



**Tourism Board
Thursday, April 30, 2026
9:00 AM
130 Kearns Road
Council Chambers
Snowmass Village, CO 81615**

Agenda

- 1. Roll Call**
- 2. Approval of Minutes**
 - 2.A. Approval of 2.12.26 Minutes
- 3. Public Non-Agenda Items**
(Limit 3 Minutes Each)
- 4. Programs for Review, Approval and/or Heads Up**
 - 4.A. Budget Performance Report 1/1/26-4/23/26
 - 4.B. March 2026 Monthly Research Review [CLICK HERE](#)
 - 4.C. Snowmass Tourism 2025 Wrap Book
 - 4.D. Snowmass Tourism Team Updates
- 5. Other Matters Arising**
- 6. Adjournment**



Tourism Board
Thursday, February 12, 2026
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
Joanna Mallory - **absent**
Jami Downs - **absent**
Mary Blankenau - **absent**
Andy Gunion - **absent**
Katie de Besche

2. Council Items

2.A. Vote on Appointment of Board Chair

Thank you, John, for serving as our chair. We will be taking a vote to approve Deric Gunshor as the new chair of the Tourism Advisory Board

John Kenny: Motion for Deric Gunshor
Guion Stewart-Moore: Motion Approved
Wendy Harris: Seconds to Motion

Congratulation Deric! Thanks for leading this distinguished Board!

2.B. Welcome New Board Member

Welcome Katie! New board seat representing our lodging industry on the Tourism Advisory Board. Katie helped open Viceroy about 16 years ago. She has seen a lot of growth, and is excited to see how that growth continues by being a part of the Board.

3. Approval of Minutes

3.A. Approval of 12.18.25 Minutes

John Kenny: Motion to Approve
Guion Stewart-Moore: Second the Motion
All in Approval

4. Public Non-Agenda Items

(Limit 3 Minutes Each)

4.A. December 2025 Monthly Research Review [CLICK HERE](#)

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

5.A. Budget Performance Report 2025

- Year-End 2025 budget reflects variances with reallocations to support summer events. Ongoing funding for DMP initiatives and community outreach are prioritized, especially in light of airplane closures.
- Guion requested for details about Skittle Gondola Sky Cab plans: 2027 to start construction (3 months or so) – cost shared between SkiCo and TOSV. The funding reserves in Tourism will ensure this can be handled in the budget

5.B. New Creative Campaign Overview - Presented by Genesis

The new campaign concept, framed as, " belong here" promotes connection and belonging. *"You Belong Here" is more than a welcome, it is a promise and an invitation to feel seen, valued and connected from the moment you arrive. Snowmass, where belonging comes naturally.* Key objectives include:

- Ability for story telling & expanded messaging
- Balancing visitor appeal with community well-being.
- Differentiating Snowmass and showcasing its landscape, its unique special events, and its people
- Evolving the Magnify campaign to inspire engagement and emotional connection

5.C. Board Member Roundtable Discussion

- Julia read Mary Blankenau's update; she noted budget challenges for March while projecting a strong summer and 2026/2027 winter. Increased village van services are reported due to reduced skiing
- Wendy Harris emphasized marketing efforts on compelling reasons to visit Snowmass this summer.
- Deric Gunshor discussed occupancy lag vs rate increase. The lodging ADR is pricing out the ski customer limiting ancillary spending.
- Katie de Besche noting shifts towards family-friendly messaging for spring break stays and

salvaging March budget.

- Guion Stewart-Moore inquired about including specific local events in the campaign visuals, to which Virginia confirmed they will be included

6. Other Matters Arising

- A board meeting is scheduled for April 9th, with a proposal to reschedule to April 23rd. Emily will update calendar invites.

Events

- Shane addresses summer events, announcing the addition of a new music event—Mountainside Music Festival. 3 free nights of music from June 11-13th. The full summer lineup will be announced on March 15th.

Marketing

Virginia discussed several marketing strategies including:

- AI Chatbot Scout - pulling metrics on top reason people are visiting the site and what they're interested in
- Expansion of international efforts for 2026/2027
- Website to be rebuilt for a Q3 launch
- Plans for Hiking Field Guide
- Collaborations with ACRA and RFV Alliance to develop drive market audiences as ASE closure comes closer

7. Adjournment

Deric Gunshor: Motion to Adjourn

John Kenny: Second the Motion

All in Approval



Budget Performance Report

Date Range 01/01/26 - 04/23/26

Include Rollup Account and Rollup to Account

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% Used/ Rec'd
Fund 009 - Tourism Fund									
REVENUE									
402005	Grants	.00	.00	.00	.00	.00	.00	.00	+++
404071									
404071-01	Event Revenue - Ticket Sales	.00	.00	.00	.00	.00	.00	.00	+++
404071-02	Event Revenue - Sponsorships	.00	.00	.00	.00	.00	.00	.00	+++
404071 - Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++
406007									
406007-01	Donations - Events	.00	.00	.00	.00	.00	.00	.00	+++
406007-02	Donations - Ice Age Discovery	.00	.00	.00	.00	.00	.00	.00	+++
406007 - Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++
407001	Interest Income	485,388.00	.00	485,388.00	.00	.00	237,402.23	247,985.77	49
407003	Miscellaneous Income	.00	.00	.00	.00	.00	.00	.00	+++
407008	Accounts Payable Write Offs	.00	.00	.00	.00	.00	.00	.00	+++
407018									
407018-01	Co-op Reimbursement	.00	.00	.00	.00	.00	.00	.00	+++
407018-02	Co-op Reimbursement - Marketing	.00	.00	.00	.00	.00	.00	.00	+++
407018 - Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++
407056	Income - Support for Groups	.00	.00	.00	.00	.00	.00	.00	+++
413001									
413001-04	Lease proceeds	25,000.00	.00	25,000.00	.00	.00	.00	25,000.00	0
413001-06	SBITA Proceeds	.00	.00	.00	.00	.00	.00	.00	+++
413001 - Totals		\$25,000.00	\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00	0%
REVENUE TOTALS		\$510,388.00	\$0.00	\$510,388.00	\$0.00	\$0.00	\$237,402.23	\$272,985.77	47%
EXPENSE									
501001									
501001-01	Payroll - Regular	1,931,179.00	.00	1,931,179.00	70,457.31	.00	468,828.11	1,462,350.89	24
501001 - Totals		\$1,931,179.00	\$0.00	\$1,931,179.00	\$70,457.31	\$0.00	\$468,828.11	\$1,462,350.89	24%
501002									
501002-01	Payroll Overtime Regular	15,000.00	.00	15,000.00	247.84	.00	1,358.71	13,641.29	9
501002 - Totals		\$15,000.00	\$0.00	\$15,000.00	\$247.84	\$0.00	\$1,358.71	\$13,641.29	9%
501003									
501003	Payroll Benefits	.00	.00	.00	.00	.00	.00	.00	+++
501003-01	Payroll Benefits - Recreation Benefit	35,200.00	.00	35,200.00	591.16	.00	26,066.25	9,133.75	74
501003-04	Payroll Benefits - Housing Allowance	.00	.00	.00	.00	.00	.00	.00	+++
501003-06	Payroll Benefits - Retirement	223,283.00	.00	223,283.00	8,741.92	.00	67,124.72	156,158.28	30
501003-08	Payroll Benefits - Medicare	26,736.00	.00	26,736.00	1,033.79	.00	8,783.30	17,952.70	33
501003-09	Payroll Benefits - Fica	7,826.00	.00	7,826.00	380.59	.00	2,570.17	5,255.83	33
501003-10	Payroll Benefits - Health Insurance	735,808.00	.00	735,808.00	(1,268.66)	.00	114,904.37	620,903.63	16
501003-11	Payroll Benefits - Seasonal Health Insurance	.00	.00	.00	.00	.00	.00	.00	+++
501003-12	Payroll Benefits - Health Reimbursement	.00	.00	.00	.00	.00	.00	.00	+++



Budget Performance Report

Date Range 01/01/26 - 04/23/26

Include Rollup Account and Rollup to Account

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% Used/ Rec'd
Fund 009 - Tourism Fund									
EXPENSE									
501003									
501003-13	Payroll Benefits - Dental Insurance	9,671.00	.00	9,671.00	.00	.00	5,505.33	4,165.67	57
501003-14	Payroll Benefits - Vision Insurance	3,333.00	.00	3,333.00	.00	.00	1,135.35	2,197.65	34
501003-15	Payroll Benefits - Standard - Life / AD&D	11,699.00	.00	11,699.00	.00	.00	2,612.71	9,086.29	22
501003-16	Payroll Benefits - Cigna - Life/AD&D	.00	.00	.00	.00	.00	.00	.00	+++
501003-17	Payroll Benefits - Dependant Life	169.00	.00	169.00	.00	.00	38.40	130.60	23
501003-18	Payroll Benefits - Long Term Disability	15,303.00	.00	15,303.00	.00	.00	3,336.36	11,966.64	22
501003-19	Payroll Benefits - Unemployment Insurance	3,892.00	.00	3,892.00	142.60	.00	1,207.75	2,684.25	31
501003-20	Payroll Benefits - Workmans Comp	20,217.00	.00	20,217.00	651.58	.00	5,333.29	14,883.71	26
501003-21	Payroll Benefits - Taxable Life	.00	.00	.00	.00	.00	.00	.00	+++
501003-22	Payroll Benefits - Health Insurance HSA/HDHP	.00	.00	.00	138.89	.00	34,350.49	(34,350.49)	+++
501003 - Totals		\$1,093,137.00	\$0.00	\$1,093,137.00	\$10,411.87	\$0.00	\$272,968.49	\$820,168.51	25%
501004	Training/ Registrations	17,500.00	.00	17,500.00	75.00	.00	6,191.10	11,308.90	35
501005									
501005	Travel & Meeting Expenses	.00	.00	.00	.00	.00	.00	.00	+++
501005-01	Travel & Meeting Expenses - Marketing	40,000.00	.00	40,000.00	169.00	.00	30,939.02	9,060.98	77
501005-02	Travel & Meeting Expenses - Groups	100,000.00	.00	100,000.00	2,383.51	.00	9,984.44	90,015.56	10
501005-03	Travel & Meeting Expenses - Special Events	5,000.00	.00	5,000.00	.00	.00	.00	5,000.00	0
501005 - Totals		\$145,000.00	\$0.00	\$145,000.00	\$2,552.51	\$0.00	\$40,923.46	\$104,076.54	28%
502001	Legal Fees Special Counsel	.00	.00	.00	.00	.00	.00	.00	+++
502002	Consultant	.00	.00	.00	.00	.00	.00	.00	+++
502003	Contract Service	28,500.00	.00	28,500.00	1,464.50	.00	2,035.40	26,464.60	7
502004	Telephone	14,000.00	.00	14,000.00	1,000.00	.00	4,000.00	10,000.00	29
502007									
502007-01	Maintenance Agreements - Copier	3,000.00	.00	3,000.00	.00	.00	.00	3,000.00	0
502007 - Totals		\$3,000.00	\$0.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$3,000.00	0%
502008									
502008-01	Repairs - Equipment	2,000.00	.00	2,000.00	.00	.00	.00	2,000.00	0
502008 - Totals		\$2,000.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00	0%
502009									
502009-01	Mailing - Postage	2,500.00	.00	2,500.00	.00	.00	122.47	2,377.53	5
502009-03	Mailing - Tradeshow	1,500.00	.00	1,500.00	.00	.00	66.20	1,433.80	4
502009 - Totals		\$4,000.00	\$0.00	\$4,000.00	\$0.00	\$0.00	\$188.67	\$3,811.33	5%
502010									
502010-03	Utilities - Electric	1,000.00	.00	1,000.00	.00	.00	20.72	979.28	2
502010 - Totals		\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$20.72	\$979.28	2%
502013									
502013-01	Leased Equipment - Copier	.00	.00	.00	.00	.00	.00	.00	+++
502013-11	Leased Equipment - Interest	.00	.00	.00	.00	.00	.00	.00	+++



Budget Performance Report

Date Range 01/01/26 - 04/23/26

Include Rollup Account and Rollup to Account

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% Used/ Rec'd
Fund 009 - Tourism Fund									
EXPENSE									
502013									
502013-12	Leased Equipment - Principal	.00	.00	.00	.00	.00	.00	.00	+++
502013 - Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++
502017	Audit	11,146.00	.00	11,146.00	.00	.00	.00	11,146.00	0
502019									
502019	Software Licensing	77,700.00	.00	77,700.00	5,837.50	.00	37,899.57	39,800.43	49
502019-01	Software Licensing - Principal	.00	.00	.00	.00	.00	.00	.00	+++
502019-02	Software Licensing - Interest	.00	.00	.00	.00	.00	.00	.00	+++
502019 - Totals		\$77,700.00	\$0.00	\$77,700.00	\$5,837.50	\$0.00	\$37,899.57	\$39,800.43	49%
502029	Accounting & Administrative Fee	40,776.00	.00	40,776.00	.00	.00	.00	40,776.00	0
503001									
503001-02	Advertising - Jobs	.00	.00	.00	.00	.00	.00	.00	+++
503001 - Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++
503002	Dues, Memberships, Subscriptions	22,525.00	.00	22,525.00	.00	.00	5,454.08	17,070.92	24
503003	Miscellaneous	13,500.00	.00	13,500.00	1,177.27	.00	1,437.98	12,062.02	11
503005									
503005-01	Supplies - Office	10,000.00	.00	10,000.00	.00	(550.00)	1,457.98	9,092.02	9
503005-30	Supplies - Events	25,000.00	.00	25,000.00	.00	.00	7,709.31	17,290.69	31
503005 - Totals		\$35,000.00	\$0.00	\$35,000.00	\$0.00	(\$550.00)	\$9,167.29	\$26,382.71	25%
503006	Equipment	.00	.00	.00	.00	.00	.00	.00	+++
503007									
503007-01	Building Lease Payments - Rent	9,100.00	.00	9,100.00	771.36	.00	3,085.44	6,014.56	34
503007-02	Building Lease Payments - CAMS	9,100.00	.00	9,100.00	1,180.81	.00	3,361.90	5,738.10	37
503007-06	Building Lease Payments - Town Hall	125,683.00	.00	125,683.00	.00	.00	32,363.25	93,319.75	26
503007-11	Building Lease Payments - Rent Interest	.00	.00	.00	.00	.00	.00	.00	+++
503007-12	Building Lease Payments - Rent principal	.00	.00	.00	.00	.00	.00	.00	+++
503007 - Totals		\$143,883.00	\$0.00	\$143,883.00	\$1,952.17	\$0.00	\$38,810.59	\$105,072.41	27%
503008									
503008-01	Insurance - Building	127.00	.00	127.00	.00	.00	122.32	4.68	96
503008-02	Insurance - Vehicle	871.00	.00	871.00	.00	.00	78.00	793.00	9
503008 - Totals		\$998.00	\$0.00	\$998.00	\$0.00	\$0.00	\$200.32	\$797.68	20%
503009									
503009-01	Vehicle Expenses - Fuel	1,600.00	.00	1,600.00	.00	.00	100.31	1,499.69	6
503009-02	Vehicle Expenses - Oil	.00	.00	.00	.00	.00	.00	.00	+++
503009-03	Vehicle Expenses - Parts & Supplies	6,700.00	.00	6,700.00	.00	.00	241.82	6,458.18	4
503009-04	Vehicle Expenses - Equipment	.00	.00	.00	.00	.00	.00	.00	+++
503009-06	Vehicle Expenses - Labor	4,200.00	.00	4,200.00	.00	.00	.00	4,200.00	0
503009 - Totals		\$12,500.00	\$0.00	\$12,500.00	\$0.00	\$0.00	\$342.13	\$12,157.87	3%
503027	Office Equipment	10,000.00	.00	10,000.00	.00	.00	.00	10,000.00	0



Budget Performance Report

Date Range 01/01/26 - 04/23/26

Include Rollup Account and Rollup to Account

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Fund 009 - Tourism Fund									
EXPENSE									
503028	Sky Cab/Skittles	70,000.00	.00	70,000.00	.00	.00	.00	70,000.00	0
507001									
507001-01	Cash Purchases - Vehicles	.00	.00	.00	.00	.00	.00	.00	+++
507001-20	Cash Purchases - Other	.00	.00	.00	.00	.00	.00	.00	+++
507001 - Totals		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++
507020									
507020-01	Capital Other - Leases	25,000.00	.00	25,000.00	.00	.00	.00	25,000.00	0
507020-02	Capital Other - SBITA	.00	.00	.00	.00	.00	.00	.00	+++
507020 - Totals		\$25,000.00	\$0.00	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00	0%
510001	Transfer Out to General	.00	802,000.00	802,000.00	.00	.00	.00	802,000.00	0
510055									
510055	Transfer Out to CIP	475,000.00	.00	475,000.00	.00	.00	.00	475,000.00	0
510055-03	Transfer Out CIP - Housing	4,800,000.00	.00	4,800,000.00	.00	.00	.00	4,800,000.00	0
510055 - Totals		\$5,275,000.00	\$0.00	\$5,275,000.00	\$0.00	\$0.00	\$0.00	\$5,275,000.00	0%
510056	Transfer Out CERF	.00	.00	.00	.00	.00	.00	.00	+++
510065	Debt Service Draw Site	3,000,000.00	.00	3,000,000.00	.00	.00	.00	3,000,000.00	0
510066									
510066	Debt Service Snowmass Center	802,000.00	(802,000.00)	.00	.00	.00	.00	.00	+++
510066-01	Debt Service Snowmass Center - Principal	.00	.00	.00	.00	.00	.00	.00	+++
510066-02	Debt Service Snowmass Center - Interest	.00	.00	.00	.00	.00	.00	.00	+++
510066 - Totals		\$802,000.00	(\$802,000.00)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++
511001	Write Offs Accounts Receivables	.00	.00	.00	.00	.00	.00	.00	+++
550001									
550001	Airline Support	50,000.00	.00	50,000.00	.00	.00	40,910.71	9,089.29	82
550001-01	Airline Support - Delta	.00	.00	.00	.00	.00	.00	.00	+++
550001 - Totals		\$50,000.00	\$0.00	\$50,000.00	\$0.00	\$0.00	\$40,910.71	\$9,089.29	82%
550002	Signage	30,000.00	.00	30,000.00	.00	.00	1,341.68	28,658.32	4
550003	Premiums	85,000.00	.00	85,000.00	12,966.57	.00	34,513.34	50,486.66	41
550004									
550004-01	Summer Marketing - Collateral	100,000.00	.00	100,000.00	2,800.00	.00	2,800.00	97,200.00	3
550004-02	Summer Marketing - Advertising	840,000.00	.00	840,000.00	14,125.00	.00	44,333.10	795,666.90	5
550004-03	Summer Marketing - Photography	80,000.00	.00	80,000.00	.00	(4,500.00)	700.00	83,800.00	-5
550004 - Totals		\$1,020,000.00	\$0.00	\$1,020,000.00	\$16,925.00	(\$4,500.00)	\$47,833.10	\$976,666.90	4%
550005									
550005-01	Winter Marketing - Collateral	65,000.00	.00	65,000.00	.00	.00	23,083.14	41,916.86	36
550005-02	Winter Marketing - Advertising	925,000.00	.00	925,000.00	6,030.75	.00	139,042.00	785,958.00	15
550005-03	Winter Marketing - Photography	80,000.00	.00	80,000.00	7,600.00	.00	24,362.10	55,637.90	30
550005 - Totals		\$1,070,000.00	\$0.00	\$1,070,000.00	\$13,630.75	\$0.00	\$186,487.24	\$883,512.76	17%



Budget Performance Report

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Fund 009 - Tourism Fund									
EXPENSE									
550006									
550006-01	Online - Web Design & Maintenance	40,000.00	.00	40,000.00	3,555.00	.00	20,376.80	19,623.20	51
550006-02	Online - Social Media	45,000.00	.00	45,000.00	137.20	.00	810.43	44,189.57	2
550006-03	Online - Search Engine Optimization & Marketing	124,000.00	.00	124,000.00	.00	.00	24,614.89	99,385.11	20
550006-04	Online - E-mail & Content Marketing	3,500.00	.00	3,500.00	.00	.00	.00	3,500.00	0
550006-05	Online - Miscellaneous	2,500.00	.00	2,500.00	.00	.00	404.81	2,095.19	16
	550006 - Totals	\$215,000.00	\$0.00	\$215,000.00	\$3,692.20	\$0.00	\$46,206.93	\$168,793.07	21%
550007	RRC Occupancy	.00	.00	.00	.00	.00	.00	.00	+++
550008	Sponsorship Tool	10,000.00	.00	10,000.00	.00	.00	1,736.38	8,263.62	17
550009	Competitive Analysis	50,000.00	.00	50,000.00	2,400.00	.00	23,000.66	26,999.34	46
550010									
550010	Summer Events	1,278,590.00	.00	1,278,590.00	65,463.27	.00	163,404.38	1,115,185.62	13
550010-01	Town Services	150,000.00	.00	150,000.00	.00	.00	.00	150,000.00	0
	550010 - Totals	\$1,428,590.00	\$0.00	\$1,428,590.00	\$65,463.27	\$0.00	\$163,404.38	\$1,265,185.62	11%
550011	Winter Events	599,000.00	.00	599,000.00	4,512.93	.00	292,419.63	306,580.37	49
550012	DMP Initiatives/Ice Age	130,000.00	.00	130,000.00	18,565.00	.00	25,341.00	104,659.00	19
550013	Research Survey	45,000.00	.00	45,000.00	15,000.00	.00	15,000.00	30,000.00	33
550014									
550014-01	Marketing - Collateral	5,000.00	.00	5,000.00	.00	.00	.00	5,000.00	0
550014-02	Marketing - Group Sales Advertising	106,000.00	.00	106,000.00	.00	.00	9,700.69	96,299.31	9
550014-03	Marketing - Group Sales Partnerships	95,000.00	.00	95,000.00	.00	.00	47,833.55	47,166.45	50
	550014 - Totals	\$206,000.00	\$0.00	\$206,000.00	\$0.00	\$0.00	\$57,534.24	\$148,465.76	28%
550015									
550015-01	Direct Sales - Tradeshow	110,350.00	.00	110,350.00	.00	.00	118,861.93	(8,511.93)	108
550015-03	Direct Sales - Client Entertainment	40,000.00	.00	40,000.00	.00	195.55	3,461.66	36,342.79	9
550015-04	Direct Sales - FAM	157,000.00	.00	157,000.00	8,100.00	.00	9,930.64	147,069.36	6
	550015 - Totals	\$307,350.00	\$0.00	\$307,350.00	\$8,100.00	\$195.55	\$132,254.23	\$174,900.22	43%
550016	Support for Groups	245,000.00	.00	245,000.00	1,145.00	.00	13,660.39	231,339.61	6
550017	One Time Expenses	150,000.00	.00	150,000.00	10,000.00	.00	10,000.00	140,000.00	7
560001	Public Relations	170,000.00	.00	170,000.00	.00	.00	15,544.93	154,455.07	9
560002	Rebate	180,000.00	.00	180,000.00	400.00	.00	220,400.00	(40,400.00)	122
560003	Stimulus Rebate	.00	.00	.00	.00	.00	.00	.00	+++
560004	Industry Relations	50,000.00	.00	50,000.00	.00	.00	1,020.38	48,979.62	2
560005	Guest Services	95,600.00	.00	95,600.00	20,853.00	.00	39,084.80	56,515.20	41
	EXPENSE TOTALS	\$18,930,884.00	\$0.00	\$18,930,884.00	\$288,829.69	(\$4,854.45)	\$2,257,520.64	\$16,678,217.81	12%
Fund 009 - Tourism Fund Totals									
	REVENUE TOTALS	510,388.00	.00	510,388.00	.00	.00	237,402.23	272,985.77	47%
	EXPENSE TOTALS	18,930,884.00	.00	18,930,884.00	288,829.69	(4,854.45)	2,257,520.64	16,678,217.81	12%



Budget Performance Report

Date Range 01/01/26 - 04/23/26

Include Rollup Account and Rollup to Account

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% Used/ Rec'd
Fund 009 - Tourism Fund Totals		(\$18,420,496.00)	\$0.00	(\$18,420,496.00)	(\$288,829.69)	\$4,854.45	(\$2,020,118.41)	(\$16,405,232.04)	
Grand Totals									
REVENUE TOTALS		510,388.00	.00	510,388.00	.00	.00	237,402.23	272,985.77	47%
EXPENSE TOTALS		18,930,884.00	.00	18,930,884.00	288,829.69	(4,854.45)	2,257,520.64	16,678,217.81	12%
Grand Totals		(\$18,420,496.00)	\$0.00	(\$18,420,496.00)	(\$288,829.69)	\$4,854.45	(\$2,020,118.41)	(\$16,405,232.04)	

An aerial photograph of a snowy mountain resort town. In the background, a large mountain with ski runs and evergreen trees is visible under a clear blue sky. The middle ground shows a dense cluster of resort buildings, including hotels and lodges, interspersed with snow-covered evergreen trees. The foreground shows more buildings and trees, with the town's layout clearly visible.

2025

SNOWMASS TOURISM ANNUAL REPORT

SNOWMASS
COLORADO



SNOWMASS TOURISM 2025 RECAP

In November 2025, Snowmass Town Council approved the first-ever Destination Management Plan (DMP). The DMP was developed through a ninth-month process, incorporating feedback from over 200 stakeholders, including residents, tourism partners, and community organizations. This participatory approach included surveys, listening sessions, workshops and one on one interviews.

The DMP aligns with the Town of Snowmass Village's goals to be a thriving, sustainable, and inclusive mountain destination. The plan will serve as a roadmap beyond traditional tourism functions to embrace a broader commitment to community well-being, workforce support and responsible tourism.

2025 KEY INITIATIVES

- In 2025, Snowmass Tourism advanced several key initiatives outlined in the DMP. This work is ongoing and aims to strengthen both the visitor experience and quality of life for those that live, work and play here.
- **Formation of an Inclusivity Coalition**, convening local partners around a shared goal of making Snowmass a more welcoming and accessible place for residents, workforce and visitors.
- **Expanded Spanish-language translation initiatives**, improving access to information and enhancing inclusivity across our community.
- **Launch of the Snowmass Superstars program**, recognizing and celebrating the vital contributions of our local workforce.
- **Participation in the Climate Champions program through the Colorado Tourism Office**, reinforcing a commitment to environmental stewardship.
- **Launched a new Data Report**, providing robust metrics to guide balanced decision-making and communicate the impact of tourism.

These efforts reflect our continued evolution from destination marketing to destination management — aligning tourism with community values, supporting our workforce, and protecting the long-term vitality of Snowmass.



DESTINATION MANAGEMENT PLAN

Overview

The implementation of the first Destination Management Plan (DMP) for the Town of Snowmass Village represents a pivotal opportunity to ensure tourism supports our unique character, natural beauty and the well-being of our community. This community first approach recognizes that the long-term success of Snowmass depends on the people who live, work and play here. This shift towards a more holistic view of tourism emphasizes quality of life, preserving local character and community while supporting a vibrant visitor economy and experience.



Pillars, Goals & Strategies

The Destination Management Plan guides Snowmass Tourism through sustainable tourism principles — considering social, environmental, and economic impacts. This defines our purpose and “why.” Our “how” involves building capacity across tourism management functions. Each pillar contains goals and strategies, with many strategies overlapping across multiple pillars.

PILLAR 1: People

Goal: Foster a thriving community that enhances quality of life for those that live, work, and play here through balanced destination management.

- 1.1 Monitor and Message the Impact of Tourism Within the Community
- 1.2 Preserve Local Identity
- 1.3 Advance Inclusivity in Tourism
- 1.4 Express and celebrate community values through Tourism initiatives

PILLAR 3: Prosperity

Goal: Cultivate a thriving local economy to enhance community well-being.

- 3.1 Stimulate Economic Vitality
- 3.2 Collaborate on Workforce Housing Solutions
- 3.3 Enhance Employee Retention
- 3.4 Grow Tourism Industry Resources for Partners
- 3.5 Develop Green Business and Climate Adaptation Initiatives

PILLAR 2: Place

Goal: Deliver exceptional experiences that deepen connection to Snowmass while protecting our natural beauty, environment, unique character, and community culture.

- 2.1 Develop Signature Experiences
- 2.2 Promote Accessible Tourism For All
- 2.3 Develop Sustainable Tourism and Responsible Travel Experiences

PILLAR 4: Process

Goal: Advance Snowmass Tourism’s impact as a destination management organization by championing the core pillars of people, place and prosperity.

- 4.1 Enhance Destination Management Capacity and Knowledge
- 4.2 Strengthen Stakeholder Collaboration
- 4.3 Improve Data-Driven Decision Making

The Path Forward

This plan organizes our work into four essential pillars to support our tourism department, each responding to critical opportunities and challenges identified through extensive community engagement.

- Pillar 1: People
- Pillar 2: Place
- Pillar 3: Prosperity
- Pillar 4: Process

You'll find actionable strategies within each pillar that bridge our marketing strengths with new management responsibilities. From enhancing workforce retention programs to developing sustainable tourism initiatives, to preserving local identity and improving data-driven decision making, every strategy represents our commitment to thoughtful, balanced management of tourism.

The Rim Trail's Spiral Point symbolizes the balance we seek—between visitors and residents, growth and preservation, marketing and management. Like this favorite local landmark, our approach must find harmony between seemingly opposing forces.

Our success depends on robust collaboration with partners. We aim to position Snowmass Village as a model for destination management where tourism enriches rather than burdens, where natural resources are preserved, and where residents and visitors exist in harmony.

Purpose Statement, Vision, Mission, Values

SNOWMASS TOURISM DMP PURPOSE STATEMENT

With this plan as its blueprint, providing the direction and actionable steps, Snowmass Tourism will advance and evolve in its functions to be stewards of the destination and manage tourism on behalf of the host community.



MISSION

Snowmass Tourism’s mission is to support our mountain community by enriching the lives of those who live, work, and visit here through sustainable economic vitality.



VISION

A vibrant mountain destination where nature, community, and the economy thrive as one.



VALUES

Community
Environment
Wellbeing
Partnership
Stewardship
Inclusion





| 4 |

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THE DESTINATION ASSESSMENT, COMPILED TO UNDERSTAND STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS.

Strengths	Strengths include Snowmass’s unique mountain location and beauty, an abundance of outdoor recreation, varied lodging offerings, community and cultural heritage, and a positive resident sentiment towards tourism.
Weaknesses	Weaknesses include seasonal occupancy challenges, high cost of living affecting workforce retention, and limited visitor experience data.
Opportunities	Opportunities for destination management lie in enhancing seasonal appeal, brand identity, summer tourism, and workforce housing initiatives.
Threats	Threats such as climate change, competition from other mountain resorts, transportation limitations, and other external issues pose risks that must be managed strategically.

Destination Recommendations

1. Foster collaboration with community and partners
2. Honor and communicate Snowmass’s unique identity
3. Support local businesses for a sustainable tourism economy
4. Celebrate and support our local workforce
5. Strengthen the seasonal appeal by diversifying tourism offerings
6. Expand KPIs beyond economic metrics
7. Transition to a broader destination management role





TOURISM TAX OVERVIEW

2025 tax results when compared to 2024 reflect the expected seasonality of a destination-driven economy. Strong gains in peak periods—particularly January, May, and August—along with summer lodging growth, underscore the continued strength of visitor demand during high-impact months.

Shoulder-season softness and fall declines are consistent with historical patterns and reflect normal end-of-season dynamics rather than underlying market concerns.

Overall, the destination delivered modest year-over-year growth (sales +1.48%, lodging +0.25%), demonstrating stability and resilience. This performance reinforces the opportunity to strategically align marketing, events, and destination management efforts to support more consistent economic activity throughout the year

Key Metrics: Percentage Change in Sales Tax Revenue 2025 over 2024

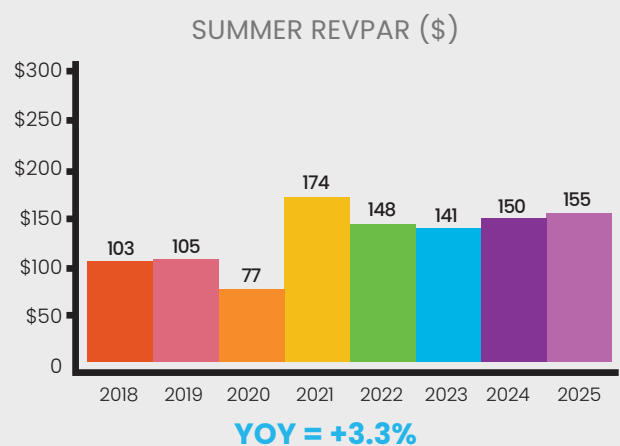
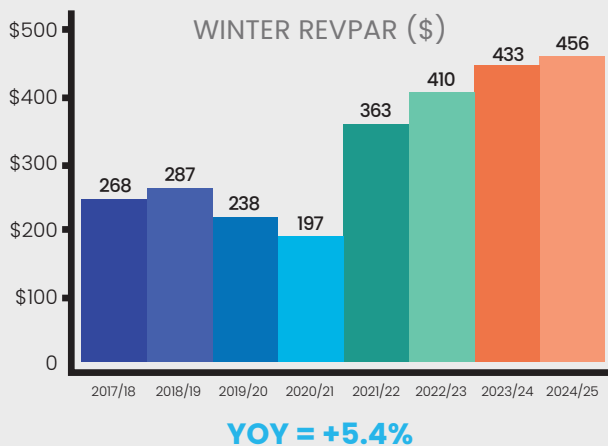
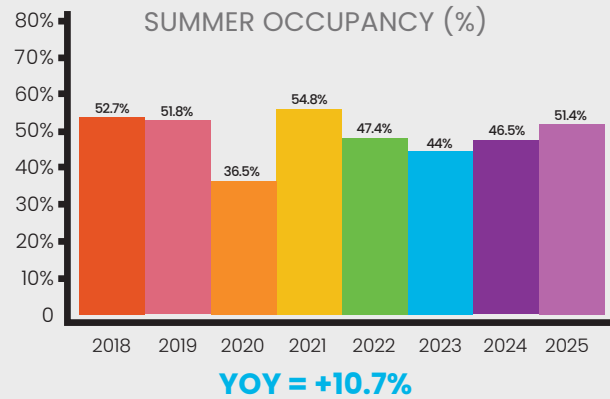
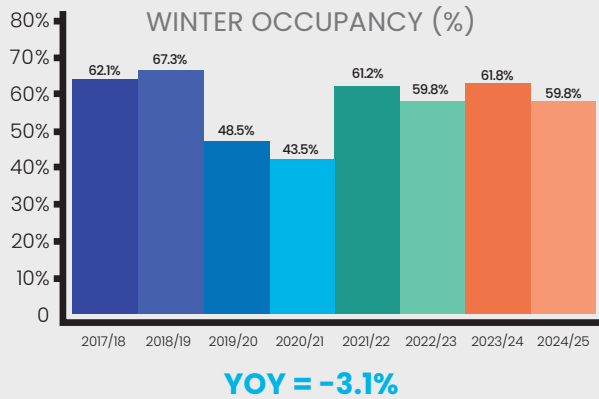
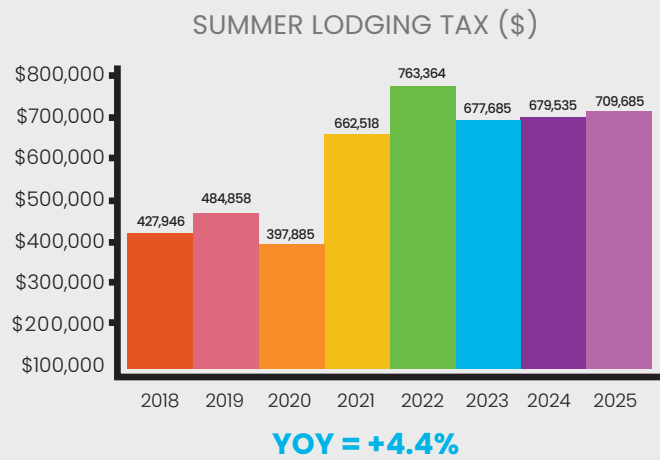
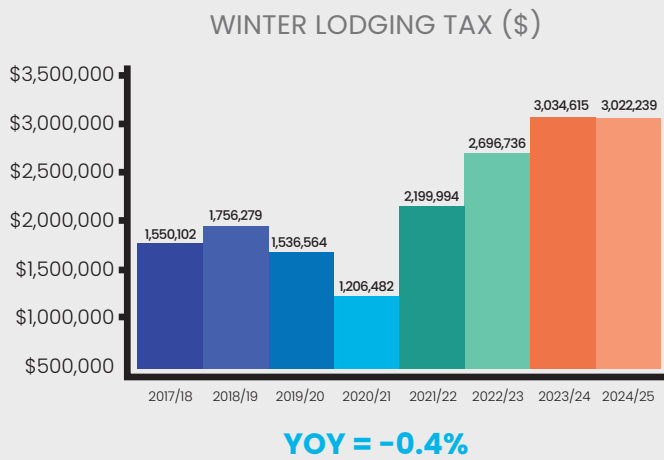
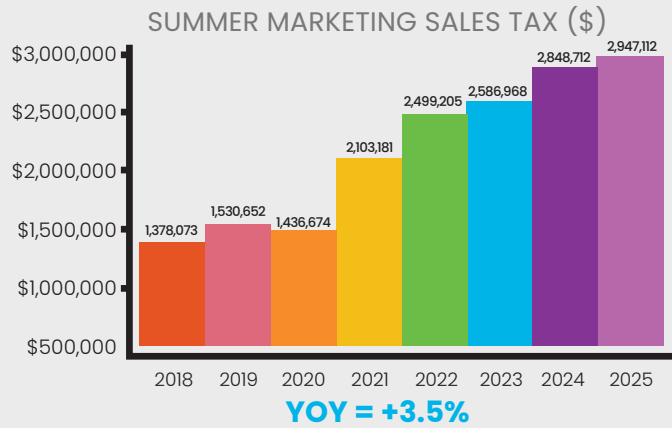
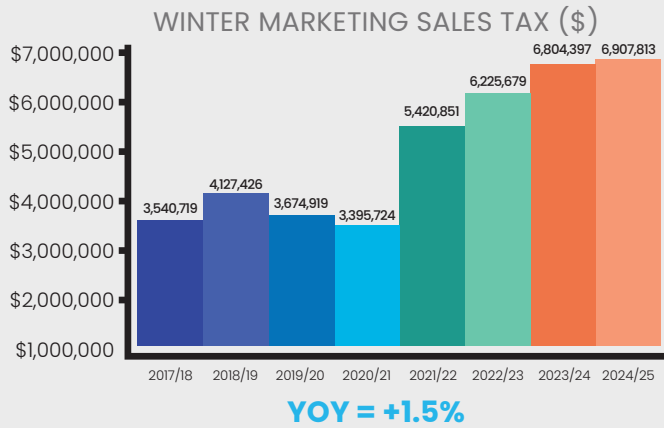
JAN	+8.7%	AUG	+17%
FEB	-2.8%	SEPT	-13.9%
MAR	+1.4%	OCT	+4.8%
APR	+0.4%	NOV	-24.5%
MAY	+11.8%	DEC	-0.4%
JUN	+5.2%	YOY	+1.5%
JUL	+6.8%		

Key Metrics: Percentage Change in Lodging Tax Revenue 2025 over 2024

JAN	+3%	AUG	+16.1%
FEB	-2.4%	SEPT	+3%
MAR	+1.0%	OCT	+8.3%
APR	-3.7%	NOV	-1.7%
MAY	-1.1%	DEC	-5.6%
JUN	-8.5%	YOY	+0.3%
JUL	+1.7%		

HISTORICAL TAX DATA

(YOY = 2023/2024 VS 2025)



POSITIONING AND BRAND PROMISE

Our Brand Promise:

The vast, awe-inspiring, and accessible beauty of Snowmass inspires soulful connections, nourishes self-discovery, and magnifies what really matters.

OUR BRAND PERSONALITY

Our brand personality guides our desired behaviors and marketing voice. In expressing this we hope to connect with all who respect and value what our wonderful Snowmass Village community offers. **Snowmass is:**

Welcoming

Extending a warm embrace to all who share a passion, curiosity and respect for our mountain and community.

Spacious

A feeling of spaciousness and comfort that slows time, magnifies what's most important to each of us and beckons us to return.

Effortless

Keeping it simple: easy-to-share moments meet easy-to-access experiences.

Open

Inviting people of all backgrounds and interests regardless of age, ability, or adrenaline threshold.

Playful

Bringing the power of play to spark moments of joy and light-heartedness.

ADVERTISING

TACTICAL OVERVIEW

Seasonal national and regional marketing efforts are implemented year-round to build brand awareness among highly targeted audiences and to inspire prospective visitors to choose Snowmass.

Winter 2024–2025 Campaign: Active from August 2024 through March 2025, tapering toward the end of the season. The media strategy emphasized programmatic display, online video, Connected TV, paid social media, podcast audio advertising, and paid search. Digital partnerships with Expedia, Outside, Texas Monthly, 5280, Colorado.com, and OnTheSnow targeted travelers aligned with the Snowmass brand. A Flash Sale conducted in March 2025 in partnership with Aspen Skiing Company and Aspen Chamber Resort Association generated more than \$500,000 in revenue, with 83% of bookings secured at Snowmass lodging properties and an average length of stay of 9.8 nights.

Summer 2025 Campaign: Active from April through late September 2025, targeting core audiences with a strong emphasis on regional drive markets. Media placements combined digital advertising with publishers such as Expedia, Outside, 5280, and Texas Monthly, alongside high-visibility out-of-home placements on airport video boards in key nonstop flight markets, including Dallas, Houston, and Austin. Dedicated funding supported promotion of signature events, including the Snowmass Rodeo, Snowmass Free Concert Series, Ice Age Discovery, and Snowmass Balloon Festival.

Winter 2025–2026 Campaign: Launched in August 2025 and continuing through March 2026, again focused on ski-oriented audiences. The media strategy emphasizes programmatic display, digital partnerships, online video, Connected TV, paid social media, and podcast audio advertising.

Campaign and Messages

The “Magnify” creative platform remained the foundation of marketing efforts in 2025, with multiple executions developed to resonate with distinct audience segments. Creative variations aligned with four primary themes: Family, Adrenaline, Scenic Beauty, and Vibrant Village. During 2025, Snowmass Tourism also expanded investment in organic-style paid social content delivered to national audiences, capitalizing on the format’s strong engagement rates and ability to drive authentic interaction.

Group Sales Marketing

Group-focused marketing initiatives were implemented year-round to engage key decision-makers such as third-party meeting planners, administrative professionals, and event coordinators. These efforts relied primarily on digital channels, with a strong emphasis on programmatic display advertising and paid search to reach audiences actively researching venues and destinations. Creative executions aligned with the broader “Magnify” platform while incorporating tailored messaging designed specifically for meeting and wedding planners. Target markets included Texas, Chicago, California, Colorado, and major population centers across the Northeast corridor from Washington, DC to New York City.

AUDIENCE

Target Markets

- Austin
- Atlanta – introduced Summer 2025
- Chicago
- Dallas
- Denver
- Houston
- Miami
- San Francisco
- San Diego
- Los Angeles
- New York state

PRIZM Segments

- Upper Crust
- Networked Neighbors
- Movers & Shakers
- Young Digerati

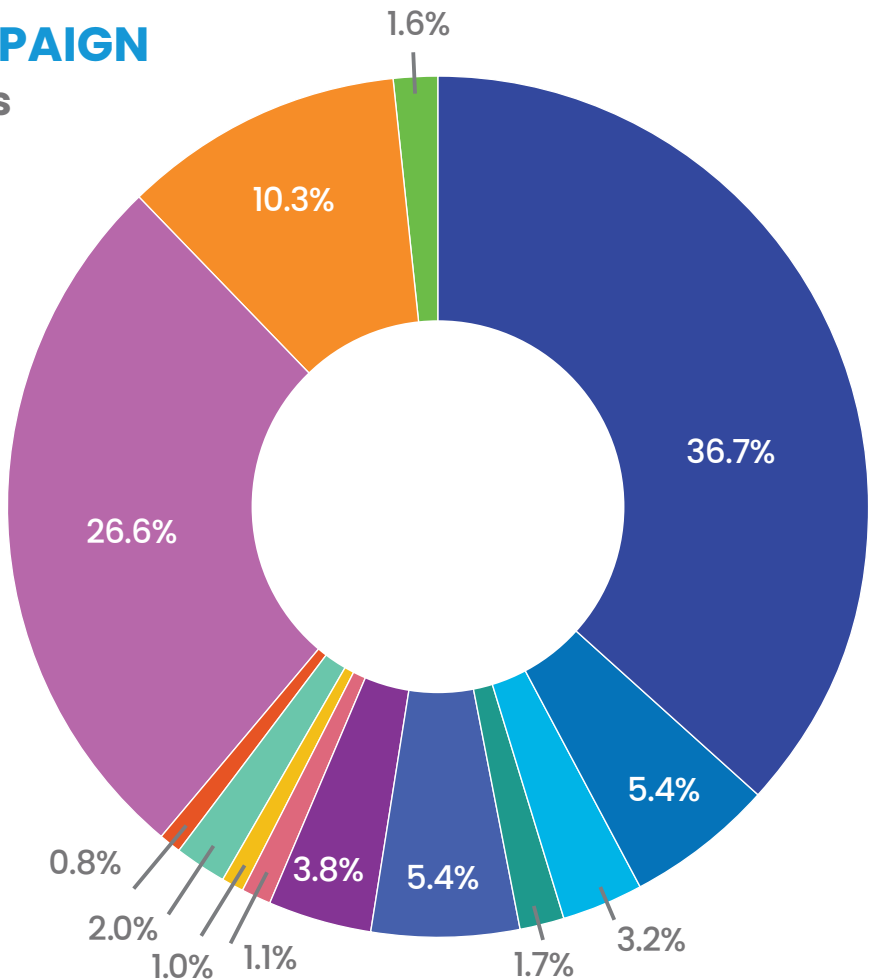


WINTER 2024/2025 CAMPAIGN

101,385,913 Total Impressions

Impressions by Channel

- Meta
- YouTube
- TTD (Display)
- Kargo
- MNTN
- Spotify
- Texas Monthly
- Outside Online
- Colorado.com
- Expedia
- OOH
- Props
- On the Snow

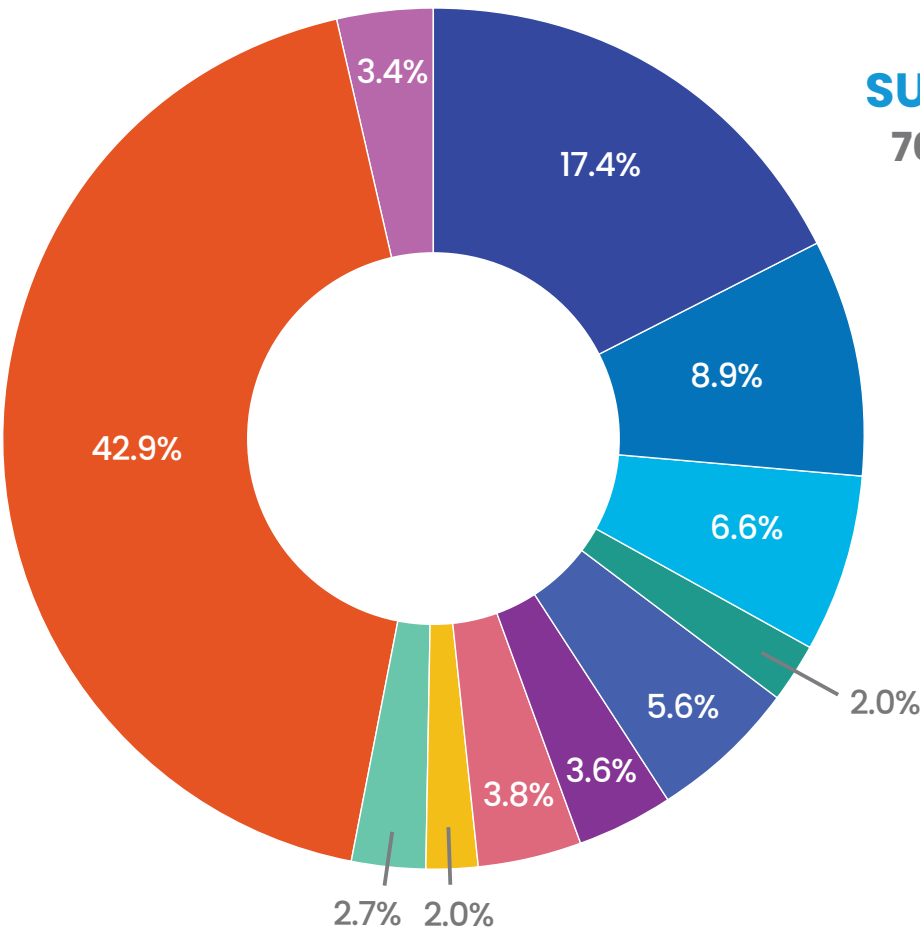


SUMMER 2025 CAMPAIGN

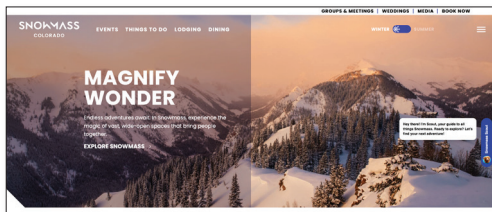
70,373,026 Total Impressions

Impressions by Channel

- Meta
- YouTube
- TTD (Display)
- Kargo
- MNTN
- Spotify
- Reddit
- Outside Online
- Colorado.com
- OOH
- Props



WEBSITE



GOSNOWMASS.COM

- Website traffic remained steady in 2025 and showed an overall increase of 2.3% YOY.
- Web sessions were up 5.81% YOY
- Newsletter signups went up 148% YOY
- Total engaged site sessions declined 14.3%, due to changing search environment. As search continues to evolve through AI overviews, zero-click results, and widespread LLM usage, our approach has adapted accordingly. Rather than focusing solely on driving clicks or sessions onto our site, we began creating comprehensive, bot-optimized content designed to establish Snowmass as the authoritative source across key topics, capturing visibility in the new environment.
- Website upgrades included new mega event pages for signature marquee events, a new "Local Community Events" highlight menu on the Event Calendar, functionality improvements to Events page, and Forms repairs.
- NEW! Scout AI Chat Bot was integrated on GoSnowmass and Snowmass Social Media accounts. Scout provides instant personalized answers to any Snowmass travel questions. Scout is trained with our website's data to help visitors with itineraries, ski/non-ski recommendations, activities, dining, arts & culture, and more.



OTHER DOMAINS

HikeSnowmass & BikeSnowmass: Trail maps for all hiking trails in Snowmass Village & notable Roaring Fork Valley trails. Inspiration 'guides' that help users find the right hike or bike for them based on their goals. Website usage remained steady for both with slight decreases in overall traffic.

SnowmassIceAge: The static educational website serves as a storytelling hub for the 2010 Ice Age fossil discovery at Ziegler Reservoir. Website usage remained steady year over year.

MARKETING

Snowmass Tourism's key marketing objectives are to provide inspiration and information to visitors and residents. Marketing functions in 2025 included local advertising and promotions, content development and marketing, collateral development and distribution, stakeholder support, website development and SEO, and photography/videography.

SNOWMASS ICE AGE DISCOVERY

Snowmass Tourism acts as the steward of the Snowmass Ice Age Discovery message. Snowmass Tourism maintains 12 art pieces and informational exhibits around the Village, as well as an educational website, an Ice Age Passport that serves as a DIY visitor experience, and weekly guided Explorer Tours hosted by the Aspen Science Center in summer and winter high seasons.



2024/25 MARKETING PRINT COLLATERAL

Campaign Creative



Print Collateral



SOCIAL MEDIA



Focus continues to be on video, with static imagery a secondary priority. We have shifted away from a larger content creator program to producing more authentic storytelling videos in-house. This has significantly increased our engagement and reach, and we continue to see steady audience growth through reels, static images, and carousel posts. Content highlights scenic imagery and video, trip planning & itineraries, lifestyle, event promotion, and community character. Our main goal with Instagram is brand awareness and reach.

50,108 followers

as of February 20, 2026

5.2 million views

Profile visits **23.4** YOY

Reach **56.1%** YOY

Content Interactions **100%** YOY



Using platform for video and sharing press hits from our public relations efforts, in conjunction with original content and partnership content. LinkedIn is primarily a group sales-focused initiative.

525,427
impressions



Focus continues to be on quality posts and video content. The majority of Snowmass' messages are amplified beyond our immediate followers via ad targeting. We do not focus on follower count/ growth as the Facebook platform is primarily 'pay to play'. With this in mind, we focus on our reach and brand trust.

106,260 followers

as of February 20, 2026

39.7 million views

Page visits **41.3%** YOY

Link clicks **33.1%** YOY

Content Interactions **147.8%** YOY



Content creation was aimed to both showcase the beauty of Snowmass and promote events and activities. Top performing videos are "Family Time, Perfected in Snowmass" and "A Love Letter to Snowmass." "A Love Letter to Snowmass" highlights the essence of Snowmass with videography featuring lifestyle, scenic views, activities, and b-roll from Snowmass events.

6.4 million views

49,0000
impressions

SPECIAL EVENTS

Snowmass Tourism's events team continues to collaborate closely with key partners to deliver memorable experiences for guests and locals alike. These partners include Aspen Skiing Company, the City of Aspen, East West Partners, Pitkin County, The Romero Group, and the USFS. With a focus on bringing increased vitality to the community, the events team is continuing to identify new opportunities within the village to enhance activity, engagement, and connection among visitors and residents. The Snowmass Free Concert Series continues to grow in both attendance and impact, attracting larger crowds and featuring an increasingly high-caliber lineup of nationally recognized artists. In addition, new events such as Bull Riding and the Mountainside Music Festival are expanding the event lineup, offering fresh and exciting new experiences that further enrich Snowmass as a vibrant, year-round destination.

New Summer Activations

Mountainside Music Festival
Bull Riding

Annual Summer Events

Snowmass Free Concert Series (11 concerts)
Ragnar Trail Colorado
Snowmass Rodeo
The Mall Block Party
Independence Day Community Celebration and Concert
Snowmass Rendezvous
Snowmass 50 MTB Race
Audi Power of Four Run (10K, 25K, 50K)
Heritage Fire
Snowmass Plein Air
Snowmass Tree-O
Cidermass
Comedy Fest
JAS Aspen Snowmass Labor Day Experience
Balloon Festival + Night Glow
Golden Leaf Half Marathon
Snowmass Wine Festival
Triple Crown World Series (group)
Oktoberfest

Summer Daily & Weekly Activations

Ice Age Explorer Tours
Music on the Mall
Movies Under the Stars
Sunset Tuesdays at Elk Camp
ACES Naturalist Walks

Winter Activations & Events

Ice Age Explorer Tours
Bud Light HiFi Concerts
X Games
Mother of All Ascensions Uphill
Holiday Celebrations – Hanukkah, Santa & Carolers
Ice Sculptures and Live Demos
Music on the Mall
Bud Light Game of Stones
Wintersköl
New Year's Eve Fireworks & Torchlight Parade
Bud Light Mountain Games
Jr Freeride Series
Spring Jam NASTAR Nationals
Snowmass S'mores
Free Ice Skating
Audi Power of Four SkiMo Race

GUEST SERVICES

Guest Services operated two visitor information centers in 2025, at Town Park Station (open daily in the winter and summer seasons), and on the Snowmass Mall (open daily in the summer season). Guest Services staff provide local tips, maps, brochures, and insider recommendations while helping visitors navigate Snowmass Village.



Snowmass S'mores

The Snowmass S'mores program is managed through our Guest Services department, providing free s'mores to visitors every winter afternoon from branded S'mores carts in Base Village and on the Snowmass Mall, to delight skiers and entice them to stay in Snowmass after the end of their ski day.

Total s'mores served in 2025

60,157

Total S'mores since start of the program in Winter 2017/2018

477,221

PUBLIC RELATIONS

Snowmass Tourism hosted a total of 84 domestic and international media in 2025, some in partnership with the Aspen Chamber Resort Association, Aspen One, B Public Relations, Colorado Tourism Office, and Viceroy Snowmass. In 2025, Snowmass Tourism and ACRA continued their joint summer international PR programs, working with representatives in the United Kingdom (Black Diamond) and Mexico (Travel Pie) for summer season contracts, promoting Aspen and Snowmass. In April, ACRA, Aspen One, and Snowmass Tourism hosted a series of in-market events in the UK with Black Diamond. The representatives also co-hosted two FAMs, one from each market, in July in Aspen and Snowmass. To support ongoing international PR initiatives with the Colorado Tourism Office and Aspen One throughout 2025, Snowmass Tourism hosted media FAMs from markets including Argentina, Mexico, the UK, Canada, Australia, Ireland, Switzerland, and France. In-market travel included trips to Mexico City, Guadalajara, Monterrey, the United Kingdom, Toronto, and Vancouver to promote Snowmass and Colorado's year-round messaging to media, travel trade, and tour operators in those markets. Snowmass Tourism attended three public relations focused conferences with media in attendance in April, June, and October, as well as attended two Colorado Tourism Media Mixers in Denver in April & October. Additionally, in June & November, Snowmass Tourism partnered with Aspen One and ACRA to host over 20 local media at two different kick-off dinners, promoting news for the upcoming winter and summer seasons. Snowmass Tourism PR also participated in monthly calls for and attended the MICHELIN Guide event in Denver in September.

MEDIA COVERAGE 2025 HIGHLIGHTS

3,900

Stories mentioning Snowmass

22.7 billion
UVM/Views

\$13.6 million
in Publicity Value

2025 MEDIA CLIP HIGHLIGHTS

360 West: A slow-ski escape to Snowmass: Where laid-back luxury meets high-alpine adventure

Business Insider: Step aside, Aspen. There's a new town aiming to be Colorado's luxury hot spot

Business Insider: Wealthy Americans are buying second homes in this small ski town where slopeside property is quickly disappearing

Conde Nast Traveler: The 31 Most Beautiful Towns in America

Denver Post: Your ultimate guide to more than 80 summer festivals in Colorado

Express UK: I went to US state with 125 billionaires — I've never seen so many private jets

Fast Company Magazine (MEX): Aspen Wants to Be Everyone's Home

Fodor's Travel: The 15 Most Colorful Small Towns in America

Good Morning America: Tips to book spring break travel, deals and destinations from Caribbean beaches to Colorado ski slopes

Houston Chronicle: Colorado's stunning Snowmass offers a trip back to Ice Age

InsideHook: Hack the Tourist Traps With These Small-Town Alternatives

InsideHook: The Healing Power of Divorce Travel

New York Times: I Get Bored at the Beach. Where Should I Go This Summer?

Outside Magazine: Your Ultimate Guide to Winter Adventure in Colorado's Top Mountain Towns

PEAK Magazine: The Resurgence of Cowboy Culture in Modern America

The Manuel: Inside Snowmass: The Colorado gem mixing alpine thrills with laid-back luxury

Time Out: Here are the 10 most popular ice rinks in all of the U.S.

Travel & Leisure: We Asked 6 Travel Experts the Best U.S. Ski Spots—and They Picked These 2 Destinations

Travel + Leisure: 19 Charming U.S. Towns Where Fall Foliage Is Absolutely Magical

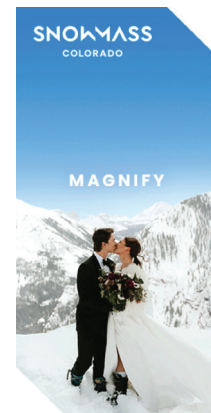
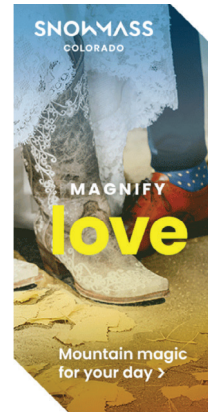
Travel + Leisure: 20 Best Places to Travel in July

Travel + Leisure: 2025 World's Best Awards – Top 10 favorite Resorts in Colorado: Limelight Snowmass and Viceroy Snowmass



GROUP SALES

In 2025, lodging tax revenues were \$13.9M. A 8% increase over 2024. Group business and booking pace (business closed for 2025 and beyond) slowed substantially in 2025 due to a number of economic and outside factors. Q1 produced roughly flat to a banner 2024 year and then followed the downturn in the industry with the announcement of tariffs and the beginnings of uncertainty in the economy. Booked room nights dipped to just over 18,000 in 2025, which is just over 50% of the production we saw in 2024. Group actualized bookings (bookings that came to fruition and stayed in Snowmass in 2025) showed a substantial increase due to some larger scale events on the books. Some existing groups, such as DAV, also saw increased pickup compared to their past bookings. Actualized group room nights in 2025 climbed to the second highest year ever at a total of 30,320. This was aided by a stronger crossover (2025 bookings already on the books at the end of 2024) which was closer to crossover we noted going into 2024 of roughly 17,000. Outlook for 2026 is mixed with a smaller crossover number of 14,000 but with an increase in business sourcing and signing agreements projected early in Q1. In 2025, the Group Sales team added more hosted events in town to bring large blocks of meeting planners and travel professionals to the destination. MTS, MIC's Board Retreat, and Destination Colorado CAE were three larger event additions to the year to help increase ROI from our customer base. Due to the success of these events and hosted opportunities, such as our summer FAM schedule, we have committed to adding Retreats Resources, Helmsbriscoe, and other large-scale events for 2026. 2026 will see an increase in expenditures from the group support portions of the tourism budget. These will go toward closing short term 2026 business opportunities, 2027 business opportunities during airport closure, and building a stronger overall customer base to diversify market segments.



GROUP SALES DASHBOARD (2025 FINAL)

2025 PRODUCTION			
Quarter	Total Leads Created	Total Groups Booked	Room Night Production
Total Q1	228	80	10,746
Total Q2	123	15	1,505
Total Q3	130	18	3,098
Total Q4	135	25	2,915
Annual	616	138	18,264

YOY VARIANCE (2025-2024)			
Quarter	Total Leads Created	Total Groups Booked	Room Night Production
Total Q1	75	30	2,647
Total Q2	4	-9	-5,950
Total Q3	12	-12	-8,998
Total Q4	11	-4	-2,647
Annual	102	2	-14,948

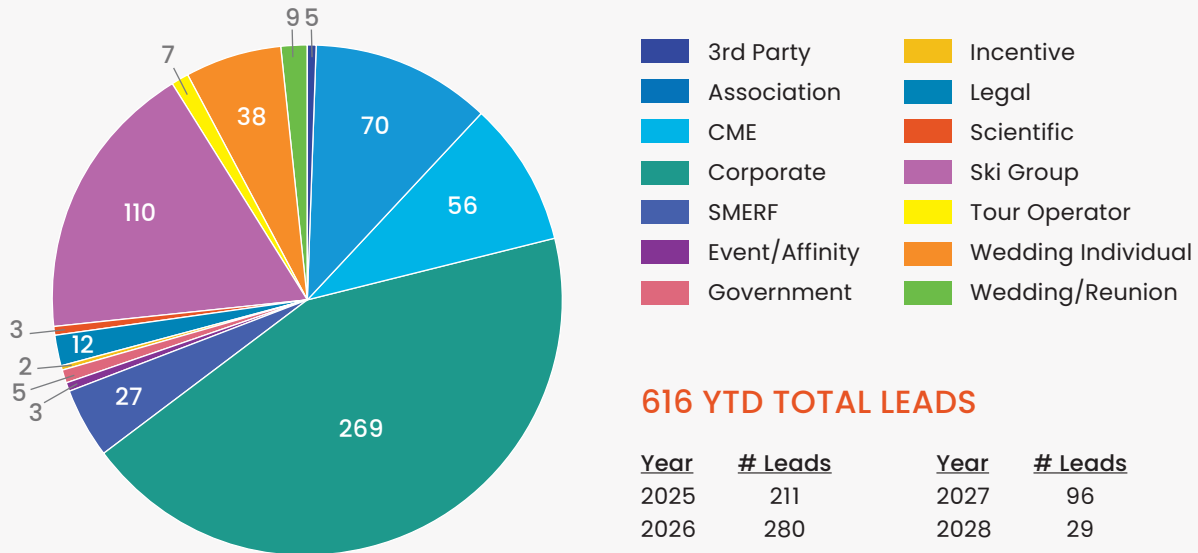
2025 GROUP ROOM NIGHTS ON THE BOOKS (BY ARRIVAL DATE)

Year	Q1	Q2	Q3	Q4	Annual RN's	Annual Group Count
2017	14,239	3,827	5,450	1,430	24,946	158
2018	13,093	2,557	7,969	1,498	25,117	134
2019	12,409	9,777	5,514	1,830	29,530	112
2020	11,381	47	86	293	11,807	73
2021	1,813	788	1,780	1,933	6,314	58
2022	14,597	4,223	10,972	2,790	32,582	131
2023	13,094	3,219	5,718	3,183	25,214	118
2024	8,400	5,719	7,829	2,074	24,022	123
2025	17,308	4,980	5,893	2,139	30,320	156
2026	7,149	3,601	2,807	676	14,233	54
2027	6,236	460	0	0	6,696	9
2028	529	0	0	0	529	1

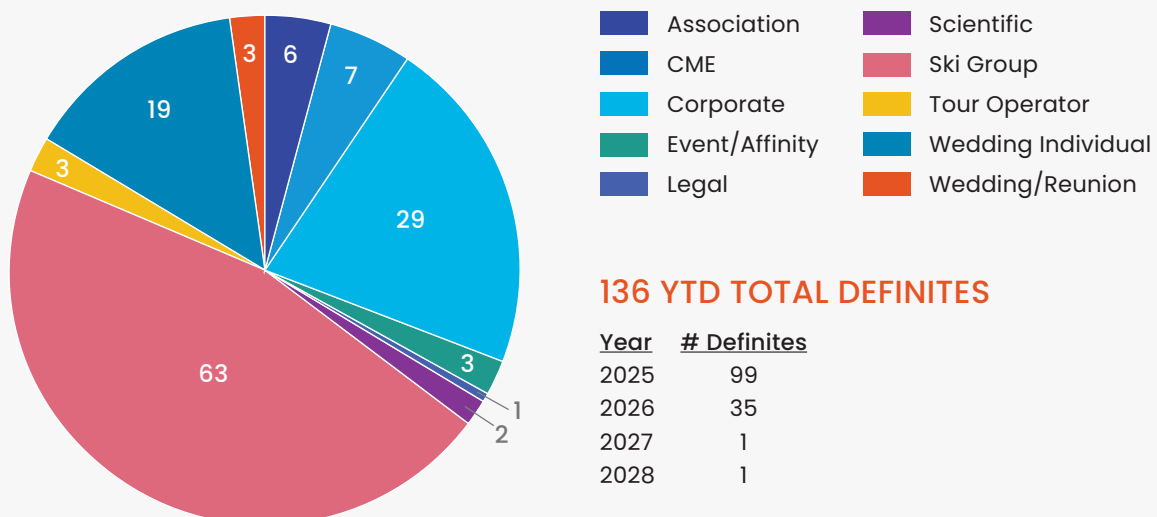
GROUPS ON THE BOOKS (ARRIVAL STARTING ON 1/1/2026)

Room Nights	Number of Groups
Over 1,000	1
750 - 999	1
500 - 745	8
200 - 499	16
1 - 199	14
0	14 (contracts w/o def room nights)
TOTAL	54

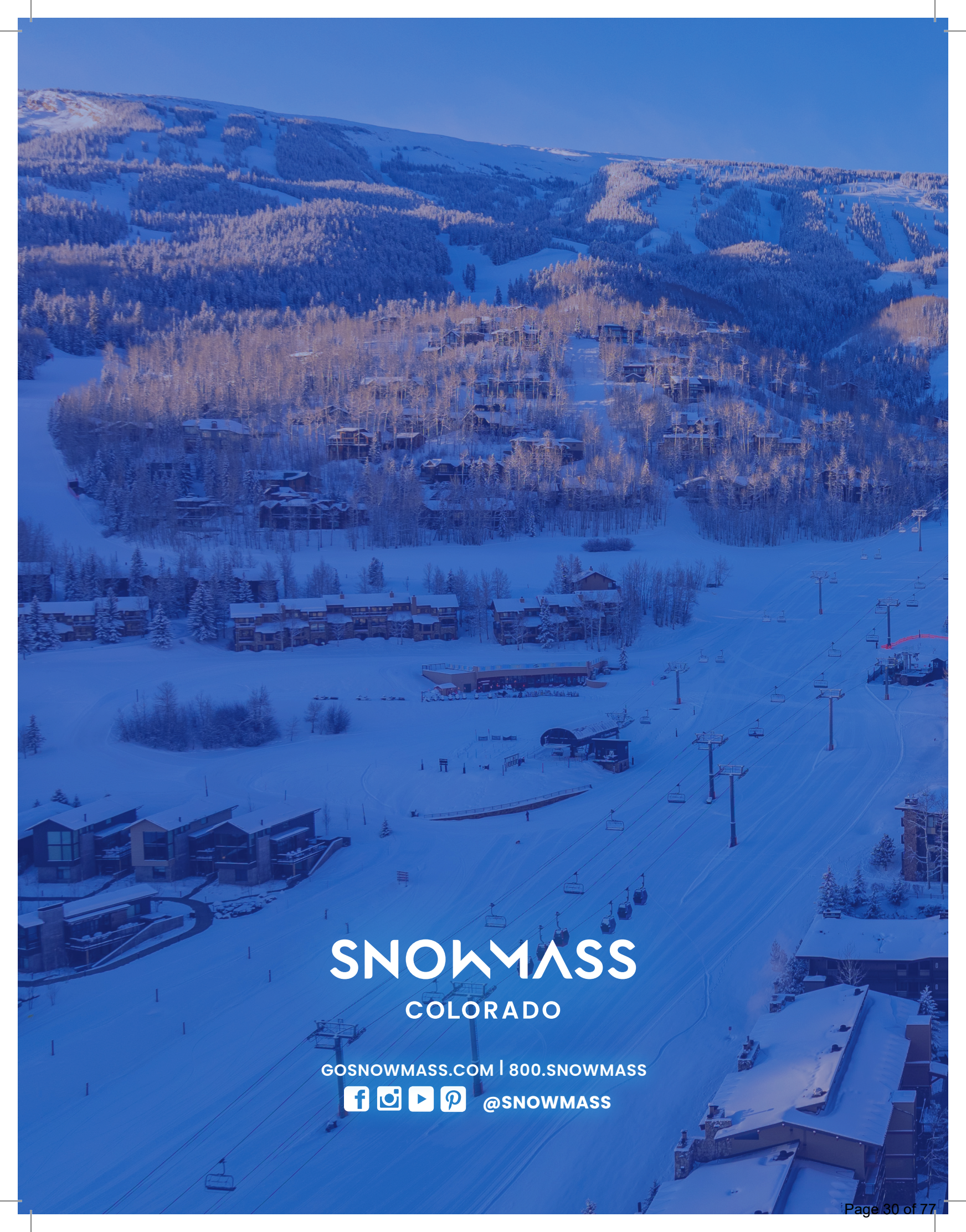
LEADS BY MARKET SEGMENT (2025 FINAL)



DEFINITES BY MARKET SEGMENT (2025 FINAL)





An aerial photograph of the Snowmass ski resort in Colorado during the "blue hour" of dusk. The scene is dominated by a deep blue color palette. In the foreground, a wide, groomed ski run descends from the right towards the bottom left, with several chairlifts visible. To the left of the run, there are several large, modern resort buildings with dark roofs and some illuminated windows. In the middle ground, a cluster of smaller, rustic-style wooden buildings is nestled among snow-covered evergreen trees. The background features rolling hills and mountains, all covered in a thick layer of snow and dotted with dark evergreen forests. The sky is a clear, deep blue.

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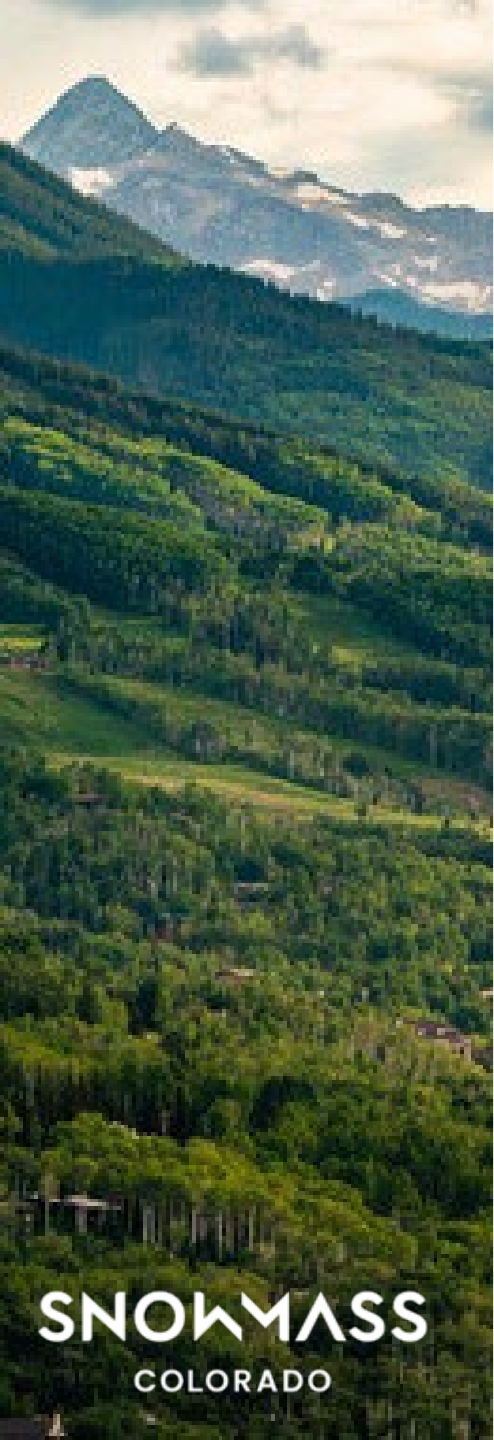
A scenic landscape of the Snowmass area in Colorado. In the background, rugged mountains with patches of snow rise against a sky filled with soft, white clouds. The middle ground features steep, forested slopes with vibrant green coniferous trees. In the foreground, a small town is nestled in a valley, with its buildings and roads visible through the dense greenery.

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Tourism Advisory Board

April 30, 2026



Agenda

Snowmass Tourism Updates

Julia Theisen Business Outlook, DMP

Virginia McNellis – Summer Marketing

Shane Vetter – Summer Events

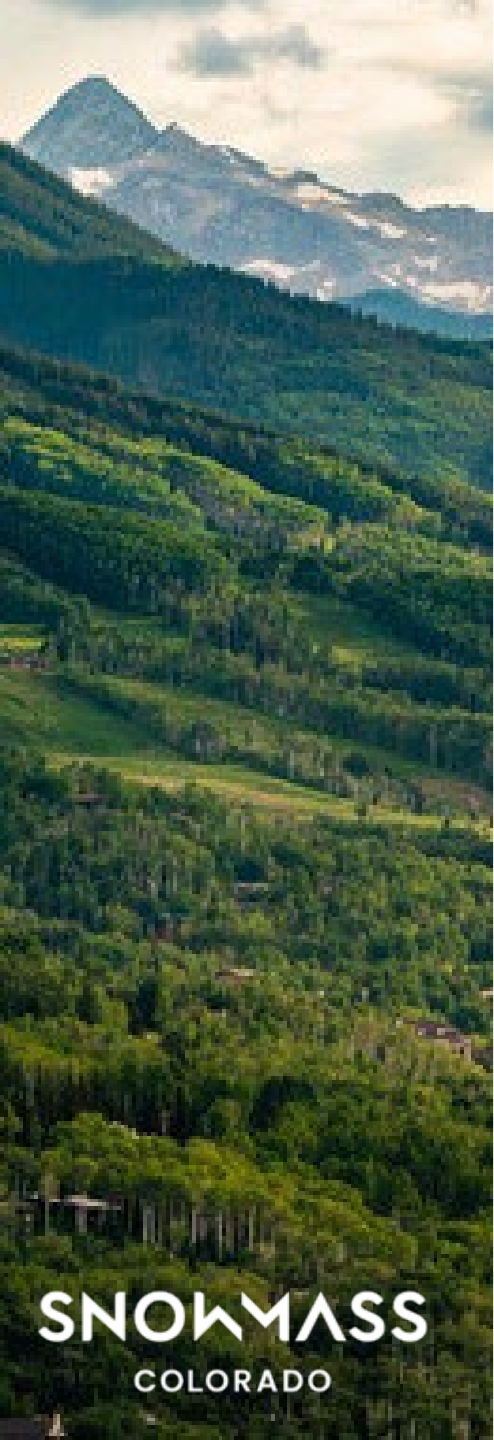
Drew Welsheimer – Group Sales Outlook

Uncertainty in 2026

- Political and economic volatility
- Global conflicts
- Fuel prices – affecting both air travel and road trips
- Government Shut down / ICE at airports
- International perception of US



- Shorter booking windows
- Shorter length of stay
- Drive vs Fly
- Domestic vs International trips
- Lower spend



Longwoods Study– American Travel Sentiment (April 8)

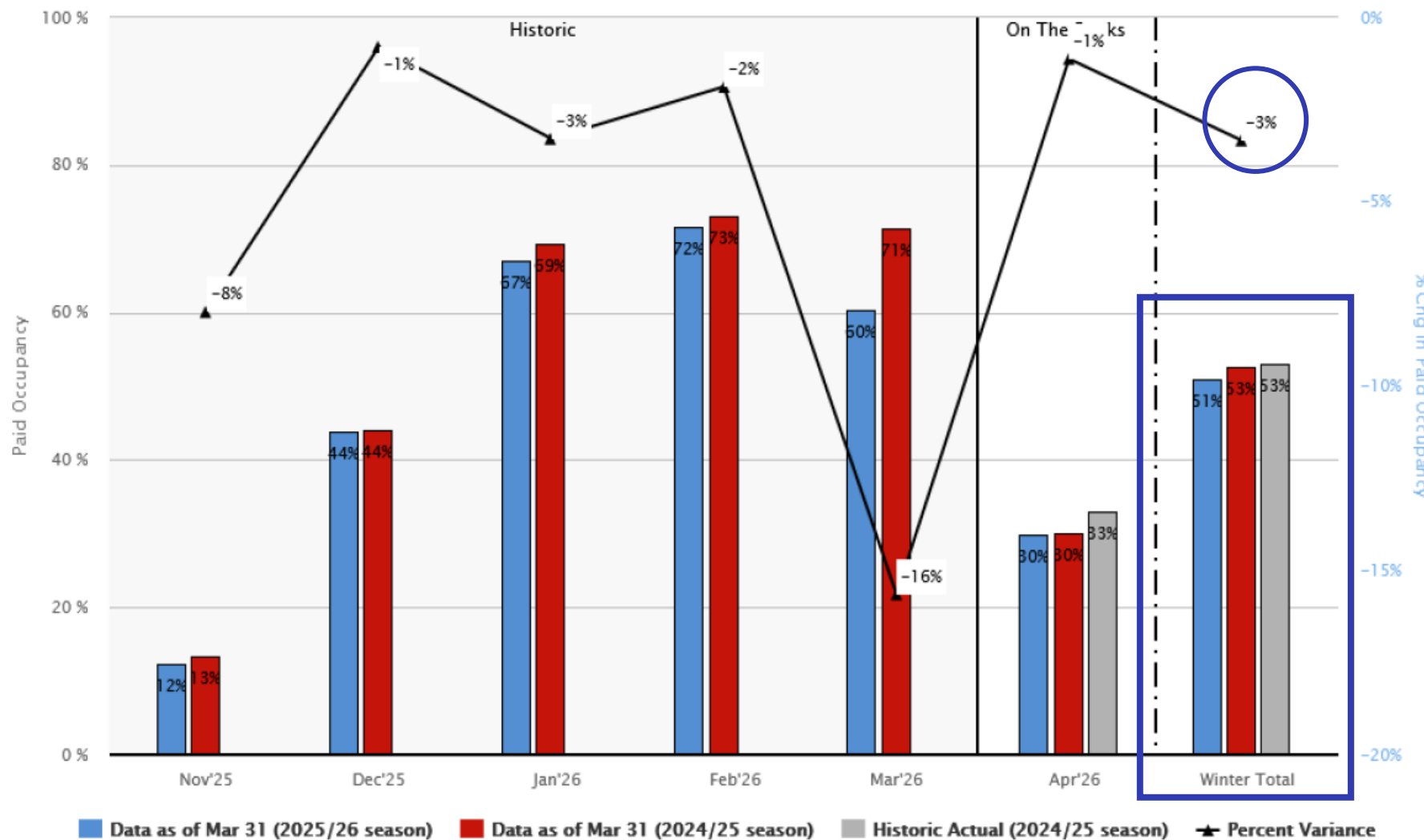
Fuel Prices

1/3 of American travelers report that higher gas prices are impacting travel plans.

41% are planning vacations closer to home

36% are reducing number of trips

Travelers are reducing spending on entertainment and recreation (35%) retail purchases (33%) and F&B (29%)



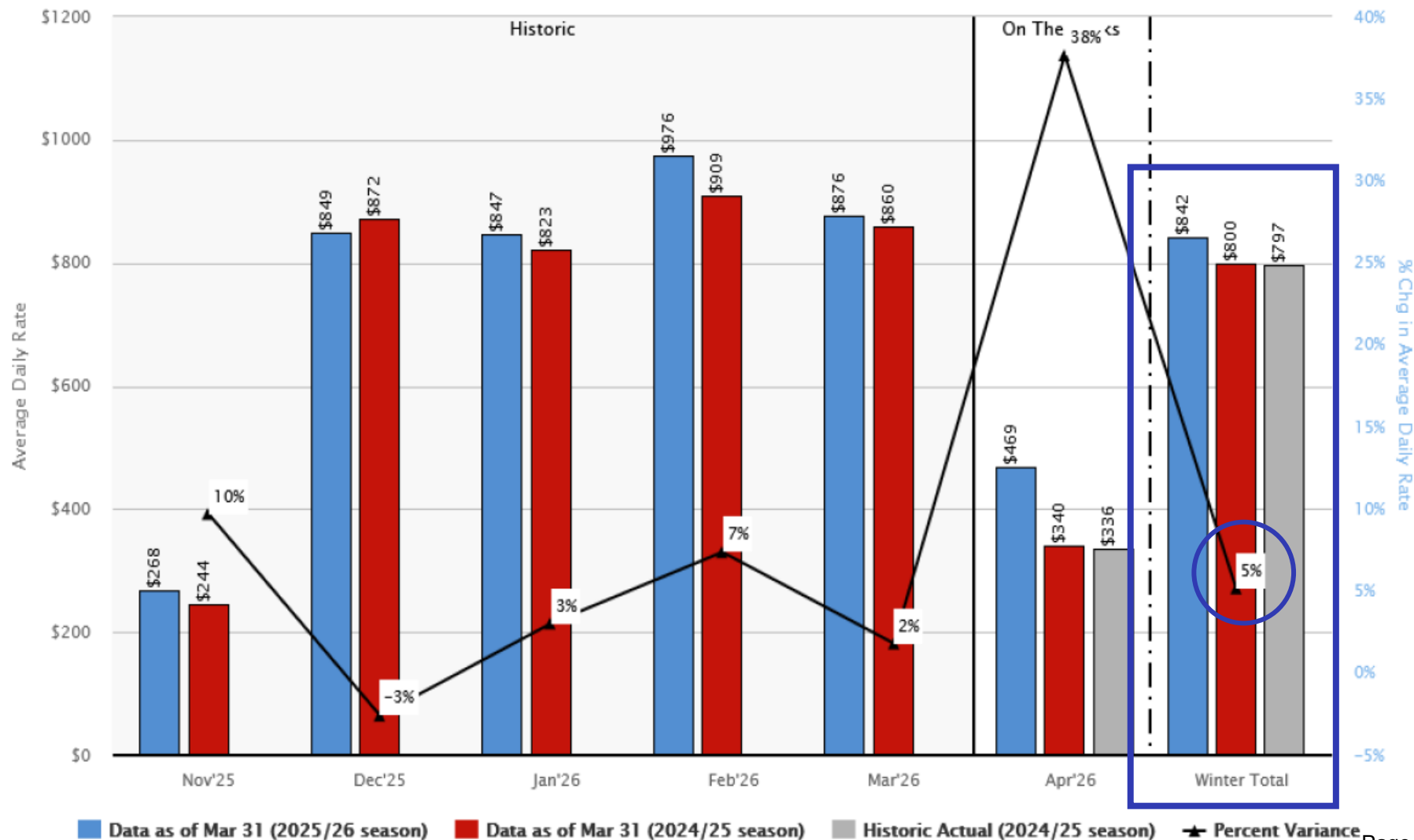
2025/2026
Snowmass
Winter to
Date –
Occupancy

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INNTOPIA DestiMetrics

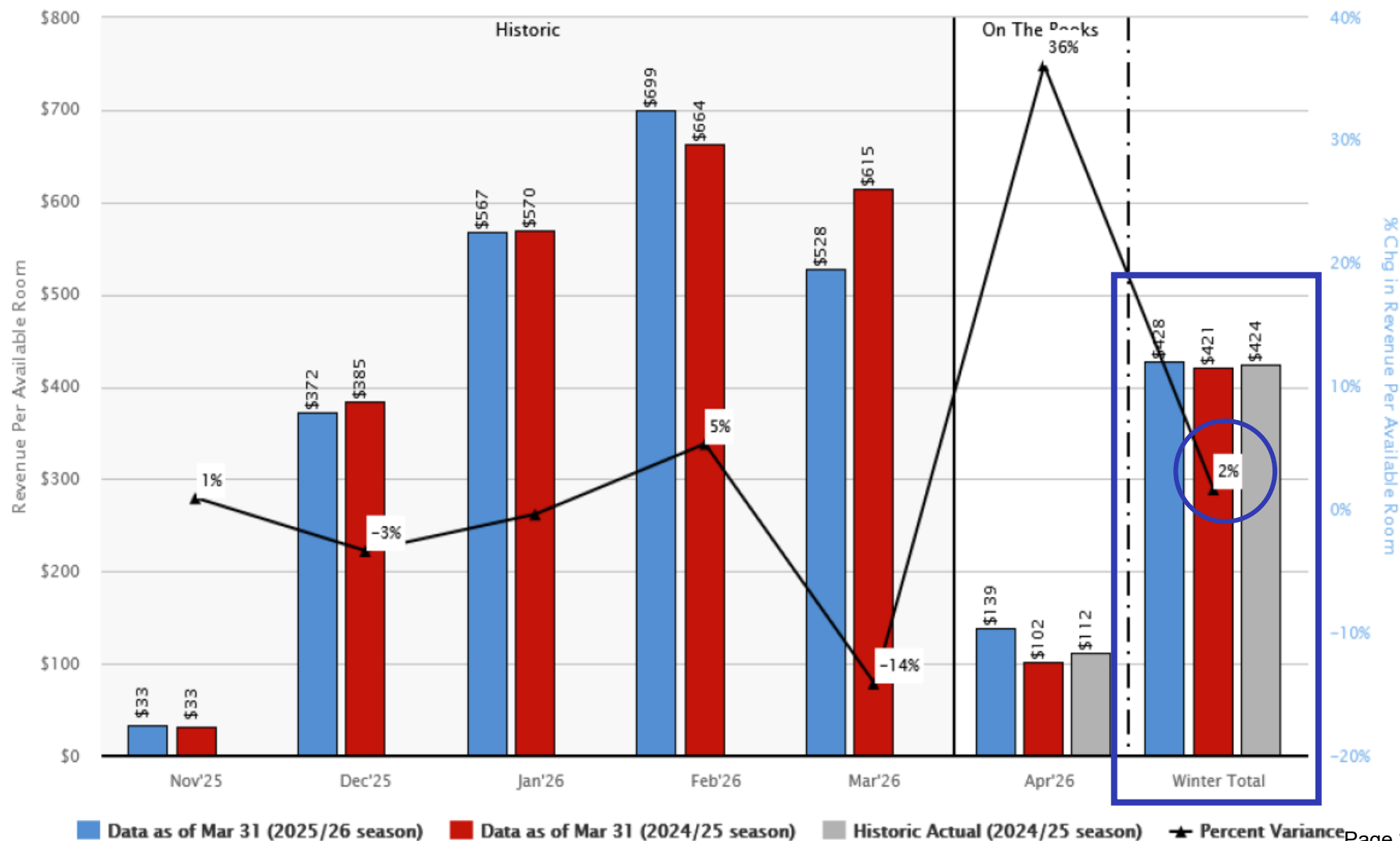
2025/2026
Snowmass
Winter to
Date – ADR

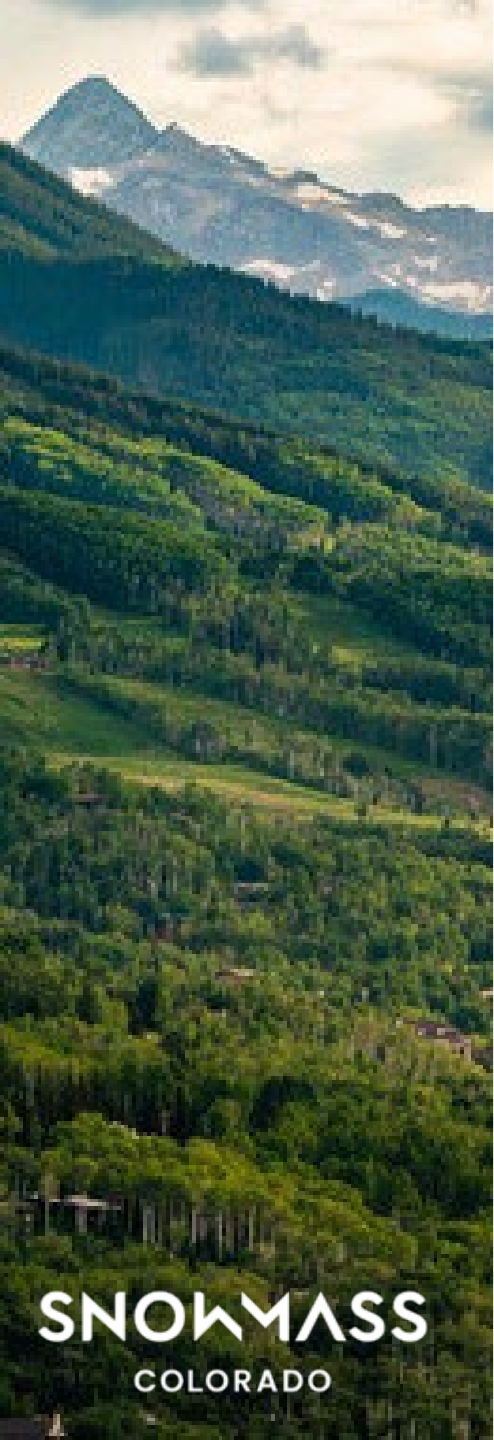
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2025/2026 Snowmass Winter to Date – RevPAR

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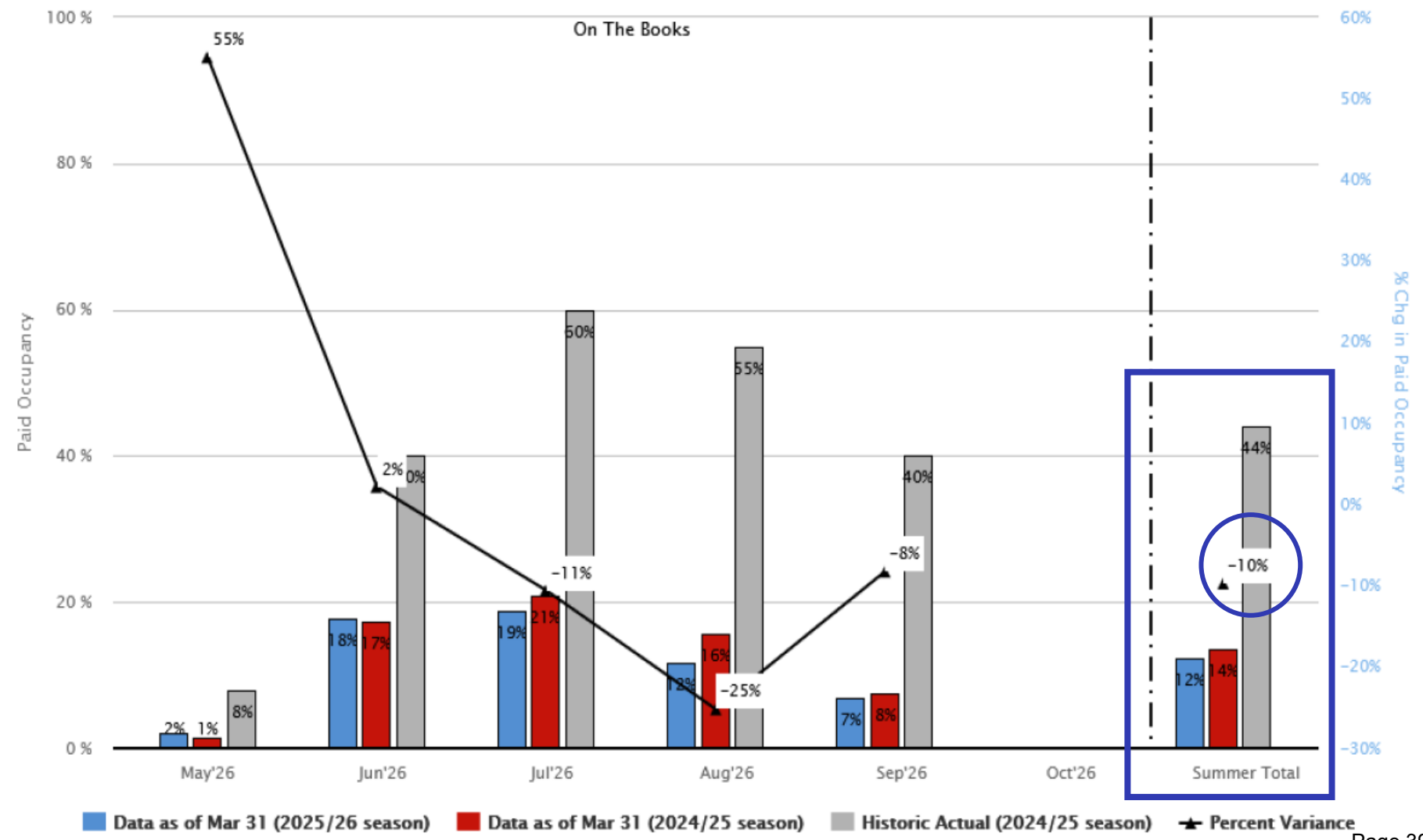




Tourism Outlook

Winter Season Recap

Winter Season to Date (Nov-April)			
	2025/2026	2024/2025	YOY % Diff
Paid Occupancy	50.9%	52.7%	-3.3%
ADR	\$842	\$800	5.2%
RevPAR	\$428	\$421	1.7%



INNTOPIA DestiMetrics

2026
Snowmass
Summer to
Date –
Occupancy

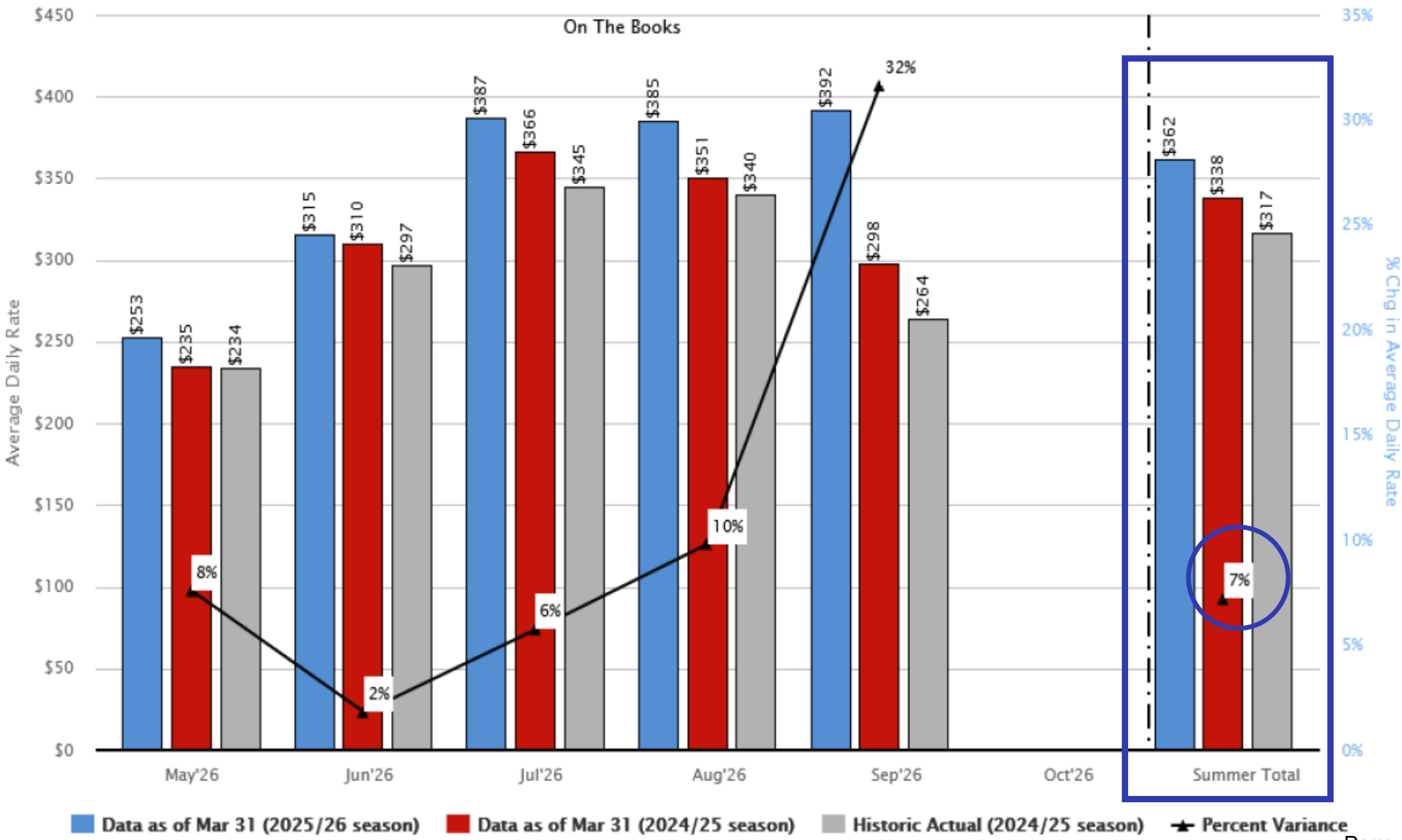
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INNTOPIA DestiMetrics

2026 Snowmass Summer to Date – ADR

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INNTOPIA DestiMetrics

2026 Snowmass Summer to Date – RevPAR

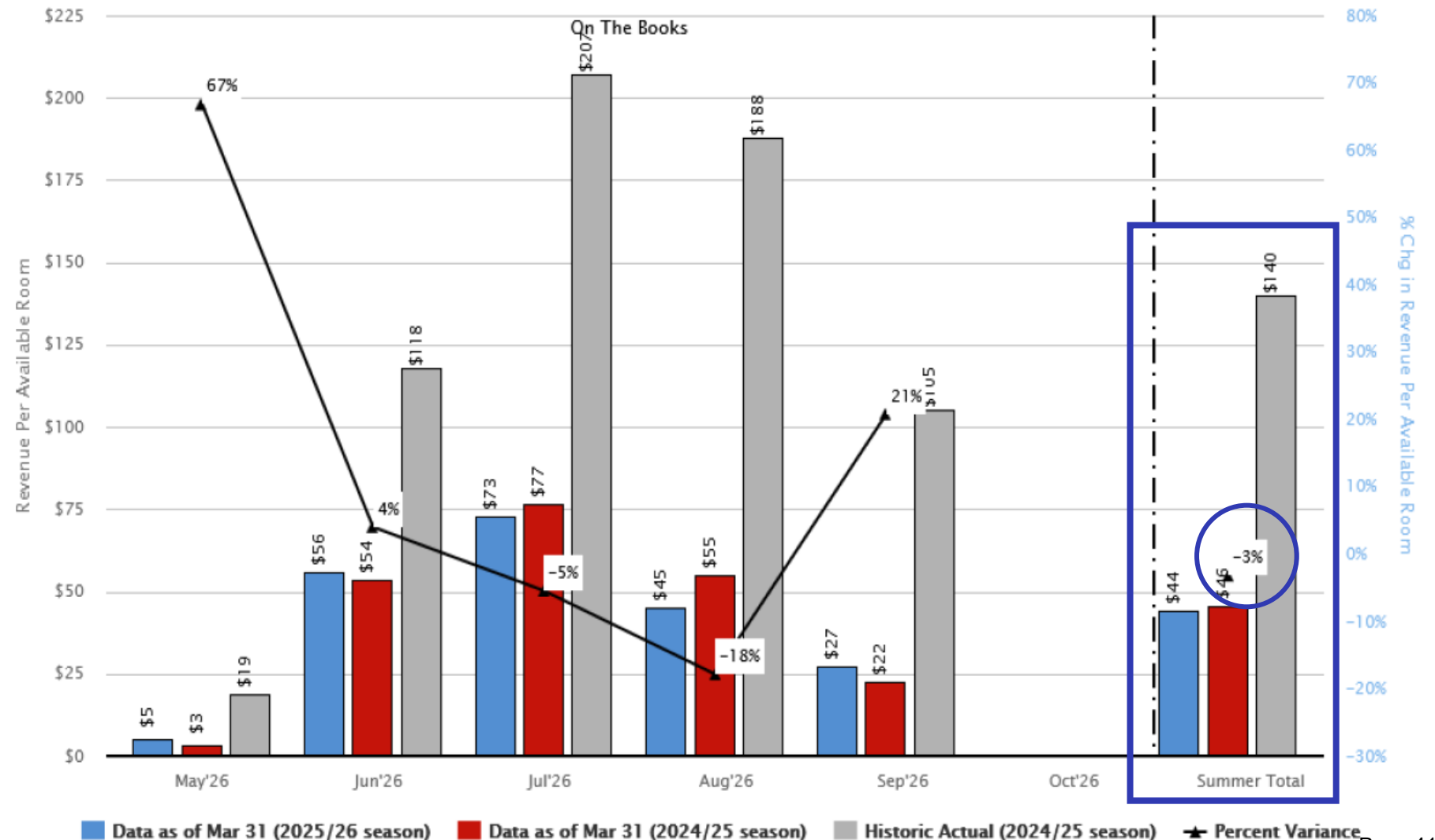
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DestiMetrics

Snowmass Custom RAO Revenue Per Available Room (Summer-to-date)

Res Activity Outlook as of Mar 31, 2026



Tourism Outlook

Summer Season Recap

Summer Season to Date (May-Sept)			
	2025/2026	2024/2025	YOY % Diff
Paid Occupancy	12.2%	13.5%	-9.7%
ADR	\$362	\$338	7.2%
RevPAR	\$44	\$46	-3.2%

Destination Management Plan

Pillars, Goals & Strategies

The Destination Management Plan guides Snowmass Tourism through sustainable tourism principles — considering social, environmental, and economic impacts. This defines our purpose and “why.” Our “how” involves building capacity across tourism management functions. Each pillar contains goals and strategies, with many strategies overlapping across multiple pillars.

PILLAR 1: People

Goal: Foster a thriving community that enhances quality of life for those that live, work, and play here through balanced destination management.

- 1.1 Monitor and Message the Impact of Tourism Within the Community
- 1.2 Preserve Local Identity
- 1.3 Advance Inclusivity in Tourism
- 1.4 Express and celebrate community values through tourism initiatives

PILLAR 2: Place

Goal: Deliver exceptional experiences that deepen connection to Snowmass while protecting our natural beauty, environment, unique character, and community culture.

- 2.1 Develop Signature Experiences
- 2.2 Promote Accessible Tourism For All
- 2.3 Develop Sustainable Tourism and Responsible Travel Experiences

PILLAR 3: Prosperity

Goal: Cultivate a thriving local economy to enhance community well-being.

- 3.1 Stimulate Economic Vitality Through Ongoing Initiatives
- 3.2 Collaborate on Workforce Housing Solutions
- 3.3 Enhance Employee Retention
- 3.4 Grow Tourism Industry Resources for Partners
- 3.5 Develop Green Business and Climate Adaptation Initiatives

PILLAR 4: Process

Goal: Advance Snowmass Tourism’s impact as a destination management organization by championing the core pillars of people, place and prosperity.

- 4.1 Enhance Destination Management Capacity and Knowledge
- 4.2 Strengthen Stakeholder Collaboration
- 4.3 Improve Data-Driven Decision Making

- Inclusivity Committee
- Accessible Travel Project
- Responsible Visitor Campaign
- Ice Age Story
- History & Heritage

Inclusivity Coalition

Mission - Make Snowmass more welcoming to all with 3 working groups to provide "welcome mats"

Latinx Community

- Ads, event collateral and signage translated to Spanish
- Spanish Speaking influencers
- Ambassador Program
- Spanish-language programming (Ice Age Discovery Tours, ACES nature hikes/snowshoe tours, Latino Bike Day)

LGBTQ+ Community

- Expanded youth programming (Building on Youth Hike)
- Adult social activities (Hikes, bikes with AspenOUT)
- Family-friendly summer programming
- Enhanced Pride Week Celebration around Thursday night concert (June 25)

Universal Access

- Accessible Travel Project (Wheel the World and CTO)
- Front line training on hidden disabilities
- ASL Interpreters
- Building on existing programs and partnerships



- 25 sites are now mapped across Aspen-Snowmass, an additional 10 sites will be mapped this summer including Maroon Bells
- Snowmass will be "Destination Certified" this June with an active listing on Wheel the World
- Aspen Snowmass will be cross-promoted on Colorado.com and Wheel the World platform – reaching an audience of 180k active travelers
- This project provides visitors with disabilities the critical information they need to plan a trip
- It also provides participating businesses with information on their accessibility and recommendations to improve accessibility

SNOWMASS PARTICIPATING BUSINESSES

- Snowmass Recreation Center
- The Collective Snowmass
- Viceroy Snowmass
- Limelight Snowmass
- Kenichi Snowmass
- JUS
- Crepe Therapy
- Venga Venga
- Ranger Station
- Elk Camp Gondola and Restaurant
- Transit Center

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NEW BELGIUM  RANGER STATION
KENICHI
SNOWMASS

THE **COLLECTIVE**
SNOWMASS

LIMELIGHT
SNOWMASS

VICEROY
SNOWMASS

 **ASPEN**
SKIING COMPANY
BY  ASPEN ONE

 **VILLAGE**
SHUTTLE


CREPE THERAPY CAFÉ

VENGA VENGA
BY CHEF RICHARD SANDOVAL


TOWN OF
SNOWMASS VILLAGE
PARKS, RECREATION & TRAILS

Economic Impact of Accessible Tourism

- 23% of Colorado Travel parties include a member with accessibility needs – significantly higher than the U.S. average of 18%
- People with disabilities make up 15% of world's population
- Accessible travel is rarely solo – groups typically include 1-3 companions
- Accessible travel is increasingly important as baby boomers age - the prevalence of disability over age 65 is over 50%



Ice Age Story

- Educational Event in 2026 partnering with Aspen Science Center
- Potential Dig in 2027 – leveraging the unique story for Snowmass. Partnering with DMNS.



A scenic landscape photograph of a mountain valley. In the foreground, a lush green forested hillside slopes down towards a small town nestled in a valley. The town features several buildings, including a prominent multi-story structure. In the background, majestic snow-capped mountain peaks rise against a sky filled with soft, white clouds. The overall scene is vibrant and picturesque, capturing the natural beauty of the Colorado Rockies.

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Marketing

Virginia McNellis

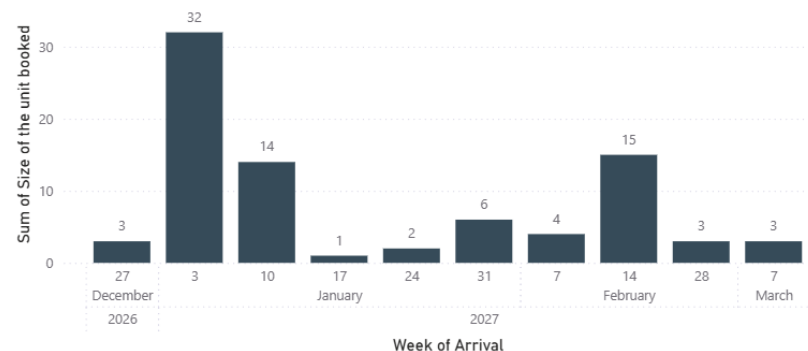
Long Love Winter Flash Sale

Book March 2-12, stay Winter 2026/2027

- Total lodging revenue booked: \$448K
- 65% new guests
- 35% Australia, 28% US, 20% Brazil
- 77% lodging revenue in Snowmass
- AVG length of stay 10 nights, ADR \$813



Number of Rooms Booked by Arrival Week



2025 Results:
\$511k lodging sales
Avg length of stay 9.8 nights
\$843 ADR

Summer 2026 Campaign Strategy

- Focus on **Family** and **Adventure** audiences
- Target **fly** and **drive** markets uniquely
- Media launches between **April 1-May 1**
- **Fall promo** begins August 15
- **Regional/national** campaigns for Mountainside, Concert Series, Rodeo, Balloon Festival, Tough Draw and Oktoberfest
- **Digital OOH** in direct-fly markets: Dallas, Houston, Austin, Los Angeles and Denver
- Building content and audiences now for 2027 airport closure



Summer Marketing FYIs

- Summer lodging promotion: book 3+ nights, receive a \$100 gas card
- New website build
- SEO/GEO (feed the bots)
- Social videos, authentic content
- New Summer 2026 Visitor Maps
- Snowmass Nature Guide
- Boosted event marketing: We-Cycle, email marketing
- Balloon Festival Poster Design Contest



2026 SUMMER EVENTS IN SNOWMASS

EVERY DAY

Elk Camp Gondola, Lost Forest and Snowmass Bike Park
(Daily: June 21 - Sept 7; Fri-Sun: Sept 11 - Oct 4)
Game Lounge @ The Collective
Free ACES Guided Hikes (Daily June 13 - Sept 7; Sat-Sun,
Sept 12-27)

WEEKLY EVENTS

TUESDAYS

Sunset Tuesdays & Bonus Bike Nights (June 30 - Aug 4)

WEDNESDAYS

Snowmass Rodeo (June 17 - Aug 19)

THURSDAYS

Snowmass Free Concert Series (June 18 - Aug 27)

FRIDAYS

Snowmass Ice Age Explorer Tours (June 12 - Sept 25)

Rock Garden Concert Series (July 3-31)

Music on the Mall - Locals (June 26 - Sept 25)

SATURDAYS

Music on the Mall - Students (July 4 - Aug 22)

Check out
what's happening
in Snowmass
this week.

Scan the QR code
or visit
[GoSnowmass.com/](https://gosnowmass.com/)
Today



JUNE

5-6 Ragnar Trail Colorado
11-13 Mountainside Music Festival
19-21 FOOD & WINE Classic (Aspen)
20 Snowmass Summer Block Party
27 Snowmass Rendezvous
27 Aspen Gran Fondo

JULY

2 Community Ice Cream Social
4 4th of July Celebration
10-12 Snowmass Comedy Fest
14-19 Triple Crown World Series
18 Anderson Ranch Art Auction
18 Audi Power of Four Trail Run
19 Community Dog Wash
25 Audi Snowmass 50 MTB Race

FIND MORE FUN AT [GOSNOWMASS.COM](https://gosnowmass.com)

AUGUST

1 Heritage Fire
7-8 Snowmass Tree-O
7-8 Up in the Sky
8-9 Plain Air Festival & Art Sale
14 Community Ice Cream Social
15 Cidermass
21-22 Tough Draw Tour: Bull Riding
23 The Mane Event

SEPTEMBER

4-6 Jazz Aspen Snowmass Labor Day
Experience feat. Benson Boone, Tim
McGraw, Red Clay Strays, Shaboozey & more
11 Axes & Arms Walk
19 Snowmass Wine Festival
19 Mad Hatter Tea Party
25-27 Snowmass Balloon Festival
26-27 Snowmass Oktoberfest
26 Golden Leaf Half Marathon



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PRESENTED BY



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gosnowmass.com





The poster features a vibrant, stylized illustration of a mountain landscape. In the background, a large pink mountain is topped with a bright orange sun. Ski lift chairs are shown ascending the slopes. In the foreground, a green hillside is dotted with yellow evergreen trees. A small stage with a blue roof and yellow sunburst accents sits on a dark, rocky outcrop. A winding red path leads up the hillside. The overall color palette is rich and warm, with teal, yellow, pink, and orange tones.

SNOWmass Mountainside music FESTiVal

THURSDAY JUNE 11 AMERICAN AUTHORS Tristan Trincado	FRIDAY JUNE 12 RICHY MITCH & THE COAL MINERS Mark Nussmeier	SATURDAY JUNE 13 PECOS & THE ROOFTOPS The Talbott Brothers Kenny Wayne & The Companions
--	---	--

Free!
**THUR-SAT
 JUNE 11-13
 2026
 FANNY HILL**

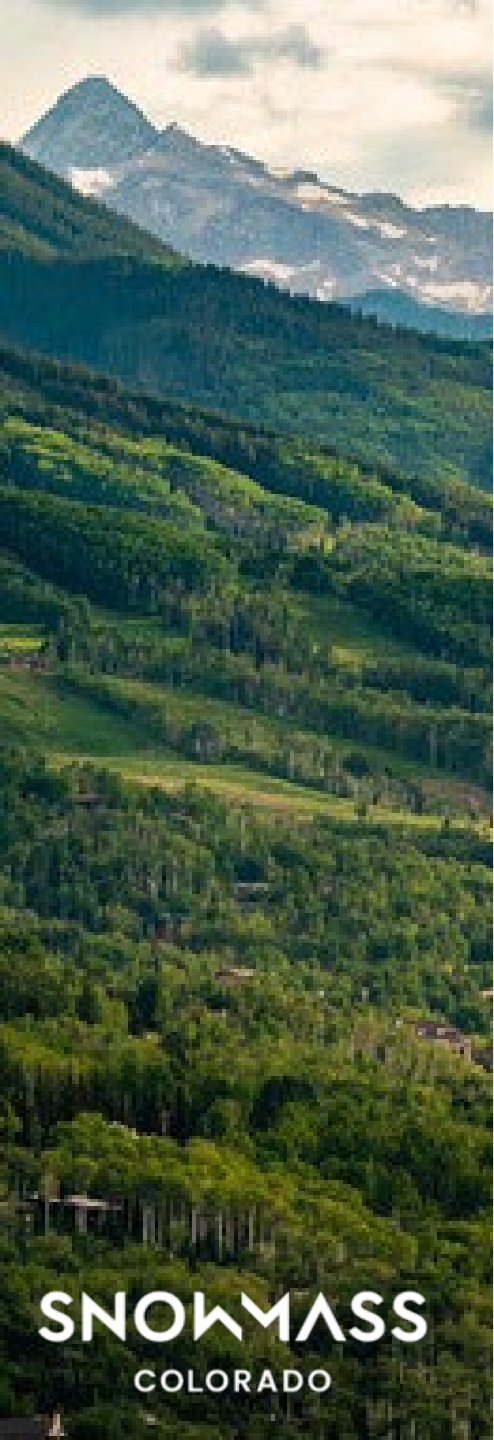
BELLY UP **B** ASPEN
 STRATOS
 RESIDENTIAL COLLECTION

THE CRESTWOOD
 SIX
 PRODUCTIONS

viewline
 RESORT SNOWMASS
 AUTOGRAPH COLLECTION
 HOTELS

SNOWMASS
 COLORADO





Love Snowmass Back

A responsible tourism campaign to give locals something to be proud of and visitors something to act on – a campaign that celebrates what makes Snowmass extraordinary and guides guests to experience it responsibly.

- Webpage
- Video
- Social campaign
- Point of sale collateral
- Scout swag at Guest Services



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LET SCOUT THE DOG SHARE
TAIL-WAGGING TIPS, SUSTAINABLE
SECRETS, & FRIENDLY ADVICE
FOR HOW TO TREAD SOFTLY
ON THE WORLD'S BEST AND
BIGGEST BACKYARD.

[GOSNOWMASS.COM/LOVE](https://gosnowmass.com/love)

Three ways to love Snowmass back.

Love adventure	Love nature	Love community
Mountainwear	Leave No Trace	Use public transit
Sunscreen	Respect wildlife	Trail etiquette, inc. pet control
Cell (un)service	Recycling	Slope etiquette
More hydration, less inebriation	Tap water, not plastic bottles	
Know the terrain	Fire safety	
	Bear trashcans	

Please Vote!

USA Today's 2026 10Best Readers' Choice Awards

- Snowmass Rodeo - "Best Rodeo!"

Condé Nast Traveler 2026 Readers' Choice Awards

- "Best Ski Resort" Category
 - Snowmass
- "Resorts" category
 - Viceroy Snowmass
 - Viewline Resort Snowmass
 - Wildwood Snowmass
- "Hotels" category
 - Limelight Hotel Snowmass
 - Stonebridge Inn







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Special Events Summer 2026

Shane Vetter



New Summer Kick Off Event

Mountainside Music Festival

June 11-13, 2026

FREE

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June

June 5-6 | [Ragnar Relay](#)

June 11-13 | [Mountainside Music Festival](#)

June 19-21 | [Aspen Food + Wine Classic](#)

June 20 | [Summer Block Party](#)

June 21 | [Gondola Opens](#)

June 27 | [Snowmass Rendezvous](#)

June 27 | [Gran Fondo](#)



July

July 2 | [Community Ice Cream Social](#)

July 4th | [4th of July Celebration](#)

June 10-12 | [Snowmass Comedy Festival](#)

July 14-19 | [Triple Crown World Series](#)

July 18 | [Anderson Ranch Picnic & Auction](#)

July 18 | [Audi Power of Four](#)

July 19 | [Community Dog Wash](#)

July 26 | [Snowmass 50](#)



August

Aug 1 | [Heritage Fire](#)

Aug 3-9 | [Plein Air Arts Festival](#)

Aug 7 & 8 | [Snowmass Tree-O](#)

Aug 14 | [Community Ice Cream Social](#)

Aug 15 | [Cidermass](#)

Aug 21 & 22 | [Tough Draw Tour](#)

Aug 23 | [The Mane Event](#)



September

Sept 4-6 | [JAS Labor Day Experience](#)

Sept 11 | [Axes & Arms Walk](#)

Sept 19 | [Snowmass Wine Festival](#)

Sept 19 | [Mad Hatter Community Tea Party](#)

Sept 25-27 | [Snowmass Balloon Festival](#)

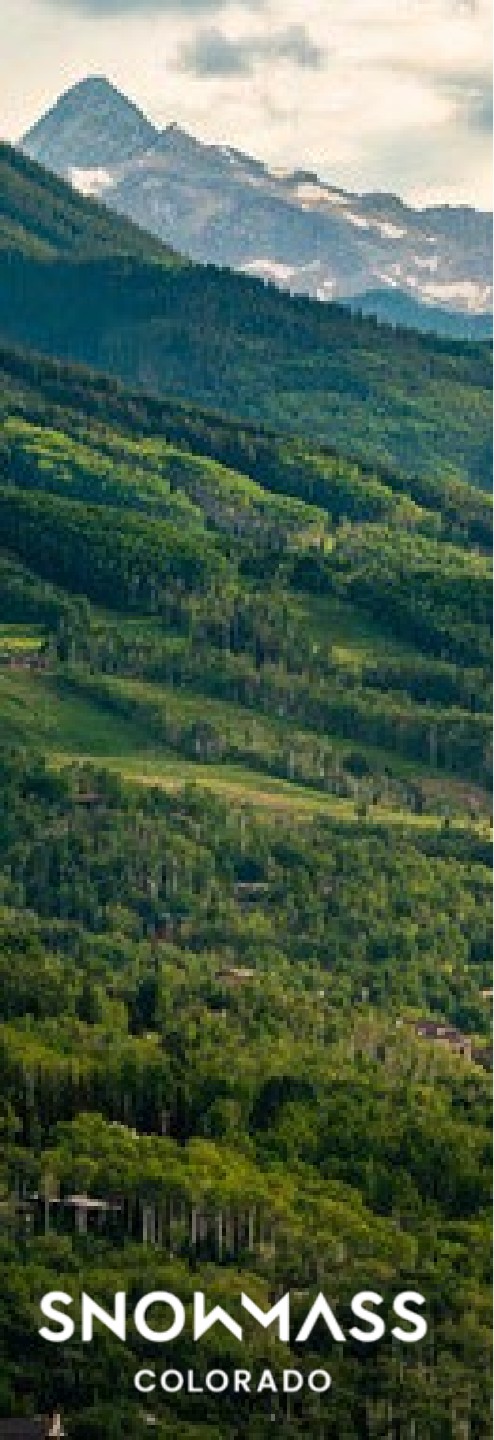
Sept 26 & 27 | [Snowmass Oktoberfest](#)

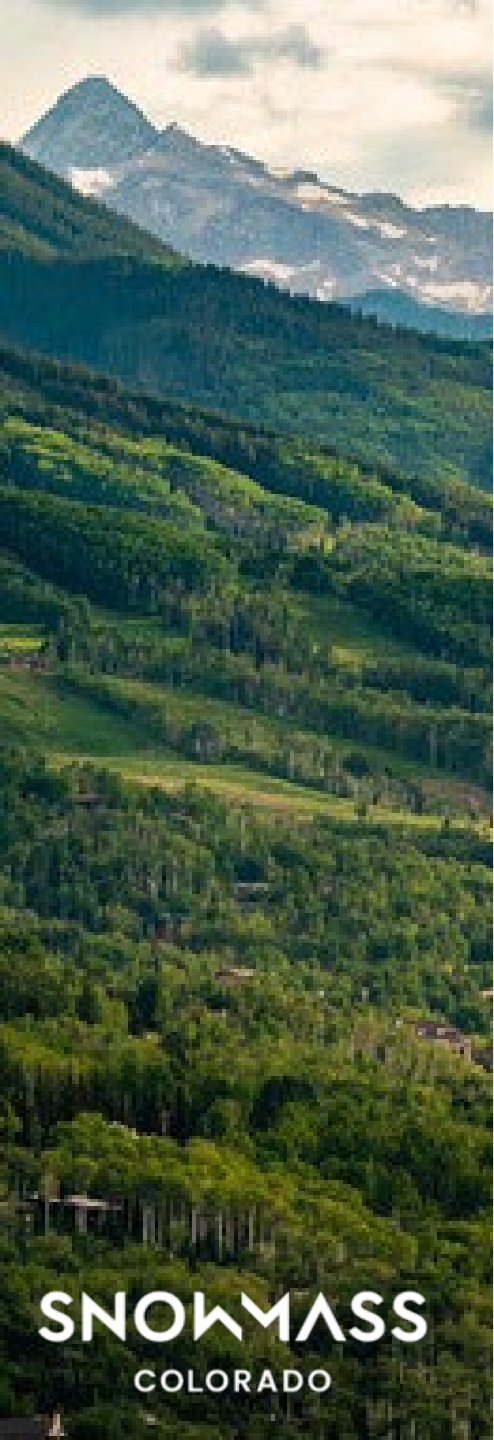
Sept 26 | [Golden Leaf Half Marathon](#)



October

- Oct 3 | [Snowmass Community Picnic](#)





2025 Thursday Night Concert Sustainability Report

Resources Impact

- 43,518 pounds of materials through recycling and composting
- 60% of discards

Energy & Climate Impacts

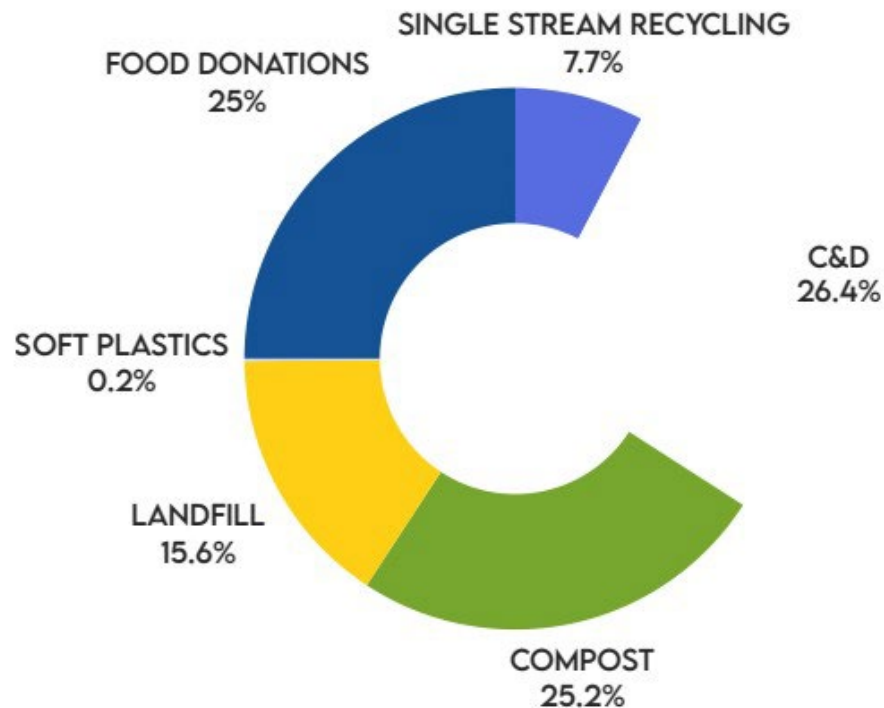
- 3,359 gallons of gasoline in energy savings
- 91,662 pounds of greenhouse gas emissions

Community Health Impacts

- 460 pounds of air pollution
- 50 pounds of water pollution
- 102 pounds of toxic herbicides
- 41,192 pounds of substances that threaten human health

2025 Heritage Fire Sustainability Report

STREAMS COLLECTED



- 8,460 servings of food donated to Roaring Fork Valley residents
- 2,600 pounds of cinderblocks reused
- 84.4% diversion of all waste created
 - 8,320 pounds of waste prevented from Pitkin County Landfill

For Full Calendar



www.gosnowmass.com/events

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Group Sales Outlook

Drew Welsheimer

Q1 2026 Production

2026

Production YTD				
Total Leads	Groups Booked	Contracted RNs	Variance in PU	NET Production RNs
56	23	1345	959	2304
64	33	1905	1678	3583
77	34	4500	1432	5932
197	90	7750	4069	11819

2025

Production YTD				
Total Leads	Groups Booked	Contracted RNs	Variance in PU	NET Production RNs
84	31	37	2127	2164
84	23	1283	1126	2409
60	26	2539	3634	6173
228	80	3859	6887	10746

- Q1 production in 2026 was stronger than 2025.
 - Pace was ahead of 2025 production by just over 1,000 room nights
 - Production had stronger contribution from new bookings than pickup on non-contract 7,750 in new bookings vs. 3,859 in 2025
 - This result tells us we are booking programs out into other months and years to drive production, rather than relying on gains in pickup to drive production

Q1 2026 Actualization & 2026 Pace

YTD RN Actuals						
Year	Q1	Q2	Q3	Q4	Annual RNs	Annual Group Count
2017	14,239	3,827	5,450	1,430	24,946	158
2018	13,093	2,557	7,969	1,498	25,117	134
2019	12,409	9,777	5,514	1,830	29,530	112
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2025	17,308	4,980	5,893	2,139	30,320	156
2026	11,396	5,449	4,040	796	21,681	131
2027	8,299	1,086	738		10,123	20
2028	2,407				2,407	4
2029	529				529	1
2030					0	

- Actuals in Q1 are in line with annual averages, despite low snow & shift of DAV to April
- Drop in production from 2025 directly correlates with DAV falling in April and FL Ski Council as a non-repeat in 2026
- Pacing is slightly ahead vs 2025 for the remainder of the year
- Assuming pickup is flat and ITYFTY bookings are also flat, we will likely see actuals at the average since 2017 or slightly ahead

Hosted Group Events & Targets Through 2028

Exposure through hosted events in 2026 & 2027



Retreats Resources Summit in September 2028 in conjunction with ACRA to showcase the valley to 40+ planners over a 3-day period



HelmsBriscoe Regional Conference in December for their Colorado Front Range associates and customers. We anticipate around 60 attendees for this with most of them being on the direct customer side



SITE ISA in April 2027, where we anticipate 130 attendees. About 50% of this group will be customers from the incentive market both from North America and Internationally



Our traditional hosted programs will continue in Denver for our CO Rockies Game Client Event in June, our Customer Appreciation Holiday Event in Denver, and our Holiday Showcase Event in Chicago

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Meetings Made Easy Annual Meeting - '27/'28 The MME Experience is a three-day, exclusive industry gathering designed to connect clients, partners, and MME team members in an engaging, educational environment. It's not a typical trade show — it's a curated networking and learning event featuring 40 of MME's top pre-qualified clients and over 15 MME team members



IRF Leadership Insights Forum - '27/'28 is targeted to executive-level third party and end user decision-makers with responsibilities for engagement and motivation programs. During the two-day experiential event, 100 attendees will have access to pre-released IRF research and participate in insightful facilitated discussions.

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Brightspot Annual Meeting - '27/'28 is the sales kick off event for Brightspot's 3rd party planning team as well as their top customer base.



Prestige Client Summit - '27/'28 offers opportunity to connect with event planners and Prestige sales leaders based in the West, Midwest, and East. Each summit delivers two days of comprehensive education and networking. These exclusive, regional events are limited in size to encourage more meaningful interactions and in-depth discussions.





SNOWMASS

COLORADO

THANK YOU!