

Gunnison-Crested Butte Tourism Association Meeting Agenda
November 9, 2010 –7:30 AM, Almont Resort

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.

WORK SESSION AGENDA

7:30 AM Call to order – 5th Work Session

- Review 2011 Budget and Work Plan recommendations (decision to approve at 8:30 AM prior to beginning of the 2010 Annual Meeting)
- Update: Progress on meeting with Prof. J. Lucido and Prof. T. Schliesman re: student intern project for Gunnison-Crested Butte Film Commission
- Update: TA Assessment process (applicants have been notified);
- Continue work on new Strategic Initiatives document
 - Richard Bond – Red Lady Coalition information report
 - J. Chaney – Dean Runyon information report
 - D. Cole – RTA Info and skier visits information report
 - T. Koehler – WSC visitor numbers (parents/alum/groups) report
 - S. Snell-Dobert – Public Lands information report

8:30 AM **Call to order** – 2010 Annual Meeting of the GCBTA

Establish quorum

- Motion to approve 2011 Budget and Work Plan
- Motion to approve minutes from October 12, 2010 meeting
- Conflict of Interest reminder

ANNUAL MEETING AGENDA

Marketing and Advertising

- **Web/Electronic**
 - Featured on 7 travel information web sites generating individual requests for information
 - Seasonally appropriate web ads running on 19 travel web sites
 - Use 11 electronic distribution channels to reach “vertical” interests and travel categories
 - In-house electronic databases used to reach “direct inquiries” with our E-communication HTML’s/ summer list 15,592 and winter list 2, 242 (frequency quarterly); mixed summer/winter list: 7,781; 25,615 total electronic database
- **Public Relations**
 - Submit story angles for Colorado Tourism Office press releases. Recent inclusions in “Experience Colorado by the Light of the Moon” and “Colorado Winter Welcomes Early Season Snow & Savings” resulted in more than 165 media hits
 - Over 50 press releases sent out annually
 - Hosted 42 visiting media
 - Top media hits included coverage in:
 - Denver Magazine, Denver Post, Nature’s Garden, USA Today, Channel 4 Colorado Getaways, Today Show, Air Tran, Frontier and United Sky West In-flight Magazines, Mountain Bike Action, Colorado Expressions, CNN.com, AAA Colorado Encompass, TravelandLeisure.com and Atlanta Journal Constitution

Gunnison-Crested Butte Tourism Association Meeting Agenda
November 9, 2010 –7:30 AM, Almont Resort

- \$5,725,000.00 estimated ad equivalency May – September 2010 (top Tourism Association media months)
 - **Travel & Tradeshows**
 - January/ Go West Summit International Travel Conference
 - October/Governor’s Conference Educational Tourism Conference
 - **Direct Mail**
 - 15,000 Spring featuring June and July events
 - 12,000 Fall featuring September Splendor events
 - 25,000 Winter featuring air service and winter packages
 - **Print Advertising**
 - 8 **AAA** magazines; **Lifestyle** (Texas, Kansas, Oklahoma, Los Angeles, Colorado); **Vertical** (fishing, cross country skiing, weddings, arts, biking, tour groups, meetings); **Western** (American Heritage, True West, American Cowboy); In-flight (United/Frontier); **Outdoor** (Competitor, Elevation, Annual Regional/State Vacation Guides); **International** (Spirit of the West; America Journal; 5 Colorado State international guides)
- 8:55 AM **YTD Financial Report**
- LMD income: \$960,000.00
 - Grant income: \$ 75,000.00
 - Expenses: \$804,496.77
- 9:00 AM **YTD Statistics Report**
- Web Traffic – unique visitors up 60% YTD
 - o 96.7% of web visitors are from the US, compared to 95.7% in 2009; Canada, UK and Germany follow
 - o Top 3 states Colorado (36.7% in 2010, 34.3% in 2009), Texas (18.8% in 2010, 13.2% in 2009) and California (5.7% in 2010, 6.63% in 2009). Top 10 include FL, NY, KS, OK, IL, MO, and GA
 - o Google, Bing and Yahoo are in the top organic search referrals
 - Phone Call Volume – up 8% YTD
 - LMD - down 22.8% thru August (3rd Q figures are not in which is the largest quarter)
 - Web inquiries – 1, 489 YTD (Jan-June 2009 info not available for YTD comparison; lost during switch over to new site on July 1, 2009)
 - Print inquiries – up 8% year over year October
- 9:10 AM **Major Accomplishments and Local Activities**
- 1st year fully electronic annual report for 2009 with very positive feedback from partners
 - Record number of unique web site visitor in May, July and August
 - 2011 Vacation Planner will be out before the end of 2010; totally new magazine look/format
 - Incorporated Marble Upper Crystal River Chamber members into 2011 Vacation Planner; web site
 - ARES online booking solution and call center are up and running with over 200% increase 3Q over 3Q in booked revenue
 - Exhibited at WSC Orientation Weekend event
 - Established Gunnison-Crested Butte Film Commission (connected to ColoradoFilm.com; GunnisonCrestedButteFilm.com web site up; grant in progress; successful catalog shoot; TV commercial in the works)
 - Hosted 42 journalists YTD including the Colorado Tourism Office (CTO)entire international team

Gunnison-Crested Butte Tourism Association Meeting Agenda
November 9, 2010 –7:30 AM, Almont Resort

- Participated in the CTO social media campaign, Snow at First Sight along with other top Colorado mountain destinations
- Hosted 4 tour operator Familiarization Trips (FAMS) from the UK, Germany and France
- Regularly attend various committees/groups: Non-Profit Association, Gunnison Valley Observatory, Gunnison Country Economic Council, Rural Transportation Authority, Gunnison Lodging, Downtown Crested Butte Lodging and Quiznos Pro Challenge Bike Local Organizing Committees in both Gunnison and Crested Butte/Mt. Crested Butte
- GCBTA staff has taken the lead in heading up the Quiznos Pro Challenge Bike Race, Marketing/PR Committee with other two locals also assisting
- Participate in the Joint Marketing Committee (local support for air program marketing)
- Present quarterly updates to Towns of Crested Butte and Mt. Crested Butte, the BOCC and the City of Gunnison
- J. Chaney serves as Secretary to the Colorado Association of Destination Marketing Associations and the SW Colorado Travel Region; Treasurer of the Silver Thread Scenic Byway Committee

9:30 AM Adjourn

Attachment: Proposed 2011 Budget/graph and Work Plan; October Meeting Minutes, Budget, Stats Report