



Gunnison-Crested Butte  
TOURISM ASSOCIATION  
TOURISM WORKS FOR US ALL

2009 ANNUAL REPORT





## 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

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





TOM STILLO

## PROGRAMS&PARTNERS

- 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](http://GunnisonCrestedButte.com)
- Partnership with the Chambers of Commerce supports the visitor experience and distribution of our vacation planner
- New in July 2009, ARES became the Tourism Association's online and call center reservations solution allowing local partners to build vacation packages and showcase individual products and services
- In May 2009, the organization's strategic plan was updated at the Board of Directors retreat
- Support Gunnison Valley nonprofit organizations and events with public relations, advertising collaboration and marketing plans
- Partnership with the RTA supports our air service program

**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](http://Colorado.com) and in the Official State Vacation Guide; and international representation via translated vacation guides distributed overseas

**TOUR COLORADO** Representation to tour groups at conferences, on [Tour Colorado CD](http://TourColoradoCD) and on [TourColorado.com](http://TourColorado.com), and for group leads

**GRAND CIRCLE ASSOCIATION** Inclusion in brochure and on [GrandCircle.org](http://GrandCircle.org) for target audience looking at Southwest USA, which provides leads for our brochure distribution

**SW COLORADO TRAVEL REGION** Collaboration for Colorado Tourism Office marketing grants for joint advertising and brochures that include SW Colorado Travel Region, Brewery Tour and Golf Tour, and [SWColorTravel.org](http://SWColorTravel.org)

**DENVER CONVENTION & VISITORS BUREAU** Inclusion in Denver's meeting planner and visitor guides; backlit signs and brochures in the 16th Street Visitor Center; and our brochures at DIA

**COLORADO ACTIVITY CENTER** Brochure distribution at DIA and representation in official guides for Colorado Ski Country USA and the Colorado Hotel & Lodging Association

**SILVER THREAD AND WEST ELK LOOP SCENIC BYWAYS** Through our partnership, showcases our destination in brochures in visitor centers along entire byway routes

**LOCAL MARKETING DISTRICT (LMD)** Re-authorization Committee's marketing efforts achieved great results with 72.3% of voters approving re-authorization of the LMD for future funding of Gunnison County's marketing efforts

### 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.)

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





## KEY MEDIA HITS

### PRINT

- Crested Butte Makes Travel & Leisure's List of 5 Great Little Ski Towns
- Off the Beaten Slopes – Best-Kept Secret Ski Resorts (one of 5 mentioned) – Destinations Magazine
- Crested Butte – Named Best Biking Destination by readers of Bike magazine & several trails recognized
- Gunnison Mountain Biking Destination – Mountain Bike
- Crested Butte Destination – Sunset magazine
- Top 20 Place to Live the West (Gunnison-Crested Butte) – American Cowboy
- G-CB Destination Features – SkyWest, AAA Colorado EnCompass, Colorado Meetings + Events

### TV

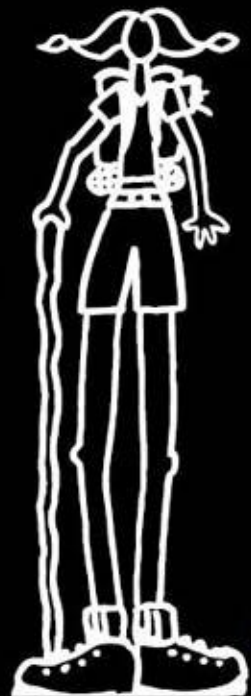
- Surprising Spots to See Great Fall Foliage – Peter Greenberg on CBS News Early Show (national)
- Mike Nelson's fly-fishing excursion on the Black Canyon of the Gunnison — Channel 7 TV Denver

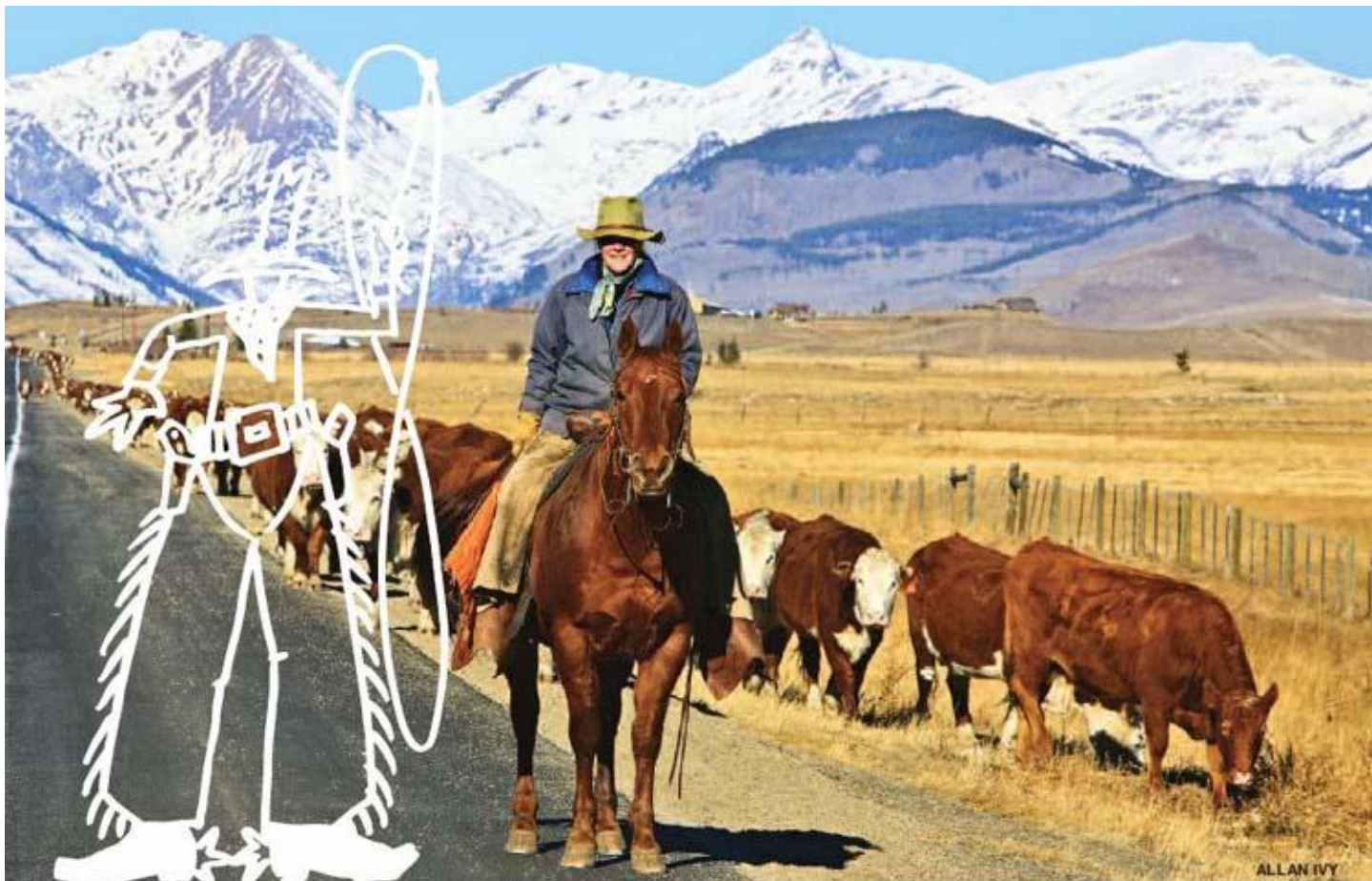
### INTERNATIONAL

- UK's Arena Magazine
- Sunday Herald Sun in Melbourne, Australia
- Harpers Bazaar Australia edition
- Australia's Sydney Morning Herald & Brisbane Times

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

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





## MEASUREMENT & FUNDING

### MEASUREMENT

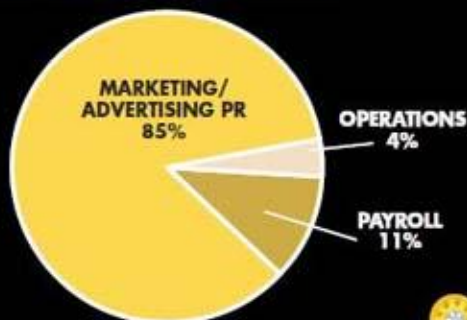
- The primary measurement goal of the Tourism Association is to increase Local Marketing District Tax collection by increasing overnight visitor stays. This tax assessment is 4% on all overnight lodging in Gunnison County.
- 2009 collections, \$1,077,241.00, were 4.58% above 2008 collections compared to a goal of 3%
- Year-over-year web traffic was down 2.82% with overall page views up 1.13%; visitors were also more qualified and spent more time on the website
- A new metric in 2009 showing "outgoing" links from the Tourism Associations website, GunnisonCrestedButte.com, measured 53,192 unique "direct links" out to partner websites. A primary goal of our site is to be a "portal," getting potential visitors to our partners
- Phone call volume in 2009 was 4,991 calls, down 17% from 2008; trends show more and more people using the Internet for travel research.
- 151 group leads (wedding/family reunions) were sent to lodging partners
- 95,000 Tourism Association vacation planners were mailed to individuals as a result of print and web ads, travel websites and consumer travel shows
- More than 3,000 CD's were mailed out to international requests for information
- 50 tour group packets fulfilled

### FINANCIAL

Funding for the Tourism Association in 2009 was provided by two sources:

- \$200,000.00 Mt. Crested Butte Admissions Tax
- \$875,000.00 Local Marketing District 4% tax from overnight lodging visitors

### 2009 BUDGET BY CATEGORY



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





XAVIER FANE

## 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.

### 2010 BOARD OF DIRECTORS

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

**CO-PRESIDENT** Stephen Pierotti, *Gunnison Country Times*

**VICE PRESIDENT** Rachael Gardner, *Crested Butte Events*

**SECRETARY** Carolyn Riggs, *Brick Cellar Bistro*

**TREASURER** Chris Ladoulis, *Django's*

Dave Wiens, *Gunnison Trails*

Jim Valenzuela, *Water Wheel Inn*

Marshal Taylor, *Gene Taylor's Sporting Goods*

Andrea Greene, *The Ruby of Crested Butte*

Cathie Elliott, *Clarke Real Estate*

Daren Cole, *Crested Butte Mountain Resort*

### DEPARTING 2009 BOARD MEMBERS

Molly Eldridge, Maggie Dethloff and Larry Meredith

### STAFF

Jane Chaney, *Executive Director*

Beth Buehler, *Public Relations Director*

Erica Kelleher, *Web Master/Marketing Coordinator*

Rob Strickland, *Web Master/Marketing Coordinator*

(On staff December 2003 – May 2010)

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

### 2010 ADVISORY BOARD OF DIRECTORS

Tracey Koehler, *Western State College*

Sandy Snell-Dobert, *Public Lands/NPS*

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*

Stu Ferguson, *City of*

*Gunnison*

John Wirsing, *Town of*

*Crested Butte*

Scott Truex, *Rural*

*Transportation Authority*

### DEPARTING 2009 ADVISORY BOARD MEMBERS

Arden Anderson, Mike

Kube and Bill Nesbitt



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