



## Operational Highlights for October 11<sup>th</sup> 2012 to November 28th, 2012

### Marketing and Sales

- Accommodation revenue generated through Vacation Roost was up (+104%) in October of 2012 compared to October of 2011. Year to date (tracking from Feb on) revenue is up by 39%
- Website was switched to winter on October 15<sup>th</sup>, incorporating new design and campaign elements
- Website visits to [www.visitsunvalley.com](http://www.visitsunvalley.com) were up by 21% in October 2012 compared to October 2011 (13,077 compared to 10,805)
- Kick-off video for winter campaign was launched on October 15<sup>th</sup> and has received 2200 views to date. Additional monthly videos are being planned for in-season launch, beginning in December
- "Searching for Sun Valley" blog was launched on October 15<sup>th</sup> and has received approximately 5200 visitors to date. Changes to the blog were implemented shortly after launch to broaden the scope of content and imagery
- Re-designed the event calendar – [www.visitsunvalley.com/events](http://www.visitsunvalley.com/events)
- Completed the 2013 strategic and operational plan
- Continued placing winter ads
- Approved design and functionality of mobile site
- Sent out November e-newsletter. Results: 12.4% open rate; 12.7% click through rate. The mountain opening and Winter Wonderland received the most click-throughs.
- Launched winter promotion. Received 1000 entries/new names for the database to date

*Upcoming: Launch of mobile site (Dec 7<sup>th</sup> target); initial concept development for Winter 2013/2014 so that appropriate imagery and video can be captured this year for use next year.*

### Visitor Services

- Visitor Center agents toured or had product knowledge sessions with the following member businesses:
  - Sun Valley Center for the Arts
  - Sotheby's International Realty
  - Zenergy Health Club and Spa
  - Sun Valley Property News
  - Studio Move- Ketchum (new member)
  - Company of Fools- new play briefing
- Recruited new agent to replace departing agent



# Visit SunValley

- Visitor Center agents attended the Community Library's iPad class
- Locked down iPads to drive people to our website and member sites (to block games and disabling)
- Hosted one-year anniversary event to celebrate the opening of the new building and Visitor Center.

*Upcoming: Changing to peak season hours, 8-5pm Mon-Sat, 10-4 Sun, starting December 17<sup>th</sup>; Sessions with Galena Lodge, Sun Valley Resort and Company of Fools.*

## **PR**

- Sent out releases for:
  - Winter campaign
  - Ride Sun Valley 2013
  - Sawtooth Snow Safety Festival
  - Crosstoberfest
  - Trailing of the Sheep
  - Nightmare on Main Street
  - Sun Valley Snow Dance
- Highlights of on-line and print coverage include:
  - Ski Magazine
  - Skiing Magazine
  - Idaho Statesman-Outdoor Section
  - Boise Weekly
  - Outside Magazine Online

*Upcoming: DENT Blogger editorial retreat planning; winter media fam planning; press releases for Winter, Christmas, Solfest, Rev Tour.*

## **Social Media**

- Facebook fans 40,900
- Twitter followers at 2,700
- Engagement numbers continue to meet or beat competitive resort areas
- Social media integration of Winter Campaign activated directing traffic to [www.searchingforsunvalley.com](http://www.searchingforsunvalley.com)
- Video of 2013 Ride Sun Valley Teaser posted. 1,100 views to date



# Visit SunValley

*Upcoming: Launching an Instagram contest; social media promotional buy to drive engagement; blogger team construction to continue to enhance searchingforsunvalley.com blog*

## **Membership and Administration**

- Followed up with hard copy documents for those who had not yet responded to the membership renewal. To date, payment has been received from 161 returning members and 24 new members with 10 new members pending for a total of 195 members
- Notified unpaid members that complimentary benefits would expire on November 30th
- Continued member website training sessions and member outreach
- Approached 42 businesses to encourage them to join Visit Sun Valley
- Submitted revised 2012/2013 contract for services to the City of Sun Valley
- Finalized 2013 meeting schedule and posted it on the [www.visitsunvalley.com](http://www.visitsunvalley.com) website

*Upcoming: Annual General Meeting of the membership on December 5th; City of Sun Valley contract meeting on December 6th; removing unpaid members from the website as of the end of the notice period (November 30th, 2012 – likely to be extended by one week until after the AGM).*

## **Events**

- Ride Sun Valley 2013 planning underway
- MASSV scheduled for same weekend as Ride Sun Valley Marathon Championships, working with MASSV promoters to co-promote weekend July 5-7th, 2013
- Call made with producers of World Championships for obstacle racing (Warrior Dash, Tough Mudder, etc-style racing) Sun Valley as potential venue
- SolFest planning underway
- Rev Tour and Orage Masters slated for late March/early April 2013

*Upcoming: Outreach for Sun Valley Film Festival, World Championships of Obstacle Racing (i.e. Tougher Mudder, Warrior Dash) proposal, 2014 Winter Olympic Qualifier proposal.*

## **Finance**

- Revised 2012/2013 budget was approved by the board of directors

