



Alila Ventana Big Sur drives higher occupancy and ADR through experiences



Alila Ventana Big Sur is an all-inclusive, adults-only luxury resort that justifies its premium daily rates with thoughtfully curated, one-of-a-kind programming. From guided hikes and foraging excursions to a range of tailored experiences, every moment is designed to inspire and delight.

AT A GLANCE: Alila Ventana experiences, powered by Way:



>90%

Of guests participate in 1-2 experiences



Falconry

A top revenue-generator

Alila Ventana Big Sur has **doubled** the number of active **experiences** in the past 1.5 years

Over **20,000** participants have booked experiences, with an average **rating of 4.87**



Bees and Big Sur

A top booked experience

"If we didn't have experiences or our programming built up to where it is, I can say with confidence that our ADR and our occupancy wouldn't be where it is today."



Julia Chaland

RESORT MANAGER
ALILA VENTANA BIG SUR

By launching experiences with Way, Alila has strengthened its positioning in the market, ultimately empowering it to raise rates and room demand, all while giving guests an on-brand and easy way to plan their stay before they arrive.