

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS  
PRESIDENT AND STAFF REPORTS  
April 26, 2011 – THE ASPEN SQUARE**

**Visitor Services:** The Guest Service Program saw an increase in visitor contacts for the month of March from 2010 to 2011. The total visitor contacts for 2011 were 6750 compared to 6578 in 2010. Both the Wheeler and Guest Pavilion saw an increase with the Rio Grande office seeing a decline in numbers. Starting Monday, April 11<sup>th</sup>, the hours at the pavilion will be 11:00 a.m. – 5:00 p.m. until the beginning of June. The Wheeler will be closed on Sunday, April 24<sup>th</sup> for Easter and then again May 23-25<sup>th</sup> to prepare for the renovation of the downstairs offices.

**Membership:** The 2011/2012 Business Directory and the new membership brochure will be sent out the week of May 2<sup>nd</sup>, as part of the 2011/2012 Membership Campaign. Membership will be incorporating the tag line “Get Found”, into the directory, brochure, and the membership letter. Last week the ACRA hosted all the Council and Mayoral candidates on Grassroots, organized and sponsored a candidate forum at the Limelight, and hosted the 16<sup>th</sup> Annual City of Aspen Luncheon at the Doerr Hosier at the Aspen Meadows.

**Save the date:**

- May 24– Business After Hours at the Wheeler Opera House, 5:00 p.m. – 7:00 p.m.
- June 16 – Food and Wine Luncheon at the Hotel Jerome

**Operations:** The ACRA is pleased to congratulate Jeanette Darnauer (Darnauer Group) and Nina Eisenstat (Aspen Marketing & Communications) on their re-election to the service seats on the ACRA Board of Directors. Below are the final results for each category in this year’s board election.

**Lodging (1 seat) - unopposed**

Donnie Lee

**Professional (1 seat) - unopposed**

Helen Klanderud

**Restaurant (1 seat) - unopposed**

Bryan Nelson

**Service (2 seats)**

Jeanette Darnauer

Nina Eisenstat

**Guest Service:** We look forward to our Hospitality Training Day on Tuesday, June 7<sup>th</sup> – location to be determined. Our speaker will present her “Hospitality from the Heart” program at a morning and afternoon session. There will be a third session in Spanish, given by Dorothy and a translator, which will be geared to housekeepers who interface with guests all day long. It will be an overview of guest service and why it’s so important in our community. Dorothy has gotten quite a few compliments on the Airport Ambassador program and quite a few complaints about Guest Service all over the community. Please encourage your employees to attend the Hospitality Day Training!

**Airport Guest Service:** Visitor counts for the first three months of 2011 are up over 3,200 compared to last year. When the Disabled Vets depart for home, we collect quite a few knives, wheelchair tools and assorted metal objects that can’t go through security. It’s our pleasure to send these items to them with a note and many call to thank us.

**Special Events:** The 2011 FOOD & WINE Classic in Aspen is scheduled for June 17-19, 2011. Tickets for this year’s event are currently on sale at Stay Aspen Snowmass. For more information on the 2011 Classic and a complete schedule of events, please visit <http://www.foodandwine.com/promo/classic>.

**SAVE THE DATE:**

Aspen's Old Fashioned Fourth of July Celebration - Monday, July 4, 2011. The 2011 Schedule of Events will be posted on [www.aspenchamber.org](http://www.aspenchamber.org) later this month.

We will once again partner with Howard Alan Events for the **9<sup>th</sup> Annual Aspen Arts Festival** in Wagner Park, Saturday, July 23<sup>rd</sup> & Sunday, July 24<sup>th</sup>, 2011. Local Aspen artists interested in participating can contact Julie Hardman at [jhardman@aspenchamber.org](mailto:jhardman@aspenchamber.org).

**Sales and Marketing:** The Marketing Advisory Committee met April 19<sup>th</sup> to review final creative for the summer campaign and to discuss summer promotions. We are hosting a media event in Denver on April 26<sup>th</sup> pitching all summer events and cultural activities to Denver and Front Range media. The 2011 Aspen Snowmass Summer Vacation Planner is now in market. 80K are being distributed at the following outlets: DIA, mailing to 35K past visitors (an aggregate list from SAS, ASC, Snowmass and ACRA database), visitor centers and consumer requests. The 2011 Summer Rack Brochure is also in market and 35K are being distributed locally as well as at the Colorado Welcome Centers. The homepage has been updated with the Aspen Tweet Tracker which is a twitter feed from ACRA as well from our non-profit partners. The Quiznos Pro Challenge has been re-named the USA Pro Cycling Challenge. The url has been changed to [www.aspenupcc.com](http://www.aspenupcc.com) and is live.

Aspen Groups had successful meetings at the Mountain Travel Symposium earlier this month in Beaver Creek and sees great opportunity for year round groups from the ski clubs. Sarah was also connected with several of her counter parts from European Tourism boards to discuss opportunities for cross-marketing. Email blasts have been sent out for teambuilding groups during Outside in Aspen and highlighting Aspen as a cycling destination this summer.