



# Gunnison Crested Butte

## TOURISM ASSOCIATION

TOURISM WORKS FOR US ALL

2010 ANNUAL REPORT





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## COMMUNITY

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

**VISION** With the support of community leadership, achieve our goals to provide economic stability, contribute to a desirable quality of life, outpace our competition and be a national model for others to emulate.

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

### VISITOR INFORMATION WEBSITE

[www.GunnisonCrestedButte.com](http://www.GunnisonCrestedButte.com)

### LOCAL'S WEBSITE

[www.gcbta.com](http://www.gcbta.com)

### GUNNISON OFFICE

970.641.7992

### CRESTED BUTTE OFFICE

970.349.7744





GUNNISON-CRESTED BUTTE  
TOURISM ASSOCIATION

## PROGRAMS&PARTNERSHIPS

- Local tourism businesses support Tourism Association promotions and contests with their products and services to increase visibility and stretch marketing dollars for the benefit of the entire valley and provide travel packages for GunnisonCrestedButte.com
- Partnership with the Chambers of Commerce supports the visitor experience and distribution of our Visitor Planner
- ARES, the Tourism Association's online and call center reservations solution allows local partners to build vacation packages and showcase individual products and services and gives guests direct access for bookings
- Strategic plan was updated at the board of directors retreat in May 2010
- Provide support to Gunnison Valley nonprofit organizations and events with public relations, advertising collaboration and marketing planning assistance

**COLORADO TOURISM OFFICE** domestic and international consumer tradeshow brochure distribution; familiarization trips (FAMS) for visiting journalists and travel industry professionals; cooperative advertising in high-profile media, on Colorado.com and in the official state vacation guide; and international representation via translated vacation guides distributed overseas in the UK, Germany, Canada, France, Mexico and Japan

**TOUR COLORADO** representation to tour groups at conferences, on Tour Colorado CD and TourColorado.com, and for group leads

**GRAND CIRCLE ASSOCIATION** inclusion in brochure and on GrandCircle.org for target audience looking at Southwest USA, which provides leads for our brochure distribution

**SOUTHWEST COLORADO TRAVEL REGION** collaboration for Colorado Tourism Office marketing grants for joint advertising and brochures that include South West Colorado Travel Region, Brewery Tour and Golf Tour

**DENVER CONVENTION & VISITORS BUREAU** inclusion in Denver's meeting planner and visitor guides; brochures in the 16th Street Visitor Center; and brochures at Denver International Airport (DIA)

**COLORADO ACTIVITY CENTER** brochure distribution at DIA and representation in official guides for the Colorado Hotel & Lodging Association

**SILVER THREAD AND WEST ELK LOOP SCENIC & HISTORIC BYWAYS** through our partnerships, showcase our destination in brochures in visitor centers along entire byway routes

### VOCUS MEDIA SERVICE

- Co-operative arrangement with CBMR on cost
- Public relations value measurement
- Database management system of media contacts
- Creation of "vertical interest" targeted media contact lists (e.g., biking, culinary, family, travel, etc.)
- Press release distribution



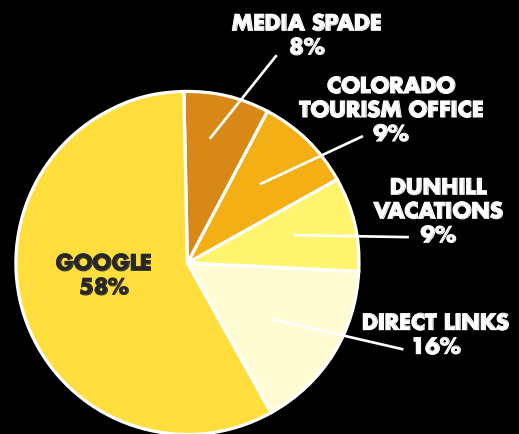


## MARKETING ACTIVITIES

Web and social media improvements for 2010 included:

- Increased presence of online vacation planner
- Increased social media efforts led to a 175% year-over-year increase in website referrals from Facebook. (805 in 2009 compared to 2,210 in 2010)
- A greater push in our e-newsletters to drive web visits to our packages/deals page led to 75% more unique packages page views. (11,530 in 2009 compared to 19,746 in 2010)
- Continued use of 2009 ad campaign with long-legged stick figure characters, destination accolades and fun, tongue-in-cheek phrases
- Continued enhancements of "new look" for GunnisonCrestedButte.com with experience marketing focus on photo galleries, videos, interactive maps and "meet the locals"
- Complete upgrade of print vacation planner to magazine quality and produced travel brochure CD
- Continued efforts with search engine optimization helped GunnisonCrestedButte.com be found in relevant searches for destination information, with Google continuing to be a top referral to GunnisonCrestedButte.com
- Ongoing email database management allows focused messaging for communication with prospective guests and existing guests
- Vertical travel websites allow us to communicate with specific types of enthusiasts (arts, recreation, culinary, etc.) in specific markets such as CO, TX, CA, FL, KS, IL, OK, etc. We have experienced great results in the form of qualified leads to our website by placing attractive vacation value calls to action in these advertising locations

### TOP 5 REFERRAL SITES TO GUNNISONCRESTEDBUTTE.COM



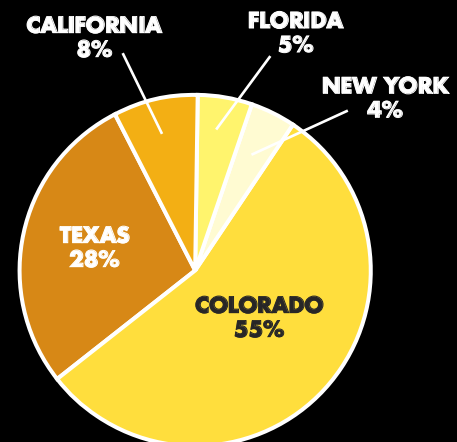


GUNNISON-CRESTED BUTTE TOURISM ASSOCIATION

## MARKETING ACTIVITIES CONTINUED

- Consumer database management provides targeted audience for direct mail efforts to consumers, Colorado Visitor Centers and travel agencies
- Behavioral targeting with e-communication allows us advertise to people who are interested in travel, actively seeking travel information and for example, who live in a specific city and earn a specific amount per year
- Social media marketing is an emerging marketing medium and the Tourism Association has a robust campaign on [www.facebook.com/gcbta](http://www.facebook.com/gcbta), [www.twitter.com/gcbta](http://www.twitter.com/gcbta) and YouTube
- Targeted advertising plan that includes lifestyle magazines, vertical interest publications (fishing, Western heritage, cross country skiing, mountain biking, etc.), direct mail postcards (3 times/year), travel websites, radio and brochure distribution and partner e-communication channels
- Meet the Locals is a custom program that pairs visitors to our website with locals, helping them plan their vacation and identify with a local persona
- Public relations outreach with 40 press releases and hosting 42 Journalists (from the U.S., U.K., Switzerland and Germany) through 21 individual and group media trips in partnership with Crested Butte Mountain Resort, Crested Butte-Mt. Crested Butte Chamber of Commerce, local festivals and lodging partners, Colorado Tourism Office (CTO) and Colorado Ski Country USA. The Tourism Association also participated in the state's "Snow at First Sight" social media campaign and hosted two of the winners and a CTO representative.

### TOP 5 VISITOR ORIENTATION STATES TO GUNNISONCRESTEDBUTTE.COM





## KEY MEDIA COVERAGE

### PRINT

- Wildflowers & CB Wildflower Festival – Nature’s Garden (Better Homes & Gardens magazine)
- Summer Getaways (Gunnison and Crested Butte individually featured) – Denver Post Travel Section
- Top 5 Bargain Destinations for Fall 2010 (included G-CB and September Splendor in the Rockies) – USA Today
- CB/Mt. CB a Resort for All Seasons feature – Colorado Expressions
- Best Winter Getaways (CB one of 12) – New York Times
- 10 Great Trips for Older Skiers (including CB) – AARP Magazine

### TV

- Hartman Rocks – Channel 4 Colorado Getaways
- Black Canyon of the Gunnison – Today Show
- Staycations (CB & Winter Park) – Fox 21 News Colorado Springs

### WEB

- America’s Best Fall Color Drives (included West Elk Loop Byway focusing on G-CB area) – TravelandLeisure.com and CNN.com
- Top 10 Family Ski Resorts – Sherman’s Travel, picked up by msnbc.com and Today Show websites

### INTERNATIONAL

- CB and Telluride – Daily Mail (UK)
- CB/Mt. CB Ski Destination – Open, Vuelo, Top Life, Travesias (all Mexico)
- Cattleman’s Days – feature article in WOZ (Switzerland)
- Crested Butte Wildflower Festival Feature – Spirit of the West magazine (German)

To see a more extensive list of media hits, see the PR reports posted at [HYPERLINK "http://www.gcbta.com"](http://www.gcbta.com) www.gcbta.com.





GUNNISON-CRESTED BUTTE TOURISM ASSOCIATION

# MEASUREMENT & FUNDING

## MEASUREMENT

- The primary measurement goal of the Tourism Association is to increase Local Marketing District Tax collection by increasing overnight visitor stays. This tax assessment is 4% on all overnight lodging in Gunnison County.
- 2010 Local Marketing District tax collections were down 8.7 % compared to 2009's \$1,077,241.00. Late 2010 collections were deposited in 1st quarter of 2011, lowering 2010 overall collection
- Year-over-year web traffic was up 48% (277,671 visits in 2010 compared to 188,318 in 2009) with overall page views up 5.3%
- Visitors spent 4.2% more time on our website compared to 2009
- A primary goal of our site is to be a "portal," referring potential visitors to our partners. We had 70,529 outgoing page views that were direct clicks to partner websites, up 24% over 2009
- Phone call volume was up 9%. We received 5435 calls in 2010 compared to 4991 in 2009
- 1,651 online requests for vacation planners
- 122 family reunion/group leads and 90 wedding leads were sent to lodging and local group/event organizers
- 75,000 Tourism Association vacation planners were distributed to individuals as a result of print/web/radio/direct mail/website advertising, e-blasts, state and local visitor centers and consumer travel shows
- 2,000+ CDs were mailed to international visitors
- 41 group tour packets were fulfilled to bus/group travel planners

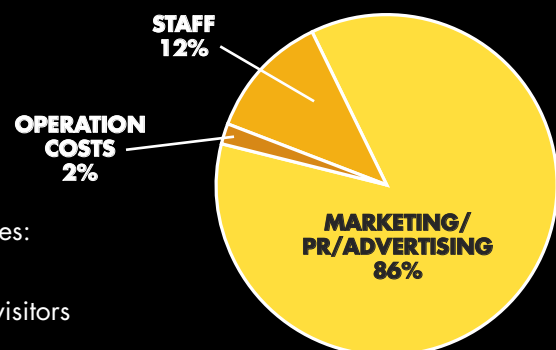
## FINANCIAL

Funding for the Tourism Association in 2010 was provided by two sources:

- \$75,000 Mt. Crested Butte Marketing Grant
- \$1,080,000 Local Marketing District 4% tax from overnight lodging visitors

[www.GunnisonCrestedButte.com](http://www.GunnisonCrestedButte.com)

## 2010 BUDGET BY CATEGORY





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## GOVERNING BODY & STRUCTURE

Oversight and guidance of the Gunnison-Crested Butte Tourism Association is provided by a volunteer 11-member board of directors. Organization bylaws define the composition to represent the major sectors of the travel and tourism industry from throughout the Gunnison-Crested Butte Valley

### 2011 BOARD OF DIRECTORS

**PRESIDENT** Wanda Bearth, *Crested Butte Lodging & Property Management*

**VICE PRESIDENT** Carolyn Riggs, *Brick Cellar Bar & Bistro*

**TREASURER** Rachael Gardner, *Crested Butte Events*

**SECRETARY** Stu Ferguson, *GL Computers*

Daren Cole, *Crested Butte Mountain Resort*

Andy Eflin, *Peak Sports*

Cathie Elliott, *Clarke Real Estate*

Andrea Greene, *The Ruby of Crested Butte*

Kat Hassebroek, *Peak Property Management & Real Estate*

Frank Kugel, *Gunnison River Festival*

Jim Valenzuela, *Water Wheel Inn*

### DEPARTING 2010 BOARD MEMBERS

Stephen Pierotti, Chris Ladoulis, Dave Wiens and Marshal Taylor

### STAFF

Jane Chaney, *Executive Director*

Beth Buehler, *Public Relations Director*

Erica Kelleher, *Web Master/Marketing Coordinator*

*Organization bylaws also define the members of the advisory board with these seats appointed by their respective organizations.*

### 2011 ADVISORY BOARD OF DIRECTORS

Tracey Koehler, *Western State College*

Sandy Snell-Dobert, *Public Lands*

Tammy Scott, *Gunnison Country Chamber of Commerce*

Richard Bond, *Crested Butte/Mt. Crested Butte Chamber of Commerce*

Hap Channell, *Board of County Commissioners*

David O'Reilly, *Town of Mt. Crested Butte*

Ed Seymour, *City of Gunnison*

John Wirsing, *Town of Crested Butte*

Scott Truex, *Rural Transportation Authority*

Dave Adams, *Marble Crystal River Chamber*

### DEPARTING 2010 ADVISORY BOARD MEMBER

Stu Ferguson

