

IT TAKES A VILLAGE  
(WHEN YOU'RE NOT THE  
ONLY GAME IN TOWN)

SAM Summer Ops Camp

ASPEN  SNOWMASS.®

Christian Knapp, CMO, Aspen Skiing Company

Rose Abello, Tourism Director, Snowmass Tourism

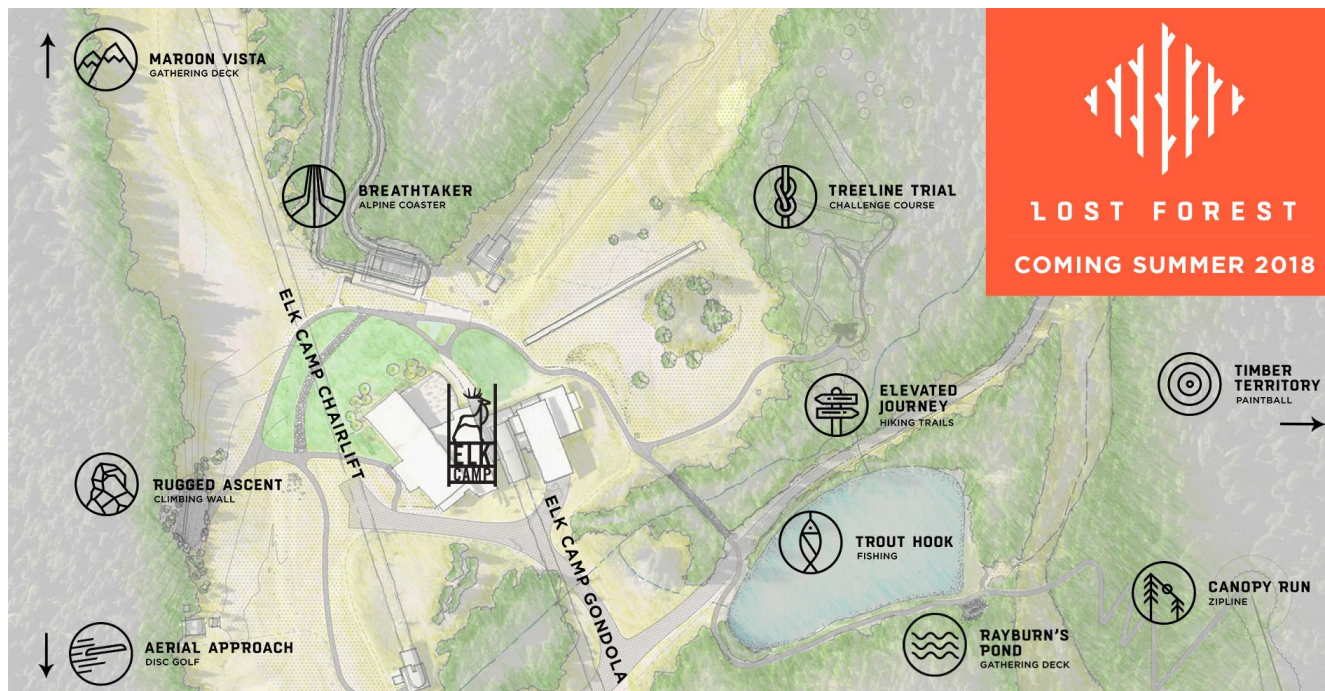
Kristi Kavanaugh, VP Sales, Aspen Skiing Company

1. Build it and they will come
2. Research, refine, repeat
3. Special events and group business matter
4. Collaboration is key

- 2010 Elk Camp Gondola
- 2011 Vapor
- 2012 Valhalla
- 2014 Elk Camp Restaurant
- 2014 Verde
- 2016 Farm to Table Dinners
- 2017 Lost Forest Construction

# Upper French Press Opens

Lost Forest Opens - Breathtaker Alpine Coaster, Treeline Trial Challenge Course, Canopy Run Zipline, Rugged Ascent Climbing Wall



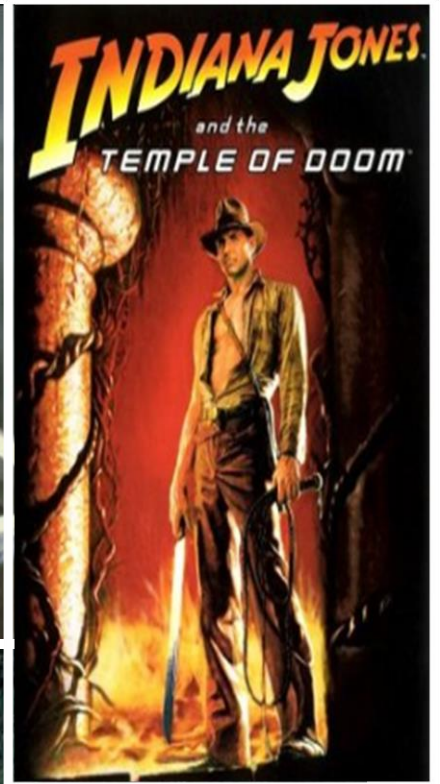
But where did the Lost Forest come from?

New On-Mountain Attraction

or

80's Conspiracy









**40 STORIES OF SHEER ADVENTURE!**



High above the city of L.A., a team of terrorists has seized a building, taken hostages, and declared war.

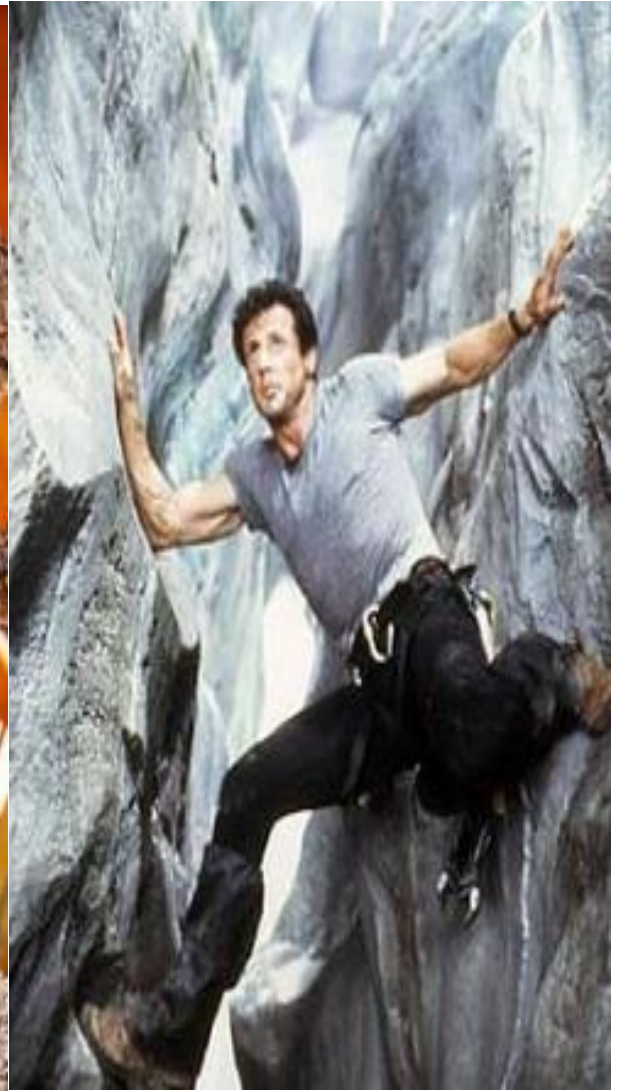
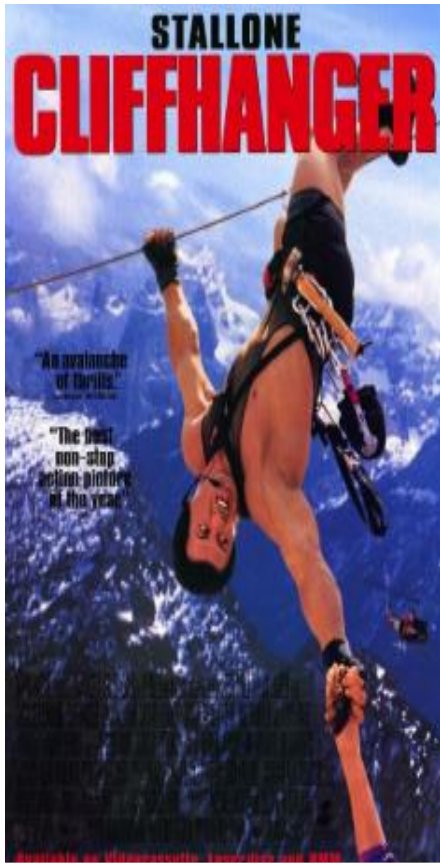
One man has managed to escape...  
An off-duty cop hiding somewhere inside.

He's alone, tired...  
and the only chance anyone has got.

**BRUCE WILLIS**  
**DIE HARD**

WARNER BROS. PRESENTS A GUNN COMPANY PRODUCTION A JOHN DAHLMAN FILM BRUCE WILLIS DIE HARD  
SAM ROEMER NICHOLAS COOPER KERRY O'NEILL MICHAEL GARDNER MICHAEL GARDNER JOHN J. MURPHY  
JOHN J. MURPHY JACOB ROBERTSON JIM & BOB CHARLES DANES JIM STONE STEVE E. M. JONES  
WARNER BROS. PICTURES A GUNN COMPANY PRODUCTION A JOHN DAHLMAN FILM  
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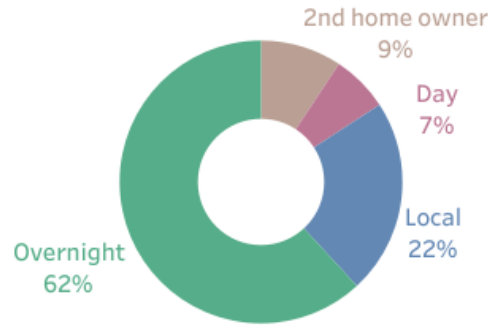




1. Overall Summer Visitation – Up 7.5%
2. Snowmass Visitation – Up 55.4%
3. Rising tide floats all boats...
  - Elk Camp Restaurant – Up 78.9%
  - Camp Aspen Snowmass – Up 23.7%
  - Snowmass Bike Park – Up 188%
4. Snowmass not only recorded a new July occupancy record, it was the first summer month in Snowmass's history to exceed 70%, achieving 70.4% (+3.9% over last year)

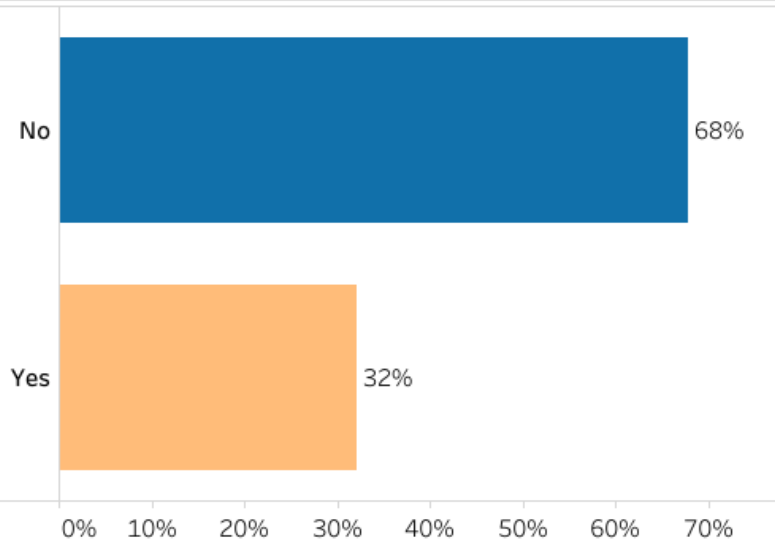
## Market Segment

Sample: ###

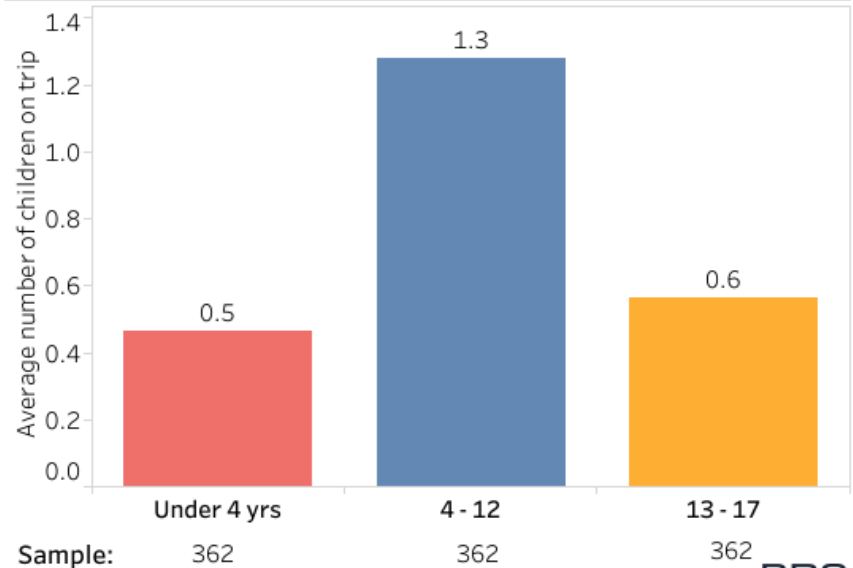


## Any children under the age of 18 on this trip?

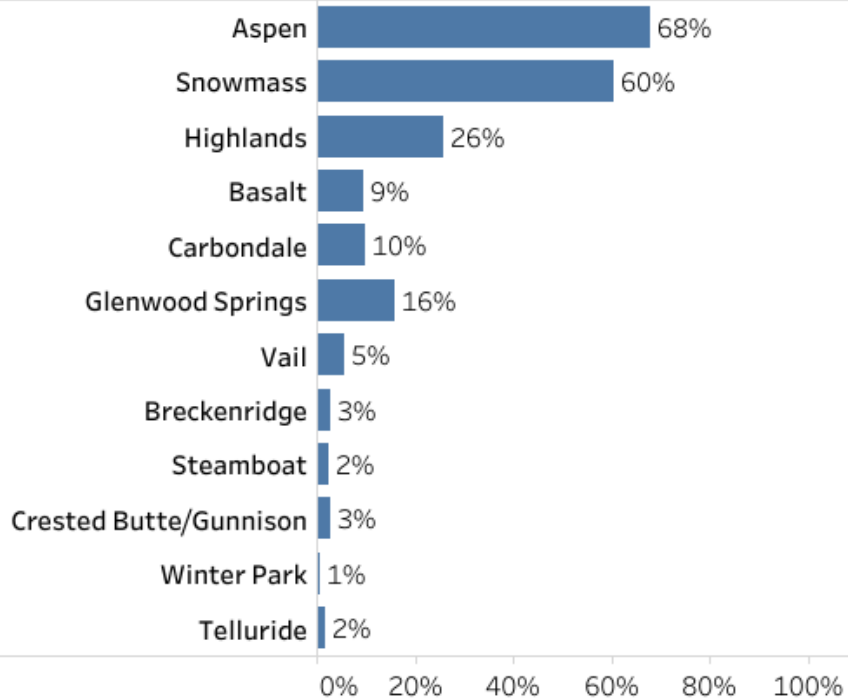
Sample: ###



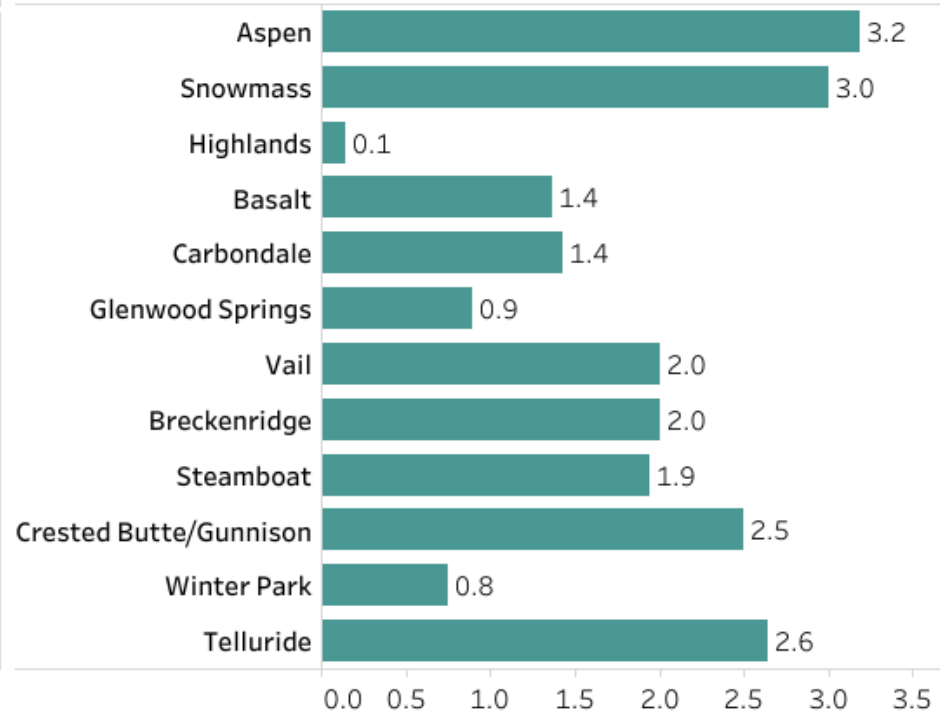
## Average no. of children on trip in each age category



"During this trip, are you planning on visiting other mountain resorts?"  
Sample: 748



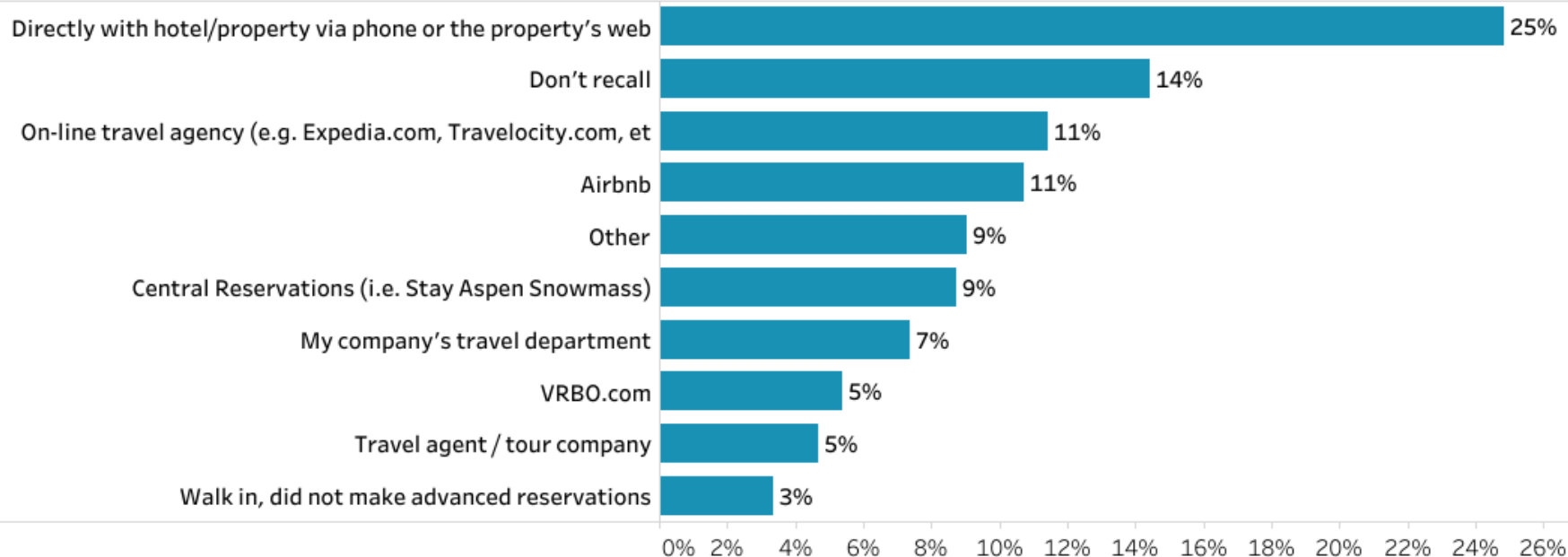
Average Number of Nights Stayed in Each Area  
Sample: 720





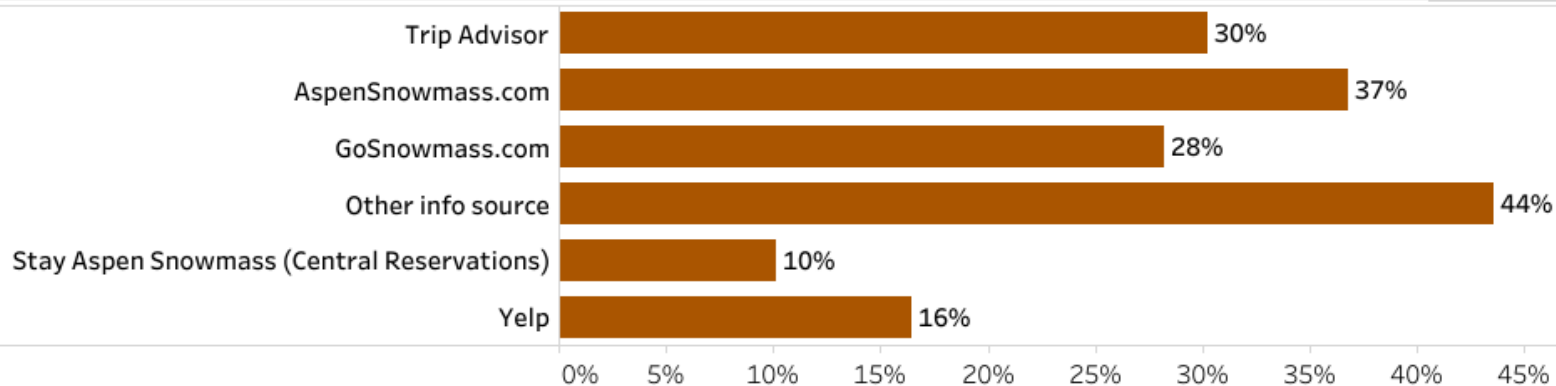
## How did you book your lodging (Overnight guests only)

Sample: 298



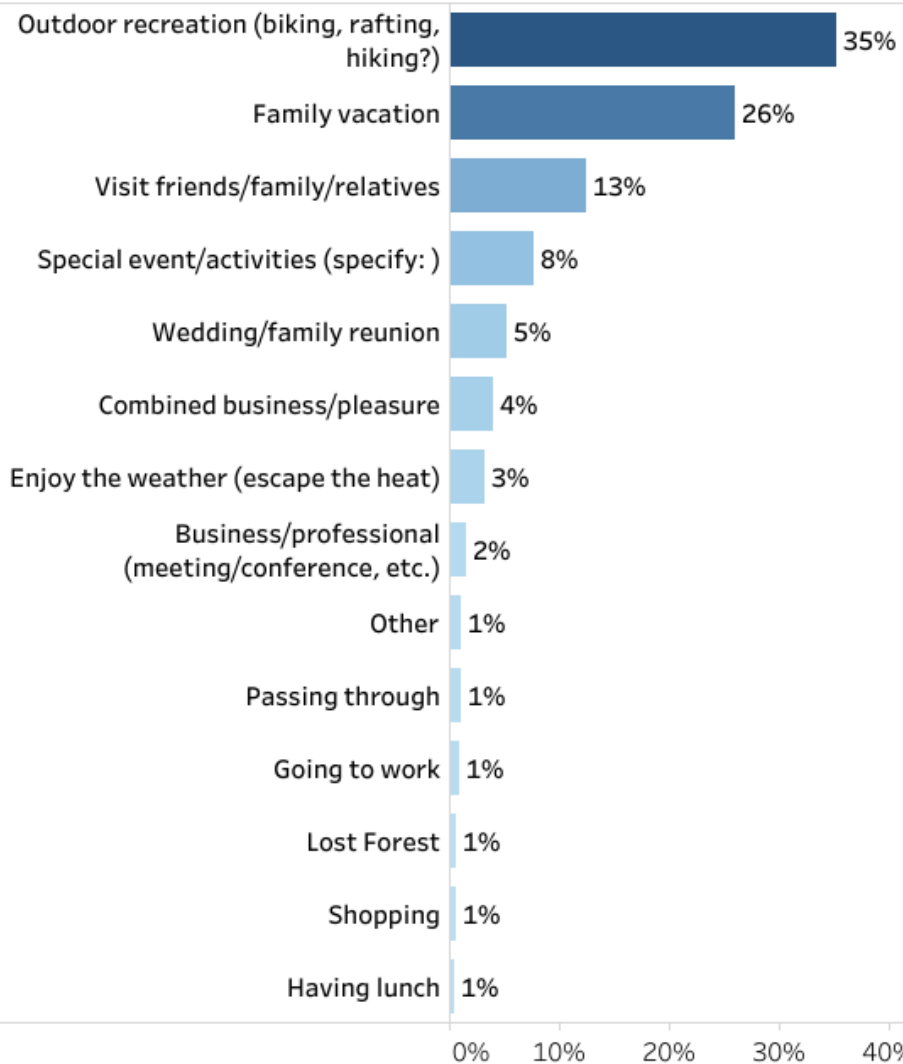
## Which information sources did you use to plan/research your trip? (Overnight & Day visitors)

Sample: 443



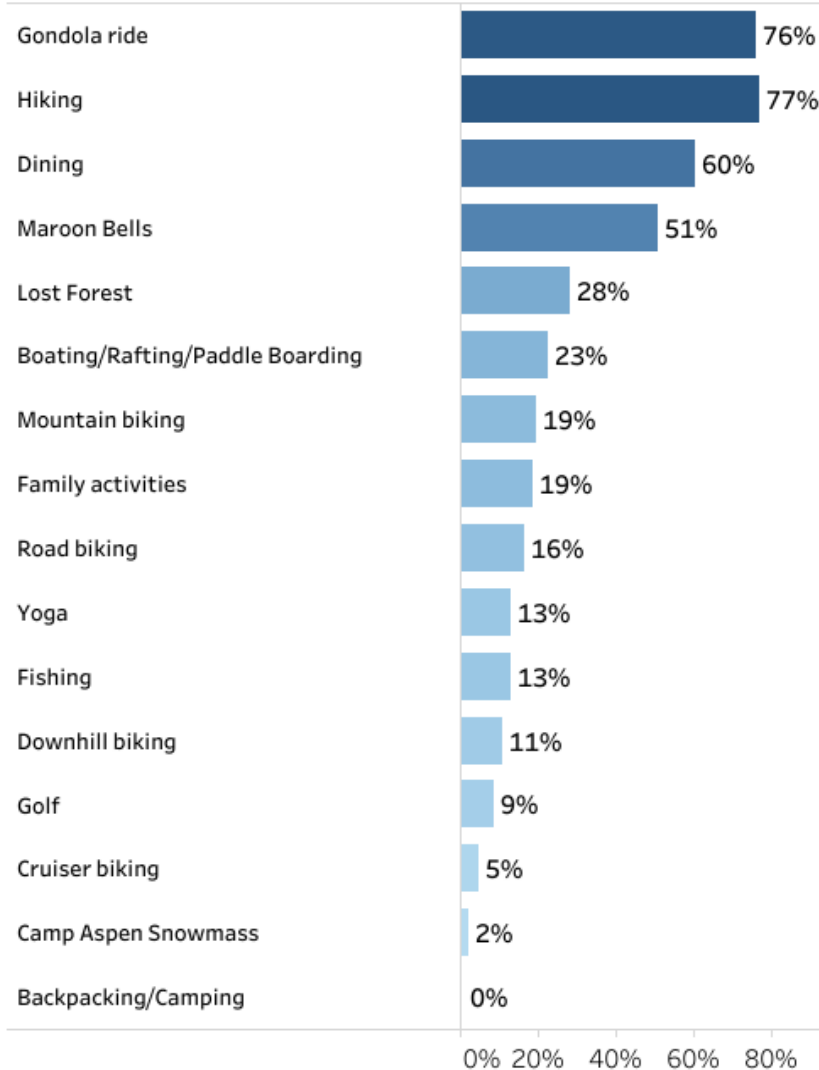
## "In general, what brings you to the Aspen Snowmass area?"

Sample: 792



## Planned Activity Participation at Aspen Snowmass

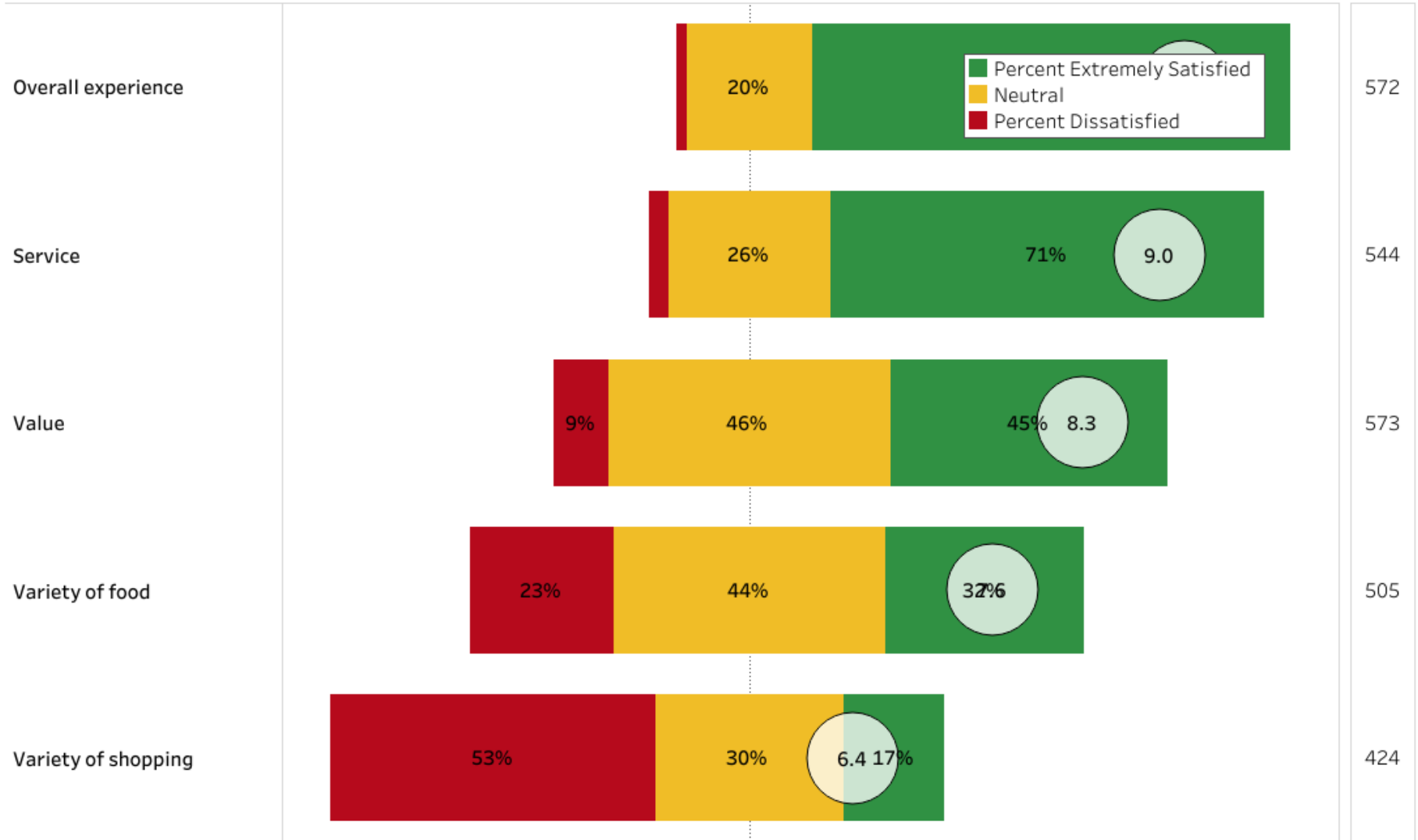
Sample: 1,1..



# Overall Snowmass Ratings

"How would you rate the following aspects of Snowmass?"

Sample



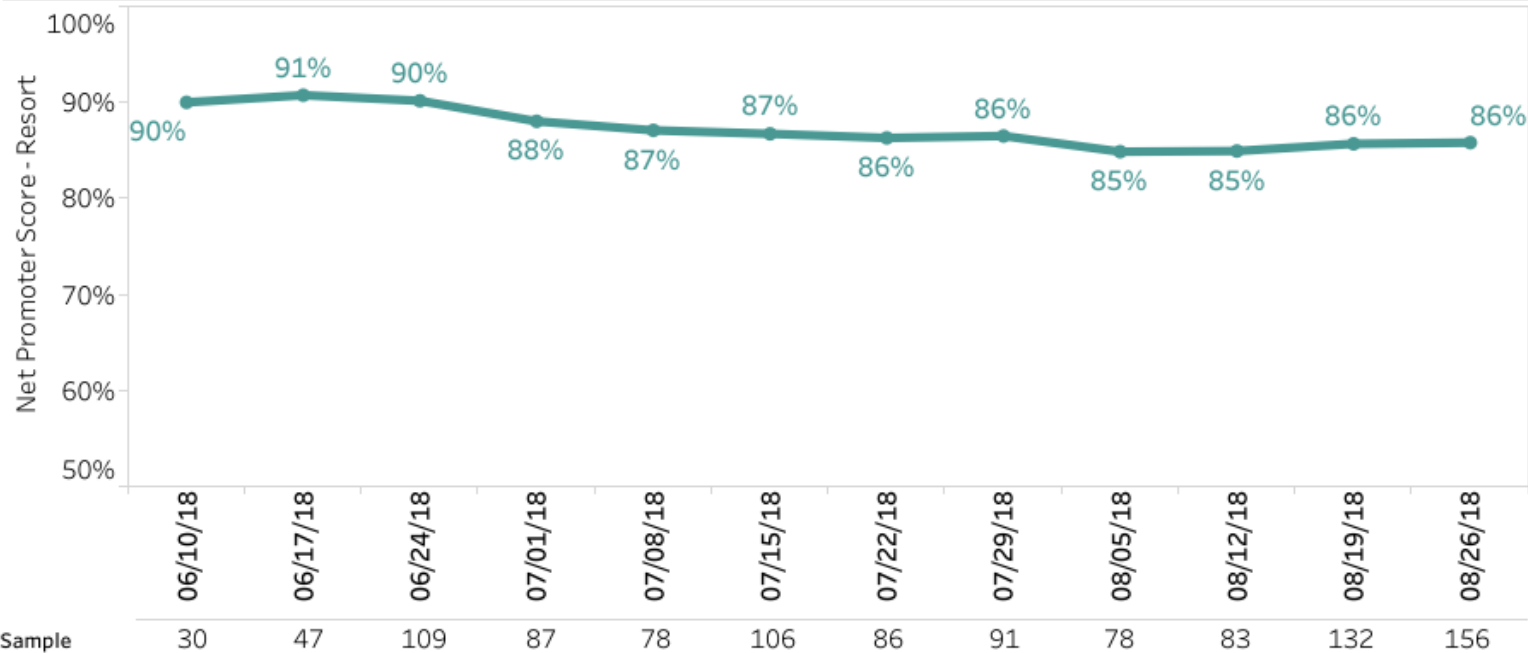




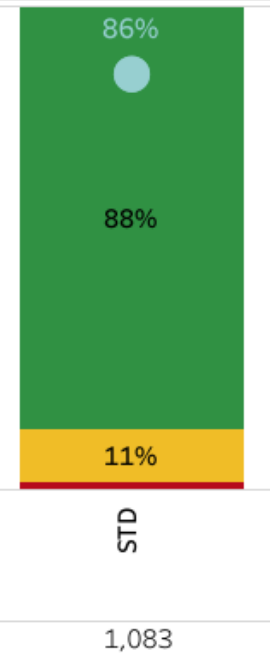
nothing, its great!  
keep it simple at aspen top. if  
invite music school students!  
add in a splash pad around Sno  
more shuttles in the summer  
more improvement on service in  
more visual information about  
more ice cream shops for the k  
**a better more affordable way t**  
**more shopping, more variety**  
more low cost food and drink a  
local premier passholder that  
**more grocery options** **cheaper**  
low wheeling  
stay open later  
more children's activities at  
few in for 8 days from the 0a  
more water stations, dog bowl  
finish it  
**not really**  
better lifts, congestion probl  
better signage about for park  
**more retail**  
different shoppings, more trail  
finish bike trails  
biker school for school  
parking is always a nightmare  
easier to get to, difficult to  
how about movies on the same s  
more jumps on trails  
**open earlier**  
like the shing  
**less construction**  
more free days of last forest  
increase shoulder season activ  
update the mall and more shops  
stores with more variety of sp  
**love it**  
better signage...  
more dog waste compartments  
build see dirt jumps  
more local activities  
**lower prices**  
shopping  
lives in Aspen, comes for the  
more vegetarian options  
Indian food  
more free concerts  
some here to buy a basketball  
more casual, family friendly I  
supervised on mountain activ it  
more expert bike trails  
food is super expensive here,  
better signage on mountain and  
**earlier opening**  
**more parking**  
**more restaurants**  
none  
food  
better communication from loca  
modernize  
more signage for restrooms, th  
more free activities for kids  
prices on everything  
**more shopping**  
pretty sweet area  
more variety  
finish base village  
**Comment**  
more direction, signs  
more frequent shuttles in the  
**more shops**  
**more casual food**  
**parking**  
**more trails**  
**would really like all four mou**  
more vegan options  
cheaper activities  
**been visiting since parents bo**  
more grab and go food places I  
more hiking only trails  
bigger jumps on the downhill t  
parking, lift ticket prices  
lost forest is a little expens  
figure out the ropes course hi  
concerts are really fun, free  
centralization  
more places for breakfast, add  
hotels provide more informatio  
more restaurants and affordabl  
more restaurants that are open  
bring back rocky mountain cha  
third summer trip, don't visit  
more sports shops with basket  
open the last forest summer bo  
activities for 5 and younger  
variety of practical shopping,

# Aggregate NPS & NPS by Market Segment

## Season-to-Date Resort Net Promoter Score

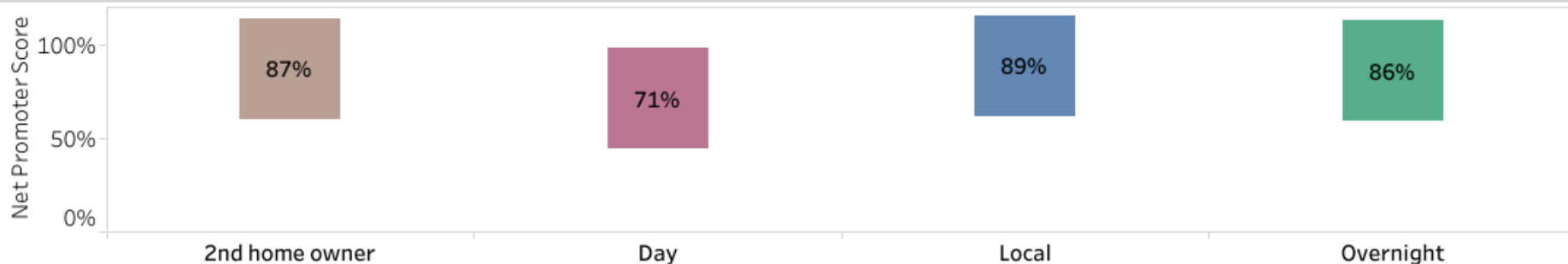


## Overall STD NPS



## Season-to-Date Resort Net Promoter Score by Market Segment

Sample: 1,083



## Summer Event Goals

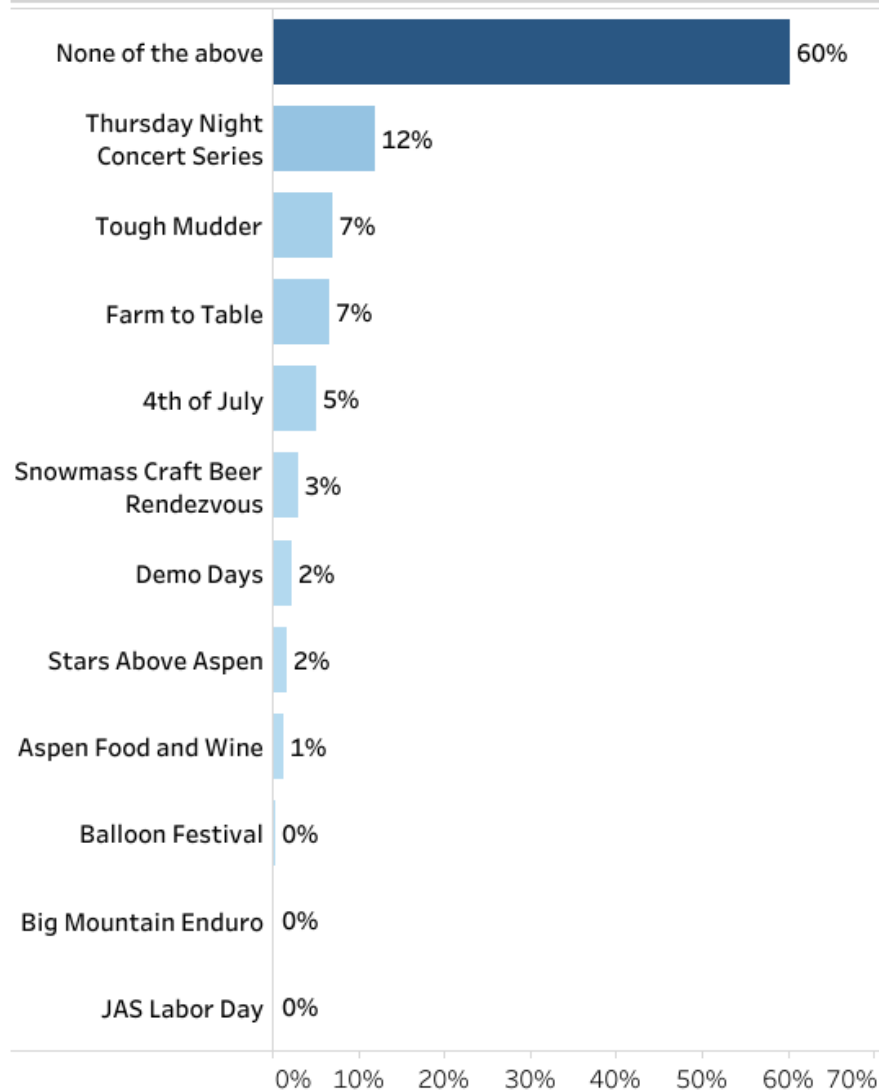
1. Drive occupancy
2. Grow first-time summer visitation

## Major Summer Events

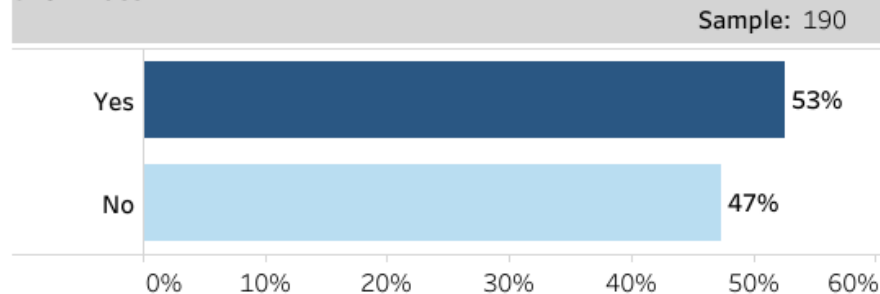
- Snowmass Rodeo (46<sup>th</sup> year)
- Thursday Night Free Concert Series
- Ragnar Trail & Road Relay
- Rendezvous Craft Beer Festival
- Heritage Fire
- AdventureOUT
- Big Mountain Enduro & Power of Four Races
- Tough Mudder
- Jazz Aspen Snowmass Labor Day Experience
- Snowmass Balloon Festival



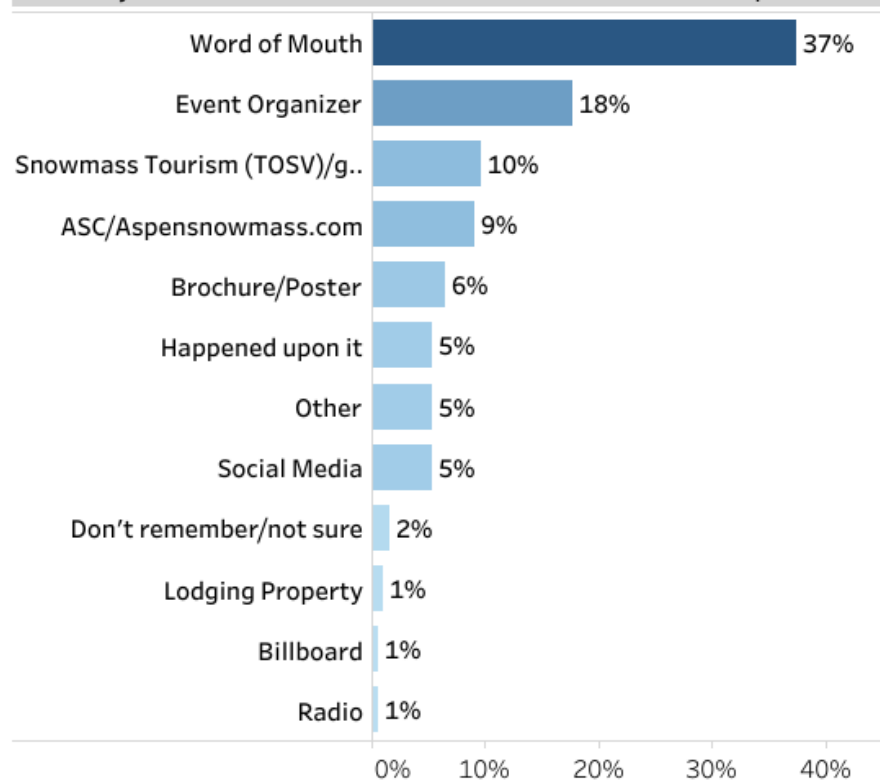
During this trip, are you planning on, or have you attended, any of the following events? (If multiple events, please select the most recent event attended) Sample: 1,1..



Was attending this event the primary reason for your visit to Snowmass? Sample: 190



How did you first hear about this event? Sample: 187



## Group Sales Objectives

1. Grow room nights with a sales incentive plan, concentrate on seeking out new group bookings
2. Narrow the market segments – Focus on groups with strong ties to the outdoor and active lifestyle related industries
3. Leverage existing activities and events
4. Maintain existing groups through specific retention strategies
5. Partner closely with lodging and other stakeholders
6. Evaluate or create value-added opportunities as the catalyst to partner with stakeholders, particularly in need periods
7. Engage Tour Operators to program Snowmass into their offerings



Thank You

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