

Gunnison-Crested Butte Tourism Association  
2009 Annual Meeting Agenda

Call to order of the 2009 Annual Meeting of the Gunnison-Crested Butte Tourism Association – W. Bearth, Co, President

- Acknowledge and thank Board of Directors and Advisory Board members present
- Read the Tourism Association’s Mission and Value Proposition

**MISSION STATEMENT** - enhance economic vitality by marketing our county as a year-round destination and foster relationships with community partners to ensure a quality guest experience.

**VALUE PROPOSITION** - Through life-enriching adventures and inspirational, authentic experiences, Gunnison County delivers lasting memories unlike any other vacation destination.

Year-to-date Treasurer’s Report – L. Meredith, Treasurer

- **Staff will briefly review year-to-date highlights**

Web Highlights:

1. New site launch w/ new booking bot in summer 09
2. Web visits: 149,383 or
3. Referrals: Google= 41% and SE’s 51%; CO.com, CB Chamber, CVD.com, #23 Facebook
4. Bounce rate: decreased 2.53% YOY
5. Geo targets: Co, TX, CA, NY, FL

Social Media Seminars:

1. CB/MTCB Rotary
2. Gunnison Rotary
3. CB/MTCB Chamber Workshop, and another 11/12

Facebook promotion:

Launched Double Dog Dare Contest

- Thanks to our partners: CBMR, Djangos, The Ruby of Crested Butte
- Press release- already got a hit
- Base line fans= 1,497 now: 1,505

Meet the Locals: An exciting new campaign will launch before the ski area opens! Stay tuned...

Public Relations Highlights:

Advertising and Related Highlights:

- Supporting “in-state” new in 2009: Elevation Outdoors, Outdoors, LLC, Base Camp Colorado
- Additional AARP fall issue geared towards “matures”
- Added May and June issues of Los Angeles Magazine for brand building connection with winter 08/09 & 09/10

- Added Madden Media CEO E-program to target 2 million CO focused travelers with state tourism office co-op (Estes Park, Telluride and GCB)
- Added Cross Country Skier Magazine Oct/Nov/Dec issues
- Texas Monthly requests for information up 24% YOY Jan – Oct
- International requests for information is up 3% YOY Jan – Oct
- AARP Spring 09 over 08 requests for information up 3%
- TravellInformation.com May-Oct YOY 09 over 08 up 9.5%

- Question/Answer

9:30 AM Meeting adjourned