (1500+ rooms), but also one that has on-site upscale amenities such as a spa, fitness center, restaurants, shopping, abundant activities, and a fun nightlife.. If you enjoy a high-energy atmosphere and ample social opportunities Mega Resort's offer the best of all worlds...

Two Las Vegas, Nevada projects in 1969 and 1973<sup>[1][2][3]</sup> by architect Martin Stern, Jr. and entrepreneur Kirk Kerkorian, the International Hotel (later the Las Vegas Hilton) and the MGM Grand Hotel and Casino (later Bally's Las Vegas), set the standard for such casino resorts. After the International and the MGM Grand, the first megaresort is generally considered<sup>[citation needed]</sup> to have been The Mirage given its size and emphasis on non-gaming entertainment options like shopping and fine dining to draw in customers. Megaresorts use the same fantastic or

mythical theme (medieval life at Excalibur, tropical at The Mirage, famous cities, etc.) throughout their properties.

Current resorts are becoming bigger and allow its guest's availability to almost anything imaginable. The Wynn Las Vegas is a prime example of how far the world of resorts has come. It was opened on April 28, 2005, houses over 2700 rooms and suites, and has over 111,000 square feet of casino floor. Wynn Las Vegas is the first casino to include a luxury car dealership. Brand new straight from the factory cars include the Ferrari and also the Maserati brands. The cars on display range in price from a little more than \$100,000 to \$1.6 million. The Wynn Las Vegas also boasts an attraction called "Lake Of Dreams." The Mirage Hotel shows a beautiful water/light show available to any patron walking down the strip in Las Vegas, the Lake Of Dreams attraction the main attraction is a large waterfall behind a large group of rocks in the shape of the mountain facing the strip. The difference between the two attractions is if someone wants to see the Lake Of Dreams, they must actually enter the hotel. The show can be viewed from the Parasol Up which is an upstairs bar/viewing area. You can also watch the show from Parasol Down, where the view is much larger than the Parasol Up. For the people who are eating at the SW Steakhouse or Daniel Boulud Brasserie, where there is also a very good sight of the waterfall. Though new resorts are starting to differ themselves from their predecessors, those same predecessors are a corner stone for what most people consider Las Vegas, "sin city."

The Venetian Resort Hotel Casino is the largest AAA Five-Diamond rated Resort in the Americas, and one of the most popular/busiest in Las Vegas. It was opened on May 3, 1999, cost 1.6 billion dollars to construct, has over 7100 suites, and also contains over 120,000 square feet of casino/gaming area. The hotel is based on a Venice theme, and contains a very large 500,000 square feet indoor retail mall, which guests use gondola rides to get from shop to shop. It is home to over 15 upscale restaurants, including *Bouchon*, which is the vision of Thomas

Keller, America's top ranked chef. Those who stay at The Venetian also have access to the amenities that are offered including the Canyon Ranch Spa, which is a 69,000 square feet fitness center and spa. A new production of Andrew Lloyd Weber's musical The Phantom of the Opera, which runs 95 minutes long and new special effects only seen at the Venetian. The Phantom Theater, where the play takes place, was custom built to resemble the Palais Garnier, the original theatre where the play was performed.

The Luxor Hotel was one of Las Vegas's first themed mega resorts, which is based off an Egyptian motif. The entrance to the hotel makes it one of the most recognizable resorts in the world with a large imitation of The Great Sphinx of Giza above the doors. A theatre and 2000 more rooms were added a few years later to allow concerts/performances, and to also allow more guests to stay and experience the Egyptian themed resort. Some of the more popular attractions at the theatre include Criss Angel, LAX nightclub, and an IMAX theatre.

Not far down the street, sits the miraculous Mandalay Bay. It was opened on March 2, 1999, and cost just under 1 billion dollars at 950 million dollars. It contains over 3300 rooms and over 135,000 square of casino floor. The main draw of guests to the hotel is the amazing pool which covers over 11 acres of land. It holds a beach, 2 heated pools, a topless pool, a wave pool, and a lazy river which travels under a small waterfall. The pool has been honored and rewarded as the best pool in Las Vegas, 7 years running. There are also a total of 24 restaurants at the hotel where great chefs such as Wolfgang Puck and others are all associated with restaurants at the hotel. The Mandalay Bay Events Center is a 12,000 seat indoor arena and home to many music concerts and sporting events including boxing pay-per-views, and also the fast growing and ever popular Ultimate Fighting Championship events. The hotel also includes a saltwater aquarium and the shark aquarium which is currently the third largest tank in North

America. But contrary to most beliefs, not all mega resorts are located in Las Vegas nor are they casino based resorts.

The Bellagio, is an AAA Five-Diamond rated luxury hotel and casino, which has the most famous landmark in the Las Vegas. The Fountains of Bellagio consists of a long line of fountains which are shot up one after another to music, with lighting in the background to make it seem as though the fountains are changing color. It was opened on October 15, 1998, contains 117,000 square feet of gaming space, and costing fewer than 1.7 billion dollars. The Bellagio has been seen in numerous movies, most notably being Ocean's Eleven, and Ocean's Thirteen.

The Big Sky Ski resort is located in Bozeman, Montana. It was originally the idea of an NBC newscaster and was opened in late 1973. The top elevation on the mountain 11,166 feet, with the base elevation being at 6800 feet. There is over 3600 acres of skiable land, on average around 400 inches of snowfall. Borne USA resorts, which now own the land, plans over 400 million dollars worth of upgrades to the resort by the end of 2011. During the summer months though, the Big Sky resort has now become a popular summer attraction as well. Summer activities include horseback riding, rafting and fly fishing in the Gallatin River, and there are tennis courts down at the base of the mountain.

The Disneyland Resort Paris which is located in Paris, France, was opened on April 12, 1992. The resort cost 2.3 billion dollars; seven hotels house a total of 5200 rooms, with a total of 18,200 rooms being built by 2017 at varying distances from the park. Disneyland Paris is made up of two separate theme parks, an entertainment district for those patrons who are over the legal drinking age, and the seven hotels. Though there was a slow start to the visitors at the park, it has slowly increased each year with 2007 having 14.5 million visitors, making it one of France's top tourist attractions.

## **Future Mega Resorts**

Revel Entertainment is unveiling plans to construct a new series of Mega Resorts in Atlantic City. The city planning board granted preliminary site plan approval to Revel Entertainment as the company unveiled architecturally striking plans for its megaresort. Revel plans to build a tower with almost 2,000 rooms and a casino exceeding 168,000 square feet on 20 acres of vacant land adjacent to the Showboat. The total project is expected to cost between \$2 billion and \$2.5 billion.

The typical casino hotel here features a tower with the name of the property plastered high up in bright lights. Revel Entertainment promises no-name towers. The architecture will speak for itself, Revel CEO Kevin DeSanctis told the planning board during the first public presentation about the resort. "We think you don't need anything but great buildings," he said. The board approved preliminary site plans, which allows Revel to proceed with piles, footings and foundations.

The first phase of the project is slated to open its doors in the latter half of 2010, earlier than originally proposed. Each of the 710-foot towers will have 1,936 hotel rooms. "We wanted to add some architecture, a component somewhat missing in Atlantic City," DeSanctis said. "This project will add a terrific dimension to the skyline. The second thing we wanted to do was incorporate the beach," he said.

Revel Beach, a sand playground at the far corner of the complex where it will meet the boardwalk, will include a night club, dining area and retail shopping. Visitors entering the property for valet parking will travel on a rising road that will curve around close to the boardwalk before entering the drop-off area. And a number of locations within the resort will feature windows overlooking the beach and boardwalk.

Entertainment will be prominent within the 5.5 million-square-foot buildings on 20 acres, including 1,000 feet of boardwalk frontage. Revel will house a 5,000-seat event center, with a lobby area overlooking the casino floor, a 600-seat theater and other lounges scattered throughout. "We were empowered to create a large series of 'wows,' " said Michael L. Prifti, an architect with BLT Architects in Philadelphia, which did the principal design work.

Additional features of the Revel project include:

A two-story 168,000-square-foot casino floor will feature a performance venue, dining and retail. A spacious hotel lobby will be on the floor above the casino, and feature a bar, coffee shop and lounge.

A large spa and fitness center will have both indoor and outdoor swimming pools, with terraces outside. 90,000 square feet of dining space and more than 120,000 square feet of retail will be spread throughout the property. Retail shops will line the boardwalk beneath the 7,600-space parking garage between Connecticut and New Jersey avenues. Some 900 spaces will be set aside for the 5,000-6,000 employees expected to be hired.

The entrance to the casino hotel from the parking garage will pass another grouping of retail stores.

Guests will enter the self-park garage to the right just after entering the property on Connecticut Avenue. Visitors will leave the property along a separate road that exits onto Massachusetts Avenue. Additional exits onto New Jersey and Metropolitan avenues will be put into play to accommodate major entertainment and sporting events.

Revel needs to do more work before the final site plan approval meeting set for about six to eight weeks from now.

The planning board had a laundry list of requirements for Revel to complete, including a traffic management plan, changes to the internal roadway to shield the boardwalk from car fumes, and detailed explanations for requested waivers. "This project is a lot more complex than it looks," DeSanctis said.

Revel is also seeking city council approval for a redevelopment plan in the area. "We are asking the city to do certain things," DeSanctis said. Key among them is dealing with roadway infrastructure to allow better access to and from the site. The city owns parcels that will be part of widening the entrance and exits to and from the resort. The plan would eliminate parking on portions of Connecticut and Massachusetts avenues, which will also be one way. The fate of Garden Pier, across the boardwalk from the parking garage, was not discussed. The pier houses the Atlantic City Art Center and the Atlantic City Historical Museum. The rear portion is in disrepair.

"It's disappointing to leave Garden Pier the way it is. But there is a difference of opinion on the valuation," DeSanctis said earlier this week.

Kaleem Shabazz, director of the art center, would love to stay on the city-owned pier. "But if Revel wants to develop the pier, we'd have to move," he said.

### **Amenities**

Mega Resort Hotels are the Cadillac's of hotels and resorts; they are the top of the line and they offer everything anyone can think of and there is something for all age groups to do. While some hotels and casinos offer some of things that can be found in a mega resort hotel, they

do not offer everything and that is why mega resort hotels have become such an elite group. The standards for mega resorts were first started by two men, Martin Stern, Jr. and Kirk Kerkorian. These men designed and built the Las Vegas Hilton and the MGM Grand Hotel which started the idea for a type of mega resort hotel which would include all kinds of entertainment. The Mirage resort on the Las Vegas strip became the first mega resort hotel and included all the amenities such as having over a thousand rooms, a resort theme, world class fitness centers as well as other services that go into becoming a mega resort hotel.

The first thing that goes into being classified as a mega resort hotel is having over a thousand rooms. By having a standard on this aspect it decreases the number of mega resort hotels by a large amount. In order to become one of the best of the mega resorts you need to offer a wide variety of room selections that should be available to all guests. Mega resort hotels need to offer a range of rooms varying on price to accommodate for all guests who are looking for a room. For instance, The MGM Grand hotel on the Las Vegas strip offers eleven different types of rooms. The rooms at the MGM Grand range from very pricey rooms such as Skylofts Penthouse Suites and the Signature at MGM Grand to cheaper rooms such as the Grand Tower and the West Wing. All mega resort hotels put their own twist on the types of rooms they offer but they all have an assortment of rooms to be sure they cover all guests who are looking to stay at their hotel.

The next amenity offered by mega resorts are day spas and salons. When guests stay at resorts of this stature they are looking to enjoy their stay and have a good time. Having the possibility to spend the day getting treatments from trained professional's appeals to many guests mainly which are females. Like with everything associated with mega resorts, variety is also a major issue for spas and salons because they need to accommodate for all their guests. For example, the Luxor on the Las Vegas Strip offers massages, deluxe massages, body treatment,



facials, advanced beauty, and special spa packages. These treatments have a range of costs but can also be given out to guests as complimentary treatment for staying at their hotel. Each mega resort also has a luxurious pool or pools that are designed to accompany the hotel and create help create the theme of the hotel. Some mega resort hotels have indoor pools as well as outdoor pools and with most of the pools comes a type of bar access, sometimes even including a wet bar.

A variety of different bars and clubs gives you an advantage that draws many tourists and guests to stay at your hotel instead of staying at another hotel or resort. The first type of bar all mega resorts should include is some type of sports bar where guests can come in a casual dress and have a couple of drinks while watching sporting events on several very large televisions. Some sports bars, like the Luxor's Playbar have the technology built into the bar so that guests can make wagers on sporting events through programs such as Sports Book. Another type of bar that mega resorts should offer is a wet bar; which is a bar built into the pool so guest using the pool can swim up or walk over to it without having to leave the pool area. This wet bar should be accompanied by employees who walk around to the cabanas searching for people who would like another drink. This service just adds to the high standards of mega resort hotels. Having other unique bars is also very good for making the hotel stand out above the rest and could either reflect the theme of the hotel or be a one of a kind bar that know other place offers. The club scenario also needs to be unique and different from one hotel to another for the same reason as having unique bars. Mega resort hotels should offer clubs for people who are of or over the legal age to consume alcohol and ones for those who have yet to reach that age. The more clubs and variety that are offered give a better chance for every guest to find a club that they can enjoy.

Probably one of the most important amenities offered by mega resort hotels is the type of dining that is offered and the way that it is presented. The presentation of the food could

possibly be the most important aspect of this amenity because every hotel is going to offer steak, seafood, and so on but they will present this food differently which will make guests remember their experience. As a mega resort hotel you need to offer all kinds of dining including room service, upscale dining, and casual dining. The Bellagio in Vegas has all kinds of dining which include fine dining, contemporary dining, casual dining, and quick eats. They also include dining called From the Sommelier, which has been rewarded for having the best wine, and Jean-Philippe which is a European style pastry shop. Having many types of dining services and places to eat gives the guests the opportunities for romantic dinners or casual dining with the family after spending the day at the pool.

Another amenity that is offered by mega resort hotels are world class fitness centers, including steam rooms, saunas, and whirlpools. Every fitness center also includes top of the line cardiovascular workout machines as well as many different types of weight training equipment. Whether it be for pleasure or business guests staying in your hotel will want to stay in shape and to do this these fitness centers need to be available for their use. Other facilities that guests look for in a mega resort are sporting facilities such as tennis courts and basketball courts. Having these facilities available to guests, is just another perk and helps create a positive experience for the guests stay. A major facility that mega resorts should have if they have enough room is a pristine golf course. Over the years playing golf while staying at a mega resort for business or pleasure has increased enormously and many potential guests look for this before they make a reservation.

Other amenities that are offered at all mega resorts are valet parking, concierge service, and having butler and chamber maids for every room. These perks are expected by guests and go into the overall experience of their stay. Having the convenience to be able to drive up to the front door and know that your car will be parked, taken care of, and brought back to you when

you need it is the epitome of classic valet service; which has become a standard in the resort industry. The other amenities stated are standard in all hotels but making sure that this service goes above and beyond expectations is what sets the high standards expected for these resorts.

Having a mall inside or one that is connected to the resort is also beginning to be almost expected when staying at a resort of this stature. Guests enjoy being able to have walk to a mall that is part of the resort and one that offers a variety of shops and stores. Some resorts have their own individual mall but other resorts that are close together are able to share one between them. Having a unique feature to your resort is another way to make it stand out from the rest. An example of a unique feature is having a museum built into the resort itself. Every resort doesn't need to have a museum but it has its advantages to have some type of feature like a museum because of how much it makes the resort stand out from the rest. The goals of amenities are to have the guests enjoy their stay, come back and stay again, and spread their positive experience to their friends and family.

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