



Alta Chamber and Visitors Bureau

Alta Town Council Presentation

August 14th, 2019

MISSION STATEMENT:

- *The purpose of the ACVB shall be to promote Alta and Little Cottonwood Canyon as a world class, year-round, mountain resort destination*



2018-2019
SUCCESSES



DIGITAL CAMPAIGNS

Ski Utah's Weekly Deals

- Created a lodging collaboration where each lodge had the spotlight for a week.
- 2019-2020 season will continue this campaign but also feature the condos "neighborhood."



All ACVB Members

Snow Report Email Open Rates - 15.58%

Snow Report Email Total Opens - 66,346

Snow Report Email Total Clicks - 914

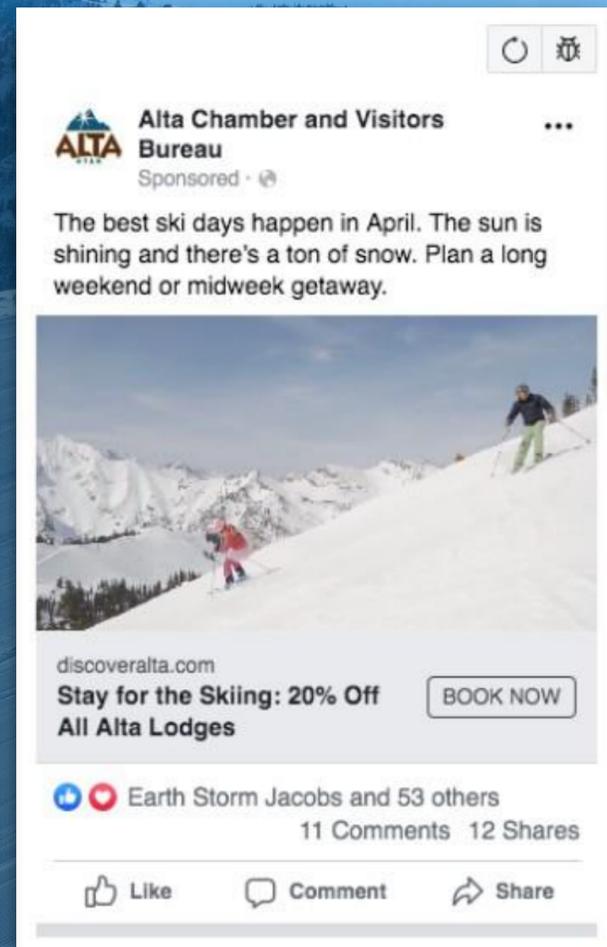
Deals Page - Total Pageviews - 9,220

Deals Page - Time on Page – 01:36

DIGITAL CAMPAIGNS

Alta in April

- Successful campaign: Paid ads, video support, paid social



Description	Bookings	Revenue
Alta Lodge	0	\$0.00
Rustler	1	\$381.50
Snowpine	54	\$15,536.00
Peruvian	0	\$0.00
GMD	6	\$3,592.00
Total	61	\$19509.50

Paid Ads for Alta in April

Description	Impressions	Clicks
OpenSnow Ad	913325	593
Facebook	51,021	197

DIGITAL CAMPAIGNS

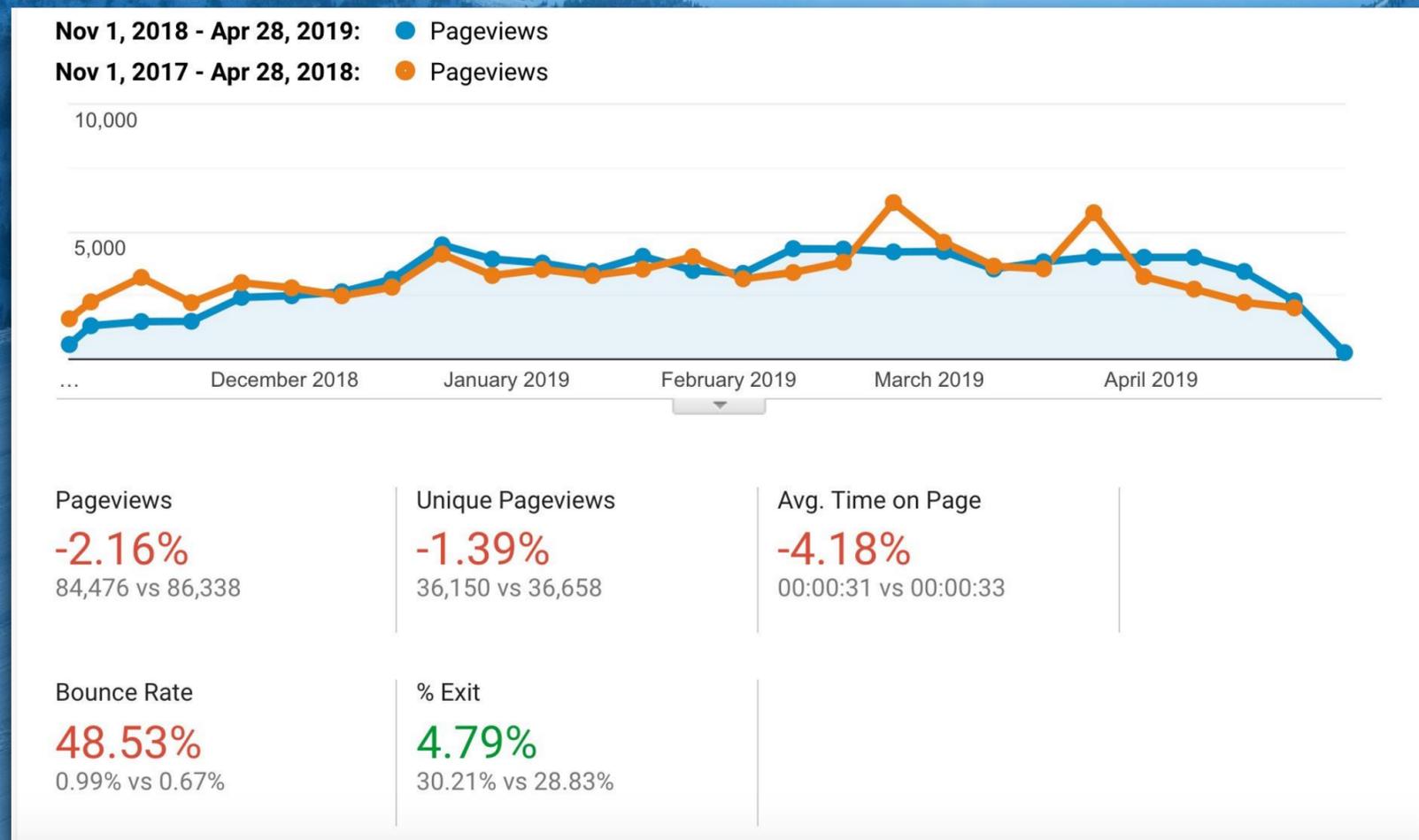
BOOKING WIDGET REVENUE COMPARISON

	A	B	C
1	Property	17-18 Revenue	18-19 Revenue
2	Alta's Rustler Lodge	\$318.00	\$1995.00
3	Hellgate Condominiums at Alta	\$600.00	\$1500.00
4	Village at Sugarplum	\$3305.00	\$1128.00
5	Alta Peruvian Lodge	\$2445.00	\$558.00
6	Powder Ridge	\$0.00	\$3900.00
7	GMD	\$0.00	\$925.00
8	Alta Lodge	\$351.00	\$1665.00
9	TOTAL	\$7019.00	\$11671.00

- 50% growth in revenue and bookings

DIGITAL CAMPAIGNS WEBSITE TRAFFIC

- Down very slightly from previous season
- ACVB plans to optimize and re-skin key landing pages this late summer and fall to increase web traffic this season.



discoveralta.com

LOOKING AHEAD

2019-2020 SEASON



KEY INITIATIVES:

- **VIDEO (SHOW & TELL)**
 - TELL THE STORY OF THE ALTA COMMUNITY
 - INSPIRES VISITORS TO TRAVEL UP LCC
- **KEY CAMPAIGNS**
 - EARLY SEASON - ATTRACT MORE GUESTS DURING THE SLOW TIME.
 - SPRING LODGING - ALTA KEEPS ROLLING THROUGH APRIL. BUILD OFF THE MOMENTUM OF THIS PAST YEAR. OPEN UP LODGING TO 'LOCALS' WITH UTAH ZIPS WHO HAVE AN ALTA PASS, MOUNTAIN COLLECTIVE PASS OR IKON PASS.
- **FOCUS ON DIGITAL ADS**
 - SKI UTAH DIGITAL BUYS
 - OPENSNOW TARGETED ADS
 - GOOGLE ADS
- **NEW WEBSITE DESIGN**
 - FIX THE NAVIGATION
 - STREAM LINE THE WEBSITE TO TELL THE ALTA STORY
- **NEW REALTIONSHIP WITH VISIT SALT LAKE**



ACVB-Visit Salt Lake Meeting, 7/23/2019



- Visit Salt Lake VSL is a destination marketing and economic development organization serving Salt Lake County (SLCO)
- ACVB met with VSL in July to follow up on a conversation between Mayor Sondak and representatives from VSL and SLCO about how VSL measures the return on the county's investment in VSL's services
- Meeting formed the beginning of a partnership between VSL and ACVB. We discussed three general topics:
 - Performance Measurement and metrics
 - Content partnership
 - General destination marketing, organizational strategy

Visit Salt Lake Performance Measures

- Visit Salt Lake measures the impact of its destination marketing, convention, and economic development program through the following five broad measures, which are responsive to elements of the contract between VSL and SLCO:
 - Room nights, meetings, and convention center bookings
 - Generated via VSL.com booking widget, information sharing
 - Web traffic
 - Common web metrics including page views, member referrals, direct bookings, pageviews, etc.
 - Earned media
 - Reviews and journalism, word-of-mouth, etc.
 - Job growth in the leisure/hospitality sector
 - Developed as a goal after change in state law providing for expenditure of TRT/TRCC funds on job growth
 - Economic impact of meeting attendees
 - VSL claims convention visitors spend an average of about \$900/day/person in Salt Lake County