



**Aspen Chamber Resort Association
Marketing Advisory Committee
Minutes- October 20, 2015
The Gant – Molly Campbell Conference Center**

Members in attendance: Corey Enloe, Rose Abello, Christian Knapp, Jeanette Darnauer, Beth Albert, Carlie Umbarger, Nina Eisenstat, Andrea Beard, Christine Benedetti.

ACRA Staff in attendance: Debbie Braun, Julia Theisen, Jessica Hite, Sarah Reynolds, Liz Cluley, Eliza Voss, Amy Roldan

BCF Staff in attendance: Greg Ward, Courtney Mann, Jocelyn Stein

PROMO Staff in attendance: Maureen Poschman, Melissa Wisenbaker, Greg Fitzsimmons

Call to order: Corey called the meeting to order at 9:05AM

Corey Enloe thanked everyone in participation for attending the meeting.

Julia Theisen called to the committee members and additional participants to introduce themselves. Additionally she included the following announcements:

- Aspen Lodging Association Destination Marketing presentation will occur on **Thursday, Oct 22nd**
- ACRA Board Destination Marketing presentation will occur on **Tuesday, Oct 27th**
- City Council Destination Marketing presentation will occur on **Tuesday, November 17th**

Presentation Included:

Advertising Campaigns

Website

Vacation Planner

Group Sales

Public Relations

Social Media

International Campaign

2016 Budget

Discussion:

Status of Website:

- Courtney from BCF Agency reported on the key metric and status of the occupancy rate, sales lodging tax, and website.
- Courtney delineated the new initiatives for the 2016 and moving forward and pointed out that traffic for the mobile website is 48% of visitors.



- Rose included that Snowmass Tourism is at 52% of users are on mobile.

Millennial Pass:

- Eliza presented on the status of the Millennial Pass, and shared that this will be rebranded.
- Launched during summer of 2015, and was most successful at Aspen Words, however this idea will need to evolve.
- Julia added that the MP was launched with no real budget or expectations for ROI.
- Was mainly advertised on FaceBook.
- Eliza added that the idea behind the Millennial Pass was for it to be a gateway for tourists to see what locals ages 35 and younger do and follow.
- Maureen: Content will cater to this idea to attract the demographic.
- Rose added that there is a Snowmass Pass available which is different.
- Greg mentioned the idea of #ZG35 and how it is like local's tips and it could be that tourists will want to be in the know about and follow the hashtag.
- Corey voiced his concern about tourists not knowing the meaning of ZG.
- Greg replied that the hashtag will start the conversation about local know how and will continue to evolve and include tourists.
- Julia added that the idea of the pass is to be like a local and tourists will want that experience.
- Courtney added that this is a way to see the authentic local experience and a way for the Aspen experience not to be a box packaged experience. Millennials will want something more authentic and real.

Arts and Culture Campaign:

- Strategy was to highlight arts and culture and create an umbrella arts brand for Aspen.
- Carlie commented on the great artwork and media used in advertising.
- Julia stated that supplemental funds were allocated to the arts and culture campaign.
- The Aspen Sessions were created for this campaign and compilation video was shown.
- Julia: 8 total videos are available on the website.

Wedding Campaign:

- Separate campaign from the Leisure Campaign
- No real data at the moment, due to the infancy of campaign but will report back.

Vacation Planner:

- Eliza presented on the result of the Summer/Fall vacation planner and on the vision for the 2016 vacation planner.
- Current planners available for download and in Portuguese, Spanish and Japanese.
- Carlie asked about app or app development in the works.

- Courtney stated that apps often deleted after the vacation is over and that the budget needed to develop an app is significant.
- Courtney added that the mobile site has a feature which has the capacity of finding businesses 'around me.' This feature satisfied as the alternative for an app.
- Julia stated that there would be a need for more specific content and from a cost perspective it would be difficult.
- Christian added that Aspen Ski Co has an app, and that it is very costly and it is hard to figure out content for the app. Their app is mostly used to log days on the mountain.
- Julia added that there is an issue of a saturated market for apps as well.
- Christian concurred with Julia's comment.

Destination Newsletter:

- Eliza presented on the newsletter, and on the improvements that need to be made and the ones already made.
- Greg inquired about segmentation of the newsletter.
- Eliza answered that the newsletter has been redesigned for this.

Special Events:

- Eliza described the support given to ACRA Special Events

Destination Marketing Sales:

- Sarah presented on meeting specific FAMs.
- Liz presented on wedding specific FAMs and on the local Aspen FAM.
- Discussed different partnerships with businesses.
- Liz discussed the religious market opportunities for the shoulder season.
- Rose questioned Liz regarding the opportunities for destination bar mitzvahs and what the opportunity in that market.
- Liz responded with being open to the idea and that she has not activated with that segment.
- Sarah presented on the use of reimbursements this year and lead conversion.

Public Relations:

- Maureen presented on the public relations results.
- Christian asked if International PR was focused mainly on summer and fall.
- Maureen: Yes, summer and fall.
- Maureen discussed on the international focus, which included hosting Media FAMs from Australia and UK.
- Christian questioned the effort placed towards the Australian market considering they only have about 3 weeks of vacation during our summer season, their winter season. And suggested looking at data for Australian visits during the Summer/Fall season.

- Rose stated that Snowmass Tourism's data stated that about 96% was domestic.
- Courtney suggested that a collaboration to collect this data would be ideal.
- Julia agreed with this suggestion.
- Julia stated that the UK focus what well worth the effort, yet other markets (Brazil, Australia) remain to be seen and will need more data.
- Greg added that there is a novel which is very popular with Chinese millennials that focuses on Aspen hiking, it is a coming of age story. Found this out when he questioned millennials at Maroon Bells.

Social Media:

- Melissa presented on social media and how its focus is year round.
- Numbers for FaceBook, Twitter, and Instagram are up and will continue to work on strategy for 2016, including Snapchat.
- Christian added that Aspen Ski Co has Snapchat.
- Debbie questioned the results for Spotify and Pinterest?
- Melisa stated that the focus had deviated from Spotify and we are still doing Pinterest.
- Debbie suggested that it would be good to give an update on the social media that we have deviated from and why.
- Maureen: Pinterest caters to a design, fashion and wedding audience which didn't help the branding aspect. And stated the focus is that we need to be where the people are, not everywhere.

International:

- Julia reported on the business and CTO collaboration with campaigns abroad specifically in Australia and the UK.

Budget 2016:

- Julia presented on the shift in the way that the lodging tax will be distributed to Destination Marketing which will make 2016 a transitional year with limited income for the beginning of the year, specifically Q1.
- Debbie added that the supplemental income check will go into reserves used in Q1 to cover costs and this is expected to be short term pain during the transition.
- Jeanette - will be a need to keep a positive relationship with city council.
- Debbie requested the MAC to please come support DM at the city council presentation on November 17th.
- Jeanette: Do we have stats on how people get here?
- Julia stated that we have research from 2014 and 2016 will be a research year.



- Rose stated that the landscape for marketing might be different as the Glenwood Springs Bridge will be coming down next summer.
- Debbie made a motion for budget approval, members voted in favor.
- Jeanette added that while there is a lot of advertising to target millennials, to not forget that baby boomers also want the same experience as millennials.
- Andrea expressed her gratitude for the efforts and campaigns put forth for arts and culture community.

10:45 Meeting Ended