

VISIT SUN VALLEY



2022 – 2023 | **ANNUAL REPORT**



CONTENTS

- 04** Who We Are
- 12** Our Mission
- 14** Strategic Tourism Master Plan
- 20** A Look Back at 2023
- 30** Funding
- 36** Our Partners

This report covers our fiscal year
October 2022 - September 2023

SMALL
BUT
MIGHTY

WHO WE ARE

VISIT SUN VALLEY TEAM



RAY GADD
EXECUTIVE DIRECTOR



KENDALL KIRKPATRICK
MARKETING & GRANT MANAGER



JESSICA MAYNARD
DIRECTOR OF OPERATIONS



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.



MISSION



OUR MISSION

Visit Sun Valley is committed to enriching the lives of our mountain community through a balanced level of tourism that focuses on economic prosperity, environmental sustainability, and the preservation of the Valley's vibrant character.

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 the right people 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.

THE
DETAILS

STRATEGIC TOURISM MASTER PLAN

STRATEGIC PILLARS

The Strategic Pillars uphold the foundation of our Mission Statement.
The pillars include:



MARKETING

Finding the next generation of visitors that will love, respect, and embrace our Valley.



VISITOR EXPERIENCE

Enhancing visitor-facing in-market communication and management.



COMMUNITY PARTNERSHIP

Supporting integrated approaches that enhance the local economy, financial health of businesses, and maintain a strong quality of life for everyone.



BALANCE

Equalizing the economic benefits and mitigating the impacts of the visitor economy.

OUR GOALS

AWARENESS, RETENTION, LOYALTY

Priority and focus on Awareness, Retention, Loyalty. We will be flexible between the three based on external factors.

LOOKING FOR THE NEXT GENERATION

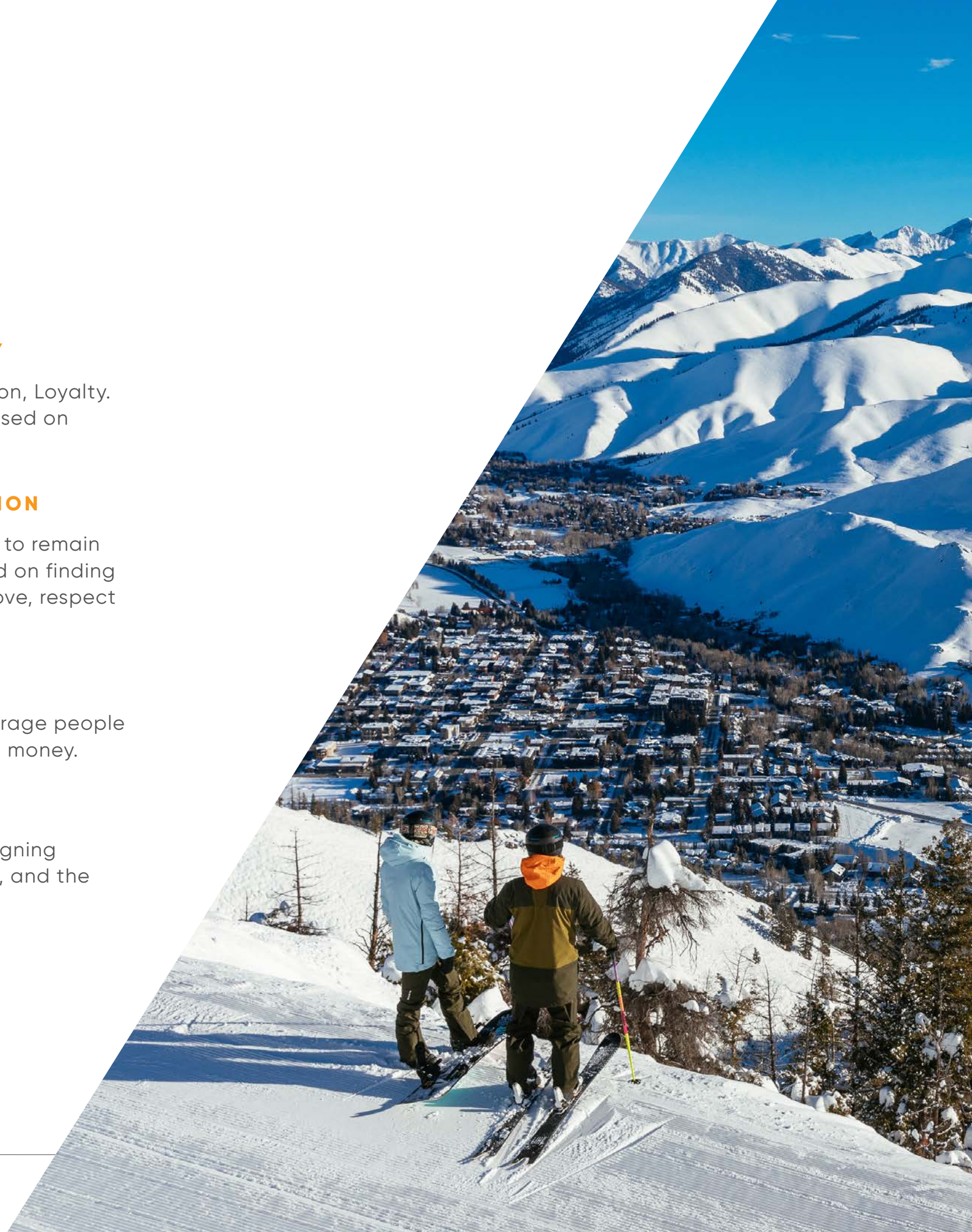
The average age in the Valley continues to remain on the older side. Our efforts are focused on finding the next generation of visitors who will love, respect and embrace our Valley for the future.

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.



WHAT
WE
LEARNED

A LOOK BACK AT 2023

A photograph of three cyclists riding on a grassy hill. The cyclist on the left is a woman wearing a white helmet, sunglasses, and a white long-sleeved shirt. The cyclist in the middle is a woman wearing a dark helmet and a dark long-sleeved shirt. The cyclist on the right is a child wearing a light blue helmet and a light blue t-shirt. They are riding on a grassy hill with mountains in the background. The image is overlaid with a dark blue tint and the text 'A LOOK BACK AT 2023' in large, bold, orange letters.

FISCAL YEAR 2023 AT A GLANCE

SEASONS

Winter

- Ample snowfall 2022-2023
- IKON & Mt. Collective Pass Partnership

Summer

- Rainy June and a slow start to summer, minimal smoke
- Robust lineup of events
- Construction of new Warm Springs ski lifts

Fall

- The secret season with ample room for continued growth

LODGING

Record breaking ADR and Occupancy throughout much of the year

ECONOMIC

Record Local Option Tax (LOT) collections

LOT Change from 1% for Air to 0.5% for Housing and 0.5% for Air in Ketchum, Sun Valley, and Hailey.

Increase in interest rates and inflation

MARKETING & PR

Competition with Europe for travelers

Sunsetting of the Stay Sunny campaign

PR

- Media missions to Seattle, Boise, and Jackson Hole
- Mentions and Features from top tier publications such as NYT, Matador Network, SKI, Lonely Planet, Travel + Leisure, & more

TOURISM INDICATORS

Click [HERE](#) to view Occupancy, ADR, LOT & Traffic Counts



OUR TARGET MARKETS



NATIONAL FLIGHT MARKETS

The nonstop flight markets that service the Friedman Memorial Airport (SUN) remain our top priority not only to ensure that the airlines' seats are filled but also noting that travelers that get on airplanes have a tendency for a longer length of stay. These cities include:

- Seattle, WA
- San Francisco, CA
- Los Angeles, CA
- Salt Lake City, UT
- Denver, CO
- Chicago, IL

In addition to the nonstop markets, we look at destinations that tap into the existing routes as fly through hubs. Supplemental markets include:

- New York City (greater area), NY
- Boston, MA



REGIONAL DRIVE MARKETS

There are seasonal ebbs and flows with our air service. Our efforts to fill these gaps and to smooth out the shoulder season gaps, we look to a variety of regional drive markets. These include but are not limited to:

- Boise, ID
- Twin Falls, ID
- Idaho Falls, ID
- Salt Lake City, UT
- Bend, OR
- Portland, OR

OPPORTUNITY SEASONS



FALL

mid-September – early November



WINTER

December – mid-April
Except holiday season



SUMMER

4th of July

The Allen & Company annual conference shifted their dates in July 2023 leaving ample opportunity for visitation over this holiday

TOP TALKING POINTS

LEVERAGING THE PEOPLE & BUSINESSES THAT MAKE UP THIS PLACE

[24hrs With a Local](#) & [What We're Made Of](#)

OUTDOOR RECREATION

ARTS & CULTURE

FOOD SCENE

FAMILY FRIENDLY

CENTRAL IDAHO DARK SKY RESERVE

INDEPENDENTLY OWNED & OPERATED SKI RESORT

FRIENDLY, UNPRETENTIOUS LOCALS

A PLACE FOR INNOVATION

Companies such as Deckerd, Wild Rye, Club Ride, Sync Vans, Nomadic Vans, Chums, First Lite, Rocky Mountain Hardware, Sun Valley Bronze, Smith Optics, Scott Sports, and so many more have started and or continue to operate in our valley.



HOW WE DO WHAT WE DO



VISITOR RESOURCES

- Visitor Center
- Website
- Newsletter
- Local Initiatives

COMMUNITY COLLABORATIONS

- Lodging Association Group
- Recreation Group
- Fly Sun Valley Alliance
- Blaine County Sustainability
- Central Idaho Dark Sky Reserve Board
- Sun Valley Economic Development

STORY TELLING

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

LOCAL RESOURCES

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

HOW
WE
OPERATE

FUNDING

BY THE NUMBERS

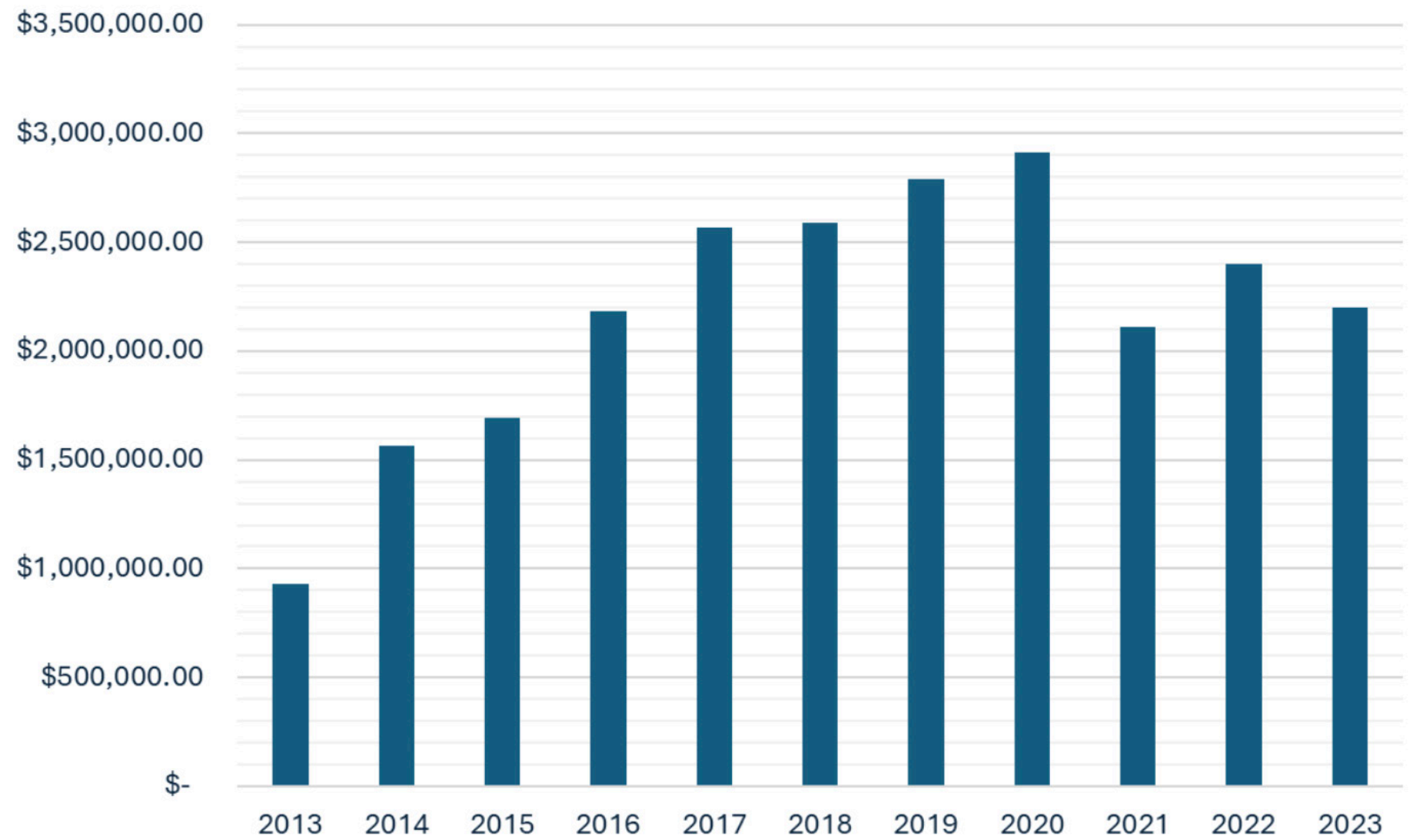
FUNDING SOURCES

23% Idaho Travel Council

77% Sun Valley Air Service Board

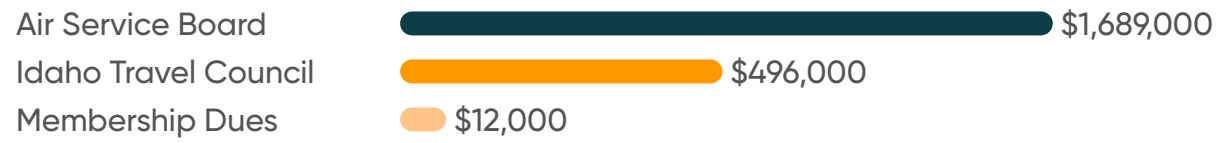
FUNDING OVER TIME

- In May 2023, voters in Sun Valley, Ketchum, and Hailey passed an extension of the 1% for Air local option tax with a new structure. This new format split the previous 1% for Air into 0.5% for Housing and 0.5% for air.
- This new structure has brought down the overall funds available to apply for.
- Our Fiscal Year 2023 budget was similar to our 2016 budget.



REVENUE VS. EXPENSES

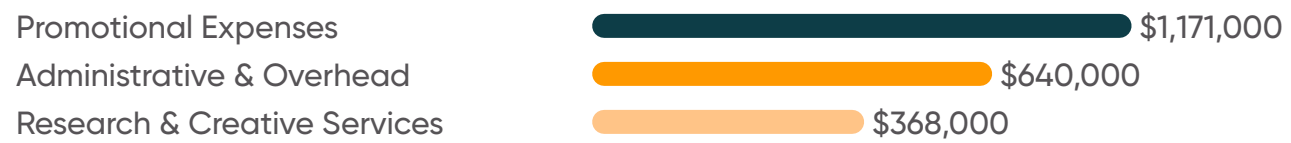
2023 REVENUE



TOTAL WORKING BUDGET: \$2,197,000 + OPERATIONAL RESERVE: \$478,000

TOTAL FUNDS: \$2,675,000

2023 EXPENSES



TOTAL EXPENSES: \$2,179,000



OUR PARTNERS

FUNDING PARTNERS



COMMUNITY PARTNERS



TO
OUR
VALLEY

THANK YOU

VISIT SUN VALLEY

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

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