VAIL LOCAL MARKETING DISTRICT ADVISORY COUNCIL MEETING

Discover Vail Monthly Agenda

Grand View Meeting Room
Zoom Registration: https://vail.zoom.us/webinar/register/WN_gsyDycE8Skq4NJbtZeMx3g

8:30 AM, November 20, 2025

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1. **Call to Order**

2. **Information Update**

   2.1 **VLMDAC Monthly Financial Update** 5 Min

   Presenter(s): Jake Shipe, TOV
   2025.11.20 - VLMD Monthly Financial Update.pdf

3. **Consent Items**

   3.1 **Minutes Approval**
   Approve or approve with changes October 16, 2025 meeting minutes.
   October 16, 2025 Vail Local Marketing District Advisory Council Minutes.pdf

   3.2 **Special Events 1st Cycle Event Sponsorships**
   Special Event 2026 1st Cycle Sponsorships.pdf

4. **Presentation & Discussion**

   4.1 **Discover Vail Priorities and KPIs**
   Discover Vail Priorities and KPIs 11.17.2025.pdf

   4.2 **Group Sales 3-Year Plan Update**
   Group Sales 3-Year Plan Update.pdf

5. **Board Comment to Management Reports**

   5.1 **Monthly Reports -** 10 *Mins*
   Monthly and Quarterly Reports.pdf
   PR Report.Q3.25 - MYPR.pdf
   PR Report - Vail Mexico 2025.SRRP.pdf
   2025 Post Visit Survey Summer Report.pdf
   VVP Group Sales October 2025.pdf
   Vail Daily Occupancy as of October 31 2025.pdf
   Vail RAO as of October 31 2025.pdf
   Social Media Report- Oct 2025.pdf
   Discover Vail Web and Paid Media October 2025 Report.pdf

6. **Matters from the Board & Discover Vail Staff**

6.1 **Matters from the Board**

6.2 **Discover Vail Staff Report** 10 Min

7. Adjornment

8. Upcoming Meetings

Meeting agendas and materials can be accessed prior to meeting day on the Town of Vail website www.vail.gov. All Town Council meetings will be streamed live by High Five Access Media and available for public viewing as the meeting is happening. The meeting videos are also posted to High Five Access Media website the week following meeting day, www.highfivemedia.org.

Please call 970-479-2460 for additional information. Sign language interpretation is available upon request with 48 hour notification dial 711.

AGENDA ITEM NO. 2.1

Item Cover Page

VAIL LOCAL MARKETING DISTRICT ADVISORY COUNCIL AGENDA ITEM REPORT

DATE: November 20, 2025

TIME: 5 Min

SUBMITTED BY: Abby Oliveira, Economic Development

ITEM TYPE: Information Update

AGENDA SECTION: **Information Update**

SUBJECT: **VLMDAC Monthly Financial Update**

SUGGESTED ACTION:

PRESENTER(S): Jake Shipe, TOV

ATTACHMENTS:
2025.11.20 - VLMD Monthly Financial Update.pdf

Vail Local Marketing District Monthly Financial Update

November 20, 2025

1.4% MARKETING & PROMOTIONS TAX ON LODGING

2025 Budget Comparison

Month	2024 Actual	2025 Budget	2025 Actual	Budget Variance	% change from 2024	% change from Budget
January	$ 843,002	$ 826,599	$ 828,580	$ 1,981	-1.71%	0.24%
February	886,459	893,528	892,439	(1,089)	0.67%	-0.12%
March	1,196,820	1,097,174	1,100,027	2,853	-8.09%	0.26%
April	142,503	235,456	168,089	(67,367)	17.95%	-28.61%
May	70,298	69,140	58,401	(10,739)	-16.92%	-15.53%
June	252,737	246,690	229,096	(17,594)	-9.35%	-7.13%
July	363,577	347,264	348,654	1,390	-4.10%	0.40%
August	304,711	308,531	307,038	(1,493)	0.76%	-0.48%
September	316,615	371,011	306,464	(64,547)	-3.21%	-17.40%
Year-to-Date	**$ 4,376,722**	**$ 4,395,393**	**$ 4,238,788**	**$ (156,605)**	**-3.15%**	**-3.56%**
October	135,817	124,782	-			
November	152,804	149,000	-			
December	855,772	848,824	-			
Annual Total	**$ 5,521,115**	**$ 5,517,900**	**$ 4,238,788**	**$ (156,605)**	**-3.15%**	**-3.56%**
Net Prior Year Collections	(4,543)		29,188	29,188		
Total Marketing & Promotions Tax Collections	**$ 5,516,572**	**$ 5,517,900**	**$ 4,267,976**	**$ (127,417)**		

Note: In previous financial updates, monthly revenue was previously reported for the period in which it was received. The report above re-allocates revenue received for the period in which the taxable event occurred, which more accurately reflects the revenue associated with the period.

Income Statement
Through 10/31/2025

Account	Account Description	Annual Budget Amount	MTD Actual Amount	YTD Actual Amount	Budget Less YTD Actual	% of Budget	Prior Year Total Actual
Fund	**600 - Vail Local Marketing District**						
REVENUE							
Department	**0000 - Revenue**						
31016.00	Lodging Tax	5,518,000.00	310,905.82	4,238,788.04	1,279,211.96	77	5,506,554.98
31016.10	Lodging Tax- Prior Year	.00	3,632.42	29,188.29	(29,188.29)	+++	10,017.05
31260.00	Business Licenses	350,000.00	.00	326,802.22	23,197.78	93	.00
31610.00	Interest	63,000.00	10,429.11	124,415.10	(61,415.10)	197	240,116.66
31931.00	Miscellaneous	.00	.00	1,321.44	(1,321.44)	+++	.00
32011.00	Transfer from GF	2,650,000.00	703,308.00	1,649,284.68	1,000,715.32	62	.00
Department	**0000 - Revenue** Totals	$8,581,000.00	$1,028,275.35	$6,369,799.77	$2,211,200.23	74%	$5,756,688.69
REVENUE TOTALS		$8,581,000.00	$1,028,275.35	$6,369,799.77	$2,211,200.23	74%	$5,756,688.69
EXPENSE							
Department	**6300 - Marketing**						
33.00	Professional Fees	.00	.00	.00	.00	+++	52,618.41
33.11	Research	162,979.00	26,335.00	134,819.25	28,159.75	83	226,732.00
33.20	Accounting Fees	32,000.00	8,000.00	32,000.00	.00	100	32,000.00
33.21	VLMD Marketing Coordination VVP / TOV	.00	.00	.00	.00	+++	172,991.00
33.22	Town of Vail Service Fees	243,000.00	60,750.00	243,000.00	.00	100	.00
33.23	Vail Valley Partnership Service Fees	108,309.00	.00	84,569.85	23,739.15	78	.00
33.50	Advertising Agent Fees	260,268.00	.00	153,129.25	107,138.75	59	262,475.33
33.56	Public Relations Services Fees	152,500.00	12,708.33	127,083.30	25,416.70	83	152,500.00
55.05	Database Systems	514,859.00	38,587.50	426,398.06	88,460.94	83	372,189.43
55.09	In- Market Marketing	81,080.00	20,000.00	64,069.00	17,011.00	79	120,166.37
55.13	LMD Email Marketing	387,850.00	21,705.84	319,694.79	68,155.21	82	416,295.59
55.18	LMD Public Relations- Direct	156,500.00	11,253.25	144,452.69	12,047.31	92	124,932.90
55.20	LMD Photography	180,200.00	.00	99,312.12	80,887.88	55	348,760.35
55.21	LMD Website	442,196.00	2,294.23	268,283.28	173,912.72	61	437,872.49
55.22	LMD Branding and Production	282,630.00	9.50	188,180.38	94,449.62	67	690,722.74
55.23	LMD Contingency	38,928.00	.00	.00	38,928.00	0	5,000.00
55.25	Social	131,900.00	57,277.13	117,714.69	14,185.31	89	110,579.01
55.26	Marketing Sponsership	50,000.00	50,000.00	50,000.00	.00	100	50,000.00
73.00	Miscellaneous	31,542.00	1,046.49	21,221.52	10,320.48	67	30,047.41
Department	**6300 - Marketing** Totals	$3,256,741.00	$309,967.27	$2,473,928.18	$782,812.82	76%	$3,605,883.03
Department	**6301 - VLMD Destination**						
55.00	LMD Traditional	.00	.00	.00	.00	+++	82,595.12
55.03	LMD Digital	.00	.00	.00	.00	+++	1,537,939.13
55.10	LMD Marketing	1,303,994.00	.00	1,112,046.07	191,947.93	85	.00
55.15	LMD International	208,650.00	22,286.50	202,683.12	5,966.88	97	179,265.51
Department	**6301 - VLMD Destination** Totals	$1,512,644.00	$22,286.50	$1,314,729.19	$197,914.81	87%	$1,799,799.76
Department	**6302 - VLMD Front Range**						

Income Statement
Through 10/31/2025

Account	Account Description	Annual Budget Amount	MTD Actual Amount	YTD Actual Amount	Budget Less YTD Actual	% of Budget	Prior Year Total Actual
55.03	LMD Digital	.00	.00	.00	.00	+++	271,988.90
55.10	LMD Marketing	443,325.00	.00	319,454.91	123,870.09	72	.00
	Department **6302 - VLMD Front Range** Totals	$443,325.00	$0.00	$319,454.91	$123,870.09	72%	$271,988.90
	Department **6303 - VLMD Group Sales**						
55.01	LMD Print Advertising	1,000.00	.00	749.00	251.00	75	.00
55.10	LMD Marketing	62,760.00	.00	62,345.10	414.90	99	59,007.36
55.17	LMD Direct Sales	197,030.00	16,649.17	166,491.67	30,538.33	85	190,275.96
55.40	LMD Travel	75,000.00	1,941.76	40,402.15	34,597.85	54	27,578.31
55.41	LMD Memberships	2,500.00	(722.00)	1,270.00	1,230.00	51	3,304.00
55.42	LMD Familiarization Trips	10,000.00	.00	5,923.02	4,076.98	59	1,764.14
55.50	LMD Event Recruiting	20,000.00	.00	.00	20,000.00	0	21,544.80
	Department **6303 - VLMD Group Sales** Totals	$368,290.00	$17,868.93	$277,180.94	$91,109.06	75%	$303,474.57
	Department **6304 - VLMD Special Events**						
33.07	Collection Fees	17,500.00	.00	.00	17,500.00	0	.00
55.54	LMD Event Liason	.00	.00	.00	.00	+++	26,000.00
71.02	Visitor Draw Events	735,270.00	34,425.00	510,865.00	224,405.00	69	.00
71.03	Recreation Events	165,205.00	7,000.00	135,404.00	29,801.00	82	.00
74.04	Signature Events	848,487.00	105,400.00	519,137.00	329,350.00	61	.00
74.05	Education & Enrichment Event Funding (Tier IV)	136,560.00	.00	84,489.60	52,070.40	62	.00
74.06	Fireworks	58,000.00	.00	32,400.00	25,600.00	56	.00
74.09	Town Produced Events	801,000.00	74,183.53	417,311.32	383,688.68	52	.00
74.10	Ambient Events	237,978.00	1,000.00	61,785.89	176,192.11	26	.00
	Department **6304 - VLMD Special Events** Totals	$3,000,000.00	$222,008.53	$1,761,392.81	$1,238,607.19	59%	$26,000.00
	EXPENSE TOTALS	$8,581,000.00	$572,131.23	$6,146,686.03	$2,434,313.97	72%	$6,007,146.26
	Fund **600 - Vail Local Marketing District** Totals						
	REVENUE TOTALS	8,581,000.00	1,028,275.35	6,369,799.77	2,211,200.23	74%	5,756,688.69
	EXPENSE TOTALS	8,581,000.00	572,131.23	6,146,686.03	2,434,313.97	72%	6,007,146.26
	Fund **600 - Vail Local Marketing District** Net Gain (Loss)	$0.00	$456,144.12	$223,113.74	$223,113.74	+++	($250,457.57)

Beginning Fund Balance	3,213,337	3,463,795
Ending Fund Balance	3,213,337	3,213,337
%age of Normal Annual Operating Revenues	58%	58%

AGENDA ITEM NO. 3.1

Item Cover Page

VAIL LOCAL MARKETING DISTRICT ADVISORY COUNCIL AGENDA ITEM REPORT

DATE: November 20, 2025

SUBMITTED BY: Abby Oliveira, Economic Development

ITEM TYPE: Consent Agenda

AGENDA SECTION: Consent Items

SUBJECT: **Minutes Approval**

SUGGESTED ACTION: Approve or approve with changes October 16, 2025 meeting minutes.

ATTACHMENTS:
October 16, 2025 Vail Local Marketing District Advisory Council Minutes.pdf

Vail Local Marketing District Advisory Council
Regular Meeting
October 16, 2025, 8:30 am
Minutes

VLMDAC Board Members:

Sam Biszantz (Council Rep/Root & Flower), Molly Bond (Vail Resorts), Kim Fuller (Jaunt Media Collective), Douglas Kessler (Homeowner), Jana Morgan (Sweet Basil/Mountain Standard), Patrick Davis (Manor Vail)

Additional attendees:

Mia Vlaar (Town of Vail), Liz Gladitsch (Town of Vail), Jeremy Gross (Town of Vail), Abby Oliveira (Town of Vail), Diana Ramirez (Town of Vail), Chris Romer (Vail Valley Partnership), Slade Cogswell (970 Design), Michal Bednarczyk (970 Design), Jake Shipley (Town of Vail), Dave Chapin (Vail Town Council/Vendettas), Amanda McNally (MYPR), Amanda Zinn (Town of Vail), Angela Mueller, Bob Brown (Brown Analytics), Jeremy Coleman (Brown Analytics), Kim Brussow (Vail Valley Partnership), Laura Libby (Miles), Mark Masters (Vail Comedy), Bob Bandoni (Students Shoulder-to-Shoulder), Tom Winter, Wyatt Smith, Ben Walton (Miles),

1. Call to Order
Jana Morgan called the meeting to order at 8:33am

2. Financial Update
Jake provided a year-to-date financial update

3. Approval of Minutes
Motion to approve: Kim Fuller/Sam Bisantz/unanimous

4. Approval of Contingency Budget Shifts
Note: contingency is already budgeted; board agrees they should review and approve changes.

Motion to approve: Kim Fuller/Molly Bond/unanimous

5. Early Season Promotion
Liz Gladitch reviewed the new Community Gift Card Program in conjunction with early-season lodging promotion to drive bookings (campaign to run through December 8, for stays up to the holiday season).

“Love Vail Dollars” was created in partnership with Yiftee to support local businesses in Vail; the goal is to have 30 businesses participate by November.
Board discussion ensued around process and program logistics.

6. America 250/Colorado 150 planning
Liz Gladitch reviewed the Colorado Tourism Office plan (complete details in board packet); Vail will be participating in the Colorado Digital Passport and a Drone Show (during GoPro Mountain Games).

Note: in addition to America 250 and Colorado 150, it is also Vail’s 60th anniversary in 2026, which will be used as a storytelling opportunity.

7. Discover Vail staff report
Liz Gladitch led the update; board interviews are scheduled in December (there are four openings; three incumbent members are welcome to reapply).

The new early-season event “Stoke Sessions” was reviewed by Jeremy Gross.

The new town council to be seated in December, and the town’s strategic plan will be reviewed in January. DMO stakeholder meetings to follow.

8. Board comment to management reports
No board comments to partner reports. Discussion around guest survey and NPS scores; complete report to be shared when finalized.

Discussion about the Michelin program (currently in the third year of a three-year contract). Town staff to learn more about the future of the program at the upcoming Governor’s Conference on Tourism.

9. Matters from the board
Event sponsorship cycle one is complete; 30 applications received. Second cycle to open in January. Discussion ensued on fall events and feedback.

Discussion on KPI’s, group sales, and cadence of reporting to ensure accountability to the plan. The partner group is reviewing, and these will be discussed at the November meeting.

The group watched the CRM video presentation, which was included as a link in the quarterly report.

Adjourn: 9:56am

AGENDA ITEM NO. 3.2

Item Cover Page

VAIL LOCAL MARKETING DISTRICT ADVISORY COUNCIL AGENDA ITEM REPORT

DATE: November 20, 2025

SUBMITTED BY: Liz Gladitch, Economic Development

ITEM TYPE: Consent Agenda

AGENDA SECTION: Consent Items

SUBJECT: **Special Events 1st Cycle Event Sponsorships**

SUGGESTED ACTION:

ATTACHMENTS:
Special Event 2026 1st Cycle Sponsorships.pdf

2026 FIRST CYCLE SPECIAL EVENT FUNDING



SPONSORSHIP PROGRAM DETAILS

- Sponsorship RFP is published twice per year.
  - September and (anticipating) February 2026
- Events are evaluated on 4 key categories
  - Audience Fit
  - Economic Impact
  - Marketing Power
  - Sponsorship Benefits
- Application requires marketing plan, event budget, sponsorship proposal, list of benefits, and more.
  - Events scored by staff and VLMDAC ad-hoc members
  - Sponsorship amount is recommended
  - Benefits are negotiated by staff if necessary

SPONSORSHIP BENEFITS REQUESTED

- **Key Sponsorship Benefits**
    - Driving traffic to discovervail.com.
    - Ripe booking conversions
    - Data capture of event attendees
    - Repeat visitation tracking
    - Bring vibrancy and authentic experiences to Vail
- Sponsorship proof of performance
    - Post event reports collect key metrics on marketing, data capture, economic impact and audience.

2026 First Cycle Special Event Funding Recommendations

2026 Special Event Sponsorship Budget $3,000,000

The historical categories for sponsorship have been maintained for 2026.

- Vail America Days
- Stoke Sessions Vail America Days
- Vail Apres Early Winter Season
- Community events - Music, Art Workshops etc.
- Destination Events - Ford Park concert & Apres at Amp
- Event Activations - Shifted from VLMD budget

Signature Events	$859,682
Visitor Draw Events	$735,270
Recreation Events	$124,000
Community Funding (E&E)	$136,560
Fireworks	$63,000
Town Produced Events	$843,500
Ambient Events	$237,978
TOTAL BUDGET	$3,000,000

SIGNATURE EVENTS

Events focused on local residents and Vail visitors alike, unlikely to be a draw for tourists, but they provide **engaging programming**, add to the **character of Vail,** and appeal to community.

2026

First Cycle					
SIGNATURE					
Event Name	**Event Start Date**	**Event End Date**	**2025 Funding**	**2026 $ Request**	**EFC Final Allocation**
Gerald R. Ford Amphitheater - Live Music & Entertainment	15-May	19-Sep	$ 60,000	$ 65,000	$ 61,250
GoPro Mountain Games	4-Jun	7-Jun	$ 155,000	$ 160,000	$ 156,250
Bravo! Vail Music Festival	25-Jun	6-Aug	$ 310,000	$ 310,000	$ 310,000
Vail Dance Festival	31-Jul	8-Aug	$ 66,950	$ 70,000	$ 67,500
First Cycle Subtotal			**$ 591,950**	**$ 605,000**	**$ 595,000**
2026 BUDGET					$ 859,692
REMAINING FUNDS for 2ND CYCLE					$ 264,692

2025 SPONSORSHIPS **5 Events*** | **53% of Event Budget**

*Inclusive of 1st and 2nd cycle funding

VISITOR DRAW EVENTS

Events creating compelling attraction and draw for out-of-town guests to travel to Vail & engender one or more of the following elements; **drive overnight** stays, **provide an experience** not easily found elsewhere, **garner regional or national media interest**

2026

First Cycle					
VISITOR DRAW					
Event Name	**Event Start Date**	**Event End Date**	**2025 Funding**	**2026 $ Request**	**EFC Final Allocation**
Vail Yeti Hockey Team	19-Dec	7-Mar	$ 25,000	$ 25,000	$ 25,000
Vail Comedy Show	1-Jan	31-Oct	$ 12,000	$ 21,000	$ -
Taste of Vail	1-Apr	4-Apr	$ 60,000	$ 65,000	$ 50,000
GEARVANA - Vail	11-Apr	12-Oct	$ -	$ 12,500	$ 7,500
Vail Comedy Festival	22-May	24-May	$ 35,000	$ 52,800	$ -
Vail Craft Beer Classic	12-Jun	13-Jun	$ 36,050	$ 35,000	$ 35,000
Vail Farmers Market & Art Show	14-Jun	4-Oct	$ 48,925	$ 48,000	$ 48,000
Thursday Meadow Market	18-Jun	17-Sep	$ 4,000	$ 7,500	$ -
Vail Kids Adventure Games	6-Aug	9-Aug	$ 35,000	$ 35,000	$ 35,000
Vail Wine Classic	6-Aug	9-Aug	$ 36,050	$ 35,000	$ 35,000
Artisan Rhapsody	24-Sep	27-Sep	$ 95,000	$ 90,000	$ 50,000
Handmade in Colorado Expo	3-Oct	4-Oct	$ -	$ 3,500	$ -
Vail Ice Spectacular	29-Dec	29-Dec	$ -	$ 35,000	$ 35,000
Gavin DeGraw Concert	30-Dec	30-Dec	$ -	$ 40,000	$ -
First Cycle Subtotal			**$ 387,025**	**$ 505,300**	**$ 320,500**
2026 BUDGET					$ 735,270
REMAINING FUNDS for 2ND CYCLE					$ 414,770

2025 SPONSORSHIPS **25 Events*** | **53% of Event Budget**

*Inclusive of 1st and 2nd cycle funding

RECREATION EVENTS

Athletic tournaments or other sporting or recreation events, that provide very limited marketing or sponsorship benefits, and have a large positive economic impact through number of participants and guests that attend, duration of event, etc.

2026

First Cycle					
RECREATION					
Event Name	Event Start Date	Event End Date	2025 Funding	2026 $ Request	EFC Final Allocation
Alpine US Nationals and SSCV Hosted Sanctioned Events	1-Jan	1-May	$ 50,000	$ 50,000	$ 50,000
Vail Cup	1-Jan	28-Mar	$ -	$ 5,000	$ 5,000
Vail Whitewater Race Series	5-May	2-Jun	$ 8,755	$ 9,500	$ 9,000
Vail Lacrosse Shootout	27-Jun	5-Jul	$ 15,450	$ 20,000	$ 15,450
55th Annual Fred Ammer Vail Invitational Soccer Tournament	17-Jul	19-Jul	$ 12,000	$ 15,000	$ 10,000
First Cycle Subtotal			**$ 86,205**	**$ 99,500**	**$ 89,450**
2026 BUDGET					$ 124,000
REMAINING FUNDS for 2ND CYCLE					$ 34,550

2025 SPONSORSHIPS 11 Events* | 12% of Event Budget

*Inclusive of 1st and 2nd cycle funding

COMMUNITY EVENTS

DEFINED AS: Events focused on local residents and Vail visitors alike, unlikely to be a draw for tourists, but they provide **engaging programming**, add to the **character of Vail,** and appeal to community.

2026

First Cycle					
COMMUNITY EVENTS (E&E)					
Event Name	**Event Start Date**	**Event End Date**	**2025 Funding**	**2026 $ Request**	**EFC Final Allocation**
Vail Valley Charitable Fund - 30th Year Celebration	1-Jan	31-Dec	$ -	$ 8,000	$ 8,000
Vail Symposium & TEDxVail 2026 Programming	3-Jan	31-Oct	$ 40,000	$ 40,000	$ 40,000
Vail Veterans Program	11-Jan	17-Jul	$ 22,500	$ 25,000	$ 25,000
Through the Lens	14-Jan	1-Apr	$ 6,000	$ 10,000	$ 8,000
Shifruns and Crawl4ALS	31-Mar	31-Mar	$ 4,000	$ 10,000	$ 5,000
BFAG: Passport to the Peaks	1-Jun	18-Apr	$ 35,000	$ 50,000	$ 35,000
First Cycle Subtotal			**$ 107,500**	**$ 143,000**	**$ 121,000**
2026 BUDGET					$ 136,560
Remaining Funds for 2nd Cycle					$ 15,560

2025 SPONSORSHIPS 11 Events* | 10% of Event Budget

*Inclusive of 1st and 2nd cycle funding

2026 Event Sponsorship Budget

	2026 Budget*	1st Cycle Allocations	Funds left for 2nd CYC
Signature Events	$ 859,692	$ 595,000	$ 264,692
Visitor Draw Events	$ 735,270	$ 349,100	$ 386,170
Recreation Events	$ 124,000	$ 89,450	$ 34,550
Community Events	$ 136,560	$ 86,000	$ 50,560
Subtotal	$ 1,855,522	$ 1,119,550	$ 735,972

2026 SPONSORSHIPS 24 Events* | 60% of Event Budget

*1st cycle funding only

2026 FIRST CYCLE Event Sponsorship

Action Requested:

Staff is requesting a motion to approve the 2026 first cycle event sponsorship allocations as presented.

AGENDA ITEM NO. 4.1

Item Cover Page

VAIL LOCAL MARKETING DISTRICT ADVISORY COUNCIL AGENDA ITEM REPORT

DATE: November 20, 2025

SUBMITTED BY: Liz Gladitch, Economic Development

ITEM TYPE: Presentation/Discussion

AGENDA SECTION: Presentation & Discussion

SUBJECT: **Discover Vail Priorities and KPIs**

SUGGESTED ACTION:

ATTACHMENTS:
Discover Vail Priorities and KPIs 11.17.2025.pdf

DISCOVER VAIL PRIORITIES & KPIs



2025 OBJECTIVES & PRIORITIES

Business Objective

Drive responsible year-round revenue growth in Vail by targeting overnight guests who stay longer and spend more, while effectively communicating community and brand values. Areas of focus include increasing mid-week and lower demand time period stays.

Optimize Visitation

Target high net worth guests, maximize longer stays and higher spend, gain greater understanding of customer through research while educating on community values.

Build Loyalty

Grow customer database and use data to better understand guest to enhance engagement & loyalty.

Lead Stewardship

Develop and deliver upon a brand position that reflects community values, differentiates Vail in ways that build its competitive edge, and inspires all to care for Vail.

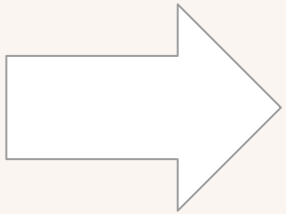
Brand Positioning

Position Vail as the Premier International Mountain Resort Community and work with community partners to define, support and deliver on the brand.

BUSINESS OBJECTIVE DEFINITION

Business Objective

Drive responsible year-round revenue growth in Vail by targeting overnight guests who stay longer and spend more, while effectively communicating community and brand values. Areas of focus include increasing mid-week and lower demand time period stays.



Business Objective

Drive responsible ***year-round revenue growth*** in Vail with a focus on ***non-winter and lower demand time*** period stays.

BUSINESS OBJECTIVE

Drive responsible ***year-round revenue growth*** in Vail with a focus on ***non-winter and lower demand time*** period stays.

PRIMARY KPI

- The one main *quantitative measure of success* for the Priority or Business Objective
- Ties directly to the *primary focus* of the Priority/Business Objective
- *Measures a result* and not an an activity or an input
- *Exactly 1* primary KPI

PRIMARY KPI

Non-Winter Revenue Growth

SECONDARY KPIs

DRIVERS (Examples)

BUSINESS OBJECTIVE

1

Drive responsible ***year-round revenue growth*** in Vail with a focus on ***non-winter and lower demand time*** period stays.

SECONDARY KPIs

- The supporting quantitative measures of success for the Priority or Business Objective
- Typically ties directly to the details in the description of the Priority/Business Objective
- Measures a result and not an an activity or an input
- 1+ Secondary KPIs (goal is 2-5 for each)

PRIMARY KPI

Non-Winter Revenue Growth

SECONDARY KPIs

1

- Year-Round Revenue Growth
- ROI on Marketing Spend

DRIVERS (Examples)

BUSINESS OBJECTIVE

Drive responsible ***year-round revenue growth*** in Vail with a focus on ***non-winter and lower demand*** *time* period stays.

DRIVERS

- Relevant *quantitative drivers or components* of the Primary and Secondary KPIs
- *May or may not tie directly* to the descriptions of the Priority/Business Objective
- May measure *results, activities or inputs*. Will often be channel-specific or more granular than Primary/Secondary KPIs
- *0+ Drivers* for each Primary/Secondary KPI

PRIMARY KPI

Non-Winter Revenue Growth

SECONDARY KPIs

- Year-round revenue growth
- ROI on Marketing Spend

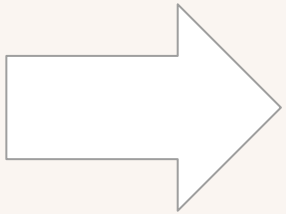
DRIVERS (Examples)

We are only developing Primary and Secondary KPIs at this time

OPTIMIZE VISITATION DEFINITION

Optimize Visitation

Target high net worth guests, maximize longer stays and higher spend, gain greater understanding of customer through research while educating on community values.



Optimize Visitation

Target ***high net worth*** overnight guests, maximize ***longer stays*** and ***higher spend*** and gain greater understanding of customer through research.

OPTIMIZE VISITATION

Target ***high net worth*** overnight guests, maximize ***longer stays*** and ***higher spend*** and gain greater understanding of customer through research.

PRIMARY KPI

Summer Overnight Occupancy Rate

SECONDARY KPIs

DRIVERS (Examples)

OPTIMIZE VISITATION

1 2 3

Target ***high net worth*** overnight guests, maximize ***longer stays*** and ***higher spend*** and gain greater understanding of customer through research.

PRIMARY KPI

Summer Overnight Occupancy Rate

SECONDARY KPIs

- 1 Mix of Visits from High-Net-Worth Guests
- 2 Average Length of Stay
- 3 Average Spend per Visit
- Mix of Stays that are Mid-Week
- Mix of Stays that are Lower Demand Time Period
- Attributed Visits per 1,000 Media Impressions

DRIVERS (Examples)

OPTIMIZE VISITATION

Target ***high net worth*** overnight guests, maximize ***longer stays*** and ***higher spend*** and gain greater understanding of customer through research.

PRIMARY KPI

Summer Overnight Occupancy Rate

SECONDARY KPIs

- Mix of Visits from High-Net-Worth Guests
- Average Length of Stay
- Average Spend per Visit
- Mix of Stays that are Mid-Week
- Mix of Stays that are Lower Demand Time Period
- Attributed Visits per 1,000 Media Impressions

DRIVERS (Examples)

- Mix of Emails Sent to High-Net-Worth Guests
- Group Sales Revenue

BUILD LOYALTY DEFINITION

Build Loyalty		Build Loyalty
Grow customer database and use data to better understand guest to enhance engagement & loyalty.	No Change	Grow ***customer database*** and use data to ***better understand guest*** to ***enhance engagement & loyalty***.

BUILD LOYALTY

Grow ***customer database*** and use data to ***better understand guest*** to ***enhance engagement & loyalty***.

PRIMARY KPI

2-Year Return Rate

SECONDARY KPIs

DRIVERS (Examples)

BUILD LOYALTY

Grow ***customer database*** and use data to ***better understand guest*** to ***enhance engagement & loyalty***.

PRIMARY KPI

2-Year Return Rate

SECONDARY KPIs

1. Database Growth (# of Records)
2. Database Growth (Completeness of Guest Records)
3. Total Email Clicks
3. Social Media Engagement
4. Net Promoter Score

DRIVERS (Examples)

BUILD LOYALTY

Grow ***customer database*** and use data to ***better understand guest*** to ***enhance engagement & loyalty***.

PRIMARY KPI

2-Year Return Rate

SECONDARY KPIs

- Database Growth (# of Records)
- Database Growth (Completeness of Guest Records)
- Total Email Clicks
- Social Media Engagement
- Net Promoter Score

DRIVERS (Examples)

- Event Contacts Added
- Web Newsletter Contacts Added
- Click-Through Rate Excluding Re-Engagement

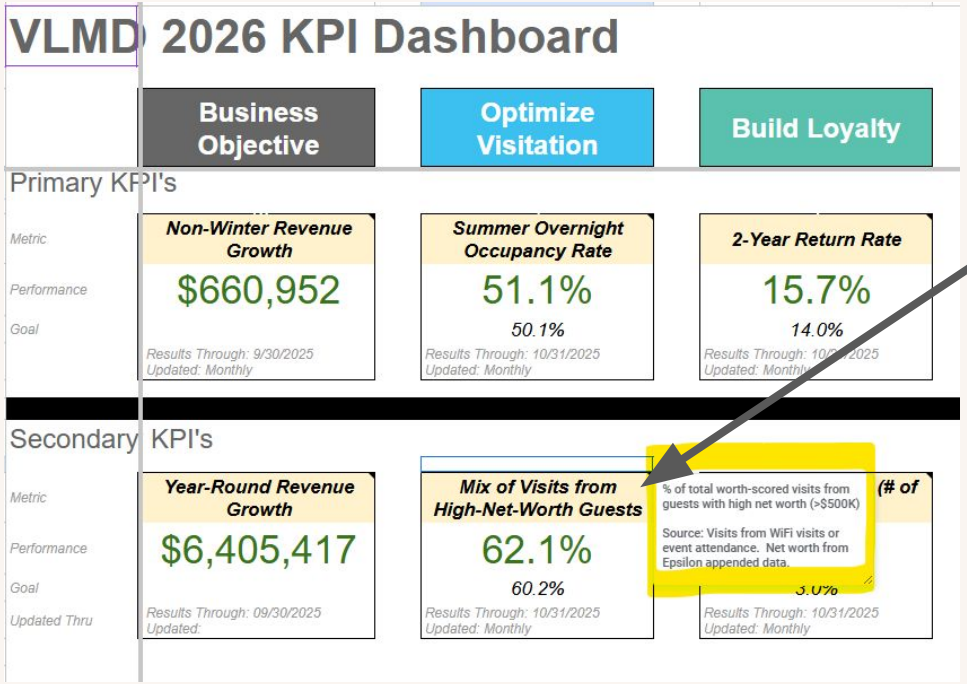
PROPOSED 2026 OBJECTIVES & PRIORITIES

Business Objective
Drive responsible year-round revenue growth in Vail with a focus on non-winter and lower demand time period stays.

Optimize Visitation	Build Loyalty	Community Vitality	Brand Positioning
Target high net worth overnight guests, maximize longer stays and higher spend and gain greater understanding of customer through research.	Grow customer database and use data to better understand guest to enhance engagement & loyalty.	*IN DEVELOPMENT	*IN DEVELOPMENT

KPI DASHBOARD

View Live KPI dashboard:
https://docs.google.com/spreadsheets/d/1_Bc66oxnrF_I9BDuygd8hvYCX_-Ele8C_rOnqrX59IY/edit?gid=978427700#gid=978427700



Metric Definition & Measurement
Hover over the yellow Metric cell when viewing live on computer

AGENDA ITEM NO. 4.2

Item Cover Page

VAIL LOCAL MARKETING DISTRICT ADVISORY COUNCIL AGENDA ITEM REPORT

DATE: November 20, 2025

SUBMITTED BY: Liz Gladitch, Economic Development

ITEM TYPE: Presentation/Discussion

AGENDA SECTION: Presentation & Discussion

SUBJECT: **Group Sales 3-Year Plan Update**

SUGGESTED ACTION:

ATTACHMENTS:
Group Sales 3-Year Plan Update.pdf

2026 GROUP SALES 3-YEAR PLAN



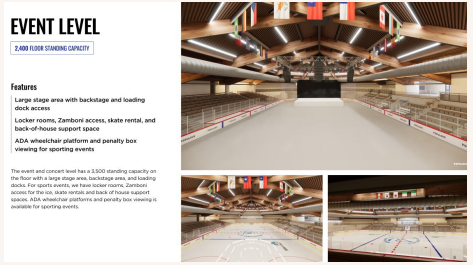
Dobson Collateral

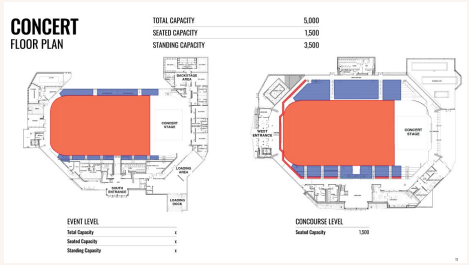


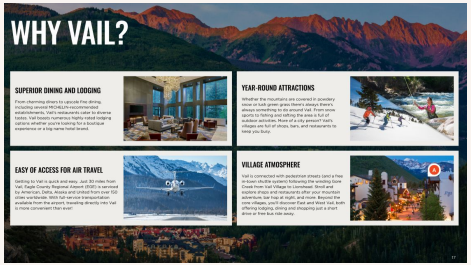
DOBSON ARENA

VAIL, COLORADO

2025



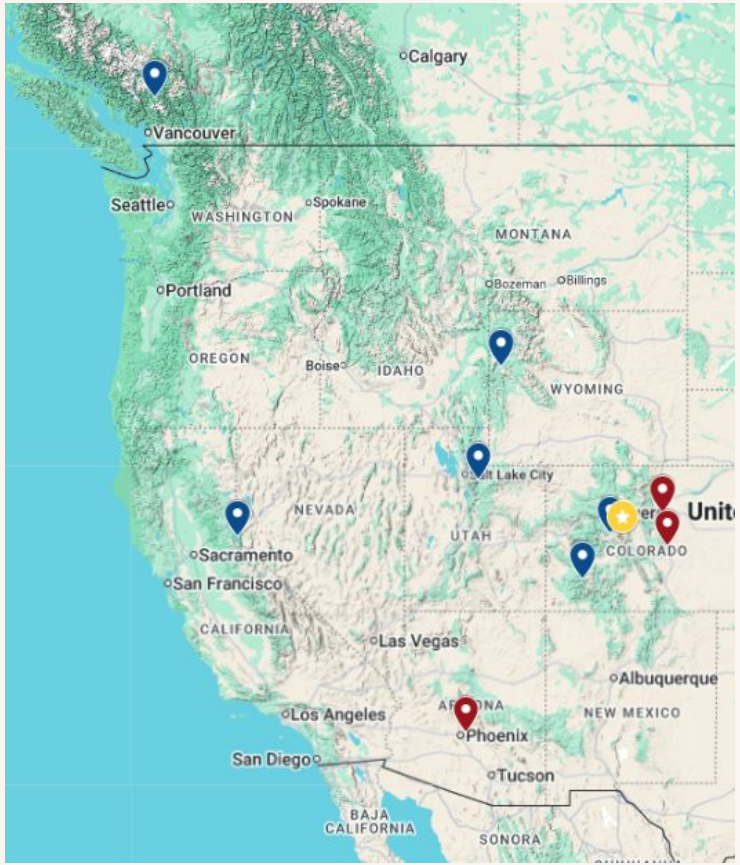




Group Sales Foundation & Prep

Foundation & Prep (Nov - Dec ‘25)

- Project Initiation & Confirmation
  - City Comps
    - Denver, CO
    - Colorado Springs, CO
    - Scottsdale, AZ
    - Salt Lake City, UT
  - Resort Comps
    - Aspen/Snowmass, CO
    - Whistler, BC
    - Big Sky, MT
    - Telluride, CO
    - Jackson Hole, WY
  - To be discussed:
    - Deer Valley, Breckenridge, Keystone
- Review of available data and confirmation of stakeholder interview list
- Finalize research framework



Group Sales Foundation & Prep



Industry Insights (Jan ‘26)

- PCMA Convening Leaders Focus Group for VAIL
  - 10–12 planners share insights on trends, motivators, and Vail perceptions.
- Review Future Partners Study (1,500+ responses)
  - Identify national trends and meeting planner sentiment.
  - Include summary of key findings and implications for Vail.

Future Partners

Group Sales Foundation & Prep

Local Perspectives (Feb - March ‘26)

- Conduct 20 stakeholder interviews (planners, partners)
- Complete competitive and SWOT analysis of Vail vs. peer destinations
- SWOT and market summary

Development & Completion of 3-yr Plan (April - June ‘26)

- Understanding the disconnect between DMOs and Planners
- Motivators
- Necessary and unnecessary collateral and tools
- Hot Topics: Economic uncertainty, registration patterns, booking cycles and windows, how to balance leisure and group
- Recommendations and examples on emerging meeting destinations
-

AGENDA ITEM NO. 5.1

Item Cover Page

VAIL LOCAL MARKETING DISTRICT ADVISORY COUNCIL AGENDA ITEM REPORT

DATE: November 20, 2025

SUBMITTED BY: Abby Oliveira, Economic Development

ITEM TYPE: Information Update

AGENDA SECTION: **Board Comment to Management Reports**

SUBJECT: **Monthly Reports -** 10 *Mins*

SUGGESTED ACTION:

ATTACHMENTS:
Monthly and Quarterly Reports.pdf
PR Report.Q3.25 - MYPR.pdf
PR Report - Vail Mexico 2025.SRRP.pdf
2025 Post Visit Survey Summer Report.pdf
VVP Group Sales October 2025.pdf
Vail Daily Occupancy as of October 31 2025.pdf
Vail RAO as of October 31 2025.pdf
Social Media Report- Oct 2025.pdf
Discover Vail Web and Paid Media October 2025 Report.pdf

MONTHLY REPORTS

- October Reports
  - Website & Media
  - Group Sales
  - Organic Social Media
- DestiMetric Report

QUARTERLY REPORTS

- PR Quarterly Report
- Mexico Quarterly Report

- Post Visit Survey Summer Report

November 10, 2025

TO: **Vail Local Marketing District Advisory Council**
FROM: **Kristin Yantis & Amanda McNally, MYPR**
CC: **Mia Vlaar & Liz Gladitsch, Town of Vail**
RE: **Q3 Public Relations Report**

Per the board's request, we have have shifted our quarterly report to provide a more condensed look at quarterly PR efforts and results. You'll see that we've highlighted key metrics and KPI at the top, key insights as well as a snapshot of agency efforts.

Q3 Key Insights

- **Events Drive the Narrative** – Coverage of events, concerts and festivals remains the dominant media theme, accounting for over 61% of Q3 stories, reinforcing Vail's positioning as a vibrant destination for events.
- **Focus on Music Gaining Traction** – The emphasis on a year-round music message is gaining traction with a Denver Post story noting Vail as a top mountain spot for music.
- **Vail Maintains Strong Media Presence** – Vail continues to garner its fair share of coverage compared to Breckenridge and Aspen. Events like Aspen Ideas Festival and Jazz Aspen Snowmass tip the scales for coverage to Aspen and Breckenridge trails significantly in capturing coverage.
- **Fall Was the Season for Visits** – We had more fall media visits than the past few years leading to some great coverage going into winter e.g. two stories in Travel + Leisure including a Vail Travel Guide for the publication.
- **TV Placements Expand Geographic Reach** – The summer TV strategy continues to deliver results with successful placements in key markets including Kansas City, New Mexico and Texas.
- **Social Media Tastemakers Deliver Results** – This year, we tested a new influencer approach by partnering with one social media tastemaker, entering into collaboration with First Class Jerk. Tastemakers are influencers seen as cultural trendsetters who help define what becomes popular, versus promoting existing trends. In the travel space, tastemakers often include artists, writers, or digital-first media brands like First Class Jerk. The First Class Jerk partnership delivered the strongest engagement rate of the year at 3.7%, one of the largest audiences with 219k views, and produced exceptionally creative content that reinforced Discover Vail's positioning as an outstanding summer and fall destination.
- **Rise of Substack Influence** – The First Class Jerk collaboration also highlights the growing impact of Substack newsletters in travel storytelling. Substack allows subscribers to receive content directly from trusted voices, creating highly engaged, niche audiences. First Class Jerk's Substack reaches roughly 30,000 subscribers and maintains a 48% open rate, far exceeding standard email benchmarks.
- **Bloggers Remain Cost-Effective and Impactful** – Traditional bloggers continue to deliver long-term value for Discover Vail by contributing to both SEO and GEO performance. Blogger partnerships tend to be more cost-effective than other influencer collaborations while also over-delivering in terms of content. Of the limited number of bloggers hosted this year, two provided bonus social media coverage, and a third produced a dedicated podcast episode highlighting Vail, underscoring the continued ROI and versatility of this channel.

Q4 Shifts

- **Limited Media Outreach, Planning for 2026.** Although MYPR will distribute the winter media tipsheet in Q4, most of the agency's efforts are focused on the signature programs sponsorship program and planning for 2026.

Media Coverage KPIs

	Q1	Q2	Q3	Q4	Year-to-Date	KPI Goal
Target Media KPI	4	42	39		81	36
DiscoverVail.com in Stories	0	18	9		27	18

Link to Media Coverage Report & Sample Placements

HERE is a link to the Vail Q3 media report which includes total media coverage, reach, tone of coverage and key message tracking. Following are a few highlights of coverage secured by MYPR.

- Sunset
  Headline/Link: Here's Where to Sample the Best Food and Wine in the West
  Note: Result of MYPR submission for the Sunset Travel Awards.

- National Geographic
  Headline/Link: 9 Places to See Fall Foliage in the U.S. – and none are in New England
  Note: Result of MYPR meeting writer Emily Hochberg in California and subsequently hosting her in Vail this summer.

- Denver Life
  Headline/Link: Music and Wine Come Together in Vail for an Unforgettable Weekend
  Note: Direct result of our Denver media kickoff event in April.

- Denver Post
  Headline/Link: Colorado's best mountain towns for live music fans
  Note: Result of pitching the town's focus on music in the summer. The story was picked up on the wire in ran in more than three dozen other media outlets across the U.S. including the Miami Herald, Sacramento Bee and others.

- Unofficial Networks
  Headline/Link: Is Vail's Oktoberfest Turning 50 the Wildest Bavarian Bash Yet?
  Note: Result of hosting the writer during our NYC media mission. The reporter also had event organizer Brian Nolan and special events manager Jeremy Gross on his podcast to talk about events in Vail.

- Springs Magazine
  Headline/Link: Your Guide to a Summer or Fall Vail Getaway
  Note: Result of drive-market media strategy, reaching out to regional niche outlets. Hosted owners/editor Jeremy Jones to a visit to Vail.

- BEOND TV (pay-to-play segment)
  Headline/Link: Next Stop: Vail, Colorado
  Note: Result of exploring more TV opportunities for the destination and securing a smaller investment streaming TV segment.

Awards & Accolades
MYPR continues to track, and where appropriate submit/pitch, key destination and hotel awards.

- Travel & Leisure World's Best
    - 10 Favorite Resorts in Colorado - No. 4 – Sonnenalp

Paid Storytelling
Blogger Program
This season's goal was to host three to five bloggers, and we met that goal with three visits. Coverage included stories positioning Discover Vail as a summer destination for travelers over 50 as well as travel guides highlighting lodging, activities, and dining for general travelers. Following are the stories that have appeared.

- BonTraveler
  Headline/Link:16 Essential Things to Do in Vail, Colorado
- Dave's Travel Corner
  Headline/Link: 62 hours in Vail: A Perfect Summer Mountain Escape
- Travel Past 50
  Headline/Link: Summer in Vail, Colorado: Best Things to Do Off-Season

Influencer Program
Influencer KPIs

	Results	Target KPI	
Numbers of Influencers Hosted	7	4-7	Met Goal
Campaign Engagement Rate	1.6%	1.2%	Exceeded Goal
Organic Impressions	3.2M	500k	Exceeded Goal

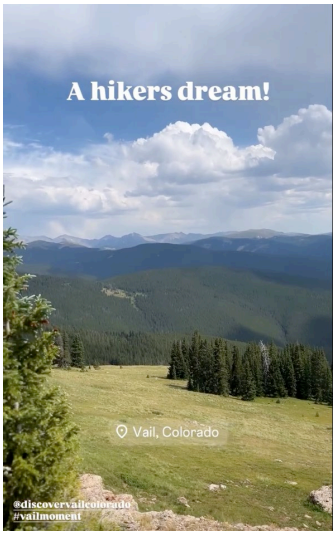
The 2025 Discover Vail Influencer campaign met or exceeded all defined campaign KPIs. The agency hosted seven total influencers throughout the season, exceeding the campaign engagement rate of 1.2%. Please click through to see some of the top performers below

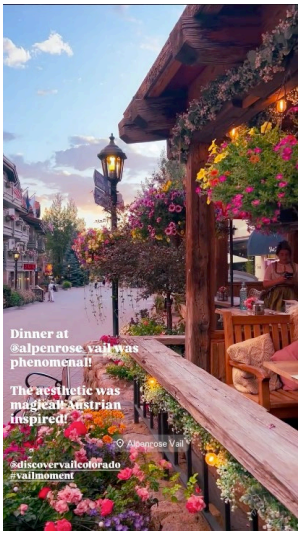
- First Class Jerk
  Views: 219k – Engagement Rate: 3.7% – Followers: 332k






- Elisolanooo
  Views: 191k – Engagement Rate: 2.6% – Followers: 408k







- ColoradoMountainTowns
  Views: 181k – Engagement Rate: 1.8% – Followers: 208k







- MileHighandHungry
  Views: 234k – Engagement Rate: 1.8% – Followers: 215k







Tactical Efforts

- Coordinated and hosted more than 15 media, influencer, and blogger visits in the third quarter. These visits take up the majority of the agency's time due to securing visits, coordinating travel, itinerary development and visits often include personally hosting or meeting each person.
- Coordinated BEOND TV streaming segment and video shoot.
- Drafted and distributed the fall "What's New in Vail" media tipsheet, keeping media in the loop on the latest must-know updates.
- Confirmed logistics and coordinated elements of the August satellite media tour with Jennifer Broome to garner more coverage in key drive-markets.
- Maintained fresh, relevant content on the DiscoverVail.com media center to support ongoing media interest and storytelling.
- Sustained proactive media outreach to drive interest in summer/fall travel to Vail.
- Secured and coordinated campaigns for high-impact influencer visits for summer/fall campaigns, building momentum across social platforms.
- Continued outreach to select bloggers for Summer/Fall 2025 campaigns, laying the groundwork for future storytelling.
- Provided ongoing client support, including monthly VLMDAC meetings, partner check-ins, and one-on-one PR strategy sessions with Town of Vail staff.

Upon review, please let us know if you have any questions. Thank you!

NOVEMBER 12, 2025

TO: **Vail Local Marketing District Advisory Council**
FROM: **Sylvia Rivera, SRRP Mexico**
CC: **Mia Vlaar & Liz Gladitsch, Town of Vail**
Kristin Yantis & Amanda McNally, MYPR
RE: **Mexico Summer and Fall Public Relations Report**

Per the board's request, we have shifted our report to provide a more condensed look at PR efforts and results in Mexico. You'll see that we've highlighted key metrics and KPIs at the top, along with key insights and a snapshot of agency efforts.

Mexico Summer PR Key Insights

- **Mexico City Remains Strong While Emerging Markets Expand Reach –** Mexico City continues to be our most important audience; however, a number of emerging markets in Mexico have highly valuable demographics, bringing affluent, well-targeted, and fresh audiences looking to discover new destinations.
- **Guadalajara Emerges as a High-Value Growth Market** – Mexico remains a key focus for Vail, particularly among high-net-worth travelers loyal to the destination in winter but unfamiliar with its summer and fall offerings. This year, we strategically expanded into Guadalajara—a sophisticated, well-traveled market with strong spending power and a deep appreciation for outdoor adventure, culinary excellence, and cultural experiences—positioning its elite consumers for conversion into summer and fall Vail visitors.
- **Two-Market Strategy Drives Strong Results –** We built a strong presence in Mexico City with top-tier outlets through curated one-on-one lunches, then expanded into the vibrant Guadalajara market with an immersive event showcasing Vail's signature dining, adventure, and cultural experiences. One-on-one meetings with leading media and high-end travel advisors in Guadalajara further strengthened connections, and a high-end Guadalajara influencer FAM in Vail this summer extended momentum and delivered impressive results.
- **Paid and Earned Efforts Drive Strong Media Results –** In Mexico, a combined strategy of paid placements and relationship-driven pitching continues to amplify Discover Vail's presence across top outlets. In 2025, SRRP invested a $20,000 paid media budget in *Mex Best*, *Sports Illustrated Club Reforma*, and *Men's Health*, resulting in $16,000 of added value, including two bonus print ads in *Reforma* and a one-minute video feature during the *Mex Best Best in Hospitality Awards Gala Night* in Guadalajara. These partnerships extended Discover Vail's reach and helped generate additional organic editorial coverage within the same publications.
- **Mexico City Media Engagement Remains Strong –** Nearly 20 journalists attended our Mexico City media kickoff lunch, resulting in placements with top outlets such as *Sports Illustrated*, *Mex Best*, *Men's Health*, and *De Viaje!*. Additional coverage is slated for early next summer in *CARAS Travel Magzine*, *La Hotelista*, *M MILENIO* and *FOOD & TRAVEL*, following our September media FAM.
- **Early Communication Is Key –** We reaffirmed that early outreach to media doubles impact, giving journalists the lead time they need to develop Vail coverage while also inspiring travelers early enough in the planning cycle to influence awareness and booking decisions.
- **Influencers Play a Central Role in Media and Traveler Engagement** – In Mexico, influencer content often sparks traditional media coverage and provides travelers with

authentic, real-life visuals that inspire trip planning and bring Vail's story to life. The Guadalajara influencer FAM further demonstrated this connection, resulting in a November feature story in *Gente Bien*—a weekly lifestyle publication in Guadalajara with a circulation of 50,000—where Vail was highlighted on the cover.

- **Creator Reels Deliver Exceptional Engagement –** Instagram Reels produced by creators as part of Vail's Mexico influencer program averaged a 12.8% engagement rate, far exceeding typical platform benchmarks and signaling that Vail's stories are resonating strongly with Mexico audiences. Video engagement rate is calculated as the ratio of all interactions to total video plays.

MEDIA COVERAGE PAID & EARNED RESULTS

In Mexico, media coverage is influenced by both strong editorial relationships and strategic paid partnerships. To ensure Discover Vail maintained a strong presence in this market, SRRP was allocated a $20,000 budget for targeted media buys in 2025 and coordinated closely with Miles Partnership to align efforts and maximize impact. As a result, the following outcomes represent a combination of earned and paid media coverage that collectively expanded Discover Vail's visibility across key markets. Please note that these results do not include coverage from the September media trip, as those stories are set to publish in summer 2026.

Category	Results	Notes
Total Media Clips	69	Combined articles and interviews across print, digital, radio and social media
Total Reach	58.7M	Combined reach across print, digital, and media social channels

Media Coverage Sample Digital Placements

Following are a few highlights of digital coverage secured by SRRP. We achieved broad exposure across Tier 1 lifestyle, travel, social, sports, news, and gastronomy outlets in Mexico.
**Coverage marked with an astrick was also impacted by this year's paid media buy.*

- Fast Company – May 12, 2025
  Headline/Link: Vail Summer: The Mountain's Best Kept Secret
  Note: Result of hosting the chief editor during our Mexico City media lunch at Botánico.

- Men's Health – May 29, 2025 *****
  Headline/Link: Discover Vail Beyond Snow This Summer
  Note: Result of hosting the chief editor during our Mexico City media lunch at Botánico.

- Mex Best – May 2025 *****
  Headline/Link: Vail Transforms as the Ideal Resort to Spend the Summer
  Note: Result of our outreach to new targeted outlets.

- Sports Illustrated – May 5, 2025 *****
  Headline/Link: Vail Transforms Summer Vacations into an Unparalleled Experience
  Note: Result of pitching to new targeted outlets.

- Central Magazine – June 2, 2025
  Headline/Link: Vail Summer: Gastronomy, Art, and Wellness at Its Highest Level
  Note: Result of SRRP's ongoing relationship with Paulina Gómez and pitching our summer release.

- Reforma (Travel Segment De Viaje!) – June 2, 2025 *****
  Headline/Link: Summer Ahead: Vail, Colorado!
  Note: Result of SRRP pitching.

- Gente Bien Guadalajara – June 2, 2025
  Headline/Link: Discover Vail: A Destination to Live Fully This Summer
  Note: Result of SRRP's strong relationships with influencers and key media in Mexico City and emerging markets.

- BEA en Vail Podcast – May 15, 2025
  Headline/Link: Whoever Thinks of Vail Only as a Ski Resort Has Definitely Not Visited During Summer
  Note: Result of SRRP's connection with key voices in Vail. Beatriz speaks to Mexico's affluent market interested in buying or renting long-term properties in Vail. The podcast focused on 2025 Vail summer news.

Media Coverage Sample Print Placements
Print media remains highly influential in Mexico. Securing articles like the following in key outlets reflects both the strength of our PR efforts and the strong interest from editors, who are increasingly selective about the content they feature in their sought-after print pages.


Vail: *off the beaten track*

Cuando la nieve se derrite y las montañas revelan toda su flora y su fauna, Vail se transforma en un destino inesperado.

Un respiro anual

En las montañas

Más actividades


deviaje

VERANO A LA VISTA


PANORÁMICA


¡NO HAY LUGAR COMO VAIL!


FAST COMPANY MEXICO

Vail en verano: el secreto mejor guardado de las montañas

Toda la diversión, pero sin frío.

Cuando piensas en Vail, probablemente te imaginas nieve, esquís y chocolate caliente. Pero hay algo que muchos aún no descubren:


FAST COMPANY MEXICO

UN PUEBLITO CON ONDA

Vail Village es encantador en cualquier temporada, pero en verano tiene un ritmo distinto: más relajado, más local. Hay festivales de música, arte al aire libre y una vibra muy europea que te hace sentir de vacaciones desde el primer minuto. Te sientas en una terraza, pides algo rico y dejas que el tiempo se te escape entre risas y vistas increíbles.

TAMBIÉN PARA COMER BIEN

Ya se sabe que todo viaje épico


FAST COMPANY MEXICO

PARA LOS AMANTES DEL DEPORTE EXTREMO

Entre el 5 y el 8 de junio de este año, Vail será la sede de los GoPro Mountain Games, con unos 5,000 atletas de todo el mundo compitiendo en disciplinas como como rafting, kayak y bici de montaña, entre otras.

PARA IR EN PLAN PAREJA, FAMILIA O SOLO

Vail es versátil. Puedes ir con tu pareja y vivir una escapada


DE VIAJE

UN VERANO INOLVIDABLE EN VAIL


DEPORTE


GASTRONOMÍA

ARTE





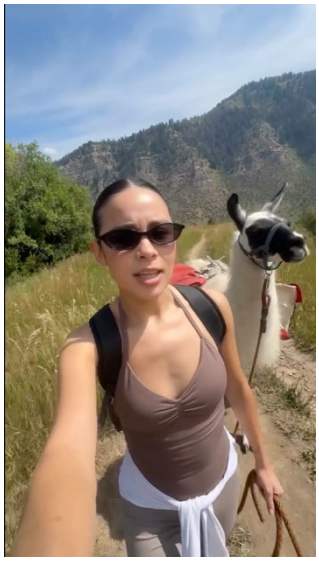
MEXICO INFLUENCER PROGRAM
Influencer KPIs

	Results	Target KPI	
Numbers of Influencers Hosted	5	4-7	Met Goal
Campaign Engagement Rate	2.42%	1.2%	Exceeded Goal
Organic Impressions	4M	500k	Exceeded Goal

The 2025 Discover Vail influencer campaign exceeded all defined KPIs and far outperformed industry benchmarks. The agency hosted five Guadalajara-based influencers during a summer FAM trip, each selected for their ability to impact and engage the target market. Collectively, the group overdelivered on content, producing eight Reels, 10 Posts and 302 Stories. The campaign achieved an overall engagement rate of 2.42%, nearly double the 1.2% goal, while Reels delivered an exceptional 12.8% engagement rate—well above the 3.2% industry average.

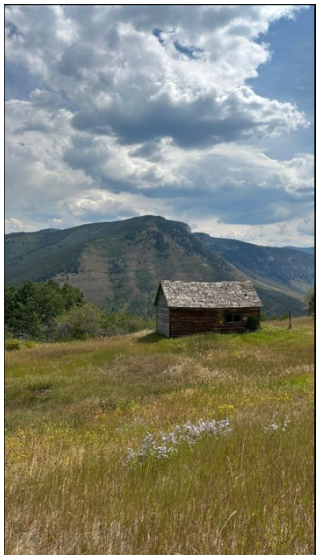
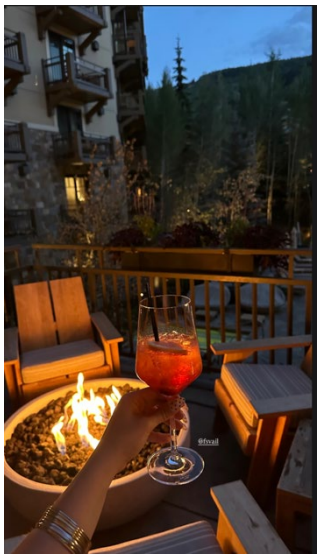
The following creators were among the campaign's top performers.

- Ale Haro
  Engagement Rate: 4.3% – Followers: 309k






- Sofia Muz
  Engagement Rate: 3% – Followers: 227k


Tactical Efforts

- Kicked off summer in style by hosting a Tier 1 media lunch in Mexico City with 18 editors from top publications including *Men's Health*, *Fast Company*, *Food and Travel,* and *Travesías.* The event took place at Botánico, one of the city's newest hotspots, recognized with two Michelin recommendations. The venue provided a natural tie to highlight Vail's own inclusion in the Michelin Guide. The lunch featured acclaimed Mexican chefs Ale Navarro Macías and Ernesto Hernández, who represented Mexico at Taste of Vail in 2025, reinforcing Vail's year-round appeal and elevated culinary reputation while spotlighting the destination's summer story. Event attendees included editors from the following publications:



- Organized a high-profile in-market event in Guadalajara, an affluent and emerging travel market, and developed a curated guest list of 80 influential tastemakers to attend.
- Followed up with Guadalajara tastemakers interested in visiting Vail; several families traveled for the first time this summer as a direct result of these efforts.
- Actively pitched the *What's New in Vail* summer tipsheet to keep media informed of the latest news and updates.
- Executed a strategically timed paid media campaign in Mexico alongside Miles Partnership, reinforcing PR messaging while complementing Miles' marketing efforts to maximize visibility and reach in the market.
- Hosted a summer influencer FAM with five attendees carefully selected for their ability to influence and engage the targeted Guadalajara market.
- Hosted a September Oktoberfest-themed media FAM in Vail to build early momentum for next season. The activation generated strong social media content and high-quality photo assets with free-use licensing for TOV-link here. The majority of resulting media coverage is slated to publish in summer 2026, providing a valuable boost for next year's campaign.
- Worked to focus this year's storytelling on making the destination the true star — positioning Vail Village as the central stage connecting adventure, culture, dining, and community. Our focus areas for this message included events, culinary, and outdoor adventure, seamlessly integrating Vail's unique village atmosphere, world-class events, and elevated culinary experiences through a robust media, influencer, and experiential activation plan.
- Secured photo assets with free-use licensing for TOV during both summer FAM trips.
- Maintained proactive media outreach to drive continued interest in summer and fall travel to Vail.
- Held strategic meetings with Mexico's tourism offices to strengthen year-round visitation from emerging markets and explore future collaborations.

2026 Recommendations

Looking ahead to summer and fall 2026, we see strong opportunities to build on the success of this year's Mexico strategy by strengthening market presence, deepening partnerships, and continuing to reach new, high-value audiences. The following recommendations outline ways to expand visibility, drive engagement, and support sales conversion in the year ahead:

- **Strategic Partnerships –** We recommend partnering with select events and community activations that reach shared audience segments within our key target markets. Events in Mexico are becoming increasingly curated, offering opportunities to optimize budget while expanding reach to new, qualified audiences.
- **Emerging Markets –** We recommend continuing to engage affluent, high-potential markets beyond Mexico City and Guadalajara, including Querétaro, Puebla, Monterrey, and Mérida.

- **Sales Integration–** There is a strong opportunity to align with the PR Mission by developing a pre-designed and printed *Editorial Travel Guide to Vail*, along with curated Vail travel packages to drive sales and conversion.

Upon review, please let us know if you have any questions. Thank you!

SUMMER POST-VISIT SURVEY OVERVIEW

November 2025



RRC

TOWN OF VAIL 58

METHODOLOGY

The Vail Summer 2025 research was conducted by the Town of Vail and the Vail Local Marketing District (VLMD). Goals are to track visitor profiles, behaviors and satisfaction with the Vail experience during the summer and fall of 2025. Visitors who log into the Discover Vail WiFi site are offered the survey.

This report presents data collected through **October 31, 2025**. Where applicable, it compares summer 2025 results to the last two seasons (summer 2024 and winter 24/25). Additionally, selected figures such as NPS, prior visitation, and others are broken out by visitor type and age cohort. Unless otherwise noted (e.g., exclusion of full-time and seasonal residents), results represent all respondents.

Sample Size:

Winter 24/25	Summer 2024	Summer 2025
899	977	745
Surveys	Surveys	Surveys
(Through Monday, 11/3/2025)	(Through Tuesday, 10/22/2024)	(Through Friday, 10/31/2025)

*Includes partial responses. Sample size (N) for individual questions are reported throughout.



KEY TAKEAWAYS

VISITOR PROFILE

Vail is a long-distance destination. 60% of visitors are from out of state. **Texas and Florida are the largest states of origin** with each providing 7% of Vail visitors. **Mexico dropped from 7% last summer to 4% in 2025.**

Vail attracts repeat visits. Three-quarters of 2025 summer guests have been to Vail before. With more than two-thirds stating they plan to return at some point in the next year, most often later in the season or next summer.

For those who considered other resorts, **Breckenridge, Beaver Creek and Aspen were the most likely alternative destinations.** Though most respondents (58%) did not consider anywhere aside from Vail.

More summer visitors travel in parties of two with just a spouse/partner and no children. Families are more common in winter as **ski trips are more likely to include kids**. Consistent with this pattern, summer travelers to Vail skew a bit older than winter.

TRIP PROFILE



Vail continues to experience strong overnight visitation in summer and winter with just under 6 in 10 respondents reporting they are staying overnight. **Overnight visitors this summer stayed the same number of nights on average compared to last summer (5.4 nights).** As is typical, summer Length of Stay (LOS) is shorter than winter**.** Winter 2024/25 LOS was 6.2 nights.



While winter guests have been more likely than summer visitors to choose vacation rentals, this summer saw an increase compared to 2024, bringing it more in line with typical ski season numbers. **Just under half of guests this summer and in winter 2024/25, stayed in traditional lodging (hotels).**



The top activities that visitors participated in were consistent across visitor types. Casual activities are most common: **Dining, shopping, hiking, relaxation, and spending time in nature**.



After word of mouth, **the most common information source is internet searches (Google, etc.),** suggesting that Search Engine Optimization (SEO) is a solid investment. Social media and DiscoverVail.com were also important.

VISITOR RATINGS

Vail Net Promoter Scores (NPS) increased this summer with the average rising to 74 from 70.5 last year. Ratings from first-time visitors, older travelers (40+) and out of state guests all increased YOY.

Vail continues to rate higher in the summer with visitors older than 40 and stronger in the winter with younger travelers. Consistent with the ratings, summer visitors tend to be slightly older with an average age of 53 vs. 50 for guests last winter.

Interestingly, **first-time and repeat visitors to Vail were largely in line with their views of Vail, with NPS for each hovering around the overall score (74.0).** First-time and repeat visitors to Vail were also aligned in their ratings for various aspects of their trip to Vail this summer.

Individual attributes of Vail all rated quite highly again this summer. Cleanliness, public safety, transit and customer service all scored well.

Parking remains an issue for some visitors, but this challenge is not unique to Vail. Note, however, there were numerous comments from repeat visitors about the change to paid summer parking. There was definite frustration from motorists who had grown accustomed to free parking in the summer.

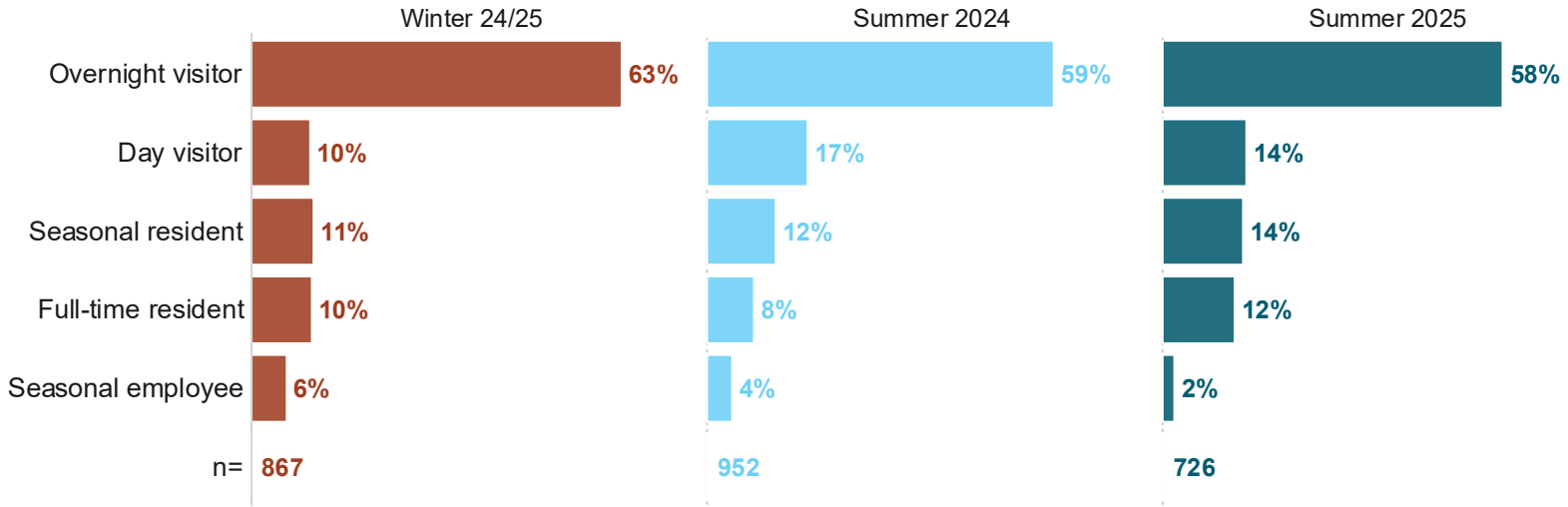


VISITOR PROFILES

VISITOR TYPE

Winter guests are slightly more likely to be **overight visitors** while **day visitors** are more prevalent in the summer. However, year-round, a majority are overnighters.

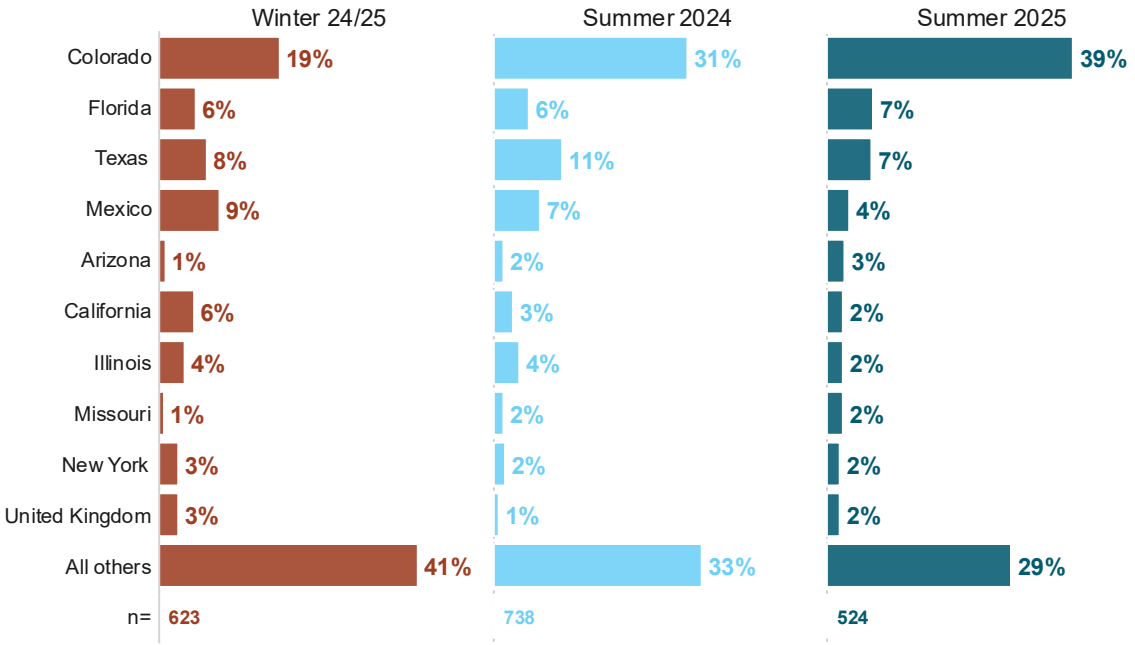
Which best describes you and your Vail visitation?



Source: RRC Associates

STATE/COUNTRY OF ORIGIN

State / Country | Top 10



Source: RRC Associates

The share of **in-state visitors** is sharply higher in summer, making up just under four in ten respondents this season.

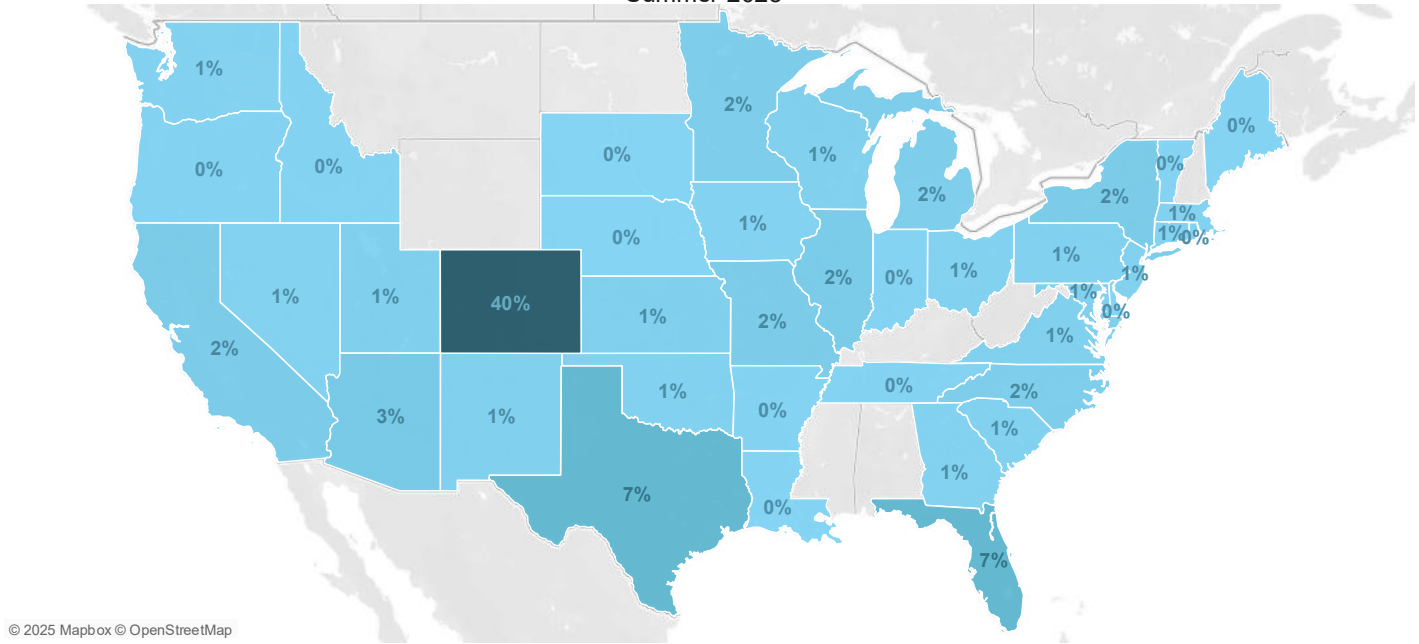
Consistent with past seasons, **Texas and Florida** are next behind Colorado as states of origin. Mexico visitors dropped off this summer.

*Excludes Seasonal, Full-Time Residents, and Seasonal Employees; darker bars represent summer 2025 data

GEOGRAPHIC ORIGINS

This summer, Colorado accounted for 40% of visitors, followed by Florida (7%), Texas (7%), and Arizona (3%).

Summer 2025



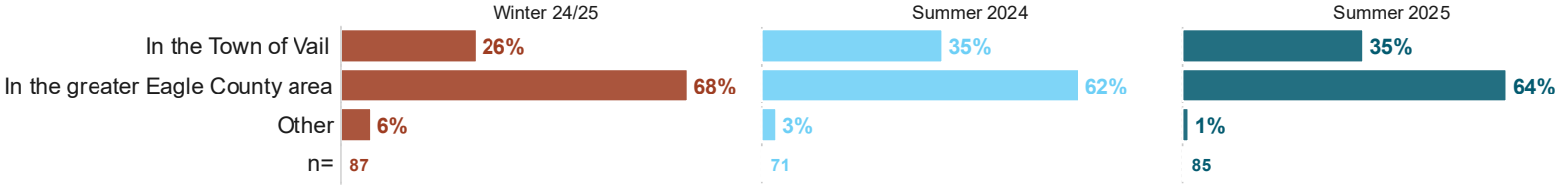
Source: RRC Associates

*Excludes Seasonal, Full-Time Residents, and Seasonal Employees; darker bars represent summer 2025 data

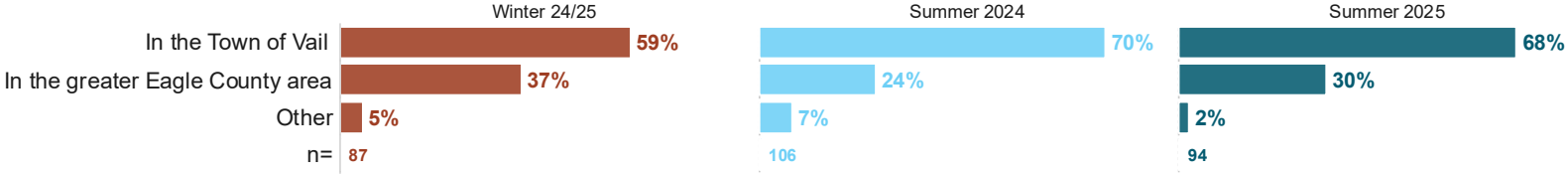
LOCAL RESIDENCE

The share of full-time and seasonal residents was consistent with last summer. **Most primary residents live in greater Eagle County and seasonal residents in the Town of Vail.**

[Full-time residents] Do you live in the Town of Vail or the greater Eagle County area?



[Seasonal residents] Do you own or stay in a home in the Town of Vail or the greater Eagle County area?

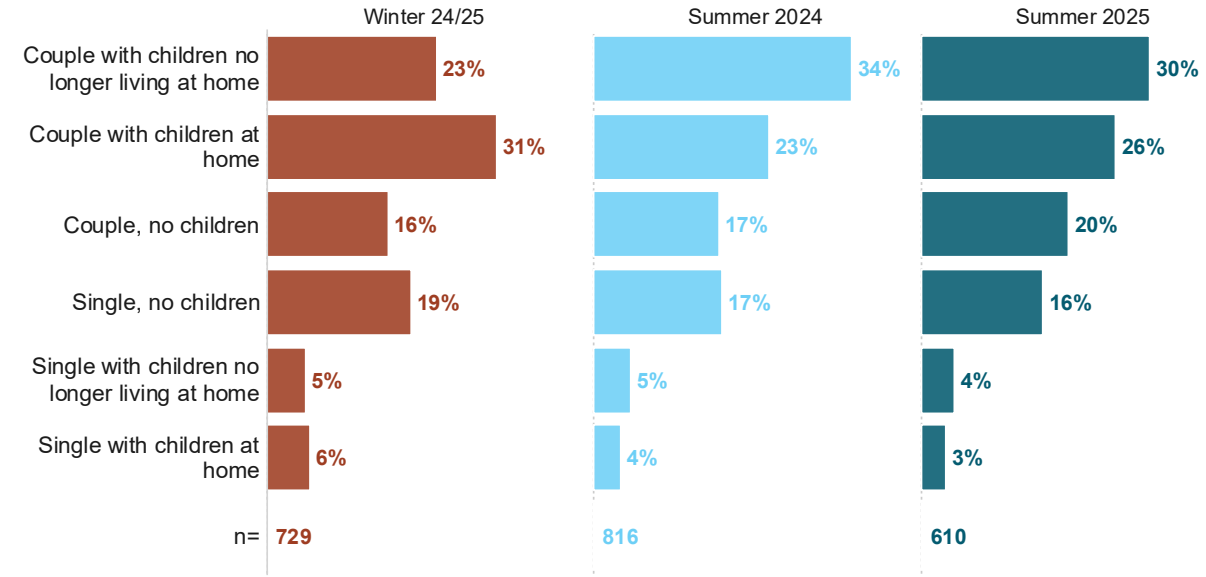


Source: RRC Associates

FAMILY STATUS

Couples without children at home continue to make up a plurality of respondents in the summer. This is consistent with the generally older profile of summer vs. winter visitors.

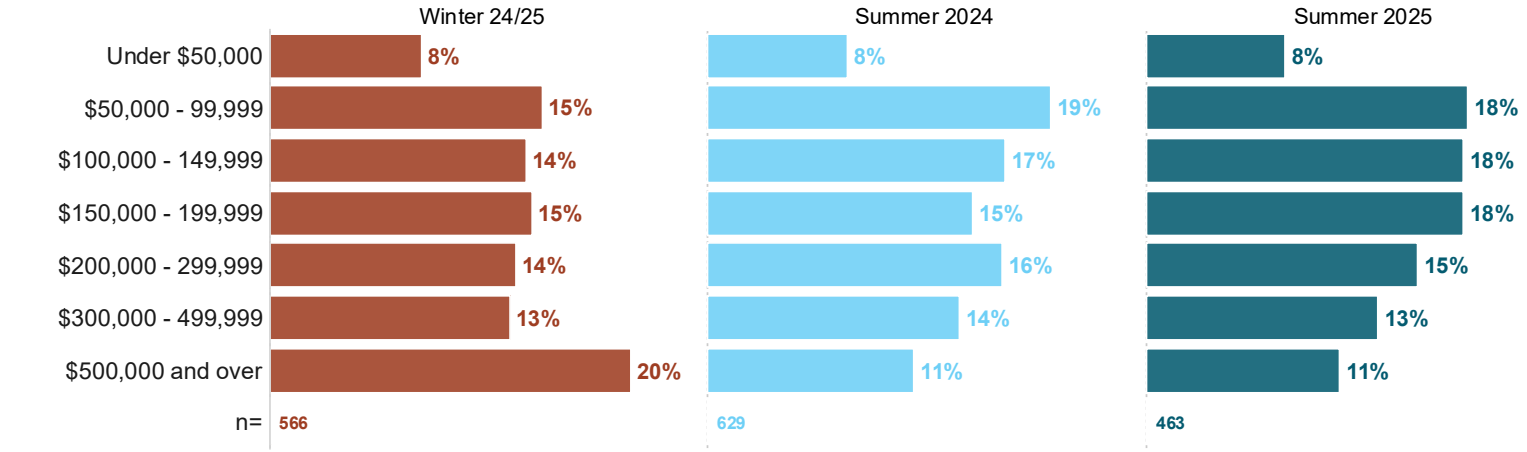
Which category best describes your family status?



Source: RRC Associates

HOUSEHOLD INCOME

Which category represents the annual income of your household before taxes?



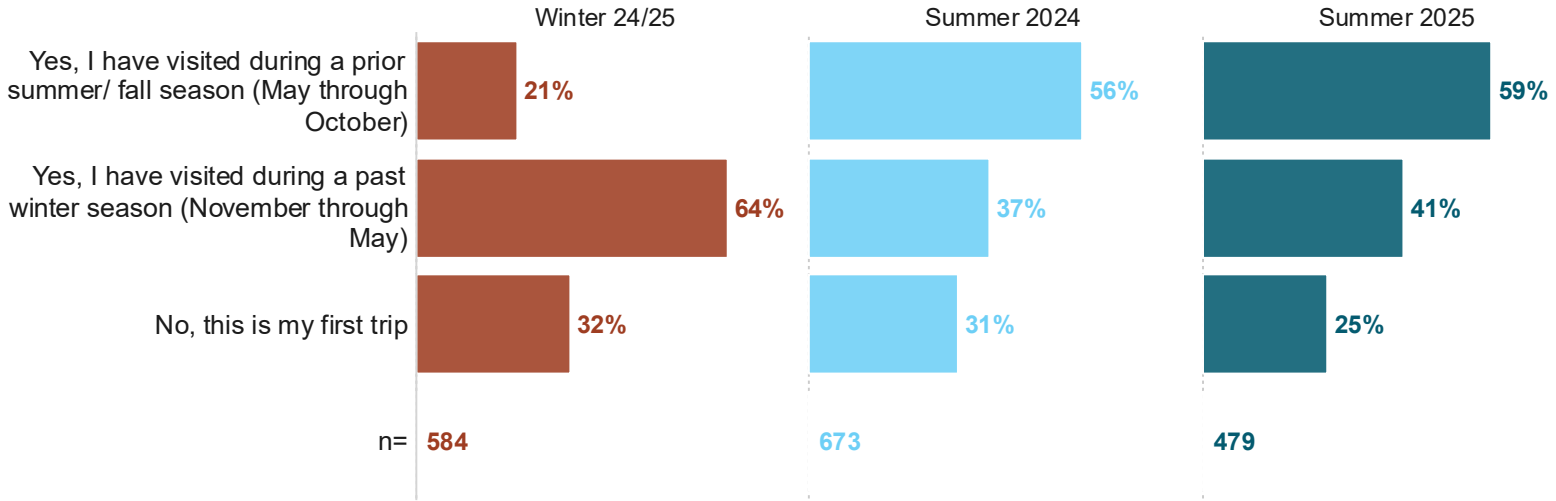
Source: RRC Associates

Summer visitors are affluent, but slightly less than winter guests. This summer, 39% of respondents report HH incomes higher than $200,000 compared to 47% last winter.

*Excludes “prefer to not answer”

PRIOR VISITATION

Prior to this last trip, have you visited Vail in the past?



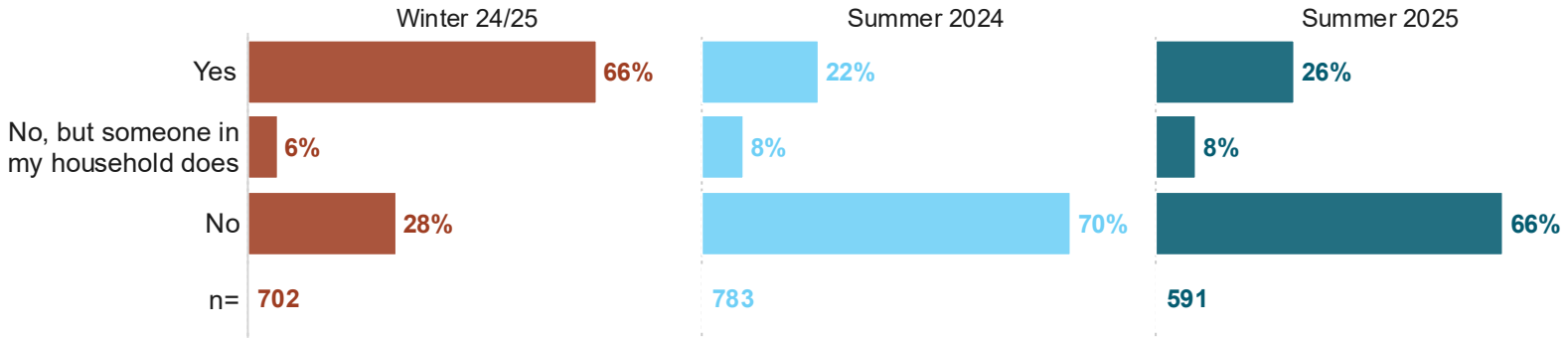
Source: RRC Associates

Most guests have been to Vail before, regardless of the season. Visitors are most likely to make repeat visits during the same season as past years. First-time visitors dropped this summer compared to the past two seasons.

*Excludes Seasonal, Full-Time Residents, and Seasonal Employees; darker bars represent summer 2025 data

EPIC PASS OWNERSHIP

Did you own any type of Epic season pass for this winter/this past winter?



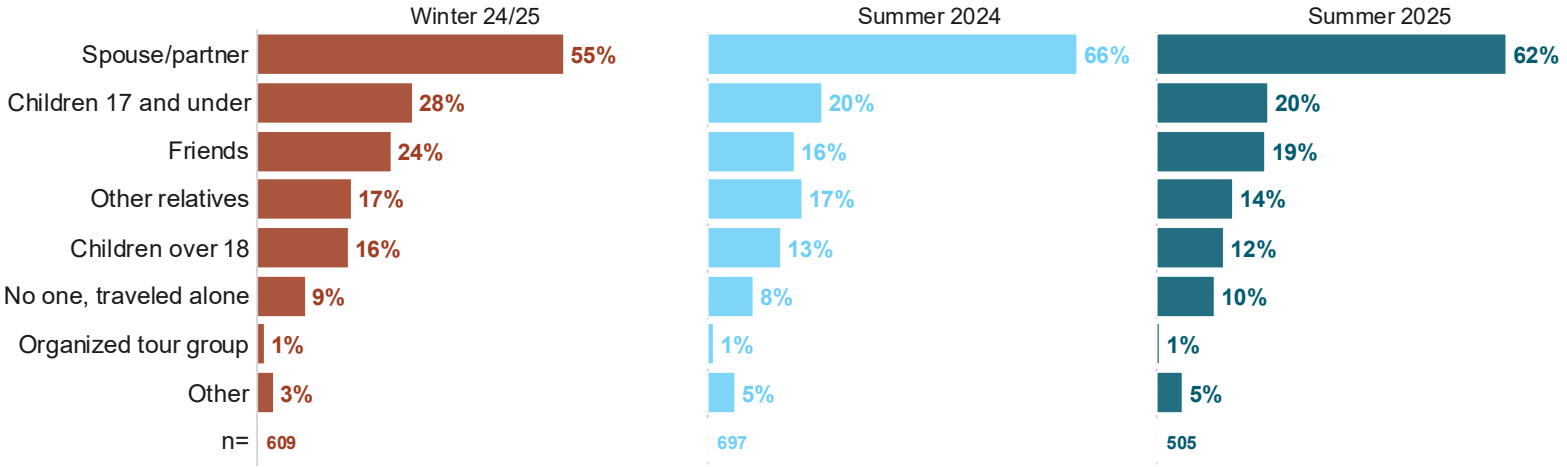
Source: RRC Associates

Predictably, summer visitors are far less likely to have an Epic pass when compared to winter visitors. However, **just over a quarter of summer guests own a pass or someone in their household does.**

TRAVEL PARTY

- Traveling with a **spouse or partner continues to be the most common party type,** despite a slight dip compared to last summer this group continues represent the greatest share of respondents.
- **Visitors during ski season are more likely to be traveling with children of any age.**

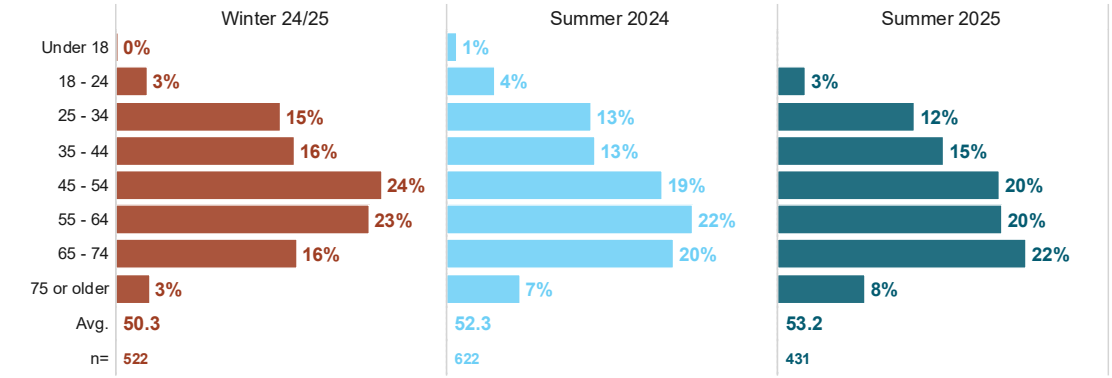
Who did you travel with on your visit? (Please select all that apply)



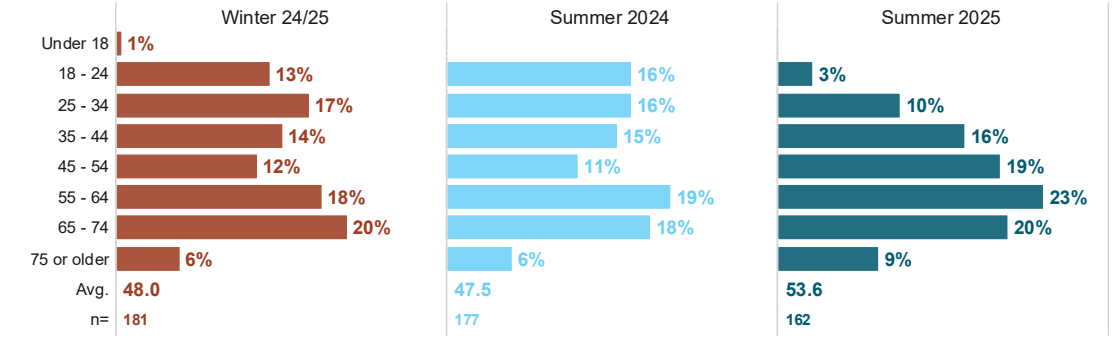
Source: RRC Associates

AGE

Age of respondent (visitors)



Age of respondent (residents and seasonal employees)



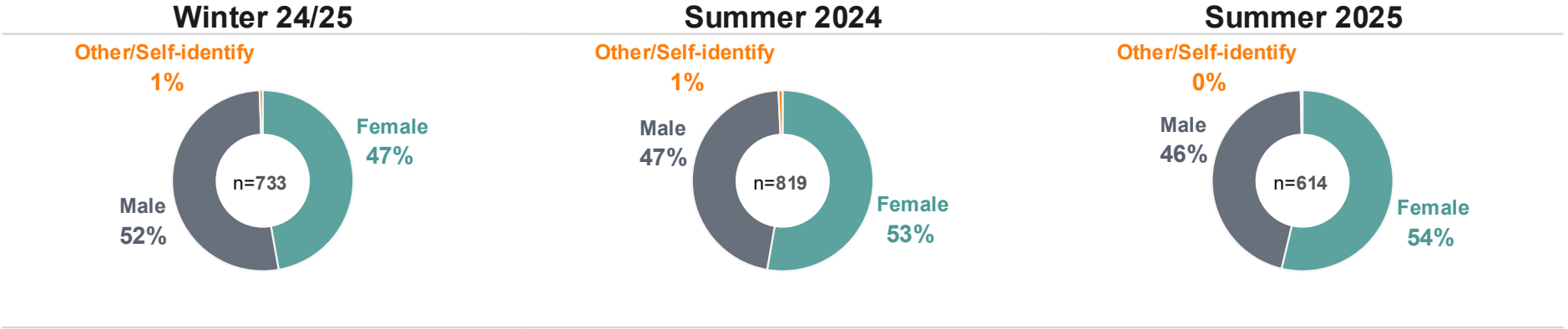
Source: RRC Associates

Consistent with past years, **respondents this summer were slightly older than those visiting in winter.**

Among residents and seasonal employees, the distribution of summer respondents were more concentrated compared to last season, leading to an increase in average age of 6.1 years from summer 2024.

GENDER

Respondent Gender:



Source: RRC Associates

Gender is nearly equally distributed in both seasons, with a slight lean toward females occurring in summer.

LIKELIHOOD TO RECOMMEND & SATISFACTION



NET PROMOTER SCORE

On a scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely," how likely are you to recommend Vail to friends and family, as a summer destination?

		Overall	OOS Overnight	Colorado Overnight	Day visitor
Promoter (% responding 9 & 10)	Summer 2025	78%	87%	67%	68%
	Summer 2024	77%	79%	77%	75%
	Winter 24/25	73%	73%	67%	73%
Passive (% responding 7 & 8)	Summer 2025	17%	9%	28%	26%
	Summer 2024	16%	16%	18%	14%
	Winter 24/25	19%	18%	25%	19%
Detractor (% responding 0-6)	Summer 2025	4%	4%	6%	6%
	Summer 2024	7%	6%	5%	11%
	Winter 24/25	9%	8%	9%	8%
NPS Score	Summer 2025	74.0	83.5	61.4	62.1
	Summer 2024	70.5	72.7	72.9	64.2
	Winter 24/25	64.1	64.9	57.9	64.3
n=	Summer 2025	534	285	127	103
	Summer 2024	730	414	133	159
	Winter 24/25	652	479	57	84

Source: RRC Associates

Overall, NPS was very strong this summer. The score rose above the previous summer and winter seasons, jumping to 74.0.

As in past seasons, OOS overnight vistiors tend to be the most positive on their Vail experience.

Comments from detractors indicate concerns over the cost of their trip to Vail not aligning with overall value, as well as crowding, and the feeling that Vail has lost it's mountain-town "vibe".

*Excludes Seasonal, Full-Time Residents, and Seasonal Employees; darker bars represent summer 2025 data

NPS BY AGE DEMOGRAPHIC

On a scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely," how likely are you to recommend Vail to friends and family, as a summer destination?

		Overall	40 or Older	Under 40
Promoter (% responding 9 & 10)	Summer 2025	78%	81%	72%
	Summer 2024	77%	79%	79%
	Winter 24/25	73%	73%	81%
Passive (% responding 7 & 8)	Summer 2025	17%	15%	26%
	Summer 2024	16%	16%	15%
	Winter 24/25	19%	20%	18%
Detractor (% responding 0-6)	Summer 2025	4%	5%	2%
	Summer 2024	7%	5%	7%
	Winter 24/25	9%	7%	2%
NPS Score	Summer 2025	74.0	76.1	69.8
	Summer 2024	70.5	73.2	72.0
	Winter 24/25	64.1	66.1	79.1
n=	Summer 2025	534	331	96
	Summer 2024	730	456	150
	Winter 24/25	652	384	129

Source: RRC Associates

As seen in past years, guests under 40 are more negative than older visitors during the summer. **The gap grew wider this year compared to last summer.**

This trend is the opposite of what we see in winter, where younger guests are more likely to recommend Vail as a destination compared to the 40+ demographic.

*Excludes Seasonal, Full-Time Residents, and Seasonal Employees; darker bars represent summer 2025 data

NPS: REPEAT VS. FIRST-TIME

On a scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely," how likely are you to recommend Vail to friends and family, as a summer destination?

		Overall	First-time visitor	Repeat visitor
Promoter (% responding 9 & 10)	Summer 2025	78%	80%	78%
	Summer 2024	77%	75%	80%
	Winter 24/25	73%	74%	73%
Passive (% responding 7 & 8)	Summer 2025	17%	16%	17%
	Summer 2024	16%	16%	15%
	Winter 24/25	19%	21%	19%
Detractor (% responding 0-6)	Summer 2025	4%	4%	5%
	Summer 2024	7%	9%	5%
	Winter 24/25	9%	5%	8%
NPS Score	Summer 2025	74.0	75.8	73.1
	Summer 2024	70.5	66.0	74.4
	Winter 24/25	64.1	69.6	64.4
n=	Summer 2025	534	120	353
	Summer 2024	730	200	457
	Winter 24/25	652	184	390

Source: RRC Associates

First-time visitors to Vail raised their NPS sharply compared to last summer while the repeat guest rating dipped just slightly.

Scores for both summer seasons were stronger than last winter.

*Excludes Seasonal, Full-Time Residents, and Seasonal Employees; darker bars represent summer 2025 data

WHAT MAKES YOU LIKELY TO RECOMMEND VAIL?



Top themes from promoters are summarized below:

1. Scenery & perfect mountain weather

Guests love the natural beauty of Vail, the alpine views, flowers, and fall colors. The cool, dry climate makes being outside comfortable and refreshing.

2. Variety of Things to Do

Visitors love the number of options for activities, from typical outdoor recreation options (hiking, biking, fishing, etc.), to the expansive events calendar (Bravo! Vail, GoPro Games, concerts, markets).

3. Village Charm & Walkability

The car-free, easy-to-navigate village, free buses, cleanliness and safety, friendly service, and plentiful dining/shopping make the experience convenient, family-friendly, and polished.

*Asked if likelihood to recommend >= 8

WHAT WOULD MAKE YOU MORE LIKELY TO RECOMMEND VAIL?



The top themes are summarized below:

1. Price & Value

Detractors see Vail as very expensive in most aspects, lodging, food, gondola tickets, etc., which leaves some feeling that the overall value of the experience doesn't justify the cost.

2. Parking, Access and Cost

Paid summer parking and confusion over public versus private parking sparked comments asking for lower rates and a simpler experience for those with cars.

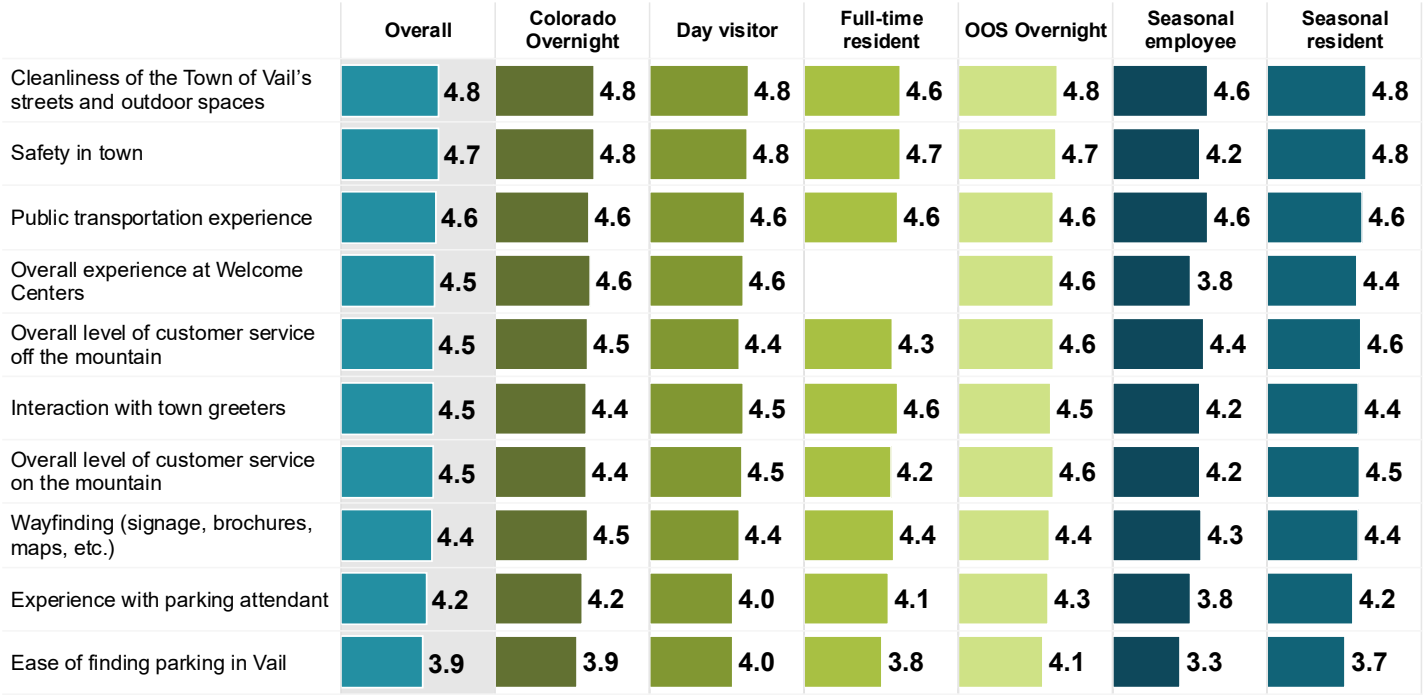
3. Experience & Atmosphere (service, crowds, authenticity)

Some described unfriendly service, seasonal business closures, crowding at times, and a feeling that the village is too focused on pricey dining and shopping rather than outdoor activities.

*Asked if likelihood to recommend < 8

SATISFACTION BY RESPONDENT TYPE

Using a scale from 1 to 5, where 5 is "extremely satisfied," how satisfied are you with the following?
Mean Ratings (Summer 2025 Only)



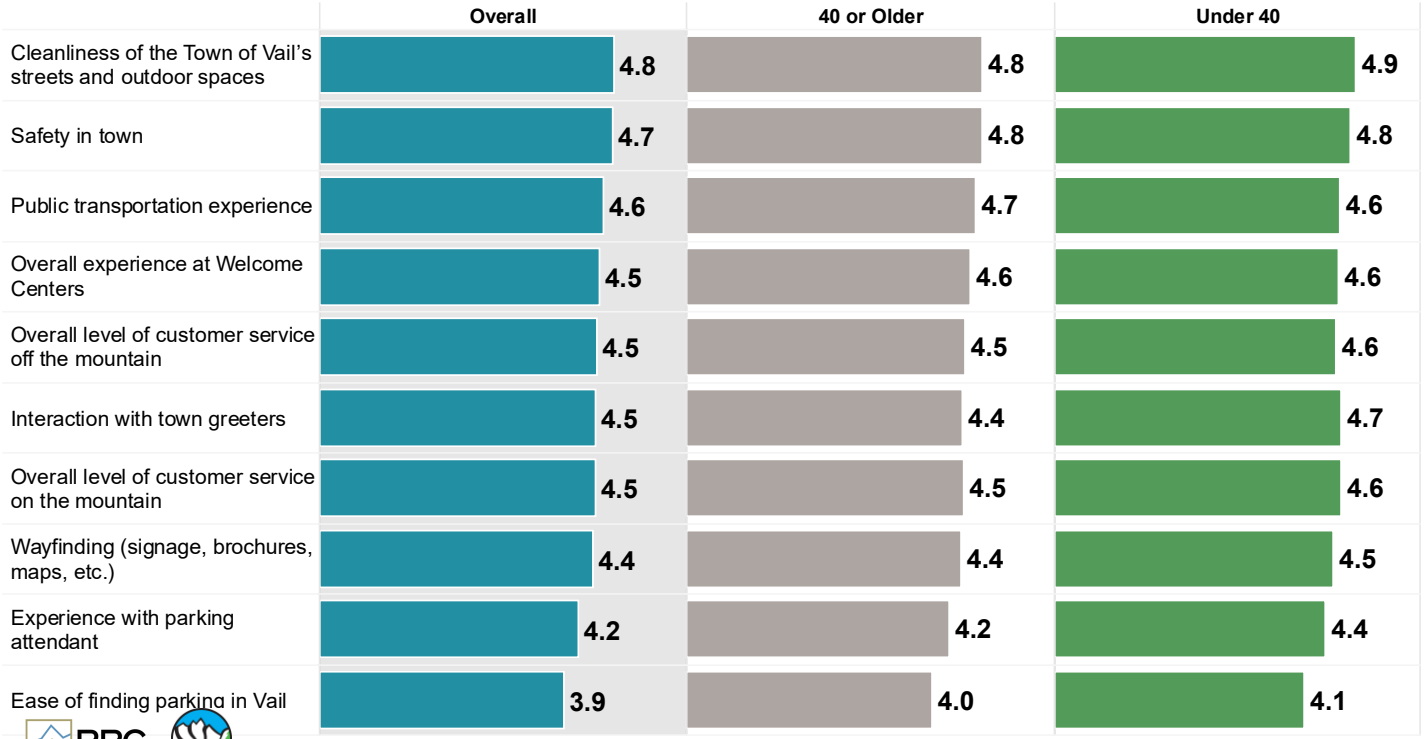
Source: RRC Associates

Overall, ratings for all categories are high and consistent across visitor types.

Cleanliness, safety, public transit and customer service are among the highest rated attributes. Ease of parking rated lowest and is the only item to score under 4 on a 5-point scale.

SATISFACTION BY AGE

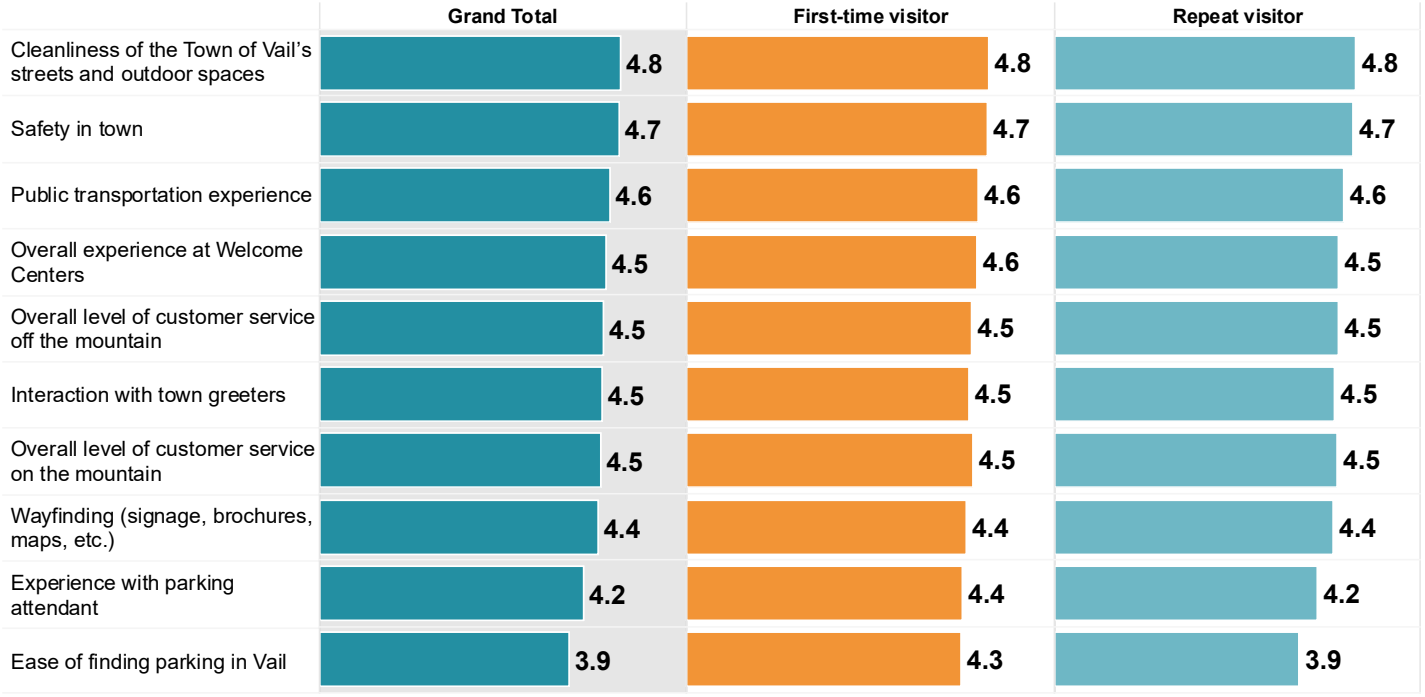
Using a scale from 1 to 5, where 5 is "extremely satisfied," how satisfied are you with the following?
Mean Ratings (Summer 2025 Only)



Interestingly, visitors under 40 rated individual attributes slightly higher than older guests, despite the overall higher Net Promoter Scores from the 40+ demographic.

SATISFACTION BY VISITOR TYPE

Using a scale from 1 to 5, where 5 is "extremely satisfied," how satisfied are you with the following?
Mean Ratings (Summer 2025 Only)



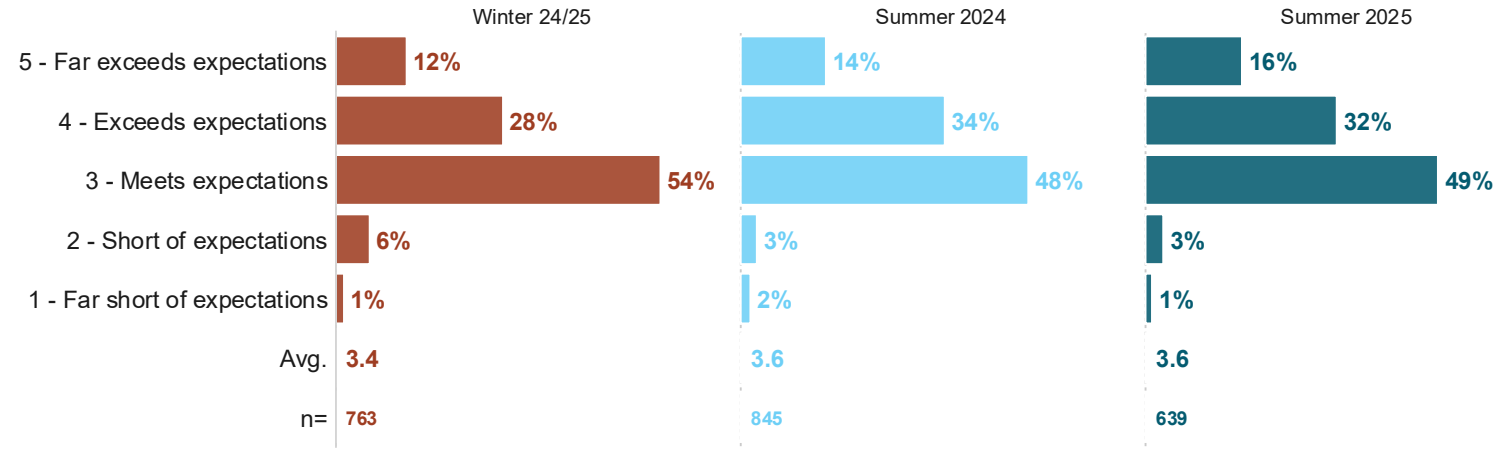
First timers and repeat visitors were consistent in their high ratings of individual attributes.

Though first-time guests were more positive on rating both parking attendants and the availability of parking.

Source: RRC Associates

VAIL AS A GREEN DESTINATION

Vail is a Green Destination Certified Top 100 Sustainable Destination. To what extent has Vail delivered on our commitment to sustainability?



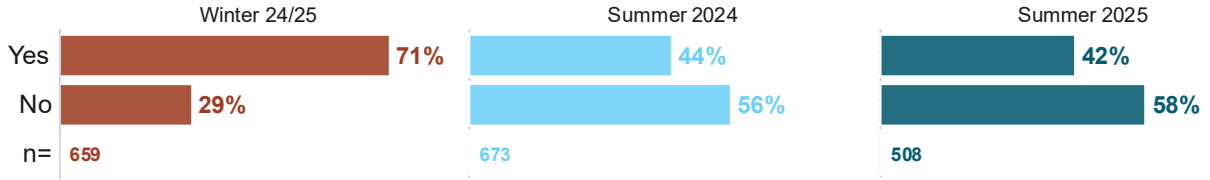
Source: RRC Associates

In recent seasons, **nearly all guests indicated that Vail met or exceeded their expectations** in the town's commitment to sustainability, with average ratings slightly higher in the summer.

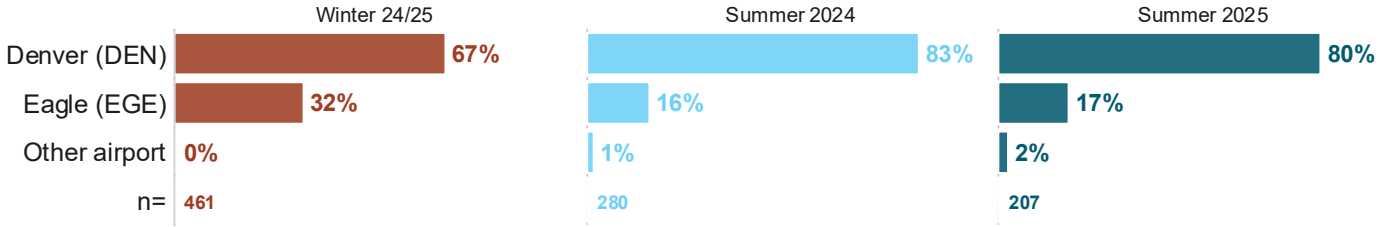
FLIGHT TO VAIL

Flights as part of the trip to Vail continue to be more popular in winter compared to summer. Among flyers, the Eagle Airport was nearly twice as popular during the ski season vs. the summers.

Did you use air service (fly) as part of your travel to Vail this trip?



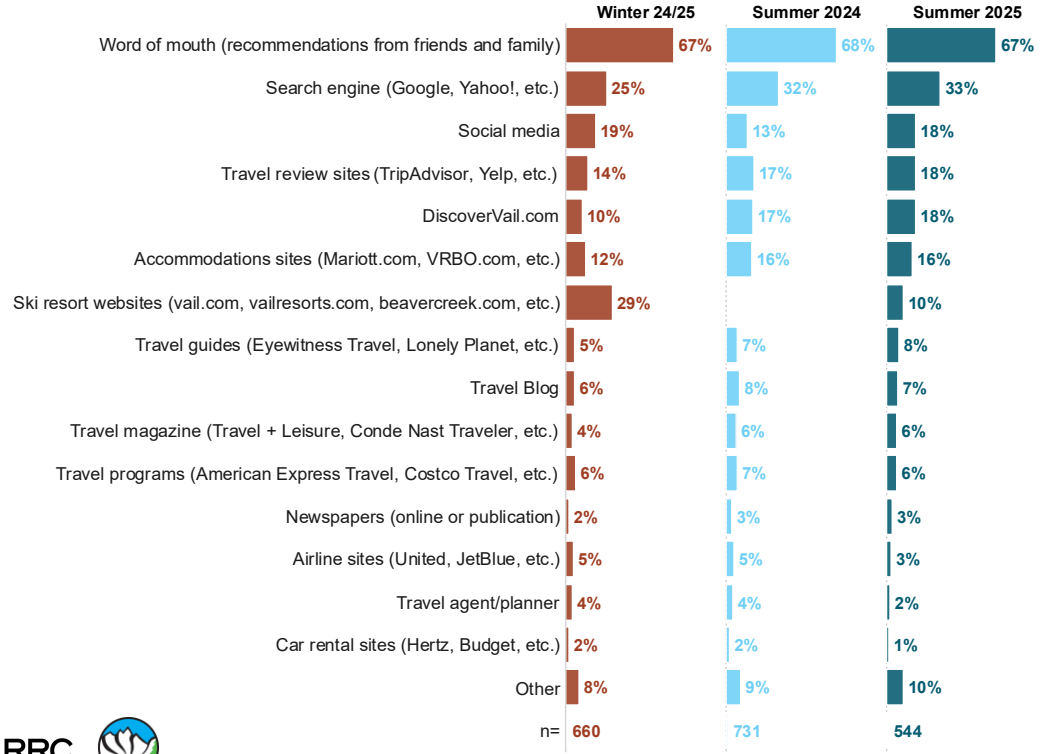
Did you fly into:



Source: RRC Associates

INFORMATION SOURCES

When making decisions about where to go for leisure trips during the winter, what information sources do you use to decide where to go or what to do?



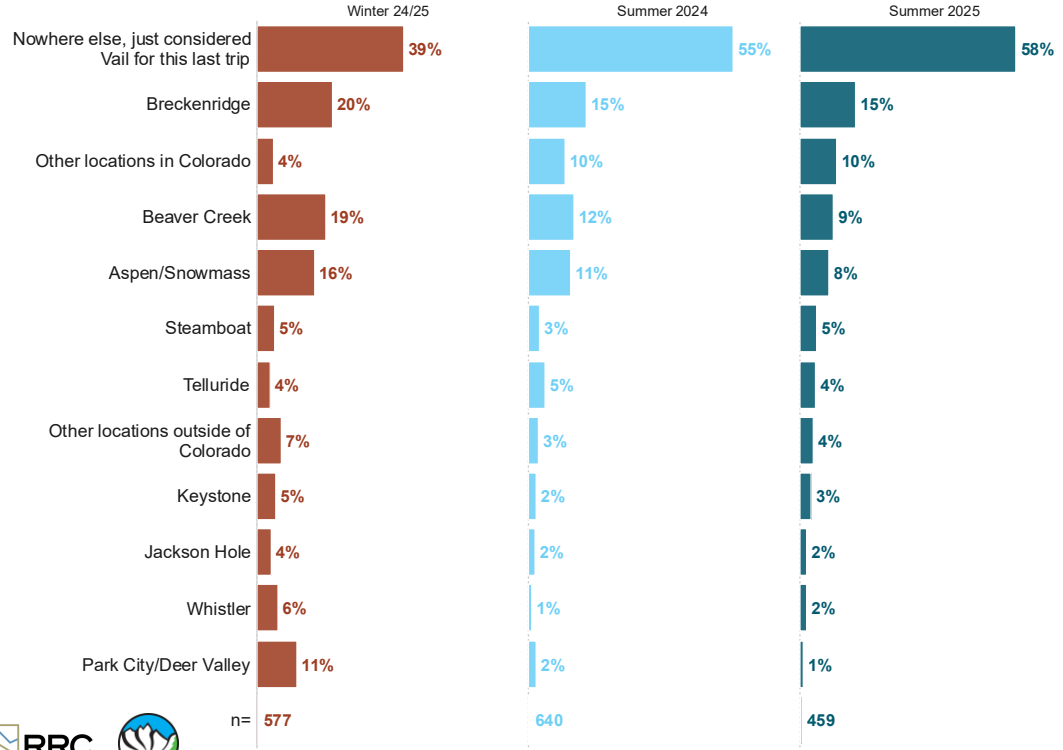
Source: RRC Associates

Regardless of the season, **word of mouth remains the top information source for guests**, consistently representing around two-thirds of respondents.

Internet search engines are next, followed by social media, travel sites and DiscoverVail.com.

RESORTS CONSIDERED

Did you seriously consider a different resort or destination for this past trip? If yes, which one or two resorts did you most seriously consider?



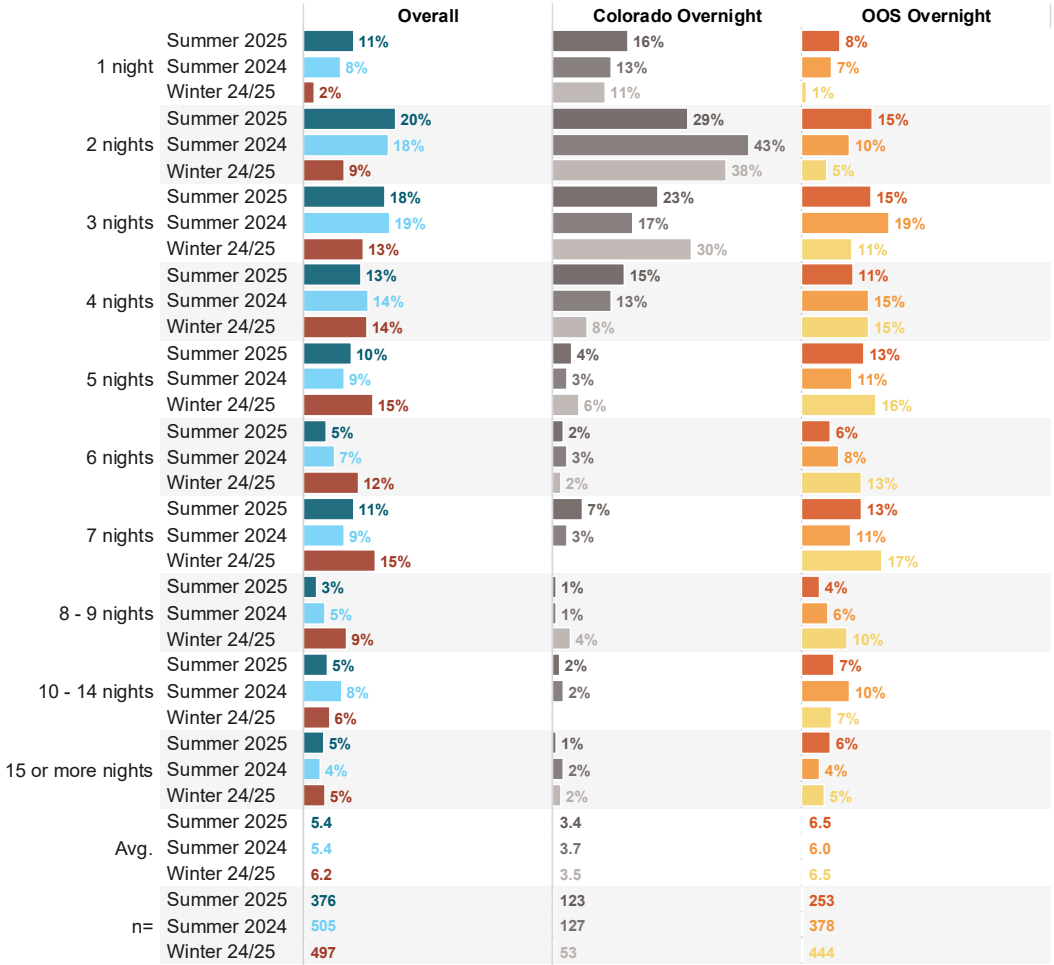
Source: RRC Associates

Overall, summer visitors were far less likely to consider other resorts than winter guests. **58% considered only Vail this summer vs. 39% last winter**.

Breckenridge, Beaver Creek, and Aspen/Snowmass remain the primary alternatives across all three seasons,

LENGTH OF STAY

How many nights did you stay in the Vail area on your most recent trip?



Source: RRC Associates

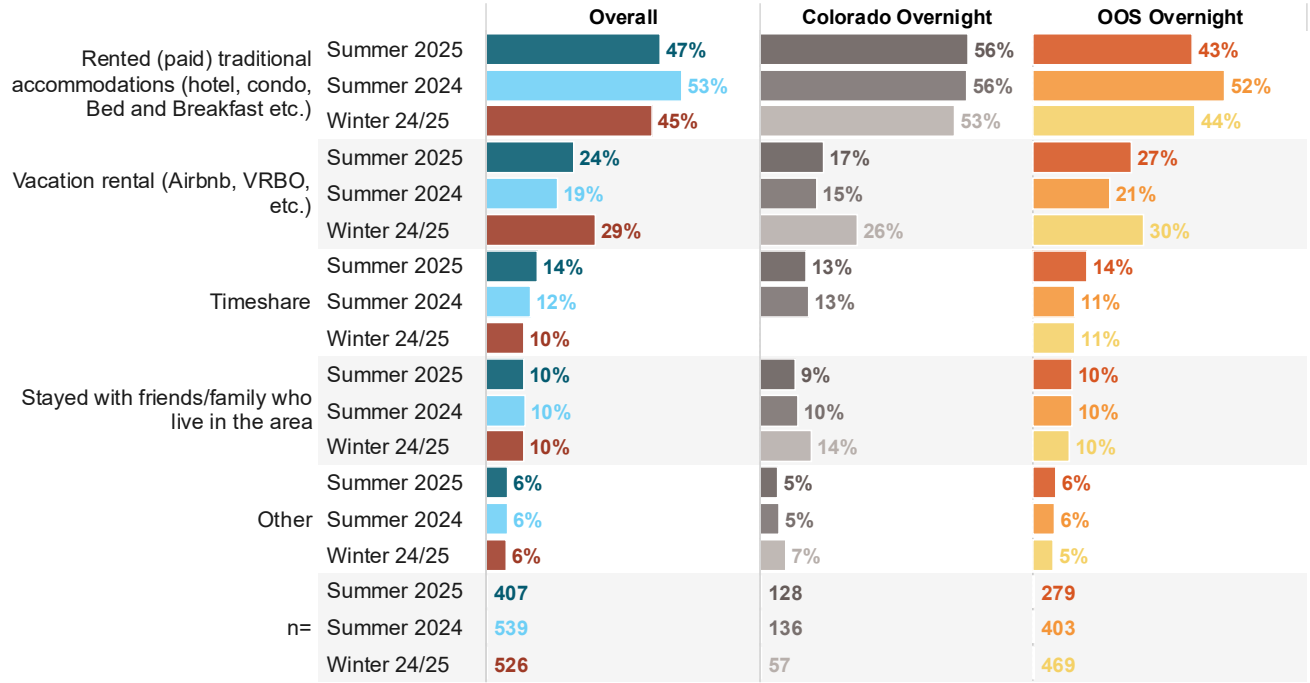
Length of stay was consistent with summer 2024 and lower than last winter. This is typical of more summer weekend trips by Coloradans vs. destination ski trips.

Colorado overnight visitors tend to stay 4 nights or less while OOS visitors stay longer

The largest share of summer visitors stay 2-4 nights, compared to 5-7 nights for winter visitors.

ACCOMODATIONS

Are you staying in a...



Source: RRC Associates

Among respondents this summer, **hotels lost share to vacation rentals**.

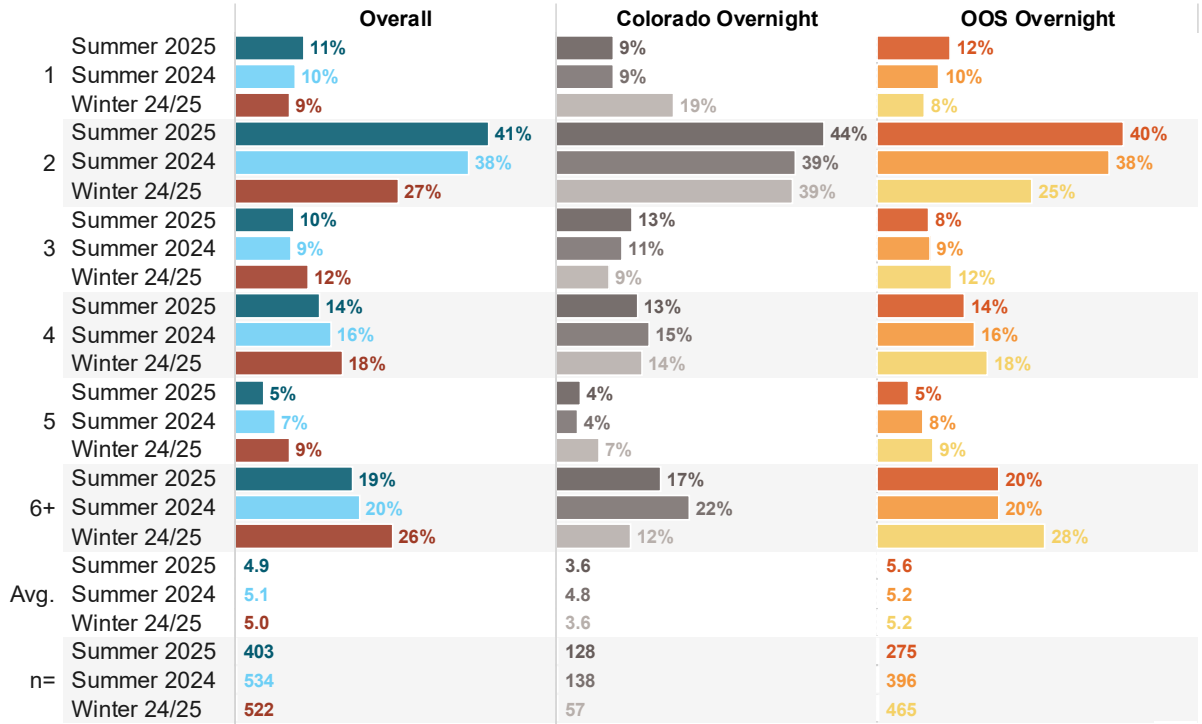
Generally, winter visitors are more likely to choose vacation rentals which is consistent with longer LOS and a desire for more space and amenities – kitchen, etc.

PARTY SIZE

Overall, the travel party size across seasons at Vail averages around 5 people.

OOS visitors are more likely to travel with larger parties which is consistent with destination family vacations.

Including yourself, how many people were in your travel party?

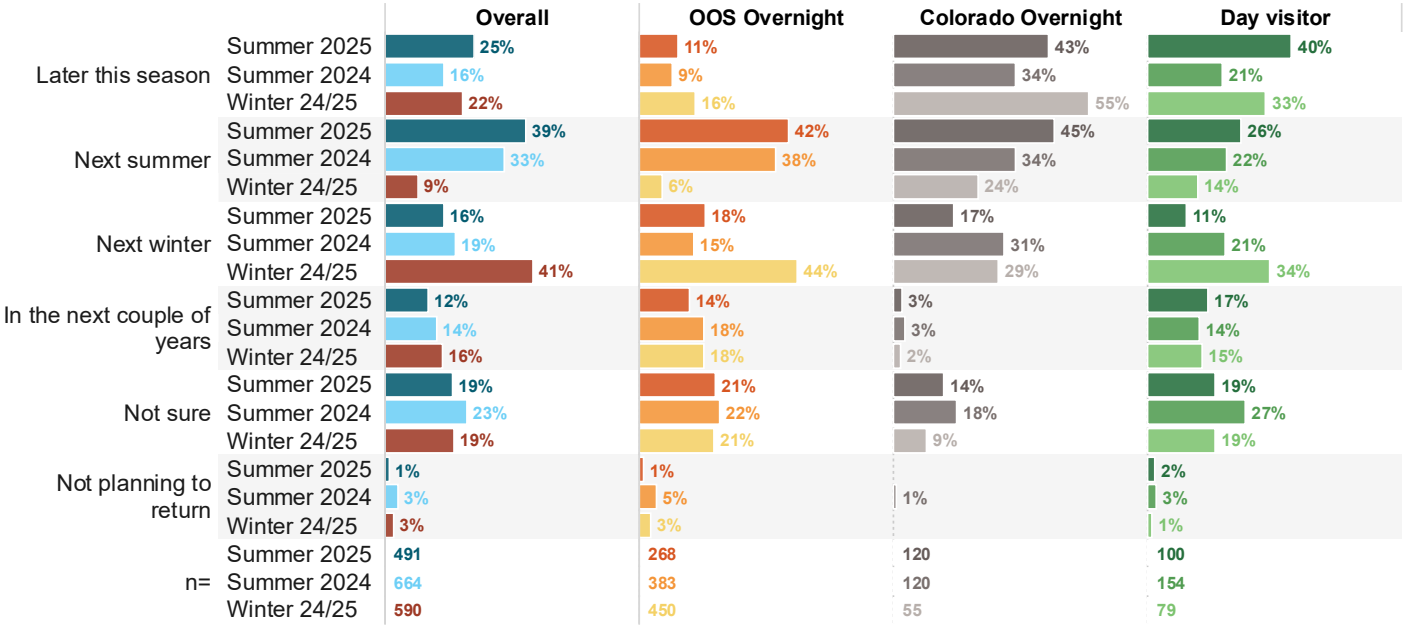


Source: RRC Associ

PLANS TO RETURN

- Vail attracts repeat visits, with **68% of summer 2025 guests expecting to return to Vail** some time in the next year.
- Predictably, OOS visitors are more likely to plan for the next season (either winter or summer), as opposed to Coloradans who are much more likely to consider returning later in the same season.

When do you plan to return to Vail next?

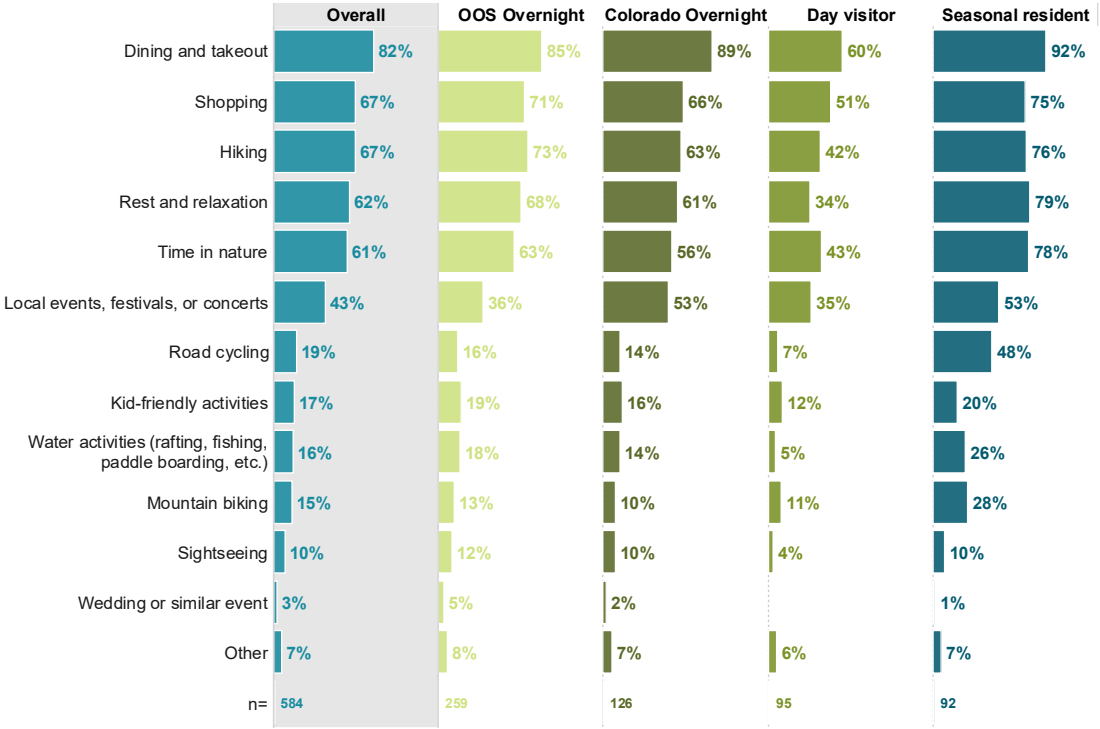


*Excludes Seasonal, Full-Time Residents, and Seasonal Employees; darker bars represent summer 2025 data

ACTIVITY PARTICIPATION

- Overall and across visitor types, dining and takeout was the top was the most popular activity.
- Dining was followed by shopping, hiking, rest and relaxation, and spending time in nature.
- Colorado overnighters were the most likely visitors to attend a festival or concert on their trip to Vail.

Which of the following did you or your group participate in while in the area? (Please select all that apply) (Summer 2025 Only)



Source: RRC Associates

IS THERE ANYTHING VAIL COULD DO TO ENHANCE YOUR LIKELIHOOD OF RETURNING FOR ANOTHER SEASONAL VACATION?



The top themes are summarized below:

1. Cost & Value

Many feel Vail has priced out average visitors. With high lodging and food costs, plus expensive parking and gondola tickets, families especially feel they are not getting a solid value for the cost of their trips.

2. Access & Operations

Consistent with the confusing parking options available to visitors mentioned in earlier comment analyses, guests mentioned pricey/limited parking, desire for free or cheaper options

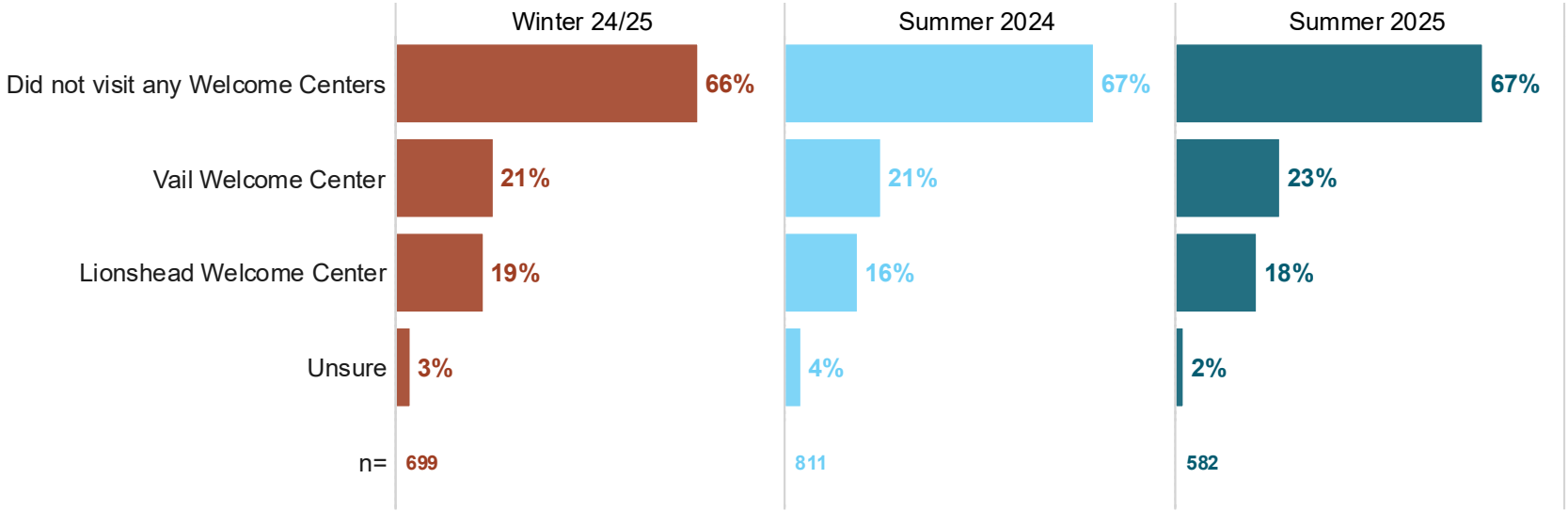
3. Mixed Experience & Quality of Trip

Visitors mentioned wanting more affordable restaurants and food options, better publicized activities, improved MTB trail maintenance, and fewer event conflicts (e.g. noise from nearby concerts).

*Asked if not planning to return within the next year

WELCOME CENTER VISITATION

Which Welcome Center(s), if any, did you visit?



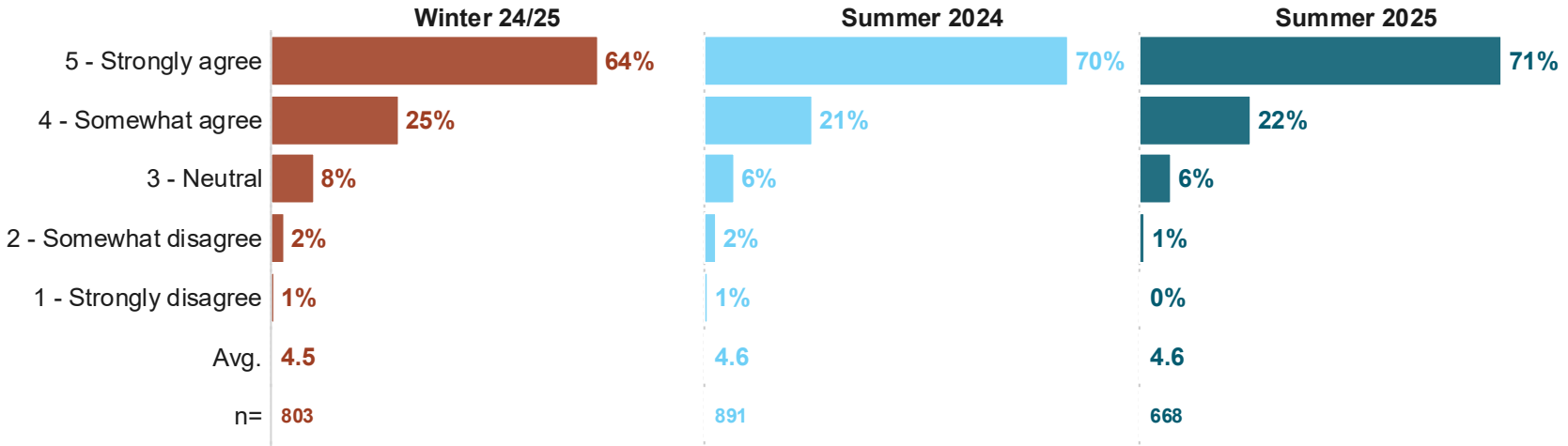
Source: RRC Associates

Consistently over summer and winter seasons, about two thirds of visitors say they did not visit a Vail Welcome Center.

INTERACTIONS WITH COMMUNITY

Perceptions of the Vail community as **welcoming and friendly remained very strong**, with 93% of respondents agreeing that Vail is welcoming.

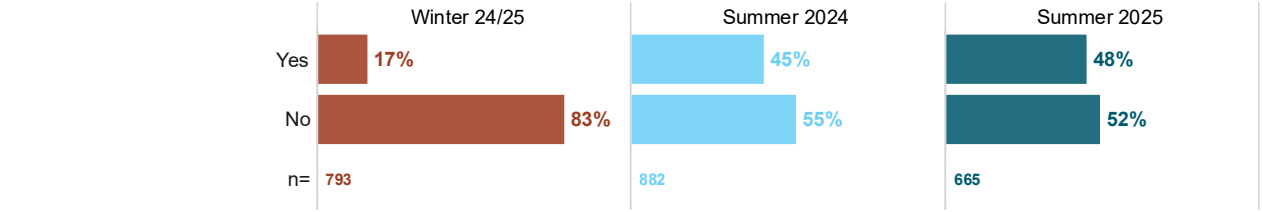
Thinking about your experience and interactions in Vail, do you agree that the Vail community is welcoming and friendly?



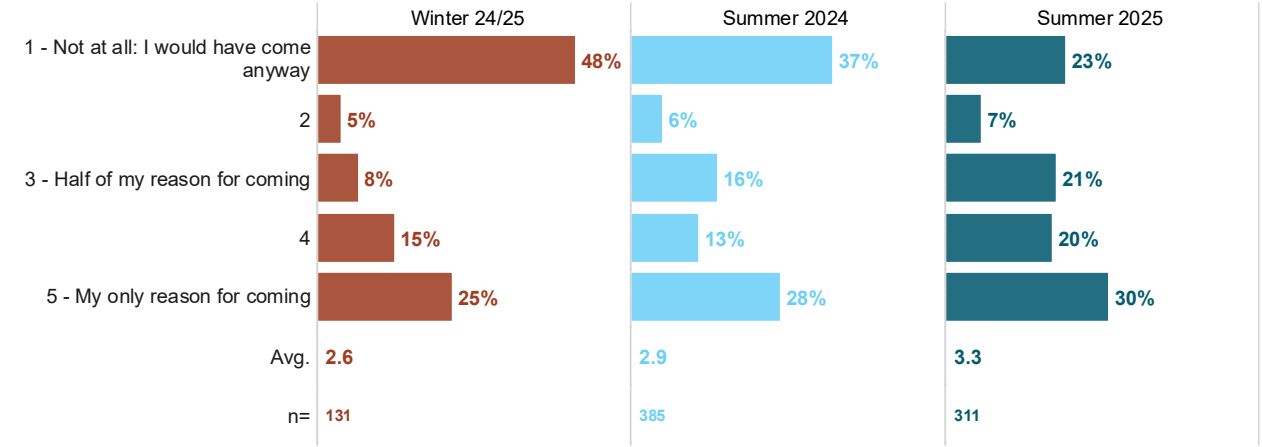
Source: RRC Associates

SPECIAL EVENTS

Did you attend a special event in Vail during your visit?



On a scale from 1 to 5, how important was that event in your decision to come to Vail for this trip?



Summer visitors are far more likely to attend events in Vail than winter guests.

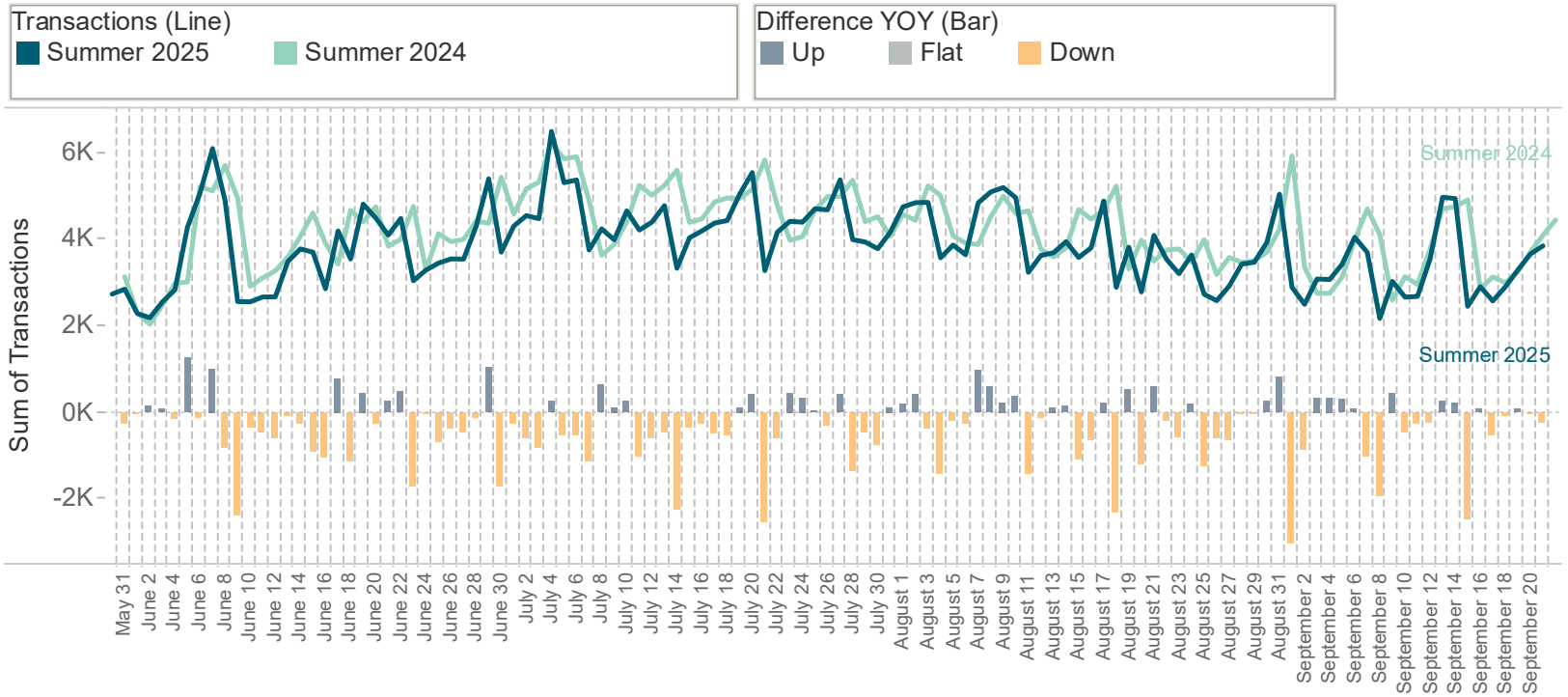
Events in Vail are an important draw – 30% of those who attended an event only came to Vail for that event, with another 41% indicating that it was half or more of their reason for coming.



OCCUPANCY AND PARKING

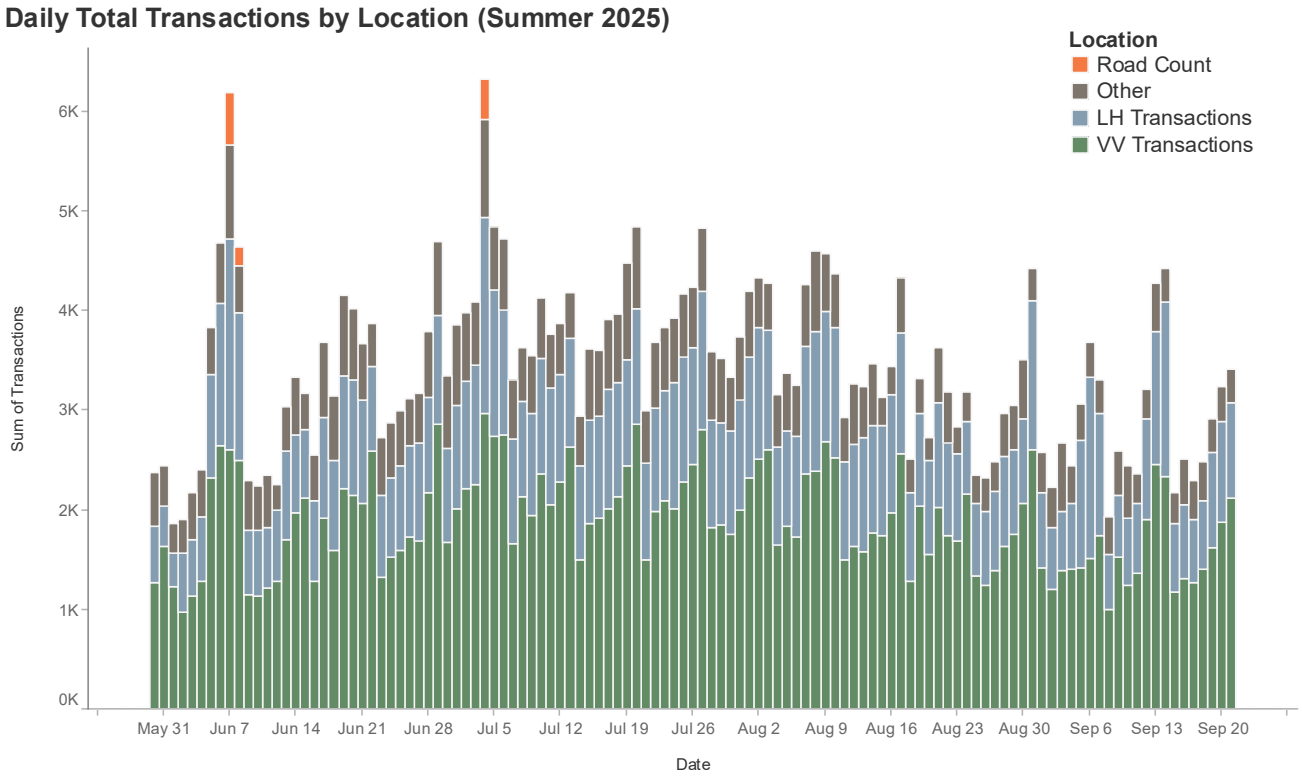
OCCUPANCY RATE | YOY

- May 30, 2025 to September 21, 2025



PARKING COUNTS

- May 30, 2025 to September 21, 2025




THANK YOU!

To: **Vail Local Marketing District Advisory Council**

From: **Kim Brussow**

Date: **November 5, 2025**

Re: **October 2025 Group Sales Dashboard**

Executive Summary: Successful coop with Destination CO for the IMEX Americas Tradeshow. We had 511 planner/hosted buyer visitors stop by our booth. VVP had 30 one-on-one appointments and have already received 3 RFP's to date. Stacey Romer from Vail Resorts was there representing Vail. Overall, they had record high attendance with a total of 17,633 attendees – 3,700 exhibitors – 6,145 total buyers from 74 Countries (73% from USA). Experienced a 62% increase in total lead generation and 80% increase in contracted groups compared to last month. Good momentum for contracted groups for November. Moving in the right direction!

2025 Key Performance Indicators			2024	2024	YOY
Description	**Monthly**	**YTD 2025**	**Monthly**	**YTD**	**Change**
New Leads Generated	35	195	28	255	-24%
Total Leads Generated	39	229	40	305	-25%
Active Leads in Pipeline	72	72	108	108	-44%
Room Night Booked	2,121	13,798	996	24,571	-44%
Rm Revenue Converted	$967,697	$4,876,041	$225,137	$8,694,813	-44%
Lost Business	26	165	20	240	-33%
Site Visits	2	12	1	16	-25%
Cvent Production	**Monthly**	**YTD 2025**	**Monthly**	**2024**	
VVP – Total RFP's	22	149	24	185	-20%
VVP – Total RFP RNs	4,829	35,890	7,579	52,620	-32%
VVP – Total RFP Value	$2,340,621	$15,485,068	$2,828,801	$20,370,956	-24%
Vail – Total RFP's	90	761	83	770	-1%
Vail – Total RNs	21,468	221,254	19,994	212,756	+3%
Vail – Contracted RFP's	16	126	15	143	-12%
Vail – Contracted RN's	1,952	17,666	985	19,246	-8%
Vail – Contracted Value	$716,261	$8,527,231	$412,837	$8,350,670	+2%

41 Groups Contracted in 2025 – Jan-Oct			54 Groups Contracted in 2024 – Jan-Oct		
24	2025	45%	34	2024	63%
23	2026	43%	15	2025	28%
5	2027	10%	3	2026	5%
1	2028	1%	2	2027	4%

Member/Lodging Partner Engagement:

- Monthly DOS Meeting
- Follow Up on PCOGS (Hythe/Grand Hyatt)
- Interski 2027 Meeting with Laura Duff
- VLMD Board Meeting
- Lead Status Update to Lodging Partners
- Checked back with Planner for TakeOff America Contract Status with Hythe
- Booked January Vail Sales Trip – Airfare & Reserved Car

Marketing/Media Efforts/Tradeshows:

- Continued discussion re: Dobson Marketing Piece
- IMEX America Tradeshow – attended and email follow up thank you
- Deposit paid for MIC Tradeshow Booths
- Registered for CONFAB Texas Events (Houston, Dallas, Ft. Worth)
- MPI Membership Renewal

Executive Summary/What's Next for November:

- Monthly DOS Meeting
- Lead Status Update to Lodging Partner
- VLMD Board Meeting
- Will be out of the country on vacation from 11/8-16
- Working with Mia/TOV to bid on 2027 CO GovCon
- Submitting village wide bid for Nat'l Brotherhood of Skiers for 2028 – due 11/14/25
- Reserve lodging for Vail sales trip
- Sitmark Group Meeting

Content & Overview

Contents Graph

a. Rolling 6-month view
b. Static summer view
c. Static winter view
d. 60-day advance view

Participating Properties

iTrip - Vail	The Sebastian	Christiania Lodge	Christiania Condos
Highline Vail - DoubleTree by Hilton	Antlers at Vail	Arrabelle at Vail Square	Destination Resorts Vail
Vail Residences at Cascade Village	Grand Hyatt Vail	Evergreen Lodge at Vail	Four Seasons Resort Vail
Vacasa - Vail - Lion Square Lodge	Manor Vail Condominium Association	Montaneros	Sonnenalp Resort of Vail
The Wren	Tivoli Lodge	Gravity Haus Vail	Vail Racquet Club
Vail Spa Condominiums	Vail - The Hythe	Vail - The Lodge at Vail	Vail - Vail Resorts Ritz-Carlton Residences

The Daily Occupancy Report tracks occupancy on a daily level of granularity. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including:
i) current YTD occupancy,
ii) last YTD occupancy,
iii) last season's ending occupancy.

The Daily Outlook Report is generated on a monthly or twice-monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner,

As is the case in all Inntopia data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

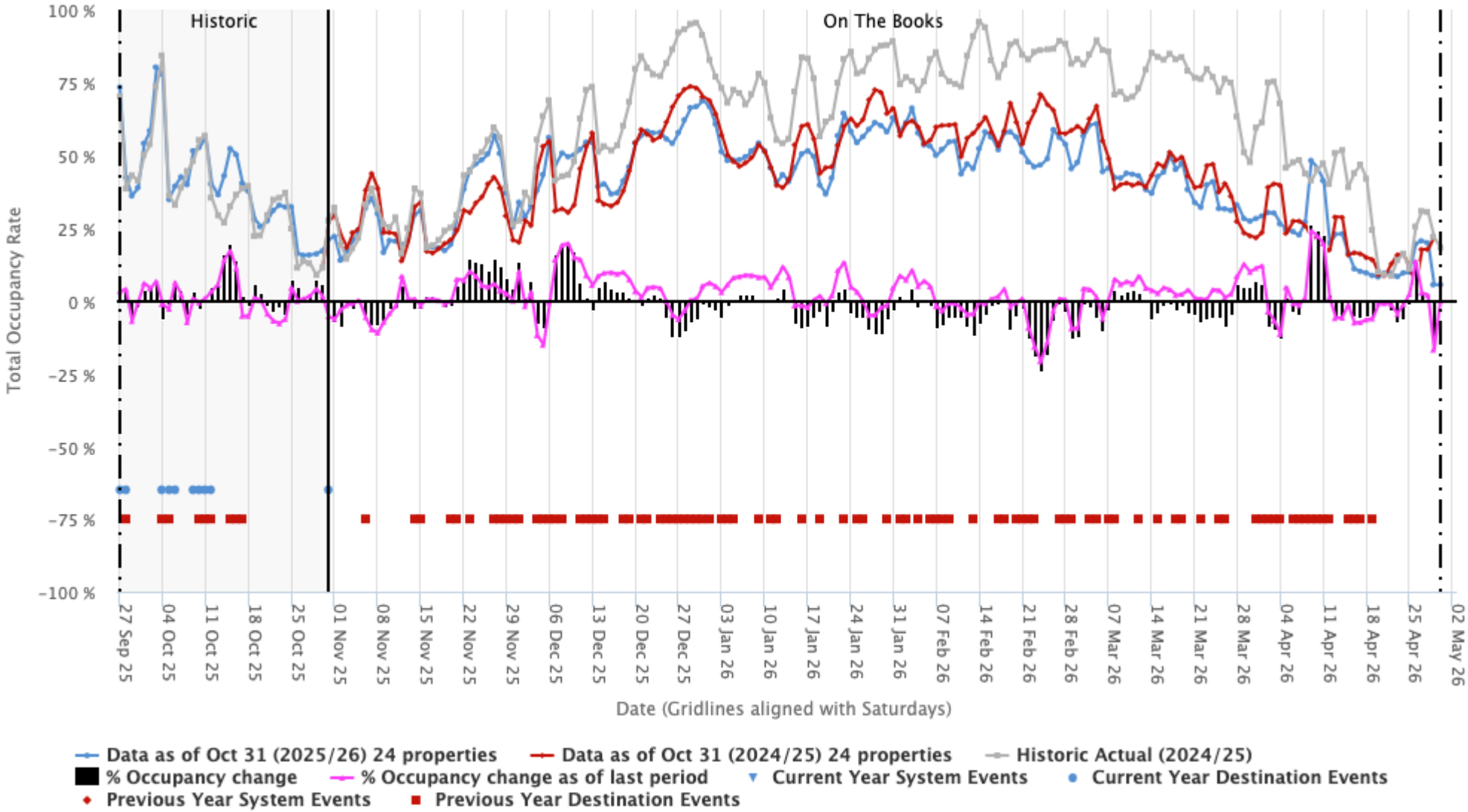
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DestiMetrics

Vail Total Occupancy (Most Recent Data)

Daily Occupancy Report as of Oct 31, 2025



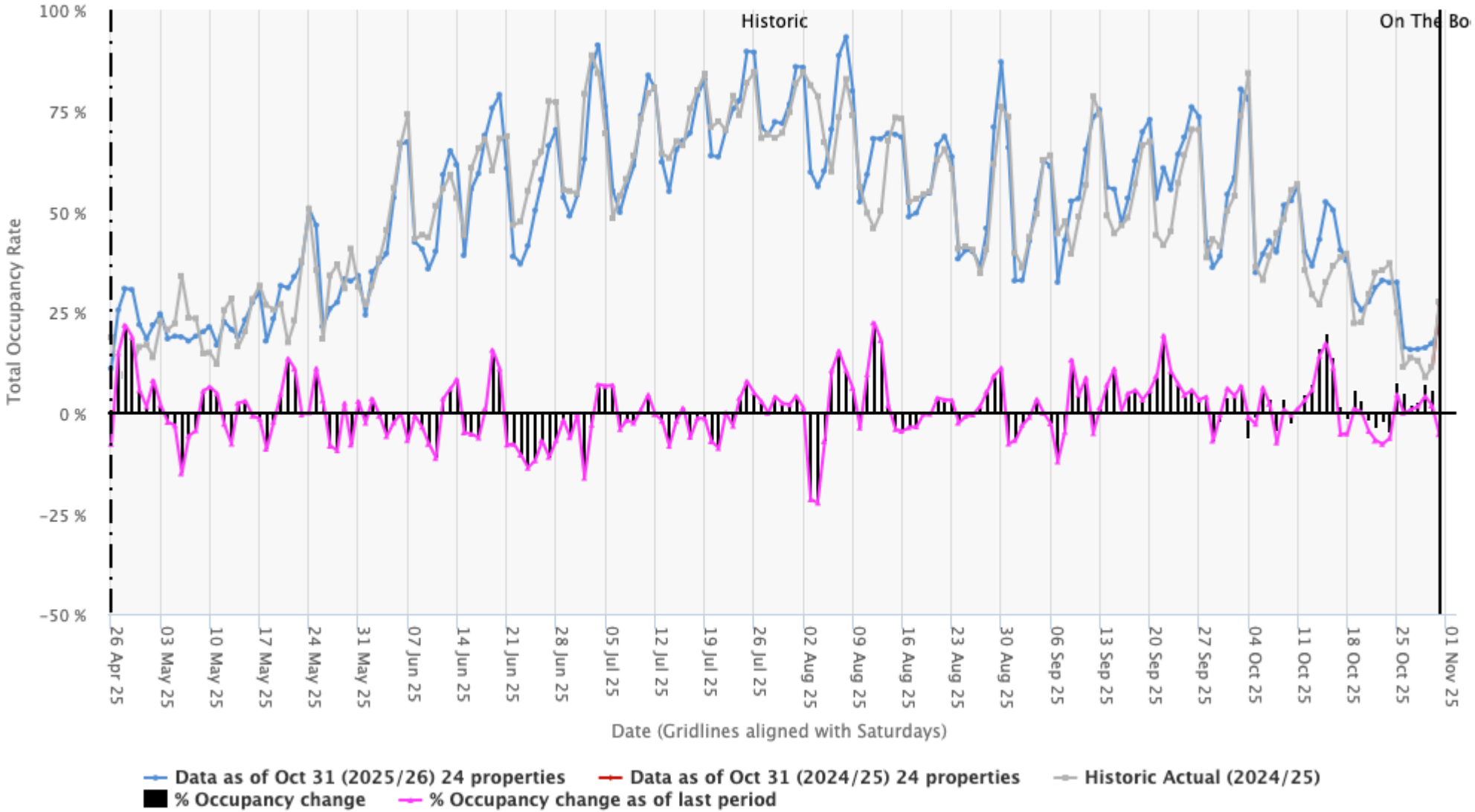
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DestiMetrics

Vail Total Occupancy (Summer-to-date)

Daily Occupancy Report as of Oct 31, 2025



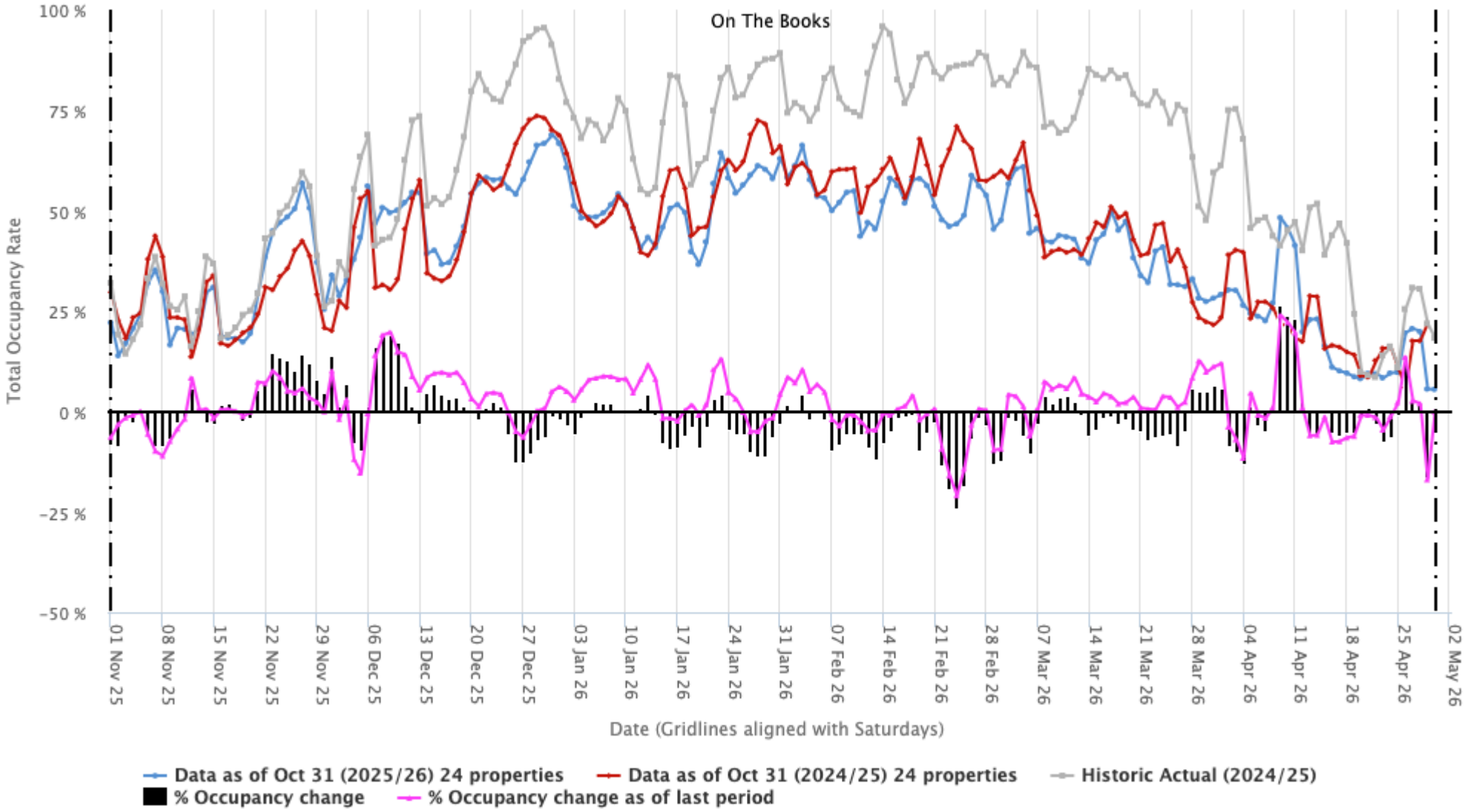
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Vail Total Occupancy (Winter-to-date)

Daily Occupancy Report as of Oct 31, 2025



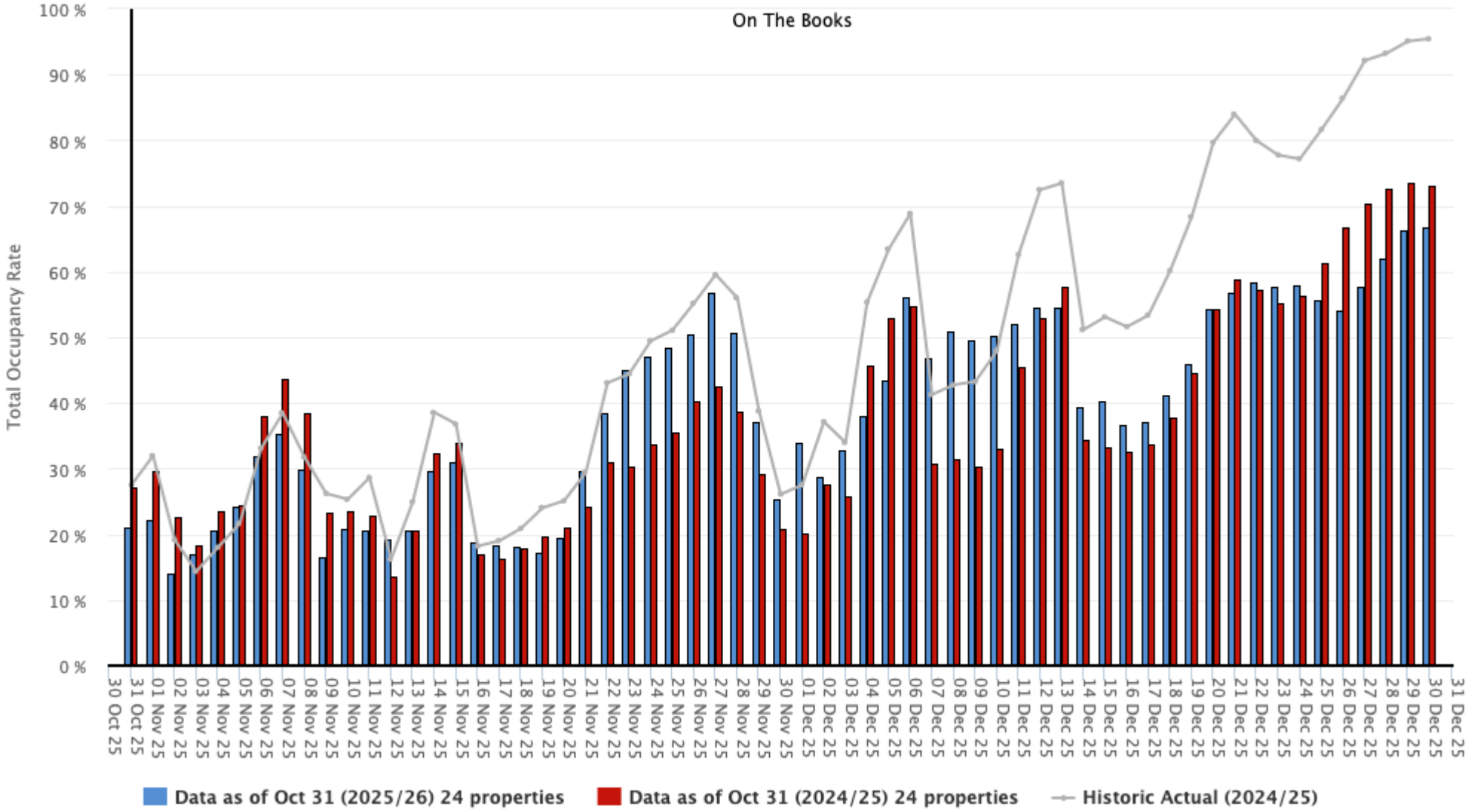
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Vail Total Occupancy (60-Day Advance View)

Daily Occupancy Report as of Oct 31, 2025



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Calendar Events

Daily Occupancy Report System and Destination Events

Event Name	Start Date	End Date	Description
Cougar Ridge Classic 26K	09/27/2025	09/27/2025	
Vail Farmers' Market	09/28/2025	09/28/2025	
Artisan Rhapsody	10/04/2025	10/05/2025	
Cindy Eskwith Memorial Soccer Tournament	10/05/2025	10/06/2025	
Vail Farmers' Market & Art Show	10/05/2025	10/05/2025	
The Ethical Leadership Forum	10/09/2025	10/10/2025	
Freefall Bluegrass Festival	10/10/2025	10/12/2025	
Trick or Treat Trot	10/31/2025	10/31/2025	
Vail Farmers' Market & Art Show	09/29/2024	09/29/2024	
Cindy Eskwith Memorial Soccer Tournament	10/05/2024	10/06/2024	
Vail Farmers' Market & Art Show	10/06/2024	10/06/2024	
Freefall Bluegrass Festival	10/11/2024	10/13/2024	
Legacy Fighting Alliance - LFA 141	10/16/2024	10/18/2024	
Vail Comedy Show | Raanan Hershberg	11/07/2024	11/07/2024	
Vail Après | Silent Disco	11/15/2024	11/15/2024	
Opening Day | Vail Mountain	11/15/2024	11/15/2024	
CRAWL 4 ALS: Pub Crawl Challenge	11/16/2024	11/16/2024	
Town of Vail Art Series | Root & Flower	11/21/2024	11/21/2024	
Vail Après | Silent Disco	11/22/2024	11/22/2024	
Vail Comedy Show | Tanael Joachim	11/24/2024	11/24/2024	
Thanksgiving Day	11/28/2024	11/28/2024	
Vail Après | Silent Disco	11/29/2024	11/29/2024	
Vail Après | Lionshead Tree Lighting	11/30/2024	11/30/2024	
Vail Après | Outdoor Ice Skating Show	11/30/2024	11/30/2024	
Smile with Santa	12/01/2024	12/01/2024	
Vail Yeti Hockey | Dobson	12/02/2024	12/02/2024	
Vail Comedy Show | Carmen Morales	12/05/2024	12/05/2024	
Vail Après | Free Art Workshops	12/05/2024	12/05/2024	
Kris Kringle Market Wine Dinner	12/06/2024	12/06/2024	
Vail Après | Silent Disco	12/06/2024	12/06/2024	
Vail Après | Outdoor Ice Skating Shows	12/07/2024	12/07/2024	
Smile with Santa	12/08/2024	12/08/2024	
Vail Yeti Hockey | Dobson	12/08/2024	12/08/2024	
Vail Après | Vail Village Tree Lighting	12/08/2024	12/08/2024	
Vail Yeti Hockey | Dobson	12/09/2024	12/09/2024	
Vail Après | Free Art Workshops	12/12/2024	12/12/2024	
Kris Kringle Market	12/12/2024	12/15/2024	

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Vail Après | Silent Disco	12/13/2024	12/13/2024
Tiesto Concert	12/13/2024	12/13/2024
Vail Après | Outdoor Ice Skating Shows	12/14/2024	12/14/2024
Vail Yeti Hockey | Dobson	12/15/2024	12/15/2024
Smile with Santa	12/15/2024	12/15/2024
VRD Holiday Sweater Run	12/15/2024	12/15/2024
Vail Yeti Hockey | Dobson	12/16/2024	12/16/2024
Vail Après | Free Art Workshops	12/19/2024	12/19/2024
Vail Après | Silent Disco	12/20/2024	12/20/2024
Smile with Santa	12/22/2024	12/22/2024
Vail Skating Ice Spectacular	12/22/2024	12/23/2024
Smile with Santa	12/23/2024	12/23/2024
Hanukkah	12/25/2024	01/02/2025
Vail Après | Free Art Workshops	12/26/2024	12/26/2024
Tales of the 10th | CO Snowsports Museum	12/27/2024	12/27/2024
10th Mountain Legacy Ski Down & Parade	12/27/2024	12/27/2024
Vail Après | Silent Disco	12/27/2024	12/27/2024
Vail Nordic Town Series	12/27/2024	12/27/2024
Vail Après | Outdoor Ice Skating Shows	12/28/2024	12/28/2024
Vail Yeti Hockey | Dobson	12/29/2024	12/29/2024
NYE Torchlight Ski Down & Fireworks	12/31/2024	12/31/2024
Vail Après | Silent Disco	01/01/2025	01/01/2025
Vail Après | Outdoor Ice Skating Shows	01/04/2025	01/04/2025
Vail Yeti Hockey | Dobson	01/05/2025	01/05/2025
Vail Yeti Hockey | Dobson	01/06/2025	01/06/2025
“Advice for Girls” | CO Snowsports Museum	01/10/2025	01/10/2025
Vail Yeti Hockey | Dobson	01/12/2025	01/12/2025
Vail Yeti Hockey | Dobson	01/13/2025	01/13/2025
Tales of the 10th | CO Snowsports Museum	01/17/2025	01/17/2025
10th Mountain Legacy Ski Down & Parade	01/17/2025	01/17/2025
Steadman Clinic Vail Cup | Mogul & Giant Slalom	01/20/2025	01/20/2025
BFAG Snowshoe Tour | Wednesdays	01/24/2025	01/24/2025
“Through the Lens” | CO Snowsports Museum	01/24/2025	01/24/2025
Vail Yeti Hockey | Dobson	01/26/2025	01/26/2025
Vail Yeti Hockey | Dobson	01/27/2025	01/27/2025
BFAG Snowshoe Tour | Wednesdays	01/31/2025	01/31/2025
Vail Yeti Hockey | Dobson	02/02/2025	02/02/2025
Vail Yeti Hockey | Dobson	02/03/2025	02/03/2025
Wednesday Art Walks	02/05/2025	02/05/2025
BFAG Snowshoe Tour | Wednesdays	02/07/2025	02/07/2025
“Through the Lens” | CO Snowsports Museum	02/08/2025	02/08/2025

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Vail Yeti Hockey | Dobson	02/09/2025	02/09/2025
Vail Yeti Hockey | Dobson	02/10/2025	02/10/2025
Steadman Clinic Vail Cup | Slopestyle & Big Mtn	02/10/2025	02/10/2025
BFAG Snowshoe Tour | Wednesdays	02/14/2025	02/14/2025
Vail Nordic Town Series	02/14/2025	02/14/2025
Vail Mountain Winter Uphill Race	02/18/2025	02/18/2025
Wednesday Art Walks	02/19/2025	02/19/2025
BFAG Snowshoe Tour | Wednesdays	02/21/2025	02/21/2025
10th Mountain Legacy Ski Down & Parade	02/22/2025	02/22/2025
Tales of the 10th | CO Snowsports Museum	02/22/2025	02/22/2025
Vail Legacy Weekend | Vail Mountain	02/22/2025	02/23/2025
Vail Yeti Hockey | Dobson	02/23/2025	02/23/2025
“Through the Lens” | CO Snowsports Museum	02/23/2025	02/23/2025
Vail Yeti Hockey | Dobson	02/24/2025	02/24/2025
BFAG Snowshoe Tour | Wednesdays	02/28/2025	02/28/2025
Vail Yeti Hockey | Dobson	03/01/2025	03/01/2025
Vail Yeti Hockey | Dobson	03/02/2025	03/02/2025
Wednesday Art Walks	03/05/2025	03/05/2025
BFAG Snowshoe Tour | Wednesdays	03/06/2025	03/06/2025
“Through the Lens” | CO Snowsports Museum	03/06/2025	03/06/2025
Vail Yeti Hockey | Dobson	03/08/2025	03/08/2025
Vail Yeti Hockey | Dobson	03/09/2025	03/09/2025
Ski for MS Vertical Challenge	03/09/2025	03/09/2025
“Through the Lens” | CO Snowsports Museum	03/13/2025	03/13/2025
BFAG Snowshoe Tour | Wednesdays	03/13/2025	03/13/2025
Krueger Family Shamrock Shuffle Snowshoe Race	03/16/2025	03/16/2025
Wednesday Art Walks	03/19/2025	03/19/2025
BFAG Snowshoe Tour | Wednesdays	03/20/2025	03/20/2025
Steadman Clinic Vail Cup | Giant Slalom	03/23/2025	03/23/2025
Project Funway	03/23/2025	03/23/2025
SHIFRUNS for ALS	03/26/2025	03/26/2025
BFAG Snowshoe Tour | Wednesdays	03/27/2025	03/27/2025
Après Art Workshop | Vail Après	04/01/2025	04/01/2025
Wednesday Art Walks	04/02/2025	04/02/2025
Taste of Vail	04/02/2025	04/05/2025
Vail Symposium	04/03/2025	04/03/2025
Après Art Custom Hat Coloring | Vail Après	04/04/2025	04/04/2025
Jungle DJ SET + L'Imperatrice | Après @ The Amp	04/04/2025	04/04/2025
Sammy Virji + Goth Babe | Après @ The Amp	04/05/2025	04/05/2025
Vail Queer Ski Week	04/07/2025	04/13/2025
Town of Vail's Art Series	04/16/2025	04/16/2025

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Vail Comedy Show | Rojo Perez	04/17/2025	04/17/2025
Vail Après | End of Winter Bash	04/18/2025	04/18/2025
Closing Day | Vail Mountain	04/20/2025	04/20/2025

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Executive Summary

Data based on a sample of up to 24 properties in the Vail destination, representing up to 2080 Units ('DestiMetrics Census'*) and 54.78% of 3797 total units in the Vail destination ('Destination Census'**)

Last Month Performance: Current YTD vs. Previous YTD		2025/26	2024/25	Year over Year % Variance
Vail Occupancy for last month (Oct) changed by (10.3%)	Occupancy (Oct) :	33.8%	30.6%	10.3%
Vail ADR for last month (Oct) changed by (-1.5%)	ADR (Oct) :	$ 267	$ 271	-1.5%
Vail RevPAR for last month (Oct) changed by (8.7%)	RevPAR (Oct) :	$ 90	$ 83	8.7%
Next Month Performance: Current YTD vs. Previous YTD				
Vail Occupancy for next month (Nov) changed by (6.3%)	Occupancy (Nov) :	23.2%	21.8%	6.3%
Vail ADR for next month (Nov) changed by (-0.9%)	ADR (Nov) :	$ 307	$ 310	-0.9%
Vail RevPAR for next month (Nov) changed by (5.4%)	RevPAR (Nov) :	$ 71	$ 68	5.4%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
Vail Occupancy for the past 6 months changed by (2.7%)	Occupancy	45.3%	44.0%	2.7%
Vail ADR for the past 6 months changed by (-2.7%)	ADR	$ 332	$ 341	-2.7%
Vail RevPAR for the past 6 months changed by (0.0%)	RevPAR	$ 150	$ 150	-0.0%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
Vail Occupancy for the furture 6 months changed by (7.8%)	Occupancy	34.4%	31.9%	7.8%
Vail ADR for the future 6 months changed by (-5.0%)	ADR	$ 750	$ 790	-5.0%
Vail RevPAR for the future 6 months changed by (2.4%)	RevPAR	$ 258	$ 252	2.4%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Oct 31, 2025 vs. Previous Year				
Rooms Booked during last month (Oct,25) compared to Rooms Booked during the same period last year (Oct,24) for all arrival dates has changed by (29.9%)	Booking Pace (Oct)	8.6%	6.6%	29.9%

* Inntopia Census: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. ** Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

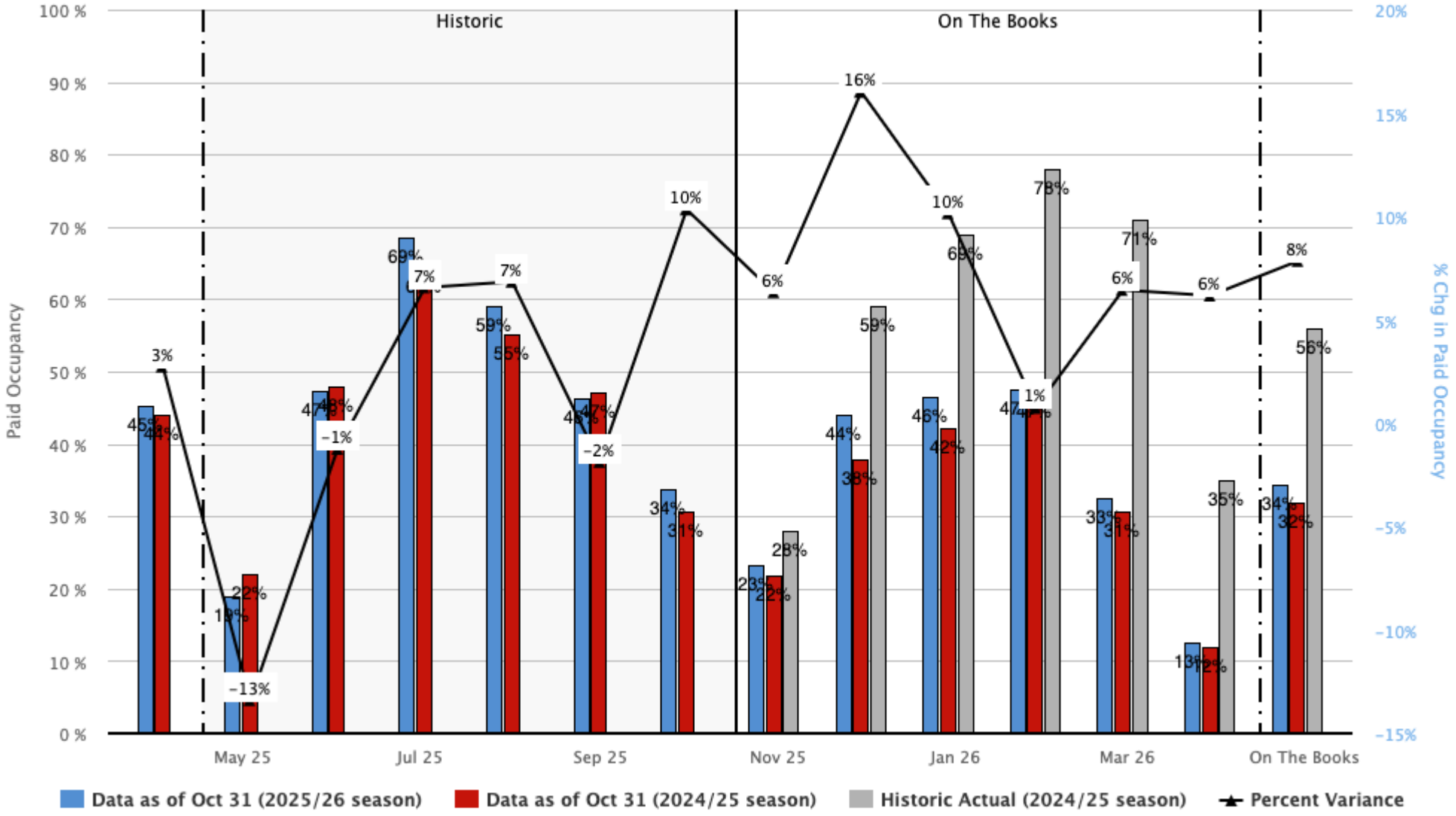
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Vail Paid Occupancy (Most Recent Data)

Res Activity Outlook as of Oct 31, 2025



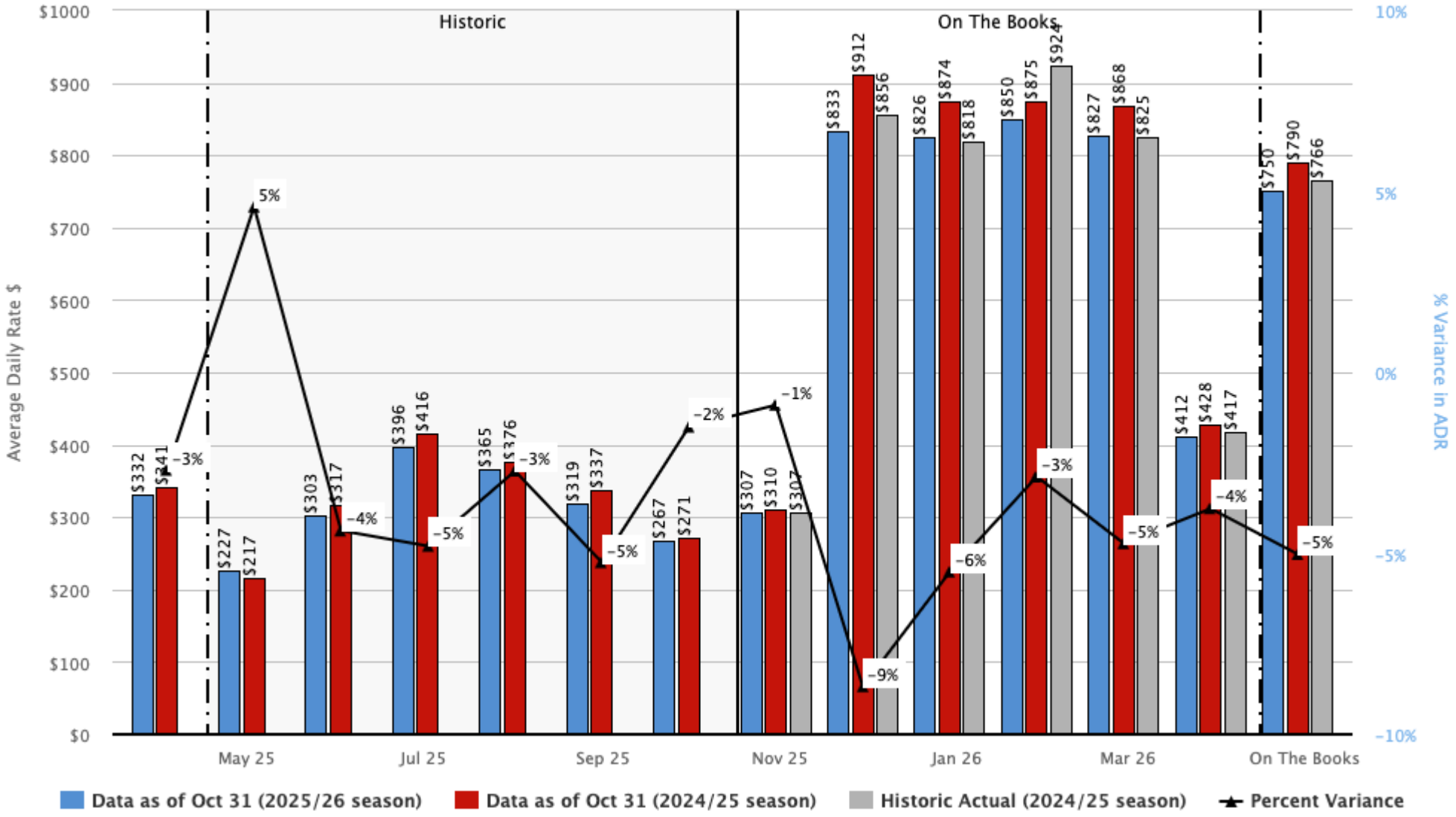
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Vail Average Daily Rate (Most Recent Data)

Res Activity Outlook as of Oct 31, 2025



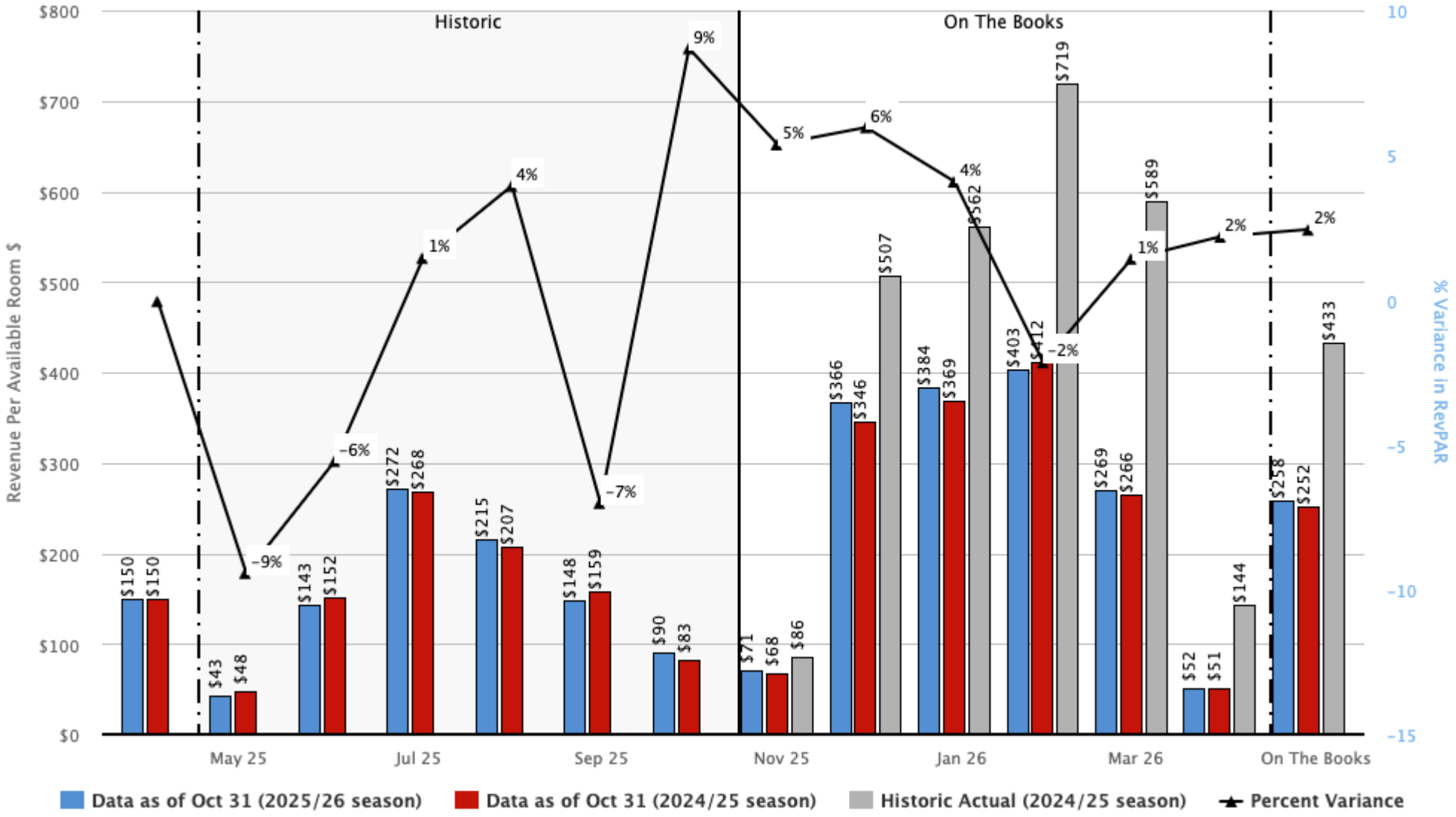
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Vail Revenue Per Available Room (Most Recent Data)

Res Activity Outlook as of Oct 31, 2025

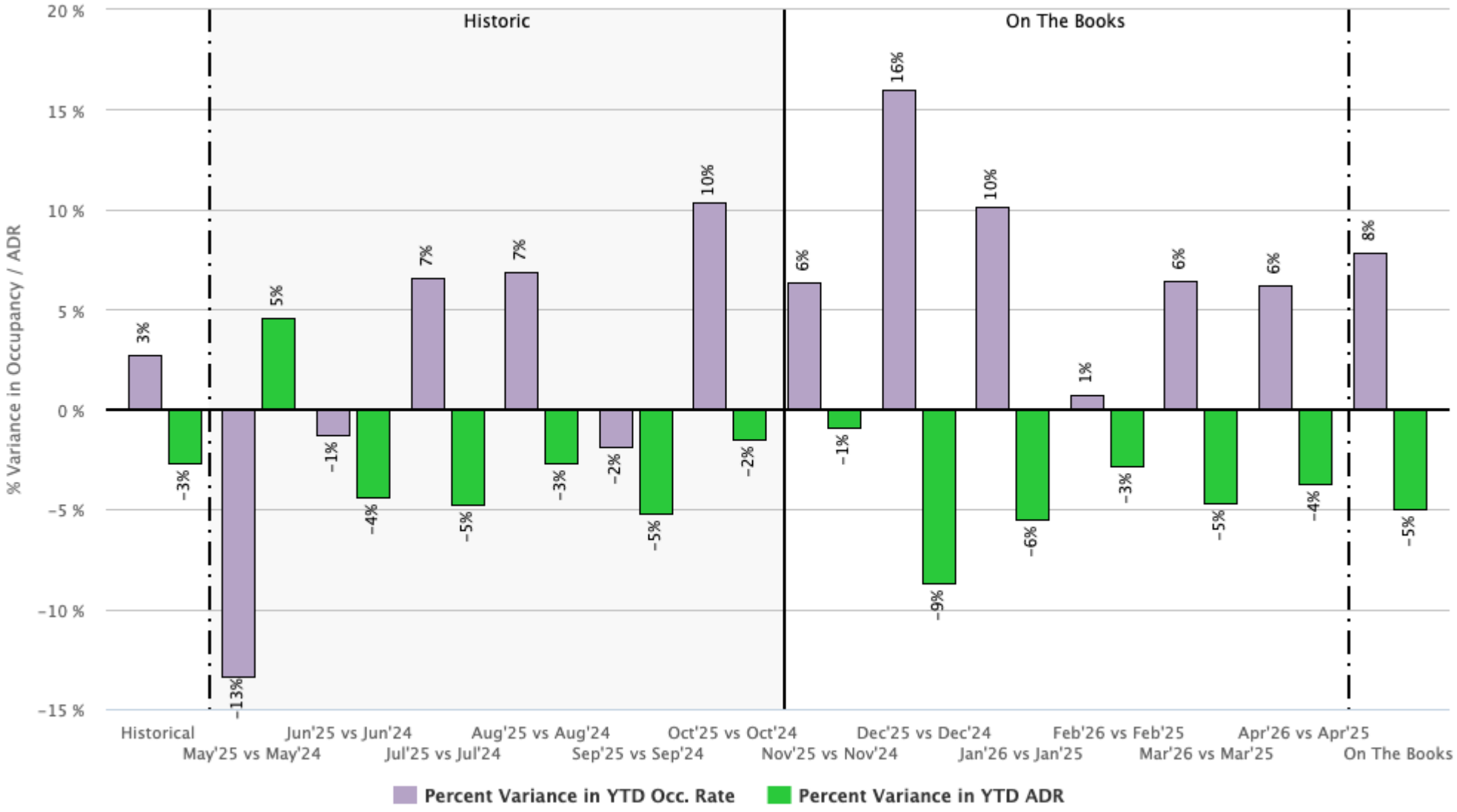


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Vail Variance in YTD Occupancy and ADR

Res Activity Outlook 2025/26 vs 2024/25



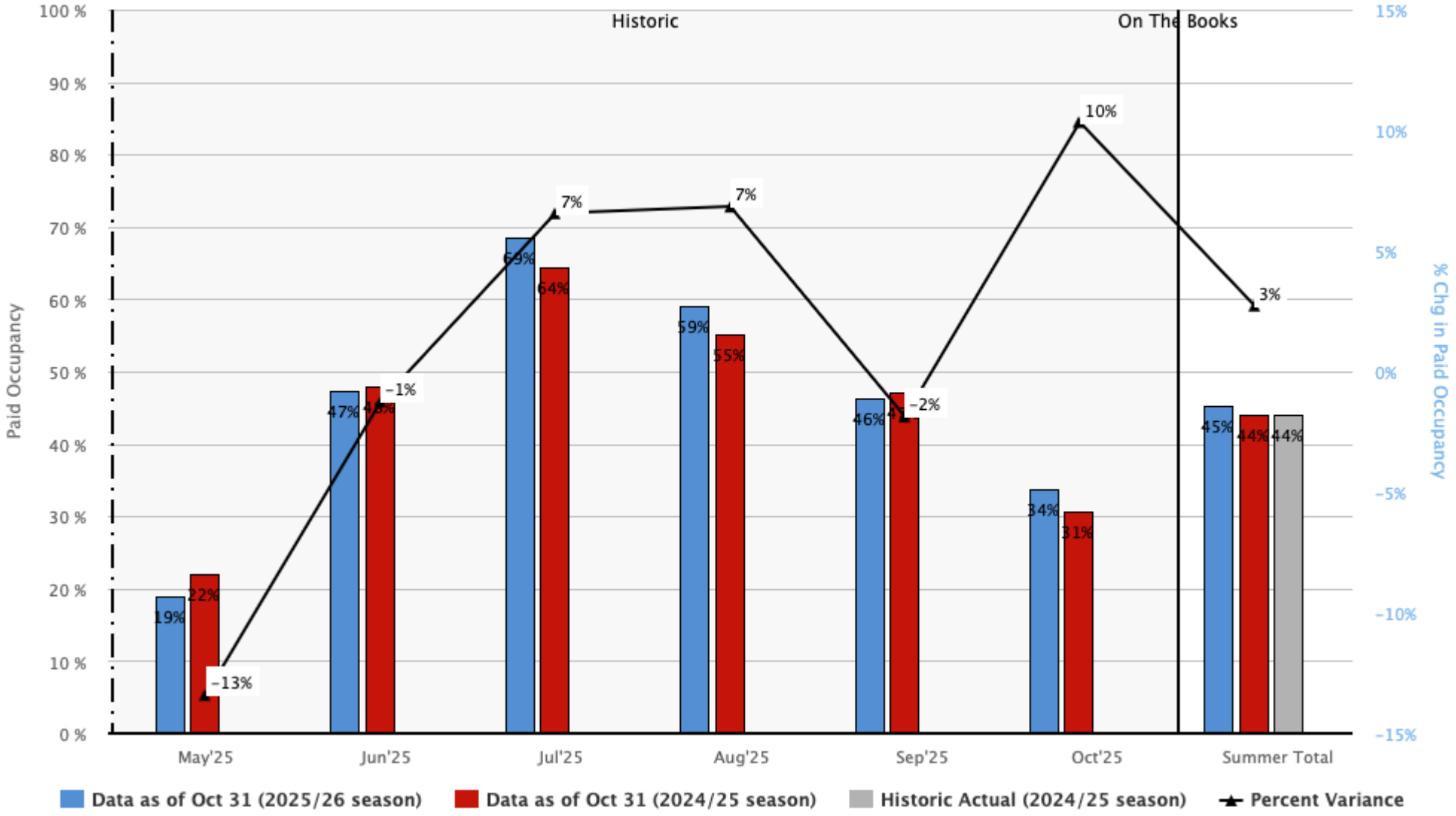
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Vail Paid Occupancy (Summer-to-date)

Res Activity Outlook as of Oct 31, 2025

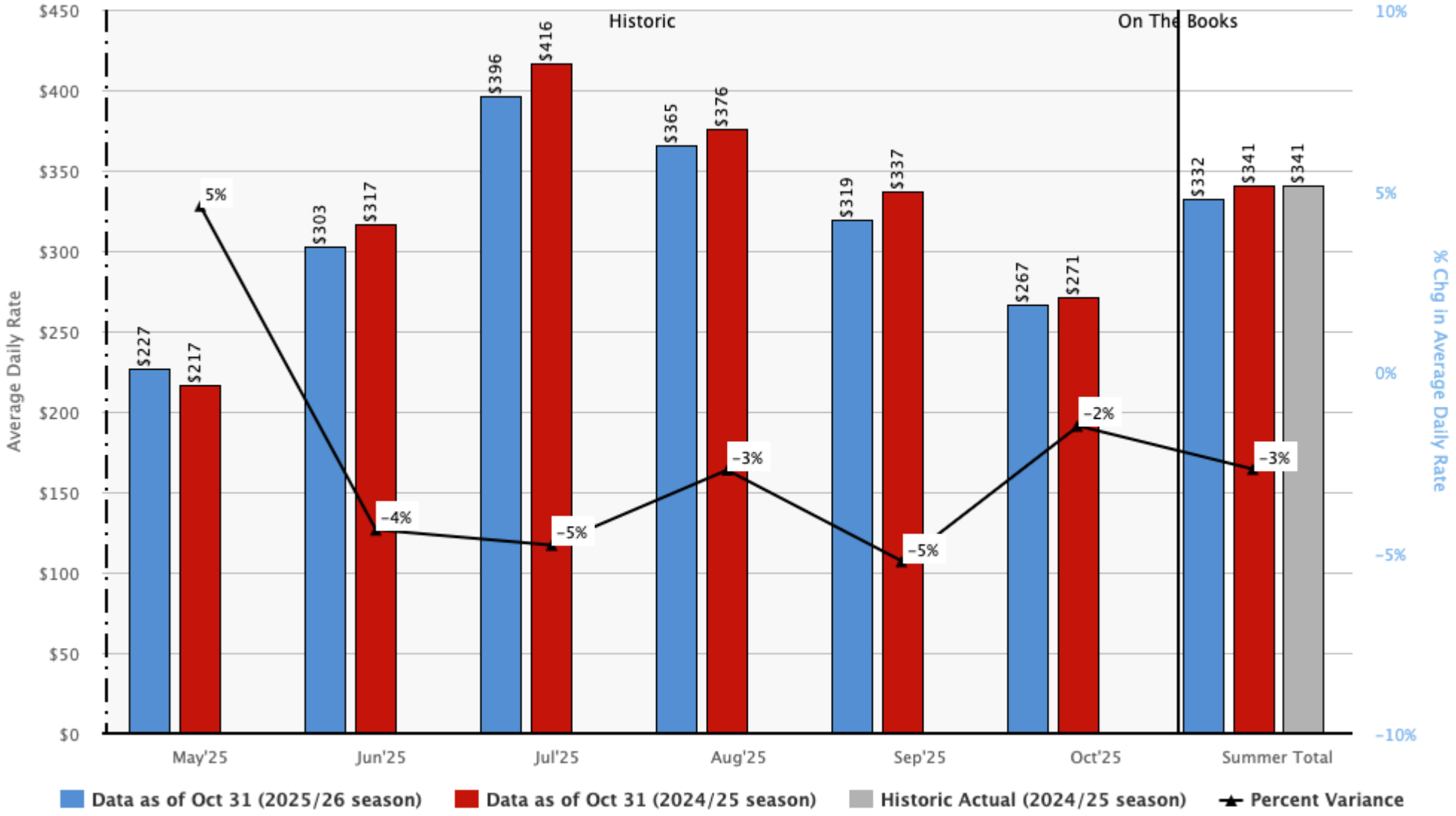


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Vail Average Daily Rate (Summer-to-date)

Res Activity Outlook as of Oct 31, 2025

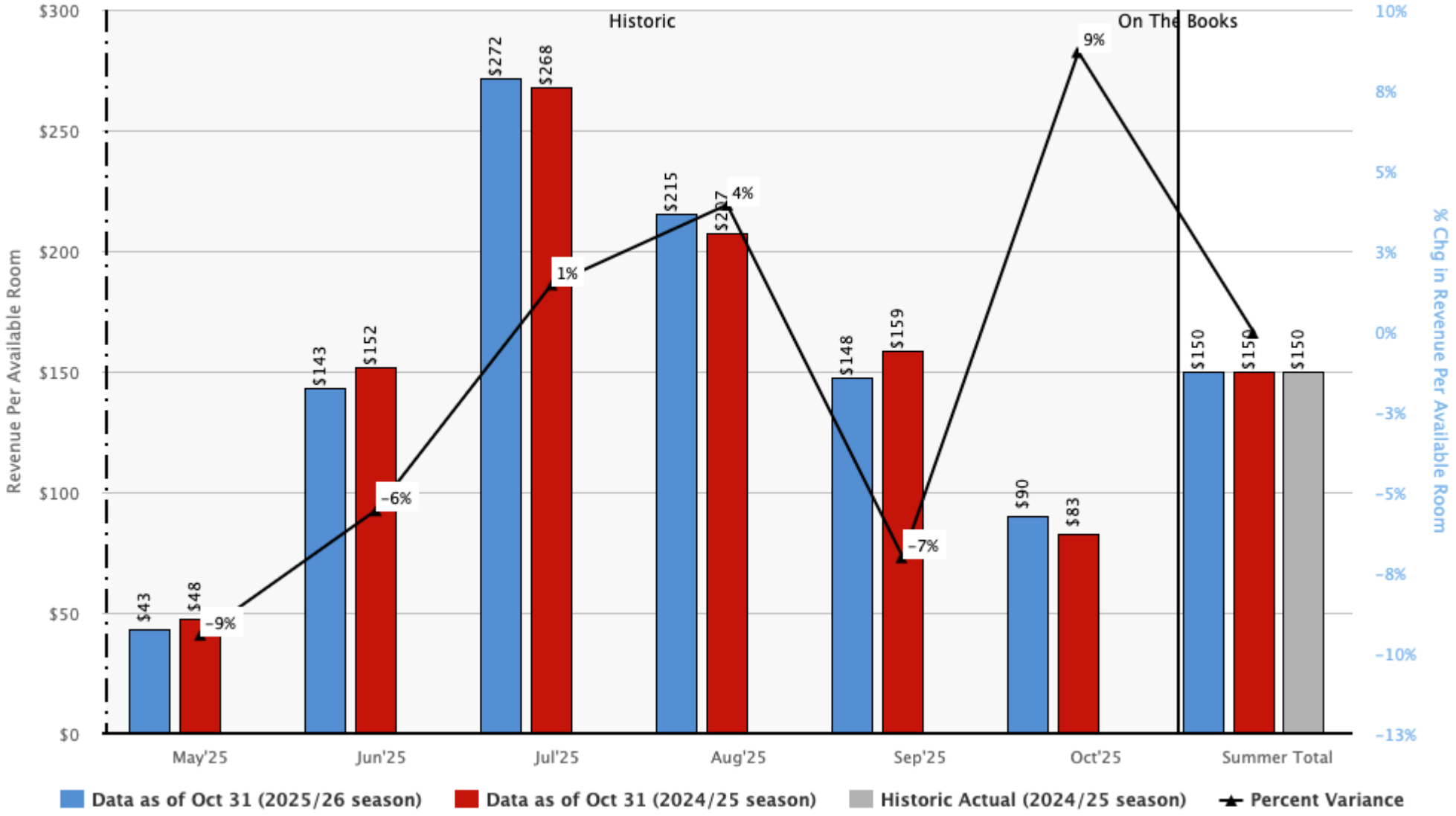


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Vail Revenue Per Available Room (Summer-to-date)

Res Activity Outlook as of Oct 31, 2025

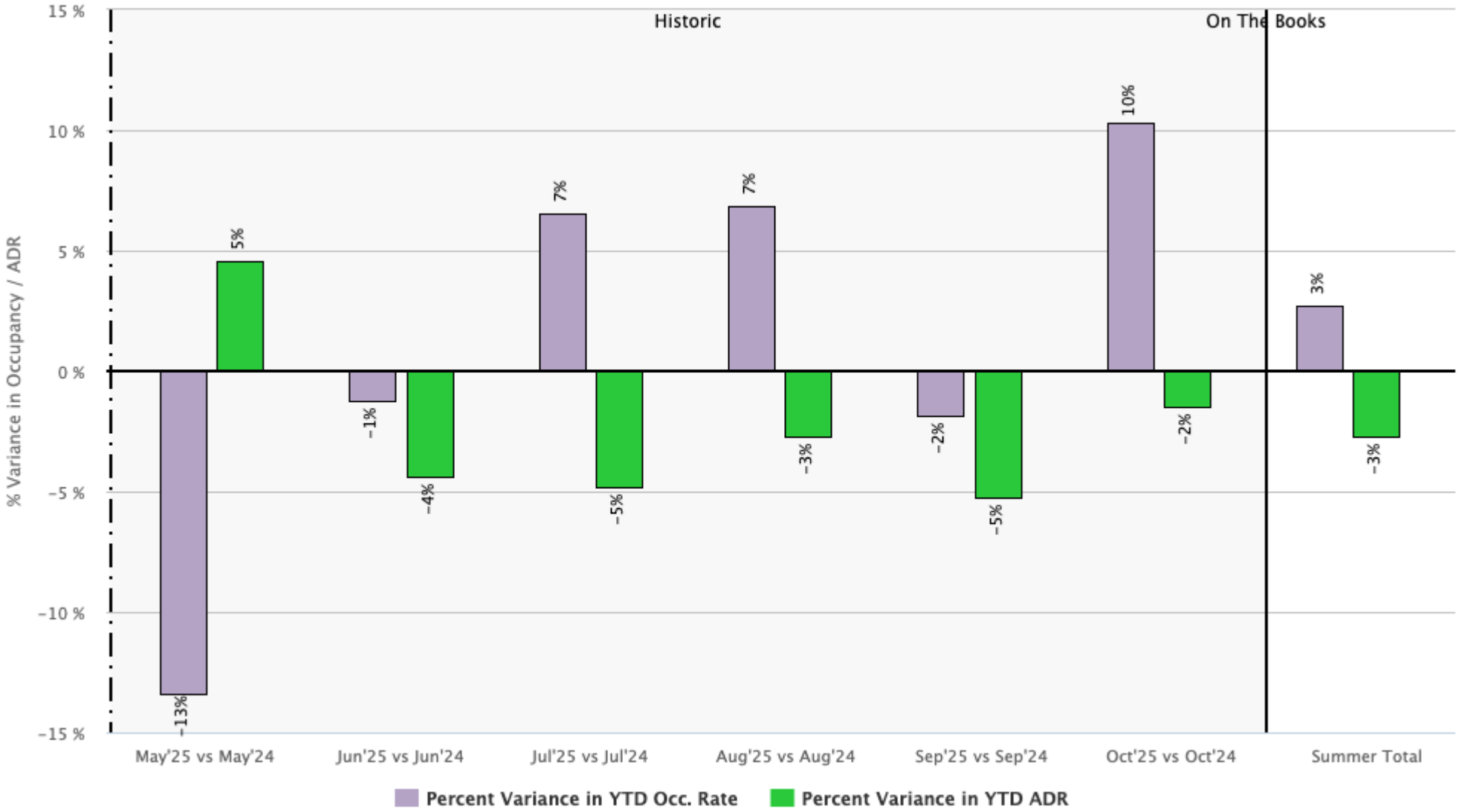


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Vail Variance in YTD Occupancy and ADR (Summer-to-date)

Res Activity Outlook as of Oct 31, 2025



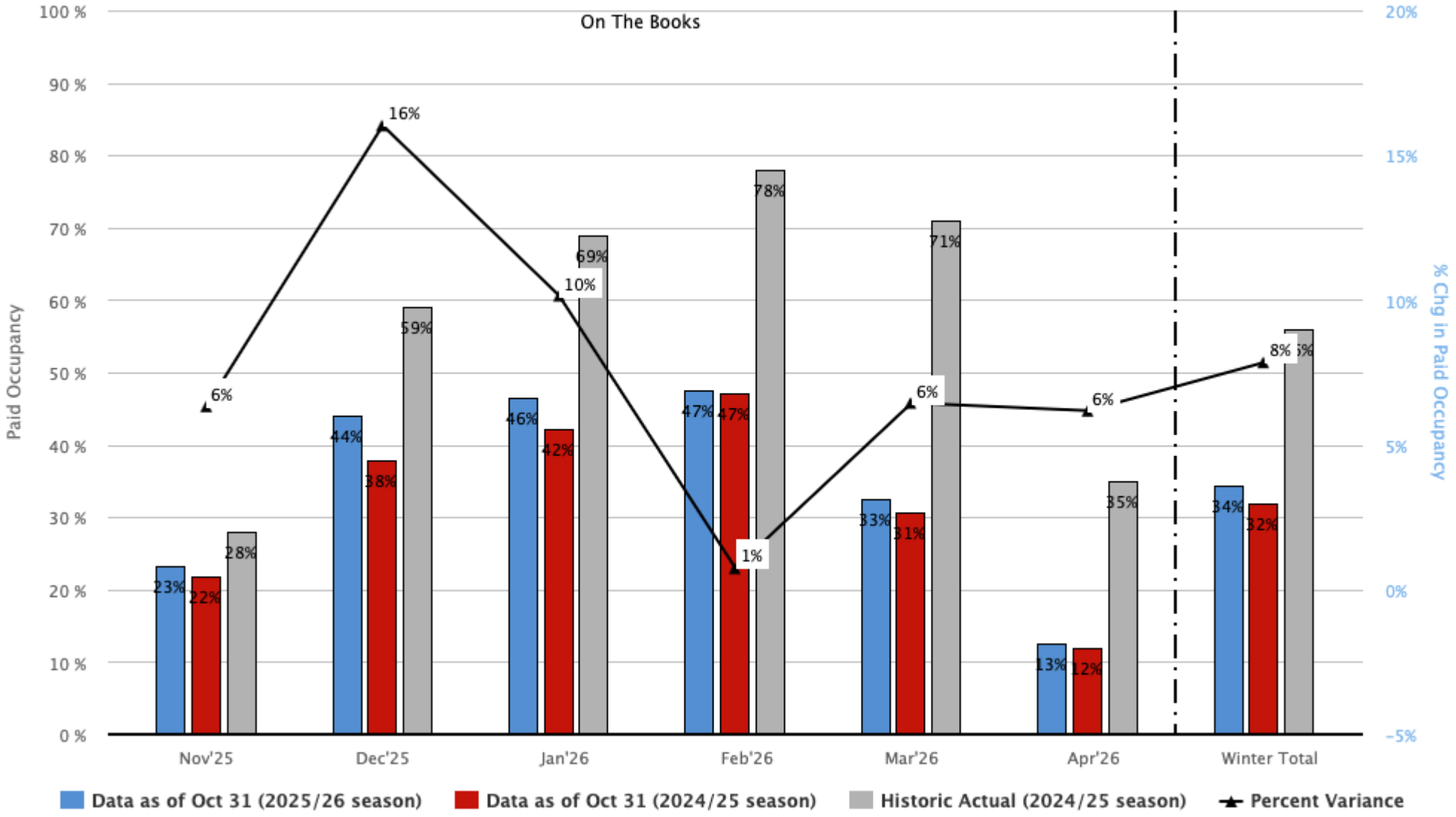
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Vail Paid Occupancy (Winter-to-date)

Res Activity Outlook as of Oct 31, 2025



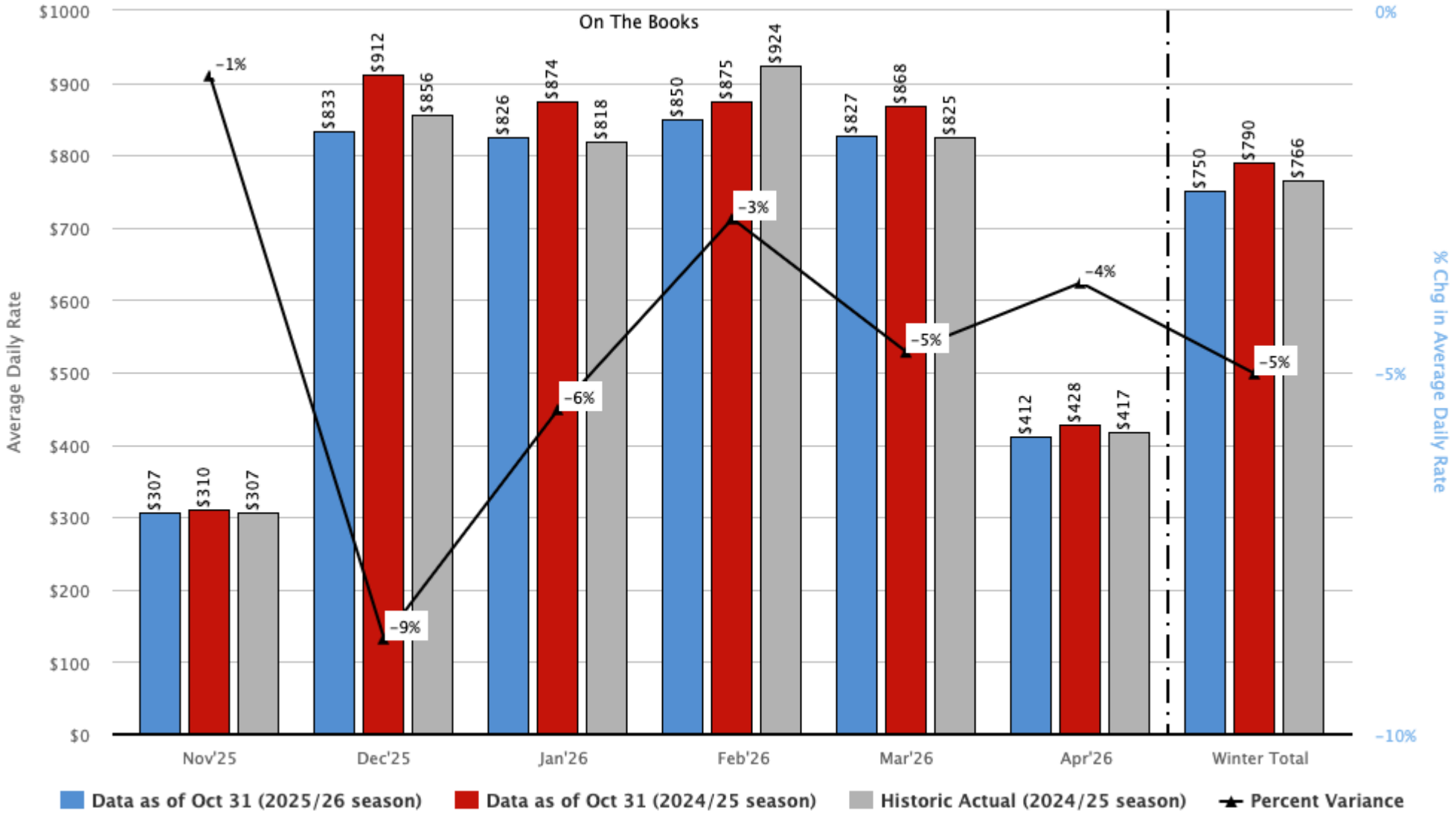
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Vail Average Daily Rate (Winter-to-date)

Res Activity Outlook as of Oct 31, 2025

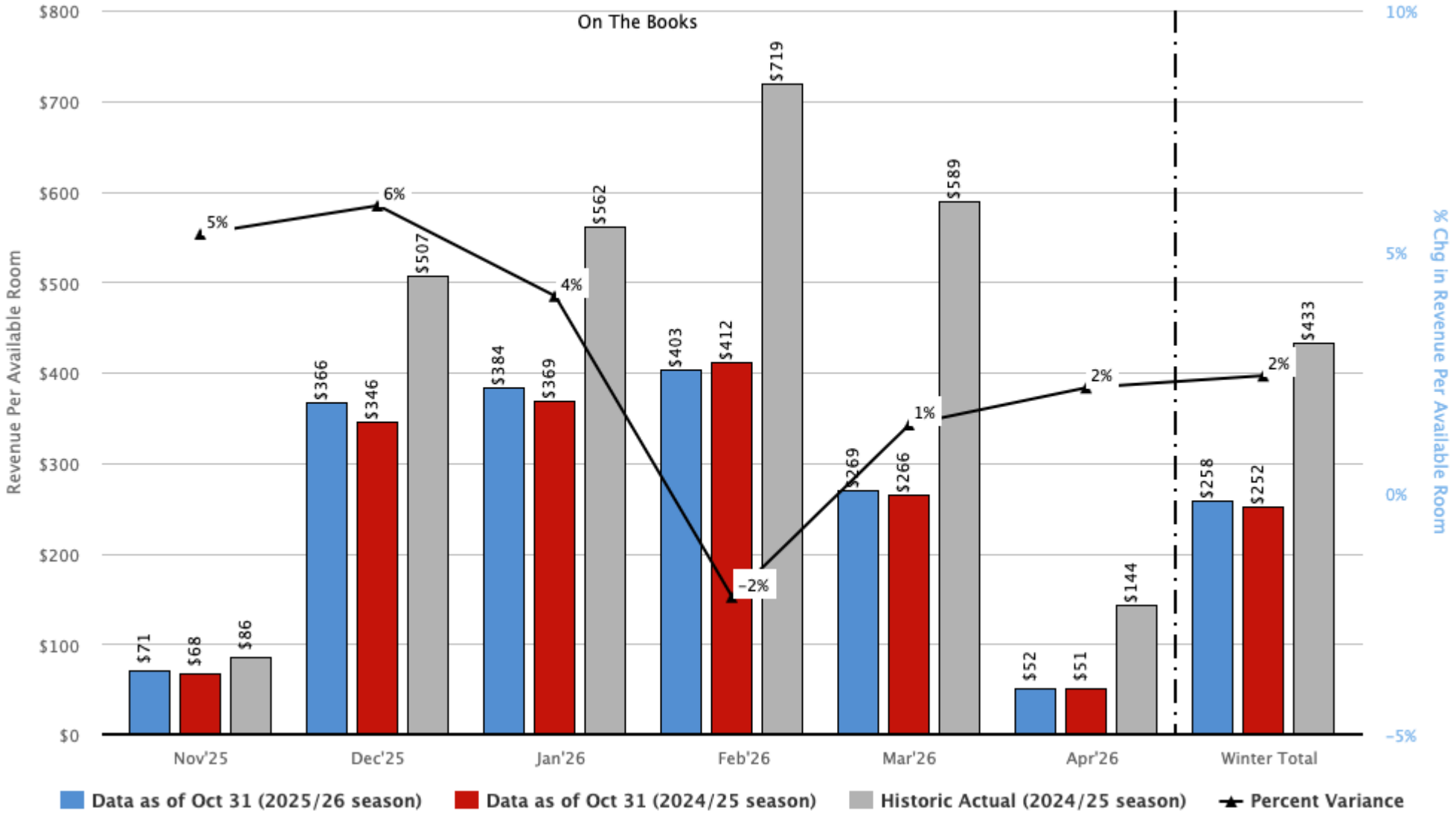


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Vail Revenue Per Available Room (Winter-to-date)

Res Activity Outlook as of Oct 31, 2025



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Vail Variance in YTD Occupancy and ADR (Winter-to-date)

Res Activity Outlook 2025/26 vs 2024/25



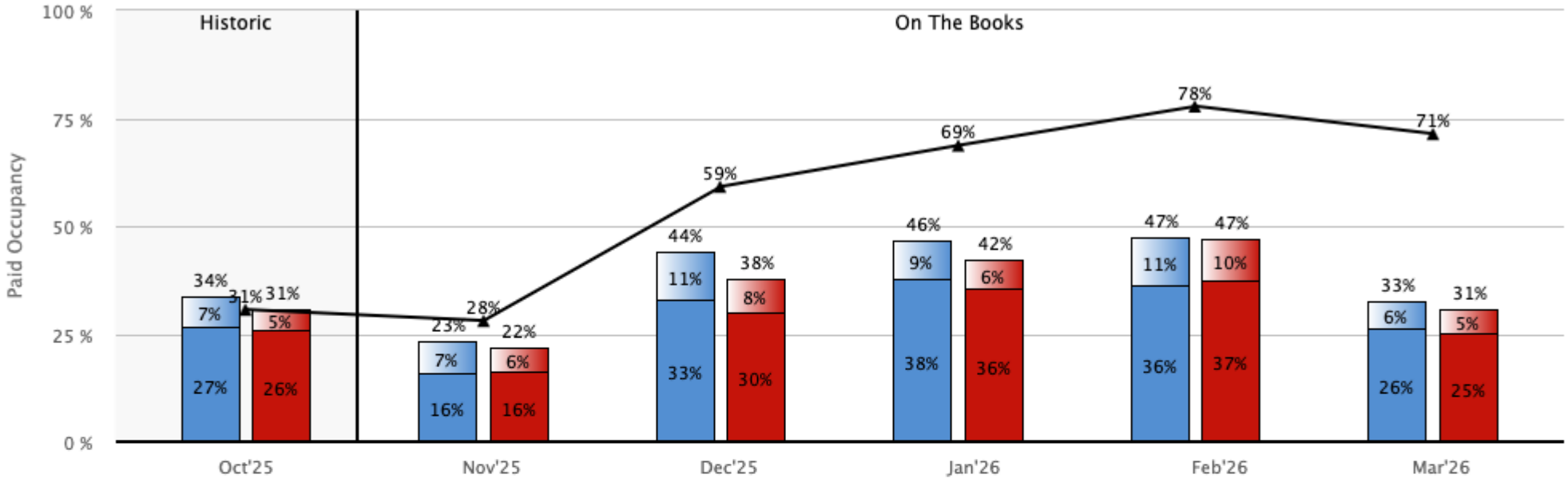
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Vail Paid Occupancy Fill Analysis

Res Activity Outlook as of Oct 31, 2025



Month of Occupancy	Occupancy as of 10-31-2025	Occupancy as of 10-31-2024	Absolute Change	Occupancy as of 9-30-2025	Occupancy as of 9-30-2024	Absolute Change	Incremental occupancy booked Oct 25	Incremental occupancy booked Oct 24	Absolute Variance in incremental Fill	Percentage Variance in incremental Fill	2024/25 Historic actual occupancy
Oct	33.8%	30.6%	3.2%	26.6%	25.8%	0.8%	7.2%	4.8%	2.4%	49.0%	30.6%
Nov	23.2%	21.8%	1.4%	15.8%	16.2%	-0.5%	7.4%	5.6%	1.8%	32.8%	28.1%
Dec	44%	37.9%	6.1%	32.8%	29.9%	2.9%	11.2%	8%	3.2%	40.0%	59.2%
Jan	46.5%	42.2%	4.3%	37.8%	35.7%	2.1%	8.7%	6.5%	2.2%	33.3%	68.7%
Feb	47.4%	47.1%	0.3%	36.5%	37.2%	-0.8%	11%	9.8%	1.1%	11.4%	77.8%
Mar	32.6%	30.6%	2%	26.5%	25.2%	1.3%	6.1%	5.4%	0.7%	12.6%	71.4%
Total	**37.9%**	**34.9%**	**3.0%**	**29.3%**	**28.3%**	**1.0%**	**8.6%**	**6.6%**	**2.0%**	**29.9%**	**55.5%**

As of Oct 31, 2025 | As of Sep 30, 2025 | As of Oct 31, 2024 | As of Sep 30, 2024 | 2024/25 Historic actual

*Based on providing complete pacing data within a given month of occupancy only. Results may differ from those presented elsewhere in report if property set differs. **Results for "Percent Variance in incremental fill" indicate how room nights booked during the month just ended compare t room nights booked during the same month in the prior year, for occupancy in the month just ended and for the upcoming five months (as well as the six-month period in total). These results provide an indication of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago -- i.e. a measure of the strength of booking activity occurring during the month just ended.

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Vail Paid Occupancy (Most Recent Data)

Res Activity Outlook as of Oct 31, 2025

Occ Rate: YTD 2025/26 VS. YTD 2024/25									
Month of Occupancy	Occ Rate as of Oct 31, 2025	Occ Rate as of Oct 31, 2024	Occ Percent Variance in YTD Occ Rate	Historic Actual Occ Rate	CY Room Nights Available	CY Room Nights Booked	PY Room Nights Available	PY Room Nights Booked	# of Properties in sample
May 25	19.0%	21.9%	-13.4%		69,568	13,223	72,726	15,963	25
Jun 25	47.3%	47.9%	-1.2%		68,129	32,220	72,016	34,489	25
Jul 25	68.6%	64.3%	6.6%		61,272	42,013	63,036	40,561	23
Aug 25	59.0%	55.2%	6.8%		68,914	40,628	70,973	39,162	25
Sep 25	46.2%	47.1%	-1.9%		53,388	24,689	55,036	25,936	23
Oct 25	33.8%	30.6%	10.3%		64,479	21,790	67,639	20,716	24
Nov 25	23.2%	21.8%	6.3%	28.1%	61,932	14,368	62,624	13,664	24
Dec 25	44.0%	37.9%	16.0%	59.2%	65,642	28,869	65,615	24,872	24
Jan 26	46.5%	42.2%	10.1%	68.7%	65,411	30,406	65,398	27,599	24
Feb 26	47.4%	47.1%	0.7%	77.8%	58,764	27,874	58,225	27,415	24
Mar 26	32.6%	30.6%	6.4%	71.4%	64,339	20,970	64,209	19,661	24
Apr 26	12.6%	11.9%	6.2%	34.6%	63,701	8,017	62,463	7,404	24
Grand Total	**39.8%**	**38.1%**	**4.5%**	**50.1%**	**765,539**	**305,067**	**779,960**	**297,442**	**25**
Historical Months Total	**45.3%**	**44.0%**	**2.7%**	**44.0%**	**385,750**	**174,563**	**401,426**	**176,827**	**25**
On the Books Total	**34.4%**	**31.9%**	**7.8%**	**56.5%**	**379,789**	**130,504**	**378,534**	**120,615**	**24**

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Vail Average Daily Rate (Most Recent Data)

Res Activity Outlook as of Oct 31, 2025

Average Daily Rate: YTD 2025/26 VS. YTD 2024/25									
Month of Occupancy	ADR as of Oct 31, 2025	ADR as of Oct 31, 2024	ADR Percent Variance in YTD Adr Rate	Historic Actual ADR	CY Room Nights Booked	CY Room Revenue Booked	PY Room Nights Booked	PY Room Revenue Booked	# of Properties in sample
May 25	$226.76	$216.83	4.6%		13,223	$ 2,998,433	15,963	$ 3,461,179	25
Jun 25	$303.04	$316.88	-4.4%		32,220	$ 9,763,881	34,489	$ 10,928,872	25
Jul 25	$396.37	$416.33	-4.8%		42,013	$ 16,652,822	40,561	$ 16,886,742	23
Aug 25	$365.35	$375.57	-2.7%		40,628	$ 14,843,483	39,162	$ 14,707,896	25
Sep 25	$319.04	$336.72	-5.2%		24,689	$ 7,876,870	25,936	$ 8,733,058	23
Oct 25	$266.84	$270.91	-1.5%		21,790	$ 5,814,433	20,716	$ 5,612,137	24
Nov 25	$306.97	$309.75	-0.9%	$307.03	14,368	$ 4,410,475	13,664	$ 4,232,433	24
Dec 25	$833.28	$912.45	-8.7%	$856.25	28,869	$ 24,056,051	24,872	$ 22,694,461	24
Jan 26	$825.60	$873.72	-5.5%	$818.39	30,406	$ 25,103,051	27,599	$ 24,113,837	24
Feb 26	$850.13	$875.30	-2.9%	$924.39	27,874	$ 23,696,636	27,415	$ 23,996,448	24
Mar 26	$826.73	$867.68	-4.7%	$825.42	20,970	$ 17,336,519	19,661	$ 17,059,408	24
Apr 26	$411.88	$427.97	-3.8%	$416.53	8,017	$ 3,302,033	7,404	$ 3,168,700	24
Grand Total	**$ 511**	**$ 523**	**-2.3%**	**$ 575**	**305,067**	**$ 155,854,686**	**297,442**	**$ 155,595,172**	**25**
Historical Months Total	**$ 332**	**$ 341**	**-2.7%**	**$ 341**	**174,563**	**$ 57,949,921**	**176,827**	**$ 60,329,885**	**25**
On the Books Total	**$ 750**	**$ 790**	**-5.0%**	**$ 766**	**130,504**	**$ 97,904,765**	**120,615**	**$ 95,265,287**	**24**

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Vail Revenue Per Available Room (Most Recent Data)

Res Activity Outlook as of Oct 31, 2025

RevPAR Rate: YTD 2025/26 VS. YTD 2024/25									
Month of Occupancy	RevPAR as of Oct 31, 2025	RevPAR as of Oct 31, 2024	RevPAR Percent Variance in YTD RevPAR Rate	Historic Actual RevPAR	CY Room Nights Available	CY Room Revenue Booked	PY Room Nights Available	PY Room Revenue Booked	# of Properties in sample
May 25	$43.10	$47.59	-9.4%		69,568	$ 2,998,433	72,726	$ 3,461,179	25
Jun 25	$143.31	$151.76	-5.6%		68,129	$ 9,763,881	72,016	$ 10,928,872	25
Jul 25	$271.79	$267.89	1.5%		61,272	$ 16,652,822	63,036	$ 16,886,742	23
Aug 25	$215.39	$207.23	3.9%		68,914	$ 14,843,483	70,973	$ 14,707,896	25
Sep 25	$147.54	$158.68	-7.0%		53,388	$ 7,876,870	55,036	$ 8,733,058	23
Oct 25	$90.18	$82.97	8.7%		64,479	$ 5,814,433	67,639	$ 5,612,137	24
Nov 25	$71.21	$67.58	5.4%	$86.28	61,932	$ 4,410,475	62,624	$ 4,232,433	24
Dec 25	$366.47	$345.87	6.0%	$506.75	65,642	$ 24,056,051	65,615	$ 22,694,461	24
Jan 26	$383.77	$368.72	4.1%	$562.42	65,411	$ 25,103,051	65,398	$ 24,113,837	24
Feb 26	$403.25	$412.13	-2.2%	$718.88	58,764	$ 23,696,636	58,225	$ 23,996,448	24
Mar 26	$269.46	$265.69	1.4%	$589.28	64,339	$ 17,336,519	64,209	$ 17,059,408	24
Apr 26	$51.84	$50.73	2.2%	$144.19	63,701	$ 3,302,033	62,463	$ 3,168,700	24
Grand Total	**$ 204**	**$ 199**	**2.1%**	**$ 288**	**765,539**	**$ 155,854,686**	**779,960**	**$ 155,595,172**	**25**
Historical Months Total	**$ 150**	**$ 150**	**-0.0%**	**$ 150**	**385,750**	**$ 57,949,921**	**401,426**	**$ 60,329,885**	**25**
On the Books Total	**$ 258**	**$ 252**	**2.4%**	**$ 433**	**379,789**	**$ 97,904,765**	**378,534**	**$ 95,265,287**	**24**

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Vail Data Tables (Summer-to-date)

Res Activity Outlook as of Oct 31, 2025

Summer Bookings: Occ Rate: YTD 2025/26 VS. YTD 2024/25									
Month of Occupancy	Occ Rate as of Oct 31, 2025	Occ Rate as of Oct 31, 2024	Occ Percent Variance in YTD Occ Rate	Historic Actual Occ Rate	CY Room Nights Available	CY Room Nights Booked	PY Room Nights Available	PY Room Nights Booked	# of Properties in sample
May 25	19.0%	21.9%	-13.4%		69,568	13,223	72,726	15,963	25
Jun 25	47.3%	47.9%	-1.2%		68,129	32,220	72,016	34,489	25
Jul 25	68.6%	64.3%	6.6%		61,272	42,013	63,036	40,561	23
Aug 25	59.0%	55.2%	6.8%		68,914	40,628	70,973	39,162	25
Sep 25	46.2%	47.1%	-1.9%		53,388	24,689	55,036	25,936	23
Oct 25	33.8%	30.6%	10.3%		64,479	21,790	67,639	20,716	24
Summer Total	**45.3%**	**44.0%**	**2.7%**	**44.0%**	**385,750**	**174,563**	**401,426**	**176,827**	**25**

Summer Bookings: Average Daily Rate: YTD 2025/26 VS. YTD 2024/25									
Month of Occupancy	ADR as of Oct 31, 2025	ADR as of Oct 31, 2024	Percent Variance in YTD Adr Rate	Historic Actual ADR	CY Room Nights Booked	CY Room Revenue Booked	PY Room Nights Booked	PY Room Revenue Booked	# of Properties in sample
May 25	$226.76	$216.83	4.6%		13,223	$ 2,998,433	15,963	$ 3,461,179	25
Jun 25	$303.04	$316.88	-4.4%		32,220	$ 9,763,881	34,489	$ 10,928,872	25
Jul 25	$396.37	$416.33	-4.8%		42,013	$ 16,652,822	40,561	$ 16,886,742	23
Aug 25	$365.35	$375.57	-2.7%		40,628	$ 14,843,483	39,162	$ 14,707,896	25
Sep 25	$319.04	$336.72	-5.2%		24,689	$ 7,876,870	25,936	$ 8,733,058	23
Oct 25	$266.84	$270.91	-1.5%		21,790	$ 5,814,433	20,716	$ 5,612,137	24
Summer Total	**$ 332**	**$ 341**	**-2.7%**	**$ 341**	**174,563**	**$ 57,949,921**	**176,827**	**$ 60,329,885**	**25**

Summer Bookings: Revenue Per Available Room: YTD 2025/26 VS. YTD 2024/25									
Month of Occupancy	RevPAR as of Oct 31, 2025	RevPAR as of Oct 31, 2024	Percent Variance in YTD RevPAR	Historic Actual RevPAR	CY Room Nights Available	CY Room Revenue Booked	PY Room Nights Available	PY Room Revenue Booked	# of Properties in sample
May 25	$43.10	$47.59	-9.4%		69,568	$ 2,998,433	72,726	$ 3,461,179	25
Jun 25	$143.31	$151.76	-5.6%		68,129	$ 9,763,881	72,016	$ 10,928,872	25
Jul 25	$271.79	$267.89	1.5%		61,272	$ 16,652,822	63,036	$ 16,886,742	23
Aug 25	$215.39	$207.23	3.9%		68,914	$ 14,843,483	70,973	$ 14,707,896	25
Sep 25	$147.54	$158.68	-7.0%		53,388	$ 7,876,870	55,036	$ 8,733,058	23
Oct 25	$90.18	$82.97	8.7%		64,479	$ 5,814,433	67,639	$ 5,612,137	24
Summer Total	**$ 150**	**$ 150**	**-0.0%**	**$ 150**	**385,750**	**$ 57,949,921**	**401,426**	**$ 60,329,885**	**25**

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INNTOPIA

DestiMetrics

Vail Data Tables (Winter-to-date)

Res Activity Outlook as of Oct 31, 2025

Winter Bookings: Occ Rate: YTD 2025/26 VS. YTD 2024/25									
Month of Occupancy	Occ Rate as of Oct 31, 2025	Occ Rate as of Oct 31, 2024	Occupancy Percent Variance in YTD Occ Rate	Historic Actual Occ Rate	CY Room Nights Available	CY Room Nights Booked	PY Room Nights Available	PY Room Nights Booked	# of Properties in sample
Nov 25	23.2%	21.8%	6.3%	28.1%	61,932	14,368	62,624	13,664	24
Dec 25	44.0%	37.9%	16.0%	59.2%	65,642	28,869	65,615	24,872	24
Jan 26	46.5%	42.2%	10.1%	68.7%	65,411	30,406	65,398	27,599	24
Feb 26	47.4%	47.1%	0.7%	77.8%	58,764	27,874	58,225	27,415	24
Mar 26	32.6%	30.6%	6.4%	71.4%	64,339	20,970	64,209	19,661	24
Apr 26	12.6%	11.9%	6.2%	34.6%	63,701	8,017	62,463	7,404	24
Winter Total	**34.4%**	**31.9%**	**7.8%**	**56.5%**	**379,789**	**130,504**	**378,534**	**120,615**	**24**

Winter Bookings: Average Daily Rate: YTD 2025/26 VS. YTD 2024/25									
Month of Occupancy	ADR as of Oct 31, 2025	ADR as of Oct 31, 2024	Percent Variance in YTD Adr Rate	Historic Actual ADR	CY Room Nights Booked	CY Room Revenue Booked	PY Room Nights Booked	PY Room Revenue Booked	# of Properties in sample
Nov 25	$306.97	$309.75	-0.9%	$307.03	14,368	$ 4,410,475	13,664	$ 4,232,433	24
Dec 25	$833.28	$912.45	-8.7%	$856.25	28,869	$ 24,056,051	24,872	$ 22,694,461	24
Jan 26	$825.60	$873.72	-5.5%	$818.39	30,406	$ 25,103,051	27,599	$ 24,113,837	24
Feb 26	$850.13	$875.30	-2.9%	$924.39	27,874	$ 23,696,636	27,415	$ 23,996,448	24
Mar 26	$826.73	$867.68	-4.7%	$825.42	20,970	$ 17,336,519	19,661	$ 17,059,408	24
Apr 26	$411.88	$427.97	-3.8%	$416.53	8,017	$ 3,302,033	7,404	$ 3,168,700	24
Winter Total	**$ 750**	**$ 790**	**-5.0%**	**$ 766**	**130,504**	**$ 97,904,765**	**120,615**	**$ 95,265,287**	**24**

Winter Bookings: Revenue Per Available Room: YTD 2025/26 VS. YTD 2024/25									
Month of Occupancy	RevPAR as of Oct 31, 2025	RevPAR as of Oct 31, 2024	Percent Variance in YTD RevPAR Rate	Historic Actual RevPAR	CY Room Nights Available	CY Room Revenue Booked	PY Room Nights Available	PY Room Revenue Booked	# of Properties in sample
Nov 25	$71.21	$67.58	5.4%	$86.28	61,932	$ 4,410,475	62,624	$ 4,232,433	24
Dec 25	$366.47	$345.87	6.0%	$506.75	65,642	$ 24,056,051	65,615	$ 22,694,461	24
Jan 26	$383.77	$368.72	4.1%	$562.42	65,411	$ 25,103,051	65,398	$ 24,113,837	24
Feb 26	$403.25	$412.13	-2.2%	$718.88	58,764	$ 23,696,636	58,225	$ 23,996,448	24
Mar 26	$269.46	$265.69	1.4%	$589.28	64,339	$ 17,336,519	64,209	$ 17,059,408	24
Apr 26	$51.84	$50.73	2.2%	$144.19	63,701	$ 3,302,033	62,463	$ 3,168,700	24
Winter Total	**$ 258**	**$ 252**	**2.4%**	**$ 433**	**379,789**	**$ 97,904,765**	**378,534**	**$ 95,265,287**	**24**

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Vail Revenue Per Available Room (Winter-to-date)

Res Activity Outlook as of Oct 31, 2025

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Month:

OCT 2025

Social Media Report

INSTAGRAM

Followers Growth

+812

Total Followers

22.6K

Impressions

Paid + Organic

371.7k

Organic Only

307k

Engagement Rate

4.2%

Compared to Last Month

2.4%

FACEBOOK

Followers Growth

+115

Total Followers

7.6K

Impressions

Paid + Organic

1.1M

Organic Only

24.5k

Engagement Rate

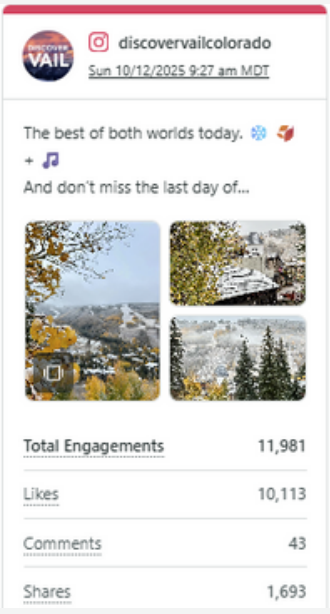
4.1%

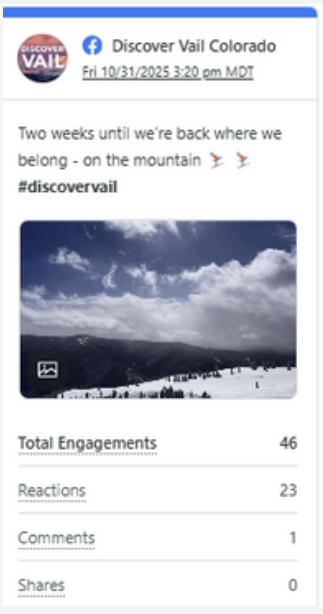
Compared to Last Month

6.6%

TOP PERFORMING POSTS

REEL OF THE MONTH





Monthly Analytics

DESTINATION
October 2025

Overview

	Visit Dates	Visits	Visits Per 1,000/Imps	Avg. Exposure to Visit	
Observed Visits	4/1-8/31/2025	13,416	0.30	41.70	The Tourism Economics dashboard updates the 3rd Saturday of every month for the previous month.
Top Markets (Only OOS)	Salt Lake City Dallas Phoenix				**September's visitor data will become available on 11/17.**

MEDIA
October 2025

Fall Campaign

Metric	Oct/2025	Sep/2025	MOM % change	Oct/2024	YOY % change	Notes
Total Media Investment	$24,453.03	$18,365.29	33%	$28,873.50	-15%	
Impressions	2,380,674	2,050,267	16%	3,763,783	-37%	Fall Campaign Ended: 10/26/25 Budget Down: 15% YoY
Clicks	21,472	30,063	-29%	33,574	-36%	
SEM CTR	13.54%	17.39%	-22%	5.95%	128%	
Social C/Landing Page View	$0.51	$0.53	-4%	$0.78	-35%	

MEDIA
October 2025

Early-Winter Campaign

Metric	Oct/2025	Sep/2025	MOM % change	Oct/2024	YOY % change	Notes
Total Media Investment	$10,668.30	N/A	N/A	$13,379.66	-20%	
Impressions	1,388,635	N/A	N/A	2,352,482	-41%	
Clicks	6,424	N/A	N/A	8,281	-22%	Early-Winter Campaign Launched: 10/27/25
SEM CTR	9.42%	N/A	N/A	6.89%	37%	
Social C/Landing Page View	$1.11	N/A	N/A	$0.90	23%	

WEBSITE
October 2025

All Sources

Metric	Oct/2025	Sep/2025	MOM % change	Oct/2024	YOY % change	
Sessions	91,601	96,841	-5%	96,994	-6%	Shoulder season traffic, while lower, remains incredibly engaged and spends over 3 minutes on our website.
Engaged Sessions	50,996	55,609	-8%	54,380	-6%	
Pageviews	168,699	169,978	-1%	178,613	-6%	
Session Duration	3:04	3:21	-8%	3:07	-2%	

Paid Media

Sessions	34,335	32,916	4%	45,767	-25%	Fall Campaign Ended: 10/26/25 Budget Down: 15% YoY
Engaged Sessions	18,037	18,215	-1%	21,926	-18%	
Pageviews	59,598	53,128	12%	75,844	-21%	Early-Winter Campaign Launched: 10/27/25
Session Duration	2:38	2:41	-2%	2:42	-2%	

Organic

Sessions	57,157	63,177	-10%	53,660	7%	
Engaged Sessions	32,860	36,804	-11%	33,449	-2%	
Pageviews	108,699	115,412	-6%	105,255	3%	
Session Duration	3:20	3:41	-10%	3:34	-7%	

Synopsis & Key Insights

October, 2025

Website Performance Report

October maintained stable traffic with 91,601 sessions (down 5% MoM, down 6% YoY), demonstrating resilient engagement as the site transitions from fall to early-winter content strategies. While overall traffic declined, organic search and paid traffic continued to drive quality engagement, with events content maintaining its position as the top driver with nearly 20,000 pageviews.

Key Performance Highlights

- Engagement: 55.67% engagement rate (down 3% MoM, down 1% YoY) with 1.84 pages per session (+5% MoM) and 3:04 average session duration showing sustained visitor interest.
- Organic: 32,940 organic sessions (down 10% MoM, down 1% YoY) maintaining an exceptional 78.50% engagement rate (flat MoM, +2% YoY) with 2.23 pages per session.
- Content Performance: Events content performed best with 19,460 pageviews; early-winter content (4,759 views) showed strong traction ahead of season; /moments-family/ campaign landing page drove 4,806 views.
- Personalization: Bound users showed 52% higher engagement rate than overall site average (84.1% vs. 55.4%); impressions grew 97% YoY despite 16% MoM decline; targeted audience comprised 44% of total sessions.

Paid Media Report

October marked a successful transition from Fall to Early-Winter Campaigns, with the Fall campaign concluding 10/26 and Early-Winter launching 10/27. Despite mixed MoM results due to campaign transitions and learning phases, performance significantly exceeded industry benchmarks.

Key Performance Highlights

- SEM Performance: 13.08% Search CTR (50% above the 8.73% industry benchmark) with 13,103 clicks on doubled spend (+108% MoM to $8,719.71 from $4,199.31).
- SEM Efficiency: $0.67 CPC vs. $2.12 industry benchmark (68% below benchmark); 5,564 conversions at 25% session conversion rate (+3% MoM, down 24% YoY).
- Campaign Transition: Fall Display wrapped with 1.6M+ impressions and 854 clicks; Early-Winter launched strong with 982K impressions and 1,184 clicks (0.12% CTR) in just 5 days.
- Paid Social Performance: Fall prospecting maintained 3.09% CTR with Family audience leading at 38.50% engagement rate; Retargeting achieved 3.56% CTR though engagement rate declined.

Contents

- October 2025, Website Analytics p. 4 - 8
- October 2025, Bound Personalization p. 8 - 9
- October 2025, Display Media Report p. 10
- October 2025, Paid Search (SEM) Report p. 10 - 13
- October 2025, Paid Social (SMM) Report p. 14 - 16

KPI Measurements

Tools Used to Inform SEO & Content

- BrightEdge
- GA4
- SEMRush

Top 3 KPIs

- Engagement & Engagement Rate
- Pageviews
- Seasonality / Performance Comparisons Over Time

Website Analytics

Executive Summary

Discover Vail's website continues to demonstrate strong market engagement with over **91,000 sessions** from highly qualified visitors spending an average of **3 minutes exploring content**, maintaining a solid **55.67% engagement rate**. The site's greatest strength lies in its organic search performance, which drives nearly 38% of all traffic with an impressive 78.5% engagement rate, while paid search campaigns achieve a 82% engagement rate, indicating that when users find Vail content, they're highly engaged and ready to plan their visit. Events content is the #1 driver with nearly 20,000 page views, and the early winter campaign strategy is proving successful in capturing valuable shoulder-season visitors.

Performance Snapshot

- Users: 82,375 (down 5%)

- Sessions: 91,601 (down 6%)
- Engaged Sessions: 50,996 (down 6%)
- Page Views: 168,699 (down 6%)
- Engagement Rate: 55.67% (down 1%)

Engagement Quality

- Average Session Duration: 3:04
- Pages per Session: 1.84
- Total Events: 840,052

Top 5 Traffic Sources

- Organic (Google): 32,903 sessions | 78.51% engagement rate
- Direct: 20,702 sessions | 22.17% engagement rate
- Paid Search (Google): 13,387 sessions | 82.15% engagement rate
- Paid Social (Facebook): 9,099 sessions | 19.20% engagement rate
- Email (ActiveCampaign): 5,822 sessions | 55.00% engagement rate

Geographic Performance

- Colorado: 27,985 sessions
- Arizona: 5,825 sessions
- Texas: 3,720 sessions
- Utah: 2,865 sessions
- California: 2,645 sessions

Top 10 Most Viewed Pages

1. /events/ - 19,460 pageviews
2. Homepage (/) - 7,219 pageviews
3. /things-to-do/ - 5,922 pageviews
4. /moments-family/ - 4,806 pageviews
5. /early-winter/ - 4,759 pageviews
6. /things-to-do/scenic-gondola/ - 4,467 pageviews
7. Lodging homepage - 4,070 pageviews
8. /vailcation/ - 3,337 pageviews
9. /event/good-music-for-a-good-mynd/ - 2,607 pageviews
10. /shopping/ - 2,517 pageviews

Top Performing Campaigns

- Always On-Vail P-Max - IS - 2025: 7,133 sessions
- Vail 2025 Fall Traffic Campaign: 5,527 sessions
- Early_Winter: 4,472 sessions

CTO City Page

https://www.colorado.com/cities-and-towns/vail

- 388 page views.
- 89 referrals to discovervail.com from sponsored links in content.
- 2,686 Display Ad impressions, 7 ad clicks and a 0.26% CTR.
- 96 total referrals from the sponsored page in October.

Website Analytics - Organic

Executive Summary

Discover Vail's organic search performance remains strong with nearly 33,000 sessions and a **78.50% engagement rate (up 2% YoY)**, demonstrating high-quality traffic and visitor intent. Google organic continues to be the top source at 99.89% of all organic traffic, with the **/events/ page alone driving over 11,000 pageviews, representing 15% of all site traffic and 3.5x more than any other page.**

Performance Highlights

- Users: 27,875 (down 1%)
- Sessions: 32,940 (down 1%)
- Engaged Sessions: 25,857 (up 2%)
- Page Views: 73,525 (down 1%)
- Engagement Rate: 78.50% (up 2%)

User Behavior Insights

- Average Session Duration: 4:04
- Pages per Session: 2.23
- Total Events: 388,779

Primary Markets

Top States:

- Colorado: 6,697 sessions
- Texas: 1,812 sessions
- California: 1,175 sessions
- Florida: 988 sessions
- Arizona: 853 sessions

Local Top Cities:

- Denver: 2,472
- Vail: 569
- Edwards: 374
- Avon: 352
- Aurora: 181

Top-Performing Content Categories

- /events/ - 11,143 views
- /things-to-do/ - 3,204 views
- /things-to-do/scenic-gondola/ - 2,392 views
- Homepage - 2,319 views
- /the-villages/vail-village/ - 1,626 views

Bound Personalization

Summary

In October 2025, Bound users were more engaged than all site users on DiscoverVail.com.

- Average session duration was 56% higher (3m00s vs. 4m41s)
- Engaged sessions per active user were 77% higher (0.73 vs. 1.29)
- Events per session were 32% higher (8.96 vs. 11.82)
- Engagement rate was 52% higher (55.4% vs. 84.1%)
- Views per session were 25% higher (1.8 vs. 2.25)

In October 2025, Bound reported:

- 61,257 impressions, up 97% YoY (31,091 impressions in Oct. 2024)
- 61,257 impressions, down 16% MoM (73,107 impressions in Sept. 2025)

- 1,334 clicks, up 158% YoY (518 clicks in Oct. 2024)
- 1,334 clicks, down 17% MoM (1,610 clicks in Sept. 2025)
- 2.18% CTR, up 31% YoY (1.67% CTR in Oct. 2024)
- 2.18% CTR, down 0.9% (2.20% CTR in Sept. 2025)

Highlights

In October, according to Bound, 44% of total site sessions were attributed to targeted users, down 8% from 48% in September.

While Bound impressions decreased in October MoM, echoing GA4's MoM fall/seasonal decrease pattern in overall traffic, YoY traffic showcases healthy growth across key metrics (97% increase in impressions, 158% increase in clicks and 31% increase in CTR. In October, the Fall Paid Media (Moments) Campaign recorded 636 impressions, 14 clicks, and a 3.24% or 1.01% CTR depending on version served. The Fall Paid Media (Moments) Return Visits Campaign drove 32 impressions and 2 click on the eNews fly-in. CTRs were 7.69% and 5.26% depending on the image.

Enews Signups: 21 sign-ups (submissions) were tracked in September.

Q4 Recommendations & Beyond

Early-Winter content went live November 5–6. Holiday, events and winter-focused personalization, spotlighting imagery with people over landscapes and list-style CTAs, is the focus for the rest of 2025.

Display Media

October, 2025

Fall Media Campaign

The Fall Media Campaign wrapped up on 10/26.

In the month of October, the Fall Campaign delivered **1.6M+ impressions** and drove **854 clicks** to the site for a **CTR of 0.05%**.

Early-Winter Campaign

The Early Winter Media Campaign launched on 10/27 with digital display and a TravelZoo Standalone email on 10/28.

While it was only live for a few days in October, the campaign delivered **982K impressions** and drove **1,184 clicks** to the site for a **CTR of 0.12%**.

The standalone email with TravelZoo was the **top driver of clicks with 817 total.** This email deployed to Denver and Phoenix which had **CTRs of 0.67% and 0.27%** respectively.

Paid Search (SEM)

October, 2025

Overview

We saw mixed SEM results in October. YoY results are likely fluctuating due to changes in campaign structure between Fall and Early-Winter. MoM and YoY drops in KPI results are outperforming or on-pace with the large increases in CPC and conversion. MoM results are also fluctuating due to the recent updates to the Seasonal ads, which have likely sent the account into a

temporary learning phase. Despite the fluctuations, **we are still outperforming the updated industry benchmarks for both Search CTR (13.08% vs 8.73%) and CPC ($0.67 vs $2.12) on this account**. We will continue to monitor and optimize performance throughout November.

- MoM (vs. September 2025)
    - Spend was up 108%
        - September: $4,199.31
        - October: $8,719.71
    - Clicks were down 14%
    - Search CTR was down 18%
    - CPC was up 141%
    - Conversions were down 3%
    - Session conversion rate was up 3%
- YoY (vs. October 2024)
    - Spend was down 15%
    - Clicks were down 35%,
    - Search CTR was up 4%
    - CPC was up 30%
    - Conversions were down 57%
    - Session conversion rate was down 24%

In October the account overall had 13,103 clicks at a **CPC of $0.67**, which is well below the updated $2.12 industry benchmark CPC for travel and tourism. Overall spend was just over $8.7k.

- Top campaigns for CTR were Events IS (28.9%), PMax IS (20.32%), and Things to Do IS (18.02%) These are all very high CTRs that are more than 2x the industry average.
- Campaigns drove 5,564 conversions at a session conversion rate of 25%.
- There were 5,558 Clicks to Partner Sites and 2 ENewsletter Sign Ups.

- The PMax IS campaign continued to drive the most clicks and the most conversions in October.

Always-On Campaigns

- Always-On Search campaigns had 4,364 clicks on a $1.09 CPC and 13.62% CTR in October, and 1,382 conversions at a 18.71% conversion rate. Top campaigns for conversions were Things to Do IS, Things to Do OOS, and Brand IS.

- Always-On Search campaigns generated 4,364 clicks with an average CPC of $1.09 (compared to the industry benchmark of $2.12) and a CTR of 13.62% (industry benchmark 8.73%). The campaigns drove 1,382 conversions with an 18.71% conversion rate. The top-performing campaigns for conversions were Things to Do IS, Things to Do OOS, and Brand IS.

Performance Max Campaigns

- The Always-On PMax campaigns generated 8,295 clicks at an average CPC of $0.37 (compared to the industry benchmark of $2.12) and achieved a 13.51% CTR (industry benchmark 8.73%). They drove 3,975 conversions with a 27.71% conversion rate. The IS campaign continued to deliver the highest number of clicks and conversions, maintaining a significantly lower CPC and a higher CTR.

Seasonal Blog Campaigns

- In total, the Seasonal Blog campaigns drove 561 clicks and 196 conversions at a CPC of $3.38 in October.
- The OOS campaign drove the most clicks and conversions, while the IS campaign maintained a higher CTR and a lower CPC this month.
- The Family Resorts_DSA was the top performing ad for the OOS campaign in October, while the One More Day_DSA remained the top performing ad for the IS campaign this month.

Seasonal Fall Ads

- Fall Ads ran within the Brand IS and Brand OOS campaigns in October.
- In October, the campaigns drove 282 clicks and 87 conversions at a CPC of $0.42 and a CTR of 15.58%.
- Fall IS was the top performing ad across KPIs in October.

Seasonal Early Winter Ads

- Early Winter Ads ran within the Early-Winter Lodging IS and Early-Winter Lodging OOS campaigns in October.
- In October, the campaigns drove 444 clicks and 207 conversions at a CPC of $2.09 and a CTR of 9.42%.
    - YoY clicks are down 37% and conversions are down 46%. However, despite these declines, CPCs have decreased by 51% (from $4.26 to $2.09), and CTR has improved by 36% (from 6.89% to 9.42%).
- The OOS Early Winter RSA was the top performing ad across KPIs in October.

Paid Social (SMM)

October, 2025

Fall Traffic Campaign: Prospecting and Retargeting Ads

This campaign ran ads for prospecting and retargeting. There are 3 ads sets in the prospecting traffic campaign targeting audiences for outdoors, family & couples. The retargeting campaign had one ad set retargeting all audiences.

- Couples age bracket: 25-64; but not parents and targeted for couples interests.
- Family Audience age bracket: 30-55 and parents.
- Outdoor Audience age bracket: 22-64 with an interest in outdoor recreation.

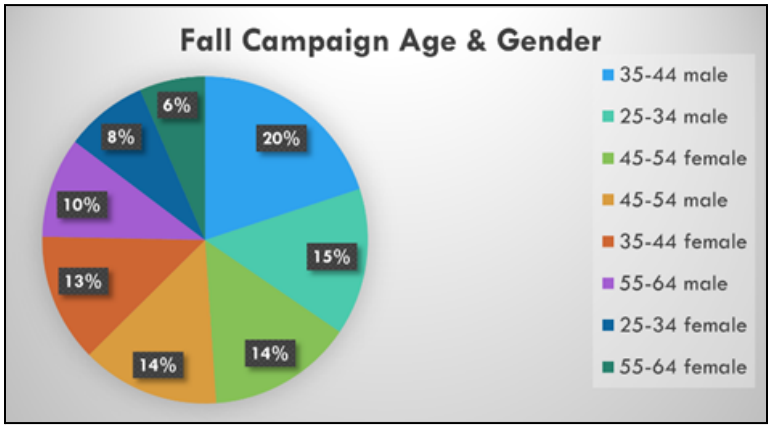
Prospecting: Family audience had the most results, highest CTR, and highest engagement rate. The overall average c/LPV was $0.51 with an average CTR of 3.09%

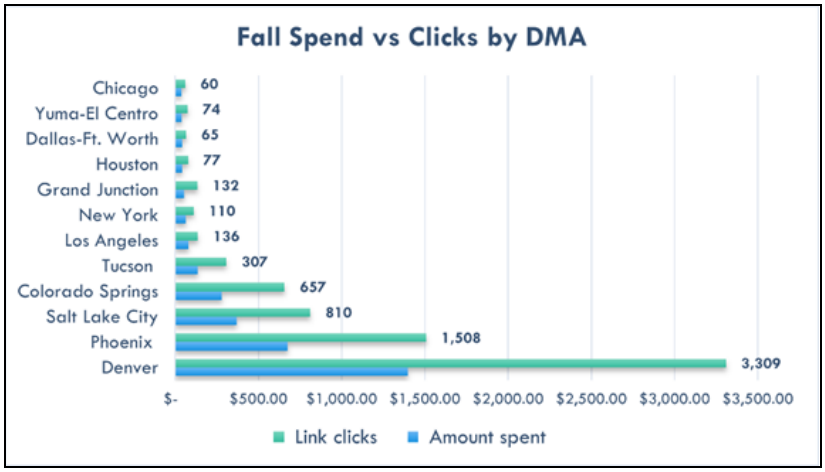
Retargeting: the average CTR exceeded benchmark at 3.56% but saw a 73% decrease in Engagement Rate MoM. This is likely due to delivering ads to the same smaller audience month over month and they had already engaged in September.

Top DMAs for link clicks:

- October: Denver, Phoenix, Salt Lake City, and Colorado Springs

Ad set name	Results	C/LPV	Reach	Impressions	Freq	Unique CTR	Post Eng	Eng Rate	VCR
Vail Fall 2025 - Outdoor (carousel)	838	$ 0.39	50,295	63,749	1.27	1.82	1,470	2.92%	6%
Vail Fall 2025 - Family (15s)	4,489	$ 0.50	176,149	442,872	2.51	4.07	67,820	38.50%	3%
Vail Fall 2025 - Couples (15s)	141	$ 0.51	6,903	12,455	1.80	2.91	1,514	21.93%	5%
Vail Fall Retargeting - LPV	1,582	$ 0.63	52,282	150,533	2.88	3.56	2,589	4.95%	3%
Totals	**7,050**	**$ 0.51**	**285,629**	**669,609**	**2.12**	**3.09**	**73,393**	**17.08%**	**4%**





Early-Winter Campaigns

The Early-Winter Campaign started October 28 so the month only had 3 days of data. Preliminary results are showing a high cost so adjustments were made going into November. The Family Video and Family Traffic ads have brought in the most results in the first few days.

Ad set	Results	Cost per result
Early Winter Family Video	27,449 ThruPlays	$0.03 Cost per ThruPlay
Early Winter Non-Family Video	7,252 ThruPlays	$0.03 Cost per ThruPlay
Vail Early Winter Family -LPV	2,360 Landing Page Views	$0.97 Per Landing Page Vie...
Vail Early Winter Lodging - RT -LPV	1,058 Landing Page Views	$1.02 Per Landing Page Vie...
Vail Early Winter Non-Family LPV	188	$0.75

AGENDA ITEM NO. 6.1

Item Cover Page

VAIL LOCAL MARKETING DISTRICT ADVISORY COUNCIL AGENDA ITEM REPORT

DATE:	November 20, 2025
SUBMITTED BY:	Abby Oliveira, Economic Development
ITEM TYPE:	Matters from Mayor, Council, Town Manager and Committee Reports
AGENDA SECTION:	**Matters from the Board & Discover Vail Staff**
SUBJECT:	**Matters from the Board**
SUGGESTED ACTION:	
ATTACHMENTS:	

AGENDA ITEM NO. 6.2

Item Cover Page

VAIL LOCAL MARKETING DISTRICT ADVISORY COUNCIL AGENDA ITEM REPORT

DATE:	November 20, 2025
TIME:	10 Min
SUBMITTED BY:	Abby Oliveira, Economic Development
ITEM TYPE:	Matters from Mayor, Council, Town Manager and Committee Reports
AGENDA SECTION:	**Matters from the Board & Discover Vail Staff**
SUBJECT:	**Discover Vail Staff Report**
SUGGESTED ACTION:	
ATTACHMENTS:	