



Glenwood Springs Tourism Promotion Board Meeting

Thursday, October 13, 2016, 2:00-4:00 p.m. Location: Glenwood Springs City Hall

Tourism Board Members:

- Trent Blizzard, Chair, Blizzard Press – Citizen/Resident
- Krissy Clary, Vice Chair, Colorado Ranch House – Restaurant
- Nancy Heard, Treasurer, Glenwood Caverns Adventure Park – Tourism
- Dorian Ciolek, Best Western Antlers – Lodging
- Jeremy Gilley, Glenwood Hot Springs – Lodging
- Ken Murphy, Glenwood Adventure Company – Tourism
- Samantha Montgomery, PR Studio – Citizen/Resident
- Suzanne Stewart – GSCRA Board Representative
- Troy Hawks, Sunlight Mountain Resort – Citizen/Resident
- Steve Davis – City Council Representative

Tourism Board Members Present	Tourism BOD Absent	GSCRA Staff Present	Guests Present
Trent Blizzard Troy Hawks Ken Murphy Jeremy Gilley Samantha Montgomery Krissy Clary Nancy Heard	Dorian Ciolek Suzanne Stewart Steve Davis, City Council	Lisa Langer Cristin Barta Marianne Virgili	Stu Bryner Jennifer Ooton (new Executive Assistant to the City Manager)

2:04 p.m., Meeting was called to order by Trent Blizzard, Chair.

There were no declarations of conflicts of interests.

Approval of Minutes — Ken Murphy moved to approve the Tourism Promotion board meeting minutes of September 8th. Samantha Montgomery seconded and the motion carried.

2017 Marketing Update – Lisa Langer and Cristin Barta recently presented to the Glenwood Springs City Council, as part of their request for approval of the 2017 tourism promotion marketing plan and budget. They gave the same presentation to the Tourism Promotion Board to update them. This presentation included:

- Accommodation tax receipts overview; up 19% since 2008
- Expanding the use of the “Land of Water” branded promotional efforts including a new vacation planner brochure, out-of-home advertisements, online advertisements, the website, and new marketing assets including promotional videos.
- Social media highlights
- PR achievements including 25 media FAM tours from six countries and a list of prominent story placements.
- Colorado Tourism Office partnerships including IPW booth, hosting 40 FAM tour participants, and a Chicago Union Station takeover.
- The creation of the Colorado Historic Hot Springs Loop which included a matching CTO grant.
- Recent guerilla marketing efforts in the Front Range.

- Upcoming projects including web development, the acquisition of a photo asset management tool, and the implementation of a social media aggregator on www.visitglenwood.com.

AirSage Research – Cristin Barta presented the new research data from AirSage. Here are a few highlights from the study:

- **From where are visitors coming?** The study confirmed many pre-existing assumptions about the Glenwood Springs visitor, but also uncovered a few surprises. It will come as no shock that Jefferson, Denver, and Arapahoe Counties are the largest feeder market, followed closely by other Front Range counties. What was surprising was that a full 40% of visitors to Glenwood Springs are from out-of-state. California, Texas, and Illinois are obvious contributors, but there are also many visitors from Utah, Nevada, and Arizona. These three states sent more visitors than Texas and Illinois, and these six states accounted for over 17% of Glenwood Springs visitors over the course of the 12-month study.
- **What is a typical visitor's household size and income?** AirSage determines from where a visitor is coming based on a device's home location – i.e. where does this phone “sleep” at night. Once the software has determined this information, it then associates the anonymous device with the corresponding home location census data. For example, if Boulder County has an average household income of \$100,000 per year, the visitor from this county is assumed to have this income. Per the 12-month study, average visitors to Glenwood Springs live in two-person households (another surprise) and make an average of approximately \$82,000 per year.
- **How many total visitors does Glenwood Springs get?** A study sample size of nearly half a million is outstanding, but a question asked over and over of the tourism team is “how many total visitors does Glenwood Springs receive each year?” Through a complex extrapolation process, AirSage calculated 2.3 million visitors to Glenwood Springs over the 12-month study period. This includes both overnight and day visitors.

The study also analyzed how long visitors stay, how many visitors to Glenwood Springs visit neighboring counties, and how many visitors to neighboring counties visit Glenwood Springs. These questions were studied over the course of a year (July 2015 – June 2016), which helped identify seasonal traveler trends.

The board had several comments and asked Cristin to follow up on these questions:

- They felt that someone who visits Glenwood Springs for 5 minutes is not a visitor. Because there is a major interstate running through our city they felt the data was nullified. One member commented that this is why Glenwood Springs sees such a large number of visitors from states to our west.
 - Is it possible to change the definition of a visitor, for example to an hour or longer visit?
 - What percentage of visitors are under an hour?
- Other members were concerned why the study didn't give more information about the overnight versus day visitor. Initially it was discussed that the study would identify who was spending the night.
 - What percent spent the night versus didn't? i.e. how many of the visitors were here for less than a day, and how far did that impact our average visitor length of stay?
 - What does the length of stay look like for those under a day?
 - How do the demographics of the two types of visitor differ? From where are they coming, etc?

XUMA Photo Shoot Update – Lisa Langer explained that the agency has contracted with Jack Affleck for summer and fall photo shoots. Jack was suggested to XUMA because of his generous usage rights. Ken Murphy is working with XUMA on a fall photo shoot at Bair Ranch.

Respectfully Submitted,

Cristin Barta

Tourism Marketing Project Manager