

Monthly Research Update

September 2026

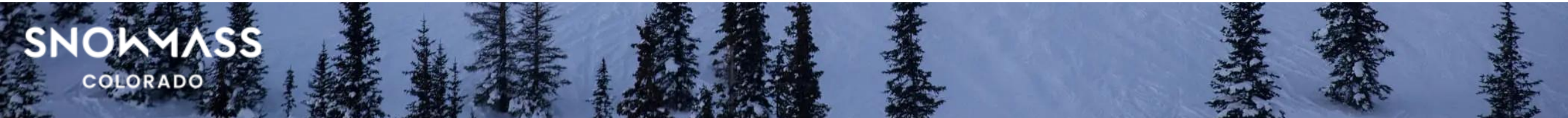
Executive Summary

Snowmass Travel & Tourism Trends

- In September, DestiMetrics-reporting lodging properties in Snowmass posted a 2.6% decline in room night Demand compared to last September. Room Supply decreased at a greater rate, however, dropping 5.3% Year-over-Year (YoY). As a result, lodging Occupancy rose 2.9% YoY to average 43.2% for the month.
  - Average Daily Rate (ADR) increased in September, rising an impressive 25.6% YoY to reach at $316. This ADR growth was more than enough to offset the decline in Demand, resulting in lodging Revenue growth of 22.4% YoY to total $4.8 million.
  - Year-To-Date through September, lodging Revenue remains down by 4.1% YoY, driven entirely by the 8.2% YoY decline in Demand.
- Demand at Airbnb and Vrbo short-term rentals increased in September, rising 3.1% YoY. The number of Active Listings (Supply) declined by 6.3% compared to last year, resulting in Occupancy growth of 12.9% YoY to average 44.6% for the month.
  - ADR among short-term rentals slowed, dropping 4.8% YoY to land at $484 for the month. This ADR decline offset the rise in Demand and yielded 1.9% YoY decline in Revenue to total $4.3 million.
  - Year-To-Date through September, Snowmass short-term rental Revenue is relatively flat, down just 0.4% YoY, driven by the decline in Demand.

Note: Labor Day weekend fell in September this year compared to last year when it fell in August. This shift in date adds a strong late-summer travel weekend to this month's Year-over-Year comparisons.

Source: DestiMetrics, AirDNA



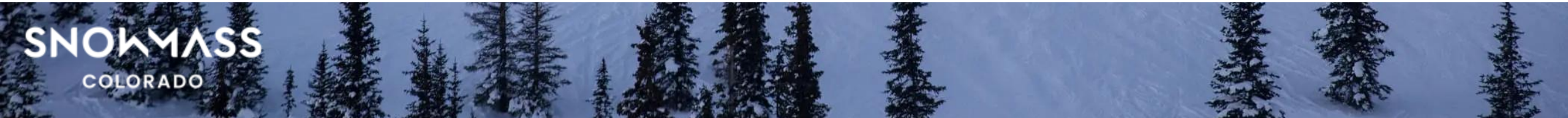
Mountain Town Trends

Regional Insights – September 2026

West Region Mountain Market Summary

- “Economic pressure is building on consumers, with confidence at a 12-year low and travelers up and down the price spectrum feeling the pinch. Reservations are focused on value opportunities, off-peak days and months, and shorter stays.”
- “September occupancy was up 6.4% YOY. The ADR for the same period was up a considerable 9.6% to $403. The solid increases in both rate and occupancy combined for a strong 16.7% gain in RevPAR at $216.”
- “Summer is going to end as predicted, with a revenue bang as fall continues to dominate the season. Summer occupancy is up 2.0%, ADR 6.0%, and RevPAR 8.2%, with all metrics gaining in all months except for a small occupancy loss in August.”
- “Winter season is more than struggling. Bad memories of last year’s snow are combining with strong economic headwinds to push occupancy, ADR, and RevPAR all down from where they were last month. Though still early, the 8.3% drop in YOY occupancy, 1.4% YOY gain in rate, and 7.0% decline in RevPAR are cause for concern, even at this early date.”
- “Those Winter 26/27 numbers compare poorly against the average of winters following the five worst snow years since 2005, which were all up as of this same time.”

Source: DestiMetrics (10/13/2026)

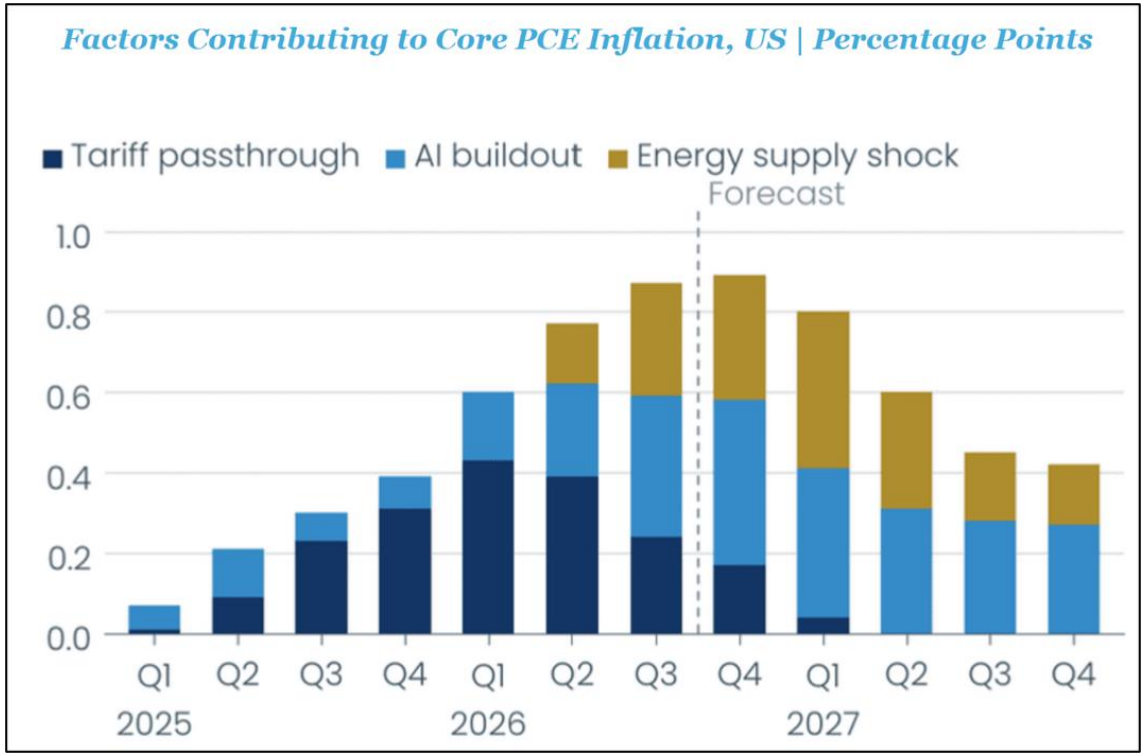



U.S. Market Review
SNOWMASS
COLORADO

Macroeconomic Review

AI Spending Boosts Growth, While Inflation Pressures Travel

- “Strong AI spending and a rising stock market are boosting economic growth.”
- “By our estimate, about one-quarter of current economic growth is directly or indirectly tied to the AI boom. AI spending and stock market wealth gains each add about 0.3% points to GDP growth this year.”
- “We expect CPI inflation to average 2.6% next year, down from 3.4% this year, driven mostly by the AI buildout and higher gasoline and diesel prices from the wars in Iran and Ukraine. Fading tariff passthrough should ease some of that pressure.”
- “Fuel costs feed directly into airfares and the cost of a road trip, and persistent inflation erodes the discretionary budgets that leisure travel depends on.”



Source: Tourism Economics and Oxford Economics (October 2026)

Macroeconomic Review

Rising U.S. Interest Rates

- “The 10-year Treasury yield, a benchmark for consumer and business borrowing costs, rose to 5.3% in early October, its highest level since 2007. The 30-year mortgage rate climbed to 7.4%.”
- “Renewed US-Iran hostilities and higher oil prices have deepened inflation concerns, and we now expect the Fed to raise rates twice more this year. Investors are demanding higher yields in response.”
- “Heavy borrowing to fund the AI data center buildout, along with large federal deficits, adds to demand for credit, pushing rates higher.”
- “Higher rates raise financing costs for hotel development, acquisitions, and refinancing, and tighten household budgets through mortgages, auto loans, and credit cards.”

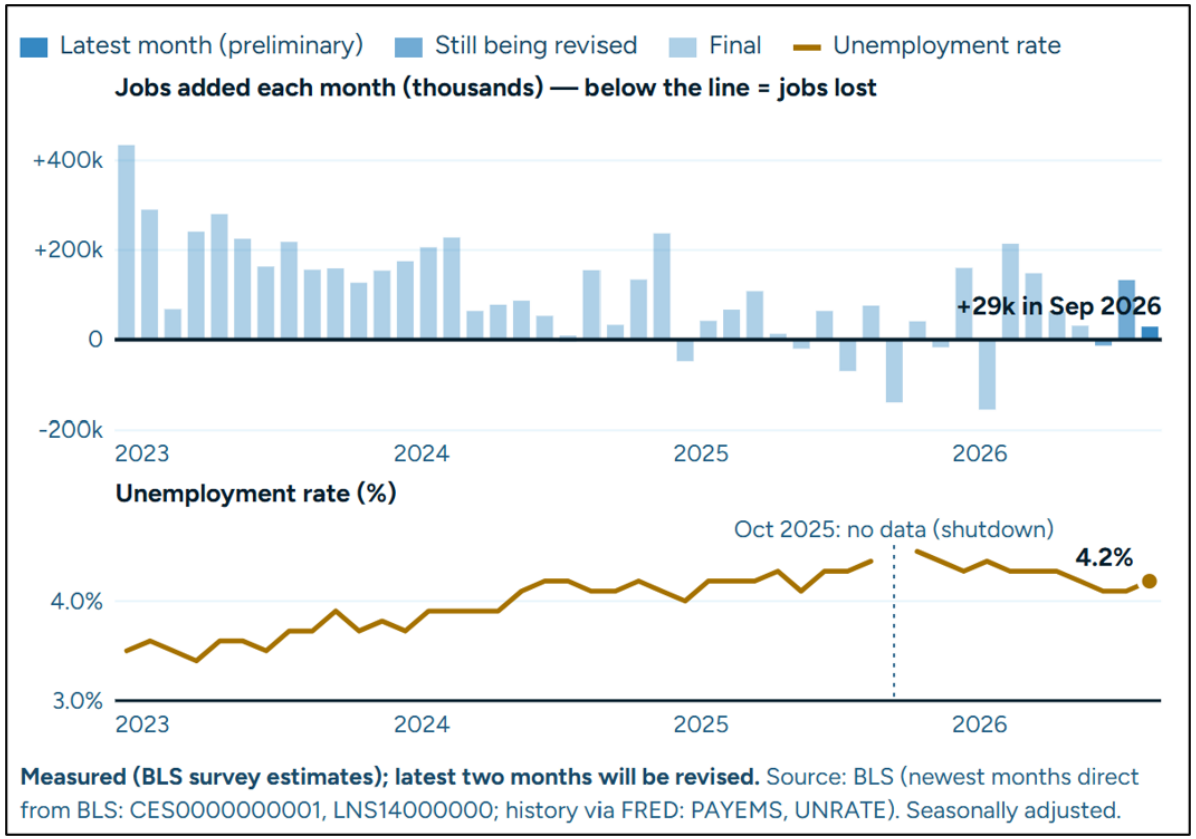


Source: Tourism Economics, Freddie Mac, Federal Reserve Board, NBER, and FRED (October 2026)

Macroeconomic Review

The National Unemployment Rate

- “Employers added just 41,000 jobs a month on average over the past 12 months, yet unemployment held at 4.2% in September.”
- “Labor supply is the main constraint. More restrictive immigration policy and an aging population are slowing labor force growth, while AI’s effect on hiring remains hard to see in economywide data.”
- “With little labor force growth, few new jobs are needed to hold unemployment steady. We estimate that break-even pace at just 25,000 jobs a month, and it will slow further next year.”
- “We still expect moderate economic growth next year. Stock market gains are supporting spending by wealthier households, but higher interest rates and inflation will slow real (inflation-adjusted) consumer spending growth to 2.0% next year from 2.3% this year. That puts pressure on travel budgets, especially for lower- and middle-income households.”

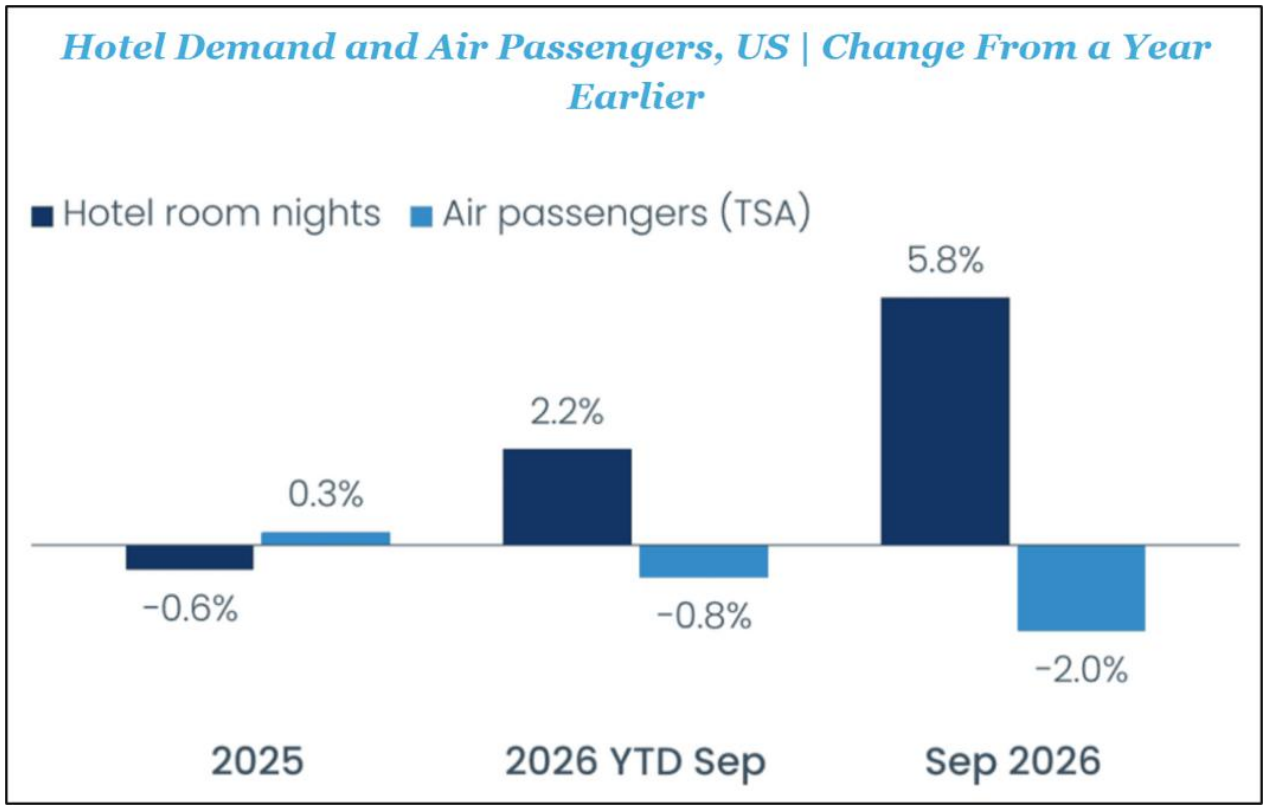


Source: Tourism Economics and CNBC (October 2026)

Travel Industry Review

Travel and Hotel Demand Continues to Grow

- “Hotel room demand is up 2.2% year-to-date through September and rose 5.8% in September, according to CoStar-STR.”
- “Short-term rental demand grew 8.1% in September, according to AirDNA.”
- “Labor Day fell on September 1 last year, so most of that holiday weekend counted toward August. This year it fell on September 7, moving the weekend’s travel into September.”

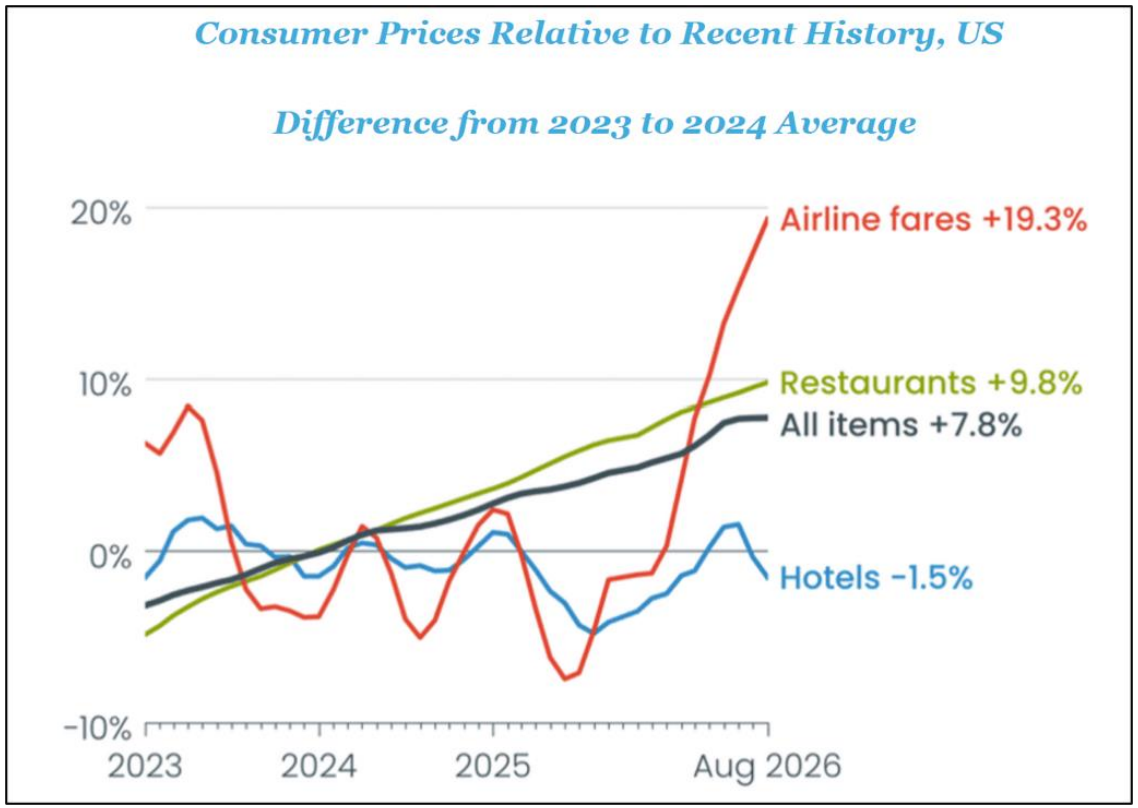


Source: Tourism Economics, Co-Star-STR, Transportation Security Administration (TSA) (October 2026)

Travel Industry Review

Airline Travel

- “Airlines are paying more for fuel and passing the cost on to travelers. US carriers spent 44.6% more on fuel year-to-date through August, and airfares in recent months are 19.3% higher than years past (2023 to 2024 average), as measured by the consumer price index.”
- “So far, travelers are paying up. Passenger volumes are down just 0.8% year-to-date through September.”
- “Delta Air Lines CEO Ed Bastian said fuel costs pushed the industry to reprice quickly and that “the market has accepted these price points” (October 9 earnings call).”



Source: Tourism Economics, Bureau of Labor Statistics and Haver Analytics (October 2026)

Travel Industry Review

Travel Outlook

- “Sentiment is weak, but travelers are still budgeting for trips. One-third of travelers (33.3%) say now is a good time to spend on leisure travel, slightly more than the 30.0% who say it’s a bad time, according to Future Partners’ latest survey (fielded in September).”
- “The gap narrowed from last month, and 53.5% of travelers say they are being careful with money, up from 46.2% a year ago.”
- “Travelers earning $200,000 or more are nearly three times as likely as those earning under $49,000 to say it’s a good time to spend on travel (50.2% vs. 18.5%).”
- “Group demand is holding up at the high end. At luxury and upper upscale hotels, group demand is up 2.4% year-to-date through August, according to CoStar-STR.”
- “2027 convention center and other group bookings are pacing 2.4% behind last year, based on our analysis with Granicus Destinations across more than 250 DMOs. With much of 2027 still to be booked, there is time to close that gap.”
- “Hotel bookings for November (+4.2%) and December (+6.7%) are running well ahead of last year, based on TravelClick data as of October 7.”

Source: Tourism Economics (October 2026)



Travel Industry Review

International Travel

- “International travelers are looking elsewhere. We now expect arrivals to the US to fall 1.6% this year, with Canada down 3.3% and overseas markets down 5.2%.”
- “Arrivals from Mexico are on track to rise 10.3%, with South America up 3.5%, and Emerging Europe up 1.0%.”
- “Had the US held its 2024 share of world travel spending (9.6%), it would have earned $42.6 billion more from international visitors across 2025 and 2026.”
- “Arrivals showed signs of stabilizing in September, with non-US citizen air passenger screenings up 0.9% from a year earlier, according to Customs and Border Protection. We expect a modest gain in international arrivals next year as Canadian and overseas travelers begin to return and gains from Mexico continue.”

Source: Tourism Economics (October 2026)



U.S. Short Term Rentals Review

Short Term Rentals Update September 2026

- “Demand growth in August looked weak (-2.5%), but we knew going into September that the calendar shift was the main reason. September’s +8.1% Demand growth was the highest since April 2025, but it, too, is largely due to the Labor Day shift. The encouraging news is that the two months combined grew 2.1%, the highest rate since October 2025. We expect the trend to continue through the rest of the year.”
- “September’s ADR growth (+7.2%) matched its World Cup peak. Even with August and September combined, ADR growth of 4.3% remains well above inflation and among the highest increases of the last two years.”

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

- Available listings reached 1.74 million, a 1.6% increase YoY
- Demand nights increased 8.1% YoY
- Occupancy averaged 53.6%, up 3.7 percentage points YoY
- Average daily rate (ADR) climbed to $254, up 7.2% YoY
- Revenue per available rental (RevPAR) increased 15.3% year over year (YoY) to $136

Source: AirDNA (10/8/2026)



U.S. Short Term Rentals Review

Short Term Rentals Booking Pace Update – Ski Markets

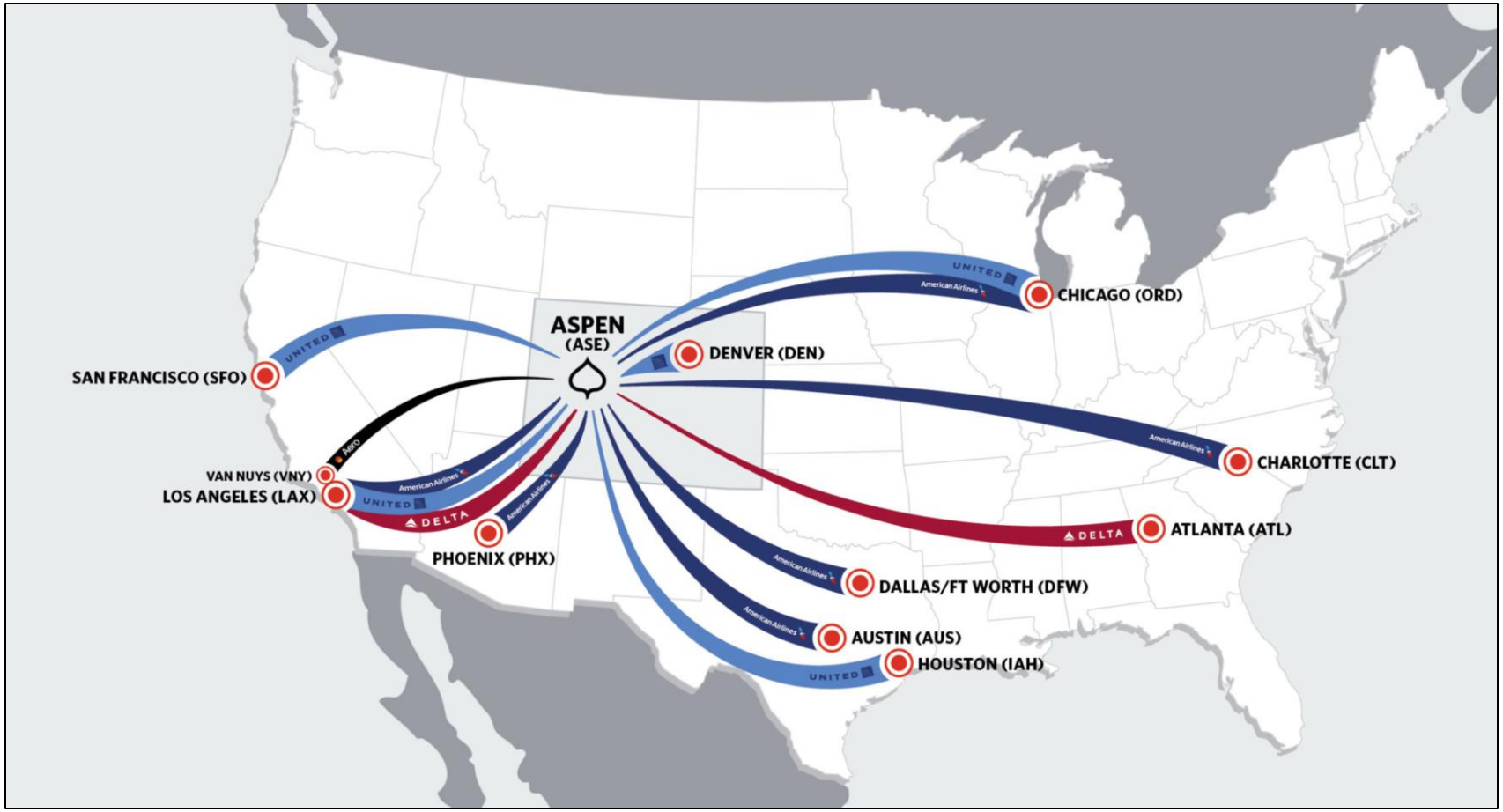
- "Although lead times have generally lengthened in the U.S., ski resort markets are a notable exception. We examined 23 ski markets in the East and West, looking at bookings made over the past year for December 2026 through March 2027. Compared with the 2025/26 season at this point last year, median lead times have shortened by 11 days, from 176 days to 165 days for the 2026/27 season."
- "Regular review readers will recall that earlier this year, a historic snow drought across the West ended the season early for many resorts. Ski markets usually enjoy a cluster of bookings made nearly a year in advance, as skiers who enjoyed their stay take advantage of repeat discounts or simply want to lock in a good experience for the following year."
- "For the upcoming season, there have been far fewer of these reservations following the drought. This cushion, which usually gives operators peace of mind, is now smaller."

Source: AirDNA (10/8/2026)




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	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	69,355	69,038	0.5%	70,733	-1.9%
September	55,880	56,186	-0.5%	53,577	4.3%
October		45,905		44,890	
November		30,655		31,124	
December		75,752		73,635	
Year-to-Date	**581,896**	**581,247**	**0.1%**	**571,428**	**1.8%**
Total		733,559		721,077	

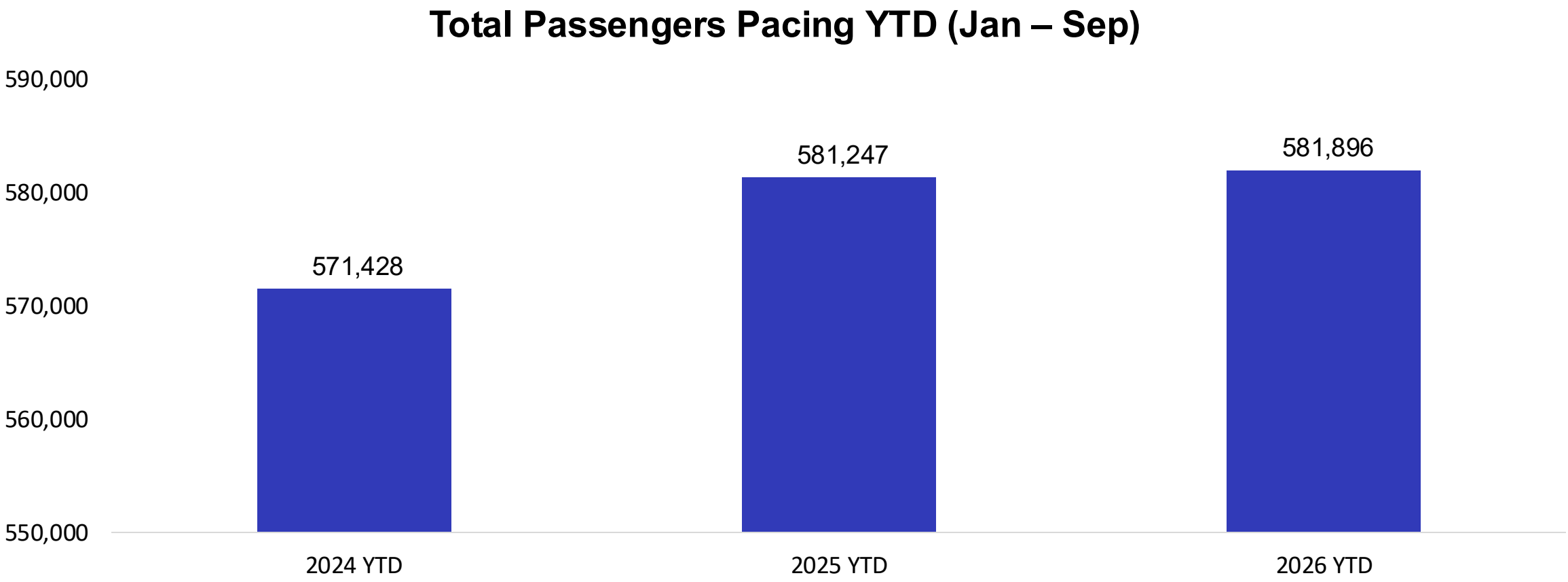
Source: Airplanners / Fly Aspen Snowmass

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

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

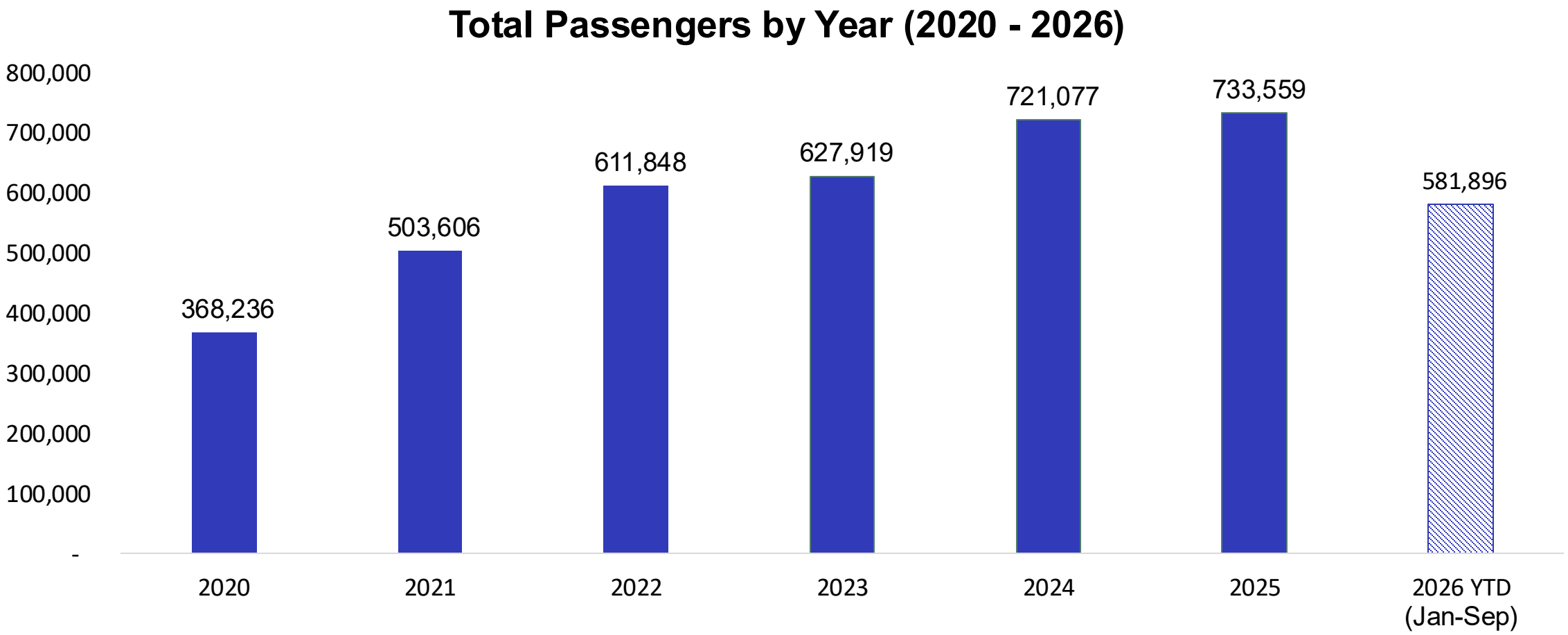


Aspen Airport: Passenger Volume Pacing



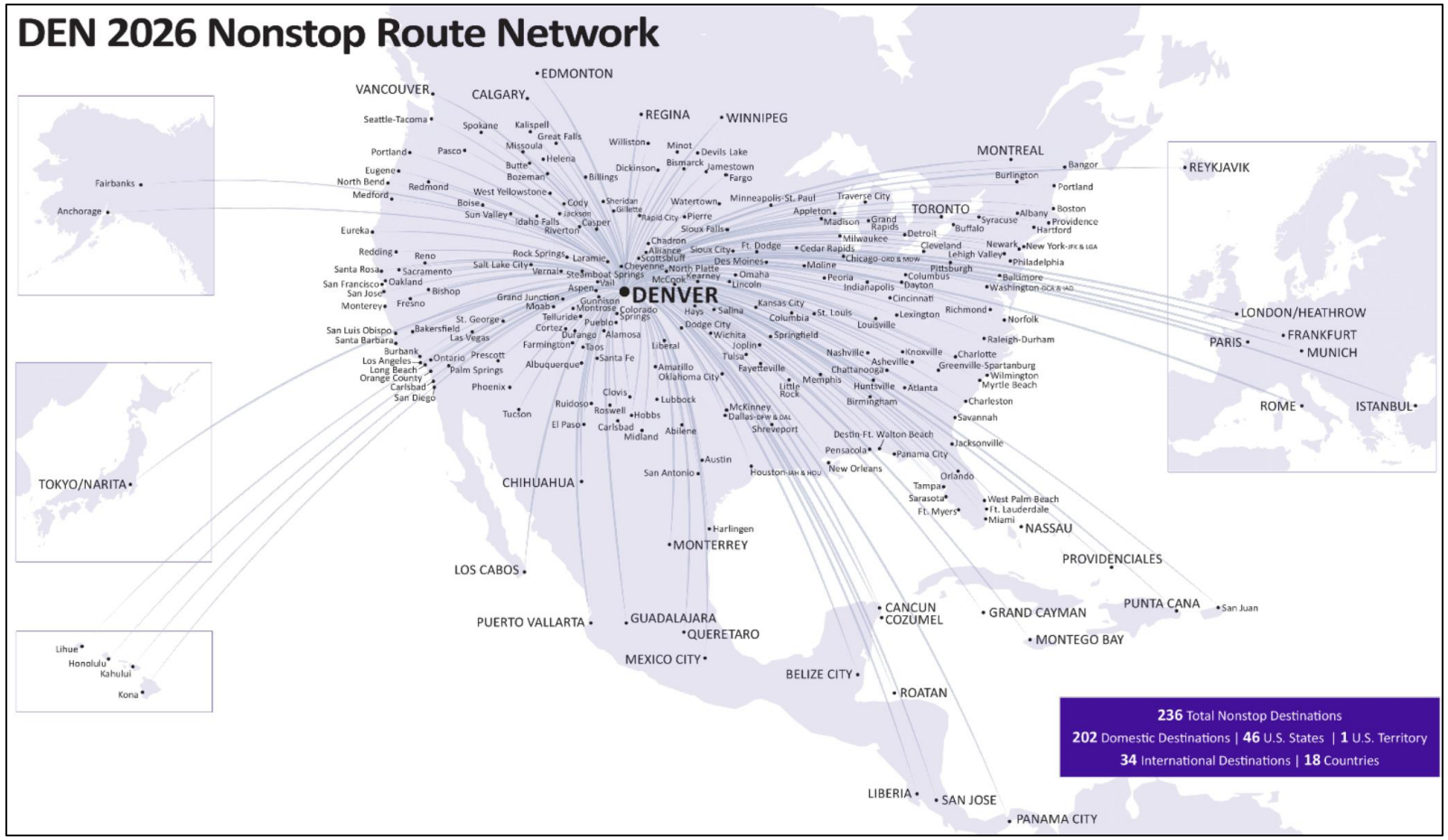
Source: Airplanners / Fly Aspen Snowmass

Aspen Airport: Yearly Passenger Volume



Source: Airplanners / Fly Aspen Snowmass

Denver International Airport (DEN): Route Map



Source: Denver International Airport

SNOWMASS
COLORADO

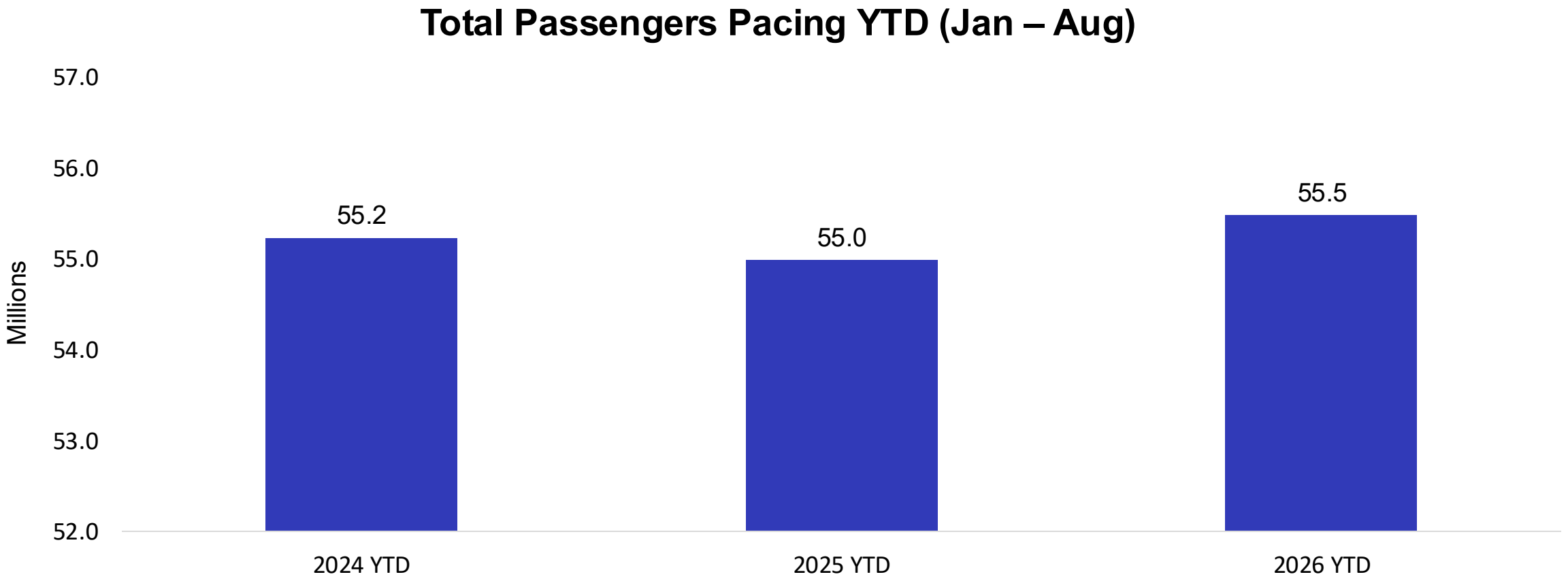
Denver International Airport (DEN): Total Passenger Volume

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	6,998,313	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	7,989,401	8,008,740	-0.2%	7,886,941	1.3%
August	7,417,471	7,512,614	-1.3%	7,408,539	0.1%
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	**55,475,787**	**54,985,053**	**0.9%**	**55,232,860**	**0.4%**
Total		82,427,962		82,358,744	

Source: Denver International Airport

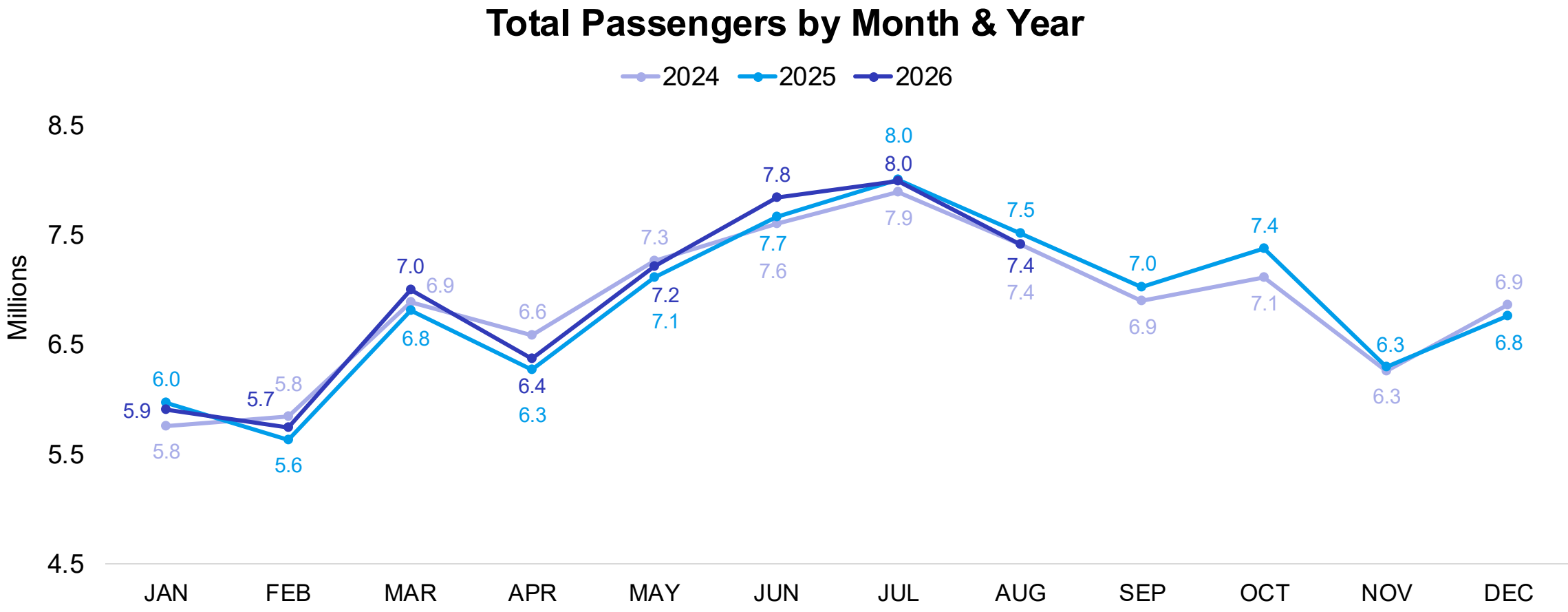


Denver International Airport (DEN): Passenger Volume Pacing



Source: Denver International Airport

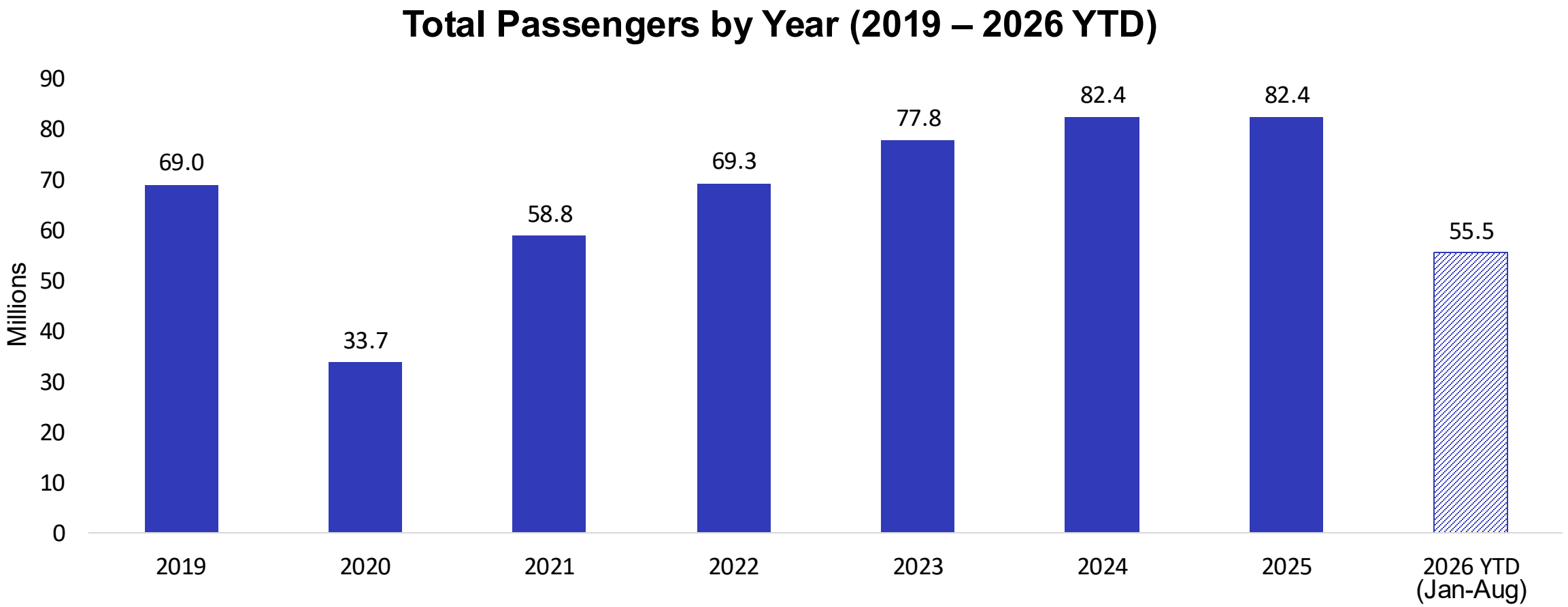
Denver International Airport (DEN): Passengers by Month & Year



Source: Denver International Airport



Denver International Airport (DEN): Passengers by Year



Source: Denver International Airport


DestiMetrics Lodging Data
SNOWMASS
COLORADO

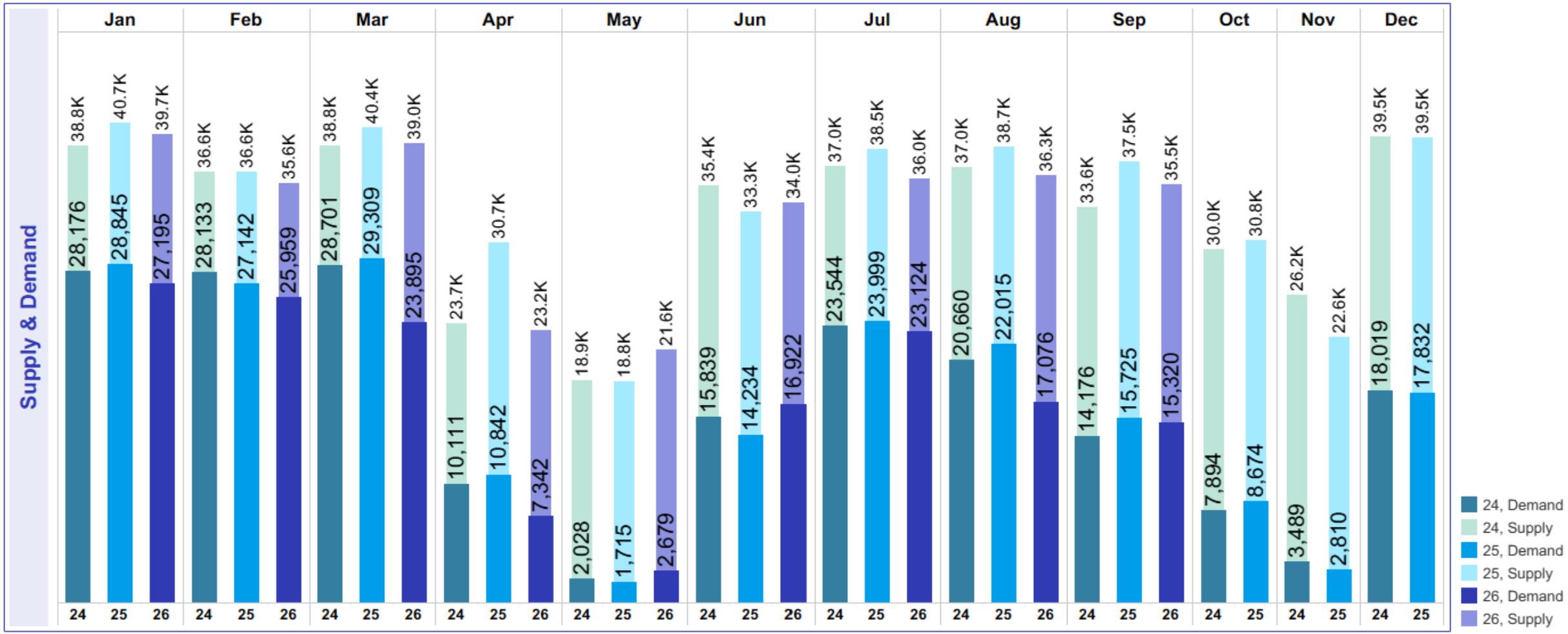
Snowmass Village Monthly Lodging Performance

September 2026

Source: DestiMetrics

SNOWMASS COLORADO

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Sep '26	43.2%	$316.01	$136.36	35,504	15,320	$4,841,205
YOY	2.9%	25.6%	29.2%	-5.3%	-2.6%	22.4%



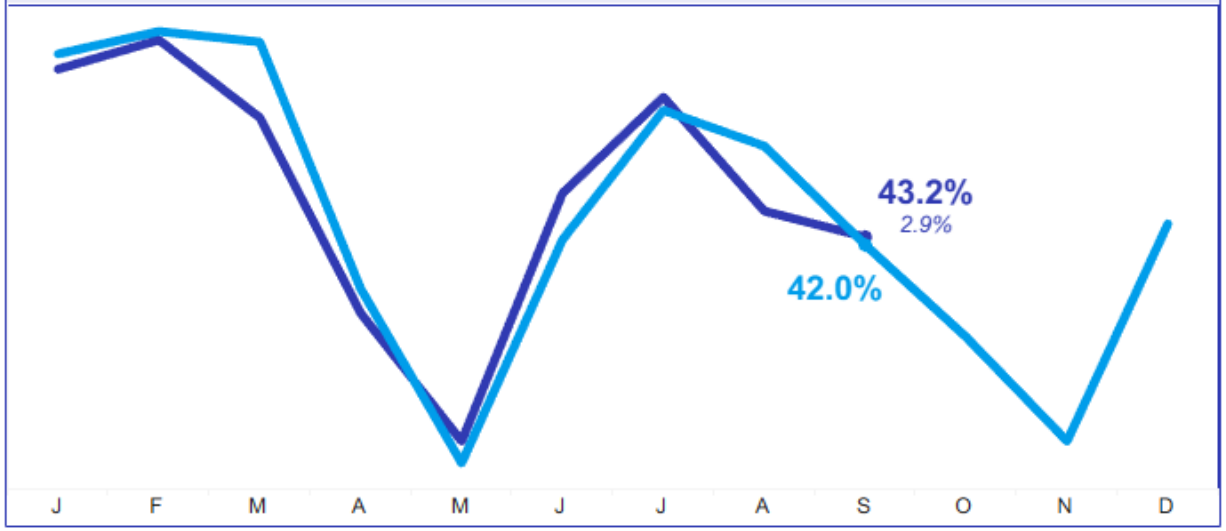
Snowmass Village Monthly Lodging Performance

September 2026

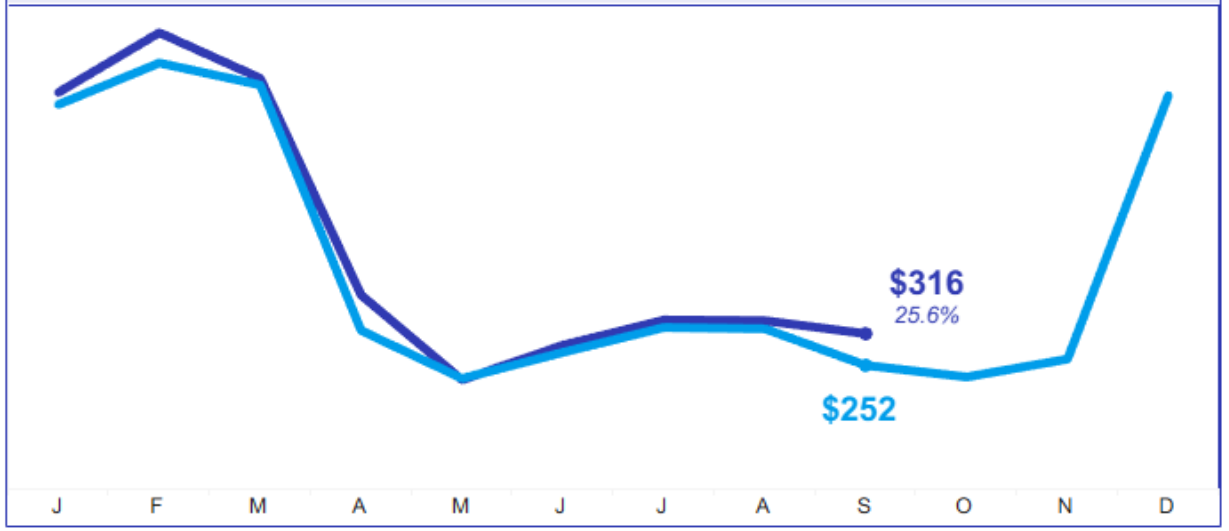
Source: DestiMetrics

SNOWMASS COLORADO

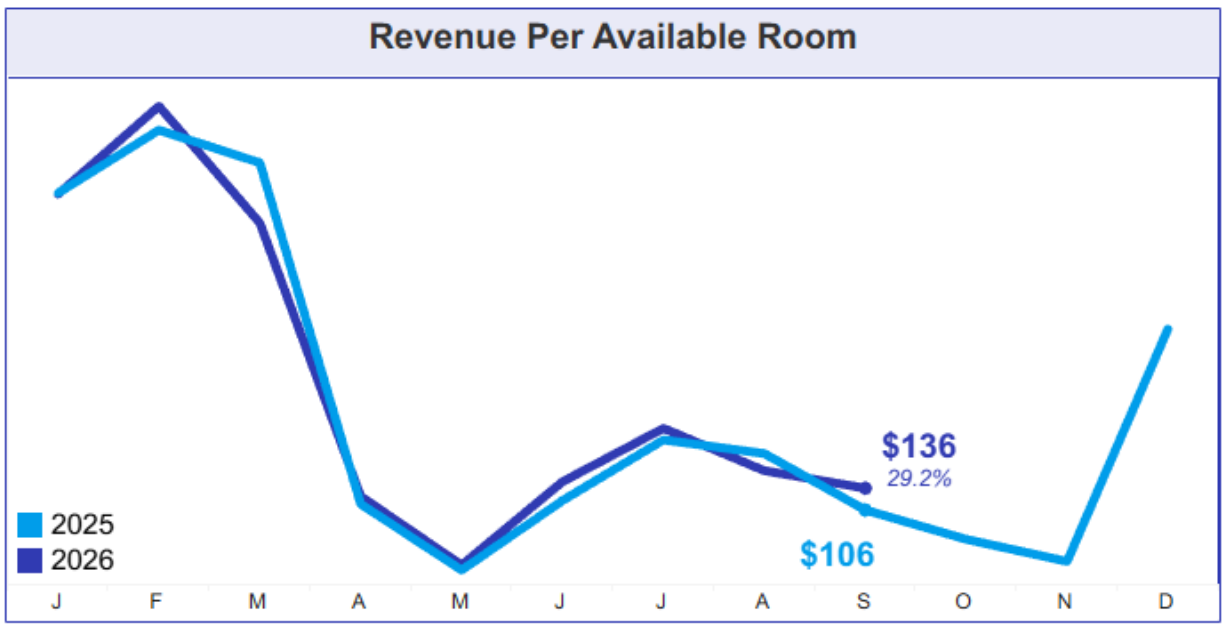
Occupancy



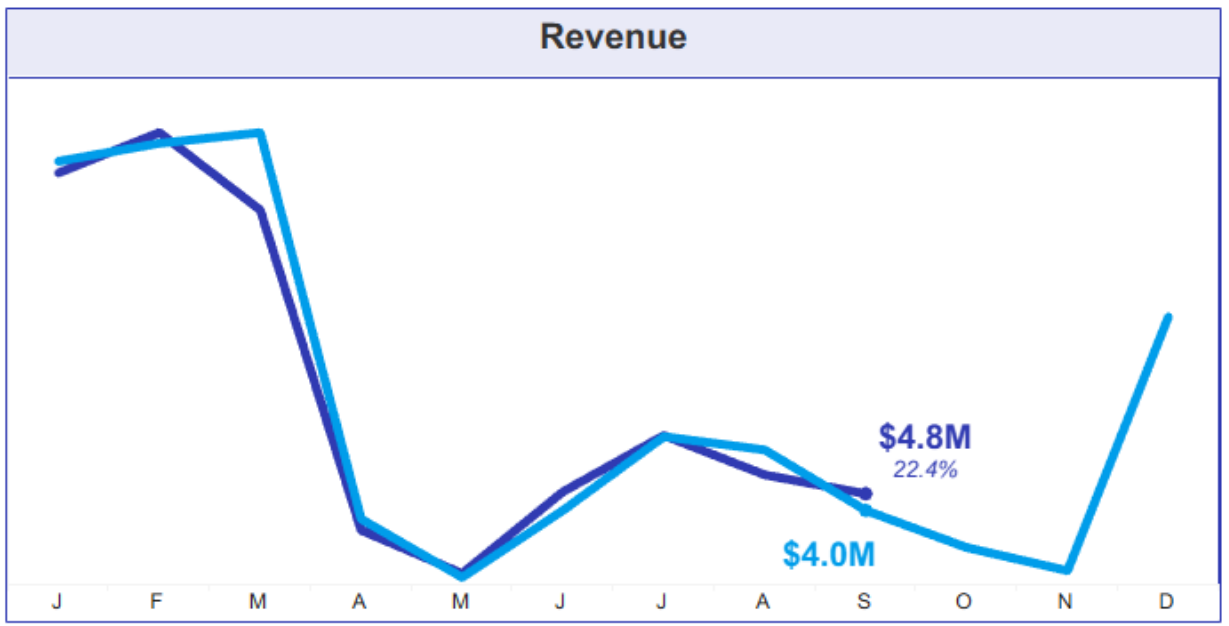
Average Daily Rate



Revenue Per Available Room



Revenue



Snowmass Village Monthly Lodging Performance

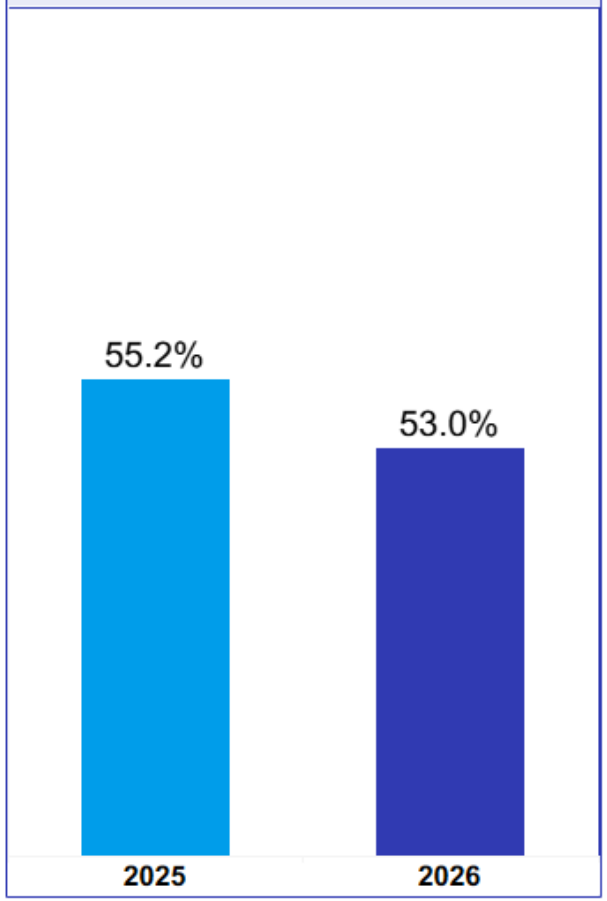
Calendar YTD Through September 2026

Source: DestiMetrics

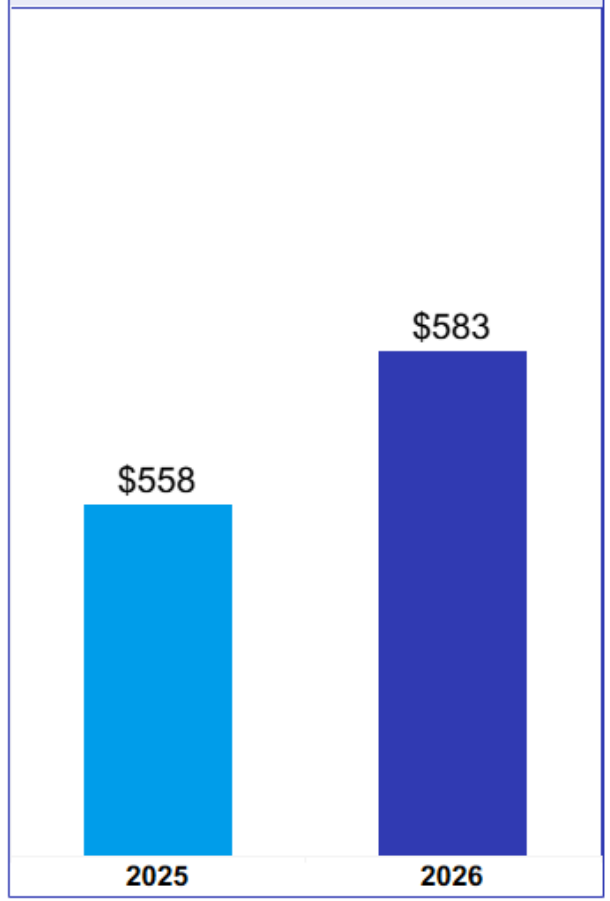
SNOWMASS COLORADO

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
YTD '26	53.0%	$583.33	$309.29	300,844	159,512	$93,047,991
YOY	-3.9%	4.5%	0.5%	-4.5%	-8.2%	-4.1%

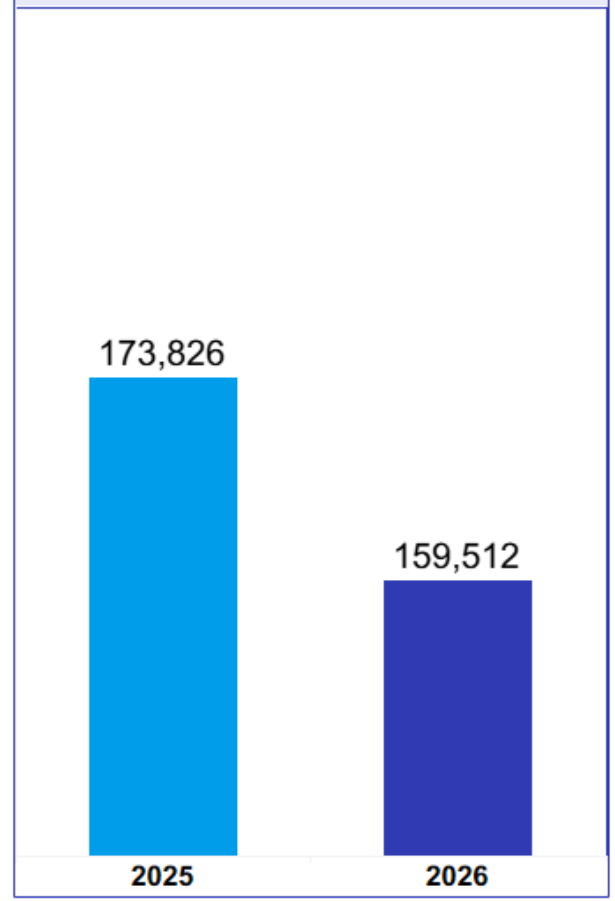
YTD Occupancy



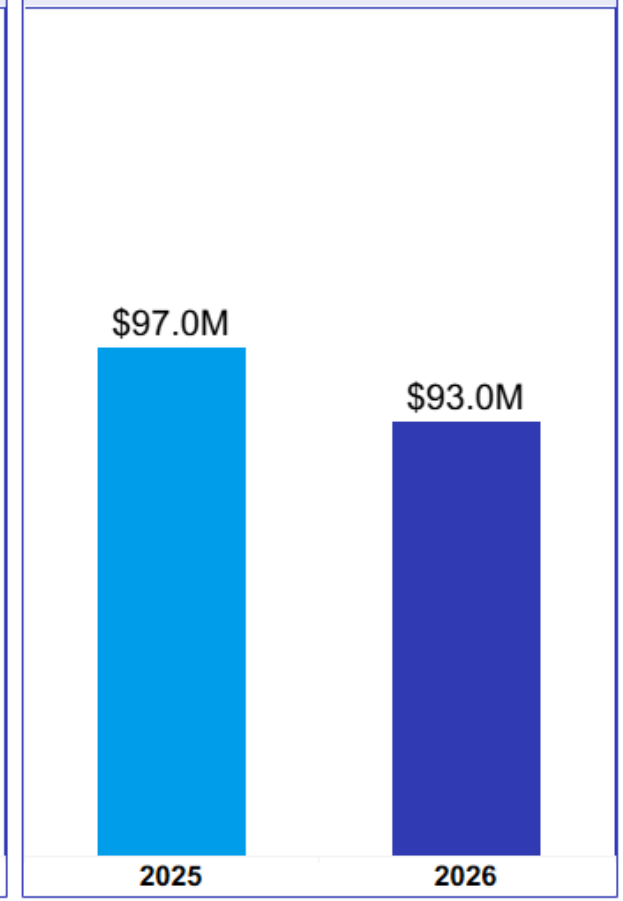
YTD ADR



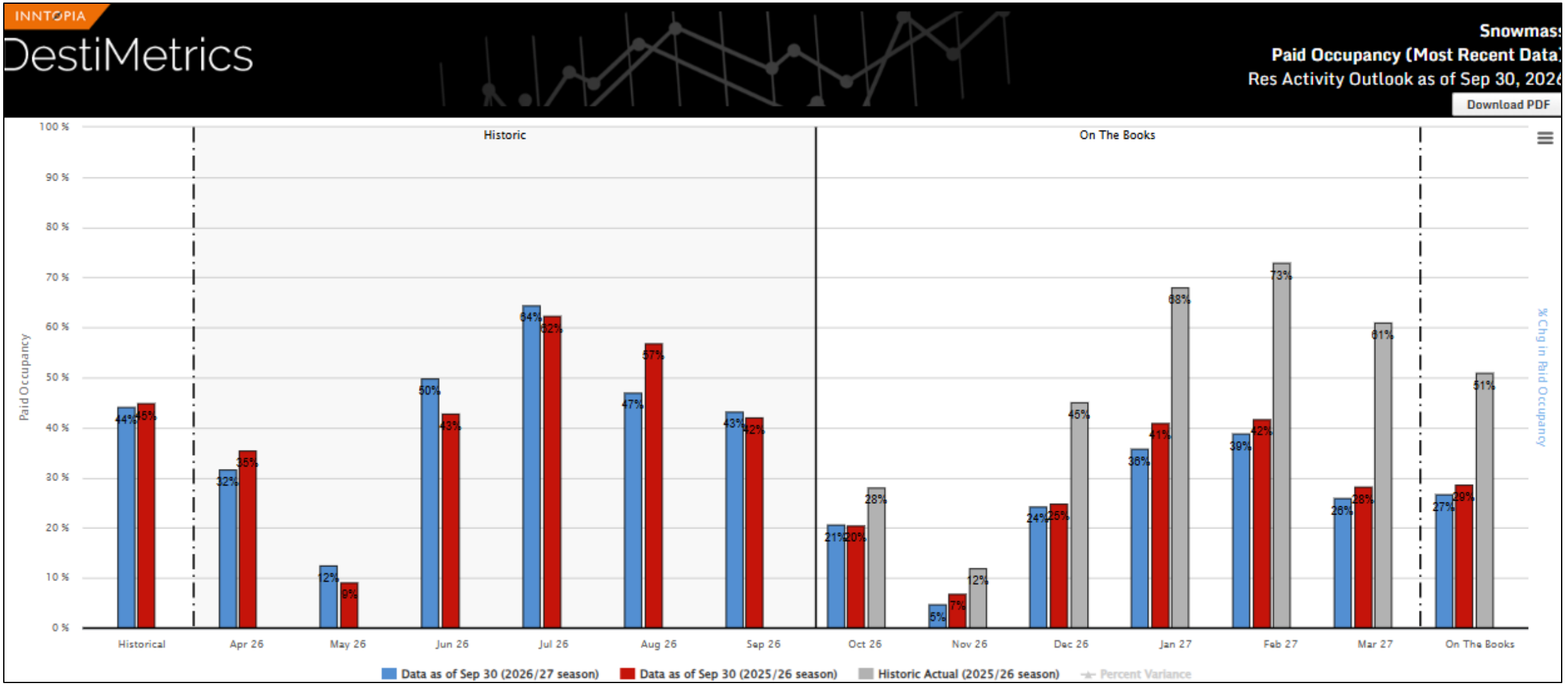
YTD Demand



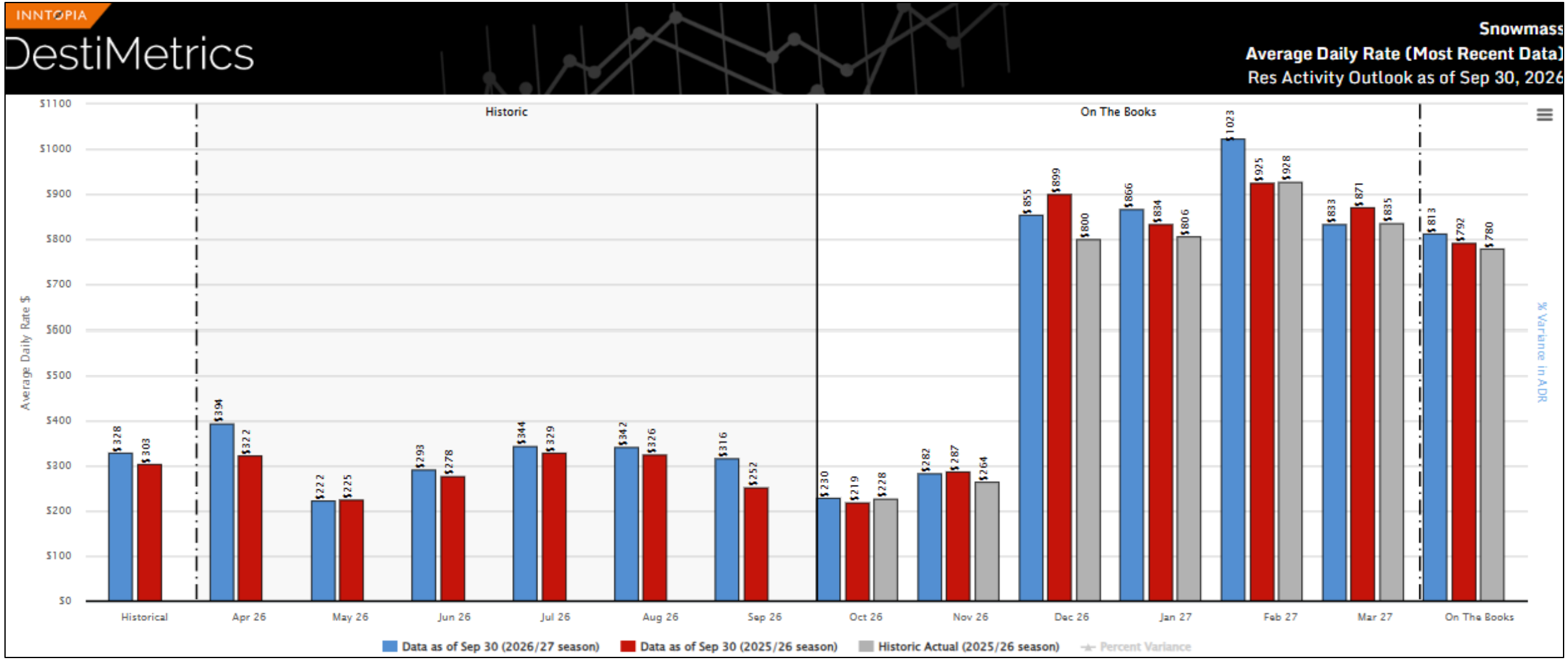
YTD Revenue



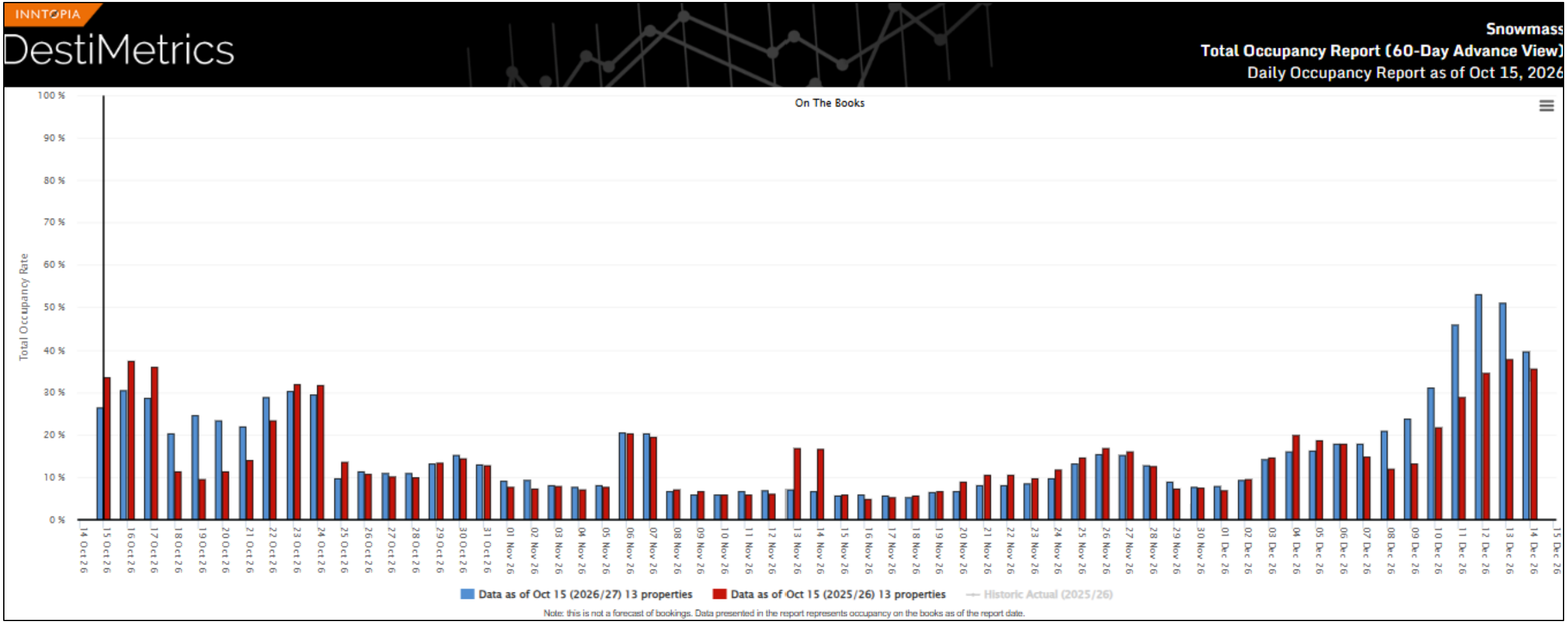
DestiMetrics – Occupancy (Historical & On The Books vs. 2025/26 Season)



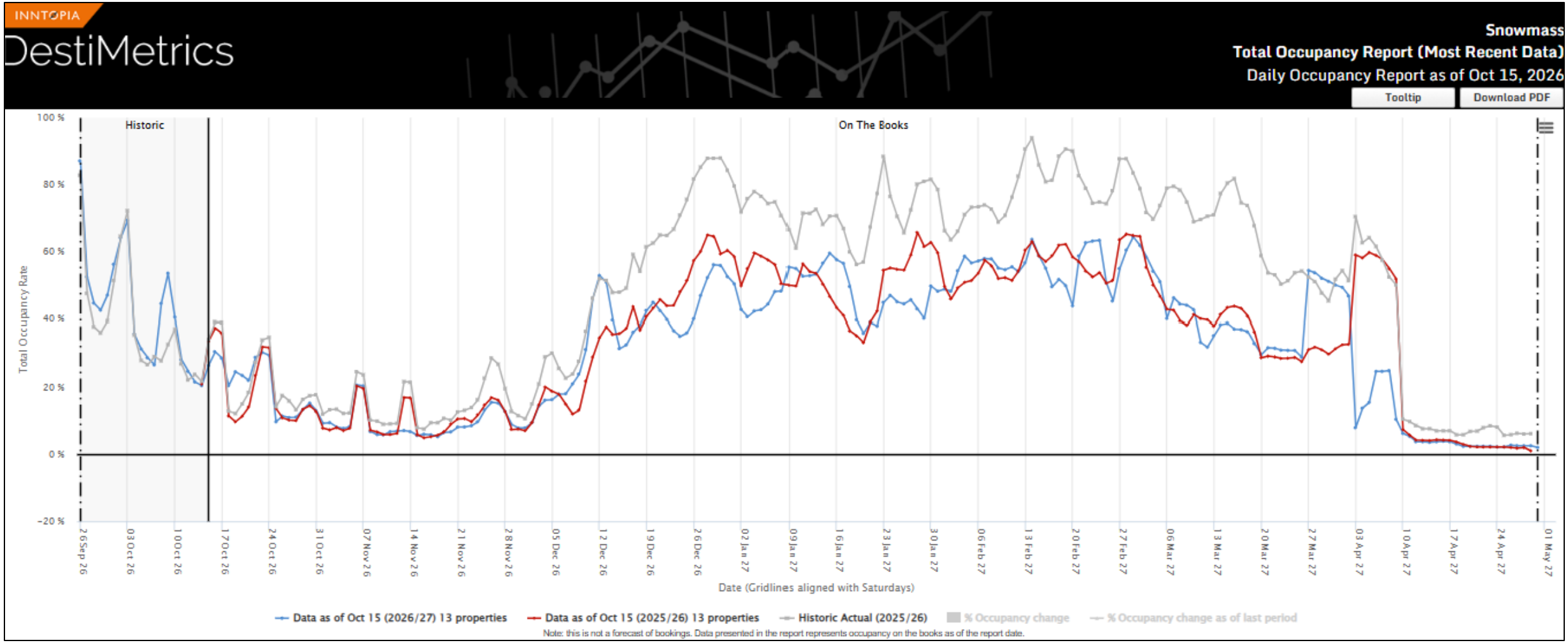
DestiMetrics – Average Daily Rate (Historical & On The Books vs. 2025/26 Season)



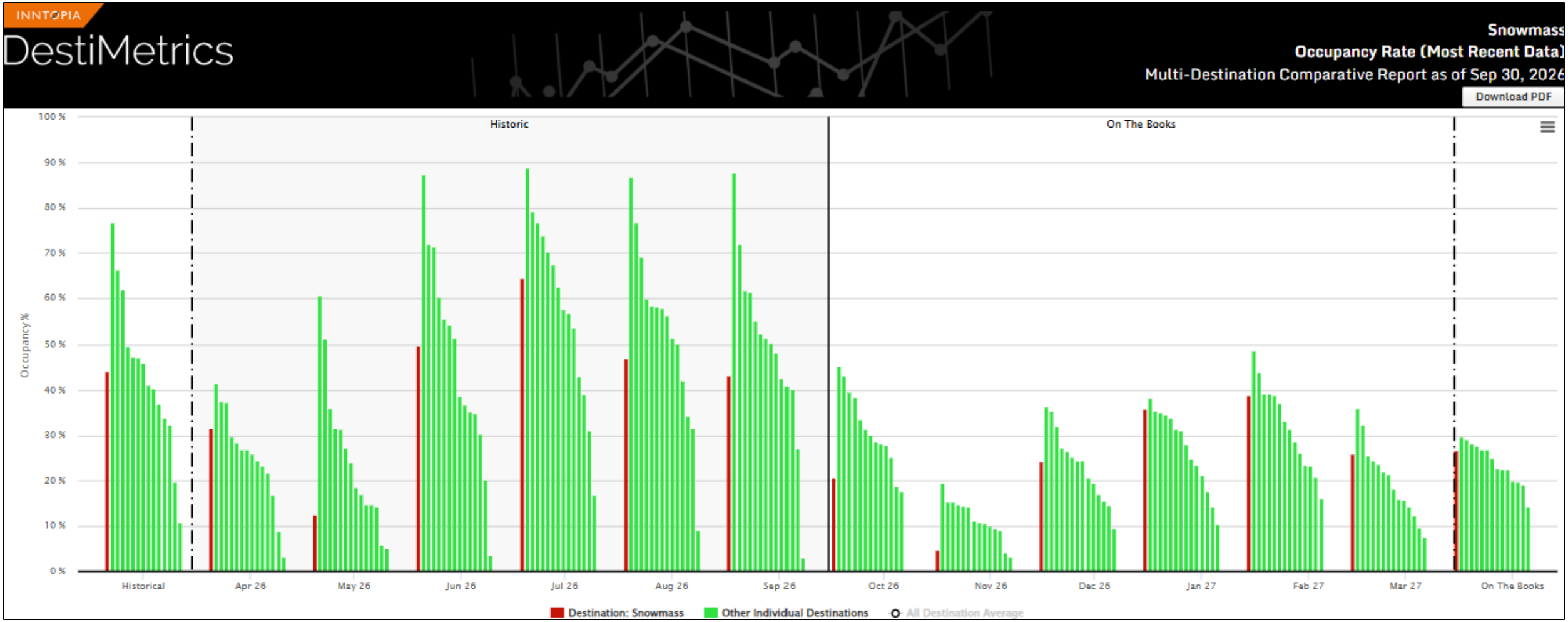
DestiMetrics – Occupancy On The Books by Day



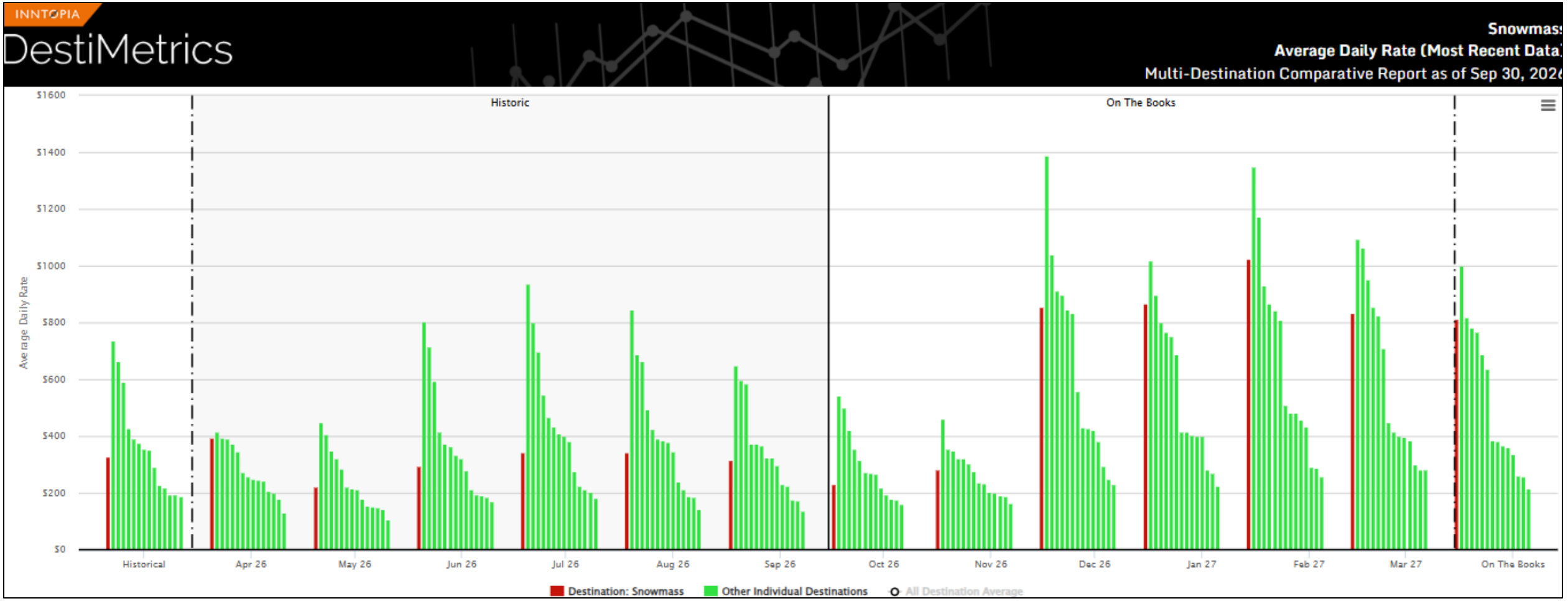
DestiMetrics – Occupancy On The Books by Week



DestiMetrics – Competitive Set Occupancy



DestiMetrics – Competitive Set ADR

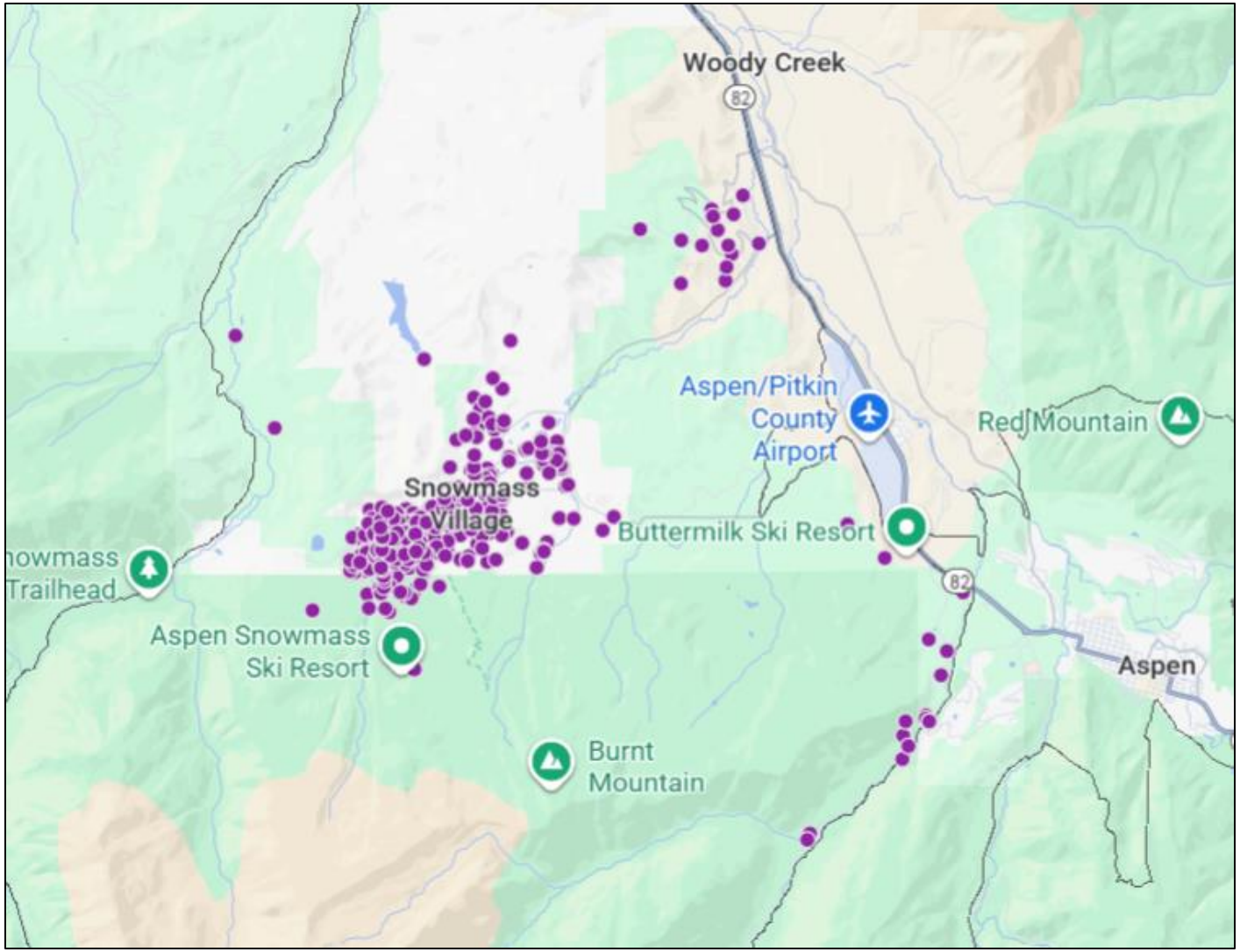




Airbnb & Vrbo Short Term Rental Data

SNOWMASS
COLORADO

Snowmass Village's AirDNA Geographical Boundary



Source: AirDNA

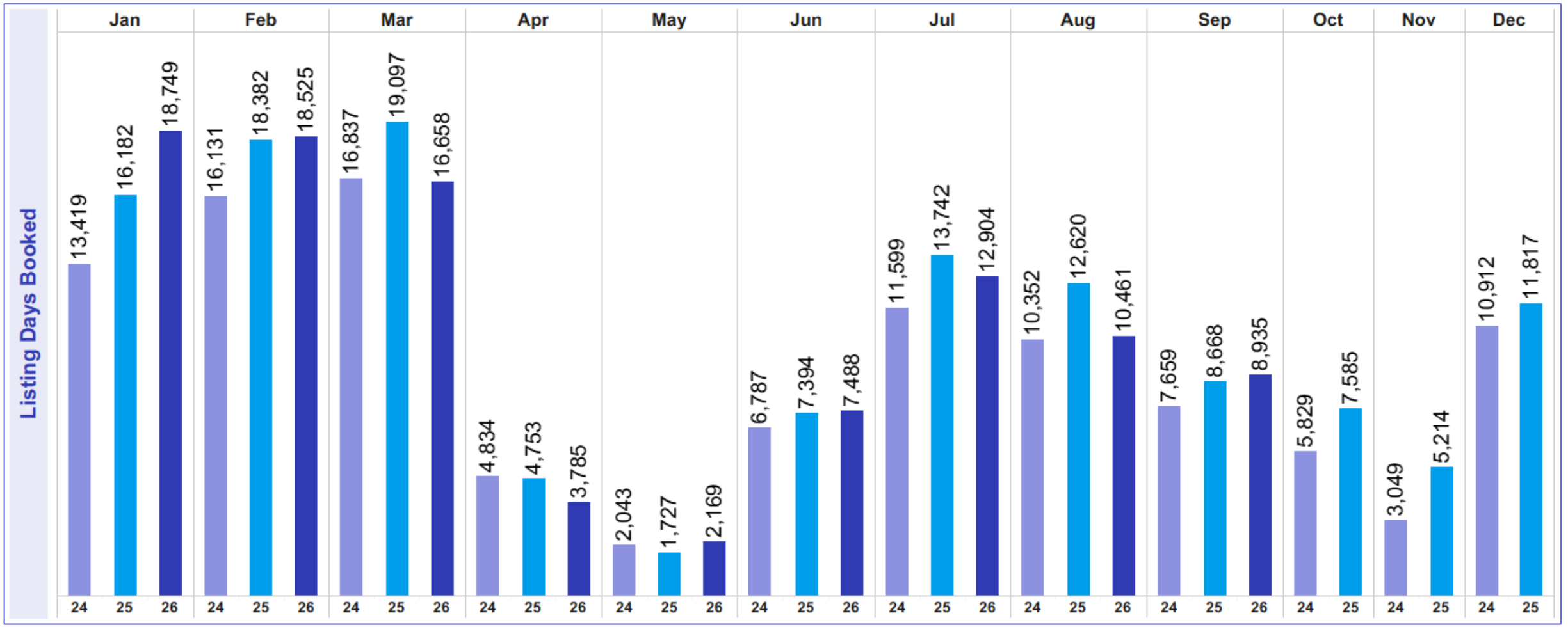
Snowmass Village Monthly Short-Term Rental Performance

September 2026

Source: AirDNA, 'Entire Place' Listings Only

SNOWMASS COLORADO

	Occupancy	ADR	RevPAR	Active Listings	Listing Days Booked	Revenue
Sep '26	44.6%	$484.16	$215.80	866	8,935	$4,325,970
YOY	12.9%	-4.8%	7.4%	-6.3%	3.1%	-1.9%



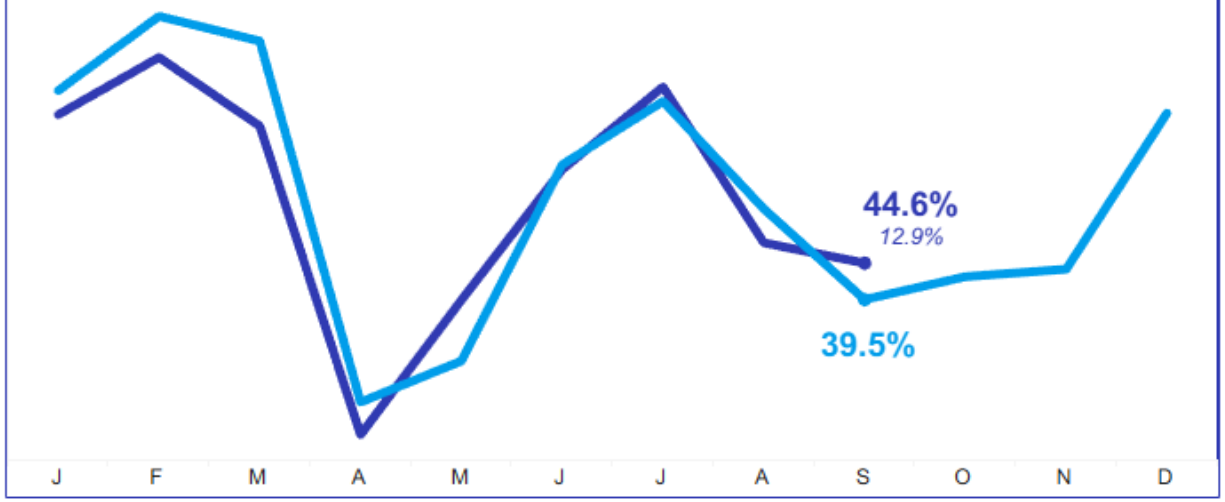
Snowmass Village Monthly Short-Term Rental Performance

September 2026

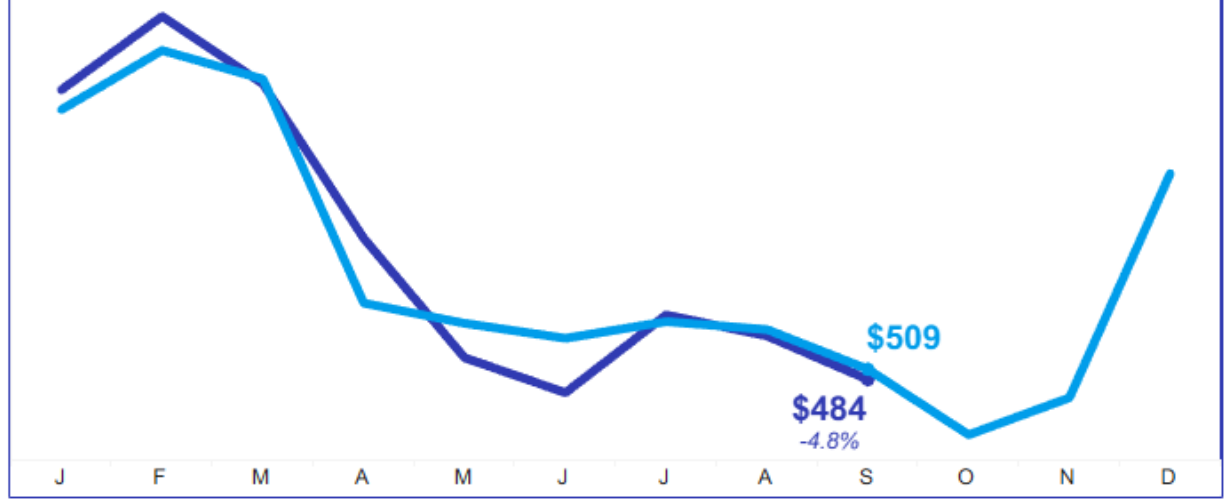
Source: AirDNA, 'Entire Place' Listings Only

SNOWMASS COLORADO

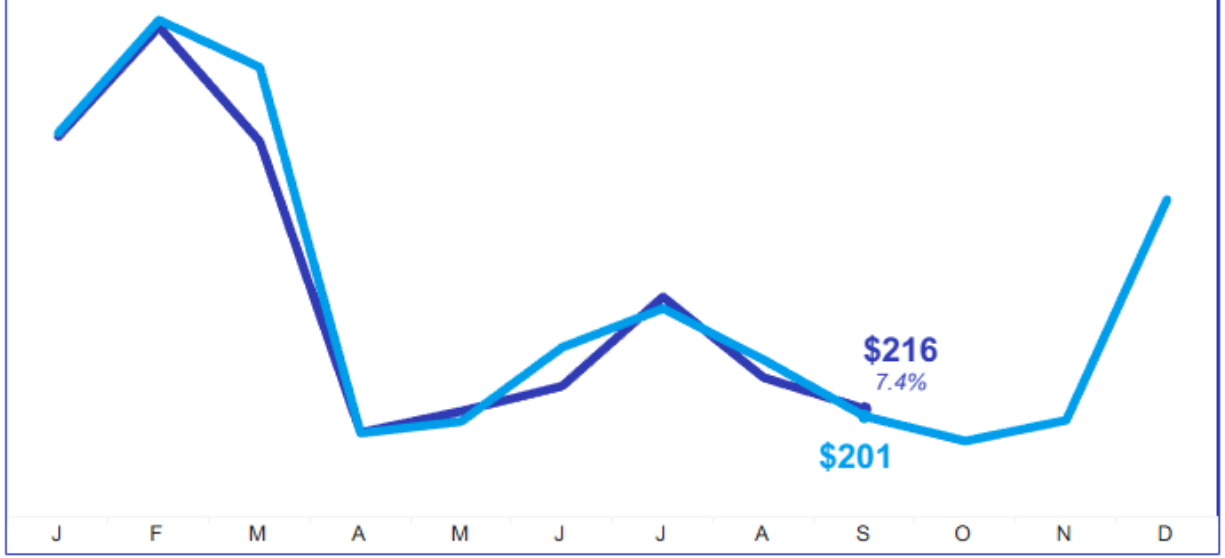
Occupancy



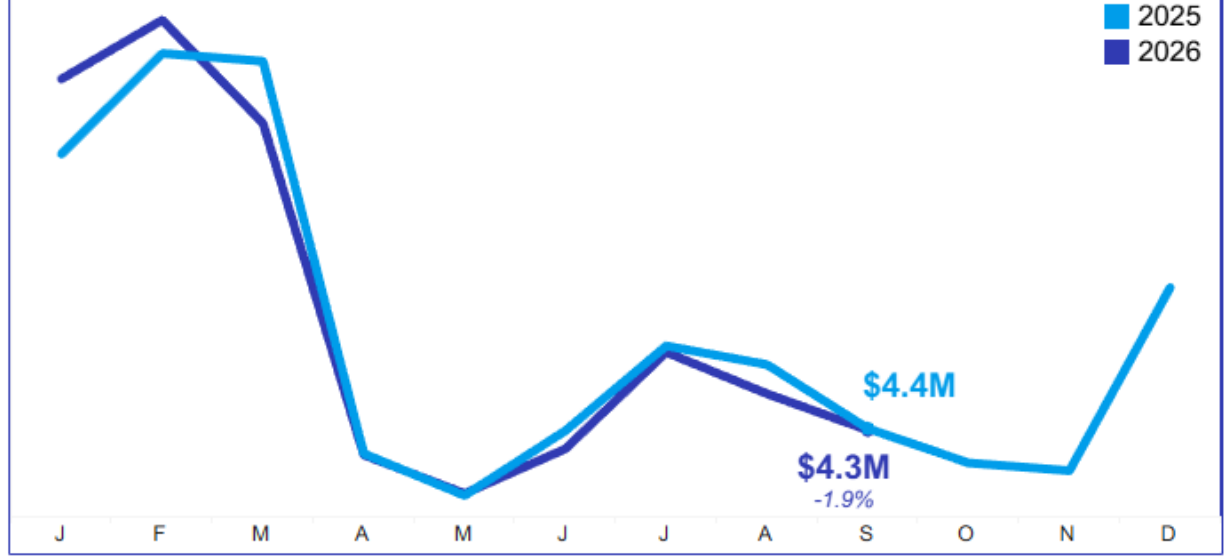
Average Daily Rate



Revenue Per Available Room



Revenue



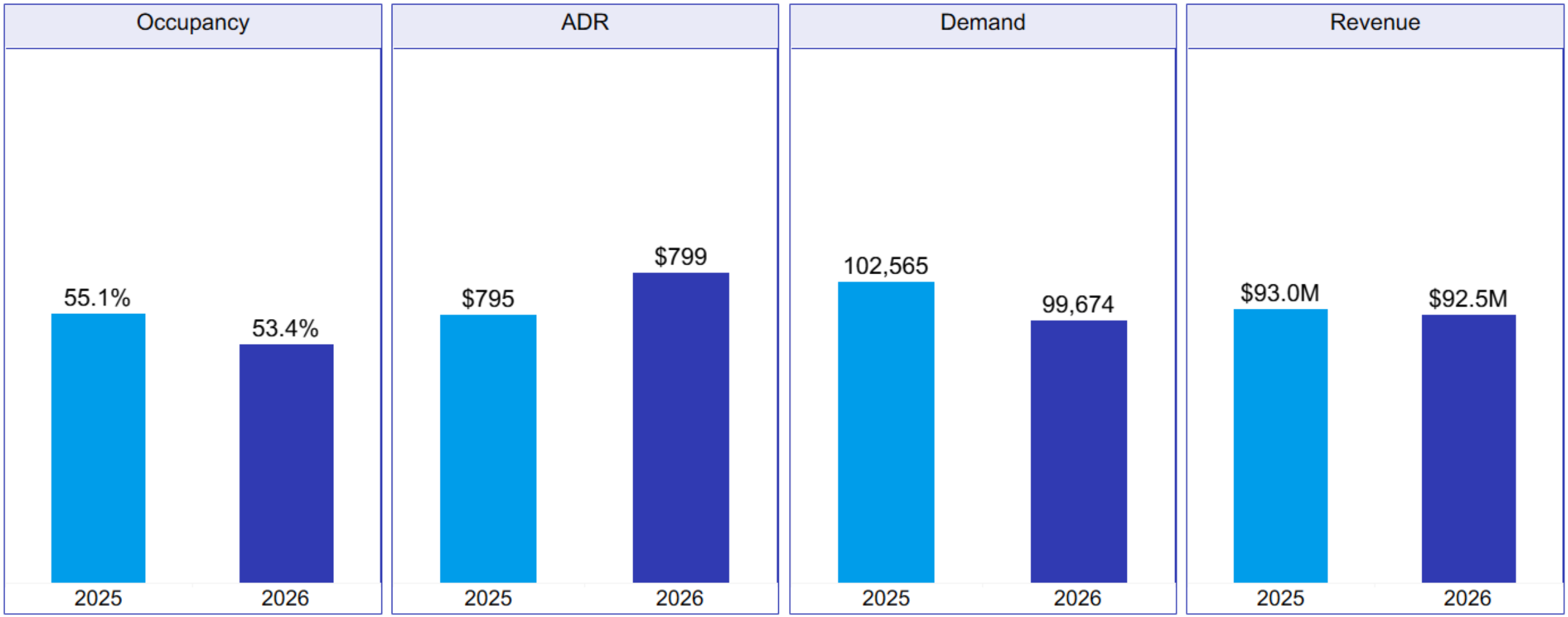
Snowmass Village Monthly Short-Term Rental Performance

Calendar YTD Through September 2026

Source: AirDNA, 'Entire Place' Listings Only

SNOWMASS COLORADO

	Occupancy	ADR	RevPAR	Avg. Active Listings	Listing Days Booked	Revenue
CYTD '26	53.4%	$799.00	$451.45	871	99,674	$92,539,258
YOY	-3.1%	0.5%	-5.2%	0.4%	-2.8%	-0.4%




Group Sales
SNOWMASS
COLORADO

Snowmass Village Monthly Sales Activity Report

Events Booked in September 2026

Source: IDSS

SNOWMASS COLORADO

	Booked Events	Total Attendance	Contracted Rooms	Pickup Rooms
Sep '26	11	692	1,170	48
YOY	2	225	-211	-1,567

	Booked Events	Total Attendance	Contracted Rooms	Pickup Rooms
YTD '26	159	7,403	14,110	8,244
YOY	47	3,676	7,086	-1,650

Booked 'Definite' Events

Event ID	Definite Date	Event Status	Event Name	New or Repeat	Arrival Date	End Date	Total Attendance	Contract Rms
88537	September 9, 2026	Definite	Burton Fall Summit 2026 - Aspen Snowmass	New	October 5, 2026	October 10, 2026	99	495
88776	September 9, 2026	Definite	American Institute of Architects/ Craig Cook Jan 2027 group	New	January 21, 2027	January 24, 2027	24	36
88775	September 9, 2026	Definite	House RX Offsite Meeting Sept 2026	New	September 14, 2026	September 17, 2026	15	41
88804	September 17, 2026	Definite	Daltile Team Meeting Oct 2026	New	October 26, 2026	October 29, 2026	16	48
88839	September 21, 2026	Definite	2027 Mountain View Staging Staff Rooms	New	June 19, 2027	July 2, 2027	50	442
88582	September 30, 2026	Definite	ACG 2027 Dealmaking at Altitude Summit	New	August 25, 2027	August 28, 2027	100	108
Grand Total								**1,170**

Booked 'Definite Non Contract' Events

Event ID	Definite Date	Event Status	Event Name	New or Repeat	Arrival Date	End Date	Total Attendance
88308	September 4, 2026	Definite Non-Contract	Austin Coleman Wedding with LA VIE ADEUX	New	June 4, 2027	June 6, 2027	120
88340	September 15, 2026	Definite Non-Contract	Jenny Banner and Tucker Hawkins Wedding at Viceroy 2027	New	October 1, 2027	October 3, 2027	50
88608	September 18, 2026	Definite Non-Contract	Rachel Riley + Brandon Wedding 2027	New	July 16, 2027	July 18, 2027	100
88734	September 18, 2026	Definite Non Contract	2026 Emergency Management Class	New	October 13, 2026	October 16, 2026	18
88545	September 29, 2026	Definite Non-Contract	Restoration Hardware "RH" Aspen Opening 2026	New	December 4, 2026	December 25, 2026	100
Grand Total							**388**

Snowmass Village Sales Production Pace Report

September 2026

Source: IDSS, 'Definite' Status Only

SNOWMASS COLORADO

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
2026	Booked Events	5	8	17	8	4	10	3	6	6				**67**
	Total Attendance	330	596	1,184	426	630	414	155	335	304				**4,374**
	Contracted Rooms	1,345	1,931	4,289	1,150	1,353	1,993	333	546	1,170				**14,110**
	Pickup Rooms	857	206	929	616	0	866	213	108	48				**3,843**
2025	Booked Events	1	8	9	4		4	6	1	9	3	1	5	**51**
	Total Attendance	20	465	800	421		104	185	30	467	200	100	250	**3,042**
	Contracted Rooms	37	1,283	2,539	732		400	598	54	1,381	590	170	699	**8,483**
	Pickup Rooms	30	576	686	458		28	557	45	1,615	443	174	227	**4,839**
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	Aug	Sep	Grand Total
Booked Events YOY	4	0	8	4	4	6	-3	5	-3	**16**
Total Attendance YOY	310	131	384	5	630	310	-30	305	-163	**1,332**
Contracted Rooms YOY	1,308	648	1,750	418	1,353	1,593	-265	492	-211	**5,627**
Pickup Rooms YOY	827	-370	243	158	0	838	-344	63	-1,567	**-996**

Change from 2019

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Grand Total
Booked Events YOY	3	3	15	5	2	-1	1	5	-12	**-14**
Total Attendance YOY	290	-46	814	-610	-20	-626	-745	255	-1,454	**-3,166**
Contracted Rooms YOY	1,211	589	3,539	-3,234	1,329	356	-3,035	364	-2,723	**-4,593**
Pickup Rooms YOY	857	-326	929	616	0	814	-3,344	108	-532	**-3,052**

Snowmass Village Sales Production Pace Report

September 2026

Source: IDSS, 'Definite Non Contract' Status Only

SNOWMASS COLORADO

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
2026	Booked Events	18	25	15	4		10	13	2	5				**92**
	Total Attendance	225	965	20	598		255	368	210	388				**3,029**
	Pickup Rooms	1,362	1,348	1,390	88		106	36	71	0				**4,401**
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**
	Pickup Rooms	2,677	1,054	1,091	303	38	681		55		616	766	224	**7,505**
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**
	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**
	Pickup Rooms											47		**47**

Change from 2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Grand Total
Booked Events YOY	-12	10	-2	2	-2	7	13	1	5	**22**
Total Attendance YOY	-90	815	-550	598	-60	215	368	110	388	**1,794**
Pickup Rooms YOY	-1,315	294	299	-215	-38	-575	36	16	0	**-1,498**

Change from 2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Grand Total
Booked Events	18	25	15	4		10	13	2	5	**92**
Total Attendance	225	965	20	598		255	368	210	388	**3,029**
Pickup Rooms	1,362	1,348	1,390	88		106	36	71	0	**4,401**

Snowmass Village Monthly Sales Activity Report

Events Arrived in September 2026

Source: IDSS

SNOWMASS COLORADO

	Booked Events	Total Attendance	Contracted Rooms	Pickup Rooms
Sep '26	16	1,481	1,525	164
YOY	3	386	283	-1,288

	Booked Events	Total Attendance	Contracted Rooms	Pickup Rooms
YTD '26	145	9,936	18,139	11,199
YOY	3	607	-1,777	-16,982

Arrived 'Definite' Events

Event ID	Definite Date	Event Status	Event Name	New or Repeat	Arrival Date	End Date	Total Attendance	Contract Rms
86401	August 3, 2026	Definite	Retreats Resources Aspen Snowmass September 2026 event	New	September 2, 2026	September 3, 2026	100	44
88188	June 24, 2026	Definite	Rising Star Travel September Group	New	September 3, 2026	September 6, 2026	30	62
86492	February 20, 2026	Definite	2026 Bacardi Summit	New	September 8, 2026	September 11, 2026	70	210
88775	September 9, 2026	Definite	House RX Offsite Meeting Sept 2026	New	September 14, 2026	September 17, 2026	15	41
86225	February 23, 2026	Definite	SeneGence Royalty Leadership Training Event 2026	New	September 15, 2026	September 20, 2026	30	100
82215	June 16, 2024	Definite	2026 Car Rally	New	September 16, 2026	September 18, 2026	300	400
86288	March 17, 2026	Definite	Maddie and Patrick Wedding 2026	New	September 17, 2026	September 19, 2026	50	60
83090	April 21, 2025	Definite	2026 Annual Convention	New	September 23, 2026	September 27, 2026	200	323
86128	May 12, 2026	Definite	Sente Summer Meeting 2026	Repeat	September 27, 2026	October 1, 2026	20	57
87581	May 5, 2026	Definite	World Insurance +8 Meeting 2026	New	September 27, 2026	October 1, 2026	10	36
86820	March 30, 2026	Definite	4th Annual CMTC Conference	New	September 29, 2026	October 2, 2026	100	115
87056	February 19, 2026	Definite	Society of Women Trial Lawyers Oct 2026 meeting	New	September 30, 2026	October 3, 2026	26	77
Grand Total								**1,525**

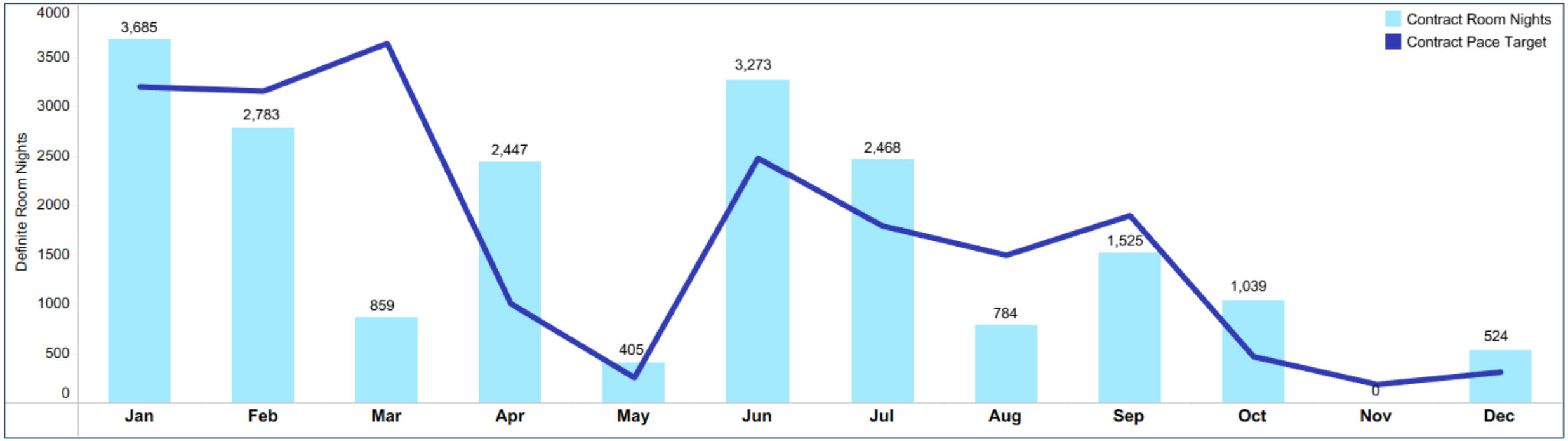
Arrived 'Definite Non Contract' Events

Event ID	Definite Date	Event Status	Event Name	New or Repeat	Arrival Date	End Date	Total Attendance	Pickup Rms
86632	February 11, 2026	Definite Non Contract	Dordelman-Monse Wedding 2026	New	September 10, 2026	September 12, 2026	180	0
87582	April 29, 2026	Definite Non Contract	Sydney and Chad Wedding 2026 by Aesthetic Event Planning	New	September 11, 2026	September 14, 2026	70	0
88309	August 3, 2026	Definite Non-Contract	Audrey Bolte and Dusty Wedding 2026 with Wendy Blakeslee	New	September 11, 2026	September 13, 2026	150	71
86023	October 6, 2025	Definite Non Contract	Morgan and Ben 2026	New	September 25, 2026	September 27, 2026	130	0
Grand Total								**71**

Snowmass Village Sales Pace Report

Demand for 2026

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



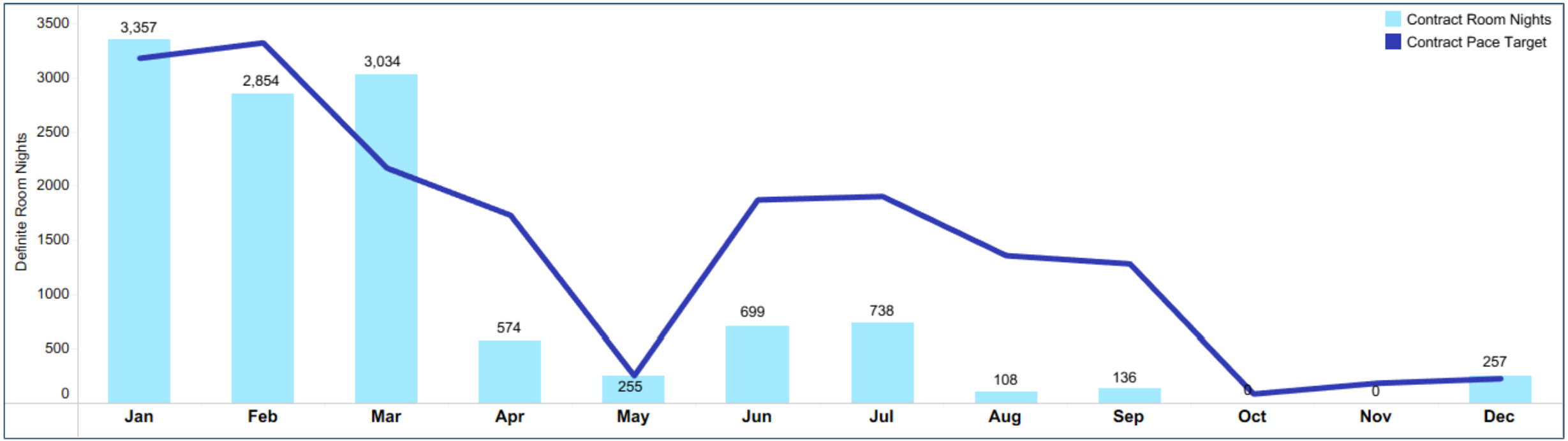
Consumption

	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	2,468	784	1,525	1,039	0	524	19,792
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	675	-713	-374	571	-186	213	-116
Contract Pace Percentage	114.9%	88.0%	23.6%	243.2%	158.8%	132.0%	137.6%	52.4%	80.3%	222.0%	0.0%	168.5%	99.4%

Snowmass Village Sales Pace Report

Demand for 2027

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



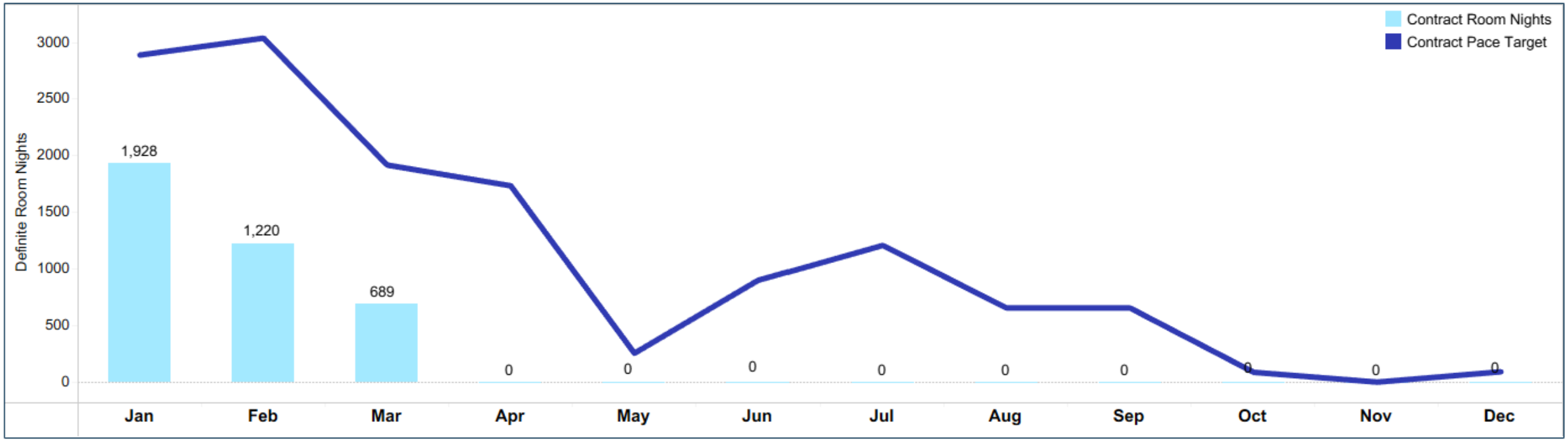
Consumption

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Grand Total
Contract Room Nights	3,357	2,854	3,034	574	255	699	738	108	136	0	0	257	12,012
Contract Pace Target	3,186	3,329	2,169	1,731	255	1,874	1,906	1,358	1,282	87	186	228	17,589
Contract RN Variance	171	-475	865	-1,157	0	-1,175	-1,168	-1,250	-1,146	-87	-186	29	-5,577
Contract Pace Percentage	105.4%	85.7%	139.9%	33.2%	100.0%	37.3%	38.7%	8.0%	10.6%	0.0%	0.0%	112.7%	68.3%

Snowmass Village Sales Pace Report

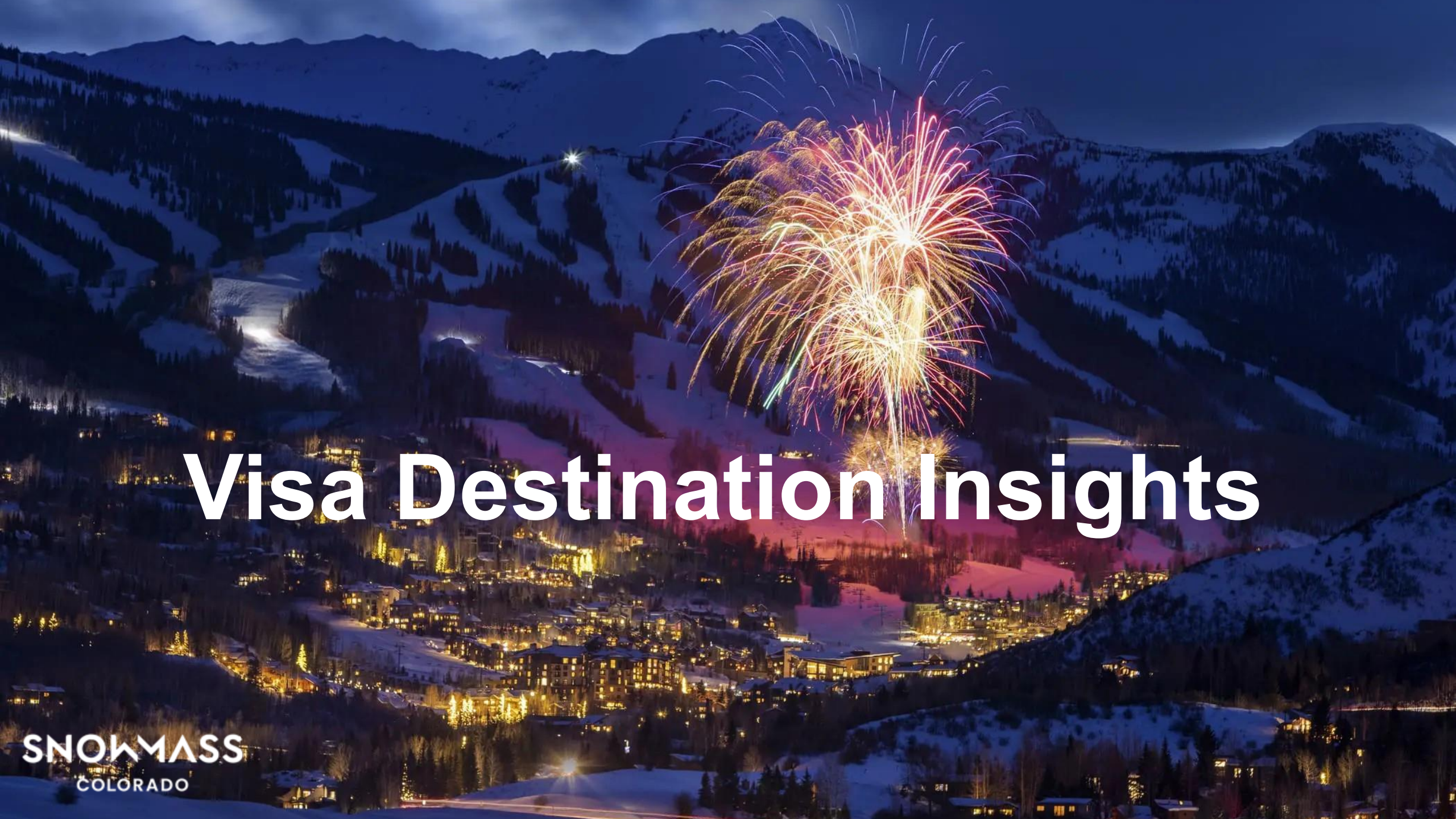
Demand for 2028

Source: IDSS, Definite status only, as of September 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	2,890	3,040	1,918	1,735	255	900	1,208	655	655	87	0	92	13,434
Contract RN Variance	-962	-1,820	-1,229	-1,735	-255	-900	-1,208	-655	-655	-87	0	-92	-9,597
Contract Pace Percentage	66.7%	40.1%	35.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	28.6%


Visa Destination Insights
SNOWMASS
COLORADO

Monthly Domestic Visitor Spending

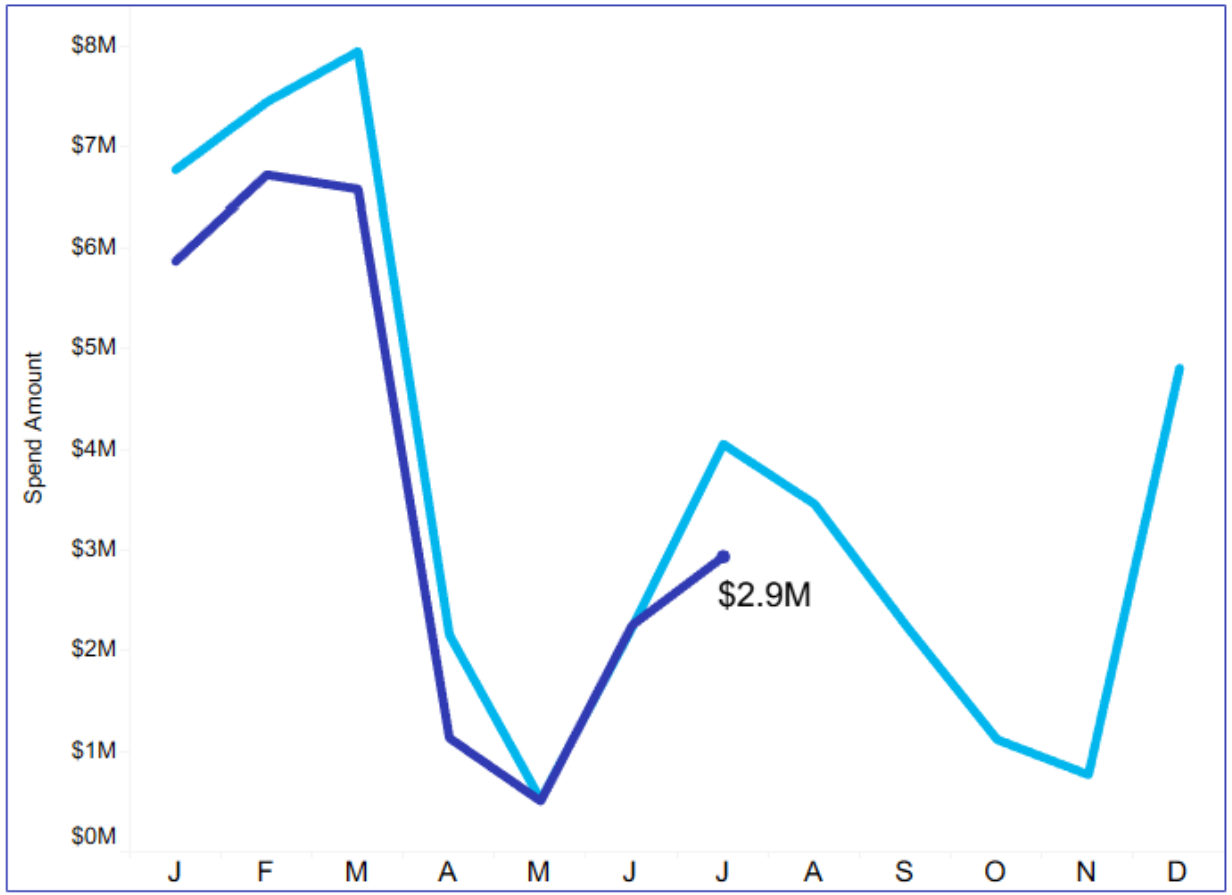
July 2026

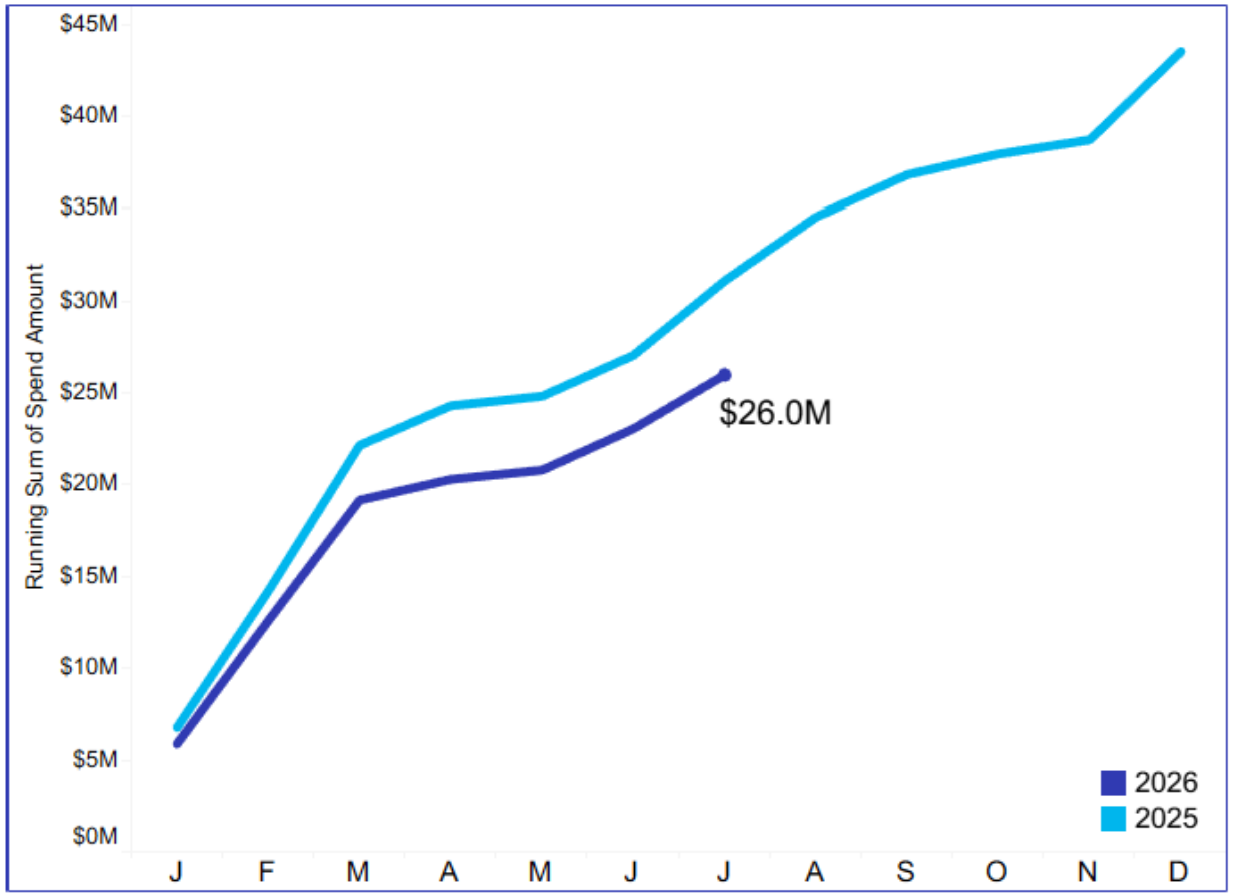
Source: Visa Destination Insights, in-market spending from domestic visitors only.

SNOWMASS COLORADO

July 2026	
Spend Amount	**Card Count**
$2,935,915	14,923
-27.6%	-42.4%

Calendar YTD	
Spend Amount	**Card Count**
$25,985,036	141,187
-16.5%	-25.4%





Monthly Domestic Visitor Spending

July 2026

Source: Visa Destination Insights, in-market spending from domestic visitors only.

SNOWMASS COLORADO

July 2026

	Spend Amount	Spend YoY %	Card Count	Card Count YoY %
Denver-Aurora-Lakewood, CO	$351,437	-10.3%	2,381	-13.5%
Houston-The Woodlands-Sugar Land, TX	$231,179	5.2%	822	-19.8%
Dallas-Fort Worth-Arlington, TX	$158,335	-18.7%	779	-23.3%
Miami-Fort Lauderdale-Pompano Beach, FL	$157,231	-15.2%	665	-13.6%
New York-Newark-Jersey City, NY-NJ-PA	$120,266	-15.3%	676	-27.2%
Chicago-Naperville-Elgin, IL-IN-WI	$119,572	11.6%	501	-12.1%
Edwards, CO	$115,938	4.3%	1,099	-8.4%
Los Angeles-Long Beach-Anaheim, CA	$107,358	-24.1%	595	-27.2%
Austin-Round Rock-Georgetown, TX	$79,059	-21.9%	404	-26.9%
San Francisco-Oakland-Berkeley, CA	$70,136	49.3%	306	-9.7%
Boulder, CO	$69,155	-12.0%	444	-15.1%
Washington-Arlington-Alexandria, DC-VA-MD-WV	$48,841	-27.7%	279	-27.9%
Phoenix-Mesa-Chandler, AZ	$40,753	7.5%	252	-10.6%
Orlando-Kissimmee-Sanford, FL	$40,485	24.2%	128	-9.2%
Colorado Springs, CO	$40,467	7.6%	302	-1.0%

Calendar YTD

	Spend Amount	Spend YoY %	Card Count	Card Count YoY %
Glenwood Springs, CO	$4,428,287	-27.4%	40,209	-30.0%
Denver-Aurora-Lakewood, CO	$1,639,369	-18.6%	12,945	-23.9%
New York-Newark-Jersey City, NY-NJ-PA	$1,591,494	-16.9%	7,393	-27.8%
Chicago-Naperville-Elgin, IL-IN-WI	$1,225,756	-1.2%	4,762	-16.8%
Miami-Fort Lauderdale-Pompano Beach, FL	$1,191,570	-18.4%	4,402	-18.6%
Los Angeles-Long Beach-Anaheim, CA	$1,122,799	-11.4%	5,363	-24.6%
Houston-The Woodlands-Sugar Land, TX	$918,580	-10.7%	3,176	-23.4%
Edwards, CO	$794,603	-19.1%	7,964	-20.9%
Dallas-Fort Worth-Arlington, TX	$741,691	-4.6%	3,177	-21.2%
San Francisco-Oakland-Berkeley, CA	$540,396	-9.6%	2,554	-25.2%
Washington-Arlington-Alexandria, DC-VA-MD-WV	$502,412	-17.6%	2,045	-28.2%
Austin-Round Rock-Georgetown, TX	$469,818	-6.4%	2,062	-21.0%
Boulder, CO	$368,401	-25.5%	2,918	-30.6%
Atlanta-Sandy Springs-Alpharetta, GA	$325,919	-5.8%	1,263	-21.0%
San Diego-Chula Vista-Carlsbad, CA	$320,861	-18.2%	1,648	-18.5%

Monthly Domestic Visitor Spending

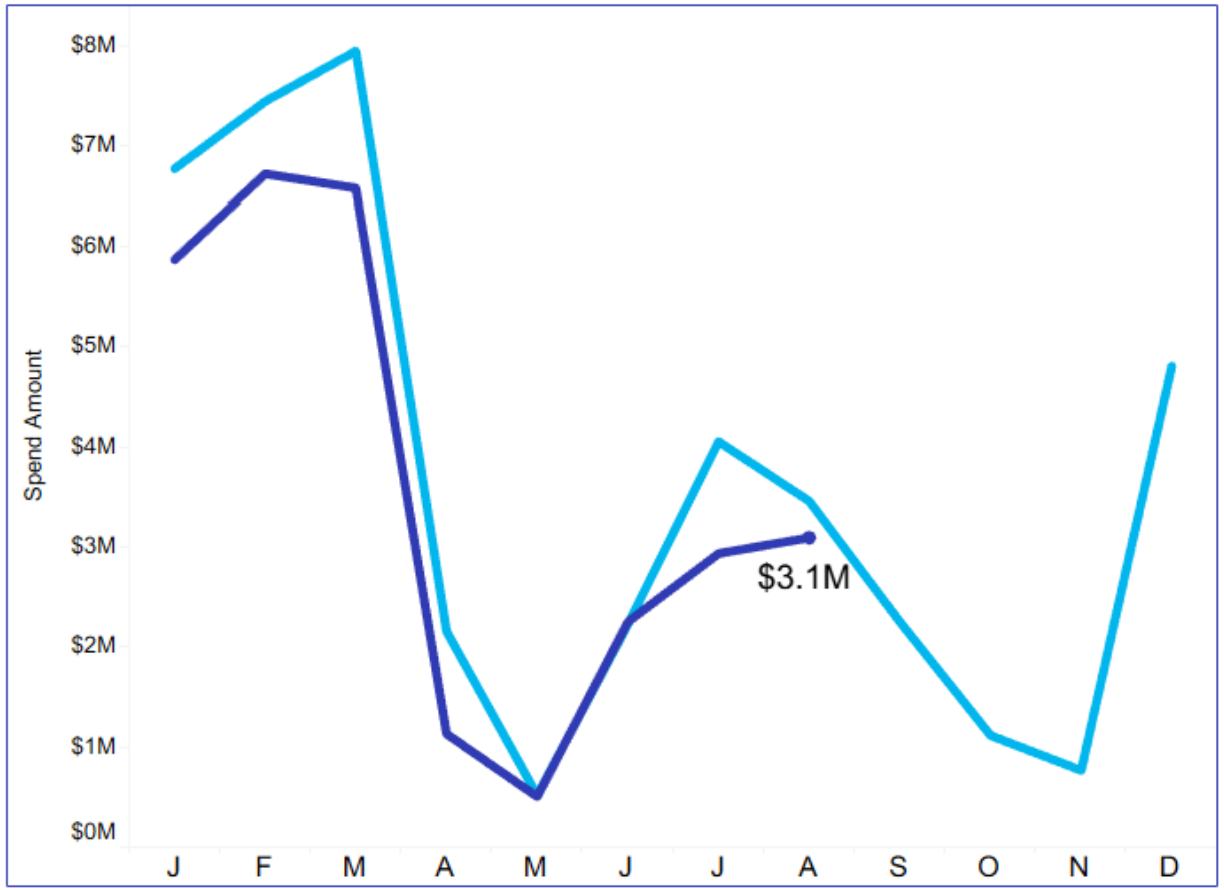
August 2026

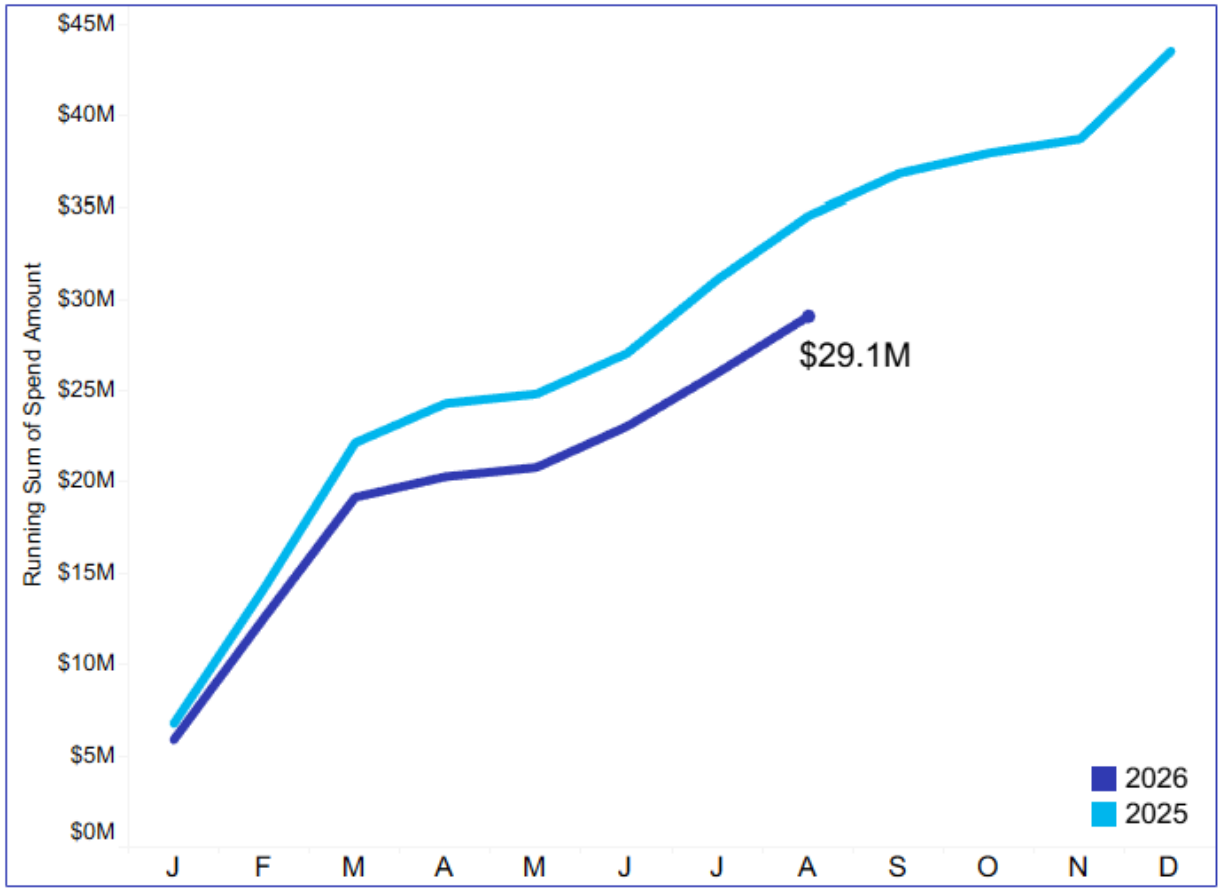
Source: Visa Destination Insights, in-market spending from domestic visitors only.

SNOWMASS COLORADO

August 2026	
Spend Amount	**Card Count**
$3,093,497	19,181
-10.6%	-14.4%

Calendar YTD	
Spend Amount	**Card Count**
$29,078,534	160,368
-15.9%	-24.2%





Monthly Domestic Visitor Spending

August 2026

Source: Visa Destination Insights, in-market spending from domestic visitors only.

SNOWMASS COLORADO

August 2026

	Spend Amount	Spend YoY %	Card Count	Card Count YoY %
Glenwood Springs, CO	$715,031	-8.4%	6,284	-5.7%
Denver-Aurora-Lakewood, CO	$290,502	-34.3%	2,226	-34.5%
New York-Newark-Jersey City, NY-NJ-PA	$150,947	2.3%	741	-12.3%
Houston-The Woodlands-Sugar Land, TX	$124,092	-14.1%	498	-12.5%
Dallas-Fort Worth-Arlington, TX	$121,080	-2.2%	615	-6.5%
Miami-Fort Lauderdale-Pompano Beach, FL	$119,069	-5.8%	502	-7.2%
Edwards, CO	$113,570	3.8%	1,042	-3.5%
Los Angeles-Long Beach-Anaheim, CA	$101,145	-7.5%	563	-10.1%
Chicago-Naperville-Elgin, IL-IN-WI	$99,789	-17.3%	452	-20.7%
Austin-Round Rock-Georgetown, TX	$60,711	-10.9%	336	-4.8%
San Francisco-Oakland-Berkeley, CA	$54,339	18.2%	247	-9.2%
Washington-Arlington-Alexandria, DC-VA-MD-WV	$51,675	-9.2%	261	-12.4%
Boulder, CO	$45,894	-15.1%	317	-27.1%
Tampa-St. Petersburg-Clearwater, FL	$34,878	43.2%	110	10.0%
Phoenix-Mesa-Chandler, AZ	$30,900	0.5%	178	-20.2%

Calendar YTD

	Spend Amount	Spend YoY %	Card Count	Card Count YoY %
Glenwood Springs, CO	$5,143,318	-25.3%	46,493	-27.5%
Denver-Aurora-Lakewood, CO	$1,929,871	-21.4%	15,171	-25.7%
New York-Newark-Jersey City, NY-NJ-PA	$1,742,441	-15.5%	8,134	-26.6%
Chicago-Naperville-Elgin, IL-IN-WI	$1,325,545	-2.6%	5,214	-17.1%
Miami-Fort Lauderdale-Pompano Beach, FL	$1,310,639	-17.4%	4,904	-17.6%
Los Angeles-Long Beach-Anaheim, CA	$1,223,944	-11.0%	5,926	-23.4%
Houston-The Woodlands-Sugar Land, TX	$1,042,672	-11.1%	3,674	-22.1%
Edwards, CO	$908,173	-16.8%	9,006	-19.2%
Dallas-Fort Worth-Arlington, TX	$862,771	-4.3%	3,792	-19.1%
San Francisco-Oakland-Berkeley, CA	$594,735	-7.6%	2,801	-24.0%
Washington-Arlington-Alexandria, DC-VA-MD-WV	$554,087	-16.9%	2,306	-26.7%
Austin-Round Rock-Georgetown, TX	$530,529	-7.0%	2,398	-19.0%
Boulder, CO	$414,295	-24.5%	3,235	-30.3%
Tampa-St. Petersburg-Clearwater, FL	$354,444	19.7%	1,006	-13.9%
Atlanta-Sandy Springs-Alpharetta, GA	$345,655	-4.5%	1,384	-19.0%

Monthly Domestic Visitor Spending

September 2026

Source: Visa Destination Insights, in-market spending from domestic visitors only.

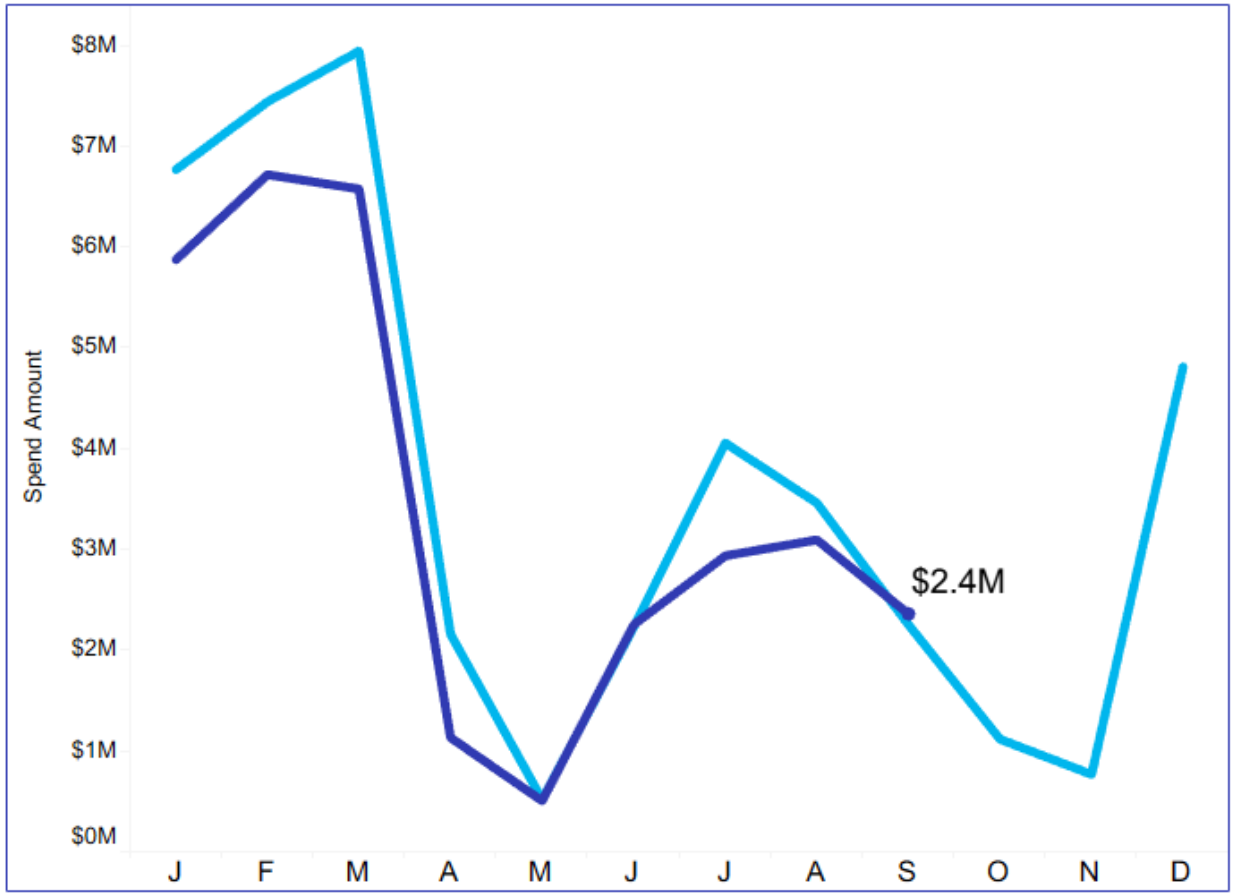
SNOWMASS COLORADO

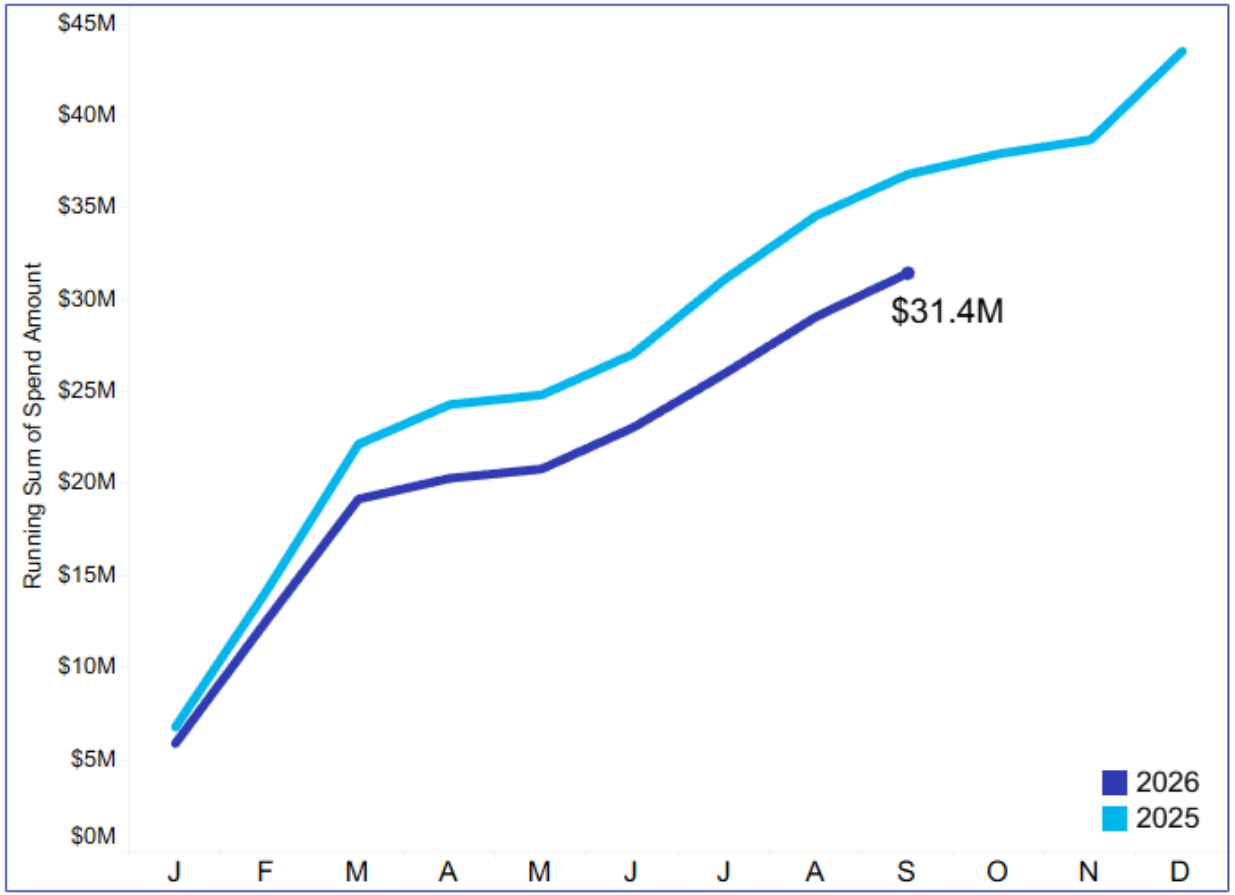
August 2026

Spend Amount	Card Count
$2,359,066	16,459
4.8%	1.7%

Calendar YTD

Spend Amount	Card Count
$31,437,599	176,827
-14.6%	-22.4%





Monthly Domestic Visitor Spending

September 2026

Source: Visa Destination Insights, in-market spending from domestic visitors only.

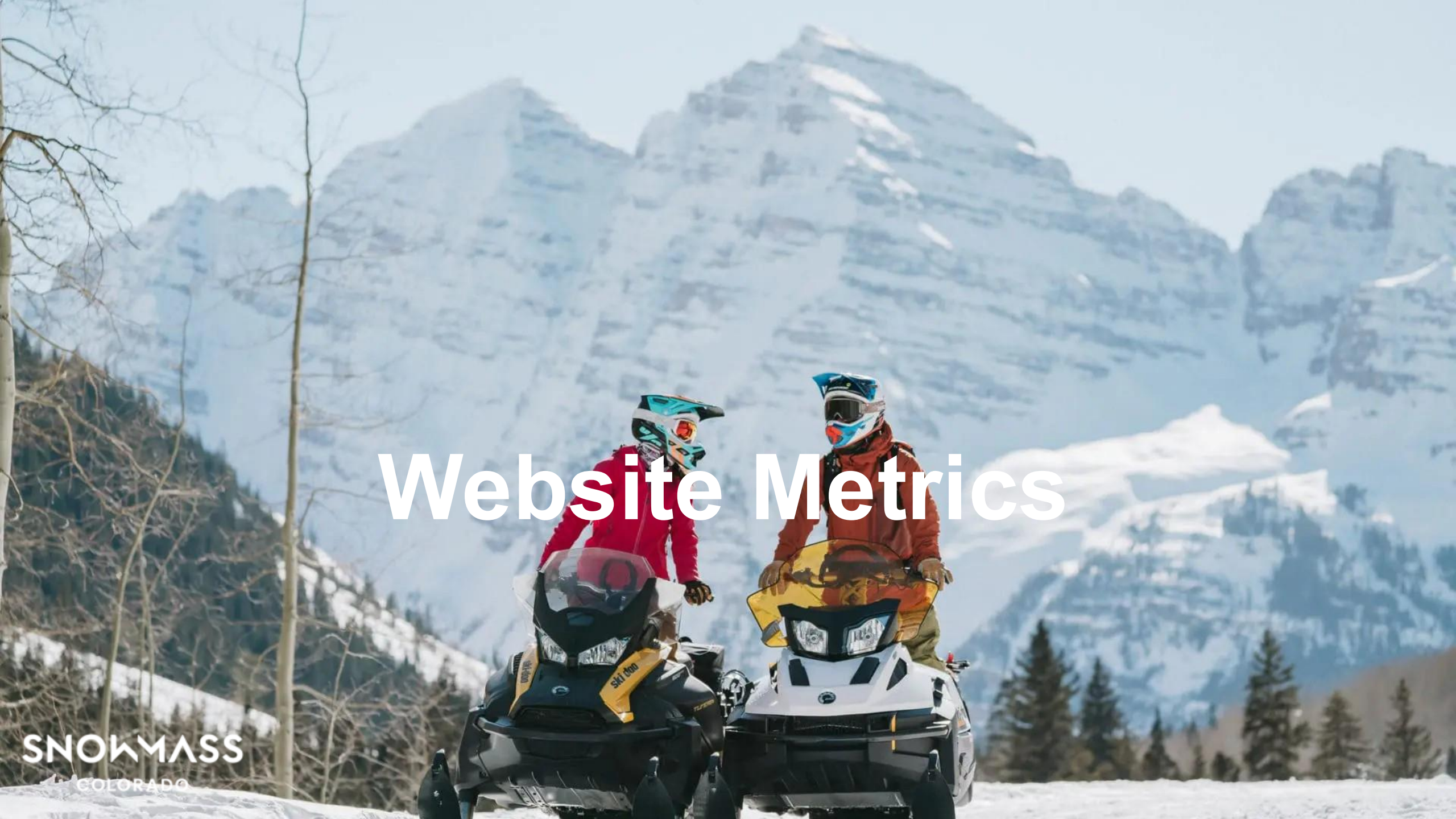
SNOWMASS COLORADO

September 2026

	Spend Amount	Spend YoY %	Card Count	Card Count YoY %
Glenwood Springs, CO	$582,331	2.1%	5,940	4.1%
Denver-Aurora-Lakewood, CO	$365,877	19.5%	2,495	-0.6%
Edwards, CO	$133,900	31.4%	1,014	10.0%
Dallas-Fort Worth-Arlington, TX	$66,719	17.8%	429	26.5%
Los Angeles-Long Beach-Anaheim, CA	$61,530	50.4%	387	34.8%
Chicago-Naperville-Elgin, IL-IN-WI	$61,215	-6.3%	364	2.0%
New York-Newark-Jersey City, NY-NJ-PA	$57,859	-15.7%	343	-11.6%
Boulder, CO	$45,623	-2.2%	373	-5.8%
Colorado Springs, CO	$43,793	-16.1%	331	-16.0%
Miami-Fort Lauderdale-Pompano Beach, FL	$42,016	7.8%	210	-1.4%
Houston-The Woodlands-Sugar Land, TX	$40,629	-18.4%	241	-17.5%
Austin-Round Rock-Georgetown, TX	$31,634	2.7%	187	-3.1%
San Francisco-Oakland-Berkeley, CA	$31,488	-15.4%	170	-6.1%
Grand Junction, CO	$25,895	25.3%	208	-2.8%
San Diego-Chula Vista-Carlsbad, CA	$19,400	30.0%	129	51.8%

Calendar YTD

	Spend Amount	Spend YoY %	Card Count	Card Count YoY %
Glenwood Springs, CO	$5,725,649	-23.2%	52,433	-24.9%
Denver-Aurora-Lakewood, CO	$2,295,749	-16.9%	17,666	-22.9%
New York-Newark-Jersey City, NY-NJ-PA	$1,800,301	-15.5%	8,477	-26.1%
Chicago-Naperville-Elgin, IL-IN-WI	$1,386,759	-2.8%	5,578	-16.1%
Miami-Fort Lauderdale-Pompano Beach, FL	$1,352,655	-16.8%	5,114	-17.0%
Los Angeles-Long Beach-Anaheim, CA	$1,285,474	-9.3%	6,313	-21.4%
Houston-The Woodlands-Sugar Land, TX	$1,083,301	-11.4%	3,915	-21.8%
Edwards, CO	$1,042,072	-12.7%	10,020	-16.9%
Dallas-Fort Worth-Arlington, TX	$929,490	-3.0%	4,221	-16.1%
San Francisco-Oakland-Berkeley, CA	$626,224	-8.1%	2,971	-23.2%
Washington-Arlington-Alexandria, DC-VA-MD-WV	$568,775	-17.7%	2,417	-27.1%
Austin-Round Rock-Georgetown, TX	$562,163	-6.5%	2,585	-18.1%
Boulder, CO	$459,918	-22.8%	3,608	-28.3%
Tampa-St. Petersburg-Clearwater, FL	$366,769	19.6%	1,068	-14.1%
Atlanta-Sandy Springs-Alpharetta, GA	$363,806	-3.9%	1,505	-17.6%



Website Metrics

SNOWMASS
COLORADO

Top Pages – September 2026

Rank	Page Path and Screen Class	Views	Active Users	Event Count
1	/	28,081	24,256	90,380
2	/winter/	11,859	11,061	36,874
3	/specials/winter-flash-sale/	11,084	9,505	33,841
4	/event/snowmass-balloon-festival/	9,626	6,456	30,247
5	/specials/	7,704	7,111	22,874
6	/event/snowmass-oktoberfest/	5,571	4,470	17,574
7	/groups-meetings/	4,634	2,872	12,292
8	/events/	4,604	3,233	14,462
9	/snowmass-lodging/	2,346	1,410	6,902
10	/science/	2,251	1,550	7,536

Source: GA4



Top Cities – January-September 2026

Rank	City	Sessions	Event Counts
1	Denver, CO	58,326	247,052
2	New York, NY	42,175	156,622
3	Los Angeles, CA	32,717	108,856
4	Aurora, CO	26,324	103,256
5	Chicago, IL	25,394	86,239
6	Houston, TX	24,162	83,150
7	Dallas, TX	15,776	56,737
8	Atlanta, GA	11,238	39,232
9	Austin, TX	9,645	33,350
10	San Francisco, CA	9,307	30,290

Source: GA4



Top Channel Acquisitions – September 2026

Rank	Session Default Channel Group	Sessions	Active Users
1	Organic Social	53,577	47,526
2	Organic Search	10,355	7,087
3	Direct	8,859	7,689
4	Display	8,131	8,004
5	Paid Search	6,374	4,900
6	Referral	2,219	1,525
7	Email	1,846	1,761
8	Cross-network	1,807	1,439
9	Paid Social	1,507	1,308
10	Unassigned	621	544

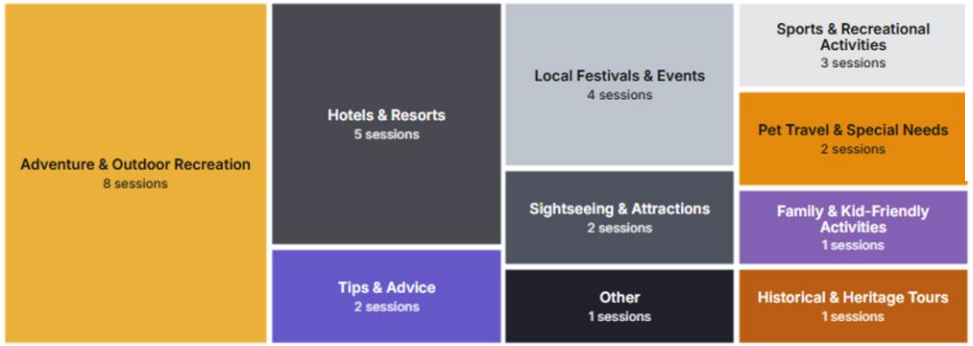
Source: GA4



GuideGeek Analytics – September 2026

Top Categories

Adventure & Outdoor Recreation	28%
Hotels & Resorts	17%
Local Festivals & Events	14%
Sports & Recreational Activities	10%
Pet Travel & Special Needs	7%
Sightseeing & Attractions	7%
Tips & Advice	7%
Family & Kid-Friendly Activities	3%
Other	3%
Historical & Heritage Tours	3%



Outgoing Link Clicks (top 10)

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

Link	Clicks
https://www.gosnowmass.com/things-to-do/	1
https://www.gosnowmass.com/things-to-do-5/ski-area/ski-school/	1
https://www.gosnowmass.com/newsletter/%7D	1
https://www.gosnowmass.com/lodging/	1
https://www.gosnowmass.com/event/snowmass-oktoberfest/2026-09-26/	1
https://www.gosnowmass.com/event/snowmass-balloon-festival/	1
https://www.gosnowmass.com/dining/elk-camp/	1
https://www.gosnowmass.com/dining/	1
https://www.gosnowmass.com/activity/breathtaker-alpine-coaster-2/	1
https://www.gosnowmass.com/about-us/today/	1

Most Used Sources (top 10)

Link	Sends
Snowmass Activities, Sports and Outdoor Recreation | Go Snowmass	24
Snowmass Activities, Sports and Outdoor Recreation | Go Snowmass	15
Snowmass, Colorado | Official Lodging, Activities, and Visitor's Guide	11
Itineraries for Every Age | GoSnowmass	9
Visitor Center & Guest Services | Snowmass Tourism	9
Snowmass Stats, Lift Hours & Important Dates | Snowmass Ski Area	8
Summer Favorites - The Scoop | GoSnowmass	8
10 Outdoor Activities in Snowmass for Families | Go Snowmass	7
Events Calendar | Snowmass Balloon Festival	7
FAQ | GoSnowmass Snowmass Tourism	7

Source: GuideGeek

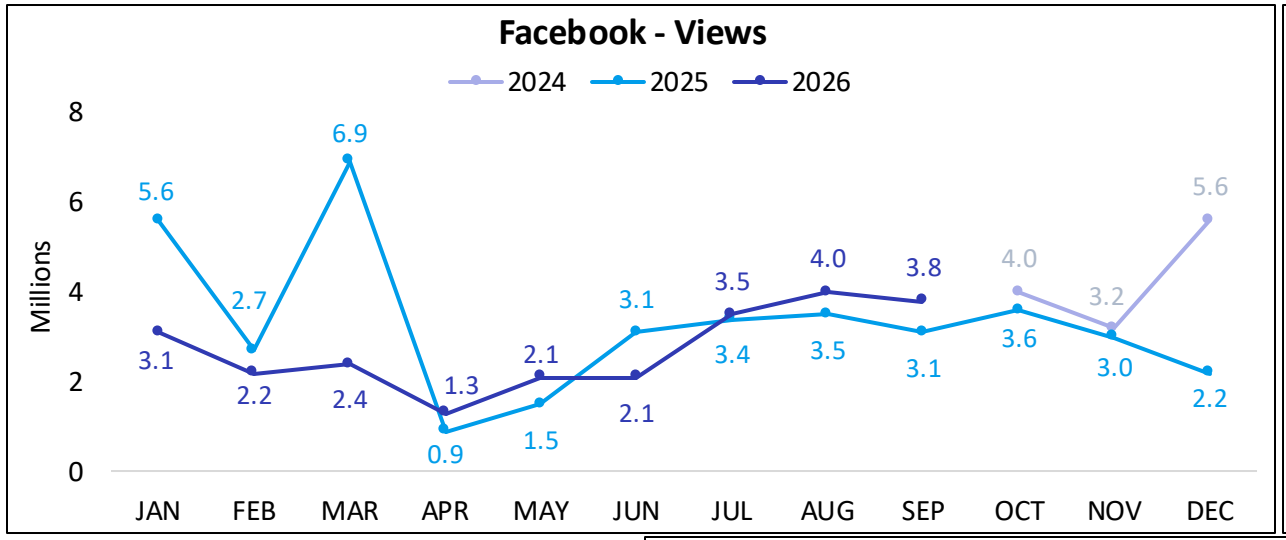


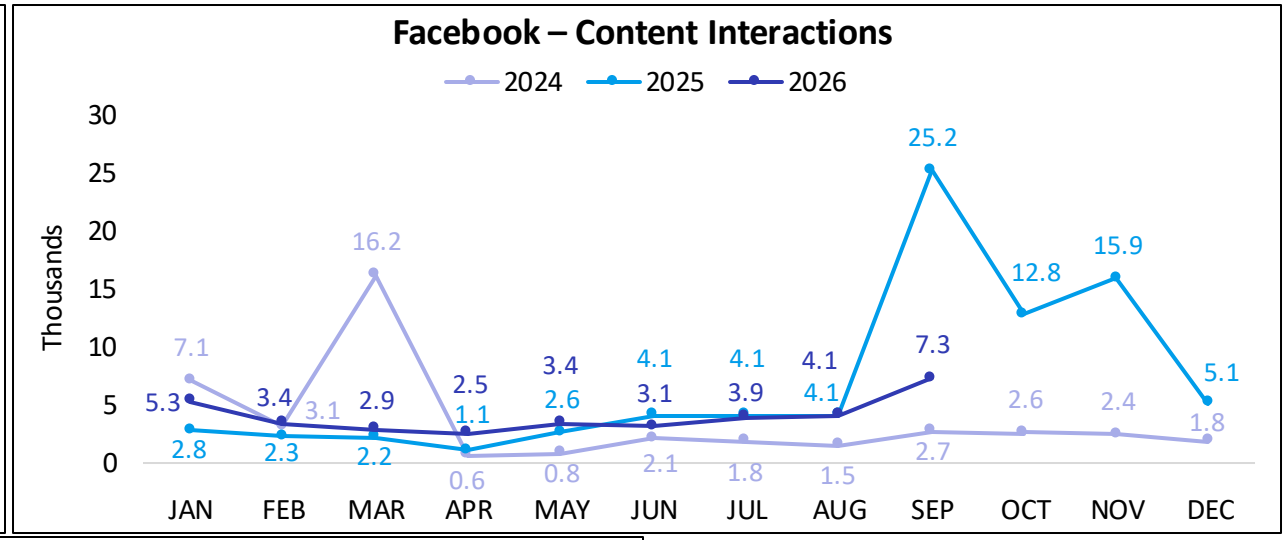


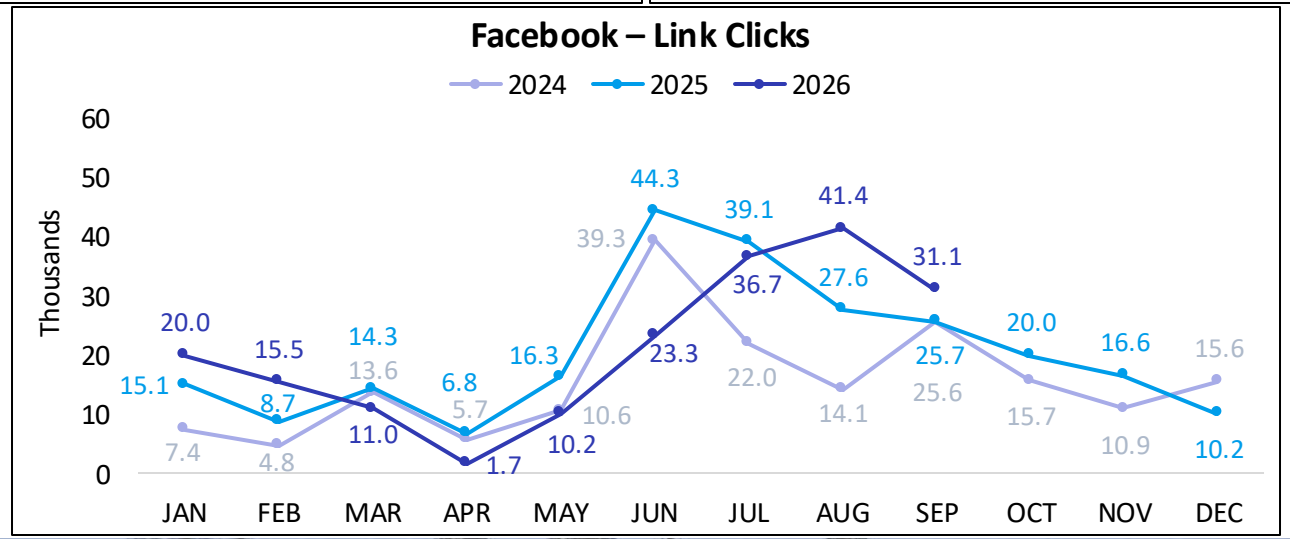
Social Media, Guest Interactions, and Paid Marketing Campaigns

SNOWMASS
COLORADO

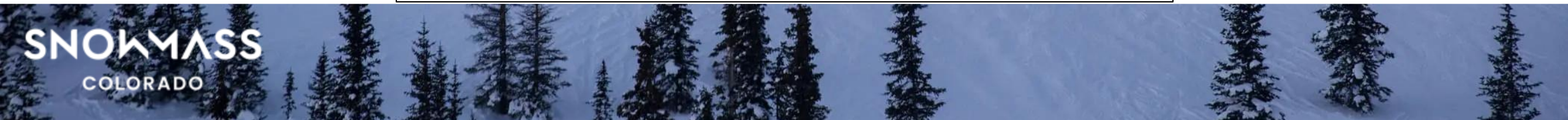
Facebook – Views, Content Interactions & Link Clicks



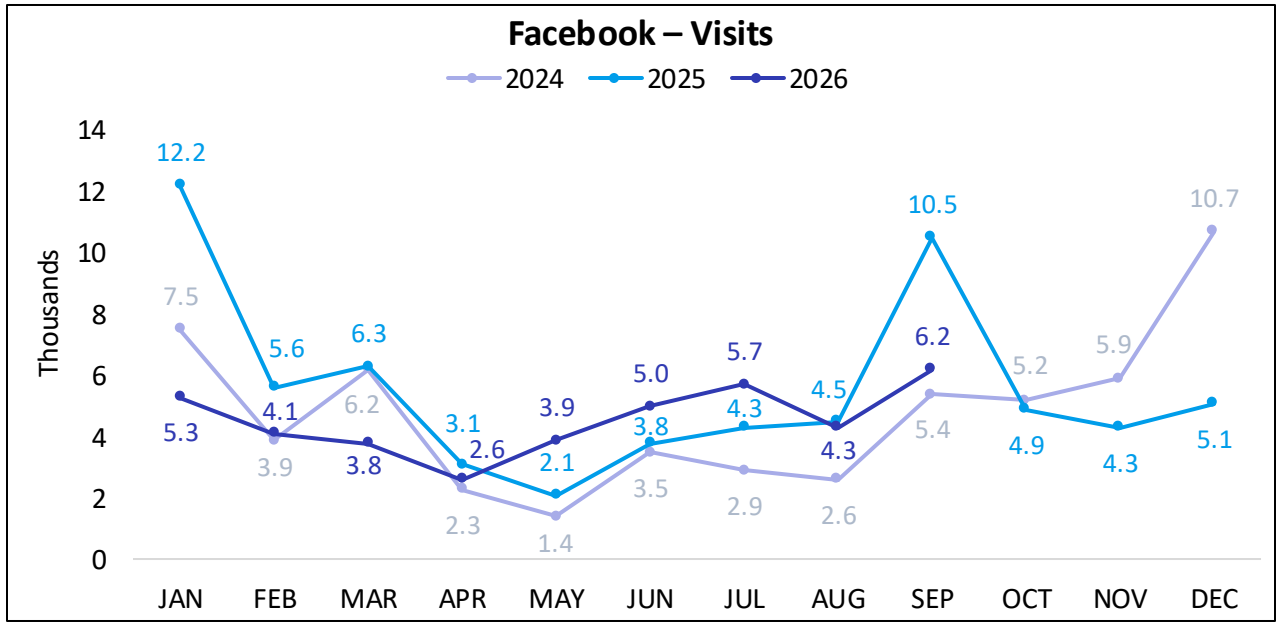


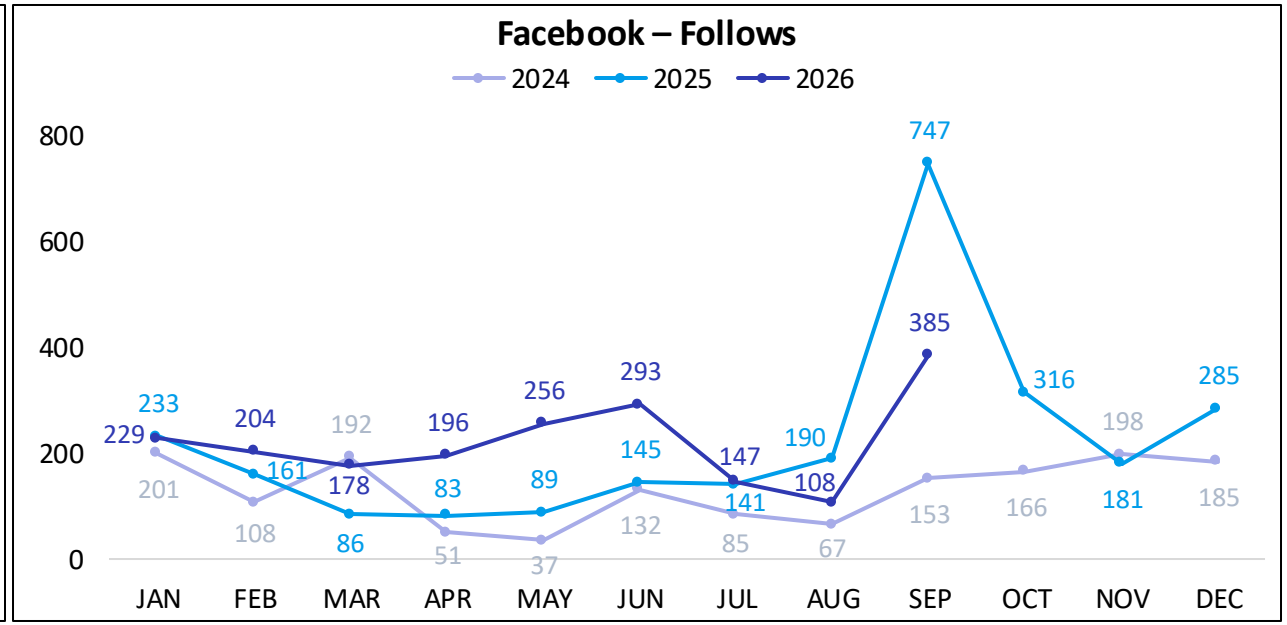


Source: Facebook

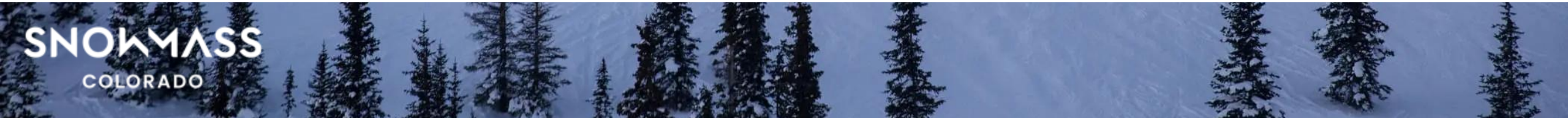


Facebook – Visits & Follows





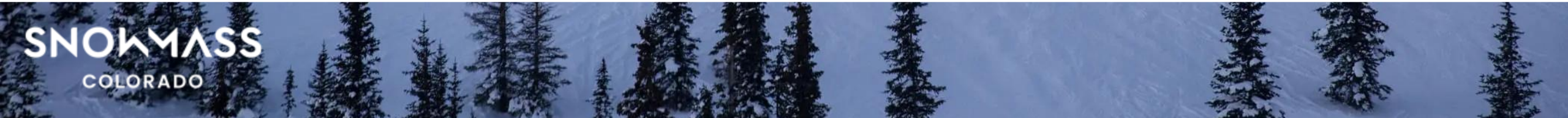
Source: Facebook



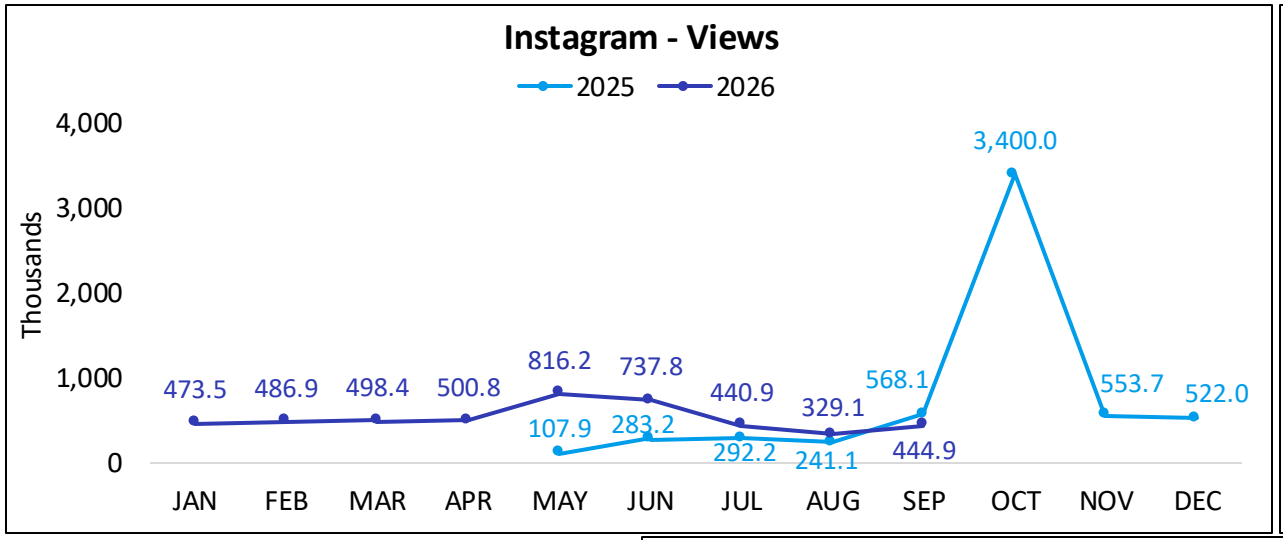
Facebook Top Social Posts – September 2026

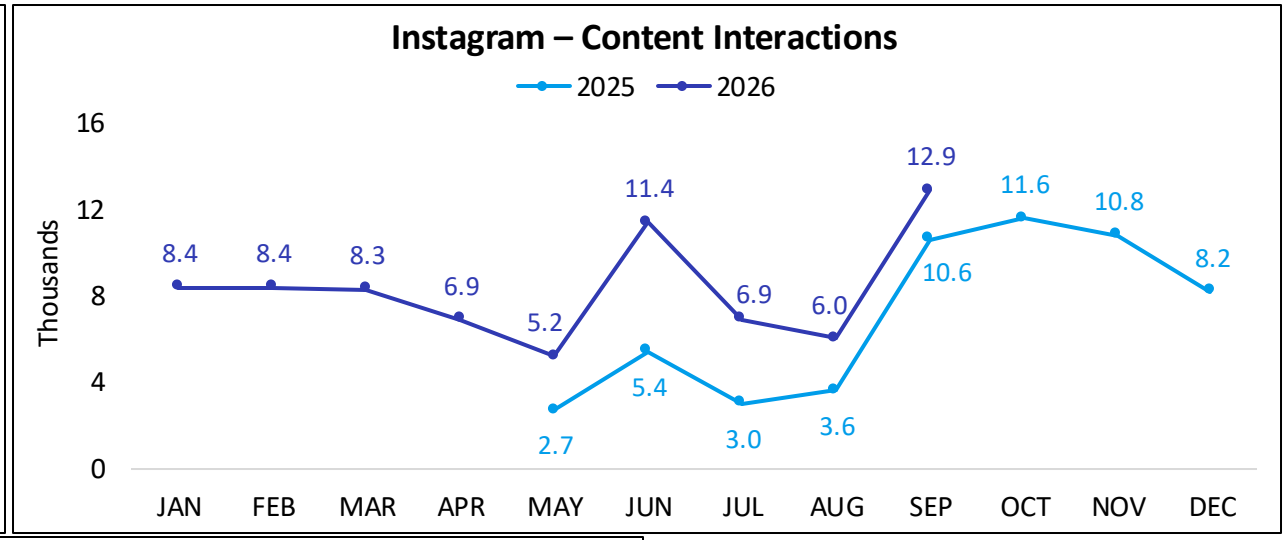
Date	Caption	Views	Reach	Reactions	Comments	Shares	Total Clicks
9/9/2026	Have you heard the big news? The Ice Age is coming back to Snowmass	75,125	51,877	673	43	49	2,254
9/22/2026	Happy First Day of Fall from a moody morning at the Maroon Bells ✨	54,304	53,215	1,675	66	201	1,143
9/28/2026	The most colorful time of the year is back this weekend with the	24,863	16,817	200	19	29	711
9/16/2026	Some of fall's most iconic views are just around the corner, with peak	16,420	11,632	283	7	27	670
9/19/2026	Fall colors and the first snow on Mt. Daly 🌨️🤍❄️	8,463	6,098	108	3	12	234
9/2/2026	The Jazz Aspen Snowmass Labor Day Experience is almost here! Music	8,335	5,949	102	3	10	197
9/30/2026	It's September 25 and fall is in full swing in and around Snowmass 💛	6,113	4,243	72	0	8	171
9/17/2026	Fall foliage update from Snowmass as of September 17, 2026 🍂	5,915	5,138	84	0	5	65
9/8/2026	It's September, aka Snowmass Balloon Festival Month 🎈 Mark your	3,194	2,511	47	3	7	31
9/18/2026	The best weekend of fall is almost here in Snowmass. Celebrate the	2,720	2,389	77	3	9	15
9/4/2026	Summer may not officially be over until September 22, but fall is	1,820	1,742	28	0	1	7
9/21/2026	WINTER FLASH SALE ALERT 🚨 👀 Have you been waiting to knock	1,268	1,191	19	0	0	6
9/11/2026	The first leaves are starting to turn yellow and the air is getting crisp	1,194	1,081	33	1	4	9
9/15/2026	The countdown to winter is here! In celebration of the coming season	750	502	6	0	0	7

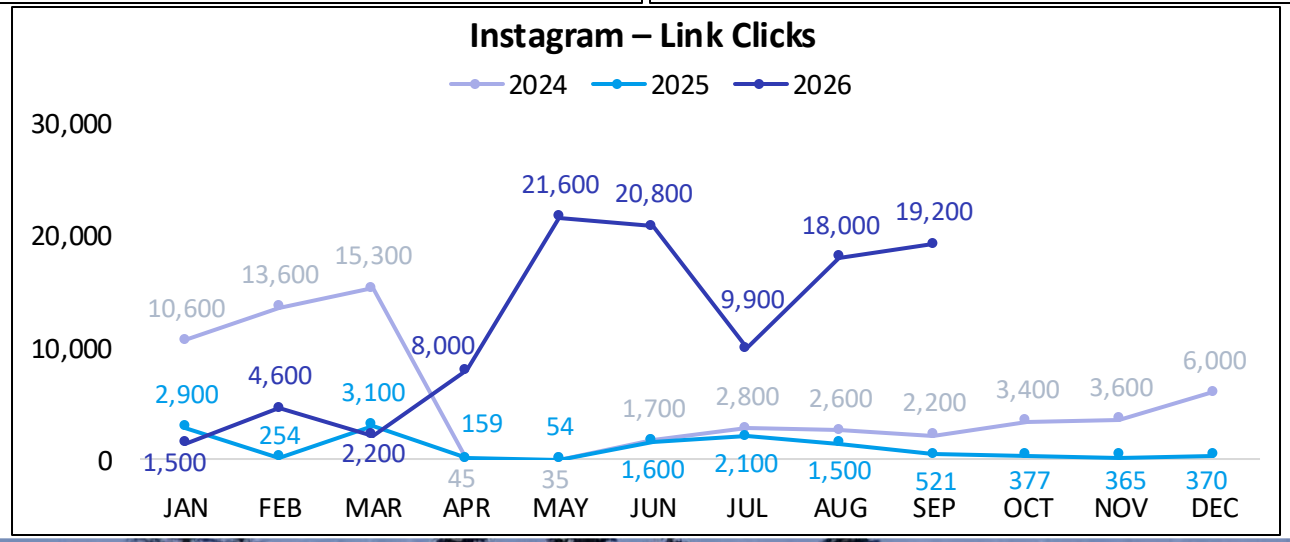
Source: Facebook



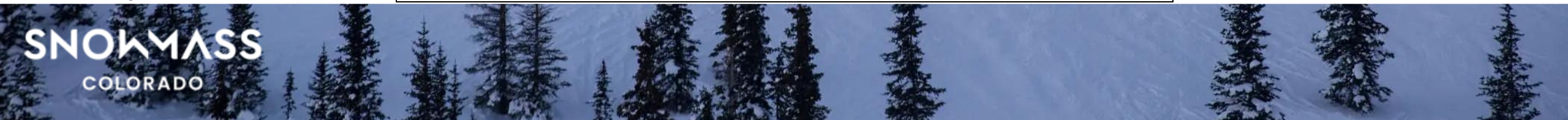
Instagram - Views, Content Interactions & Link Clicks



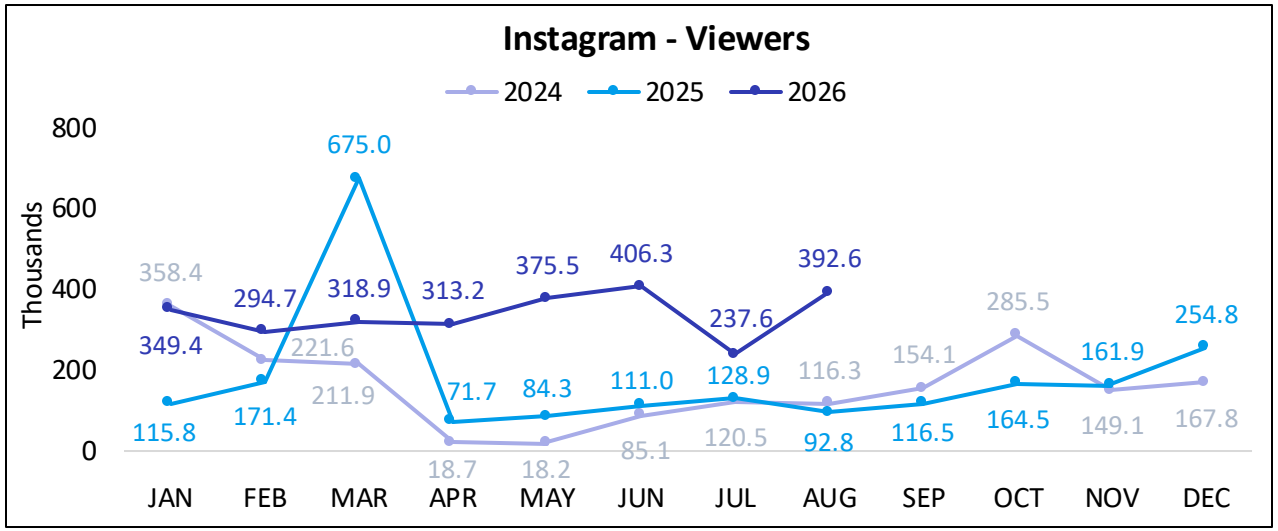


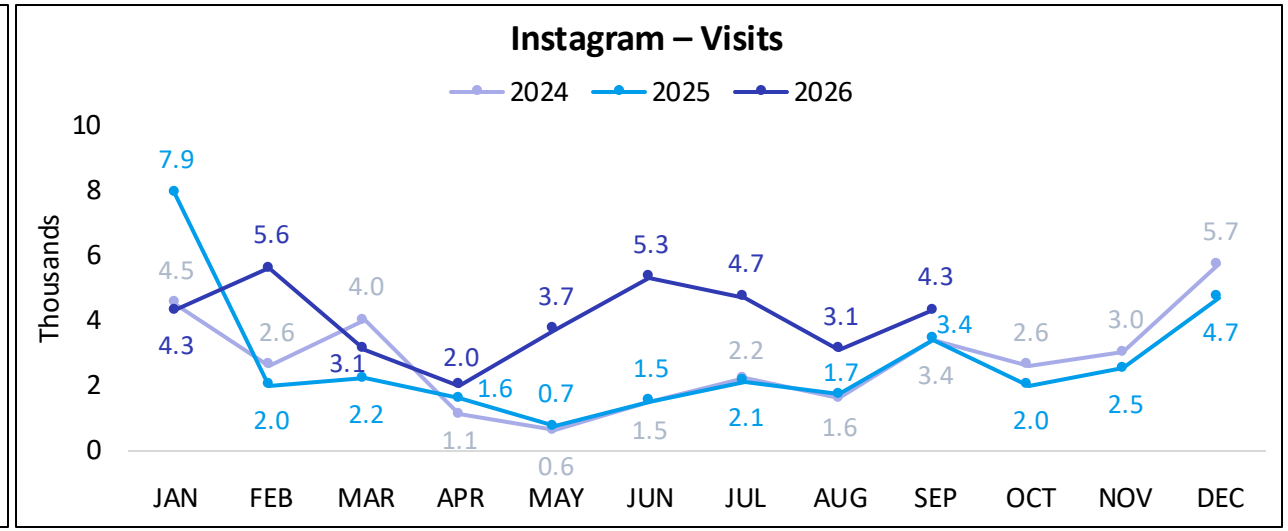


Source: Instagram

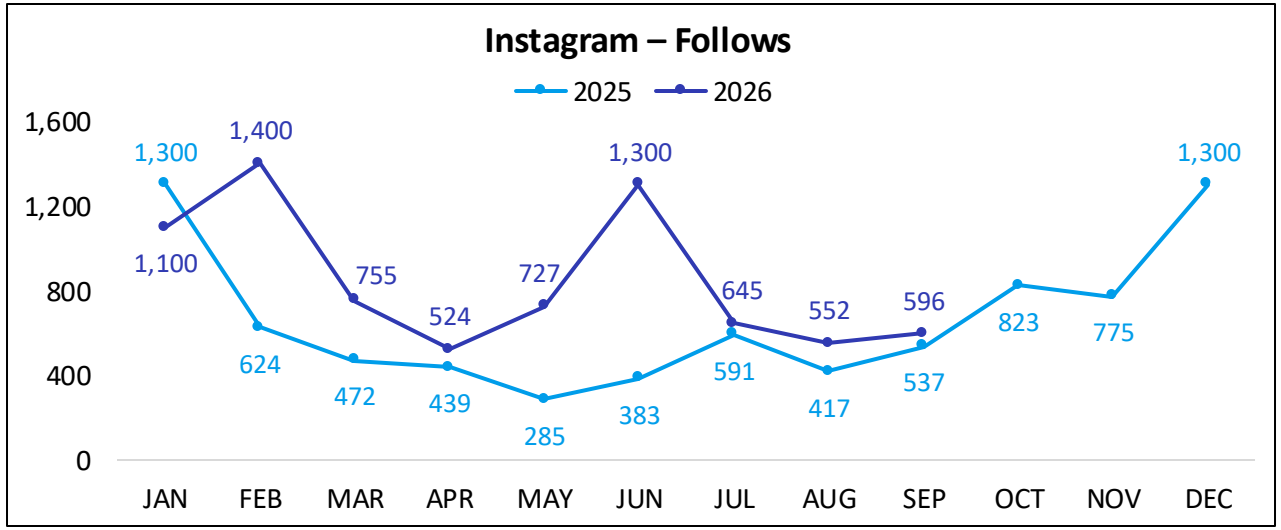


Instagram – Viewers, Visits & Follows

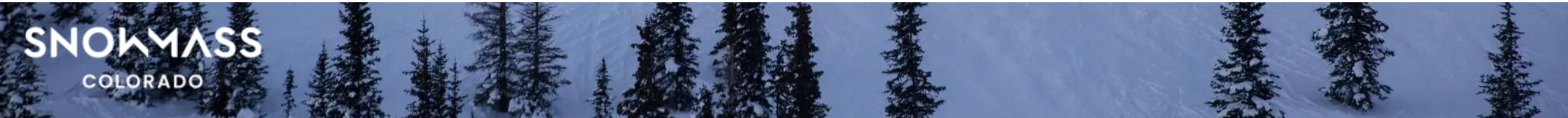




Note: Instagram's 'Reach' is now called 'Viewers'. September 2026 data will be unavailable, with reporting resuming in October 2026."



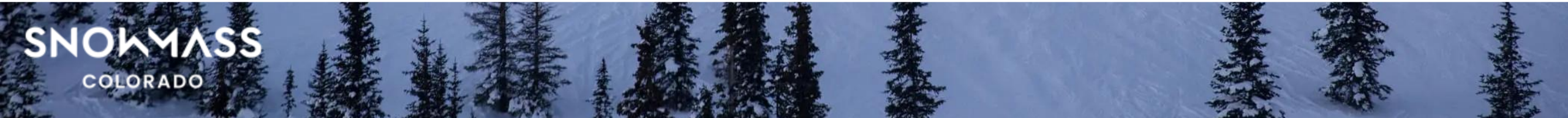
Source: Instagram



Instagram Top Social Posts – September 2026

Date	Caption	Views	Likes	Shares	Follows	Comments	Saves	Reach
9/23/2026	The most colorful time of the year is back this weekend with the	54,956	1,761	392	26	16	55	20,902
9/22/2026	Happy First Day of Fall from a moody morning at the Maroon Bells ✨	42,230	1,202	129	58	15	30	31,583
9/2/2026	The Jazz Aspen Snowmass Labor Day Experience is almost here!	14,144	395	64	5	4	11	8,101
9/28/2026	📌 SAVE & SHARE: a fall colors road trip to @snowmass 🍂 If you're	12,837	1,067	112	9	22	0	9,907
9/16/2026	Some of fall's most iconic views are just around the corner, with peak	12,507	860	70	21	13	28	6,610
9/3/2026	If the mountains aren't the treasure at the end of the rainbow, I'm not	11,772	595	74	6	18	0	7,992
9/21/2026	📌 SAVE & SHARE: a fall colors road trip to @snowmass 🍂 If you're	11,621	241	31	5	23	0	4,775
9/9/2026	Have you heard the big news? The Ice Age is coming back to	10,649	336	20	7	6	14	5,204
9/15/2026	The countdown to winter is here! In celebration of the coming season	9,502	333	29	22	3	11	5,400
9/25/2026	It's September 25 and fall is in full swing in and around Snowmass 💛	8,643	400	20	2	5	16	4,003
9/30/2026	Could this past weekend have been any better?! One night and two	7,160	426	31	7	4	8	3,145
9/19/2026	Fall colors and the first snow on Mt. Daly 🌪️🤍❄️	5,794	295	25	0	2	5	2,598
9/8/2026	It's September, aka Snowmass Balloon Festival Month 🎈 Mark your	4,582	202	80	7	9	12	3,197
9/17/2026	We travel to @snowmass every year and always discover new activities	3,913	116	10	2	20	0	2,827
9/11/2026	The first leaves are starting to turn yellow and the air is getting crisp	2,524	113	11	1	5	3	1,897
9/18/2026	The best weekend of fall is almost here in Snowmass. Celebrate the	2,458	110	18	2	1	5	1,877
9/4/2026	Summer may not officially be over until September 22, but fall is	2,157	105	4	0	0	5	1,650
9/21/2026	WINTER FLASH SALE ALERT 🚨 👀 Have you been waiting to knock	1,649	34	8	0	2	3	1,295
9/17/2026	Fall foliage update from Snowmass as of September 17, 2026 🍂	808	16	2	1	0	3	653

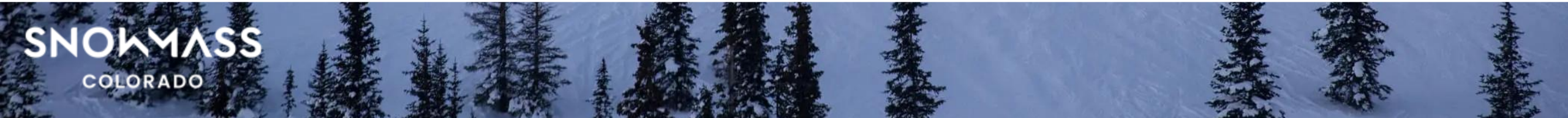
Source: Instagram



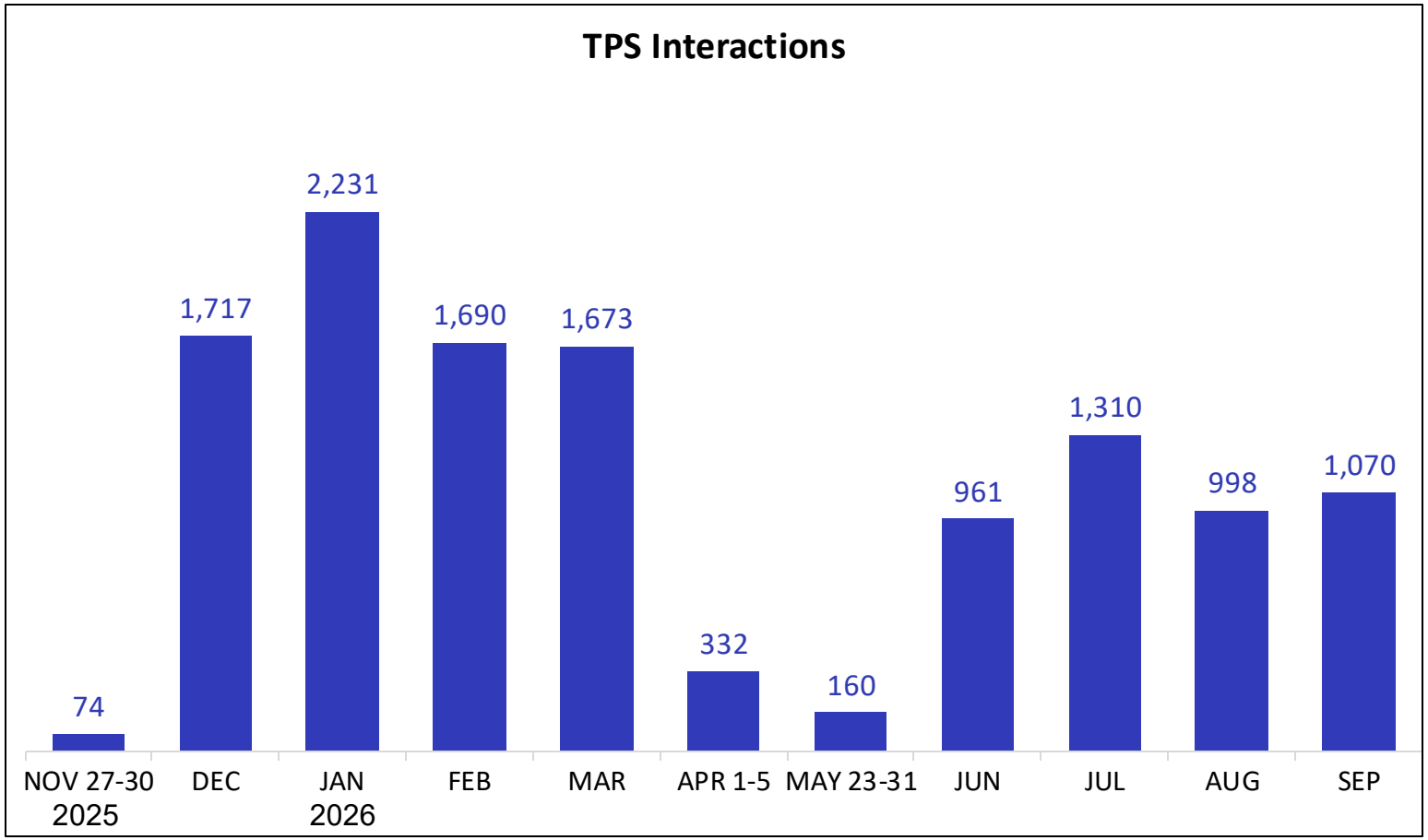
Paid Marketing Campaigns – September 2026

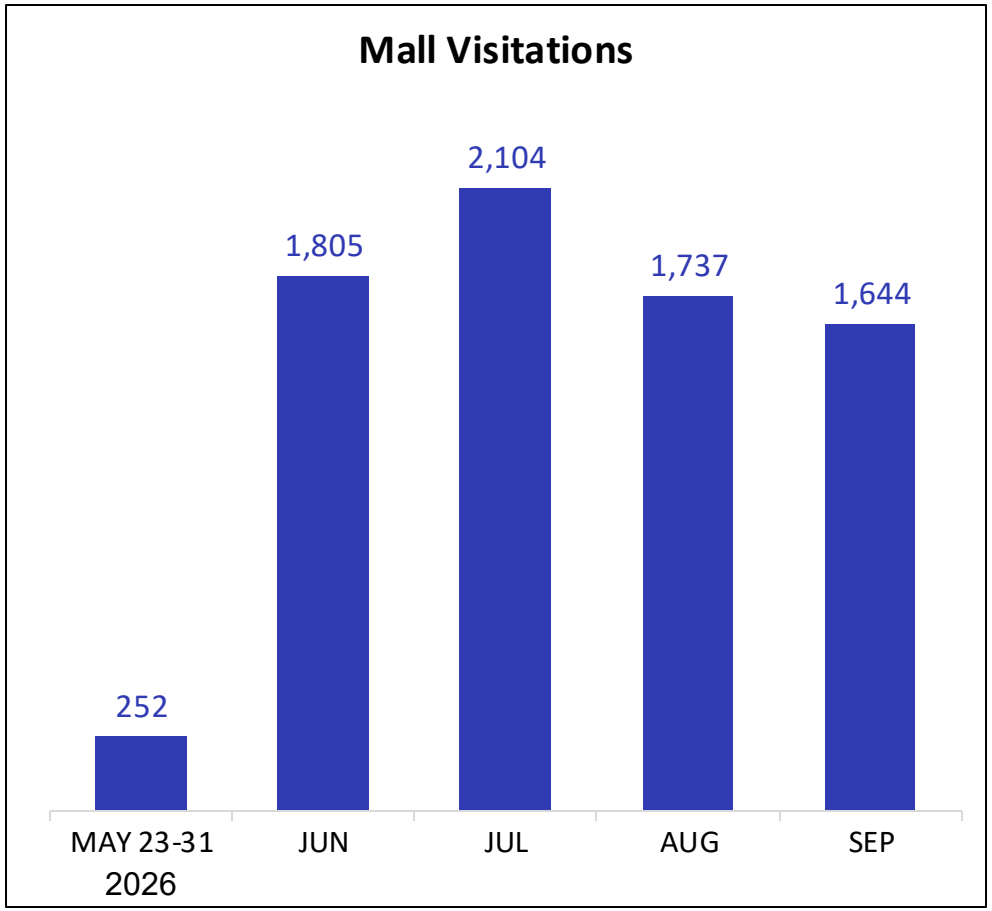
Traffic Source	Impressions	Clicks	CTR	CONV: All
Facebook	4,210,603	63,250	1.50%	599
The Trade Desk	1,520,383	2,093	0.00%	187
YouTube	923,455	319	0.03%	2
TikTok	427,330	9,944	2.33%	0
Reddit	281,683	2,311	0.82%	1,225
Google	93,848	10,651	11.35%	7,377
LinkedIn	70,255	5,041	7.18%	0
Colorado.com	1,308	1	0.08%	0
gumgum.com	21	0	0.00%	0
MNTN	0	0	0.00%	7

Source: Techint Labs



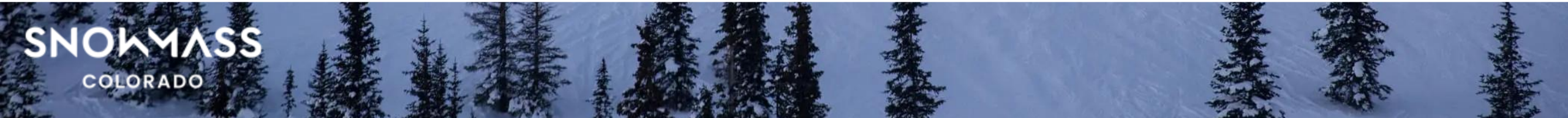
Guest Service Interactions





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

Source: Snowmass Tourism



Public Relations Metrics



Media Highlights

Media coverage highlights from September 2026 include:

- **5280 Magazine**'s roundup of fun things to do in the mountains included the Snowmass Balloon Festival. Read here.
- **The Colorado Sun**'s "Colorado's Best" Reader's Choice Awards featured Snowmass is a runner-up in the "Place for Summer Outdoor Activities" category. Additionally, both Snowmass Ski Resort and Viewline Resort Snowmass are runners-up in the "Hotel or Resort for Leisure" category. View the awards list here.
- **Denverite** included Snowmass' Oktoberfest in their roundup of Oktoberfest events. See here.
- **Irish Times** published a piece on Aspen and Snowmass, after the writer's visit in July 2026. Read here.
- **Mountain Town Magazine**'s Autumn 2026 issue features a mountain biking piece, "Awesome Autumn Mountain Bike Rides". Read here.
- **Stylist.co.uk** published a piece on Aspen and Snowmass as a result of hosting the journalist in July 2025. Read here.
- **Yahoo Creators** published a piece on planning fall foliage trips, featuring the Snowmass Balloon Festival. Read here.
- **OK! Magazine (UK)** published a story on Aspen and Snowmass as a result of hosting the writer in July 2026. Read here.
- Articles on the Ziegler Dig announcement:
  - **Aspen Daily News**
  - **Aspen Public Radio**
  - **Aspen Times**
  - **OutThere Colorado**
  - **Yellow Scene**

Source: Snowmass Tourism Public Relations Report, September 2026




Consumer Sentiment
SNOWMASS
COLORADO

American Travel Sentiment Study – Wave 111

*Survey fielded September 1-4, 2026; U.S. National Sample of 1,000 adults 18+

American Travel Sentiment Wave 111 Highlights

Key Findings:

1. **Impact of Gas Prices on Travel Plans Down Compared to April 2026**
   20% of travelers say that gas prices are not impacting their travel plans, up 3.1 points compared to April 2026. Fewer travelers are choosing destinations closer to home (37%, down 3.6 points) or reducing other travel spending. The largest decline in planned spending reductions is among those who say they would reduce the amount they spend on entertainment and recreation (26%, down 8.3 points).

2. **Travel Remains a Priority Despite Travel Costs**
   Although 75% of travelers agree that travel is becoming too expensive, the majority (55%) are willing to reduce spending in other areas of their life to prioritize travel. Eight in ten (81%) travelers agree that vacations are one of the things they most look forward to each year, up 5.8 points compared to September 2025. 74% of travelers agree that they value making experiences over acquiring more material belongings.



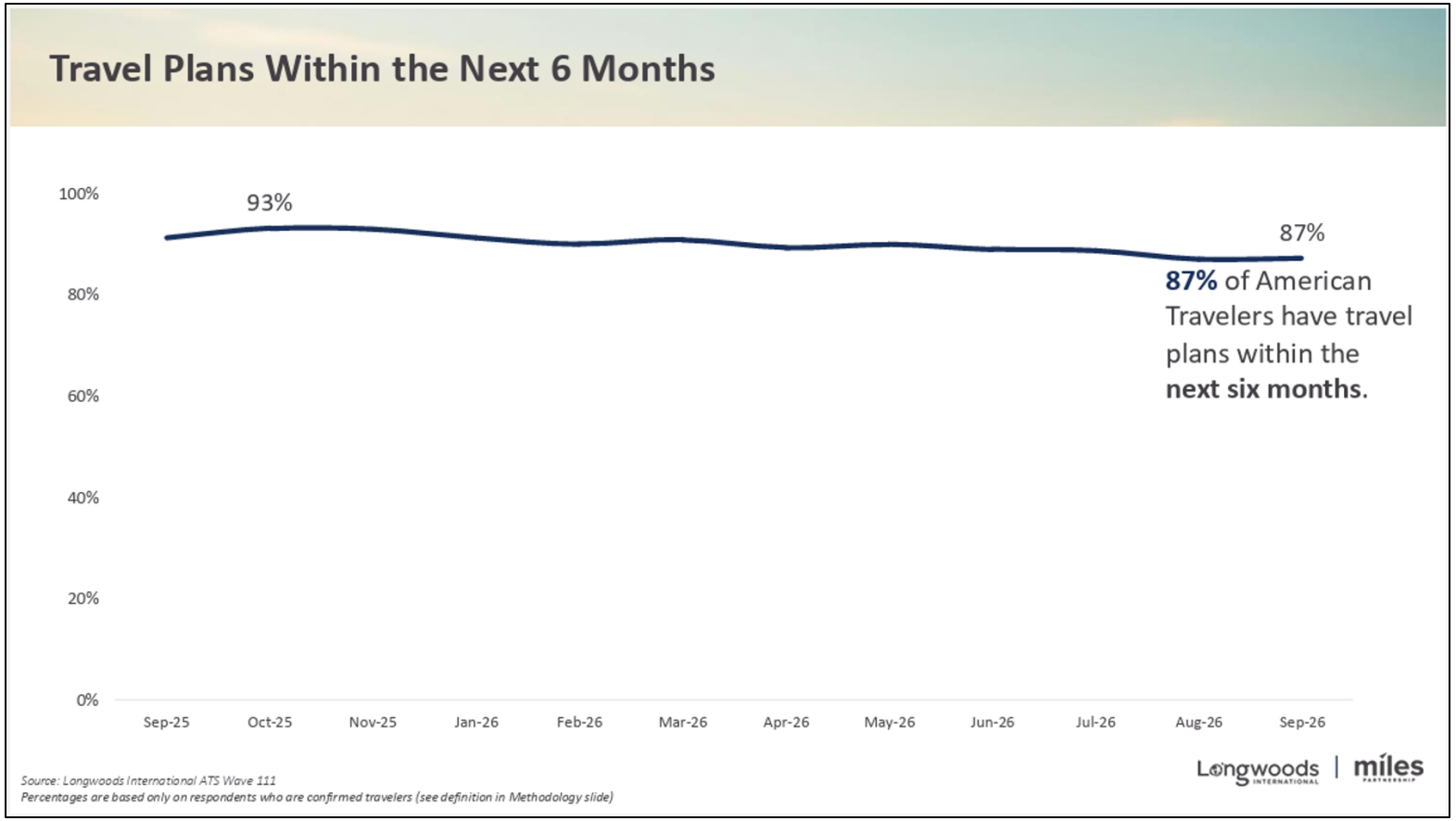
Source: Longwoods International ATS Wave 111

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Source: Longwoods International

American Travel Sentiment Study – Wave 111

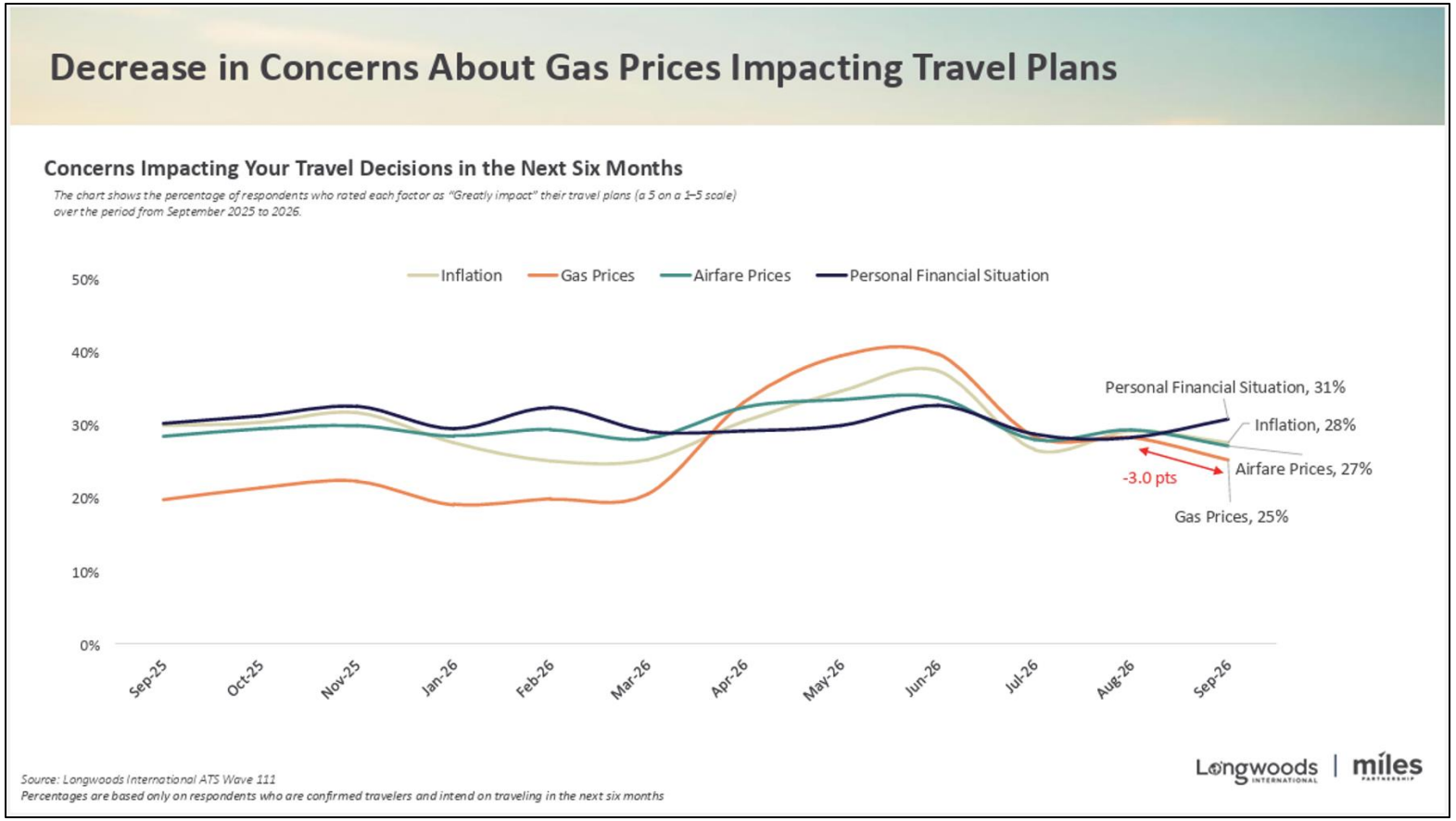
*Survey fielded September 1-4, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 111

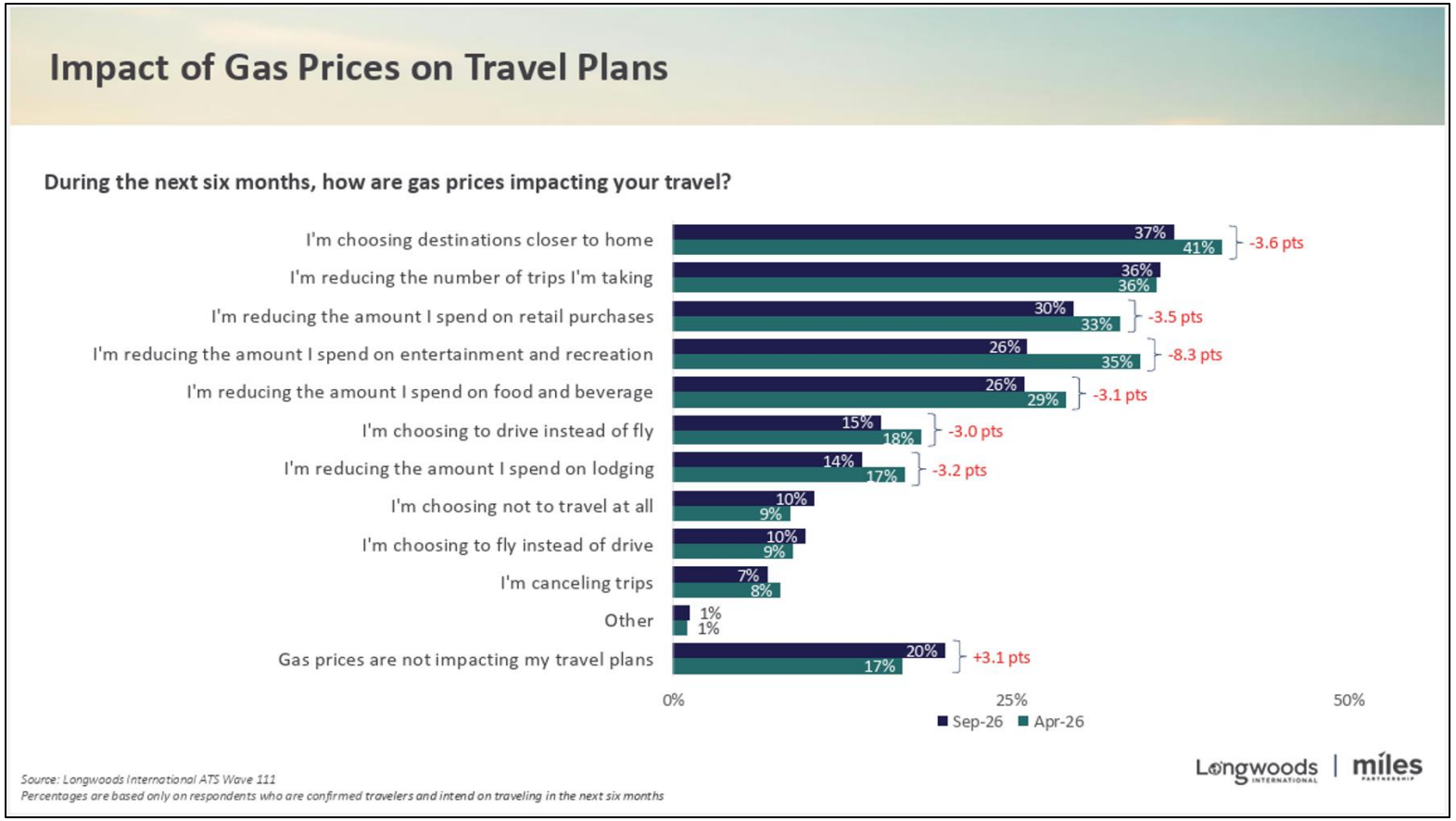
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Source: Longwoods International

American Travel Sentiment Study – Wave 111

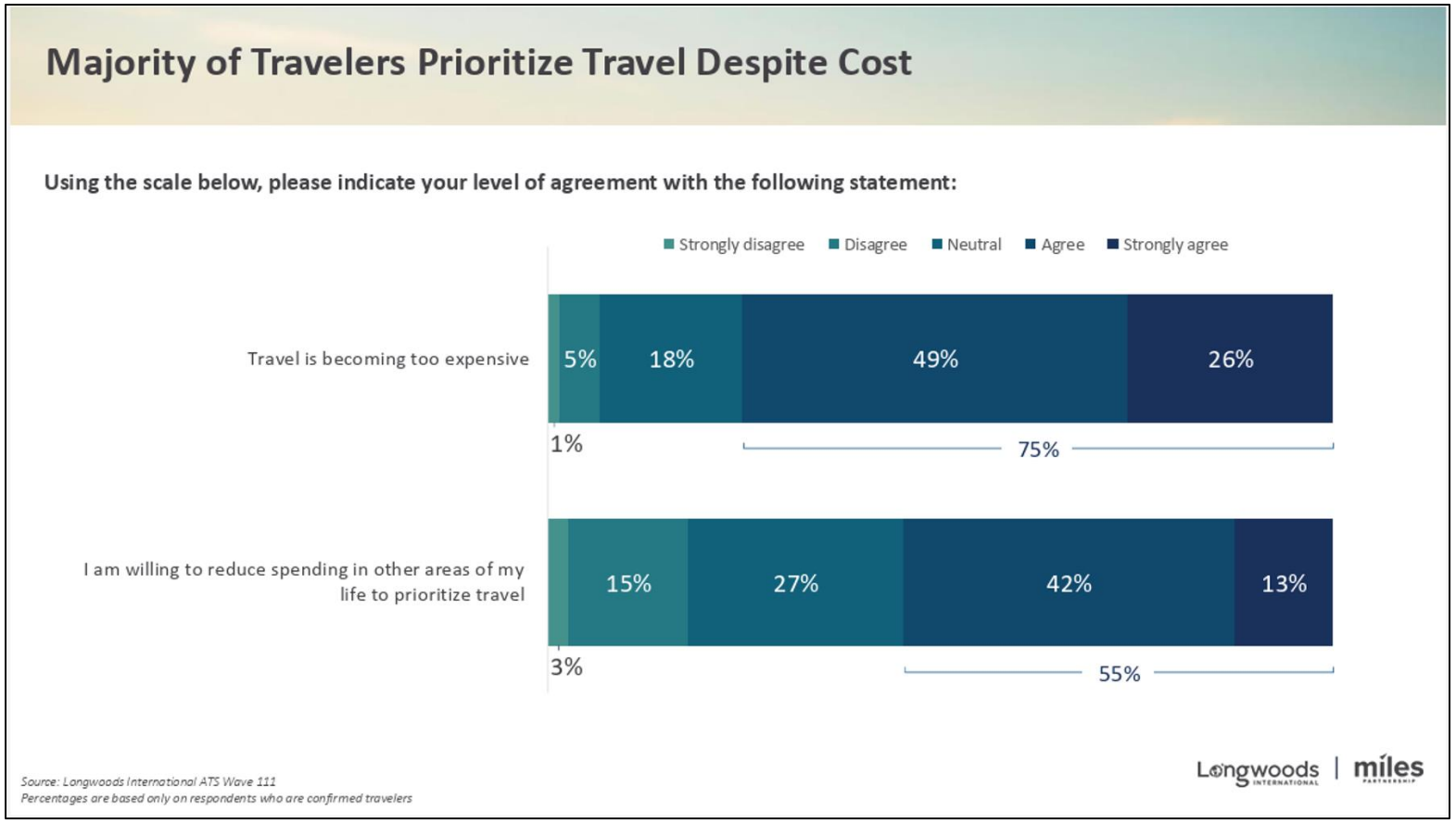
*Survey fielded September 1-4, 2026; U.S. National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study – Wave 111

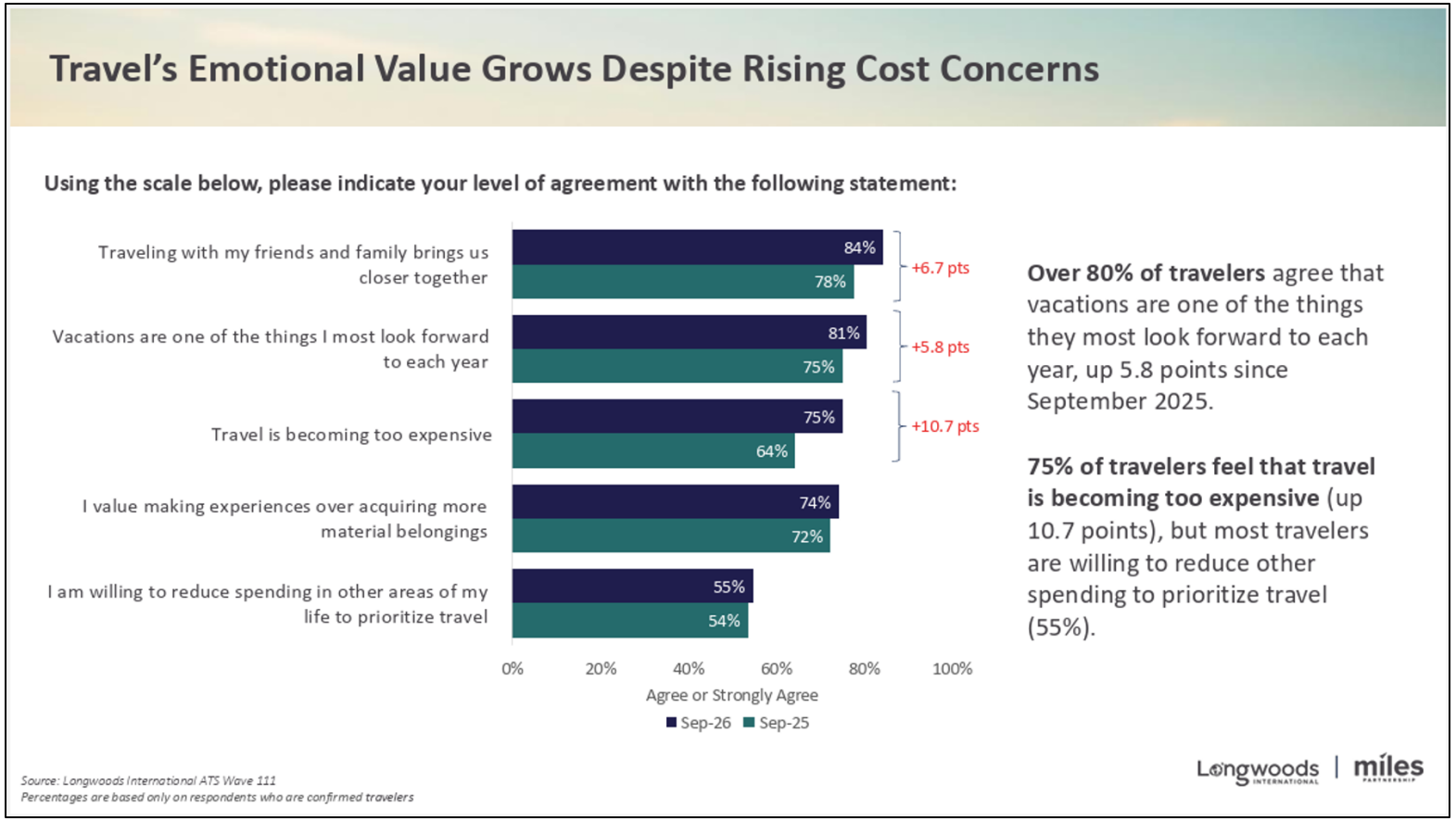
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Source: Longwoods International

American Travel Sentiment Study – Wave 111

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American Travel Sentiment Study – Wave 111

*Survey fielded September 1-4, 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: September 1 – 4, 2026
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error: ±3%
- Representative of U.S. population demographics (age, gender, region)

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

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



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Source: Longwoods International


Thank you!
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