

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
September 2016**

Special Events

12 Days of Aspen returns December 20th-31st. ACRA is in the process of compiling the schedule events. Please contact Brittany Zanin at bzarin@aspenchamber.org should you have an event to include on this year's schedule. The 66th Wintersköl celebration takes place January 12th – 15th, 2017. ACRA is currently hosting the annual slogan contest. In honor of the World Cup finals returning to Aspen in March of 2017, the Wintersköl Committee is looking back to the heritage of skiing in our community. Entries are being accepted through Friday, October 7th by 5 p.m. The slogan will appear on the Wintersköl button and promotional material. The winner will receive one pass to the 2017 FOOD & WINE Classic in Aspen (pass valid for all Grand Tasting; Seminars on a space available basis only.) For more information on the slogan contest, visit www.aspenchamber.org. A complete schedule of Wintersköl 2017 events will be available in November. The events department attended planning meetings in New York September 20th - 23rd for the FOOD & WINE Classic in Aspen. 2017 hosts the 35th Anniversary of the Classic June 16th - 18th.

Membership

The ACRA membership team worked at the Aspen Mountain ticket office September 7th thru September 9th, processing memberships and ski pass vouchers. The team signed up 55 new members during this time and connected with over 450 current members. Year to date we have 80 new members compared to 62 at the same time last year. Overall feedback from the membership was positive, with business owners reporting a very busy summer and fall. This is in line with Don Taylors Consumption Report released September 2nd. Pulled directly from the report, “Industries posting the largest monthly gains were Food and Drug (18%), General Retail (11%), and Sports Equip/Clothing (10%). The industries experiencing the largest declines were Automobile (36%), Miscellaneous (19%), and Luxury Goods (12%).” Erik attended the CCLC meeting on September 14th, the agenda focused on outdoor leases for restaurants and enforcement issues at the Saturday Market. There is some concern at the Market that vendors are breaching their designated boundaries encroaching into the fire lane.

Visitor Center

The three visitor centers have been very busy with the approach of fall and the fall foliage. The Forest Service is expecting this and next weekend to bring the heaviest traffic to the Maroon Bells area and downtown. We have begun our shoulder season work on our restaurant closure list, recycling summer information and organizing for winter.

Airport Guest Services

We have entered our fall season with staff cutting back to two shifts per day, reflecting the reduction in the flight schedule. American Airlines will continue to provide direct round trip service to Dallas/Fort Worth through October 5th and United Airlines will provide direct round trip service to Chicago through October 5th and Los Angeles through October 29th.

Susan Bantis attended the NTSB’s “Airport Disaster Response and Family Assistance Seminar” hosted by DIA. The purpose of the seminar was to help prepare organizations that respond and support families and survivors of a major aviation disaster. Susan is sharing what she learned with her staff.

Destination Marketing/Sales

August occupancy was up 7.9% over 2015 and total occupancy of 74.8% for August surpassed the month’s previous record of 70.4 percent in 2013. The latest consumption report (YTD through July) shows the destination marketing budget at 1% over projected budget. A local press release highlighting the success of

Aspen's summer tourism season was featured in Aspen Times, Aspen Daily News and Aspen Public Radio. Aspen has been featured recently in 303 magazine, Southern Bride magazine, Denver Life Magazine, Meetings Magazine, Jetsetter and other outlets. The first annual Aspen Photo Challenge takes place Monday, September 26 through Saturday, October 1, with a party and awards show on Sunday, October 2. General public will be encouraged to vote for their favorite photos for two weeks following the close of the contest. The marketing team just wrapped the second photo shoot of the season featuring new summer and fall concepts for the Defy Ordinary campaign which will launch next spring. The sales team has completed hosting this year's familiarization trips and welcomed 32 planners with potential meeting, wedding and group business for Aspen. Sales Manager Liz Cluley was recognized as an industry leader in Connect Faith magazine's "Agents of Change" feature in the summer 2016 issue. Connect Faith is a national B2B magazine that provides resources and ideas for meeting professionals and planners in the faith-based meetings and events industry.

Operations

We are beginning the board election process. There are 6 seats up for election: lodging (1), service (2), restaurant (1), retail (1), and professional (1). Announcements will be in the papers the week of 10/17, with an 11/11 deadline for submitting nominating petitions. Ballots will go out on 11/16 with a voting return deadline of 12/5.

The budget process for 2017 is underway along with the 3 year strategic plan for 2017-2019.

Debbie attended the Governor's Conference on Tourism and the DMA West Education Summit this month.

Save the date

Business after Hours

Darnauer Group's 25th Anniversary

bb's - 525 E. Cooper Ave

5:00 p.m. – 7:00 p.m.