

ANNUAL REPORT 2023

BRECKENRIDGE
TOURISM OFFICE

DMMO
DESTINATION MARKETING
MANAGEMENT ORGANIZATION





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Chair of the Board
Travis Beck



President/CEO
Lucy Kay

A MESSAGE

FROM CHAIR OF THE BOARD AND CEO/PRESIDENT,

Overall in 2023, Breckenridge echoed national travel patterns which reflected more normal, pre-pandemic patterns as expected. One exception remains as Colorado international inbound travel is still lagging and should to return to 2019 levels by 2025.

One of our Destination Management Plan (DMP) goals and Breckenridge Tourism Office (BTO) strategic goals is to deliver a balanced year round economy, defined as 60% winter/40% summer revenue. For the year, Breckenridge sales tax collections were down 1% in 2023, summer/fall collections were essentially flat. BTO focuses primarily on summer and fall business which accounted for 37% of total town sales tax collections in 2023. Summer/fall lodging collections were 30% of total lodging collections, while retail and restaurant accounted for 38% respectively of total retail and restaurant collections.

The BTO focuses primarily on attracting out-of-state overnight visitors which accounted for 60% of 2023 summer/fall guests. These guests, along with group business, keep our business levels stable throughout the week. Texas is still our largest non-Colorado market, with a very dispersed geographic grouping after that. This reflects our success in targeting guests by cohort (family, multigenerational, and young professionals) versus solely on a geographic basis.

A major project in 2023 was our Resident Sentiment Survey which is conducted every two years. This survey helps community leaders understand how well we are delivering on the DMP Vision: Harmony between Quality of Life for Residents and Quality of Place for Visitors. Overall, our residents say they are very happy living in Breckenridge, although the likelihood to recommend it as a place to live is low. Housing cost and availability remain significant issues as they are in most resort related communities nationwide. Over 1,100 residents responded to this survey in September.

BTO hosts new employee orientations twice a year with its Breck 101 program, and supplements employees' guest service training with OneBreckenridge training throughout the year including custom trainings. New in 2023, BTO facilitated English classes for Spanish speaking hospitality employees. These classes were taught by Colorado Mountain College and sponsored by The Summit Foundation, Beaver Run Resort, Breckenridge Grand Vacations, and the Breckenridge Restaurant Association. 50 employees graduated from this training in our first year.

The BTO continues to help lead tourism at the state level with membership and active participation with the Colorado Tourism Office, Colorado Association of DMOs, Travel Industry Association of Colorado, DMOCracy, Care for Colorado Coalition, Destinations International and other associations and organizations.

The Breckenridge community is fortunate to have such a strong and collaborative Town Council and Town Management team. BTO continues to have a very dedicated and strategic Board of Directors, along with very strong members in our Community Affairs & Services, Finance, Marketing, Nominating and Executive Committees. Our BTO team is focused, dedicated and quick to flex with changing priorities helping to keep our community tracking well against our Destination Management Plan.

Our BTO Board of Directors and team are honored to be entrusted with elevating our brand and destination stewardship of this very special place we call home.

Thank You.



Chair of the Board
Travis Beck



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 destination marketing and management organization. We elevate Breckenridge beyond the tourism lens by enhancing our image as a dynamic place where everyone is welcome to live, work, and visit.

STRATEGIC GOALS





DESTINATION **MANAGEMENT PLAN GOALS**

1

Deliver a balanced year-round economy driven by destination tourism by 2024

2

Elevate and fiercely protect Breckenridge's authentic character and brand — our hometown feel and friendly atmosphere

3

More boots and bikes; less cars

4

Establish Breckenridge at the leading edge in mountain environmental stewardship and sustainable practices

DESTINATION **MANAGEMENT VISION**

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

2023 BOARD OF DIRECTORS

CHAIR

Ginny Vietti (*Jan – Jun*), VP Marketing, Grand Lodge on Peak 7 BGV

Travis Beck (*Jun – Dec*), Managing Director, Mountain Resorts & Planning, SE Group

VICE CHAIR

Bruce Horii, VP Sales & Marketing, Beaver Run Resort

SECRETARY/TREASURER

Travis Beck (*Jan – Jun*), Managing Director, Mountain Resorts & Planning, SE Group

David Hughes (*Jun – Dec*), Retired Partner, Ernst & Young

BRECKENRIDGE TOWN COUNCIL REPRESENTATIVE

Dick Carleton

BRECKENRIDGE SKI RESORT APPOINTEE

Sara Lococo, Senior Manager Communications/Branding, Breckenridge & Keystone Ski Resorts

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, Owner, Rootstalk & Radicato Restaurants

Hilary Warner, Sales, Gregory Door & Windows

Abbey Brown, Owner & President Woodwinds Property Management



Board of Directors



2023 EXECUTIVE COMMITTEE

Ginny Vietti - Chair (*Jan - Jun*)
 Travis Beck - Chair (*Jun - Dec*)
 Bruce Horii
 Dick Carleton
 David Hughes (*Jun - Dec*)

NOMINATING COMMITTEE

Ginny Vietti
 Bruce Horii
 Dick Carleton
 Wendy Wolfe
 David Hughes

FINANCE COMMITTEE

David Hughes
 Jay Beckerman
 Robin Dew

MARKETING COMMITTEE

Ginny Vietti
 Meg Lass
 Bruce Horii
 James Lee

COMMUNITY AFFAIRS COMMITTEE

Carol Saade
 Aniela Wasmanski
 Andrea Edwards
 Kathy Christina
 Corry Mihm
 Abbey Brown
 Mike Hessel
 Mike Shipley

MANAGEMENT TEAM

Lucy Kay, President/CEO
 Christine Nicholson, Chief Marketing Officer
 Tessa Breder, Community Affairs Director
 Holly Blando, Marketing Director
 Lauren Swanson / Melissa Andrews (*Feb '23*), Public Relations Director
 Bill Wishowski, Director of Operations
 Aaron Sanford, Finance Director
 Sarah Wetmore, Office Manager/Special Projects & SEPA Administrator
 Rachel Esser, Digital Content Manager
 Jace Koenig, Videographer
 Kerry O'Connor, Social Media Manager (*Dec*)
 Majai Bailey, Events Manager
 Eddie McGuigan, Group Lead Administrator
 Clayton Calhoun (*Jan - Sep*) / Wendy Wilkerson (*Dec*), Welcome Center Manager

BRECKENRIDGE WELCOME CENTER STAFF

Wendy Wilkerson, Information Specialist (*Jul - Nov*)
 Margaret Caldwell, Information Specialist
 Brie Barto, Information Specialist II
 Neva Frank, Information Specialist
 Sophia Elsass, Information Specialist
 Kara Martella, Information Specialist

DESTINATION MANAGEMENT

2023 RESIDENT SENTIMENT SURVEY

The BTO takes a significant role in identifying and quantifying the quality of life of our residents. Our most significant project in this regard is our bi-annual Resident Sentiment Survey. This survey has been conducted since 2017, with the most recent survey completed in fall of 2023. The BTO helps guide the draft process with community leaders, ensuring that it is current and relevant.

The survey was deployed in September and initial results from over 1,130 respondents were shared in November. Key findings were broken out by residents, part-time residents/second homeowners, employees and business owners.

- Respondents rated happiness levels high at 4.4 on a 5 point scale
- Net Promoter Scores for recommending Breckenridge as a place to live remains low at -24
- Tourism has strong support with 85% ranking important, very important
- Special Events, particularly our iconic events have strong support with a 4.5 ranking on a 5 point scale
- Crowding during certain times of the year, high cost of housing, cost of living and workforce recruiting challenges continue to be issues
- Maintaining our hometown feel remains a priority (consistent since 2017)

This data is regularly referred to in gauging how well we are delivering on resident expectations and to understand changing priorities in the community. It is also useful to help inform town leadership decisions and priorities.



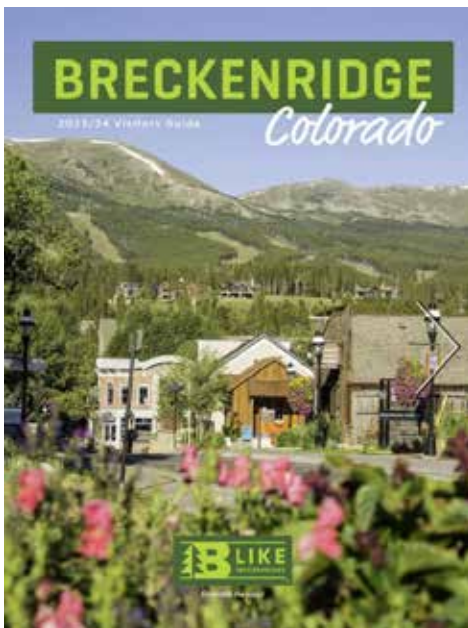
B LIKE BRECKENRIDGE

B Like Breckenridge (BLB) is our initiative to invite guests and residents to be mindful of our collective responsibility to take care of our precious environment and each other. This local messaging campaign launched in 2021 garnering state and international awards.

In 2023, we expanded the strategy to include our **B Like Breckenridge Partnership Program**. This program invites local businesses and organizations to integrate BLB stewardship practices within their own operations, helping preserve the qualities that make Breckenridge a special place to live, work and visit. In the program's inaugural year, 13 lodging partners, activity operators, restaurants and bars, and other businesses were able to incorporate relevant BLB tips and visuals informing their customers and guests how to make positive choices. The goal is through consistent educational messaging and increased touchpoints, for BLB partners to help visitors and residents be better stewards and secure a more sustainable destination for future generations to come.

B LIKE BRECKENRIDGE PARTNERS

Après-Ski Co.
Beaver Run Resort
& Conference Center
Blue River Bistro
Breck Create
Breckenridge Associates
Real Estate
Breckenridge Grand Vacations
Breckenridge Tours
Broken Compass Brewing
Cornerstone Real Estate
Rocky Mountains
Mountain Time Escape Rooms
Performance Tours Rafting
TEDx Breckenridge
Wood Winds Property
Management



BRECKENRIDGE VISITORS GUIDE

The **Official Breckenridge Visitors Guide** serves as an essential pre-planning and post-arrival information resource, highlighting **B Like Breckenridge, Care for Colorado, SustainableBreck and other stewardship initiatives** that help guests get the most out of their time in town. This guide showcases a vast array of inspiring stories and area activities for varying abilities and interests, illustrating that Breckenridge is meant for everyone. The guide remained in a digital format accessible on Gobreck.com and was promoted more heavily in marketing channels, **resulting in almost 7,000 views for the year which is nearly double over 2022.**

VISITORS GUIDE

Nearly
7,000
views of the
digital Visitors' Guide,
nearly double over
2022

WELCOME CENTER AT A GLANCE

Almost
380,000
visitors served in 2023

4.7
Average Google Review
Score in 2023

89.33%
Overall Score
for knowledgeable staff,
level of service received, and providing
useful information

BRECKENRIDGE WELCOME CENTER VISITATION & RATINGS

The **Breckenridge Welcome Center (BWC)** saw just below 380,000 visitors in 2023, the highest count since 2019 (almost 414,000 visitors)

- Invited presenter at the first Colorado Visitor Services Summit as a state leader for paper-free resources and frontline training programs
- While overall average remains 4.6, the Breckenridge Welcome Center Google review 2023 average was 4.7. The BWC lost its top 10 placement and dropped to #14 on TripAdvisor as private businesses took priority over area attractions
- Intercept surveys show the BWC tied lodging properties/concierge as #3 for post-arrival information sources, only behind Google and the Visitors Guide. In post-visit NPS, the BWC rated highly among all three categories (knowledgeable staff, level of service received, and providing useful information) with an overall score of 89.33%

DESTINATION MANAGEMENT - Community Outreach

CAS COMMITTEE PURPOSE

Supports the BTO with strategies and tactics to better deliver on overall guest, resident, and business expectations. Advocate for initiatives that advance CAS's key areas of focus. Become a strong asset to the community.

CAS COMMITTEE MISSION

Provide information and research, reassurance, and assistance to the Breckenridge community, residents, and business alike. Elevating management role of BTO pursuant to the Destination Management Plan (DMP).

COMMUNITY AFFAIRS & SERVICES (CAS) ADVISORY COMMITTEE

The CAS committee held 6 meetings in 2023 and grew by 3 members representing Breckenridge Town Council, creative arts, and real estate. CAS was particularly helpful in determining priorities for the 2023 resident sentiment survey and as a training ground for potential BTO Board Members.



BRECKENRIDGE
TOURISM OFFICE

DMMO
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MANAGEMENT ORGANIZATION



DMMO DOWNLOAD & ONEBRECKENRIDGE.COM

DMMO Download readership and audience was at its highest rate ever with more than 232,000 total emails sent. The 47% open rate and 4.5% click rate, were well above the industry average. Similar industry open rate is 40.29% with a click rate of 3.3%. Content centrally focused on relevant resident and business resources, occupancy data, tourism industry education and trends, community connectedness opportunities, and inclusive opportunities.

Onebreckenridge.com saw 9,735 users (up 33.28% YOY) and 14,110 total sessions (up 37.23% YOY). Spanish user audience grew from 25 to 72 YOY (up 188%).

DMMO DOWNLOAD

232,000
emails sent

47%
open rate

4.5%
click rate

USERS

9,735
up 33.28% YOY

TOTAL SESSIONS

14,110
up 37.23% YOY



FREE ENGLISH AS A SECOND LANGUAGE CLASSES: HOSPITALITY FOCUS

Breckenridge Tourism Office, Summit Foundation, Breckenridge Grand Vacations, Beaver Run Resort, the Restaurant Association and Colorado Mountain College collaborated to produce and finance English as a second Language (ESL) classes for the Breckenridge community at no cost for the students.

The program was launched in February with two classes of 25 students each



BRECK 101

Breck 101 is a BTO-produced guest service training opportunity offering free and discounted experiences like seasonal activities, dining experiences, spa services, and more. Breck 101 offers frontline employees opportunities to connect while learning about resources to support them on and off the job.

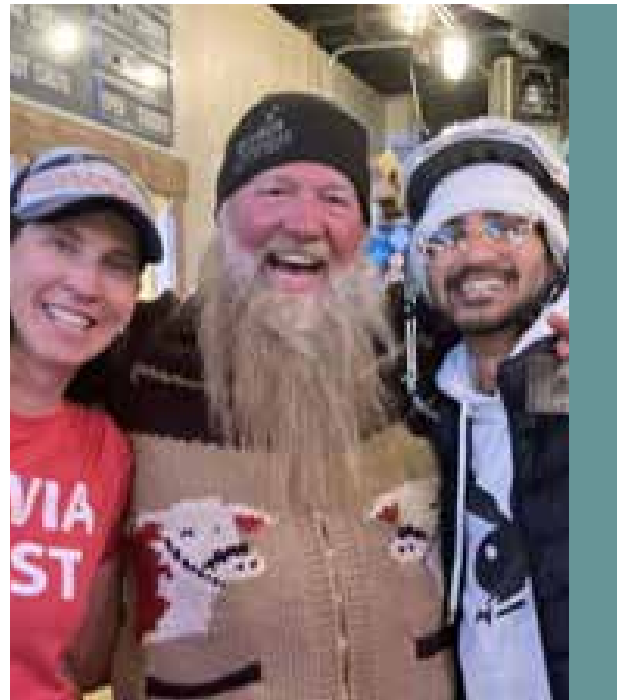
Approximately **90 in attendance at all 4 trivia nights, 528 views** of resident resource video providing information about: B Like Breckenridge, Onebreckenridge.com resources, Building Hope, FIRC, and other personal and professional support services.

SUMMER 2023:

**Almost 150 active students
and 250 applicants**

WINTER 2023:

**The largest class ever with over 200
active students and over 300 applicants**



ONE BRECKENRIDGE COMMITTEE & SERVICE CHAMPIONS



Customized guest service training and service recognition program

- **44 employees trained** from Moving Mountains, Town of Breckenridge Leadership Team, Free Ride
- **34 Service Champions recognized**



**ONE
BRECKENRIDGE**

SERVICE CHAMPIONS

34

Service Champions recognized



DESTINATION MANAGEMENT & MARKETING

SIGNATURE SPECIAL EVENTS

Special events are an important part of the local culture and Breckenridge brand. The BTO produces a number of special events throughout the year, including all of Breckenridge's iconic events. Our events fulfill one or more of the following strategies:

BRAND BUILDING: Primarily done for media, celebrates our unique character

BUILD BUSINESS: For local business community

COMMUNITY GOODWILL: Local community celebrations

We build sustainability and inclusive initiatives, as well as non-profit fundraising opportunities into our events as appropriate.

INTERNATIONAL SNOW SCULPTURE CHAMPIONSHIPS

teams hosted

12

135,784 | 70

web page views | media placements

TEN MILE PRIDE

500

in attendance

30,478

web views

FOURTH OF JULY

30,478

web page views

OKTOBERFEST

25k +/-

attendees over 3 days

600+

volunteers

1,413 lbs.

canned food collected

SANTA RACE LIGHTING OF BRECKENRIDGE

santas hosted

700

\$1,200

raised for non-profits

ULLR FEST

1,377 | 495

Shotski® participants | skis used

69,309

web page views

INTERNATIONAL SNOW SCULPTURE CHAMPIONSHIPS (January 23-February 1) — *Brand Building*

- Hosted 12 teams from around the world
- 1,119,200 media impressions with advertising value of \$2,128,232
- 70 media placements, 135,785 web page views
- Reservations of 14,000+ for peak visitation Saturday, January 27. Crowding and traffic and parking was well-managed
- Recycling/trash diversion rate was 71%

TEN MILE PRIDE (June 9, 10) — *Community Goodwill*

Produced in partnership with Town of Breckenridge

- Celebration of local LGBTQA Community
- Estimated 500 in attendance
- Inaugural year. Events included picnic and live music in Creative Arts District, cruiser bike ride on Main Street, Drag Queen educational fireside chat
- Web page views 30,478

FOURTH OF JULY — *Community Goodwill*

- July 4 Parade on Main Street featured 32 floats, 2 marching bands and Denver Nuggets Mascot
- Family activities in Arts District, water activations on Main Street
- National Repertory Orchestra concert
- Web page views 30,478

OKTOBERFEST (September 15-17) — *Business Building*

- Presented by Breckenridge Brewery. 51 Vendors on Main Street (+20 YOY)
- Estimated 20-30,000 over three days. 55% were out of state guests. 83% were overnight guests (including Colorado overnight). Nearly 4,400 room nights books Thursday - Sunday NPS 22.9
- Web page views 107,482
- 9 local non profits partners
- 600+ volunteers
- Introduced vendor requirements for a plastic free event, and food waste composting for Town Ordinance for plastic free event, and food waste
- Recycling/trash diversion rate was 38%, Minimal Impact (new contractor). Considered cleanest Oktoberfest yet
- 2nd Annual Annual Food Drive. Collected 1,413 lbs. of canned food. (250+% YOY despite cold, rainy weather)

SANTA RACE/LIGHTING OF BRECKENRIDGE (December 2) — *Build Business*

- Kick-off to holiday shopping season
- 700 Santas in race; 100 Moose March juniors, and 497 in dog parade
- 2nd Toy drive raised \$1,200 for Summit County Rotary's Adopt an Angel program
- Web Page views 39,388

ULLR Fest (December 7-9) — *Branding*

- 60th Anniversary of ULLR Parade and Bonfire
- 36 floats, official mascots of the Denver Broncos and Colorado Rockies and introduced SKADI Norse Goddess of Mountains and Snow
- The unofficial World's Longest Shotski* with 1,377 participants and 495 skis
- Annual fundraiser for Summit County Rotary raised over \$20k
- Web page views were 69,309

DESTINATION MARKETING



MARKETING COMMITTEE PURPOSE

Supports BTO in developing marketing and management strategies and campaigns that inspire travel to Breckenridge.

STRATEGY:

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

OCCUPANCY + TAX RESULTS:

Summer/Fall room nights	148,899	(+1% YOY)
Summer/Fall Out of State Overnight Visitors:	60%	
Accommodations Tax Collections May - October	\$ 93,738,700	-3%
Restaurant/Retail Tax collections May - October	\$163,846,129	-.41%

BE LIKE BRECKENRIDGE ACTIVATIONS & AWARENESS:

Our B Like Breckenridge marketing program has heightened sustainability awareness with our residents and guests. This campaign reinforces our dedication to sustainability, creating a shared sense of awareness and pride within the community.

B LIKE BRECKENRIDGE Awareness:

Permanent and Seasonal Residents 28% *(increase from 20% in 2022)*
Overnight Guests 5-6%
Be Like Breckenridge website saw 9,045 sessions (+670% YOY) with 80% new users

80%
NEW USERS
9,045 SESSIONS
TO BLB WEBSITE/+670% YOY



DIVERSITY, EQUITY & INCLUSION FOCUS

We incorporate imagery and content that resonates with our diverse audiences and sends a welcoming message to all in accordance with our strategic goals, approximately 30% of imagery.

gobreck.com
2M USERS

MOBILE DEVICE
=75%
OF WEB TRAFFIC



WEBSITE - GOBRECK.COM

- GoBreck.com had **nearly 2 million users** (+25%). Engagement dropped 13% to 50%
- Our landing pages “**10 Best Things to Do in Breckenridge**” and “**Festivals and Events**” were top performers with a **65% engagement rate** and **both over 167% growth YOY**
- **Mobile Devices** for website users = **75%**, this is a **42% increase** YOY in mobile device usage
- GoBreck.com site is in the **top 8% of websites** for search visibility
- Visitation by Mobile Tracking (January - December 2023) - Datafy
- IP-based mobile tracking allows us to understand our visitation and create targeted marketing campaigns

PAID DIGITAL MEDIA

- With the slower pace of bookings in April and May for summer 2023, we successfully pivoted our strategy to a more conversion-based focus and **finished the summer with a 5% increase** YOY
- Geographic targeting and the states driving the most website traffic in 2023 were:
Texas, California, Florida, Illinois, Georgia, New York

PAID SEARCH

- Paid Search Sessions: **387,264** (+71%YOY)
- Avg Paid Search Session Duration **56 seconds** (-50% YOY)
- Paid Search Conversions: **13,921** (*referrals to the Lodging portal*) down 34%

ORGANIC SEARCH - SEO

- Organic traffic grew **7% YOY** to GoBreck.com
- Organic search is **48% of total website traffic** with **1,508,030** +2% YOY
- Time on site was **1.40 minutes**, down 27%

SOCIAL MEDIA - FACEBOOK & INSTAGRAM

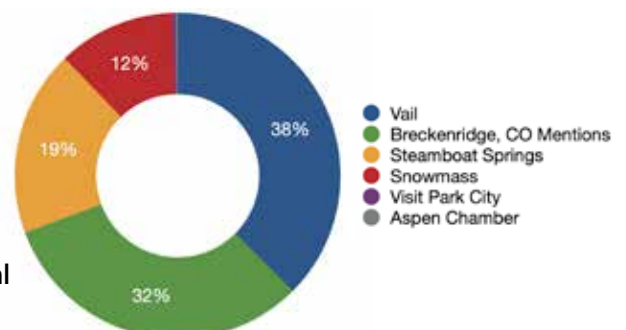
- Total Impressions: **9% decrease**
- Total Engagements: **2.7% increase**
- YouTube - **1.6 million views** (-35% YOY due to algorithm change)
- YouTube - **1000 new subscribers**

SOCIAL LISTENING AND SHARE OF VOICE

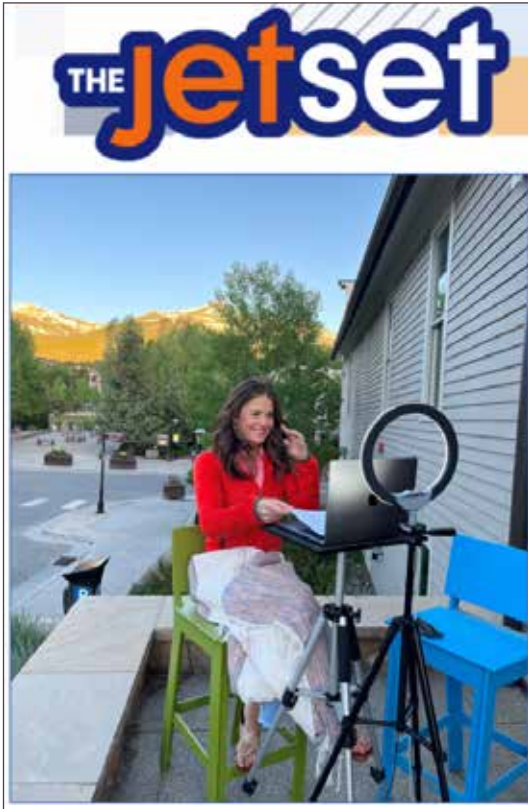
- Breckenridge Share of Voice in its competitive set - **32%**
- Breckenridge Competitor Sentiment **93% positive and/or Neutral**

PAID SEARCH SESSIONS
387,264
+71% YOY

ORGANIC SEARCH
=48%
OF WEB TRAFFIC



PUBLIC RELATIONS



STRATEGY:

Pitch and place feature stories in top target national and regional media outlets, increasing visibility of Breckenridge and its unique stories to help drive destination visitation for summer and fall travel seasons. Weave stewardship messaging into storytelling when possible. Emphasize “how to” messaging for BTO signature events and in-state media.

TOP MEDIA PLACEMENTS:

- Total coverage resulted in **media value of \$6.3M** (up 40% YOY)
- Total coverage resulted in more than **3.4 billion impressions** (up 47% YOY)
- The PR team placed 300 stories in key publications such as Good Morning America, USA Today, BBC News, Cosmopolitan, Trip Advisor, Fodor's Travel, AARP.org, Travel + Leisure, Condé Nast Traveler, The Points Guy, and Barron's Penta



1. Focus on wellness in Breckenridge

Travel time: 1 hour 45 minutes by car

Perched high in the Rockies at 9600ft above sea level, [Breckenridge](#) will feed your mind, body and spirit. In this historic mining town, you can take a mindful hike [guided by a naturalist, do yoga](#) on a standup paddleboard or in a grassy park, and dine on nutritious meals at eateries like [Samolice Cafe](#), which serves up an array of refreshing vegan and vegetarian options. Depending on the timing of your visit, you may also be able to attend a soul-nourishing retreat at [Clairvergence Wellness Center](#) or tap into your creative side during an art class at [Breck Create](#). Even if you



Men'sHealth

BRECKENRIDGE'S CHALET-CHIC NEW LODGE

With the recent opening of the Carlin, the idyllic mountain town of Breckenridge truly has it all. This popular Colorado ski resort boasts five peaks with nearly 3,000 acres of terrain suited to all abilities. The charming downtown will have you wishing for a down day to explore its Victorian architecture, boutiques, and arts district, and excellent restaurants. The hottest new reservation is just below the Carlin's four reclaimed wood suites and features wood-fired dishes like pizza and oysters. The Euro-chic inn is just a 10-minute walk from the gondola. Guests have access to an on-site ski locker, snowshoes, and, of course, priority dinner ressesies.

CAMPAIGN HIGHLIGHTS:

Sustainable and Regenerative Travel:

USA Today, Modern Luxury PEAK Magazine, Marriott Bonvoy Traveler

Responsible and Safe Travel:

Houston Chronicle, Condé Nast Traveler

Only in Breckenridge:

- **Signature BTO Events:** BBC, Diablo Magazine, National Fox Weather

History, Arts & Culture:

AARP.org, Fodor's, Travel Awaits

Local Business Highlights:

Condé Nast Traveler, Cosmopolitan, Wine Enthusiast

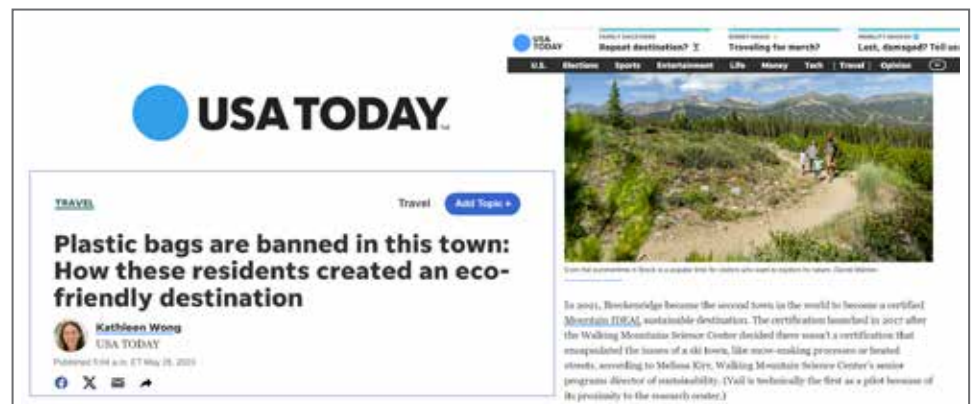
Epic Outdoor Adventures/ A Breckenridge Bucketlist:

Good Housekeeping, Men's Health

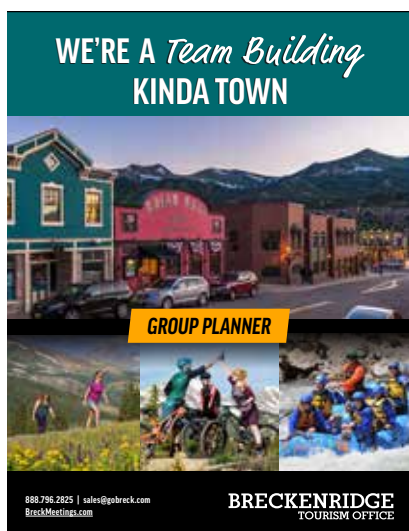
A Welcoming to Everyone

Kind of Town (Inclusivity):

Pride Journeys, Fido Friendly Magazine, Accessible Adventures online



GROUP LEADS



BTO has the role of group lead generation and distribution for Breckenridge properties interested in group business. In 2023, 220 qualified RFPs (request for proposals) were received by BTO and submitted to properties for potential 17,440 room nights.



FINANCE

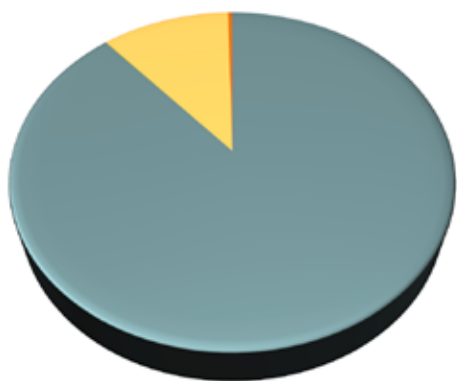
FINANCE COMMITTEE MISSION

The Finance Committee provides financial oversight for the BTO. This includes financial reporting, planning, and monitoring of internal controls and accountability policies. Although the Board of Directors carries fiduciary responsibility for the BTO, the Finance Committee serves the leadership role in this area.

89.7
OVERALL
NET PROMOTER SCORE
FOR DESTINATION
SUMMER/FALL

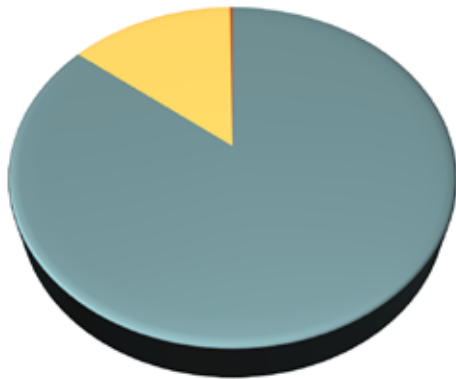
- RRC – Visitor, resident, and business surveys
- Key Data – Lodging forecasts and rates
- Destimetrics – School break report & webinars
- Destination Analysts – Travel intent
- Longwoods – Travel intent, visitor estimates
- Jackrabbit – Direct to property referrals
- Google Analytics – Website analytics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

2023 Budgeted Revenues



Town of Breckenridge	86%
Be Like Breck / One Breck	9%
Special Events	11%
Welcome Center Sales	35%
Interest / Misc. Income	2%

2023 Actual Revenues



Town of Breckenridge	85.6%
Be Like Breck / One Breck	4%
Special Events	14%
Welcome Center Sales	17%
Interest / Misc. Income	13%

2023 BUDGETED REVENUE/EXPENSE

2023 ACTUAL REVENUE/EXPENSE

BUDGETED INCOME

ACTUAL INCOME

TOWN OF BRECKENRIDGE	88.5%	\$4,719,120	85.6%	\$4,502,121
B LIKE BRECKENRIDGE/ONE BRECK	1%	\$4,750	4%	\$2,350
SPECIAL EVENTS	11%	\$588,221	14%	\$737,592
WELCOME CENTER SALES	3%	\$18,625	2%	\$8,760
INTEREST & MISC. INCOME	2%	\$1,000	13%	\$6,700
TOTAL BUDGETED INCOME:		\$5,331,716		\$5,257,523

BUDGETED EXPENSE

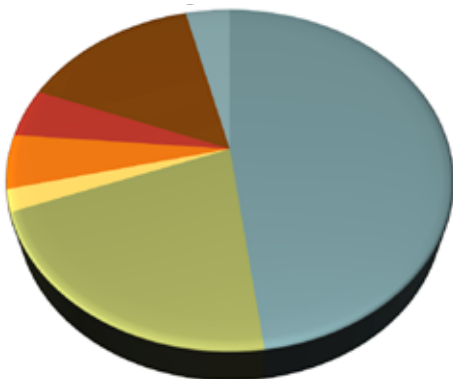
ACTUAL EXPENSE

MARKETING/INTERNET	48%	\$2,556,094	47%	\$2,365,012
SPECIAL EVENTS	21%	\$1,132,417	24%	\$1,215,008
SALES/GROUPS	2%	\$110,022	2%	\$101,257
PUBLIC RELATIONS	5%	\$273,040	5%	\$272,927
WELCOME CENTER	5%	\$247,923	4%	\$221,037
ADMINISTRATION	15%	\$809,039	14%	\$688,588
COMMUNITY AFFAIRS & SERVICES	4%	\$203,181	4%	\$220,379
TOTAL BUDGETED EXPENSE:		\$5,130,975		\$5,084,178

NET INCOME

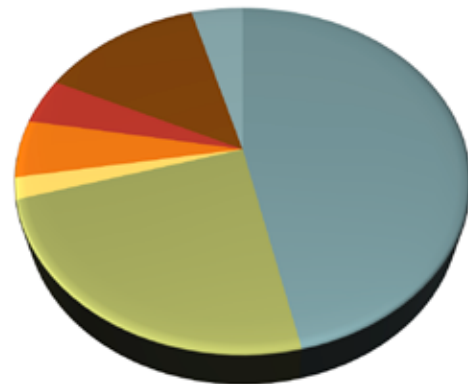
\$173,345

2023 Budgeted Expenses



Marketing/Internet	48%
Special Events	21%
Sales/Group	2%
Public Relations	5%
Welcome Center	5%
Administration	14%
Community Affairs & Services	4%

2023 Actual Expenses



Marketing/Internet	47%
Special Events	24%
Sales/Group	2%
Public Relations	5%
Welcome Center	4%
Administration	14%
Community Affairs & Services	4%

THANK YOU TO OUR VOLUNTEERS



One of the best things about Breckenridge is its strong sense of community spirit. We see this at its finest when volunteers arrive smiling to serve guests and friends at our events. It's no small feat to transform our town into a Norse god's paradise, a Bavarian main street, or a frozen sculpture garden, yet Breckenridge can be all this and more thanks to our volunteers. Nearly 600 volunteers assisted in the production of our iconic events this year, and they are the reason each one has that special personality and friendly atmosphere that we're known for.

We also have many individuals in our community volunteering their time and expertise on a multitude

of boards, advisory committees, task forces, and non-profits. From philanthropy to mentorship, there are folks behind the scenes who provide foundational support to the Breckenridge community, and we thank them for their generosity.

It takes a village, and we are so fortunate to be part of such a giving community. Thank you for your volunteerism and for keeping Breckenridge such a special place.



BRECKENRIDGE
TOURISM OFFICE

DMMO
DESTINATION MARKETING
MANAGEMENT ORGANIZATION