



Group Sales Advisory Committee Meeting

February 22, 2023

Agenda

- TOSV Construction Update with Director of Public Works, Anne Martens
- Travel Calendar Updates & Strategy
- FAM updates
- Cvent Pulse Survey Industry Trends
- Ski Group Feedback
- Group Incentive
- Open Discussion and Updates

Q1 Travel Calendar Events

- Alliance on Education
- MIC
- SMART Meetings Palm Springs
- Prestige (NY) + Sales Calls
- MTS

Travel Calendar Strategy 2023

- Focus on in person appointments
- Expand efforts into new tradeshow
- As many as 13 new events on the calendar for 2023
 - SMART Meetings
 - Northstar Events
 - Cvent Connect
- Additional in market events and sales calls around travel calendar commitments

FAM Updates

- Prestige specific FAM will be taking place April 13-April 16.
 - Anticipated five Prestige partners with five customers in attendance
- Wedding FAM is scheduled for the summer over August 15 – August 18
- Additional summer FAM feedback open for discussion

Cvent Pulse Survey

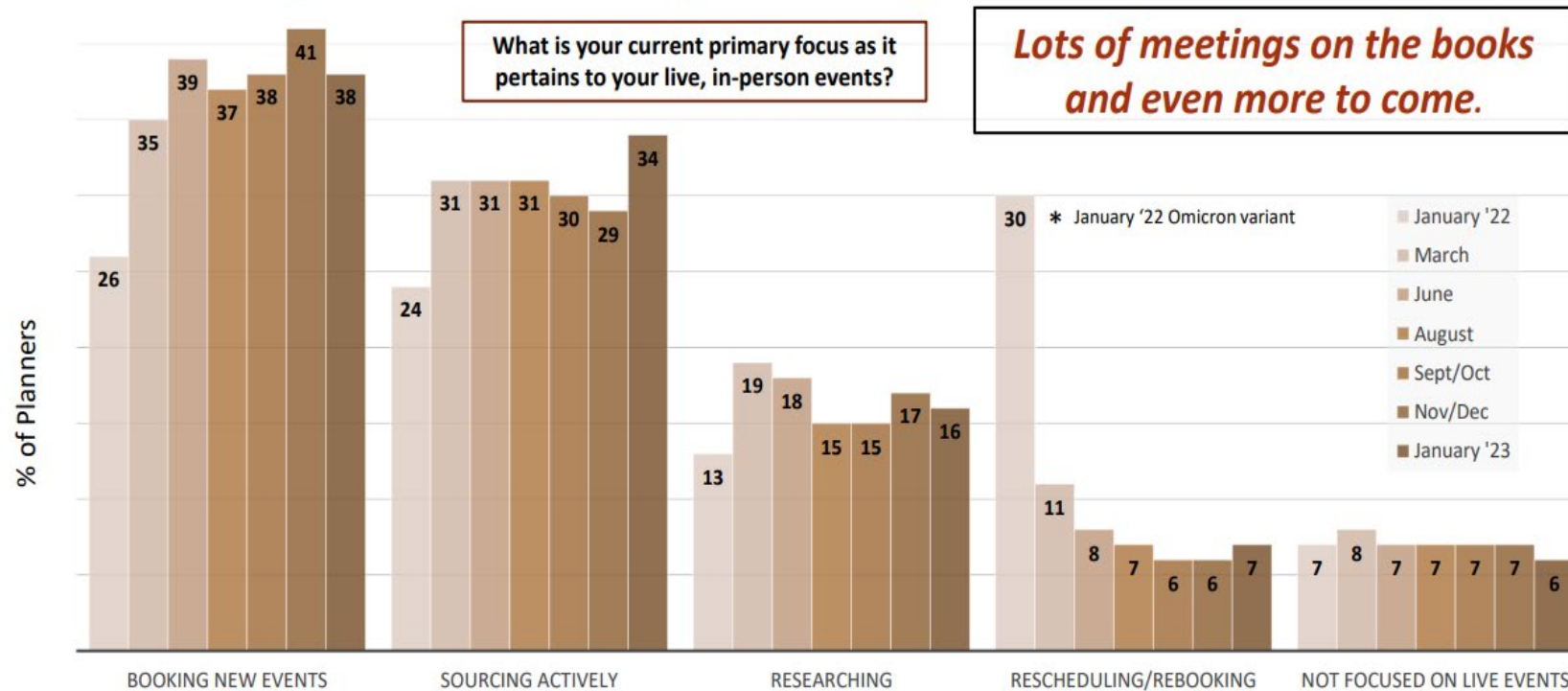
NORTHEAST
meetings group

cvent

MEETINGS INDUSTRY PULSE SURVEY

NEW
DATA

The Pipeline Is Very Strong for Future Events



Cvent Pulse Survey Cont'd

NORTHSTAR
meetings group

cvent

MEETINGS INDUSTRY PULSE SURVEY

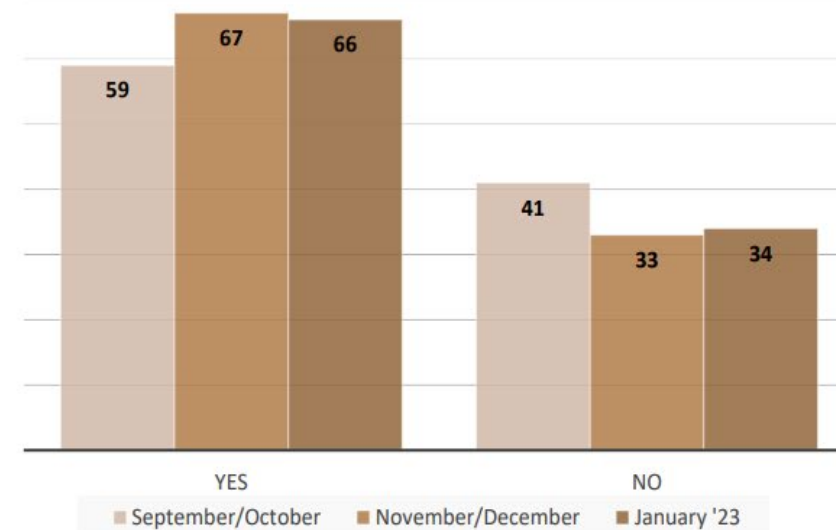
NEW
DATA

More Planners Expect to Produce More Meetings

Last year's bullish forecast for meetings volume carries over into the current calendar year. Two-thirds of all planners expect to produce more meetings this year.

Do you expect to produce more meetings in 2023 than you did in 2022?

% of Planners



Cvent Pulse Survey Cont'd



cvent

MEETINGS INDUSTRY PULSE SURVEY

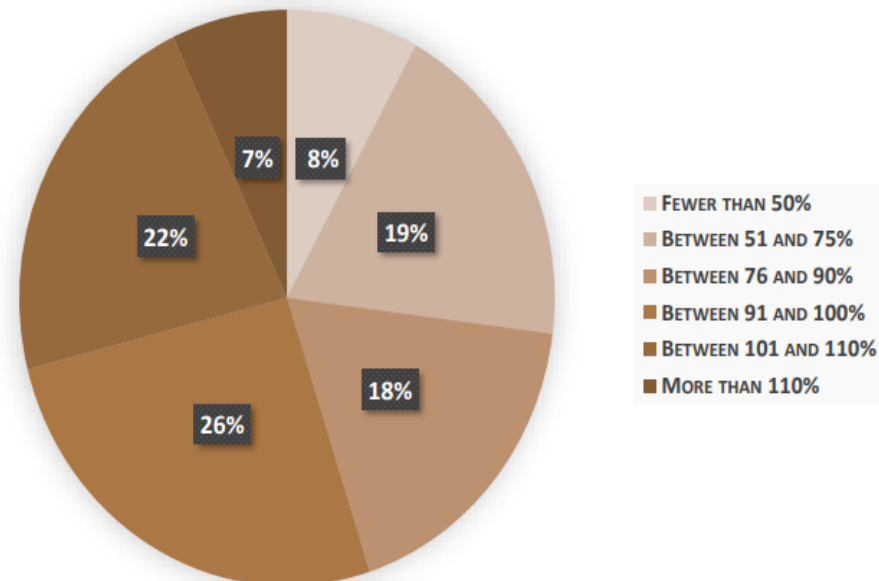
**NEW
DATA**

More Meetings, Fewer Attendees

How many in-person attendees do you expect in 2023
for your average meetings vs. your 2022 results?

*Less than 30% of all planners
expect more attendees at
their events in 2023
compared to 2022.*

*January's PULSE respondents are
remarkably consistent in their
attendance expectations compared
to the November/December cycle.*



Cvent Pulse Survey Cont'd



cvent

MEETINGS INDUSTRY PULSE SURVEY

**NEW
DATA**

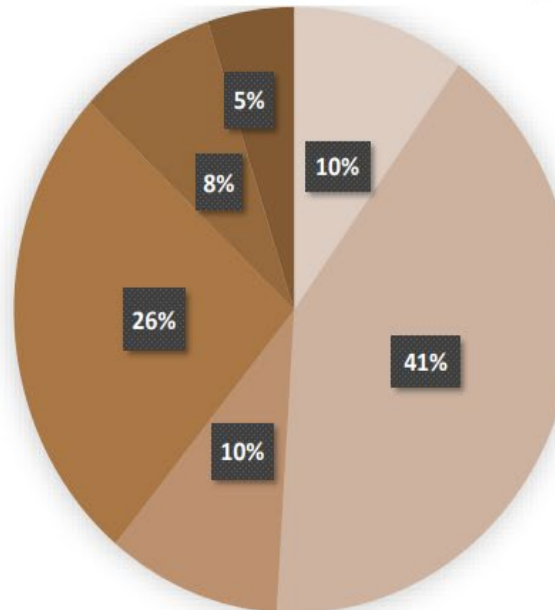
Fewer Budgets are Flexing to Match Inflation, or Better

More planners expected increased cost budgets at the end of last year.

61% expected their budgets to at least match inflation at the end of last year. Now that budgets are set, that's down to 51%.



% of Planners



Which of the following best describes your 2023 meeting budgets?

- WE ARE ESTIMATING AND INCREASING OUR COST BUDGETS BY MORE THAN WHAT WE ARE SEEING IN THE MARKET AS CURRENT ACTUAL COSTS.
- WE ARE INCREASING OUR COST BUDGETS TO FACTOR IN AND MATCH WHAT WE ARE SEEING IN THE MARKET AS CURRENT ACTUAL COSTS.
- WE ARE ESTIMATING, INCREASING AND CAPPING OUR COST BUDGETS TO A PERCENTAGE LESS THAN WHAT WE ARE SEEING IN THE MARKET AS ACTUAL COSTS.
- WE ARE CAPPING OUR COSTS BUDGETS TO REMAIN FLAT COMPARED WITH WHAT WE SPENT IN 2022, ON AVERAGE.
- OUR BUDGETS WILL BE LESS IN 2023 COMPARED WITH WHAT WE SPENT IN 2022, ON AVERAGE.
- OTHER

Ski Group Feedback

- "You've truly gone above and beyond to offer our club a warm welcome ! - Naples Ski Club.
- "Up the Creek Ski and Recreation Club was very pleased with all services at Stonebridge Inn. We look forward to coming back January 2024." - Up The Creek Ski and Recreation Club.
- "There were so many rave reviews and very high ratings of the mountain, dining establishments, village, accommodations and variety of activities the resort offers. We were very impressed." - Eastern PA Ski Council.

Group Booking Incentive

- Available to all bookings thorough Snowmass Tourism.
- New RFP's only.
- Contracts must be signed by December 31, 2023.
- Groups must actualize between now and December 31, 2023.
- \$5 rebate offered on actualized rooms.

SNOWMASS
COLORADO

A very special offer from Snowmass Tourism

Snowmass Tourism is happy to announce a new significant incentive for bookings and events!

Any new RFPs placed and contracted from now to December 31, 2023, that actualize between now and December 31, 2023 qualify for a \$5 per room night rebate paid on actualization.

Snowmass boasts the opening of the newly remodeled Marriott Autograph Collection's, Viewline Resort Snowmass. This newly renovated space joins the existing elite lodging portfolio which includes the Viceroy and Limelight hotels. Snowmass also offers spectacular condominium products such as Destinations Residences by Hyatt and many more. With dynamic lodging, remarkable cuisine, and incredible outdoor experiences, Snowmass makes for the perfect destination for groups year-round.

Snowmass offers over 80,000 feet of meeting space. Our team is happy to work with you to find a solution for your clients! Do not miss out on this amazing offer!

To coordinate a proposal and set up a customized site visit, contact Snowmass Tourism's Group Sales Director, Drew Welsheimer at 970.922.2231 or dwelsheimer@gosnowmass.com.



Open Committee Discussion

- Property Updates

Save the Dates

- Tourism Talk – Thursday, February 23rd at 10 am, Clint Kinney, State of the Village
- Next GSAC Meeting – Wednesday, March 22nd at 8:30 am

SNOWMASS

COLORADO

Thank you