

CENTRAL RESERVATIONS SURVEY RESULTS

Survey Respondents: Aspen; Avon; Vail; Crested Butte Central Res; Mt. Crested Butte; Telluride Tourism Board & Mayor; Fraser; Winter Park; and, Park City, UT

Requested by: Town of Breckenridge

Date: February 23, 2010

QUESTION #1A & 1B <i>Who owns/operates your community's central reservations? Does your ski area operator have a role?</i>		
CITY	YES/NO	RESPONSE/COMMENTARY
ASPEN	YES	"Stay Aspen Snowmass" is owned 1/3 by Aspen Ski Company; 1/3 by Aspen Lodging Community; and, 1/3 by Snowmass Lodging Assoc. Governed by 9-member board, 3 from each group and 2 ex-officio members from Aspen Chamber and Snowmass Tourism.
AVON	YES	Vail Resorts
VAIL	YES	Vail Resorts operates the primary central res system in Vail, with agents operating of Keystone w/800 number and serving all Vail Resorts in Colorado.
CRESTED BUTTE (Cen Res)	YES	The ski area owns Crested Butte Vacations, a large central reservations provider. The County Tourism Association also provides central reservation services county-wide.
MT.CRESTED BUTTE	YES	The ski company owns and operates
WINTER PARK	YES	The ski area owns and operates central reservations
FRASER	YES	Currently, WP Central Reservations is operated by ski resort – hence, calls all the shots
TELLURIDE	YES	The tourism board and the ski resort both operate central reservations independently
Park City, UT	YES	
QUESTION #2 <i>Is there more than one central reservations operation in your community?</i>		
ASPEN	NO	However, Aspen is home to ski operator Ski.com, operating a brand of "Aspen Snowmass Central Reservations"
AVON	NO	
VAIL	YES	There is also a cen res system through Vail Valley Partnership. Finally, the Town of Vail Information Centers has a res system for walk-in traffic that is intranet-only, for booking at the centers.
CRESTED BUTTE (Cen Res)	YES	See Above.
MT.CRESTED BUTTE	NO	
WINTER PARK	NO	There is only one central res in Winter Park; however, many lodging and management companies have booking operations
FRASER	NO	However, Chamber of Commerce site has now added Inntopia for direct bookings to chamber member's lodging options
TELLURIDE	YES	Tourism board, central reservations and a private company
Park City, UT	YES	The various ski resorts and properties operate their own

QUESTION #3		<i>If the ski area operates your central reservations, do they treat the private lodging operator fairly in booking rooms?</i>
ASPEN	YES	They absolutely treat the lodging community fairly, and this is ensured by qtlly board meetings made up of representatives of both.
AVON	N/A	
CRESTED BUTTE (Cen Res)	YES	At one time CBV operated both CBV and the Tourism Assoc Cen Res. Data showed that CBV was very objective in booking TA reservations.
VAIL	YES	Perception is that it is fair. Lodges can move up in order of ranking on web site w/agents if they participate in ski area promotions, and this is disclosed to them. Vail Valley partnership has random ranking order that changes each time you click/hit on web site or call an agent. Town of Vail Info Centers try to match guest with needs.
MT.CRESTED BUTTE		They are supposed to
WINTER PARK		Depends on definition of "fair" – Cen Res fairly manages contracts w/lodging community; tend to be protective of all lodging, not just that at the base of ski area
FRASER		The sentiment from the members is that resort-owned lodging gets top billing. However, the resort owns/manages 90% of ski in-ski out lodging. To their defense, they are booking on customer desire for ski-in/ski-out, and can swing reservations with aggressive pricing
TELLURIDE		The ski resort generally tries to book their inventory first (tourism board). "Nope" – Mayor
Park City, UT		Have not heard many complaints from properties. If someone calls our chamber they distribute the calls in sequential order to the private res centers
QUESTION #4		<i>How is your Central Reservations surviving as a business entity?</i>
ASPEN		Excess profits are invested into tech and mktg. During "fat" years, operating budget of \$450K; now \$100K – we look to partners to drive business. Struggled this last year, but on way to achieving budget that is significantly less than 2008.
AVON		Not applicable
VAIL		Not privy to the information
CRESTED BUTTE (Cen Res)		Cen Res is a valuable and growing component of the ski area's business and marketing strategy.
MT.CRESTED BUTTE		N/A
WINTER PARK		I would assume fine – but I do not have access to their books
FRASER		The resort subsidizes the operation greatly, this is sometimes overlooked by its subscribers in a cost-benefit comparison.
TELLURIDE		The tourism board central res has been growing at 400% per year, a neutral resource is in high demand (tourism board).
Park City, UT		(No response)

QUESTION #5	<i>If you had to do over, how would you set up a central reservations for your town?</i>
ASPEN	Ski company/lodging community partnership is the ideal model of how to establish central reservations. If anything different, I would have insisted that less \$\$\$ spent on marketing, and more set aside to build capital reserves during healthy years.
AVON	No – would not.
VAIL	Having multiple options is best to have competition. Also, we find more guest going to web vs. cen res operations
CRESTED BUTTE (Cen Res)	Tourism Association has conflicting objective of driving sales to property-direct as well as through cen res.
MT.CRESTED BUTTE	N/A
WINTER PARK	Limited discussions re: a separate reservations bcse of expansion of ski area at base. One proposal involves the Chamber of Commerce setting up central res for downtown.
FRASER	The resort has made it well know that they are looking for the opportunity to swing the operation to the community – most likely a chamber component in the future.
TELLURIDE	Just the way we did – low overhead and self-funding. A service to get folks here easily.
Park City, UT	(No response)
QUESTION #6	<i>Do you know how much marketing \$ is spent per bed in your community with and without ski area spend?</i>
ASPEN	Do not know
AVON	No/little
VAIL	Information unavailable
CRESTED BUTTE (Cen Res)	(No response)
MT.CRESTED BUTTE	(No response)
WINTER PARK	<i>With:</i> \$288/Marketing Sales; \$342/Marketing Events. <i>Without:</i> \$38/Marketing Sales; \$98/Marketing Events
FRASER	Chamber mktg spent mostly on non-winter related tourism; however, that has changed in past years due to economic conditions
TELLURIDE	Total between tourism board and ski resort is \$250 per bed. Government funded marketing is focused on summer, and ski area on winter.
Park City, UT	(No response)