

VISIT SUN VALLEY



2021 - 2022 | **ANNUAL REPORT**



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This report covers our fiscal year
October 2021 – September 2022

SMALL
BUT
MIGHTY

WHO WE ARE

Who We Are

VISIT SUN VALLEY TEAM



SCOTT FORTNER

EXECUTIVE DIRECTOR



JESSICA MAYNARD

OPERATIONS MANAGER



RAY GADD

DIRECTOR OF MARKETING & PR



KENDALL KIRKPATRICK

MARKETING COORDINATOR

BOARD OF DIRECTORS



MIKE BURCHMORE
BOARD CHAIR



DIANN CRAVEN
CITY OF SUN VALLEY REPRESENTATIVE



CANDICE PATE
AT LARGE



KRISTIN POOLE
ADVISORY COMMITTEE REPRESENTATIVE

PETE SONNTAG
SUN VALLEY RESORT REPRESENTATIVE



GRETCHEN GORHAM
CITY OF KETCHUM REPRESENTATIVE



JACOB FREHLING
AT LARGE



DAVID LUHR
ADVISORY



ADVISORY BOARD

EEVA TURZIAN REAL ESTATE/CONSTRUCTION

JEN SMITH CONSERVATION/SUSTAINABILITY

PAUL HOLLE RESTAURANT/BAR

PADDY MCILVOY OUTDOOR RECREATION

CASSIE ABEL LOCAL ENTREPRENEUR

GAIL SEVERN ARTS

TIM JOHNSON LODGING

BOB BUERSMEYER FINANCIAL

KIM MACPHERSON AT LARGE

MIKE WOLTER NONPROFIT/EDUCATION

JOHN MELIN RETAIL

ORGANIZATION

VISIT SUN VALLEY

PUBLIC FACING NAME

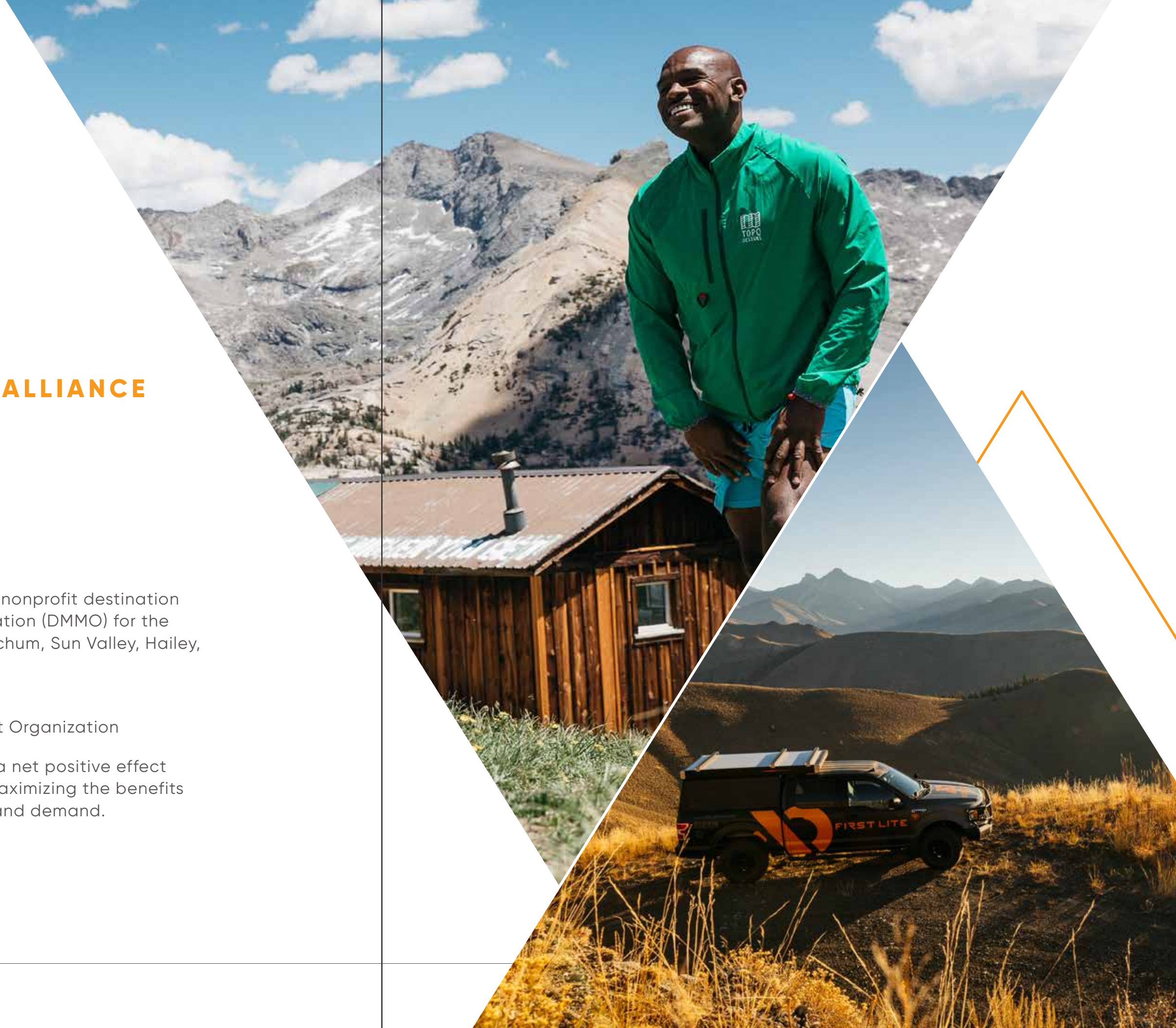
VS.

SUN VALLEY TOURISM ALLIANCE

STAKEHOLDER FACING NAME

DESCRIPTION

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



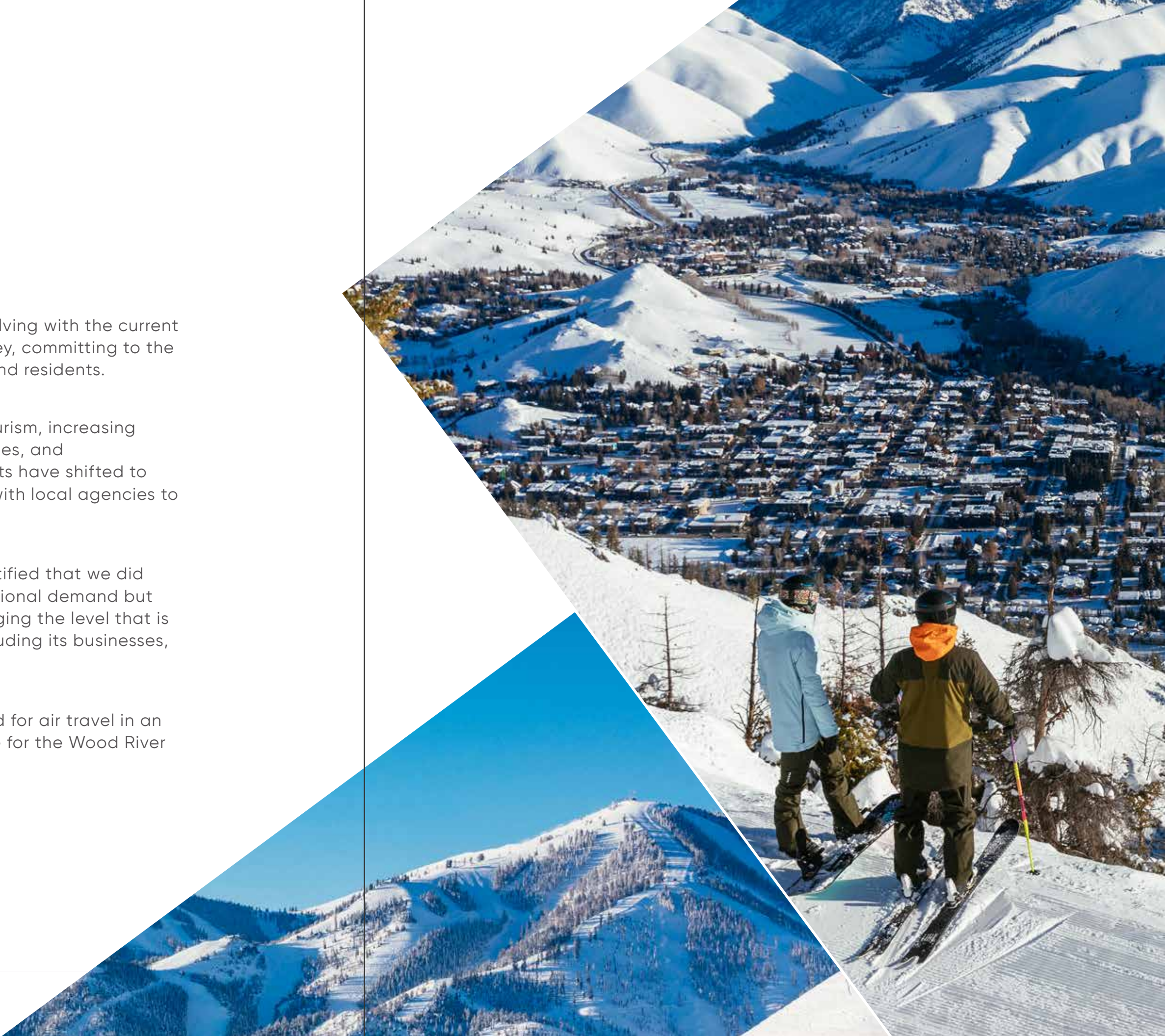
WHAT WE BELIEVE

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 significant 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.



MISSION



MISSION

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

VISION

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

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.

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.

HOW WE DO IT

VISITOR RESOURCES

- Visitor Center
- Website
- Newsletter
- Local Initiatives

COMMUNITY COLLABORATIONS

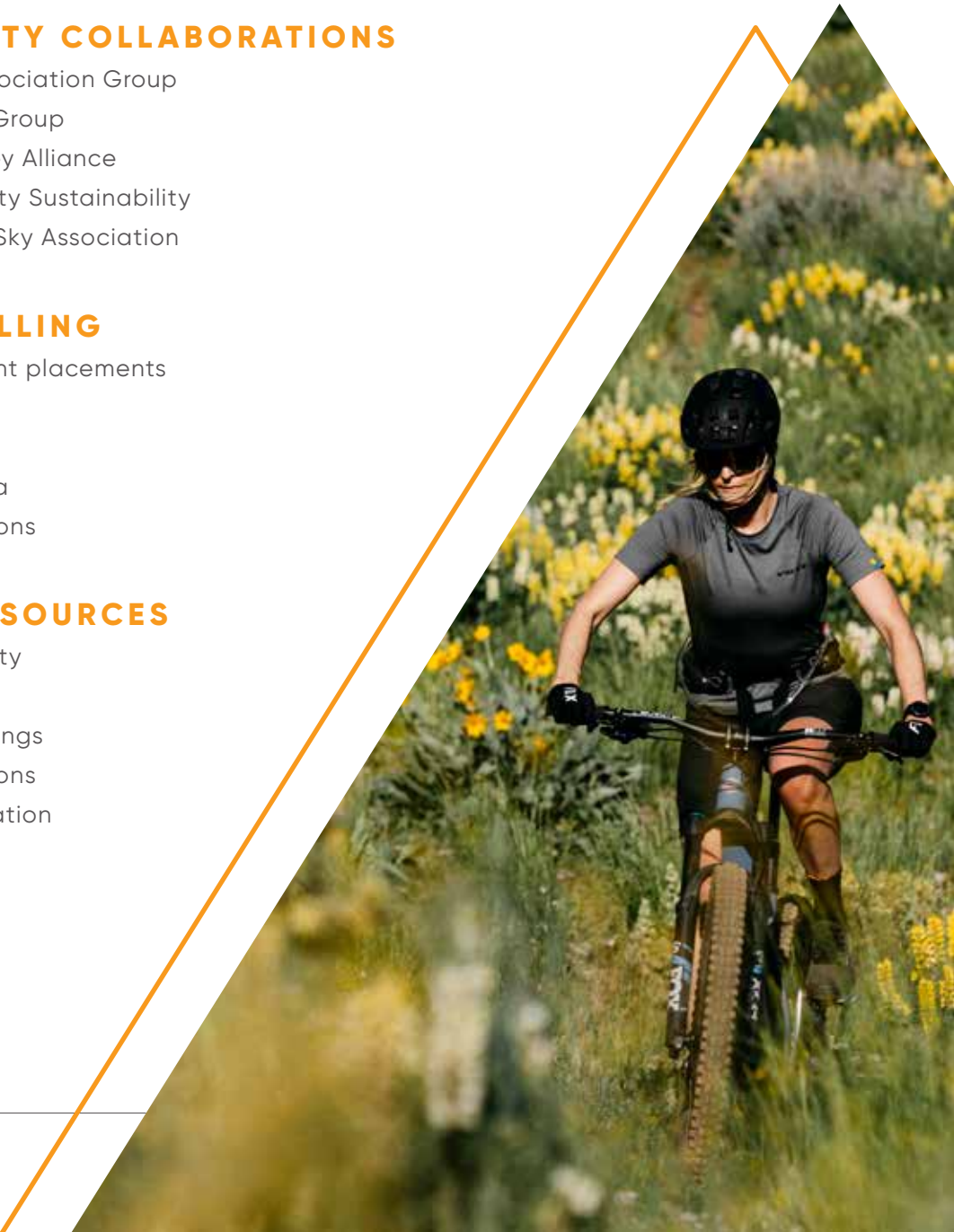
- Lodging Association Group
- Recreation Group
- Fly Sun Valley Alliance
- Blaine County Sustainability
- Idaho Dark Sky Association

STORY TELLING

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

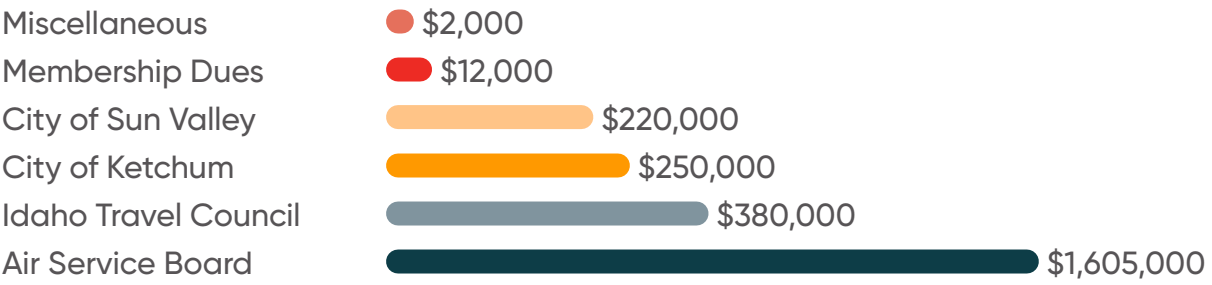
LOCAL RESOURCES

- Event visibility
- Newsletter
- Business listings
- Public relations
- Web information



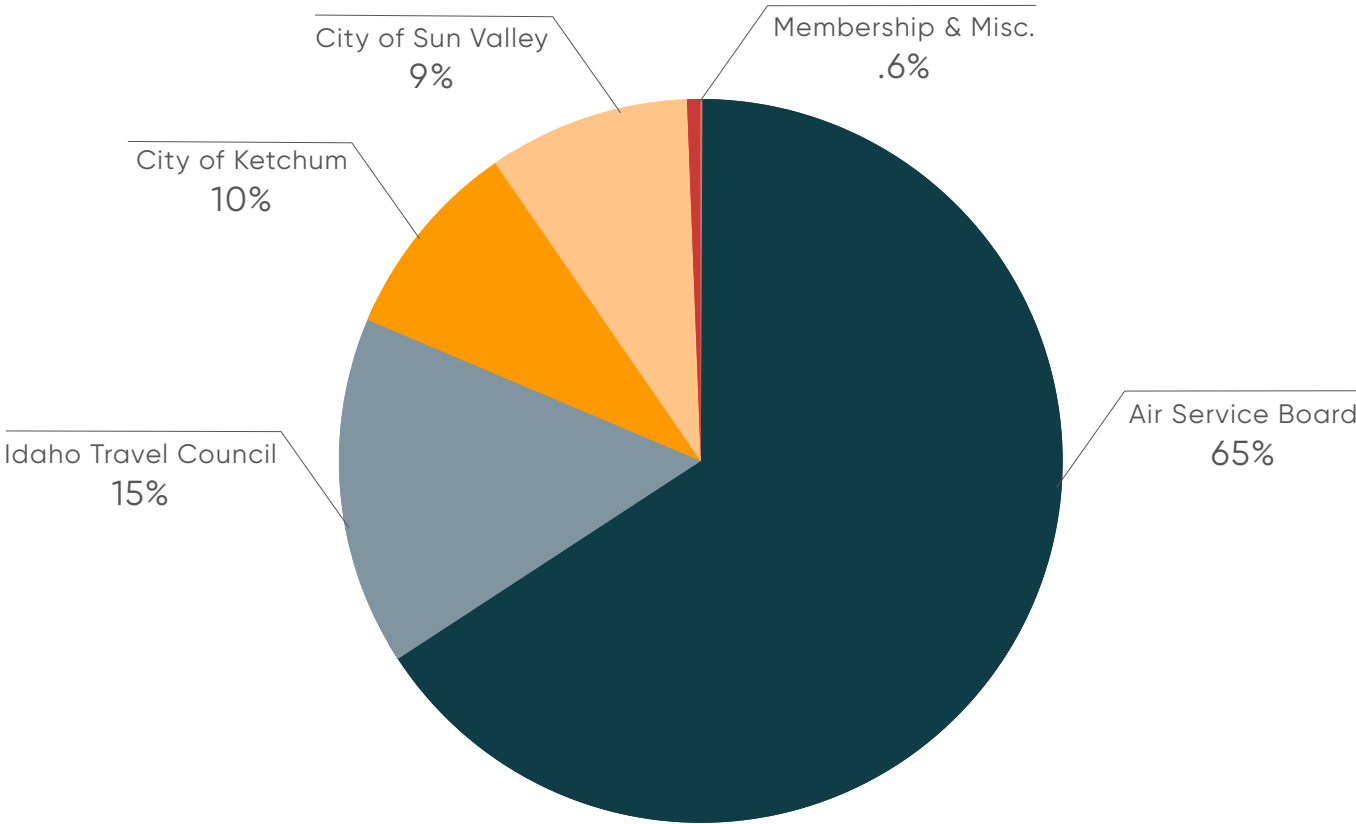
FUNDING

REVENUE



TOTAL WORKING BUDGET: \$2,469,000 + OPERATIONAL RESERVE: \$557,000

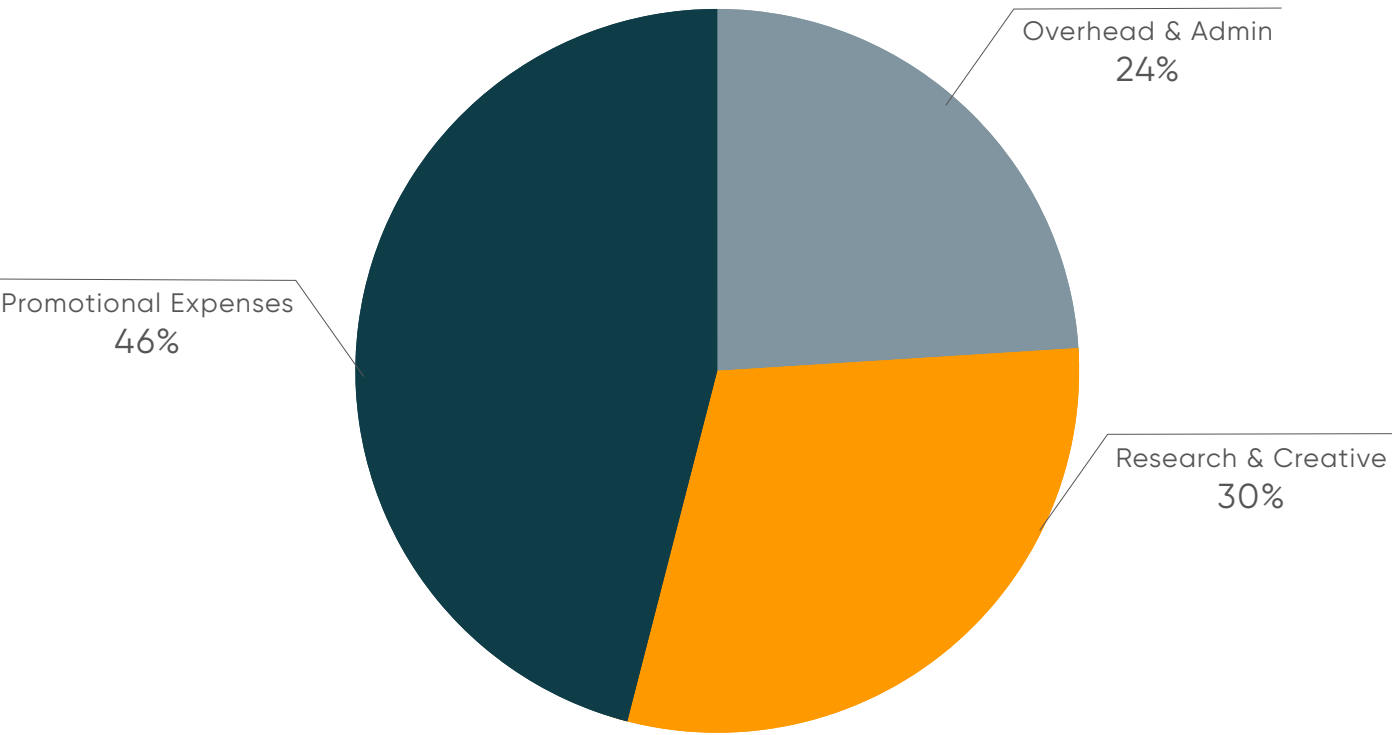
TOTAL FUNDS: \$3,026,000



EXPENSES



TOTAL EXPENSES: \$2,559,000



RECENT
HISTORY

WHAT HAPPENED

What Happened

TRAVEL BEHAVIORS

PEOPLE STUCK AROUND

- Adventurers
- Remote workers
- Relocators
- Second homeowners
- Family and friend visitors

SUN VALLEY BECAME A KNOWN DESTINATION THROUGH...

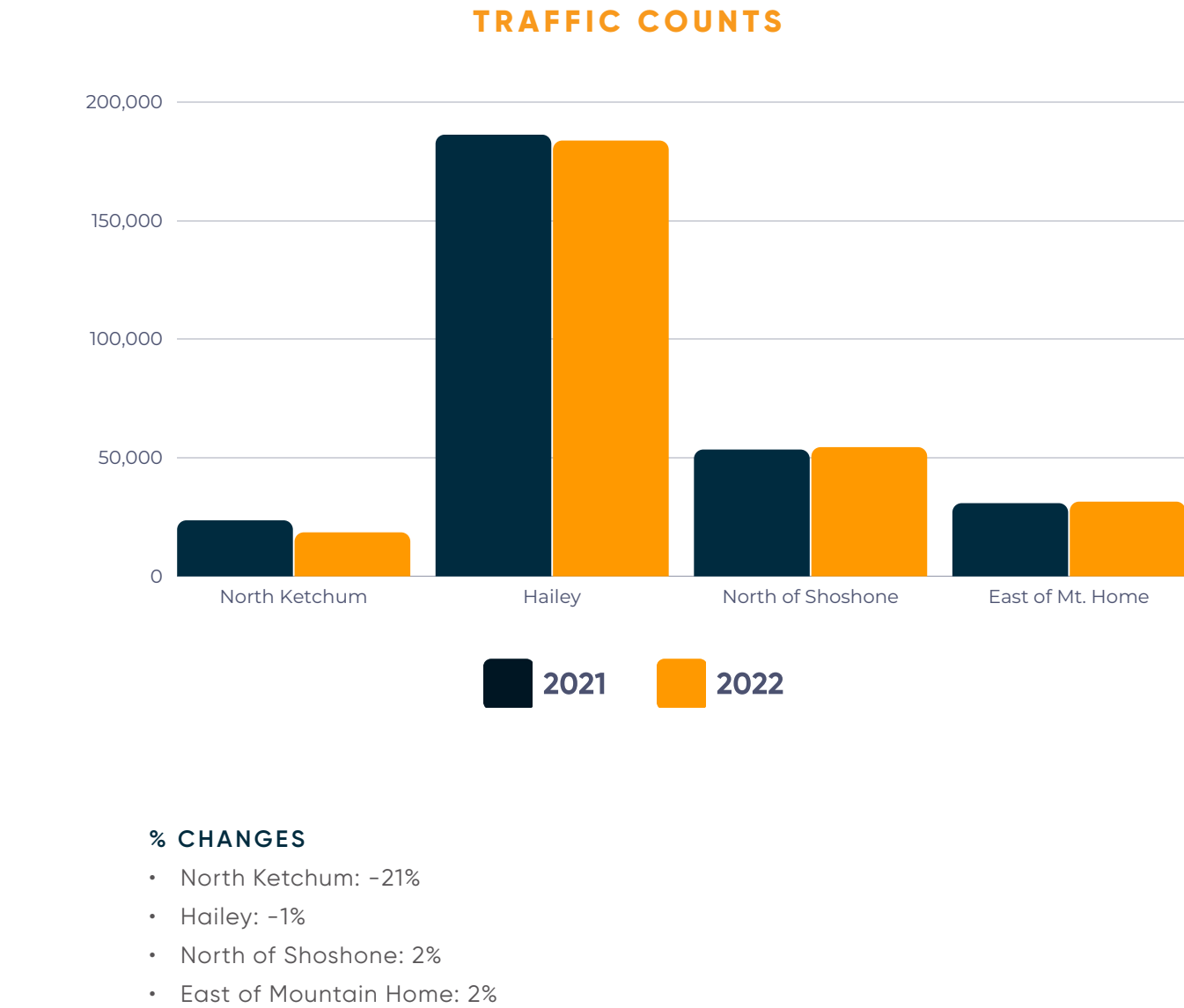
- Word of mouth from family & friends
- 12+ years of promotion
- Being an incredible place that speaks for itself
- Being a place that if you visit once, you'll visit again

GROWING PAINS

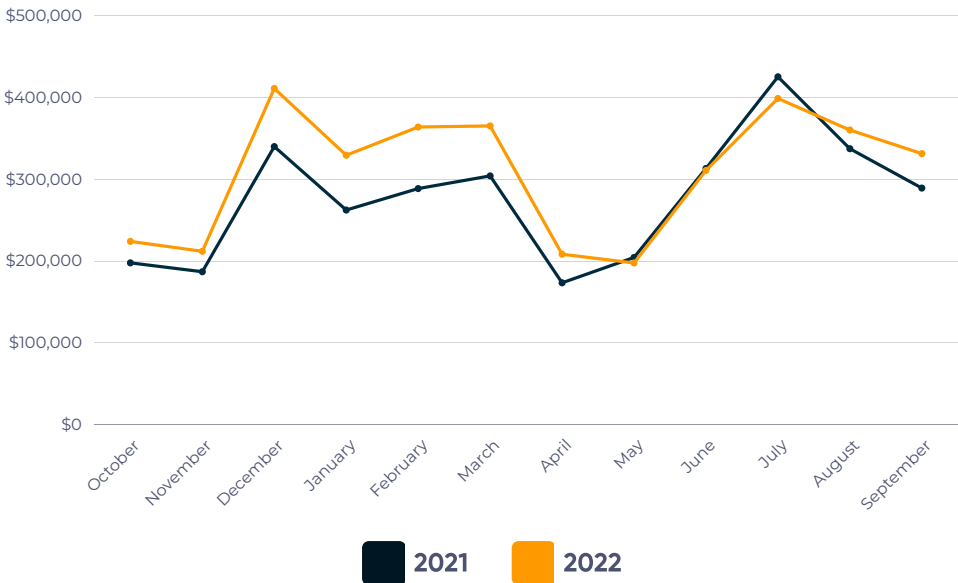
- We faced the exponential growth in relocations and visitation initiated by COVID, the Sun Valley area faced several growing pains that included staffing, supply, and obtainable housing shortages.



TOURISM INDICATORS

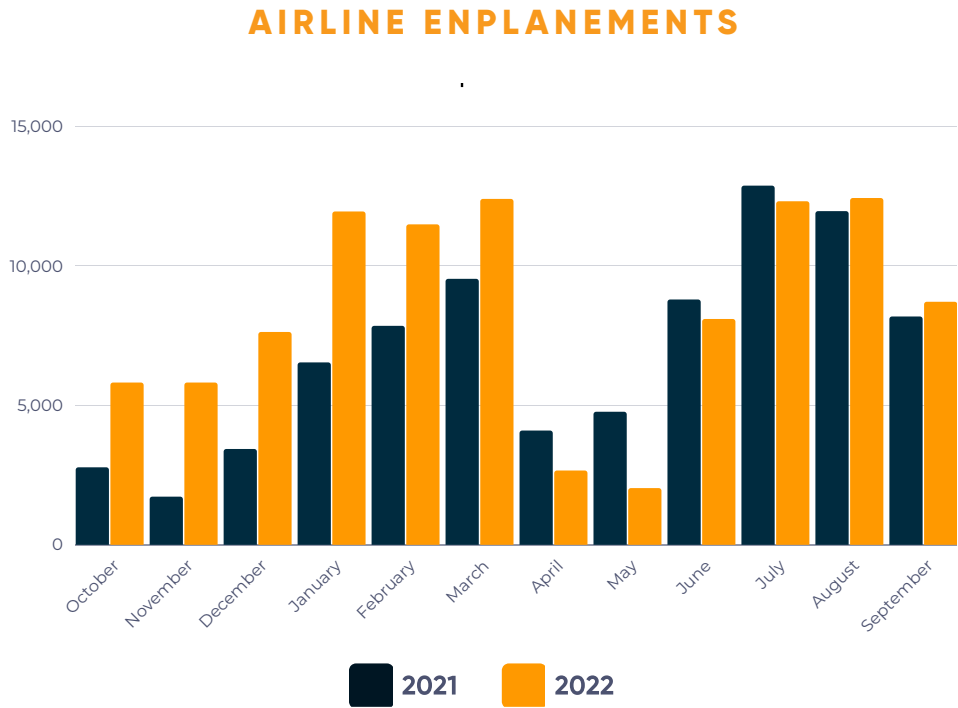


KETCHUM LOCAL OPTION TAX COLLECTIONS



TOTAL COLLECTION AMOUNTS

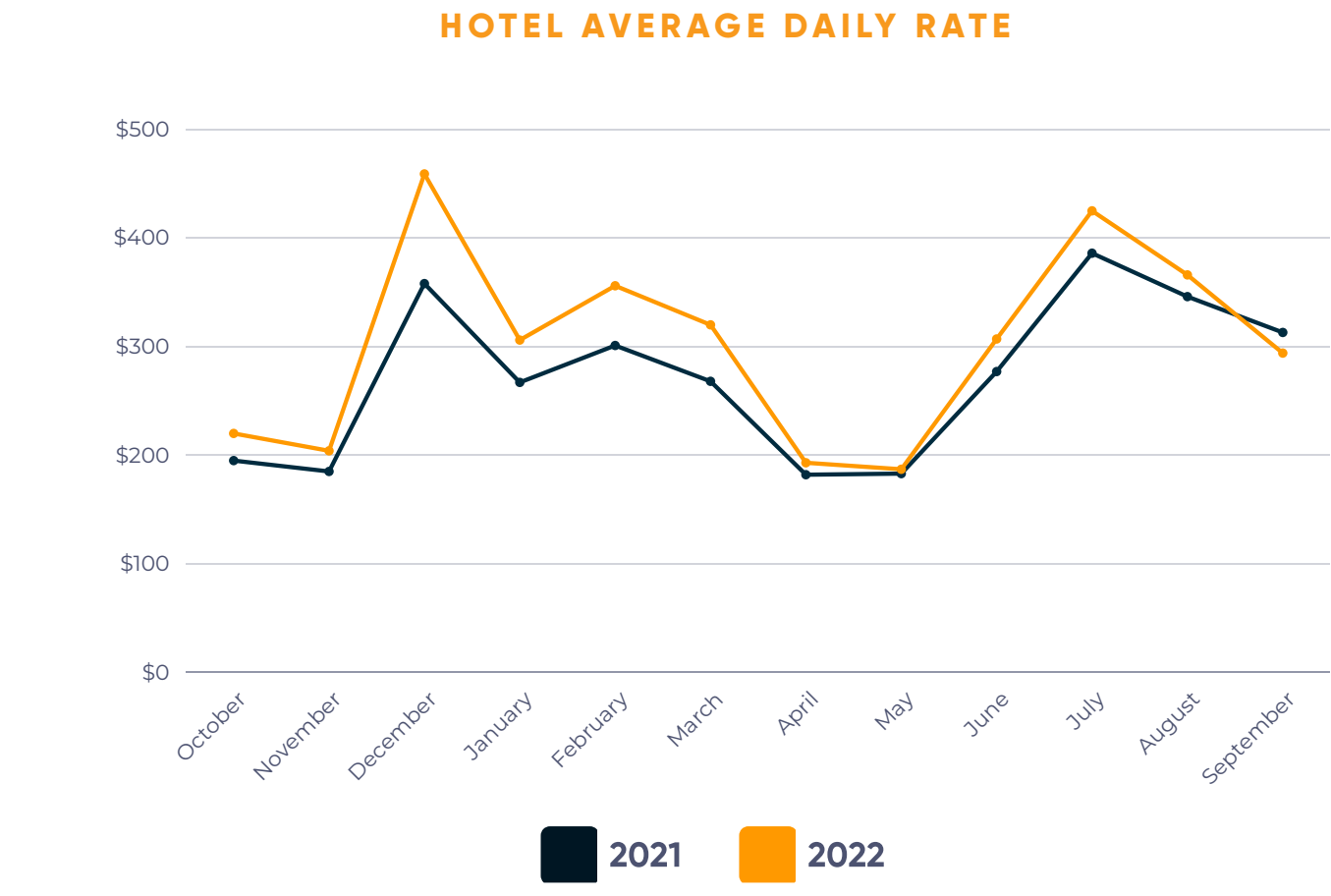
- 2021 Total Collections: \$3,322,154.41
- 2022 Total Collections: \$3,711,543.98
- % Change YOY: 12%



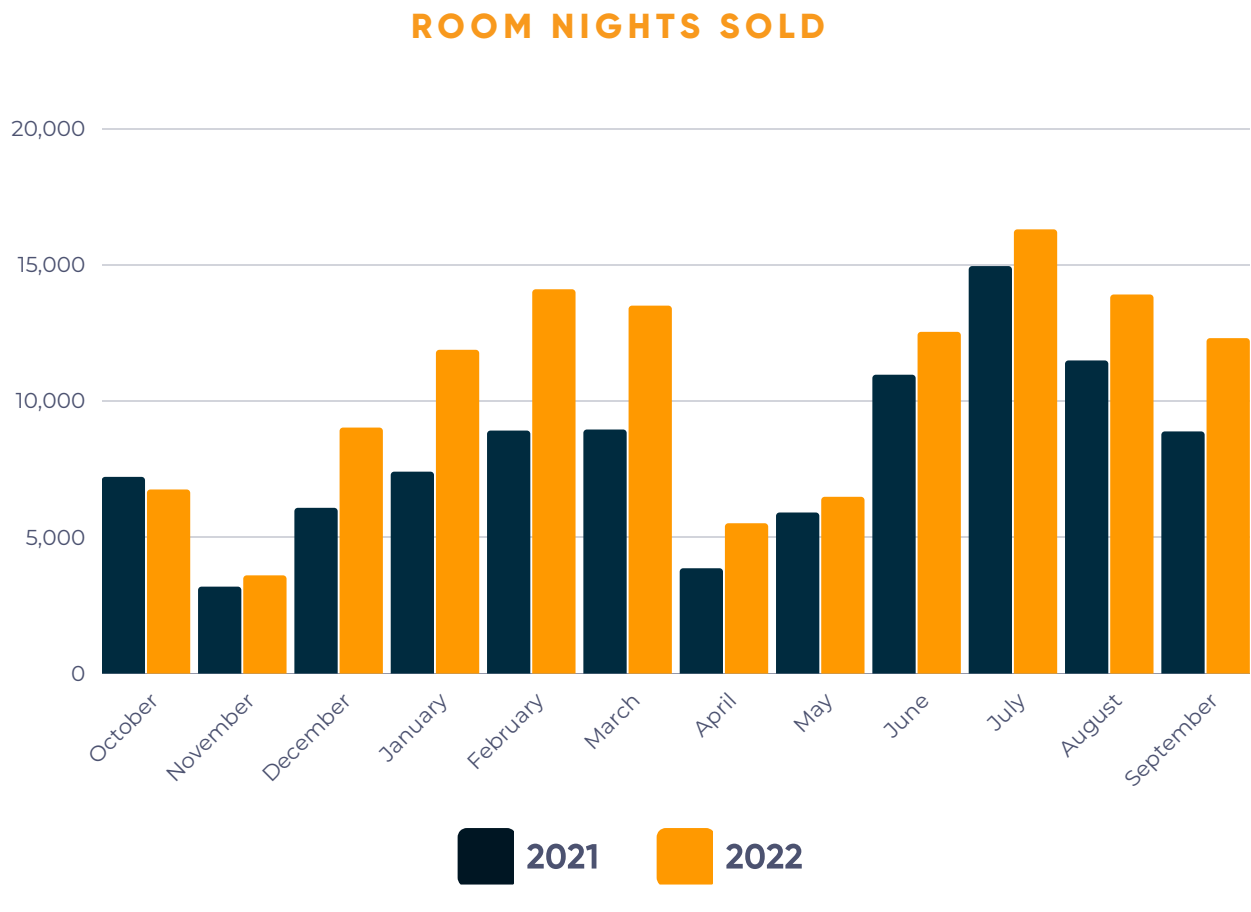
% CHANGES

- FY2022 Enplanements: 101,289
- FY2021 Enplanements: 82,494
- % Change from FY21: 23%

TOURISM INDICATORS



- Average Daily Rate: \$303
- % Change from FY21: 12%



- Total Room Nights Sold: 125,848
- % Change from FY21: 29%



LOCALHOOD

"MY LIFE IS YOUR VACATION"



What Happened

WHY PEOPLE CHOSE SUN VALLEY



THE PLACE

The authentic mountain town destination and its line-up of outdoor offerings are the hooks that draw folks in to give Sun Valley a try. It's the small-town charm.



THE PEOPLE

Visitors may initially come for the location and activities, but it's the people that make up this community that keep them coming back.



THE QUALITY OF LIFE

There's a reason why we live here and for most, it's the quality of life. Access to the outdoors, arts & culture, dining, & more are the same elements that keep people here.

TRAVEL TRENDS WE'RE SEEING

ACTIVE TRAVEL

Natural beauty, outdoor activity, escapism, privacy and new destinations are active travel has also increasingly broadened and morphed into other areas of travel.

LESSER-KNOWN DESTINATIONS

Where it's not obvious where to stay, visit, bike, hike etc.

MULTI-GENERATIONAL TRIPS

Post Covid traveling for personal gatherings such as anniversaries, weddings, birthdays, graduations, or holidays.

LOCAL EXPERIENCES

Travelers want to live like a local, to dig into the history, culture, food, to get to know the people.

UNIQUE LODGING & LONGER STAYS

Getting away from the chain experiences and taking the time to dig into a destination for all that it has to offer

FOOD

There is more interest in simple food, local specialties, and healthy food - on most any night, travelers prefer an authentic atmospheric establishment.

ARTS & CULTURE

Travelers are showing interest in connecting with their surroundings and engaging with the people living there. This includes learning about an area's history and traditions, sampling farm-to-fork cuisine, discovering local artisans and performances and beyond.





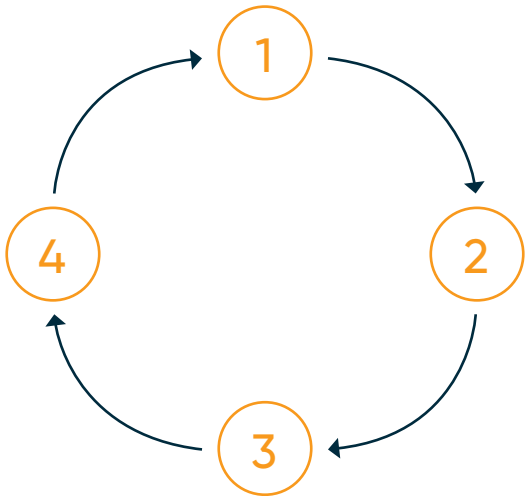
LONG
TERM

THE FUTURE

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 will want to visit.



AREAS OF FOCUS



THE GOALS

AWARENESS, RETENTION, LOYALTY

Priority and focus will be on awareness, retention, and loyalty. We will be flexible between the three based on external factors.

LOOKING FOR THE NEXT GENERATION

The average age in the Wood River Valley continues to remain on the older side. 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

Our funding sources shift from 4 down to 2. We will ensure a minimum dedicated balance to have an “always on” approach. We will maintain a reserve balance to deal with potential future headwinds.

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.

OUR EVERGREEN STRATEGY

Sustainability is how we grow + thrive as a community.
All of us, not just some of us.



VISION FOR A LONG-TERM PLAN

We’re looking to prioritize the development of 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.

THE FUTURE

BACKGROUND

Before looking ahead, it's important to look back and learn...

The last two years brought an unexpected massive influx of newcomers to the area. We were nimble with our promotional efforts, and we stepped in to help educate visitors not just on how to behave in our town but also what to appreciate. These are tactics we foresee being of continued importance.

The short-term future is a challenging one to predict...

The world continues to evolve from month to month as we emerge from the pandemic with a modified way of life that is somewhat back to normal.

A variety of potential headwinds on the horizon...

These will leave uncertainty for how and where the traveler as well as the workforce will choose to go in the short-term.

We have evaluated several threats and opportunities to consider...

As we built our plans for the year several elements came to the forefront for how tackle the short term and how these decisions roll up to our long-term plans.

THREATS



INFLATION Continued increases in the consumer price index has put pressure on spending.	BACK TO REALITY Employers continue to call employees back to the office.	TRAVEL OPTIONS For those who were still eager to make a trip, international travel is at the top of their lists thanks to the strong dollar.
POSSIBLE RECESSION Concerns of a reduction in economic activity will put added pressure on households looking to travel.	WORKFORCE The workforce reshuffle, rising costs of to do business, and demand for services continues to create pinch points through our Valley and beyond.	AGING VISITOR The long-time repeat visitors continue to age leaving a potential vacuum if there is not a next generation to backfill.

OPPORTUNITIES



SKI MAG #1 RANKING For the 3rd year in a row Sun Valley has received the #1 ski resort in the west ranking by SKI Magazine. This is on top of several additional national press coverage.	PASS PARTNERSHIPS We're looking at a brand-new audience for the 2022-2023 season with Sun Valley being a part of the IKON & Mt. Collective passes.
AIR SERVICE Nonstop flights from 6 major cities, increased Chicago & Denver frequency, upgraded & aircraft from Alaska.	WINTER CAPACITY Outside of the holidays, the winter season continues to offer capacity throughout the season.

THE PLAN

The breakdown of targeting focuses into two categories: IKON/MT. Collective pass holders and informing potential visitors about experiences that go beyond the mountain.

REACHING THE IKON & MOUNTAIN COLLECTIVE PASS HOLDERS

- First time audience that we need to inform and educate.
- Refined targeting to pass holders with through a variety of digital advertising mediums including, video, radio, display, partnerships

PERSONA
Adventurers



REACHING THOSE THAT WANT EXPERIENCES THAT GO BEYOND THE MOUNTAIN

- Telling the deeper stories about the area that present us as destination to be considered for a visit anytime of the year.
- Non-seasonal specific opportunities such as wellness, arts & culture, culinary, and the Central Idaho Dark Sky Reserve are a few touchpoints.

PERSONAS
Health & Wellness
Art & Culture
Couples
Families

DESIRED ACTIONS

We are looking to stoke enough interest for people to take the leap to try us, everything follows from this. That said, we'll want to design a campaign that leverages our opportunities and uses these types of measurement points.

We will continue to evaluate the breadth of tourism and economic indicators to guide our decision making and ensure that we remain nimble and ready to act accordingly to any worrisome signals.



CONSIDERATION

Getting new people to consider and learn more about our unique destination (e.g, interaction with our ads, media, stories, or site)



TRIAL

Encouraging usage of our website to encourage visitors to plan their visit with information on how to get here, lodging options, things to do, calendar of events and more



RETENTION

Opting in to hear more from us after a visit or to expand on a planned visit or interacting with ongoing messaging (e.g., repeat visits, engagement with emails)



WE
CAN'T
DO IT
WITHOUT
YOU

THANK
YOU

FUNDING PARTNERS



COMMUNITY PARTNERS



VISIT SUN VALLEY

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

**VISITOR
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OFFICE LOCATION 160 Sun Valley Road West, Ketchum, Idaho 83340

MAILING ADDRESS PO Box 4934, Ketchum, Idaho 83340

STAY
SUNNY

