



January 2012 Community Discussion
What is a Destination Marketing Organization?
How Does Tourism Marketing Support our Valley's Economy?

The Gunnison-Crested Butte Tourism Association (TA) is a Destination Marketing Organization (DMO)

- 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
- National trade group for DMO's is Destination Marketing Association International
 - The TA meets organizational and structure recommendations of the national association
- 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

TA's 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

TA's Value Proposition for Visitors: Through life-enriching adventures and inspirational, authentic experiences, Gunnison County delivers lasting memories unlike any other vacation destination

As a DMO, What Does the TA Do?

- Provide our County with long-term development of our tourism economy by building on and learning from past experiences, and direct communication and information exchange with local tourism partners
- 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
- The TA brings together businesses that rely on tourism for revenue
 - Cooperation on marketing efforts
 - Sharing best practices, target markets and demographic information
 - Collaborating among their groups and 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; the TA responds to inquiries; GunnisonCrestedButteFilm.com is the online resource created by the TA
- 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
- 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

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, distribute press releases and host media and travel agents/tour operators; through GunnisonCrestedButte.com, annual print Vacation Planner and with digital CD brochures

Tourism Marketing Supports 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

OVER >>

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
- Travel and tourism enhances quality of life
- Tourism 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
- 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
- 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 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
- TA meets annually 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

What does the TA’s Organization Look Like?

- 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

Nutshell Finding from TA 2011 Independent Assessment (there’s a 22 page doc on gcbta.com with details)

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

83% of budget is Marketing **15% budget for Staff** **2% of budget for Operations** Source: Radcliffe Company

How Does the TA Stack Up With Competitive DMO’s

- Steamboat \$ 1,600,000 *(do only “non-winter” marketing; 4 full-time employees)
- **Gunnison County** **\$ 1,140,000 (year-round marketing; 2 full-time employees)**
- Durango \$ 954, 850 (spends 20% on winter marketing; 4 full-time employees)
- Telluride data not available

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%

For a complete list of the TA’s board of directors, visit gcbta.com. Presenters: Wanda Bearth, President; Carolyn Riggs, Vice President
Contact TA staff: Jane Chaney, Jane@GunnisonCrestedButte.com 349-7744; Candy Taylor, web@gunnisoncrestedbutte.com 641-7992; Beth Buehler, BethBuehler@qwestoffice.net 349-1168