

**For Immediate Release**  
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**Aspen, Snowmass and Stay Aspen Snowmass join forces  
to create new joint vacation planner**

**Aspen/Snowmass Village, Colorado. March 10, 2005.** The Aspen Chamber Resort Association, Town of Snowmass Village, and Stay Aspen Snowmass are pleased to announce the creation of a joint marketing initiative for the Aspen/Snowmass area: The Aspen/Snowmass Vacation Planner. This elegant and high quality 52-page collateral piece, which is due out early April, breaks new ground by enticing visitors with information on both compelling towns.

“It’s amazing how much more we can accomplish with our partners,” says Snowmass Village Director of Marketing Susan Hamley. “While each town will showcase its own uniqueness, Aspen and Snowmass as a joint brand provide a much broader product to our guests. This new piece will be more effective with vacation shoppers who haven't yet made a decision on where to go this summer, as it promotes the rich total Aspen/Snowmass experience and will be distributed strategically out-of-market.”

The Vacation Planner, which will promote spring, summer, and fall in the region was equally funded by Stay Aspen Snowmass, the Town of Snowmass Village Marketing Department, and Aspen Chamber Resort Association Destination Marketing and through managed-category advertising sales. The planner will cover both towns on such topics as special events, adventure, arts, shopping, and dining with tips on how to make the most of your stay. The 52-page planner includes high-quality photography, eye-catching graphics, and approximately five editorial spreads incorporating text, design, and photography from the region.

“We are very excited about the potential that this collaborative effort has to make a positive impact on our spring, summer, and fall business,” says Eric Fullerton, Director of



Marketing & Sales at Stay Aspen Snowmass. “The guide is shaping up very nicely and the look and feel of the piece will definitely give us an edge for driving more visitors to Aspen/Snowmass.”

Eighty thousand copies will be produced this year with an expectation of raising that number to 100,000 next year. The vacation planner will be sent out in targeted direct mailings, to airports and welcome centers from here to Denver, and to interested potential visitors making inquiries.

“We are very positive about the direction of the new Aspen Snowmass Vacation Planner - the increased distribution, added information to the potential visitor and the collaboration with all of the partners will take this piece to the next level,” says Lisa Weiss, Destination Marketing Manager for the Aspen Chamber.

Advertising in the vacation planner is open to those businesses which help travelers make their vacation decisions, such as lodges, transportation, arts, culture, and adventure categories. This keeps it from looking like an inconsistent, overly-commercial magazine, which some other resorts create. Interested parties should contact Carrie Kimball at (303) 458-1211 ext. 228 or [carriek@weaver-group.com](mailto:carriek@weaver-group.com) for information.

For more details about the Aspen/Snowmass Vacation planner or general information about Stay Aspen Snowmass, call Eric Fullerton at (888) 649-5982 or visit [www.stayaspensnowmass.com](http://www.stayaspensnowmass.com). For general information on Aspen, call (970) 925-1941 or (888) 667-5666 or visit [www.aspenchamber.org](http://www.aspenchamber.org). For general information on Snowmass, call 1-800-SNOWMASS or visit [www.snowmassvillage.com](http://www.snowmassvillage.com) or call.

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