

GUNNISON-CRESTED BUTTE TOURISM ASSOCIATION

4TH ANNUAL MEETING

WELCOME

AGENDA

- Call to Order
- Introduce Past Board Members
- Introduce Current Board Members
- Introduce Staff
- Treasurer's Report
- Brief History and Funding Information
- Did You Know Quiz
- Measurement
- Marketing Efforts

TREASURER'S REPORT

● 2007 Year-To-Date Revenue

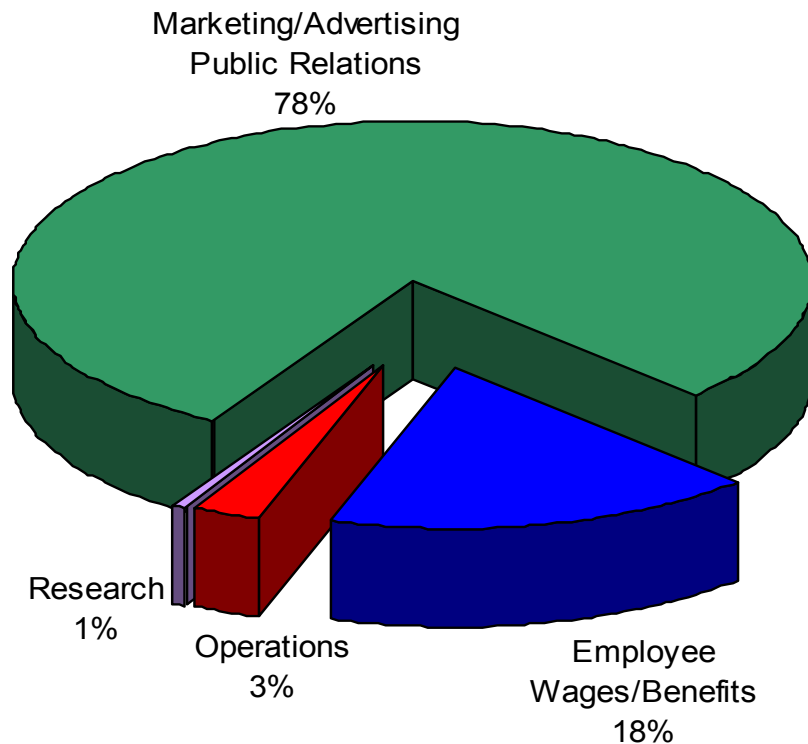
● \$ X% of annual
revenue

● 2007 Year-To-Date Expense

● \$ X% of annual
expenses

2008 Annual Budget \$1.1 Million

G-CBTA 2008 Budget- \$1.1M



■ Marketing/Advertising

■ Operations

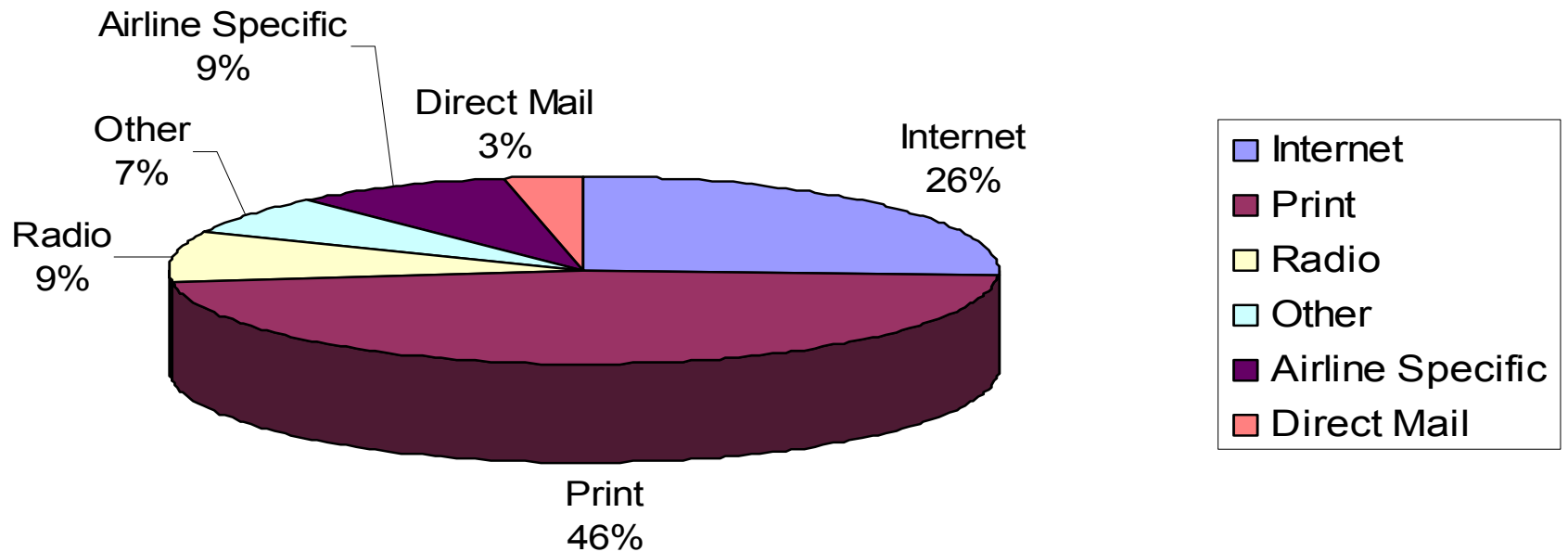
■ Employee Wages/Benefits

■ Research

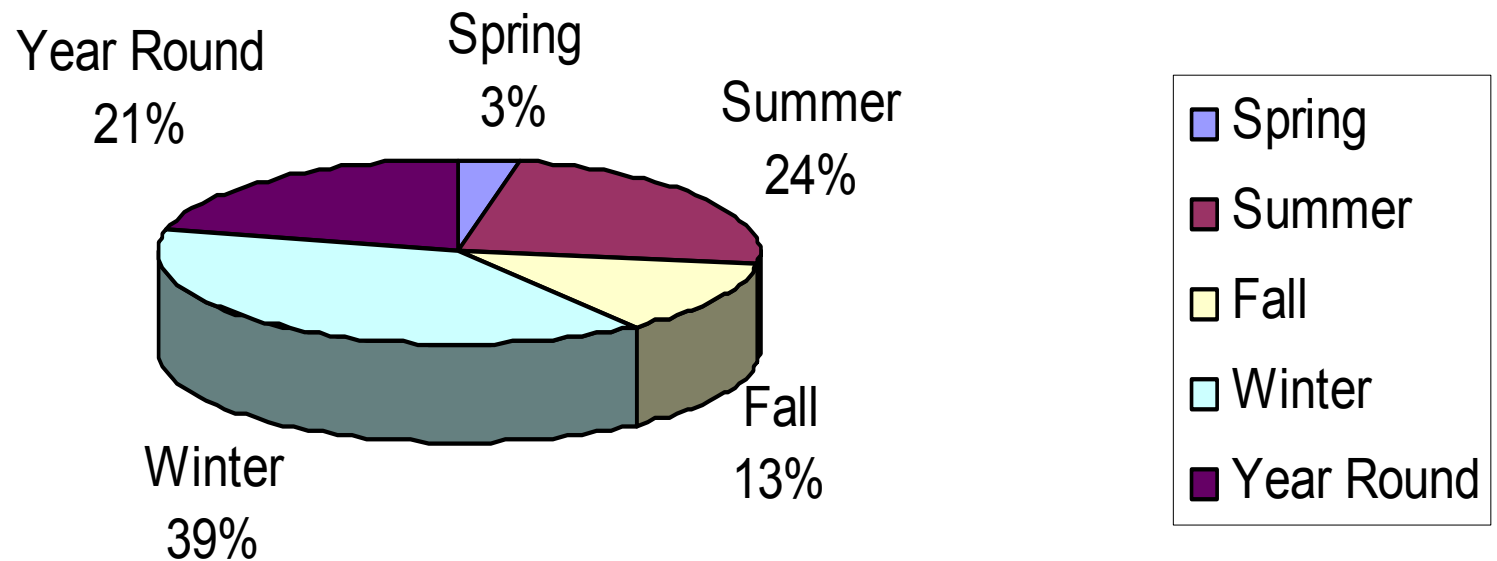
2008 Annual Budget

Advertising Budget by Medium

2008 Advertising Budget Spread by Medium



2008 Annual Budget Advertising Budget By Season



BRIEF TA HISTORY

Ballot initiative November 2003

- ❄️ Local Marketing District (LMD) increase lodging use tax from 1.9% to 4%
- ❄️ Rural Transportation Authority (RTA) new sales tax to support air and ground service

BRIEF TA HISTORY

- ❄️ LMD funds valley wide and Town of Mt. Crested Butte Admissions Tax make up revenues for the TA budget
- ❄️ TA is a primary marketing arm for the RTA

BRIEF TA HISTORY

- ❄️ Original TA Board formed in early 2003
- ❄️ TA office opens its doors July 2003
 - ❄️ Official marketing organization for Gunnison County

BRIEF TA HISTORY

- TA sets 3 year revenue goal in 2003
 - First year revenue benchmark
 - Next three years increase revenues 40%
 - Goal: \$1,119,000
 - Accomplishment: \$1,212,000

DO YOU KNOW...

 How much less do we pay in tax because of tourism in Colorado?


DO YOU KNOW...

❄️ What year did the TA open its doors?

DO YOU KNOW...

- ❄️ What other ballot initiative went to voters in Nov. 2003 with the Local Marketing District?

DO YOU KNOW...

 What are the two revenue funding sources for the Tourism Association?

TOURISM PAYS FOR TOURISM

WHY...

- ❄️ Local Marketing District Tax (LMD) is paid by visitors who stay overnight in our local lodging properties

TOURISM PAYS FOR TOURISM

WHY...

- ❄️ Majority of Town of Mt. Crested Admissions Tax comes from valley wide sale of lift tickets, mostly by out-of-town visitors

TOURISM PAYS FOR TOURISM

WHY...

- ❄️ Funding source for the Tourism Association (TA) to market Gunnison County is the LMD tax and Admissions Tax

MEASUREMENT

❄️ Primary measurement LMD tax

❄️ 2004 \$876,065

❄️ 2005 \$872,546 0% over 2004

❄️ 2006 \$1,020,820 17% over 2005

❄️ YTD 2007 as of Aug \$532,521

❄️ Projected year end 5% over 2006

MEASUREMENT

- 80+ Toll free numbers

- Trends show reduced call volume & web traffic up

- 2004 call volume 3444

- 2005 call volume 5233

- 2006 call volume 7954

- YTD 2007 call volume 4934

WEB SITE MEASUREMENT

- GunnisonCrestedButte.com
official visitor information web site
- Advertising and Public Relations efforts
drive traffic to this web site

WEB SITE MEASUREMENT

- 2004 67,000 visitors – 181% over 2003
- 2005 162,000 visitors – 141% over 2004
- 2006 342,000 visitors – 111% over 2005
- 2007 YTD up 111% over 2006

ADVERTISING

 Print

 Internet/Electronic

 Radio

 Other

PRINT

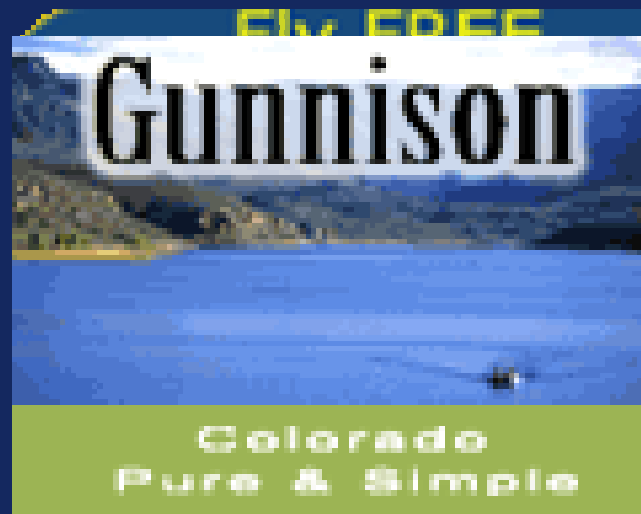
- ❄️ Direct mail postcards
- ❄️ Magazines
- ❄️ Newspapers
- ❄️ Guides

INTERNET/ELECTRONIC

 Internet Advertising

 E-communications

120x90



728x90



Gunnison 
CLICK TO
Win a Mountain Get-Away!

504x91

CLICK TO
Win a Mountain
Get-Away!

Gunnison  Crested Butte

Colorado • Pure & Simple

PURE FUN..



Friends & Family Fly FREE..



"Colorado's Last Great Ski Town!™"



Ski FREE Deals and Other Great Stay & Play Deals ...

SKI FREE in Crested Butte, CO. You have always heard that nothing is "free", well, they lied. Skiing and riding is absolutely, positively, incredibly, 100 percent FREE, with no strings attached at Crested Butte Mountain Resort (CBMR) from November 25 through December 15, 2007. Great Lodging Deals starting at \$55.00 per person/ per night.

[More Deals...](#)

Friends & Family Fly FREE!
→ [Click Here!](#) →



UNITED American Airlines

Getting Here is easy... leaving is MUCH harder!



For vacation planning and assistance, or to request a FREE Vacation Planner visit www.GunnisonCrestedButte.com or call 1-800-814-7988.

RADIO

 Winter is primary target for radio

OTHER ADVERTISING

- ❄️ Inflight video
- ❄️ Duratrans
- ❄️ Brochure distribution
- ❄️ Scrolling ad board

MARKETING TOOLS

- ❄️ GunnisonCrestedButte.com
- ❄️ Annual Vacation Planner
- ❄️ Destination Guide
- ❄️ Group Travel Planner
- ❄️ West Elk Byway Brochure

OTHER MARKETING

- ❄️ Tradeshows
- ❄️ Professional Associations
- ❄️ Trade Associations

OTHER MARKETING

- ❄️ Familiarization Trips
- ❄️ Promotions
- ❄️ Database marketing

PUBLIC & MEDIA RELATIONS

- \$1.9 million in PR value 2003 through July 2007
- 55 to 60 press releases annually
- 2 media kit CD mailings

PUBLIC & MEDIA RELATIONS

- ❄️ Press Release Targets
- ❄️ Full service media room on GunnisonCrestedButte.com/media
- ❄️ Organize media trips

PUBLIC & MEDIA RELATIONS

- ❄️ Host individual journalists
- ❄️ Respond to media requests
- ❄️ Prepare clip books

Wrap up...

❄️ Goal...increase visitors

❄️ Collaboration and Partnerships

❄️ Local Government Support

❄️ Feedback and Suggestions