2012 Annual Report

Gunnison-Crested Butte Tourism Association

2012 Executive Director: Jane Chaney

Gunnison Crested Butte TOURISM ASSOCIATION COLORADO ~ PURE & SIMPLE

2012 Advisory Board

Board of County Commissioners
Paula Swenson

Town of Mt. Crested Butte
David O'Reilly

City of Gunnison
Ed Seymour

Town of Crested Butte
Shaun Matusewicz

Gunnison Valley RTA
Scott Truex

National Park Service
Sandra Snell-Dobert

Western State Colorado University
Svea Whiting

Crested Butte/Mt. Crested Butte Chamber of Commerce
Dan Marchall

Gunnison Country Chamber of Commerce
Tammy Scott

The Gunnison-Crested Butte Tourism Association:

- The Gunnison-Crested Butte Tourism Association (GCBTA) is dedicated to advertising and marketing Gunnison County as a year-round visitor destination
- GCBTA is a 501-C6 non-profit association with a volunteer board, paid 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
- The annual operating 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
- This fee is not to be confused with "lodging sales tax" which is collected and retained by each municipality

2012 GCTBA Staff:

- Jane Chaney, *Executive Director*
- Beth Buehler, *Public Relations Director (contractor)*
- Stephen Pierotti, *Web Master/Interactive Marketing*
- Rob Strickland, SEO/Social Media *(contractor)*

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2012 Board of Directors

At Large: North of Jack's Cabin
Jen Stevens, Three Rivers Outpost

Lodging: Gunnison/Almont
Jacob Callicutt, Holiday Inn

Retail/Commercial/Recreation
Stu Ferguson, GL Computers

Real Estate/Property Management
Kat Hassebroek, Peak Property Mgt

Non-Profit Organization
Frank Kugel, Gunnison River Festival

Restaurant
Carolyn Riggs, Brick Cellar Wine Bar

Lodging: Mt. Crested Butte
Wanda Bearth, CB Lodging & Property Mgt

Ski Area
Scott Clarkson, Crested Butte Mountain Resort

Lodging: Crested Butte
Andrea Greene, The Ruby of Crested Butte

Professional
Jim McDonald, Law Offices of J.R. McDonald

At Large: South of Jack's Cabin
Kerry Lefebvre, Mario's Restaurant

Mission Statement: 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.

DESTINATION POSITIONING STATEMENT: The Tourism Association's primary function is to market Gunnison County on a year-round basis to increase overnight visitors in support of our local economy.

Nearly 5M dollars are generated in local taxes annually with over 1,700 jobs directly related to tourism. In 2010 there were over 132 M dollars in local visitor spending.

PROGRAMS

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.

Travel Deals & Packages provided by lodging and service providers create available inventory for visitors to purchase on GunnisonCrestedButte.com/deals

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.

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, this is a 3-year plan of action, ready for review at www.gcbta.com.

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

Partnerships with the Chambers of Commerce enhance the visitor experience and provide a distribution point for the vacation planner at Visitor Centers.

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.

Gunnison Getaways is a program developed by the Gunnison Country Chamber of Commerce in partnership with Crested Butte Mountain Resort, the City of Gunnison and GCBTA. The Chamber works with CBMR to secure lift ticket pricing. Lodging properties located south of Jack's Cabin may create affordable vacation package, to include lodging and a discounted lift ticket, which is posted on the visitor website. GCBTA spearheads the advertising efforts to promote the deals.

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PARTNERSHIPS

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.

Grand Circle Tourism is a regional website where GCBTA has a presence; provides leads for our brochure distribution.

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.

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

Silver Thread and West Elk Scenic & Historic Byways showcase Gunnison-Crested Butt in their brochures, which are distributed in visitor centers along entire byway routes

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.

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.

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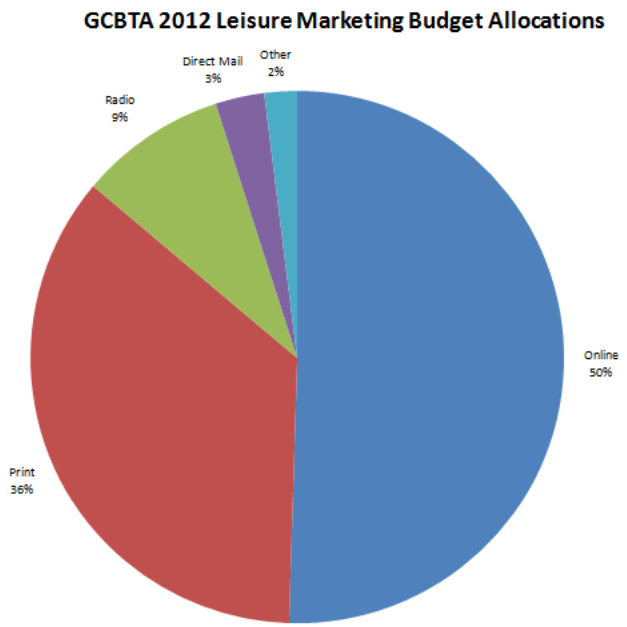
ADVERTISING & MARKETING

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



Media Mix:

- Direct Mail
- Internet/Electronic
- Print
- Radio

Media Plan Highlights:

- 425+ media insertions
- Targeted local/regional/national audiences
- Sample publications used in 2012 include:

ON THE SNOW

dunhill vacation news.
Travel More. Spend Less.

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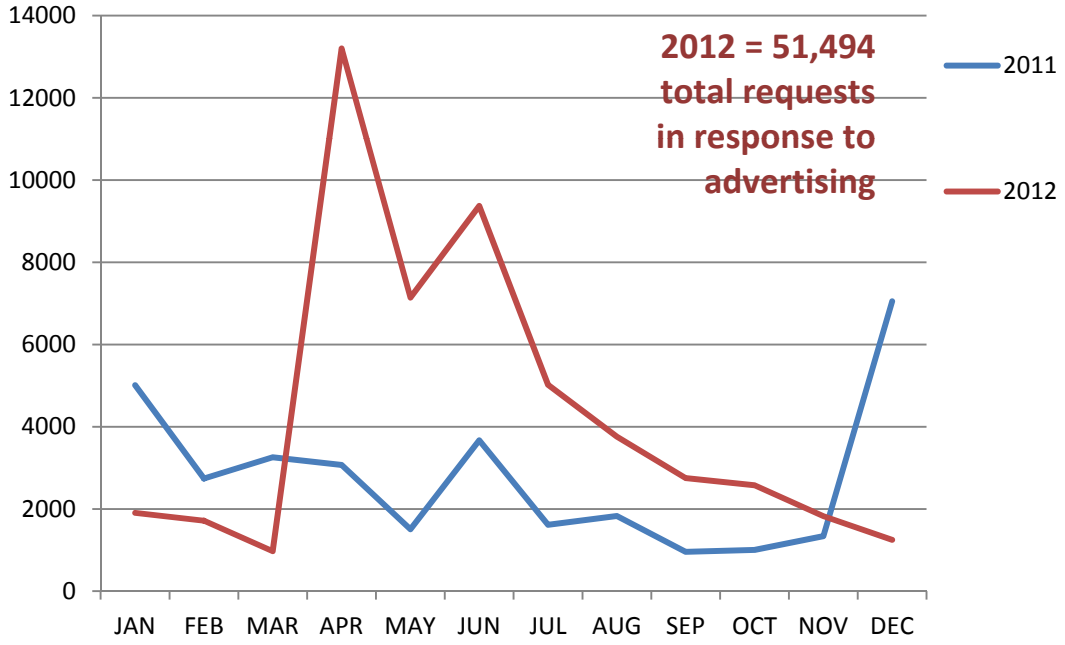
2012 Official Gunnison-Crested Butte Vacation Planner - requests in response to advertising

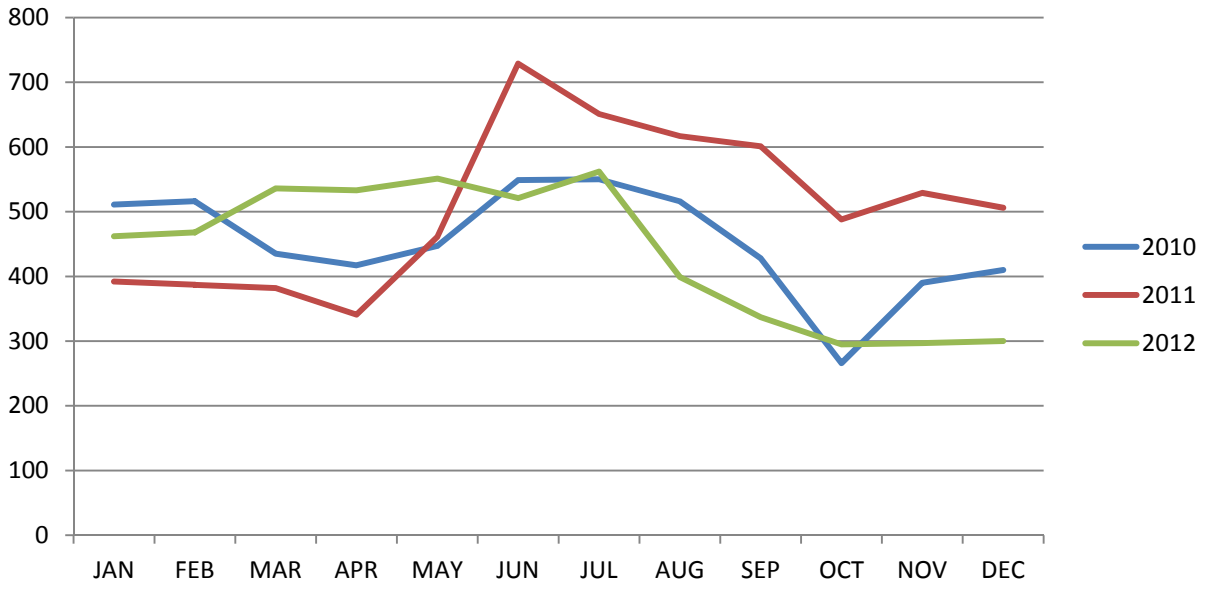


MILESTONE: **55%** increase over the prior year = 18,500 more requests for visitor information

Information Calls - Comparative Call Volume

Calls for information in response to advertising did decline slightly in 2012 (Q=823 less callers over the prior year), while website traffic increased by 11% or 39,000 visits.

This change in how visitors ask/search for vacation planning information is the result of a media shift from print to online, which allows our visitors to immediately access destination information, make reservations or order a Gunnison-Crested Butte Vacation Planner online.



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SEO Search Engine Optimization

Search Engine Optimization

In March 2012, GCBTA set out to reach first-page ranking for key organic search results (when visitors use key geographic lodging terms)

Rankings have either improved in single organic placements such as moving from #14 to #7, and /or improved from one organic listing to multiple listings such as from #4 to #5 & #6

Using Google Analytics site traffic for terms, including the word "lodging," we saw an increase of 14% for the period March 1, 2012 to January 31, 2013

Year over year for the month of January, site traffic increased 42.65% for direct traffic to the website containing the search word "lodging"

Google Search Ranking Improvements*

Search Term/Phrase	3/1/12	12/31/12
Crested Butte B & B's	10	1, 2
Crested Butte inns	13	5
Crested Butte hotels	21	10
Crested Butte cabins	14	2
Mt. Crested Butte hotels	12	8
Mt crested butte inns	15	7
Gunnison Hotels	50+	22
Gunnison Motels	10	6
Gunnison Inns	17	7
Gunnison B & B's	50+	23
Gunnison cabins	9	1

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FACEBOOK/Twitter/Pinterest & YouTube

The 2012 goal was to increase GCBTA's social presence by 50%

In this period, Facebook fans increased more than 50%

YouTube views increased 253%

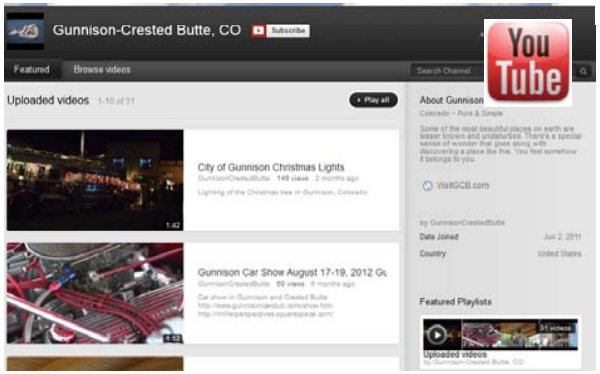
And moderate growth in Twitter and Pinterest followers further exemplifies our target audience desire for consumer social content

facebook

Total Likes	Friends of Fans	People Talking About This
8,621 ↑0.92%	2,795,538 ↑0.89%	1,314 ↑115.06%

twitter

Pinterest



Public Relations

Check out the **Gunnison-Crested Butte media room** where every press release and photograph is as fresh as the clean mountain air.

Journalists searching for relevant and interesting story angles , photography and a sampling of recent articles rely on the Gunnison-Crested Butte in the News section.

Our Community Relations website is designed to share information with a local audience of civic and business leaders. We post PR reports and a highlight of media success here as well.

Results:

The ad value for media mentions of the Gunnison-Crested Butte Valley in 2012 totaled more than $5.64 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.

2012 MILESTONE: The advertising equivalency rate for Public Relations efforts in 2012 exceeded **5.64 million dollars**

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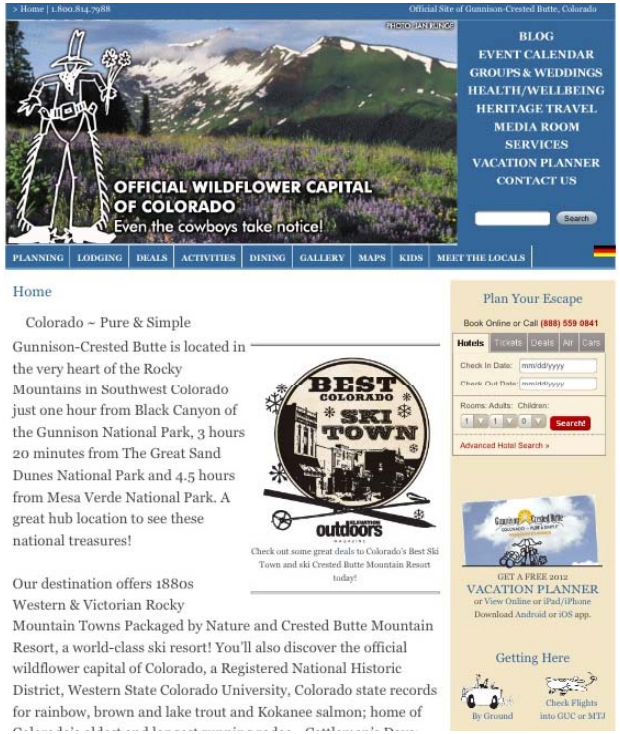
The Official Visitor Website for Gunnison-Crested Butte

Excerpt: Gunnison-Crested Butte is nestled among almost two million acres of pristine wilderness in southwest Colorado … the summer months offer hiking, climbing, mountain biking, boating, whitewater rafting, kayaking, fly-fishing, camping and horseback riding. Enjoy distinctive restaurants, unique shops, events, festivals, culture and a wide range of lodging …

Interesting tidbits

- **70%** of website page views were from a desktop computer
- **30%** of page views happened from a mobile device
- On average, **1,300 pages** were viewed each day
- **25%** of website visitors are **repeat visitors**

Official Visitor Website:



www.gunnisoncrestedbutte.com

MILESTONE: 403,352 users visited this website in 2012 = 11% increase in traffic

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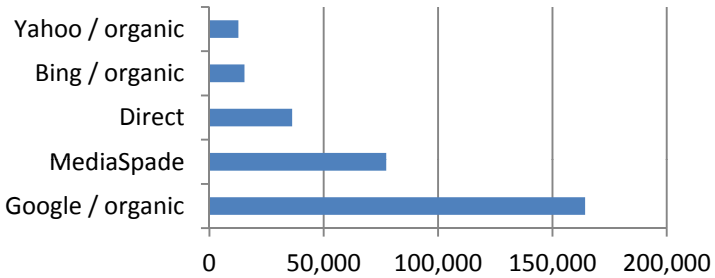
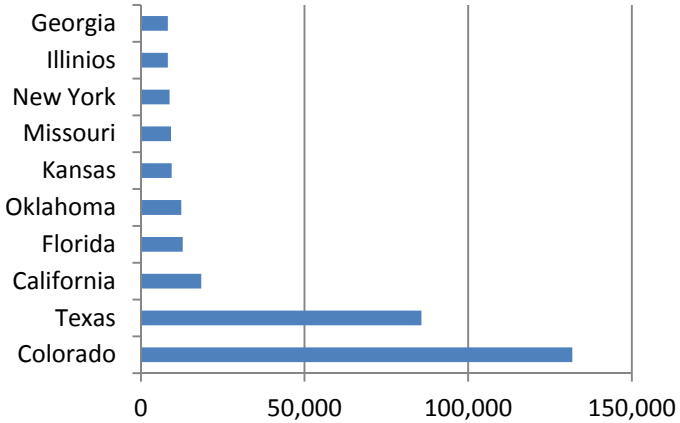
The Official Visitor Website for Gunnison-Crested Butte

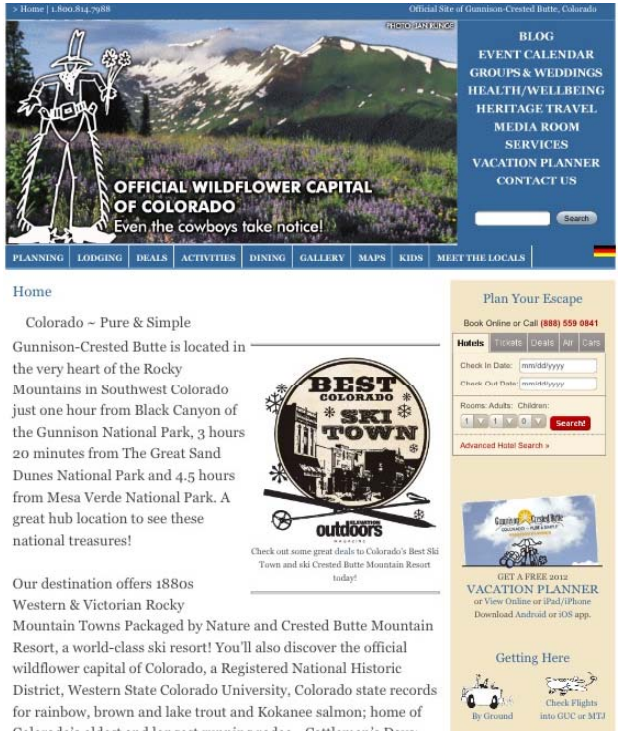
Top 5 Sources of Traffic



Top 10 States of Origin



Official Visitor Website:



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
- Branding Study
- Bylaws
- Crisis Management Plan
- Elections/Board Nominations
- Local travel information
- Meeting minutes, agendas and other reports
- Read news articles published about the destination

www.gcbta.com

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Community Calendar:

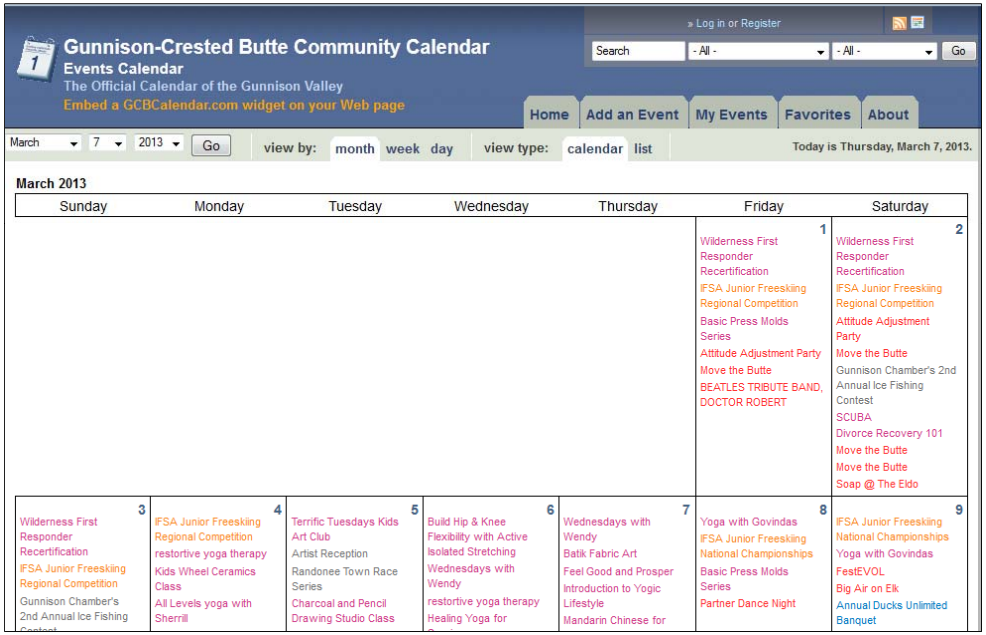
The goal of this valley-wide project was to create a centralized, online calendar that serves as a hub for local event information that is of interest to both visitors and residents.

The calendar has become the fundamental location for inputting, reviewing and disseminating 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

Nearly 18,000 local users visited this site in 2012

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Local Marketing District Tax Revenue – Year over Year Comparative

LMD TAX REVENUES * % based on YTD AGGREGATE

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YOY*
2005	10582	5614	280068	57311	1664	106651	9381	3676	293913	-60908	609	103977	812537
2006	2753	8021	359802	-2221	20577	94951	28491	16535	325360	4095	1131	164233	1023728
2007	2603	44318	145841	172252	13640	130439	17681	6000	349946	11996	35929	150006	1080651
2008	46408	3661	335693	23241	10696	97952	40968	11580	351196	16635	3418	90467	1031915
2009	30469	60697	306442	17307	5577	116724	23104	11030	325558	31559	12444	136312	1077224
2010	14801	6442	250702	12672	7337	123298	7278	17313	370904	23465	6892	141098	982202
*2011	18970	1157	270777	30667	755	124353	9517	3336	364114	25538	1499	160326	850682
*2012	22024	4105	240916	31264	11212	124039	37597	3224	415056	47078	6705		943220
	16%	255%	-11%	2%	1385%	0%	295%	-3%	14%	84%	347%		11%

Though the year-end LMD reporting was still incomplete when the 2012 GCBTA Annual Report was produced, collections though November 2012 are 11% ahead of the entire year of 2011, indicating a strong rebound over the prior year.

CONTACT THE NEW 2013 TEAM AT THE GUNNISON-CRESTED BUTTE TOURISM ASSOCIATION

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Gunnison, CO 81230

Executive Director

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Web Master/Interactive Marketing Manager

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Public Relations Director

Beth Buehler
Direct: 970.901.6970
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Business Office:

Fax: 970.641.7994