



**Board of Directors Meeting  
Wednesday, March 4, 2026  
11 a.m.  
Mountain Village Town Hall**

**AGENDA**

1. Call to Order/Roll Call – Board Vice Chair, Danny Craft
2. Approval of the December 3, 2025 meeting minutes
3. Board & Organization (30 minutes)
  - Board Composition
    - Welcome Town of Telluride appointed officer, Ashley Von Sprecken
    - Consideration and possible action regarding open Board vacancy
    - Election of Board Chair
  - Finance Committee Update
4. Team Updates (45 minutes)
  - Labor Dispute/Resort Closure & Recovery
  - Marketing & PR
  - Travel Trends & Metrics
  - Central Reservations & Guest Services
5. Open Floor/ Public Q & A (10 minutes)
6. Adjourn



**Board of Directors Meeting  
Wednesday, December 3, 2025  
10 a.m.  
Ah Haa School for the Arts Launchpad**

**MEETING MINUTES**

**Attendees:** Meehan Fee, Danny Craft, Huascar (Rick) Gomez, Kate Contillo, Wendy Basham. Not present: Tommy Thatcher

**Staff:** Allison Bills, Cody Crowe, Kiera Skinner, Tom Watkinson

**Additional:** Vicki Law (Accountant), Jim Mahoney (Legal)

- 1. Call to Order/Roll Call** - Board Chair Meehan Fee called the meeting to order at 10:06 a.m.
- 2. Review and approval of the September 10, 2025 meeting minutes** - Danny Craft motioned, Rick Gomez seconded. Unanimously approved.
- 3. Board Composition**
  - Wendy Basham - Thank you and farewell to Wendy Basham (2019-2025)
  - A motion was made by Basham and seconded by Craft to elect Andres Vargas as an officer on the board. Unanimously approved.
- 4. Election of Officers**
  - A motion was made by Craft and approved by Gomez with unanimous approval:
    - Chair – Meehan Fee
    - Vice Chair – Danny Craft
    - Treasurer – Huascar (Rick) Gomez
    - Secretary – Kate Contillo

## **5. Review and Approval of 2026 Budget**

- Overview of income & expenses.
- A motion was made by Gomez and seconded by Craft to approve the 2026 budget. Unanimously approved.

## **6. Team Updates**

- Travel Trends and Metrics - Skinner
  - Luxury destinations are still attracting the recession-proof travelers
  - Summer - Down 3% in total occupancy and paid occupancy, but ADR was up 2%. 1% decrease in RevPAR.
  - Winter - Total occupancy pacing 1% down, paid occupancy down 5%. ADR is up 1%. Holidays are down 4%.
  - Tax revenues - TOT up 5% through August, TOMV is up 2% through September.
  - Camp Alderwild - \$3.4m impact. Forecast for 2026 would be over \$8m.
- Marketing - Skinner
  - Winter campaign review
    - November metrics - 21 million impressions, .92% CTR, 85% VCR,
  - America 250 - Colorado 150 - Drone show over Film Festival weekend.
- Marketing & Collateral - Bills
  - Social organic reach remains steady
  - Eblasts
  - Business and event support, including Visitor Guides, maps, holiday events
- International and PR - Watkinson
  - CTO Grant Funded Marketing Campaign
  - Incoming media for winter
- Central Reservations and Guest Services - Crowe
  - Increases in bookings and revenue YOY
  - Gear and activities generated extra revenue
  - Slight increase in foot traffic to Visitors Center
  - Phone calls have decreased, while chats have increased YOY

## **7. Potential Ski Patrol Strike Action Plan Discussion**

- Marketing and PR
- Alternative Activities
- Guest Experiences - other activities sheet

**8. 2026 Board Meeting Schedule**

- March 4, June 3, September 9, November 18

**9. Open Floor/Public Q&A - N/A**

**10. Fee adjourned the meeting for Executive Session at 11:49 a.m.**

**11. Executive Session - At 11:49 a.m. the Board went into Executive Session**

- a. Board members and staff discussed policies and other items pursuant to the Board's executive session policy.

**BOARD OF DIRECTORS**

# MEETING



**WEDNESDAY**

**MARCH 4**

**11 AM**

**MOUNTAIN VILLAGE  
TOWN HALL**

**ALL ARE WELCOME!**

# LABOR DISPUTE/RESORT CLOSURE & RECOVERY EFFORTS



# Labor Dispute/Resort Closure Business & Guest Support



Dear Telluride and Mountain Village Business Community,

On the evening of December 23, the Telluride Professional Ski Patrollers Association announced a planned work stoppage at Telluride Ski Resort, scheduled to begin on December 27, 2025. This action stems from ongoing contract negotiations related to compensation between the patrollers' union and the resort. As a result, Telluride Ski Resort announced that it will close the resort on Saturday, December 27, as they work to develop a plan that allows for a safe opening as soon as possible.

To ensure clear and consistent communication with our guests, the Telluride Tourism Board (TTB) will serve as the primary point of coordination for external messaging related to the strike. The TTB will develop messaging that businesses and lodgers can use for outreach. This communication is designed to be transparent and informative while maintaining a positive tone that encourages visitors to enjoy the full breadth of experiences our destination offers.

Attached is the initial message and alternative activity sheet intended for guests with bookings during the anticipated strike period. The TTB will be sending this communication immediately to all guests who booked through Telluride Central Reservations for the holiday timeframe, and it will also be posted on Telluride.com. We encourage you to personalize this messaging, particularly the section offering itinerary support, and share it with your holiday visitors.

Also attached is Telluride Ski Resort's refund information document, should you wish to share those details with your guests.

We will continue to closely monitor the situation and update messaging as needed.

While this is a challenging moment for our destination, it is essential that we work together to provide a cohesive, welcoming, and high-quality experience for our guests.

Please don't hesitate to reach out with any questions, and thank you for your continued partnership and collaboration.

Sincerely,

The Telluride Tourism Board Team



Dear Valued Guest,

On the evening of December 23, the Telluride Professional Ski Patrollers Association announced a planned work stoppage at Telluride Ski Resort, scheduled to begin on December 27, 2025. This action stems from ongoing contract negotiations related to compensation between the patrollers' union and the resort. As a result, Telluride Ski Resort announced that it will close the resort on Saturday, December 27, as they work to develop a plan that allows for a safe opening as soon as possible.

While ski operations will be disrupted, Telluride and Mountain Village remain a premier destination for the holiday season, with our historic downtown and modern village providing the breathtaking backdrop of the San Juan Mountains.

Guests can enjoy a wide range of winter experiences, including snowmobiling, snowshoeing, ice skating, heli-skiing, and more. Arts, culture, and history enthusiasts can explore our vibrant gallery scene, participate in a historical walking tour, take art classes, or enjoy programming at our award-winning library, or attend live performances at local venues. Exceptional shopping and dining abound, offering independent boutiques and diverse dining experiences for every palate.

We understand that your vacation experience may look different than originally planned; however, the warmth of our community and the spirit of Telluride remain unchanged. We invite you to discover the many ways our destination continues to offer a memorable and meaningful holiday season.

An alternate activity guide is attached to help inspire your visit, and we encourage you to explore our website for additional ideas. Our team is also happy to curate a personalized Telluride & Mountain Village itinerary tailored to your interests.

We look forward to welcoming you this holiday season and sincerely appreciate your understanding, and continued loyalty.



## FAT BIKING RENTALS & TOURS

Box Canyon Bicycles - 970-728-2946  
San Juan Outdoor Adventures - 970-728-4101

### WHERE TO GO

Valley Floor, Mountain Village Trails, Bear Creek

## FLY FISHING

### GUIDES

Telluride Fly Fishers - 970-728-4440  
Telluride Outside - 970-728-3895

### WHERE TO GO

San Miguel River

## HELI-SKIING

### GUIDES

Telluride Helitrax - 970-728-8377

## ICE CLIMBING

### GUIDES

Mountain Trip - 970-369-1153  
San Juan Outdoor Adventures - 970-728-4101  
Telluride Mountain Guides - 970-708-0260

### WHERE TO GO

Bear Creek, Ames, Bridal Veil, Ouray Ice Park

## ICE SKATING

### RINKS

Hanley Ice Rink in Town Park - 970-728-2173  
Madeline Hotel Ice Rink - 970-369-0880  
Outdoor Rinks in Town Park (Opening date TBD) - 970-728-2173  
Village Pond & Elk Lake

### RENTALS

Madeline Hotel Ice Rink - 970-369-0880  
Town Park Nordic Center - 970-728-1144

## NORDIC SKIING

### RENTALS

Nordic Center in Town Park - 970-728-1144  
Christy Sports Main Street - 970-718-0130

### GUIDES

Stellar Tours - 970-708-5099

### WHERE TO GO

Valley Floor, Telluride Town Park, Trout Lake, Priest Lake, Mountain Village Trails

## SLEDDING

### RENTALS

Nordic Center in Town Park - 970-728-1144

### WHERE TO GO

Firecracker Hill in Town Park

## SLEIGH RIDES

### GUIDES

Telluride Horseback Adventures - 970-728-9611  
Telluride Sleighs and Wagons - telluridesleighs@gmail.com  
Telluride Wranglers at Schmid Ranch - 970-708-7014

## SNOWMOBILING

### GUIDES

Telluride Outfitters - 970-728-4475  
Telluride Outside - 970-728-3895

## SNOWSHOEING

### GUIDES

San Juan Outdoor Adventures - 970-728-4101  
Stellar Tours - 970-708-5099  
Telluride Ski Resort Adventure Center - 970-728-7433

### RENTALS

Nordic Center in Town Park - 970-728-1144

### WHERE TO GO

Trout Lake, Priest Lake, Mountain Village, Top-A-Ten



## ARTS & CRAFTS

### WHERE TO GO

Ah Haa School for the Arts: 155 W. Pacific Ave., 970-729-3886  
Telluride Arts: 135 W. Pacific Ave., 970-728-3930  
Wilkinson Public Library: 100 W. Pacific Ave., 970-728-4519

## CULINARY CLASSES

### WHERE TO GO

Ah Haa School for the Arts: 155 W. Pacific Ave., 970-729-3886

## DINING

### WHERE TO GO

For a full list of restaurants, visit [Telluride.com/dining](http://Telluride.com/dining)

## GALLERIES

### WHERE TO GO

For a full list of galleries, visit [Telluride.com/galleries](http://Telluride.com/galleries)

## GONDOLA

### WHERE TO GO

Ride the gondola from Telluride to Mountain Village and back again! For more information, visit [Telluride.com/gondola](http://Telluride.com/gondola)

## HISTORY

### WHERE TO GO

Telluride Historical Museum, 201 W. Gregory Ave., 970-728-3344

## KIDS

### WHERE TO GO

Ah Haa School for the Arts: 155 W. Pacific Ave., 970-729-3886  
Telluride Historical Museum, 201 W. Gregory Ave., 970-728-3344  
The Drop Boardshop: 123 S. Oak St., 970-708-0688  
Wilkinson Public Library: 100 W. Pacific Ave., 970-728-4519

## MUSIC & THEATRE

### WHERE TO GO

Palm Theatre: 721 W. Colorado Ave., 970-369-5669  
Sheridan Opera House: 110 N. Oak St., 970-728-6363  
Telluride Conference Center: 580 Mountain Village Blvd., 435-901-1303  
The Alibi: 121 S. Fir St., 970-729-8930  
The Moon at O'Bannon's: 138 E. Colorado Ave., 970-728-6139

## NIGHTLIFE

### WHERE TO GO

For a full list of bars, visit [Telluride.com/nightlife](http://Telluride.com/nightlife)

## SHOPPING

### WHERE TO GO

For a full list of shops, visit [Telluride.com/dining](http://Telluride.com/dining)

## SPAS & MASSAGE

### WHERE TO GO

For a full list of spas, visit [Telluride.com/spas](http://Telluride.com/spas)

FOR MORE INFORMATION, GO TO  
[TELLURIDE.COM](http://TELLURIDE.COM)



MV Council



## **TELLURIDE SKI PATROL STRIKE**

We are pleased to share that Telluride Ski Resort and the Telluride Professional Ski Patrollers Association reached an agreement on January 8, and the strike has officially ended. On Saturday, January 10, the ski resort reopened, with additional lifts and terrain opening daily. Please stay tuned as more of the mountain continues to open as quickly as possible.

- Web Updates
- Social Media Management
- Comms & PR Management
- Guest Services/Central Reservations

# Recovery Efforts

|   |                                      |         |
|---|--------------------------------------|---------|
| Joint Town Council Meeting                    | Update                               | 1/7/26  |
| Mountain Village Merchant Meeting             | Update                               | 1/13/26 |
| TMVOA   | Update & Recovery Marketing Proposal | 1/14/26 |
| Mountain Village Town Council                 | Update & Recovery Marketing Proposal | 1/15/26 |
| Telluride Town Council Meeting                | Update & Recovery Marketing Proposal | 1/20/26 |
| TMVOA   | Recovery Marketing Proposal          | 1/22/26 |
| Mountain Village Town Council Special Meeting | Recovery Update                      | 1/28/26 |
| Mountain Village Merchant Meeting             | Recovery Update                      | 2/10/26 |
| Telluride Merchant Meeting                    | Recovery Update                      | 2/10/26 |
| Mountain Village BDAG Meeting                 | Recovery Update                      | 2/26/26 |

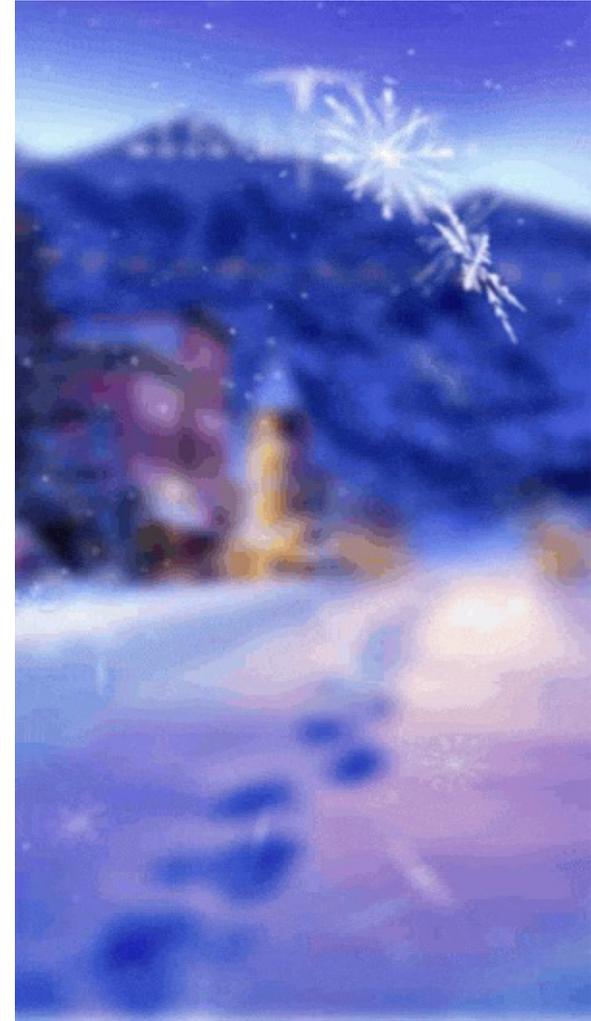
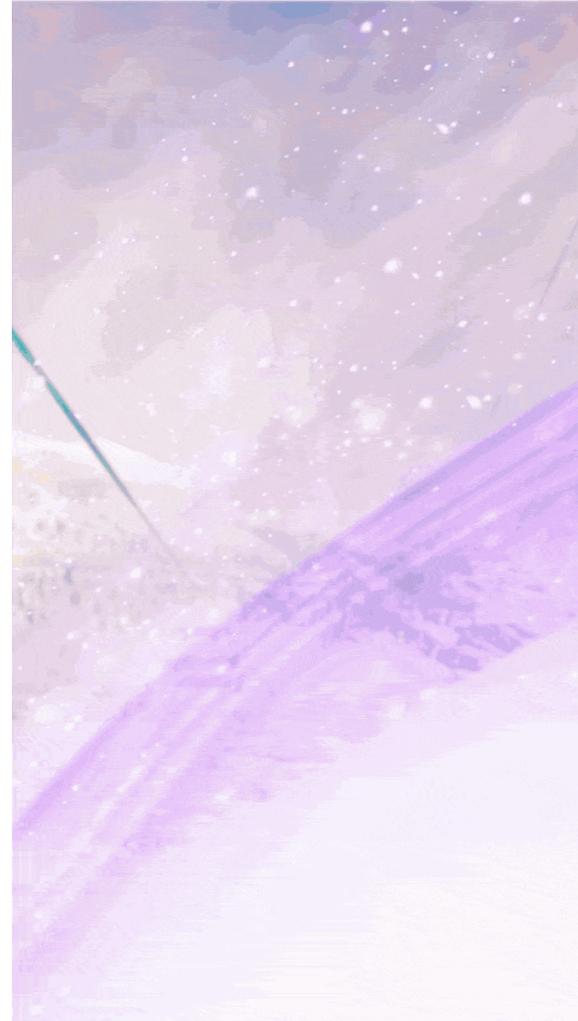
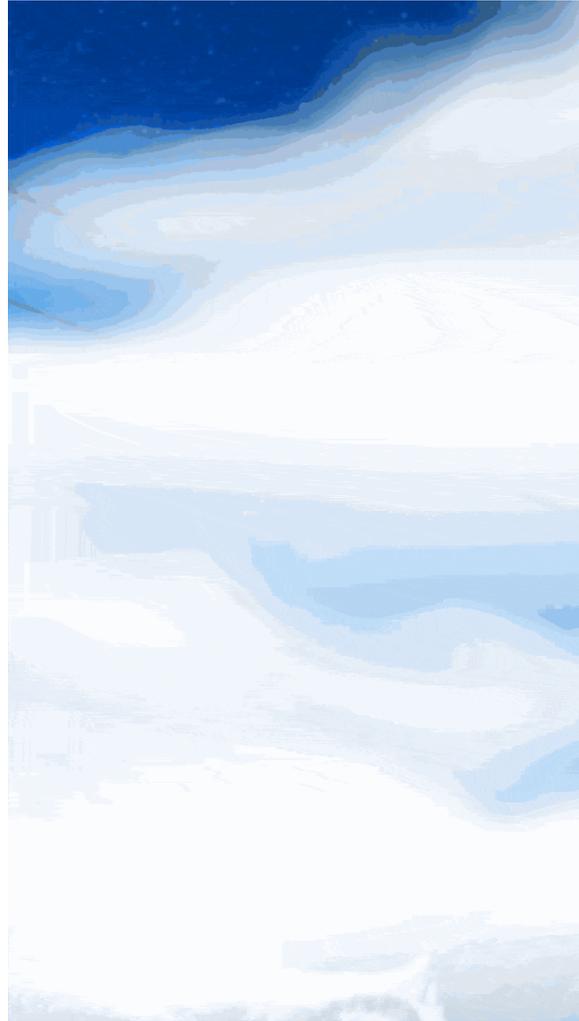
- TTB team immediately launched the recovery campaign when strike ended and resort opened.
- The recovery campaign was created to amplify the resort opening and drive immediate bookings, and implemented through nimble channels such as META, ski endemic, and native ads.
- Beyond It All destination marketing campaign remained in place during the labor dispute to protect long-term brand positioning and sustain awareness in key markets.
- Additional funding was used to increase impressions, reach and extend the campaign through mid-March. Thanks to Town of Mountain Village, TMVOA, & Town of Telluride.



## CURRENT WINTER BUDGET SUMMARY

| Winter Campaign Spend            |                 |                    |                   |                   |                         |
|----------------------------------|-----------------|--------------------|-------------------|-------------------|-------------------------|
| Vendor                           | Tactic          | Net Spend          | Est. Impressions  | Incremental Spend | Incremental Impressions |
| The Trade Desk                   | Display         | \$148,581          | 14,858,100        | \$80,000.00       | 8,000,000               |
|                                  | OLV             | \$110,000          | 5,500,000         | \$59,530.00       | 2,976,500               |
|                                  | CTV             | \$100,000          | 2,040,816         | \$50,000.00       | 1,020,408               |
| Meta                             | Social          | \$147,682          | 12,029,445        | \$80,000.00       | 4,000,000               |
| Perion                           | High Impact     | \$138,000          | 7,386,667         | \$83,000.00       | 4,150,000               |
| Conde Nast Traveler              | Custom Package  | \$75,000           | 1,905,428         | -                 | -                       |
|                                  | Print           | \$35,851           | 712,000           | -                 | -                       |
| Datafy                           | Display/Native  | \$31,000           | 2,325,000         | \$20,000.00       | 1,538,462               |
| Sojern                           | Display/Native  | \$30,000           | 5,064,935         | \$15,000.00       | 2,500,000               |
| OnTheSnow                        | eBlasts/Display | \$16,000           | 1,117,143         | \$20,000.00       | 1,428,571               |
| OpenSnow                         | eBlasts         | \$21,274           | 850,976           | \$30,000.00       | 1,200,000               |
| <a href="#">Colorado.com</a>     | Display         | \$3,000            | 333,333           | \$5,000.00        | 500,000                 |
| <b>Ad Tech (5% on Digital)</b>   |                 | \$41,027           | -                 | \$22,127          | -                       |
| <b>Commission (12% on Gross)</b> |                 | \$116,777          | -                 | \$60,343          | -                       |
| <b>Total</b>                     |                 | <b>\$1,014,192</b> | <b>54,123,843</b> | <b>\$525,000</b>  | <b>27,313,941</b>       |

# Winter Destination Marketing: Digital Banners





## 12" of Snow & Telluride Ski Resort Is Open!



Hello From Telluride,

We're excited to share some great news - Telluride Ski Resort is back open, and the mountain is once again alive with fresh snow and that unmistakable Telluride energy we all love.

The past weeks reminded us how special this place truly is - not just for its terrain or views, but for the people who make it what it is. Moments like these show the strength of our community, the care behind the scenes, and the shared love for this mountain that brings us all together.



## Ski & Save This Winter



Hello From Telluride,

Winter has officially returned to Telluride! With lifts spinning and terrain opening across the mountain, ski season is fully underway. From wide-open groomers to powder-filled stashes, there's something for every type of skier - whether you're chasing first tracks or savoring long, scenic runs under bluebird skies.

Off the mountain, Telluride is buzzing once again. Local shops, restaurants, and après spots are open and ready to welcome you back, bringing the warmth, character, and community that make winter here so special.

To celebrate, we've compiled some great deals, including **up to 30% off** select ski-season stays for a limited time. It's our way of inviting you back to the mountains you love - where ski days flow easily into cozy evenings, great meals, and memorable moments in town.

Availability is limited and winter dates are filling quickly. Book now and make this Telluride ski season one to remember.

**BIG SAVINGS ARE HERE**



### Up to 30% Off Madeline

Enjoy winter in Telluride from the heart of Mountain Village at the Madeline Hotel & Residences. For a limited time, save **up to 30%** on luxury ski-in/ski-out stays, with effortless access to the slopes, world-class amenities, and the vibrant energy of town. It's the perfect home base for your Telluride ski

[BOOK NOW](#)



### 20% Off Alpine Lodging

Take advantage of a winter getaway with **20% off stays of 2 nights or more** at Alpine Lodging properties, including River Club, Bear Creek Lodge and plenty of other options around town. It's a great way to enjoy everything the winter has to offer! This offer is valid the entire winter, but must be **booked by January 18** to qualify.

[BOOK NOW](#)



Sponsored by Visit Telluride

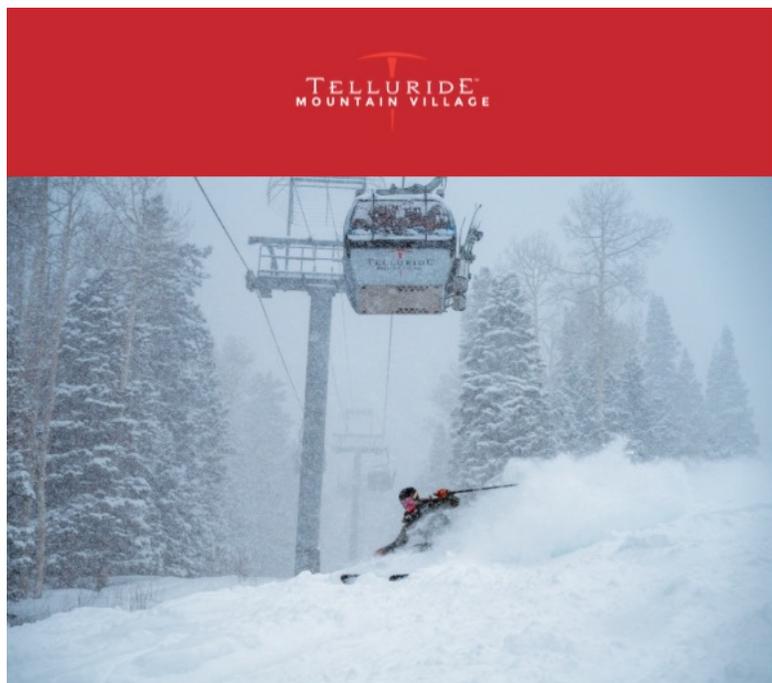


## Telluride is Back: Fresh Powder Awaits

Telluride is open and ready to welcome you back. A recent storm delivered 12" of fresh snow, with more on the way—making now the perfect time to plan your trip. Get here easily with nonstop flights from 13 major hubs, and book lodging now to take advantage of special rates.

[Plan Your Trip](#)

# Recovery Marketing – Ski Endemic & Consumer Eblasts



## Powder Days Are Here



Hello Powder Chaser,

We'll keep it simple for you: We received 39" in the last storm cycle, and more is in the forecast.

The powder is here and the mountain is skiing exceptionally well. Soft turns, refreshed steeps, floating tree runs, and that unmistakable Telluride light after a storm. It's that time of the season when every run turns into "okay, one more."

Lodging deals are live (up to 30% off at select properties), and when conditions line up like this, rooms will fill fast.



## Powder's Falling. Peaks Are Calling.

Get ready to explore the unmatched terrain of Telluride with a blanket of fresh snow. And while you're here, save on your stay with **30% off lodging**. With over a foot of powder last week, the mountain's gearing up for a forecasted 44". You in?

[BOOK NOW](#)



Sponsored by Visit Telluride



## 39" of Fresh Powder

Telluride is serving up winter at its best. With 39" from the latest storm and more on the way, conditions are exceptional across the mountain. From fresh powder to perfectly groomed corduroy, every turn delivers. Stay slopeside for seamless mornings and vibrant après. Book now and save up to 30%.

[Book Now](#)

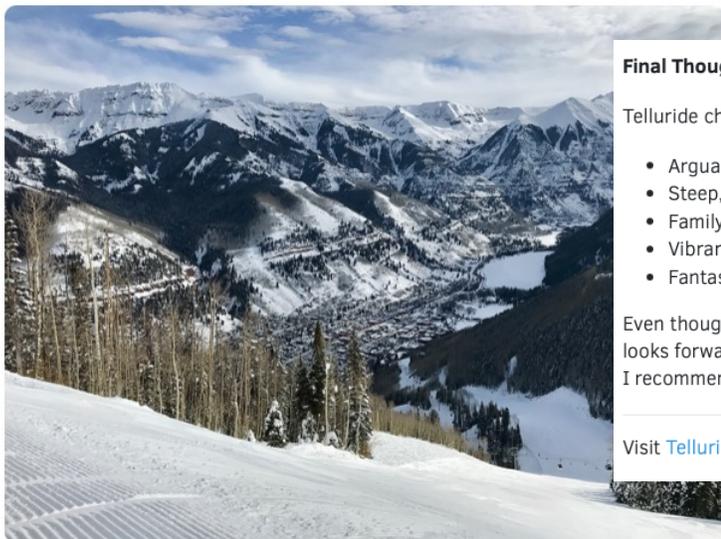
# Recovery Marketing – Ski Endemic & Consumer Eblasts



By Sam Collentine, Meteorologist  
Updated 5 hours ago  
February 25, 2026

## Insider's Guide to Skiing Telluride, Colorado

The following guide was sponsored in partnership with [Visit Telluride](#).



### Final Thoughts

Telluride checks all the essential boxes to make this a world-class ski destination:

- Arguably the best mountain town in Colorado.
- Steep, high-alpine terrain with stunning 360-degree views.
- Family-friendly with great beginner slopes from Mountain Village.
- Vibrant après scene, including [Tips Up Fri-Yay](#).
- Fantastic restaurants and non-skiing activities.

Even though I reside in a Colorado mountain town four hours away, my family always looks forward to our yearly pilgrimage down to Telluride for a secluded San Juan escape. I recommend that you do the same.

Visit [Telluride.com](#) for all lodging, event, and other ski-related information.

Telluride, Colorado, is one of the most beautiful places in North America.

In addition to the world-class skiing, gorgeous high-alpine scenery, and mountain town vibes that rival any other ski resort in the United States, it's a community full of passionate, loving people who always know how to have a great time.

Telluride and Mountain Village have a plethora of hotels, condos, and vacation rentals, including many ski-in/ski-out lodging specials from **30% off** for the 2025-26 ski season.



Sponsored by Visit Telluride



## It's Powder Time

Snow is stacking up in Telluride. With 18 inches in the past 5 days and over 2 FEET in the forecast, conditions are prime. Whether you're carving groomers or opting for powder turns on legendary hike-to terrain, slopeside lodging keeps you close — steps from the lifts and moments from après. Book now and save up to 30%.

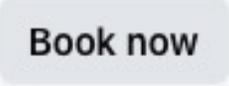
[Book Now](#)

# Recovery Marketing – META

 **Visit Telluride**  
Sponsored ·   

Telluride is open. Legendary terrain, breathtaking views, and uncrowded slopes offer a winter experience that's as authentic as it is unforgettable. Book now and save 30% on lodging.



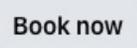
 [www.telluride.com](http://www.telluride.com)  
**Telluride is Open**  
Telluride/Mountain... 

 Like  Comment  Share

 **Visit Telluride**  
Sponsored ·   

The lifts are turning and our community is excited to welcome you back. Discover legendary terrain, stunning views, and exclusive lodging offers when you book now.



**Telluride is Open**  
Telluride/Mountain Village 

**Telluride is Open**  
Telluride/Mountain Village



## THE SLOPES ARE OPEN: SAVE UP TO 30% ON LODGING

Welcome back to Telluride. Ski season is underway, the mountain is open, and town is buzzing once again. From unforgettable days on the slopes to cozy evenings filled with dining, shopping, après, and winter activities, Telluride is ready to welcome you back.

[Book Now](#)



## TELLURIDE IS OPEN

### LODGING SPECIALS

[→ All Specials](#)

[CHAT NOW](#)

5TH NIGHT FREE THIS WINTER AT MOUNTAIN LODGE

WHERE WELCOME BACK CREDIT

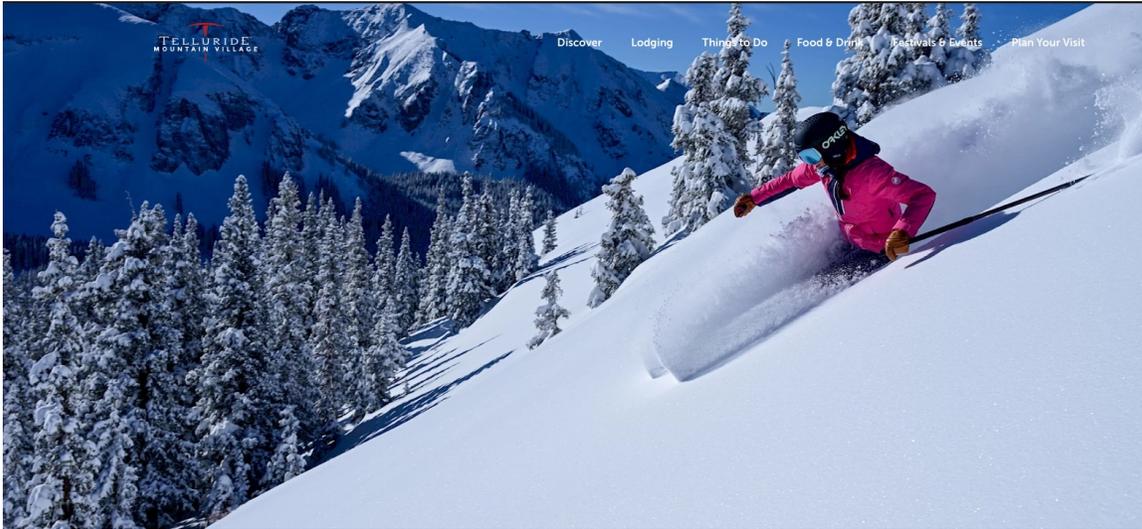
SAVE 20% THIS WINTER AT ALPINE LODGING PROPERTIES

SAVE UP TO 30% AT MADELINE HOTEL & RESIDENCES

SAVE 10-15% AT THE PEAKS

SAVE 20% ON SUITES IN JANUARY

[CHAT NOW](#)



## TELLURIDE POWDER DAYS ARE HERE

Telluride is serving up winter at its best, with 3+ feet of snow from the last storm cycle and more on the way. Conditions are exceptional across the mountain. From wide-open groomers to powder-filled stashes, there's something for every type of skier - whether you're chasing first tracks or savoring long, scenic runs under bluebird skies.

Off the mountain, Telluride & Mountain Village are buzzing. Local shops, restaurants, and après spots are open and ready to welcome you back, bringing the warmth, character, and community that make winter here so special.

### SAVE UP TO 30% ON LODGING

Welcome back to Telluride. Ski season is underway, the mountain is open, and town is buzzing once again. From unforgettable days on the slopes to cozy evenings filled with dining, shopping, après, and winter activities, Telluride is ready to welcome you back.

[Book Now](#)



### LODGING SPECIALS

[→ All Specials](#)



[CHAT NOW](#)

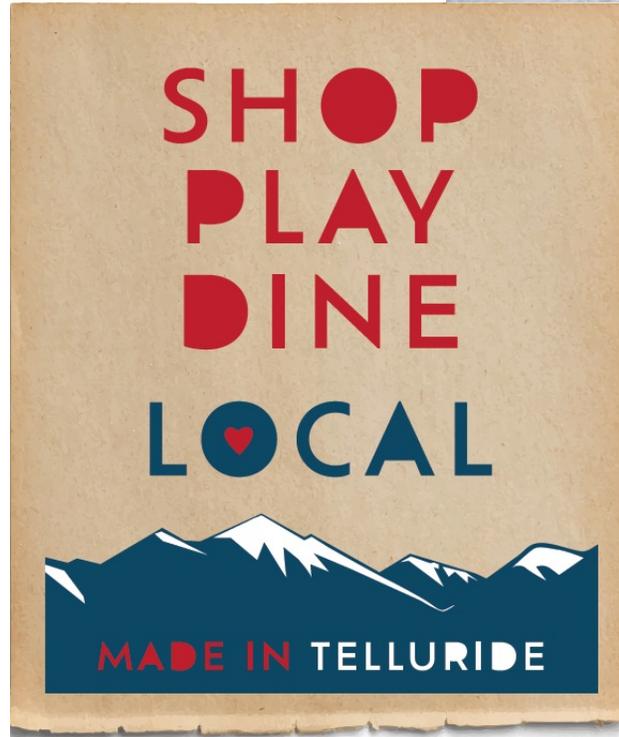
# Recovery Marketing - Local Campaign



Dear Telluride & Mountain Village Business Community,

As you know, the recent strike and resulting resort closure have come to an end. While this is a positive step forward, we also recognize that many local businesses experienced significant impacts and that a recovery period lies ahead.

In support of our business community, the Telluride Tourism Board (TTB) is launching a **Shop, Dine & Play Local** campaign aimed at driving local and visitor support for Telluride and Mountain Village businesses. This initiative will run alongside our broader national recovery efforts.



### Tracks Cafe & Bar

*Dates: All Winter Long*

\$5 Bar specials including margaritas, bloodys, shots and mini nachos

[More Info](#)



[Discover](#) [Lodging](#) [Things to Do](#) [Food & Drink](#) [Festivals & Events](#) [Plan Your Visit](#)

## SUPPORT YOUR COMMUNITY

During this moment in Telluride, our small businesses are showing what this community has always been about - care, resilience, and showing up for one another. While the mountain may be quieter, the heart of town is very much alive. Supporting local shops, restaurants, guides, and makers right now isn't just about commerce; it's about sustaining the people who give Telluride its soul. Every meal shared, gift purchased, or service booked helps keep our community strong as we navigate uncertainty together. This is a time to lean in, choose local, and remember that Telluride has always thrived because we stand together.

If you are a business in Telluride with any special offerings during this difficult time, please submit them below.

### Local Restaurant Specials

The View at Mountain Lodge



Tomboy Tavern



Tracks Cafe & Bar



Uno Dos Tres



Van Atta





For Immediate Release

**Media Contact:**  
Tom Watkinson  
[Tom@VisitTelluride.com](mailto:Tom@VisitTelluride.com)  
970.708.2375

## 42 Inches of Snow from Latest Storm Cycle

*Take Advantage of a Full Lineup of Spring Deals and Events*

**Telluride, Colorado (February 23, 2026)** – Telluride Ski Resort is celebrating a major winter refresh after Mother Nature delivered more than 42 inches of new snow during the latest storm cycle, with additional snowfall in the forecast.

The recent series of storms has blanketed the San Juan Mountains in a deep layer of light powder, transforming the resort into a true playground. From groomed cruisers to legendary steeps, the mountain is skiing exceptionally well.

# TRAVEL+ LEISURE

## We Asked 3 Travel Experts Their Favorite Ski Destination for People Who Don't Ski—and They All Picked the Same Place

You don't need skis to enjoy the mountains.

By [Stacey Leasca](#) | Published on February 9, 2026

### Telluride

[Telluride](#) consistently rises to the top of the recommendation list for non-skiers because the mountain experience doesn't hinge on lift tickets alone. "Telluride offers a wide mix of low-pressure, high-reward winter experiences that let people enjoy the mountains at their own pace," Jonah Drescher, veteran freestyle ski coach and former U.S. Ski Team athlete, and manager of [Christy Sports](#), told *Travel + Leisure*. That includes everything from the sledding hill at Town Park to outdoor ice skating in both Telluride and Mountain Village, plus horse-drawn sleigh rides that end with a sit-down dinner.

## The New York Times

### Western Ski Resorts and Their Terrible, Horrible, No Snow, Very Bad Year

Little snowpack, strikes by mountain staff and Trump administration policies that are keeping international visitors away have made this a difficult season in the Rockies and beyond.



## CREATIVES FB SEQUENCE

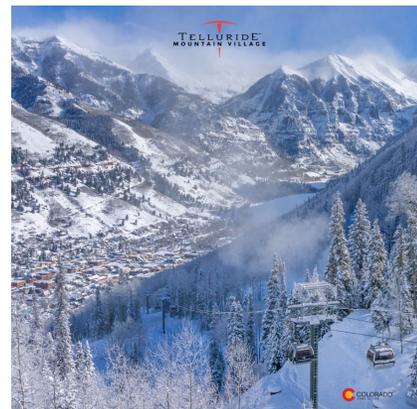
### STAGE 2

February - March 2026

Inspire Mexican travellers with emotional, aspirational, and visually striking content.

Display Rich Media + IG Post + FB Sequence  
Duration: 1 month

Objective: Awareness / Purchase Intent  
Action: Traffic



# CREATIVES RICH MEDIA



# MARKETING & PR





Campaign Performance through January:  
Impressions: Over 54 million  
CTR: .98%. (.34% in 2024)  
VCR: 85%. (88% in 2024)  
Paid Social CTR: 1.56% (.99% in 2024)  
Best Tactic: High Impact Page Grabber at 6.23%  
Best Creative: Lift Your Expectations

Winter Web Analytics:  
Average Engagement Time: 1:02 (-16%)  
Engaged Sessions Per Active User: 4.7 (-7%)  
Bounce Rate: 21%  
Strike Page: 8,945 views

Telluride.com Top Markets: Colorado, Texas, California, Arizona, New York  
Top International: Mexico, Canada, Australia, UK

Top Pages: Home, Webcam, Weather, Festivals & Events, Telluride is Open, Skiing, Strike

# Organic Social



- 110 Instagram Followers
- Views = 6.3M (-14%)
- Link Clicks = 34K (Flat)
- Reach= 708K (-5.7%)



- 139K Facebook Followers
- Views = 31.7M (+130%)
- Link Clicks = 406K (+165%)
- Reach = 707M (-5.7%)



# TexasMonthly



## International & PR Efforts

December

Auberge MX Tour Operator FAM

January

*Rolling Stone & Hollywood Reporter Mexico*

*Texas Monthly*

CTO MX Influencer

February

Auberge Press Trip – *Vogue*

March

CTO Press Trip – *Forum Magazine Germany*

*Escape Magazine Australia*

# LODGING METRICS

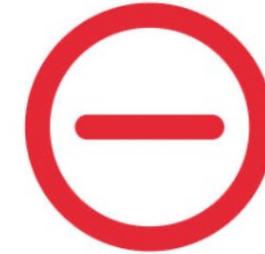




Average annual leisure travel budget is at a record high of \$6,453 (+17% M-O-M).

Overall demand for travel has continued to grow.

Travel behavior shifting toward slower, more immersive experiences with single-destination stays, local engagement, and exploration of lesser-known places.

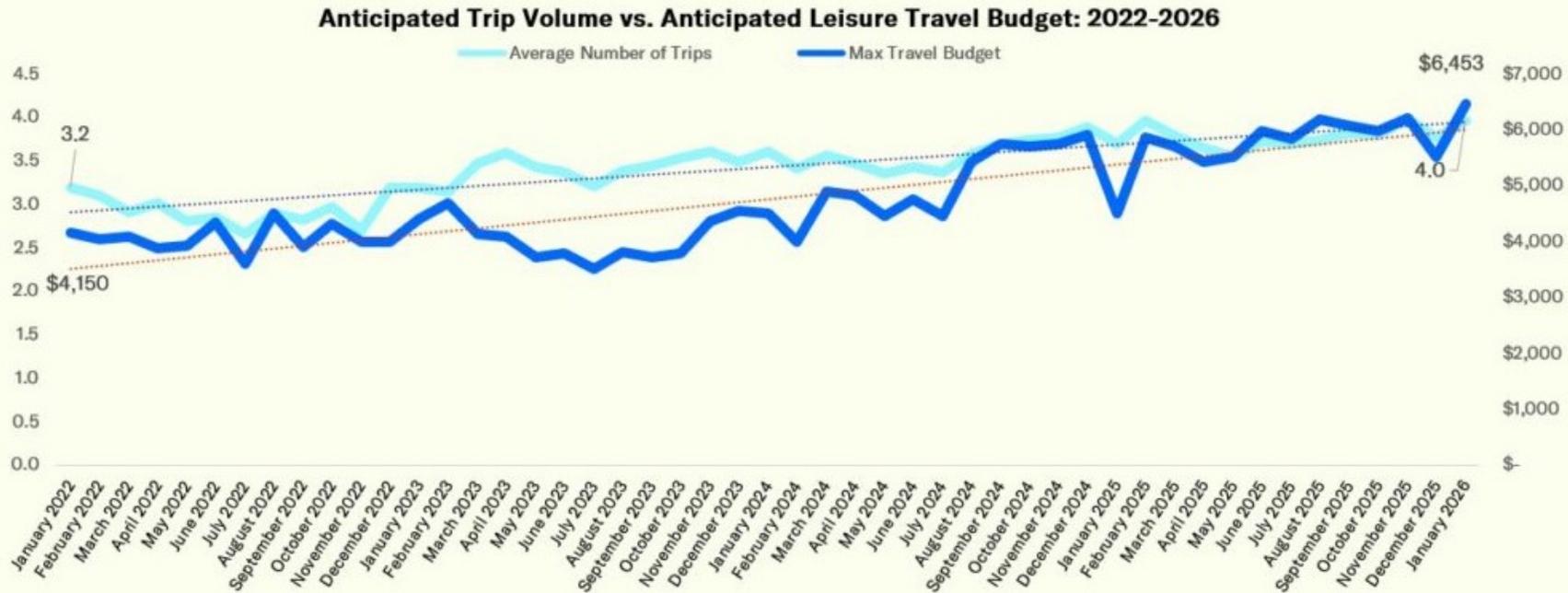


American travelers remain cautious about their financial future, with optimism about the year ahead well below early 2025 levels.

Local issues and PR – Labor dispute/resort closure

## Since 2024, Travel Budgets Have Risen Alongside Trip Volume

**Question:** 1) How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS? 2) IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?



**Future Partners**

(The State of the American Traveler Study. Base: All respondents, 4,000+ completed surveys each wave from 2022-2026.)

Source: Future Partners

# Lodging Metrics – Winter Pace

## Destination

| ADR <sup>⊖</sup> |     |                  | Adjusted Paid & Owner Occupancy <sup>⊖</sup> |      |                  | Adjusted RevPAR <sup>⊖</sup> |      |                  | Adjusted Paid Occupancy % <sup>⊖</sup> |      |                  |
|------------------|-----|------------------|--|------|------------------|------------------------------|------|------------------|--|------|------------------|
| \$879<br>primary | ▲0% | \$877<br>compare | 39.2%<br>primary                             | ▼16% | 46.9%<br>compare | \$274<br>primary             | ▼20% | \$344<br>compare | 31.2%<br>primary                       | ▼21% | 39.3%<br>compare |

## Mountain Village

| ADR <sup>⊖</sup>                             |      |                   | Adjusted RevPAR <sup>⊖</sup>           |      |                  |
|--|------|-------------------|--|------|------------------|
| \$1.3K<br>primary                            | ▲4%  | \$1.2K<br>compare | \$401<br>primary                       | ▼19% | \$496<br>compare |
| Adjusted Paid & Owner Occupancy <sup>⊖</sup> |      |                   | Adjusted Paid Occupancy % <sup>⊖</sup> |      |                  |
| 40.3%<br>primary                             | ▼16% | 48.2%<br>compare  | 29.7%<br>primary                       | ▼22% | 38.2%<br>compare |

## Telluride

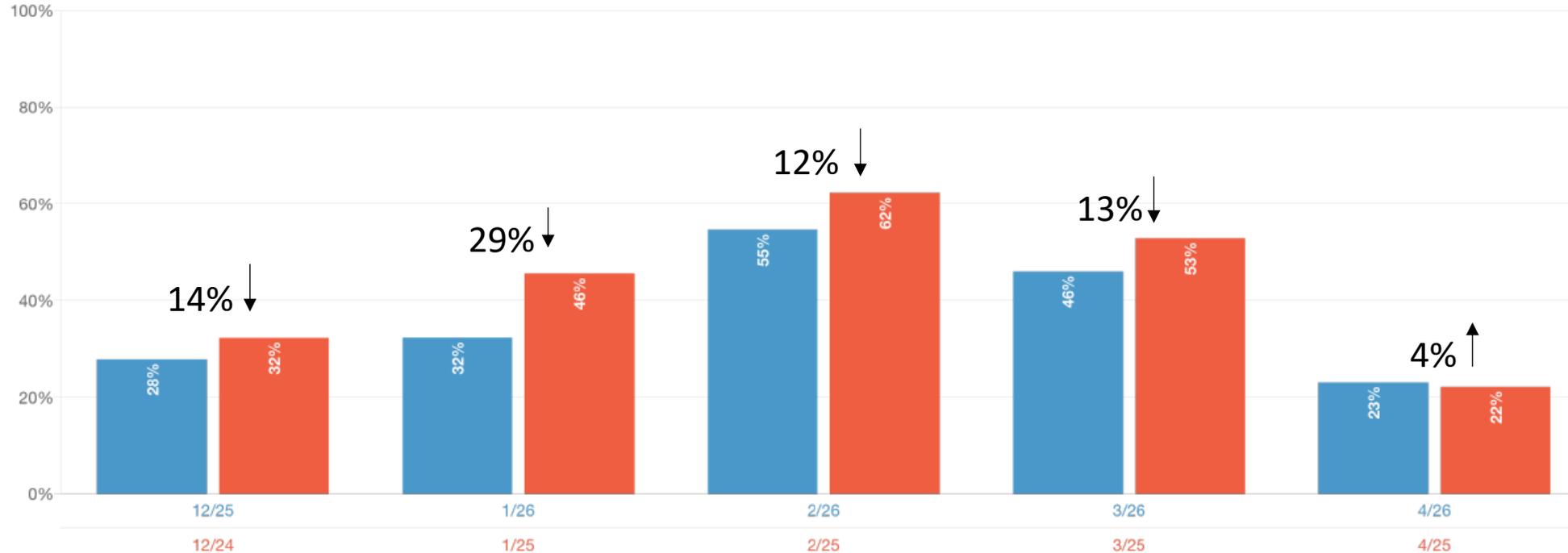
| ADR <sup>⊖</sup>                             |      |                  | Adjusted RevPAR <sup>⊖</sup>           |      |                  |
|--|------|------------------|--|------|------------------|
| \$568<br>primary                             | ▼5%  | \$599<br>compare | \$184<br>primary                       | ▼24% | \$243<br>compare |
| Adjusted Paid & Owner Occupancy <sup>⊖</sup> |      |                  | Adjusted Paid Occupancy % <sup>⊖</sup> |      |                  |
| 38.2%<br>primary                             | ▼17% | 46.2%<br>compare | 32.5%<br>primary                       | ▼20% | 40.6%<br>compare |

# Lodging Metrics – Winter Monthly Pace Telluride/Mountain Village

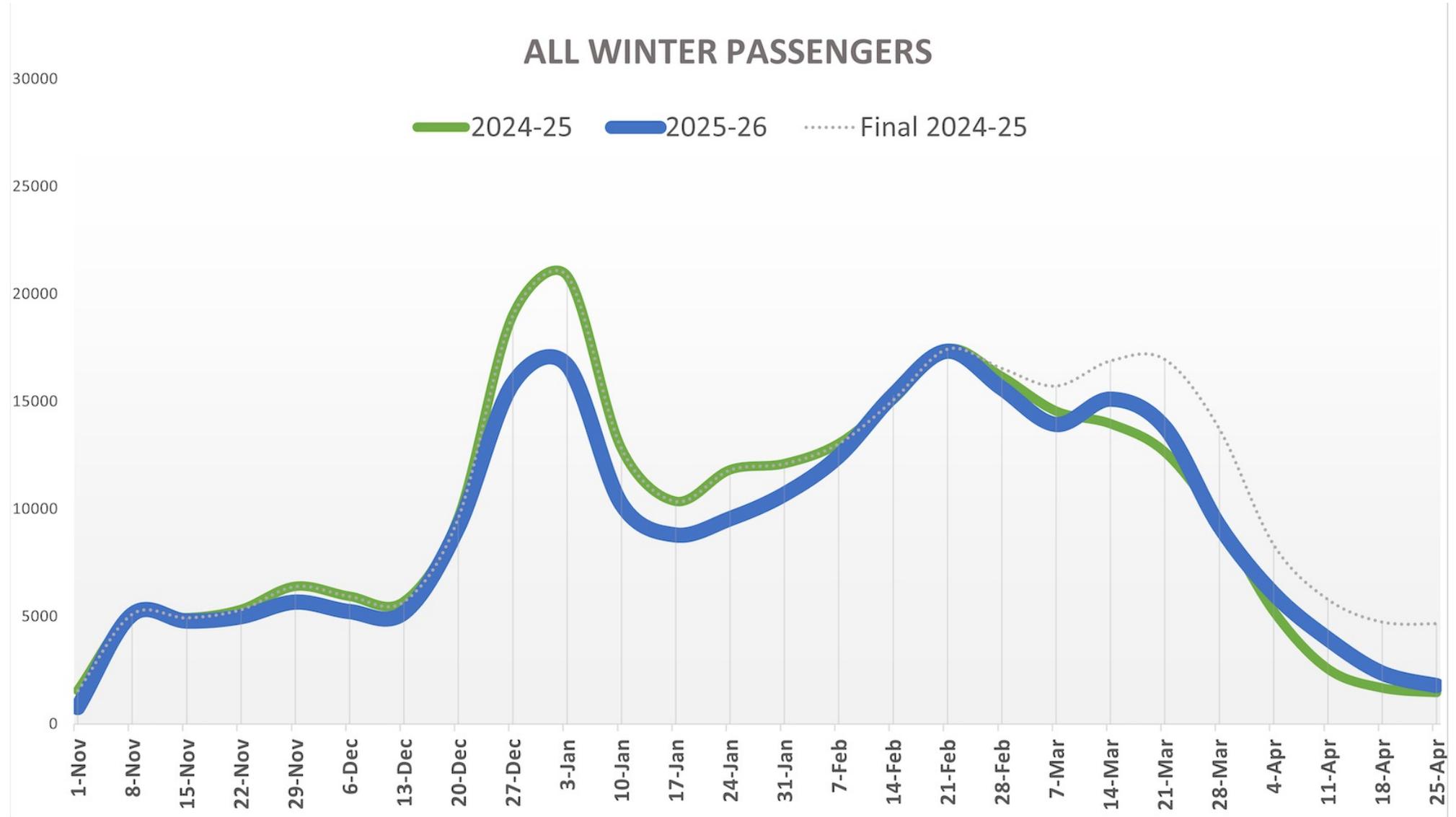


## Adjusted Paid & Owner Occupancy

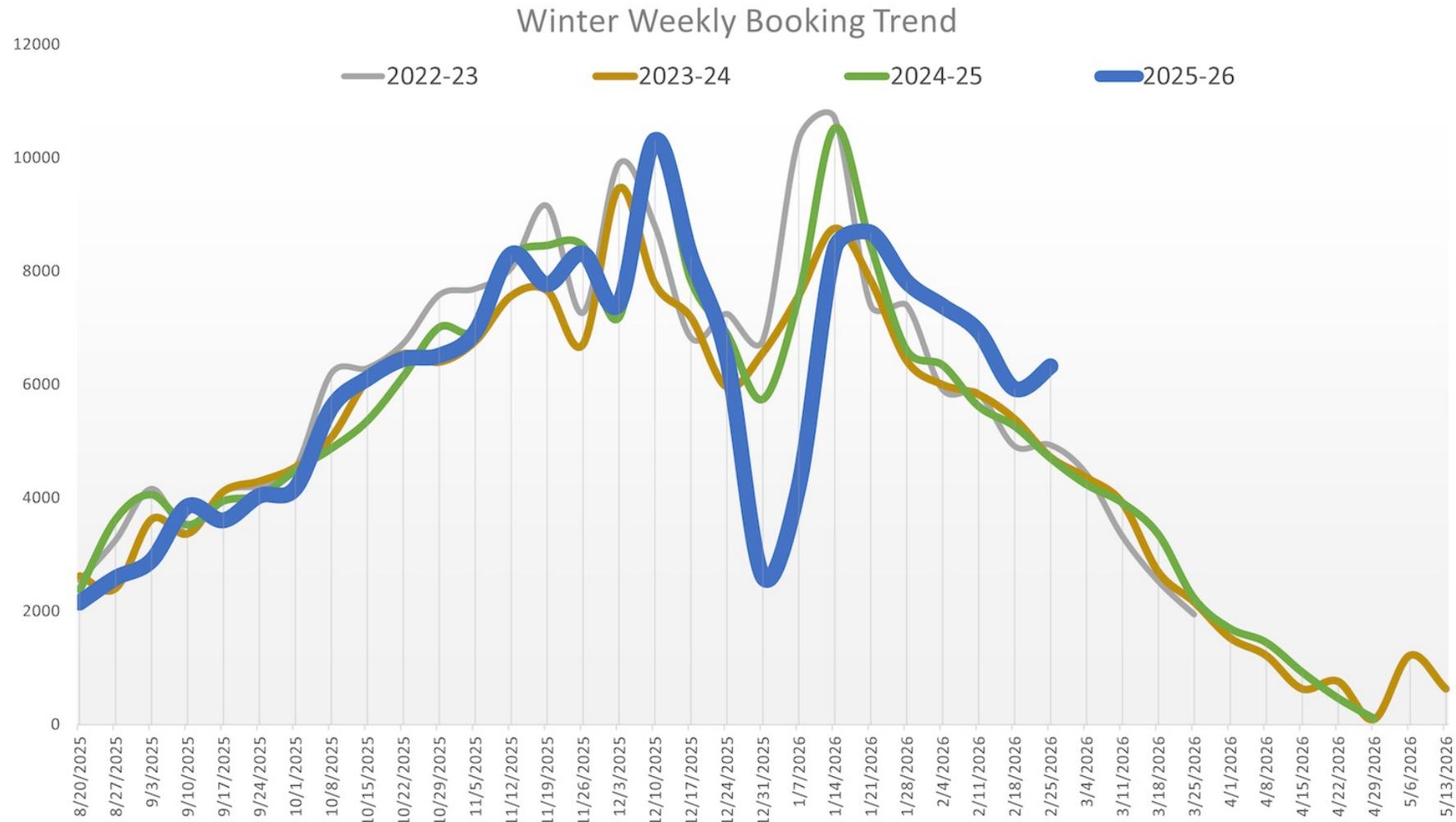
12/1/2025 to 4/5/2026 as of 2/26/2026 | 39.2%    12/1/2024 to 4/5/2025 as of 2/27/2025 | 46.9%



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Created: 2/26/26 08:02 AM  
Data Source: VR (Direct)  
Market(s): Telluride and Mountain Village  
Filter(s): none



# Winter Air Metrics



December:  
ToT -13%  
MV -32%

|  |             |      |
|--|-------------|------|
| <b>Town of Telluride</b>               | <b>1%</b> ↑ |      |
| Lodging \$2,554,795 vs. \$2,584,154    |             | 1%   |
| Restaurant \$2,890,045 vs. \$2,865,770 |             | 1% ↑ |
| Retail \$3,933,979 vs. \$3,836,173     |             | 1% ↑ |
| Total = \$9,378,819 vs. \$9,286,097    |             |      |

|  |             |      |
|--|-------------|------|
| <b>Town of Mountain Village</b>        | <b>2%</b> ↓ |      |
| Lodging \$4,221,183 vs. \$4,550,411    |             | 2%   |
| Restaurant \$1,626,575 vs. \$1,540,749 |             | 6% ↑ |
| Retail \$1,853,443 vs. \$1,790,851     |             | 3% ↑ |
| Total = \$7,701,201 vs. \$7,882,011    |             |      |

Blue = 2025, Red = 2024

# Lodging Metrics – Winter Pace Telluride/Mountain Village vs. Comp Set

## Destination

| ADR ⓘ                   |            |                         | Adjusted Paid & Owner Occupancy ⓘ |             |                         | Adjusted RevPAR ⓘ       |             |                         | Adjusted Paid Occupancy % ⓘ |             |                         |
|-------------------------|------------|-------------------------|-----------------------------------|-------------|-------------------------|-------------------------|-------------|-------------------------|-----------------------------|-------------|-------------------------|
| <b>\$879</b><br>primary | <b>▲0%</b> | <b>\$877</b><br>compare | <b>39.2%</b><br>primary           | <b>▼16%</b> | <b>46.9%</b><br>compare | <b>\$274</b><br>primary | <b>▼20%</b> | <b>\$344</b><br>compare | <b>31.2%</b><br>primary     | <b>▼21%</b> | <b>39.3%</b><br>compare |

## Comp Set

| ADR ⓘ                   |            |                         | Adjusted Paid & Owner Occupancy ⓘ |            |                         | Adjusted RevPAR ⓘ       |            |                         | Adjusted Paid Occupancy % ⓘ |            |                         |
|-------------------------|------------|-------------------------|-----------------------------------|------------|-------------------------|-------------------------|------------|-------------------------|-----------------------------|------------|-------------------------|
| <b>\$858</b><br>primary | <b>▲0%</b> | <b>\$855</b><br>compare | <b>47.1%</b><br>primary           | <b>▼6%</b> | <b>50.0%</b><br>compare | <b>\$334</b><br>primary | <b>▼8%</b> | <b>\$362</b><br>compare | <b>39.0%</b><br>primary     | <b>▼8%</b> | <b>42.3%</b><br>compare |

# Lodging Metrics – Summer Pace

## Destination

| ADR <sup>ⓘ</sup> |     |                  | Adjusted Paid & Owner Occupancy <sup>ⓘ</sup> |     |                  | Adjusted RevPAR <sup>ⓘ</sup> |      |                 | Adjusted Paid Occupancy % <sup>ⓘ</sup> |     |                  |
|------------------|-----|------------------|--|-----|------------------|------------------------------|------|-----------------|--|-----|------------------|
| \$726<br>primary | ▲9% | \$666<br>compare | 23.6%<br>primary                             | ▲9% | 21.7%<br>compare | \$98<br>primary              | ▲11% | \$88<br>compare | 13.5%<br>primary                       | ▲2% | 13.2%<br>compare |

## Mountain Village

| ADR <sup>ⓘ</sup>                             |      |                  | Adjusted RevPAR <sup>ⓘ</sup>           |      |                 |
|--|------|------------------|--|------|-----------------|
| \$905<br>primary                             | ▲4%  | \$871<br>compare | \$77<br>primary                        | ▲12% | \$69<br>compare |
| Adjusted Paid & Owner Occupancy <sup>ⓘ</sup> |      |                  | Adjusted Paid Occupancy % <sup>ⓘ</sup> |      |                 |
| 23.1%<br>primary                             | ▲13% | 20.4%<br>compare | 8.5%<br>primary                        | ▲7%  | 7.9%<br>compare |

## Telluride

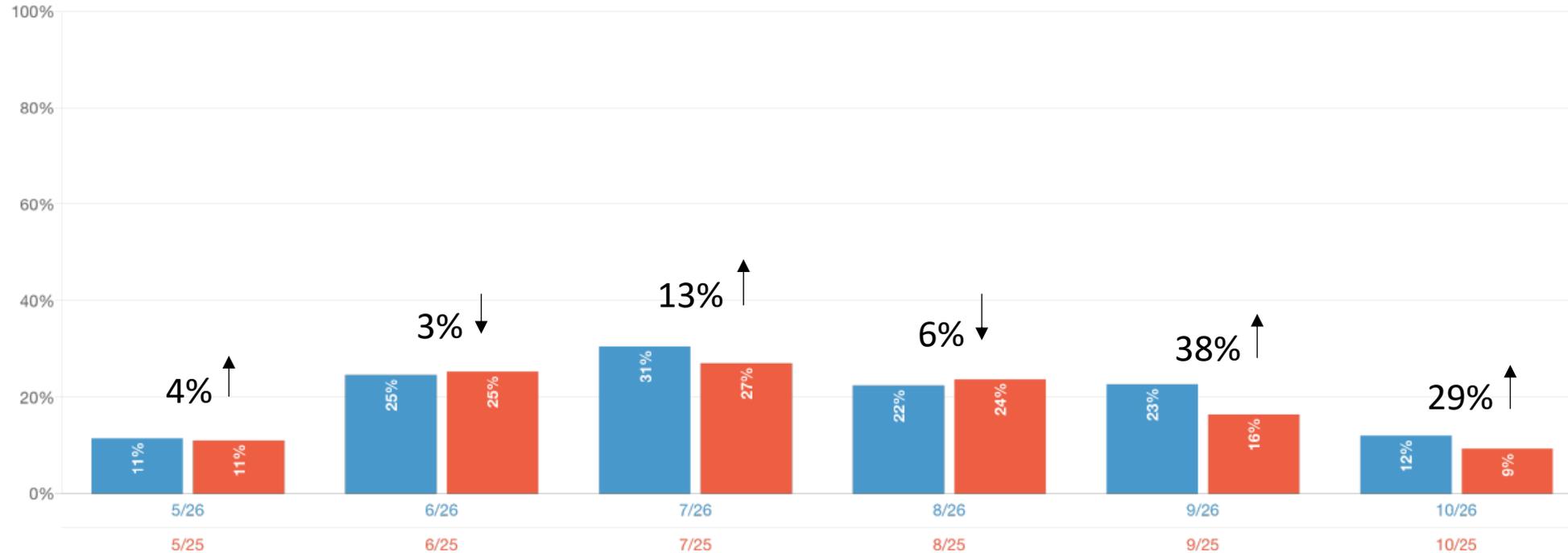
| ADR <sup>ⓘ</sup>                             |      |                  | Adjusted RevPAR <sup>ⓘ</sup>           |      |                  |
|--|------|------------------|--|------|------------------|
| \$658<br>primary                             | ▲10% | \$598<br>compare | \$112<br>primary                       | ▲10% | \$102<br>compare |
| Adjusted Paid & Owner Occupancy <sup>ⓘ</sup> |      |                  | Adjusted Paid Occupancy % <sup>ⓘ</sup> |      |                  |
| 23.9%<br>primary                             | ▲5%  | 22.7%<br>compare | 17.0%<br>primary                       | ▼0%  | 17.0%<br>compare |

# Lodging Metrics – Winter Monthly Pace Telluride/Mountain Village



## Adjusted Paid & Owner Occupancy

■ 5/28/2026 to 10/11/2026 as of 2/26/2026 | 23.6% ■ 5/28/2025 to 10/11/2025 as of 2/27/2025 | 21.7%

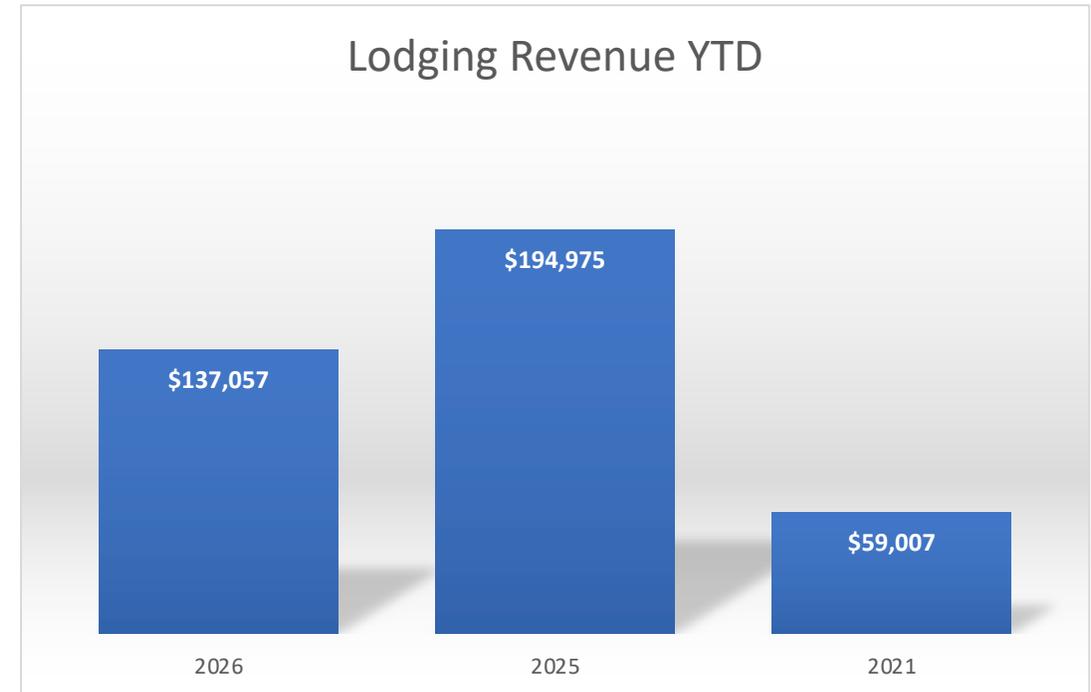


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Created: 2/26/26 09:02 AM  
Data Source: VR (Direct)  
Market(s): Telluride and Mountain Village  
Filter(s): none

# CENTRAL RESERVATIONS & GUEST SERVICES

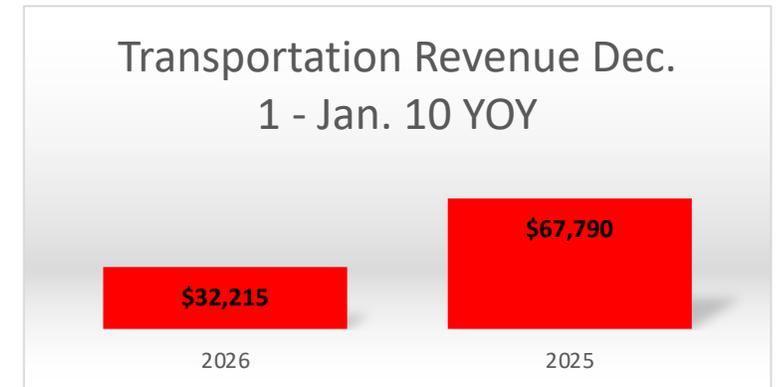
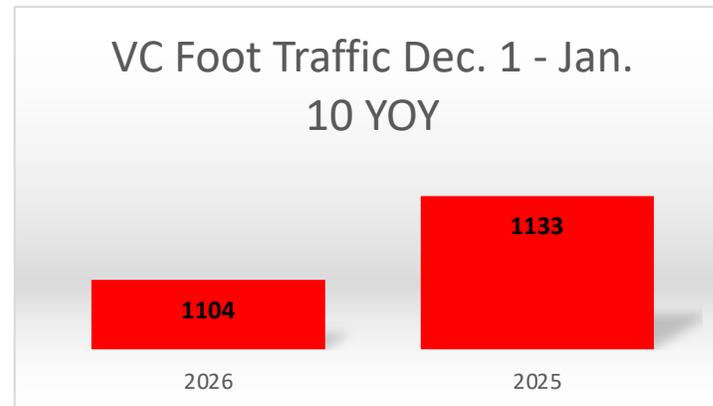
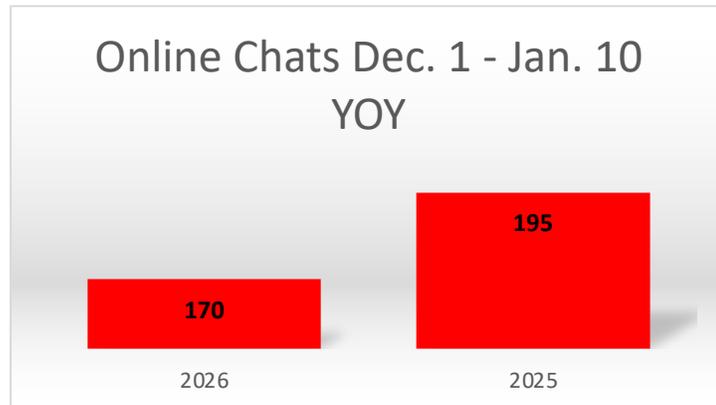
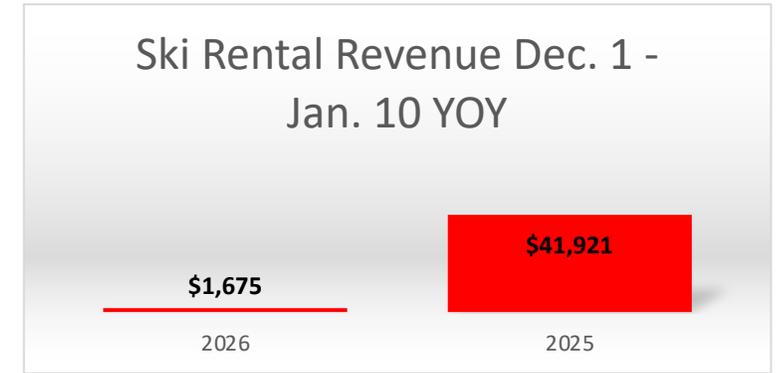
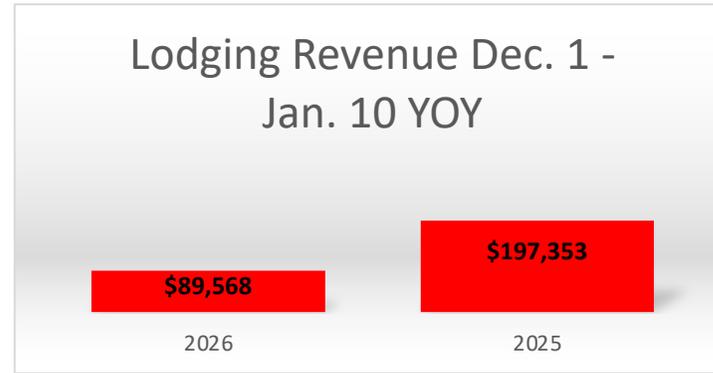


# Central Reservations

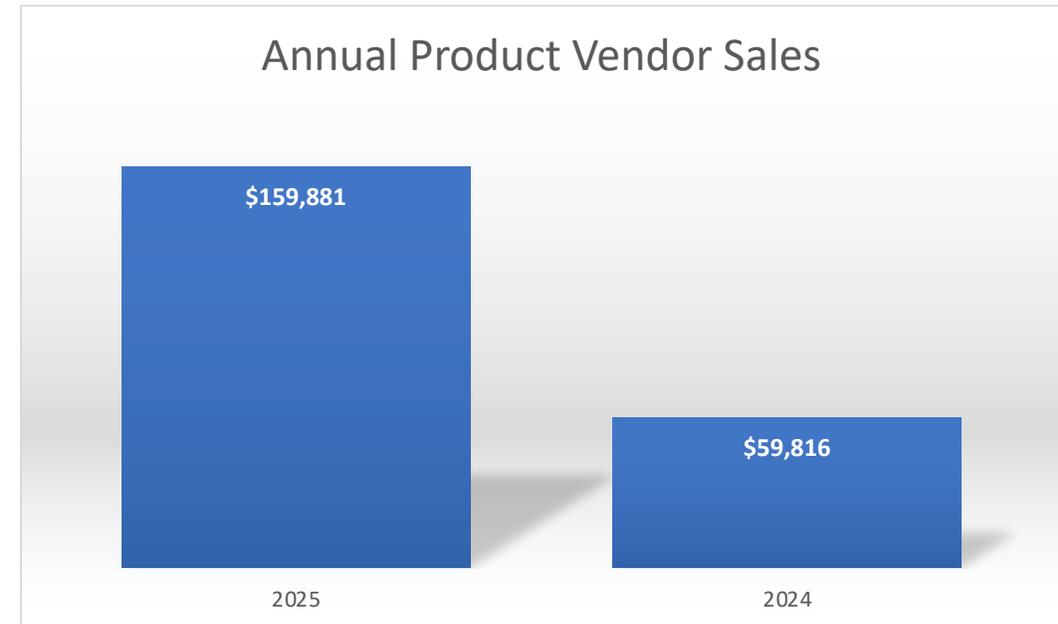
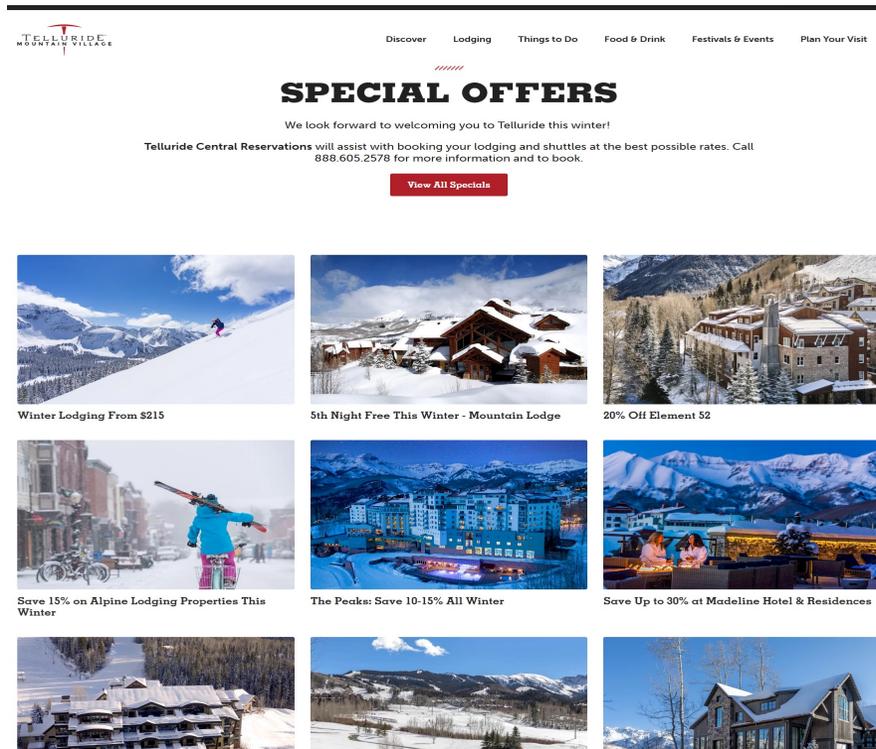


- 2026 YTD Booking Revenue = -23% YOY decrease
- 2026 YTD Lodging Revenue = -30% YOY decrease
- 2026 Lodging Bookings = -36% YOY decrease

# Central Reservations - Strike Impact



- Total Revenue = -58% decrease
- Lodging Revenue = -55% decrease
- Ski Rentals = -96% decrease
- Transportation = -52% decrease
- Chats = -13% Decrease
- Foot traffic = -3% Decrease



## Central Reservations Sales:

- Actively booking discounted gear and activities on Telluride.com with earned commissions.
  - 2025 Sales = \$159,881.01, indicating a 167% increase!
- Winter Lodging Specials are actively running with several to choose from.



## 2026 YTD Stats

- Welcomed 1,046 visitors, a -2% YOY decline
- Assisted 2,029 guests by phone, a -9% YOY decrease
- Conducted 164 online chats, a -38% decline

Thank you