

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

Special Events

The 2016 FOOD & WINE Classic in Aspen is scheduled for June 17 – 19, 2016. We are pleased to announce the event is sold out of Consumer and Restaurant Trade category passes. Please contact Stay Aspen Snowmass in regard to waitlist availability for passes. For more information on this year's Classic visit <http://www.foodandwine.com/promo/events/2016-aspen-classic/classic-main>.

Aspen's Old Fashioned Fourth of July will be celebrated on Monday, July 4th. We are in the process of updating the 4th of July schedule of events. The 2016 schedule will be available on our website at the end of April.

ACRA will join Howard Alan Events to present the 14th Annual Aspen Arts Festival July 23 & 24, 2016. Booths will be located along Monarch Street between Durant Ave and Hopkins Ave. showcasing some of the nation's finest artists. The Festival will provide an opportunity to experience a broad range of creations from life-size sculptures, photography, glass, paintings, ceramics, one-of-a-kind jewelry, and mixed media. ACRA will also showcase Aspen artists in our local section. Interested local artists should contact Brittany Zanin, bianca.zanin@aspenchamber.org, for more information.

Membership

Completed the 2015/2016 annual ski pass audit. This year 42 companies were audited; representing 10% of the ACRA membership that picked up ski passes for the 2015/2016 ski season. Membership brochure will arrive this week and the 2016 Business Directory will be available at the end of April. The 2016 Membership Survey closed last Wednesday and the response was just over 20%, which is in line with last year's response rate. The results will be presented at the "Community Breakfast" on April 6th, at the Doerr-Hosier. Membership is heading into the heaviest invoice cycle of the year, over 60% of the membership has an April renewal date.

Visitor Centers

March has proved to be a very busy month with steady numbers of visitors at all three in town information desks. With the closure of Glenwood Canyon, there were a number of very irritated travelers who were instructed either by people in Glenwood Springs or by GPS to try to drive over Independence Pass. This was a bit of a challenge, explaining their trip was going to be at least 5 hours longer. By the end of the week things smoothed out as the word spread to not head for Aspen. I think we may see some changes in numbers of visitors ahead with the construction of the bridge in Glenwood Springs this spring but right now we are seeing great spring break numbers.

Airport Guest Services

March has been a really busy month at the airport and the guest service staff has NEVER lost their kindness and patience! The Vets arrive for their Sports Week the first few days in April and depart on April 9th and 10th. Here is some flight information for the month of April as you plan your travel: American Airlines end their flights on April 4th; Delta is not flying in April; United Airlines non-stop flights to LA, Chicago, Houston and San Francisco will all operate through April 4th; on the 9th there will be non-stops to Chicago, San Francisco and Los Angeles; On the 10th there will only be nonstop flights to Chicago, and starting the 11th all flights will be between Aspen and Denver. Departure times from Aspen are: 7 a.m., 12:42 p.m., 3:53 p.m. and 5:02 p.m.

Destination Marketing/Sales

The PR team hosted a media event in Denver on March 22nd with Aspen's arts and culture organizations with more than 25 media attending. Recent press coverage includes pick up of the Secret Season promotion in USA Today and 11 other outlets as a result of ACRA's pitching efforts. Other coverage includes vogue.com, savoteur, smarter travel, Washington Post and other outlets.

We are promoting new air service including a collaboration with Aspen Skiing Company and Snowmass Tourism to promote American service from Chicago with banners in Chicago's Union station as part of a Colorado Tourism buy-out to promote the state. We are also promoting United's San Francisco summer service by targeting the market in our main leisure campaign, PR pitching, and an advertorial with San Francisco magazine. Our new Aspen Inspiration Guide is available digitally on our website: <http://www.aspenchamber.org/vacation-guide> and the printed version will be in market by end of month. This is a premium brand piece which will have targeted distribution. The summer rack brochure will be available mid-April and will be distributed at DIA and Denver/Front Range in place of the Vacation Planner, as well as throughout town and at the Colorado Welcome Centers. The sales team represented Aspen at Retreats Resources' Florida Roadshow in Miami and Tampa and Plan Your Meetings event in Silicon Valley.

Operations

Improving the wellness program for full time employees has been a main focus for Nicole the last few months. Working closely with HealthLinks, Nicole applied and received a \$1000 grant to help fund the wellness program initiatives. With the grant, Fitbit's were purchased for every full time employee! The Fitbit's will be used in conjunction with the Virgin Pulse wellness program where employees can track everything from steps and exercise to healthy eating habits and hobbies. The employees can also challenge each other on the platform to encourage participation. The program starts on April 1st and everyone is very excited to start. By participating in the Virgin Pulse wellness program, the ACRA will receive discounts on their workman's compensation policy as a bonus!

Save the date

Community Breakfast

Wednesday, April 6th 2016

7:30 a.m. – 8:00 a.m. City Expo & Reception

8:00 a.m. – 9:30 a.m. Breakfast

Tickets \$35 ACRA members, \$50 Non-Members

RSVP 970-925-1940

Cocktails & Compliance

Tuesday, April 12th 2016

Woody Creek Distillers

60 Sunset Dr., Basalt CO

RSVP Kristen.Echols@myfw.com

Description:

We all know regulatory compliance is both necessary and boring, right? Well, we can't change the necessary part, but we can try to make it a little more fun. How? By mixing it with great refreshments and good food from the Woody Creek Distillery! Please join us on Thursday, April 12, at the Distillery for some smart information on impending changes in both healthcare and retirement plan regulations. These are two areas that are seeing increased complexity of regulation and litigation, making it even more important that you keep up to speed to protect your business and your retirement assets. To help you through all the new information, we're happy to provide delicious food and refreshments.