



For Immediate Release
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2005 Aspen / Snowmass Vacation Planner wins prestigious award

Snowmass Village, CO. The Aspen Chamber Resort Association (ACRA), the Town of Snowmass Village (TOSV), and Stay Aspen Snowmass (SAS) are thrilled to announce that the first Official Aspen / Snowmass Vacation Planner received a prestigious Silver at the 2005 Adrian Awards. The ‘Adrians’ -- the leading creative and media awards in global tourism -- have been presented by the Hospitality Sales & Marketing Association International (HSMIAI) since 1956 and recognize creative brilliance and best practices in hospitality, travel, and tourism-related marketing.

“We are so honored by this outstanding recognition,” says Susan Hamley, Marketing Director for Snowmass Village. “The Aspen / Snowmass Vacation Planner represents a groundbreaking collaborative initiative between Stay Aspen Snowmass, the Aspen Chamber, and the Town of Snowmass Village, and this award only furthers our firm belief that Aspen and Snowmass together equal one superior destination for people of all ages and interests.”

The Aspen / Snowmass Vacation Planner, an elegant, 4-color, 48-page collateral piece, was published for the first time last spring to promote spring, summer, and fall in the region, and it was jointly funded by all three organizations and through advertising sales. The planner, which was designed by Miles Media Group, Inc., covered such topics as special events, adventure, arts, shopping, and dining in the region, along with tips on how to make the most of a visit.

"Miles Media welcomed the opportunity to work with Aspen and Snowmass, two truly iconic mountain resorts," says Chris Adams of Miles Media. "This award is really about a joint focus on quality -- which the three organizations emphasized from day one. It's a quality visitor guide that ideally matches the destination and the visitor."

Eighty-thousand copies of the vacation planner were produced this year and the piece was sent out in targeted direct mailings, to Colorado airports and welcome centers, and to interested potential visitors making inquiries. The 2005 piece has contributed to increased sales tax revenue, occupancy rates, and overall growth in directly traceable call volume, unique web visitors, and gross sales through central reservations. The 2006 Official Aspen / Snowmass Vacation Planner will be printed by March and will include a new 4-page pull-out area map, upgraded paper, enhanced editorial and pictures, and many other features that will help familiarize guests with all the activities, events, transportation, and lodging options that are available to them in Aspen and Snowmass Village.

"This piece was our first attempt to synergize our efforts and brands with a distinctive flagship marketing product," says Eric Fullerton, Vice President of Sales and Marketing of Stay Aspen Snowmass. "There were political, equitability and branding issues that had to be overcome so that the divergent strengths of each village at the resort could be seamlessly blended into an expression that would be understood by our core targeted customers. This piece was the first true collaborative Spring/Summer/Fall Aspen and Snowmass Village marketing piece."

The Adrian Awards have evolved over nearly half a century into the world's most prestigious advertising, public relations, and web marketing competition specifically tailored for the hospitality, travel, and tourism industries. Judges are comprised of marketing, advertising, public relations, and Internet professionals, as well as leading members of the travel community.

Entries are evaluated in five categories including: Marketing Objectives, Creativity, Quality, Content, and Results. Last year's competition attracted over 1,500 entries from 46 countries, and this year's winners will be showcased on Jan. 30, 2006 at the New York Marriot Marquis during the 16th Annual Adrian Awards Gala.

For more details about the Aspen/Snowmass Vacation Planner, go to www.visitaspensnowmass.com. For general information about Stay Aspen Snowmass, call (888) 649-5982 or visit www.stayaspensnowmass.com. For general information on Aspen, call (970) 925-1941 or (888) 667-5666 or visit www.aspenchamber.org. For general information on Snowmass, call 1-800-SNOWMASS or visit www.snowmassvillage.com.