

AGENDA
Chaffee County Visitors Bureau Board Meeting
1:00 PM July 25, 2023
Location:

Best Western Vista Inn

733 US Hwy 24 N, Buena Vista, CO 81211

1. Call to Order
2. Public Comment Period – limited to 3 minutes per person
3. Approval of June 27, 2023 Board Meeting Minutes
4. ROVE - Colorado Data Consortium - \$8,000 Scott Peterson
5. 2024 Chaffee County Visitors Bureau Budget – \$700,000 Scott Peterson
6. Marketing Director Report
7. Board Member Reports – up to 15 minutes Questions and comments about board reports
8. Meeting Adjourned

ZOOM

Topic: Chaffee County Visitors Bureau

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly:

https://zoom.us/meeting/tJ0vdeigrTwvG9SMnm5V8dKIWibljvzEoat6/ics?icsToken=98tyKuChrDkrEteStRiHRox5Aljod_zztmZYjfpusRHoVhYLZij6AetAG7hpCv3f

Join Zoom Meeting

<https://zoom.us/j/99221837510?pwd=T1pFK01QNWplMWxZUmRsSU91eTJZZz09>

Meeting ID: 992 2183 7510

Passcode: 659336

One tap mobile

+13462487799,,99221837510#,,, *659336# US (Houston)

+16699006833,,99221837510#,,, *659336# US (San Jose)

Dial by your location

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Meeting ID: 992 2183 7510

Passcode: 659336

Find your local number: <https://zoom.us/u/acPDH0j7ah>



Colorado Consortium Data Program

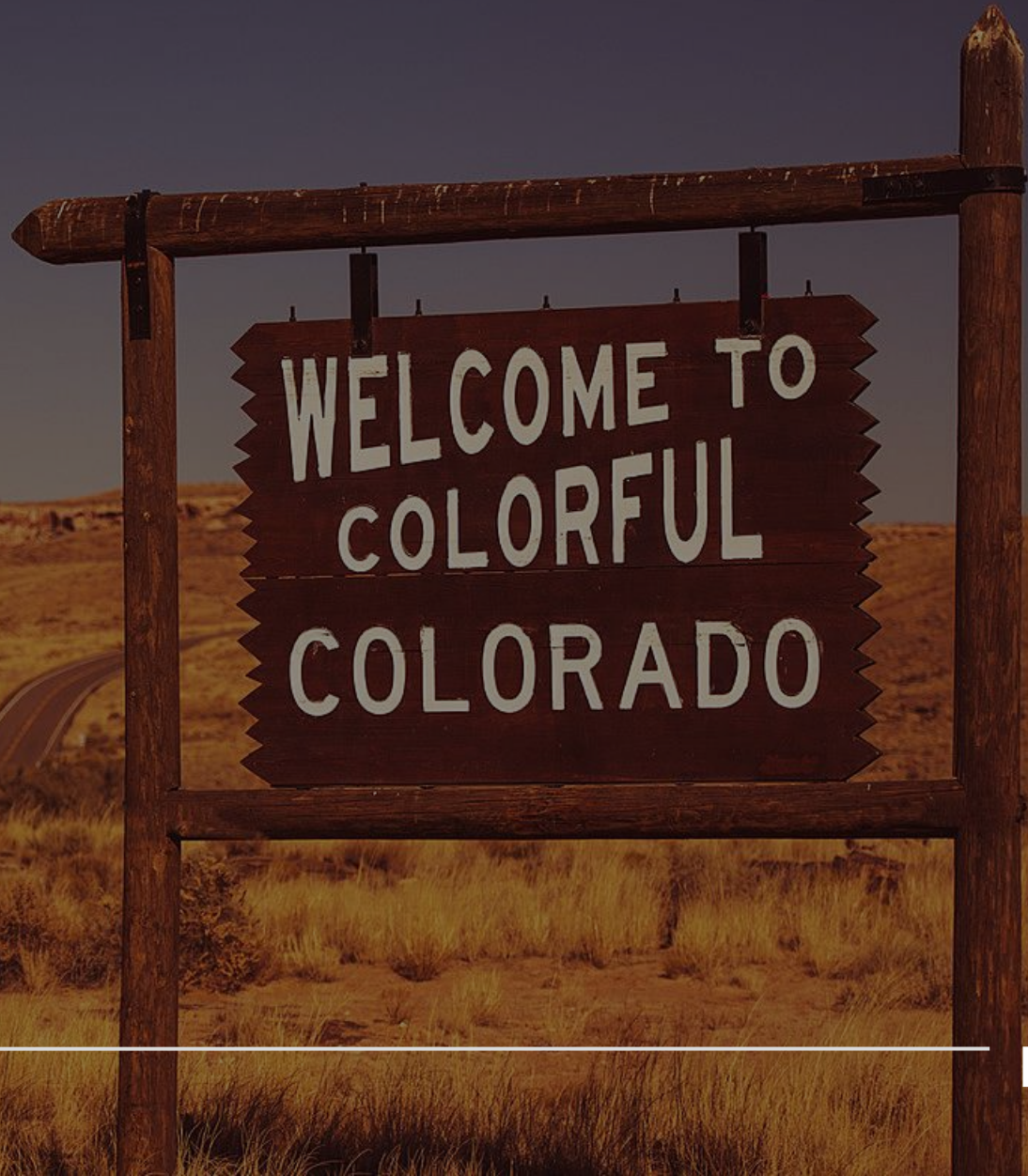
Program Description

Date: May, 2023

rovemarketing.ca

What you'll discover inside

1. About the Colorado Consortium Data Program (CDP)
2. What's Does it Include?
3. Price Scenarios and Next Steps
4. About Rove



The Colorado Consortium Data Program (CDP)

Helping Colorado DMOs become data driven.

What challenges does the program solve?

The need for accurate and reliable tourism data has never been greater. Yet the cost of leading data and the technology to process it is only getting more expensive. In addition, the resources and capabilities to manage, process, report, and share insights are expensive and difficult to acquire and retain.

The CDP addresses these challenges. By aggregating and organizing the buying power of many DMOs that share the same needs, the CDP offers DMOs more data, better technology, at a lower price.

About the Consortium Data Program (CDP)

Through a collaborative effort between Visit Boulder and Rove, the Colorado Consortium Data Program was designed with the specific needs and priorities of Colorado DMOs – bringing together multiple data sources to offer a turnkey, affordable, easy to use, and standardized data program to help DMOs of all sizes across the state become more data driven. This document provides detail about the type of data, the technology, and the price scenarios.

What's included in the first phase of the CDP?

The CDP will launch with the following data sources:

- Near Mobile Location Data
- AirDNA Short Term Rental Data
- Dean Runyan Economic Impact Model Data
- Survey of International Travelers (SIAT) sourced from the International Trade Administration (NTTO)

Long-term Vision

Once launched, the CDP can continue to evolve with more data sources added based on the needs of the participating DMOs – delivering even more analytical value, using world leading technology, at very affordable prices.

Colorado DMOs are already confirmed.



A wide-angle photograph of a town street, likely in a mountain resort area. The street is paved and has yellow lane markings. On the left, there are several multi-story buildings with varied architectural styles, including brick and stone. Some have awnings and outdoor seating. Bicycles are parked along the curb. On the right, more buildings line the street, some with large murals or signs. Cars are parked along the right side of the road. In the background, a massive, rugged mountain range dominates the horizon, with significant snow cover on its peaks and slopes. The sky is overcast and grey.

What does it include?

Overview of our Destination Insights Platform

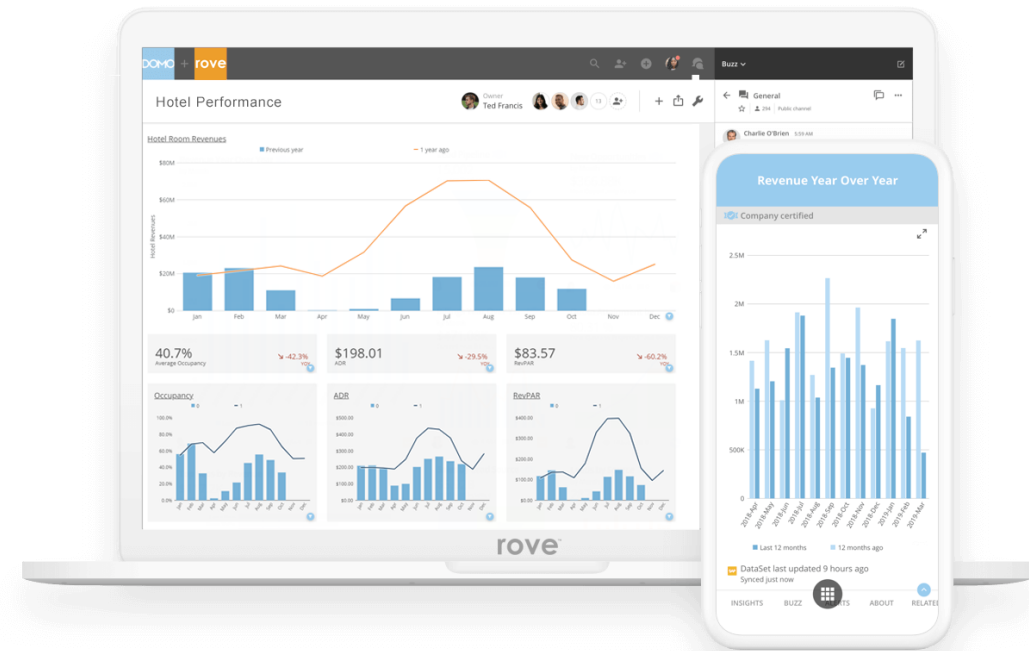


Colorado DMOs can leverage the world's most advanced Destination Insights Platform.

Rove partnered with Domo to create this complete and easy-to-use business intelligence solution. It combines a tourism data exchange, a data compute engine, and DMO specific apps to transform the ocean of data about your tourism destination into actionable insights to inform better business decisions at every level.

Transforming the way Destination Management Organizations manage business

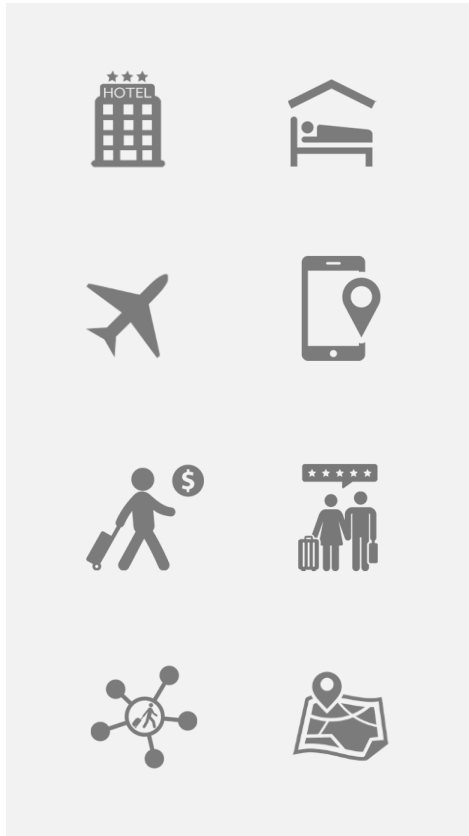
- ☒ Tourism Data Exchange: Data integrations with leading global tourism Data suppliers
- ☒ Data Compute Engine: advanced analysis and data management engine to help DMOs get more value from their data.
- ☒ DMO specific apps: Tourism Domo apps purpose built for DMOs accelerating implementation time.



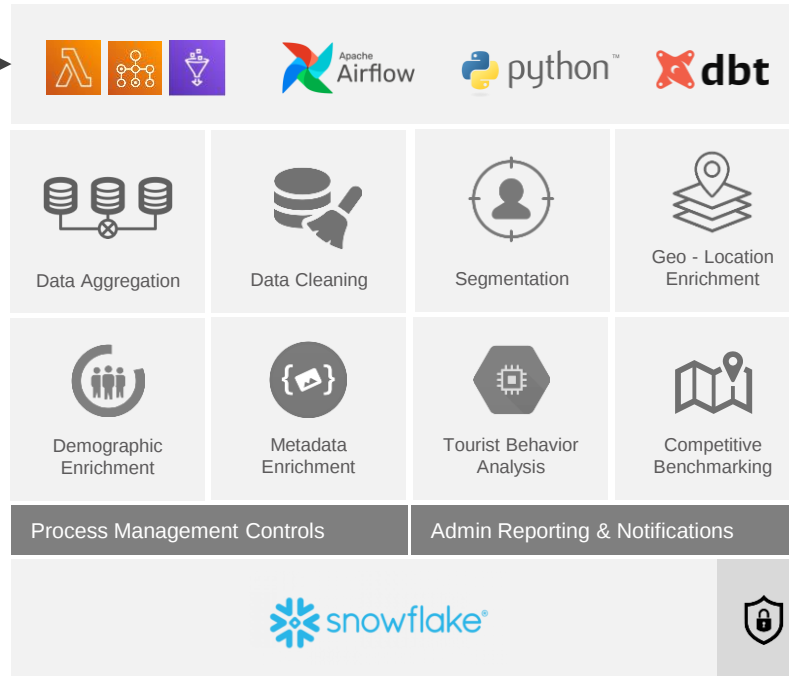
Tourism Data Infrastructure

Infrastructure-as-a-service to prepare and manage third-party tourism data on a global scale.

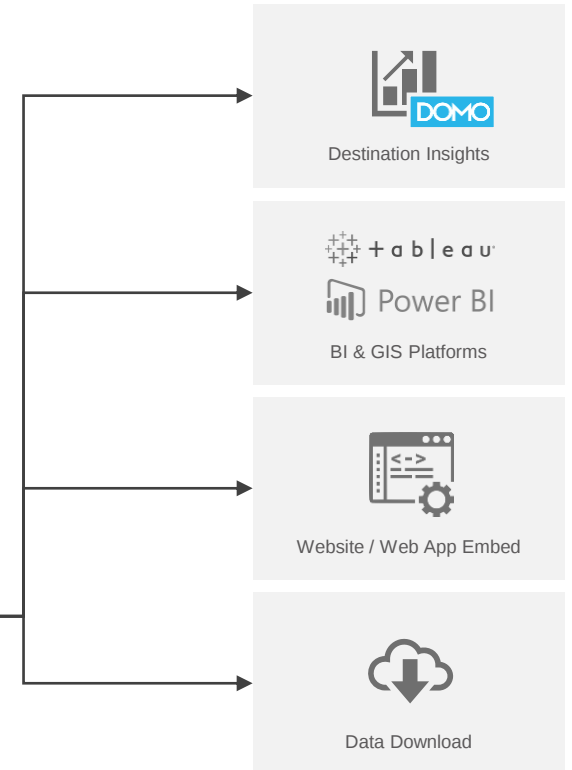
Data Suppliers



Data Processing & Management



Data Distribution





What is Mobile Location Data?

Mobile location data is data collected through the usage of mobile apps on your phone. It is completely privacy compliant. It allows tourism organizations to understand where visitors come from, how long they stay, what they do in destination, and their demographic profile.

Examples of how it can be used?

Engaging Travel Trade

As events are returning on the calendar, mobile location data is a key data source to measure who is coming to your event, what are they doing in your destination during the event, how long are they staying, how far are they driving to get to your event, and more. This data is critical in measuring economic impact and understanding how and where to promote your event. With this data, destinations can analyze past year's events to improve year over year on their advertising and promotional activities.

Promoting International Visitors

Mobile location data is one of the few data sources that allow you to measure international visitor behavior – especially where visitors drive to your destination. This data will enable destinations to understand visitor behavior patterns across key feeder markets : Canada, UK, Germany, and Australia. It will also provide valuable insights to develop and promote itineraries optimized for each feeder market – proving valuable data and insights to tour operators to help shape their product offering.

Promoting Outdoor Recreation destination and activities

Mobile location data is valuable in measuring visitor behavior across outdoor recreational assets. The data allows you to identify first time visitors and compare their behavior against repeat visitors. The data can also help analyze variance in visitation across lesser-known outdoor destinations to help re-direct visitors from more crowded assets.

Access to this data will provide the insights needed to direct visitation towards sustainable practices, improve the visitor experience, and ensure the long-term preservation of natural assets.

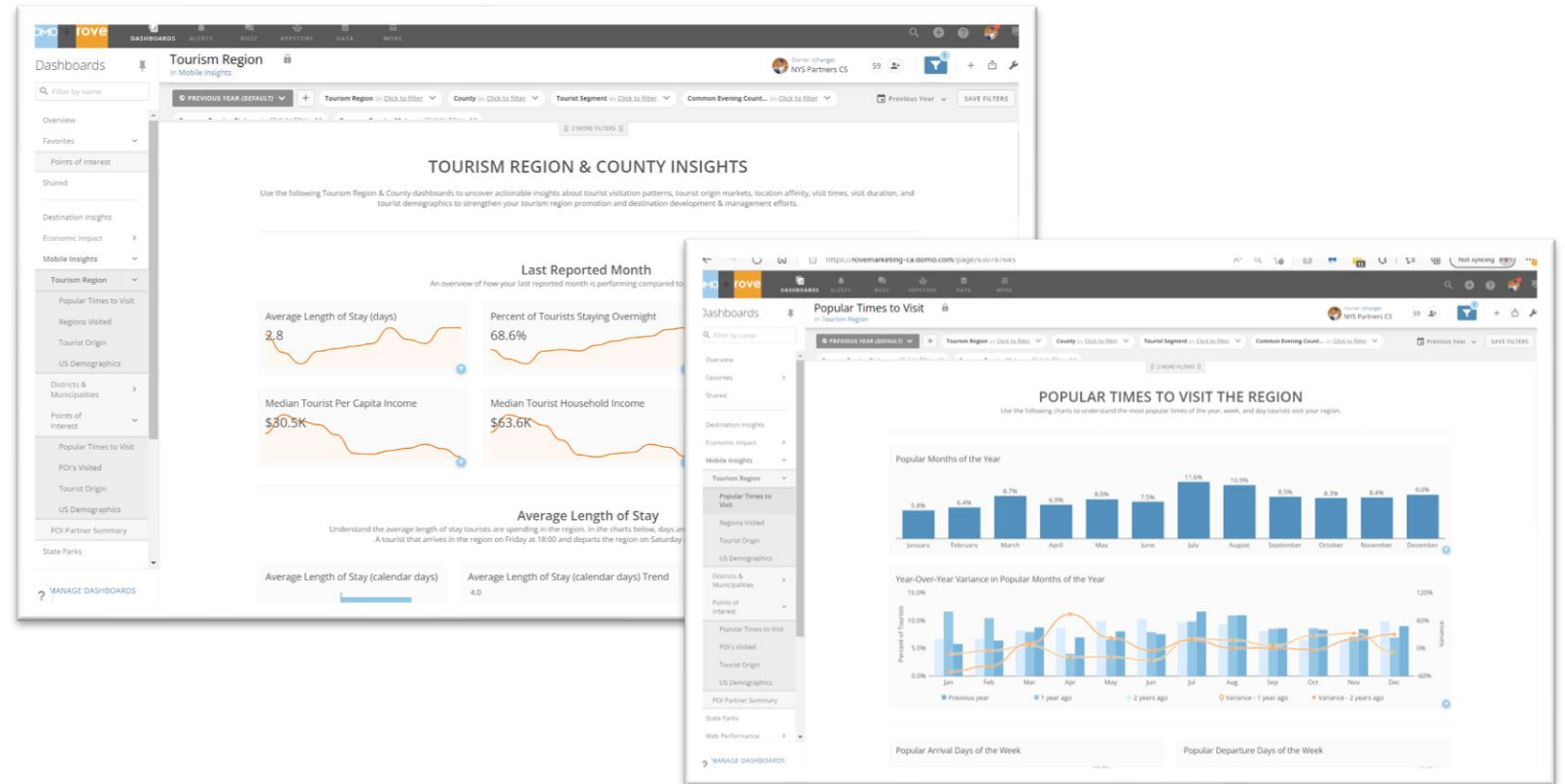
The visitor demographic data appended to the mobile data will further inform marketing activities and help tailor messaging and media buys based on visitor demographic profiles.



Mobile location data from Near

Includes:

- 2019, 2020, 2021, 2022 historical data
- 12 month subscription
- All of Colorado state data, 6 tourism regions
- DMO region
- 20 destination specific POIs for each participant with option to purchase more for a one-time cost of \$100 per POI.





What is Short Term Rental Data?

Short Term Rental Data collects reservation and booking information from AirBNB and VRBOs in a destination. It allows destinations to understand type of units within their region, the occupancy rate of their properties, the average daily rate for each type of rental, and more. Data can be analyzed by geography, time, type of properties and more.

Examples of how it can be used?

Engaging Travel Trade

In order to attract MICE tourism, amateur sporting events and group tour business, it's become increasingly important to offer a selection of accommodation options. Key to this selection is a healthy and abundant short term rental offering. This data provides the DMO with insights to target events when occupancy and ADR is lower and could benefit from more events in the destination.

Promoting International Visitors

We see increasing demand for short term rentals amongst the international segment. This data will serve to measure the success of your marketing campaigns in driving "heads in beds" from your international visitor.

Promoting Outdoor Recreation destination and activities

Visitors that choose short term rental accommodations have shown to desire a more local experience – off the beaten path. Correlating your short-term rental data with mobile location data will help monitor the extent to which you are attracting visitors that are interested in outdoor recreation, lesser-known places, all while ensuring the long-term preservation of your natural assets for sustainable visitation.

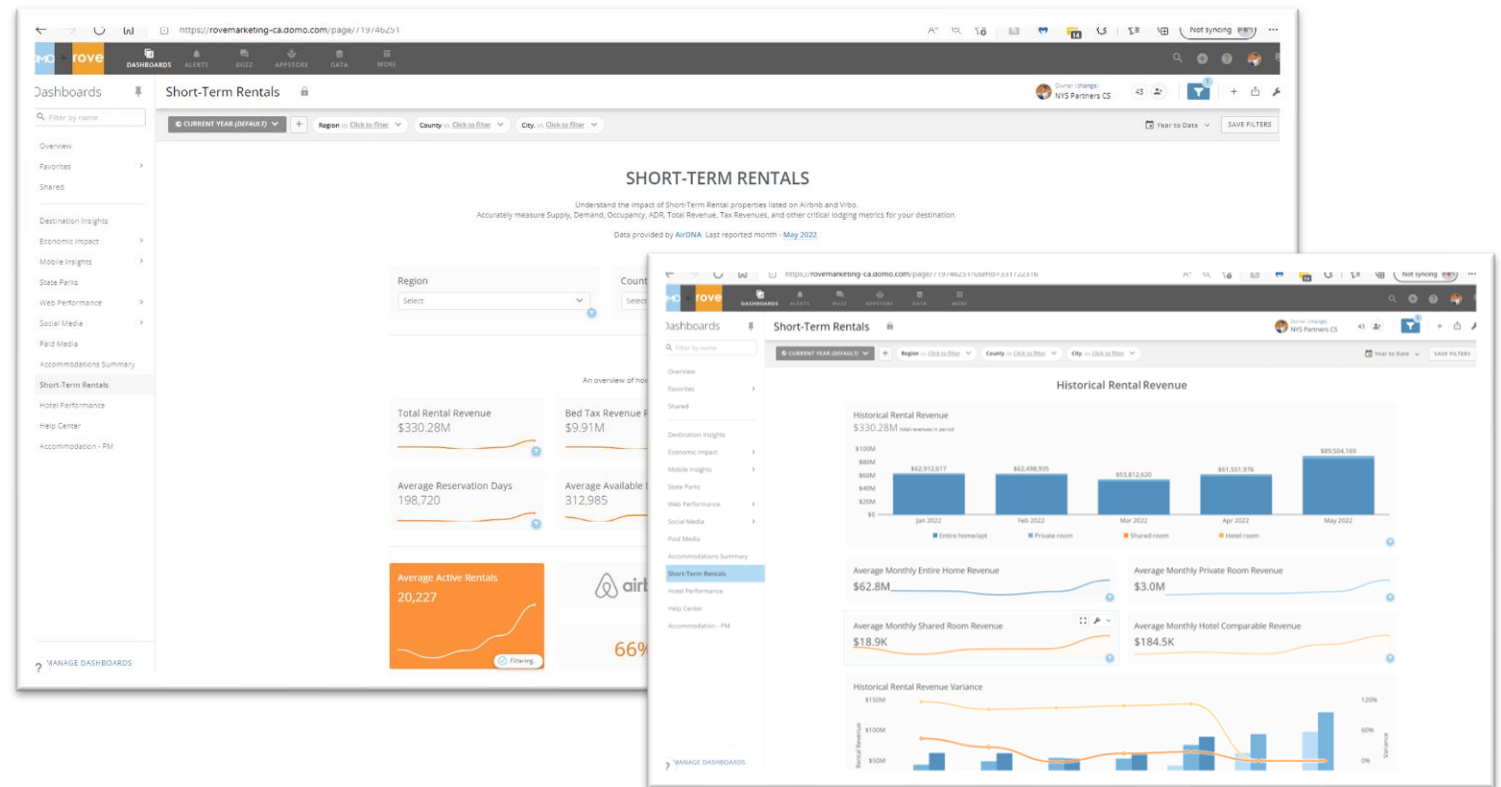
Short Term Rental Data- AirDNA



Short Term Rental data from AirDNA

Includes:

- Market Summary Report
- Access to view against all participating DMOs
- Historical data – 2017 to date.
- 12-month subscription
- Forward pacing data can be purchased at an additional cost.





INTERNATIONAL
TRADE
ADMINISTRATION



Survey of International Air Travelers (SIAT) + Dean Runyan

SIAT INBOUND SURVEY MONITOR

Delivers Key Survey of International Air Travelers (SIAT) Survey Data on Non-U.S. Residents Visiting the United States.

The SIAT Inbound Survey Monitor is based on the Survey of International Air Travelers (SIAT), enables Users to analyze the characteristics of overseas visitors from world regions and countries to the United States at the National, State, and MSA Level.

Major characteristics include country of residence, trip planning, travel party, purposes/activities, accommodation/transportation, destinations visited, and spending/Income.

Source: International Trade Administration, NTTO
Frequency: Annual

DEAN RUNYAN ECONOMIC IMPACT

Commissioned through the Colorado Tourism Office, this data will be conveniently ingested and visualized within the platform for ease of integration with other data sources and automated reporting.

The data includes travel spend, employment, earnings, and tax receipts by year, category, and county.

Source: Dean Runyan – Colorado Tourism Office
Frequency: Annual



Optional services provide by RRC

About RRC

RRC is a research and consulting firm with 40+ years of experience interpreting visitor data for tourism destinations. Based in Boulder, they have worked in every city and resort town in the Colorado. They know Colorado Tourism. Most importantly, their experienced team of analysts know data and how to pull highlights that are most relevant to both DMO decision makers and community stakeholders.

RRC is also the official visitor research partner for the National Park Service and has conducted hundreds of tourism surveys and studies across the nation for the NPS as well as state and local DMOs.

Destination Insights Reporting

Rove is teaming with RRC to offer data interpretation services. The RRC team of experts will interpret the data for your DMO and highlight the key takeaways that are relevant to your team. RRC can help with:

- Benchmarking your destination against the statewide visitor market
- Tracking key indicators and identify trends in local visitation
- Cross tabulating data based on key variables identified for your market
- Identifying highlights that are relevant to creating and refining strategies

Tailored PDF reports can be designed with graphics in mind to provide a quick read of data highlights. Ideal for board packets, stakeholder meetings or sharing with local media and policy makers. Cost is based on frequency, number of data sources included and any custom reporting needed.

Intercept & Post Visit Surveys / Economic Impact Studies

RRC provides a variety of survey options to measure destination ratings, create visitor profiles, collect spending data, gauge event impacts and more. Even with advanced data options, surveys are still a highly effective and necessary way to learn who is visiting, why they come, how much they spend, how happy they are with their experience and whether they plan to return.

Ingest your own data into your Shed!



Organize all your destination data in one place for easy access, better analysis, automated reporting, and stakeholder sharing.

There is no limit to the type or amount of data that can be ingested. For those that may want to use the Destination Insights Platform to ingest their own proprietary data, we will be offering an option to purchase a “Shed”.

With a Shed, DMOs can ingest their own confidential data such as STR hotel data, economic development data, Keydata, or other. Data that is in the Shed is only accessible by the DMO.

Sheds will be available following the initial program launch – as a phase 2 offering.





Price Chart + Next Steps

Pricing Chart

Participant Size

The consortium program is designed so it is accessible to all DMOs, large and tiny. Price affordability is a big factor in making the program accessible. Instead of every DMO paying the same price, we have opted to introduce 5 tiers of prices depending on the size of the DMO. Size is determined by annual budget and the number of short-term rentals in the destination.

Below are the 5 tiers:

Tier	Annual Budget Range	Number of STR units
1	\$2,500,000 and more	2000 units or more
2	\$1,000,000 - \$2,500,000	400 – 2500 units
3	\$500,000 - \$1,000,000	400 – 2500 units
4	\$500,000 - \$1,000,000	Less than 400 units
5	Under \$500,000	Less than 400 units

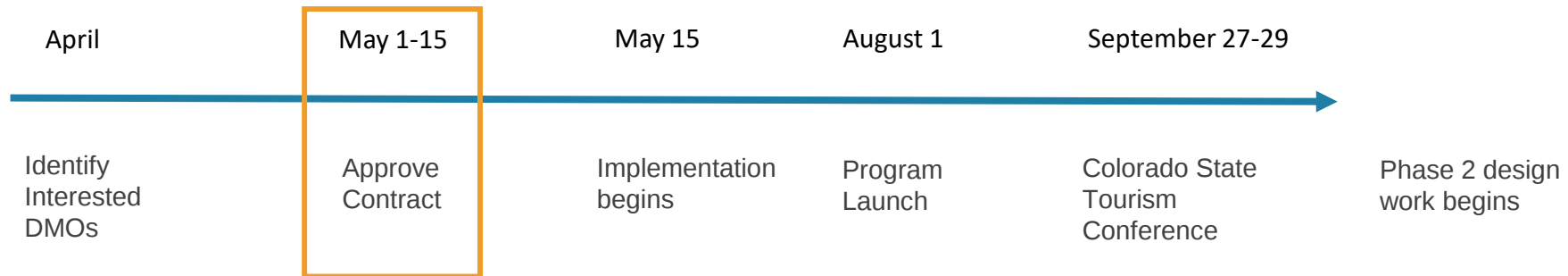
Term

The costs are for a 12-month subscription. DMOs have the option to renew and cancel after the first 12 months.

Cost Item	Annual Price (000)				
	5	4	3	2	1
Tourism Data Subscriptions					
Near Mobile Location Data					
AirDNA Short Term Rental Data					
SIAT Survey data	\$5	\$8	\$12.5	\$16.5	\$19.5
Dean Runyan Economic Impact					
Platform training and technical support					
Options					
AirDNA Forward Pacing Data (Bookings)					
RRC consulting package	Tailored consulting services				
KeyData State Pricing	Co-op pricing potentially available				
Rove's Destination Insights Platform Shed					
1-year platform license	Pricing to come – available in Phase 2				
Data Integrations (based on a preset list of data sources)					
Data Storage					
Ongoing monthly support (per year)					

Next Steps

Are you interested?



An aerial photograph of a dense forest with a mix of green and brown foliage. A bright yellow rectangular box is positioned in the center-left of the image, containing the text 'About Rove'.

About Rove

Rove is a new breed of data and analytics company.

Rove is a leading tourism data and analytics company. Tourism organizations & destinations globally rely on our tourism data solutions and industry expertise to navigate change and accelerate tourism economic recovery and growth.

Rove was created with the belief that tourism organizations needed a different type of partner to effectively compete in today's rapidly evolving, data-driven and technology-enabled digital world. A trusted advisor that has been in their shoes, understands the business of tourism, and has the necessary data, analytics, research, technology, digital business expertise, and industry connections to deliver transformative results.

And so, we decided to do something about it. We don't build ads, implement campaigns, or buy media. What we do is help you from the inside out, partnering with you to tackle the tough business challenges of managing a tourism organization and building operational muscle to help you reach your full potential.

Founded in 2017, we are fortunate to work with DMOs, industry associations, and large attractions across 5 continents.

How we will help --- and empower – your team:

- Become insight-driven to leap past your competition
- Grow tourism visitation and revenues amidst increased competition, changing traveler demographics and ever-evolving travel purchase behaviors
- Deliver actionable insights that drive more impactful marketing programs to create demand, capture market share, and convert travelers into brand advocates
- Build operational muscle and provide the knowledge, tools, and support you need to succeed.

“Our promise: To help you ask better questions and make better decisions.”

James

Experience working with the tourism industry

We work exclusively with tourism organizations. Our services and insights platforms are used by over 100 National and Regional DMOs, Attractions, and Tourism Associations across 5 continents making us well represented across DMOs of all sizes around the world. Below some of the clients we work with.



New York State Consortium

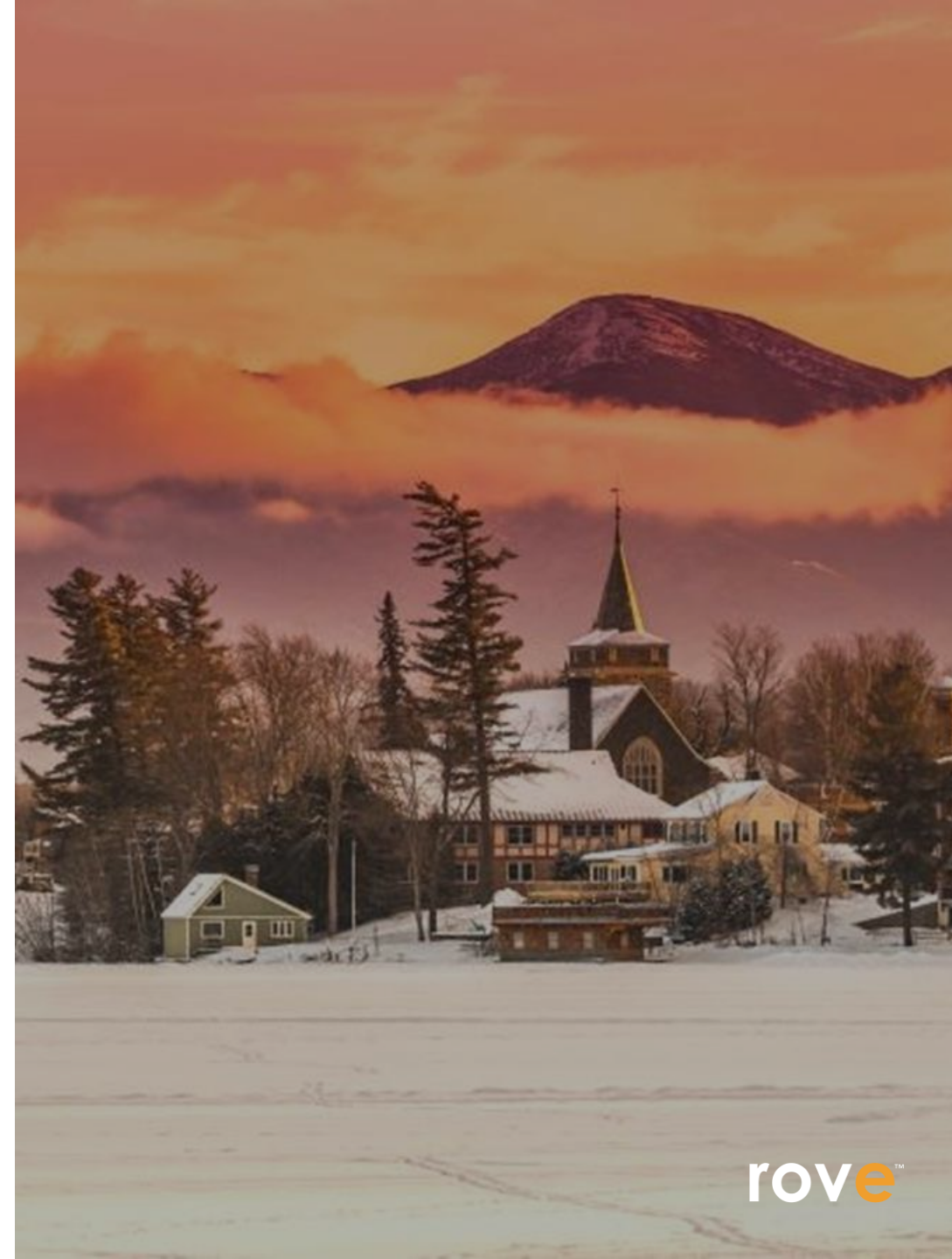


*"The **Rove** team has worked diligently with our entire membership to build out a market intelligence initiative that provides a path to data-driven success with a pricing model that scales to destinations and organizations of every size.*

With over 50 participants statewide, this Co-Op is far and away our most successful collaboration.

We couldn't ask for a better partner."

**Bob Provost, President & CEO, New York State
Tourism Industry Association**





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james.sauter@rovemarketing.ca

rovemarketing.ca

		Budgeted 2021	Proposed 2022	Budgeted 2022	Budgeted 2023	Proposed 2024
014-4500-42050	Legal Services	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
014-4500-42100	Office Supplies	\$ 1,500.00	\$ 1,500.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
014-4500-43100	Computer Services	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00
014-4500-43200	Gen Fund Contr Services	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00
014-4500-43210	Telephone	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00
014-4500-43220	Postage	\$ 500.00	\$ 500.00	\$ 400.00	\$ 400.00	\$ 400.00
014-4500-43300	Travel & Transportation	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
014-4500-43415	Offline Marketing	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 40,000.00
014-4500-43520	VG Production	\$50,000.00	\$50,000.00	\$ 50,000.00	\$ 45,000.00	\$ 45,000.00
014-4500-43815	Website & Email Maint	\$62,150		\$ 62,500.00	\$ 41,400.00	\$ 30,000.00
014-4500-43600	Co-Op Advertising	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 20,000.00	\$ -
014-4500-43835	Marketing Director	105,000	105,000	\$ 105,000.00	\$ 105,000.00	\$ 105,000.00
014-4500-43855	Content Creator	30,000		\$ 30,000.00	\$ 15,000.00	\$ 15,000.00
014-4500-43860	CTO Grant	\$50,000	\$60,000	\$ -	\$ -	\$ -
014-4500-43880	Online Marketing	\$ 377,150.00	\$ 705,650.00	\$ 481,000.00	\$ 300,000.00	\$ 313,400.00
014-4500-43895	Sustainable Tourism			\$ 500,000.00		
014-4500-43885	Monarch Mountain	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00
014-4500-43890	VG Fulfillment	40,000	40,000	\$ 40,000.00	\$ 30,000.00	\$ 30,000.00
014-4500-43920	Video Production	\$ 64,000.00	\$ 70,500.00	\$ 70,500.00	\$ 77,500.00	\$ 77,500.00
014-4500-43945	FAM Tours	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00
014-4500-44100	Misc Expenses	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
014-4500-44200	Dues & Meetings	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 3,000.00	\$ 3,000.00
014-4500-44500	Treasurer Fees	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00
014-4500-44910	Photo	\$ 5,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Totals		\$ 900,000.00	\$ 1,157,850.00	\$ 1,465,100.00	\$ 708,000.00	\$ 700,000.00