

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

**Special Events:**

ACRA will be celebrating the joys of the holiday season with the 12 Days of Aspen. Once again, ACRA will be promoting the schedule of 12 Days of Aspen events taking place December 20<sup>th</sup> – 31<sup>st</sup>, 2018. The schedule, featuring holiday event listings from local businesses, is currently being finalized and will be available online at <https://www.aspenchamber.org/events/acra-annual-events/12-days-aspen> . For information on including your business's event, please contact [bianin@aspenchamber.org](mailto:bianin@aspenchamber.org) . The final deadline for event inclusion is October 26<sup>th</sup>.

The 68th Annual Wintersköl celebration will take place January 10 - 13<sup>th</sup>, 2019. "Aspen, Original by Design" was selected by the Wintersköl Committee as this year's slogan honoring the mission of the Bauhaus Centennial Celebration. The [bauhaus100: aspen](https://bauhaus100.aspen) celebration (<https://bauhaus100.aspen.org/>) will commemorate the influence of the Bauhaus on Aspen and reveal the many ways that it has impacted the City of Aspen, and continues to influence and inspire artists, designers, architects, landscape architects, musicians, and thinkers in Aspen and the Roaring Fork Valley. The slogan will appear on the 2019 Wintersköl button and promotional materials. ACRA is now seeking nominations for 2019's Wintersköl Royalty. Nominations for Royal Honorees are due November 2<sup>nd</sup> by 5 p.m. For more nomination information and selection criteria, please visit <https://www.aspenchamber.org/events/acra-annual-events/winterskol>. The 2019 Wintersköl schedule of events will be available online in November. For event submission information and to be included in this year's schedule, please contact [bianin@aspenchamber.org](mailto:bianin@aspenchamber.org).

Finally, the Special Events and Membership Departments have wrapped up their second year of the Shop Aspen/7908 summer campaign. From June – October, the ACRA implemented a heavy advertising campaign that targeted Aspen's local, destination and regional visitor in an effort to support local member businesses. We'd like to thank all the businesses that participated in our bi-weekly business spotlights, as well as the City of Aspen for partnering with us on the 7908 Reasons to Come to Town campaign. You can find the business spotlights on the ACRA website at <https://www.aspenchamber.org/7908reasons> .

**Membership:**

Members still have time to save on their 2018/2019 season ski passes, the next deadline is Friday, November 16<sup>h</sup>. Heading into October, membership has signed up a total of 67 new members compared to 77 at the same time last year. We will have a better idea of total members and retention of current membership by mid-November. October 2, the ACRA Outdoor Guide Coalition group hosted a symposium at the Limelight. The day included a meeting with U.S. Forest Service representatives where coalition members could communicate their challenges and concerns over user days, permits and a Q& A on how to improve communication between the guiding community and the Forest Service. There were also marketing presentations, a risk management presentation, a panel discussion and a keynote address by David Brow from American Outdoors. The founding members of the coalition group includes representatives from Aspen Alpine Guides, Aspen Outfitting, Blazing Adventures, Snowmass Creek Outfitters, the Aspen Skiing Company, and Ajax Adventure Camp. The event was a success and throughout the day 100 members attended the 4-hour event.

**Visitor Centers:**

Entering our shoulder season we are seeing a reduced number of visitors as is normal for this time of year. We are seeing many visitors from Europe and United Kingdom. The trend in the past few seasons has been the rental of RVs with these guests. This becomes problematic as parking in Aspen is already limited and these vehicles are usually too tall for the Public Parking garage.

After struggling to get into town on highway 82 and through the current construction detours, we try to encourage these guests to find parking in the residential areas if possible and explore the downtown on foot for shopping and restaurants.

**Airport Guest Services:**

LAZ Parking, the company that manages all airport parking, has finally reach an agreement with UBER (LYFT soon to follow) allowing drivers to operate at the airport. We hope this will help alleviate the long wait times passengers are experiencing for transportation to and from the airport. With only 8 flights arriving each day, our guest services desk is fairly quiet, providing time to organize and update our information materials and donate dated lost-n-found items.

**Destination Marketing:** The marketing department was awarded the DMA – West Best Ideas award for the How To Campaign & Aspen Pledge. Debbie Braun received the award at the September DMA – West Conference. The Aspen Field Guide has been delivered and will be distributed on a direct request basis and we are exploring partnerships to target a highly influential market for distribution. Eliza spoke on the Outdoor Guide Symposium Panel at the beginning of the month highlighting the importance of sustainable tourism. City Council provided a budget number of \$2,853,480 for 2019, the staff has planned a budget against this number and will be presenting at the November 13<sup>th</sup> Tourism Outlook. The team is attending the Governor’s Tourism Conference in Vail currently. Together with Debbie, the PR team attended the Adventure Travel World Summit in Tuscany this month. Also of note is recent coverage in Departures following hosting the writer, Kate Donnelly, in August: <https://www.departures.com/travel/what-to-do-aspen-not-skiing>. We have extended a full time offer to Jessica Hite, who previously worked with us on a part time basis. Jessica will join us November 7<sup>th</sup> as the Senior Marketing Manager. The sales team represented Aspen at the Connect Tech Medical tradeshow and IMEX America tradeshow in the Destination Colorado booth. The sales team is working on the proposal to host Mountain Travel Symposium in April 2021 in partnership with the community partners. The team hosted an individual tour operator FAM from Voyageurs du Monde in France and a group FAM for FTI from Germany through the Colorado Tourism Office. The February 10-13, 2019 meeting FAM invitation has been sent to our group and meeting planner database.

**Operations:**

Debbie has been out of the office in Italy for the past two weeks attending the Adventure Travel World Summit. We’ve been working on the 2019 budget, the Board election, and the RFP for financial services. The City has installed heaters in the ACRA office, so hopefully this winter everyone will be warm! In preparation for our new employee, Jessica, we had a bit of an office shuffle and moved a few people around. We are excited to for Jessica to rejoin the team.

**Save the Date:**

November 13<sup>th</sup>  
Tourism Outlook Forum