

**Aspen Chamber Resort Association
Marketing Advisory Committee Meeting
Minutes
April 14th, 2009
The Gant**

Call to order: The meeting was called to order at 9:05am. Casandra Foister and Rob Henderson chaired the meeting. In attendance: Alan Cardenas, Kristin Drake, Donnie Lee, Tahnee Perry, Susan Hamley, Warren Klug, Helen Klanderud, Eileen Tucker, Janice Szabo, Alex de'larbe, Maureen Poschman. Staffed by: Julia Theisen, Joanna Eisler, Annie Dockter.

1) Supplemental Marketing Funds / Budget

The City of Aspen approved the additional \$200k supplemental funds for summer marketing. The detailed budget will be provided to the City on April 15th for review by the City Council on April 27th. With the detailed budget J.Theisen will provide a cover letter highlighting that all initiatives are either new tactics or an opportunity to reach new audiences that previous budgets have not been able to. Other mentions: many additional tactics that are low or no cost, such as working with community partners (skico, tosv, lodges, non-profits) to send out email messages to their databases, as well as comprehensive and detailed ROI at the end of the summer season measuring our efforts.

Budget Recommendation: budget looks great, although be sure to add tactics that are of no cost – email efforts with community partners, or low-cost – social marketing, outreach to AAA / Colorado Welcome Centers. Be sure to highlight collaboration in budget cover letter.

2) Summer Promotions

Lead promotion going out for this summer messaging: 50% off Wednesday's lodging with a minimum 2 night stay and the Aspen Summer Pass. Stay Aspen Snowmass has sent out the 50% off request and has received participation from many of the lodging partners. In addition to the 50% off Wednesday message will be the Buy 3, Get 4 lodging rates – which the SAS agents will promote if visitor is not interested in a Wednesday night stay.

Booking deadline: do we put a deadline to add sense of urgency? For PR pickup, not the best to include booking deadline as they puts expiration to the story and may hinder pick up from a long lead publication. For actual reservations, it does help in getting the phones to ring – but we are in the position now with occupancy being down 30%+ for this summer that we could take reservations all throughout the summer.

Recommendation: have booking deadline of July 15th with online/email campaigns and exclude the booking deadline on PR / Print Ads.

PR is looking to do second message mid-way through summer highlight the buy 3, get 4 message if the 50% off is not receiving as strong as coverage as expected.

Aspen Summer Pass: The Aspen Summer Pass email is going out April 15th to the ACRA database to encourage Retail/Restaurants/Activities to post a significant discount i.e. 25% off / 2 for 1 / kids free on aspenchamber.org by Monday, April 20th. The Summer Pass is going to be printed in conjunction with TOSV and will highlight the Aspen Summer Pass on one side and Snowmass Summer Pass on the opposite side. All promotions will be highlighted on one central website and all traffic will be directed to a unique URL. The Summer Pass will be distributed through the lodges when people book the 50% off Wednesdays / Buy 3, get 4 promos or hotels can offer to any guests that stay 2+ nights. Concierges / Front desk staff will be able to print the "pass coupons" at time of check-in from website so that guests will have the current list of participating businesses.

Recommendation: Print up table top cards / stickers for businesses to promote the summer pass and generate interest.

Other Promotions: Everyday's a Weekend (EDW) will be in the marketplace early May with a full page ad in 5280 May and an email to qualified list of 50k subscribers of Travel & Leisure / Food & Wine. For EDW, we are highlighting an Enter to Win promotion with goal to increase our database.

Colorado Welcome Center / AAA: J. Theisen / A. Dockter went to the CWC Managers Meeting last Thursday (4/9) in Denver to invite group to Aspen for FAM trip June 5-7. Thank you to all lodging partners who are participating in hosting group. We also went to 3 different AAA offices in Denver to hand out Aspen materials and highlight different promotions going on this summer. All were receptive to us and displaying our collateral materials.

Recommendation: Put together an email/one-pager with travel agent rates and send to AAA managers to pass on to their staff.

3) PR Update

M. Poschman / A. de Larbe: Aspen has been able to partner with the CTO and join them on upcoming media events/appointments in the following cities: Chicago / L.A. / Denver / Dallas.

Alex will be attending the PRSA conference in Kansas City May 5-8 – we have recently won the bid to host the 2010 PRSA conference with over 250+ travel writers here end of May 2010. Great Job J. Eisler / PR Team in hosting decision makers.

PR team is researching new social media opportunities such a Quittle and Twisitor for new marketing opportunities.

4) Aspen Groups Update

J. Eisler: recently was in Austin TX for industry tradeshow.

Aspen Groups will be sending out a city wide this afternoon to officially announce the PRSA 2010 conference for May 24-27. We hope the timing of this conference will entice attendee's to stay post event through memorial day weekend.

The city wide RFP asks for 300 rooms – and the most successful conference of PRSA booked 239 rooms in 2006. The PRSA also touts itself for bringing conferences to destinations that have gone through tough periods – a few examples, NYC after 9/11, New Orleans after Katrina and with all the recent negative media attention to groups going to resort destinations – Aspen will be a good fit.

Aspen Groups with Snowmass Tourism Office will be hosting 2 events in Denver on Thursday April 16th. There will be a MPI luncheon with approximately 160 people. Then A/S will host a reception from 5-7pm at the Denver Art Museum. The Aspen Historical Society will be attending the evening reception as well as local celebrities to help reach out to the Denver planners what makes Aspen/Snowmass unique and special.

Meeting Adjourned: 11:00am