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# Visit Sun Valley

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Destination Marketing & Management Organization



BACKGROUND

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# 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**

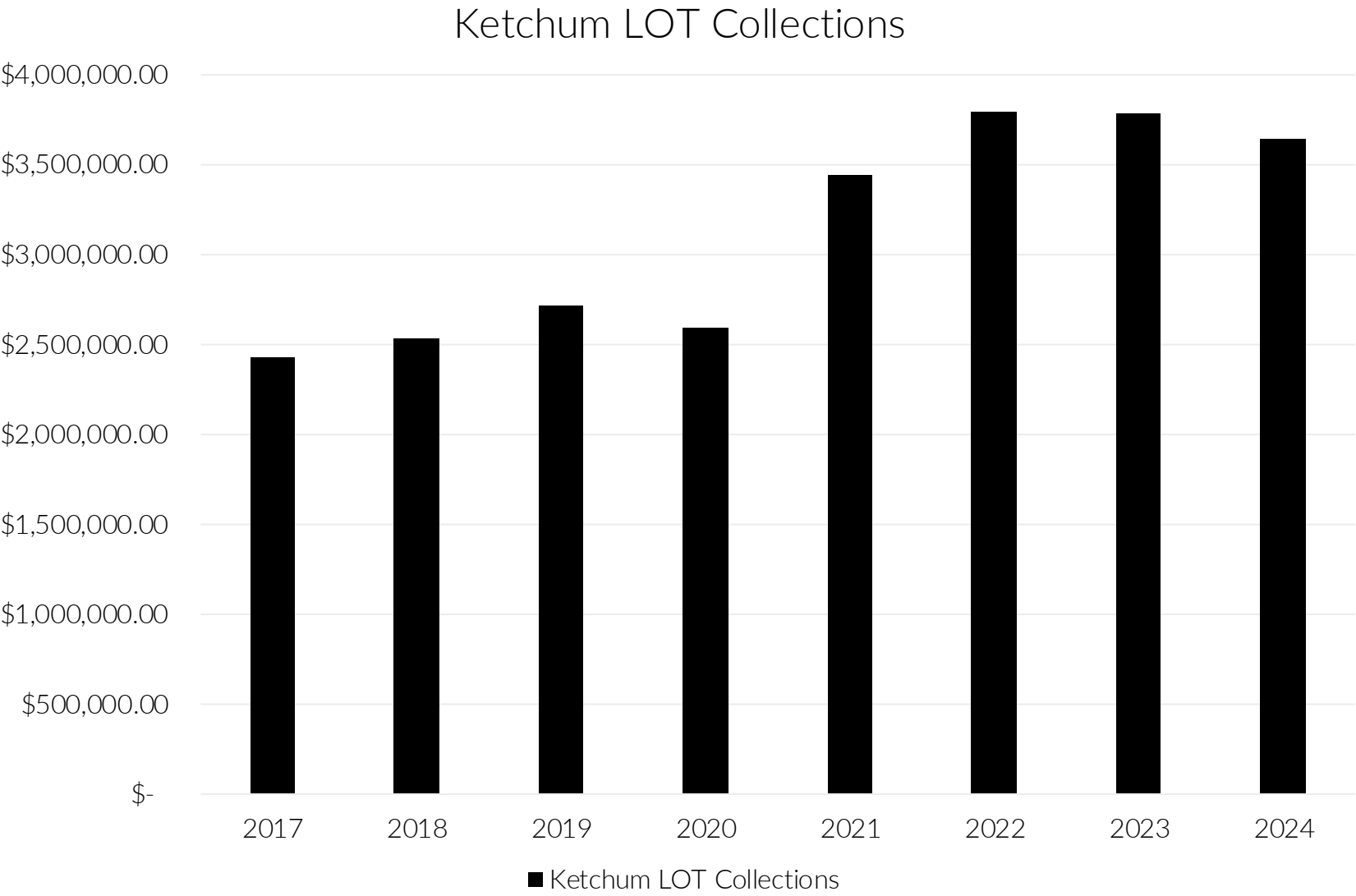
Direct Taxes

**\$34,000,000**

2021 Figures from Idaho Travel Council

Metrics

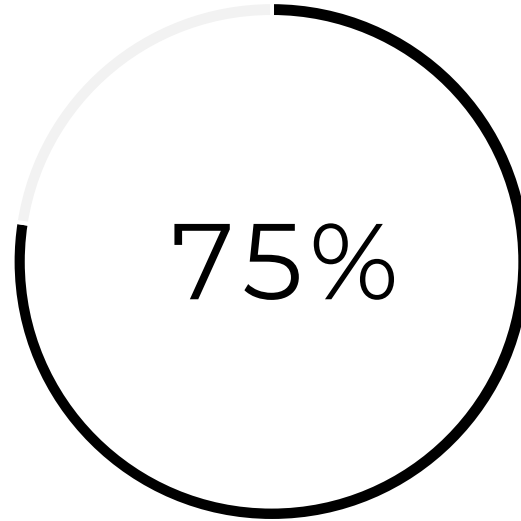
# KETCHUM LOT



# LOCAL OPTION TAX (LOT)

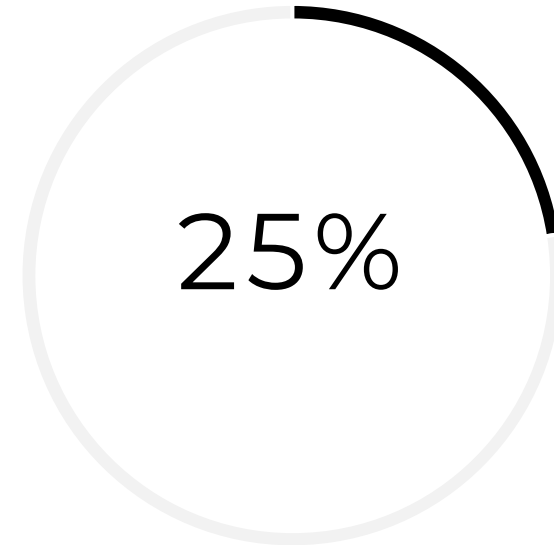
CONTRIBUTIONS

## WHO'S PAYING WHAT?



**NON-RESIDENT**

**RESIDENT**



# 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. Two skiers are standing on the left, one in the center, and one is bending over on the right. The text "WHO WE ARE" is overlaid in the center in white, bold, sans-serif capital letters.

**WHO WE ARE**



# WHAT IS VISIT SUN VALLEY?

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## Nonprofit Destination Marketing & Management Organization

**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.*

We're a local nonprofit tourism entity that focuses on visitor awareness, attraction, and education to the greater Sun Valley area. We emphasize opportunity periods as well as getting visitors to utilize the local air service.

# WHAT WE DO

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## **Stakeholder Collaboration**

We work with a variety of stakeholders, including government, local businesses, and community members to guide decisions that aid in tourism having a positive impact on the destination.

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## **Storytelling: Awareness & Attraction**

Telling the stories about outdoor recreation, people, culture, businesses, and events that make this place unique.

### Mediums

- Video
- Photos
- Written Stories

### Advertising Outlets

- Paid Partnerships
- Google
- Email Marketing
- Social Media

### Public Relations

- Media Hosting
  - Media Outreach
  - Media Missions
- 

## **Visitor Education**

Informing visitors what we have to offer, what to expect, how to respect the place, and how to maximize their experience here.

### Information Outlets

- Website Content – Landing Pages, Blogs, Events Calendar, Business Listings, etc.
- Visitor Center
- Airport Kiosk

# WHY VISIT SUN VALLEY

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## **Maintaining Economic Vitality**

This area is significantly influenced by tourism in a multitude of sectors. We look to maintain the vitality of our tourism driven economy through a manageable level of visitation.

## **Staying Top of Mind**

There are countless mountain destinations that offer similar attributes that the greater Sun Valley area has and they're all competing for a similar pool visitors.

We seek out to show potential visitors why this place is special and why they should consider either coming back or visiting for the first time.

## **Destination Management**

We truly care about this place and we're not trying to be exploitive of the peak times and places but rather emphasize the opportunity periods and breadth of offerings.

We set out to look for people that ideally will love, appreciate, and respect this place as much as we all do.

# HOW WE DIFFER FROM OTHER ENTITIES

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## **The Wood River Chamber of Commerce**

We look to bring visitation to the area while the chamber emphasizes on business promotion and local events. We work alongside the Wood River Chamber of Commerce to divide and conquer.

## **Sun Valley Company**

While we have “Sun Valley” in our name, we are a separate entity from Sun Valley Company.

We work also work closely with Sun Valley Company. We differ in the sense that our reach extends from Crater’s of the Moon to the Stanley Basin.

## **Fly Sun Valley**

The mission of the Fly Sun Valley Alliance (FSVA) is to "retain, support and improve commercial air service access to the Wood River Valley". They work to improve air service through initiatives like securing contracts, conducting research, and building partnerships with both public and private sectors.

We work closely with this group as well. They secure the flights while we work to ensure that those flights are filled and that the airlines continue to service the area.



# HOW WE'RE FUNDED

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## Air Service Board

The cities of Sun Valley, Ketchum, and Hailey have a Local Option Tax (LOT) with varying rates on things such as retail sales, liquor by the drink, lodging, building materials, and rental cars. These taxes go into their general fund.

There is an additional 0.5% local option tax (LOT) in the cities for air service development and marketing as well as a 0.5% tax dedicated to housing. (In 2023, this local option tax went from 1% for air to 0.5% for housing and 0.5% for air.

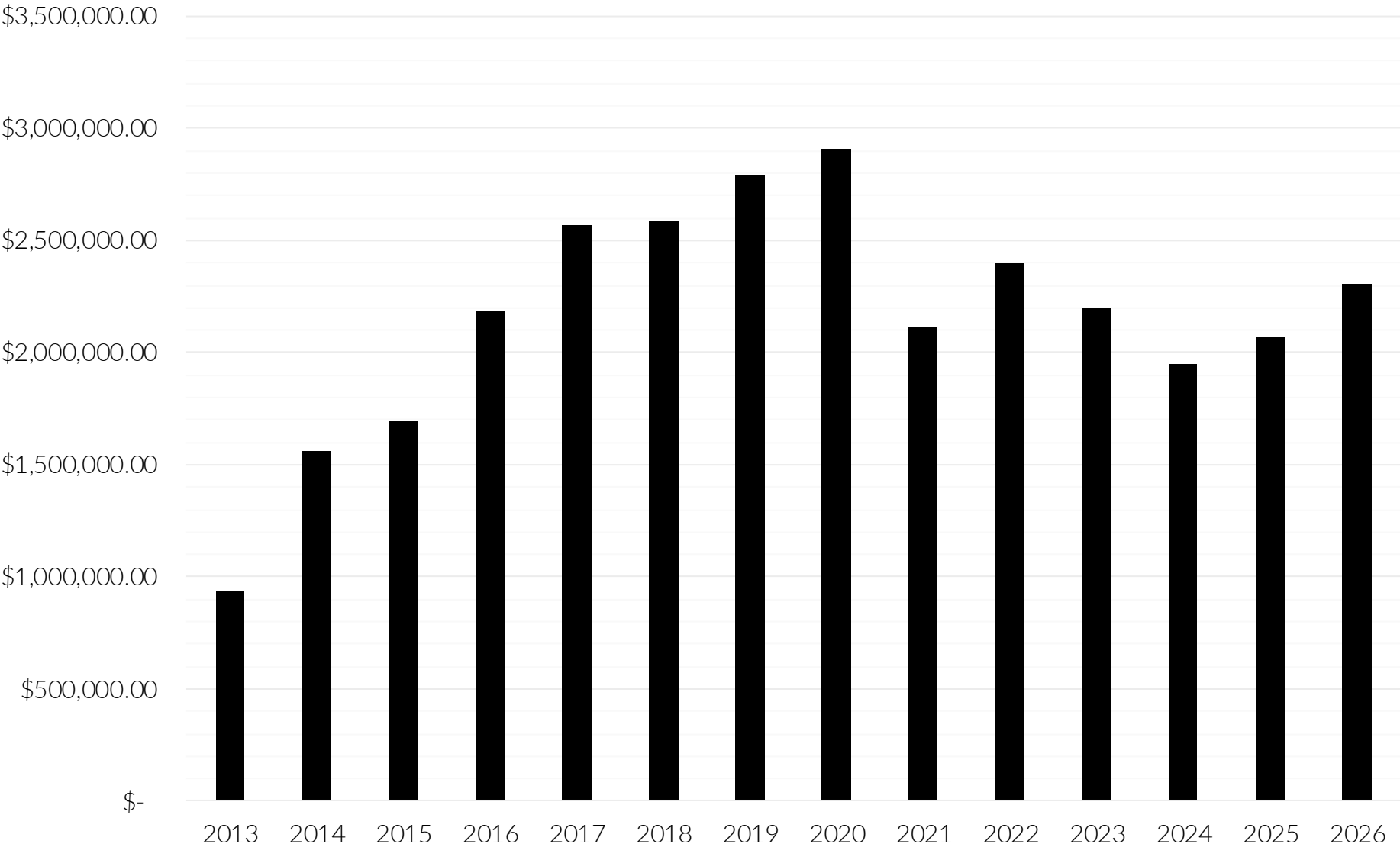
Between 75% - 90% of Local Option Taxes are paid by visitors – 2022 Zartico Data.

## Idaho Travel Council

The state of Idaho collects a 2% lodging tax.

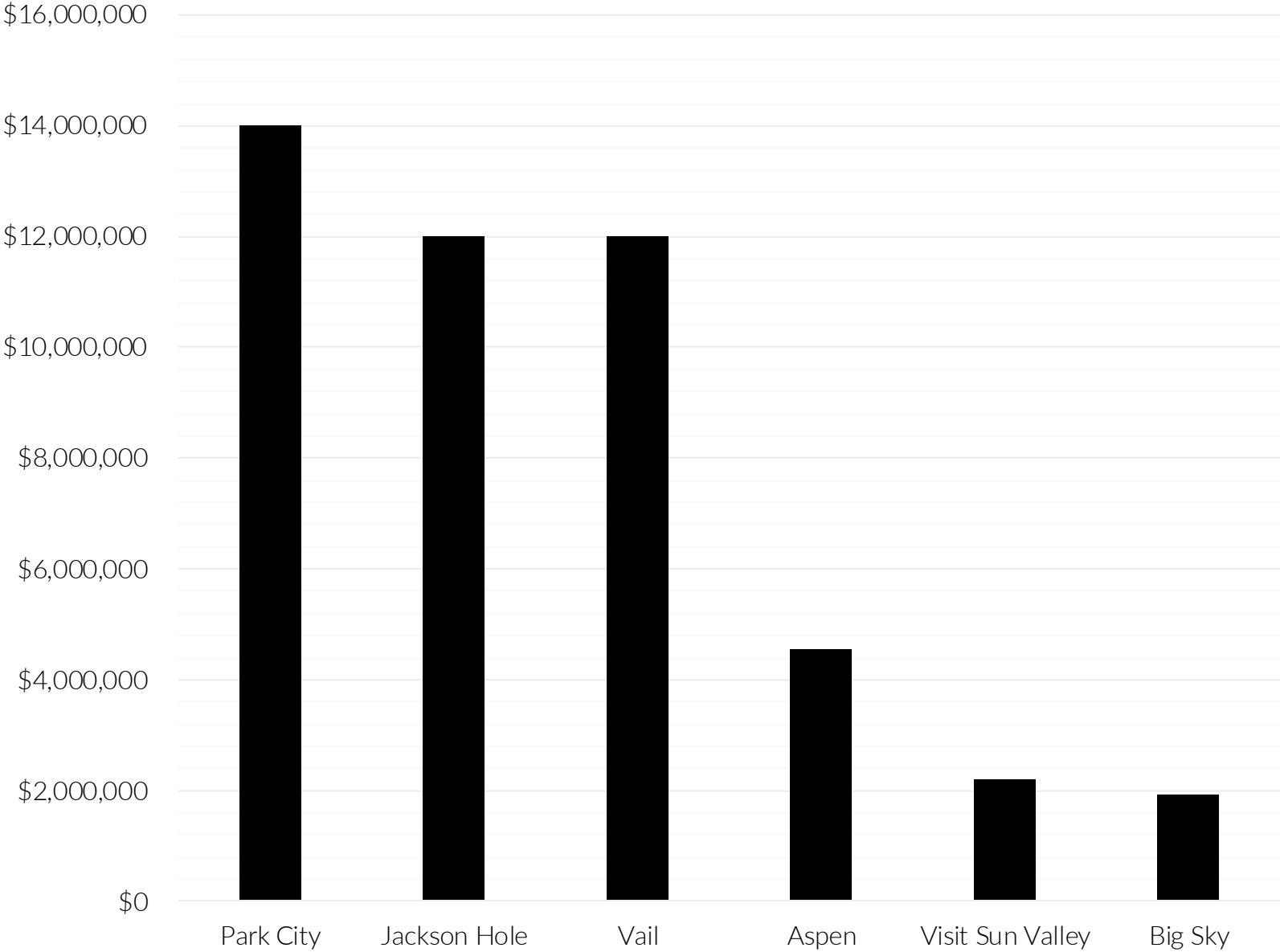
45% of the collections go back to a pool of money that non-profit, incorporated organizations with viable travel or convention programs in their region can apply for.

# FUNDING OVER TIME



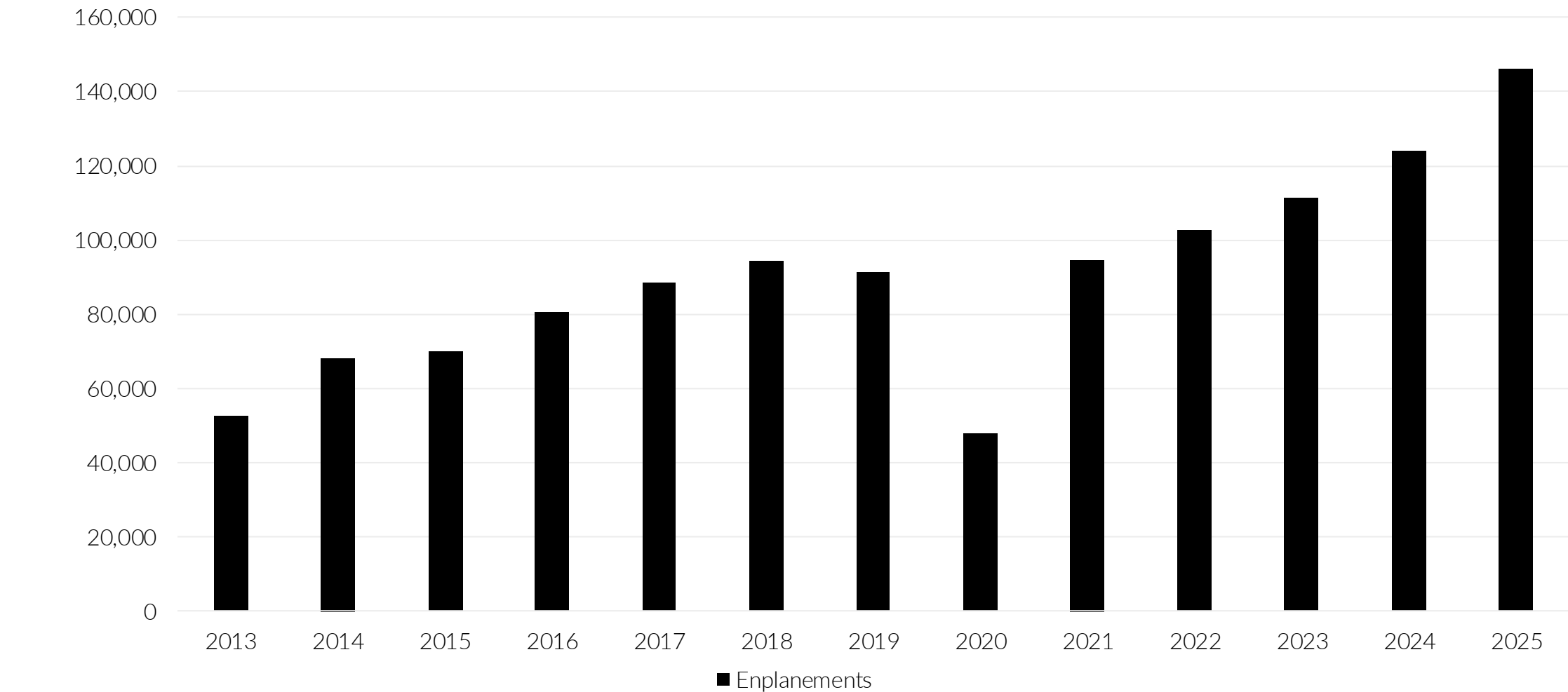
- In 2020 we faced the challenges of the COVID Pandemic.
- In 2023, the local option tax for air went from 1% for solely for air to 0.5% for housing and 0.5% for air

# OTHER DESTINATION BUDGETS



Metrics

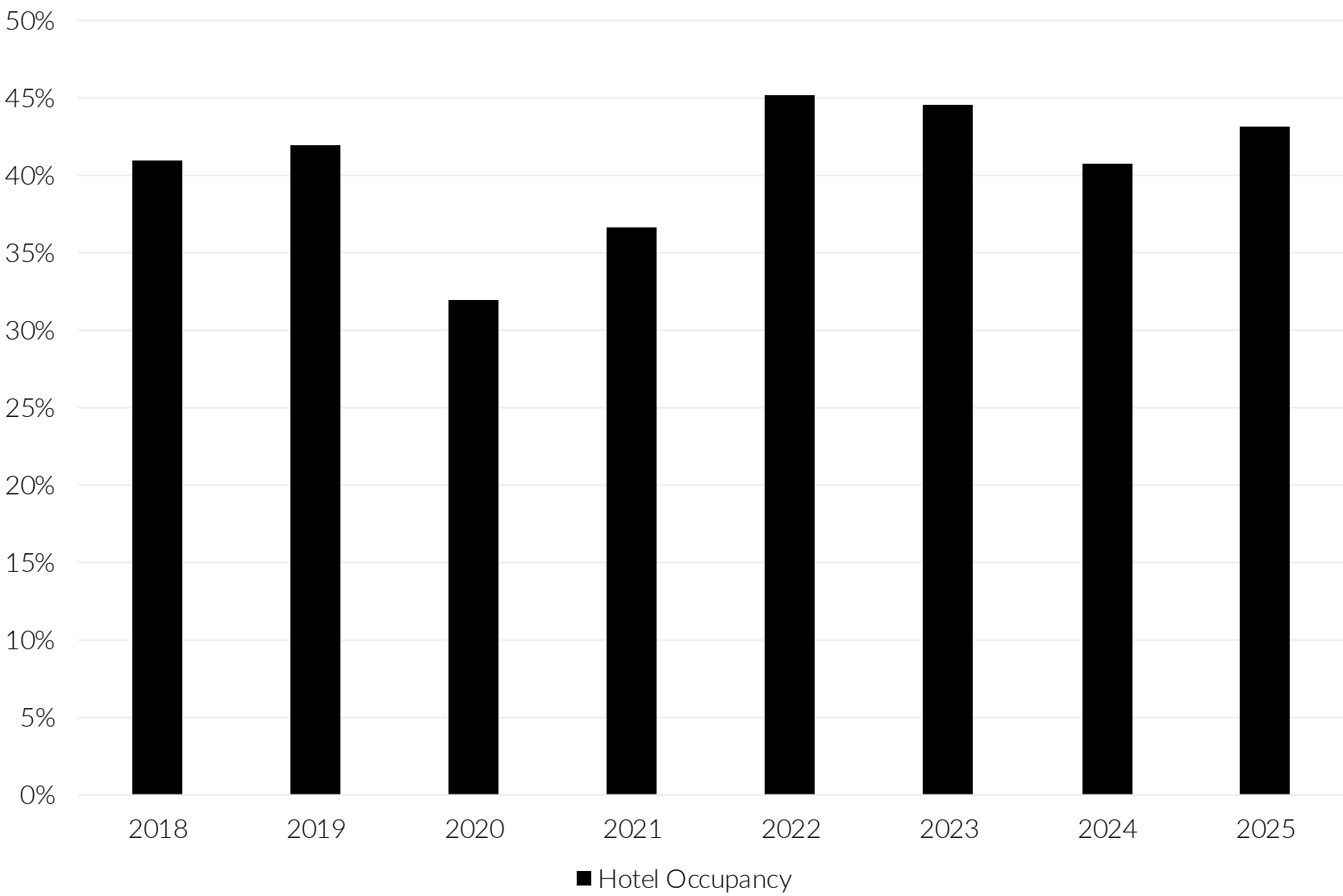
# AIR ENPLANEMENTS





*Metrics*

**HOTEL  
OCCUPANCY**



A wide-angle photograph of a snowy mountain landscape. In the foreground, two people wearing ski helmets and jackets are seen from behind, looking out over a vast, snow-covered valley. The valley is filled with a dense forest of evergreen trees and a small town or village with numerous buildings. In the background, a range of large, rugged mountains is covered in thick snow, with some peaks showing signs of erosion or rock formations. The sky is a clear, pale blue. The overall scene conveys a sense of adventure and the beauty of a winter mountain environment.

# 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.

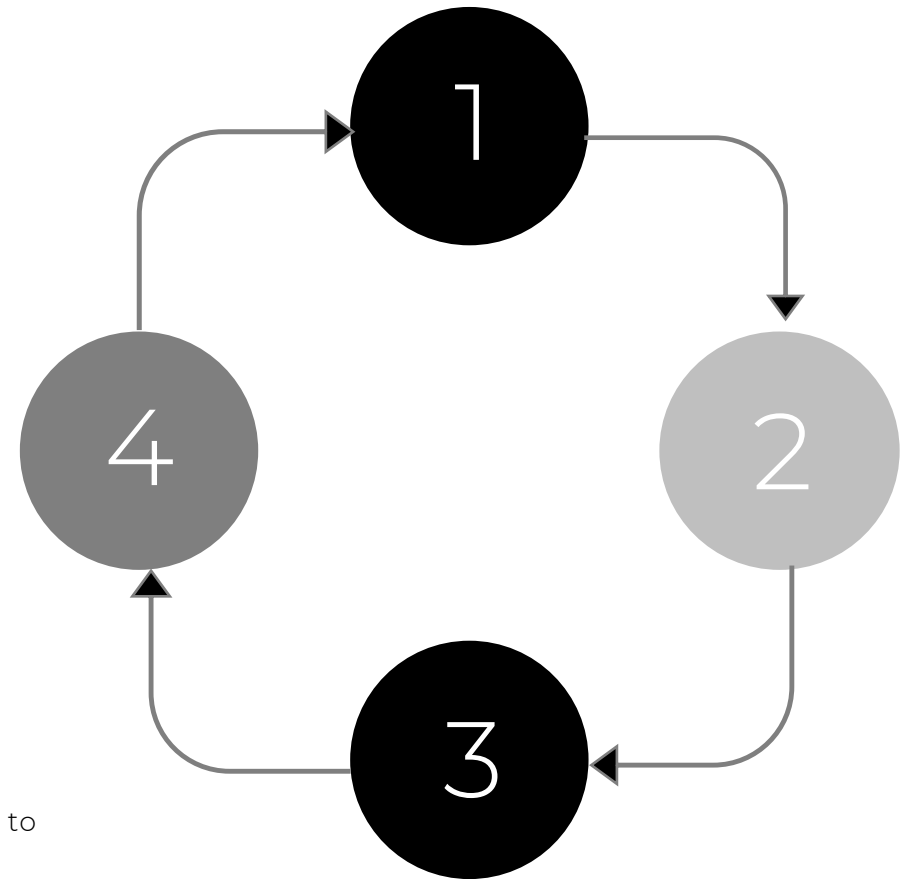
## **A PLACE TO WORK >> A PLACE FOR BUSINESS**

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.

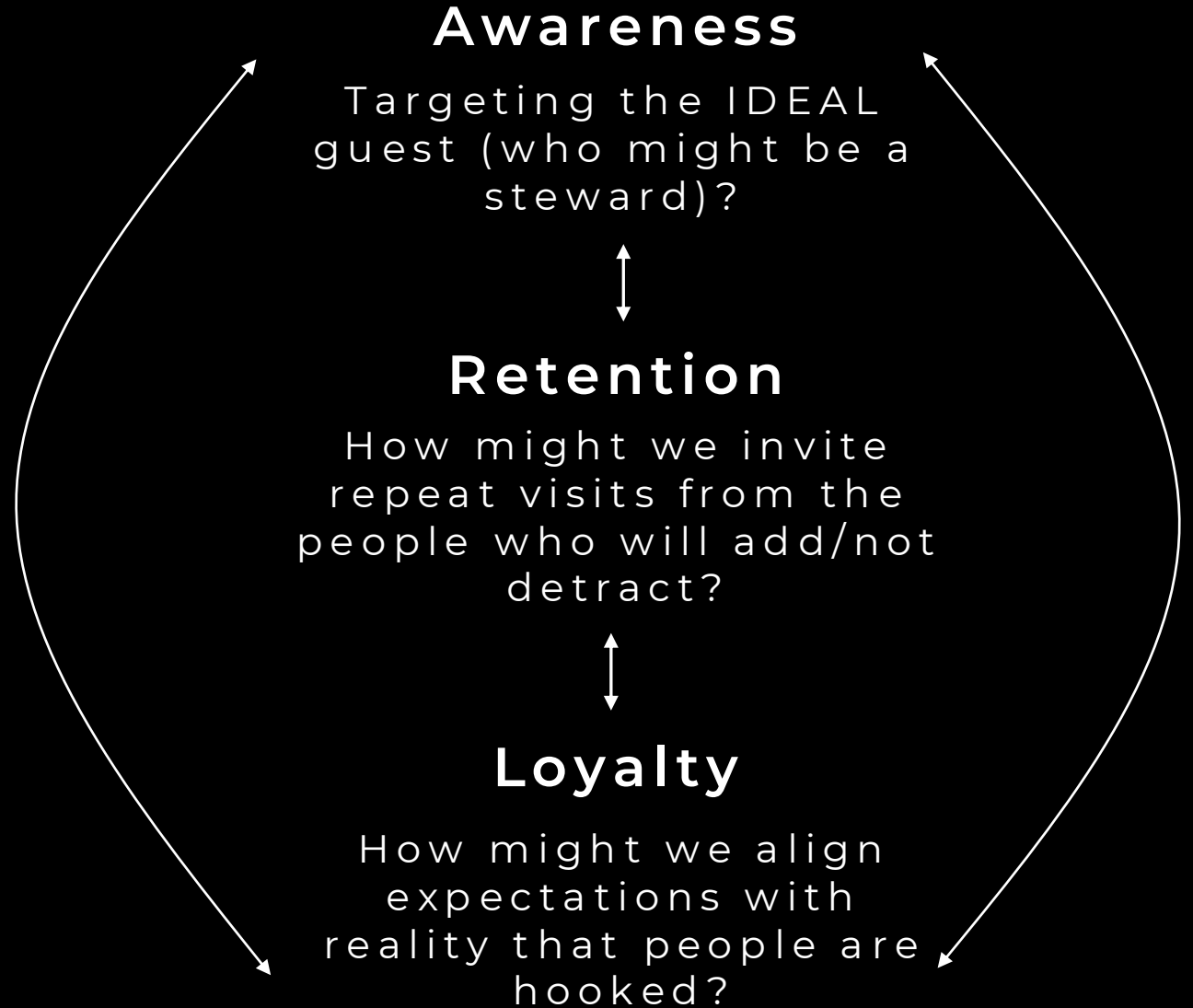
## **FUNDING**

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

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## COMMUNITY PARTNERS

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