

**Aspen Chamber Resort Association
Marketing Advisory Committee Meeting
Minutes – October 12, 2010
The Gant**

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

In attendance: Tess Weaver, Alan Cardenas, Bill Tomcich, Rob Ittner, Susan Hamley, Kristin Drake, Helen Klanderud, Jeanette Darnauer, Nina Eisenstat, Casandra Foister, Jesse DiAnni, Mitch Osur

ACRA Staff: Julia Theisen, Toni O'Neill-Case, Greg Fitzsimmons, Eliza Mauk & Sarah Reynolds.

Summary of Vote Yes on 2A Campaign: Julia Theisen.

Key Points:

- Theisen requests volunteers to write letters to the editor. Jeanette Darnauer and Bill Tomcich to write this week and Alan Cardenas and Casandra Foister to submit letters next week.
- Darnauer notes that we shouldn't distribute door-hangers on car windshields. ACRA staff to create list of door-hanger distribution sites and send to MAC members. Volunteers have distributed to Hunter Creek and Centennial. Helen Klanderud to distribute at Riverside Drive, Rob Ittner to distribute to Lassier Drive, Darnauer @ Castle Ridge, and Foister @ Annex Building & Holiday House.
- Ittner points out early voting starts Monday October 18th so the crunch time is NOW! About half of voters vote early.
- Theisen throws out the idea of a ROBO call campaign. Ittner doesn't think it's very effective although it's a wide reach for not much money. Klanderud notes that the voter phone list is not accurate.
- Theisen states that the campaign budget is \$10K and we need a few more donations.
- Theisen urges education on Ref. 2A, www.aspenlodgingtax.com has been updated with key marketing metrics. Ittner asks for comparison of tax amongst ski towns. ACRA to send out tax comparison and marketing budget comparison to MAC.
- There was a consensus based on Tomcich's statement (that consumers shop base rate and total rate with tax not based on a breakdown of the total) that the 1% increase won't impact our visitors; especially considering that Snowmass has a 12% tax compared to our 10% and the bookings at SAS don't show favoritism to the lower tax.
- Marketing Presentation by Theisen was presented to ALA October 6th, and will be presented to ACRA Board on Oct 26th, and also will be presented to the city after the Nov. 2nd Election.

Marketing Update: Julia Theisen

- Beginning to generate ideas to promote business in need time of March.
- New fall images & b-roll have been shot and are being uploaded to the website.
- Continuous redesign of the website including a more interactive homepage.
- Updating the Facebook welcome page for new users.
- September visitation to the website is up 81% over last September due in part to PR coverage – including USA Today & Smart Travel articles on fall foliage.
- Sales – Sarah will be in Houston and Dallas in mid-November in collaboration with Snowmass Tourism, to promote the new non-stop air service.

Public Relations Update: Tess Weaver

- Recent PR coverage for Aspen includes Today Show, Washington Post, Boston Herald.
- United hosted FAM trip scheduled for December 17&18th which will highlight our 4 non-stop markets. This is the first of its kind and should be great introduction for the new feeder markets.
- Updated “New & Notable” press release, including 7 new restaurants in Aspen
- Lance Armstrong trying to get @aspen name on Twitter instead of @Aspen Chamber.
- Pitching trip planned for New York in November.

Winter Outlook for Air & Lodging: Bill Tomcich

Key Highlights:

- Also touching on the September 14th MAC meeting Tomcich has gone full speed ahead with the Mobi-booking engine; hoping to have it complete in the next couple of months. SAS to be first central reservations with mobile site.
- Great pick up in September as well as first weekend of October. As of Sept 30th, Oct 1st weekend was at 70%.
- Consumer confidence lower than last year. Continue to see a trend of “last minute” bookings. Snowmass bookings look promising for entire season including March – attributed to Viceroy’s opening.
- Airline bookings are looking good which suggests that guests are securing airfare and then waiting for the best lodging deals.
- Hamley mentions that first ski promotions go out in November and typically we will see a bump in bookings then. First snowfall also typically excites consumers as well as the Ski Ranking report – we are in a good position.
- Tomcich reports we are in a good situation with air service this winter. The addition of the non-stop from Houston on United opens up South Florida and Latin America and provides Aspen with a schedule unprecedented in any other ski resort.
- Alan Cardenas suggests that there is opportunity to promote new air service this year – piggy backing off of the Perfect Storm package.

Meeting Adjourned: 9:50AM