



**Tourism Board
Thursday, April 30, 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

Call to order at 9:02 AM by Deric Gunshor

Deric Gunshor – Chair
John Kenny
Wendy Harris
Tim McMahon
Guion Stewart-Moore
Joanna Mallory - **absent**
Jami Downs
Mary Blankenau
Andy Gunion – Ex Officio
Katie de Besche
Britta Gustafson - **absent**

2. Approval of Minutes

2.A. Approval of 2.12.26 Minutes

Motion to approve the minutes of the February 12, 2026 meeting made by Deric Gunshor and Jami Downs
Seconded by Wendy Harris
Motion carried

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

Budget Discussion: Deric Gunshor raised the question around the rebate line in current budget reporting (town resident rebates shifting from \$75 to \$200) as well as the economic reserves that have been pulled for future years as needed to separate the budget line (\$2million). Julia Theisen urges caution around additional large projects as we monitor the current ~5% budget overall (through February 2026)

4.B. March 2026 Monthly Research Review [CLICK HERE](#)

4.C. Snowmass Tourism 2025 Wrap Book

4.D. Snowmass Tourism Team Updates

Business Outlook - Julia Theisen

- Market uncertainty for 2026: volatility in economy, fuel prices, international perceptions. Resulting in shorter booking windows and lengths of stay; drive vs fly trends. Cited April 8 American Travel Sentiment study and Destimetrics winter/summer reports
- Winter recap: winter occupancy down ~3 YoY; ADR up ~5.2%; RevPAR +1.7% overall
- Summer to Date: Occupancy down 10% (Stonebridge has been excluded due to renovations, but available room nights remain flat YoY); rates holding, but revenue is overall down due to occupancy

Destination Management Plan - Julia Theisen

- Inclusivity Coalition: 3 welcome mat initiatives targeting LatinX (translated collateral, influencers, ambassador program), LGBTQ+ (family-friendly programming, social activities, Pride Concert June 25), and Universal Access (accessible travel program with Wheel the World; ASL)
- Wheel the World partnership: discussed the certification process with ACRA partnership, Snowmass becoming destination-certified, participating businesses, and economic impact of accessible tourism
- Ice Age Story: Potential for a 2027 dig; partnerships with DMNS and Aspen Science Center. Wendy Harris asked about how future drought risk impacts the timing and probability of this happening.

Action/Discussion: Deric Gunshor asked about immediate certification next steps (working with DAV, Challenge Aspen); Julia Theisen outlined marketing, events, and group strategies to leverage accessibility certification. Wendy Harris asked about how future drought risk impacts the timing of a potential 2027 archeological dig and the probability of it happening; Julia Theisen noted that they wouldn't drain the reservoir for the dig if we were in a significant drought in the next summer, will update as we learn more

Marketing - Virginia McNellis

- Long Love Winter Flash Sale: Partnership with Aspen Ski Co and ACRA; \$448k booked, 65% new guest, 77% Snowmass stays. YoY performance softer due to low snow and economic factors, but overall a successful flash sale
- Summer 2026 Campaign: Targeting fly and drive markets, regional/national buys, airport digital OOH focus, pre-built content, coordination with other DMOs while positioning Snowmass as the destination for a drive market storyline
- Summer FYIs: Finalizing summer lodging promotion, new website build, SEO/GEO work, authentic content vs staged/overproduced content, 2026 Visitor Maps based on Guest Services feedback with visitors, Snowmass Nature Guide highlighting the greatest asset: the outdoors, local marketing, and the Balloon Festival poster contest is live!
- Love Snowmass Back: Responsible tourism campaign launching June 15; mascot "Scout" the dog with messaging around 3 main themes: Love Adventure, Love Nature, Love Community
- PR Updates: Voting/Awards are important to participate in, and we welcome and appreciate board participation

Presented: Summer Tourism Video

Special Events - Shane Vetter

- Mountainside Music Festival: Inaugural event will help expand the June programming, free community event, and eight local vendor businesses in participation
- June: Ragnar final year (2026), Summer Block Party to coincide with the gondola opening; Rendezvous moved later in June as a larger tasting event
- August: Heritage Fire shifting back to July in 2027, Tree-O ending after 2026; Cidermass continues; Tough Draw Tour -- 2 day ticketed event with professional bull riders
- September/October: calendar shifts for JAS Aspen, Wine Festival has moved a week due to calendar year shift, Balloon Festival & Oktoberfest joined together for big weekend
- Sustainability in Special Events: Highlighted resource/energy/community health impacts at Thursday Night Concerts and the 2025 Heritage Fire through the programs sustainability reports

Group Sales Outlook - Drew Welsheimer

- HelmsBriscoe ABC Event (LA) takeaways; Q1 2026 production and pacing for 2027. Noted fewer leads but higher conversion to booked groups; + 1000 room nights YoY in production efforts. Q1 actualization near historical average

- New hosted opportunities in 2028 and incentive-market prospects

Action/Discussion: Wendy Harris asked about DAV return; Drew Welsheimer commented there is a 2028 bid out with Viewline for a return of the event

Board Discussion (Summarized by Speaker)

Wendy Harris: Commended event stacking; raised the desire for a dedicated music venue, retail/hour constraints for employee wages; urged efforts to pull guests into Snowmass to support local businesses not just on big weekends but throughout the weekdays too. Proposed larger sponsored events that we can get into, especially during airport closure.

Guion Stewart Moore: Noted that there are obvious land constraints to provide a music venue of this caliber

John Kenny: Acknowledged that Fanny Hill (current music venue location) has a family-friendly character and what we are already doing to make it as best as possible. He urged focus on mid-week programming and consistent day-time offerings for locals

Shane Vetter: Emphasized the importance of music to our summer programming; improvements that have been made to the existing Fanny Hill venue and encouraged board members to continue participating and talking about opportunities.

Julia Theisen: Reinforced the free-event focus which is unique as a destination and the incremental gains that we are seeing as a community

Deric Gunshor: Stressed about the need for community-wide coordination on airport closure; noted competitors' underlying messaging ("Aspen is closed") and the continuous work needed to combat that.

Jami Downs: Requested for airport updates in our TAB agendas and future Tourism Talks. Deric Gunshor asks that the core airport team be given every chance to stay on schedule; community wide committess (led by ASE, Pitkin, Apsen Ski Co, ACRA, Snowmass Tourism, RFTA, etc) remain in direct contact with the airport to provide updates. Deric also noted recent update that a construction firm has been selected, and we should anticipate a solidified closure date period to follow. More to come

Katie de Besche: Emphasized the need for airport information for corporate/social planning and the transportation schedules to alternate airports. Deric Gunshor and Tim McMahon both noted the complexities of the transportation permitting and the continuous talks happening to make sense of this large aspect of ASE closure.

Action Items/Next Steps:

- Continue accessibility certification work and marketing integration through the

Inclusivity Coalition — noting that the certification process is just the beginning of this project. Katie de Besche recommended video projects to touch on multiple aspects of Inclusivity Coalition, not just for visitors but for front line staff as well.

- Finalize summer lodging promotions, website build, and summer campaign rollouts
- Ongoing discussion on potential dedicated music venue and committed exploration. Continuation to improve and expand what we already have on Fanny Hill.
- Airport communications: coordinate updates via committee members (Deric Gunshor, Virginia McNellis) and consider TAB/Town Council/Tourism Talks platforms for updates.

5. Other Matters Arising

Draw Site Discussion: Group exchange on Draw Site housing. John Kenny brings aesthetics and design to the table and whether or not TAB members should issue a collective opinion: consensus that design feedback should be submitted individually to Town Council; Julia Theisen reminds the board that recommendations must go to Town Council (in person or by submission of feedback).

6. Adjournment

Motion to Adjourn: Deric Gunshor

Seconded: John Kenny

Meeting adjourned