

Breckenridge Tourism Office Summer Preview



Thanks for joining us.
Please visit [OneBreckenridge.com](https://www.onebreckenridge.com) to
access the meeting materials.

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TOURISM OFFICE

DMMO
DESTINATION MARKETING
MANAGEMENT ORGANIZATION



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Lucy Kay President & CEO



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Breckenridge Tourism Office Team

Lucy Kay - President & CEO

Becca Reniers - Administrative Manager

Aaron Sanford - Finance Director

Bill Wishowski - Managing Director

Sarah Wetmore - Special Events

Majai Bailey - Events Manager

Kerry O'Connor - Public Relations Manager

John Sellers - Sr. Marketing Director

Rachel Lawlis-Esser - Marketing Manager

Kit Geary - Content Marketing Coordinator

Jace Koenig - Visual Asset Manager

Eddie McGuigan - Group Lead Administrator

Tessa Breder - Sr. Community Affairs Director

Holly Blando - Destination Stewardship & Partnerships

Director

Breckenridge Welcome Center Team

Wendy Wilkerson - Manager

Tamara Mixson - Group Services Coordinator

Kara Martella

Neva Frank

Meg Caldwell

Stephanie Benzian

Suzanne Davis



A large, intricately carved wooden owl sculpture stands in a forest. The owl is made of various types of wood, with its body covered in shingles and its head in a more geometric, blocky style. A young child with blonde hair, wearing a dark jacket, is sitting on a tree branch in the foreground, reaching out towards the owl. The background is filled with tall, thin trees, creating a dense forest atmosphere. The entire image has a blue-green color cast.

John Sellers
Senior Marketing Director
Jsellers@GoBreck.com

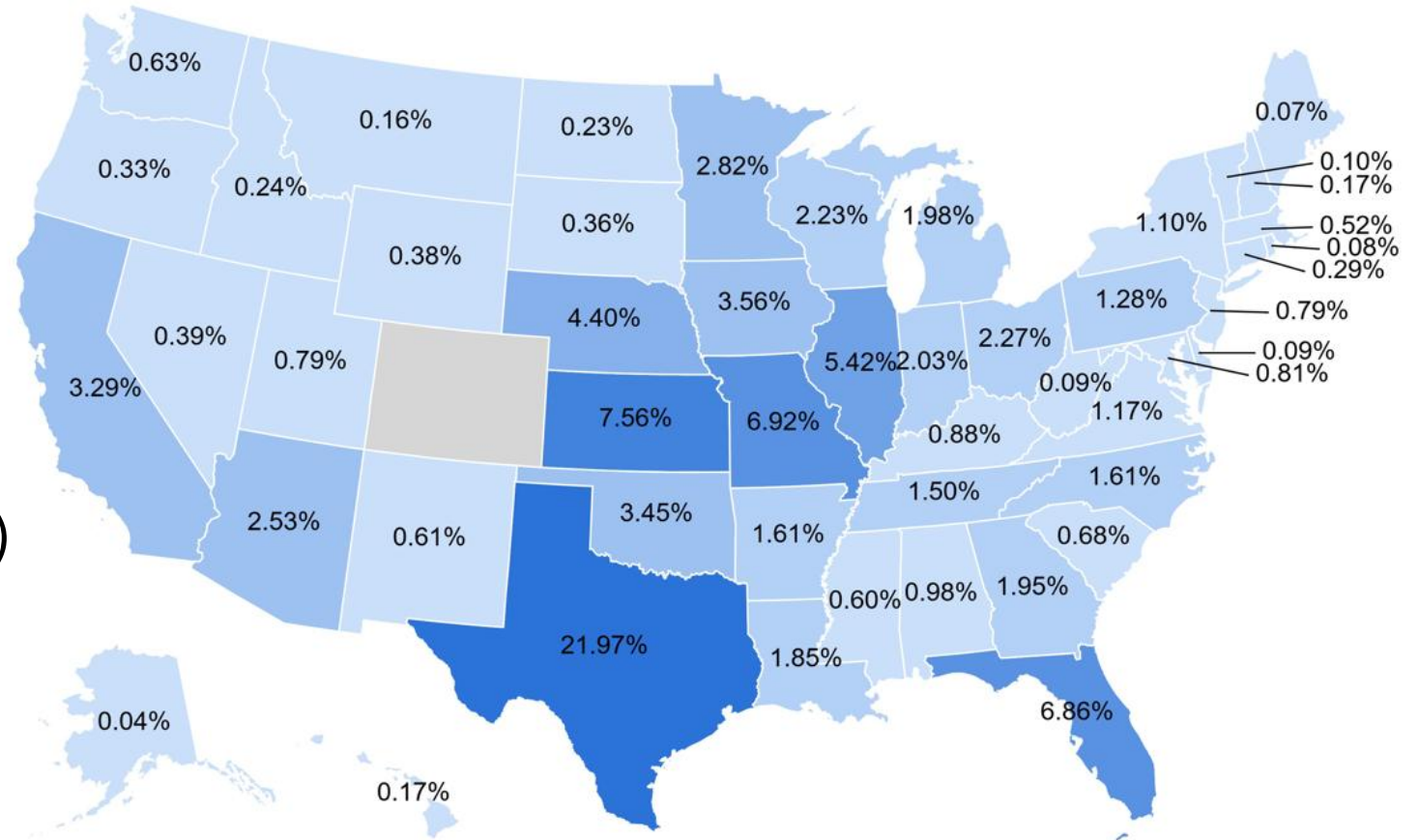
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Destination Marketing

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



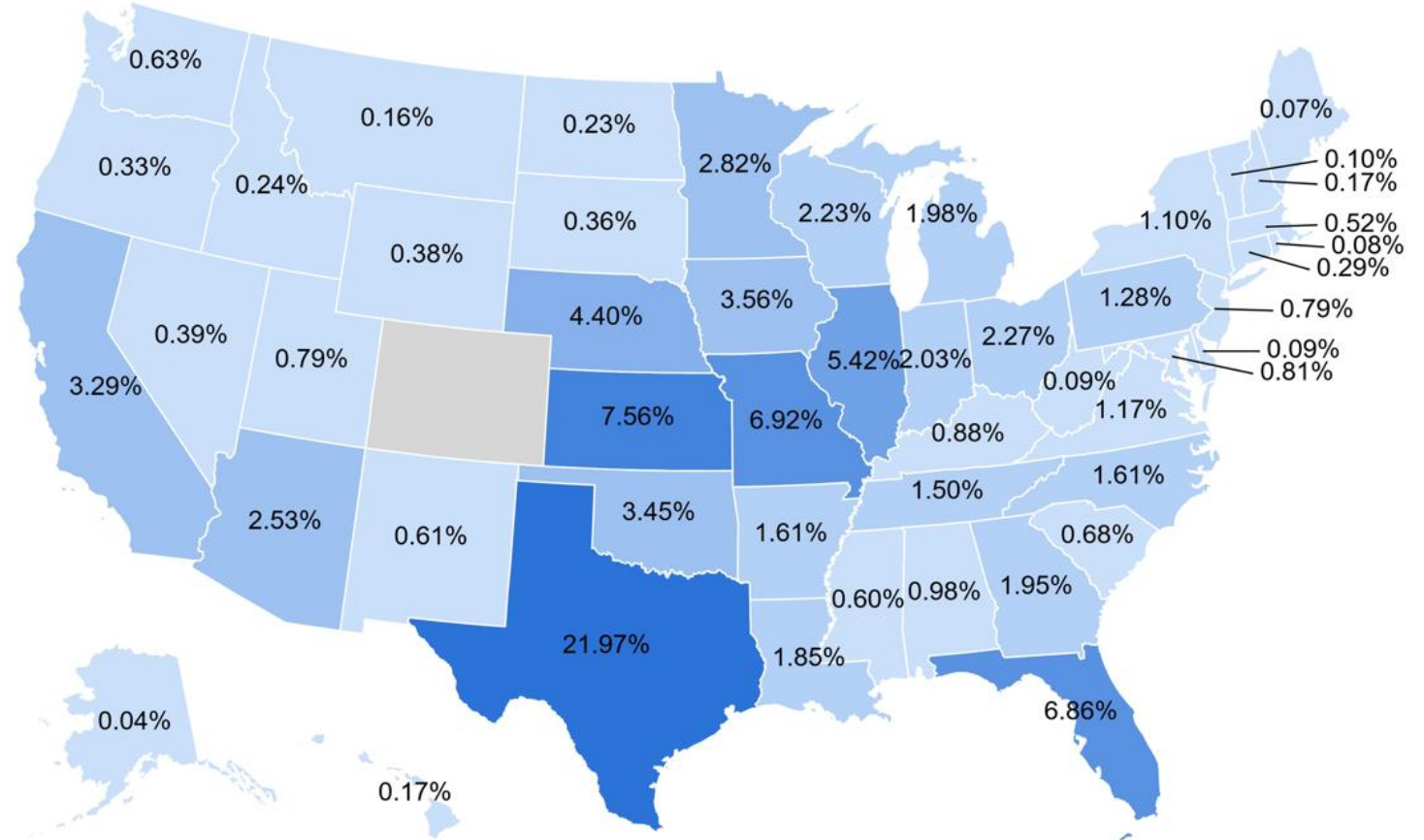
Target Markets

Short Haul

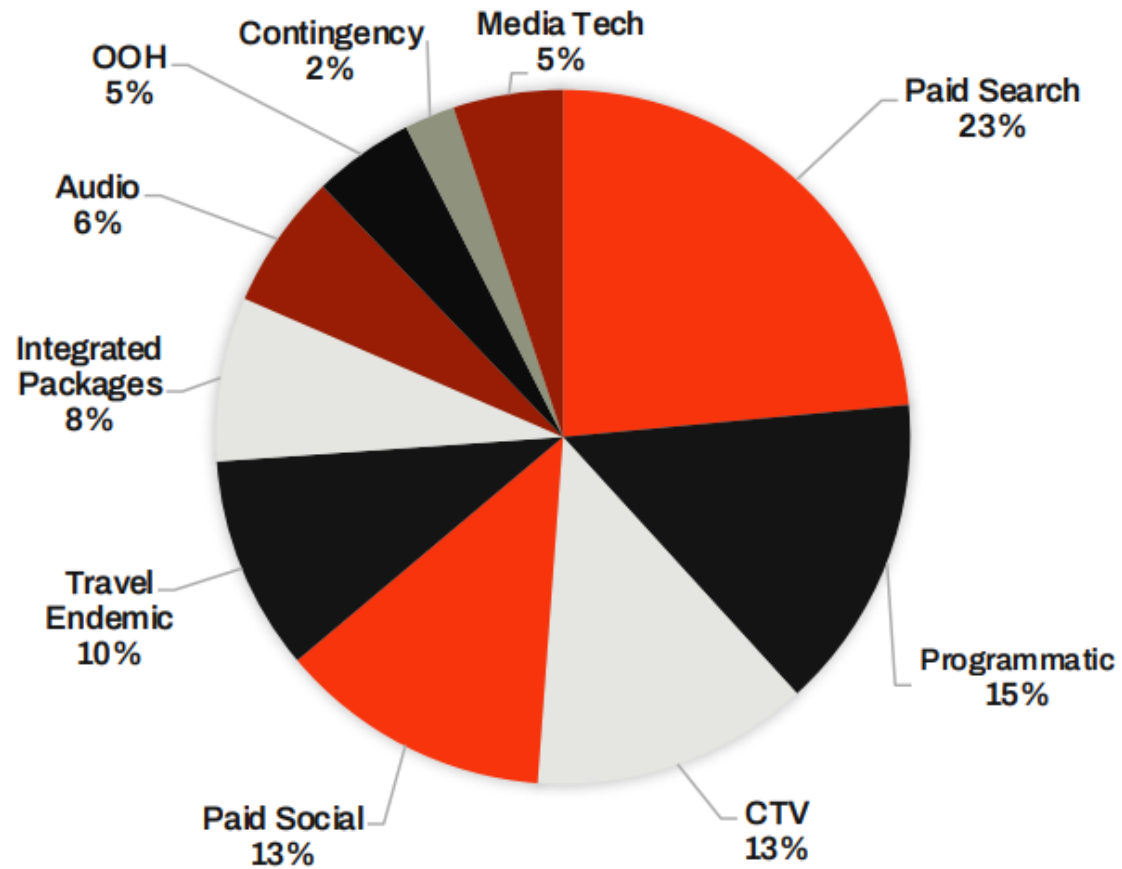
Albuquerque, Kansas City,
Oklahoma City, Omaha, Phoenix,
Tulsa, Wichita

Long Haul

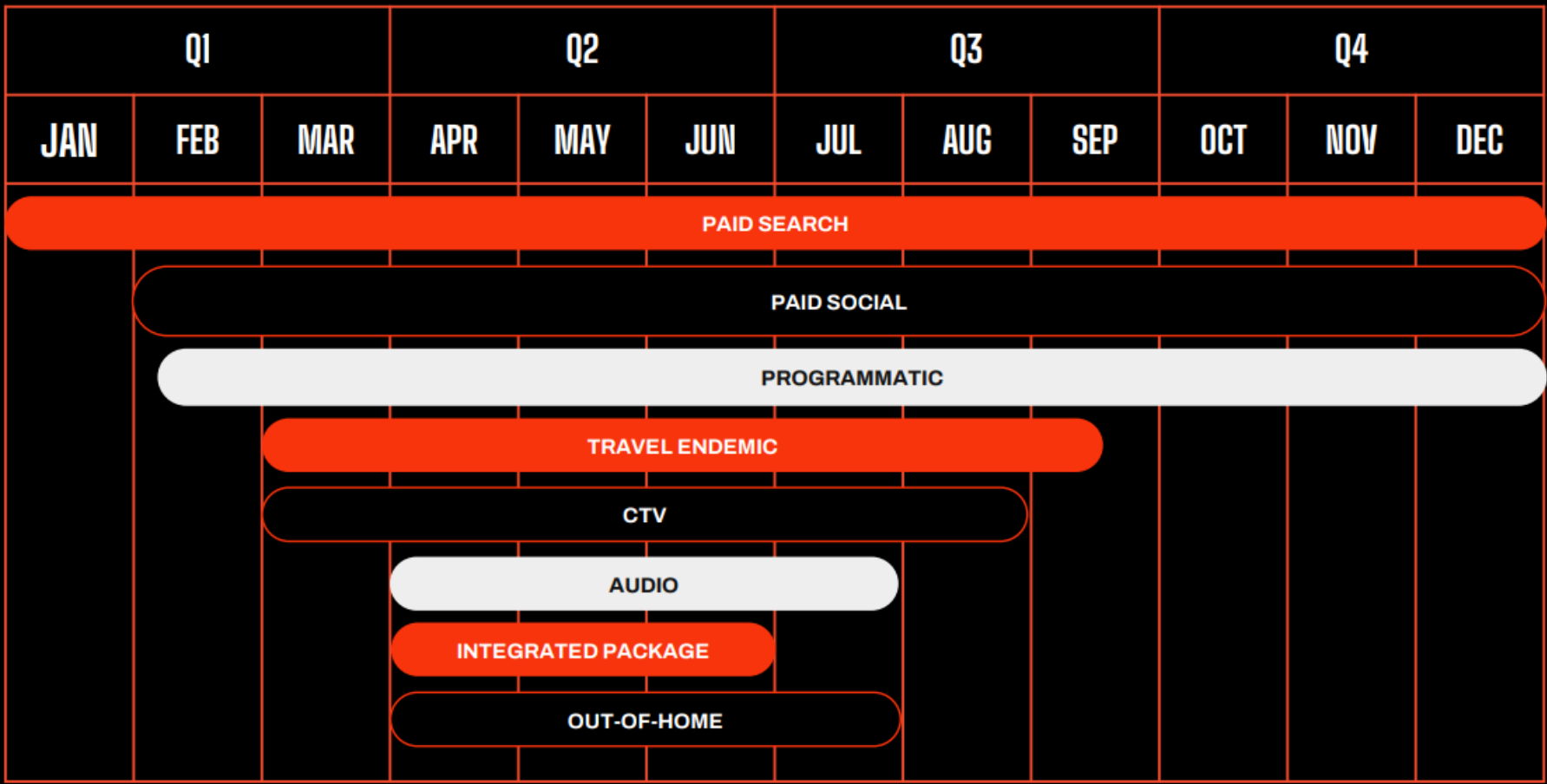
Austin, Chicago, Dallas, Houston,
Los Angeles, Minneapolis, Miami,
New York, St. Louis, Washington, D.C.



Media Mix



Media Flighting





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Social Media

Facebook and Instagram continue to be among top sources for destination discovery among travelers while TikTok is also growing in popularity.

- Generating and testing more content
- Building content to be sharable and saveable
- Optimize content for discovery
- Tie content to visitor intent
- Leaning into influencer marketing



Email

While online search leads as most receptive channel for travelers to discover destinations, email is a close second.

- Increasing frequency
- Growing subscribers
- Thoughtful segmentation & improved personalization
- Strong content mix
 - Inspiration, planning, conversion, & community/brand



[Explore](#) [Where to Stay](#) [Event Calendar](#)



Level Up Your Summer

Summer doesn't get much more picturesque. From hiking trails overlooking one-of-a-kind scenery to unrivaled mountain bike terrain to a bustling town core, Breckenridge's summers are hard to beat. Discover everything a mountain town summer has to offer.

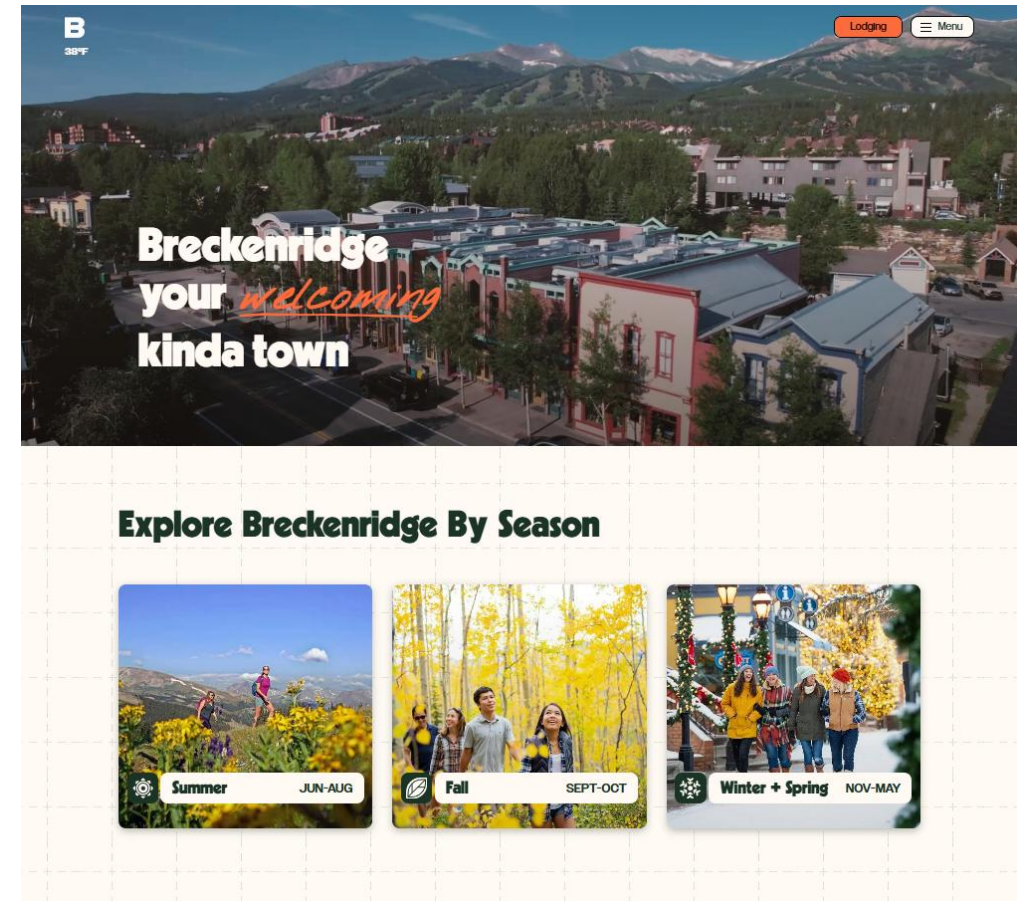
[Your Elevated Summer Itinerary](#)



Website

GoBreck.com is our most important asset serving nearly 2M users every year.

- Organic search traffic continues to decline due to AI overviews and zero click searches
- Generative Engine Optimization(GEO)
 - Maintain topical authority
 - Structured data optimization
 - Keep content fresh and up-to-date
 - Conversational, concise, & citable content



Groups

The BTO helps facilitate RFPs from group planners to drive year-round group business to Breckenridge

- 86% YOY increase in RFPs since July 1, 2025
- March 2026 was strongest month on record

WE'RE A *Team Building* KINDA TOWN

GROUP PLANNER

888.796.2825 | sales@gobreck.com
BreckMeetings.com

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Kerry O'Connor
Public Relations Manager
KOConnor@GoBreck.com

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Public Relations + Social Media

Manager: Kerry O'Connor, koconnor@gobreck.com
Content Marketing Coordinator: Kit Geary

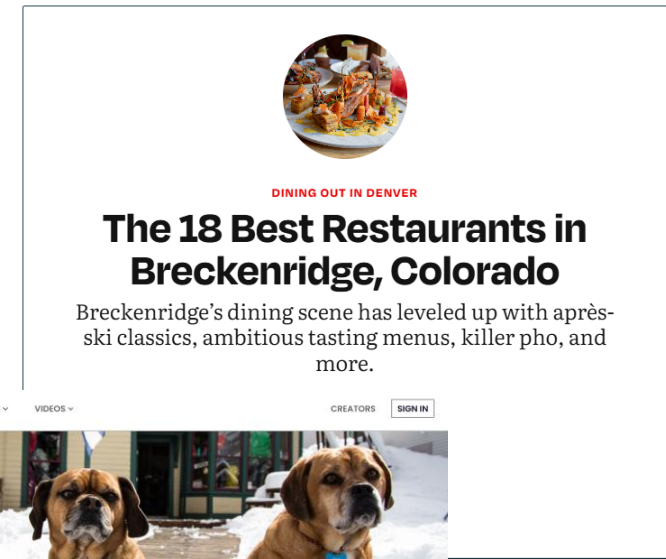
- Fully integrated, complementary efforts.
- Traditional and Digital PR provide storytelling, brand authority, and validate social content
- Social Media as a search tool



Public Relations Strategy

Pitch national travel writers and content creators to experience new offerings in Breckenridge with an emphasis on summer travel.

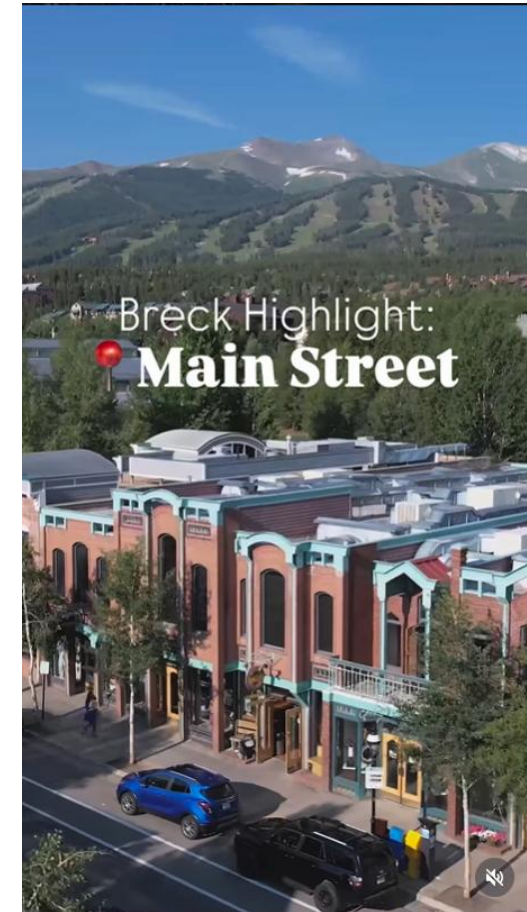
- Amplify earned coverage
- Demos: National + drive markets, in-state.
- Audiences: Mature audiences, inspirational out-of-state leisure travelers, families, couples & experience-seekers.
 - Niche personas



Social Media Strategy

Inspire out-of-state travelers with authentic, high-quality content and create a dedicated, engaged community.

- Reach travelers in their “dream stage”
- Influencer Program Expansion
- Local Ambassadors



2026 Signature Events

- **NEW:** Wildflower Week, *July 2 - 12*
- Independence Day Parade, *July 4*
- Leaf Brief Launch, *End of August*
- Governor's Conference, *Sept. 23 - 25*
- 30th Anniversary of Oktoberfest, *Sept. 25 - 27*
- **NEW:** Global Fire, *Oct. 9*





Tessa Breder
Senior Community Affairs Director
TBreder@GoBreck.com

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BRECK 101 BUSINESS REGISTRATION

OPEN NOW

- Experiences: **May 20 – June 10**
- Showcase your business's seasonal goods/services
- Increase referrals and online reviews
- **NEW:** Guest service training for employees

Register now [OneBreckenridge.com](https://www.onebreckenridge.com)

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PRE-ARRIVAL MESSAGING



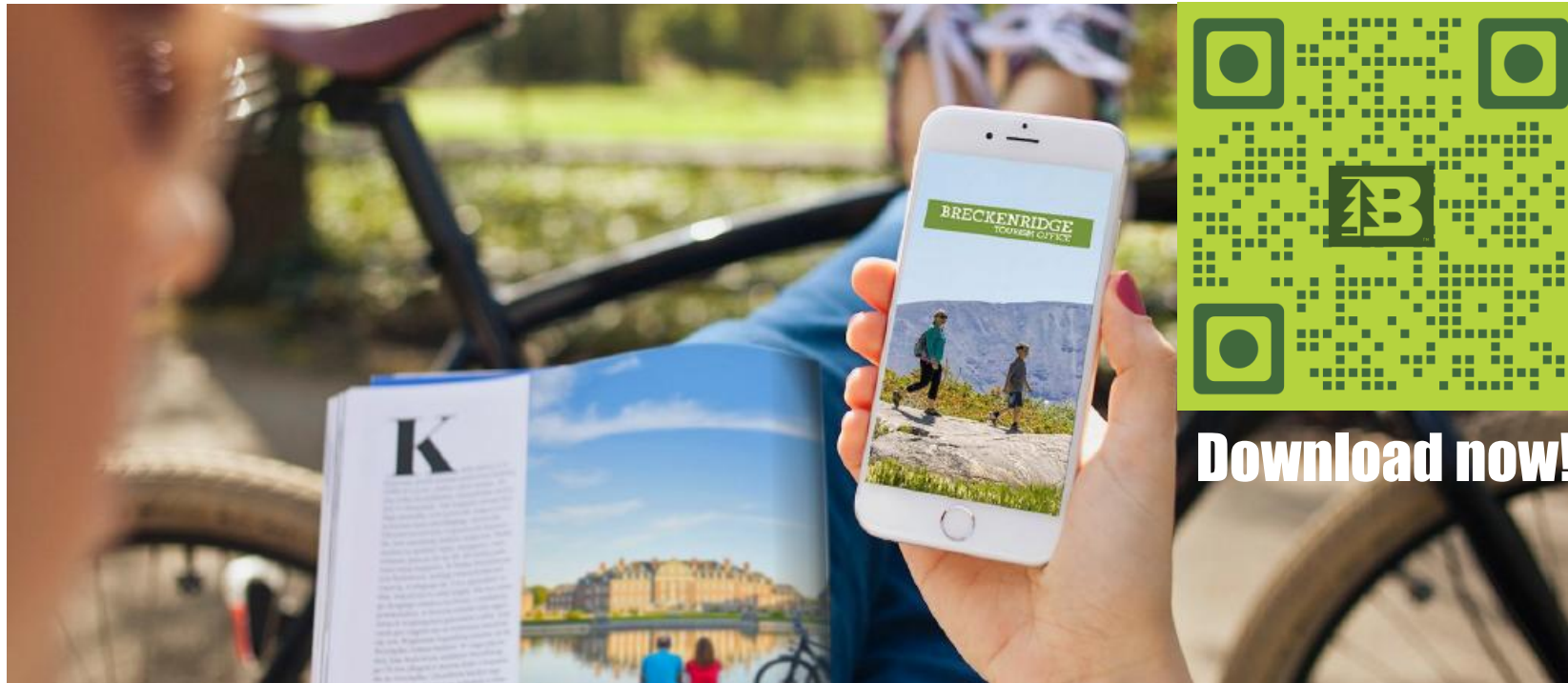
GET YOUR GUESTS SUMMER-READY

- Free email templates for lodgers for pre-arrival guest communication
- Spark excitement, while providing practical planning tips, resources and FAQs



B Like Breckenridge Guide

The ultimate trip-planning and in-town resource for guests will be available as an app *and* web-based beginning this summer



BTO Group Services

Dedicated to enhancing the Breckenridge experience for your groups and conferences



Free, professional assistance reserving:

- Area Activities
- Group Dining + Special Events
- Ground Transit

Tamara Mixson
Group Services Coordinator & Information Specialist
TMixson@GoBreck.com

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Scott Reid
Deputy Town Manager
Town of Breckenridge

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Arts & Culture Master Plan: Community-Driven Vision & Goals

- **10-Year Roadmap of Action Items, Prioritized time horizons, and metrics to measure impact.**
- **Builds upon arts and culture survey (Fall 2025)**

- **Identification of Gaps between the current and desired future state of programs and cultural facilities.**
- **Recommendations for community priorities and Town investment areas.**

Q & A

Presentation by Red, White & Blue Fire Protection District will begin shortly.

All materials referenced today can be found at OneBreckenridge.com












RED, WHITE & BLUE FIRE PROTECTION DISTRICT - APRIL 2026

BTO Summer Preview

Map released: Thurs. April 9, 2026

Data valid: April 7, 2026 at 8 a.m. EDT

Intensity

-  None
-  D0 (Abnormally Dry)
-  D1 (Moderate Drought)
-  D2 (Severe Drought)
-  D3 (Extreme Drought)
-  D4 (Exceptional Drought)
-  No Data

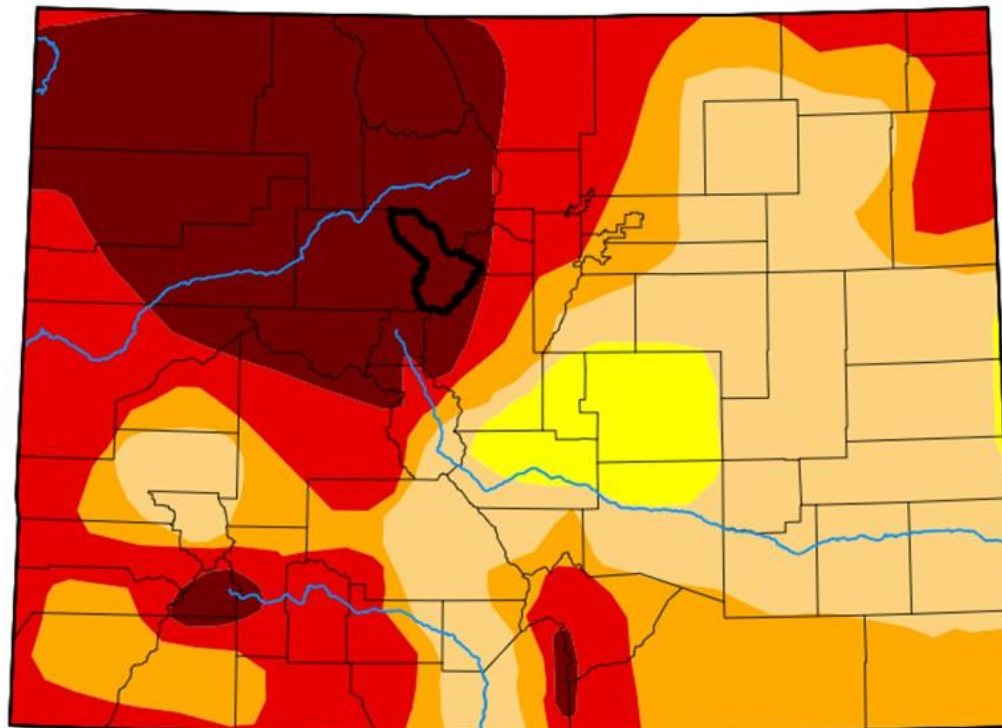
Authors

United States and Puerto Rico Author(s):

[David Simeral](#), Western Regional Climate Center

Pacific Islands and Virgin Islands Author(s):

[Anthony Artusa](#), NOAA/NWS/NCEP/CPC



current drought status

4 month outlook





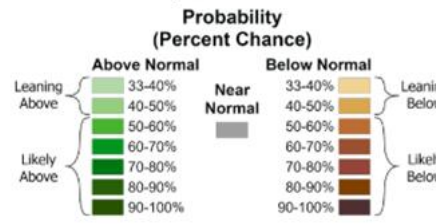
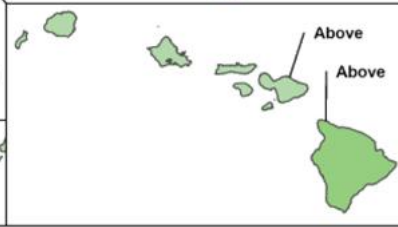
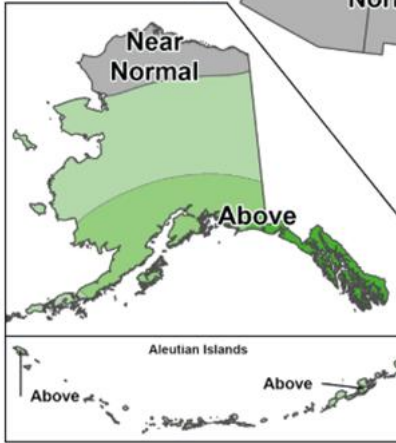
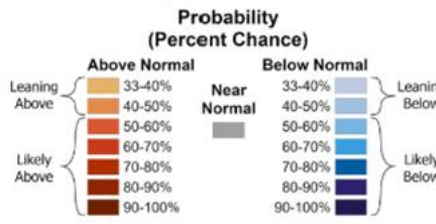
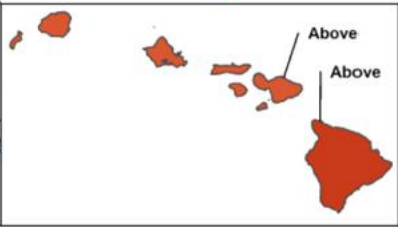
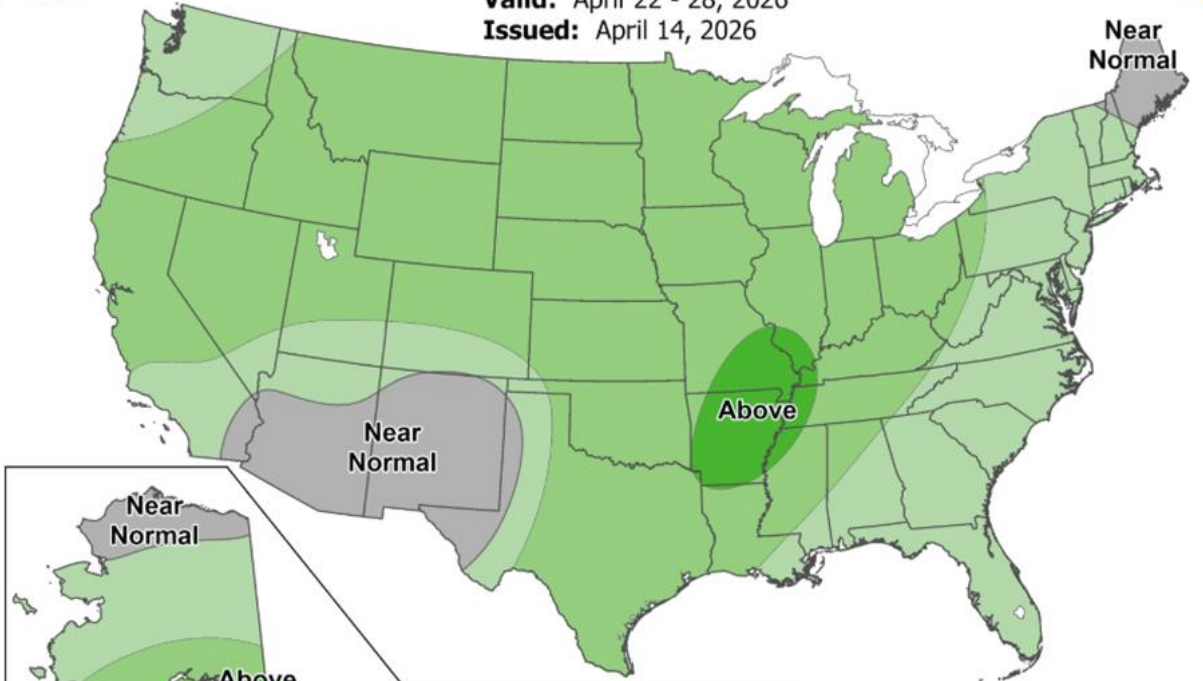
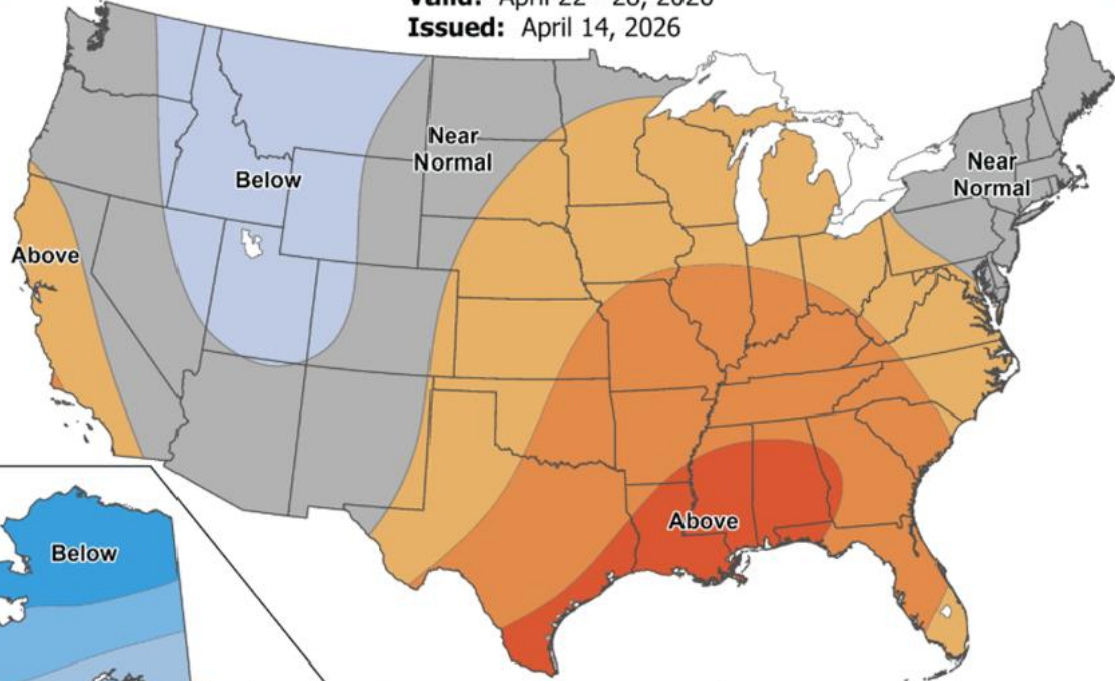
8-14 Day Temperature Outlook

Valid: April 22 - 28, 2026
Issued: April 14, 2026



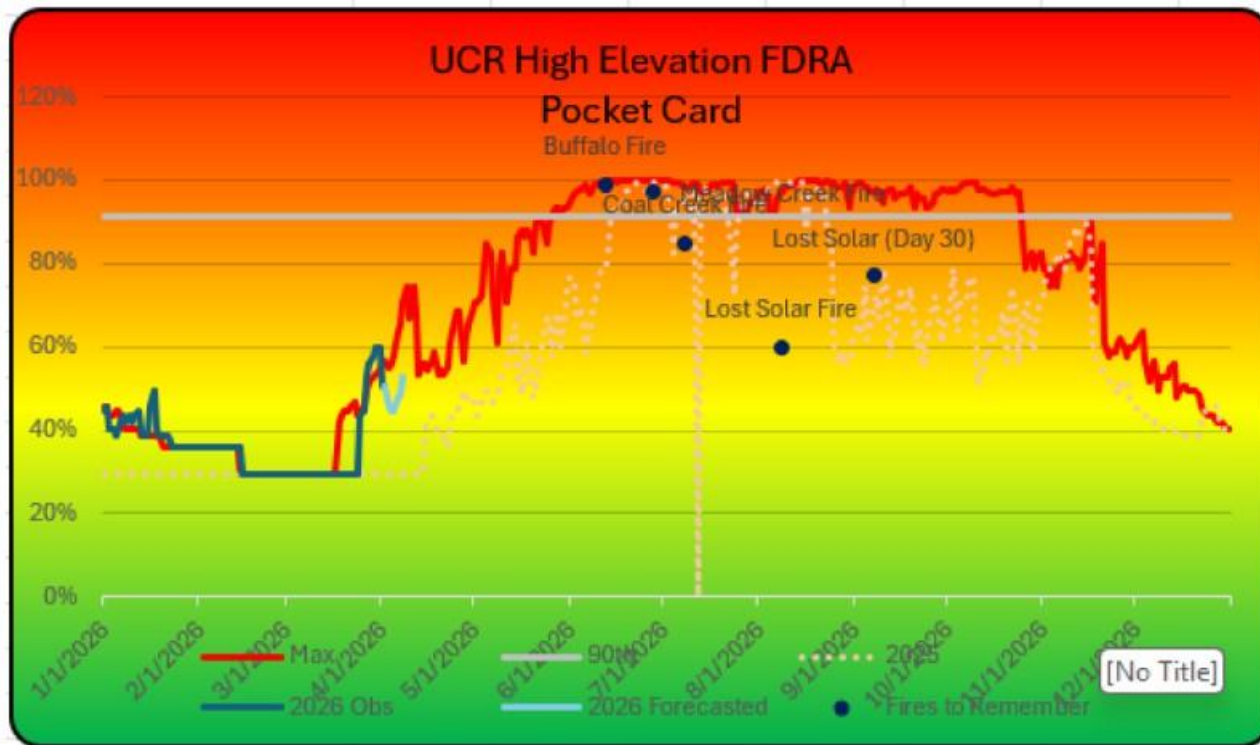
8-14 Day Precipitation Outlook

Valid: April 22 - 28, 2026
Issued: April 14, 2026



short term outlook

fire restrictions process



PROCESS FOR IMPLEMENTING FIRE RESTRICTIONS

- ERC 90-96% LAST 5 DAYS WITH REPRESENTATIVE SIG GROUPS
 - HIGH HUMAN CAUSED RISK
- LIVE FUEL MOISTURES ARE AT OR APPROACHING HISTORIC THRESHOLDS
- NO SIGNIFICANT RELIEF IN FIRE WEATHER FORECAST DURING THE NEXT 7 DAYS



ALL CRITERIA ARE MET, IMPLEMENT STAGE I RESTRICTIONS



THREE ELEMENTS ARE PRESENT, STRONGLY CONSIDER STAGE I RESTRICTIONS.



LESS THAN THREE ELEMENTS ARE PRESENT, NO FIRE RESTRICTIONS

- ERC GREATER THAN 97% LAST 5 DAYS WITH REPRESENTATIVE SIG GROUPS
 - HIGH HUMAN CAUSED RISK
- LIVE FUEL MOISTURES WELL BELOW HISTORIC THRESHOLDS
- NO SIGNIFICANT RELIEF IN FIRE WEATHER FORECAST DURING THE NEXT 7 DAYS



ALL CRITERIA ARE MET, IMPLEMENT STAGE II RESTRICTIONS



THREE ELEMENTS ARE PRESENT, STRONGLY CONSIDER STAGE II RESTRICTIONS.



LESS THAN THREE ELEMENTS ARE PRESENT, REMAIN AT STAGE I RESTRICTIONS



**defensible
space**



**Pre-Green Up
Clean Up**

- Walk your home's perimeter and remove trash/debris
- Rake or leaf blow the first 5 feet around your home
- Trim shrubs and tree branches within 5-10 feet


RWB Fire is prepared for wildfire season, are you?



**Mid-Summer
Cut & Clear**

- Cut and maintain grasses within 30 feet of your home
- Remove stored items from underneath decks
- Remove excess vegetation in the 0-5 foot zone

RWB Fire is prepared for wildfire season, are you?



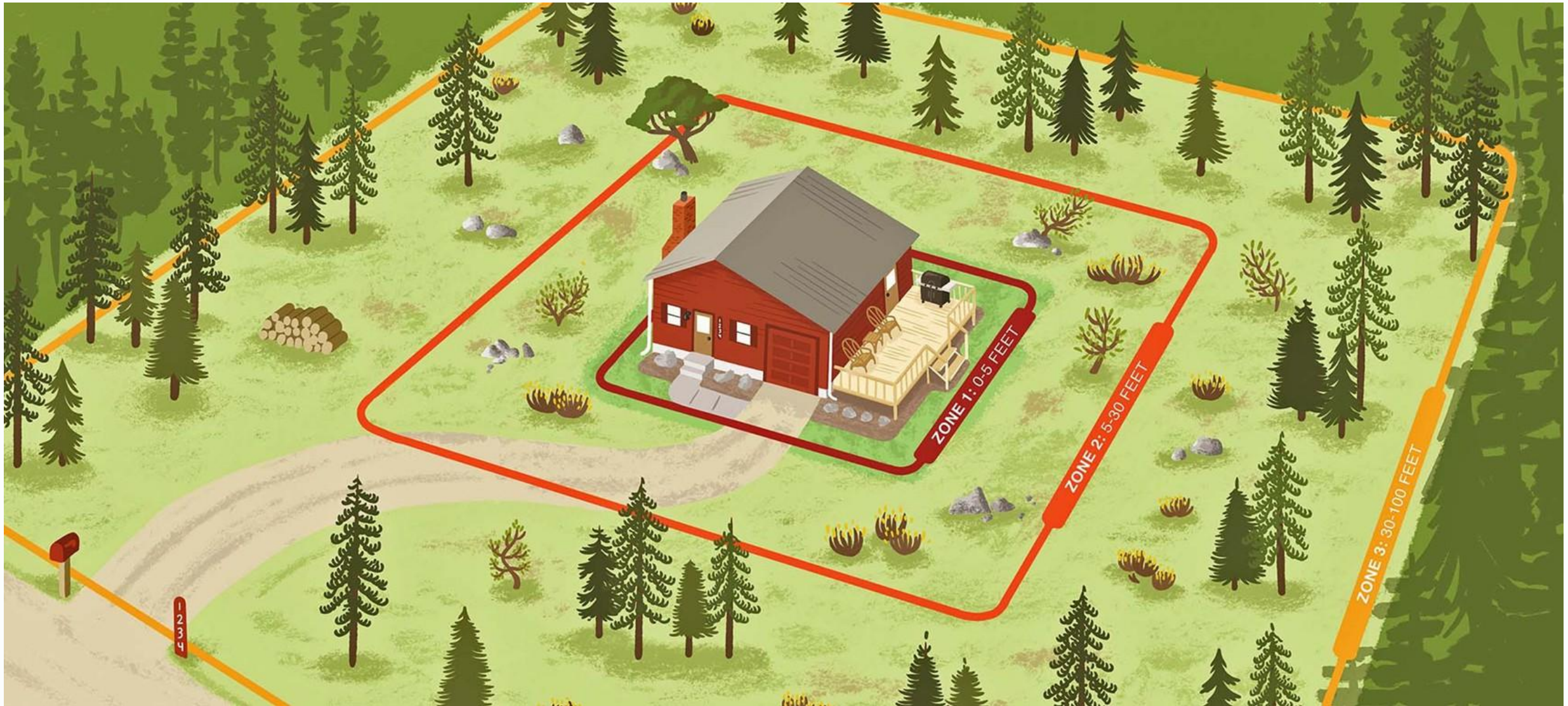
**Reduce
Fall Fuels**

- Weed whack wildflowers and grasses within 100' of your home
- Clean gutters, roof, and exterior vents
- Leaf blow often as the aspen drop their leaves

RWB Fire is prepared for wildfire season, are you?

where to start

call us!





for visitors



THANK YOU

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