Air Service Board Update
For May and June 2019

**Metrics Snapshot:**

* DestiMetrics:
	+ May
		- Occupancy – paid: 21.0% in 2019 (v. 23.1% in 2018)
		- Occupancy – pure (includes unpaid): 26.4% in 2019 (v. 32.0% in 2018)
		- ADR: $144 in 2019 (v. $145 in 2018)
	+ June
		- Occupancy – paid: 45.9% in 2019 (v. 43.7% in 2018)
		- Occupancy – pure (includes unpaid): 53.6 in 2019 (v. 55.3% in 2018)
		- ADR: $253 in 2019 (v. $228 in 2018)
	+ 10 properties reporting
* [Facebook](https://www.facebook.com/visitsunvalley) followers: | May +120, June +155
* [Instagram](https://www.instagram.com/visitsunvalley/) followers: (400 gained between May - June)
* [Website](https://visitsunvalley.com/) Views of the Getting Here page were up +233% from May-June compared to the same months in 2018. Organic web sessions for May - June to visitsunvalley.com were up +28% compared to the same months in 2018. Our session duration or time on site was down -12%.
* TripAdvisor overall page traffic was up +40% in April, +13% in May, +3% in June
Note: TripAdvisor rolled into a new platform in June.

**Marketing & Advertising**

* Our summer marketing efforts kicked off in late April with a weighted spend in May and June with tapering coming in July & August.
	+ Started with awareness of the destination with an emphasis on video
	+ Moved to segmented reach through our core attribute channels
	+ Followed up with conversion marketing with an emphasis on nonstop flight marketing
* We launched a variety of content partnerships that included:
	+ *MindBodyGreen*
	+ *Sunset Magazine*
	+ *Pinkbike*
* Outerbike brought a new event and audience to the Valley in an otherwise soft visitation period
* We’re excited to have launched our new website this June. An increase in flight searching capabilities were integrated throughout the site:
	+ <https://www.visitsunvalley.com>
* Blogging continues to be a top priority of ours as we move down the consumer funnel by being a resource for inspirational things to do when trip planning and also when the visitor is in town.

**PR**

* Working with Fahlgren-Mortine to continually refine our PR strategy. Summer emphasis included the Chicago nonstop flight, Outerbike, Dark Skies, Wellness and general outdoor recreation and events.
* Sun Valley Mentions & Features
	+ Adventure Journal | [We Have a New 2,700-Mile Bikepacking Route Through the Majestic West](https://www.adventure-journal.com/2019/05/we-have-a-new-2700-mile-bikepacking-route-through-the-majestic-west)
	+ Refinery29 | [The Best Destinations To Visit In June, According To Travel Influencers](https://www.refinery29.com/en-us/where-to-go-in-june-travel-vacations?utm_source=Idaho+Industry&utm_campaign=4c8c2d34a8-EMAIL_CAMPAIGN_2018_03_12_COPY_01&utm_medium=email&utm_term=0_9d598fd86b-4c8c2d34a8-46400491)
	+ Local Freshies | [Summer’s The Right Time… To Stargaze In A Dark Sky Preserve](https://localfreshies.com/summers-the-right-time-to-stargaze-in-a-dark-sky-preserve/)
	+ Women's Health | You Have Arrived | June 2019 Issue
	+ Forbes | [Hunting Down Idaho's Hot Springs In A Tesla](https://www.forbes.com/sites/carltonreid/2019/06/30/hunting-down-idahos-hot-springs-in-a-tesla/#5744b3939d98)
	+ SF Gate | [10 Stellar Places for Stargazing](https://www.sfgate.com/travel/article/10-Stellar-Places-for-Stargazing-13990431.php?utm_source=Idaho+Industry&utm_campaign=a07ee6d0cc-EMAIL_CAMPAIGN_2018_03_12_COPY_01&utm_medium=email&utm_term=0_9d598fd86b-a07ee6d0cc-46400491)
	+ The Jet Set | Season 3 | [Episode 34 (starts at 5:45)](https://youtu.be/-zj75eWZsOc?t=345)
	+ Luxe Getaways | [Celebrate the End of Ski Season in Sun Valley](https://luxegetaways.com/ski-season-sun-valley/)
	+ Scotty Lago | Snowboard Secrets Revealed - Sun Valley | [V1](https://www.youtube.com/watch?v=MFApHMmfrA4)
	+ Haute Living | Sun Valley, Idaho | [An Emerging Wonderland With a Secret Past](https://hauteliving.com/2019/04/sun-valley-the-future-winter-wonderland-with-a-secret-past/668644/)
	+ Epic Idaho | [Hemingway Haunts, Mountain Bike Magic & Dazzling Dark Skies](https://www.youtube.com/watch?v=gaaT2kbBwKY)
	+ MindBodyGreen | [The Hidden Gem of Wellness: 7 Reasons You Should Be Sun Valley, Idaho Bound](https://www.mindbodygreen.com/articles/7-reasons-you-should-be-sun-valley-idaho-bound)
	+ Sunset Magazine | [Sun Valley Just Became Our Favorite Destination for an Arts & Culture Getaway](https://www.sunset.com/travel/northwest/sun-valley-vacation)
	+ Boise Weekly | [Another Season Under the Sun | Your Go-To Sun Valley Summer Guide](https://www.boiseweekly.com/boise/another-season-under-the-sun/Content?oid=18706363)
	+ Arielle Shipe | [Seek Sun Valley](https://www.arielleshipe.com/blog/2019/6/21/seek-sun-valley-x-arielleshipe)
	+ Global Cycling Network | [A Slice of Epic Idaho Gravel Riding with Rebecca Rusch](https://www.youtube.com/watch?v=MoDDeVtkHRo)

**Social Media**

* Continual content building and distribution of Visit Sun Valley Facebook page & Instagram account
* [Internally composed and distributed a variety of blog pieces including:](https://visitsunvalley.com/searchingforsunvalley/how-to-beat-cabin-fever-sun-valley)
	+ [Ballet in Sun Valley, Idaho](https://www.visitsunvalley.com/arts-culture/ballet-in-sun-valley-idaho/)
	+ [Sun Valley’s Best Outdoor Patios](https://www.visitsunvalley.com/summer/sun-valleys-best-outdoor-patios/)
	+ [Eating Healthy & Sustainably in Sun Valley](https://www.visitsunvalley.com/dining/eating-healthy-sustainably-in-sun-valley/)
	+ [Dance in the Mountains: From Classical to Cutting Edge](https://www.visitsunvalley.com/arts-culture/dance-in-the-mountains-from-classical-to-cutting-edge/)
	+ [This is the Sawtooth Botanical Gardens](https://www.visitsunvalley.com/summer/this-is-the-sawtooth-botanical-garden/)