

A scenic mountain road with a cyclist in autumn. The road is paved and curves through a valley with vibrant yellow and green foliage on the left and a dry, grassy field on the right. In the background, there are steep, rocky mountains under a clear blue sky. A lone cyclist is visible on the road, heading away from the viewer.

ASPEN DEFY ORDINARY
Tourism Outlook
2020 & Beyond

ACRA & DESTINATION MARKETING



Destination Marketing → Management



WHY IS MANAGING OUR DESTINATION SO IMPORTANT?

§ **Travel continues to grow world-wide,
impacting destinations**



§ **Social Media Affect**

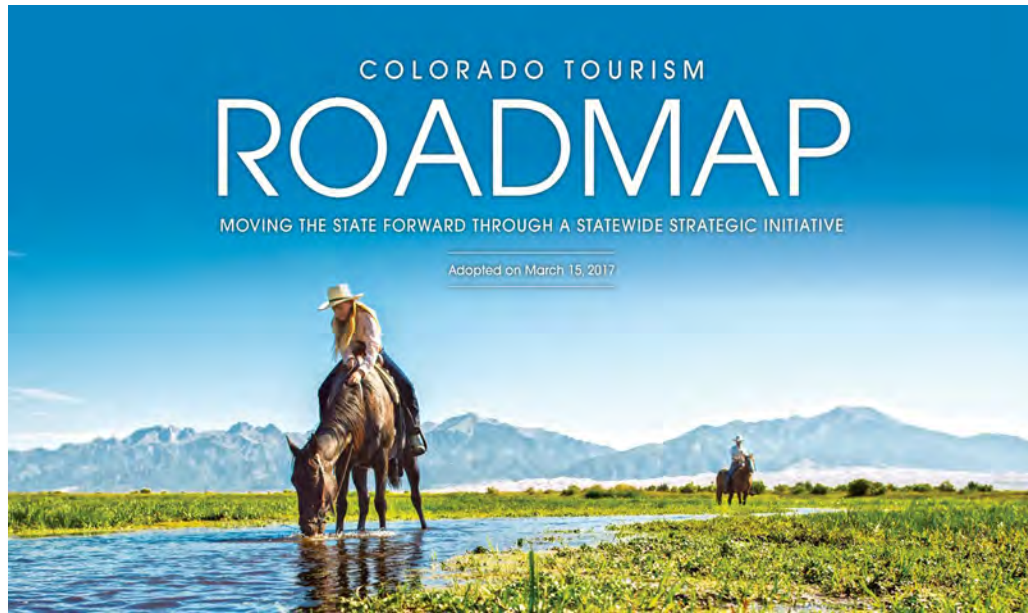


WHY IS MANAGING OUR DESTINATION SO IMPORTANT?

- 🌀 **Today's traveler demands sustainable initiatives**
- 🌀 **Visitor Experience should be positive and authentic**



Destination Management & Sustainability



A strategic plan for the Colorado tourism industry.



"Be a Responsible Island Traveler
Join us in enjoying and protecting the islands we love."

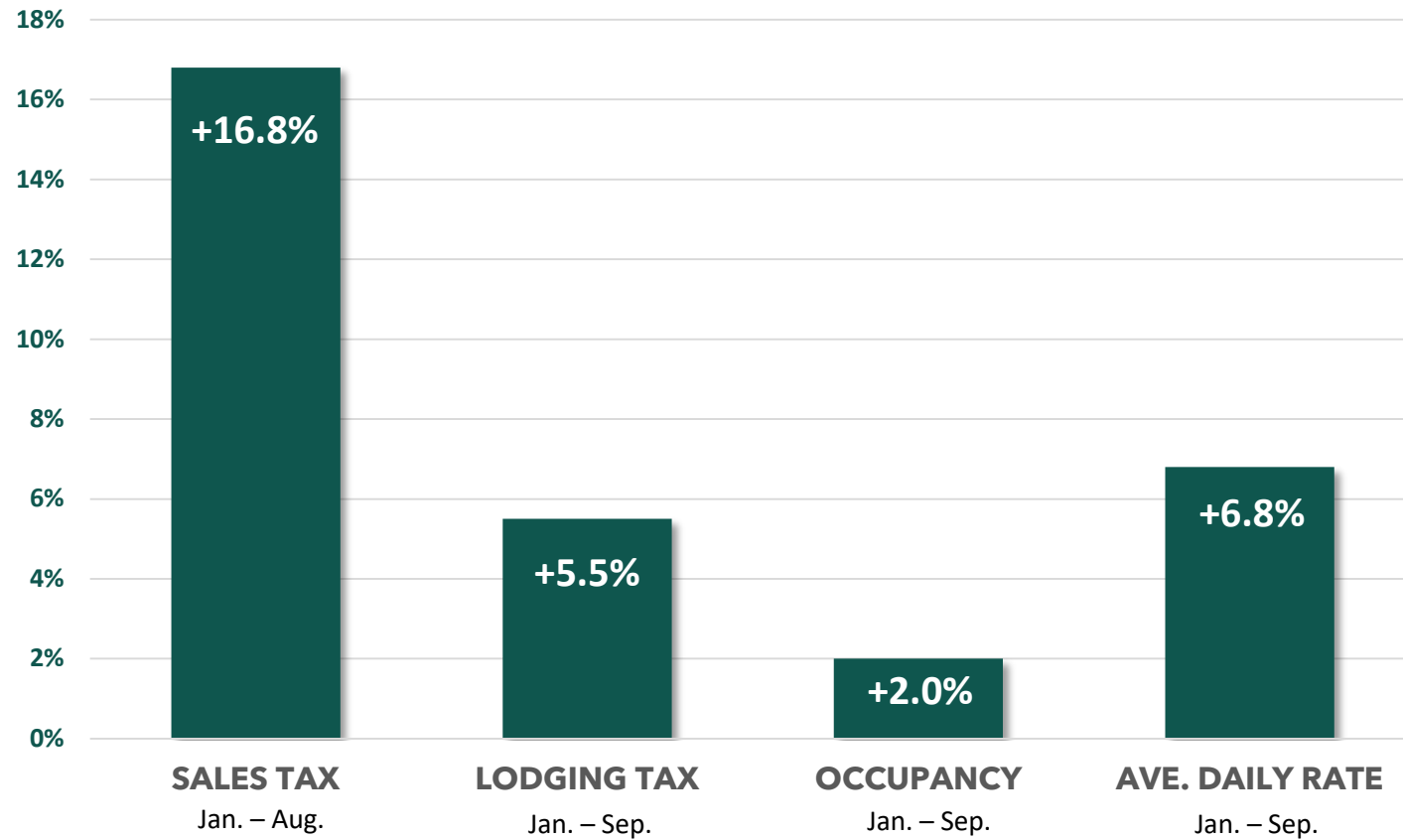


Sustainable Business Training & Certification



Management & Sustainability in Aspen

A snapshot of 2019



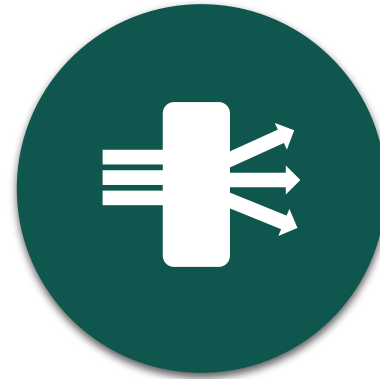
Themes for Destination Management



RESEARCH



COLLABORATION



DISPERSION



EDUCATION





RESEARCH





- 🍷 Arrivalist
- 🍷 AirDNA
- 🍷 DestiMetrics
- 🍷 Summer Intercept Survey
- 🍷 Tourism Sentiment Survey
- 🍷 Arts & Culture Economic Impact



COLLABORATION





COLLABORATION

Legacy Partnerships

- ☞ City of Aspen
- ☞ Aspen Skiing Company
- ☞ Snowmass Tourism
- ☞ Lodging Partners
- ☞ Arts & Culture Non-Profits
- ☞ Air Service Sustainability

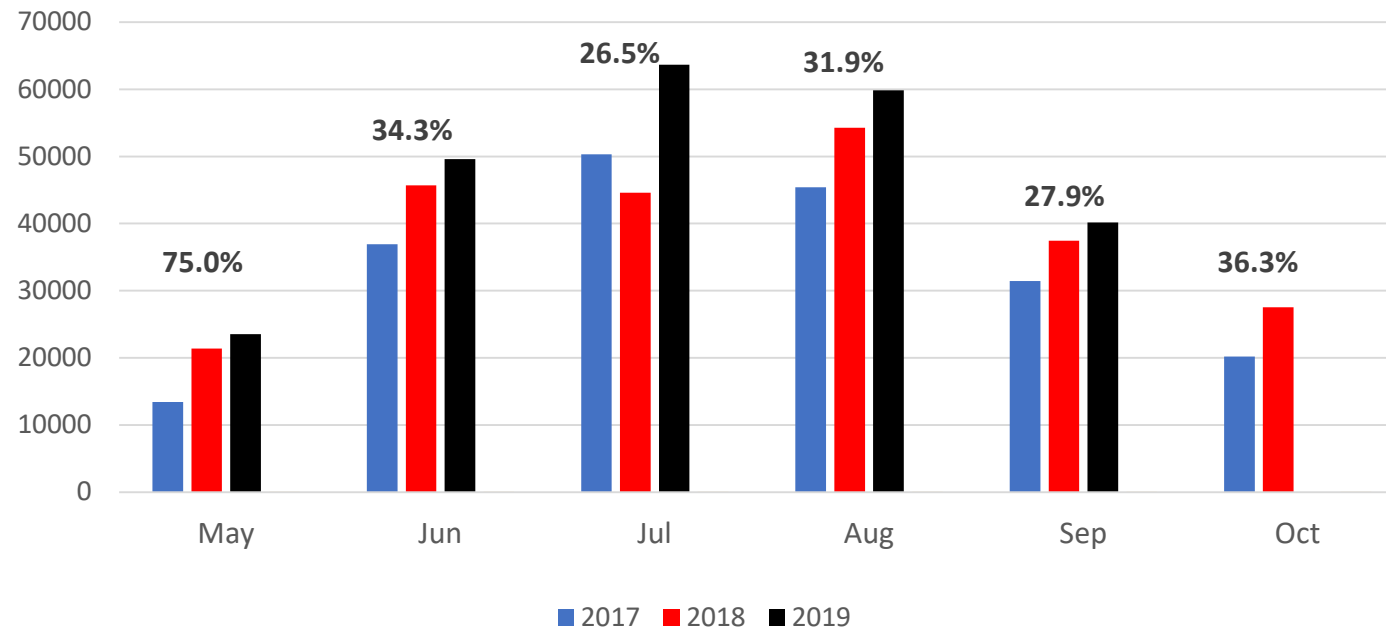


SUMMARY OF MAY – October ASE COMMERCIAL ACTIVITY

- ✓ Passenger activity at ASE has grown by > 25% in every month from May – October since 2017.
- ✓ May and October are the two months with the most significant growth at ASE.

Total Arriving & Departing Pax at ASE

% increase by month since 2017





COLLABORATION

White River National Forest

- ⌘ Consistent messaging to stakeholders
via ACRA website, social media,
member businesses, sales initiatives
- ⌘ Utilizing RFTA and visiting mid-week
is the best way to the bells
- ⌘ Discouraging individual cars
accessing outside of bus service
hours

View video on: <https://www.aspenchamber.org/how-to/get-outside/enjoy-maroon-bells>





COLLABORATION

Colorado Tourism Office (CTO)



CTO Japanese FAM Trip





COLLABORATION

bauhaus
aspen

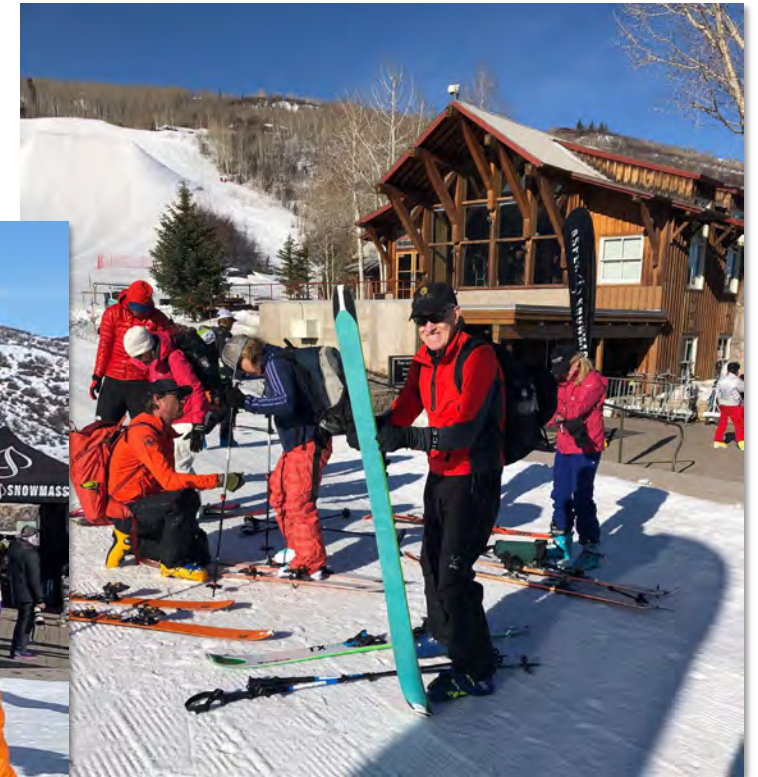




COLLABORATION



CITY OF ASPEN





COLLABORATION



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

IMBA Ride Centers





DISPERSION





DISPERSION

By Season – Spring – Extend the Season

- ⌘ Promoting May – Early June (Pre F&W)
- ⌘ Targeting Denver & Front Range
- ⌘ RTD Green Line 3.5M Impressions





DISPERSION

By Season – Spring, Groups

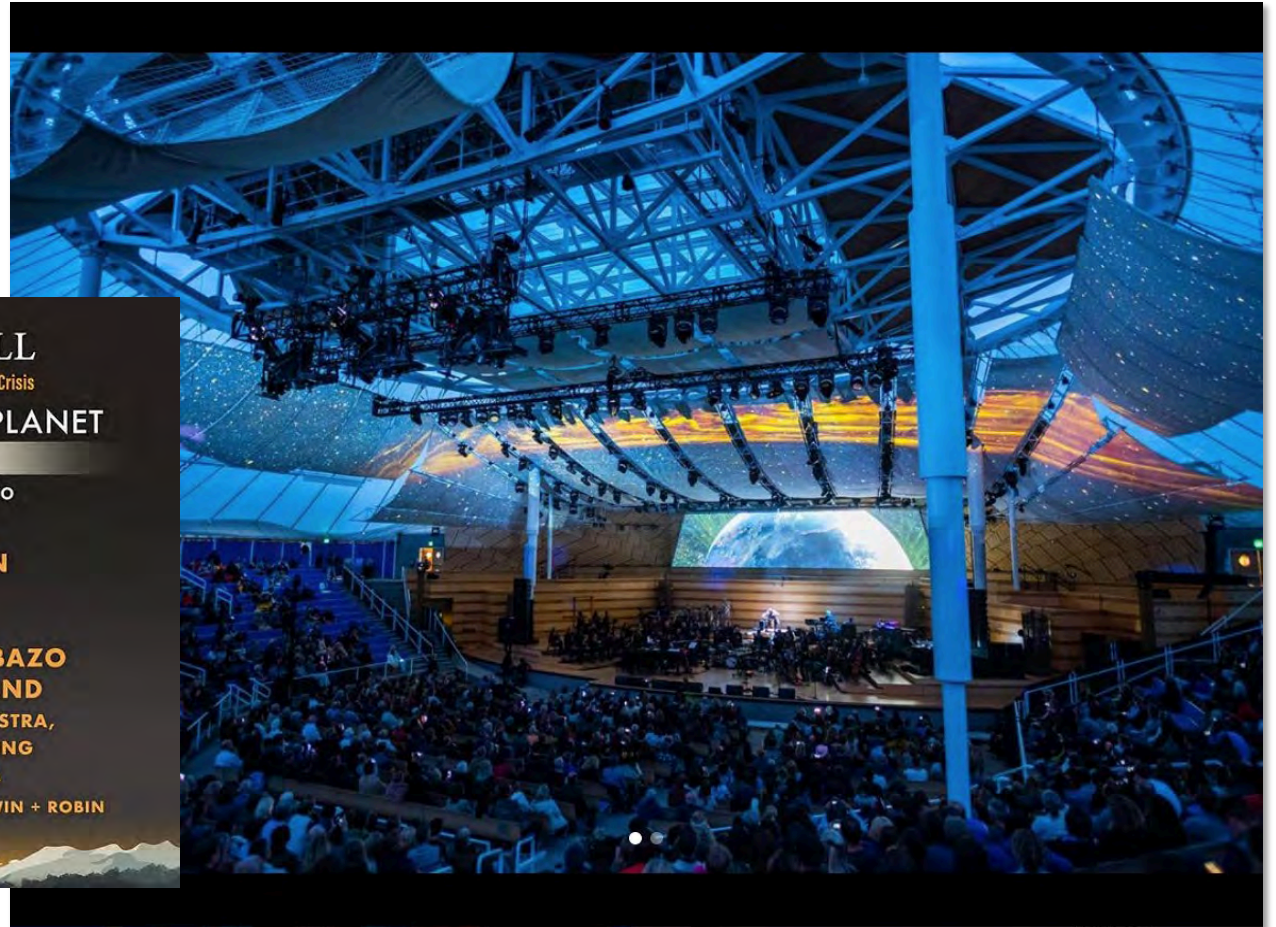
 **EARTH'S CALL**
Funding Innovative Solutions To Fight The Climate Crisis

CONCERT TO HEAL THE PLANET
May 18, 2019 | 7PM MT
Live from Aspen, Colorado

COLBIE CAILLAT
ANTHONY HAMILTON
MICKEY HART
PATTI LABELLE
LADYSMITH BLACK MAMBAZO
THE ALAN PARSONS BAND

PLUS: EARTH'S SYMPHONY ORCHESTRA,
LED BY GRAMMY AWARD-WINNING
CONDUCTOR CHECHE ALARA

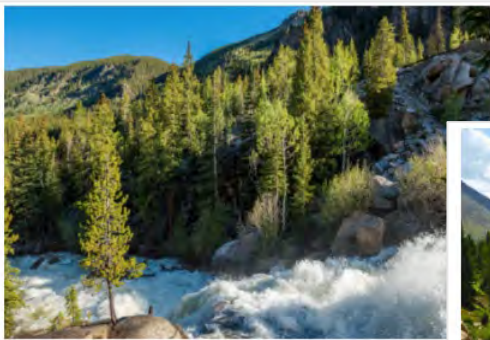
AND MESMERIZING VISUAL EFFECTS BY BATWIN + ROBIN



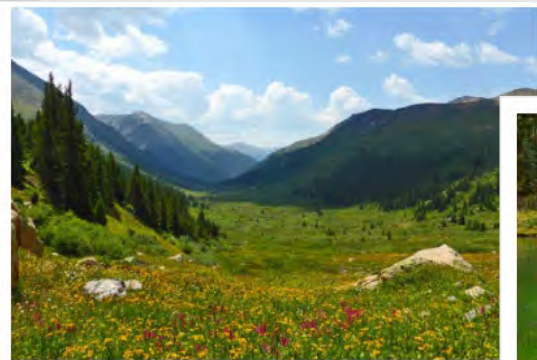


DISPERSION

Peak Summer Season, Alternate ways to recreate



5 Gorgeous Alternatives to the Maroon Bells



5 Lesser Known Hiking Trails



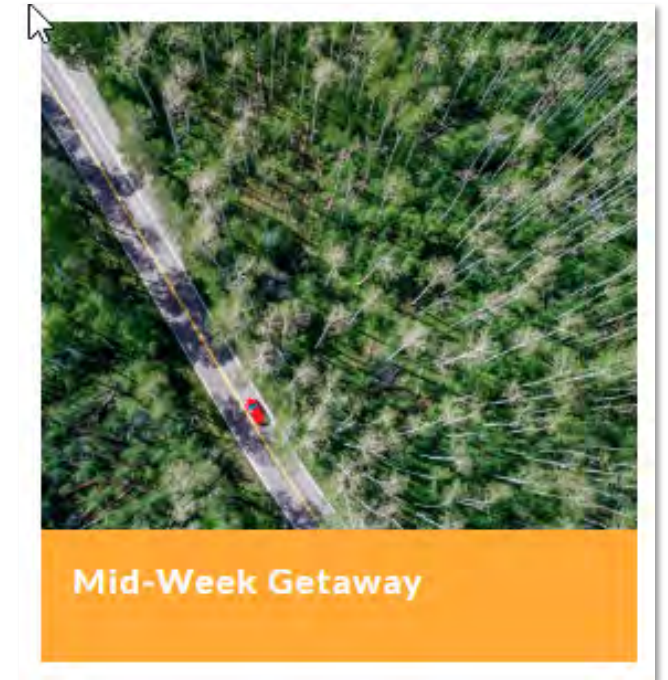
Wildlife Safety Tips





DISPERSION

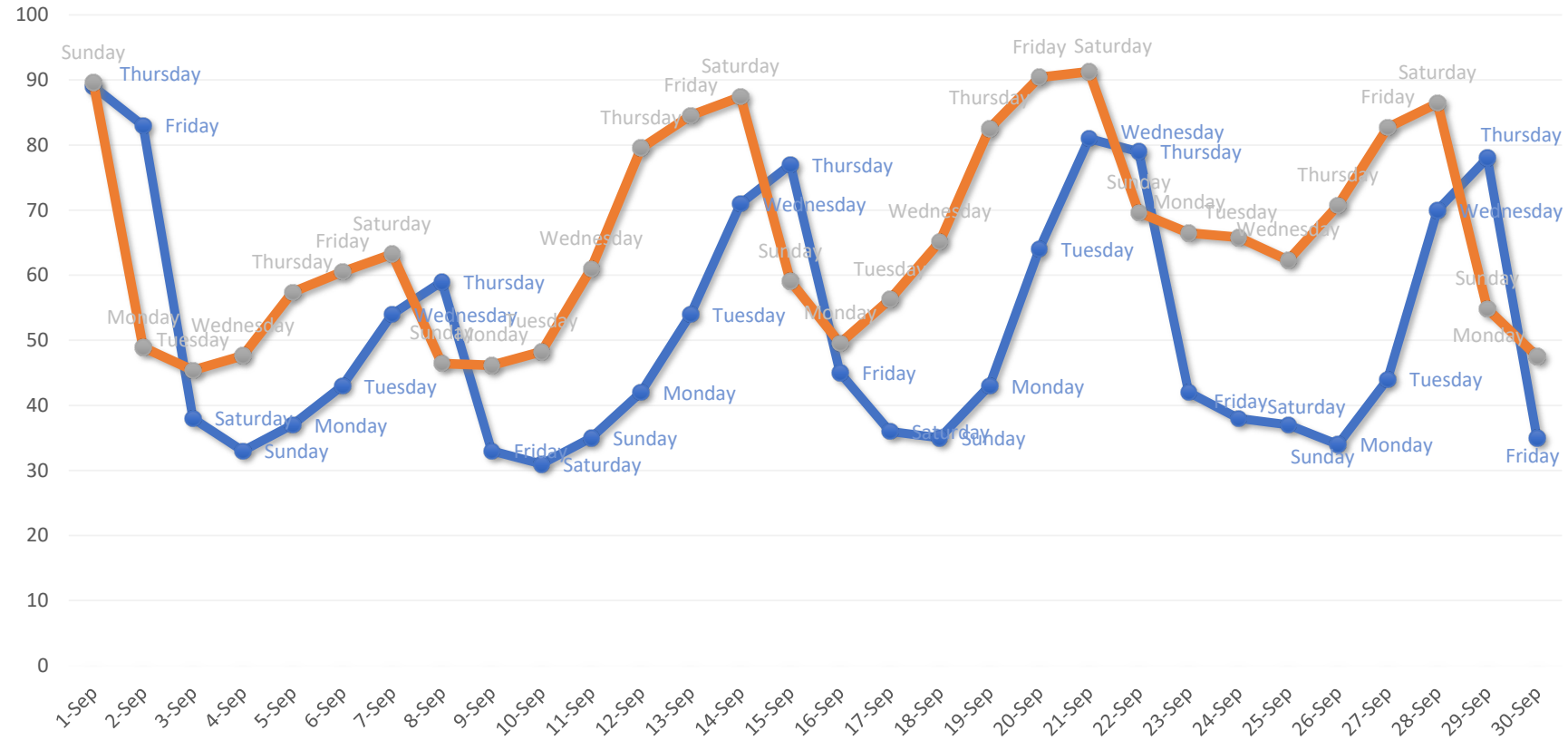
Fall, Midweek vs. Weekend Travel





DISPERSION

Occupancy - Sept. 2011 vs. 2019





EDUCATION





EDUCATION

Destination Marketing Accreditation Program

Destinations International Accreditation Program serves as a visible industry distinction that defines quality and performance standards in destination marketing and management.

7 Months

119 Standards





EDUCATION

"How to" - Content Creation

- ⌘ To educate visitors on how to best enjoy our natural resources responsibly.
- ⌘ Content and videos promoted on aspenchamber.org, print collateral, social platforms and at the four visitors' centers.

HOW TO

BOOK YOUR TRIP
Call a local vacation expert at 800-670-0792

Arrive	Depart	Adults	Children	
09/07/2018	09/10/2018	2 ▼	0 ▼	Go

We want to set you up for success in regards to Aspen; whether you have questions regarding how to get here, how to adjust to altitude, how best enjoy the 4th of July or hiking with your dog, we have put together lists of tips and pointers straight from our genuine local perspective. If you think we're missing something, please feel free to reach out: info@aspenchamber.org we'd love to hear how we can improve the visitor experience and prepare you for your best possible vacation.

GET HERE

ENJOY ASPEN

GET OUTSIDE



View “How To **Carry your Skis**” Video here:
<https://www.aspenchamber.org/how-to/get-outside/winter>





EDUCATION

The Aspen Pledge

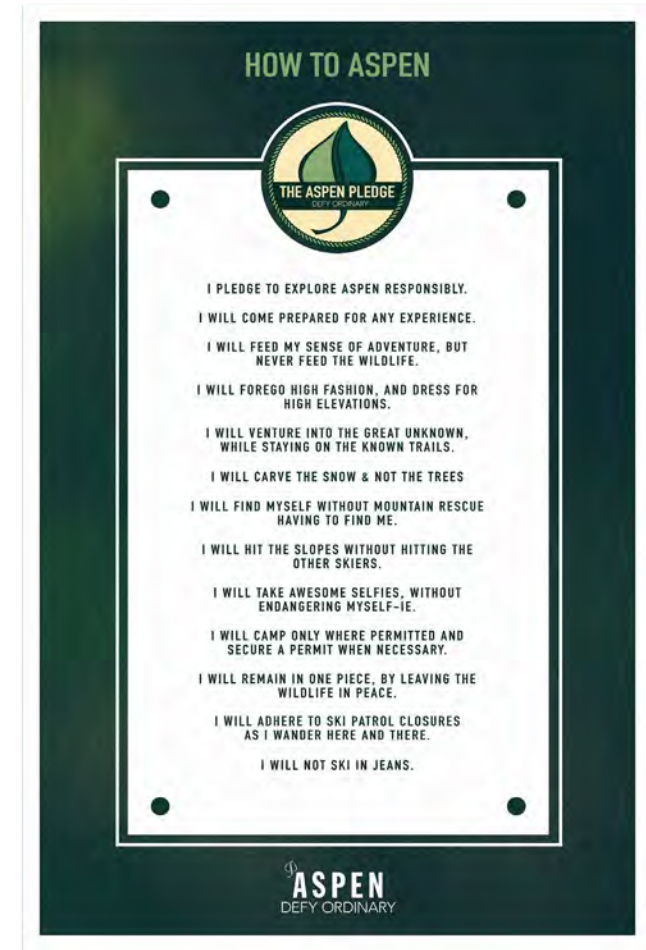


I Pledge to Explore Aspen Responsibly.

I Will Venture Into the Great Unknown
While Staying on the Known Trails.

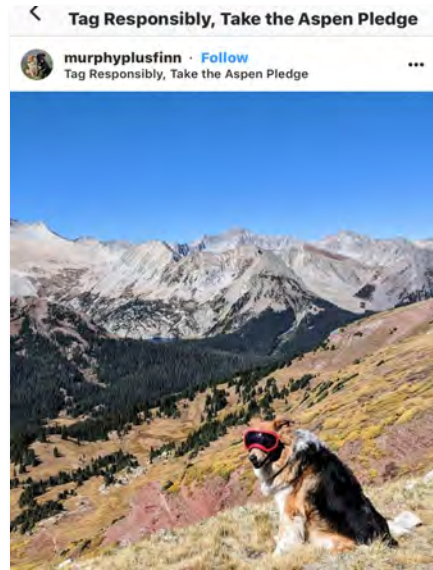
I Will Take Awesome Selfies, Without
Endangering Myself-ie.

I Will Not Ski in Jeans.



Social Media

"Tag Responsibly, Take the Aspen Pledge"





EDUCATION

Best First Point of Contact

- ⌘ 14 Lodge Partners
- ⌘ 211 Leads Year to Date
- ⌘ 46 FAM Attendees
- ⌘ Supporting \$1.8M in Group Lodging Revenue

[Home](#) / [Meetings & Incentives](#)

In Aspen, you will be greeted by a historic downtown boasting accommodations for your big or small group, serene natural surroundings that will call your group or attendees out to play after meeting hours and venues that have helped establish the city as one of the world's finest meeting and incentive destinations. When the meeting culminates, team-building and mind-enriching experiences are waiting to be seized; a vibrant arts and culture scene brings Aspen's colorful essence to life through world class ballet and the Aspen Music Festival; and culinary experiences are heightened by the flavors of locally sourced ingredients.

As a team, we are focused on helping you achieve your goals and hosting a meeting or incentive that leaves a lasting impression on your attendees. We are confident that it will be your best one yet. Let's start planning!



TOP TEN REASONS TO MEET IN ASPEN



SUBMIT RFP



MEET THE TEAM



MEETING PLANNER TOOLKIT



TEAM-BUILDING EXPERIENCES



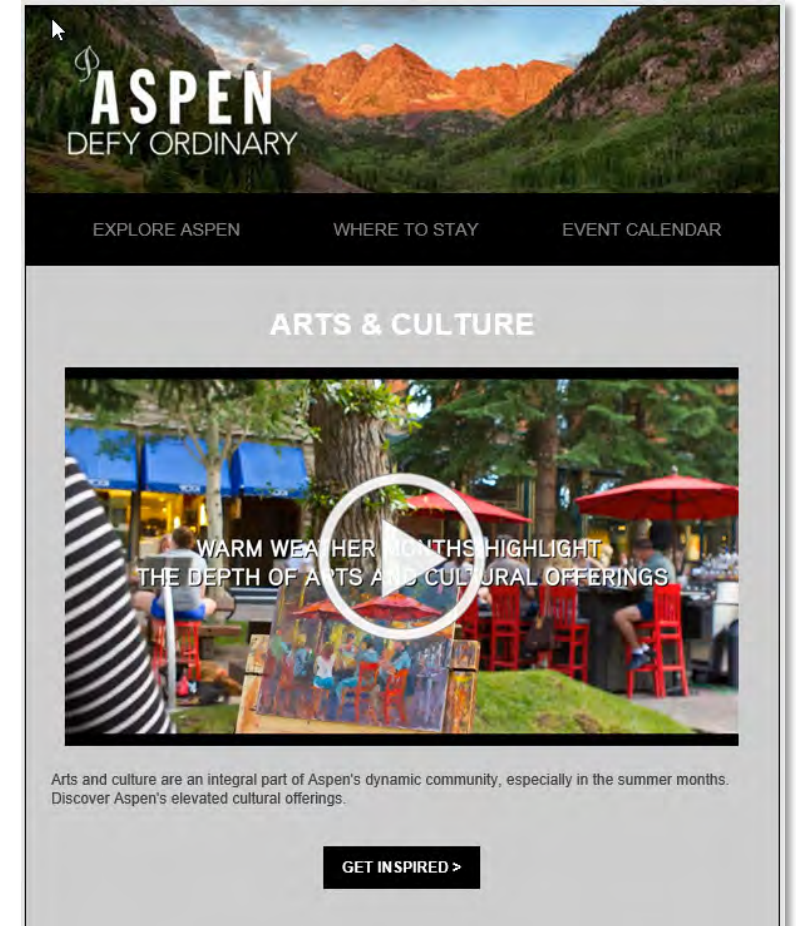
CORPORATE SOCIAL RESPONSIBILITY





Content Distribution

- ♻ Seasonal Brochures
- ♻ Aspen Chatbot
- ♻ Newsletter Redesign





ASPEN DEFY ORDINARY.

Looking Toward 2020

Destination Marketing Strategic Priorities

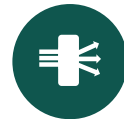
1. Be the foremost Destination Stewardship Organization
2. Continue to position Aspen as a premiere destination
3. Strengthen destination branding (visitor, local, business)



RESEARCH



COLLABORATION



DISPERSION



EDUCATION





RESEARCH

- ⌘ AirDNA
- ⌘ Arrivalist
- ⌘ Arts & Culture Economic Impact
- ⌘ DestiMetrics
- ⌘ Tourism Sentiment Survey

Potential New Vendors

- ⌘ AirSage
- ⌘ VisaVue
- ⌘ Destination NEXT

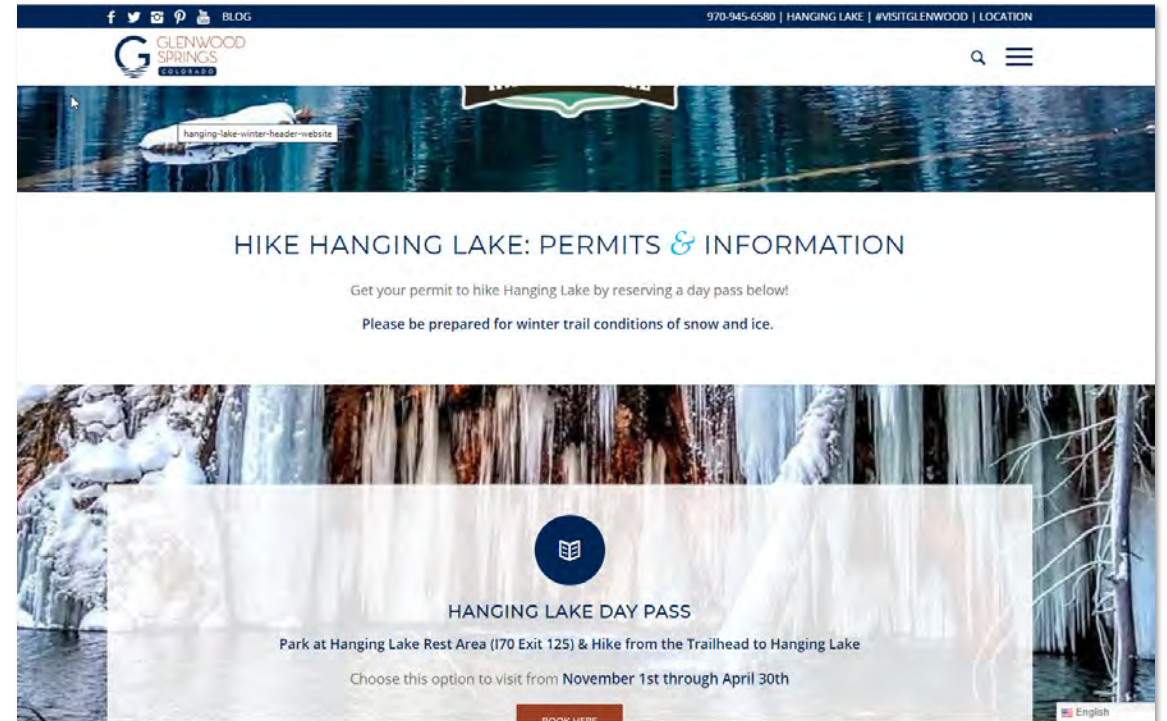




COLLABORATION

White River National Forest

- ⌘ Continued messaging surrounding mid-week visits & Best Way to the Bells is the Bus
- ⌘ Potential partnership with USFS to house Maroon Bells reservation portal on aspenchamber.org





COLLABORATION

Pledge for the Wild

- Partner with like-minded destinations to elevate our sustainability message with Pledge for the Wild





COLLABORATION

Partnerships

- ⌘ Strategic Events
- ⌘ Transportation
- ⌘ Local Communications





DISPERSION

- ⌘ Public Relations
- ⌘ Targeted Marketing
- ⌘ Content Creation
- ⌘ Downtown Core
- ⌘ Advanced Promotion
- ⌘ Sales Initiatives

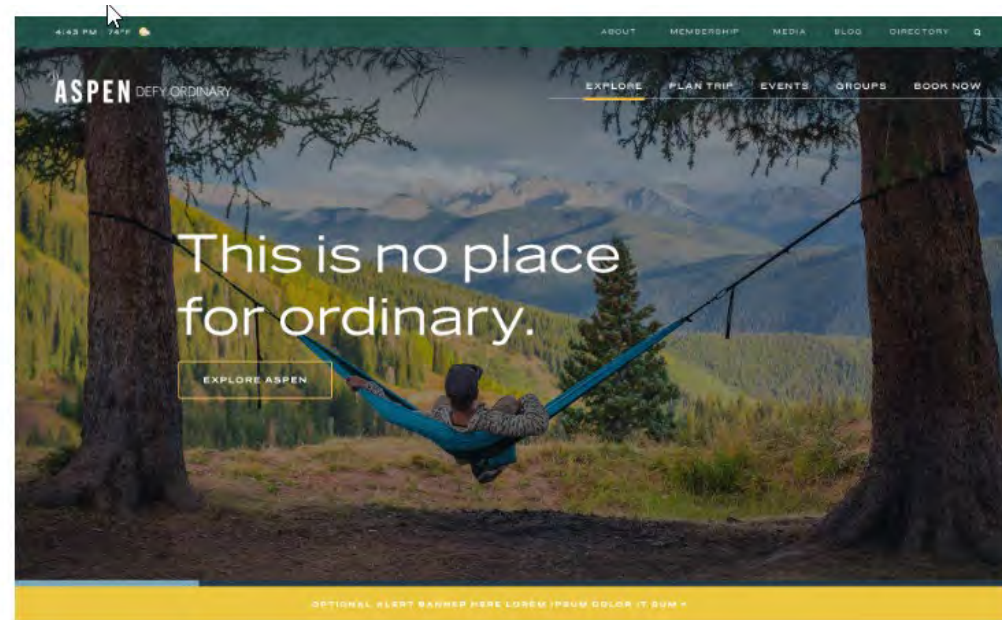
7908 REASONS TO COME TO TOWN

REASON #396: LOCAL SHOPPING





- ⌘ Aspenchamber.org
- ⌘ Defy Ordinary Campaign
- ⌘ Leverage social media as an educational tool
- ⌘ In market advertising
- ⌘ Corporate Social Responsibility



2020 Income Budget (Draft)

	2019	2020
Tax Revenue	\$2,843,281	\$2,991,800
Lodging Commissions	\$20,000	
Group Participation Fee		\$26,720
COOP Funds	\$50,000	\$52,585
TOTAL	\$2,924,366	\$3,071,105



2020 Budget Expenses (Draft)

	2019	2020
Payroll Expense	517,000	556,000
Operating Expense	240,000	259,000
Marketing	1,300,000	1,500,000
Partnerships	215,000	236,000
Public Relations	326,000	292,000
Website	223,000	155,000
Research	100,000	80,000
TOTAL	\$2,920,000	\$3,070,000



A scenic landscape photograph featuring a paved road that curves through a valley. On the left, a dense forest of trees with bright yellow autumn foliage lines the road. On the right, the terrain is a mix of dry grass and some trees with yellow leaves. In the distance, a range of rugged, rocky mountains rises against a clear blue sky. A single cyclist is visible on the road, riding away from the viewer. The overall atmosphere is peaceful and scenic.

THANK YOU