

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS  
PRESIDENT AND STAFF REPORTS  
September 2017**

**Special Events**

ACRA's event staff has already begun plans for the 2018 FOOD & WINE Classic in Aspen which is scheduled to take place June 15<sup>th</sup> – 17<sup>th</sup>, 2018. The event staff from FOOD & WINE will be in Aspen September 26<sup>th</sup> – 28<sup>th</sup> gearing up for next year.

ACRA's winter events are right around the corner, the 12 Days of Aspen returns December 20<sup>th</sup>- 31<sup>st</sup>. ACRA is in the process of compiling the schedule of events. Please contact Brittany Zanin at [bzanin@aspenchamber.org](mailto:bzanin@aspenchamber.org) should you have an event to include on this year's schedule. The 67<sup>th</sup> Wintersköl celebration takes place January 11<sup>th</sup> – 14<sup>th</sup>, 2018. The annual slogan contest will begin September 18<sup>th</sup>. Entries will be accepted through Friday, October 6<sup>th</sup> by 5 p.m. The slogan will appear on the Wintersköl button and promotional material. The winner will receive one pass to the 2018 FOOD & WINE Classic in Aspen (pass valid for all Grand Tasting; Seminars on a space available basis only.) For more information on the slogan contest, visit [www.aspenchamber.org](http://www.aspenchamber.org). A complete schedule of Wintersköl 2018 events will be available in November.

**Membership**

The 2017 Afternoon Blend on September 7<sup>th</sup> at the Sundeck was attended by over 250 members and community leaders. Thank you to the Aspen Skiing Company for co-hosting this annual event, and thank you ACRA members for attending. The ACRA membership team worked at the Aspen Mountain ticket office September 13<sup>th</sup> thru September 15<sup>th</sup>, processing memberships and ski pass vouchers. Still calculating new members and retention of current members, so far both are looking very positive. Moving forward the membership department will start updating information on the member side of the website, specifically the copy and reports that are available. Focus will be on providing information that is relevant and informative to conducting business, including demographics, market data both commercial and residential, employment trends, economic sustainability, and employee sustainability.

**Visitor Center**

September has been busier than usual with a great deal of international visitors. We are receiving numerous calls concerning the approaching fall colors. We have routinely been in touch with The Forest Service concerning the camping and RV situation as the closure of Difficult Campground and the Aspen Basalt Campground in Basalt have made camping in the Aspen area very limited. They have also advised us that for the leaf looking season, camping in this area is almost entirely booked.

**Airport Guest Services**

Our summer season flight schedule was smooth with few cancellations, diversions or delays. TSA announced new screening procedures will take effect in November, which could result in longer waits for security check-in. Airport facilities and operations are taking advantage of the off season to make repairs, upgrades and improvements for the upcoming winter. Guest services staff has cut back to two shifts per day for the off season.

**Destination Marketing**

Aspen Snowmass is featured in international publications including Reforma and National Geographic Traveler (Mexico) and Good Things Magazine, Men's Health and The Independent (UK) following our international media visits this summer in collaboration with Snowmass Tourism. More features are expected to follow from the UK, Mexico and Germany. Aspen Summer Holiday, an event brought to Aspen by Men's Vows, had a successful inaugural event. Press coverage for the event included Mile High Gay Guy, Out Traveler, Aspen Times, Aspen Real Life and Aspen 82. We are currently planning for the Tourism Outlook on Wednesday

October 18<sup>th</sup> – agenda to follow. We are also planning our 2018 strategies and media buy. Julia is attending the Skift Global Forum in NYC September 26-28th featuring leading innovators in the travel industry. The group sales team hosted their final 2017 familiarization trip this month for corporate, incentive and third-party meeting planners. The planners toured meeting and event hotels and venues; experienced outdoor activities and cultural institutions; and networked with the hotel group sales managers. The team is working to qualify attendees for the 2018 FAM trips and generating new leads through the invitation.

## **Operations**