



**Board of Directors Meeting
Wednesday, September 10, 2025
11 a.m.
Mountain Village Town Hall**

AGENDA

1. Call to Order/Roll Call
2. Review and approval of the June 4, 2025 meeting minutes (5 minutes)
3. Board & Organization (15 minutes)
 - Finance Committee update
 - Board composition
4. Team Updates (45 minutes)
 - Travel Trends & Metrics
 - Marketing
 - International & PR
 - Central Reservations & Guest Services
5. Will Guidara December Event (10 minutes)
6. Open Floor/ Public Q & A (10 minutes)



Board of Directors Meeting

Wednesday, June 4, 2025

10 a.m.

Ah Haa Launchpad

MEETING MINUTES

Attendees: Board Members: Wendy Basham, Danny Craft, Kate Contillo, Meehan Fee, Huascar (Rick) Gomez, Tommy Thatcher

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

Additional: Vicki Law (accountant) on Zoom.

1. **Call to Order/Roll Call** Board Chair Meehan Fee called the meeting to order at 10:01 a.m.
2. **Review and approval of the March 5, 2025 meeting minutes** Tommy Thatcher motioned, second from Rick. Unanimously approved.
3. **Board & Organization**
 - Finance Committee update – Discussed recent Finance Committee meeting.
 - TTB board seat on CFA - Rick Gomez motioned to add Danny Craft to the board, Tommy Thatcher seconded. Unanimously approved.
 - Board composition - Agreed to hold off on electing another officer for the board until after the Mountain Village election.
 - Visitors Center lease - Renewed for five more years with a 10% rent increase.
4. **Team Updates**
 - a. **Marketing**
 - Winter - Marketing campaign recap
Overall - 44 million impressions, .34% CTR - over 1,600 trips to the destination

- Summer - Shared new summer campaign. Digital ads, video, print, articles.
- Communications/Collateral - Visitor guide, maps, stickers, summer advertising on gondola, Visitor Center.

b. International & PR

- Welcoming Mexico City Flights to Denver next winter.
- Exclusive Mission to Mexico in September.
- IPW and Ski Expo coming up.
- Past events include Australian Mission and Ski Expo, CTO Global Winter Safari, International Agent FAM, Ski Magazine, Sno'n'Ski Mega Fam, MTS Pre-Fam, MTS International Dinner.

c. Travel Trends & Metrics

- Uncertain economy, travel behaviors may change.
- Air travel is holding steady, Denver is flat YOY, domestic travel may increase with decline in outbound.
- Winter closed flat to last year, down 1%.
- Summer ADRs are down, Occupancy is up 4% for destination.

d. Central Reservations & Guest Services

- Total bookings up 16%, lodging revenue is up 4% YOY.
- Added products, discounted gear to website, Central Reservations.
- New concierge at Visitors Center, new stickers. Visitors down, but chats are up.

5. Construction communications & guest services

- Messaging is to make town more accessible for guests - safety and accessibility moving forward.

6. Open Floor/ Public Q & A

- No comments from the public.

7. Meeting adjourned at 11:17 a.m. by Board Chair Fee

BOARD OF DIRECTORS

MEETING

ALL ARE WELCOME!

Telluride Tourism Board Update

Travel Trends & Lodging Metrics

Marketing Program

International & PR

Central Reservations & Guest Services



TRAVEL TRENDS & LODGING METRICS





Optimism Indicators

- Financial confidence is increasing – 48.6% expect improvement in the next year (highest in 2025)
 - Millennials remain the most positive
 - Boomers are more cautious
- Fear of a recession is trending downwards (-2.8 pts)– although still well above 2024 sentiment (46.3% vs. 38.6%)
- Travel intent remains high – 91% of Americans expect to take at least one leisure trip in the next year, averaging 3.7 trips (up from 3.4 last year)

Areas of Caution

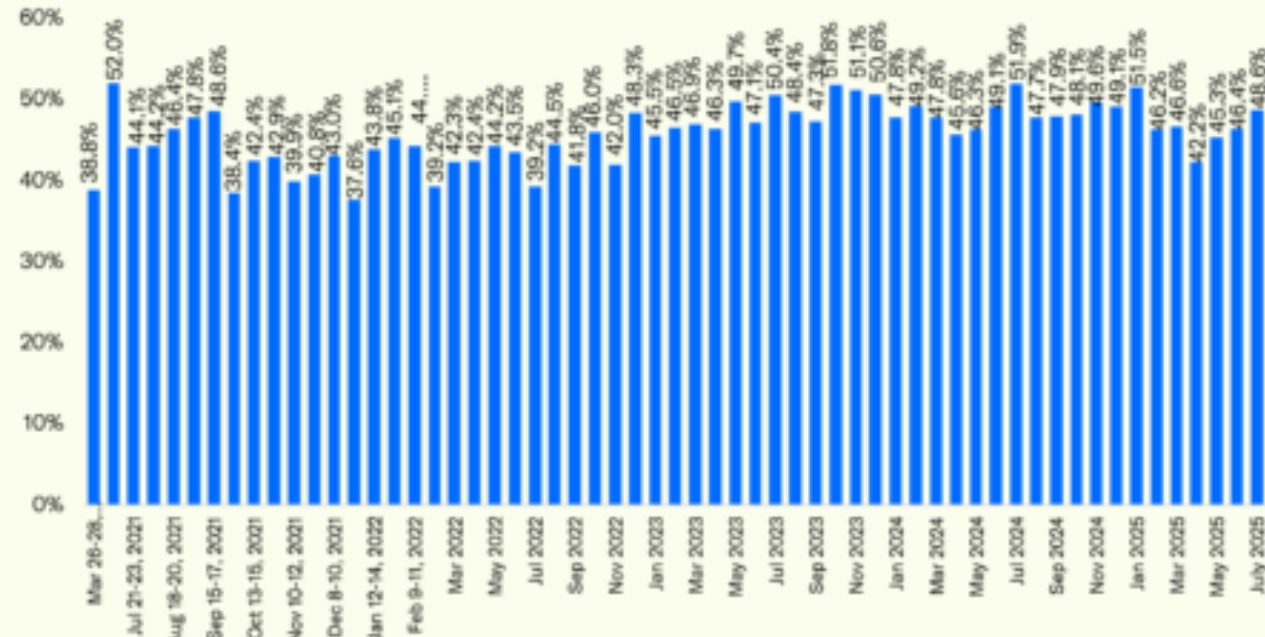
- International – Overseas arrivals down 1.6% YTD in the US with an 8.2% decline forecasted for 2025.

Sources: MMGY, Future Partners, Tourism Economics

After a gloomy spring, financial sentiment rebounds amongst American travelers

Question: LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

% of American Travelers Feeling they will be Better or Much Better Off Financially Next Year vs This Year (2021-2025)



(Base: All respondents, 1,200+ completed surveys each wave in 2021, 4,000+ completed surveys each wave in 2022-2025.)

Future Partners

Source: Future Partners

Lodging Metrics: Summer (May 22 – October 19)



Destination

ADR ⓘ			Adjusted Paid & Owner Occupancy ⓘ			Adjusted RevPAR ⓘ			Adjusted Paid Occupancy % ⓘ		
\$477	▼2%	\$487	51.0%	▼1%	51.3%	\$208	▼2%	\$211	43.5%	▲1%	43.3%
primary		compare	primary		compare	primary		compare	primary		compare

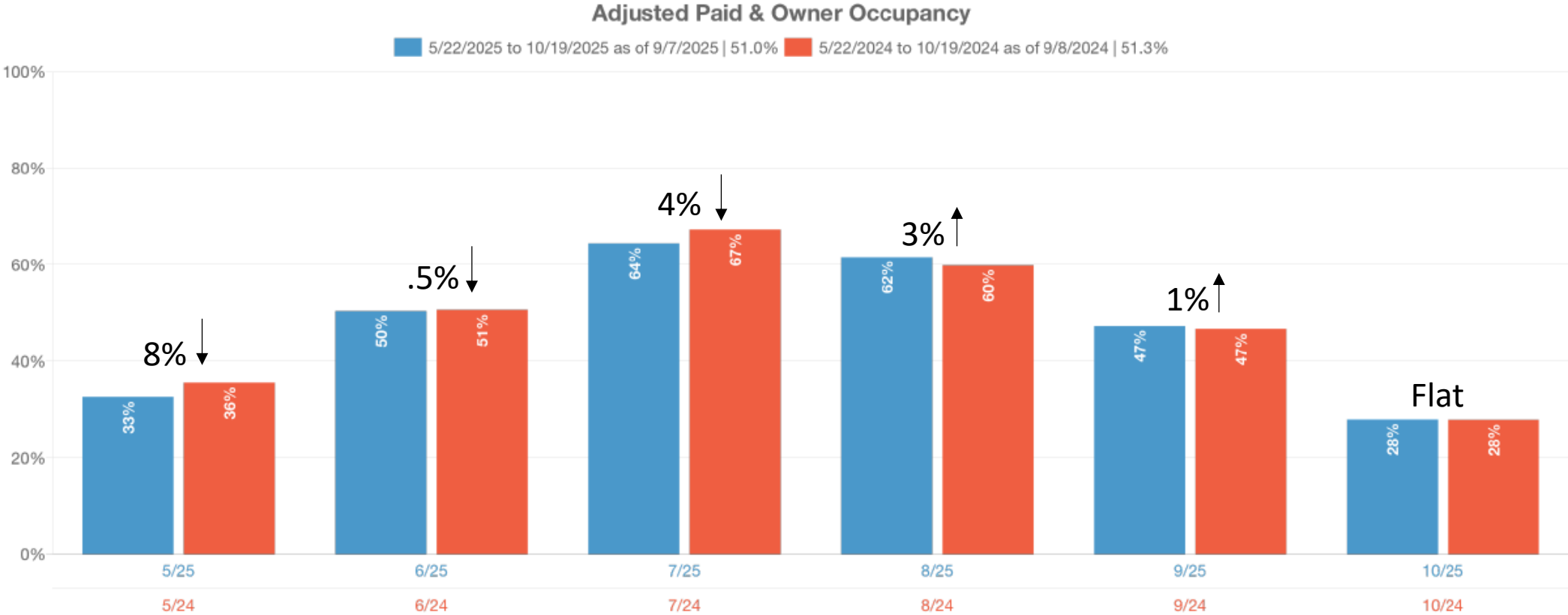
Mountain Village

ADR ⓘ			Adjusted RevPAR ⓘ		
\$566	▼5%	\$594	\$185	▼4%	\$193
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
46.4%	▲1%	45.9%	32.7%	▲0%	32.5%
primary		compare	primary		compare

Telluride

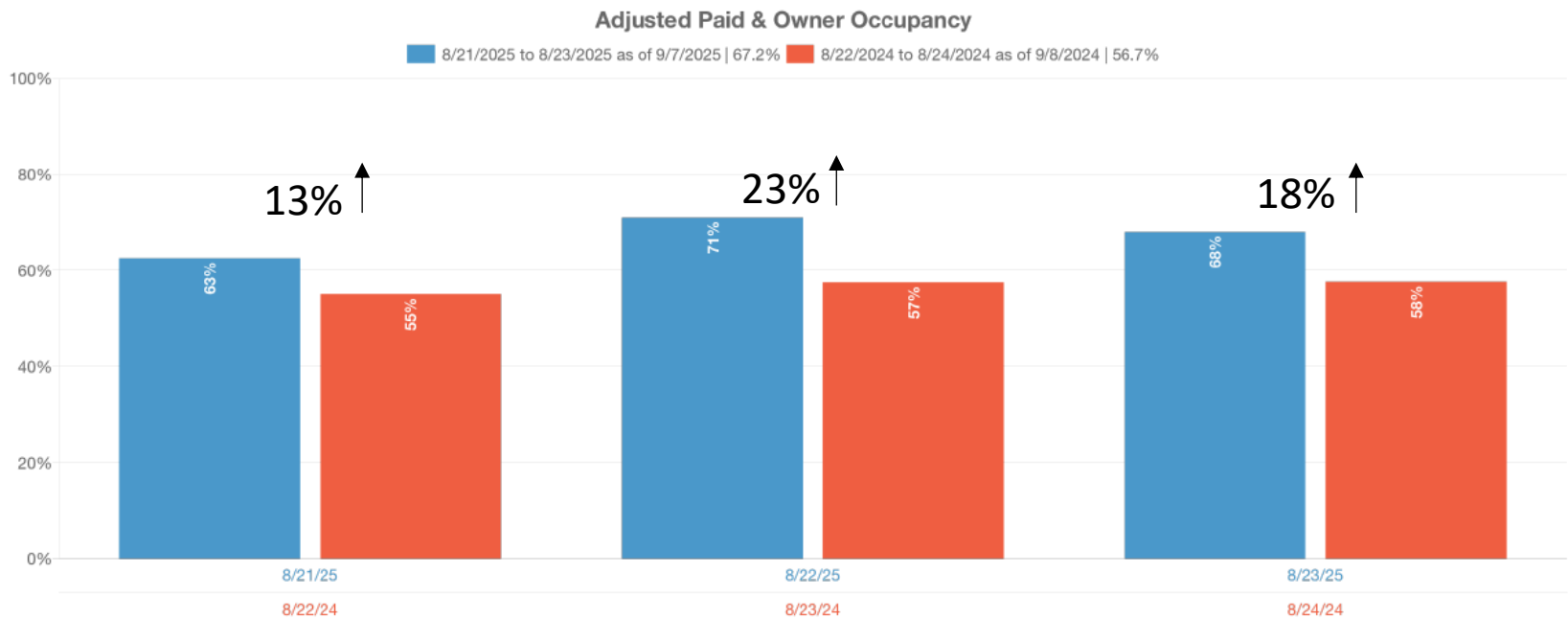
ADR ⓘ			Adjusted RevPAR ⓘ		
\$438	▼1%	\$441	\$220	▼1%	\$223
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
54.2%	▼2%	55.4%	50.3%	▼1%	50.6%
primary		compare	primary		compare

Lodging Metrics: Summer Monthly Pace



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Created: 9/7/25 12:09 PM
Data Source: VR (Direct)
Market(s): Telluride and Mountain Village
Filter(s): none

Lodging Metrics: Camp Alderwild Weekend



Total Occupancy +18%
Paid Occupancy +25%
ADR -5%
RevPAR +19%

ADR ⓘ	Adjusted Paid & Owner Occupancy ⓘ			Adjusted RevPAR ⓘ	Adjusted Paid Occupancy % ⓘ		
\$460 primary	▼5%	\$483 compare		67.2% primary	▲18%	56.7% compare	
				\$283 primary	▲19%	\$238 compare	
					61.6% primary	▲25%	49.3% compare

Lodging Metrics: Film & Blues and Brews

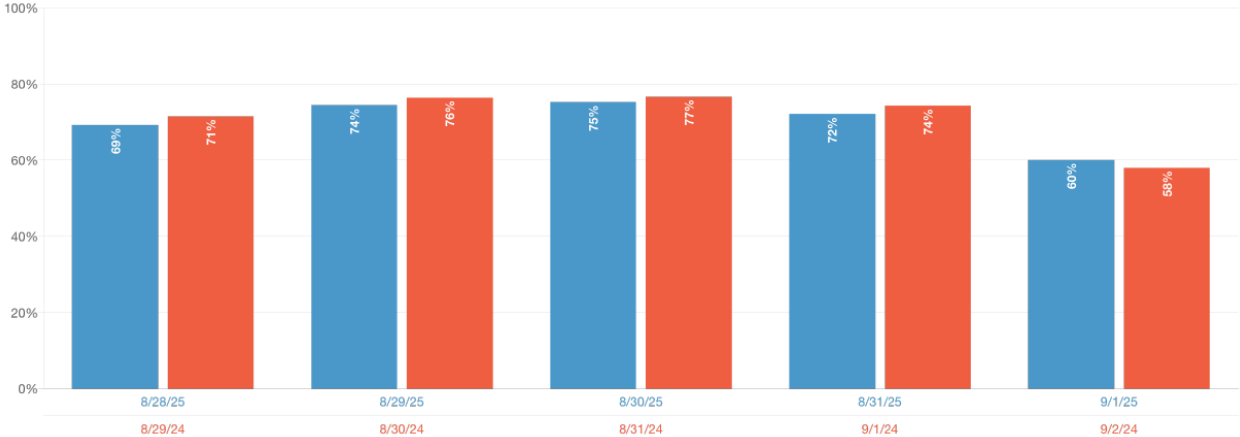
Film Actuals
Total Occupancy -2%
Paid Occupancy -2%
ADR +5%
RevPAR +4%

Blues & Brews Forecast
Total Occupancy -7%
Paid Occupancy -9%
ADR -5%
RevPAR -17%



Adjusted Paid & Owner Occupancy

8/28/2025 to 9/1/2025 as of 9/7/2025 | 70.2% 8/29/2024 to 9/2/2024 as of 9/7/2024 | 71.4%

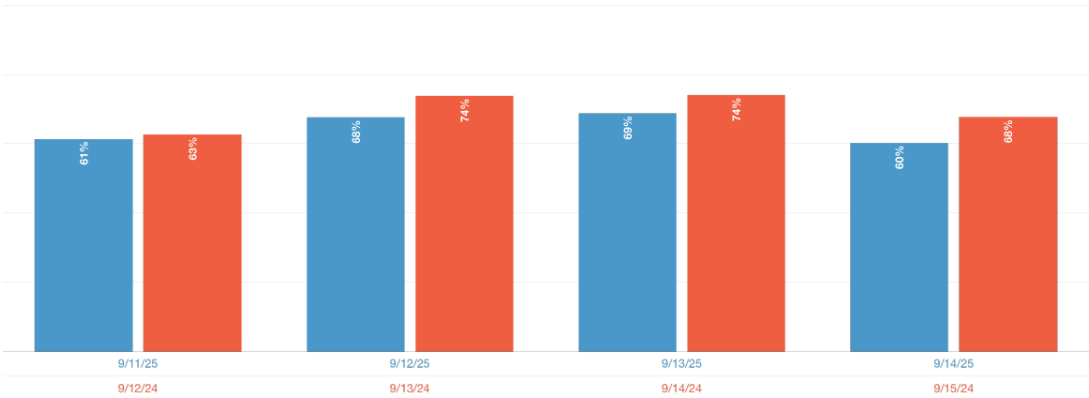


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Data Source: VR (Direct)
Market(s): Telluride and Mountain Village
Filter(s): none



Adjusted Paid & Owner Occupancy

9/11/2025 to 9/14/2025 as of 9/7/2025 | 64.5% 9/12/2024 to 9/15/2024 as of 9/7/2024 | 69.6%



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Data Source: VR (Direct)
Market(s): Telluride and Mountain Village
Filter(s): none

Lodging Metrics: Summer 2019 vs. 2025 (May 22 – October 19)



Destination

ADR ⓘ			Adjusted Paid & Owner Occupancy ⓘ			Adjusted RevPAR ⓘ			Adjusted Paid Occupancy % ⓘ		
\$477	▲49%	\$320	51.0%	▲10%	46.3%	\$208	▲62%	\$128	43.5%	▲9%	40.1%
primary		compare	primary		compare	primary		compare	primary		compare

Mountain Village

ADR ⓘ			Adjusted RevPAR ⓘ		
\$566	▲71%	\$331	\$185	▲82%	\$102
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
46.4%	▲19%	39.0%	32.7%	▲6%	30.7%
primary		compare	primary		compare

Telluride

ADR ⓘ			Adjusted RevPAR ⓘ		
\$438	▲39%	\$314	\$220	▲50%	\$146
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
54.2%	▲5%	51.4%	50.3%	▲8%	46.6%
primary		compare	primary		compare

Lodging Metrics: Winter Pace (December 1 – April 5)



Destination

ADR ⓘ			Adjusted Paid & Owner Occupancy ⓘ			Adjusted RevPAR ⓘ			Adjusted Paid Occupancy % ⓘ		
\$960	▼7%	\$1K	23.3%	▲8%	21.5%	\$140	▼4%	\$146	14.6%	▲4%	14.1%
primary		compare	primary		compare	primary		compare	primary		compare

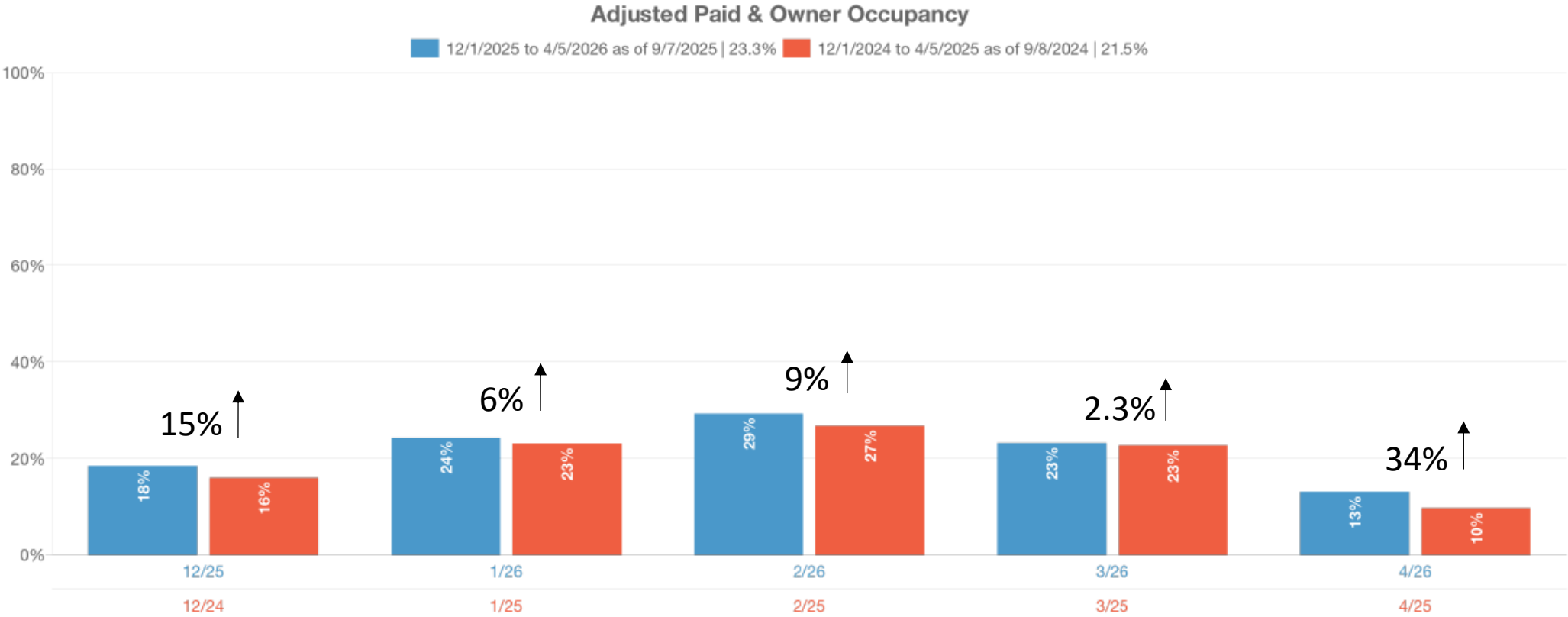
Mountain Village

ADR ⓘ			Adjusted RevPAR ⓘ		
\$1.1K	▼2%	\$1.2K	\$213	▲1%	\$212
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
30.7%	▲11%	27.7%	17.8%	▲2%	17.4%
primary		compare	primary		compare

Telluride

ADR ⓘ			Adjusted RevPAR ⓘ		
\$749	▼13%	\$864	\$96	▼8%	\$105
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
18.2%	▲5%	17.4%	12.8%	▲6%	12.1%
primary		compare	primary		compare

Lodging Metrics: Winter Monthly Pace



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Data Source: VR (Direct)
Market(s): Telluride and Mountain Village
Filter(s): none

Lodging Metrics: Winter Pace 2019-20 vs. 2025-26 (December 1 – April 5)



Destination

ADR ⓘ			Adjusted Paid & Owner Occupancy ⓘ			Adjusted RevPAR ⓘ			Adjusted Paid Occupancy % ⓘ		
\$960	▲55%	\$620	23.3%	▲54%	15.1%	\$140	▲127%	\$62	14.6%	▲47%	10.0%
primary		compare	primary		compare	primary		compare	primary		compare

Mountain Village

ADR ⓘ			Adjusted RevPAR ⓘ		
\$1.1K	▲75%	\$684	\$213	▲174%	\$78
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
30.7%	▲84%	16.7%	17.8%	▲57%	11.4%
primary		compare	primary		compare

Telluride

ADR ⓘ			Adjusted RevPAR ⓘ		
\$749	▲33%	\$563	\$96	▲86%	\$52
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
18.2%	▲31%	13.9%	12.8%	▲40%	9.2%
primary		compare	primary		compare

SUMMER MARKETING



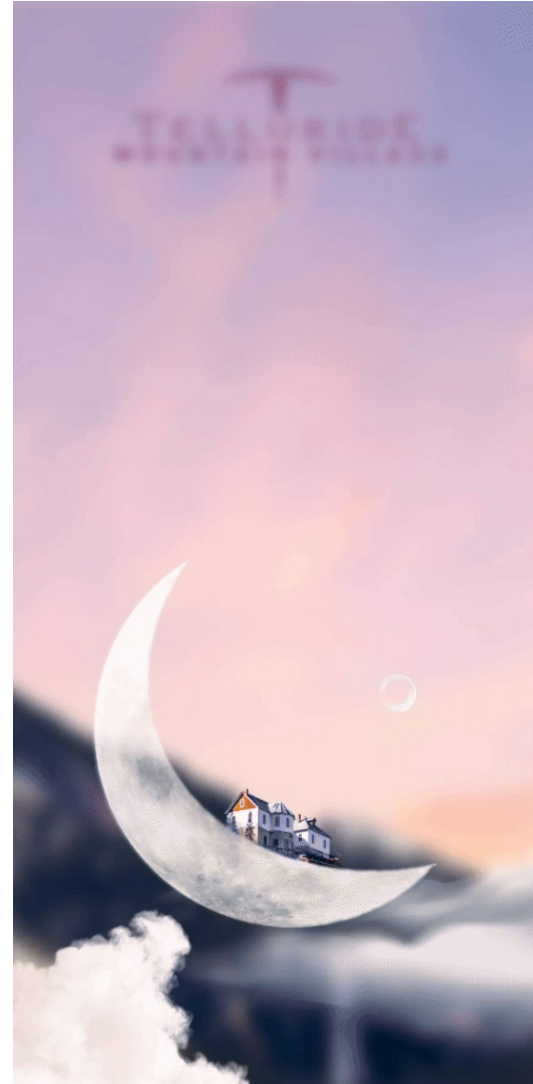


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DRIFT INTO Paradise



Summer Marketing Campaign: National



Summer Marketing Campaign: National





Summer Campaign Performance Metrics

Impressions: 17.2 Million (-18% YOY)

CTR: 1.17% (+70% YOY)

VCR: 87% (-2%)

AFAR Eblasts

Sends: 2.1 million

Opens: 1.03 million

Open Rate: 48.53%

AFAR Social

Reach: 513K

CTR: 1.06%

AFAR Articles

Pageviews: 18K

CTR: 2.63%

WINTER MARKETING




Winter Marketing: Comp Set

12:28

Aspen Snowmass

Sponsored ·

Less lugging gear and more making memories. Book 2+ nights by August 31 and kids 12 & under ski and rent free.



Kids Ski & Rent Free. Full Stop.
12 & UNDER. ALL FUN. NO FUSS.

aspensnowmass.com

Book by August 31

Book now

Like

Comment

Share

Write a comment...


GIF

12:28

Sun Valley Resort

Sponsored ·

Book your winter trip before August 28 and enjoy 20% off Sun Valley Resort lodging plus access to \$112 lift tickets.



Where planning ahead means paying less.
Save 20% on lodging and unlock lift tickets as low as \$112.

ski on the sunny side Sun Valley

sunvalley.com

Book Early & Save At Sun Valley

Get offer

Condos

Sun Valley Inn

Cottages

Sun Val

Like

Comment

Share

16

Write a comment...


GIF

12:28

Steamboat Resort

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Lock in big deals & bigger smiles. As an sVIP you get up to 40% off lodging, lift tickets, group lessons, rentals & more.



sVIP DEALS
Go Fast

steamboat.com

Save up to 40% 'til Oct 2

Book now

Like

Comment

Share

34

Most relevant

Write a comment...


GIF

9:35

Go Whistler

Sponsored ·

The best prices of the season are here! Ski more and spend less when you book early – save up to 65% on Day Passes and enjoy even more value with a free Dining Voucher worth up to \$250 CAD.



Whistler Winter Deals

whistler.com

Whistler Winter Deals

Book now

Like

Comment

Share

105

1 share

Write a comment...

GIF

Winter Marketing Concepts: Wake up to Wonder



Winter Marketing Concepts: Glide into Magic



Winter Marketing Concepts: Après Reimagined



Winter Marketing Concepts: Ride Past Reality



Winter Marketing Concepts: See the Surreal



Winter Marketing Concepts: Push into Perfection



Winter Marketing Concepts: Dip into Unreal



Winter Marketing Concepts: Powder Day Dreams



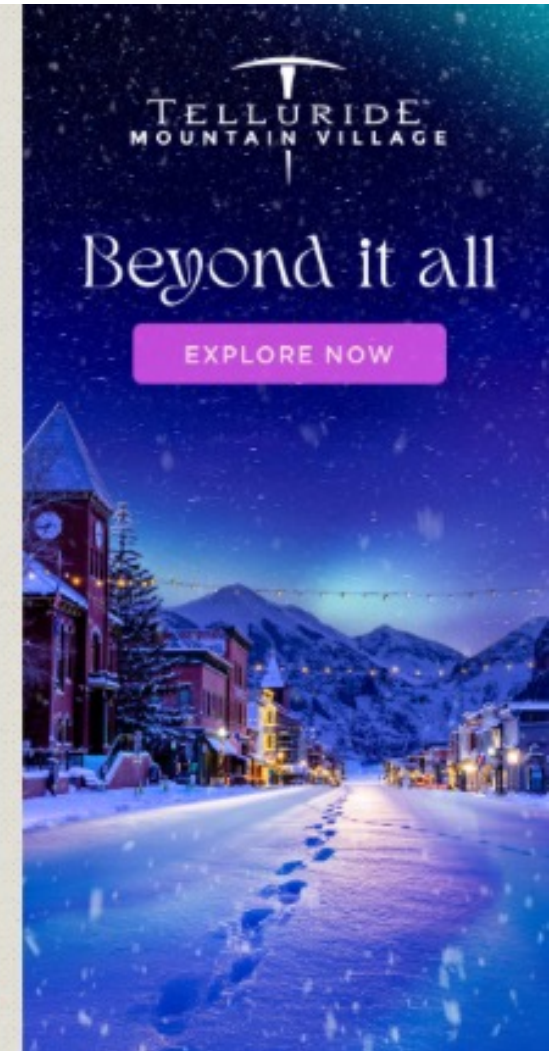
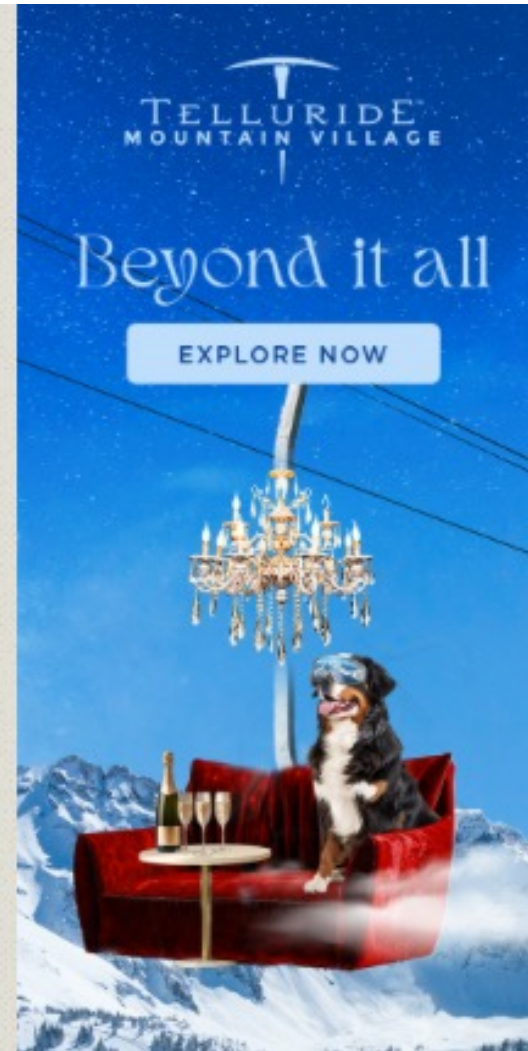
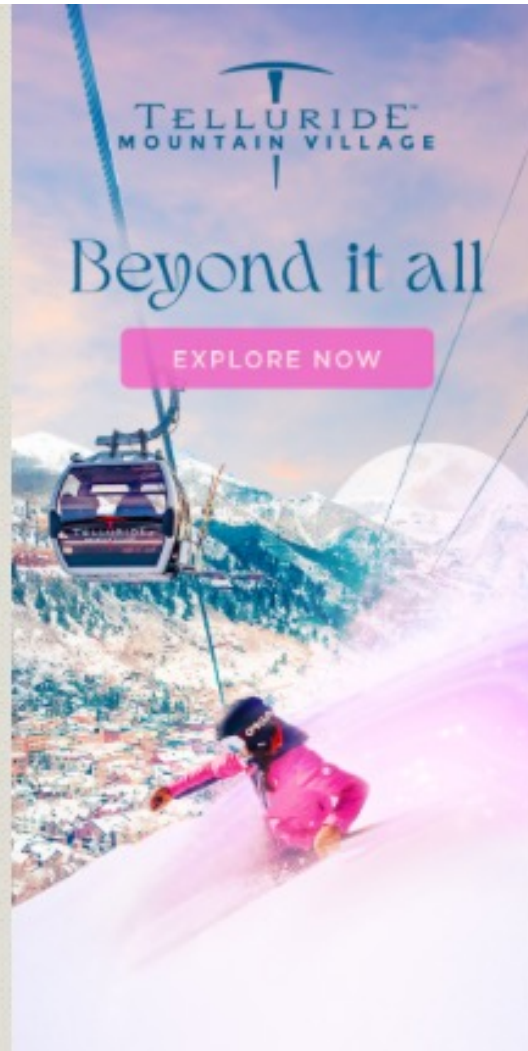
Winter Marketing Concepts: Lift Your Expectations



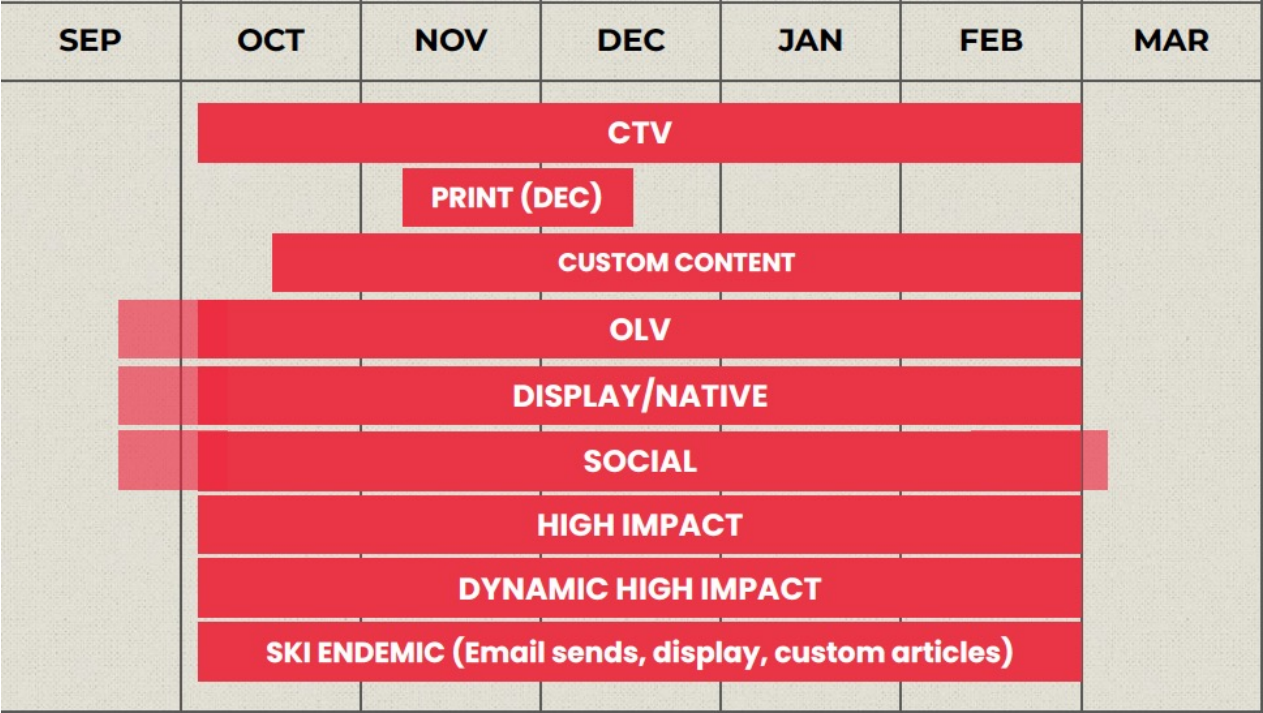
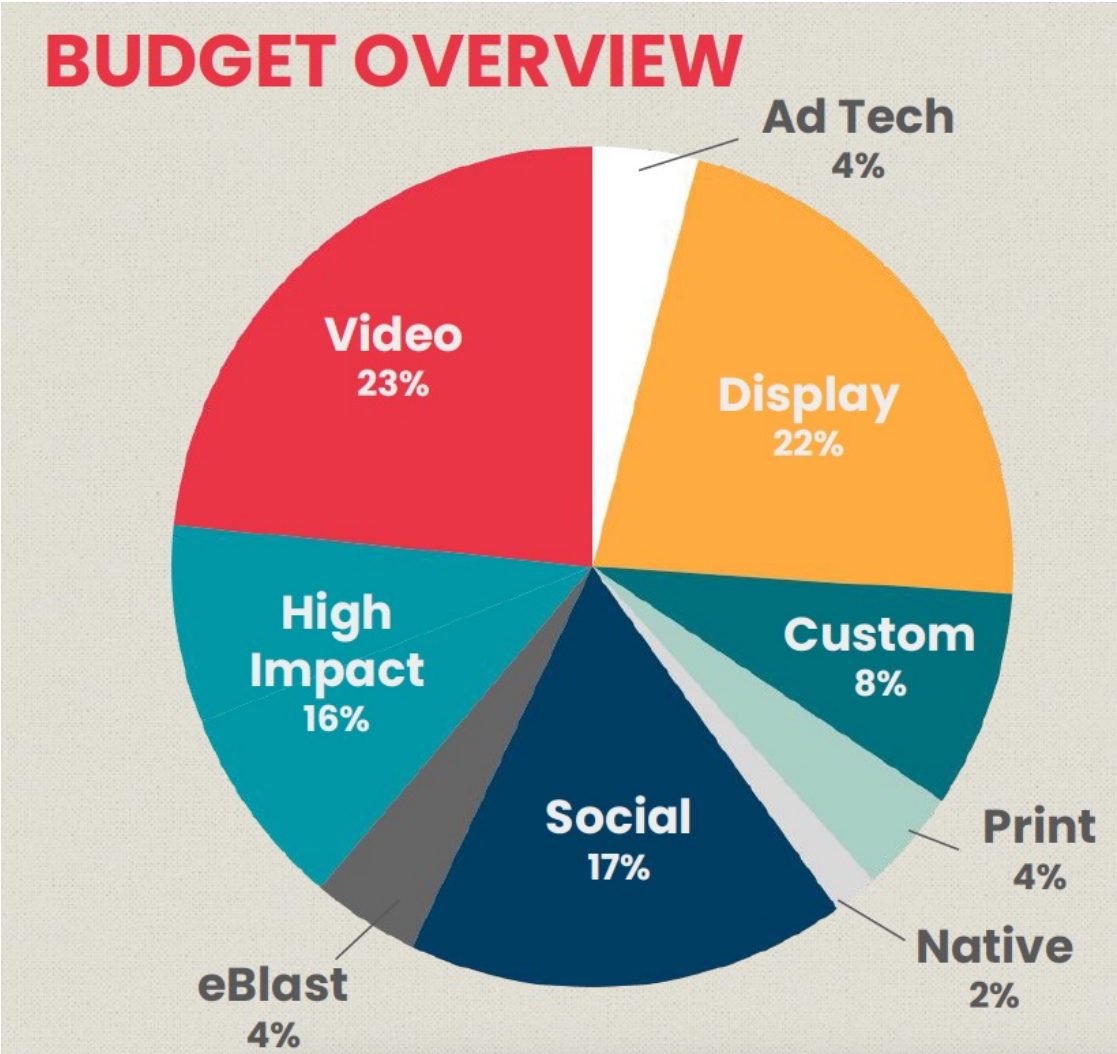
Winter Marketing Concepts: Powder Dreaming



Winter Marketing: Concepts



Winter Marketing: Media Mix & Timeline



MARKETING/COMMUNICATIONS/ COLLATERAL





New 2026 Telluride Calendar

- Available over Film Festival/Labor Day weekend
- Now features images from a variety of local photographers
- Proceeds from sales benefit Telluride Mountain Club's Opt in for Trails program
- Sold at Between the Covers, HOOK, Sunshine Pharmacy, and online



Winter Visitor Guide

- Cover sneak peek (not final)
- Currently in progress, and on schedule to hit the stands by Thanksgiving week
- New editor (as of summer issue) and new designer, Wendy McKeever, starting this issue



WEBCAMS

Take in the views from the top of Revelation bowl, study the snow conditions on the slopes and see what is happening in town. Our webcams help you pack for your trip and get you stoked to be here. Be sure to check out the [forecast](#) too!



INTERNATIONAL & PR





Del 1 al 4 de septiembre,

CTO Grant Funded Mexico Mission & Marketing

September 1 – 4: Exclusive Telluride Mountain Village travel trade/media mission in Mexico City

Five lodging properties participated with TTB: Auberge, Exceptional Stays, Fairmont Franz Klammer Lodge, Invited Home, Mountain Lodge

Trainings/presentations with five top-tier travel agencies, and VIP networking dinner with owners/upper level travel trade, airlines and travel trade media

International: Mexico Mission & Marketing Program

Digital Marketing Campaign September 17 – December 17

Media Outlets

Digital & Print

Hotbook – Premium outlet focused on design, art, architecture, gastronomy, fashion, & exclusive travel

Grupo Expansion – Leading multimedia ecosystem with premium lifestyle news titles: Life & Style, Quien, Elle, BestMex

Forbes – Food & Wine – Leading international brand in premium gastronomy and lifestyle
Buy includes editorial in “Best New Chefs” edition, and presence at the Food & Wine Festival.

THINK LIKE A NEW MAN
LIFE AND STYLE

Quién

Forbes MÉXICO

HOTBOOK





International & PR Efforts

Guenter Kast – German press, e-mountain bike tour
Virtuoso – Via Ferrata

Denver Life – Bluegrass & Dunton

Freelance US & UK – summer adventure

The Telegraph UK – SW Colorado

CTO International Gold Rush Tour

CTO UK Rep Visit

Four Seasons writer visit

Travel + Leisure – Via Ferrata

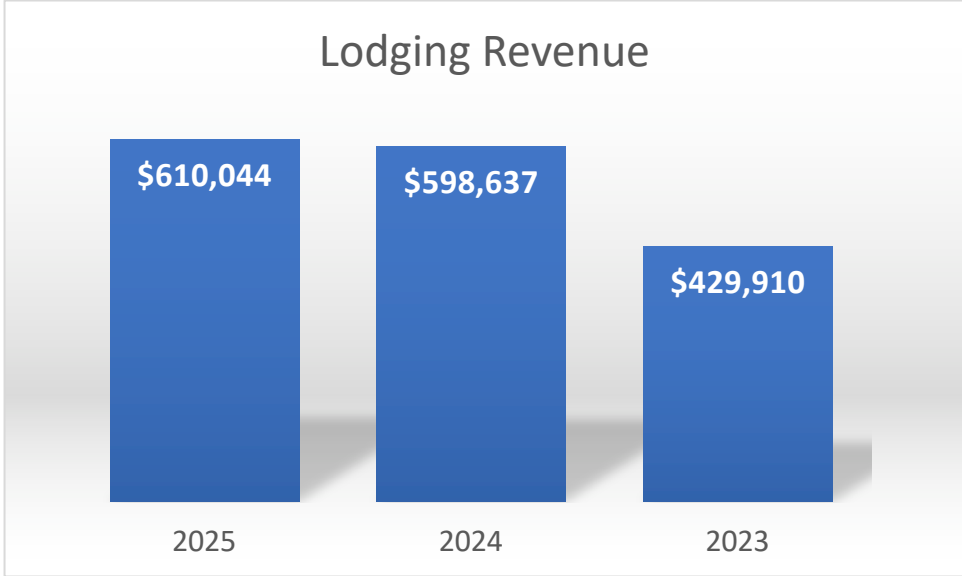
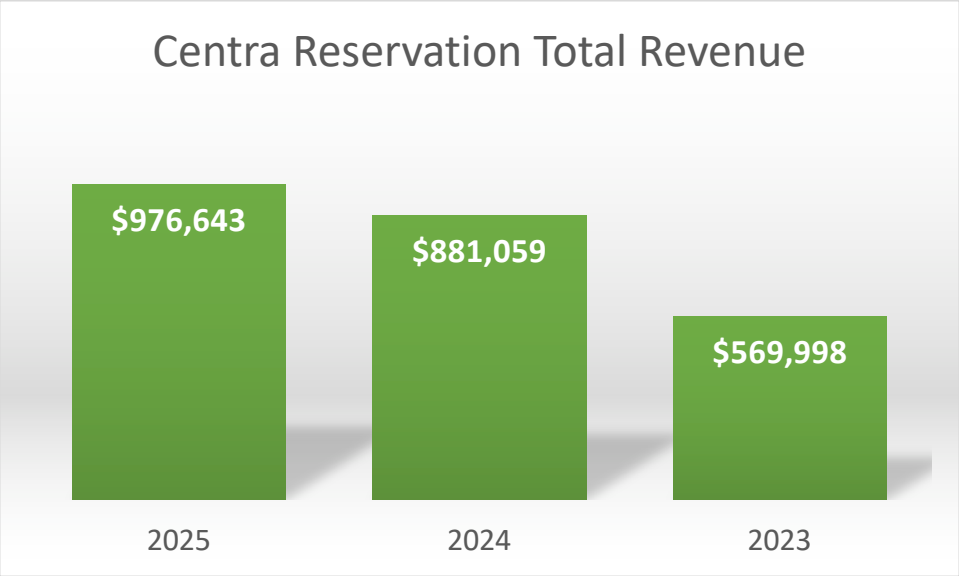
Cowboys & Indians – Fall adventure

Connected SBG Productions with CBS for interview

Partnered with Invited Home for FAM

CENTRAL RESERVATIONS & GUEST SERVICES





- 2025 YTD Booking Revenue = 11% YOY increase
- 2025 YTD Lodging Revenue = 2% YOY increase
- Without vendor sales total revenue -4%
- Telluride Express outage (1/18-2/16) -\$97,571

Central Reservations

1.888.605.2578

Webcams • Visitor Guide • Blog • Weather

TELLURIDE
MOUNTAIN VILLAGE

Discover Lodging Things to Do Food & Drink Festivals & Events Plan Your Visit

BOOTDOCTORS



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Website
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VISITOR GUIDE

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Save 20% on Bootdoctors Rentals

Book Now No, thanks


TELLURIDE

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LODGING OFFERS & PACKAGES SHUTTLE ACTIVITIES


PLAN YOUR VACATION

Found 9 package results




20% off 4+ Nights Summer
Stay Longer and Save this summer at Hotel Columbia.
Valid on 4 night stays or longer.
Must stay between May 21 and August 27, 2025.

BOOK NOW




5th Night Free
5th Night Free
Valid Jan 1 - April 30, 2026.

BOOK NOW




5th Night Free Winter 25/26
Book any 5 night or longer stay for winter 2025/2026 and the 5th night is completely free. Sale ends September 2nd, 2025. Valid for stay dates November 22nd, 2025-April 5th, 2026. Blackout Dates: December 20th-January 1st, February 13th-18th.

BOOK NOW




6th Night Free
This extended-stay offer is valid for new bookings only, with a booking window open now through August 28, 2025, and a stay window from now through August 28, 2025. This offer cannot be combined with other promotions.
Got questions or need help finding the perfect place? Our...[more details](#)

BOOK NOW



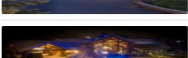
Advance Purchase save 25%
Book stay dates of 11/21/25 - 12/19/25 and receive 25% off our Best Available Rate. Full payment of reservation is due at time of booking and is non-refundable.

BOOK NOW




Alpine Escape: The Summer Edit
This season, enjoy exclusive summer perks:
25% off stays from June through September
Complimentary daily breakfast
\$75 resort credit
Upgrade based on availability on time of arrival
Escape the heat, slow down, and savor a Summer elevated in every sense.

BOOK NOW




Summer Stay more Save more 15%
stay 3 nights and save 15% Sunday - Thursday this summer at the Mountain Lodge!

BOOK NOW



Summer Stay more, Save more 10%
stay 2 nights and save 10% Sunday - Thursday.

BOOK NOW



Summer Stay More, Save More 25%
stay 4 or more nights Sunday - Thursday and save 25% this summer at the Mountain Lodge!
Blackouts apply over certain festival dates.

BOOK NOW

Central Reservations Sales:

- Actively booking discounted gear and activities on Telluride.com with earned commissions.
 - YTD Sales = \$128,500.00
- Notable Lodging sale this quarter - \$20,819
- Winter Promos are actively running

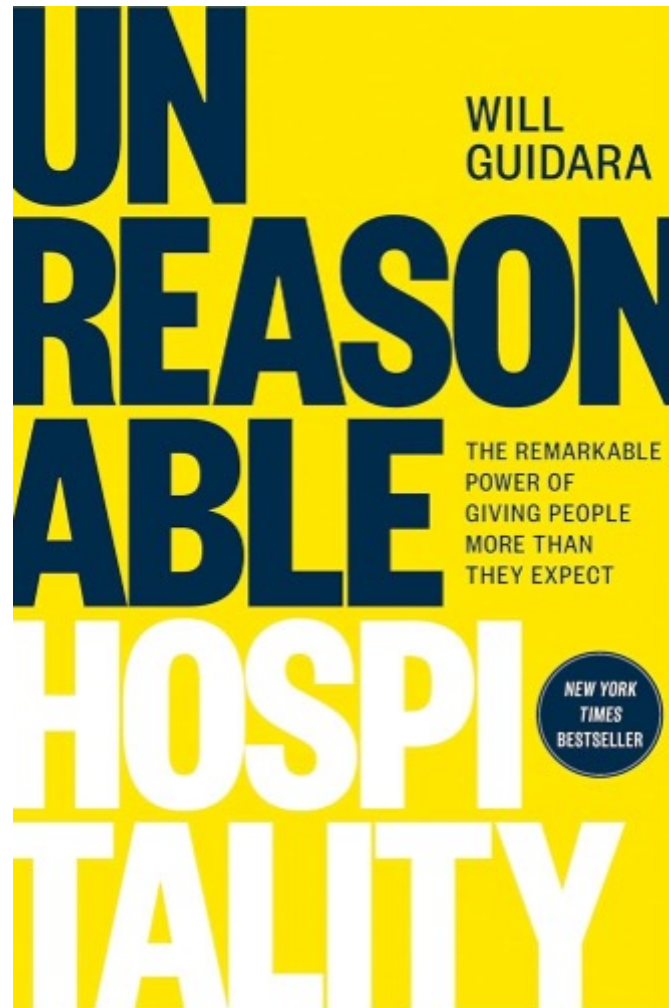


2025 YTD Stats

- Welcomed 10,182 visitors, a 1% YOY decrease
 - Notable foot traffic from Black Canyon being closed
- Assisted 6,457 guests by phone, a 21% YOY decrease
- Conducted 816 online chats, an 8% increase

WILL GUIDARA EVENT





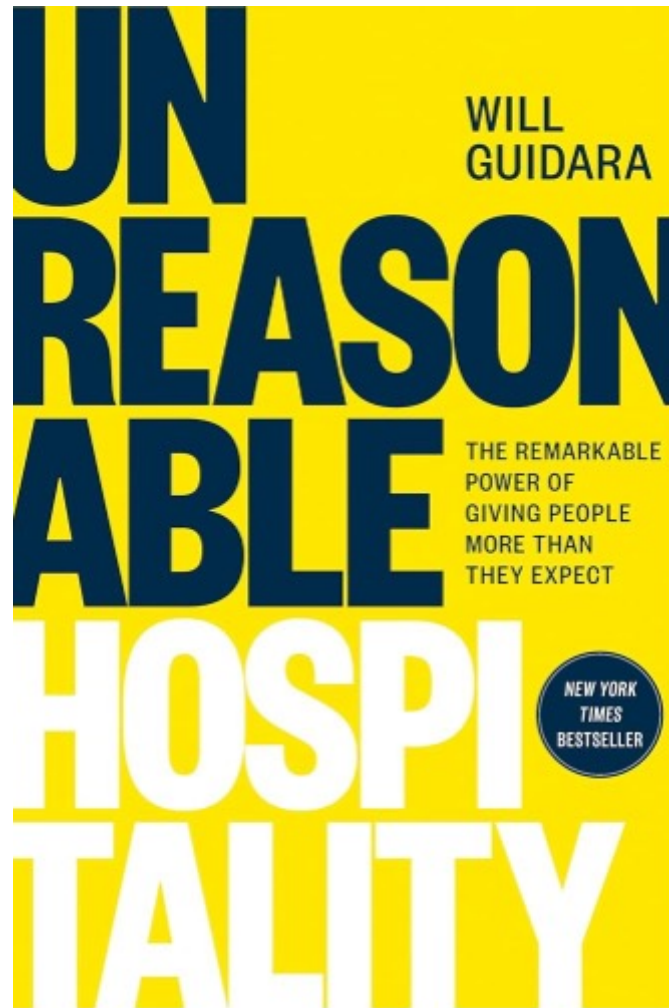
Event Details:

“Unreasonable Hospitality: A Community Conversation with Will Guidara”

Proposed Timing: Early Ski Season (Early December)

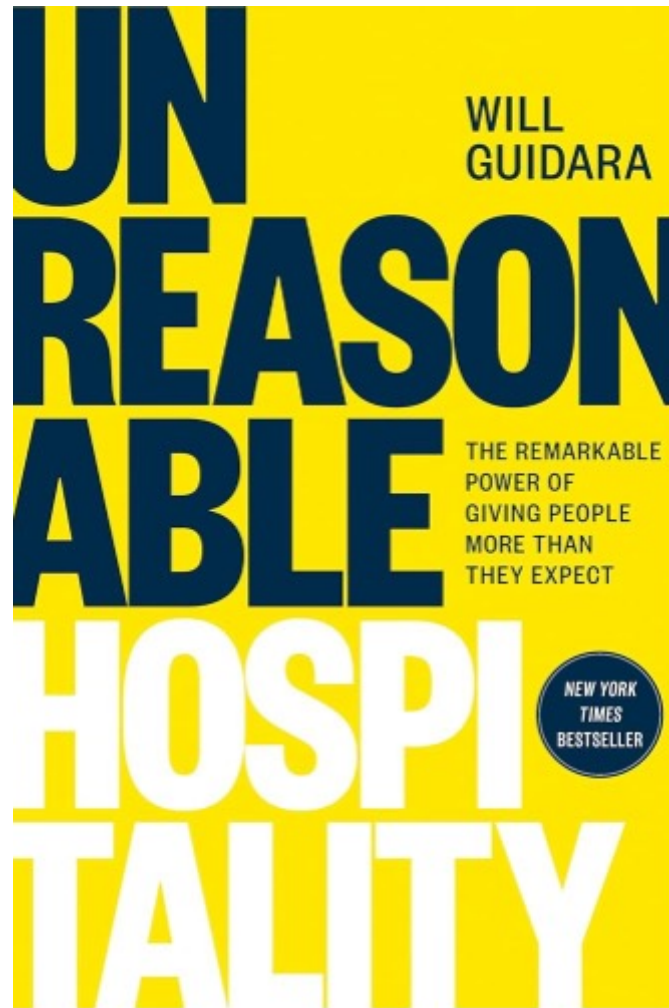
Locations: Sheridan Opera House and Town of Mountain Village Employee Dinner

**Partner with Between the Covers for books sales and signing



Will Guidara is a hospitality visionary, former co-owner of Eleven Madison Park (named the #1 restaurant in the world), and author of *Unreasonable Hospitality*. His message—centered on going above and beyond to create meaningful moments—will resonate deeply with the community, where every interaction contributes to the guest and local experience.

Hosting Will Guidara in Telluride Mountain Village for a complimentary community-wide talk that sets a tone of unity, inspiration, and excellence for the winter season. This event will emphasize that, whether we work in restaurants, retail, real estate, or resort operations, we all play a role in Telluride's hospitality experience—and we are all in it together.



Event Goals:

- Inspire: Set a meaningful tone for the ski season and reinforce pride in the destination's shared commitment to excellence in both the lifestyle of the local community and hospitality.
- Unify: Bring together diverse members of the community under a common message: we are stronger—and better—when we serve with intention and togetherness.
- Elevate: Give everyone—from first-year lifties to longtime locals—a reason to think differently about the impact they can have, and our shared commitment to lifestyle.

Thank you!

Next Board of Directors Meeting:
Wednesday, December 3
10 a.m.
Ah Haa Launch Pad