

Destination Marketing Organization (DMO) Budgets & Travel Distances June 2016

Durango – Bob Kunkel (director@durango.org)

DMO Budget: \$959,600

Revenue: City Lodging Tax \$664,000
 County Lodging Tax \$233,000
 Other \$ 62,600

Expenses: Tourism Marketing - \$803,700 (83.8% of budget)
 \$651,000 – Advertising, sales, social media, digital, direct mail, graphic design, research and analytics, public relations programs and tourism marketing staff (4 fte, 3 contractors)
 \$61,700 – Travel planners and fulfillment, maps and directories, sales materials and displays, photography, videos and b-roll, promotional items, printing, shipping, hosted events
 \$91,000 – Downtown and Santa Rita Visitors Information Centers (10 PT staff and facility rental)
 Tourism Operating - \$57,000 (6% of budget)
 \$37,000 – tourism office rent, computers, telephone, internet access, website host, office supplies, copier, postage
 \$20,500 – Tourism industry memberships and conferences, travel, tourism research, community outreach
 Non-Tourism Operating - \$98,400 (10.2% of budget)
 \$31,400 – Employer (federal and state required, workers comp)
 \$54,800 – Employee (health and life insurance, retirement, training)
 \$8,400 – Professional (payroll, bookkeeping, tax, audit, legal, bank charges)
 \$3,800 – Board of Directors (meetings, planning retreat, liability insurance)

Travel: Durango/LaPlata County Airport – 30-minute drive
 Daily flights from Denver, Dallas, Phoenix
 Primarily a tourism drive market with majority of visitors driving from Colorado, Texas, New Mexico and Arizona. Drive time ranges from 4-10 hours.

Town of Snowmass Village – Clint Kinney (CKinney@tosv.com)

DMO Budget: \$6.3 million

Expenses: Marketing - \$4.5 million
 Group Sales - \$1.8 million

Travel: Aspen Airport - 6 miles
 Denver International Airport – 3 ½-hour drive

Town of Vail – Kelli McDonald (KMcDonald@vailgov.com)

DMO Budget: \$3.25 million (spring, summer and fall)
 \$2 million is spent annually on events
 Vail Resorts budget markets winter

Travel: Eagle Airport - 45-minute drive
 Robust winter flight schedule and growing summer schedule

Year-round connection in Denver, travelers can get “most anywhere, anytime of the year from Eagle Airport”

Denver International Airport - 2-hour drive

Typical travel time for visitors driving to the resort is 2 hours

City of Aspen – Steve Barwick (steve.barwick@cityofaspen.com)

DMO Budget: \$2.4 million (collected in tax revenue, transferred to Aspen Chamber Resort Association)
ACRA administers marketing program, 75% of funds are spent on marketing

Travel:

Aspen/Pitkin County Airport is 4.5 miles from downtown

Served on regular basis by United, Delta and American

As primarily a destination resort, few guests come for just a day

Steamboat Springs – Scott Ford (scottford53@gmail.com)

DMO Budget: \$750,000 (marketing)

\$100,000 (events)

Marketing is split between the ski company (winter season) and the Chamber (non-ski season)

City contracts with Chamber for marketing and events

Revenue: General Fund

Travel:

Yampa Valley Regional Airport is 21 miles away.

10,000 foot runway accommodates direct, non-stop winter service from Denver, Dallas, Houston, Atlanta, Chicago, Newark, Minneapolis, Seattle, Los Angeles, San Francisco and DC

90,000 visitors fly in during winter season

Balance of winter visitors (100,000) drive or shuttle

Denver International Airport - 185 miles (3 ½-hour drive)

Very limited direct flight service in summer, most users are locals, part-time residents and friends and family of those groups

June through August - daily to Houston (55 passenger)

July through August - 2 flights daily to Denver (55 passenger)

Town of Frisco – Vanessa Agee (VanessaA@townoffrisco.com)

DMO Budget: \$1,512,819

Markets town in general as a destination and all events (athletic and on-athletic): town-owned marina, town-owned historic park, town-owned adventure park which has a tubing hill, small ski/ride hill, Nordic center, horse drawn sleigh/chuck wagon rides, bike park, skate park, disc golf course and multi-use lodge.

Expenses: Non-Athletic Events - \$818,680 (\$143,617, salaries/labor)

Visitor Information Center - \$219,939 (\$135,260, salaries/labor)

Marketing - \$474,200 (does not include \$136,304 for 2 marketing staff and \$90,000 for annual website expenses)

Travel:

Denver International Airport - 95 miles (1 ½ hours plus)

Robust visitor drive base from Texas, Kansas, Missouri, New Mexico, Wyoming and Nebraska, traveling up to 12+ hours

Crested Butte – John Norton (john@nortonglobal.com)

DMO Budget: \$1.5 million (and growing)

Travel: 30 minute drive to Gunnison Airport
Denver is major drive market (4-4.5 hour drive)

Estes Park – Frank Lancaster (flancaster@estes.org)

DMO Budget: \$1,752,378

Travel: Denver International Airport – 75 miles/1 ½ hour drive
Many visitors from Northern Colorado Front Range
Boulder – 1 ¼-hour drive
Longmont – 1-hour drive
Loveland – 45-minute drive
Fort Collins – 1 ¼-hour drive
Greeley – 1 ½-hour drive

Pagosa Springs – Jennifer Green (sales@visitpagosasprings.com)

DMO Budget: \$330,000 (does not include staff)

Travel: Durango – 1 ½ hour drive
Denver International Airport – 5-hour drive
Albuquerque – 5 hour drive
Most visitors drive 12+ hours