



LOVING ASPEN TO DEATH...

Can We Really Make a Difference?

DEBBIE BRAUN

President/CEO

Aspen Chamber Resort Association

A large crowd of people is gathered at a night concert. In the background, there are white tents and a stage with bright lights. The sky is dark blue.

NEWS > COLORADO NEWS

With 80,000 new residents, Colorado is the seventh-fastest growing state in the U.S.

New census data show the Centennial state's population grew by 1.4 percent between July 1, 2017, and July 1, 2018



 **ASPEN**
DEFY ORDINARY

The Risks are Real

Man dies in Maroon Peak fall near Aspen; 61-year-old's body airlifted off mountain

Body of 16-year-old girl recovered from Devil's Punchbowl area near Aspen

**Capitol Peak deaths since 2000:
9 fatalities in 17 years, 5 in 2017**

Bear bites hiker on Hunter Creek Trail near Aspen; woman OK, officials tracking bruin

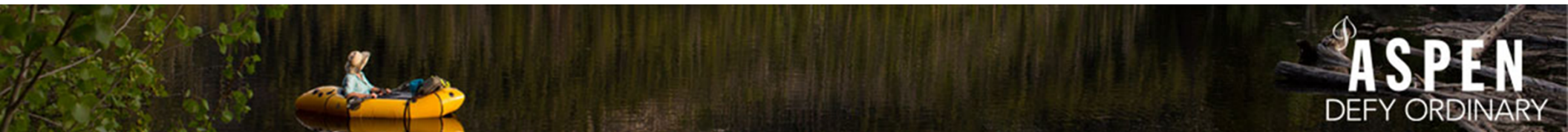
Aspen couple died while climbing Capital Peak

**Fifth Death on Colorado's Most
Dangerous Fourteener in 43 Days**

Bear jumps out of dumpster, bites downtown Aspen restaurant manager

Third bear-human incident this summer in Aspen area, CPW says

Nine people died in the Elk Mountains near Aspen during the spring and summer.



ASPEN
DEFY ORDINARY

Social Media Influence

Total monthly active Instagram users: **1 billion +**

Total daily active Instagram users: **500 million +**

Businesses on Instagram **25 million +**

Instagram Likes per day: **4.2 billion**

Photos & videos uploaded per day: **100 million+**

50% of Instagram users explore page every month

Posts with a location get **79% more engagement**



Source: *OmnicoresAgency.com*



ACRA's Strategy

- ⌘ Intentional Leadership
- ⌘ Tourism Master Planning
- ⌘ Collaboration - local government and stakeholders



ϕ Intentional Leadership

- Crisis of popularity – we're loved to death
- Year-round visitation with new trial visitors inexperienced in the mountains
- Important to educate as we inspire
- Visitors can understand their impacts



ϕ **ASPEN**
DEFY ORDINARY

🌀 Tourism Master Planning (vs. Strategic Planning)

- Community Engagement
- Events
- Transportation
- Visitor Services
- Marketing/Storytelling



🌀 Collaboration

- Outdoor Guides Coalition
- Colorado Tourism Office
- White River National Forest Service




Φ Collaboration

Outdoor Guides Coalition

Request from White River National Forest Service for a unified voice of the Roaring Fork Valley

Created in the fall of 2017 to serve as a representative group of the greater outdoor industry in the Aspen area



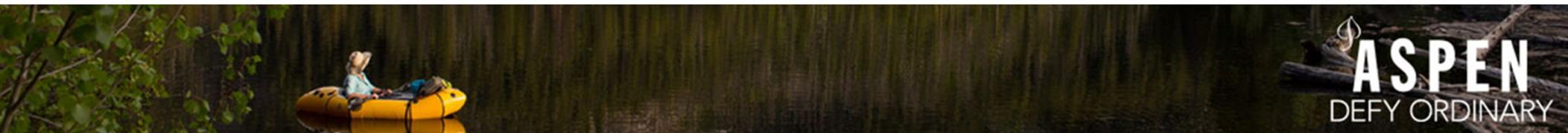
The ACRA Outdoor Guide Symposium
October 2nd, 2PM - 6PM, Limelight Hotel

Join the Aspen Chamber for an afternoon of professional development and community education.

2PM - Keynote Address:
David Brown, America Outdoors

3PM - Breakout Sessions:
Marketing - Greg Fitzsimmons, Rygr
Risk Management - Peter Middleton, Hall & Evans Attorneys

4:30PM - Panel Discussion
The Aspen Idea, and the responsibility to take ownership of our surroundings.



Collaboration

Colorado Tourism Office



Φ Collaboration

White River National Forest

Consistent messaging to stakeholders via ACRA website, social media, member businesses

- Encouraging weekday visits and using the bus
- Discourage individual cars accessing outside of bus service hours



“How To Aspen” Campaign

To educate visitors on how to best enjoy our natural resources responsibly.

Content and videos promoted on AspenChamber.org, print collateral, social platforms, and at four visitor centers.

HOW TO

BOOK YOUR TRIP
Call a local vacation expert at 800-670-0792

Arrive
09/07/2018


Depart
09/10/2018

Adults
2


Children
0

Go


We want to set you up for success in regards to Aspen; whether you have questions regarding how to get here, how to adjust to altitude, how best enjoy the 4th of July or hiking with your dog, we have put together lists of tips and pointers straight from our genuine local perspective. If you think we're missing something, please feel free to reach out: info@aspenchamber.org we'd love to hear how we can improve the visitor experience and prepare you for your best possible vacation.



GET HERE



ENJOY ASPEN



GET OUTSIDE







Blog Posts



5 Lesser Known Hiking Trails



5 Gorgeous Alternatives to the Maroon Bells



Wildlife Safety Tips



The Aspen Pledge



I PLEDGE TO EXPLORE ASPEN RESPONSIBLY.

**I WILL VENTURE INTO THE GREAT UNKNOWN
WHILE STAYING ON THE KNOWN TRAILS.**

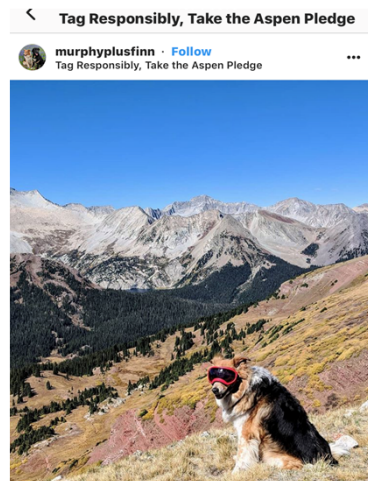
**I WILL TAKE AWESOME SELFIES, WITHOUT
ENDANGERING MYSELF-IE.**

I WILL NOT SKI IN JEANS.



Social Media

“Tag Responsibly, Take the Aspen Pledge”



Tag Responsibly · 4w

📍 TAG RESPONSIBLY, TAKE THE ASPEN PLEDGE

A few things to know about our generic location geotag Tag Responsibly, Take the Aspen Pledge:

- Unfortunately, tagging specific locations on Instagram brings unintended harm to the environment. As a part of our newest sustainability initiative, we kindly ask you use this new geotag to protect our most coveted areas.
- This tag is meant to be used for lesser known sights that are vulnerable to overcrowding. Iconic Aspen locations (Independence Pass, Aspen Mountain), downtown parks and local businesses should still be tagged with their specific locations.
- We still want you to explore Aspen and all of our beautiful locations, we just ask you do so responsibly so visitors can enjoy Aspen for years to come!



Early Results are Positive

"How To Aspen" Campaign

45k+ pageviews since launching May 1, 2018

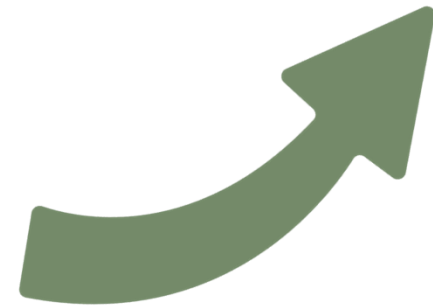
Videos - 3k+ YouTube views

Maroon Bells messaging June 2017 to 2018

bus ridership up 6k+ passengers

"Tag Responsibly" Post

reached 29k+ people with 43k+ engagements



A scenic mountain landscape with a fisherman in the foreground. The fisherman, wearing a blue jacket and a cap, is standing in a river, casting a fly. The river reflects the surrounding scenery. In the background, there are steep mountains with patches of snow and dense evergreen forests. The sky is a clear, vibrant blue.

THANK YOU

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ASPEN  CHAMBER
RESORT ASSOCIATION