

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
February 2017**

Special Events

Reminder: Passes are currently on sale for the 2017 FOOD & WINE Classic in Aspen June 16 -18, 2017. Consumer and Restaurant Trade passes are \$1,550 (+ tax) and increase to \$1,650 (+ tax) after March 1st, contact Stay Aspen Snowmass to purchase. For more information on this year's event, please visit <http://www.foodandwine.com/classic>.

Volunteer Team registration for the FOOD & WINE Classic begins online March 1, 2017 at 9 a.m. For more details and to register, visit <https://www.aspenchamber.org/events/acra-annual-events/food-wine-classic-aspen/food-wine-volunteer-application>

Membership

Completed the 2016/2017 annual ski pass audit. This year 36 companies were audited, representing 10% of the membership that purchased ski passes. Working with Kathleen Wanatowicz from PR Studio on the 2017 membership survey. Results and the Executive Summary will be presented at the Community Breakfast on April 6, at the Doerr Hosier. The preliminary agenda for the breakfast includes presentations from the City of Aspen on the pedestrian mall, transportation, and the proposed formula retail regulations. Membership is currently working on the 2017 Business Directory. The Business Directory will be available April 15 if we stay on our current timeline. The Annual Report will be mailed to the membership on March 1, if you would like to see it prior to the mailing please stop by the ACRA office.

Visitor Center

Following the XGames, the first two weeks in February are a quieter time. However, we are seeing large groups, particularly from South America and Australia. With milder temperatures, we are also having day trip visitors from neighboring ski areas here for just the day to explore Aspen. Many come by car especially from Breckenridge and Vail.

Airport Guest Services

February flights have been full with many families arriving from the East and West Coasts for winter break. March will be a challenging month with high volume traffic due to World Cup, spring break (all month) and Disabled Veteran's Ski Week.

Airport/United Airlines/Volunteers met to discuss preparation and logistics for Disabled Veteran's Ski Week (last week of March).

Destination Marketing/Sales

The destination marketing budget for 2016 generated \$216K over projected budget. We will present a budget for approval to City Council on March 28. Aspen has been featured in media outlets including Conde Nast Traveler, 5280 magazine, Washington Post and Observer among others. We are getting ready to launch our non-winter advertising campaign starting April 1 and running through September. We are making updates to the website including SEO improvements, landing pages and content refresh. The group sales team hosted 11 clients with potential group business for Aspen during the February meetings, incentive and association familiarization trip. The FAM trip included hotel tours, skiing, snowmobiling, historical tours and a networking après reception with local group vendor partners. The team represented Aspen during a destination sales mission to Dallas and Houston which included sales calls and sponsoring the Society for Incentive Excellence monthly chapter meeting. Aspen was also represented at the Luxury Meetings Summits in Southern California.

Operations

Debbie convened with the ACRA staff, Finance Committee and Executive Committee to complete the new mission statement to be approved by the Board of Directors at this month's meeting.
Nicole has started her HR Certification self-study course with a completion deadline of August 5th, 2017.

Save the date

Business after Hours

Aspen Kitchen

March 16, 5:30p – 7:00p

RSVP 925-1940

Community Breakfast

Doerr Hosier at the Aspen Meadows

Thursday April 6th, 7:30 a.m. -9:00 a.m.

Tickets \$35

RSVP 925-1940