



## AUGUST 2007 E-News ISSUE II

Greetings from the Gunnison-Crested Butte Tourism Association (TA), the official marketing organization of beautiful Gunnison County! This is the **second issue** of our every-other-month e-communication. Our goal is to keep it brief, informative and provide interaction between you and our organization. Categories will remain the same with fresh information in each issue. Your feedback is invited and welcomed! Read on! And, if you wish to “unsubscribe” please “reply” to this email with UNSUBSCRIBE in the subject line. Also, if you have received more than one copy of this, please “reply” with DUPE in the subject line and we’ll fix it!

**Did you know that the TA is funded by our visitors?** Yes, that’s right...a 4% use tax on lodging (not a sales tax) is paid every time an overnight guest stays in one of our hotels, motels, inns, bed & breakfasts, vacation homes and condominiums. Additionally, the Town of Mt. Crested Butte offers a portion of the admissions tax they collect in their town which in 2007 is nearly 26% of the TA’s annual budget. We like to say...**TOURISM PAYS FOR TOURISM!**

### PUBLIC RELATIONS NEWS

**Recent media articles** – “101 Best Outdoor Towns” Book (Gunnison was one of 5 Colorado towns featured), National Geographic Magazine (Gunnison is one of their top 50 best “mountain towns”), New York Times Magazine, Sports Illustrated, Denver Post Travel & Colorado Sunday Sections, Rocky Mountain News, [www.CNN.com/travel](http://www.CNN.com/travel), Colorado Country Life, On Stage News, Driving the Rockies, North Denver News, Colorado Meetings & Events, Westword, Colorado Springs Gazette, Boulder Daily Camera, Dallas Morning News, Colorado Department of Agriculture newsletter and culinary blogs. This is just a sampling!

**Call for information needed for winter/spring press releases** - Writing of winter and spring 2007/2008 press releases is well underway. The Tourism Association’s winter/spring media kit CD is distributed to over 400 “key” media contacts out of our list of over 1600 in early September. All press releases are loaded in the media room at [www.GunnisonCrestedButte.com](http://www.GunnisonCrestedButte.com), as well. All tourism related event information for this period should be submitted **immediately** to PR Director Beth Buehler at 349-1168 or [bethbuehler@qwest.net](mailto:bethbuehler@qwest.net). Information received after August 22<sup>nd</sup> may not be included in the media release.

**\$1.9 Million Dollars! PR value research project completed** - The Tourism Association hired Western State College intern, Dan Weinberg, to undertake a project to measure the dollar value of our public relations efforts from 2003 – June 2007. During the months of April through July, he used news article clip books compiled by PR Director Beth Buehler to calculate the approximate dollar value received from public relations efforts. The documented press coverage was worth \$1.9 million, and that’s only the press we know about! And, the TA’s investment was less than .07 percent of the return! Now, that’s a return on investment we’d all love to have! PR value jumped 28% in 2005 over 2004 and, 37% in 2006. PR value is well on track to meet or exceed the 2006 figures in 2007. Thank you to Dan for his enthusiasm and good work in completing this project.



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### INTERNET NEWS

**Unique visitors** to the web site in July, 93,216, are up 102% over July 2006; this is close to breaking the current record. Year-to-date web traffic is up 133% over same time last year. The average visitor to GunnisonCrestedButte.com is spending about 5 minutes and viewing 6 pages and the **top exit links** from our site last month were from marketing partner pages and airline related links.

**Top referrals to** GunnisonCrestedButte.com are the major search engines (Google, Yahoo, etc.), paid advertisements on web sites such as Colorado.com and our many email campaigns. So far in 2007, E-mail marketing has been our most successful effort driving traffic to the web site.

**New websites with great information for the Gunnison Valley** - Check out the “**new**” Gunnison SculptTour web page (and if you haven’t done the tour, go for it, it’s great!

<http://www.gunnisoncrestedbutte.com/page.php?pname=areatour/gunnison/sculptour>

“**New**” for the debut of a valley wide event is the ColoradoFest web site: visit <http://www.coloradofest.com> for information and to reserve events online! You can also contact either Chamber of Commerce for information and advance ticket sales.

“**New**” for Gunnison Valley’s air and ground transportation: <http://www.GunnisonValleyRTA.org> Get the latest information about the valley’s bus transportation! And, to insure the Gunnison-Crested Butte air service success, we need the support of the entire community. The objective is to reach the largest number of potential users for the flight service between Gunnison-Crested Butte and elsewhere. A new web page has been created which contains many free marketing materials pre-designed to help your organization promote this essential service. We will be adding more advertising materials, so please check back often for updates. Just use the “Marketing Resource Link”

<http://www.gunnisoncrestedbutte.com/page.php?pname=b2b/rta/marketing> You will also find the most up-to-date air service schedule there, too!

On the TA’s “**official visitor information web site**”, <http://www.gunnisoncrestedbutte.com>, we’ve also remodeled the “**book now**” **functionality** and have live “check availability” capability for all partners on GunnisonCrestedButte.com. Please email [Rob@GunnisonCrestedButte.com](mailto:Rob@GunnisonCrestedButte.com) to learn more about taking advantage of this new feature.

**Lodging partners** who wish to sign up and manage their inventory or listing online can find information at [www.gcbta.com](http://www.gcbta.com) behind the “central reservations button.” There is also capability for **outfitters, activities and events** to load their information to sell on the TA web site. Questions call Rob at 641-7992.

**Community Calendar Update:** [www.GCBcalendar.com](http://www.GCBcalendar.com). Special thanks to all who have participated and loaded events! The sheer number of events loaded since launch in April just goes to show, putting the power in the people’s hands is very effective! Log in and add your event today at [www.GCBcalendar.com](http://www.GCBcalendar.com). It’s very easy to do! Remember it’s not too early to add winter events as we are seeing more and more winter requests every day.

# Gunnison Crested Butte

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Finally, the TA is proud to be working closely with the Colorado Fest committee, the newest “valley wide event,” by building a stand alone web site called [www.ColoradoFest.com](http://www.ColoradoFest.com) Check it out to learn more about this great September Event!

## ADVERTISING NEWS

**Recent Gunnison-Crested Butte advertising** – 11 different AAA magazines, Frontier Airlines inflight magazine, Texas Monthly, Austin Monthly, Kansas City Spaces Magazine, Oklahoma Magazine, SkyWest inflight magazines, High Country Anglers, American Cowboy, True West Magazine, Colorado Springs Gazette, Colorado Biz Magazine, 23,000 direct mail postcards for September Splendor events, and visibility on 5 internet travel web sites and this is just a glimpse!

## UPCOMING EVENT

**New “Colorado Fest” to Celebrate Colorado’s Food, Wine, Beer & Art right here in the Gunnison Valley!**

The Tourism Association, Gunnison and CB/Mt. CB Chambers of Commerce and several other interested residents have been planning for 5 months to bring this new event to the Gunnison Valley! Colorado Fest, happening Friday, September 7 – Sunday, September 9<sup>th</sup> will offer food, wine, art and music receptions with winemakers and sommeliers, cooking classes, a Colorado Proud Food, Music & Wine festival featuring Bruce Hayes and his band, an extraordinary winemaker dinner, the Fall Festival of Beers & Chili Cook-off, food, wine, beer and spirits pairing seminars and much more! And, we need you as a part of this first annual event for it to be a great success! Visit <http://www.ColoradoFest.com> to save money and reserve event tickets online or, visit either of the local Chambers of Commerce. To view all September Splendor events visit <http://www.SeptemberSplendor.com>

The Colorado Fest planning committee is in need of some volunteers. If you would like to help out and get free admission to an event, please call the Gunnison-Crested Butte Tourism Association at 641-7992.

## READER FEEDBACK

Please let us know what you think about our newsletter content and format by emailing [JChaney@GunnisonCounty.org](mailto:JChaney@GunnisonCounty.org) and, if you’d like to be entered to win a great prize, just...share your favorite “photo spot” in Gunnison County! Simply “reply” to this email and share your favorite photo spot in Gunnison County!

**WE’RE GLAD YOU’RE HERE!** Posters, brochures, bumper stickers, pins and bicycle tags are available! Just call 641-7992 and we’ll get you fixed up for fall!