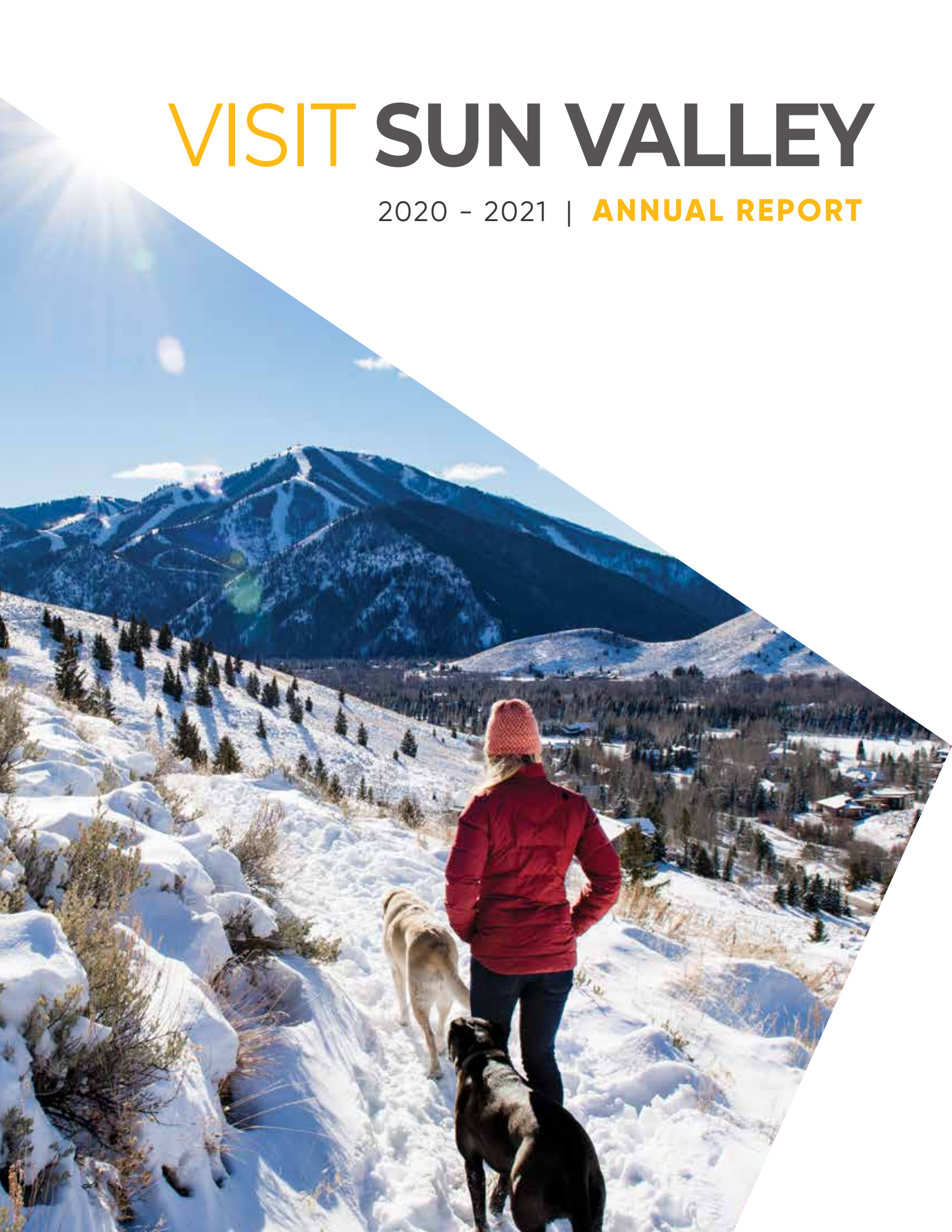


VISIT SUN VALLEY

2020 - 2021 | **ANNUAL REPORT**





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This report covers our fiscal year
October 2020 – September 2021

A MESSAGE FROM OUR DIRECTOR

SCOTT FORTNER



The last year brought more changes, opportunities, and challenges to Visit Sun Valley and the Wood River Valley as a whole. As we adapt to life after the pandemic, we are keeping an eye to the future with a focus on creating a better life for our mountain community while fostering a better experience for our visitors. We are working with local stakeholders, including business owners and organizations, to envision a bold and resilient plan for sustainable tourism.

To that end, we changed our business name of 11 years from the Sun Valley Marketing Alliance to the Sun Valley Tourism Alliance. This small but powerful shift marks our dedication to support the community and to help manage the increase in visitation and the expectations of newcomers.

Our holistic approach to the entire tourism ecosystem will require us to utilize a diverse set of education and communication strategies. We're looking forward to helping build a sustainable tourism economy for the Wood River Valley in the coming years. Thank you for joining us on this journey.

A MESSAGE FROM OUR CO-CHAIRS

DIANN CRAVEN



When Visit Sun Valley was formed 11 years ago, our local tourism sector—which drives two-thirds of the Wood River Valley's economy—was just beginning to rebound from the slowdown caused by the Great Recession. Building brand awareness and attracting visitors to this special corner of the world was essential for supporting local business, organizations, and families.

The challenges of the last two years have been different. Increased visitation and relocation, driven largely by the global pandemic, have stretched our community's resources beyond what anyone could have anticipated. With increased work flexibility, the growing popularity of outdoor recreation, and the opportunity to escape from bigger cities, we saw a marked influx in visitors and new residents. The growing pains may still be fresh, but as we know, some of the best opportunities follow in the footsteps of change.

Over the past year, Visit Sun Valley has focused on supporting our tourism economy by not only educating our guests, but also by helping local businesses and organizations plan for the future. This has included increased visitor management, communications, infrastructure, and a focus on maintaining our unique quality of life in the Wood River Valley. If there is one thing the pandemic has taught us, it's that adaptation is the key to creating a more resilient future for this place that we love.

CANDICE PATE





OUR PURPOSE

To create a better life for our mountain community and better experience for our visitors through sustainable tourism with the strategy of right place, right message, right time.

OUR MISSION

To raise awareness of Sun Valley and influence consumers in an effort to sustainably increase visitation from our target markets and valued guests.

OUR VISION

Sun Valley will be recognized as a leader in mountain resort lifestyle, culture, and recreation.

CREATING A BETTER EXPERIENCE FOR OUR MOUNTAIN COMMUNITY

Thousands of residents and hundreds of businesses and organizations call the Sun Valley area home. This year's record visitation and unprecedented challenges in staffing, workforce housing, and supply chain disruptions have shifted our focus toward how we, as a destination management organization, can help to create a better life for our mountain community.

In addition to conducting a survey of local businesses and convening a focus group to help guide our efforts, we worked to support our communities and businesses and to build resilience for the future.



**Resilient tourism doesn't
have to mean more people.**

We continue to look for ways to engage repeat visitors, encouraging them to stay longer and experience new seasons in Sun Valley.





CREATING A BETTER EXPERIENCE FOR OUR MOUNTAIN COMMUNITY (CONT.)

BUSINESS IMPACTS

- Increased the average dollar spent by guests visiting the Sun Valley area
- Increased raw occupancy by +5% and room night sold by +8%
- Increased average length of stay by one day

COMMUNITY IMPACTS

- Increase tax collections to levels of the 5-year average
- Supported consistent, year-round air service to our current nonstop flight markets
- Worked to build sustainable visitation and educate newcomers about the culture and spirit of the Sun Valley area

A RESILIENT FUTURE

- Worked with stakeholders to make well-informed strategic decisions for the growth of the Wood River Valley
- Increased the frequency of repeat guests—those who have come to know and love the Sun Valley area
- Focused on attracting free independent travelers to augment group business travelers
- Looked for opportunities to increase the dollar value of each guest through longer stays and increased spending
- Engaged and built awareness with Epic Pass holders
- Encouraged repeat visitors to venture to Sun Valley during seasons they have not yet experienced



FISCAL YEAR 2021 QUICK STATS

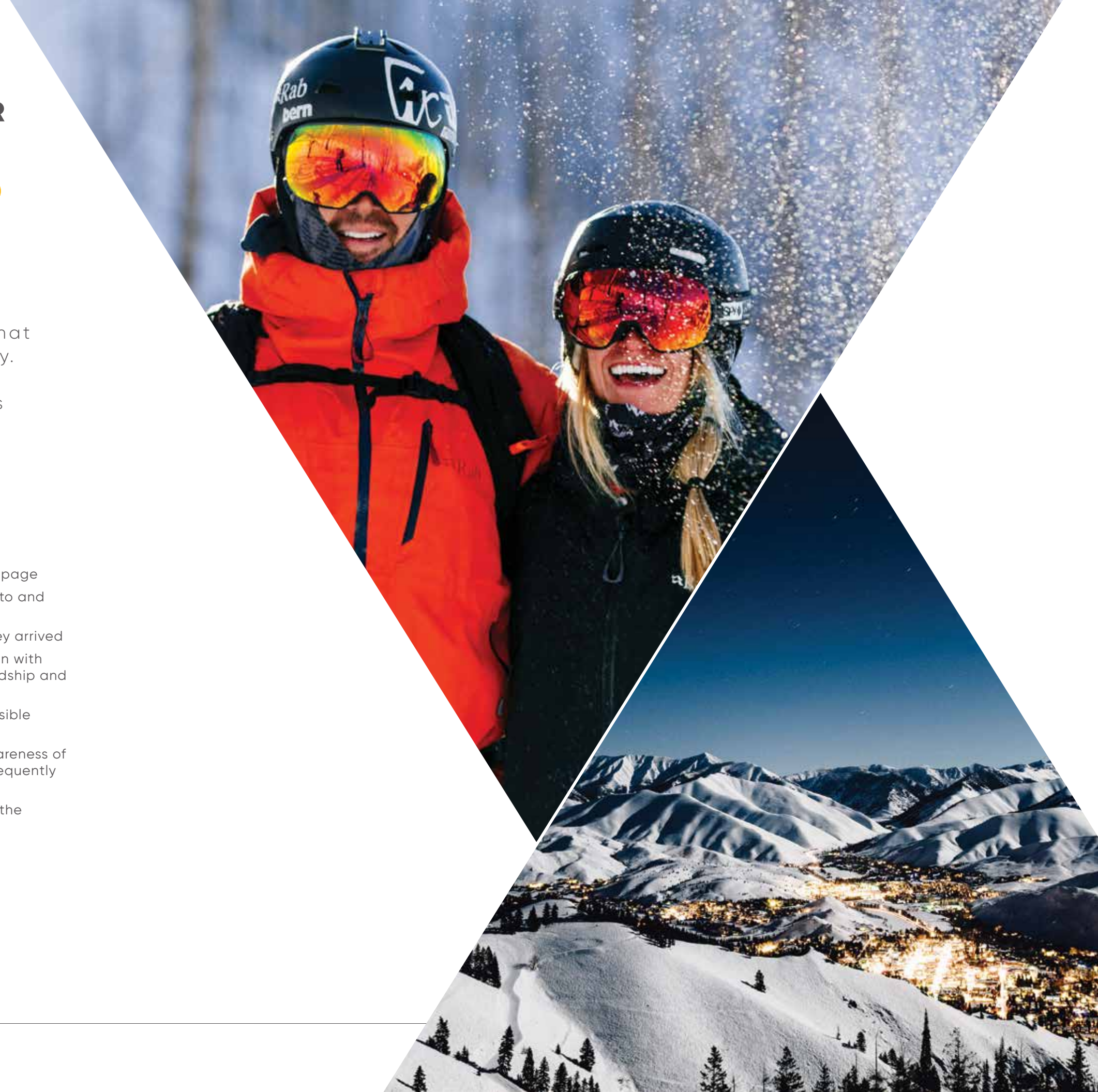
- ▶ Net Promoter Score: 98% / Up 2% from FY2020
- ▶ Occupancy: Up 18% from FY2020
- ▶ Room Nights Sold: Over 97,000 / Up 42% from FY2020
- ▶ Average Daily Rate: \$273 / Up 12% from FY2020
- ▶ Ketchum Local Option Tax Collections: \$3.3 million / Up 30% from FY2020
- ▶ Enplanements: 82,494 / Up 48% from FY2020
- ▶ Traffic counts:
 - In Hailey, over 172,000 / Up 13% from 2020
 - North of Ketchum, over 20,000 // Down 6% from FY2020
- ▶ Organic Web Sessions: Up 28% from FY2020

CREATING A BETTER EXPERIENCE FOR OUR VISITORS

Now more than ever, travelers are looking for destinations that are authentic and active, and that offer experiences to rejuvenate the mind and body. For over 85 years, the Sun Valley area has built a special mountain culture that draws in new guests and old friends.

IN THE LAST YEAR WE:

- Distributed pandemic-related messaging through our Covid-19 landing page
- Built out a series of information touch points on the best ways to travel to and enjoy the open spaces of Sun Valley
- Created a “getting here” video to manage visitor expectations once they arrived
- Developed the next phase of our Mindfulness in the Mountains campaign with the creation of Stay Sunny, an awareness campaign focusing on stewardship and education
- Adapted to the ever-evolving guest experience to provide the best possible information and education
- Supported visitors in our non-stop flight markets by increasing their awareness of air access to Sun Valley Built out a chatbot for our website to answer frequently asked questions.
- Provided exceptional customer service to guests, potential guests, and the community at large at the Visit Sun Valley Visitor Center.



A CASE STUDY

COVID AWARENESS

Understanding local Covid-19 regulations and best practices continued to be a top concern for visitors in the past year.

In response, we worked with key stakeholders in the community to determine where messaging was most needed; distributed branded masks; and maintained a pandemic website landing page that included information on mask mandates, vaccine distribution, and virus statistics.



The pandemic has fostered Valley-wide cooperation and communication among business operators.

This has led visitors to relay positive feedback regarding the changes on multiple fronts.

— SCOTT FORTNER



TIMELINE

LOOKING BACK AT THE LAST TWO YEARS



MARKETING

BY THE NUMBERS

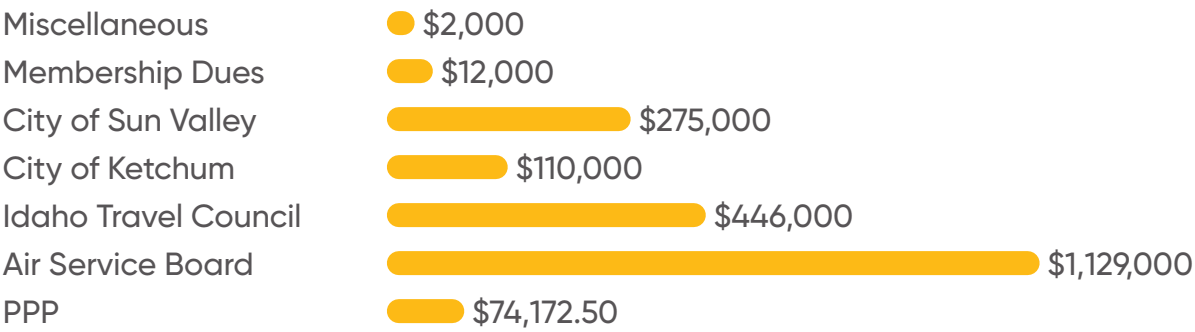
Reaching guests and potential visitors with information about the Sun Valley area’s unique mountain culture and experiences isn’t just about getting people here, it’s also about sharing how to navigate, value, and care for this special place.



WE DEPLOY A MULTI-CHANNEL APPROACH, INCLUDING:

- Creating omnichannel marketing campaigns that provide visitors with a seamless messaging experience
- Working with the media to encourage thoughtful organic, earned, and sponsored editorial content
- Arranged content partnerships and digital placements in local, regional, and national outlets

REVENUE



TOTAL WORKING BUDGET: \$2,048,172.50
OPERATIONAL RESERVE: \$610,829.09

TOTAL FUNDS: **\$2,659,001.59**

EXPENSES



TOTAL EXPENSES: **\$2,470,000**

ADVERTISING & PR

SUMMER & WINTER

SELECT PRESS COVERAGE

SKI Magazine

Sun Valley combines exciting slopes with the down-to-earth town of Ketchum

Read the article at: skimag.com

Forbes

Why You Should Visit Sun Valley (Whether You Ski Or Not)

Read the article at: forbes.com

Wired

72 Hours to Total Brain Rejuvenation

Read the article at: wired.com

Afar

Why Visiting Sun Valley, Idaho is The Shangri-La of Vacations

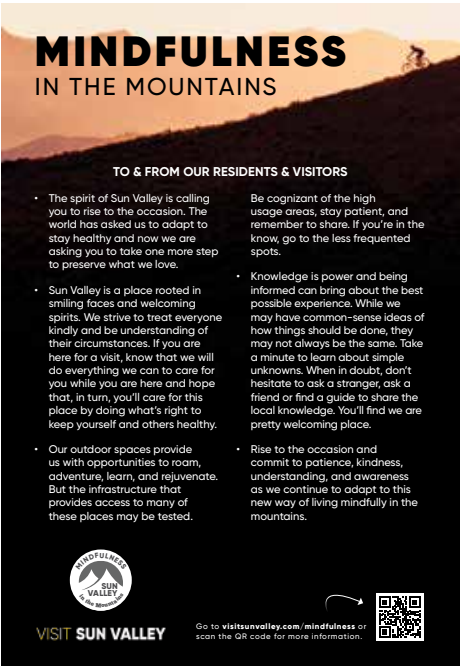
Read the article at: afar.com

Outside

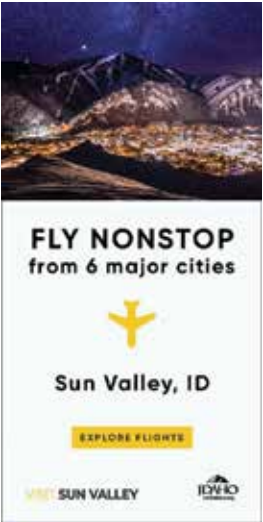
Five Reasons Sun Valley Is the Ultimate Ski Resort

Read the article at: outsideonline.com

PRINT ADVERTISING



DIGITAL ADVERTISING



A CASE STUDY

STAY SUNNY

The Sun Valley area has been evolving since the first visitor stepped foot in this special place over a century ago. Over the last two years, the incredible speed of change has caught many of us—from locals to newcomers—off guard. We launched the Stay Sunny campaign in June 2020 as a way to help visitors understand how things are done here and to remind everyone to be patient, kind, and respectful of this community.

THE CONCEPT

Our good is as good as it gets. Fabulous food. World class slopes. Mind bending vistas. And some of the friendliest people on the planet. All this good has attracted lots of visitors. The most we’ve ever had. So when you visit, please be mindful. Of the place, the pace, the people. Of our way of life. In return, we promise all the good Sun Valley has to offer.

PAIN POINTS

- Newcomers
- Hurried, impatient, & rude
 - Lack of understanding for proper; trail /ski etiquette, dog waste removal, parking, camping, etc.
- Local Community
- Understaffed service industry
 - Lack of community housing

- Inhale.
- Exhale.
- Slow it down.
- Loosen up.
- Pour a cup.
- Meet a local.
- Make a friend.
- Pay it forward.
- Take a hike.
- Take a nap.
- Leave it behind.
- Sleep in.
- Stay out.
- Buy a round.
- Respect the land.
- Lend a hand.
- Be kind.
- Go well.
- Stay Sunny.



THE VISIT SUN VALLEY TEAM

SMALL BUT MIGHTY

OUR TEAM

- Scott Fortner, *Executive Director*
- Ray Gadd, *Director of Marketing & PR*
- Jessica Maynard, *Community Relations & Office Manager*
- Sarah Mansfield, *Marketing Coordinator*
- Cody Richmond, *Content Coordinator*

BOARD OF DIRECTORS

- Candice Pate & Diann Craven, *Co-Chairs*
- Olin Glenne, *City of Ketchum representative*
- Mike Burchmore, *City of Sun Valley Representative*
- Kristin Poole, *Advisory Committee Representative*
- Tim Silva, *Sun Valley Company Representative*
- Jacob Frehling, *At-Large*

ADVISORY COMMITTEE

- John Melin, *Ketchum Kitchens | Retail*
- Eeva Turzian, *Sun Valley Real Estate | Real Estate*
- Jen Smith, *Sawtooth Botanical Garden | Conservation*
- Paddy McIlvoy, *Backwoods Mountain Sports | Retail*
- Mike Wolter, *YMCA | Nonprofit*
- Kim MacPherson, *Mountain Rides | Transportation*
- Gail Severn, *Gail Severn Gallery | Arts & Culture*
- Tim Johnson, *Limelight Hotel | Lodging*
- Heather LaMonica Deckard, *Events Management | Events*
- Bob Buersmeyer, *Idaho First Bank | Banking*
- Cassie Abel, *Wild Rye | Entrepreneur*
- Ben Bradley, *Warfield | Restaurant*

SUPPORTING OUR TEAM

VENDORS & CONTRACTORS



VENDORS

- Backbone Media
Media Buying
- Fahlgren Mortine
PR
- 43 Web Studio
Web Design
- Right Now
Communications
SEO + Adwords



CREATIVE SERVICES

- Two Things
Creative Agency
- Stellar Media &
Dark to Light
Video Production
- Elgee Creative &
Cara Shumate
Creative Design
- Sara Sheehy &
Hayden Seder
*Copywriting &
Blogging*



FUNDING PARTNERS

- Air Service Board
- Idaho Travel
Council
- City of Sun Valley
- City of Ketchum



VISIT SUN VALLEY

CONTACT US visitsunvalley.com | (208) 726-3423

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MAILING ADDRESS PO Box 4934, Ketchum, Idaho 83340

