

Lodging Tax Panel Regular Meeting 9/8/25

Present: Kerry Bentler (Norwood Chamber of Commerce), Kiera Skinner (Visit Telluride), Mike Bordogna (San Miguel County), Carmen Warfield (San Miguel County), Meghan Knowles (San Miguel County), John Duncan (Telluride Outside), Anne Brown (San Miguel County)

JD called the meeting to order at 1:03 p.m. Interrupted by MB who clarified that we do not have a quorum, therefore this will be considered a work session, not a special meeting, and that no actions can be voted on at today's meeting. Cristina Dixon of Telluride Moto was not able to attend.

KB: Noel Night is 12/5. The Chamber has been busy with movie nights, the last of which had to be cancelled due to rain. For the next showing, they'll be showing either The Princess Bridge or Hook. Snacks are also provided at these events. Additionally they'll be participating in Pioneer Days.

KS: KS and Tommy just returned from a trip to Mexico City, a CTO grant funded marketing mission. Travel, trade and media mission with other lodgers to exclusively advertise Telluride. Main point: Telluride and the region love Mexico and want that feeling to be mutual, especially considering the current political climate. Hoping to see more business out of Mexico City specifically. Mexican families usually visit Vail and Aspen, and word on the street is they are ready for something new. MB postulated whether new clients are inspiring an increasingly more elevated tourist experience, or if businesses are changing and elevated clientele is following. Social ads have resumed as of August and campaigns are launching mid September, featuring a refresh. Visit Telluride secured a full page and Conde Nast Travel. TSG plans to increase their snowmaking efforts so that guests have an option to ski from the top of the gondola into town. All agree that having to hop onto the gondola to return to town is not an ideal guest experience. ADR is \$477, down from \$487 last summer. Lodging is flat. May, June, July are down and August, September are up (barely). Camp Alderwyld offered great new revenue for August. Bluegrass performed okay, flat to slightly down. Jazz and Blues and Brews are both down, TFF is mostly flat, slightly down.

Minutes written by Meghan Knowles.