



SNOWMASS

COLORADO

Monthly Research Update

February 2026

Executive Summary

Snowmass Travel & Tourism Trends

- In February, DestiMetrics reporting lodging properties in Snowmass saw a 4.4% decline in room night Demand compared to last year. Room Supply also decreased, slipping by 2.7% Year-over-Year (YoY). As a result, lodging Occupancy fell by 1.8% YoY to average 72.9% for the month.
 - Average Daily Rate (ADR) rose in February, increasing 7.1% YoY to settle at \$928. This solid ADR growth was able to offset the weakened Demand, resulting in lodging Revenue rising 2.5% compared to one year prior to total \$24.1 million for the month.
- Demand at Airbnb and Vrbo short-term rentals increased for the ninth consecutive month in February, rising by 2.6% YoY. However, the number of Active Listings (Supply) increased by 6.6% from last year, which caused Occupancy to drop 6.9% YoY to average 74.0% in February.
 - ADR among short-term rentals rose 5.5% YoY to reach \$1,350 for the month. Higher ADR coupled with increased Demand lifted Revenue 8.3% over February last year to reach \$24.5 million.

Source: DestiMetrics, AirDNA

Mountain Town Trends

Regional Insights – February 2026

West Region Mountain Market Summary

- “Like last month, there are two distinct seasons happening this side of the Mississippi, with Colorado and Utah (CO/UT) resorts bearing the brunt of Mother Nature’s wrath, while the Rest of the West (RoW), comprised of California, Nevada, Idaho, Wyoming, and Montana, have experienced better -- but still sub-par -- conditions.”
- “Mid-month snow helped give a little kick to in-month bookings in February, and this combined with summer reservations kept booking pace during the month close to, but still down from flat.”
- “Occupancy Booking Pace is down -1.9%, the fifth consecutive decline, but it varies between -19% in CO/UT and +22% everywhere else. February got a small boost, but the big focus now is on booking for summer.”
- “Overall winter occupancy is down -5.1%, ADR softens again but is still up 1.4%, and RevPAR drops to a -3.8% decline. But the story is more regional, with deeper localized declines in CO/UT, bigger wins elsewhere.”
- “Pure demand is a lot closer between the regions than the occupancy numbers reveal. It’s room rate that’s making the big difference for the bottom line.”
- “Both regions seem to be setting up a pretty good summer as travelers punt winter bookings for warmer mountain travel ahead of the typical schedule.”

Source: DestiMetrics (3/12/2026)

Mountain Town Trends

Regional Insights – February 2026

West Region Mountain Market Summary (continued)

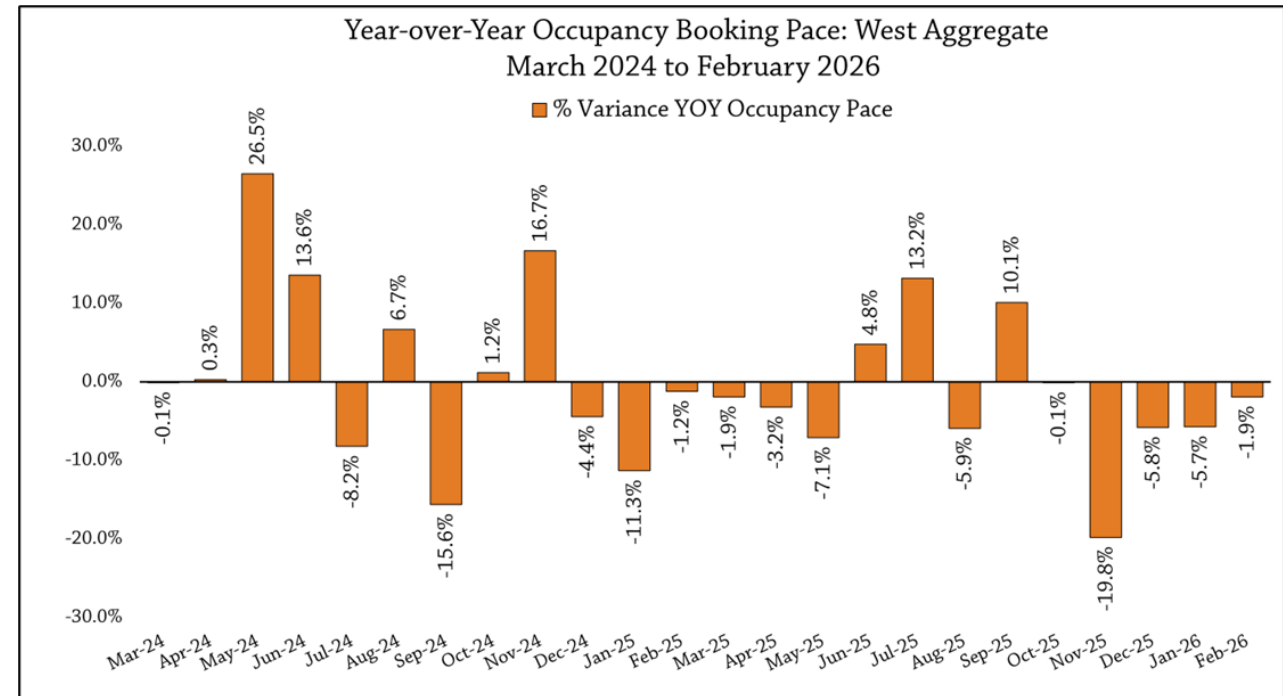
- “Early summer bookings are looking good. While also varying by region, there’s a sense of pandemic-like pent-up demand driving May through August demand, rate, and revenue wins.”
- “While summer occupancy at this time last year was relatively flat as consumers pushed back against rate, that doesn’t wholly explain the strength we’re seeing this year.”
- “Summer occupancy is moderately up, but the real story is the rate strength for May through August arrivals, driving early double-digit revenue wins.”
- “We’ve seen bookings for summer months outpace last year’s consistently since the first signs of iffy snow back in December, and the strong early summer rates and revenue is pointing to more than just increased summer demand.”

Source: DestiMetrics (3/12/2026)

Mountain Town Trends

Regional Occupancy Pace - West Region Mountain Market

- “The occupancy booking pace for western regional reservations made in February for arrival in February through July improved from the January decline but was still down YOY, off by -1.9% compared to occupancy booked in February 2025 for arrival in the same months last year.”
- “It’s the 5th consecutive decline in occupancy pace and the 9th in the last 12 months with the 12-month average occupancy pace for the whole region also down -1.9% YOY.”

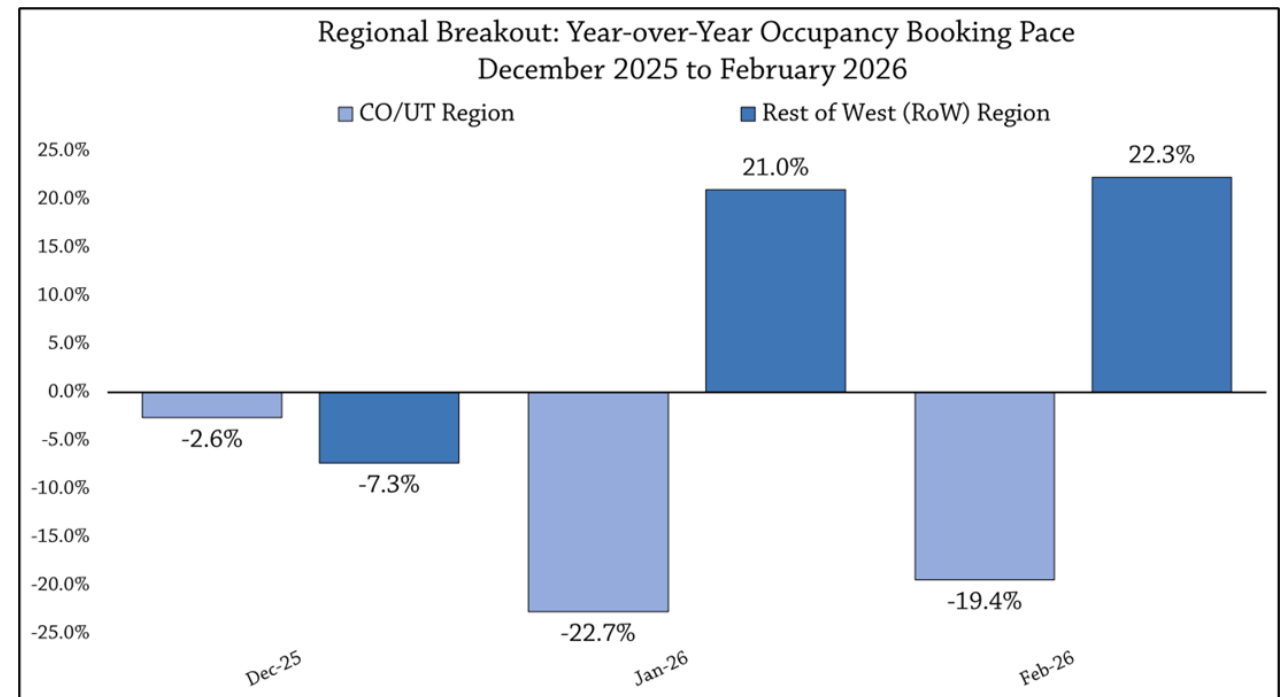


Source: DestiMetrics (3/12/2026)

Mountain Town Trends

Regional Occupancy Pace - West Region Mountain Market (continued)

- “There are two stories to tell between the CO/UT and RoW regions, as both saw occupancy pace improve in February from January, but there were no real pattern shifts.”
- “The CO/UT region experienced a sharp -19.4% YOY decline in booking pace in February as the snow drought continued to keep skiers and riders away, while the RoW saw a 22.3% YOY gain, up from 21.0% YOY last month, and driven by ‘better than’ but not outstanding, conditions.”
- “And while the performance gap between the two regions narrowed a bit from 43.7 points last month to 41.7 this month, the story of disparity is pretty much unchanged.”

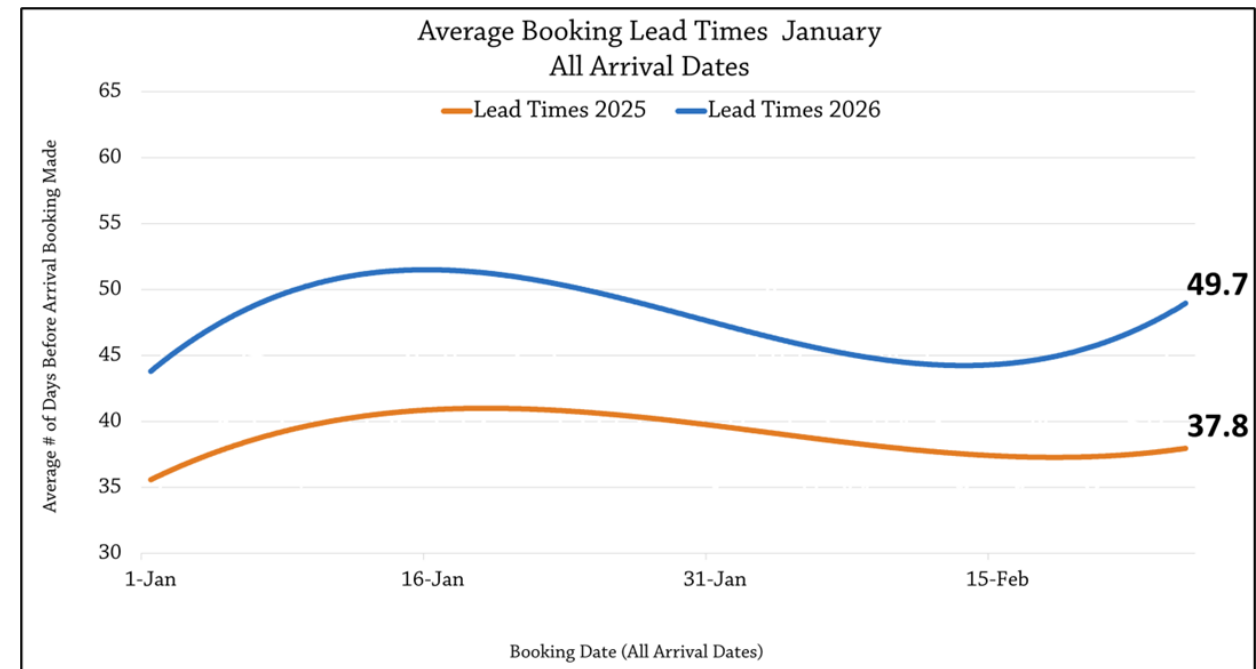


Source: DestiMetrics (3/12/2026)

Mountain Town Trends

Summer Focus Pushes Lead Times Further Out

- “Although there was some booking strength in February for arrival in February--particularly in the RoW region, most transactions during the month were focused on arrival after the winter season from May onward and pushed booking lead times further out compared to last year.”
- “By the end of February, reservations made this year were booking just under 50 days ahead of their arrival date, a full 30% longer than the 37.8-day lead time recorded in February 2025.”
- “As we move closer to the upcoming summer season, we expect lead time to come down, though season pass sales may push early bookings for 2026/27 if the lack of snow this year results in pent-up demand for next season, in which case they may hold or extend a bit more.”



Source: DestiMetrics (3/12/2026)

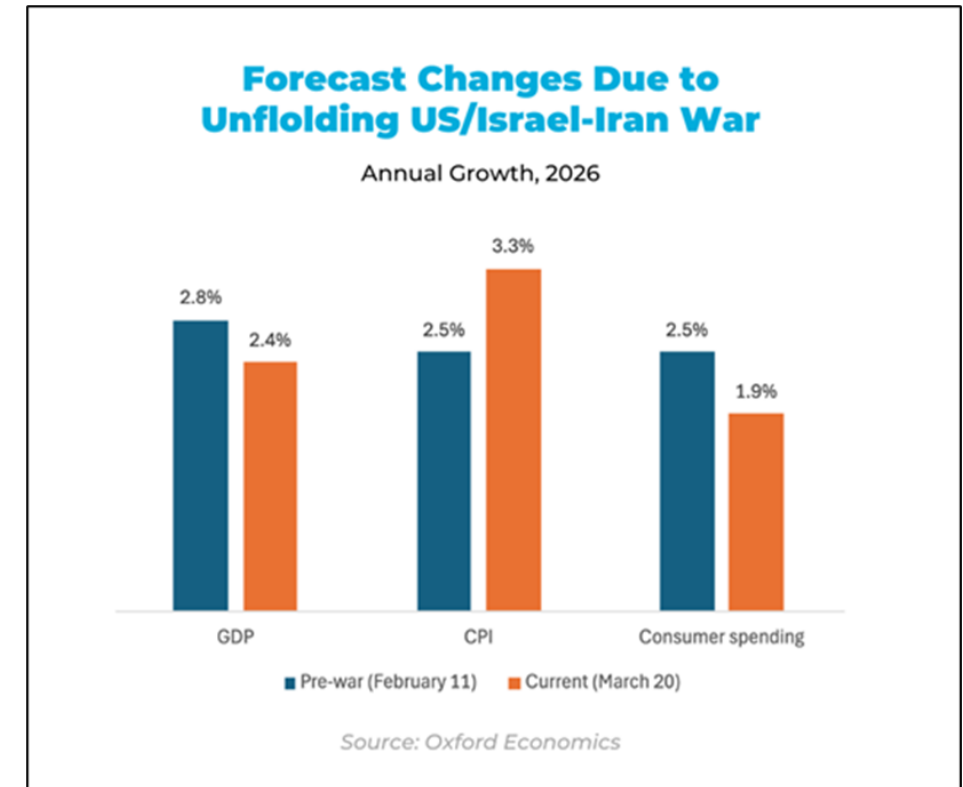
U.S. Market Review

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U.S. Market Review

Middle East Conflict Constrains Growth & Exacerbates the Bifurcated Economy

- “The war in Iran comes as a counterweight to the positive tailwinds that were building earlier this year. As a result, Oxford Economics revised its forecast for real U.S. GDP growth this year to 2.4% from 2.8%.”
- “And yet, economic growth in the US is still expected to gain momentum in 2026 from fiscal stimulus, fading effects of tariffs, and some reduced uncertainty.”
- “The primary driver of the downward revision? The hit to the consumer: the lifeblood of the economy. Real consumer spending is now expected to rise by 1.9% this year instead of 2.4%.”
- “This would be the slowest pace since 2013, excluding the pandemic. With personal savings rates at historically low levels, consumers have little buffer to sustain spending.”



Source: Tourism Economics (3/26/2026)

U.S. Market Review

US Travel & Hotel Performance in 2026

- “TSA checkpoint volume rose 1.4% through the first two months of 2026—volume was essentially flat (0.1%) in January, but it rose a healthy 2.7% in February.”
- “Hotel performance followed the same pattern at the start of the year. Demand was up just 0.5% in January but rose 2.9% in February. Similarly, the average daily rate rose 0.6% in January and 2.0% in February.”
- “Following nine consecutive months of decline, overseas inbound finally turned positive in February.”
 - “However, this was influenced by holiday shifts, as the Lunar New Year fell in February this year, compared to January last year. By country, Taiwan and China led the way among major origin markets in February.”
 - “Daily tracking through mid-March from Customs and Border Protection (CBP) suggests that visits may revert to a decline in March. The data also points to a downturn in US outbound trips in March, perhaps due to the war.”

Source: Tourism Economics (3/26/2026)

U.S. Market Review

Updated U.S. Hotel Performance Forecast

LATEST FORECAST | JAN 2026

STR CoStar TOURISM ECONOMICS
AN OXFORD ECONOMICS COMPANY

U.S. Hotel Forecast

Year-over-year % change

| | 2024 Actual | 2025 Actual | 2026 Forecast |
|-----------|-------------|-------------|---------------|
| Supply | +0.5% | +0.7% | +0.7% |
| Demand | +0.6% | -0.5% | +0.4% |
| Occupancy | 63.1% | 62.3% | 62.1% |
| ADR | +1.8% | +0.9% | +1.0% |
| RevPAR | +1.9% | -0.3% | +0.6% |

Source: Tourism Economics (2/27/2026)

U.S. Market Review

International Inbound: A Drag, but Full of Opportunity

- “US inbound travel recovery took a big step back in 2025. Total international travel fell 5.5%, leaving the US 14% below 2019.”
 - “This is six lost years, with recovery still 4-5 years away—an entire decade gone by before the US finds its way back to pre-pandemic levels.”
- “Canada continues to dramatically underperform after a 23% drop in 2025, totaling 4.6 million fewer visitors to the US last year.”
- “Meanwhile, visits from Mexico rose 8% in 2025, climbing back to 2019 levels.”
- “Gains from Central America, Eastern Europe, and the Middle East helped cushion the decline, while South America held flat versus 2024.”
- “The longer-term concern is competitiveness. The US share of global long-haul travel has fallen from 18.3% in 1995 to 10.3% in 2019 to 8.1% in 2025 and is projected to decline to 7.5% by 2030.”

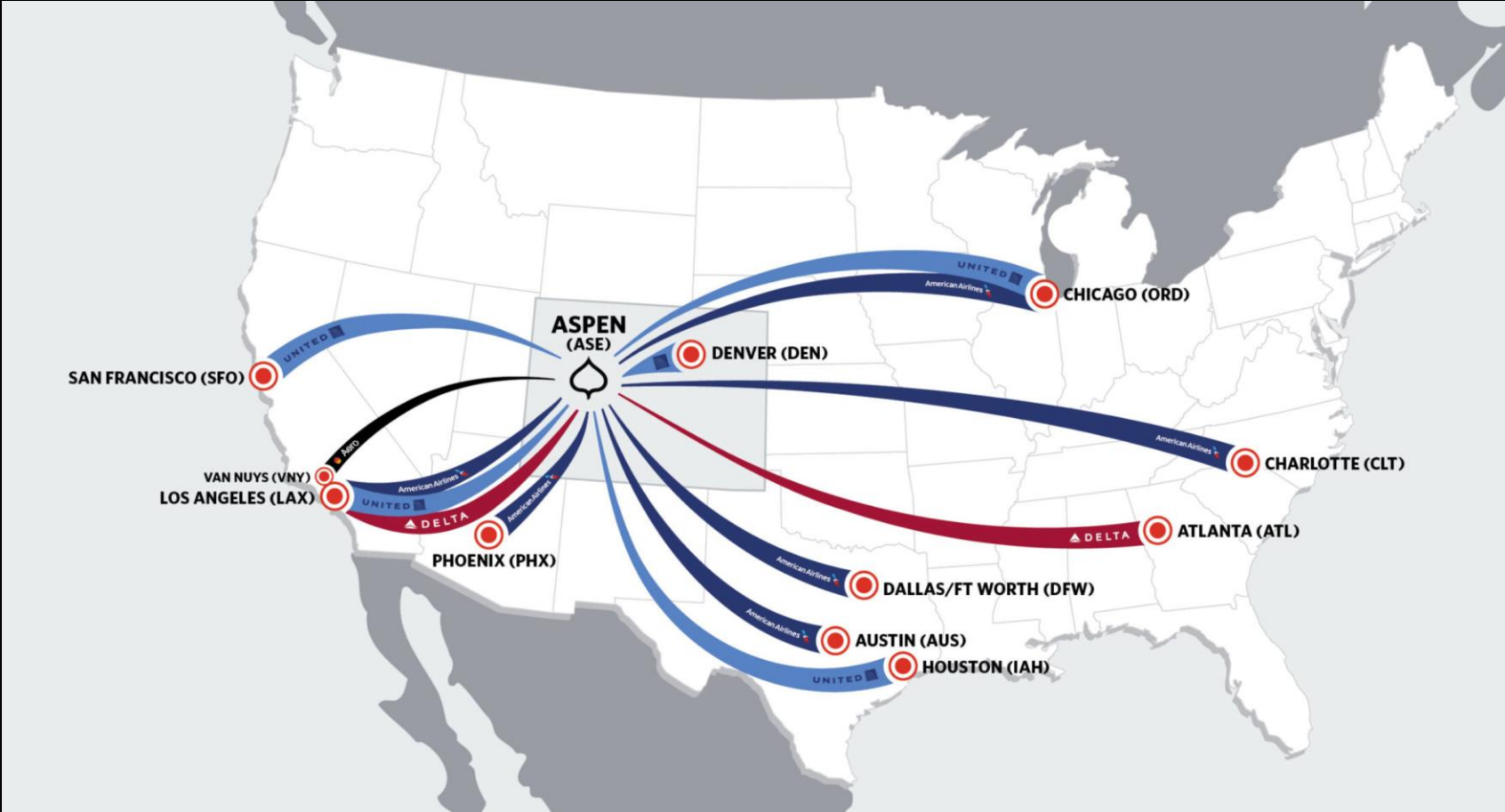
Source: Tourism Economics (2/27/2026)



Airport Metrics

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Aspen Airport: Route Map



Source: Aspen Airport

Aspen Airport: Total Passenger Volume

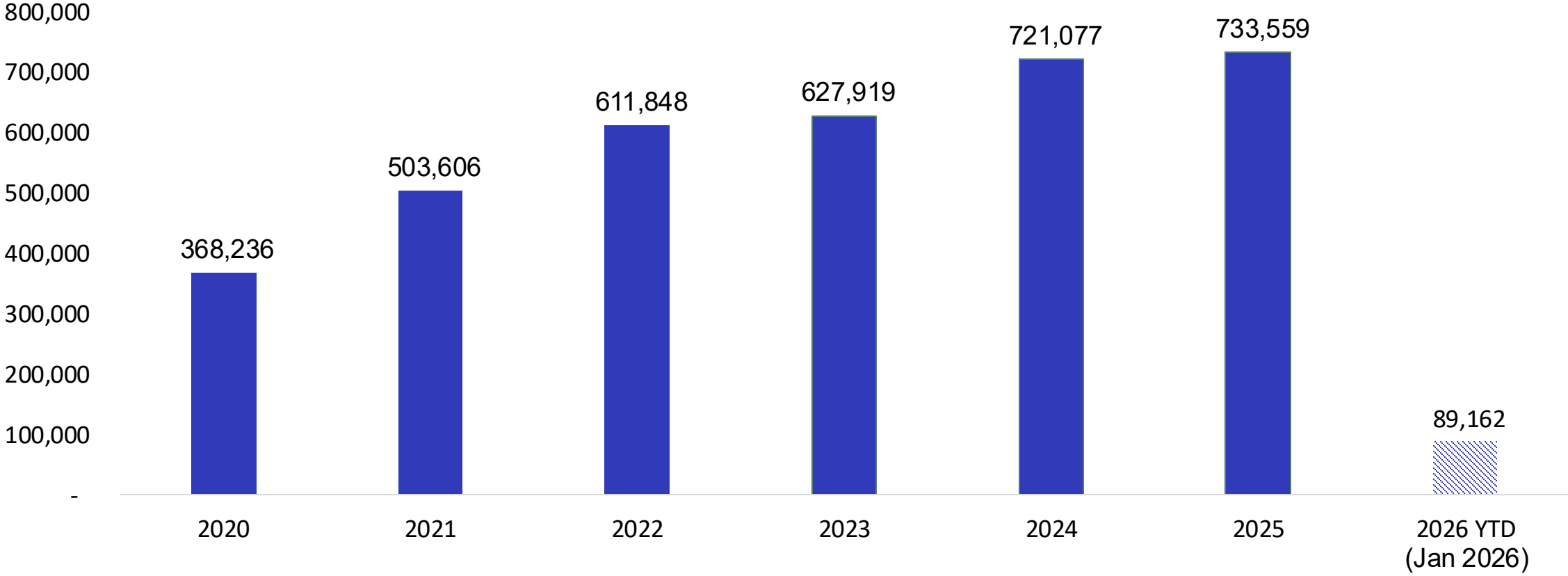
| Total Passengers | | | | | |
|---------------------|---------------|---------------|-------------------------------|---------------|-------------------------------|
| <u>Month</u> | <u>2026</u> | <u>2025</u> | <u>% Change 2026 vs. 2025</u> | <u>2024</u> | <u>% Change 2026 vs. 2024</u> |
| January | 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 | |
| Year-to-Date | 89,162 | 91,385 | -2.4% | 83,441 | 6.9% |
| Total | | 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)

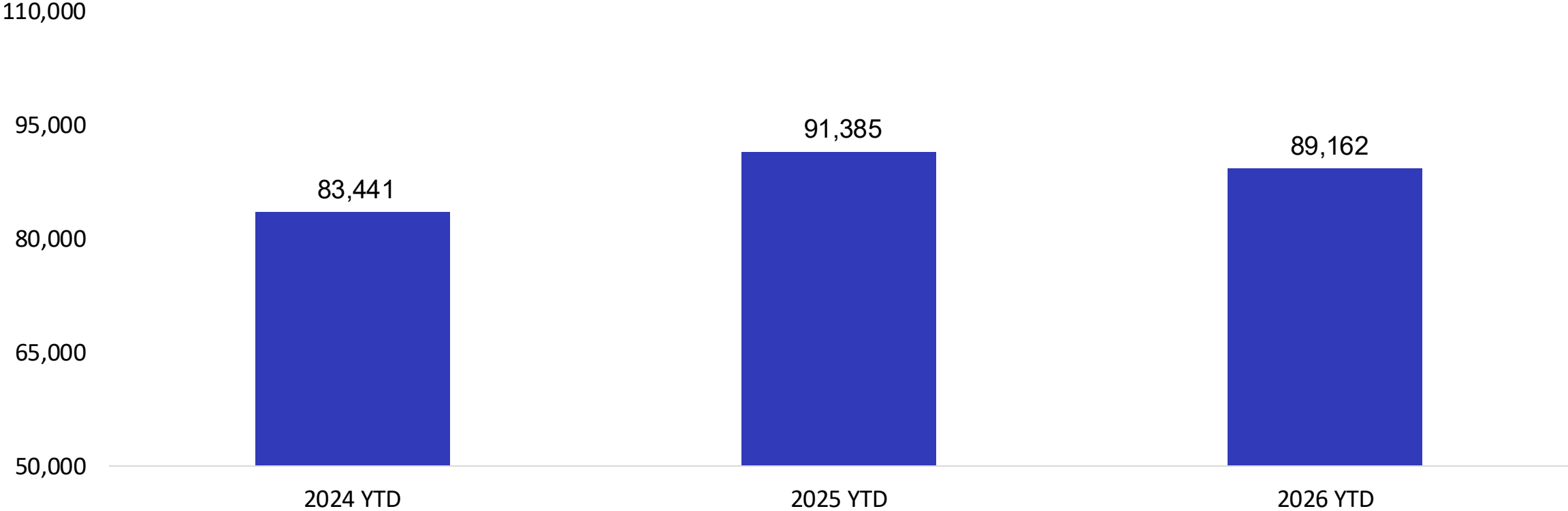


Source: Airplanners / Fly Aspen Snowmass



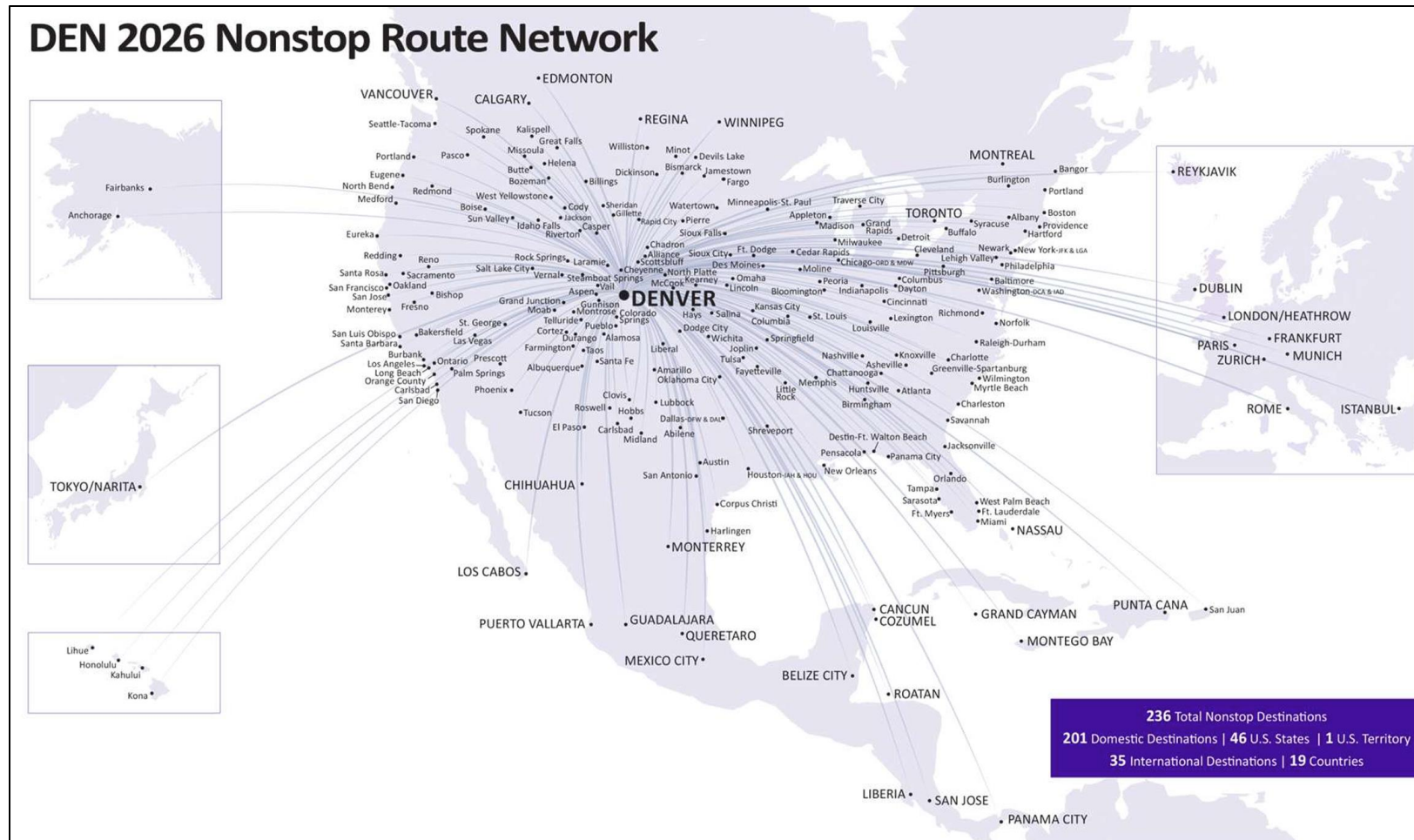
Aspen Airport: Passenger Volume Pacing

Total Passengers Pacing YTD (Jan – Jan)



Source: Airplanners / Fly Aspen Snowmass

Denver International Airport (DEN): Route Map



Source: Denver International Airport

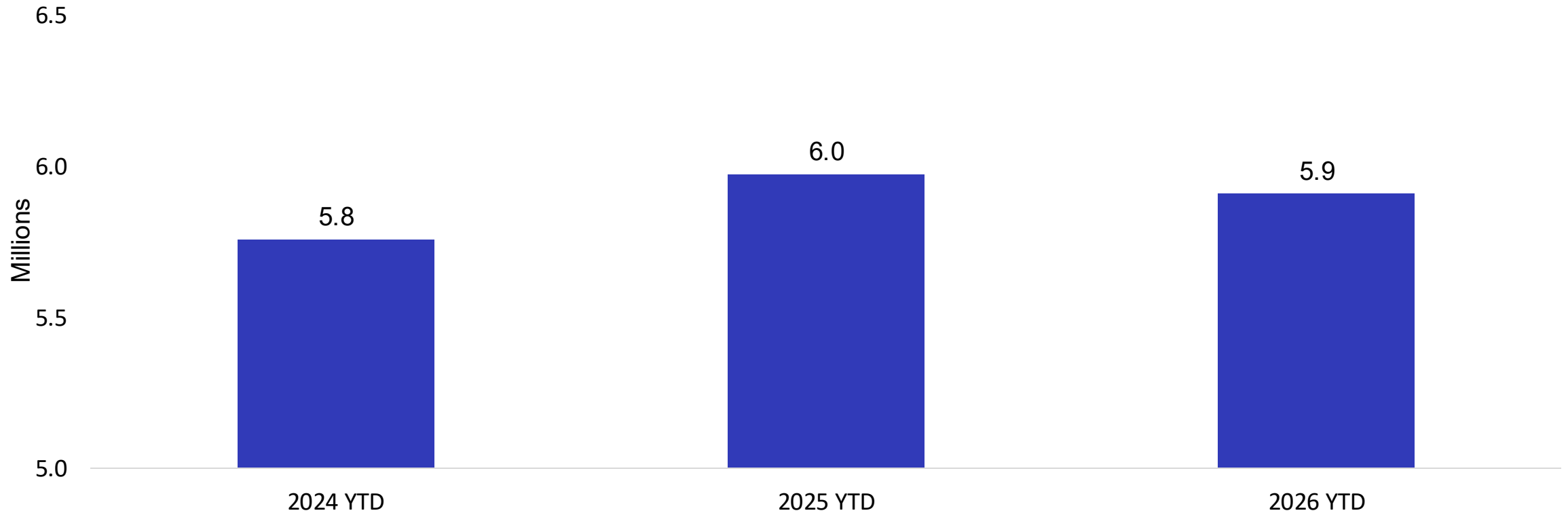
Denver International Airport (DEN): Total Passenger Volume

| Total Passengers | | | | | |
|---------------------|------------------|------------------|-------------------------------|------------------|-------------------------------|
| <u>Month</u> | <u>2026</u> | <u>2025</u> | <u>% Change 2026 vs. 2025</u> | <u>2024</u> | <u>% Change 2026 vs. 2024</u> |
| January | 5,908,930 | 5,972,807 | -1.1% | 5,757,565 | 2.6% |
| February | | 5,633,766 | | 5,844,349 | |
| March | | 6,807,158 | | 6,879,553 | |
| April | | 6,274,010 | | 6,586,563 | |
| May | | 7,113,812 | | 7,263,126 | |
| June | | 7,662,146 | | 7,606,224 | |
| July | | 8,008,740 | | 7,886,941 | |
| August | | 7,512,614 | | 7,408,539 | |
| September | | 7,028,555 | | 6,897,729 | |
| October | | 7,372,976 | | 7,111,207 | |
| November | | 6,287,753 | | 6,261,241 | |
| December | | 6,753,625 | | 6,855,707 | |
| Year-to-Date | 5,908,930 | 5,972,807 | -1.1% | 5,757,565 | 2.6% |
| Total | | 82,427,962 | | 82,358,744 | |

Source: Denver International Airport

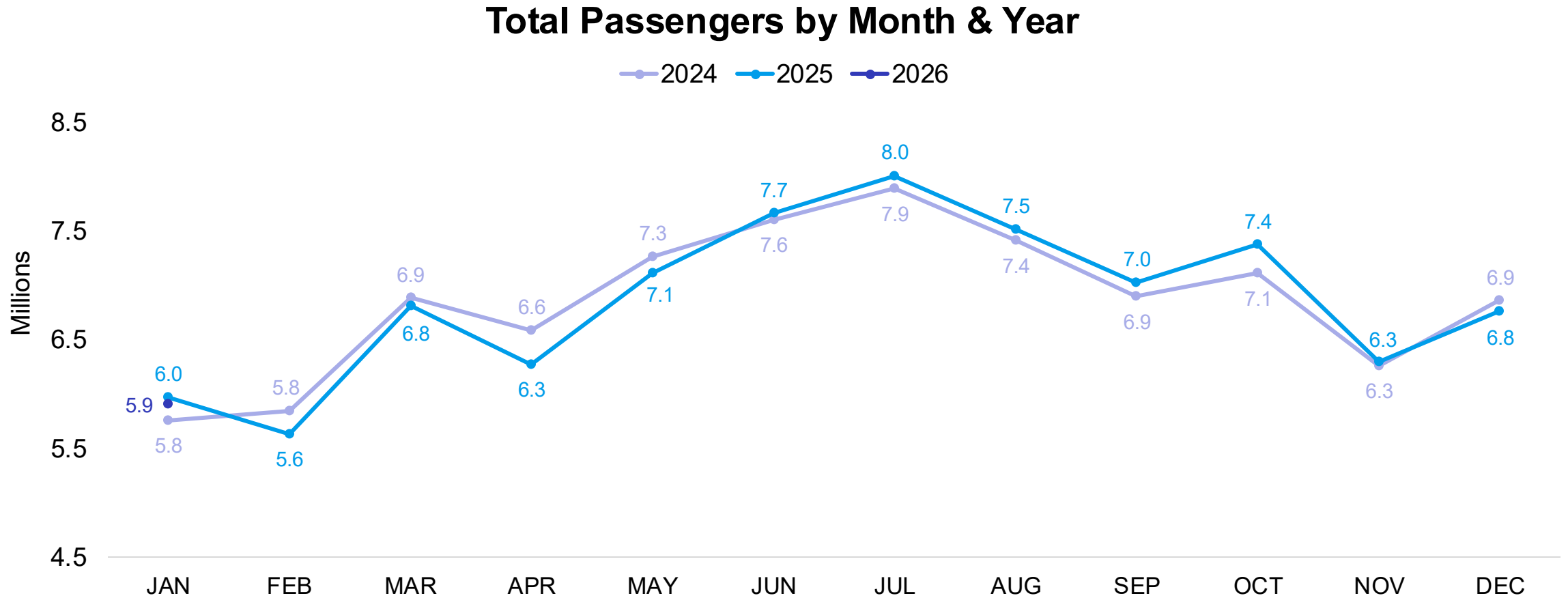
Denver International Airport (DEN): Passenger Volume Pacing

Total Passengers Pacing YTD (Jan – Jan)



Source: Denver International Airport

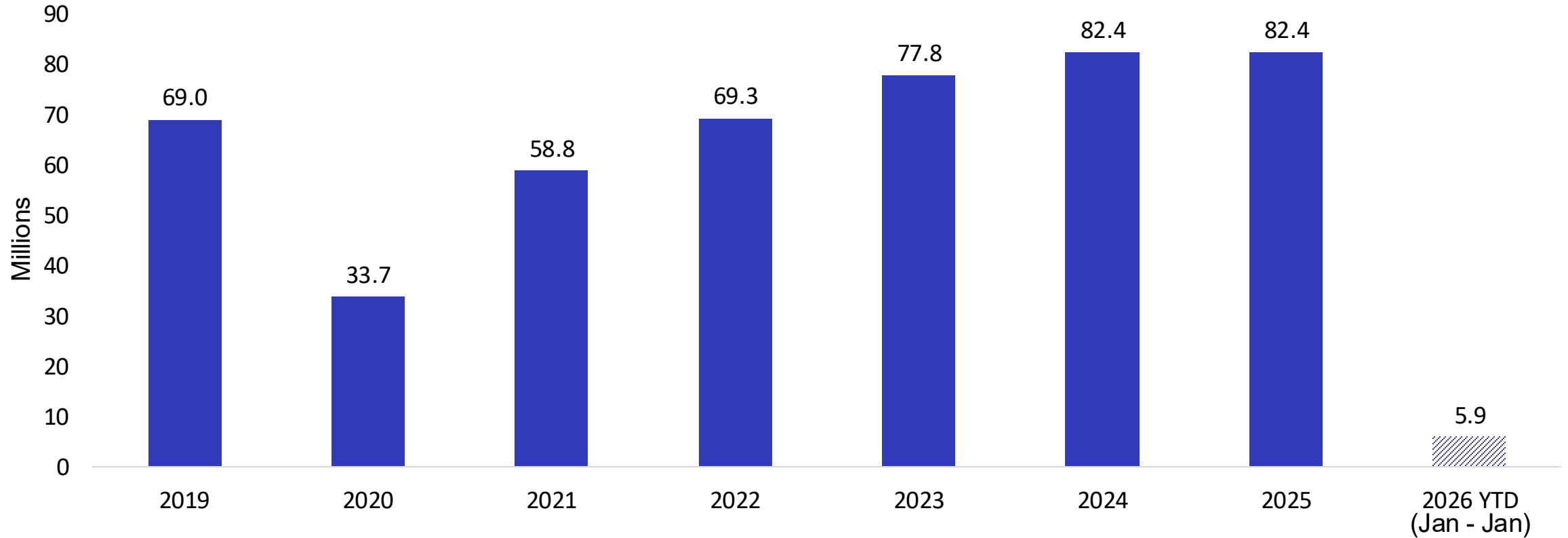
Denver International Airport (DEN): Passengers by Month & Year



Source: Denver International Airport

Denver International Airport (DEN): Passengers by Year

Total Passengers by Year (2019 – 2026 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

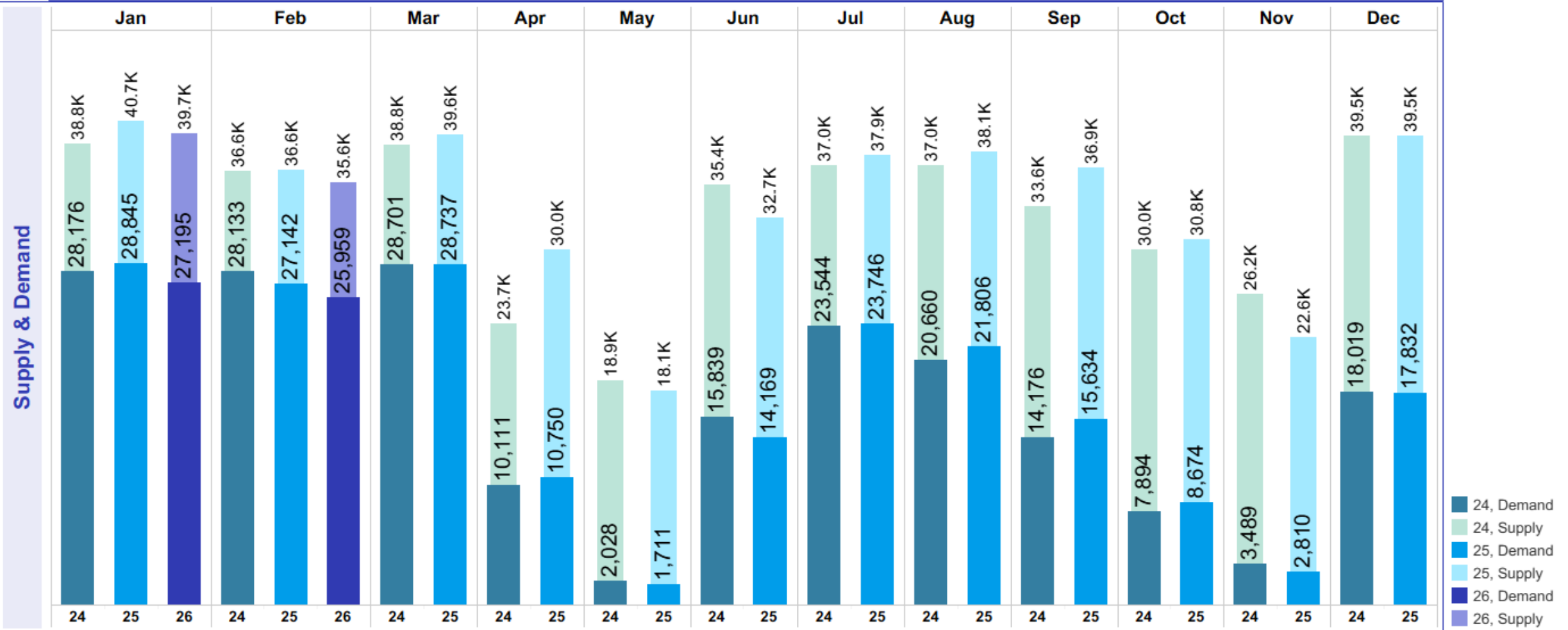
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Snowmass Village Monthly Lodging Performance

February 2026

Source: DestiMetrics

| | | | | | | | |
|-----|---------|-----------|----------|----------|--------|--------|--------------|
| yoY | Feb '26 | Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
| | | 72.9% | \$927.87 | \$676.53 | 35,603 | 25,959 | \$24,086,528 |
| | | -1.8% | 7.1% | 5.3% | -2.7% | -4.4% | 2.5% |



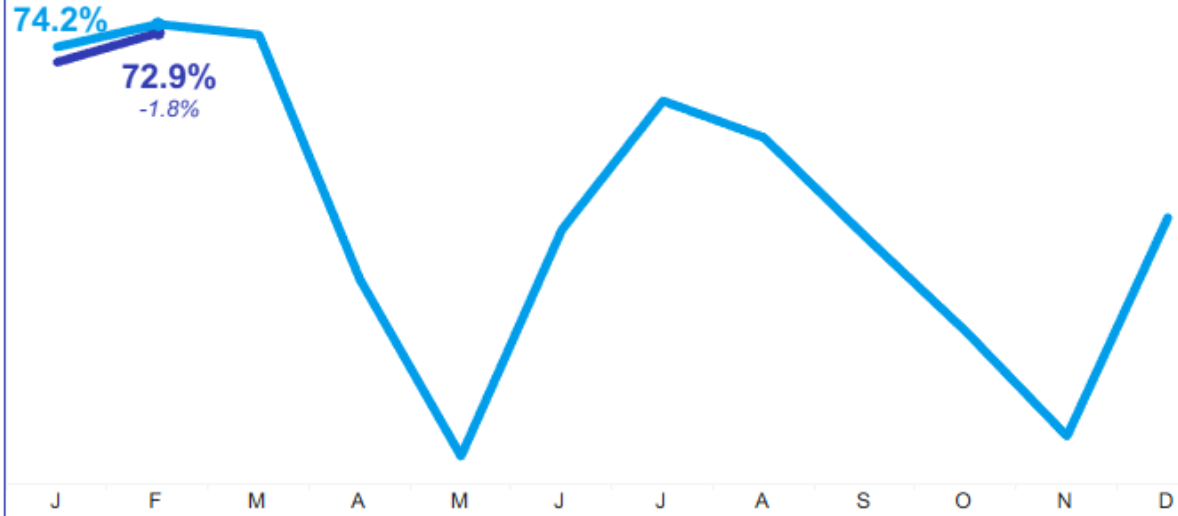
Snowmass Village Monthly Lodging Performance

February 2026

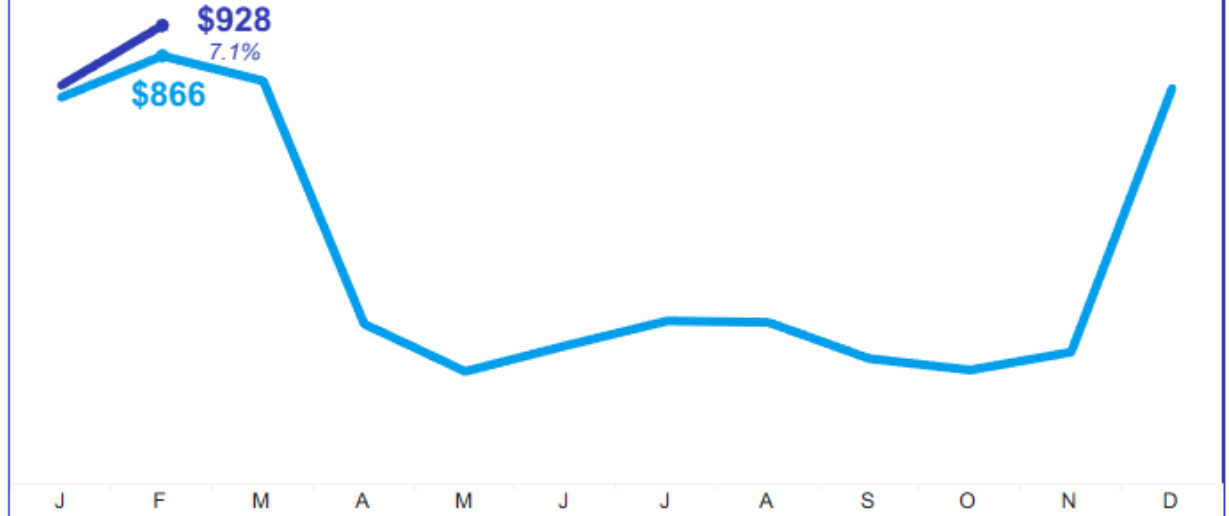
Source: DestiMetrics



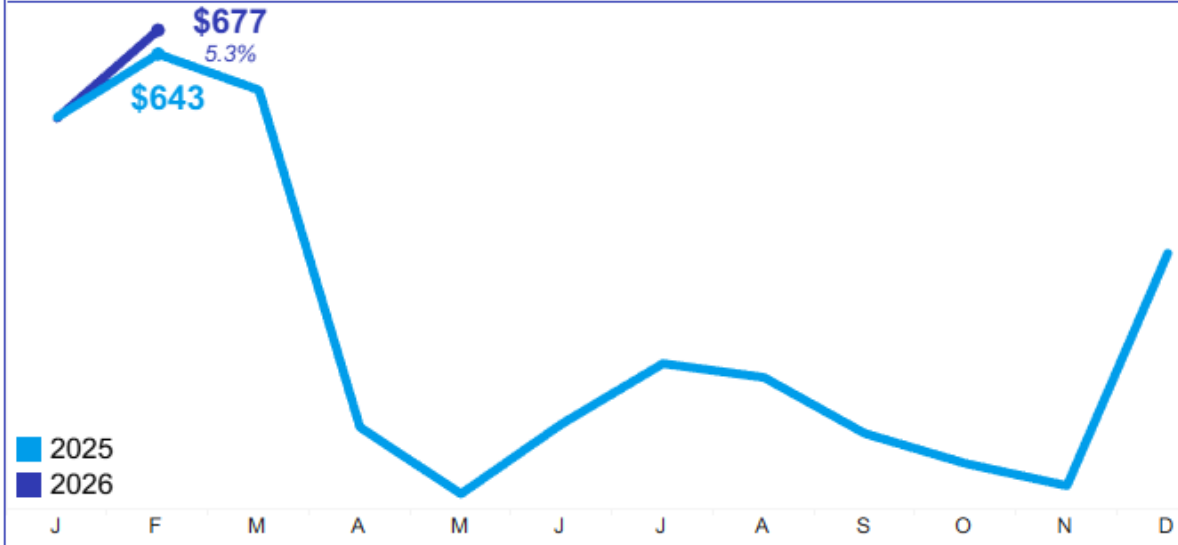
Occupancy



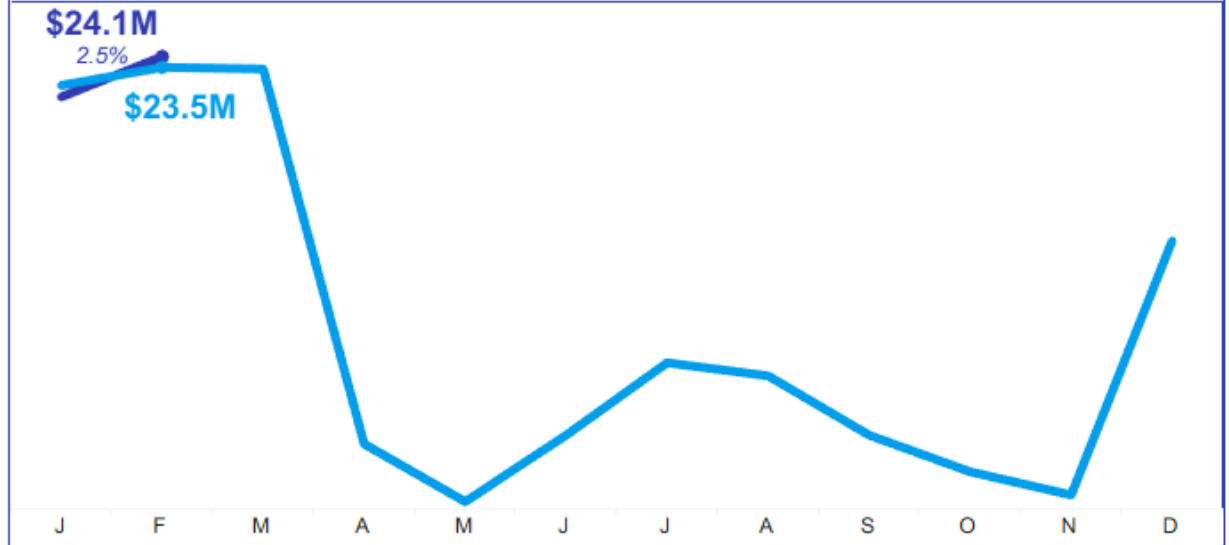
Average Daily Rate



Revenue Per Available Room



Revenue



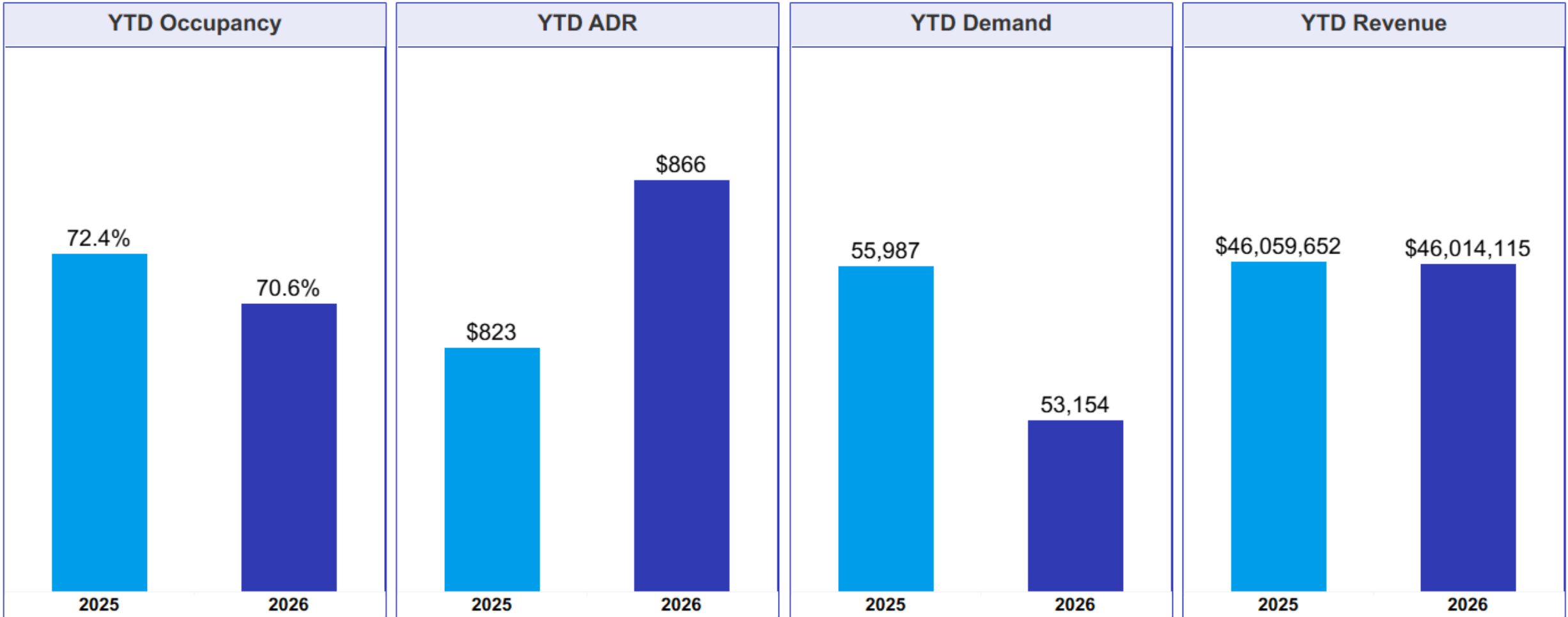
■ 2025
■ 2026

Snowmass Village Monthly Lodging Performance

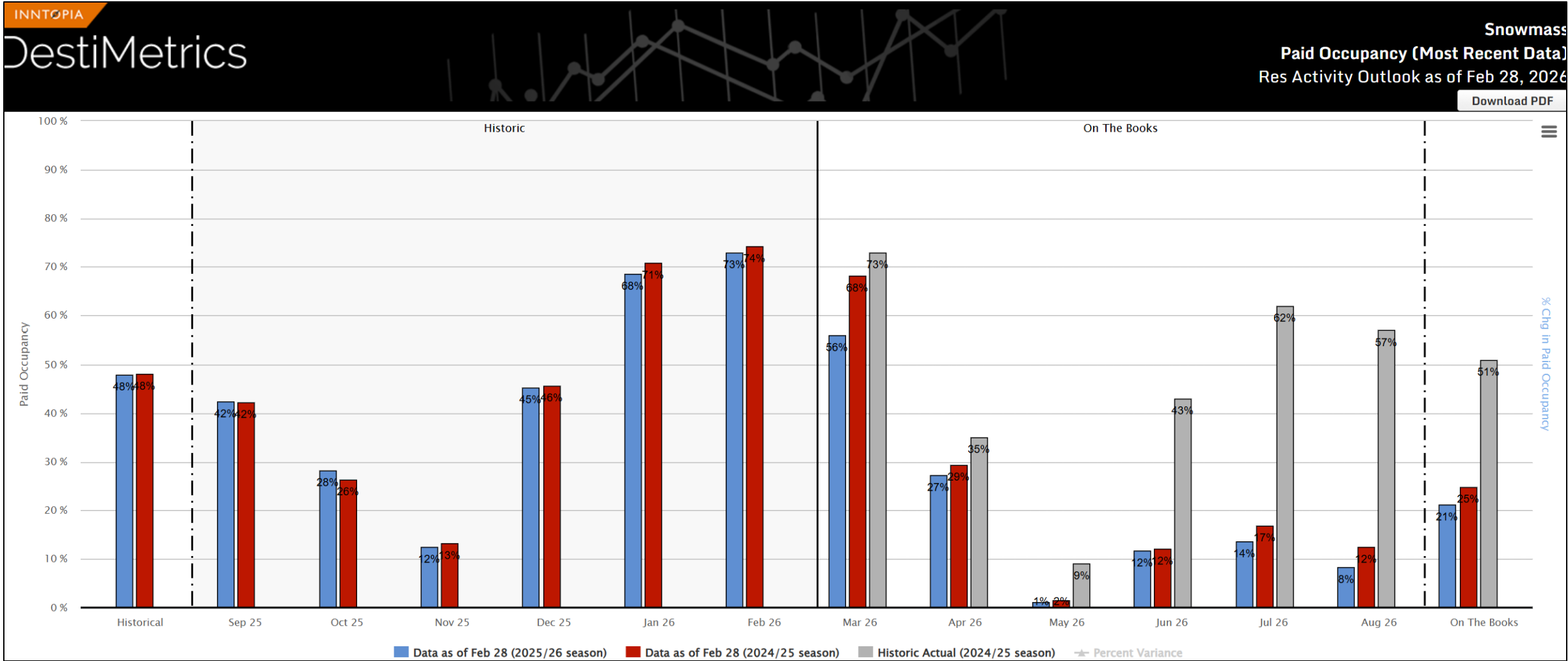
Year To Date Through February 2026

Source: DestiMetrics

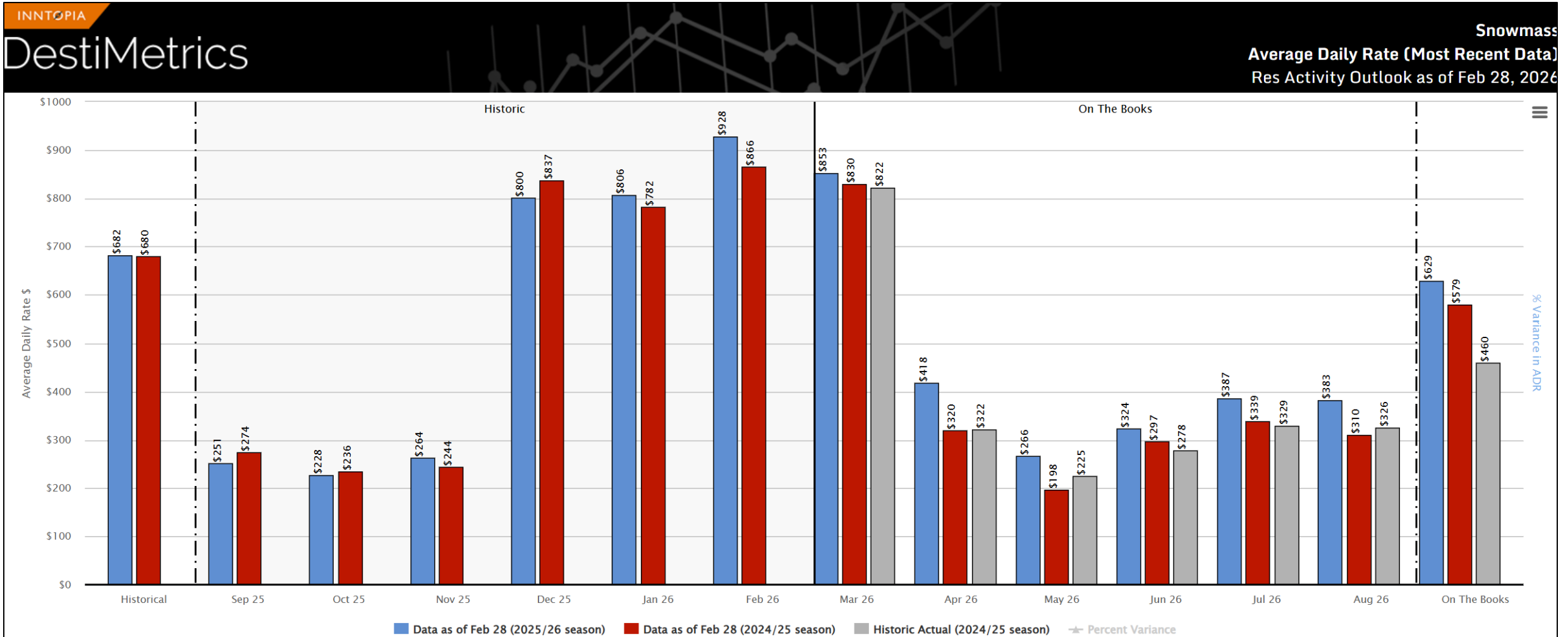
| | Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
|----------------|-----------|----------|----------|--------|--------|--------------|
| YTD '26 | 70.6% | \$865.68 | \$610.91 | 75,321 | 53,154 | \$46,014,115 |
| YOY | -2.6% | 5.2% | 2.5% | -2.6% | -5.1% | -0.1% |



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



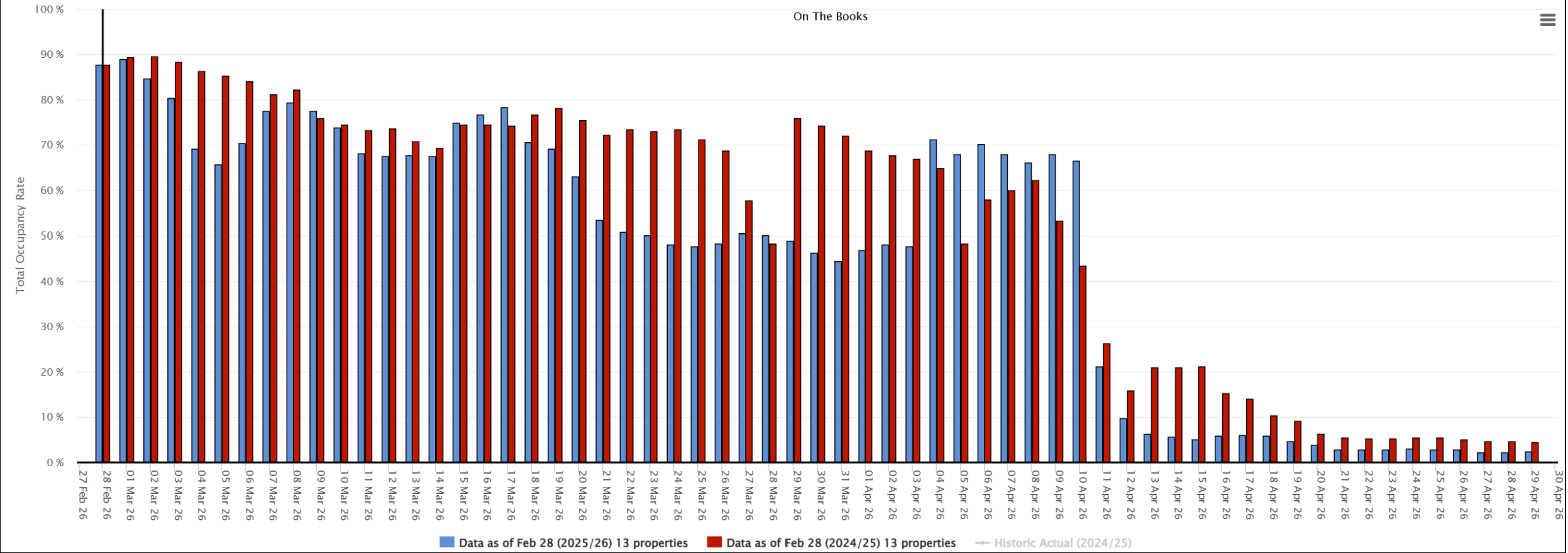
DestiMetrics – Average Daily Rate (Historical & On The Books vs. 2024/25 Season)



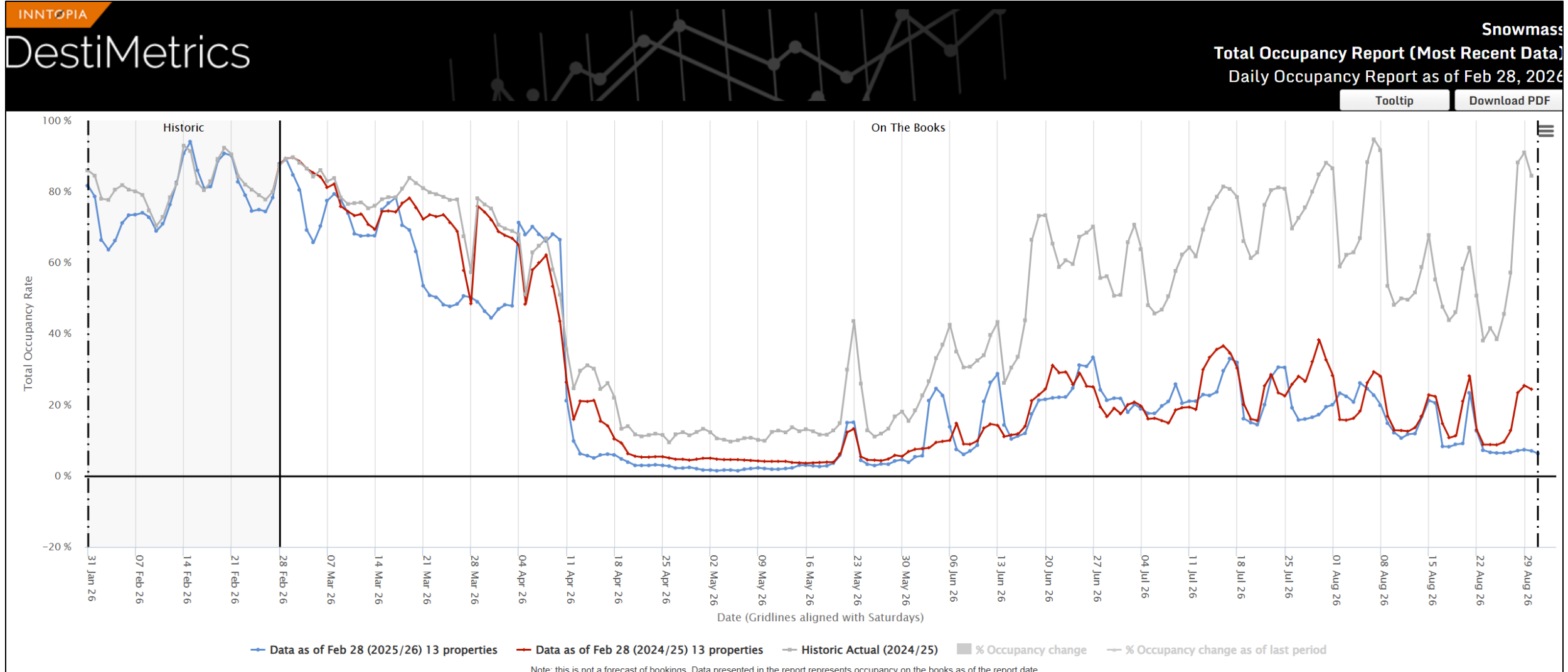
DestiMetrics – Occupancy On The Books by Day

INNTOPIA Snowmass

DestiMetrics **Total Occupancy Report (60-Day Advance View)**
Daily Occupancy Report as of Feb 28, 2026



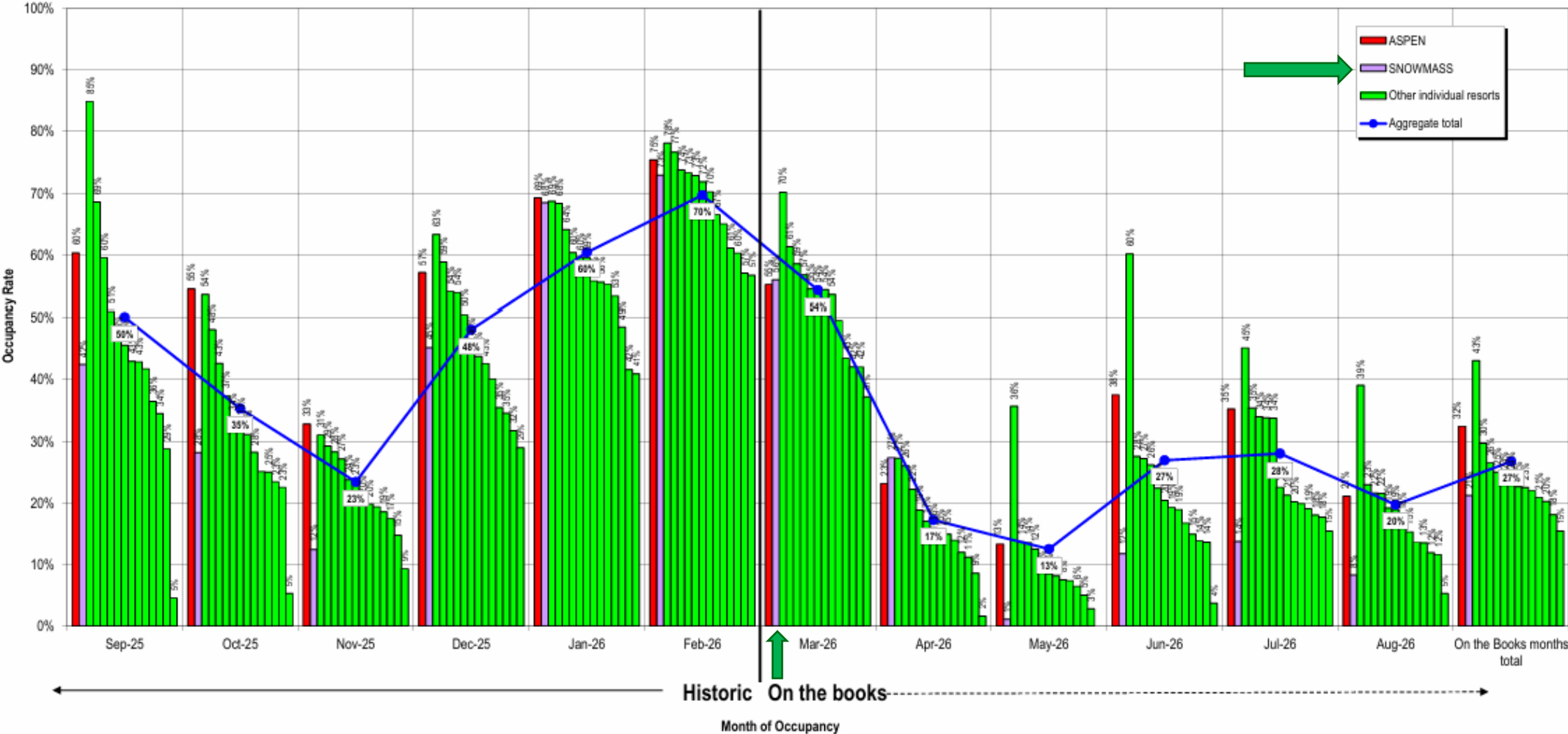
DestiMetrics – Occupancy On The Books by Week



DestiMetrics – Competitive Set Occupancy

ASPEN & SNOWMASS LODGING OCCUPANCY FORECAST
 DESTINATION COMPARATIVE REPORT
 Bookings as of February 28, 2026

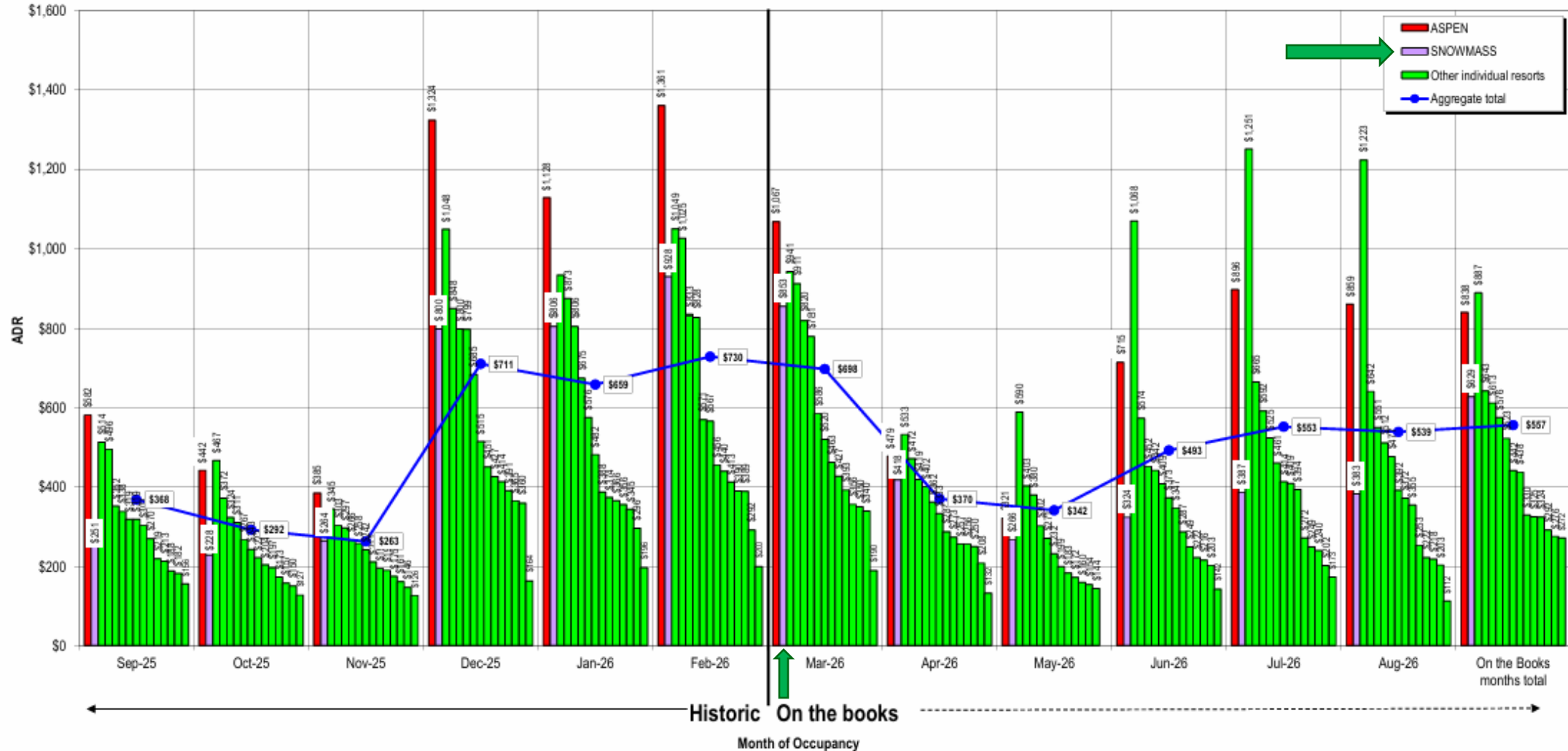
Occupancy Rate: Aspen & Snowmass vs. Other Mountain Resorts



DestiMetrics – Competitive Set ADR

ASPEN & SNOWMASS LODGING OCCUPANCY FORECAST
 DESTINATION COMPARATIVE REPORT
 Bookings as of February 28, 2026

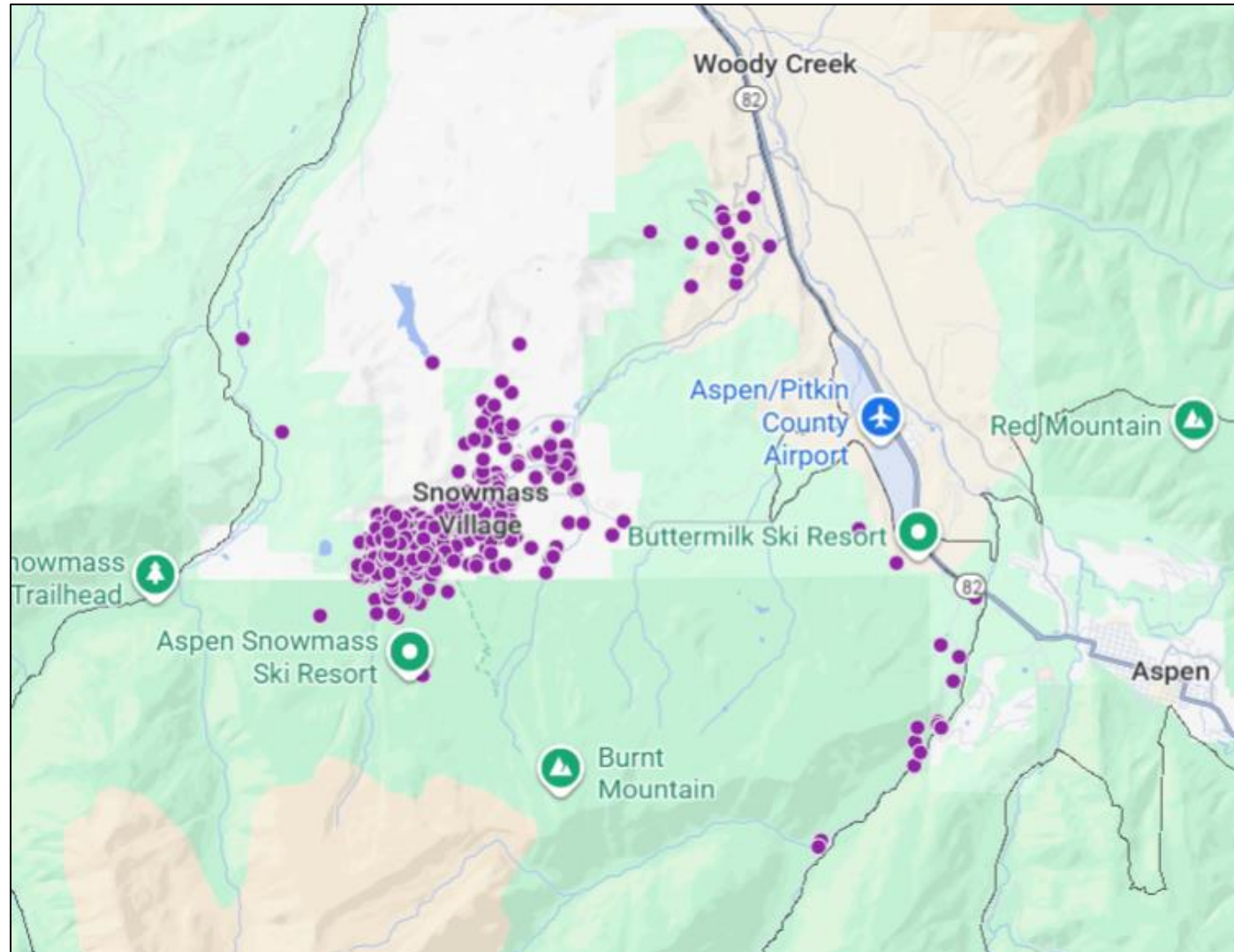
ADR: Aspen & Snowmass vs. Other Mountain Resorts



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-covered mountains under a twilight sky with soft colors. The overall scene is a winter mountain resort.

Airbnb & Vrbo Short Term Rental Data

Snowmass Village's AirDNA Geographical Boundary



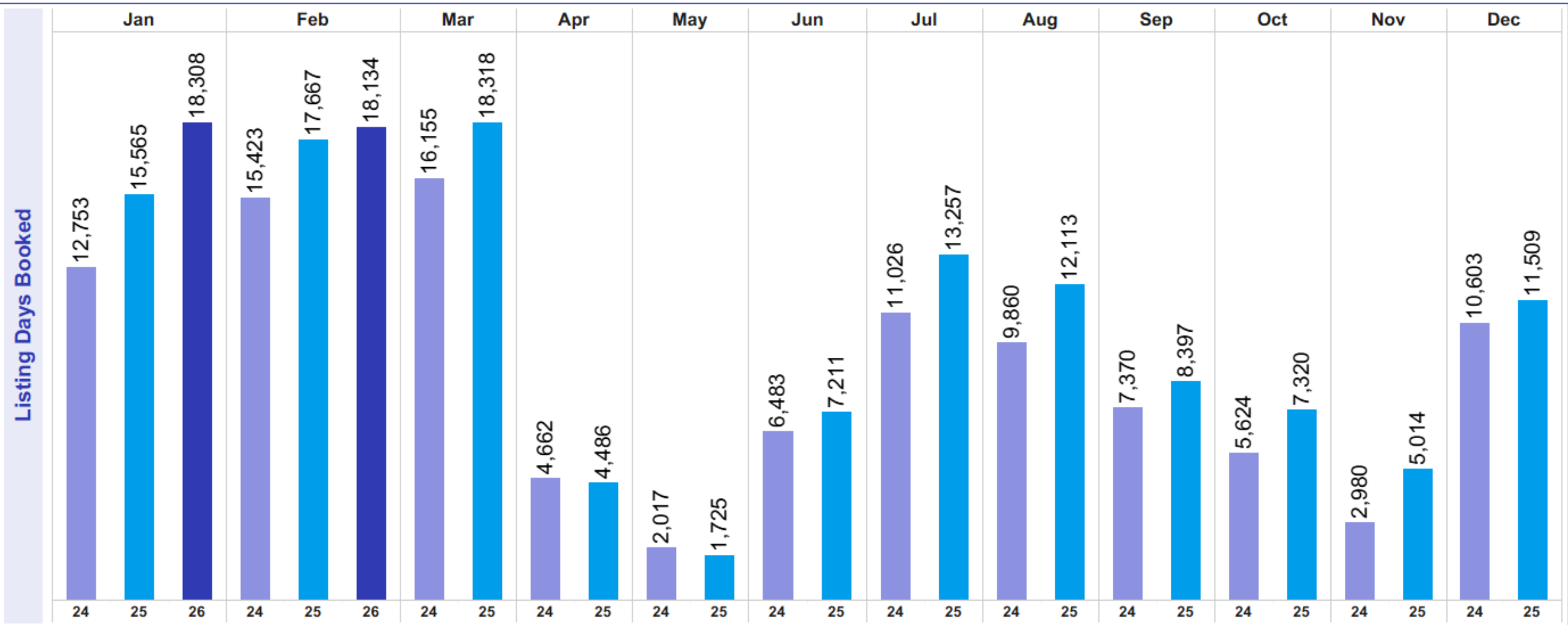
Snowmass Village Monthly Short-Term Rental Performance

February 2026

Source: AirDNA, 'Entire Place' Listings Only



| | | | | | | |
|---------|-----------|------------|----------|-----------------|---------------------|--------------|
| Feb '26 | Occupancy | ADR | RevPAR | Active Listings | Listing Days Booked | Revenue |
| | 74.0% | \$1,349.50 | \$998.44 | 1,052 | 18,134 | \$24,471,833 |
| | -6.9% | 5.5% | -1.8% | 6.6% | 2.6% | 8.3% |

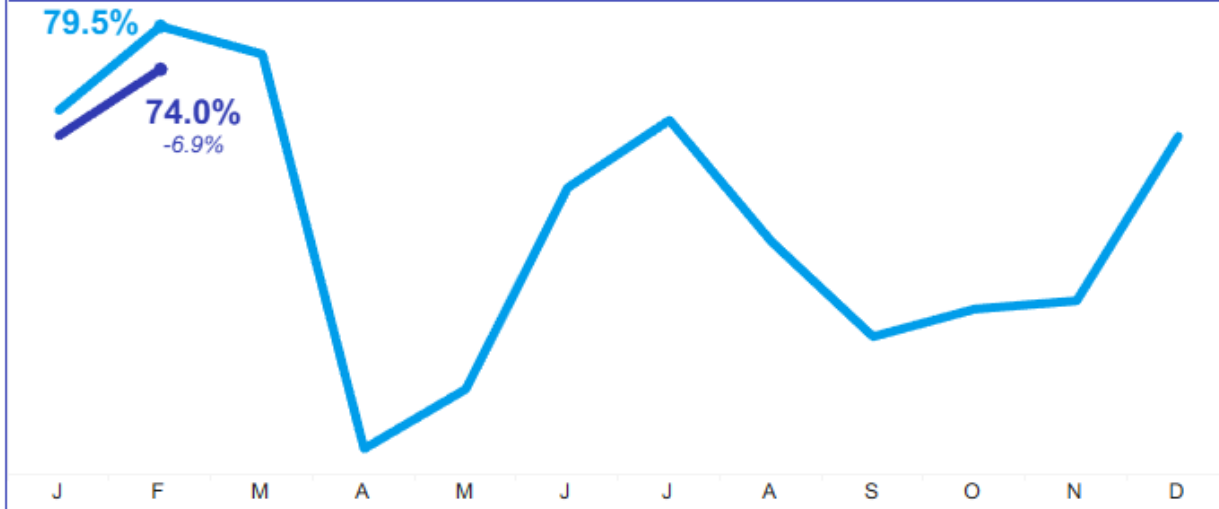


Snowmass Village Monthly Short-Term Rental Performance

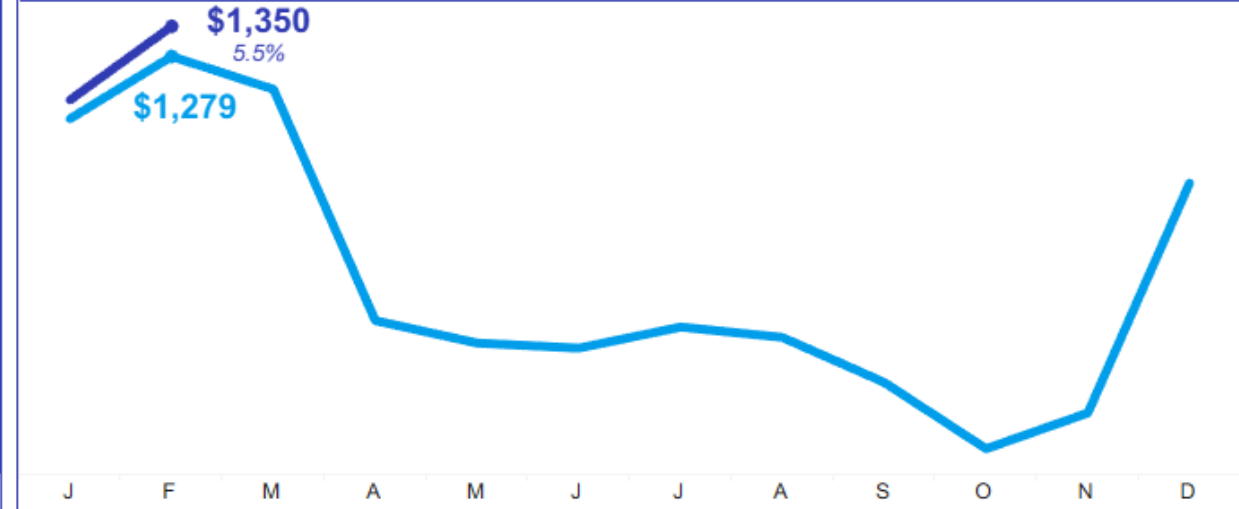
February 2026

Source: AirDNA, 'Entire Place' Listings Only

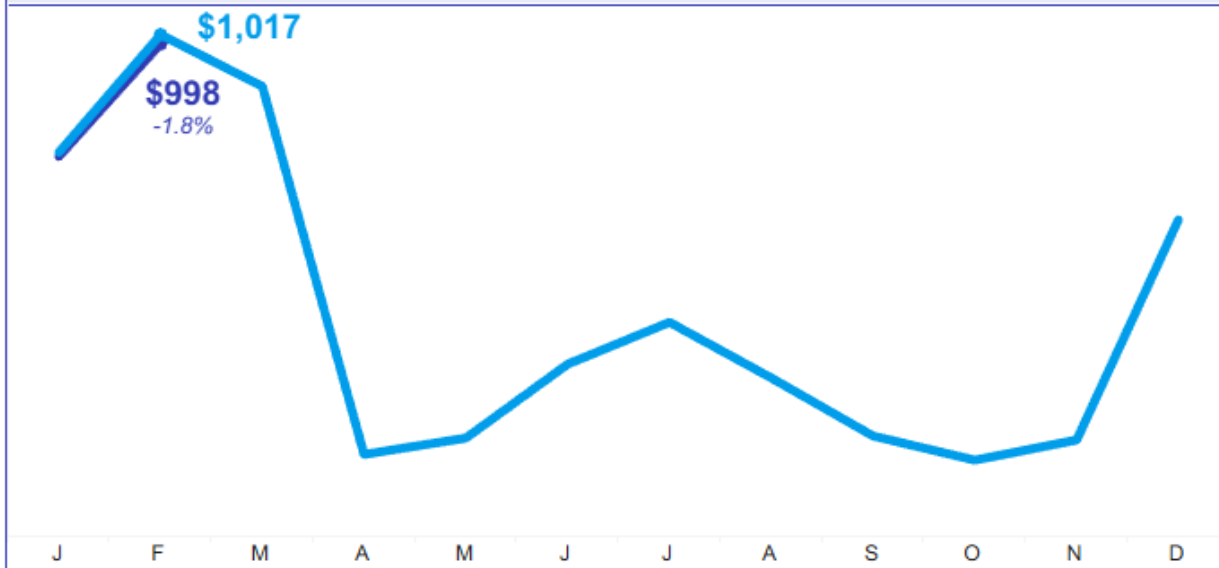
Occupancy



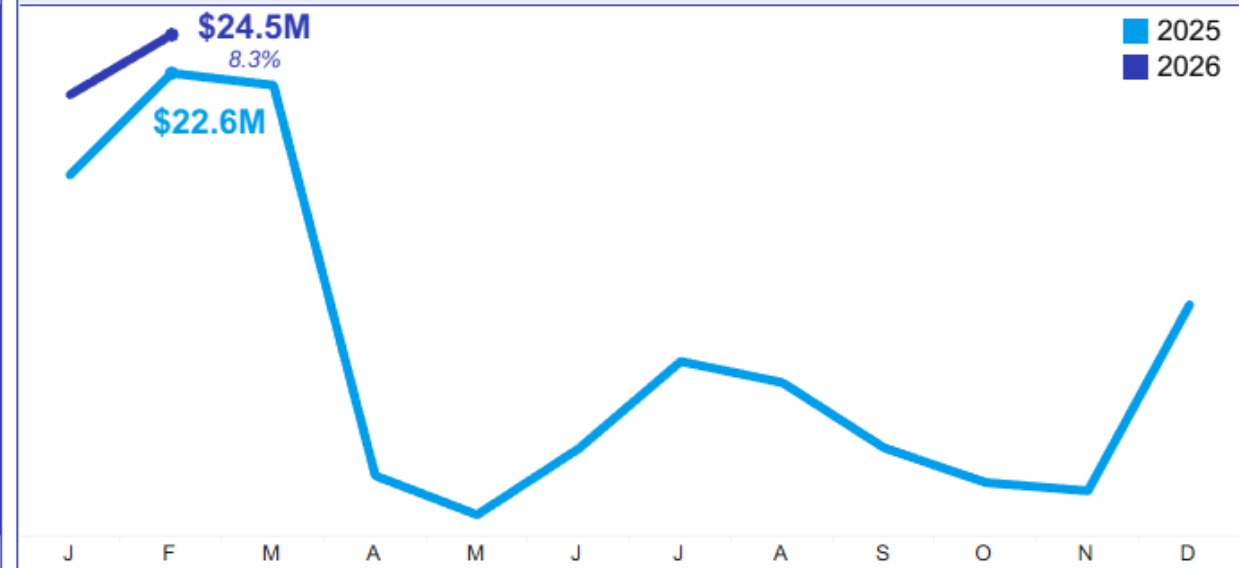
Average Daily Rate



Revenue Per Available Room



Revenue



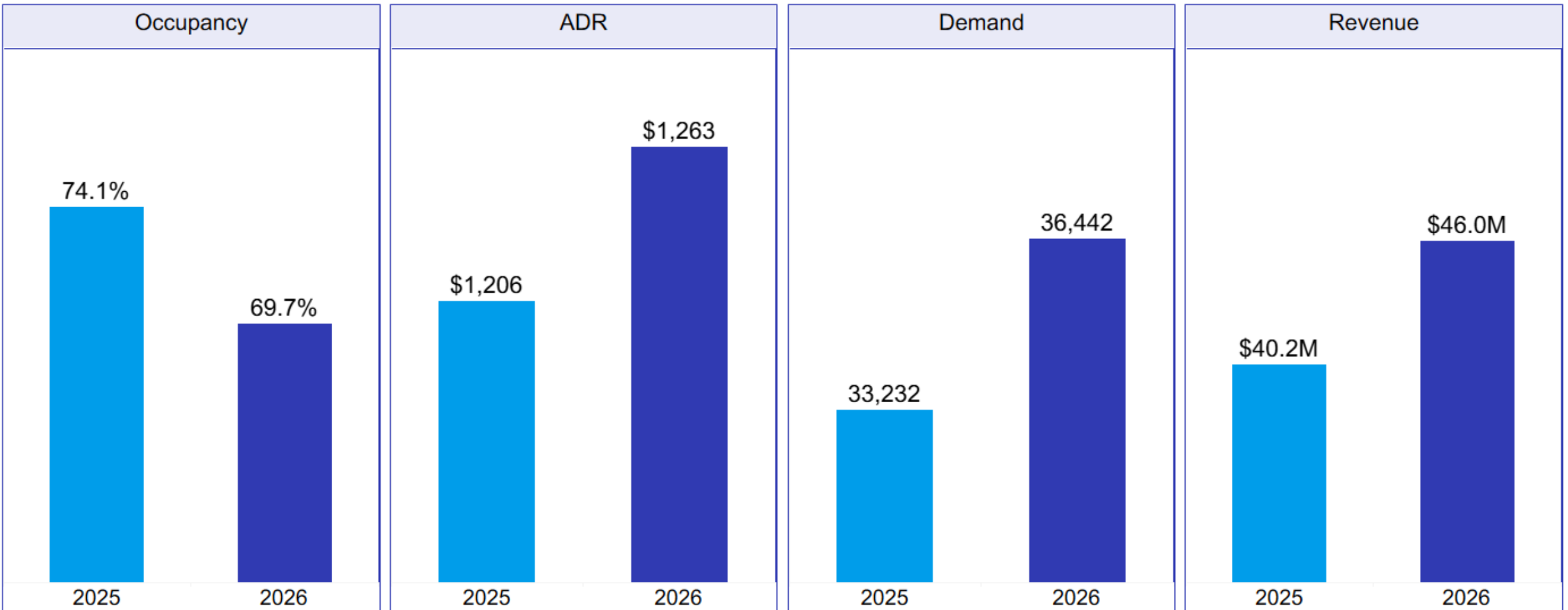
Snowmass Village Monthly Short-Term Rental Performance

Calendar YTD Through February 2026

Source: AirDNA, 'Entire Place' Listings Only



| | | | | | | |
|-----------------|-----------|------------|----------|----------------------|---------------------|--------------|
| YOY CYTD '26 | Occupancy | ADR | RevPAR | Avg. Active Listings | Listing Days Booked | Revenue |
| | 69.7% | \$1,262.95 | \$884.10 | 1,059 | 36,442 | \$46,009,364 |
| | -5.9% | 4.8% | -1.5% | 8.0% | 9.7% | 14.4% |



A modern restaurant interior with a large, glowing chandelier, wooden tables, and a central planter. The space is warm and inviting, with a mix of wood and metal finishes. The chandelier is a large, circular fixture with many small, glowing lights. The tables are set with wine glasses, water glasses, and plates. The central planter is a large, round, light-colored sofa with a variety of green plants on top. The background shows a bar area and more dining tables.

Group Sales

Snowmass Village Monthly Sales Activity Report

Events Booked in February 2026

Source: IDSS



Booked 'Definite' Events

| Event ID | Definite Date | Event Status | Event Name | New or Repeat | Arrival Date | End Date | Total Attendance | Contract Rms |
|--------------------|-------------------|--------------|--|---------------|--------------------|--------------------|------------------|--------------|
| 86671 | February 5, 2026 | Definite | RBC Rochdale 2026 | New | August 5, 2026 | August 7, 2026 | 40 | 100 |
| 87016 | February 6, 2026 | Definite | 2026 UHG Winter Sports | New | April 4, 2026 | April 11, 2026 | 20 | 77 |
| 86086 | February 9, 2026 | Definite | 2027 Annual Convention | New | July 28, 2027 | August 1, 2027 | 240 | 738 |
| 87047 | February 9, 2026 | Definite | Singles Ski Week March 2027 | Repeat | March 13, 2027 | March 20, 2027 | 50 | 190 |
| 84552 | February 10, 2026 | Definite | 51st Annual Winter Urologic Forum | New | January 14, 2027 | January 20, 2027 | 120 | 439 |
| 87056 | February 19, 2026 | Definite | Society of Women Trial Lawyers Oct 2026 meeting | Null | September 30, 2026 | October 3, 2026 | 26 | 77 |
| 86492 | February 20, 2026 | Definite | 2026 Bacardi Summit | New | September 8, 2026 | September 11, 2026 | 70 | 210 |
| 86225 | February 23, 2026 | Definite | SeneGence Royalty Leadership Training Event 2026 | New | September 15, 2026 | September 19, 2026 | 30 | 74 |
| Grand Total | | | | | | | | 1,905 |

Snowmass Village Sales Production Pace Report

February 2026

Source: IDSS, 'Definite' Status Only



| | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Grand Total |
|-------------|------------------|-------|-------|-------|-------|-----|-------|-------|-------|-------|-----|-------|-------|---------------|
| 2026 | Booked Events | 5 | 8 | | | | | | | | | | | 13 |
| | Total Attendance | 330 | 596 | | | | | | | | | | | 926 |
| | Contracted Rooms | 1,345 | 1,905 | | | | | | | | | | | 3,250 |
| | Pickup Rooms | 35 | 0 | | | | | | | | | | | 35 |
| 2025 | Booked Events | 1 | 8 | 9 | 4 | | 4 | 6 | 1 | 9 | 3 | 1 | 6 | 52 |
| | Total Attendance | 20 | 465 | 800 | 421 | | 104 | 185 | 30 | 467 | 200 | 100 | 325 | 3,117 |
| | Contracted Rooms | 37 | 1,283 | 2,539 | 732 | | 400 | 598 | 54 | 1,381 | 590 | 170 | 759 | 8,543 |
| | Pickup Rooms | 30 | 576 | 686 | 458 | | 28 | 557 | 45 | 610 | 64 | 0 | 0 | 3,054 |
| 2024 | Booked Events | 3 | 8 | 15 | 6 | | 16 | 1 | 10 | 9 | 6 | 8 | 8 | 90 |
| | Total Attendance | 134 | 874 | 1,015 | 465 | | 2,316 | 56 | 950 | 2,615 | 481 | 794 | 715 | 10,415 |
| | Contracted Rooms | 904 | 1,915 | 3,749 | 1,428 | | 5,539 | 141 | 3,114 | 6,780 | 910 | 1,024 | 2,534 | 28,038 |
| | Pickup Rooms | 363 | 869 | 2,436 | 1,086 | | 3,380 | 146 | 308 | 222 | 858 | 509 | 933 | 11,110 |
| 2019 | Booked Events | 2 | 5 | 2 | 3 | 2 | 11 | 2 | 1 | 18 | 4 | | 31 | 81 |
| | Total Attendance | 40 | 642 | 370 | 1,036 | 650 | 1,040 | 900 | 80 | 1,758 | 146 | | 878 | 7,540 |
| | Contracted Rooms | 134 | 1,342 | 750 | 4,384 | 24 | 1,637 | 3,368 | 182 | 3,893 | 198 | | 2,791 | 18,703 |
| | Pickup Rooms | 0 | 532 | 0 | 0 | 0 | 52 | 3,557 | 0 | 580 | 0 | | 2,174 | 6,895 |

| Change from 2025 | | Jan | Feb |
|-------------------------|----------------------|-------|------|
| | Booked Events YOY | 4 | 0 |
| | Total Attendance YOY | 310 | 131 |
| | Contracted Rooms YOY | 1,308 | 622 |
| | Pickup Rooms YOY | 5 | -576 |

| Change from 2019 | | Jan | Feb |
|-------------------------|----------------------|-------|-----|
| | Booked Events YOY | 3 | 3 |
| | Total Attendance YOY | 290 | -46 |
| | Contracted Rooms YOY | 1,211 | 563 |
| Pickup Rooms YOY | 35 | -532 | |

Snowmass Village Sales Production Pace Report

February 2026

Source: IDSS, 'Definite Non Contract' Status Only



| | | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Grand Total |
|------|------------------|-------|-------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|
| 2026 | Booked Events | 18 | 25 | | | | | | | | | | | 43 |
| | Total Attendance | 225 | 965 | | | | | | | | | | | 1,190 |
| | Contracted Rooms | 0 | 0 | | | | | | | | | | | 0 |
| | Pickup Rooms | 1,362 | 693 | | | | | | | | | | | 2,055 |
| 2025 | Booked Events | 30 | 15 | 17 | 2 | 2 | 3 | | 1 | | 7 | 5 | 1 | 83 |
| | Total Attendance | 315 | 150 | 570 | 0 | 60 | 40 | | 100 | | 496 | 85 | 900 | 2,716 |
| | 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 | | 568 | 387 | 0 | 6,854 |
| 2024 | 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 |
| 2019 | Booked Events | | | | | | | | | | | 1 | | 1 |
| | Total Attendance | | | | | | | | | | | 30 | | 30 |
| | Contracted Rooms | | | | | | | | | | | 0 | | 0 |
| | Pickup Rooms | | | | | | | | | | | 47 | | 47 |

| Change from 2025 | | Jan | Feb |
|------------------|----------------------|--------|------|
| | Booked Events YOY | -12 | 10 |
| | Total Attendance YOY | -90 | 815 |
| | Contracted Rooms YOY | 0 | 0 |
| | Pickup Rooms YOY | -1,315 | -361 |

| Change from 2019 | | Jan | Feb |
|------------------|------------------|-------|-----|
| | Booked Events | 18 | 25 |
| | Total Attendance | 225 | 965 |
| | Contracted Rooms | 0 | 0 |
| | Pickup Rooms | 1,362 | 693 |

Snowmass Village Monthly Sales Activity Report

Events Arrived in February 2026

Source: IDSS



| Feb '26 | Booked Events | Total Attendance | Contracted Rooms | Pickup Rooms | YTD '26 | Booked Events | Total Attendance | Contracted Rooms | Pickup Rooms |
|---------|---------------|------------------|------------------|--------------|---------|---------------|------------------|------------------|--------------|
| | | 32 | 1,038 | 2,783 | | 1,402 | | 58 | 2,387 |
| YOY | 4 | 21 | -945 | -3,452 | YOY | -7 | 282 | -598 | -7,795 |

Arrived 'Definite' Events

| Event ID | Definite Date | Event Status | Event Name | New or Repeat | Arrival Date | End Date | Total Attendance | Contract Rms |
|--------------------|--------------------|--------------|---|---------------|-------------------|-------------------|------------------|--------------|
| 85791 | September 24, 2025 | Definite | 2026 Adaptive Sports MDC-CAMO with Challenge Aspen I | New | February 1, 2026 | February 6, 2026 | 17 | 42 |
| 82383 | June 7, 2024 | Definite | Hand and Wrist Seminar 2026 | Repeat | February 6, 2026 | February 15, 2026 | 106 | 580 |
| 85468 | June 25, 2025 | Definite | Korn Ferry Ski Retreat 2026 | New | February 18, 2026 | February 22, 2026 | 20 | 80 |
| 84716 | September 23, 2025 | Definite | 50th Annual Midwinter Symposium on Practical Challenges in Ot.. | Repeat | February 19, 2026 | February 27, 2026 | 70 | 212 |
| 82339 | August 13, 2024 | Definite | Mayfield Cranial and Spinal Surgery 2026 | Repeat | February 20, 2026 | February 26, 2026 | 140 | 640 |
| 77103 | April 18, 2023 | Definite | 54nd Aspen Retinal Detachment Society 2026 | Repeat | February 26, 2026 | March 6, 2026 | 100 | 529 |
| 78214 | June 25, 2024 | Definite | 2026 Rocky Mountain Winter Conference in Emergency Medicine | New | February 27, 2026 | March 5, 2026 | 250 | 700 |
| Grand Total | | | | | | | | 2,783 |

Snowmass Village Monthly Sales Activity Report

Events Arrived in February 2026

Source: IDSS

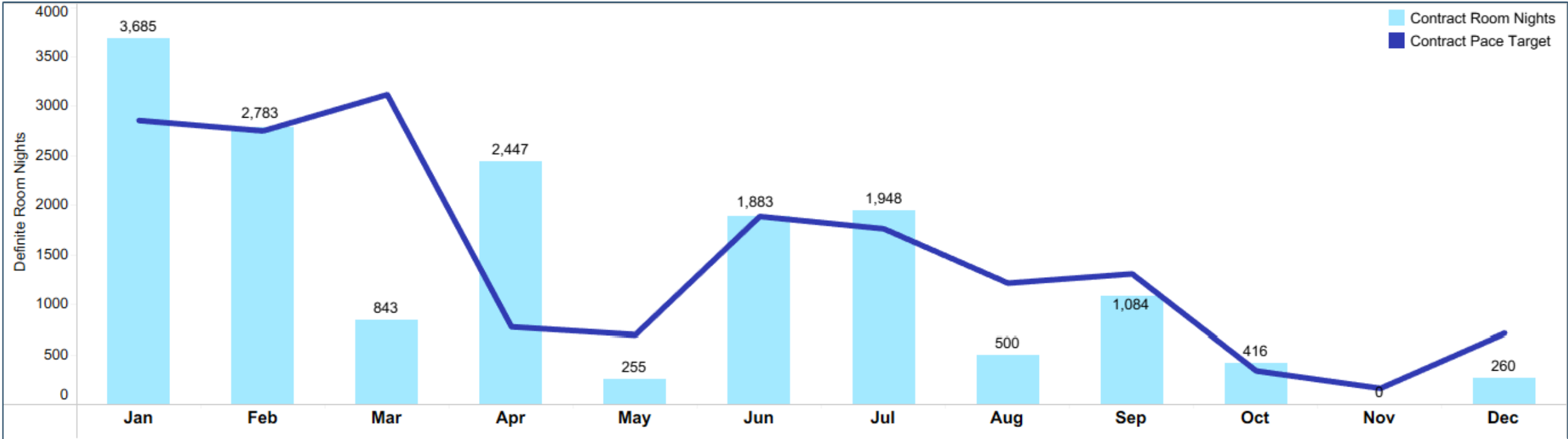


| Arrived 'Definite Non Contract' Events | | | | | | | |
|--|-------------------|-----------------------|--|---------------|-------------------|-------------------|--------------|
| Event ID | Definite Date | Event Status | Event Name | New or Repeat | Arrival Date | End Date | Pickup Rms |
| 86890 | January 22, 2026 | Definite Non Contract | Up the Creek February 2026 | Repeat | February 7, 2026 | February 12, 2026 | 40 |
| 86891 | January 22, 2026 | Definite Non Contract | Birmingham Ski Club 2026 | Repeat | February 7, 2026 | February 14, 2026 | 35 |
| 86894 | January 22, 2026 | Definite Non Contract | Vagabond Ski Club Feb 2026 | Repeat | February 7, 2026 | February 14, 2026 | 56 |
| 86895 | January 22, 2026 | Definite Non Contract | Jacksonville Ski Club Feb 2026 | Repeat | February 7, 2026 | February 14, 2026 | 77 |
| 87058 | February 10, 2026 | Definite Non Contract | Iowa Ski Club Feb 2026 | Repeat | February 7, 2026 | February 14, 2026 | 28 |
| 86896 | January 22, 2026 | Definite Non Contract | Women Sharing Wisdom Ski Group Feb 2026 | New | February 8, 2026 | February 15, 2026 | 178 |
| 87059 | February 12, 2026 | Definite Non Contract | Backpacker Tours Mardi Gras group Feb 2026 | Repeat | February 13, 2026 | February 22, 2026 | 99 |
| 87062 | February 12, 2026 | Definite Non Contract | Pentagon Ski Group Feb 2026 | Repeat | February 14, 2026 | February 21, 2026 | 209 |
| 87129 | February 20, 2026 | Definite Non Contract | Charlotte Ski Club Feb 2026 | Repeat | February 21, 2026 | February 28, 2026 | 208 |
| 87130 | February 20, 2026 | Definite Non Contract | Bad Dogs Ski Group Feb 2026 | Repeat | February 21, 2026 | February 28, 2026 | 142 |
| 87061 | February 12, 2026 | Definite Non Contract | Yodeler Ski Group Feb 2026 | Repeat | February 22, 2026 | March 1, 2026 | 0 |
| 87159 | February 20, 2026 | Definite Non Contract | Chicagoland Club 50 Feb 2026 | Repeat | February 28, 2026 | March 7, 2026 | 0 |
| 87160 | February 20, 2026 | Definite Non Contract | Duneland Ski Club Feb 2026 | Repeat | February 28, 2026 | March 7, 2026 | 0 |
| 87161 | February 20, 2026 | Definite Non Contract | Fort Wayne Ski Club Feb 2026 | Repeat | February 28, 2026 | March 7, 2026 | 0 |
| 87162 | February 20, 2026 | Definite Non Contract | Four Winds Ski Club Feb 2026 | Repeat | February 28, 2026 | March 7, 2026 | 0 |
| 87163 | February 25, 2026 | Definite Non-Contract | Hustlers Ski Group Feb 2026 | Repeat | February 28, 2026 | March 7, 2026 | 0 |
| 87165 | February 25, 2026 | Definite Non-Contract | Inland Ski Club Feb 2026 | Repeat | February 28, 2026 | March 7, 2026 | 0 |
| 87166 | February 20, 2026 | Definite Non-Contract | Joliet Ski Club Feb 2026 | Repeat | February 28, 2026 | March 7, 2026 | 0 |
| 87167 | February 20, 2026 | Definite Non-Contract | Piccadilly Ski Club Feb 2026 | Repeat | February 28, 2026 | March 7, 2026 | 0 |
| 87168 | February 20, 2026 | Definite Non-Contract | Powder Dogs Ski Group Feb 2026 | Repeat | February 28, 2026 | March 7, 2026 | 0 |
| 87170 | February 20, 2026 | Definite Non-Contract | Skunk Hollow Ski Club Feb 2026 | Repeat | February 28, 2026 | March 7, 2026 | 0 |
| 87171 | February 20, 2026 | Definite Non-Contract | Tequila Skiing Friends Feb 2026 | New | February 28, 2026 | March 7, 2026 | 0 |
| 87228 | February 27, 2026 | Definite Non Contract | AEA Ski Group Feb 2026 | Repeat | February 28, 2026 | March 7, 2026 | 0 |
| 82555 | November 4, 2025 | Definite Non Contract | Chicago Ski Council Week 2026 | Repeat | February 28, 2026 | March 7, 2026 | 0 |
| 87229 | February 27, 2026 | Definite Non Contract | Wilmington Ski Club Feb 2026 | Repeat | February 28, 2026 | March 7, 2026 | 0 |
| Grand Total | | | | | | | 1,072 |

Snowmass Village Sales Pace Report

Demand for 2026

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



Consumption

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Grand Total |
|--------------------------|--------|--------|--------|--------|-------|-------|--------|-------|-------|--------|------|-------|-------------|
| Contract Room Nights | 3,685 | 2,783 | 843 | 2,447 | 255 | 1,883 | 1,948 | 500 | 1,084 | 416 | 0 | 260 | 16,104 |
| 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 | 827 | 30 | -2,276 | 1,672 | -442 | -5 | 185 | -715 | -224 | 78 | -163 | -453 | -1,486 |
| Contract Pace Percentage | 128.9% | 101.1% | 27.0% | 315.8% | 36.6% | 99.7% | 110.5% | 41.2% | 82.9% | 123.0% | 0.0% | 36.5% | 91.6% |

Website Metrics

SNOWMASS
COLORADO

Top Pages – February 2026

| Rank | Page Path and Screen Class | Views | Active Users | Events Count |
|------|---|--------|--------------|--------------|
| 1 | / | 15,229 | 12,260 | 41,218 |
| 2 | /winter/ | 14,775 | 12,979 | 42,023 |
| 3 | /the-nostalgia-of-snowmass-village-memories-of-a-lifetime/ | 5,493 | 5,284 | 16,239 |
| 4 | /events/ | 2,442 | 1,599 | 6,419 |
| 5 | /lodging/ | 2,130 | 1,485 | 4,985 |
| 6 | /snowmass-lodging/ | 1,950 | 1,422 | 3,294 |
| 7 | /dining/ | 1,939 | 1,163 | 4,934 |
| 8 | /summer/ | 1,799 | 1,790 | 5,385 |
| 9 | /snowmass-village-ultimate-family-guide-winter-adventure-on-off-slopes/ | 1,514 | 1,275 | 4,286 |
| 10 | /things-to-do/ | 1,369 | 1,092 | 2,934 |

Source: GA4

Top Cities – January-February 2026

| Rank | City | Sessions | Event Counts |
|------|----------------------|----------|--------------|
| 1 | Los Angeles, CA | 4,109 | 13,785 |
| 2 | New York, NY | 3,884 | 13,818 |
| 3 | Chicago, IL | 3,789 | 13,026 |
| 4 | Denver, CO | 3,194 | 11,733 |
| 5 | Houston, TX | 2,801 | 9,785 |
| 6 | Dallas, TX | 2,026 | 7,928 |
| 7 | Atlanta, GA | 1,720 | 6,254 |
| 8 | Charlotte, NC | 1,533 | 4,996 |
| 9 | Miami, FL | 1,229 | 4,528 |
| 10 | Snowmass Village, CO | 1,142 | 5,352 |

Source: GA4

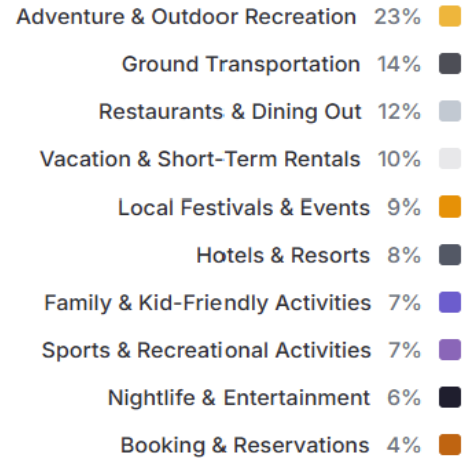
Top Channel Acquisitions – February 2026

| Rank | Session Default Channel Group | Sessions | Active Users |
|------|-------------------------------|----------|--------------|
| 1 | Organic Social | 20,046 | 17,696 |
| 2 | Direct | 12,865 | 10,883 |
| 3 | Organic Search | 10,153 | 7,657 |
| 4 | Paid Search | 7,028 | 6,154 |
| 5 | Display | 4,870 | 4,820 |
| 6 | Unassigned | 1,794 | 1,713 |
| 7 | Referral | 578 | 451 |
| 8 | Email | 84 | 27 |
| 9 | Cross-network | 71 | 71 |
| 10 | Organic Video | 49 | 46 |

Source: GA4

GuideGeek Analytics – February 2026

Top Categories ⓘ



Outgoing Link Clicks (top 10)

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

| Link | Clicks |
|---|--------|
| https://www.aspensnowmass.com/visit/tickets-and-passes/lift-tickets | 12 |
| https://www.gosnowmass.com/activity/sunset-tuesdays-at-elk-camp/ | 11 |
| https://www.gosnowmass.com/dining/ | 6 |
| https://www.gosnowmass.com/newsletter/ | 5 |
| https://www.gosnowmass.com/lodging/ | 5 |
| https://www.blazingadventures.com/ | 5 |
| https://www.aspensnowmass.com/four-mountains/snowmass/mountain-cams | 5 |
| https://www.aspensnowmass.com/four-mountains/snowmass/mountain-cams | 5 |
| https://www.gosnowmass.com/activity/snow-tubing/ | 4 |
| https://www.gosnowmass.com/10-outdoor-activities-in-snowmass-village-that-your-family-will-love-from-a-local/ | 4 |

Most Used Sources (top 10)

| Link | Sends |
|--|-------|
| Upcoming Events in Snowmass Village Snowmass Tourism | 30 |
| Snowmass Stats, Lift Hours & Important Dates Snowmass Ski Area | 29 |
| Planning Your Snowmass Vacation - The Scoop GoSnowmass | 26 |
| Snowmass, Colorado Official Lodging, Activities, and Visitor's Guide | 24 |
| Snowmass Activities, Sports and Outdoor Recreation Go Snowmass | 23 |
| Snowmass Mountain Lodging Snowmass Village Lodging | 22 |
| Itineraries for Every Age GoSnowmass | 20 |
| Top Kids' Winter Activities - The Scoop GoSnowmass | 20 |
| Aspen Snowmass Lift Tickets & Resort Info Snowmass Ski Area | 19 |
| Skiing - Snowmass Ski Area Snowmass Village Activities | 18 |

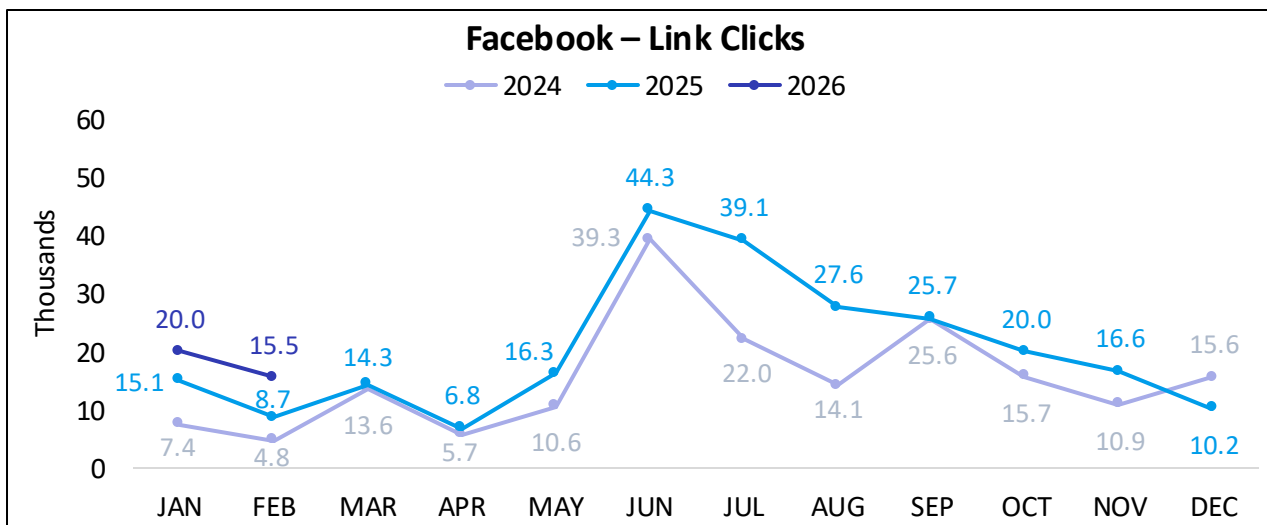
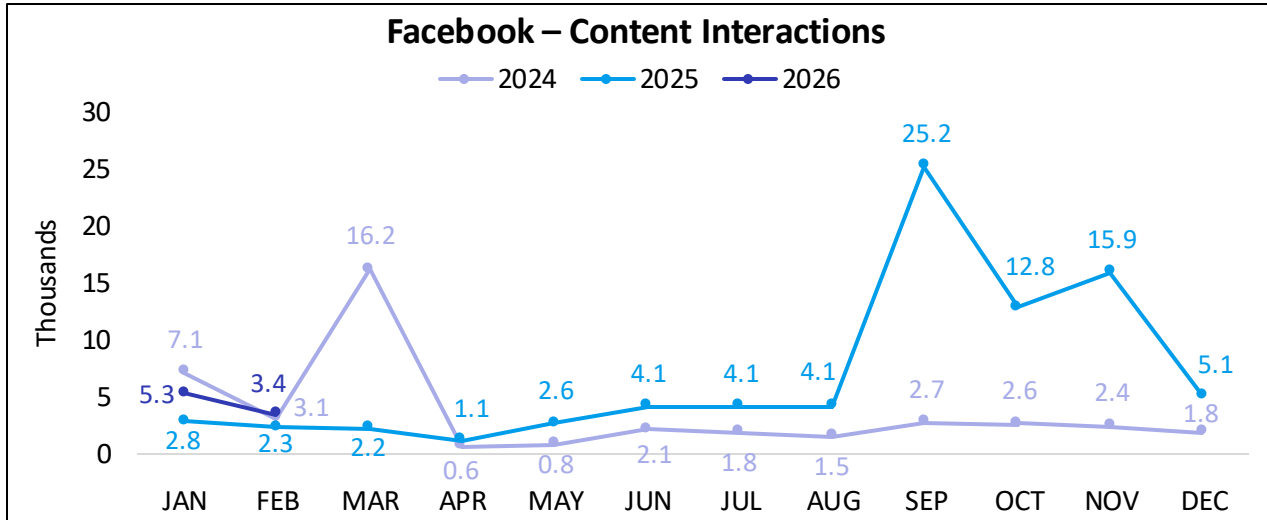
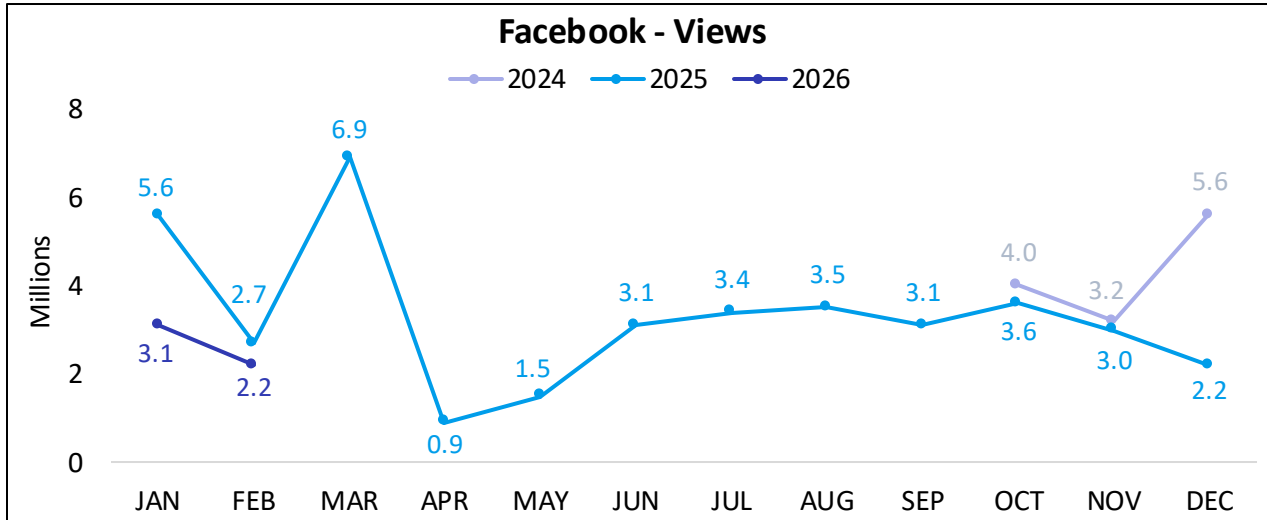


Source: GuideGeek

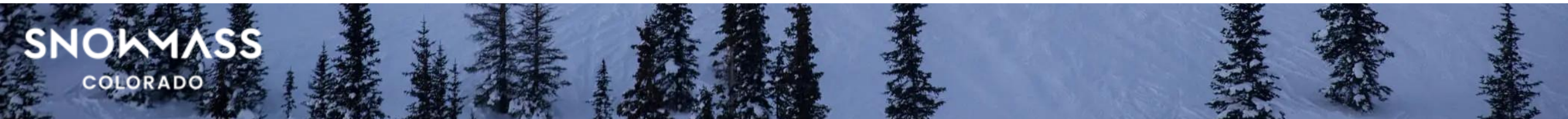


Social Media, Guest Interactions, and Paid Marketing Campaigns

Facebook – Views, Content Interactions & Link Clicks



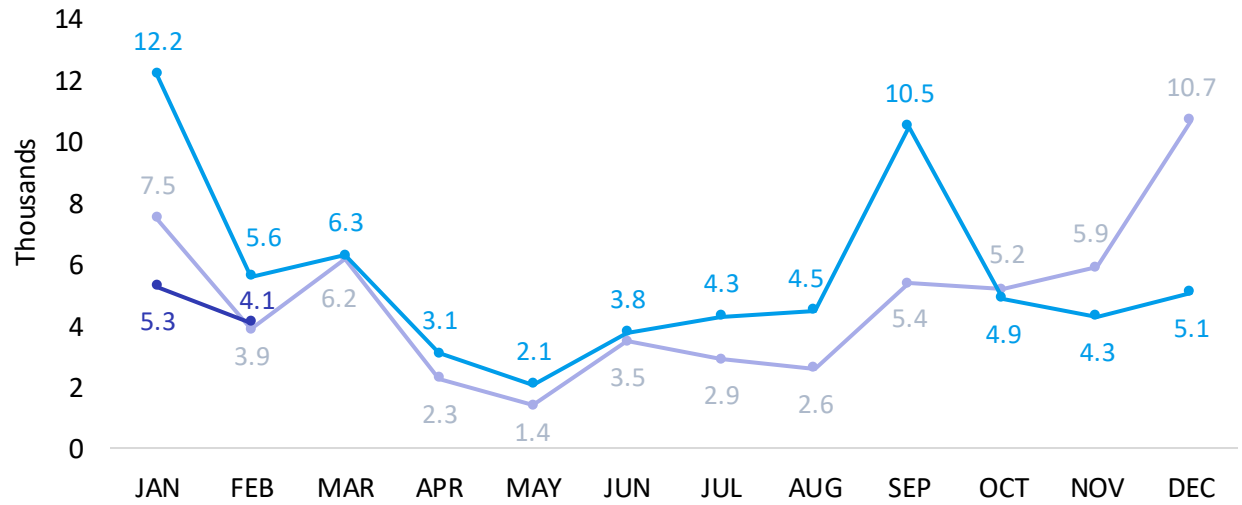
Source: Facebook



Facebook – Visits & Follows

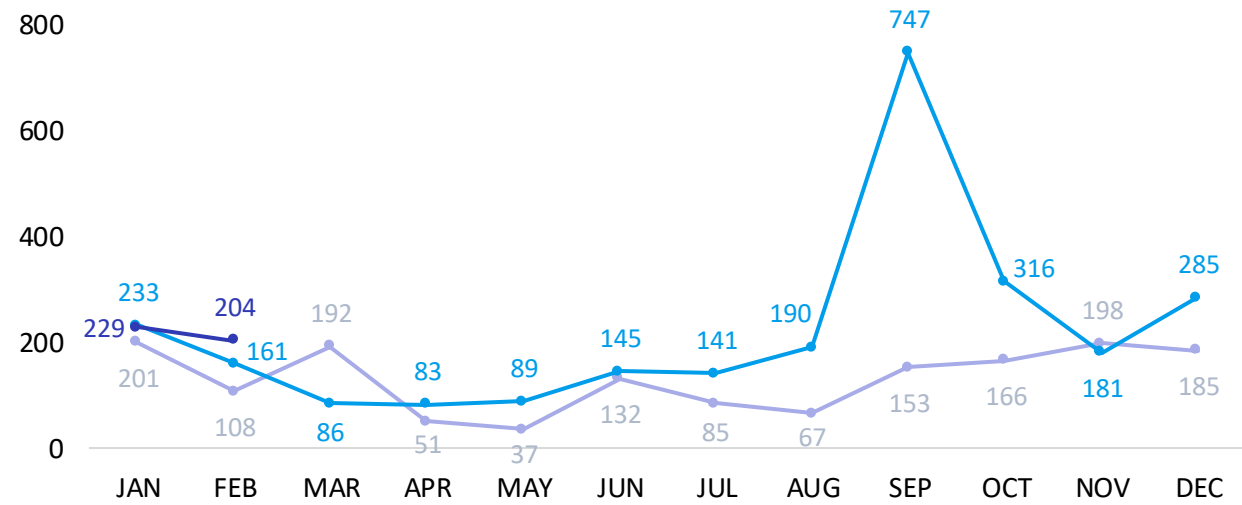
Facebook – Visits

— 2024 — 2025 — 2026



Facebook – Follows

— 2024 — 2025 — 2026

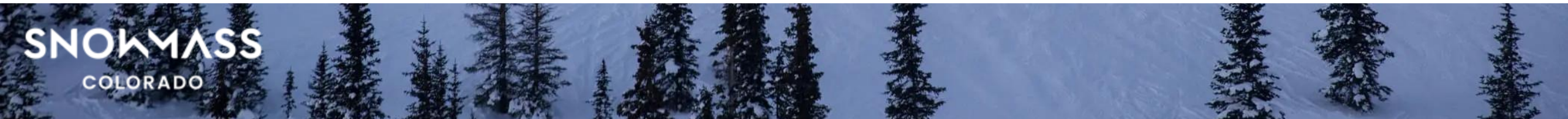


Source: Facebook

Facebook Top Social Posts – February 2026

| Post Date | Caption | Views | Reach | Reactions | Comments | Total Clicks |
|-----------|---|-------|-------|-----------|----------|--------------|
| 2/16/2026 | Back to our regularly scheduled winter programming | 8,346 | 7,844 | 159 | 10 | 801 |
| 2/13/2026 | Yesterday's storm delivered some great snow, and our patience was rewarded | 6,458 | 4,541 | 143 | 5 | 224 |
| 2/14/2026 | Happy Love Day from Snowmass! | 4,718 | 3,178 | 87 | 3 | 142 |
| 2/6/2026 | POV: it's time for a hot cocoa break on your first day of @aspensnowmass Ski School | 4,472 | 3,150 | 42 | 2 | 184 |
| 2/4/2026 | Dreaming of powder days. | 4,435 | 3,122 | 55 | 2 | 159 |
| 2/20/2026 | Ever wondered if you have what it takes to compete like the pros? | 3,165 | 2,085 | 24 | 1 | 59 |
| 2/11/2026 | The snow is back! This is your friendly reminder to get out there with the pups | 3,026 | 2,627 | 37 | 4 | 33 |
| 2/25/2026 | March is in just a few days, which means SPRING BREAK is coming soon! | 2,195 | 1,813 | 34 | 1 | 14 |

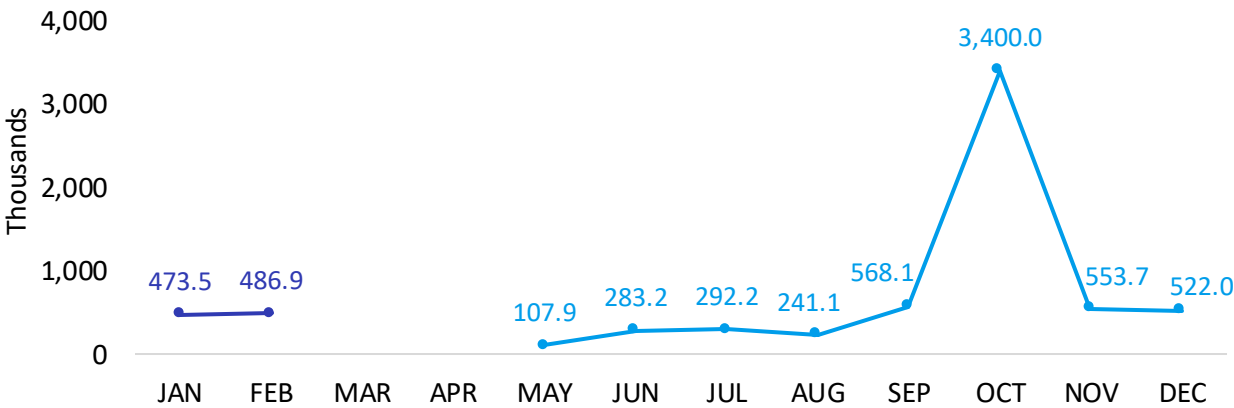
Source: Facebook



Instagram - Views, Content Interactions & Link Clicks

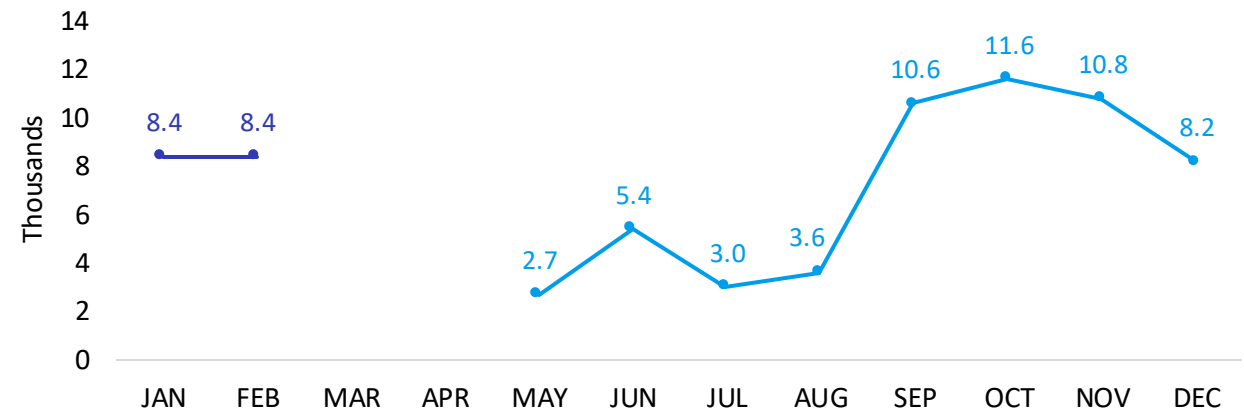
Instagram - Views

— 2025 — 2026



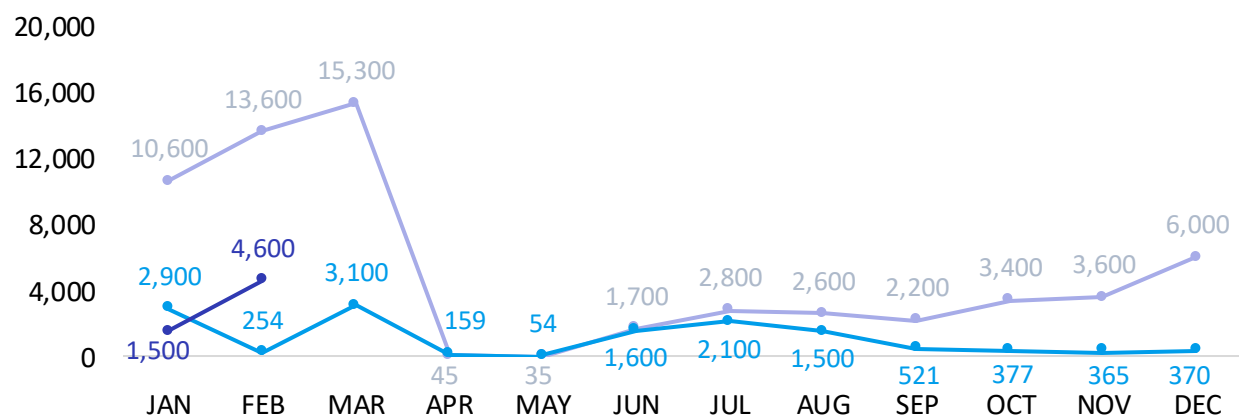
Instagram - Content Interactions

— 2025 — 2026



Instagram - Link Clicks

— 2024 — 2025 — 2026

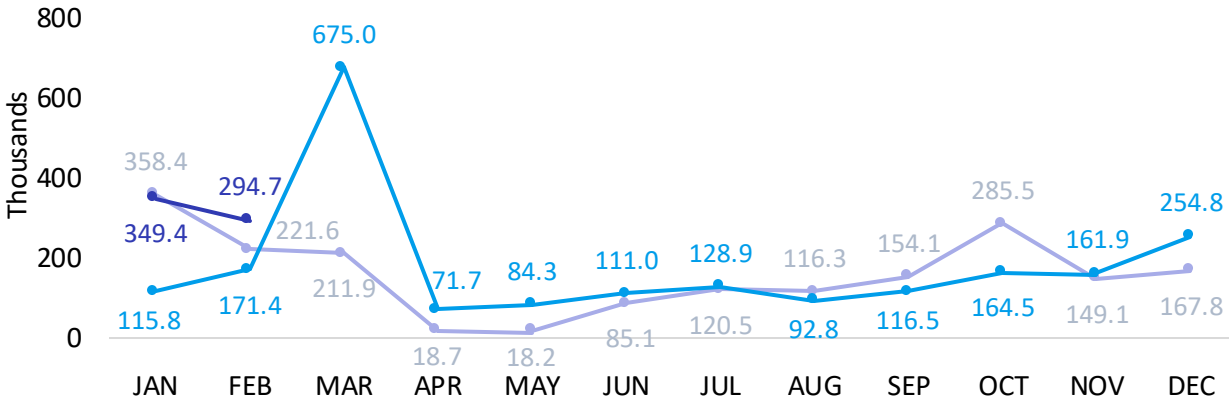


Source: Instagram

Instagram – Reach, Visits & Follows

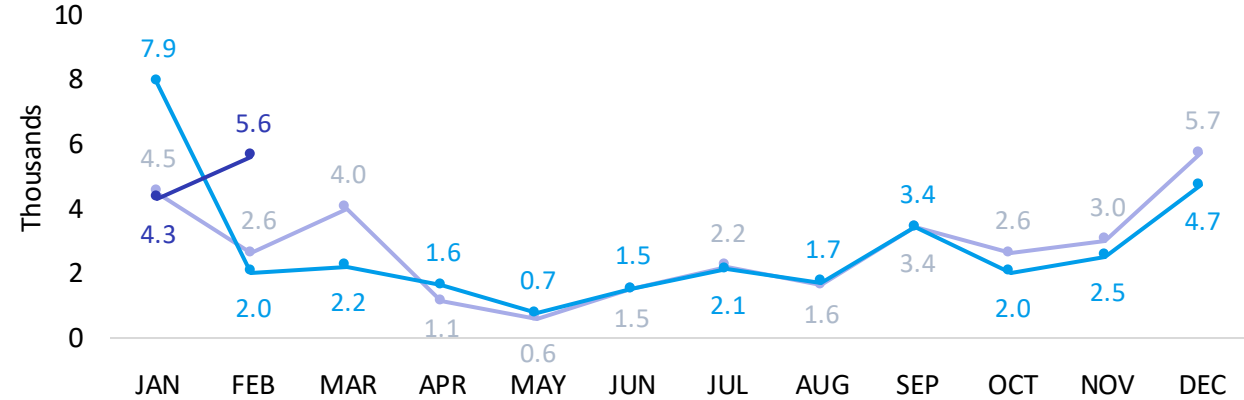
Instagram - Reach

— 2024 — 2025 — 2026



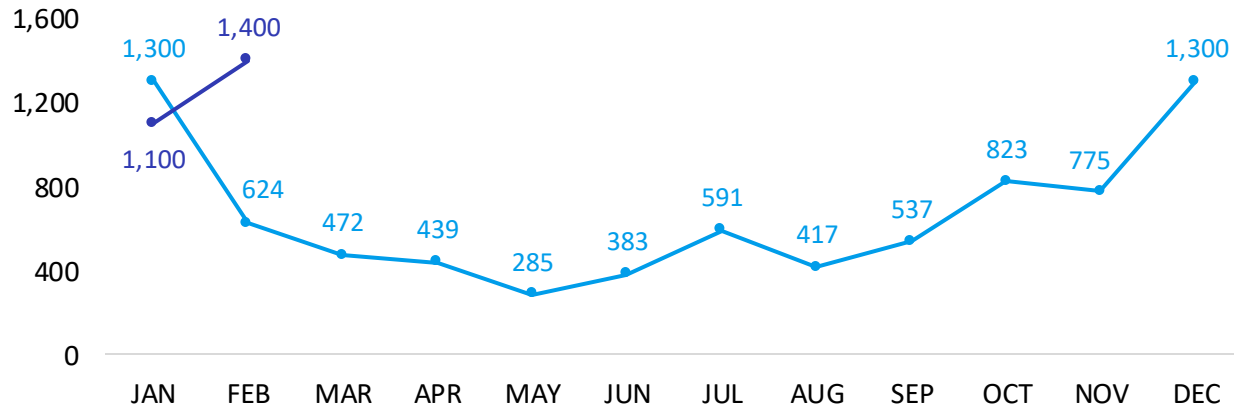
Instagram – Visits

— 2024 — 2025 — 2026



Instagram – Follows

— 2025 — 2026

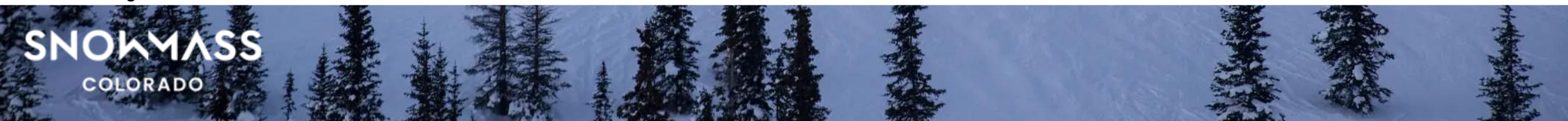


Source: Instagram

Instagram Top Social Posts – February 2026

| Date | Caption | Views | Likes | Shares | Comments | Saves | Reach | Follows |
|-----------|---|--------|-------|--------|----------|-------|--------|---------|
| 2/13/2026 | Thanks to the hard work of our mountain teams, and fresh | 84,907 | 2,475 | 750 | 29 | 0 | 56,788 | |
| 2/12/2026 | Live conditions update from Snowmass, it's winter again! | 67,017 | 1,747 | 700 | 57 | 0 | 49,248 | |
| 2/2/2026 | This is your sign to plan a winter long weekend in Aspen and | 46,895 | 1,354 | 273 | 27 | 203 | 30,280 | 191 |
| 2/16/2026 | Back to our regularly scheduled winter programming | 30,291 | 1,380 | 199 | 42 | 9 | 15,976 | 77 |
| 2/10/2026 | A world of culinary exploration that fits in your jacket pocket | 23,588 | 321 | 135 | 27 | 0 | 17,978 | |
| 2/14/2026 | Happy Love Day from Snowmass! | 12,421 | 308 | 97 | 9 | 12 | 4,097 | 2 |
| 2/6/2026 | POV: it's time for a hot cocoa break on your first day of | 12,015 | 444 | 30 | 10 | 3 | 6,517 | 11 |
| 2/19/2026 | Landing at @aspenairport and skiing powder in Snowmass | 7,956 | 342 | 40 | 8 | 5 | 5,678 | 6 |
| 2/11/2026 | The snow is back! This is your friendly reminder to get out | 6,509 | 189 | 9 | 10 | 2 | 5,054 | 3 |
| 2/4/2026 | Anyone else's dreams looking a lot like this lately? | 6,108 | 203 | 14 | 10 | 5 | 2,757 | 3 |
| 2/23/2026 | With over 3,000 acres of skiable terrain, Snowmass offers | 5,958 | 206 | 32 | 10 | 0 | 4,478 | |
| 2/20/2026 | Ever wondered if you have what it takes to compete like the | 5,099 | 111 | 14 | 1 | 1 | 2,030 | 0 |
| 2/25/2026 | It's almost March, which means it's almost SPRING BREAK! | 2,527 | 88 | 13 | 5 | 4 | 1,917 | 1 |

Source: Instagram

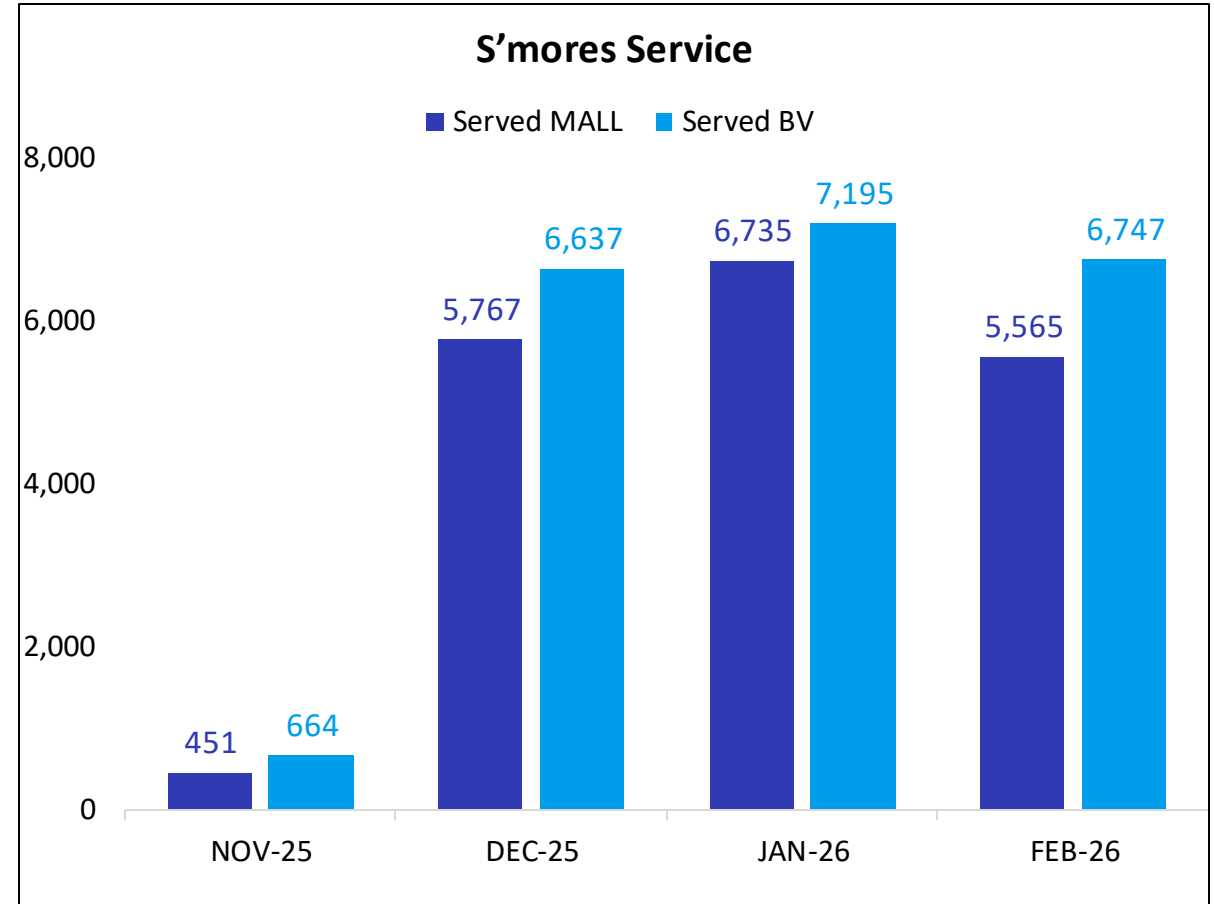
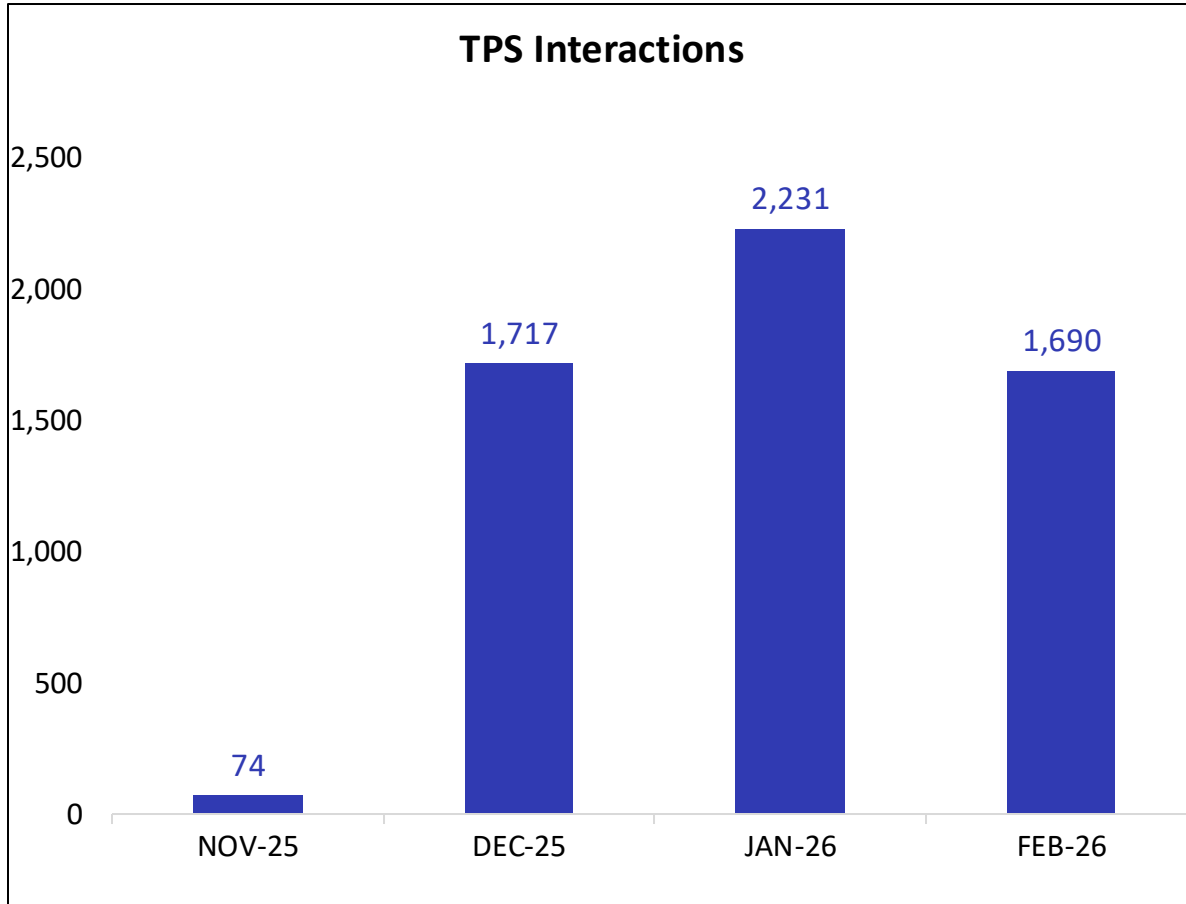


Paid Marketing Campaigns – February 2026

| Traffic Source | Impressions | Clicks | CTR | CONV: All |
|-------------------|-------------|--------|--------|-----------|
| Facebook | 2,353,344 | 28,883 | 1.23% | 57 |
| Google | 60,090 | 7,024 | 11.69% | 7672 |
| The Trade Desk | 821,411 | 2,271 | 0.28% | 253 |
| YouTube | 1,166,637 | 1,416 | 0.12% | 8 |
| LinkedIn | 49,711 | 938 | 1.89% | 0 |
| Kargo | 85,632 | 827 | 0.97% | 0 |
| Spotify Ad Studio | 42,846 | 72 | 0.17% | 0 |
| Colorado.com | 203 | 0 | 0.00% | 0 |
| MNTN | 0 | | | 8 |

Source: Techint Labs

Guest Service Interactions



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

Source: Snowmass Tourism

Public Relations Metrics

SNOWMASS
COLORADO

Media Highlights

Media coverage highlights from February 2026 include:

- **Aspen Daily News** covered Mardi Gras Celebrations [here](#) and [here](#).
- **Mountain Women Magazine** wrote a feature on Snowmass for the Winter issue - [An Adventurous Escape to Snowmass](#).
- Snowmass Village was named one of only 8 “best cities for traveler hospitality in the U.S.” by **Booking.com’s 2026 Traveler Review Awards**. This news was picked up by the following outlets, highlighting Snowmass Village’s winning placement:
 - **USA Today:** [These are America’s most hospitable cities, based on traveler reviews](#)
 - **Forbes:** [Which U.S. Cities Travelers Rate The Most Welcoming, According To Booking.com](#)
 - **Time Out:** [Here are the most hospitable cities in the U.S. for travelers, according to reviews](#)
- As a result of the recent City to Mountain FAM, in **Only in Your State** published the article, [The Best Pistachio Cake I’ve Ever Eaten and Other Colorado Food Highlights](#), showcasing Snowmass. **Only In Your State** also published [I Skied for the First Time on One of the World’s Best Mountains \(and Didn’t Break Any Bones\)](#).
- Several of Snowmass Tourism’s lodging partners have been included in **U.S. News & World Report’s 2026 Best Hotels** list:

U.S. News Hotel Rankings

- Viceroy Snowmass: #4 in Aspen | #11 in Colorado | GOLD badge
- Limelight Hotel Snowmass: #7 in Aspen | #27 in Colorado | GOLD badge
- Stonebridge Inn: #11 in Aspen | #70 in Colorado
- Viewline Resort Snowmass: #13 in Aspen | #138 in Colorado

U.S. News Resort Rankings

- Viceroy Snowmass: #4 in Aspen | #8 in Colorado | GOLD badge
- Viewline Resort Snowmass: #6 in Aspen | #47 in Colorado

Source: Snowmass Tourism Public Relations Report, February 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 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 – Wave 104

*Survey fielded February 3-5, 2026; U.S. National Sample of 1,000 adults 18+

American Travel Sentiment Wave 104 Highlights

Key Findings:

- 1. Outlook for Sports Travel in 2026**
About a third of travelers (34%) say they are likely to travel overnight within the next 12 months to attend special sporting events, such as professional or college sporting events. However, when asked specifically about likeliness to attend a World Cup match in the U.S., 7% of travelers say they are very likely to attend, with a majority (55%) saying it is very unlikely for them to attend a match.
- 2. Special Cultural or Entertainment Events Popular Among Travelers**
A majority of travelers (52%) say that they are likely to travel overnight within the next 12 months to attend special cultural or entertainment events, such as concerts/music festivals or local cultural festivals, with only 19% saying they are very unlikely to attend.
- 3. Interest and Intent to Tour Route 66 High for its 100th Year Anniversary**
Nearly half of travelers (47%) are interested in touring part or all of Route 66, with 15% extremely interested and the other 32% somewhat interested. While 47% say they are interested in touring Route 66, 41% say they are planning to travel along Route 66 within the next 12 months, with 7% already having booked their travel. Among the 41% who are planning to travel along Route 66, the top two reasons are touring through naturally beautiful/historically significant parts of the U.S. (34%) and taking road trips with friends and/or family (32%).



Source: Longwoods International ATS Wave 104

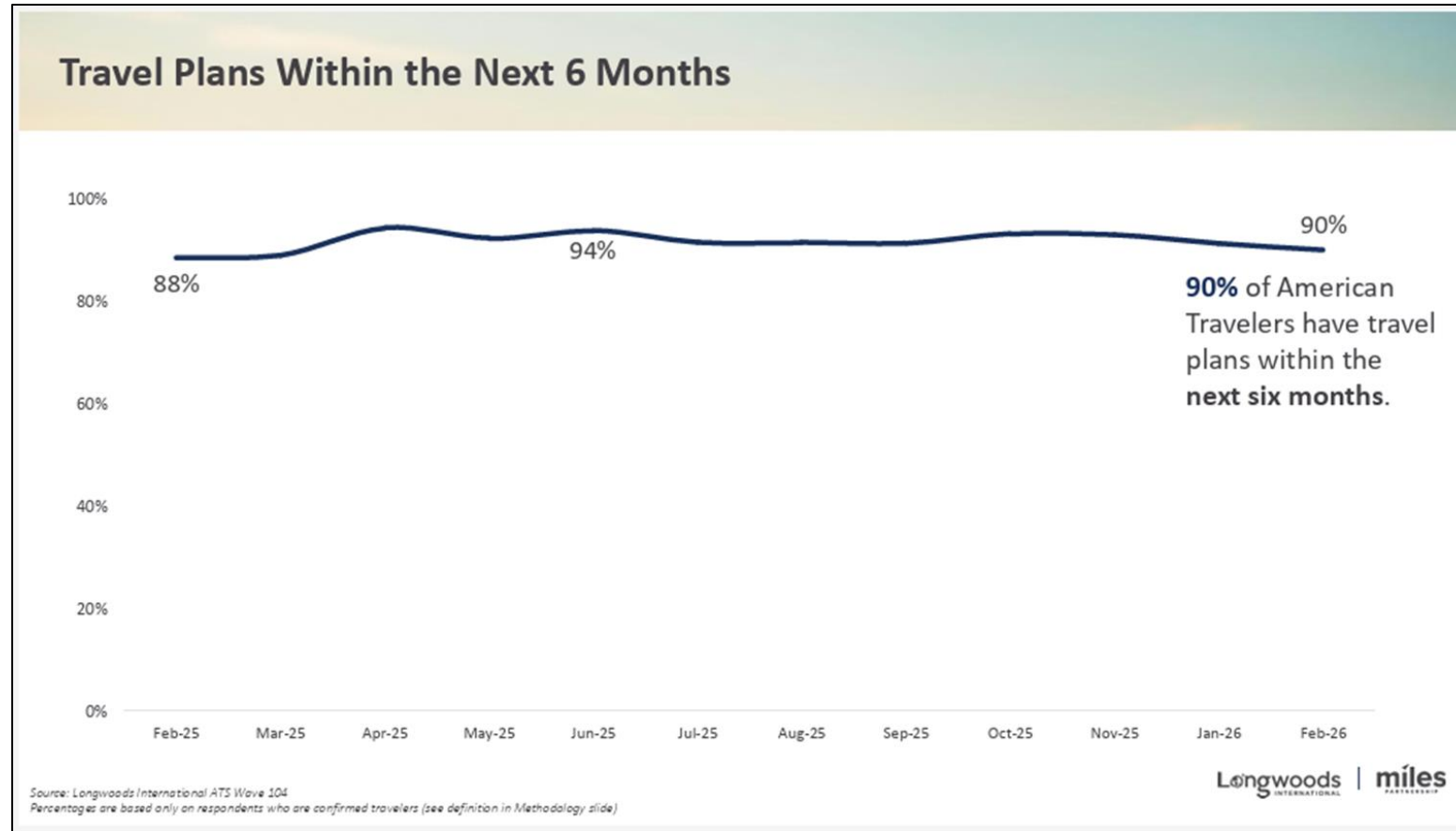
Longwoods | miles
INTERNATIONAL PARTNERSHIP

Source: Longwoods International

SNOWMASS
COLORADO

American Travel Sentiment Study – Wave 104

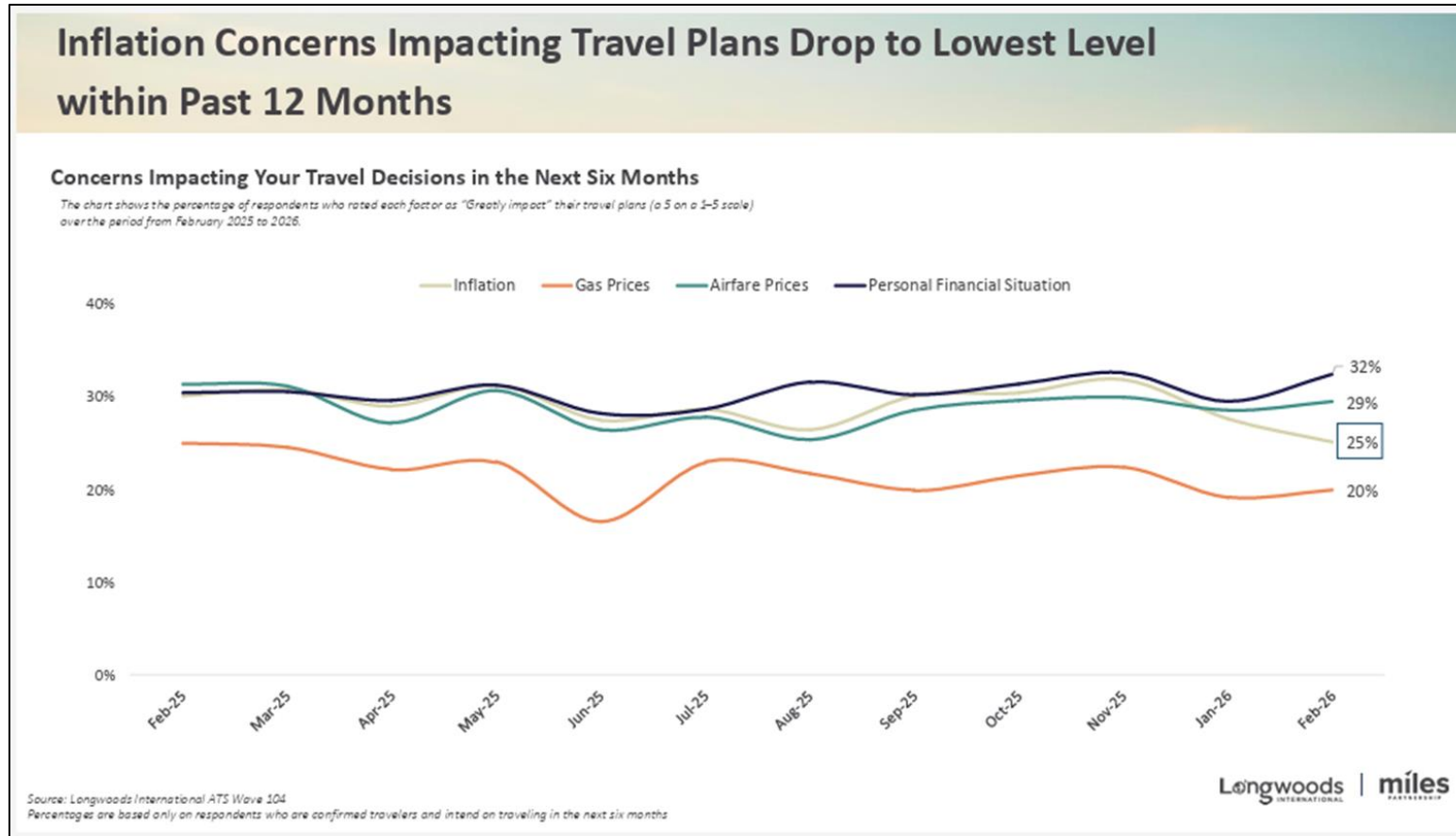
*Survey fielded February 3-5, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 104

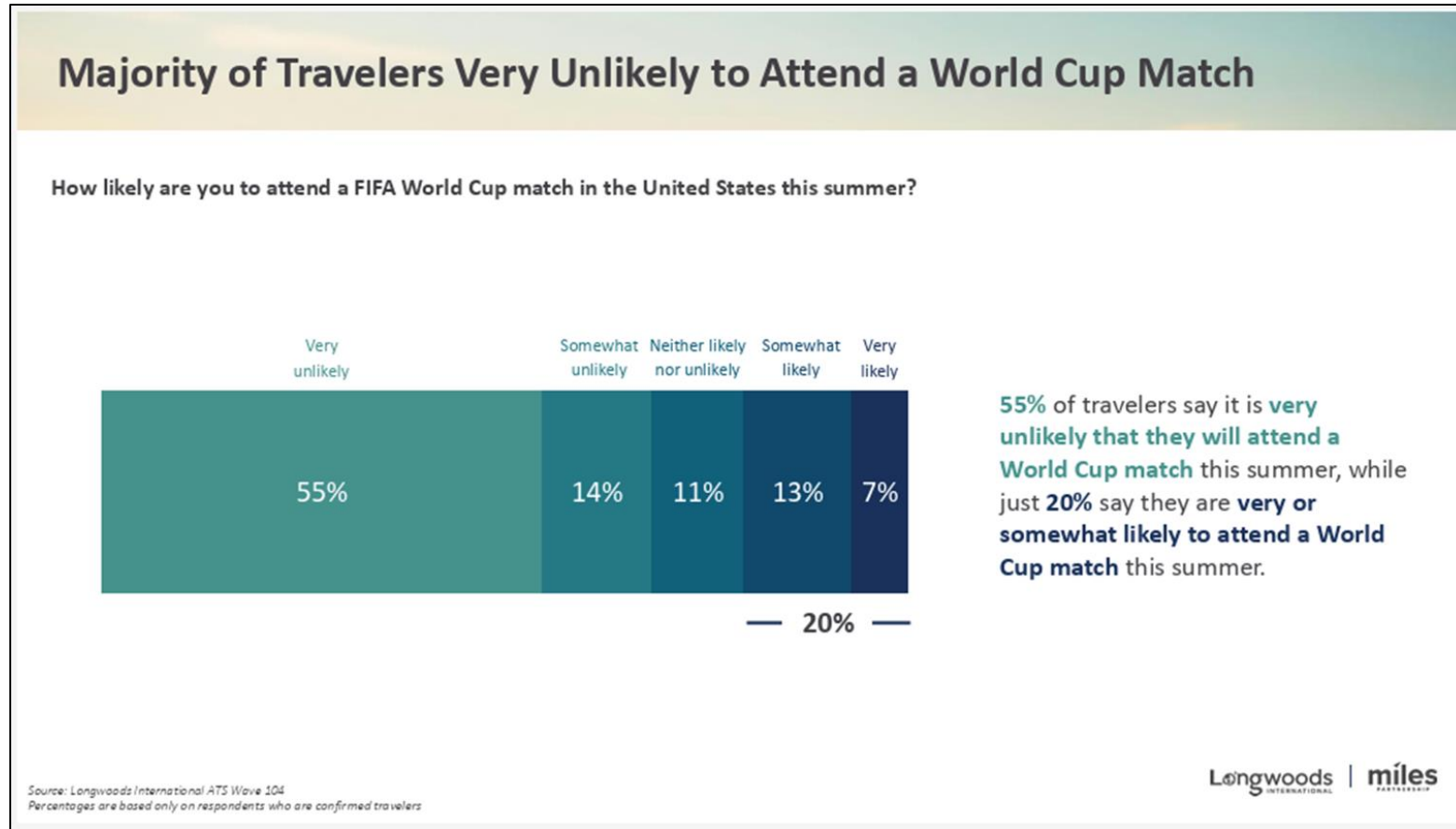
*Survey fielded February 3-5, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 104

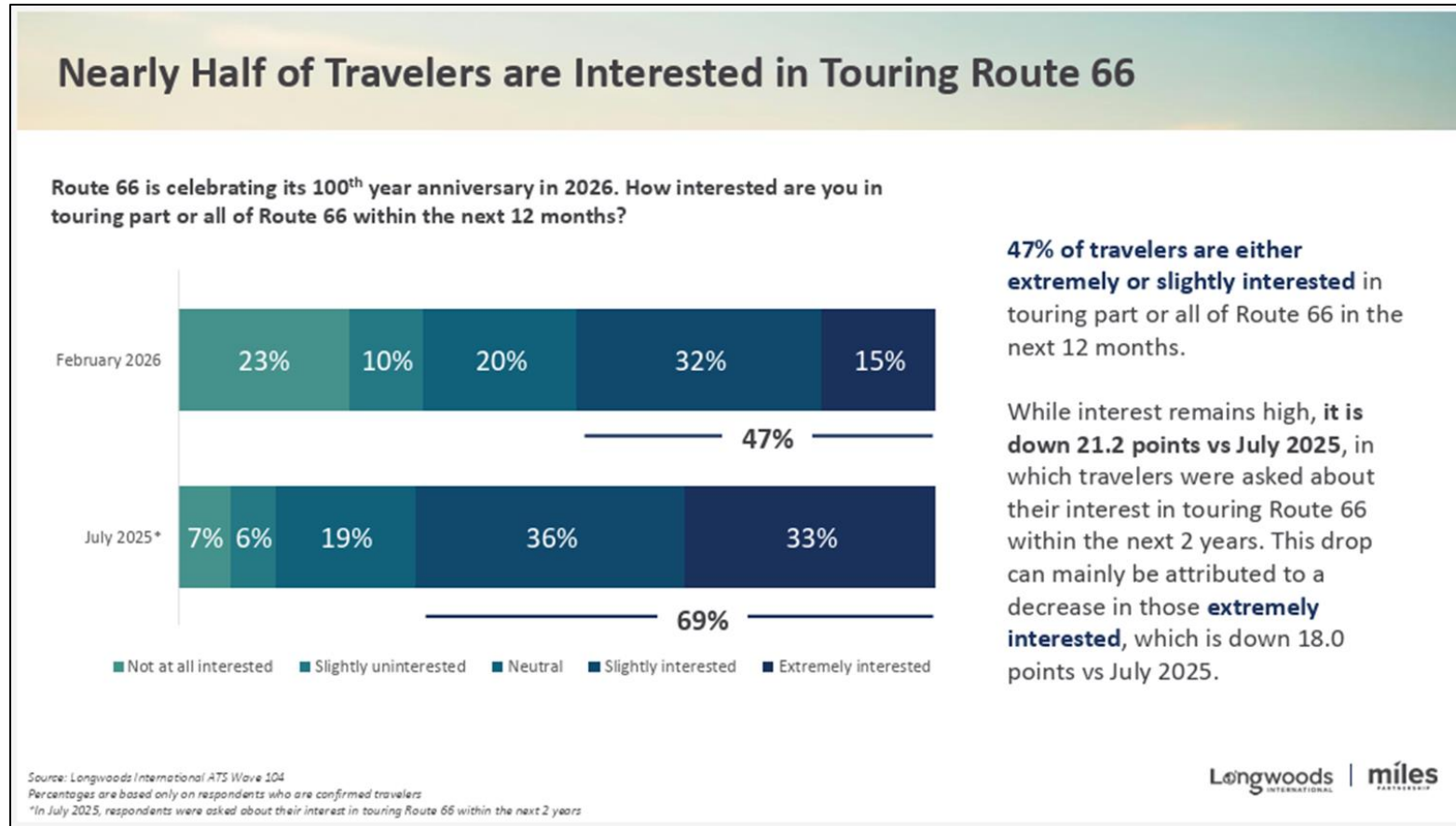
*Survey fielded February 3-5, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 104

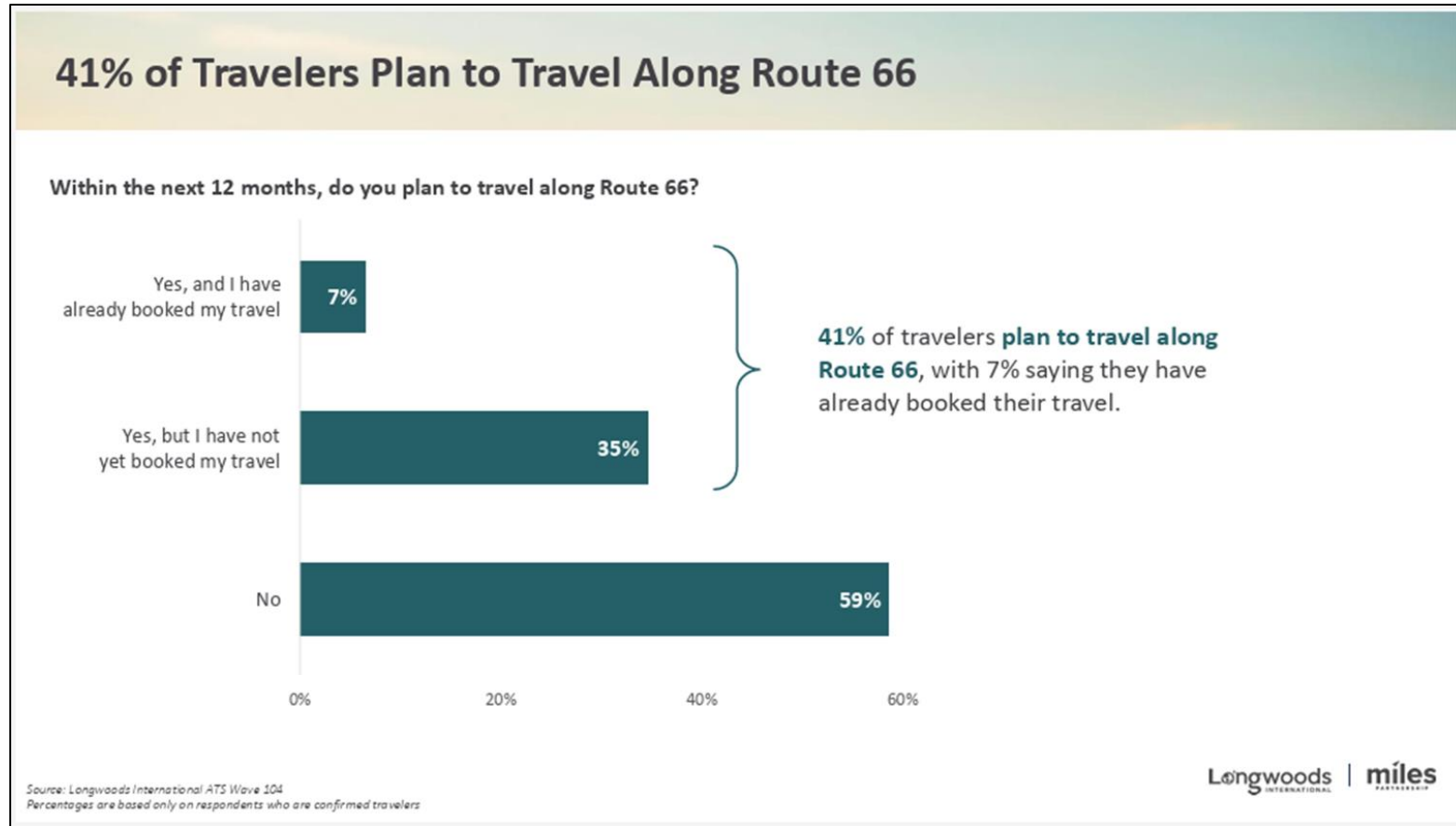
*Survey fielded February 3-5, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 104

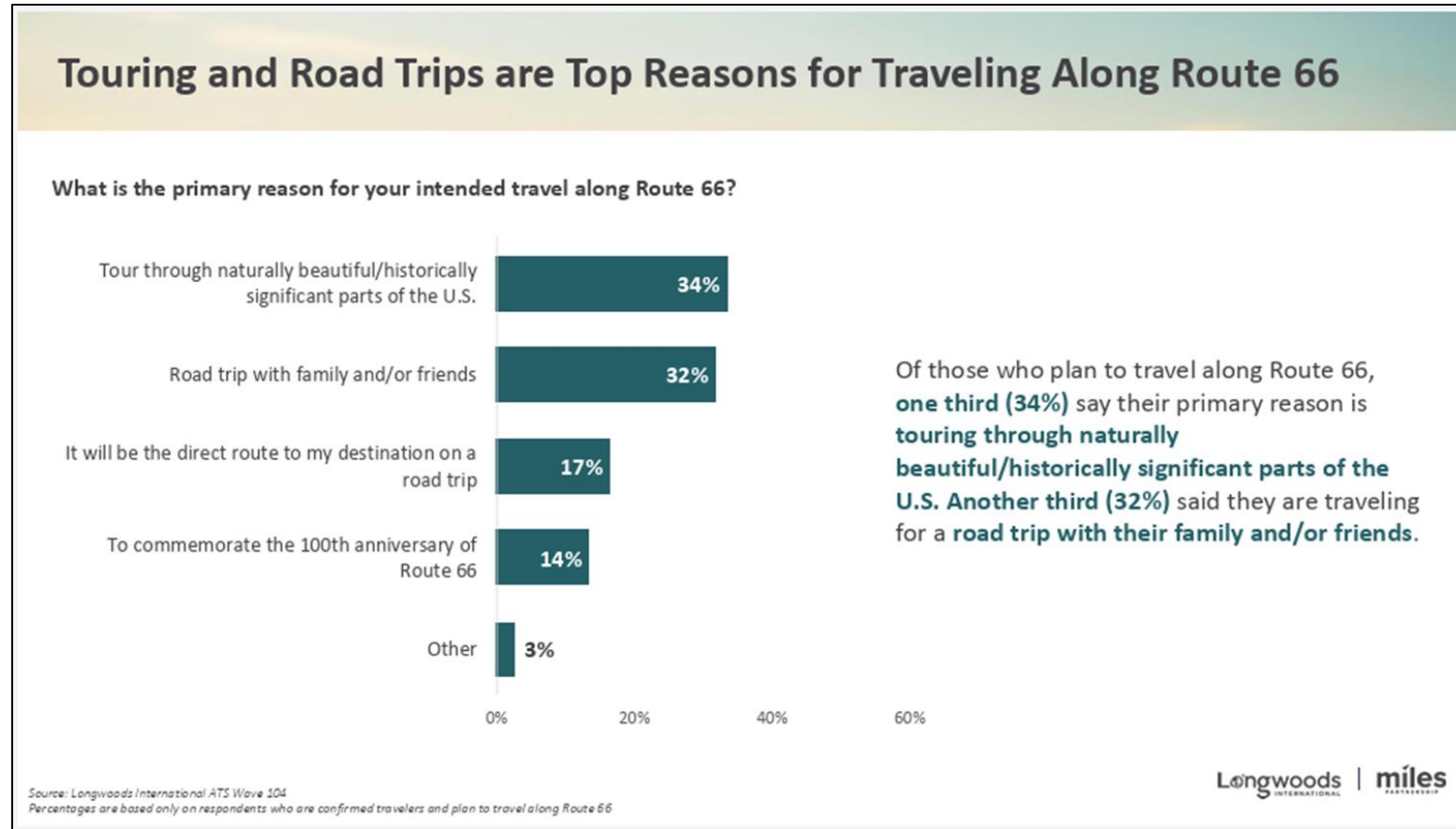
*Survey fielded February 3-5, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 104

*Survey fielded February 3-5, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 104

*Survey fielded February 3-5, 2026; U.S. National Sample of 1,000 adults 18+

American Travel Sentiment Methodology

The American National 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: February 3 - 5, 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.



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Source: Longwoods International

Thank you!

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BLUE ROOM
RESEARCH