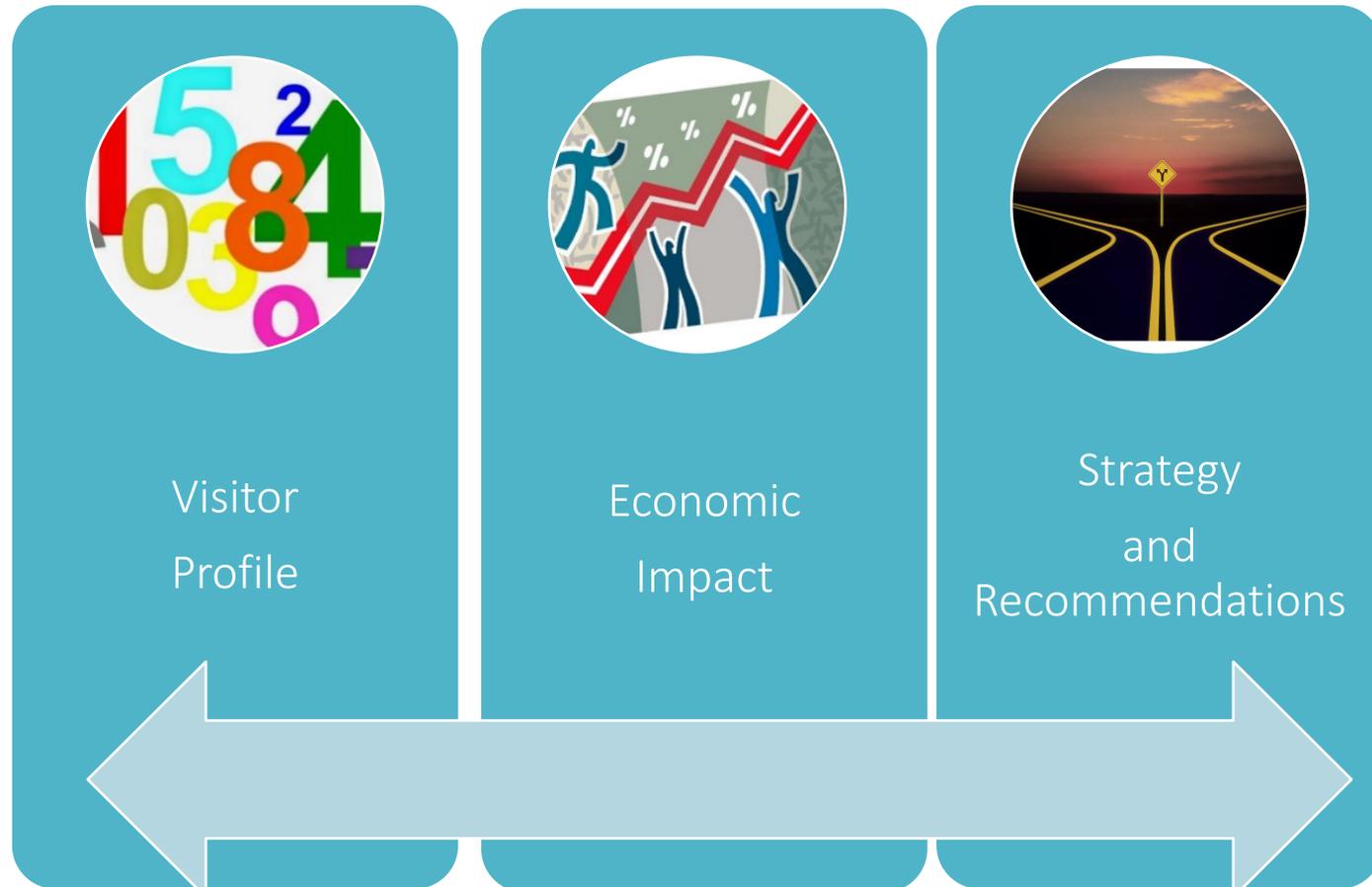


Truckee Chamber of Commerce

Visitor Profile Study/Economic Impact/ Competitive Strategy

SMG Consulting + Lauren Schlau Consulting

Project Framework



Project Overview

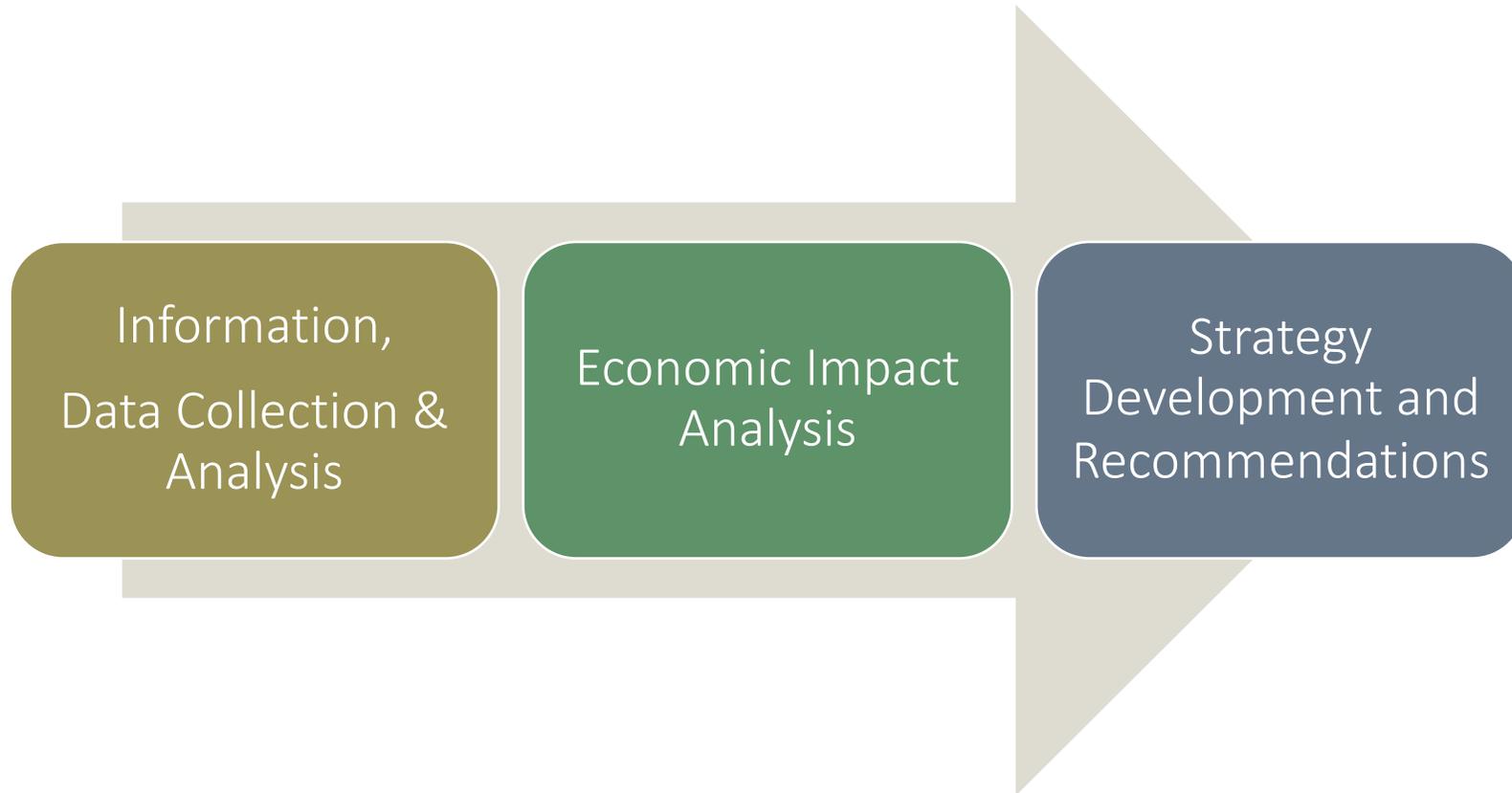
The Economic Impact/Visitor Profile Study will:

- Identify visitor trip motivations, trip characteristics and behaviors-demographic for (FY) 2019.
- Estimate tourism's contributions to Truckee in terms of visitor volume, spending and fiscal impacts, and local jobs supported by visitor spending and activity
- The resulting information will be used to inform visitor marketing strategy development and recommendations for the Truckee Chamber of Commerce

Project Objectives

- Identify factors motivating visitation to the Town of Truckee, including purposes and activities
- Identify key visitor markets, their unique profile and visitation characteristics
- Provide spending and economic impact estimates including in total, by spending category and by specified visitor segments (e.g., hotel vs. day, etc.)
- Feedback on visitor experiences and ratings including strengths and weaknesses of the destination
- Identify market opportunities and strategy recommendations to help guide Truckee visitor marketing messaging and media

Scope of Work



Methodology

- Data will be collected via on-site intercept interviews among a representative sample of Truckee visitors.
- Interviews will be conducted at popular visitor locations throughout Truckee.
- In exchange for their participation, those completing an interview will be offered an opportunity to win a future 3day/2-night future trip to Truckee.
- The Study will consist of the following elements:
 - 800 total annual (200/quarterly wave) on-site interviews with Truckee visitors
 - Truckee hotel/motel and possibly shared-housing lodging operating data (occupancy and rate), citywide on a quarterly and annual basis
 - Analysis of city retail, hotel revenues and taxes to estimate tourism tax and fiscal impacts

Proposed Survey Schedule

Survey Period/(Season)	Completed Visitor Interviews	Report Delivered
Wave 1 – Jan-March (winter)	200	May 1 2019
Wave 2 – April-June (spring)	200	Aug 1 2019
Strategic Observations		Aug 1 2019
Wave 2 – July-Sept (summer)	200	Nov 1 2019
Wave 3 – Oct-Dec (fall)	200	Feb 2020
Final Strategic Recommendations		February 2020
Total/Annual	800	Final report February 2020

Economic Impact Analysis

Collect Truckee lodging sector supply from Truckee Chamber of Commerce and secondary sources such as STR and AIRDNA including the following:

- Number of hotel units
- Number of Condo rental units
- Number of campground spaces (RV and tent)

Number of other property rental units

- Number of shared housing units
- Other lodging units TBD

Strategy Design and Recommendations

Strategy Element	Specific Issues
Industry Overview	<ul style="list-style-type: none">• Provides an overview of the tourism industry as it applies to Truckee.• Big Trends- Including competitive, economic, government, consumer, and technology that will impact Truckee tourism.• Regional Trends- Changes within the greater Reno Lake Tahoe region.• Truckee Specific Trends- Additionally, weather impacts, crowding, etc. Identify key opportunities that Truckee must consider. How is Truckee positioned with its competitive set?
Capabilities-	<ul style="list-style-type: none">• What are the current capabilities of the Truckee Chamber of Commerce and do they fit the changing industry?
The uniqueness that you own-	<ul style="list-style-type: none">• Given its competitive set, is Truckee's positioning defensible or vulnerable. Is it based on a variety of available activities or something deeper and more unique?
Opportunities-	<ul style="list-style-type: none">• Given Truckee's competitive set what are the strategic opportunities available to Truckee to meet its marketing goals given its capabilities and changing macro trends.
Recommendations	<ul style="list-style-type: none">• Specific strategy recommendations for implementation.

Project Deliverables

Visitor Profile & Economic Impact

Annual comprehensive report with estimated visitor volume, spending, taxes and visitor supported employment, and visitor profile including visitor trip characteristics and demographics, as well as an executive summary of findings, our observations about the Truckee visitor market, summary tables and a separate file of detailed data tables.

Quarterly reports will summarize those results for “total” visitors and selected segments for that period and compared to the same period of the prior year. The report will include support data in tables and graphs, to be delivered four following the close of the interviewing period barring any unforeseen delays.

Strategy Development and Recommendations

Specific competitive strategy design and implementation recommendations to improve the competitiveness of Truckee as a tourism destination.

Lauren Schlau Consulting

LSC is a full-service market research and consulting firm based in Los Angeles operating since 1992.

LSC offers a wide range of quantitative and qualitative services and is recognized for our deep experience and for specialization and expertise in the travel and tourism industry, along with retail, cultural arts, and other sectors related to economic development.

LSC has conducted research and provided consulting insight for private, not-for-profit and public sector clients throughout the western U.S. And for DMOs in northern California including: Folsom Chamber of Commerce/Visitor Bureau, Visit Santa Cruz, Santa Clara Chamber and CVB, Lake County and Mono County.

LSC uses research data, obtained by rigorous, valid and well-designed methods, to give our clients “beyond the numbers” insight to help solve problems, make decisions and innovate for future success.

SMG Consulting

SMG Consulting is a marketing advisory firm specializing in providing marketing research, strategic planning and strategy development services for the tourism and recreation industries.

SMG prides itself on providing its clients with insights and solutions for effective marketing strategies. We view ourselves as strategists that assist our clients by understanding bigger issues necessary for their success.

The firm has attracted a roster of blue chip public and private sector clients including visitor and convention bureaus, hotels, lodging management companies, casinos, ski resorts, economic development agencies and chambers of commerce.

Experience in developing integrated marketing programs including competitive strategy development, creative concept development and execution, target market identification, online and offline media planning, cooperative marketing partnerships, financial models, fulfillment mechanisms and measurement systems.