

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

**Special Events**

The FOOD & WINE Classic is quickly approaching and opportunities to experience The Classic are still available! Lace up your running shoes and hit the pavement with your favorite chefs. Registration is currently open for the FOOD & WINE Classic in Aspen 5K Charity Run, presented by Acqua Panna, benefitting Wholesome Wave. The run is open to everyone and will take place Friday, June 15th at Rio Grande Park starting at 7 a.m. visit <https://runsignup.com/Race/CO/Aspen/FW5K> to register. On Sunday, June 17<sup>th</sup> wrap up the weekend at the Farewell Brunch. Each year, FOOD & WINE editors embark on an epic year-long road trip, traveling the country in search of America's most exciting, important, and delicious new restaurants. Classic attendees will have the opportunity to try dishes from all ten of F&W's 2018 Restaurants of the Year at a once-in-a-lifetime walk-around brunch experience. To purchase tickets, for more information and a full schedule of FOOD & WINE events, visit <http://www.foodandwine.com/promo/events/aspen-classic/classic-main>. Reminder, registration and pass pickup for The Classic will take place at the Wheeler Opera House box office located at 320 East Hyman Ave. Registration/pass pick-up hours are Thursday, June 14th 11 a.m. – 6 p.m., Friday, June 15th 8 a.m. – 6 p.m., and Saturday June 16th 8 a.m. – 2 p.m.

ACRA is currently accepting parade registrations for the Old-Fashioned Fourth of July. For schedule of events and to register for the parade, please visit <https://www.aspenchamber.org/events/acra-annual-events/old-fashioned-4th-july>.

**Membership:**

April and May are our biggest months for renewals. Over the past four weeks over 335 invoices have been sent out which represents 45% of the membership. Renewals and revenue are in line with projections. The 2018 Business Directory and Membership Benefits Guide have arrived and will be mailed out to the membership. June 11th TripAdvisor will be presenting a seminar for the membership on "Reputation Management", this will be free for ACRA members. Please rsvp to [eklanderud@aspenchamber.org](mailto:eklanderud@aspenchamber.org)

**Visitor Center:**

May has been a quiet month as usual giving our staff time to reorganize and regroup. We are planning a meeting in early June with various organizations to be briefed on summer information. These include The Forest Service, Aces and others. Most of our visitors are driving through the area as part of road trips through this part of the country. We have been receiving numerous questions regarding the traffic delays and the limited parking options. This is having an impact on travel plans and schedules and has taken some unexpected time from their days. One example of this was an elderly couple visiting Aspen from Germany who after being in traffic on Hwy 82 for more than an hour and finally getting to our visitor center here in town. They showed me their hotel reservation sheet looking for directions and they were staying at The Inn at Aspen. Now they are headed back to Hwy. 82 and back in traffic. I'm afraid their experience here wasn't what they had expected.

**Airport Guest Services**

Our staff is taking advantage of the off-season to clean office, organize and update guest information in preparation for a busy summer season. Although the commercial flight schedule is down to 8 flights per day they remain mostly full. Due to a shortage of airport parking the weekend of May 19 & 20, Pitkin County sent out alerts advising travelers to make alternate travel arrangements to the airport if possible. Currently, adequate parking is available and travelers are welcome to call our airport guest services desk for updates.

### **Destination Marketing**

Aspen was recently highlighted in media outlets including Robb Report, Brides Magazine, Forbes online, Sunset Magazine and other outlets. We are gearing up to host media during the Food & Wine Classic and throughout the summer. We will host domestic media and international media from UK, Germany and Mexico in collaboration with Snowmass Tourism. The MAC is meeting on Wednesday, May 30<sup>th</sup> where four creative agencies will present for consideration for contract to begin January 1<sup>st</sup> 2019. Our “How to Aspen” campaign is now live providing information on everything from getting around town, arriving at the airport, proper trail etiquette, preventing wildfires, proper interactions with wildlife and more. The campaign is included on the website <https://www.aspenchamber.org/how-to> as well as 3 videos which will be released soon and social media. We have purchased a sponsorship on Open Summit platform which advises visitors on weather for 14'ers and other hikes. As part of the effort to educate the public on sustainable tourism, we will have 3 stories that live on the platform and will push out content gathered in collaboration with Mountain Rescue Aspen and U.S. Forest Service. The sales team represented Aspen at a Midwest Road Show this month in St Louis, Kansas City and Chicago as well as participating at US Travel Associations IPW show in Denver and Smart Meetings in Phoenix. We hosted a post IPW FAM in collaboration with Colorado Tourism and Aspen Skiing Company which was a delegation of 20 media and trade from marketing including China, UK, Germany and France.

### **Operations**

Debbie has been working with the ACRA team on the evolution of the Shop Aspen campaign, now known as Shop 7908 which will take place in July, and is enjoying some vacation time before the summer season begins. John is starting to settle into his role as the Executive Administrative Assistant. John has helped with assembling the new outdoor furniture for the ACRA office, which has been in use by many visitors already.

### **Save the Date**

#### **FOOD & WINE Classic in Aspen**

June 15<sup>th</sup> – 17<sup>th</sup>, 2018

#### **FOOD & WINE Membership Luncheon**

June 14th, 11:30 a.m. – 1:30 p.m.

\$60 for members, \$90 for non-members

RSVP 925-1940

#### **FOOD & WINE Classic in Aspen 5k Charity Run**

June 15th – race starts at 7am

#### **Aspen Arts Festival**

July 21st-22nd