

The background of the image is a scenic view of a snow-covered mountain range at dusk or dawn. The sky is a mix of soft pinks, purples, and blues. The mountains are rugged and covered in snow, with some evergreen trees visible on the slopes. The overall mood is serene and majestic.

SNOWMASS

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Monthly Research Update

July 2026

Executive Summary

Snowmass Travel & Tourism Trends

- In July, DestiMetrics reporting lodging properties in Snowmass reported a 3.6% decline in room night Demand compared to last year. Room Supply decreased at an even greater rate, dropping 6.6% Year-over-Year (YoY). As a result, lodging Occupancy rose 3.2% YoY to average 64.3% for the month.
 - Average Daily Rate (ADR) increased in July, rising 4.6% YoY to settle at \$344. Slowing Demand coupled with ADR growth resulted in lodging Revenue rising a slight 0.8% YoY to total \$7.9 million.
 - Year-To-Date through July, lodging Revenue has fallen 4.1% YoY to total \$82.4 million, driven entirely by declining Demand.
- As seen among lodging properties, Demand at Airbnb and Vrbo short-term rentals also decreased in July, falling 5.6% YoY. The number of Active Listings (Supply) decreased by 4.6% compared to last year, resulting in Occupancy rising by 3.3% YoY to average 69.1% for the month.
 - ADR among short-term rentals rose 2.6% YoY to reach \$634 for the month. This ADR gain was not enough to offset the decline in Demand, however, which resulted in Revenue decreasing 3.1% YoY to land at \$8.2 million.
 - Year-To-Date through July, Snowmass short-term rental Revenue has risen 1.4% YoY, driven by growth in ADR (+1.2%).

Source: DestiMetrics, AirDNA

Mountain Town Trends

Regional Insights – July 2026

West Region Mountain Market Summary

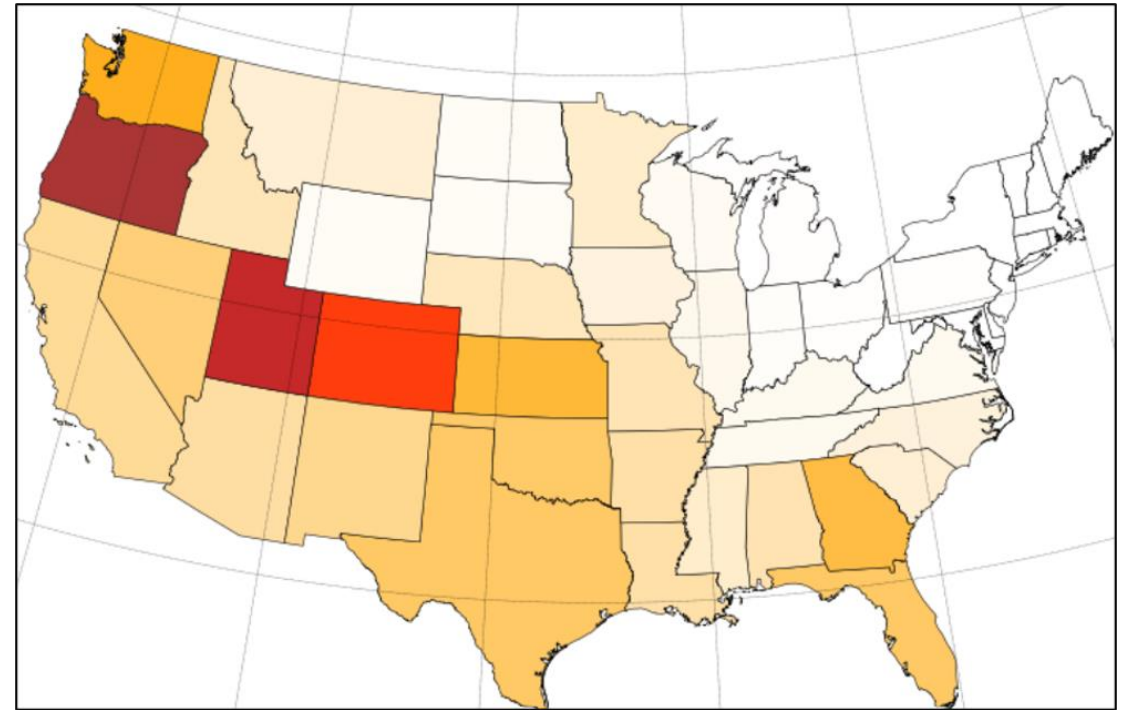
- “All three primary lodging metrics were almost unchanged between June 30 and July 31. Overall, seasonal occupancy is up 2.7% (2.8% last month), ADR is up 5.7% (5.6% last month), and RevPAR remains strong, up 8.6% (8.5% last month).”
- “4th of July was strong, but the rest of the month didn’t play out as hoped.”
- “Booking Pace was up 3.1% in July, but was weaker than last year, while the more affordable September and October were on the positive side of the booking spectrum.”
- “While it’s good to see December get a jump on booking pace, that may also reflect price sensitivity, with ADRs for the early winter down considerably.”
- “There is migration down from the top of the price ladder, with Luxury properties giving up some of their dominant strength to the less-pricey Moderate options, while Economy properties may be getting the benefit of a similar shift down from the Moderate tier.”

Source: DestiMetrics (8/13/2026)

Mountain Town Trends

Wildfire & Smoke Likely Playing a Role in July Activity

- “Wildfire was an issue throughout parts of the West in July, with significant fires in Colorado, Utah, Oregon, and Washington, while the Northern Rockies were largely spared.”
- “Of particular note in the West are the Cottonwood fire in Utah, the Willow fire in Colorado, and at the end of the month the Grasshopper fire in Oregon.”
- “Bookings made in July for arrival in July, show a drop in booking pace for the Pacific Northwest, Colorado, and Utah, while clearer areas such as the northern Rockies, the high Sierra, and Southeast paced positively versus last year.”



Source: DestiMetrics (8/13/2026)

U.S. Market Review

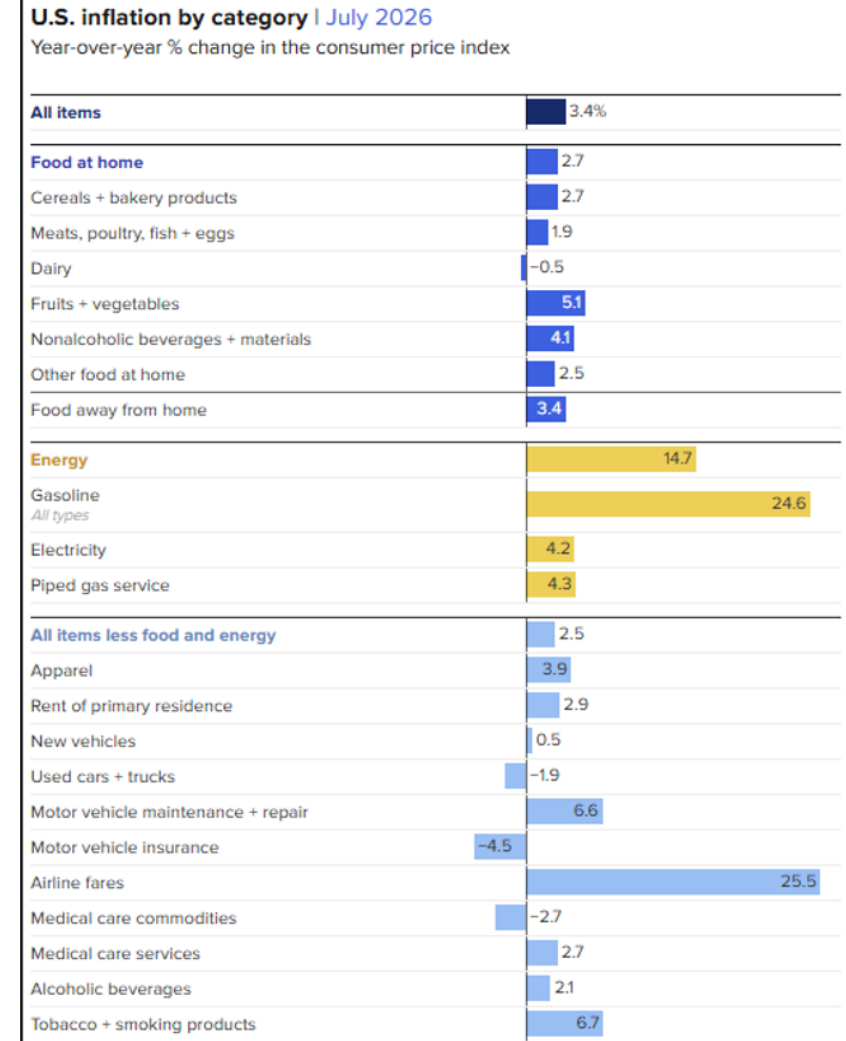
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Economic Review

Inflation By Category

- “Consumer prices rose in July — a reversal of the pullback in June — but showed inflation broadly moderating, even as energy remained sharply higher than a year ago.”
- “Energy prices increased 14.7% for the 12 months ended in July amid doubts that the U.S. and Iran could reach a broader resolution to the conflict.”
- “Gasoline prices were up 24.6% over the year. Consumers paid a national average of \$4.04 per gallon as of Wednesday, according to AAA — up from about \$3.14 a year ago.”
- “Airline fares also rose 25.5% over the past 12 months, according to the CPI data.”
- “The oil shock didn’t put too much pressure on grocery prices, which have been a particular pain point for most U.S. households. Food prices climbed 3% over the last year, according to the CPI data, with food at home prices up 2.7%.”

Source: CNBC & BLS (8/12/2026)

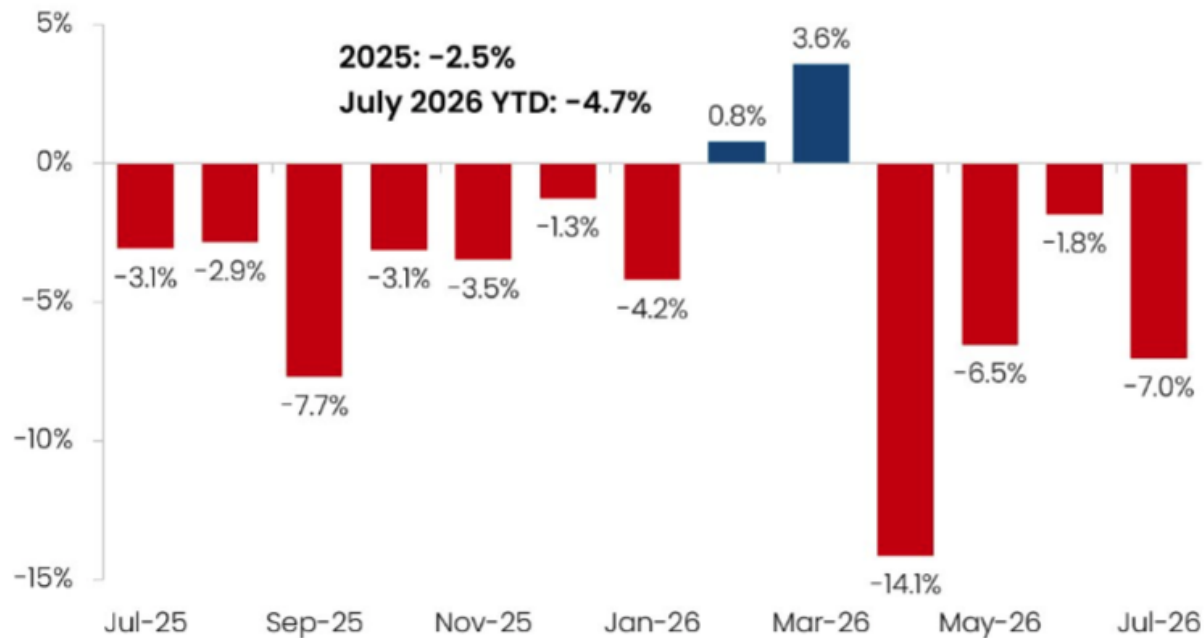


Overseas Visitation

Overseas visitors to the US in decline

Overseas visitor arrivals to the US

Year-over-year change



Source: National Travel and Tourism Office

TOURISM ECONOMICS

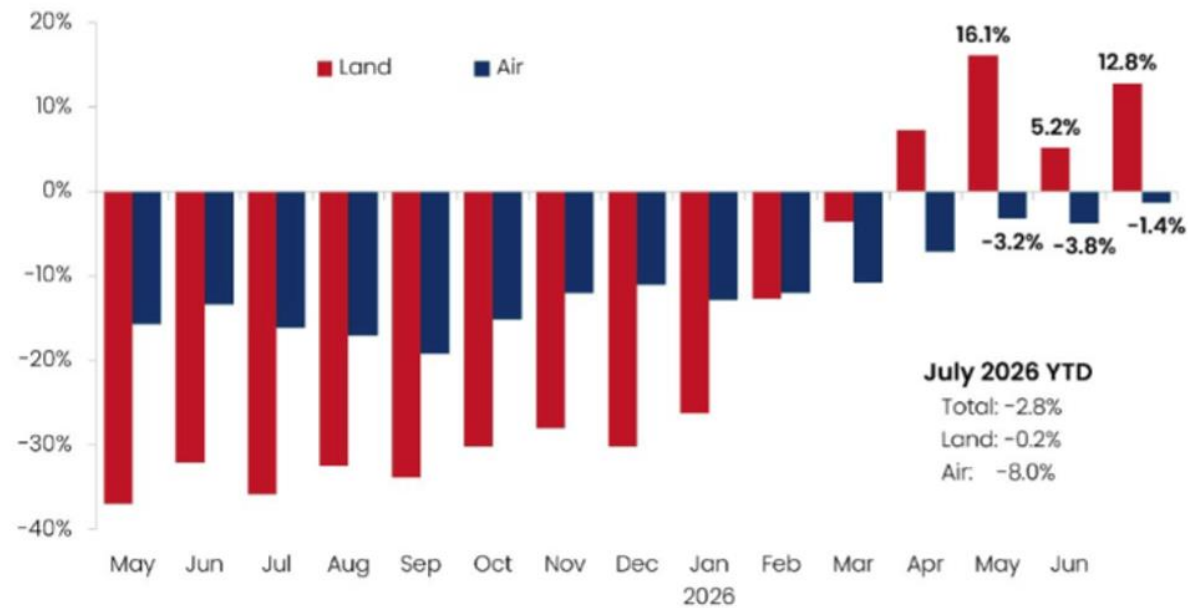
Source: NTTO & Tourism Economics (August 2026)

Canadian Visitation

Canada: thawing but still cold

Canadian visits to the US

Percent change



Source: Statistics Canada; June & July 2026 based on leading indicator data for Canadian-resident return trips



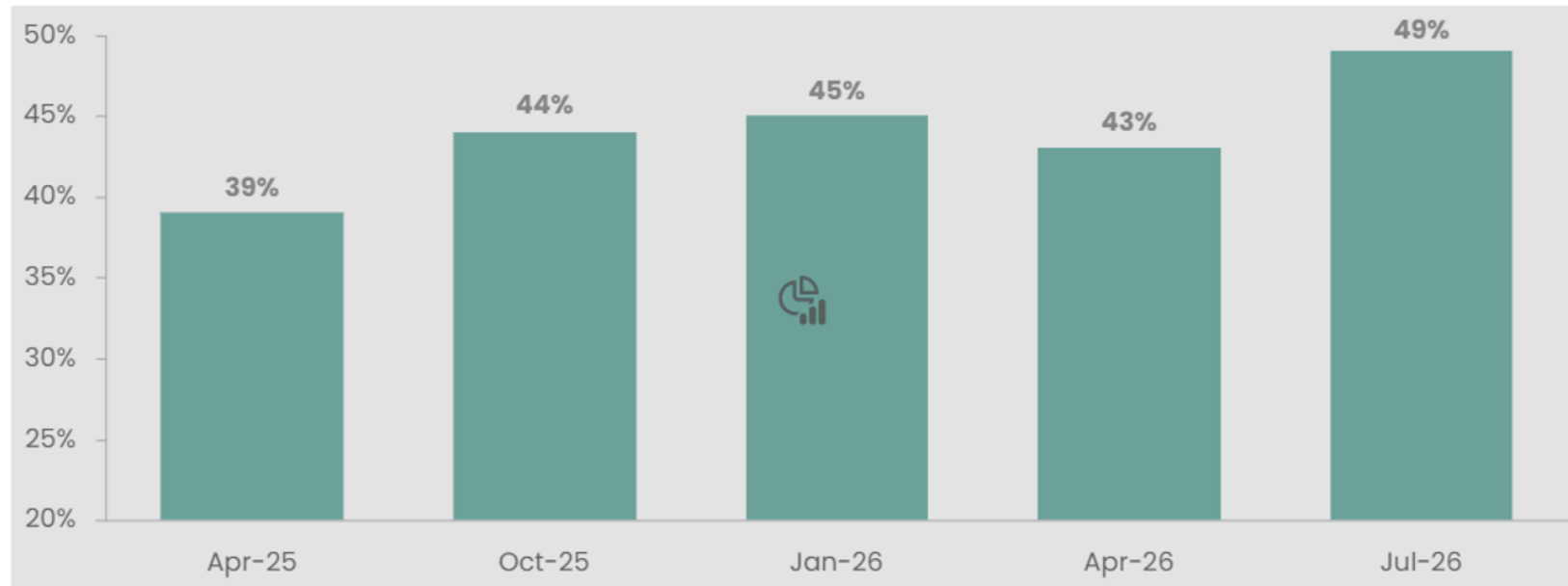
Source: Statistics Canada & Tourism Economics (August 2026)

Canadian Visitation Intent

Canadian intent to visit the US is rising

Percent of Canadian travelers intending to visit the US

Next 12 months; booked or planning



Source: Longwoods International, Canadian Travel Sentiment Study, July 2026 vs. previous waves



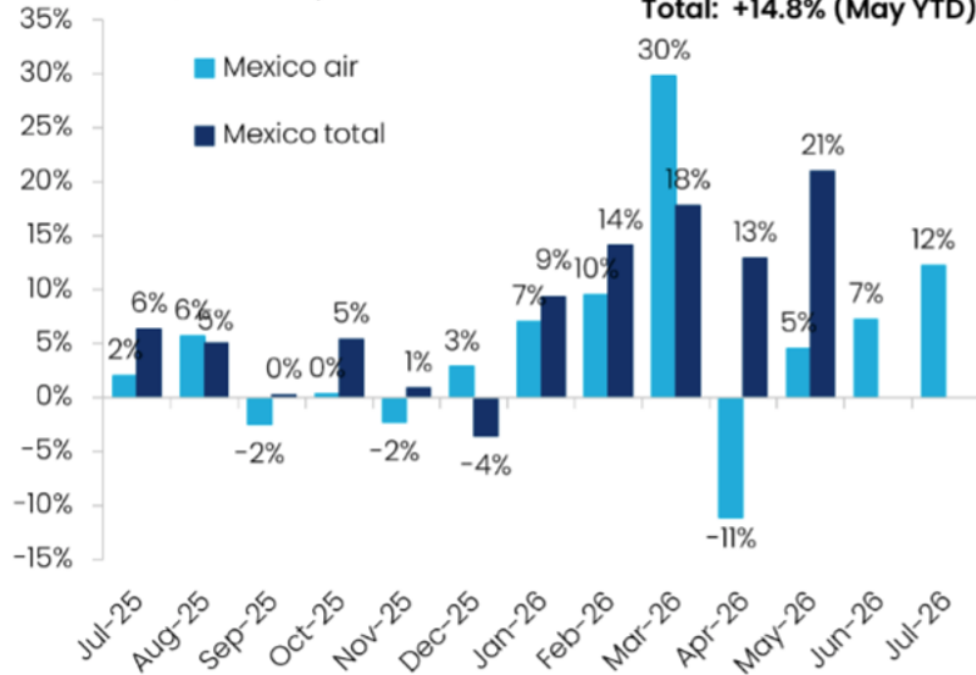
Source: Longwoods International & Tourism Economics (August 2026)

Mexican Visitation

Mexico continues to grow

Mexican arrivals to the US

Year-over-year change



Source: National Travel and Tourism Office



Source: NTTO Canada & Tourism Economics (August 2026)

Outbound Travel Trends

And outbound travel is slipping

Air Travel by Americans Abroad

% change year-over-year

20%

15%

10%

5%

0%

-5%

Jan-24

Mar-24

May-24

Jul-24

Sep-24

Nov-24

Jan-25

Mar-25

May-25

Jul-25

Sep-25

Nov-25

Jan-26

Mar-26

May-26

Jul-26

-3% over past
five months

Source: APIS I-92

TOURISM ECONOMICS

Source: Apis I-92 & Tourism Economics (August 2026)

Economic Review

U.S. Hotel Demand

- “CoStar and Tourism Economics made significant upward adjustments to the 2026-27 U.S. hotel forecast. For 2026, projected gains in average daily rate (ADR) and revenue per available room (RevPAR) were upgraded 1.1 pts and 1.6 pts, respectively. Occupancy was lifted to 63.1% – a 0.3 ppt lift from the previous forecast.”
- "The hotel industry sold a record number of room nights in the first half of the year, an increase of 11.4 million compared with 2025, while room revenue climbed by more than \$5.4 billion. The industry outperformed our expectations on stronger leisure and business travel, fueled in part by the World Cup and America 250 celebrations. In the next six months, we expect slightly lower gains than in the first half of the year, but top-line growth will still be driven by ADR.”


TOURISM ECONOMICS
AN OXFORD ECONOMICS COMPANY


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CoStar

U.S. Hotel Forecast

YoY – year over year (% change)

	2025 Actual	2026 Forecast	2027 Forecast
Supply (YoY)	+0.6%	+0.4%	+0.6%
Demand (YoY)	-0.6%	+1.7%	+1.1%
Occupancy	62.3%	63.1%	63.4%
ADR (YoY)	+1.0%	+3.1%	+1.6%
RevPAR (YoY)	-0.2%	+4.4%	+2.1%

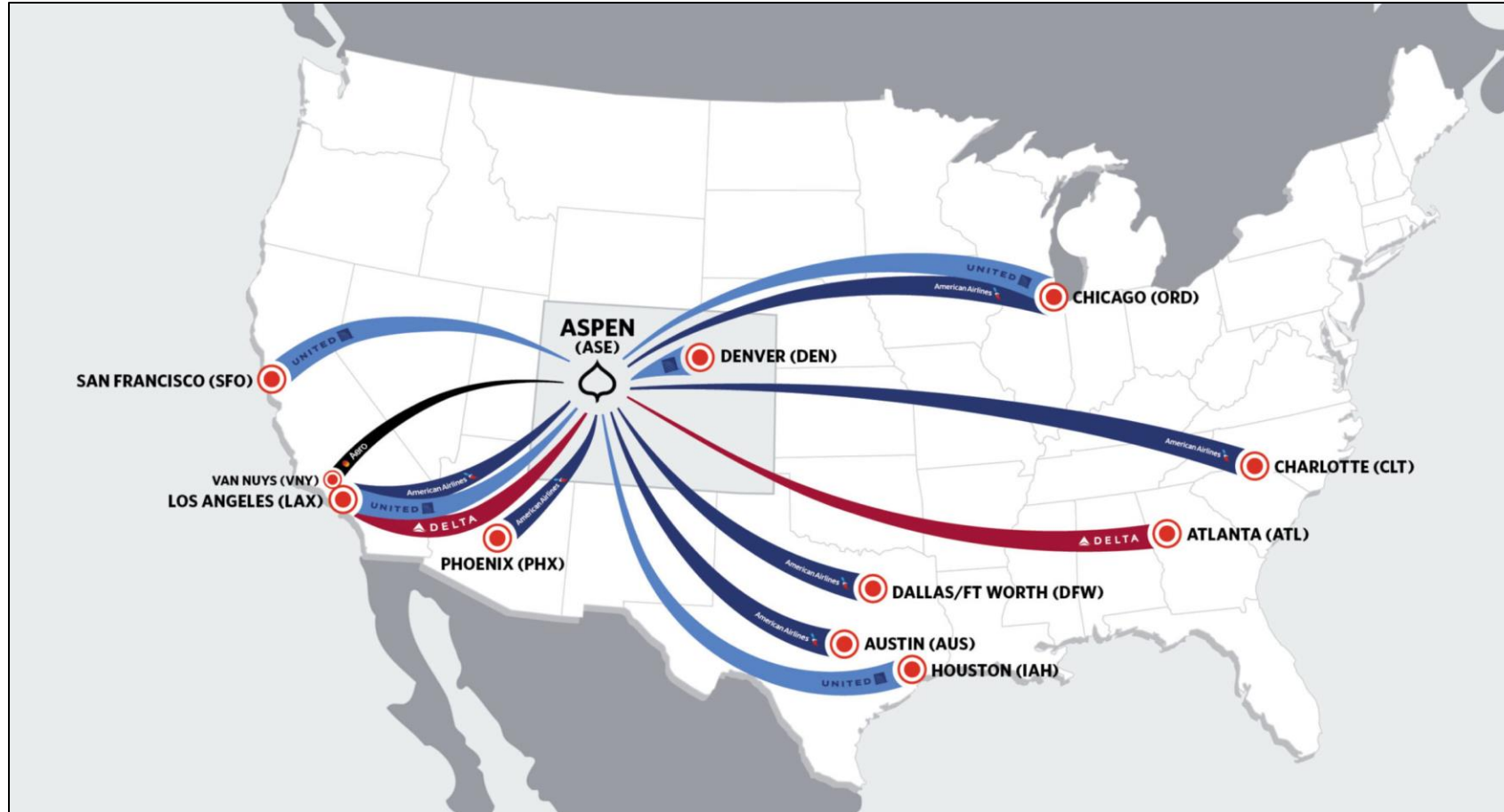
Source: CoStar and Tourism Economics (8/6/2026)

A scenic view of a snow-covered mountain peak under a clear blue sky. In the foreground, there are dense evergreen trees covered in snow. A ski lift system with several chairs is visible on a snowy slope. In the middle ground, there are some buildings and structures, possibly part of a ski resort. The overall scene is bright and sunny.

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	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	33,234	41,641	-20.2%	38,260	-13.1%
May	14,150*	3,526**	301.3%	13,081	8.2%
June	60,783	57,030	6.6%	57,464	5.8%
July	77,000	72,436	6.3%	74,416	3.5%
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	456,661	456,023	0.1%	447,118	2.1%
Total		733,559		721,077	

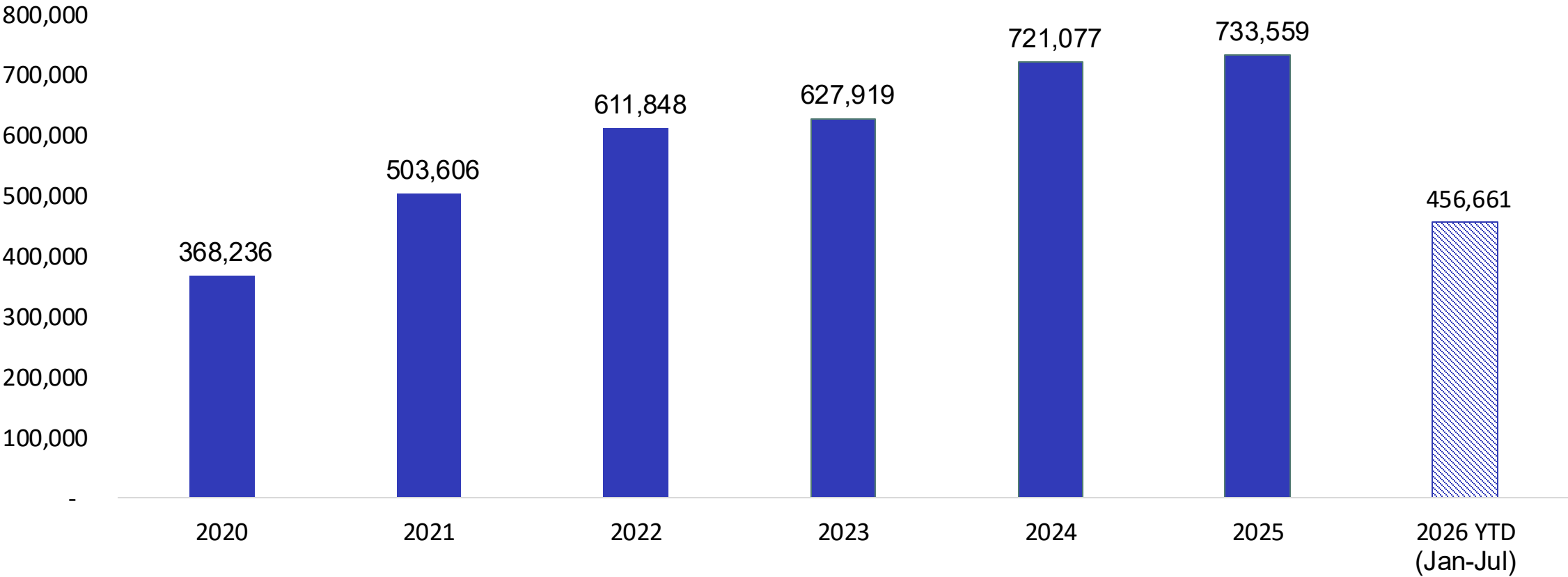
*Note: Aspen Airport was closed April 23 – May 21, 2026

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

Source: Airplanners / Fly Aspen Snowmass

Aspen Airport: Yearly Passenger Volume

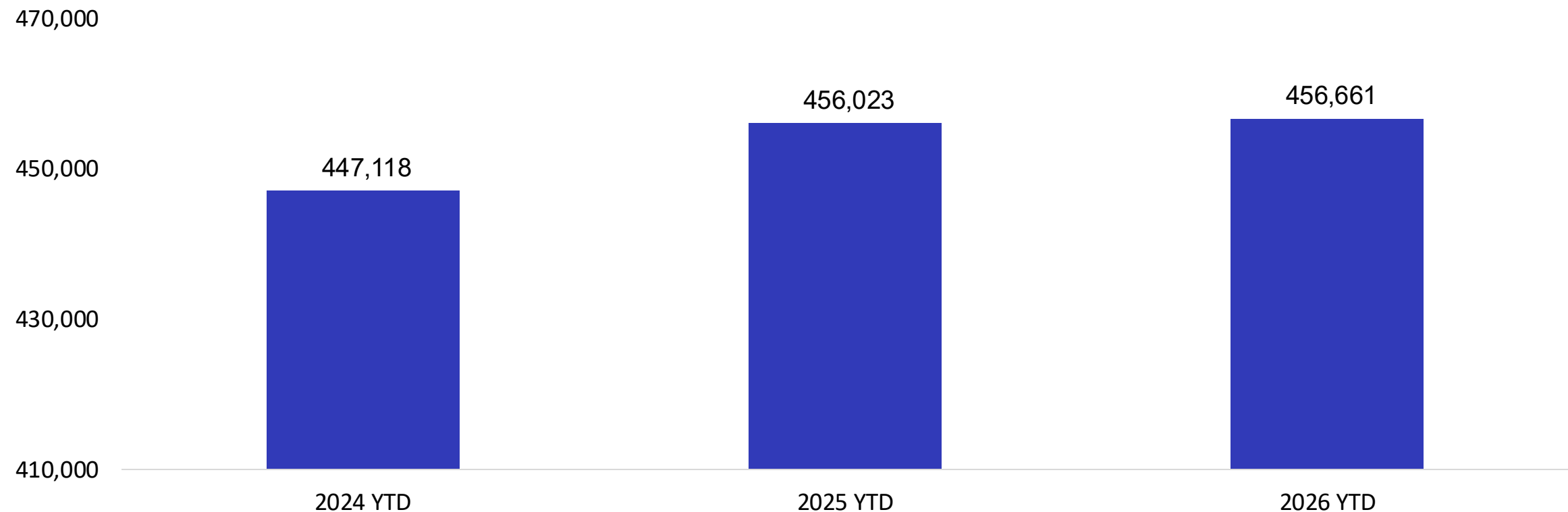
Total Passengers by Year (2020 - 2026)



Source: Airplanners / Fly Aspen Snowmass

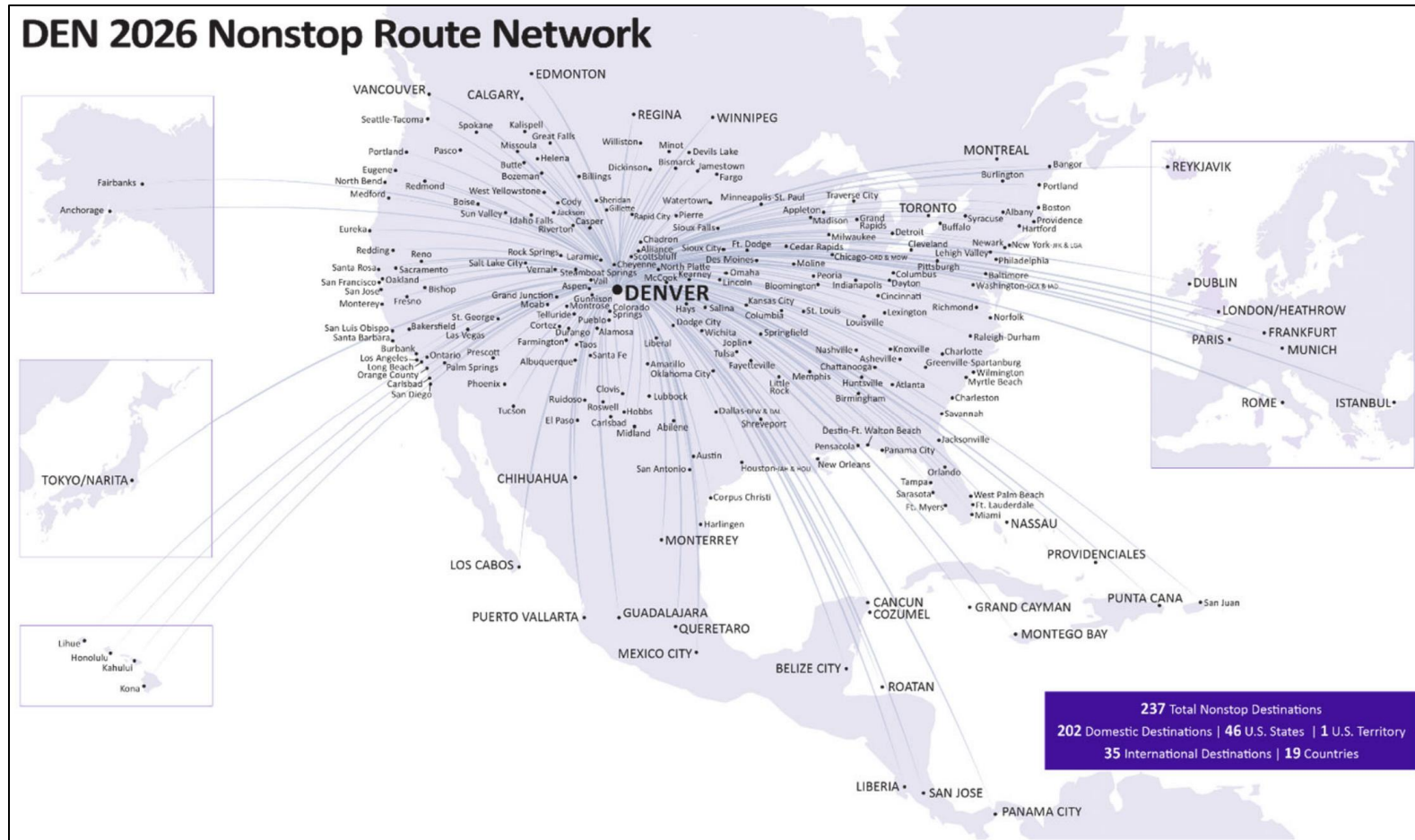
Aspen Airport: Passenger Volume Pacing

Total Passengers Pacing YTD (Jan – Jul)



Source: Airplanners / Fly Aspen Snowmass

Denver International Airport (DEN): Route Map



Source: Denver International Airport

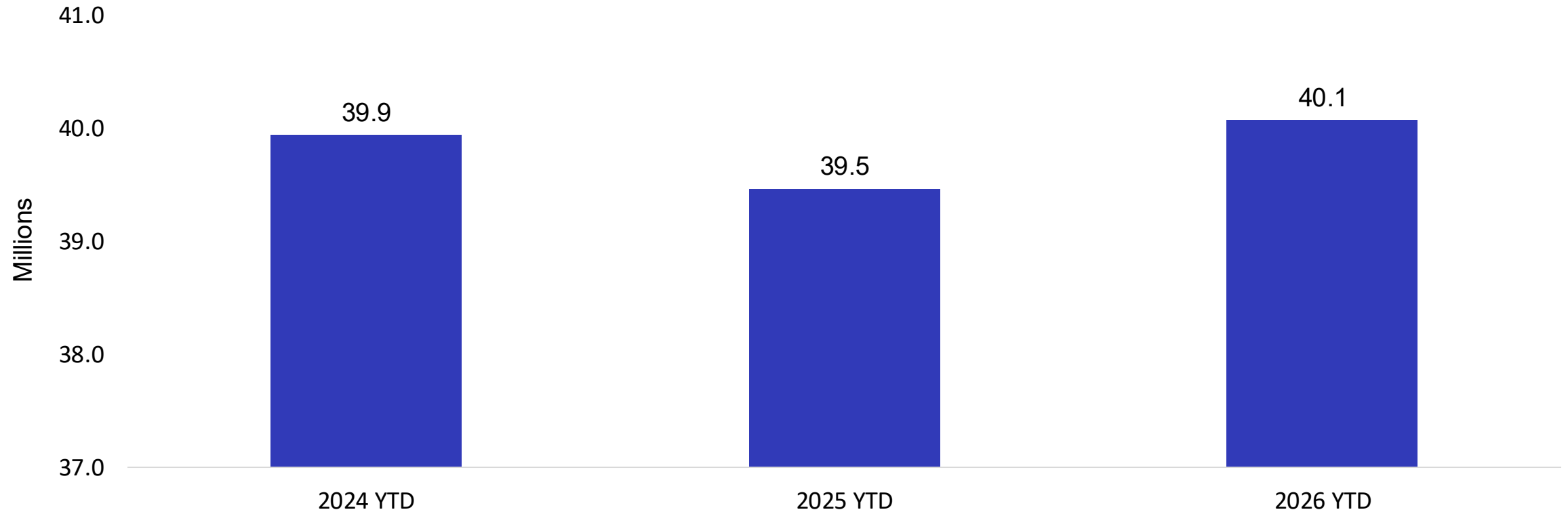
Denver International Airport (DEN): Total Passenger Volume

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	5,745,132	5,633,766	2.0%	5,844,349	-1.7%
March	6,998,313	6,807,158	2.8%	6,879,553	1.7%
April	6,367,686	6,274,010	1.5%	6,586,563	-3.3%
May	7,212,119	7,113,812	1.4%	7,263,126	-0.7%
June	7,836,735	7,662,146	2.3%	7,606,224	3.0%
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	40,068,915	39,463,699	1.5%	39,937,380	0.3%
Total		82,427,962		82,358,744	

Source: Denver International Airport

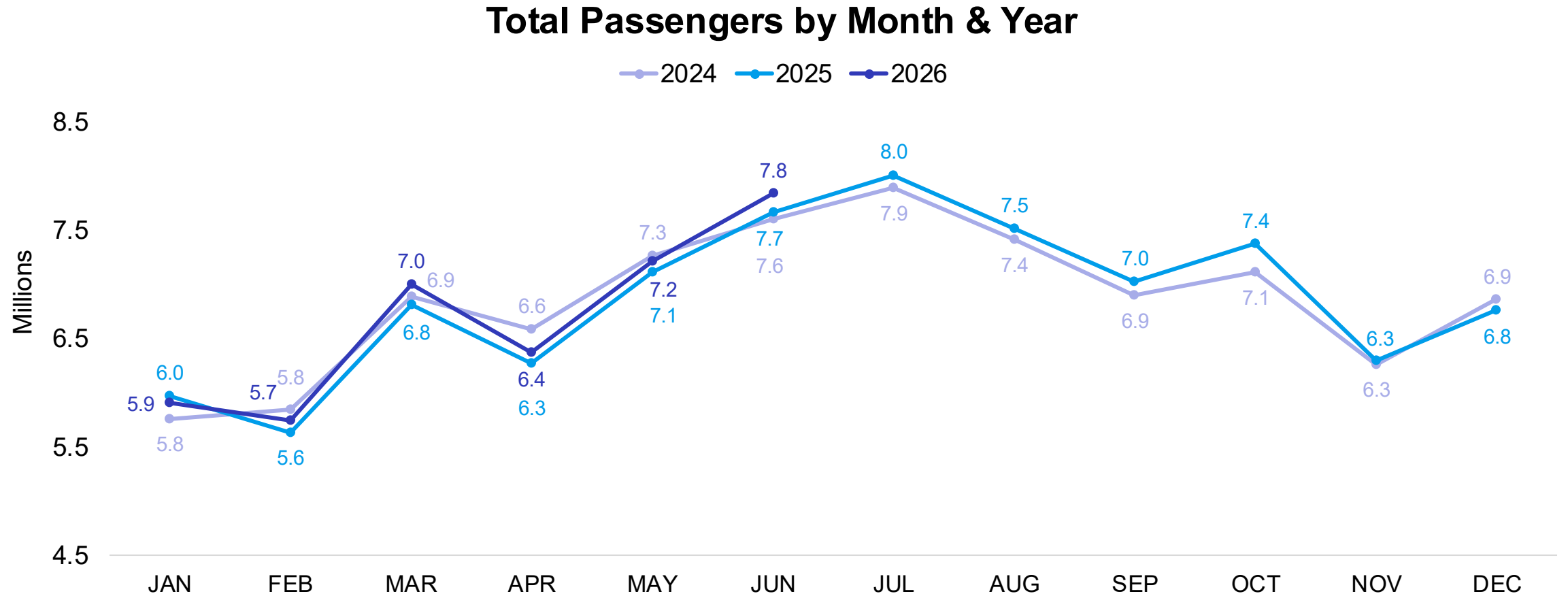
Denver International Airport (DEN): Passenger Volume Pacing

Total Passengers Pacing YTD (Jan – Jun)



Source: Denver International Airport

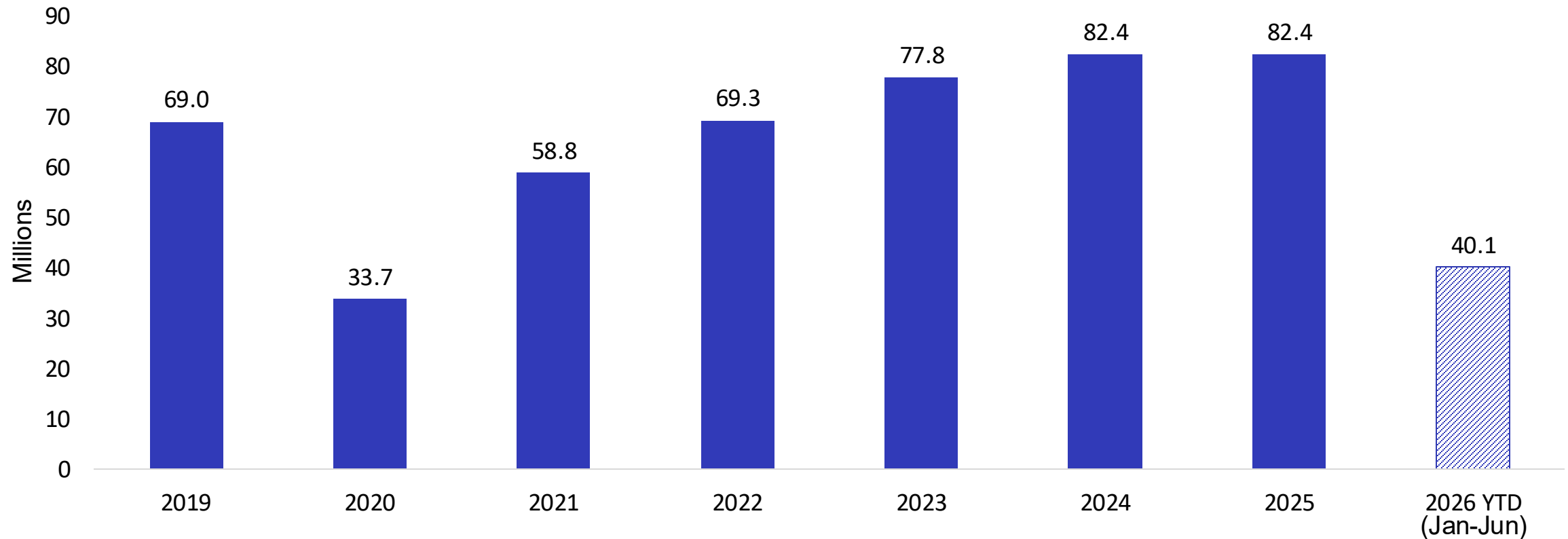
Denver International Airport (DEN): Passengers by Month & Year



Source: Denver International Airport

Denver International Airport (DEN): Passengers by Year

Total Passengers by Year (2019 – 2026 YTD)



Source: Denver International Airport



DestiMetrics Lodging Data

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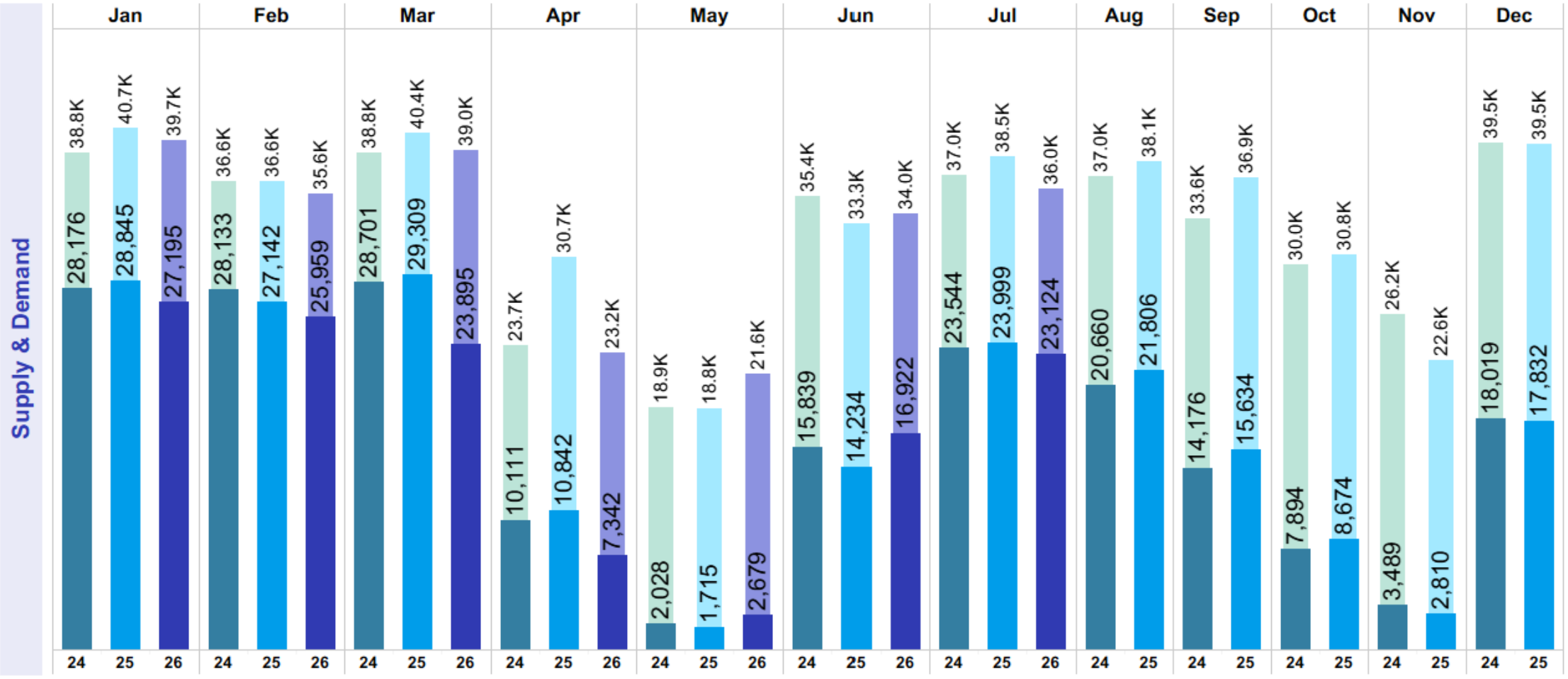
Snowmass Village Monthly Lodging Performance

July 2026

Source: DestiMetrics



yoy	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	64.3%	\$343.73	\$221.03	35,960	23,124	\$7,948,340
	3.2%	4.6%	8.0%	-6.6%	-3.6%	0.8%



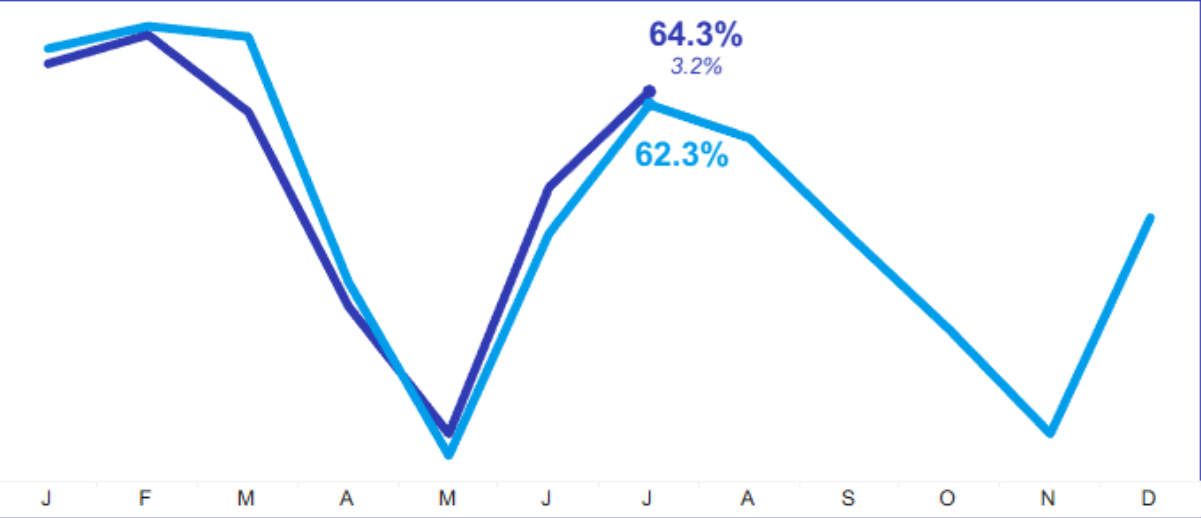
Snowmass Village Monthly Lodging Performance

July 2026

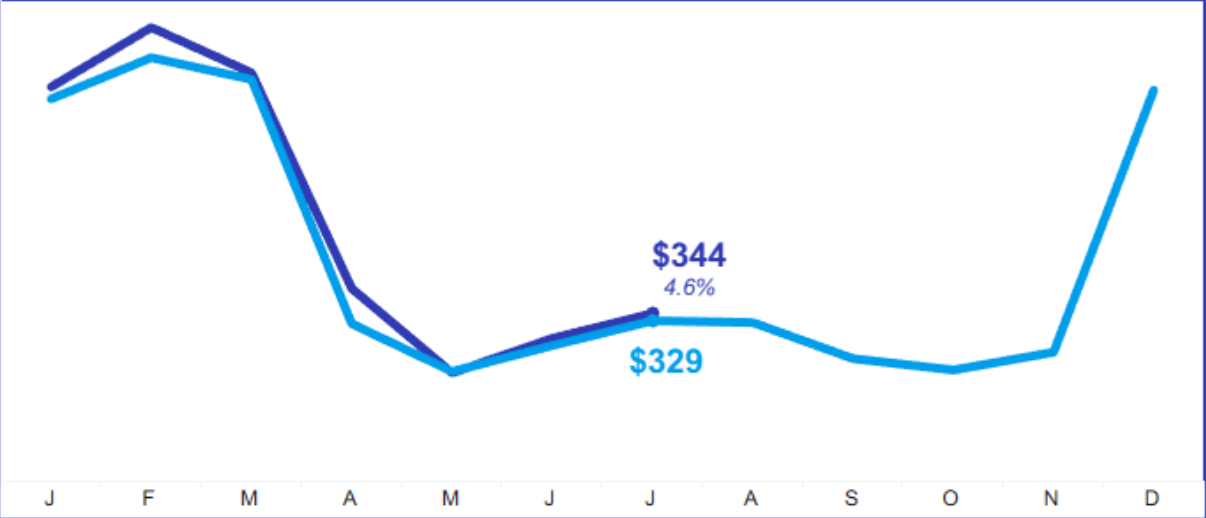
Source: DestiMetrics



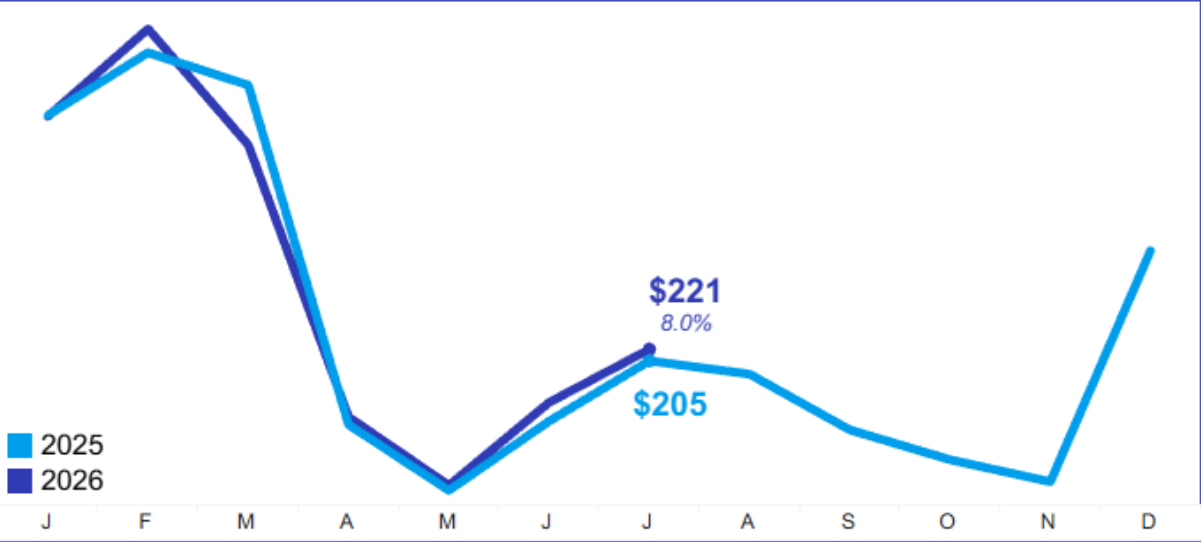
Occupancy



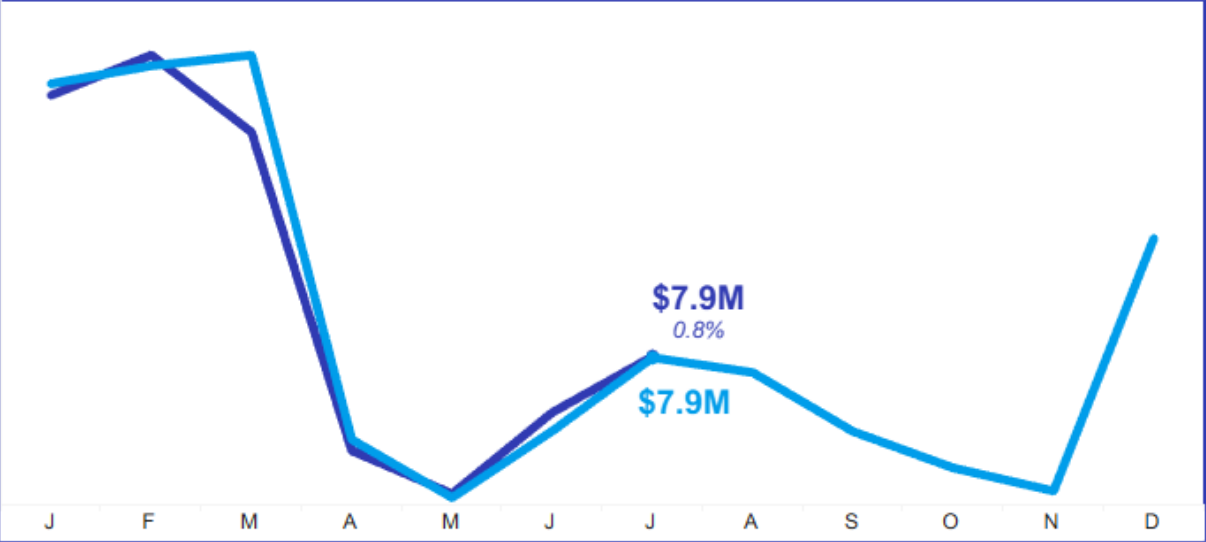
Average Daily Rate



Revenue Per Available Room



Revenue



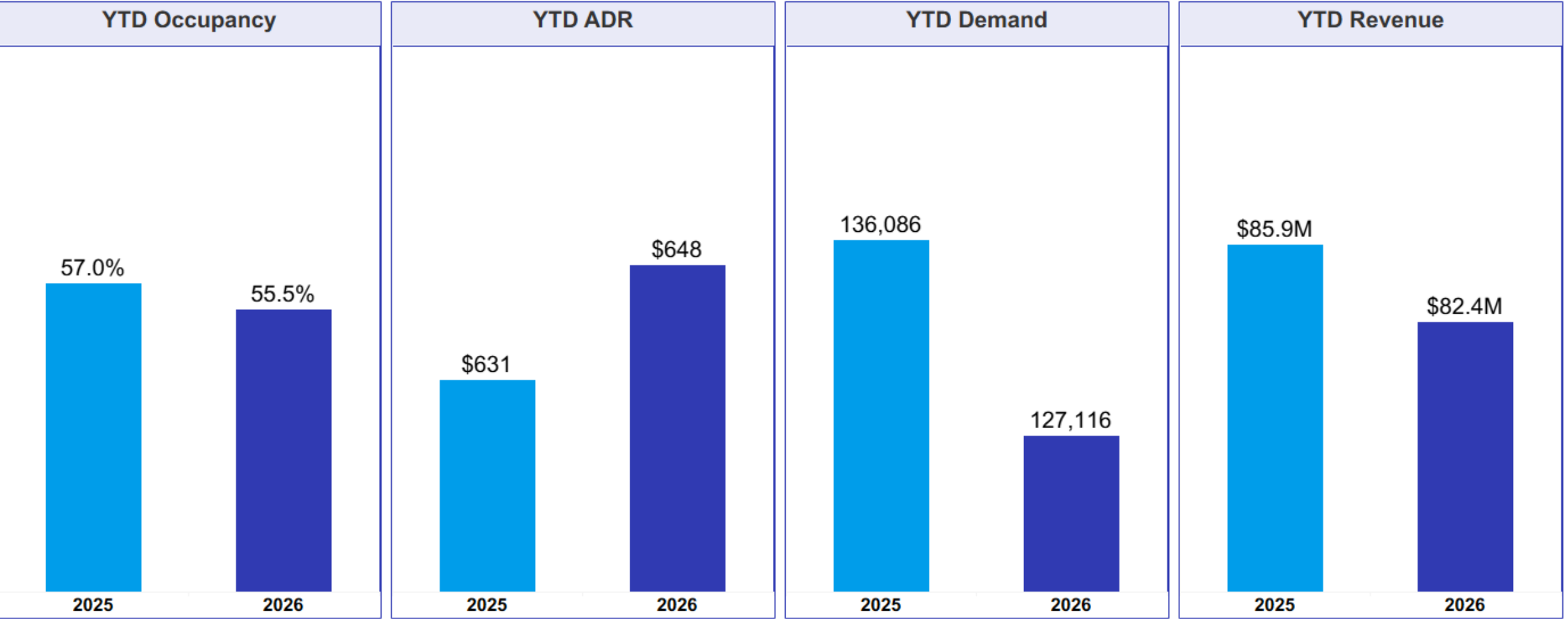
Snowmass Village Monthly Lodging Performance

Calendar YTD Through July 2026

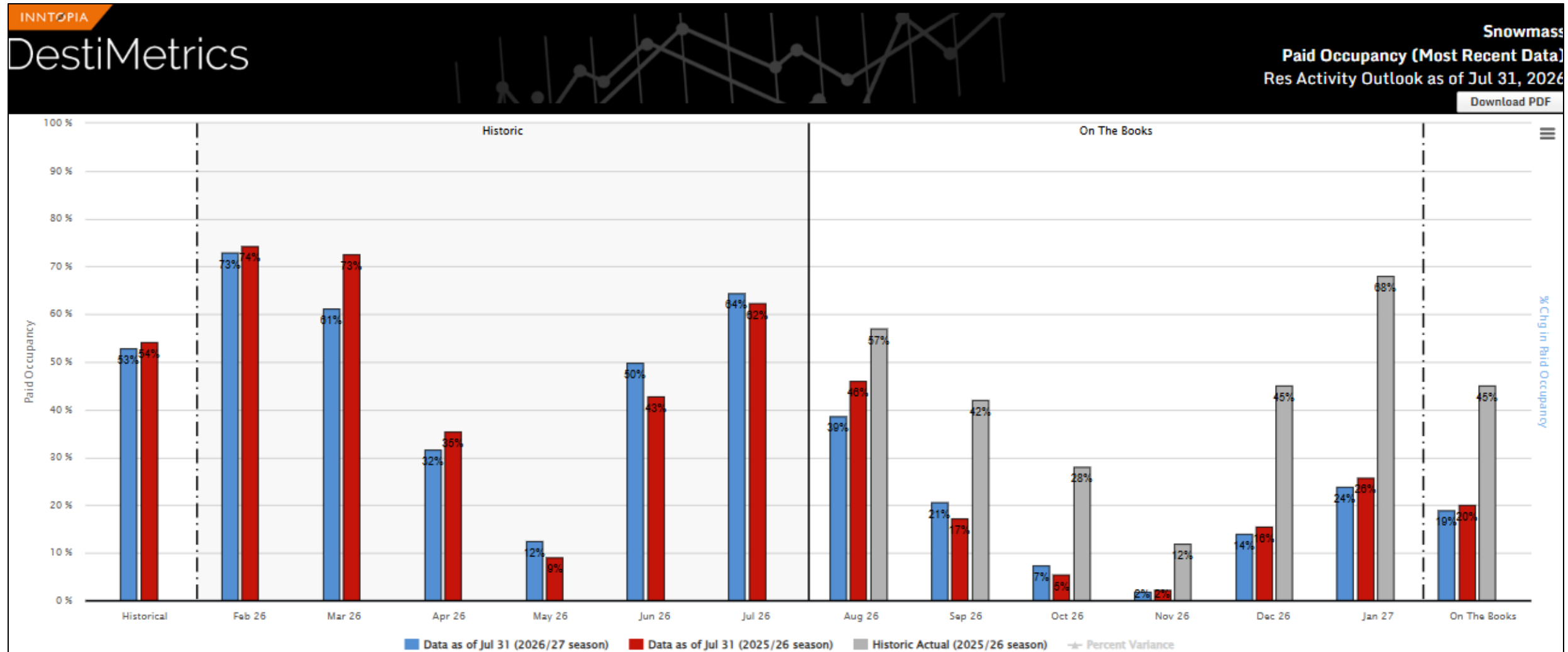
Source: DestiMetrics



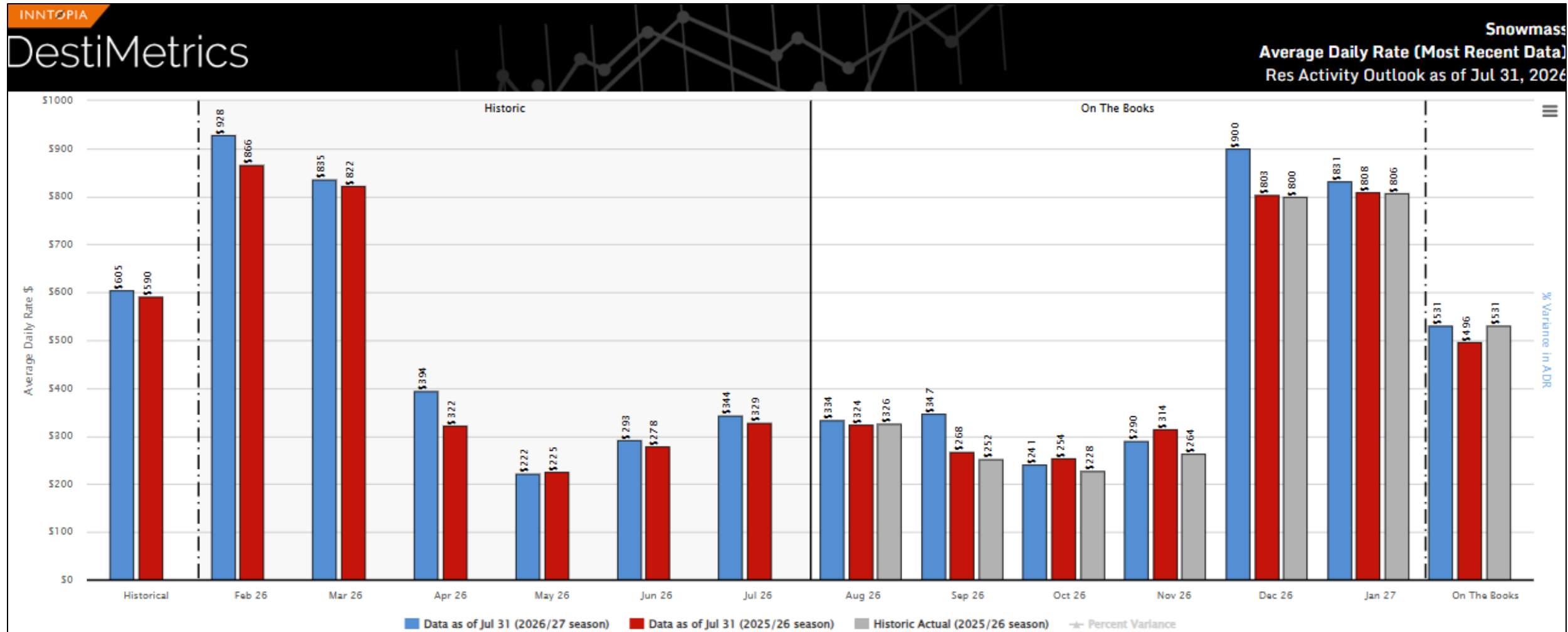
YOY	YTD '26	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
		55.5%	\$647.91	\$359.58	229,047	127,116	\$82,359,792
		-2.6%	2.7%	0.1%	-4.1%	-6.6%	-4.1%



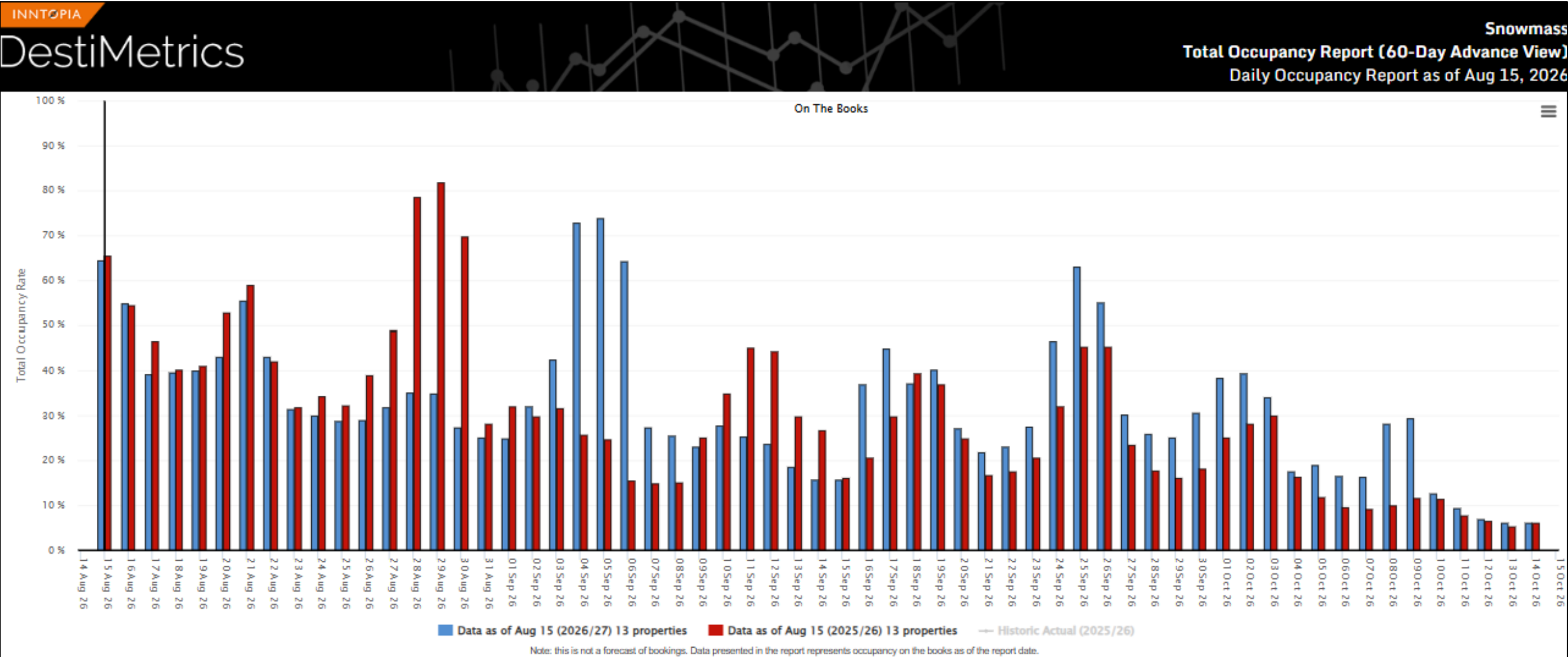
DestiMetrics – Occupancy (Historical & On The Books vs. 2024/25 Season)



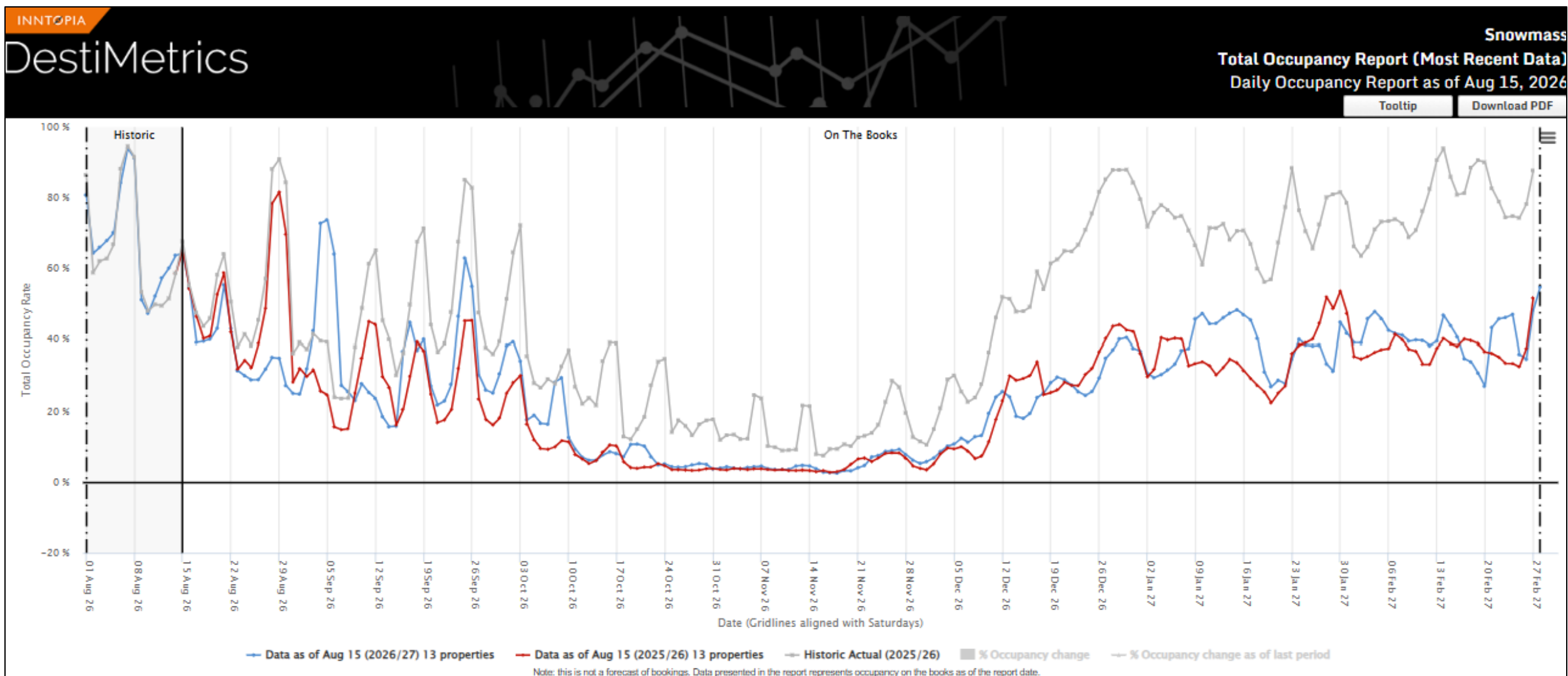
DestiMetrics – Average Daily Rate (Historical & On The Books vs. 2024/25 Season)



DestiMetrics – Occupancy On The Books by Day



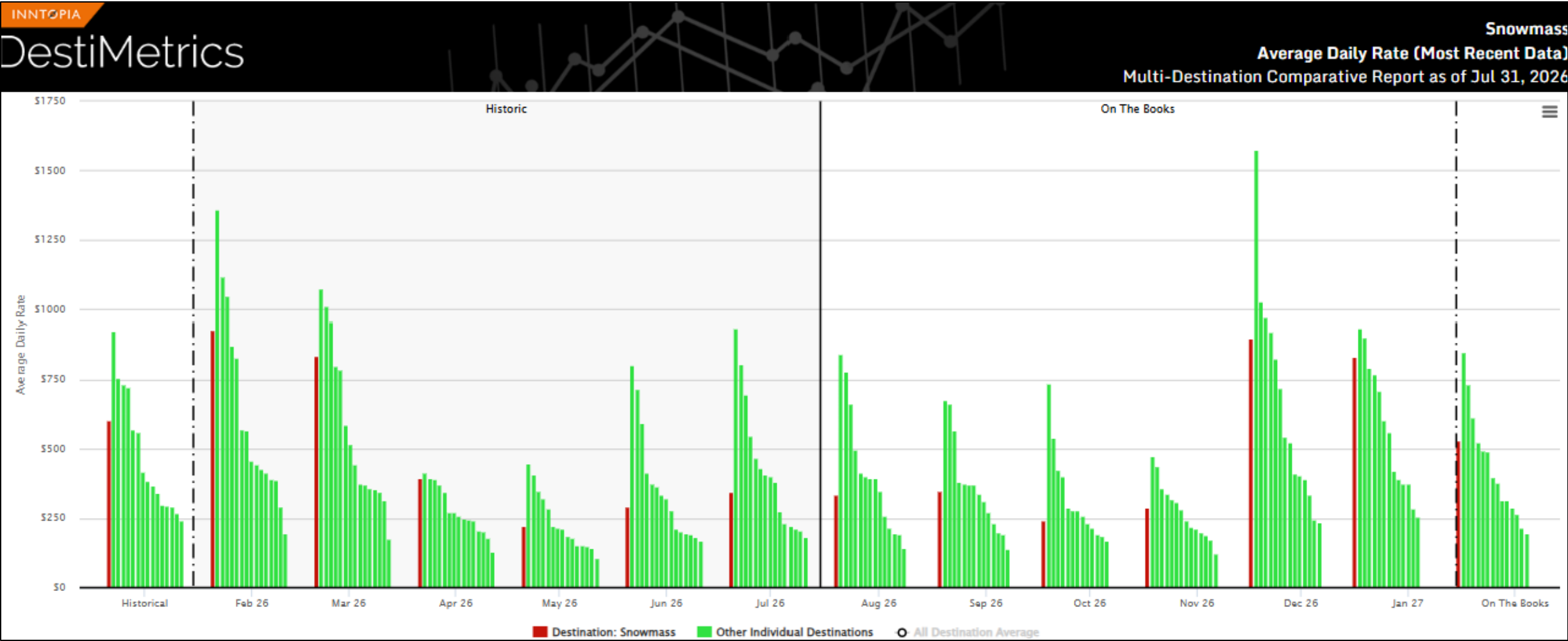
DestiMetrics – Occupancy On The Books by Week



DestiMetrics – Competitive Set Occupancy



DestiMetrics – Competitive Set ADR

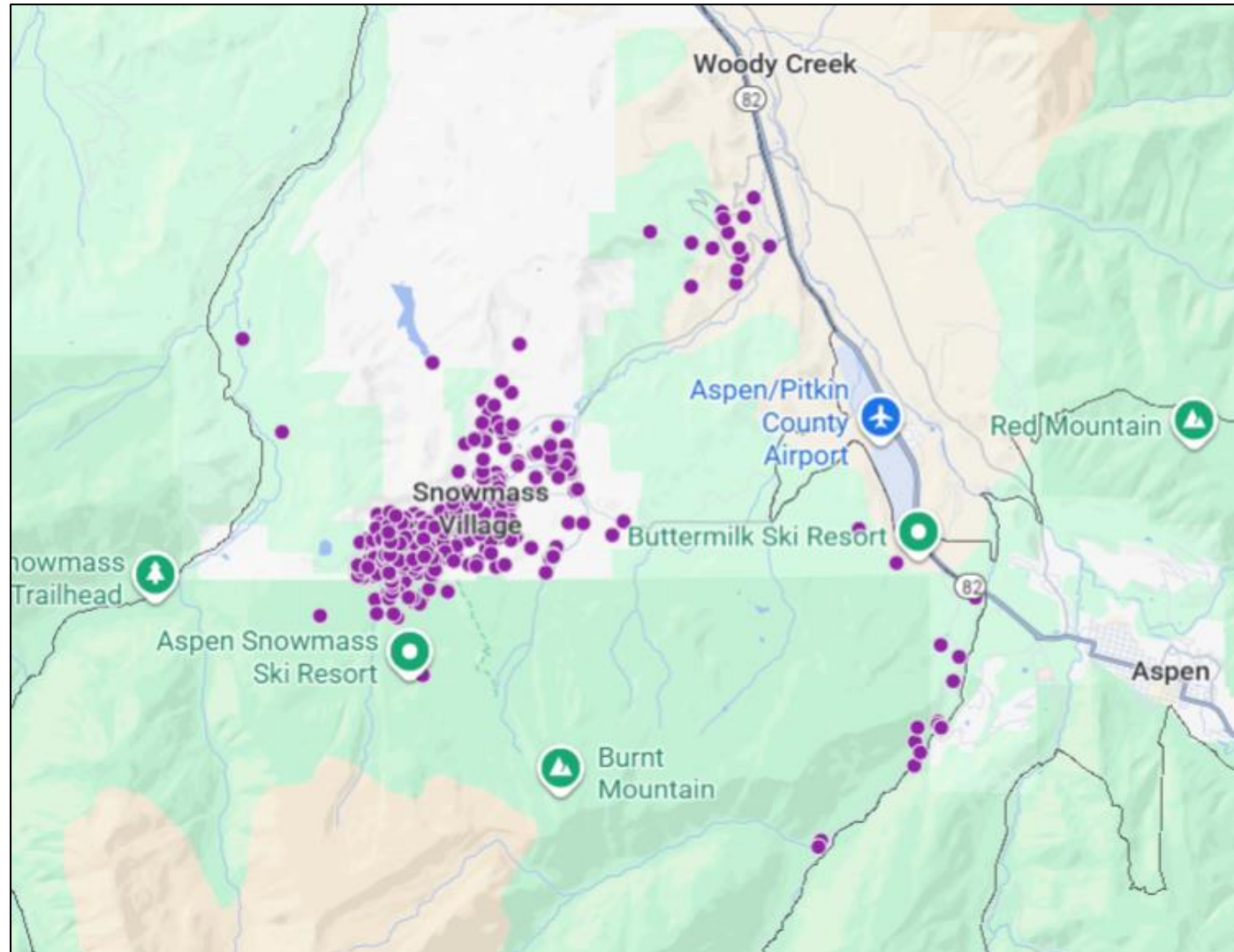


An aerial photograph of a snowy mountain resort at dusk. A ski lift with several chairs is visible on the left, ascending a snow-covered slope. In the center, a large, multi-story building with many lit windows and balconies is the focal point. The building has a modern design with white and grey tones. To the right of the main building, there are other smaller structures and more snow-covered slopes. The background shows more mountains under a twilight sky with soft colors. The overall scene is peaceful and scenic.

Airbnb & Vrbo Short Term Rental Data

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Snowmass Village's AirDNA Geographical Boundary



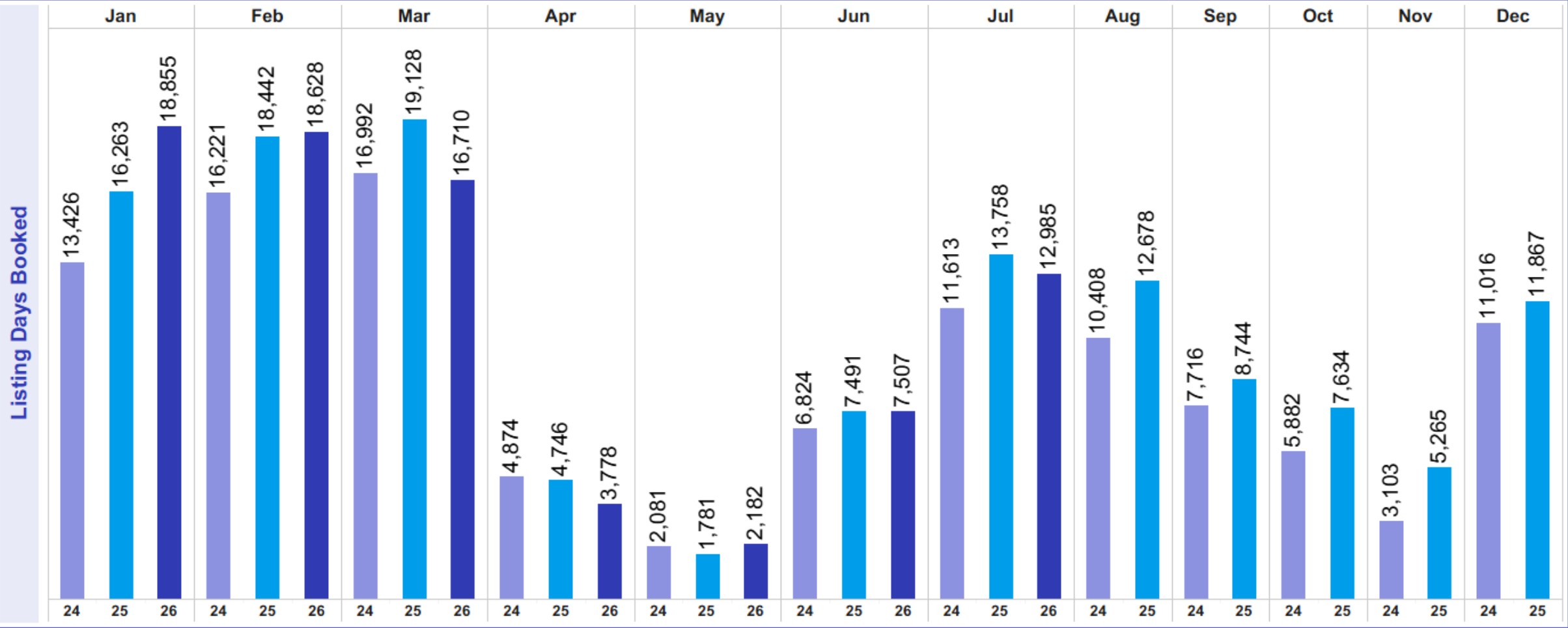
Snowmass Village Monthly Short-Term Rental Performance

July 2026

Source: AirDNA, 'Entire Place' Listings Only



YOY	Jul '26	Occupancy	ADR	RevPAR	Active Listings	Listing Days Booked	Revenue
		69.1%	\$634.39	\$438.10	807	12,985	\$8,237,554
		3.3%	2.6%	6.0%	-4.6%	-5.6%	-3.1%



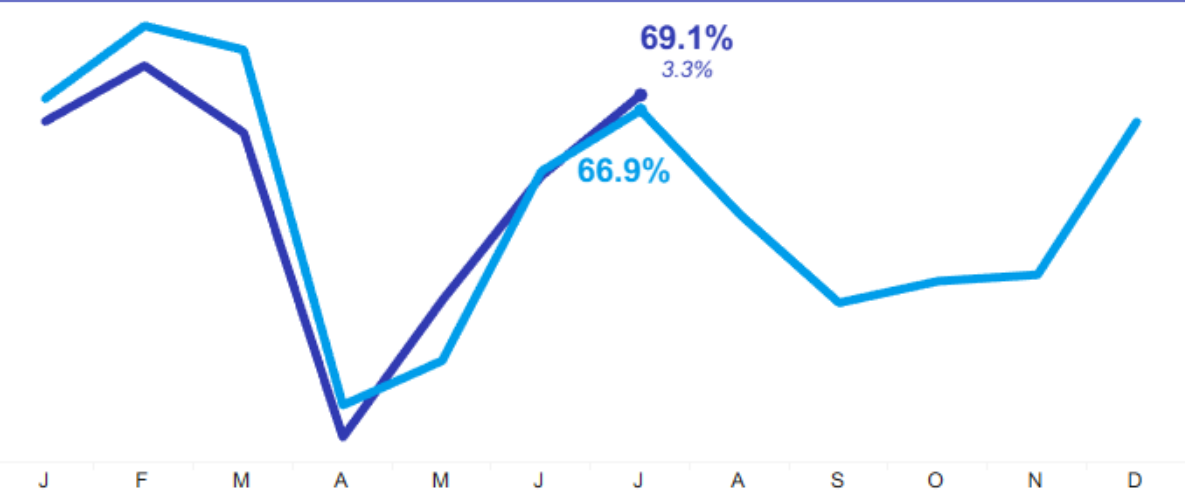
Snowmass Village Monthly Short-Term Rental Performance

July 2026

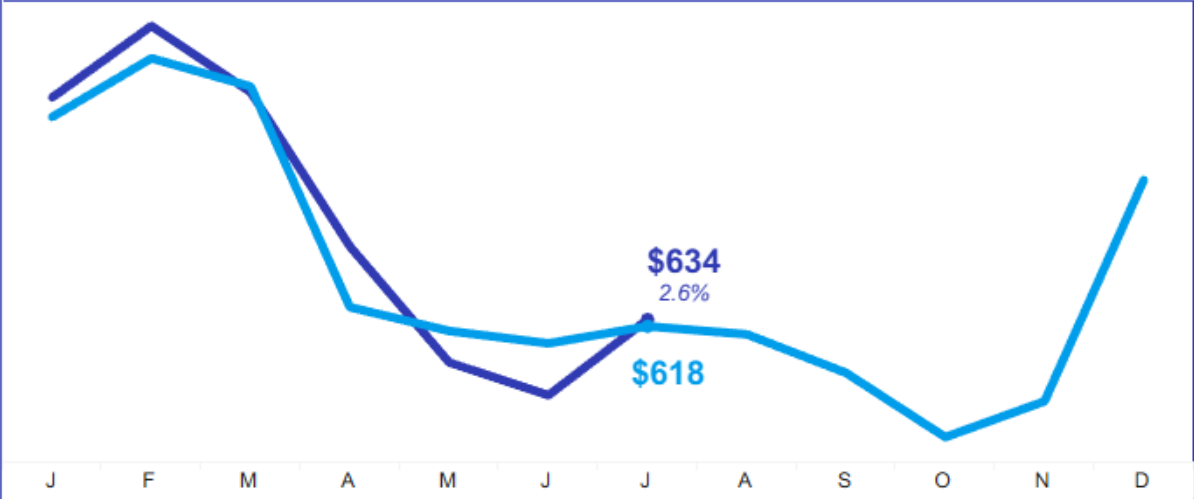
Source: AirDNA, 'Entire Place' Listings Only



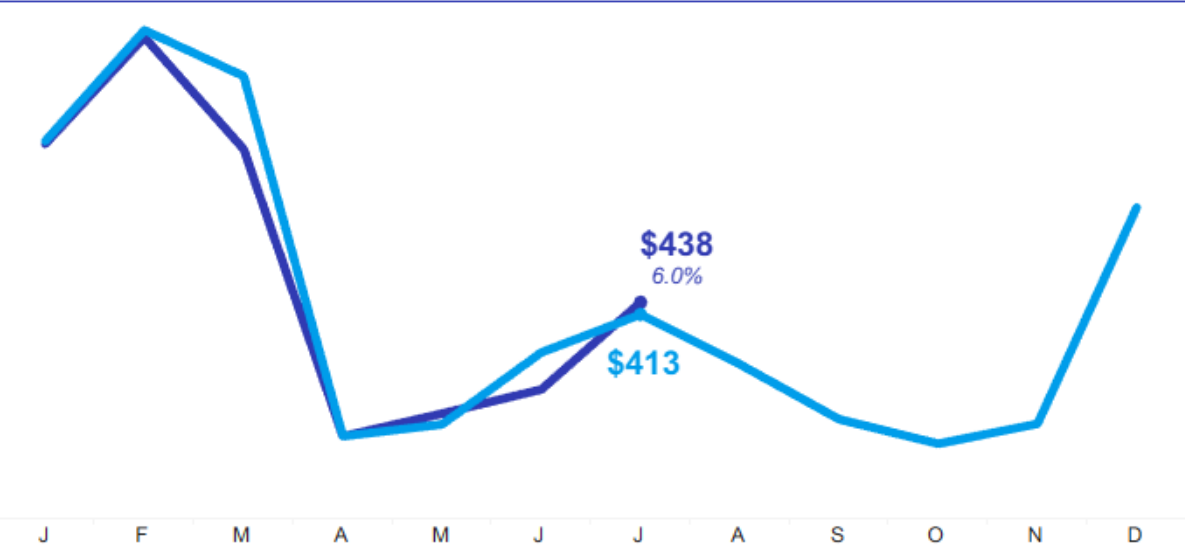
Occupancy



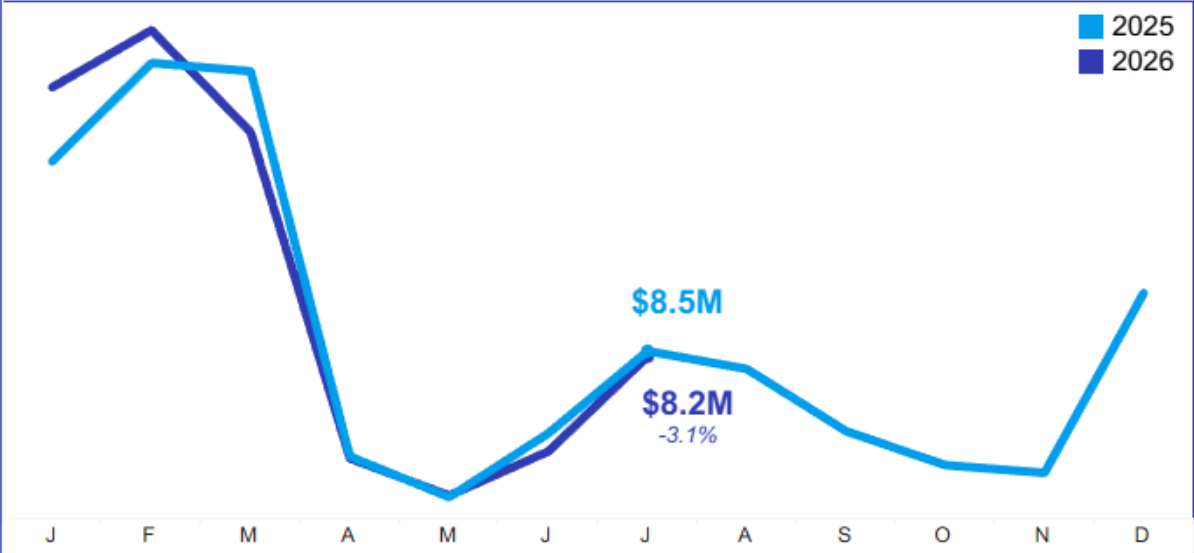
Average Daily Rate



Revenue Per Available Room



Revenue



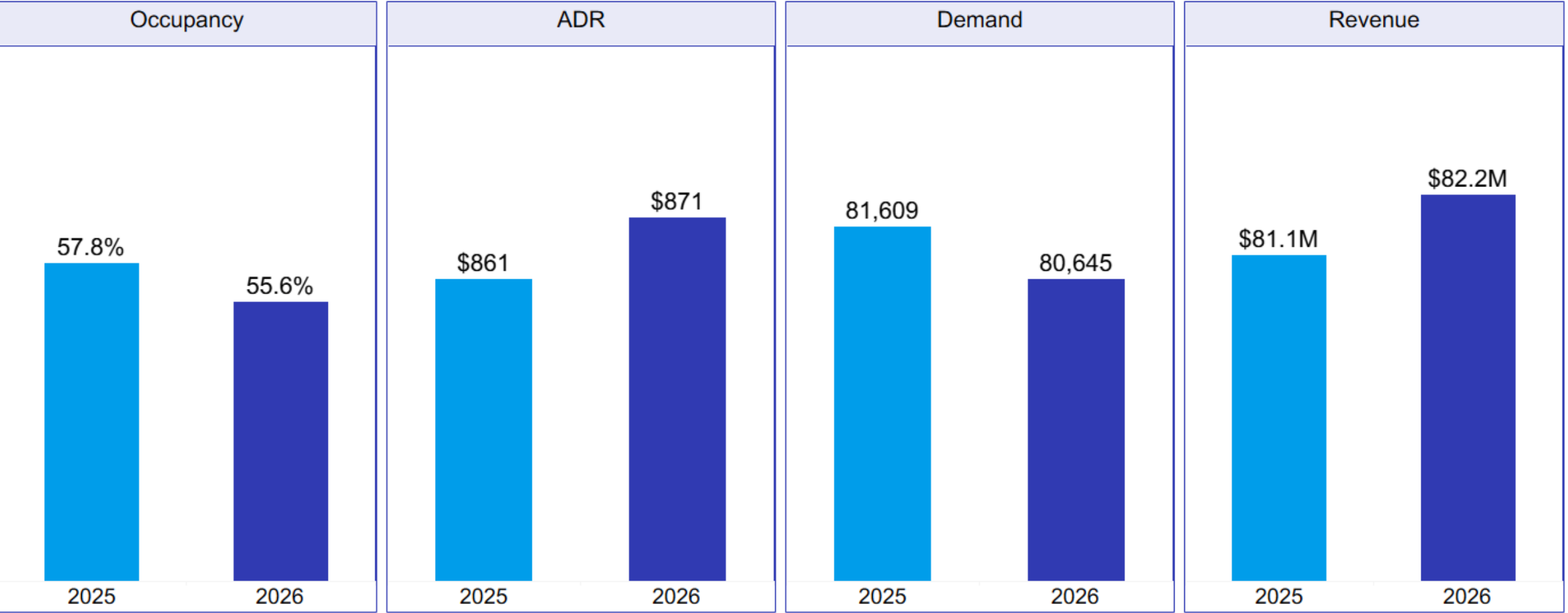
Snowmass Village Monthly Short-Term Rental Performance

Calendar YTD Through July 2026

Source: AirDNA, 'Entire Place' Listings Only



YOY CYTD '26	Occupancy	ADR	RevPAR	Avg. Active Listings	Listing Days Booked	Revenue
	55.6%	\$871.16	\$508.73	876	80,645	\$82,222,503
	-3.7%	1.2%	-5.2%	3.0%	-1.2%	1.4%



The image shows a sophisticated restaurant interior. A large, circular, multi-tiered chandelier with a warm, golden glow hangs from a dark, curved ceiling. Below it, a central planter box is filled with lush green tropical plants. The dining area is furnished with dark wood tables and chairs, some with leather seats. In the foreground, a table is set with wine glasses, water glasses, and folded napkins. The background features a bar area with various bottles and more seating. The overall atmosphere is warm and modern.

Group Sales

Events Booked in July 2026

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Booked 'Definite' Events								
Event ID	Definite Date	Event Status	Event Name	New or Repeat	Arrival Date	End Date	Total Attendance	Contract Rms
88076	July 14, 2026	Definite	Aspen overflow July 2026	New	July 18, 2026	July 26, 2026	15	99
88106	July 16, 2026	Definite	SMU Sigma Chi Aspen Formal December 2026	Repeat	December 17, 2026	December 20, 2026	100	104
88292	July 27, 2026	Definite	Infosys HiTech Offsite 2026	New	August 3, 2026	August 6, 2026	40	130
Grand Total								333

Event ID	Definite Date	Event Status	Event Name	New or Repeat	Arrival Date	End Date	Total Attendance	Contract Rms
88383	July 16, 2026	Definite Non Contract	Tampa Bay Snowskiers January 2027	Repeat	January 16, 2027	January 23, 2027	40	0
88384	July 16, 2026	Definite Non-Contract	Fresno Ski Club January 2027	Repeat	January 23, 2027	January 30, 2027	0	0
88385	July 16, 2026	Definite Non-Contract	Nisei Ski Group January 2027	Repeat	January 23, 2027	January 30, 2027	0	0
88386	July 16, 2026	Definite Non Contract	Austin Skiers January 2027	Repeat	January 30, 2027	February 6, 2027	50	0
88387	July 16, 2026	Definite Non Contract	Huntsville Ski Group February 2027	Repeat	February 13, 2027	February 20, 2027	26	0
88389	July 16, 2026	Definite Non Contract	Ann Arbor Ski Club February 2027	Repeat	February 20, 2027	February 27, 2027	30	0
88390	July 16, 2026	Definite Non Contract	Asheville Ski Club 2027	Repeat	February 27, 2027	March 6, 2027	30	0
88420	July 16, 2026	Definite Non Contract	Atlanta Ski Group February 2027	Repeat	February 20, 2027	February 27, 2027	30	0
88437	July 16, 2026	Definite Non Contract	Big Pocono Ski Club Feb 2027	New	February 27, 2027	March 6, 2027	32	0
88441	July 16, 2026	Definite Non Contract	Huntsville Ski Club 2028	Repeat	January 22, 2028	January 29, 2028	30	0
88391	July 17, 2026	Definite Non-Contract	King of Prussia February 2027	Repeat	February 20, 2027	February 27, 2027	30	0
88388	July 17, 2026	Definite Non Contract	Palmetto Ski Group March 2027	Repeat	March 6, 2027	March 13, 2027	25	0
87596	July 28, 2026	Definite Non-Contract	Jungmann King Wedding 2026 by Wendy Blakeslee	New	August 28, 2026	August 31, 2026	45	0
Grand Total								0

Snowmass Village Sales Production Pace Report

July 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	17	8	4	10	3						55
	Total Attendance	330	596	1,184	426	630	414	155						3,735
	Contracted Rooms	1,345	1,905	4,289	1,116	1,353	2,073	333						12,414
	Pickup Rooms	35	74	157	442	0	760	80						1,548
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	1,055	293	0	227	3,955
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	Apr	May	Jun	Jul						
	Booked Events YOY	4	0	8	4	4	6	-3						
	Total Attendance YOY	310	131	384	5	630	310	-30						
	Contracted Rooms YOY	1,308	622	1,750	384	1,353	1,673	-265						
	Pickup Rooms YOY	5	-502	-529	-16	0	732	-477						

Change from 2019	Booked Events YOY	3	3	15	5	2	-1	1						
	Total Attendance YOY	290	-46	814	-610	-20	-626	-745						
	Contracted Rooms YOY	1,211	563	3,539	-3,268	1,329	436	-3,035						
	Pickup Rooms YOY	35	-458	157	442	0	708	-3,477						

Snowmass Village Sales Production Pace Report

July 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	15	4		10	13						85
	Total Attendance	225	965	20	598		255	368						2,431
	Contracted Rooms	0	0	0	0		0	0						0
	Pickup Rooms	1,362	1,301	1,390	88		106	0						4,247
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		616	766	0	7,281
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	Mar	Apr	May	Jun	Jul	
	Booked Events YOY	-12	10	-2	2	-2	7	13	
	Total Attendance YOY	-90	815	-550	598	-60	215	368	
	Contracted Rooms YOY	0	0	0	0	0	0	0	
	Pickup Rooms YOY	-1,315	247	299	-215	-38	-575	0	

Change from 2019	Booked Events	18	25	15	4		10	13	
	Total Attendance	225	965	20	598		255	368	
	Contracted Rooms	0	0	0	0		0	0	
	Pickup Rooms	1,362	1,301	1,390	88		106	0	

Events Arrived in July 2026

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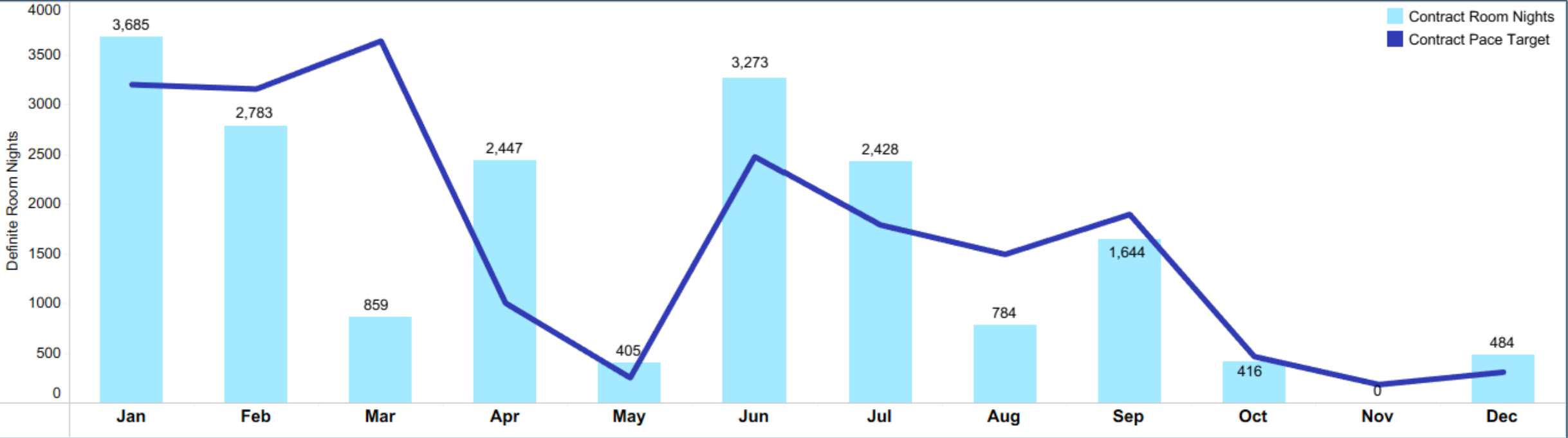
Arrived 'Definite' Events								
Event ID	Definite Date	Event Status	Event Name	New or Repeat	Arrival Date	End Date	Total Attendance	Contract Rms
86414	January 30, 2026	Definite	Corporate Retreat Summer 2026	New	July 6, 2026	July 9, 2026	140	174
82921	September 13, 2024	Definite	2026 Summer Regional Meeting Region #365	New	July 7, 2026	July 14, 2026	130	214
82677	September 30, 2025	Definite	GI Meeting 2026	Repeat	July 11, 2026	July 16, 2026	100	374
87431	March 18, 2026	Definite	2026 Mountain View Staging Staff Rooms II	Repeat	July 12, 2026	July 18, 2026	50	30
79607	February 12, 2024	Definite	MSCO/COA 2026 Colorado Vision Summit	Repeat	July 16, 2026	July 20, 2026	350	420
88076	July 14, 2026	Definite	Aspen overflow July 2026	New	July 18, 2026	July 26, 2026	15	99
88231	June 29, 2026	Definite	2026 Rocky Mountain Summer Meeting	New	July 19, 2026	July 23, 2026	12	48
86631	March 9, 2026	Definite	2026 Aspen Global Change Institute Workshop II	New	July 20, 2026	July 24, 2026	30	143
85397	September 17, 2025	Definite	PMA 2026 Summer Board Meeting	New	July 22, 2026	July 27, 2026	35	145
85953	November 10, 2025	Definite	2026 Annual Conference	New	July 22, 2026	July 24, 2026	100	170
86489	March 6, 2026	Definite	2026 Aspen Global Change Institute Workshop III	Repeat	July 26, 2026	July 31, 2026	30	120
83902	March 26, 2025	Definite	Wexner Summer Meeting 2026	Repeat	July 30, 2026	August 6, 2026	70	451
Grand Total								2,388

Event ID	Definite Date	Event Status	Event Name	New or Repeat	Arrival Date	End Date	Pickup Rms
86654	December 19, 2025	Definite Non Contract	Triple Crown D2 World Series 2026	Repeat	July 12, 2026	July 19, 2026	0
Grand Total							0

Snowmass Village Sales Pace Report

Demand for 2026

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

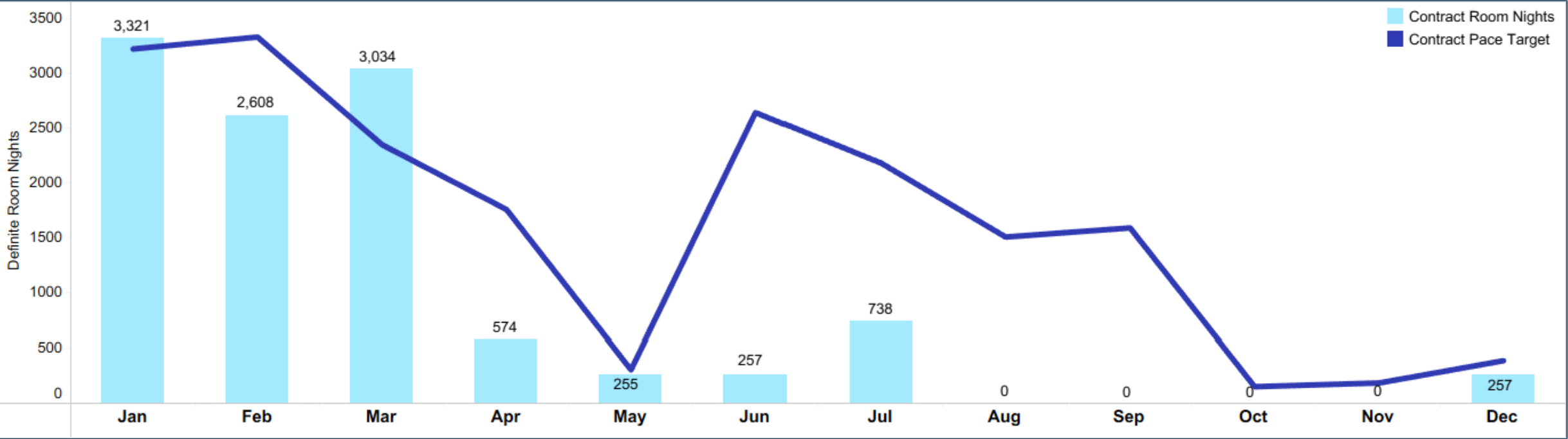


Consumption													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
Contract Room Nights	3,685	2,783	859	2,447	405	3,273	2,428	784	1,644	416	0	484	19,208
Contract Pace Target	3,206	3,162	3,645	1,006	255	2,480	1,793	1,497	1,899	468	186	311	19,908
Contract RN Variance	479	-379	-2,786	1,441	150	793	635	-713	-255	-52	-186	173	-700
Contract Pace Percentage	114.9%	88.0%	23.6%	243.2%	158.8%	132.0%	135.4%	52.4%	86.6%	88.9%	0.0%	155.6%	96.5%

Snowmass Village Sales Pace Report

Demand for 2027

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



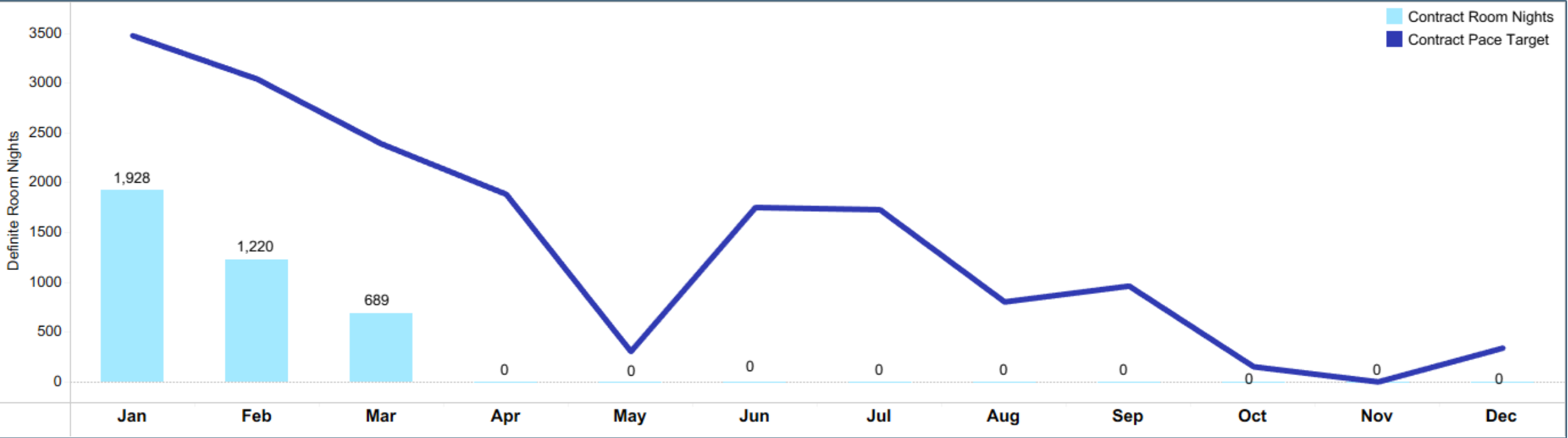
Consumption													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
Contract Room Nights	3,321	2,608	3,034	574	255	257	738	0	0	0	0	257	11,044
Contract Pace Target	3,220	3,329	2,348	1,757	305	2,640	2,180	1,506	1,589	152	186	389	19,601
Contract RN Variance	101	-721	686	-1,183	-50	-2,383	-1,442	-1,506	-1,589	-152	-186	-132	-8,557
Contract Pace Percentage	103.1%	78.3%	129.2%	32.7%	83.6%	9.7%	33.9%	0.0%	0.0%	0.0%	0.0%	66.1%	56.3%

Snowmass Village Sales Pace Report

Demand for 2028



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



Consumption													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
Contract Room Nights	1,928	1,220	689	0	0	0	0	0	0	0	0	0	3,837
Contract Pace Target	3,476	3,040	2,388	1,883	305	1,751	1,729	803	962	152	0	339	16,828
Contract RN Variance	-1,548	-1,820	-1,699	-1,883	-305	-1,751	-1,729	-803	-962	-152	0	-339	-12,991
Contract Pace Percentage	55.5%	40.1%	28.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	22.8%

Website Metrics

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Top Pages – July 2026

Rank	Page Path and Screen Class	Views	Active Users	Event Count
1	/10-outdoor-activities-in-snowmass-village-that-your-family-will-love-from-a-local/	36,685	31,604	110,132
2	/	30,235	25,436	96,621
3	/snowmass-in-full-bloom-why-you-should-visit-this-summer/	18,148	13,798	54,219
4	/activity/summer-music-series/	13,113	9,204	39,790
5	/events/	8,430	5,548	26,795
6	/locals-guide-to-summer-events-snowmass/	7,418	5,582	21,970
7	/specials/	6,697	6,317	20,443
8	/groups-meetings/	4,043	3,109	11,398
9	/event/snowmass-free-concerts/	3,171	2,716	9,703
10	/event/snowmass-oktoberfest/	2,542	2,294	7,745

Source: GA4

Top Cities – January-July 2026

Rank	City	Sessions	Event Counts
1	New York, NY	38,742	143,792
2	Denver, CO	38,024	158,910
3	Los Angeles, CA	23,442	77,849
4	Chicago, IL	19,666	66,641
5	Houston, TX	17,245	59,029
6	Aurora, CO	16,352	63,399
7	Dallas, TX	11,513	41,302
8	Atlanta, GA	8,424	29,214
9	Ashburn, VA	7,948	29,245
10	San Francisco, CA	6,665	21,692

Source: GA4

Top Channel Acquisitions – July 2026

Rank	Session Default Channel Group	Sessions	Active Users
1	Organic Social	93,577	78,774
2	Organic Search	16,211	10,450
3	Paid Search	10,532	7,640
4	Direct	8,670	7,262
5	Display	8,124	7,866
6	Paid Social	6,876	5,980
7	Unassigned	3,153	2,835
8	Referral	1,578	1,177
9	AI Assistant	239	181
10	Audio	202	187

Source: GA4

GuideGeek Analytics – July 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/summer-music-in-snowmass/	2
https://www.snowmassrodeo.org/	1
https://www.gosnowmass.com/top-5-reasons-snowmass-perfect-kids/	1
https://www.gosnowmass.com/snowmass-art-walk/	1
https://www.gosnowmass.com/lodging/	1
https://www.gosnowmass.com/kids-itineraries/	1
https://www.gosnowmass.com/event/the-mane-event/	1
https://www.gosnowmass.com/event/july-4th-celebration/	1
https://www.gosnowmass.com/event/explorer-tours/2026-09-18/	1
https://www.gosnowmass.com/about-us/media/	1

Most Used Sources (top 10)

Link	Sends
Kid Friendly Snowmass GoSnowmass	11
Itineraries for Every Age GoSnowmass	10
Snowmass Activities, Sports and Outdoor Recreation Go Snowmass	10
About Snowmass Snowmass Tourism	8
Hotels, Condos, Lodging and Vacation Rentals in Snowmass, Colorado	8
Snowmass Activities - A Mountain of Things To Do Go Snowmass	8
Snowmass, Colorado Official Lodging, Activities, and Visitor's Guide	8
Snowmass Lodging Snowmass Tourism	7
The Best Colorado Family Vacation Ideas Your Kids Will Actually Love	7
Snowmass Parent Info for Kid Friendly Activities Snowmass Tourism	6

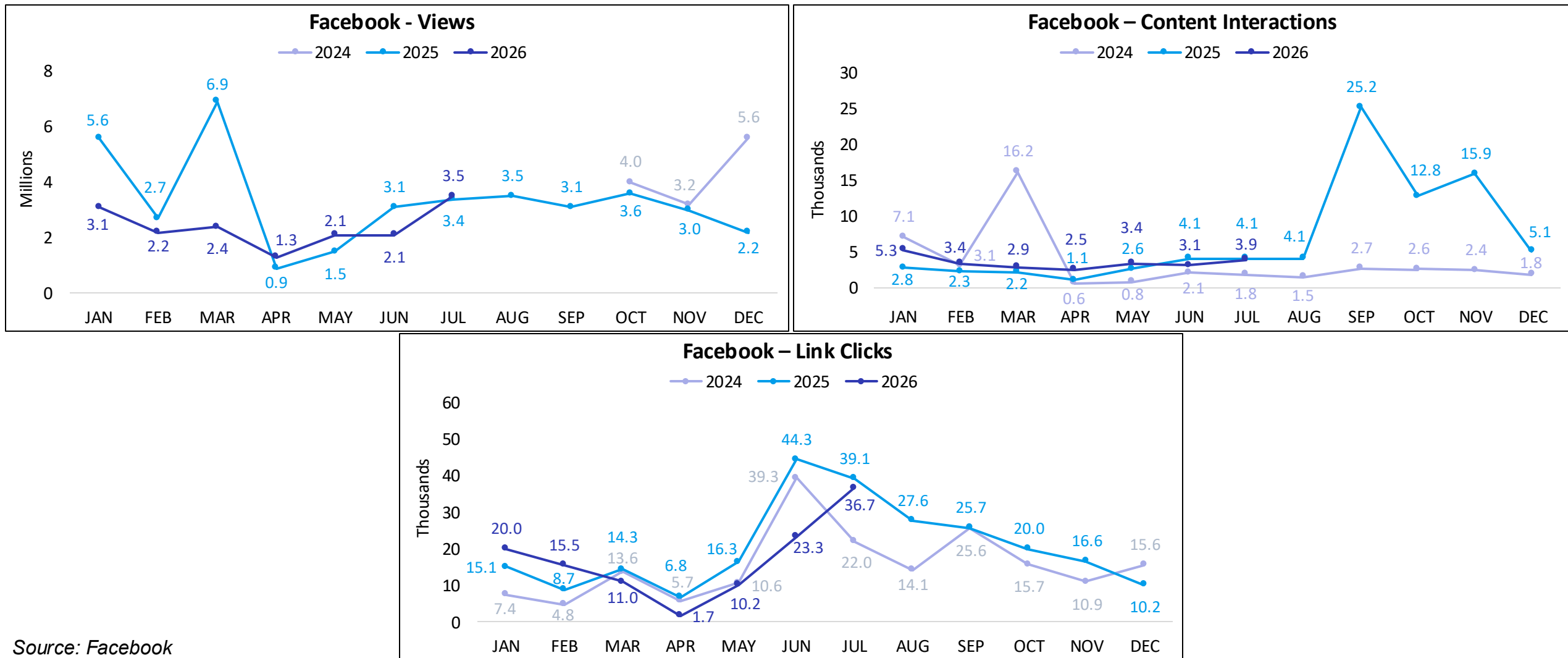
Source: GuideGeek



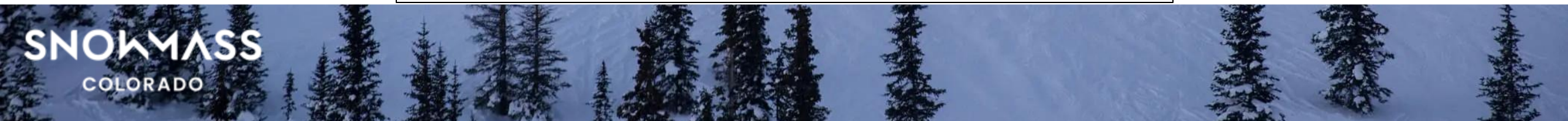
Social Media, Guest Interactions, and Paid Marketing Campaigns

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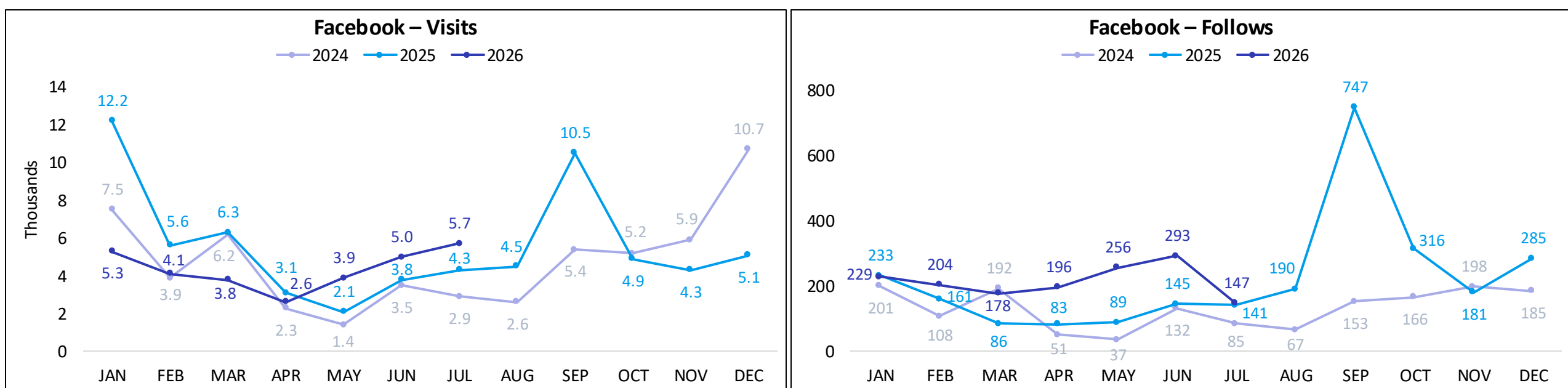
Facebook – Views, Content Interactions & Link Clicks



Source: Facebook



Facebook – Visits & Follows



Source: Facebook



Facebook Top Social Posts – July 2026

Date	Caption	Views	Reach	Reactions	Comments	Shares	Total Clicks
7/29/2026	When Snowmass is your home base for vacation, you can easily	7,367	9,089	102	8	9	96
7/20/2026	Don't miss out on Sunset Tuesdays this summer at Elk Camp, now	6,614	5,792	69	1	4	37
7/10/2026	A summer trail ride is always good for the soul. This is your sign to	6,106	5,808	101	5	8	75
7/2/2026	Fourth of July Weekend is here! Come celebrate with us in	4,816	4,142	78	1	6	36
7/30/2026	Nothing like views at the Maroon Bells Scenic Area in the early	4,597	3,263	119	3	1	152
7/8/2026	Summer in the Elk Mountains so far, through the lens of the	2,262	1,573	40	0	2	58
7/7/2026	The @aspensnowmass Snowmass Bike Park Race Series is here	2,224	2,147	16	2	0	17
7/2/2026	Conditions are dry and wildfire risk is high. Please follow these	2,117	1,591	10	1	1	26
7/13/2026	Hi neighbors @tamarasusaphoto	1,759	1,312	18	0	1	34
7/16/2026	*Packs weekend outdoor adventure bag for Snowmass	1,533	1,520	12	0	0	19

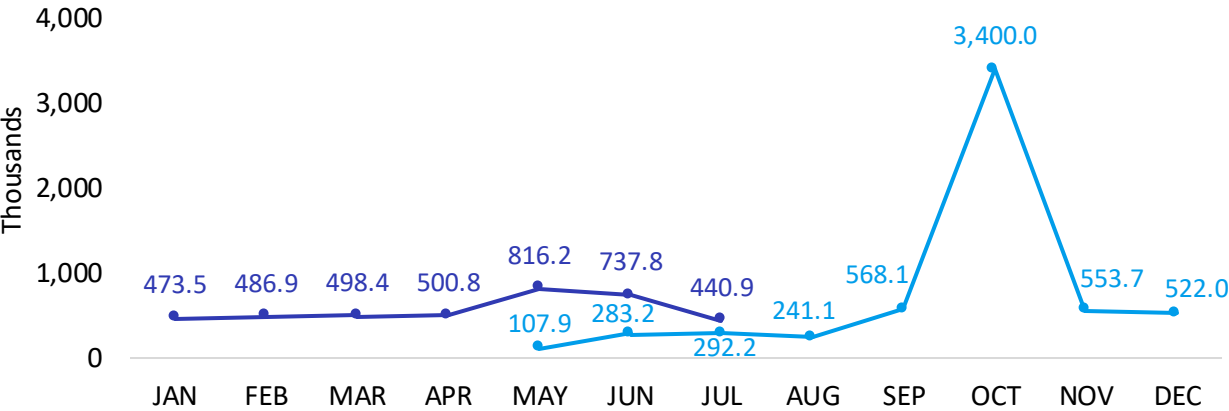
Source: Facebook



Instagram - Views, Content Interactions & Link Clicks

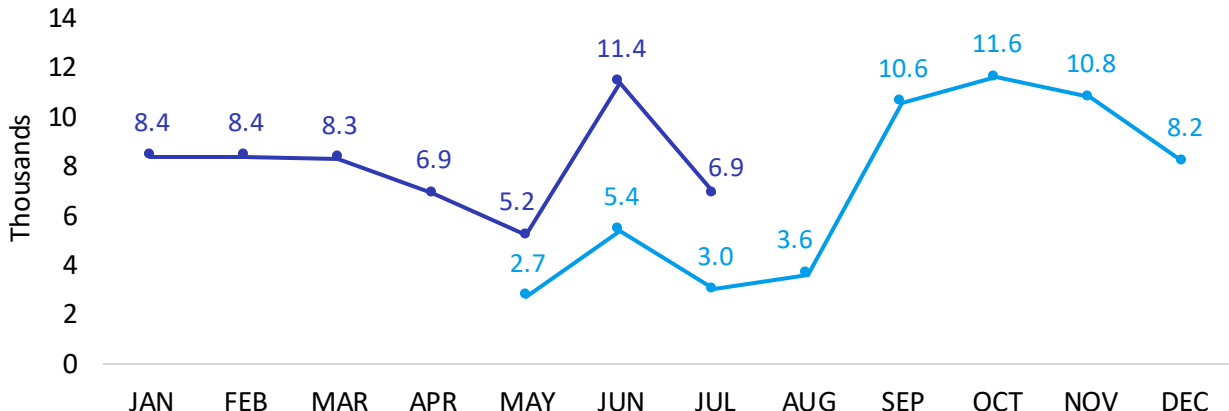
Instagram - Views

2025 2026



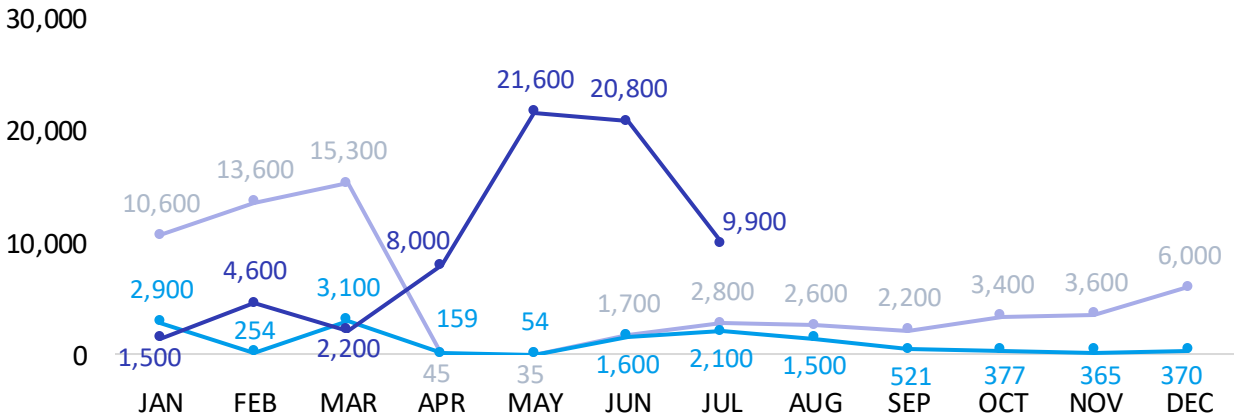
Instagram - Content Interactions

2025 2026



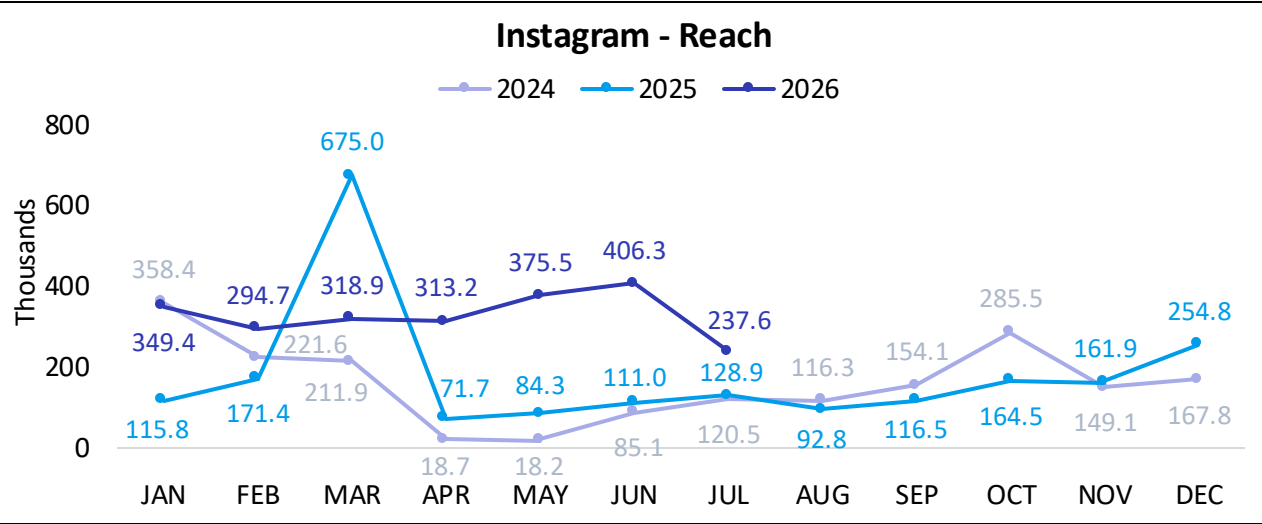
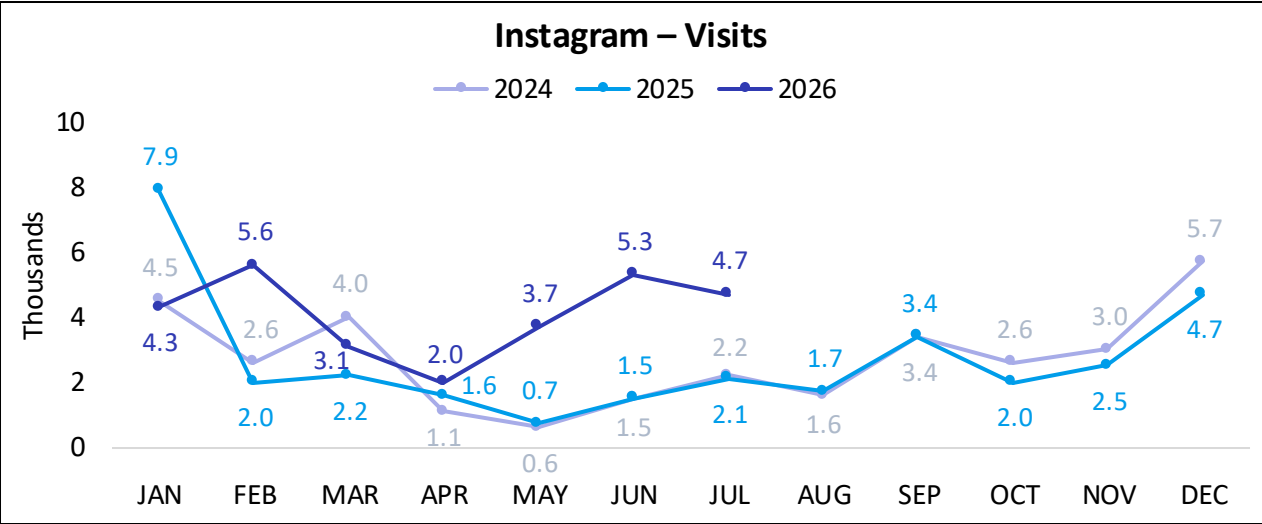
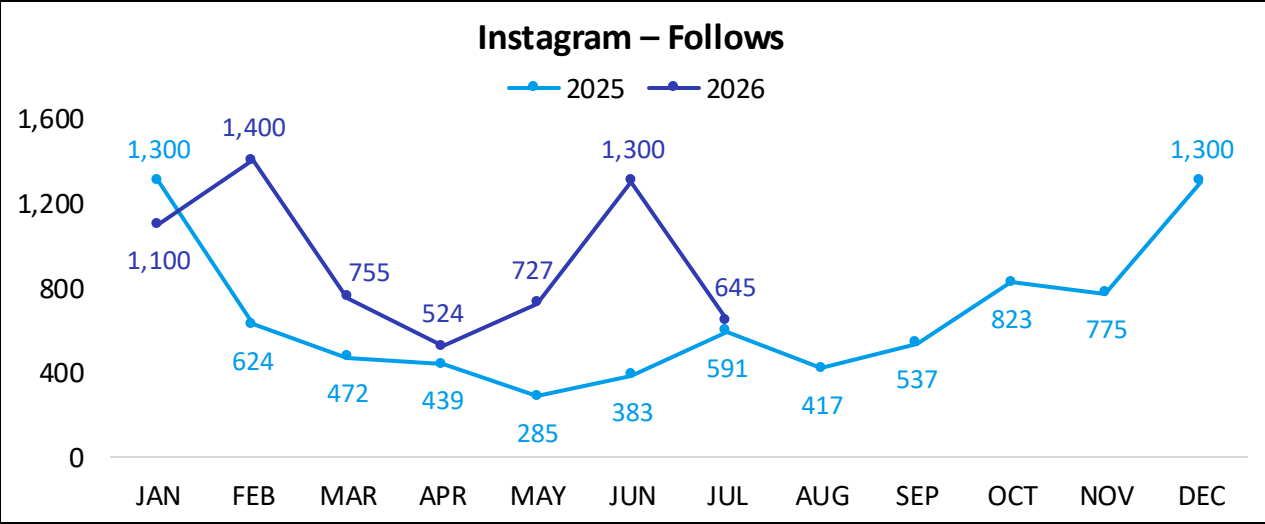
Instagram - Link Clicks

2024 2025 2026



Source: Instagram

Instagram – Reach, Visits & Follows



Source: Instagram

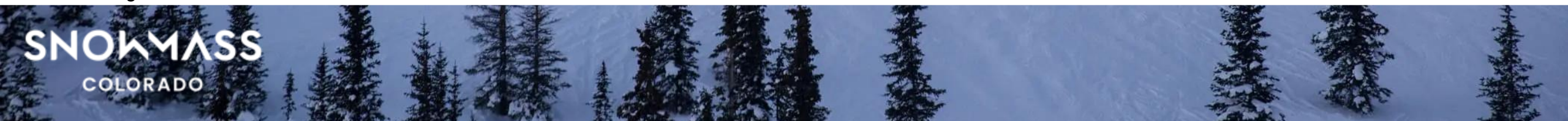


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Instagram Top Social Posts – July 2026

Date	Caption	Views	Likes	Shares	Follows	Comments	Saves	Reach
7/20/2026	Don't miss out on Sunset Tuesdays this summer at Elk	35,225	623	157	113	19	114	29,585
7/22/2026	If someone gave me one summer day in @snowmass	15,286	251	44	6	31	0	10,949
7/2/2026	Conditions are dry and wildfire risk is high. Please follow	11,414	143	45	1	1	6	4,635
7/17/2026	Did you know you can see the Maroon Bells from	9,862	277	93	8	8	0	7,910
7/29/2026	When Snowmass is your home base for vacation, you can	7,664	279	57	7	4	52	5,532
7/10/2026	A summer trail ride is always good for the soul. This is your	6,672	399	69	2	9	10	5,338
7/2/2026	Fourth of July Weekend is here! Come celebrate with us in	6,020	164	35	4	3	4	4,541
7/1/2026	Add this to your summer to-do list - grab e-bikes from the	5,900	87	40	6	1	0	4,684
7/7/2026	The @aspensnowmass Snowmass Bike Park Race Series	4,961	129	4	3	4	3	3,996
7/30/2026	A few lesser-photographed perspectives from the Maroon	4,765	227	9	1	2	1	2,135
7/31/2026	My favorite way to start or end the day—there's nothing	4,751	143	26	2	8	0	3,477
7/8/2026	Summer in the Elk Mountains so far, through the lens of the	3,684	164	10	0	1	2	1,518
7/13/2026	Hi neighbors @tamarasusaphoto	3,564	107	3	0	3	0	1,522
7/16/2026	*Packs weekend outdoor adventure bag for Snowmass	2,995	56	3	1	4	6	2,096

Source: Instagram



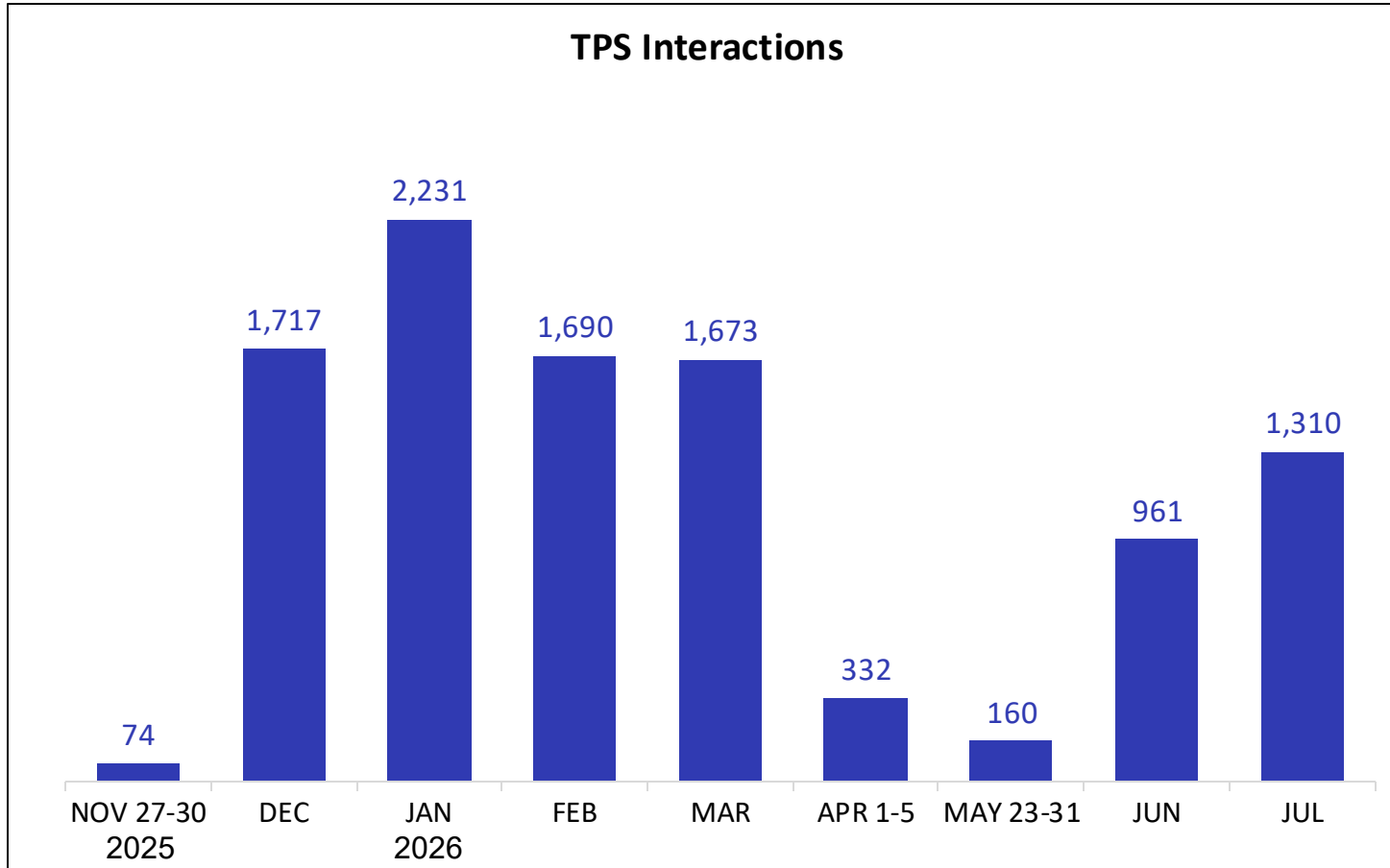
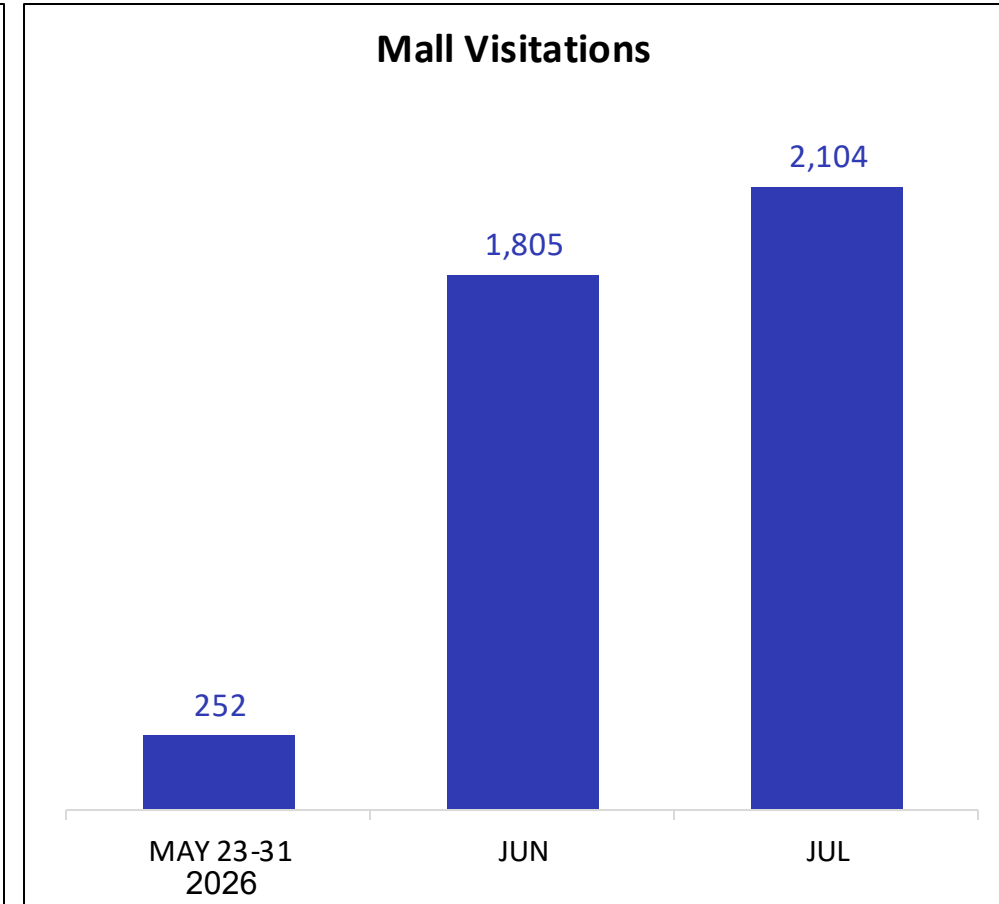
Paid Marketing Campaigns – July 2026

Traffic Source	Impressions	Clicks	CTR	CONV: All
The Trade Desk	2,088,125	3,727	0.18%	251
MNTN	1,216,710	0	0.00%	8
YouTube	1,085,275	300	0.03%	7
Spotify Ad Studio	864,614	252	0.03%	-30
Reddit	199,352	1,604	0.80%	765
<u>Colorado.com</u>	151,359	148	0.00%	0
LinkedIn	127,452	3,437	2.70%	0
TikTok	96,156	623	0.65%	0
Google	63,146	10,061	15.93%	6,929
<u>gumgum.com</u>	4	0	0.00%	0

Source: Techint Labs



Guest Service Interactions



Note: Guest Services Interactions was closed for offseason from April 6 - May 22, 2026

Source: Snowmass Tourism

Public Relations Metrics



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Media Highlights

Media coverage highlights from July 2026 include:

- **Essential Surrey (UK)** published a piece on Aspen and Snowmass, based on the writer's stay in mid-June (coverage attached). The piece will also be published in print across all five of the Sheengate Publications (Richmond, Elmbridge, Windsor, Guildford and Surrey Downs Magazines) in October.
- **Explore (AUS)** featured the Snowmass Rodeo in a piece based on the writer's stay in 2022 (coverage attached).
- **Snowmass Sun/Aspen Times** featured stories on the [Love Snowmass Back](#) campaign, [Plein Art Festival & Art Sale](#), and [Snowmass Tree-O](#)
- **Yahoo Creators** featured a piece on Snowmass, "[Priceline says Aspen is one of America's best fall foliage destinations. As a Colorado local, I'd add neighboring Snowmass to your itinerary.](#)"

Awards

- **5280 Magazine's** 2026 Top of the Town Awards named Snowmass the readers' choice winner for the "Ski Resort" category, noting the ski area's expansive groomers, après scene and ski-in/ski-out accommodations. You can find the online placement [here](#), and the print edition, [here](#).
- Additionally, Viceroy Snowmass ranked no. 5 among the 10 Best Resorts in Colorado in **Travel + Leisure's** 2026 World's Best Awards, based on reader voting. Find the full awards list [here](#).

Source: Snowmass Tourism Public Relations Report, July 2026

A wide-angle photograph of a snowy mountain landscape. In the foreground, four skiers are visible on a wide, groomed slope, moving from left to right. They are wearing colorful winter gear: red, blue, pink, and purple. The middle ground shows a dense forest of evergreen trees, some covered in snow, with a few small buildings or lodges nestled among them. In the background, majestic snow-capped mountain peaks rise against a clear, bright blue sky. The overall scene is bright and crisp, suggesting a clear winter day.

Consumer Sentiment

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American Travel Sentiment Study – Wave 109

*Survey fielded July 7-9, 2026; U.S. National Sample of 1,000 adults 18+

American Travel Sentiment Wave 109 Highlights

Key Findings:

- 1. Concerns About Gas Prices Decrease**
Concerns about gas prices impacting travel decisions have decreased to 28%, down 11.3 points from June 2026 (40%). The percentage of travelers reducing the number of trips they're taking due to gas prices has returned to April 2026 levels (36%), a decrease of 4.2 points since June 2026 (41%).
- 2. Top Leisure Travel Motivator: Spending Time with Family and Friends**
The top motivator for leisure travel is to spend time with family and friends (39%), up 7.7 points from August 2025. Rest and relaxation is also a top motivator, with two in ten travelers (19%) selecting it as their primary motivation.
- 3. AI in the Trip Planning Process**
Four in ten travelers (41%) are likely to use AI in their trip planning process, up 6.3 points from August 2024 (34%). Three in ten (28%) report having used AI to plan a recent trip, a 9.0-point increase from August 2024. Of those who have used AI to plan a recent trip, half (54%) used it to find attractions and activities.



Source: Longwoods International ATS Wave 109

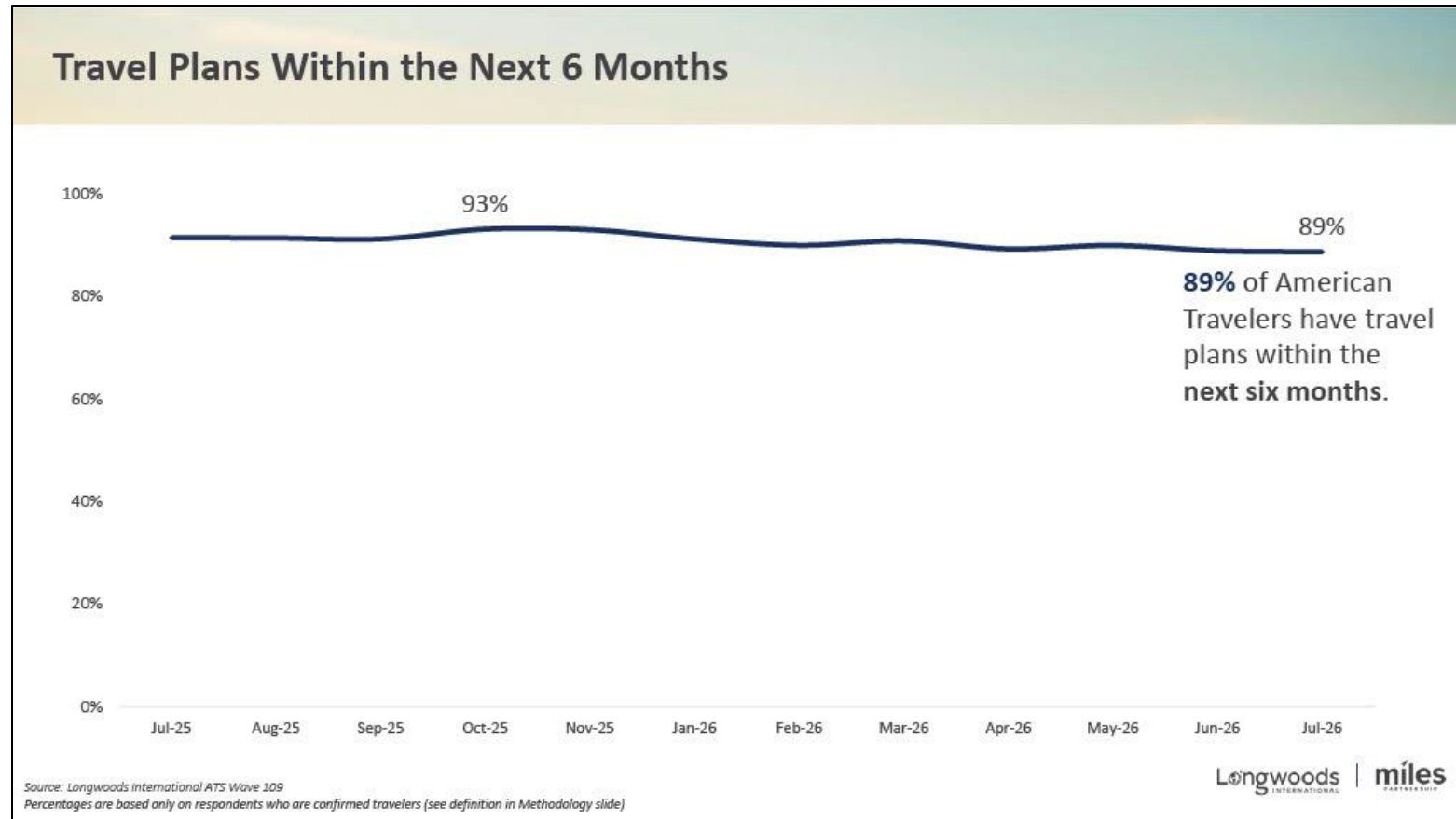
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INTERNATIONAL PARTNERSHIP

Source: Longwoods International

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American Travel Sentiment Study – Wave 109

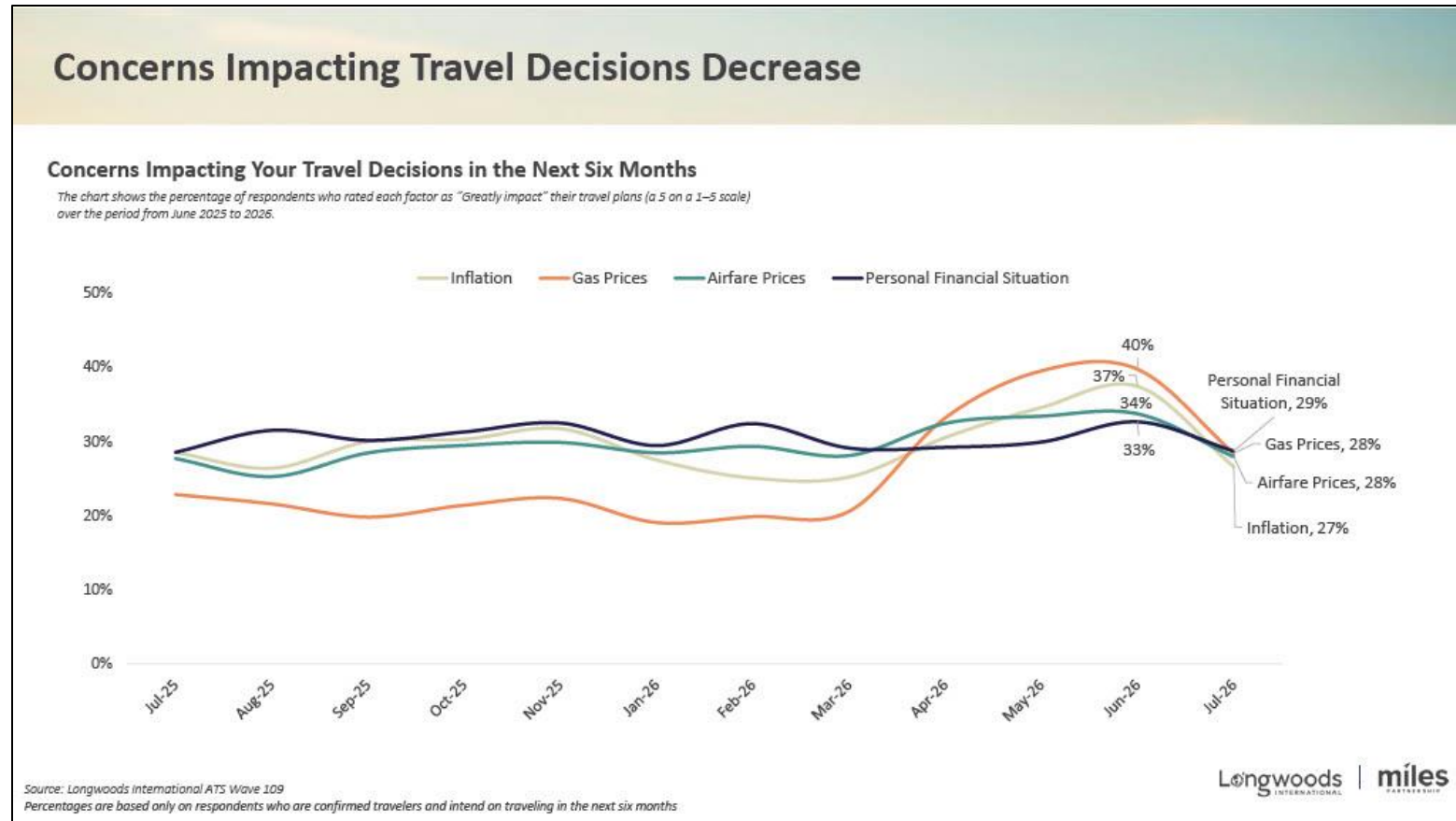
*Survey fielded July 7-9, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 109

*Survey fielded July 7-9, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 109

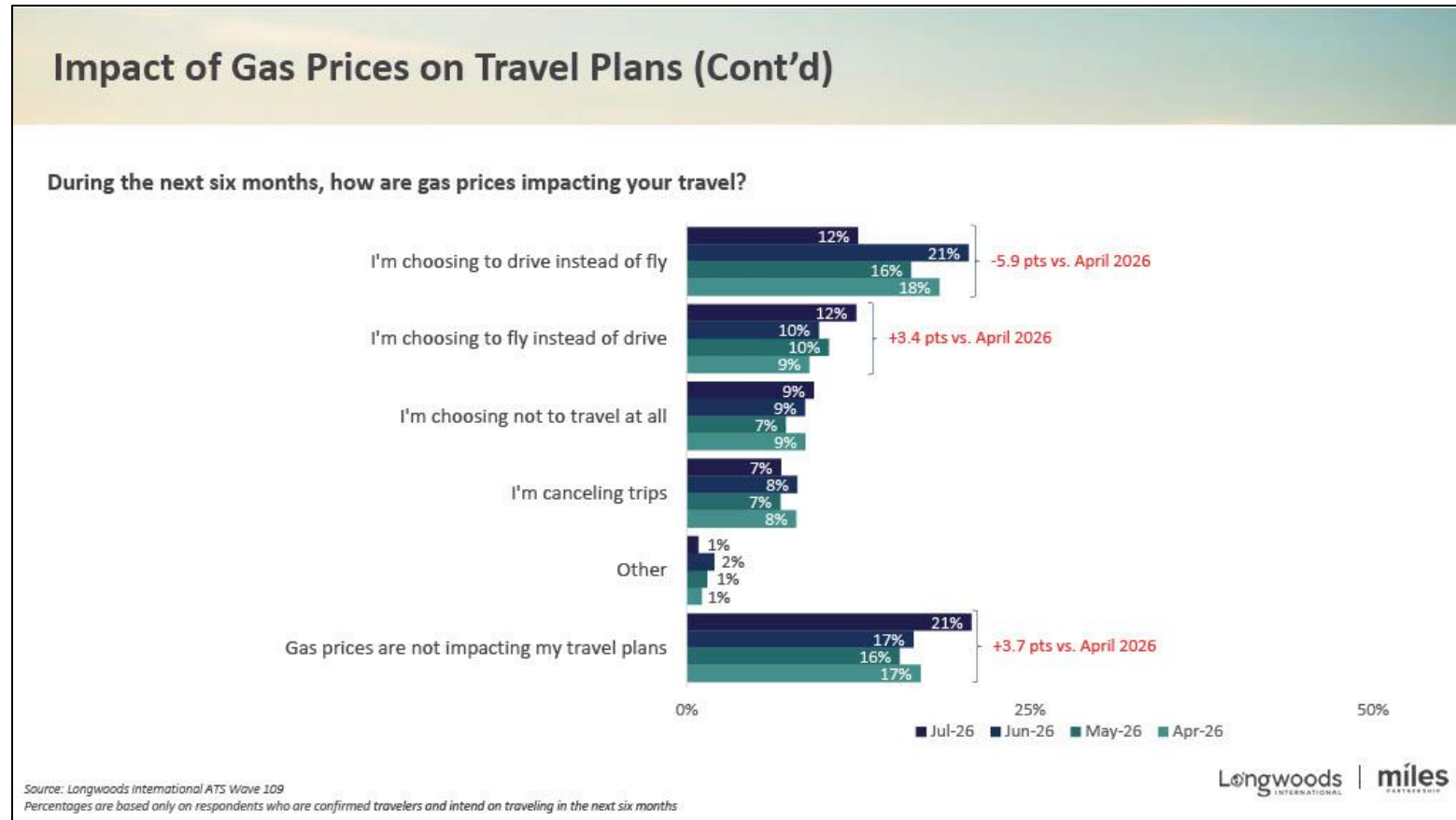
*Survey fielded July 7-9, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 109

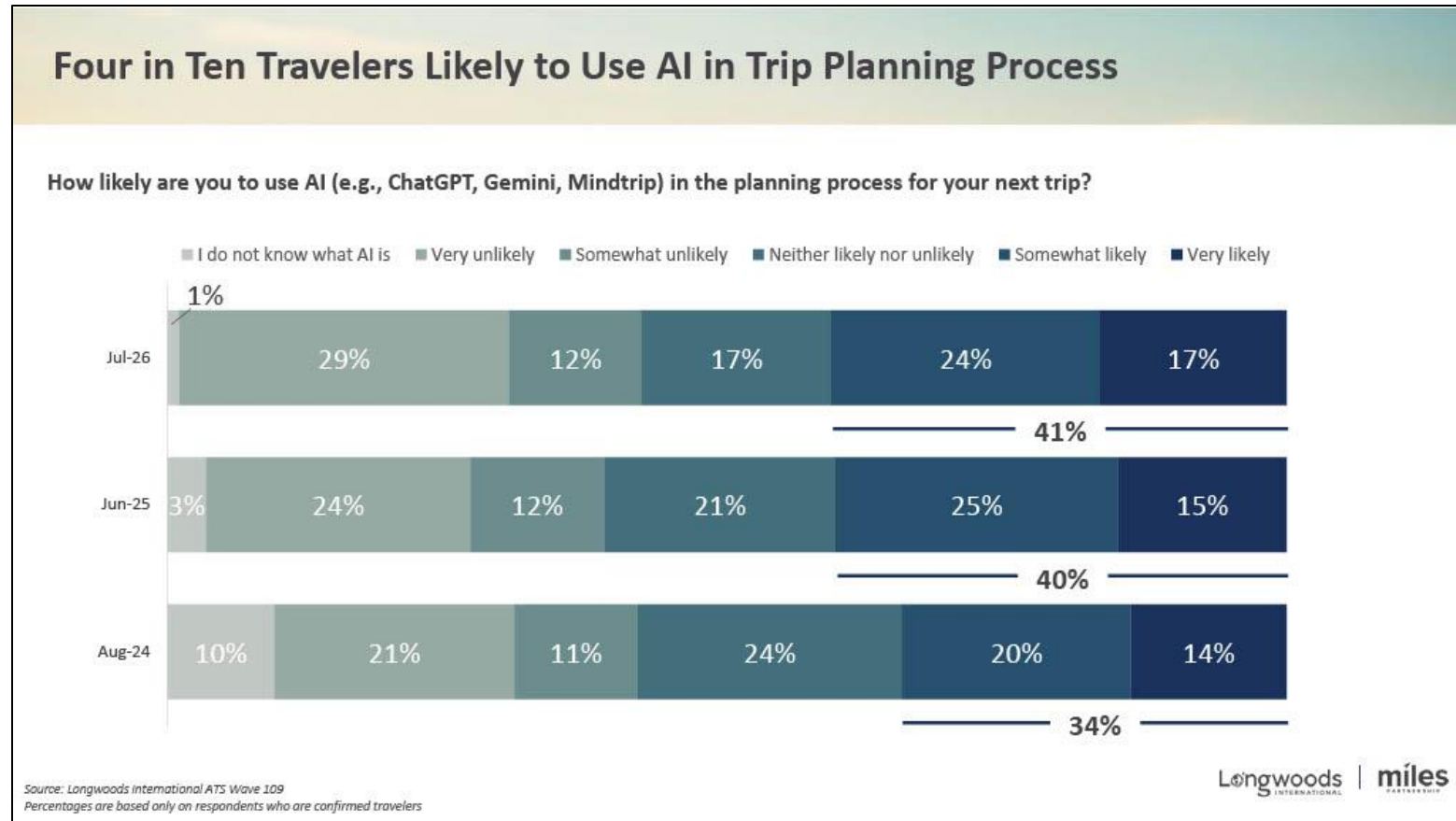
*Survey fielded July 7-9, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 109

*Survey fielded July 7-9, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 109

*Survey fielded July 7-9, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 109

*Survey fielded July 7-9, 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: July 7 – 9, 2026
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error: $\pm 3\%$
- Representative of U.S. population demographics (age, gender, region)

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

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



Longwoods | miles
INTERNATIONAL PARTNERSHIP

Source: Longwoods International

Canadian Travel Sentiment Study – Wave 6

*Survey fielded July 9-14, 2026; Canadian National Sample of 1,000 adults 18+

Key Highlights



Canadian Travel Sentiment Study July 2026

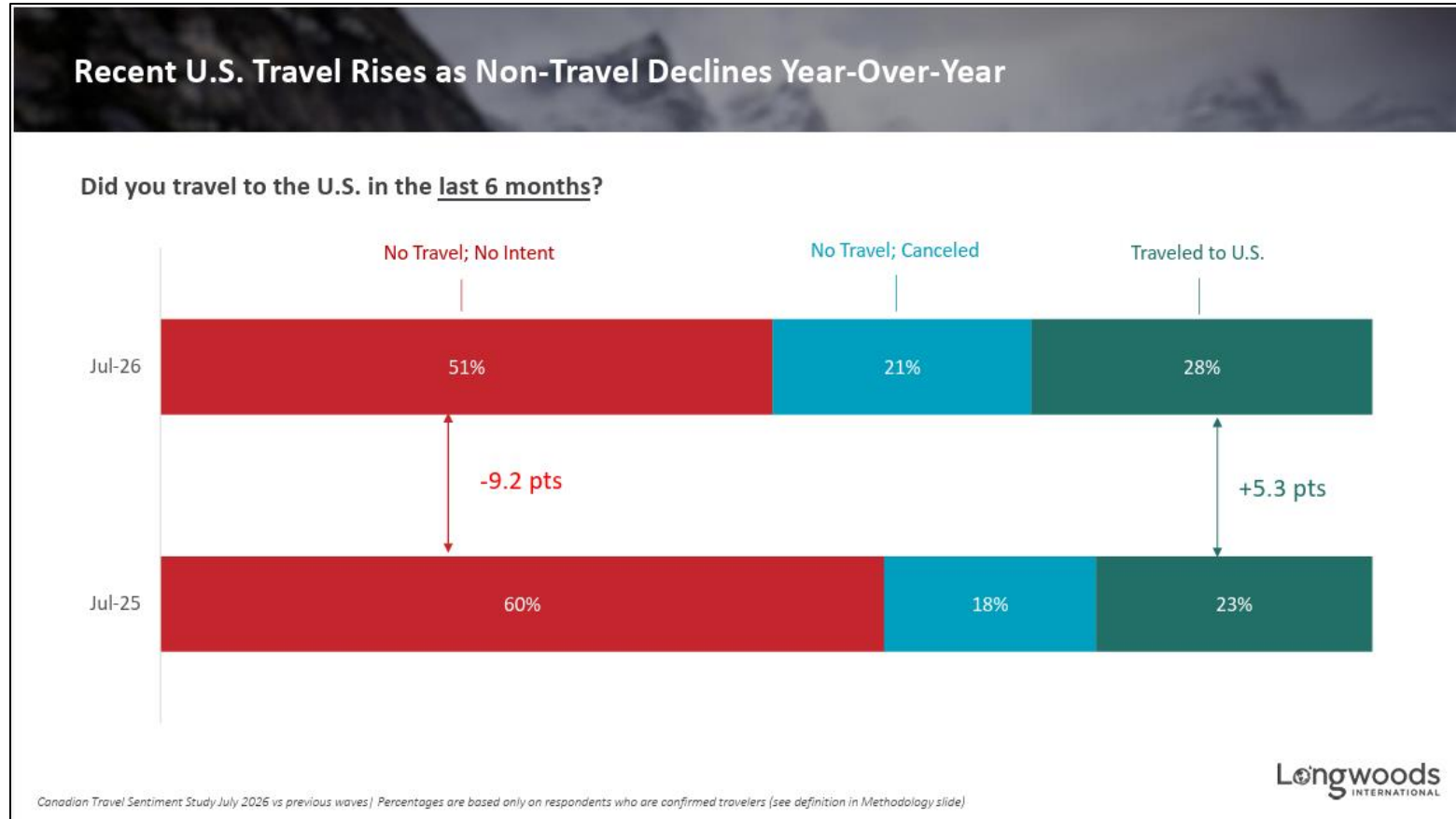
- **Recent Travel Activity Improves Year-Over-Year**
28% of Canadian travelers visited the U.S. in the last 6 months, up from 23% in July 2025, while 51% did not travel and had no intent, down from 60%.
- **Intent to Travel to the U.S. Increases from April 2026**
49% intend to visit in the next 12 months, up from 43% in April 2026. 37% have not yet booked their travel and 12% have already done so.
- **U.S. Policy Deterrence Declines as No Influence on Travel Plan Rises**
56% say U.S. policies make them less likely to travel, down from 63% in July 2025, while 25% say policies have no influence, up from 18% in July 2025.
- **Switching to Other International Destinations Declines While Domestic Substitution Remains the Top Alternative**
Only 16% would switch to an international destination other than U.S., down from 25% in April 2026, while 37% would replace a U.S. trip with a domestic trip, down from 42% in July 2025.
- **Avoidance of Certain U.S. Areas Increases**
19% of policy-concerned travelers say they will alter their itinerary to avoid certain U.S. areas, up from 11% in January 2026.
- **Recognition of U.S. Attractions Peaks While Safety Concerns Persist**
Agreement that the U.S. has “lots to see and do” reached a study-period high of 91%, while only 37% agree the U.S. is a safe place to visit.

Longwoods INTERNATIONAL

Source: Longwoods International

Canadian Travel Sentiment Study – Wave 6

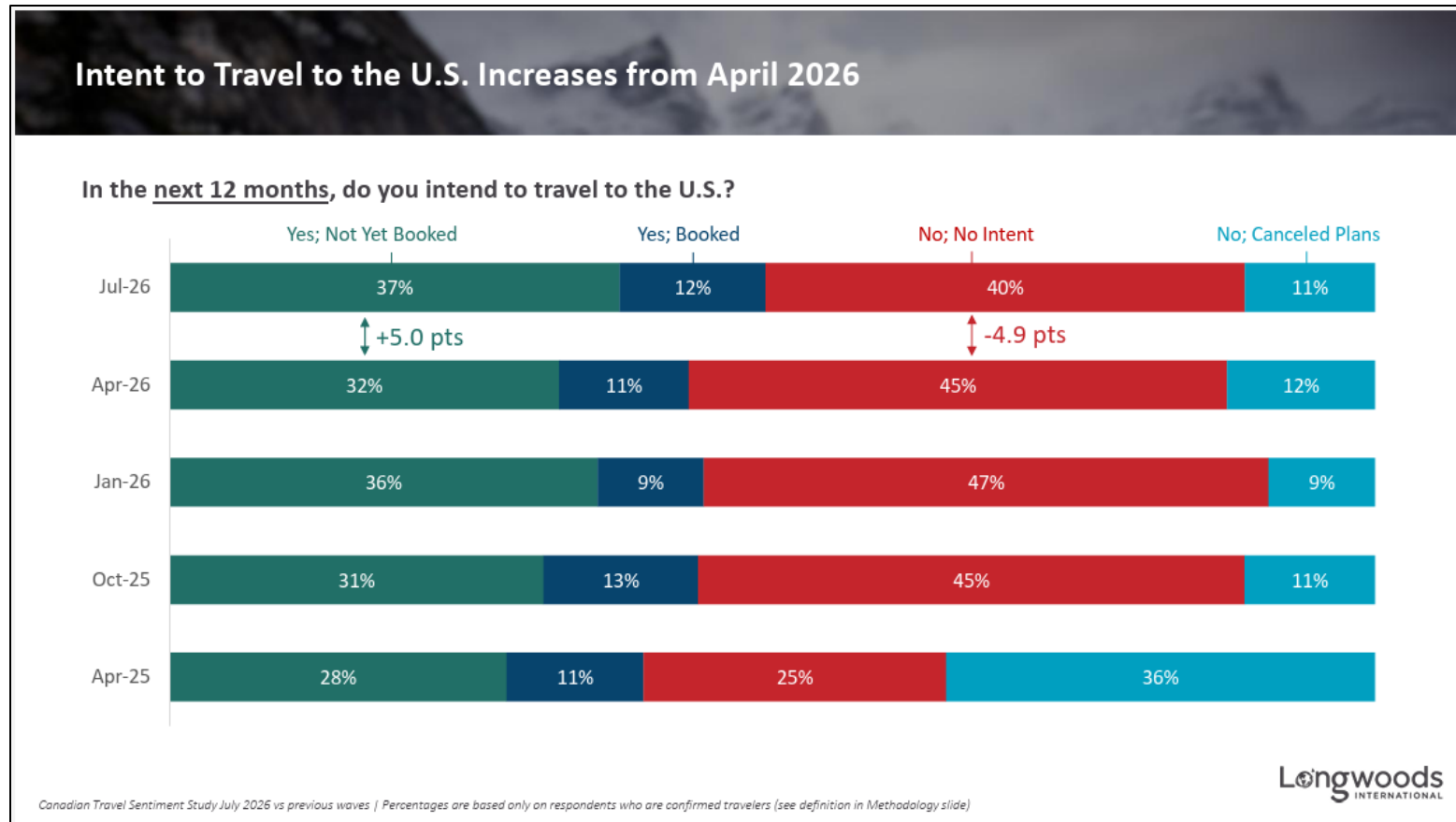
*Survey fielded July 9-14, 2026; Canadian National Sample of 1,000 adults 18+



Source: Longwoods International

Canadian Travel Sentiment Study – Wave 6

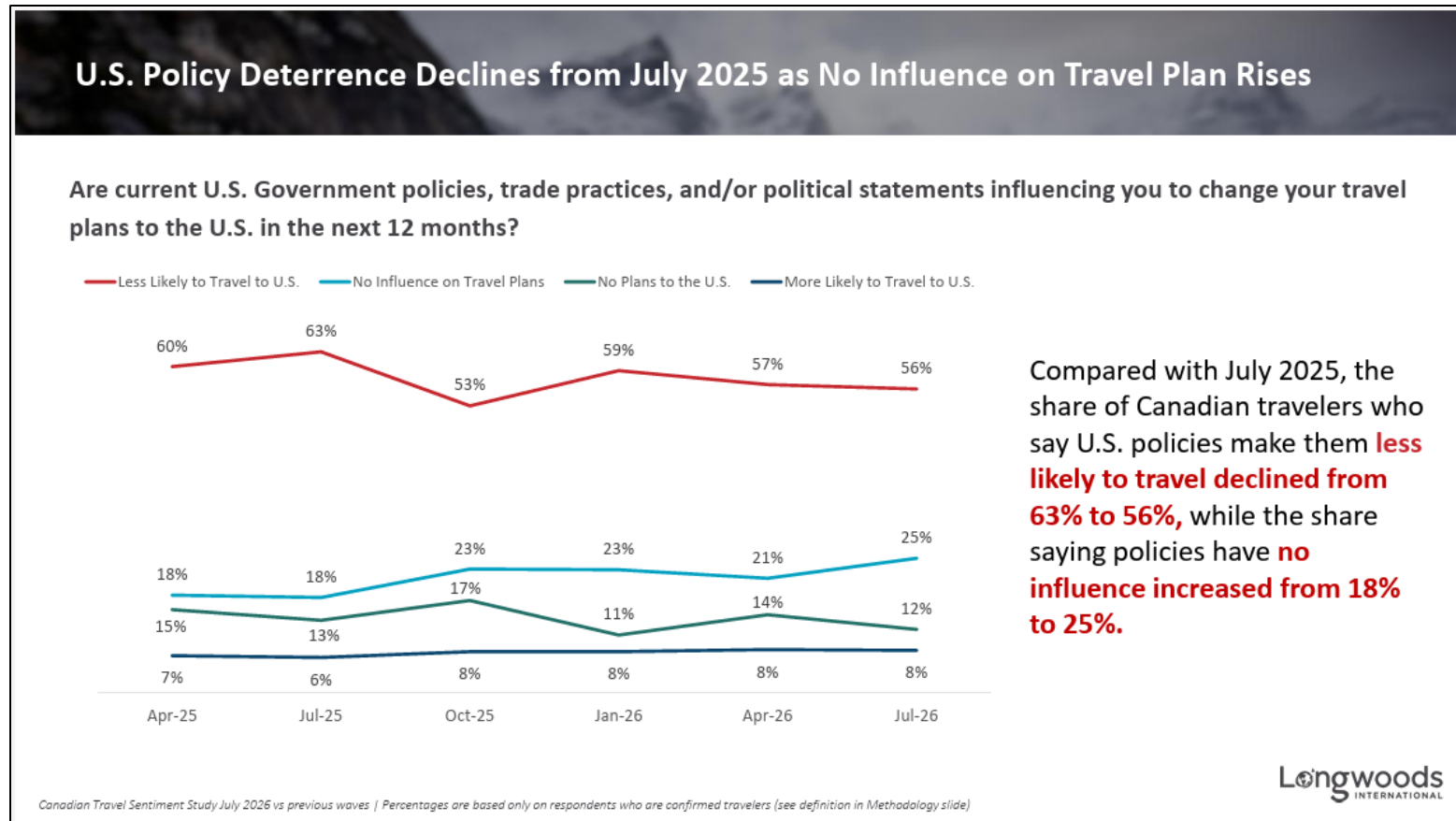
*Survey fielded July 9-14, 2026; Canadian National Sample of 1,000 adults 18+



Source: Longwoods International

Canadian Travel Sentiment Study – Wave 6

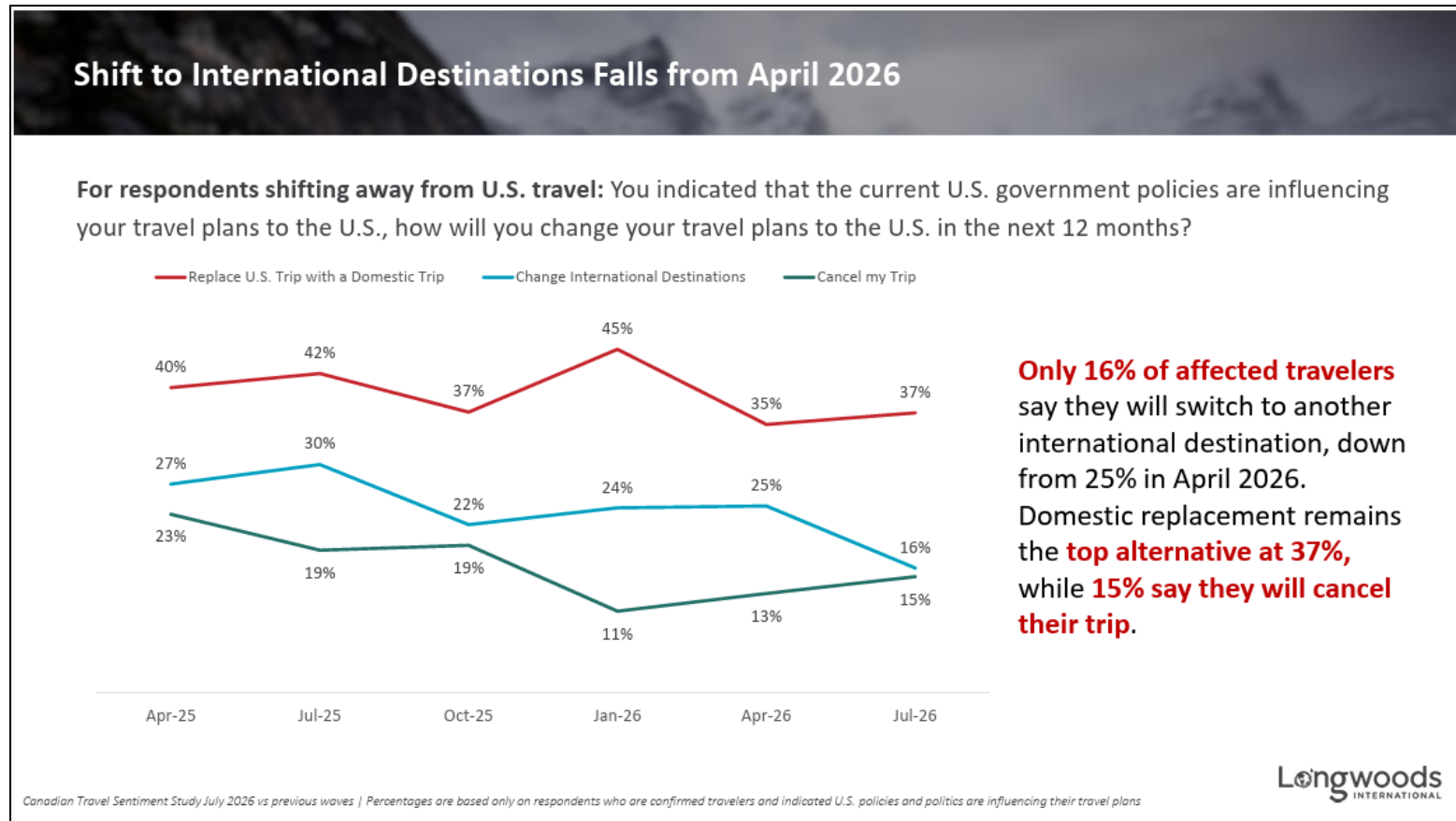
*Survey fielded July 9-14, 2026; Canadian National Sample of 1,000 adults 18+



Source: Longwoods International

Canadian Travel Sentiment Study – Wave 6

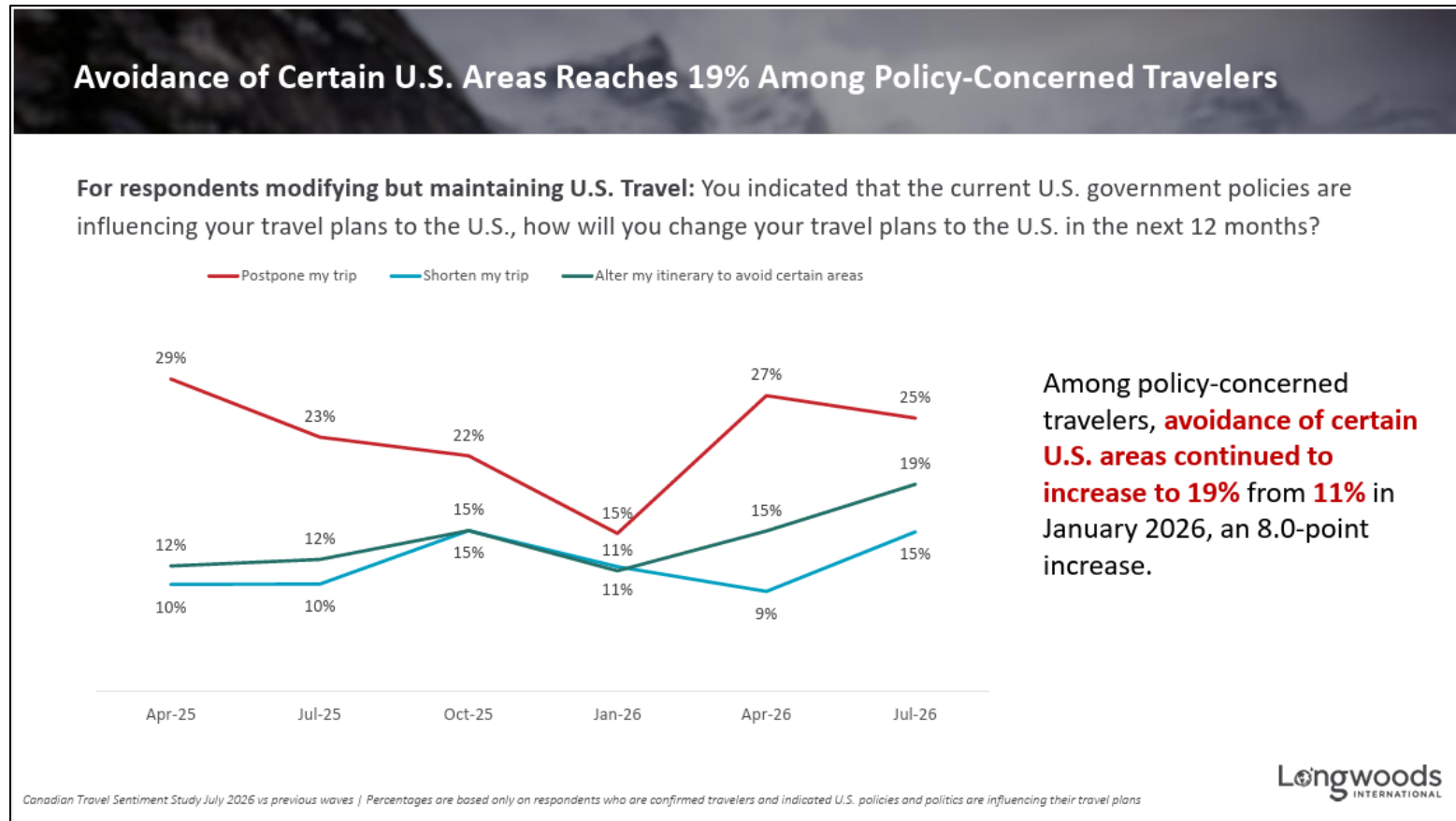
*Survey fielded July 9-14, 2026; Canadian National Sample of 1,000 adults 18+



Source: Longwoods International

Canadian Travel Sentiment Study – Wave 6

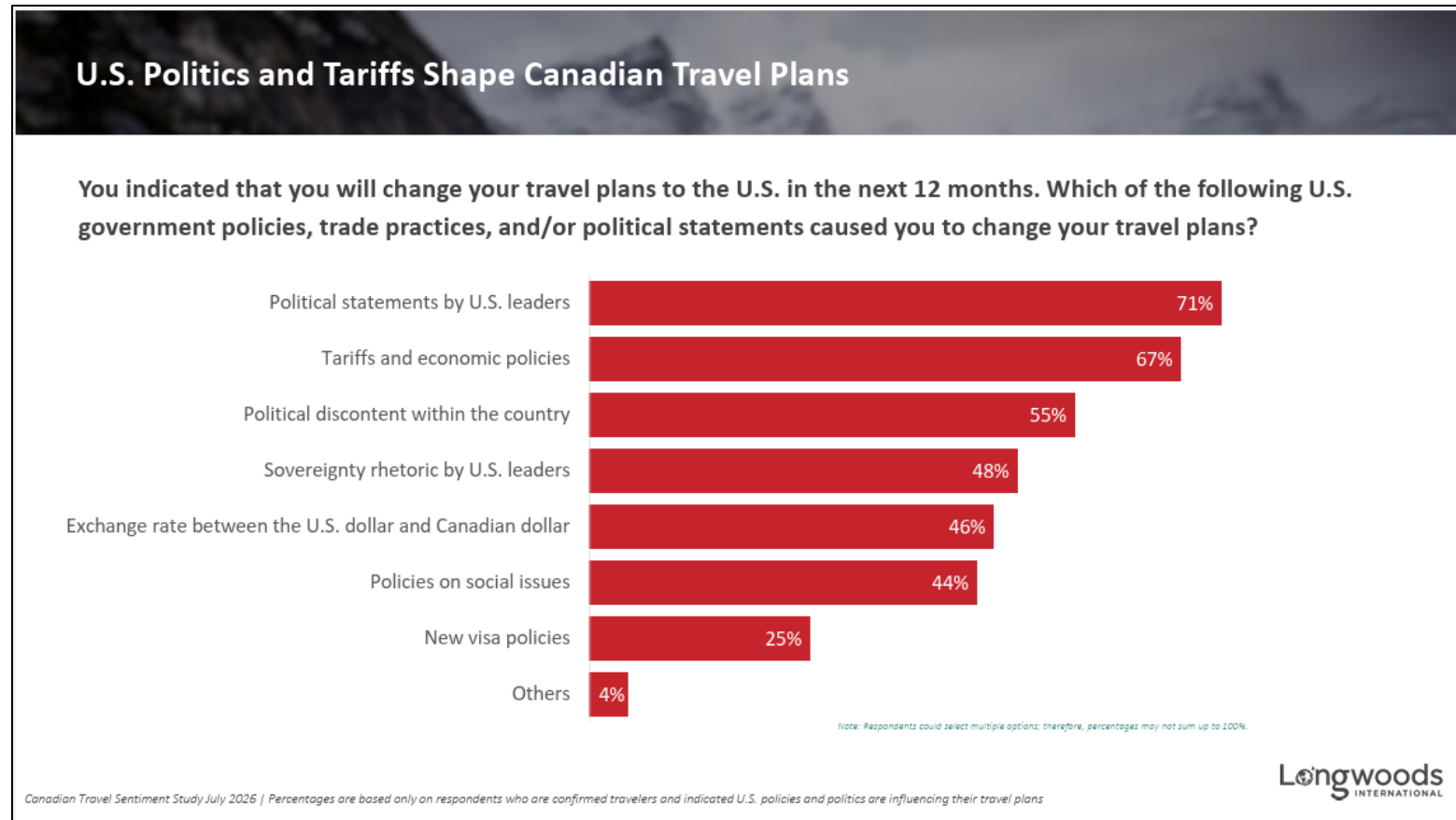
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Source: Longwoods International

Canadian Travel Sentiment Study – Wave 6

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Canadian Travel Sentiment Study – Wave 6

*Survey fielded July 9-14, 2026; Canadian National Sample of 1,000 adults 18+



Canadian Travel Sentiment Study

Methodology

Key Details:

- Survey Date: July 9-14, 2026
- Sample Size: 1,000 Canadian adults (18+)
- Margin of Error: $\pm 3\%$
- Representative of Canadian population demographics (age, gender, province)

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.

Longwoods
INTERNATIONAL

Source: Longwoods International

Thank you!

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