TOURISM REPORT CARD
May 14, 2013

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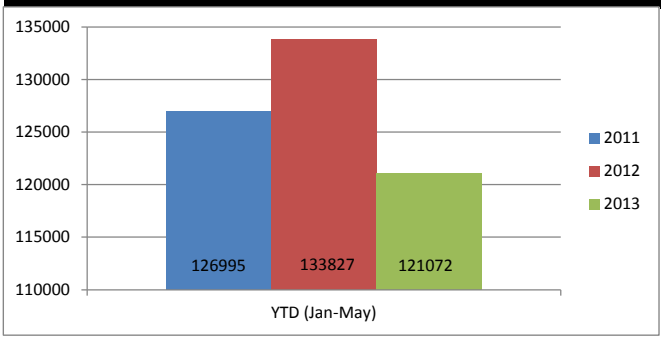
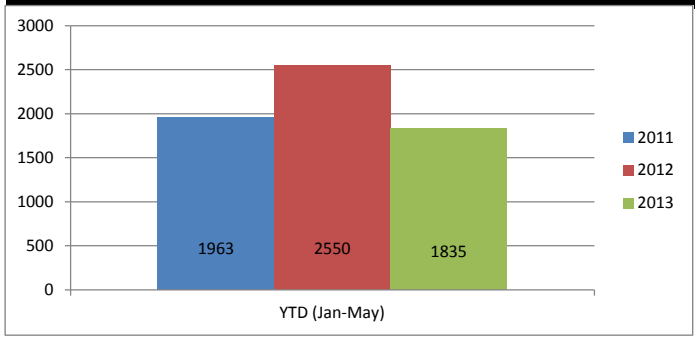
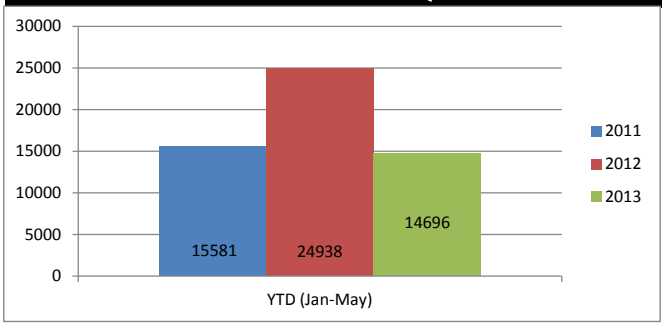
WEBSITE TRAFFIC



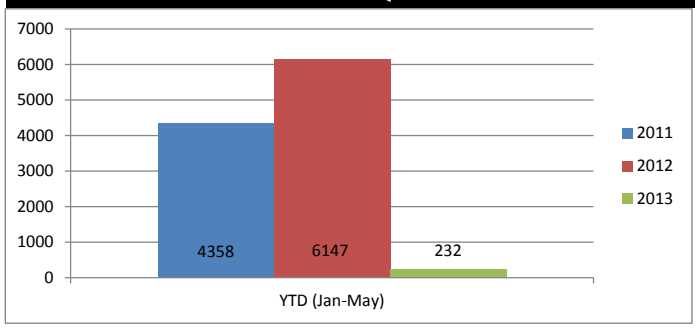
CALL VOLUME REPORT



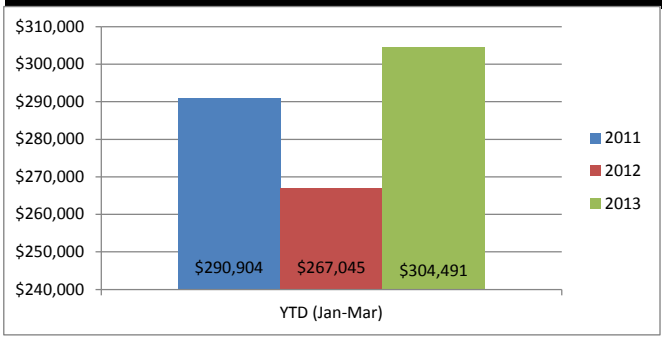
VACATION PLANNER REQUESTS



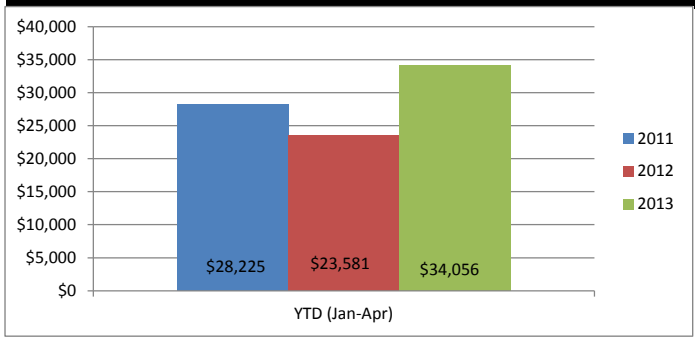
CD PLANNER REQUESTS



LMD REPORT



CITY OF GUNNISON LODGING TAX



Gunnison Crested Butte TOURISM ASSOCIATION
TOURISM WORKS FOR US ALL™

TOURISM REPORT CARD
May 14, 2013

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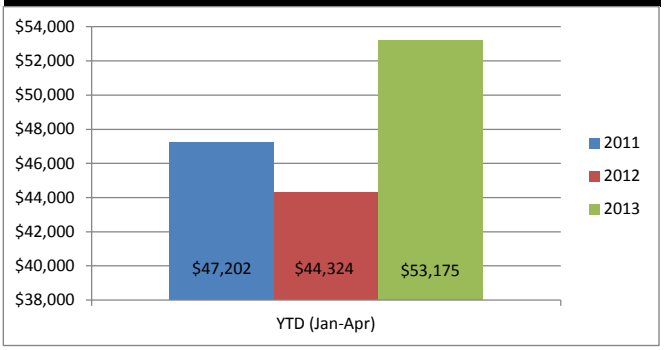
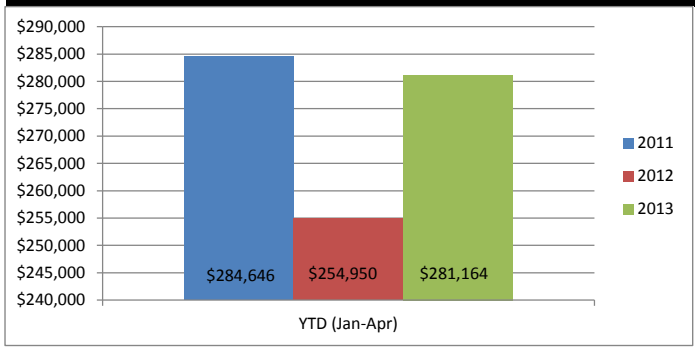
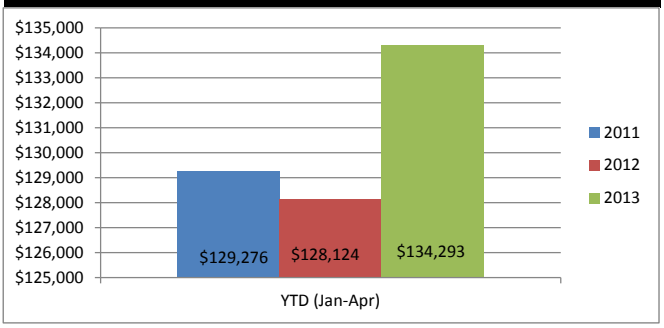
CRESTED BUTTE LODGING TAX



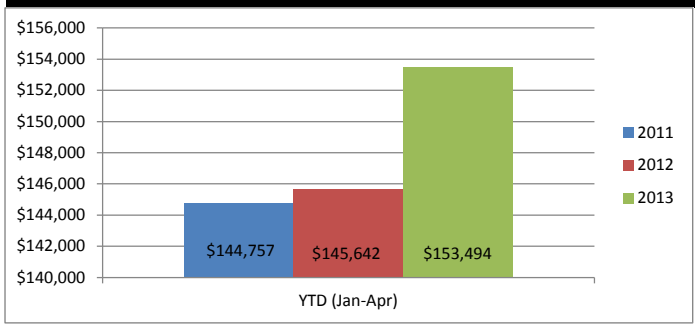
MT. CRESTED BUTTE LODGING TAX



CITY OF GUNNISON RETAIL SALES TAX



CRESTED BUTTE RETAIL SALES TAX



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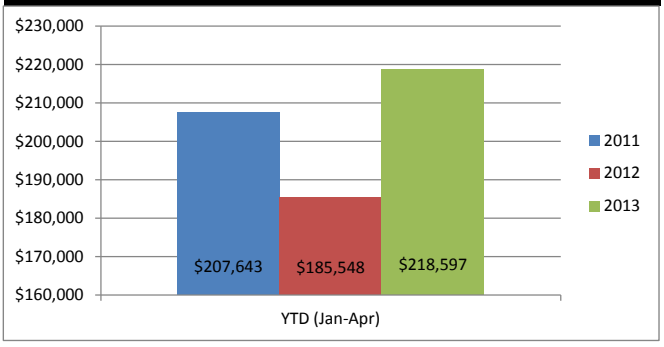
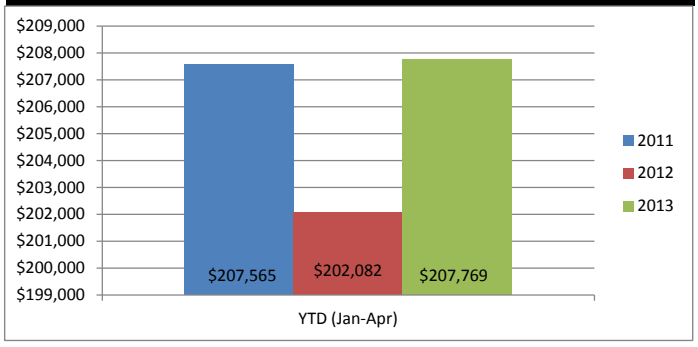


CITY OF GUNNISON RESTAURANT SALES TAX



TOURISM REPORT CARD
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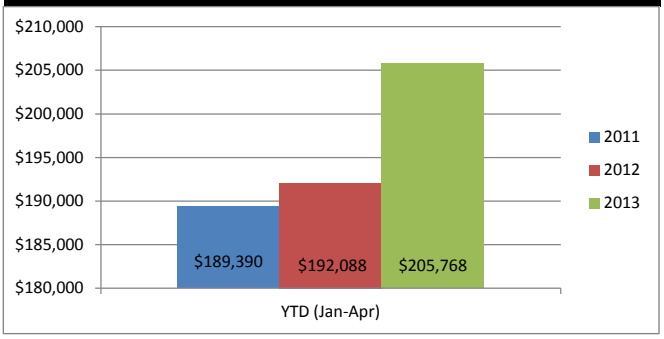
CRESTED BUTTE RESTAURANT SALES TAX



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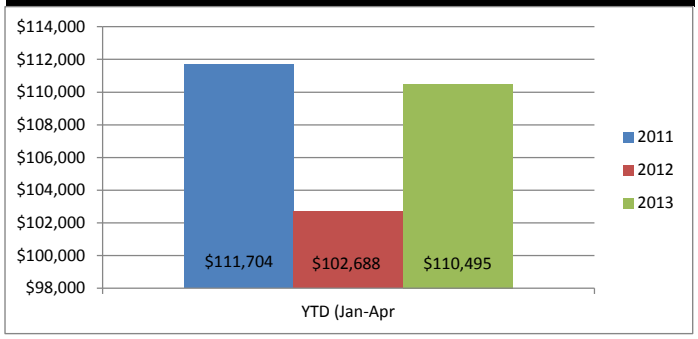
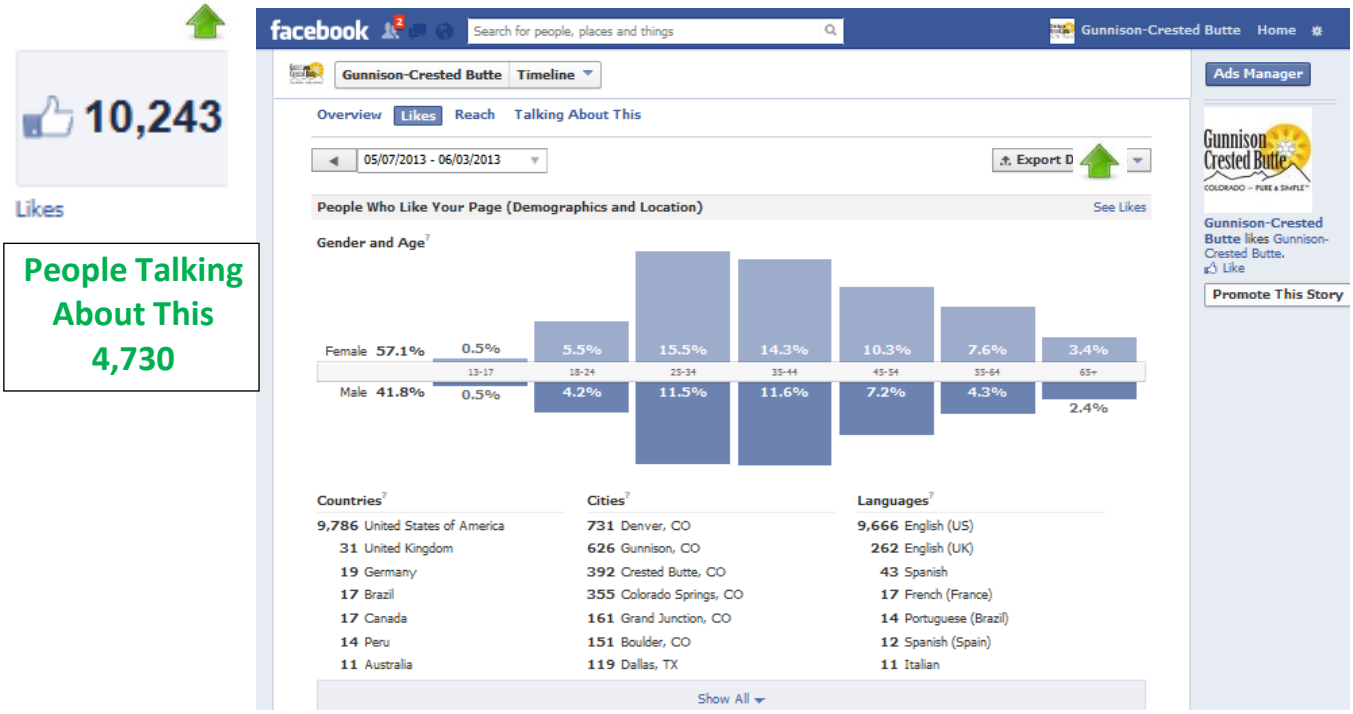


Annual Target YTD Performance % Target

LIKES



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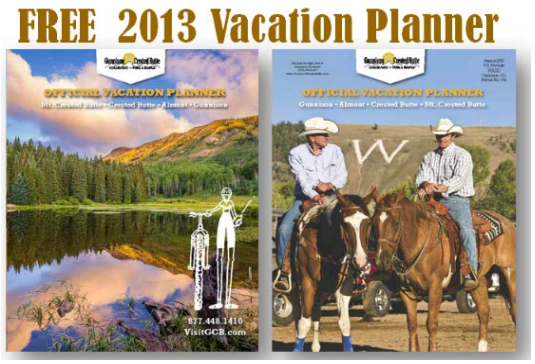
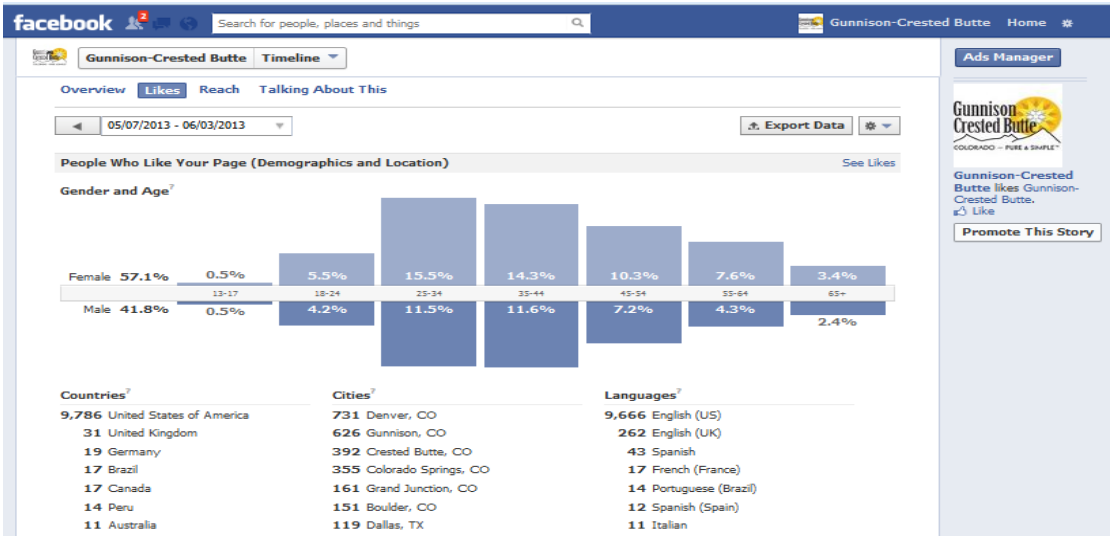
ENGAGEMENT

CONVERSATIONS



133,504 people saw this post!

AUDIENCE



2013 Strategic Media Plan

DESIRED OUTCOME: **INCREASE VISITATION TO GUNNISON COUNTY**

2013 MARKETING & MEDIA REVIEW

OVERALL MEDIA STRATEGY

- **Diversify Media Mix:** Employ a diverse media mix to reach targets at multiple touch points
- **Program Continuity:** Year-round schedule to avoid lapses in reaching potential travelers during planning cycles
- **Focused Impact:** Focus on key DMA's with the highest propensity to confer; "weight" each market
- **Visibility/Frequency:** Fewer publications, more insertions in each
- **Innovation:** Creative and innovative storytelling to engage consumers
- **Impressions/Conversion:** High levels of meaningful impressions
- **Return-on-Investment Cycle:** measure results, adapt, re-employ, refine

INTELLIGENCE/RESEARCH

Leverage data into actionable intelligence
Uncover detailed demographic, geographic and behavioral insights about travelers to raise level of engagement and benefit the bottom line.

Discovery
Profile travelers to uncover insights into behaviors, motivators and preferences

Reach
Communicate effectively through targeted and timely messages

Acquire
Pinpoint those who look like our best prospects and have a genuine interest in Gunnison-Crested Butte offerings

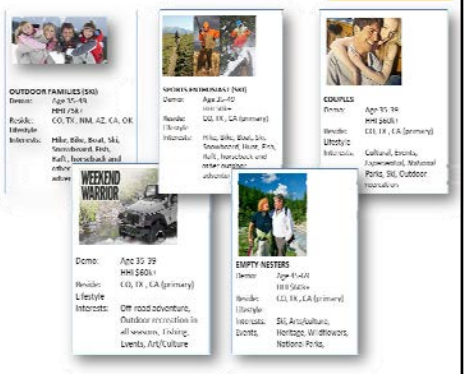
Grow
Focus on visitors who travel frequently, spend more and stay longer

2013 MARKETING & MEDIA REVIEW

DESIGNATED MARKET AREAS (DMA)

Tier One
- Colorado
  - Western Slope
  - Front Range
  - Colorado Springs/Pueblo
- Dallas
- Denver
- Houston

Tier Two
- Albuquerque/Santa Fe
- Austin
- Chicago
- Kansas City
- Phoenix Metro
- SanFran/Oakland



2013 MARKETING & MEDIA REVIEW

When do they Visit

SPRING	SUMMER	FALL	WINTER
Demographics: • Weekend warriors • Sports enthusiasts • Empty-nesters • Couples without children	Demographics: • Outdoor Families • Weekend warriors • Sports enthusiasts • Empty-nesters • Couples	Demographics: • Weekend warriors • Sports enthusiasts • Empty-nesters • Couples	Demographics: • Outdoor family travel (lighter focus than summer) • Empty nesters • Couples • Weekend warriors • Sports enthusiasts

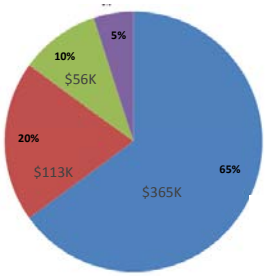
2013 MARKETING & MEDIA REVIEW

What Do They Do Here

SPRING	SUMMER	FALL	WINTER
▪ Fishing ▪ Mountain biking, ▪ Western heritage ▪ Rafting ▪ Events ▪ Arts/culture ▪ Packages	▪ Fishing ▪ Mountain biking, ▪ Western heritage ▪ National Parks ▪ Boating ▪ Hiking ▪ Rafting ▪ Farmer's Market ▪ Horseback riding ▪ Wildflowers ▪ Weddings ▪ Western heritage ▪ Night skies ▪ Events ▪ Arts/culture	▪ Hunting ▪ Fishing ▪ Mountain biking, ▪ Western heritage ▪ Soft adventure (fall colors/scenic drives) ▪ Rafting ▪ Farmer's Markets ▪ National Parks ▪ Horseback riding ▪ Night skies ▪ Arts/culture ▪ Events ▪ Weddings	• Downhill skiing • Ice fishing • Nordic skiing • Dog Sledding • Tubing • Snowshoeing • Snowmobiling • Ice skating • Ice fishing • Arts/culture • Events • Weddings

2013 MARKETING & MEDIA REVIEW

Paid Media



2012	Paid Media	2013
51%	Digital Electronic	65%
36%	Print	20%
9% (radio)	Broadcast	10%
3%	Direct Mail	0%
2%	Other	5%

Annual media budget = $561,950

2013 MARKETING & MEDIA REVIEW

Gunnison Crested Butte Tourism Association

Digital/Electronic

Ad Networks – targeted advertising
Targeting, search extension (keyword targeting), search retargeting (ie. Colorado skiing, serve GCB ski option), mobile content, FB ads that build audience profile by behavior)

* Colorado.com
* Outdoor Hub - tentative
* Expedia
* eMarketing by topic/season/interest
* Print ads are enhanced by an online presence
* Coloradoinfo.com
* On the Snow
* MediaSpade – direct marketing
* Online ad networks are are geographically targeted in our tier 1 and 2 markets across the country

Print Media Placement

* AAA
* CTO Vacation Guide
* Denver Life
* Cross Country Skier
* Healthy Travel
* Texas Monthly
* USA Today GO ESCAPE SUMMER TRAVEL GUIDE
* United Hemisphere's & more
* American Cowboy
* Colorado Travel insert
* Colorado Wedding
* Denver Post
* Mountain Flyer
* True West Magazine

Public Relations

* Press Releases
* Journalist Visits
* Niche story ideas
* Familiarization Programs
* Activities /Events Calendars

Robust & Engaging Social Media Efforts

* Facebook
* Twitter
* Pinterest
* LinkedIn
* Wikipedia
* WikiTravel
* Blog

Electronic Out-of-Home

* Denver
* Front Range
* Phoenix
* Dallas

Broadcast

* Dallas
* Denver
* Colorado Springs
* Phoenix
* Albuquerque/Santa Fe

Airport Advertising

Tier One:
~~Denver (DEN)~~
Dallas (DFW)
Houston (IAH)

Tier Two:
Phoenix

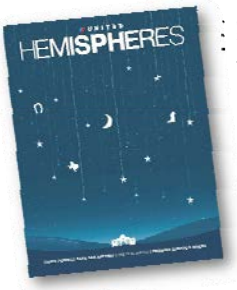
Website

* New visitor website launches May 2013

2013 MARKETING & MEDIA REVIEW

Gunnison Crested Butte Tourism Association

PRINT: *United Hemispheres*

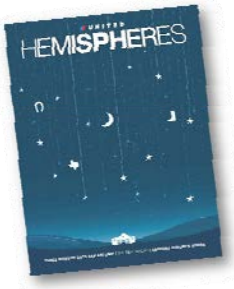


- Official in-flight magazine of United Airlines
  May 2013
  July 2013
  August 2013
- 65% savings negotiated
- 3x insertion
- BONUS: Interactive Banner Ad, Social Media promotion via Twitter and Facebook , ad within United Hemisphere's iPad/iPhone/Android ap (55,000 downloads)

	HEMISPHERES	CONDE NAST TRAVELER	TRAVEL & LEISURE
MEDIAN AGE	47.2	53.1	50.7
AFFLUENCE			
MEDIAN OF HOUSEHOLD INCOME	$128,400	$97,600	$100,400
HHI $150,000+	37.8%	26.7%	25.3%
EDUCATION			
COLLEGE EDUCATED	90.4%	79.2%	84.8%
GRADUATED COLLEGE PLUS	72.4%	58.9%	53.9%
JOB TITLE			
PROFESSIONAL/MANAGERIAL	62.4%	39.5%	40.3%
TOP 9 JOB TITLES	38.6%	25.3%	25.4%
TOP MANAGEMENT	19.3%	14.1%	11.2%
*HOTEL NIGHTS IN PAST YEAR			
MEDIAN HOTEL NIGHTS	9.6	8.0	8.1
15+ Any Hotel Nights	20.7%	16.4%	17.9%

2013 MARKETING & MEDIA REVIEW

Gunnison Crested Butte Tourism Association



Strong Local Market Presence

As the #1 airline servicing Denver, United serves 846,550 passengers per month at Denver - Prime Prospects to drive brand awareness and sales

DENVER - NONSTOP PASSENGER ARRIVALS

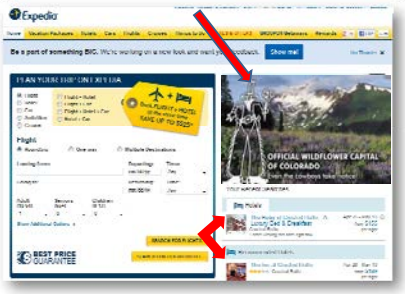
AIRLINES	NONSTOP PASSENGER ARRIVALS	MARKET SHARE
UNITED AIRLINES	10,158,600	39.2%
SOUTHWEST AIRLINES	6,218,998	24.0%
FRONTIER AIRLINES	5,842,194	22.6%
DELTA AIR LINES	1,156,844	4.5%
AMERICAN AIRLINES	744,356	2.9%
US AIRWAYS	672,852	2.6%

2013 MARKETING & MEDIA REVIEW

Gunnison Crested Butte Tourism Association

ELECTRONIC: EXPEDIA.com

- Colorado Tourism Office – significant campaign running over same dates
- GCBTA is DRAFTING on the Colorado brand
- Search for Colorado travel will deliver the GCBTA ads
- Ad Placement reaches **2,400,002**
- Geo-targeted to reach GCBTA tier 1 & tire 2 DMA's
- The 416x268 Core Offer will run from 6/15 through 7/15, and from 8/15 through 9/15
- $50K net, includes production



2013 MARKETING & MEDIA REVIEW

Gunnison Crested Butte Tourism Association

Digital Advertising: Ad Network

2013 MARKETING & MEDIA REVIEW

Gunnison Crested Butte Tourism Association

Digital Advertising: Ad Network

2013 MARKETING & MEDIA REVIEW

Using Your Target's Digital Pulse To Make Ad Engagement Smarter

pulsepoint

End Date	Placement	Net Cost
[illegible]	[illegible]	-
[illegible]	AUDIU VALUE: [illegible]	-
[illegible]	AUDIU VALUE: Custom Rich Media	
		40.00

End Date	Placement	Rate	Description	CPM	Impressions
[illegible]	Added Value : Bonus Impressions	[illegible]	Added Value		1,595,78
[illegible]	Audience Mapping: Outdoor Enthusiasts + Search Retargeting	[illegible]	[illegible]	40.00	1,000,000
[illegible]	Audience Mapping: Weekend Warriors + Search Retargeting	[illegible]	[illegible]	16.00	3,500,000
[illegible]	Audience Mapping: Sports Enthusiasts + Search Retargeting	[illegible]	Live / Live Audience to reach Adults 25-49, HHI 150K+, who like hiking, boating, hunting, [illegible]	16.00	3,500,000
[illegible]	Audience Mapping: Empty Nesters + Search Retargeting	[illegible]	Live / Live Audience to reach Adults 45-55, HHI 150K+, who enjoy dining, arts & culture, hunting, wellness, [illegible]	16.00	3,500,000
[illegible]	Audience Mapping: Couples + Search Retargeting	[illegible]	Live / Live Audience to reach Adults 25-55, HHI 150K+, who enjoy culture, events, [illegible]	16.00	3,500,000
[illegible]	Custom Content Channel	[illegible]	Custom content channel targeting Mountain Biking, Canoeing, Kayaking, Hiking, Fishing, [illegible]	16.00	3,500,000
[illegible]	Content Discovery - Retargeting	[illegible]	Retention tools for [illegible] to engage with [illegible] homepage that drive performance. Retargeting reaffirms the Lifestyle Brand with [illegible]	52.80	52,381,892
			Campaign Total	44.35	39,321,677

2013 MARKETING & MEDIA REVIEW

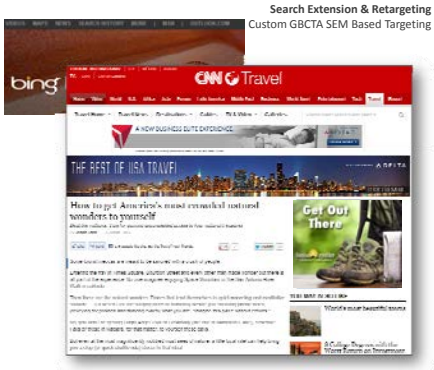
Search Retargeting

Target your audience based on what they're searching for on the web.

Achieve real-time, in-market interest marketing.
Feed PulsePoint your **SEM list** to extend messaging from search to site.

Example Keywords
National Parks
Colorado
Gunnison
Crested Butte
Arts & Culture
Biking
Rafting
And many more…

Search Extension & Retargeting
Custom GBCTA SEM Based Targeting



2013 MARKETING & MEDIA REVIEW

Online banner placement

2013 MARKETING & MEDIA REVIEW

Facebook 2013

GOAL: BUILD AUDIENCE
- Daily postings
- Time of day
- Engage in conversations
- Geo-targeted campaign to increase followers
- Continue organic engagement (likes)
- Increase viral engagement
- Fresh, relevant content

SOCIAL ENGAGEMENT

Facebook Likes	15000/yr (started the year at 7,406)	10,243	60%
Facebook Talking About	2,500 avg/week	3829	153%

2013 MARKETING & MEDIA REVIEW

Website 2013

- Restructured data management to increase the efficiency of staff's efforts, making it easier to manage content and ultimately create a better guest experience
- Created many automated triggers – including Deal page expirations based on dates for Book By and Expiration
- Created new data-captures including a professional Media User
- Empowers Marketing, Chamber Hospitality and Event Partners to manage their own listings for the Website and the Vacation Planner in one convenient place
- Responsive Design – one site that will be optimized across multiple devices allowing us to maximize our efforts and resources

2013 MARKETING & MEDIA REVIEW

PRINT ADVERTISING
Same core strategy
Refreshed look

2013 MARKETING & MEDIA REVIEW

PRINT ADVERTISING
Same core strategy
Refreshed look

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PRINT ADVERTISING
Same core strategy
Refreshed look

2013 MARKETING & MEDIA REVIEW

2013 Advertisement to Promote foot traffic to the Visitor Centers

2013 MARKETING & MEDIA REVIEW

2013 Website

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2013 Vacation Planner

Dual Cover
- North to South
- South to North