

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

Visitor Services:

Visitor numbers for the month of May at the Wheeler Opera House were 297 visitors in 2010 and 346 in 2011. The Guest Pavilion saw 1941 visitors in 2010 and 2066 in 2011 and the Rio Grande office met with 744 visitors in 2010 and 735 in 2011. We saw an increase at the Guest Pavilion and Wheeler Opera House from last year so hopefully this is a sign of a busy summer!

Visitor numbers for the month of June are up overall. The Guest Pavilion saw the largest increase with 7267 contacts in 2011 compared to 6541 contacts in 2010. The Wheeler Opera House had 1118 contact in 2011 compared to 1313 in 2010 and the Rio Grande Visitor Center had 2182 contacts in 2011 compared to 2139 in 2010. For the first half of July numbers are looking strong, especially weekends at the Pavilion and Wheeler. The Pavilion alone is averaging over 400 visitors per day.

Membership:

Response to the 2011/2012 Membership Campaign continues to be strong, over 30 new members have signed up since the first of the year and revenue from renewals has exceeded budget projections. The membership department is excited to see members who dropped their memberships in 2008 and 2009 are starting to come back. In addition to this, there are a number of brand new businesses joining ACRA. Staff is finishing research work on the membership section of the website. The goal is to update the look and feel of the membership section to draw more visitors to the membership side and promote member to member networking through additional social media features.

Save the date:

Workers Comp Seminar – “Aging Workforce”, presented by Pinnacle Assurance Tuesday, August 2 at 10:30
Community Luncheon held at the Sundeck – September 9, *subject to change

Operations

Michelle gave birth to a beautiful, healthy baby girl named Lalya Rose on June 25th at 8:56 am. She weighed 6 lbs 8 oz and was 19.5 inches long. Both mom and baby are doing great. Michelle will be on maternity leave through September 19.

FACES of ASPEN:

With a full work schedule this summer, Dorothy is unable to visit the Colorado Welcome Centers as planned. A DVD of our fabulous Aspen video will be sent to each Center with additional information about summer/fall events. The “Ask Me . . . I Live Here” button is being worn by staff at all in-town Visitor Centers and the airport. If it’s appropriate for your front desk, shuttle drivers, Concierge, hostess, sales associates to wear the button, please call Dorothy at 920-1744 and she’ll deliver them.

Airport Guest Service:

The airport has been super busy welcoming music students and participants for all the Institute programs. When people call United’s 800 numbers needing any type of airport information, they reach a call bank in India or the Philippines. To resolve these issues, the call banks are giving them the number for the Information Desk at the Aspen airport. Our program has gone international!

Dorothy organized a meeting with the Managers of SkyWest, Frontier, TSA and the airport to address the challenge of passengers arriving at the terminal with insufficient time to complete what is necessary before boarding their flights. Several ideas developed which are being followed up on now.

Special Events:

Please join the ACRA and Howard Alan Events this Saturday, July 23rd and Sunday, July 24th for the 9th Annual Aspen Arts Festival. The event takes place downtown Aspen in Wagner Park from 10 a.m. – 5 p.m. Admission is free. As in years past, there will be a local artist section featuring artists from the Aspen area. This year's poster was created by artist Owen Mortensen and is on sale now for \$10 at our visitor center locations.

Save the Dates:

12 Days of Aspen: December 20 – 31, 2011

Wintersköl: January 12 – 15, 2012

FOOD & WINE Classic in Aspen: June 15-17, 2012 (*30th Anniversary!)

Destination Marketing Update – Q2 2011

According to the recent MTRIP report, occupancy in May was flat from 2010 but increased 11.7% in June over June 2010. ADR also increased 3.4% in June from June last year. The Destination Marketing campaign is in full swing with the Defy Ordinary campaign. The brand video is on ACRA's home page and youtube channel and has been distributed to hotels and businesses as well. The youtube channel has received 803 views in a 3 week period. Print ads are in the marketplace from April through September reaching a total of 11.3M impressions. The print campaign also included four opportunities for local businesses to participate in cooperative advertising including insertions in the Colorado Official State Vacation Guide, 5280 Magazine, Skywest Magazine and Elevation Outdoors. The online advertising campaign includes ad networks, Google keyword, display and video ads targeting our key feeder markets and demographics. 8M Impressions have been served in May and June with click thru rates meeting or exceeding industry standards. The Aspen Chamber website continues to see increased traffic with a 41% increase in web traffic in May and 55% increase in June over last year. Redesign of the homepage has resulted in increased requests for Aspen information. Requests for the vacation planner have increased 262% from March through June year over year and requests for the membership directory increased 166% from February through July 18th this year over last year. The "Book now" widget has seen over 7K unique clicks to Stay Aspen Snowmass from February to date. The Public Relations campaign has provided excellent results to date with a feature on the Today show with Kathie Lee and Hoda on June 20th featuring Food & Wine and other things to do in Aspen. Editorial coverage includes Boston Herald which featured a number of local restaurants and a feature in the New York Times Sunday travel section "36 hours in Aspen" as well as exposure in many other outlets in both print and online. We have participated in two media fams this summer and we are hosting a third press trip in early August featuring arts and culture. The Outside in Aspen event took place June 10-12 and saw significant growth in its second year with increased participation, both individuals and national sponsors including Birkenstock, Dagger Kayaks, Eddie Bauer and Oakley. The event received extensive marketing coverage in Outside Magazine, Outside Television and through our PR campaign in various outlets in Denver/Front Range and nationally. The USA Pro Cycling Challenge is coming to Aspen on Wednesday August 24th. Current marketing efforts include production of a :30 second spot to be aired on Versus broadcast, ad in program guide produced by Velo News, an updated Aspen UPCC website, as well as ads in local newspaper, radio and grassroots tv. Aspen Groups continues to see strong leads for business for both 2011 and 2012. Sales trips to New York, Denver and Texas have been conducted for trade shows and individual sales calls. Recent events attended include Rocky Mountain Bride Magazine and Plan Your Meetings magazine events.