



Group Sales Advisory Committee Meeting

September 24, 2024

Agenda

- Snowmass DMP Process
- Long Love Winter!
- Q3 2024 Projected Results & Pacing
- Recent & Upcoming Travel – Snowmass Tourism
- Upcoming Snowmass Tourism Events
- Updates and Property Discussions
- Save the Date

Snowmass DMP

- Please Welcome Sarah-Jane Johnson & Derek Schimmel



Long Love Winter!

How Long Love Winter Works

The Sale kicks off September 24, 2024, 8am Mountain Time and will run through September 26, 2024, 5pm Mountain Time – Limited Quantities.

- Book at least 7+ nights of lodging with Stay Aspen Snowmass and save at least 20% with participating properties.
- Receive a \$200 travel credit per room.
- Book by September 26, 2024, 5pm Mountain Time for qualified 2024-2025 winter stays.
- Travel Credit will be applied upon booking review and final payment.
- Blackout dates apply.

Terms and Conditions:

Offer only valid through September 26, 2024, 5pm Mountain Time—limited quantities available. Offer only valid with participating properties. Blackout dates apply and properties may have additional restrictions. Offer only available for new reservations.

GROUP SALES DASHBOARD Q2 2024

	2024 Q2 Goal	2024 Q2 Production	Production % Q2 Goal	2023 Q2 Production	2024 Annual Goal	2024 YTD Production (Includes variance)	Production % Annual Goal
Total Leads	159	119	75%	136	636	272	43%
Prospecting	680	639	94%	705	2,720	1,273	47%
Site Visits		6		11		26	-
IDSS New Accounts	190	145	76%	174	760	300	39%
Sales Trips (In-Person/Virtual)		15		15	-	19	-
Fams/Events		1		1	-	1	-
Room Nights Contracted	8,500	6,596	78%	4,624	34,000	13,207	39%
Variance In Rooms In Quarter		859		481		2,347	
Room Night Cancells		0		0		0	
Net Quarterly Definite Room Nights		7,455	88%	5,105			
Total Actualized Variance + Cancells						2,347	
Year To Date Actual					34,000	15,554	46%
% of New Room Nights - Qtr and YTD	35%	50%	143%		35%	46%	131%

- Pacing to add an additional (estimated) 9,500 in production in Q3
- Anticipating to beat last year's total production by the end of Q3 by 3K RNs
- Anticipating production to be pacing closer to 2018 or 2019

GROUP SALES DASHBOARD Q2 2024

- Leads down YOY, but trends are showing a better conversion rate in 2024
- Booking window is still reflecting similar short-term needs
 - 25 of 41 leads received in the past month are for 2025 dates.
 - These leads represent 4,500 room nights alone
 - Of these 25, 20 leads fall outside of ski season non-need dates (May – Dec, 2025)
 - The remainder of the 41 are a split of 11 leads for future year (out to 2028) and five for short term 2024 opportunities

2024 GROUP ROOM NIGHTS ON THE BOOKS (by arrival date)

	Q1	Q2	Q3	Q4	
2017	14,239	3,827	5,573	1,444	25,083
2018	13,345	2,449	8,219	1,498	25,511
2019	12,409	9,777	5,514	1,830	29,530
2020	11,381	47	86	293	11,807
2021	1,813	788	1,780	1,933	6,314
2022	14,597	4,223	10,972	2,790	32,582
2023	13,094	3,219	5,718	3,183	25,214
2024	8,400	5,719	6,257	777	21,153
2025	9,526	1,662	1,963	260	13,411
2026	3,480	0	792	140	4,412
2027	580	0	0	0	580

FUTURE GROUP ROOM NIGHTS PACE ON THE BOOKS (by arrival date)

- Pacing ahead for crossover in 2025 and beyond
 - 10,700 OTB for 2024 at the end of Q2 2023
 - 13,400 OTB for 2025 at end of Q2 2024
 - 5,300 OTB for 2025 at end of Q2 2023
 - 4,412 OTB for 2026 at end of Q2 2024
- Anticipated to widen the gap in pacing ahead for these years at the end of Q3
 - Q3 should bring the OTB for 2025 to around 15K (2022-2023 crossover finished at 17K for reference)
 - Q3 last year was 13,400 for 2024.
 - We anticipate to be 1,600 ahead
 - 2026 is pacing around flat for the two year outlook but is set to get a boost that will put us ahead of pace at the end of Q3 by around 1K

Upcoming Travel - Snowmass Tourism

- IMEX – Las Vegas, NV
- Meetings Made Easy – Denver, CO
- Prestige – Washington, D.C.
- Retreats Resources – Atlanta, GA
- Smart Meetings – Newport, RI
- Northstar Boutique – South Lake Tahoe, CA
- Prestige – San Jose, CA
- Retreats Resources SoCAL – L.A., OC, San Diego
- Destination Colorado Holiday Event – Denver, CO
- SITE SoCAL Holiday Event – San Diego, CA
- Holiday Showcase – Chicago, IL
- Northstar Leadership Summit – Monterey, CA

Upcoming Tourism Hosted Events

- Innov8 FAM - Week of Sept 23
- Chicago Client Event – Week of Dec 2
- Denver Holiday Event – Dec 10

Open Discussion & Property Updates

- Property updates

Save the Dates

- Tourism Talk - TBD
- Next GSAC Meeting – TBD

SNOWMASS

COLORADO

Thank you