



2017

➔ **ANNUAL REPORT** ➔



A MESSAGE FROM PRESIDENT & CEO, **Michael Martelon**

Grateful. It's my word of for 2018. Rather than repeat it incessantly, what follows is an incomplete list, without any sort of ranking, of our good fortune - and a few concerns to keep our eye on moving forward. A quick year-in-review of our community's main fiscal tributary - tourism. A commodity for sure, tourism is as volatile as the weather has become - an increasingly influential force of our lifetime.

Exactly one year ago, we were head-long into the major television shoot with Bravo's Top Chef coming to town, along with hundreds of cast and crew. Both towns, the Tourism Board, Ski Resort, Colorado Flights Alliance and many, many other community members came together to make it happen. And, Telluride looked absolutely fabulous on cable's top-rated food show.

A month before that, we were graced with the production of one of Amazon's new shows, Grand Tour. Jeremy Clarkson and his sidekicks continue their antics with Amazon rather than the BBC, producing Britain's smash-hit "motoring" show. Its production crew spent last winter's off-season on-mountain and off- in its "Jaguar" edition. Its season two trailer featuring Telluride [released in November] has produced more than 8.3 million views on YouTube. That combined with other public relations successes and another successful summer season definitely had us feeling confident heading into this past winter. More on that later - first summer 2017.

Various metrics illustrate that in Summer 2017 [June-September], we continued to build on past accomplishments and come a little bit closer to realizing our full potential. In the June-September 2017 timeframe, summer occupancy for managed properties decreased by less than a percentage point. Thankfully, room-rate growth pushed RevPAR [revenue per available room] up by \$12, which produced overall lodging increases in both Telluride and Mountain Village, approximately 9% and 8% respectively. This in-turn had a mild ripple effect on the restaurant and retail segments - both showed single-digit gains in sales tax receipts. In the self-managed segment [VRBO, Airbnb, etc.], last summer saw double digit growth in both towns and an increasing share-of-market with self-managed representing about 8% of lodging sales taxes in Telluride and 14% of lodging sales taxes in Mountain Village. The question persists: at what point and/or to what extent does the "shared economy" begin to erode rate at professionally manage properties and hotels?

Technically, Summer 2017 was the destination's seventh consecutive record-setting summer for sales tax collections: but, every season is more important than the last, and tourism success is fleeting to say the least. Hopefully, weather will be our guardian this summer - keeping us out of harm's way.

So, we headed into the winter season with some positive momentum. Winter marketing launched in our typical Labor Day period: both Top Chef and Grand Tour would be airing during the season and Telluride was featured in a multi-page article in Travel + Leisure December's "Destination of the Year" issue - little Telluride, along with Canada, Barbados, Milan, Tasmania and San Francisco. That was all well and good: but, the weather patterns had other plans for us this year. And, we pivoted. Building emphasis for off-mountain activities and guest services, we collaborated with the ski resort to develop communications aimed at keeping our guest's experience positive and gratifying.



And, we persevered: the ski resort making us all proud with the magic of snowmaking, grooming and mountain operations. And, our guests adapted. Skiing early then spending the rest of the day becoming more acquainted with us, and each other.

For Winter 17-18 [December-March], the metrics are interesting to say the least. Managed property occupancy slowed by close to five points [from 54.3% to 49.6%]; but, rate grew by about \$23, which kept RevPAR losses at less than \$10. Self-managed rentals were up across the board except for Mountain Village in March. And, the season's week extension in April helped produce triple-digit gains in the month for all lodging, except for hotels/lodges in the town of Telluride.

Again, occupancy reduction rippled through the economy. Although there are always those more fortunate than others, overall for the season, Telluride restaurants experienced a double-digit percentage drop in December and single-digit drops January through March. Conversely, Mountain Village was down as well in December, but then up single digits for the remainder of the season. Retail was down more than up. For Telluride, only April posted year-over-year gains while Mountain Village pushed up in January, March and April.

When you compile overall sales tax receipts for both towns through March, the destination was down less the 2% year-over-year. When you take into account the potential of the additional week of the season, April helped put the destination up about 1% for the season. Before town adjustments [December-April], Mountain Village looks to post about a 4% gain year-over-year, while Telluride experienced about a 2.5% drop.

So those are the numbers from our past. Looking ahead, summer looks strong. June looks to be up slightly. July will be busy as usual: and, right now, August and September are looking a little soft: but, consumer booking windows continue to become shorter and shorter. So, we're hopeful that those months will fill in nicely.

As a community, I wish continued success and collaboration for a collective consciousness in our outward messaging, managing and better distributing our visitor population, nurturing and caring for our habitat and our workforce with housing and regional transportation. As a destination, we continue our march toward success - pulling at our peaks and pushing up our valleys to build a more level road - more of a gentle roll.

So proud of the Tourism Board staff and their commitment to keeping Telluride, Telluride - and, sharing that story with the world. Collectively, we total more than 120 years of "Telluride living". People who have literally grown up with the brand. It is this passion, with the community's support, that keeps us pushing and pulling for a more perfect balance. We thank you for supporting our efforts, being part of our efforts and for your own efforts to deliver on an experience that is the envy of the industry.

Grateful.



MARKETING

SUMMER/FALL 2017

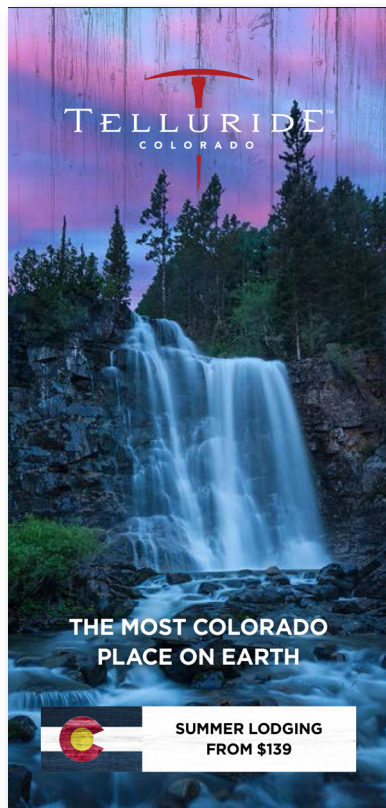
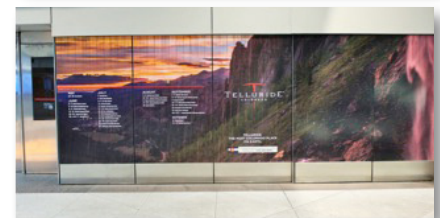
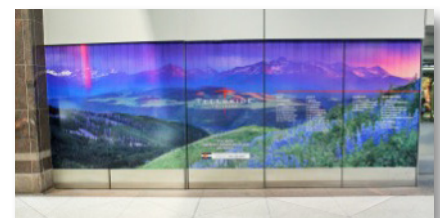
The summer 2017 creative campaign continued to leverage Telluride's striking beauty through beautiful images and simple, yet powerful messaging with the purpose of inspiring people to visit Telluride. The anchor, "Telluride. The Most Colorado Place on Earth." was incorporated into all creative, including an icon of the Colorado state flag featuring the call-to-action. A healthy media mix in all of summer air markets, including 5% out of home, 9% influencer, 21% print, 30% digital and 35% social ensured a broad and deep reach of all cohorts through multiple channels. For the sixth consecutive year, Telluride was featured in Denver International Airport's Concourse B train station from May-September, garnering 27,096,945 impressions.

The summer/fall campaign was a success, garnering over 63 million impressions, a CTR well- above the .1% industry benchmark at .36%, and contributing to a seventh consecutive record-breaking summer for the destination.

In summer 2017, the Telluride Tourism Board team assisted with the production of Bravo TV's Top Chef, Season 15. The popular culinary show featured Telluride in two episodes which aired in February 2018.



SUMMER CREATIVE SAMPLES





WINTER 2017/18

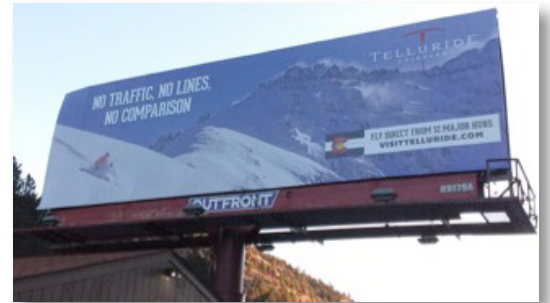
The winter 2017/2018 campaign creative used the same graphic and copy elements from the summer campaign – including brand anchor and Colorado flag lockup, incorporating more wide-angle, scenic images intended to motivate consumers with awe-inspiring backdrops. Due to a robust air schedule serving 12 major hubs, the campaign creative focused on the destination's settings with geo-focused ad distribution promoting air service. Consumer segments and highly targeted programmatic digital advertising anchored the media buy. The campaign started in early September with inspiration-based creative and ad buys, followed by conversion-based (action-based) creative rolling into the buy in October. Print included placements in The New Yorker, New York Times, Wall Street Journal and Conde Nast Traveler. A strong digital buy complemented the print through vertical placements and retargeting to engaged consumers with a robust social campaign.

Due to the ability to be nimble with digital advertising, the TTB team pushed out snow messaging through all digital display and social channels to ensure a positive perception of weather conditions.

Overall, the winter campaign produced extremely positive results with a .92% CTR for digital display (a 222% YOY increase), a 4.11% increase in new visitors to the visittelluride.com site, a 19% decrease in bounce rate and an overall strong season considering the lack of snow.



WINTER CREATIVE SAMPLES



TELLURIDE CENTRAL RESERVATIONS & THE VISITORS CENTER

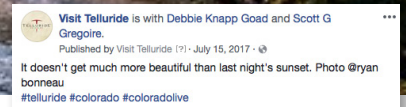
The Telluride Tourism Board would like to extend a heartfelt thank you to the Telluride and Mountain Village community for providing quality lodging, alluring cuisine, unique shopping, unforgettable adventures and many other incredible year-round services to our visiting guests and seasoned locals.

Whether it be stopping in at the Visitors Center on Main Street or making a pre-visit phone call to us, the Visitors Center is the first point of reference for a great number of guests to gather information about our beautiful destination. Our Destination Concierge and Guest Service team members are both knowledgeable and resourceful, ready to assist visitors with their travel planning and provide tips and information that only a local can provide- a favorite hike, the best groomer or bump run, where to seek out the best wildflowers and of course, where to find the building that housed the bank that Butch Cassidy first robbed.



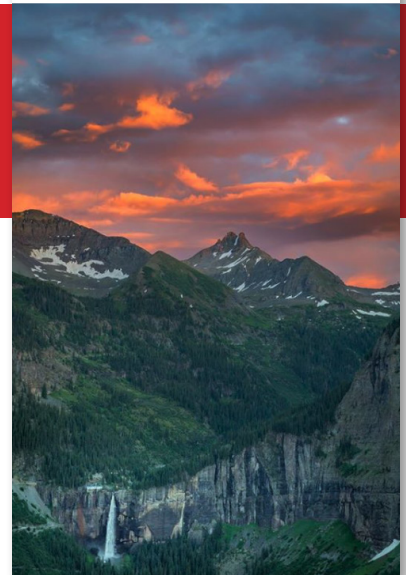
SOCIAL MEDIA

Social Media plays an integral role in the TTB's marketing efforts and is active on a variety of social platforms including Facebook, Instagram, Google+, Twitter, Vimeo, YouTube, and Pinterest.



CONTENT

Content on Visit Telluride social channels varies between photos, videos, blogs and announcements. Photos and videos outperform other content and generate the highest level of engagement. Fortunately, with Ryan Bonneau as our staff photographer and videographer, the Telluride Tourism Board has access to exceptional photos and videos that showcase the breathtaking beauty of the destination. Mixing in candid, organic videos shot by TTB staff members provides a nice balance that is well received by fans.



Visit Telluride
Published by Social Social 111 · March 20 · 4

Happy first day of spring! We are loving all the new snow but summer is just around the corner. Photo @ryanbonneau #VisitTelluride #amostsummer #whitetrails

Visit Telluride
Travel Information Center

36,866 People Reached

2,204 Reactions, Comments & Shares		
1,998 Like	1,478 On Post	220 On Shares
228 Love	187 On Post	41 On Shares
6 haha	5 On Post	1 On Shares
55 View	43 On Post	12 On Shares
98 Comments	29 On Post	27 On Shares
164 Shares	159 On Post	5 On Shares

832 Post Clicks

370 Photo Views	4 Link Clicks	458 Other Clicks
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POSITIVE FEEDBACK

13 Inspire	2 Hide All Posts
0 Report as Spam	0 Unlike Page

36,866 people reached

Like Comment Share Buffer

Visit Telluride
Published by Social Social 111 · January 11 · 4

Powder day, 11" in 24 hours. Nearly 2 feet in past five days. Photo Ryan Bonneau. #VisitTelluride #powderday

Visit Telluride
Travel Information Center

25,317 People Reached

1,921 Reactions, Comments & Shares		
1,471 Like	1,352 On Post	119 On Shares
178 Love	165 On Post	13 On Shares
1 haha	1 On Post	0 On Shares
59 View	49 On Post	10 On Shares
109 Comments	53 On Post	56 On Shares
108 Shares	101 On Post	7 On Shares

545 Post Clicks

175 Photo Views	0 Link Clicks	370 Other Clicks
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NEGATIVE FEEDBACK

9 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

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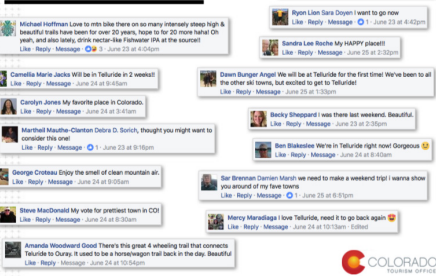
Like Comment Share Buffer

PARTNERSHIP & PAID SOCIAL

The TTB participates in the Colorado Tourism Office (CTO/visitcolorado.com) social co-op program in the summer and winter season. The CTO matches funds for a promoted post to a targeted audience on the Visit Colorado Facebook page. These posts link to blogs on our website and have been highly successful, garnering a reach of 603,056, with 10,682 clicks to visittelluride.com for summer and a reach of 376,218 and 8,790 clicks to visittelluride.com for winter. This partnership not only creates another touch point for brand awareness but drives traffic to our website so that we can retarget potential guests with a message from our digital ad campaign.

Paid advertising on Facebook has given a boost to organic reach as well. Paid social is also used for an expanded reach with specific messaging to targeted audiences including air markets and feeder cities, people who have requested visitor guides, people who have visited visittelluride.com, "lookalike" audiences and other identifiable targets.

Coop Post Results




Coop Post Results

Results:
 Total Reach: 603,056
 Likes: 4,630
 Comments: 492
 Shares: 692
 Website Clicks: 10,682
 CTR: 1.71%
 Frequency: 1.91

site clicks is reported by Facebook analytics, not by industry partner.



CONTESTS

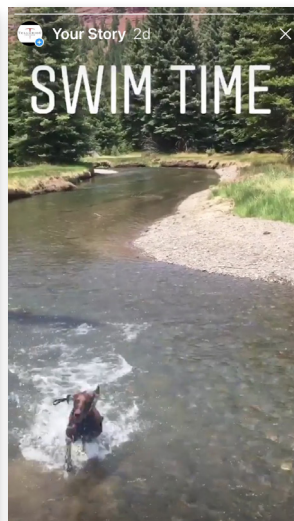
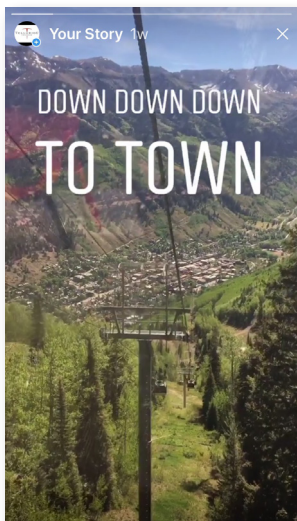
Social contests enable us to engage with current fans, attract new ones, and continue a conversation outside of social channels. Contests are also an effective tool to grow email lists. In 2017, the TTB ran a sweepstakes contest called Twelve Days of Telluride in which a Telluride-related prize was given away daily from Dec. 6-17. The grand prize--a trip to Telluride with lodging at Hotel Telluride, two days of skiing, Wagner Ski Demos and a \$200 Western Rise Gift card--was given away on the final day. The contest generated 13,000 entries and was viewed 31,000 times.

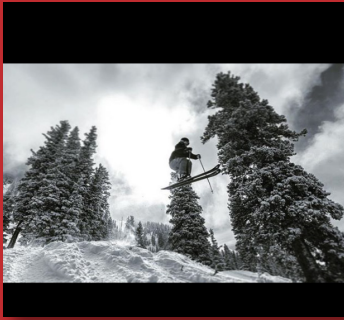


INSTAGRAM STORIES

Once Instagram launched Stories in August 2016, the feature spread like wildfire. As of November 2017, Instagram Stories topped 300 million daily users overtaking SnapChat.

As a result the TTB, has put an emphasis on Instagram Stories to increase engagement but also offer a series of fun and candid snap shots of the destination. This addition to our Instagram content strategy helps boost our overall performance on Instagram.





nickkenworthy88
@nickkenworthy88

Conclusion: Wagner Skis make powder days better.
#senditfortheboys
@wagnerskis 📷
@kanegallery

3 months ago

USER GENERATED CONTENT (UGC)

UGC is playing an increasingly important role in social media efforts. UGC is invaluable as consumers more often trust other consumers' experiences rather than brand-driven efforts. As a result, content curation is better administered utilizing a third-party, programmatic platform to curate UGC content about Telluride. The photos and testimonial generated by this platform are powerful and are prominently displayed on our website, shared on our social channels and occasionally turned into blog posts.



j.p.reese
@jpreese

There's a few brief moments near the end of an adventurous day where all is right in the world. #telluride #viaferrata #mrscolorado #lastlight #summer #drinkitin



natawh7
@natawh7

Tell me about the places you've been... 📷
@brandonhuttenlocher

9 months ago



hernan67lm
@hernan67lm

Heli Skiing #telluride #helitrax

2 months ago





PUBLIC RELATIONS

As Telluride continues to grow into a world-class destination, Telluride Tourism PR works to garner positive press to support the Telluride brand. We reach out to dominant national and international print publications and relevant digital media targeting specific markets while receiving requests from media sources to experience our region.

Thanks to the support of our community partners, we are able to host journalists and give them an experience unique to Telluride. With lodging partners assisting with accommodations, restaurateurs showcasing their culinary expertise and outfitters providing experiences in and around Telluride, a trip to this box canyon inspires journalists to share their Telluride experience with their audience and followers. With additional support from the Colorado Tourism Office and Telluride Ski Resort, media outlets vie for the opportunity to make the trip to Telluride. It makes for spectacular content!

2017 MEDIA VISIT HIGHLIGHTS

- Allison Young – AZ Foothills
- Nicoletta Richardson – Women's Health
- James Stewart – Sunday Times (UK)
- John Ward – Daily Star (UK)
- Rachel Tepper Paley – HGTV, Travel Channel, AFAR
- Alessandra Mattanza – Vogue(IT)
- Beate Hitzler (DE)
- Claire Volkman – Vogue, Fodors
- Christopher Steiner – Forbes



2017 PRESS HIGHLIGHTS

- Amazon Prime – Grand Tour
- Bravo - Top Chef
- Denver Post – “Sharing Sheer Beauty” (Front Page)
- Luxury Magazine (Luxury Cardmembers) - One Place Two Ways
- Conde Nast Traveler – The Best Small Cities in the US
- Travel + Leisure – Snow Daze
- GQ – Where to Go On Your Cute-Ass Romantic Fall Vacation
- Vanity Fair – Exclusive Telluride Film Festival Portraits
- Houtonia – 10 Things You Must Do, See, Experience and Eat in Telluride
- Departures – 9 Perfect Mountain Resorts & North America's Ski Season
- Charlotte Magazine – Your Next Ski Trip Should be to Telluride
- Snowaction (AU) – Colorado's road less traveled
- AFAR – Time to Play
- DuJour – Peak to Peak
- Powder – Where to Stay in Telluride

#1 SKI RESORT IN NORTH AMERICA

CONDÉ NAST TRAVELER (2012, '13, '14, '16 & '17)

#18 Best American Cities for Foodies

#2 Friendliest City in the US

TOP 10 MOST SCENIC SKI RESORTS IN THE WORLD

USA TODAY

#5 Top 10 Ski Resorts for Nightlife

5th OVERALL FOR ALL MOUNTAIN TOWNS

TRAVEL + LEISURE

#1 for Music, Christmas Lights and Family Friendly Hotels

2 for Parades

#4 Friendliness

Top 10 for Hip/Coolness

#13 America's Best Towns for Halloween

#2 BEST SKI DESTINATIONS IN THE WORLD

U.S. NEWS & WORLD REPORT

#15 Best Winter Vacations

Lumière Hotel- #5 Best Ski Hotel in 2017 Readers' Choice Awards

ONE OF THE WORLD'S 25 BEST SKI TOWNS

NATIONAL GEOGRAPHIC

TELLURIDE PRESS ACCOLADES

TOP 10 SKI RESORTS IN NORTH AMERICA

FORBES 2017

#5 SKI RESORT IN THE WEST

SKI MAGAZINE 2018 Resort Survey

#1 for Character

#3 for Terrain

#5 for Lodging

#6 Dining

#7 Service

#7 Challenge

#10 Trail Variety

ONE OF AMERICA'S BEST SMALL TOWNS

#8 of 10 Best Ski Towns for Foodies

FODORS





#1 TOP SKI RESORT

SUNSET MAGAZINE



BEST SKI TOWN FOR YEAR-ROUND MOUNTAIN FANS

HUFFINGTON POST

ONE OF THE COOLEST WINTER GUY GETAWAYS

MEN'S HEALTH



TOP 5 FAMILY-FRIENDLY SKI RESORTS IN COLORADO

DALLAS MORNING NEWS

ONE OF THE 10 MOST BEAUTIFUL TOWNS IN WINTER

THRILLEST

TELLURIDE PRESS ACCOLADES
ADDITIONAL PUBLICATIONS

BROWN DOG PIZZA

included Larry Olmstead's list of 15 Most

MEMORABLE RESTAURANT MEALS

- FORBES.COM



ONE OF THE BEST SKI RESORTS FOR ATHLETES

- YAHOO BEAUTY

BETWEEN THE COVERS

included in list of

GREAT INDEPENDENT BOOKSTORES

- WALL STREET JOURNAL



MADLINE HOTEL & RESIDENCES

NAMED ONE OF 10 BEST SKI RESORTS FOR NON-SKIERS

- MSN.COM



BEST MOUNTAIN TOWN IN COLORADO

- THRILLEST

#2 BEST FOR ALL-ROUND FAMILY ACTIVITIES

#1 BEST TOWN TO WANDER AROUND

- SKI & SNOWBOARD WITH KIDS (Australia)



#3 BEST SKI RESORTS TO VISIT

- BUSINESS INSIDER

ABOUT US

We are the Telluride Tourism Board. It is our quest to market and maintain the quality of the Telluride region experience for the benefit of both the visitor and the economic sustainability of the community. Please take a moment to reflect upon our collective successes. We hope that this synopsis provides you with a snapshot of our work during this past year. We are honored and proud of our work and our home.



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888.355.8743 | 970.369.2100

info@visittelluride.com

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