

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

The Committee 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 2024 calendar of events is optimized to reflect efforts of the VLMDAC and encourage events that are best for the town.

2024 Business Goal

Drive responsible year-round revenue growth in Vail by targeting guests who stay longer and spend more, while effectively communicating community and brand values. Areas of focus include increasing mid-week and lower demand time period stays. Key Performance Indicators (KPIs) include lodging occupancy and lodging and sales tax revenues. The priorities below all support the overarching business goal.

2024 Priorities

- **Optimize Visitation:** Target high net worth guests, maximize longer stays and higher spend, gain greater understanding of customer through research.
- **Grow Database + Build Relationship:** Grow database and use data to understand our guest to enhance engagement & loyalty.
- **Destination Stewardship:** Develop and deliver upon a brand position that reflects community values, differentiates Vail in ways that build its competitive edge, and inspires all to care for Vail.
- **Brand Positioning:** Position Vail as the Premier International Mountain Resort Community and work with the community partners to define, support and deliver on the brand.

Target Audience

- High Net Worth Destination guests who stay for longer periods of time.
- 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.

Event Sponsorship Priorities

The VLMDAC has identified priorities for the funding and scheduling of 2024 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
- Post Event VLMD SurveyDiscoverVail.com logo inclusion with trackable links

- Packaging opportunities with lodging properties to be promoted on DiscoverVail.com

Targeted Low Demand Time Frames in 2024

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

2024

WINTER		
Season	Dates	Notes
Holiday Season	December 23, 2023 - January 5, 2024	
Off-Peak 1	January 8 - January 11, 2024	
MLK	January 12 - 16, 2024	Higher demand than Off Peak
Off-Peak 2	January 17 - February 14, 2024	
Presidents Day	February 15 - February 20, 2024	Higher demand than Off Peak
Off-Peak 3	February 21 - March 6, 2024	mid-week need period only
Spring Break Season	March 7 - April 5, 2024	
Late Season	April 6 – Mid April (Closing Day)	
SPRING		
Spring	Mid-April (Closing Day) - May 23, 2024	

SUMMER		
Early Summer	May 24 – June 27, 2024	Memorial Day Weekend is a priority opportunity
High Summer	June 28 - August 15, 2024	Weekends not priority Mid-week is a need period
Late Summer	August 16 – August 29, 2024	Higher demand than Off Peak
Labor Day	August 30 - September 2, 2024	

FALL		
Autumn	September 3 - November 7, 2024	Mid-week is a need period Weekends after October 7

WINTER 2025		
Pre-Season	October 7 - Opening Day, November TBD	
Early Season	Opening Day, November TBD - December 19, 2024	
Holiday Season	December 20, 2024 – January 5, 2025	