

2018 ANNUAL REPORT

ASPEN  CHAMBER
RESORT ASSOCIATION



2018

MISSION

ATTRACT VISITORS TO THE RESORT, FOSTER A DYNAMIC ASPEN EXPERIENCE, AND PROVIDE VALUABLE MEMBER BENEFITS TO SUPPORT A SUSTAINABLE LOCAL ECONOMY.

VISION

TO CREATE AN ENVIRONMENT FOR ASPEN TO THRIVE.

LETTER FROM THE CHAIRMAN OF THE BOARD



For the past 5 years, I have been proud to serve as the Chair of the Board of Directors of the Aspen Chamber Resort Association. The Chamber's longstanding tradition of supporting and promoting businesses of all sizes in this community has enhanced the vitality of our town and helped business thrive.

I, along with the numerous other Board members and staff of the Aspen Chamber Resort Association, are committed to providing advocacy for local business in finding solutions to local issues on your behalf. We convene with community leaders regularly and are proud to be a respected organization in the region.

I encourage you to invest in your membership and enjoy the many benefits to your business and as always, find out how to get more involved.

To our many members, thank you for your continued support of our great organization.

Donnie Lee

*Chairman of the Aspen Chamber Resort Association
General Manager of the Gant*

LETTER FROM THE CEO



Dear ACRA Members,

As President & CEO of the Aspen Chamber Resort Association, I am continually looking for new ways to serve our membership. Our team of staff at the Visitor Centers and in the Membership, Special Events, Destination Marketing, and Sales Departments have diligently worked over the past year to make Aspen a premier resort destination and to support the business community in any way possible.

In 2018, the Aspen Chamber Resort Association worked through year two of our three year strategic plan and focused on working together to innovate ways to Defy Ordinary. Our community and our office came together around the Lake Christine Fire, as the importance of partnerships became even more apparent, and the ACRA used our marketing and communications strengths to help Aspen continue to have a successful summer. Our Visitor Services Team strengthened relationships with the White River National Forest and the airport crisis team and continued to greet each guest with a smile. The Destination Marketing Department restructured their leadership and took on a "better not more" approach to tourism, aiming to bring sustainable tourism to Aspen; the Special Events Team collaborated with this idea to bring dynamic, nuanced events to our visitors. The Membership Team worked on opening communication channels and continuing to support the membership as businesses flourished. The Sales Department complimented Aspen's fulfilled summer season by driving new and different business to need periods in early-spring and mid fall.

2018 was a strong year for the Aspen Chamber Resort Association and in 2019 we look forward to building on our successes. You'll find a detailed account of each department's accomplishments from the past year in this booklet. As always, we are here to serve our members and create a vibrant business community.

Debbie Braun

President & CEO

2018 BOARD OF DIRECTORS

The Aspen Chamber Resort Association's affairs are managed by its Board of Directors. The Board is composed of twelve elected seats from eight different membership sectors: real estate, retail, nonprofit, restaurant, service, lodging, professional, and finance. There are also ten appointed seats on the Board Of Directors, including representatives from the Aspen Skiing Company, the Aspen Music Festival & School, Aspen Valley Hospital, Aspen City Council, Pitkin County, Colorado Mountain College, Fly Aspen Snowmass, Aspen School District, and Snowmass Tourism.

Donnie Lee – Lodging
Chairman of the Board
The Gant

Cristal Logan – Nonprofit
Vice Chair
Aspen Institute

Charlie Bantis – Finance
Treasurer
First Western Trust

Dave Ressler – Appointed
Assistant Treasurer
Aspen Valley Hospital

Riley Tippet – Service
Secretary
Ski Butlers

John Rigney – Appointed
Assistant Secretary
Aspen Skiing Company

Warren Klug – Appointed
Chair Emeritus
Aspen Square Condominium Hotel

Rose Abello – Ex-Officio
Snowmass Tourism

Jeff Bay – At Large
HayMax Hotels

Simon Chen – ASC Rep
The Little Nell

Patti Clapper
Pitkin County Rep

Linda Crockett – Ex-Officio
Colorado Mountain College

Jeanette Darnauer – Service
Darnauer Group Communications

Nina Eisenstat – Service
Aspen Marketing & Communications

Andrew Ernemann – Real Estate
Aspen Snowmass Sotheby's International Realty

Rob Ittner – Restaurant
Rustique Bistro

Heather Kemp – Retail
Sashae Floral & Arts

Lisa LeMay – Retail
Aspen T-Shirt Company

John Maloy – Ex-Officio
Aspen School District

Maria Morrow – Professional
Oates, Knezevich, Gardenswartz,
Kelly & Morrow, P.C.

Tim Perry – At Large
Aspen Reprographics

Steve Skadron
City of Aspen

Laura Smith
Aspen Music Festival & School

Heather Steenge-Hart – Lodging
The St. Regis Aspen Resort

Bill Tomcich – Ex-Officio
Stay Aspen Snowmass



VISITOR SERVICES

Visitor Services operates four visitor centers at the North Mill Street office, the Wheeler Opera House, the Guest Pavilion, and the Aspen Airport to assist Aspen's visitors and residents with information. We have two full-time and 23 part-time information specialists who are long time Roaring Fork Valley residents and have extensive knowledge of our community and a passion for outstanding guest service. Visitor Centers are open year-round. The Pavilion and Airport centers are open seven days a week.

The In-Town Visitor Centers

The new 590 North Mill St. location sits right on the Rio Grande trail adjacent to the John Denver Sanctuary. To activate our beautiful outdoor space, we added outdoor seating, created a picnic area, and set up a bike rack. We innovated way-finding signs and maps to adjust from our previous location at the parking garage, and staged our Junior Ambassadors at 425 Rio Grande Place to help with the transition. Our guest services staff attended two information sessions from our non-profit partners to learn about the Valley wide offerings available to guests. We also stayed in frequent contact with the U.S. Forest Service throughout the Spring, Summer, and Fall to provide guests with the most updated and accurate conditions for their planned outdoor activities. This year, the U.S. Forest Service asked the ACRA to sell Christmas Tree permits for the White River National Forest, a testament of our successes. We look forward to continuing to build on these relationships in 2019.

The Airport Visitor Center

The Airport Guest Services Staff worked closely with Airport Management, the airlines, and other airport stakeholders during the Lake Christine Wildfire. Together, our staff was able to alleviate traveler distress and work around flight restrictions that caused numerous commercial flight cancellations and diversions for the greater part of July. Our staff provided hundreds of displaced guests with fire and travel updates, and helped passengers find alternative transportation and accommodations. While this was a busy month for our staff, we maintained good spirits, and were proud to help lead Aspen through a difficult time. On a regular day, we welcome guests and are often their first point of contact upon arrival to town. In addition to greeting travelers and providing information about the community, our Airport Staff assists guests with transportation and accommodation needs, mails items to passengers which were not allowed through TSA screening, and maintains a lost and found department.

	WHEELER	PAVILION	RIO GRANDE	AIRPORT
JANUARY	364	4,503	268	13,367
FEBRUARY	328	2,897	148	12,666
MARCH	329	3,140	354	12,328
APRIL	329	1,457	306	4,641
MAY	237	1,552	555	3,757
JUNE	793	4,576	1,275	7,712
JULY	935	8,099	2,305	10,003
AUGUST	971	6,959	2,185	8,592
SEPTEMBER	792	6,999	1,727	5,890
OCTOBER	383	2,922	792	4,590
NOVEMBER	283	1,244	436	3,214
DECEMBER	366	2,482	368	13,165
EOY TOTAL				163,584



MEMBERSHIP

Member Services is dedicated to serving you through extensive marketing and advertising support, valuable programming, business advocacy, and cost saving services. ACRA members include approximately 750 local businesses led by a strong and diverse board of directors and dedicated staff who ensure a positive and lasting return on your investment.

In 2018, the Membership Department continued our work with the Public Affairs committee, specifically to activate our membership around local issues pertinent to their specific businesses. We opened communication channels between businesses in the downtown core and the City of Aspen on the Shift project, spread awareness to reduce impact around the Castle Creek Bridge Project, and have continued to represent business in community conversations about employee housing, employee sustainability, transportation, the diversification of the Roaring Fork Valley's economy, the uphill recreation plan, and our community's health care. The Outdoor Guide Coalition continued to develop - this year we were able to help this community work with the White River National Forest Service to expand their operations. We hosted a symposium for them in the fall and provided professional training to one of our largest local sectors.



2018 Highlights

Quarterly Events:

Wintersköl™ Awards Dinner

Business of the Year: Design Workshop
Non-Profit of the Year: Roaring Fork Transit Authority
Defy Ordinary Award Winner: Reese Henry & Co
Molly Campbell Award Winner: Cristal Logan

Community Breakfast | Community leaders including representatives from the County and the Airport presented their outlook for the coming year.

FOOD & WINE Luncheon | Guest Leslie Sbrocco kicked off the FOOD & WINE Classic in Aspen in style.

ASC Afternoon Blend | The Aspen Skiing Company launched their "Give a Flake" campaign and encouraged guests to send letters to three influential senators to impact their votes on climate change.

Seminars & Forums

Trip Advisor Seminar
Outdoor Guide Symposium
Election Forum with AspenNextGen & the Aspen Young Professionals Association

Communicate With Us!

Sign Up for our Monthly Newsletter: info@aspenchamber.org



@AspenCommunity



@aspen_chamber



aspenchamber.org/membership

SPECIAL EVENTS

The Special Events Department produces, promotes and manages five signature events Wintersköl™, the FOOD & WINE Classic in Aspen, Aspen's Old Fashioned 4th of July Celebration, the Aspen Arts Festival and the 12 Days of Aspen that benefit the ACRA membership, generate community vitality, and enhance the visitor experience. In addition to event production, the special events team acts as an event information resource for the community.



SPECIAL EVENTS

2018 Highlights

Wintersköl

- Introduced a new activation on Saturday evening prior to the Fireworks, 'Wintersköl *Snowcoming* Bonfire' in partnership with the Aspen Volunteer Fire Department. The celebration of our winter event featured food, a performance by the United States Air Force Academy Cadet Drum & Bugle Corps, and DJ Naka G.

FOOD & WINE Classic in Aspen

- Developed and implemented a new online volunteer registration program that streamlined registration procedures and improved communication with volunteer chairs and volunteers.
- In partnership with FOOD & WINE, we conducted a post-2018 event volunteer survey. Volunteer satisfaction ratings were extremely high.

Survey Highlights

- 93% had a positive experience over-all volunteering
- 95% had a positive experience with the new online registration and application process
- 85% are extremely/very likely to volunteer again at a future FOOD & WINE Classic in Aspen
- Average number of years volunteering for the event = 7
(Source: 2018 FOOD & WINE Classic in Aspen Volunteer Survey)
- The event was voted **Local's Choice for the Best Annual Event** in the Aspen Time's Best of Aspen & Snowmass

4th of July

- Secured Aspen's 1st Drone Light Show in lieu of Fireworks. Coordinated with Great Lakes Drone Company on production of show, navigating restricted air space permitting as well as local regulations. Pre July 4th received significant international, national, and local press including: BBC, CNN, USA Today, New York Times, CBS Denver Channel 4, and the Denver Channel. Due to conditions created by the Lake Christine Fire however, the show was unable to launch and has been rescheduled for the 4th of July 2019.
- Partnered with the Aspen Volunteer Fire Department on the production of AVFD Block Party & Fundraiser supporting AVFD and Mountain Rescue.



SPECIAL EVENTS



Aspen Arts Festival

- The 2018 Aspen Arts Festival moved to a new location in Rio Grande Park. Implemented many new logistics to accommodate the location change including: two days to load the vendors in on Thursday and Friday, new load-in and load-out procedures, and night time lighting for load-out on Sunday.
- New this year, created a dwell area for the park destination with lounge furniture, picnic tables, and shade umbrellas, as well as a food truck which offered delicious lunch options.

12 Days of Aspen

- Produced and distributed new 12 Days of Aspen marketing brochure for visitors and locals to keep in hand.
- Implemented new winter photo memories activation on the mall. Increased brand exposure with customized photo back-drop and customized event branded photo print border.

XLIVE

- Attended XLIVE conference in Las Vegas, NV December 9th–12th, 2018. XLIVE convenes industry leaders at the intersection of music, sports, film, culinary, beverage, eSports, technology, brands and the experiences that culminate at festivals and live events.

RESPONSIBLE TOURISM

In 2018, the ACRA's Shop Aspen initiative matured into the 7908 Reasons to Come to Town Campaign. This multifaceted campaign was implemented to draw the spring, summer, and fall visitor into Chamber member business in the downtown core during key times and ensure these members stood out among their competition. Members were highlighted on a retail and restaurant map, in twice weekly business spotlight pieces, and through state-wide and national advertising campaigns that drove traffic to a dynamic website. We also participated in MallFest '42, the City of Aspen's celebration of Aspen's pedestrian malls through a sponsorship of a shop local raffle. Specific metrics and ROI information is outlined below.



Facebook

Carousel advertisement placed in Colorado only
Total Impressions: 492,616
Unique Clicks: 7,955

Aspen Sojourner Magazine

Banner ads placed on Aspen Sojourner's national newsletter that is distributed monthly
Total Impressions: 34,807

Aspen Daily News

The campaign placed two full-page ads and twice weekly ads spotlighting local downtown businesses.
Total Daily Distribution: 14,000

Aspen Times

Campaign placed various mini ads and some full-page ads to highlight 7908 as well as the MallFest 42 event with the City.
Total Daily Distribution: 8,500

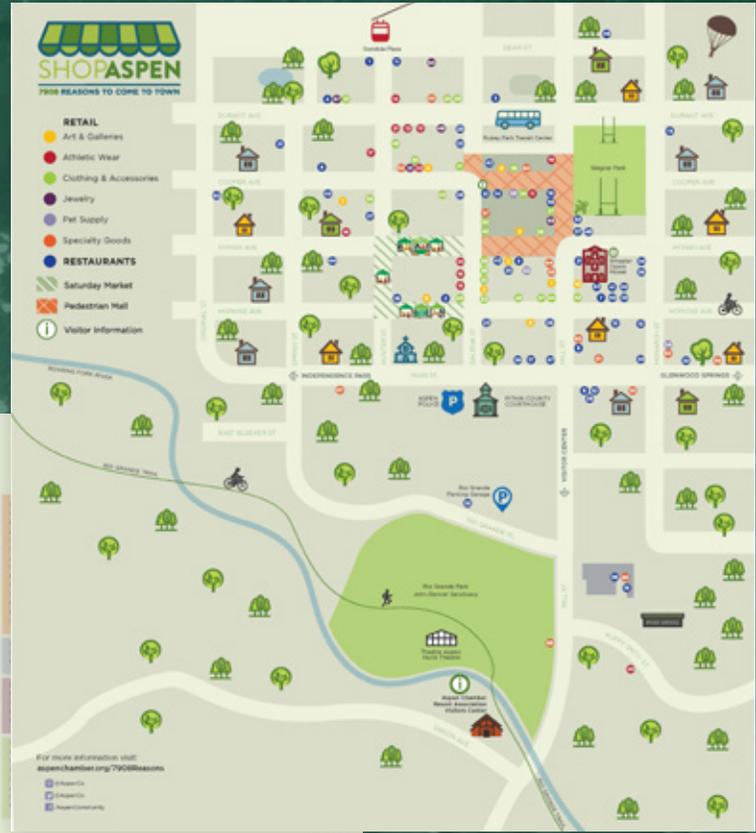
ACRA 7908 Webpage

Total Page Views: 7,109

Shop Aspen Map

7908 trifold map distribution
Total printed for 2018: 5,000
Total distributed in between June 15th-Oct 31st: 2,500
 *Maps will continue to be distributed through winter 2019.

Business Name	Address	Phone	Website
Aspen Chamber of Commerce	100 N. Lincoln Ave.	970.925.1234	www.aspenchamber.org
Aspen Chamber of Commerce	100 N. Lincoln Ave.	970.925.1234	www.aspenchamber.org
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SPECIAL EVENTS

MAY
 1-31 Music for the Plaza

JUNE
 6/10-17 FOOD & WINE Classics in Aspen
 6/10-20 Aspen Summer Weeks
 6/10-20 20th Aspen Summer Arts Exposition
 6/14-19 Theater Aspen's Summer Repertory
 6/15-19 Aspen Music Festival & School Summer Session

JULY
 7/1 Aspen On the Mountain 4th of July Celebration
 Aspen Santa Fe/Pueblo Parade
 7/1-7/1 Aspen Summer Concert Series
 7/1-21 Aspen Music Festival

AUGUST
 8/1 Aspen Music Society's Mountain Music Series
 8/1-8/10 20th Anniversary of Mountain Summit MountainFest in Aspen
 8/1-8/10 20th Anniversary of Mountain Summit MountainFest in Aspen
 8/1-8/10 20th Anniversary of Mountain Summit MountainFest in Aspen

SEPTEMBER
 9/10-9/10 20th Annual Aspen Rodeo
 9/10-9/10 20th Annual Aspen Rodeo
 9/10-9/10 20th Annual Aspen Rodeo

OCTOBER
 10/1-10/1 The Reading

HOW TO ASPEN

The pedestrian malls are the perfect place for a leisurely shopping excursion. Aspen's downtown core hosts an array of designer storefronts, local boutiques, incredible art galleries, delicious eats, and the best local thrift stores around. Here are a few tips on How To Aspen.

HAPPY HOUR
 Aspen's vibrant happy hours and bar menus are available at almost all restaurants downtown. They offer the chance to try something new, to have affordable eats, and to lounge amidst with some of Aspen's local legends.

SALES
 Keep your eyes out for retail sales if they're not always planned. Local retailers regularly change their inventory and have both seasonal and frequent sales. Ask the store associates for help to make your visit experience personalized and fun.

GETTING AROUND

Aspen is a very pedestrian and bike-friendly town. Whenever possible take yourself the scenic route and leave your car behind.

When it's necessary to park, give yourself at least 30 minutes to find a spot or utilize the Rio Grande Parking Garage.

Aspen has a pay & display parking system. Be sure to locate the nearest meter to your car and print out a ticket to leave on your vehicle's dashboard.

BEAR AWARE!
 When parking in the downtown core, remember to lock your car so that hungry bears don't get going for window curio! Beware it or not - they do know how to open a car door!

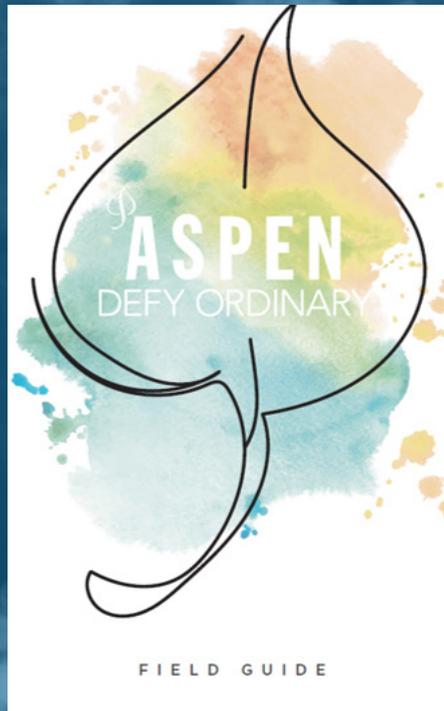
ASPEN SATURDAY MARKET
 The Aspen Saturday Market (8/10-10/12) and other special events eliminate a significant amount of parking in the downtown core. Please take this in mind when planning your trip.

SHOPASPEN
 7908 REASONS TO COME TO TOWN

CLOTHING & ACCESSORIES
ART & GALLERIES
PET SUPPLIES
JEWELRY
ATHLETIC WEAR
SPECIALTY GOODS
RESTAURANTS
& BARS

ASPEN CHAMBER
 OF COMMERCE

RESPONSIBLE TOURISM



The Aspen Field Guide

The ACRA's new Aspen Field Guide has officially launched. Providing both inspiration for the potential Aspen visitor, as well as guiding insight to a guest who has already arrived in-market, the guide speaks to the dreamer and shows that Aspen is a community built on experiences and individuals that embody the Defy Ordinary lifestyle. The guide features Aspen personalities, recommendations for events, experiences, and attractions, historical notes, and blank notebook pages as opportunities to record your own experiences. Guides will be distributed in key target markets, by request with online lead generation and at select locations in town.

'How To' Campaign

Aspen Pledge & the 'How To' Campaign:

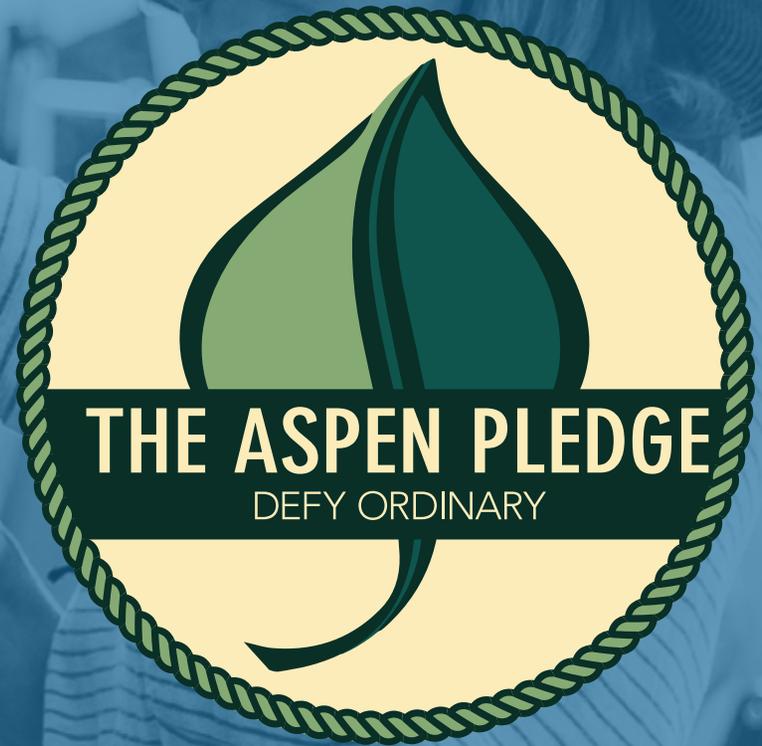
The Aspen Pledge follows a series of pledges that help the visitor experience and explore Aspen responsibly. The pledge is administered at our visitor centers as well as on our website. The 'How To' Campaign came to fruition after Aspen saw unprecedented tragedy in our local mountains. This, combined with demographic experts reporting that over 100,000 people are moving to Colorado each year, led the ACRA to launch the campaign hoping to educate enthusiastic newcomers on how to enjoy our beautiful natural surroundings. The campaign expands on three main categories: How To Get Here; How To Enjoy Aspen; and How To Get Outside. Multiple sub-categories also help ensure a safe and fun vacation in the mountains. In addition to written content and photography, the ACRA's Destination Marketing team also produced several 'How To' videos on Vimeo including: How To Hiking Etiquette; How To Wildlife; and How To Visit the Maroon Bells; all of which continue to be distributed on social media platforms and our corresponding website pages.

This campaign has become the go-to resource for planning a trip to Aspen. It was also the recipient of the 2018 DMA West Best Ideas Award. A major goal of the campaign was to explain to visitors that the RFTA bus truly is the best and most efficient way to experience the Maroon Bells, as part of our partnership with the USFS, Ski Co, Pitkin County, CoA. Through our 'How To' video and the empowerment of the visitor through this campaign, we are pleased to share that ridership for the Maroon Bells bus is up 14% year-over-year.

RESPONSIBLE TOURISM

HOW TO ASPEN

- I PLEDGE TO EXPLORE ASPEN RESPONSIBLY.
- I WILL COME PREPARED FOR ANY EXPERIENCE.
- I WILL FEED MY SENSE OF ADVENTURE, BUT NEVER FEED THE WILDLIFE.
- I WILL FOREGO HIGH FASHION, AND DRESS FOR HIGH ELEVATIONS.
- I WILL VENTURE INTO THE GREAT UNKNOWN, WHILE STAYING ON THE KNOWN TRAILS.
- I WILL CARVE THE SNOW & NOT THE TREES.
- I WILL FIND MYSELF WITHOUT MOUNTAIN RESCUE HAVING TO FIND ME.
- I WILL HIT THE SLOPES WITHOUT HITTING THE OTHER SKIERS.
- I WILL TAKE AWESOME SELFIES, WITHOUT ENDANGERING MYSELF-IE.
- I WILL CAMP ONLY WHERE PERMITTED AND SECURE A PERMIT WHEN NECESSARY.
- I WILL REMAIN IN ONE PIECE, BY LEAVING THE WILDLIFE IN PEACE.
- I WILL ADHERE TO SKI PATROL CLOSURES AS I WANDER HERE AND THERE.
- I WILL NOT SKI IN JEANS.



DESTINATION MARKETING

After a wonderful nine years at the Aspen Chamber Resort Association, Julia Theisen left her position as Vice President of Sales and Marketing. We wish her all the best in her new position as President and CEO of Central Oregon Visitors Association and her relocation to Bend, Oregon. Eliza Voss, Director of Marketing, and Sarah Reynolds Lasser, Director of Sales will continue to lead the department with the goal of delivering the highest return on the marketing dollars to drive tourism to Aspen year-round, with a focus on the spring and fall need periods.

2018 Advertising Highlights:

The 2018 Spring/Summer/Fall Defy Ordinary media campaign included traditional banner ads, full page print ads, social media advertising, and, new this year, 15 and 30 second video advertising assets on streaming services.

In order to tackle the distinct challenges and articulate specific strategic directives tailored for each season, the ACRA segmented our campaigns into individual plans for Spring, Summer, and Fall seasons. We spent 38% of our budget on spring advertising, 25% on summer advertising, and 37% on fall advertising. To build brand awareness and reach consumers who are most likely to take action, we integrated multiple marketing tactics such as demand side platforms, travel-specific sites, social media, native content, streaming services, and networks to utilize data-driven opportunities to motivate our audience to visit Aspen.

Target Markets for the 2018 Media Plan Included:

- Colorado
- Chicago
- Dallas
- Los Angeles
- Houston

Media Flight Dates:

- Spring: April 9 - May 31
- Summer: June 22 - July 31
- Fall: August 1 - September 30



39th Annual Aspen Filmfest
Come experience Aspen Film's flagship event! This 5-day non-competitive festival showcases narrative and documentary features, a dynamic mix of award-worthy fall previews, and acclaimed independent films from the international festival circuit. Tickets can be purchased [online](#). (925-930)
Checkout more Arts & Culture events to attend in September [here](#).

Labor Day Weekend in Aspen
With a weekend filled with volleyball tournaments, music festivals, mountain run & bike races, and much more you'll want to checkout our [Labor Day Weekend guide](#) for an unforgettable holiday weekend.

Aspen's Favorite Leaf- Belly Up Events to attend

ASPEN DEFY ORDINARY

877.702.7736
aspenchamber.org

WINTER 2017-18

ASPEN DEFY ORDINARY

2018
Spring Summer Fall

ASPENCHAMBER.ORG | 877.702.7736

30.14%
average open rate
of enews YTD

25,000
distributed in town
& across
the state

35,000
distributed in town
& across
the state

DESTINATION MARKETING

Website

In 2018 we placed an emphasis on improving our SEO and SEM on aspenchamber.org.

- Improved the Meetings & Incentives section on the website to better showcase our unique venues and speakers for groups looking to host their next event in Aspen.
- A new weekly blog series was launched this summer called 'This Week in Aspen' featuring upcoming events with a focus on the arts & culture scene.
- We used blog posts to promote responsible tourism such as '5 Places Just as Beautiful as the Maroon Bells' and '5 Lesser Known Hikes' to help encourage tourists visit lesser known attractions and divert traffic away from the Maroon Bells.
- YTD Blog page views are up 40% and there are an average of 8 new blog posts per month

Website Views | January-December 2018

- Sessions **+1.44%**
- Users **+3.77%**
- New Users **+4.82%**
- Organic Traffic **+7.58%**



This Week in Aspen: October 12 -19, 2018

ARTS & CULTURE | TRAVEL TIPS | FALL

OCCUPANCY



	OCCUPANCY	YOY	ADR
JANUARY	75.3%	.1%	7.1%
FEBRUARY	75.4%	.1%	8.3%
MARCH	73.9%	-3.4%	3.9%
APRIL	30.2%	16.8%	4.1%
MAY	36.9%	27.1%	13.5%
JUNE	67.5%	2.1%	4.9%
JULY	80.2%	-3.2%	6.8%
AUGUST	73.2%	1.8%	6.2%
SEPTEMBER	63.7%	-2.7%	0.0%
OCTOBER	45.4%	-10.4%	5.0%
NOVEMBER	31.8%	5.7%	4.6%
DECEMBER	60.6%	.3%	4.6%

DESTINATION MARKETING

Social Media



@VisitAspen
143,795 followers | +9% year increase
Avg weekly reach: 420,000
Total Reach: 2.1M
Total Impressions: 2.6M



@AspenCo
14,300 followers | +2% year increase
Avg monthly impressions: 48,800



@AspenCo
91,000 followers | +19% year increase
Avg likes per month: 95,020
Avg comments per month: 956
Total Impressions: 15.6M
Unique Impressions: 7.6M

2018 Social Media Takeover Partnerships

- Aspen Music Festival & School: Angela Fiorini
- Local Outfitter: Aspen Outfitting Company
- Aspen Music Festival & School: Conrad Tao
- Local Event: Lead with Love
- Instagram Influencer: Austin Mann (90.9K followers at the time, covered Aspen adventures and around town)
- Local notable: Ann Driggers (covered fall outdoor adventures)

Partnerships

We are fortunate to partner with these organizations to augment our efforts and increase our reach despite a smaller budget:

Fly Aspen Snowmass

- Continued partnership with Aspen Skiing Company, Snowmass Tourism and Pitkin County to ensure continued and extended air service.
- April & May saw increases over 50% with American Airlines & Delta Airlines extending DFW and SLC year-round
- 20,242 additional passengers have arrived in ASE since April 1, 2018.

ESPN Winter X Games

- Sponsorship of the 2018 X Games Aspen which has become an integral Winter event.

Best Way to the Bells

- Partnership between Aspen Skiing Company, Pitkin County, City of Aspen, RFTA and US Forest Service to celebrate 40 Years of Bus Service to the Maroon Bells and encourage mid-week visitation by utilizing the public bus.



PUBLIC RELATIONS & COMMUNICATIONS

International Campaign

- Ongoing partnership with Snowmass Tourism for International Campaign in Germany, Mexico and The U.K.
- Hosted group FAMs for German and Mexican markets & three individual UK visits. Additionally, had Italian and German individual visits with Colorado Tourism Office.
- Partnered with the City of Aspen for an Aspen Backcountry Marathon FAM.

Media Events & Pitching

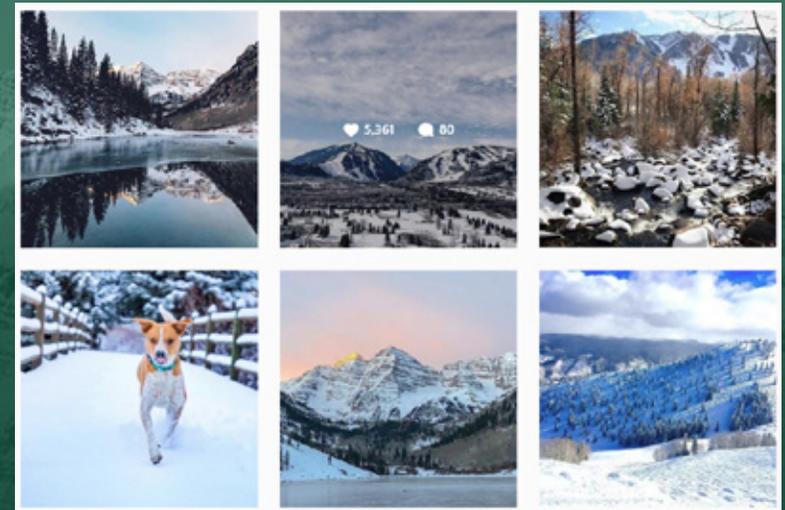
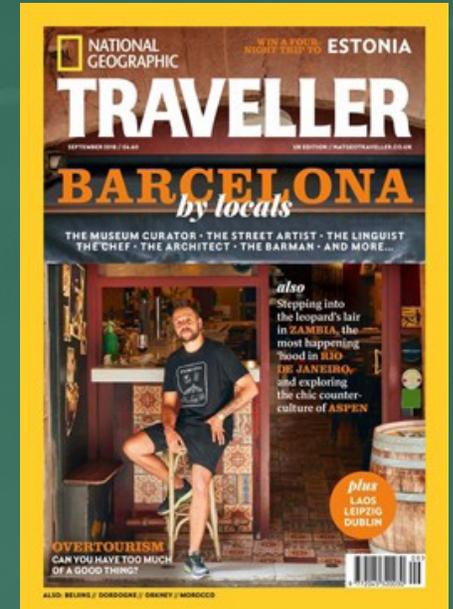
- Media calls in New York City in February with individual meetings with 20 top journalists.
- Sponsored and attended Travel Classics in May in Montreal with 16 top editors and 40 top freelance journalists.
- Attended four Colorado Tourism Office receptions and had individual media visits in Denver to coincide with the events.

Coverage Highlights

- **Wall Street Journal:** An insider's guide to Aspen. (print and online)
- **Wall Street Journal:** The Millionaires Living in the Mining Cabin. (print and online)
- **Travel Age West:** Aspen Travel Guide: What's New in Wellness, Activities, Lodging and More. (in print 6-page feature and online)
- **5280:** The 5280 Guide to Mud Season
- **Los Angeles Times:** Here's Where you'll Find Maximum Fun for your Fourth of July Celebrations
- **Forbes.com:** Why We're Not Waiting Until Winter for Aspen
- **Celebrated Living:** The Platinum List, The World's Best Hotels, Resorts, Restaurants and Travel Experiences

PR Stats

- **Total Domestic & Online Viewership Print Impressions:** 1.2 Billion
- **Total PR value:** \$4.2 million



GROUP SALES

The Aspen Chamber Resort Association's sales team generates leads for group room nights, lodging revenue, and group business services for Aspen through marketing and direct sales efforts. The sales team focuses on driving groups into the destination during need periods and positions Aspen as an appealing destination for city-wide events utilizing three or more hotels per event.

Experience

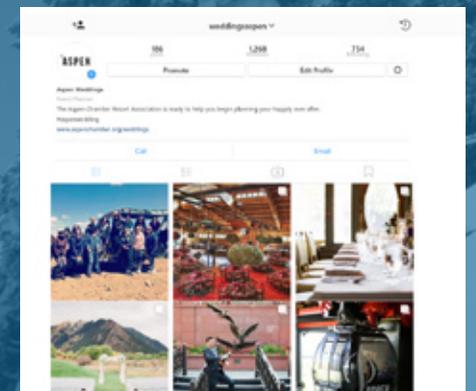
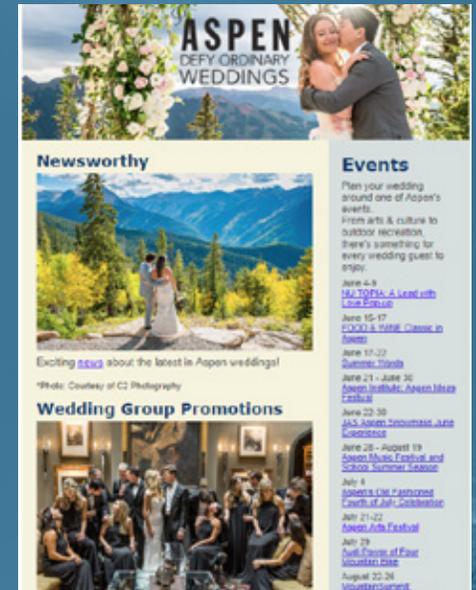
The sales team hosts annual familiarization trips to introduce planners to Aspen as a meeting, event and wedding destination. The fam trips give the Aspen business community an opportunity to showcase their offerings to the group market and allows the planners to have a hyper-local experience on a firsthand basis.

Influence

The ACRA increases awareness and exposure of Aspen as a meeting and event destination through social media, print and digital advertising, and targeted e-newsletters.

Connect

The ACRA positions itself as the best first point of contact for planners when considering a meeting or event in Aspen. The sales team streamlines the planning process through the Aspen Chamber's services and event support including sourcing lodging and event venues, making referrals to group vendors and businesses, and making recommendations on available dates.



GROUP SALES

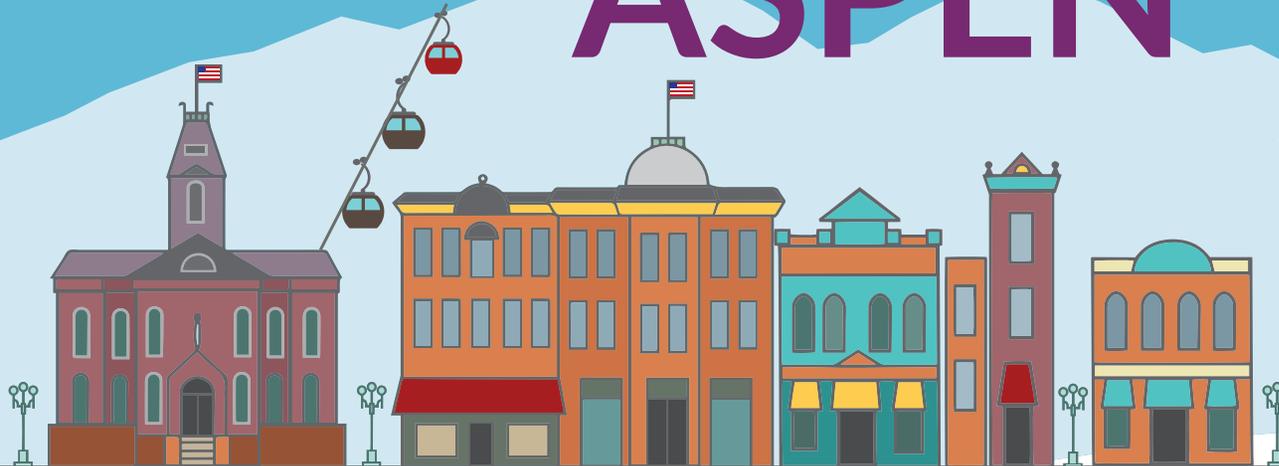
WELCOME TO ASPEN

#2

Best Small Town

Condé Nast Readers

Choice Award Voted 2017



CITY OF ASPEN

100%

renewable
energy
powered



10k

pillows



12

art & culture
organizations



Average 300 days sunshine
& 300 inches snow annually

100k

square feet
of meeting
& event
space



14

meeting & event
hotels



130

retail shops



80

restaurants
& bars



3 miles from
downtown to airport

Aspenchamber.org/meetings

BUDGET ALLOCATION



COMMITTEES & AFFILIATIONS

COMMITTEES

The ACRA provides community members with several opportunities to volunteer and serve on our committees.

The 2018 committees were as follows:

Executive Committee
Finance Committee
Public Affairs Committee
Marketing Advisory Committee
Outdoor Guides Coalition

AFFILIATIONS

Adventure Travel Trade Association
Colorado Destination Marketing Organization
Colorado Tourism Office
Brand USA
Destinations International
Destination Marketing Association
of the West Board Member (Debbie Braun)
Destination Colorado Board Member
(Sarah Reynolds Lasser)
Meeting Professionals International
Sister Cities
Society of Incentive Travel Experience
U.S. Travel
Western Association of Chamber Executives
Weddings International Professionals
Association Board Member (Liz Cluley)

ACRA Staff members individually volunteer in the community by participating in:

Aspen High School Girls Volleyball
Wilderness Workshop Conservation
Leadership Council
Response Board of Directors

STAFF

Debbie Braun, *President & CEO*
Jennifer Albright Carney, *Vice President of Event Marketing*
Erik Klanderud, *Vice President of Member Services*
Eliza Voss, *Director of Marketing*
Jessica Hite, *Senior Marketing Manager*
Sarah Reynolds Lasser, *Director of Sales*
Liz Cluley, *Sales Manager*

Brittany Zanin, *Special Events Manager*
Claire Sacco, *Member Program Manager*
Noel Chiarelli, *Special Events Coordinator*
Bridget Crosby, *Marketing Coordinator*
John Davies, *Executive Administrative Assistant*
Diana Morrisey, *Visitor Services Manager*
Susan Bantis, *Airport Guest Service Director*

THANK YOU!

Aspen Chamber Resort Association realizes how unique the Aspen community is and appreciates the support and collaboration between agencies that contribute to our standing as a world class resort destination. The City of Aspen, Pitkin County, Aspen Skiing Company, Stay Aspen Snowmass, and Snowmass Tourism are partners who embody the ACRA vision and contribute on a daily basis to make Aspen Defy Ordinary.

We would also like to thank our members and community volunteers for their time and involvement in creating an environment for Aspen to thrive.





ASPEN CHAMBER

RESORT ASSOCIATION

590 N. Mill Street Aspen Co, 81611

