



**Board of Directors Meeting
Friday, September 11, 2026
10 a.m.
Mountain Village Municipal Building**

AGENDA

1. Call to Order/Roll Call – Board Chair, Huascar (Rick) Gomez
2. Moment of silence in remembrance of September 11, 2001
3. Review and approval of the May 29, 2026 meeting minutes
4. Board & Organization (30 minutes)
 - Finance Committee update
 - Contract renewal
 - Telluride
 - Mountain Village
 - Chamber of Commerce Discussion
5. Team Updates (45 minutes)
 - Summer performance
 - Winter marketing & forecast
 - PR & International
 - Central Reservations & Guest Services
 - Additional updates
6. Open Floor/ Public Q & A (10 minutes)
7. Adjourn



**Board of Directors Meeting
Friday, May 29, 2026
10 a.m.
Ah Haa School for the Arts**

MEETING MINUTES

Attendees: Huascar (Rick) Gomez, Kate Contillo, Buck Smith, Tommy Thacher, Andrés Vargas-Johnson

Not Present: Danny Craft, Ashley Von Sprecken

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

- 1. Call to Order/Roll Call** - Chair Huascar (Rick) called the meeting to order at 10:04 a.m.
- 2. Review and approval of the March 4, 2026 meeting minutes** - Thacher motioned, Vargas seconded. Unanimously approved.
- 3. Board & Organization**
 - TTB 2026 Roster distributed
 - Finance Committee update
 - In the process of updating bank account signers based on accounting policies and recent change in Board composition
 - Discussed town service agreement renewals
- 4. Team Updates**
 - Winter performance – Skinner
 - Additional funding from towns due to labor dispute resort closure for recovery marketing efforts
 - 128 million impressions, 1.13% CTR
 - Resort closure and snow conditions impacted businesses and revenues

- Tax revenues down 17% TOT and 16% MV
- Summer marketing – Skinner
 - Shared national and regional campaign creative
- Summer lodging metrics – Skinner
 - Paid occupancy flat, RevPAR +5%
- Regional marketing efforts – Bills
 - Maps and Visitors Guides have been printed and distributed.
 - Summer email marketing
 - Peak Sheet resumed
- PR & International - Watkinson
 - Australia Sales Mission May 14 – 25
 - Reviewed upcoming summer press trips and FAMS
- Central Reservations and Guest Services – Crow
 - As a result of labor dispute/resort closure:
 - Lodging -17%, rentals -18% YOY
 - 26% increase in Visitors Center traffic, 50% increase in phone calls
- Additional Updates – Skinner
 - 2025 TTB Annual Report available on Telluride.com
 - 250/150 Celebration Drone Show – September 3 in collaboration with Film Festival
 - Accessible Tourism Program – Town of Mountain Village is now certified. TTB has been a part of the core team and working on an accessibility landing page
 - Chamber Discussion – There has been discussion around town about the development of a Chamber. The board discussed this concept.
 - Festivals – Several music festivals are down for 2026 and looking for solutions.

5. Open Floor/Public Q&A

- Public comments about upcoming gondola changes, Ski Resort marketing, map distribution.

6. Gomez motioned to adjourn the meeting at 11:30 a.m., Smith seconded. Meeting adjourned.



BOARD OF DIRECTORS

MEETING

**FRIDAY
SEPTEMBER 11
10 AM**

**TOWN OF MOUNTAIN VILLAGE
MUNICIPAL BUILDING**

ALL ARE WELCOME!

TTB Updates

Summer Performance

Winter Marketing & Forecast

Additional Updates

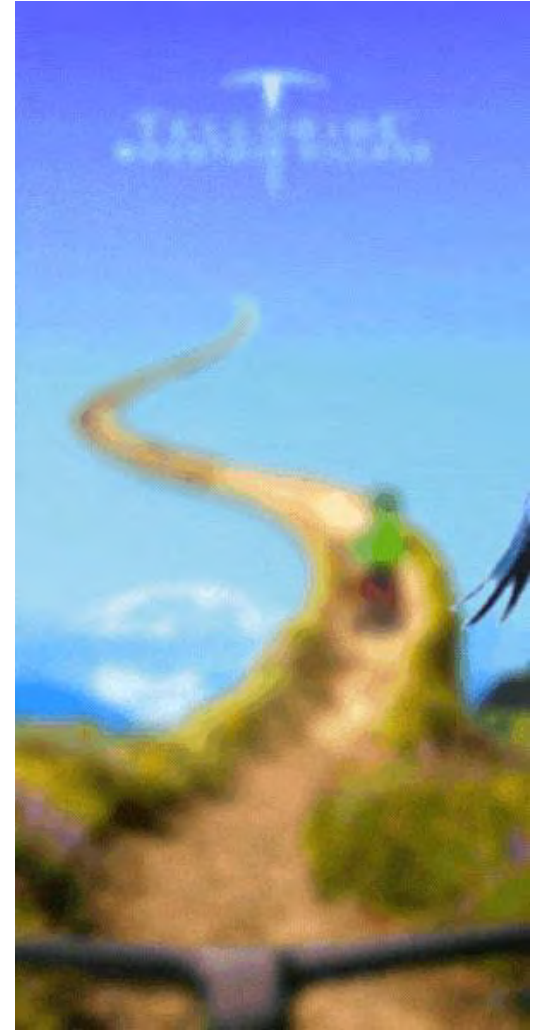
PR & International

Central Reservations & Guest Services

SUMMER PERFORMANCE



Summer Destination Marketing Campaign



Summer Destination Marketing Campaign: Performance



Metrics:

Impressions: 47,118,755. (+173%)

Click Through Rate: 1.32% (+29%)

Video Completion Rate: 81% (-7%)

Highlights:

- High impact units garnered at 6% CTR
- META National units generated at 3.64%
- Carousel META ads outperformed all units
- Market on the Plaza best performing regional creative at 3.9% CTR
- Dine in Telluride next best at 2.34%

Lodging Metrics: Summer Pace (May 21 – October 25)



Destination



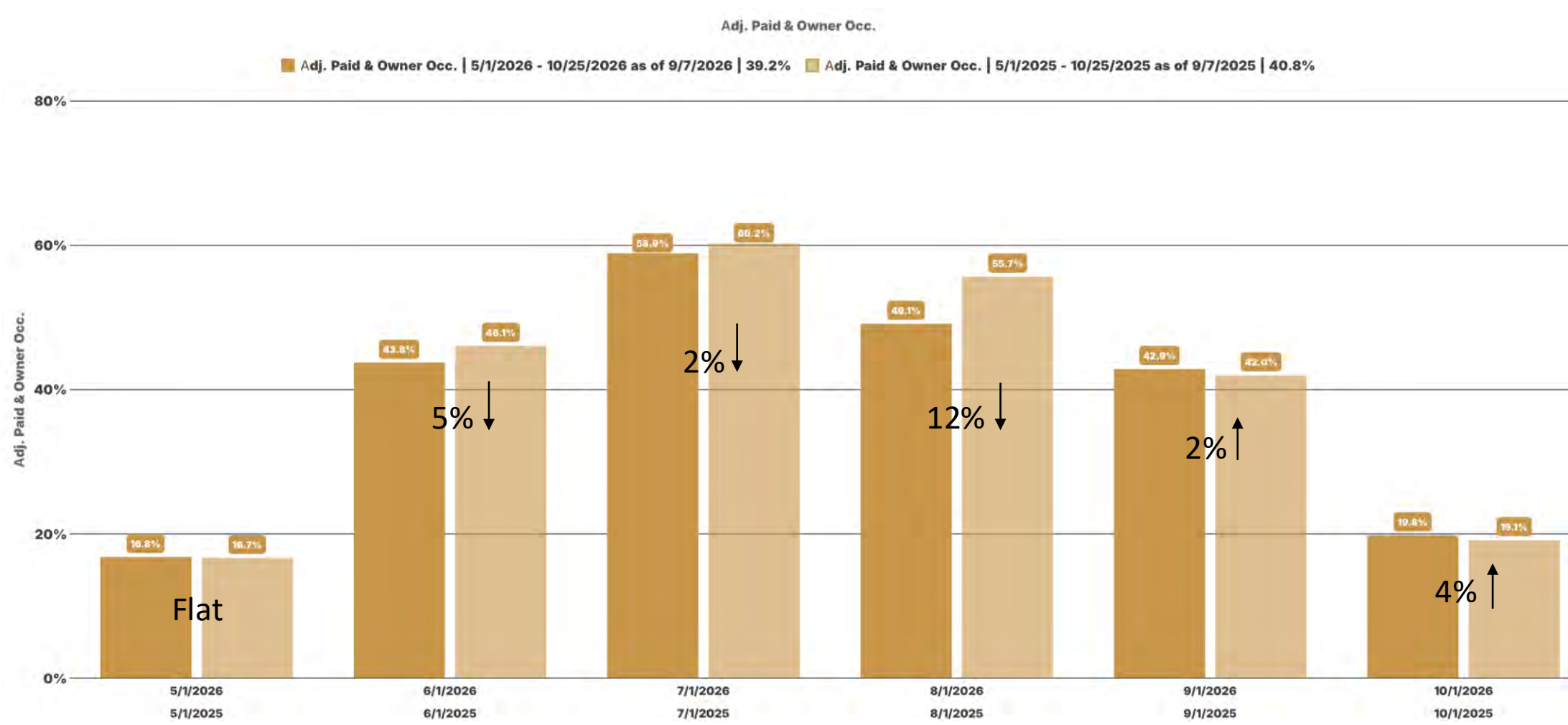
Mountain Village



Telluride



Lodging Metrics: Summer Monthly



WINTER MARKETING & FORECAST



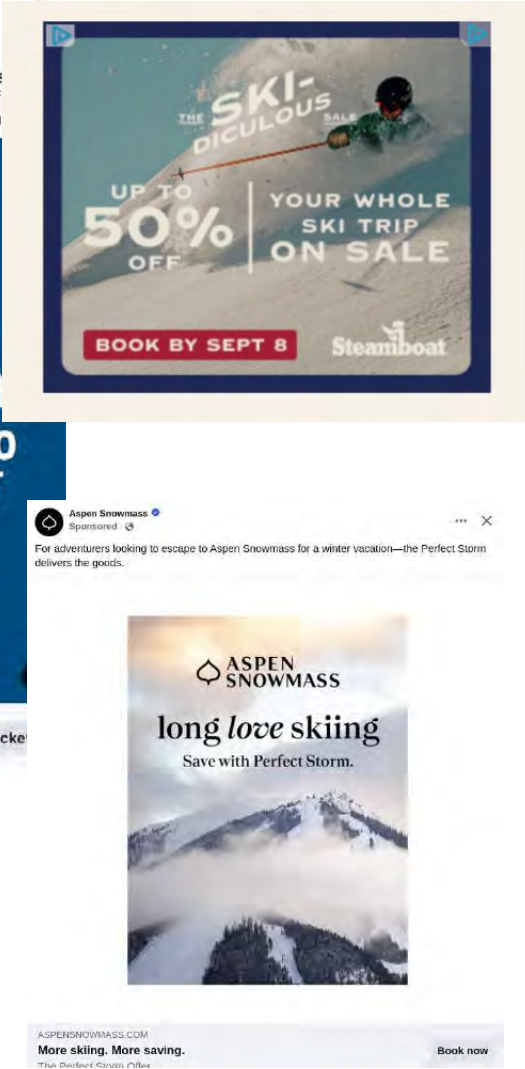
MTJ & TEX Passenger Surveys - Winter 2025/26

Visitors and Part-time Residents Only		Montrose 2025/26	Montrose 2024/25	Montrose 2023/24
What information sources did you use to research and/or plan your visit?	Word of mouth / talked to friends/family	58%	62%	60%
	TellurideSkiResort.com	30%	31%	32%
	Telluride.com	28%	24%	23%
	Social media / Instagram / Facebook, etc.	29%	25%	26%
	Rent-by-owner sites: Airbnb, Vrbo, Vacasa, etc.	24%	23%	20%
	Air travel-focused sites: Google Flights, Kayak.com, etc.	16%	19%	17%
	Digital or print advertising	17%	16%	14%
	Other info source	12%	10%	10%
	Articles – newspaper, magazine or online	13%	11%	14%
	Ratings websites: TripAdvisor, Yelp, etc.	8%	8%	12%
	Lodging-focused sites: Booking.com, Hotels.com, etc.	6%	6%	6%
	Online travel agencies: Priceline, Hotwire, Expedia, Orbitz, Travelocity, etc.	7%	6%	5%
	AI tools (ChatGPT, Claude, Gemini, etc.)	12%		
	Billboards or other outdoor ads	0%	0%	0%
		256%	241%	236%
TOTAL	n =	784	877	521

11 Jun 26
Source: RRC Associates

Based on survey results, **52%** guests have been reached by Telluride Tourism Board efforts.

Book Early Campaign



Book Early Campaign

Sponsored by Telluride Tourism Board



25% Off in Telluride

The winter forecast is calling for snow. Book your Telluride/Mountain Village lodging now and save up to 25%. Secure your stay early and get ready for unforgettable powder days, breathtaking mountain views, and a winter adventure beyond it all.

Book Now

LODGING SPECIALS

→ All Specials

SAVE 25% ON 6+ NIGHTS AT THE MADELINE THIS WINTER

SAVE 25% AT THE PEAKS THIS WINTER

5TH NIGHT FREE THIS WINTER AT MOUNTAIN LODGE

SAVE 20% ON 3+ NIGHTS AT HOTEL TELLURIDE

SAVE UP TO 25% ON EARLY WINTER STAYS AT MOUNTAIN LODGE

SAVE 15% ON 4-5 NIGHTS AT THE MADELINE THIS WINTER

SAVE UP TO 30% THIS WINTER AT THE INN AT LOST CREEK

Visit Telluride

Ad · 🌐

The countdown to winter is on. Book early and save up to 25% on your Telluride ski vacation.

telluride.com/winteriscoming
Book Early & Save
Telluride/Mountain Village

Book now

TELLURIDE
TOURISM BOARD

For Immediate Release

Media Contact:
Tom Watkinson
Tom@VisitTelluride.com
970.708.2375

Plan Ahead for Winter in Telluride

Early Booking Specials Available for the 2026 – 27 Ski Season

Telluride, Colorado (July 20, 2026) – While summer adventures are in full swing, now is the perfect time to begin planning a winter vacation in Telluride and Mountain Village.

Early season weather forecasts are encouraging for the Southwest, fueling excitement for the 2026–27 ski season. Combined with a variety of early booking lodging specials, now is an ideal time to secure a winter stay. From legendary terrain to breathtaking mountain scenery and authentic mountain charm, Telluride offers an unforgettable winter experience.

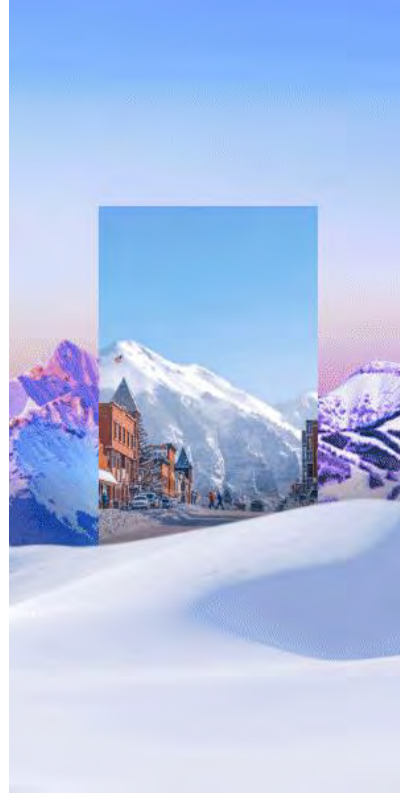
Book Early Campaign

- Launched first week of July
- Continued recovery after last winter
- Tactics include:
 - National paid social
 - OpenSnow
 - Paid Search
 - PR
- Performance:
 - 2.6 million impressions
 - 2.52% CTR

Winter Destination Marketing Campaign



Winter Destination Marketing Campaign



Winter Destination Marketing Campaign





- Fuel prices and growing economic concern.
- Potential government shutdown – Congress faces a 9/30 funding deadline.
- Lasting impact of the strike/resort closure and lack of snow.
- Vail Resorts shifting from pass-first marketing to resort specific marketing (not including Telluride).



- Luxury markets continue to be more insulated to economic concerns.
- Travel remains a top spending priority.
- El Niño prediction, with forecast in favor of the SW region of CO.

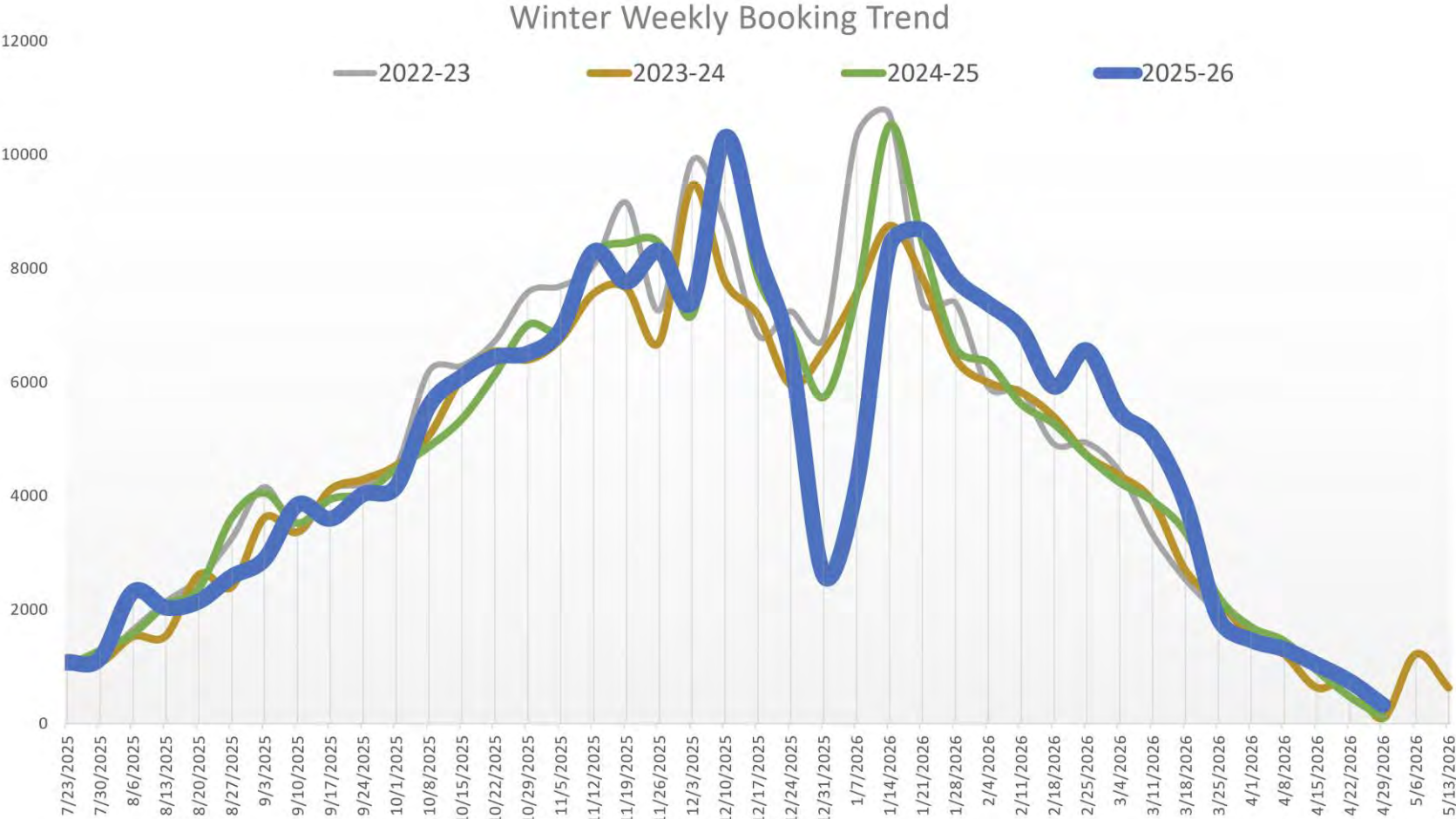


Source: Future Partners

Winter Booking Trends

Air booking trends:

Winter lodging average
booking window:
84 Days



Lately, the Booking Window Keeps Shrinking

Question: How many weeks IN ADVANCE would you typically begin planning a domestic leisure trip (of at least one week in length)?



Future Partners

(Base: All respondents, 4,000+ completed surveys each wave. Data collected February 2022 - July 2026.)

Lodging Metrics: Winter Pace



Destination



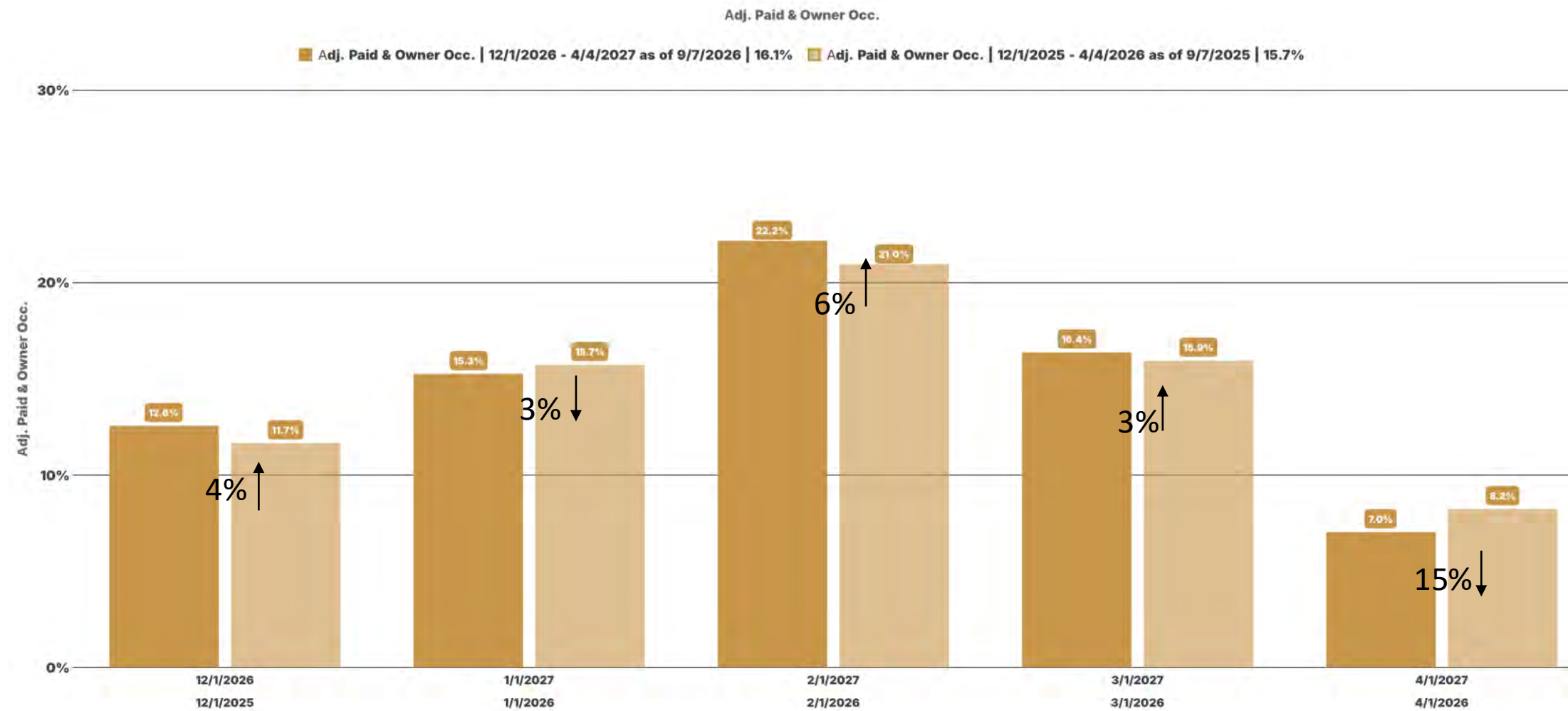
Mountain Village



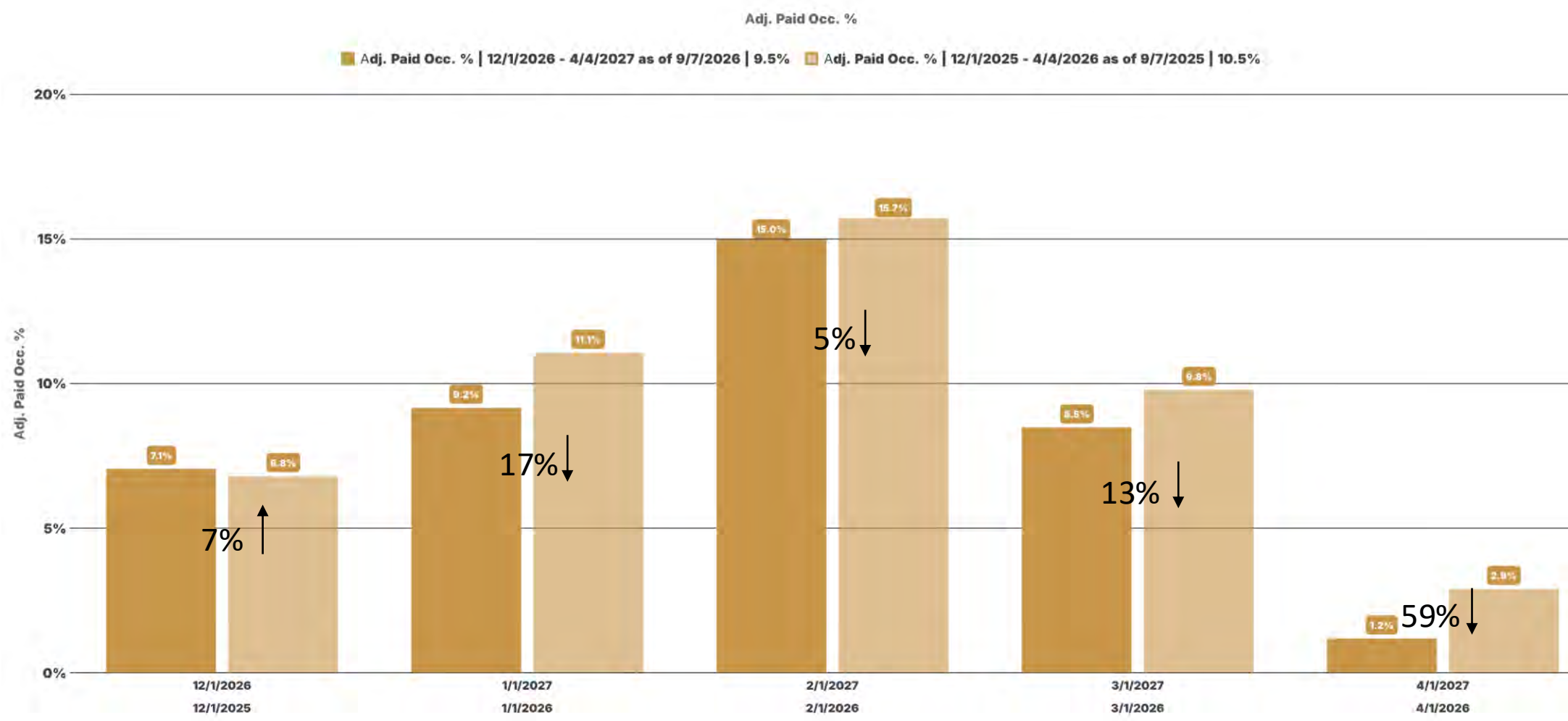
Telluride

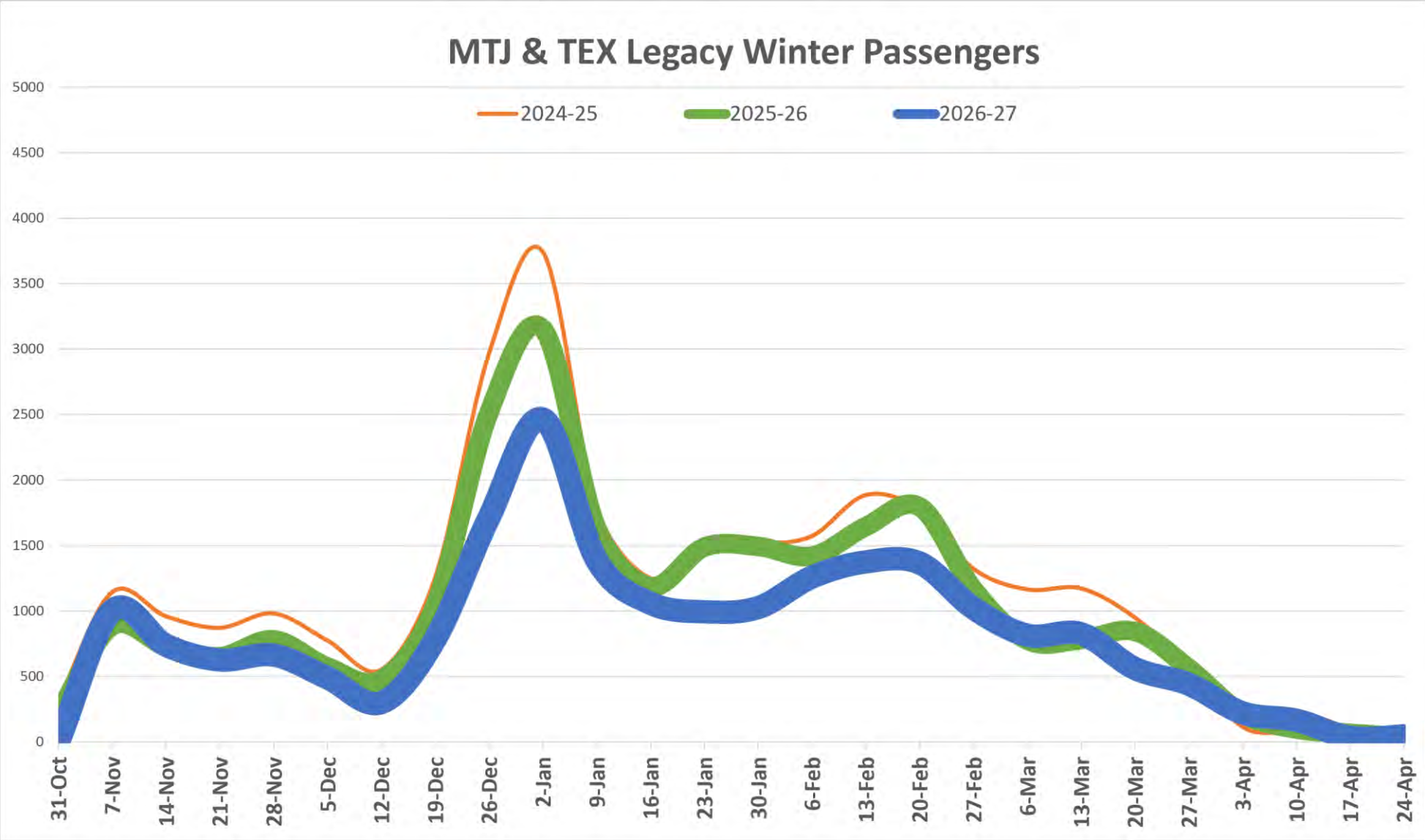


Lodging Metrics: Winter Total Occupancy Pace

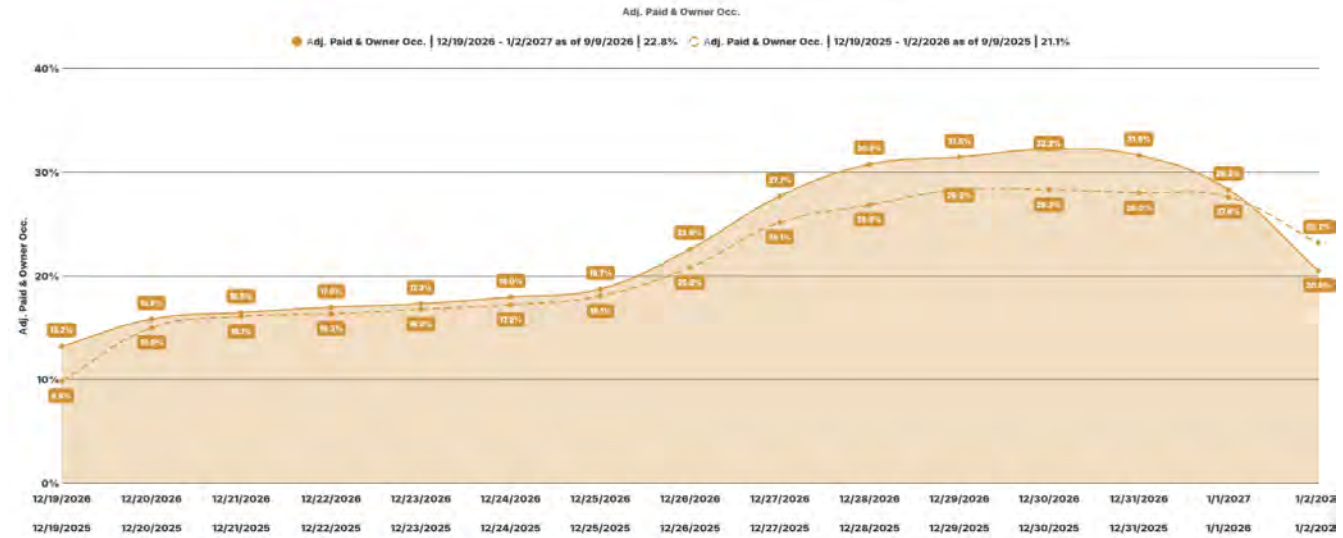
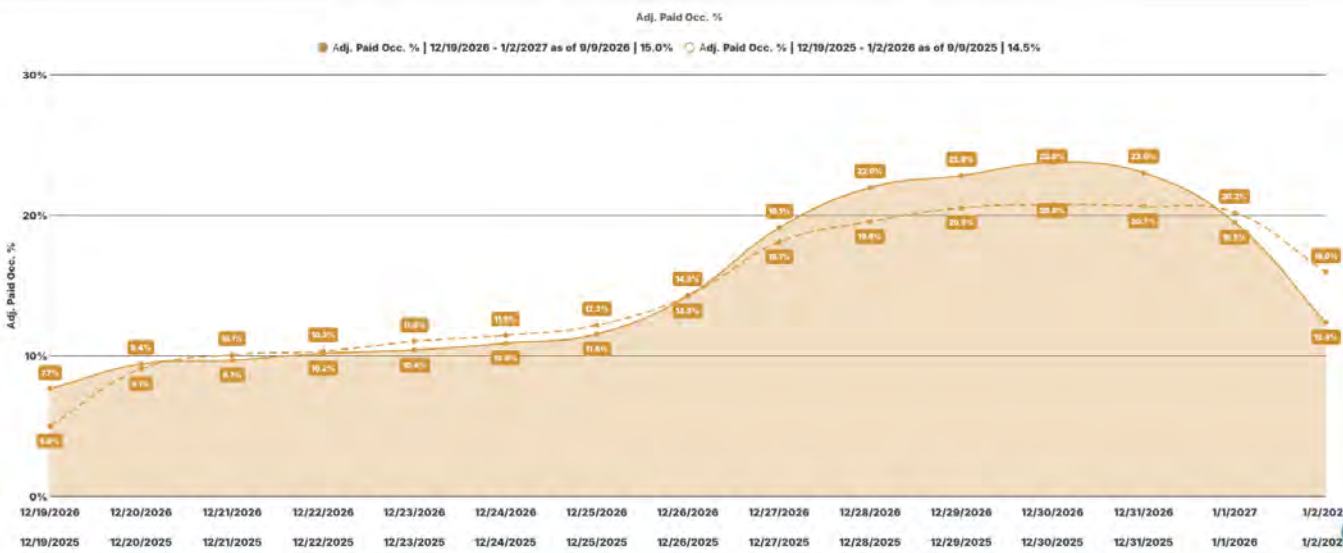


Lodging Metrics: Winter Paid Occupancy Pace (December 1 – April 4)





Lodging Metrics: Holiday Pace



ADDITIONAL UPDATES



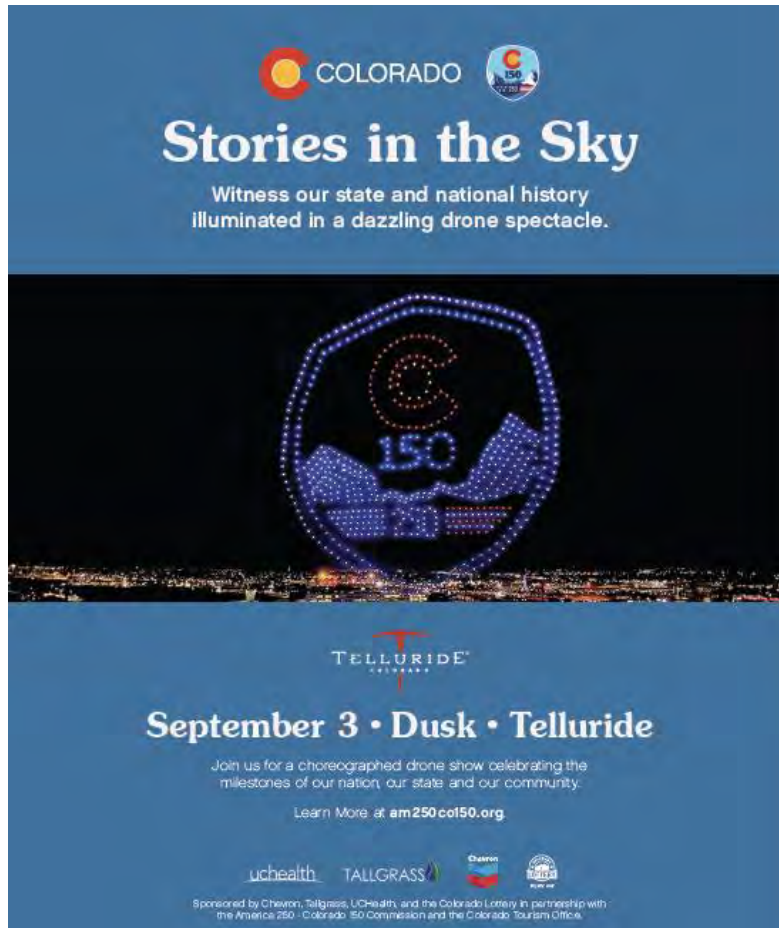
June:
ToT -0.5%
MV -2%

July
ToT +10%

Town of Telluride (Jan – July) 8%↓		
Lodging	\$1,420,996 vs. \$1,646,199	-13%
Restaurant	\$1,621,024 vs. \$1,794,877	-10%
Retail	\$2,210,583 vs. \$2,255,930	-2%
Total =	\$5,252,603 vs. \$5,697,006	

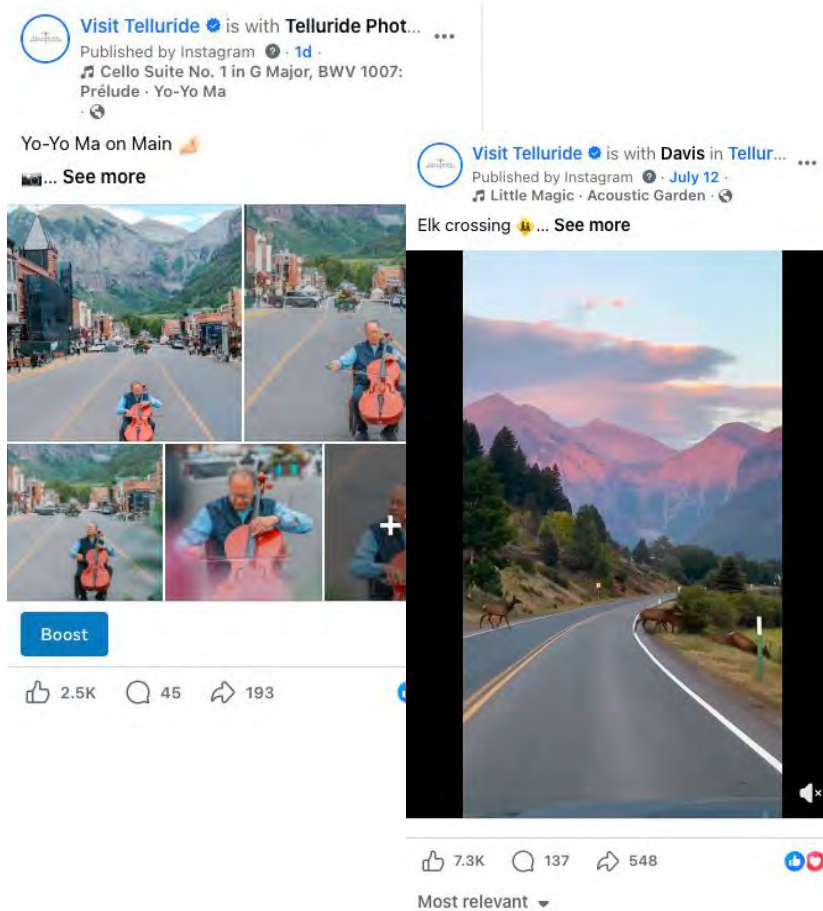
Town of Mountain Village (Jan – June) 12%↓		
Lodging	\$2,247,840 vs. \$2,593,424	-13%
Restaurant	\$765,654 vs. \$869,133	-12%
Retail	\$879,602 vs. \$969,620	-9%
Total =	\$3,893,096 vs. \$4,432,177	

Blue = 2026, Red = 2025



- 250/150 Celebration Drone Show Recap
- 2027 Marketing Matching Grant
- Governor's Tourism Conference
- Michelin Program

Web & Organic Social Updates



Web Stats:

- Users down 15% YOY, likely due to AI overviews
- Engagement down, but higher than benchmarks
- Webcam page engagement up 135% - page must be accessed directly



112K Followers
13 Million Views (+1.3K% YOY)
36.6K Link Clicks (+1.9K% YOY)



142K Followers
53.5 Million Views (184% YOY)
732.3K Link Clicks (779% YOY)



2027 Calendar

- Features local photographers
- Arriving this week
- Sale proceeds benefit Telluride Mountain Club's Opt-in for Trails program

Winter Maps

- In progress for delivery by the winter season

Winter Visitor Guide

- In progress
- Cover story aligns with Soul of the Mountains winter campaign theme
- On schedule for delivery during Thanksgiving week

PR & INTERNATIONAL





PR Efforts

Press releases

- Mountain biking release
- Summer air service release
- Early winter booking promo release

Summer Press Trips & FAMS:

- 5280 – Sahale Woods, Editor
- Collab with Wagner Skis for potential Forbes, NetJets, Robb Report coverage
- Partner with Mountain Lodge and Madeline PR firms for expanded outreach

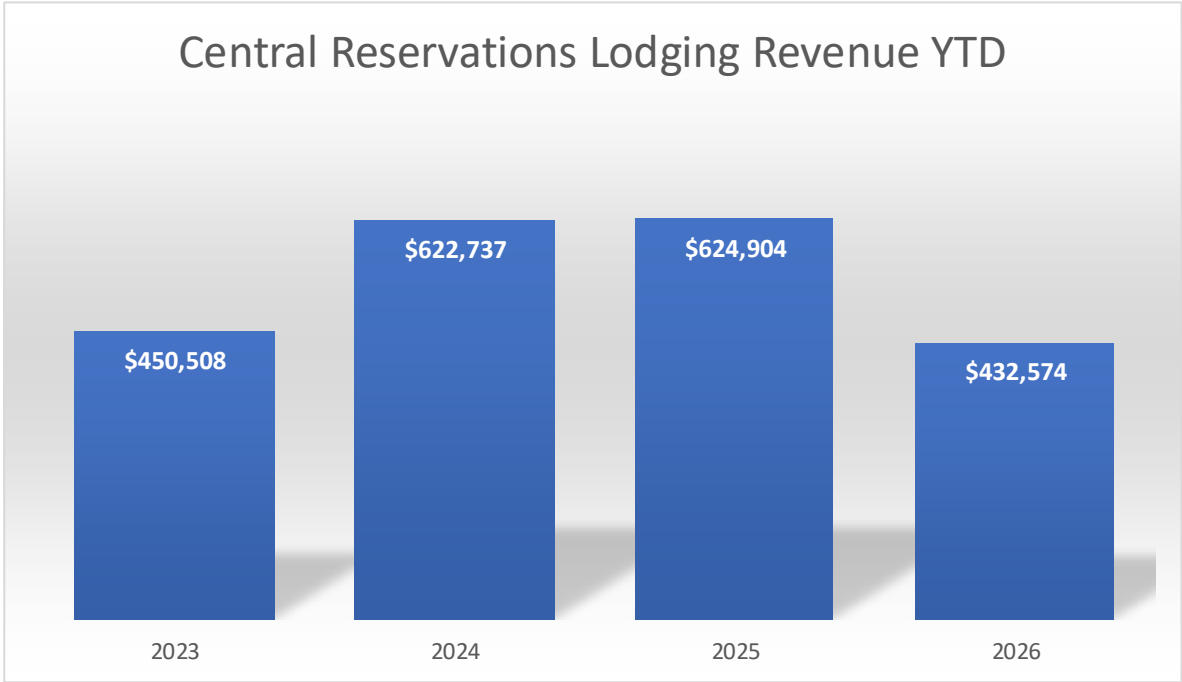
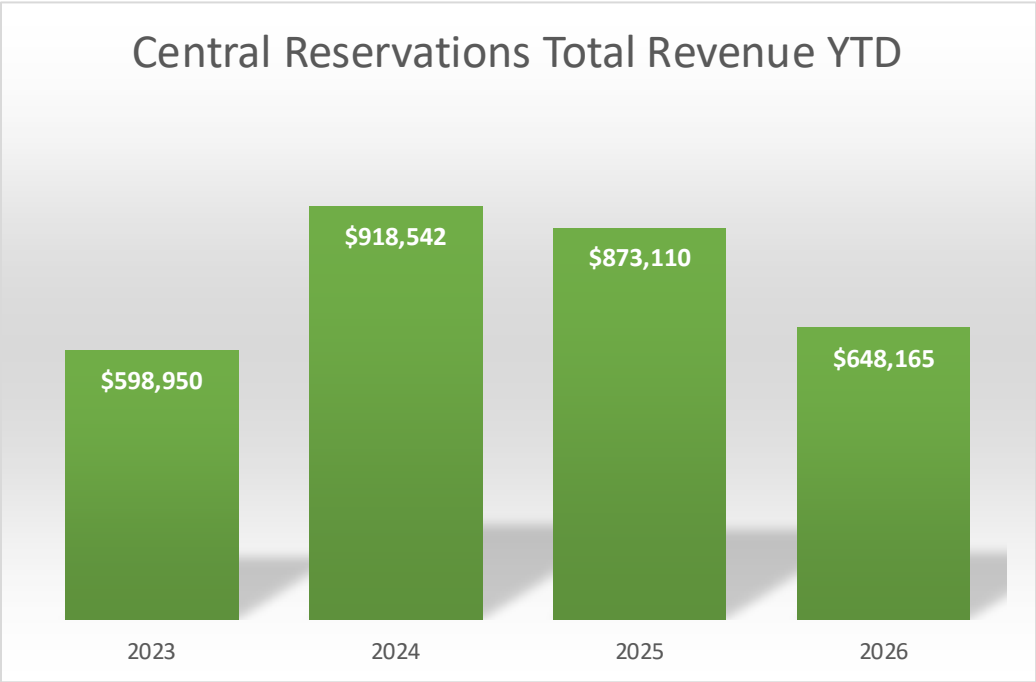
International

- 3 International media visits through CTO
- Exclusive Telluride Mountain Village Mexico sales mission with five lodging partners

CENTRAL RESERVATIONS & GUEST SERVICES

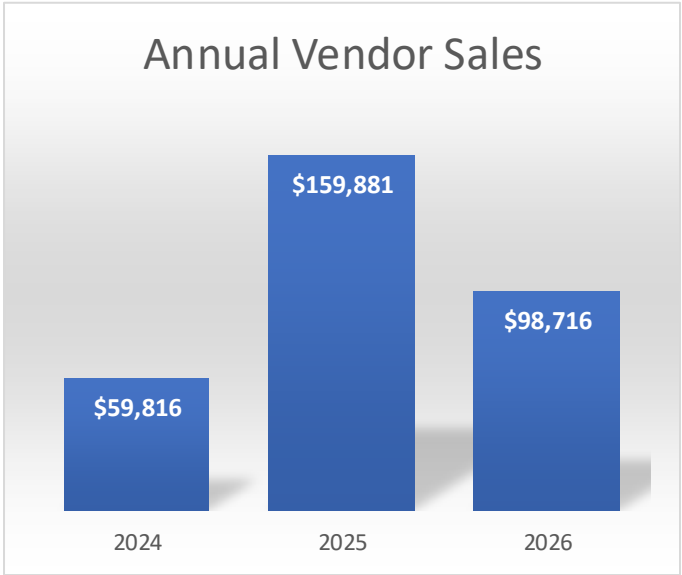
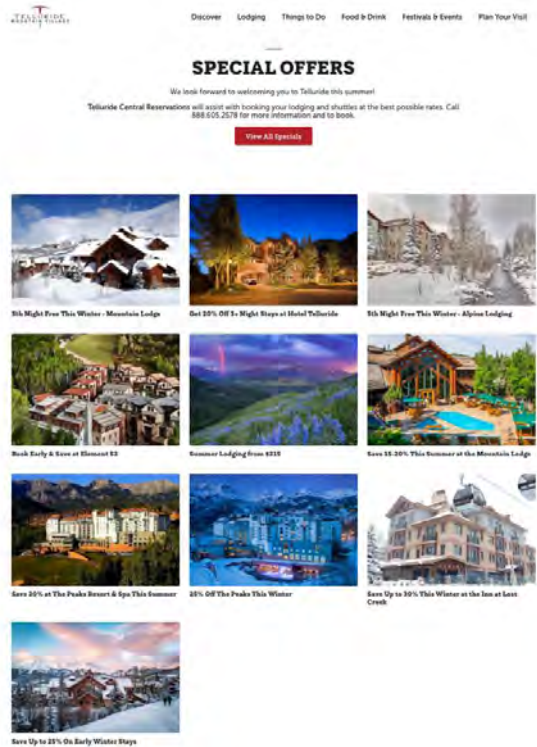


Central Reservations



- 2026 YTD Booking Revenue = -41% YOY decrease
- 2026 YTD Lodging Revenue = -31% YOY decrease

Central Reservations



Central Reservations Sales:

- Winter Promos currently at a 15- 30% discount.
- Winter Pace = \$86,521, -4% YOY, Lodging Bookings are 18 vs. 15 in 2025, +20%
- Actively booking discounted gear and activities on Telluride.com with earned commissions.
 - 2026 Sales YTD = \$98,716, indicating ~60% of last year's total sales!



2026 YTD Stats

- Welcomed 10,762 visitors to the Visitor Center, a -4% YOY decrease
- Assisted 11,260 guests by phone, a 66% YOY increase
- Conducted 531 online chats, a -38% decline

Thank you!