

**Aspen Chamber Resort Association  
Marketing Advisory Committee Meeting  
Minutes – March 23, 2010  
The Gant**

**Call to order:** The meeting was called to order at 9:05 am.

**In attendance:** Nina Eisenstat, Mitch Osur, Laura Smith, Donnie Lee, Maureen Poschman, Justin Todd, Helen Klanderud, Kristin Drake, Eileen Tucker, Rob Ittner, Bill Tomcich, Tommy Martinez - MMG **Staffed by:** Debbie Braun, Julia Theisen, JoAnna Eisler and Annie Dockter.

**Marketing Update:** Julia Theisen

Welcome to Tommy Martinez, Account Supervisor at our new design agency, MMG. Tommy is based out of the Ft. Collins office and will be attending the MAC meetings when available.

Aspen Snowmass Vacation Planner: The VP was created in partnership with Aspen Sojourner this year. The partnership has been very successful as we are pleased with editorial, design and cost. The Aspen Chamber was able to reduce cost by \$40k from last year with new partnership. VP Distribution will be 80k: 35k direct mail, 15k DIA distribution and the remaining 30k to be distributed to Welcome Centers across the state and direct fulfillment. We will also be creating an eGuide this year, in years past we have just created a static website.

Aspen Summer Rack Brochure: 30k of the Rack Brochure will be printed for in-town distribution highlighting a Top 10 Summer Activities list, restaurants, retail, lodging and activities grid. We will also be creating an International Rack Brochure, with the Top 10 list as well as Aspen information in 3 languages – Spanish, German and French. We will be printing 10k of the International Guide. We will also be adding the international translation information to [aspenchamber.org](http://aspenchamber.org).

This is My Aspen video project: DM is working with Frank Shine to create 5 winter and 5 summer short vignettes of local Aspenites. The production is complete for the 5 winter videos: Mayor Ireland, Kate Olson, Aspen Brewery Owners, DJ Naka G and Plum TV host Oliver Sharpe. The videos will be posted to the Aspen Chamber YouTube channel as well as distributed through Facebook/Twitter.

Upcoming media placements: the majority of the DM media plan has been secured. This upcoming summer will have placements in Chicago Mag, LA Mag, Texas Monthly, NYTimes, 5280 and Outside Magazine to promote Outside in Aspen weekend. There will be 4 different Aspen Perfect Summer Getaways with the following media: Chicago Mag, LA Mag, Texas Monthly as well as NYTimes.

Upcoming ACRA/DM events:

The Aspen Chamber is sponsoring the PRSA conference May 25-28<sup>th</sup> at the St. Regis in Aspen. The conference is expected to have approx. 250 public relations professionals focused on travel and tourism as well as key media. The goal is to encourage attendees to stay in Aspen throughout the Memorial Day weekend. The conference will be during the day, with evening events including an Aspen dine-around, media reception at the Viceroy, and possibly live music at Belly Up.

ACRA/SAS is partnering with Food & Wine for a Sip, Savor & Save Package: Package is based on double-occupancy with a lodging offer of buy 3, get 4 in Snowmass and buy 4, get 5 in Aspen. Package includes a Food&Wine passes; a free activity (rafting, golf, spa, rock-climbing, more) and retail discounts around town. Package on sale through May 15. Will be promoted through press release, email blasts and social media.

### Outside in Aspen: June 11-13

Aspen Chamber has partnered with Outside Magazine on a new event, Outside in Aspen – an experiential adventure weekend. The event will kick-off on Friday night with a welcome reception, activities will be all day Saturday/half-day Sunday including Road/Mountain Biking, Rock-Climbing, Rafting – Paddle Board Surfing and Fly-Fishing, with an Apres Party Saturday afternoon and a speaker symposium and lunch on Sunday. Throughout the weekend a base camp will be set up on the Aspen Malls (permit pending). The base camp will include gear-testing and demonstrations by event sponsors. SAS will be the booking engine for the package.

The Outside in Aspen weekend has received \$20k in funding from the City of Aspen's mining for ideas. The goal is to start small (goal of 200 tickets sold) and grow to a larger event.

### Summer Research

2010 is a Summer Research year. ACRA has contracted with RRC to administer the research for the 3 time. The surveys will begin in May and run through September.

### Lodging Tax: Donnie Lee

The position being adopted for the new lodging tax is to move forward with a city-wide vote. The city-wide vote will save cost, effort and the ability to streamline message to larger audience.

Debbie Braun will be presenting the resolution to the ACRA Board for approval on Tuesday, March 30<sup>th</sup>. Debbie has also met with the 5 city council members, who all seem to be in favor of a city-wide vote.

### Summer Promotions: Julia Theisen

With the upcoming summer quickly upon us, we would like to get feedback from this group regarding continuation of the 'Aspen Summer Pass' concept.

Last year's Summer Pass was a good start, but the management of the deals/promotions as well as the consumer messaging could use some tightening up.

#### Feedback from group:

The Summer Pass was very successful (Mitch Osur/Rob Ittner) and would like to see if continued in some form or fashion.

Proposed action for 2010: Continue with the Summer Pass concept, refine the look to match that of the Perfect Summer Card, and continue with the distribution through lodging partners to any guest that stays two nights or more. We will continue with the lodging package – buy 3, get 4 and have the Summer Pass be the value-add.

The card will be created in partnership with Snowmass Tourism. One side will feature Aspen business and the other will feature Snowmass businesses. If we receive too many offers for the card, we will select the best offers given. The card will change names going into 2010 to: The Perfect Summer Pass.

### P.R. Update: Maureen Poschman

- Recent trip to NYC. 3-days of very qualified media events, attended CTO event and Campbell attended Social Media-blogger event
- ACRA sponsored a portion of Aspen Fashion Week by flying out qualified media for the event. Approximately 20 national media attended the event that had never been to Aspen before (examples are VanityFair.com, Style.com)
- PR team is busy pitching media to cover PRSA as well as sit on the media panels during the conference.
- PR team is pitching the Sip, Savor and Save package for Food and Wine.

- PR team may have 1 or 2 media coming out for Aspen Film's shortsfest in April.

#### **Aspen Groups Update**

- Business on the books for 2010: \$229K on the books at this time (actualized & definites). This is an increase from last year.
- Down from last year for prospective bookings.
  - o 2009 definites ytd: \$153K
  - o 2010 definites ytd: \$177k
- Upcoming travel: NYMix / MPI domestic event in NYC first week of April.
  - o SE Showcase – Atlanta/Durham/Raleigh
  - o Denver – Plan Your Meetings / Successful Meeting
- Print advertising:
  - o MPI Supplement
  - o Smart meetings
  - o One remaining email blast – this will go out to group planner with similar winter message that if you book your group trip to Aspen, the planner's trip is on us.

**Meeting Adjourned: 10:32 a.m.**