



# MOUNTAIN VILLAGE

ANNUAL REPORT



2023

THE TELLURIDE TOURISM BOARD TEAM CONTINUES TO FOCUS ON EFFORTS THAT CONTRIBUTE TO THE VIBRANCY AND ECONOMIC VITALITY OF THE TOWN OF MOUNTAIN VILLAGE, AND APPRECIATES THE PARTNERSHIP AND SUPPORT OF TOWN STAFF AND ELECTED OFFICIALS.

THE HIGHLIGHTS, KEY PERFORMANCE INDICATORS AND PERFORMANCE MEASURES/GOALS PROVIDED IN THIS REPORT ILLUSTRATE THE PROGRESS MADE OVER 2023. THESE EFFORTS ALL CONTRIBUTE TO THE MUTUAL GOALS AS OUTLINED IN THE AGREEMENT BETWEEN TOWN OF MOUNTAIN VILLAGE AND TELLURIDE TOURISM BOARD.

## ASSETS

In 2023, the Telluride Tourism Board focused on enhancing the Mountain Village image library for destination marketing efforts. Photo shoots took place in January and June to capture Mountain Village during the most photogenic parts of the winter and summer seasons. The TTB team worked in collaboration with agency Karsh Hagan and photographer Brett Schrekengost to source locations, activities and models for each two-day shoot that included stills and video.

The images and footage from the winter shoot came to life in the 2023-24 winter Mountain Village advertising campaign, where lifestyle images were incorporated into the digital assets. The photos added a sense of emotion to the creative, evolving the campaign into more than just scenic images, and allowing the viewer to connect on a deeper level.

In addition to the lifestyle shoots, the TTB's staff photographer, Ryan Bonneau, frequented Mountain Village in 2023 to capture scenery and signature events.

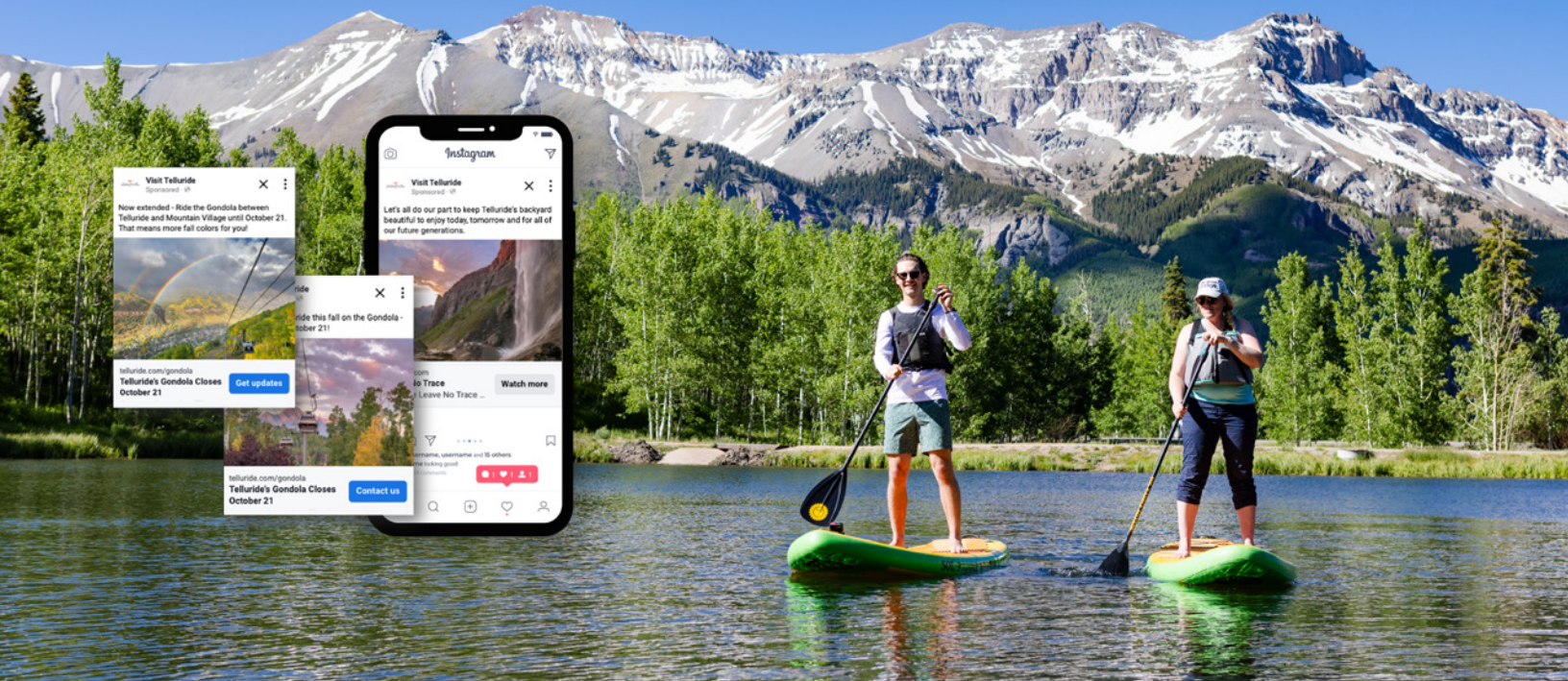


## PRINT COLLATERAL DEVELOPMENT

In collaboration with town staff, the TTB worked on updating the Live Like a Local creative to design a more on-brand aesthetic for Mountain Village visitors. The TTB developed, printed and distributed flyers to Mountain Village lodging properties for guest education purposes.

The TTB updated summer and winter maps, and executed on updates from the Mountain Village team. A total of 52,000 maps were printed, distributed to area businesses and frequently replenished throughout each season.





## ONGOING COMMUNICATIONS

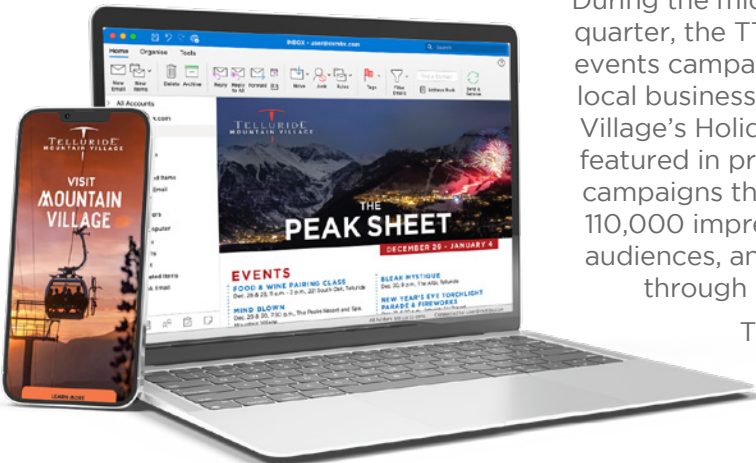
The TTB continues to be a conduit for business support and guest education through efforts including the Peak Sheet, social media, signage and consumer eblasts.

Destination stewardship was a focus throughout the summer. A paid social campaign was launched in early summer that targeted visitors and locals within a 45-miles radius of Telluride with Leave No Trace and recreate responsibly messaging. The campaign garnered over 720,000 impressions. The Telluride calendar that the TTB creates and produces is another stewardship initiative, with proceeds going to Telluride Mountain Club's (TMC) Opt-in for Trails program. The TTB donated \$5,500 to TMC from 2023 sales, and started promoting and selling the 2024 calendar in fall of 2023 through paid social efforts. Engagement was high for the calendar, with over 492,000 impressions garnered and a 3.99% CTR.

When the extended fall gondola season was announced, the TTB team implemented a paid social campaign and deployed an exclusive eblast targeted to fall air and drive markets. The campaign was a success, garnering over 1.2 million impressions on social with a 3.88% CTR. The eblast generated a strong 37% open rate.

During the middle of the 4th quarter, the TTB ran a holiday events campaign to support local businesses. Mountain Village's Holiday Prelude was featured in print and paid social campaigns that delivered over 110,000 impressions to regional audiences, and garnered a click through rate (CTR) of .76%.

The weekly Peak Sheet was distributed >>



## ORGANIC SOCIAL STATS



**Followers**  
123,654 Total  
7,467 new in 2023

**Page Visits**  
117,809  
735% ▲ YOY

**Reach**  
9,109,262  
253% ▲ YOY



**Followers**  
86,051 Total  
10,858 new in 2023

**Page Visits**  
90,314  
73% ▲ YOY

**Reach**  
2,737,546  
459% ▲ YOY

## ONGOING COMMUNICATIONS CONTINUED



to a local database of over 3,300, and generated high engagement with a 45% average open rate. The Peak Sheet promotes events to our visitors and locals, while the email serves as a tool for businesses to use for staffing and forecasting purposes.

In addition to the Peak Sheet, the TTB continues to promote events through a monthly poster that includes Mountain Village events, and is featured at the kiosks in Elks Park and at the Oak Street Gondola Station. To further event exposure, the TTB implemented an updated digital signage system in the Visitors Center that allows the team to promote festivals and events in real-time.

Consumer eblasts are another communication tool that the TTB uses to promote the destination and educate guests to a robust database of over 85,000 loyalists. In 2023, 12 eblasts were sent to an average audience of 64,000 with an open rate average of 29%, which is well above the 20% average open rate of travel and tourism industry emails.



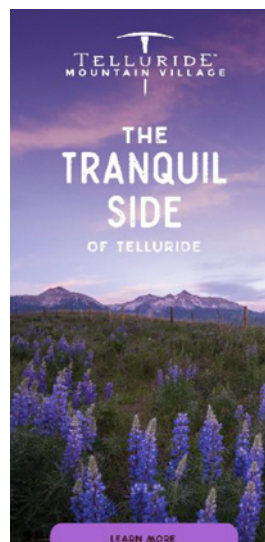
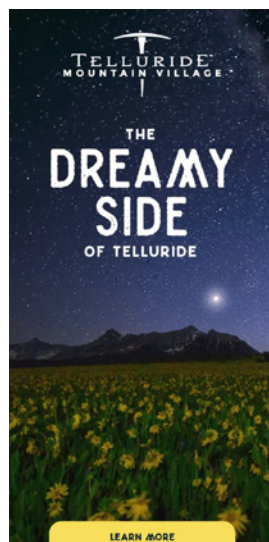
## MEDIA & CREATIVE DEVELOPMENT

The TTB and Mountain Village teams continued to work with agency Karsh Hagan through 2023, and embarked on taking the Mountain Village brand to the next level.

During Q1 2023, the teams worked on conceptualizing and planning the summer 2023 Mountain Village campaign. The plan targeted key air markets with a demographic overlay, and included a healthy digital mix of display, high impact units, video, connected TV (CTV) and paid social. The "Life Wide Open" concept with the theme "The Other Side of Telluride" continued to be used to differentiate Mountain Village from Telluride, and highlighted the area as its own unique destination. Videos were produced using existing footage and cut into :30, :15 and :7 spots for the various digital media mediums. Digital banners were created that supported the videos for retargeting purposes and conveyed "The Other Side of Telluride" theme to drive awareness and encourage conversions.

A regional social campaign was launched in June that was targeted to locals and visitors within a 45-mile radius of Mountain Village. The campaign promoted Mountain Village's signature events and activities, with "Just a Gondola Away" messaging that included "Events are Just a Gondola Away," etc.

In addition to the destination marketing campaign, the TTB used CTO grant funds for a separate summer campaign that utilized the TTB's consumer analytics platform, Datafy, to target past guests, >>



# MARKETING MONITORING / TRACKING / REPORTING

## MEDIA & CREATIVE DEVELOPMENT CONTINUED

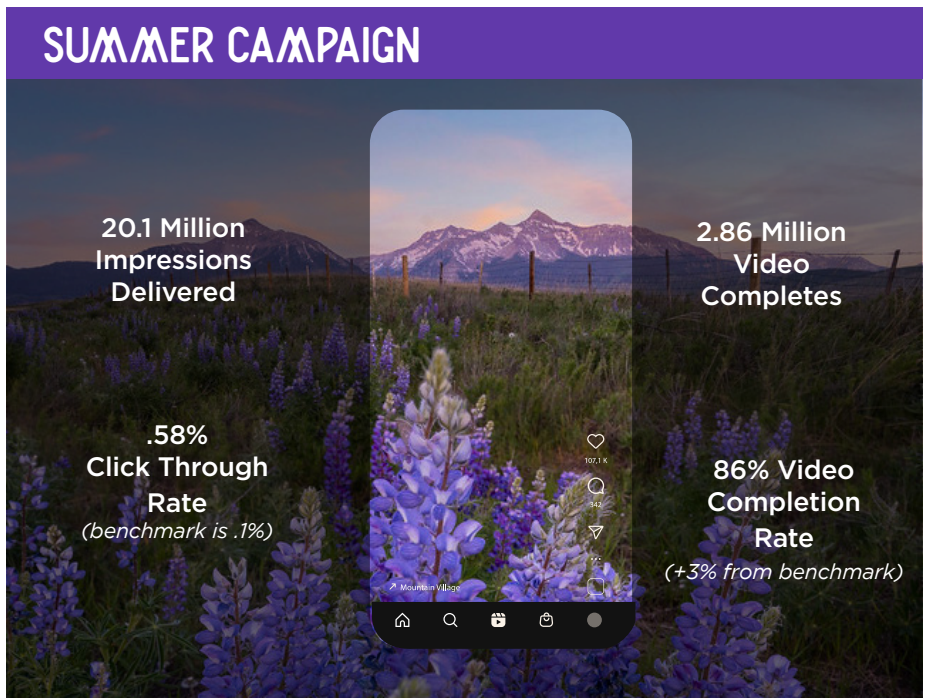
look-a-like audiences, visitors to competitive destinations and custom high-value audiences. The campaign ended in August with almost 5.5 million impressions served, and a .19% CTR.

An in-person winter planning session with Town of Mountain Village, Karsh Hagan and the TTB took place in June while the Karsh team was on location for the summer photo shoot. During the meeting, the teams decided it was time for the Mountain Village brand to evolve. Over the past 1.5 years, the Mountain Village campaign was effective in differentiating Mountain Village from Telluride, with metrics illustrating positive growth. For winter creative, Mountain Village would not need to leverage Telluride as much and shine more as its own unique destination.

During creative development, the logo was redeveloped to make Mountain Village more prominent. Lifestyle images from the Mountain Village winter shoot were incorporated into the creative to give the viewer a sense of place emotionally, while scenic shots provide a sense of place geographically. Animated digital banners rotated the scenic and lifestyle shots with captivating headlines to draw the viewer in. Videos were created that complemented the evolution, with meaningful Mountain Village lifestyle footage from the winter shoot weaved in to scenic and ski shots.

The winter campaign launched on schedule in early October.

The summer and winter campaigns were consistently monitored and optimized when necessary. Performance for both campaigns was very strong, with Key Performance Indicators (KPIs) above industry benchmarks.





STAY & PLAY



EAT, STAY, LOVE  
In Mountain Village, exceptional hotel, restaurants reflect their exceptional settings

BY ERIN SPILLANE

Every summer, Mountain Village transforms into a vibrant array of activities and events. The Telluride high-altitude resort has a long, replicated table, evidenced in part by an exceptional award-winning hotel. Stay at one of these establishments, and discover an exceptional dining scene that reflects the setting.

This summer by August, this charming boutique hotel is known by its many fans for perfectly balancing a careful, professional attention to detail with a warm and friendly welcome. Talk to Anna Anala, the award-winning chef who presides over Luminous restaurant. **THEY** Table and it's clear that she gets that same balance perfectly, offering high-end, five-dining experience combined with highly personalized service to the intimate setting of her establishment's fine-art dining room.

For romance, guests read Anala by moonlight in the dining room with their feet tucked under their chairs. Anala agrees that it is a very personal service and adds, "I do the dinner to be a very warm moment."

Anala's husband and business partner, Kenny Galko, presides over Luminous and the on-trend 40th floor wine collection. He notes that they provide lunch service to their partners on a daily basis. "I talk to the guests about what they like to eat and what they're looking for in the food, but to what their tastes are."

This approach also informs how Anala Table chooses the ingredients for its restaurant menu. "All of our proteins come from pasture-raised sources that we have and have worked with for years," says Anala.

Of the moment's menu, Anala says she loves that Anala Table also serves their carefully curated pastries, as well as their focus on fresh, regional produce. "We love using local produce, tomatoes, corn, and green. It comes to me much like for us."

Not far from Luminous is the Madras Hotel and Bar

showcase. And while the hubbub of summer buses at around the Madras is an integral part of much life in the restaurant **Black Iron Kitchen**, and very much the **Timber Room**.

"Black Iron Kitchen is a high energy, open, just off of everything, perfect for every group and occasion," says Bryan Woody, the Madras's general manager. "It also has a few tables at tables outdoors for the city mountain evenings."

And the Timber Room?

Says Woody, "It is a beautifully designed space, we have incredible agave cocktails and our great menu, which consists of small, sophisticated plates perfect for sharing. Those who don't join us for dinner can expect shareable plates from our 'bar menu'."

Black Iron's executive chef Bill Greenwood for the signature menu that focuses on refined mountain cuisine with an emphasis on local and sustainable. "Dinner is an incredible time for experimentation, bringing the regional focus to table concept," he says. "We love our 23-course Ready Mountain & Bar menu with wild-hatchery fish. And our San Juan Valley trout and 25-course trout and hatchery fish become night at Black Iron. My personal favorite at the Timber Room is our double egg."

The central location is well-suited for happy hours by day and then attending evening concerts and other events on the nearby plaza, says Woody. "We are primarily for and for 'going the Village way.'"

A short walk from these places is the Peaks Event and Spa, a business but truly property that offers scenic views from its position overlooking the Telluride Golf Course. The Peaks restaurant is **Azzura**, which offers casual recreation dining and a mountain view. And, much like the Peaks itself, Azzura's menu items range from to both seasonal and local, according to Emily Nelson, the Peaks' food and beverage director. High-light include a charcuterie board of regional and international meats and cheeses that is the staff's favorite menu item. "It's a place where everyone feels welcome." T



# VISITOR GUIDE

The Telluride & Mountain Village Visitor Guide is published twice a year, with 70,000 copies circulated. As the official guide to the destination, the Visitor Guide has the broadest reach of any other magazine in the area. The Guide is the fulfillment piece for all requests on Telluride.com, with a digital format also available on the site that garnered over 125,000 impressions in 2023. In addition to being on stands locally, the Visitor Guide is distributed at 50 Colorado Welcome and Visitors Centers. It is also the primary collateral piece for domestic and international missions, and is shared with media, travel trade and consumers.

The Telluride Tourism Board ensures that the Town of Mountain Village is prominently featured and accurately covered in each issue of the Visitor Guide. Editor Erin Spillane meets with Town staff during the development phase to cover relevant topics and themes. Mountain Village businesses and events are featured in the guide.

The summer Visitor Guide hit the stands the week of May 22 for Mountainfilm. The cover story celebrated a milestone festival season, featured the Telluride region's beloved festivals that have hit their 50-year marks. Mountain Village was highlighted in pieces about hotel restaurants and culinary classes articles among others.

The Winter Guide was on local and state-wide stands Thanksgiving week. The cover story featured Telluride Ski Resort behind the scenes content, and included a story about Mountain Village's thriving commercial core.



# PUBLIC RELATIONS / INTERNATIONAL

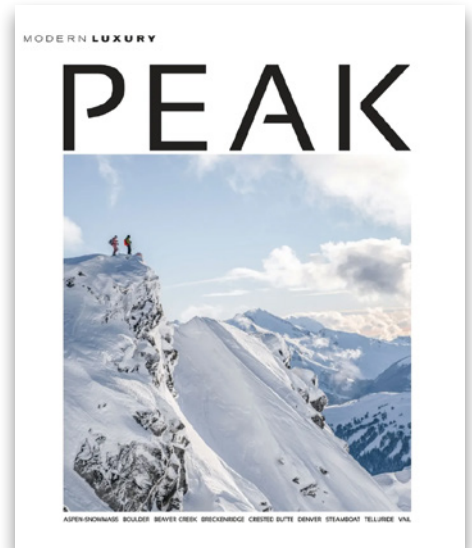
The TTB has been very proactive in promoting the destination and Mountain Village to key international markets. These efforts have resulted in published international media, along with media and the travel trade industry visiting the destination to share the Telluride experience with travelers from around the world.

Over the last 12 months, the TTB and our partners, including lodging properties, restaurants, outfitters, festivals and Telluride Ski & Golf, have helped to host numerous media. This has resulted in exposure in dozens of travel pieces and countless social media posts about the destination.

In April, the TTB hosted the Telluride International Dinner at Mountain Travel Symposium (MTS), the largest industry event in North America. There were 26 wholesale attendees representing Mexico, Brazil, Argentina, Australia, New Zealand and the UK with 10

as the world's foremost travel destination. This event brings in thousands of travel professionals from around the world and the US and creates opportunities to meet directly with buyers and planners who have specific interests in specific destinations.

IPW was followed by a Colorado Tourism Office mission to Mexico for the CTO's Mexican Influencer Rally, a campaign to promote destinations across Colorado. The campaign introduced eight nationally known personalities from Mexico to be immersed in eight different destinations. They were challenged to produce the best content for each destination garnering the biggest reach. This resulted in a reach of over 290 million views and over \$850K in media value in Mexico. The winner of the challenge was Telluride's influencer Barbara Islas, national morning show host and actress, who reached over 50 million people and had over \$165K in media value this past summer.



In September, the TTB went to Australia where the CTO sponsored Mountainfilm on Tour. The Tour went through Brisbane, Melbourne, Sydney and Auckland. Hosting these events gave the destination prime locations for hosting VIP events with media and travel trade as well as having small, pop-up consumer shows as Mountainfilm on Tour is open to the public.

The TTB traveled with the CTO again to Mexico to do a large winter push in the market. This included six events in Monterrey, Guadalajara and Mexico City. At these events a number of interviews were conducted by an array of media, with Telluride & Mountain Village being the focus of 10 separate sessions.

All of these efforts have resulted in a very strong showing for both visiting media and travel trade FAM trips in Q1 of 2024, which included a live broadcast in Australia on their national morning show Sunrise. This winter, the TTB has hosted media from Australia, Mexico, UK and Germany and tour operators from Australia, Mexico, Brazil and Argentina.

**TELLURIDE, COLORADO**  
 Why It's Hot: Forward guests, Telluride's vibrant culture is a major draw. The destination's backdrop of the Ten Jacks, that story is something about the incredible setting here, being what is a true sense of the world to us. We're often asked how we do it here, the answer is simple: we offer a unique experience that goes beyond the physical. It's about the story that tells of Galt Hill and the history of the resort. The high-speed Phogé lift is a 200-foot lift that has been cutting the time to get to the top of the lift, the Telluride Phogé lift is a new story. For guests, the lift is a great way to get to the top of the lift, the Telluride Phogé lift is a new story.

**WHEN TO TRAVEL**  
 Why It's Hot: The Telluride Phogé lift is a new story. For guests, the lift is a great way to get to the top of the lift, the Telluride Phogé lift is a new story.

**WINTER, JAZZ**  
 Why It's Hot: The Telluride Phogé lift is a new story. For guests, the lift is a great way to get to the top of the lift, the Telluride Phogé lift is a new story.

**SARINE VALLEY, FRANCE**  
 Why It's Hot: A true destination for all occasions, the French Alps have a lot to offer. The resort is a great way to get to the top of the lift, the Telluride Phogé lift is a new story.

**WHEN TO TRAVEL**  
 Why It's Hot: The Telluride Phogé lift is a new story. For guests, the lift is a great way to get to the top of the lift, the Telluride Phogé lift is a new story.

**DISNEY, MONTANA**  
 Why It's Hot: With over 3,000 acres to explore, the resort is a great way to get to the top of the lift, the Telluride Phogé lift is a new story.

**WHEN TO TRAVEL**  
 Why It's Hot: The Telluride Phogé lift is a new story. For guests, the lift is a great way to get to the top of the lift, the Telluride Phogé lift is a new story.

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lodging partners from both the Mountain Village and Telluride. In May of 2023, the TTB went to San Antonio and participated in the U.S. Travel Association's IPW, the first time since pre-covid. The purpose of IPW is to bring the global travel industry to the US

The TTB hosted a handful of media throughout the summer, including Helen Olsen from Modern Luxury magazine, and CTO's Global Music Press Trip where five journalists from around the world came through during Telluride Jazz Festival.



## VISITOR DATA

Based on metrics provided by Datafy, Mountain Village welcomed over 177,000 unique visitors between January 1 – December 31, 2023, a 7% increase compared to 2022. A total of 1,411,143 visitor days were spent in Mountain Village in 2023, a 16.5% decrease from 2022, with an average length of stay of 3.8 days. The top three markets include Denver, Phoenix, 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.

## LODGING METRICS

In 2023, total lodging occupancy in the Town of Mountain Village was 2% higher than 2022 at 44%, and average daily rate (ADR) was down by 6% at \$685. The decrease in ADR contributed to a 2% decrease in Revenue Per Available Room (RevPAR). Q3 of 2023 contributed most to the increase in occupancy, 12% above 2022. The most growth occurred during August, which was 16% ahead YOY at 54% total occupancy. Q1 total occupancy was 1% ahead YOY, Q2 fell 8% behind the previous year, and Q4 occupancy was 5% lower than 2022.

When compared to 2019, Mountain Village total occupancy was up by 6% in 2023, and ADR increased by 67%. All months were ahead of YO4 metrics, with the exception of April.



### TOTAL OCCUPANCY

▲ 2% up YOY  
44% in 2023  
43% in 2022



### PAID OCCUPANCY

▲ 4% up YOY  
37% in 2023  
35% in 2022



### AVERAGE DAILY RATE (ADR)

▼ 6% Down YOY  
\$685 in 2023  
\$729 in 2022



### REVENUE PER AVAILABLE ROOM (RevPAR)

▼ 2% Down YOY  
\$250 in 2023  
\$255 in 2022





## VISITORS CENTER / GUEST SERVICES

In 2023, the Visitors Center opened its doors to 17,780 guests. This represents an 18% increase compared to the 15,093 guests in 2022. The increased traffic was also reflected in phone calls and chats. The guest services team fielded 4,206 calls in 2023, an 11% increase YOY. The team also responded to 1,068 chats in 2023, a 29% increase from 2022.

The Visitors Center continues to serve an important role for the destination as a place where guests can orient themselves, ask questions, learn about upcoming events, and collect Visitor Guides, maps, the weekly Peak Sheet, and other materials. Educating visitors about Mountain Village offerings remains a top priority, and the Visitors Center staff remains up-to-date by reading Mountain Village newsletters and communications, and attending Mountain Village events.

Based on traffic counter data and call logs, the Visitors Center decided to update its business hours in 2023 in an effort to better serve guests. Summer hours were extended from 9 a.m. – 5 p.m. to 9 a.m. – 7 p.m., and winter hours were expanded from 9 a.m. – 5 p.m. to 8 a.m. – 6 p.m.

In addition to the Visitors Center, the TTB continued to staff guest services at the Oak St. Kiosk in the summer, and at the Montrose Regional Airport in the winter. The Oak St. Kiosk was staffed in collaboration with Telluride Ski and Golf, and the Montrose Regional Airport was staffed in collaboration with Colorado Flights Alliance. These key locations allow for additional points of contact, and serve important roles in ensuring a positive guest experience.

## BUSINESS ECONOMIC DEVELOPMENT METRICS / SUPPORT

The TTB continues to subscribe to Key Data for lodging metrics, Datafy for consumer analytics and MuniRevs for tax revenue information.

In collaboration with the Town of Mountain Village, Town of Telluride and Colorado Flights Alliance, the TTB is working with Tourism Economics to develop an economic dashboard through their Symphony platform. The dashboard will provide a streamlined approach to presenting key metrics to stakeholders and the public, and will launch in early 2024.

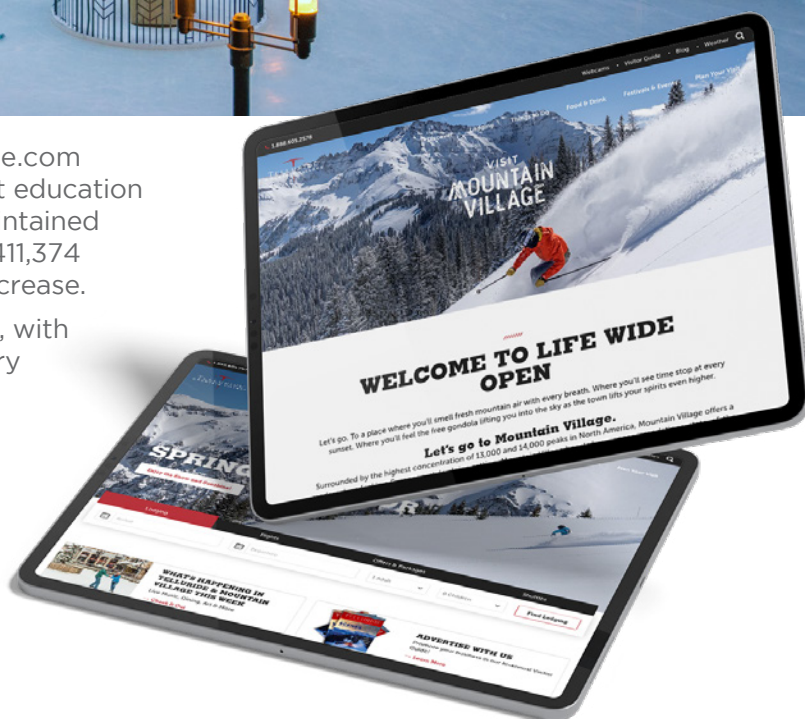


TELLURIDE.COM

As the official website of the destination, Telluride.com continues to be an important touchpoint for guest education and business support. The site is updated and maintained daily with fresh content and imagery. A total of 1,411,374 users visited Telluride.com in 2023, a 114% YOY increase.

Engagement on Telluride.com was strong in 2023, with a 53.48% bounce rate (lower than the 60% industry benchmark), and 2.37 page views per user.

Telluride.com is the call to action for all Mountain Village advertising, with custom landing pages (national and regional) that feature Mountain Village accommodations, activities, restaurants and shopping. Mountain Village is featured on the homepage of Telluride.com, and blogs and events also highlight the Town. The national destination landing page was the second most visited page on Telluride.com in 2023, next to the home page, with over 234,000 views.



## CENTRAL RESERVATIONS

In 2023, TTB Central Reservations generated \$798,627 in total revenue from consumed services, which includes lodging, shuttles, and travel insurance. This represents a 39% increase compared to the \$574,801 in revenue generated in 2022. Consumed lodging stays accounted for \$581,699 of this revenue, a 15% increase compared to the \$505,887 generated in 2022. Of the total revenue, \$334,032 can be attributed to Mountain Village properties, a 6% increase compared to \$315,951 in 2022.

Central Reservations bookings in 2023 totaled \$1,023,382, which represents a 96% increase compared to the \$521,598 booked in 2022. Lodging accounted for \$786,530 of booking revenue, an 88% increase compared to \$418,072 in 2022. Of the total revenue, \$488,407 can be attributed to Mountain Village properties, an 87% increase compared to \$260,856 in 2022. Agent bookings totaled \$225,968 in 2023, which is an increase of 167% compared to the \$84,642 agents booked in 2022.

# KEY PERFORMANCE METRICS

Performance Indicator	2023 Actuals	2022 Actuals
1. Occupancy	44% Total (paid and owner)	43% Total (2% increase YOY)
2. Average Daily Rate (ADR)	\$685	\$729 (6% decrease YOY)
3. Tax Revenues	\$7,940,837	\$8,102,529 (2% decrease YOY)
4. Web Analytics	2.37 pages, :55 time on site, 53.48% bounce rate	2.17 pages (9% inc.), 1:47 (94% dec.), 59.23% bounce (11% dec.)
5. Paid Media Impressions	Summer: 20.1 million Oct-Dec: Over 19 million	Summer: 19 million Oct-Dec: 26,736,896
6. Click Through Rates for Digital Media	Summer: .58% Winter (Oct.-Dec.): .50%	Summer: 22% Winter (Oct.-Dec.): .42%
7. Media Equivalencies	\$37,838,975	\$7,608,558 (397% increase YOY)
8. Air Load Factors	75%	74%
9. Visitor Center Traffic	17,780 guests	15,093 guests (18% increase)
10. Central Reservations	142 MV Reservations, \$488,407 in Revenue	91 MV Reservations, \$260,856 in Revenue
11. Visitor Data	177,000 MV Visitors, 1,411,143 Days, 3.8 Avg. Trip Length	165,206 MV Visitors, 1,644,034 Days, 5.5 Avg. Trip Length

## MEASUREMENT & GOALS

Performance Measures	Tracking Mechanisms	Target	Actuals
Web Analytics	Google Analytics	at or over industry benchmarks	Over benchmarks
Pages/Session		1.5	2.37
Average Session Duration		> 1 minute	:55
Bounce Rate		<60%	53.48%
Marketing CTR*	Agency of Record Reports	At or over .1%(industry benchmark)	Summer: .58% Winter: .50%
Occupancy	KeyData	Increase by 2% YOY	2% increase YOY
Tax Revenues	MuniRevs	Increase by 8% YOY	2% decrease YOY



THE TELLURIDE TOURISM BOARD IS GRATEFUL FOR THE TOWN OF MOUNTAIN VILLAGE'S PARTNERSHIP IN 2023, AND LOOKS FORWARD TO CONTINUED SUCCESS IN 2024 AND BEYOND.