

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
June 2016**

Special Events

Thank you for your support of the 2016 FOOD & WINE Classic in Aspen. What a spectacular weekend to showcase Aspen, we hope everyone had an opportunity to enjoy the event!

The Old Fashioned Fourth of July takes place on Monday, July 4th. Once again, the annual parade begins at 11:00 a.m. The City of Aspen is currently accepting parade registration forms; participation is free but registration is required, visit www.aspen4th.com for more parade information. From 8:00 p.m. – 10:30 p.m., ACRA will be hosting “Dancing In the Streets featuring Whitewater Ramble.” For a complete schedule of 4th of July events visit www.aspenchamber.org.

Membership

The 2016 FOOD & WINE luncheon was a tremendous success. 300 community leaders and business owners attended this year’s luncheon at the Hotel Jerome. Thank you to Nina Eisenstat for recommending and helping facilitate Laura Werlin to present. On June 8th, membership and Amanda Wagner from Colorado Health Links hosted a seminar and networking event at the Limelight Hotel to introduce the new wellness program. Membership along with the Junior Ambassadors have been canvassing the core handing out the new parking brochure. Feedback has been mixed, businesses acknowledged that the new fee structure has opened up more parking but some merchants feel that it sends a negative message to our guests that Aspen is too expensive. Considering it has been three weeks since the new parking fees have gone into effect, it is too early to get an accurate assessment of the pros and cons.

Visitor Center

June has been a very busy month so far. Tourism has returned and all visitor centers are seeing very good numbers. The new ACRA Business Directory has been sent out to all members. So far our visitors have been very pleased with their experiences in Aspen. We have not had many complaints about parking prices yet. There have been remarks about traffic coming into town. This summer the U.S. Forest Service will be moving back into their old location which will be a great help with hiking and trail conditions.

Airport Guest Services

Summer has kicked in gear with an increased flight schedule. United Airlines is providing direct service to and from Denver, Los Angeles, San Francisco, Houston, Chicago and American Airlines is providing direct service to and from Dallas/Fort Worth, Chicago and Los Angeles.

Airport’s PR campaign to alert FOOD & WINE travelers to arrive early for departures and check appropriate items was successful.

We are staffed and ready to welcome our guests!

Destination Marketing/Sales

The PR team hosted a media group from Germany in collaboration with Snowmass Tourism and is preparing for a media group from the UK in early July - as well as hosting domestic media throughout the summer. Recent PR coverage includes Financial Times, Forbes.com, Denver Post, Westword and other outlets. ACRA hosted the Travel & Leisure Travel Advisory Board for a travel trends lunch prior to the FOOD & WINE Classic. The marketing team is working on a creative refresh for the Defy Ordinary campaign which is planned for September. The non-winter visitor research is currently in progress and this year we have also partnered with Snowmass Tourism on additional research to survey Maroon Bells visitors this summer & fall. Surveys will be conducted by RFTA bus drivers on the return trip from Maroon Lake to Aspen Highlands. Survey results will be available November 2016. We partnered with the City of Aspen to brand the new Downtowner carts with Defy Ordinary Messaging. The sales team is preparing for tradeshow in Denver with

Successful Meetings at the end of June. The team is finalizing details for the wedding FAM in August and meetings and incentive FAM in September.

Operations

We have welcomed back our Junior Ambassador program with two returning students and two new students. They will be at the Rio Grande office assisting the guest services as well as running errands to our other locations.

Our account with Principal Financial Group has completed the transition with First Western Trust as our new 401(k) Advisor. Employees have been able to have individual meetings to adjust their plans with First Western Trust.

Save the date

Old Fashioned 4th of July

July 4th

Aspen Arts Festival

July 23rd – 24th