

Lodging Committee Meeting September 25, 2019

Q: What data would you be willing to share with the ECVA?

- Whatever I share with the City of Elko
- Occupancy %
- *Discussion led to tabling of this item so attendees could discuss with their management. ECVA would appreciate follow up and will bring up at the next meeting for continued discussion on sharing of data so analytics can be performed and trends identified.*

Q: What markets/audiences should we be targeting to bring to Elko?

- Christian seminars
- Marriage seminars
- Bike rally
- Financial fitness
- Concerts
- Rib/bbq cookoff (Father's Day weekend)
- Direct sales companies
- Elko AMTGard
- Sports complex → GBC Bighorns
- Travel shows (RVs, Hunting Expo)
- Mountain biking
- Cowboy Action Shooting

Q: What information/data would you like captured in a visitor survey?

- Where did you stay & why?
- How many nights were you in Elko?
- What was the reason for your trip? Business, pleasure
- What was notable about your visit?
- What else did you enjoy while in Elko?
- What would prompt you to return to Elko?
- What would entice you to stay longer on your next visit?

- Suggested outlets for distribution:

- Hotels
- Chamber of Commerce
- Museums/attractions
- Restaurants/bars?
- Airport
- Visitor Center at ECVA
- *Visit ExploreElko.com to take more extensive survey and be entered into drawing*
 - *Additional questions?*

Q: How can the ECVA improve the leads process?

- Follow up
- Invite lodging/attraction reps on trips
 - provide details of trips to our stakeholders
- *Request to ECVA to share facility usage information – who is here, # of days, host hotel (if we know/there is one, etc.)*
- Create form for Tom to complete on trips to capture information – can attach business cards, scan all upon return
- Filter list before sending to partners; no need to send those out of the question (provide summary of trip in email to partners)
- More information on the leads when sent to partners
 - Who
 - Company and contact
 - What
 - How many people/# of rooms needed
 - Any specific needs
 - When
 - Dates
 - # of nights
 - Where
 - Elko City limits? Close to downtown or near an on/off ramp?
 - Walkable to a specific location/part of town?
 - Why
 - Name of event/purpose of visit
 - How
 - To submit a bid
 - **Deadline to submit proposals!!!**