



Marketing, Group Sales and Special Events Board

Thursday, April 13, 2023

8:30 AM

**130 Kearns Road
Council Chambers**

Agenda

- 1. Roll Call**
- 2. Public Non-Agenda Items**
(Limit 3 Minutes Each)
- 3. Approval of Meeting Minutes from Previous Meetings**
 - 3.1. Approval of Meeting Minutes 2.16.23**
[MGSSE Board Meeting Minutes 2.16.23](#)
- 4. Programs for Review, Approval and/or Heads Up**
 - 4.1. Primary Dashboards**
[Primary Dashboards.pdf](#)
 - 4.2. Marketing Dashboards**
[Marketing Dashboard.pdf](#)
[Digital Marketing Dashboard.pdf](#)
[Public Relations Dashboard.pdf](#)
 - 4.3. Group Sales Dashboard**
[Group Sales Dashboard.pdf](#)
- 5. Other Matters Arising**
 - 5.1. Snowmass Ice Age Discovery Update, Virginia McNellis**
- 6. Ajournment**



Marketing, Group Sales and Special Events Board

Thursday, February 16, 2023

8:30 AM

**130 Kearns Road
Council Chambers**

Agenda

1. Roll Call

Present: Andy Gunion, Mary Blankenau, Jo Mallory-Graczynski, Wendy Harris, John Kenny, Deric Gunshor, Vince Vito.

Absent: Jami Downs, Tim McMahon, Guion Stewart-Moore

2. Public Non-Agenda Items

(Limit 3 Minutes Each)

2022 Wrap Book Overview provided by Abello

Mary Blankenau expressed concern about summer construction communications. Abello stated that Tourism would be a distribution channel for construction information and that TOSV would work with lodges to ensure they had the information they needed to pass along to guests, employees and others.

3. Approval of Meeting Minutes from Previous Meetings

3.1. Approval of Previous Meeting Minutes 12.15.22

[MGSSE Board Meeting Minutes 12.15.22.pdf](#)

Move: Mary Blankenau

Seconder: Wendy Harris

Moved To: Approve

For: 7 - Andy Gunion, Mary Blankenau, Jo Mallory-Graczynski, Wendy Harris, John Kenny, Vince Vito, Deric Gunshor

Absent: Jami Downs, Tim McMahon, Guion Stewart-Moore

Motion Result: Passed

4. Programs for Review, Approval and/or Heads Up

4.1. Primary Dashboards

[Primary Dashboards.pdf](#)

4.2. Marketing Dashboards

[Marketing Dashboard.pdf](#)

[Digital Marketing Dashboard.pdf](#)
[Public Relations Dashboard.pdf](#)

4.3. Group Sales Dashboards [Group](#)
[Sales Dashboard.pptx](#)

5. Other Matters Arising

5.1. Department Updates

Introduction of the new Group Sales Director, Drew Welsheimer. Abello announces Sue Whittingham's, Guest Services Supervisor, upcoming retirement and the upcoming departure of Special Events Manager, Julie Hardman.

5.2. Snowmass Ice Age Discovery Update (Virginia McNellis)

McNellis provided an overview of the plans for Snowmass Ice Age Discovery including new signage, installments, and exhibits.

5.3. Summer 2023 Event Calendar Overview (Julie Hardman & Taylor Smith)

Overview of events provided. Special callouts include: no balloon night glow this summer and Fanny Hill changes for the Summer Concert Series under way.

6. Adjournment

Move: Wendy Harris

Seconder: Deric Gunshor

Moved To: Adjourn

For: 7 - Andy Gunion, Mary Blankenau, Jo Mallory-Graczynski, Wendy Harris, John Kenny, Vince Vito, Deric Gunshor

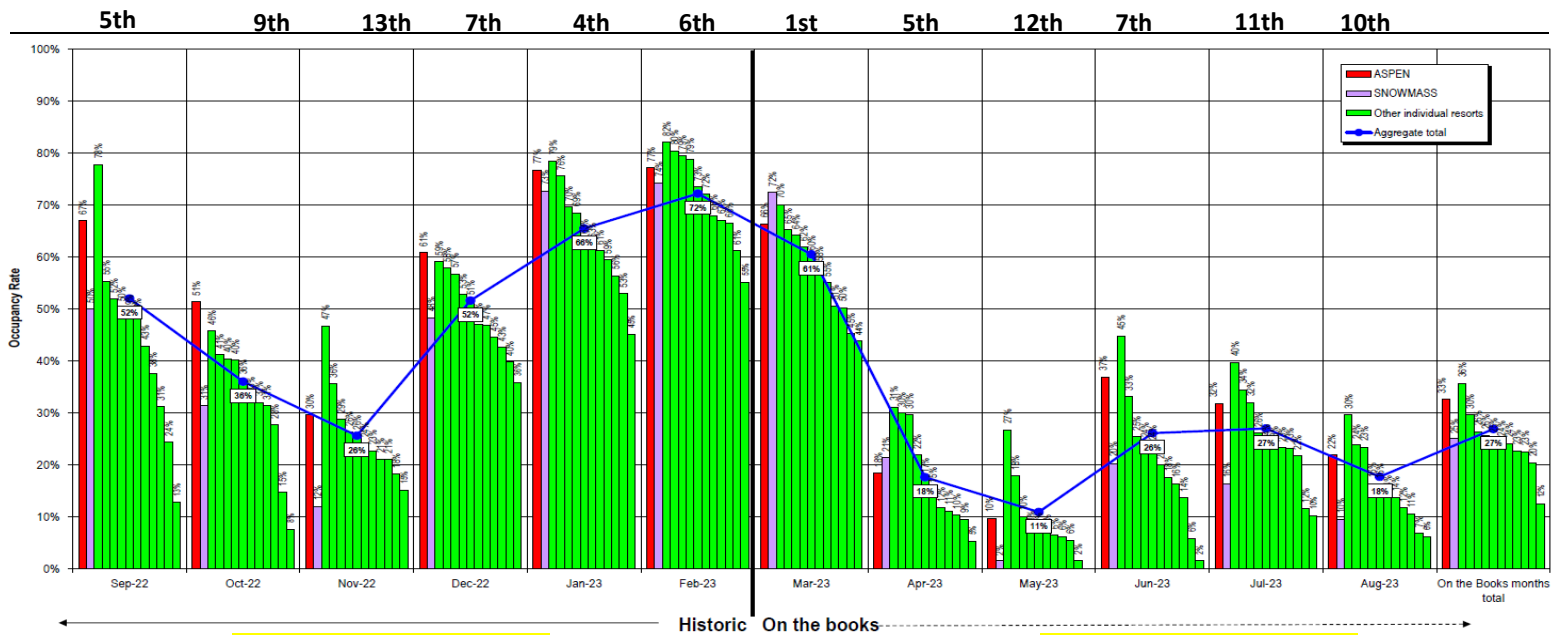
Absent: Jami Downs, Tim McMahon, Guion Stewart-Moore

Motion Result: Passed

Snowmass Tourism

Primary Dashboard

Goal 1: maintain or improve rank in Winter and improve rank in Summer

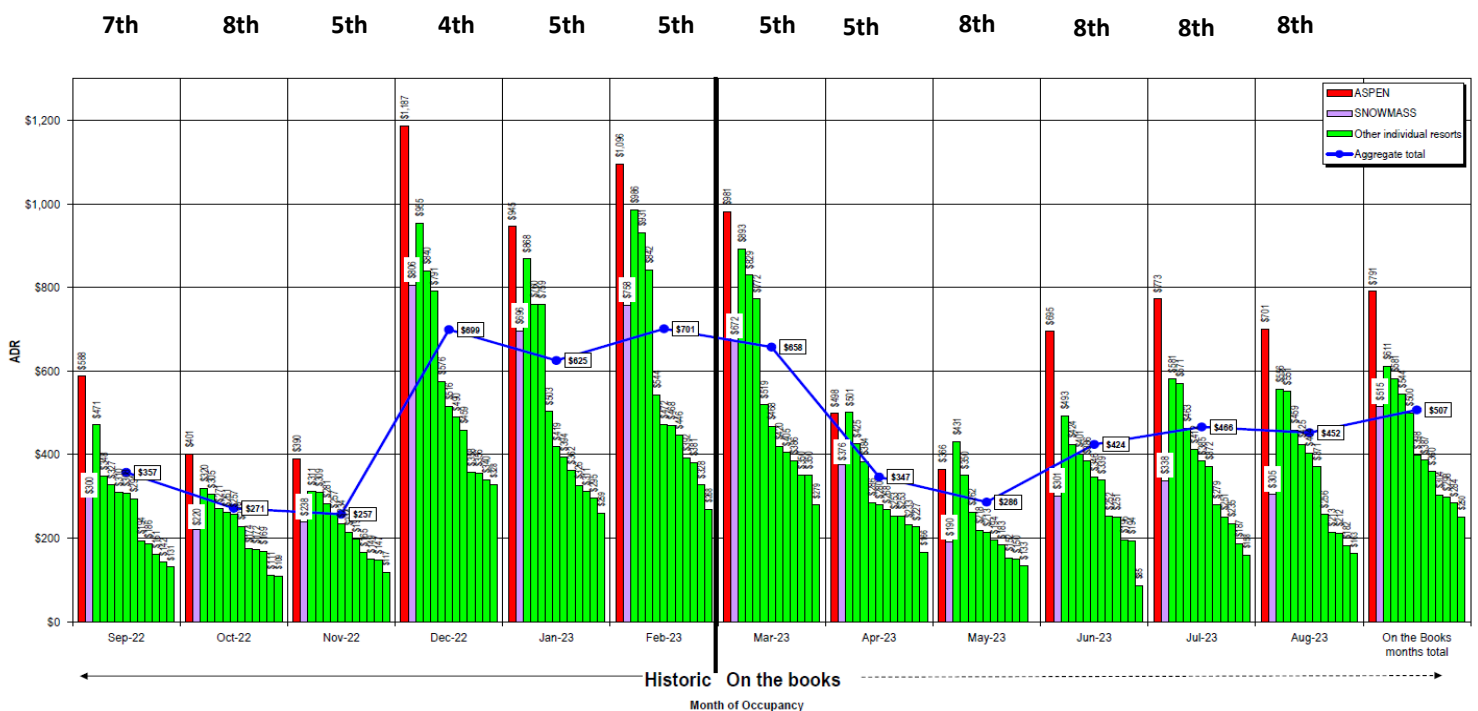


Occupancy

Winter	2018/19	2019/20	2020/21	2021/22	2022/23
Rank	1st	4th	9th	4th	6th
# Dest	17	17	17	13	13
Summer	2018	2019	2020	2021	2022
Rank	6th	7th	9th	4th	7th
# Dest	16	17	17	17	13

ADR

Winter	2018/19	2019/20	2020/21	2021/22	2022/23
Rank	6th	6th	6th	6th	5th
# Dest	17	17	17	13	13
Summer	2018	2019	2020	2021	2022
Rank	10th	10th	9th	8th	8th
# Dest	16	17	17	17	13

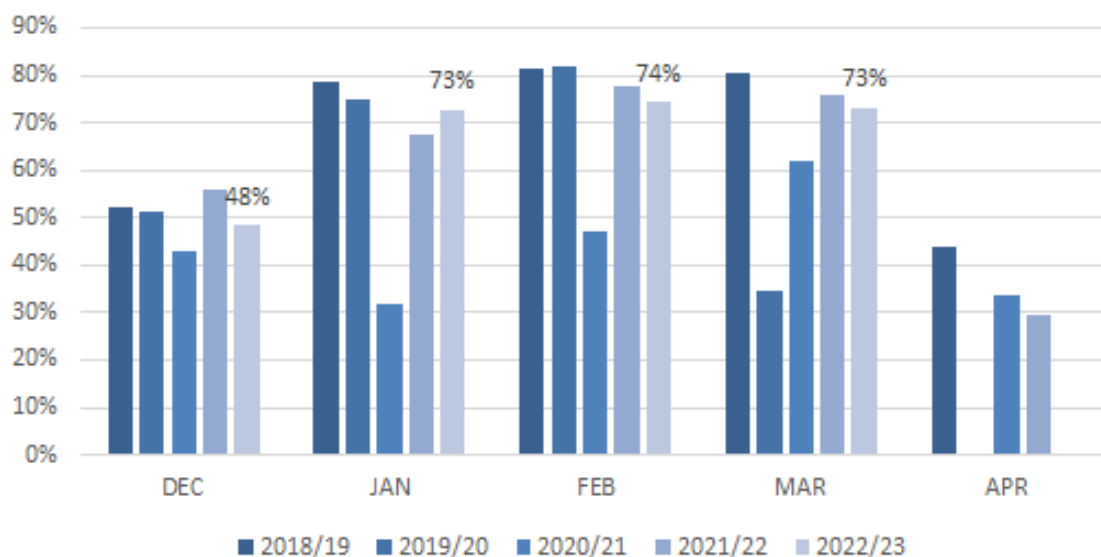


Source: DestiMetrics (3/31/23)

Goal 2: Increase annual total demand for overnight visitation

Increase Occupancy & Lodging Tax by 10% in Summer, 4% in Winter

Paid Occupancy (%) - Winter

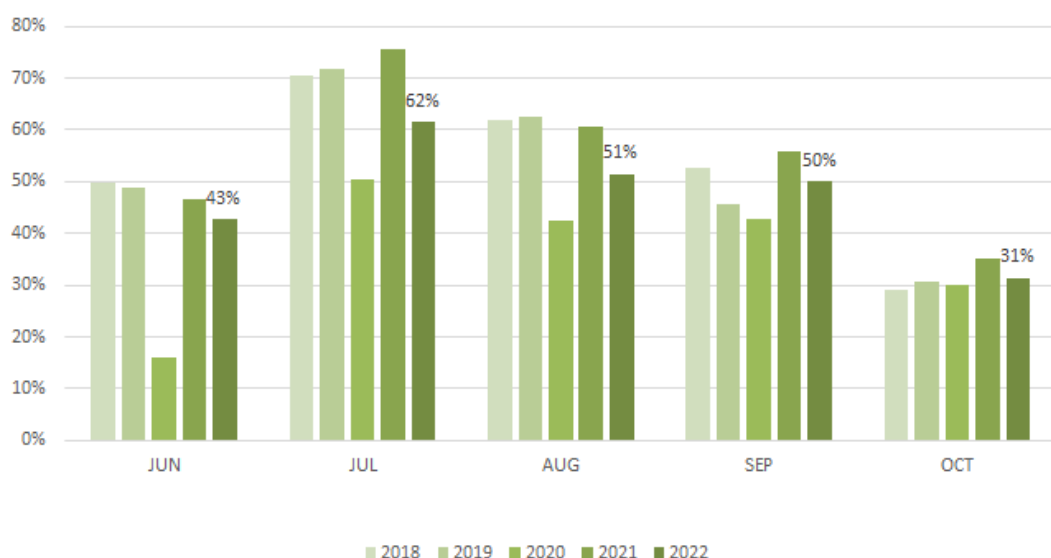


Lodging Occupancy %

WINTER	Occupancy	
2018/19	67%	↑8.3%
2019/20	49%	↓28.0%
2020/21	44%	↓10.3%
2021/22	62%	↑40.8%
2022/23*	67%	↑9.6%

*Data Dec-March Only

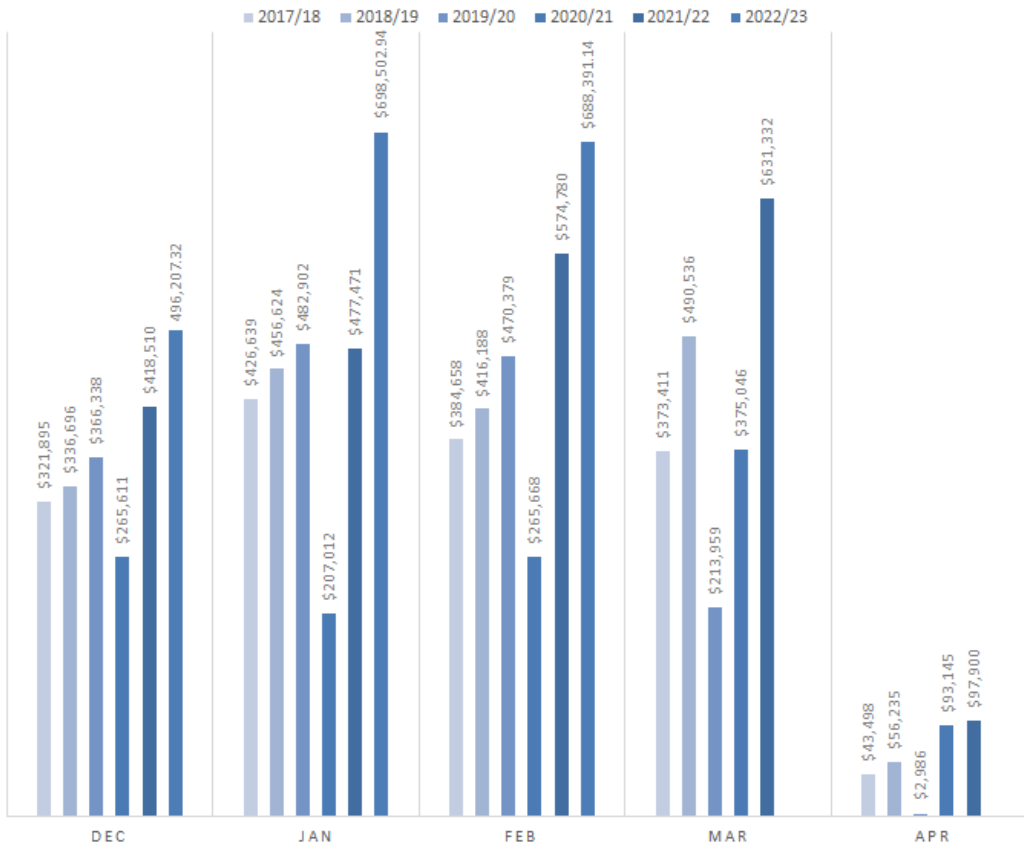
Paid Occupancy (%) - Summer



SUMMER	Occupancy	
2018	53%	↑9.3%
2019	52%	↓1.7%
2020	36%	↓29.7%
2021	55%	↑50.3%
2022	48%	↓13.0%

Lodging Tax (\$)

LODGING TAX - WINTER



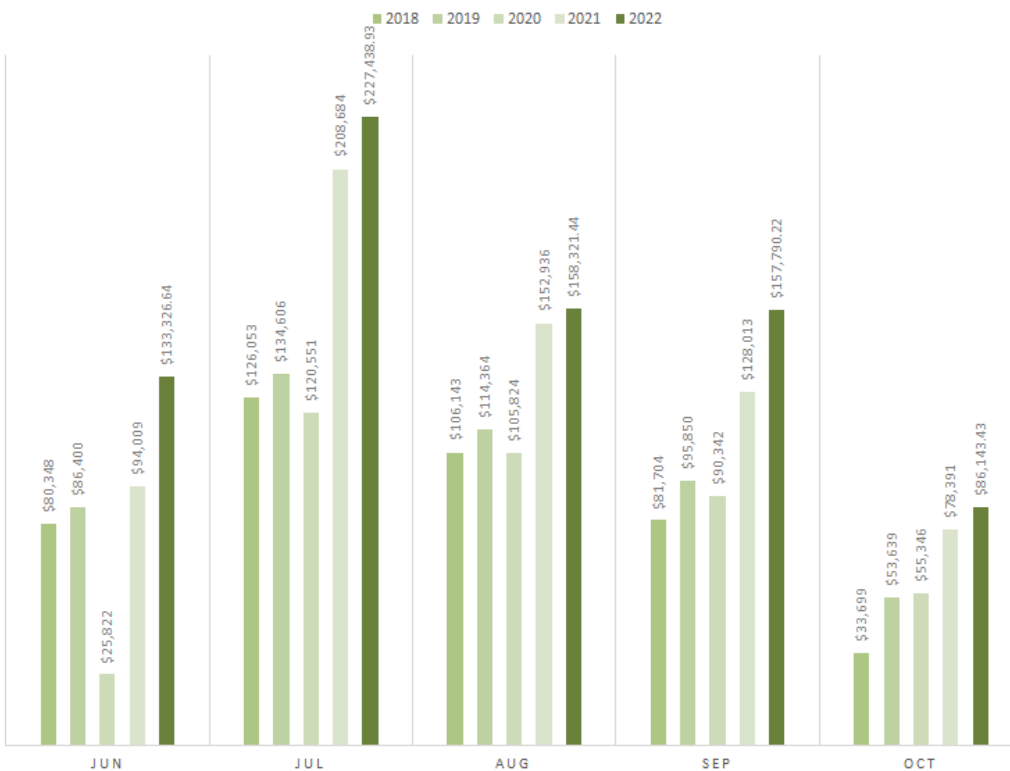
WINTER	TOTAL \$ Dec-April	
2018/19	\$1,756,279	↑ 13.3%
2019/20	\$1,536,564	↓ 12.5%
2020/21	\$1,206,482	↓ 21.5%
2021/22	\$2,199,994	↑ 82.4%
2022/23	\$1,386,894*	

*Jan & Feb Data Only

Lodging Tax Totals for Jan & Feb

Year	Lodging Tax
2021	\$472,680
2022	\$1,052,251
2023	\$1,386,895

LODGING TAX - SUMMER

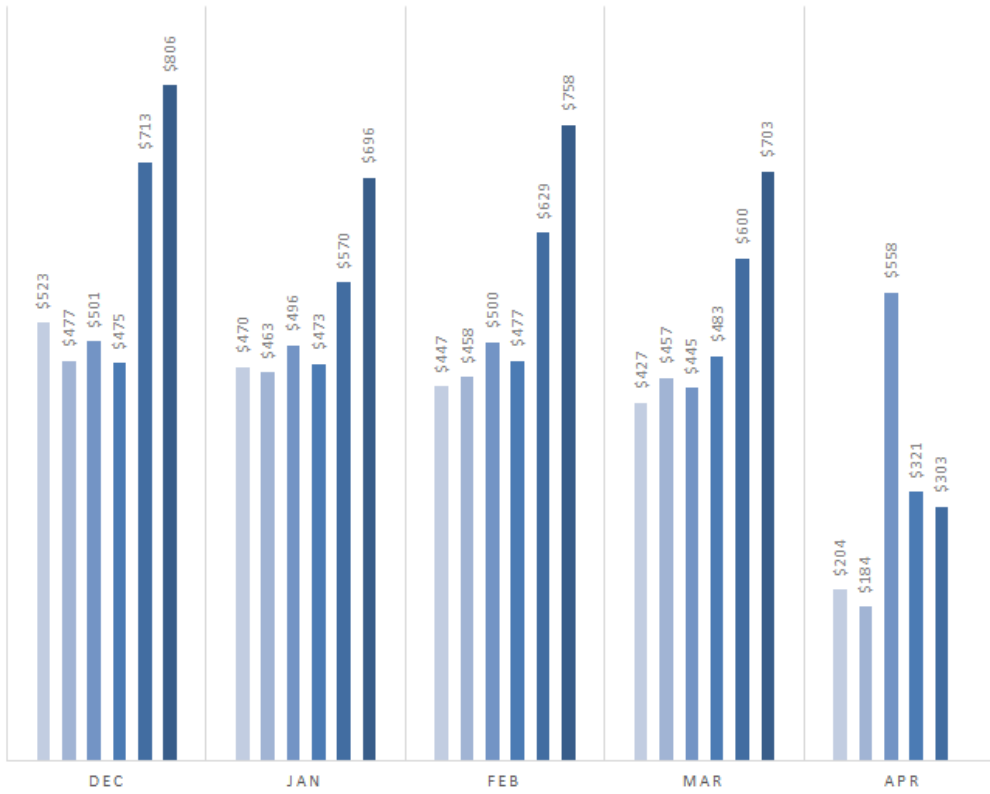


SUMMER	TOTAL \$ Jun-Oct	
2018	\$427,946	↑ 10.4%
2019	\$484,858	↑ 13.3%
2020	\$397,885	↓ 17.9%
2021	\$662,034	↑ 66.5%
2022	\$763,021	↑ 15.2%

Average Daily Rate (\$)

WINTER AVERAGE DAILY RATE (\$)

■ 2017/18 ■ 2018/19 ■ 2019/20 ■ 2020/21 ■ 2021/22 ■ 2022/23

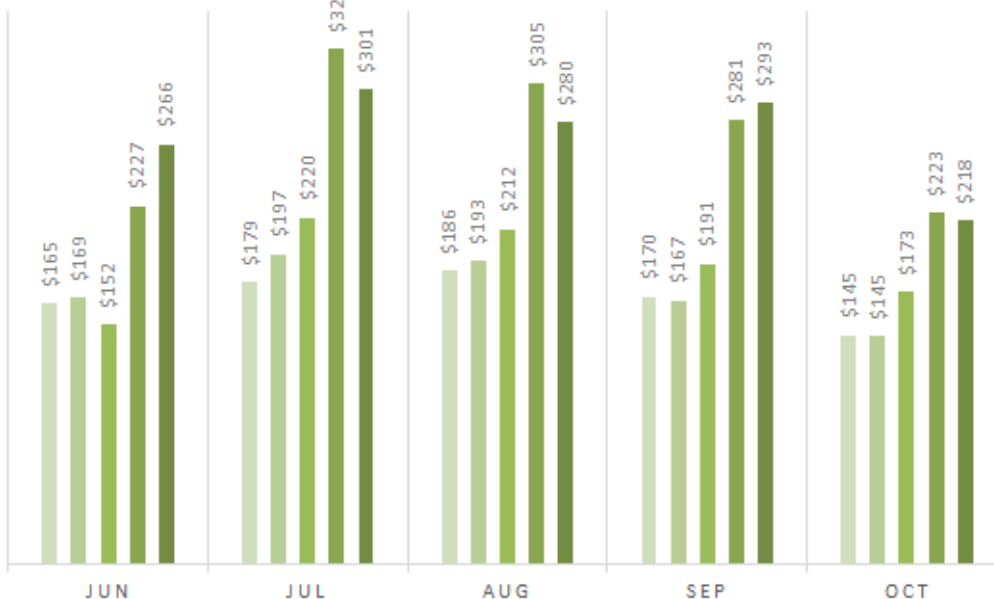


WINTER	ADR AVG \$ Dec- April	
2018/19	\$458	↑2.4%
2019/20	\$500	↑9.18%
2020/21	\$475	↓5.0
2021/22	\$600	↑26.4%
2022/23	\$731*	↑21.83*

*AVG of DEC-MARCH

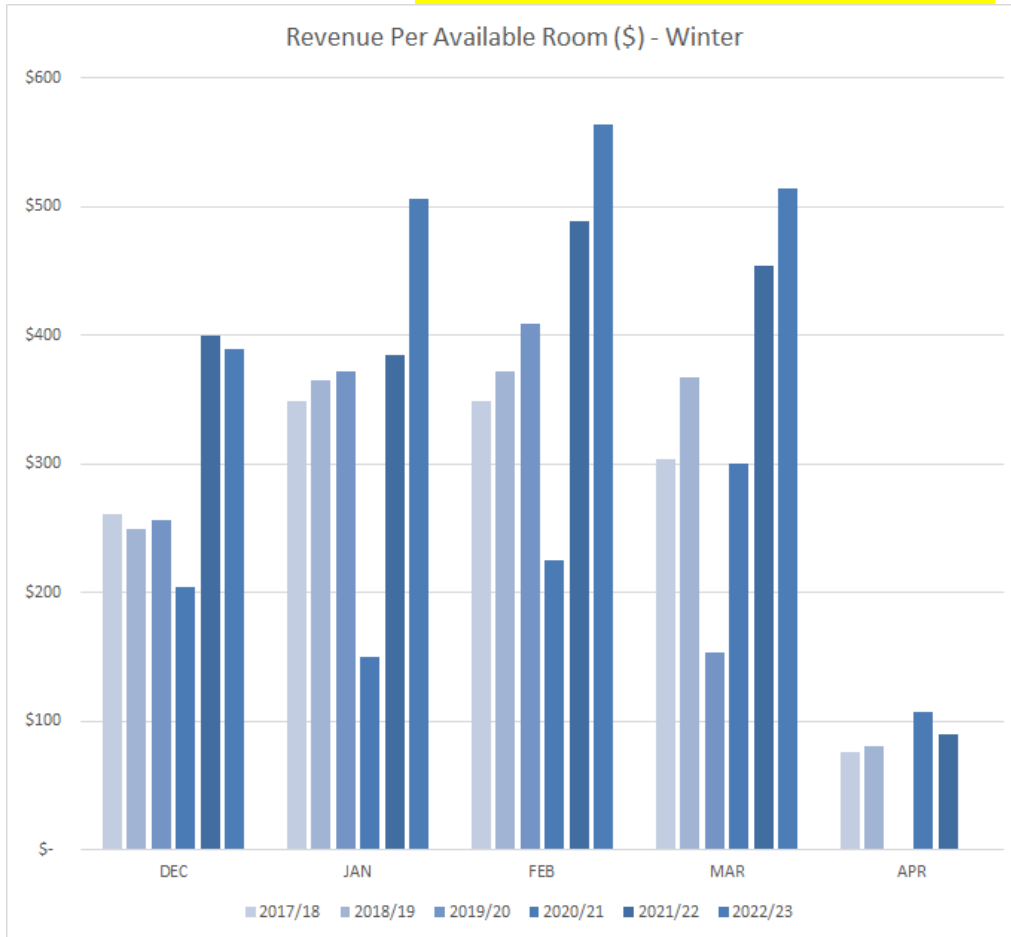
SUMMER AVERAGE DAILY RATE (\$)

■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022



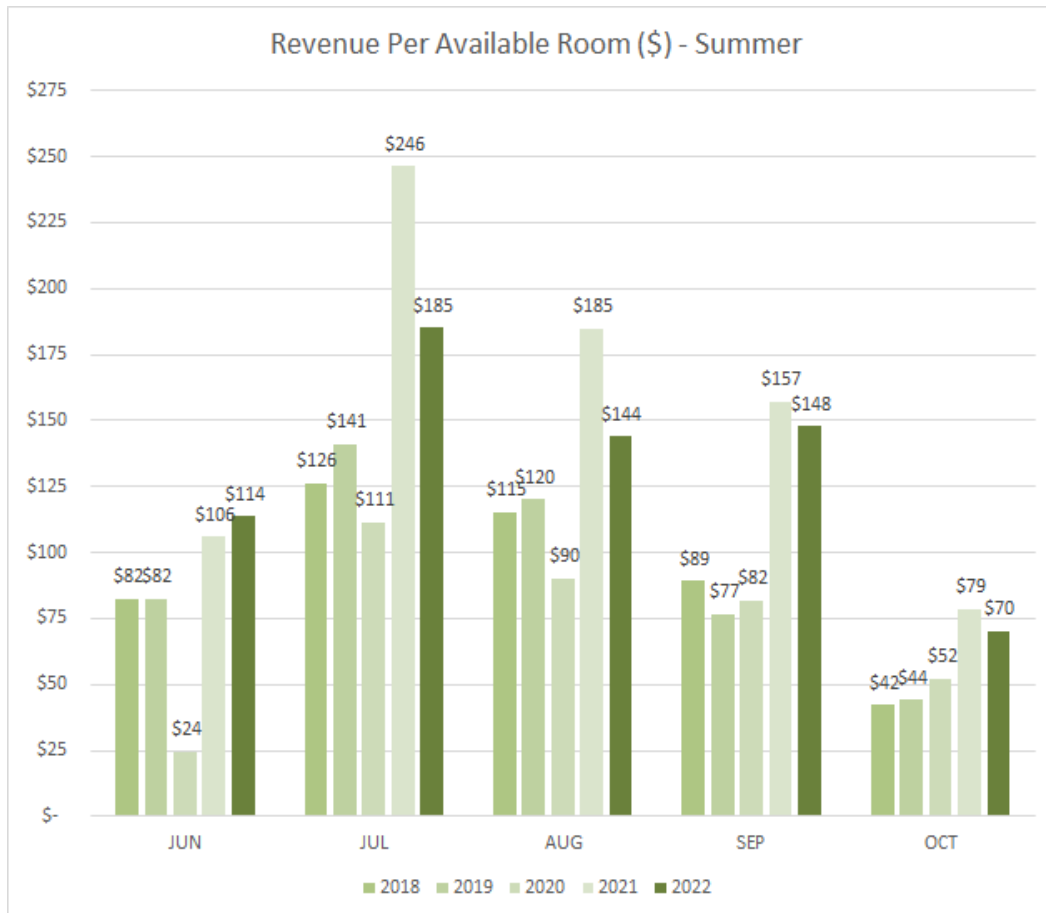
SUMMER	ADR \$ Jun-Oct	
2018	\$169	↑3.8
2019	\$174	↑2.9
2020	\$190	↑8.9%
2021	\$272	↑43.7%
2022	\$272	↓0.03%

Revenue Per Available Room (\$)



WINTER	RevPAR AVG Dec-April	
2018/19	\$287	↑7.2%
2019/20	\$238	↓17.0%
2020/21	\$197	↓17.1%
2021/22	\$363	↑84.0%
2022/23	\$493*	↑35.8%*

*AVG from Dec-MARCH



SUMMER	RevPAR AVG Jun- Oct	
2018	\$91	↑12.7%
2019	\$93	↑2.0%
2020	\$72	↓22.5%
2021	\$155	↑115%
2022	\$132	↓14.5%

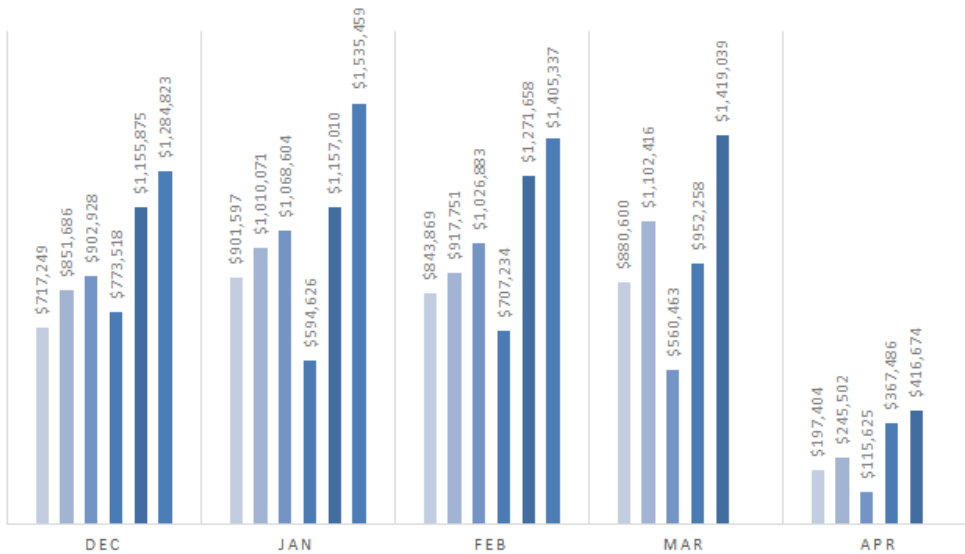
Snowmass Tourism

Primary Dashboard

Goal 3: Support and promote the Retail, Food & Beverage sectors with an increase of +5% Winter and +10% Summer, year over year

MARKETING TAX - WINTER

■ 2017/18 ■ 2018/19 ■ 2019/20 ■ 2020/21 ■ 2021/22 ■ 2022/23



Marketing Sales Tax

WINTER	TOTAL \$ Dec-April	
2018/19	\$4,127,426	↑16.6%
2019/20	\$3,674,503	↓11.0%
2020/21	\$3,395,024	↓7.6%
2021/22	\$5,418,363	↑59.6%
2022/23	\$2,940,796*	

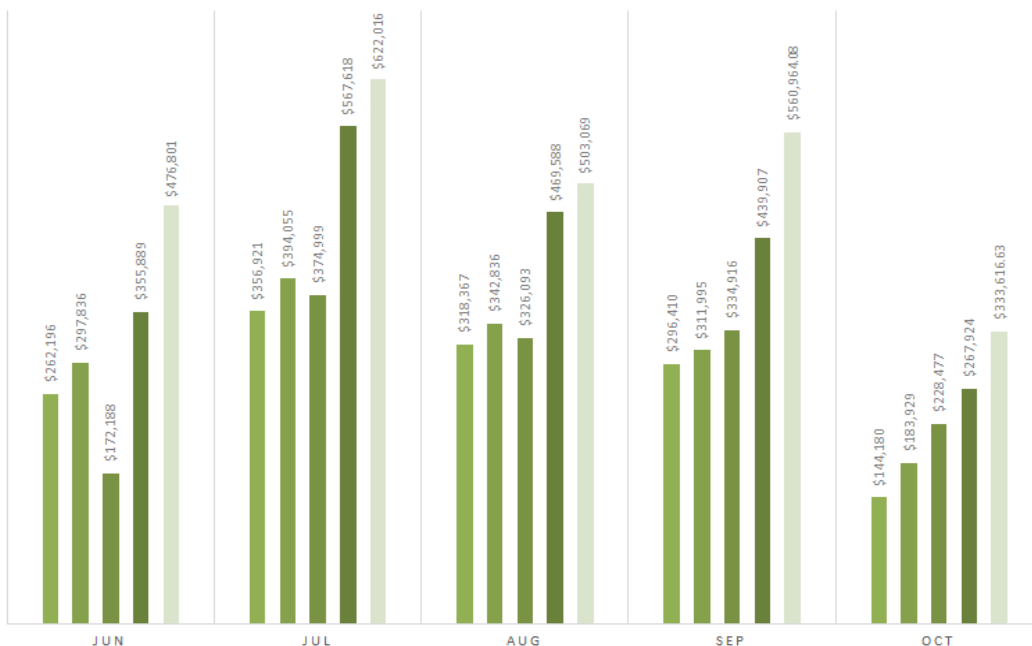
*Jan & Feb Data ONLY

Marketing Tax Totals for Jan & Feb

Year	Revenue
2021	\$1,301,860
2022	\$2,428,667
2023	\$2,940,796

MARKETING TAX - SUMMER

■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022



SUMMER	TOTAL Jun- Oct	
2018	\$1,378,073	↑15.2%
2019	\$1,530,652	↑11.1%
2020	\$1,436,674	↓6.1%
2021	\$2,100,927	↑46.2%
2022	\$2,494,440	↑18.7%

FEBRUARY + MARCH 2023

PRINT COLLATERAL

This Week In Snowmass Ad

Half page in the Aspen Times, Aspen Daily News, & Snowmass Sun

Run dates: 4x weekly, November 24 – April 16



Weekly Events Flyer

Distributed to Aspen and Snowmass concierges

Distributed weekly November 24 – April 16



Event Marketing

Quarter page ads in local/regional newspapers; posters distributed Aspen to Glenwood. Event banners on Woodbridge.

Versions: Mother of All Ascensions, Mardi Gras

Run dates: February – March



INTERACTIVE

Programmatic Display Banner Ads (Winter)

TheTradedesk:
Cross-Device Banners

Ad versions: Bliss, Space, Play, Après

Flight Dates:
August 15 – March 31



Standard Display Ads (Winter)

Texas Monthly Display:
Cross-Device Banners

Flight Dates:
August 15 – March 31



Programmatic Display Banner Ads (Winter)

TheTradedesk:
Cross-Device Banners

Ad versions: Giggles, Magic, Flow, Smiles

Flight Dates:
February 10 – March 31



Standard Display Ads (Winter)

Texas Monthly Display:
Cross-Device Banners

Flight Dates:
February 10 – March 31



Programmatic Retargeting Display Ads (Winter)

Colorado.com Display:
Cross-Device Banners

Ad versions: Bliss, Space, Play, Après

Flight Dates:
August 15 – March 31



Standard Display Ads (Winter)

Expedia Display:
Cross-Device Banners

Flight Dates:
August 15 – March 31



Programmatic Retargeting Display Ads (Winter)

Colorado.com Display:
Cross-Device Banners

Ad versions: Giggles, Magic, Flow, Smiles

Flight Dates:
February 10 – March 31



Standard Display Ads (Winter)

Expedia Display:
Cross-Device Banners

Flight Dates:
February 10 – March 31



INTERACTIVE CONTINUED...

Standard Display Ads
(Winter)

Outside Online:
Cross-Device Banners
Ad versions: Bliss, Space,
Play, Après

Flight Dates:
August 15 – March 31

Standard Display Ads
(Winter)

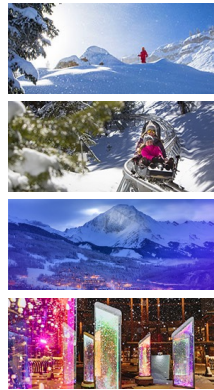
Outside Online:
Cross-Device Banners
Ad versions: Giggles, Magic,
Flow, Smiles

Flight Dates:
February 10 – March 31

Native Banners and
Sponsored Content

Colorado.com:
Native Banner Ad
Ad versions: Skiing, Coaster,
Town

Flight Dates:
October 3 – March 31



Sponsored Content

TexasMonthly.com:
Mark Your Calendar –
Informational Paragraph
Ad versions: N/A

Flight Dates:
December 5 – March 31



In Snowmass Village, Colorado, there is always a mountain of things to do, both on and off the slopes. After the alpenglow fades, things really light up. Snowmass Luminescence, an interactive art and light installation, immerses you and your family in a dazzling display of larger-than-life illumination. This free, outdoor exhibit invites visitors of all ages to play under the stars, December 18 through April 16.

For all there is to see and do in Snowmass, visit gosnowmass.com

Digital Direct (Winter)

Outside Online: Geo-Targeted
High-Impact Ad Units – Inline Video
Ad versions: Family

Flight Dates:
October 3 – February 28



Digital Direct (Winter)

Outside Online: 15 Pre-Roll &
Mid-Roll Video
Ad versions: Family (:15)

Flight Dates:
August 25 – March 31



Programmatic Display (Winter)

Trade Desk/Gum Gum:
High Impact Display Ad
Ad Version: N/A

Flight Dates:
September 1 – February 28

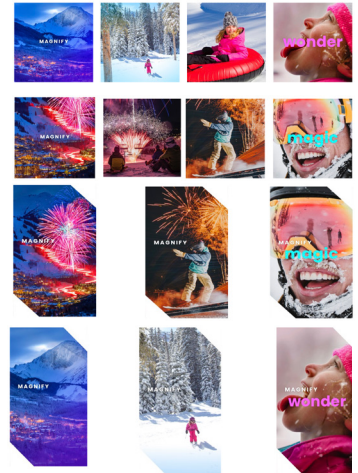


Social Ads (Winter)

Facebook, Instagram,
Pinterest: Carousels,
Single Image Ads

Ad versions: Family/Wonder,
Active/Magic

Flight Dates:
August 15 – March 31



Social Ads (Winter)

Facebook, Instagram,
Pinterest: Video ads

Ad versions: Family (:15, :30)

Flight Dates:
August 25 – March 31



Social Ads (Winter)

LinkedIn: Video/Single Image Ad –
Promoted Pins

Ad versions: Magnify Wonder

Flight Dates:
August 25 – March 31



Social Ads (Winter)

Pinterest: Video Ads – Promoted Pins
Ad versions: Adrenaline (:15, :30)

Flight Dates:
October 20 – March 31



Social Ads (Winter)

YouTube: Trueview for
Action Video Campaign
Ad versions: Family (:15, :30)

Flight Dates:
August 25 – March 31



Social Ads (Winter)

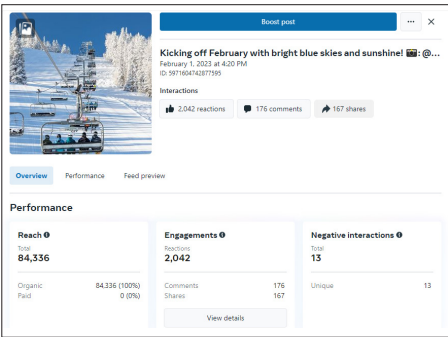
YouTube: Trueview for
Action Video Campaign
Ad versions: Adrenaline (:15, :30)

Flight Dates:
October 20 – March 31

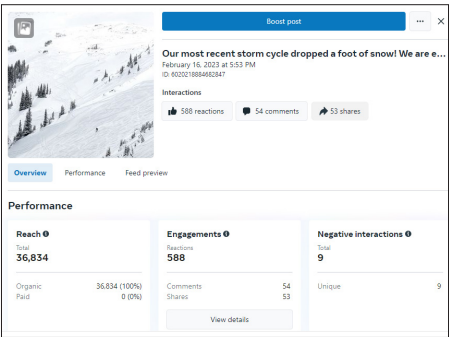


TOP FACEBOOK POSTS

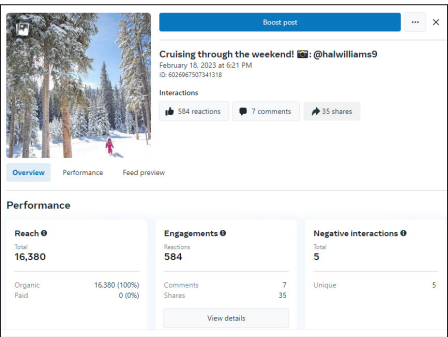
February 1



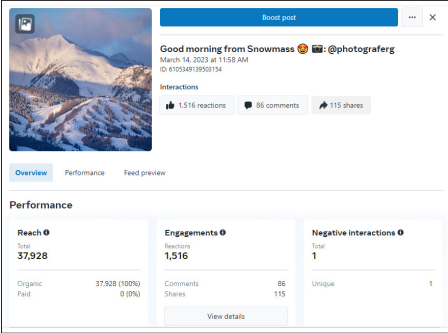
February 16



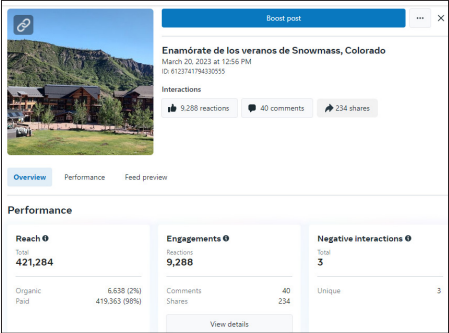
February 18



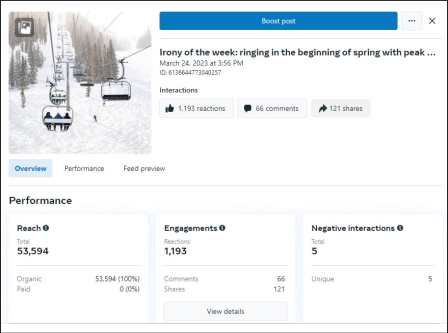
March 14



March 20

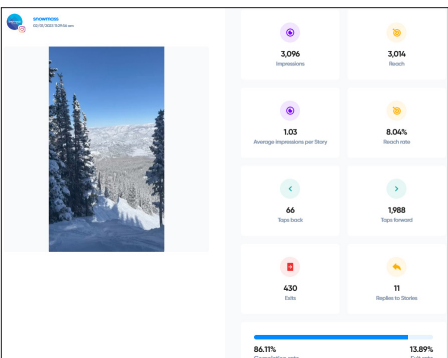


March 24

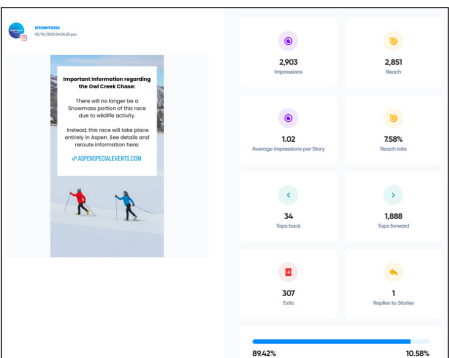


TOP INSTA STORIES

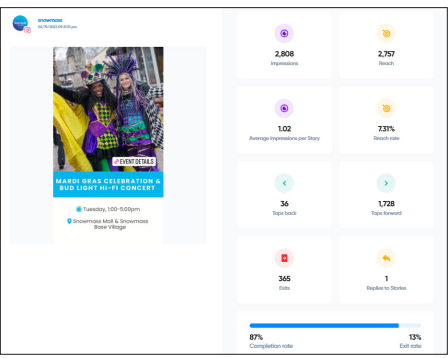
February 1



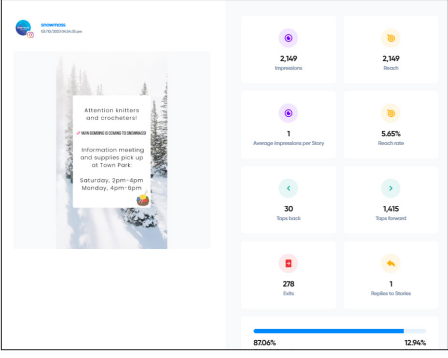
February 10



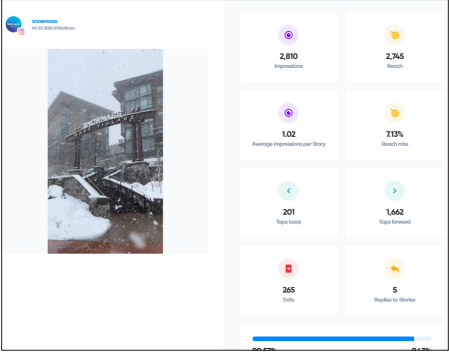
February 19



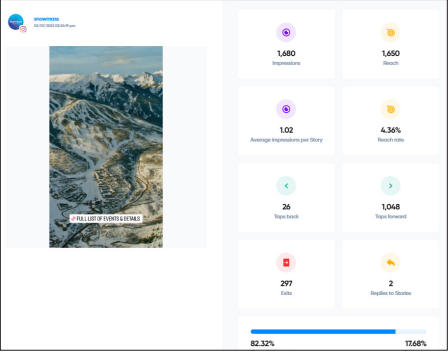
March 10



March 22

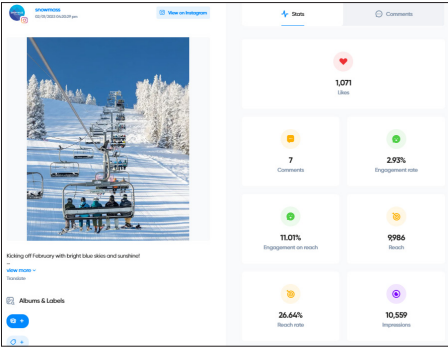


March 23

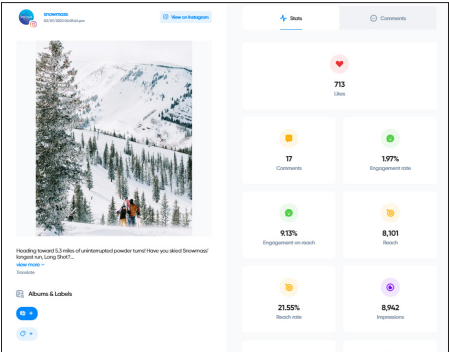


TOP INSTA POSTS

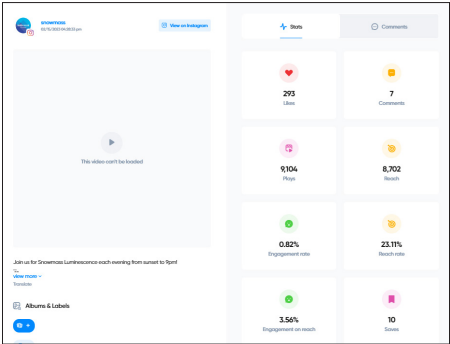
February 1



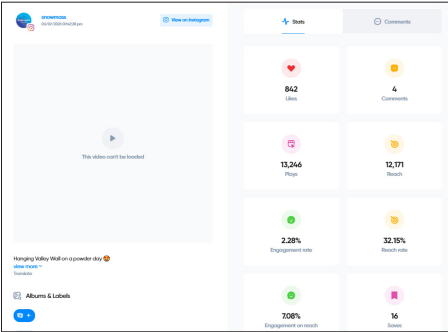
February 7



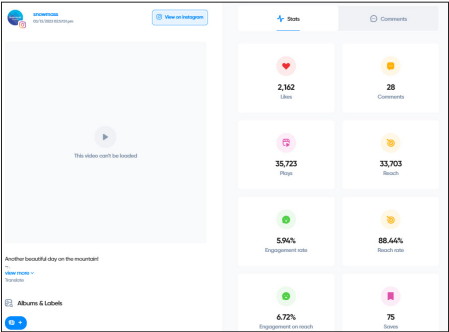
February 15



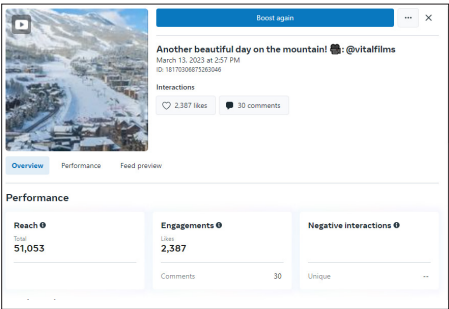
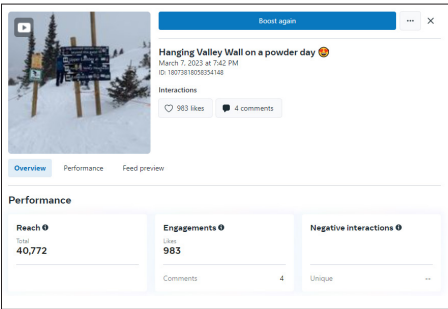
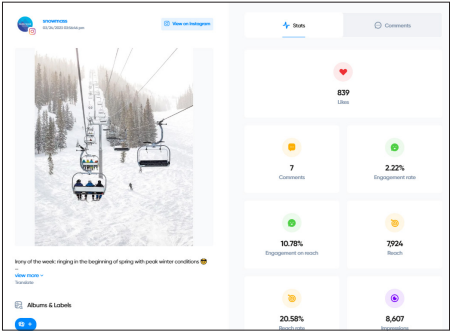
March 7 - Post & Ad



March 13 - Post & Ad



March 24



General Observations

As of 3/31/23



Website Sessions: Our overall website traffic continues to pace lower than the previous few years. This is not surprising given the overall relative softness we've been seeing as have our peers.

Outbound Referrals: Our outbound referrals continue to outpace previous years. This is lead by our dining page referrals, which alludes to a higher percentage of this traffic coming from on-site guests.

Website Activity by Traffic Source: Our paid media-sourced website sessions continue to make up a reduced percentage of our web traffic as we further tapered our winter media spending into the end of the season. Concurrently, we are seeing an uptick in pages per session across sources which hints at improved robustness of our audience.

Website Audience Summary: Our traffic was a lot more Colorado-concentrated than last year. Perhaps this could be due to our consistent snowfall and strength of winter.

Content Interest by Season: Fairly status quo in terms of seasonality and the tapering of winter interest. We should begin to see an increase in summer interest over the next 6-8 weeks.

Social Media Summary: Another record-setting month of Instagram Stories impressions as we continue to focus on engaging our audiences through their preferred content styles.

Social Media Ad Summary: We saw significant outperformance of our social media ads in March led by a post to our Mexican audience promoting a press hit touting Snowmass as a summer destination.

Social Media Video Ad Summary: Our view views remain consistent relative to the number of people who were served our video.

Paid Search: This is our paid search lull season as winter interest wanes and summer hasn't quite picked up. As such, our impression numbers are lower and CTR improves as quality of impression audience tends to improve inversely to quantity.

Email Marketing Summary: Our primary driver of outgoing emails continues to be to stakeholders. That said, we are sending nurturing/follow-up emails to folks who use our favoriting tool. Currently, this number is small and appears to be more focused on the family visitor with most 'favorites' being related to family activities like s'mores and the coaster.

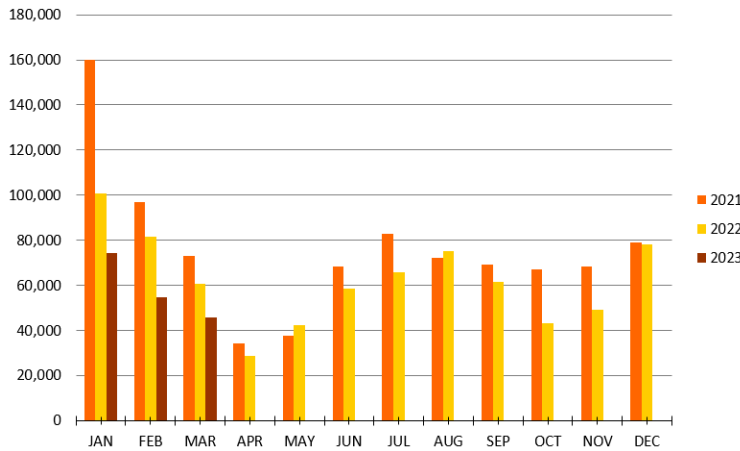
Snowmass Tourism Online Dashboard

As of 3/31/23

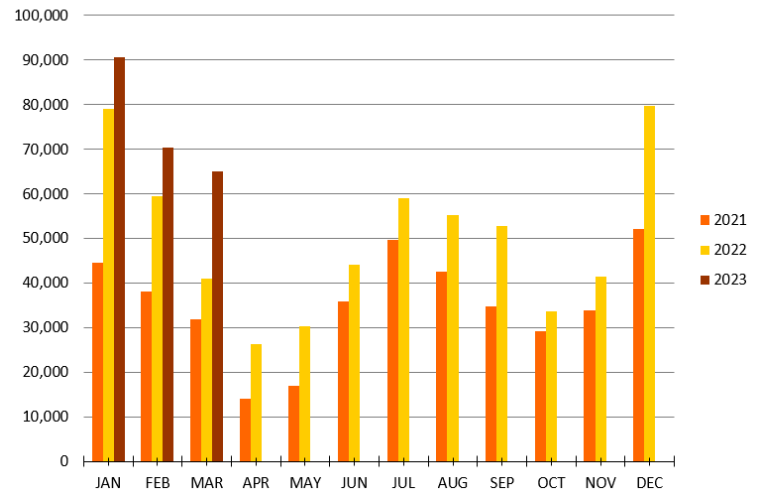
ATTACHMENT B



Website Sessions

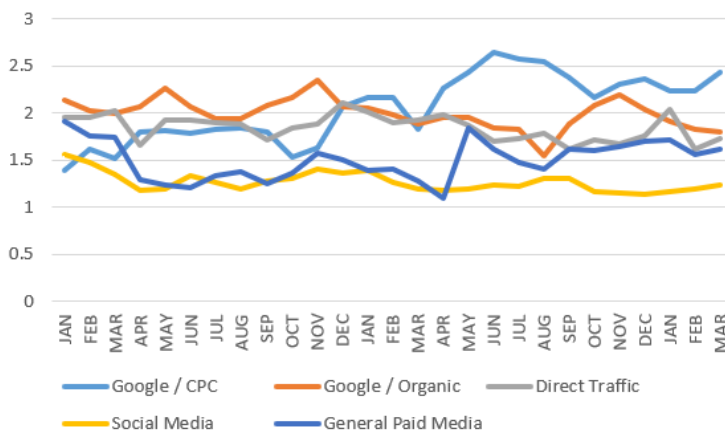


GoSnowmass.com Outbound Referrals

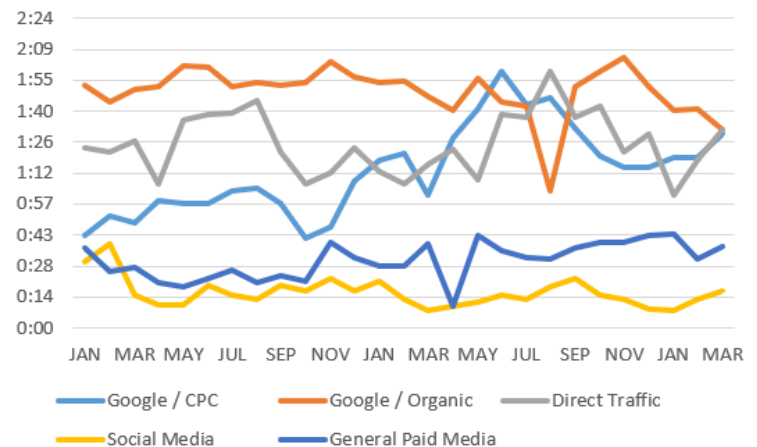


GoSnowmass.com Activity by Traffic Source

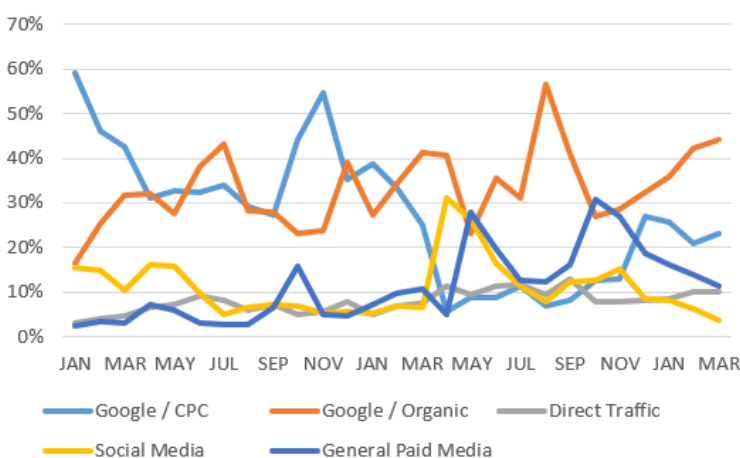
Web Pages per Session by Traffic Source



Ave. Session Duration by Traffic Source



% of Total Sessions by Traffic Source



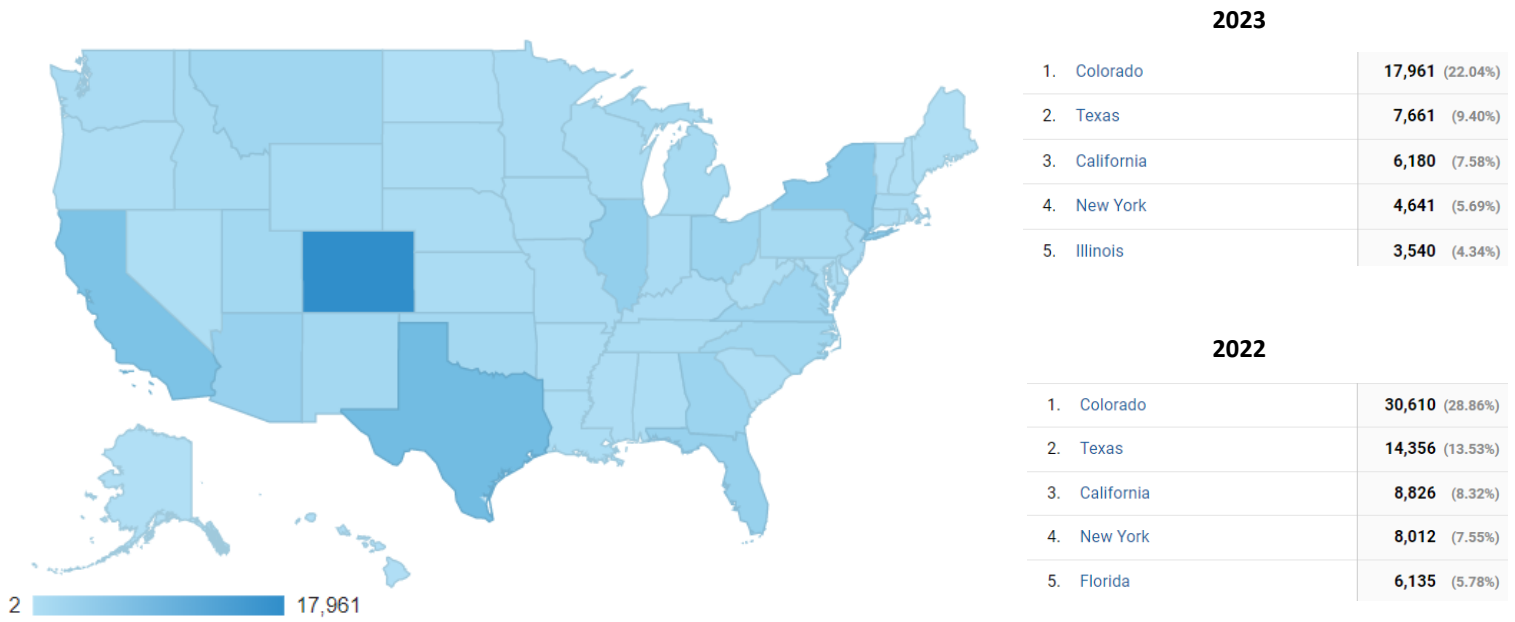
Google/CPC: Usually, this is our largest source of web traffic and our 2nd most engaged paid source behind Bing.

Google/Organic: Top two source of web traffic and engagement. Viewed as a culminating source that combines all of our marketing efforts including non-digital.

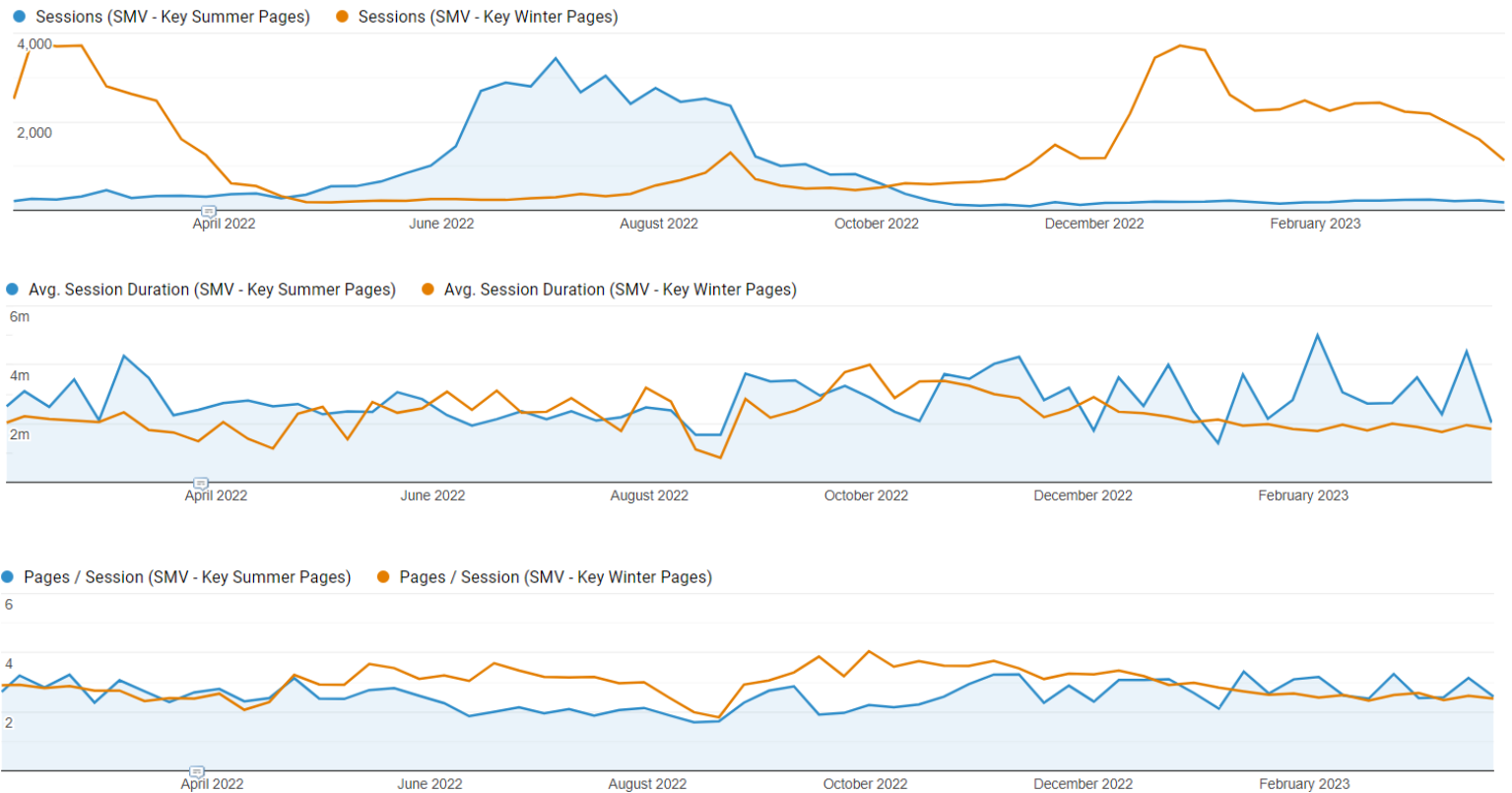
Direct Traffic: Viewed as web traffic from 'friends,' those whose web history is familiar with us already.

Social Media: On average, not a major source of web traffic or engagement. Web visitation tends to be more purposeful (i.e. event details, specific content piece, etc) with less broad engagement

General Paid Media: Primary focus is on impressions, majority of web traffic is viewed as icing on the cake.



GoSnowmass.com Content Interest by Season



Social Media Summary

ATTACHMENT B

	INSTAGRAM			PINTEREST		FACEBOOK
	Stories	Post	Likes	Video	Non-Video	Page
	Followers	Impressions		95% Viewed	Engagements	Reach
Jun 21	30,600	32,300	5,500	9,100	12,700	443,999
Jul 21	30,800	38,300	6,300	14,200	5,500	406,441
Aug 21	30,900	17,800	4,500	14,300	6,000	453,235
Sep 21	31,200	17,900	7,600	12,200	8,400	730,239
Oct 21	31,570	2,950	3,000	4,600	7,400	502,256
Nov 21	31,960	4,100	4,000	5,000	4,800	438,470
Dec 21	32,705	22,800	9,700	4,780	6,060	409,560
Jan 22	33,410	12,300	6,600	10,490	8,190	563,815
Feb 22	33,958	24,200	5,700	6,100	3,900	608,492
Mar 22	34,300	14,000	4,100	1,960	2,400	567,162
Apr 22	34,340	8,200	2,100	18	2,200	2,825,994
May 22	34,284	4,100	780	8	7,600	2,576,896
Jun 22	34,292	8,760	676	127	4,900	2,075,253
Jul 22	35,303	5,489	801	81	5,380	2,107,906
Aug 22	35,692	10,603	1,628	10	4,300	551,705
Sep 22	36,149	28,251	7,859	10	3,250	596,571
Oct 22	36,299	31,950	9,986	15	3,730	661,388
Nov 22	36,608	Not Available	5,240	10	3,930	289,997
Dec 22	37,080	35,970	9,307	7	3,570	278,778
Jan 23	37,481	35,212	6,972	11	3,885	405,868
Feb 23	37,843	41,727	4,089	10	2,173	417,653
Mar 23	38,536	16,100	7,519	10	1,348	668,416

Social Media Video Performance	FEB	MAR
People Served:	320,409	85,921
Impressions:	1,108,288	150,071
Impressions per Person:	3.5	1.7
% of Views at 50%:	5%	5%
# of Viewers Who Watched 50%:	57,149	8,095
% of Views at 100%:	2%	3%
# of Viewers Who Watched 100%:	16,870	4,623

Paid Search Summary

Paid Search (Google)	FEB	MAR
Search Campaigns		
Impressions	488,900	72,900
CTR	2.15%	13.43%

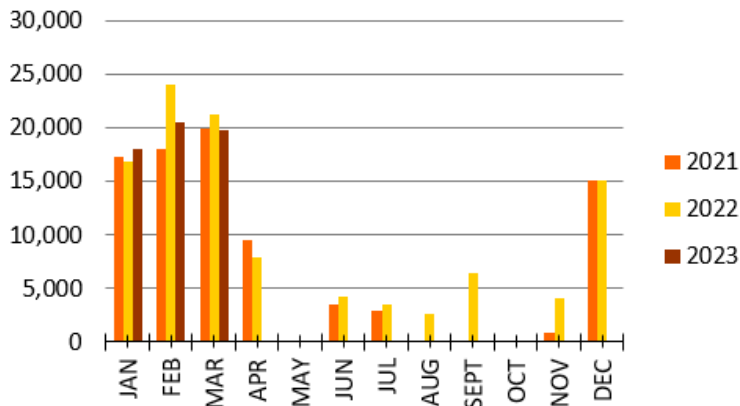
Social Media Ad Performance	FEB	MAR
Total People Served:	320,409	561,049
Total Impressions:	1,108,288	1,249,015
Impressions per Person:	3.5	2.2
% People Taking Action:	1.93%	16.60%
Ads with Website Click Goals		
% People Clicking to Website (CTR):	6.18%	1.44%
% People Engaging with Ad:	85.66%	3.49%
Ads with Impression Goals		
% People Engaging with Ad:	29.20%	0.93%
% People Clicking to Website (CTR):	0.27%	0.73%

Email Marketing Summary

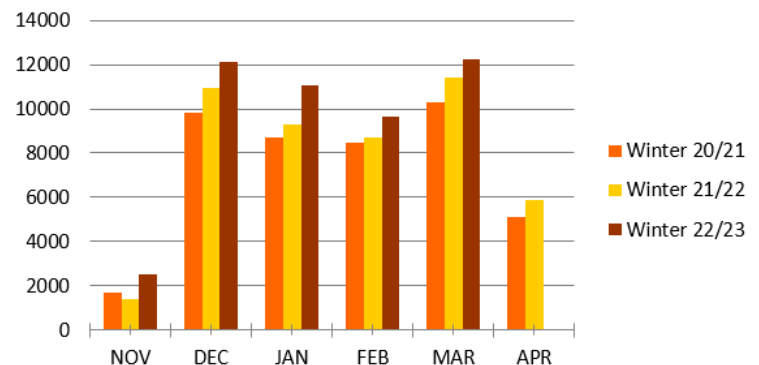
Email Marketing	DEC	JAN	FEB	MAR
Sent	5,168	3,884	3,700	5,200
Unique Opens	2,040	1,659	1,543	1,965
Open%	39%	43%	42%	38%
Unique Clicks	294	305	621	668
CTR on Open	14.4%	18.4%	40.2%	34.0%

Guest Services Summary

Town Park Station Visitations



S'mores Distributed



Source: Guest Service Count

Online Marketing

Glossary

SEASONS

Summer: Summer is defined as June, July, August, September and October of any given year.

Winter: Winter is defined as January, February, March and April of any given year and includes December of the previous year.

MARKETING

Average Session Duration: The average amount of time a user spends on gosnowmass.com.

Bounce Rate: The percentage of single-page sessions (i.e. visits in which the person left gosnowmass.com from the entrance page) to gosnowmass.com.

CTR: Click through rate, or the number of clicks relative to impressions.

CTR on Open: The number of clicks from an email marketing promotion relative to the number of opened emails (number of clicks divided by opens).

Engaged Users: The number of people who engaged with Snowmass Facebook page. Engagement includes any click or story created from a unique user.

Impressions: The total number of times an ad or other unit is displayed.

Open %: The percentage of users who open email marketing promotions out of all who are sent the email (opens divided by sends).

Outbound Referrals: Any click from a business listing, lodging special or and event page on gosnowmass.com that takes a user to an external lodging, dining, retail or event website (including clicks to Stay Aspen Snowmass).

Pages/session: The average number of pages a user viewed per session.

Sessions: The number of individual sessions initiated by all the users to gosnowmass.com. If a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave the site and return within 30 minutes are counted as part of the original session. Any future sessions from the same user during the selected time period are counted as additional sessions, but not as additional users.

Reach: the total number of people who view our content on a particular channel

Town Park Station Visitation: The number of visitors passing through the welcome center at Town Park Station in a given month.



SNOWMASS TOURISM PUBLIC RELATIONS REPORT

February & March 2023

SNOWMASS TOURISM & B PUBLIC RELATIONS PR SUMMARY

In February & March 2023, Snowmass Tourism PR pitched Snowmass stories to local, regional, and national writers, focusing on winter news, including the new restaurant, Mawita, in Snowmass Base Village; capital development groundbreaking news including Cirque X The Viceroy Residence and Aura; the debut of Electric Pass Lodge; the Mardi Gras lineup; Yarn bombing; and more. In addition, Snowmass Tourism PR solicited and distributed news for the 2023 summer season, as well as distributed the Snowmass Summer Event Lineup, working with event partners and the Snowmass events team to finalize dates and information. Snowmass Tourism PR hosted 34 journalists in Snowmass Village over February & March 2023. In addition, Snowmass Tourism PR, in conjunction of Aspen Chamber Resort Association, finalized PR plans and summer hosting dates with PR reps in the UK, Australia, and Mexico for Summer 2023. Media engagement in February & March 2023 included 38 pitched stories to national, regional, and local publications, resulting in interest from *5280 Magazine*, *Aspen Daily News*, *Aspen Magazine*, *Aspen Public Radio*, *Aspen Sojourner*, *Aspen Times*, *Authentic Aspen*, *Colorado Food Trails*, *Colorado Meetings & Events*, *Edible Aspen*, *Elevation Outdoors*, *Mountain Town Magazine*, *SingleTracks*, *The Gazette*, *Wall Street Journal*, and more.

In February & March 2023, B Public Relations pitched Snowmass stories to local, regional, and national writers positioning Snowmass as a top destination for spring break travel, solo travelers, and girlfriend getaways, as well as highlighting its abundance of seasonal recreational activities and experiences, lodging accommodations, and on-mountain dining. BPR worked with Group Sales Director Drew Welsheimer to gather information from meeting planners to inform a pitch on mountain meeting demand. BPR distributed winter hosting invitations to key travel media, resulting in three journalist stays during the winter season. Additionally, the BPR team is gathering availability from five additional journalists who contribute to national outlets including *AFAR*, *DuJour*, *Forbes*, *San Joaquin Magazine*, *TravelAwaits*, and more for visits during the summer season. Media outreach and engagement resulted in coverage in top national and regional publications such as *Fodor's Travel*, *The Denver Post*, *Trips to Discover*, *TheTravel*, and more.

MEDIA HOSTING & OUTREACH

In February & March 2023, Snowmass Tourism PR hosted and co-hosted 34 journalists in Snowmass Village. Snowmass Tourism coordinated transportation, lodging, and itineraries, in addition to hosting meals and activities. Snowmass Tourism PR worked with several stakeholders in partnership for hosting, including Aspen Skiing Company, B Public Relations, the Colorado Tourism Office, and Viewline Snowmass Resort.

- **Aspen Skiing Company Argentinian FAM**
 - **El Cronista Zoe** Belén Braziulis
 - **Interamerican** Paula Alejandra Fernández
 - **La Nación** Ignacio Federico
 - **La Voz del Interior** Mariangeles Samame
- **Aspen Skiing Company Australian FAM**
 - **Freelance (Australian Magazine, Outback Magazine)** Ricky French
 - **GQ Australia** Richard Clune
 - **Traveller** Jim Darby
- **Aspen Skiing Company Brazil FAM**
 - **Carbono Uomo Magazine** Paulo Serena
 - **Folha de S Paulo Newspaper** Joao Pedro Delevatti Perassolo
 - **Glamour Magazine** Caroline Costa
 - **Profession Comunicações** Daniela Bonacorso Barata Ribeiro Siqueira
 - **Vouge Brazil** Barbara Tavares
- **Aspen Skiing Company German FAM**
 - **Frankfurter Allgemeine Zeitung** Andreas Lesti
 - **reisen Exclusiv and dpa** Verena Wolff
 - **Rheinische Post, Rhein-Neckar-Zeitung, Wochenende** Helge Bendl
 - **uschi liebl pr** Theresa Koegler
- **Aspen Skiing Company Individual Visits**
 - **Freelance (Women's Wear Daily, Phoenix Home & Garden)** Rebecca Kleinman
 - **Good Morning, Britain** Ross King
 - **Valle Navado** Ariel Divincky (Argentina)
- **Aspen Skiing Company Mexico FAM**
 - **El Financiero** Rodrigo Caire
 - **El Universal** Maria del Carmen Hernandez
 - **Travel Report** Jesus Alonso
- **B Public Relations Individual Visit**
 - **Freelance (Hotels.com, Yahoo Travel)** K.C. Dermody
 - **Freelance (Matador Network, Fifty Grande, The Manual)** Clay Abney
- **Colorado Tourism Office International FAM**
 - **AND 40** Hugo Vela (MX)
 - **Daily Mail** Tom Chesshyre (UK)
 - **Escape** Jennifer Ennion (AUS)
 - **Executive Traveller** Nikki Michaels (AUS)
 - **Grupo Orange** Patricia Vasconcelos (MX)
 - **InTheSnow** Luke Reese (UK)
- **Snowmass Tourism Individual Visits**

- **Family Traveler** Andrew Dent
- **Freelance (5280)** Courtney Holden
- **Freelance (WSJ, T+L)** Jen Murphy
- **Viewline Snowmass Resort Individual Visit**
 - **Freelance (Travel + Leisure, Fathom, Vogue)** Alison Lancaster Beckner

PRESS RELEASES DISTRIBUTED

Four news release was distributed to national, regional, and local media

- February 9 41 Years of Mardi Gras Tradition Thrives in Snowmass on Fat Tuesday
- February 23 Snowmass Tourism Debuts 2023 Summer Event Lineup
- February 27 Snowmass Tourism Plans Yarn Bombing Installation for Summer 2023
- March 9 What's New in Snowmass, Colorado for Summer 2023

PR RESULTS

Total PR Stories in February & March 2023 – Approximately 694 stories

- Equaling approximately 613.3 million media impressions
- Equaling approximately \$1.6 million in ad value

MEDIA HIGHLIGHTS

Media coverage highlights from February & March 2023 include:

- **Fodor's Travel:** The 15 Most Spectacular Sunsets in The U.S.
- **The Denver Post:** Colorado Ski Areas Come Alive After Dark. Here's How to Keep the Fun Going.
- **The Denver Post:** Family-Friendly Colorado Getaways Where You Can Unplug and Relax
- **The Points Guy:** 12 Best Family Ski Resorts in the US
- **The Points Guy:** Best Ski Resorts in Colorado, for Beginners to Black-Diamond Experts
- **TheTravel:** 10 Insider Tips to Know When Skiing at Snowmass Village
- **TheTravel:** Check Off All Your 2023 Resolutions at These 10 Unique Hotels Across The US
- **Travel Off Path:** 7 Easy Spring Break Vacations That Are Perfect for Families
- **Trips To Discover:** Top 8 Hotels and Resorts In Snowmass, Colorado

SNOWMASS TOURISM & B PUBLIC RELATIONS INFLUENCER CAMPAIGN

Snowmass Tourism, with support from BPR, continues to build on a successful influencer campaign to drive exposure to key marketing messages, with a focus in the DEI and LGBTQ+ verticals. For the winter 2023 season, the two influencers participated in the campaign.

1. Colby Holiday of [@worldofawanderer](#) | Stayed Feb. 21 – 23, 2023

- a. Colby is a travel influencer based in the Houston, TX market. Colby is also the co-founder of the Black Travel Alliance.
 - i. Colby Holiday (@worldofawanderer)
 1. 20,500 followers on IG
 2. 1.06% engagement rate – average for a following of her size
 3. Top market exposure in New York, Los Angeles, Atlanta, Houston

Colby's hosting produced 18 pieces of coverage and garnered 12,932 impressions, 7,622 content views and 1,035 content engagements (shares, saves, likes, comments) for the destination.

2. Rachel Phillips of [@rachellately](#) | Stayed Feb. 23 – 26, 2023

b. Rachel is a lifestyle and travel influencer based in the Austin, TX market.

i. Rachel Phillips (@rachellately)

1. 48,500 followers on IG
2. 27,000 followers on TikTok
3. 4.74% engagement rate – high for a following of her size
4. Top market exposure in Austin, Los Angeles, NY, San Antonio, Houston

Rachel's hosting produced 43 pieces of coverage and garnered 397,593 impressions, 276,644 content views and 21,801 content engagements (shares, saves, likes, comments) for the destination.

SNOWMASS

COLORADO

Group Sales Update

Group Sales Dashboard Q1 2023

	2023 Q1 Goal	2023 Q1 Production	Production % Q1 Goal	2022 Q1 Production	2023 Annual Goal	2023 YTD Production (Includes variance)	Production % Annual Goal
Total Leads	150	166	111%	141	600	166	28%
Prospecting	660	633	96%	1,062	2,640	633	24%
Site Visits		12		15	-	12	-
IDSS New Accounts	190	147	77%	158	760	147	19%
Sales Trips (In-Person/Virtual)		7		5	-	7	-
Fams/Events		0		1	-	0	-
Room Nights Contracted	8,250	3,435	42%	7,028	33,000	3,435	10%
Variance In Rooms In Quarter		2,374		-3,904		2,374	
Room Night Cancels		0		-236		0	
Net Quarterly Definite Room Nights		5,809	70%	2,888			
Total Actualized Variance + Cancels						2,374	
Year To Date Actual					33,000	5,809	18%
% of New Room Nights - Qtr and YTD	35%	50%	154%		35%	50%	154%

Rollover Production

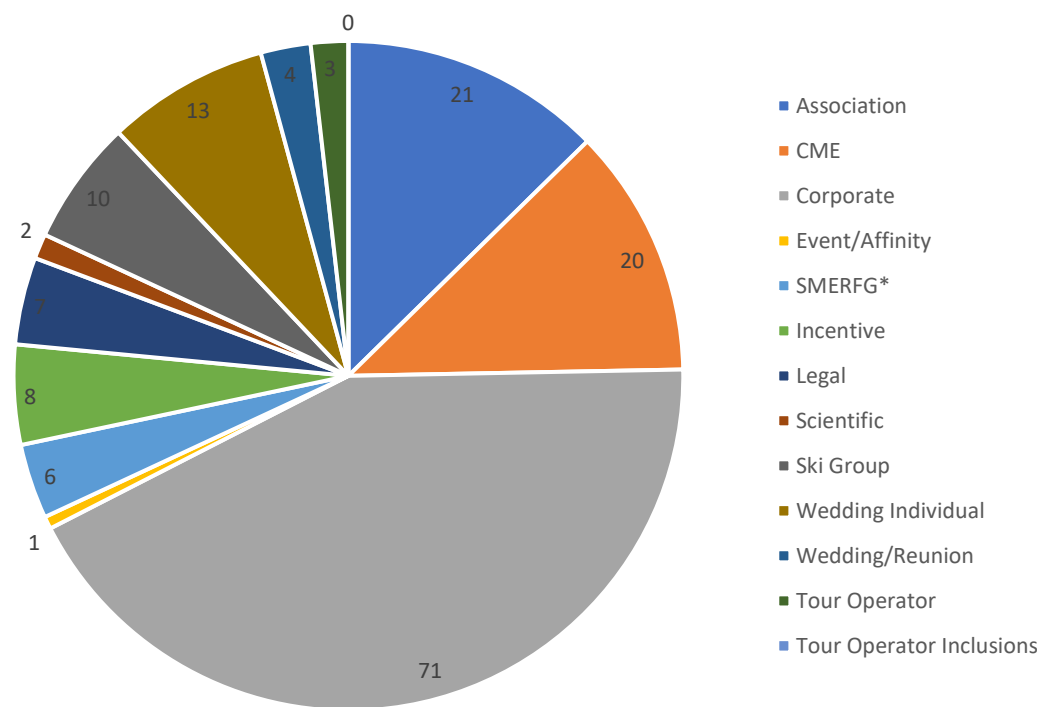
PREVIOUS PROSPECTS AND TENTATIVES THAT CARRY OVER TO 2023

Conversion	2019 Rollover Production	2019 % Leads	2020 Rollover Production	2020 % Leads	2021 Rollover Production	2021 % Leads	2022 Rollover Production	2022 % Leads
Prospect	0/1	0%	2	50%	5/22	23%	63/178	35%
Tentative	1/1	100%	0/4	0%	0/22	0%	2/178	1%
Definite	0/1	0%	0/4	0%	2/22	9%	6/178	3%
Definite Non-Contract	0/1	0%	0/4	0%	1/22	5%	18/178	10%
Lost Business	0/1	50%	2/4	50%	14/22	64%	89/178	5%

Conversion	2023 YTD Production	2023 % Leads
Prospect	69/166	42%
Tentative	6/166	4%
Definite	10/166	6%
Definite Non-Contract	13/166	8%
Lost Business	68/166	41%

Leads by Market Segment Q1 2023

Leads by Market Segment



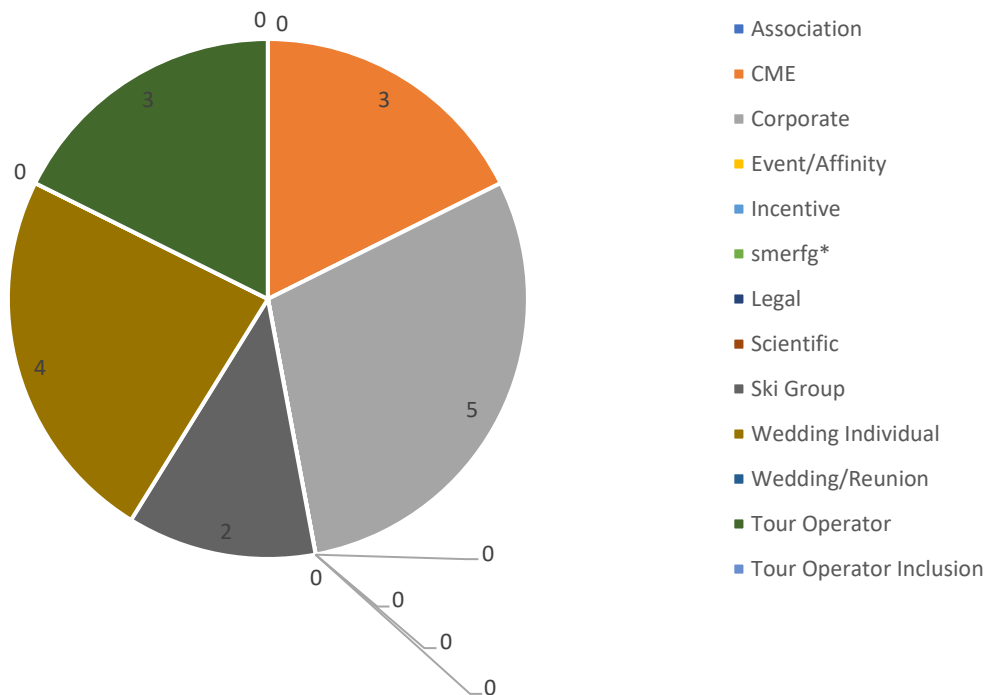
166 YTD Total Leads

Year	# Leads
2023	100
2024	55
2025	9
2026	2

*Associations:
10 In-State
11 Out of State

Definites by Market Segment Q1 2023

Definites by Market Segment



17 YTD Total Definites

Year	# Leads
2022	13
2023	4

*Associations:
0 In-State
0 Out of State

10 New from 2023
2 Rollover from 2021
5 Rollover cancel 2022

2023 Definite Analysis Group Room Nights on the Books (by arrival date)

	Q1	Q2	Q3	Q4	
2017	14,239	3,827	5,573	1,444	25,083
2018	13,345	2,449	8,219	1,498	25,511
2019	12,409	9,777	5,514	1,830	29,530
2020	11,381	47	86	293	11,807
2021	1,813	788	1,780	1,933	6,314
2022	14,597	4,223	10,972	2,790	32,582
2023	13,051	2,491	3,787	1,834	21,163
2024	7,033	390	1,720	0	9,143
2025	3,705	0	474	0	4,179

Groups on the Books arrivals starting 4/1/2023

ROOM NIGHTS	NUMBER OF GROUPS
Over 1,000	3
750 - 999	0
500 - 745	9
200 - 499	24
1 - 199	22
0	13 (contracts w/o def room nights)
TOTAL	71