



**Tourism Board  
Thursday, August 21, 2025  
9:00 AM  
130 Kearns Road  
Council Chambers  
Snowmass Village, CO 81615**

### **Agenda**

- 1. Roll Call**
- 2. Public Non-Agenda Items**  
(Limit 3 Minutes Each)
- 3. Programs for Review, Approval and/or Heads Up**
  - 3.A. Update on DMP & Budget
  - 3.B. Group Sales Dashboard
  - 3.C. Primary Dashboards
  - 3.D. Marketing Dashboards
- 4. Approval of Minutes**
  - 4.A. Previous Meeting Minutes 7.22.25
- 5. Other Matters Arising**
- 6. Adjournment**

# Group Sales Dashboard

|                  | 2025 Q2<br>Production | 2025 Q2<br>Production Goal | Production % Q2<br>Goal | 2025 YTD<br>Production | 2025 Annual Goal | Production %<br>Annual Goal | 2024 Q2<br>Production | 2024 YTD Production<br>at end of Q2 | Q2 Difference<br>2025 vs. 2024 | YTD Difference 2025<br>vs. 2024 |
|------------------|-----------------------|----------------------------|-------------------------|------------------------|------------------|-----------------------------|-----------------------|-------------------------------------|--------------------------------|---------------------------------|
| Total Leads      | 121                   | 138                        | 88%                     | 349                    | 552              | 22%                         | 119                   | 272                                 | 2                              | 77                              |
| Total Production | 3,939                 | 8,500                      | 46%                     | 11,765                 | 34,000           | 12%                         | 7,455                 | 15,554                              | -3,516                         | -3,789                          |

- Almost (4K) room nights behind last year for Q2. Majority of this shortfall is the contracting for MTS as an anomaly.
- Lead volume has recovered a bit since March and showed as relatively flat YOY in Q2 and up overall through the first half of the year

# 2025 OTB Pacing YTD and Beyond

| Year | Q1     | Q2    | Q3     | Q4    | Total  |
|------|--------|-------|--------|-------|--------|
| 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 | 13,094 | 3,219 | 5,718  | 3,183 | 25,214 |
| 2024 | 8,400  | 5,719 | 7,829  | 2,074 | 24,022 |
| 2025 | 12,211 | 9,057 | 4,226  | 275   | 25,769 |
| 2026 | 6,376  | 3,321 | 2,030  | 140   | 11,867 |
| 2027 | 6,236  | 460   | 0      | 0     | 6,696  |
| 2028 | 529    | 0     | 0      | 0     | 529    |

- On the books numbers pacing at +7,000 YOY STLY through end of June
  - Remainder of the year is showing (2,500) behind. Overall we're well ahead of last year's numbers
- 1 year out pacing slightly ahead of +1,500 RNs OTB
- 2 year out pacing +2,300

## Spring – Fall Events

- Rockies Game – July 20
- East Coast/Association FAM – Week of 7/21
- iCentiviz FAM – Week of 8/11
- CO BAR & CLE FAM – Week of 8/18
- Labor Day Jazz – Labor Day Weekend
- Destination Colorado Customer Appreciation Event – Sept 10-12 (plus post stays)
- WeCrush Events FAM – Week of 9/22
- Emerge Wedding Event – Week of 10/7

## Pending Hosted Opportunities

- Helmsbriscoe Client Summit – 12-12 weekend
- Confab Summit – April '26
- SITE Mountain West Summit (TBD)
- Smart Meetings Multi-Day – September '26
- Lux Week Snowmass – December '26
- Rotary Event – Jan '27
- SITE ISA – April '27

| Lodging Tax  |                        |                        |                        |                        |                        |
|--------------|------------------------|------------------------|------------------------|------------------------|------------------------|
|              | 2021                   | 2022                   | 2023                   | 2024                   | 2025                   |
| JAN          | \$ 207,012.22          | \$ 477,471.33          | \$ 709,145.87          | \$ 771,015.34          | \$ 793,695.36          |
| FEB          | \$ 265,668.27          | \$ 574,779.74          | \$ 688,679.14          | \$ 814,750.77          | \$ 794,793.80          |
| MAR          | \$ 375,045.97          | \$ 631,331.94          | \$ 686,084.88          | \$ 810,276.89          | \$ 818,513.21          |
| APR          | \$ 93,144.93           | \$ 97,900.39           | \$ 116,618.80          | \$ 102,752.56          | \$ 99,070.63           |
| MAY          | \$ 29,357.71           | \$ 27,505.02           | \$ 11,512.18           | \$ 14,246.54           | \$ 14,085.51           |
| JUN          | \$ 94,074.16           | \$ 133,326.64          | \$ 105,687.92          | \$ 115,178.89          |                        |
| JUL          | \$ 208,751.67          | \$ 227,596.59          | \$ 220,505.58          | \$ 220,351.32          |                        |
| AUG          | \$ 152,936.35          | \$ 158,419.41          | \$ 156,100.20          | \$ 183,223.35          |                        |
| SEPT         | \$ 128,097.24          | \$ 157,865.27          | \$ 148,885.04          | \$ 106,235.60          |                        |
| OCT          | \$ 78,658.18           | \$ 86,156.02           | \$ 46,715.91           | \$ 54,144.86           |                        |
| NOV          | \$ 47,489.37           | \$ 60,963.21           | \$ 27,010.34           | \$ 27,055.88           |                        |
| DEC          | \$ 418,510.30          | \$ 496,207.32          | \$ 535,819.46          | \$ 515,455.86          |                        |
| <b>TOTAL</b> | <b>\$ 2,098,746.37</b> | <b>\$ 3,129,522.88</b> | <b>\$ 3,452,765.32</b> | <b>\$ 3,734,687.86</b> | <b>\$ 2,520,158.51</b> |

| Marketing Tax |                        |                        |                        |                         |                        |
|---------------|------------------------|------------------------|------------------------|-------------------------|------------------------|
|               | 2021                   | 2022                   | 2023                   | 2024                    | 2025                   |
| JAN           | \$ 594,636.59          | \$ 1,157,121.42        | \$ 1,544,436.15        | \$ 1,591,108.74         | \$ 1,729,830.94        |
| FEB           | \$ 707,493.46          | \$ 1,271,825.93        | \$ 1,407,051.56        | \$ 1,631,868.17         | \$ 1,585,364.30        |
| MAR           | \$ 952,262.50          | \$ 1,419,288.15        | \$ 1,507,009.91        | \$ 1,748,458.73         | \$ 1,795,650.63        |
| APR           | \$ 367,486.29          | \$ 416,757.79          | \$ 462,597.72          | \$ 431,280.94           | \$ 432,308.79          |
| MAY           | \$ 174,045.22          | \$ 213,263.48          | \$ 255,406.38          | \$ 224,081.35           | \$ 249,775.00          |
| JUN           | \$ 356,087.15          | \$ 475,097.76          | \$ 493,059.71          | \$ 517,013.34           |                        |
| JUL           | \$ 567,719.40          | \$ 622,337.34          | \$ 644,023.98          | \$ 697,057.92           |                        |
| AUG           | \$ 469,695.62          | \$ 504,442.56          | \$ 532,175.78          | \$ 615,116.96           |                        |
| SEPT          | \$ 440,720.84          | \$ 561,325.36          | \$ 613,481.82          | \$ 654,258.35           |                        |
| OCT           | \$ 269,124.37          | \$ 336,002.37          | \$ 304,226.82          | \$ 349,329.69           |                        |
| NOV           | \$ 282,855.11          | \$ 328,692.90          | \$ 301,543.06          | \$ 383,432.01           |                        |
| DEC           | \$ 1,155,874.69        | \$ 1,304,583.94        | \$ 1,401,568.94        | \$ 1,389,267.16         |                        |
| <b>Total</b>  | <b>\$ 6,338,001.24</b> | <b>\$ 8,610,739.00</b> | <b>\$ 9,466,581.83</b> | <b>\$ 10,232,273.36</b> | <b>\$ 5,792,929.66</b> |





| Average Daily Rate |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|
|                    | 2021      | 2022      | 2023      | 2024      | 2025      |
| JAN                | \$ 473.03 | \$ 570.10 | \$ 687.16 | \$ 732.69 | \$ 777.16 |
| FEB                | \$ 477.06 | \$ 629.34 | \$ 687.16 | \$ 804.19 | \$ 861.46 |
| MAR                | \$ 482.83 | \$ 599.65 | \$ 687.16 | \$ 756.29 | \$ 815.06 |
| APR                | \$ 320.94 | \$ 303.08 | \$ 687.16 | \$ 326.07 | \$ 321.46 |
| MAY                | \$ 178.34 | \$ 180.84 | \$ 196.81 | \$ 206.78 | \$ 225.04 |
| JUN                | \$ 227.03 | \$ 266.24 | \$ 270.93 | \$ 267.81 | \$ 277.55 |
| JUL                | \$ 326.54 | \$ 300.88 | \$ 307.20 | \$ 310.42 | \$ 327.67 |
| AUG                | \$ 304.88 | \$ 280.37 | \$ 281.38 | \$ 297.20 |           |
| SEPT               | \$ 281.35 | \$ 299.72 | \$ 290.37 | \$ 273.76 |           |
| OCT                | \$ 222.58 | \$ 219.71 | \$ 206.22 | \$ 235.77 |           |
| NOV                | \$ 235.42 | \$ 238.32 | \$ 258.09 | \$ 247.35 |           |
| DEC                | \$ 712.98 | \$ 791.13 | \$ 736.56 | \$ 833.69 |           |

| Winter Occupancy  | 2020-21   | 2021-22   | 2022-23   | 2023-24   | 2024-25   |
|-------------------|-----------|-----------|-----------|-----------|-----------|
| NOV               | \$ 192.59 | \$ 235.42 | \$ 238.32 | \$ 258.09 | \$ 247.35 |
| DEC               | \$ 474.54 | \$ 712.98 | \$ 791.13 | \$ 736.56 | \$ 833.69 |
| JAN               | \$ 473.03 | \$ 570.10 | \$ 687.16 | \$ 732.69 | \$ 777.16 |
| FEB               | \$ 477.06 | \$ 629.34 | \$ 687.16 | \$ 804.19 | \$ 861.46 |
| MAR               | \$ 482.83 | \$ 599.65 | \$ 687.16 | \$ 756.29 | \$ 815.06 |
| APR               | \$ 320.94 | \$ 303.08 | \$ 687.16 | \$ 326.07 | \$ 321.46 |
| AVERAGE (Dec-Apr) | \$ 445.68 | \$ 563.03 | \$ 707.95 | \$ 671.16 | \$ 721.77 |
| % INCREASE Y/Y    |           | 26.33%    | 25.74%    | -5.20%    | 7.54%     |

| Summer Occupancy     | 2021      | 2022      | 2023      | 2024      | 2025      |
|----------------------|-----------|-----------|-----------|-----------|-----------|
| MAY                  | \$ 178.34 | \$ 180.84 | \$ 196.81 | \$ 206.78 | \$ 225.04 |
| JUN                  | \$ 227.03 | \$ 266.24 | \$ 270.93 | \$ 267.81 | \$ 277.55 |
| JUL                  | \$ 326.54 | \$ 300.88 | \$ 307.20 | \$ 310.42 | \$ 327.67 |
| AUG                  | \$ 304.88 | \$ 280.37 | \$ 281.38 | \$ 297.20 |           |
| SEP                  | \$ 281.35 | \$ 299.72 | \$ 290.37 | \$ 273.76 |           |
| OCT                  | \$ 222.58 | \$ 219.71 | \$ 206.22 | \$ 235.77 |           |
| AVERAGE (June- Sept) | \$ 284.95 | \$ 286.80 | \$ 287.47 | \$ 287.30 |           |
| % INCREASE Y/Y       |           | 0.65%     | 0.23%     | -0.06%    |           |



| Revenue Per Available Room |           |           |           |           |           |
|----------------------------|-----------|-----------|-----------|-----------|-----------|
|                            | 2021      | 2022      | 2023      | 2024      | 2025      |
| JAN                        | \$ 150.14 | \$ 383.93 | \$ 499.77 | \$ 527.90 | \$ 550.38 |
| FEB                        | \$ 225.43 | \$ 488.71 | \$ 557.64 | \$ 597.69 | \$ 640.54 |
| MAR                        | \$ 299.82 | \$ 453.95 | \$ 506.72 | \$ 549.72 | \$ 591.97 |
| APR                        | \$ 107.37 | \$ 89.48  | \$ 105.71 | \$ 138.86 | \$ 115.35 |
| MAY                        | \$ 25.78  | \$ 15.31  | \$ 13.85  | \$ 22.14  | \$ 21.26  |
| JUN                        | \$ 106.06 | \$ 113.68 | \$ 119.68 | \$ 119.84 | \$ 120.43 |
| JUL                        | \$ 246.42 | \$ 185.11 | \$ 176.79 | \$ 197.33 | \$ 205.39 |
| AUG                        | \$ 184.79 | \$ 144.01 | \$ 131.66 | \$ 513.37 |           |
| SEPT                       | \$ 157.14 | \$ 149.80 | \$ 135.12 | \$ 349.44 |           |
| OCT                        | \$ 78.57  | \$ 68.89  | \$ 50.79  | \$ 61.36  |           |
| NOV                        | \$ 46.45  | \$ 28.45  | \$ 25.60  | \$ 33.64  |           |
| DEC                        | \$ 399.08 | \$ 382.65 | \$ 348.48 | \$ 379.67 |           |

| Winter Occupancy  | 2020-21   | 2021-22   | 2022-23   | 2023-24   | 2024-25   |
|-------------------|-----------|-----------|-----------|-----------|-----------|
| NOV               | \$ 29.75  | \$ 46.45  | \$ 28.45  | \$ 25.60  | \$ 33.64  |
| DEC               | \$ 203.66 | \$ 399.08 | \$ 382.65 | \$ 348.48 | \$ 379.67 |
| JAN               | \$ 150.14 | \$ 383.93 | \$ 499.77 | \$ 527.90 | \$ 550.38 |
| FEB               | \$ 225.43 | \$ 488.71 | \$ 557.64 | \$ 597.69 | \$ 640.54 |
| MAR               | \$ 299.82 | \$ 453.95 | \$ 506.72 | \$ 549.72 | \$ 591.97 |
| APR               | \$ 107.37 | \$ 89.48  | \$ 105.71 | \$ 138.86 | \$ 115.35 |
| AVERAGE (Dec-Apr) | \$ 197.28 | \$ 363.03 | \$ 410.50 | \$ 432.53 | \$ 455.58 |
| % INCREASE Y/Y    |           | 84.01%    | 13.08%    | 5.37%     | 5.33%     |

| Summer Occupancy     | 2021      | 2022      | 2023      | 2024      | 2025      |
|----------------------|-----------|-----------|-----------|-----------|-----------|
| MAY                  | \$ 25.78  | \$ 15.31  | \$ 13.85  | \$ 22.14  | \$ 21.26  |
| JUN                  | \$ 106.06 | \$ 113.68 | \$ 119.68 | \$ 119.84 | \$ 120.43 |
| JUL                  | \$ 246.42 | \$ 185.11 | \$ 176.79 | \$ 197.33 | \$ 205.39 |
| AUG                  | \$ 184.79 | \$ 144.01 | \$ 131.66 | \$ 513.37 |           |
| SEP                  | \$ 157.14 | \$ 149.80 | \$ 135.12 | \$ 349.44 |           |
| OCT                  | \$ 78.57  | \$ 68.89  | \$ 50.79  | \$ 61.36  |           |
| AVERAGE (June- Sept) | \$ 173.60 | \$ 148.15 | \$ 140.81 | \$ 295.00 |           |
| % INCREASE Y/Y       |           | -14.66%   | -4.95%    | 109.49%   |           |

# SNOWMASS

## COLORADO

Snowmass Tourism Board

Marketing Report

**June/July 2025**

### Destination Marketing/National Advertising

- **Summer campaign:** the summer campaign ran at full capacity in June and July, with targeted placements optimizing across selected channels.
  - **Audiences:** Highly targeted audiences are slightly expanded from winter audiences to be more inclusive of HHI ranges. Target markets are: Denver, San Francisco, Austin, Dallas, Houston, Chicago, San Diego, Los Angeles, Miami, NY State, Atlanta, and Colorado.
  - **Channels:** Airport Video Boards (Dallas, Houston, Austin), Expedia, Colorado.com, Props (Social), Outside Online, 5280, Texas Monthly, Spotify, Connected TV, Meta, YouTube, and Programmatic Display.
- [Full June/July Campaign Report >](#)

### Collateral & Promotions

- **Local Advertising:** This Week in Snowmass and Snowmass Concert Series ads continue running in local papers. We also ran ads for Snowmass Rendezvous, Snowmass Community Kickoff, Snowmass Summer Block Party, Snowmass Dog Wash Events, Independence Day Celebration & Concert, Americana Concerts, and Snowmass Comedy Fest in local papers. We ran a full page ad for Snowmass Oktoberfest in the Mountain Fair Program.
- **Collateral:** The following summer collateral has been produced and distributed: Summer Guidebooks, Snowmass Free Concert Series art and Summer in Snowmass Tri-fold. Posters, flyers and banners have been produced and distributed for the following events: Snowmass Rendezvous, Snowmass Community Kickoff, Snowmass Summer Block Party, Snowmass Dog Wash, Independence Day Celebration & concert, and Americana Concerts.

- **Photo/Video:** This summer we have captured footage of the Snowmass Free Concert Series, ACES guided hikes, Ice Age Tour, Snowmass Rodeo, local wildlife, wildflowers, mountain biking, hiking, and scenics.

### Digital Marketing

- **Website Sessions:** The website recorded 130K sessions, a +37.8% increase YoY. This growth was primarily fueled by 102K new users, which also reflects a +32.0% YoY jump in first-time visitors.
- **Website Audience Summary:** The leading regions for website traffic continue to be New York, California, Illinois, Texas & Colorado.
- **SEO Performance:** 532K Google Search impressions (+23.1% YoY) 10.3K Google clicks (-30% YoY). This shows stronger visibility in search results but reduced engagement, likely due to the new landscape of AI search results.
- **Website Activity by Traffic Source:** The largest contributor was social media, with organic social bringing in 39K new users and paid social adding another 26K, making social the dominant channel overall. Search traffic also played a major role, with 11K users coming from organic search.
- **Overall Engagement:** The site received strong traffic with 192K page views (+34.8% YoY) and 538K total event interactions (+22.4% YoY). A few of the top pages viewed were 10 Outdoor Activities for Families, Snowmass in Full Bloom, and Summer Music Series.
- **Email Marketing Summary:** Email marketing results remained strong, with our click rate significantly surpassing the industry average of 1.4%, reaching 6.2%. Our open rates also exceeded industry benchmarks, hitting 54.5%.

### Social Media Summary (IG/FB)

- **Instagram and Facebook (Organic):** June and July continued to see great engagement rates on Instagram and Facebook, as well as more eyes on our accounts. Facebook has a 4.45% engagement rate, while Instagram is at 9.95%--both are GREAT numbers to be seeing, as the industry average is between 1% and 5%. Having a strong engagement rate on our social channels is essential, as it indicates that our content resonates with our audience, increases our reach, and builds trust in our brand.
  - Instagram
    - Reach: 51.3%
    - Views: 73.3%
    - Content Interactions: 6.8%
  - Facebook
    - Reach: 111%
    - Views: 172.5%
    - Content Interactions: 116.8%

- **Top Instagram Performers:** Collaborative posts and reels (Aspen Snowmass, content creators, influencers); user-generated video content, and scenic beauty in the Snowmass area.
- **Top Facebook Performers:** Beautiful, scenic photos of the resort and surrounding mountains from library photographers and user-generated video content.
- **Looking Ahead:** Heading into fall, we are excited to see engagement and reach expand further. Fall content is historically our top-performing content. With lots of activations and reasons to visit Snowmass in September (Oktoberfest, 50<sup>th</sup> anniversary of the Balloon Festival, Golden Leaf Half Marathon, etc.), we anticipate strong social performance through October.

## Public Relations

### June & July 2025 PR Report

Media coverage highlights from June & July 2025 include:

- **CBS News:** Bull Escapes Colorado Rodeo
- **Colorado Expression:** 10 Amazing Summer Events You Need To Check Out In The Denver Area
- **Conde Nast Traveler:** The 31 Most Beautiful Towns In America
- **Denver Gazette:** The Mysterious Bond Between Widespread Panic And Colorado
- **Denver Life Magazine:** Peak Summer
- **Forbes:** Aspen In The Summer At Anderson Ranch Arts Center
- **GQ:** The Real Life Diet Of William H. Macy, Who Runs The Stairs Of His Hollywood Hills Home For Exercise
- **Michelin Guide:** The Best Hotels For Families In Colorado
- **Mountain Town Magazine:** Snowmass Rodeo
- **PEAK Magazine:** Cowboy
- **Travel Boulder:** Where To Celebrate Fourth Of July 2025 In The Mountains
- **Travel & Leisure:** Electric Pass Lodge: Travel + Leisure Readers' 5 Favorite Villa Companies In The World Of 2025
- **Travel & Leisure:** Limelight Snowmass & Viceroy: Snowmass 2025 World's Best Awards - Top 10 Favorite Resorts In Colorado
- **Travel Pulse:** Most Picturesque Under-the-radar Lakes In The US
- **USA Today:** Hotter Summers Have Travelers Ditching Popular Destinations For A "Coolcation"
- **The Australian:** "It Is Wonderful In Every Way: The World's Best Ski Resort
- **The Denver Post:** Colorado food and drink festivals through the end of 2025
- **Westword:** Hot Time Ahead: Hundreds Of Things To Do Around Colorado This Summer

## Group Sales Marketing

- **Campaign:** groups advertising continued through June and July, with multi-seasonal messaging running to targeted audiences of meeting planners, corporate professionals and wedding planners, in select markets.

#### DMP/Community Initiatives

- Snowmass Superstars: in June, we launched Snowmass Superstars, a community-wide employee recognition program. Stakeholders were encouraged to nominate Snowmass Village staff who “go above and beyond to make Snowmass a welcoming community, a vibrant village, and a memorable mountain destination.”
  - June Superstars:
    - Friederike French - Snowmass Tourism
    - Bill Post - Town of Snowmass Village
    - Nadine Wallace - New Belgium Ranger Station
    - Katie McKirahan - Heather's Snowmass
    - Sam Kliewe - CoralTree Residence Collection Snowmass
    - Marci Arvizo - Daly Bottle Shop and 81615 T-Shirt & Gift
    - Steve Loomis - Town of Snowmass Village
    - Shane Vetter - Snowmass Tourism
    - Jeremy - Limelight Snowmass
    - Sarah Sanders - The Collective Snowmass
    - Patrick (Paddy) Campion - Aspen Snowmass Skiing Company/TOSV, Skittles Sky Cab Gondola
  - July Superstars:
    - Greg LeBlanc - Town of Snowmass Village
    - Pam Young - Timberline Condominiums
    - Steven May - RED
    - Peggy "Piglet" Harris Forester - Aspen Snowmass Bike Park
    - Josh & Jafar Zeeb - Town of Snowmass Village
    - Nate Gillette - Challenge Aspen
    - Charlie Burrows - Base Camp, Slice, Fitness Room
    - Evan Cree - Blazing Adventures
    - Eddy Chmial - Venga Venga
    - Rex Garcia - Blazing Adventures
    - Ajay - Viewline Resort Snowmass
    - Saikiran Malpeddi - The Tavern Kitchen & Bar
    - Oscar Caballero - Toro/Viceroy Snowmass
- Sauce Boss: in early July, a rodeo bull escaped from his pen and spent 5 days roaming Snowmass Village before his capture. The news story captured media attention, and the marketing team turned it into a silly illustrated poem that was posted to social channels on

July 30. The post received significant online engagement and community support. Click to read [The Legend of Sauce Boss](#)



**Tourism Board  
Tuesday, July 22, 2025  
9:00 AM**

130 Kearns Road  
Council Chambers  
Snowmass Village, CO 81615

You can watch the meeting live online on our website at [tosv.com](https://tosv.com).

**Minutes**

**1. Roll Call**

Blankenau, Mary  
Gunion, Andy  
Downs, Jami  
Graczynski Mallory,  
Joanna  
Gunshor, Deric  
Harris, Wendy- Not  
Present  
Kenny, John  
McMahon, Tim  
Stewart-Moore, Guion  
Vito, Vince

**2. Public Non-Agenda Items**

(Limit 3 Minutes Each)

**3. Approval of Minutes**

3.A. Tourism Board Meeting Minutes 6-12-2025

Defer to next meeting, since this is a special private meeting

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

4.A. 2026 Tourism Budget Review

2026 Budget Remains Flat, except for the following increases:

\$100,000 request for new website

\$50,000 for full-service website agency, Digital Marketing Agency, to complement new website.

\$10,000 for Guest Services

Increases for Payroll, Healthcare

Full 2026 budget will be available in August.

Tax Projections for 2026 are slightly up from 2025- discussed these numbers in light of occupancy projected to be down.

## **5. Other Matters Arising**

## **6. Adjournment**

## **7. Tourism Board Work Session for Destination Management Plan**

Going to council on Monday, August 18th to present DMP.

Consulting Team has completed their work, the plan now lies with Tourism.

Julia, discussed the "The Why" (forward), Vision and mission, pillars, and action items in the plan.

Board Discussed:

- Values and enhancing those listed in the DMP
- "Learning Lab"
- Definition of "Community"- Everyone who lives, works, and plays here. Need this to be more prevalent in the plan.
- Placer or other software to provide data around visitors, events, etc
- Performance metrics: goals, comp set analysis against other similar resorts (Prosperity Pillar)
- Destimetrics reporting, engaging Stakeholder to ensure all are reporting
- Target international, multilingual website
- Occupancy, ADR
- Prosperity Pillar: need to more explicitly state that Tourism exists to drive business
- Resident Sentiment: what are the pain points in tourism? What issues do locals see when they think there is too much tourism?
- Town Council presentation on DMP, will include feedback from the Tourism board.
- What is the implementation plan?
- Visitor Experiences, evolution of the needs of visitors
- What makes Snowmass unique: Family Destination- But, start marketing to other demographics to fill in low times, September, early December.
- Send Julia specific Edits on DMP before the Town Council Presentation



