


ANNUAL REPORT





It's been another year here in the San Juans – filled with joy, laughter, heartache, disappointments and successes. As a destination and community, we continue our march, our climb, our peaceful feeling of perfect turns, our love of this region and the quest for a collective understanding of sustainability. A year ago, we were licking our wounds from Mother Nature's forgetfulness. Summer was already scary with the 416 Fire reminding us once again that, although we may be in the way, we're not in charge, just along for the ride. And now, our embarrassment of riches this past winter looks to potentially redistribute tourism spending a bit differently this summer. As you can see, I've decided to avoid a deep-dive into numbers this year.

In 2018, we reached out to David Radcliffe, who was the architect on the report that became the impetus, in 2005, to forming Marketing Telluride, Inc., the corporation that also owns and operates as the Telluride Tourism Board and Visit Telluride. David, after understanding my proclivity for data, brought on Mitch Nichols, another industry veteran of tourism-driven destinations and the operating organizations that drive them. After months of interviews and research, the duo has provided professional, external perspective on TTB's composition and performance; the organization itself; local perceptions and a strategic vision and resulting implications. Although their written report is still pending, they are our special presenting guests for the 2019 Annual Meeting.

This year, like every year for me these days, I'm grateful to a ton of people and organizations. First of all, it's the people, family, who make up our team: Hollie, Kiera, Annie, Tom, Carla, and the folks in the Visitors Center – people who are just as passionate as I am about representing our community. To our partner, Colorado Flights Alliance, and its leader, Matt Skinner, thank you for your expertise, input, insight and uncanny ability to make our community more accessible than ever before. To our board of directors: Greg Pack, Dan Jansen, Kevin Jones, Frank Ruggeri, Penelope Gleason, Albert Roer and Clare Afman, your perspective and thoughtful consideration set such a positive tone to our office culture.

Grateful, too, for our newly inducted National Ski Hall of Fame member, Mr. Bill Jensen, his team, his openness to collaboration and his ability to whittle down complexities so simply. To our town councils, town staff and county commissioners and staff, restaurateurs and retailers who answer our calls with media visit requests, festivals of all shapes and sizes and TMVOA, thank you for your support and inclusion. And to all of our partners, whether you make Telluride your home, your business address or both, we thank you for the chance to keep tourism healthy for you and your enjoyment of the services and amenities that wouldn't exist if not for tourism.

We are pleased with how far we've come. We continue to look for ways to improve and to raise awareness of the benefits of our tourism economy – and to provide a well-informed, rational perspective on responsible growth, data-driven decision-making, protecting our brand in the marketplace and supporting the concept of visitor flow, a spiritual admiration for the outdoors and an understanding of the exceedingly competitive environment that exists in the world's tourism arena today.

A MESSAGE FROM PRESIDENT & CEO

MICHAEL MARTELON

Michael Martelon





MARKETING

SUMMER/FALL 2018

The summer 2018 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 12% out of home, 5% print, 53% digital and 30% social ensured a broad and deep reach of all cohorts through multiple channels. For the seventh consecutive year, Telluride was featured in Denver International Airport's Concourse B train station from May-June, garnering over 10 million impressions.

The Telluride Tourism Board was grateful to receive a marketing grant from the Colorado Tourism Office for an out of home campaign in Phoenix. The buy consisted of three billboards placed in targeted, high-traffic areas from June-August of 2018. The campaign was such a success, that it was incorporated into the winter plan as well.

The summer/fall campaign produced positive results, garnering over 55 million impressions, a CTR well- above the .1% industry benchmark at .57%, and increased engagement on VisitTelluride.com.

**SUMMER
CREATIVE
SAMPLES**





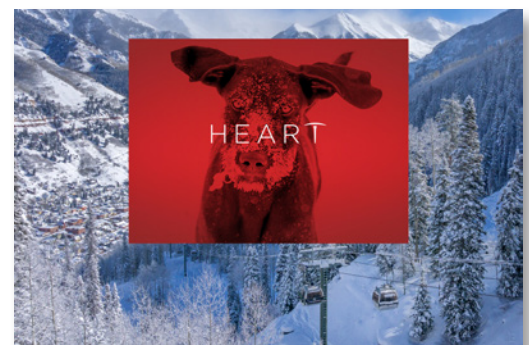
WINTER 2018/19

A new brand campaign kicked off the 2018/2019 season with emotive imagery, captivating headlines, and a bold red overlay. The new creative was developed to stand out among the sea of sameness in the digital world, where blues and similar ski images dominate the landscape. The Telluride pick-axe was incorporated into the headlines where it replaced the ‘T’ for each inspirational word.

In addition to the cohort groups we have targeted in the past, we narrowed the digital audience with a behavioral overlay that focused on visitation timing and frequency. Air service call to actions rotated in the inspirational messaging, while geo-specific air messaging and lodging offers were included in the conversion (action-based) creative. The conversion creative was served by retargeting consumers who had responded to inspirational ads by visiting the website.

The campaign started in mid-August and ran through the end of March. Print included placements in Vanity Fair, The New Yorker and Conde Nast Traveler. Out of home buys were executed at Denver International Airport and in Phoenix. A first-time winter buy was placed in the Concourse B train station at DIA from November through January to promote the destination over the holidays. Since the Phoenix billboards generated awareness in the summer, a winter buy was placed and shared between the TTB, TSG and CFA. A strong digital buy complemented the print and OOH through vertical placements and retargeted to engaged consumers with a robust social campaign. A Connected TV (CTV) buy was included in the mix, as it offers an innovative way to reach our target audiences in key markets.

The new creative was well-received with a .40% CTR for digital, and over 63 million impressions served for the complete campaign.





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

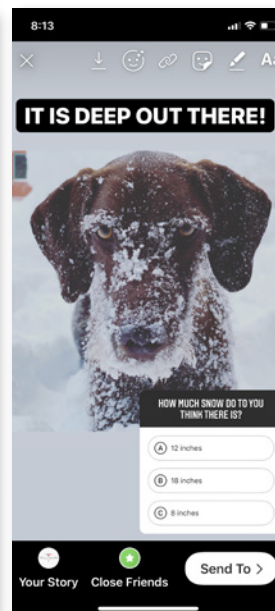
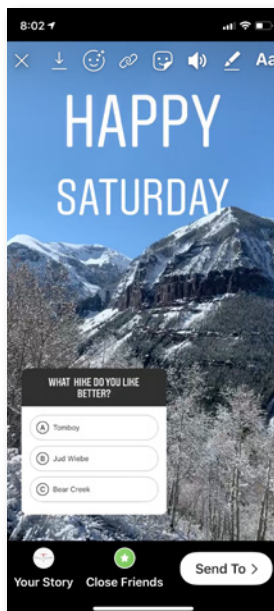


SOCIAL MEDIA

CONTENT

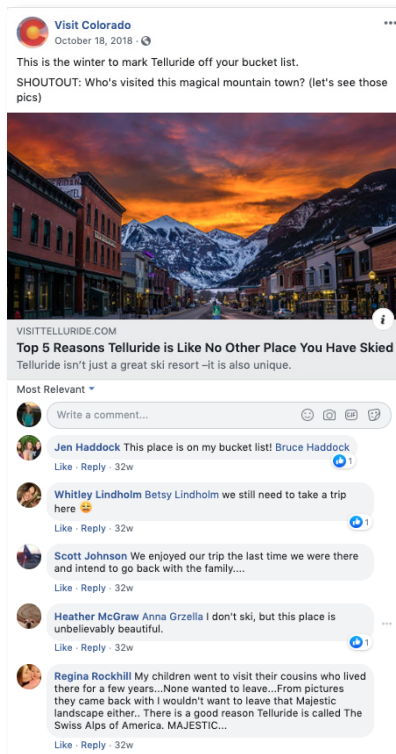
Content on Visit Telluride social channels varies between photos, videos, blogs and announcements. Photos and videos outperform other content and generate the highest level of engagement. Fortunately, with Ryan Bonneau as our staff photographer and videographer, the Telluride Tourism Board has access 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.

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.



INSTAGRAM STORIES

Instagram stories are a great way to showcase what is happening in real time, in a candid, organic way. The TTB, has put an emphasis on Instagram stories, utilizing polls, stickers, sliders and other tools as a way to interact with our followers and increase engagement. This addition to our Instagram content strategy helps boost our overall performance on Instagram.



PARTNERSHIP & PAID SOCIAL

The TTB participates in the Colorado Tourism Office (CTO/visitcolorado.com) social co-op program in the summer/fall and winter season. The CTO matches funds for a promoted post to a targeted audience on the Visit Colorado Facebook page. These posts, which link to blogs on our website, have been highly successful, garnering a reach of 541,127, with 8,296 clicks to visittelluride.com for winter and a reach of 611,939 and 11,740 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 the guests as part of 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.

Running lead ads on Facebook to drive visitor guide requests has proven successful, generating an average request of 70 guides per week. This tactic gets our main, eye catching collateral piece into the hands of more potential guests and enables us to continue the conversation via email once they have received their guides.



CONTESTS

Social contests enable the TTB 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.

Just before Thanksgiving, the TTB ran a small contest, Time to Give Thanks. Participants had to say "What they were most thankful for" and were entered to win a \$100 Visa gift card. One winner per day was randomly selected from November 19-23. This contest generated 470 entries.



As our big contest of the year, the TTB partnered with Wagner Skis, the Telluride Ski Resort and Telluride Helitrax on a Telluride WINTER Giveaway. This sweepstakes generated 25,752 entries. The giveaway included:

- 2 nights at the Hotel Madeline
- 2 days lift tickets for two people
- One day heliskiing with Telluride Helitrax
- Pair of Wagner Custom Skis
- Marmot ski outfit



COLLATERAL FOR GUESTS

The TTB produces The Official Guide to Telluride and Mountain Village to assist guests with their trip planning. This magazine-style piece of collateral is produced twice a year; the winter edition is available in mid-October, and the summer edition is available in mid-May. 60,000 copies are printed and distributed at consumer ski shows, Colorado Welcome Centers and various locations through Telluride. It also serves as the mail fulfillment piece for the destination.

The TTB also produces a Summer and Winter Map that includes a map of Telluride & Mountain Village, fun facts about Telluride, gondola trivia, as well as hiking and biking trails (summer) and Nordic trails (winter).

The Peak Sheet is produced weekly during the winter and summer/fall season. It is a weekly calendar of events, festivals, and other happenings that guests might want to attend during their stay. The Peak Sheet is emailed to local business and lodging establishments.





PUBLIC RELATIONS

As Telluride’s world-class destination status broadens, Visit Telluride PR continues to garner positive press to support the Telluride brand. We reach out to dominant national and international print publications and digital media targeting to specific markets while receiving requests from media sources to experience our region.

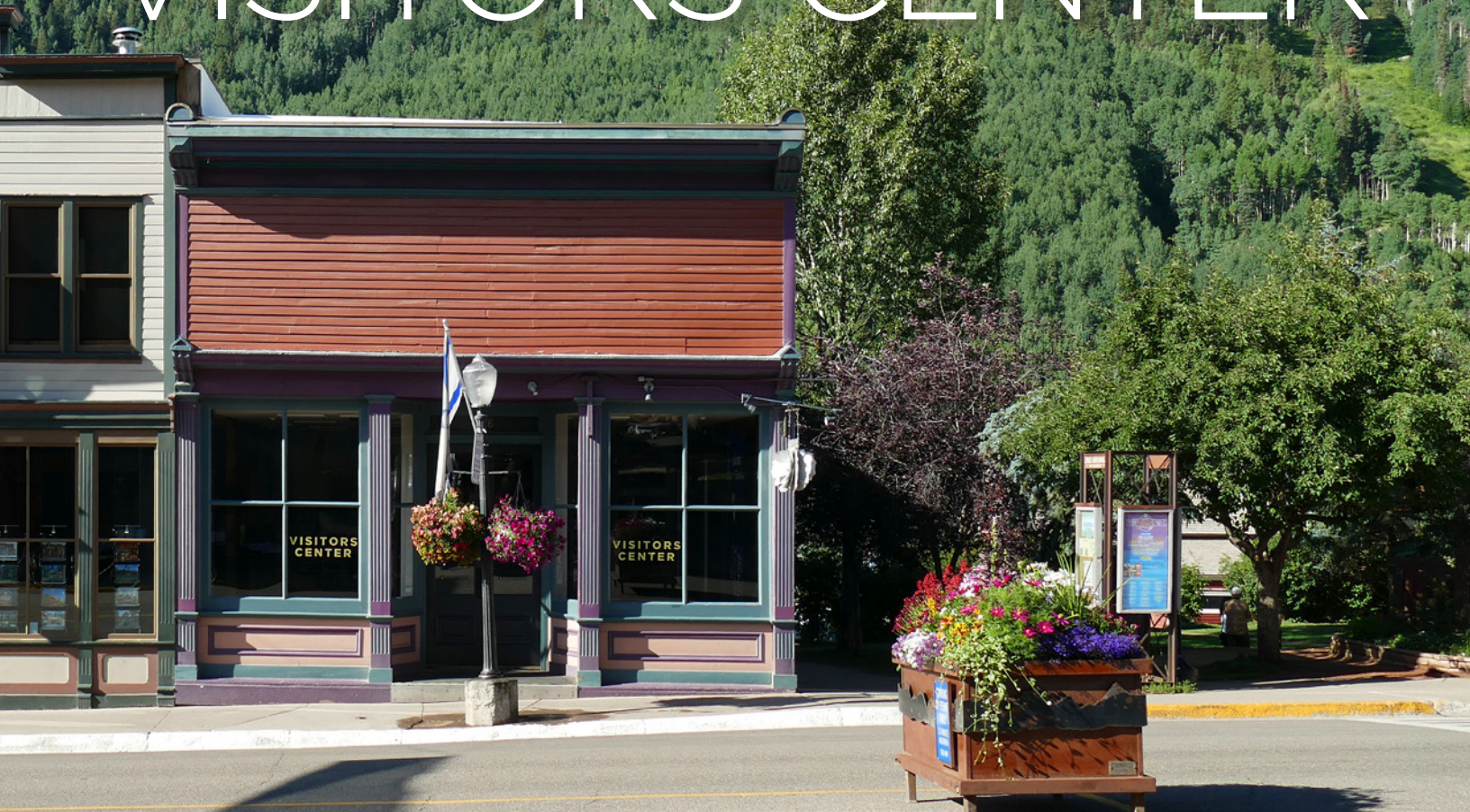
Thanks to the support of our community partners, we are able to host journalists and give them an experience unique to Telluride. With lodging partners assisting with accommodations, restaurateurs showcasing their culinary expertise and outfitters providing activities in and around Telluride, a trip to the destination 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.

2018 PRESS HIGHLIGHTS

- LA Times – Yoga Fest
- U.S. News and World Report – Best Vacations in the World
- Mercedes – “Adventure Playground”
- The Washington Post, Chicago Tribune, Houston Chronicle and 4 other publications – Via Ferrata experience
- Epoch Times – “6 Things to do in Telluride this Summer”
- AFAR – “Best Things to do in Telluride”
- CNN – “10 Great Destinations for Combining Work and Play”
- Vanity Fair – Exclusive Telluride Film Festival Portraits
- NY Times – Ski Camps for Women
- Forbes – Top 10 Ski Resorts in N. America (Telluride #2)
- Conde Nast Traveler – #1 Ski Resort in North America
- Conde Nast Traveler – “Why Telluride Keeps Being Named Best Ski Town”
- Boca Mag – Discover Telluride
- Town & Country – Best Ski Experiences
- USA Today – #1 Top Ski Resort in North America



TELLURIDE CENTRAL RESERVATIONS & VISITORS CENTER



The Telluride Visitors Center is thriving and the Telluride Tourism Board is so thankful for the support of the entire community!

This past year, the Visitors Center team has had the pleasure connecting with over 13,000 first time visitors to the area, along with return guests who have fallen in love with Telluride time and time again. To be able to help those who stop in to find our great restaurants, the perfect hike, the best shopping, and simply share our love for Telluride and everything the region has to offer is a true reward. It is a pleasure to assist visitors with even the little things like, where to park or simply catch the Gondola. It is the opportunity to help people unfamiliar with the area to feel comfortable and welcomed that makes our team proud of the job we are doing. And, at the same time, we get to learn about our visitors, where they are from and how they chose Telluride as the place to visit. It is an honor for our team at the Telluride Visitors Center to insure vacationers are happy with their decision to visit The Most Colorado Place on Earth!





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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