



Tourism Board
Thursday, December 18, 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.

Minutes

1. Roll Call

Deric Gunshor
John Kenny
Wendy Harris
Tim McMahon - **absent**
Guion Stewart-Moore
Mary Blankenau
Andy Gunion
Joanna Graczynski Mallory
Jami Downs
Britta Gustafson

2. Approval of Minutes

2.A. Minutes Final 10.30.2025

John Kenny
Deric Guion second

3. Public Non-Agenda Items

(Limit 3 Minutes Each)

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

4.A. 12.5.25 Budget Performance Report

4.B. Blueroom Research: Monthly Tourism Research Update October 2025, Steve Halasz Founder & CEO

Presented by Steve Halasz - Founder/CEO Blueroom Research

US Market Insights

Discretionary income varies: the bottom 20% has limited spending ability, while the top 20% (average Snowmass customer) has significantly more.

Consumer confidence is low due to inflation and unemployment concerns, leading to hesitation in travel bookings.

Despite challenges, consumer desire to travel remains strong.

International travel is down by about 7%, notably impacted by a decline from Canada.

Aspen Airport Metrics

Passenger Volume Pacing: total passengers pacing YTD is ahead in 2025 compared to 2024

Construction impacts are being monitored.

DestiMetrics Highlights

October Performance:

Supply: Up 3.7%

Demand: Up 9.9%

Revenue: Up 6.3%

Year-over-year performance shows stability in Snowmass

Occupancy: On a six-month rolling average, down 3% compared to last year.

Average Daily Rate (ADR): Up on a six-month rolling average compared to last year.

This Occupancy/ADR mix is keeping Snowmass flat in Revenue

Competitive Landscape

Occupancy: Pacing ahead for January and February in the competitive set.

ADR Performance: 2nd place compared to Aspen; showing growth over the next six months.

Airbnb & Vrbo Updates

October Performance

Listing Growth: Active listings up 10.8%, affecting revenue against occ/adr

Occupancy Growth: 10.6%

ADR Decline: 26%

Consumer Sentiment

Travel Intent: 93% of American travelers have plans in the next six months, with 59% maintaining similar travel volumes compared to last year.

4.C. Snowmass Tourism Team Updates

Marketing Updates

New visitor maps & guidebooks for 2025/2026 are here

Launching new campaigns and website rebuild in Q3/Q4

Snowmass Superstart: Nominations for December

Special Events Overview

Upcoming seasonal events include Santa's Village, Music on the Mall, Torch Light Parade

Summer event planning in full swing: music is booked, new events planned

Group Sales Performance

Room Nights: 28500 actualized as of this week for 2025, positioning for a strong year compared to previous benchmarks

Big focus on attracting higher-priced group bookings based on group planning confidence decline

Pending hosted opportunities for 2026/2027

5. Other Matters Arising

Mary question for Clint Kenny:

STR budget increase — by policy the budget is going towards workforce housing

Zero limitation on STR applications

6. Adjournment

John Kenny - All in favor of adjournment