

# ANNUAL REPORT 2022



**BRECKENRIDGE**  
TOURISM OFFICE

**DMMO**  
DESTINATION MARKETING  
MANAGEMENT ORGANIZATION





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# A MESSAGE

## FROM CHAIR OF THE BOARD AND CEO/PRESIDENT

Travel returned to more normal, pre-Covid levels in 2022. This trend was forecasted as outbound international travel reopened and travelers returned to urban destinations as well as beach and mountain. The Denver International Airport has been the third busiest in the world for the past year, and will likely remain so until inbound international travel returns to historic levels, which will bring volume back to the major airports on the west and east coasts.

The target for business volume is 60% winter, 40% summer revenue per our Destination Management Plan. Summer business goals are to maintain volumes near 2019 levels, and this was accomplished in summer of 2022.

The Breckenridge Tourism Office (BTO) continues targeting out-of-state destination guests, who along with group business, fill in our mid-week time periods. Texas remains our largest non-Colorado market with a very dispersed grouping after that. This reflects targeting guests by cohort (family, multigenerational, young professionals) versus simple geography. Our guest demographics remain strong in terms of income, spend in Breckenridge and shared responsible tourism values.

The BTO was honored with a "Outstanding Sustainability Initiative" at the 2022 Annual Governors Conference for Tourism. This recognition was for our B LIKE Breckenridge™ campaign which launched in 2021. We produced a comprehensive local Summit County campaign to help educate guests and locals on best practices of responsible tourism localized for Breckenridge. Over 30 local business and community leaders recorded Tips that ran on local radio, television, print and outdoor. Awareness of this campaign was quite strong among guests and locals. Approximately half of our summer marketing in 2022 leaned toward responsible messaging and visuals, ("B LIKE Breckenridge™"), with the other half highlighting our traditional inspirational messaging.

BTO was also honored with a WebAward for "Government Standard of Excellence" for a first of its kind, business and resident-facing resource website, OneBreckenridge.com. BTO continues to provide valuable lodging forecast data biweekly, demographic and other data as needed. Our winter and summer previews are well attended as is our Annual Meeting each June.

While staffing shortage have remained a challenge, our Breck 101 orientation, and custom guest service training sessions were strongly attended and continue to be valuable assets for our business community.

Our Guest Service Champions recognition program is very meaningful to recipients and their employers and sets a high bar for continued personalized levels of service.

Breckenridge continues to be an industry leader with representation on the Colorado Tourism Board, Tourism Industry Association of Colorado, Leadership of the Colorado Association of Destination Marketing Organizations, Care for Colorado Coalition, DMOCracy (international destination stewardship) and many other industry groups.

Our community is fortunate to have a strong and supportive town council, a very dedicated and strategic Board of Directors for the BTO, along with hardworking Community Affairs, Marketing and Finance Committee members. Our BTO team has weathered some significant changes while remaining focused, dedicated and flexible with changes in direction to help drive our community vision "Harmony of quality of life for residents and quality of place for visitors".

Our BTO Board of Directors and team are honored to continue being entrusted with the brand and destination stewardship of this unique and special place.

Thank you.



**Chair of the Board**  
Ginny Vietti



**President/CEO**  
Lucy Kay



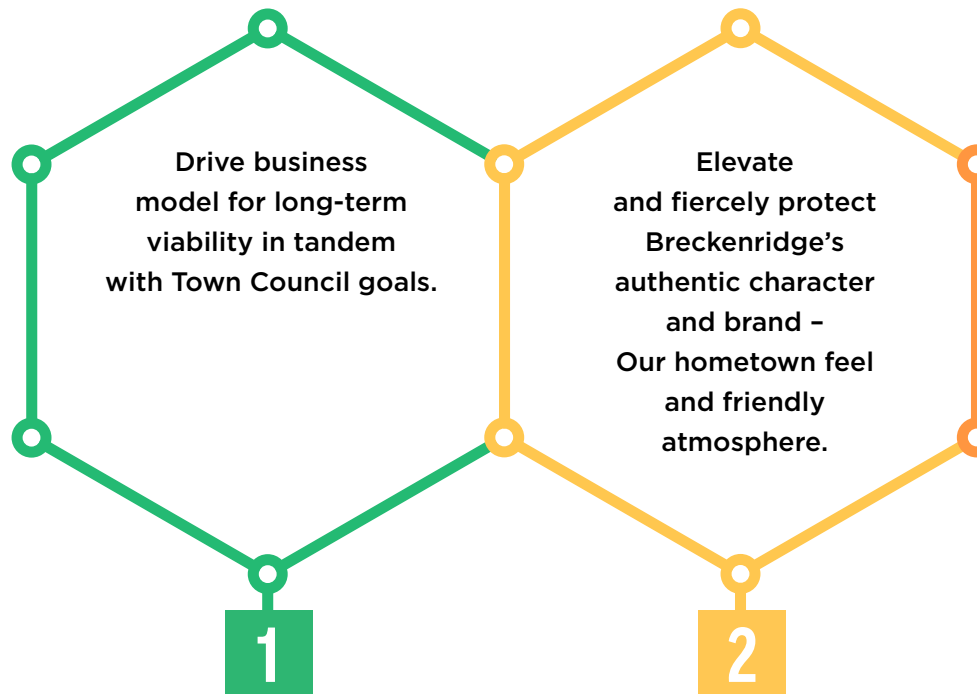
## BTO MISSION

Enhance the economic vitality of Breckenridge...in support of the community's unique character and quality of life.

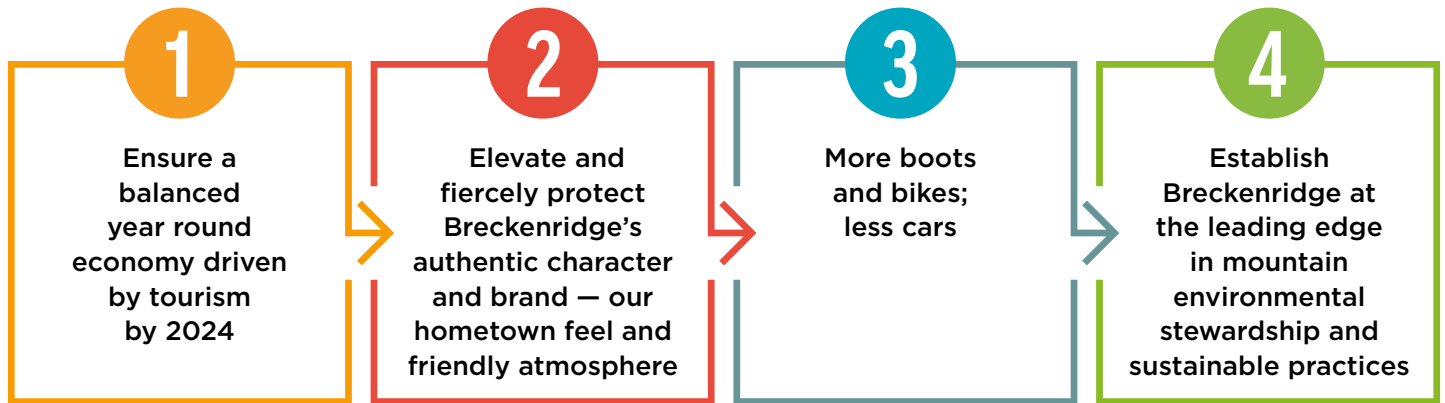
## BTO VISION

BTO is a recognized industry leading DMMO. It is home to a high performance BOD and management team and has the full support and confidence of the Breckenridge Town Council and local community. BTO moves proactively and efficiently between marketing and management as community needs shift.

## STRATEGIC GOALS



# DESTINATION MANAGEMENT PLAN GOALS



## DESTINATION MANAGEMENT VISION

Harmony of quality of life for residents and quality of place for visitors.



# 2022 BOARD OF DIRECTORS

## CHAIR

Richard "Sos" Sosville (*Jan - Jun*) Retired, CMO, Dow Chemical

Ginny Vietti (*Jun - Dec*), VP Marketing, Grand Lodge on Peak 7 BGV

## VICE CHAIR

Ginny Vietti (*Jan - Jun*)

Bruce Horii (*Jun - Dec*), Director of Sales & Marketing, Beaver Run Resort

## SECRETARY/TREASURER

Jay Beckerman (*Jan - Jun*), Owner, Blue River Bistro, Bistro North,  
Town Council

Travis Beck (*Jun - Dec*), Director of Environmental Services, SE Group

## TOWN COUNCIL REPRESENTATIVE

Dennis Kuhn (*Jan - Apr*) | Dick Carleton (*Apr - Dec*)

## BRECKENRIDGE SKI RESORT APPOINTEE

Sara Lococo, Senior Manager Communications/Branding,  
Breckenridge Ski Resort

## 2022 BOARD OF DIRECTORS AT LARGE

Meg Lass, Former President & Owner, Wilson Lass

Wendy Wolfe, Former Town Council Member

Mike Shipley, Owner, Country Boy Mine & Key Media Publishing

Matt Vawter (*Jun - Dec*), Owner, Rootstalk & Radicato Restaurants

Hilary Warner, Revenue Manager, Great Western Lodging

David Hughes (*Aug - Dec*), Retired CFO, Arthur Anderson



Board of Directors



#### **2022 BTO EXECUTIVE COMMITTEE**

*(BOD Chair, Vice Chair, Secretary / Treasurer, TC Rep)*

Richard Sosville - Chair *(Jan - Jun)*

Ginny Vietti - Chair *(Jun - Dec)*

Travis Beck

Jay Beckerman

Bruce Horii

Dennis Kuhn

Dick Carleton

#### **BTO NOMINATING COMMITTEE**

Ginny Vietti - Chair

Dick Carleton

Travis Beck

Wendy Wolfe

Meg Lass

#### **BTO FINANCE COMMITTEE**

Travis Beck, Finance Committee Chair *(Jun - Dec)*

Jay Beckerman, Chair *(Jan - Jun)*

David Hughes

Lucy Kay

Aaron Sanford

Sarah Wetmore

#### **BTO MARKETING COMMITTEE**

Brett Howard / Christine Nicholson

Lucy Kay

Ginny Vietti

Meg Lass

Bruce Horii

James Lee

#### **BTO COMMUNITY AFFAIRS COMMITTEE**

Tessa Breder

Lucy Kay

Kathy Christina

Corry Mihm

Abbey Brown

Mike Hessel

Mike Shipley

#### **BTO MANAGEMENT TEAM**

Lucy Kay, President/CEO

Brett Howard / Christine Nicholson *(Oct '22)*

Chief Marketing Officer

Bill Wishowski, Director of Operations

Tessa Breder, Community Affairs Director

Holly Blando, Marketing Director

Lauren Swanson, Public Relations Director

Leanne Hamilton / Aaron Sanford *(Mar '22)*, Finance Director

Sarah Wetmore, Office Manager/Special Projects &  
SEPA Administrator

Rachel Esser, Digital Content Manager

Jace Koenig, Videographer

Majai Bailey, Events Manager

Eddie McGuigan, Group Lead Administrator

Clayton Calhoun, Welcome Center Manager

#### **BRECKENRIDGE WELCOME CENTER STAFF**

Megan Pierson, Information Specialist

Margaret Caldwell, Information Specialist

Neva Frank, Information Specialist

Lisa Rogers, Information Specialist

Sophia Elsass, Information Specialist

Kara Martella, Information Specialist

# DESTINATION MANAGEMENT



B LIKE BRECKENRIDGE™

30+

local business owners and leaders  
have recorded BLB messages

Breckenridge Tourism Office has been a pioneer in the destination management arena, developing one of the first Destination Management Plans in 2019 and Resident Sentiment Surveys in 2017, 2019, and 2021. We continue to be at the forefront of the destination management industry with our responsible stewardship campaign, **B LIKE Breckenridge™** which launched in 2021. In 2022, this breakthrough campaign was recognized at the 2022 Governor's Conference for Tourism with an **Outstanding Sustainability Initiative Governor's award**. The campaign also garnered the **2022 Green Destinations Top 100 Stories** recognition.

The purpose of this campaign is to help educate visitors and residents on ways of better preserving our environment, local culture and respect for each other. We invite everyone to **B LIKE Breckenridge™** with a series of tips that we encourage people to imbed in their daily activities and lives. **Over 30 local business owners and leaders have recorded these messages** for local radio and television, and along with print and local outdoor advertising, this messaging is continually reinforced.



TIP No  
50

At 9,600 feet hydration is everything. Be sure to bring your water bottles—there are refill stations all over town. Scan the QR code for all the refill locations.

For more tips visit [BLikeBreckenridge.com](https://BLikeBreckenridge.com)



TIP No  
82

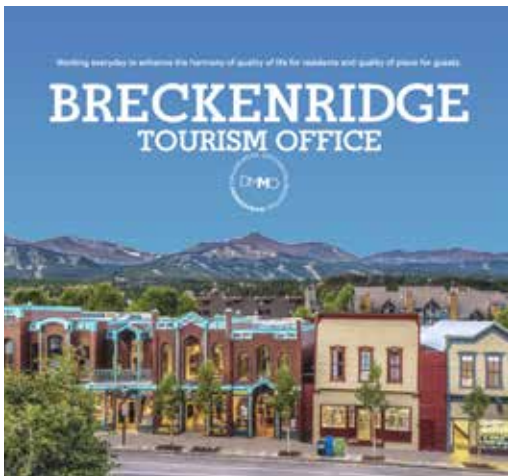
Is that towel actually dirty? Try reusing your linens to help with our ongoing conservation efforts.

For more tips visit [BLikeBreckenridge.com](https://BLikeBreckenridge.com)





The Official Breckenridge Visitors' Guide was redesigned to highlight **B Like Breckenridge**, **Care for Colorado**, **SustainableBreck** and other stewardship initiatives. It also offers inspirational pre trip planning information and itinerary recommendations. The Guide is completely digital in keeping with our paper reduction initiatives. The platform was upgraded for faster loading, mobile first technology, and more video content.



**BRECK 101**

**MAY 22 - JUNE 16, 2023**

Connecting Breckenridge frontline workers with activities, services and community resources.

**TRY BRECKENRIDGE ACTIVITIES FOR FREE**

This guest service training opportunity offers free activity outings like dog-sledding, yoga, dining experiences, spa services, trivia night to meet other frontline workers and more.

**FREE AND AT YOUR CONVENIENCE**

Breck 101 is available to:

- Retail employees
- Front desk & sales
- Servers & bartenders
- Shuttle drivers
- Other guest service positions considered

**BRECK 101 TRIVIA NIGHTS**

**Wednesday, May 10, 6:45pm**  
Broken Compass  
Main Street Taproom (La Cima)

**Tuesday, June 13, 6:45pm**  
Broken Compass  
OB (Airport Road)

**BRECKENRIDGE TOURISM OFFICE**

onebreckenridge.com/breck101

The **Breckenridge Welcome Center** has been re-imagined and redesigned as a B Like Breckenridge interactive education center. We pride ourselves on excellent guest service in helping people plan their time once in Breckenridge, as well as spending that time in tune with our local ethos. We served over **360,000 guests** in the Welcome Center and maintained **Net Promoter Scores of 89.8; Google rating 4.6; Yelp 4.5; and Trip Advisor 4.5.** Trip Advisor also rated visiting the Welcome Center as one of the **top 10 things to do** in Breckenridge in 2022.

The BTO develops and implements **OneBreckenridge** guest service training, **30 guest service champions were recognized in 2022.** This training is geared to front line and managers.



The BTO **Community Affairs Committee** supports the BTO with strategies and tactics to better deliver on overall guest, resident and business expectations. Our Community Affairs departments prioritizes increasing communication and engagement with these audiences.

**OneBreckenridge.com**, our newly redesigned website for local residents and businesses was honored with the **2022 WebAward for Government Standard of Excellence.** Our bi-weekly newsletter, the **DMMO Download**, earned a **42% open rate**, well above industry averages. This newsletter contains resources for individuals and businesses, community recognition stories, event operation FAQs to support frontline workers, and much more.

**Breck 101.** Produced two seasonal orientation tracks for frontline employees. **Trained over 200 and showcased 27 supporting businesses.** Hosted multiple trivia nights and scavenger hunts for frontline employees to help educate them on Breckenridge offerings, and more importantly, help them meet peers and become integrated into the local community.

BTO began the work to offer **English classes geared to Spanish speaking hospitality workers.** Colorado Mountain College, The Summit Foundation, Breckenridge Grand Vacations, and Beaver Run were founding partners. The first classes will be in 2023. BTO is focused on building engagement with local underrepresented community members.

ONE BRECKENRIDGE	WELCOME CENTER
<b>30</b>	<b>360,000</b>
guest service champions	guests served
<b>2022</b>	<b>4.5</b>
web award for government standard of excellence	scores for Yelp & Trip Advisor

# DESTINATION MANAGEMENT & MARKETING



## SIGNATURE SPECIAL EVENTS

The BTO produces several important Breckenridge Special Events, notably the **International Snow Sculpture Championships**, **July 4 Parade**, **Oktoberfest**, **Lighting of Breckenridge/Santas Race** and **Ullr Parade**. They are strong, iconic brand identities for Breckenridge, some with international recognition. These events provide entertainment for guests and residents and are produced with managing impacts as a priority.



**International Snow Sculpture Championships (ISSC)** hosted 9 teams from around the world for the first event since 2020. *(2021 event was canceled due to COVID)*. The event **drew approximately 20-25,000 visitors** from January 24 - February 2 with a peak viewing weekend. The ISSC **earned 209,643,268 media impressions** with an **ad value of \$469,122**. ISSC drew **128,239 web page views**. Lodging room nights booked for the time period were just under 21,000. A reservation system was introduced for the peak Saturday of visitation and **over 14,000 visitors registered**. Crowding and traffic was dispersed and well managed. The **recycling/trash diversion rate for the event was 57%**.

**July 4th** parade was well attended, slightly less busy than pre-COVID years. **28 floats**, activities in the Arts District and performances by the National Repertory Orchestra rounded out the celebration. **Web page views were over 35,000**.



**Oktoberfest**, September 23-25 was the first full Main Street Celebration since 2019. **56% of Oktoberfest participants were overnight guests** (just over 8,000 room nights booked Thursday - Sunday). **64% were from Colorado**, average age was 46. **Net promoter scores regarding event were 69.9**. **Web page views were 105,302,559 community volunteers assisted**. **38% materials were diverted from the landfill**. New for 2022 were the introduction of American Sign Language (ASL) interpreters during stage performances and a Friday night **Locals' Night** with local band Moonstone Quill and a food drive. We collected nearly **400 lbs of nonperishable food items and gave away 200 special edition steins**. This was designed to be sure locals felt included, increase awareness of B LIKE Breckenridge™ initiatives and disperse crowds from Saturday.

**Santa Race/Lighting of Breckenridge**. We hosted **800 Santas** for the race; **729 Moose March kids**, **300 dogs for the parade**. We hosted a Toy Collection drive collecting **100 toys** for Summit County Rotary, and Adopt an Angel programs. We included American Sign Language (ASL) interpreters on stage.



**ULLR Parade and Bonfire.** The parade had **23 floats**, and the **World's Longest Shotski®** which was a fundraiser for Summit County Rotary had **1350 participants** and **468 skis**. We had a **67% diversion rate at Bonfire**. **Web page views were 63,188.**

2022 was a special year for **Trygve Berge** and Breckenridge. As an early pioneer of the Breckenridge Ski Area, Trygve was honored by the local community for his **90th Birthday** ski day and celebration.

#### INTERNATIONAL SNOW SCULPTURE CHAMPIONSHIPS

teams hosted

**9**

**25,000+/-**

visitors

earned

**209,643,268**

media impressions

#### JULY 4TH

web page views

**35,000+**

parade floats

**28**



#### OKTOBERFEST

**56%**

of participants were  
overnight guests

**8,000+**

room nights booked

**64%**

of visitors from Colorado

**46**

average age

**38%**

materials were diverted  
from the landfill



#### SANTA RACE

#### LIGHTING OF BRECKENRIDGE

santas hosted

**800**

**729**

moose march kids

**300**

dogs for the parade

#### ULLR PARADE

participants/World's Longest Shotski®

**1,350/468**

parade floats

**23**



# DESTINATION MARKETING



## MARKETING COMMITTEE PURPOSE

Supports BTO in developing marketing and management strategies and campaigns that inspire travel to Breckenridge and provide education while in market.

### STRATEGY:

Target out of state overnight guests during summer and fall (June - October) to support a balanced, year-round economy (60% winter/40% summer and fall).

### RESULTS:

Summer/Fall room nights	146,858	(-11%)
Out of State Overnight Visitors:	61%	
Accommodations Tax Collections May - October	\$ 96,781,057	-9%
Restaurant/Retail Tax collections May - October	\$164,517,465	-3%
TOTAL TAX COLLECTIONS May - October		\$342,011,978 -6%

**1.52M**  
WEBSITE USERS  
**177,000 VIEWS**  
TO SUMMER LANDING PAGE

### WEBSITE:

**1.52M users.** Summer in Breckenridge landing page **increased by 177,000 views** over 2021. Fall and Events landing pages increased as well. The platform was optimized to deliver a faster load speed.

States driving the most website traffic in 2022 were Colorado, Texas, Illinois, California, Florida.



### PAID DIGITAL MEDIA

**Paid advertising was reduced by 38% as streaming viewership has surpassed cable.**

### PAID SEARCH SESSIONS

**Up 106% (363,744)**  
**Average Session Duration: 00:36 (-54%)**  
**Conversion 21,234**

B LIKE  
BRECKENRIDGE™  
WEBSITE

**15K**  
**PAGE VIEWS**  
**1:23 AVERAGE TIME**

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ORGANIC SEARCH  
**=61%**  
OF WEB TRAFFIC

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WEB SESSIONS  
@gobreck.com  
**2,334,914**

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MOBILE DEVICE  
**=68%**  
OF WEB TRAFFIC

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#### ORGANIC SEARCH - SEARCH ENGINE OPTIMIZATION (SEO)

- Organic search is 61% of website traffic with 1,473,096 total sessions
- Time on site was 2:17 mins, visiting 2 pages

#### SOCIAL MEDIA - FACEBOOK AND INSTAGRAM

2022 refocused on inspirational content versus safety messaging in 2021.

Total Impressions: 6.9% increase

Total Engagement: 15% decrease

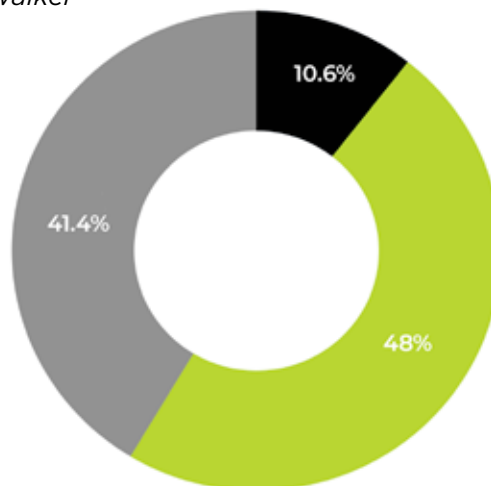
You Tube: 7.9 million views - 257% increase

33.7k hours of watch time - 235% increase

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#### BRECKENRIDGE SENTIMENT SHARE January - December 2022

Source: Talkwalker



● Positive ● Neutral ● Negative

# PUBLIC RELATIONS



## STRATEGY:

Pitch and place feature stories in top target regional and national media outlets, increasing visibility of Breckenridge and its unique stories to help drive destination visitation for summer and fall travel seasons. Weave B LIKE Breckenridge™ stewardship messaging into stories where appropriate, with an emphasis on “how to” for events related local media.

## TOP MEDIA PLACEMENTS COMPILED BY HANDLEBAR PR AND BTO PR DIRECTOR:

- Total coverage resulted in **media value of \$4.5M**
- Total coverage resulted in **over 2.3 billion impressions**
- The PR team place more than **200 stories** in key publications including Condé Nast, AFAR, Sunset, Access Hollywood (ISSC), The Points Guy, Travel + Leisure, Forbes, Cowboys & Indians, Outside, Ski, Matador, and Fodor's Travel.



TOMEKA JONES, TRAVEL IN STYLE  
SUMMER GETAWAY TO BRECKENRIDGE



**AIRIED IN 64 AIRPORTS**  
**4 DAYS/1,287,120 IMPRESSIONS**  
**\$26K AD VALUE**

## FOCUSED CAMPAIGN HIGHLIGHTS:

### Sustainable and Regenerative Travel:

NewBreak, Bestlife, New York Times

### Responsible and Safe Travel:

Reader's Digest, USA Today

### Signature BTO Events:

Access Hollywood, Fox News Weather, Roadtrippers, TripSavvy, Axios

### History, Arts, Culture:

Cowboys & Indians, Fodor's Travel, AFAR

### Local Business Highlights:

Condé Nast Traveler, AFAR, Outside

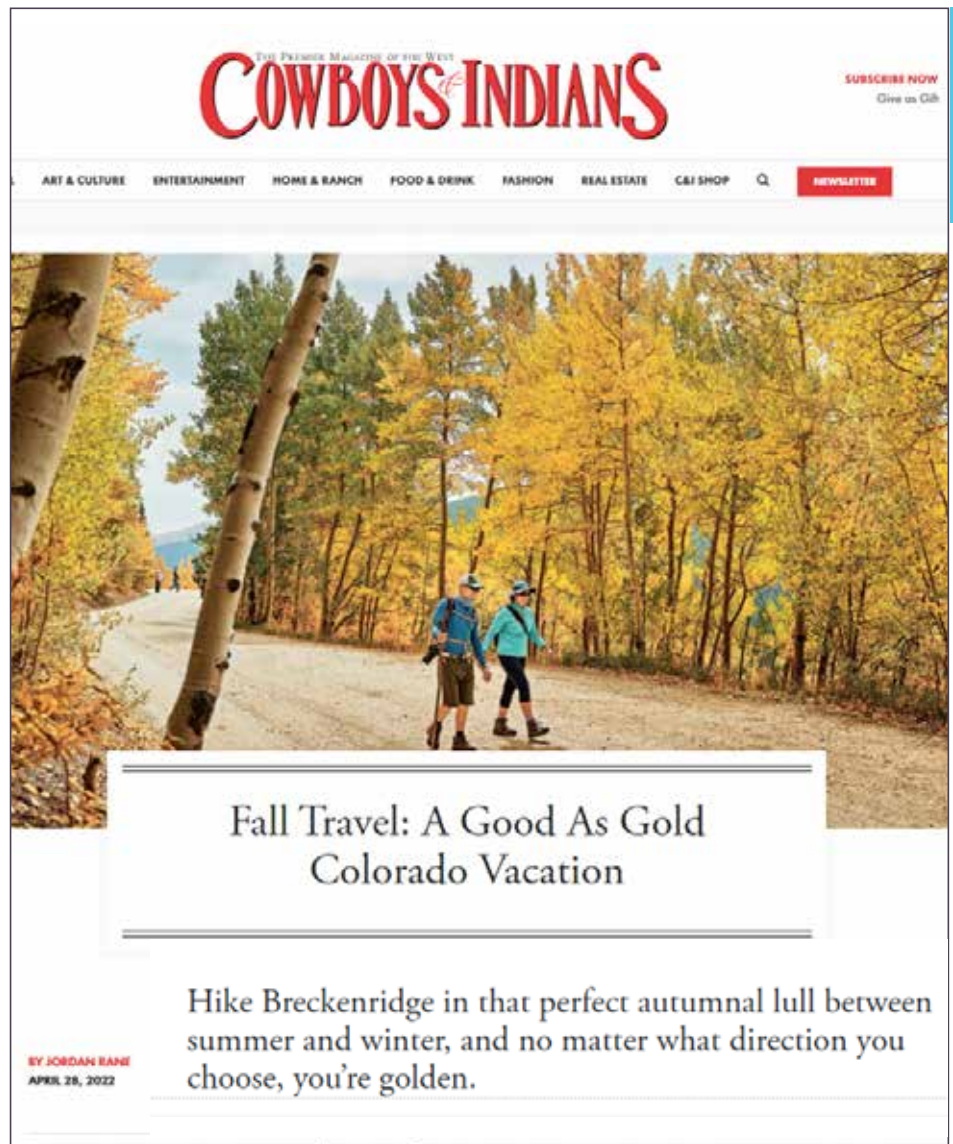
### Epic Outdoor Adventures/ Breckenridge Bucket List:

LA Parent, Matador, Travel + Leisure, Forbes, MSN

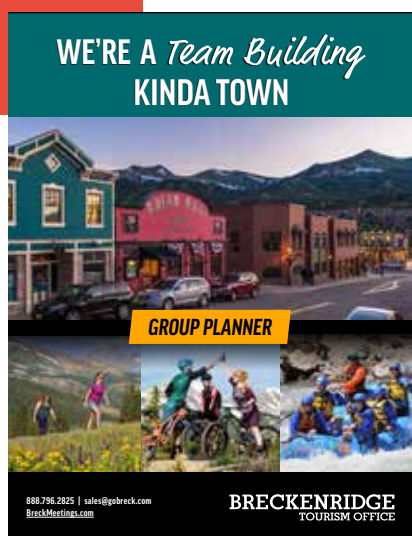
### A Welcoming to Everyone

#### Kind of Town (Inclusivity):

Pride Journeys, Vegetarian Times, Reach TV



## GROUP LEADS



Interest in group business continues to rebound. BTO takes the role of group lead generation for the destination, and forwarding those leads to properties interested in group business. In 2022, 258 qualified RFPs (requests for proposals) were forward to properties for potential 24,398 room nights.



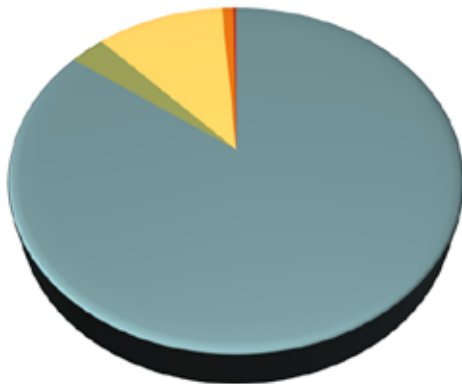
# BTO FINANCE

BTO provides extensive data for our team, board of directors, town council, town management, businesses and residents' use.

**89.8**  
**OVERALL**  
NET PROMOTER SCORE  
FOR DESTINATION  
SUMMER/FALL

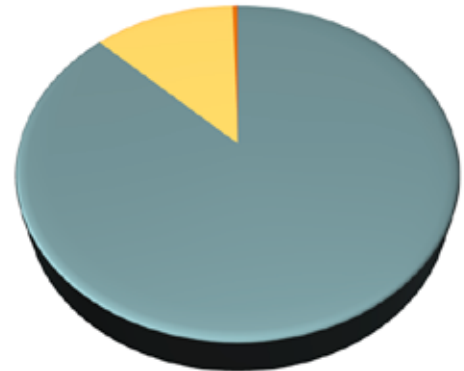
- RRC – Visitor, resident, and business surveys
- Key Data – Lodging forecasts and rates
- Destimetrics – Lodging forecasts and actuals, rates
- Destination Analysts – Travel intent
- Longwoods – Travel intent, visitor estimates
- Jackrabbit – Direct to property referrals
- Google Analytics – Website analytics
- Adara – Advertising return tracking
- Datafy – IP based targeting
- Talkwalker – Brand sentiment monitoring

**2022 Budgeted Revenues**



Town of Breckenridge	85.13%
Breckenridge Ski Area	2.92%
Special Events	10.75%
Welcome Center Sales	.97%
Misc. Income	.23%

**2022 Actual Revenues**



Town of Breckenridge	87.34%
Breckenridge Ski Area	0.0%
Special Events	12.21%
Welcome Center Sales	.39%
Misc. Income	.06%

## 2022 BUDGETED REVENUE/EXPENSE

### BUDGETED INCOME

TOWN OF BRECKENRIDGE	85.1%	\$4,368,000.00	87.3%	\$4,368,000.00
BRECKENRIDGE SKI RESORT	2.9%	\$150,000.00	0%	\$0
SPECIAL EVENTS	10.7%	\$551,500.00	12.2%	\$610,852.77
WELCOME CENTER SALES	1%	\$49,675.00	.4%	\$19,424.09
MISC. INCOME	.2%	\$11,875.00	.1%	\$3,147.56
<b>TOTAL:</b>		<b>\$5,130,975.00</b>		<b>\$5,001,424.42</b>

## 2022 ACTUAL REVENUE/EXPENSE

### ACTUAL INCOME

### BUDGETED EXPENSE

MARKETING/INTERNET	51%	\$2,604,068.25	52%	\$2,561,311.90
SPECIAL EVENTS	21%	\$1,055,746.25	21%	\$1,030,274.66
SALES/GROUPS	4%	\$184,313.44	2%	\$106,794.24
PUBLIC RELATIONS	5%	\$250,444.85	5%	\$227,990.87
WELCOME CENTER	5%	\$261,681.94	4%	\$209,697.64
ADMINISTRATION	11%	\$585,838.81	12%	\$574,652.64
BUSINESS SERVICES	4%	\$188,881.44	4%	\$215,389.56
<b>TOTAL:</b>		<b>\$5,130,975.00</b>		<b>\$4,926,111.51</b>

### NET INCOME

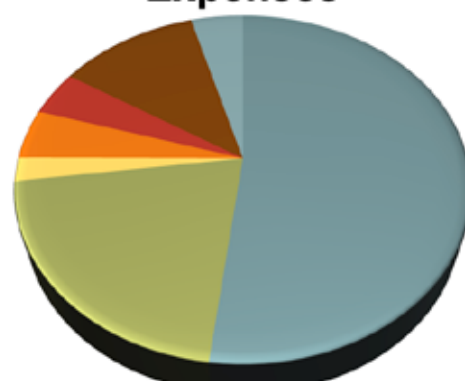
**\$75,312.91**

**2022 Budgeted  
Expenses**



Marketing/Internet	51%
Special Events	20%
Sales/Group	4%
Public Relations	5%
Welcome Center	5%
Administration	11%
Business Services	4%

**2022 Actual  
Expenses**



Marketing/Internet	52%
Special Events	21%
Sales/Group	2%
Public Relations	5%
Welcome Center	4%
Administration	12%
Business Services	4%

# THANK YOU TO **OUR VOLUNTEERS**



Our iconic events in Breckenridge are a special occasion for residents and visitors alike, and they would not be possible without the remarkable volunteerism shown by our community. Breckenridge community volunteers came back in force this past year – over 500 strong! Being a part of these events remains a fun opportunity to join in and help, catch up with old friends, and make new ones.

Our volunteers bring so much enthusiasm for each event; it's a welcoming attitude that we all can be proud of and contributes to Breckenridge's authentic character, local vibe, and inclusive environment. These volunteers help to manage the thousands of details that need attended to and provide ideas to continually

improve our offerings and execution. Breckenridge events would not take place at the high level they do without the support of our generous volunteer community.

We are honored that so many volunteers have returned post-pandemic, not just for BTO projects and events, but serving dozens of nonprofits across the county. We believe that reconnecting in person is good for the soul.

We are so fortunate to be a part of such a generous and giving community. Thank you for your volunteerism and for keeping Breckenridge such a special place.

