

**AGENDA**  
**SUN VALLEY AIR SERVICE BOARD MEETING**  
SUN VALLEY CITY HALL  
81 ELKHORN ROAD  
SUN VALLEY, ID  
Wednesday, December 2, 2020 - 2:00 PM

**CALL TO ORDER**

**ROLL CALL**

**PUBLIC COMMENT**

**REMARKS FROM THE CHAIR**

**REMARKS FROM THE BOARD**

**CONSENT AGENDA** *All items listed under the Consent Agenda will be approved in one motion without discussion unless any Board Member requests that the item be removed for individual discussion and possible action.*

1. Approval of Air Service Board Minutes of September 23, 2020 (Action Item)

**ACTION/DISCUSSION**

2. Receive and File Financials:
  - a. 1% Local Option Tax Report – August and September 2020 (Action Item)
3. Authorization for Payment of Bills on-hand through November 27, 2020 (Action Item)
4. Discussion and action regarding Resolution 2020-02 Setting the Sun Valley Air Service Board Meeting Dates For 2021 (Action Item)
5. Discussion and adoption of Contract Exhibit A – Scope of Services Visit Sun Valley under Sun Valley Marketing Alliance FY 2021 Contract (Action Item)

**EXECUTIVE SESSION – IF CALLED**

Pursuant to Idaho Code § 74-206 (d) to consider records that are exempt from disclosure as provided in Chapter 1, Title 74, Idaho Code and Idaho Code § 74-206 (e) to consider preliminary negotiations involving matters of trade or commerce in which the governing body is in competition with governing bodies in other states or nations (Action Item); to Idaho Code 74-206 (d) to consider trade secrets that are exempt from disclosure as provided in Idaho Code 74-107 (Action Item)

**ADJOURNMENT**

**SUN VALLEY AIR SERVICE BOARD  
MEETING MINUTES  
September 23, 2020 at 2:00 PM  
Ketchum City Hall**

**Present:** Neil Bradshaw – Mayor, City of Ketchum  
Peter Hendricks – Mayor, City of Sun Valley  
Martha Burke – Mayor, City of Hailey (via Teleconference)  
Jacob Greenberg – Commissioner, Blaine County (via Teleconference)

**Absent:** None

**Staff:** Walt Femling – City Administrator, City of Sun Valley  
Heather Dawson – City Administrator, City of Hailey (via Teleconference)  
Jade Riley – City Administrator, City of Ketchum  
Grant Gager – Treasurer, City of Ketchum  
Matthew Johnson – Attorney

**CALL TO ORDER**

Mayor Hendricks called the meeting to order at 2:00 pm.

**PUBLIC COMMENT**

None.

**REMARKS FROM THE CHAIR**

None.

**REMARKS FROM THE BOARD**

None.

**CONSENT AGENDA**

1. Approval of Air Service Board Minutes of July 29, 2020 (Action Item);
2. Receive and File Financials: 1% Local Option Tax Report – June and July, 2020 (Action Item);

**Motion to approve the consent agenda**

RESULT:	ADOPTED (UNANIMOUS)
MOVER:	Mayor Bradshaw
SECONDER:	Mayor Burke
AYES:	Bradshaw, Burke, Hendricks

**ACTION/DISCUSSION**

3. Authorization for Payment of Bills on-hand through September 18, 2020 (Action Item);

Chair Hendricks introduced the item and opened the board's deliberation.

**Motion to approve the payment of the bills on-hand.**

RESULT:	ADOPTED (UNANIMOUS)
MOVER:	Mayor Bradshaw
SECONDER:	Mayor Burke
AYES:	Bradshaw, Burke, Hendricks

**4. Action regarding renewal of insurance coverage with ICRMP for the Insurance Policy Year October 1, 2020 – September 30, 2021 (Action Item);**

Chair Hendricks introduced the item and opened the board’s deliberation.

**Motion to approve the renewal of the insurance coverage.**

RESULT:	ADOPTED (UNANIMOUS)
MOVER:	Mayor Bradshaw
SECONDER:	Mayor Burke
AYES:	Bradshaw, Burke, Hendricks

**EXECUTIVE SESSION**

**5. Executive session pursuant to Idaho Code 74-206(1)(d)**

**Motion to enter executive session pursuant to Idaho Code 74-206(1)(d).**

RESULT:	ADOPTED (UNANIMOUS)
MOVER:	Mayor Burke
SECONDER:	Mayor Bradshaw
AYES:	Bradshaw, Burke, Hendricks

Executive session ended at 2:20 pm.

**ACTION/DISCUSSION**

**6. Report from Fly Sun Valley Alliance and Sun Valley Marketing Alliance (No Documents) (Action Item);**

Chair Hendricks introduced the item. Carol Waller, Executive Director of the Fly Sun Valley Alliance gave an update. Carol reviewed the year to date flight performance and noted impacts from the COVID outbreak. Carol discussed the reduced flight capacity to the direct markets as well as the reduced load factor for the flights that did fly. Carol discussed winter schedules, on-going FSVA efforts for fiscal year 2021 (FY 21), as well as the national tourism and airline industry outlooks for the coming year. Carol discussed the reliability improvements that SkyWest is looking to adopt and FSVA’s support for those initiatives.

Carol introduced the FSVA’s proposed FY 21 budget and provided detail on the expense line items and partial use (\$500,000) of FSVA’s \$2.6 million of reserves to accomplish the goals for FY 21.

Chair Hendricks asked for questions from the Board. Mayor Burke had none. Commissioner Greenberg noted his support for the FSVA initiatives and the reliability improvements at the airport. Secretary

Bradshaw expressed his support for the programs and discussed the importance of supporting the local economy through the winter.

The Chair asked Scott Fortner for his insights. Scott expressed support for the reliability improvements and discussed the importance of airline partnerships to meet long-term goals. Scott deferred his presentation until the next meeting.

The Chair closed discussion of the item.

**7. Discussion and adoption of Contract Exhibit B – Adopted Budget and Payment Percentages of budgeted contract expense for Sun Valley Marketing Alliance for FY 2021 (Action Item)**

Chair Hendricks introduced the item and opened the board’s deliberation. Secretary Bradshaw requested a clarification and the Chair provided direction to the board on the current item.

**Motion to approve the Sun Valley Marketing Alliance Contract Exhibit B.**

RESULT:	ADOPTED (UNANIMOUS)
MOVER:	Mayor Bradshaw
SECONDER:	Mayor Burke
AYES:	Bradshaw, Burke, Hendricks

**8. Discussion of contract amendments for Fly Sun Valley Alliance, with adoption of amended Contract and approval of Contract Exhibit A – Scope of Services and Contract Exhibit B – Adopted Budget and Payment Percentages of budgeted contract expense for Fly Sun Valley Alliance for FY 2021 (Action Item)**

Chair Hendricks introduced the item and offered that the item should be tabled until the contract addendum is developed.

**ADJOURNMENT**

**Motion to adjourn.**

RESULT:	ADOPTED (UNANIMOUS)
MOVER:	Mayor Bradshaw
SECONDER:	Mayor Burke
AYES:	Bradshaw, Burke, Hendricks

Meeting adjourned at 2:47 pm.

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Peter Hendricks, Chair

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Neil Bradshaw, Secretary/Treasurer

1% LOT Received	1% LOT Contribution				Expenses		Funds for Contracts
	Sun Valley	Ketchum	Hailey	TOTAL	Communities' Direct Costs	SVASB Administrative Budget	
Dec-19	42,483.21	157,256.28	6,949.77	206,689.26	-6,499.45	-3,025.00	197,164.81
Jan-20	30,482.35	141,838.87	3,119.36	175,440.58	-6,374.26	-75.00	168,991.32
Feb-20	87,478.39	305,354.66	8,158.93	400,991.98	-6,621.20	-75.00	394,295.78
Mar-20	61,767.98	209,883.25	13,700.73	285,351.96	-6,892.75	-75.00	278,384.21
Apr-20	87,305.33	217,731.51	9,895.21	314,932.05	-6,706.29	-75.00	308,150.76
May-20	35,370.70	140,091.28	5,068.25	180,530.23	-6,469.75	-75.00	173,985.48
Jun-20	8,317.41	54,068.51	1,830.27	64,216.19	-6,311.09	-675.00	57,230.10
Jul-20	11,309.86	99,877.06	1,530.29	112,717.21	-6,296.39	-75.00	106,345.82
Aug-20	41,448.17	202,900.69	4,849.00	249,197.86	-6,459.01	-75.00	242,663.85
Sep-20	71,983.70	239,431.65	10,399.15	321,814.50	-6,730.97	-75.00	315,008.53
Oct-20	65,034.35	224,251.08	11,288.54	300,573.97	-6,774.55	-75.00	293,724.42
Nov-20	73,591.33	235,463.73	8,582.04	317,637.10	-6,641.93	-75.00	310,920.17
<b>Total</b>	<b>616,572.78</b>	<b>2,228,148.57</b>	<b>85,371.54</b>	<b>2,930,092.89</b>	<b>(78,777.64)</b>	<b>(4,450.00)</b>	

		Fly SV Alliance				SVMA			
		Budget Remaining	1,400,000	292,935	21%	Budget Remaining	1,770,000	358,741	20%
1% LOT Received	Funds for Contracts	% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds	% of Available Funds Owed	Funds for Contract	Invoiced Amount	Available Funds
	276,103.00	50%	138,051.50	-	-	50%	138,051.50	-	-
Dec-19	197,164.81	40%	78,865.92	78,865.92	-	60%	118,298.89	118,298.89	-
Jan-20	168,991.32	40%	67,596.53	-	-	60%	101,394.79	-	-
Feb-20	394,295.78	40%	157,718.31	-	-	60%	236,577.47	-	-
Mar-20	278,384.21	40%	111,353.68	336,668.52	-	60%	167,030.53	505,002.79	-
Apr-20	308,150.76	40%	123,260.30	-	-	60%	184,890.46	-	-
May-20	173,985.48	40%	69,594.19	330,905.99	-	60%	104,391.29	427,333.25	-
Jun-20	57,230.10	50%	28,615.05	-	-	50%	28,615.05	-	-
Jul-20	106,345.82	50%	53,172.91	81,787.96	-	50%	53,172.91	81,787.96	-
Aug-20	242,663.85	50%	121,331.93	-	-	50%	121,331.92	-	-
Sep-20	315,008.53	50%	157,504.26	278,836.19	-	50%	157,504.27	278,836.19	-
Oct-20	293,724.42	50%	-	-	-	50%	-	-	-
Nov-20	310,920.17	50%	-	-	-	50%	-	-	-
<b>Total</b>			<b>1,107,064.58</b>	<b>1,107,064.58</b>			<b>1,411,259.08</b>	<b>1,411,259.08</b>	

Fly SV Remaining Budget	292,935
SVMA Remaining Budget	358,741
	<b>651,676</b>
Combinded Remaining Budget	651,676
Funds Available	604,645
<b>Budget Shortfall</b>	<b>47,032</b>

# SUN VALLEY AIR SERVICE BOARD

## Invoices to be paid through November 27, 2020

Fly Sun Valley Alliance:

Invoice 2567, dated 8-31-20 \$146,862.21

Fly Sun Valley Alliance:

Invoice 258, dated 9-30-20 \$146,073.21

Sun Valley Marketing Alliance:

Invoice 1308, dated 12-2-20 \$146,862.21

Sun Valley Marketing Alliance

Invoice 1309, dated 12-2-20 \$164,846.96

Total: \$604,644.59

Fly Sun Valley Alliance Inc.

PO Box 6316  
Ketchum, ID 83340

# Invoice

Date	Invoice #
8/31/2020	257

Bill To
Sun Valley Air Service Board Attn: Grant G & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT Collections August 2020 – FSVA Contract Services Oct 2020	146,862.21	146,862.21
		<b>Total</b>	\$146,862.21

Fly Sun Valley Alliance Inc.

PO Box 6316  
Ketchum, ID 83340

# Invoice

Date	Invoice #
9/30/2020	258

Bill To
Sun Valley Air Service Board Attn: Grant G & Kathleen S City of Ketchum

P.O. No.	Terms	Project
	Due on receipt	

Quantity	Description	Rate	Amount
	1% LOT Collections Sept 2020 – FSVA Contract Services Nov 2020	146,073.21	146,073.21
		<b>Total</b>	\$146,073.21





## FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

OCTOBER 2020

### AIR SERVICE

#### AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports, monthly performance reports
- Ongoing research/analysis of seat, enplanements, load factors, fares for SUN and competitive markets
- Finalized FY21 contracts/agreements with airlines. Ongoing review of winter schedules with airport and TSA.
- Organized pre-season diversion busing meeting with all key stakeholders; prepared action plan in follow up
- Continued discussions/data gathering/analysis for update of Strategic Plan for FY21-24 due to new circumstances
- Ongoing communication/meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed.
- Participated in Idaho Legislative Interim Air Service Committee meetings
- Worked with VSV and other partners on air service marketing efforts, promotional air voucher management.

#### LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and social media channels; updated website as needed
- Created and distributed 2020/21 winter air service schedule, press release, email, social, web announcement
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing & PR for air service (*print, digital*)
- Attended various community and stakeholder meetings (online/tele) to continue information outreach efforts
- Participated in Blaine Economic Business Recovery Committee, and other business group virtual meetings
- Provided information regarding air service to inquiries from local and other travelers

#### RESEARCH/OTHER

- Continued summer/fall air passenger survey via airport WIFI
- Continued work on compiling/tracking relevant news and comparative data and information on air service



## FSVA CONTRACT SERVICES RENDERED TO SUN VALLEY AIR SERVICE BOARD

NOVEMBER 2020

### AIR SERVICE

#### AIR SERVICE DEVELOPMENT

- Reviewed/monitored/analyzed weekly flight booking reports, monthly performance reports
- Ongoing research/analysis of seat, enplanements, load factors, fares for SUN and competitive markets
- Finalized FY21 contracts/agreements with airlines. Ongoing review of winter schedules with airport and TSA.
- Continued to implement improvements in communications relative to winter diversion busing program
- Continued discussions/data gathering/analysis for update of Strategic Plan
- Ongoing communication/meetings with airlines, M&H consultant, FMAA, customers, stakeholders
- Prepared materials for Air Service Board reports, invoices, etc. Attended meetings as needed.
- Participated in Idaho Legislative Interim Air Service Committee meetings
- Worked with VSV and other partners on air service marketing efforts, promotional air voucher management.

#### LOCAL AIR MARKETING/COMMUNITY OUTREACH

- Provided information via monthly FSVA Enews and social media channels; updated website as needed
- Updated 2020/21 winter air service schedule, shared with key partners
- Created/coordinated/executed FSVA/FMA joint local public outreach campaign via local publications
- Created/executed ongoing FSVA local marketing & PR for air service (*print, digital*)
- Attended various community and stakeholder meetings (online/tele) to continue information outreach efforts
- Participated in Blaine Economic Business Recovery Committee, and other business group virtual meetings
- Provided information regarding air service to inquiries from local and other travelers

#### RESEARCH/OTHER

- Began work on winter online air passenger survey questions/form; collected input from key stakeholders
- Continued work on compiling/tracking relevant news and comparative data and information on air service

Visit Sun Valley  
PO Box 4934  
Ketchum, ID 83340 US  
208-726-3423  
Aly@visitsunvalley.com  
www.visitsunvalley.com

# Invoice

# VISIT SUN VALLEY

**BILL TO**

Air Service Board  
PO Box 3801  
Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1308	12/02/2020	\$146,862.21	01/01/2021	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
<b>Air Service Board</b> Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing - August 2020	1	146,862.21	146,862.21

Thank you, ASB, for the continued support.

**BALANCE DUE**

**\$146,862.21**

Visit Sun Valley  
PO Box 4934  
Ketchum, ID 83340 US  
208-726-3423  
Aly@visitsunvalley.com  
www.visitsunvalley.com

# Invoice

# VISIT SUN VALLEY

BILL TO
Air Service Board PO Box 3801 Ketchum, ID 83340

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1309	12/02/2020	\$164,846.96	01/01/2021	Net 30	

ACTIVITY	QTY	RATE	AMOUNT
<b>Air Service Board</b> Air Service Board Contract - Add'l 1% LOT for Direct Air Service Marketing - September 2020	1	164,846.96	164,846.96

Thank you, ASB, for the continued support.

**BALANCE DUE**

**\$164,846.96**

# SUN VALLEY AIR SERVICE BOARD

## RESOLUTION 2020-02

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### A RESOLUTION OF THE SUN VALLEY AIR SERVICE BOARD SETTING THE SUN VALLEY AIR SERVICE BOARD MEETING DATES FOR 2021

WHEREAS, the Bylaws for the Sun Valley Air Service Board provide that meetings of the Board will be held at such time and place as is established by the Board; and

WHEREAS, the Sun Valley Air Service Board wants to establish a regular meeting schedule for calendar year 2020.

**NOW, THEREFORE, BE IT RESOLVED BY THE SUN VALLEY AIR SERVICE BOARD** that the regular meeting schedule of the Sun Valley Air Service Board in 2020 shall be as follows:

January 27 <sup>th</sup> at 2:00 PM	City of Sun Valley, City Hall, 81 Elkhorn Road, Sun Valley, ID
March 17 <sup>th</sup> at 2:00 PM	City of Ketchum, City Hall, 480 East Avenue North, Ketchum, ID
May 12 <sup>th</sup> at 2:00 PM	City of Sun Valley, City Hall, 81 Elkhorn Road, Sun Valley, ID
July 21 <sup>st</sup> at 2:00 PM	City of Ketchum, City Hall, 480 East Avenue North, Ketchum, ID
September 22 <sup>nd</sup> at 2:00 PM	City of Sun Valley, City Hall, 81 Elkhorn Road, Sun Valley, ID
December 8 <sup>th</sup> at 2:00 PM	City of Ketchum, City Hall, 480 East Avenue North, Ketchum, ID

Regular Sun Valley Air Service Board meeting dates are subject to change due to availability of a quorum or other circumstances. Any change from the above adopted dates will be noticed in accordance with Idaho Code 74-204, as amended.

PASSED BY THE SUN VALLEY AIR SERVICE BOARD THIS \_\_\_\_\_ DAY OF DECEMBER, 2020.

\_\_\_\_\_  
Peter M. Hendricks, Chair

\_\_\_\_\_  
Neil Bradshaw, Secretary

# VISIT SUN VALLEY

## Contract Exhibit A - Scope of Services for Sun Valley Air Services Board

### Promotional Action Plan | 2020/2021

We are witnessing a travel space that does not draw many comparisons to previous world events. Thus, much of what we do is based on a learn-as-you-go approach. Visit Sun Valley will tap the best research and insights to drive our efforts. Our marketing will be nimble to adapt to the implications of COVID-19 and its impacts on the travel space – both in the short and long-term. We've evolved from emphasizing on outreach to first-time visitors towards engaging those already familiar with the destination. We will work to strengthen the loyalty of those repeat visitors to the area, investing in their 'lifetime' value as a perpetual returning guest. Outdoor recreation access, remote work- and schooling opportunities as well as the "off the beaten path" nature of the destination will be the driving forces in our messaging. The goals of building upon visitation during the need winter months as well as the shoulder seasons will continue to be areas of focus. Lastly, we will continue to educate visitors on how to not only stay safe, but how to best understand the mountain town culture and the etiquette that we so greatly cherish. We are in a mode of maintaining market share amidst the ongoing disruptions in health, safety and traveler sentiment.

We will evaluate a multitude of metrics to gauge the opportunities and weaknesses and measure our performance as we go along.

We must not forget that years of groundwork have been laid to create awareness for the Sun Valley, Idaho area. We cannot simply turn marketing on and off and expect to see instantaneous results. We will pull and release the best levers that we know how to in the most agile of ways as the current world we live in continues to evolve.

*Please note—additional questions or "deep dives" into any portion of our work/results are always welcome upon request at at any time.*

# VISIT SUN VALLEY

## Goals & Objectives for 2020/2021

### Objectives

- Monitor, evaluate, and educate visitors and locals alike on the status of COVID-19 in an effort to minimize the impacts of the virus
- Increase focus on the overall journey and experience of the guest
- Strengthen the loyalty and 'retention' of returning guests
- Monitor the 'more' (volume of visitors) versus the long-term yield and profitability of each guest
- Maintain market share
  - Continue to build on our reputation
  - Leverage our incredible outdoor access
  - Take advantage of the remote work- and schooling opportunities
  - Leverage the Epic Pass and Sun Valley's lack of reservations for the 2020/2021 ski & snowboard season
  - Leverage the Sun Valley Resort's terrain expansion
- Guided experiences, especially for those new to activities
- Backcountry skiing capture – this is a growing younger audience
- Nordic skiing & fat biking as introductory opportunities
- Family-friendly in-town experiences, lodging and in-nature recreation
- Educating new homeowners and second homeowners on the best practices for living in the Wood River Valley
- Promotions

### Lodging & Occupancy Trends

- Develop tactics to ensure visitors feel safe in visiting the Sun Valley area
- Monitor the 'Average Daily Rate'
- Ideal: fewer people that are higher dollar value guests willing to spend more money during their stay
- Adapt to the new way of lodging booking windows (short lead-time)
- Focused attention toward gap months: Fall, early Winter, January-March, Spring and early Summer
- Maintain an average 4+ day length of stay to better fill mid-week need periods
- Goal of even overall/Raw Occupancy and even in room nights sold

### Media Performance Metrics:

- Maintain organic web sessions at the same levels from 2019/2020 and increase time on site average to 1:50
- Obtain a video completion rate of 75%
- Shifting social media metric focus from 'likes' & 'followers' to weighing on engagement

# VISIT SUN VALLEY

Additional Metrics (not measured directly via paid media):

- Ensure load factors on nonstop flights—with right passenger mix—at 50-65%+
- Maintain current flight offerings
- Maintain LOT collections within averages of the past 3 years

## New Initiatives

Access

- Heightened focus & education on all the various ways of 'Getting Here' throughout the year
  - Nonstop flight markets, driving, flying to Boise & Twin, etc.
  - EX: new nonstop flight from Atlanta to Boise

Mindfulness in the Mountains

- Inform and educate visitors and locals alike on how to be good stewards, how to respect Sun Valley for all it has to offer and to stay safe and healthy throughout
- Recreational insights
- Best health practices
- Stewardship to teach others

Adapted Events

- Sun Valley Nordic Festival & the Boulder Mountain Tour as well as the Sun Valley Film Festival
- Spring & Summer TBD

Research

- Understand how the visitor profile and type shifted in the summer of 2020 (ex: work from home, COVID-19 'Refugees' & road trippers)
- Cost of 'Customer Acquisition' and 'Life Time Value' of our different guest segments—allowing VSV to better drive decisions
- Better understanding of current types of visitor trends and why
- Collaborate with the lodging community to develop a lodging guest profile
- Find our future guest/new opportunities

Public Relations

- Engage in virtual familiarization opportunities for journalists
- Align our efforts with the corresponding nonstop flight markets, especially in Seattle
- Build awareness in drive markets, with added attention towards Boise and the in-flux of new residents



# VISIT SUN VALLEY

## Commercial Air Service

- Continue refinement of our air information/booking assistance on our website
- Better understand current traveler patterns
- Inform our guests of the best and various options for travel to Sun Valley
- Look at opportunity markets with consistent service, such as Seattle

## Website and Blog

- Ensure that visitors and locals have the most up-to-date information pertaining to COVID-19 and its influence on the community
- Educate new visitors
- Inspire and educate visitors to explore the endless supply of recreation, arts & culture, dining and guided experiences in the area
- Continue the pursuit of understanding specified visitor types (and their expectations and needs) to increase site relevance for users
- On-going search engine optimizing, site speed improvements, and ease of navigability
- Manage and increase traffic toward VSV content on travel research sites
  - EX: Trip Advisor and Expedia
- Focus on quality traffic with respectable time spent on site as it pertains to a particular page

## Audience Segmentation & Personas

- Use research and audience-finding to match with brand persona data – this is crucial to refining programmatic targeting and social media audience-finding
- Create blog posts and search ads to match audience profiles to inform beyond general awareness
- Use the right platforms and channels to align best with the segmented audiences

## Content Marketing Strategy

- Influencer programs (expanding outside of travel verticals), leveraged with paid social and blog stories
- Continue with content partnerships for trusted third-party endorsements
- Build upon our blog stories intends to paint the broader picture of Sun Valley

## Paid Search

- Leverage Adwords advertising to better integrate with influencer, PR, video, display and social marketing messages
- Boosting visibility to our internally created stories

## Boise & Regional Drive Market

- Boise airport presence
- Boise connections; leveraging our Boise-based PR firm's close ties to the local media – pushing weather related messaging, to local news entities (snow storms, holiday weekends, etc.) to business stories.

# VISIT SUN VALLEY

- Promoting local discounts from lodging properties
  - EX: Idaho locals' discounts from Limelight, Hotel Ketchum, etc.
- Continue to use shoulder seasons, especially Fall, to connect with the regional audiences.

## Visitor Relations

- Adapt offerings to be more touchless
- Continue management of the Visitor Center, 365 days a year
- Increase data collection (notable commentary, places of origin, etc.)
- Continue points of contact via the website, newsletter, phone calls and information distribution

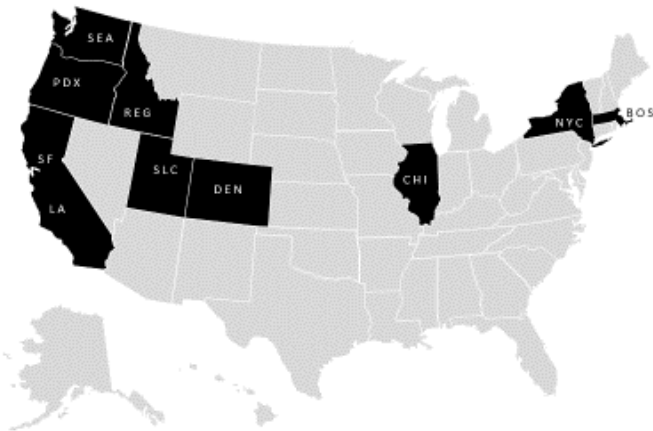
## Collaborations

- Ongoing integration with the Blaine County Recovery Group and the Wood River Tourism Coalition
- Strengthen relationships & collaboration with the community & other non-profits (i.e., FSVA, SVED, Sun Valley Institute, The Chamber, etc.)
- Develop relationships with community assets such as the Argyros Performing Arts Center, the Community Library, the Culinary Institute, and beyond
- Dark Sky awareness, marketing and product development

WHERE WE LOOK

## Advertising by Market & Audience

We've overlaid our audience profiles with our flight markets to build out our ideal target markets.



### Target Destinations

- Seattle
- Portland
- San Francisco
- Los Angeles
- Salt Lake City
- Denver
- Chicago
- New York
- Boston
- Regional (Boise, Twin, Idaho Falls, etc.)

### Target Audiences

- Active Fun Loving Families
- Affluent Outdoorsy Traveler
- Avid Activity Participant
- Culture Seekers