



Group Sales Advisory Committee Meeting

March 21, 2023

Agenda

- Production goals for 2023
- YOY current pacing
- Travel results from Q1 & upcoming calendar
- FAM updates
- PPT Project
- Open Discussion and Updates

Production Goals 2023

	Q1	Q2	Q3	Q4	Total
Room nights	8,250	8,250	8,250	8,250	33,000
Prospecting	660	660	660	660	2,640
Leads	150	150	150	150	600

YOY Current Room Night Pacing

Gross Production (Room Nights Booked in the quarter)

	Q1	Q2	Q3	Q4	
2017	4,403	6,161	6,872	16,913	34,349
2018	2,901	7,844	10,233	6,620	27,598
2019	4,651	11,045	11,198	5,691	32,585
2022	7,088	3,743	4,845	9,838	25,514
2023	3,357	0	0	0	3,357

Net Production (Room Nights Booked in the quarter plus positive or negative actualization)

	Q1	Q2	Q3	Q4	
2017	4,488	7,061	6,833	16,963	35,345
2018	2,670	7,832	9,706	6,807	27,015
2019	4,933	10,857	11,054	5,850	32,694
2022	2,963	2,903	5,511	10,076	21,453
2023	3,357	0	0	0	3,357

- 3,178 currently in tentative status
- 23 ski groups pending pickup production credit
- Pending pickup numbers and ski group credit, there is a possibility 2023 beats '17, '18, '19 Q1 both gross and net production and paces ahead of net production in 2022

YOY Current Leads Pacing

Leads Generated

	Q1	Q2	Q3	Q4	
2017	122	94	90	99	405
2018	88	105	106	76	375
2019	63	84	112	104	363
2022	141	130	145	137	553
2023	155	0	0	0	155

- Currently ahead of pace from record 2022 with two weeks remaining in Q1
- Q1 2023 is the single highest lead producing quarter since the tracking of numbers was implemented.

Q1 Travel Update

- Alliance on Education – Washington D.C.
 - CME specific show
 - 694 official attendees
 - Received direct lead from show
 - 270 RNS September 2024
 - 2022 produced Cleveland Clinic lead for 559 RNs in 2024
 - 2021 produced Cinemed Hernia Summit for 865 RNs in 2022

Q1 Travel Update

- MIC
 - Attended by Jim O'Leary, Drew Welsheimer, Jodi Church, Jenn Camilli, Mark Scheller
 - 240 Mainly Colorado based planners
 - 29 planners submitted cards for drawings
 - 8 Leads generated

Q1 Travel Update

- SMART Meetings Palm Springs
 - 25 official one on one planner meetings
 - 59 qualified planners in attendance
 - Up to 15 potential leads discussed
 - Variety of potential fits: Viceroy, Limelight, Viewline, Stonebridge, all condo product

Q1 Travel Update

- Prestige (NY) + Sales Calls
 - Freddie attending next week
 - 35 attendees to Prestige event for 1 on 1 appointments
 - 11 sales calls in NY on the books outside of the event
 - Extended an additional day due to high level of response
 - Highlights include the following calls:
 - Citibank
 - Kimmeridge
 - Synergy (CME)
 - Microsoft

Travel Calendar Upcoming Events

- MTS – Lisa, Rose, Virginia
- Conferencedirect APM - Drew
- TX Ski Council – Lisa
- Crescent Ski Council – Lisa
- WIPA - Margot

FAM Updates

- Prestige specific FAM will be taking place April 13-April 16.
 - Prestige invites and internal communication went out this week within their internal network
 - Names and details of attendees will be on the way in the coming week
- Additional summer FAM feedback on dates
 - Invite process to begin in early/mid-April
 - Focusing on current customers pulled from a list of requested planners compiled from properties and Snowmass Tourism

Power Point Project

- All-encompassing PPT for use in webinars, trade shows, etc.
- Representation for each property partner
 - Outside building shot
 - Guestroom images
 - Public space and property features
 - Function space and capacity charts
- Maps
 - Town map
 - Transportation map
 - Airlift map
- Destination highlights for both summer and winter seasons
- Dining options
- Additional venues

Open Committee Discussion

- Property Updates

Save the Dates

- Tourism Talk, Wednesday, March 22nd at 10 am
- Tourism Talk – Wednesday, April 12th at 10 am
- Next GSAC Meeting – Wednesday, April 26th at 8:30 am

SNOWMASS

COLORADO

Thank you