

Vail Local Marketing District Advisory Council / Discover Vail High Level Marketing Priorities and Target Dates for Town Funded Events

The Commission on Special Events collaborates with the Vail Local Marketing District Advisory Council to create a robust event schedule that supports the goals of the Town of Vail. The VLMDAC encourages strong alignment with marketing priorities, target markets, visitor profiles, and a data-informed calendar that targets low demand time periods. The CSE should use the information provided here to ensure the 2023 calendar of events is optimized to reflect efforts of the VLMDAC and encourage events that are best for the town.

I. 2023 Business Goal and Marketing Priorities

VLMD Business Goal

Drive responsible revenue growth in Vail by focusing on quality of guest, length of stay, and guest spend, along with effective communication of community values. Measurement continues to be through occupancy and average daily rate, lodging and sales tax revenues, especially during lower demand time periods.

Marketing Priorities

- **Optimize Visitation:** Target guests who stay longer, spend more, and embrace the destination values, in addition to targeting specific times of the year with an emphasis on mid-week and shoulder seasons.
- **Grow Database and Build the Relationships:** Expand our VLMD database, use data to understand our guest, enhance guest engagement and loyalty by optimizing content and 1:1 personalized messaging.
- **Destination Stewardship:** Protect our natural assets and resources, while elevating the guest and resident experience. Educate the Vail guest on best practices for a sustainable Vail. Provide a well-balanced calendar of special events that drives visitation during low demand time periods.
- **Brand Positioning:** As per the Vail Town Council action plan, position Vail as the Premier International Mountain Resort Community. Reinvigorate the Vail brand through a creative campaign that provoke consumers to feel excited about and intrigued to visit Vail. Support the community in delivering on the brand promise.

II. 2023 Vail Creative Campaign: *Life is But A Dream*

The VLMD is launched a new creative campaign in 2022 to elevate and reinvigorate the Vail brand. The campaign, *Life is But A Dream* emphasizes the natural beauty and storybook backdrops of Vail. We will look for synergies between events and the *Life is But A Dream* campaign when promoting events.

III. Target Audience

- Marketing efforts are focused on three key audiences with varying emphasis during the year
- Priority is Destination (out of state Dallas, Houston, Chicago, New York, etc.) travelers, specifically those who stay longer and spend more
- Secondary target includes Front Range or drive market less than 500 miles.

Guest Personas

High Net Worth Families

High Net Worth Empty Nesters

| | | |
|------------------------|--|---|
| PERSONAL VALUES | Influence, stimulation, and pleasure | Dependability, duty, and security |
| TRIPS PER YEAR | 7-10 leisure trips | 1-3 international trips |
| VACATION HABITS | Likes the adventure of traveling and enjoys upscale dining. Expects premium amenities and experiences, and believes that loyalty programs ensures good treatment by employees. | Expects elevated dining experiences while traveling and enjoys elite airline and hotel status. Follows seasonal patterns when traveling. Expects premium amenities and experiences, and believes that loyalty programs ensures good treatment by employees. |

IV. Event Sponsorship Priorities

The VLMDAC has identified priorities for the funding and scheduling of 2023 Vail events:

- Data Capture:
 - o Audience/participant data from the event/event database
- Exposure to/Awareness of DiscoverVail.com.
 - o Examples include but not limited to:
 - o Dedicated landing page can be created for specific events on discoverVail.com to educate guest on other things to do in Vail during the event.
 - Page to be included in emails, dedicated social posts, SMS text message communication, signage, collateral, etc.
 - o Pre-event: email inclusion, dedicated social posts, Vail Sustainability Quiz inclusion
 - o On-site activation opportunities
 - o Post Event VLMD Survey
- DiscoverVail.com logo inclusion with trackable links
- Packaging opportunities with lodging properties to be promoted on DiscoverVail.com

V. Targeted Low Demand Time Frames in 2023

Wherever possible, events should be strongly encouraged to take place during the low demand periods as highlighted below. Mid-week is also a priority.

Holiday Season = December 20, 2022 - January 5, 2023

Off-Peak 1 = January 6 - January 13

MLK (higher demand than Off Peak) = January 14 - January 16

Off-Peak 2 = January 17 - February 17

Presidents Day (higher demand than Off Peak) = February 18 - February 20

Off-Peak 3 = February 21 - March 2 (mid-week need period only)

Spring Break Season = March 3 - April 5

Late Season = April 6 - April ____ Closing Day

Post Season = April ____ - May 25

Early Summer = May 29 - June 29

High Summer = June 31 - August 17 (weekends not priority however, mid-week is a need period)

Late Summer = August 18 - August 31

Labor Day = September 1 - September 4

Autumn = September 5 - October ____ (mid-week is a need period)

Pre-Season = October 8 - November 9

Early Season = Opening Day November ____ - December 16

Holiday Season = December 17 - January 4, 2024