



TELLURIDE[™]
MOUNTAIN VILLAGE



Telluride Tourism Board Update

Winter Marketing Performance

Summer Marketing Launch

International Program

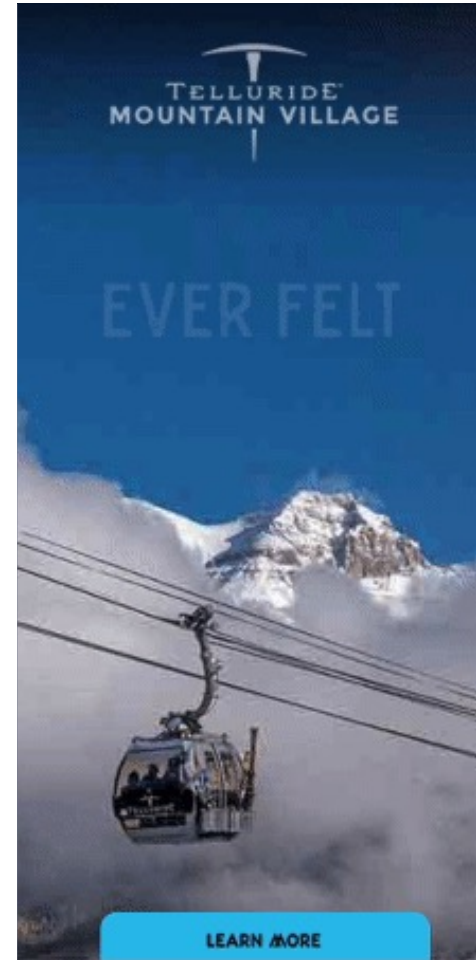
Travel Trends & Lodging Metrics

Additional Updates

WINTER MARKETING



Winter Marketing



Winter Marketing



ON THE SNOW

TELLURIDE MOUNTAIN VILLAGE

THIS ISN'T AN ESCAPE
IT'S A CALLING

LEARN MORE

New York Snow Report

Snow Report | Cams | Overview | Open Resorts
| Open Dates | Closing Dates | Lodging |
Lift Tickets

Snow in New York

MANHATTAN People Food & Drink Home & Real Estate Style & Beauty Video Guides

Elegance Meets Alpine Adventure in Mountain Village

By Telluride Mountain Village | November 6, 2023 | Lifestyle Sponsored Post



In the heart of Colorado's San Juan Mountains, perched just above Telluride's famous box canyon, sits the [Town of Mountain Village](#). Surrounded by the highest concentration of 13- and 14,000-foot peaks in North America, Mountain Village is connected to the heart of Telluride via one of the most scenic gondola rides in the country. The town serves as the base of Telluride Ski Resort which, with more than 2,000 skiable acres fit for skiers of all levels, won OnTheSnow's Best Terrain for 2023. If you're wondering where to look for world-class ski-in, ski-out access, Mountain Village is your answer.



After a day on the mountain—or if you want a rest day during longer trips—Mountain Village and its European-inspired plazas offer plenty of daytime discoveries and nighttime fun. Crisp high-end shopping, award-winning cinema, bring the family to the ice skating rink in the middle of Reflection Plaza, taste new flavors or old favorites at restaurants ranging from farm-to-table to Italian to tacos and BBQ. And try craft cocktails or local beer and wine at bars and taprooms located around the village. If you want a one-of-a-kind experience, dine in The Cabins, a set of gondola cabins painted by local artists and located throughout the village.



While you're in town, don't forget the best attraction of all. Perfectly situated in the middle of rising peaks, Mountain Village is known for its breathtaking views of the setting sun. Soak your joints on the right side with a picturesque sunset and the warmth of one of the fire pits dotted all around town cocktail in hand, of course.



Sponsored by Telluride Mountain Village



Life Wide Open

Winter adventures are just a gondola away from Telluride. In Mountain Village, the best of the San Juans are at your doorstep, from skiing to ice skating to sightseeing. With breathtaking vistas and fresh powder waiting for first tracks, Mountain Village isn't simply an escape. It's a calling.

Visit Mountain Village

Winter Marketing

Condé Nast **Traveler** NEWSLETTER SUBSCRIBE SIGN IN

INSPIRATION DESTINATIONS PLACES TO STAY NEWS & ADVICE READERS' CHOICE AWARDS SHOPPING CRUISE WOMEN WHO TRAVEL VIDEO

SUBSCRIBE AND GET 1 YEAR FOR ~~\$21.00~~ \$10.

EVER FELT THE CLOUDS BENEATH YOUR FEET? **TELLURIDE MOUNTAIN VILLAGE** LEARN MORE

WHERE SENSES LIVE UNLEASHED **TELLURIDE MOUNTAIN VILLAGE** LEARN MORE

JETSETTER See All Stories Trip Ideas Hotels Food + Drink Search

Trip Ideas

TRAVEL+LEISURE TRIP IDEAS DESTINATIONS WORLD'S BEST TIPS + PLANNING CRUISES ABOUT US SUBSCRIBE

Vacations are making a major comeback, which means it's time for you to pack your bags and head out on that trip you've long been dreaming of. But hang on, do you even remember how to pack a suitcase anymore?

We wouldn't blame you if you forgot. After all, it's likely been a minute since you've thought about deciding between a checked bag or a [carry-on](#), which toiletries fit the TSA sizing guidelines, and if you should or shouldn't bring your [packing cubes](#) along for the ride.

If you need a little help getting started, Lydia Mansel, travel writer and founder of [Just Packed](#), a traveler's resource for packing lists and product recommendations, is here to share her advice. Here are 10 packing tips straight from Mansel that will have you packing like a pro in no time.

Think about your mode of transportation.

According to Mansel, she allows her mode of transportation to dictate just how overpacked her bags can get. "The way I pack a suitcase depends on how I'm traveling," Mansel explains. For example, if she's driving or flying but only bringing a carry-on, she allows herself to overpack a little. Like Mansel, your mode of transport should help you decide just how much you can feasibly pack and which size of luggage you should choose.

Advertisement

TELLURIDE MOUNTAIN VILLAGE

LIVE THE MOMENTS
YOU WANT TO RELIVE

Advertisement

Winter Marketing

abc NEWS

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film debuts in

AD Learn More 0:03s

Yahritza y Su Es song

Oct 12, 2023

Share to Facebook Share to Twitter

ABC News Live Rundown: Thursday, October 12, 2023

Stay up to date on the developing stories making headlines.

Oct 12, 2023

The video player shows a scenic view of Telluride Mountain Village with the text "TELLURIDE MOUNTAIN VILLAGE" overlaid. The video is part of an ABC News live rundown from Thursday, October 12, 2023.

Telluride Mountain Village Sponsored

This is where the sunshine lights up the slopes. Where powder waits for first tracks. And where senses live unleashed.

telluride.com

The Other Side of Telluride

Welcome to Mountain Vill...

Learn more

The Facebook post features a photo of a young child wearing a colorful ski helmet and goggles, holding a black and white dog. The text promotes the experience of Telluride Mountain Village.

Telluride Mountain Village Sponsored

WHERE SENSES LIVE UNLEASHED

Learn more

The vertical Facebook post shows a skier in a blue jacket and pink pants descending a snowy slope. The text "WHERE SENSES LIVE UNLEASHED" is prominently displayed.

Telluride Mountain Village Sponsored

EVER FELT THE CLOUDS BENEATH YOUR FEET?

Learn more

Wake up to vistas stretching past the horizon and clouds floating beneath your feet. Welcome to Mountain Village.

The Facebook post features a scenic view of a snow-capped mountain peak with a cable car in the foreground. The text "EVER FELT THE CLOUDS BENEATH YOUR FEET?" is centered over the image.

Winter Marketing

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Discover Lodging Things to Do Food & Drink Festivals & Events Plan Your Visit

WELCOME TO LIFE WIDE OPEN






Let's go. To a place where you'll smell fresh mountain air with every breath. Where you'll see time stop at every sunset. Where you'll feel the free gondola lifting you into the sky as the town lifts your spirits even higher.

Let's go to Mountain Village.
Surrounded by the highest concentration of 13,000 and 14,000 peaks in North America, Mountain Village offers a modern luxe feel in a European style alpine setting. Mountain Village boasts luxury accommodations, state-of-the-art spas, stylish shops and sophisticated dining options, as well as a wealth of family-friendly activities.

Getting here is easy, with direct flights into Telluride (TEX) from Denver and Phoenix on the Denver Air Connection, and into Montrose (MTJ) from Atlanta, Austin, Chicago, Dallas, Denver, Houston, Los Angeles, New York, SGA & BWI, Phoenix and San Francisco. Getting around is seamless. The free, environmentally friendly gondola links Mountain Village to the town of Telluride via a 13-minute ride, and is the only public transportation system of its kind in North America.






MOUNTAIN VILLAGE ACCOMMODATIONS

From luxury boutique hotels to expansive private homes, Mountain Village offers a variety of lodging options with unparalleled service.

				
Bear Creek Lodge Nestled in Mountain Village, the Bear Creek Lodge is a great escape for families.	Fairmont Heritage Place Pine Point Element Lodge Escape, relax, and enjoy three-bedroom luxury residences in the heart of Mountain Village.	Box of Lost Creek Located in Mountain Village, Box of Lost Creek is a 4-star luxury boutique hotel with 21 individually decorated suites.	Lumina with Spa Lumina with Spa is a 18 boutique residences with 5-star hotel amenities and a spa, in a beautiful location.	Modlime Bites on Ashcroft Ct The Modlime 1 for exploring in abundant outdoor and world-class.
Book Now See Details	Book Now See Details	Book Now See Details	Book Now See Details	Book Now

MOUNTAIN VILLAGE FESTIVALS & EVENTS

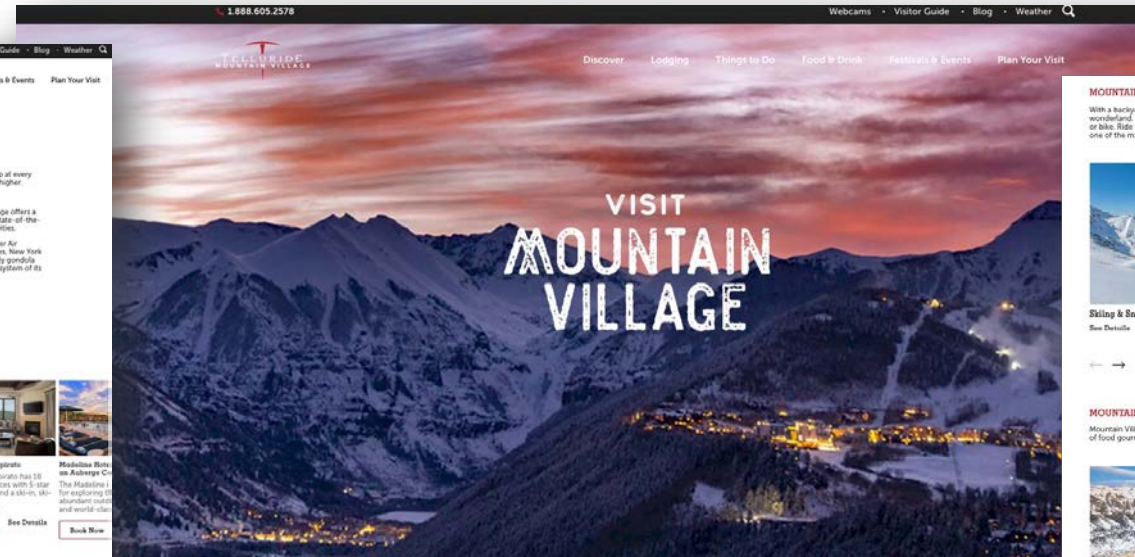
There is always something happening in Mountain Village, with weekly events throughout the winter.

				
Mid Blown Nov 26, 2022 - Mar 31, 2023 See Details	Live Music at Altesa Jan 1 - Apr 1 See Details	Camelot at The Lodge Feb 17, 2023 See Details	Out of the Canyon Feb 24, 2023 See Details	T&S Fashion Feb 24 - 26, 23 See Details

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Discover Lodging Things to Do Food & Drink Festivals & Events Plan Your Visit

VISIT MOUNTAIN VILLAGE








MOUNTAIN VILLAGE ACTIVITIES

With a backdrop of 14,000-foot peaks, it is no wonder that Mountain Village is a winter wonderland. Take in the 360-degree views as you venture into the alpine on skis, snowshoes or bike. Ride the free, scenic Mountain Village Gondola. Or simply take a moment to relax by one of the many fire pits in the Mountain Village core.

				
Skiing & Snowboarding See Details	Snowshoeing See Details	Ice Skating See Details	Snowmobiling See Details	Rocky Mountain See Details






MOUNTAIN VILLAGE DINING

Mountain Village presents a sumptuous array of dining options to satisfy the most discerning of food gourmands.

				
Altesa's Restaurant See Details	Altesa at The Peaks See Details	Black Iron Kitchen and Bar See Details	Crazy Elk Pizza See Details	Lo Pizzeria De See Details

MOUNTAIN VILLAGE SHOPPING

From gear for your next adventure to handcrafted leather boots, Mountain Village offers a variety of boutique shopping experiences for the entire family.

				
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Winter Marketing

Campaign Performance

Total Impressions	33.3 Million
Click Through Rate	.51% CTR
Video Completion Rate	78% VCR

Winter Marketing Campaign Performance

VIAANT.®

Revenue per 1,000 Impressions	\$16.09
Hotel Revenue per Unique Traveler	\$352.91
Total Estimated Revenue	\$1,513,963
Total Flight Bookings	230
Total Hotel Bookings	1,147



Campaign ROI

Total Estimated Lodging Revenue	\$1,513,963
Campaign Spend with Viant	\$250,000

Estimated Return on Investment **\$6.05 in revenue/\$1 spent**

- Measurement through winter campaign with Viant: CTV, Pre-Roll, Display, Retargeting, Travel Endemic
- 26 million impressions, 79% of total media impressions
- Data is estimated through a sample size that is statistically modeled to generate totals

SUMMER MARKETING



A scenic autumn landscape featuring a vibrant rainbow arching across a soft, orange-hued sky. In the foreground, a person wearing a wide-brimmed straw hat sits in a lounge chair, their hands clasped behind their head, looking out over a valley. The landscape is filled with trees in shades of yellow and orange, and several large, bright orange flowers are in bloom. In the background, a range of rugged mountains is visible under the sky. The overall atmosphere is peaceful and relaxing.

TELLURIDE
MOUNTAIN VILLAGE

UNWIND

ABOVE THE HORIZON

TELLURIDE
MOUNTAIN VILLAGE

DIP YOUR TOES
IN THE 'SKY





VENTURE BEYOND

THE VISTAS



TELLURIDE
MOUNTAIN VILLAGE

FLOAT WITH THE CLOUDS



TELLURIDE
MOUNTAIN VILLAGE

Wander AMONG YOUR Imagination





TELLURIDE
MOUNTAIN VILLAGE



Visit Telluride

Sponsored · 🌐



Ride the gondola to Mountain Village, where boutiques, restaurants and awe-inspiring vistas await.



TELLURIDE.COM

Discover Mountain Village

Beyond It All

[Learn more](#)



Like



Comment



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Visit Telluride

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Catch the classics under an open sky in Mountain Village. Every Saturday, all summer long.



TELLURIDE.COM

Movies Under the Stars

Beyond It All

[Learn more](#)



Like



Comment



Share



Visit Telluride

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Feed your taste for the extraordinary at Market on the Plaza. Shop from local artisans every Wednesday in Mountain Village.



TELLURIDE.COM

Market on the Plaza

Beyond It All

[Learn more](#)



Like



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INTERNATIONAL



International Promotions



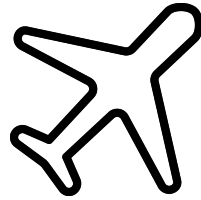
- Mexico: *Robb Report, Luxury Travel, Gentleman Magazine*
- Australia: *Get Lost, Escape, Signature Luxury Travel*
- UK: *National Geographic*
- International travel trade FAM co-op with Telluride Ski Resort in February with 12 attendees
- Sunrise Australia - #1 Morning Show live broadcast
- Mountain Travel Symposium International Dinner



TRAVEL TRENDS & LODGING METRICS



Travel Trends



88% of American travelers say they will take at least one leisure trip in the next 12 months, and 80% have existing trip plans. Excitement for travel is at an 8.0 out of 10.



33% of American travelers plan to take an international trip in the next year, similar to 2023.



Anticipation of a recession has dipped to under 45%, a post pandemic-era low, however travel costs continue to be a top deterrent to travel. Value inducements will make a comeback this year. Destination “dupes” are also trending.

Source: Destination Analysts

Lodging Metrics: Winter Actuals

Destination

ADR [⊖]			Adjusted Paid & Owner Occupancy [⊖]			Adjusted RevPAR [⊖]			Adjusted Paid Occupancy % [⊖]		
\$811 primary	▼0%	\$813 compare	54.2% primary	▼4%	56.5% compare	\$375 primary	▼6%	\$401 compare	46.3% primary	▼6%	49.3% compare

Mountain Village

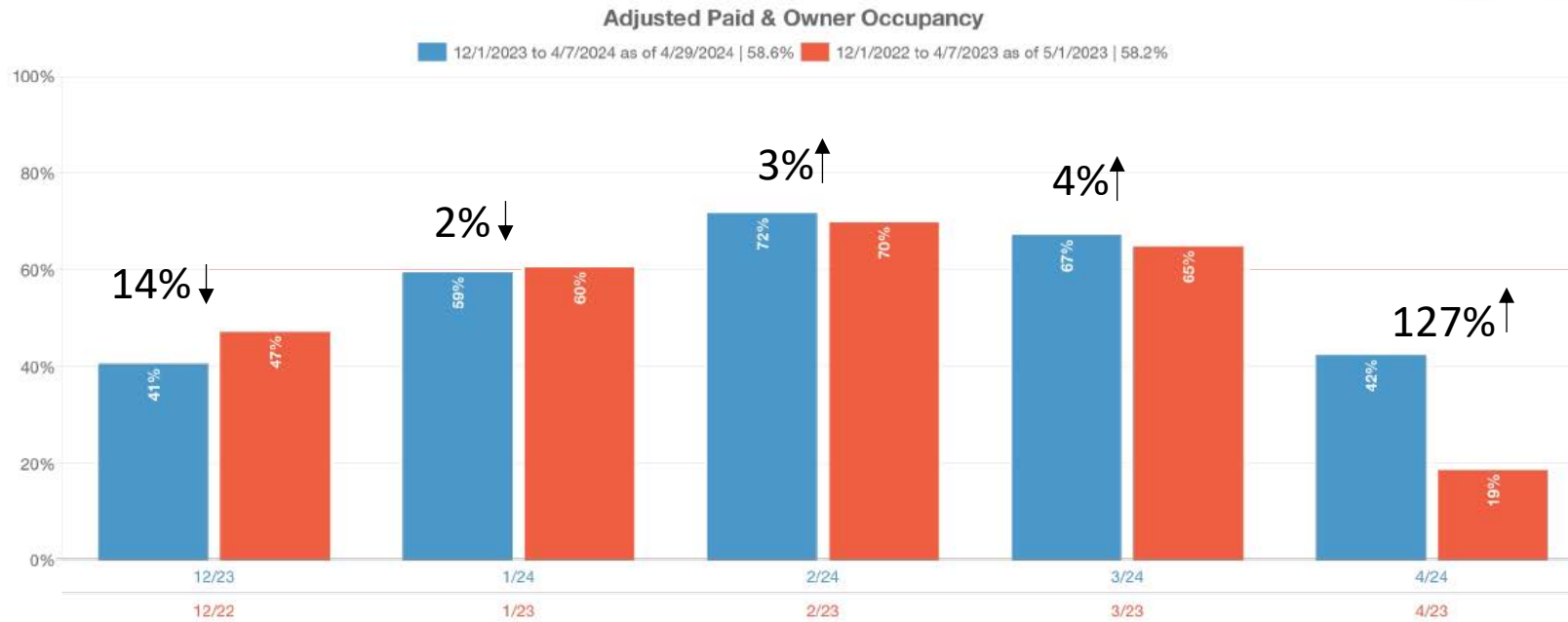
ADR [⊖]			Adjusted RevPAR [⊖]		
\$863 primary	▼4%	\$902 compare	\$443 primary	▼3%	\$458 compare
Adjusted Paid & Owner Occupancy [⊖]			Adjusted Paid Occupancy % [⊖]		
58.6% primary	▲1%	58.2% compare	51.3% primary	▲1%	50.7% compare

Telluride

ADR [⊖]			Adjusted RevPAR [⊖]		
\$720 primary	▲5%	\$688 compare	\$289 primary	▼12%	\$330 compare
Adjusted Paid & Owner Occupancy [⊖]			Adjusted Paid Occupancy % [⊖]		
48.2% primary	▼11%	54.3% compare	40.1% primary	▼16%	47.9% compare

Lodging Metrics: Winter Actuals

Mountain Village Monthly Occupancy



Copyright Key Data, LLC 2024
Created: 4/29/24 13:04 PM
Data Source: VR (Direct)
Market(s): Mountain Village
Filter(s): none

Lodging Metrics: Mountain Village Winter YO5

ADR ⓘ			Adjusted RevPAR ⓘ		
\$863 primary	▲70%	\$506 compare	\$443 primary	▲101%	\$220 compare
Adjusted Paid & Owner Occupancy ⓘ			Adjusted Paid Occupancy % ⓘ		
58.6% primary	▲18%	49.6% compare	51.3% primary	▲18%	43.4% compare

Lodging Metrics: Summer Pace

Destination

ADR [⊖]			Adjusted Paid & Owner Occupancy [⊖]			Adjusted RevPAR [⊖]			Adjusted Paid Occupancy % [⊖]		
\$640 primary	▼1%	\$648 compare	31.7% primary	▼1%	31.9% compare	\$128 primary	▼9%	\$141 compare	20.1% primary	▼8%	21.8% compare

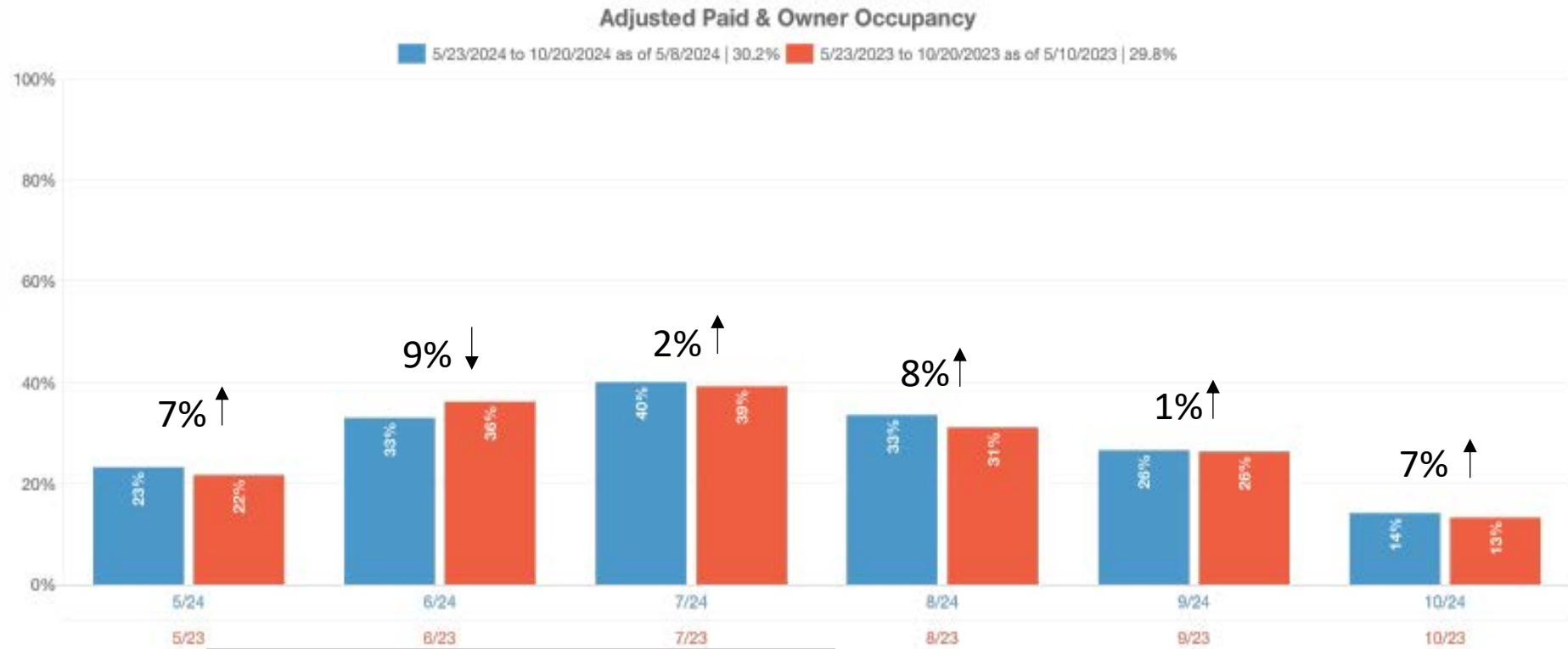
Mountain Village

ADR [⊖]			Adjusted RevPAR [⊖]		
\$621 primary	▼6%	\$662 compare	\$103 primary	▼9%	\$113 compare
Adjusted Paid & Owner Occupancy [⊖]			Adjusted Paid Occupancy % [⊖]		
30.0% primary	▲1%	29.6% compare	16.6% primary	▼3%	17.1% compare

Telluride

ADR [⊖]			Adjusted RevPAR [⊖]		
\$656 primary	▲3%	\$634 compare	\$162 primary	▼8%	\$176 compare
Adjusted Paid & Owner Occupancy [⊖]			Adjusted Paid Occupancy % [⊖]		
34.3% primary	▼1%	34.7% compare	24.8% primary	▼11%	27.7% compare

Lodging Metrics: Mountain Village Summer Pace



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Created: 5/8/24 13:05 PM
Data Source: VR (Direct)
Market(s): Mountain Village
Filter(s): none

ADDITIONAL UPDATES



Business & Guest Resources



Summer Map

Summer Visitor Guide

Peak Sheet

TTB 2023 Mountain Village Annual Report

CTO Destination Learning Lab

Economic Dashboard



Thank you!