



# SNOWMASS

## COLORADO

# Monthly Research Update

January 2026

# Executive Summary

## Snowmass Travel & Tourism Trends

- In January, DestiMetrics reporting lodging properties in Snowmass saw a 5.7% decline in room night Demand compared to last year. Room Supply also decreased, slipping by 2.5% Year-over-Year (YoY). As a result, lodging Occupancy fell by 3.2% YoY to average 68.5% for the month.
  - Average Daily Rate (ADR) rose in January, increasing 3.1% YoY to settle at \$806. However, ADR growth was not enough to offset the weakened Demand, resulting in lodging Revenue dropping 2.8% compared to one year prior to total \$21.9 million for the month.
- Conversely, Demand at Airbnb and Vrbo short-term rentals saw a significant uptick in January, rising by 18.8% YoY. In addition, the number of Active Listings (Supply) increased by 9.3% from last year. Occupancy averaged 65.5% in January, down 4.5% YoY.
  - ADR among short-term rentals increased by 4.0% YoY to reach \$1,179 for the month. Higher ADR coupled with increased Demand lifted Revenue 23.5% over January last year to reach \$21.6 million.

Source: DestiMetrics, AirDNA

# Mountain Town Trends

## Regional Insights – January 2026

### West Region Mountain Market Summary

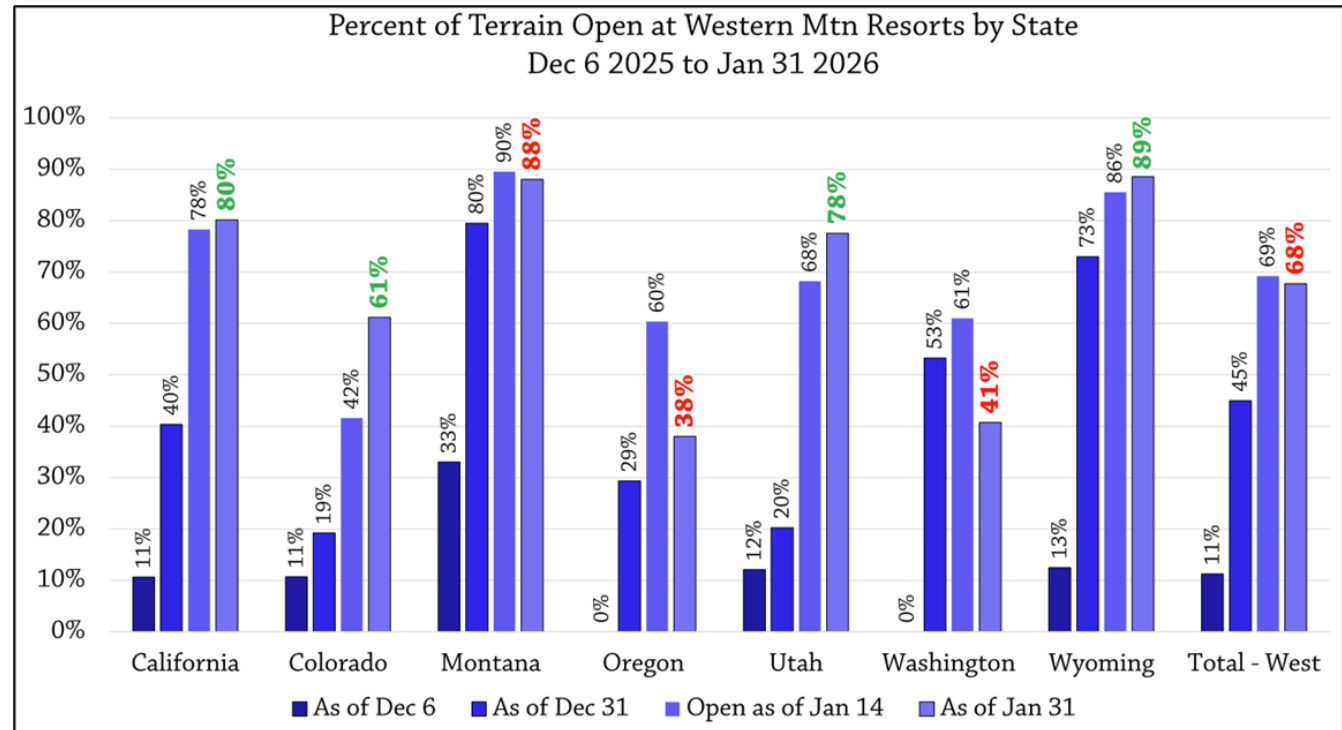
- “A snow drought continued throughout much of January in Colorado and Utah, while the rest of the West did better, but not great. Temps 5 to 20 degrees above normal curtailed some snowmaking ops.”
- “Consumer confidence stayed soft, jobs were better than expected, and the economy is holding at meh.”
- “Occupancy Booking Pace is down -5.7% but varies between -23% in CO/UT and +21% everywhere else.”
- “Overall seasonal occupancy is down -4.6%, ADR softens but still up 2.9%, and RevPAR is down -1.8%. But the story is more regional, with deeper localized declines in CO/UT, bigger wins elsewhere.”
- “Length-of-Stay up year-over-year for the first time since pandemic.”
- “Economy properties strengthen both occupancy and RevPAR last month while moderate and luxury terciles weaken considerably. Do poor conditions drive less-pricy stays?”

*Source: DestiMetrics (2/11/2026)*

# Mountain Town Trends

## Percent of Open Terrain - West Region Mountain Market

- “Most states added terrain during January, though MT lost a bit.”
- “The exceptions to the pattern are OR and WA, both of which lost a lot of ground as the weather in the Pacific Northwest warmed up sharply.”
- “Concentrating on CO and UT, which have suffered the most this season, both picked up a lot of new open terrain during the month, but while UT is approaching 80% open, CO, which has been particularly dry, finished January at 61%.”
- “Overall, including the soft WA and OR numbers, the industry has 68% of skiable terrain open as of Jan. 31, significantly below any baseline long-term average.”

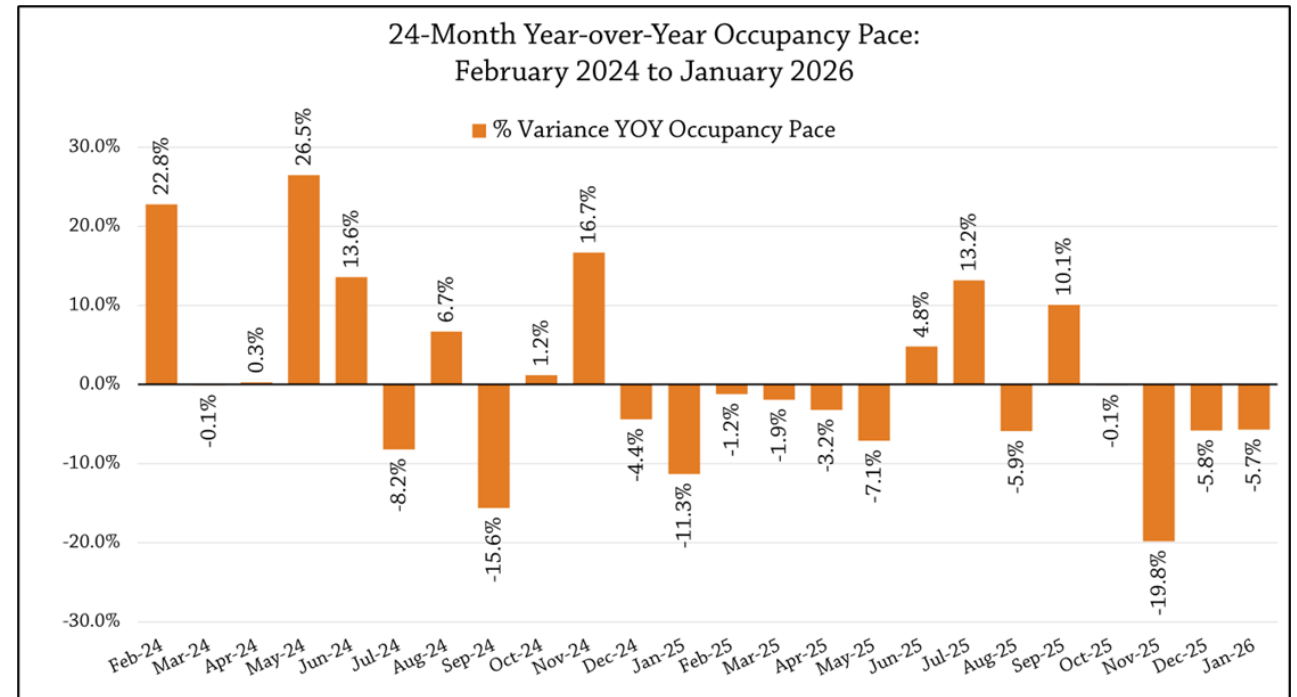


Source: DestiMetrics (2/11/2026)

# Mountain Town Trends

## Regional Occupancy Pace - West Region Mountain Market

- “Occupancy booking pace was almost entirely unchanged in January from December, down -5.7%, just a touch better than the -5.8% decline last month.”
- “Reservations made for the month were mainly focused on either immediacy (January) or appreciably later (May/June).”
- “This is the fourth consecutive decline in pace, and the ninth in the last 12 months, with only June, July, and September posting gains.”

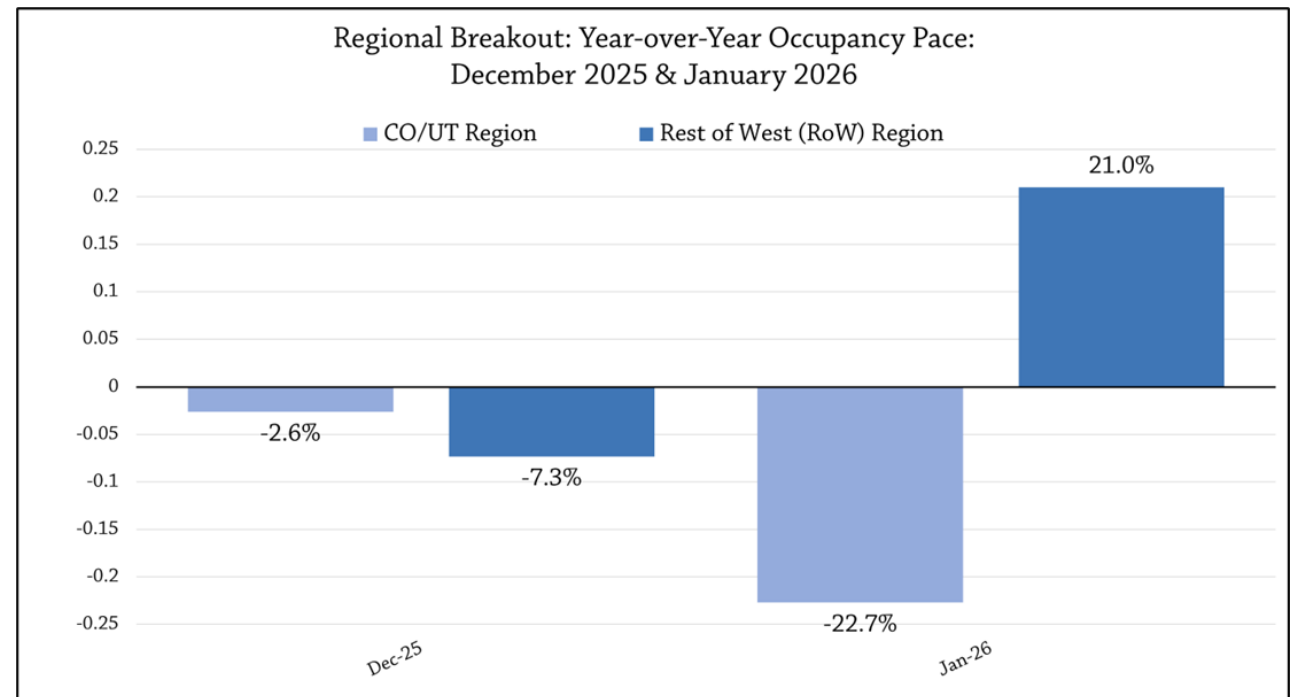


Source: DestiMetrics (2/11/2026)

# Mountain Town Trends

## Regional Occupancy Pace - West Region Mountain Market (continued)

- “CO/UT resorts saw a -22.7% decline in YOY occupancy pace last month, a dramatic plunge down from the moderate -2.6% decline recorded in December, while the Rest of the West (“RoW”) destinations enjoyed a strong 21.0% YOY gain in pace, a stunning improvement from the -7.3% decline recorded in December.”
- “Not surprisingly, snow is the differentiator, with moderate--though still sketchy--snow falling in many RoW destinations, while CO/UT has been either unable to retain much of the snow it’s received, or has been shut out almost completely.”

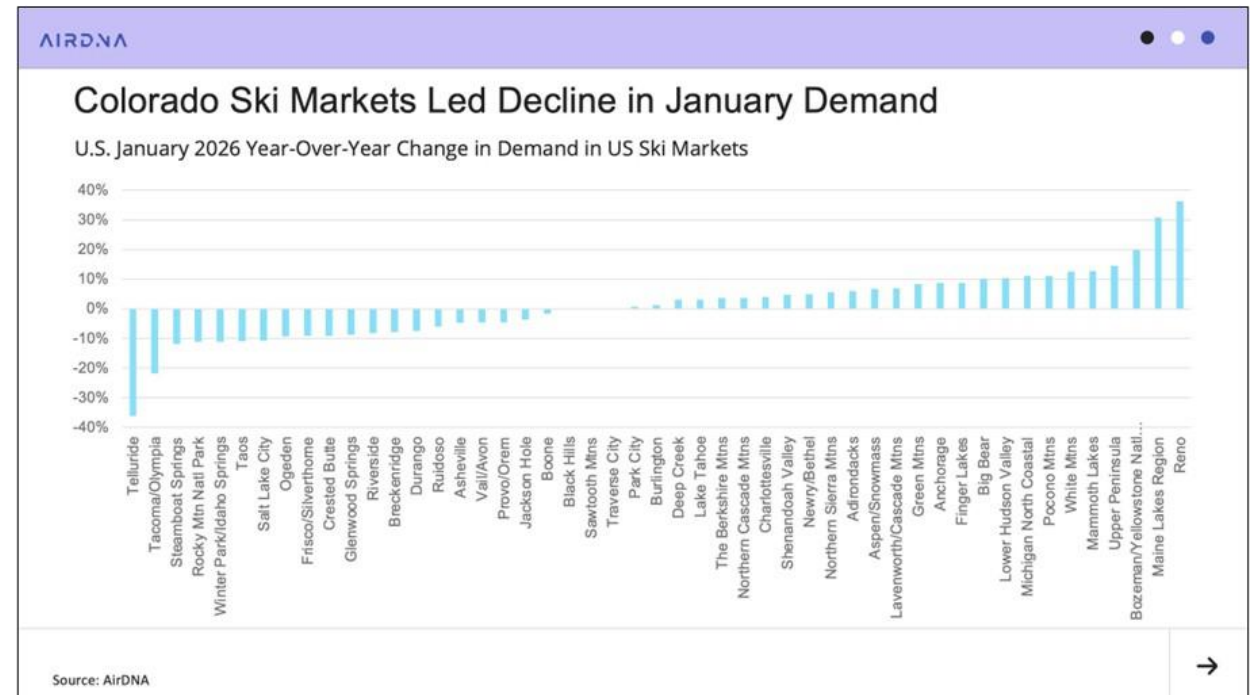


Source: DestiMetrics (2/11/2026)

# Mountain Town Trends

## Ski-Town Short Term Rental Performance January 2026

- “Unseasonably warm temperatures and dry conditions led to record-low snowpack across many western ski destinations in January, contributing to flat demand in mountain resorts. With slopes only partially open, short-term rental demand declined year over year in several markets.”
- “Colorado and Utah ski destinations saw the steepest drops, with demand falling more than 10% YoY in markets such as Telluride, Steamboat Springs, Winter Park, and Taos. Performance on eastern ski slopes was generally stronger. Popular ski destinations in New York, New Hampshire, Vermont, and Maine saw more than 10% YoY demand night growth in January.”



Source: AirDNA (2/16/2026)

# U.S. Market Review

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# U.S. Market Review

## US Economy Entering 2026

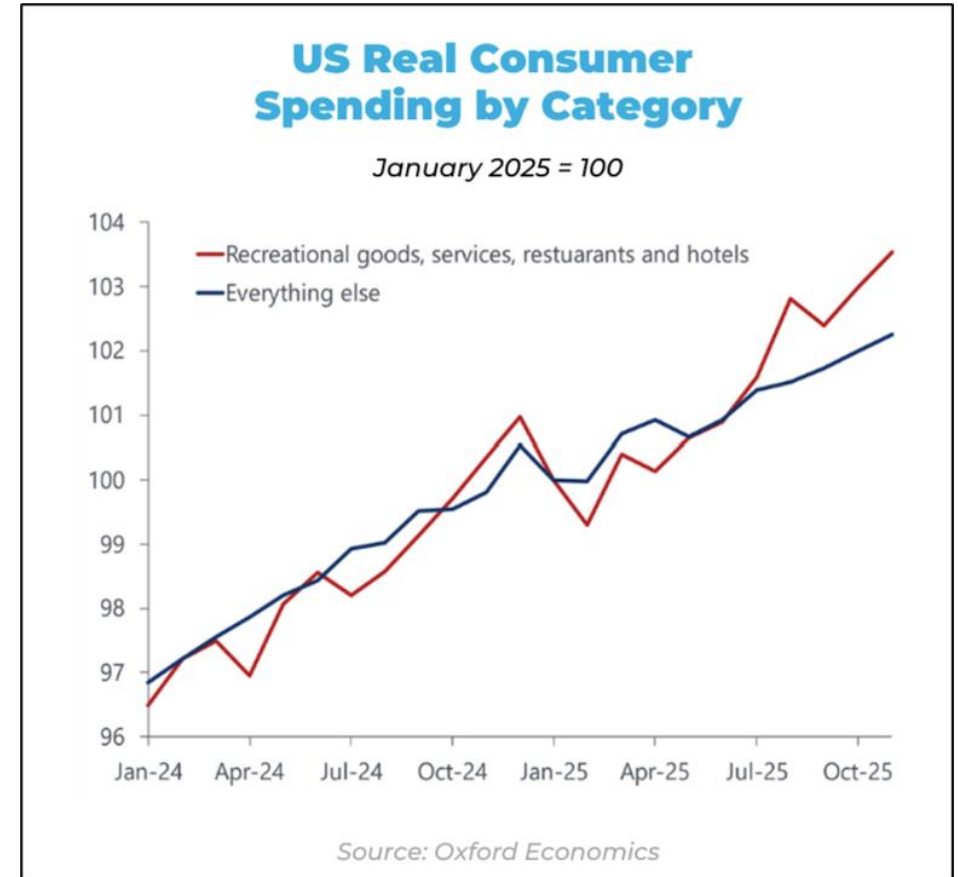
- “The US enters 2026 with a familiar pattern: resilient output, cooling inflation, and a labor market that looks stable on the surface but fragile underneath.”
- “The flood of shutdown-delayed data helped clarify the end of 2025: the economy stayed resilient in the second half of the year, even though the record-long government shutdown weighed on activity. Strong consumer spending and AI-driven investment kept growth on track.”
- “The shutdown also sharpened an already-bifurcated economy. Lower- and middle-income households absorbed the hit from missing paychecks and suspended benefits (including SNAP), while rising equity markets supported higher-income earners and kept spending moving through the holiday period.”

*Source: Tourism Economics (1/30/2026)*

# U.S. Market Review

## Consumers Keep Spending, Just Not Evenly

- “Growth in disposable income, plus the wealth effects from rising equities and real estate prices, will support solid growth in spending.”
- “This further underscores how wealthier/older households continue to carry discretionary demand, which has increasingly shifted to travel-related spending on recreational goods, restaurants, and hotels.”
- “The personal saving rate reached a three-year low, which argues for some moderation as the year progresses.”

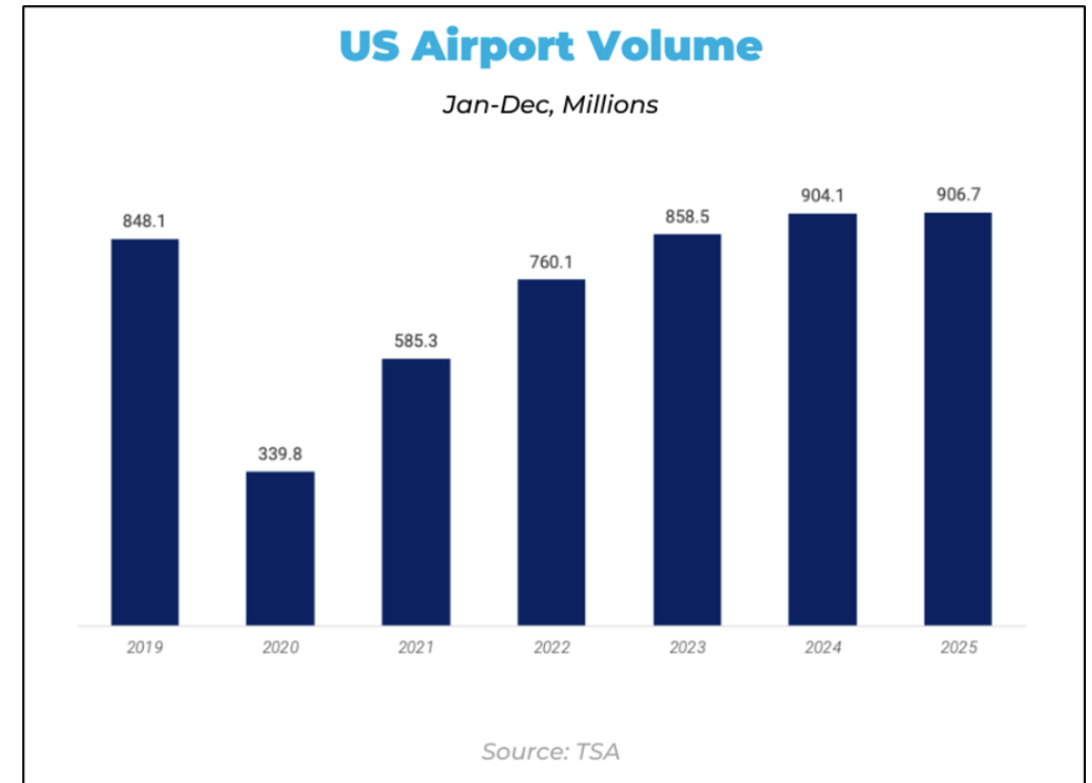


Source: Tourism Economics (1/30/2026)

# U.S. Market Review

## US Air Travel

- “Total airline volume held steady in 2025, up 6.9% versus 2019 and flat compared to 2024.”
- “In a recent quarterly earnings call, Delta Airlines noted main cabin ticket sales were down 7% year-over-year, but premium cabin ticket sales rose 9%.”
- “Effectively, none of our growth in seats will be in the main cabin. Virtually all will be in the premium sector.” - Ed Bastian, CEO, Delta



Source: Tourism Economics (1/30/2026)

# U.S. Market Review

## International Inbound, A Shifting Composition

- “International overnight visits to the US fell 5.7% in 2025, validating our early downside scenarios (-5.1%) last February tied to sentiment and policy headwinds.”
- “Beneath the headline decline, the mix of inbound markets shifted meaningfully, reshaping demand patterns and hotel performance across key markets.”
- “The largest fall was from Canada, which dropped a severe estimated 25.7%. Meanwhile, Mexico overperformed (up 8.6%) and overseas softened.”
- “For the first time in more than 25 years (outside pandemic years), Mexico became the largest source of international visitors to the US, surpassing Canada.
- “Inbound should grow in 2026, but importantly, we expect a gradual rebound, not a full recovery - even with global demand strengthening and World Cup-related arrivals.”

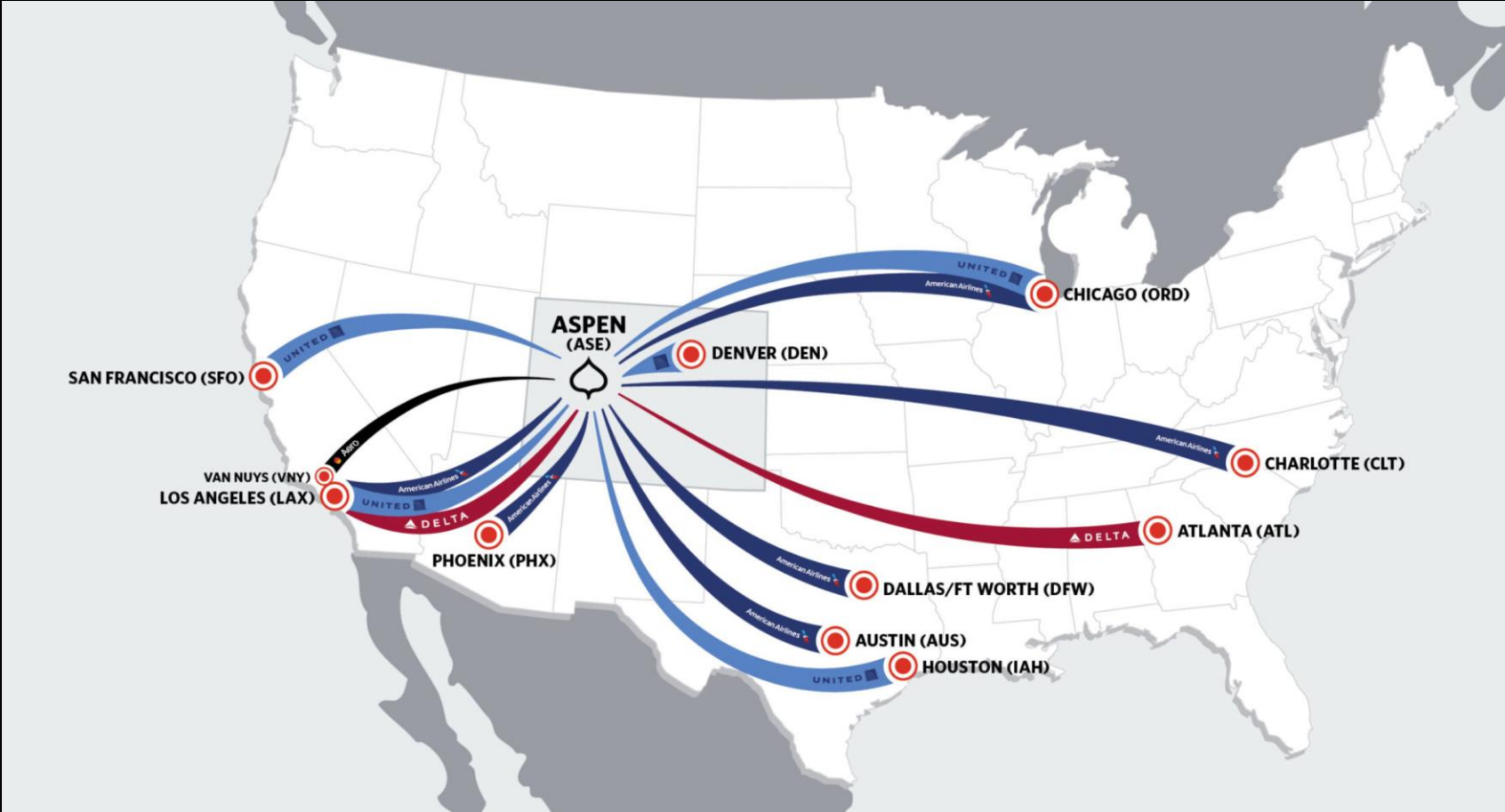
*Source: Tourism Economics (1/30/2026)*



# Airport Metrics

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# Aspen Airport: Route Map



Source: Aspen Airport

# Aspen Airport: Total Passenger Volume

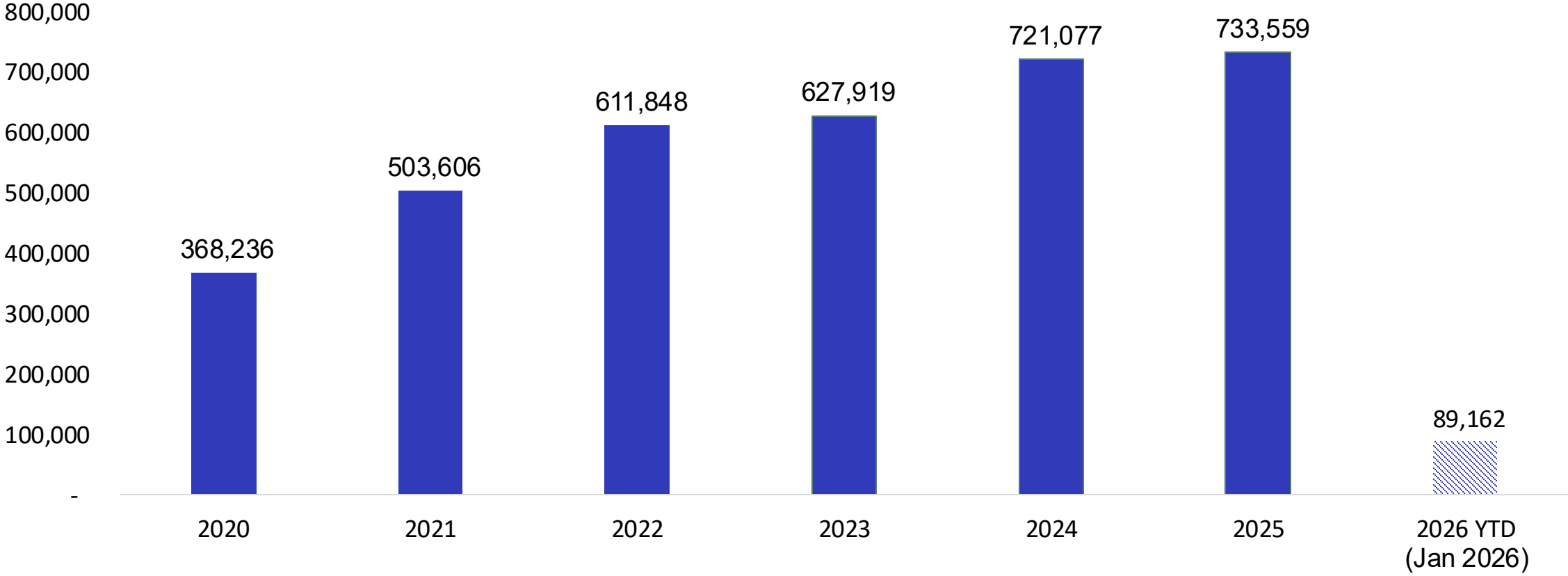
Total Passengers					
<u>Month</u>	<u>2026</u>	<u>2025</u>	<u>% Change 2026 vs. 2025</u>	<u>2024</u>	<u>% Change 2026 vs. 2024</u>
January	89,162	91,385	-2.4%	83,441	6.9%
February		88,140		86,746	
March		101,865		93,710	
April		41,641		38,260	
May		3,526*		13,081	
June		57,030		57,464	
July		72,436		74,416	
August		69,038		70,733	
September		56,186		53,577	
October		45,905		44,890	
November		30,655		31,124	
December		75,752		73,635	
<b>Year-to-Date</b>	<b>89,162</b>	<b>91,385</b>	<b>-2.4%</b>	<b>83,441</b>	<b>6.9%</b>
<b>Total</b>		733,559		721,077	

Source: Airplanners / Fly Aspen Snowmass

\*Aspen Airport was only open for 4 full days in May 2025

# Aspen Airport: Yearly Passenger Volume

Total Passengers by Year (2020 - 2026)

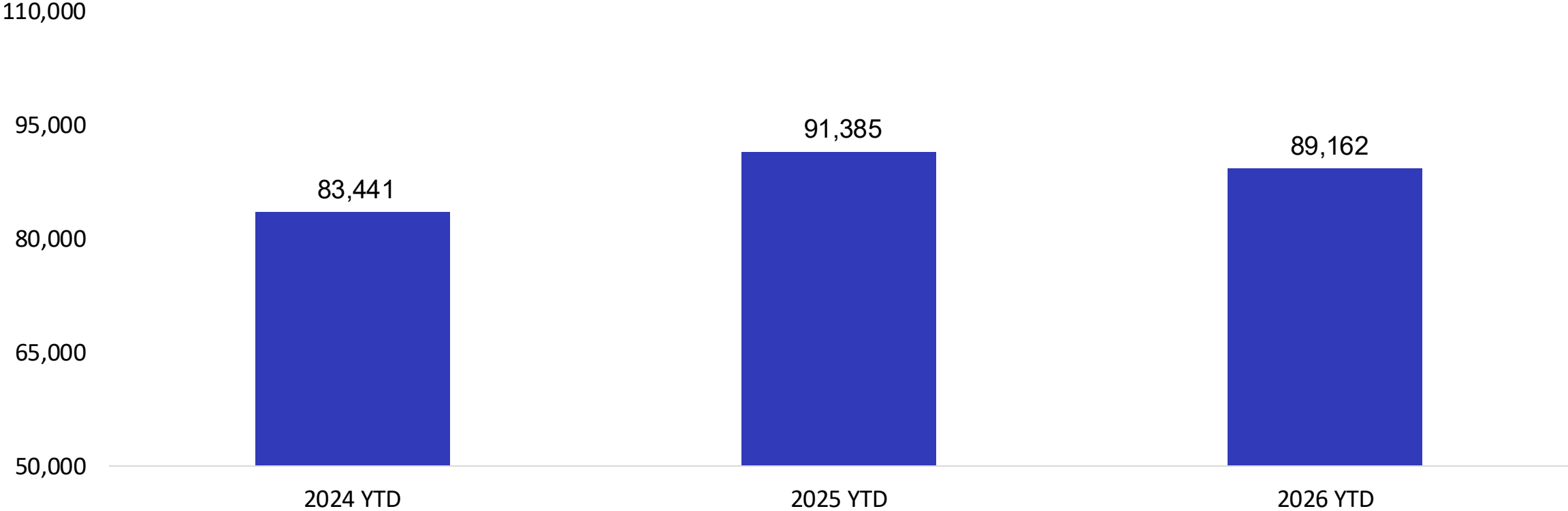


Source: Airplanners / Fly Aspen Snowmass



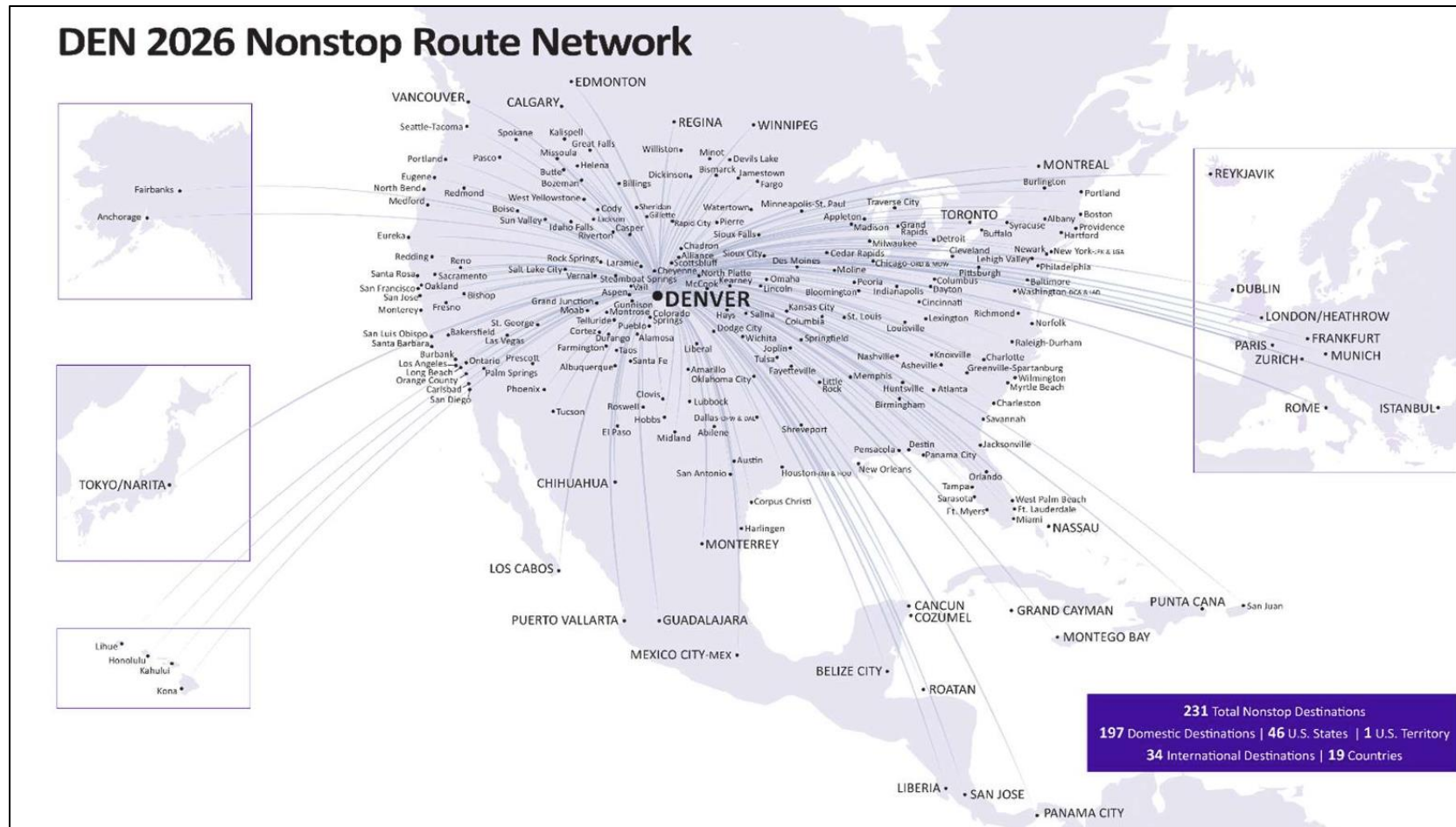
# Aspen Airport: Passenger Volume Pacing

Total Passengers Pacing YTD (Jan – Jan)



Source: Airplanners / Fly Aspen Snowmass

# Denver International Airport (DEN): Route Map



Source: Denver International Airport

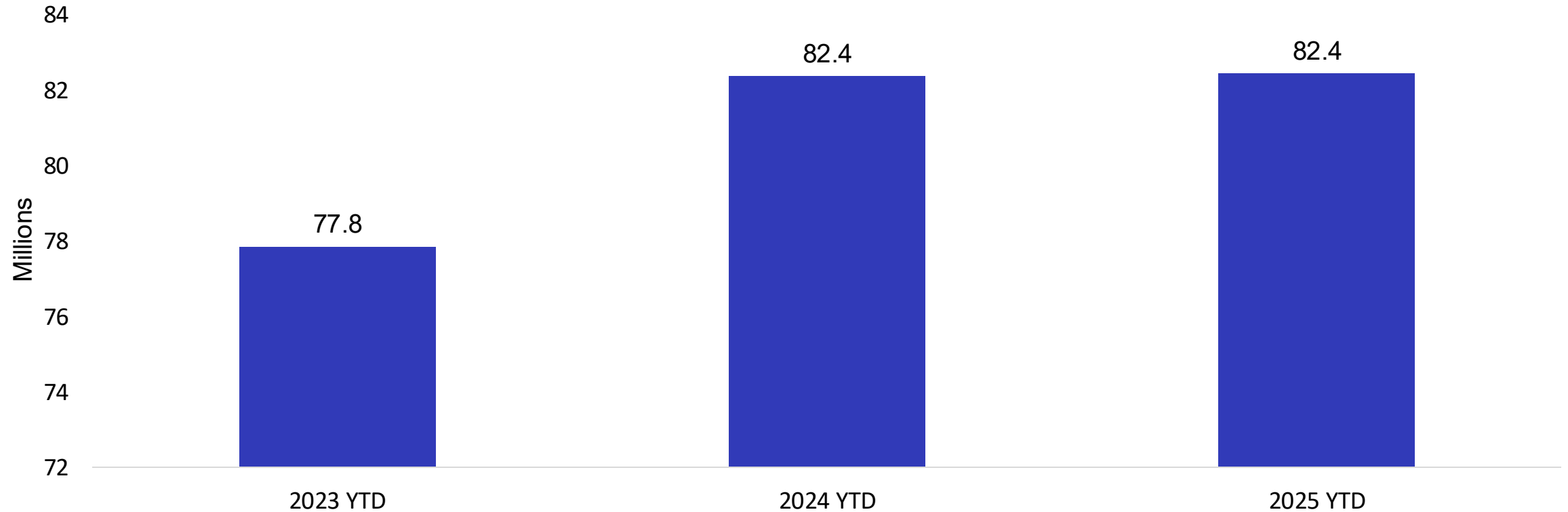
# Denver International Airport (DEN): Total Passenger Volume

Total Passengers					
<u>Month</u>	<u>2025</u>	<u>2024</u>	<u>% Change 2025 vs. 2024</u>	<u>2023</u>	<u>% Change 2025 vs. 2023</u>
January	5,972,807	5,757,565	3.7%	5,504,365	8.5%
February	5,633,766	5,844,349	-3.6%	5,294,453	6.4%
March	6,807,158	6,879,553	-1.1%	6,396,940	6.4%
April	6,274,010	6,586,563	-4.7%	5,998,391	4.6%
May	7,113,812	7,263,126	-2.1%	6,598,101	7.8%
June	7,662,146	7,606,224	0.7%	6,769,608	13.2%
July	8,008,740	7,886,941	1.5%	7,286,537	9.9%
August	7,512,614	7,408,539	1.4%	7,091,246	5.9%
September	7,028,555	6,897,729	1.9%	6,869,486	2.3%
October	7,372,976	7,111,207	3.7%	7,106,623	3.7%
November	6,287,753	6,261,241	0.4%	6,388,285	-1.6%
December	6,753,625	6,855,707	-1.5%	6,533,882	3.4%
<b>Year-to-Date</b>	<b>82,427,962</b>	<b>82,358,744</b>	<b>0.1%</b>	<b>77,837,917</b>	<b>5.9%</b>
<b>Total</b>		82,358,744		77,837,917	

Source: Denver International Airport

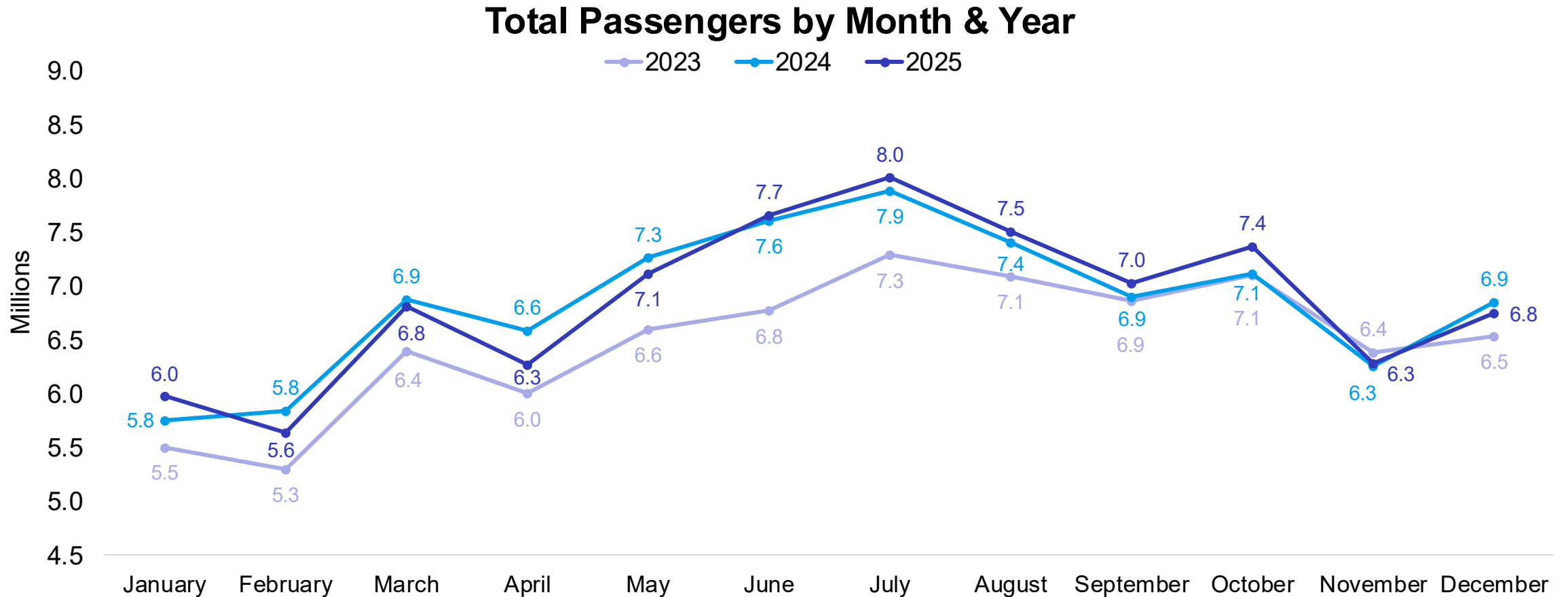
# Denver International Airport (DEN): Passenger Volume Pacing

## Total Passengers Pacing YTD (Jan – Dec)



Source: Denver International Airport

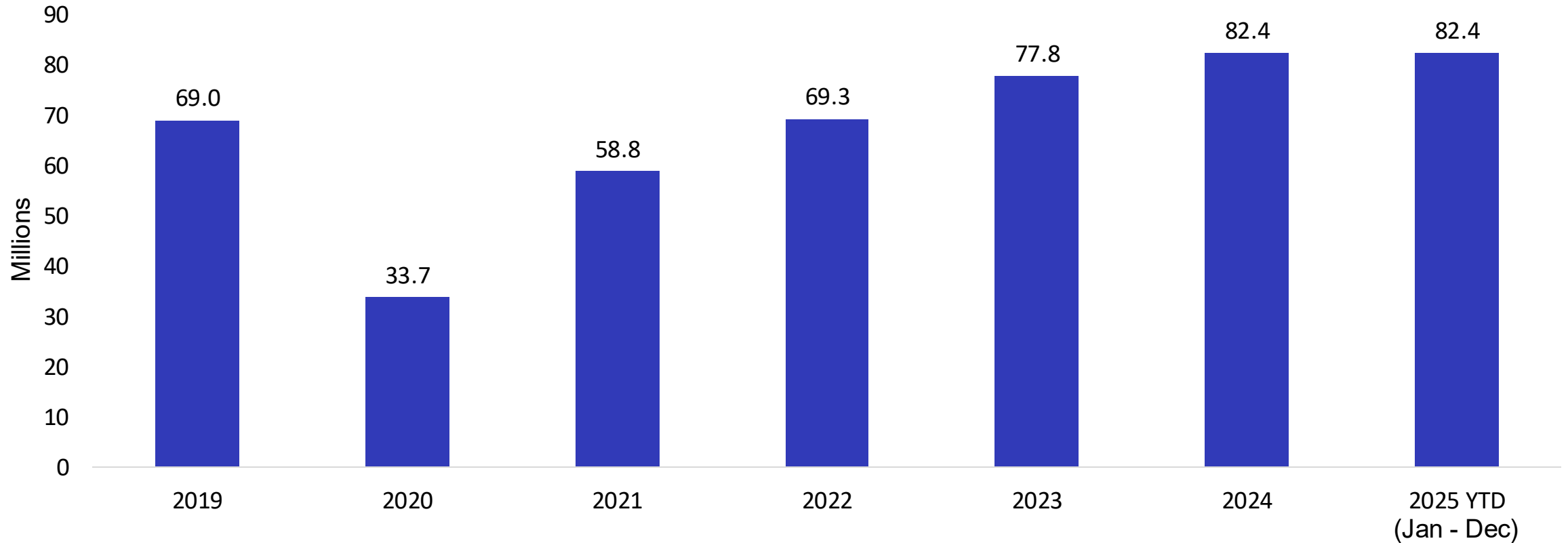
# Denver International Airport (DEN): Passengers by Month & Year



Source: Denver International Airport

# Denver International Airport (DEN): Passengers by Year

## Total Passengers by Year (2019 – 2025 YTD)



Source: Denver International Airport

A night-time photograph of a snowy mountain town, likely Snowmass, Colorado. The town is illuminated by warm yellow lights, and a large, vibrant firework with red, yellow, and blue streaks is exploding in the dark sky above the town. The surrounding mountains are covered in snow and evergreen trees.

# DestiMetrics Lodging Data

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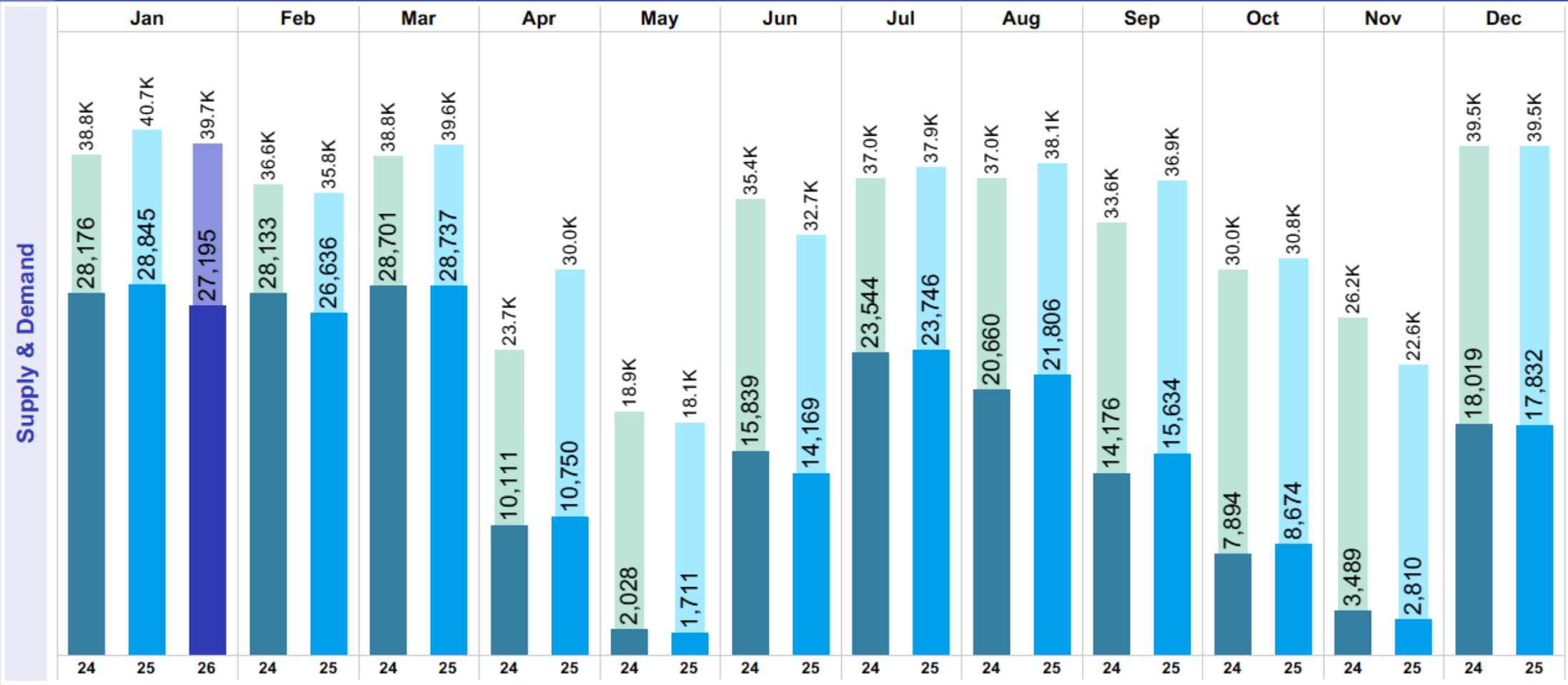
# Snowmass Village Monthly Lodging Performance

## January 2026

Source: DestiMetrics



Jan '26	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	68.5%	\$806.31	\$552.08	39,718	27,195	\$21,927,587
	-3.2%	3.1%	-0.3%	-2.5%	-5.7%	-2.8%

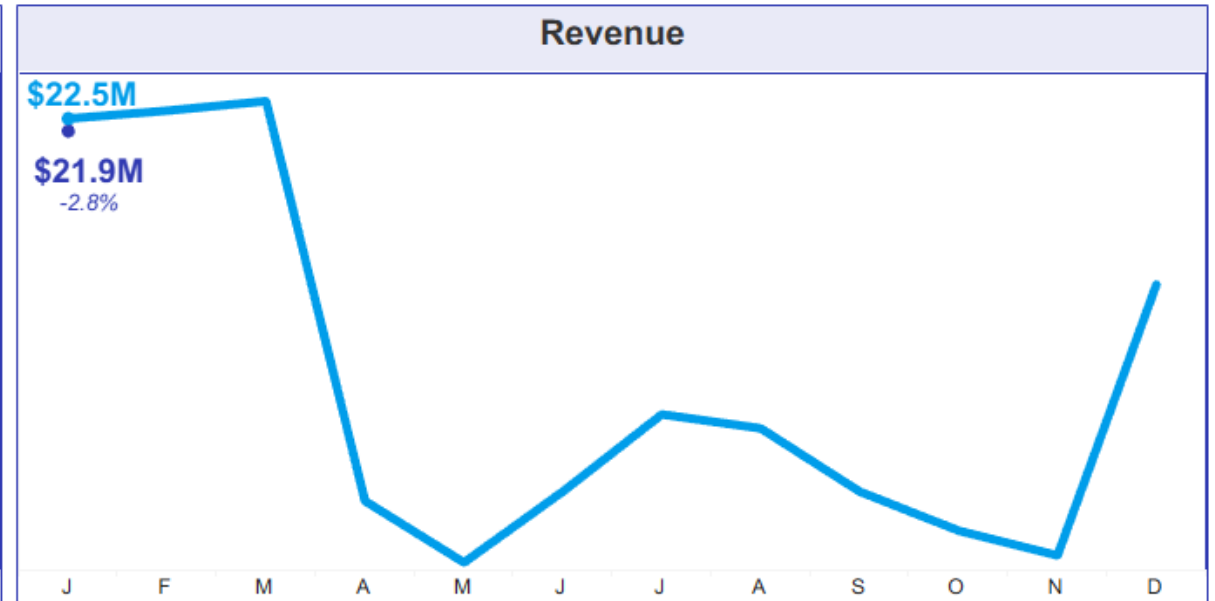
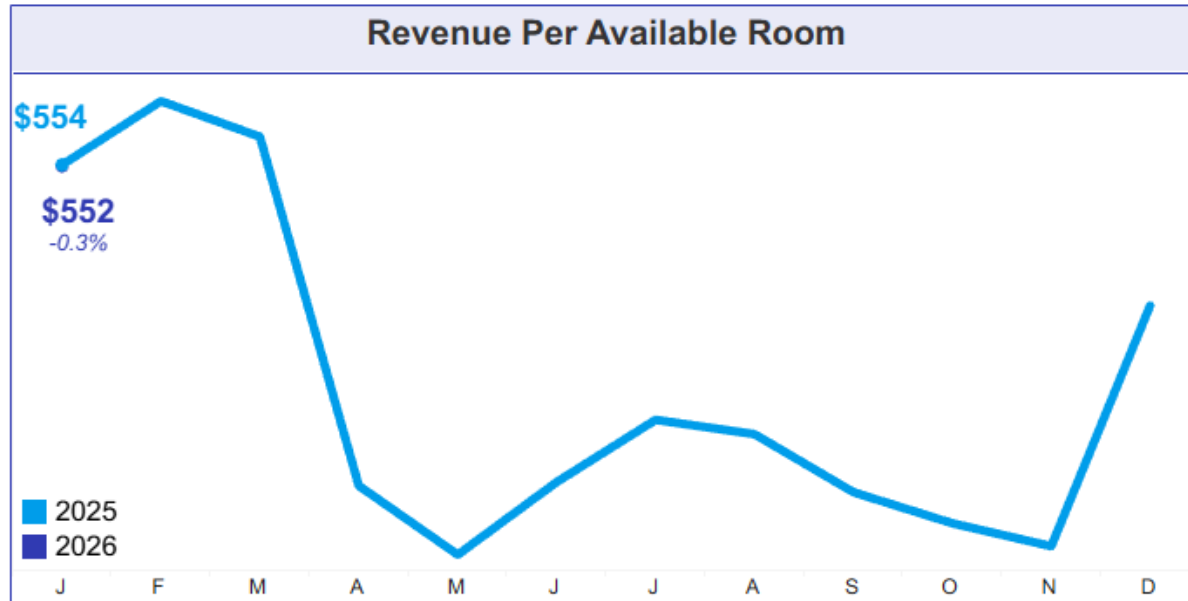
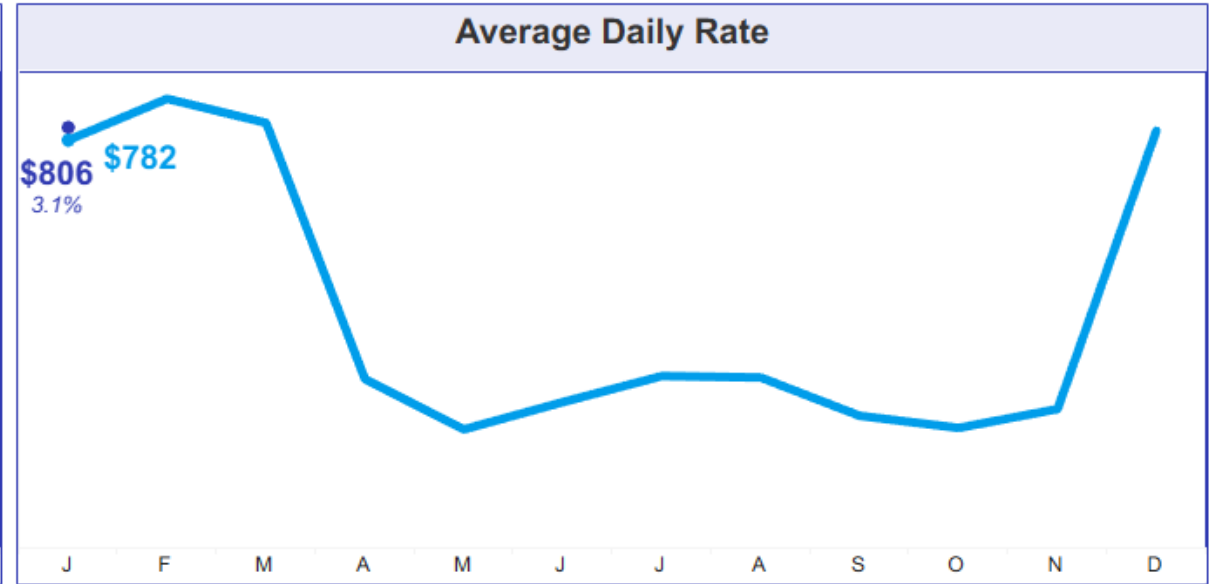
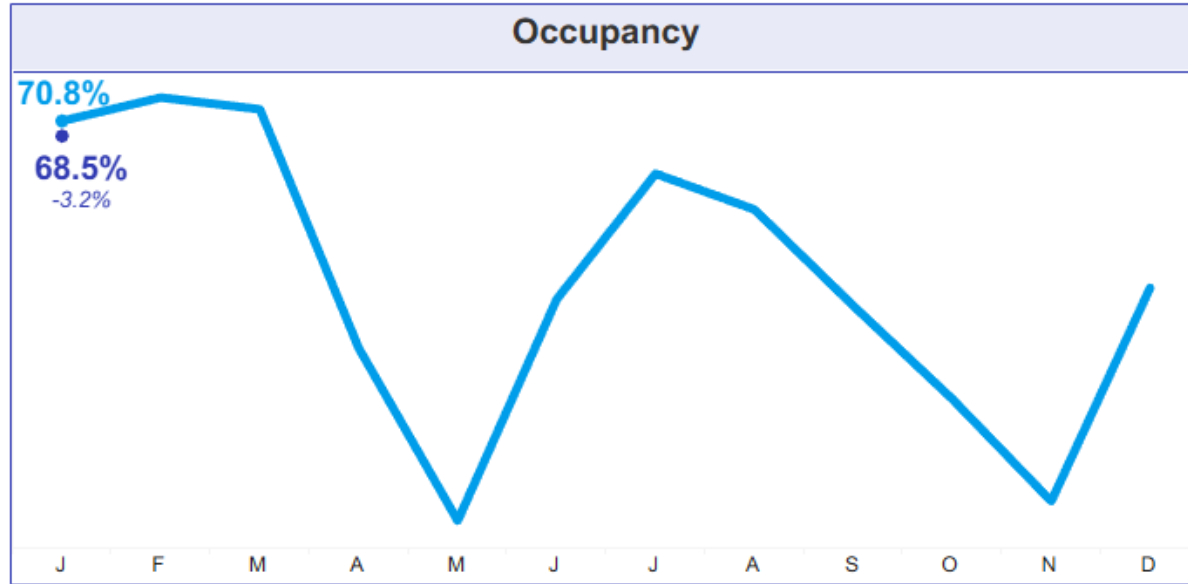


- 24, Demand
- 24, Supply
- 25, Demand
- 25, Supply
- 26, Demand
- 26, Supply

# Snowmass Village Monthly Lodging Performance

## January 2026

Source: DestiMetrics



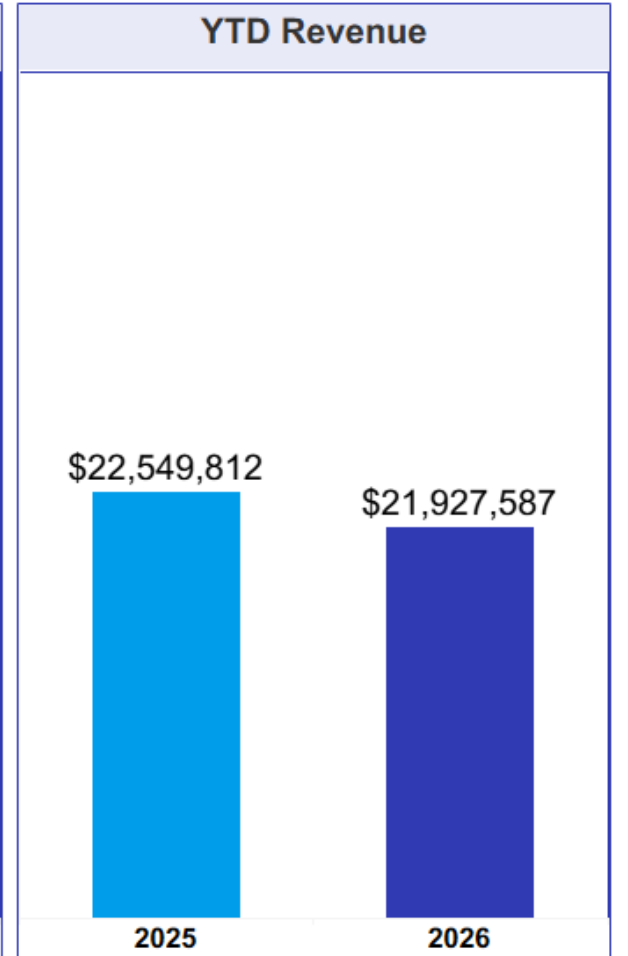
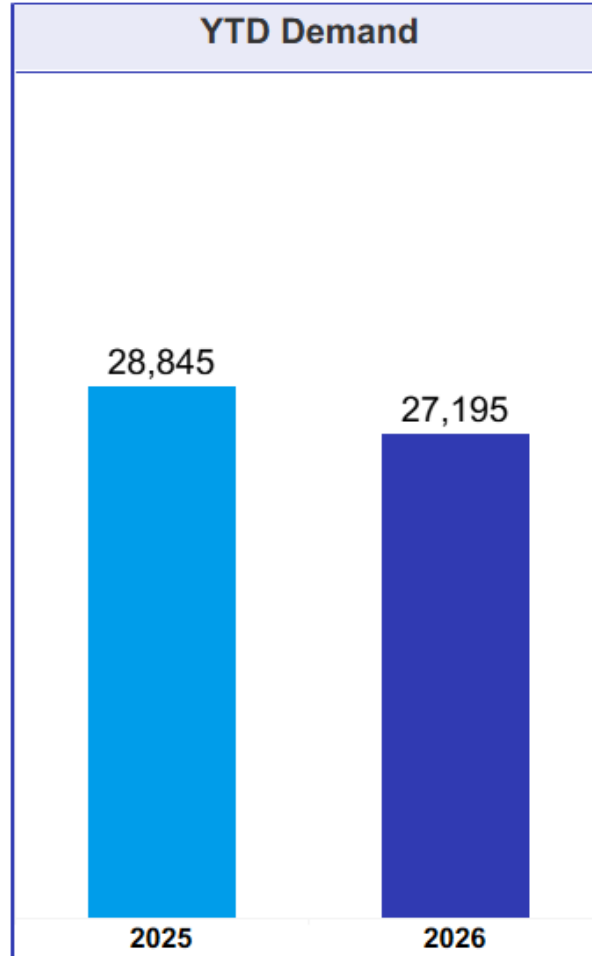
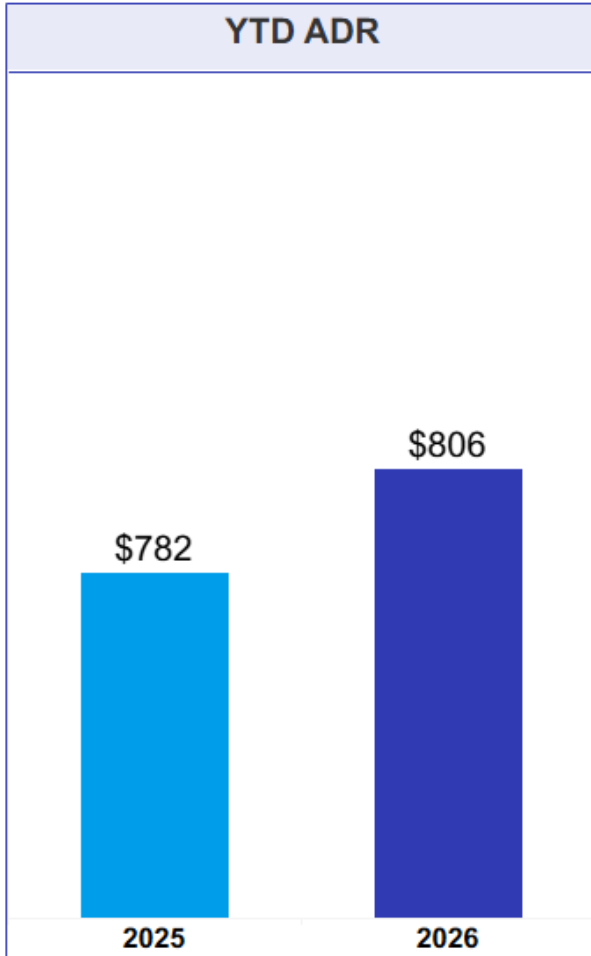
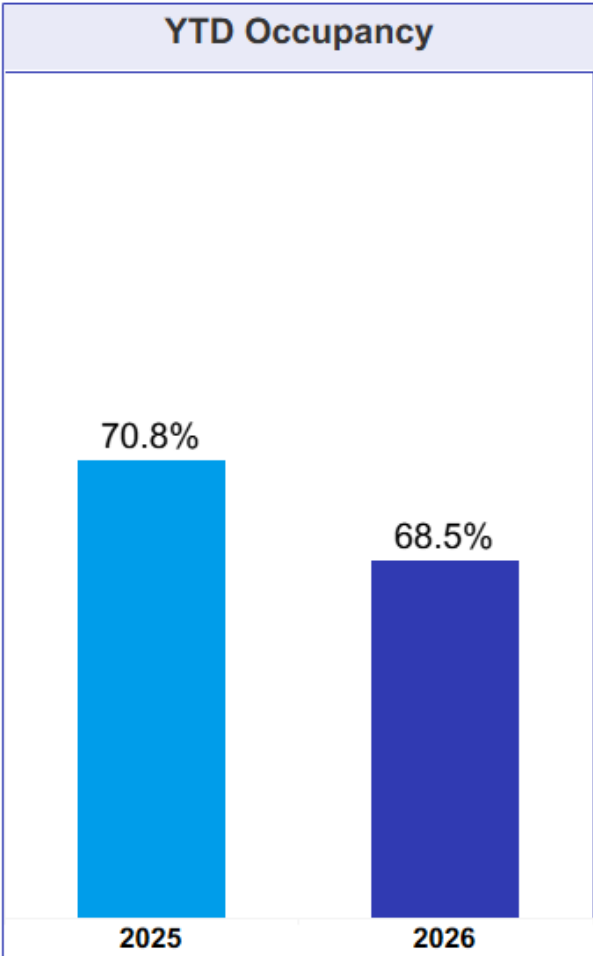
# Snowmass Village Monthly Lodging Performance

## Year To Date Through January 2026

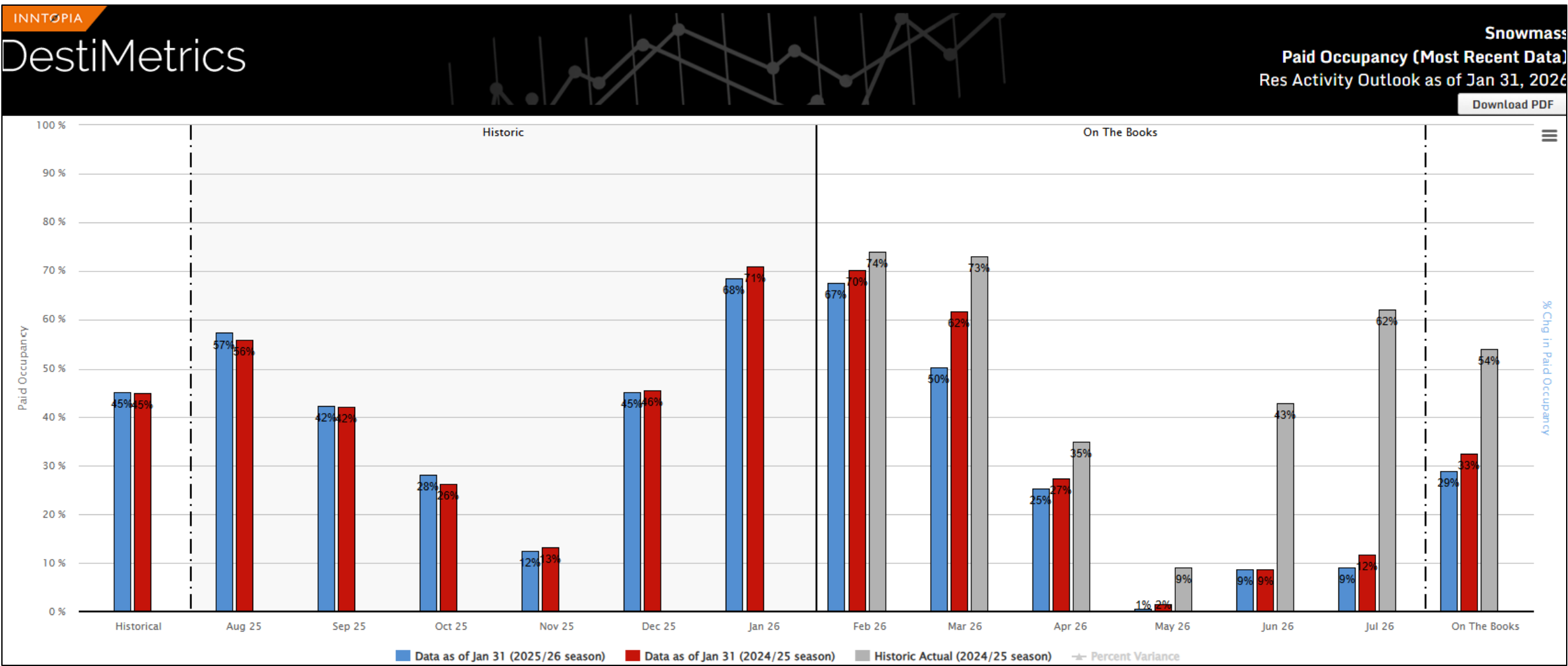
Source: DestiMetrics



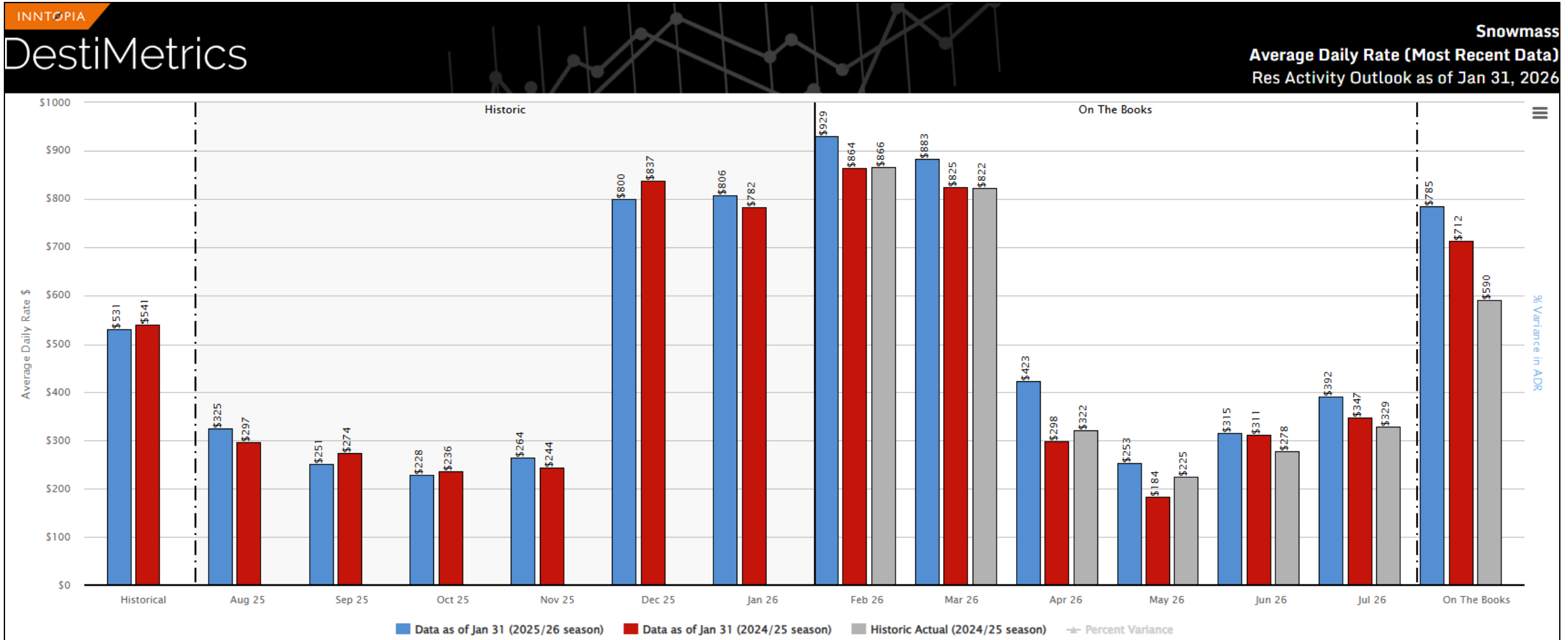
YTD '26	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	68.5%	\$806.31	\$552.08	39,718	27,195	\$21,927,587
	-3.3%	3.1%	-0.3%	-2.5%	-5.7%	-2.8%



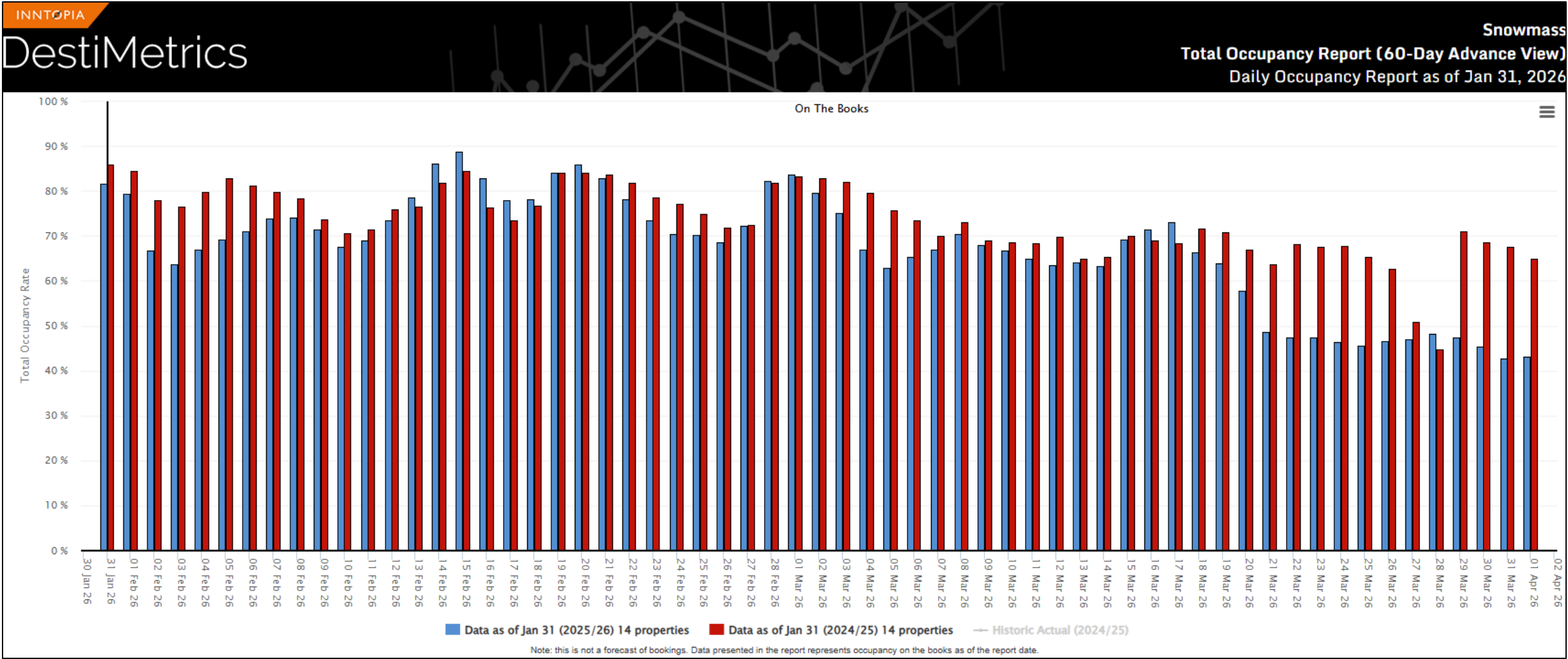
# DestiMetrics – Occupancy (Historical & On The Books vs. 2024/25 Season)



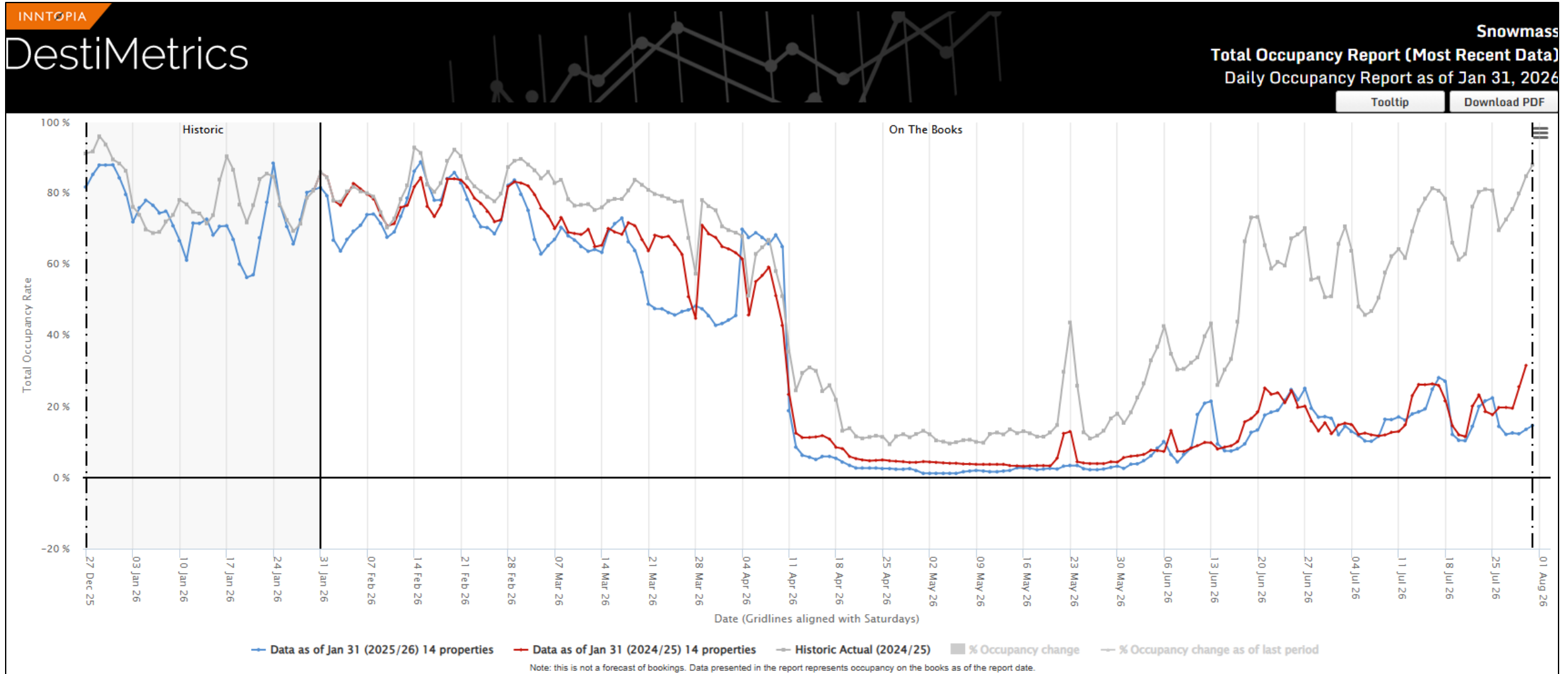
# DestiMetrics – Average Daily Rate (Historical & On The Books vs. 2024/25 Season)



# DestiMetrics – Occupancy On The Books by Day



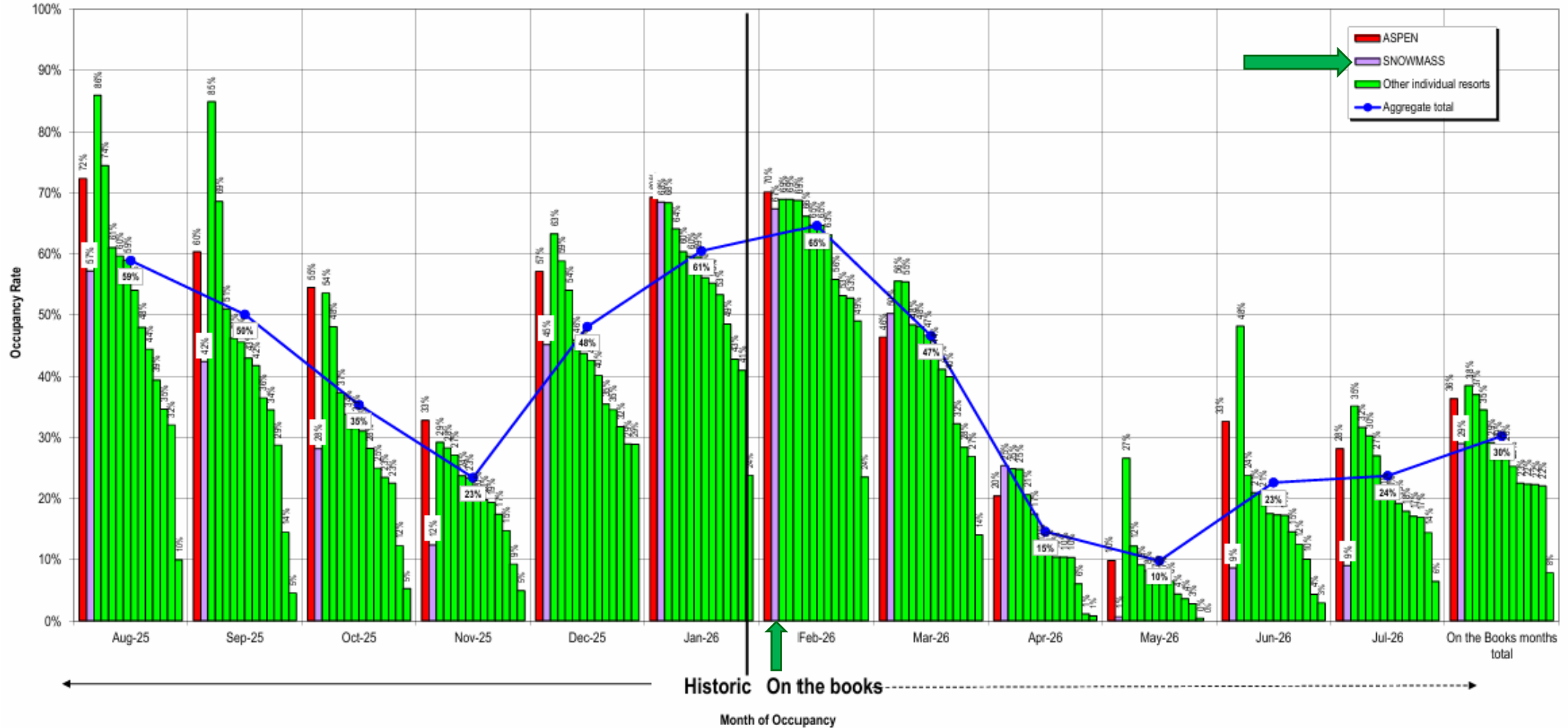
# DestiMetrics – Occupancy On The Books by Week



# DestiMetrics – Competitive Set Occupancy

ASPEN & SNOWMASS LODGING OCCUPANCY FORECAST  
 DESTINATION COMPARATIVE REPORT  
 Bookings as of January 31, 2026

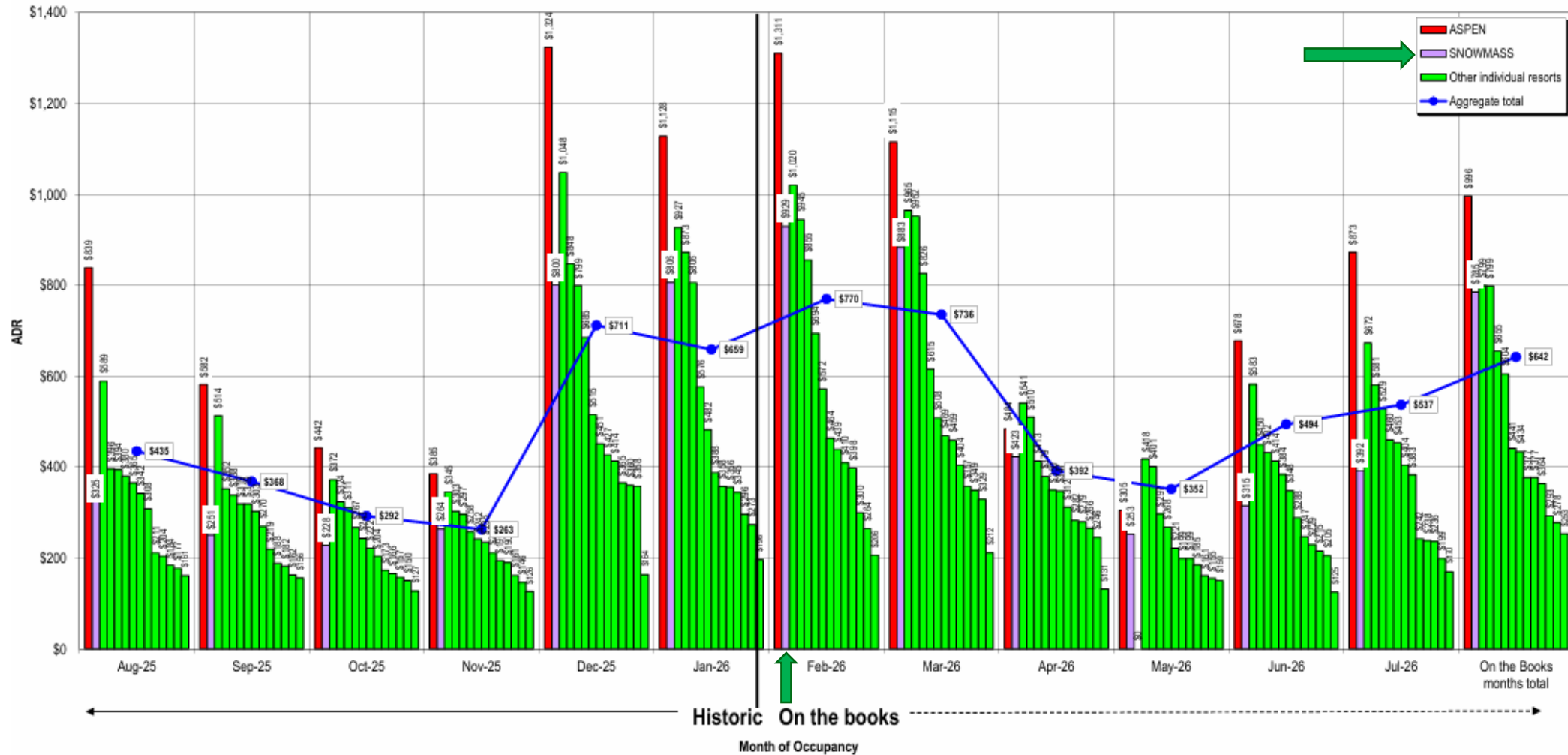
Occupancy Rate: Aspen & Snowmass vs. Other Mountain Resorts



# DestiMetrics – Competitive Set ADR

ASPEN & SNOWMASS LODGING OCCUPANCY FORECAST  
 DESTINATION COMPARATIVE REPORT  
 Bookings as of January 31, 2026

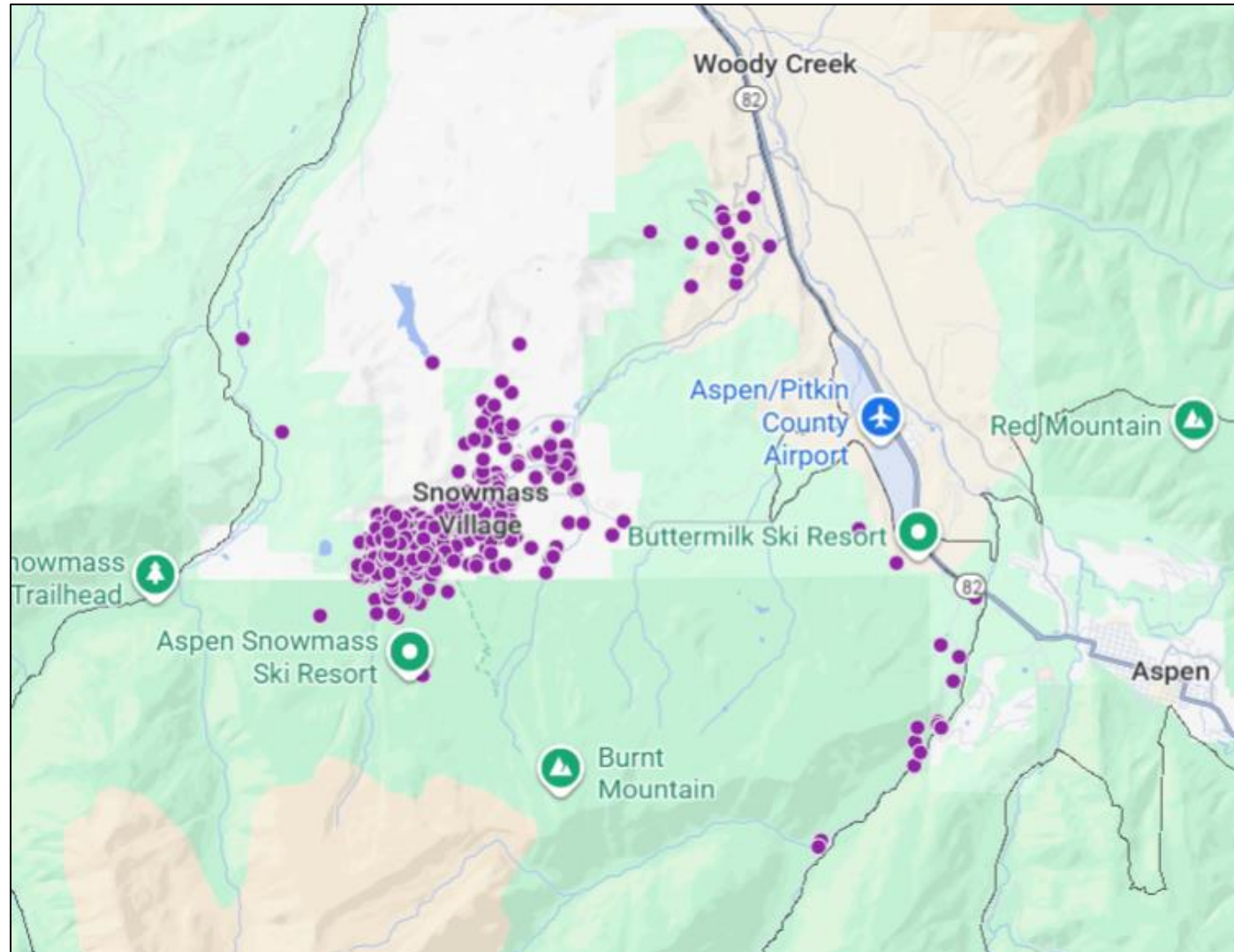
ADR: Aspen & Snowmass vs. Other Mountain Resorts



An aerial photograph of a snowy mountain resort at dusk. A ski lift with several chairs is visible on the left, ascending a snow-covered slope. In the center and right, there are several multi-story buildings with warm interior lights glowing through the windows. The word "viewline" is visible on one of the buildings. The background shows snow-capped mountains under a twilight sky with soft colors of orange and purple.

# Airbnb & Vrbo Short Term Rental Data

# Snowmass Village's AirDNA Geographical Boundary



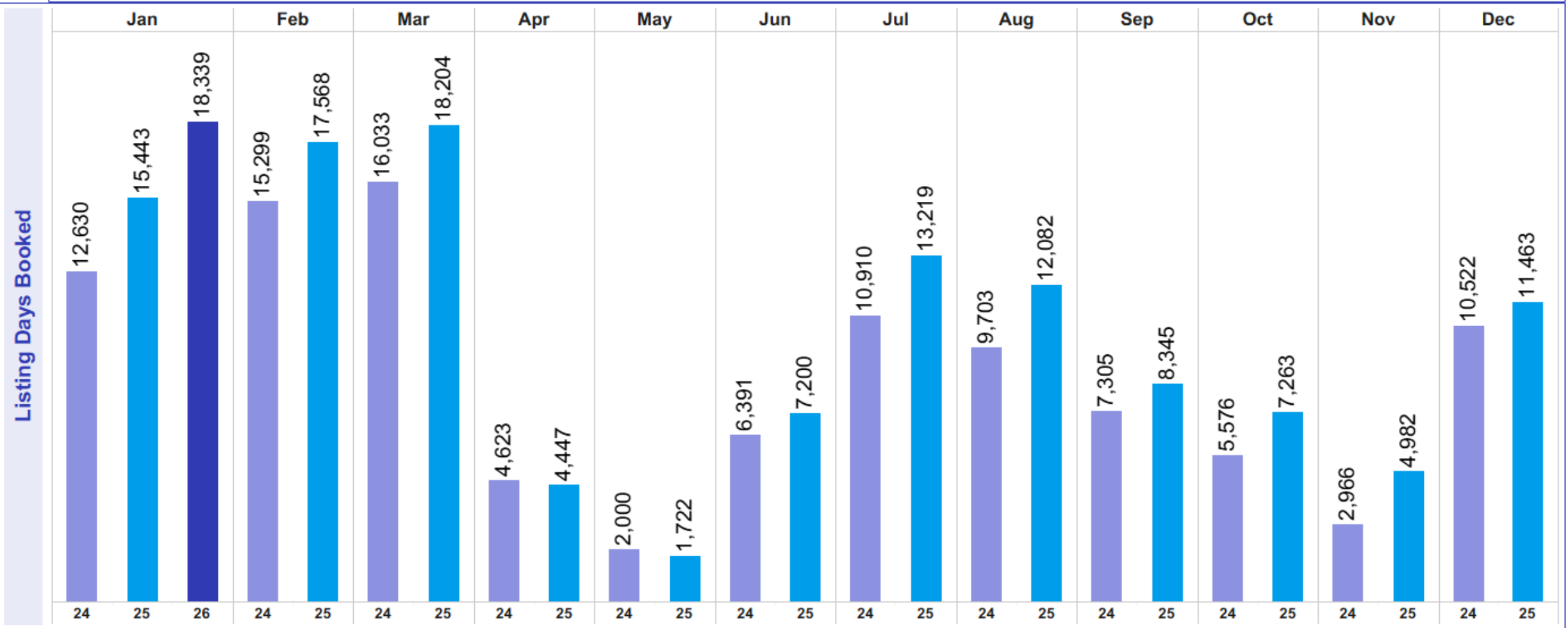
# Snowmass Village Monthly Short-Term Rental Performance

## January 2026

Source: AirDNA, 'Entire Place' Listings Only



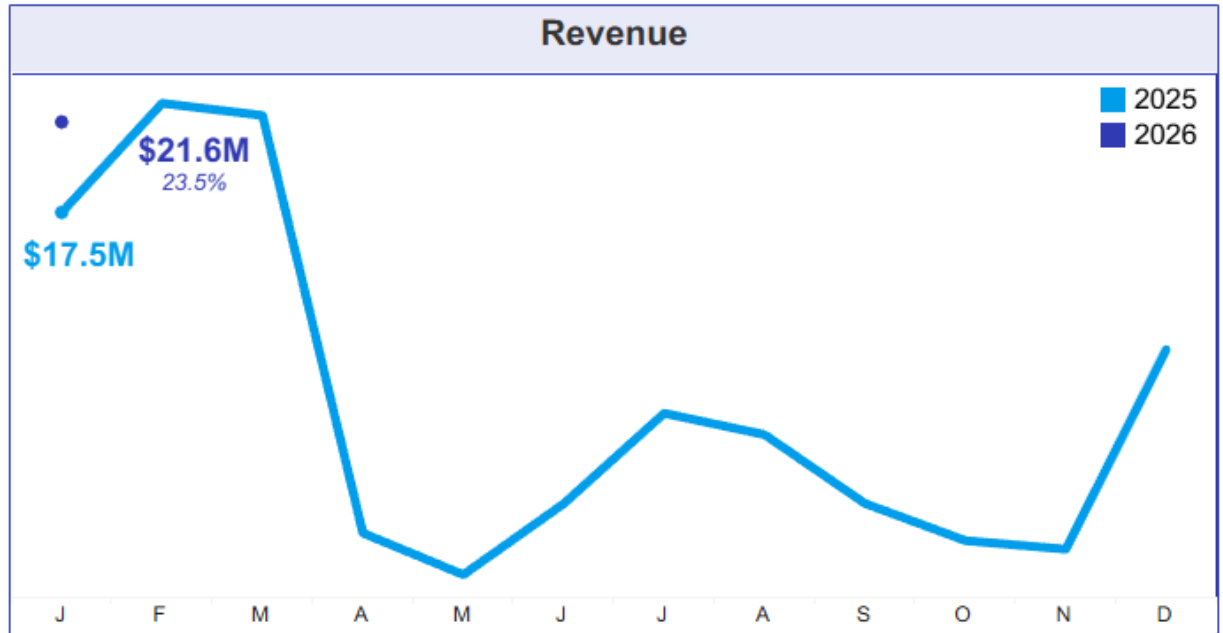
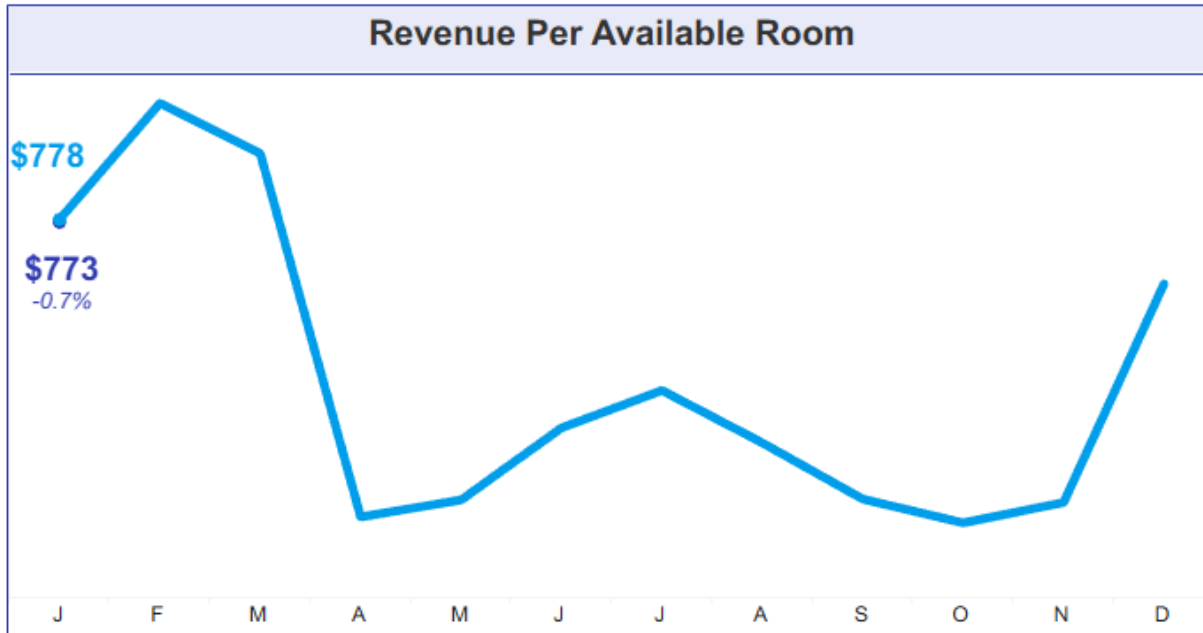
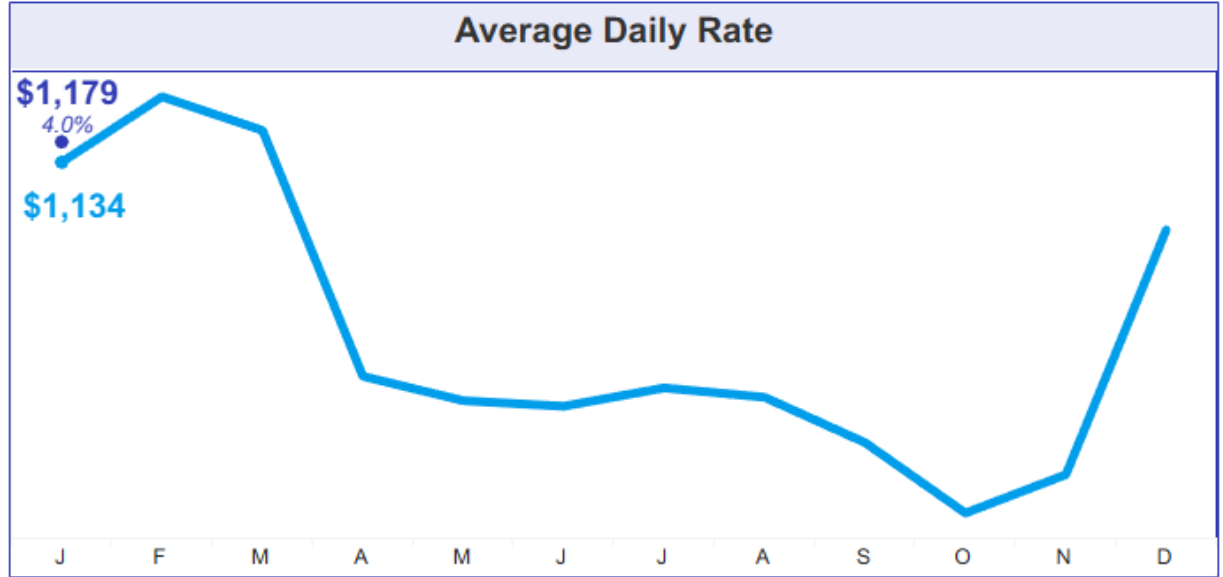
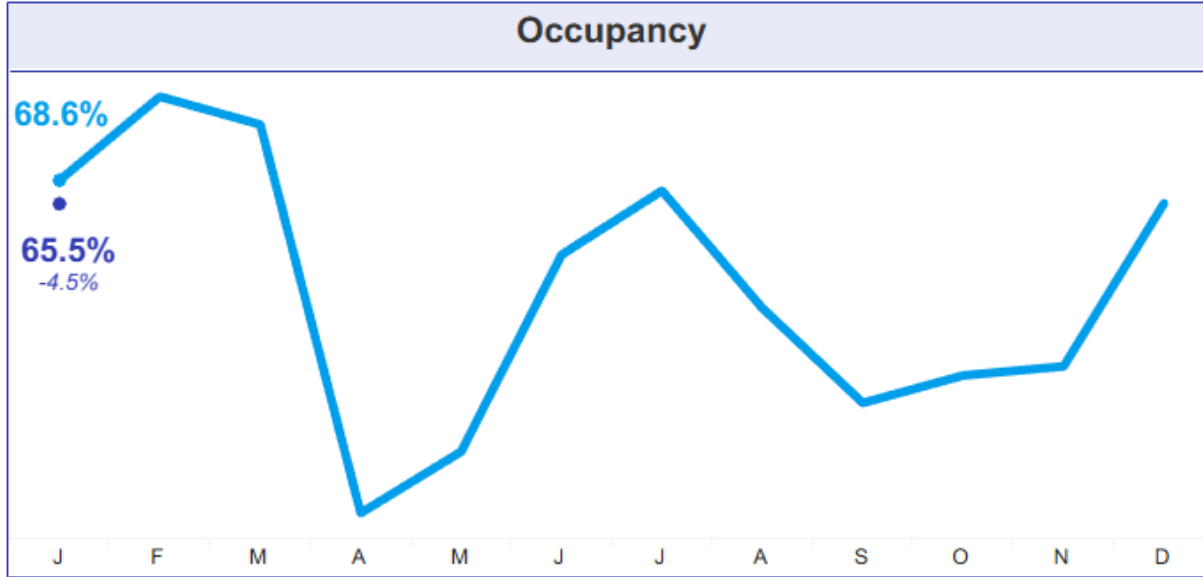
Jan '26	Occupancy	ADR	RevPAR	Active Listings	Listing Days Booked	Revenue
	65.5%	\$1,179.28	\$772.61	1,065	18,339	\$21,626,816
	-4.5%	4.0%	-0.7%	9.3%	18.8%	23.5%



# Snowmass Village Monthly Short-Term Rental Performance

## January 2026

Source: AirDNA, 'Entire Place' Listings Only





# Group Sales

# Snowmass Village Monthly Sales Activity Report

## Events Booked in January 2026

Source: IDSS



Jan '26	Booked Events	Total Attendance	Contracted Rooms	Pickup Rooms
	23	330	1,345	700
	-8	-5	1,308	-2,007

YTD '26	Booked Events	Total Attendance	Contracted Rooms	Pickup Rooms
	23	330	1,345	700
	-8	-5	1,308	-2,007

### Booked 'Definite' Events

Event ID	Definite Date	Event Status	Event Name	New or Repeat	Arrival Date	End Date	Total Attendance	Contract Rms
85310	January 21, 2026	Definite	2026 Sodexo Summer Housing	Repeat	June 14, 2026	August 26, 2026	10	667
86099	January 27, 2026	Definite	ASDA Conference 2027	Null	March 6, 2027	March 10, 2027	100	270
86127	January 28, 2026	Definite	Annual Winter Meeting 2027	Repeat	January 24, 2027	January 27, 2027	50	200
86414	January 30, 2026	Definite	Corporate Retreat Summer 2026	New	July 6, 2026	July 9, 2026	140	174
86918	January 23, 2026	Definite	Snowmass Tourism Marketing Agency Meeting 2026	Repeat	January 20, 2026	January 24, 2026	30	34
<b>Grand Total</b>								1,345

### Booked 'Definite Non Contract' Events

Event ID	Definite Date	Event Status	Event Name	New or Repeat	Arrival Date	End Date	Total Attendance	Pickup Rms
86721	January 7, 2026	Definite Non Contract	Fall Line Ski Club January 2026	Repeat	January 17, 2026	January 24, 2026	0	28
86722	January 7, 2026	Definite Non Contract	Heartland Skiers (Leisure Time Tours) January 2026	New	January 20, 2026	January 27, 2026	0	0
86723	January 7, 2026	Definite Non Contract	Potomac Valley Ski Club Jan 2026	Repeat	January 14, 2026	January 21, 2026	0	0
86724	January 7, 2026	Definite Non Contract	Sarasota Ski Club Jan 2026	Repeat	January 10, 2026	January 17, 2026	0	161
86725	January 7, 2026	Definite Non Contract	Santa Barbara Ski Club January 2026	Repeat	January 17, 2026	January 24, 2026	0	98
86726	January 7, 2026	Definite Non Contract	Up the Creek January 2026	Repeat	January 10, 2026	January 15, 2026	0	84
86727	January 7, 2026	Definite Non Contract	Austin Ski Club January 2026	Repeat	January 24, 2026	January 31, 2026	0	84
86728	January 7, 2026	Definite Non Contract	Cardinals Ski Club Jan 2026	New	January 24, 2026	January 31, 2026	0	28
86729	January 7, 2026	Definite Non Contract	Yodeler Ski Club January 2026	Repeat	January 25, 2026	February 1, 2026	0	84
86730	January 7, 2026	Definite Non Contract	Hi Rise Ski Club Jan 2026	Repeat	January 24, 2026	January 31, 2026	0	70
86731	January 7, 2026	Definite Non Contract	OC Ski Club Jan 2026	Repeat	January 24, 2026	January 31, 2026	0	63
86889	January 22, 2026	Definite Non Contract	Richmond Ski Club Jan 2026	Repeat	January 31, 2026	February 7, 2026	0	0
86890	January 22, 2026	Definite Non Contract	Up the Creek February 2026	Repeat	February 7, 2026	February 12, 2026	0	0
86891	January 22, 2026	Definite Non Contract	Birmingham Ski Club 2026	Repeat	February 7, 2026	February 14, 2026	0	0
86892	January 22, 2026	Definite Non Contract	Chattanooga Ski Club 2026	Repeat	January 31, 2026	February 7, 2026	0	0
86894	January 22, 2026	Definite Non Contract	Vagabond Ski Club Feb 2026	Repeat	February 7, 2026	February 14, 2026	0	0
86895	January 22, 2026	Definite Non Contract	Jacksonville Ski Club Feb 2026	Repeat	February 7, 2026	February 14, 2026	0	0
86896	January 22, 2026	Definite Non Contract	Women Sharing Wisdom Ski Group Feb 2026	New	February 8, 2026	February 15, 2026	0	0
<b>Grand Total</b>								700

# Snowmass Village Sales Production Pace Report

## January 2026

Source: IDSS, 'Definite' Status Only



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total	
<b>2026</b>	Booked Events	5											<b>5</b>	
	Total Attendance	330											<b>330</b>	
	Contracted Rooms	1,345											<b>1,345</b>	
	Pickup Rooms	0											<b>0</b>	
<b>2025</b>	Booked Events	1	8	9	4		4	7	1	9	3	1	6	<b>53</b>
	Total Attendance	20	465	800	421		104	215	30	467	150	100	325	<b>3,097</b>
	Contracted Rooms	37	1,283	2,539	732		400	658	54	1,381	320	170	555	<b>8,129</b>
	Pickup Rooms	30	576	686	458		28	557	0	280	0	0	0	<b>2,615</b>
<b>2024</b>	Booked Events	3	8	15	6		16	1	10	9	6	8	8	<b>90</b>
	Total Attendance	134	874	1,015	465		2,316	56	950	2,615	481	794	715	<b>10,415</b>
	Contracted Rooms	904	1,915	3,749	1,428		5,539	141	3,114	6,780	910	1,024	2,534	<b>28,038</b>
	Pickup Rooms	363	869	2,436	1,086		3,380	146	308	222	858	509	933	<b>11,110</b>
<b>2019</b>	Booked Events	2	5	2	3	2	11	2	1	18	4		31	<b>81</b>
	Total Attendance	40	642	370	1,036	650	1,040	900	80	1,758	146		878	<b>7,540</b>
	Contracted Rooms	134	1,342	750	4,384	24	1,637	3,368	182	3,893	198		2,791	<b>18,703</b>
	Pickup Rooms	0	532	0	0	0	52	3,557	0	580	0		2,174	<b>6,895</b>

<b>Change from 2025</b>		Jan
	Booked Events YOY	4
	Total Attendance YOY	310
	Contracted Rooms YOY	1,308
	Pickup Rooms YOY	-30

<b>Change from 2019</b>		
	Booked Events YOY	3
	Total Attendance YOY	290
	Contracted Rooms YOY	1,211
Pickup Rooms YOY	0	

# Snowmass Village Sales Production Pace Report

## January 2026

Source: IDSS, 'Definite Non Contract' Status Only



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
<b>2026</b>	Booked Events	18											18
	Total Attendance	0											0
	Contracted Rooms	0											0
	Pickup Rooms	700											700
<b>2025</b>	Booked Events	30	15	17	2	2	3	1		7	6	2	85
	Total Attendance	315	150	570	0	60	40	100		425	25	930	2,615
	Contracted Rooms	0	0	0	0	0	0	0		0	85	0	85
	Pickup Rooms	2,677	1,054	1,091	303	38	681		55		537	338	0
<b>2024</b>	Booked Events	17	3	7	1	1	3	4	3	1	3	3	46
	Total Attendance	730	930	300	170	50	200	700	257	900	140	50	4,427
	Contracted Rooms	0	0	0	0	0	0	0	0	0	0	0	0
	Pickup Rooms	1,249	1,075	330	14	27	183	251	55	939	30	0	4,153
<b>2019</b>	Booked Events										1		1
	Total Attendance										30		30
	Contracted Rooms										0		0
	Pickup Rooms										47		47

<b>Change from 2025</b>	Jan		
	Booked Events YOY	-12	
	Total Attendance YOY	-315	
	Contracted Rooms YOY	0	
	Pickup Rooms YOY	-1,977	

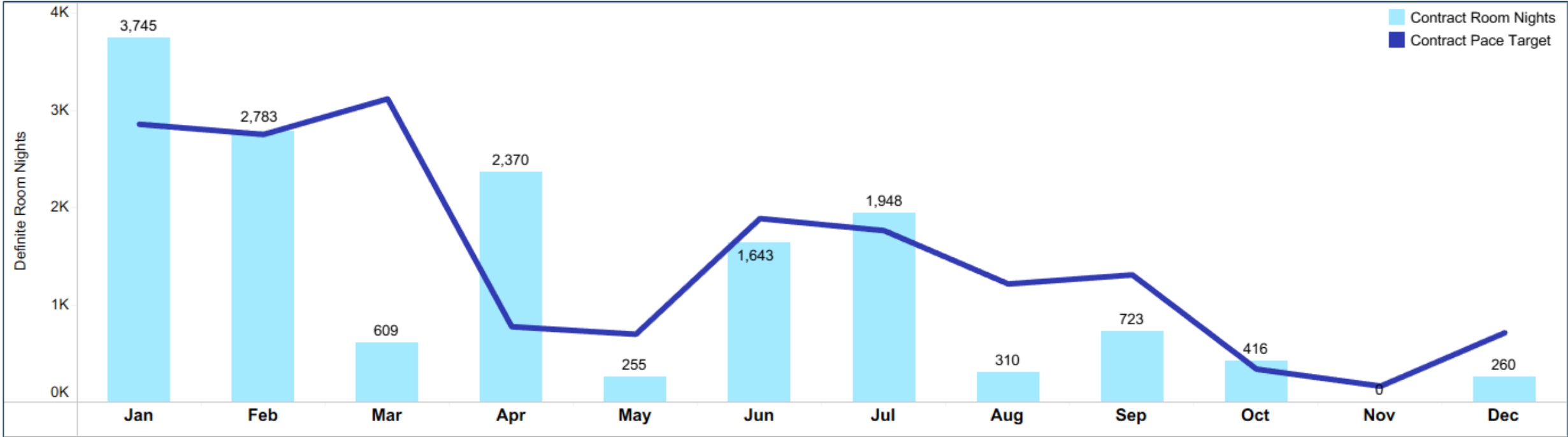
<b>Change from 2019</b>	Jan		
	Booked Events	18	
	Total Attendance	0	
	Contracted Rooms	0	
	Pickup Rooms	700	



# Snowmass Village Sales Pace Report

## Demand for 2026

Source: IDSS, Definite status only, as of January 2026



### Consumption

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
Contract Room Nights	3,745	2,783	609	2,370	255	1,643	1,948	310	723	416	0	260	15,062
Contract Pace Target	2,858	2,753	3,119	775	697	1,888	1,764	1,215	1,308	338	163	713	17,590
Contract RN Variance	887	30	-2,510	1,595	-442	-245	185	-905	-585	78	-163	-453	-2,528
Contract Pace Percentage	131.0%	101.1%	19.5%	305.9%	36.6%	87.0%	110.5%	25.5%	55.3%	123.0%	0.0%	36.5%	85.6%





# Website Metrics

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COLORADO

# Top Pages – January 2026

Rank	Page Path and Screen Class	Views	Active Users	Average Engagement Time	Events Count
1	/the-nostalgia-of-snowmass-village-memories-of-a-lifetime/	32,921	30,819	0 seconds	96,467
2	/	22,533	19,163	0 seconds	62,124
3	/winter/	22,274	19,182	0 seconds	63,093
4	/snowmass-village-ultimate-family-guide-winter-adventure-on-off-slopes/	22,116	17,628	0 seconds	61,578
5	/lodging/	3,321	2,285	11 seconds	8,029
6	/events/	2,917	1,953	5 seconds	7,375
7	/snowmass-lodging/	2,856	2,142	1 second	4,838
8	/summer/	2,765	2,695	0 seconds	8,233
9	/dining/	2,453	1,475	25 seconds	6,905
10	/things-to-do/	1,820	1,426	0.1 seconds	3,803

Source: GA4

# Top Cities – January-January 2026

Rank	City	Sessions	Event Counts
1	Los Angeles, CA	2,823	9,591
2	New York, NY	2,677	9,570
3	Chicago, IL	2,658	9,084
4	Houston, TX	1,931	6,828
5	Dallas, TX	1,439	5,829
6	Atlanta, GA	1,133	4,239
7	Charlotte, NC	1,031	3,385
8	Denver, CO	867	2,488
9	Austin, TX	834	3,073
10	Miami, FL	813	2,984

Source: GA4

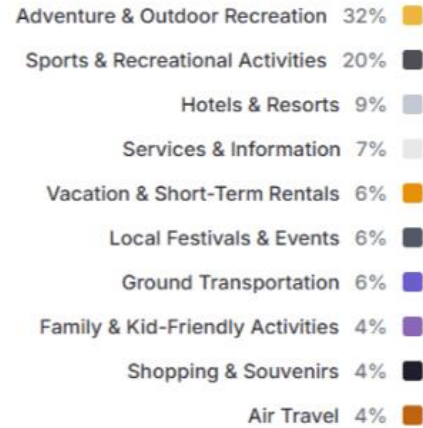
# Top Channel Acquisitions – January 2026

Rank	Session Default Channel Group	Sessions	Average Engagement Time	Active Users
1	Organic Social	72,955	0 seconds	66,174
2	Direct	15,039	0.8 seconds	13,701
3	Organic Search	11,378	8 seconds	9,023
4	Paid Search	8,946	10 seconds	7,824
5	Display	6,765	0.1 seconds	6,638
6	Unassigned	3,032	0.9 seconds	2,935
7	Audio	1,150	0 seconds	1,124
8	Referral	674	7 seconds	529
9	Cross-network	226	7 seconds	221
10	Email	128	6 seconds	52

Source: GA4

# GuideGeek Analytics – January 2026

## Top Categories



## Outgoing Link Clicks (top 10)

Clicked by users during the selected period across all platforms and countries.

Link	Clicks
<a href="https://www.gosnowmass.com/activity/snowmobiling/">https://www.gosnowmass.com/activity/snowmobiling/</a>	7
<a href="https://www.gosnowmass.com/about-us/maps-travel/parking/">https://www.gosnowmass.com/about-us/maps-travel/parking/</a>	5
<a href="https://www.aspensnowmass.com/four-mountains/snowmass/trail-maps">https://www.aspensnowmass.com/four-mountains/snowmass/trail-maps</a>	5
<a href="https://www.youtube.com/snowmass">https://www.youtube.com/snowmass</a>	4
<a href="http://blazingadventures.com/">http://blazingadventures.com/</a>	4
<a href="https://www.gosnowmass.com/lodging/">https://www.gosnowmass.com/lodging/</a>	3
<a href="https://www.gosnowmass.com/dining/">https://www.gosnowmass.com/dining/</a>	3
<a href="https://www.gosnowmass.com/contact-us/">https://www.gosnowmass.com/contact-us/</a>	3
<a href="https://www.aspensnowmass.com/visit/tickets-and-passes/sightseeing-and-tickets/summer">https://www.aspensnowmass.com/visit/tickets-and-passes/sightseeing-and-tickets/summer</a>	3
<a href="https://www.aspensnowmass.com/four-mountains/snowmass/mountain-cams">https://www.aspensnowmass.com/four-mountains/snowmass/mountain-cams</a>	3

## Most Used Sources (top 10)

Link	Sends
Snowmass Stats, Lift Hours & Important Dates   Snowmass Ski Area	38
Snowmass Village: The Ultimate Family Guide to Winter Adventure on and off the Slopes - The Scoop   GoSnowmass	28
Planning Your Snowmass Vacation - The Scoop   GoSnowmass	26
Snowmass Ski Area   Snowmass Tourism	22
Kid Friendly Snowmass   GoSnowmass	19
Your Ultimate Weekend Guide to Snowmass - The Scoop   GoSnowmass	19
Town Maps   Snowmass Tourism	18
Aspen Snowmass Lift Tickets & Resort Info   Snowmass Ski Area	17
Mountain Bike Park Passes & Tickets   Snowmass Bike Park   Aspen Snowmass	17
Skiing - Snowmass Ski Area   Snowmass Village Activities	17

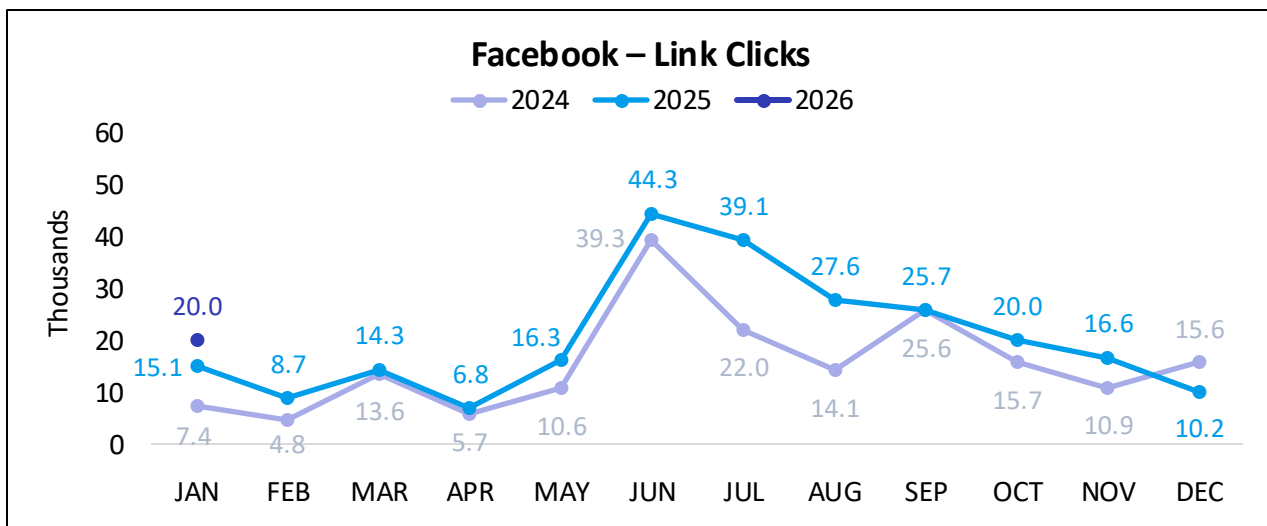
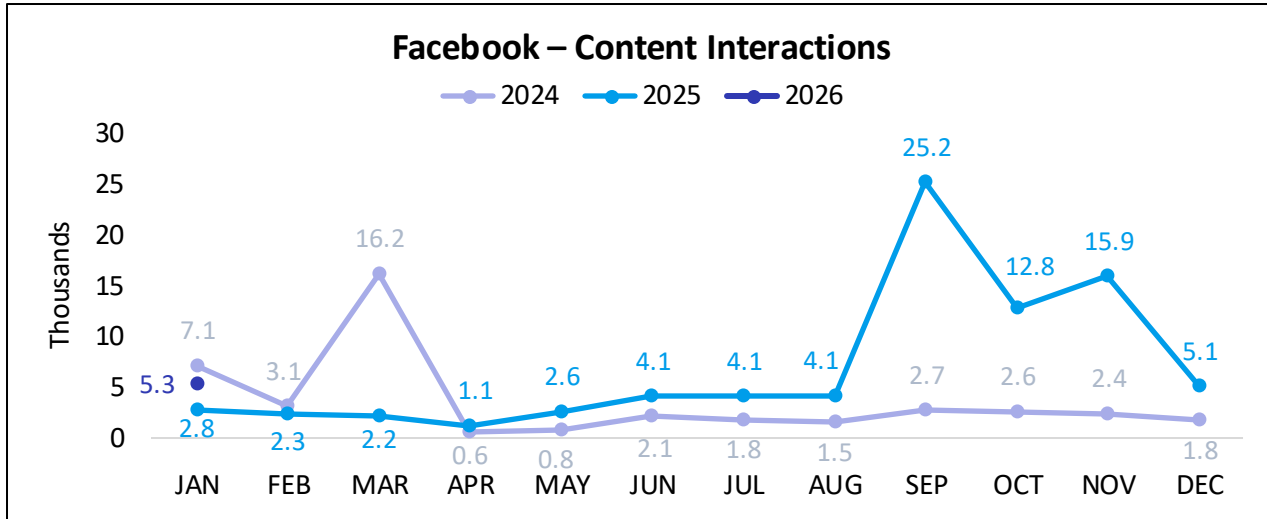
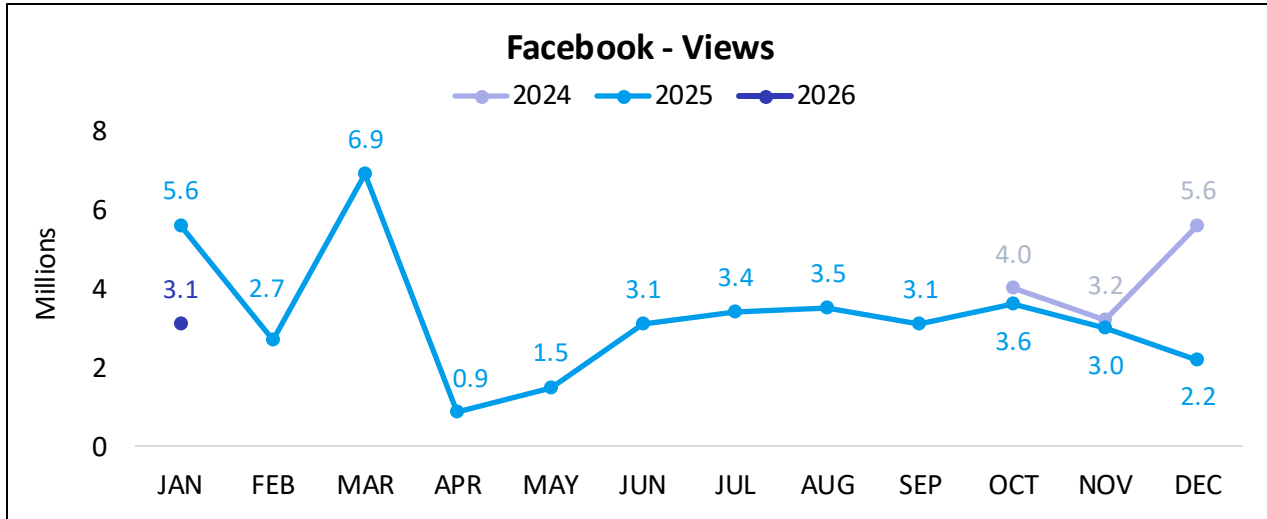


Source: GuideGeek

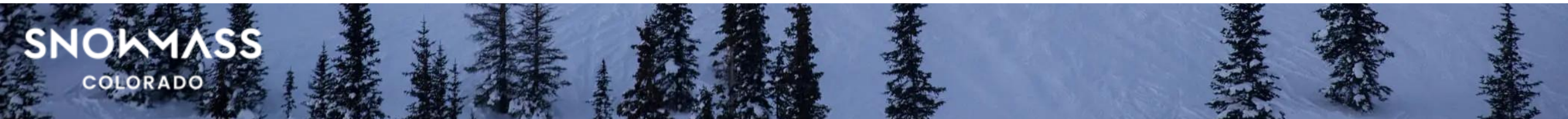


# Social Media, Guest Interactions, and Paid Marketing Campaigns

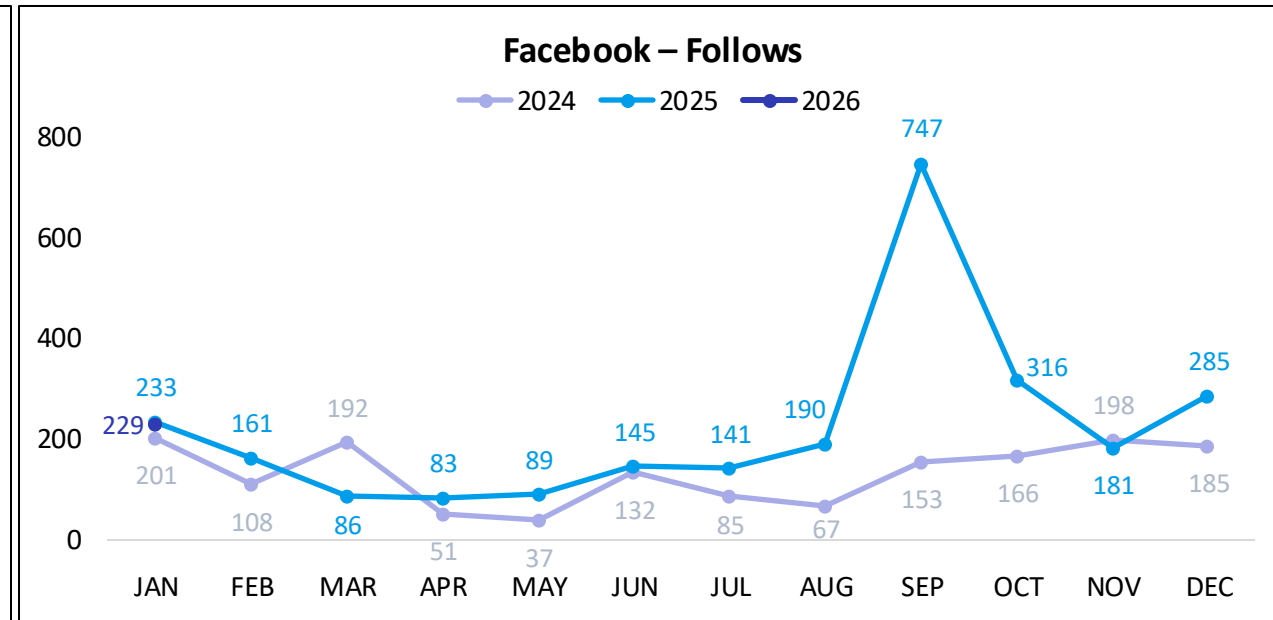
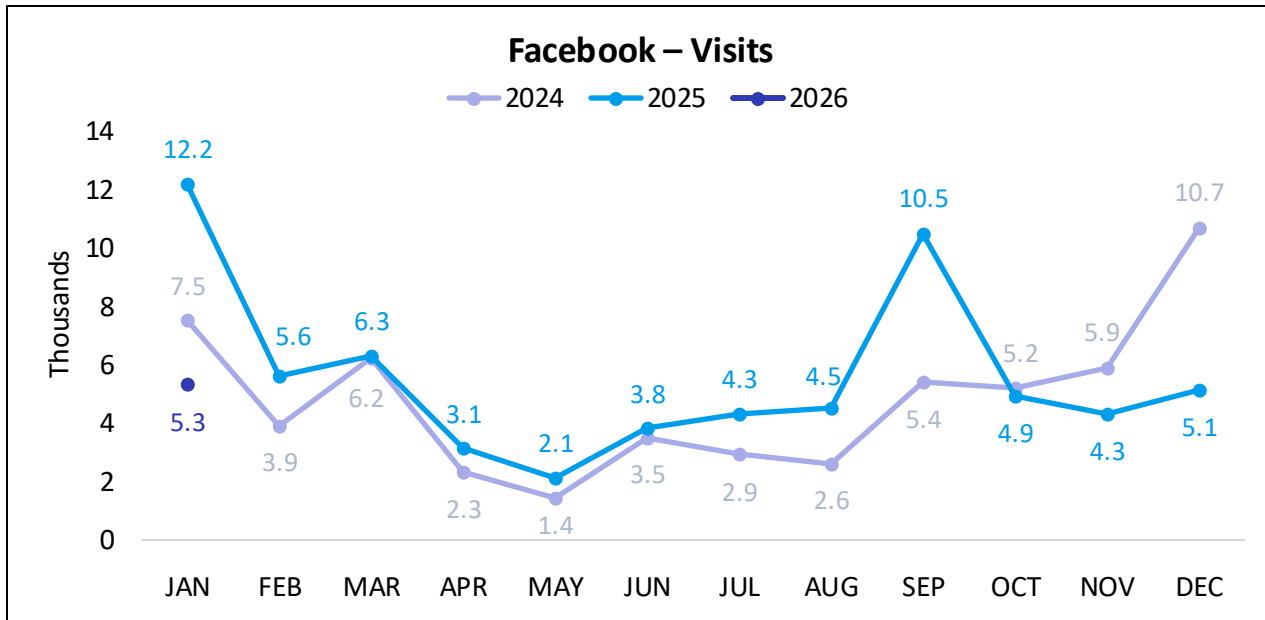
# Facebook – Views, Content Interactions & Link Clicks



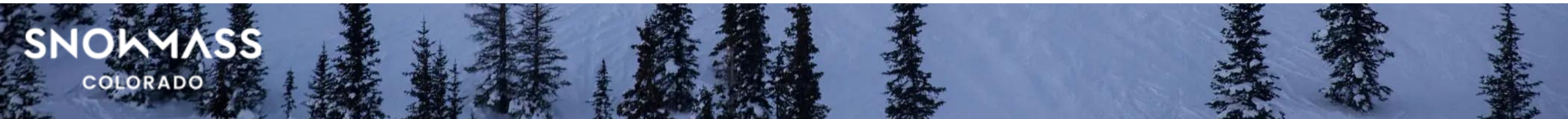
Source: Facebook



# Facebook – Visits & Follows



Source: Facebook



**SNOWMASS**  
COLORADO

# Facebook Top Social Posts – January 2026

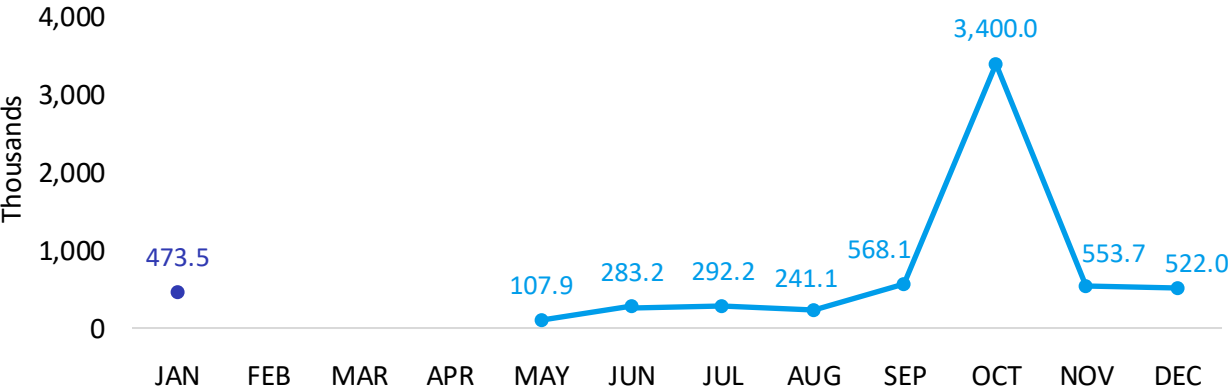
Post Date	Caption	Views	Reach	Reactions	Comments	Total Clicks
1/5/2026	A much-needed refill came today, with more in the forecast this week!	20,355	15,466	246	9	404
1/6/2026	Early birds got the worm this morning with 12" overnight at Snowmass	18,809	16,623	359	19	302
1/14/2026	Nothing beats a dawn patrol skin up Snowmass.	15,287	12,748	209	4	114
1/2/2026	We're less than two weeks away from one of our favorite annual	10,427	6,867	51	2	578
1/21/2026	Thanking our lucky stars for snow in this week's forecast	10,363	7,306	191	5	173
1/26/2026	Making the most of a perfectly snowy ski day	9,877	8,470	173	10	107
1/7/2026	Powder turns from yesterday. Tamara Susa Photography	7,417	5,718	130	4	234
1/19/2026	First light in the high alpine reminds us why winter is THE season in	6,544	4,734	130	3	153
1/9/2026	TGIF! Kicking off the weekend in the white room	4,914	3,304	89	12	140
1/16/2026	A bird's eye view of Snowmass never disappoints. Who can name	4,690	3,197	36	3	242
1/23/2026	Wondering what the weather is doing in Snowmass? Check out our	2,547	1,723	20	2	159
1/28/2026	Anyone else still thinking about how epic Aspen Gay Ski Week was?	1,901	1,825	6	1	40
1/30/206	Winter bucket list item: Snowshoe or cross country ski in the Castle	1,773	1,652	48	1	29

Source: Facebook

# Instagram - Views, Content Interactions & Link Clicks

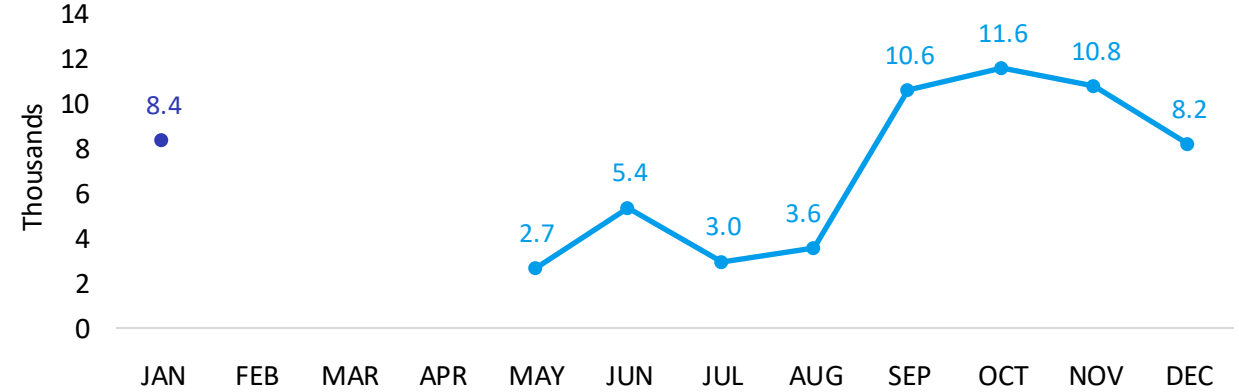
Instagram - Views

2025 2026



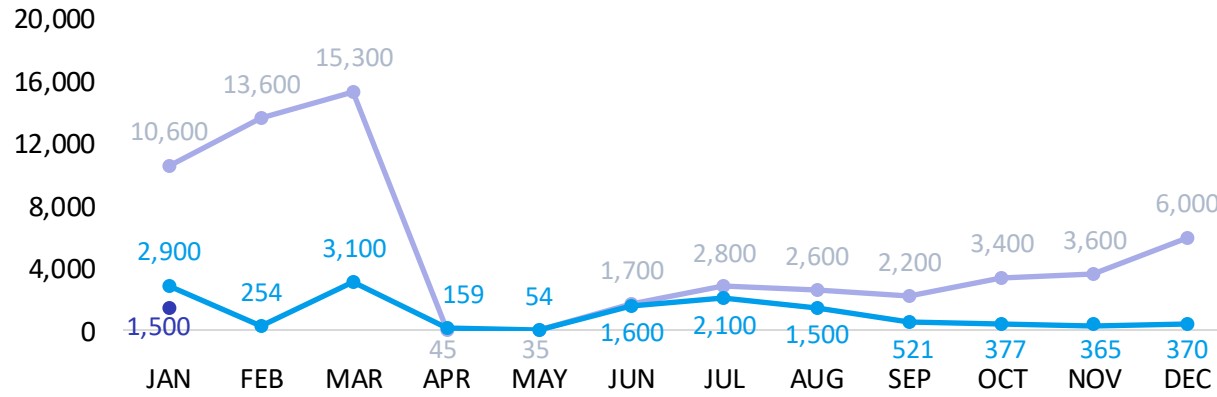
Instagram - Content Interactions

2025 2026



Instagram - Link Clicks

2024 2025 2026

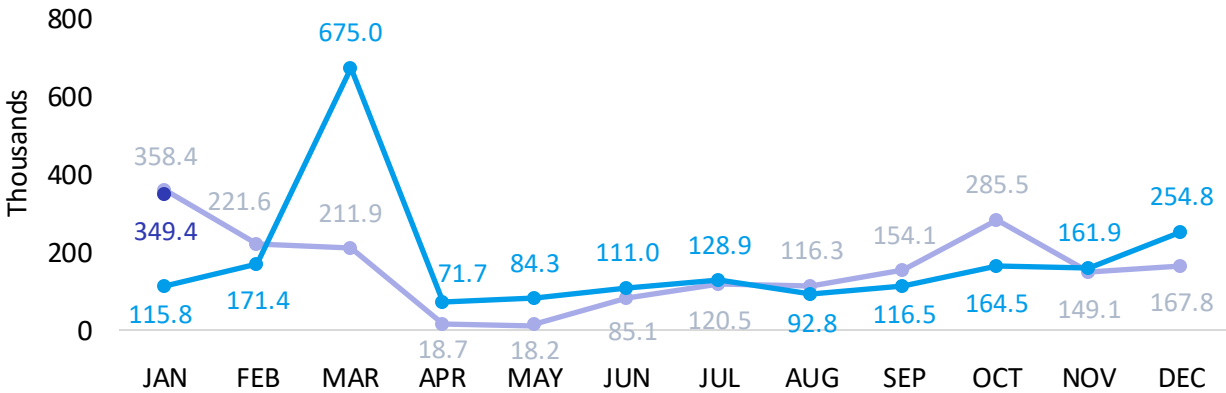


Source: Instagram

# Instagram – Reach, Visits & Follows

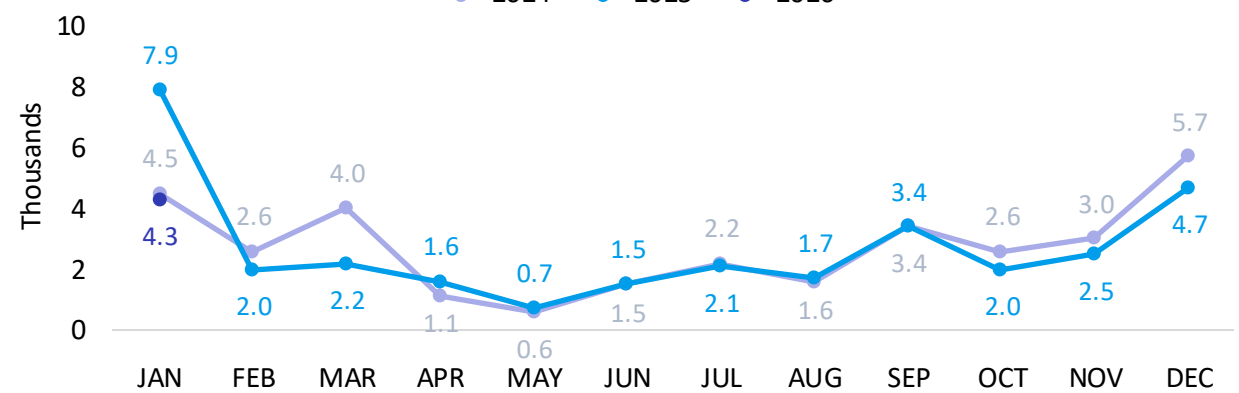
Instagram - Reach

2024 2025 2026



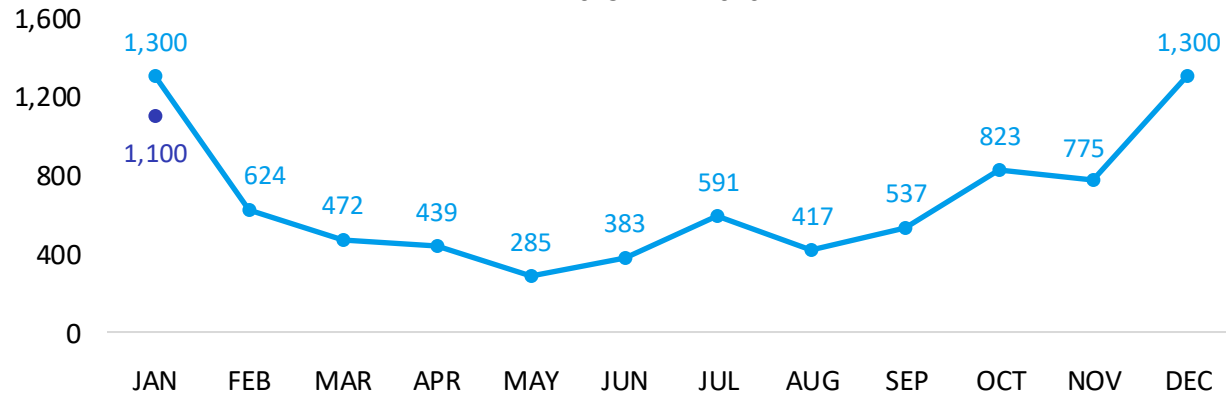
Instagram – Visits

2024 2025 2026



Instagram – Follows

2025 2026



Source: Instagram

# Instagram Top Social Posts – January 2026

Date	Description	Views	Likes	Shares	Comments	Saves	Reach	Follows
1/6/2026	Early birds got the worm this morning with 12” overnight at	45,472	1,859	379	33	23	30,660	39
	We're less than two weeks away from one of our favorite	15,474	225	73	8	8	6,526	2
1/26/2026	Making the most of a perfectly snowy ski day	11,167	474	90	16	19	7,917	3
1/21/2026	Thanking our lucky stars for snow in this week’s forecast	9,515	683	49	11	14	5,811	21
1/14/2026	Nothing beats a dawn patrol skin up Snowmass.	8,839	402	39	12	7	6,689	4
1/23/2026	Forecast for the weekend is looking goooooood! If you want to	8,639	204	13	2	4	3,221	3
1/25/2026	Winter looks good on you, Snowmass	6,910	297	21	10	0		
1/16/2026	A bird’s eye view of Snowmass never disappoints. Who can	6,431	296	17	5	7	2,988	6
1/5/2026	A much-needed refill came today, with more in the forecast	6,364	276	13	6	2	3,566	15
	Anyone else still thinking about how epic Aspen Gay Ski	5,442	150	9	0	4	3,821	0
1/9/2026	TGIF! Kicking off the weekend in the white room	5,357	164	19	3	2	2,707	2
1/19/2026	First light in the high alpine reminds us why winter is THE	4,181	204	2	2	3	2,003	4
1/7/2026	Powder turns from yesterday	4,064	170	18	3	1	1,758	2
	Winter bucket list item: Snowshoe or cross country ski in the	3,785	173	37	1	24	2,851	2

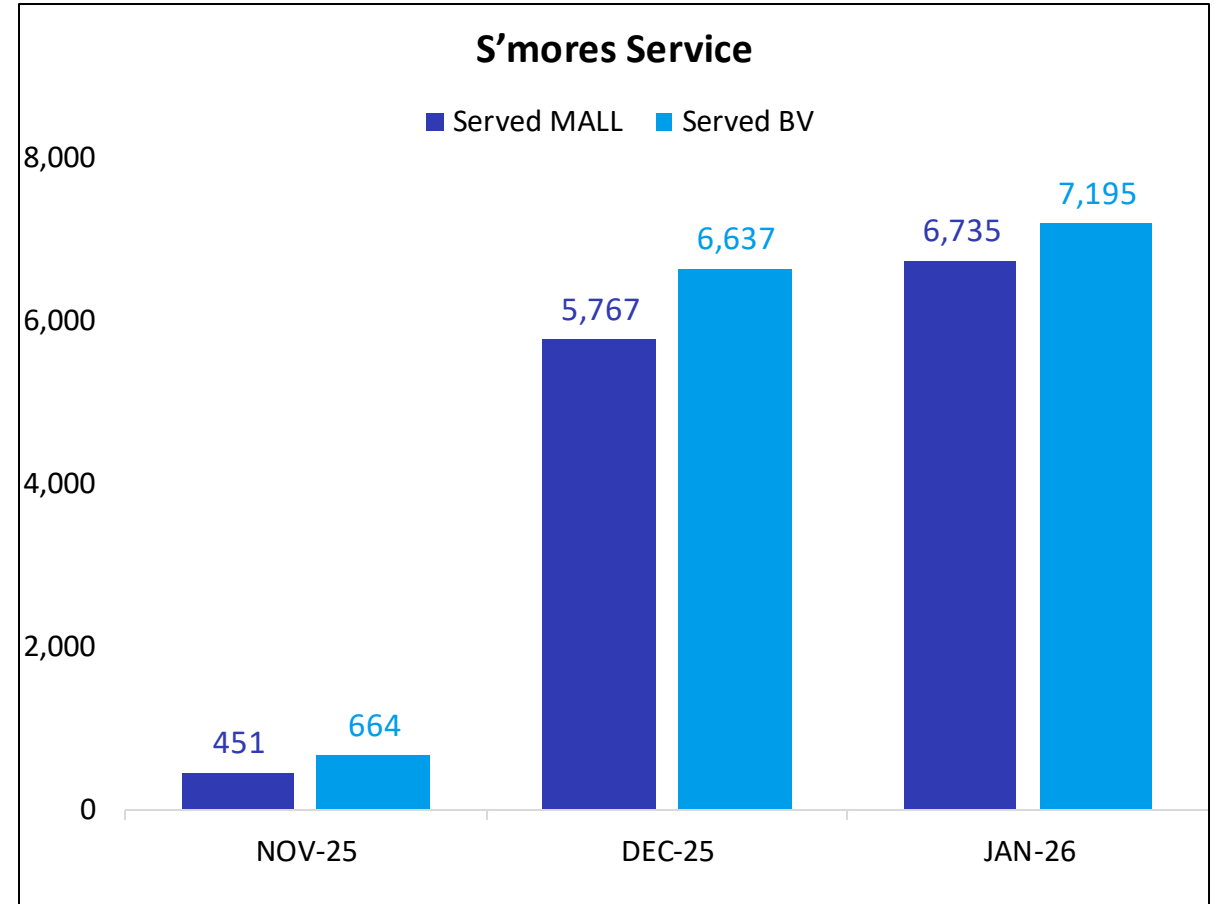
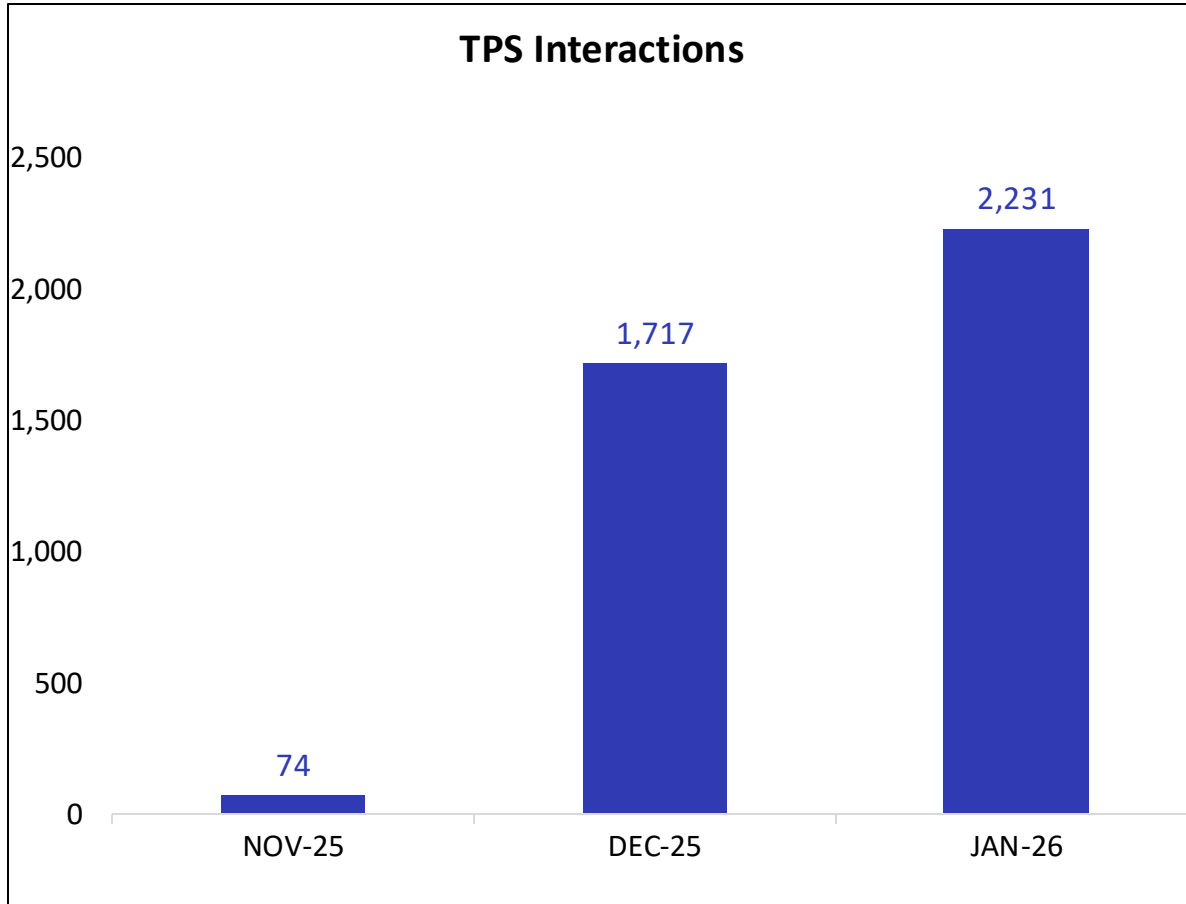
Source: Instagram

# Paid Marketing Campaigns – January 2026

Traffic Source	Impressions	Clicks	CTR	CONV: All
Facebook	3,283,538	32,384	0.99%	81
Google	72,521	9,052	12.48%	10,007
The Trade Desk	1,049,999	3,594	0.34%	306
Reddit	411,552	2,601	0.63%	2,367
Spotify Ad Studio	891,924	1,807	0.20%	-5
Kargo	151,429	1,492	0.99%	0
YouTube	1,911,396	1,085	0.06%	7
LinkedIn	28,844	482	1.67%	0
Colorado.com	235	0	0.00%	0
gumgum.com	2	0	0.00%	0
MNTN	878,309		0.00%	83

Source: Techint Labs

# Guest Service Interactions



Note: November 2025 data is only from November 27-30, 2025

Source: Snowmass Tourism

# Public Relations Metrics

**SNOWMASS**  
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# Media Highlights

## Media coverage highlights from January 2026 include:

- **ColoradoBiz** featured a story on Snowmass' adoption of AI Scout - <https://coloradobiz.com/snowmass-ai-travel-guide-scout-launch/>. **VentureBeat** did as well - <https://venturebeat.com/business/guidegeek-wants-to-build-a-custom-ai-for-every-destination>
- **In Good Taste Denver** featured the Snowmass Wine Festival in its roundup of festivals not to miss for the 2026
- **MountainLife Magazine** (Canada) features a story on Snowmass and Aspen, starting on page 38. This is also the first Canadian ad we have placed - [https://issuu.com/mountainlifemedia/docs/mountain\\_life\\_blue\\_mountains\\_-\\_winter\\_2026](https://issuu.com/mountainlifemedia/docs/mountain_life_blue_mountains_-_winter_2026)
- **Mountain Women Magazine** features a story on Snowmass - <https://mountainwomenmagazine.com/2026/01/12/a-girls-ski-trip-an-adventurous-escape-to-snowmass-colorado/>
- Everyone loves puppy content, including **ABC News**, which featured Aspen Snowmass' reel of patrol pup, Benji - <https://abcnews.go.com/WNT/video/puppy-training-avalanche-rescues-rides-slopes-ski-patrollers-129184649>
- **Snowmass Sun** featured the 2026 Summer Events Lineup - <https://www.aspentimes.com/news/snowmass-unveils-2026-summer-event-lineup/>
- <https://ingoodtastedenver.com/year-of-colorado-festivals/>

**Parade has opened the Reader's Choice voting platform for the "America's Favorite Small Towns." You can vote daily until February 28, 2026. Here is more info:**

- Go to <https://americasfavoritesmalltowns.parade.com/>
- Select "Colorado – Snowmass Village"
- Enter your email address
- Accept the terms and conditions

*Source: Snowmass Tourism Public Relations Report, January 2026*

A wide-angle photograph of a snowy mountain landscape. In the foreground, a wide, snow-covered slope is visible. Four skiers are positioned on the slope, moving from left to right. They are wearing colorful jackets: red, blue, pink, and purple. The middle ground shows a valley with several buildings, likely a ski resort, surrounded by evergreen and deciduous trees. In the background, there are large, snow-capped mountains under a clear blue sky. The overall scene is bright and clear, suggesting a sunny day.

# Consumer Sentiment

**SNOWMASS**  
COLORADO

# American Travel Sentiment Study

\*Survey fielded January 6-9, 2026; U.S. National Sample of 1,000 adults 18+

## American Travel Sentiment Wave 103 Highlights

### Key Findings:

#### 1. 2026 Begins with High Demand for Spring & Summer Travel

Spring and summer travel planning is underway - 61% of travelers have trips planned more than 3 months in advance for 2026. Additionally, half of travelers (52%) are planning on traveling about the same amount this year compared to last year, while three in ten (29%) are planning on traveling more this year, indicating a strong demand for travel in 2026.

#### 2. Financial Concerns Impacting Travel Decisions Cool Slightly

Concerns of gas prices, inflation, and personal financial situation impacting travel decisions are all down compared to November 2025, suggesting that travelers may have more financial flexibility for travel in 2026. Three in ten travelers (31%) indicated that they are planning on spending more money on travel in 2026 compared to last year, while half of travelers (52%) are planning on spending the same amount on travel. Only 17% of travelers indicated that they are planning on spending less on travel this year compared to last year. Additionally, 33% of travelers indicated that they would travel by plane for their next domestic trip. This figure is up 5-points from January 2025, further signifying that travelers are willing to spend more on travel in 2026.



Source: Longwoods International ATS Wave 103

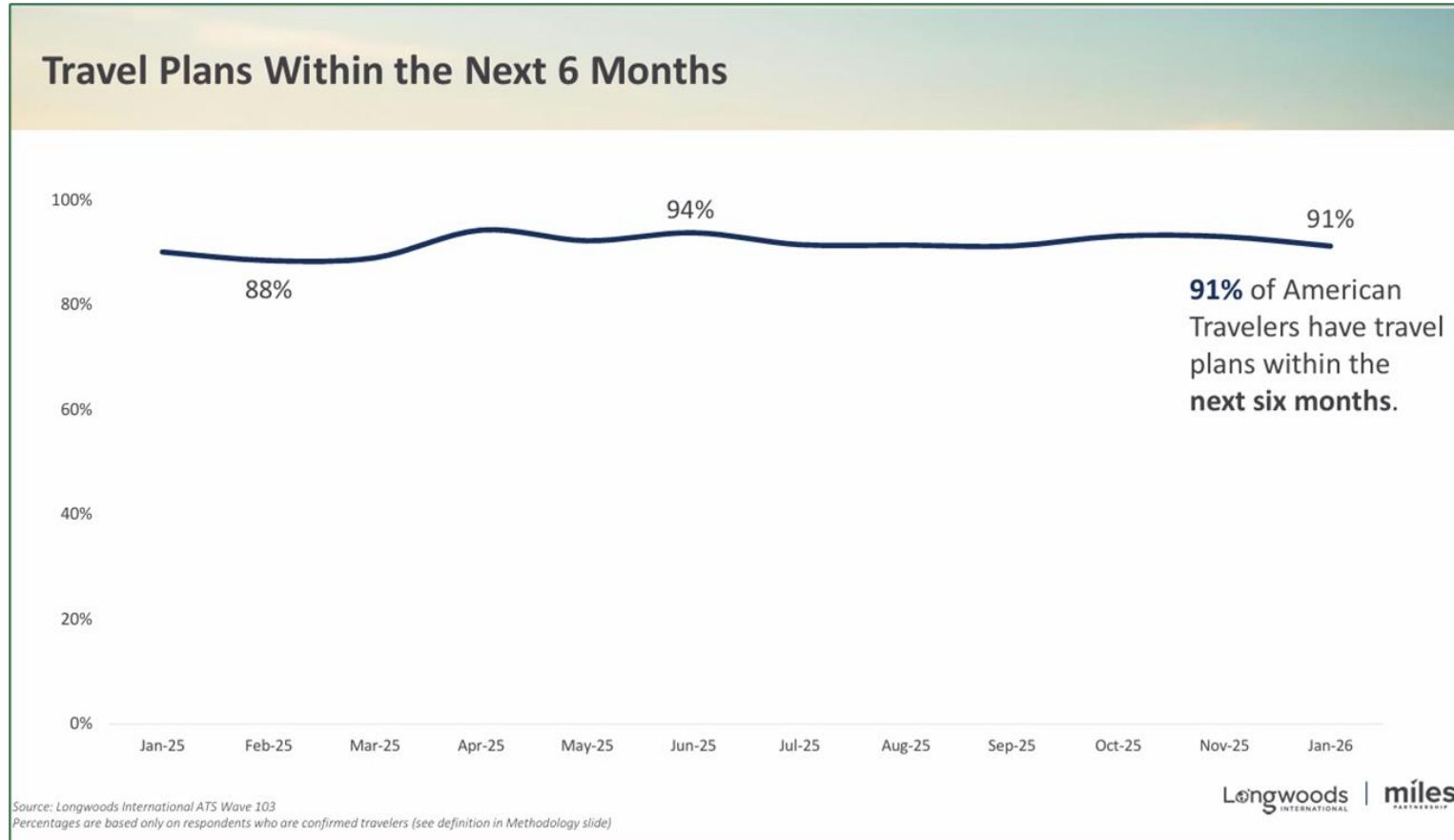
Longwoods | miles  
INTERNATIONAL PASADENA

Source: Longwoods International

SNOWMASS  
COLORADO

# American Travel Sentiment Study

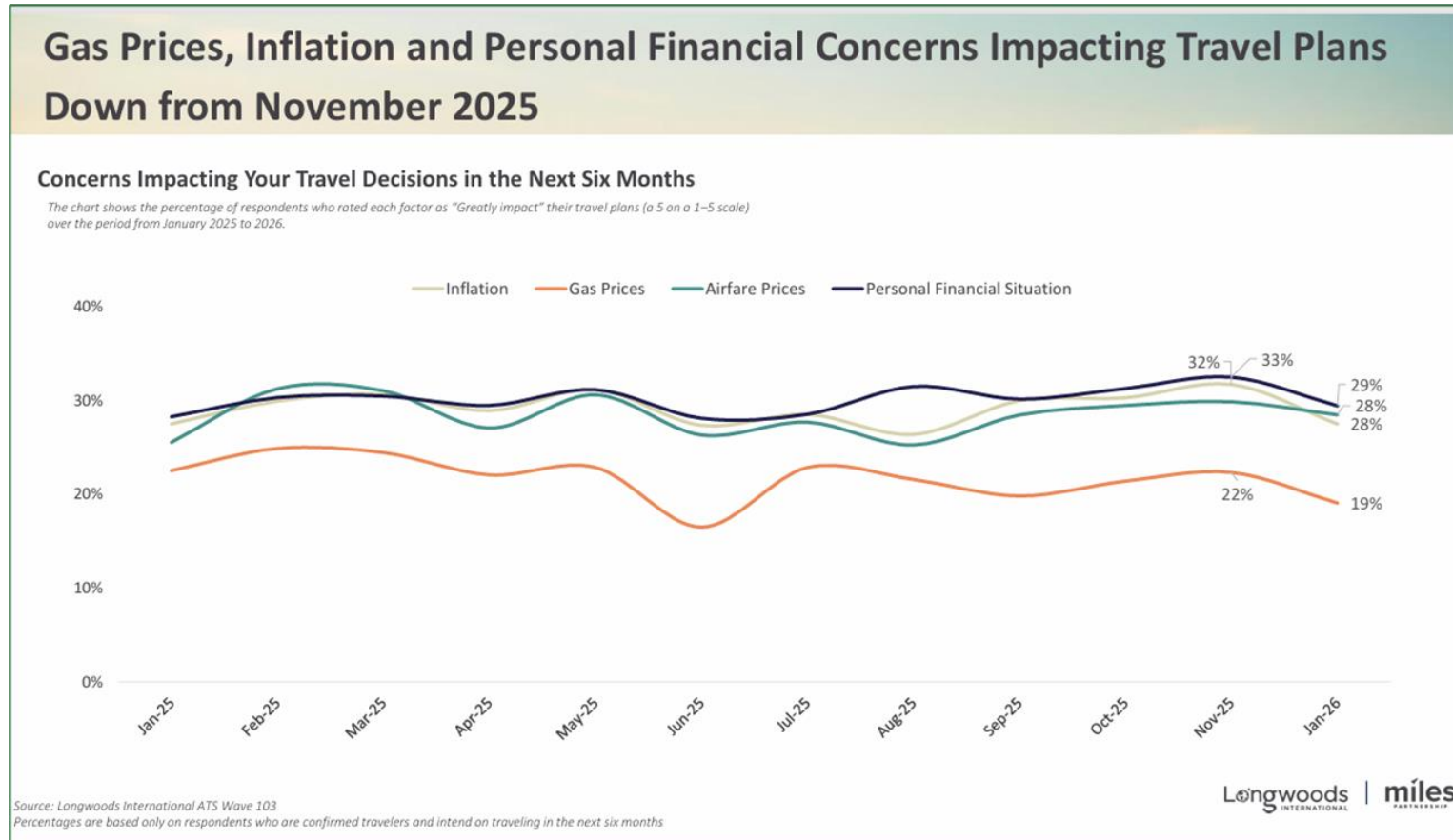
\*Survey fielded January 6-9, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

# American Travel Sentiment Study

\*Survey fielded January 6-9, 2026; U.S. National Sample of 1,000 adults 18+



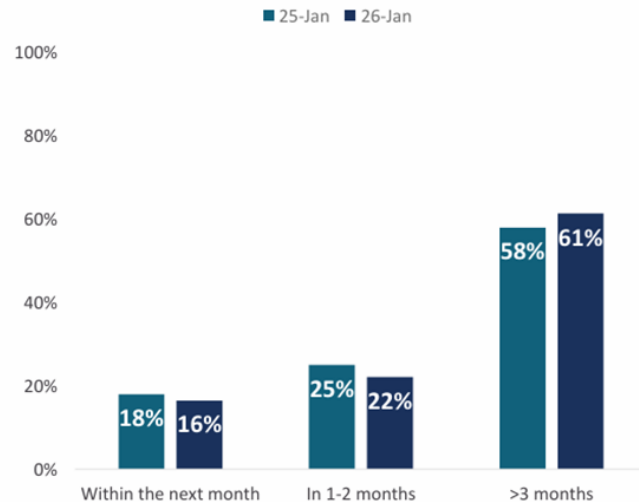
Source: Longwoods International

# American Travel Sentiment Study

\*Survey fielded January 6-9, 2026; U.S. National Sample of 1,000 adults 18+

## 61% of Travelers Are Planning Ahead for Spring & Summer Travel

When is your next trip?



**61% of travelers have trips planned more than three months in advance, while 22% have travel plans within the next 1-2 months.**

This indicates that a majority of travelers are looking ahead for travel and starting to plan their trips for spring and summer.

Source: Longwoods International ATS Wave 103  
Percentages are based only on respondents who are confirmed travelers and have confirmed future travel plans

Longwoods | miles  
INTERNATIONAL PARTNERSHIP

Source: Longwoods International

SNOWMASS  
COLORADO

# American Travel Sentiment Study

\*Survey fielded January 6-9, 2026; U.S. National Sample of 1,000 adults 18+

## More Travelers are Traveling by Plane for Their Next Trip Than Last Year

What is the next trip you plan to take?



**58%** -4.9 points vs January 2025  
Domestic Road Trip



**33%** +5.1 points vs January 2025  
Domestic Air Travel



**9%** No change vs January 2025  
International Travel

Source: Longwoods International ATS Wave 103  
Percentages are based only on respondents who are confirmed travelers and have confirmed future travel plans

Longwoods | miles  
INTERNATIONAL PARTNERSHIP

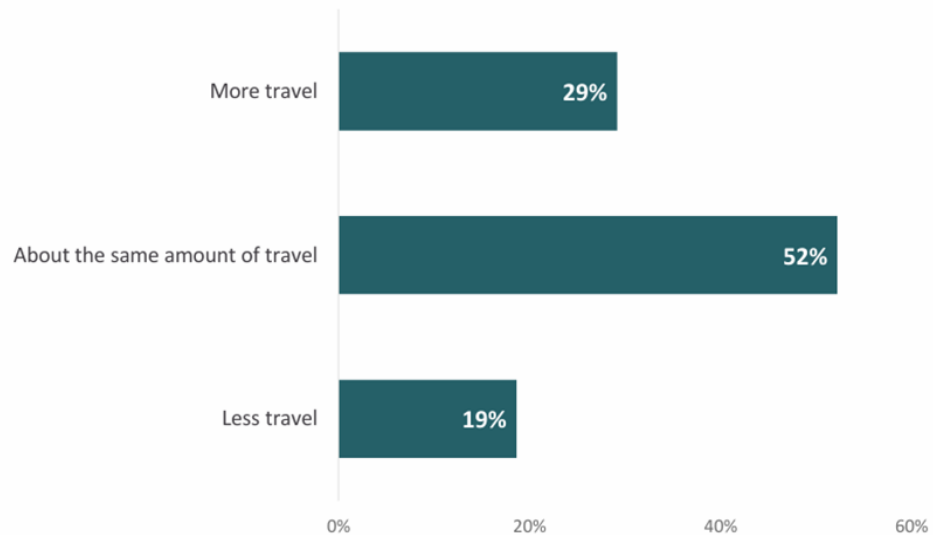
Source: Longwoods International

# American Travel Sentiment Study

\*Survey fielded January 6-9, 2026; U.S. National Sample of 1,000 adults 18+

## Majority of Travelers Plan to Travel About the Same Amount in 2026

Compared to last year, how often do you plan to travel this year?



The **majority of travelers (52%)** are planning to travel about the same amount this year, while one-third of travelers (**29%**) are planning to travel more this year compared to last year.

Only **19%** of travelers plan to travel less this year compared to last year.

Source: Longwoods International ATS Wave 103  
Percentages are based only on respondents who are confirmed travelers and have confirmed future travel plans

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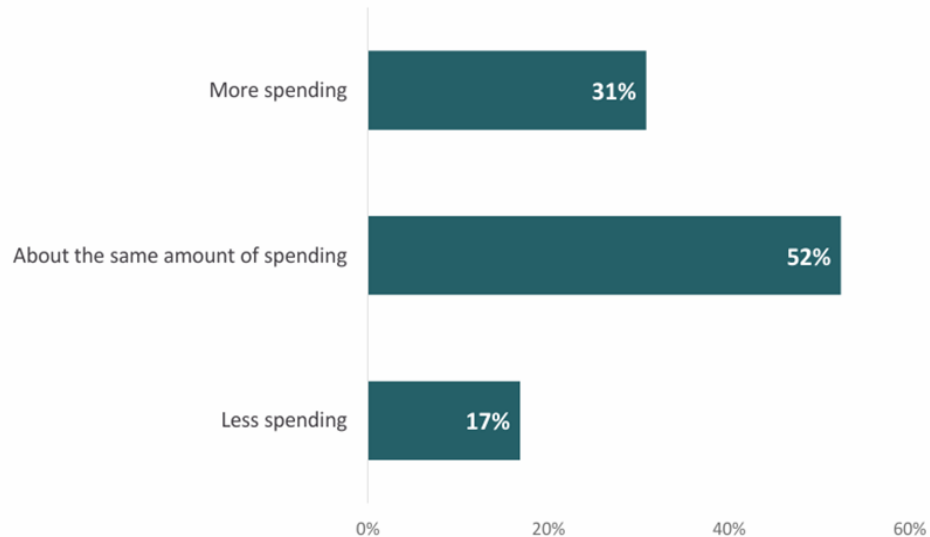
Source: Longwoods International

# American Travel Sentiment Study

\*Survey fielded January 6-9, 2026; U.S. National Sample of 1,000 adults 18+

## 31% of Travelers Plan to Spend More on Travel This Year

Compared to last year, how much do you plan to spend on travel this year?



Half of travelers plan to spend about the same on travel (52%) this year as they did last year. One-third of travelers (31%) plan to spend more on travel this year, outpacing those who plan to spend less.

Source: Longwoods International ATS Wave 103  
Percentages are based only on respondents who are confirmed travelers and have confirmed future travel plans

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Source: Longwoods International

# American Travel Sentiment Study

\*Survey fielded January 6-9, 2026; U.S. National Sample of 1,000 adults 18+

## American Travel Sentiment Methodology

The American Travel Sentiment Study is the most comprehensive and longest-running survey of its kind, offering valuable insights into the factors influencing American travel behaviors.

### Key Details:

- Survey Date: January 6 - 9, 2026
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error:  $\pm 3\%$
- Representative of U.S. population demographics (age, gender, region)

Travelers are only respondents that have taken a trip in the last 3 years and intend to take a trip in the next 2 years.

Conducted with support from Miles Partnership, this study remains a vital tool for understanding the dynamic landscape of American travel.




Longwoods INTERNATIONAL | miles PARTNERSHIP

Source: Longwoods International

# Canadian Travel Sentiment Study - Wave 4

\*Survey fielded January 8-10, 2026; Canadian National Sample of 1,000 adults 18+

## Key Highlights



Canadian Travel Sentiment Study Jan 2026

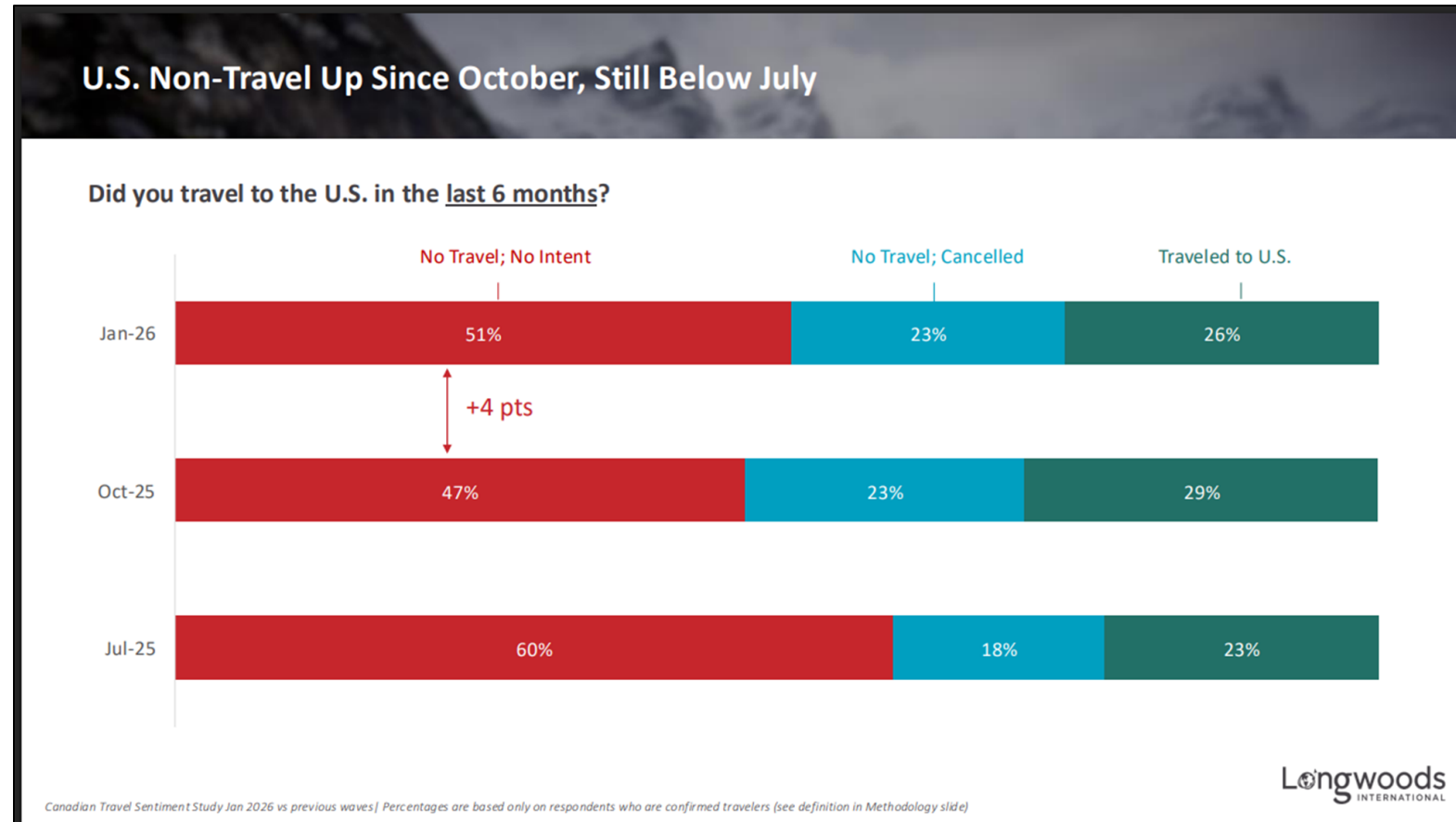
- **Recent Travel Activity: Only 1 in 4 Traveled; Almost 1 in 4 Canceled**  
In the past six months, 26% of Canadian travelers visited the U.S., while 23% canceled a previously planned trip. Looking ahead, 56% do not intend to visit in the next year
- **U.S. Policies and Politics Discourage Visits**  
59% of Canadian travelers report U.S. government policies, trade practices, or political statements make them less likely to travel to the U.S.—up from 53% in October.
- **Domestic Substitution Is Top Alternative**  
45% of Canadian travelers now say they would substitute a planned U.S. trip with a domestic trip—up from 37% in October. 24% are shifting to international destinations. Trip cancellations stand at 11%—down from 23% in April.
- **Europe Most Frequently Mentioned as International Alternative**  
Among those replacing the U.S. with international travel, Europe remains the top alternative, followed by Mexico and the Caribbean.
- **High Agreement on U.S. Attractions; Lower Agreement on Safety**  
While 88% say the U.S. offers "Lots of things to see and do"—up from 84% in April—only 35% agree it is "A Safe Place to Visit," down from 43% in April. Just 46% agree the U.S. is "Welcoming of Canadians."

Longwoods INTERNATIONAL

Source: Longwoods International

# Canadian Travel Sentiment Study - Wave 4

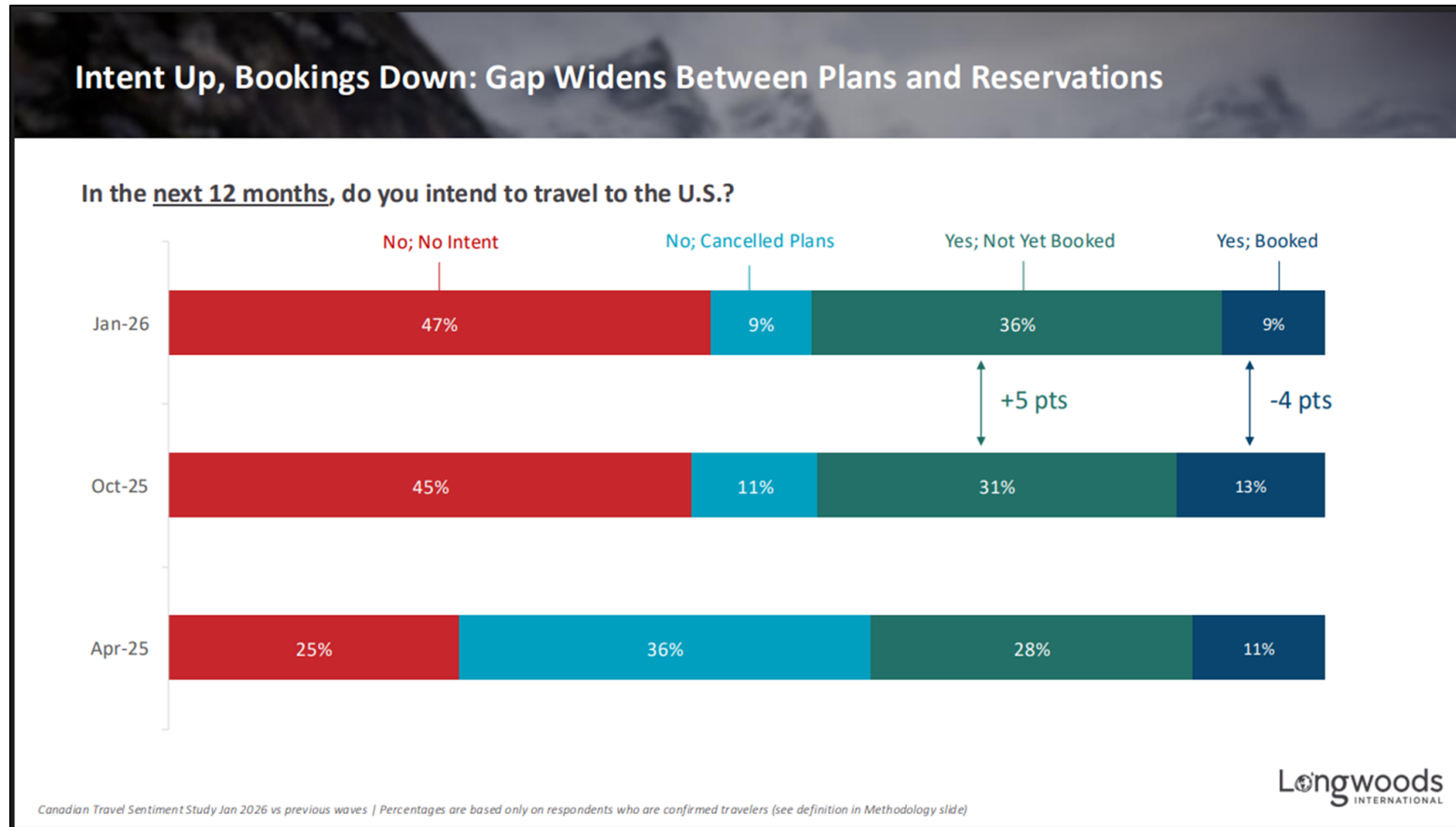
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Source: Longwoods International

# Canadian Travel Sentiment Study - Wave 4

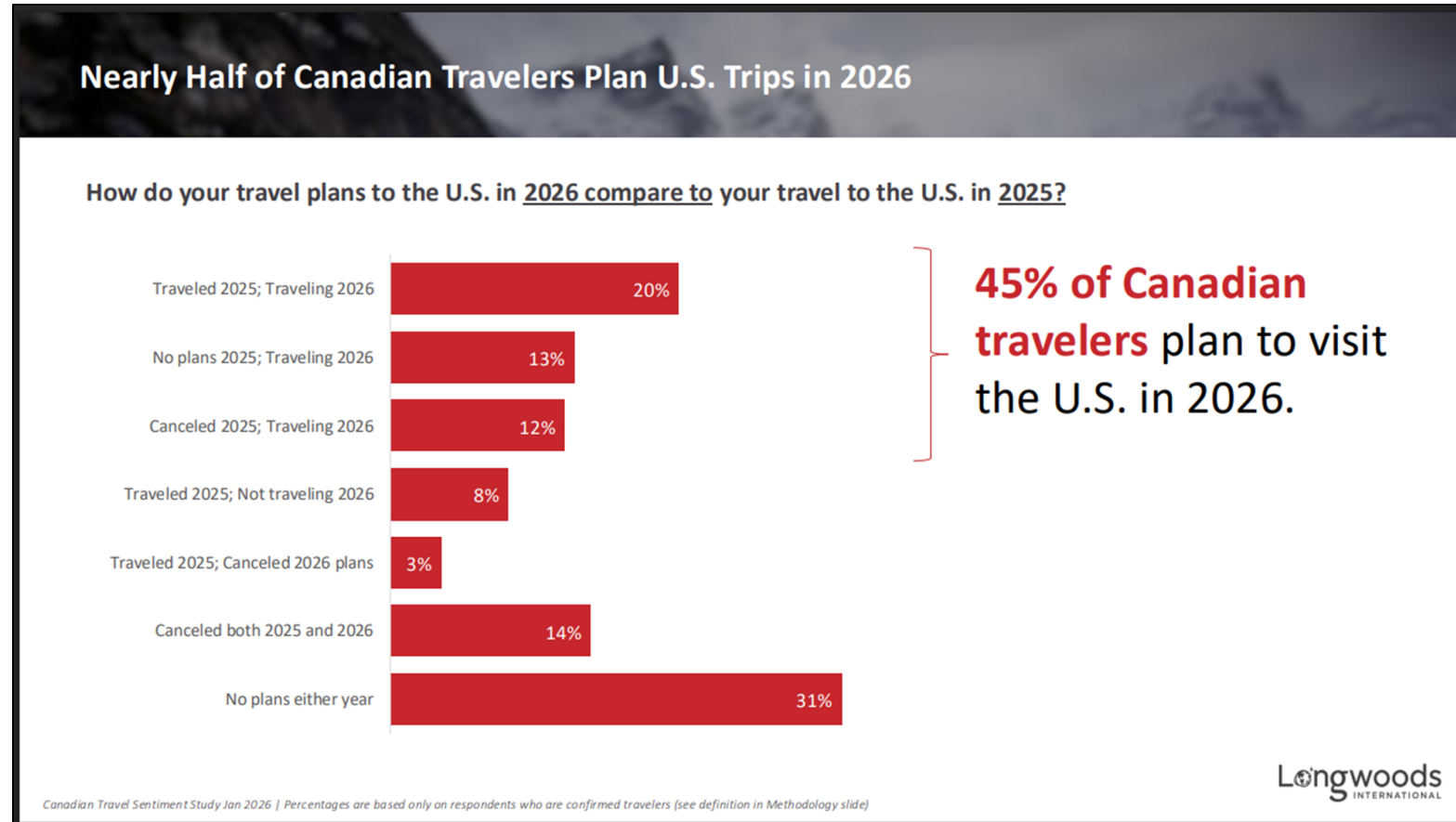
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Source: Longwoods International

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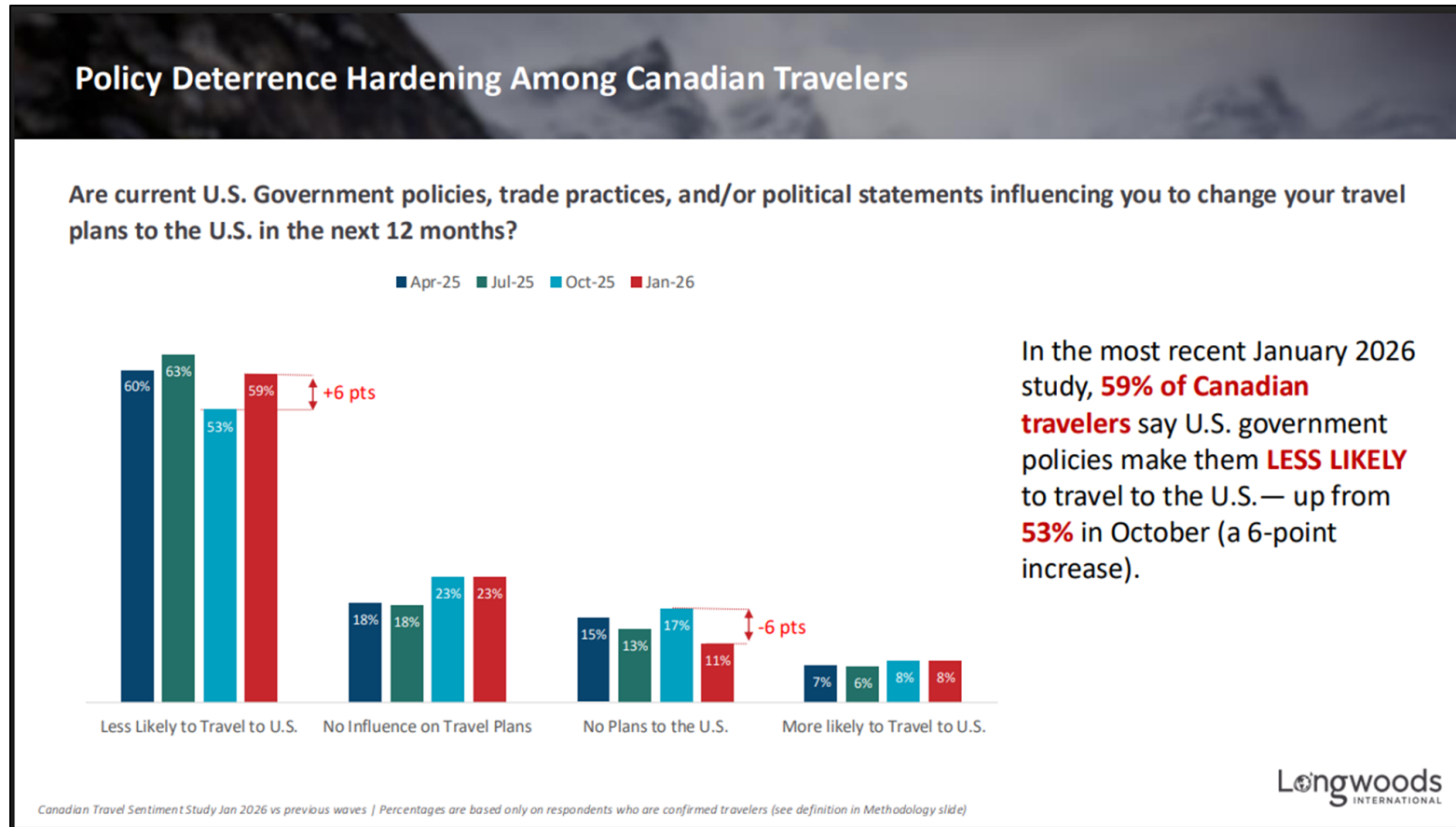
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Source: Longwoods International

# Canadian Travel Sentiment Study - Wave 4

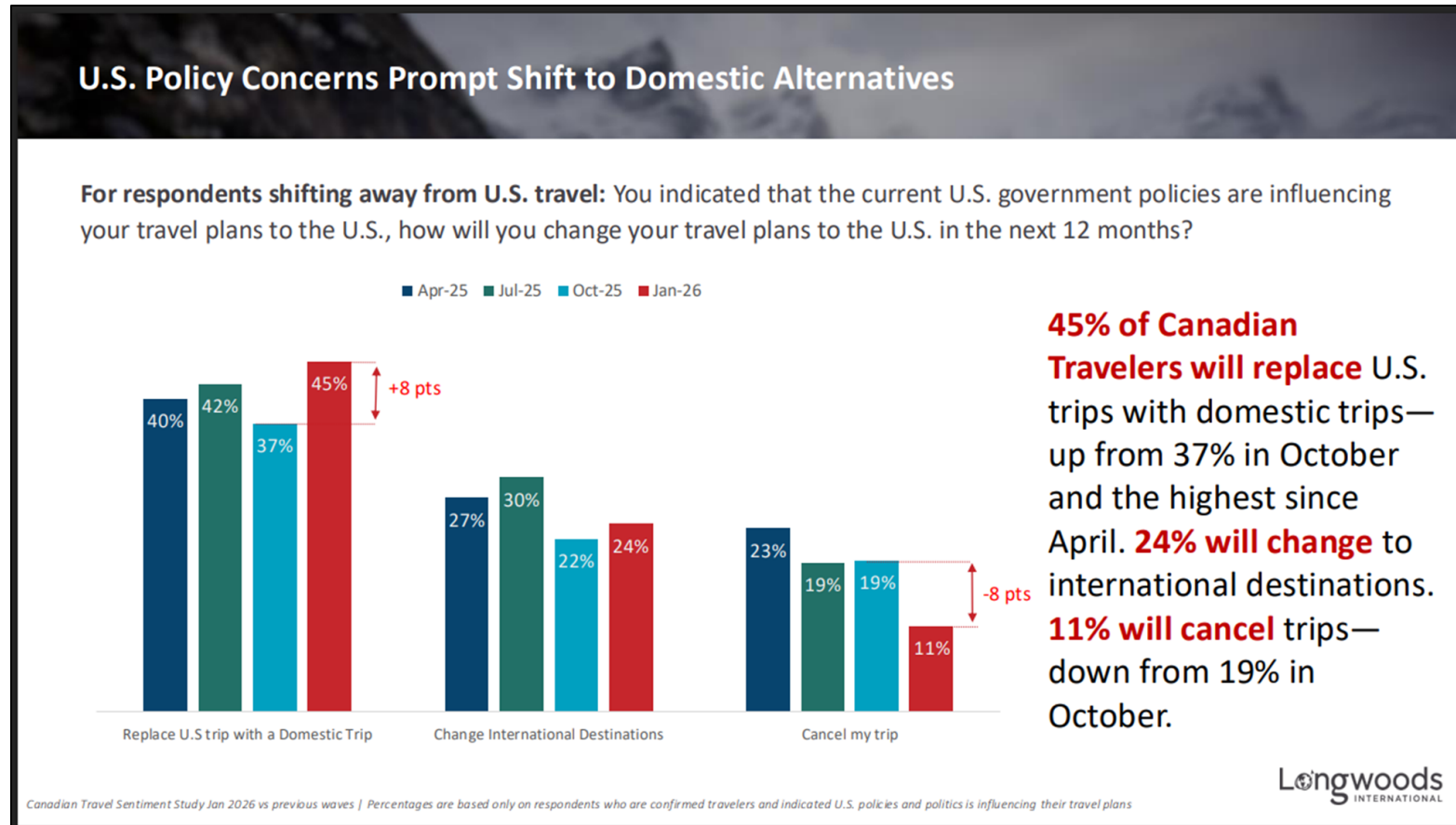
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Source: Longwoods International

# Canadian Travel Sentiment Study - Wave 4

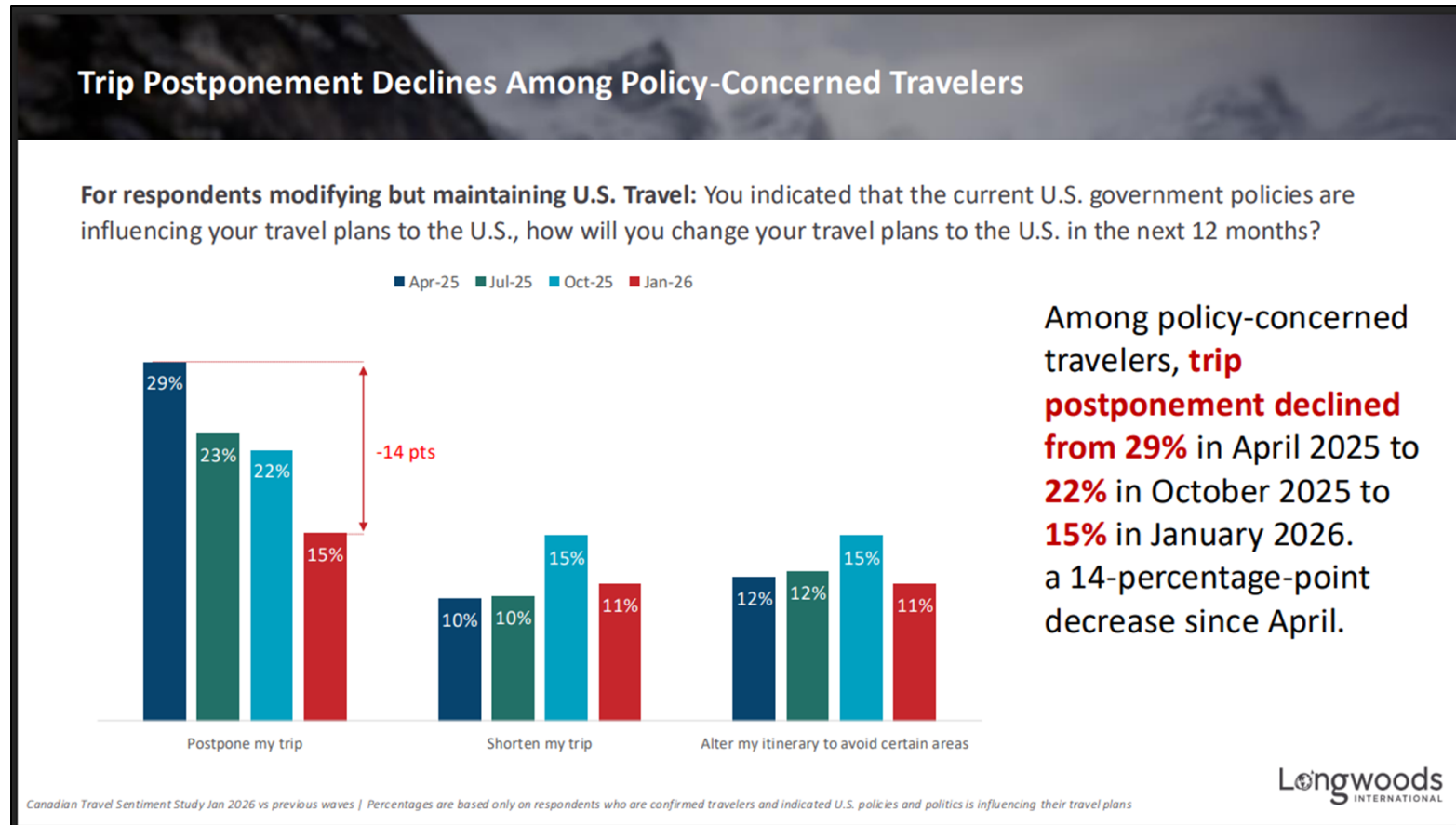
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Source: Longwoods International

# Canadian Travel Sentiment Study - Wave 4

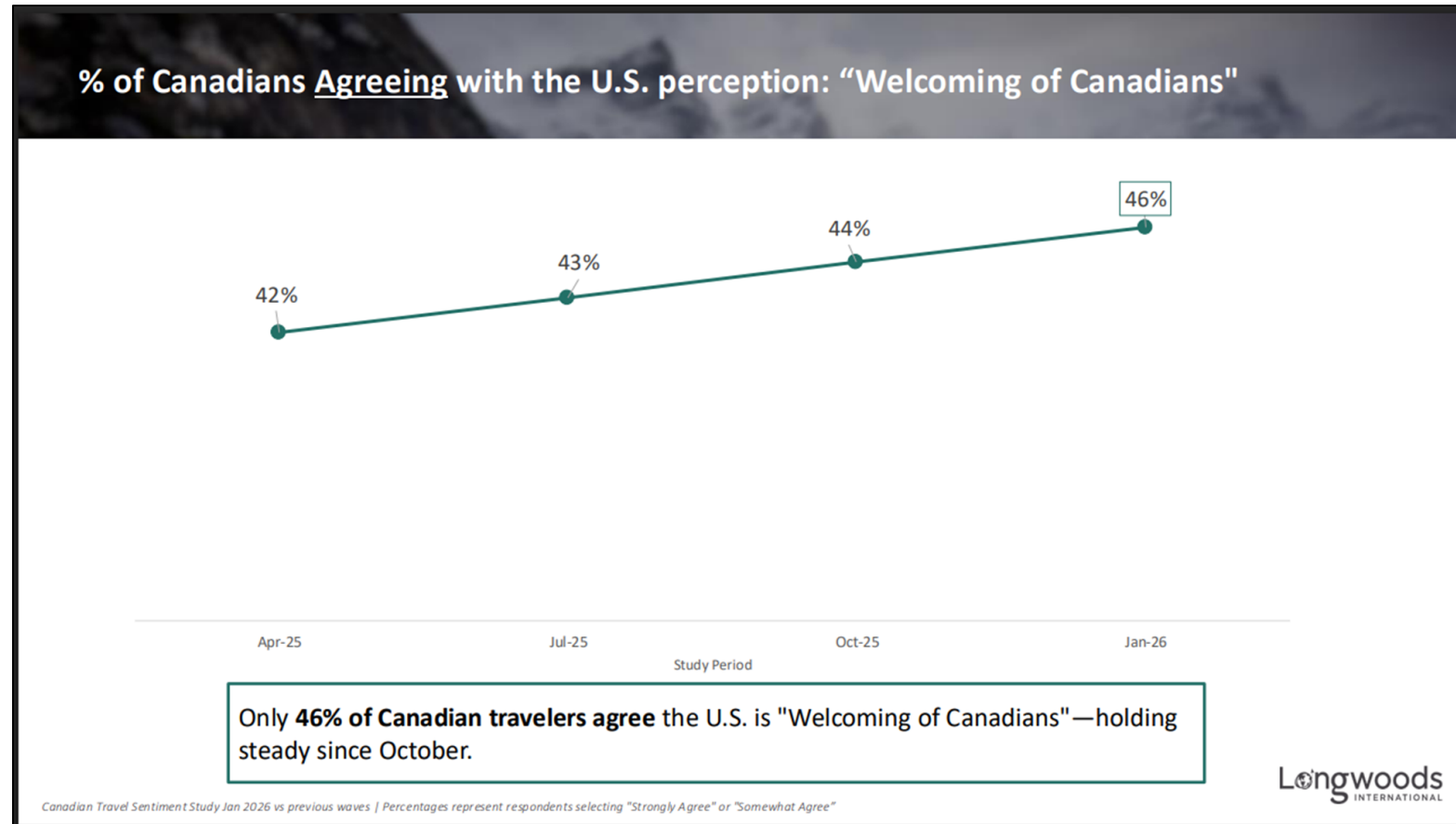
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Source: Longwoods International

# Canadian Travel Sentiment Study - Wave 4

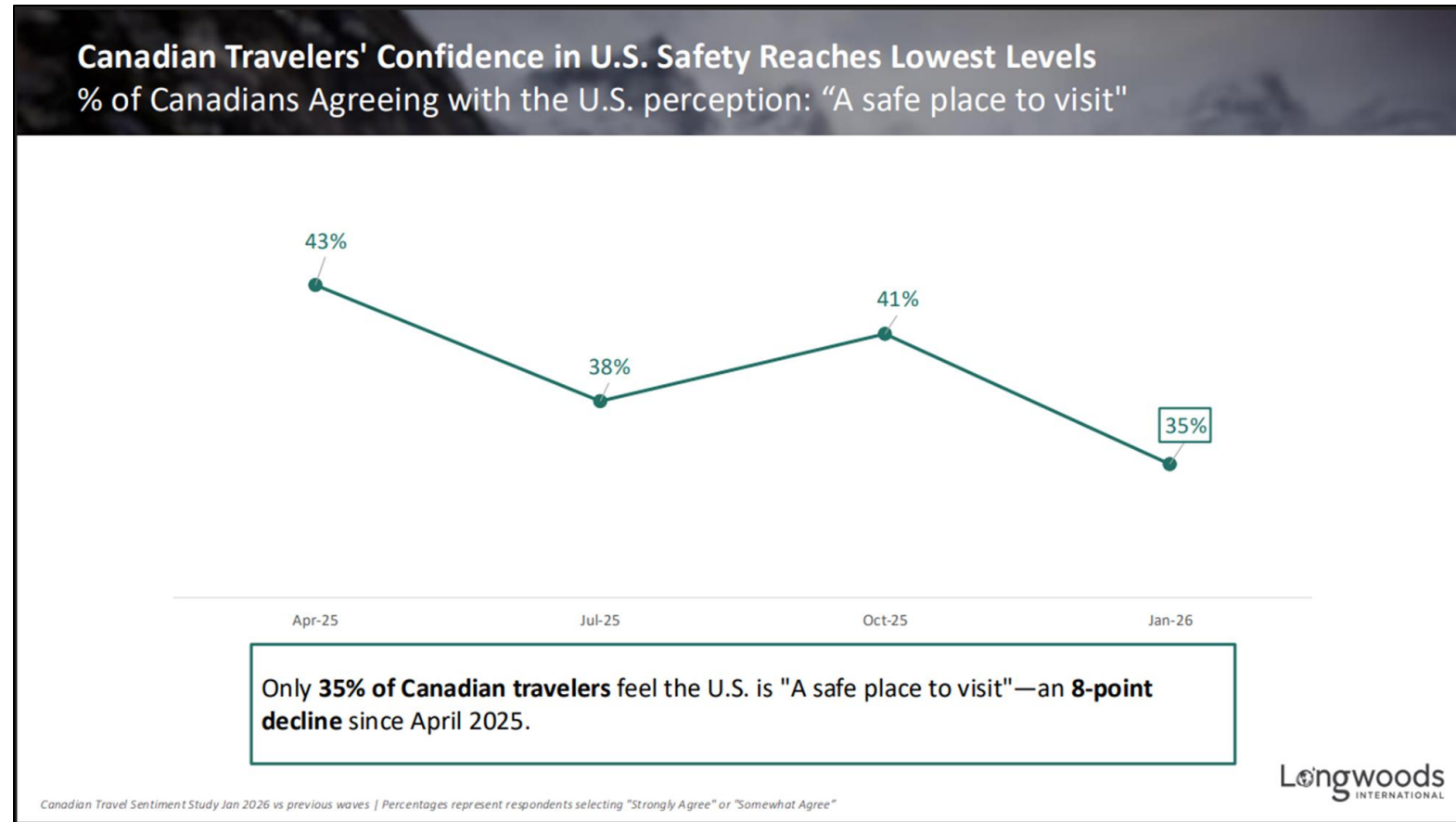
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Source: Longwoods International

# Canadian Travel Sentiment Study - Wave 4


\*Survey fielded January 8-10, 2026; Canadian National Sample of 1,000 adults 18+



Source: Longwoods International

# Canadian Travel Sentiment Study - Wave 4

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**Canadian Travel Sentiment Study**

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Source: Longwoods International

Thank you!

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