

SNOWMASS

STAKEHOLDER BEST PRACTICES GUIDE

Keep Your Business Info Updated

Google My Business, hours, photos, menus, and more. Make sure your business listings across platforms like Google, Yelp, and TripAdvisor are accurate and current. This ensures visitors can easily find you.

Need support? Email rfalk@gosnowmass.com

Use High-Quality, Up-to-Date Photos

Professional, current photos of your space, products, and team help create a polished online presence. Snowmass Tourism offers a Pro Photo Program to help you get started, plus access to a free library of images.

Want access to the library or professional photos? Email sregan@gosnowmass.com

Submit Your Events Early

Submitting your events on GoSnowmass.com ensures they're included in our Weekly Events Flyer, newspaper ads, social rundowns, and more. Best practice: Submit at least 2–3 weeks in advance.

[Submit your events here](#)

Engage with Snowmass Social Media

Follow and engage with [@Snowmass](#) and [@SnowmassLocal](#), and tag us (in the photo, not just the caption) to increase your chances of being shared. Stories and posts on Snowmass Local spotlight local happenings. [More information on how to be featured on our channels here.](#)

Share Your News for PR Opportunities

Have something exciting coming up? Tell us! If you're hosting an event or celebrating a milestone, Snowmass Tourism can help amplify your story through media outreach and press releases.

Submit story ideas to sstokey@gosnowmass.com

Access our Occupancy Reports & Weekly Flyers

Let data help drive your decisions. The Daily Occupancy Report and Weekly Events Flyer provide insight into visitation trends and upcoming activity, helping you plan staffing, hours, and promotions.

[Subscribe here](#)

Stock Up on Collateral

Pick up printed guidebooks, maps, and family-friendly materials like the Ice Age Passport to help guests navigate Snowmass.

Available daily at Town Park Station, 8:30am–2:30pm