

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS  
PRESIDENT AND STAFF REPORTS  
August 2018**

**Special Events:** The Special Events Department has officially wrapped up a successful summer event season! In this post event season, we are focusing on our department’s strategic plan goals. Specifically, we’re looking to conceptualize and develop a Request for Proposal process for ACRA’s annual events. Our goal is to make sure we continue to balance community and destination events while keeping our events fresh and relevant for our local and regional visitors. The SE department is simultaneously working with Membership on the ‘7908 Campaign’ through the end of October, as well as hosting the FOOD & WINE Classic team from New York for site visits September 11-13. Additionally, we will launch our Wintersköl Slogan contest in September, so please be on the lookout for those advertisements and emails!

**Membership:** The deadline for the SUPER EARLY pricing on season ski passes is rapidly approaching. Passes went on sale August 14<sup>th</sup>, and the first deadline to save \$510 on the Premier Pass is September 14<sup>th</sup>. Information was emailed, and snail mailed to the entire membership on August 9<sup>th</sup>. Membership staff will be at the gondola ticket office September 12<sup>th</sup>, 13<sup>th</sup> and 14<sup>th</sup>, from 9a.m. - 5p.m. processing memberships and distributing vouchers. If you have any questions on the status of your membership or the process to pick up ski passes, please contact Erik Klanderud at the Chamber. The membership team has been very busy with invoicing current and past due member accounts. There have also been many inquiries about joining the chamber which is in line with past years considering the savings on season ski passes. The 7908 Reasons to come to Aspen campaign will continue through October, which includes distribution of the Shop Aspen Map at the Saturday Market and two weekly half page profiles of local business owners in the Aspen Daily News. Overall the Shop Aspen, 7908 Reason’s to come to Aspen campaign have been well received and appreciated by the merchants and visitors.

**Breakdown of 2018/2019 Season Ski Pass Pricing:**

	Purchase by Friday 9/14/18 <b>SUPER EARLY</b>		Purchase by Friday 11/16/18 <b>EARLY DEADLINE</b>		Purchase after Friday 11/16/18 <b>REGULAR PRICE</b>	
	Pass Price	Insurance	Pass Price	Insurance	Pass Price	Insurance
<b>Premier Chamber</b>	\$1,389	\$98	\$1,839	\$129	\$2,019	\$142
Premier	\$1,899	\$133	\$2,244	\$158	\$2,284	\$160
<i>Chamber Savings</i>	<i>\$510</i>		<i>\$405</i>		<i>\$265</i>	
<b>Double Flex Chamber</b>	\$1,239	\$87	\$1,569	\$110	\$1,814	\$127
Double Flex	\$1,539	\$108	\$1,874	\$132	\$2,039	\$143
<i>Chamber Savings</i>	<i>\$300</i>		<i>\$305</i>		<i>\$225</i>	
<b>Flex Chamber</b>	\$904	\$64	\$979	\$69	\$1,029	\$73
Flex	\$1,049	\$74	\$1,159	\$82	\$1,209	\$85
<i>Chamber Savings</i>	<i>\$145</i>		<i>\$180</i>		<i>\$180</i>	

**Visitor Centers:** After a busy and successful summer season, we look forward to the approach of the fall season. Our Junior Ambassador program has completed and was a very good experience for all. We always hope these ambassadors enjoy their time with us and learn as they work. As this is usually their first employment, they are learning skills that we hope they can use for a lifetime. As usual, mid-August sees students returning to school and as a result, our visitor numbers drop a bit. We do look forward to a busy Labor Day weekend and will see September and early October busy as well with the changing of the fall colors. We understand the summer tourists for the most part are driving and may receive complaints as happened this spring about traffic on highway 82, the upcoming bridge construction and the unexpected amount of time it takes just getting in to town. Once here, they have been expressing frustration about the parking situation. All summer the public parking garage has been full by about 11:30 AM daily. We then direct them to residential areas to search for a spot and hope they have not wasted too much of their day. We do the best we can to make their visit enjoyable.

**Airport Guest Services:** Fortunately, with the Lake Christine wildfire under control and the TFR lifted, the airlines have resumed a normal flight schedule for August. Flights arrived mostly full the first half of August, with many wedding attendees and families getting their last week of vacation before school starts. We are entering the off season with flights reducing to 12 to 13 per day in September, this is 2 to 3 more flights than last September. American Airlines will continue to serve ORD through September and DFW year round, Delta will serve SLC year round and United will continue to serve ORD and LAX through October and Denver year round. We will reduce our staffing schedule accordingly. The Airport will participate in an Airport Emergency Drill on September 14<sup>th</sup>.

**Destination Marketing:** The marketing department has approved strategic direction for the 2019 evolution of the Defy Ordinary Campaign and will conduct a photo shoot 9/8-9/11. In collaboration with the USFS, Aspen Skiing Company, City of Aspen, RFTA, and Pitkin County, ACRA Destination Marketing assisted in the planning of the 40<sup>th</sup> Anniversary Celebration of the Maroon Bells Shuttle on 8/28. Please save the date for the Tourism Outlook, scheduled November 13<sup>th</sup> at 9am, location forthcoming. The PR team hosted several UK media in partnership with Snowmass Tourism. The sales team hosted several site visits for future programs including the potential for Mountain Travel Symposium in April 2021. The team hosted 13 wedding planners for the wedding FAM trip that introduced them to local wedding hotels, venues, and businesses.

**Operations:** It has been a busy summer down at the ACRA office. We had a successful group of Junior Ambassadors who wrapped up the season at the beginning of August. We wish them luck in their new school years. We are still seeing more and more people using the outdoor seating and kids playing the games we added this summer. We'd like to thank all of our staff and Junior Ambassadors for a great summer and are looking forward to a crisp fall.

**Save the Date:**

2018 Afternoon Blend

Thursday, September 6

Sundeck on Aspen Mountain

Upload 2:30pm/Program 3:00p – 4:00p/Social Hour 4:00pm – 5:00pm

Tickets: Members \$40 Non-Members \$55

Please RSVP to 925-1940