

# 2020 SNAP SHOT

**When the winter season abruptly ended, and the state and country shutdown due to COVID-19, the Telluride Tourism Board quickly pivoted its focus. All winter advertising was immediately paused, and the organization honed in on supporting the community and the challenges brought by the pandemic. Staff time was dedicated to local government service and industry organizations. Destination advertising campaigns transitioned to COVID safety protocol messaging, buy local campaigns and leave no trace efforts. Public relations initiatives pivoted to supporting Public Health. All summer advertising was halted, and community outreach continued as a key function.**

**The Telluride Tourism Board team is passionate about the community and committed to assisting in its recovery. We all have established deep roots in this area, and want to ensure our sustainability for the future.**

# COMMUNICATIONS



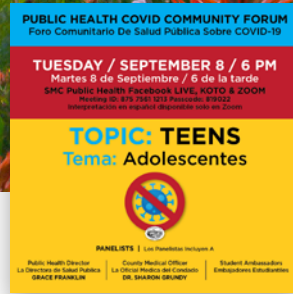
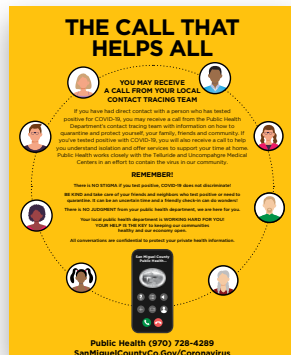
## San Miguel County Public Information Officer

Kiera Skinner acted as the Public Information Officer to support the County's COVID communication efforts from April through October, until the County hired a consultant through Cares Act funding. During the six-month period, over 55 press releases were crafted and distributed through multiple channels to effectively inform the community of breaking COVID related news. The PIO also worked with the County on communications strategy, and additional efforts including the COVID Community Forums.



## San Miguel County Marketing Messaging

The TTB collaborated with San Miguel County on the development of Public Service Announcements, artwork and other educational pieces to keep the community informed about COVID safety and protocol through print and digital executions.



## San Miguel County Communications Distribution

The TTB has been assisting the County with the distribution of messaging through eblasts to the business license holder database, and funded a media buy with the Telluride Daily Planet that includes a half-page full color ad, twice a week from May through December.



## Special Peak Sheet with COVID Resources

The TTB produced a special COVID Peak Sheet that was sent out every Thursday from mid-March to early June (the Peak Sheet is not normally produced during off-season while the Gondola is closed). The Peak Sheet contained COVID updates, business resources, promotion of local restaurants and businesses, information about essential services and special announcements.



# GUEST EDUCATION

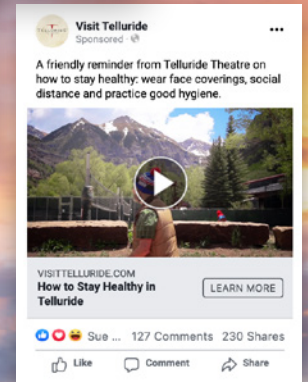
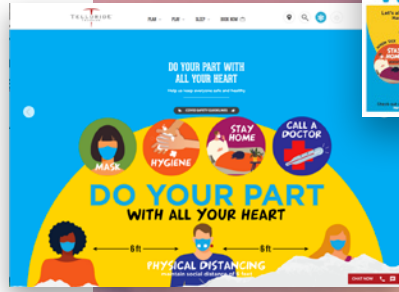
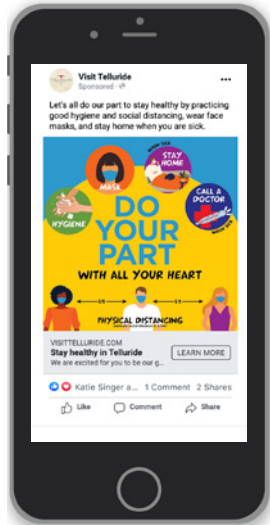
## COVID SAFETY CAMPAIGN

Once the pandemic hit, the TTB pivoted their efforts from external marketing to internal marketing—educating guests about Telluride’s Five Commitments. The education campaign included:

**LANDING PAGE**  
telluride.com/covidsafety

**PRINTED FLYER**  
that lodging community distributed to guests

**SOCIAL CAMPAIGN**  
with images, a video created in collaboration with Telluride TV, and a video created by Telluride Arts.



TELLURIDE TV



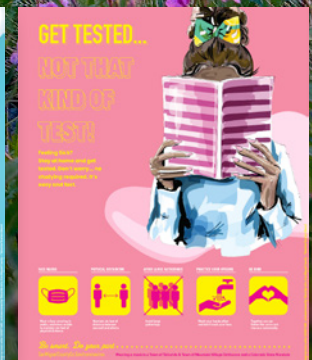
## EAT, SHOP, PLAY LOCAL

The TTB team launched a campaign to support Telluride and Mountain Village businesses. TelluRise was featured in newsprint, digital and social ads that were targeted to all Facebook and Instagram users within a 25-mile radius of the area (reaching visitors and locals). The ads were directed to a newly built web platform that helps users easily navigate local business listings for detailed information including hours, takeout/dine-in options and more.



## PSA POSTER COLLABORATION

The TTB worked with Telluride Arts and San Miguel County on a local COVID PSA design project to educate the public about safety protocols and increase awareness, while supporting the local arts community, and creating pieces unique to San Miguel County. One of the selected designs evolved into the Town of Telluride’s PSA campaign, and another set was used by San Miguel County and the Telluride Tourism Board.



# GUEST EDUCATION

---

## GUEST AMBASSADOR PROGRAM

In an effort to better educate visitors about public health orders, the Telluride Town Council approved funding late this summer for the town's Ambassador Guest Service Program and directed the TTB to run the program.

A pilot program was swiftly launched with three employees who canvased town for four weeks from mid-September through mid-October. They engaged with nearly 1,000 guests in that short time frame. Dining and hiking recommendations, questions about the gondola and parking topped the information that visitors were asking. The program will be continued this winter.



---

## VISITOR GUIDE

At the beginning of summer, many restaurants and businesses were struggling financially after being closed due to the Shelter in Place Order. The TTB acknowledged this and subsidized the Telluride Visitor Guide to give businesses the exposure they needed to have a successful summer. The TTB offered all business 75 % off ads in the Summer Visitor Guide. Winter will continue to bring hardship for some businesses, especially bars and restaurants so the TTB will once again offer a 50% discount to retail and restaurant/bars for the Winter Visitor Guide. The TTB does not make a profit off the Visitor Guide. It is produced to offer businesses exposure and showcase the destination.



---

## KNOW BEFORE YOU GO

The TTB is working on a destination wide "Know Before You Go" piece that will inform and educate guests on what is expected of them while they are enjoying Telluride this winter. All safety protocols will be outlined with an emphasis on the Five Commitments. The piece will exist as a landing page on Telluride.com and be produced as a digital pdf for distribution to the lodging and business community (to email to guests prior to arrival).



# COMMUNITY COLLABORATION



## ECONOMIC RECOVERY COMMITTEE

The TTB and the Colorado Flight Alliance initiated the formation of an Economic Recovery Committee (ERC), including vetting with government representatives, businesses and stakeholders, to help coordinate and communicate local economic recovery efforts during and following the COVID-19 pandemic. Immediate focus included gathering information from the different sectors of the area's economy and providing feedback to the county for protocol purposes, as well as early planning for long term recovery programs. The group transitioned to oversight by the County in May, and currently includes more than 30 representatives from governments, non-profits, private businesses and more.

## SMALL BUSINESS RECOVERY FUND

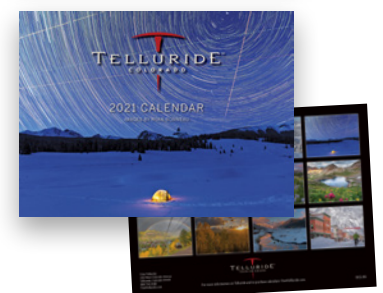
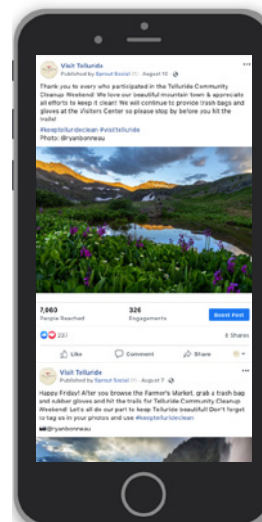
In an effort to assist the Telluride Foundation with their Small Business Recovery Fund endeavor, the TTB set up an option for each guest completing an online reservation to add a donation to their booking. Telluride Central Reservations will continue to offer this option to guests.



## TELLURIDE MOUNTAIN CLUB

The TTB has partnered with the Telluride Mountain Club for many important causes this summer.

- The Telluride Mountain Club and TTB collaborated to create a Community Clean-Up Weekend, August 6-9. On Friday, August 7, The TTB manned a booth at the Farmers Market to pass out information and supplies for the clean-up effort.
- The TTB worked with the Telluride Mountain Club to draw attention to Leave No Trace Messaging and Trail Etiquette. This message was incorporated into the local education campaign for guests.
- The TTB will work with the Telluride Mountain Club on a tag responsibly social campaign.
- Proceeds from the Telluride photo calendar produced by the TTB will go to Telluride Mountain Club.



# COMMUNITY COLLABORATION

## TELLURIDE/MOUNTAIN VILLAGE RESTAURANT & BAR ASSOCIATION

The TTB helped create the Telluride/Mountain Village Restaurant and Bar Association. The group was formed to collectively address the challenges of how to remain financially solvent and safely operate a restaurant/bar during the pandemic. The group is now an official section of the Colorado Restaurant Association and has access to many state-wide resources including legal advice, employee protections and benefits, safety practices and much more. Annie Carlson from the TTB serves as the administrator for the Association. She manages communications and meetings for the group and keeps members apprised of new developments in the restaurant industry on a state and local level. The Telluride/Mountain Village Bar & Restaurant Association meets monthly on the last Tuesday of every month and is served by a 7-member board: Megan Ossola (President), Chad Scothorn (Vice President), Lucas Price (Secretary), Carmela Sanna (Treasurer), Matt Skinner (Bar Representative), Tommy Thatcher (representative at large), and Mike Regrut (Telski representative).



## HAND SANITIZER & MASK DISTRIBUTION

Erin and Jay Dace, local residents, generously provided a supply of masks to Telluride. With connections from their medical distribution business, the Dace's used their manufacturing connections in China to secure PPE for the businesses of San Miguel County. The TTB communicated to local business that the masks were available and served as the distributor for the complimentary supply of masks. PPE was in high demand in early summer so these masks allowed many businesses to reopen as soon as the Shelter in Place order was lifted (businesses later secured their own purchases of PPE).



Henry Mitchell from San Miguel County secured a very large and generous donation of hand sanitizer from Tito's Vodka. Mitchell asked the TTB for help with the distribution to the Telluride Community. The Visitor Center served as the pick-up point. Nearly  $\frac{3}{4}$  of the supply has already been distributed to thankful businesses.

## THE ECOLOGY COMMISSION

The TTB assisted the Ecology Commission with creating a campaign to inform locals and guests about best practices and local laws that are shaped by the way of life here. The campaign covers everything from conservation, reducing waste, recycling, wildlife and best dog practices. The Ecology Commission has printed posters for distribution around Telluride and Mountain Village, will erect large format signs on the back of the Five Commitment signs at the entrance to town, and launch a social campaign in the future.



# LODGING OVERSIGHT

---

## LODGING OVERSIGHT COMMITTEE

In May, a lodging oversight committee was established to create safety protocols and implement best practices for all short-term rentals county-wide. The committee consists of representatives from the lodging community, TTB and County Commissioner Lance Waring. In early May, all lodging properties were required to register with the County prior to accepting reservations, and agreed to adhere to the maximum occupancy requirement as well as other safety measures, including a COVID specific housekeeping training program, pre-arrival guest screening and other requirements. The LOC continues to meet regularly, monitor and handle any compliance issues to ensure the safety of guests, staff and the community. Recently, Telluride received an accolade by Airbnb that was published in Travel + Leisure, recognizing the destination as having the cleanest listings in the United States.

---

## KEY DATA & PORTAL DEVELOPMENT

Key Data provides 100% accurate, real-time vacation rental and resort data to tourism organizations around the globe. The data is sourced directly through reservation systems, and provides occupancy, as well as other key metrics. The TTB partnered with Key Data in 2018, and has been utilizing the platform to track occupancy and ensure lodging capacity compliancy throughout the pandemic.

With self-managed properties making up approximately 25% of the destination's lodging inventory, the TTB will be launching a portal that requires self-managed units to report occupancy and other relevant data through the Key Data platform. This innovative portal is the first of its kind in the nation, and will provide the community with the most accurate data to assist with capacity management.



# THE TEAM



## MICHAEL MARTELON CHME

Michael Martelon came to Telluride to lead the Tourism Board almost a decade ago - in March of 2011. Prior to that, during his twenty odd years in Boston, Massachusetts, he worked his way up the ladder from receptionist to Vice President, Group Director, Executive Producer at ISM, a small tourism/lifestyle marketing agency in Boston's Back Bay. Through his agency work and consulting practice, Michael has worked with tourism clients of all shapes, sizes and nationalities. His travel experience includes work for the Islands Of The Bahamas, Massachusetts Port Authority, Sheraton Hotels & Resorts, Four Seasons Hotels and Resorts, Caesars Entertainment, Boston Convention and Exhibition Center, NYC & Company, The Manhattan Club, Millennium Hotels and Resorts, Hong Kong Tourism Board and many others. Michael earned his Certified Hospitality Marketing Executive Designation (CHME) from the Hospitality Sales and Marketing Association International. He brings an infectious enthusiasm and extensive travel and destination marketing background with first-hand knowledge of managing explosive growth opportunities and challenges. Michael and his wife Jenna enjoyed putting two kids through the Telluride school system, Joshua (21) and Chloe (18), and have embraced the mountain lifestyle and culture in the San Juans.



## KIERA SKINNER

Kiera Skinner has been on the Telluride Tourism Board team as Director of Marketing & Public Relations since May 2010. She started her career in ski industry and tourism marketing in 2001 at Purgatory Resort in Durango. In 2006, she moved to Telluride where she was Director of Sales and Marketing for property management company ResortQuest, and then opened and launched luxury boutique hotel Lumière. Originally from Boston, Kiera would spend summers in Colorado where her dad lived, and graduated from the University of Colorado Boulder. She visited Telluride for the first time in summer 1987 and fell in love with the beauty and character of the area. Now, she's grateful to be raising her two children, Kyle (9) and Camille (7), here with husband, Matt. Kiera currently sits on the board of Palm Arts as secretary, and assisted San Miguel County with PR efforts during COVID as Public Information Consultant.



# THE TEAM



## ANNIE CARLSON

Annie Carlson moved to Telluride in 1994, days after graduating from CU Boulder. After deciding a career in broadcast journalism was not in the cards, she chose to pursue her passion for skiing and convinced a friend to drive her to Telluride. Her one-year plan to be a ski bum did not exactly work out as 27 years later, she still calls Telluride home, which she shares with her husband Lars and two daughters, Taylor and Skylar. She has always worked in the realm of marketing and public relations—first as an intern at the Telluride Ski Resort, then at Telluride Resort Accommodations and later secured her dream job at Telluride Visitor Services (the precursor to Telluride Tourism Board) as the Public Relations Manager. A couple years later, she jumped at the chance to become the Communications Director for the Telluride Ski Resort. In 2005, she shifted gears to take a position at the Telluride Foundation. In 2013, she welcomed the opportunity to work at the Telluride Tourism Board and currently serves as Director of Social & Interactive Media. When she is not at the office, she enjoys running, hiking, and skiing (preferably powder) in our beautiful backyard.



## HOLLIE H. HANNAHS

Hollie is originally from Atlanta, GA and holds a bachelor's degree from the College of Charleston. Hollie has been a resident of Telluride for twenty years and has always occupied a position in the destination's hospitality and tourism industry. Upon arriving in Telluride in the fall of 2000, Hollie held various positions with ResortQuest Telluride Property Management Company until 2009 when she then began a nearly 7-year stretch as Executive Director of Lodging for Telluride Ski and Golf. Hollie joined the TTB team in December of 2015 as the Director of Operations. She oversees Telluride Central Reservations, the daily operations of the Visitors Center and works on a wide variety of data driven projects for the destination. Hollie also manages the Winter Guest Services team at the Montrose Regional Airport as well as the Town of Telluride's new Ambassador Guest Services Program. Hollie has two daughters Hadley (10) and Hayes Margaret (6). She and her family enjoy downhill and cross-country skiing, paddle boarding, hiking and camping.



## TOM WATKINSON

After growing up in Telluride and returning home from college, Tom became a rafting, jeeping and snowmobile guide for Telluride Outside. After almost 10 years of guiding, Tom made a career change to work for the Telluride Ski Resort. He started in sales and moved on to PR and Communications where he spent 11 years marketing the ski resort and Telluride. He joined the Telluride Tourism Board Team in 2015 as the Director of Communications. Tom dipped his toe into the political arena when he was elected in 2017 to the Telluride Town Council for a four-year term. Tom's passion for this community, town and box canyon shows as he has raised a family and started a second generation here in Telluride.