

## **PUBLIC NOTICE**

### **REQUEST FOR QUALIFICATIONS FOR MARKETING COORDINATION**

#### **Vail Local Marketing District**

Vail is arguably the top ski resort in North America and an industry leader in quality, price and volume. Few brands in any industry hold such a prominent position. While widely known for its winter offerings, Vail is also the ideal summer mountain destination—a world-class resort set in the relaxed, rugged environment of the Rocky Mountains complete with events and activities to suit nearly any ability level or preference.

#### **Opportunity**

Vail has undergone significant redevelopment in the last few years, totaling more than \$2 billion. Many of the new properties and services have recently come on line or are about to come on line, which represents significant change for Vail's future. The latest redevelopment occurred at a time when the economy took a major downturn around the globe. Since then, there's been an increased need for Vail to focus significant energy on short-term, value based messaging while still maintaining long-term brand leadership.

The Vail Local Marketing District is searching for marketing coordination assistance that will help Vail capitalize on driving overnight visitation during peak periods of May through October, 2011, utilizing proven, successful initiatives and leveraging existing Vail assets, as well as continuing to refine and deliver on collateral and programming to enhance the guests' transformational experience in Vail. The winning candidate should expect to deliver a high level of service, be in attendance at monthly meetings, find non-traditional solutions to traditional challenges and work collaboratively with the Vail Local Marketing District Advisory Council, Town of Vail staff and other partner firms and demonstrate the ability to be nimble, flexible, dedicated and results oriented.

#### **Location**

Vail, Colorado is located approximately 30 minutes to the east of Eagle Airport (the third busiest airport in the state with 13 direct flights from across the US during the winter direct flights from Dallas, Miami and Denver during the summer). It is a two hour drive from Denver International Airport along I-70. Accessibility is a key component of the overall Vail value message.

#### **The Vail Guest**

##### ***Winter***

Vail is a destination with more than 77% of its guests spending the night. Vail's guests can be described as affluent, educated and active. Mean household income (HHI) is \$230k, and the vast majority have at least a college education.

Vail's guests are truly sophisticated travelers who are looking for the best; they not only come from all over the United States but from across the globe. They are adventure

seekers who do not want to compromise on quality whether by themselves or with their families.

The out-of-state guests account for approximately 60% of Vail's traffic, with over 30% coming from New York City, Chicago, Dallas and Washington D.C., 9% of Vail's guests are international and an additional 8% are Colorado overnight guests.

More than 50% of Vail's guests are family and during those key holidays this percentage grows as high as 80%.

### ***Spring/Summer/Fall***

In the non-ski months, 53% of guests spend the night. Similar to the winter guest, the summer visitor is affluent, educated and active. Mean HHI is \$208k.

Summer guests tend to travel with family (40%) or spouse/significant other (25%) and tend to visit for rest and relaxation and to enjoy the natural beauty of the Rocky Mountains. Top activities include shopping and hiking.

Top markets for Vail in the summer months include the Front Range of Colorado (25%), New York-Northern New Jersey (4%), Chicago (3.4%), Los Angeles (2.6%), Houston (2.6%) and Dallas (2.4%).

### **Marketing Vail**

Marketing Vail in the non-ski months offers a unique opportunity. The Town of Vail (through the Vail Local Marketing District) is responsible for marketing the destination during the spring/summer/fall. The Vail ski area is owned and operated by Vail Resorts Inc. and as such the company is responsible for marketing the destination during the ski season. Over the past few years these two entities have worked closely to present Vail as a single brand and destination year-round.

### **About the Vail Local Marketing District**

The nine-member Vail Local Marketing District Advisory Council meets monthly at a local Vail lodging property. This volunteer board is responsible for making recommendations to the Vail Town Council, which serves as the Vail Local Marketing District Board, for summer and shoulder season marketing programs funded by a 1.4 percent Vail lodging tax. More information can be found on the Town of Vail web site at [www.vailgov.com](http://www.vailgov.com)

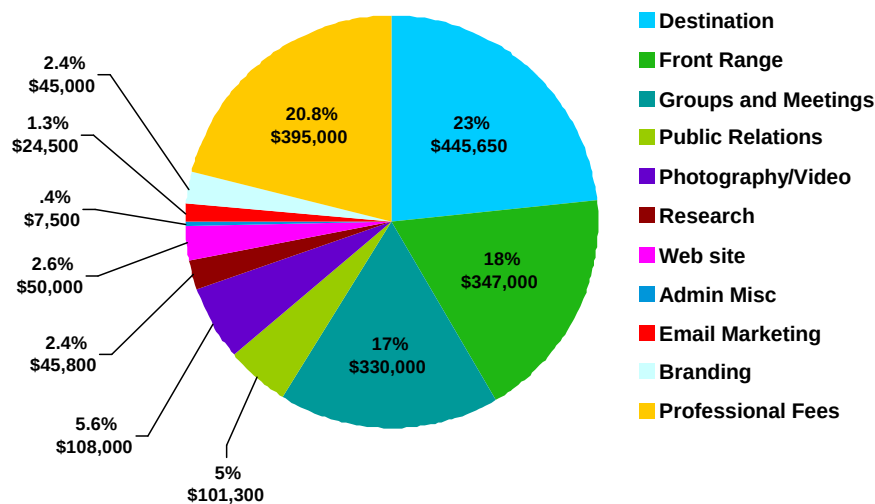
### **About Vail Resorts Inc.**

Vail Resorts, Inc. through its subsidiaries is the leading mountain resort operator in the United States. The Company's subsidiaries operate the mountain resort properties of Vail, Beaver Creek, Breckenridge and Keystone mountain resorts in Colorado, the Heavenly Ski Resort in the Lake Tahoe area of California and Nevada, and the Grand Teton Lodge Company in Jackson Hole, Wyoming. The Company's subsidiary, RockResorts, a luxury resort hotel company, manages casually elegant properties across the United States and the Caribbean. Vail Resorts Development Company is the real estate planning, development and construction subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts website is [www.vailresorts.com](http://www.vailresorts.com) and consumer website is [www.snow.com](http://www.snow.com).

## Budget

The Vail Local Marketing District spends approximately \$1.8 million annually marketing and promoting Vail during the non-ski months (May-October). Approximately 23% is spent targeting destination guests and 18% on the Colorado Front Range.

### 2011 VLMD Budget - \$1,899,750



## Requirements

The Vail Local Marketing District is looking for marketing coordination assistance to work directly with the Vail Local Marketing District Advisory Council and Town of Vail staff, along with other key stakeholders as part of the marketing initiatives for 2011. Goals are:

- Drive incremental overnight spring, summer and fall bookings
- Increase sales tax revenue at 1% above inflation
- Continue to build long-term brand awareness that drives short-term sales
- Increase market share by widening audience reach with Destination and International guests while maintaining loyal guest base
- Continue to position Vail as a world-class, year-round destination brand
- Ability to be nimble, flexible, dedicated and results oriented

Scope of work includes:

- Strategic Brand Planning including:
  - o Coordinating and participating in all planning meetings and presentations
  - o Presentation development for objectives, strategies, tactics and budgets
  - o Partner coordination across all segments, including but not limited to Vail Mountain marketing, Public Relations, Digital Firm, Group Sales, Vail 360 Partnerships and Town of Vail
  - o Budget development and monitoring
  - o Concept and execution of new brand pieces and/or revisions to existing executions as they relate to online, Groups, Destination and Front Range
  - o Vendor Management
  - o Labor and Production
- Monthly VLMDAC meeting participation
- Development, preparation, writing of all strategic presentations for VLMDAC
- Weekly status calls
- Weekly assessments to determine effectiveness and react accordingly in strategic/tactical shifts
- Measurements, results and conclusions
- Partner coordination and implementation for meetings and presentations
- Image and asset negotiation for photography and videos
- Trafficking of all ad materials
- Updating copy to existing newspaper ads and TV spots and creation of any new assets needed based on approved media plan
- Maintaining signature asset library (stock, summer photo retouching, updating 5 TV spots, ambassador music renewal)
- Lead development of all summer advertising and promotional materials to include vendor management and labor and production
- Work with the Town of Vail to improve the process and procedures for partnership and event implementation

The successful candidate will demonstrate the ability to:

- Manage expenses to approved budgets
- Demonstrate accountability and meet deadlines
- Establish positive working relationships with all stakeholders
- Navigate the ever-changing tourism and travel industry
- Be resourceful, nimble, flexible, dedicated and results-oriented
- Bring creative solutions to the table

Budget not to exceed \$50,000 professional fees and \$15,000 direct expenses.

## **Timeline & Process**

Step 1: Candidates are asked to submit proposals containing the following items by **November 1, 2010 by 3:00 p.m.** Please email to the following individual:

### **Town of Vail**

**Kelli McDonald, Economic Development Manager**

**[kmcdonald@vailgov.com](mailto:kmcdonald@vailgov.com)**

- 1) Background  
A statement covering resources, expertise, client list (indicating any client conflicts) and references. If a team is proposed, please also enclose their backgrounds.
- 2) Examples of previous work relevant to the travel industry. Detail specific case studies that demonstrate abilities and results in these areas.
- 3) Approach to the scope of work previously outlined.

Step 2: Selection process

- November 1 by 3:00 p.m., RFQ deadline
- November 4, narrow field to maximum of 3
- November 11 at 8:00 a.m., presentation to Vail Local Marketing District Advisory Council
- November 12, selection

## **Contact Information**

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