

An aerial photograph of a dense forest with vibrant green foliage. Several light-colored tree trunks, likely aspens, are scattered throughout the scene. A narrow dirt trail winds through the trees, and a hiker wearing a blue shirt and a backpack is visible on the trail near the top center of the image.

SNOWMASS

COLORADO

Tourism Talk

April 8, 2026

Agenda

TOSV Brush Creek Roundabout Updates

Snowmass Tourism Updates

Steve Halasz, Founder/CEO Blue Room Research
“Tourism Research Update”

Q&A/Reminders



The Town of
SNOWMASS *Village*

Town of Snowmass Village Brush Creek Road / Owl Creek Road Roundabout - 2026

Anne Martens
Public Works Director

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The Town of
SNOWMASS *Village*

Brush Creek Road / Owl Creek Road Roundabout

Construction Schedule: March – November 2026

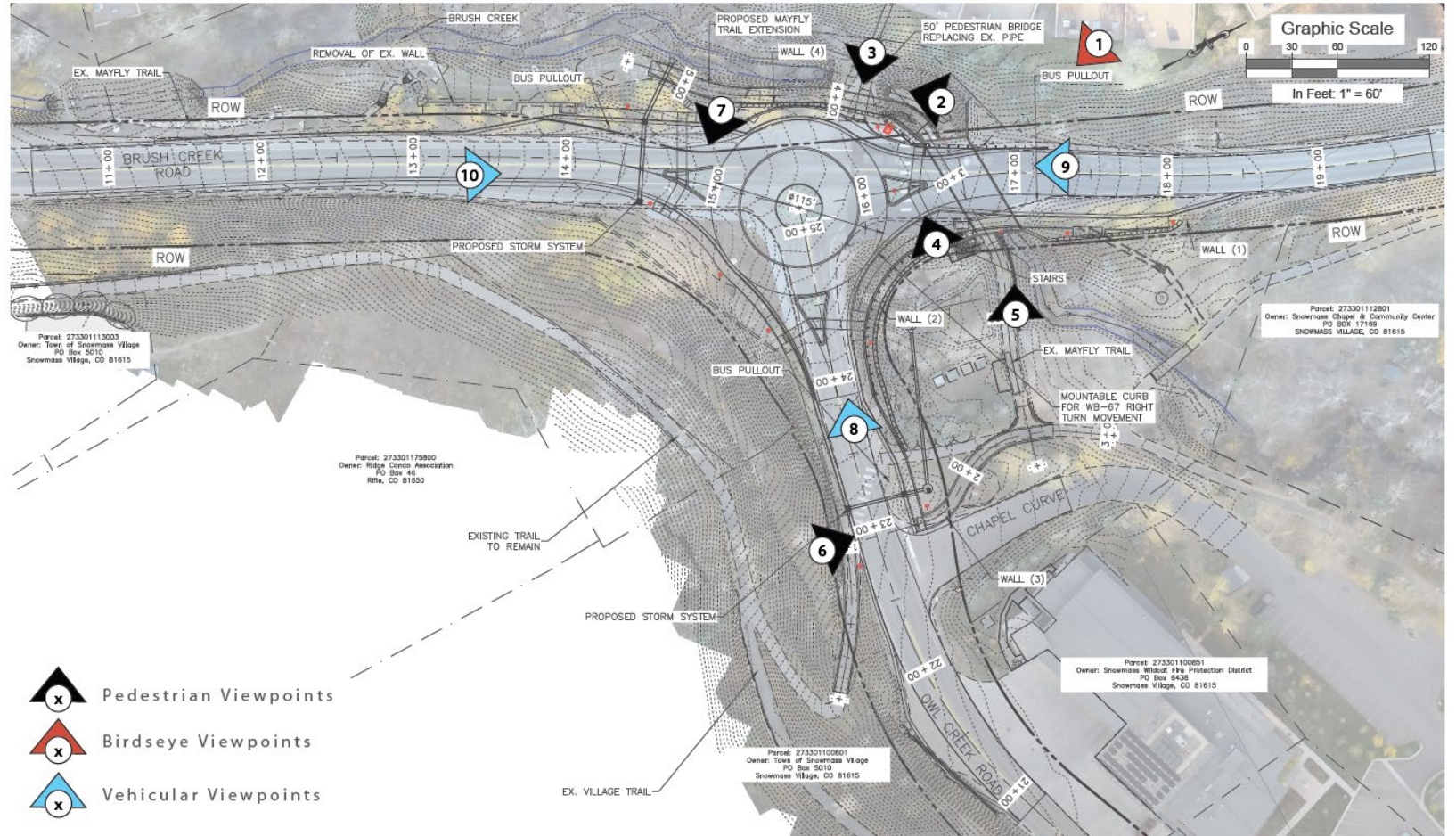
Project Budget: \$8.5 Million

Contractor: Gould Construction

Project Description: This project constructs a roundabout at the intersection of Brush Creek Road & Owl Creek Road to improve safety, traffic flow, aesthetics, and mobility. The Town has partnered with utility providers to upgrade aging utility infrastructure within the project area.



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- Pedestrian Viewpoints
- Birdseye Viewpoints
- Vehicular Viewpoints

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DHM DESIGN LANDSCAPE ARCHITECTURE
ECOLOGICAL PLANNING
LAND PLANNING + URBAN DESIGN

OBSERVATION POINTS | OVERALL SITE MAP

BRUSH CREEK / OWL CREEK ROUNDABOUT
AUGUST 27, 2024



The Town of
SNOWMASS Village



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DHM DESIGN LANDSCAPE ARCHITECTURE
ECOLOGICAL PLANNING
LAND PLANNING + URBAN DESIGN

CONCEPTUAL RENDERING | VIEWPOINT 1B
BRUSH CREEK / OWL CREEK ROUNDABOUT
AUGUST 27, 2024



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DHM DESIGN LANDSCAPE ARCHITECTURE
ECOLOGICAL PLANNING
LAND PLANNING + URBAN DESIGN

CONCEPTUAL RENDERING | VIEWPOINT 10
BRUSH CREEK / OWL CREEK ROUNDABOUT
AUGUST 27, 2024



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DHM DESIGN LANDSCAPE ARCHITECTURE
ECOLOGICAL PLANNING
LAND PLANNING + URBAN DESIGN

CONCEPTUAL RENDERING | VIEWPOINT 6

BRUSH CREEK / OWL CREEK ROUNDABOUT
AUGUST 27, 2024



The Town of SNOWMASS Village



This map is a graphical representation of the features depicted and is not a legal representation. The accuracy may change depending on enlargement or reduction.

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**Brush Creek Roundabout
Owl Creek Road
Phase 1 Impacts - April 6 through April 24**

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The Town of SNOWMASS Village



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[Connecting the Nodes](#)

[Draw Site Workforce Housing Development](#)

[Early Childhood Education](#)

[Roundabout at Brush Creek & Owl Creek Roads](#)

[Snowmass Mall Transit Center](#)

[Town Council Strategic Goals](#)

[Town Park Planned Updates](#)

[Upper Woodbridge Road Culvert Project](#)

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Town Projects & Initiatives

The Town of Snowmass Village works year-round to provide core municipal services such as snow removal, road and infrastructure maintenance, transit, and transportation services, parks and trails maintenance, recreation programs, public safety, and strong fiscal management.

Occasionally, the Town also works on special long-term projects and initiatives. These projects typically span multiple years, and the Town seeks community input and participation to make them a success. Current projects include:

- [Broadband & Fiber Optic Network](#)
- [Draw Site Housing Project](#)
- [Little Red Schoolhouse Reconstruction](#)
- [Roundabout at Brush Creek & Owl Creek Roads](#)
- [Snowmass Mall Transit Center](#)
- [Town Park Planned Updates](#)

Stay Connected on Town Projects!

Want to stay up-to-date with project information? Project updates and information will be placed on project pages as it becomes available. For more (and convenient) engagement with your local government:

- Connect with the Town on [social media](#)
- Sign up to receive [email and text updates](#)
- Read recent [Town news](#)
- [Participate in public meetings](#)

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Sign up for Project Updates

Leave a comment

Review the Phasing of the Project

Note: Two Major Phases

Phase A: Brush Creek Road/ Owl Creek Road open with periodic delays (March – Mid August)

Phase B: Brush Creek Road Open – Section of Owl Creek Road Closed (Mid-August – End of October)



[Roundabout at Brush Creek & Owl Creek Roads](#)
[| Snowmass Village, CO - Official Website](#)



The Town of
SNOWMASS *Village*

Questions?

Thank you!

Anne Martens

amartens@snowmass.gov

(970) 923-5110

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An aerial photograph of a dense green forest with several white-barked trees. A person wearing a blue shirt and a backpack is visible on a dirt trail winding through the trees.

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Tourism Updates

Julia Theisen – Tourism Director

Drew Welsheimer – Tourism Group Sales Director

Shane Vetter – Senior Events Producer

Virginia McNellis – Tourism Marketing Director

An aerial photograph of a dense forest with vibrant green foliage. A dirt path winds through the trees, and a person wearing a blue and orange outfit is riding a mountain bike along it. The scene is captured from a high angle, looking down on the forest canopy.

Group Sales Updates

Drew Welsheimer – Group Sales Director

Group Strategy Through Q1 2028

Exposure through hosted events in 2026 & 2027



Retreats Resources Summit in September 2028 in conjunction with ACRA to showcase the valley to 40+ planners over a 3-day period



HelmsBriscoe Regional Conference in December for their Colorado Front Range associates and customers. We anticipate around 60 attendees for this with most of them being on the direct customer side



SITE ISA in April 2027, where we anticipate 130 attendees. About 50% of this group will be customers from the incentive market both from North America and Internationally



Our traditional hosted programs will continue in Denver for our CO Rockies Game Client Event in June, our Customer Appreciation Holiday Event in Denver, and our Holiday Showcase Event in Chicago

Group Strategy Through Q1 2028

Increased business development strategies in new or underserved markets

We are adding new travel opportunities in 2026 and 2027 to drive recognition, partnerships, and lead opportunities in target markets

- FICP to capture new Insurance and Financial segment business
- SITE Classic & ISA to increase awareness and opportunity in the incentive markets
- IRF to capture additional exposure in the incentive markets
- ASAE to promote need periods in the state and national association markets



An aerial photograph of a lush green forest with a wooden boardwalk path winding through it. The path is made of light-colored wooden planks and is surrounded by dense green trees and undergrowth. The overall scene is bright and natural.

Group Strategy Through Q1 2028

Deploying additional resources to new business development and hosted opportunities

- Quarterly lodging meetings for better alignment in making improvements in closure rate for group business
- Additional consult support during gaps in team availability (maternity, etc.)
- Renewed focus on You Fly/We Buy offerings
 - Tourism will offer to cover round trip airfare to qualified customers who have strong business potential, have included Snowmass on their sourcing shortlist, and who are conducting active site inspections
 - Flights will be coupled with customized and creative hosting/site inspections to set Snowmass apart from the competition



Special Events Summer 2026

Shane Vetter – Senior Events Producer

What's New

- Mountainside Music Festival- 3 Day Free Series
- Tough Draw Bull Riding Series
- ASL Interpreters at Concerts



Weekly Programming

- Snowmass Rodeo June Wednesdays 17th - August 20th
- Free Concert Series Thursdays June 18th - August 27th
- Rock Garden Locals Showcase Fridays July 3rd - 31st
- Music School Students on the Tower Stage Saturdays July 4th - August 22nd

June

June 5-6 | Ragnar Relay

June 11-13 | Mountainside Music Festival

June 19-21 | Aspen Food + Wine Classic

June 20 | Summer Block Party

June 21 | Gondola Opens

June 27 | Snowmass Rendezvous

June 27 | Gran Fondo

July

July 2 | Community Ice Cream Social

July 4 | 4th of July Celebration

June 10-12 | Snowmass Comedy Festival

July 14-19 | Triple Crown World Series

July 18 | Anderson Ranch Picnic & Auction

July 18 | Audi Power of Four

July 19 | Community Dog Wash

July 26 | Snowmass 50

August

Aug 1 | Heritage Fire

Aug 3-9 | Plein Air Arts Festival

Aug 7 & 8 | Snowmass Tree-O

Aug 14 | Community Ice Cream Social

Aug 21 & 22 | Tough Draw Tour

Aug 23 | The Mane Event

September

Sept 4-6 | JAS Labor Day Experience

Sept 11 | Axes & Arms Walk

Sept 19 | Snowmass Wine Festival

Sept 19 | Mad Hatter Community Tea Party

Sept 25-27 | Snowmass Balloon Festival

Sept 26 & 27 | Snowmass Oktoberfest

Sept 26 | Golden Leaf Half Marathon

October

Oct 3 | Snowmass Community Picnic



An aerial photograph of a dense green forest. A dirt trail winds through the trees, and a person wearing a blue and orange outfit is riding a mountain bike on the trail. The trees have light-colored bark, possibly aspens. The word "Marketing" is overlaid in large white text in the center of the image.

Marketing

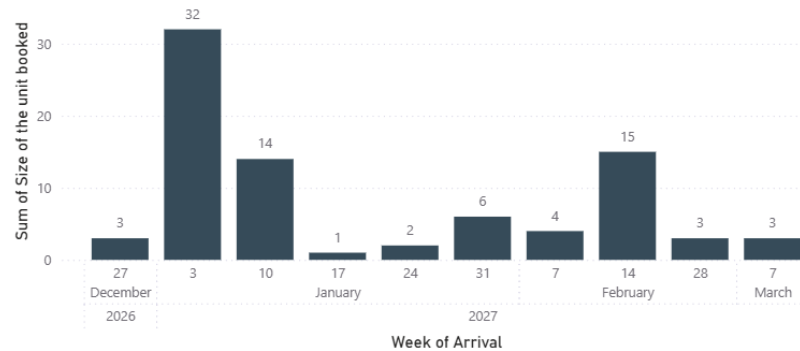
Virginia McNellis – Marketing Director

Long Love Winter Flash Sale

- Total lodging revenue booked: \$448K
- 65% new guests
- 35% Australia, 28% US, 20% Brazil
- 77% lodging revenue in Snowmass
- AVG length of stay 10 nights
- ADR \$813.84



Number of Rooms Booked by Arrival Week



2025 Results:
\$511k lodging sales
Avg length of stay 9.8 nights
\$843 ADR

Summer 2026 Campaign Strategy

- Focus on **Family** and **Adventure** audiences
- Target **fly** and **drive** markets uniquely
- Media launches between **April 1-May 1**
- **Fall promo** begins August 15
- **Event promo** campaigns for Mountainside, Concert Series, Rodeo, Balloon Festival, Tough Draw and Oktoberfest
- **Digital OOH** in direct-fly markets: Dallas, Houston, Austin, Charlotte and Denver
- Building content and audiences now for 2027 airport closure



Upcoming Summer Marketing

In the works:

- New Summer 2026 Visitor Maps
- 2026 Summer Guidebooks
- Summer Event Schedule Poster Design
- Summer Free Concert Series Poster Design
- Snowmass Mountainside Music Festival Poster Design
- Snowmass Field Guide – nature guide
- How to Snowmass – responsible visitor campaign



Stakeholder Resources & Reminders

- Event marketing on Snowmass Local
 - Submit on [GoSnowmass.com/events](https://gosnowmass.com/events)
 - Tag @SnowmassLocal on Instagram and Facebook
- Pro Photo opportunities
- Transferable photo & video assets
- Stakeholder toolkit:



OCCUPANCY REPORT



MONTHLY RESEARCH REPORT



WEEKLY EVENTS FLYER



Snowmass Superstars

- Celebrating those who go above and beyond to make Snowmass a welcoming community, a vibrant village, and a memorable mountain destination.
- All nominees will receive limited-edition Snowmass swag and recognition on the @SnowmassLocal social channels. Each month, one lucky winner will be drawn at random to receive a gift certificate to a Snowmass Village business
- At the end of each season all nominators will be entered into a drawing for a gift card to a Snowmass Village business
- Last month for the season – will restart in June 2026



Scan here to nominate a Snowmass Superstar



Please Vote!

USA Today's 2026 10Best Readers' Choice Awards

- Snowmass Rodeo - "Best Rodeo!"

Condé Nast Traveler 2026 Readers' Choice Awards

- "Best Ski Resort" Category
 - Snowmass
- "Resorts" category
 - Viceroy Snowmass
 - Viewline Resort Snowmass
 - Wildwood Snowmass
- "Hotels" category
 - Limelight Hotel Snowmass
 - Stonebridge Inn





BLUE ROOM

R E S E A R C H

Steve Halasz
Founder, CEO

An aerial photograph of a dense forest with vibrant green foliage. Several light-colored tree trunks are visible, some leaning at various angles. A person wearing a blue shirt and a backpack is walking on a narrow dirt trail that winds through the trees. The overall scene is bright and natural.

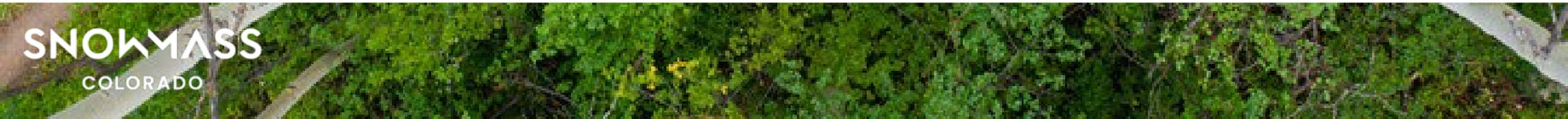
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Tourism Research Update

April 8, 2026

***“Relatively Smooth Sailing in Uncharted
and Turbulent Waters”***



State of the Industry

“UNCERTAINTY” appears to be the unofficial word of 2026 so far...

- Geopolitics and global conflicts
- Many economic levers being pulled at once
- Government shutdown = lack of data

- Mixed signals abound, and many different things are true at the same time
- Forecasting is challenging, but 2026 looks promising!

This presentation will self destruct at 12pm...

Predicting Consumer Behavior

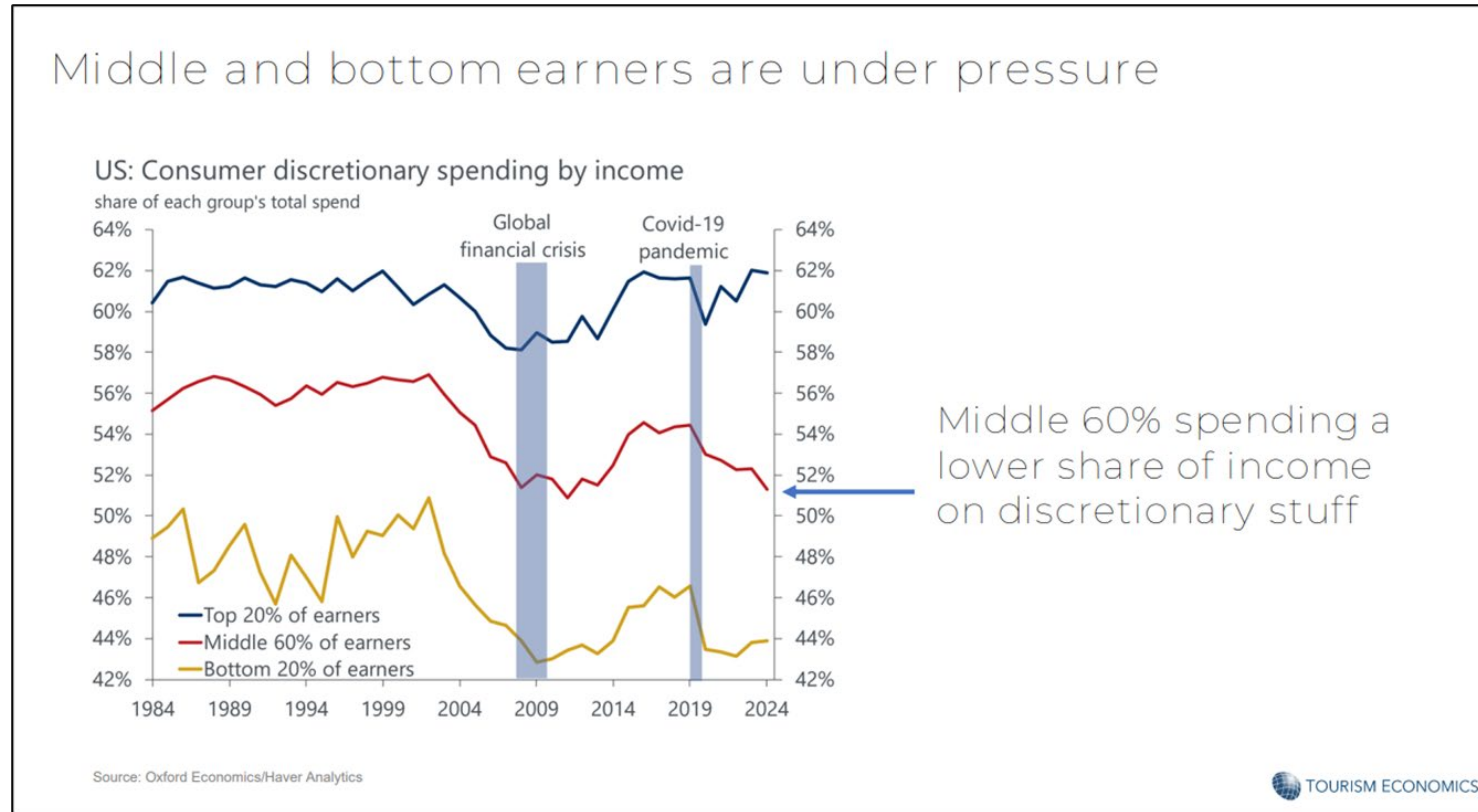
“UNCERTAINTY” means the “HARD TIMES” tourism playbook is likely back in play...again

- Short booking windows > Long booking windows
- Short trips > Long trips
- Drive > Fly
 - Elevated gas prices increase the price of both!
- Domestic > International
- Less in-market spend > More in-market spend

But not all consumers are created equal, and the Snowmass consumer is NOT the average consumer...

U.S. Market Review

U.S. Consumer Discretionary Spending by Income Bracket



***Snowmass Lodging
Year-To-Date Average
Daily Rate = \$866**

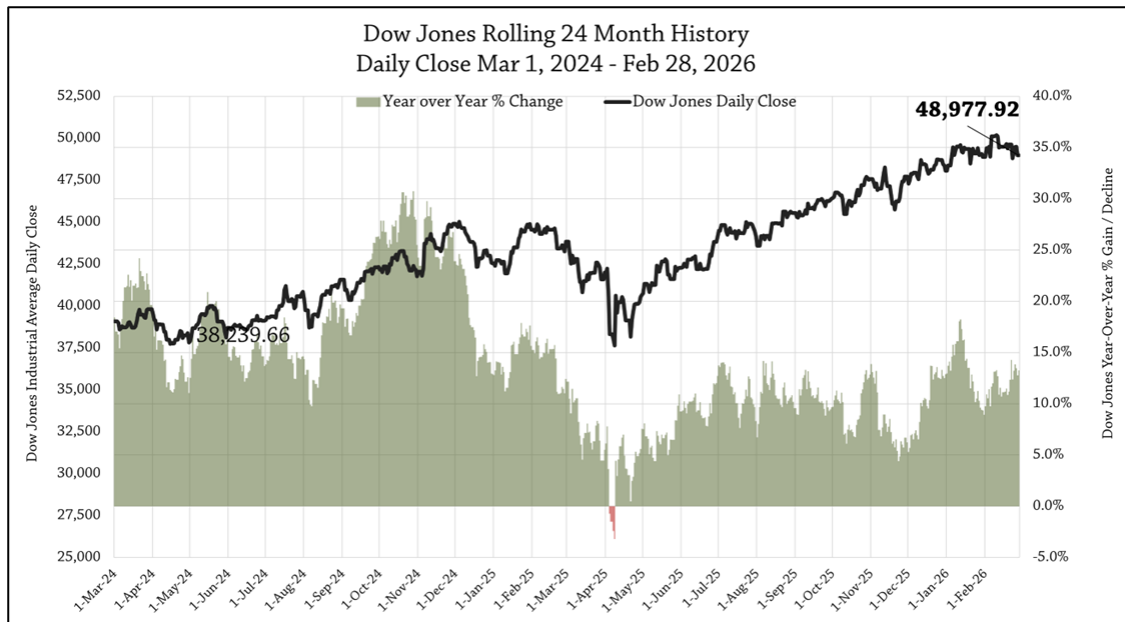
Source: Tourism Economics (2/27/2026)

An aerial photograph of a mountain biker riding a dirt trail through a dense forest. The biker is wearing a blue and orange outfit. The forest floor is covered in green grass and small yellow flowers. Several large, light-colored tree trunks are visible, some of which are leaning or fallen. The overall scene is vibrant and natural.

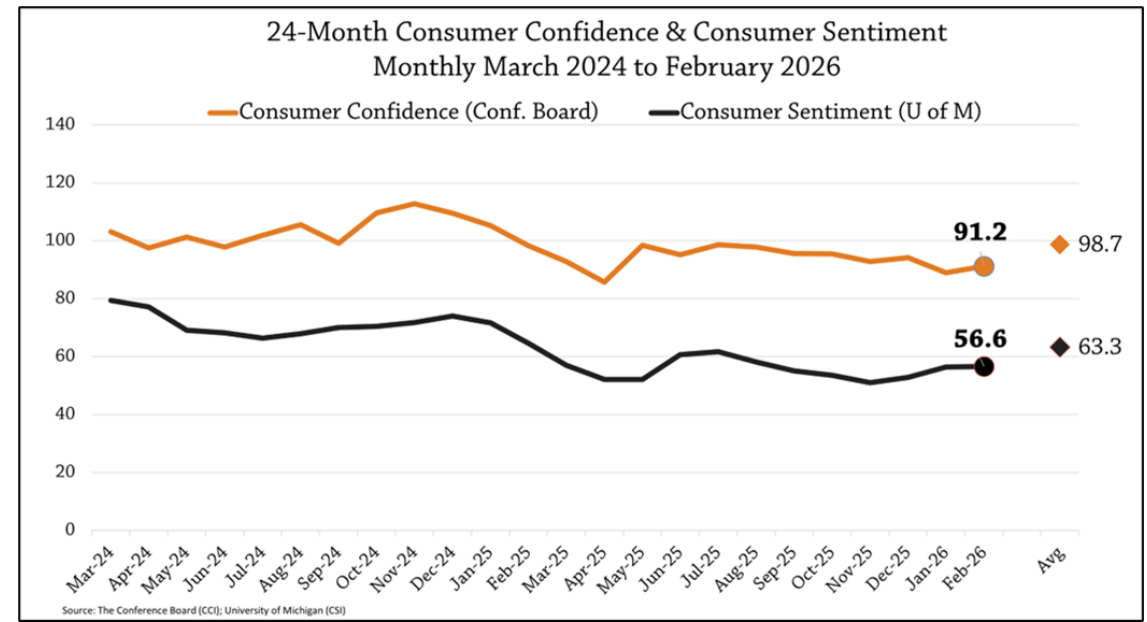
Macro & Consumer Data

Conflicting Data Points

Economic Performance vs. Consumer Sentiment/Confidence



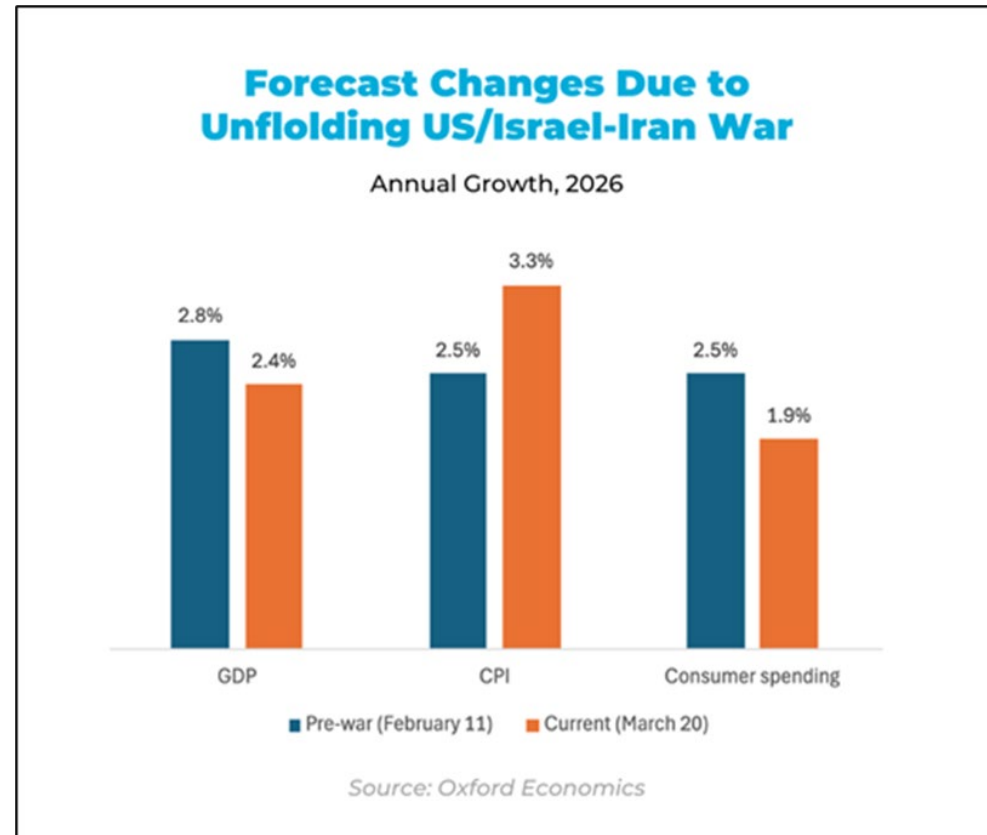
VS.



Source: DestiMetrics (3/12/2026)

Geopolitics

Middle East Conflict Constrains Growth & Exacerbates the Bifurcated Economy



Source: Tourism Economics (3/26/2026)

U.S. Hotel Market Review

Updated U.S. Hotel Performance Forecast

LATEST FORECAST | JAN 2026

STR CoStar TOURISM ECONOMICS
AN OXFORD ECONOMICS COMPANY

U.S. Hotel Forecast

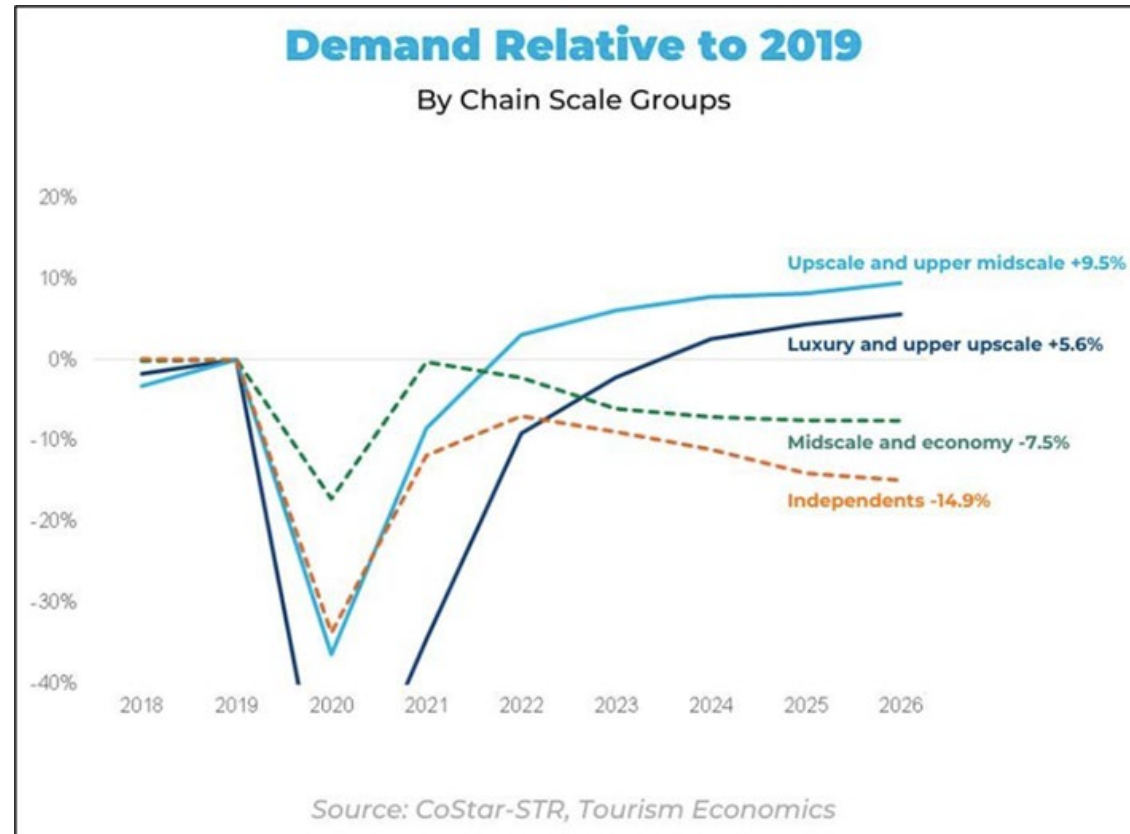
Year-over-year % change

	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. Hotel Market Review

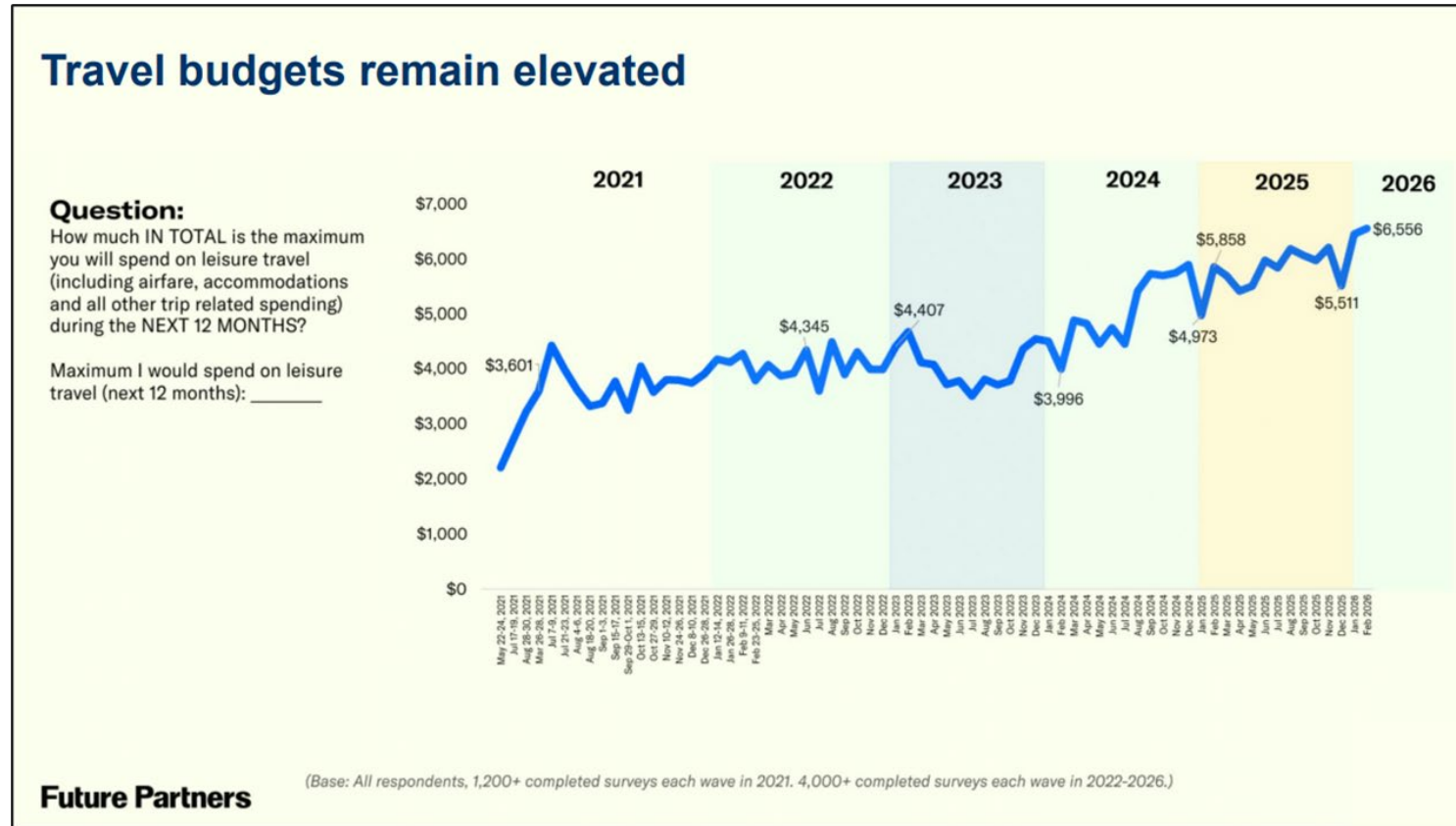
2026 vs. 2019 Hotel Demand



Source: Tourism Economics (2/27/2026)

U.S. Consumer Sentiment

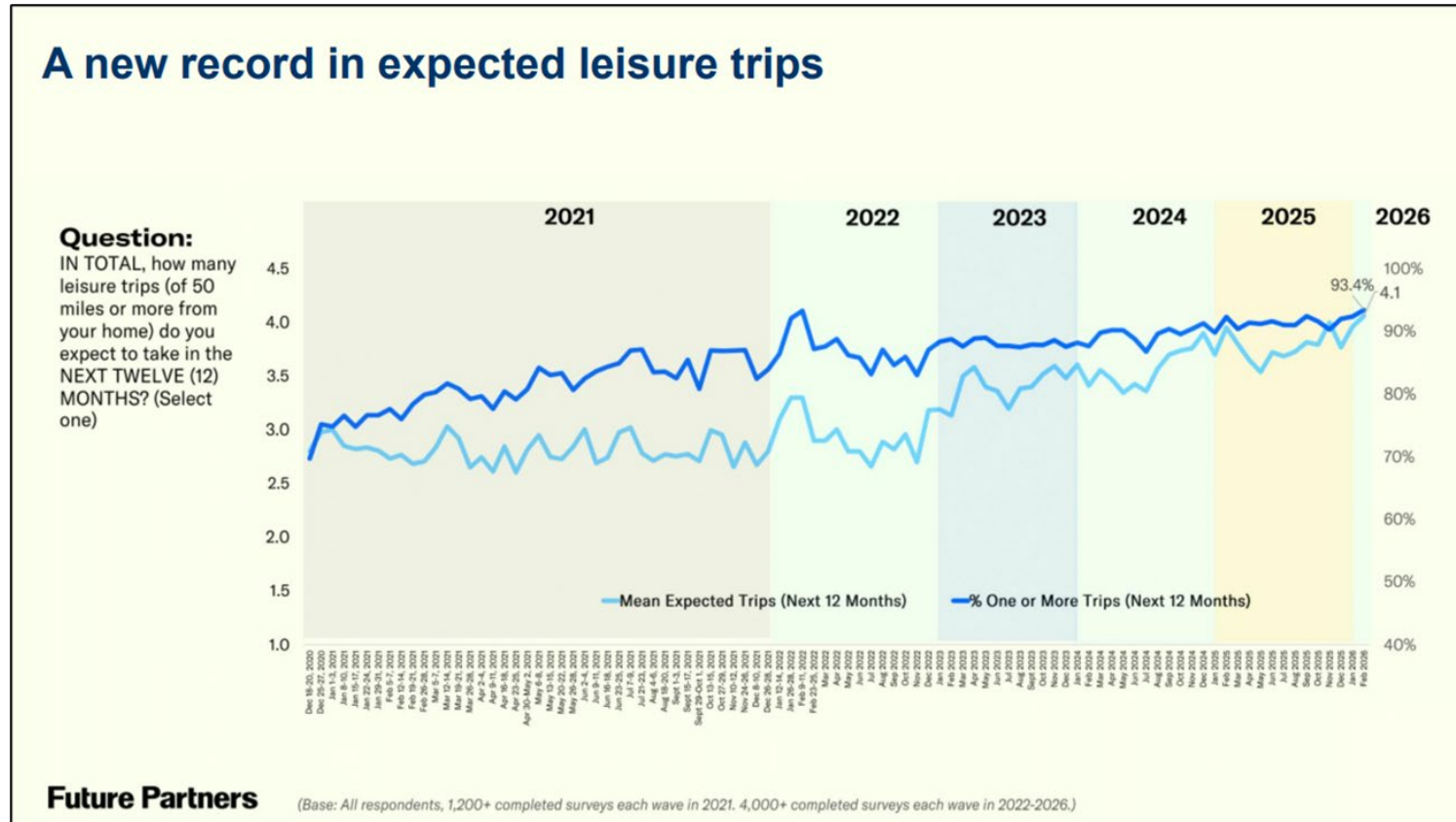
Domestic Intent to Spend Remains Elevated



Source: Future Partners (Feb 2026)

U.S. Consumer Sentiment

Domestic Intent to Travel for Leisure Remains Elevated



Source: Future Partners (Feb 2026)

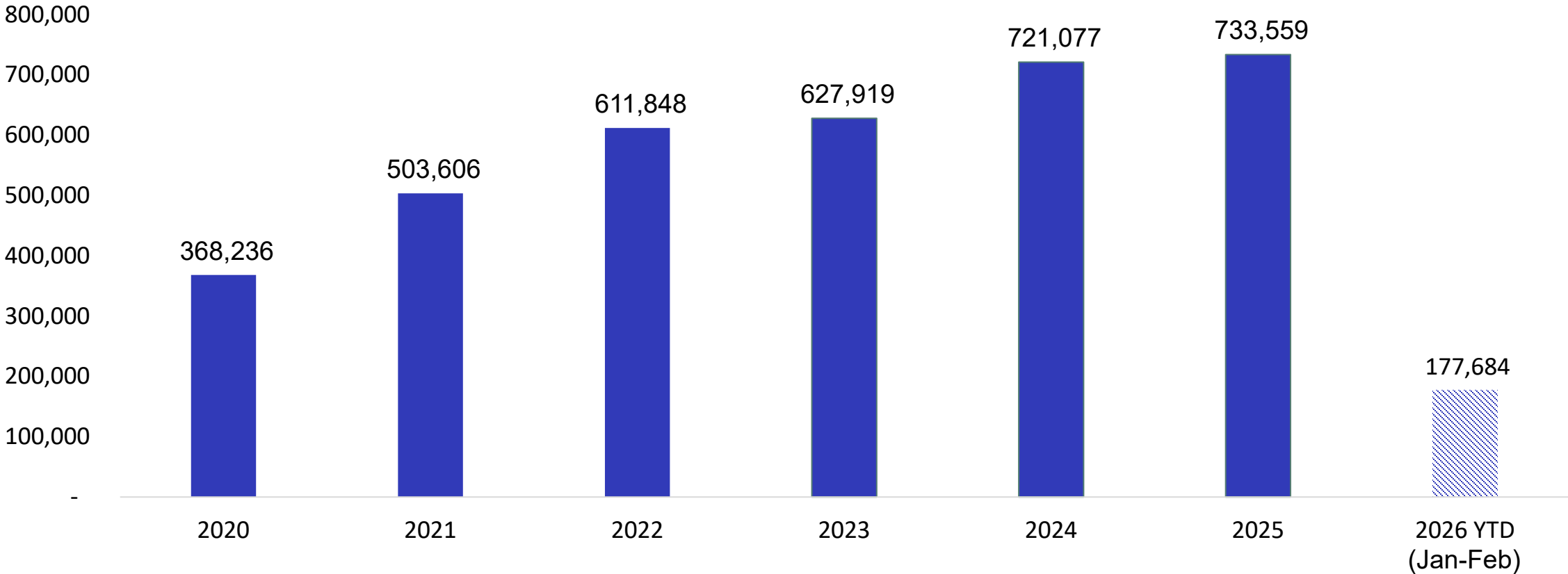
An aerial photograph of a mountain biker riding a dirt trail through a dense forest. The trees have distinctive white bark, likely aspens. The biker is wearing a blue and orange outfit. The ground is a mix of dirt and green vegetation.

Airport Metrics

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Aspen Airport: Yearly Passenger Volume

Total Passengers by Year (2020 - 2026)



Source: Airplanners / Fly Aspen Snowmass



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	88,869	91,385	-2.8%	83,441	6.5%
February	88,815	88,140	0.8%	86,746	2.4%
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	177,684	179,525	-1.0%	170,187	4.4%
Total		733,559		721,077	

Source: Airplanners / Fly Aspen Snowmass

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

An aerial photograph of a dense forest with vibrant green foliage. A dirt trail winds through the trees, and a person wearing a blue jacket and a backpack is seen riding a bicycle on the trail. The perspective is from directly above, looking down on the scene.

DestiMetrics Lodging Data

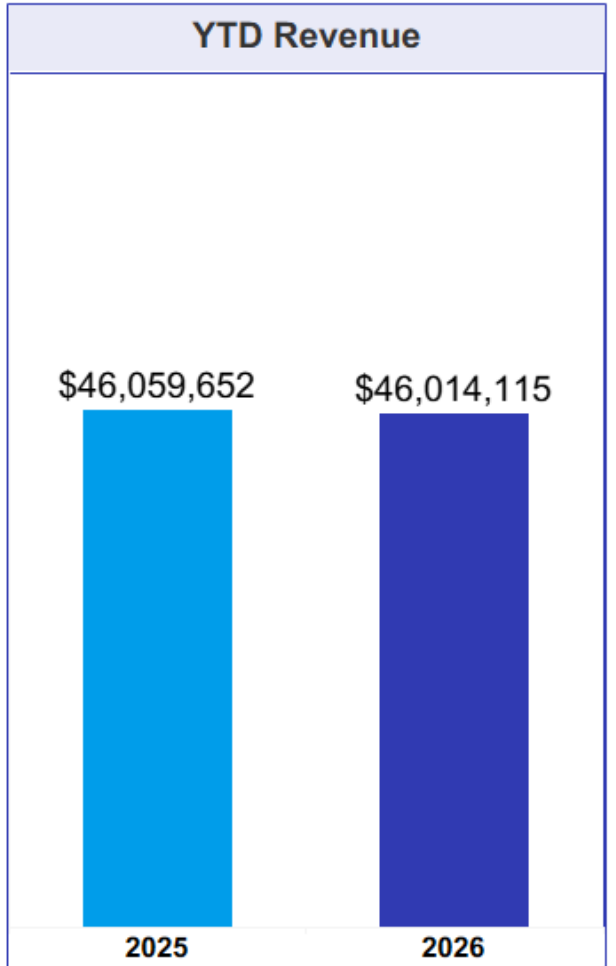
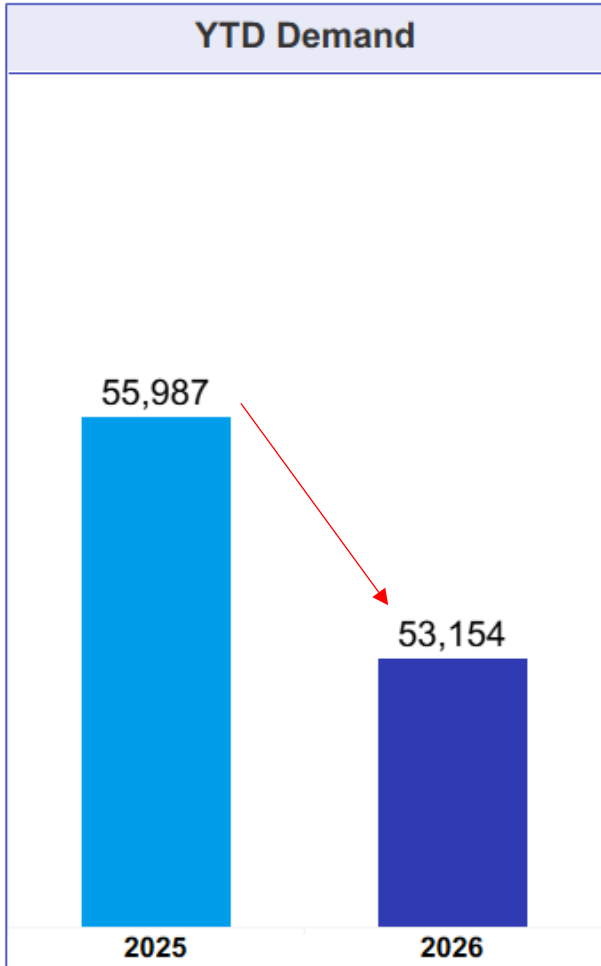
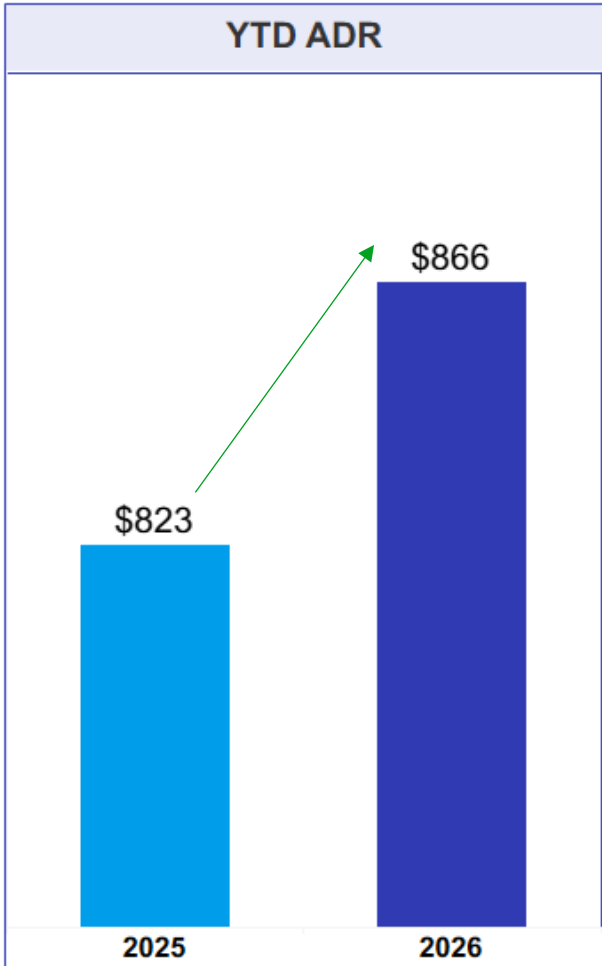
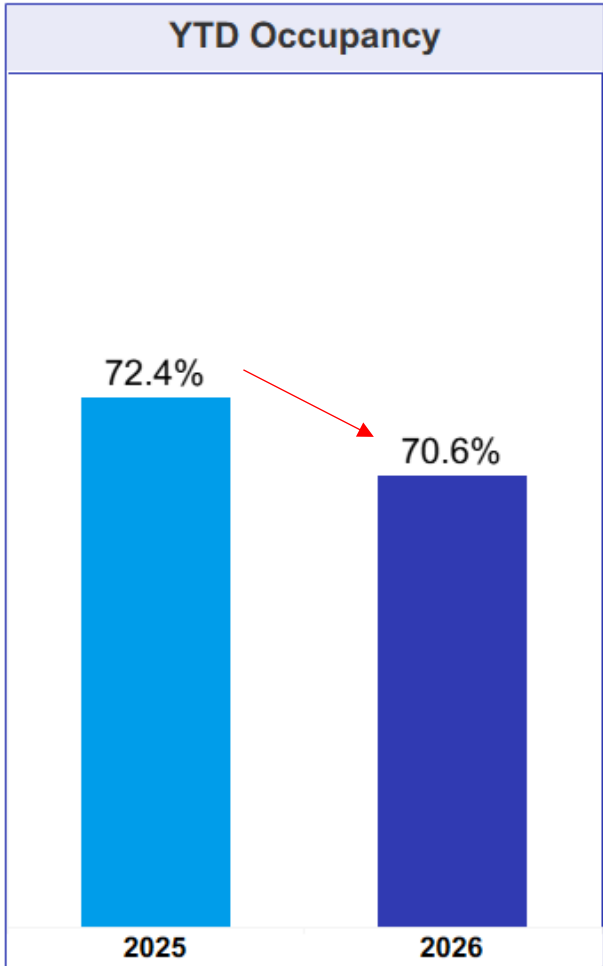
Snowmass Village Monthly Lodging Performance

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%



Snowmass Village Monthly Lodging Performance

February 2026

Source: DestiMetrics



Occupancy



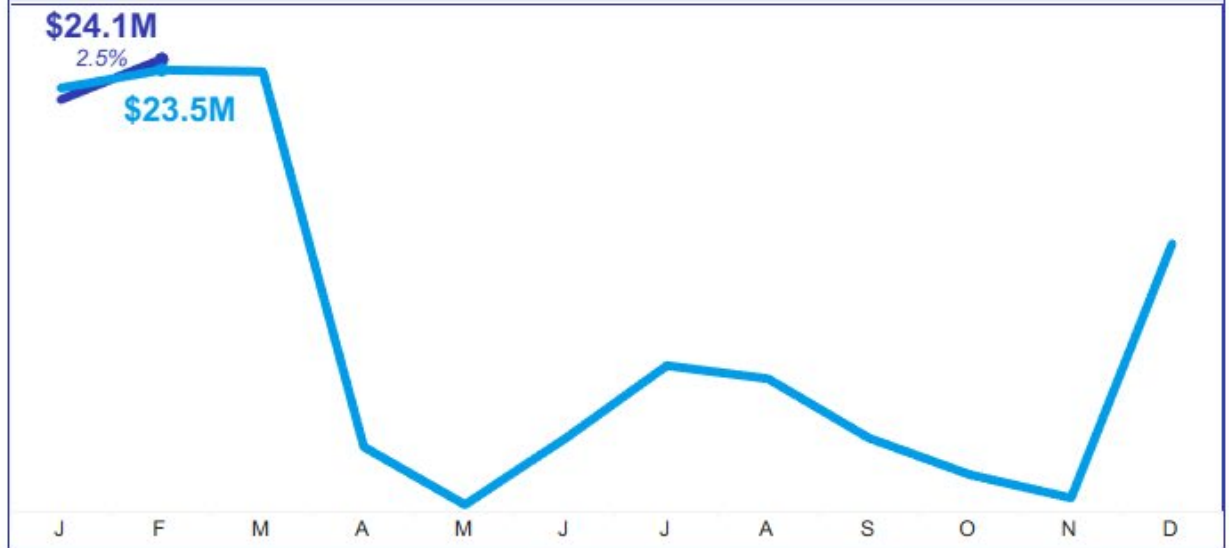
Average Daily Rate



Revenue Per Available Room



Revenue



■ 2025
■ 2026



Airbnb & Vrbo Short Term Rental Data

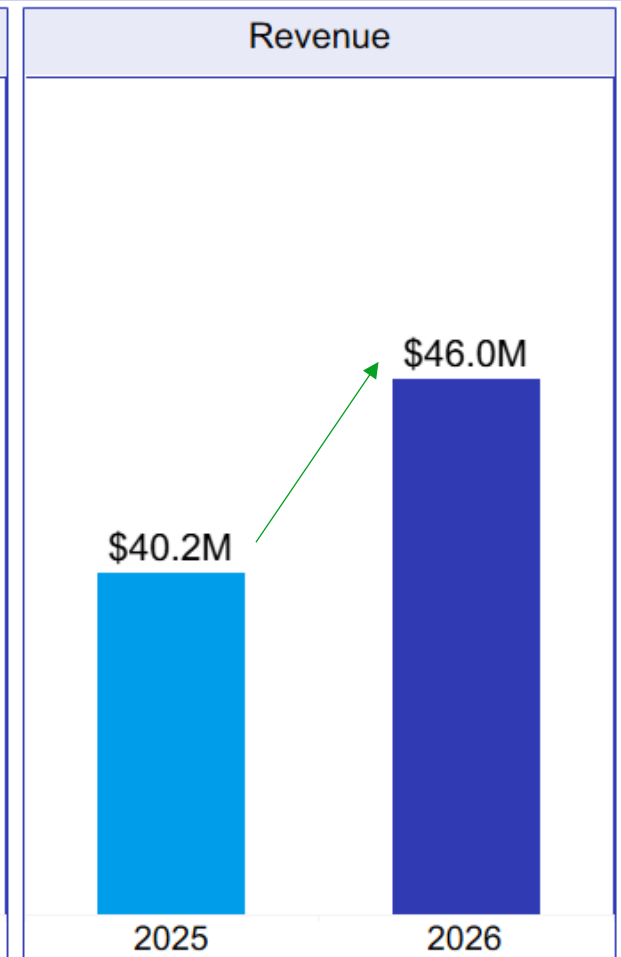
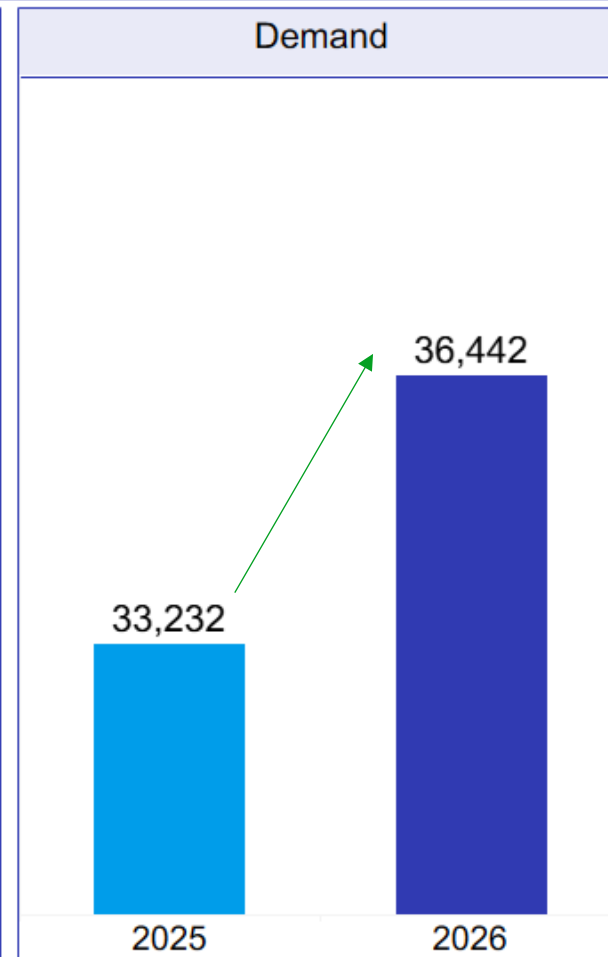
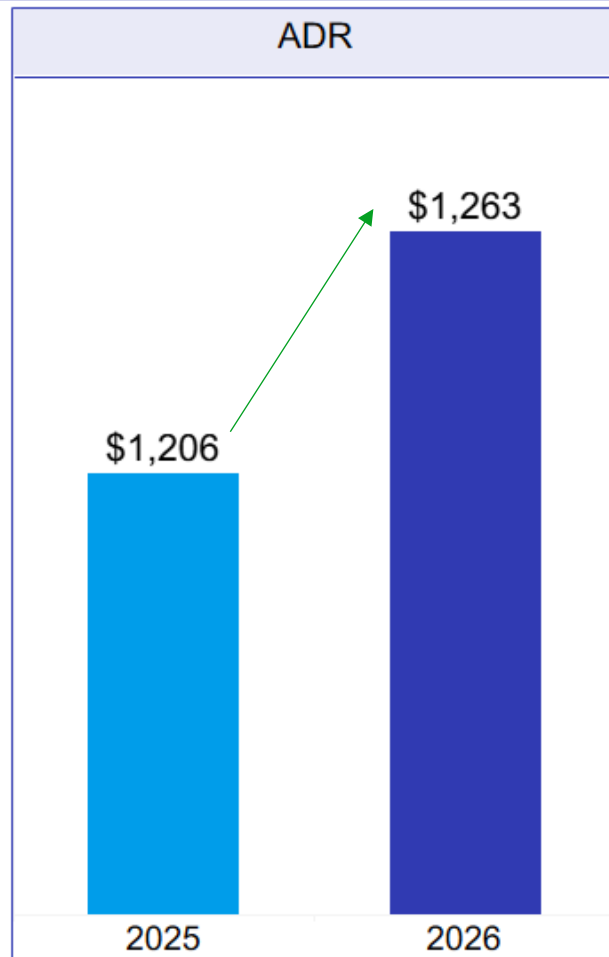
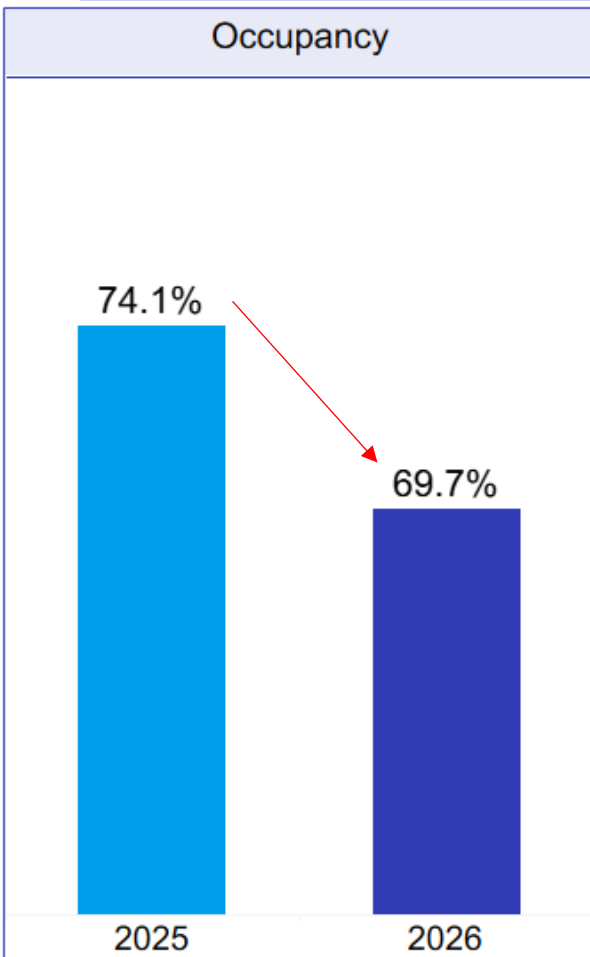
Snowmass Village Monthly Short-Term Rental Performance

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
	-5.9%	4.8%	-1.5%	8.0%	9.7%	14.4%



Snowmass Village Monthly Short-Term Rental Performance

February 2026

Source: AirDNA, 'Entire Place' Listings Only

Occupancy



Average Daily Rate



Revenue Per Available Room



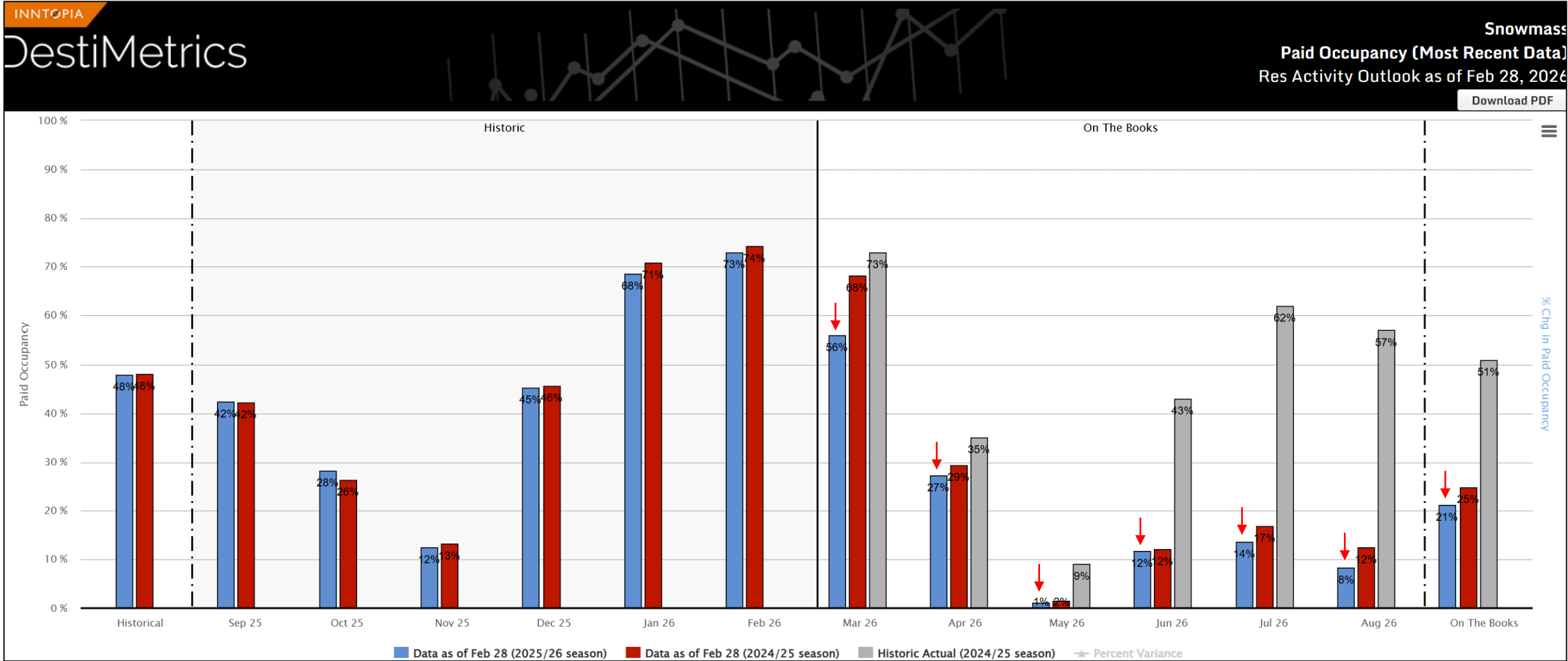
Revenue



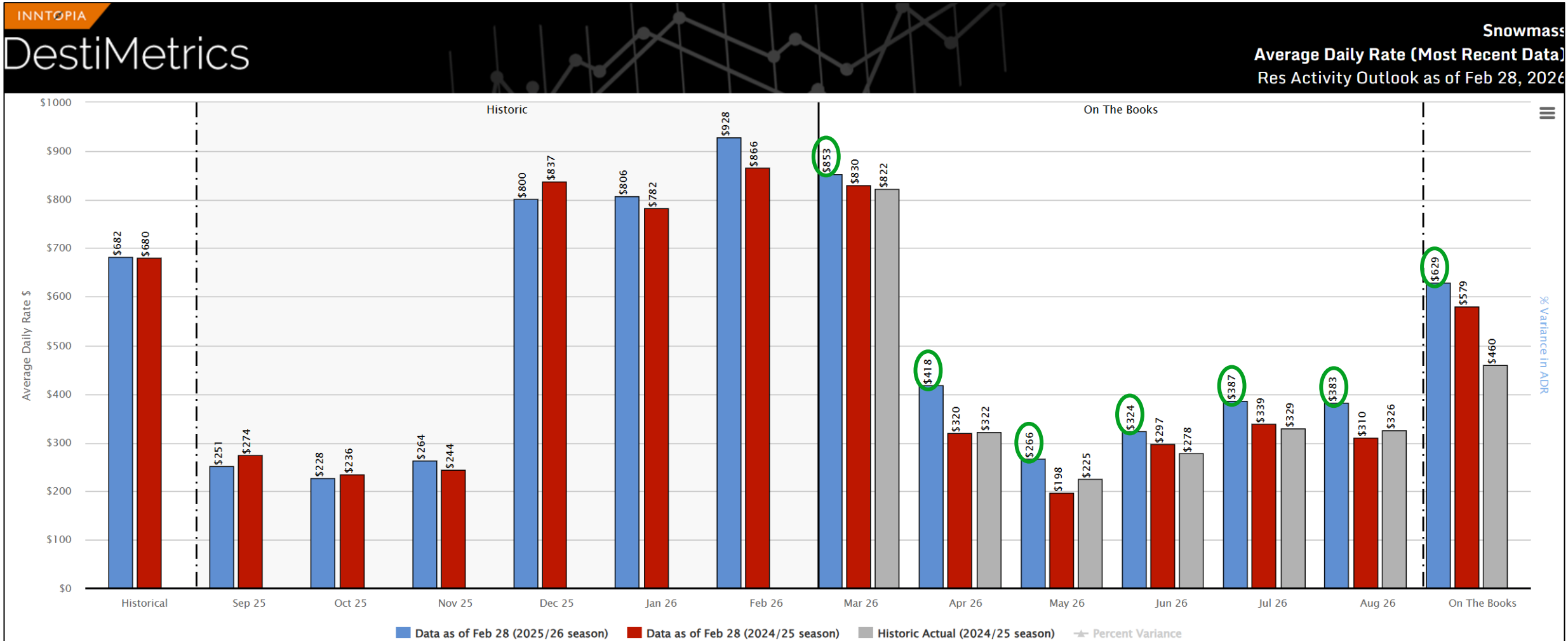
An aerial photograph of a cyclist riding a dirt trail through a dense forest. The trees have distinctive white bark, likely aspens. The cyclist is wearing a blue and orange outfit. The ground is a mix of dirt and green vegetation. The text "Pacing Data" is overlaid in the center in a large, white, sans-serif font.

Pacing Data

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



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



Clouds on the Horizon

Potential Headwinds and Questions Marks in 2026

- Geopolitics & global conflicts
- Government shutdown continues
- Fed independence post Powell
- Tariffs & trade deals
- Inflation & unemployment
- Stock market volatility
- Consumer sentiment
- Gas prices and airline prices
- Aspen airport closure
- International inbound visitation remains depressed

Many Rays of Sunshine

Strong Tailwinds in 2026

- Strong consumer appetite for travel, intent to spend, and domestic demand
- Higher income consumers still spending freely
- Stock market near all-time high
- Strong corporate earnings
- Additional Fed rate cuts are on the table
- Economy likely improving 2027
- Upcoming Mega Events:
 - America's 250th, World Cup 2026, Summer Olympics 2028, Men's & Women's Rugby World Cups, Winter Olympics 2034
- **Strong consumer appetite for travel, intent to spend, and domestic demand**

Q&A Reminders



STAKEHOLDER RESOURCES



SEASONAL CLOSURES



STAY IN THE LOOP



TOURISM INSTAGRAM

An aerial photograph of a hiker on a dirt trail winding through a dense forest of white-barked trees, likely aspens. The hiker is wearing a blue shirt and a backpack. The ground is covered in green moss and small yellow flowers. The text "SNOWMASS" is overlaid in large white letters across the center of the image.

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THANK YOU!