



ANNUAL REPORT 2021



As the pandemic continued into 2021, so did the Telluride Tourism Board team's focus on community involvement. Through collaboration and activation, the TTB focused on supporting our businesses and residents through communications and sustainability efforts.

With the recent shift to recovery, the Telluride Tourism Board will continue to evolve towards a Destination Management Organization with focus on sustainability and community, while marketing the destination in a very specific, strategic, and thoughtful manner to help shape visitation for the future.

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.



# PANDEMIC PIVOT



**DO YOUR PART**  
*with all your heart*

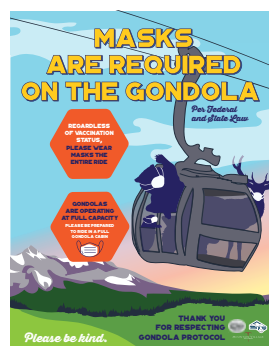
- GET VACCINATED!
- NOT VAXXED? WEAR A MASK
- SICK? STAY HOME & GET TESTED

For more information, visit [SanMiguelCountyCo.gov/coronavirus](http://SanMiguelCountyCo.gov/coronavirus)

Masks still required for all on public transportation.

## COVID Creative Development

The TTB continues to work with San Miguel County Public Health, including creative development and outreach, to keep the region informed about COVID safety and protocols. Through winter and into the summer season, a variety of graphics have been created to communicate general protocols, as well as responding to challenges such as mask wearing on the gondola. The TTB will continue to assist Public Health with these efforts as the pandemic evolves.



## San Miguel County Communications

The TTB actively participates in the County's COVID Communications Team, which includes Public Information Officers from all municipalities. Through this collaboration, the TTB assists the County with the distribution of creative and messaging through eblasts to the business license holder database and other sectors. A funded media buy with the Telluride Daily Planet continues to run 3 times per week for COVID related communications. The TTB will continue to assist with County communications beyond COVID, including fire and other important news.



## Ambassador Program

In an effort to better educate visitors about safety and sustainability, The Telluride Town Council approved funding last summer for an Ambassador Guest Service Program and directed the TTB to run the program. The TTB launched a pilot program from mid-September to mid-October. The winter program started in December and ran through ski season's closing day weekend. For the summer 2021 program, the TTB collaborated with the Town of Mountain Village and the Telluride Ski Resort to take over staffing the Oak Street Kiosk.

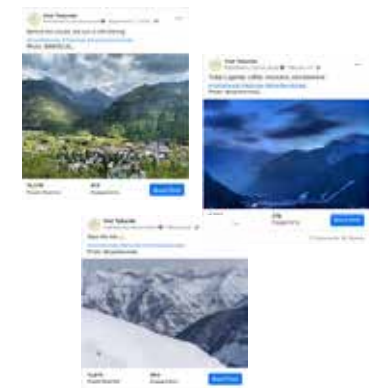
## Peak Sheet

At the start of the pandemic, the TTB switched gears with the Peak Sheet and used it as a communications tool for COVID updates and special announcements rather than a platform to promote weekly events. The Peak Sheet ran through off-season weeks, when it isn't normally distributed, and contained COVID updates, public health order information, business resources, promotion of local restaurants and businesses, information about essential services and special announcements. Public Health announcements continue to run in the current Peak Sheet issues.



## Social Media

Once the pandemic hit, TTB shifted its messaging from tactical to inspirational. Beautiful and serene images gave people a break from the walls of their home. The inspirational messaging continued during Winter 2020/21. No call to actions were included in social messaging.





## COVID Protocol Signage

The TTB provided assets for businesses to use to convey COVID related protocol and restrictions. A postcard for businesses was created to communicate the importance of COVID safety and etiquette with guests, and was used as a tool to gently remind people to follow the Five Commitments of Containment and comply with County and State requirements. The TTB also produced specific dial level signage for restaurants and lodgers/HOAs to post prominently in their businesses.



## Telluride/Mountain Village Restaurant 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 Restaurant Association meets monthly on the last Tuesday of every month and is served by a 7-member board.



## Hand Sanitizer & Mask Distribution

Last summer, the TTB helped to distribute masks that were generously donated by local residents. With PPE in high demand, the masks allowed many businesses to reopen as soon as the Shelter in Place order was lifted. In addition to mask distribution, Henry Mitchell from San Miguel County secured a very large 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.

In February of 2021, the Town of Telluride purchased 10k KN95 masks for its residents. Town Manager Ross Herzog supplied 5k of the masks to the Tourism Board so the Visitors Center could be a main distribution point.



## Micro Sites

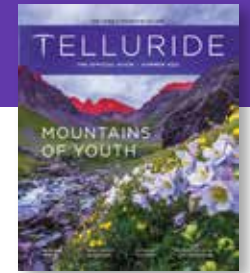
### Shop Local

In early December, COVID cases spiked and put the County into Level Red on the state dial. Businesses remained open at a very reduced capacity, but many people did not feel comfortable going out to shop. With Noel Night approaching, the TTB spearheaded an online shopping campaign. A micro site, visit-telluride/shoplocal, was created that advertised specials for Noel Night. The site was promoted on social and in a targeted Facebook campaign.



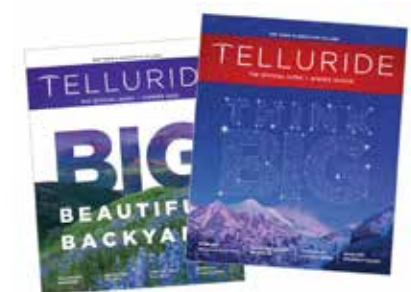
### Dining

Many businesses were hard hit by the pandemic and the TTB wanted to provide as much support as possible. It became very evident that a site that identified open businesses and restaurants (and type of service offered such as take-out, dine-in, patio-dining) was needed. The TTB developed the micro site visit-telluride.com which allows users to search for businesses, restaurants, art organizations, non-profits, outfitters and more using a variety of filters.



## Visitor Guide

At the beginning of summer 2020, the TTB acknowledged that businesses were going to be in financial distress going into the season. As a result, the TTB subsidized the Telluride Visitor Guide to give businesses the exposure they needed to have a successful summer. The TTB offered all businesses 75% off ads in the Summer Visitor Guide 2020, 50% off ads in the Winter Visitor Guide 2020 and 25% off the Summer Visitor Guide 2021. The TTB does not make a profit off the Visitor Guide. It is produced to offer businesses exposure and showcase the destination. Businesses that are consumer facing receive a free listing in the back of the Visitor Guide and a listing on Telluride.com.



# RECOVERY & SUSTAINABILITY



## Summer Marketing

After a year-long hiatus from marketing the destination, the TTB launched a small ad campaign for summer that targets cohort focused audiences in key air markets, encouraging air travel over drive. The brand-focused creative prioritizes inspiration and awareness over conversions through digital outlets. This campaign demonstrates how marketing plays a key role in destination management, helping shape who comes and when. The TTB can strategically reach specific audiences and locations with thoughtful messaging to assist in balancing visitation with economic vitality.



## International

With a seat on the Advisory Board of the Colorado Tourism Office's International Promotions Committee, the TTB believes that our international markets are a key to sustainable growth in the long-term recovery plan. International guests demonstrate travel patterns that match well with the destination's slower periods, when occupancy levels are typically lower than normal. They also tend to have a higher average length of stay and spend, contributing to more revenue for the destination.

## Lodging Oversight & Key Data

In May of 2020, a Lodging Oversight Committee (LOC) was established to create safety protocols and implement best practices for all short-term rentals County-wide. Originally County run, it has now become a sub-committee under the Telluride Lodging Association. The LOC continues to meet regularly, monitor and handle any compliance issues to ensure the safety of guests, staff and the community.

The TTB runs and monitors daily occupancy for the LOC, TTB and the lodging community through Key Data and is working on additional programs. 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 other key performance indicators, KPI's, since.

The TTB also manages additional visitor data driven projects including geo tracking, sales tax and comparisons to other destinations.

# SUSTAINABILITY

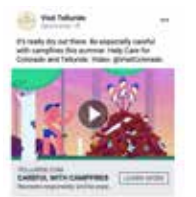
A big focus of the TTB's efforts this past year has been educating guests about the Telluride ethos and how to respect the community and natural environment. Guests visiting Telluride this summer are targeted through ads on Facebook and Instagram that highlight Trail Etiquette, How to Visit Right, Camping and Campfire Safety, Tag Responsibly as well as COVID guidelines.

The guest education campaign was also included as an insert in the Summer Visitor Guide and placed in a prominent position. The insert was over run so that it could be distributed in various locations in the county. The TTB worked with surrounding communities to create a customizable insert for their own community so that the entire region will have consistent and clear messaging to guests about how to minimize their impacts while visiting.



## Summer Solutions Meeting

In late April, the TTB planned a meeting with representatives from the TTB, Telluride Mountain Club, Town of Telluride, Town of Mountain Village, USFS, Sheep Mountain Alliance and Telluride Open Space to come up with solutions to address the impacts of a busy summer. During the meeting, there was concern expressed over the lack of etiquette while camping and concerns over fire from rogue camp fires. The TTB created a small campaign Careful with Campfire and the Camp with Care to address these concerns.



## Telluride Mountain Club (TMC)

### Community Clean-Up Weekends

During summer 2020, the TTB collaborated with TMC to create a Community Clean-up Weekend. The TTB will continue the partnership this summer with five clean-up weekends, and will distribute gloves, trash bags and information at the TTB's Farmer's Market booth prior to each event.

### Tag Responsibly Campaign

The TTB has partnered with TMC on a tag responsibly social campaign. A blog on Telluride.com and an article in the Summer Visitor Guide explains what geo tagging is and why it is harmful for off the beaten path locations.

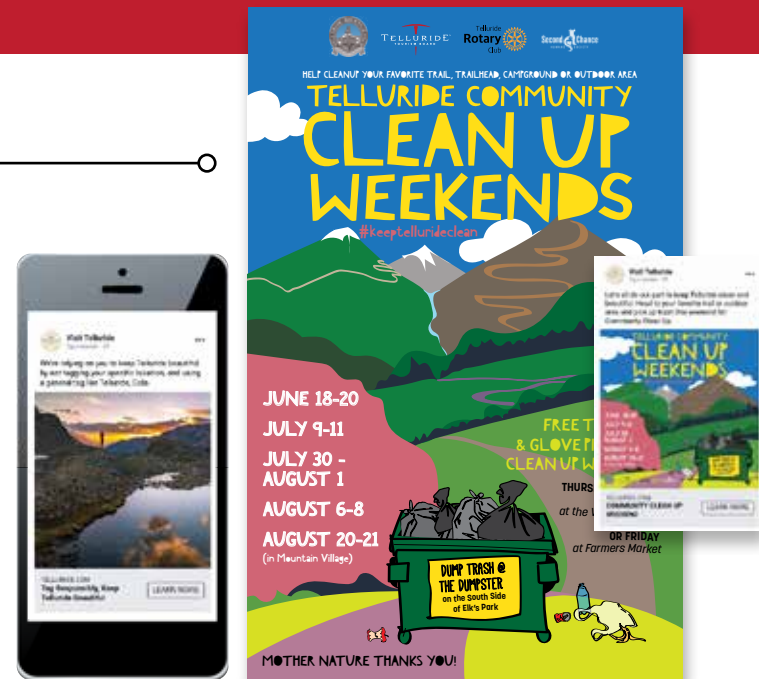
### Donations & Sponsorship

Proceeds from the Telluride photo calendar produced by the TTB were donated to TMC. TTB donated \$5,860 to TMC in January and will donate additional proceeds at the end of summer. The calendar was promoted on Telluride.com as well as on paid and organic social.

TTB supported TMC in their efforts to promote backcountry safety by sponsoring a Beacon Checker Sign that is installed at Lizard Head. The Beacon Checker board will be used for years to come.

## Farmer's Market Booth

The TTB is sponsoring a booth at the Telluride Farmer's Market on Fridays to serve as another touch point to inform guests about trail etiquette, how to recreate responsibly, etc. The TTB has partnered with the USFS, Telluride Mountain Club, Rotary Club and Second Chance to staff the booth. Informational banners were created for the booth.



## Telluride Ecology Commission

The TTB worked with the Ecology Commission to create messaging and graphics that were eye catching and digestible so they could launch the Live Like a Local Campaign. Graphics for posters, large format banners and social icons were created.

## Telluride Regional Hiking Map

The TTB is working with San Miguel County, USFS, Town of Telluride and Town of Mountain Village to produce a regional hiking map that includes all officially marked system trails in the Telluride region. The map will be produced digitally and be available for download on Telluride.com. An interactive version will also be produced.

## Lot Spot

The increased amount of traffic and visitors to the east end of the valley, Bridal Veil, has been a growing concern in the past few summers. In an effort to monitor and hopefully minimize the number of cars driving to Bridal Veil, the TTB is going to utilize an app called Lot Spot. The app relies on a camera that will be installed after the pavement turns to dirt on the Idarado property. The camera will capture usage trends, peak periods, and other valuable data such as when no more parking is available.





## 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 Resort Quest, 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 (10) and Camille (8), here with husband, Matt. Kiera currently sits on the board of Palm Arts as secretary, is on the Advisory Board for the Colorado Tourism Office's International Promotions Committee, and assisted San Miguel County with PR efforts during COVID as Public Information Consultant.



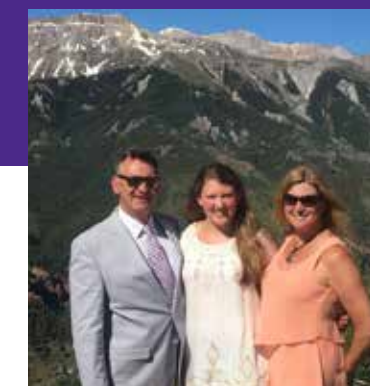
## Annie Carlson

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 (11) and Hayes Margaret (7). 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.