Welcome to the 2020 Economic Summit Webinar

Session Insights

- You have the ability to toggle your view of the presentation and the presenters in the GoToWebinar control panel.
 - All attendees will be muted. Please feel free to submit questions via the chat. They will be answered at the end.
 - Please avoid crowding the chat.
 - · The presentation will be made available later in the week.

2020 ECONOMIC SUMMIT WEEK

MONDAY

- Kickoff Presented by Visit Sun Valley | 10am-12:30pm
 - Past Summer Situational Analysis, Upcoming Winter Situational Analysis, & Things You Need to Know

TUESDAY

- REC-reation This Winter | 10am-12:30pm
 - COVID Re-Creates Outdoor Recreation
- Outdoor Recreation Workshop 1 | 2-3:30pm
 - Stewardship & Mindfulness in Town & the Backcountry

WEDNESDAY.

- COVID Operational Safety Systems | 10am-12:30pm
 - Innovations for Community Health & Safety
- Maximizing the Dollar Value of the Guest Workshop 2 | 2-3:30pm
- Digital Trends for Your Business Workshop 3 | 3:30pm-5pm

2 0 2 0 E C O N O M I C S U M M I T Visit Sun Valley

THANK YOU!

FUNDING PARTNERS









COMMUNITY PARTNERS

















WHAT WE BELIEVE

The impact of travel strengthens our community's economic position and provides opportunities for people dependent on the local economy.

Visit Sun Valley is a destination organization that is responsible for creating awareness of Sun Valley as a travel destination and enhancing its public image as a dynamic place to live, work and visit.

TOURISM

THE LONG CAME

10+ YEARS IN THE MAKING

\$308 million
Total Travel Spending

5,300 jobs

25% of Blaine County Jobs

\$29.5 million

Tax Dollars Generated

2017

Stats

Equivalent to reducing tax burden by \$740/per Idaho household, per year.

TOURISM

THE LONG CAME

LIFETIME VALUE OF THE GUEST

\$466 | Daily Profit Margin

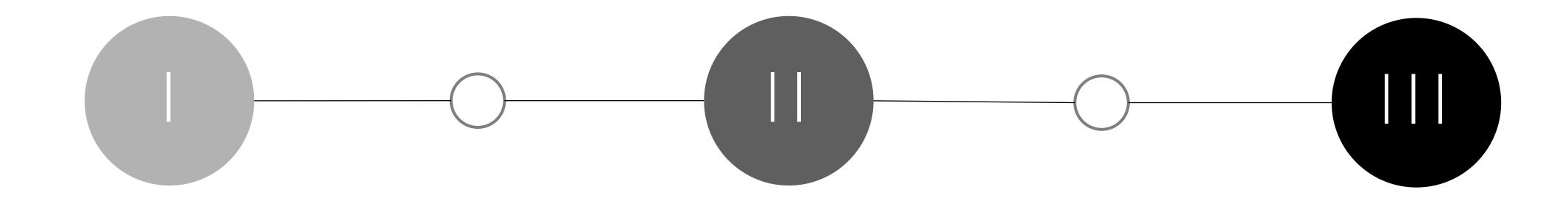
Total Travel Spending

\$396 | LOT Collection

Tax Dollars Generated

\$862 Profit per first-time visitor party, on their first trip.

AGENE



SUMMER & FALL SITUATIONAL ANALYSIS

What we saw this summer and how COVID-19 affected our Valley.

WINTER & SPRING SITUATIONAL ANALYSIS

Taking what we've learned from the summer that will shape the winter.

THINGS TO THINK ABOUT

Things to be aware of for the upcoming season.



WHAT WE DID

NEW WORLD WITH COVID

How we adapted to the changes in a world with the corona virus.

W H O

AUDIENCES

SECOND HOMEOWNERS

- This group is familiar with the place with more comfort in the familiarity.
- Ex: SEA, LA, & SF

DRIVE MARKETS

- With decreased confidence in planes, more people hit the road this summer for close-to-home adventures.
- Ex: BOI, TWIN, SLC, & SEA

AIR MARKETS

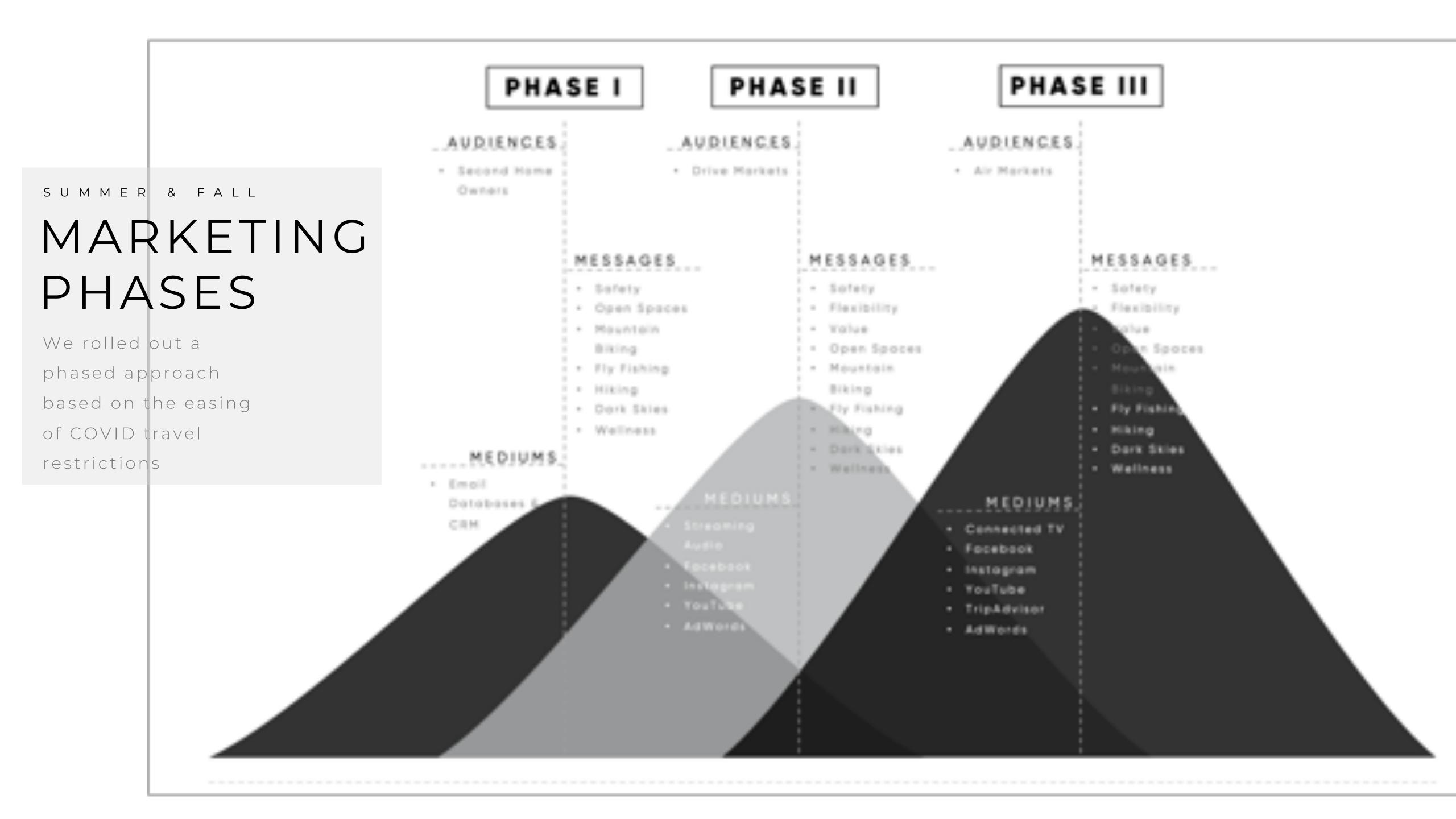
- Confidence in air service would ultimately come.
- We coincided our efforts with the ramping up of local air service at the end of June.

WELLNESS SEEKERS

- We rode the demand coattails for wellness-related offerings amidst the slowing of the COVID restrictions.
- We saw continued success in talking to this user group over the past year.

MOUNTAIN BIKERS

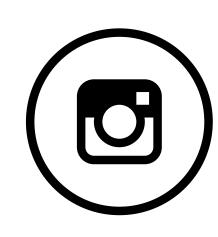
 Mountain bike sales broke records far and wide. We aligned our destination with the 400+ miles of single track trails to these new and seasoned users.







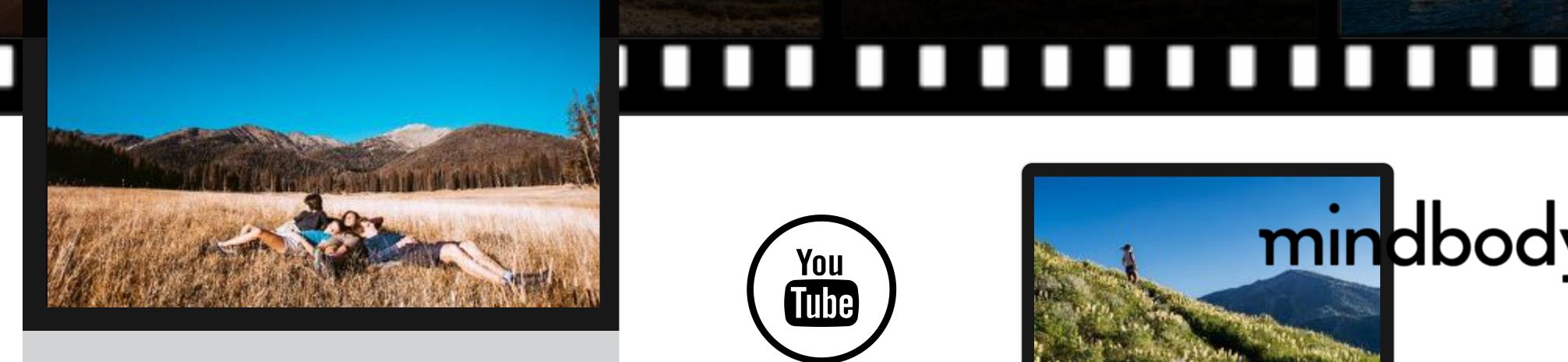






EXECUTION

HOW WE REACHED THE AUDIENCES







mindbodygreen

STEWARDSHIP & EDUCATION



Mindfulness in the Mountains

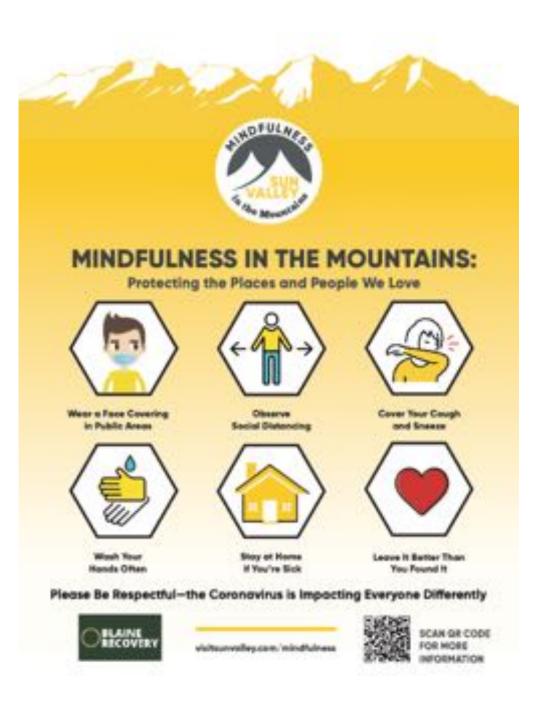
- Landing page
- Informative posters
- "Don't Slack" video
- Masks

Trail Etiquette

- Poster
- Web-based information

COVID-19 Updates

- Landing page
- Weekly emails
- Visitor Center info
- QR codes







MINDFULNESS IN THE MOUNTAINS

In an effort to educate and protect locals and visitors alike, we produced posters for businesses and masks that were handed out via the Visitor Center team.

WORKING TOGETHER

COLLABORATION

Working together to share and distribute information from a wide range of sectors from the medical field to recreation sector.

Blaine County Recovery Lodging Association Tourism Coalition Adaptive Recovery Committee **Advisory Committee** Outdoor Recreation Group

THE NUMBERS

VISIT SUN VALLEY TOURISM INDICATORS



FACEBOOK FOLLOWERS

1 698

May - Sept | Net Followers Gained



INSTAGRAM FOLLOWERS

1 900

May - Sept | Net Followers Gained



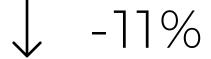
ORGANIC SEARCH

19%

May - Sept | Sessions YOY



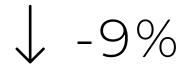
LOT COLLECTION



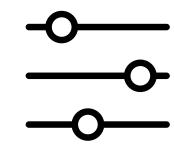
May - Aug | All Ketchum Receipts | YOY



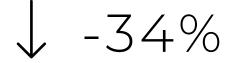
AVERAGE DAILY RATE



May - Sept | YOY



ROOM NIGHTS SOLD



May - Sept | YOY



ENPLANEMENTS

√ -72%

May - Sept | YOY



NET PROMOTER SCORE

96%

Dec - Sept | YOY



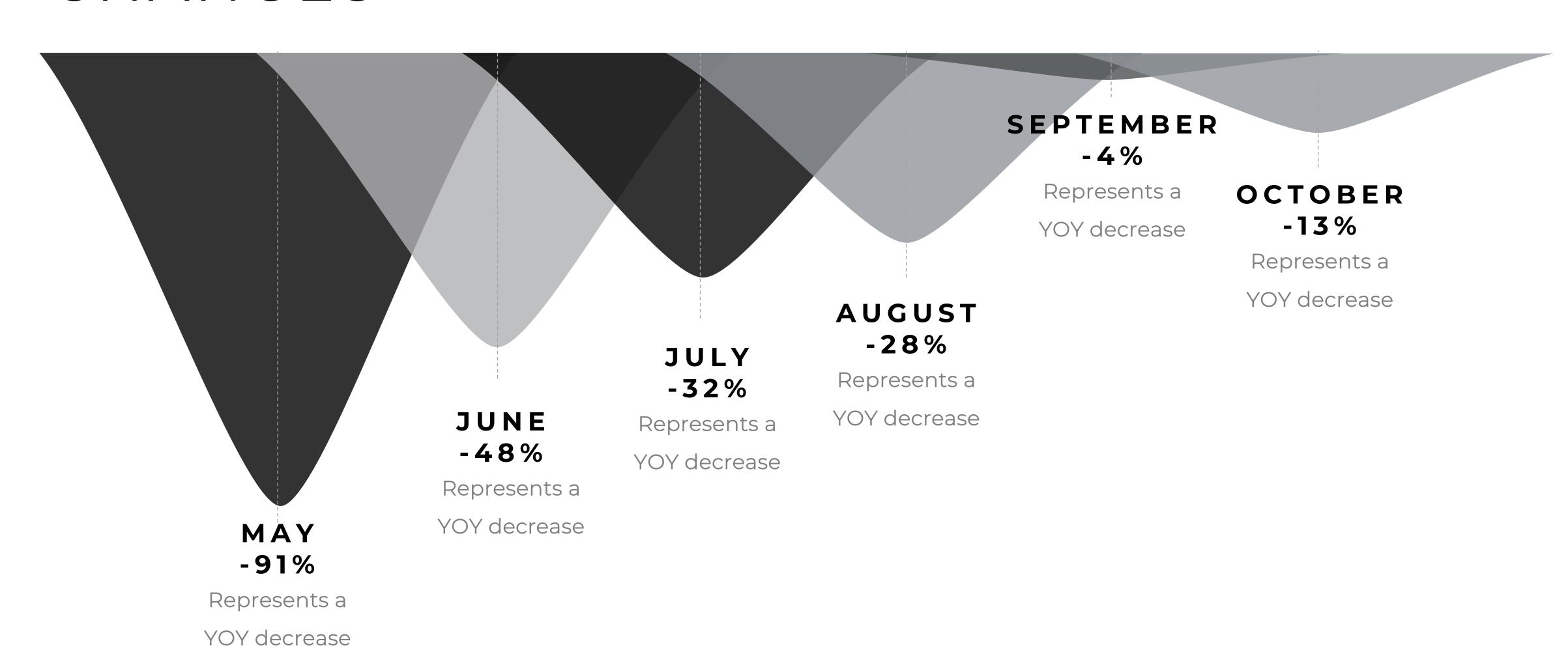
TRAFFIC COUNTS

1 21%

May - Sept | YOY

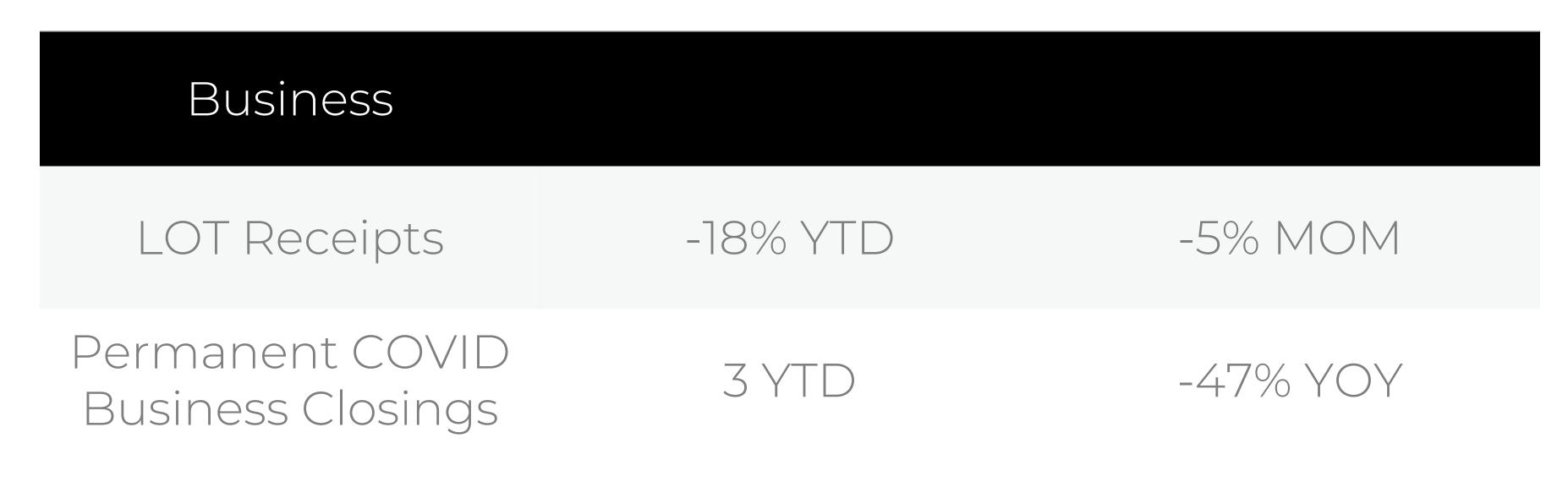
North of Ketchum

ROOM NIGHTS SOLD CHANGES



SVED DASHBOARD

SVED INSIGHTS | BUSINESS & LABOR



Labor		
Unemployment Rate	7.4%	-4% MOM
Number of New Claims	+OMOM	3,285 YTD

SVED INSIGHTS | HOUSING METRICS

Blaine County Housing		
Closed Sales Count	509	+3% YOY
Median Sales Price	\$660,000	+39% YOY
Closed Sales Volume	\$554,000,000	+53% YOY
All Rental Ads	50 YTD Fewer	-8% YOY

SVED INSIGHTS | VALLEY TRANSPORTATION

Transportation		
Mountain Rides	123,000 YTD fewer riders	-31% YOY
SUN Enplanements	35,000 YTD fewer flyers	-47% YOY

SUMMER TRENDS

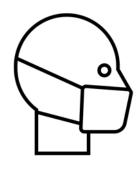
BUSINESS SURVEYS | COVID OPERATIONS

We polled you all to get your feedback on COVID operations you put in place.

FACE COVERINGS

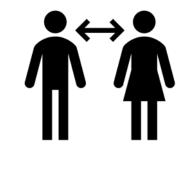
HAND SANITIZATION PROFESSIONAL SANITIZATION

INDOOR AREA RESTRICTIONS









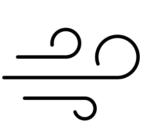
75%

70%

30%

20%

HVAC IMPROVEMENTS



5%

NOTHING



3%

EMPLOYEE QUESTIONNAIRES

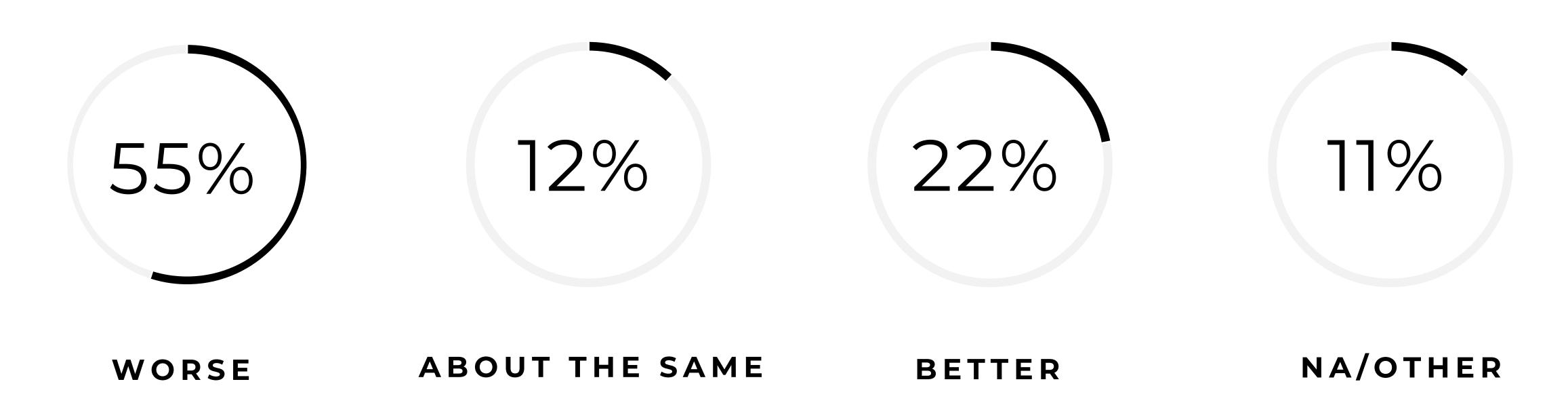


10%

BUSINESS FEEDBACK

SUMMER BUSINESS PERFORMANCE

We polled you all to get your feedback comparing how this summer performed for you to last summer.



WHY WF'RF HFRF

LIFESTYLE ECONOMY

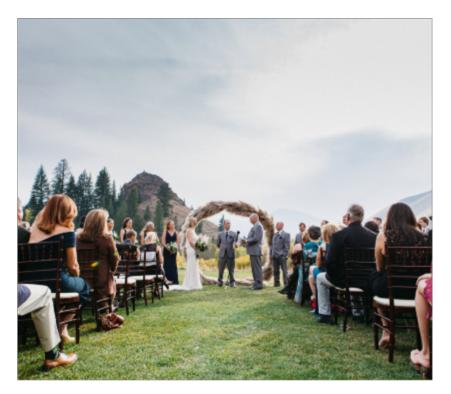
Quality of Life

- Housing
- Lifestyle
- Job
- Amenities



"MY LIFE IS YOUR VACATION."

-VALLEY RESIDENTS



WEDDINGS & EVENTS

N F W V I B F

CHANGES IN VISITOR BASE



GROUPS



ADVENTURERS

Campers, adventure seekers, and those looking for open spaces



SECOND HOME OWNERS

COVID refugees looking for an escape from urban areas. Many looking for remote working opportunities.



FRIENDS & FAMILY

Those familiar with the area and also have easy connections to the place.

CHANGES

COVID CODE NAMES

COVID REFUGEES

 Those looking to escape the cities and find open spaces with less restrictions.

ZOOM TOWN

 The era of Zoom and GoToMeeting coupled with employer accommodations has allowed the workplace to be wherever you want it to be. Why not choose Sun Valley?

CORONA VACATIONERS

 Our life is your vacation. With incredible access to the outdoors, it's understandable why people would want to get away.

OFF THE GRID-ERS

 #VanLife & campers were looking to find the great outdoors.. With some of the largest wilderness access in the lower 48, we have the offerings for people to enjoy.

CHANGES

TRAVEL BEHAVIOR

LAST-MINUTE BOOKINGS

- Traditional bookings have been multiple weeks out.
- Bookings were reduced down to 1-7 days.

LONGER STAYS

- Loss of Mountain Collective this year
- Ski area competition through consolidation
- Access

DRIVE-ORIENTED

- The lack of confidence in air travel pushed people to travel by car instead of airplane.
- Our traditional markets still came while the east coast business declined.

REMOTE WORKING

 With the transformation of the workplace moving from in-person to digitally based, many chose to set up their basecamp in the Sun Valley area.

NEW EXPERIENCES

Longer stays and a lack of events
 had people exploring different
 experiences that they may have
 been unfamiliar with such as biking,
 fly fishing and backpacking.



SHORT TERM CHALLENGES

This summer brought about many unexpected challenges that we had to adapt to. Pain points included:

- Our Mountain Town Culture
- Friendliness & Attitudes
- Trail Etiquette
- Health Protocols

Education and stewardship became a major focal point in adapting to the evolving makeup of our Valley from a tourism perspective.



WINTERTRENDS

OPPORTUNITIES

#1 RANKING | SKI MAG

Amazing exposure for Sun Valley with the #1 resort in the west title by SKI Magazine.

TERRAIN EXPANSION

The debut of Sun Valley's 380 acre ski & snowboard terrain expansion complete with a brand new lift.

NO RESERVATIONS

While many resorts will be requiring reservations to ski & snowboard this winter, Sun Valley will not.

EPIC PASS

Another year for Sun Valley to be visible to the nationwide Epic Pass audience.

PENT-UP TRAVEL DEMAND

People have been anxious to get back out and travel. Safety protocols, and health advancements will rule here.

AIR SERVICE

We're fortunate to have amazing nonstop flight service this winter into Sun Valley.

NORDIC TRAILS

Early indications point to a strong increase in demand for Nordic opportunities.

BACKCOUNTRY SKIING

Backcountry skiing interest is also on the rise with increases in gear sales and avalanche courses.

MINIMAL CROWDS

Our off-the-beaten path location has kept the masses away. It is a trait that travelers will continue to seek out.

UPCOMING

WHAT WE'RE ANTICIPATING

+

TRENDS TO CARRY FORWARD

ADVENTURE TRAVELERS

With social distancing protocols continuing, we anticipate people will continue to seek outdoor centric destinations.

FAMILIES

Remote schooling and work opportunities give families more flexibility to travel.

VALUE ADD

Travelers will be looking for value added bonuses, especially when it comes to longer lengths of stays.

LONGER STAYS

The trend for vacation rentals and longer length of stays continues thanks to less obligations to be in the same location for work & school.

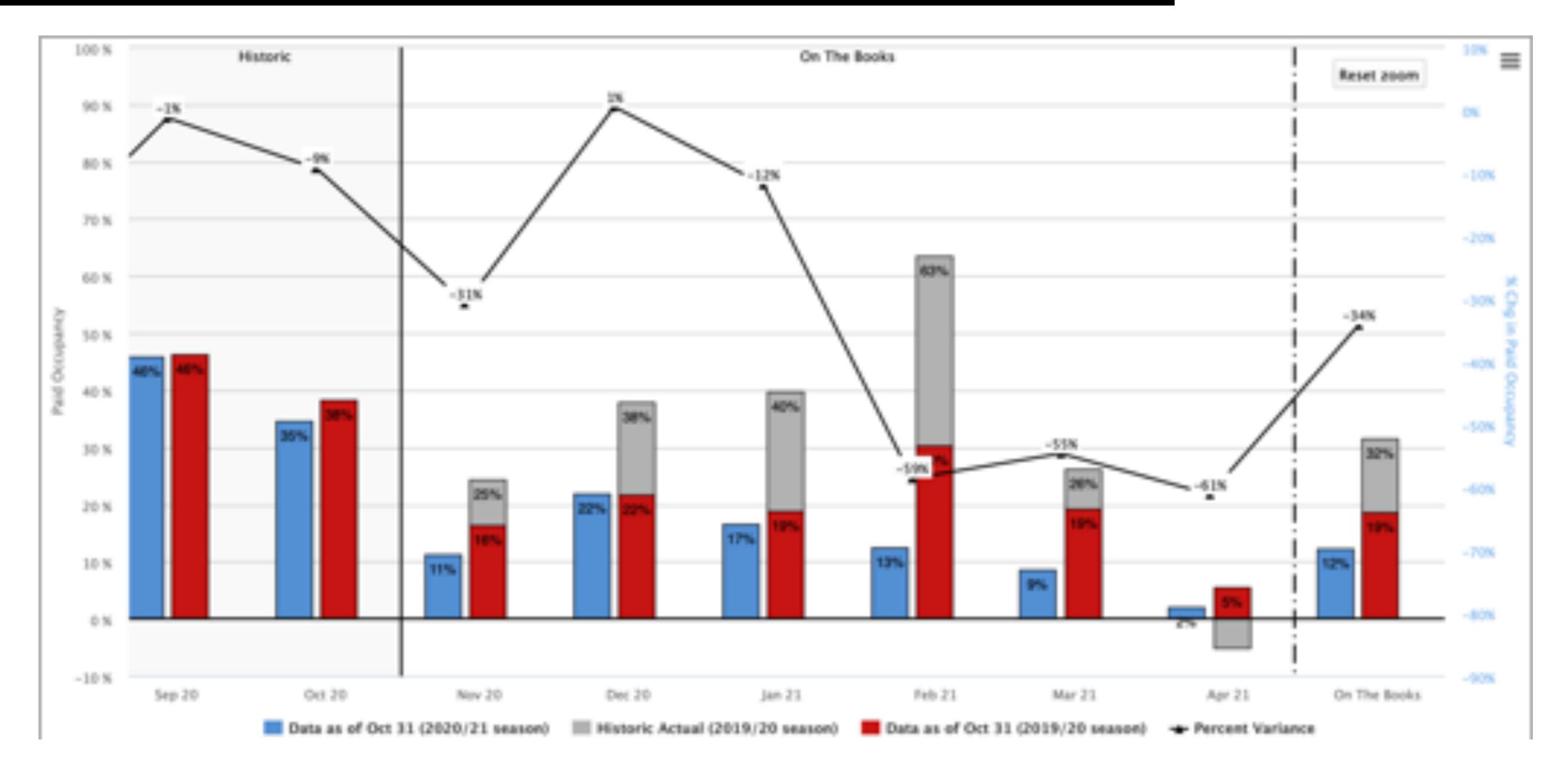
NEW PARTICIPANTS

These longer lengths of stays will have people exploring different experience that they may not have tried previously. Think Nordic, snowshoeing & backcountry.

STEWARDSHIP

Longer lengths of stays will begin to shift the user from a tourist into more of a traveler or community member. It is up to us to teach them about the mountain culture.

ON THE BOOKS | DESTIMETRICS



WHAT WE'LL DO

Thinking long and short term

*not one or the other

SHORT TERM (REACT)

What do we need to accomplish in the short term?

LONG TERM (PLAN)

What do we want to accomplish over time?

THE STRATEGY

How can the moves we make in the short term move us a few steps closer to the long term goals?

Strategic Winter Plan

Short term actions to shape the long term goals.

WINTER SPORT ADVENTURERS

- Leveraging the incredible winter outdoor access that we have out our backdoor.
- Special attention will be paid to resort/backcountry/heli skiing, Nordic skiing and snowshoeing.
- We'll also tap into the
 exciting things
 happenings at the Resort.

FAMILIES

- We'll be looking for families looking to get away from the crowds found both in cities and more accessible mountain towns.
- We'll focus on our nonstop flight and regional markets.

STEWARDSHIP

- As many visitors transition
 their stays into longer stints
 and even residency, it will be
 up to all of us to show them
 the ways.
- This is our opportunity to share the quietly kick-ass nature of our mountain town with this new cohort.



EXECUTION

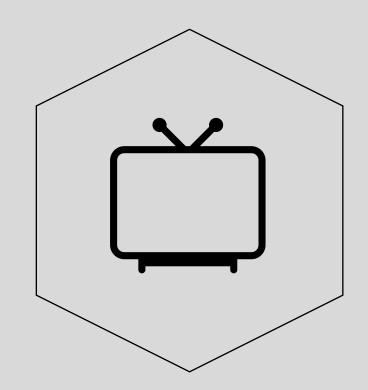




partner content

MATADOR network

connected tV



social media







display ads













BALD MOUNTAIN RESORT | SNOWMOBILE SKIING | HELI SKIING



EPIC PASS

CONNECTED TV & APPS

There are clever ways to find the right people in the right locations.

Through geo fencing we can target families in our flight and regional markets that align with what Sun Valley has to offer.

Platforms

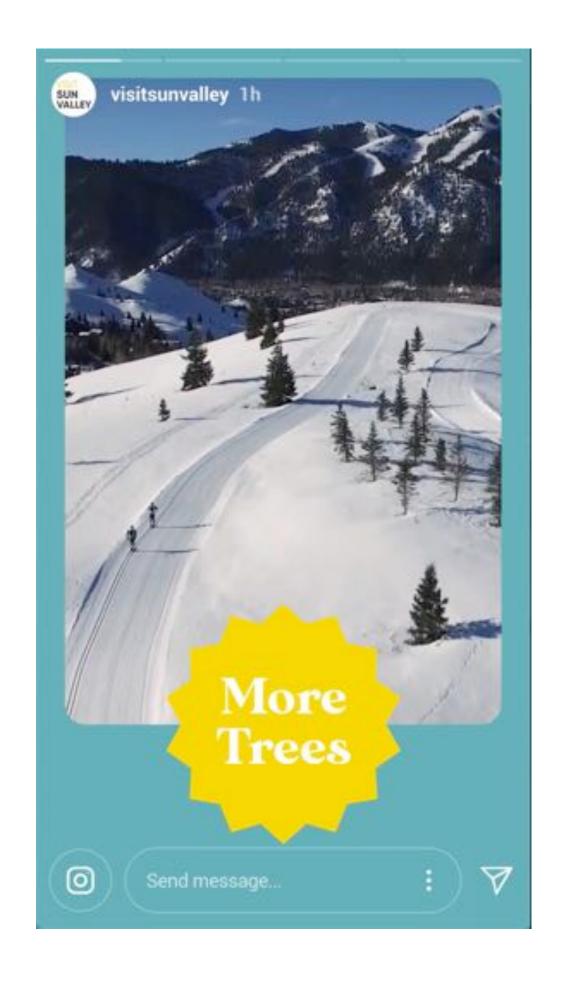
- Phone apps
- Connected TV

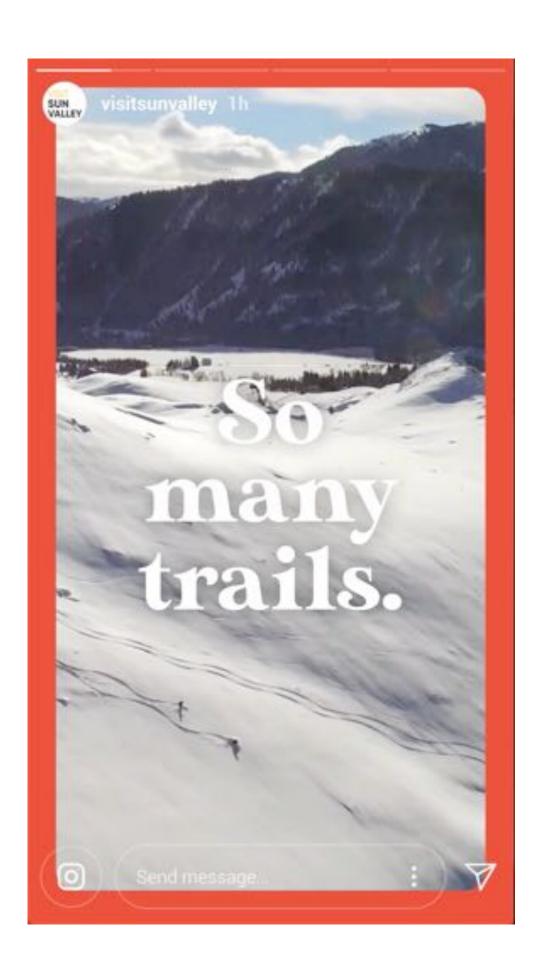


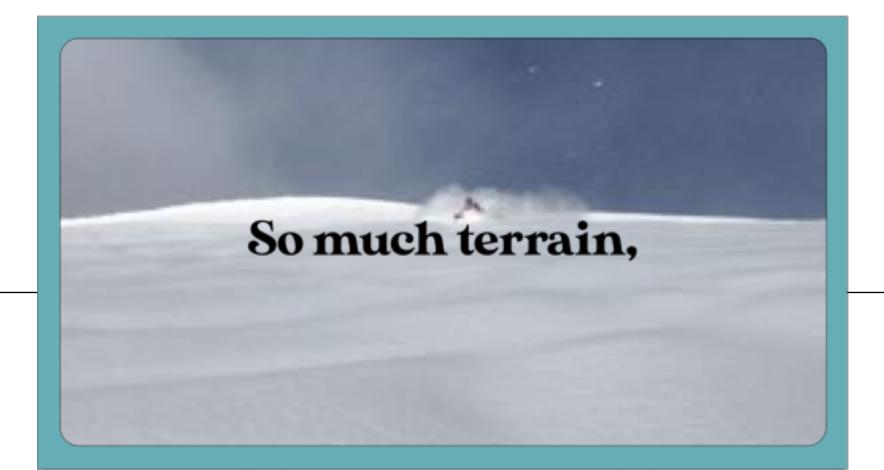




CREATIVE CONCEPTING





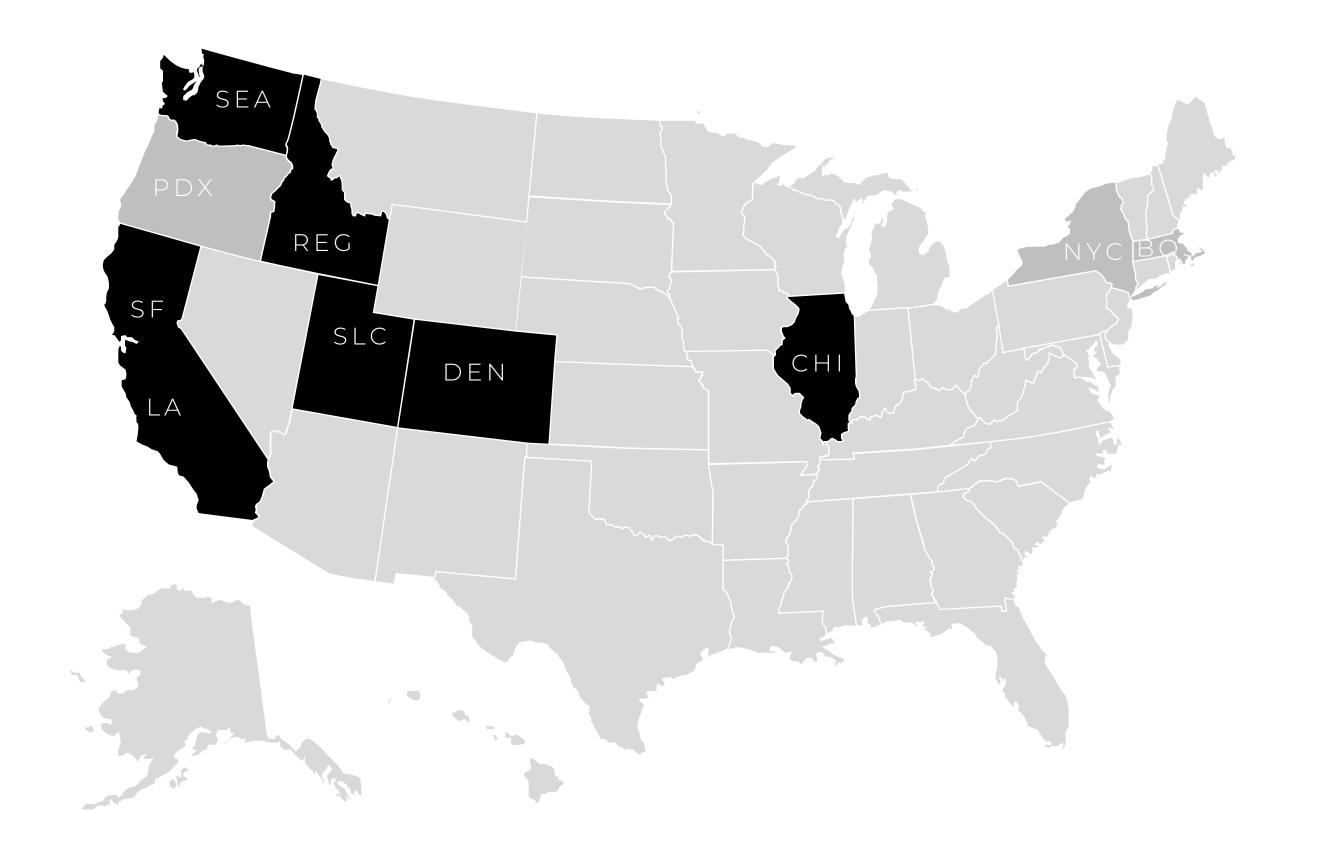






Advertising by Market & Audience

We've overlaid our flight markets along with the highest skier location opportunities to build out our ideal target markets.



Target Destinations

- <u>Seattle</u> - <u>Salt Lake</u> - <u>Reg/Drive</u>

- <u>San</u> <u>City</u> - New York

<u>Francisco</u> - <u>Denver</u> - Boston

- <u>Los Angeles</u> - <u>Chicago</u> - Portland

Target Audiences

- Families

- Avid Outdoor

Participants



O U R C O M M I T M E N T

STEWARDSHIP HEALTH RECREATION

Carrying on the summer campaign to educate and build upon the mountain culture that we so proudly cherish.



VISITSUNVALLEY.COM/MINDFULNESS



THE SUN VALLEY COMMITMENT

Informing and reminding guests, part time residents, and locals alike what the Sun Valley mountain culture means to us.

RECREATE RESPONSIBLY

Educating those new adventure seekers how to explore safely along with tools for proper etiquette when recreating.

HEALTH & SAFETY EDUCATION

Providing insight on the latest health & safety protocols and ordinances to keep us all safe in an effort to curb the spread of COVID.



BUSINESS FEEDBACK

WINTER BUSINESS EXPECTATIONS

We polled local businesses to get feedback on the outlook for the upcoming season.



WINTERPREPARATION

33% INCREASE IN NORDIC PASS SALES

The BCRD is seeing a boost in year over year Nordic pass sales year to date.

30% MORE ATHLETES ON SVSEF

The Sun Valley Ski Education Foundation has 114 more athletes this year than in 2019 with the majority of growth happening on the Nordic teams.

INCREASE IN SUN VALLEY PASS SALES

We've received indications that pass sales are up year over year.

BACKCOUNTRY GEAR SALES ON THE RISE

Demand for backcountry skiing gear has skyrocketed both locally and nationally.

NONSTOP FLIGHTS

WINTER AIR SERVICE

- Winter air service will
 operate with nonstop
 flights from 6 major cities.
- Flight frequency will be increased to accommodate capacity restrictions.
- A new approach pattern is slated to be implemented by Skywest (Delta & United) by December.



SLC>>SUN

- Nonstop yearround

SEA>>SUN

- Regular nonstop service

DEN>>SUN

- Starting Dec 17 -Mar 27 | Daily

LAX>>SUN

- Starting Dec 17 -Mar 27

SFO>>SUN

- Starting Dec 17 – Mar 27 GETTING AROUND SUN VALLEY

MOUNTAIN RIDES



MASKS REQUIRED

Masks are required to ride the buses.

MAX 15 PEOPLE PER BUS

To maintain social distancing, a maximum of 15 people are allowed on the bus. This is something to take into consideration when shuttling to the Resort this winter.

GALENA SERVICE

The Galena route will be offered on the weekends.

ALL ROUTES ARE FREE!

Thanks to a grant that they have received, all routes are free. This includes the Galena route.

WINTER OPERATIONS



Additional Information: Tuesday | 10:00-12:30

#1 RANKING | SKI MAGAZINE

The Resort scored the #1 western resort ranking in SKI magazine's readers poll.

TERRAIN EXPANSION

380 additional acres of ski & boarding terrain will open near Cold Springs. It will be complimented by a newly installed lift.

EPIC PASS PARTNER

The Resort will once again be a part of the EPIC pass program for the 2020/2021 season.

NO RESERVATIONS

Currently, no reservations will be required to ski. Day of lift tickets may be restricted. Pass holders will have priority.

FACE COVERINGS REQUIRED

Face coverings will be required to ride the lifts.

LIFT & LODGE LIMITATIONS

If you arrived together then you can ride together. If not, quad chairs and the gondola will be limited to 2 people per chair/car. Lodges will limit capacity. Expect to get ready at your vehicle.

"Maybe partnering with the Epic Pass did the trick, luring more skiers than ever to this somewhat remote yet idyllic pocket of central Idaho, where the "skiing is legit," "the locals don't look down their noses at you," and "there's so much to do off the slopes, too."" – SKI Magazine

WINTER OPERATIONS

ROTARUN



Additional Information: Tuesday | 10:00-12:30

SKIING & SNOWBOARDING WILL HAPPEN!

Rotarun will operate this winter season.

SELLING PASSES

Friday night skiing will remain free. Thursday and Saturday skiing will require a pass..

SNOWMAKING

The snowmaking will continue to produce this year.

FACE COVERINGS REQUIRED

Face coverings will be required while in line.

LIFT & LODGE LIMITATIONS

The lodge will be open.

WINTER OPERATIONS

BLAINE COUNTY RECREATION DISTRICT



33% INCREASE IN PASS SALES

Anticipating 2600 – 3000 winter pass sales this year!

GALENA LODGE

Galena Lodge will be open this winter to rent equipment and will offer a pared back food & beverage service with limited seating.

PARKING

Parking may continue to be an issue. Ride the bus if you can.

MOUNTAIN RIDES

As mentioned, the Galena route will be operating this winter on the weekends.



BOOTS ON THE GROUND

VISITOR CENTER

UPDATES

The Visitor Center is currently operating digitally to protect our staff.

We have a full collection of digital resources to answer questions remotely.

THEY'RE BUSY

The calls keep coming in with eager visitors looking to plan their trips to Sun Valley this winter.

WE'RE HERE FOR YOU

VISIT SUN VALLEY DIGITAL RESOURCES

Additional Information: Wednesday | 3:30 – 5:00

SEARCHING FOR SUN VALLEY BLOG

Constantly creating relevant stories that showcase the offerings that the greater Sun Valley area has to offer.

SOCIAL MEDIA

Tag, like, & share the daily content served up on our various social media channels . #SEEKSUNVALLEY | @VISITSUNVALLEY

WEEKLY NEWSLETTER

Our weekly newsletter is a great way to stay informed on what's going on in the Valley. Insights range from press hits to recreation reports.

CALENDAR & DEALS

Make sure to keep us in the loop for all of your events that may still be happening and deals you might be looking to promote.

MINDFULNESS IN THE MOUNTAINS & COVID INFORMATION PAGE

We're updating this information on a regular basis. It's a great centralized resource to know the latest health orders and mountain town culture talking points.

VIDEO ASSETS

Our completed videos are yours to share! Download, embed and share!

W O R K I N G T O G E T H E R

WE'RE IN THIS TOGETHER

KIND KNOWLEDGEABLE APPRECIATIVE MINDFUL

We're all navigating this new way of life with our own approaches. Some folks are bold and adventurous while others are skeptical and cautious. Each side is entitled to their own way of thinking and behaving. It is up to us to respect their comfort level and act accordingly to accommodate their sentiments within the comforts of your own apprehensions.

IT'S WHAT WE'RE MADE OF

THE NEW WORLD

BEST PRACTICES

COMMUNICATE

- Your patrons want to hear from you.
- Communicate the changes in your business practices, hours of operation and what to expect.

COMMIT TO SAFETY

- Feeling safe and comfortable is at the top of people's hierarchy of needs currently.
- Implementing recommended cleaning and business procedures will instill confidence in your customers.

BE FLEXIBLE

- Be open to changing the way you offer your goods and services.
- Allowing customers to rebook, reschedule, buy now and shop later will aid in putting people and ease.
- Flexible options will keep the lookers looking and engaged as opposed to scaring them away.

THE NEW WORLD

THINK DIFFERENTLY

LEVERAGE YOUR CHANNELS

 You've got the email lists and social channels, take the time to invite your fans back to this place later this winter when the time is right.

VALUE & YIELD

- Many visitors have taken a
 financial hit and are now looking
 to get the best bang for their
 buck.
- A reduction in customers will
 make it important to increase the
 yield on those that do purchase.
 Finding unique ways to upsell
 and package are great
 opportunities.

THINK ONLINE, TO-GO, VIRTUAL, ETC.

- People's behaviors shifted and we may see less physical in-store visitation this winter.
- Look for alternative ways to offer your experience with social distancing.

THINK OUTSIDE

• It's much easier to feel distant outside than indoors.

MANAGING EXPECTATIONS

GUEST EXPERIENCE

KNOW WHERE TO GO

- Know where to point people. We may see crowding on our trailheads and restaurants. Having the right information to point people in the right direction will be extremely important.
- Turn your customers on to the experts that know including the BCRD, Sawtooth Avalanche Center, and ski shops.

KNOW WHAT'S AVAILABLE

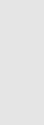
 Knowing what is open, what events are happening, and will make your guest/customer/visitor experience that much more enjoyable.

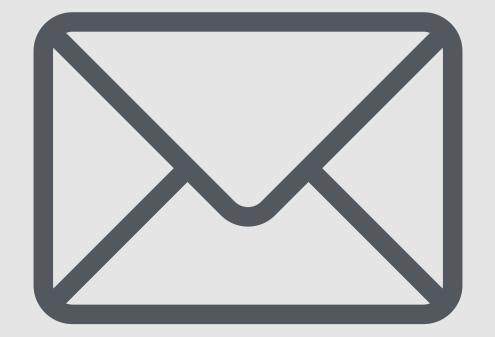
WE'RE HERE FOR YOU

• We're here to be a resource for you! Make sure you're dialed in to our weekly email, tap into our website, blogs and social media.

ALIGNMENT FOR THE WIN













WE'RE SENDING THE GOODS

CHECKYOUR INBOX

We'll be firing over a handy resource guide with all of the need-to-know information and tools to get you rolling this winter.

- Video Links
- Social Media Links
- Upcoming Events
 - What's New

The document will also be available on our member resources page.

For inquiries and assistance, pleas email Aly | aly@visitsunvalley.com

