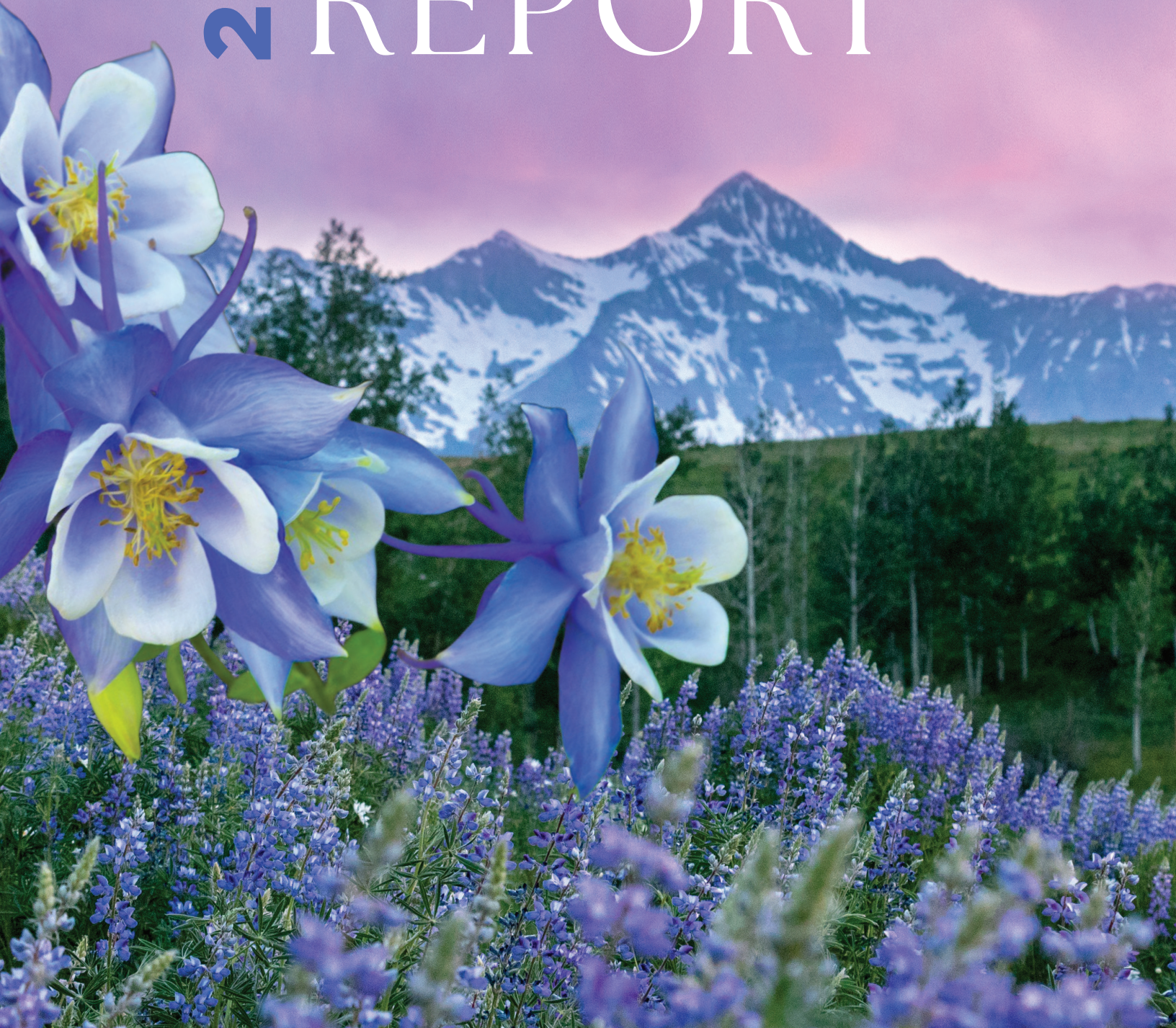




2024 ANNUAL REPORT



Through collaboration with key partners, the Telluride Tourism Board team successfully executed on objectives that contribute to the economic vitality of the destination, while continuing to prioritize destination stewardship and responsible tourism. The highlights, key performance indicators and performance measures/goals provided in this report illustrate the progress made over 2024. These efforts all contribute to the mutual goals as outlined in the agreements between Town of Mountain Village, Town of Telluride, and Telluride Tourism Board.

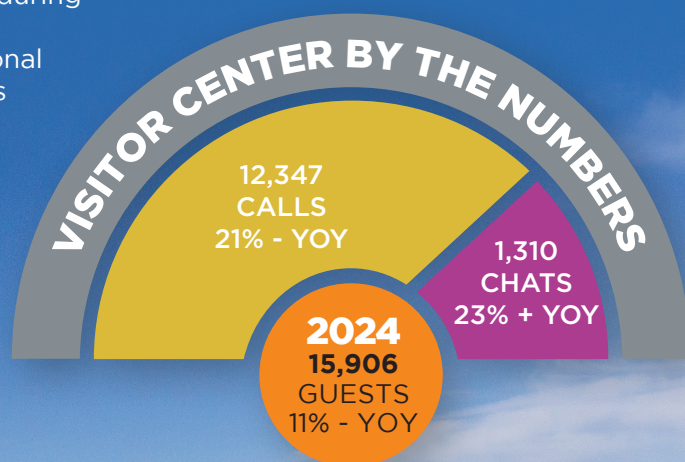




Visitors Center/ Guest Services

The Visitors Center continues to serve an important role for the destination where guests can orient themselves, ask questions, learn about upcoming events, and collect collateral such as Visitor Guides, maps, Peak Sheet, and more. Destination stewardship remains a top priority for the Telluride Tourism Board, with the guest services team communicating best practices and educating visitors on responsible tourism principles.

In 2024, the guest services team welcomed 15,906 people to the Visitors Center, an 11% decline from 2023. Despite the slight decrease in traffic, the team engaged with guests through other important touchpoints throughout the destination. The TTB assumed full responsibility for staffing the Oak St. gondola kiosk during the summer months (in 2023, duties were shared with Telluride Ski Resort), and continued the Montrose Regional Airport guest services partnership with Colorado Flights Alliance (CFA), with full retention of staff from the previous season. By creating a memorable first impression upon arrival, assisting guests during their time in Telluride and Mountain Village, and ensuring a warm farewell as they depart, the team provided a seamless, full-circle experience for visitors.





Telluride.com

The official website for the destination, Telluride.com is the call to action for all marketing efforts, and is an important touchpoint for guests and locals. Updated daily with fresh content and imagery, Telluride.com features businesses, activities, events, and offers a seamless booking experience for guests.

In 2024, the TTB's website strategy was quality over quantity, focusing more on strong engagement than overall users. The new approach was a success, with a 12% increase in average engagement time, 3.72 page views per user (a 7% increase) and an improved bounce rate of 34.22% (benchmark is 60% or lower). Online revenue increased by 6% YOY at \$199,000, with a 62% increase in total purchasers at 1.3K, and a 18% increase in first time purchasers at 981.

The most visited pages on Telluride.com included the home page, webcams, festivals & events, summer/fall activities, the gondola, and winter activities. Top users were from Colorado, Texas, Arizona, California, New York, and Illinois. Mobile phones were the most used device at 75%, followed by desktop at 23%, and tablets at only 2%.

Exclusive landing pages were created for the Town of Telluride and Town of Mountain Village, and were the call to action for the 2024 regional marketing campaign that was targeted to visitors and locals in the area. The pages encouraged users to shop and play local by promoting activities, events, restaurants, shopping, and more.

Central Reservations

The TTB's Central Reservations platform is an essential component to Telluride.com and the destination. Whether guests are booking through Central Reservations online, or using it as a search engine to later book direct, they expect to find and have the ability to book lodging through a Destination Management Organization's website. The TTB's local guest services team tailors lodging and activities based on the caller's preferences and budgets.

The year 2024 marked a remarkable period of growth for the Central Reservations program for both Mountain Village and Telluride, with key performance indicators reflecting strong upward trends across the board.

In 2024, Central Reservations generated \$1,292,801 in total revenue through consumed bookings, a 62% YOY increase. The substantial growth reflects the cumulative success of destination marketing efforts, the addition of more lodging properties to the Central Reservations system, increased specials and promotions, and the launch of product and gear vendors that garnered \$58K in revenue during Q4 alone. This strategic approach of offering a one-stop shop proved highly effective and will continue to elevate the guest experience moving forward.

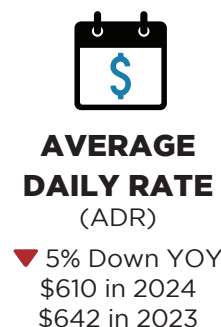


Professional Lodging Metrics

Based on metrics provided by the TTB's partner Key Data, 2024 destination lodging occupancy was flat when compared to 2023, with total occupancy (paid and owner) at 46% and paid occupancy at 38%. Average daily rate (ADR) decreased by 5% at \$610 compared to \$642 in 2023, resulting in a 5% decline in Revenue Per Available Room (RevPAR) at \$232 compared to \$245.

The most significant decline in occupancy took place in Q1 2024, with January 11% behind 2023, February down 6%, and March behind by 3%. Occupancy during the summer months increased slightly, by 2% in both total and paid occupancy, while ADR decreased by 7%. The most growth occurred during the shoulder seasons, with a 20% increase in late May and an 8% bump in October occupancy.

Telluride and Mountain Village metrics were comparable in 2024, with total occupancy flat for both communities, and a similar decrease in ADR of 6% for Telluride and 5% for Mountain Village.



Consumer Analytics & Economic Dashboard

Based on metrics provided by Datafy, a total of 789,575 trips were taken to the destination in 2024, a 2.7% YOY increase. Daily visitors decreased by 3.8%. Top markets include Denver, Phoenix, Dallas, Houston, New York, Austin, Los Angeles, and Chicago. Please note that this data uses geofenced areas to capture a sample size of devices and are statistically modeled to estimated visitor volumes.

In Q2 of 2024, the TTB launched the destination's first economic dashboard in collaboration with the Town of Mountain Village, the Town of Telluride, and Colorado Flights Alliance. The group worked with Tourism Economics to launch the dashboard on their Symphony platform. Now available for public consumption on Telluride.com, the dashboard features metrics and analytics that are a helpful tool for local businesses to plan and forecast. The dashboard is updated monthly, and the TTB monitors and manages the relationship with Tourism Economics.

SAN MIGUEL COUNTY

Tourism board and towns launch economic dashboard

Online platform provides monthly updates on lodging, sales tax, gondola ridership and more for tourism market metrics

By SOPHIE STUBER
Planet Contributor

The Telluride Tourism Board, in collaboration with the Town of Mountain Village, Town of Telluride and the Colorado Flights Alliance, recently launched an online economic dashboard that offers key tourism market metrics, including lodging, sales tax, air service, gondola ridership, wastewater, and traffic. The platform will be updated at the end of each month and includes data from the previous month.

The idea is to offer partners,

stakeholders and businesses local and regional data that can be used for reporting and forecasting.

"The dashboard gives the community a snapshot of our current economic trends, and offers quick access to important data that will assist in staffing, budgeting, reporting, planning and more," Kiera Skinner, executive director of the Telluride Tourism Board, told the Daily Planet.

"It was motivated by a need to have one central platform to gather and share data from all entities for public consumption,"

Skinner added.

It has been a multi-year planning process to launch the Economic Dashboard.

Zoe Dohnal, Telluride's acting Town Manager, first worked on the project with the town of Mountain Village before moving over to Telluride, where she continued developing the dashboard.

"Economic resilience is so important, and it's about being able to clearly communicate to our local businesses about the realities

See DASHBOARD, Page 6

COLLATERAL DEVELOPMENT

Through communication and collateral development, the TTB supports businesses and the economies of Telluride and Mountain Village, while educating guests on the importance of responsible tourism.



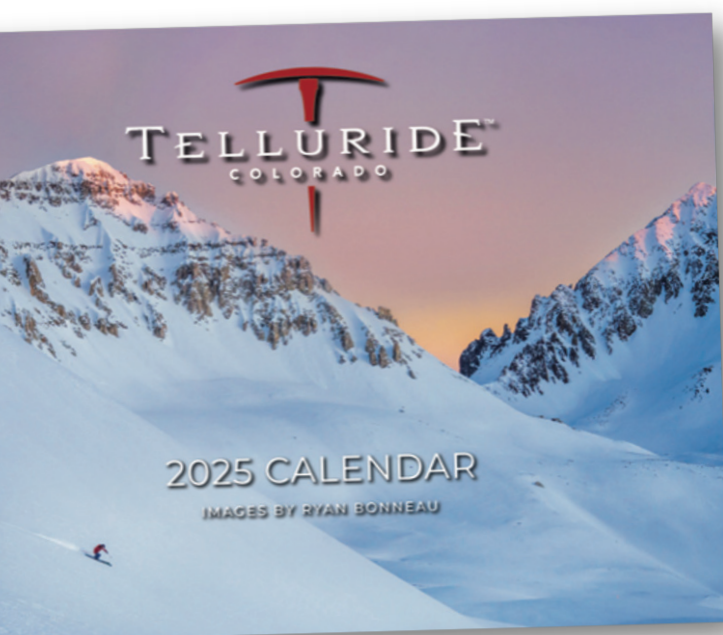
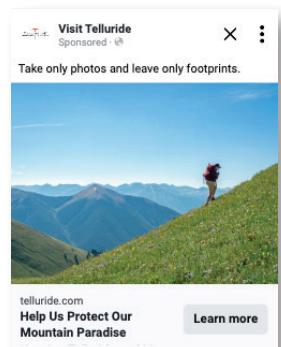
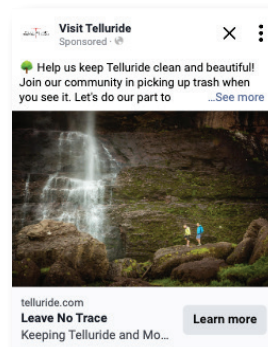
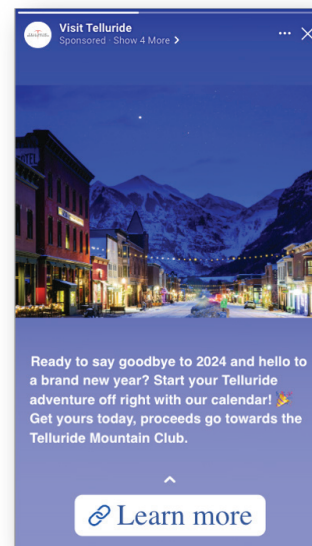
Destination Stewardship



The TTB conveyed destination stewardship principles through multiple tactics during the summer of 2024, ensuring a broad audience was reached. A paid social campaign was launched and targeted visitors and locals within a 45-mile radius of the area with general Leave No Trace messaging. The marketing team decided to switch gears in the middle of summer and create a parallel campaign with specific stewardship messaging that was trail etiquette focused and A/B tested the two. The latter campaign outperformed the general ads, with a 1.14% Click Through Rate (CTR) compared to .07% CTR. The strong performance guided the TTB team to use the updated strategy for the summer 2025 season.

In addition to paid social, destination stewardship creative and messaging were included in summer and winter maps that are produced by the TTB in collaboration with partners, Visitor Guide content and ads, Visitors Center banners, and Live Like a Local flyers that were distributed to local lodgers for guest consumption.

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 2024 sales, and started promoting and selling the 2025 calendar in fall of 2024 through paid social efforts. Engagement was high for the calendar, with almost a million impressions and a 2.05% CTR.





Business Support

The weekly Peak Sheet was distributed to a local database of over 3,300, and generated high engagement with a 47% 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 Telluride & 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.

With support from partners, the TTB was selected for the Colorado Tourism Office's (CTO) 2024 Destination Learning Lab program. The Learning Lab is an online platform designed to train front line employees to become destination ambassadors. The TTB worked with the CTO to develop the program, and marketed the Learning Lab to local businesses through eblasts and print ads, offering an incentive for employees to participate. The TTB continued to market the program in Q4 for winter hires.

During the middle of the 4th quarter, the TTB ran a holiday events campaign to support local businesses. Noel Night, Holiday Prelude and the Arts Bazaar were featured in print and paid social campaigns that delivered over 53,000 impressions to regional audiences, and garnered a healthy 1.12% CTR.



Followers

131,749 Total
10,500 New in 2024

Page Visits

127,500
10% ▲ YOY



Followers

101,657 Total
13,700 New in 2024

Page Visits

100,700
33% ▲ YOY



TELLURIDE'S AVALANCHE DOGS

PUPPY LOVE

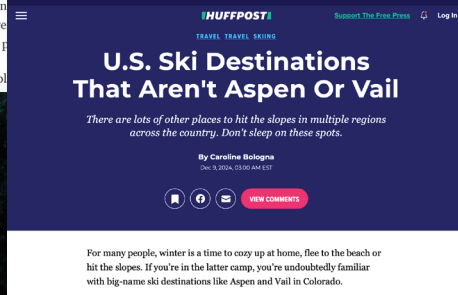
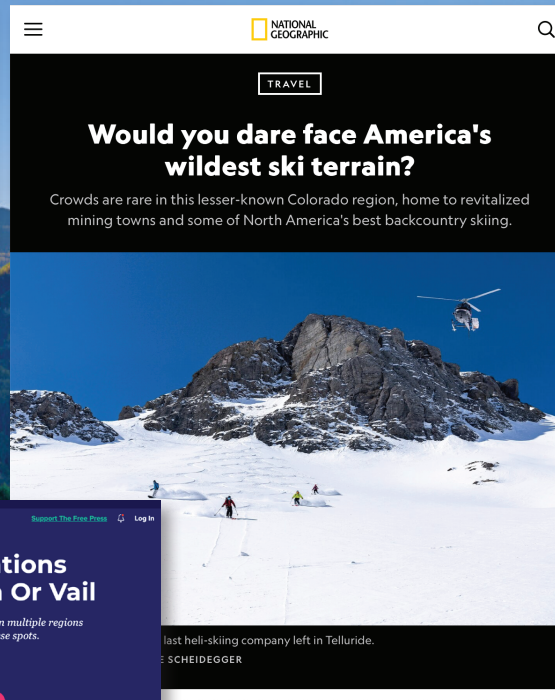
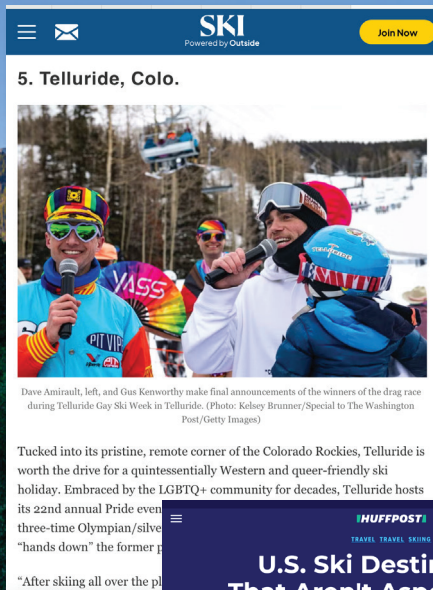
ICE CLIMBING | HISTORIC ALTA LAKES | ON-MOUNTAIN DINING | LOCAL HATMAKERS

The TTB team works with staff from the Town of Telluride and the Town of Mountain Village to ensure that both communities are represented in each Visitor Guide issue.





International Promotions & PR



International tourists are Colorado's highest-value visitors, spending an average of 3x the domestic tourist. With a longer length of stay, higher spend and general preference for public transportation, the international visitor delivers lower impact on the destination while garnering more revenue for the community.

In 2024, the TTB remained proactive in showcasing the destination to key international markets through hosting and missions, resulting in world-wide exposure through media coverage and travel trade networks.

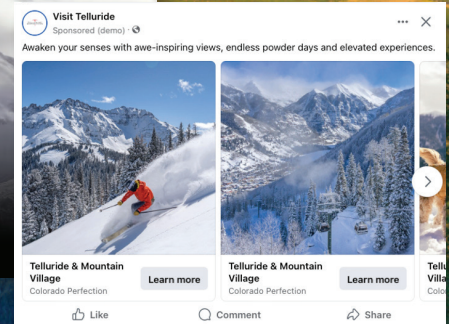
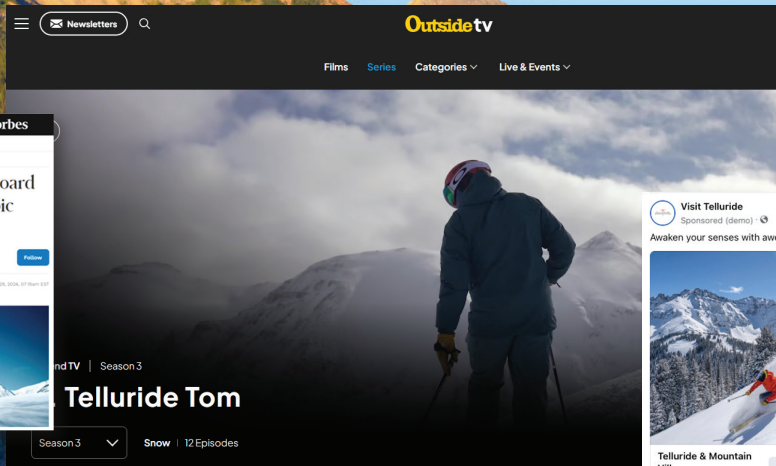
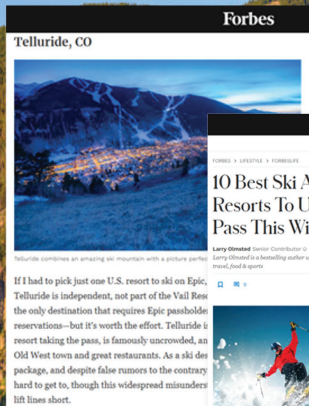
Two standout events from 2024 were in partnership with the Colorado Tourism Office (CTO). The first involved working with Ascend TV on a special Telluride episode that was broadcast globally on Outside TV. The second event was in collaboration with Sunrise, Australia's top morning show. Sunrise meteorologist and travel correspondent, James Tobin, hosted a live broadcast in Telluride featuring various locations across Telluride and Mountain Village.

In the spring, the TTB participated in international industry events to promote the destination. The TTB hosted its annual international dinner at the Mountain Travel Symposium (MTS) in April, with 23 international wholesalers from key markets and 11 lodging partners. MTS is the largest North American event dedicated to mountain travel professionals. In May, the TTB participated in the U.S. Travel Association's IPW trade show, and met directly with key international wholesale contacts.

International missions included Australia and Mexico. In May, the TTB partnered with four local lodging partners to participate in the Ski Expos

NICE INK!

- » **SKI** – "The Top 5 LGBTQ+ Inclusive Ski Resorts in North America"
- » **Forbes** – "Your Guide to Luxury Skiing in Telluride"
- » **POWDER** – "The 6 Best Ski Resorts for Solo Travelers and Singles"
- » **Huffpost** – "U.S. Ski Destinations that Aren't Aspen or Vail"
- » **Escape Magazine, Australia** – "Telluride, Colorado is a mountain paradise few Australians know about"
- » **National Geographic** – "Would you dare face America's wildest ski terrain?"

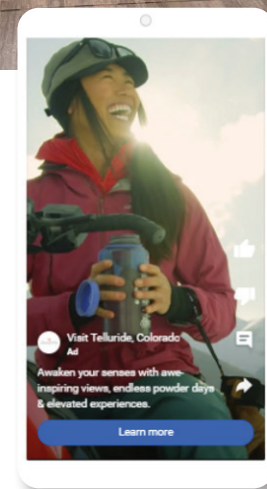


of Australia, an event where over 70 ski resorts from around the world come together to inspire ski vacations for the Australian market. In the fall, the TTB partnered with the CTO for a winter promotional push in Mexico City, which included cooking demonstrations and a catered VIP dinner by Telluride's renowned Chef Eliza Gavin. The Mexico mission gave the TTB the opportunity to engage media and travel trade through trainings and interviews. During the mission, the TTB conducted 48 training presentations, engaging over 200 travel agents/wholesalers. As a result of the mission, the TTB was featured in 17 separate media interviews, amplifying the destination's profile in the Mexican market.

In addition, the TTB was awarded a Marketing Matching Grant from the CTO for a digital marketing campaign in Australia to complement in-market efforts. The campaign ran from May through October, and delivered nearly 15 million impressions and garnered a healthy CTR of .45%.

As a result of these initiatives, Telluride has seen a robust increase in media and travel trade FAM trips in Q1 2025, particularly from Mexico. Media representatives from Australia, Mexico, Ireland, the UK, and Germany have visited, alongside tour operators from Australia and Mexico.

These efforts have laid a strong foundation for Telluride's continued international growth and recognition as a premier destination for travelers worldwide.







Destination Marketing

Starting in Q1 of 2024, the Town of Telluride resumed marketing efforts, and the TTB worked with the towns and agency Karsh Hagan to execute a destination marketing program that would showcase both Telluride and Mountain Village, and differentiate the destination from competitors.

The collaborative national destination summer marketing campaign launched in May and ran through August. Beyond It All featured new, whimsical creative that was delivered through digital banners, online video, Connected TV (CTV), and paid social to a targeted audience that included key air markets with a demographic overlay. The campaign was well received, garnering approximately 21.5 million impressions, and a click through rate of .68%.

In November, the TTB received news that the Beyond It All summer campaign was awarded a Gold Adrian Award from Hospitality Sales & Marketing Association International (HSMIA). Out of over 800 entries submitted this year, the work was judged to be exceptional by experts in hospitality, travel, tourism and media. Representatives from the TTB and Karsh Hagan accepted the award at the Adrian Awards celebration in New York City in February.

The national winter destination marketing campaign launched the first week of October. The Beyond it All creative that was introduced for the summer campaign translated to winter with similar whimsical themes featuring powder skiing, bluebird skies and après scenes. The campaign focused mostly on digital media with reengagement in brand aligned print outlets.

The winter campaign successfully reached the target audience with over 43 million impressions delivered, a .34% CTR and a 88% VCR (Video Completion Rate).

In addition to the national campaign, summer and winter regional paid social campaigns promoted the Town of Telluride and the Town of Mountain Village to an audience of visitors and locals within a 35-miles radius of the area, and surrounding cities. The ads highlighted shopping, restaurants, activities and events in each community and encouraged people to enjoy the local culture.

AWARD WINNING MARKETING CAMPAIGN



Telluride Tourism Board (TTB) Executive Director Kiera Skinner (center) with Lauren Coma (left) and Kathy Hagan (right) from the Denver advertising firm Karsh Hagan at a New York City awards ceremony last month, where TTB received the Gold Adrian Award for its summer 2024 marketing campaign, "Beyond It All." (Courtesy photo)

AWARDS

'Beyond It All'

Telluride Tourism Board wins an international marketing award for its summer 2024 print and digital campaign

By LESLIE VREELAND
Contributing Editor

Those who live in, or visit, Telluride are quite aware of its myriad charms: this is a landscape of jaw-dropping beauty, bursting with possibilities for adventure — an ideal spot, in short, for a getaway.

But what if you had to sell that idea to someone who had never seen it?

And you had just a 30-second video — or a single print image — in order to do it?

The Telluride Tourism Board (TTB), whose mission is to boost visitation to the box canyon, has done so well at this that the boosters themselves got a boost. The tourism board was recently recognized for "travel marketing excellence" with a gold Adrian Award, conferred by the Hospitality Sales & Marketing Association

in New York City.

"Out of over 800 entries submitted this year, this work" — the Telluride Tourism Board's summer 2024 campaign, titled, "Beyond It All" — "was judged to be exceptional by experts in hospitality, travel, tourism and media," the TTB summed up on VisitTelluride.com, where you can watch the results: a dreamy, color-soaked video replete with the Valley Floor, sun and moon scenes, the town's iconic gondola and more, all framed by aspen with Wilson Peak in the background.

"Beyond It All" was a collaborative effort between TTB, the Towns of Telluride and Mountain Village, and Denver advertising firm Karsh Hagan, which described the challenges of these types of campaigns online, and this one in particular. Most mountain town ads "highlight scenic vistas which, while awe-inspiring,

are indistinguishable from every other mountain town. With the Towns of Telluride and Mountain Village marketing themselves as a single destination for the first time since 2019, we knew we needed to take a hard left turn away from the sea of sameness."

"We started by thinking of what makes Telluride and Mountain Village different, and it came down to one thing: the vibe. They're a little offbeat and yet sophisticated, and above all, authentic."

Since no single stock photo could conjure Telluride's almost-magical appeal, there was no point in trying. The solution was to conjure "fantastical dreamscapes" — a fusion of stock imagery, art and animation — to give viewers "a sense of being taken on a journey."

"We wanted to convey the authenticity of our destination," Kiera Skinner, the Telluride

See TTB, Page 32

TTB, from page 36

Tourism Board's executive director, explained to the Planet, "and differentiate Telluride and Mountain Village from other communities. The campaign was mostly digital. The new, whimsical campaign garnered over 21 million impressions, with a strong click-through rate (CTR) of .68% (the industry benchmark, by contrast, is just .1%)."

The digital campaign ran on connected platforms such as ABC, Hulu, ESPN and Disney Plus. The ads "were strategically and behaviorally targeted" and "served to people in our key markets (New York City, Chicago, Dallas, Houston, Phoenix, Denver) whose interests align with our guest demographic," Skinner said.

Though the chief intent may have been to reach out to those unfamiliar with Telluride, the campaign didn't stop there. "There was also a regional component to Beyond It All that targeted visitors and locals through paid social and encouraged them to enjoy all that Telluride and Mountain Village have to offer."

A print ad from Beyond It All



A print image from the Telluride Tourism Board's award-winning ad campaign, "Beyond It All." (Courtesy photo)

WINTER 24/25 CAMPAIGN

Impressions Delivered:
43,000,000
CTR **.34%**
(benchmark .1%)

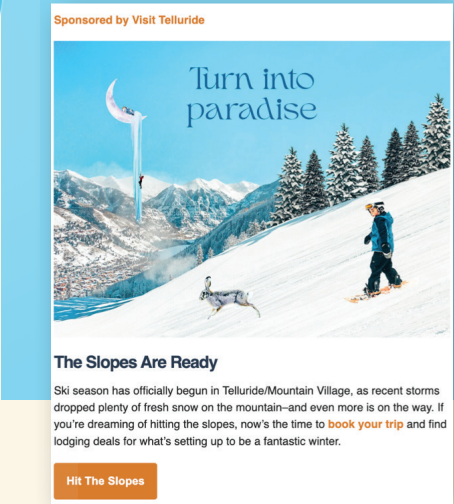
Video Completes:
7,200,000
Completion Rate **88%**
(benchmark 60%-80%)

ROI **\$9.61/\$1**



ON THE SNOW & OPEN SNOW EBLASTS

Eblast Sends:
2,300,000
Open Rate: **39%**



SUMMER 2024 CAMPAIGN

Impressions Delivered:
21,500,000+
CTR **.68%**
(benchmark .1%)

Video Completes:
4,700,000
Completion Rate **89%**
(benchmark 60%-80%)



Destination Marketing
Performance Metrics

MEASUREMENTS & GOALS

Performance Measures	Tracking Mechanisms	Target	Actuals
Web Analytics	Google Analytics	at or over industry benchmarks	Over benchmarks
Pages/Session		1.5	3.72
Average Session Duration		> 1 minute	1:01
Bounce Rate		<60%	34%
Marketing CTR*	Agency of Record Reports	At or over .1%(industry benchmark)	Summer: .68% Winter: .34%
Occupancy	KeyData	Increase by 2% YOY	Flat YOY
Tax Revenues	MuniRevs	Increase by 8% YOY	1% decrease YOY

KEY PERFORMANCE INDICATORS

Performance Indicator	2024 Results	2023 Results
1. Destination Occupancy	46% Total	46% Total (Flat YOY)
Mountain Village Occupancy	43% Total	43% (Flat YOY)
Telluride Occupancy	49% Total	49% Total (Flat YOY)
2. Average Daily Rate (ADR)*	\$610	\$642 (-5% YOY)
Mountain Village ADR	\$743	\$779 (-5% YOY)
Telluride ADR	\$459	\$489 (-6% YOY)
3. Tax Revenues		
Mountain Village Tax Revenues	\$7,869,888	\$7,940,861 (-1% YOY)
Telluride Tax Revenues (Jan.-Nov.)	\$8,401,576	\$8,465,732 (-1% YOY)
4. Web Analytics	3.72 pages, 1:01 time on site, 34.22% bounce rate	2.37 pages, :55 time on site, 53.48% bounce rate
5. Paid Media Impressions	Summer: 21.5 million Winter: 43 million	Summer: 20.1 million Winter: 27 million
6. Click Through Rates for Digital Media	Summer: .68% Winter: .34%	Summer: .58% Winter: .40%
7. Media Equivalencies	\$87,316,376	\$104,463,852
8. Air Load Factors	73%	75%
9. Visitor Center Traffic	15,906 Visitors	17,780 Visitors (-11% YOY)
10. Central Reservations	525 Bookings, \$1,292,801 Total Revenue	295 Bookings, \$798,627 Total Revenue
11. Visitor Data	789,575 Total Trips	768,462 Total Trips (+2.7% YOY)

The Telluride Tourism Board team appreciates the collaborative partnerships with the Town of Telluride and the Town of Mountain Village, and looks forward to building on the momentum created in 2024 for continued success in the years ahead.



