

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS  
PRESIDENT AND STAFF REPORTS  
September 27, 2011 – THE ASPEN SQUARE**

**Membership:** The Membership Department was at the Gondola Ticket Office from September 14-16 to renew memberships, sign up new members and process ski pass vouchers. The one-stop shopping makes it easier for current members and prospects to take full advantage the super-early deadline. From January to mid September we have signed up approximately 85 new members. The seminar on September 12 with Spanish speakers was a tremendous success and had over 60 chamber members attend. Warren Klug was instrumental in getting the speaker and providing the space. The Member Services Committee is working on the November 16 Business Expo, letters have been sent out promoting the sponsorship opportunities. This year's expo will be at the St. Regis and we look forward to a bigger and more dynamic event. On September 29, the ACRA and the Aspen Police Department will be presenting a seminar on crime in the workplace. If you are interested in attending please call 925-1940 for more details.

**Visitor Services:** The Guest Pavilion continues to capture most of the contacts with 31,075 visitors from June – August in 2011 compared with 33,597 visitors for the same period in 2010. September is looking strong especially on the weekends. Hours at the pavilion have reduced to 10 a.m. – 6 p.m. and we have reduced the coverage to one staff member Monday – Thursday. Starting on October 1, per our service agreement, we will reduce hours to 11 a.m. – 5 p.m. with one staff member seven days a week.

The Wheeler Opera House made 5109 visitor contacts in 2011 from June - August compared to 7314 contacts in 2010. Visitor contacts in September for the first half of this month do show an increase over last year and we should see more activity with Aspen Film Fest from September 21 –25 and then the John Denver tribute week from October 7 - 16. Hours changed on September 6 at the Wheeler Opera House to their winter schedule from 11 a.m. – 6 p.m.

The Rio Grande program met with 8400 visitors from June – August in 2011 compared to 9836 in 2010. Again, this summer there seemed to be more campers, it was hard to tell people where to tent camp with Difficult Campground being closed the end of this summer to soft sided tents and campers, especially during the U.S. Pro Cycling Challenge and Labor Day Weekend. During the week of September 12-19, the Rio Grande office was busy helping visitors and also assisting the membership department with the “Super Early Discount” on ski passes, filling out vouchers, processing membership renewals and signing up new members.

**Operations:** Michelle has returned from maternity leave and is back in full swing at the ACRA. All is well with her new addition and is glad to be back. All ACRA departments are preparing budgets for the 2012 year. Initial first drafts will be completed in the next few weeks.

**FACES of ASPEN:** As part of the Sister Cities organization, Dorothy is going to Chamonix in early October to share our Guest Service program with their Tourism Bureau, Ski Company and local business community. She will also discuss the Airport Ambassador program since Chamonix has a train and bus station in their community.

**Airport Guest Service:** Dorothy met with Warren and Tim Clark regarding an ongoing situation – passengers arriving at the terminal without sufficient time for check in and unfortunately missing their flight. Several ideas were discussed and are being worked on now. We're tracking a little higher on visitor connections this year over last year. Through September 15<sup>th</sup>, we have met 83,410 this year and 76,636 last year.

**Special Events:** Wintersköl 2012 celebrates its 61<sup>st</sup> anniversary January 12 – 15, 2012. We are currently up-dating the schedule of events. If you know anyone interested in hosting an event during Wintersköl, please contact Jennifer Albright Carney at [jalbright@aspenchamber.org](mailto:jalbright@aspenchamber.org) and we will promote it on the schedule. The annual slogan contest will begin soon, please look for details on [www.aspenchamber.org](http://www.aspenchamber.org). The winning slogan will appear on official Wintersköl merchandise, in print, and in broadcast promotional materials. The winner will receive (1) pass to the 2012 FOOD & WINE Magazine Classic in Aspen (\*Pass valid for all Grand Tastings; seminars on a space available basis only.)

The 3<sup>rd</sup> annual 12 Days of Aspen will take place December 20-31, 2011. Originating in 2009 as a holiday experience aimed to add vitality to the downtown core and provide additional value to the holiday visitor; the Aspen Chamber produced this event after being approached by CCLC to implement it. Last year the City of Aspen produced and managed this event but this year the Aspen Chamber will be taking over the production again. We will begin up-dating the schedule of events and exploring new ideas in October.

**Save the Date:** The 30<sup>th</sup> annual FOOD & WINE Classic in Aspen: June 15-17, 2012

**Destination Marketing:** August occupancies were up 9.1% from 2010, thanks to a +29% increase in last-minute bookings made. The August occupancy rate of 64% was the second highest in our comparative set (67% was highest). Aggregate occupancy from May – August was up 5% and ADR was down .5% at an average of \$265/night. As of August 31, occupancy for September is up 22.3% compared to the same period last year.

We are implementing a fall marketing push including new online interactive banners and a mobile marketing campaign. The mobile campaign, which began on August 25th, with a "Stay 2 nights, get the 3<sup>rd</sup> night Free", is off to a strong start. During the time the mobile campaign has been live, it has garnered the most clicks and impressions of any online campaign. The ads drive consumers to ACRA's mobile site's booking page where they can call Stay Aspen Snowmass or click through to SAS's mobile booking engine or they can "click to call" straight from the banner ad. A full report of the 2011 marketing campaign will be presented to the ACRA board at October meeting.

**Sales:** Sarah participated in both St. Regis' and Aspen Meadows' recent FAMs. Confirmed fall travel includes tradeshow, sales calls and hosted client receptions in NY, Chicago, the Southeast, Dallas and San Diego. Leads are coming in for 2012 including social ski groups, corporate training programs and numerous weddings.