



Group Sales Advisory Committee Meeting

September 27, 2023

Agenda

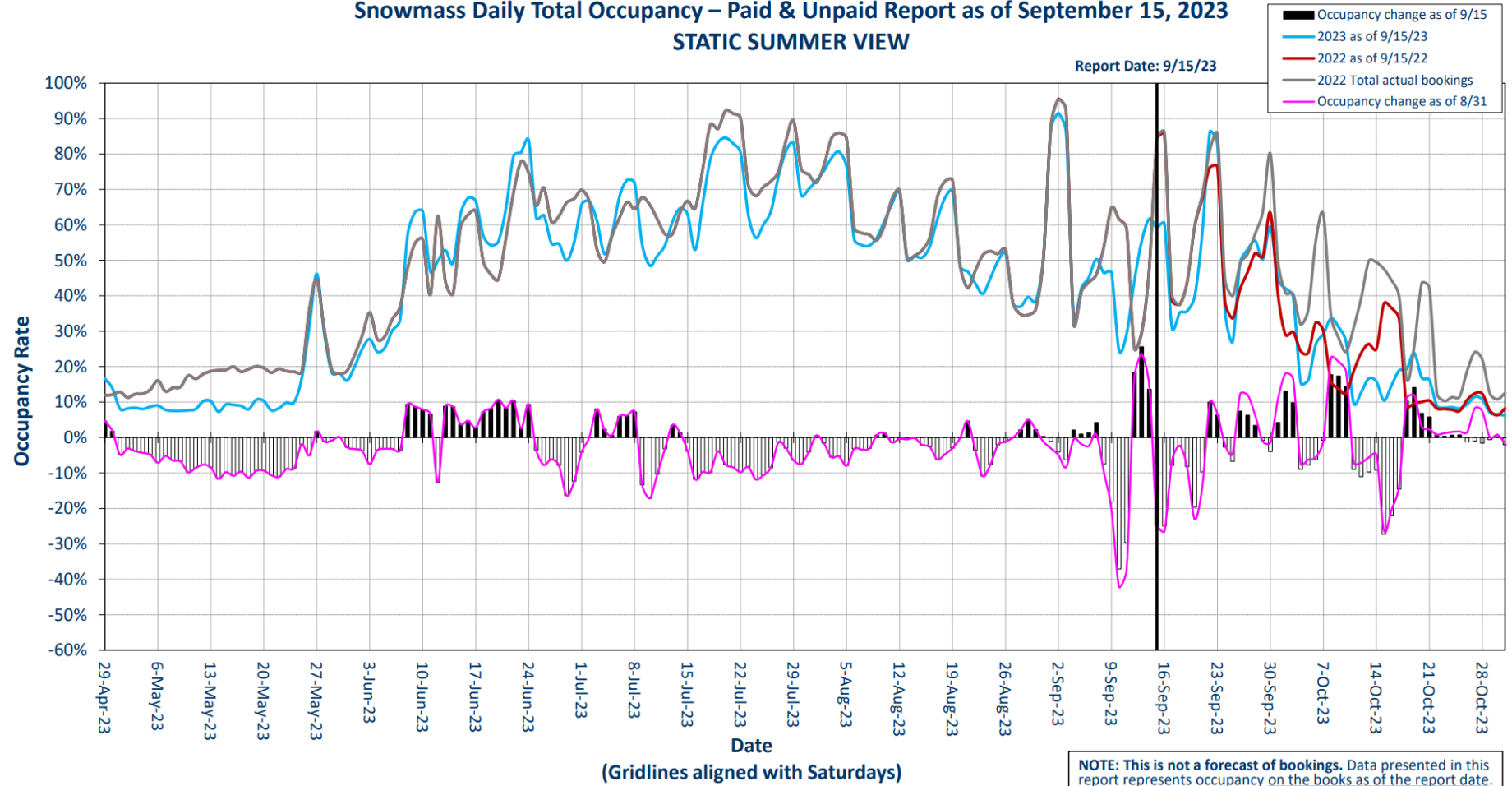
- Q1 2024 Group Outlook
- Destimetrics
- Q3 Travel Recap
- Q4 Travel Outlook & IMEX
- Anderson Ranch Group Offerings
- Notes, Recaps, Updates
- Property Updates and Open Discussion
- Save the date

Q1 2024 Group Outlook

- Currently 59 groups in Definite or Prospect status (this does not include ski clubs)
- 8,500 rooms in Definite bookings (this does not include ski clubs and non-contract bookings)
- 44 prospects still alive in the system

Destimetrics

Snowmass Daily Total Occupancy – Paid & Unpaid Report as of September 15, 2023
STATIC SUMMER VIEW



Source: Inntopia, DestiMetrics. Copyright 2023.

Destimetrics

- 62% Q3 occupancy in 2022
- 58% Q3 occupancy in 2023
- August 31 report has Q3 down -4% to 2022
- Rates in both July and August were roughly flat YOY with July at -0.3% and August at -0.6%
- September 15 report has improved occupancy to -3% YOY
- Q4 is currently showing -1% or about flat to Q4 of 2022 STLY

Q4 Travel Outlook & IMEX

- Nine scheduled in person events for Q4
 - Northstar Boutique event
 - Connect DC
 - Northstar Destination Southwest*
 - Holiday Showcase
 - Northstar Leadership
 - Destination Colorado
 - SITE SoCal

Q4 Travel Outlook & IMEX

- IMEX
 - Destination Colorado Booth
 - Appointments



Bespoke Studio Experiences & Site Rentals

AndersonRanch
arts center
create | change

Example Experiences



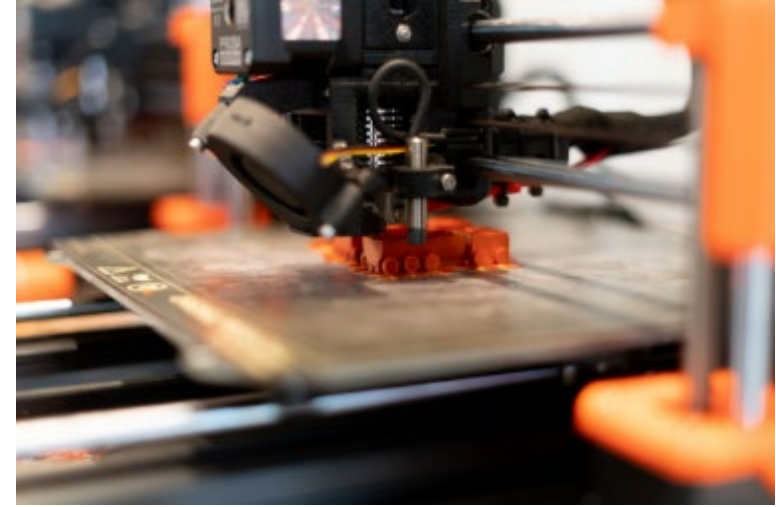
Majolica Magic Ceramics Studio

Learn the colorful technique of majolica glazing, a process where colorful imagery is painted over white glaze ware. This wonderful ceramic technique is similar to watercolor painting on paper and allows participants to treat the surface of the pieces as a canvas.



Pronto Plate Printing Printmaking Studio

Experiment with the pronto plate process and create multiples of your own unique print in a couple of hours. This easy and accessible method has evolved from the traditional lithography process and elicits similar results. Play with mark-making, linework, textures and color in this fun and exploratory experience.



3D Printed Portraits Digital Fabrication Studio

Learn how to use a 3D scanner and work together to scan each other. The studio support staff then demonstrate how to process the scans and set them up for the 3D printer. Participants ultimately walk away with a one-of-a-kind bust or figurine of themselves printed in plastic!

Book the Ranch

Flexible and Unique Gathering Spaces

Host your celebration, meeting or gathering at a one-of-a-kind venue at Anderson Ranch. The restored wooden farm buildings turned art studios provide a warm atmosphere in winter and a charming scene in summer.

We offer unique customizable packages for all events that include private art-making experiences, catering, and AV support.



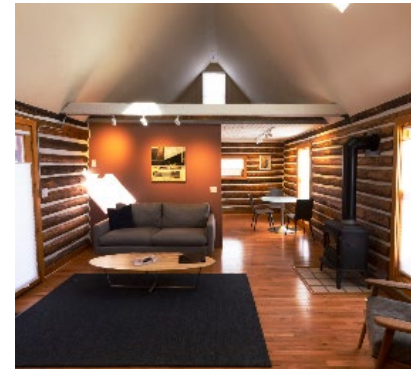
Reception & Meeting Hall

The perfect location to host an intimate reception, Schermer Meeting Hall has all of the Audio-Visual capabilities that your event will require. Throw open the sliding garage doors in the summer to create an indoor/ outdoor flow. Capacity: 200



Café

Small events can be hosted inside or on the deck of the Café.



Private Cabins

Have an intimate location for a champagne toast with your loved ones or a small, specialty meal.



Studios

Structure your event around a private art-making experience for access to the art studios on campus.

Get in Touch

Let's chat!

Let's work together to design an experience that is custom-made for you and your group's needs. With dynamic studio spaces, a full-service cafe, and meeting rooms of all different sizes, the Ranch is the perfect place for your unique gathering.



Lindsay Fortier

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Notes, Recaps, Updates

- MTS
 - Site inspection November 6-8
 - Properties
 - Venues
 - Programming
- Education
 - Confirmed October 24
 - 8:30AM – 4:00PM
 - Community happy hour

Property Updates and Open Discussion

Save the Dates

- Tourism Talk, TBD
- Next GSAC Meeting – October 26, 8:30 AM

SNOWMASS

COLORADO

Thank you