

**Aspen Chamber Resort Association
Marketing Advisory Committee Meeting
Minutes
August 5th, 2008
The Sky Hotel**

Call to order: The meeting was called to order at 9:10 a.m. The meeting was chaired by Casandra Foister. In attendance: Maureen Poschman, Chris Bentley, Helen Klanderud, Eileen Tucker, Donnie Lee, Justin Todd, Warren Klug, Alan Cardenas, Jeanne Mackowski, Jim Elwood, Alex de' Larbe. Lisa Johnson, Joanna Eisler, Debbie Braun and Annie Dockter staffed the meeting.

Agenda item 1) 6 Month Overview – Marketing Plan

Introductions around the table, and the ACRA Destination Marketing (DM) team introduced themselves: Lisa Johnson, JoAnna Eisler, Alex de Larbe, Annie Dockter.

The MAC committee is heavily represented in the lodging sector, if anyone within the group knows of a representative from another sector (restaurant, retail) please let someone on the DM team know. Chris Bentley suggested an ACRA representative go to Aspen Rotary Club to brief group on MAC and possibly recruit new members from that association.

The DM agreement with the City of Aspen is coming to the end of a 3-year term. In the next presentation to City Council, Lisa Johnson suggested we move the existing one year plan to reflect the term of the agreement and do a 3-year marketing plan.

Comments from the group: It is important to have 3-year goals/tactics although with current economy it is important to stay nimble and continue with a 1-yr. plan to allow for adjustment to current needs.

We reviewed the 2008 Marketing Plans Goals, Strategies and Tactics. Below is the 6-month key metrics to date: (attached MAC Aug 5 6 Month Review.pdf)

Occupancy

June: Down 2% over 2007 (Down over 8% across a competitive set of peer resorts in the MTrip program)

July: Pacing down 2% over 2007

August: Looking strong first few weeks

Retail Sales Tax: YTD: Up 10% over 2007 May: Up 7.7%

Lodging Tax Collections: YTD: Up 13% over 2007 May: Up 3%

SAS/Call Volumes: Down 15% over 2007 Total online and walk in business booked: \$87,661.06

PR Ad Equivalency: On target with last years values

Website Unique Visitors: Up 17% over July 2007

Agenda item 2) Jim Elwood – Airport Update / Runway Extension

Jim Elwood postponed Runway Extension presentation to next MAC meeting.

Airport Update: ASE is doing ok. We may see a slight decrease of flights coming into Aspen this winter, but we are faring much better than many other destinations. ASE has the largest # of daily in/out flights in Colorado other than Denver. There will be continued fluctuation in flight schedules across the nation, and may affect Aspen through connection cities losing flights to our larger demographic markets (NYC, FL).

Agenda item 3) Dorothy Frommer – Faces of Aspen/Snowmass

Faces of Aspen/Snowmass is year and a half strong now and continuing to improve products as they grow. A new comment card will be at all guest centers including space for both positive/negative reviews. The Faces booklet will now be published as a different model, with funding sourced through advertising. The booklet will be an insert in the Aspen Times and will be in English and in Spanish.

The Stars of the Month, Season continue to find great delight in their nominations.

Meeting adjourned: 11:25 a.m.