



Tourism Board
Thursday, August 13, 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 – Chair
John Kenny - **absent**
Wendy Harris - **absent**
Tim McMahon
Guion Stewart-Moore
Joanna Mallory
Jami Downs
Mary Blankenau
Andy Gunion
Katie de Besche - **absent**
Britta Gustafson - **absent**

2. Approval of Minutes

2.A. Approval of 6.11.26 Minutes

Deric Gunshor to Motion Approval
Guion Stewart-Moore and Jami Downs to 2nd Motion
All in favor

3. Public Non-Agenda Items

(Limit 3 Minutes Each)

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

4.A. Budget Worksheet Report 2026

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

4.C. Snowmass Tourism Team Updates

- Tourism Website Design Update - Presented by VentureWeb
- Business Outlook + 2027 Budget Overview
- ASE Updates
- Group Sales
- Special Events
- Marketing
- Board Member Roundtable
- Q&A/Reminders

Website Overview - Presented by VentureWeb

Olly Walker and Murray Falconer presented an overview of the new gosnowmass.com website design. They described a modern technology stack intended to improve ease of updates, speed and performance, and the overall user experience.

Key Solutions included:

- A content strategy organized around Inspire, Discover, Plan and Book
- AI optimized and AI integrated tools
- A more visually driven experience to highlight Snowmass as the central focus
- The ability to easily edit or swap images, stories, and guides
- Fully optimized phone experience
- Clear calls to action that include relevant next steps

Q&A Discussion

During discussion, Deric Gunshor asked about removing a winter/summer toggle. Murray explained that when a toggle requires users to self-select their season, the site can unintentionally overfocus on a single season; the goal is to ensure Snowmass is presented as a year-round destination no matter what time of season a visitor is looking to come.

Deric asked whether Tourism staff could edit and change images and hero pages. Murray confirmed updates would be quick and easy, recommending the home page features changeable imagery.

Rachel Falk noted that some specific pages may use a toggle option for additional seasonal activities, rather than seasonal categories. Deric suggested further clarity for mountain biking, specifically distinguishing e-bike trails from non-e-bike trails.

Andy Guion notes that what makes Snowmass unique and stand out is the strong family engagement, and stressed the need to prioritize family-oriented content throughout the photography and messaging.

Deric also asked whether the new website is included in a capital budget. Julia stated it

was a one-time expense with no carryover into 2027 and that operating costs are included within the Marketing Budget.

Additional feedback included improving navigation by moving "Getting Here" into the top navigation bar of the Home Page. Murray agreed this could be adjusted and noted a dedicated "Plan Your Visit" button that serves as a broader bucket for trip planning, including information related to getting here. The board also discussed the timeline, with launch planned for October.

Business Outlook

The group reviewed business performance and trends, noting that August reflected the biggest variance for the summer season, with Labor Day weekend shifting and contributing to the change in pacing. The following figures were shared:

- Occupancy: overall 3% up
 - June: 16% up
 - July: 3% up
 - August: 16% down
 - September: 20% up
- ADR pacing: overall 5% up
- RevPAR: overall 8% up

August is identified as the largest dip. Overall, the summer performance was characterized as strong

2027 Budget Overview:

The board reviewed the projected 2027 revenue based on Marketing Tax and Lodging Tax totaling \$14.8 million, with details as follow:

- Marketing Tax: 2026 budgeted as \$10.7M, with projected actual of \$10.2M
- Lodging Tax: 2026 budgeted at \$3.8M, with projected actual of \$3.7M
- Interest Income: \$450,000

Julia noted that we have strong reserve fund with an additional line item added in 2026 of known economic disturbances which would include low snow year, airport closure, and planned developments. This line item has been increased from \$2M in 2026 to \$4M in 2027.

Key budget initiatives identified included:

- Ziegler Dig
- Skittles Gondola Construction
- Destination Management Plan (DMP)

- Airport Closure

Q&A Discussion

Tim McMahon asked about the cost of the gondola and Julia Theisen noted that the town's total contribution amount has always been \$5M. The Gondola system will move at a faster pace and carry approximately double the number of passengers.

Deric Gunshor asked about operational planning during the August-November construction period, specifically how transportation and visitor movement would work while in-season programming continues. Julia explained that the transportation operations would include increased shuttle coordination and that the team will continue to explore ways to keep the visitor experience engaging during that time period, including potential ideas related to the Benedict Trail becoming more interesting with art/history elements.

Joanna Mallory asked why the project was not scheduled earlier in the season (e.g, April). Shane Vetter explained that there's snowmelt that they'd have to wait for and that the gondola project will take 4 months for completion. With June/July a big portion of summer events, having the gondola start in August is a perfect time before the 2027/2028 ski season.

Further discussion addressed the challenge of maintaining a flat budget while the cost of event programming and tourism efforts are increasing with inflation. It was noted that a flat budget becomes more difficult over time, and that maintaining the current level of programming may require additional budget needs. The board discussed the importance of using reserves to support mitigation where needed.

Motion to Move Forward with Proposed 2027 Budget from Deric Gunshor
Jami Downs 2nd motion
All in Favor

ASE Updates

Virginia McNellis and Deric Gunshor provided updates, including the addition of flights to EGE. They noted that approximately 75-85% of the flights previously going to ASE are being redirected to EGE.

They also discussed:

- CDOT developments related to construction in the Glenwood Springs Canyon.
- Transportation planning as a multi-month process to address potential losses associated with the closure, including a strong proposal for routes to and from DIA and another proposal option with Landline, which was described as logistically difficult to manage.
- Ongoing meetings and continued progress

Visitor messaging around the airport closure will be timed post summer season to avoid any confusion for this season. The team also described drive market audience momentum built in 2025, noting plans to maintain and build that momentum through the next summer.

Virginia and Julia further discussed co-op efforts with ACRA, including development of available drive market experience options

Q&A and Media Discussion

Tim reported receiving an email from the Wall Street Journal and stated he was unsure about the angles of the article they're working on. Virginia noted they are conducting interviews with approximately 20 Valley businesses and that the Wall Street Journal wants to tell the story of the how businesses are managing the airport closure. Virginia stated that more than half of Snowmass visitors are drive market and that the core message is being communicated as "business as usual."

Guion Stewart-Moore asked whether there are Snowmass specific closures related to the ASE closure. Julia responded that Aspen has planned closures at The Little Nell and Gant but no confirmation at this time of any Snowmass businesses that will close. Mary Blankenau states she had not heard "doom or gloom" but planned to budget extra for a substantial drive market summer and for stays overflowing to Snowmass due to Aspen lodging closures.

Julia agreed that building a base of group business for lodging would encompass Ziegler Dig crews, ASE crews, and that drive market interest will continue. The group also emphasized to use reserves if needed and that the pending Ziegler Dig approval is expected next month and is only going to further support a strong drive market story for the ASE summer closure.

Science in Snowmass (September 11-12, 2026)

Virginia McNellis highlighted Science in Snowmass, scheduled for September 11-12, 2026. [Science in Snowmass Webpage Link](#). Featuring Denver Museum of Natural Science (DNSM) is planning a site visit during this time to the Ziegler Dig site, the bone lab in base village and for a brainstorming session with the Tourism Team. The event was described as free and family-friendly, with activities led by astronomers on the Event Lawn, and daily schedule of events being firmed up.

Mary Blankenau also provided additional context, noting that Ziegler dig expansion relates to the Water/San project increasing the reservoir scope and that the road improvements of that area make it more accessible for these dig tour ideas.

Q&A Discussion

Joanna Mallory asked about the number of Ziegler tours to expect for the Science in Snowmass weekend. Debbie Collins stated that 3 tours are planned with an opportunity

to add three more if there's enough interest. Debbie noted an approximately 1.5 hour tour format, starting at Owl Creek room in Limelight for an overview. Debbie will be coordinating with lodging's concierge contacts to provide public information. Rolling out the marketing for this weekend beginning next week.

Special Events

Shane Vetter recognized the following for Special Events

- Success at Mountainside Music Festival and the Thursday Night Free Concert Series
- Finishing out Weekly programming strong for the summer season
- Heritage Fire postponed to 2027
- Tough Draw Tour was postponed for 2027 due to funding and hardship associated with where bulls can be placed. Work underway for next year

Shane also discussed generating activations for drive markets to support a robust extended weekend itinerary next year

Marketing

Virginia McNellis reviewed several marketing initiatives, including:

- DMP initiatives in action: People, Place, Prosperity, Process
- 2027 considerations, including doing more on a flat budget
- Snowmass 60th Anniversary on December 16, 2027
- Summer lodging promotion results, including paid placements for drive/fly and reported bookings and room nights
- Winter campaign strategy for 2026/27, including family/adventure audience targeting and leveraging the IKON Base Pass
- The "You Belong Here" campaign emphasizes village experience, family experience, and Snowmass as a legacy destination
- A request that any PR items be sent to Sara Stookey Sanchez
- Social content delivered through multiple storytelling perspectives
- Nature Guide deliverable (hard copy provided to all board members)

5. Other Matters Arising

- Julia Theisen discussed future board meetings will include a board member roundtable to increase engagement and provide an opportunity for members to provide any business updates.
- Next Board Meeting set for October 8, 2026
- Deric Gunshor shared his excitement for the remodeled F&B venue Ullrhoff at Aspen Skiing Company. He also noted that the IKON Base change to just Snowmass mountain will be significant for the upcoming season

6. Adjournment

Motion to Adjourn by Mary Blankenau

Motion Carried

Meeting Adjourned