



**Board of Directors Meeting
Wednesday, March 6, 2024
11:30 a.m.
Mountain Village Town Hall**

AGENDA

1. Call to Order/Roll Call – Board Chairman, Dan Jansen (5 minutes)
2. Review and approval of the December 6, 2023 meeting minutes (5 minutes)
3. Opening Comments – Jansen (5 minutes)
 - Welcome new Mountain Village Town Council appointed Board member, Huascar E. Gomez (Rick)
4. Board Composition (5 minutes)
 - Update on vacant Board seat
5. Election of Officers (10 minutes)
6. Review and approval of 2024 Budget (10 minutes)
7. Team Updates, Kiera Skinner (30 minutes)
 - Marketing
 - International – Tom Watkinson
 - Travel Trends & Metrics
 - Central Reservations & Guest Services
8. Telluride School District Update – John Pandolfo (15 minutes)
9. Open Floor/ Public Q & A (5 minutes)
10. Adjourn



**Board of Directors Meeting
Wednesday, December 6, 2023
10 a.m.
Ah Haa School for the Arts Launch Pad**

Meeting Minutes

Attendees: Board Members: Patrick Berry (Zoom), Kate Contillo, Meehan Fee, Dan Jansen, Tommy Thatcher

Not Present: Wendy Basham

Staff: Allison Bills, Kiera Skinner, Jacob Siegel, Tom Watkinson

Additional: James Mahoney (legal)

1. **Call to Order/Roll Call** – Board Chairman, Dan Jansen called the meeting to order at 10:07 a.m.
2. **Opening Comments** - Dan Jansen thanked Patrick Berry for his contributions on the board. Patrick discussed how things have changed and how he's looking forward to the future.
3. **Board Composition** - Dan Jansen discussed the current composition of the board and Mountain Village voting on Patrick Berry's replacement. One additional board seat available at the TTB, hoping to have options for next meeting.
4. **Approval of the September 6, 2023 Meeting Minutes** - Tommy Thatcher made a motion to approve. Kate Contillo seconded. Approved.
5. **Team Updates** - Kiera Skinner, Executive Director
 - a. CTO Value of Tourism Video - Visitors spent \$1.1M per day in our destination, tax benefits are over \$9K per household.
 - b. Partnership Update
 - i. Town of Telluride - Agreed to increase funding for TTB and resume destination marketing efforts. Contract finalized, in the process of being executed. 3-year contract begins in 2024 and planning begins in January

for summer campaigns. Campaigns will highlight destination as a whole, as well as sub-campaigns for separate towns and destinations.

- ii. Mountain Village - Contract will mirror Town of Telluride contract.
 - iii. San Miguel County - 2024 contract in progress.
 - iv. Funding sources for 2023 led by Mountain Village, proposed funding for 2024 is much more balanced.
- c. Town of Telluride Initiatives
- i. Business and event support campaign - Digital, paid and Google Ads
 - ii. Destination Stewardship - Paid social, flyers for lodging companies in Town of Telluride and Mountain Village. Baggage claim ad for Montrose Airport. Calendar ads on social.
 - iii. International promotions - PPC campaign targeting UK and Germany for summer, Australia and Mexico for winter.
- d. Mountain Village Initiatives
- i. Banner ads, video ads targeted to air markets for winter. Shared ad placements for digital display.
 - ii. Starting regional ads December 15.
- e. Collaborative Programs
- i. Gondola Extension - Paid social campaign, e-blast to fall air markets.
 - ii. Business Support - Holiday campaign for local business and event support, newspaper ads, kiosk poster, visitor center banner, paid social.
 - iii. Communications - Peak Sheet, Visitor Guide, Kiosk Poster, Visitors Center Banners.
 - iv. Social - Organic social is up YOY.
 - v. Web Stats - 1.1M users YTD, significantly above 2022 metrics of 550K.
 - vi. Economic Dashboard - Collaborative effort between TTB, Town of Telluride, Colorado Flights Alliance. Working with Tourism Economics and Symphony - In the home stretch for public consumption.
 - vii. CTO Grant - TTB awarded \$40,000 grant from CTO for international digital marketing campaign.

6. **International Promotions & PR** - Tom Watkinson, Communications Director

- a. CTO partnered with Mountainfilm for Australia tour
 - i. Australia - 6 locations, 11 total events/meetings
- b. Mexico with CTO - 6 total events with media and travel/trade
- c. Working with CTO on reporting system for international travelers
- d. Currently five international press trips scheduled, two domestic press trips scheduled

7. **Team Updates (con't)** - Kiera Skinner

- a. Travel trends and metrics - Travel sentiment is high, budgets decreased, fear of recession continues.
 - i. Total occupancy and paid occupancy have decreased YOY. 9% decrease in RevPAR.

- ii. Tax revenues - TOT 1% ahead YOY, MV flat YOY
 - b. Central Reservations and Guest Services - Bookings are up 219%, Revenues have increased by 105% YOY.
 - c. Visitors Center - Foot traffic is up 18% YOY, phone calls are up 14% YOY, chats are up 23% YOY.
 - i. Montrose Airport is staffed for winter with one full-time employee and nine part-time employees
- 8. **Open Floor / Public Q&A** - Marilyn Branch brought up Visitors Center employee Palma taking photos for the Balloon Festival, and gave her a nice shout-out. Molly Norton thanked the team for assisting in photos and video for Mountain Village video.
- 9. **Executive Session** - At 11:28 the Board went into Executive Session
 - a. Board members and staff discussed policies and other items pursuant to the Board's executive session policy.
- 10. Meeting adjourned at 12:00 p.m.



BOARD OF DIRECTORS

MEETING

WEDNESDAY

MARCH 6

11:30 AM @ MOUNTAIN VILLAGE
TOWN HALL

ALL ARE WELCOME!

TTB Updates

2024 Budget Overview

Collaborative Marketing Program

Winter Marketing & International

**Travel Trends, Lodging Metrics &
Economic Dashboard**

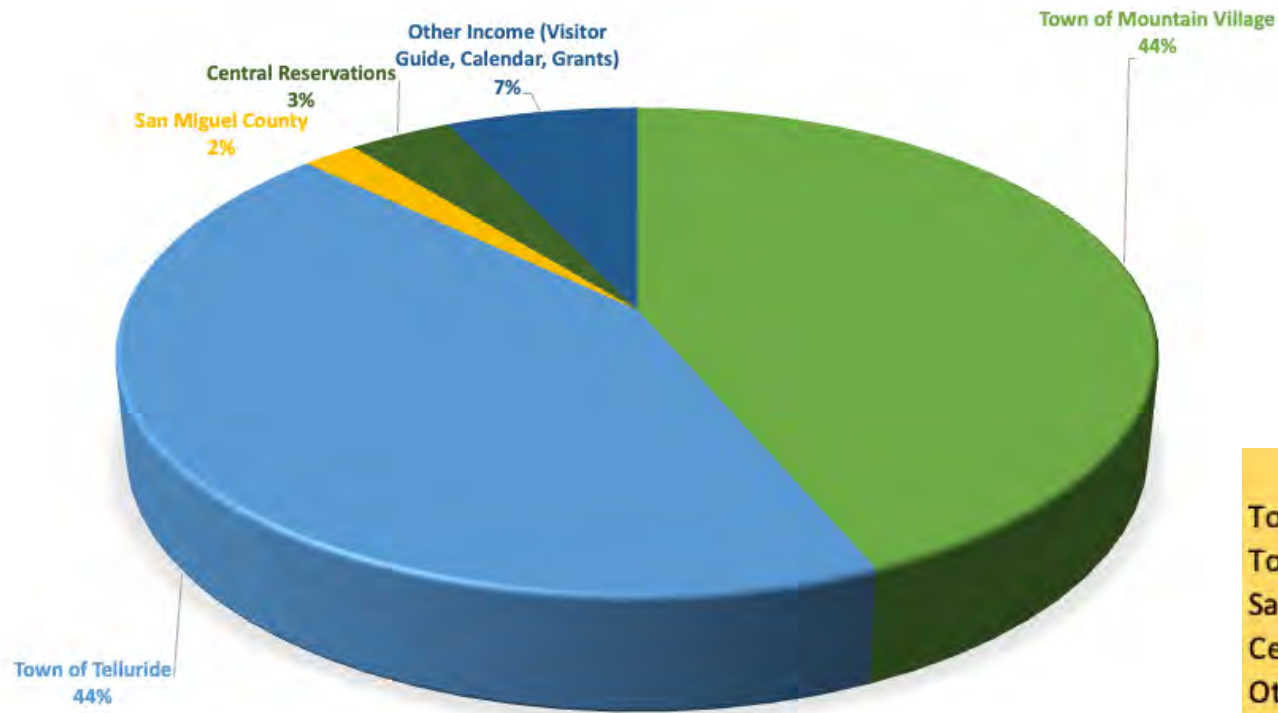
Central Reservations & Guest Services

2024 BUDGET OVERVIEW



2024 Budget

Funding Sources



Funding Source	Amount
Town of Mountain Village	\$1,500,000
Town of Telluride	\$1,500,000
San Miguel County	\$60,000
Central Reservations	\$126,000
Other Income (Visitor Guide, Calendar, Grants)	\$257,631
Total 2023	\$3,443,631

2024 Budget

Expenses

Category	Expense	% of Budget
Operations/Admin (payroll, benefits, taxes, professional fees, development, VG Sales Commissions)	\$812,768	24%
Rent, Space Cost, Insurance & Taxes	\$172,023	5%
Central Reservations - Booking app, cc & reservation platform fees	\$78,300	2%
Information Technology & Telephone	\$66,660	2%
Office supplies, shipping, uniforms	\$8,080	<1%
Depreciation	\$40,800	1%
Research & Analytics- Lodging metrics & consumer analytics platforms	\$140,000	4%
Destination Marketing	\$1,500,000	44%
Donations	\$4,000	<1%
Creative Development - Design & copywriting	\$60,000	2%
Broadcast/Film Production - Photography and videography	\$60,000	2%
Print Media & Production - Print media buys & design	\$25,000	1%
Collateral Printing/Distribution - Visitor Guide, maps, posters, banners, calendars	\$150,000	4%
Website/Interactive Media - Web maintenance, webcam, CRM platform, digital banners	\$167,000	5%
Fulfillment - Visitor Guide & collateral distribution	\$30,000	1%
Public Relations	\$49,000	1%
Travel/Expenses/Meetings/Trade Shows/Promo Items	\$80,000	1%
Total	\$3,443,631	

COLLABORATIVE DESTINATION MARKETING



2024 Summer Campaign Sneak Peek



2024 Summer Campaign

KEY DATES AND MILESTONES

Alignment on Strategic Approach - Week of 2/26

Media/Creative Presentations - Week of 3/18

Media/Creative Finalized By - w/o 4/1

Traffic - Week of 4/22

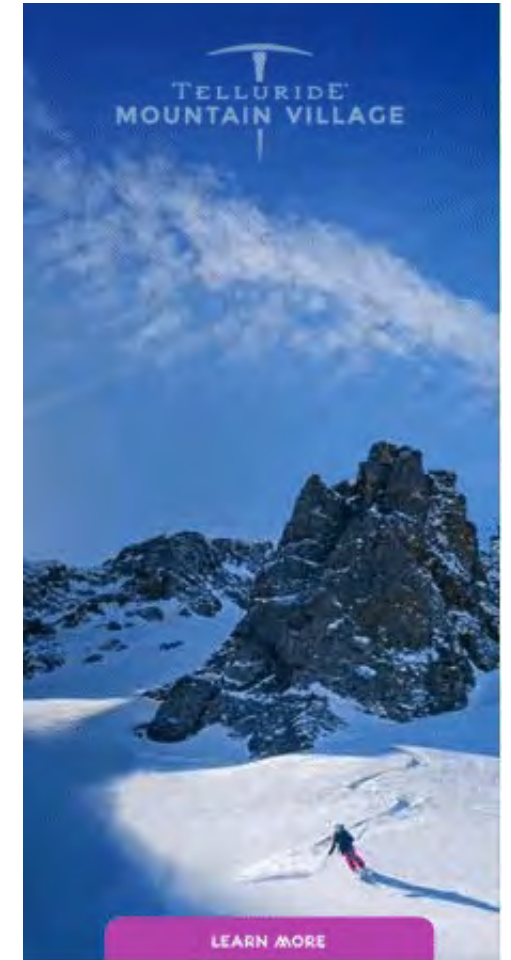
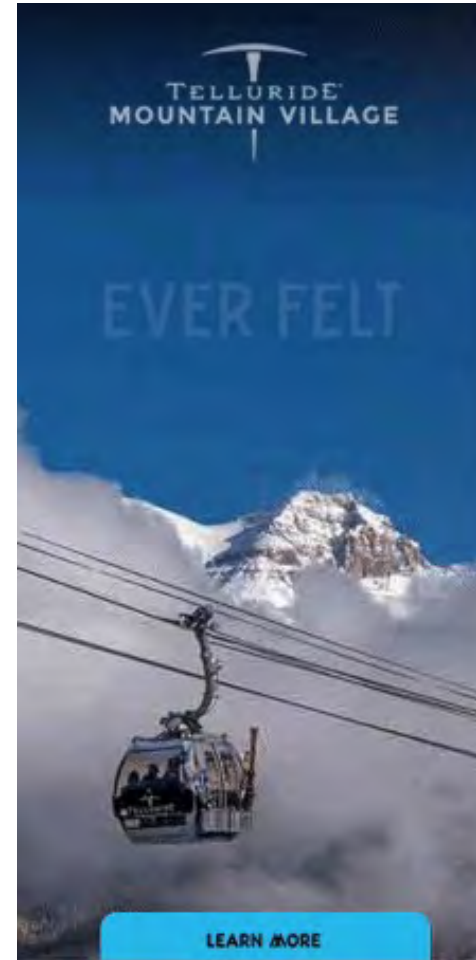
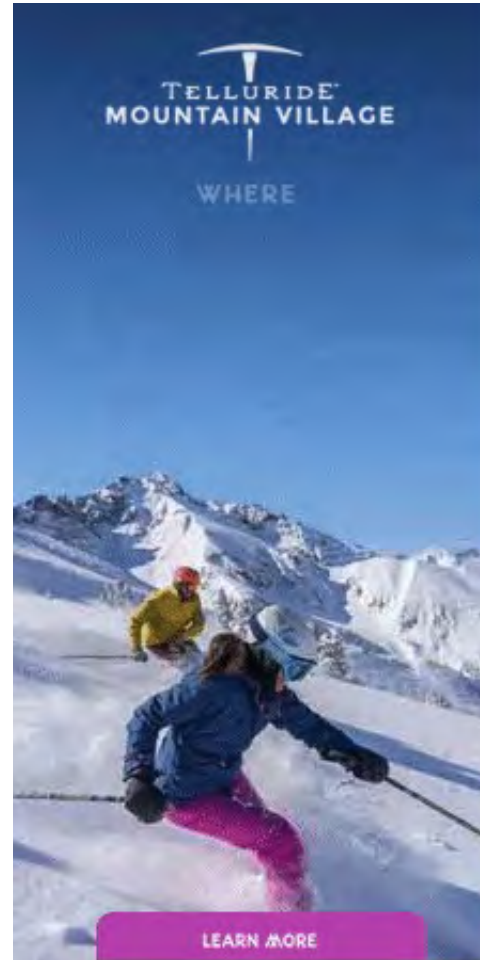
Summer Campaign Live - 5/6

Let's do this.

WINTER MARKETING & INTERNATIONAL



Mountain Village Winter Marketing





Mountain Village Winter Marketing

ON THE SNOW

TELLURIDE MOUNTAIN VILLAGE

THIS ISN'T AN ESCAPE
IT'S A CALLING

LEARN MORE

New York Snow Report

Snow Report / Cams / Overview / Open Resorts
Open Dates / Closing Dates / Lodging /
Lift Tickets

Snow in New York

MANHATTAN People Food & Drink Home & Real Estate Style & Beauty Video Guides

Elegance Meets Alpine Adventure in Mountain Village

By Telluride Mountain Village | November 6, 2023 | Lifestyle Sponsored Post



In the heart of Colorado's San Juan Mountains, perched just above Telluride's famous box canyon, sits the [Town of Mountain Village](#). Surrounded by the highest concentration of 13- and 14,000-foot peaks in North America, Mountain Village is connected to the heart of Telluride via one of the most scenic gondola rides in the country. The town serves as the base of Telluride Ski Resort which, with more than 2,000 skiable acres fit for skiers of all levels, won OnTheSnow's Best Terrain for 2023. If you're wondering where to look for world-class ski-in, ski-out access, Mountain Village is your answer.



After a day on the mountain or if you want a rest day during longer trips, Mountain Village and its European-inspired plazas offer plenty of daytime discoveries and nighttime fun. Snowshoeing and shoppng around every corner. Bring the family to the ice skating rink in the middle of Reflection Plaza. Take new flavors or old favorites at restaurants ranging from farm-to-table to Italian to tacos and BBQ. And try craft cocktails or local beer and wine at bars and taprooms located around the village. If you want a one-of-a-kind experience, dine in The Cabins, a set of gondola cabins painted by local artists and located throughout the village.



While you're in town, don't forget the best attraction of all. Perfectly situated in the middle of rising peaks, Mountain Village is known for its breathtaking views of the setting sun. Soak your apron on the right side with a picturesque sunset and the warmth of one of the fire slots at all around town cocktail in hand of course.



Sponsored by Telluride Mountain Village



Life Wide Open

Winter adventures are just a gondola away from Telluride. In Mountain Village, the best of the San Juans are at your doorstep, from skiing to ice skating to sightseeing. With breathtaking vistas and fresh powder waiting for first tracks, Mountain Village isn't simply an escape. It's a calling.

Visit Mountain Village

Mountain Village Winter Marketing

Condé Nast Traveler

NEWSLETTER SUBSCRIBE SIGN IN

INSPIRATION DESTINATIONS PLACES TO STAY NEWS & ADVICE READERS' CHOICE AWARDS SHOPPING CRUISE WOMEN WHO TRAVEL VIDEO

SUBSCRIBE AND GET 1 YEAR FOR \$21.00 \$10.

EVER FELT THE CLOUDS BENEATH YOUR FEET?

TELLURIDE MOUNTAIN VILLAGE

LEARN MORE

WHERE SENSES LIVE UNLEASHED

TELLURIDE MOUNTAIN VILLAGE

LEARN MORE

JETSETTER

See All Stories Trip Ideas Hotels Food + Drink Search

Trip Ideas

TRAVEL+LEISURE

TRIP IDEAS DESTINATIONS WORLD'S BEST TIPS + PLANNING CRUISES ABOUT US

SUBSCRIBE

Advertisement

Vacations are making a major comeback, which means it's time for you to pack your bags and head out on that trip you've long been dreaming of. But hang on, do you even remember how to pack a suitcase anymore?

We wouldn't blame you if you forgot. After all, it's likely been a minute since you've thought about deciding between a checked bag or a carry-on, which toiletries fit the TSA sizing guidelines, and if you should or shouldn't bring your packing cubes along for the ride.

If you need a little help getting started, Lydia Mansel, travel writer and founder of Just Packed, a traveler's resource for packing lists and product recommendations, is here to share her advice. Here are 10 packing tips straight from Mansel that will have you packing like a pro in no time.

Think about your mode of transportation.

According to Mansel, she allows her mode of transportation to dictate just how overpacked her bags can get. 'The way I pack a suitcase depends on how I'm traveling,' Mansel explains. For example, if she's driving or flying but only bringing a carry-on, she allows herself to overpack a little. Like Mansel, your mode of transport should help you decide just how much you can feasibly pack and which size of luggage you should choose.

Advertisement

Advertisement

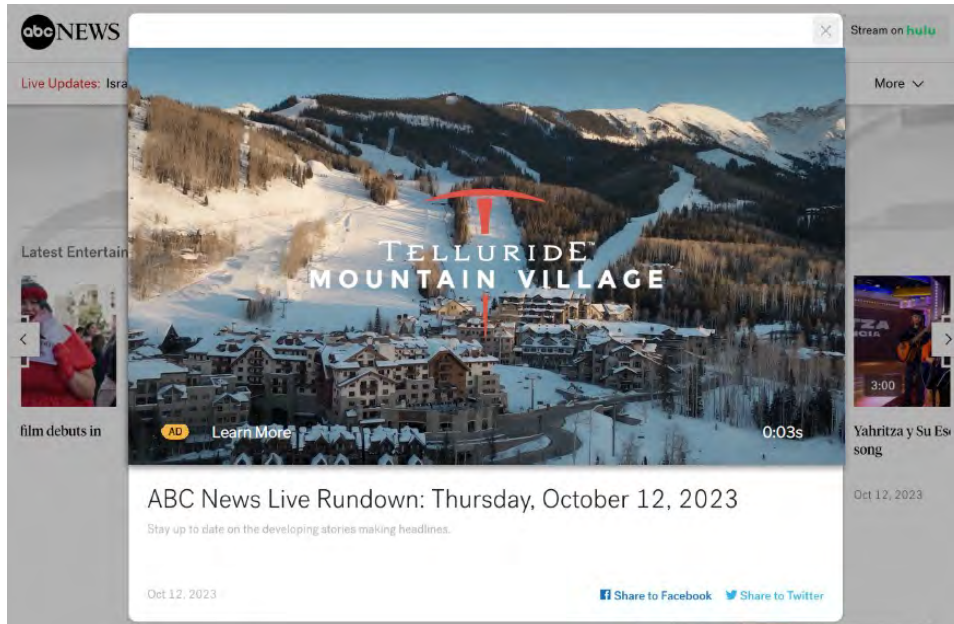
TELLURIDE MOUNTAIN VILLAGE

LIVE THE MOMENTS YOU WANT TO RELIVE

LEARN MORE

Advertisement

Mountain Village Winter Marketing



abc NEWS

Stream on [hulu](#)

Live Updates: Isra

More

Latest Entertain

film debuts in

AD Learn More 0:03s

Yahriza y Su Es song

Oct 12, 2023

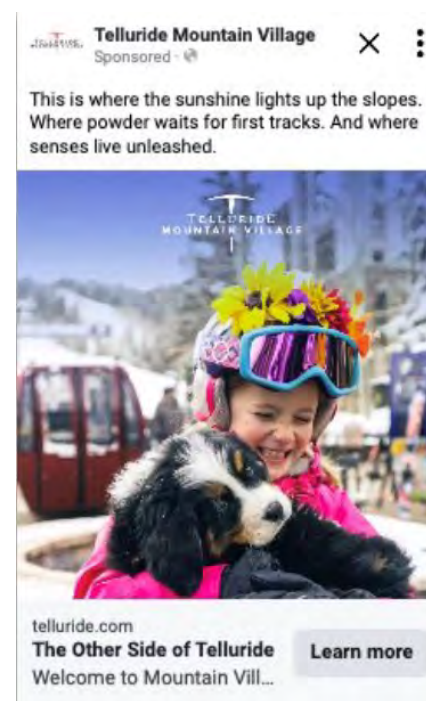
Share to Facebook Share to Twitter

ABC News Live Rundown: Thursday, October 12, 2023

Stay up to date on the developing stories making headlines.

Oct 12, 2023

The image shows a screenshot of an ABC News live stream player. The main video frame displays a scenic view of Telluride Mountain Village with the text 'TELLURIDE MOUNTAIN VILLAGE' overlaid. The player interface includes the ABC News logo, a 'Stream on hulu' button, and various navigation and social media options.

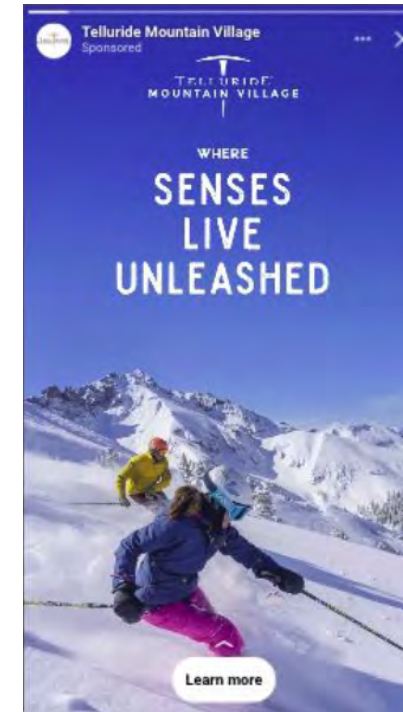


Telluride Mountain Village Sponsored

This is where the sunshine lights up the slopes. Where powder waits for first tracks. And where senses live unleashed.

telluride.com
The Other Side of Telluride
Welcome to Mountain Vill... Learn more

The image shows a Facebook post from Telluride Mountain Village. The post features a photo of a young child wearing a colorful floral headband and ski goggles, holding a black and white dog. The text of the post describes the beauty of the mountain slopes. The post includes the Telluride Mountain Village logo and a 'Learn more' button.

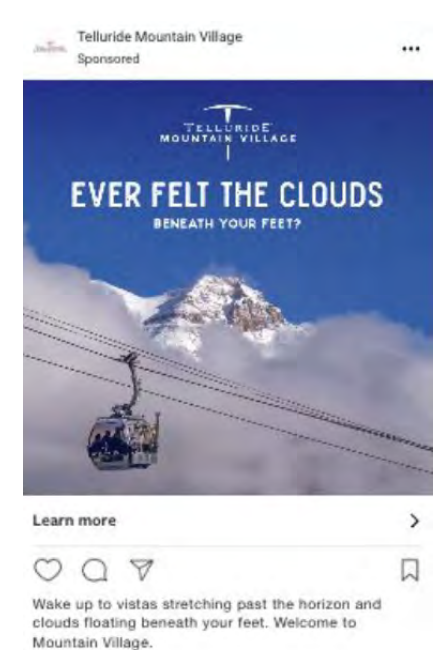


Telluride Mountain Village Sponsored

WHERE SENSES LIVE UNLEASHED

Learn more

The image shows a vertical Facebook post from Telluride Mountain Village. The background is a blue sky with a skier in a purple jacket and pink pants skiing down a snowy slope. The text 'WHERE SENSES LIVE UNLEASHED' is prominently displayed in white. The post includes the Telluride Mountain Village logo and a 'Learn more' button.



Telluride Mountain Village Sponsored

EVER FELT THE CLOUDS BENEATH YOUR FEET?

Wake up to vistas stretching past the horizon and clouds floating beneath your feet. Welcome to Mountain Village.

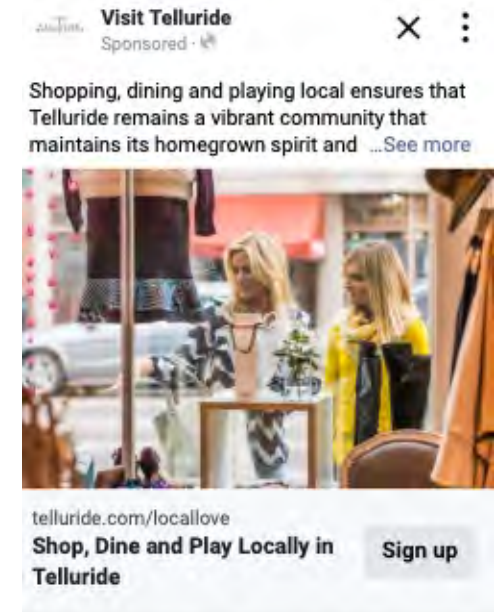
The image shows a Facebook post from Telluride Mountain Village. The background is a blue sky with a snow-capped mountain peak and a ski lift gondola. The text 'EVER FELT THE CLOUDS BENEATH YOUR FEET?' is prominently displayed in white. The post includes the Telluride Mountain Village logo and a 'Learn more' button.

Mountain Village Marketing

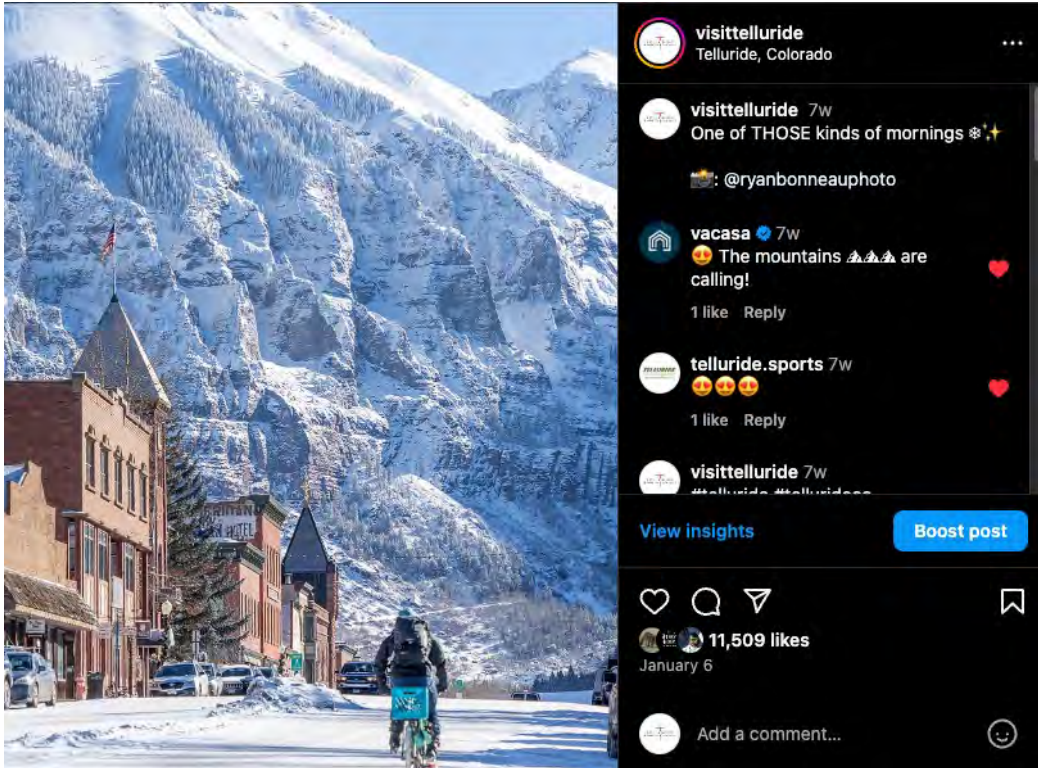
Winter Campaign Performance

Total Impressions	27,213,639
Total Click Through Rate	.40%
Total Video Completion Rate	75%

Regional Marketing



Organic Social

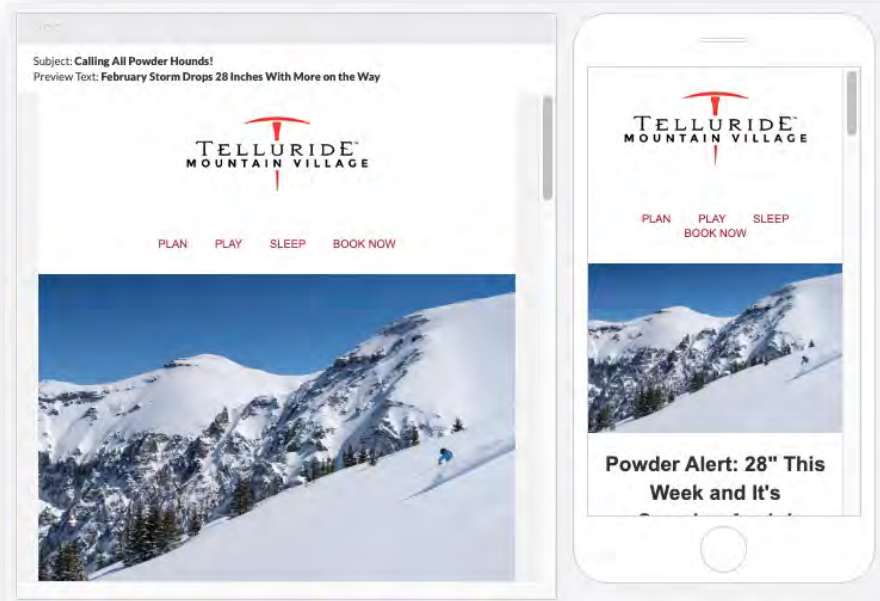


- 126K Facebook Followers
- 1,096 New YTD
- Reach 2,669,094 487% ↑
- Best Performing Post = 1.3 Million Reach, 11K Likes



- 89K Instagram Followers
- 4,623 New YTD
- Reach 286,982 41% ↑
- Best Performing Post = 111K Reach, 11.5K Likes

Eblasts

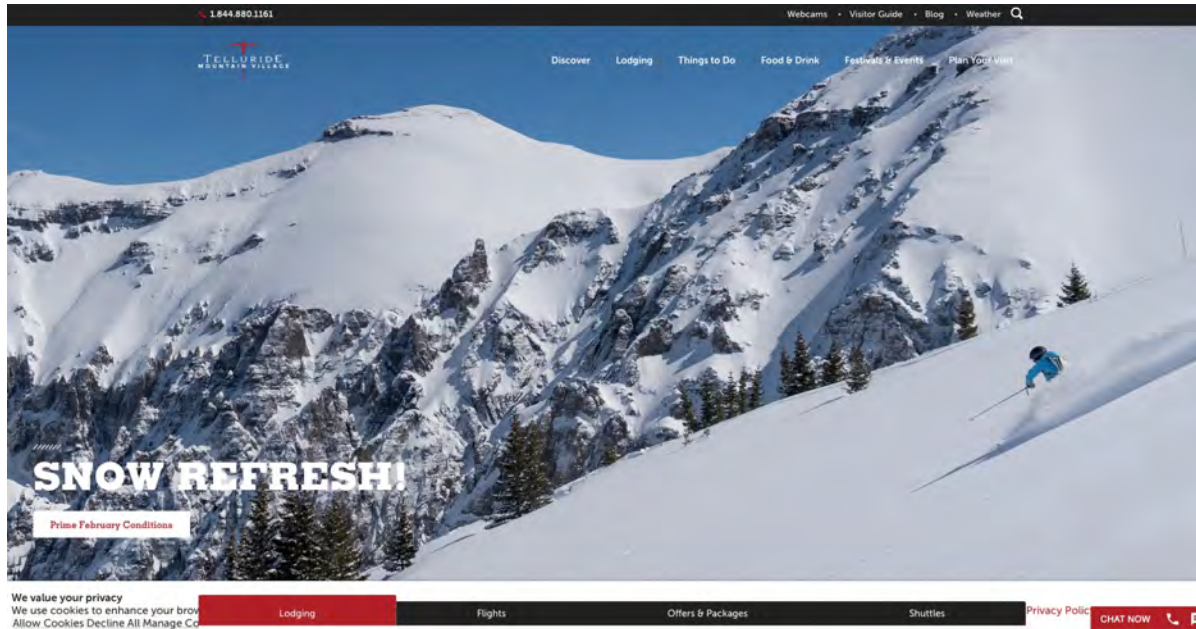


Consumer Eblasts
85,000 Subscribers
36% Open Rate

Peak Sheet
3,300 Subscribers
46% Open Rate



Telluride.com Analytics



- 1.4 Million Users in 2023 vs. 659,172 Users in 2022 (112% increase)
- 425K users YTD, a 157% YOY increase
- Page views per user = 1.88 (industry benchmark is 1.5)

Top Pages:
Homepage, Webcam (up 166%), Mountain Village (up 10%), Weather (up 53%),
Festivals/Events (up 11%), Winter Activities (up 19%)

International Promotions

CTO 2024 Grant



Colorado Tourism Office Gives \$569,328 in Matching Grants to 16 Colorado Organizations

Marketing Matching Grants program helps support resilient and competitive tourism throughout the state

- TTB awarded \$40,000 in grant funding from the CTO for international campaign
- Digital campaign will target the Australian market for the winter 2024-25 ski season
- Ads will launch in late spring

- **Marketing Telluride, Inc.** (\$40,000): to implement a destination digital marketing campaign in Australia to promote winter visitation in Telluride and Mountain Village.

International Promotions



- Mexico: *Robb Report, Luxury Travel, Gentleman Magazine*
- Australia: *Get Lost, Escape, Signature Luxury Travel*
- UK: *National Geographic*
- International travel trade FAM co-op with Telluride Ski Resort in February with 12 attendees
- Sunrise Australia - #1 Morning Show live broadcast
- Mountain Travel Symposium international dinner in April with up to 40 attendees



TRAVEL TRENDS & LODGING METRICS



Travel Trends



88% of American travelers say they will take at least one leisure trip in the next 12 months, and 80% have existing trip plans.



33% of American travelers plan to take an international trip in the next year, similar to 2023.



Anticipation of a recession has dipped to under 45%, a post pandemic-era low, however travel costs continue to be a top deterrent to travel. Visiting dupes may grow in popularity.

Source: Destination Analysts

Travel Trends

Change in travel prices

Percent change compared to pre-pandemic prices, by category

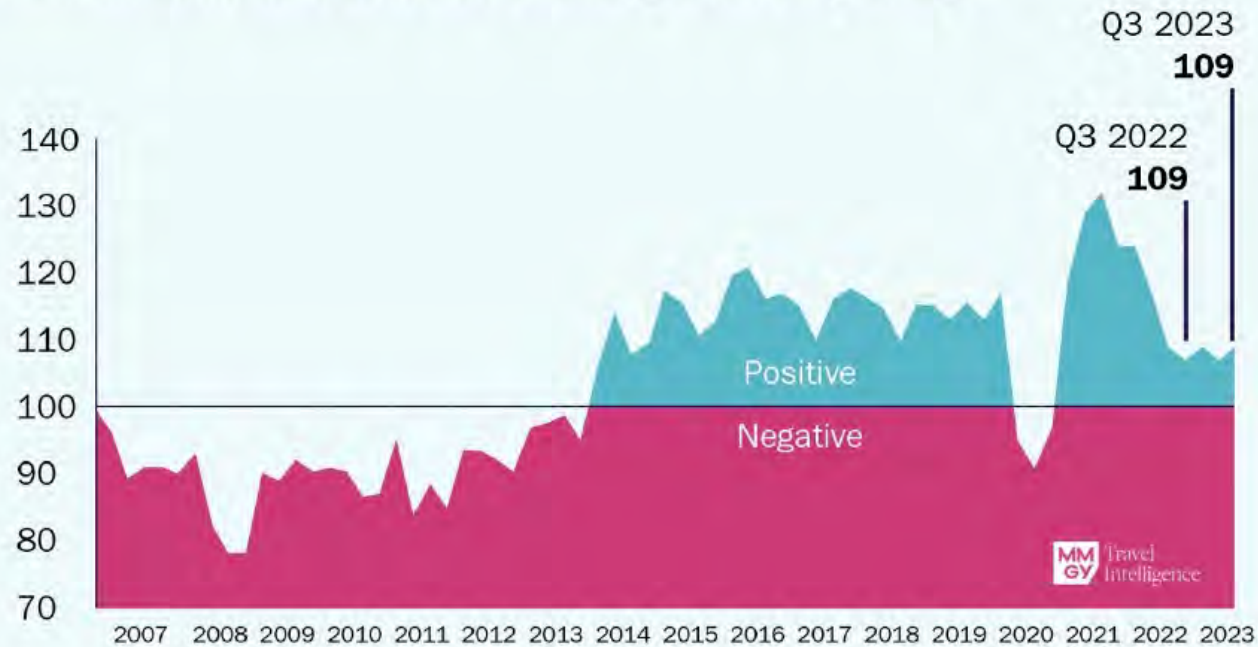


Source: MMGY

Travel Trends

Traveler sentiment, year by year

Traveler sentiment down from 2021 but unchanged from a year ago

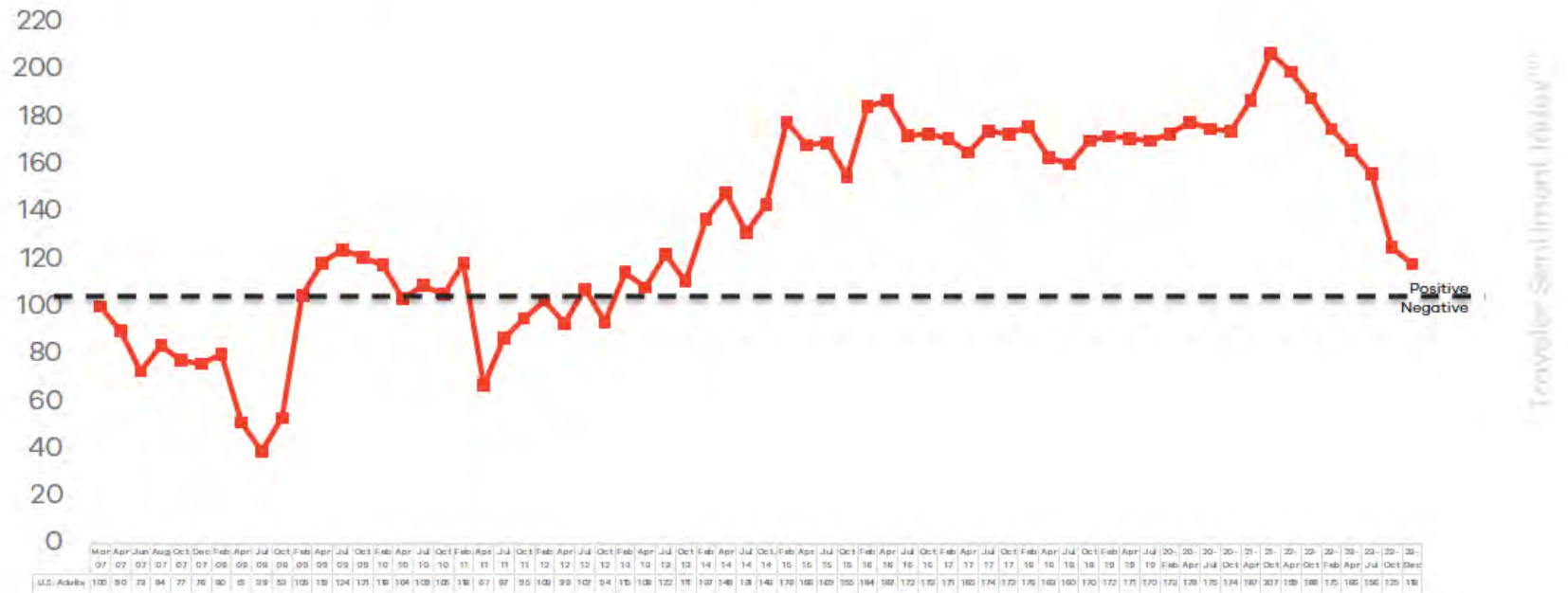


"Sentiment" consists of interest in travel, time available for travel, personal finances available for travel, affordability of travel, quality of service and safety of travel.

Source: MMGY

Travel Trends

Perceived Affordability of Travel



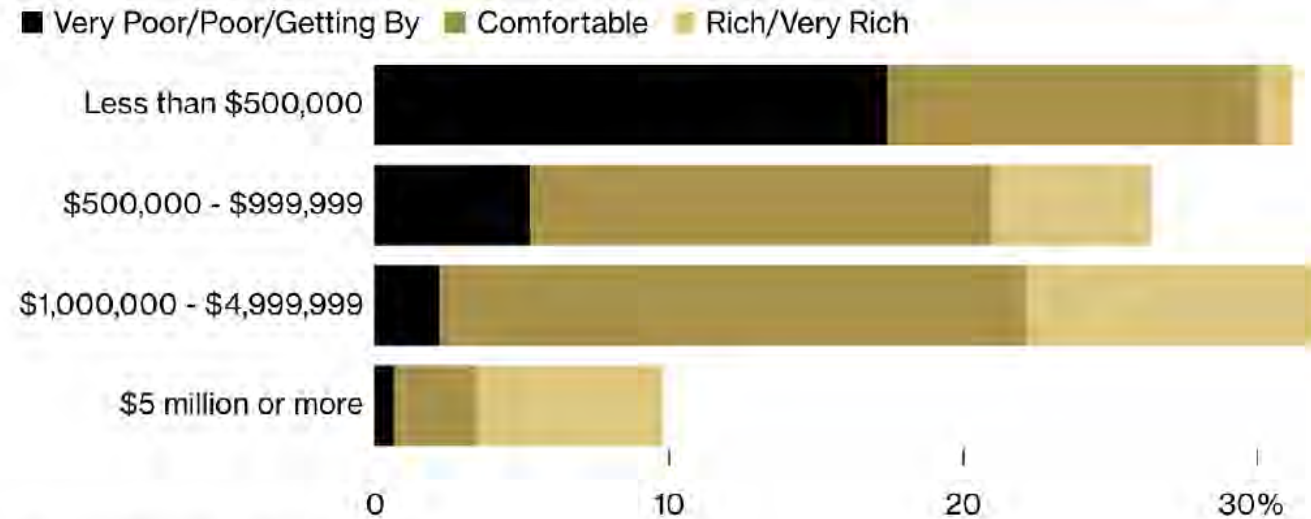
Source: MMGY

MMGY Travel Intelligence

Travel Trends

Some Millionaires Still Say They Are Poor

Question: Approximately, what is your net worth (value of all assets minus your debts)?



Source: Bloomberg/Corus

Source: MMGY

Travel Trends



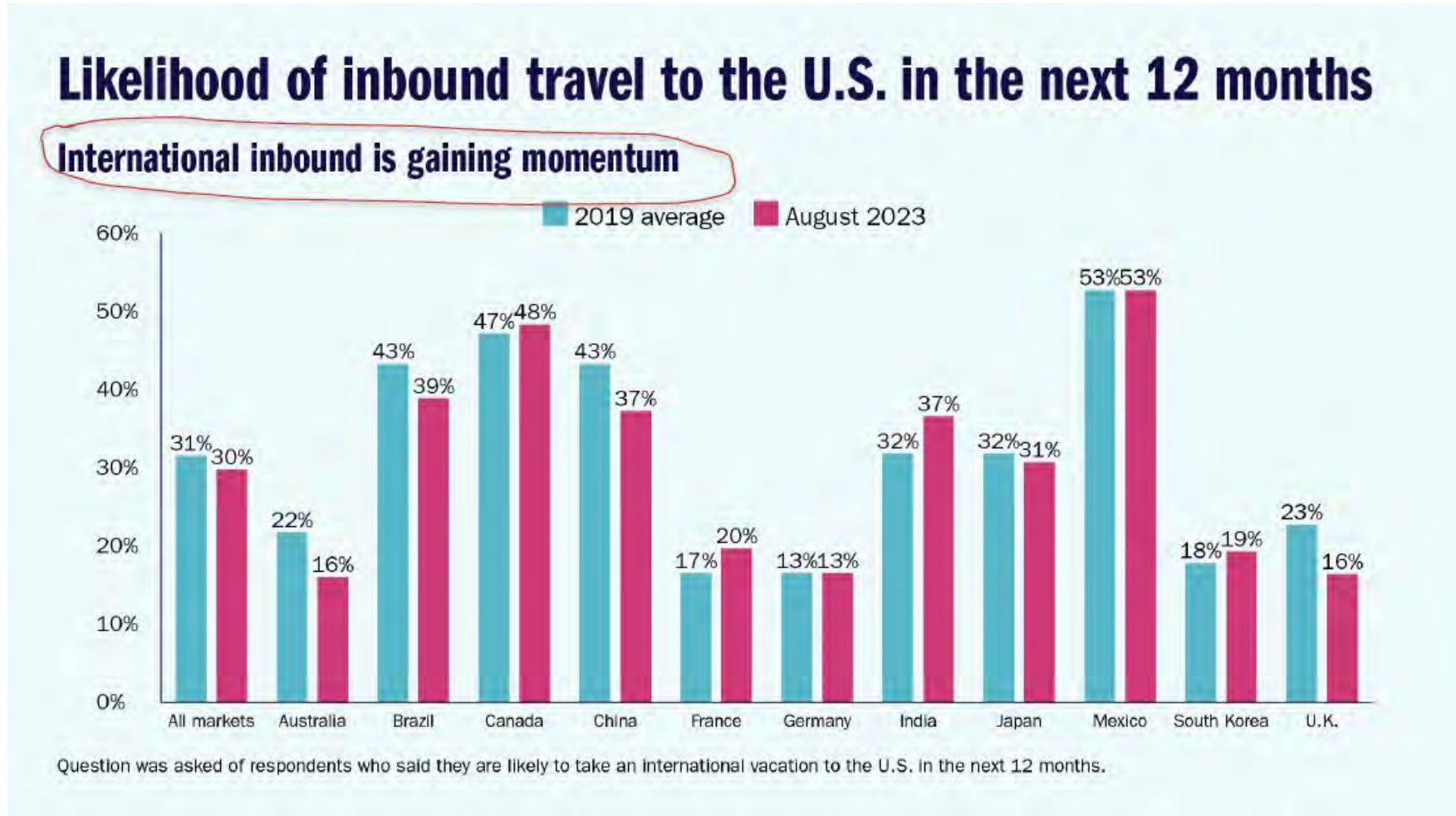
Source: MMGY

Travel Trends



Source: MMGY

Travel Trends



Source: MMGY

Travel Trends



IMAGINE40

Source: MMGY

Lodging Metrics: December – February

Destination

ADR [Ⓞ]			Adjusted Paid & Owner Occupancy [Ⓞ]			Adjusted RevPAR [Ⓞ]			Adjusted Paid Occupancy % [Ⓞ]		
\$852 primary	▲2%	\$837 compare	50.2% primary	▼9%	55.0% compare	\$374 primary	▼9%	\$412 compare	43.9% primary	▼11%	49.2% compare

Mountain Village

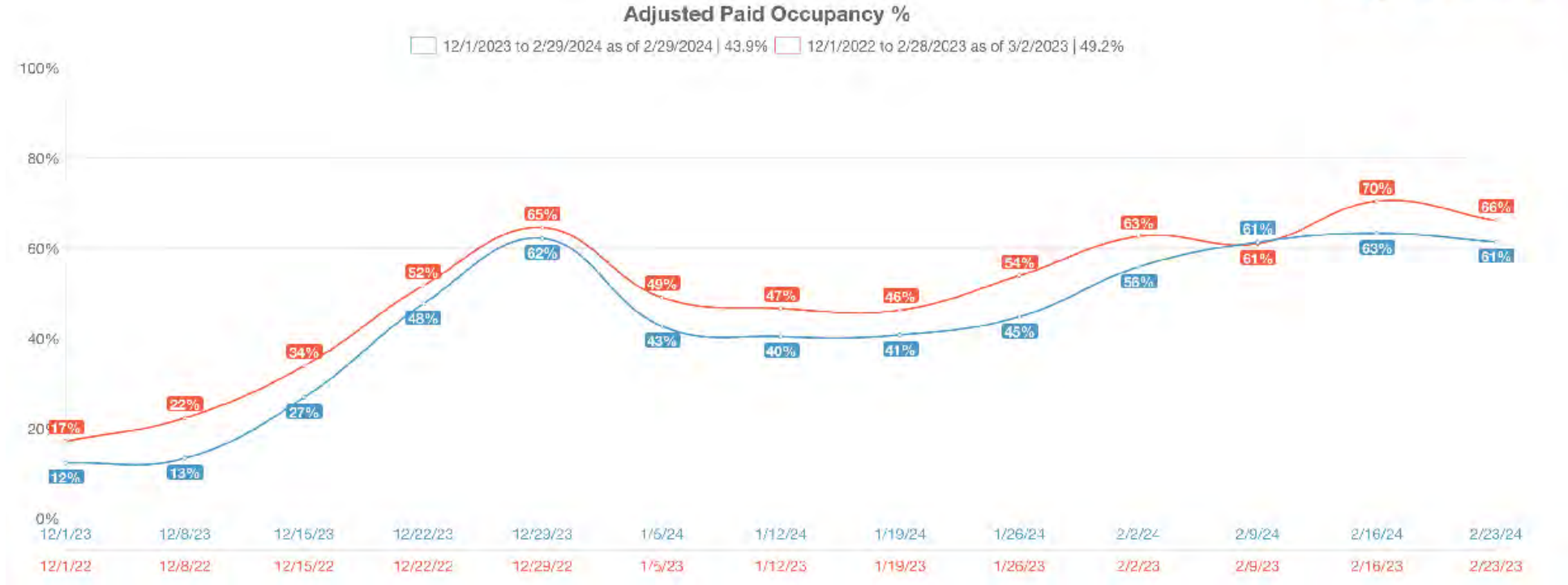
ADR [Ⓞ]			Adjusted RevPAR [Ⓞ]		
\$911 primary	▼0%	\$913 compare	\$443 primary	▼6%	\$472 compare
Adjusted Paid & Owner Occupancy [Ⓞ]			Adjusted Paid Occupancy % [Ⓞ]		
54.2% primary	▼5%	57.0% compare	48.7% primary	▼6%	51.7% compare

Telluride

ADR [Ⓞ]			Adjusted RevPAR [Ⓞ]		
\$714 primary	▲5%	\$682 compare	\$260 primary	▼16%	\$311 compare
Adjusted Paid & Owner Occupancy [Ⓞ]			Adjusted Paid Occupancy % [Ⓞ]		
43.8% primary	▼15%	51.8% compare	36.4% primary	▼20%	45.6% compare

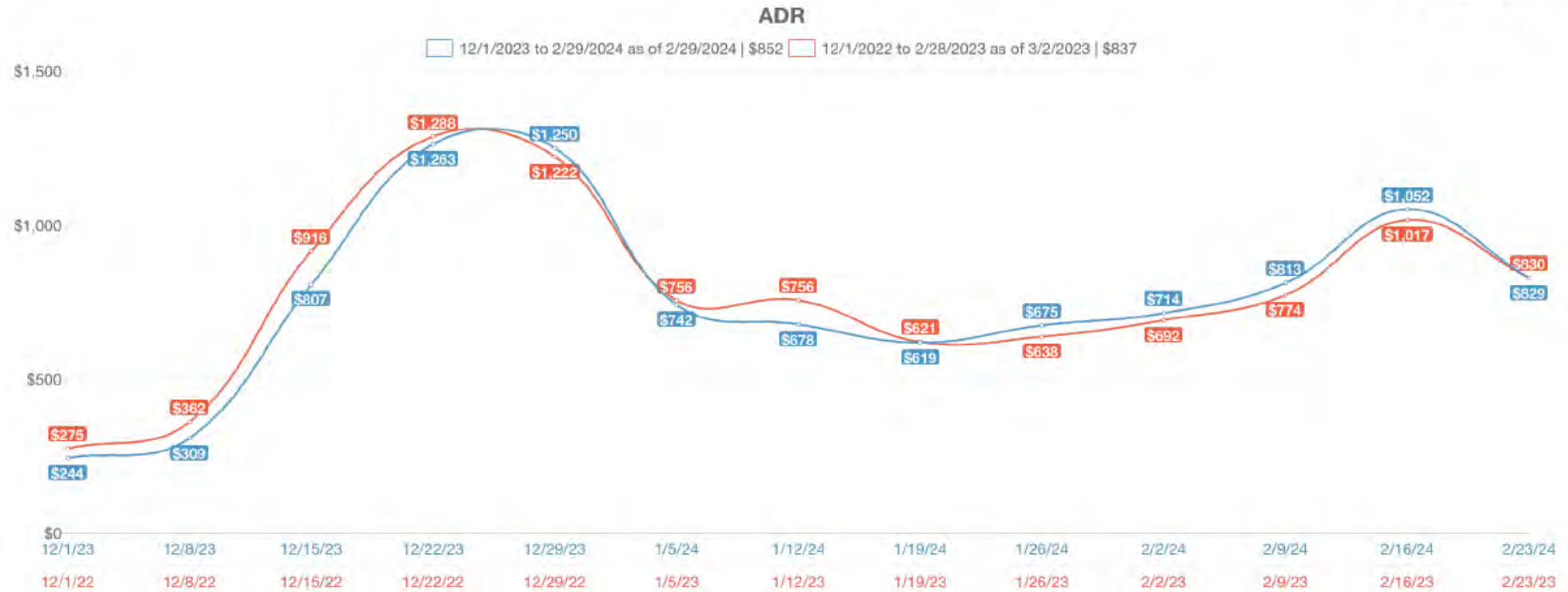
Lodging Metrics: December – February

Destination



Lodging Metrics: December – February

Destination



Lodging Metrics: March – April 7

Destination

ADR [Ⓞ]			Adjusted Paid & Owner Occupancy [Ⓞ]			Adjusted RevPAR [Ⓞ]			Adjusted Paid Occupancy % [Ⓞ]		
\$868	▼4%	\$908	50.5%	▼1%	50.9%	\$369	▼7%	\$397	42.5%	▼3%	43.7%
primary		compare	primary		compare	primary		compare	primary		compare

Mountain Village

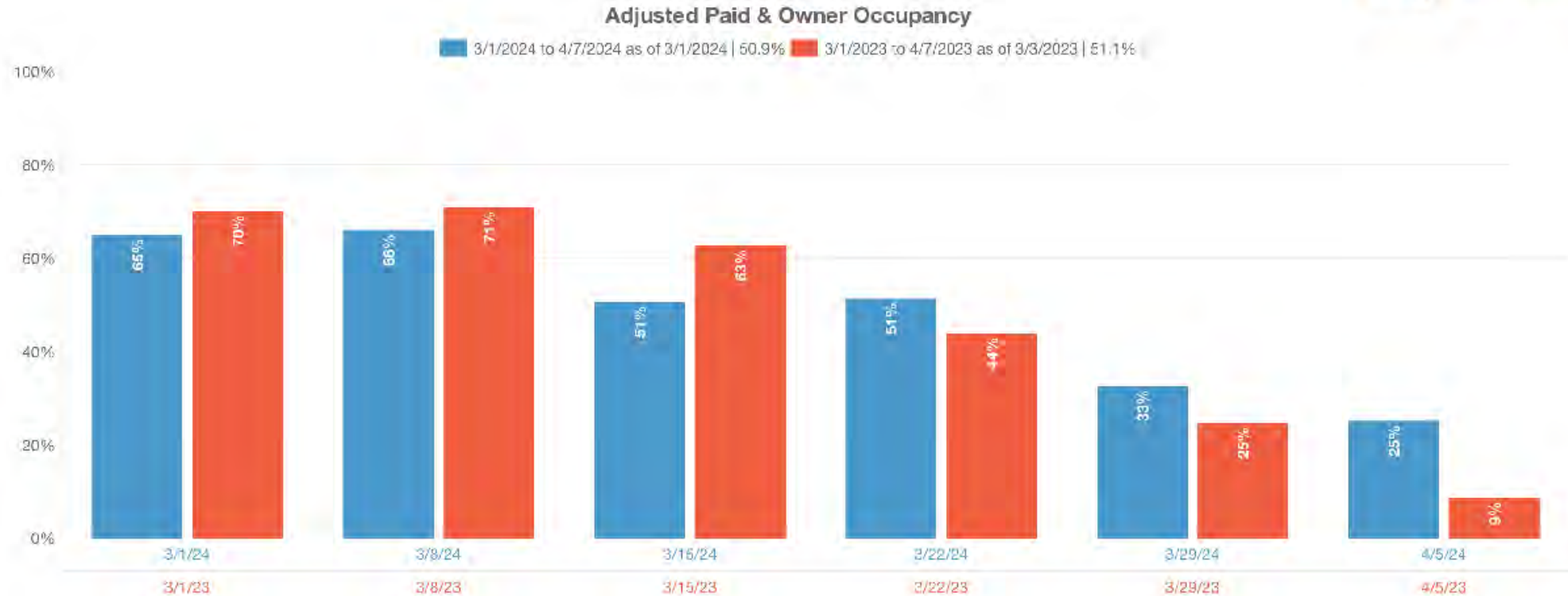
ADR [Ⓞ]			Adjusted RevPAR [Ⓞ]		
\$897	▼8%	\$980	\$431	▼1%	\$436
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy [Ⓞ]			Adjusted Paid Occupancy % [Ⓞ]		
54.9%	▲8%	51.0%	48.1%	▲8%	44.5%
primary		compare	primary		compare

Telluride

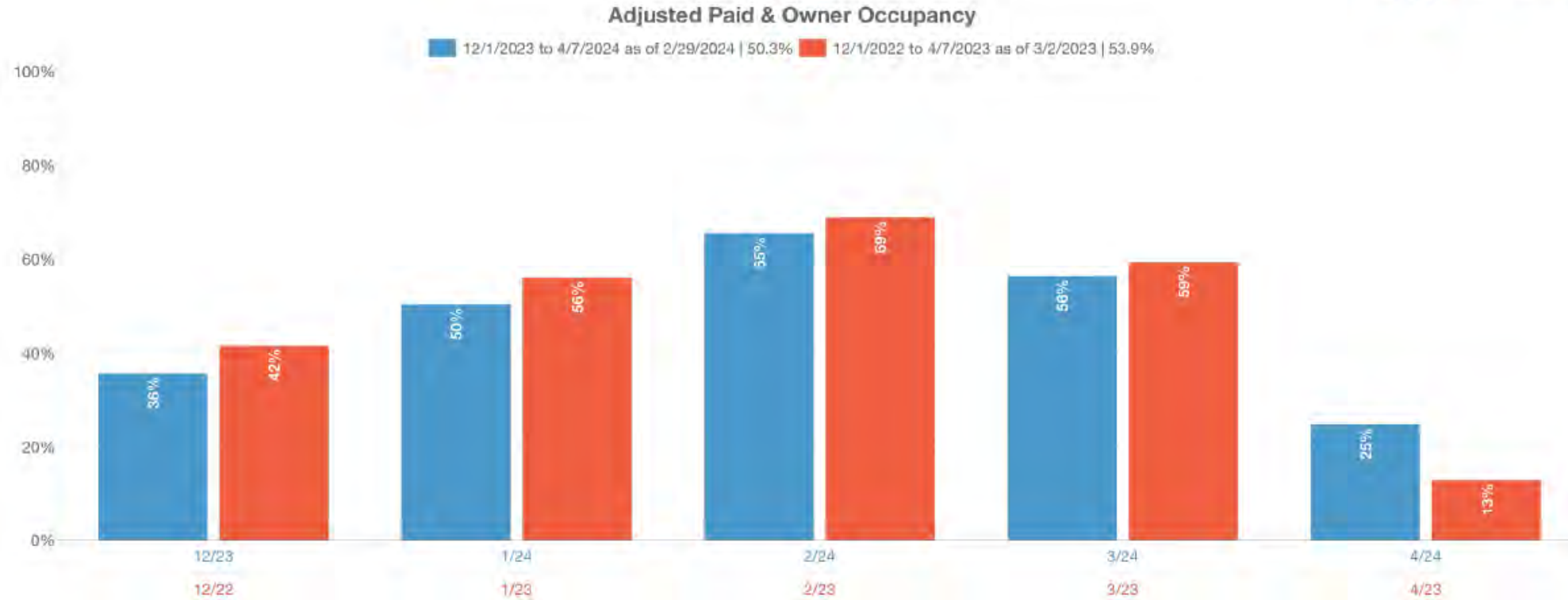
ADR [Ⓞ]			Adjusted RevPAR [Ⓞ]		
\$798	▲3%	\$771	\$269	▼19%	\$331
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy [Ⓞ]			Adjusted Paid Occupancy % [Ⓞ]		
43.2%	▼15%	50.6%	33.7%	▼22%	42.9%
primary		compare	primary		compare

Lodging Metrics: March – April 7

Destination



Winter Monthly Lodging Metrics



Lodging Metrics: Winter YO4

<p>ADR ⓘ</p> <p>\$865 primary</p> <p>▲64%</p> <p>\$526 compare</p>	<p>Adjusted RevPAR ⓘ</p> <p>\$391 primary</p> <p>▲80%</p> <p>\$217 compare</p>
<p>Adjusted Paid & Owner Occupancy ⓘ</p> <p>51.8% primary</p> <p>▲10%</p> <p>47.0% compare</p>	<p>Adjusted Paid Occupancy % ⓘ</p> <p>45.2% primary</p> <p>▲10%</p> <p>41.2% compare</p>

Lodging Metrics: Summer Pace

Destination

ADR [Ⓞ]			Adjusted Paid & Owner Occupancy [Ⓞ]			Adjusted RevPAR [Ⓞ]			Adjusted Paid Occupancy % [Ⓞ]		
\$618	▼7%	\$665	22.8%	▲6%	21.5%	\$82	▼11%	\$92	13.3%	▼4%	13.9%
primary		compare	primary		compare	primary		compare	primary		compare

Mountain Village

ADR [Ⓞ]			Adjusted RevPAR [Ⓞ]		
\$549	▼11%	\$617	\$62	▼7%	\$66
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy [Ⓞ]			Adjusted Paid Occupancy % [Ⓞ]		
21.0%	▲11%	18.9%	11.2%	▲5%	10.7%
primary		compare	primary		compare

Telluride

ADR [Ⓞ]			Adjusted RevPAR [Ⓞ]		
\$694	▼2%	\$708	\$121	▼13%	\$138
primary		compare	primary		compare
Adjusted Paid & Owner Occupancy [Ⓞ]			Adjusted Paid Occupancy % [Ⓞ]		
26.5%	▲3%	25.6%	17.4%	▼11%	19.5%
primary		compare	primary		compare

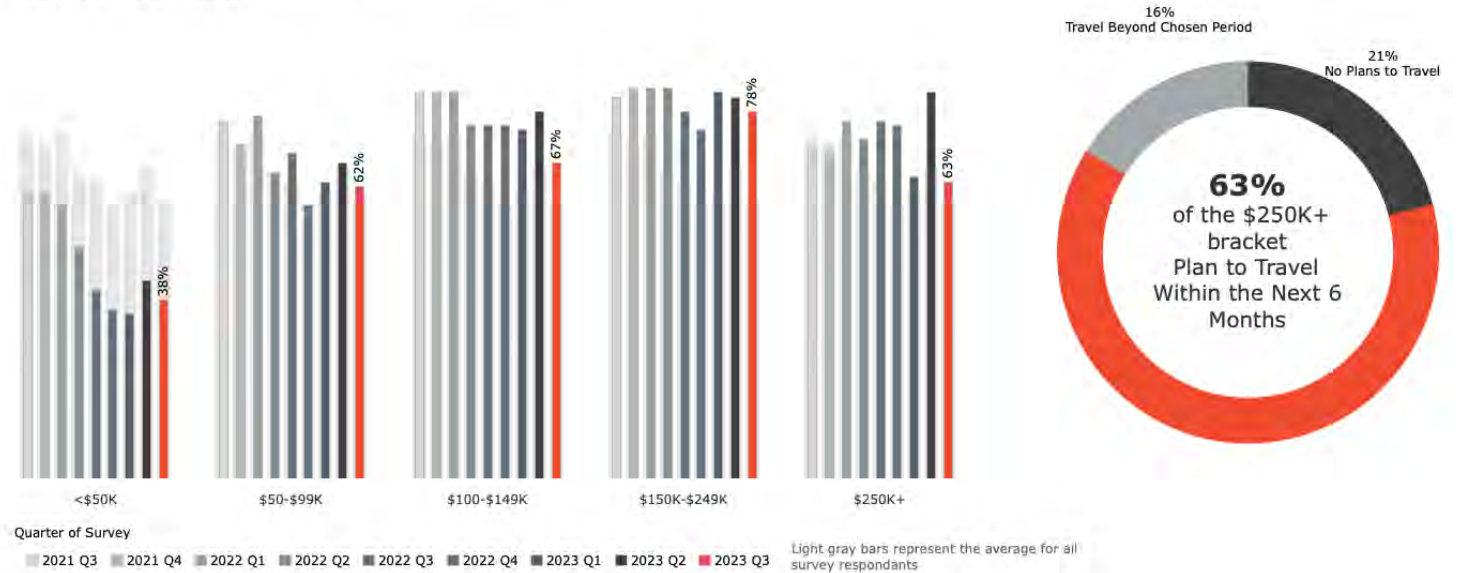
ECONOMIC DASHBOARD



Economic Dashboard



Planning Leisure Travel Within the Next 6 Months
% of American Consumers



Economic Dashboard

Total Tax Collections
\$14,119,938
 +0.0% YOY | +58.0% vs. 2019

Telluride Tax Collections
\$7,568,478
 -0.1% YOY | +42.7% vs. 2019

Mountain Village Tax Collections
\$6,551,460
 +0.2% YOY | +80.2% vs. 2019

January 2024, Short-term Lodging KPIs

Telluride and Mountain Village

Geography Month

Occupancy
45.1%
 ▮ -10.5%
 vs LY
 YTD _{CY}
45.1%

ADR
\$765.22
 ▮ +1.9%
 vs LY
 YTD _{CY}
\$765.22

RevPAR
\$344.92
 ▮ -8.8%
 vs LY
 YTD _{CY}
\$344.92

YTD Trend

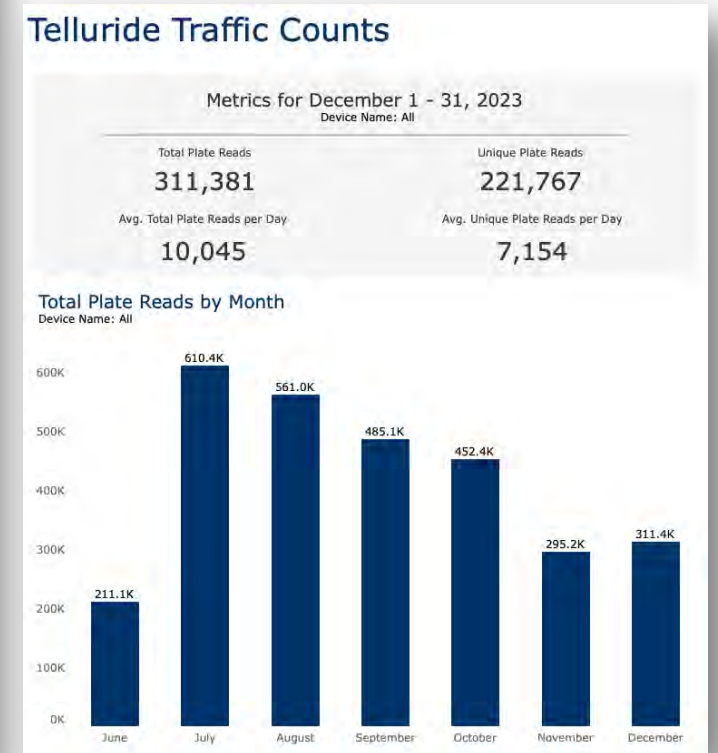
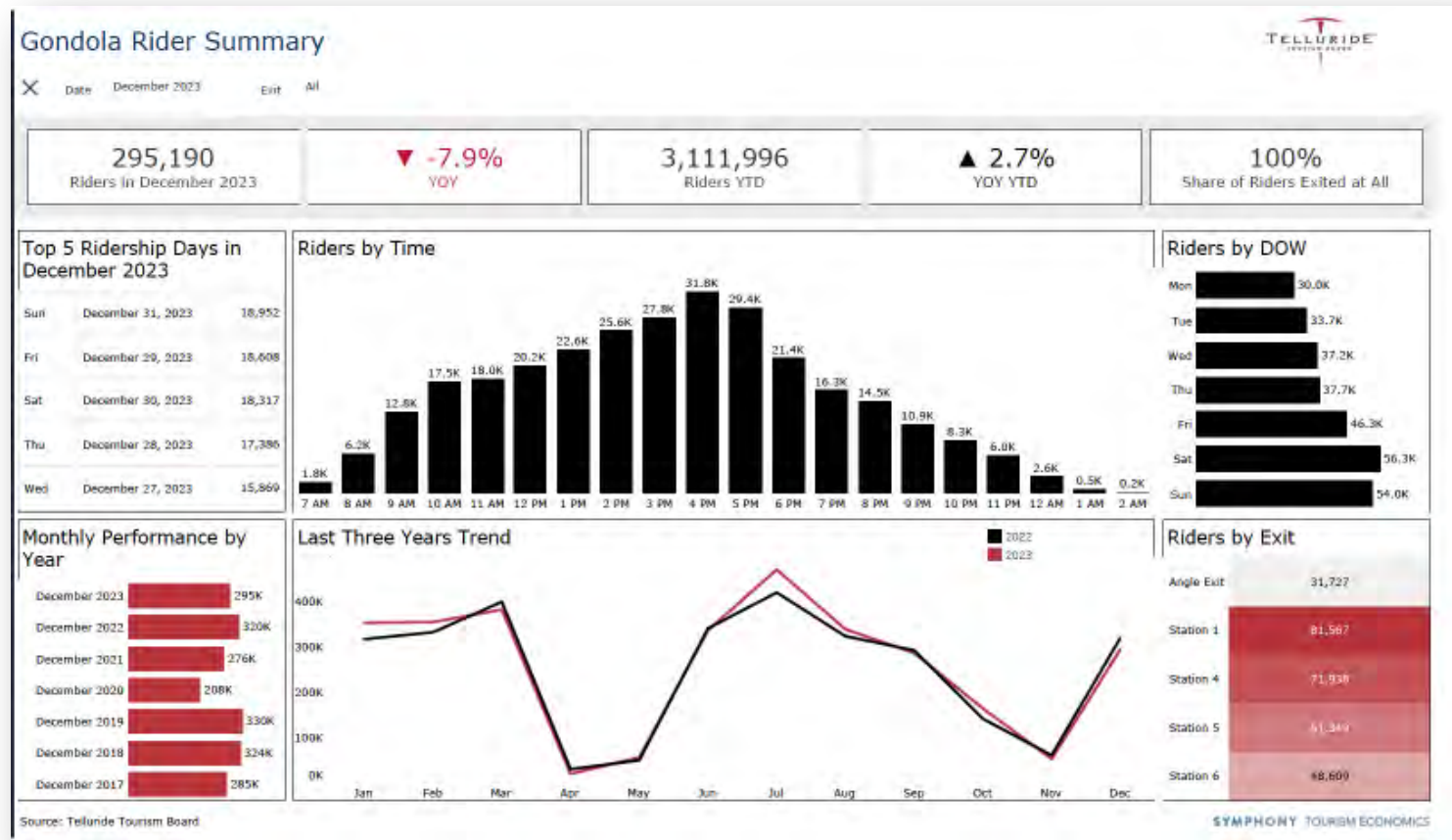
Visitor Type

November 2023



Spend Amount (vs. Previous Year)			Card Count (vs. Previous Year)			Average Ticket (vs. Previous Year)			Spend per Card (vs. Previous Year)			Transaction Count (vs. Previous Year)		
Total	Domestic	International	Total	Domestic	International	Total	Domestic	International	Total	Domestic	International	Total	Domestic	International
\$3.8M	\$3.8M	\$21.0K	30.4K	30.4K	17	\$49	\$49	\$292	\$127	\$126	\$1.2K	78.0K	77.9K	72
↘ -10.8%	↘ -10.9%	↗ +3.7%	↘ -7.1%	↘ -7.2%		↘ -5.7%	↘ -5.8%	↗ +49.8%	↘ -4.0%	↘ -4.0%		↘ -5.5%	↘ -5.4%	↘ -30.8%

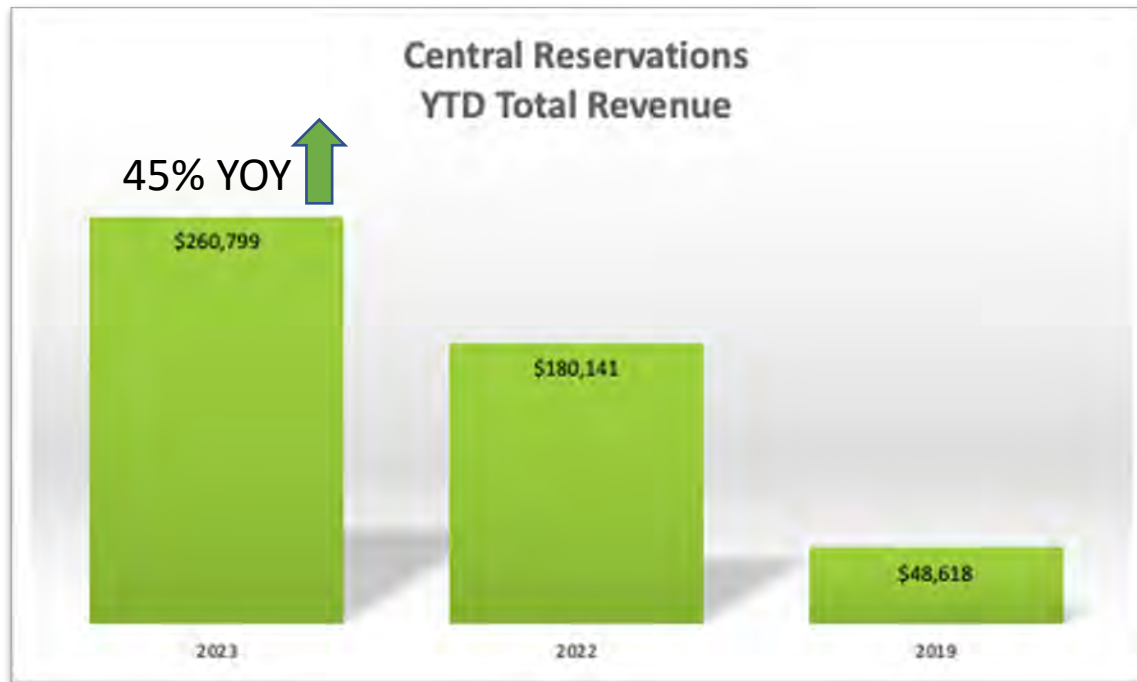
Economic Dashboard



CENTRAL RESERVATIONS & GUEST SERVICES



Central Reservations Metrics



Visitors Center Metrics



2023

Welcomed 17,780 visitors, an 18% YOY increase
Assisted 4,206 guests by phone, an 11% increase
Conducted 1,068 online chats, a 29% increase

2024 YTD

Welcomed 1,301 visitors, a 10% YOY decrease
Assisted 741 guests by phone, a 12% decrease
Conducted 211 online chats, a 7% decrease

CTO Destination Learning Lab



Destination Learning Labs

With the statewide need to advance industry workforce, the Destination Learning Labs build a community of knowledgeable frontline workers who ensure a positive experience for visitors and residents.

[BECOME A DESTINATION EXPERT](#)

TTB applied and selected for the CTO Destination Learning Lab program

Online portal with key destination information to educate front line employees

Slated to launch for summer



Thank you!