



**Board of Directors Meeting
Wednesday, March 5, 2025
12 p.m.
Mountain Village Town Hall**

AGENDA

1. Call to Order/Roll Call – Board Chair, Meehan Fee
2. Review and approval of the December 11, 2024 meeting minutes
3. Guest Speaker – Liz Birdsall, Colorado Tourism Office International Market Director
4. Board Composition
5. Team Updates
 - Executive Director, Kiera Skinner & Team
 - Marketing
 - International & PR
 - Travel Trends & Metrics
 - Central Reservations & Guest Services
6. Open Floor/ Public Q & A



**Board of Directors Meeting
Tuesday, December 11, 2024
10 a.m.
The Launchpad, Ah Haa School for the Arts**

MEETING MINUTES

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

1. Call to Order/Roll Call – Board Chair Dan Jansen called the meeting to order at 10:07 a.m.
2. September 4, 2024 meeting minutes – Tommy Thatcher motioned, Huascar (Rick) Gomez seconded. All approved.
3. Opening Comments – Jansen
4. Board Composition – Skinner
 - Skinner and the Board thanked Jansen for his dedication and service to the organization.
5. Election of Officers
 - Chair - Huascar (Rick) Gomez nominated Meehan Fee as Board Chair. Wendy Basham seconded. Unanimously approved.
 - Vice Chair - Dan Jansen nominated Danny Craft as Vice Chair. Huascar (Rick) Gomez seconded. Unanimously approved.
 - Secretary - Wendy Basham nominated Kate Contillo as Secretary, Tommy Thatcher seconded. Unanimously approved.

6. Review and approval of 2025 Budget

- Reviewed funding and expenses.
- Finance Committee has met to discuss financials and 2025 budget.
- Huascar Gomez motioned to approve the 2025 budget, Danny Craft seconded. Unanimously approved.

7. Team Updates – Skinner & Team

- Marketing
 - Awarded CTO 2025 Marketing Grant for digital campaign & events in Mexico
 - Discussed the CTO Governor's Conference
 - Summer Marketing – HSMAI Adrian Award Winner
 - Winter Marketing – National launched in early October, Regional in mid-December
 - Covered social and in-house marketing efforts – holiday events, Peak Sheet, Visitor Guide, kiosk posters, eblasts, Destination Learning Lab
 - Noel Night discussion
- International Promotions
 - Discussed Fall missions and hosting
 - Upcoming events include – Australia MegaFAM, CTO Global Safari, Ski Mag, MTS
 - Reviewed recent media hits
- Travel Trends & Metrics
 - Reviewed destination metrics compared to other Rocky Mountain resort communities
 - Discussed winter lodging metrics in Telluride & Mountain Village
 - Looked at tax revenues from January – August
- Central Reservations & Guest Services
 - Added gear/product rentals to Central Reservations portfolio
 - Increase in YTD revenue
 - Visitors Center stats review

8. Board Meeting 2025 Schedule

- Proposed schedule: March 5, June 4, September 10, December 3

9. Open Floor/ Public Q & A – N/A

10. Jansen adjourned the meeting for Executive Session at 12:07 p.m.

11. Executive Session - At 12:07 p.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.



WEDNESDAY
MARCH 5

NOON
MOUNTAIN
VILLAGE
TOWN HALL

BOARD OF DIRECTORS

MEETING

ALL ARE WELCOME!

TTB Updates

Marketing

International & PR

Travel Trends & Metrics

Central Reservations & Guest Services

MARKETING



Winter Marketing Campaign



KH

WINTER CREATIVE TOP PERFORMERS



"Beyond It All" videos

:15 has had the highest volume of clicks, while the :30 has a higher CTR on both OLV and social



"Snow Globe"

Is performing well on both social and display retargeting



"Snowball"

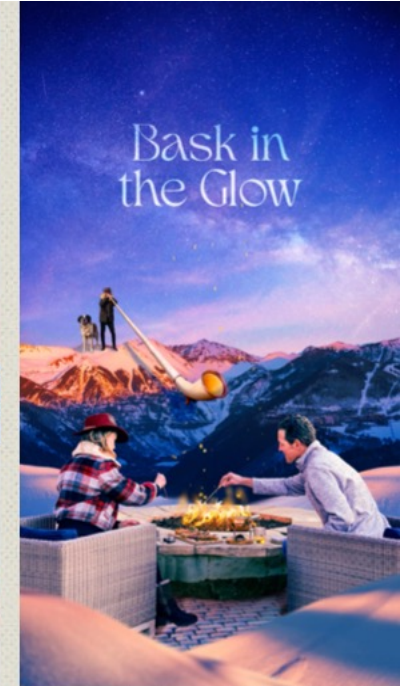
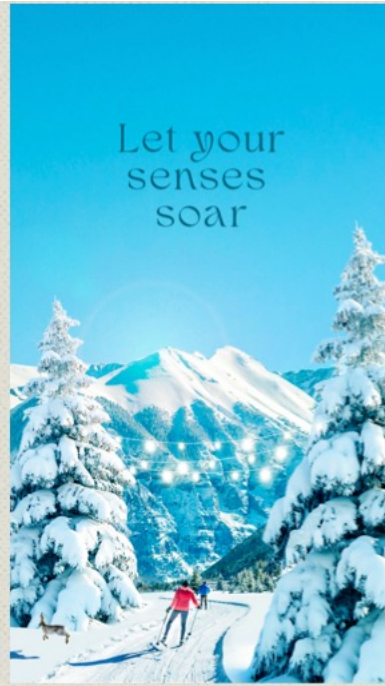
Has seen the most site conversions on display



"Gondola Dining"

Has the highest engagement

Winter Campaign: Regional Social





Sponsored by Visit Telluride



Snow, Sunshine & No Lift Lines

Spend less time waiting and more time skiing endless terrain while soaking in spectacular mountain views. With direct flights from 12 major hubs—including LA, Orange County, San Francisco, and Phoenix—plus **special lodging rates**, there's no better time to visit Telluride/Mountain Village.

[Book Now](#)



3 Feet of Fresh Powder in Telluride

The snow keeps coming, and powder turns are plentiful! With 36" over the past week and more in the forecast, there's no better time to book your trip to Telluride. Get here easy this winter with direct flights from 11 major hubs and special lodging offers. [Book Now.](#)



KH

WINTER PERFORMANCE SNAPSHOT

33,390,868
Impressions

124,182
Clicks

0.41%
CTR

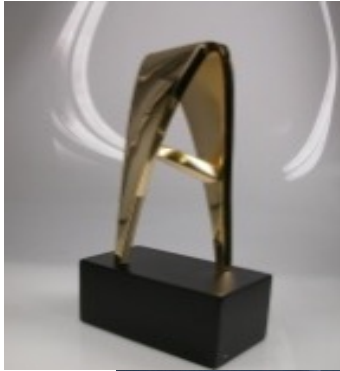
179,616
Site Conversions

5,523,693
Video
Completes

\$1.6MM
Campaign
Impact
(Datafy)

542
Trips
(Datafy)

Data CTD 10/7 - 1/28



HSMAI Gold Adrian Award Winner!

- Hospitality Sales & Marketing Association International
- Over 800 entries
- Judged by experts in hospitality, travel, tourism and media



For Immediate Release

Media Contact:

Tom Watkinson

Tom@VisitTelluride.com

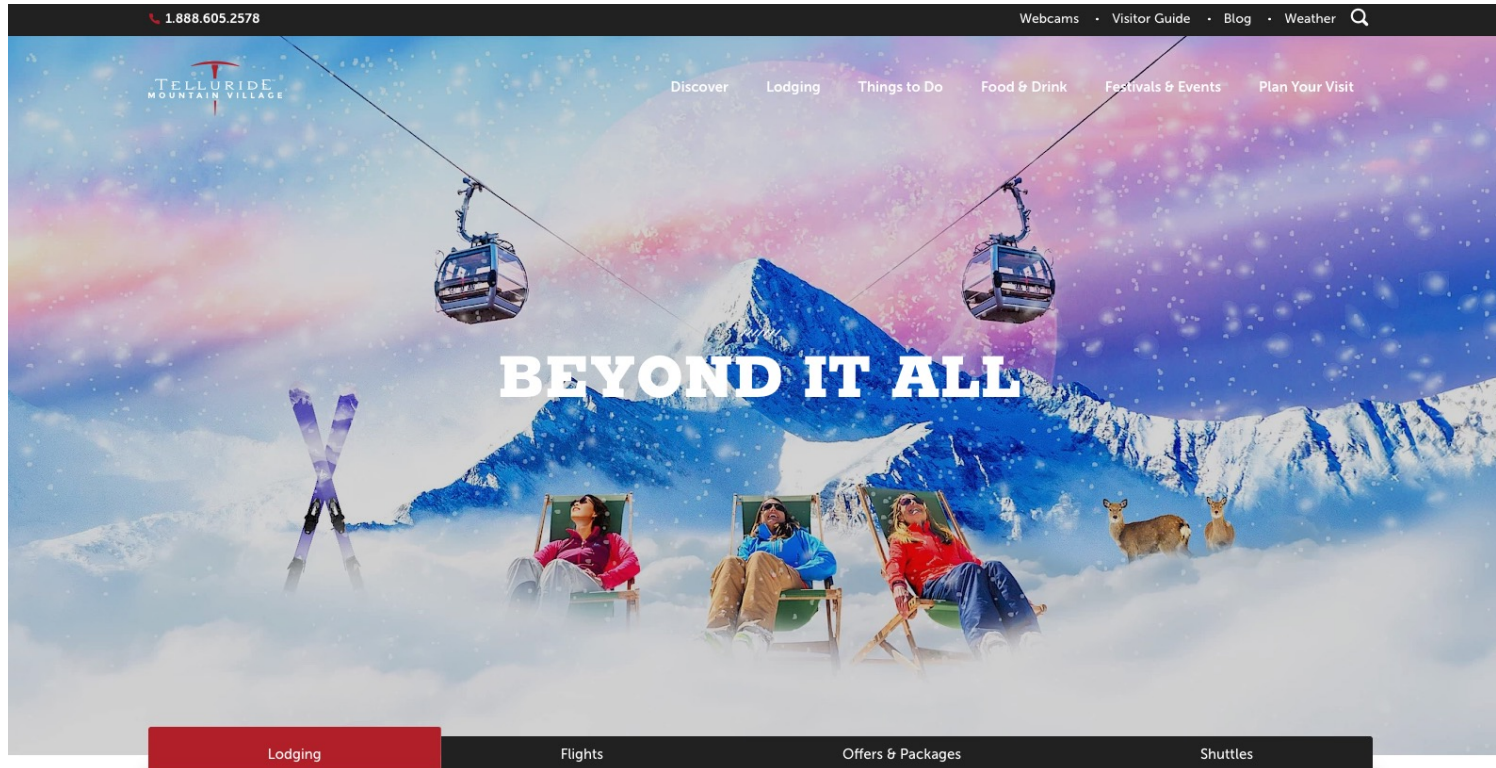
970.708.2375

Telluride Tourism Board Wins International Marketing Award

Beyond It All Campaign Recognized at HSMAI Adrian Awards Celebration

Telluride, Colorado (February 21, 2025) – The Telluride Tourism Board (TTB) was recognized for travel marketing excellence by the Hospitality Sales & Marketing Association (HSMAI) at the annual Adrian Awards Celebration in New York City on February 18, 2025.

The Adrian Awards, now in their 68th year, are the largest and most prestigious competition in global travel marketing. This year's theme, Wish You Were Here, highlighted the stories of the memorable and successful travel marketing and public relations campaigns, ads, earned media programs, experiential and digital programs that inspired the notion that travel is about more than just the destination, cultivating a passion for the journey and memories collected along the way.



2024 Web Analytics:

Users: 954,195

Average Engagement Time: + 12%

Page Views: + 5%

Revenue: \$235,068 (-2%)

Bounce Rate: - 36%

Q1 Web Analytics:

Average Engagement Time: + 132% YOY

Page Views Per User: Up 165% YOY

Revenue: \$64,902 (+ 40%)

Bounce Rate: -76%

Telluride.com Top Markets: Dallas, New York, Chicago, Denver, Phoenix, Los Angeles

Top Pages: Home, Webcam, Weather, Skiing, Festivals & Events

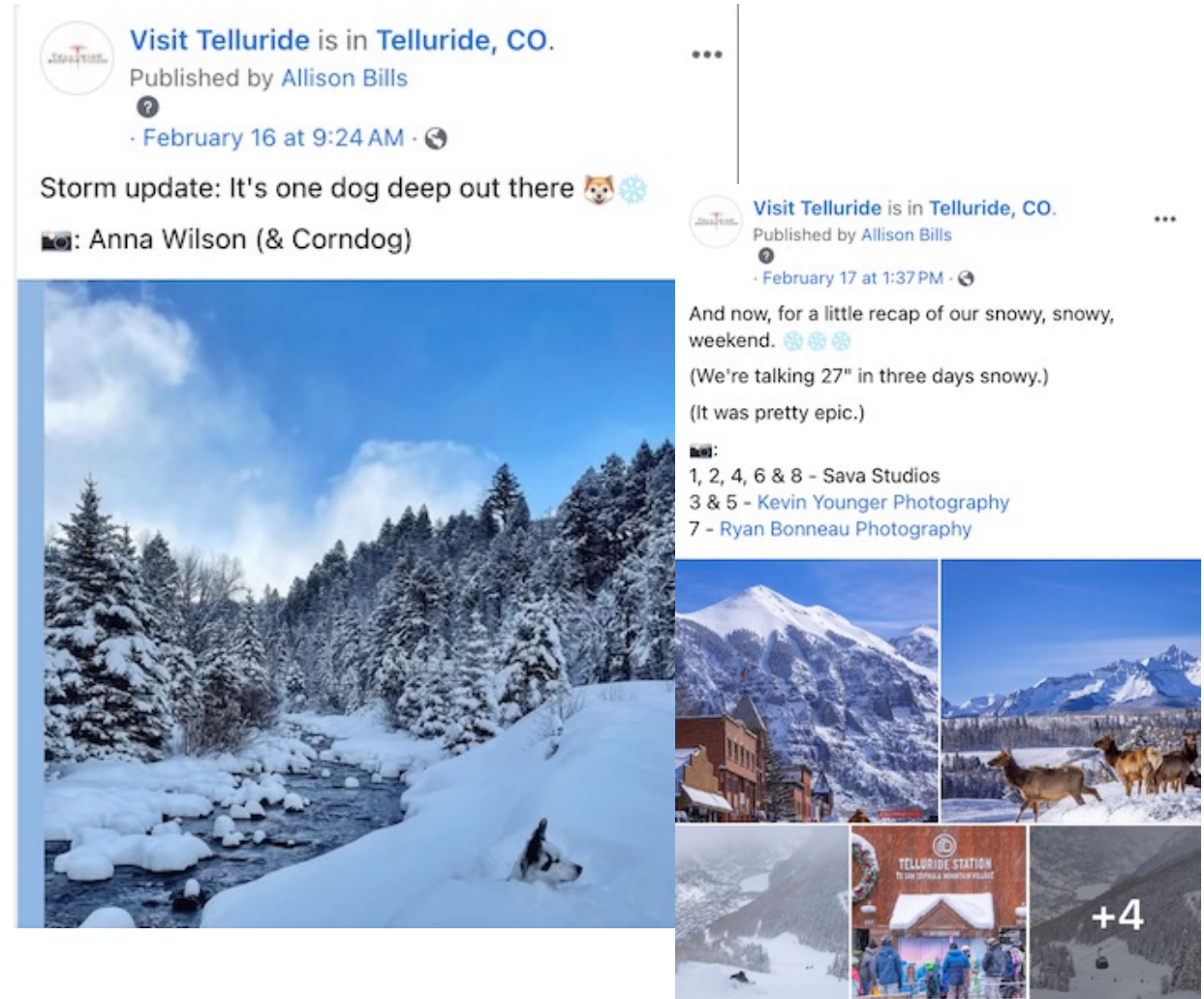
Organic Social



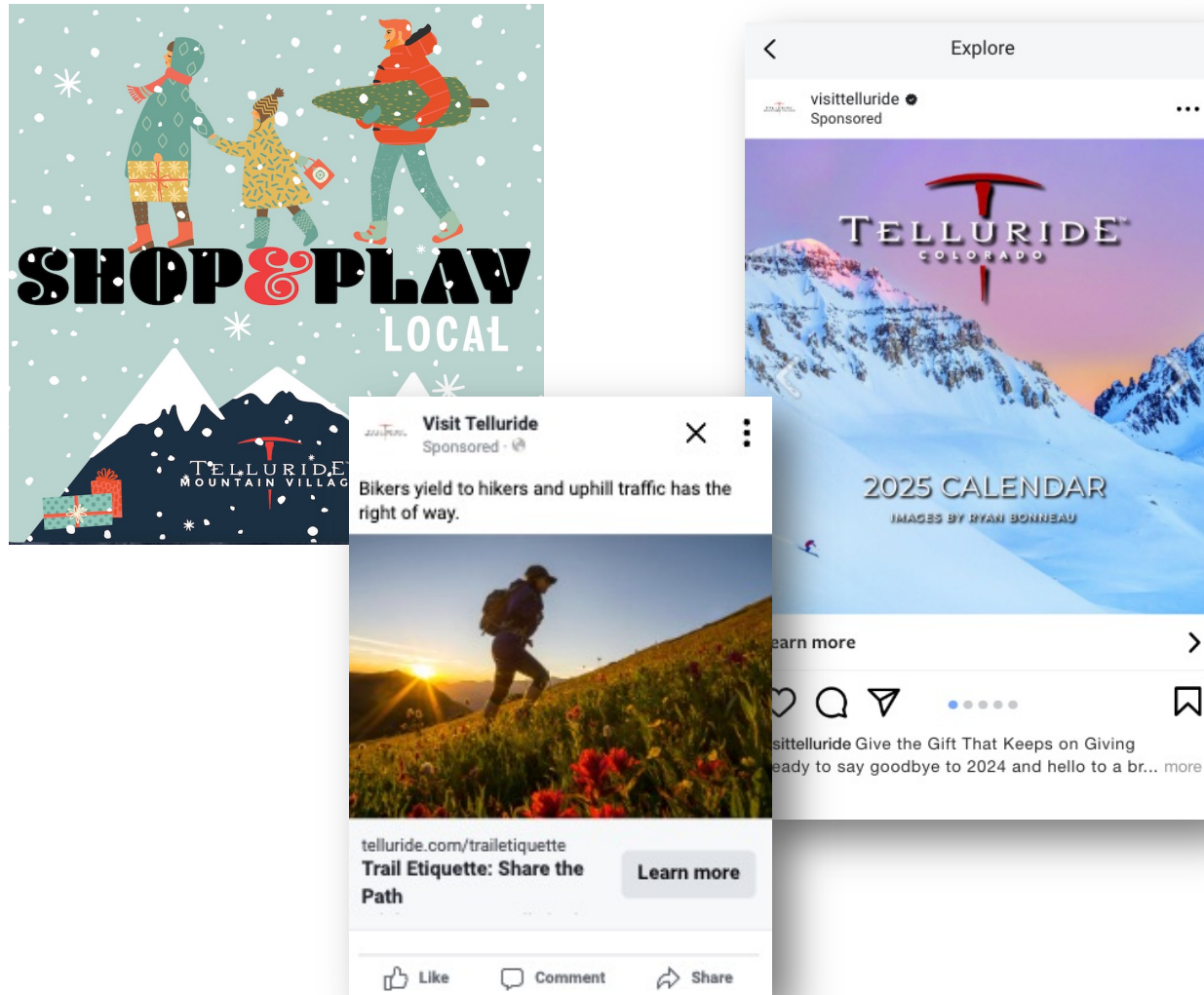
- 101K Followers
- 2,500 New YTD
- Visits = 12.6K YTD
- Reach= 212.1K



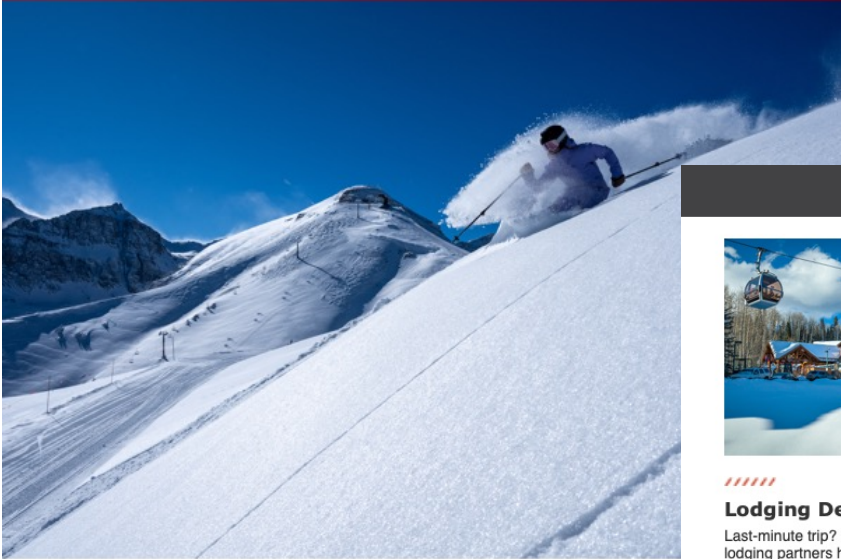

- 131K Followers
- 1,100 New YTD
- Visits = 13.4K YTD
- Reach = 1.2 Million YTD



Paid Social 2024



- Audience: Retargeting, fly market and visitor.
- Campaigns: Stewardship, Calendar, Holidays
- Impressions = 2,373,439
- CTR = 2.2%
- Total link clicks: 52,240




It's Deep Out There.

//////

Hello Powder Chaser,

If you like deep turns, powder shots and endless smiles - You've come to the right place. Telluride got dumped on this holiday weekend, with 27 inches of fresh powder in the last 72 hours. It's good. Like, really good.


GET HERE NOW.



////// Lodging Deals

Last-minute trip? No problem. Our lodging partners have plenty of great deals on slopeside chalets, in-town residences, and luxury hotel rooms. Check out our discounts below and save on your ski vacation today. We'll see you soon!

SAVE NOW



////// Getting to Telluride

Getting to Telluride is easier than ever. With direct flights from 11 major hubs including Chicago, Los Angeles, Houston and New York, your ski trip is just a quick flight away. Check out the full flight schedule below and get yourself to the slopes!

BOOK YOUR TRIP

- Powder Alerts
- Sent to database of over 88K
- Average open rate= 21%

INTERNATIONAL & PR





Recent Efforts

- Dan Walker, Sno'n'Ski – Dec. 16-20
- CTO Global Winter Safari Feb. 6-8
- International Agent FAM – Feb. 3-7
- SKI Mag – Feb. 21-24
- Sno'n'Ski Mega FAM – Mar. 1-3



Upcoming:

- MTS Pre-FAM – Mar. 28-31
- MTS International Dinner – Apr. 7-9
- Denver Media Visits – April 10 -12
- Australian Mission and Ski Expo – May 14 – 24
- CTO Media Reception – May TBD
- IPW Chicago – June 14 - 18


VOGUE

TRAVEL

A Guide to Telluride, Colorado—America’s Most Beautiful Mountain Town

BY ELISE TAYLOR
January 27, 2025





NEWS SKIERS TRAVEL RESORTS GEAR WEATHER

Resorts Regions ▼ Travel

The historic town of Telluride.

SKI RESORTS

The 8 Sunniest Ski Resorts in the U.S.

Visiting these ski resorts will increase your chances of scoring bluebird days.

Ian Greenwood • Feb 25, 2025

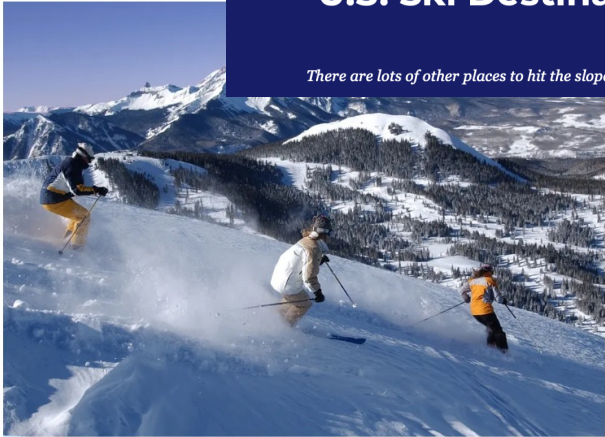
Forbes

Your Guide To Luxury Skiing In Telluride

Here’s how you can properly enjoy this Colorado mountain retreat’s slopes, culinary offerings, accommodations, unbelievable scenery and more.

1

Telluride, Colorado



DOUGBERRY via Getty Images

HUFFPOST

NEWS POLITICS ENTERTAINMENT LIFE PERSONAL VOICES SHOPPING GAMES

TRAVEL TRAVEL SKIING

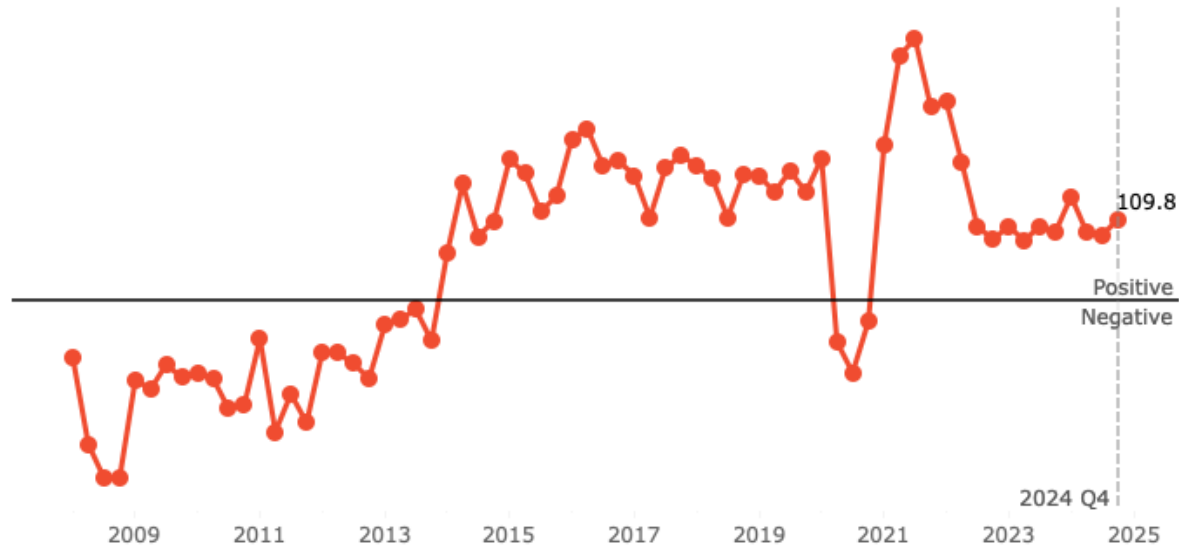
U.S. Ski Destinations That Aren't Aspen Or Vail

There are lots of other places to hit the slopes in multiple regions across the country. Don't sleep on these spots.

TRAVEL TRENDS & METRICS



① Traveler Sentiment Index (TSI)

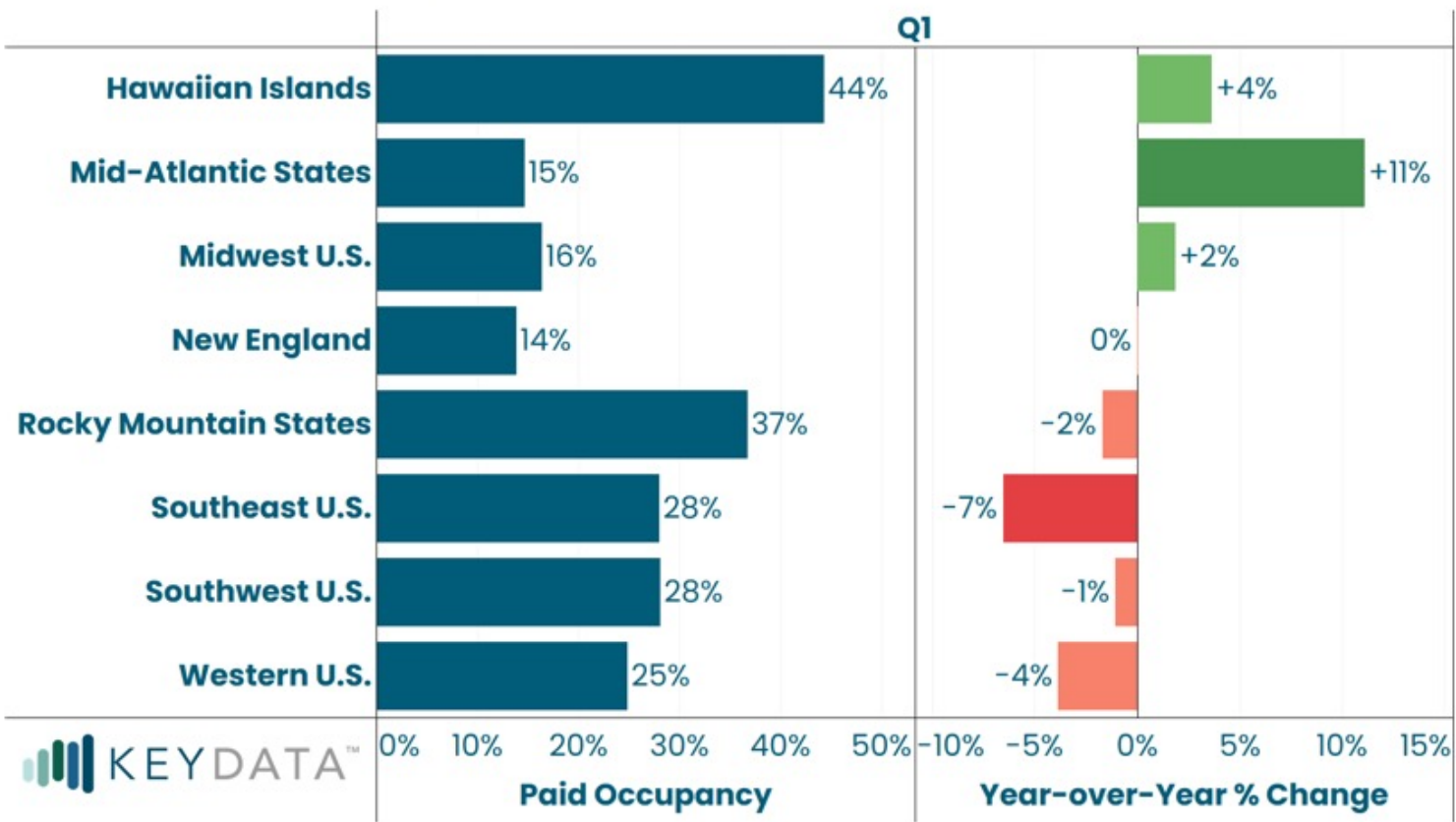


American Travelers Cautious to Spend

- Decline in financial sentiment
- Downward trend in % who feel that the present is a good time to spend on travel
- Average annual leisure travel budget dropped over 15% since January
- Personal financial outlook remains strong, and fear of a recession remains low

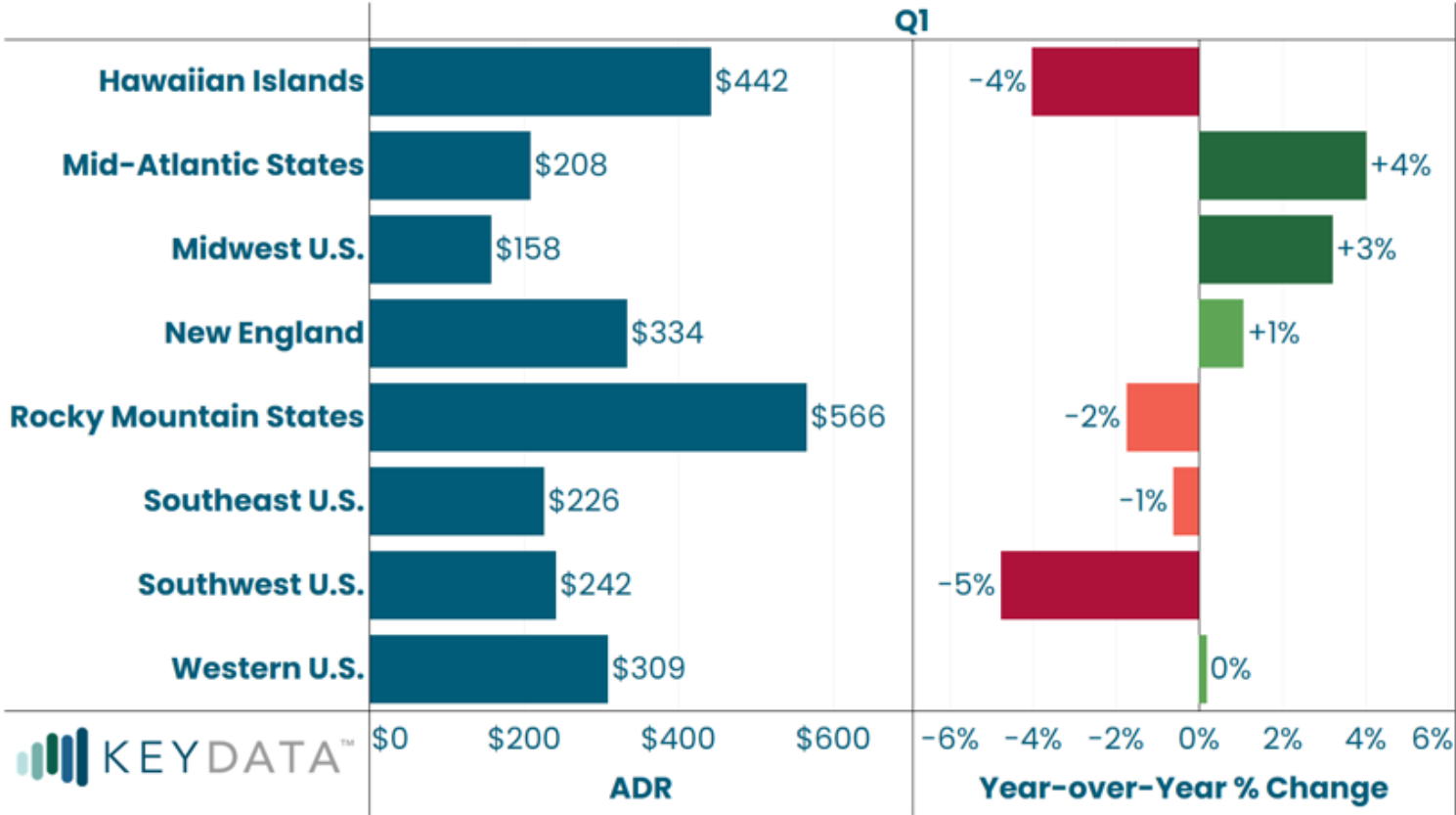
Source: MMGY & Future Partners

Q1 2025 Paid Occupancy %



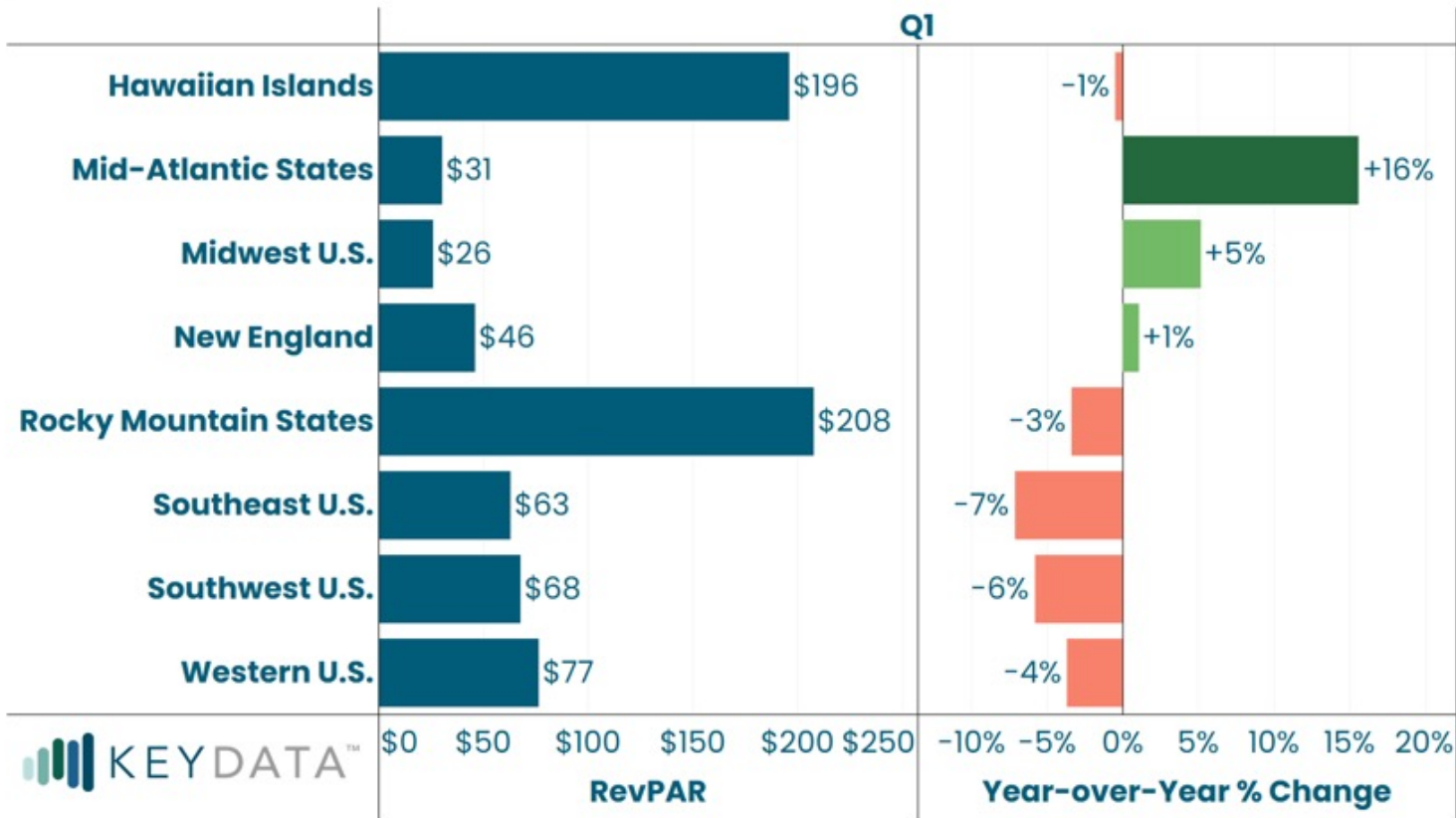
Telluride/Mountain Village
paid occupancy flat at 52%

Q1 2025 Average Daily Rates



Telluride/Mountain Village
ADR +3% at \$876

Q1 2025 RevPAR



Telluride/Mountain Village
ADR +4% at \$452

Lodging Metrics – Q1 Pace

Destination

ADR ⓘ	Adjusted Paid & Owner Occupancy ⓘ	Adjusted RevPAR ⓘ	Adjusted Paid Occupancy % ⓘ
<div><div>\$876</div><div>primary</div><div>▲3%</div><div>\$848</div><div>compare</div></div>	<div><div>58.3%</div><div>primary</div><div>▲1%</div><div>58.0%</div><div>compare</div></div>	<div><div>\$452</div><div>primary</div><div>▲4%</div><div>\$436</div><div>compare</div></div>	<div><div>51.6%</div><div>primary</div><div>▲0%</div><div>51.4%</div><div>compare</div></div>

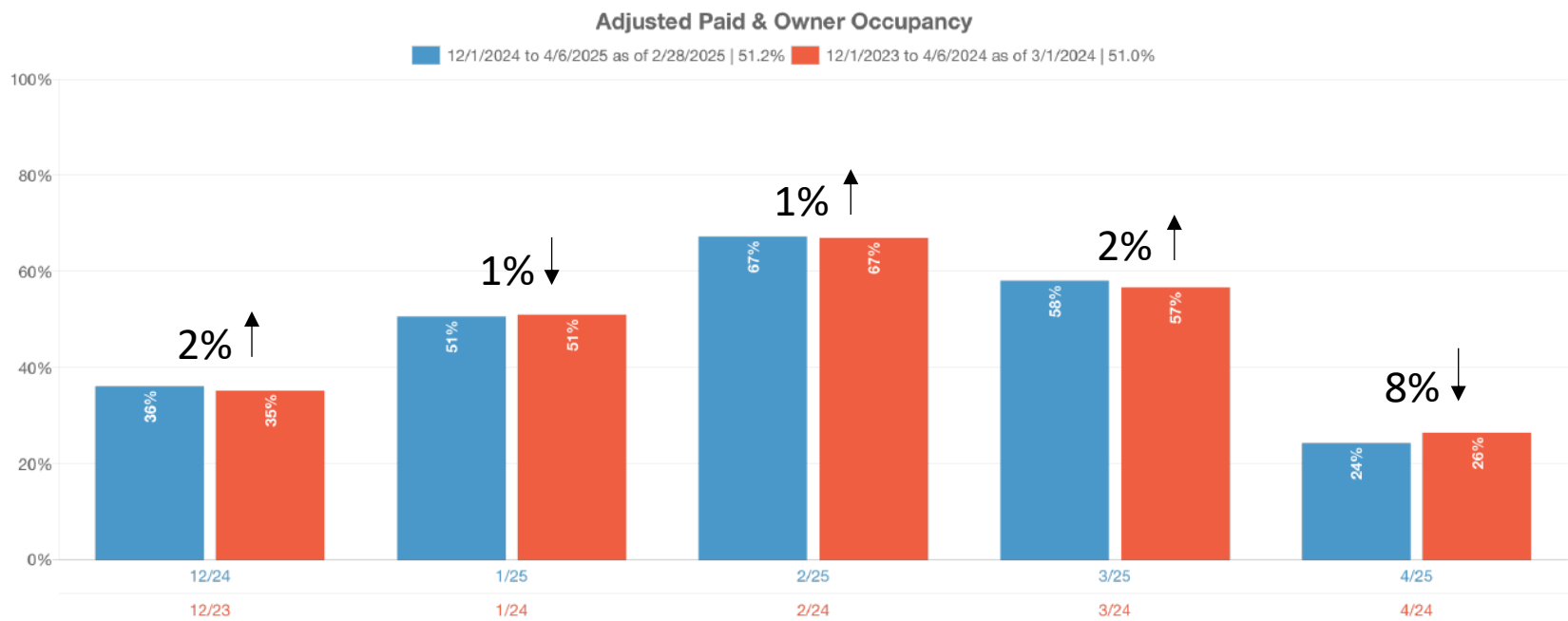
Mountain Village

ADR ⓘ	Adjusted RevPAR ⓘ
<div><div>\$1K</div><div>primary</div><div>▲2%</div><div>\$1K</div><div>compare</div></div>	<div><div>\$589</div><div>primary</div><div>▲6%</div><div>\$553</div><div>compare</div></div>
Adjusted Paid & Owner Occupancy ⓘ	Adjusted Paid Occupancy % ⓘ
<div><div>61.6%</div><div>primary</div><div>▲5%</div><div>58.8%</div><div>compare</div></div>	<div><div>55.0%</div><div>primary</div><div>▲5%</div><div>52.4%</div><div>compare</div></div>

Telluride

ADR ⓘ	Adjusted RevPAR ⓘ
<div><div>\$576</div><div>primary</div><div>▲2%</div><div>\$562</div><div>compare</div></div>	<div><div>\$273</div><div>primary</div><div>▼4%</div><div>\$286</div><div>compare</div></div>
Adjusted Paid & Owner Occupancy ⓘ	Adjusted Paid Occupancy % ⓘ
<div><div>53.9%</div><div>primary</div><div>▼6%</div><div>57.1%</div><div>compare</div></div>	<div><div>47.5%</div><div>primary</div><div>▼7%</div><div>50.8%</div><div>compare</div></div>

Lodging Metrics – Winter Monthly Pace



Copyright Key Data, LLC 2025
Created: 2/28/25 11:02 AM
Data Source: VR (Direct)
Market(s): Telluride and Mountain Village
Filter(s): none

Lodging Metrics – Spring Break (3/8 - 3/22/25)

Destination

ADR ⓘ			Adjusted Paid & Owner Occupancy ⓘ			Adjusted RevPAR ⓘ			Adjusted Paid Occupancy % ⓘ		
\$1K	▲1%	\$1K	67.0%	▲9%	61.2%	\$623	▲13%	\$551	60.4%	▲12%	54.0%
primary		compare	primary		compare	primary		compare	primary		compare

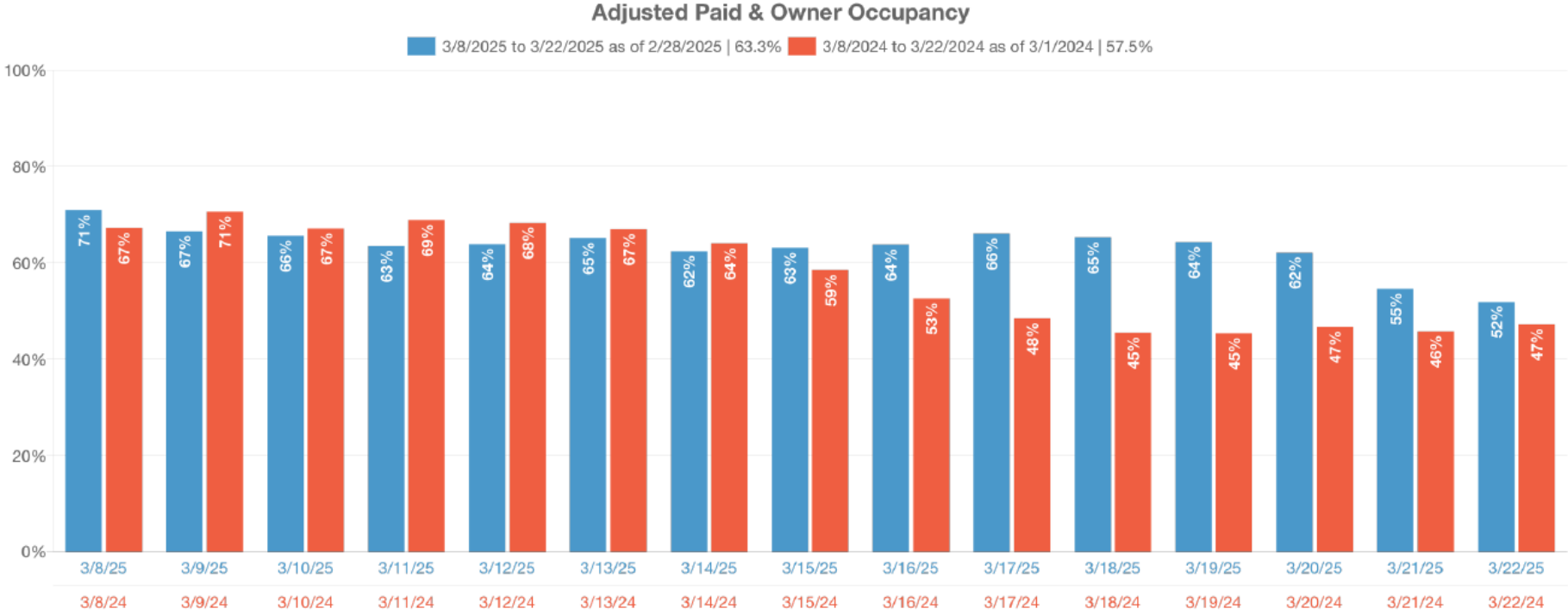
Mountain Village

ADR ⓘ			Adjusted RevPAR ⓘ		
\$1.2K	▲0%	\$1.2K	\$821	▲17%	\$704
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
70.8%	▲14%	62.3%	64.9%	▲17%	55.6%
primary		compare	primary		compare

Telluride

ADR ⓘ			Adjusted RevPAR ⓘ		
\$659	▼2%	\$672	\$361	▲2%	\$353
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
61.8%	▲3%	60.0%	54.8%	▲4%	52.5%
primary		compare	primary		compare

Lodging Metrics – Spring Break



Copyright Key Data, LLC 2025
Created: 2/28/25 11:02 AM
Data Source: VR (Direct)
Market(s): Telluride and Mountain Village
Filter(s): none

Lodging Metrics – Summer Pace

Destination




ADR ⓘ			Adjusted Paid & Owner Occupancy ⓘ			Adjusted RevPAR ⓘ			Adjusted Paid Occupancy % ⓘ		
\$585	▼4%	\$610	26.5%	▲14%	23.2%	\$94	▲8%	\$87	16.0%	▲12%	14.3%
primary		compare	primary		compare	primary		compare	primary		compare





Mountain Village

ADR ⓘ			Adjusted RevPAR ⓘ		
\$602	▼8%	\$653	\$77	▲11%	\$69
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
24.9%	▲23%	20.3%	12.8%	▲21%	10.6%
primary		compare	primary		compare

Telluride

ADR ⓘ			Adjusted RevPAR ⓘ		
\$566	▼2%	\$578	\$115	▲3%	\$112
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
28.7%	▲5%	27.3%	20.3%	▲5%	19.4%
primary		compare	primary		compare

Town of Telluride through August	.4% 
Lodging \$1,823,649 vs. \$2,071,593	12% 
Restaurant \$2,118,308 vs. \$1,864,517	14% 
Retail \$2,643,173 vs. \$2,621,443	1% 
Total = \$6,585,130 vs. \$6,557,553	

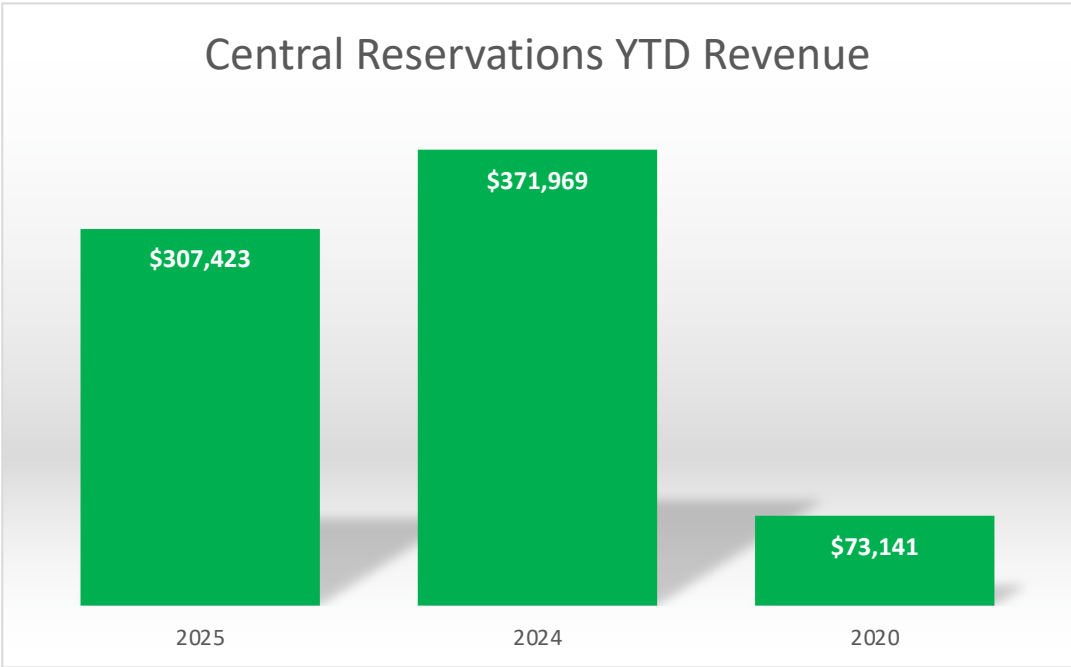
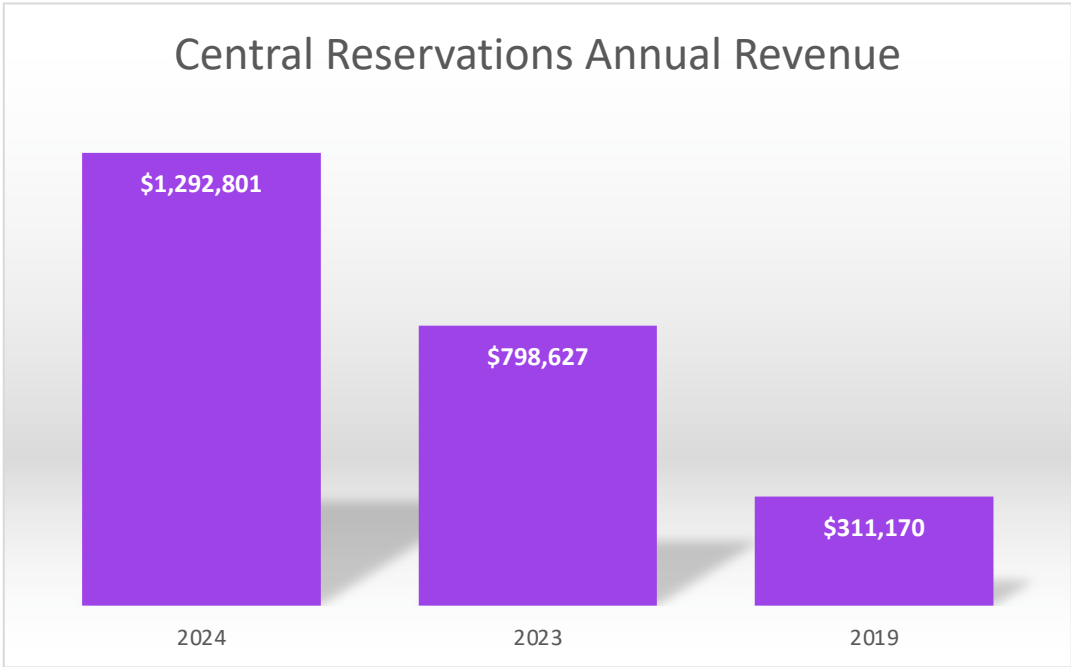
Town of Mountain Village 2024 (Jan. – Dec.)	.7% 
Lodging \$101,120,246 vs. \$99,343,704	2% 
Restaurant \$34,238,863 vs. \$36,703,025	7% 
Retail \$39,751,347 vs. \$40,434,621	2% 
Total = \$175,110,456 vs. \$176,481,350	

Blue = 2024, Red = 2023

CENTRAL RESERVATIONS & GUEST SERVICES



Central Reservations



2024 Total Booking Revenue = 62% YOY increase
2024 Lodging Booking Revenue = 61% YOY increase

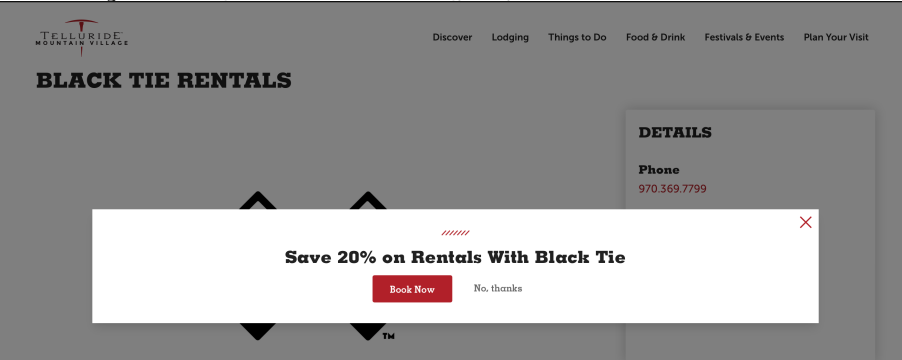


Black Tie Ski Rentals provides ski rentals and delivery on summer gear for every skill level. At Black Tie, they provide the best equipment and outstanding service—all delivered at a time and place that’s convenient for you. They also offer summer festival gear rentals (think coolers and chairs), cars, strollers and all of the adventure equipment you

Black Tie also offers free c
extended stay discounts c

Plus, you can save 20% o

Book Now



Central Reservations Product Sales:

- Actively booking discounted gear rentals on Telluride.com with earned commissions.
- Q4 Sales = \$59,815
- Sales strong in Q1



2024 Stats

- Welcomed 15,906 visitors, an 11% YOY decrease
- Assisted 12,347 guests by phone, a 21% decrease
- Conducted 1,310 online chats, a 23% increase

Q1 Stats

- A 9% decrease in YTD visitors, with 1,073 people welcomed at the Visitors Center
- A 25% decrease in phone calls (1,939 vs. 2,578)
- A 38% increase in chats (273 vs. 198)

2025 Board Meeting Schedule

March 5, 12 p.m., Mountain Village

June 4, 10 a.m., Telluride

September 10, 11 a.m., Mountain Village

December 3, 10 a.m., Telluride

Thank you!