



SNOWMASS

COLORADO

Monthly Research Update

March 2026

Executive Summary

Snowmass Travel & Tourism Trends

- In March, DestiMetrics reporting lodging properties in Snowmass saw a 18.5% decline in room night Demand compared to last year. Room Supply also decreased, slipping by 3.3% Year-over-Year (YoY). As a result, lodging Occupancy fell by 15.7% YoY to average 61.2% for the month.
 - Average Daily Rate (ADR) growth remained positive in March as it has all year, rising 1.7% YoY to settle at \$835. However, this ADR growth was not enough to offset the weakened Demand, and lodging Revenue dropped 17.1% compared to one year prior to total \$20.0 million for the month. Year-to-date, total lodging Revenue is down 5.9%.
- Similarly, Demand at Airbnb and Vrbo short-term rentals decreased this month following nine months of consistent increases. Demand fell 11.9% YoY in March. The number of Active Listings (Supply) increased by 5.4% from last year, which caused Occupancy to drop 15.6% YoY to average 64.2% in March.
 - ADR among short-term rentals declined slightly, down 0.9% YoY to settle at \$1,184 for the month. Decreased ADR coupled with a significant decline in Demand drove Revenue down 12.7% YoY to land at \$19.3 million for the month.

Source: DestiMetrics, AirDNA

Mountain Town Trends

Regional Insights – March 2026

West Region Mountain Market Summary

- “March occupancy across the West finished down a dismal 12%, and seasonal occupancy slipped to a 6.7% YOY decline.”
- “ADR also softened as suppliers tried to find an incentive to come, and seasonal RevPAR, down -5.6%, is nearing numbers we last saw in March 2021 as resorts struggled with pre-vaccine COVID.”
- “Fortunately, mountain travel has done an excellent job of pivoting from winter recreation to year-round destination tourism, and we’re heading into a summer that at this early stage is looking strong.”
- “While booking pace took a hit this month, the summer season has a good foundation with occupancy up 4.0%, ADR a strong +6.5%, and RevPAR +10.8%.”
- “With low snowpacks meaning a shorter mud season, there’s an opportunity to get the warm weather guests--the hikers, bikers, and paddlers out earlier than usual.”
- “Overall, business on-the-books for arrival May through October is looking strong so far.”

Source: DestiMetrics (4/13/2026)

Mountain Town Trends

Regional Insights – March 2026

West Region Mountain Market Summary (continued)

- “Economic issues could play a major role in how this drive-centric season plays out, with gas prices up dramatically, and inflation spiking in March, while many analysts expect it to remain elevated for some time.”
- “We move forward with optimism based on the numbers, caution based on the economy and weather, and some sense of relief that, at least at this stage, destinations have turned a corner to a brighter season ahead.”

Source: DestiMetrics (4/13/2026)

U.S. Market Review

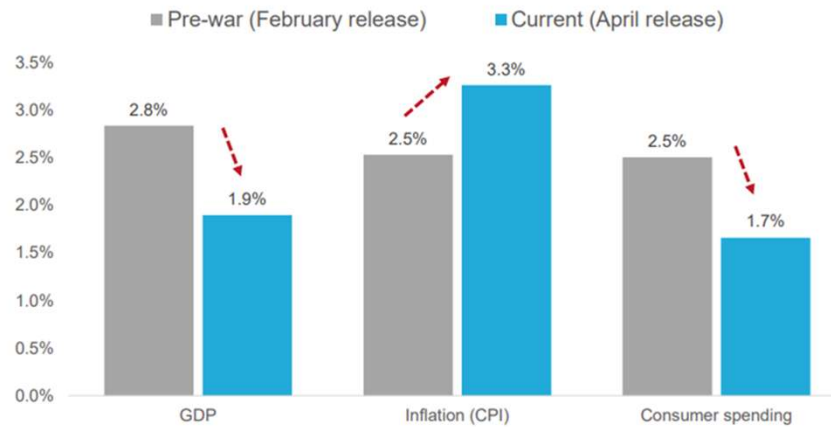
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U.S. Economic Outlook

Middle East conflict brings higher inflation and slower growth

Economic Outlook: US

Annual growth, 2026



Note: Real GDP, real consumer spending. Source: Oxford Economics

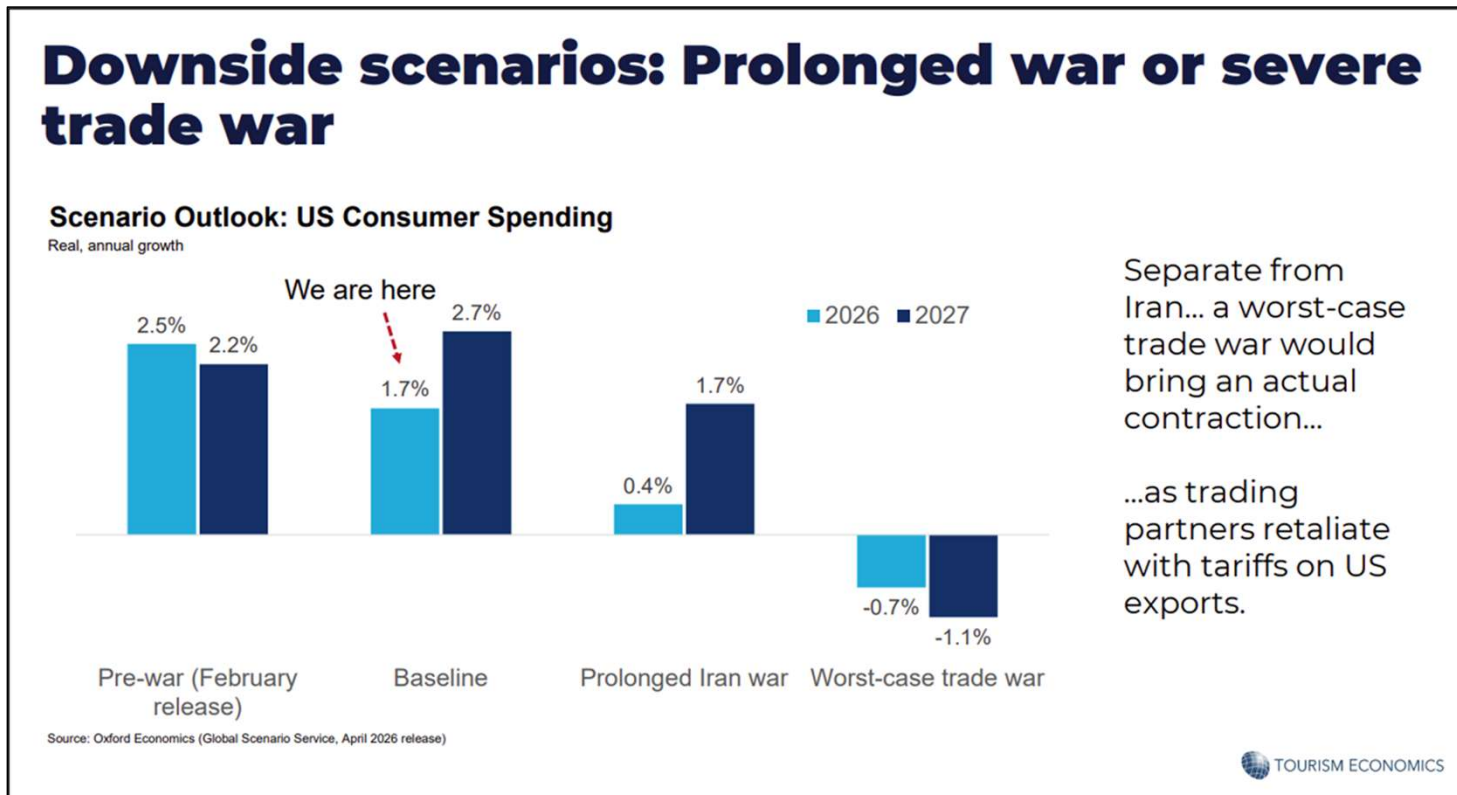
More spent on energy, means less other spending and saving.

US GDP downgrade includes weaker-than-anticipated activity at the start of this year

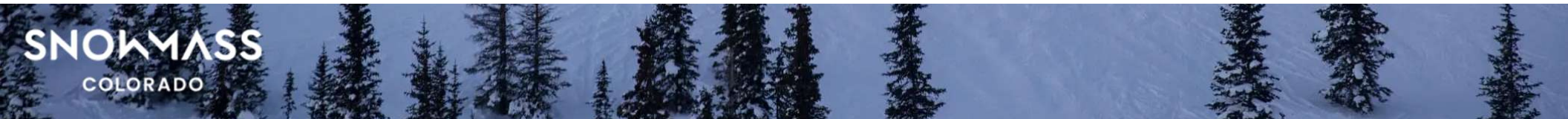
TOURISM ECONOMICS

Source: Tourism Economics (4/20/2026)

U.S. Economic Outlook



Source: Tourism Economics (4/20/2026)

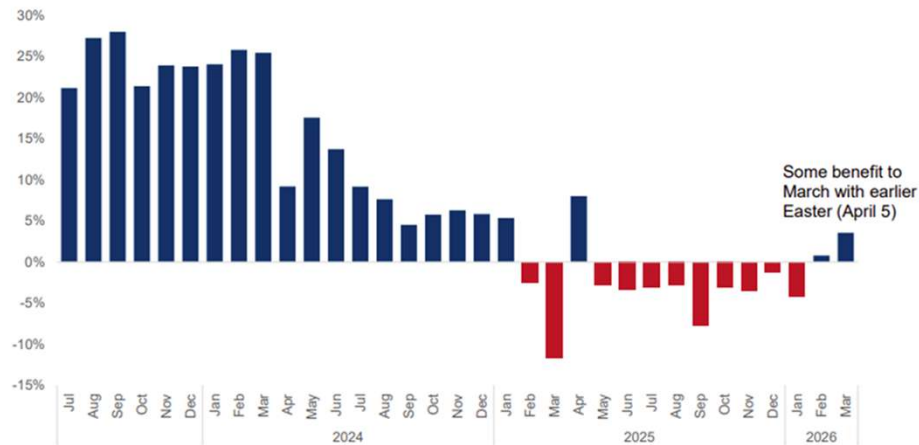


International Inbound Review

Sentiment matters, US arrivals slowed last year

Overseas visitor arrivals to US

Year-over-year change



Source: National Travel and Tourism Office

- Charged rhetoric and policy negatively impacted inbound travel
- 2.5% drop in overseas arrivals last year, with a **5.5% drop in total international arrivals**

TOURISM ECONOMICS

Source: Tourism Economics (4/20/2026)

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Canada Inbound Review

US visits from Canada remain weak

Canadian visitor arrivals to the US

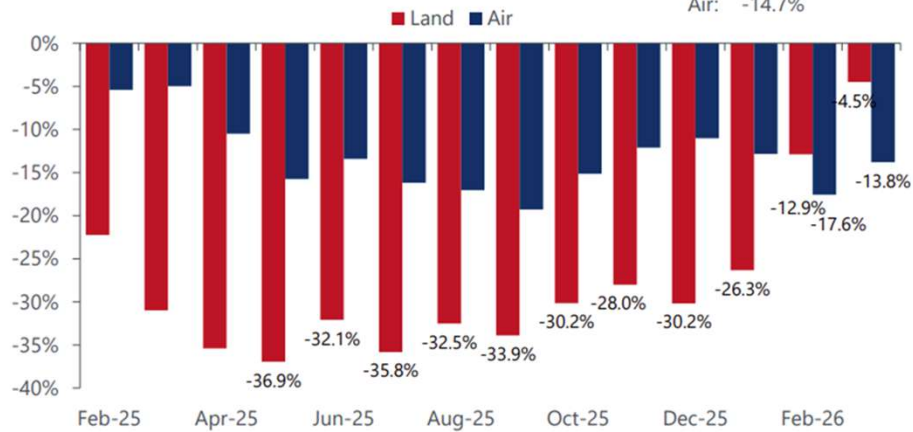
Year-over-year change

March 2026 YTD

Total: -14.8%

Land: -15.0%

Air: -14.7%



Canadian travel to other world regions increased 9% last year (-21% to US).

Source: Statistics Canada

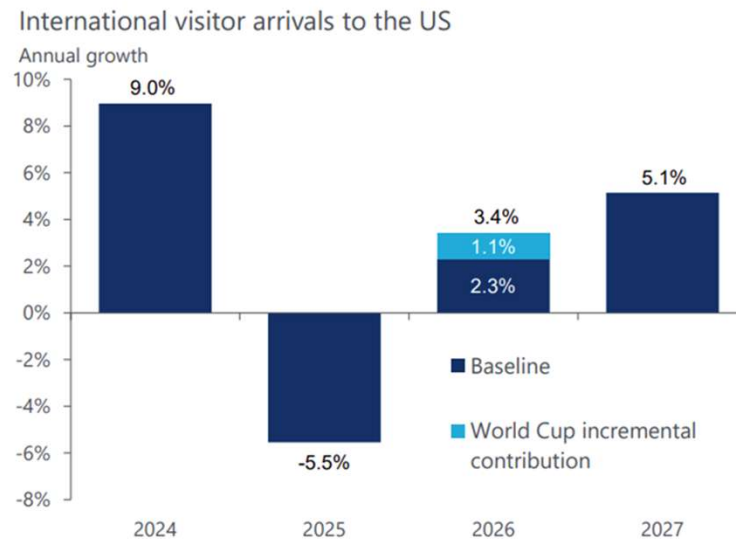
Feb and Mar 2026 data based on leading indicator data measuring Canadian-resident US return trips.



Source: Tourism Economics (4/20/2026)

International Visitation Forecast

Path to 3.4% inbound growth this year



Source: Tourism Economics (Global Travel Service - April 2026 release)

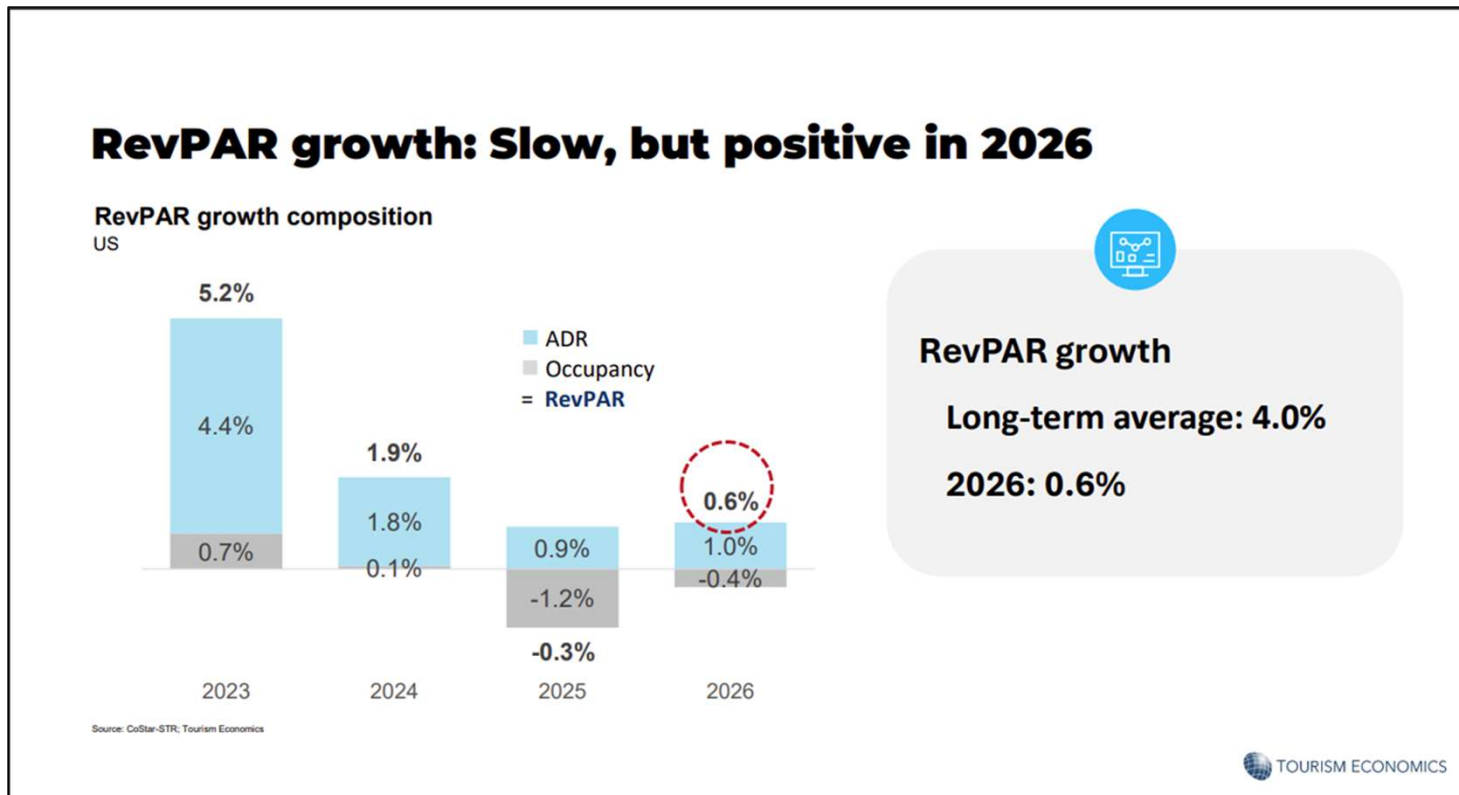
TOURISM ECONOMICS

Underpinnings:

- Global economic recovery and positive travel demand
- US is less dependent on Middle East
- World Cup boost
- Reversion toward prior norms, such as with sentiment fatigue

Source: Tourism Economics (4/20/2026)

U.S. Hotel Market Review



Source: Tourism Economics (4/20/2026)



U.S. Short Term Rentals Review

Short Term Rentals Update March 2026

- “March 2026 saw the U.S. short-term rental market begin to stabilize, with demand rebounding after a weaker start to the year and supply growth showing signs of leveling off. While occupancy remained slightly below last year’s levels, the gap has continued to narrow as booking activity improved and demand strengthened across most location types.”
- “Much of this shift reflects a normalization in travel patterns following the volatility of late 2025, with demand becoming more responsive to seasonal drivers and external factors such as weather. At the same time, broader economic uncertainty, particularly rising inflation driven by energy prices, continues to weigh on consumer sentiment and may influence short-term travel decisions.”
- “Despite these pressures, forward pacing points to a more positive outlook. Stronger bookings tied to Spring Break travel, major summer events, and the upcoming World Cup are already supporting demand growth into Q2. As a result, while near-term performance remains mixed, the underlying signals suggest a more stable and potentially stronger market in the months ahead.”

Source: AirDNA (4/20/2026)

U.S. Short Term Rentals Review

Short Term Rentals Update March 2026

Key U.S. Short Term Rental Performance Metrics for March 2026

- Available listings reached 1.68 million, a 3.3% increase YoY
- Demand nights were up 2.0%
- Occupancy averaged 61.3%, down -0.3% YoY
- Average Daily Rates (ADR) climbed to \$269.34, up 2.6% from last year
- Revenue per Available Rental (RevPAR) increased 2.3% year-over-year (YoY) to \$165.14

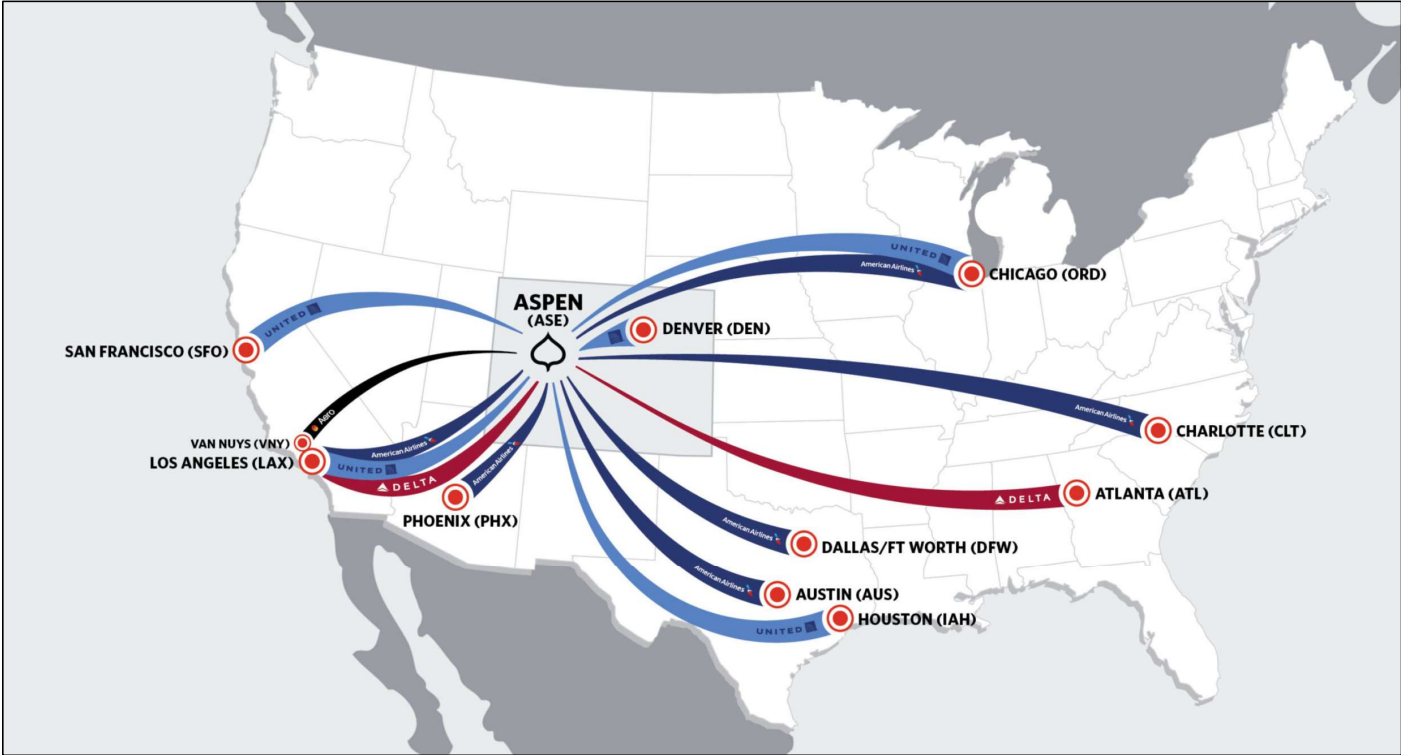
Source: AirDNA (4/20/2026)



Airport Metrics

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Aspen Airport: Route Map



Source: Aspen Airport

Aspen Airport: Total Passenger Volume

Total Passengers					
Month	2026	2025	% Change 2026 vs. 2025	2024	% Change 2026 vs. 2024
January	88,869	91,385	-2.8%	83,441	6.5%
February	88,815	88,140	0.8%	86,746	2.4%
March	93,810	101,865	-7.9%	93,710	0.1%
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	271,494	281,390	-3.5%	263,897	2.9%
Total		733,559		721,077	

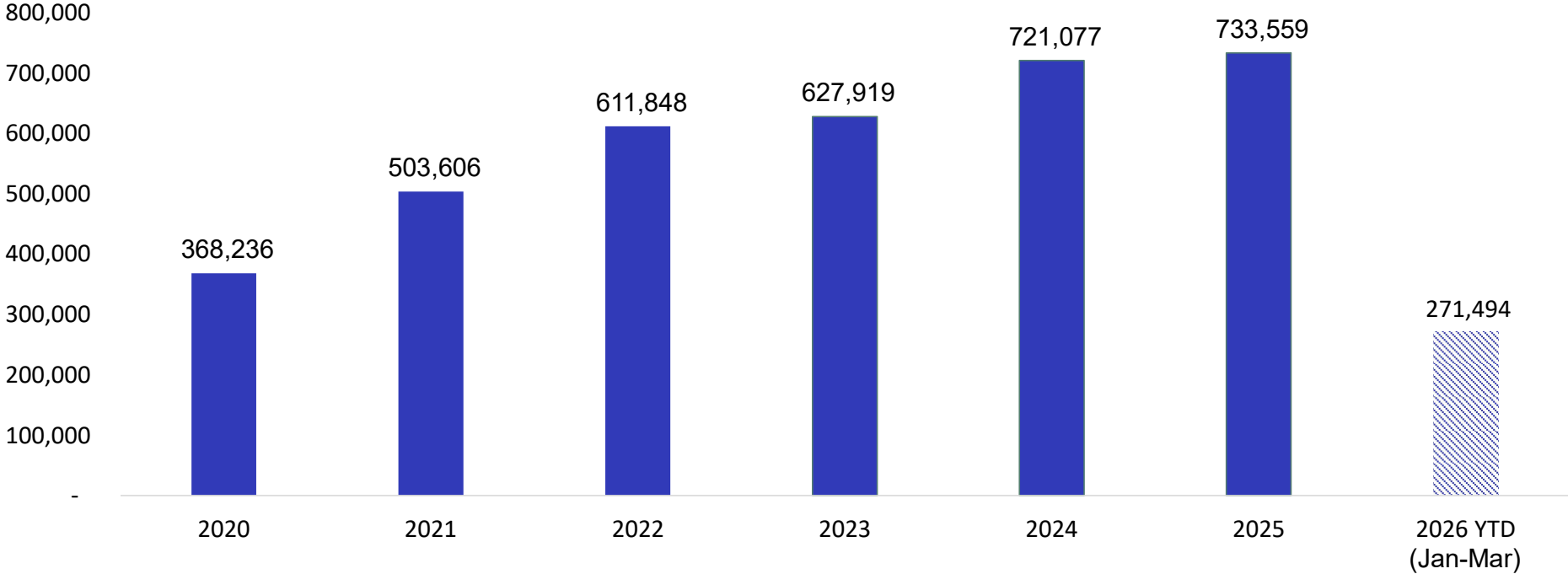
Source: Airplanners / Fly Aspen Snowmass

Note: Aspen Airport will be closed April 23 – May 21, 2026

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

Aspen Airport: Yearly Passenger Volume

Total Passengers by Year (2020 - 2026)

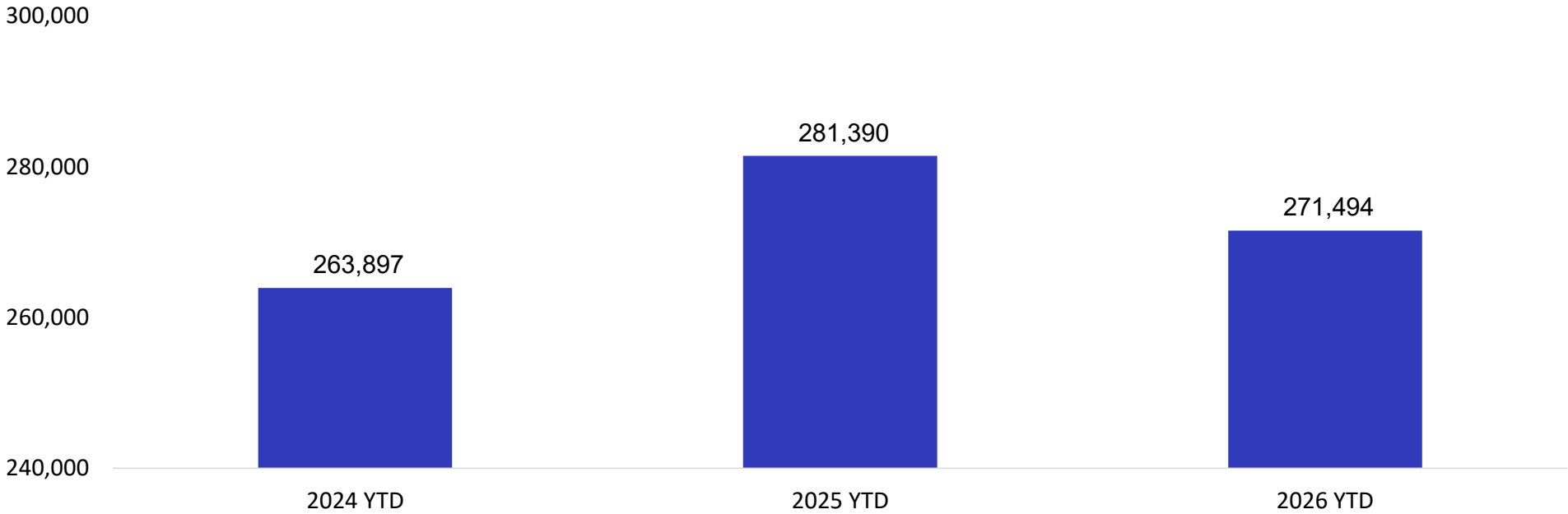


Source: Airplanners / Fly Aspen Snowmass



Aspen Airport: Passenger Volume Pacing

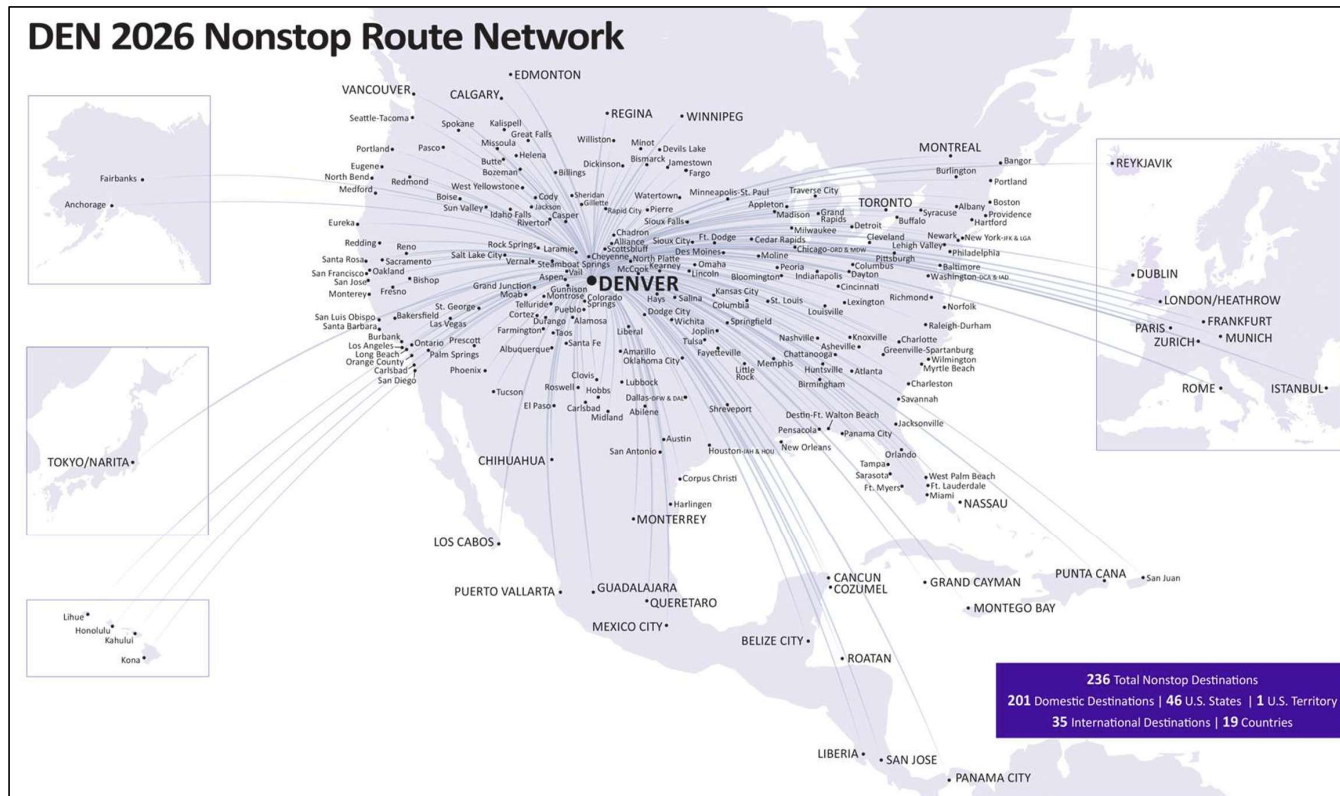
Total Passengers Pacing YTD (Jan – Mar)



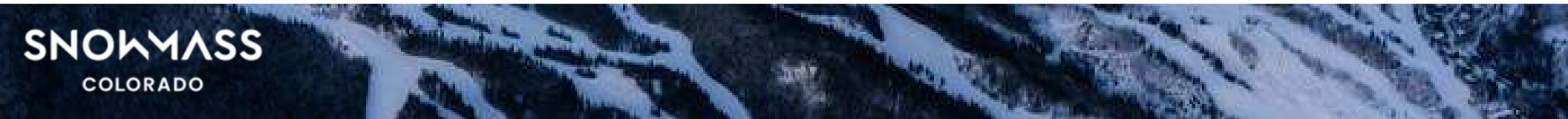
Source: Airplanners / Fly Aspen Snowmass



Denver International Airport (DEN): Route Map



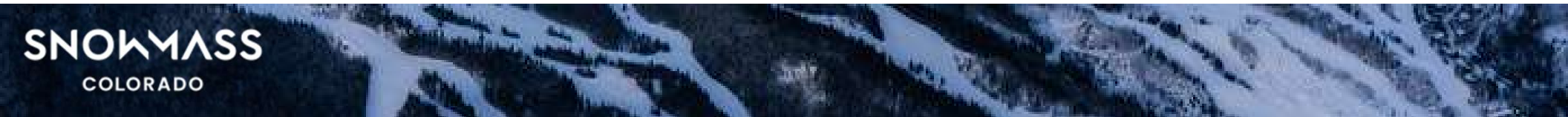
Source: Denver International Airport



Denver International Airport (DEN): Total Passenger Volume

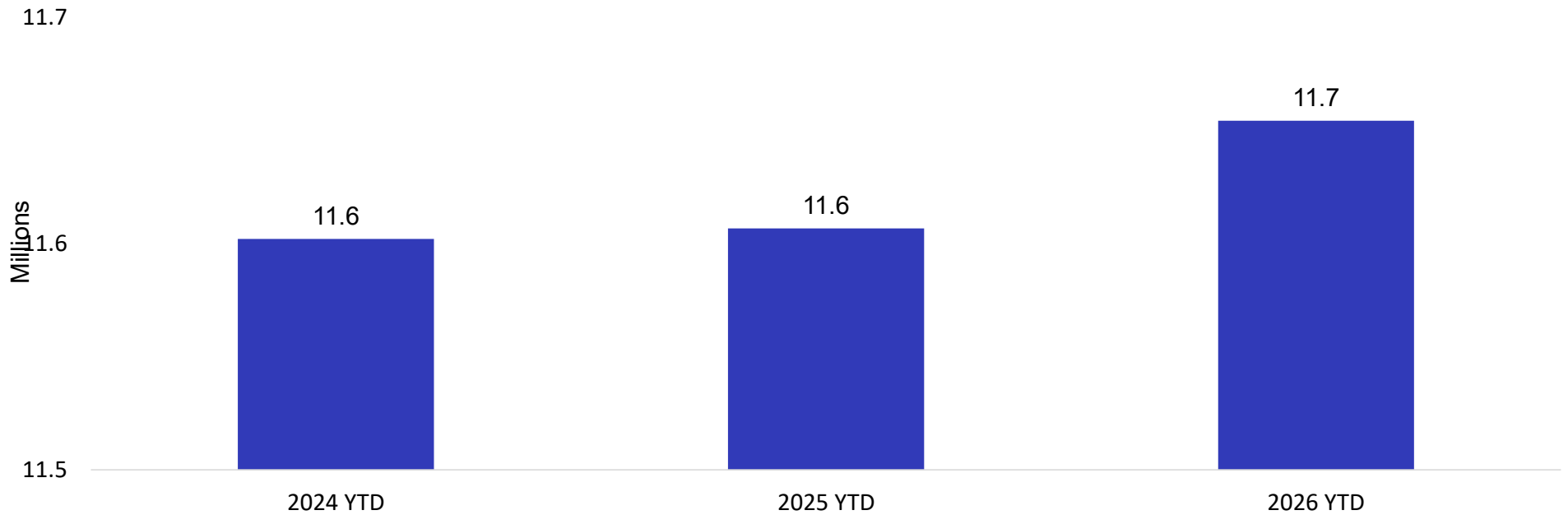
Total Passengers					
Month	2026	2025	% Change 2026 vs. 2025	2024	% Change 2026 vs. 2024
January	5,908,930	5,972,807	-1.1%	5,757,565	2.6%
February	5,745,132	5,633,766	2.0%	5,844,349	-1.7%
March		6,807,158		6,879,553	
April		6,274,010		6,586,563	
May		7,113,812		7,263,126	
June		7,662,146		7,606,224	
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	11,654,062	11,606,573	0.4%	11,601,914	0.4%
Total		82,427,962		82,358,744	

Source: Denver International Airport

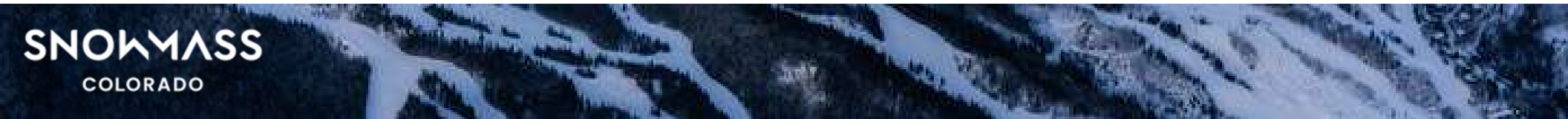


Denver International Airport (DEN): Passenger Volume Pacing

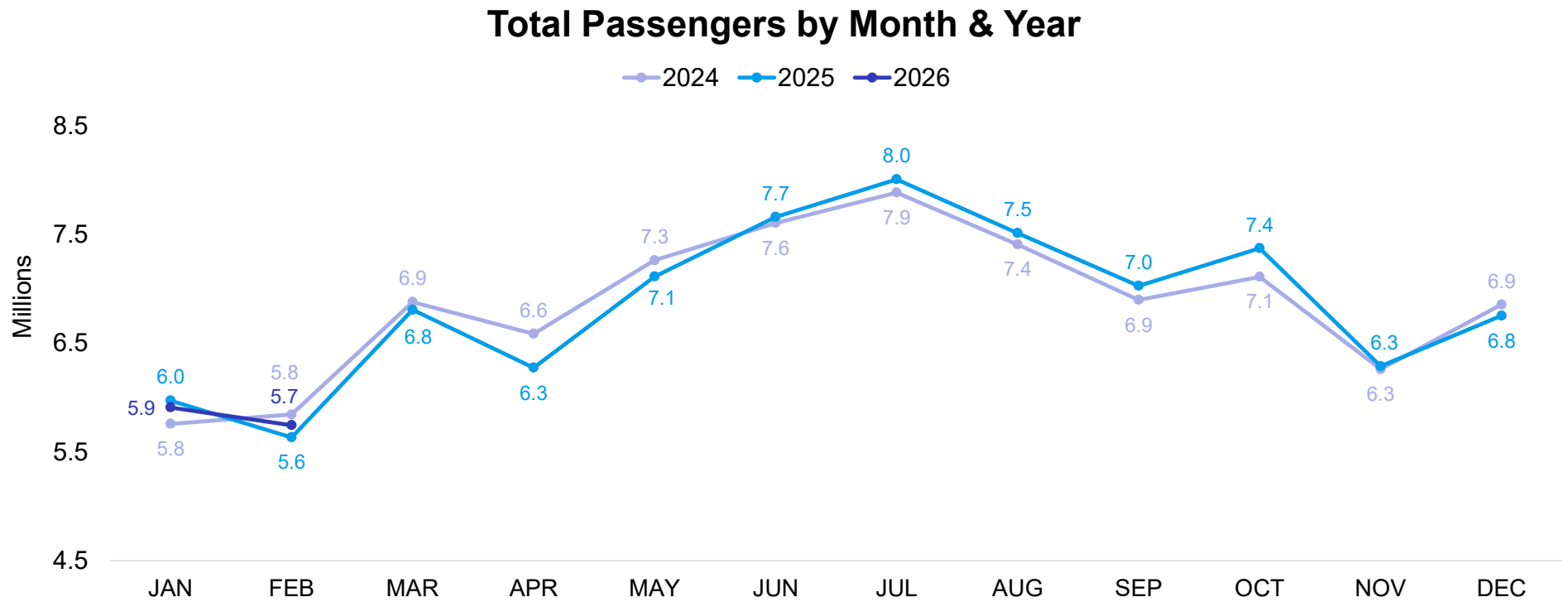
Total Passengers Pacing YTD (Jan – Feb)



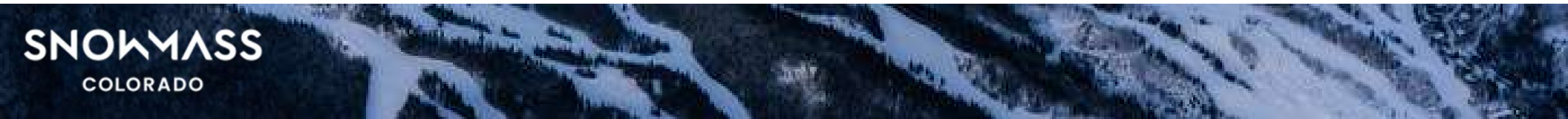
Source: Denver International Airport



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

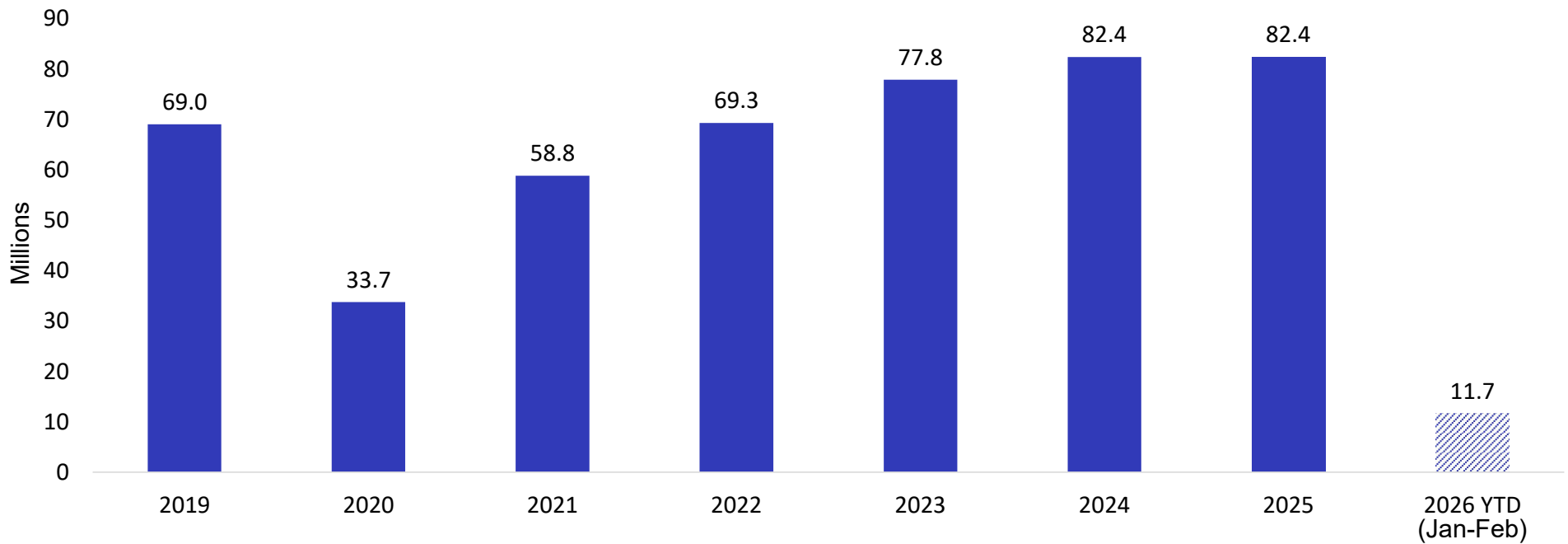


Source: Denver International Airport



Denver International Airport (DEN): Passengers by Year

Total Passengers by Year (2019 – 2026 YTD)



Source: Denver International Airport

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A night-time photograph of a snowy mountain town, likely Snowmass, Colorado. The town is illuminated by warm yellow lights from buildings and streetlights, contrasting with the dark blue night sky. A large, vibrant firework with streaks of red, yellow, and green is exploding in the center of the frame. The background shows snow-covered mountain slopes and evergreen trees.

DestiMetrics Lodging Data

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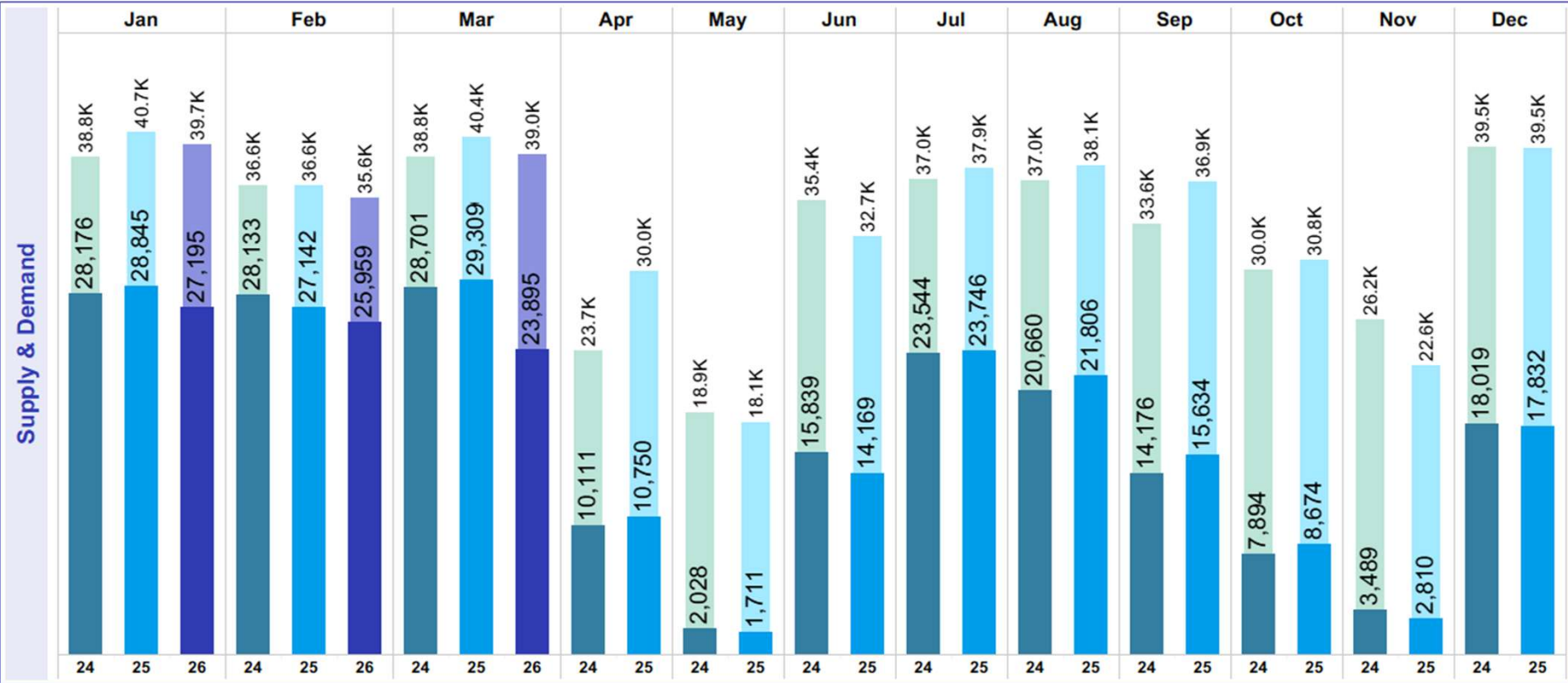
Snowmass Village Monthly Lodging Performance

March 2026

Source: DestiMetrics



yoy	Mar '26	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
		61.2%	\$835.19	\$511.52	39,015	23,895	\$19,956,975
		-15.7%	1.7%	-14.3%	-3.3%	-18.5%	-17.1%

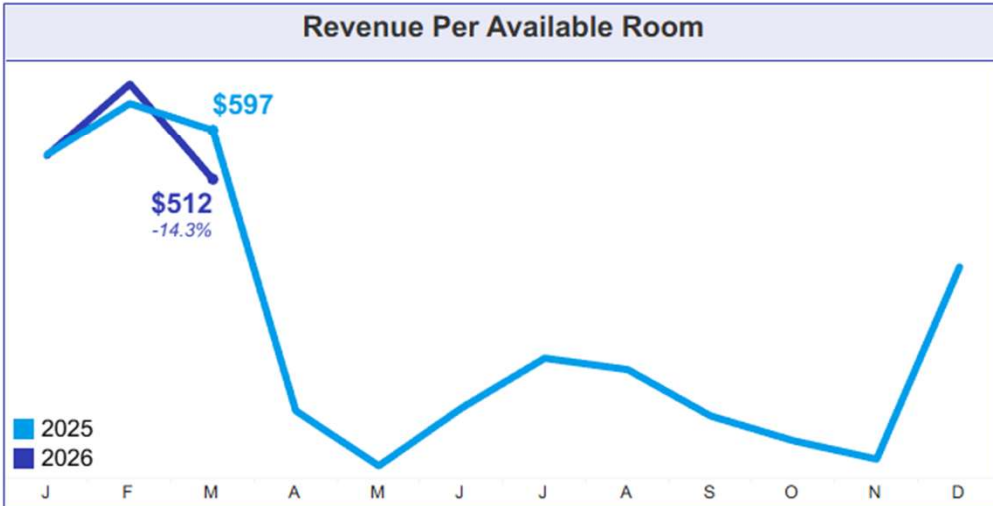
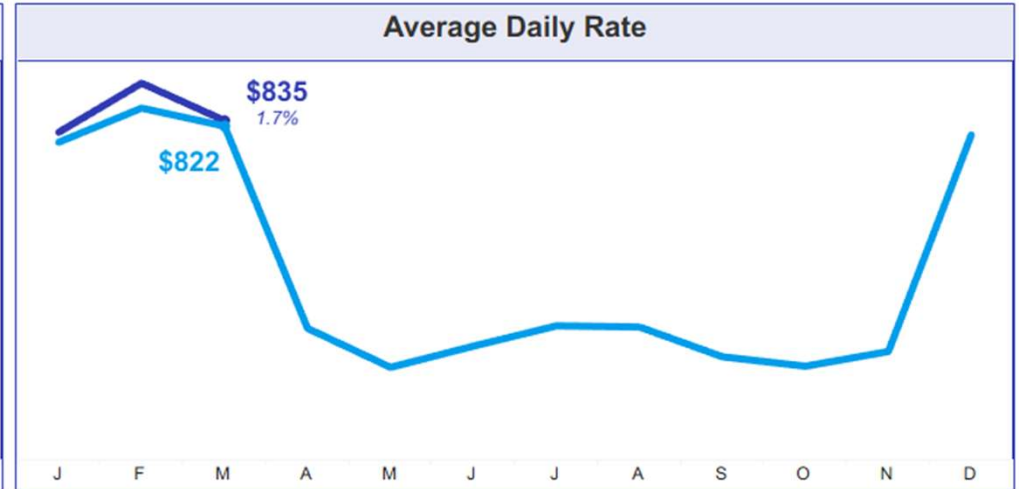
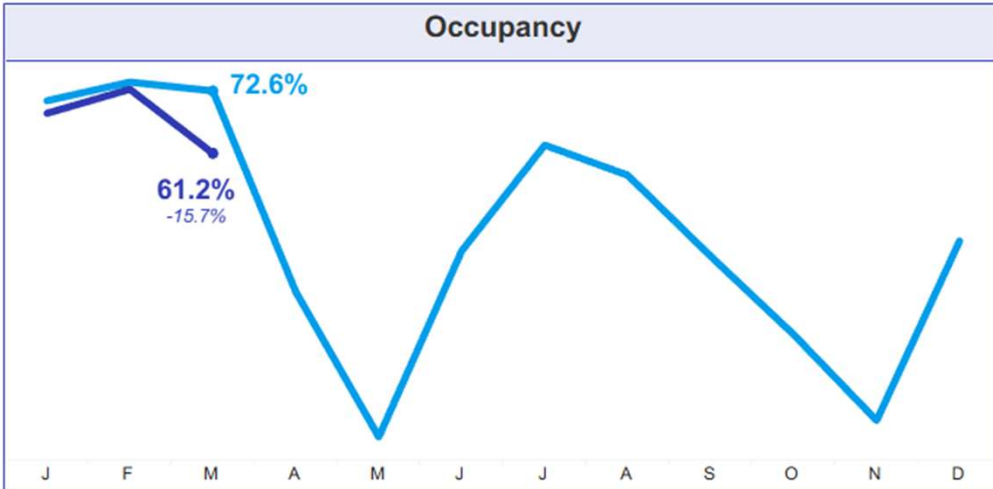


- 24, Demand
- 24, Supply
- 25, Demand
- 25, Supply
- 26, Demand
- 26, Supply

Snowmass Village Monthly Lodging Performance

March 2026

Source: DestiMetrics



■ 2025
■ 2026

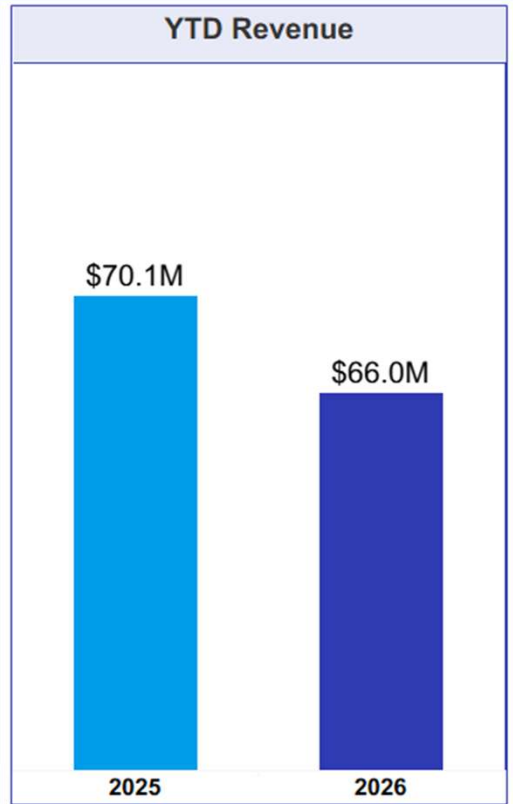
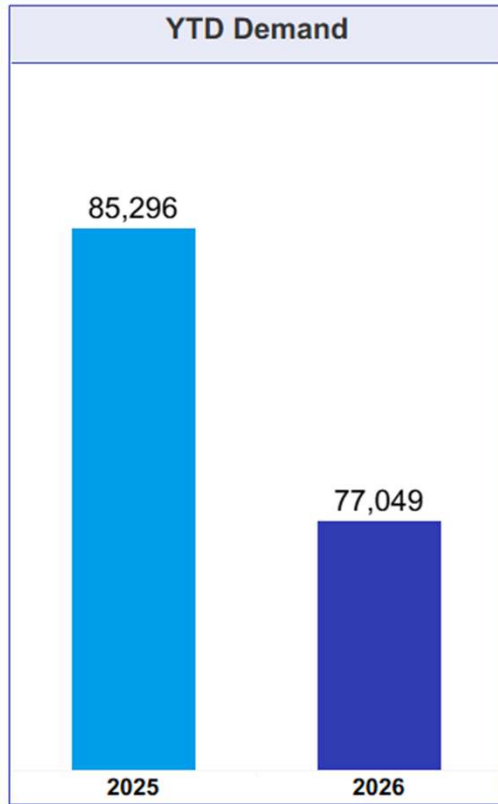
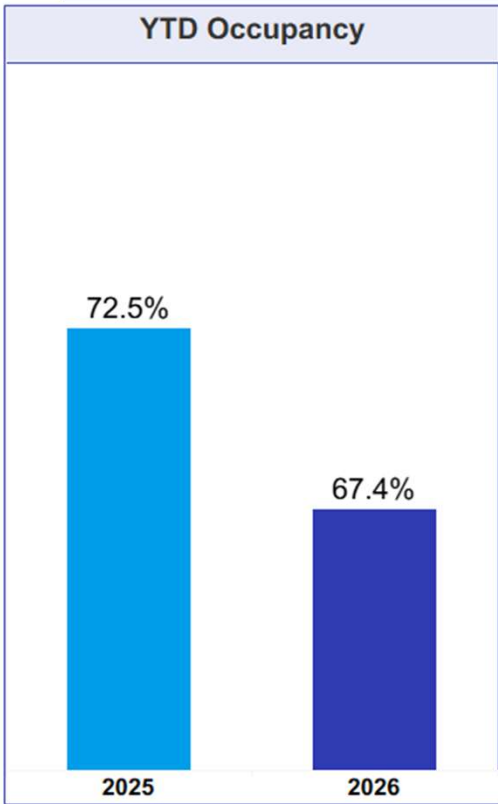
Snowmass Village Monthly Lodging Performance

Year To Date Through March 2026

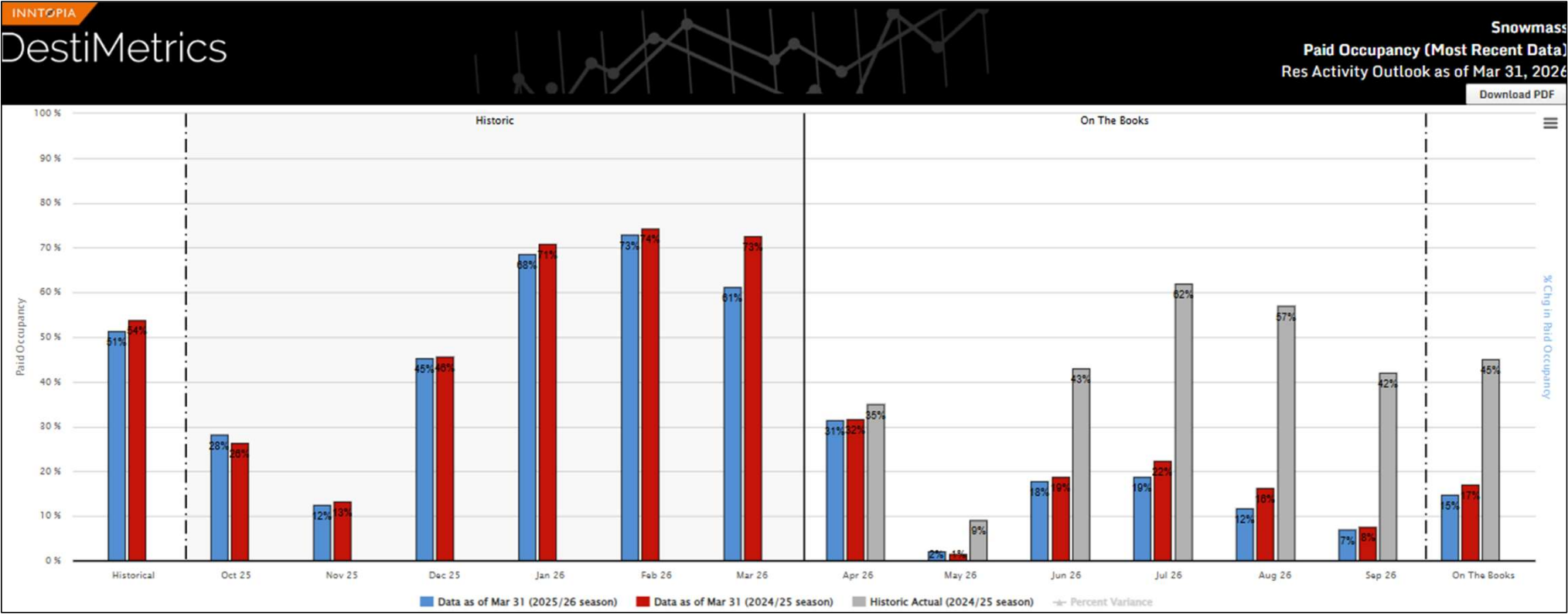


Source: DestiMetrics

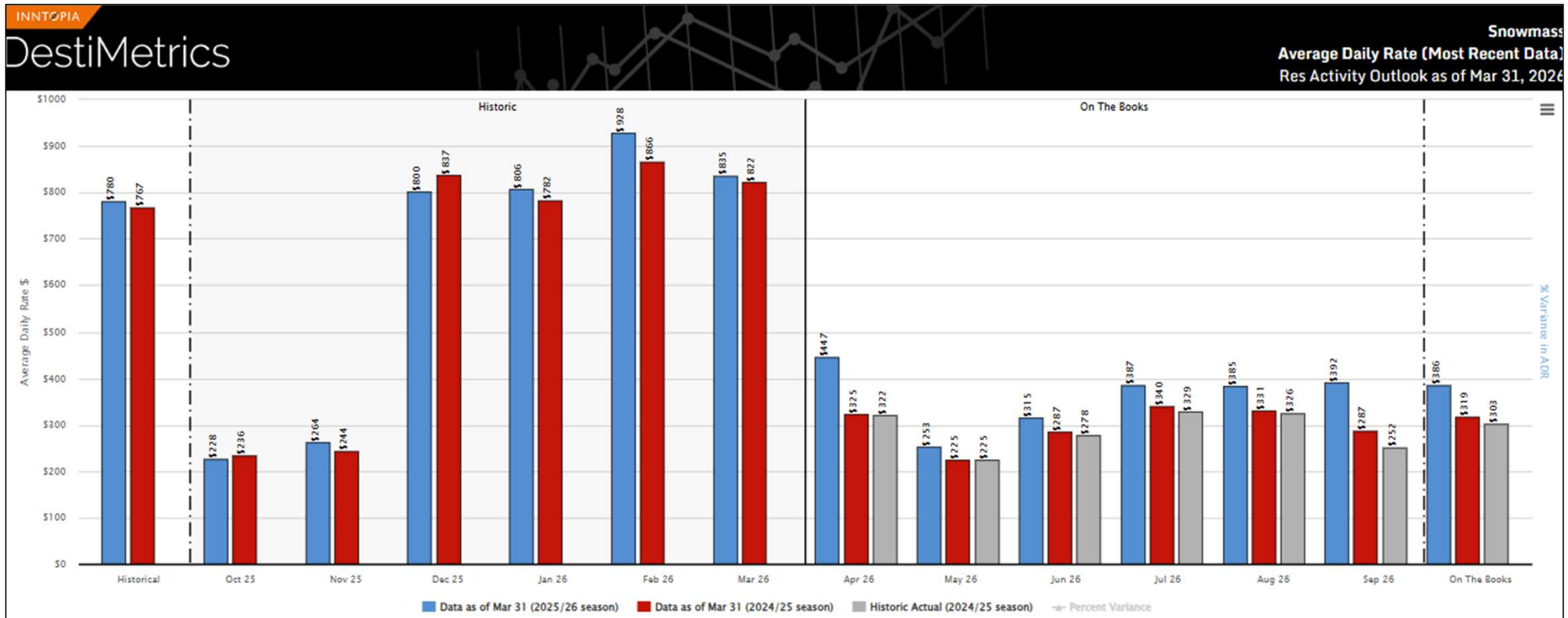
YOY	YTD '26	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
		67.4%	\$856.22	\$576.99	114,336	77,049	\$65,971,090
		-7.0%	4.1%	-3.2%	-2.8%	-9.7%	-5.9%



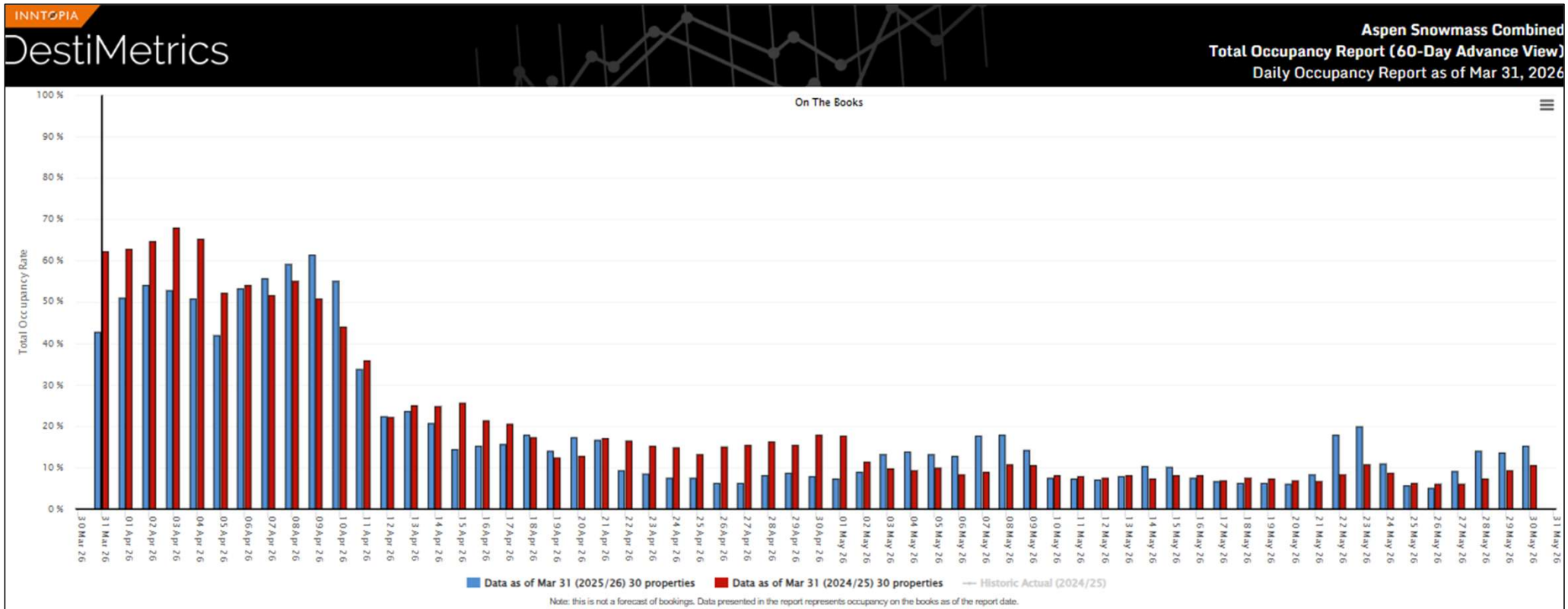
DestiMetrics – Occupancy (Historical & On The Books vs. 2024/25 Season)



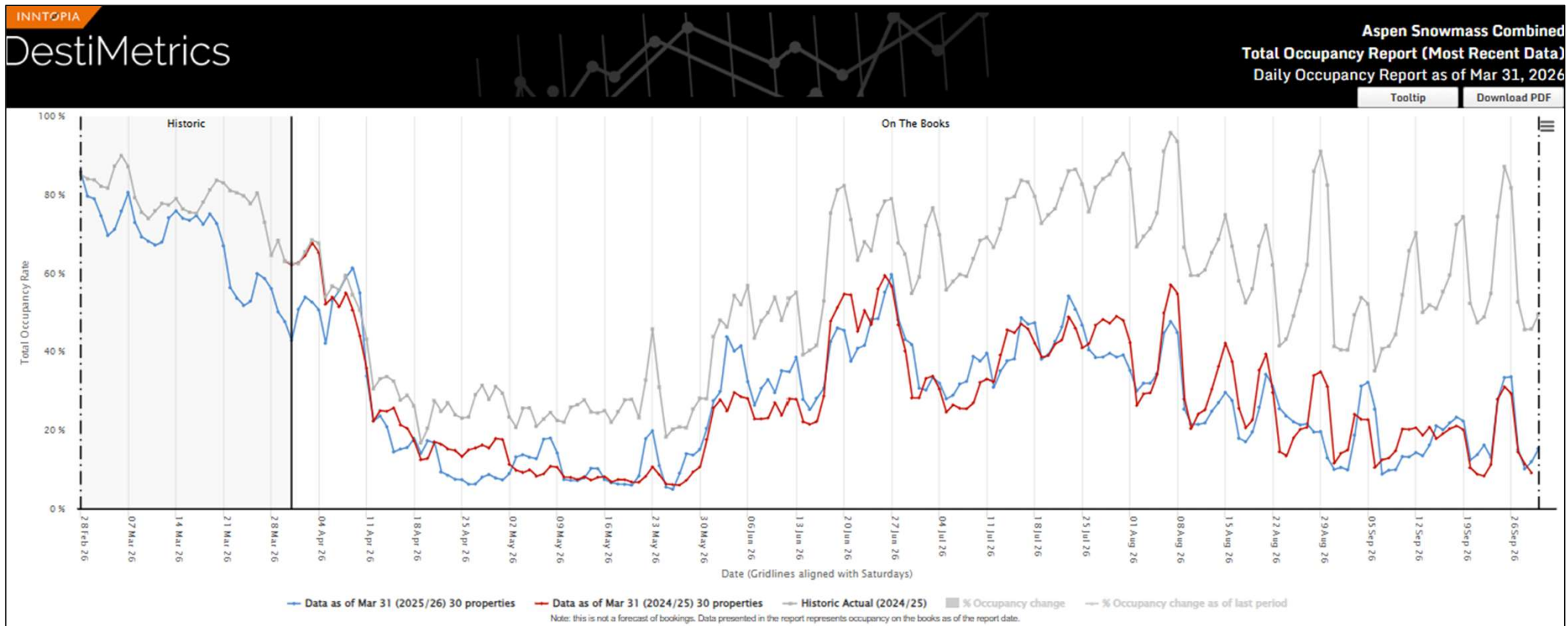
DestiMetrics – Average Daily Rate (Historical & On The Books vs. 2024/25 Season)



DestiMetrics – Occupancy On The Books by Day



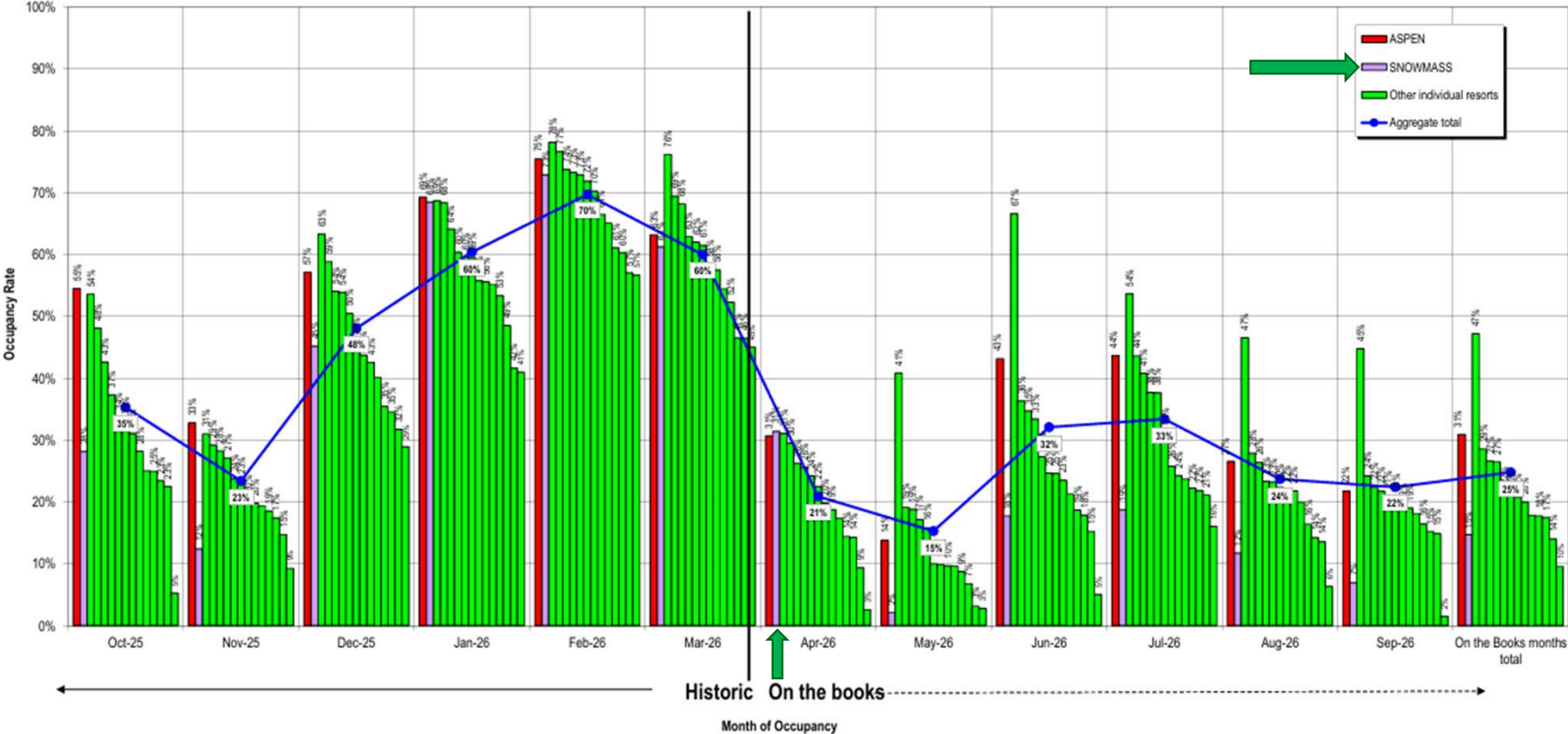
DestiMetrics – Occupancy On The Books by Week



DestiMetrics – Competitive Set Occupancy

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

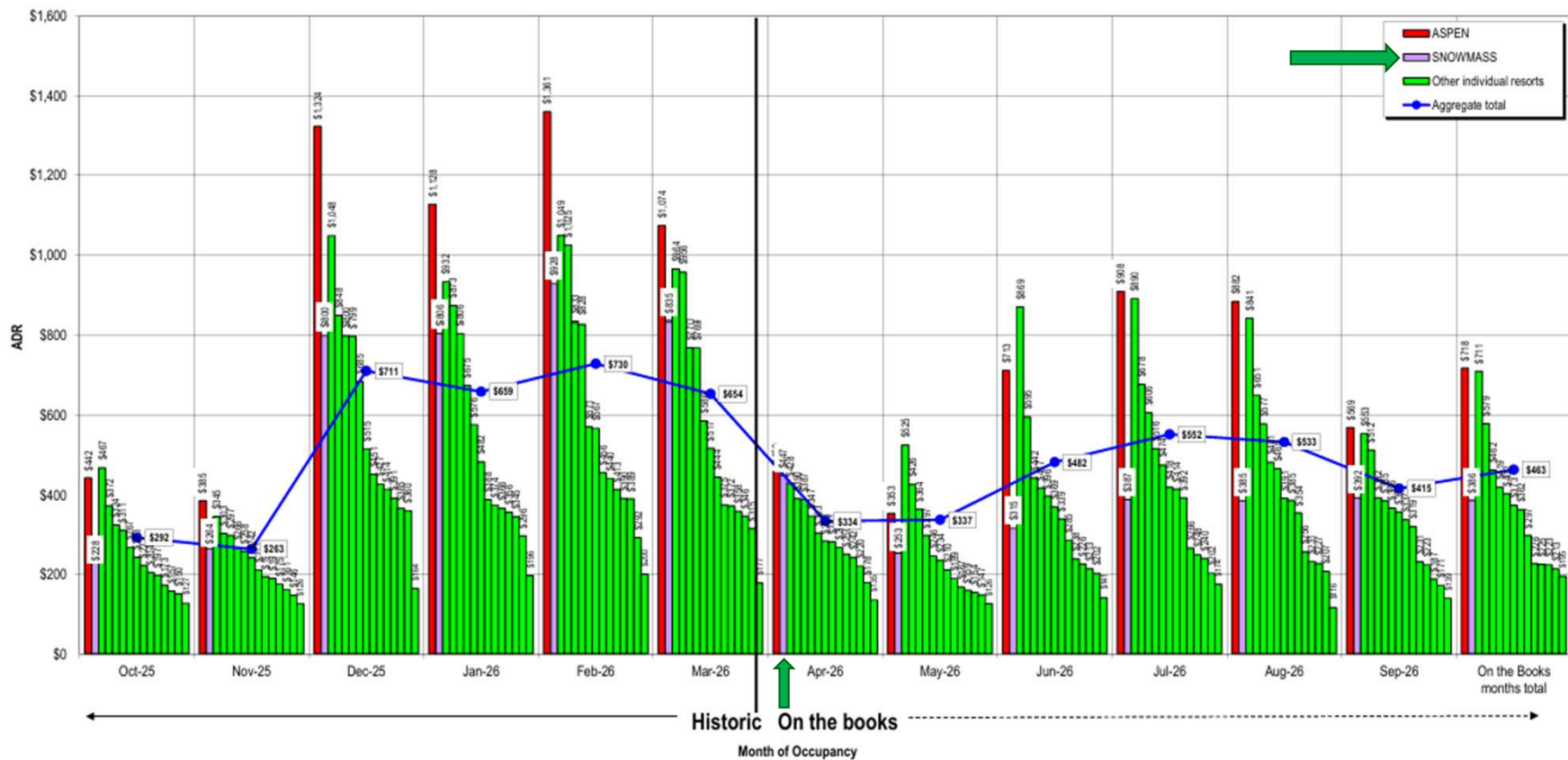
Occupancy Rate: Aspen & Snowmass vs. Other Mountain Resorts



DestiMetrics – Competitive Set ADR

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

ADR: Aspen & Snowmass vs. Other Mountain Resorts

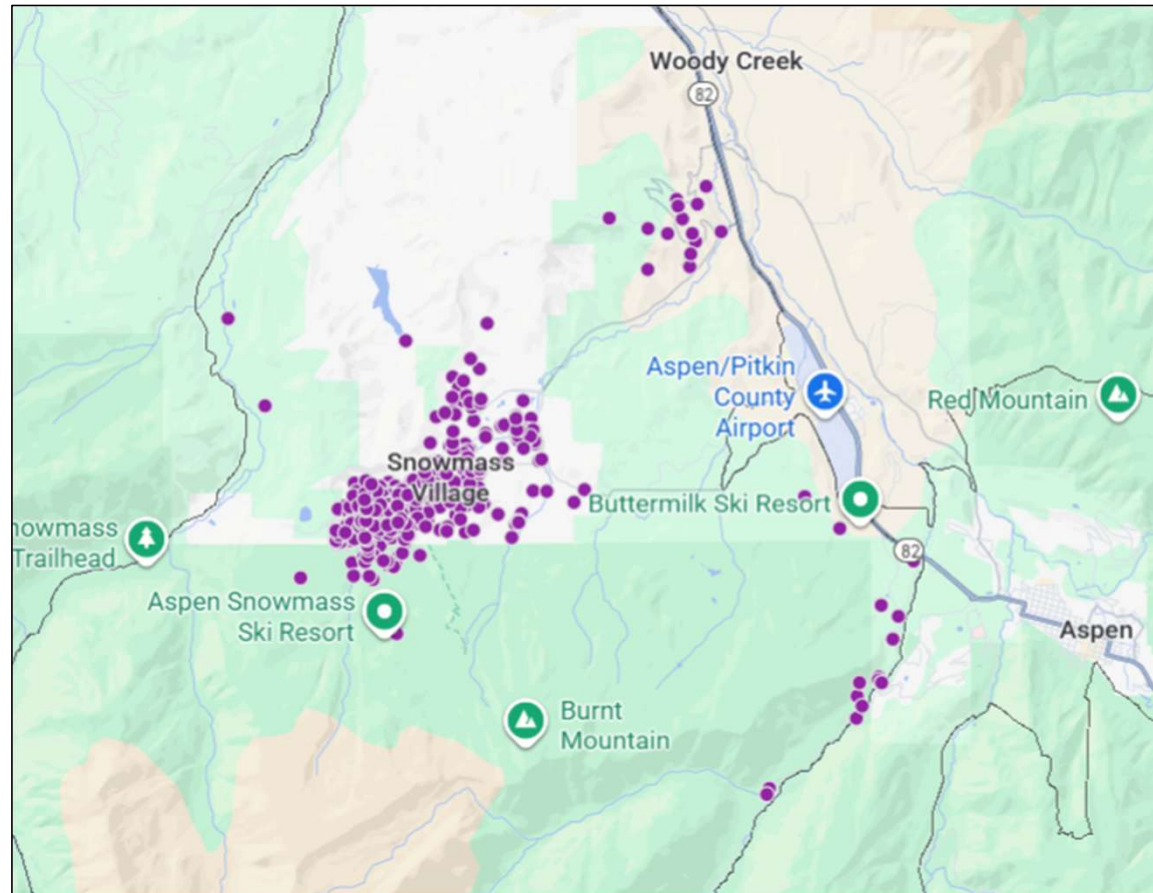


An aerial photograph of a ski resort at dusk. The scene is dominated by snow-covered slopes and evergreen trees. In the foreground, a ski lift with several chairs is visible, moving down a slope. In the middle ground, a large, multi-story resort building with many lit windows and balconies is the central focus. The sky is a mix of soft pinks, oranges, and blues, indicating the time is either dawn or dusk. The overall atmosphere is serene and winter-themed.

Airbnb & Vrbo Short Term Rental Data

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Snowmass Village's AirDNA Geographical Boundary



Source: AirDNA

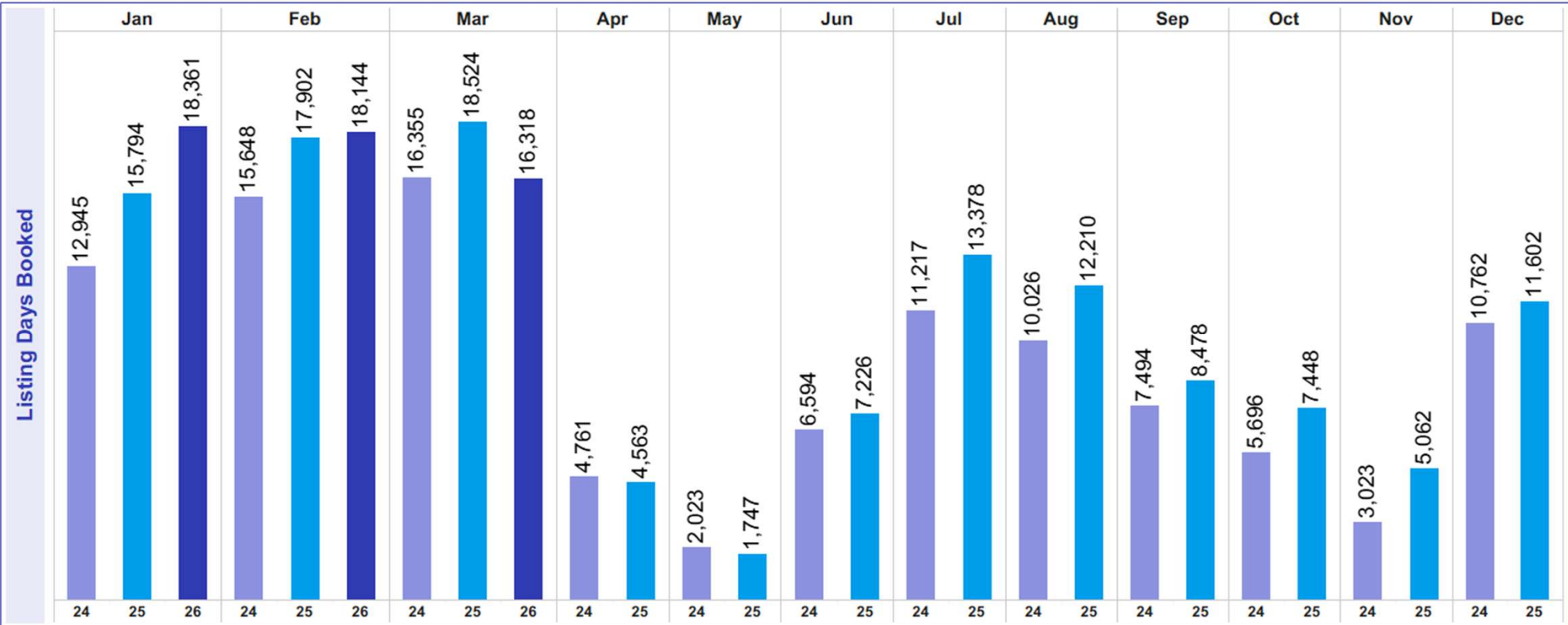
Snowmass Village Monthly Short-Term Rental Performance

March 2026

Source: AirDNA, 'Entire Place' Listings Only



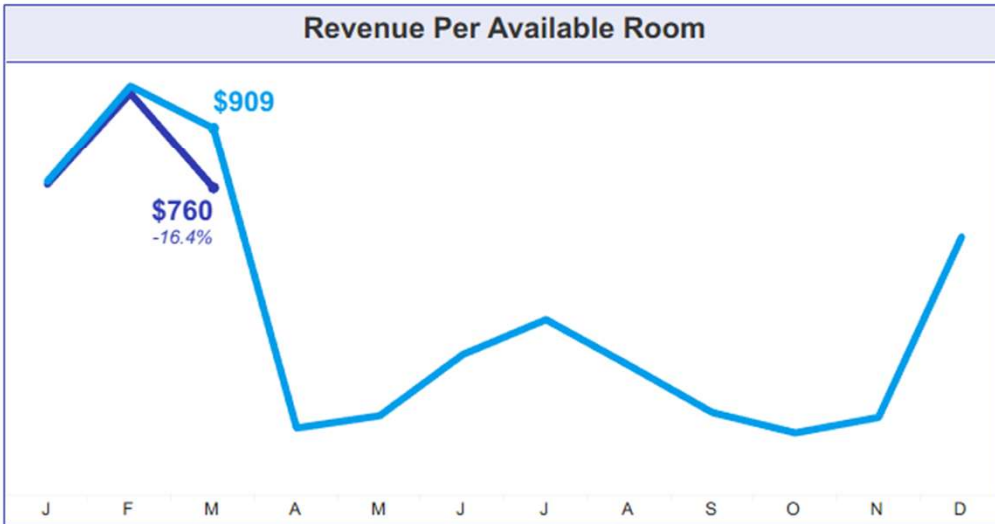
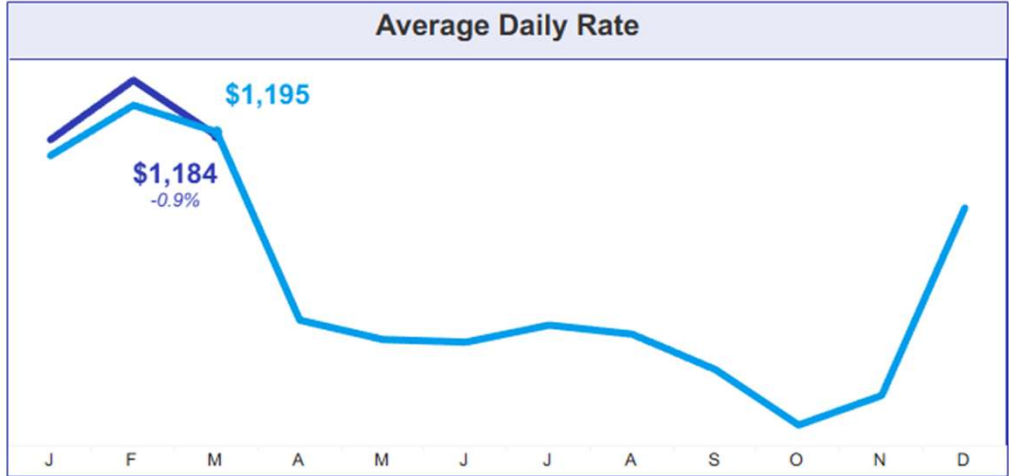
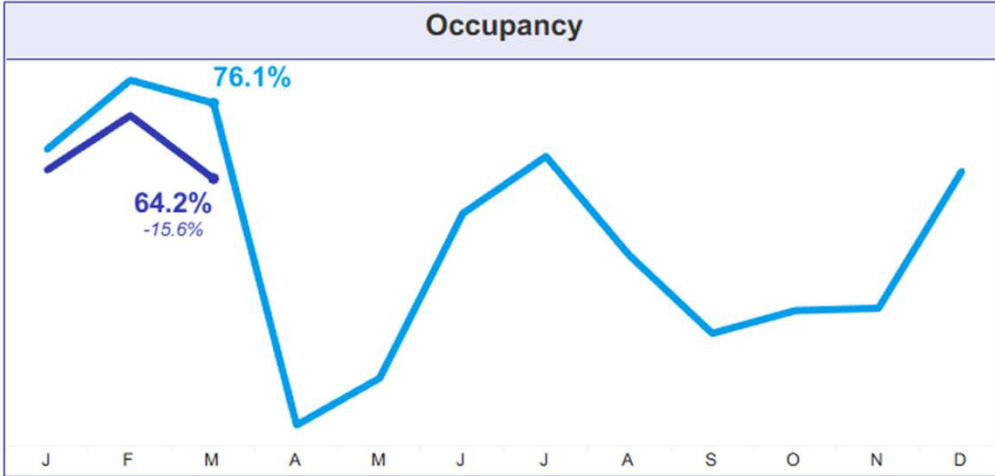
YOY	Occupancy	ADR	RevPAR	Active Listings	Listing Days Booked	Revenue
	64.2%	\$1,184.27	\$759.81	1,036	16,318	\$19,324,918
	-15.6%	-0.9%	-16.4%	5.4%	-11.9%	-12.7%



Snowmass Village Monthly Short-Term Rental Performance

March 2026

Source: AirDNA, 'Entire Place' Listings Only



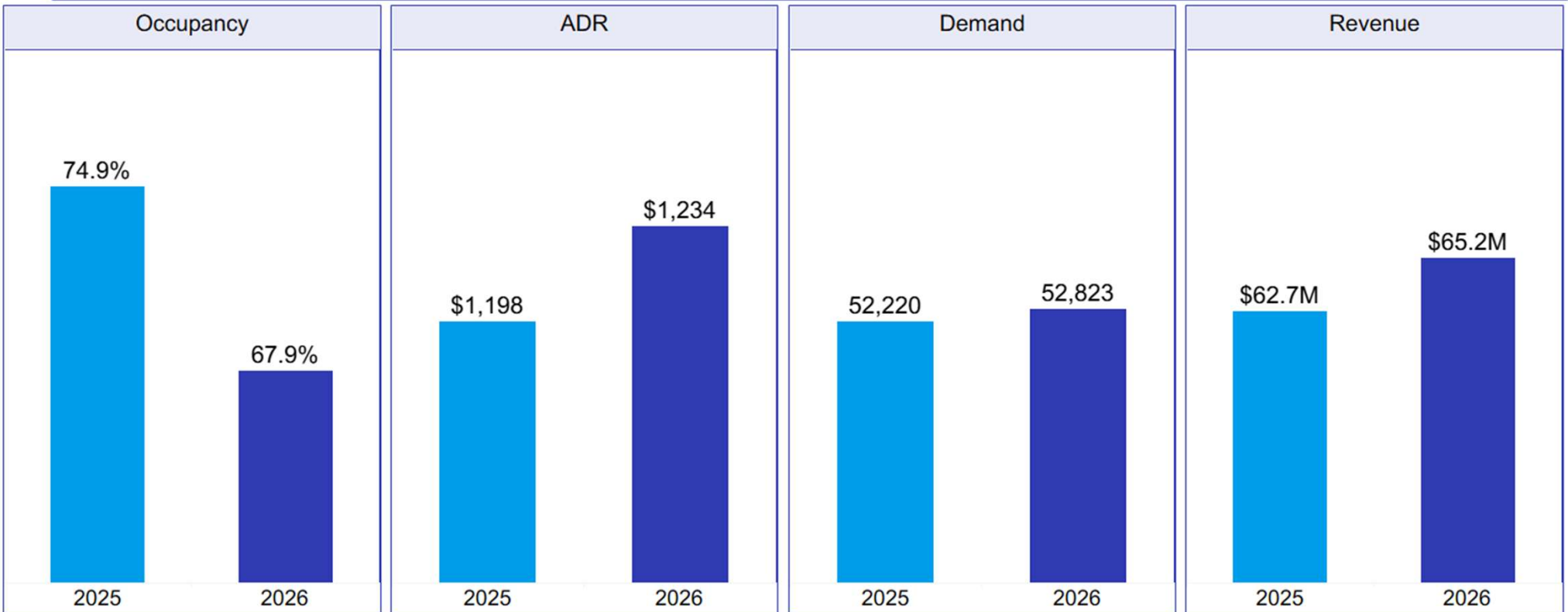
Snowmass Village Monthly Short-Term Rental Performance

Calendar YTD Through March 2026

Source: AirDNA, 'Entire Place' Listings Only



YOY CYTD '26	Occupancy	ADR	RevPAR	Avg. Active Listings	Listing Days Booked	Revenue
	67.9%	\$1,233.59	\$841.35	1,051	52,823	\$65,238,763
	-9.2%	3.0%	-6.4%	7.1%	1.2%	4.0%





Group Sales

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Snowmass Village Monthly Sales Activity Report

Events Booked in March 2026

Source: IDSS



YOY	Mar '26	Booked Events	Total Attendance	Contracted Rooms	Pickup Rooms	YOY	YTD '26	Booked Events	Total Attendance	Contracted Rooms	Pickup Rooms
	34	1,478	4,612	418	90		3,594	7,862	2,850		
	8	108	2,073	-1,359	10		1,274	4,003	-3,264		

Booked 'Definite Non Contract' Events

Event ID	Definite Date	Event Status	Event Name	New or Repeat	Arrival Date	End Date	Total Attendance	Contract Rms
87226	March 6, 2026	Definite Non Contract	Orlando Zarone Ski Group EY	New	February 26, 2026	March 1, 2026	10	32
87340	March 9, 2026	Definite Non Contract	Baltimore Ski Club March 2026	Repeat	March 7, 2026	March 13, 2026	0	56
87341	March 9, 2026	Definite Non Contract	Fund Bank Ski Club March 2026	Repeat	March 7, 2026	March 14, 2026	0	105
87342	March 9, 2026	Definite Non Contract	70+ ski club March group	Repeat	March 7, 2026	March 14, 2026	0	0
87343	March 9, 2026	Definite Non Contract	Cincinnati Ski Club March 2026	Repeat	March 7, 2026	March 14, 2026	0	0
87344	March 9, 2026	Definite Non Contract	Nashville Ski Club March 2026	Repeat	March 7, 2026	March 14, 2026	0	56
87345	March 9, 2026	Definite Non Contract	Sitzmark Club of Minneapolis March 2026	Repeat	March 8, 2026	March 14, 2026	0	0
87346	March 9, 2026	Definite Non Contract	Indianapolis Ski Club March 2026	Repeat	March 14, 2026	March 21, 2026	0	0
87448	March 20, 2026	Definite Non Contract	NASA Kennedy Ski Club March 2026	New	March 15, 2026	March 21, 2026	0	60
87449	March 20, 2026	Definite Non Contract	Daytona Beach Ski Club March 2026	Repeat	March 14, 2026	March 21, 2026	0	7
87462	March 20, 2026	Definite Non Contract	IBEX ski club March 2026	Repeat	March 21, 2026	March 28, 2026	0	0
87068	March 20, 2026	Definite Non Contract	West Michigan Ski Club April 2026	New	March 28, 2026	April 4, 2026	10	0
87464	March 20, 2026	Definite Non Contract	Immanuel Baptist Church March 2026	Repeat	March 22, 2026	March 27, 2026	0	92
87513	March 27, 2026	Definite Non Contract	Suffolk Skidaddlers March 2026	Repeat	March 28, 2026	April 4, 2026	0	0
87371	March 27, 2026	Definite Non Contract	Powderdogs April 2026	Repeat	April 5, 2026	April 11, 2026	0	0
87515	March 27, 2026	Definite Non Contract	Juan's Guatemala Ski Group Spring 2026	Repeat	March 27, 2026	April 5, 2026	0	0
Grand Total								408

Snowmass Village Monthly Sales Activity Report

Events Booked in March 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
85917	March 3, 2026	Definite	CTA Winter Break 2027	Repeat	March 3, 2027	March 7, 2027	25	112
87066	March 4, 2026	Definite	57th Aspen Retinal Detachment Society	New	March 1, 2029	March 8, 2029	110	529
86366	March 4, 2026	Definite	2027 Thomas L. Petty Aspen Lung Conference	New	June 6, 2027	June 11, 2027	180	257
85899	March 5, 2026	Definite	Health Law Roundtable 2027	New	January 21, 2027	January 23, 2027	40	120
86488	March 5, 2026	Definite	2026 Aspen Global Change Institute Workshop I	Repeat	May 31, 2026	June 5, 2026	30	150
86489	March 6, 2026	Definite	2026 Aspen Global Change Institute Workshop III	Repeat	July 26, 2026	July 31, 2026	30	120
86631	March 9, 2026	Definite	2026 Aspen Global Change Institute Workshop II	New	July 20, 2026	July 24, 2026	30	143
87358	March 9, 2026	Definite	Domino's Franchise Forum 2027	New	March 4, 2027	March 14, 2027	100	297
76430	March 10, 2026	Definite	2028 Cardiovascular Conference	Repeat	January 6, 2028	January 15, 2028	150	1,067
86288	March 17, 2026	Definite	Maddie and Patrick Wedding 2026	New	September 17, 2026	September 19, 2026	50	60
87430	March 18, 2026	Definite	2026 Mountain View Staging Staff Rooms I	Repeat	June 19, 2026	July 2, 2026	50	442
87431	March 18, 2026	Definite	2026 Mountain View Staging Staff Rooms II	Repeat	July 12, 2026	July 18, 2026	50	30
87510	March 25, 2026	Definite	SITE ISA 2027	New	April 3, 2027	April 9, 2027	130	369
87516	March 25, 2026	Definite	Ute Tribe Royalty Event	New	March 16, 2026	March 18, 2026	9	16
87517	March 30, 2026	Definite	Burton Culture Shifters 2026	Repeat	April 6, 2026	April 12, 2026	274	323
86820	March 30, 2026	Definite	4th Annual CMTC Conference	New	September 29, 2026	October 2, 2026	100	115
87185	March 30, 2026	Definite	2027 Research & Education Foundation Winter Ski Meeting	New	January 15, 2027	January 21, 2027	40	231
87534	March 30, 2026	Definite	2028 Research & Education Foundation Winter Ski Meeting	New	January 14, 2028	January 20, 2028	60	231
Grand Total								4,612

Snowmass Village Sales Production Pace Report

March 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	18									31	
	Total Attendance	330	596	1,458									2,384	
	Contracted Rooms	1,345	1,905	4,612									7,862	
	Pickup Rooms	35	0	10									45	
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	293	0	50	3,333
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	Mar
	Booked Events YOY	4	0	9
	Total Attendance YOY	310	131	658
	Contracted Rooms YOY	1,308	622	2,073
Pickup Rooms YOY	5	-576	-676	

Change from 2019		Jan	Feb	Mar
	Booked Events YOY	3	3	16
	Total Attendance YOY	290	-46	1,088
	Contracted Rooms YOY	1,211	563	3,862
Pickup Rooms YOY	35	-532	10	

Snowmass Village Sales Production Pace Report

March 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	16									59
	Total Attendance	225	965	20									1,210
	Contracted Rooms	0	0	0									0
	Pickup Rooms	1,362	1,035	408									2,805
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	0	0	0
	Pickup Rooms	2,677	1,054	1,091	303	38	681		55	568	680	0	7,147
2024	Booked Events	17	3	7	1	1		3	4	3	1	3	46
	Total Attendance	730	930	300	170	50		200	700	257	900	140	4,427
	Contracted Rooms	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	4,153
2019	Booked Events										1		1
	Total Attendance										30		30
	Contracted Rooms										0		0
	Pickup Rooms										47		47

Change from 2025		Jan	Feb	Mar
	Booked Events YOY	-12	10	-1
	Total Attendance YOY	-90	815	-550
	Contracted Rooms YOY	0	0	0
	Pickup Rooms YOY	-1,315	-19	-683

Change from 2019		Jan	Feb	Mar
	Booked Events	18	25	16
	Total Attendance	225	965	20
	Contracted Rooms	0	0	0
	Pickup Rooms	1,362	1,035	408

Snowmass Village Monthly Sales Activity Report

Events Arrived in March 2026

Source: IDSS



Mar '26	Booked Events	Total Attendance	Contracted Rooms	Pickup Rooms	YTD '26	Booked Events	Total Attendance	Contracted Rooms	Pickup Rooms
	23	349	859	685		82	2,746	7,327	3,941
YOY	3	-812	-2,411	-6,219	YOY	-3	-520	-3,094	-13,367

Arrived 'Definite' Events								
Event ID	Definite Date	Event Status	Event Name	New or Repeat	Arrival Date	End Date	Total Attendance	Contract Rms
79787	February 29, 2024	Definite	2026 Annual Ski Meeting	New	March 9, 2026	March 15, 2026	80	150
83303	June 26, 2025	Definite	Snowmass Retina & Eye 2026	Repeat	March 12, 2026	March 21, 2026	30	170
85783	October 20, 2025	Definite	2026 LTAM Asset Management Meeting	New	March 13, 2026	March 23, 2026	100	280
85014	December 15, 2025	Definite	Singles Ski Week March 2026	Repeat	March 14, 2026	March 21, 2026	55	190
87516	March 25, 2026	Definite	Ute Tribe Royalty Event	New	March 16, 2026	March 18, 2026	9	16
86134	December 18, 2025	Definite	2026 Employee Retreat	New	March 17, 2026	March 18, 2026	20	14
86701	December 30, 2025	Definite	Catalyst Leadership Retreat 2026	New	March 26, 2026	March 29, 2026	20	39
Grand Total								859

Snowmass Village Monthly Sales Activity Report

Events Arrived in March 2026

Source: IDSS

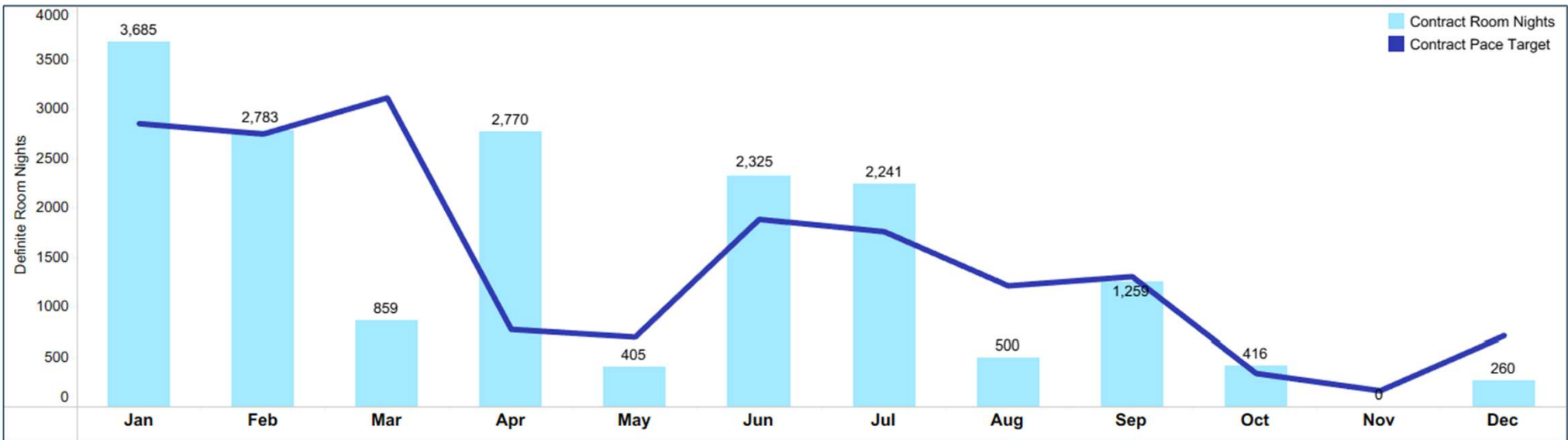


Arrived 'Definite Non Contract' Events							
Event ID	Definite Date	Event Status	Event Name	New or Repeat	Arrival Date	End Date	Pickup Rms
87230	February 27, 2026	Definite Non Contract	Valley of the Sun Ski Group Feb 2026	Repeat	March 1, 2026	March 6, 2026	0
87340	March 9, 2026	Definite Non Contract	Baltimore Ski Club March 2026	Repeat	March 7, 2026	March 13, 2026	56
87341	March 9, 2026	Definite Non Contract	Fund Bank Ski Club March 2026	Repeat	March 7, 2026	March 14, 2026	105
87342	March 9, 2026	Definite Non Contract	70+ ski club March group	Repeat	March 7, 2026	March 14, 2026	0
87343	March 9, 2026	Definite Non Contract	Cincinnati Ski Club March 2026	Repeat	March 7, 2026	March 14, 2026	0
87344	March 9, 2026	Definite Non Contract	Nashville Ski Club March 2026	Repeat	March 7, 2026	March 14, 2026	56
87345	March 9, 2026	Definite Non Contract	Sitzmark Club of Minneapolis March 2026	Repeat	March 8, 2026	March 14, 2026	0
87346	March 9, 2026	Definite Non Contract	Indianapolis Ski Club March 2026	Repeat	March 14, 2026	March 21, 2026	0
87449	March 20, 2026	Definite Non Contract	Daytona Beach Ski Club March 2026	Repeat	March 14, 2026	March 21, 2026	7
87448	March 20, 2026	Definite Non Contract	NASA Kennedy Ski Club March 2026	New	March 15, 2026	March 21, 2026	60
86925	February 12, 2026	Definite Non Contract	Burriss Ski Group March 2026	New	March 18, 2026	March 23, 2026	20
87462	March 20, 2026	Definite Non Contract	IBEX ski club March 2026	Repeat	March 21, 2026	March 28, 2026	0
87464	March 20, 2026	Definite Non Contract	Immanuel Baptist Church March 2026	Repeat	March 22, 2026	March 27, 2026	92
87515	March 27, 2026	Definite Non Contract	Juan's Guatemala Ski Group Spring 2026	Repeat	March 27, 2026	April 5, 2026	0
87513	March 27, 2026	Definite Non Contract	Suffolk Skidaddlers March 2026	Repeat	March 28, 2026	April 4, 2026	0
87068	March 20, 2026	Definite Non Contract	West Michigan Ski Club April 2026	New	March 28, 2026	April 4, 2026	0
Grand Total							396

Snowmass Village Sales Pace Report

Demand for 2026

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



Consumption

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
Contract Room Nights	3,685	2,783	859	2,770	405	2,325	2,241	500	1,259	416	0	260	17,503
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	-2,260	1,995	-292	437	478	-715	-49	78	-163	-453	-87
Contract Pace Percentage	128.9%	101.1%	27.5%	357.5%	58.1%	123.1%	127.1%	41.2%	96.2%	123.0%	0.0%	36.5%	99.5%

A scenic winter landscape featuring two snowmobilers in the foreground. They are wearing colorful gear and helmets, riding on a snow-covered slope. In the background, majestic snow-capped mountains rise against a clear blue sky. The overall atmosphere is bright and crisp.

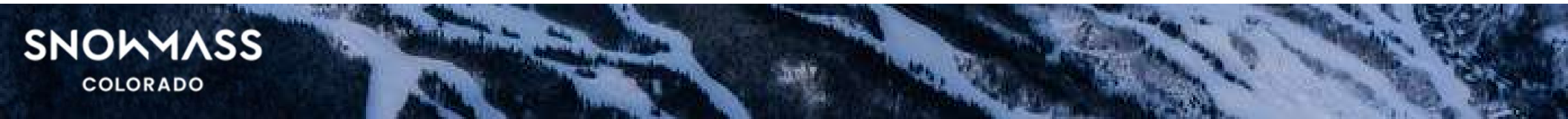
Website Metrics

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Top Pages – March 2026

Rank	Page Path and Screen Class	Views	Active Users	Events Count
1	/snowmass-won-our-hearts-off-the-slopes/	100,167	81,336	276,138
2	/the-nostalgia-of-snowmass-village-memories-of-a-lifetime/	37,436	32,440	105,098
3	/	18,277	15,408	49,829
4	/winter-weekend-vacation-3-days-of-adventure-connection-in-snowmass/	15,596	11,134	39,967
5	/winter/	7,946	6,504	21,707
6	/specials/winter-flash-sale/	4,096	3,742	11,839
7	/snowmass-village-ultimate-family-guide-winter-adventure-on-off-slopes/	3,409	2,565	9,152
8	/events/	2,742	1,623	7,641
9	/snowmass-lodging/	2,133	1,238	3,414
10	/dining/	1,635	904	4,317

Source: GA4



Top Cities – January-March 2026

Rank	City	Sessions	Event Counts
1	New York, NY	7,402	24,657
2	Denver, CO	7,313	26,093
3	Los Angeles, CA	7,084	23,091
4	Chicago, IL	6,731	22,004
5	Houston, TX	5,139	17,057
6	Dallas, TX	3,710	13,126
7	Atlanta, GA	2,873	9,823
8	Charlotte, NC	2,387	7,713
9	Phoenix, AZ	2,377	7,550
10	Austin, TX	2,350	7,851

Source: GA4

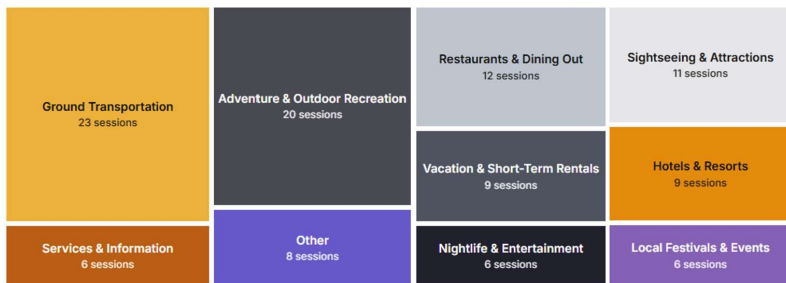
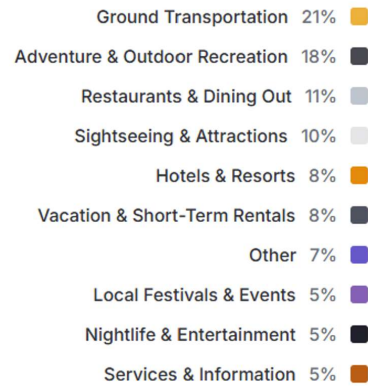
Top Channel Acquisitions – March 2026

Rank	Session Default Channel Group	Sessions	Active Users
1	Organic Social	161,711	135,785
2	Direct	10,775	9,310
3	Organic Search	9,220	6,936
4	Paid Search	5,835	5,170
5	Display	4,821	4,767
6	Unassigned	885	867
7	Audio	642	629
8	Referral	585	467
9	Email	195	111
10	Cross-network	49	49

Source: GA4

GuideGeek Analytics – March 2026

Top Categories 📄



Outgoing Link Clicks (top 10)

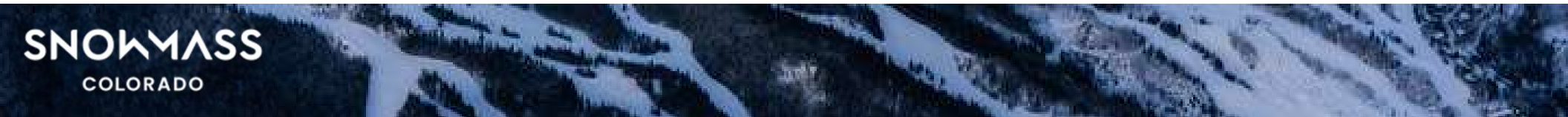
Clicked by users during the selected period across all platforms and countries.

Link	Clicks
https://www.gosnowmass.com/lodging/	13
https://www.gosnowmass.com/press-release/snowmass-tourism-debuts-2026-summer-event-lineup-featuring-two-new-events/	10
https://www.gosnowmass.com/activity/summer-music-series/	9
https://www.gosnowmass.com/about-us/maps-travel/parking/	5
https://www.gosnowmass.com/things-to-do-5/parent-info/the-treehouse/	4
https://www.gosnowmass.com/press-release/whats-new-for-winter-2025-2026-in-snowmass-village-co/	4
https://www.gosnowmass.com/lodging/snowmass-mountain-lodging/	4
https://www.aspensnowmass.com/visit/tickets-and-passes/lift-tickets	4
https://www.gosnowmass.com/lodging/itrip-vacations/	3
https://www.gosnowmass.com/specials/	2

Most Used Sources (top 10)

Link	Sends
Snowmass, Colorado Official Lodging, Activities, and Visitor's Guide	30
Snowmass Activities, Sports and Outdoor Recreation Go Snowmass	21
PR: Snowmass Tourism Debuts 2026 Summer Event Lineup, Featuring Two New Events Go Snowmass	20
Snowmass Stats, Lift Hours & Important Dates Snowmass Ski Area	19
Itineraries for Every Age GoSnowmass	18
Upcoming Events in Snowmass Village Snowmass Tourism	18
Snowmass Activities, Sports and Outdoor Recreation Go Snowmass	17
Snowmass Mountain Lodging Snowmass Village Lodging	14
Hotels, Condos, Lodging and Vacation Rentals in Snowmass, Colorado	13
Powder Paradise: How to Best Enjoy Snowmass Village This Winter - The Scoop GoSnowmass	12

Source: GuideGeek



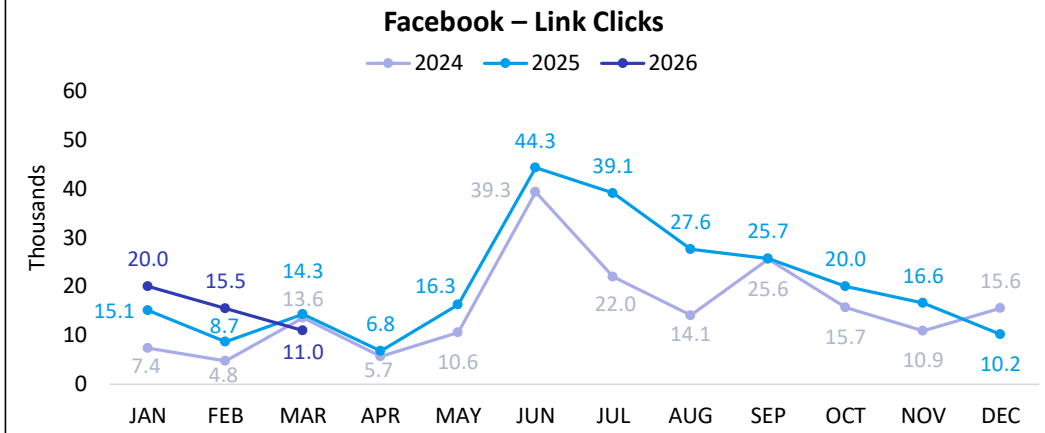
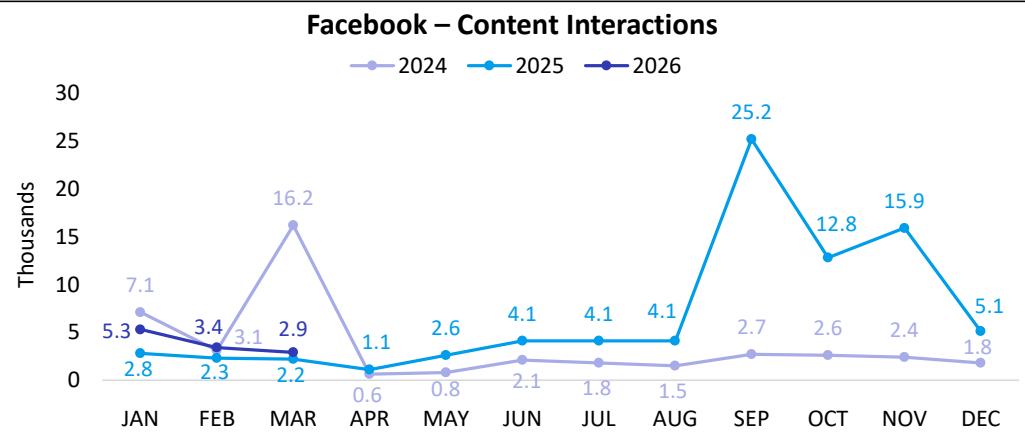
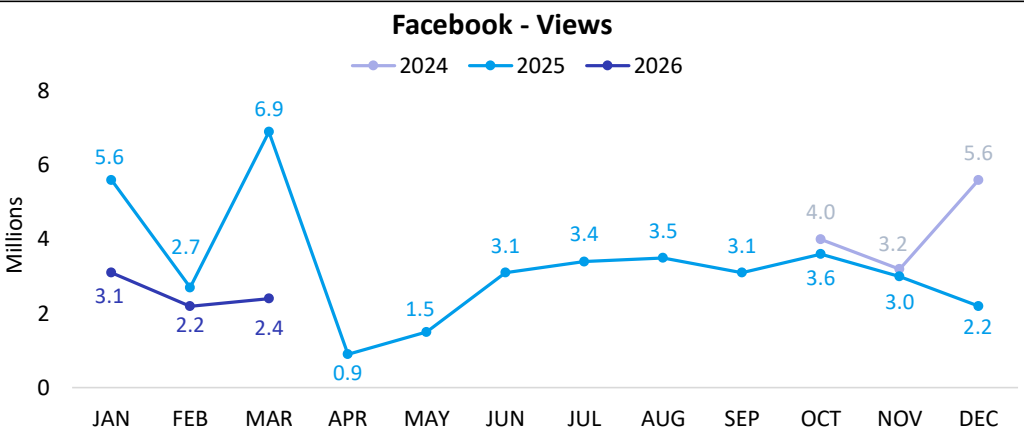
SNOWMASS
COLORADO



Social Media, Guest Interactions, and Paid Marketing Campaigns

SNOWMASS
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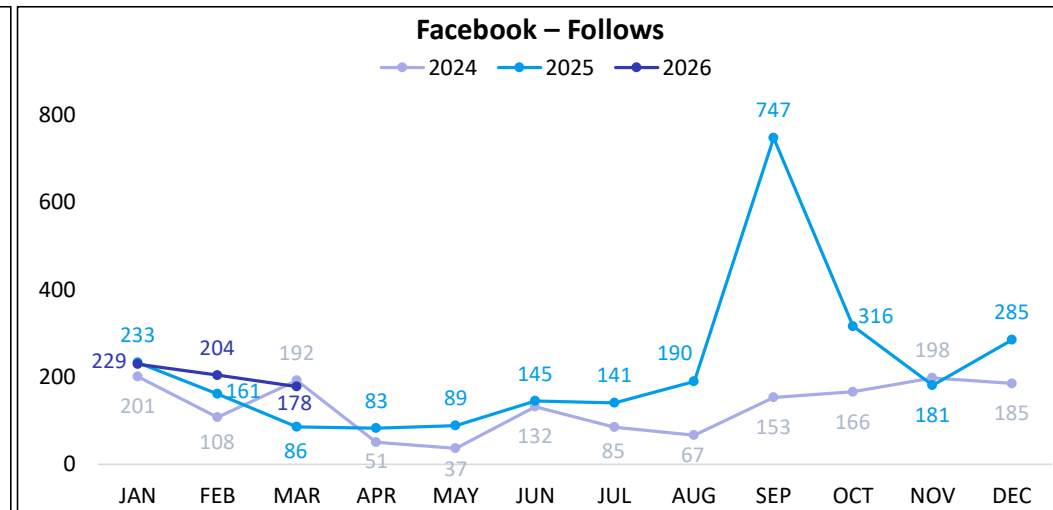
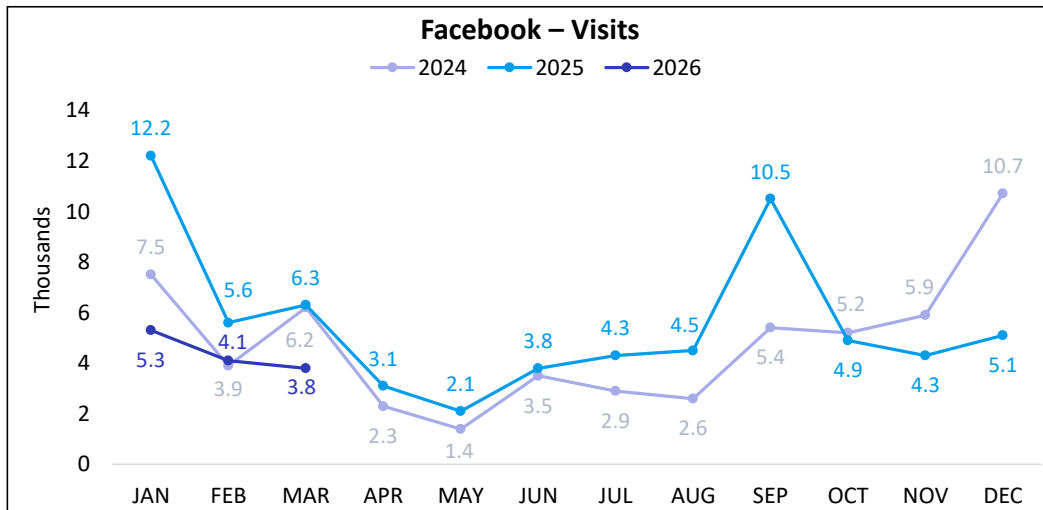
Facebook – Views, Content Interactions & Link Clicks



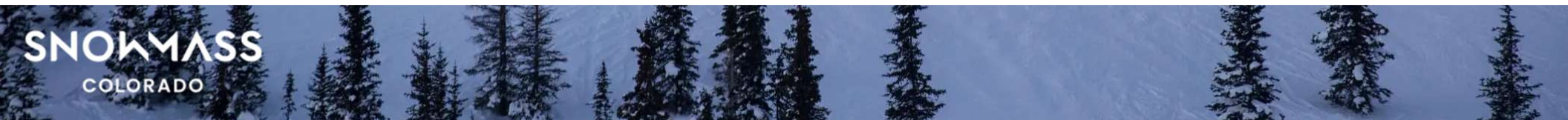
Source: Facebook



Facebook – Visits & Follows



Source: Facebook

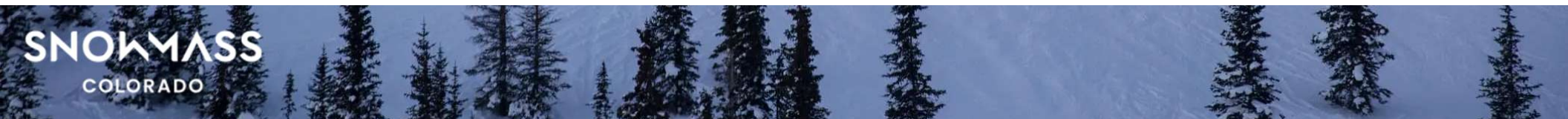


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Facebook Top Social Posts – March 2026

Post Date	Caption	Views	Reach	Reactions	Comments	Total Clicks
3/19/2026	Name a better morning drive...we'll wait	23,986	20,072	520	41	336
3/27/2026	The spring snow is slushy. The temperatures are balmy. The sunny patios are calling. Who are you getting your last laps of the season in with?!	11,960	8,225	67	7	765
3/9/2026	More early spring days like this, please	7,230	6,643	135	11	47
3/6/2026	March is doin' what March does best	6,460	4,616	91	3	233
3/16/2026	The view we woke up to just a few weeks ago that still lives rent-free in our heads	5,704	3,996	95	0	138
3/13/2026	Longer and warmer days this spring = après in full swing. For everything from the best patios to live music in Snowmass, visit the link in bio.	5,448	4,541	61	2	93
3/20/2026	We @challengeaspen! If you're looking for a fun way to give back this spring, check out the Limitless Mountain Challenge happening at Snowmass next	3,468	3,340	70	0	31
3/2/2026	Are you already dreaming about next ski season? Lock in on the best deal now and make it count with the Winter Flash Sale. Book 7+ nights with	3,012	2,172	45	2	48

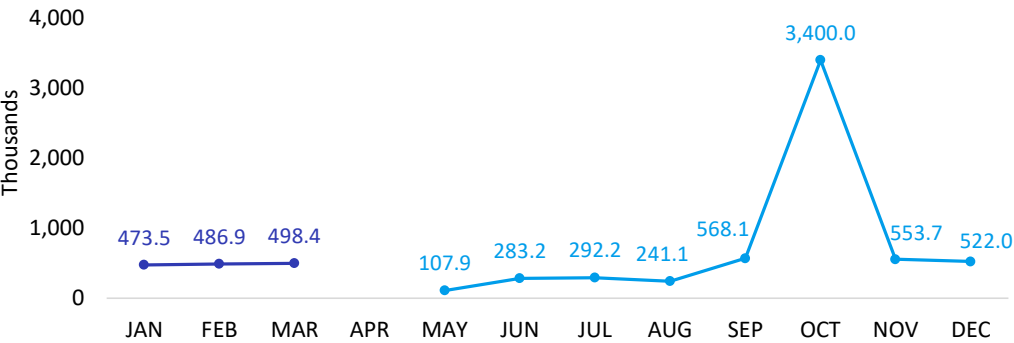
Source: Facebook



Instagram - Views, Content Interactions & Link Clicks

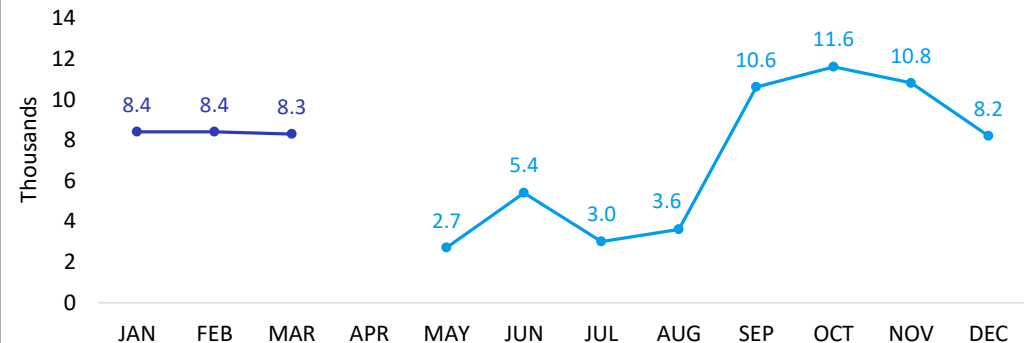
Instagram - Views

2025 2026



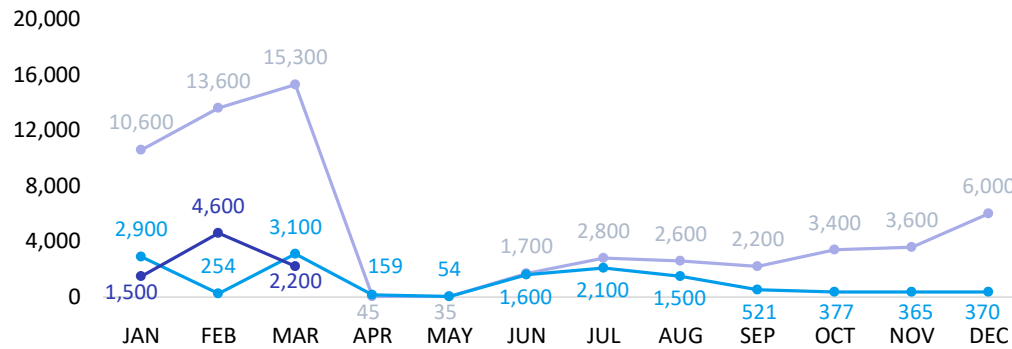
Instagram - Content Interactions

2025 2026



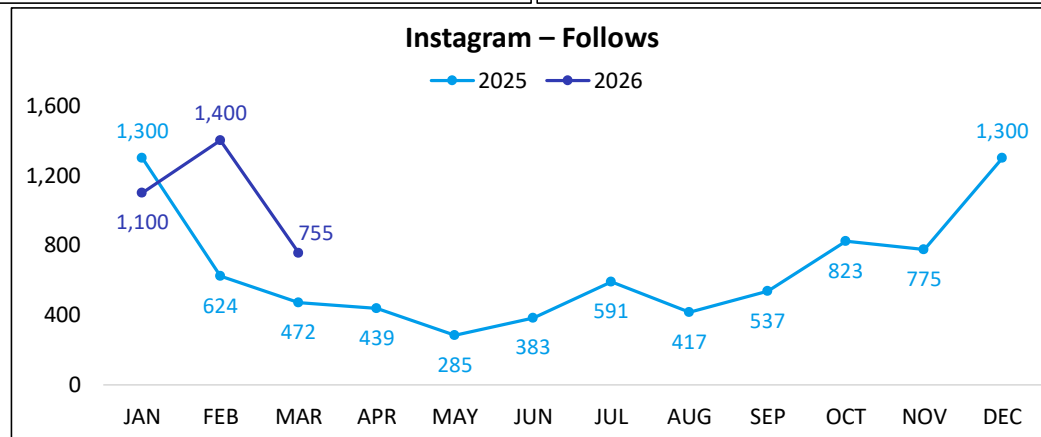
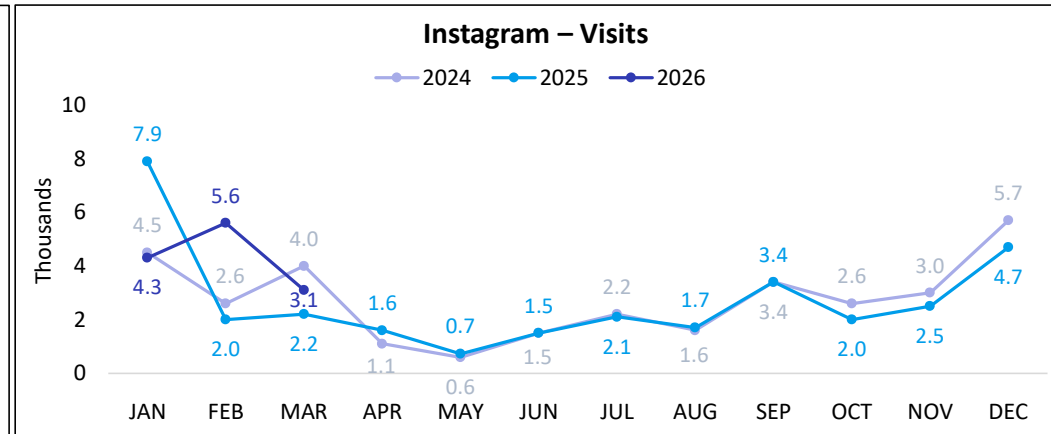
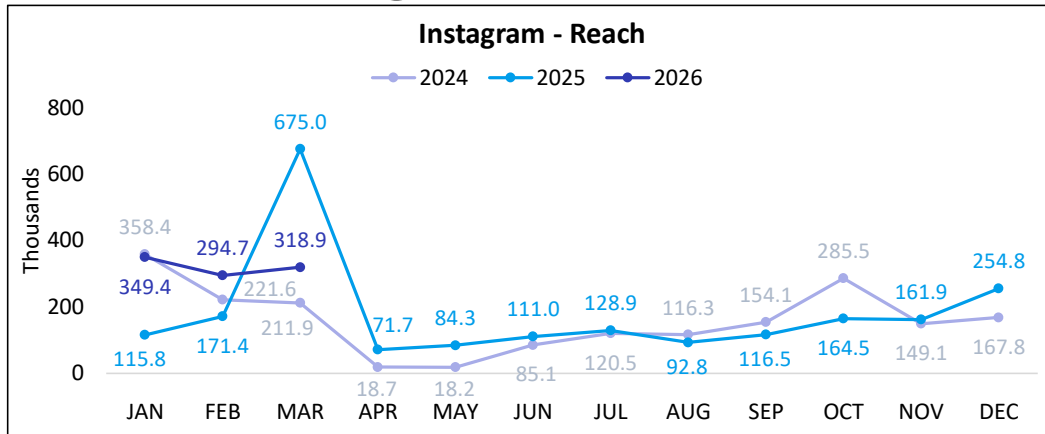
Instagram - Link Clicks

2024 2025 2026

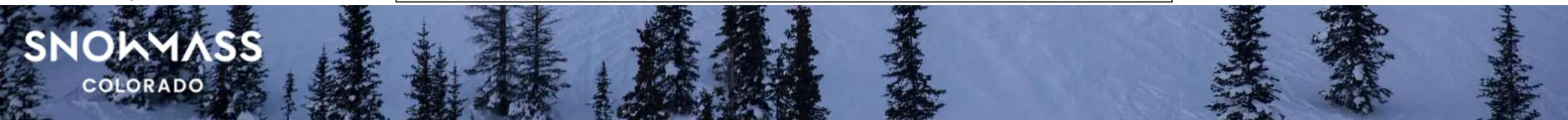


Source: Instagram

Instagram – Reach, Visits & Follows



Source: Instagram

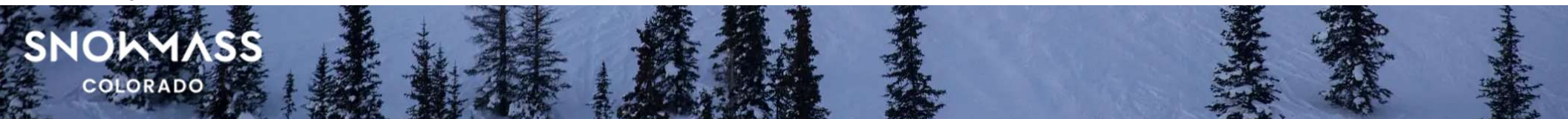


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Instagram Top Social Posts – March 2026

Date	Caption	Views	Likes	Shares	Comments	Saves	Reach	Follows
3/25/2026	Last week, in conjunction with @historyaspen and @snowmass	36,202	1,510	183	34	0	25,671	
3/2/2026	Are you already dreaming about next ski season? Lock in the	22,159	754	54	9	32	14,422	88
3/27/2026	The spring snow is slushy. The temperatures are balmy.	21,374	336	51	5	8	10,633	13
3/19/2026	Name a better morning drive...we'll wait	21,108	939	296	20	24	20,525	26
3/6/2026	Meet the Snowmass Tourism team, tiny tot edition	17,878	326	28	19	7	7,336	1
3/16/2026	The view we woke up to just a few weeks ago that still lives	11,674	633	14	8	9	6,406	13
3/13/2026	Longer and warmer days this spring = après in full swing	7,719	194	55	3	12	5,668	2
3/24/2026	The early bird always gets the worm! This is your sign to uphill	7,109	175	44	2	7	5,145	4
3/11/2026	There's something about spring in Snowmass that you just have	6,479	157	18	3	0	4,714	
3/9/2026	More early spring days like this, please	6,419	242	34	5	4	5,170	4
3/20/2026	We @challengeaspen! If you're looking for a fun way to give	5,922	136	23	7	3	4,451	1
3/6/2026	March is doin' what March does best	5,425	216	12	2	0	2,648	3

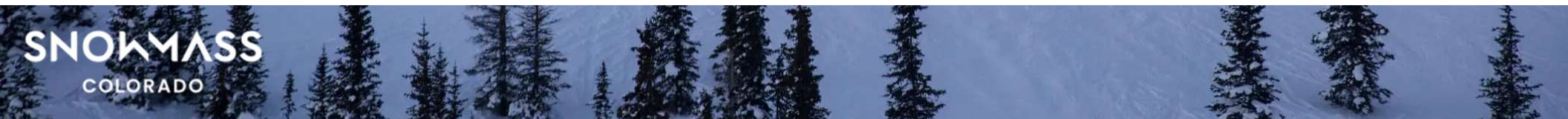
Source: Instagram



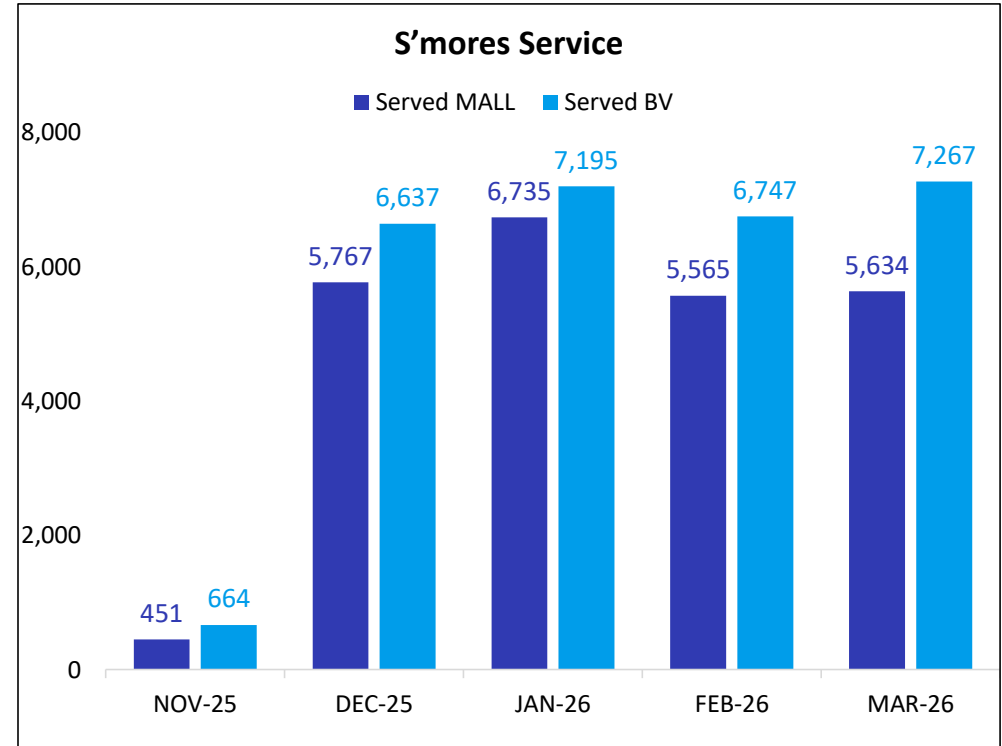
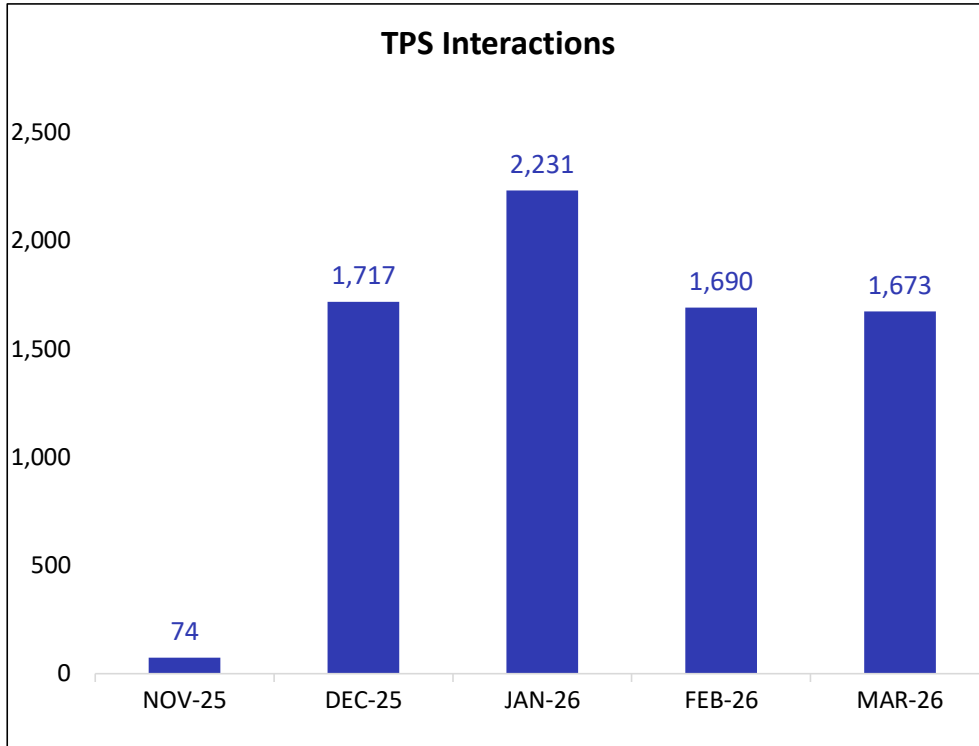
Paid Marketing Campaigns – March 2026

Traffic Source	Impressions	Clicks	CTR	CONV: All
Facebook	2,444,888	20,062	0.82%	99
Google	55,801	6,769	12.13%	5,808
Reddit	213,687	2,366	1.11%	1,696
LinkedIn	70,664	1,231	1.74%	0
YouTube	981,491	980	0.10%	9
Spotify Ad Studio	522,450	961	0.18%	-5
The Trade Desk	658,572	913	0.14%	161
Kargo	0	8		0
Colorado.com	149	1	0.67%	0
gumgum.com	9	0	0	0
MNTN	260,526		0	5

Source: Techint Labs

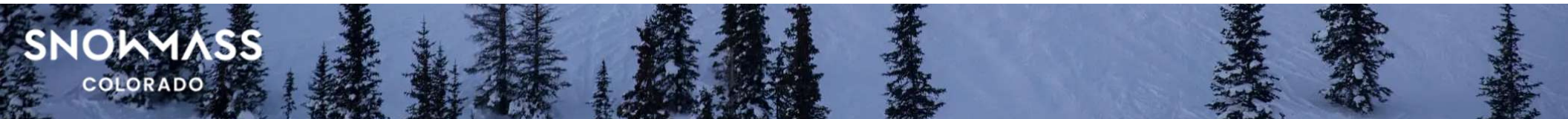


Guest Service Interactions



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

Source: Snowmass Tourism



Public Relations Metrics



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Media Highlights

Media coverage highlights from March 2026 include:

- **Aspen Times** and **Aspen Daily News** featured coverage of Snowmass' summer event lineup and the band lineup for the Snowmass Free Concert Series and Mountainside Music Festival. [Here](#) and [Here](#)
- **I-Trekkings**, France's #1 travel and outdoor blog, featured [6 Hikes to Discover in Colorado](#) based on hosting the writer in September
- Minnesota's **TwinCities.com**, featured "[It's all downhill from here: Last-minute ski destinations near and far](#)" based on the "City to Mountain" FAM in late January
- **Travel Curator** explores experiences to pursue in the "[Year of the Fire Horse](#)"
- The Snowmass Rodeo is nominated in **USA Today's 2026 10Best Readers' Choice Awards** and we need your help to win the "Best Rodeo!" It takes just 30 seconds to vote: open the poll, [HERE](#), and click "vote now." You can vote once per day until the polls close on Monday, April 27 at 10 a.m. MT.

Source: Snowmass Tourism Public Relations Report, March 2026

A wide-angle photograph of a snowy mountain landscape. In the foreground, a smooth, snow-covered slope leads down. Four skiers are visible on the slope, moving from left to right. They are wearing colorful winter gear: a red jacket, a blue jacket, a pink jacket, and a purple jacket. The middle ground shows a valley with scattered evergreen trees and some buildings, possibly a ski resort. In the background, several large, snow-capped mountain peaks rise against a clear, bright blue sky. The overall scene is bright and clear, suggesting a sunny day.

Consumer Sentiment

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COLORADO

American Travel Sentiment Study – Wave 106

*Survey fielded April 7-8, 2026; U.S. National Sample of 1,000 adults 18+

American Travel Sentiment Wave 106 Highlights

Key Findings:

1. Concerns About Gas Prices Highest Since July 2022

Concerns about gas prices greatly impacting travel decisions has reached 33%, up 12.6 points from March 2026 (21%) and the highest since July 2022 (43%). Due to gas prices, four in ten travelers (41%) are choosing destinations closer to home and 36% are reducing the number of trips they're taking. Travelers are also reducing their spending on entertainment and recreation (35%), retail purchases (33%), and food and beverage (29%). Nearly one in ten (8%) are canceling their trips.

2. Iran War Influencing International Travel Plans

A third of travelers (33%) plan to travel internationally in the next 12 months. However, the Iran war is impacting international travel plans, with 27% indicating they are less likely to travel internationally due to the war. Among travelers who indicated the Iran war is influencing their international travel plans, 40% will postpone their international trip and 31% plan to replace their international trip with a domestic trip. One in five (19%) will cancel their international trip.



Source: Longwoods International ATS Wave 106

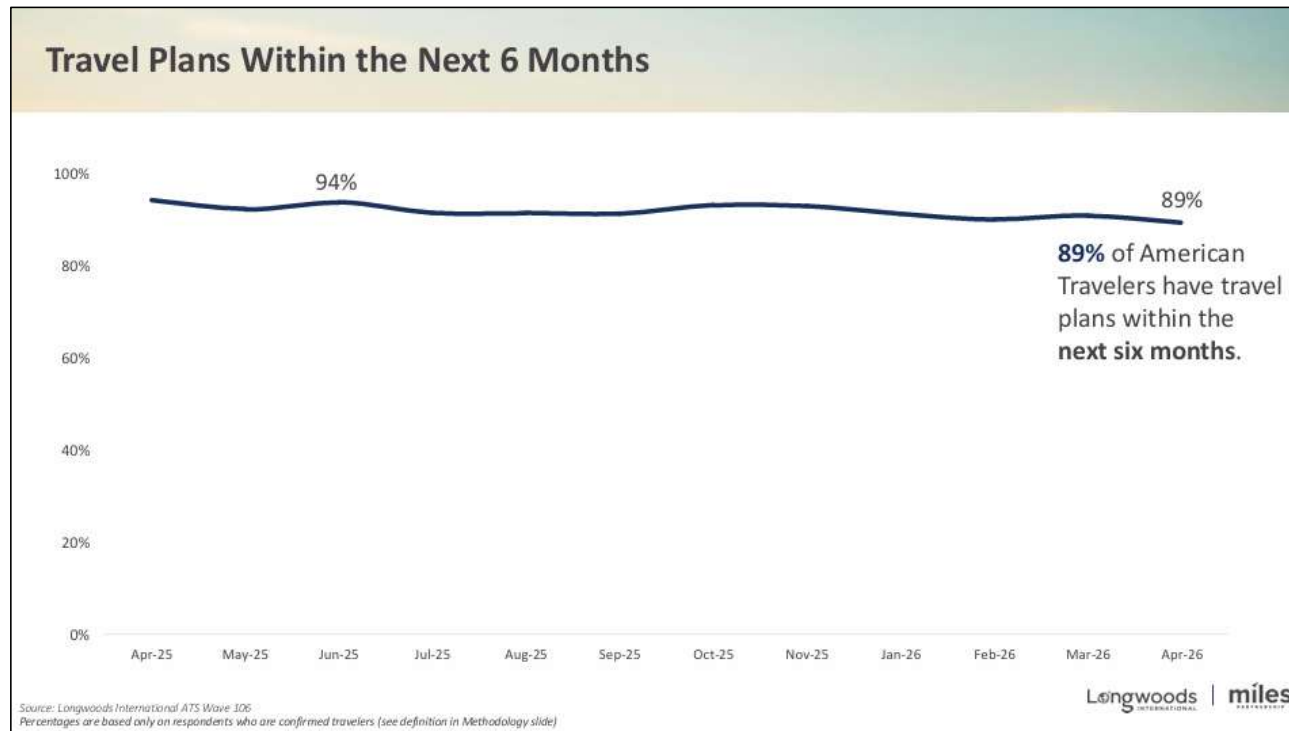
Longwoods | miles
INTERNATIONAL PARTNERSHIP

Source: Longwoods International

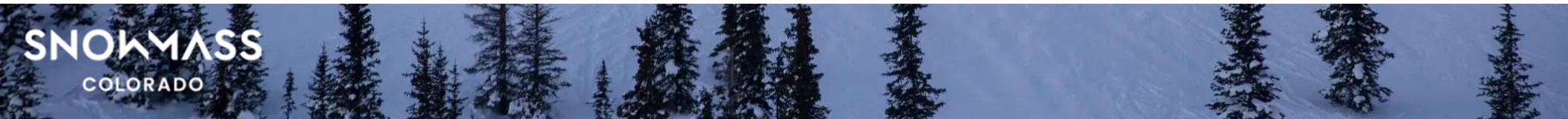
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American Travel Sentiment Study – Wave 106

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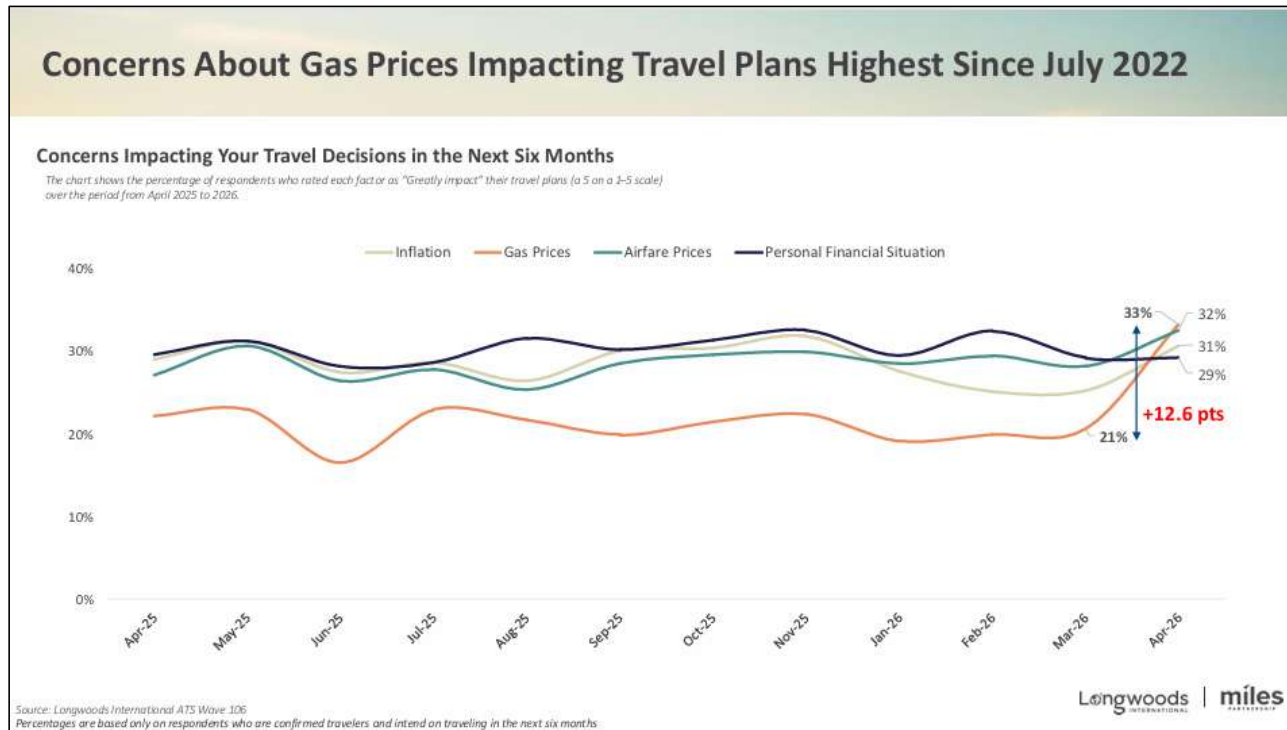


Source: Longwoods International

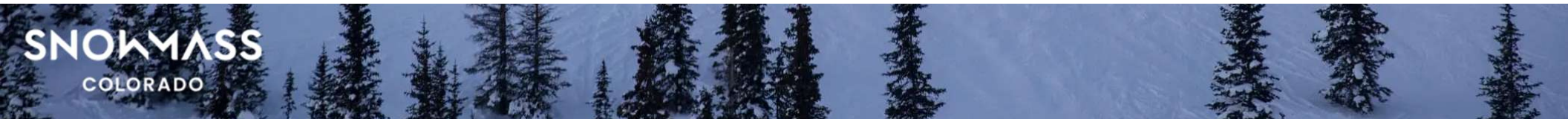


American Travel Sentiment Study – Wave 106

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Source: Longwoods International



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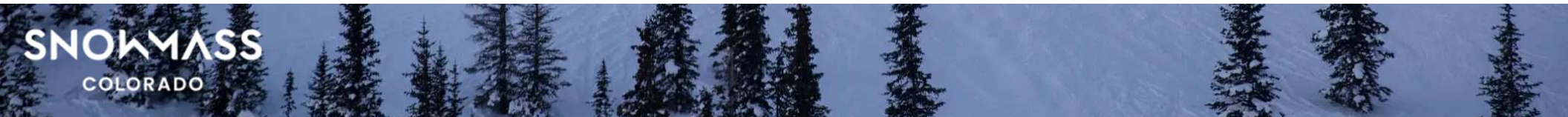


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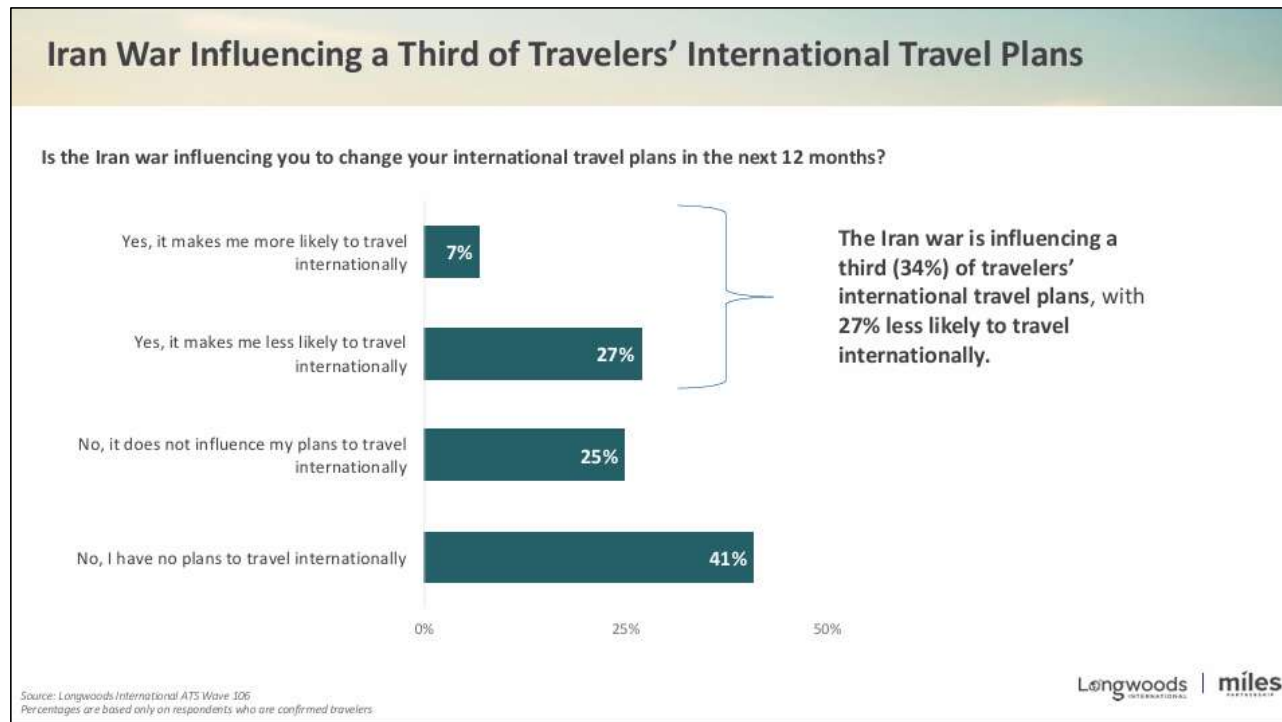


Source: Longwoods International

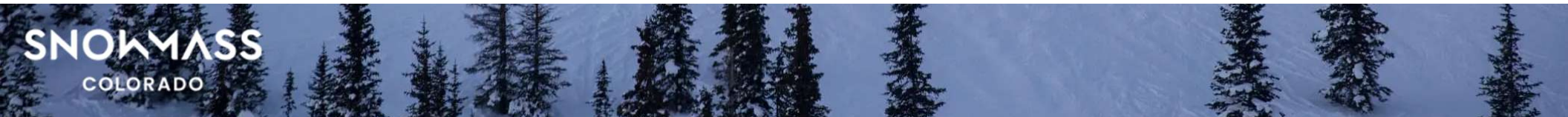


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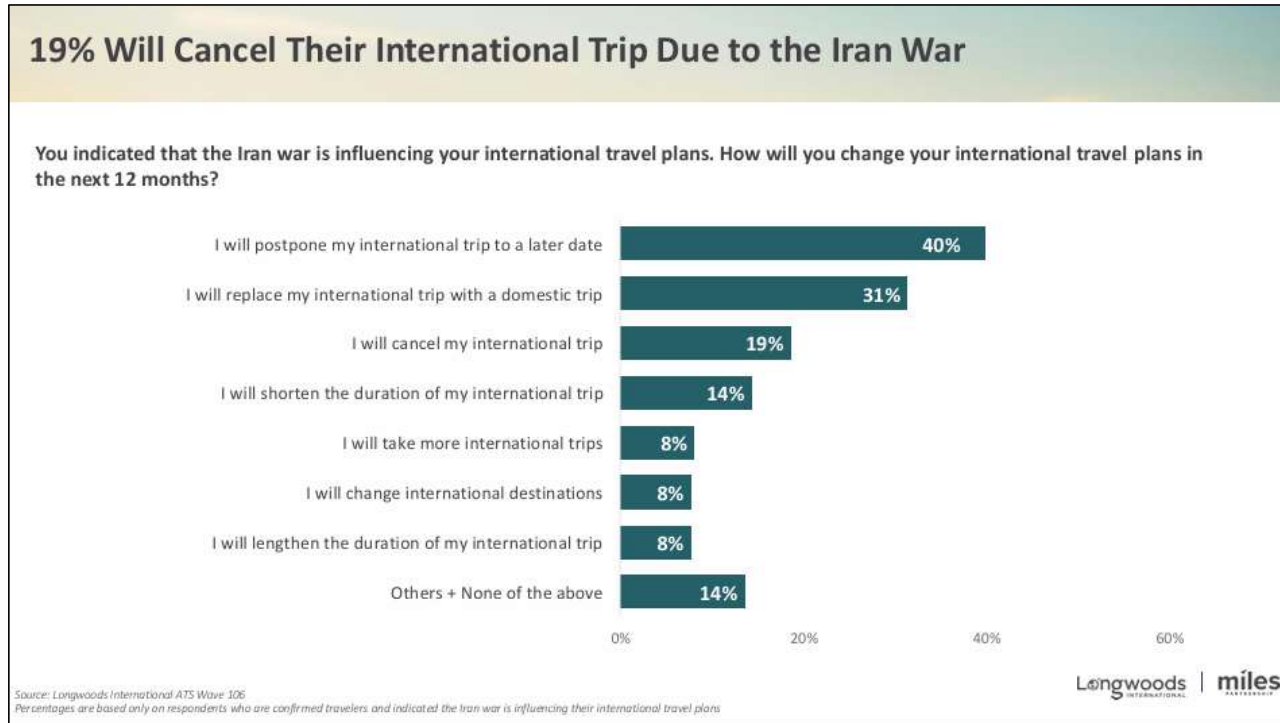


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American Travel Sentiment Study – Wave 106

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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: April 7 – 8, 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

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A snowboarder wearing a tan jacket, black pants, and a black helmet is captured in mid-air, performing a trick on a red metal rail. The snowboarder is positioned in the lower center of the frame. The background is a vast, scenic view of snow-covered mountains and valleys, with some rocky outcrops visible. The sky is a clear, pale blue. The overall scene is bright and crisp, typical of a winter day in a mountain resort.

Thank you!

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BLUE ROOM
RESEARCH