



**WHAT IS A DESTINATION
MARKETING ORGANIZATION?**

**HOW DOES TOURISM MARKETING
BENEFIT OUR ECONOMY?**

A scenic view of a lake with mountains in the background. The water is calm and reflects the surrounding landscape. The mountains are rugged and have some greenery on their slopes. The sky is clear and blue.

**THE GUNNISON-CRESTED BUTTE
TOURISM ASSOCIATION**

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**DESTINATION MARKETING
ORGANIZATION...**

What is a DMO?

Destination Marketing Organization

- **DMOs are not-for-profit organizations charged with representing a specific destination (501c-6)**
- **They can be funded by taxes, membership dues and entrepreneurial efforts or a combination**

The TA is a Destination Marketing Organization

- National trade group for DMO's is Destination Marketing Association International
- Colorado Association of Destination Marketing Organizations (CADMO) is the state group
- Gunnison-Crested Butte Tourism Association (TA) has been a member of CADMO for 8 years

Gunnison-Crested Butte Tourism Association

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

VALUE PROPOSITION FOR VISITORS:

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

What Does The TA Do?

- Provide our County with long-term development of our tourism economy by building on and learning from past experiences
- Provide a travel and tourism strategy for the County through hands-on involvement with local partners (travel businesses and others)
- The TA is the “keeper of the brand” insuring clarity and consistency of how the destination message is communicated to visitors

COLORADO – PURE & SIMPLE

What Does The TA Do?

The TA brings together businesses that rely on tourism for revenue

- **Cooperation on marketing efforts**
- **Sharing best practices**
- **Collaborating/packaging their business or service to benefit our visitors**

The TA offers free consulting to tourism businesses assisting with their marketing, advertising and public relations efforts

**The TA created the Gunnison-Crested Butte Film Commission in partnership with a WSC intern program; respond to inquiries;
GunnisonCrestedButteFilm.com**

What Does The TA, as a DMO, Do?

For visitors, the TA is like a “key to the city”

- **Provide a one-stop shop for local tourism interests, saving visitors time and energy**
- **Provide an unbiased resource of visitor information on the web and in our print vacation planner**

What Does The TA, as a DMO, Do?

- **Assist group organizers in pre-planning, providing materials in advance of arrival and on-site assistance**
- **Are an official point of contact for meeting planners, tour operators, travel agents and the media**
- **Host travel media and tour operators, familiarizing them with all of our destination's attributes**

What Does The TA, as a DMO, Do?

THE TA GETS THE WORD OUT

ABOUT OUR ASSETS

Natural beauty, recreation, heritage, the arts, intellectual pursuits, events and local character

THROUGH MARKETING

Direct mail, print publications, radio, the internet, electronic communications, brochure distribution, travel shows, press releases and host media

GunnisonCrestedButte.com

Annual Print Vacation Planner

How Does Tourism Marketing Support Our Local Economy?

Tourism is an efficient method of importing tax revenue for the benefit of local businesses & residents

Gunnison County Statistics

2010 visitor spending: \$132.2 million

2010 local taxes generated: \$4.8 million

2010 direct tourism industry jobs: 1730

Source: Colorado Tourism Office Report
by Dean Runyon & Associates

How Does Tourism Marketing Support Our Local Economy?

- **Tourists become second homeowners**
- **Tourists become Western State College students**
- **Tourists become business creators/owners**
- **Tourists become repeat visitors; some relocate**
- **Tourism requires little public investment**

How Does Tourism Marketing Support Our Local Economy?

- **Travel and tourism enhances quality of life**
- **provides jobs**
- **Brings in tax dollars for improvement of services and infrastructure**
- **Provides greater selection of products and services that are enjoyed by both visitors and residents and infrastructure**
- **Tourism is an economic engine and DMOs are the key drivers and organizers supporting it!**

How Does Tourism Marketing Support Our Local Economy?

- **Visitors support and frequent local businesses**
- **Tourism is primarily a small business generator**
- **Promotion of tourism creates a positive image for this special place we call home**

How Does Tourism Marketing Support Our Local Economy?

- **Tourists generate tourism tax dollars (4% tax on overnight lodging) which pays for our tourism marketing (no local tax payer funds are used)**
- **Tourists generate lodging sales tax, retail sales tax and restaurant sales tax (and more of those kinds of taxes) that support local government and services they provide**

How is the TA Funded?

- In 2002 voters approved a 4% tax on lodging rooms in Gunnison County which became the “Local Marketing District (LMD)”
- In 2009 voters approved collection of the 4% LMD tax in perpetuity for tourism marketing and promotion

How is the TA Funded?

- **Annually, the TA meets with the LMD Board (BOCC) and submits a marketing plan and budget for approval and funding**
- **TA currently receives 100% of the LMD tax in support of County-wide, year-round tourism marketing, and as an investment in the TA's organization and operating costs**

The TA's Organization

- **Eleven (11) member elected volunteer board of directors equally representing the entire valley**
- **Nine (9) member appointed advisory board representing municipal and county governments, WSC, public lands, RTA and both chambers of commerce**
- **Two (2) full-time paid staff - director & web master/interactive marketing manager**
- **One (1) independent contractor - public relations**

Critical Partnerships

- **Local tourism industry business partners**
- **Local elected officials & the RTA**
- **Chambers of Commerce & Visitor Centers**
- **Colorado Scenic Byways**
- **CADMO (other state DMO's)**
- **Colorado Tourism Office**
- **Colorado Office of Film, TV & Media**
- **Southwest Colorado Travel Region**
- **Tour Colorado**
- **Grand Circle Marketing Association**

2011 Assessment Key Finding

GCBTA is a lean organization that invests a high percentage of its available resources to the mission of marketing the County. Minimal overhead and staffing in particular, coupled with key program and functional outsourcing reflect considerable organizational efficiency when compared to similar destination marketing organizations

84% Marketing

14% Staff

2% Operations

Source: Radcliffe Company

How Does The TA Stack Up?

2011 Operating Budgets

- **Denver** \$ 14,000,000
 - **Colorado Springs** \$ 3,500,000
 - **Estes Park** \$ 2,500,000
 - **Grand Junction** \$ 2,400,000
 - **Steamboat** \$ 1,600,000 *
 - **Durango** \$ 954, 850 *
 - **Gunnison County** \$ 950,000*
 - **Telluride – data not available**
- *(do only “non-winter” marketing; 4 FTE’s)
- *(20% on winter marketing; 4 FTE’s)
- *(year-round marketing; 2 FTE’s)

Positive Indicators

- **Average visitor spending over the past 3 years compared to 2010**
 - **Routt County (Steamboat Springs) -9%**
 - **Gunnison County -1%**
 - **San Miguel County (Telluride) -1%**
 - **La Plata County (Durango) +1%**
- **TA website visitor traffic over 2010 +31%**
- **TA phone call volume over 2010 +12%**

Summary

- **As a DMO, the TA provides valuable resources and support to both visitors and locals**
- **Helps generate valuable tax dollars**
- **Positive indicators support the effectiveness of the TA's efforts since its creation**
- **Board of Directors supports open dialogue...present every quarter to each municipal government and county commissioners**
- **Monthly TA board meetings are open to the public...go to gcbta.com for the schedule**
- **Planning a community dialogue in April**

QUESTIONS?

