



Regular Tourism Department Meeting

Thursday, February 16, 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

1. Approval of Previous Meeting Minutes 12.15.22

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

4. PROGRAMS FOR REVIEW, APPROVAL AND/OR HEADS UP

1. Primary Dashboards

[Primary Dashboards.pdf](#)

2. Marketing Dashboards

[Marketing Dashboard.pdf](#)

[Digital Marketing Dashboard.pdf](#)

[Public Relations Dashboard.pdf](#)

3. Group Sales Dashboards

[Group Sales Dashboard.pptx](#)

5. OTHER MATTERS ARISING

1. Department Updates

2. Snowmass Ice Age Discovery Update (Virginia McNellis)

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

6. AJOURNMENT



Marketing, Group Sales and Special Events Board

MEETING MINUTES

Thursday, December 15, 2022

8:30 AM

130 Kearns Road

Council Chambers

Roll Call

Present: Rachel Falk, Jami Downs, Vince Vito, Andy Gunion, Mary Blankenau, Tim McMahon, Jo Mallory-Graczynski, Wendy Harris, John Kenny, Deric Gunshor, Guion Stewart-Moore,

1. Roll Call

2. Public Non-Agenda Items

- (Limit 3 Minutes Each)

3. Approval of Meeting Minutes from Previous Meetings

- 3.1. Approval of Previous Meeting Minutes 8.8.22
[MGSSE Board Minutes 8.18.22](#)

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

- 4.1. Primary Dashboards

[Primary Dashboards](#)**4.2. Marketing Dashboards**
[Marketing Dashboard](#)[Digital Marketing Dashboard](#)[Public Relations Dashboard](#)**4.3. Group Sales Dashboard**
[Group Sales Report](#)**4.4. Budget**
[Budget Report](#)[Sales Tax Dashboard](#)**5. Other Matters Arising****5.1. Snowmass Transit Center - Sam Guarino**
Sam Guarino, Transit Center Updates
Clint Kinney, contributed to conversation about construction and impacts.[Snowmass Transit Center](#)**5.2. 2023 Budget Overview**
Marketing Budget: biggest shift in 2023 is Discovery 2.0
Event Budget: added sponsorship for World Cup. Signed deal with JAS- will be back for another year.
*Groups Budget: budgeted for full travel year. Continue to add resources to Groups marketing advertising.**Combining Marketing and Groups budget for 2023*[2023 Budget Worksheet Report](#)

5.3. Transient Inventory Study Overview

[Transient Inventory Study Nov 2022](#)

5.4. List of 2023 Meetings

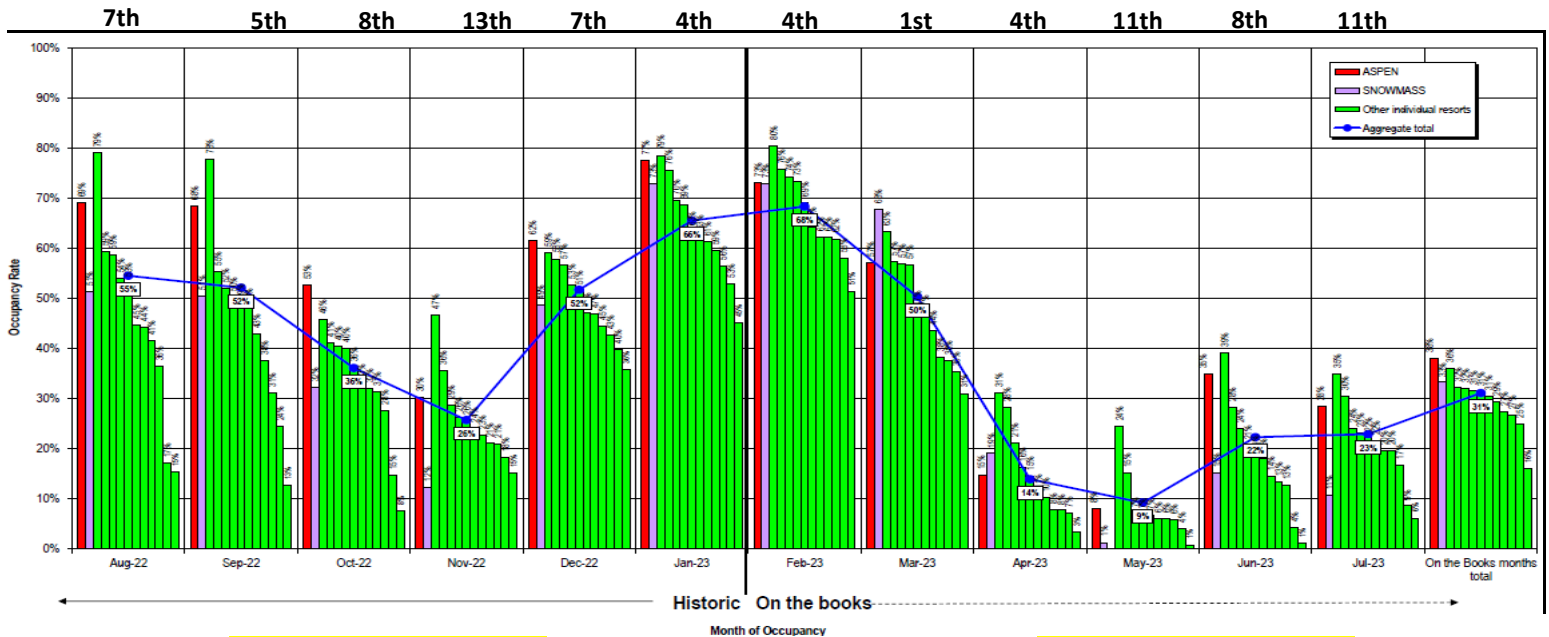
[Upcoming 2023 Board Meeting Dates.docx](#)

6. Ajournment

Snowmass Tourism

Primary Dashboard

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

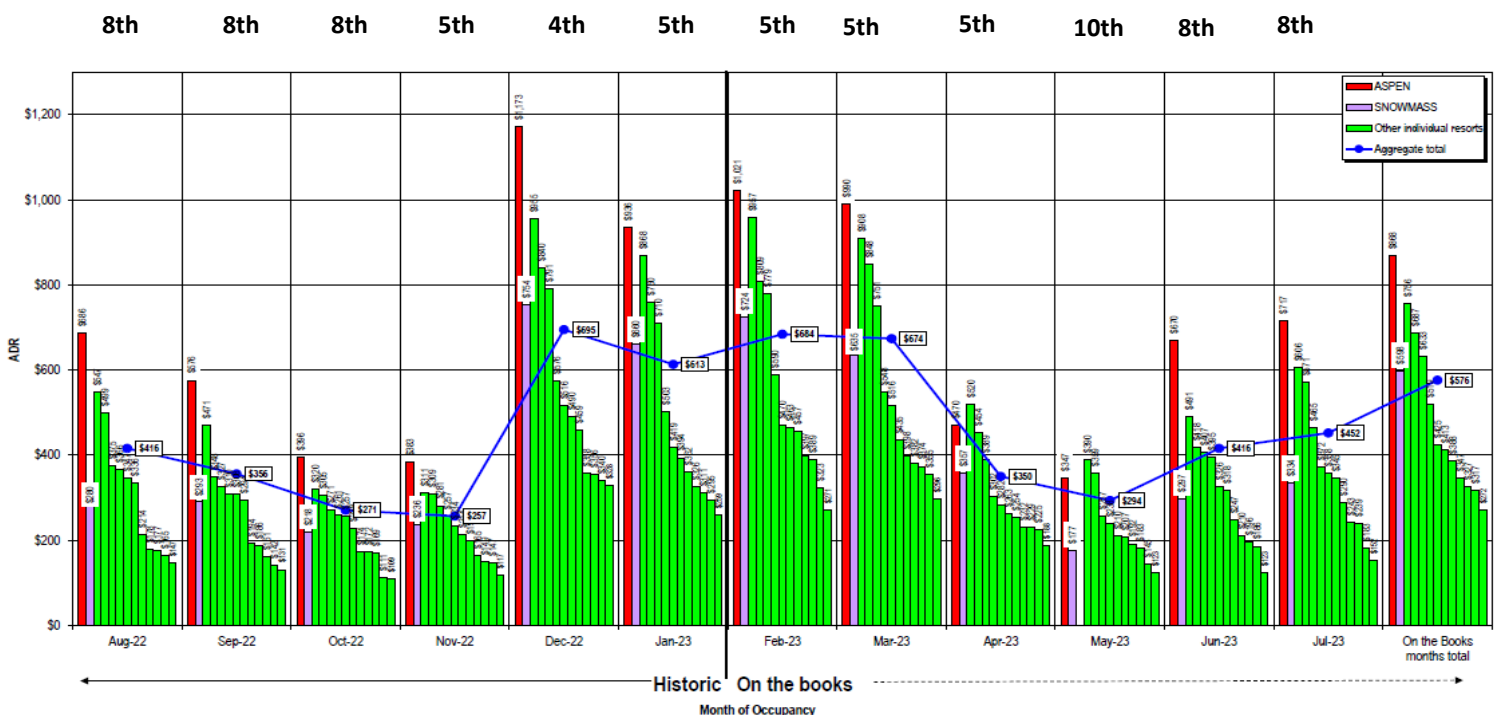


Occupancy

Winter	2018/19	2019/20	2020/21	2021/22	2022/23
Rank	1st	4th	9th	4th	4th
# 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

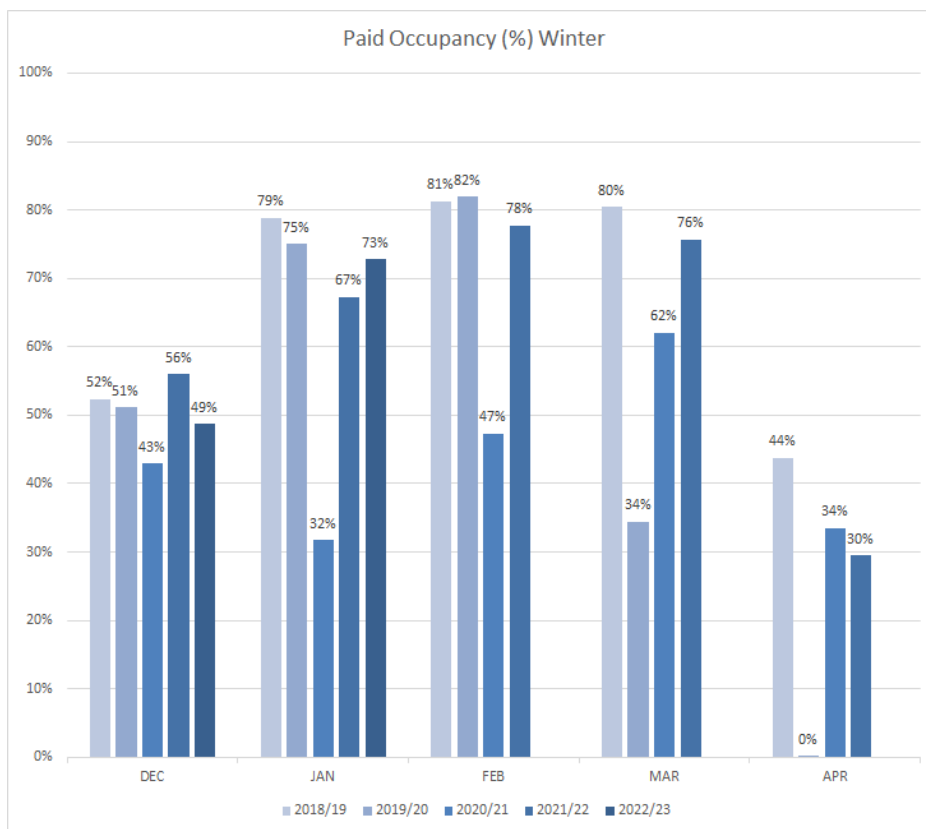
Winter	2018/19	2019/20	2020/21	2021/22	2022/23
Rank	6th	6th	6th	6th	5th
# Dest	17	17	17	13	13
Summer	2018	2019	2020	2021	2022
Rank	10th	10th	9th	8th	8th
# Dest	16	17	17	17	13



Source: DestiMetrics (1/31/23)

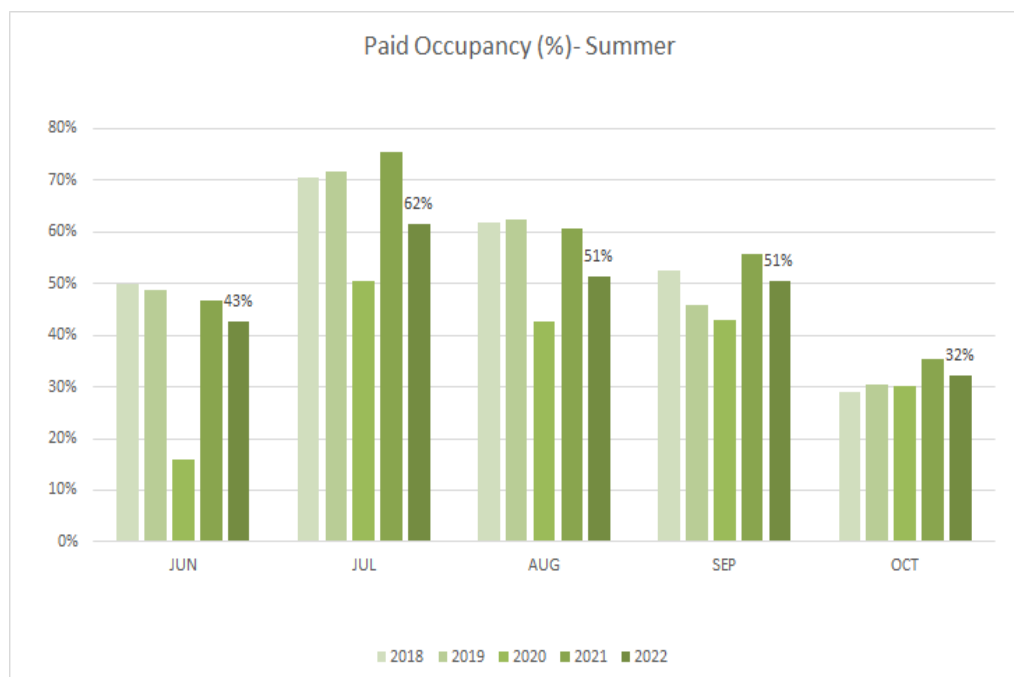
Goal 2: Increase annual total demand for overnight visitation

Increase Occupancy & Lodging Tax by 10% in Summer, 4% in 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	61%	↓0.8%



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

Month	Current Year rooms sold	Prior Year rooms sold	Percent Change
21-Dec	16,249	15,239	6.63%
22-Jan	24,689	11,301	118.47%
22-Feb	28,541	15,424	85.04%
22-Mar	29,206	21,850	33.67%
22-Apr	8,925	7,389	20.79%
22-May	1,960	1,904	2.94%
22-Jun	15,652	11,544	35.59%
22-Jul	23,501	19,427	20.97%
22-Aug	19,591	15,723	24.60%
22-Sep	18,553	13,930	33.19%
22-Oct	9,878	7,349	34.41%
22-Nov	3,242	3,187	1.73%
22-Dec	18,150	16,249	11.70%
23-Jan	29,003	24,689	17.47%
23-Feb	25,971	27,474	-5.47%
23-Mar	26,408	26,250	0.60%
23-Apr	5,922	4,859	21.88%

TOTAL

305,441

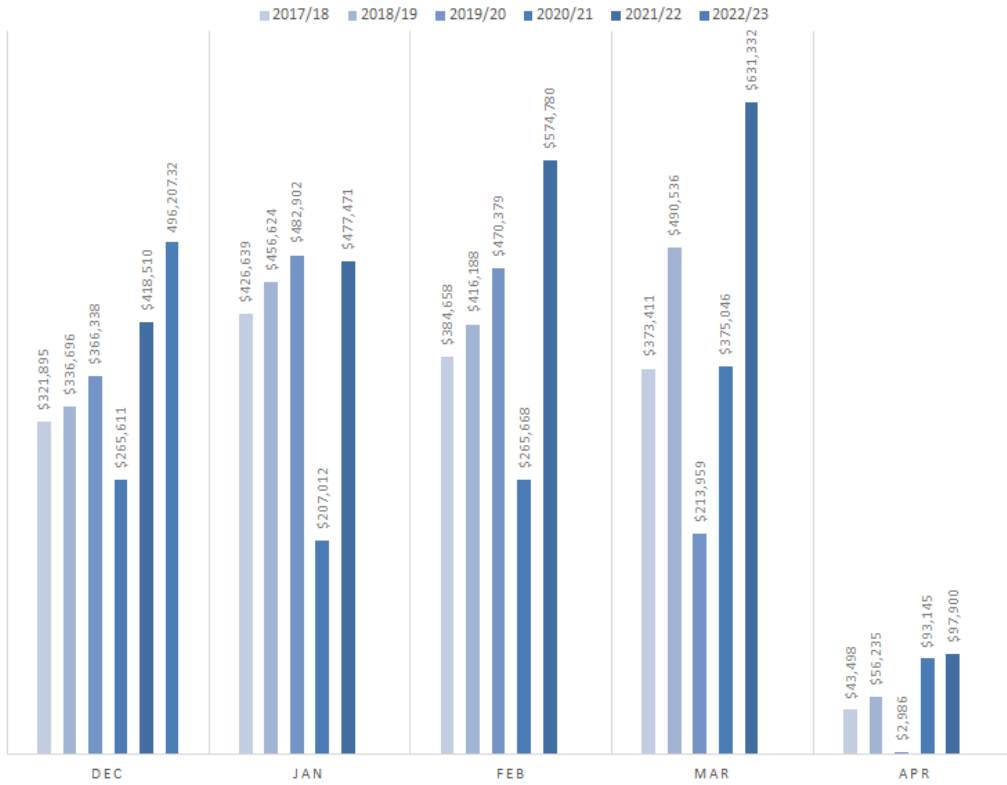
243,788

25.29%

as of Jan 31, 2023

Lodging Tax (\$)

LODGING TAX - WINTER

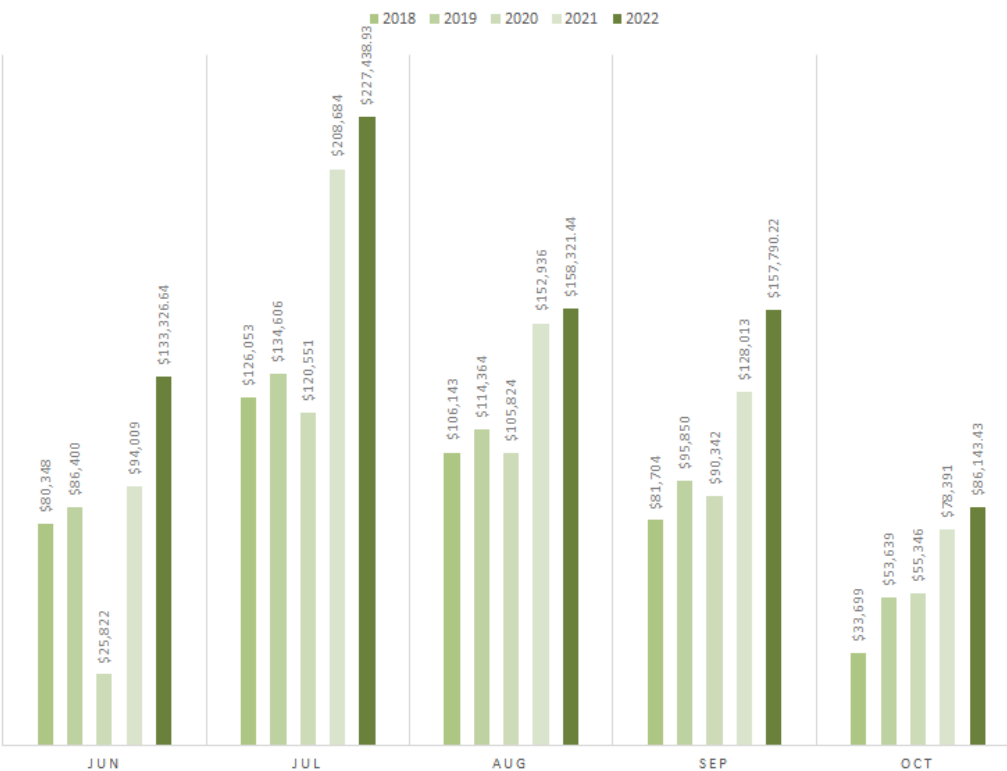


WINTER	TOTAL \$ Dec-April	
2017/18	\$1,550,102	↑0.8%
2018/19	\$1,756,279	↑13.3%
2019/20	\$1,536,564	↓12.5%
2020/21	\$1,206,482	↓21.5%
2021/22	\$2,199,994	↑82.4%

2022 Total Lodging Tax

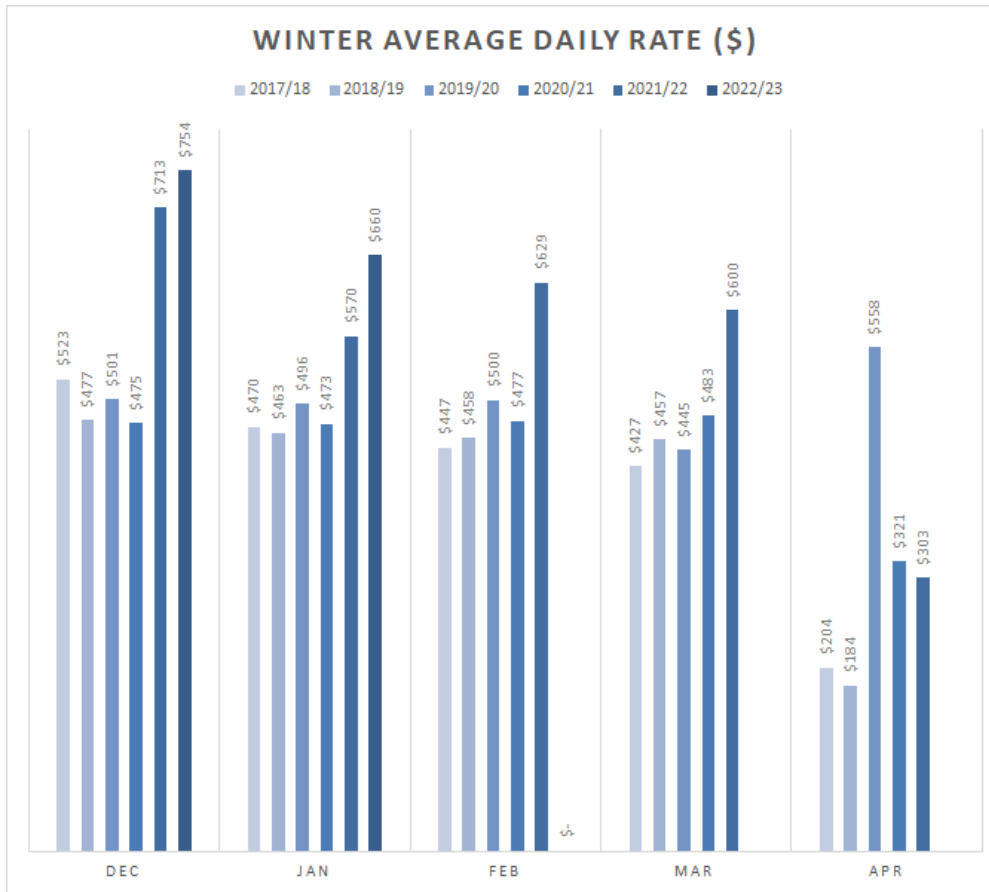
Year	Lodging Tax
2020	\$1,873,518
2021	\$2,098,746
2022	\$3,129,180

LODGING TAX - SUMMER



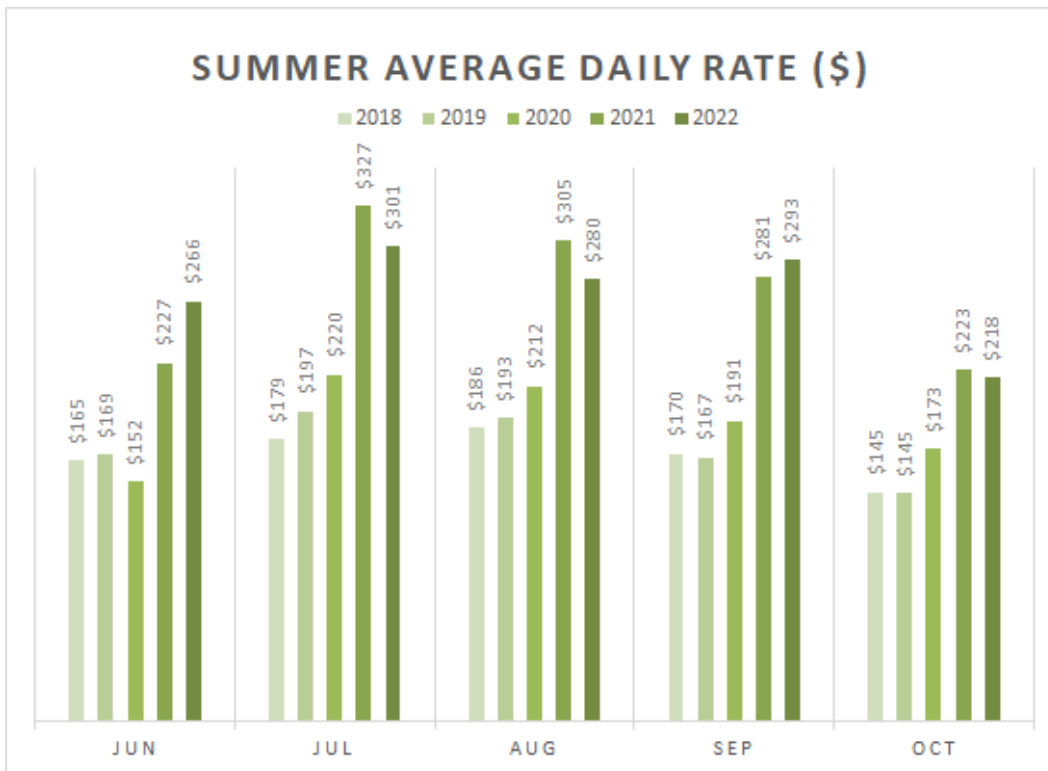
SUMMER	TOTAL \$ Jun-Oct	
2018	\$427,946	↑10.4%
2019	\$484,858	↑13.3%
2020	\$397,885	↓17.9%
2021	\$662,034	↑66.5%
2022	\$763,021	↑15.2%

Average Daily Rate (\$)



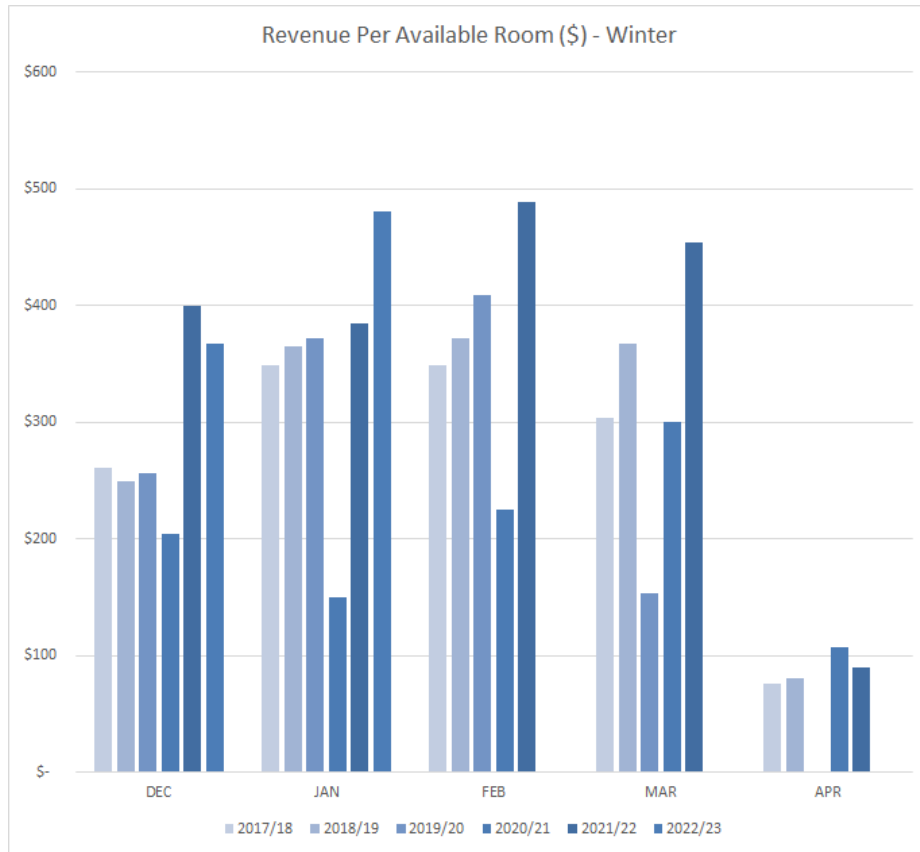
WINTER	ADR AVG \$ Dec- April	
2018/19	\$458	↑2.4%
2019/20	\$500	↑9.18%
2020/21	\$475	↓5.0
2021/22	\$600	↑26.4%
2022/23	\$660*	

*AVG of DEC & JAN Only



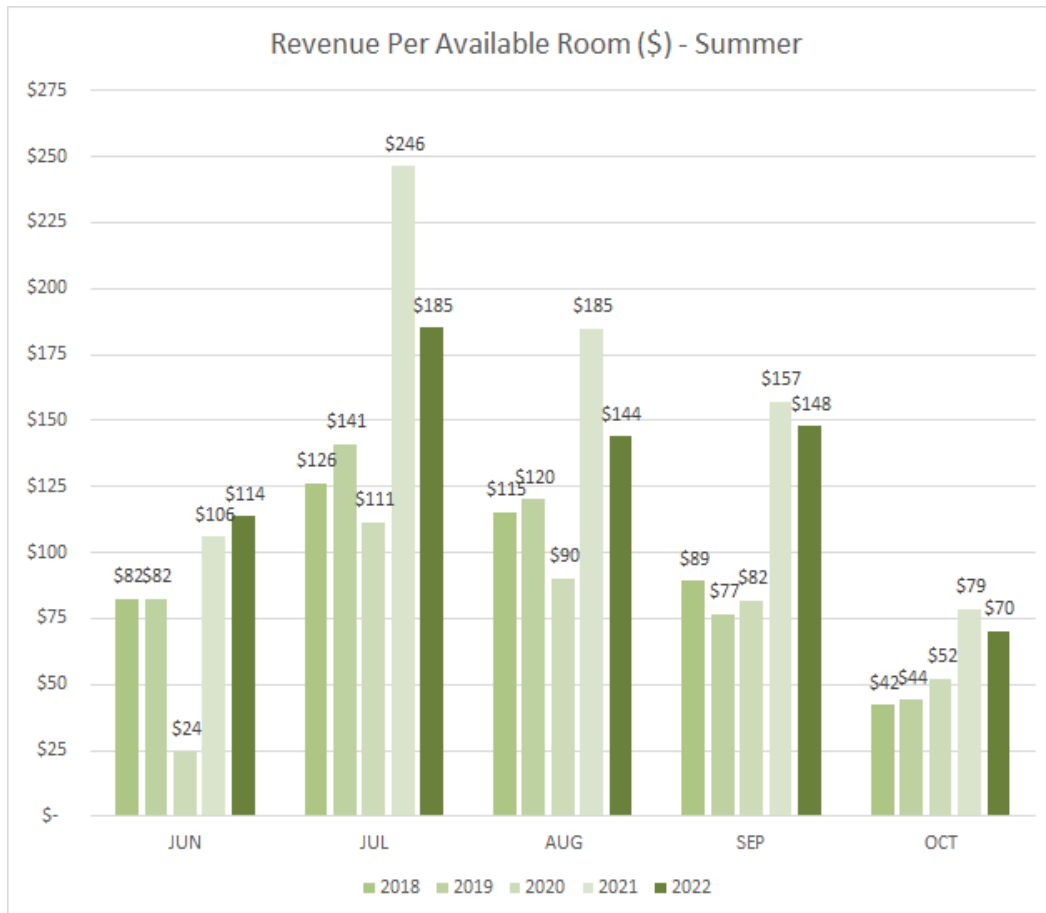
SUMMER	ADR \$ Jun-Oct	
2018	\$169	↑3.8
2019	\$174	↑2.9
2020	\$190	↑8.9%
2021	\$272	↑43.7%
2022	\$272	↓0.03%

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	\$424*	

*AVG from Dec & Jan Only



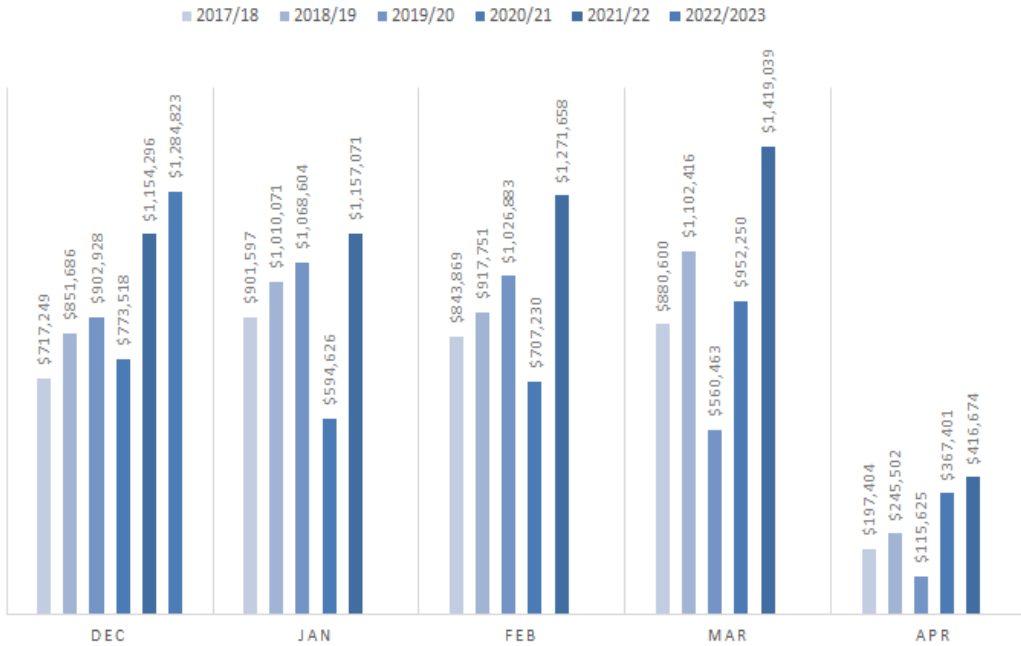
SUMMER	RevPAR AVG Jun- Oct	
2018	\$91	↑12.7%
2019	\$93	↑2.0%
2020	\$72	↓22.5%
2021	\$155	↑115%
2022	\$132	↓14.5%

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



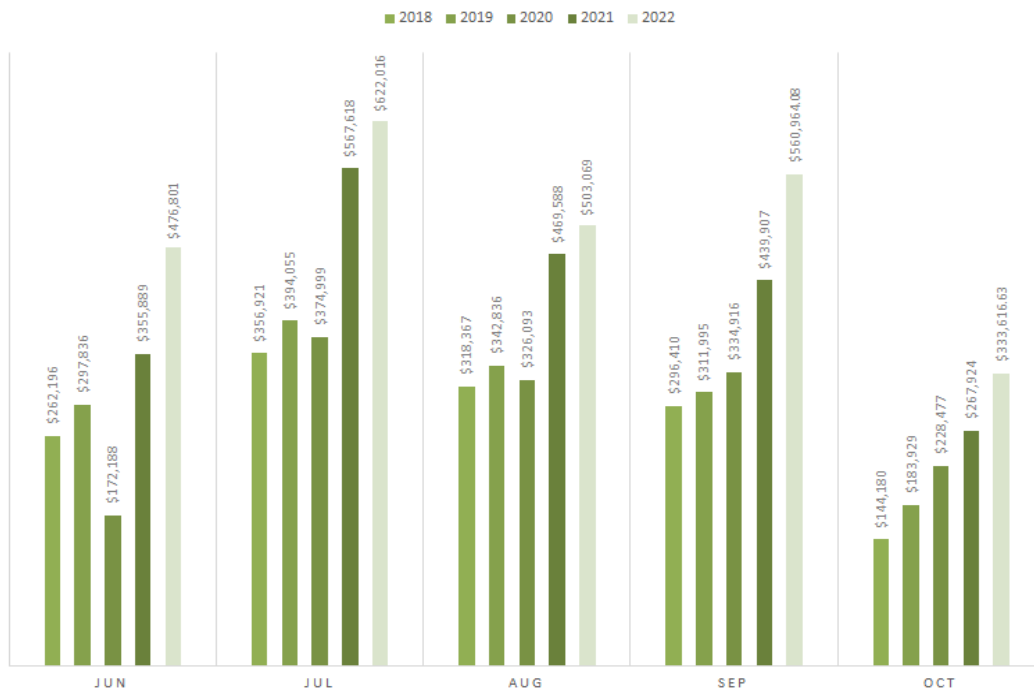
Marketing Sales Tax

WINTER	TOTAL \$ Dec-April	
2017/18	\$3,540,719	↑1.8%
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 Marketing Tax Totals

Year	Revenue
2020	\$5,366,437
2021	\$6,337,269
2022	\$8,585,152

MARKETING TAX - SUMMER



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%

DECEMBER 2022 + JANUARY 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



Roaring Fork Express Direct Mail

Delivered to PO Boxes in Aspen and Snowmass, and distributed to hotels

Launch date: December 23



Weekly Events Flyer

Distributed to Aspen and Snowmass concierges

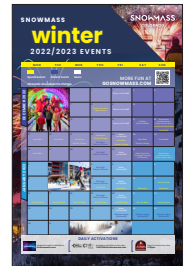
Distributed weekly November 24 – April 16



Winter Calendar Poster

Distributed throughout Snowmass Village

Launch date: December 15



Winter Restaurant/Retail Guide

5,000 pieces printed (18" x 24", folded to 4" x 9"), and distributed to Snowmass concierges

Launch date: December 15



Event Marketing

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

Versions: Snowmass Luminescence, Holiday Activities, New Years Eve Fireworks & Torchlight Parade, Snowmass S'mores

Run dates: December – January



Winter Ads

Full page ads in local publications – Authentic Aspen, Winter in Aspen

Launch date: December



INTERACTIVE

Programmatic Display Banner Ads (Winter)

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

Flight Dates:
August 15 – 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)

Texas Monthly 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
Ad versions: Bliss, Space,
Play, Après

Flight Dates:
August 15 – March 31



Standard Display Ads (Winter)

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

Flight Dates:
August 15 – March 31

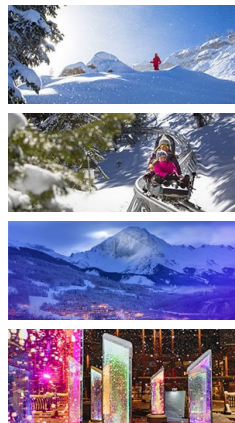


Native Banners and Sponsored Content

Colorado.com:
Native Banner Ad

Ad versions: Skiing, Coaster,
Town

Flight Dates:
October 3 – March 31



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



Podcast (Winter)

Wondery: Dynamic Pre-Produced Spot

Ad versions: N/A

Flight Dates:
September 1 – December 31

no image

Self Service Digital Video (Winter)

MTN CTV: Video Ads

Ad versions: Family (:15, :30)

Flight Dates:
August 15 – December 12



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.

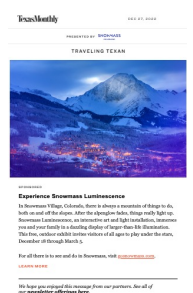
For all there is to see and do in Snowmass, visit gonowmass.com.

Sponsored eNewsletter

Texas Monthly Digital:
Exclusive Travel
eNewsletter

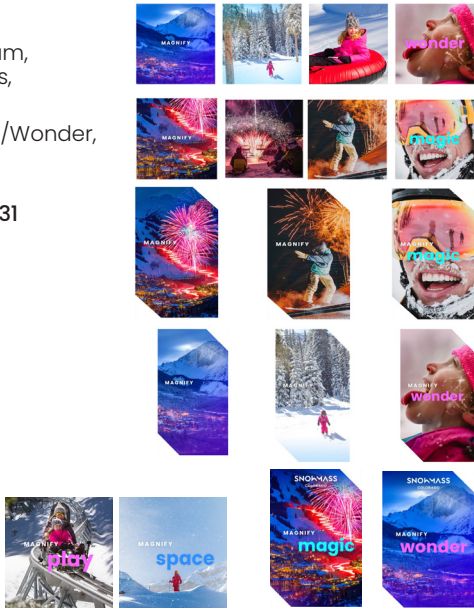
Ad versions: N/A

Flight Dates: January 6



INTERACTIVE CONTINUED...

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

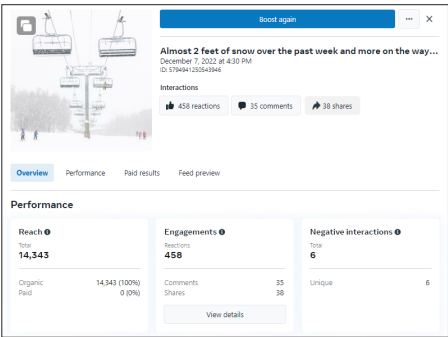


Social Ads (Winter)
YouTube: Trueview for
Action Video Campaign
Ad versions: Adrenaline (:15, :30)
Flight Dates:
October 20 - March 31

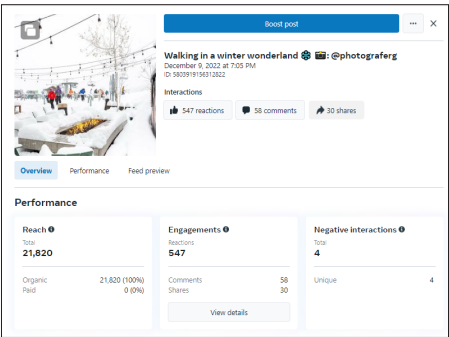


TOP FACEBOOK POSTS

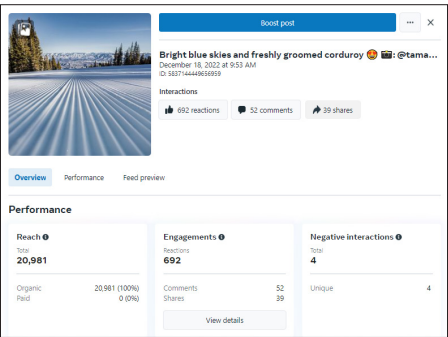
December 7



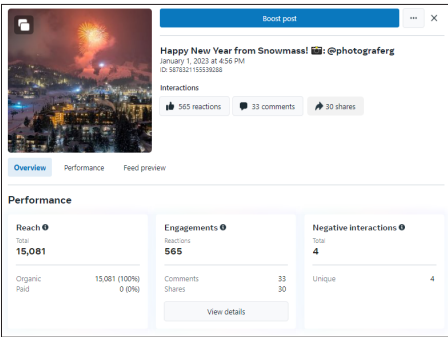
December 9



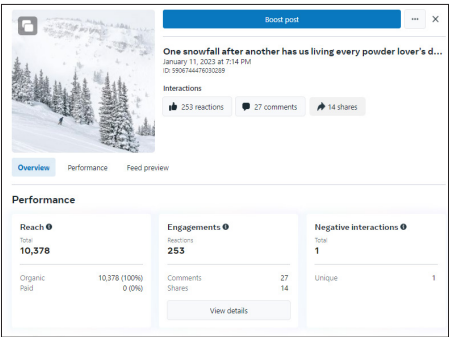
December 18



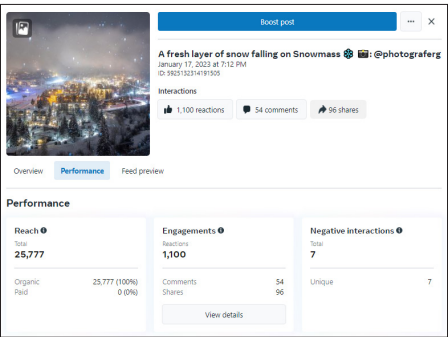
January 1



January 11

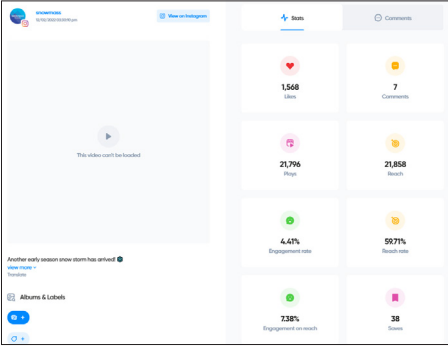


January 17

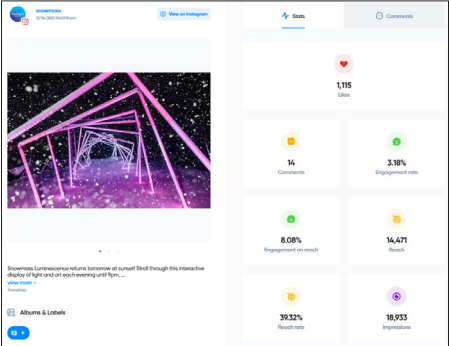


TOP INSTA POSTS

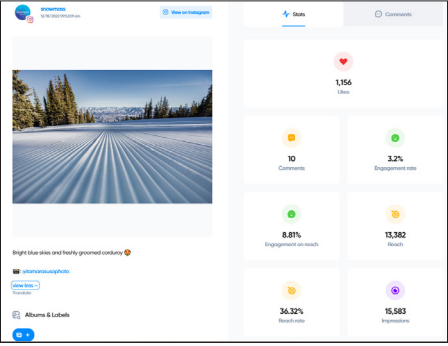
December 2



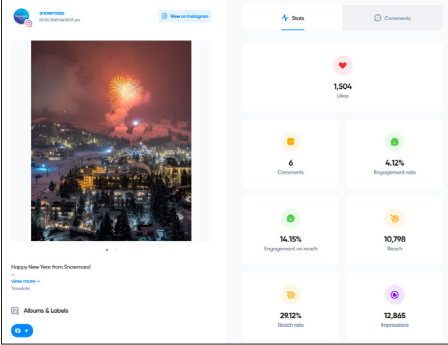
December 16



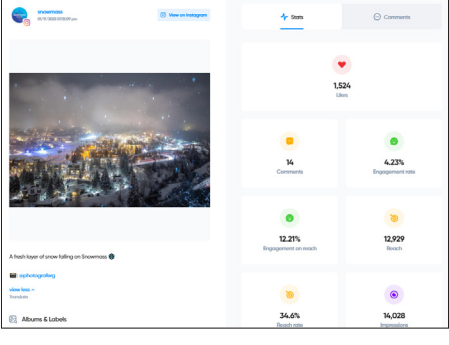
December 18



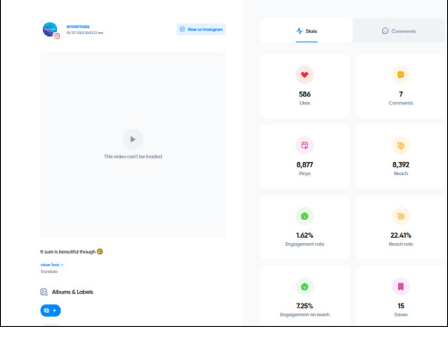
January 1



January 17

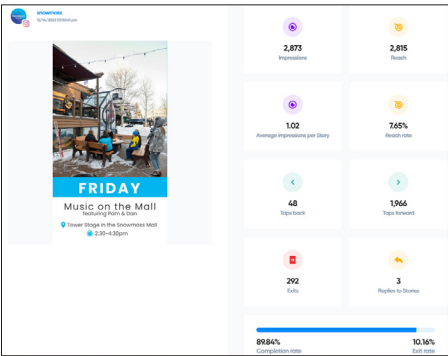


January 27

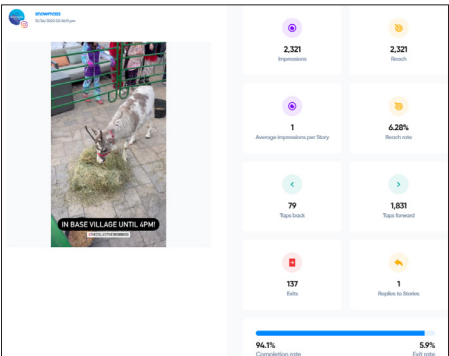


TOP INSTA STORIES

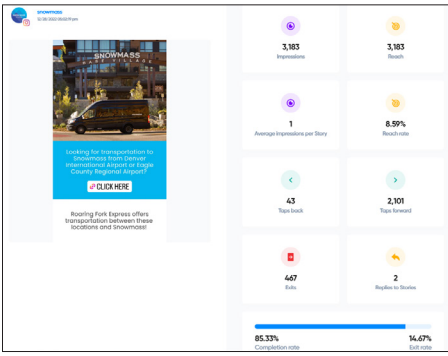
December 14



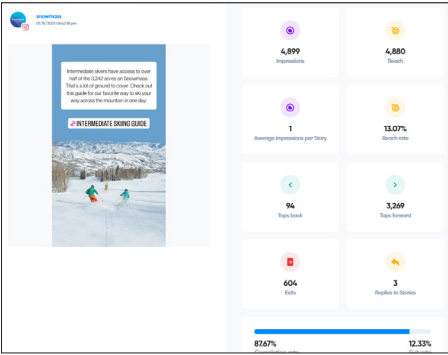
December 24



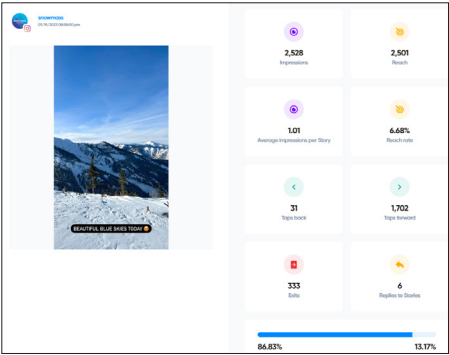
December 28



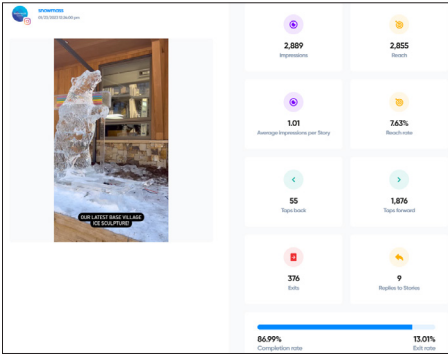
January 15



January 19



January 23



General Observations

As of 1/31/23



Website Sessions: Our website traffic rebounded very nicely in December and remained almost flat to last year, which is especially notable given October and November softness. In January, the decrease we saw in earlier fall/winter months continued.

Outbound Referrals: We saw new highs in outbound referrals for both December and January, and continue to direct traffic to stakeholders and partners very effectively. This is especially encouraging in these months when our quantity of visitors has lagged YOY; it shows that we've retained and improved the quality of our website visitor.

Website Activity by Traffic Source: Generally speaking, our paid media sourced website sessions are making up a larger percentage of our web traffic YOY in addition to meaningfully improving the average session duration of our guest by about 33%. At the same time, both organic and paid search traffic is about 15-20% softer than last year. A look at Google data shows a similar dip in searches related to some of our competitor resorts so I attribute the softness to more of an industry-wide YOY dip.

Website Audience Summary: We saw a lot more Colorado traffic than we did last year. Perhaps this could be due to our consistent snowfall and more local traffic having the flexibility to visit.

Content Interest by Season: Our winter-related interest has prematurely mean-reverted a few months earlier than we've seen the past couple of years, early January versus late February. Meanwhile, our engagement metrics have held steady— which we like to see.

Social Media Summary: We experienced near record-setting Instagram Stories impressions in both December and January— the YOY uptick of over 100% is impressive and shows that our focus on this medium is paying off.

Social Media Ad Summary: We saw outperformance of our 'consideration' ads with almost a 10% click-through-rate (multiple times what is considered average) during the month of December. This coincides with a holiday boost of people generally spending more time on social media platforms.

Social Media Video Ad Summary: While our percentage of views is lower than normal based on total impressions, our views are consistent relative to the number of people who were served our video. This season, we've seen about a 30-40% increase in impressions per person which drive down the percentage stat we've used historically.

Paid Search: We continue to see a dramatic increase in YOY engagement. Our top keyword groups were searches that include the word Snowmass (or similar) along with our group sales keywords, in particular, wedding-related terms.

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.

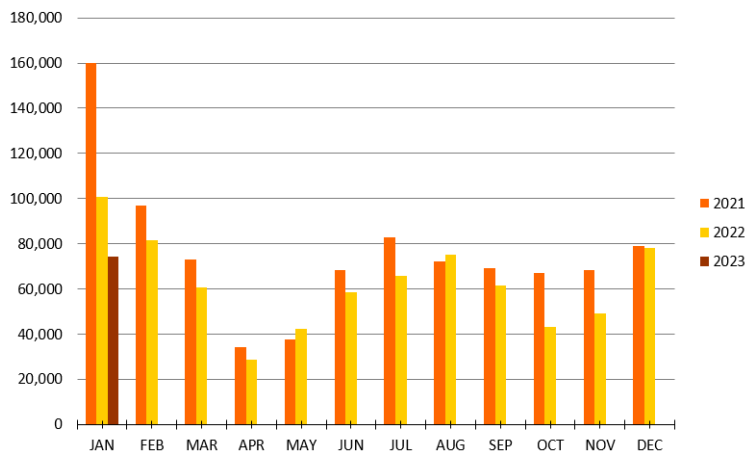
Snowmass Tourism Online Dashboard

As of 1/31/23

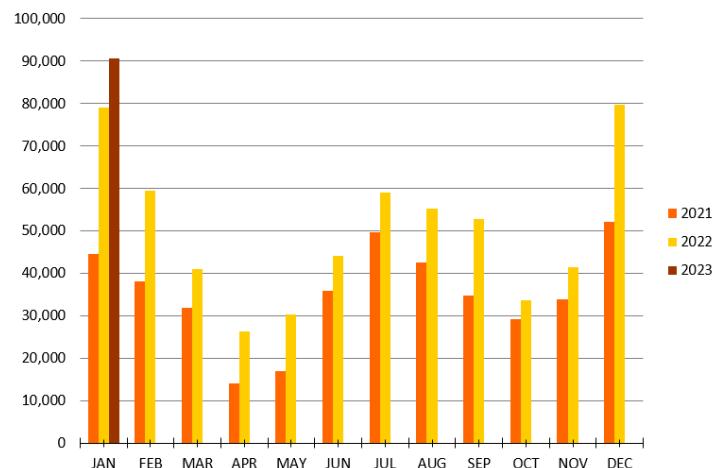
ATTACHMENT B



Website Sessions

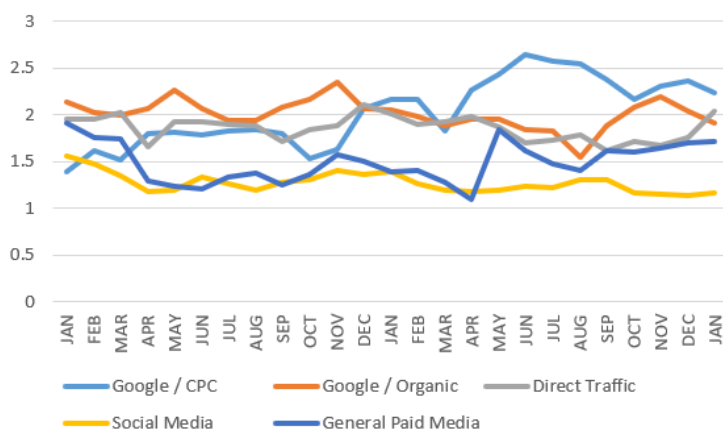


GoSnowmass.com Outbound Referrals

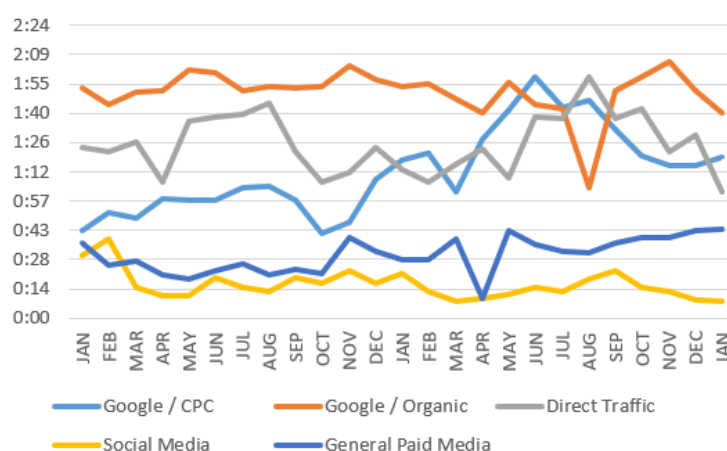


GoSnowmass.com Activity by Traffic Source

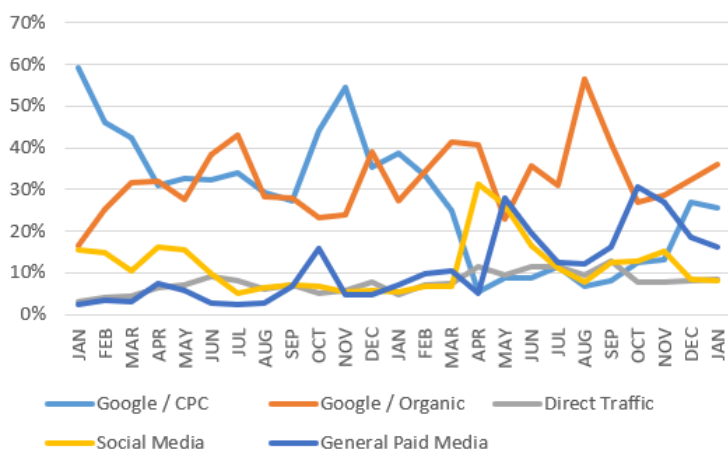
Web Pages per Session by Traffic Source



Ave. Session Duration by Traffic Source



% of Total Sessions by Traffic Source



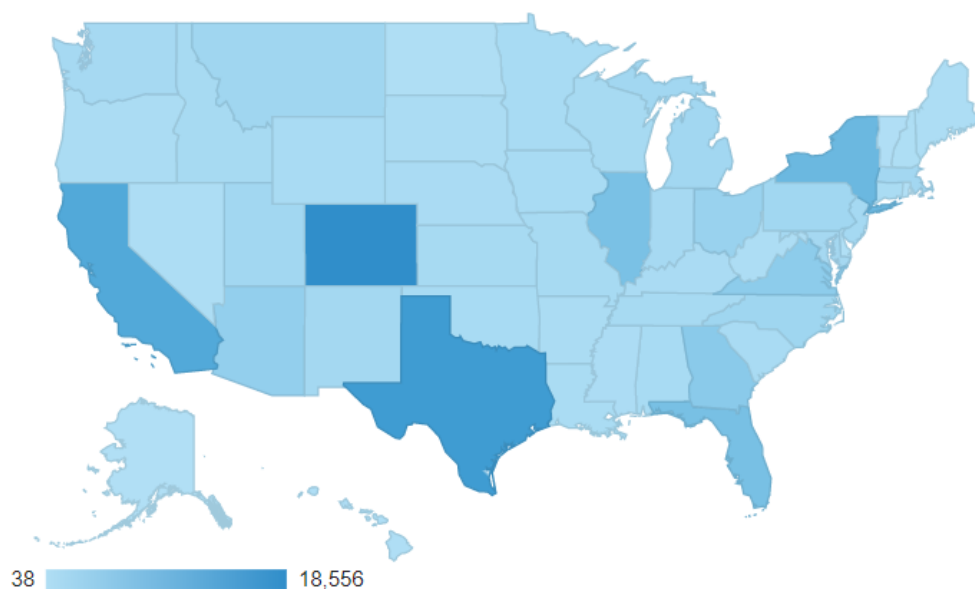
Google/CPC: Usually, this is our largest source of web traffic and our 2nd most engaged paid source behind Bing.

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.



22/23

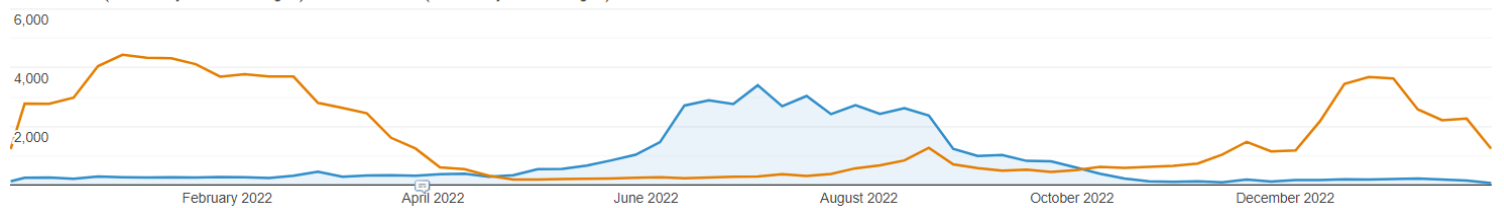
1.	Colorado	18,556 (14.80%)
2.	Texas	15,149 (12.08%)
3.	California	12,320 (9.83%)
4.	New York	8,737 (6.97%)
5.	Florida	7,104 (5.67%)

21/22

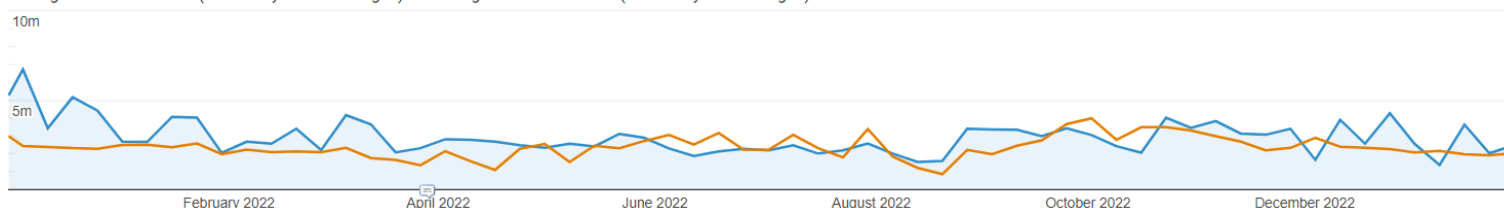
1.	Colorado	29,679 (22.06%)
2.	Texas	18,808 (13.98%)
3.	California	13,796 (10.26%)
4.	Florida	9,448 (7.02%)
5.	New York	7,784 (5.79%)

GoSnowmass.com Content Interest by Season

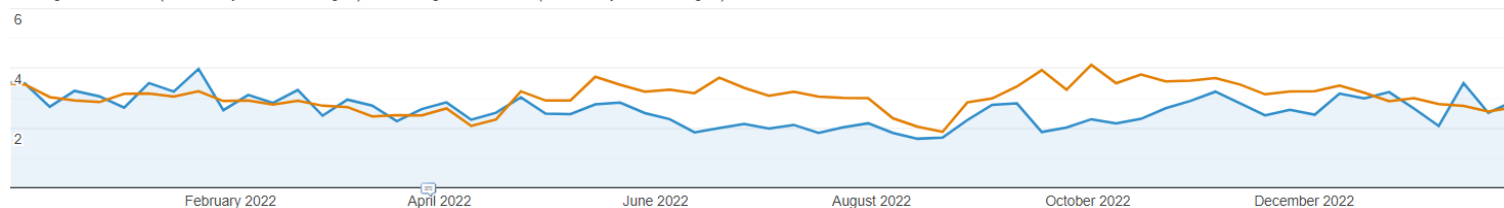
● Sessions (SMV - Key Summer Pages) ● Sessions (SMV - Key Winter Pages)



● Avg. Session Duration (SMV - Key Summer Pages) ● Avg. Session Duration (SMV - Key Winter Pages)



● Pages / Session (SMV - Key Summer Pages) ● Pages / Session (SMV - Key Winter Pages)



Social Media Summary

ATTACHMENT B

	INSTAGRAM			PINTEREST		FACEBOOK
	Followers	Stories Impressions	Post Likes	Video 95% Viewed	Non-Video Engagements	Page 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

Social Media Video Performance	DEC	JAN
People Served:	298,597	399,420
Impressions:	1,681,493	1,636,126
Impressions per Person:	5.6	4.1
% of Views at 50%:	5%	5%
# of Viewers Who Watched 50%:	87,773	83,694
% of Views at 100%:	2%	2%
# of Viewers Who Watched 100%:	28,104	24,632

Paid Search Summary

Paid Search (Google)	DEC	JAN
Search Campaigns		
Impressions	637,500	1,024,900
CTR	3.10%	1.72%

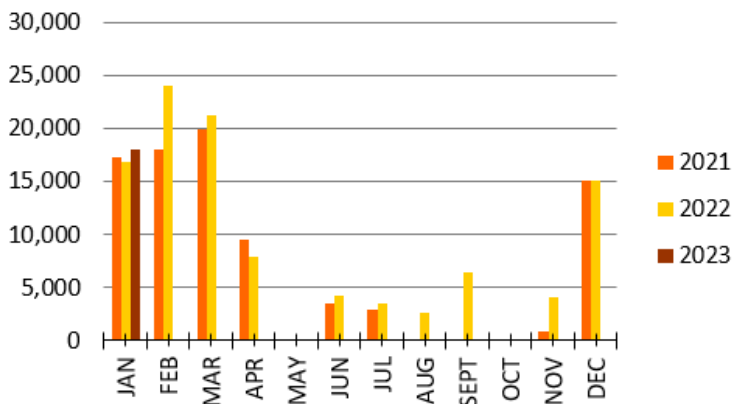
Social Media Ad Performance	DEC	JAN
Total People Served:	298,597	399,420
Total Impressions:	1,681,493	1,636,126
Impressions per Person:	5.6	4.1
% People Taking Action:	3.95%	2.48%
Ads with Website Click Goals		
% People Clicking to Website (CTR):	9.79%	6.92%
% People Engaging with Ad:	9.83%	6.94%
Ads with Impression Goals		
% People Engaging with Ad:	0.95%	0.37%
% People Clicking to Website (CTR):	0.50%	0.34%

Email Marketing Summary

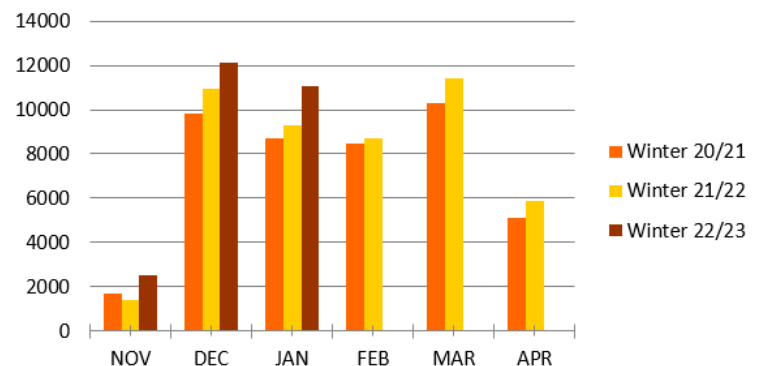
Email Marketing	OCT	NOV	DEC	JAN
Sent	492	3,671	5,168	3,884
Unique Opens	222	1,561	2,040	1,659
Open%	45%	43%	39%	43%
Unique Clicks	92	418	294	305
CTR on Open	41.4%	26.8%	14.4%	18.4%

Guest Services Summary

Town Park Station Visitations



S'mores Distributed



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

December 2022 & January 2023

SNOWMASS TOURISM & B PUBLIC RELATIONS PR SUMMARY

In December 2022 & January 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; new retail outlet Ro + Fern; new restaurant menus at Aurum; capital development groundbreaking news including Cirque X The Viceroy Residence and Aura; the debut of Electric Pass Lodge; new flights and transportation options to the Roaring Fork Valley; and more. Snowmass Tourism PR also promoted all holiday news and happenings surrounding Christmas, Hanukkah, New Year's Eve, Aspen Gay Ski Week, etc. Snowmass Tourism PR hosted 12 journalists in Snowmass Village over December 2022 & January 2023. In addition, Snowmass Tourism PR, in conjunction of Aspen Chamber Resort Association, finalized contracts and hosted start up calls with PR reps in the UK, Australia, and Mexico for Summer 2023 PR efforts. Media engagement in December 2022 & January 2023 included 26 pitched stories to national, regional, and local publications, resulting in interest from *5280 Magazine*, *Aspen Daily News*, *Aspen Magazine*, *Aspen Public Radio*, *Aspen Times*, *Colorado Homes & Lifestyles Magazine*, *Colorado Meetings & Events*, *Colorado Parent*, *Fodor's Travel Guide*, *Insider Magazine*, *Local Magazine*, *New York Times*, *Women's Wear Daily*, and more.

B Public Relations pitched a variety of Snowmass stories in December 2022 & January 2023, positioning Snowmass as a world-class mountain destination for winter vacations and holiday getaways (i.e. Valentine's/Galentine's Day, Mardi Gras, and Spring Break), and highlighting its abundance of seasonal recreational activities and experiences, lodging accommodations, and on-mountain dining. Media outreach and engagement resulted in coverage in top national and regional publications such as *405 Magazine*, *5280 Magazine*, *Fodor's Travel*, *Good Housekeeping*, *INSIDER*, *Simplemost*, *Tripadvisor*, and more. After distributing winter hosting invitations to key travel media, BPR confirmed three hostings for the winter season including Sara Courtney, from *The Travel*, who visited the destination in January 2023. Additional media are set to visit in February & March 2023. BPR has turned media attention to summer 2023 and has received interest from seven journalists who contribute to national outlets including *TravelAwaits*, *DuJour*, *Forbes*, *AFAR*, *San Joaquin Magazine*, and more for visits during the summer season.

MEDIA HOSTING & OUTREACH

In December 2022 & January 2023, Snowmass Tourism PR hosted and co-hosted 12 journalists in Snowmass Village. Snowmass Tourism coordinated transportation, lodging, and itineraries, in addition to hosting meals and activities.

- **Aspen Skiing Company International Visit**
 - **WAYFARER Executive Travel & Lifestyle Magazine (Australia)** James Wilkinson

- **Aspen Skiing Company Ride with Burton Media FAM**
 - **Best Health Magazine (Canada)** Rebecca Gao
 - **Freelance (Departures & Business Insider)** Alex Frank
 - **Freelance (New York Times)** Max Berlinger
 - **Freelance (NY Times & Conde Nast Traveler)** David Dodge
 - **Freelance (Vail Daily, 5280 Magazine, OUT Traveler)** Shauna Farnell
 - **Men's Health** Sean Abrams
 - **Snowboard Canada** Edwin Poulston
 - **The Vibe (Canada)** Steven Branco
- **B Public Relations Individual Visit**
 - **The Travel** Sara Courtney
- **Colorado Tourism Office Individual Visit**
 - **Freelance (Vogue, T+L, The Manuel)** Latifah Al-Hazza
- **Viewline Snowmass Resort Individual Visit**
 - **Freelance (New York Times, T+L)** Amy Tara Koch

Additionally in December 2022 & January 2023, Snowmass Tourism PR attended the Snowmass Tourism's Group Sales Client Event in Denver, hosting Denver based media and partners including Freelance (5280 Magazine) Courtney Holden and partners from the Colorado Tourism Office. Snowmass Tourism PR also attended a media event hosted by Aspen Skiing Company and Aspen X, meeting with local journalists to chat winter and upcoming summer news, including Freelance (Outside Magazine, Ski) Tess Weaver, Freelance (Cross Country Ski Magazine, New York Times) Cindy Hirschfeld, Aspen Daily News, Aspen Times, Local Magazine, and others.

PRESS RELEASES DISTRIBUTED

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

- January 30 Snowmass Tourism Hires New Group Sales Director

PR RESULTS

Total PR Stories in December 2022 & January 2023 – Approximately 804 stories

- Equaling approximately 1.3 billion media impressions
- Equaling approximately \$1.1 million in ad value

MEDIA HIGHLIGHTS

Media coverage highlights from December 2022 & January 2023 include:

- **405 Magazine:** Spirit of Snowmass
- **5280 Magazine:** 22 Ways to Celebrate the Holidays in Colorado This Month
- **Fodor's Travel:** The 15 Most Spectacular Sunsets in The U.S.
- **Fox 31:** Colorado Adventures in December
- **Good Housekeeping:** 30 Best Valentine's Day Getaways for A Romantic Escape This Year
- **INSIDER:** I've Been Skiing Across the Western US For Over a Decade. I Think These 9 Ski Resorts Are the Best in The Region
- **KGUN-TV (Tucson, AZ):** 5 Beginner-Friendly Ski Resorts That Make Learning to Ski Fun
- **MSN:** 5 Beginner-Friendly Ski Resorts That Make Learning to Ski Fun
- **Simplemost:** 5 Beginner-Friendly Ski Resorts That Make Learning to Ski Fun

- **Tripadvisor:** 12 New Ski Hotels to Glide into This Winter
- **Yahoo News:** I've Been Skiing Across the Western US For Over a Decade. I Think These 9 Ski Resorts Are the Best in The Region

SNOWMASS TOURISM & B PUBLIC RELATIONS INFLUENCER CAMPAIGN

Snowmass Tourism, with support from BPR, will execute a winter influencer program in 2023, starting in February. This program will drive key messaging and highlight Snowmass as a top winter destination for audiences in top target markets including Austin, New York, Los Angeles, and San Francisco, and more. Partnerships have been confirmed with two initial influencer partners that focus on direct flight options in/out of Snowmass from Austin & Houston and that focus on DEI and LGBTQ+ verticals.



Group Sales Update

Group Sales Dashboard 2022 FINAL

	2022 Q4 Goal	2022 Q4 Production	Production % Q4 Goal	2021 Q4 Production	2022 Annual Goal	2022 YTD Production (Includes variance)	Production % Annual Goal
Total Leads	163	137	84%	148	652	553	85%
Leads Rebooked		0		0		0	
New Leads	163	137	84%	148		553	
Prospecting	980	960	98%	1,062	3,920	4,196	107%
Site Visits		9		4	-	40	-
IDSS New Accounts	190	149	78%	178	760	649	85%
Sales Trips (In-Person/Virtual)		13		14	-	38	-
Fams/Events		2		1	-	6	-
Room Nights Contracted	9,253	9,838	106%	7,976	37,010	25,514	69%
Variance In Rooms In Quarter		238		571		-3,825	
Room Night Cancels		0		-600		-236	
Net Quarterly Definite Room Nights		10,076		7,947			
Total Actualized Variance + Cancels						-4,061	
Year To Date Actual					37,010	21,453	58%
% of New Room Nights - Qtr and YTD	35%	33%	95%		35%	46%	132%

Rollover Production

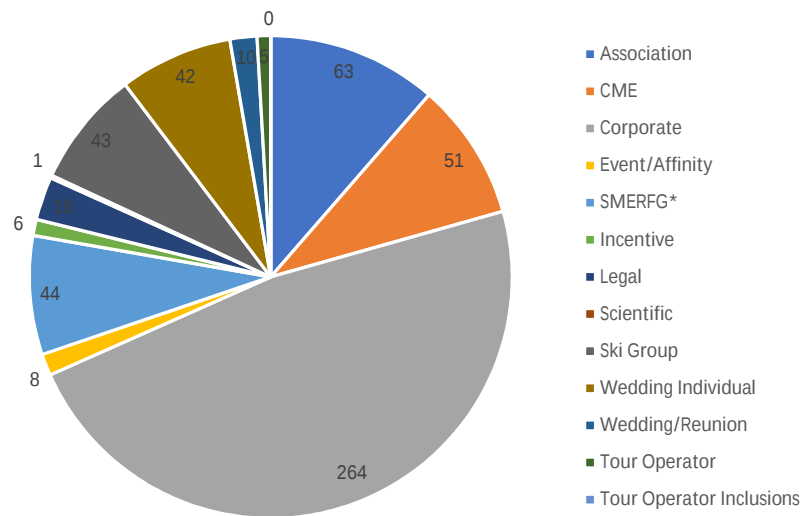
PREVIOUS PROSPECTS AND TENTATIVES THAT CARRY OVER TO 2023

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%	4/4	100%	20/22	91%	174/178	98%
Tentative	1/1	100%	0/4	0%	2/22	9%	4/178	2%
Definite	0/1	0%	0/4	0%	0/22	0%	0/178	0%
Definite Non-Contract	0/1	0%	0/4	0%	0/22	0%	0/178	0%
Lost Business	0/1	50%	0/4	0%	0/22	0%	0/178	0%

Conversion	2022 FINAL YTD Production	2022 % Leads
Prospect	354/553	64%
Tentative	8/553	1%
Definite	37/553	7%
Definite Non-Contract	20/553	4%
Lost Business	134/553	24%

Leads by Market Segment 2022 FINAL

Leads by Market Segment



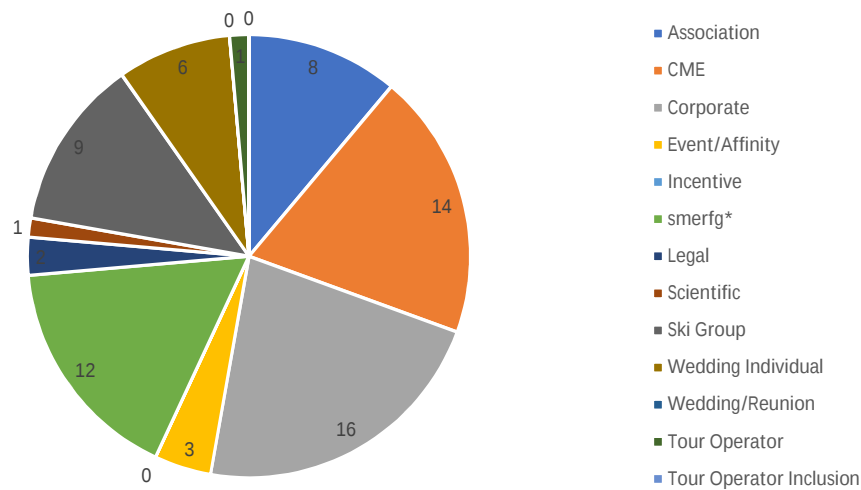
553 YTD Total Leads

Year	# Leads
2022	174
2023	295
2024	60
2025	17
2026	3
2027	1
2028	1
2029	1
2030	1

* Associations:
35 In-State
28 Out of State

Definites by Market Segment 2022 FINAL

Definites by Market Segment



72 YTD Total Definites

Year	# Leads
2022	29
2023	34
2024	6
2025	3

*Associations:
 7 In-State
 1 Out of State

56 New from 2022
 2 Rollover from 2017
 1 Rollover from 2018
 1 Rollover from 2020
 9 Rollover from 2021
 1 Rollover cancel 2022
 2 Rollover cancel 2021

2022 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	10,455	2,381	3,016	1,814	17,666
2024	5,576	195	1,700	0	7,471
2025	3,705	0	474	0	4,179

Groups on the Books arrivals starting 1/1/2023

ROOM NIGHTS	NUMBER OF GROUPS
Over 1,000	4
750 – 999	3
500 - 745	11
200 - 499	29
1 - 199	17
0	8 (contracts w/o def room nights)
TOTAL	72