



**Tourism Board
Thursday, June 11, 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 9:00 AM by Deric Gunshor

Deric Gunshor – Chair

John Kenny

Wendy Harris - absent

Tim McMahon

Guion Stewart-Moore - absent

Joanna Mallory

Jami Downs

Mary Blankenau

Andy Gunion – Ex Officio

Katie de Besche

Britta Gustafson

2. Approval of Minutes

Motion to approve the minutes of the April 30, 2026 meeting made by Deric Gunshor & Jami Downs

Seconded by Mary Blankenau

Motion carried

2.A. Approval of 4.30.26 Minutes

3. Public Non-Agenda Items

(Limit 3 Minutes Each)

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

4.A. Budget Performance Report Fiscal Year to Date 6.6.26

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

4.C. Snowmass Tourism Team Updates

Business Outlook - Julia Theisen

- Lift in Occupancy for May report — Pacing up 10% YOY for occupancy, 2% up for ADR, 13% up RevPAR
- Strong story for summer, looking to fill in August

Airport Update - Clint Kinney

- Clint is on airport board and can provide updates
- April 4th closure, keeping DAV group in play was a big goal
- Nov 19th plan to open again with old terminal
- In addition to runway build is new terminal work — but new terminal will be a 3 year ongoing project
- This summer is prep time — Kiewit Infrastructure was hired and introduced on June 2
- Sign up for ASE Newsletter and the Frequent Flyer Updates

Discussion: Partners are pursuing a broad valley ground-transportation solution (similar to CME) to identify a long-term provider serving Eagle, DIA and Grand Junction airports. Brush Creek parking has been flagged as a relocation site for rental cars and potential hub for wider transport services. Bill Tomcich is coordinating with ASE on repositioning flights to Eagle and Grand Junction; final transportation plans depend on airline routing outcomes. A coordinated consumer message is needed to emphasize that Aspen Snowmass remains open despite the airport closure, using a playbook that will be led/created by AspenOne, ACRA and Snowmass Tourism for other stakeholders to follow. Large event options — such as Up in the Sky Festival's Denver/DIA busing program (funded by the festival) are alternative transport models that will provide business as usual outcomes. Some impacts reported around Aspen businesses that will be closed and some lodging going through remodels during the ASE closure could shift demand to Snowmass. Messaging is nuanced to avoid that Summer 2026 is impacted but that this is a 2027 project. Aspen Skiing Company season closure date remains uncertain but likely a limited effect to the fly market who mainly comes in heart of the ski season, not at the tail end of April. On construction and funding, there is no contractor penalty for missed deadlines, but that's largely due to engineering already being complete and plans in place. Confidence is high for on-time runway completion; new terminal funding is at an early stage but no concern.

Group Sales - Drew Welsheimer

- Group/Transient Outlook Vs. Comp Set - index 100 = equal share vs comp set; >100 = larger share
 - 15 total western mountain destinations (UT, CO, CA)

- Aspen leads comp set in FIT ADR
 - Late-season April 2026 showed a notable share increase in Group mix
- Short-term bookings (within 30 days): FIT and group convergence -- group lead times have shortened significantly
- FIT travel-credit program underway with select lodging partners to boost drive-market demand; program runs until budget is exhausted
- 2027 strategic focus on drive market: in-state associations, government programs, and hosted programs (HB, Retreat Resources)
 - Ziegler Reservoir project expected to generate group blocks (staffing, educational groups)
 - Airport construction will create base group block opportunities as well
- Group sales team pipeline is targeting high-value events and new mix of business group types to grow future base
- Overall far out bookings can be seen up to 2029 but at this time optimal booking window observed by sales team is 3-6mo out from event start date

Special Events

- Mountainside Music Festival starts today! June 11-13, 2026
 - All food vendors are setting up
 - Marketing has pushed hard to promote the festival and excited to
- Weekly Programming is kicking off for the summer -- with schedule bringing us all the way to end of August, 1 week ahead of Jas Aspen
- June Event Updates - check out the website or reach out to Shane directly with any questions about event programming

Discussion: Will there be a replacement for Ragnar which had its last event with us? Shane, Deric are seeking a non-camping endurance event to focus on driving lodging; pursuing a trail-running series and other active prospects

Marketing

- New collateral available: 2026 Guidebook, Visitor Map, Event tri-fold, Event posters -- bulk pickup at Town Park Station for stakeholders
- Event Marketing Portal launched to give stakeholders marketing tools and access
- "Love Snowmass Back" DMP initiative with council to promote responsible visitation; "Scout" the dog encourages stewardship from both locals and visitors
- Summer Road Trip promo running on paid channels, social, search and email. Will continue to push for as long as the budget allows
- Strong summer social strategy: highly branded and organic in-the-moment posts; collaborations have been effective. As a reminder, @snowmass is used for brand

content and @snowmasslocal is for village happenings; tag @snowmasslocal for stakeholder promotion

- Public relations: journalist visit planned this summer to spotlight Snowmass in summer coverage. Lots of great pieces out there
- Summer Event Feedback Surveys: will be sent regularly to gather real-time business impact and insights
- Snowmass Superstars program: nominate a frontline staff member who is going above and beyond to showcase Snowmass
- Guest Services Center is Open: collateral pickup location and upcoming walking tours to orient local staff (and anyone else interested) about all things Snowmass
- TripAdvisor Travelers' Choice: Viceroy, Limelight, and Top of Village received awards

Presented: "Love Snowmass Back" video

Board Discussion/Comments:

Andy Gunion: Asked about events tracking -- PLACER not currently being utilized; wants clarity on what guest/community data is being tracked

Virginia McNellis: Notes that real time head counts could be possible but are very costly; VISA metrics are in the works and can indicate visitor origin (not geofenced) and help show who's in the village; annual budget discussion would need to be looked at for additional data collection around event attendance

Mary Blankenau: Noted a DesitMetrics email she received about partnering with lodging software for direct data pulls and expressed concerns about the approach and the potential for lodging partners to drop out & harm overall data accuracy

Julia Theisen: Unaware of the email but will investigate and follow up

Next Board Meeting: August 13, 2026

5. Other Matters Arising

6. Adjournment

Motion to Adjourn: Deric Gunshor

Seconded: Mary Blankenau

Meeting adjourned