AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

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

Action Requested: Discussion

Parties to the Agreement:

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

Summary:
The attached materials were provided by Pamela Loughman.

Fiscal Impact:

Submitted by: Katherine Haase **Submitter's Email Address:** khaase@gunnisoncounty.org

Finance Review: (●) Required ( ) Not Required

Comments:

No TA financial data to reveiw.

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 12/5/2014

County Attorney Review: ( ) Required (●) Not Required

Comments:

Reviewed by: Discharge Date: Certificate of Insurance Required

Yes ( ) No ( )

County Manager Review:

Comments:

Reviewed by: GUNCOUNTY1\khaase Discharge Date: 12/5/2014

( ) Consent Agenda ( ) Regular Agenda (●) Worksession Time Allotted: 45 Minutes

Agenda Date: 12/9/2014 Follow Up Agenda Date:

Revised April 2013

Gunnison Crested Butte
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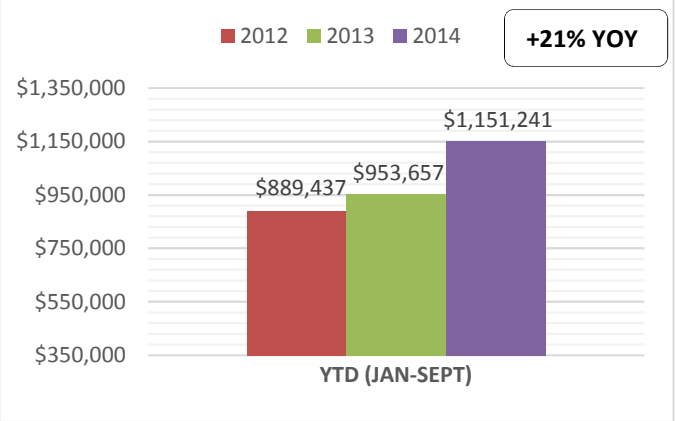
TOURISM REPORT CARD

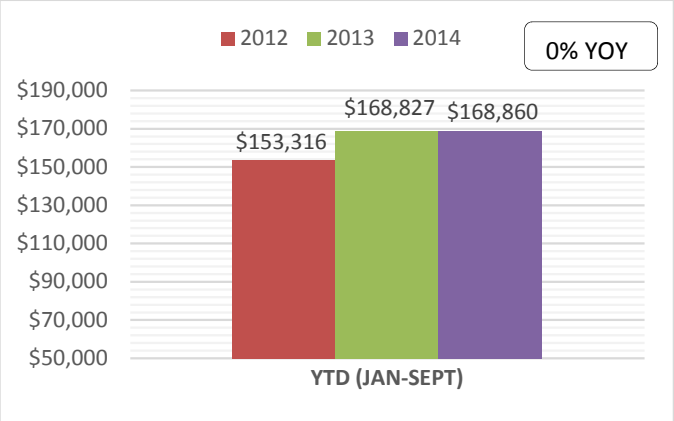
Dec 4, 2014

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

LMD REPORT

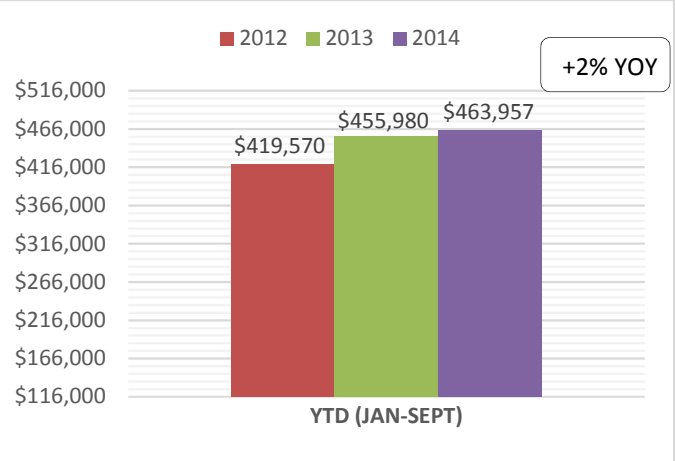


CITY OF GUNNISON LODGING TAX



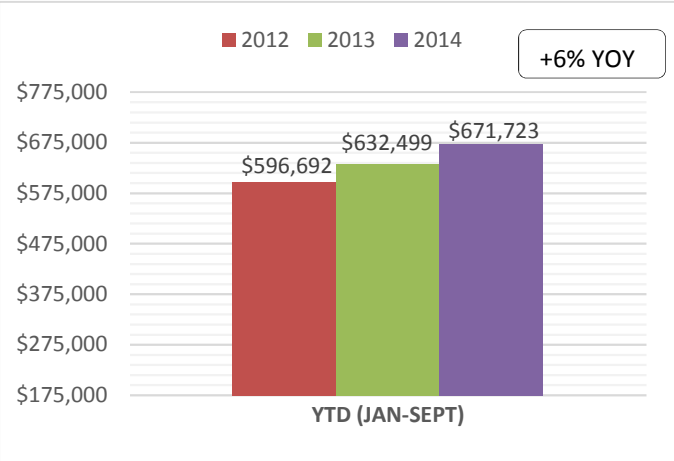
NOTE: likely a result of reduced loding inventory in market

CITY OF GUNNISON RETAIL SALES TAX*

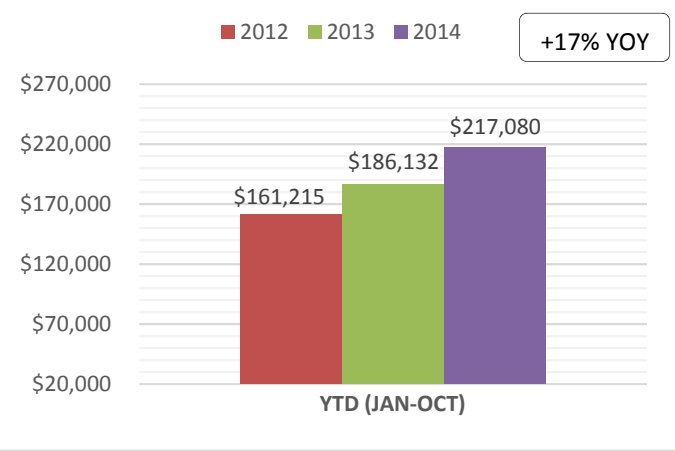


*Combined Apparel/ Specialty Shops/ Misc. Retail

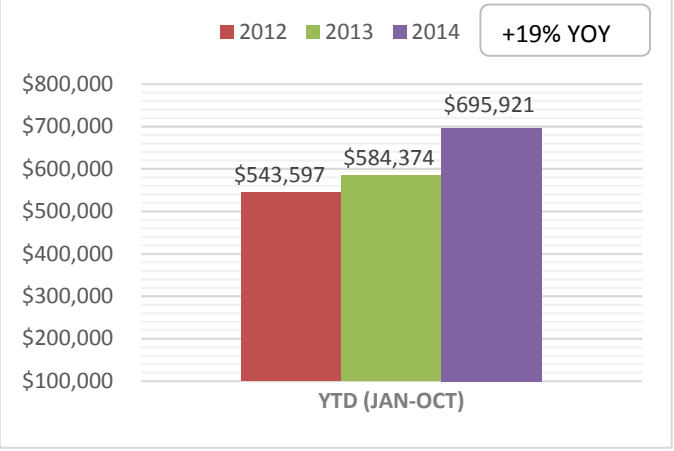
CITY OF GUNNISON RESTAURANT SALES TAX



CRESTED BUTTE LODGING TAX



CRESTED BUTTE RETAIL SALES TAX



Gunnison Crested Butte
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TOURISM REPORT CARD

Dec 4, 2014

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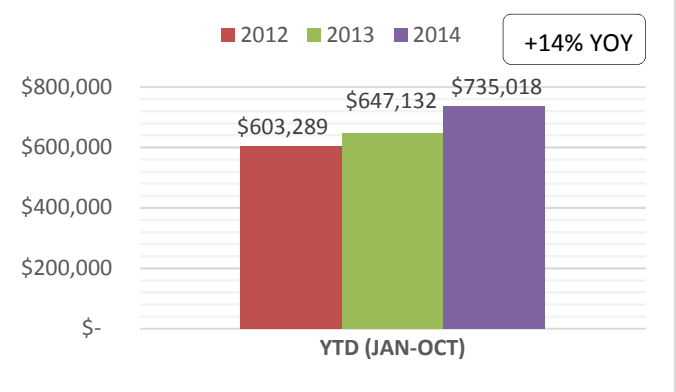
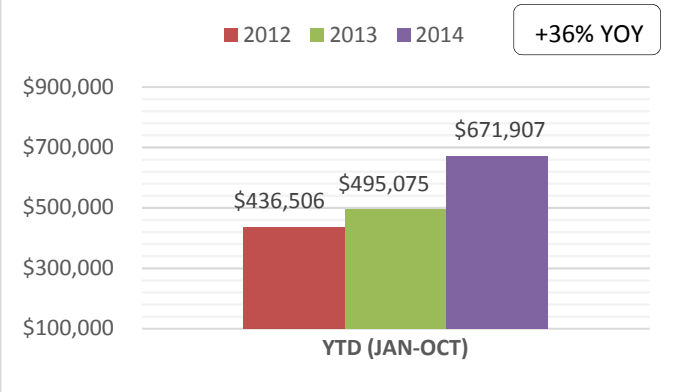
CRESTED BUTTE RESTAURANT SALES TAX



MT. CRESTED BUTTE LODGING TAX



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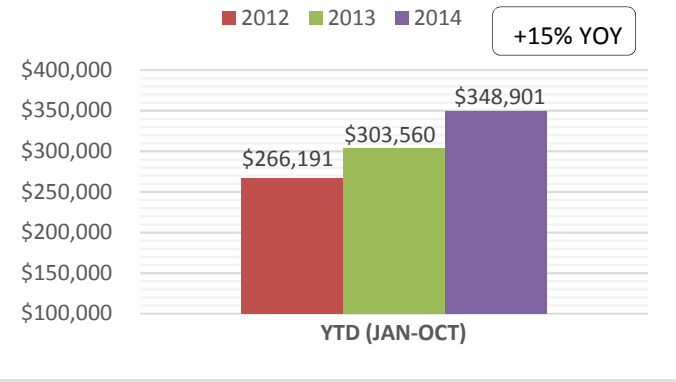

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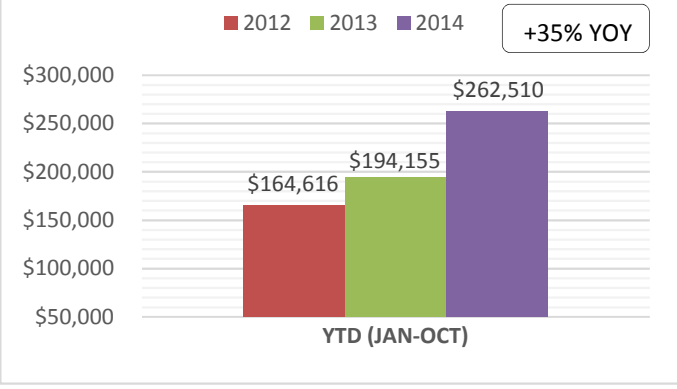
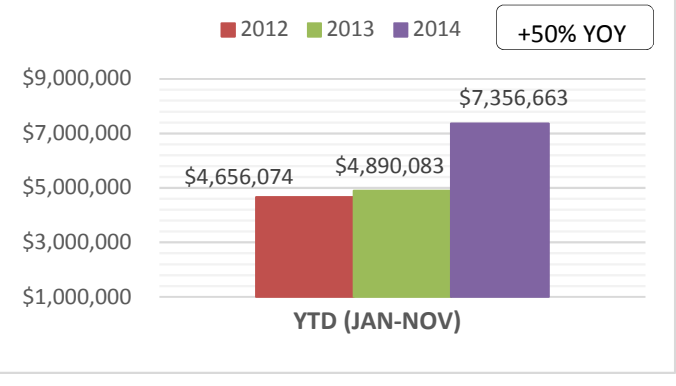
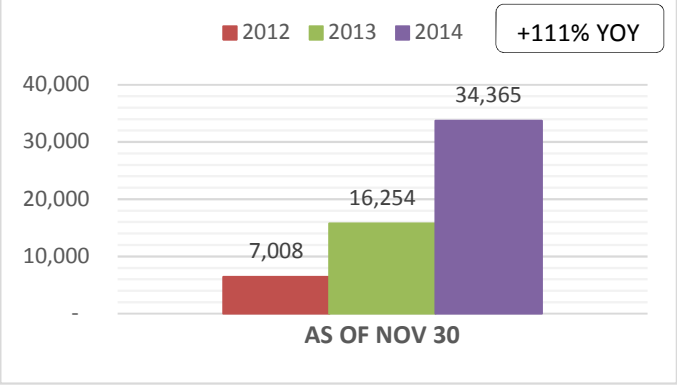


PUBLIC RELATIONS - EARNED MEDIA VALUE*



* Earned media value calculates how much an ad of the same size would cost in the same advertising space as the news story appeared. Tallied by Vocus media tracking service, in partnership with CBMR (shared service); figure does NOT include online or international press. Earned Media Value* for Jan 1–Nov 30, 2014 = $6,833,996 without Whatever USA

FACEBOOK FANS



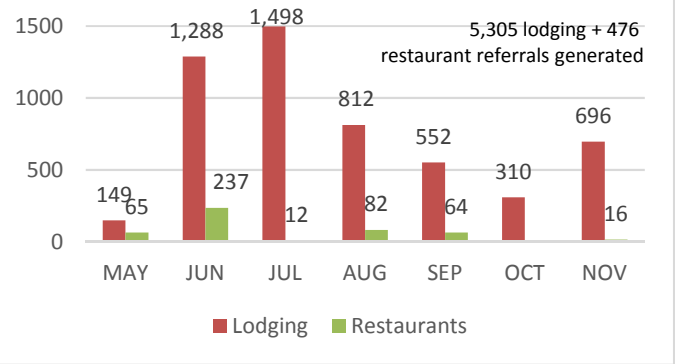
Engagement: up 41.93% ; Total Page Likes up 20.17% YoY

TOURISM REPORT CARD

Dec 4, 2014

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

BOOKDIRECT REFERRALS BY MONTH - 2014

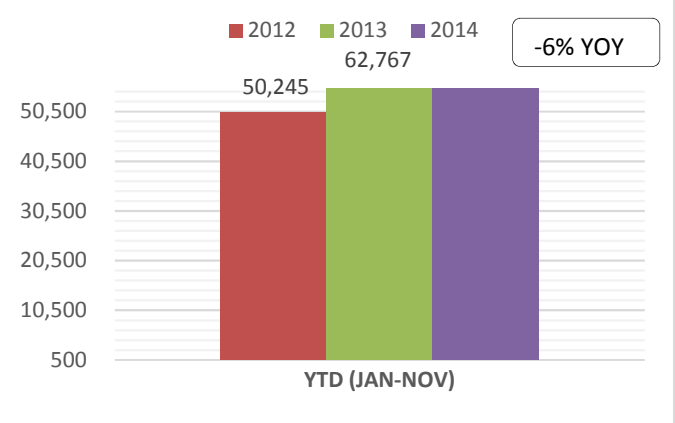


DEAN RUNYAN ECONOMIC IMPACT-GUNNISON COUNTY TOURISM

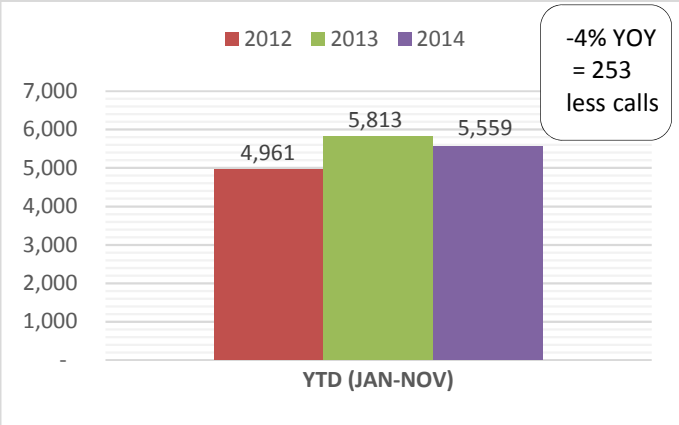
	2011	2012	2013	YOY
Travel Spending ($M)	142.4	150.6	156.5	3.9%
Earnings ($M)	37.4	40.2	42.4	5.5%
Employment (Jobs)	1820	1870	2000	7.0%
Local Taxes ($M)	5.1	5.5	5.7	3.6%
State Taxes ($M)	3.2	3.4	3.5	2.9%

Note: Colorado Tourism Office contracts Dean Runyan services.

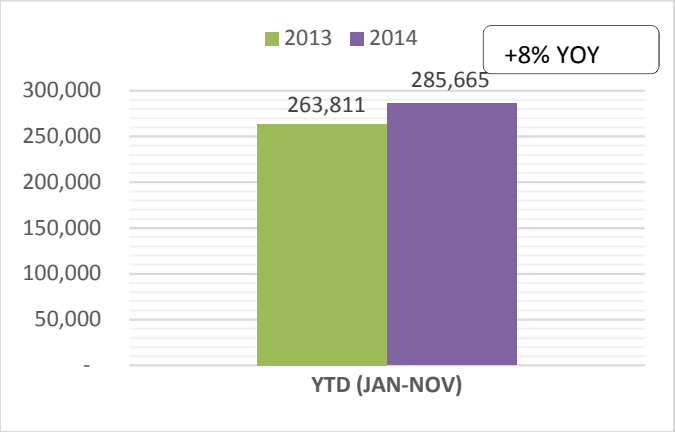
VACATION PLANNER REQUESTS



CALL VOLUME REPORT



WEBSITE TRAFFIC - VISITS



LEGEND:

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

Summer trends

Gunnison Crested Butte
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DestiMetrics LLC
Resort Intelligence.

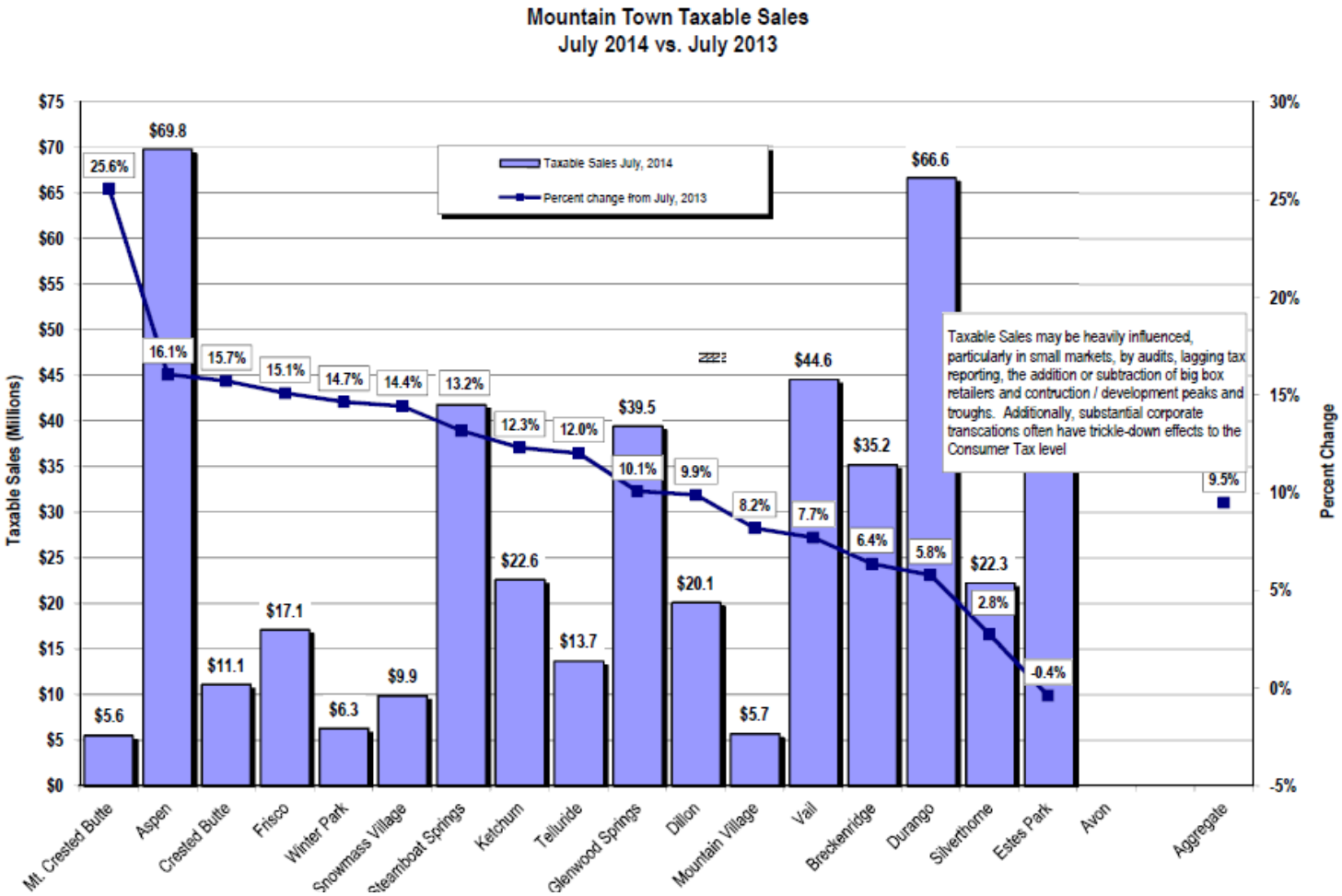
Taxable Sales

July 13 vs July 14

Mt. CB up 25.6%

CB up 15.7%

Note: Gunnison is not in the resort town comparison competitor set available through DestiMetrics



Gunnison Crested Butte
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DestiMetrics LLC
Resort Intelligence.

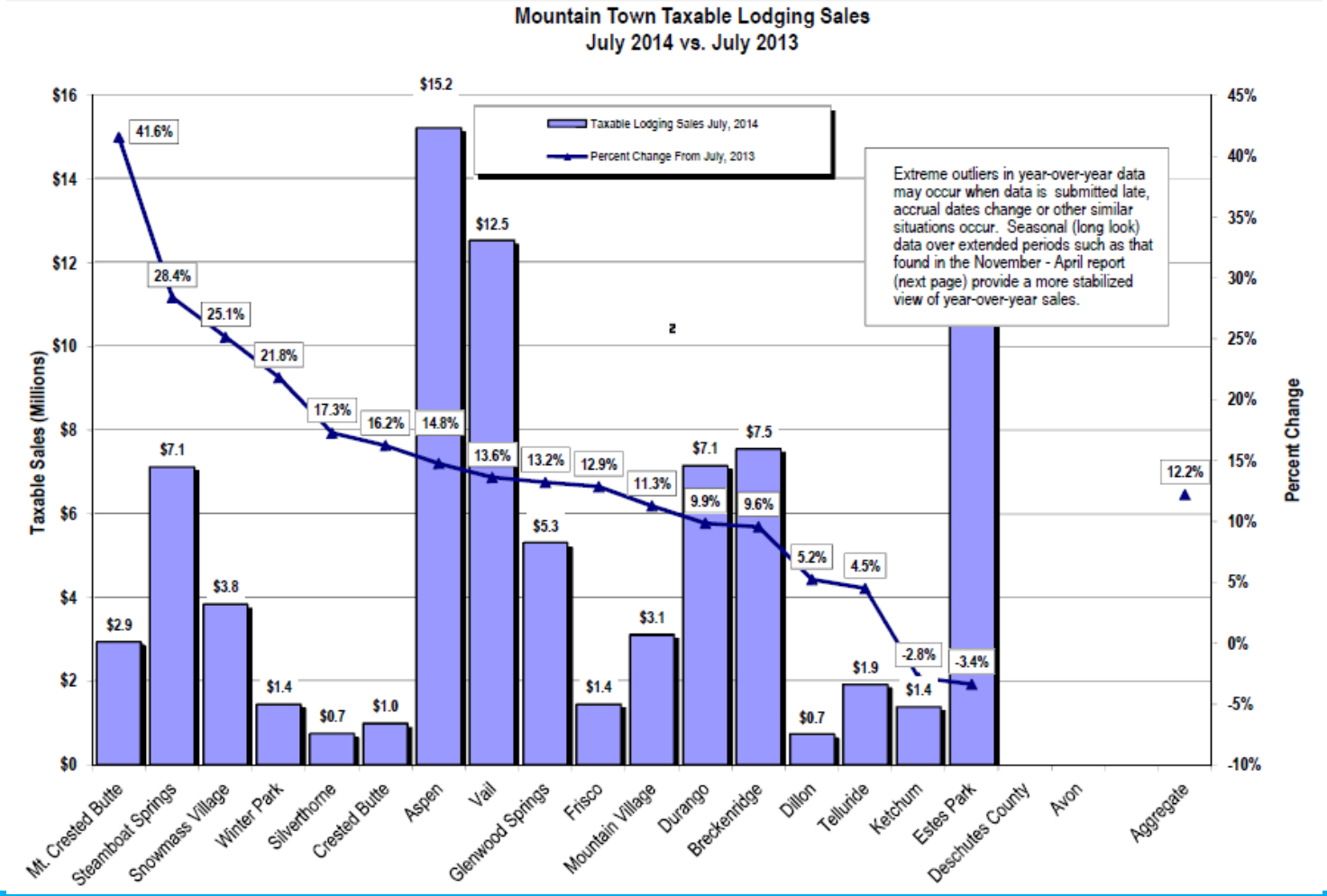
Lodging Sales % change

July 2014
vs. July 2013

Mt. CB up 41.6%

CB up 16.2%

Note: Gunnison is not in the resort town comparison competitor set available through DestiMetrics



Gunnison Crested Butte
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DestiMetrics LLC
Resort Intelligence.

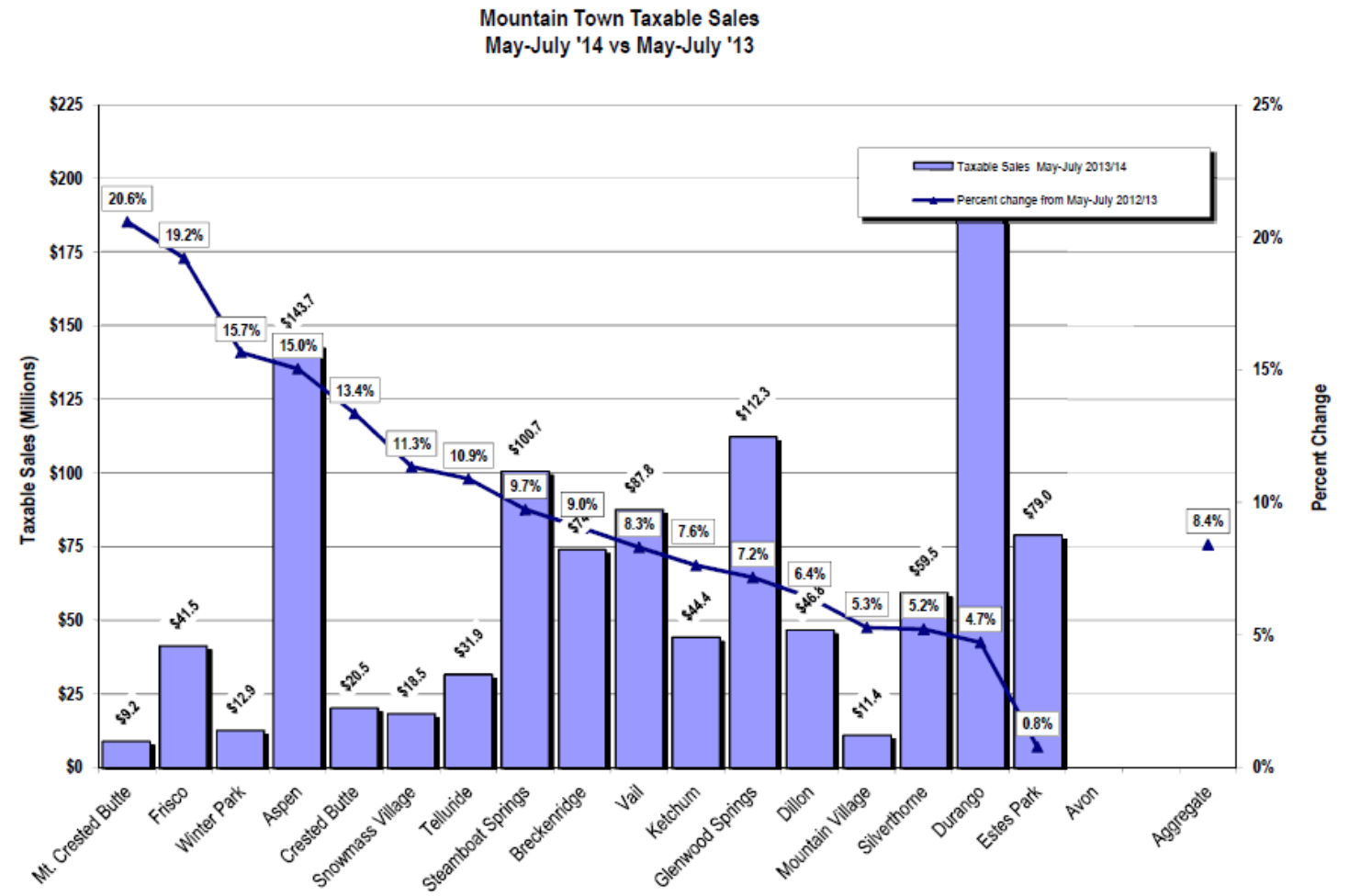
Taxable Sales

May/June/July 13
vs same months
in prior year

Mt. CB up 20.6%

CB up 13.4%

Note: Gunnison is not in the resort town comparison competitor set available through DestiMetrics



Gunnison Crested Butte
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DestiMetrics LLC
Resort Intelligence.

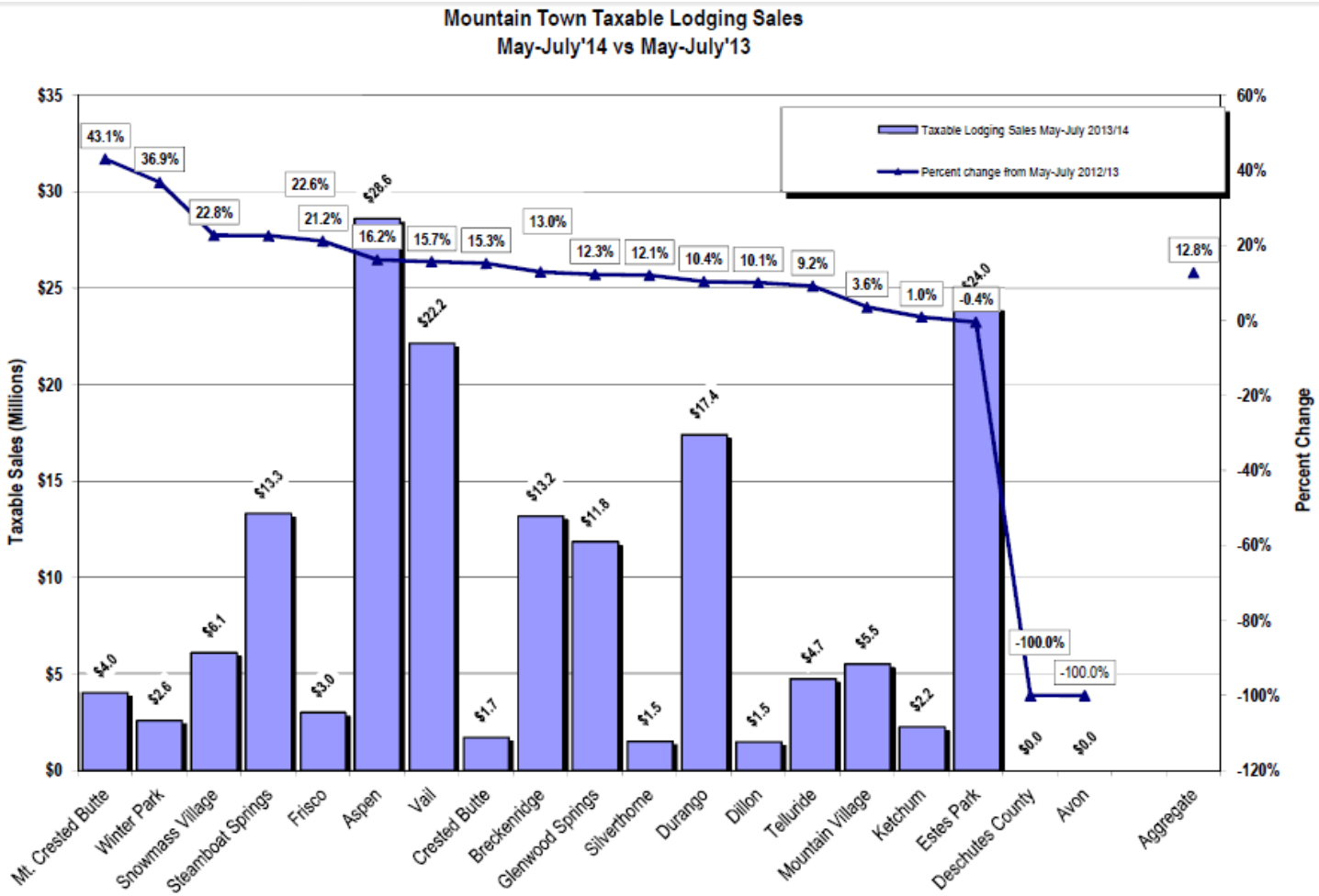
Lodging Sales % change

May - July 2014
vs. same
months in prior year

Mt. CB up 43.1%

CB up 15.3%

Note: Gunnison is not in the resort town comparison competitor set available through DestiMetrics



Gunnison Crested Butte
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DestiMetrics LLC
Resort Intelligence.

CUSTOM REPORT

Competitor Subset

- GCB
- Aspen
- Vail
- Telluride
- Jackson Hole

% change in occupancy

% change in ADR

Gunnison Crested Butte
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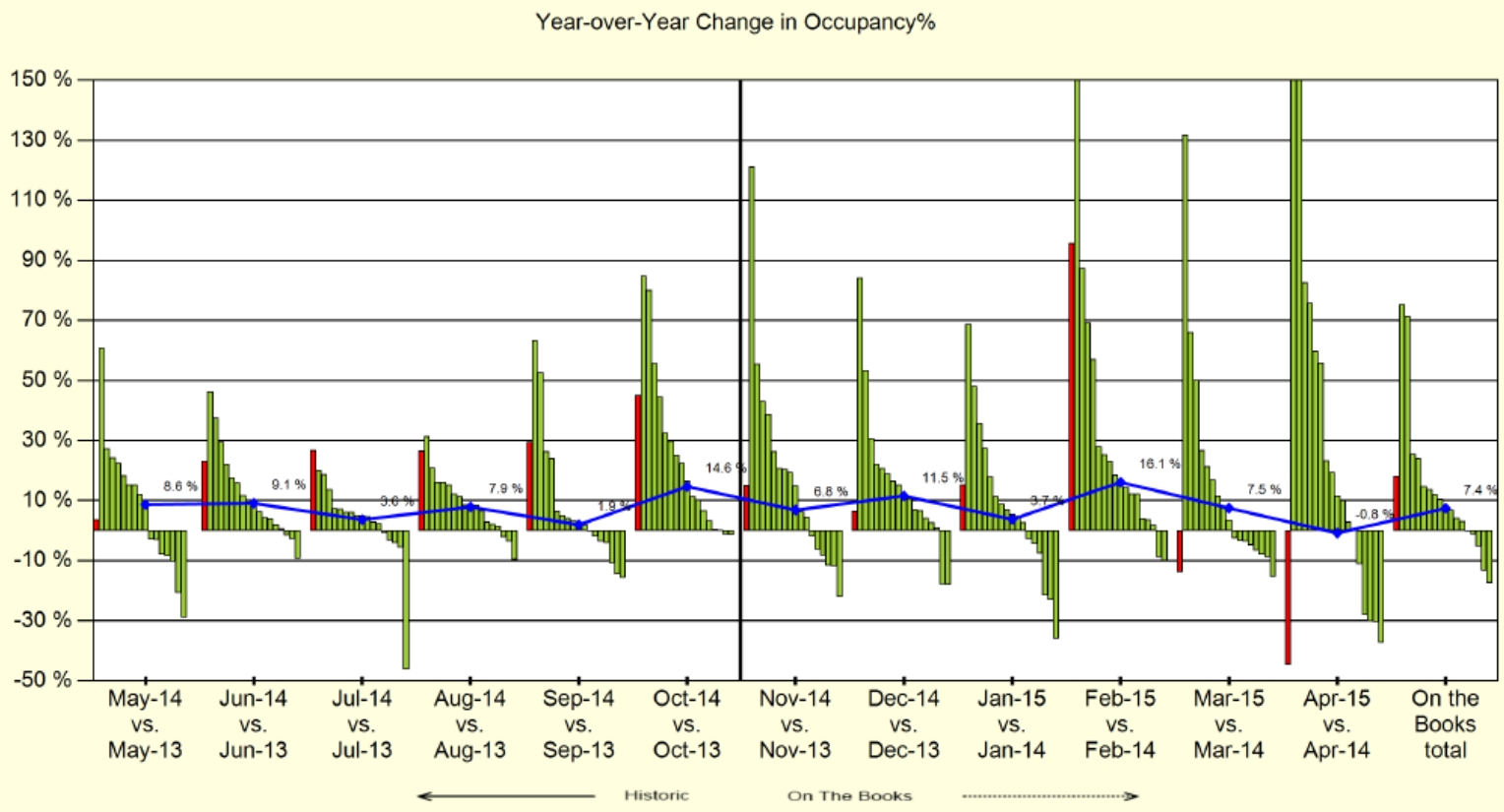
DestiMetrics LLC
Resort Intelligence.

Gunnison / Crested Butte	Other Individual Destinations	Average



RESORTS INCLUDED IN COMPARISONS:

- Aspen
- Avon
- Beaver Creek
- Breckenridge
- Central Summit County CO
- Copper Mountain
- Jackson Hole
- Keystone
- Mammoth Lakes
- Mt Bachelor
- North Lake Tahoe
- Park City Area Chamber
- Snowmass
- Steamboat Springs
- Telluride
- Vail
- Winter Park Resort

My surveys

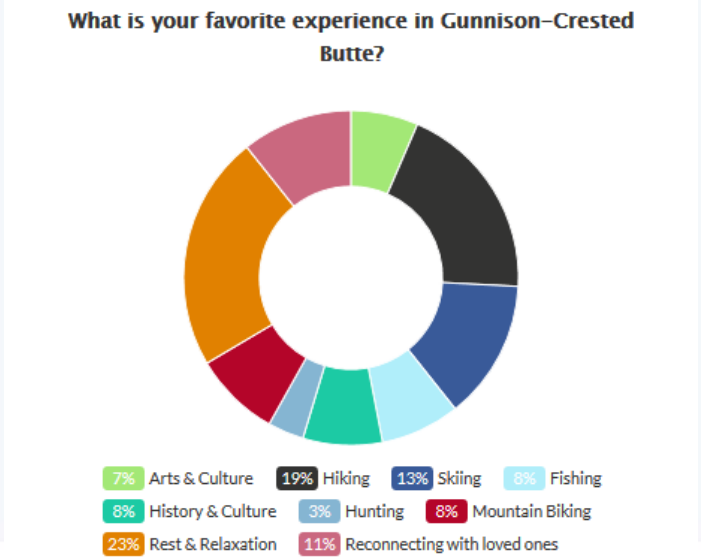
Results

New survey

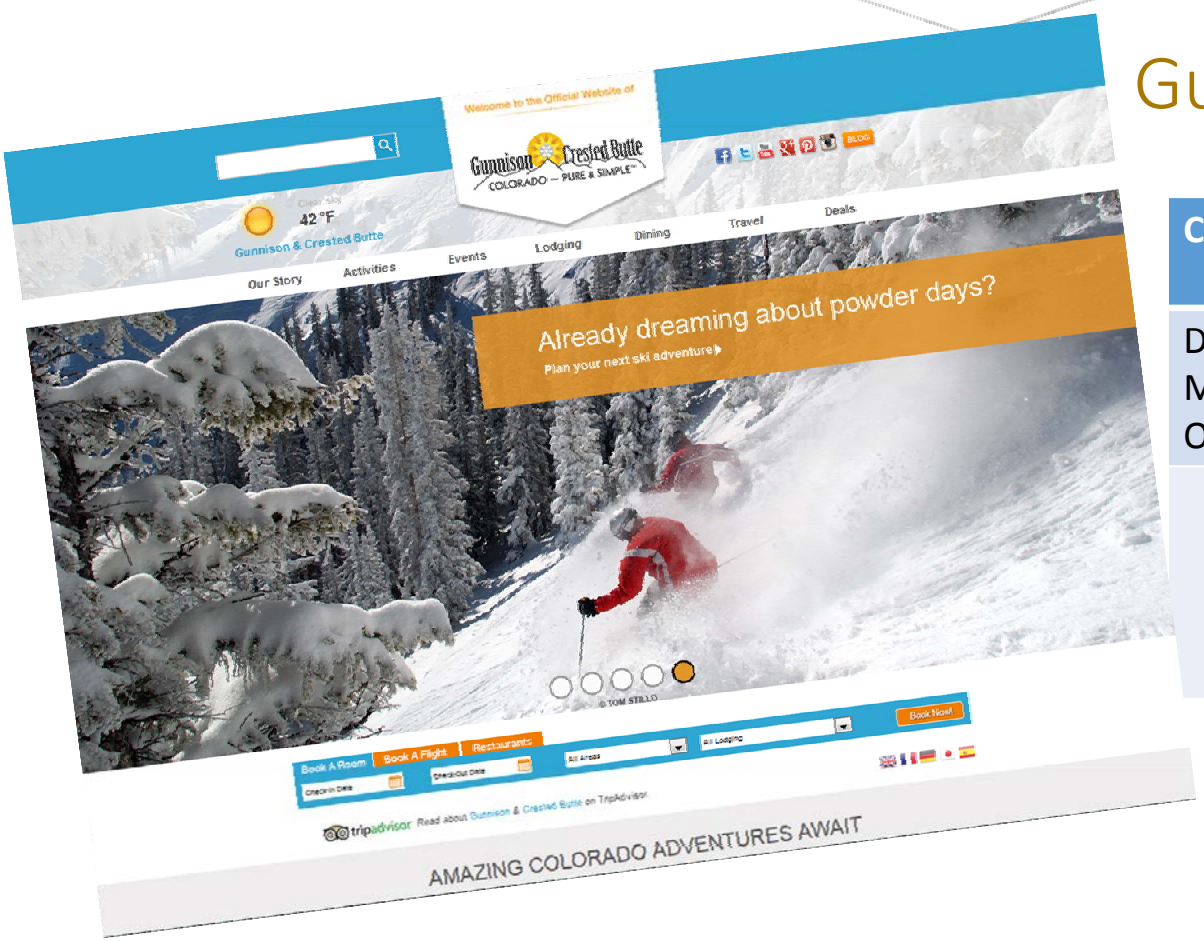
What is your favorite experience in Gunnison-Crested Butte?

230 answers (430 votes)

Pie Chart View



Arts & Culture	28 votes	12.2%
Hiking	83 votes	36.1%
Skiing	58 votes	25.2%
Fishing	33 votes	14.3%
History & Culture	33 votes	14.3%
Hunting	15 votes	6.5%
Mountain Biking	36 votes	15.7%
Rest & Relaxation	98 votes	42.6%
Reconnecting with loved ones	46 votes	20.0%



GunnisonCrestedButte.com

Category	2014 Web Traffic - avg	GCBTA Performance
Destination Marketing Organizations	167,750	226,079
		GCTBA visitor website attracts 35% MORE users than small DMO competitors

Source: Tourism Intelligence Group

Winter Marketing

Q4 Media –
reallocation of $95,000

Gunnison Crested Butte
TOURISM ASSOCIATION
COLORADO ~ PURE & SIMPLE™

2014 MEDIA

	Q4													
	October				November				December					
	6	13	20	27	3	10	17	24	1	8	15	22	29	Budget
PRINT														
2015 Colorado Vacation Planner														**$29,300.00**
Elevation Outdoors														$825.00
Crested Butte News: Seasonal Visitors Guide/Visitor Center Promo														**$1,032.00**
LOCAL MEDIA														
GCBTA Business Announcements	as needed													$350.00
SOCIAL MEDIA														
Facebook - promo boosts														$1,500.00
Facebook - geo-targeted ads														$1,000.00
CTO Facebook Coop - matching grant														**$1,000.00**

Gunnison Crested Butte
COLORADO — PURE & SIMPLE™

Q4 Media –
reallocation of $95,000

2014 MEDIA

ELECTRONIC/ONLINE		
eMarketing: instate		$1,500.(
Denver Post - Ad Taxi - Chicago		$2,188.(
Denver Post - Ad Taxi - Dallas		$2,188.(
Denver Post - Ad Taxi - Houston		$2,188.(
Denver Post - OpenSnow - Chicago		$2,188.(
Denver Post - OpenSnow - Dallas		$2,188.(
Denver Post - OpenSnow - Houston		$2,188.(
Denver Post -Ad Taxi - Mobile - Chicago		$2,188.(
Denver Post - Ad Taxi - Mobile - Dallas		$2,188.(
Denver Post - Ad Taxi - Mobile - Houston		$2,188.(
Denver Post - OpenSnow - Mobile - Chicago		$2,188.(
Denver Post - OpenSnow - Mobile - Dallas		$2,188.(
Denver Post - OpenSnow - Mobile - Houston		$2,188.(
Elevation Outdoors - mobile		$1,000.(
MediaSpade: Geotargeted eMarketing		$15,000.(
Brand USA Online		**$3,325.0**
CTO Welcome Leads		**$1,250.0**
Gunnison Getaways - Media Spade: Targeted eMarketing - Colorado Skiers		$5,000.(
Gunnison Getaways - Colorado eNewsletter: GCBTA ski/snowboard		$150.(
Taking the Kids: Fun in the Snow		**$3,240.0**
Virtual Vacation Guides: Niche Markets	Weddings, Kid-Friendly Activities, Sportsman's Paradis	$500.(
EVENT PHOTOGRAPHY		
Seasonal photography		$2,500.(
		$94,728.0

Gunnison Crested Butte
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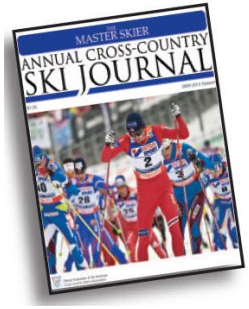
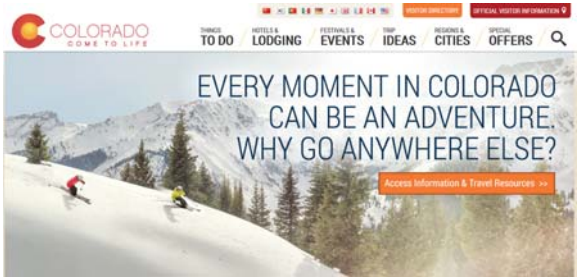
Winter 2014/15





DiscoverAmerica.com

PRESS RELEASES

ON THE SNOW

Google AdWords

Condé Nast Traveler

Expedia

Colorado Tourism Office

Journalist FAM Visits

AARP
The Magazine
Real Possibilities

denverpost.com
The Denver Post

DENVER LIFE MAGAZINE

CROSS COUNTRY SKIER
THE JOURNAL OF NORDIC SKIING

UNITED Hemispheres

CHICAGO TRAVEL & ADVENTURE SHOW™

OPEN SNOW

Radio markets

Houston
Dallas
Chicago

Chicago Travel & Adventure Show – repeat January 2015

Winter 2014/2015 Press Release

NOVEMBER

- 7 Reasons to Unwrap the Holidays in Gunnison-Crested Butte - DONE
- Two Feet of New Snow Launches Winter Season in Gunnison-Crested Butte – CB Nordic Center & CBMR open, free skiing, vacation deals, early season clinics/races, holiday shopping, etc. – DONE
- Uniquely GCB: High Country Snow Events - Santa Ski & Crawl, Alley Loop & Pub Crawl, Slush Huck, Kenny Mac Ski Fest, Big Air on Elk, Mountain High Music Festival, etc. - DONE

DECEMBER

- Compelling reasons to visit in January – college students still on holiday break, lots of great things to do, fewer crowds, deals
- Going to Extremes - Avalanche training courses, CB Mt. Guides/Guides Ridge ascent, backcountry adventures, steep & the deep at CBMR, cat skiing at Irwin, fat biking, ski bikes, extreme events/races
- Music in the Mountains – Mile High Music Fest, CBMR's new après ski music series, Center for the Arts, Gunnison Arts Center
- Unique Ways to Explore on Nordic skis (yurt dinners, photo workshop adventure to Gothic, wear a costume for Alley Loop, high desert trails at Hartmans, get off the groomers and hit the backcountry with a guide)

JANUARY

- Spring Break – Angles to attract families and college students
- How to plan a Ski Trip – tie into convincing reasons to take a ski vacation with the family in GCB
- Get Your Mountain Romance On – Romantic places to dine, beautiful outings on snowshoe & dogsled, Valentine's Week, travel deals for couples, etc.
- How to spend a winter weekend in G-CB

Winter 2014/2015 Press Release

FEBRUARY

- City Slicker Adventures - 100K of groomed Nordic trails, CBMR terrain parks, Yurt full moon tour/dinner, snow biking, Adventure park, zipline tour, sleigh ride dinner, snowshoe tours, dog sled tours, snowcat driving
- Meet the Chefs & Mixologists: Fresh Ideas from GCB - Unique eateries & ways to dine (wild game, sleigh ride dinner, yurt dinner, mountaintop lunch), fine dining, farm-to-table, secret gourmet experiences in GCB, what's new for the restaurant scene, food events, tie into new Meet the Chef blog series
- Fantasy Mountain Weddings & Honeymoons - winter wonderland/fantasy wedding & honeymoon locations and how to make it happen in GCB

MARCH

- Reasons to Put Spring Skiing on Your Calendar – Late-season deals & fun happenings for late March and April, also Easter happens on closing weekend
- Ski, Snowmobile, Bike and Kayak - It Happens in April! – Talk about how the transition time in April, even though the slopes close there is still Ultimate Snowmobiler, Crested Butte Pole, Pedal & Paddle. Possible to ski, bike and fish all in one day up and down the valley.

Note: This is an approximate list that may need to be adjusted as topics come up that need promoted and time challenges occur. Release month also may need to be modified based on when information is available.

Q1 2015 Blogging Calendar – Emarketing options included.

◄ Dec 2014			~ January 2015 ~			Feb 2015 ►
Sun	**Mon**	**Tue**	**Wed**	**Thu**	**Fri**	**Sat**
				1	2 DRIVE MARKET SPORT ENTHUSIASTS/ DINKs & SINKs—10 Best Lines in the Crested Butte Extremes (Rob Dickinson, Tom Runcie)	3
4	5	6 EVENT FEATURE: CB Nordic Alley Loop	7	8	9	10
11	12 WEEKEND WARRIOR: Snowmobile Adventures: Action Adventures Guide	13	14	15 OUTDOOR FAMILIES: Day in the Life at Camp CB & Ski School	16	17
18	19	20	21 CHEF POST: Featured Recipe of the Month	22	23	24
25	26 EMPTY NESTERS- 6 Can't Miss Arts Events in GCB this winter.	27	28	29	30 MILLENIALS- Instagram Roundup #GCB2015	31

Suggested Emarketing Dates This Month:

- 1/6/2015: MEDIASPADE: DINKs/SINKs in Drive Markets- 10 Best Lines in CB Extremes/Long Weekend Deals Jan-Feb.
- 1/14/2015: MEDIASPADE: DINKs/SINKs in Drive Markets- 10 Best Lines in CB Extremes/POW Alerts/ Long Weekend Deals Jan-Feb.
- 1/20/2015: MEDIASPADE: Outdoor Families: Spring Break – Day in the Life Camp CB
- 1/29/2015: MEDIASPADE: Outdoor Families: Spring Break – Day in the Life Camp CB

Gunnison Crested Butte
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~ February 2015 ~

◄ Jan 2015 | Mar 2015 ►

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6 DRIVE MARKET SPORT ENTHUSIASTS/ DINKs & SINKs— 3 Epic BC Races: GMT, GT, Skimo	7
8	9	10 EVENT FEATURE: Best Spring Break Events	11	12 OUTDOOR FAMILIES: Spring Break Fun	13	14
15	16	17	18 CHEF POST: Featured Recipe of the Month	19	20	21
22	23 EMPTY NESTERS- The History of Flauschink - George Sibley	24	25	26	27 MILLENIALS- Instagram Roundup #ExtremeGCB	28

culinary

Suggested Emarketing Dates This Month:

- 2/4/2015: MEDIASPADE: EMPTY NESTERS: 6 Can't Miss Arts Events in GCB This Winter
- 2/12/2015: MEDIASPADE: EMPTY NESTERS: 6 Can't Miss Arts Events in GCB This Winter
- Additional Spring Break Family or College Student Spring Break Emarketing

Gunnison Crested Butte
COLORADO ~ PURE & SIMPLE™

culinary

~ March 2015 ~

◄ Feb 2015 | Apr 2015 ►

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6 DRIVE MARKET SPORT ENTHUSIASTS/ DINKs & SINKs— Closing Weekend Shenanigans	7
8	9	10 EVENT FEATURE: Pole Pedal Paddle	11	12	13	14
15	16	17	18 CHEF POST: Featured Recipe of the Month	19	20	21
22	23 EMPTY NESTERS- Top 10 Spring Thaw Attractions in GCB	24	25	26	27 MILLENIALS- Instagram Roundup #SpringBreakGCB	28
29	30	31 WEEKEND WARRIOR Spring Thaw Fishing Forecast	Notes:			

Additional Emarketing throughout to target winter groups from internal database- POW Alerts, etc.

Matching Coop Advertising program

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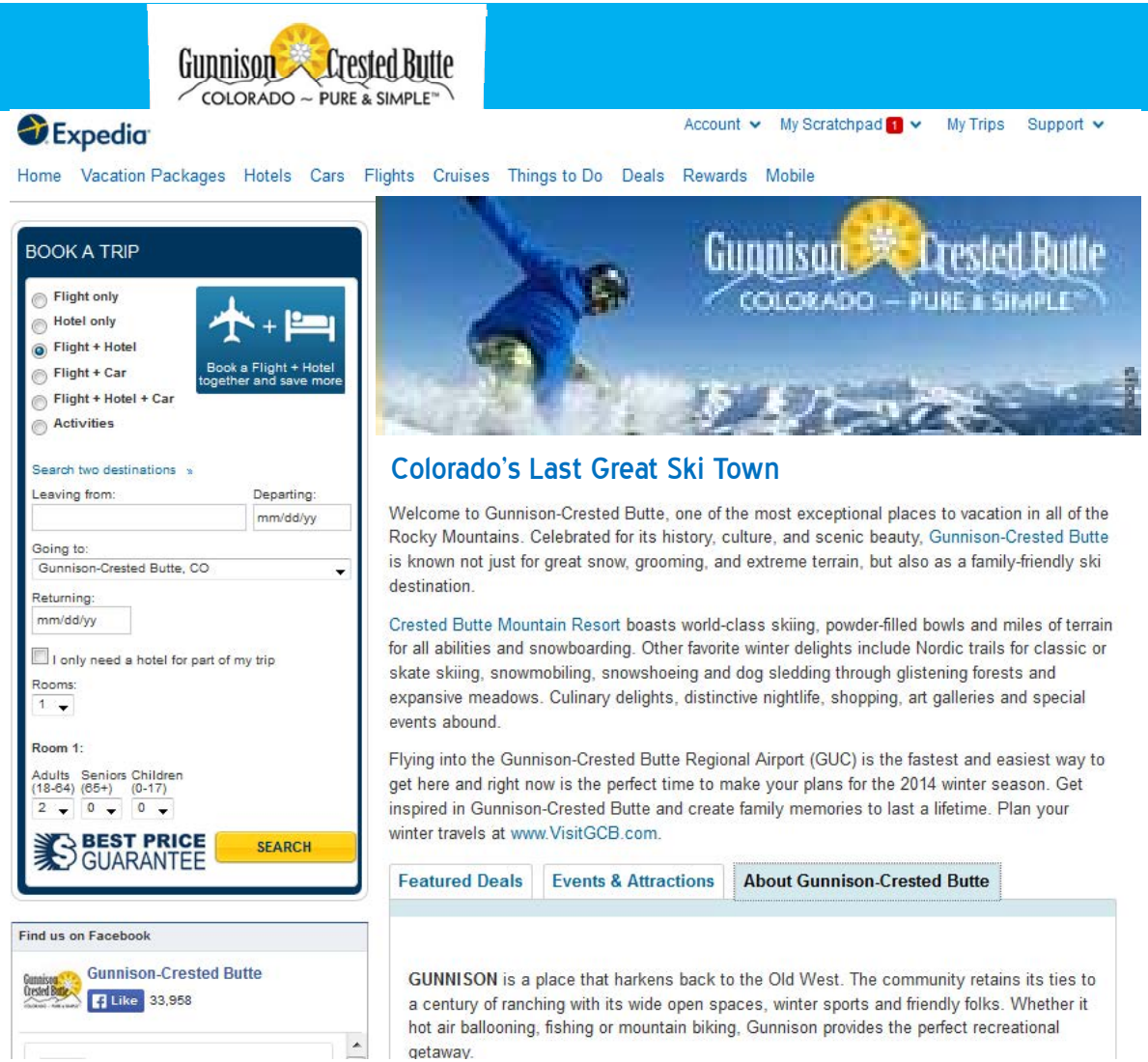

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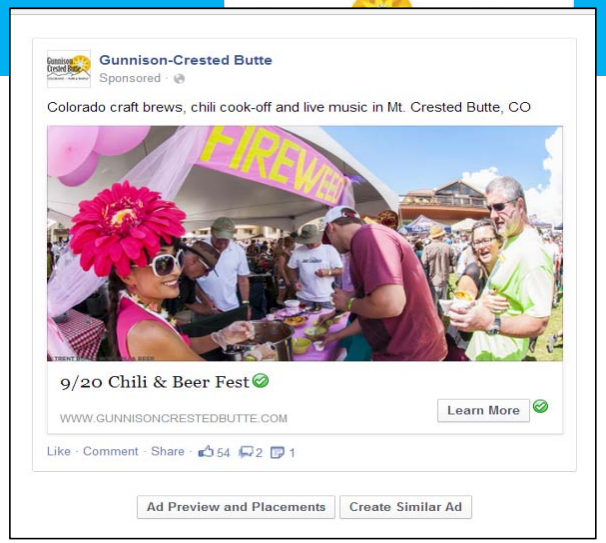
$250 minimum investment

GCBTA will match up to $**500**



Bidding
Bid for clicks

Pricing
Your bid will be optimized to get more clicks. You'll be charged each time your ad is served.

Targeting Edit

Potential Audience for this ad: 80,000 people

Location - Living In
United States
Flagstaff (+25 mi), Phoenix (+25 mi), Scottsdale (+25 mi) Arizona; Boulder (+25 mi), Colorado Springs (+25 mi), Denver (+25 mi), Durango (+25 mi), Glenwood Springs (+25 mi), Grand Junction (+25 mi), Leadville (+25 mi), Pueblo (+25 mi), Telluride (+25 mi) Colorado; Albuquerque (+25 mi), Los Alamos (+25 mi), Santa Fe (+25 mi) New Mexico

Age
21 - 54

Interests
Beer, Mountain biking, Music festivals, Skiing, Camping, Cycling, Hiking or Snowboarding

Behaviors
Family vacations or Leisure travelers

Education Level
College grad

Generation
Baby boomers or Generation X

Language
English (UK) or English (US)

<u>Results:</u>
Campaign total reach: 30, 655
Impressions: 157,727
Unique Clicks: 361
Website clicks: 205
Actions (likes, comments, shares, page likes): 367

Q & A