

Marketing Update for the Idaho Travel Council

October 2, 2012



Summer Campaigns and Results



Summer Campaign Results

- Mountain Biking Promotion – [The Sun Valley Remedy](#)
- Results:
 - Over 32,000 video views (goal was 5K)
 - Very strong engagement and PR
 - New likes on Facebook – 1,318 (versus 427 previous 30 days)
 - 19,247 engaged fans (versus 7,872 previous 30 days)
 - Coverage in all major on-line bike sites



Skip Town Promotion

- Results:
 - 624,945 page views
 - 1,708 email sign-ups
 - 6,149 contest entries – Pack your Car
 - [Meet Skippy](#) video plays – **170,000**
 - Stones skipped – 1,931
 - Paid media impressions – 5.5 million
 - Earned media impressions – 22.4 million
 - Media value of PR garnered – **\$2.7 million**



Skip Town Results

- Examples of on-line and broadcast coverage:
 - **CBS Morning**
 - Yahoo news
 - Equities.com/news
 - **Seattle PI**
Notebook
 - **San Francisco Chronicle**
 - Slopefillers.com
 - **Mashable.com**
 - Mediabistro.com
 - San Francisco Egoist
 - Creativity Online
 - The Traveller's
 - Fast Company
 - **Huffington Post**
 - Boise Public Radio



Skip Town Results

- Participants from 96 countries; all continents represented
- Positive PR for Sun Valley and Idaho through on-line and broadcast exposure
- Unprecedented results for a campaign of this size
- Growth in Twitter followers increased from 1.6/day to 29/day



Skip Town

- <http://www.rightthisminute.com/video/skipping-stones-skippy-robot>
- Memorable quotes:
 - *Having spent nearly a decade of my life there, I can say it's certainly worth a visit (NBC news)*
 - *The site also features an opportunity to win a vacation to Sun Valley by packing your getaway car with activities such as fly fishing, white water rafting and a night in a Coyote Yurt. (yes, I had to look it up too)*



WIN A TRIP

WIN A WEEK IN SUN VALLEY

**SKIP
TOWN**

PACK YOUR GETAWAY CAR NOW

SKIP A STONE

WIN A TRIP

MEET SKIPPY

SPONSORS

PACK YOUR GETAWAY CAR

BUILD YOUR PERFECT SUMMER ESCAPE. DRAG ANYTHING YOU WANT INTO THE CAR. CLOSE THE DOORS WHEN YOU'RE FINISHED PACKING AND THAT'S IT—YOU'RE ENTERED TO WIN.

OUTDOORS

FOOD + DRINK

NIGHTLIFE

SHOPPING

FAMILY FUN



SAWTOOTH MOUNTAIN GUIDES

A FULL DAY OF CLIMBING FOR 3 PEOPLE IN THE LEGENDARY SAWTOOTH MOUNTAINS



STURTEVANTS

GUIDED MOUNTAIN BIKE TOUR FOR TWO, INCLUDING FULL-SUSPENSION BIKES AND LUNCH



SHOOTING STARS SLEEPOUT

A FAMILY CAMPING NIGHT FROM THE ENVIRONMENTAL RESOURCE CENTER



WILDFLOWER WALK

GUIDED BY THE SAWTOOTH BOTANICAL GARDEN



DRAG
&
DROP



YOUR SELECTIONS (CLICK TO REMOVE)



FINISH AND ENTER



sunvalley.com

visitsonvalley.com

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Boise Campaign

- Billboard, radio, print and web presence from June to end of September
- 5.5 million impressions

**MAKE YOUR
SUMMER
EVENTFUL**

Visit Sun Valley for free concerts,
farmer's markets, festivals, and
activities for the whole family.

Rooms from
\$125 per
night*

VisitSunValley.com

SunValley
IDAHO
www.visitidaho.org

*Prices are per room per night and do not include taxes and fees. Restrictions may apply.
Subject to availability and rates vary by time of season & occupancy.



Ride Sun Valley/MTB Nationals



- Biggest US Nationals ever – more than 1,200 riders and 5,000 people attending specifically for the event
 - 30% of riders < 18 yrs old
 - 70% of riders < 40 yrs old
 - 80%+ traveled from more than 200 miles
 - 60%+ had never been to Sun Valley before
 - Each racer brought average 3 people with
 - 60%+ paid to stay in a hotel or condo
 - 80% said they would likely return to Sun Valley
 - 77% stayed 4 days or more; 40% stayed more than 6 days
- Video highlights daily
 - <https://vimeo.com/45389002>
 - Over 10,000 video views of event
 - 4,400 people following on Vimeo



Ride Sun Valley/US Nationals

- PR interest far exceeded goals
 - Hosted 14 editors/freelancers over eight days
 - Coverage topics included
 - Ride Sun Valley
 - General mountain biking/riding/lifestyle in area
 - Scott Sports 2013 product launch



Summer PR

- PR outreach and hosting resulted in extensive coverage including:

BIKE magazine
Mountain Bike Action
Dirt
Mountain Flyer
Boise Weekly
Mountain Get Away
Single Track Magazine
Seattle Times
Times
KTVB
KMVT
Vanity Fair Online
Outside Magazine

Cyclingnews.com
Vital MTB
Dirt Rag
Bicycling
Mountain Bike
MTBR.com
Idaho Statesman
Bellingham Herald Olympia
Ft Collins Coloradoan
KIVI
Esquire Online
Men's Journal Online
Seattle PI



PR Hosting

- Outside Magazine
 - Photo shoot in Sun Valley for September Issue
- Bike Magazine Summit
 - Editorial Staff and 14 industry leaders hosted
 - Result - [coverage of trip](#), second feature article visit in mid-September, potential site of annual gear test “BIKE Bible”
- Go Pro
 - First week of Sept. FIRST feature length video 100% shot on GoPro cameras. Partner with Outside TV. (GoPro social network larger than Red Bull)
- BIKE Magazine Sun Valley Feature Story
 - May 2013



Key Indicators

Brand Awareness	Previous	Current	Data Source
Paid Media Impressions	N/A for last summer	12.8 M	Eleven/Backbone Media
PR Ad Equivalency	N/A for last summer (750K for 1 st quarter of 2012r)	3M + (Remedy + Skip Town only)	Eleven/Vocus
Destination Skier Share of mind	N/A	5%	Survey Sampling International
Washington		9%	
California		1%	



Key Indicators

Brand Engagement	Previous Summer	Current Summer	Data Source
Facebook Fans	13,709	39,334	Internal
Twitter Followers	1,000	2,347	Internal
Website Visits	53,036 vs. 62,418 (2012)	+10% (June) +34% (July) +6% (August)	Google Analytics/Right Now Communications
E-newsletter open (avg)	12%	18% (old list)	Campaign Monitor
		28% (new list)	



Key Indicators

Sales	Previous Summer	Current Summer	Data Source
Ketchum LOT (3 rd Quarter)	\$270,687	\$292,583 (+8%)	City of Ketchum
Sun Valley LOT (3 rd Quarter)	\$176,910	\$196,190 (+11%)	City of Sun Valley
Occupancy:			Internal
May		+12%	
June		+5%	
July		+1%	
August		+2%	
VR Revenue:			Vacation Roost
May		-13%	
June		+2%	
July & August		+10%	



Winter 2012/2013 Campaign

“Searching for Sun Valley”



Overview

Sun Valley remains one of America's best ski destinations, but is also one of its little known gems.



Overview Cont'

Ask the average western US skier what they know about Sun Valley and they may not be able to pinpoint it on a map, let alone tell you that it should be best known for its:

- 3400 feet of vertical
- challenging terrain
- reliable snow
- virtual lack of lift lines
- perfect little ski town
- sun



How do we know this?

Research! Amongst destination skiers:

- Sun Valley has a 4% share of market (resorts visited in the last 3 years)
 - California Skiers: Heavenly, Mammoth, Squaw come to mind for 20%; Northstar at Tahoe for 16%; Aspen and Vail for 10%
 - **Sun Valley- 1%**
 - Washington Skiers: Whistler comes to mind for 42% of skiers
 - **Sun Valley- 9%**
- Sun Valley also skews to a MUCH older demographic



Marketing Objectives for 2012/13

- Increase brand awareness and understanding
- Repatriate the core skier
- Reach out to a younger audience
- Grow the database
- Engage the 2nd homeowner market



Sales Objectives

- Increase skier days
- Increase room nights (occupancy)
- Increase local option tax
- Increase passengers on LA and Seattle Alaska Air flights



Campaign Goals

- Poke some fun at ourselves
 - Address the fact that Sun Valley is existing under the radar by engaging with those who know little or nothing of the place, asking them questions that are intended to reveal Sun Valley's secrets—from the most obvious, to the most obscure
- Reveal Sun Valley's true nature
 - The interest that is piqued from our engaging questions is addressed by revealing little known facts that make Sun Valley special



Kick-off Video

- Features an interviewer asking skiers questions about Sun Valley.
 - The questions start easy, such as: Have you ever heard of Sun Valley?"
 - They become gradually more difficult. The interviewer pulls out a map, "We're out here today, trying to get Sun Valley on the map. Can you help us find it?"



Kick-off Video Cont'

- The questions then begin to reveal Sun Valley's 'unknowns' with more depth. This will be done in a subtle, fun tone but will hint at the destination's key messages.



Blog

- The campaign moves from the humor of the teaser video to a simple, fun, personal, down-to-earth blog: **SearchingForSunValley.com** becomes the place to truly discover Sun Valley. Not where it is, but what it's about.
- The focus will be on people, businesses and most importantly skiing and snowboarding.



Meet Our Bloggers



Meet Our Bloggers

Liesl:

- Originally from San Francisco - jeweler, degree in photography, snowboards, hikes, practices yoga, participates in local arts festivals, fashionista.

Nowel:

- Plays in a local rock band, owns a design studio, skis, mountain bikes, backcountry enthusiast.



Sample Imagery



Sample Imagery



Media Plan

Strong combined presence, November to March

- Powder magazine* and powdermag.com
- Skiing magazine* and skiing.com
- Weather.com
- Tripadvisor.com
- Pandora.com
- Onthesnow.com mobile
- Seattle Magazine, Seattle Met, Boise Weekly*
- Orbitz.com; Expedia.com; Travelocity.com
- Outside.com; backpacker.com; adventure-journal.com,
tetongravity.com;

