

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
SEPTEMBER 2019**

Special Events: The event staff from FOOD & WINE was in Aspen September 9 – 12 for the first set of planning meetings for next year's event. The 2020 FOOD & WINE Classic in Aspen will take place June 19 - 21. Passes will be available for purchase in December beginning with the American Express card holders pre-sale. ACRA's winter events return with the 12 Days of Aspen December 20 – 31, 2019 and the 69th annual Winterskol Celebration is January 9 - 12, 2020. We are in the process of assembling the schedule for both winter events. For information on including your business's event, please contact Noel Chiarelli at nchiarelli@aspenchamber.org. The Winterskol slogan contest will begin the last week of September, please visit aspenchamber.org for more information.

Visitor Centers: September remains busy at all of the visitor centers. We have seen an increase especially at our North Mill Street location. The Public Parking Garage has been full daily usually by late morning, indicating heavy tourist traffic. At our North Mill Street location, we are receiving dozens of calls inquiring on the status of fall foliage. This is proving to be a difficult prediction as the color changes seem to be delayed and we are just advising to wait. We expect to continue to keep busy with the September activities coming up.

Airport Guest Services: We have had a record high of 13 flights continue to provide service through September. Our staff is busy assisting guest arriving for weddings, sightseeing, hiking, fishing and various activities. We continue to encourage people to visit the ASE Vision website for updates on airport improvements. The airport is taking several positive steps over the next few months in preparation for our winter season. A private security company will be hired to manage the traffic outside of the terminal. Berms will be removed to allow for additional parking, two deputies will be assigned to the airport for security, a tent will be constructed outside the arrivals area to provide extra baggage storage and the administrative offices will be relocated in order to enlarge the secured boarding area.

Membership: We had a successful Afternoon Blend event on September 4th at the Sundeck on Aspen Mountain, with 243 attendees! A special thank you to the Noel on the Special Events team and board members that attended and helped support the event. Over the last three weeks we have signed up 53 new members and met our September budget of \$150,000, we are still trailing ahead on our budget year to date! From August 12th – September 13th (the Super Early ski pass deadline) we distributed over 450 ski pass vouchers, 200+ were at the Aspen Mountain ticket office the last three days before the deadline. Kathryn coordinated with the other chambers throughout the valley and helped ACRA sponsor, The State of the State event put on by the Colorado Chamber of Commerce at Aspen Glen, on September 12th. We are excited to have a strong start to Q4 and jump into strategic planning for 2020 and updating our member benefits, partnerships and marketing collateral.

Destination Marketing: The summer intercept survey is done every other year as a benchmarking tool to study our visitor demographics, sentiment and trends. The intercept survey work will continue through early October. A few highlights from surveys received so far - Out of a sample of 957, 29.3% come from Colorado, followed by 9.8% from California, and 8.7% from Texas. Out of a sample size of 851, 42% flew to Aspen. The arts and economic impact study is ongoing with paper and email surveys being managed by RRC, the same project manager for the intercept survey. The economic impact survey will continue through spring 2020. Our media campaign and website are pixelated for Arrivalist to track when a person has visited our website or been served one of our ads and has actually arrived in Aspen. We see information such as where they arrived from, how many arrivals are occurring by date, days to arrival, etc. All of the survey and data collection will be reported on at the Tourism Outlook. Fall media is running as of 9/2. Defy Ordinary Instagram stickers have been designed and uploaded to Instagram for public use. The 2018 Tourism Sentiment Index Report was received; this is the second of three years of reports. Business categories have been condensed for better SEO and UX and will be fully reflected when the website is relaunched. We did a photoshoot to capture images on the Rio Grande trail for website and social. CTO brought a marketing initiative to Aspen from Australian photographers and journalists, Dan and Zora Avila, and their show, Travel Shooters. The Colorado episode will include footage from Aspen when it airs on Qantas and National Geographic. The CTO also sent a tour operator fam for French Operator, Marco Vasco. The sales team represented Aspen in 25+ appointments at IMEX in the Destination Colorado Booth. The meetings fam welcomed 10 meeting planners and one journalist from Convene. Sarah has been accepted for ACRA's corporate membership in Aspen Rotary.

Operations: Admin has kept busy for the month with meetings, technology upgrades, and cross department support. John and visitor center staff assisted membership with the Afternoon Blend, checking guests in at the gondola. John also worked at the gondola ticket for three days to help with the first ski pass deadline of September 13th. With Finance Committee approval, membership, admin, and special events were approved to get new Mac computers, working with the Technology Replacement Plan from Mitchell and Company. Debbie has been in meetings all month with fellow chamber leaders, DMA West, City of Aspen, and various community members. She is heading out at the end of the month to attend the 2019 Governor's Tourism Conference and the DMA West Conference. We would like to welcome Tom Heald to sit on the Board of Directors. Finally, John and Debbie are working on a timeline through the end of the year to outline budget, strategic planning, and the 2020 Board election.

Save the Date:

Board of Directors Retreat, October 29, 2019

Tourism Outlook, November 19, 2019