



**Board of Directors Meeting
Wednesday, June 4, 2025
10 a.m.
Ah Haa Launchpad**

AGENDA

1. Call to Order/Roll Call
2. Review and approval of the March 4, 2025 meeting minutes (5 minutes)
3. Board & Organization (15 minutes)
 - Finance Committee update
 - TTB board seat on CFA
 - Board composition
 - Visitors Center lease
4. Team Updates (45 minutes)
 - Marketing
 - International & PR
 - Travel Trends & Metrics
 - Central Reservations & Guest Services
5. Construction communications & guest services (10 minutes)
6. Open Floor/ Public Q & A (10 minutes)



**Board of Directors Meeting
Wednesday, March 4, 2025
12:00 p.m.
Mountain Village Town Hall**

MEETING MINUTES

Attendees: Board Members: Wendy Basham, Danny Craft (Zoom), Kate Contillo (Zoom), Meehan Fee, Huascar (Rick) Gomez
Not Present: Tommy Thatcher
Staff: Allison Bills, Cody Crowe, Kiera Skinner, Tom Watkinson
Additional: James Mahoney (legal)

1. **Call to Order/Roll Call** – Board Chair Meehan Fee called the meeting to order at 12:04 p.m.
2. **Review and approval of the December 11, 2024 meeting minutes-** Rick Gomez motioned to approve. Wendy Basham seconded. Approved.
3. **Board Composition**
 - An empty seat currently available. Board discussed potential candidates.
 - Basham’s board seat terms out December 2025.
4. **Team Updates – Skinner, Bills, Watkinson, Crowe**
 - Marketing**
 - Winter campaign finishing up.
 - Over 33M impressions, .41%CTR
 - HSMAI Gold Adrian Award accepted in NYC in February
 - Website – Visitors down, engagement higher.
 - Organic Social – Over 101K followers on IG, 131 on FB.
 - Review of performance metrics for paid social, eblasts & Peak Sheet
 - International/PR**

- Recent hosting – Sno’n’Ski Mega FAM, CTO Global Winter Safari, International Agent FAM, SKI Mag
- Upcoming – MTS Pre-FAM, MTS international dinner, Denver media visits, Australia mission and Ski Expo, CTO media reception, IPW Chicago
- Media Hits – Forbes, Vogue, Powder, Huffington Post, etc.

Travel Trends & Lodging Metrics

- American travelers cautious to spend, decline in sentiment
- Review of Q1 lodging metrics and comparison to other Rocky Mountain states. Q1 Telluride/MV occupancy flat, ADR 3% up.
- Summer pace looking strong.
- Review of tax revenues

Central Reservations/Visitors Center

- Compared YOY Central Reservations bookings/revenue for 2024 and Q1.
- New product sales through Cen Res generated almost \$60K in sales for Q1.
- Visitors Center – decrease in foot traffic and calls in 2024 and Q1 2025, increase in online chats.

5. Open Floor/ Public Q & A

- Basham discussed Town of Telluride parking.

6. Meeting adjourned at 12:59 p.m.



WEDNESDAY
JUNE 4

10 AM
AH HAA
SCHOOL
LAUNCHPAD

BOARD OF DIRECTORS

MEETING

ALL ARE WELCOME!

Telluride Tourism Board Update

Marketing Program

International & PR

Travel Trends & Lodging Metrics

Central Reservations & Guest Services

WINTER MARKETING



Winter Campaign: :30 Video



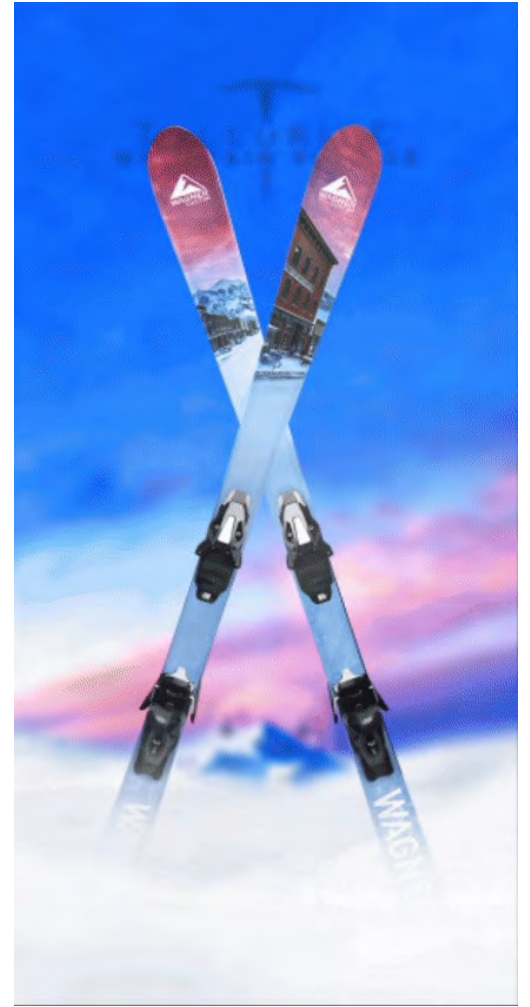
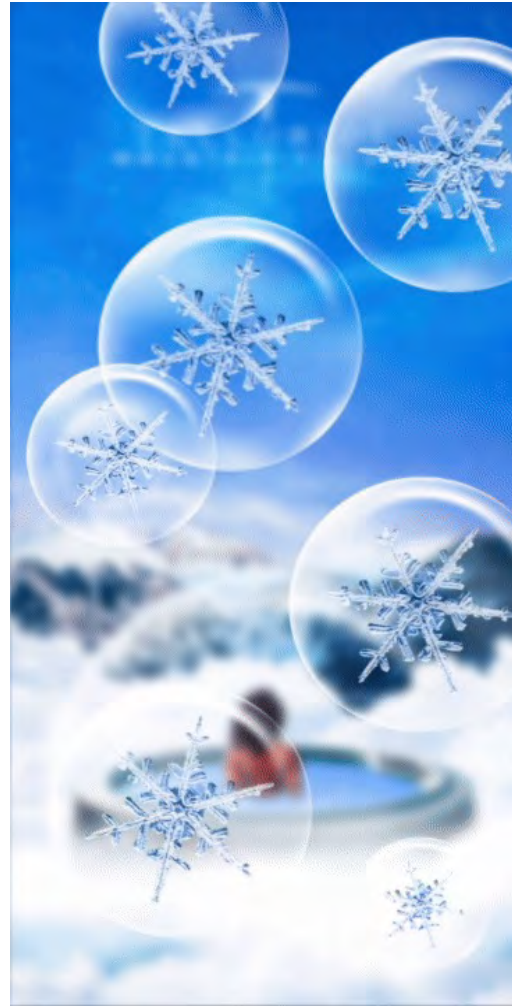
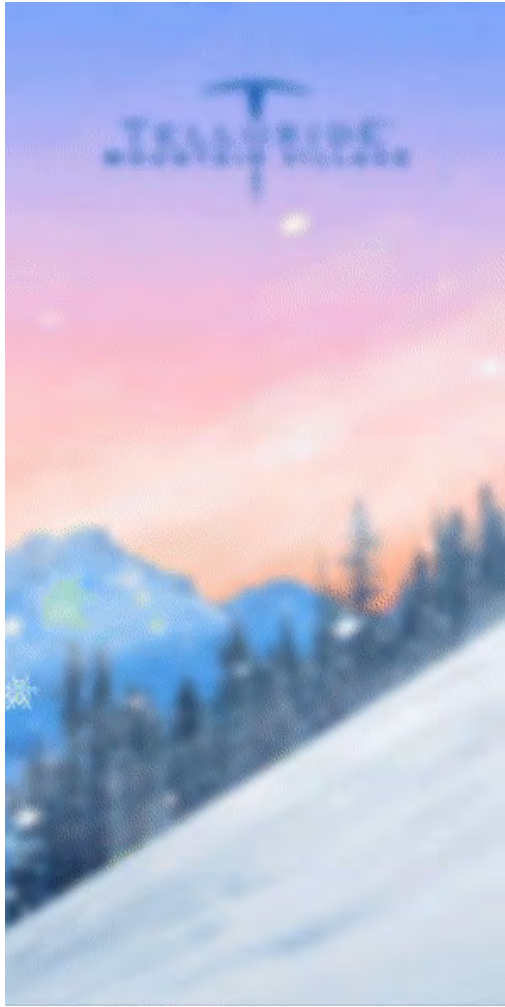


AFAR



- Full Page in Epic Trips issue (October)
- Highest average HHI in travel media.
- 84% of AFAR's audience are currently planning their next trip.

Winter Marketing: Digital



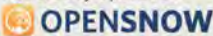
The Powder is Calling

Ski season has officially begun in Telluride/Mountain Village, with recent storms dropping plenty of fresh snow on the mountain and more on the way. If you're dreaming of powder turns, [now is the time to book your trip and find lodging deals](#) for what is setting up to be an exceptional winter.



Telluride Daily Snow Report is made available by the Colorado Flights Alliance and the Telluride Tourism Board.

Powered by OpenSnow



[Read this post at OpenSnow](#)

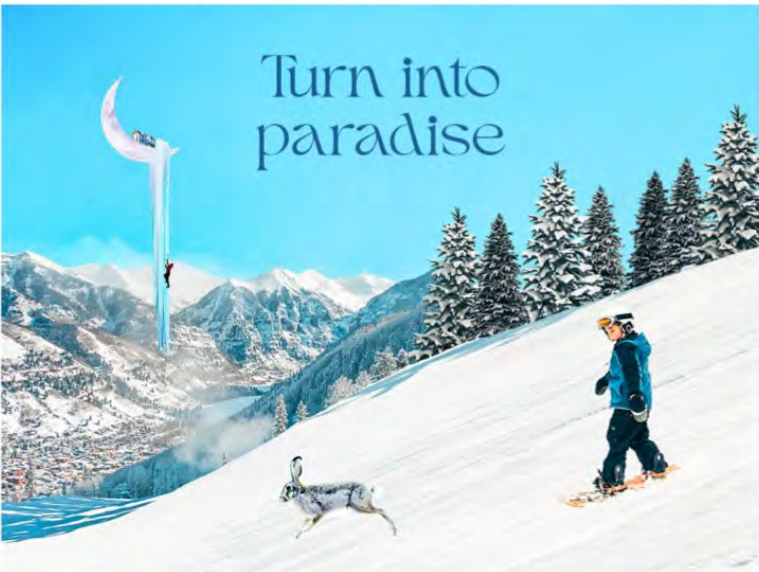


By Joel Gratz, Founding Meteorologist
3 hours ago
December 3, 2024 7:22am MST

Sunshine through Saturday, then snow is likely early next week

Sunny skies and comfortable temperatures will continue through the week, then it's likely that we'll see a refresh of snow on or around Monday, December 9.

Sponsored by Visit Telluride

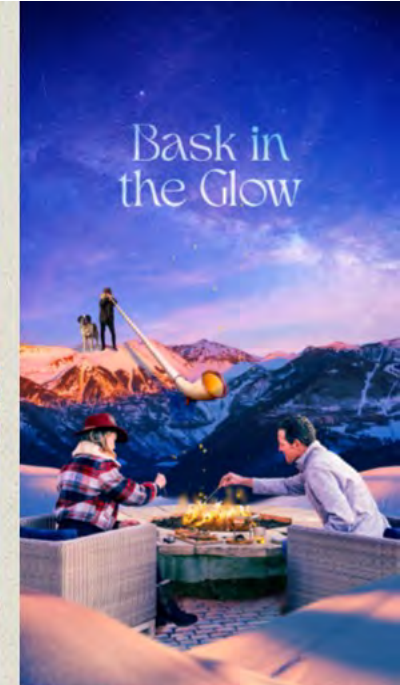


The Slopes Are Ready

Ski season has officially begun in Telluride/Mountain Village, as recent storms dropped plenty of fresh snow on the mountain—and even more is on the way. If you're dreaming of hitting the slopes, now's the time to [book your trip](#) and find lodging deals for what's setting up to be a fantastic winter.

[Hit The Slopes](#)

Winter Campaign: Regional Social





OVERALL MEDIA PERFORMANCE

\$520,149.13
Gross Budget

43,941,692
Impressions

150,073
Clicks

0.34%
CTR

88%
VCR

227,296
Site Conversions

1,664
Attributable
Trips

\$5MM
Estimated
Campaign
Impact

KH

DATAFY IMPACT SUMMARY

\$5MM

Total Campaign Impact

\$9.61

Gross Campaign ROAS

3.78x

More likely to visit the
destination after seeing our ads

\$3.7MM

in Incremental Impact

1,664

Attributable Trips

SUMMER MARKETING





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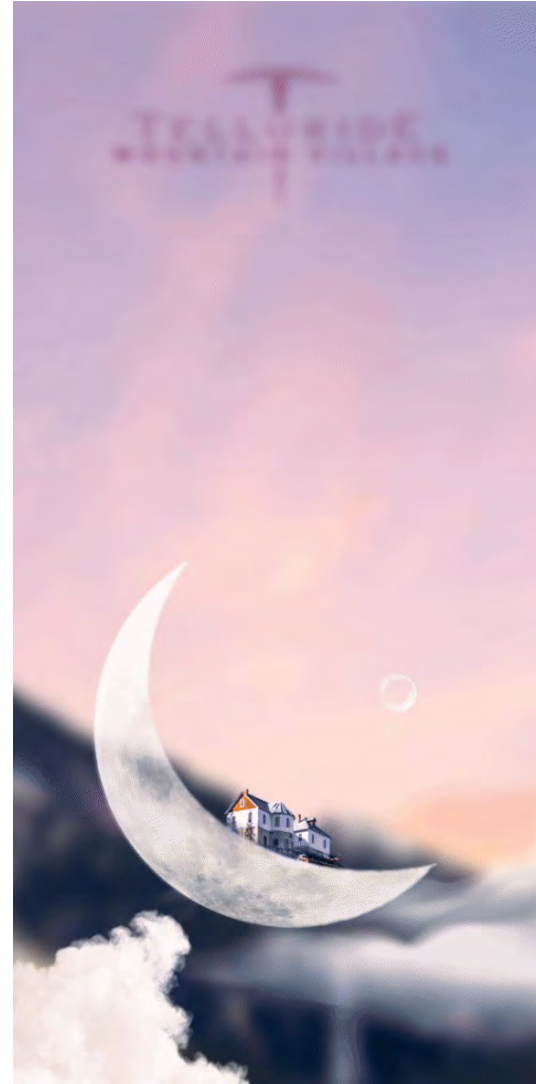
DRIFT INTO Paradise



Summer Marketing Campaign: National



Summer Marketing Campaign: National



Summer Marketing Campaign: Print - AFAR August Spread



Summer Marketing Campaign: National Proof of Performance

TRAVEL+LEISURE

TRIP IDEASDESTINATIONSWORLD'S BEST AWARDS

TIPS + PLANNINGHOTELS + RESORTSSHOPPING

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TELLURIDE MOUNTAIN VILLAGE

Beyond it all

EXPLORE NOW

FROM THE HOTEL DESK →

AFAR

DESTINATIONSTRIP IDEASTIPS + NEWS

HOTEL REVIEWS

There's an Incline With 5 Pools On Portland, Oregon Hotel

By John Wogen

TRAVEL INSPIRATIONOUTDOOR ADVENTURE

Quintessential Ski Week • May 21, 2025

8 Outdoor Things to Do in Telluride This Summer

With its towering peaks, mountain lakes, and even a via ferrata, Telluride's rugged beauty and alpine charm offer a high elevation adventure right here in the U.S.

The historic facades of downtown Telluride are united by the stunning San Juan mountains.

Ask any local what makes summer in Telluride so special, and they'll say it's the enchanting outdoor beauty. Nestled within a cathedral of jagged peaks and dramatic cliffs, the town of Telluride and

Traveller

INSPIRATIONDESTINATIONSPLACES TO STAYSTYLE & CULTUREFOOD & DRINKMORE

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READER'S CHOICE AWARDS SURVEY VOTE NOW

TELLURIDE MOUNTAIN VILLAGE

Beyond it all

EXPLORE NOW

STYLE & CULTURE

What to wear in Rome: 12 classic items to pack

Here is what you'll find in our fashion editor's suitcase when packing for Rome.

BY FLOBBIE THOMAS AND CHARLOTTE DAVEY

EATING & DRINKING

The most exciting foodie destination in the UK in 2025 might surprise you

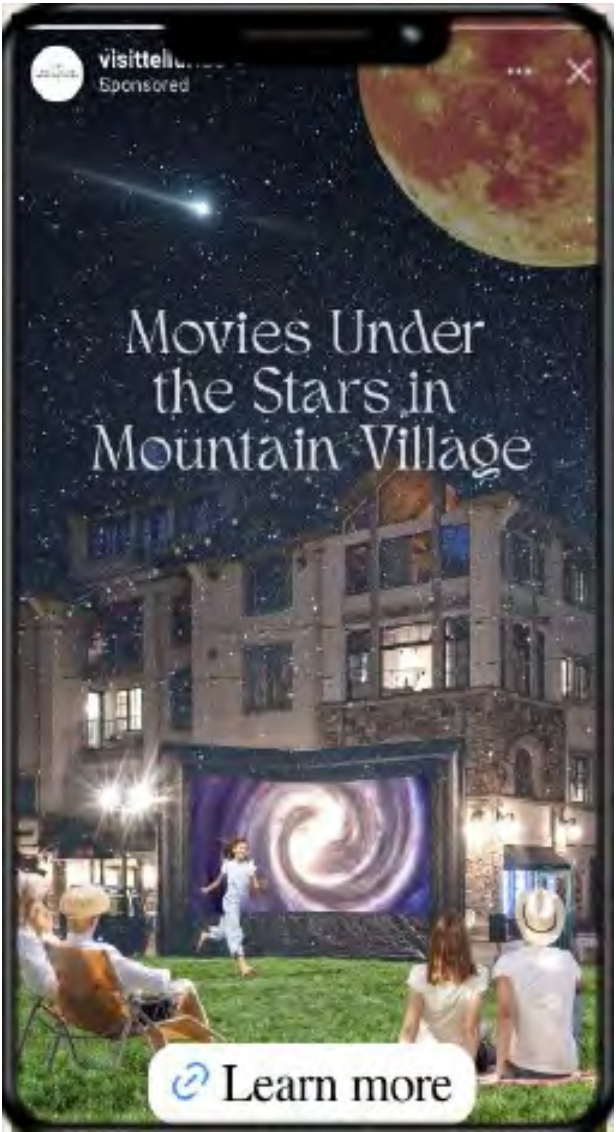
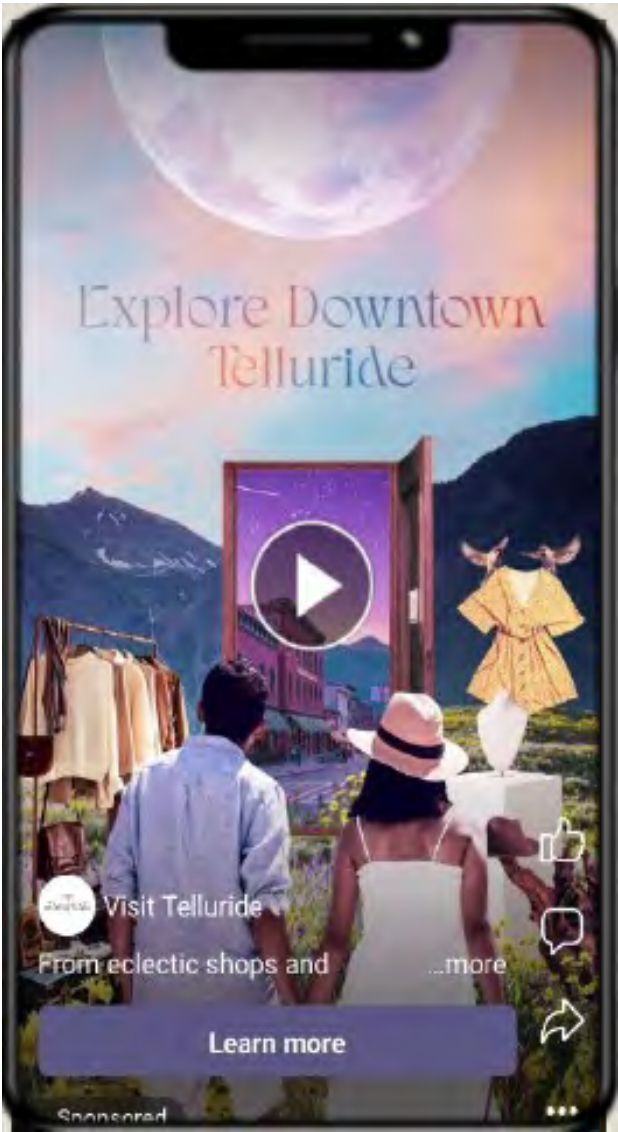
STYLE & CULTURE

The best libraries in London

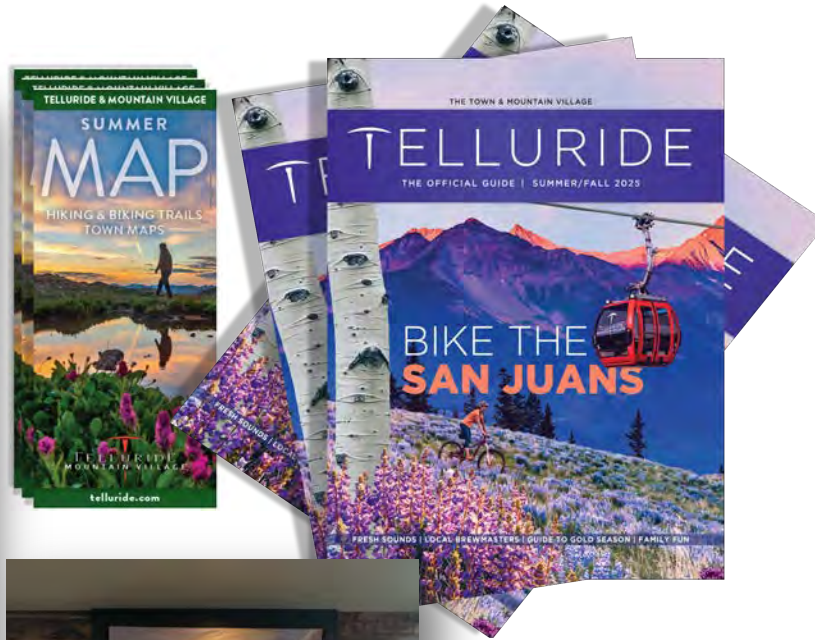
The hangouts bookworms need to know

BY MONISHA RAJESH

Summer Marketing: Regional Social



Summer Marketing: Internal Marketing



Summer Visitor Guide – On stands for Memorial Day/Mountainfilm

Summer Maps – Updated with new trails, e-bike restrictions, etc. On stands week of 5/22.

Summer Peak Sheet – Resumed May 21

Summer Marketing Campaign Local Out of Home – Gondola station kiosk wrap, Visitors Center banners.

Summer Marketing: Internal Marketing

Subject: Summer State of Mind 🌄
Preview Text: Soak in Mountain Vistas in Telluride



The Countdown to Summer Is On!



YTD Telluride.com Analytics

Users= 217K YTD

Engagement= +78% YOY

Revenue= +76% YOY at \$84,842

Eblasts

- Two May eblasts deployed pushing summer to an audience of 89K with a 21% open rate

Paid Social Stewardship Campaign

- Stewardship ads running with more specific messaging.
- Launching a refresh featuring Telluride Tom!

INTERNATIONAL & PR





International Efforts

Governor Polis proclaimed April 23, 2025 as Colorado-Mexico Friendship Day with an event at the Capitol.

United Airlines announced nonstop service from Denver to Mexico City starting this winter.

The TTB received a Colorado Tourism Office (CTO) \$75K Marketing Matching Grant for a digital marketing campaign and exclusive events in Mexico City to promote the winter 2025-2026 season.

Exclusive Telluride/Mountain Village Sales & Media Mission September 1-5, 2025

Travel Trade

- Trainings with travel agents and tour operators
- One-on-one business sessions with key industry partners
- Networking session to reinforce relationships with top trade reps, airlines and media

Media

- Engagement with specialized media
- Consumer media dinner with top-tier publication editors

Digital Marketing Campaign August – November 2025

- SEO/PPC Program
- Digital Advertising – paid social, retargeting, display
- Partnerships with Mexican Media Outlets

THINK LIKE A NEW MAN
LIFE AND STYLE

Quién

Forbes MÉXICO

HOTBOOK



International & PR Efforts

Recent

CTO Global Winter Safari
International Agent FAM
SKI Magazine
Sno'n'Ski Mega FAM
MTS Pre-FAM
MTS International Dinner

Upcoming

Australian Mission & Ski Expo – May 14 – 24
IPW Chicago – June 14 – 18
Exclusive Telluride/Mountain Village Mexico Mission –
September

TRAVEL TRENDS & LODGING METRICS



Welcome To The 'Uncertainty' Economy



Sources: MMGY, Future Partners, Tourism Economics

Glass Half Empty:

- 57% of American travelers expect an economic recession in the next 6 months (15 point increase in 2 months)
- 80% of U.S. consumers say their travel behavior will change as a result of recent financial news.
- Slight drop in travel intentions over the next 12 months (-4%)

Glass Half Full:

- Air travel is holding steady.
- Although U.S. inbound international arrivals are down, Denver is about flat YOY.
- With the potential decline in international outbound travel, domestic travel may increase.
- Destinations with higher HHI demos are expected to be more insulated from a forecasted tourism decline.



FINANCE

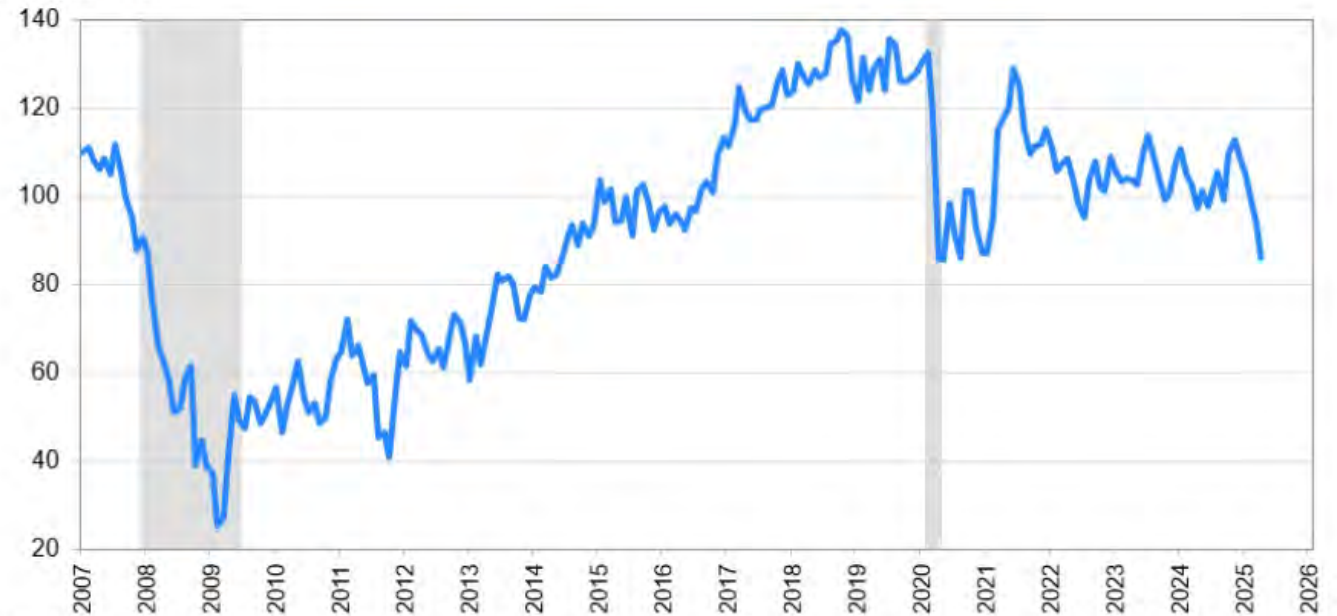
Wealthy consumers upped their spending last quarter, while the rest of America is cutting back

PUBLISHED MON, APR 28 2025-12:31 PM EDT | UPDATED MON, APR 28 2025-12:42 PM EDT

- Lower-income earners are reining in their transactions to focus on essentials, while the wealthy continue to spend freely on perks including dining out and luxury travel, according to first-quarter results from U.S. credit card lenders.

Consumer Confidence Index®

Index, 1985 = 100



*Shaded areas represent periods of recession.
Sources: The Conference Board; NBER
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Sources: CNBC, The Conference Board

Lodging Metrics: Winter Actuals



Destination

ADR ⓘ			Adjusted Paid & Owner Occupancy ⓘ			Adjusted RevPAR ⓘ			Adjusted Paid Occupancy % ⓘ		
\$850	▼1%	\$855	52.5%	▼1%	52.8%	\$389	▼0%	\$390	45.8%	▲0%	45.7%
primary		compare	primary		compare	primary		compare	primary		compare

Mountain Village

ADR ⓘ			Adjusted RevPAR ⓘ		
\$1.1k	▲1%	\$1k	\$466	▲1%	\$463
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
52.1%	▼1%	52.5%	42.1%	▼0%	42.3%
primary		compare	primary		compare

Telluride

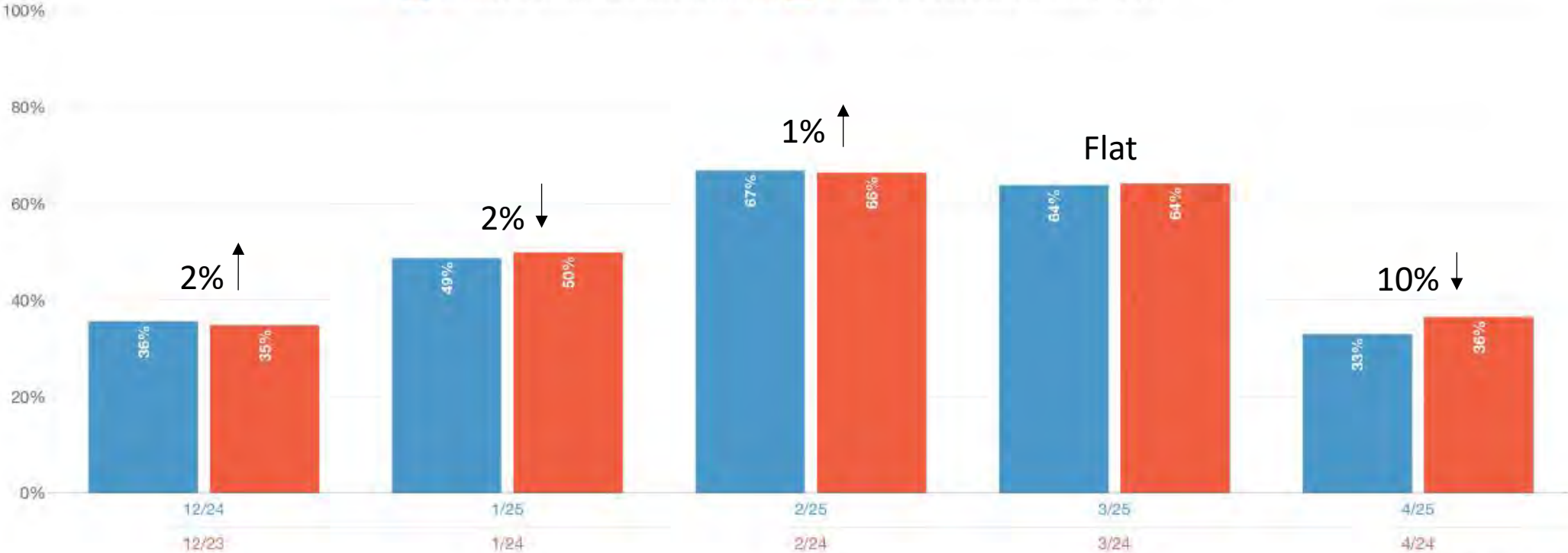
ADR ⓘ			Adjusted RevPAR ⓘ		
\$700	▼1%	\$710	\$341	▼1%	\$344
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
53.1%	▼0%	53.2%	48.8%	▲1%	48.5%
primary		compare	primary		compare

Lodging Metrics: Winter Monthly Actuals



Adjusted Paid & Owner Occupancy

12/1/2024 to 4/6/2025 as of 5/29/2025 | 52.3% 12/1/2023 to 4/6/2024 as of 5/30/2024 | 52.8%



Copyright Key Data, LLC 2025
Created: 5/29/25 15:05 PM
Data Source: VR (Direct)
Market(s): Telluride and Mountain Village
Filter(s): none



Destination

ADR ⓘ			Adjusted Paid & Owner Occupancy ⓘ			Adjusted RevPAR ⓘ			Adjusted Paid Occupancy % ⓘ		
\$517	▼6%	\$552	37.1%	▲4%	35.6%	\$144	▼1%	\$146	27.9%	▲6%	26.4%
primary		compare	primary		compare	primary		compare	primary		compare

Mountain Village

ADR ⓘ			Adjusted RevPAR ⓘ		
\$650	▼3%	\$670	\$129	▼3%	\$132
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
35.4%	▲5%	33.8%	19.8%	▲0%	19.7%
primary		compare	primary		compare

Telluride

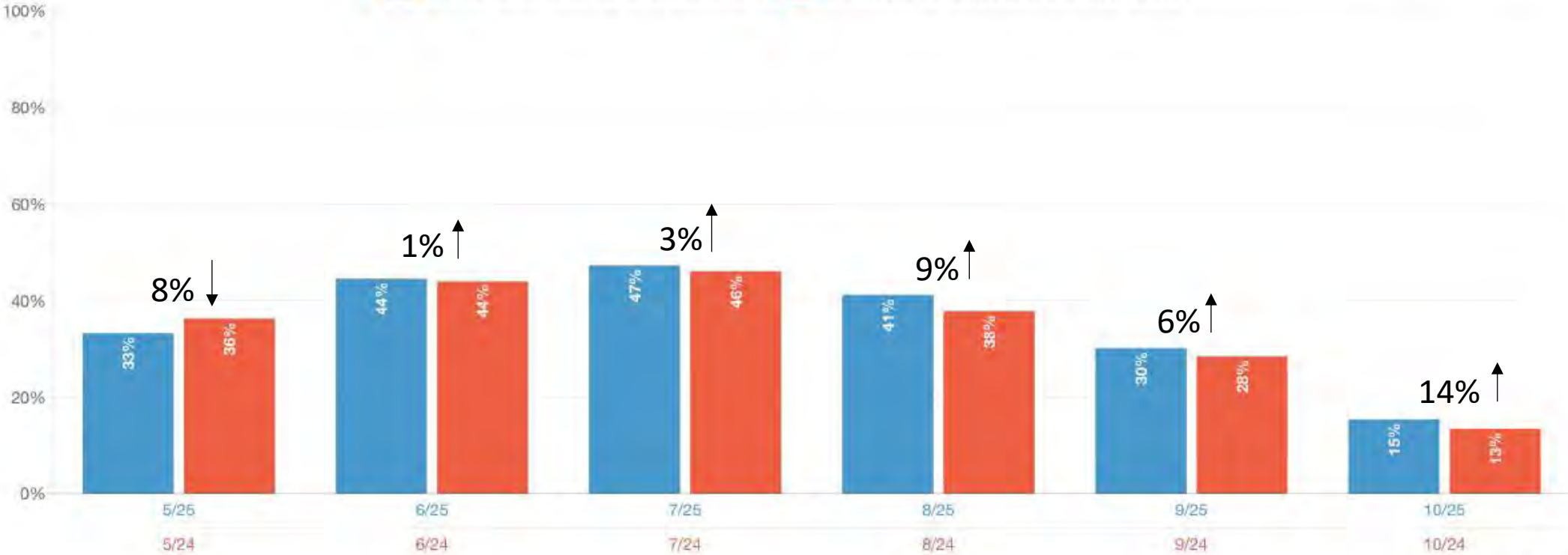
ADR ⓘ			Adjusted RevPAR ⓘ		
\$463	▼7%	\$500	\$153	▼2%	\$156
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
38.3%	▲3%	37.1%	33.0%	▲6%	31.2%
primary		compare	primary		compare

Lodging Metrics: Summer Monthly Pace



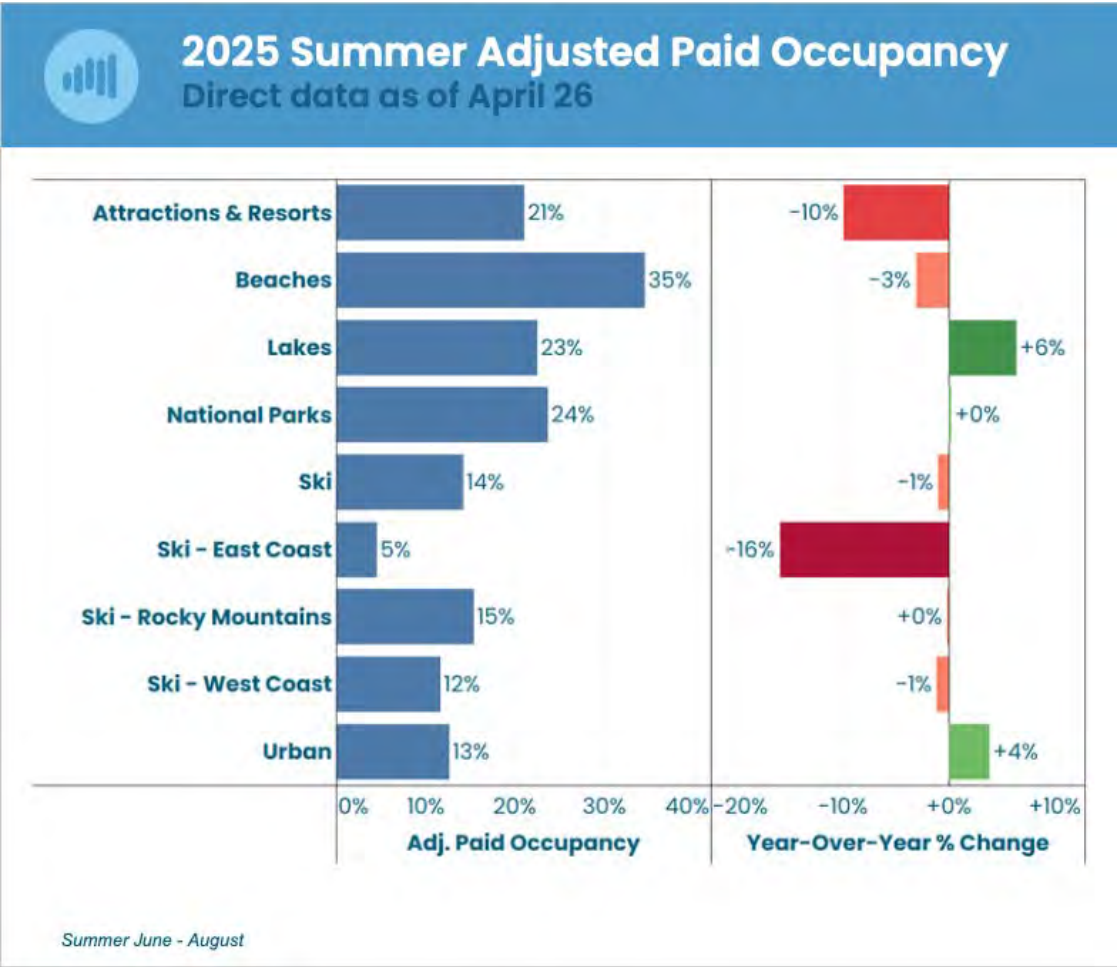
Adjusted Paid & Owner Occupancy

5/22/2025 to 10/19/2025 as of 5/29/2025 | 37.1% 5/22/2024 to 10/19/2024 as of 5/30/2024 | 35.6%



Copyright Key Data, LLC 2025
Created: 5/29/25 15:05 PM
Data Source: VR (Direct)
Market(s): Telluride and Mountain Village
Filter(s): none

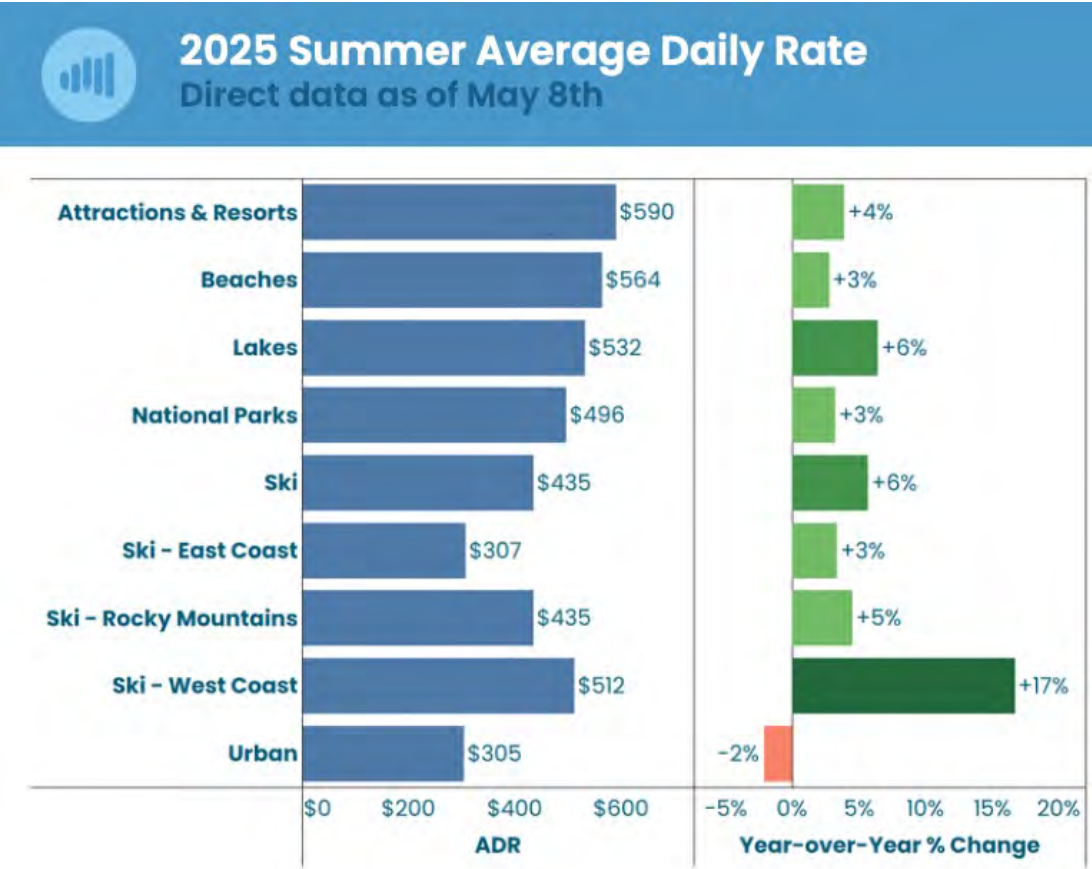
Lodging Metrics: Telluride/Mountain Village vs. Other Destinations



Telluride/Mountain Village Paid Occupancy = 21% (+4%)

Source: Key Data

Lodging Metrics: Telluride/Mountain Village vs. Other Destinations

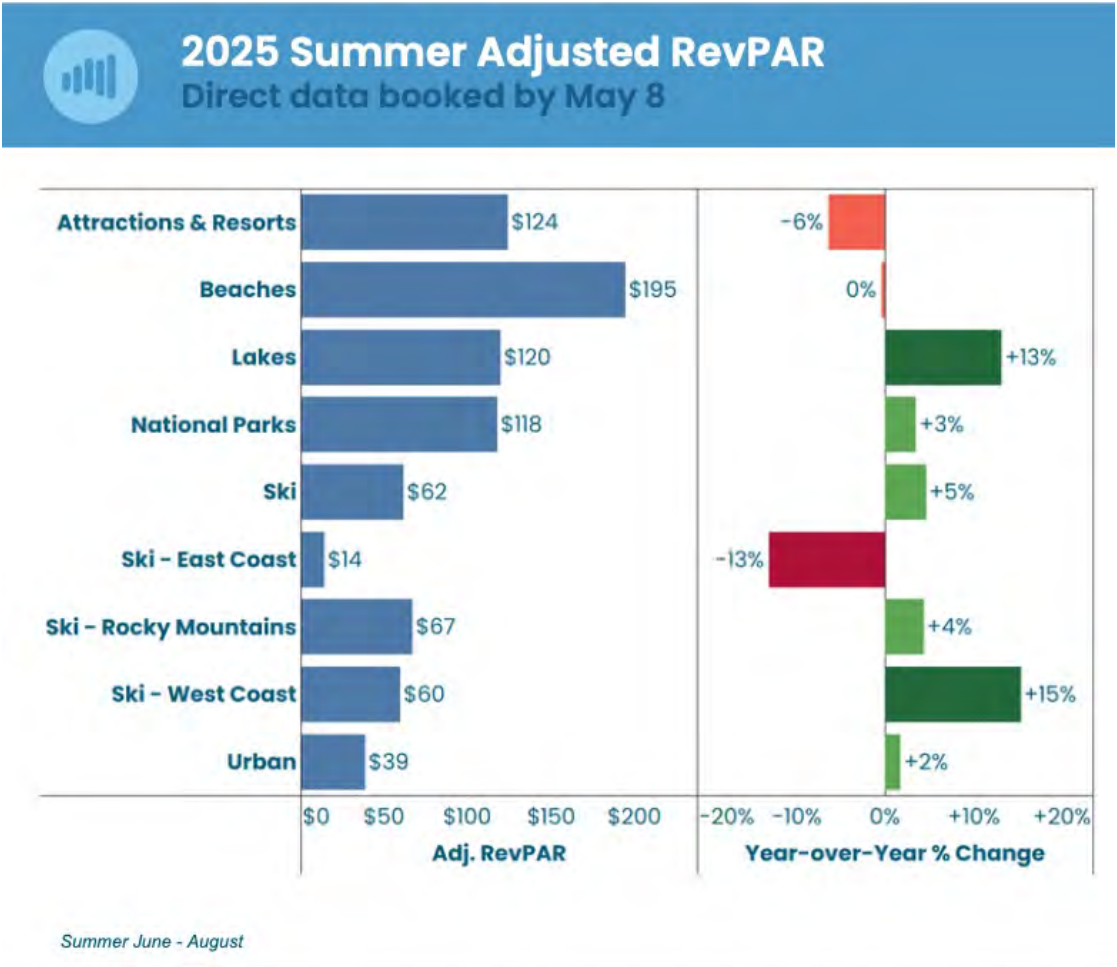


Summer June - August

Telluride/Mountain Village ADR = \$556 (-3%)

Source: Key Data

Lodging Metrics: Telluride/Mountain Village vs. Other Destinations

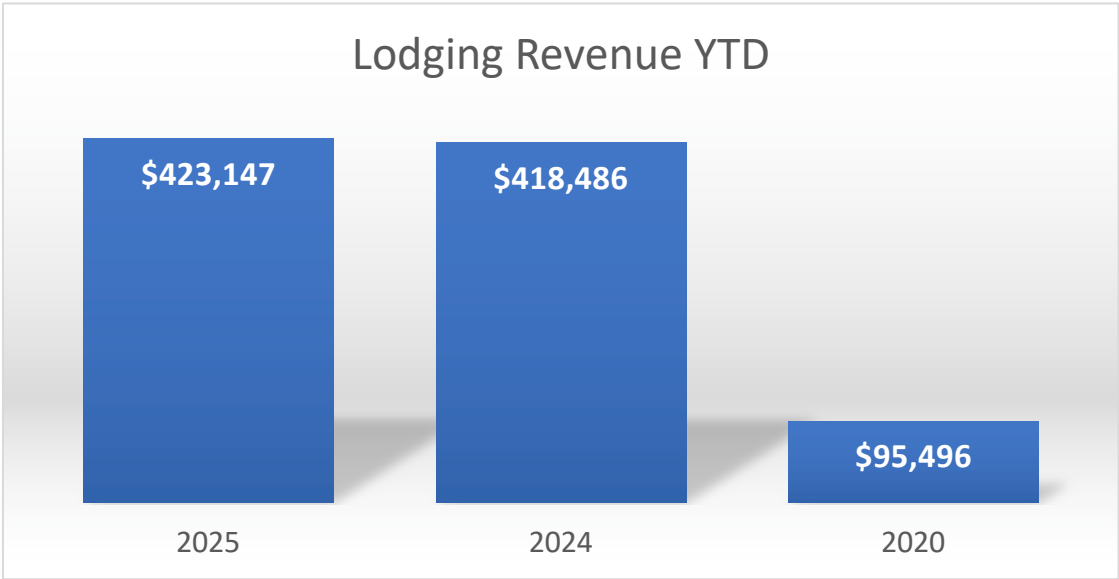
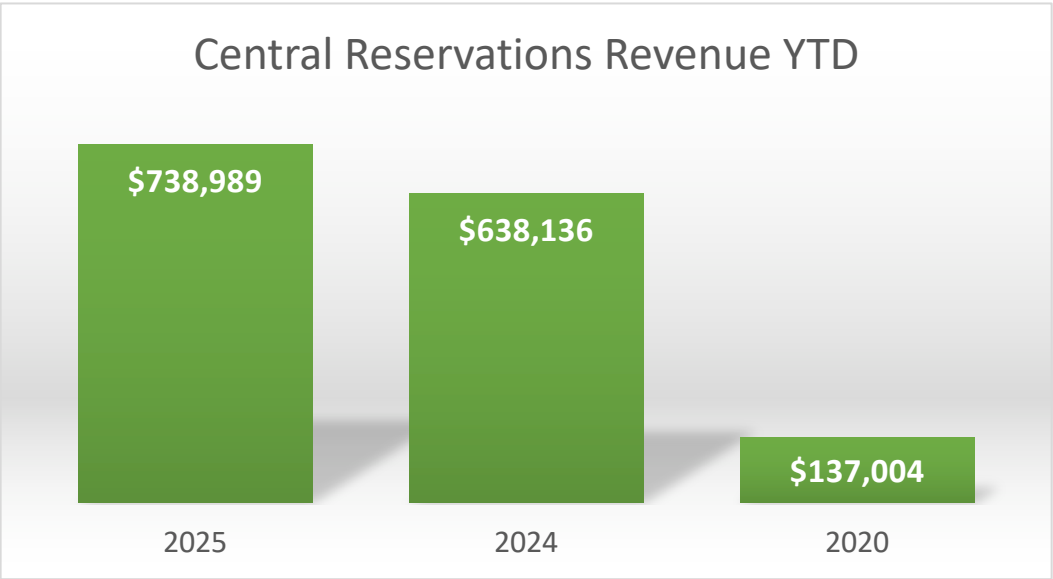


Telluride/Mountain Village RevPAR =
\$129 (+1%)

Source: Key Data

CENTRAL RESERVATIONS & GUEST SERVICES



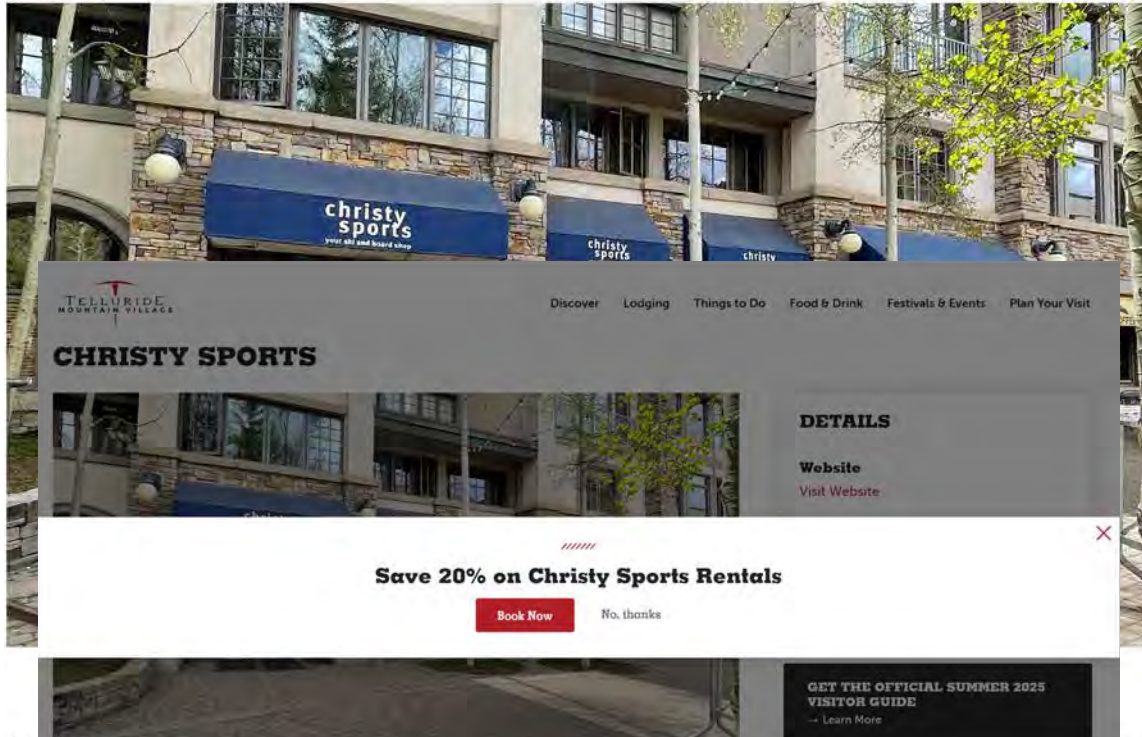


2025 YTD Booking Revenue = 16% YOY increase
2025 YTD Lodging Revenue = 4% YOY increase



[Discover](#) [Lodging](#) [Things to](#)

CHRISTY SPORTS



Christy Sports has you covered for winter and summer rentals with locations in both Telluride and Mountain Village.

Christy Sports has been doing business in Colorado and Utah since 1958. They are committed to providing their customers with the best ski and snowboard products at great values with the highest standards in

Central Reservations Product Sales:

- Actively booking discounted gear and activities on Telluride.com with earned commissions.
- YTD Sales = \$121,132.00
- Adding in additional Summer Partners



2025 YTD Stats

- Welcomed 2,366 visitors, a 35% YOY decrease
- Assisted 4,043 guests by phone, a 21% YOY decrease
- Conducted 489 online chats, a 17% increase

Thank you!



Next Board of Directors Meeting:
Wednesday, September 10
11 a.m.
Mountain Village Town Hall