AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

AgendaTitle:
Visitors; Gunnison-Crested Butte Tourism Association; Quarterly Program Update

Action Requested: Discussion

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:
Visitors; Gunnison-Crested Butte Tourism Association; Quarterly Program Update

Fiscal Impact: n/a

Submitted by: blucero **Submitter's Email Address:** blucero@gunnisoncounty.org

Finance Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date:

County Attorney Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date: Certificate of Insurance Required

Yes ○ No ○

County Manager Review:

Comments:

Reviewed by: GUNCOUNTY1\mbirnie Discharge Date: 6/6/2014

○ Consent Agenda ○ Regular Agenda ◉ Worksession Time Allotted: 45 min

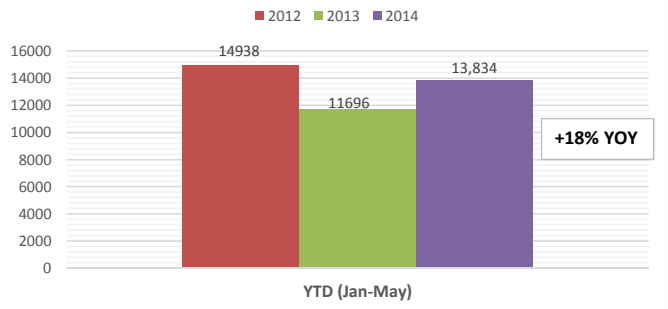
Agenda Date: 6/10/2014 Follow Up Agenda Date: n/a

Revised April 2013

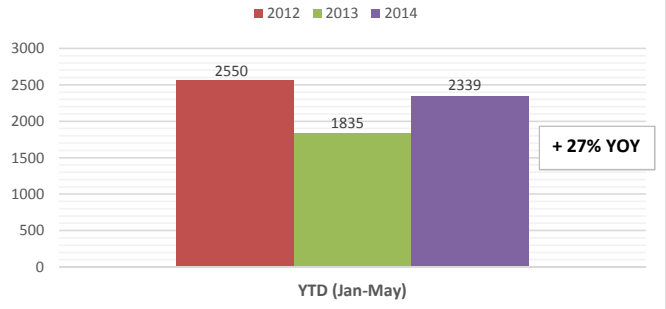
TOURISM REPORT CARD
June 5, 2014

Note: The most current data, as reported by the state and municipalities, were used to produce this report

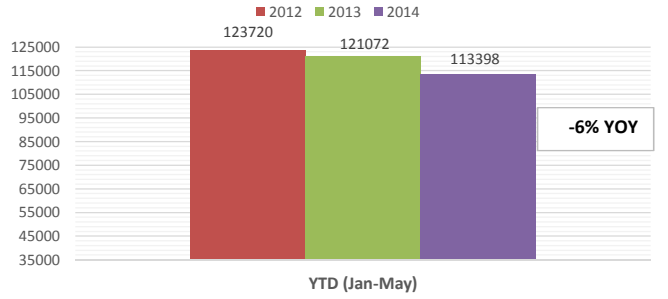
VACATION PLANNER REQUESTS



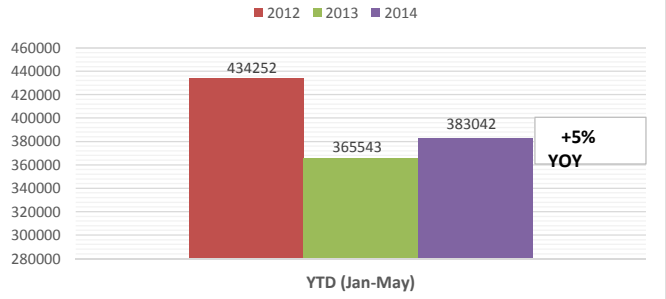
CALL VOLUME REPORT



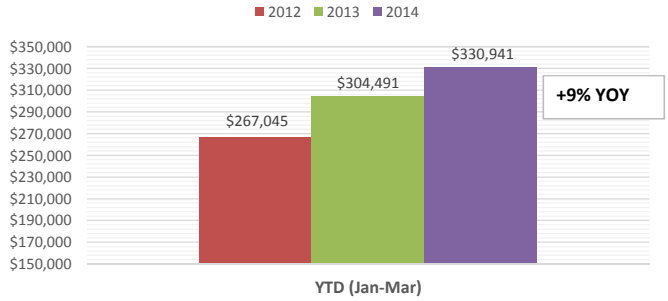
WEBSITE TRAFFIC - VISITS



WEBSITE TRAFFIC - PAGEVIEWS

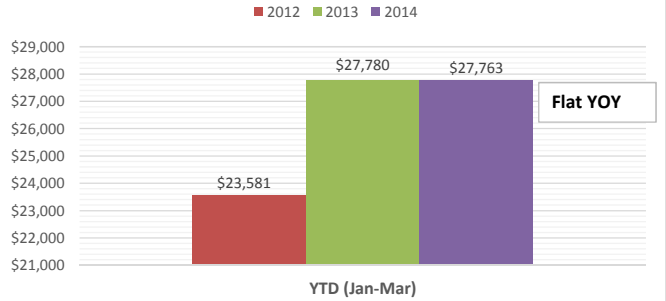


LMD REPORT



Note: Lodging properties may remit/report quarterly

CITY OF GUNNISON LODGING TAX



Gunnison Crested Butte TOURISM ASSOCIATION
TOURISM WORKS FOR US ALL™

TOURISM REPORT CARD
June 5, 2014

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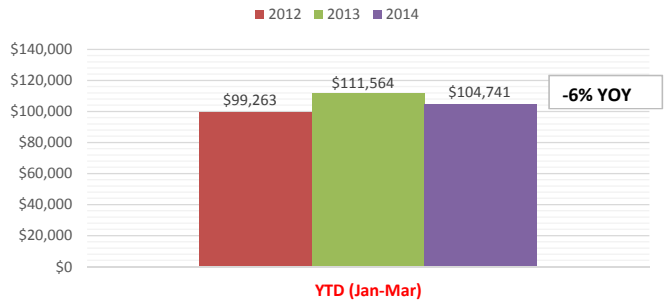
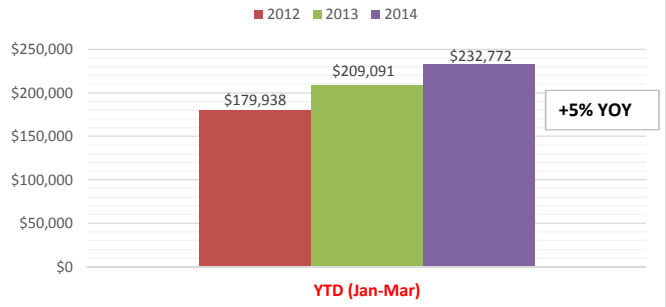
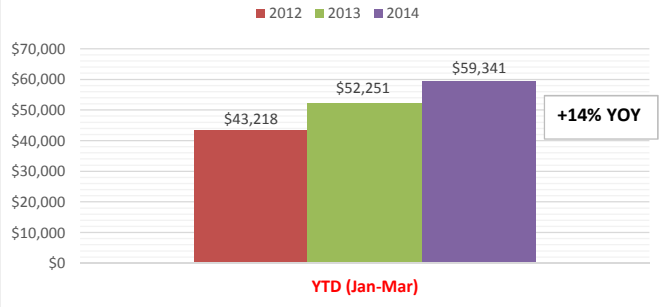
CITY OF GUNNISON RETAIL SALES TAX



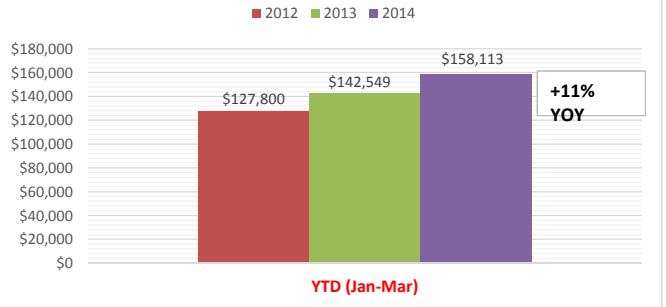
CITY OF GUNNISON RESTAURANT SALES TAX



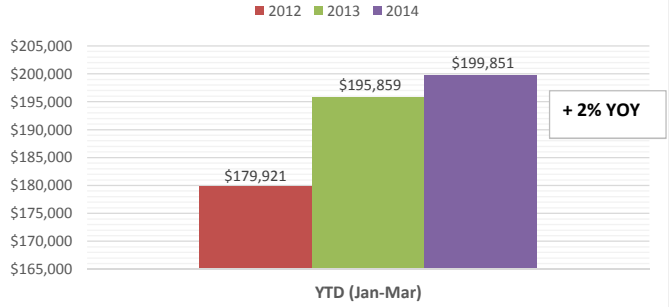
CRESTED BUTTE LODING TAX



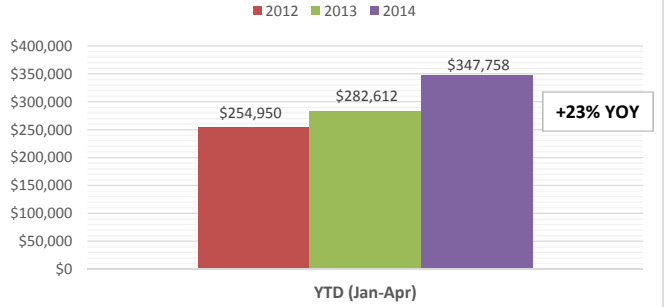
CRESTED BUTTE RETAIL SALES TAX



CRESTED BUTTE RESTAURANT SALES TAX



MT. CRESTED BUTTE LODGING TAX



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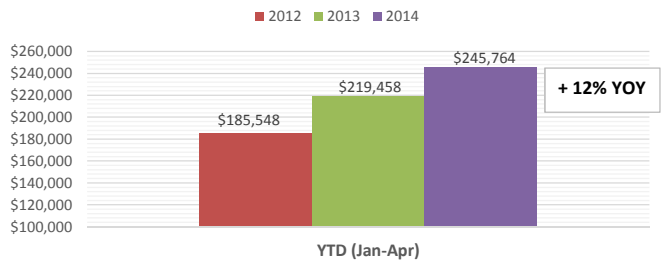
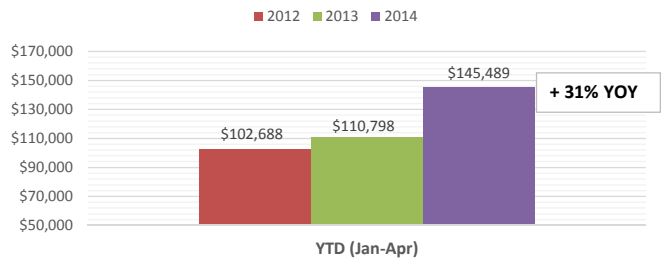
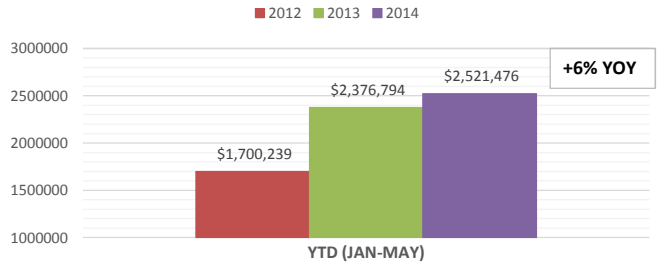


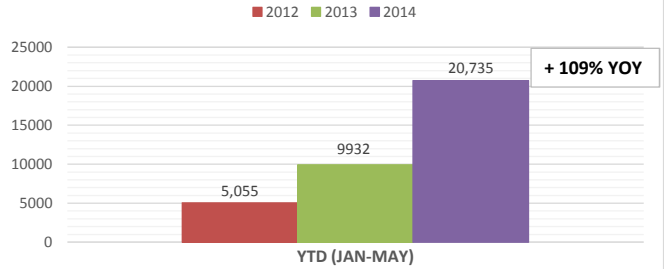
MT. CRESTED BUTTE RESTAURANT SALES TAX



IN THE NEWS - PR / *Earned Media Value* *



FACEBOOK FANS



* Earned media value calculates how much an ad of the same size/length would cost to appear in the same advertising space as the news story. Value will fluxuate year-to-year based on when stories are picked up by the media. Of note, this figure d**oes NOT include online or international press**. Tallied by Vocus media tracking service, in partnership with CBMR (shared service).

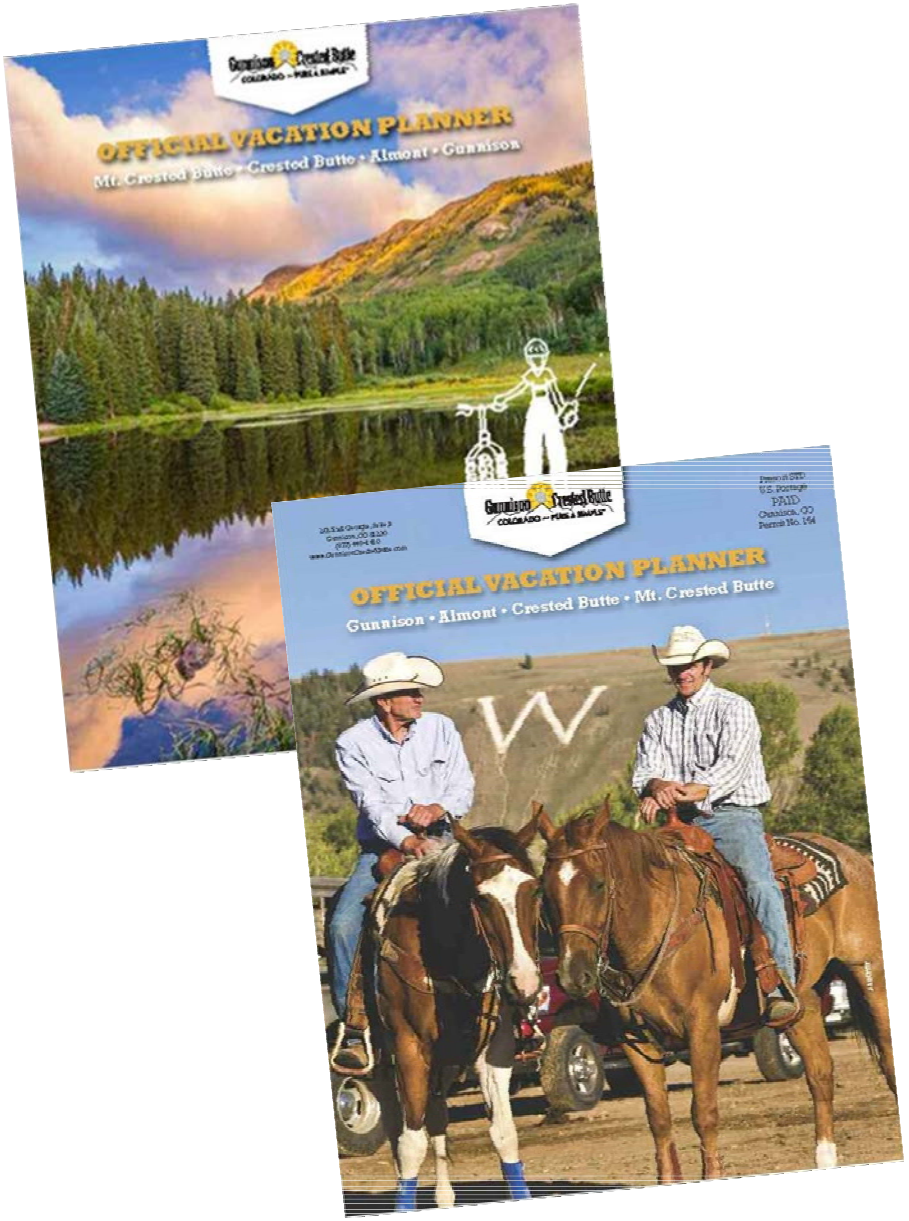
LEGEND:

YOY = Year Over Year performance comparison
YTD = Year-to-date, months included in the analysis as indicated
LMD = Local Marketing District

DEAN RUNYAN ECONOMIC IMPACT - GUNNISON TOURISM

	2010	2011	2012	YOY
Travel Spending ($M)	136.2	142.4	150.6	5.76%
Earnings ($M)	36.1	37.4	40.2	7.49%
Employment (Jobs)	1800	1820	1870	2.75%
Local Taxes ($M)	5.0	5.1	5.5	7.84%
State Taxes ($M)	3.1	3.2	3.4	6.25%

Note: Colorado Tourism Office contracts Dean Runyan services; 2013 data avail mid-year 2014



2013 Annual Report

Gunnison-Crested Butte Tourism Association

GCTBA Staff:

- Pamela Loughman, *Executive Director*
- Beth Buehler, *Public Relations Director*
- Laurel Runci, *Web Master/Interactive Marketing*
- Leia Morrison, *Administrative Marketing Coordinator*

2013 ANNUAL REPORT

Advisory Board

Local Marketing District
Paula Swenson
Town of Mt. Crested Butte
David O'Reilly
City of Gunnison
Carolyn Riggs
Town of Crested Butte
John Wirsing
Gunnison Valley RTA
Scott Truex
Public Lands
Sandra Snell-Dobert
Western State Colorado University
Brian Barker
Gunnison Country Chamber of Commerce
Tammy Scott
Crested Butte/Mt. Crested Butte Chamber of Commerce

GCTBA Staff:

Pamela Loughman, *Executive Director*
Beth Buehler, *Public Relations Director*
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Leia Morrison, *Administrative Marketing Coordinator*

The Gunnison-Crested Butte Tourism Association:

- The Gunnison-Crested Butte Tourism Association (GCBTA) is a destination marketing organization (DMO) dedicated to advertising and marketing Gunnison County as a year-round visitor destination.
- By definition, a DMO is a business whose primary function is to attract visitors to its locale for the purpose of enhancing the local economy through purchase of room nights, food and beverage, retail items, transportation, visitor services, etc..
- GCBTA is a 501-C6 non-profit association with a volunteer board, three full time staff and a contracted public relations firm.
- GCBTA operates as a contractor to the Local Marketing District (LMD) which is governed by the Gunnison County Board of Commissioners.
- GCBTA's budget is derived from LMD funds which come from a 4% use fee on all overnight lodging stays of 30 days or less in Gunnison County.
- GCBTA only promotes chamber members in its marketing efforts.

2013 ANNUAL REPORT

Gunnison Crested Butte TOURISM ASSOCIATION COLORADO ~ PURE & SIMPLE

Board of Directors

At Large: North of Jack's Cabin
Jeff Moffett, Community Flights
Lodging: Gunnison/Almont
Vice President
Jacob Callicutt, Holiday Inn Express
Retail/Commercial/Recreation
Secretary
Jen Bickford, Three Rivers Outpost
Real Estate/Property Management
Kat Hassebroek, Peak Property Mgt
Non-Profit Organization
Treasurer
Frank Kugel, Gunnison River Festival
Restaurant
Kerry Lefebvre, Mario's Restaurant
Lodging: Mt. Crested Butte
Ken Stone, WestWall Lodge
Ski Area
Scott Clarkson, Crested Butte Mountain Resort
Lodging: Crested Butte
Mollie Donohue, Purple Mountain Bed and Breakfast + Studio Day Spa
Professional
President
Jim McDonald, Law Offices of J.R. McDonald
At Large: South of Jack's Cabin
Ryan Johnson, Weekend Warrior Outdoors

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

- **Mission:** To enhance economic vitality by marketing our county as a year-round destination and foster relationships with community partners.
- **Value Proposition:** Through life-enriching adventures and inspirational, authentic experiences, Gunnison County delivers lasting memories unlike any other vacation destination.
- **Primary Goal:** Increase overnight visitors to Gunnison County.
- **Community Relations Goal:** To build on the respect and support of local governments, chambers of commerce, businesses and non-profit organizations to help increase cooperation throughout the county in support of tourism.

Gunnison Crested Butte TOURISM ASSOCIATION COLORADO ~ PURE & SIMPLE

STRATEGIES & PROGRAMS

GCBTA Strategic Business Plan was updated by the board of directors during multiple planning sessions that were held in 2012.

GCBTA 2013-2015 Strategic Marketing Plan – developed by the board and staff, is a 3-year plan of action that includes vision for the future.

GCTBA Media Plan: The 2013 plan includes a robust multi-media plan designed to increase reach in key geographic areas. Print, electronic and broadcast efforts were geo-targeted to speak to the right audience at the right time with the right message.

RTA Houston – GCTBA partnered with the RTA to fund a campaign to promote new non-stop Summer service from Houston to Gunnison.

Coop Advertising Programs: Non-profit arts organizations in the Valley collaborate to promote the arts, with particular emphasis on the summer months. As a partner, GCTBA anchors special advertising to enhance our community presence in key geographic markets. Additionally, GCBTA secures advertising rates that save these advertisers up to 40% on media placement.

DestiMetrics lodging benchmark performance is paid for by GCBTA and benefits all participating properties who may compare ADR, occupancy and booking forecasts against a competitor set.

Deals/Packages: GCBTA offers chamber-member businesses on opportunity to post a deal on the official visitor website. Those deals are additionally promoted via emarketing initiatives. Visitors book the deal directly with the business.

Visitor Event Calendar: Updated by GCTBA weekly throughout the year, the official visitor calendar of events features visitor-friendly activities which are promoted in social media and emarketing efforts.

Public Relations assistance is extended to non-profit organizations to help promote tourism-related events, such as stargazing.

Tourism Works for Gunnison County: In 2012, total direct spending by visitors to Gunnison County reached $150.6 million dollars, generating more than $5.5 million in local taxes and representing more than 1,870 tourism-related jobs.
Source: Dean Runyan Associates

Gunnison Crested Butte TOURISM ASSOCIATION COLORADO ~ PURE & SIMPLE

MARKETING PROGRAMS

Gunnison Getaways Ski Deal program was conceived by the Gunnison Country Chamber of Commerce in partnership with Crested Butte Mountain Resort, the City of Gunnison and GCBTA. The Chamber asks its lodging members to submit value pricing for lodging during the ski season; CBMR provides special lift ticket pricing and GCBTA posts all deals on the official visitor information website. GCBTA then spearheads advertising efforts to promote the deals.

Contests/Sweepstakes offers are donated by local tourism businesses– and in return they receive significant visibility for their business., increase awareness for their company and stretch marketing dollars for the benefit of the entire valley.

SERVICES

GCTBA provides Chamber Member Services: Our staff offers top-notch customer service to chamber members in an effort to elevate the visitor experience. GCBTA offered education and consultation to help businesses create effective marketing messages.

Our staff continually promotes chamber membership and provides referrals to the chambers.

Hospitality Partners are chamber members in good standing who automatically receive visibility in the vacation planner and on the visitor website.

Marketing Partners are chamber members in good standing who choose to upgrade/enlarge their marketing presence in the vacation planner and on the visitor website. This is a income-generating program for the Chambers.

PARTNERS & RESOURCES

Colorado Tourism Office – provides online travel listings for advertisers on Colorado.com, creates cooperative advertising programs for DMO's that are offered at significantly discounted rates, offers brochure distribution to visitors in its welcome centers, and coordinates familiarization trips (FAMS) for visiting journalists and travel industry professionals.

Tour Colorado represents GCBTA to tour groups at conferences, shares group leads, offers placement on the Tour Colorado CD and TourColorado.com.

Southwest Colorado Travel Region produces a regional brochure that is distributed at partner Visitor Centers. Regions may apply for CTO grant funding to offset marketing costs such as brochure production.

Our membership in the SW Tourism Region allowed us to bid - and win - the 2014 SW Colorado Tourism Summit, coming to Mt. CB in April 2014.

Crested Butte Mountain Resort: GCBTA is pleased to partner with CBMR in an effort to provide a larger media effort that attracts travel writers. Together, we created "vertical interest" targeted media contact lists (e.g., biking, culinary, family, travel, etc.) to reach potential visitors.

Visit Denver is the Official Travel and Visitor Bureau for the city of Denver. Membership entitles GCBTA to a listing on the VisitDenver.com website and they stock our vacation planner at the visitors center for distribution upon request

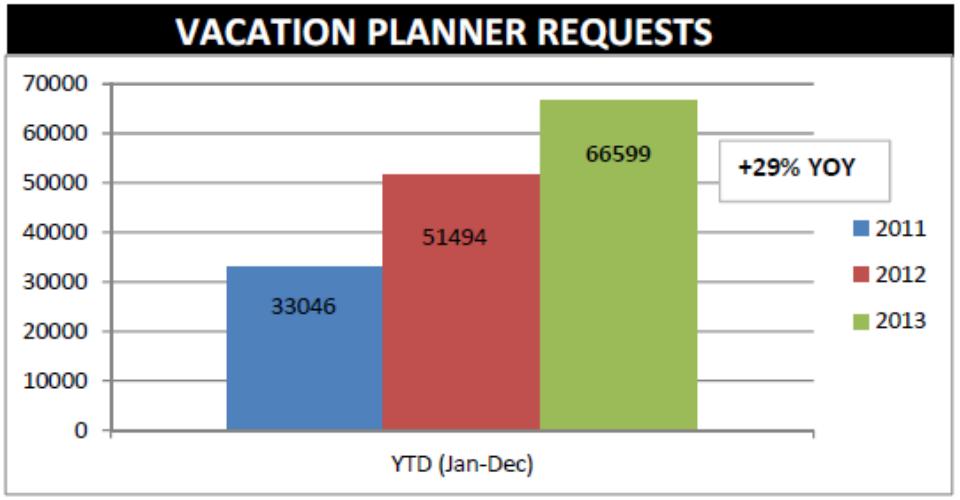
West Elk Scenic & Historic Byway showcases Gunnison-Crested Butt in their brochures, which are distributed in visitor centers along entire byway routes. GCTBA regularly attends meetings and took the lead this year to review marketing strategies and offer recommendations to byways participants.

Vocus™ is a database system of media contacts (journalists) in both domestic and international markets and allows for measurement so that we may track our PR efforts.

aRES is our online and call center travel agent. They gather all local property deals listed on the hotel GDS system to provide our visitors with direct with access to one-stop-reservations for lodging, airline, ground transportation and more. Rates are commissionable.

Gunnison Crested Butte TOURISM ASSOCIATION COLORADO ~ PURE & SIMPLE

2013 Official Gunnison-Crested Butte Vacation Planner – fulfill requests in response to advertising

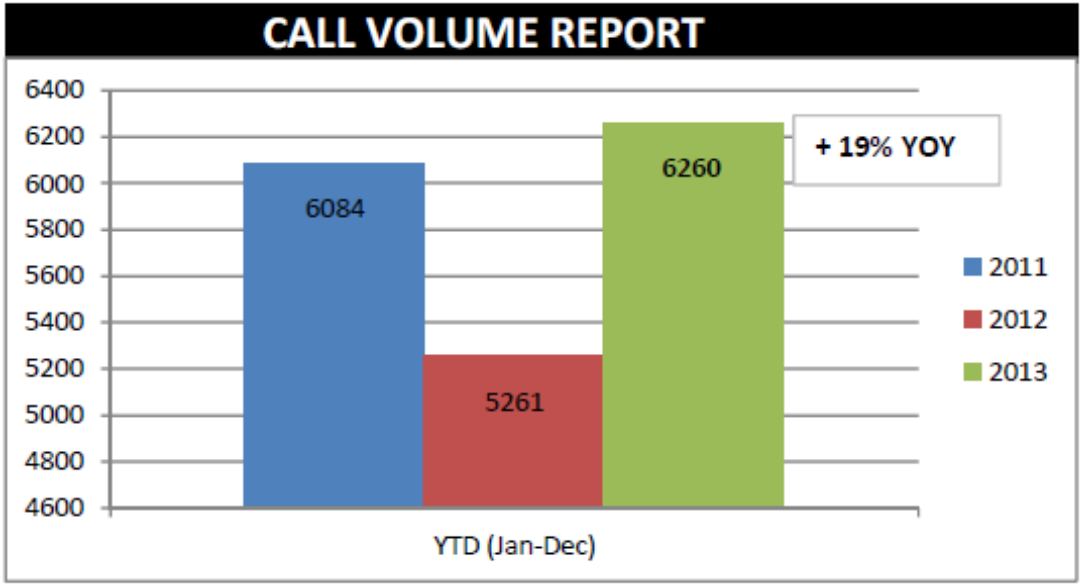


29% increase over the prior year = 15,105 more requests for visitor information

GCTBA also provides vacation planners to Western State Colorado University for student mailings

Information Calls - Comparative Call Volume

Calls for information in response to advertising increased **+19%** in 2013. But the average time spent on the phone with each potential visitor is just 2.59 minutes!



Information Calls - Comparative Call Volume

Of the 6,260 calls answered by the visitor information center staff, just 337 vacation guide requests resulted. We have work to do to further engage visitors.

2013 Vacation Planner Requests received by GCBTA from Chambers

	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Annual Total
Gunnison Country Chamber	8	31	48	27	49	47	26	27	11	16	5	295
CB/Mt. CB Chamber	0	3	10	3	4	2	8	3	5	3	1	42
Totals	8	34	58	30	53	49	34	30	16	19	6	337

Gunnison Crested Butte TOURISM ASSOCIATION COLORADO ~ PURE & SIMPLE

ADVERTISING & MARKETING

GCBTA marketing budget embraced new technology and produced a solid return on its investment in 2012. We followed a similar formula in 2013. By investing in online media channels, GCBTA was able to reach the right target at the right time with the right message.

Expedia®

For every dollar invested on Expedia, the return was $4 in actual bookings

Media Mix:

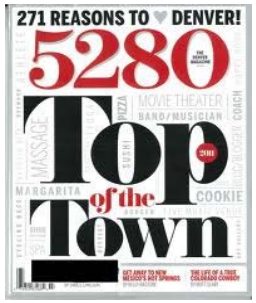
- Internet/Electronic
- Print
- Radio
- eMarketing

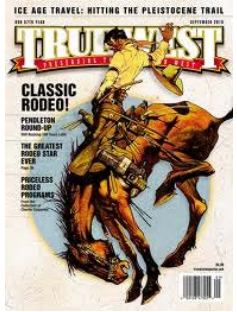
Media Plan Highlights:

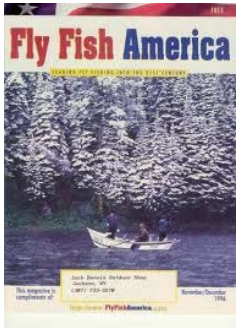
- 350+media insertions
- Targeted local/regional/national audiences
- Targeted eMarketing
- Targeted electronic marketing

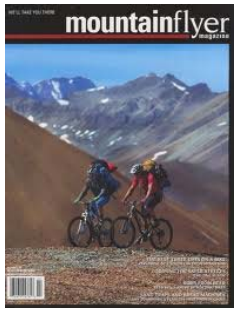
ON THE SNOW

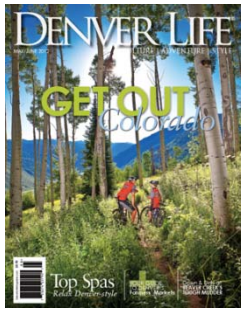
Bootprints.com







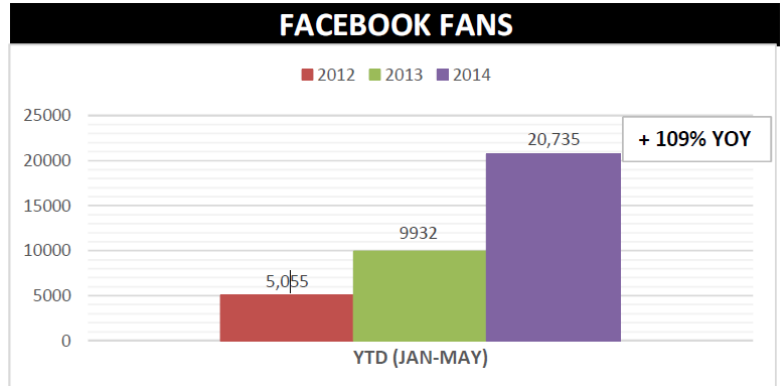




Gunnison Crested Butte TOURISM ASSOCIATION
COLORADO ~ PURE & SIMPLE

FACEBOOK/Twitter/Pinterest & YouTube

Due to a diligent effort to connect with potential visitors via paid and unpaid methods, GCBTA's Facebook fan base more than doubled in 2013!



YouTube views increased 71%%

And moderate growth in Twitter and Pinterest followers further exemplifies our target audience desire for consumer social content thus these programs were a focus for our social media team.

Public Relations

Earned Media Value thru December 31, 2013 = $6,344,427

** As tallied by Vocus, a media service shared with Crested Butte Mountain Resort, so this figure includes CBMR efforts as well. Does not include media hits not picked up by Vocus such as some print items that do not go online and some international such as a Bella Magazine article worth $174,240.*

Journalists searching for relevant and interesting story angles , photography and a sampling of recent articles rely on the **Gunnison-Crested Butte media room which** features all press releases, photography and other resources.

2013 Results:

The Earned Meida Value for media mentions of the Gunnison-Crested Butte Valley totaled more than $6.34 million.

This number is tracked by Vocus, the media monitoring and media list building service shared by the Tourism Association and Crested Butte Mountain Resort.

Due to sharing the service, it is a combined total of both organizations' efforts. We work collaboratively with CBMR and other organizations throughout the Valley.

ANOTHER MILESTONE: The advertising equivalency rate for Public Relations efforts exceeded **6.34 million dollars**

FAMILIARIZATION PROGRAMS

We've elevated our game!

GCTBA & CBMR co-hosted journalist groups from the UK, Canada, France, Germany and Mexico.

In addition, we host individual writers all year long!

To enhance the journalist experience, and promote more attractions and local businesses, GCBTA enlists business owners for a segment of our FAM (such as a meal) and in return we include the business marketing materials in our media kit. Additionally, owners are invited to greet attendees and share information about their business.

"Meet the Locals" – local VIP's, elected officials, chambers of commerce, and community leaders are now part of the FAM, providing a local flavor and warm hospitality to our visiting journailsts.

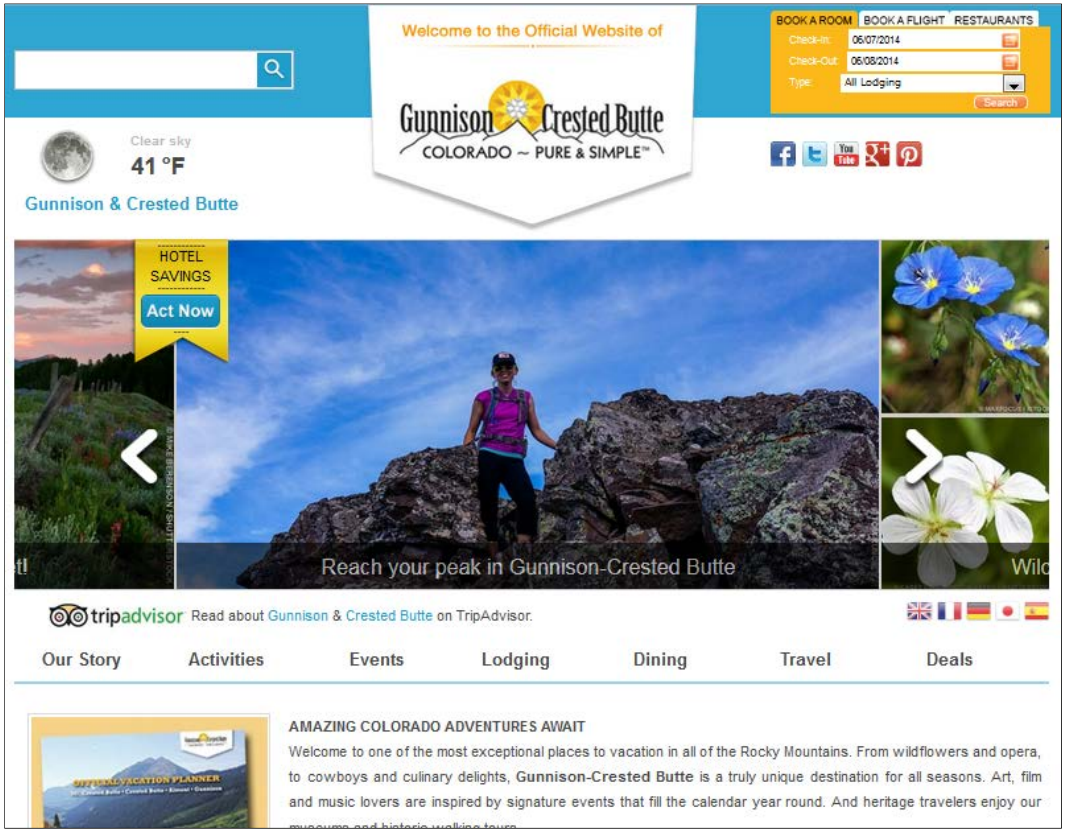
Journalist Steve Bergsman enjoyed the Songwriters Festival with Mayor Huckstep and BMI representative.

The Official Visitor Website for Gunnison-Crested Butte

NEW in 2013, the official Visitor Website for Gunnison-Crested Butte has been redesigned from top to bottom!
If we're going to maintain and increase our travel market share, we have to continue to innovate and find ways to engage visitors in a dialogue. The new site embraces today's web design trends and was developed using responsive design that lets the site adjust to whatever platform users choose, from desktop computers to tablets to mobile devices.

Interesting tidbits

- **There were more than a million pages views in 2013!**
- **96.37%** users are from the U.S.
- **70%** of website page views were from a desktop computer
- 27.71% of page views happena slight ed from a mobile device, decline over the prior year
- On average, **1,300 pages** were viewed each day
- **72.6%** of website visitors are **New users**
- **27.4%** of website visitors are **repeat visitors**



www.gunnisoncrestedbutte.com

Community Relations Website

The Community Relations goal is to keep communities informed of Tourism Association efforts and success through the ongoing sharing of relevant information. To that end, GCBTA maintains a website dedicated to local industry information sharing.

Features:

- About Us: an introduction to GCBTA
- Advisory Board
- Board of Directors
- Bylaws
- Crisis Management Plan
- Elections/Board Nominations
- Local travel information
- Meeting minutes, agendas and other reports
- Read news articles published about the destination
- Research

Community Relations (Local Industry) Website:

www.gcbta.com

This site will be redesigned in 2014

Gunnison Crested Butte TOURISM ASSOCIATION COLORADO ~ PURE & SIMPLE

Community Calendar:

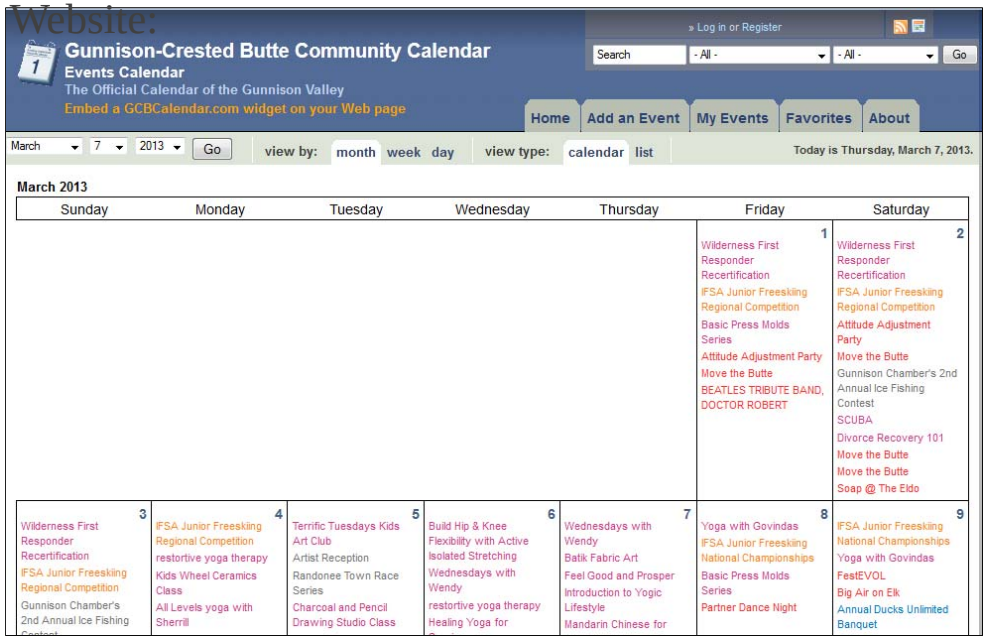
The goal of this valley-wide project was to create a centralized, online calendar that serves as a hub for local event information that is of interest residents, which may include meetings, classes, workshops and events.

The calendar has become the fundamental location for inputting, reviewing and disseminating local event information within the Gunnison Valley.

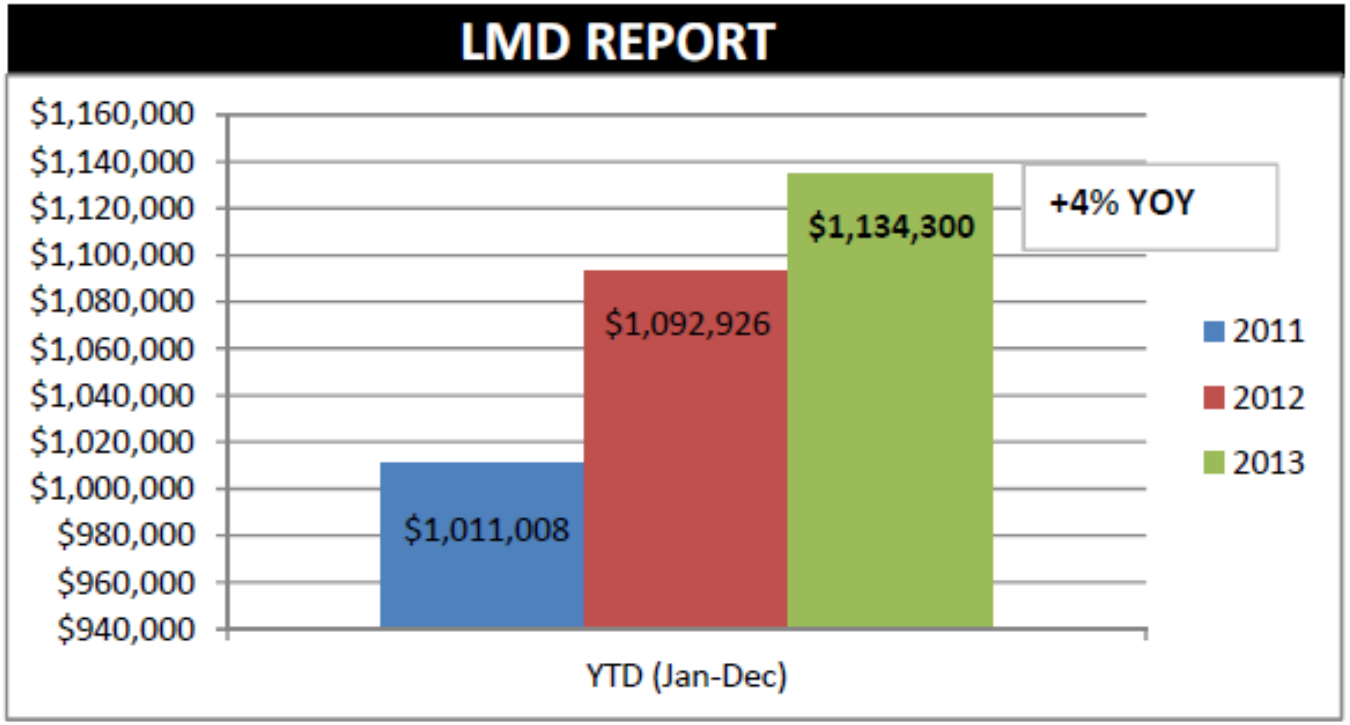
GCBTA takes an active role in the day-to-day administration of the website, reviewing/approving content and assisting local user s with login and password help when requested.

NOTE: GCBTA is not responsible for generating user content or posting information.

Community Calendar Website:



www.gcbcalendar.com

GCTBA also assumed hosting responsibilities in 2013

Local Marketing District Tax Revenue – Year over Year Comparative