

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
January 2015**

Special Events

Thanks for your support of Wintersköl. We hope everyone had an opportunity to enjoy the festivities!

The special events department is attending the Global Fat Bike Summit in Jackson Hole January 23 – 25th. ACRA recently hosted the second annual Fat Cycle Challenge as part of Wintersköl. We are looking forward to learning more about the fat bike industry and the possibility of hosting fat biking in our community in the future.

The FOOD & WINE Classic in Aspen takes place June 19 -21, 2015. Passes are currently on sale through Stay Aspen Snowmass. Consumer and Restaurant Trade passes are \$1,350 and increase to \$1,450 after March 15th. For more information on this year's event, please visit <http://www.foodandwine.com/classic>.

Membership

Membership finished 2014 strong, by year-end membership grew by 8%, exceeded 800 members and finished ahead of budget projections. Since November 2014, the Membership Department has hosted three seminars focusing on business development, two Business after Hours, the Wintersköl Awards Dinner and a Business Roundtable with the Aspen Skiing Company and Gina McCarthy who is the Administrator of the U.S. Environmental Protection Agency. 2014.

The 2nd annual Helen Klanderud Wintersköl Awards Dinner and Celebration was held January 7, 2015 at the St. Regis Hotel. The dinner was attended by over 225 business leaders and community members and was a tremendous success. The 2014 Business of the Year awards and Molly Campbell Service award were presented at the dinner. Congratulations to Busy Beavers Gardening who won the Business of The Year, and to the Aspen Valley Ski and Snowboard Club who was awarded the Non-Profit of the Year. Jayne Poss, the founder of the Roaring Fork Valley Early Learning Fund, whose signature program is "Raising A Reader," received the Molly Campbell Service Award. ACRA awarded three individuals the 2014 Defy Ordinary Award: Jon Peacock, our Pitkin County Manager; Skippy Mesirow from Aspen NextGen commission; and Maria Morrow, co-chair of the ACRA Public Affairs Committee and local attorney at Oates, Knezevich, Gardenswartz, Kelly & Morrow, PC.

Visitor Centers

Aspen seemed busier over the holidays this year than in past years with everyone enjoying their visits. The in-town Visitor Centers are getting ready for the X-Games. With the concerts taking place at Buttermilk this year, we are anticipating more requests for transportation information. We have definitely noticed more international guests who are coming in for information this time of year, and that should continue into February.

Airport Guest Services

The airport staff survived the busiest Holiday Season ever! And NO ONE contracted any germs! We received a long-anticipated and much-appreciated holiday gift. We now have two big flight screens on the wall – one for arrivals and one for departures. Changes were made to all airport screens (check it out on Channel 8) so information is much improved, accurate and is shown in different colors.

Our Defy Ordinary Aspen Service is moving along with an updated "How To Aspen" book, and Mystery shopping will be ongoing during the winter season.

Destination Marketing/Sales

Recent PR exposure includes Food & Wine Magazine, Architectural Digest, Dallas News, Travel & Leisure and other outlets. We are currently in production for both the Aspen-Snowmass Vacation Planner and the Aspen summer rack brochure. The vacation planner will have a new look this year – more visually-driven to attract visitors to the destination rather than heavy content. The dining listings will be removed from the vacation planner to allow more photographs but will continue to be included in the rack brochure. We have approved the 2015 media plan which will launch in April. Aspen has been awarded stage 3 & 4 of the USA Pro Challenge and we are planning a destination marketing campaign for the Aspen stage. A non-profit meeting is scheduled for end of the month to discuss upcoming PR and marketing initiatives that will focus on arts and culture. ACRA will host two fams focused on meetings, associations, and incentives in 2015. The fam invite generated over 30 new group leads. The sales team is also focusing on the wedding market and will be exhibiting at shows in our top feeder markets as well as hosting a wedding-specific fam in Aspen.

Operations

We've created a new, much-needed position, a full-time Office Manager. Ce-cie Kennedy, who was one of our part-time visitor services associates in town this summer, has been promoted into the new position.

Save the date

FOOD & WINE Classic in Aspen

June 19 – 21, 2015