

Tourism Talk

September 22, 2026



Agenda

Town of Snowmass Village
TOSV Updates – Clint Kinney

Stakeholder Updates
Aspen Skiing Company – Susan Cross

Snowmass Tourism
Business Overview– Julia Theisen
Group Sales – Drew Welsheimer
Special Events – Shane Vetter
Marketing – Virginia McNellis

Q&A/Reminders


TOSV Updates
Clint Kinney – Town Manager
SNOWMASS
COLORADO



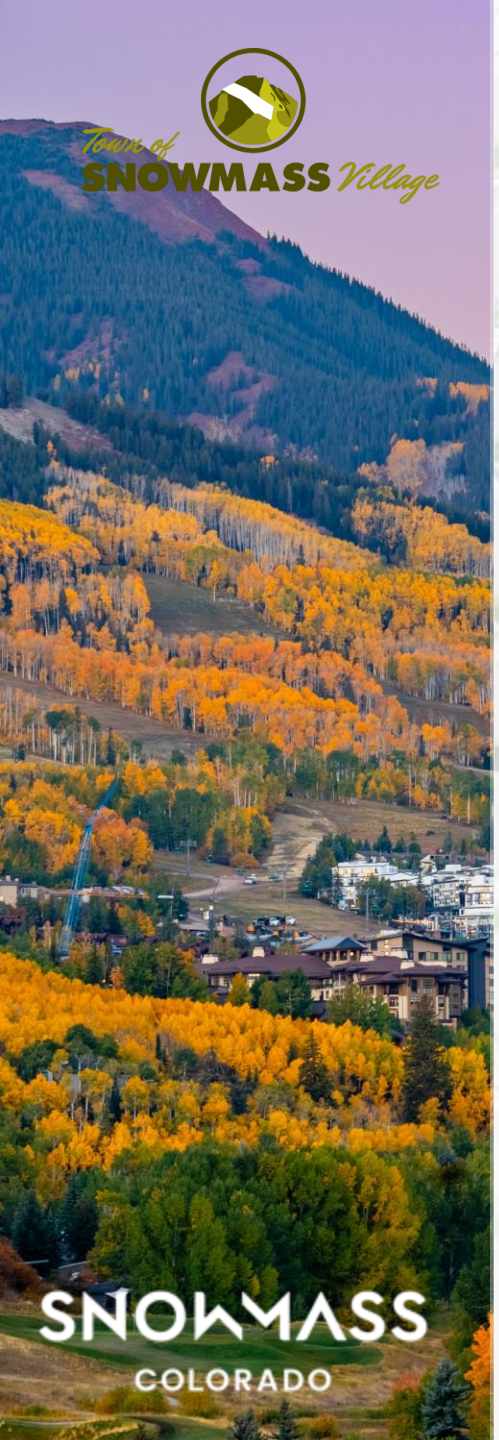
Base Village 30+ years later…



1991



2025



Viewline/Ritz Carlton Snowmass



Pre Sketch Plan Submittal: January 2026 (Complete)

Sketch Plan Submittal: May 2026

Sketch Plan Review: June 2026 – December 2026 (6 months)

Preliminary Plan Submittal: December 2026 – March 2027 (3 months)

Preliminary Plan Review: March 2027 – October 2027 (8 months)

Final Plan Submittal: November 2027 – February 2028 (4 months)

Final Plan Review: March 2028 – June 2028 (4 months)

Anticipated Groundbreaking: Autumn 2028

Anticipated Opening: Spring/Summer 2031

Little Red Schoolhouse











Roundabout Project



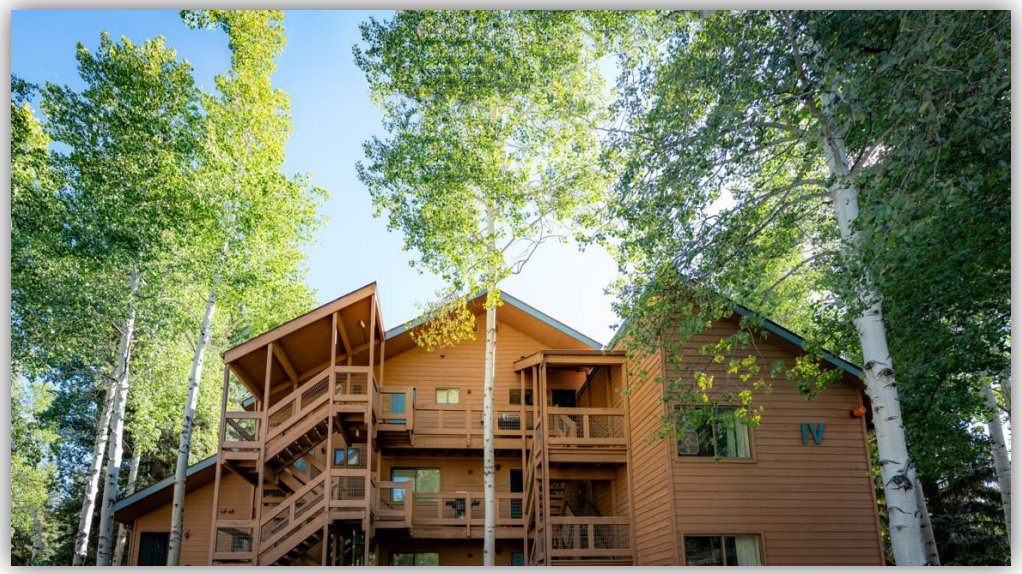


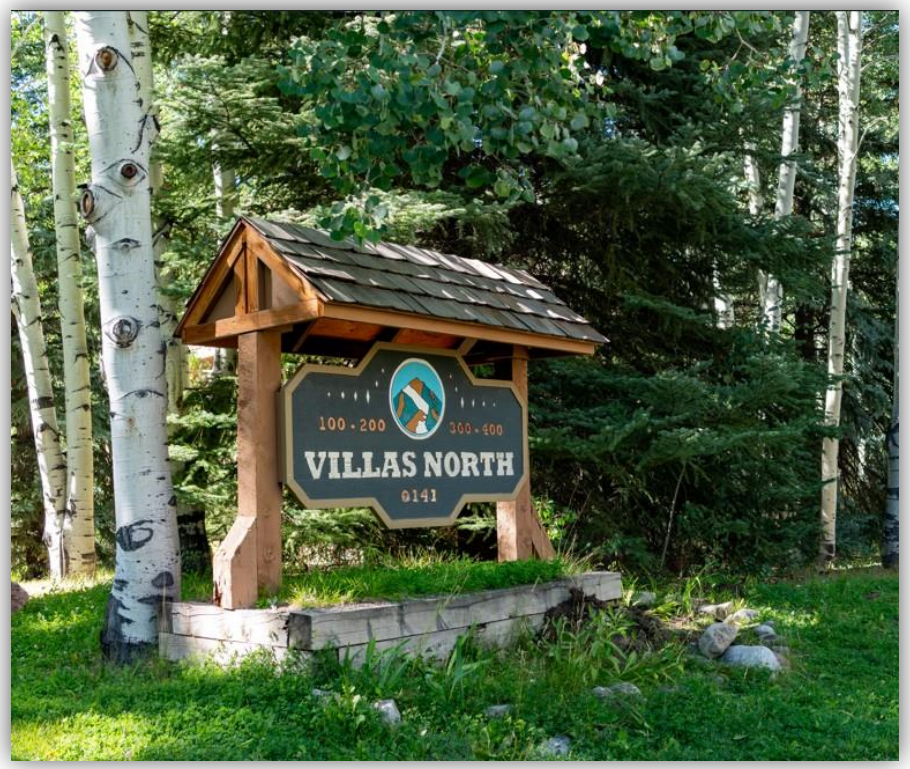
Rodeo Grandstand





Villas North







Draw Site









Cavern Springs





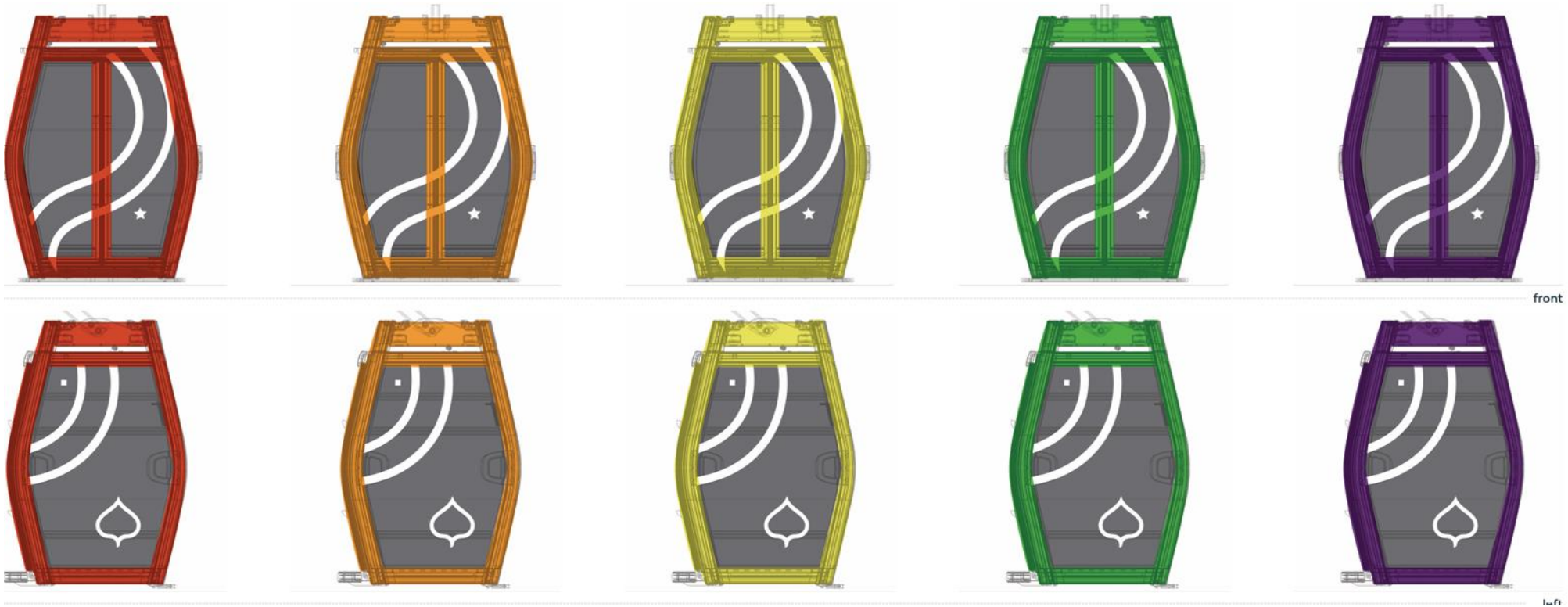


SHOP
(Snowmass Housing for Operations Personnel)





Skittles Replacement



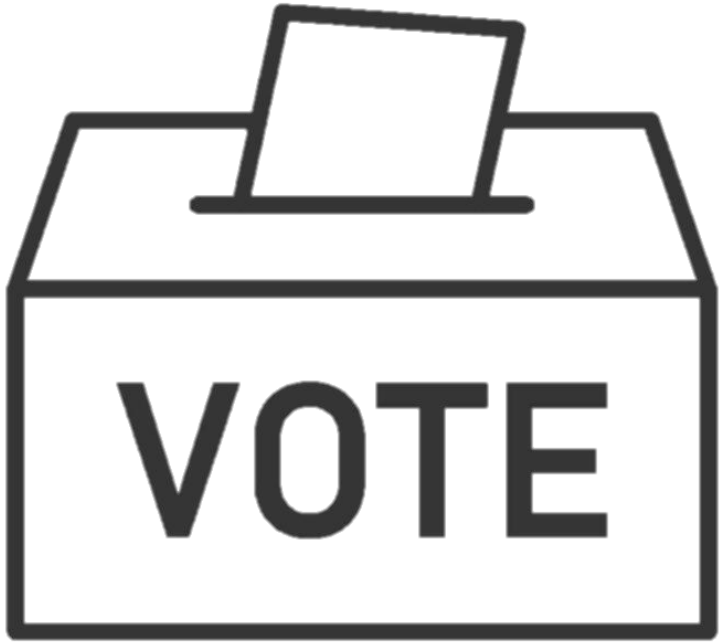


Wildfire Mitigation





Upcoming Elections





Aspen Skiing Company
Snowmass Mountain

Susan Cross – VP Mountain Operations

ASPEN SNOWMASS

Fall Update 2026



Summer Successes

- *Lost Forest family package*
- *E-bike trial*
- *Elk Camp Lift bike carriers*
- *Sunset Tuesdays and SBP bike races*
- *Camp Aspen Snowmass and Bike School*
- *Brunch at the Cabin and Elk Camp Restaurant*
- *Pitkin County Senior Day at Lost Forest*
  - *100+ attendees*
- *Stargazing at Elk Camp!*



Project update

Shout out to Ops teams across the mountain...despite hot, dry, smoky weather, they crushed it to get ready for winter.

In addition to brushing and mowing 75% of mid-mountain trails, Teams also completed the following:

- *Bike/hike trail maintenance*
- *Lift maintenance*
- *Road repairs*
- *Removal of Assay Hill Carpet*
- *Snowmaking gun, hydrant and pipe repairs*
- *Terrain park rail welding and refurbishment*



Ullrhof Restaurant

First all electric on mountain restaurant

16 month build

Increased seating- 425 inside, 250 outside

4 kitchens with multiple food options

Opening December 2026

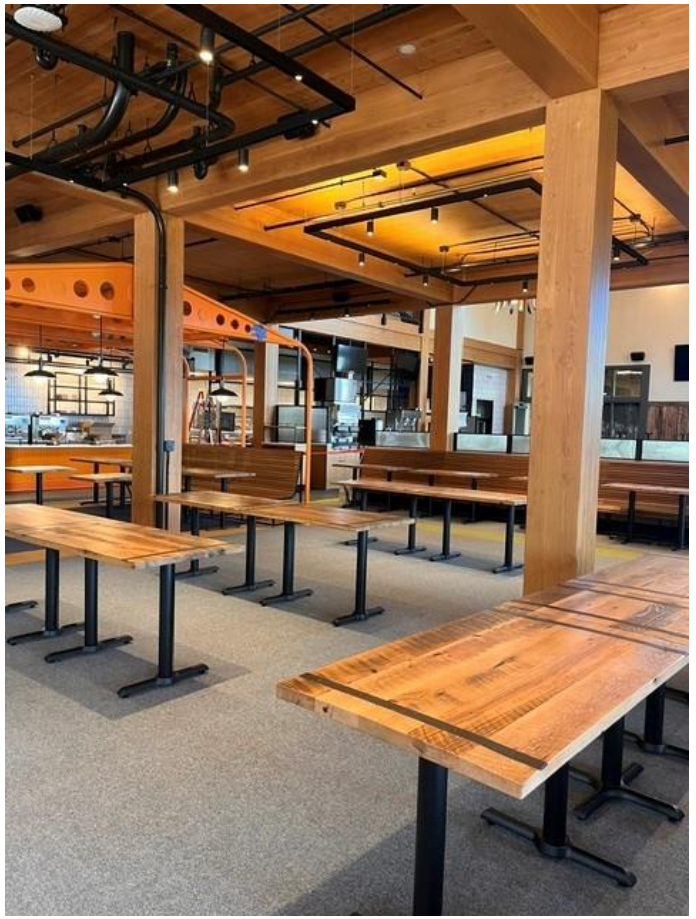




Ullrhof Restaurant







On Mountain Projects

Elk Camp PHQ





Alpine Springs Forest Health





On-Mountain Projects

5 haul rope splices



Snow Blanket- Lower Blue Grouse



Snowmaking pipe replacement



Fall Schedule

Only 2 weekends left at Elk Camp

September 25, 26, 27

October 2, 3, 4

- Gondola 10:00a-5:00p
- Elk Camp Chair 10:30a-4:00p
- Meadows Chair 10:30a-3:00p
- Sky Cab
  - 9:00a-9:00p Fri & Sat
  - **9:00a-6:00p Sun**



Final Brunch at the Cabin

- September 26 –27, 10am-2pm
- Lift access via Coney Express
  - $20 lift ticket or Premier Pass
- Reservations suggested, hike/bike walk- ins accepted





Fall views Hiking and Biking





Sightseeing



Lost Forest







Fall Fest at Elk Camp

Closing weekend

October 3 & 4
Music, face painting,
Caramel apples,
drink specials
And a pumpkin patch for the kids!



- Kids 12 and under ride the Elk Camp Gondola free.

Upcoming Events

Community Town Hall

- September 22, 2026
- Buttermilk Mountain Lodge
- 4-6:30pm
- RSVP required

The Afternoon Blend

- October 7, 2026
- Buttermilk Mountain Lodge
- 3-5pm
- Purchase tickets online at aspenchamber.org/membership

Upload for the Download

- December 3, 2026
- Elk Camp Restaurant

Aspen's 80th Birthday Celebration

December

1946-2026

- $3.75 lift tickets valid on December 14, 2026
- $80 Lift tickets valid on December 12 & 13, 2026
- $80 Rentals at Four Mountain Sports
- Restaurant specials $19.46
- Celebrating across all mountains
- In combination with Winterskol weekend!
- Stay tuned for more info



26-27 Season Passes are still On Sale!

Enhanced Premier Passes

- Additional Friends & Family vouchers

Flex pass Early pricing available until October 30

- 4 to 7 days; no blackouts

Weekday Pass

- Early and late-season bonus weekends

Alpine 2-Day Pass

- Two days per week Mon- Sun with no blackout dates

If you didn't get your pass yet, early season pricing ended September 18th. 😟



New this season
3-day First Time Package

Complete the 3-day First Time Lesson program and ski and rent for free for the rest of the season.



Only 39 days until snowmaking starts!





Thank You!




Business Outlook
Julia Theisen – Tourism Director
SNOWMASS
COLORADO



Business Outlook

Summer Season to Date (May-Oct.) as of Aug 31, 2026				
	2026	2025	YOY % Variance	2025/2026 Actual
Paid Occ.	38.2%	37.6%	1.5%	43.6%
ADR	$317	$301	5.3%	$293
RevPAR	$121	$113	6.8%	$128

Winter Season to Date (Nov.-Feb.) as of Aug 31, 2026				
	2026	2025	YOY % Variance	2025/2026 Actual
Paid Occ.	22.5%	24%	-6.5%	53.7%
ADR	$913	$844	8.1%	$827
RevPAR	$205	$203	1.1%	$444


Airline Updates
Julia Theisen – Tourism Director
SNOWMASS
COLORADO



United Unveils “Mountain Ascent” Livery for Ski Country





Flying early 2027

Embraer E175 Operating to:

Aspen

Crested Butte

Sun Valley

Vail

UNITED

Eagle County Airport (EGE) Grows from 25 to 63 Weekly United Flights

United backfills ~1/3 of planned ASE summer capacity

Denver
DEN — EGE

WAS

3x daily

↓

NOW

6x daily

+3 daily flights

2 new dayturns + 1 new RON
First dep 7:15a / Last arr 10:10p

Chicago O'hare
ORD — EGE

WAS

2x / week

↓

NOW

Daily

+5 flights/wk

RON operation
Dep ORD 4:00p · Arr EGE 6:05p
Dep EGE 8:00a – Arr ORD 11:40a

Houston Bush
IAH — EGE

WAS

2x / week

↓

NOW

Daily

+5 flights/wk

RON operation
Dep IAH 6:10p · Arr EGE 8:16p
Dep EGE 7:15a – Arr IAH 10:57a

Los Angeles
LAX — EGE

WAS

Winter only

↓

NOW

New daily

New route

RON operation
Dep LAX 6:50p · Arr EGE 10:10p
Dep EGE 8:00a – Arr LAX 9:37a



Fly AspenSnowmass — Aspen One · ACRA · Snowmass Tourism | Source: United Airlines published GDS schedules

AMERICAN

Eagle County Airport (EGE) Grows from 21 to 49 Weekly American Flights

American backfills ~1/2 of planned ASE summer capacity

Denver
DEN — EGE

WAS

3x daily

↓

NOW

4x daily

+1 daily flight

1 new mid-AM turn
First dep 7:50a / Last arr 6:45p

Chicago O'hare
ORD — EGE

WAS

none

↓

NOW

Daily

+1 daily flight

RON operation
Dep ORD 5:23p · Arr EGE 7:25p
Dep EGE 7:25a – Arr ORD 11:23a

Los Angeles
LAX — EGE

WAS

none

↓

NOW

2x Daily

+2 daily flights

RON operation + pm turn
Departures at 8:30am & 7:00p
Arrivals at 6:39p & 9:47p

Total

WAS

3x daily

↓

NOW

7x daily

Two New Summer Routes



Fly AspenSnowmass — Aspen One · ACRA · Snowmass Tourism | Source: United Airlines published GDS schedules



ASPEN/PITKIN COUNTY AIRPORT

Frequent Flyer

UPDATES

FROM PLANNING TO PAVEMENT:
ASE AIRPORT MODERNIZATION PROJECT UPDATES


Tourism Updates
Julia Theisen – Tourism Director
SNOWMASS
COLORADO



Ziegler Dig 2027

- Expansion of Reservoir planned for May – September 2027
- Inaugural Science in Snowmass Weekend
- Press release announcing partnership has been released
- Planning Bone Lab, Ziegler Tours, Visitor Activations

SNOWMASS WATER & SANITATION DISTRICT
Snowmass Water & Sanitation District

DENVER MUSEUM OF NATURE & SCIENCE

Save the Date!



- Upload for the Download
- Thursday December 3rd
- Elk Camp Restaurant




Group Sales
Drew Welsheimer – Group Sales Director
SNOWMASS
COLORADO



Hosted Events & Sales Targets



Retreats Resources Summit was hosted September 1-3, 2026, in conjunction with ACRA to showcase the valley to 40+ planners over a 3-day period

HelmsBriscoe Regional Conference in December 2026 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

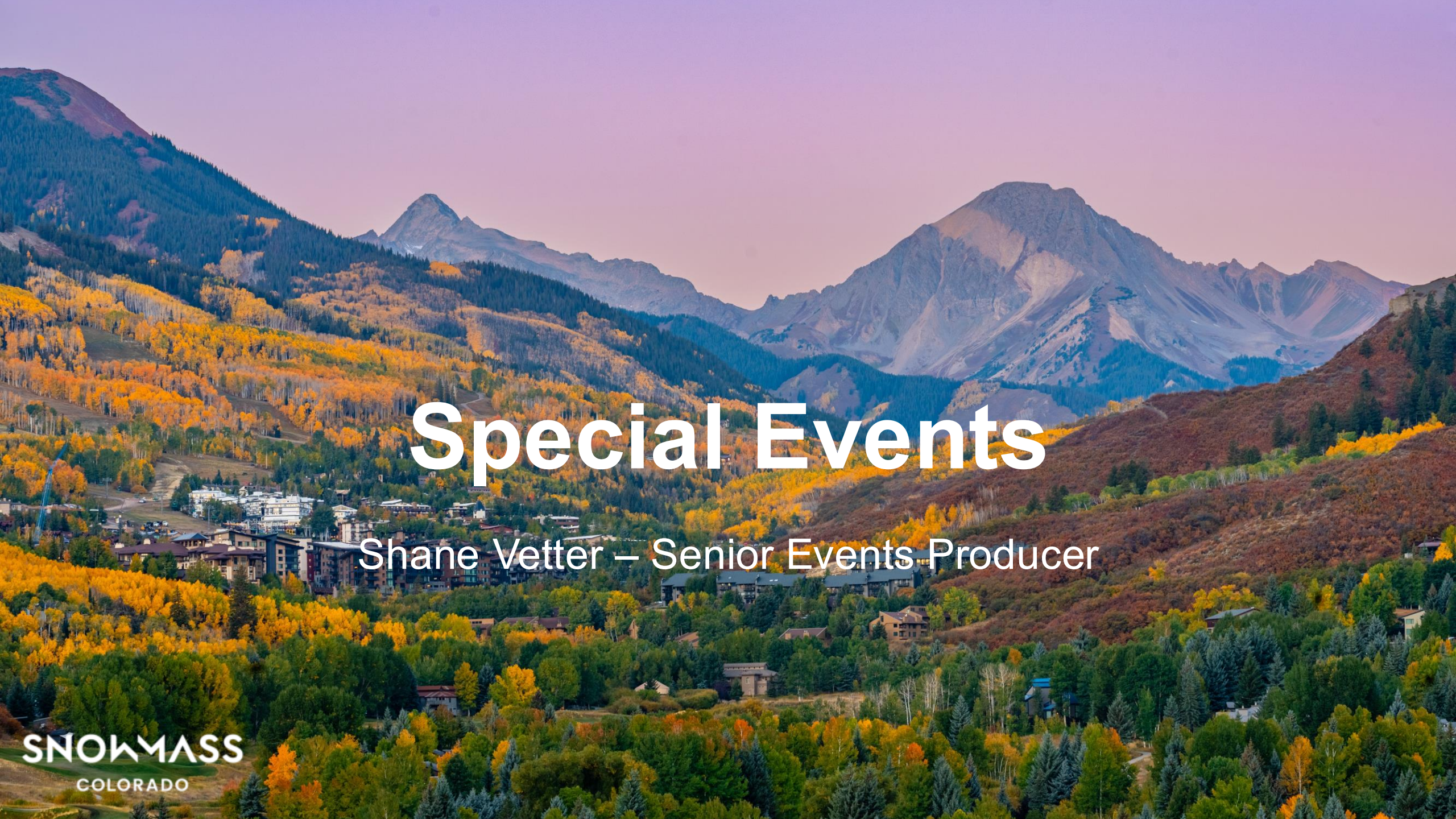
SITE ISA in April 2027, where we anticipate 130 attendees. About 50% of this group will be customers from the incentive market both from North America and Internationally



Hosted Events & Sales Targets

Meetings Made Easy Annual Meeting - '27/'28 The MME Experience is a three-day, exclusive industry gathering designed to connect clients, partners, and MME team members in an engaging, educational environment. It's not a typical trade show — it's a curated networking and learning event featuring 40 of MME's top pre-qualified clients and over 15 MME team members

IRF Leadership Insights Forum - '27/'28 is targeted to executive-level third party and end user decision-makers with responsibilities for engagement and motivation programs. During the two-day experiential event, 100 attendees will have access to pre-released IRF research and participate in insightful facilitated discussions.


Special Events
Shane Vetter – Senior Events Producer
SNOWMASS
COLORADO



Balloon Fest | Sept 25-27

- Town Park Softball Field
- Night Glow Friday 7-9pm
- Saturday & Sunday Launch 7-9am
- Volunteers Needed!





Oktoberfest | September 26 & 27

- Base Village Events Lawn
- Saturday, 12p-8p
- Sunday, 12p-5p
- Entertainment
- Contests
- Food
- Merch

SNOWMASS
Oktoberfest



Community Picnic | Oct 3

- Town Park 12p-2pm
- Rec Center for Free!
- Baking Contest – no registration required
- Kids Activities
- Free Food
- Live Music
- Dessert Potluck





Thanksgiving Potluck Dinner

- Viewline Snowmass
- Free Food
- Paid Bar
- Salad and Dessert Potluck



All Events & Happenings

SNOWMASS
COLORADO

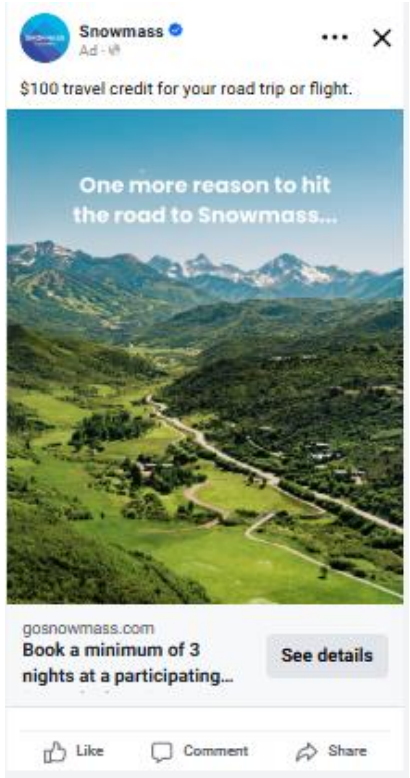

Marketing
Virginia McNellis – Marketing Director
SNOWMASS
COLORADO



Summer Travel Credit Promo Results

Total Reservations Made	Total Room Nights Booked	Total Lodging Revenue Produced
93	351	$98,004.18





Four Participating Lodging Partners

Viceroy Snowmass:

Save 30% off BAR, plus comp valet parking. 3 night minimum

Limelight Hotel Snowmass:

Save 25% on 4+ nights

CoralTree Snowmass:

Save 10% on 3+ nights

Viewline Resort Snowmass:

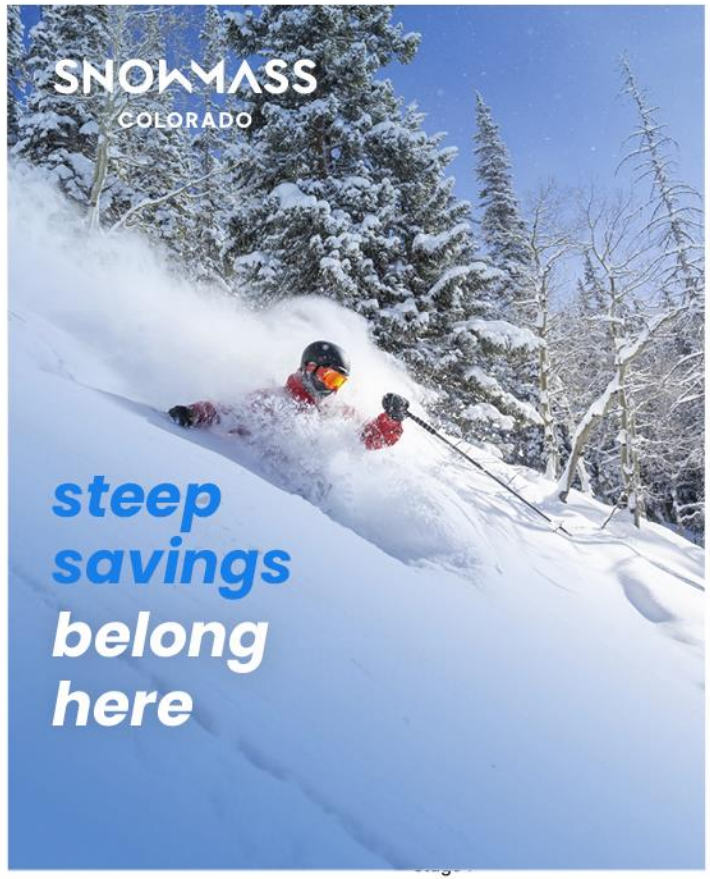
Save 15% off on 3+ nights

Winter Flash Sale

Preview promo Sept 14

Sale + promo Sept 21-30

- CoralTree
- Crestwood
- Limelight
- Timberline
- Viewline



Flash Sale Thru 9/30
Save up to 30% on Snowmass and Aspen lodging and get a $200 travel credit, Sept 21-30 only. With Snowmass now on the Ikon Base Pass, the savings are steep.



Winter Campaign

Launched August 15

Target **family** and **adventure** audiences

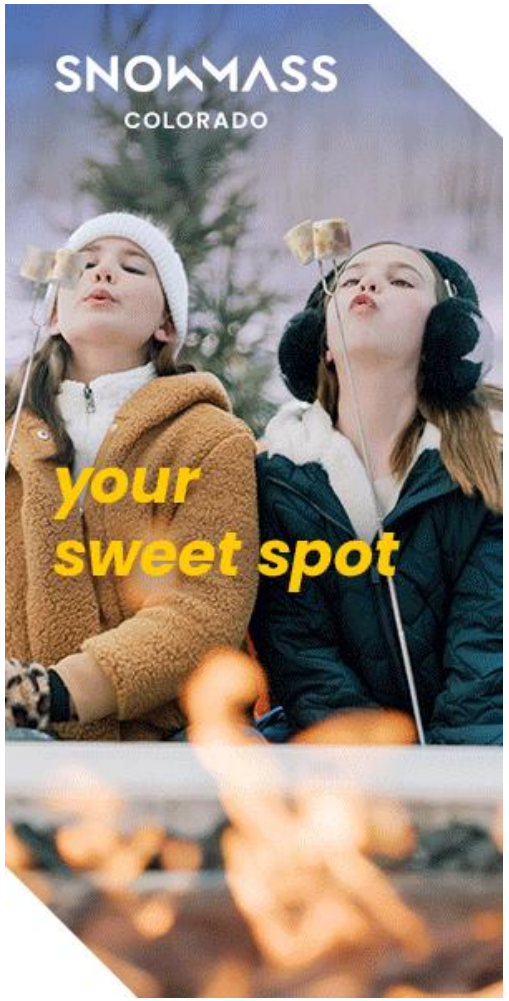
Balance **proactive** and **responsive** media

- Tailwinds: IKON Base Pass
- Headwinds: No-snow hangover, shifting booking patterns, increasing cost









Target Markets

Denver

Los Angeles

San Diego

San Francisco

Austin

Dallas

Houston

Chicago

Miami

NY Zip Codes

Atlanta

Charlotte









Target Markets

Denver

Los Angeles

San Diego

San Francisco

Austin

Dallas

Houston

Chicago

Miami

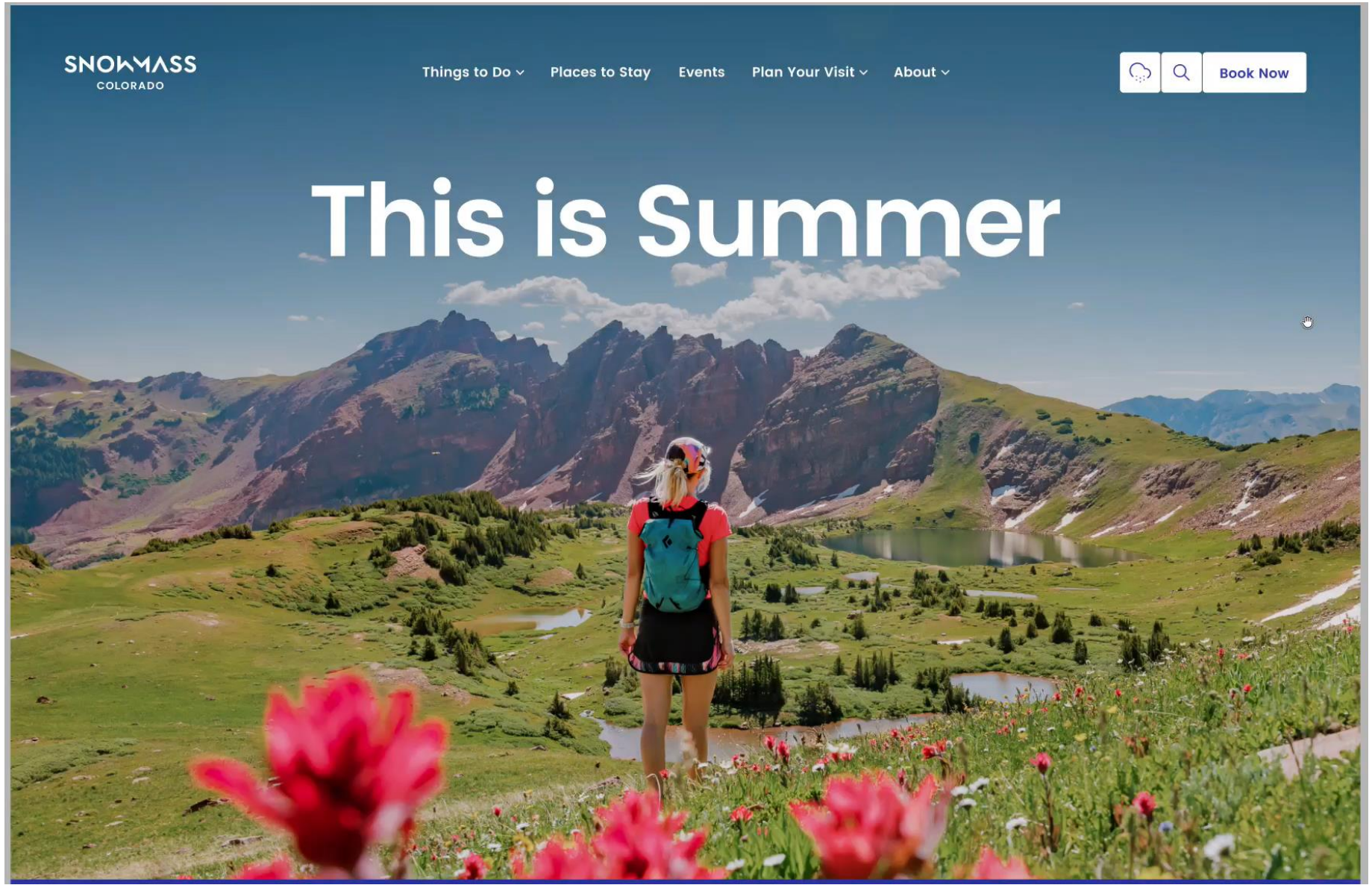
NY Zip Codes

Atlanta

Charlotte



Website Relaunch



Love Snowmass Back



Share the Love!

- Video
- Point of sale display
- Rack card/check stuffer





Summer Event Survey

We want your feedback!



Looking Ahead to 2027

Strong Calendar of Events

- Lodging specials to support

ASE Closure: April-November

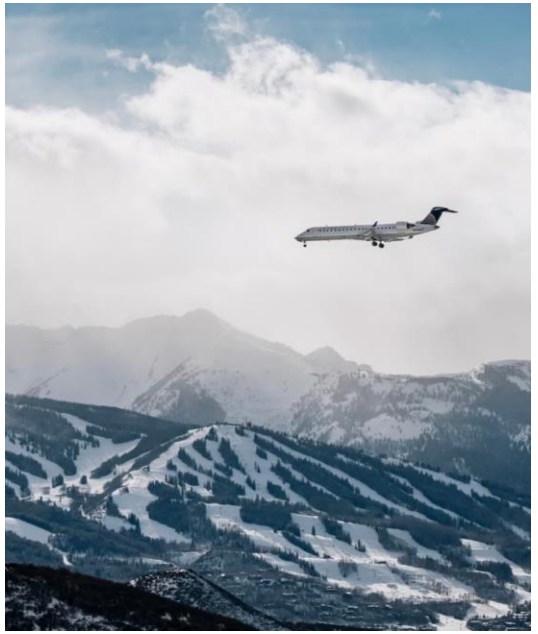
- Marketing campaigns targeted at drive-market audiences
- WSJ Article mid-October

Ziegler Reservoir Dig: May-September

- Developing visitor experience, marketing messaging, media strategy

Snowmass 60th Anniversary

- December 16, 2027





Q&A
Reminders

STAKEHOLDER RESOURCES

STAY IN THE LOOP

TOURISM INSTAGRAM

SNOWMASS
COLORADO


THANK YOU!
SNOWMASS
COLORADO