



2022

TOWN OF TELLURIDE ANNUAL REPORT



The 2022 contracted agreement with the Telluride Tourism Board and the Town of Telluride was executed on June 27, 2022. Through the second half of the year, the TTB continued to focus efforts on destination management and stewardship to align with Town of Telluride goals and objectives.

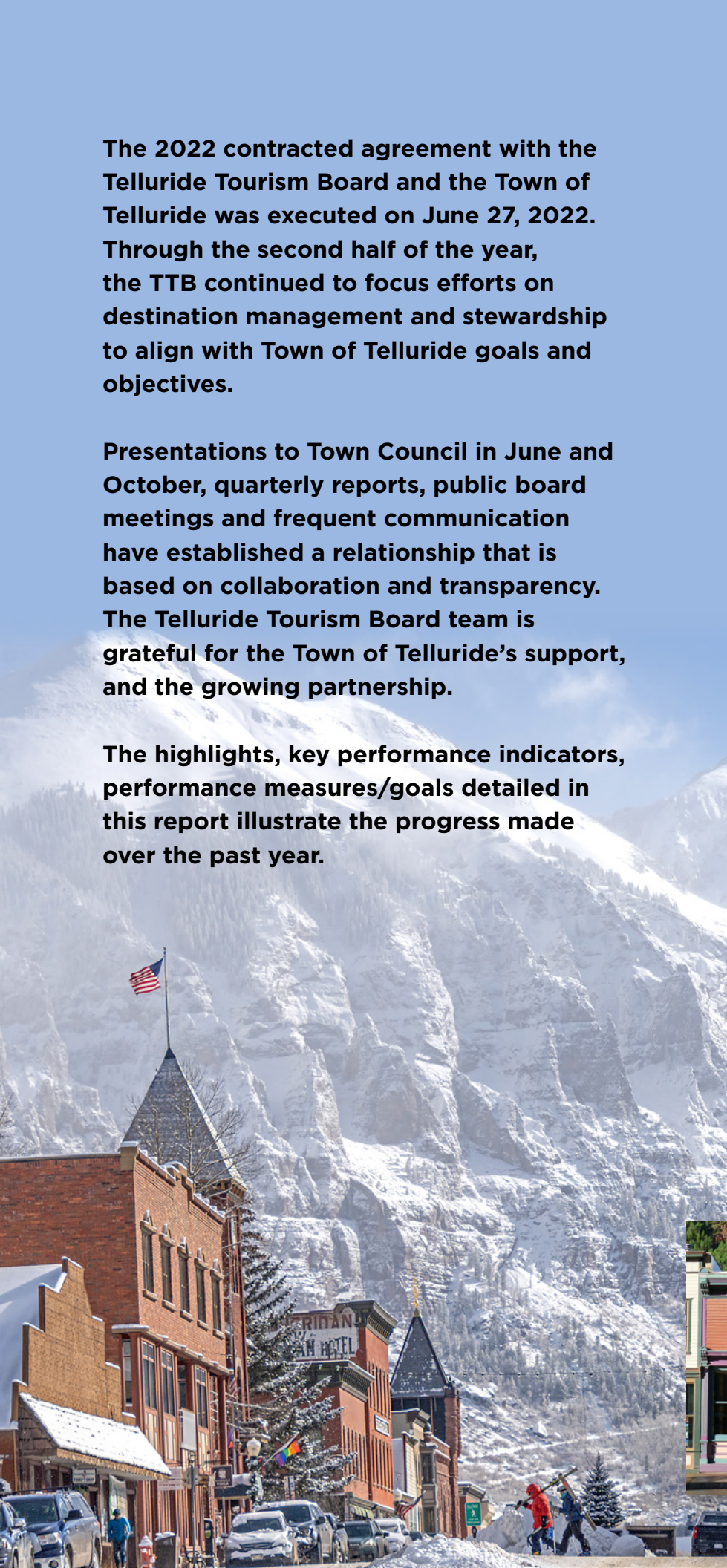
Presentations to Town Council in June and October, quarterly reports, public board meetings and frequent communication have established a relationship that is based on collaboration and transparency. The Telluride Tourism Board team is grateful for the Town of Telluride's support, and the growing partnership.

The highlights, key performance indicators, performance measures/goals detailed in this report illustrate the progress made over the past year.

VISITORS CENTER/ GUEST SERVICES

The Visitors Center continues to be a hub for communication distribution, with destination and event information featured through the Peak Sheet, Visitor Guides, maps, relevant stewardship collateral and on digital displays. The guest services team prioritizes educating visitors on best practices and stewardship by directing guest activities, behaviors and traffic flows. This process begins at the Montrose airport, where our guest service team greets visitors, answers questions, and directs them to ground transportation. In addition to educating and directing guests once they're here, the Visitor Center staff also serves as an important point of contact for guests prior to their arrival. Common topics discussed over phone and email include transportation, off-season expectations, and the importance of reserving dining, activities, and equipment before arriving.

In 2022 the Visitors Center welcomed 15,093 guests. This excludes guests that visited from August 31st to September 22nd, when the traffic counter was out of service. The 15,093 guests that visited are 11% less than the 17,045 guests that visited in 2021. If the period that the traffic counter was down is removed from the 2021 data, the number of guests that visited is 15,634. When comparing these two figures, 2022 visitation was only down 3% compared to 2021.





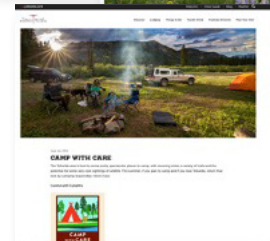
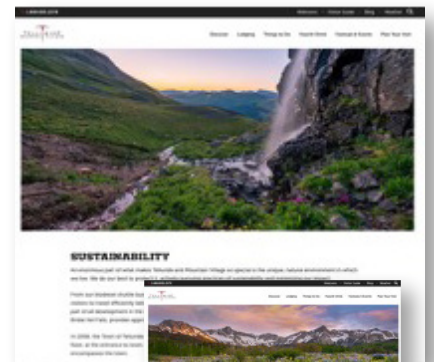
TELLURIDE.COM

As the official website of the destination, Telluride.com has been used as a destination management vehicle for guests during the research, planning and visiting phases. Stewardship, dispersion, and promotion of Telluride businesses, restaurants and events were a focus in 2022.

A landing page on Telluride.com was the call to action for a sustainable marketing campaign, and included “How to Visit Right” principals, and a Telluride Pledge that commits guests to best practices during their visit.

The site featured multiple blog posts that promoted destination stewardship, dispersion and non-peak visitation during smaller festivals and events. Blog posts included “Want to Live Like a Local? Here’s How”, “Be Good in the Backcountry”, “Top 5 Reasons to Get Your Original Thinkers Pass...Now.”, “Fall Festivals + Fall Foliage = Fabulous” and “Beyond the Box Canyon”. Holiday dining blogs communicated restaurant options for locals and visitors over Thanksgiving and Christmas. The blogs were included in callouts on the homepage, and were shared through social media platforms to extend reach.

In 2022, site engagement performed above industry benchmarks as detailed in the performance measures section of the report.



CENTRAL RESERVATIONS

Destination Central Reservation consumed stays in 2022 totaled \$505,887, well ahead of each of the last four years. Revenue from stays in 2022 increased 49% from 2021's on the books number of \$339,472.

Although revenue from Central Reservations stays in 2022 increased, revenue from bookings made in 2022 decreased compared to 2021. Central Reservations total revenue from lodging bookings in 2022 was \$426,931, down 19% from 2021's total of \$527,404. Despite the decline in revenue, the 197 lodging bookings made in 2022 were an 11% increase from the 178 bookings made in 2021.

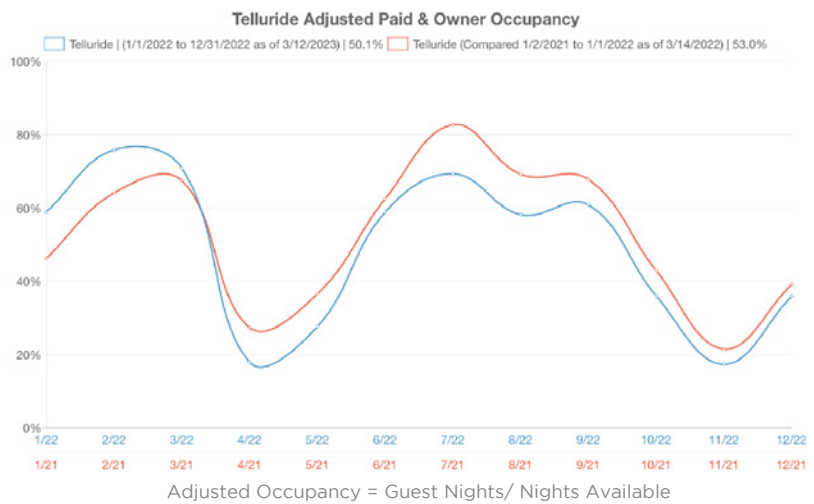
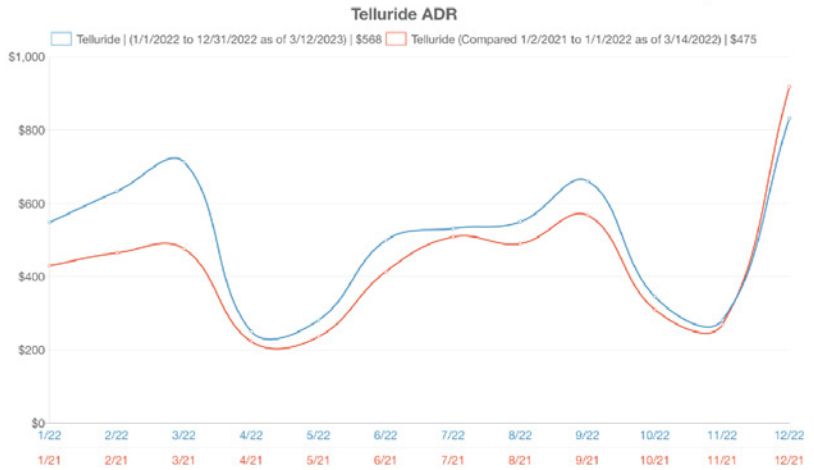
The total number of phone calls handled in 2022 was 3784, down 31% from the 5482 phone calls taken in 2021. It's possible that this decrease is a reflection of reduced concern about COVID regulations. Data from 2019 is unavailable for comparison. The team also fielded 831 chats in 2022, up 28% from the 651 chats fielded in 2021.

PROFESSIONAL LODGING METRICS

In 2022, destination total occupancy was flat, and average daily rate (ADR) increased by 25% at \$658. Town of Telluride total occupancy decreased by 6% YOY at 50%, and ADR increased by 19% at \$568. The winter months performed ahead of 2021, and started falling behind in April through the remainder of the year. The most notable occupancy variances were in the summer months, where occupancy in July, August and September was 18% lower YOY.

When compared to 2019, 2022 Town of Telluride occupancy increased by 6%, and ADR increased by 66%.

Town of Mountain Village occupancy was 6% higher than 2021, and ADR increased by 22% at \$724. When compared to 2019, Mountain Village total occupancy was up by 9% in 2022, and ADR increased by 97%.



IN-BOUND CONSUMER ANALYTICS

Based on metrics provided by Datafy, the Town of Telluride welcomed approximately 178,232 unique visitors in 2022, a 10.2% decrease from 2021. Average length of stay increased by 3.9% at 5.3 nights. The top three markets include Denver, Phoenix and Dallas-Ft. Worth. Please note that this data uses areas geofenced to capture a sample size of devices and are statistically modeled to estimated visitor volumes.

In Q4 of 2022, the TTB met with Town of Telluride, Town of Mountain Village and Colorado Flights Alliance to discuss an economic impact dashboard that would be developed to give stakeholders a real-time snapshot of the destination that includes tax revenues, lodging metrics, air metrics, visitation, spending and other factors that provide economic support, planning and business development within the region. All entities were researching platforms, and the dashboard is slated to be implemented in 2023.

Visitor Days by Length of Stay



- Day Trip 10.4%
- 2 Days 6.9%
- 3 Days 8.5%
- 4 Days 11.9%
- 5 Days 15.8%
- 6+ Days 46.5%

COMMUNICATIONS/COLLATERAL DEVELOPMENT & DISTRIBUTION

Destination management was a priority for the Telluride Tourism Board in 2022 and will continue to be moving forward. The Visitors Center has been a conduit for community and visitor information dissemination, with banners, signage and collateral reiterating destination stewardship best practices and communicating events and happenings in the Town of Telluride.



During summer, the TTB team worked with Sheep Mountain Alliance and the Telluride Mountain Club to print and distribute a Spanish translated version of the summer map. The TTB also worked with Town of Telluride staff to update the winter map, which was tipped-in to the winter Visitor Guides and distributed to lodging properties, outfitters and at the Visitors Center.

In response to the Town of Telluride's request to disperse guests during summer months, the TTB created table tents that promoted taking the gondola to Mountain Village. The table tents were placed in the Visitors Center, Coffee Cowboy and the Oak Street Gondola Station kiosk.

The weekly Peak Sheet was delivered throughout summer, fall and winter, with an average open rate of 45%. The Peak Sheet email is distributed to local businesses and individuals, and includes important community announcements and pacing. The TTB ensured that relevant Town of Telluride news was incorporated into the emails. The printable Peak Sheet is a visitor facing piece that businesses can print and give to guests, and promotes festivals and events. The TTB team takes time to source events from different organizations, businesses and venues to ensure proper and fair coverage. Events are added to Telluride.com and the Peak Sheet on a weekly basis.

In addition to weekly event promotion, the TTB created and produced monthly event posters that are featured in the Elks Park kiosk and the Oak Street Gondola Station kiosk.

Event banners were also featured at the Visitors Center throughout the summer. In the past, the TTB focused on the larger festivals, but added the smaller festivals this year in an effort to support and promote the smaller productions.

The TTB also been covered print advertising for public health PSAs including COVID testing and vaccine information throughout 2022.

FOR MORE EVENT INFORMATION, GO TO TELLURIDE.COM



VISITOR GUIDE DEVELOPMENT

The Telluride & Mountain Village Visitor Guide is the official guide to the destination, with 70,000 issues distributed annually. Guest education is a core component of the Guide. The Summer Visitor Guide's cover story "Love Me Tender" focused on sustainable tourism, and featured an interview with Town of Telluride Mayor Young. Telluride's arts community was highlighted in "Celebrating Ah Haa" and "KOTO is a Local Treasure".

The winter guide celebrates Telluride Ski Resort's 50th Anniversary with a cover story that details the history and includes interviews with iconic pioneers. Editor Erin Spillane met with Scott Robson during the summer to ensure complete and accurate coverage for the Town in the winter issue.

The publication includes business and event listings, and always highlights new businesses, non-profits, events and community members. The winter issue featured new business additions the Ride Lounge and Uno, Dos, Tres Tacos as well as Cashmere Red's new sustainable line. It also included articles covering Sheridan Opera House, Telluride Venture Network, Telluride Foundation, American Institute of Avalanche Research, Telluride Science and Original Thinkers.

Destination stewardship is always included and weaved into the different sections of the Visitor Guide, with summer and winter versions of How to Visit Right in each issue.



PUBLIC RELATIONS MANAGEMENT

International PR has been a focus of the TTB in alignment with destination management efforts, as the international visitor is lower volume/impact at a higher value.

During summer 2022, the TTB hosted several international press trips. The Colorado Tourism Office (CTO) organized a Mexican press trip through the state, with the final stop in Telluride/Mountain Village. Attending individuals included journalists from national publications of Mexico as *Donde/Gourmet*, *Life & Style*, *Reforma*, *El Financiero* and *Food & Travel*. The CTO's tourism marketing firm from Mexico, AdNova, attend as well.

Exclusive Resorts Mexico hosted a press trip for their properties with media from *Hotbook*, *L'Beaute*, *Golf & Spa*, *Gentleman*, *Reforma* and *Life & Style*.

The TTB hosted Ivy Carruth from Australia's *Travel & Vacations Magazine* in August. She visited Colorado specifically to do a piece on Dark Skies and let the team know she would be working on other articles as well from alternative experiences on the trip.

In December, the team hosted a journalist with an LGBTQ+ focus who met with representatives of Telluride Gay Ski Week. At the end of 2022, the TTB organized press trips with international writers and publications for the upcoming winter season.



DESTINATION STEWARDSHIP PLAN IMPLEMENTATION

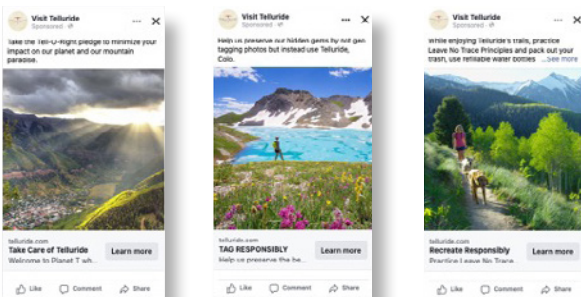
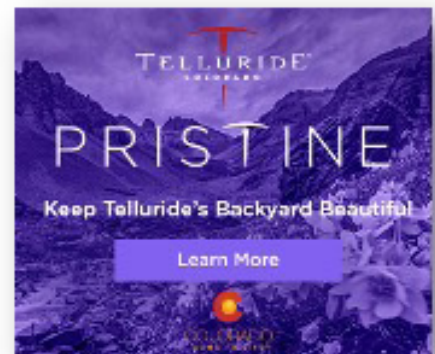
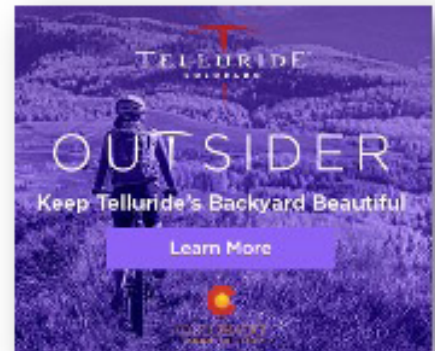
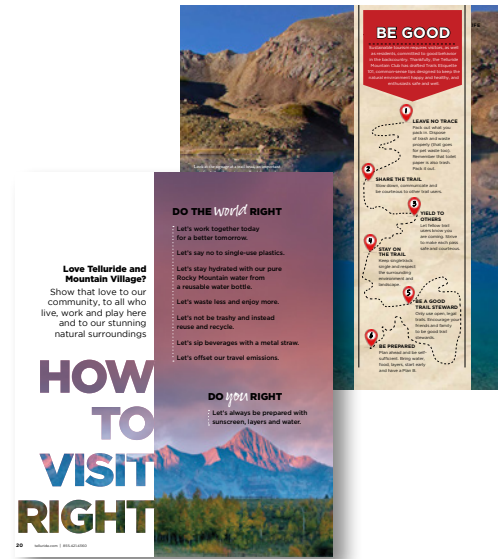
As per the objectives outlined in the 2022 agreement, it was discussed that the Town of Telluride could lead the effort to hire a third-party contractor to conduct research/studies and develop a long-term Destination Stewardship Plan. The TTB would be part of the process, and execute key strategies identified in the plan. A Destination Stewardship Plan had not been established by the Town in 2022, but the TTB executed destination stewardship initiatives, as stated in the objectives portion of the agreement.

Destination stewardship efforts included a mix of print, digital, social and out of home campaigns. A social campaign that targeted locals and visitors within a 45-mile radius of Telluride was launched early in the summer, with messaging that included Leave No Trace principals, How to Visit Right, tag responsibly and taking the Telluride Pledge. These guest education pieces were one touchpoint to connect with the visitor about community values. The campaign garnered over 565,000 impressions.

Through a CTO grant, the TTB also ran a stewardship focused digital campaign on TripAdvisor that targeted people who were researching or planning a visit to Telluride. The messaging included “Keep Telluride’s Backyard Beautiful” and was directed to the sustainability page on Telluride.com. The campaign was a success with an average click through rate (CTR) of .76%, well-above the .1% industry benchmark.

The How to Visit Right & Trails Etiquette campaign was featured on banners at the Visitors Center, print ads, in the Visitor Guide and distributed to the lodging community to share.

Executive Director Kiera Skinner was invited to be a member of the newly formed Colorado Tourism Office’s Destination Stewardship Council. The CTO recently created this group with leaders and industry stakeholders to surface high-level and on-the-ground perspectives from Colorado’s many regions, industry groups, local tourism stakeholders, and communities. Incorporating these diverse perspectives will ensure that the CTO moves its destination stewardship efforts in the direction that is most helpful to the Colorado tourism industry. Skinner attended the first two meetings on October 25 and December 13, and meetings will continue into 2023.



KEY PERFORMANCE INDICATORS

Performance Indicator	2022 Actuals	2021 Actuals
Occupancy	50% Total Occupancy, 44.6% Paid Occupancy	53% Total (6% decrease), 47% Paid (5% decrease)
Average Daily Rate	\$568	\$476 (19% increase)
Tax Revenues	\$9,115,910	\$8,159,915 (11.7% increase)
Web Analytics	2.17 pages, 1:47 time on site, 59.23% bounce rate	2.13 pages (1.75% inc.), 1:36 (11.33% inc.), 59.23% bounce (12.22% dec.)
Visitor Center Traffic	15,093 guests (counter was out of service from for 23 days)	17,045 guests (13% decrease)
Central Reservations	TOT 103 reservations, \$154,629	99 reservations, \$193,288 (25% decrease)
Visitor Data	178,232 unique visitors, 5.3 day avg. length of stay	198,576 unique visitors (10% decrease), 5.1 day avg. length of stay

PERFORMANCE MEASURES/GOALS

Performance Measures	Tracking Mechanisms	Target	Actuals
Web Analytics	Google Analytics	at or over industry benchmarks	Over benchmarks
Pages/Session		1.5	2.17
Average Session Duration		> 1 minute	1:47
Bounce Rate		<60%	59.23%
Occupancy	Lodging Analytics	Goal TBD by Town of Telluride	50% Total Occupancy (6% decrease)
Tax Revenues	MuniRevs	Goal TBD by Town of Telluride	\$9,115,910 (11.7% increase)

The Telluride Tourism Board team has been honored to work with Town of Telluride for the six-month contracted period in 2022, and looks forward to embarking on a partnership with aligned objectives and goals in 2023 and beyond. Together, we can foster and build on initiatives that support the economy, maintain lifestyle and community for our locals, and contribute to the visitor experience. Thank you for your support and partnership!

