

**Aspen Chamber Resort Association
Marketing Advisory Committee Meeting
Minutes – May 18, 2010
The Gant**

Call to order: The meeting was called to order at 9:08 am.

In attendance: Nina Eisenstat, Jeanette Darnauer, Donnie Lee, Maureen Poschman, Tess Weaver, Kristin Drake, Eileen Tucker, Helen Klanderud, Kristin Drake, Eileen Tucker, Rob Ittner, Bill Tomcich, Warren Klug, Jessie DiAnni, Susan Hamley
Staffed by: Debbie Braun, Julia Theisen, JoAnna Eisler, Annie Dockter and Toni O’Neill-Case.

Call to order/Introductions: Donnie Lee

Lodging Tax Update: Donnie Lee

The City Council discussed the Marketing Tax at a work session on Monday, May 17th. All 5 City Council members are in favor of adding the marketing tax question to the November 2010 ballot. The proposed 1% increase to the lodging tax is expected to raise approximately \$1 million in additional marketing tax dollars.

Mayor Mick Ireland is a proponent of the tax, and suggested to keep the referendum named 5A for continuity with last year’s ballot, although unlikely that the 5A will be available due to other ballot questions.

The Marketing Committee discussed the need to keep our messaging concise and clear; this is not a tax increase on Aspen Locals but on hotel guests. Also suggested that we be prepared to confront negative feedback and start to raise money for the campaign.

Summer Marketing Update: Julia Theisen

Destination Marketing distributed copies of the Vacation Planner, Rack Brochure and Business Directory to the attendees of the Meeting.

MMG, the new design agency, has delivered print creative for the summer marketing campaign in key feeder markets. The print ads have been placed in **5280 Magazine, LA Magazine, Texas Monthly, Food & Wine, Travel + Leisure, Chicago Magazine, Boulder Weekly, Denver Post, Grand Junction Sentinel, In-Town Kiosks and Colorado Welcome Centers.** The ads include the Aspen / Snowmass Summer Pass as well as summer events calendar.

Print collateral: 80k Aspen Snowmass Vacation Planners have been distributed to Colorado Welcome Centers across the state, to DIA and will continue to be distributed to consumers throughout the summer. The Vacation Planner is also available as an eGuide on aspenchamber.org. Destination Marketing will be sending email to all lodging partners with graphic to add to their website and link to eGuide.

30k Rack Brochures have been printed and are available for in-town distribution highlighting a Top 10 Summer Activities list, restaurants, retail, lodging and activities grid. The International Brochure will go to print this week. The information will be in 3 languages – Spanish, German and French. We will be printing 10k of the International Guide. We will also be adding the international translations of the rack brochure to aspenchamber.org.

Direct Mail: NY Times Insert – 190k pieces will be in the Sunday May 30th paper in the following markets: Denver, Phoenix/Tucson, Albuquerque/Santa Fe, St. Louis/Kansas City, Dallas/Houston/San Antonio, Chicago and Los Angeles/Santa Barbara

The Perfect Summer Pass: Printing 15K zCards, similar to Perfect Storm Card. 75 Aspen and Snowmass offers (versus 53 from summer 2009) that are valid throughout the summer; promotion dates are June 1 – Sept. 30. Offers can be found at www.Aspensnowmasspass.com via ACRA’s website. Marketing will distribute the link and a banner ad for our lodging partners to promote on their websites. Card will be distributed to the hotels no later than May 31, 2010.

Email/Online: Email Blasts to include monthly emails to ACRA database (50k), 50k Opt-in subscribers to F&W/Travel & Leisure, 22k Traveling Texan . Online Advertising to include placement on Tripadvisor.com, TexasMonthly.com, LAMAG.com, ChicagoMag.com, 5280.com, active.com and geo/behavioral targeting throughout the summer.

AspenChamber.mobi – creating a mobi site for aspenchamber listings, events, weather and lodging.

“This is My Aspen” video project: DM showed 2 of the 5 videos showcasing Aspen locals: Mayor Ireland and DJ Naka G. The videos are posted on the Aspen Chamber YouTube channel and will also be distributed through Facebook/Twitter.

P.R. Update: Maureen Poschman

- PR team reviewed PRSA attendees and events. Denver Media coming in for one night. There are approximately 240 paid attendees plus media coming to the event
- PR team reviewed media pick-ups for Outside In Aspen
- PR team reviewed best of March – May Pick-ups
- Pitching Perfect Summer Promotion to media
- Working with Food & Wine

Aspen Groups: JoAnna Eisler

- Business on the books for 2010: \$250K on the books at this time (actualized & definite).
- To date 2010 has more business on the books than 2009 but at a lower ADR
- Focusing on PRSA Conference on May 25th
- Travel:
 - o SE Showcase – Atlanta/Durham/Raleigh met with 200 planners that have had little exposure to Aspen
 - o Denver – Plan Your Meetings / Successful Meeting
 - o Destination Colorado, participating in 2 events
 - o June 8 Inverness, CO Largest annual event, aspen featured sponsor

Stay Aspen Snowmass Update: Bill Tomcich

- 2010 - Summer up 12% over last year as of April 30. Bookings: June and July seeing best growth, August is flat and September weekends are booking well
- Food & Wine pacing close to last year. Single day passes are available again this year.
 - o Sip, Savor & Save Package ended on May 15: The promotion had a low take rate, people who come to Aspen for Food & Wine, only want to participate in F&W, nights free and added activities did not help sell the promotion
- Airport and Airline
 - o SAS pacing 40% ahead for summer
 - o Last winter most enplanements since 97/98 season. 8.7% increase in capacity and 15% increase in enplanements over last winter
 - o 4Q09 fares dropped 9% year over year
 - o Future of Delta flying into ASE is uncertain
 - o United is keeping the direct flight to San Francisco for next winter
 - o American will be flying direct from Miami to EGE this summer
 - o United/Continental merger could be final by end of 2010
 - o Runway extension approvals could come this summer. If yes, construction could start in Spring 2011.

Meeting Adjourned: 10:30 a.m.