

Appeal of the Aspen Brand

KEY PERFORMANCE MEASURES

- *Economic impact of visitors*
- *Visitor median age*
- *Level of visitor satisfaction*
- *% of repeat visitors to Aspen*

Desired Outcome: *Aspen is the destination of choice for an international blend of businesses, home and condo owners, and short-term visitors. It is an economic engine with global reach. Visitors and residents expect and receive the very best of recreational, educational, cultural and business amenities. The resort is rated highly in comparison with its competitors due to a unique blend of offerings that anticipates and meets evolving customer expectations.*

Learn more about [Appeal of the Aspen Brand](#) as a key economic sustainability theme for the community.

Economic impact of visitors

What is it? Why is it important?

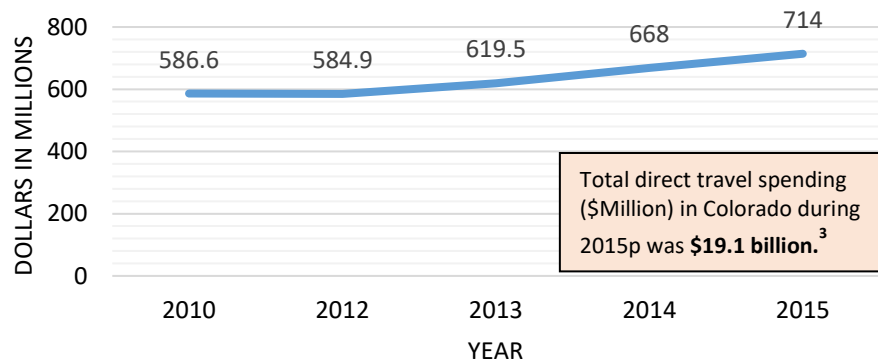
Per a report entitled *Colorado Travel Impacts 1996 – 2015 p* (prepared for the Colorado Tourism Office), the economic impact of visitors is defined as “the level of overnight international and domestic visitors travelling to and through the state and the impact this spending had on the economy in terms of earnings, employment, and tax revenue”.¹ For the purposes of the local economy, this same definition applies when using the Pitkin County data found in the report. Understanding the impact of visitors on Aspen’s economy is important as it underscores the relative significance of a visitor based economy. Businesses, local governments, and communities can then plan how to support and maintain it at optimal levels including the provision of adequate infrastructure (lodging and mobility), restaurants, shops, and venues for events and entertainment.



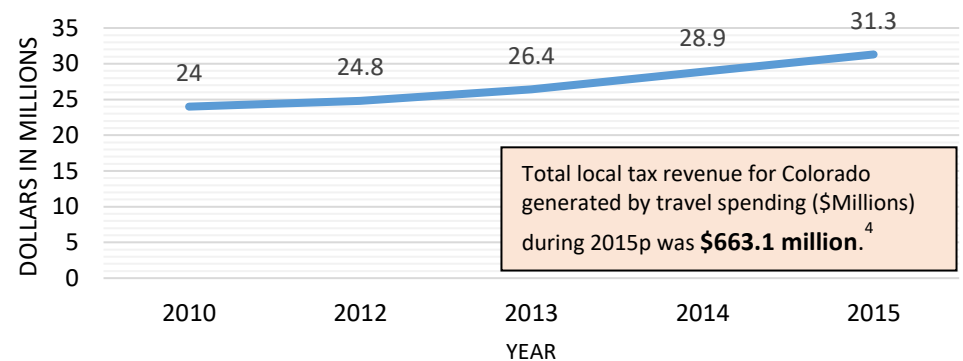
What does the data/trend say?

Per the report, visitor spending in Pitkin County increased steadily from \$586.6 M in 2010 to \$714 M in 2015p (Figure 1).² This represents a percentage increase of approximately 22%. To put this in context, the total direct travel spending in Colorado during 2015 was approximately \$19 billion dollars. Figure 2 shows that local tax revenue also increased during the same period. From 2010 to 2015p, there is a steady increase in local tax revenue resulting in approximately 30%. Both demonstrate a corresponding increase in visitor economic impact over the last few years.

Annual Travel Spending (\$M) Generated from Pitkin County Visitors (2010-2015p)



Annual Local Tax Revenue (\$M) from Pitkin County Visitors (2010-2015p)



Targets

A target for this measure has not been set by Council.

Data Sourcing & Considerations

Dean Runyan Associates prepared the *Colorado Travel Impact 1996 – 2015p* report for the Colorado Tourism Office (CTO) in June 2015. The report is published annually in June of each year. The data is based on a Regional Travel Impact Model (RTIM), a proprietary computer model for analyzing travel economic impacts at the state, regional and local level.⁵ While the methodology is described in the report, the inputs (reported results) are not verifiable.

Sources: [1] *Colorado Travel Impacts 1996 – 2015p*. Dean Runyan Associates (Commissioned by Colorado Office of Tourism). June 2015. Web. March 2016. http://deanrunyan.com/doc_library/COImp.pdf. [2] *Ibid.* p. 48. [3] *Ibid.* p. 7. [4] *Ibid.* p. 7 [Photo] Babbie, Sheila. 2016.

Median age of visitors

What is it? Why is it important?

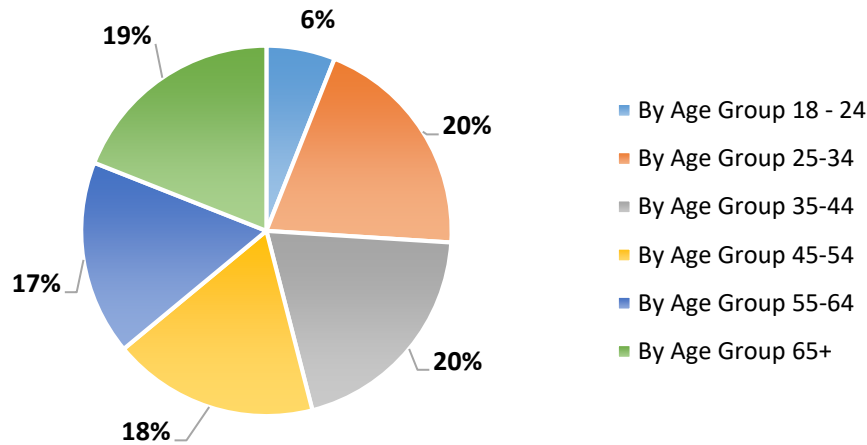
Traveler demographics are impacting tourism and its growth.¹ The demographics of traveler groups is important in understanding who is visiting a place and why. The median age of visitors gives an indication of the age of a population of visitors. Understanding what the median age of the Aspen visitor is allows it as an international resort destination to plan what the appeal is for attracting key visitor age groups now and in the future.

What does the data/trend say?

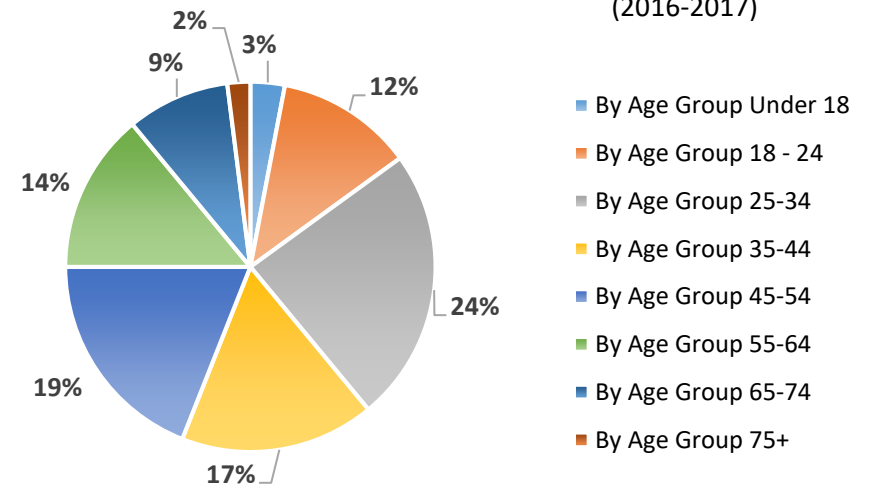
Per the Aspen Chamber Resort Association (ACRA) Summer Survey conducted every second year (2006-2016), the median age of Aspen summer visitors was consistently 48 or 49 years of age.² Figure 1 below shows the distribution of age groups among those summer visitors surveyed in 2016. The largest age groups represented were 25-34 and 35-44 respectively at 20%. The age group 65+ had 19%. Both age groups 45-54 and 55-64 were 18% and 17% respectively. Meanwhile, the youngest age group 18-24 is at 6%.³ Per AspenSnowmass Skiing Company 2016/2017 survey results, the largest age group is 55-64 at 24%. The smallest age groups represented are 75+ and Under 18 at 2% and 3% respectively. The detailed age distribution is depicted in Figure 2.⁴



ACRA Summer Survey Visitor Results by Age Group (2016)



AspenSnowmass Survey Results (2016-2017)



Targets

A target for this measure has not been set by Council.

Data Sourcing & Considerations

ACRA surveys summer visitors every second year. The sample population of those surveyed represents a limited number of the total summer visitor population. The data in Figure 2 was reproduced from a graph provided by Aspen Skiing Company. It displays comparative winter survey data.

Sources: [1] World Travel & Tourism Council. Session 2 Economics Politics and Demographics. Web. April 2016. <http://www.wttc.org/errors/95e1dba1-c749-4f67-8f2b-807618e391d0>. [2] Aspen Chamber Resort Association (ACRA) Summer Survey (2016). Web. April 2017. [3] Ibid. [4] Aspen Skiing Company. Email from J. Jacobi (05.13.17) [Photo 1] Courtesy Kolacek, Zbynek

Visitor satisfaction levels

What is it? Why is it important?

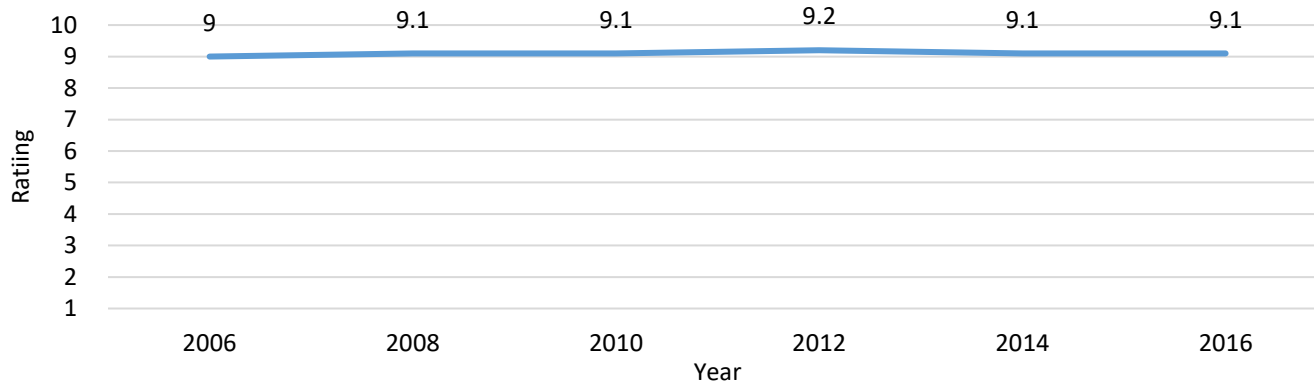
Visitor satisfaction level is a measure of how pleased an individual is with destination in terms of their expectations and overall experience. This often starts with the general impression of a place, its character, and environment (natural and built). More specifically, this might include the relative appeal/quality of nature, culture, lodging, restaurants, transportation, recreational activities, entertainment and events, shopping, among other goods and services. Visitor satisfaction levels for these attributes (individually and collectively) are important as people have high expectations in how they spend their resources and time. If visitors are satisfied with a place they will return and influence others to visit and/or do the same. If not, they will go elsewhere. For Aspen, visitor satisfaction levels are critical for sustaining its visitor based economy at optimal levels.

What does the data/trend say?

Every two years the Aspen Chamber Resort Association (ACRA) conducts a Summer Survey on a sampling of Aspen visitors. Among the questions, it asks visitors on their level of trip satisfaction and overall experience. ACRA uses an *Intercept Survey* with a possible follow-up survey after the trip. The individuals surveyed rate attributes based on a scale from 1 (*poor*) to 10 (*excellent*).¹ From 2006 to 2016, the average ratings for Overall Experience was 9.1. During the same period, there was a slight increase in the rating from 9 in 2006 to 9.1 in 2016.² While this data represents a limited sample visitor population, it is somewhat representative of how visitors rate their overall experience and level of satisfaction.



ACRA Summer Survey - Average Ratings for Overall Summer Experience (2006 - 2016)



WORLD GUIDES

“Aspen, Colorado is home to a number of exceptional ski resorts and features some truly spectacular mountain scenery and many summer activities. Aspen has become a major tourism destination throughout the year....”³

POWDERHOUNDS

“Aspen Snowmass offers a brilliant all round ski resort experience with world-class facilities.”⁴

Targets

A target for this measure has not been set by Council. The historical data generates an average rating for Overall Summer Experience at 9.1 (2006-2016).

Data Sourcing & Considerations

ACRA surveys summer visitors every second year. The population of those surveyed represents a limited sample of the summer visitor population.

Sources: [1] Aspen Chamber Resort Association. *Summer Survey (2014; 2016)*. [2] *Ibid.* [3] World Guides. *Aspen Tourist Information and Tourism*. Web. April 2016. <http://www.world-guides.com/north-america/usa/colorado/aspen/>. [4] OnTheSnow 2016. *PowderHounds*. Web. April 2016. <http://www.powderhounds.com/USA/Colorado/Aspen.aspx>; <http://www.powderhounds.com/USA/Ski-Resorts-Ratings.aspx>. [Photo] Courtesy Kolacek, Zbynek.

% of repeat visitors to Aspen

What is it? Why is it important?

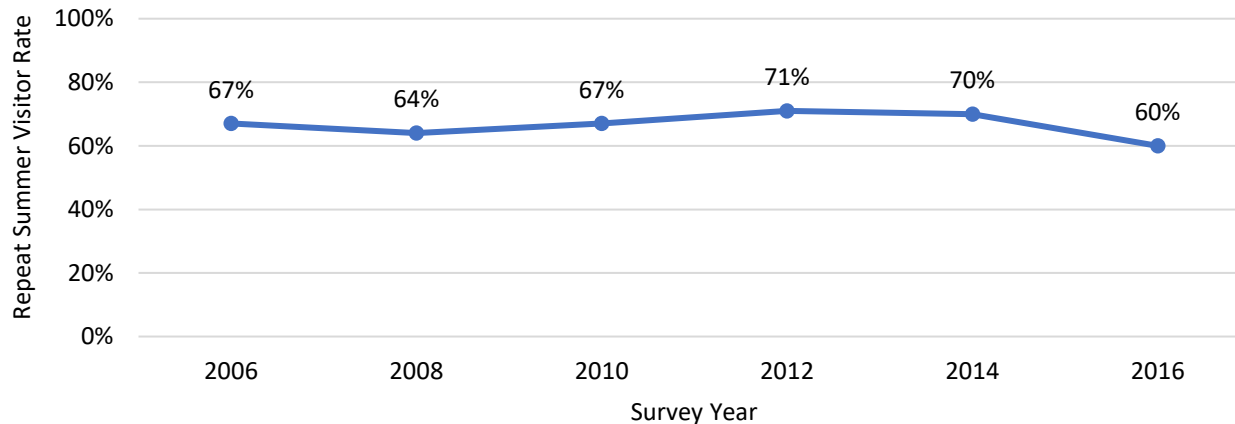
The percent of repeat visitors is the number of people within a given visitor population that have returned to a place and/or destination. Repeat visitor rates are important as they give an idea of the level of satisfaction in a place. This, in turn, is a relative indication of visitor “demand” for a place on which the tourist based economy can depend and develop its infrastructure and offerings “supply” on a sustainable basis.

What does the data/trend say?

Every two years the Aspen Chamber Resort Association (ACRA) conducts a Summer Survey on a sampling of Aspen visitors. Among the questions, it asks visitors on whether they are a repeat visitor to Aspen. ACRA uses an *Intercept Survey* with a possible follow-up survey after the trip. From 2006 to 2016, the percent of repeat visitors averaged 66.5%. During the same period, there was an absolute decrease from 70% (2014) to 60% (2016).¹ While this data represents a limited sample of the overall visitor population, it is somewhat representative of the percentage of repeat summer visitors to Aspen.



ACRA Summer Survey -
Percent of Repeat Summer Visitors to Aspen
(2006 - 2016)



Targets

A target for this measure has not been set by Council. The historical data generates an average *Percent of Repeat Summer Visitors* at 65%.

Data Sourcing & Considerations

ACRA surveys summer visitors every second year. The population of those surveyed represents a limited sample of the summer visitor population.

Sources: [1] ACRA Summer Survey (2016). Web. March 2017. [Photo 1] Courtesy Kolacek Zbynek. [Photo 2] Babbie, Sheila. 2016

