

# **Marketing Strategy Report**

Central Colorado Regional Airport  
Attn: Jill and Brandy Reiter  
Buena Vista, Colorado

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## **Prepared by:**

Delaney Keating  
Zen for Business

## Marketing Strategy Considerations

The below recommendations are based on simple approaches that can be developed, implemented and followed-up on by current staff. They are just recommendations, but are in order of assessed priority or perceived strength in marketing. If any component should prove unfeasible than I can assist in making adjusted recommendations for that portion of the budget. These are strong year one plans and once in place are easier to manage in coming years – as long as they prove themselves in ROI and are worthy expenses. It is also important to note that it may take a full two year cycle for some of these marketing components to produce a return.

### 1. BILLBOARDS - May 1, 2015 Deadline for 2015 Maximum Summer Season Exposure

To capture more private air traffic from travelers destined for Aspen and/or Breckenridge, consideration and development of highway signage (billboards) is a very worthy prospect. This captures year-round attention and sells both the Central Colorado Regional Airport and the Town of Buena Vista. The billboard effort will be costly based on the budget restraints, so a staggered plan for development and implementation is recommended within the attached budget. The billboard strategy will require a 40%+ budget growth for 2017 to maintain two locations. (Note: the budget prices listed in the attached are hypothetical and based on the maximum share the available/current budget will allow.) Per continued research online and discussions with staff the two following locations are recommended for further research:

- a. Southbound on Highway 24 at/near the junction for Independence Pass (Twin Lakes) to Aspen (Attachment 1)
- b. Westbound on Highway 285 at/near the junction for Highway 9 to Breckenridge (Attachment 2)

### 2. WEBSITE – February 28, 2015 Deadline for Summer Advertising

Due to the marketing effort and amount of information available to the Central Colorado Regional Airport, a separate website and URL is recommended with cross links between the Town of Buena Vista website and other locally relevant links. All advertising efforts will direct the user to the website 100% of the time and the site needs to be a direct URL with great content built in and updated quarterly, at a minimum. If a separate site is not viable for staff management reasons, than a separate URL redirected to the exact page on the Town of Buena Vista website would be the next viable recommendation.

### 3. ONLINE DIRECTORIES - Ongoing

Continuation of relevant and current information on Fltplan.com, Airnav.com and AOPA.com, plus any other free of low cost buy-in advertising options. Consideration of linking/advertising on the following sites is also recommended: (Note: In Gunnison and Aspen, the approach should be to position the Central Colorado Regional Airport as a Relief Airport.)

**Breckenridge, Colorado:** (note: these sites list Denver as their airport, not Eagle County)  
<http://www.visitbreckenridge.com/transportation/airport-transportation/>  
<http://www.breckenridgecolorado.travel/planning/flights-to-breckenridge-colorado.htm>  
<http://www.breckenridge.com/plan-a-trip/airline-reservations/search-flights.aspx>

#### Relevant Regional Visitor Sites:

<http://www.nowthisiscolorado.com/>  
<http://www.buenavistacolorado.org/>  
[www.gunnisoncrestedbutte.com/getting-here/fly](http://www.gunnisoncrestedbutte.com/getting-here/fly)

## Aspen, Colorado:

<http://www.aspenchamber.org/how-to-get-here/flying>

<http://www.aspenairport.com/general-aviation/pilot-amenities>

<http://www.visitaspencolorado.co/Aspen-CO/Airport-Shuttles/17/>

<http://www.go-colorado.com/Aspen/Transportation/>

<http://www.stayaspensnowmass.com/vacation/transportation/airport>

<http://www.aspensnowmass.com/plan-your-vacation/getting-here/air-transportation>

#### 4. **CHARTER SERVICE AFFILIATIONS / BROKER RELATIONS - Production Deadline February 28, 2015**

Charter service affiliation development and travel broker relations is an important component. A 3-step touch point system is recommended annually. Step one: an engaging postcard mailer that sells Buena Vista as a location and a viable and affordable airport. Step two: bi-annual eblasts to the contact base to promote seasonal shifts, planning, promotional deadlines, and travel deals. BOTH step one and step two touch points will sell step three: an annual promotional contest awarding the winning company or agent a trip (\$500 value) to Buena Vista with amenities (e.g., ski at Monarch Mountain, scenic flight, Mount Princeton Hot Springs, Antero Hot Springs, zipline tour, raft trip, etc.). Approaching all promotional amenities to partner and co-op the cost and offer is recommended.

**Top listed charter companies:** iflybest.com, bluestarjets.com, skyjet.com, evojets.com, airden.com, aspencharter.com, mountainaviation.com, coast2coastonline.com, Ultimate Flying Object, Pacific Aviation, aspencharterops.com, gunnisonvalleyaviation.com, proavflightservice.com, netjets.com

#### 5. **TRADESHOW - Production Deadline: November 1, 2015 for February 2016 Show Attendance**

Due to budget constraints, this event will be planned, implemented and budgeted through two funding cycles. The materials developed for the tradeshow should be made universally appealing and have dual-purpose in that they are not specific to the show itself, but can be distributed outside the show if there are overages. The tradeshow graphics and messaging should be delivered as an advertising campaign and work in concert with the website for a seamless user experience. Tradeshow booth graphics should be built for multiple uses at the same of other tradeshows in the future (a 5 year lifespan is optimal). Without more intimate knowledge of the tradeshow, promotional giveaways and amounts are not yet recommended. The budget for this project is substantial and a system for tracking ROI should be in place within the various touch points (promotional code entry on website, staff planning to ask "how did you fund us?" etc.). Sourcing local photography for the booth graphics is essential and must be quality resolution. Incorporating photographs for free through a contest (see #8) is a feasible option. Photography should be both aerial and ground footage. It will only take 1-2 really great photographs for large scale use and another 5-8 for the smaller posters and brochures. Remaining questions about this project are the booth framing itself (as booth stands can be costly) and whether or not the attendee plans to drive or fly (to address the need to factor in shipping costs). The event has small enough booth system that the infrastructure costs will not be too cumbersome. Build them to serve dual functions and apply onsite at the airport, the local chamber, etc. You will need to plan for 500-1000 giveaways. These need to be unique and functional – let's discuss further as you get deeper into the planning phase for this element.

#### 6. **EAGLE COUNTY AIRPORT – Production Deadline: April 15, 2015 for Summer Advertising**

Contact: Greg Moffet with TIGA, 970-476-8528

An out-of-the-box approach, you can promote Buena Vista inside the Eagle County Airport for \$500.00, from May to November. It is the second busiest airport in Colorado with 20% of its traffic headed to the Roaring Fork Valley and 40% out-of-state traffic headed into the Eagle/Vail Valley. Their top traffic producing U.S. cities are Miami, Houston, Atlanta, Los Angeles, Charlotte and DC. The \$500 buy-in would provide 10 out of every 100 seconds with fixed or dynamic content on two digital flat screens within baggage and concourse. (Note: I would approach the Chaffee County Tourism Association and/or the Buena Vista Chamber of Commerce for a cooperative buy-in to mitigate costs, but also because this element can promote the airport quietly, but Buena Vista will need to be the overarching message.)

#### 7. **LOCAL OUTREACH – Ongoing (Slow/Off-season)**

A co-op program with the Town of Buena Vista, Buena Vista Chamber of Commerce and Central Colorado Regional Airport is recommended. This outreach contest can rollout in a variety of ways: essay contest, photography contest, etc.

The prize is a support scenic tour of Chaffee County. This will not only engage the local community, but it can cross all demographics (age, etc.) and become an exciting micro-event. It will require a judging panel and need to follow legal contest rules and regulations. The City attorney should be engaged in the initial planning process to draft legalese for the contest and a disclaimer for the flight participant.

**8. NOTES:**

All current pricing and bids have been sourced direct from vendors at fair market pricing and include reasonable inflation from year-to-year. Bids were sourced from the following companies:

**Graphic Design, Printing & Sign Production:**

RoShamBo: Marketing & Creative

144 North Main Street, Suite B

Gunnison, Colorado 81230

Contact: Mallory Logan

art@go-roshambo.com / 970-641-3546

**Airport Advertising:**

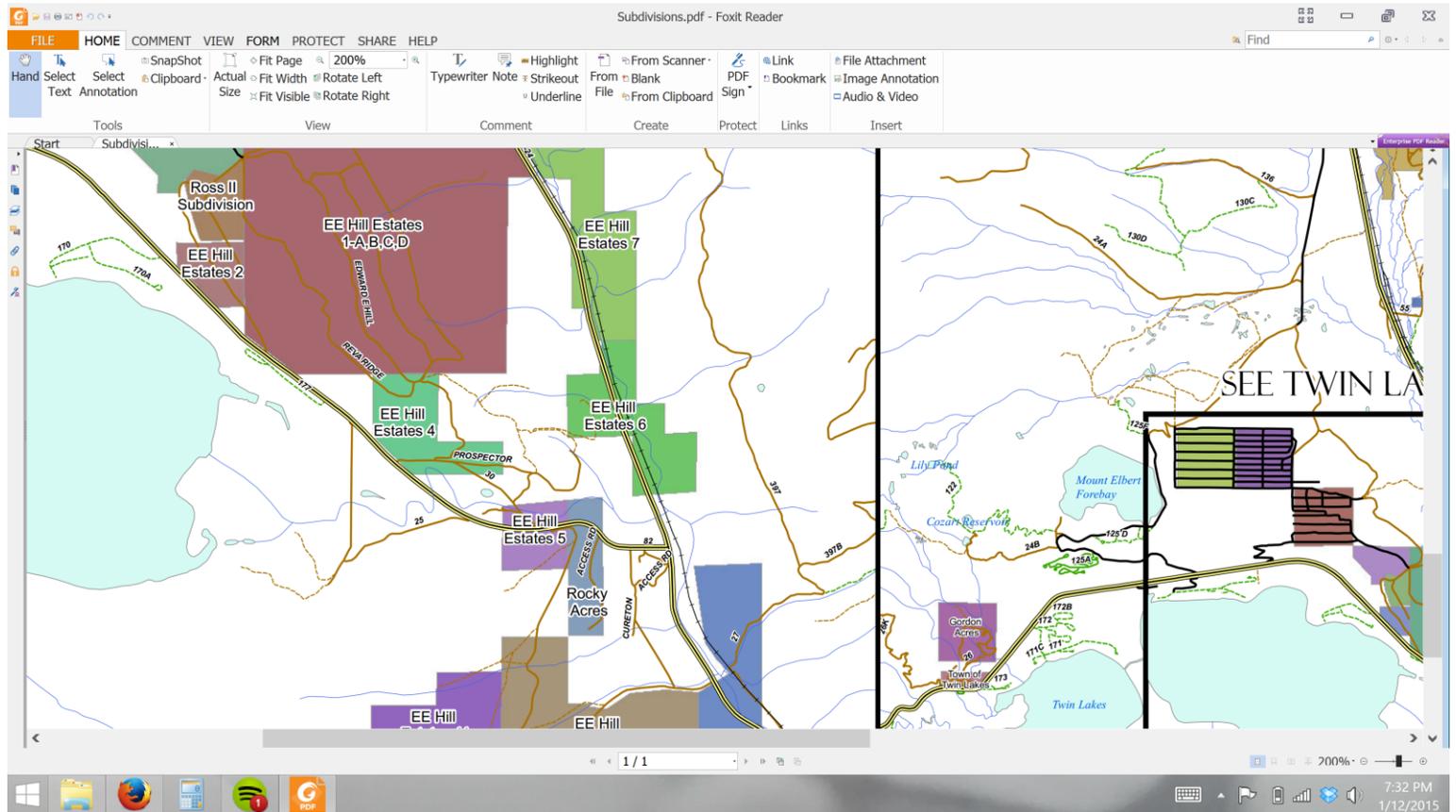
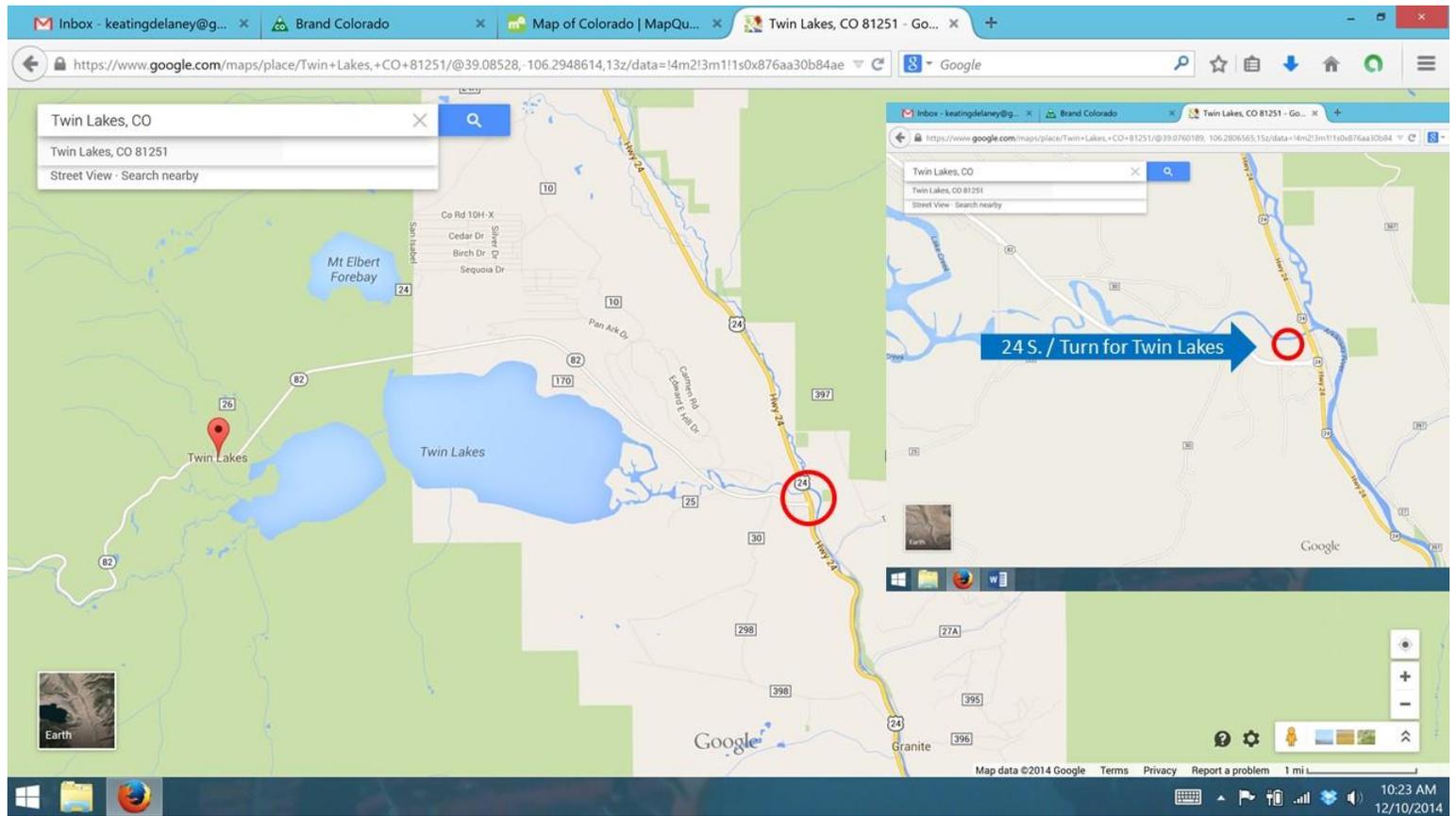
Eagle County Airport: c/o TIGA

Contact: Greg Moffet

970-476-8528

ATTACHMENT ONE:

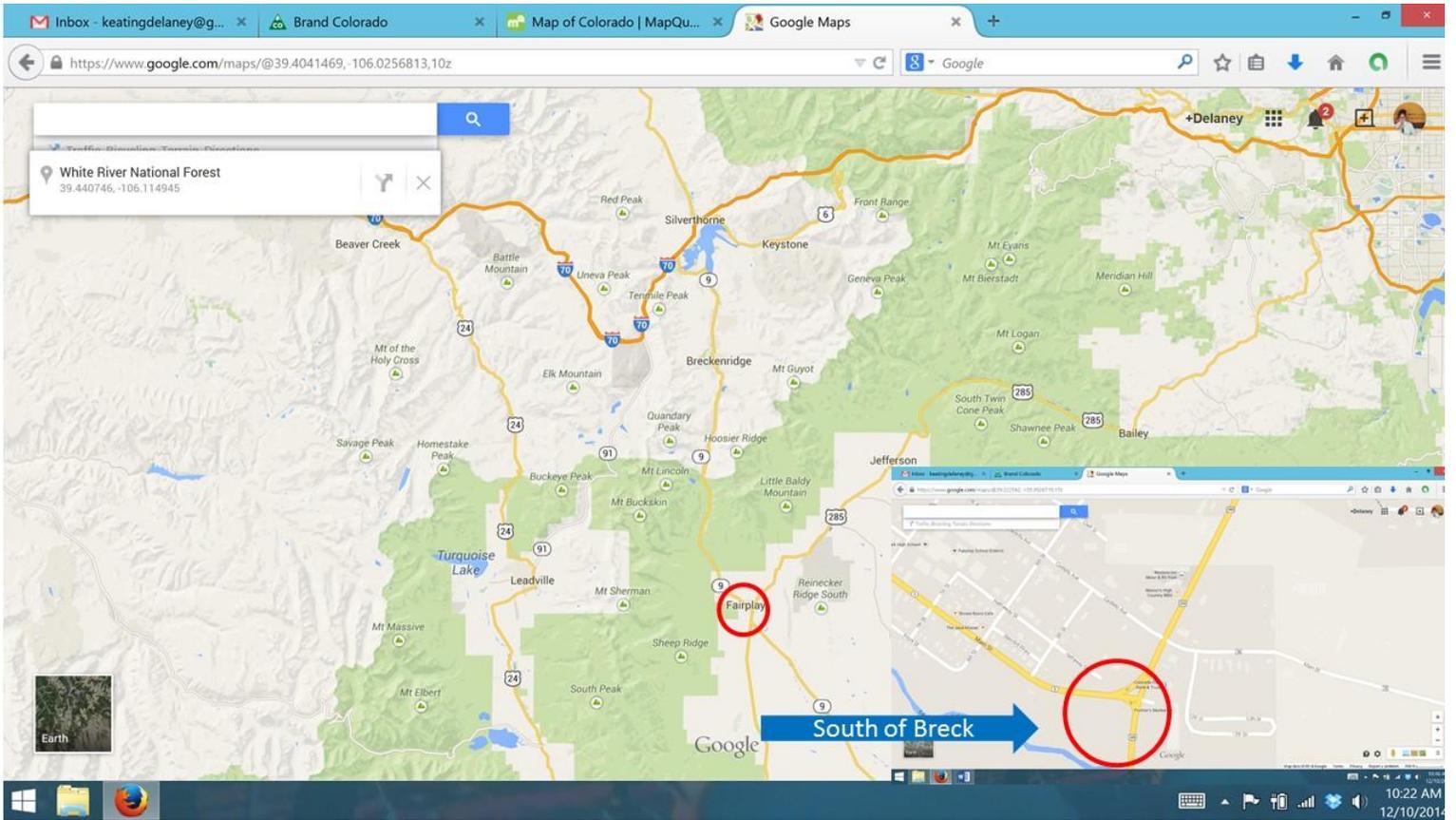
Southbound on Highway 24 at/near the junction for Independence Pass (Twin Lakes) to Aspen (Attachment 1)





ATTACHMENT 2:

Westbound on Highway 285 at/near the junction for Highway 9 to Breckenridge



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maps.parkco.us:3000

Park County, CO  
-Geographic Information Systems-

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Home Parcel Search

# Finder

**TaxParcel:**

ScheduleNumber	349
OwnershipType	Private
CAMA_Acres	
CAMA_Address	PO BOX 365
OwnrNAME_1	
OwnrNAME_2	

[Zoom to](#)

Find  
Tax Parcel Number

Esri, HERE, DeLorme, iPC **esri**  
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maps.parkco.us:3000

Park County, CO  
-Geographic Information Systems-

Mobile Site | Login  
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Home Parcel Search

# Finder

**TaxParcel:**

ScheduleNumber	37690
OwnershipType	Private
CAMA_Acres	
CAMA_Address	PO BOX 219
OwnrNAME_1	
OwnrNAME_2	

[Zoom to](#)

Find  
Tax Parcel Number

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