



2025

ANNUAL REPORT

The Telluride Tourism Board's 2025 efforts reflect a comprehensive and strategic approach to destination management, spanning marketing, public relations, international outreach, stewardship, and community engagement. Throughout the year, the TTB remained focused on attracting high-value visitors, supporting local businesses, and elevating Telluride and Mountain Village's position as a premier year-round destination.

This work would not be possible without the continued partnership and support of the Town of Mountain Village and the Town of Telluride. Their collaboration is integral to aligning priorities, amplifying impact, and ensuring the long-term vitality of the destination.

While 2025 presented challenges, including the labor dispute and resort closure, the TTB maintained a proactive and strategic approach, managing communications, sustaining marketing efforts, and laying the groundwork for recovery. With the resort reopening in January 2026, more comprehensive recovery initiatives will be detailed in the coming year's report.



VISITORS CENTER/ GUEST SERVICES

The Visitors Center continues to play an important role for the destination, offering a welcoming space where guests can orient themselves, ask questions, learn about upcoming events, and access helpful resources 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 actively sharing best practices and educating visitors on responsible tourism principles.

In 2025, Visitors Center foot traffic increased modestly by 2%, from 15,906 visitors in 2024 to 16,175 in 2025. Following several years of slight decline, this uptick may be attributed to an increase in summer day-trippers, potentially influenced by national park closures, as well as the delayed opening and closure of the ski resort in December due to the labor dispute.

In addition to the Visitors Center, guest services teams are also stationed at the Oak Street Gondola Station kiosk during the summer and at the Montrose Regional Airport during core summer and winter months. These teams provide visitors with timely, accurate information on activities, events, and local businesses in Telluride and Mountain Village. Arrivals at the airport are often greeted with fresh cookies, creating a warm and memorable first impression of the destination.

The TTB also unveiled a new Visitors Center sign, designed to align with the space's branding and enhance the guest experience through improved wayfinding. **T**

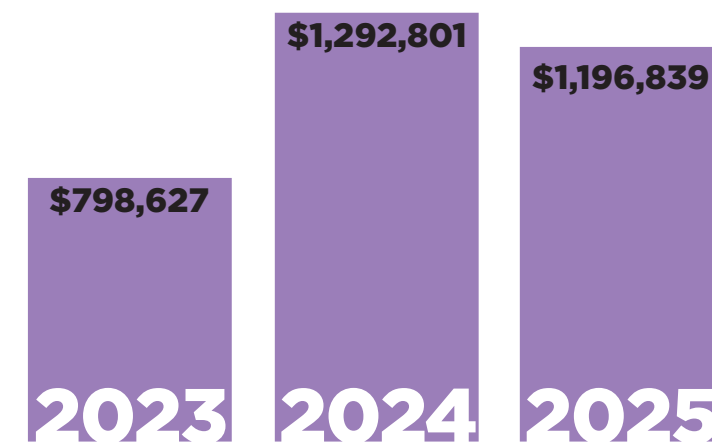


CENTRAL RESERVATIONS

The TTB's Central Reservations platform is an essential component of Telluride.com and the overall destination experience. Whether guests are booking directly through Central Reservations online or using it as a search tool before booking with properties directly, they expect to easily find and secure lodging through a Destination Management Organization's website. Additionally, the TTB's local guest services team provides personalized recommendations, tailoring lodging and activities to each caller's preferences and budget.

Central Reservations generated a total of \$1,196,839 in revenue in 2025, representing a 7% decrease from the record-breaking performance in 2024. This modest decline was largely driven by a significant drop in lodging bookings and related revenues (-22%), primarily due to the strike and resort closure in Q4, when lodging revenue fell by 62%. However, the recent addition of gear rentals and activity sales, creating a one-stop-shop experience, helped offset losses and sustain revenue during a challenging period. Without these expanded offerings, the overall decline would have been substantially greater.

Despite softer occupancy in 2025, guest service agents maintained nearly 28,000 guest touchpoints throughout the year, underscoring the team's commitment to exceptional service. While call volume declined by 17% (10,192 calls in 2025 compared to 12,347 in 2024), online chats increased by 13%, reflecting an ongoing shift in guest communication preferences. **T**



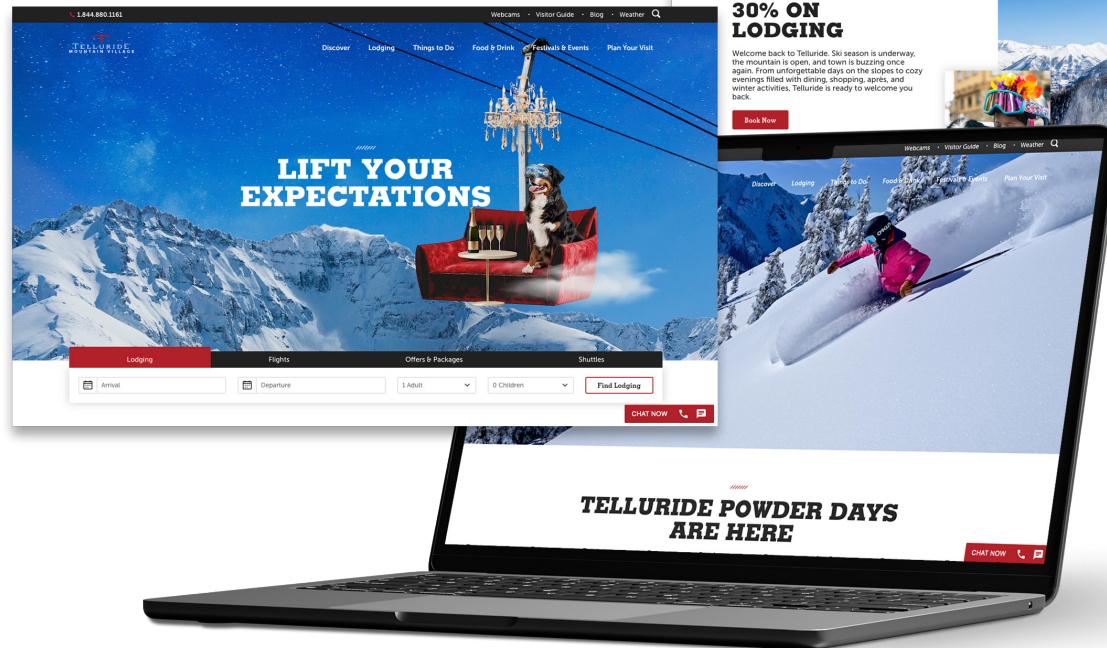
TELLURIDE.COM

The official destination website, Telluride.com serves as the primary call to action for all marketing efforts and is a key touchpoint for both guests and locals. Updated daily with fresh content and imagery, the site showcases local businesses, activities, and events, while providing a seamless booking experience for visitors.

In 2025, the TTB team continued to prioritize high engagement over general site traffic, achieving strong results. Average engagement time increased 27% to 1 minute 18 seconds, views per active user rose 43% to 5.31 (up from 3.72), and online revenue grew 2% year over year, totaling \$203,184. A low bounce rate of 18%, down 48% from the previous year, demonstrates that this strategy attracts a highly qualified and engaged audience to the site.

The most visited pages on Telluride.com in 2025 were the homepage, webcams, events, the gondola, summer and fall activities, weather reports, and lodging. Top users align with key markets including Colorado, Texas, Arizona, California, Illinois, New York, and Florida. Mobile devices were the primary means of access at 68%, followed by desktop at 29% and tablets at 1.5%. Safari led browser usage at 51%, followed by Chrome, the Safari app, Android WebView, and Edge.

During the labor dispute, resort closure, and recovery efforts, Telluride.com served as the primary source of information for both locals and visitors, providing timely guest-facing updates and dedicated landing pages to support recovery marketing initiatives.



PROFESSIONAL LODGING METRICS



TOTAL OCCUPANCY
(PAID & OWNER)
▼ -4%
41% in 2025
42% in 2024



PAID OCCUPANCY
▼ -4%
34% in 2025
35% in 2024



AVERAGE DAILY RATE (ADR)
FLAT
\$670 in 2025
\$667 in 2024



REVENUE PER AVAILABLE ROOM (REVPAR)
▼ -3% Down YOY
\$225 in 2025
\$233 in 2024

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ased on metrics provided by the TTB's partner, Key Data, both total (paid & owner) and paid lodging occupancy in 2025 finished 4% below 2024 levels, with total occupancy at 41% and paid at 34%.

During the 2025 winter season (January – March), occupancy declined 3% YOY, with January experiencing the most notable drop, closing 5% behind 2024. The core summer months (June – September) also ended 3% below the previous year, led by July at 6% lower than 2024, while August and September remained flat to slightly down.

December performance impacted annual metrics, with the delayed opening of the ski resort, from Thanksgiving to early December, as well as the labor dispute and subsequent resort closure. December occupancy decreased by 18%, from 33% in 2024 to 27% in 2025. During the final week of December, when the strike and work stoppage began on December 27, occupancy dropped 26%, from 67% in 2024 to 50% in 2025. The decline would have been more severe if not for reservations that remained on the books due to cancellation policies and timing constraints.

The lasting impacts of the work stoppage and resort closure will continue into Q1 of 2026 and may extend beyond.



CONSUMER ANALYTICS

The TTB partners with Datafy to deliver insights on destination visitation through advanced tracking technology. In addition, Datafy measures attribution from the TTB's advertising campaigns, translating performance into return on ad spend (ROA). Key insights from Datafy's 2025 reporting include:

🌙 Telluride and Mountain Village welcomed approximately **395,494 overnight** trips, a slight decline compared to 2024.

📅 The **average length of stay was 5.6 days**. Overnight visitors remain the primary driver of the local economy, accounting for 85% of total visitation and delivering significantly greater economic impact than day visitors.

💰 **Visitors generate nearly \$8 out of every \$10 spent** in-market. This visitor-to-local spending split (78.71% vs. 21.29%) highlights the critical role tourism plays in sustaining the local economy.

🇺🇸 **Houston, Dallas, Phoenix, and New York** continue to deliver the highest return on investment.

The Economic Dashboard, launched in 2024, is updated monthly on Telluride.com and features key metrics including lodging performance, tax revenues, gondola ridership, air data, travel trends, and more. **T**



SOCIAL MEDIA

The TTB showcases Telluride and Mountain Village through an aspirational lens across its organic social platforms, offering guests an authentic glimpse into the destination. Feed posts highlight awe-inspiring imagery, while Stories are more focused on business and event promotion to support the local community.

Social media accounts continue to grow organically, with strong engagement throughout 2025.



139,334 Followers
7,585 New in 2025
Content Interactions
+60% YOY
Link Clicks
+52% YOY



109,397 Followers
7,740 New in 2025
Content Interactions
+100% YOY
Link Clicks
+389% YOY

Although Meta platforms (Facebook & Instagram) remain the primary drivers of site traffic, the TTB also manages additional social accounts, including LinkedIn, Threads, Tiktok, Bluesky, and X. **T**



BUSINESS & EVENT SUPPORT

Through digital, print, and social, the TTB communicates consistently at both national and local levels to promote the destination, educate guests, and support the business and event community.

In 2025, Telluride and Mountain Village were promoted through all platforms, including social media, the weekly Peak Sheet, Telluride.com, print collateral, consumer eblasts and more.

Additionally, the team provided enhanced support to local businesses during the labor dispute and subsequent resort closure, ensuring timely communication and resources were available for both stakeholders and visitors.



PEAK SHEET

The Peak Sheet serves both business and consumer audiences through two distinct formats. The B2B email delivers key metrics to help local businesses forecast demand and plan ahead, while the printable version provides locals and visitors with a concise, easy-to-navigate weekly schedule of events.

Peak Sheet audience: 3,300 people
Average Open Rate: 22.1%

PRINT & DIGITAL EVENT EXPOSURE

The TTB promotes events through a mix of print and digital channels to maximize visibility for both visitors and the local community. A monthly poster is displayed at the Oak Street Gondola Station kiosk, while digital signage at the Visitors Center highlights upcoming events. Signature festivals and key events are also featured on banners within the Visitors Center.

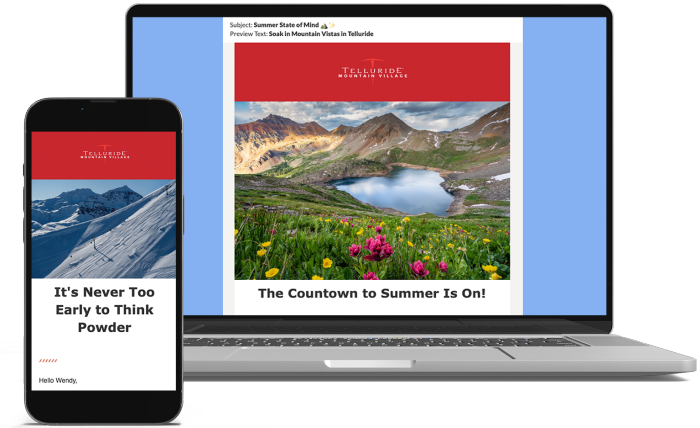
In addition, the event calendar on Telluride.com was enhanced with a new daily and monthly view toggle, improving the user experience and increasing event visibility across the platform.



CONSUMER EBLASTS

Consumer eblasts are an effective way to reach an engaged audience of Telluride and Mountain Village enthusiasts. The TTB deploys frequent emails to a robust list of subscribers to promote the destination through featured events, activities, and lodging.

TTB Subscribers: 101,000
Open Rate: 20%



HOLIDAY CAMPAIGN

The TTB promotes holiday events in Telluride and Mountain Village through print advertising, paid social, and online.

Holiday Campaign Paid Social Impressions: 81,000
Click Through Rate: 1.1%



DESTINATION LEARNING LAB

The Destination Learning Lab is a program developed by the Colorado Tourism Office (CTO) to train frontline employees as destination ambassadors. In 2024, the TTB was selected by the CTO to participate in the program and subsequently launched the online training to all local businesses through targeted marketing efforts. In 2025, the TTB supported the CTO in further developing and upgrading the platform, helping to relaunch it for expanded training purposes. Today, examples of the TTB's marketing efforts are used by the CTO as part of onboarding new destination management organizations.

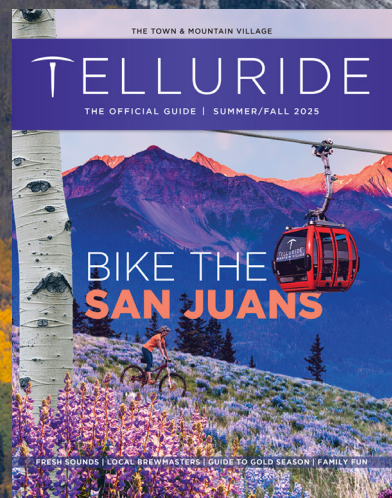


CRISIS COMMUNICATIONS

During the labor dispute, the TTB served as the primary coordinator for all external communications related to the strike and resort closure. The TTB developed clear, transparent messaging along with an alternate activities sheet for businesses and lodgers to share with visitors. Communications were designed to be informative while maintaining a positive tone, encouraging visitors to experience the full range of offerings in the destination. Messaging was updated regularly to reflect the evolving situation.

Additionally, the TTB participated in a crisis communications team alongside representatives from the Town of Telluride, Town of Mountain Village, Telluride Ski Resort, and Telluride Ski Patrol to ensure all stakeholders were accurately informed with aligned messaging.

Business Distribution List: 4,300
Open Rate: 25%



VISITOR GUIDE



The Telluride & Mountain Village Visitor Guide is published twice annually, with a circulation of 60,000 copies. As the official destination guide, it offers the broadest reach of any magazine in the region. The Guide serves as the primary fulfillment piece for all requests on Telluride.com and is also available in a digital format on the site, which generated more than 6,000 impressions in 2025 with an average read time exceeding five minutes.

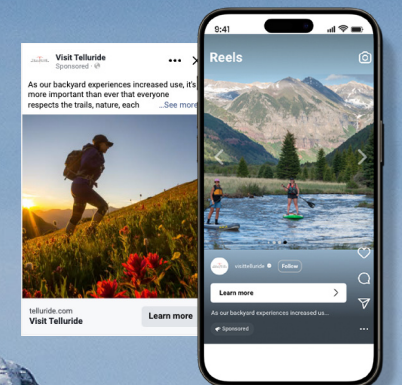
In addition to local distribution, the Visitor Guide is available at 50 Colorado Welcome and Visitor Centers statewide. It also serves as a key collateral piece for domestic and international sales missions and is widely shared with media, travel trade partners, and prospective visitors. The summer/fall edition was released ahead of Mountainfilm and featured biking in the region as its cover story. The winter edition, available by Thanksgiving, highlighted Nordic skiing. The TTB team collaborates closely with staff from the Town of Telluride and the Town of Mountain Village to ensure both communities are thoughtfully and consistently represented in each issue. **T**



DESTINATION STEWARDSHIP

In summer 2025, the TTB promoted destination stewardship to a broad audience through multiple channels. A paid social campaign targeted visitors and locals within 45 miles with Leave No Trace messaging, generating 602,822 impressions and reaching 224,185 people. While click-through rates were modest, the focus was on awareness, with plans to refine messaging in 2026.

Stewardship content was also incorporated into TTB-produced summer and winter maps, Visitor Guide content and ads, Visitors Center banners, and Live Like a Local flyers for lodgers. The TTB's annual Telluride calendar further supports stewardship, with proceeds benefiting the Telluride Mountain Club's Opt-in for Trails program; in 2025, \$5,500 was donated. The 2026 calendar will highlight multiple local photographers and is being promoted through paid social channels. **T**



PUBLIC RELATIONS & INTERNATIONAL



The TTB's International efforts continued to be a high-value driver for Telluride in 2025, attracting travelers who stay longer, spend more, and amplify the destination's profile through earned media. Throughout the year, the TTB hosted and coordinated a series of media and travel trade visits that showcased the destination's luxury offerings, outdoor adventures, and vibrant local experiences.

Early in the year, Telluride welcomed a range of national and international press and travel trade, including *SKI Magazine*, *Travel + Leisure*,

Forbes, *Vogue*, and Australian tour operators, alongside endemic outlets such as *\$280*, *Powder*, and *On The Snow*. Hosting initiatives included multiple FAM trips, the Colorado Tourism Office Global Winter Safari, and pre- and post-conference visits tied to the Mountain Travel Symposium. These efforts resulted in high-value bookings, including several Australian families securing trips exceeding \$100,000 for the upcoming winter season.

The TTB also represented Telluride at key international and domestic events, including IPW Chicago, Australia's

Snow Expos, and the Mountain Travel Symposium, where lodging partners and TTB staff engaged with tour operators, media, and VIP stakeholders through meetings, trainings, and networking events. Notably, Telluride launched its inaugural international sales mission in Mexico City, bringing together lodging partners, travel advisors, and media in a series of trainings, VIP receptions, and press engagements, resulting in earned coverage in outlets such as *Rolling Stone* and *The Hollywood Reporter ESP*. These efforts were supported by a Colorado Tourism Office marketing matching

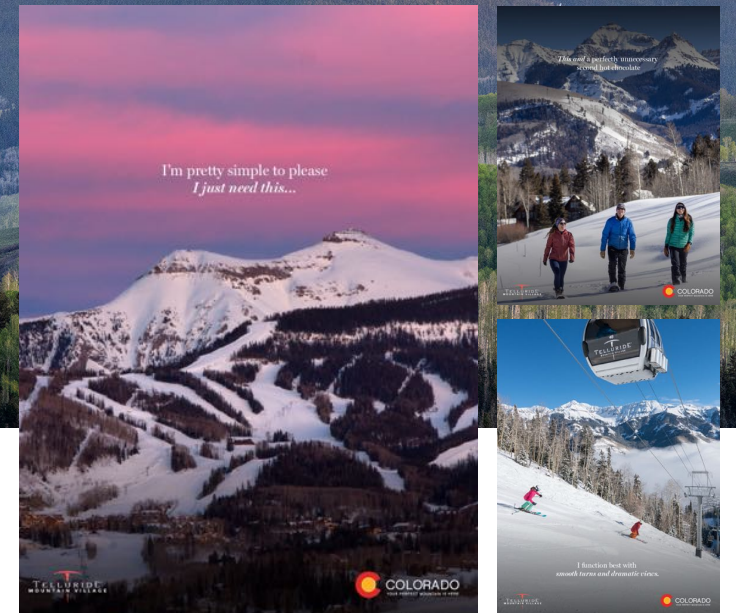
grant, amplifying digital and print campaigns in international markets to complement in-market initiatives.

In addition to these targeted campaigns, the TTB secured national and international media coverage highlighting Telluride's distinctive lifestyle offerings, including luxury accommodations, alpine adventures, and dining experiences. Ongoing collaborations with media outlets, tour operators, and international partners laid the groundwork for upcoming initiatives, including influencer and press visits in Mexico planned for early 2026.

Overall, the TTB's integrated

PR and international strategy in 2025 successfully elevated Telluride's profile, attracting high-value visitors, generating substantial earned media, and positioning the destination as a premier luxury and adventure market on both the national and global stage.

During the labor dispute and resort closure, the TTB managed a high volume of media inquiries, actively monitored and guided messaging when possible, and developed and distributed recovery-focused press releases to a database of more than 400 national and international media contacts. T



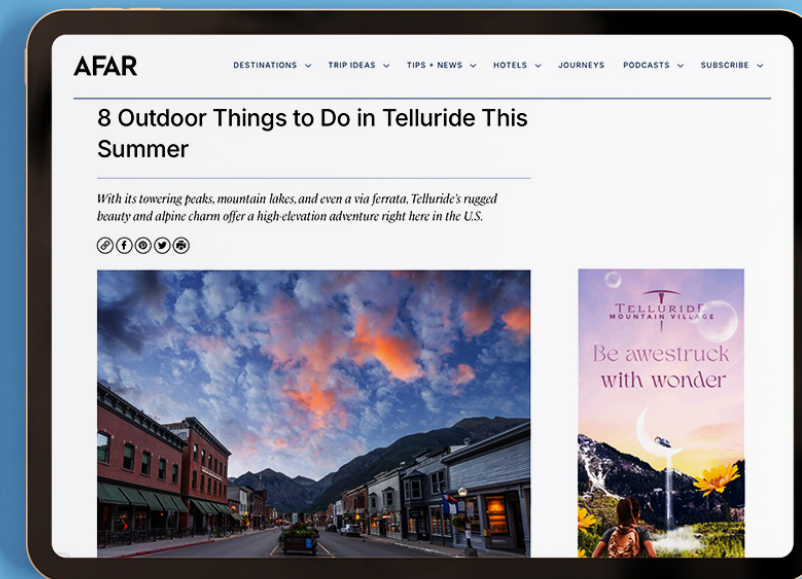
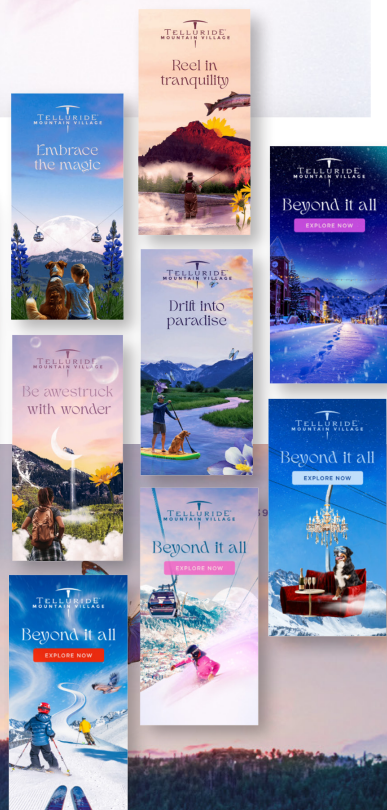
EARNED MEDIA 2025	
Online & Print: \$169 million	Television: \$2.84 million

DESTINATION MARKETING

Destination marketing efforts in 2025 focused on driving high-value visitation, maintaining strong brand awareness, and optimizing performance through strategic, data-driven campaigns. Across both winter and summer seasons, the TTB continued to evolve its award winning **Beyond It All** platform, leveraging refreshed creative and a diversified media mix to reach top-tier audiences in key air markets.

The year began with a highly successful national winter campaign, generating more than 43 million impressions and outperforming industry

benchmarks. Building on this momentum, the summer campaign launched in May with updated creative and an expanded market reach, including New York. Campaign tactics included programmatic digital display, Connected TV (CTV) on premium platforms, pre-roll video, paid social, and strategic print placements. Mid-year optimizations prioritized higher-quality audiences and premium inventory, reinforcing a “quality over quantity” approach. As a result, while overall impressions were more targeted, engagement remained strong, with summer performance exceeding industry benchmarks.



Regionally, paid social campaigns supported both summer and winter efforts, promoting local businesses, events, and experiences to visitors and residents. These campaigns consistently delivered strong engagement, with click-through rates well above industry standards and creative formats such as carousel and video driving the highest performance.

Planning for the winter season began early, with the campaign launching in mid-September, earlier than in previous years, to remain competitive in a crowded ski advertising landscape. The winter campaign continued the Beyond It All theme with new creative and a robust digital strategy, complemented by a high-impact print placement in Condé Nast Traveler’s November Readers’ Choice Awards issue, where Telluride was the only ski destination represented. By year-end, the

winter campaign had generated over 28 million impressions with an overall CTR of 0.80%, significantly exceeding the industry benchmark.

Despite the challenges of the labor dispute and resort closure, the TTB maintained consistent marketing efforts to preserve brand visibility and long-term demand. This continuity ensured Telluride remained top-of-mind with target audiences during a critical booking window. Building on this foundation, a targeted recovery marketing campaign was developed and launched in early 2026 to support the destination’s rebound and re-engage travelers.

Overall, the TTB’s integrated marketing strategy in 2025 successfully balanced performance, brand positioning, and adaptability, driving measurable results while strengthening Telluride’s position as a premier, year-round destination. T

2025 SUMMER CAMPAIGN
Impressions: 14,529,150
Click Through Rate: 1.01%
Video Completion Rate (VCR): 87%

2025/26 WINTER CAMPAIGN
Impressions: 128.5 million
Click Through Rate: 1.13%
Video Completion Rate (VCR): 85%

PERFORMANCE METRICS

KEY PERFORMANCE INDICATORS

Performance Indicator	2025 Results	2024 Results
1. Destination Occupancy	41% Total	43% Total (-5% YOY)
Mountain Village Occupancy	38% Total	40% Total (-3% YOY)
Telluride Occupancy	46% Total	49% Total (-6% YOY)
2. Average Daily Rate (ADR)*	\$670	\$667 (Flat YOY)
Mountain Village ADR	\$860	\$852 (+1% YOY)
Telluride ADR	\$489	\$490 (Flat YOY)
3. Tax Revenues		
Mountain Village Tax Revenues	\$7,701,202	\$7,882,011 (-2% YOY)
Telluride Tax Revenues	\$9,378,829	\$9,286,097 (+1% YOY)
4. Web Analytics	5.31 pages, 1:18 time on site, 18% bounce rate	3.72 pages, 1:01 time on site, 34.22% bounce rate
5. Paid Media Impressions	Summer: 14.5 million Winter: 128.5 million (includes recovery)	Summer: 21.5 million Winter: 43 million
6. Click Through Rates for Digital Media	Summer: 1.02% Winter: 1.13%	Summer: .68% Winter: .34%
7. Media Equivalencies	\$171,840,000	\$87,316,376
8. Air Load Factors	75%	73%
9. Visitor Center Traffic	16,175 Visitors	15,906 Visitors (+2% YOY)
10. Central Reservations	389 Bookings, \$1,196,839 Total Revenue	525 Bookings, \$1,292,801 Total Revenue
11. Visitor Data	883,995 Total Trips & 395,494 Overnight Trips	893,814 Total Trips & 414,383 Overnight Trips

MEASUREMENTS & GOALS

Performance Measures	Tracking Mechanisms	Target	Actuals
Web Analytics	Google Analytics	at or over industry benchmarks	Over benchmarks
Pages/Session		1.5	5.31
Average Session Duration		> 1 minute	1:18
Bounce Rate		<60%	18%
Marketing CTR*	Agency of Record Reports	At or over .1%(industry benchmark)	Summer: 1.02% Winter: 1.13%
Occupancy	KeyData	Increase by 2% YOY	5% decrease YOY
Tax Revenues	MuniRevs	Increase by 8% YOY	.5% decrease YOY

In 2025, the Telluride Tourism Board continued to support the destination through strategic marketing, public relations, and strong industry collaboration, with a focus on driving high-value visitation and promoting year-round engagement. These efforts contributed to sustaining Telluride and Mountain Village's visibility and appeal in a competitive landscape.

The TTB is grateful for the continued partnership with the Town of Mountain Village and the Town of Telluride, as well as the broader community, including local businesses, partners, and stakeholders, whose collaboration and support are essential to the destination's success.

Looking ahead, the focus remains on building upon this foundation, strengthening recovery efforts, refining strategies, and continuing to elevate the destination in an increasingly competitive landscape. As the destination moves through recovery in 2026, the TTB will remain focused on thoughtful, measured strategies that support the community and long-term sustainability.





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