



**TOWN OF TELLURIDE**  
ANNUAL REPORT

**2023**





The Telluride Tourism Board and the Town of Telluride had a successful partnership in 2023, with continued programs and the introduction of new initiatives designed to support businesses and contribute to the economic vitality of the community.

The highlights, key performance indicators and performance measures/goals provided in this report illustrate the progress made over 2023. These efforts all contribute to the mutual goals as outlined in the agreement between Town of Mountain Village and Telluride Tourism Board.



The Visitors Center continues to serve an important role for the destination where guests can orient themselves, ask questions, learn about upcoming events, and collect Visitor Guides, maps, the weekly Peak Sheet, and other materials. Destination stewardship remains a top priority, with the Visitors Center staff communicating best practices, and educating guests on responsible tourism principles.

Based on traffic counter data and call logs, the TTB updated Visitors Center 2023 business hours in an effort to better serve guests. Summer hours were extended from 9 a.m. - 7 p.m. daily, and winter hours were expanded from 8 a.m. - 6 p.m. daily.

In 2023, the Visitors Center opened its doors to 17,780 guests. This represents an 18% increase compared to the 15,093 guests in 2022. The increased traffic was also reflected in phone calls and chats. The guest services team fielded 4,206 calls in 2023, an 11% increase compared to the 3,784 calls fielded in 2022. The team also responded to 1,068 chats in 2023, a 29% increase from the 831 chats in 2022.

In addition to the Visitors Center, the TTB continued to staff guest services at the Oak St. Kiosk in the summer with Telluride Ski & Golf, and at the Montrose Regional Airport in the winter in collaboration with Colorado Flights Alliance. These key locations allow for additional points of contact, and serve important roles in ensuring a positive guest experience.

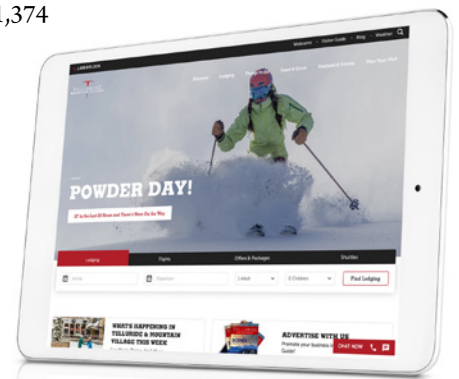
## TELLURIDE.COM

As the official website of the destination, Telluride.com continues to be an important touchpoint for guest education and business support. The site is updated and maintained daily with fresh content and imagery. A total of 1,411,374 users visited Telluride.com in 2023, a 114% YOY increase.

Engagement on Telluride.com was strong in 2023, with a 53.48% bounce rate (lower than the 60% industry benchmark), and 2.37 page views per user.

In conjunction with the Telluride local business support campaign, a custom landing page was created on Telluride.com that features Telluride shopping, dining, events, activities and lodging. A vanity url (Telluride.com/locallove) was created for the print campaign, and all digital ads link to the landing page.

In 2023, the landing page garnered 22,428 views, and was one of the top 20 most popular pages on the site. A similar landing page was created as a call-to-action for the holiday event campaign, and generated over 3,530 views.



# PROFESSIONAL LODGING METRICS

In 2023, total lodging occupancy in the Town of Telluride was 5% lower than 2022 at 47%, and average daily rate (ADR) was up by 1% at \$573. The decrease in occupancy contributed to a 5% decrease in Revenue Per Available Room (RevPAR). Occupancy was lower during most months in 2023, with the exception of August (flat), October (5% up), and November (4% up). The largest decreases in occupancy occurred in January (11% down) and December (12% down).

When compared to 2019, Telluride total occupancy was up by 1% in 2023, and ADR increased by 63%.



## TOTAL OCCUPANCY

▼ 5% Down YOY  
47% in 2023  
49% in 2022



## AVERAGE DAILY RATE (ADR)

▲ 1% Up YOY  
\$573 in 2023  
\$569 in 2022



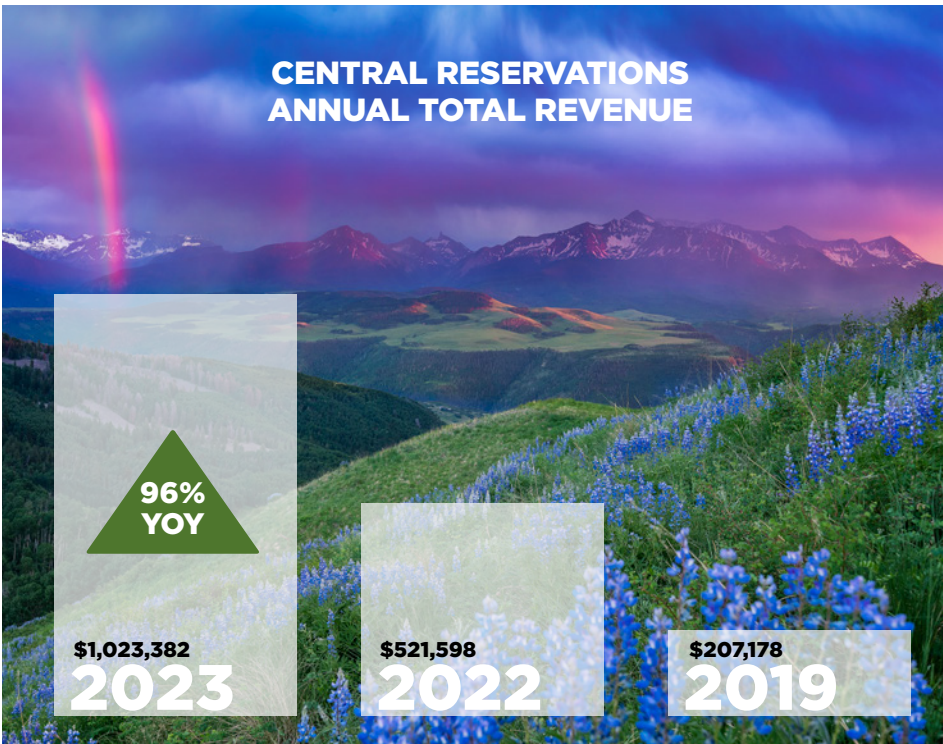
## PAID OCCUPANCY

▼ 5% Down YOY  
40% in 2023  
43% in 2022



## REVENUE PER AVAILABLE ROOM (RevPAR)

▼ 5% Down YOY  
\$231 in 2023  
\$243 in 2022



## CENTRAL RESERVATIONS

In 2023, destination Central Reservations generated \$798,627 in total revenue from consumed services, which includes lodging, shuttles, and travel insurance. This represents a 39% increase compared to the \$574,801 in revenue generated in 2022. Consumed lodging stays accounted for \$581,699 of the revenue, a 15% YOY increase. Of the total revenue, \$247,667 was booked in Town of Telluride properties, a 30% increase compared to the \$189,936 generated for Town of Telluride properties in 2022.

Central Reservations bookings in 2023 totaled \$1,023,382, a 96% increase compared to the \$521,598 of bookings in 2022. Lodging accounted for \$786,530 of booking revenue, an 88% YOY increase. Town of Telluride properties garnered \$298,123 of the total lodging revenue, which is a 90% increase compared to the \$157,216 generated in 2022. Agent bookings totaled \$225,968 in 2023, which is an increase of 167% compared to the \$84,642 agents booked in 2022.

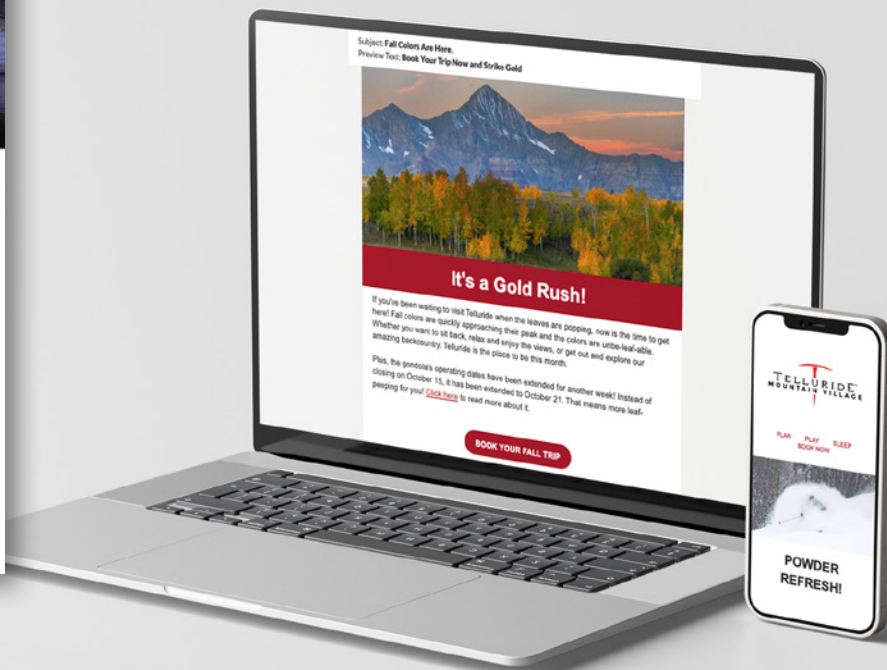
## IN-BOUND CONSUMER ANALYTICS

Based on metrics provided by Datafy, the Town of Telluride welcomed over 160,000 unique visitors between January 1 – December 31, 2023, a 10% decrease compared to 2022. A total of 1,166,097 visitor days were spent in Telluride in 2023, a 30% decrease from 2022, with an average length of stay of 3.6 days. Top markets include Denver, Dallas-Ft. Worth, Phoenix, Houston, Austin and New York. Please note that this data uses areas geofenced to capture a sample size of devices and are statistically modeled to estimated visitor volumes.

## ECONOMIC DEVELOPMENT METRICS

In collaboration with the Town of Mountain Village, Town of Telluride and Colorado Flights Alliance, the TTB is working with Tourism Economics to develop an economic dashboard through their Symphony platform. The dashboard will provide a streamlined approach to presenting key metrics to stakeholders and the public, and will launch in early 2024.





## COMMUNICATIONS/COLLATERAL DEVELOPMENT & DISTRIBUTION

The TTB continues to be a conduit for business support and guest education through efforts including the Peak Sheet, social media, signage and consumer eblasts.

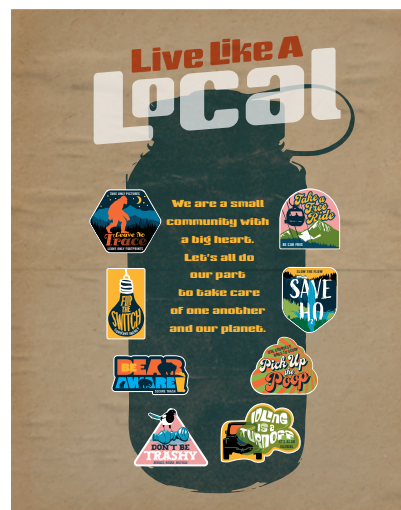
Destination stewardship was a focus throughout the summer. A paid social campaign was launched that targeted visitors and locals within a 45-miles radius of Telluride with Leave No Trace and recreate responsibly messaging. The campaign garnered over 720,000 impressions. The refresh of the Live Like a Local campaign creative offered another guest education touchpoint, and was distributed to all lodging properties in Telluride. The TTB also worked with Town of Telluride staff on creative for the new Planet Over Plastic Program that will launch in 2024.

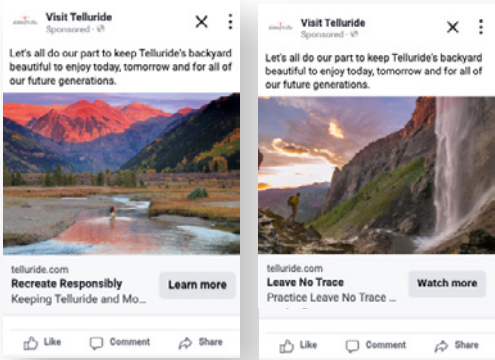
The Telluride calendar that the TTB creates and produces is another stewardship initiative, with proceeds going to Telluride Mountain Club's (TMC) Opt-in for Trails program. The TTB donated \$5,500 to TMC from 2023 sales, and started promoting and selling the 2024 calendar in fall of 2023 through paid social efforts. Engagement was high for the calendar, with over 492,000 impressions garnered and a 3.99% CTR.



When the extended fall gondola season was announced, the TTB team implemented a paid social campaign and deployed an exclusive eblast targeted to fall air and drive markets. The campaign was a success, garnering over 1.2 million impressions on social with a 3.88% CTR. The eblast generated a strong 37% open rate.

During the middle of the 4th quarter, the TTB ran a holiday events campaign to support local businesses. Telluride's Noel Night and Arts Bazaar were featured in print and paid social campaigns that delivered over 110,000 impressions



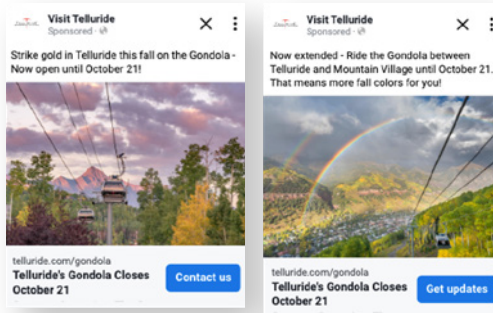


to regional audiences, and garnered a click through rate (CTR) of .76%.

The weekly Peak Sheet was distributed to a local database of over 3,300, and generated high engagement with a 45% average open rate. The Peak Sheet promotes events to our visitors and locals, while the email serves as a tool for businesses to use for staffing and forecasting purposes.

In addition to the Peak Sheet, the TTB continues to promote events through a monthly poster that includes Telluride events, and is featured at the kiosks in Elks Park and at the Oak Street Gondola Station. To further event exposure, the TTB implemented an updated digital signage system in the Visitors Center that allows the team to promote festivals and events in real-time.

Consumer eblasts are another communication tool that the TTB uses to promote the destination and educate guests to a robust database of over 85,000 loyalists. In 2023, 12 eblasts were sent to an average audience of 64,000 with an open rate average of 29%, which is well above the 20% average open rate of travel and tourism industry emails.



## VISITOR GUIDE DEVELOPMENT

The Telluride & Mountain Village Visitor Guide is published twice a year, with 70,000 copies circulated. As the official guide to the destination, the Visitor Guide has the broadest reach of any other magazine in the area. The Guide is the fulfillment piece for all requests on Telluride.com, with a digital format also available on the site that garnered over 125,000 impressions in 2023. In addition to being on stands locally, the Visitor Guide is distributed at 50 Colorado Welcome and Visitors Centers. It is also the primary collateral piece for domestic and international missions, and is shared with media, travel trade and consumers.

The Telluride Tourism Board ensures that the Town of Telluride is prominently featured and accurately covered in each issue of the Visitor Guide. Editor Erin Spillane meets with Town staff during the development phase to cover relevant topics and themes. Telluride businesses and events are featured in the guide.

The summer Visitor Guide hit the stands the week of May 22 for Mountainfilm. The cover story celebrates a milestone festival season, featuring the Telluride region's beloved festivals that have hit their 50-year marks. Destination stewardship was highlighted through a TTB inside cover spread and in the How to Visit Right section of the Guide. The Winter Guide was on local and state-wide stands Thanksgiving week.

## ORGANIC SOCIAL STATS



**Followers**  
123,654 Total  
7,467 new in 2023

**Page Visits**  
117,809  
735% ▲ YOY

**Reach**  
9,109,262  
253% ▲ YOY



**Followers**  
86,051 Total  
10,858 new in 2023

**Page Visits**  
90,314  
73% ▲ YOY

**Reach**  
2,737,546  
459% ▲ YOY





## BUSINESS / EVENT SUPPORT & PROMOTION

Providing support for local Telluride businesses and events was a primary focus for the TTB in 2023. Through collaboration with Town of Telluride staff, the TTB launched a local and regional ad campaign and introduced a new grant program.

The Shop, Dine and Play Local campaign officially launched Memorial Day week, with paid social, print ads in the *Telluride Daily Planet*, digital display and search engine marketing activations. The digital campaigns targeted locals and visitors within a 45-mile range of Telluride, and encouraged the audience to support local businesses. A custom landing page on Telluride.com was the call to action for all marketing and featured Telluride businesses. Campaign performance for 2023 was strong, above industry benchmarks:

In partnership with the Town of Telluride, the TTB launched a grant program to support Telluride's nonprofit organizations and business community, while contributing to the economic vitality of the Town. A total of \$20,000 was allocated to the grant program.



The program was well-received by the community, with 18 applications. The committee reviewed all applications and each was scored based on a number of criteria that aligned with grant goals. Score cards were calculated, and recipients were selected based on total points. Based on scores, four organizations were selected, each to receive \$5,000 in grant funds. All applicants were notified of their status on June 30. A press release announcing grant recipients was distributed on July 7.



### Digital Display Impressions:

**3,807,662**  
CTR **.18%**



### Paid Social Impressions:

**641,196**  
CTR **2.36%**

### Google Paid Search Impressions:

**112,277**  
CTR **10.42%**

CTR = Click Through Rate



# INTERNATIONAL PROMOTIONS

International tourists are Colorado's highest-value visitors, spending an average of 3x the domestic tourist. With a longer length of stay, higher spend and general preference for public transportation, the international visitor delivers lower impact on the destination while garnering more revenue for the community. In addition to international public relations efforts, the TTB added enhancements to the program with the support of the Town of Telluride.

The TTB's strategy was to target key international markets: the United Kingdom and Germany for summer travel, and Australia and Mexico for winter travel. Through a relationship with the Colorado Tourism Office (CTO), the TTB participated in UK tour operator Travel Counsellors' Responsible Travel campaign. The CTO provided Care for Colorado principals assets to the campaign, and the TTB partnered with emails, digital banners and social.

A pay per click program was launched at the end of March to target audiences in the UK and Germany for summer travel during the spring months. The campaign ended in May, with a healthy CTR (click through rate) of 7.6%, which is in the ballpark of the 6-10% benchmark for PPC programs. In June, the program shifted to target Australia for winter planning, and Mexico in August with CTRs of 9.28% and 7.9% respectively.

Relationship building through in-market missions, trade shows and hosting are the most important components of the international program, and the TTB spent 2023 promoting the destination through these efforts, which has translated to exposure in key markets.

During spring, the TTB participated in international industry events to promote the destination. The TTB hosted an international dinner at the Mountain Travel Symposium (MTS), the largest ski industry event in North America. The dinner was attended by 26 wholesalers and 10 members of the Telluride lodging community. In May, the TTB participated in the U.S. Travel Association's IPW trade show and met directly with key international wholesale contacts.

The TTB collaborated with the CTO on media missions in Mexico and Australia. The Mexico missions focused on influential media for summer promotion and then a winter push with media events in Monterrey, Guadalajara and Mexico City. The Australia mission included the CTO's sponsorship of Mountainfilm on Tour and provided opportunities for additional exposure for the destination through VIP events with media and travel trade.

All of these efforts have resulted in a very strong showing for both visiting media and travel trade FAM trips in Q1 of 2024, which included a live broadcast in Australia on their national morning show Sunrise. This winter, the TTB has hosted media from Australia, Mexico, UK and Germany and tour operators from Australia, Mexico, Brazil and Argentina.

8 explore | Saturday August 19, 2023

DESTINATION UNITED STATES

## The greatest ski town on earth

**M**OST locals in Telluride have a Butch Cassidy story they like to share, though these days Butch is just another celebrity who lived in this town. Here's the Butch saga for you in a nutshell: Cassidy made one of the most daring bank robberies in the history of the American Wild West here in Telluride. It was his first, and his most famous bank robbery. He spent three days casing out town's two banks, then snatched them one after the other and walked three blocks through town patently tipping his hat to locals. After that he rode his horse out of town with all the loot.

The main thing you've got to understand about this story to get a take on Telluride in your mind is that Butch could show up in town today and do the same thing. Most of Telluride's buildings are on the US National Register of Historic Places.

That's what I love most about this old forgotten south-west corner of Colorado: think of everything you see around you in Telluride, then blend the colour out and it's just like the photos you see on the walls of its bars.

There's an old clock tower in the main street, the streets are wide enough for a horse and cart to turn around and there's 150 year old bars in town with owners

**Y**ou won't hear an Aussie accent in Butch Cassidy's old haunt. Were missing out, writes Craig Tansley.

connoisseurs. But get this: you can't see one from the other, though they're connected by high speed gondolas. And the sheer scale of the ski mountains they're built around allows you to ski between the two. There's no better moment to global skiing than that moment you see the town of Telluride below you from the ski slopes for the very first time.

Now you've read all this, the other crucial thing to do is to imagine Telluride, and its ski resort, with hardly anyone in it but locals. And with barely a single Australian (except one that is, or isn't).

I've been coming to Telluride since 2004 and I've heard maybe... five... Australian accents? Telluride is a ski resort drive from Denver - maybe you all think it's hard to get to? But all you need do is fly to a little town called Montrose from LAX (70 minutes) then drive 90 minutes. Which means you're here in about the time it takes to get

the Telluride Film Festival.

Yet when I arrive on a sunny afternoon in January, the whole town's standing out on Telluride's main street to watch a helicopter drop explosives on that mountain just behind town to clear snow with an induced avalanche. This, I'm told, is one of the highlights of winter to locals.

"After that he rode his horse out of town with all the loot."

"This [blasting] gets all out," a local tells me. The locals I observe look to be an eclectic collection of drinkers, who found somewhere to stick.

I check in at one of the ski resort's best hotels, Madeline Hotel & Residences, and the GM is dozing out five glasses of champagne between following on an espresso alongside by the back door, beside a skidding skier's descent.

At his hotel's bar (named as one of the US's best by 15 travel titles - Travel &

wanted 20 minutes for my table because no-one gets professional treatment in Telluride (it's all activity first, in first served). At both restaurants, I've eaten fresh lobster delivered that same day from New England on America's north-east coast.

At night there's so many dive bars and casual, dispensary stores as there are wine bars and restaurants with fancy degeneration menus. Homes may cost an average of \$500 million but the best place to town to drink is still the Last Dollar Saloon (call it The Shack, everyone else does), where at happy hour beers cost \$9.95. No one has to prove anything to anyone in Telluride.

There are few self-gone options here than in Aspen, but in 19 years I haven't managed to find every bar, or every restaurant. As for the skiing - there are 150 ski runs here and chances are you'll ski most of them by yourself, or close to it.

The mountain looks mighty immense on first glance - but over half of it is marked beginner or intermediate, and every chairlift has a beginner or intermediate ski run off it, meaning even rank beginners can get right to the top.

This year marked my seventh visit to Telluride and still I barely hear another Australian accent. Hard to believe a nation of famously seasoned travellers don't realize the world's best ski towns has been right there under their nose all along.

The writer travelled courtesy of Colorado Tourism (1800-our Telluride Tourism Board



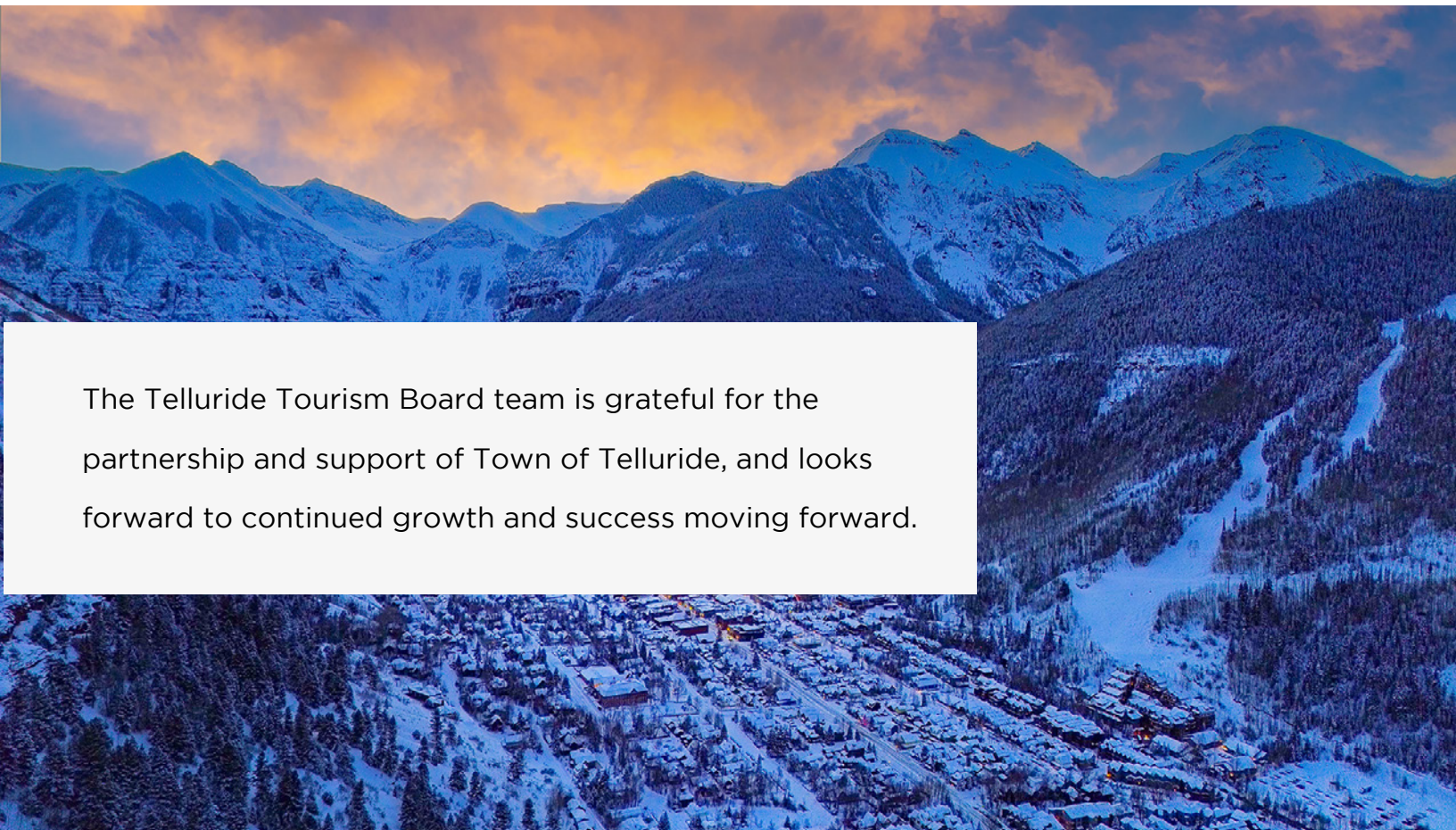
# KEY PERFORMANCE INDICATORS

Performance Indicator	2023 Actuals	2022 Actuals
Occupancy	46.7%	49.1% (5% decrease)
Average Daily Rate	\$573	\$569 (1% increase)
Tax Revenues*	JAN-NOV: \$8,465,732	JAN-NOV: \$8,382,368 (1% increase)
Web Analytics	2.37 pages, :55 time on site, 53.48% bounce rate	2.17 pages (9% inc.), 1:47 (94% dec.), 59.23% bounce (11% dec.)
Paid Media Impressions	4,561,135 impressions	NA
ClickThrough Rates (CTRs)	.18% digital display, 10.42% Google Ads, 2.36% paid social	NA
Media Equivalencies	\$34,114,163	\$7,402,078
Air Load Factors	75%	74%
Visitor Center Traffic	17,780 guests	15,093 guests (18% increase)
Central Reservations	TOT 191 reservations, \$298,123	104 reservations, \$157,216 (90% increase)
Visitor Data	160,529 unique visitors	178,943 (10% decrease)

# MEASUREMENTS & GOALS

Performance Measures	Tracking Mechanisms	Target	Actuals
Web Analytics	Google Analytics	At or over industry benchmarks	
Pages/Session		1.5	2.37
Average Session Duration		> 1 minute	:55
Bounce Rate		<60%	53%
Marketing CTR	Advertising Reports	At or over .1% (industry benchmark)	.18% digital display, 10.42% Google Ads, 2.36% paid social
International Occupancy	Lodging Analytics	Increase by 2%	138 stays in 2023 vs. 129 stays in 2022 (7% increase)
Tax Revenues*	MuniRevs	Increase by 8% annually	\$8,465,732 vs. \$8,382,368 (1% increase) through November

\* December tax revenues not published by print date.



The Telluride Tourism Board team is grateful for the partnership and support of Town of Telluride, and looks forward to continued growth and success moving forward.