

Visit Sun Valley

Destination Marketing & Management Organization

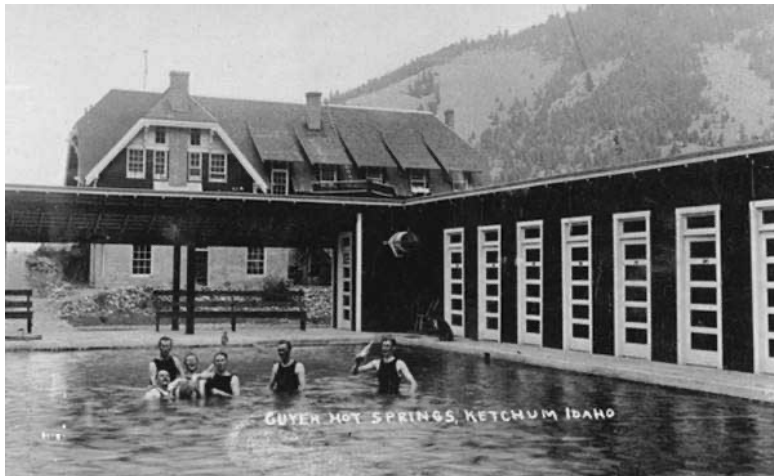


BACKGROUND

THE IMPORTANCE OF TOURISM



**Tourists have been coming to Sun Valley
for long time....**



TOURISM CONTRIBUTIONS IN BLAINE COUNTY

Direct Travel Spending

\$355,000,000

Direct Employment

5,100

Direct Earnings

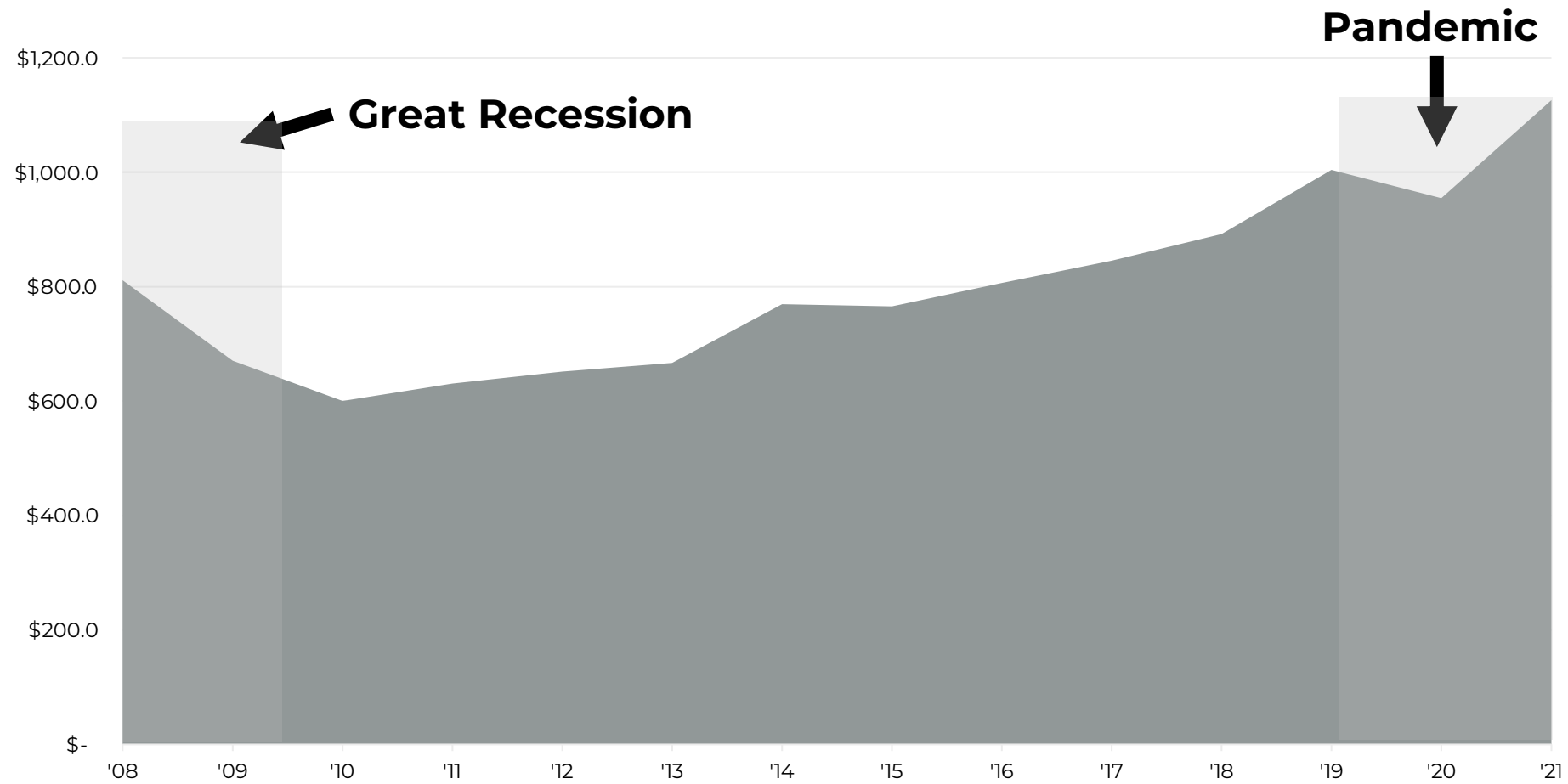
\$158,100,000

Direct Taxes

\$34,000,000

2021 Figures from Idaho Travel Council

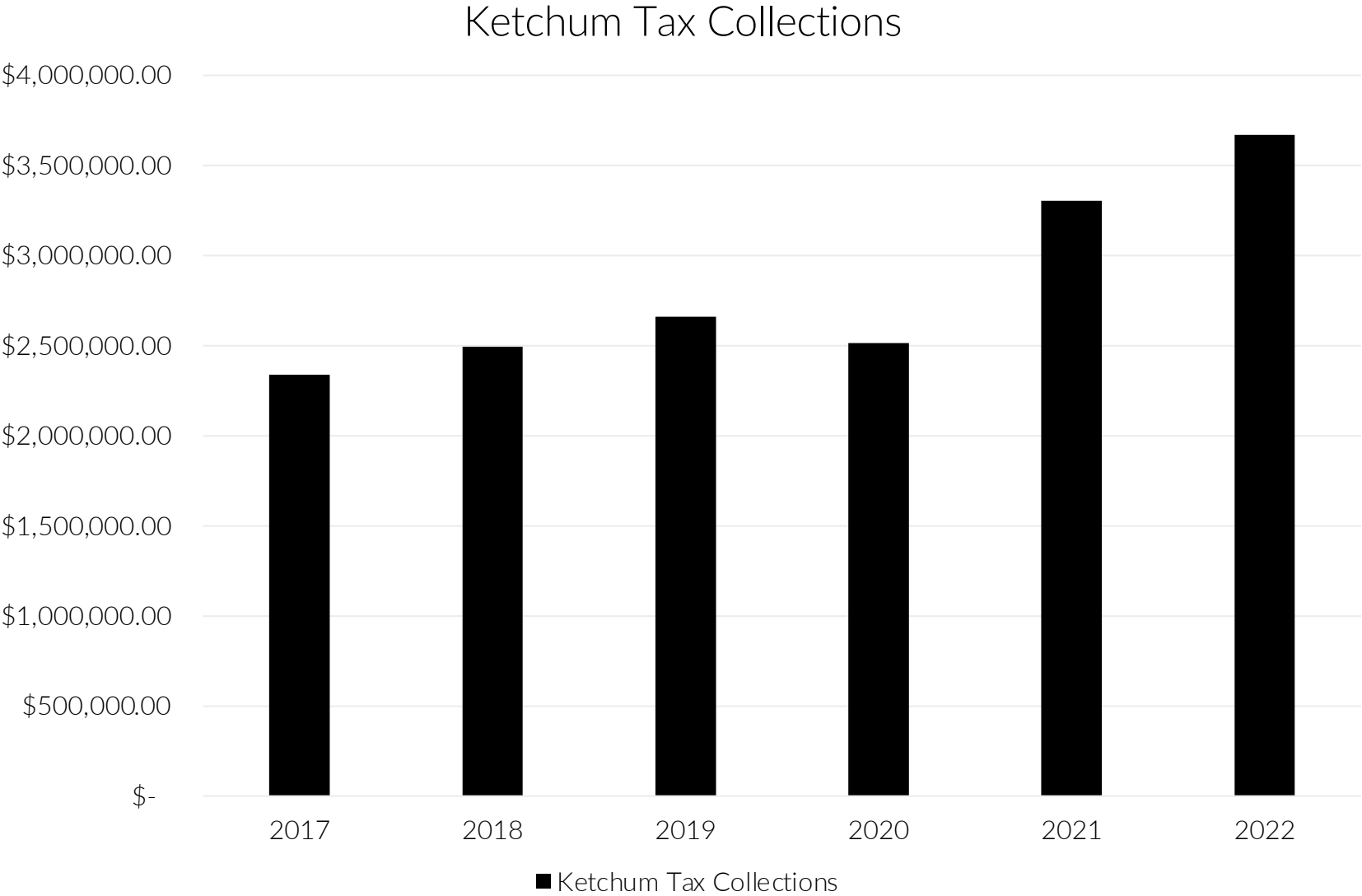
BLAINE COUNTY TOTAL REPORTED SALES (\$m)



2021 Figures from Sun Valley Economic Development

Metrics

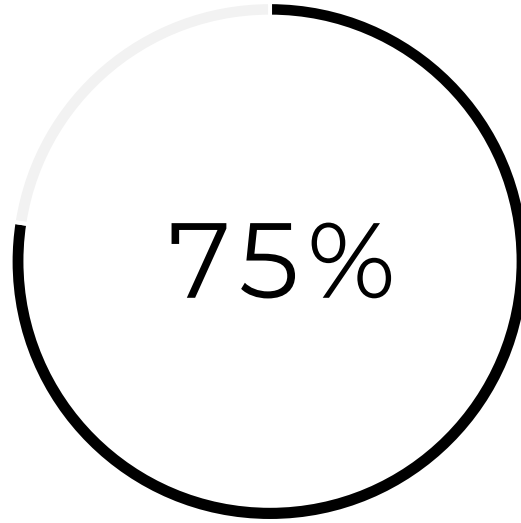
KETCHUM
LOT



LOCAL OPTION TAX (LOT)

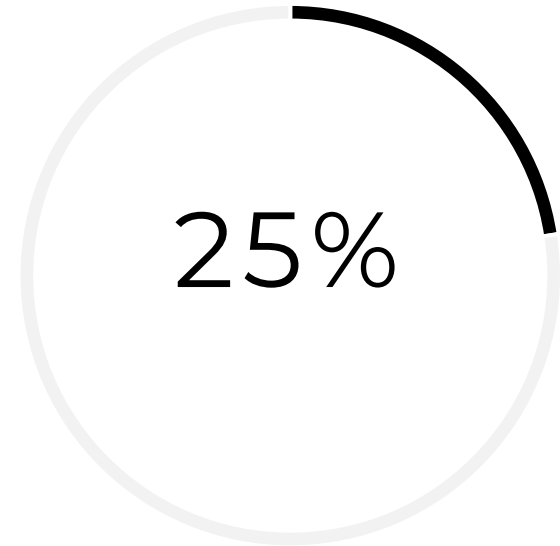
CONTRIBUTIONS

WHO'S PAYING WHAT?



NON-RESIDENT

RESIDENT



25%

DIRECT & INDIRECT BENEFITS OF TOURISM



A photograph of four skiers on a snowy mountain slope at dusk. The skiers are silhouetted against a dark, cloudy sky. The skier on the far right is bent over, adjusting their equipment. The other three skiers are standing upright, holding poles. The text "WHO WE ARE" is overlaid in the center in a bold, white, sans-serif font.

WHO WE ARE

Who we are

THE VISIT SUN VALLEY TEAM



Scott Fortner
Executive Director



Jessica Maynard
Operations Manager



Ray J. Gadd
Marketing Director



Kendall Kirkpatrick
Marketing Coordinator

Who we are

VISIT SUN VALLEY BOARD



Mike Burchmore

Board Chair



Candice Pate

At Large



Diann Craven

City of Sun Valley
Representative



Gretchen Gorham

City of Ketchum
Representative



Pete Sonntag

Sun Valley Resort
Representative



Kristin Poole

Advisory
Committee
Representative



Jacob Frehling

At Large

Who we are

VISIT SUN VALLEY ADVISORY

Non-Profit/Education

Mike Wolter

Retail

John Melin

Real Estate/Construction

Eeva Turzian

Conservation/Sustainability

Jen Smith

Restaurant/Bar

Paul Holle

Outdoor Recreation

Paddy McIlvoy

Local Entrepreneur

Cassie Abel

Events

Heather LaMonica Deckard

Arts

Gail Severn

Lodging

Tim Johnson

Financial

Bob Buersmeyer

At Large

Kim MacPherson

Who we are

VISIT SUN VALLEY

Public Facing

SUN VALLEY TOURISM ALLIANCE

Stakeholder Facing

Visit Sun Valley is a 501c6 nonprofit destination management and marketing organization (DMMO) for the greater Sun Valley area including Ketchum, Sun Valley, Hailey, Bellevue and beyond.

DMMO: *Destination Marketing & Management Organization*

What it Means: *ensuring tourism has a net positive effect on the destination, and this means maximizing the benefits through optimization of both supply and demand.*

Who we are

WHAT WE BELIEVE

Visit Sun Valley is adapting and evolving with the current environment of the Wood River Valley, committing to the needs of community stakeholders and residents.

With the pandemic transforming tourism, increasing the desire for vacation/second homes, and attracting remote workers, our efforts have shifted to communicating and collaborating with local agencies to focus on the entire visitor journey.

With this new environment, we identified that we did not need to create additional demand but rather see our role to include managing the level that is appropriate for the community, including its businesses, infrastructure and quality of life.

We continue to support the demand for air travel in an effort to maintain consistent service for the Wood River Valley.

Who we are

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 through sports, recreation, arts and culture.

OUR PURPOSE:

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

OUR FOCUS:

Efforts will continue to look for travels at the right times to foster sustainable tourism. Managing visitor expectation and educating them of the mountain culture before and during their trips will be a top priority.

Who we are

HOW WE DO IT

Visitor Resources

- Visitor Center
- Website
- Newsletter
- Local Initiatives

Community Collaborations

- Lodging Association Group
- Recreation Group
- Fly Sun Valley Alliance
- Blaine County Sustainability
- Idaho Dark Sky Association

Story Telling

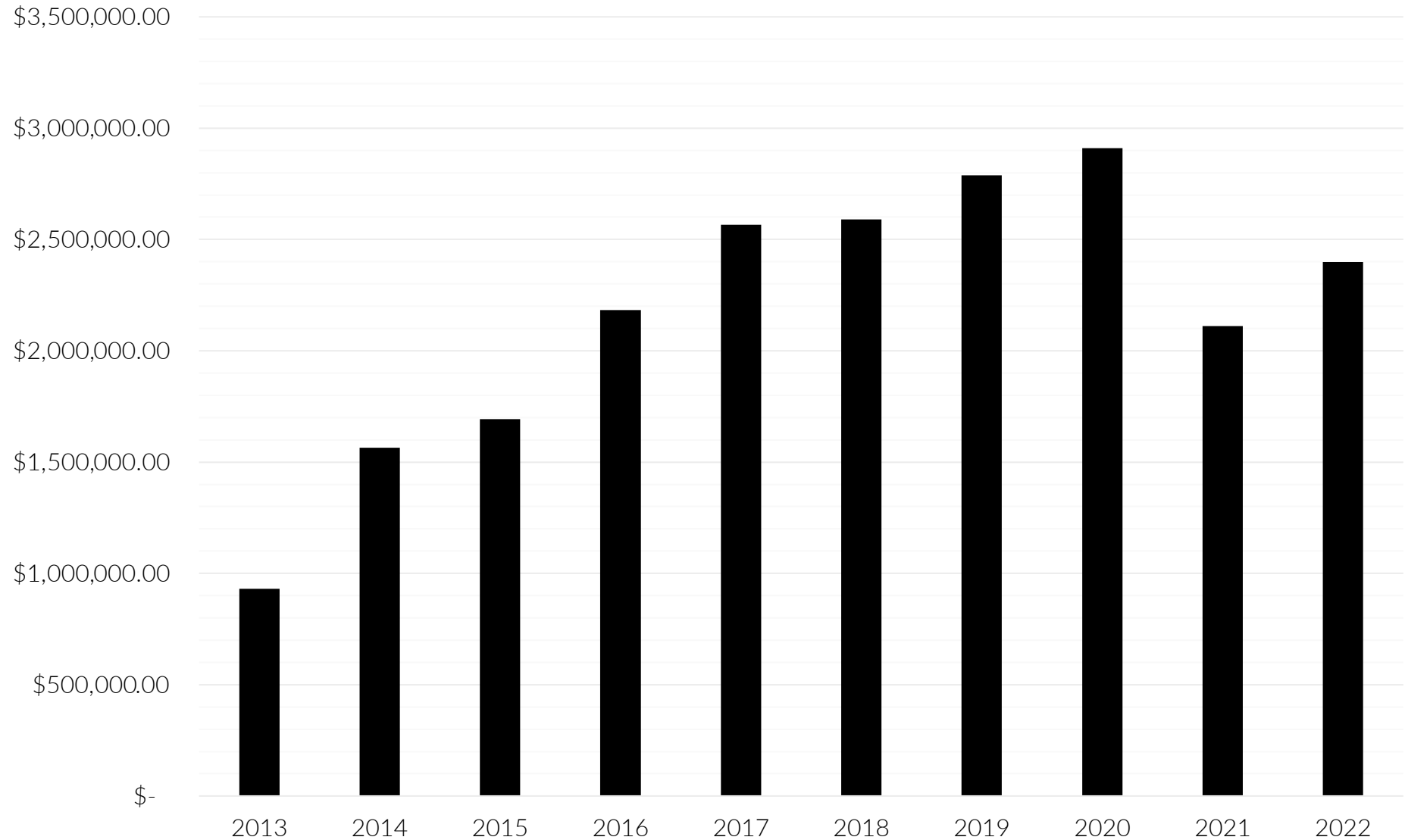
- Digital & print placements
- Blogs
- Partnerships
- Social media
- Public relations

Local Resources

- Research
 - Event Visibility
 - Newsletter
 - Business Listings
 - Public Relations
 - Web Information
-

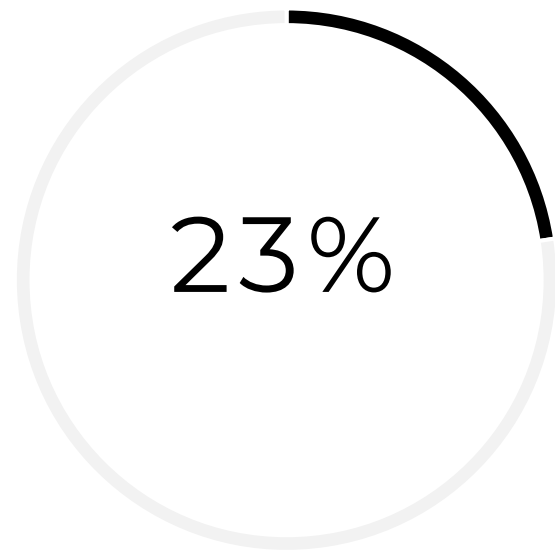
Who we are

FUNDING OVER TIME

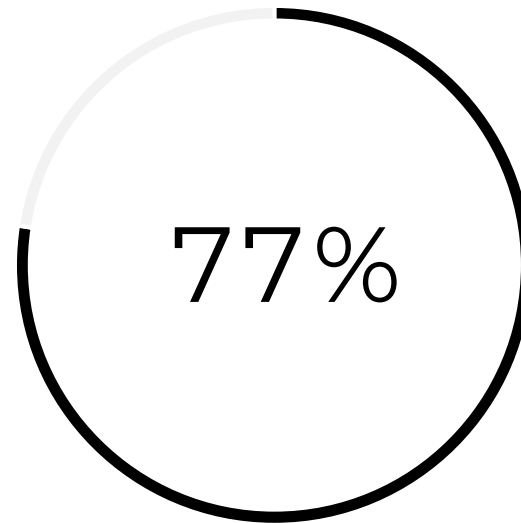


Who we are

FUNDING SOURCES



**IDAHO
TRAVEL
COUNCIL**

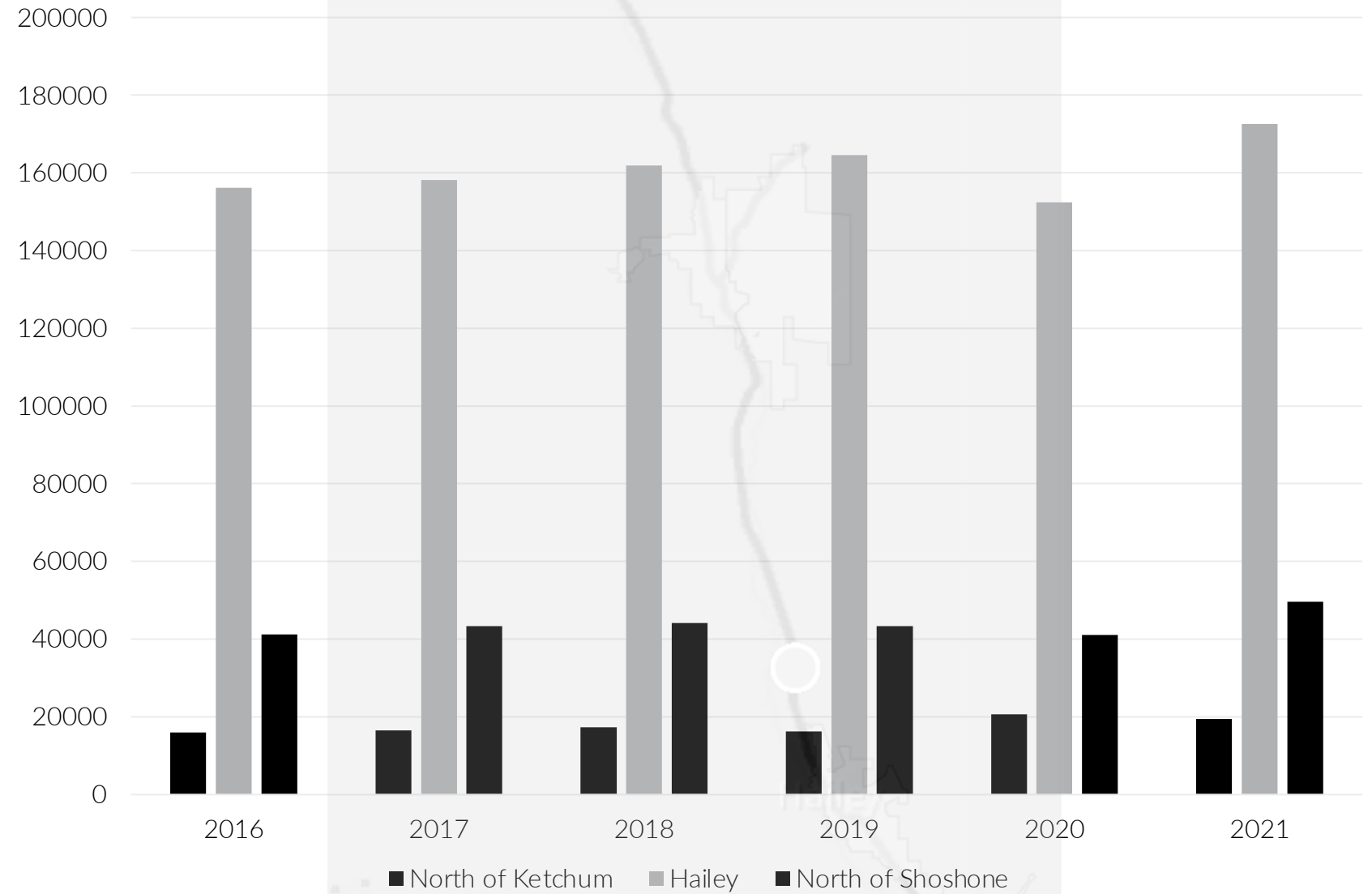


**SUN
VALLEY
AIR
SERVICE
BOARD**

*For Fiscal Year 2023, Visit Sun Valley did not ask for any funding from the city of Ketchum or the city of Sun Valley

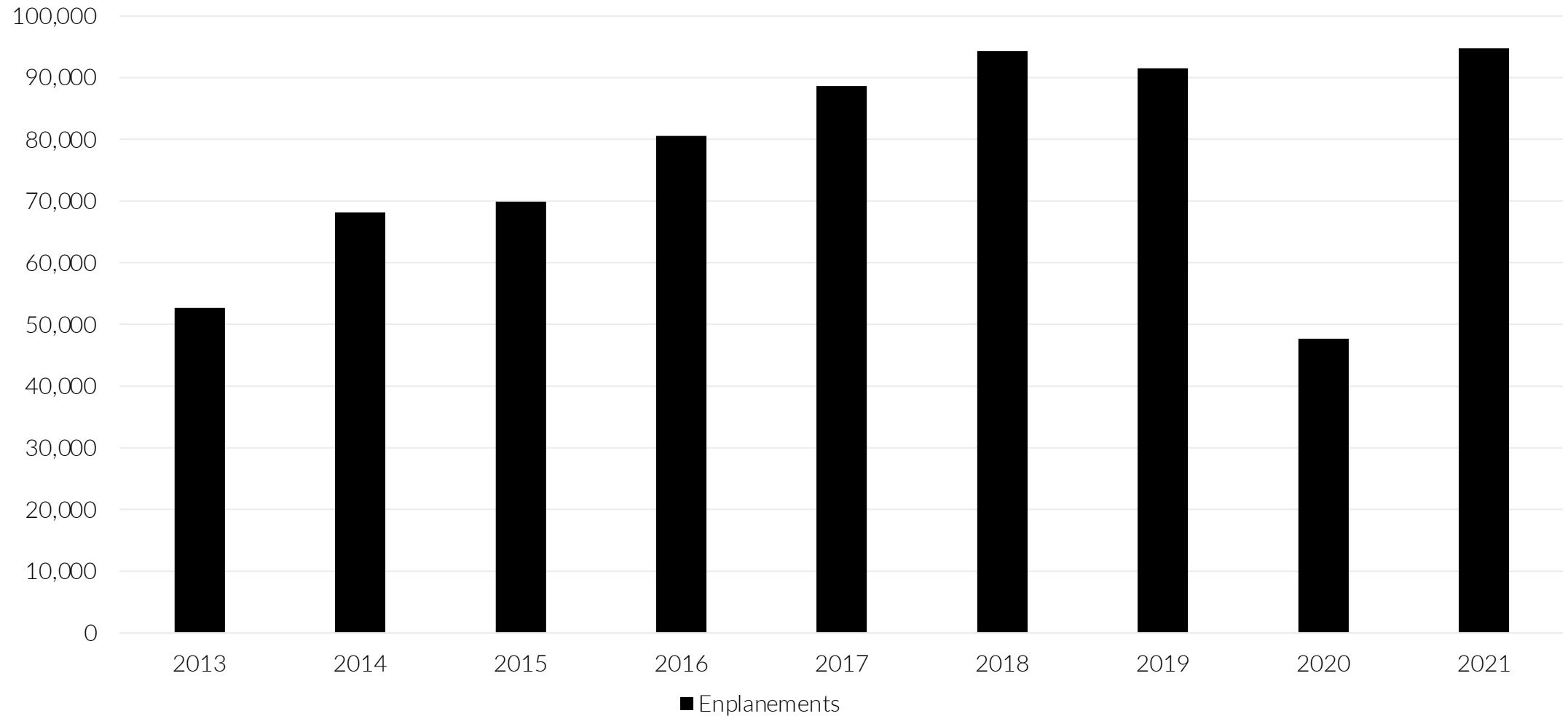
Metrics

TRAFFIC COUNTS



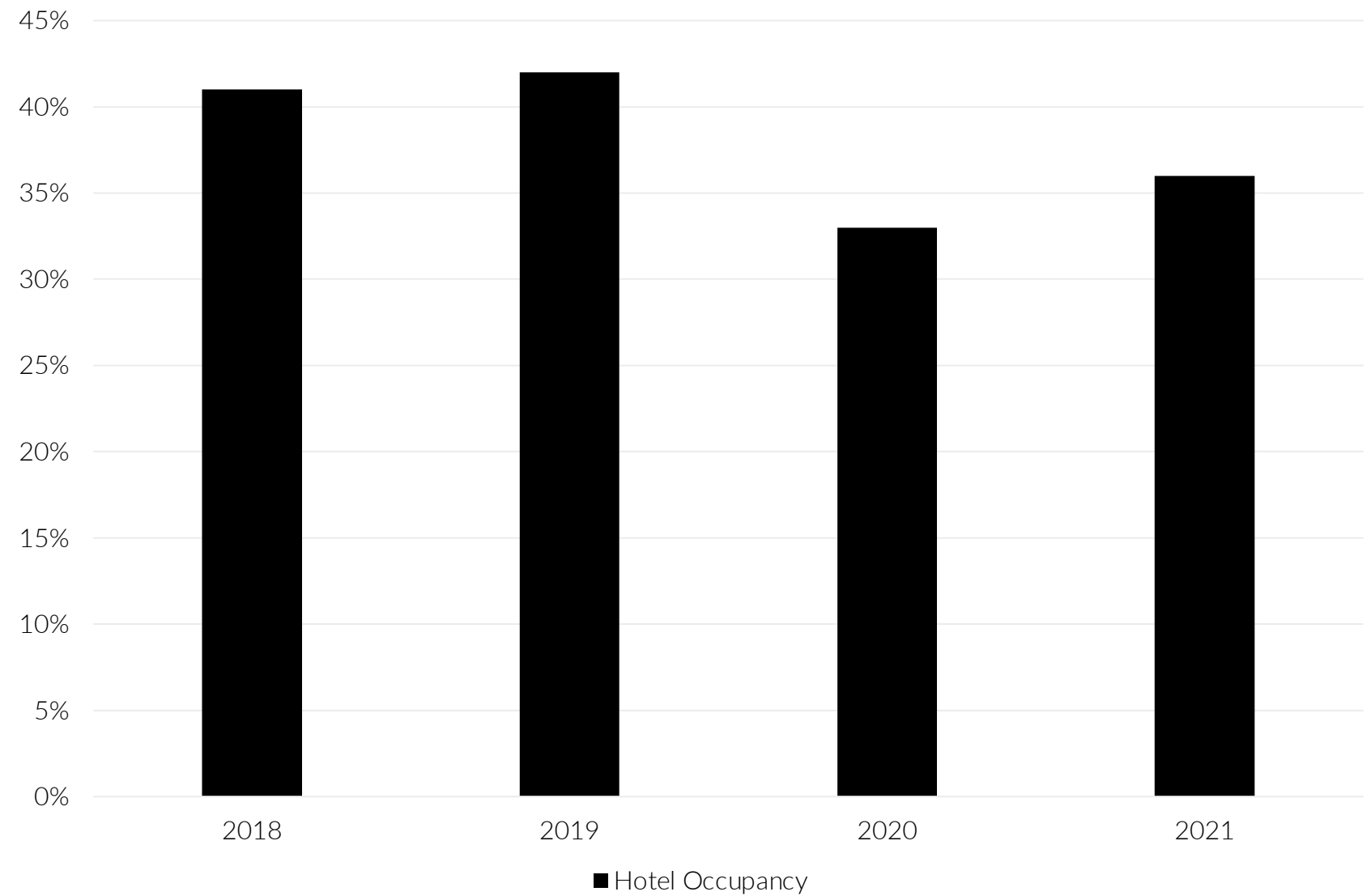
Metrics

AIR ENPLANEMENTS



Metrics

HOTEL OCCUPANCY



A scenic view of a snowy mountain landscape. In the foreground, two people wearing ski helmets and jackets are seen from behind, looking out over a valley. The valley is filled with a dense residential area, likely a ski resort town, with many houses and buildings covered in snow. In the background, there are large, snow-covered mountain peaks under a clear blue sky. The overall tone is bright and crisp, with a blue tint overlaying the image.

THE FUTURE | LONG-TERM

LONG TERM

TRANSITIONING TO A
LIFESTYLE ECONOMY
& BRAND

WHY DESTINATION AWARENESS MATTERS

1.

A PLACE TO VISIT >> A PLACE TO LIVE

If you work towards a place where people want to visit, you create a place where people want to live.

2.

A PLACE TO LIVE >> A PLACE TO WORK

If you work towards a place where people want to live, you'll create a place where people want to work.

3.

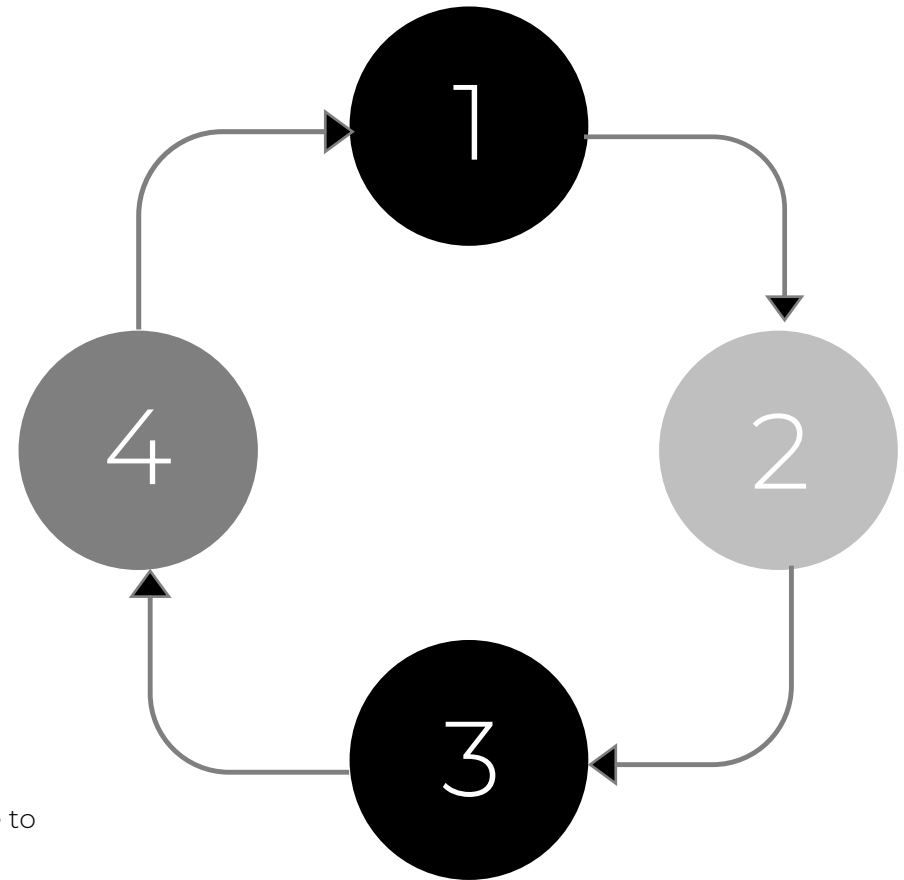
A PLACE TO WORK >> A PLACE FOR BUSINESS

If you work towards a place where people want to work, you'll create a place where business needs to be.

4.

A PLACE FOR BUSINESS >> A PLACE TO VISIT

If you work towards a place where business needs to be, you'll create a place where people have to visit.



THE DIRECTION

AREAS OF FOCUS

- **THE QUALITY OF OUR ENVIRONMENT**
- **THE QUALITY OF OUR RESIDENTS' LIVES**
- **THE QUALITY OF OUR TOURISM
ECONOMY**
- **THE QUALITY OF OUR VISITORS & THEIR
EXPERIENCES**

THE DIRECTION

THE GOALS

AWARENESS. RETENTION. LOYALTY.

Priority and focus on Loyalty, Retention and Awareness. When needed be flexible.

LOOKING FOR THE NEXT GENERATION

The average age in the Valley continues to remain. We need to find the next generation of visitors who will love, respect and embrace our Valley for the future.

ALWAYS ON APPROACH

Show the breadth of this place to encourage people to spend more time and ultimately, more money.

STEWARDSHIP

Spread out visitation across the year. Aligning the visitor to the experience, the season and the reason.

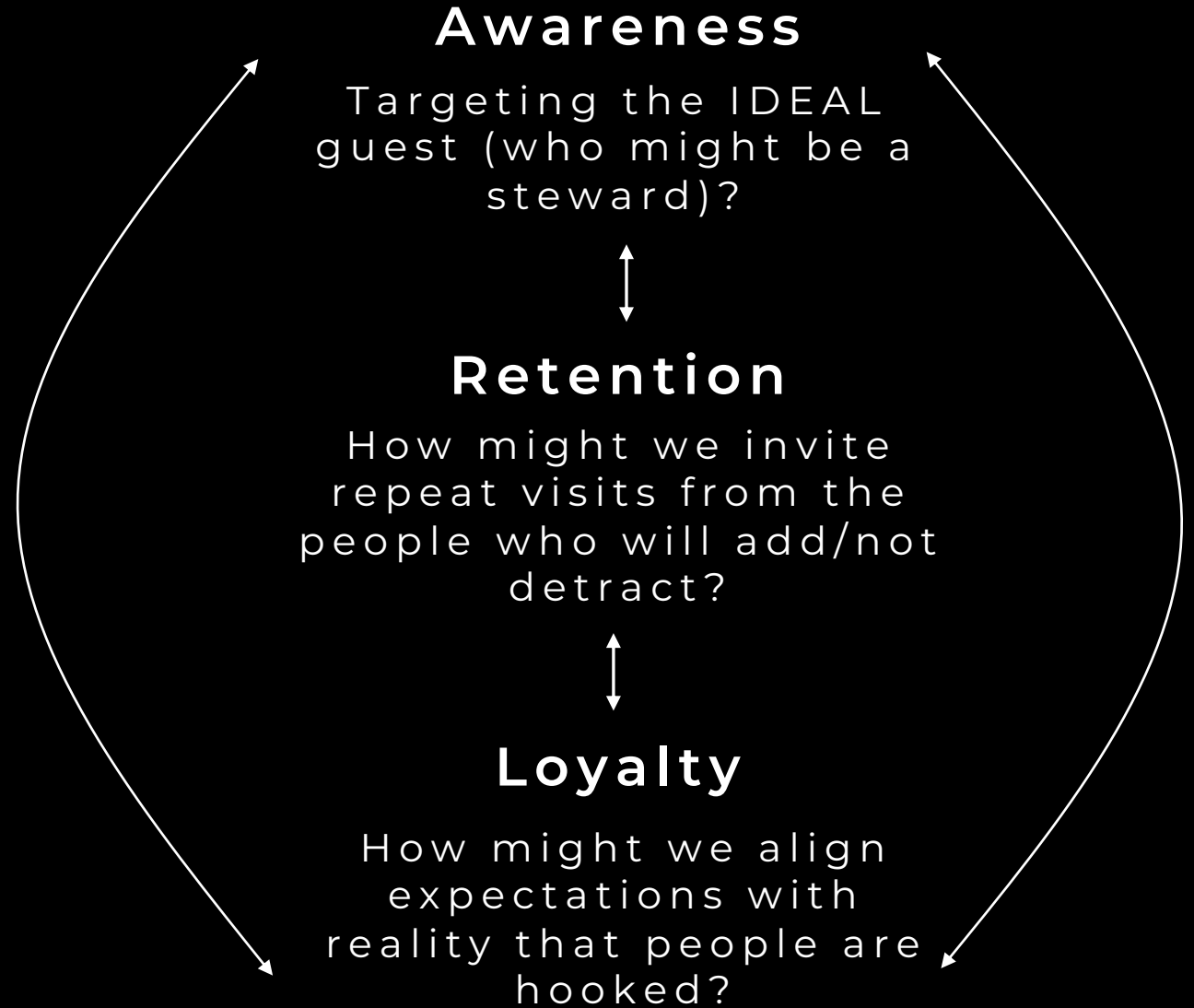
FUNDING

Shifting our funding sources from 2 to 4 and ensuring a minimum dedicated amount to allow us to be "always on" and to plan long term for future challenges.

LONG-TERM PLAN

We're eager to establish a north star that guides healthy business, economic vitality, diversity, quality of life, and the unique mountain culture

STRATEGIC FOCUS




Our evergreen strategy:

**Sustainability in how
we grow + thrive as a
community***

*All of us. Not just some of us

ALIGNMENT FOR THE WIN





LONG TERM

Developing a long-term plan for tourism and its role in the community for the future.

One that creates opportunities for economic vitality, is sustainable, and balances with the quality of life.

THANK YOU!

WE CAN'T DO IT WITHOUT YOU

FUNDING PARTNERS



COMMUNITY PARTNERS

