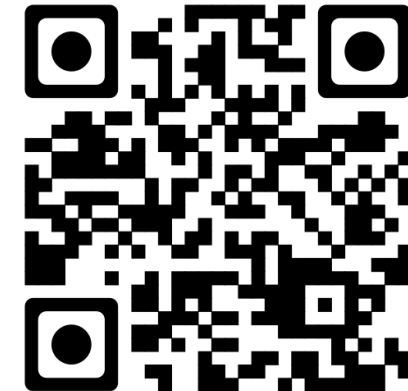


Breckenridge Tourism Office Annual Meeting



Thanks for joining us.
Please scan the code below to access
the meeting agenda + resources







Tessa Breder

Sr. Director of Community Affairs

Breckenridge Tourism Office

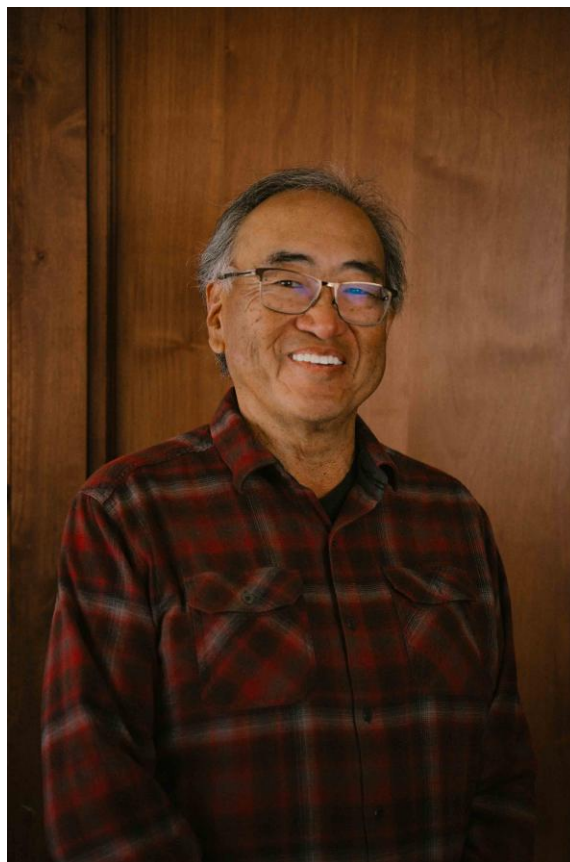




Lucy Kay
President & CEO
Breckenridge Tourism Office



Bruce Horii



2025 BOARD OF DIRECTORS



Matt Vawter

Chair

Owner, Rootstalk & Radicato Restaurants, Threefold Bakery



Bruce Horii

Vice Chair

Retired Director of Sales & Marketing, Beaver Run Resort



David Hughes

Secretary / Treasurer (Jan-Jun)

Retired Partner, Ernst & Young



Abbey Browne

Secretary / Treasurer (Jun-Dec)

Owner & President, Wood Winds Property Management



Dick Carleton

Breckenridge Town Council Representative



Sara Lococo

Breckenridge Ski Resort Appointee (Jan-Apr)

Senior Manager of Communications & Marketing, Vail Resorts



Molly Bond

Breckenridge Ski Resort Appointee (Oct-Dec)

Director of Destination Resort Experience Marketing, Vail Resorts



Wendy Wolfe

Former Town Council Member



Sara Cox

(Jun-Dec)
Owner, The Crown



Mike Shipley

Owner, Country Boy Mine & Key Media Publishing



Mary Butin

Founder & CEO, Butin PR



Tim West

Owner, Breckenridge Outfitters



Ginny Vietti

(Jun-Dec)
VP Marketing, Breckenridge Grand Vacations

E Executive Committee

N Nominating Committee

M Marketing Committee

C Community Affairs & Services Committee

F Finance Committee



2025 COMMITTEES

Marketing Committee		Finance Committee	
Bruce Horii Beaver Run	James Lee Digitiqe	David Hughes (Jan-Jun) Ernst & Young	Jay Beckerman Blue River Bistro
Ginny Vietti Breckenridge Grand Vacations	Mary Butin Butin PR	Abbey Browne (Jun-Dec) Wood Winds Property Management	Robin Dew Breckenridge Grand Vacations

Community Affairs Committee

Carol Saade Breckenridge Town Council	Corry Mihm Breckenridge Restaurant Association
Aniela Wasmanski LIV Sotheby's	Abbey Browne Wood Winds Property Management
Andrea Edwards Breck Create (Jan-Jun)	Mike Hessel Peak Property Management
Jill Marek Breck Create (Jul-Dec)	Mike Shipley Country Boy Mine & Key Media Publishing
Kathy Christina Mountain Metro Real Estate	Shelby Schwendeman Breck Park
Sara Cox The Crown	Joel Richards Charter Sports
Scott Reid Town of Breckenridge	

Resident Sentiment Survey Advisory Committee

Dave Askeland Colorado Mountain College	Carol Saade Town Council Representative	Tamara Nuzzaci-Park Breck Create
Ellen Reid Summit Foundation	Julia Puester Town of Breckenridge	Mindy Thein Beloved Boutique
Leigh Girvin Resident	Scott Reid Town of Breckenridge	TJ Messerschmitt Fatty's Pizzeria
Jen Cawley Hearthstone Enterprises	Ginny Vietti Breckenridge Grand Vacations	Kathy Christina Mountain Metro Real Estate
Abbey Browne Wood Winds Property Management	Larissa O'Neil Breckenridge History	



BRECKENRIDGE TOURISM OFFICE TEAM

Lucy Kay

President/CEO

Becca Reniers

Administrative Manager

Aaron Sanford

Director of Finance/
HR Administrator

Bill Wishowski

Managing Director

Majai Bailey

Senior Events Manager

Sarah Wetmore

Senior Events Manager

John Sellers

Senior Director of Marketing

Rachel Lawlis-Esser

Marketing Manager

Kerry O'Connor

Public Relations Manager

Kit Geary

Content + Marketing Coordinator

Jace Koenig

Visual Assets Manager

Eddie McGuigan

Group Leads Administrator

Tessa Breder

Senior Director of Community Affairs

Holly Blando

Director of Destination Stewardship &
Partnerships (Jan-Jun)

Wendy Wilkerson

Welcome Center Manager

Tamara Mixson

Group Services Specialist &
Information Specialist

Welcome Center Information Specialists

Stephanie Benzian | Bruce Horii
Meg Caldwell | Kristine Keller
Suzanne Davis | Kara Martella
Neva Frank | Lisa Rogers



The Power of the Flower





Chris Davidson MMGY EVP, Travel Intelligence



BRECKENRIDGE
TOURISM OFFICE

DMMO
DESTINATION MARKETING
MANAGEMENT ORGANIZATION



A scenic view of a ski resort. In the foreground, a gondola lift is suspended over a lush green forest. The gondola is dark with "BRECKENRIDGE" written on it. In the background, there are more gondolas and a large wooden lodge building. A lake is visible in the lower right, reflecting the surrounding greenery.

Portrait of American Travelers™

Summer 2026

June 18, 2026

Chris Davidson
EVP, Travel Intelligence
MMGY

The logo for MMGY, consisting of the letters "MM" stacked above "GY" in white, set against a red square background.

**MM
GY**

WE ARE MMGY.

We are the world's leading integrated marketing and communications company specialising in the travel, tourism and hospitality sector, backed by 40 years of experience and over 600 travel experts.



For more information contact:
newbies@mmgyglobal.com
7309 W 20th St #400
Overland Park, KS 66204



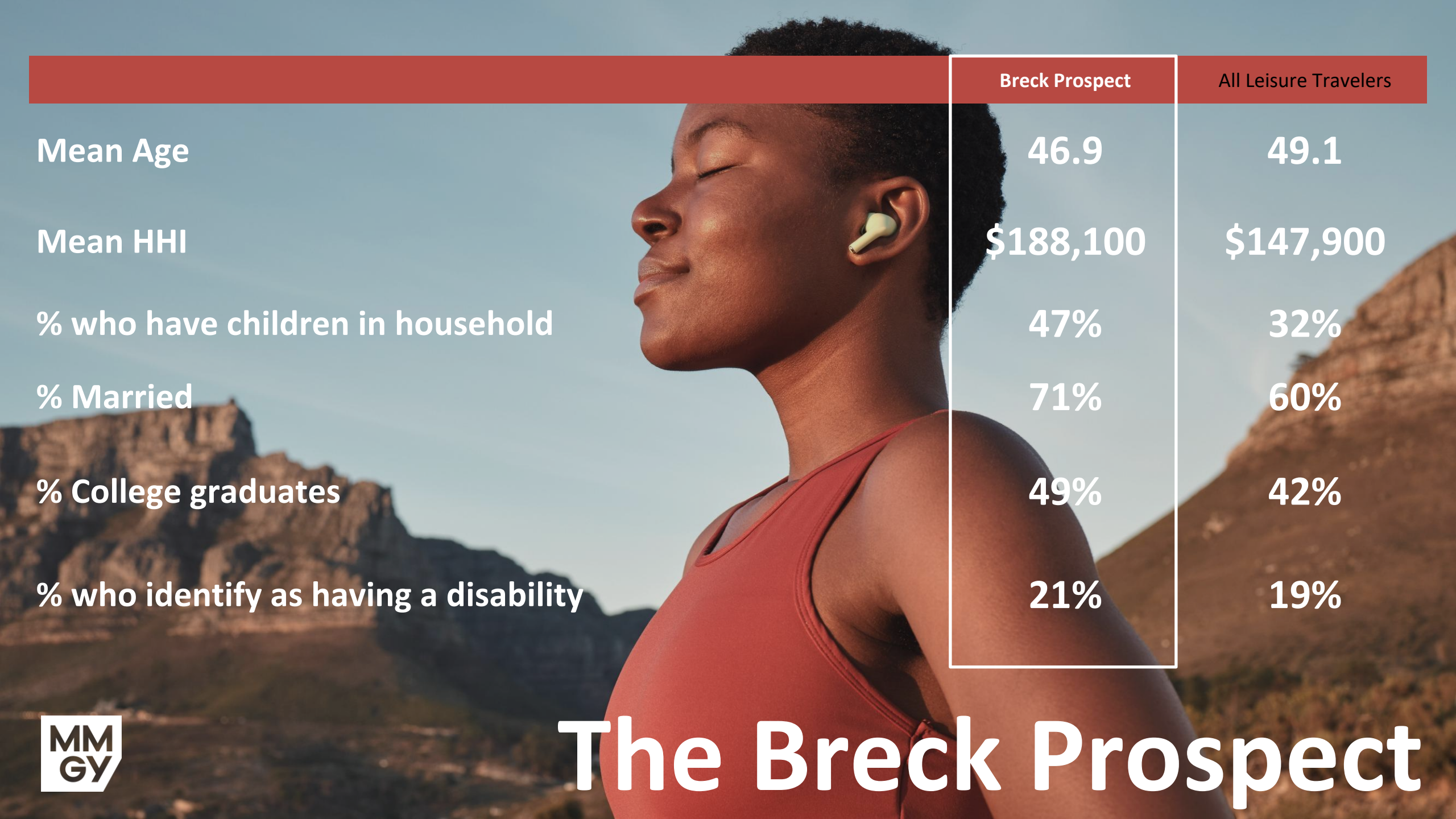
FIFTH EDITION
**PORTRAIT
OF AMERICAN
TRAVELERS**



**MM
GY** Travel
Intelligence

Research Methodology

- MMGY's *Portrait of American Travelers*™ deals exclusively with leisure travel. The travel trend information presented in this report was obtained from interviews with 4,372 U.S. adults in May 2026.
- **Active leisure travelers:** 3,506 U.S. adults who intend to take at least one overnight leisure trip during the next 12 months (80.2%).
- **Breckenridge Prospect** (n=450) is a) Extremely interested in visiting Colorado in N2Y and b) has an annual HHI > \$100,000
- The error interval of the statistical estimates appearing in this report (for n=3,506) is +/- 1.66% at the 95% level of confidence.

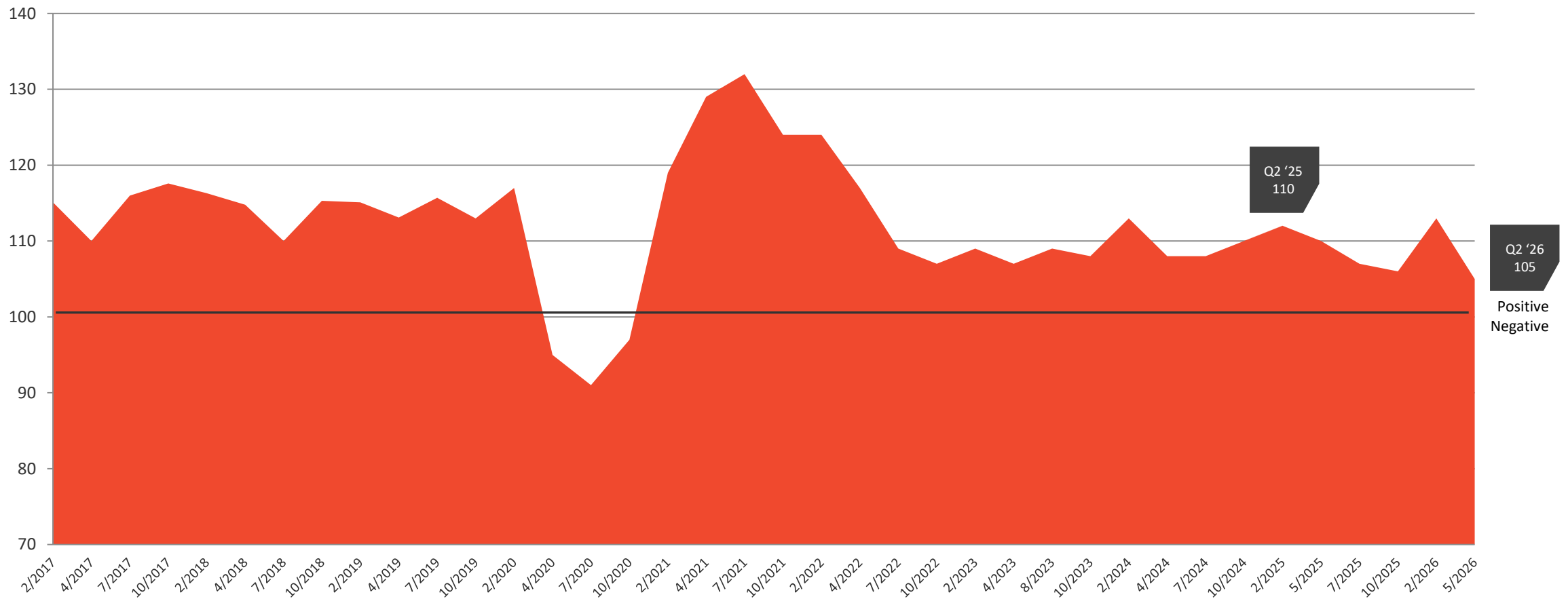


	Breck Prospect	All Leisure Travelers
Mean Age	46.9	49.1
Mean HHI	\$188,100	\$147,900
% who have children in household	47%	32%
% Married	71%	60%
% College graduates	49%	42%
% who identify as having a disability	21%	19%



The Breck Prospect

Overall American Traveler Sentiment Index™ (TSI): Travel Confidence Softens in Q2 2026



Base: U.S. adults (n=4,371)

Source: MMGY's 2026 Portrait of American Travelers™ "Summer Edition"



Traveler Sentiment Index™

Travelers are taking a more measured approach over the next 12 months, expecting to take fewer trips and spend slightly less as travel costs continue to rise.

Expected overnight leisure travel spend in the next 12 months:

\$5,570

vs. **\$5,704** in Q1 2026

Expected number of overnight leisure trips in the next 12 months:

3.49

vs. **3.87** in Q1 2026

Base: Active leisure travelers (n=3,506)

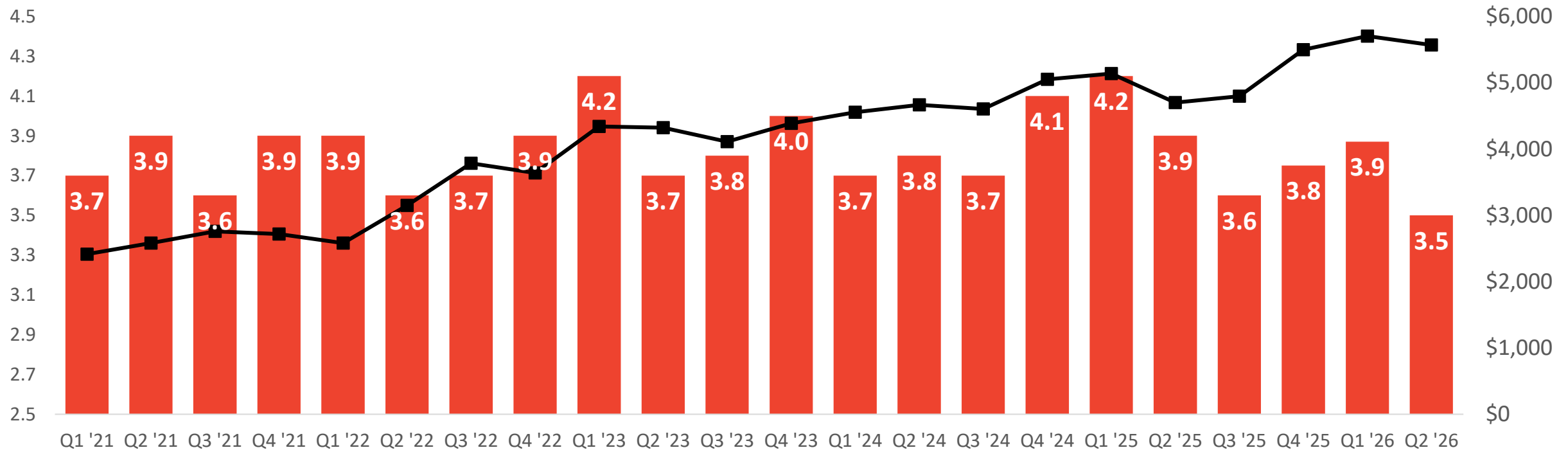
Source: MMGY's 2026 *Portrait of American Travelers*™ "Summer Edition"



Following record-high expected travel spending in Q1, travelers have pulled back slightly in Q2, planning fewer trips, suggesting a more cautious approach as travel costs continue to rise.

Leisure Travel and Spending During the Next 12 Months

Avg. Number of Vacations Expect to Take Avg. Amount Expect to Spend

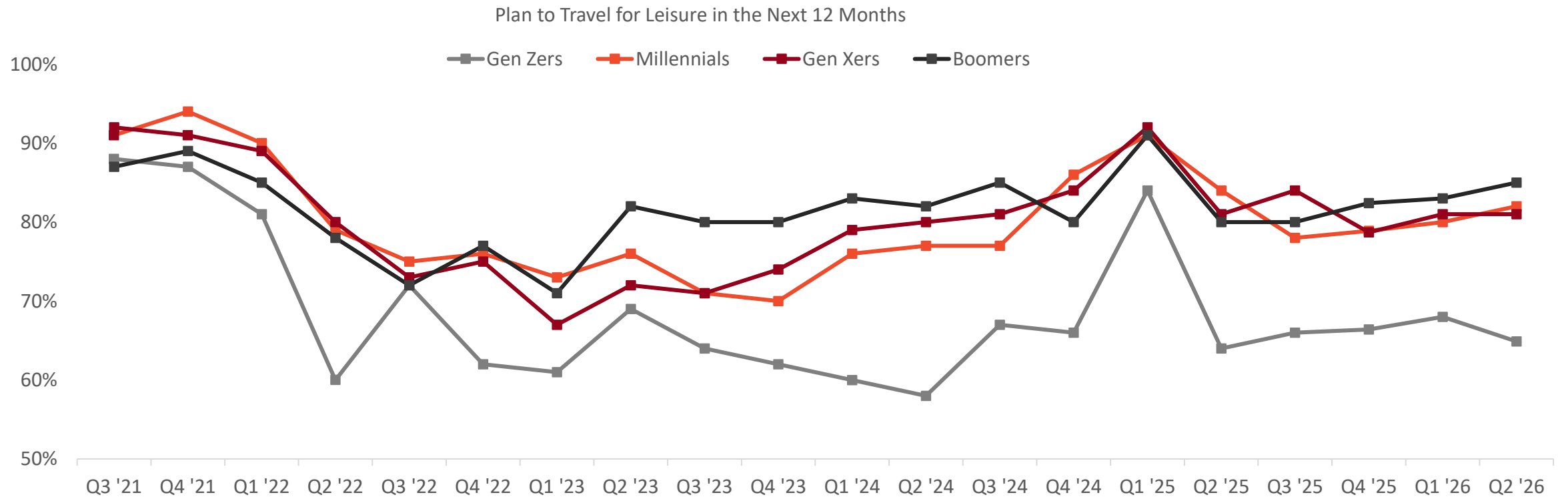


Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 Portrait of American Travelers™ "Summer Edition"



Boomers maintain the highest travel intentions over the next 12 months, while Millennials continue to show a modest increase in planned travel, indicating continued resilience in leisure travel demand.



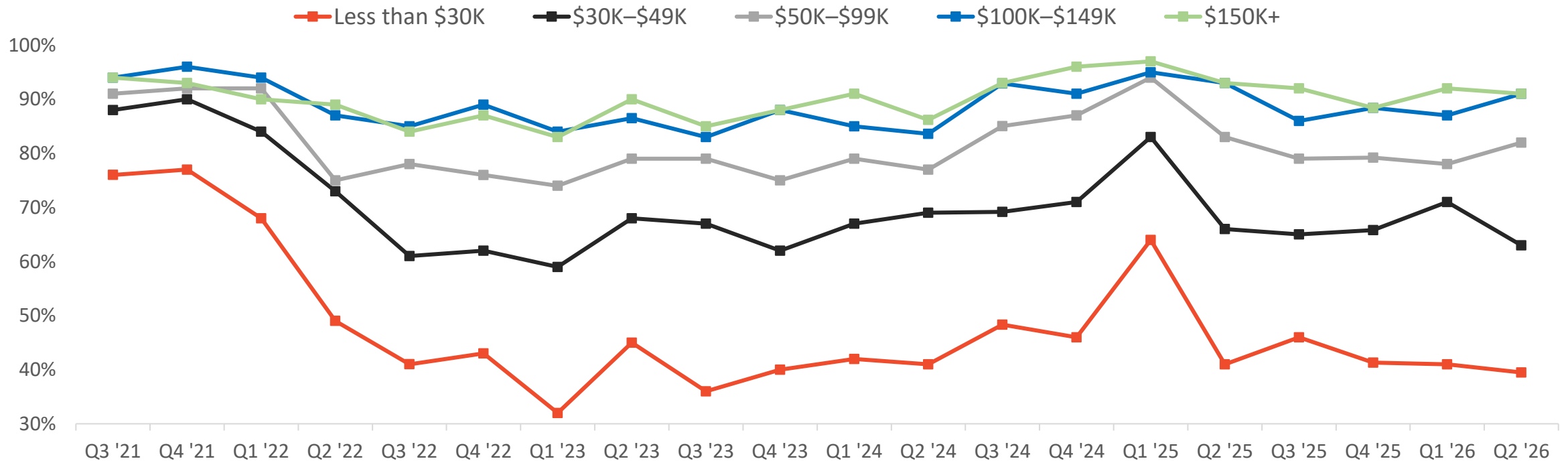
Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 Portrait of American Travelers™ "Summer Edition"



Travel intentions continue to be highest among those earning \$100K or more, with obvious bifurcation of leisure market.

Plan to Travel for Leisure in the Next 12 Months



Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 Portrait of American Travelers™ "Summer Edition"



Breck Prospects intend to travel more and spend approximately 28% more on travel than non-prospects.

Expected overnight leisure travel spend in the next 12 months:

\$7,107

vs. **\$5,570** (all travelers)

Expected number of overnight leisure trips in the next 12 months:

4.17

vs. **3.49** (all travelers)

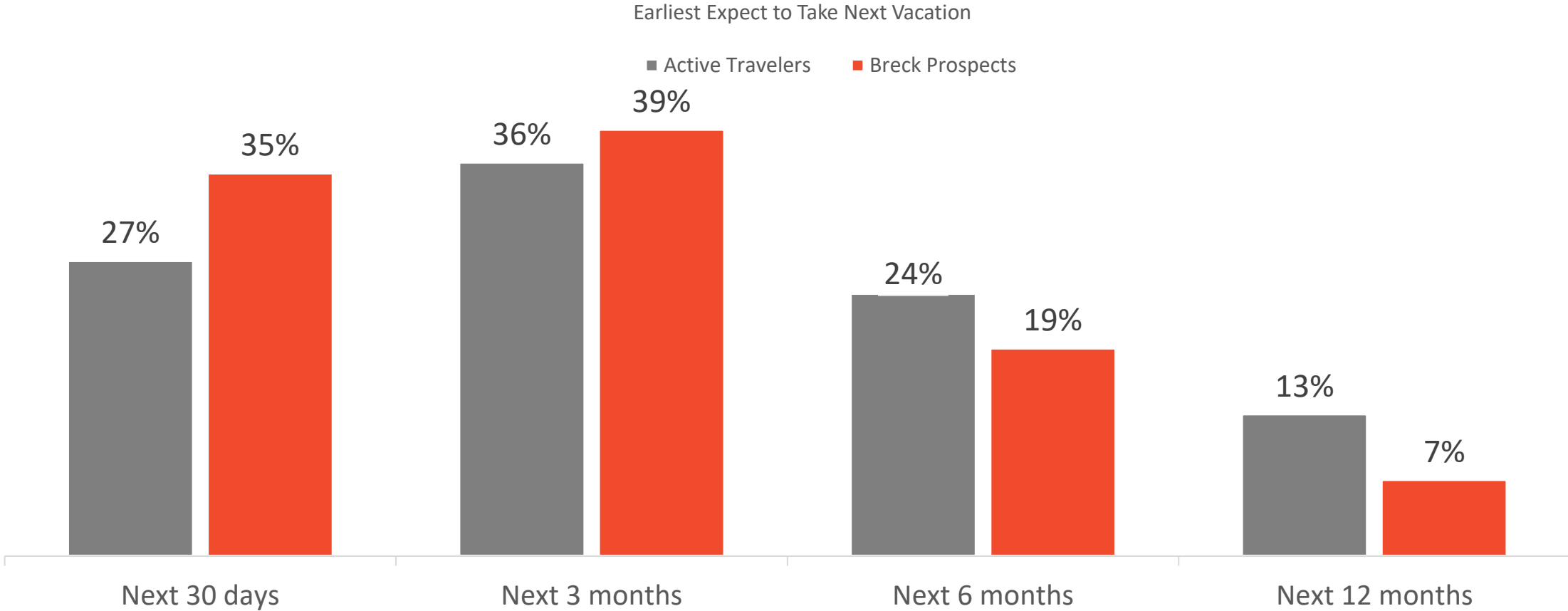
Prospect Base: Interested in visiting Colorado + > \$100,000 annual HHI (n=450)

All Traveler Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 *Portrait of American Travelers*™ "Summer Edition"



Nearly three quarters (74%) of Breck Prospects plan to travel in the next three months v. 63% of travelers overall.



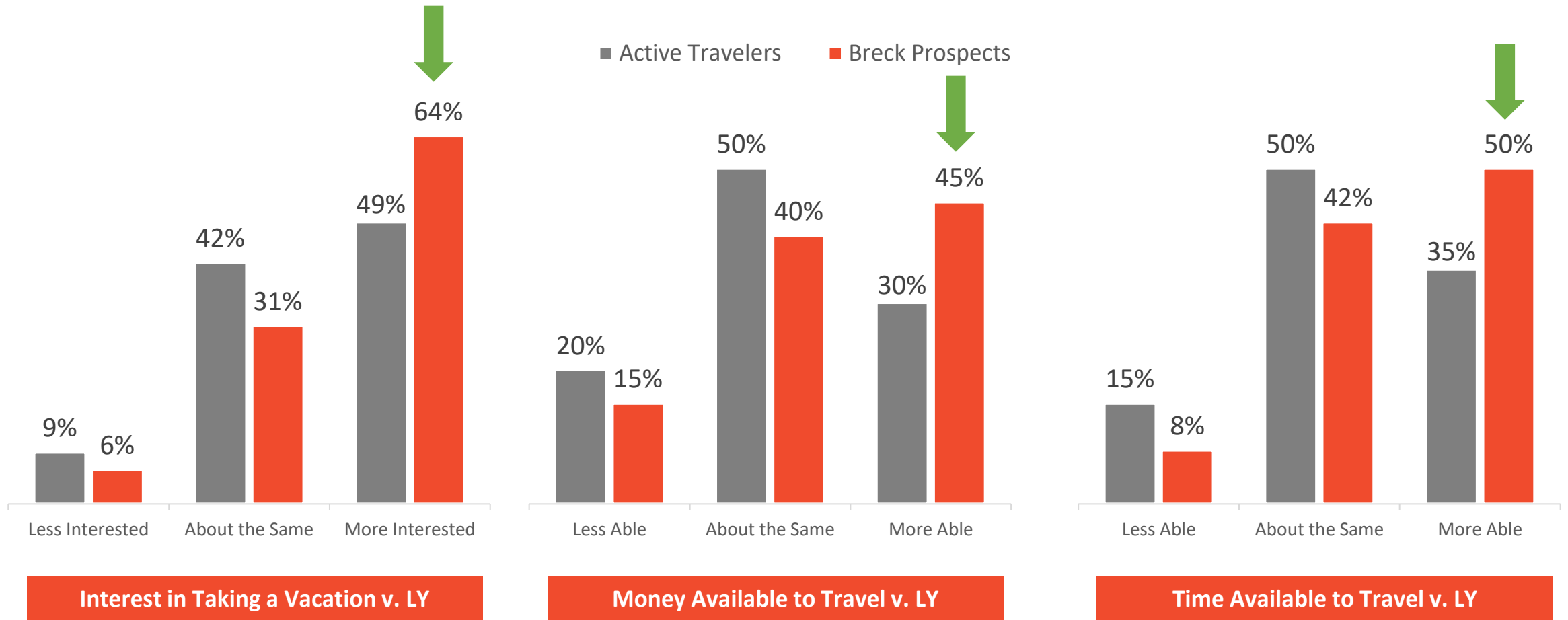
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Source: MMGY's 2026 *Portrait of American Travelers*™ "Summer Edition"



Traveler Optimism Indicators for Breck Prospects



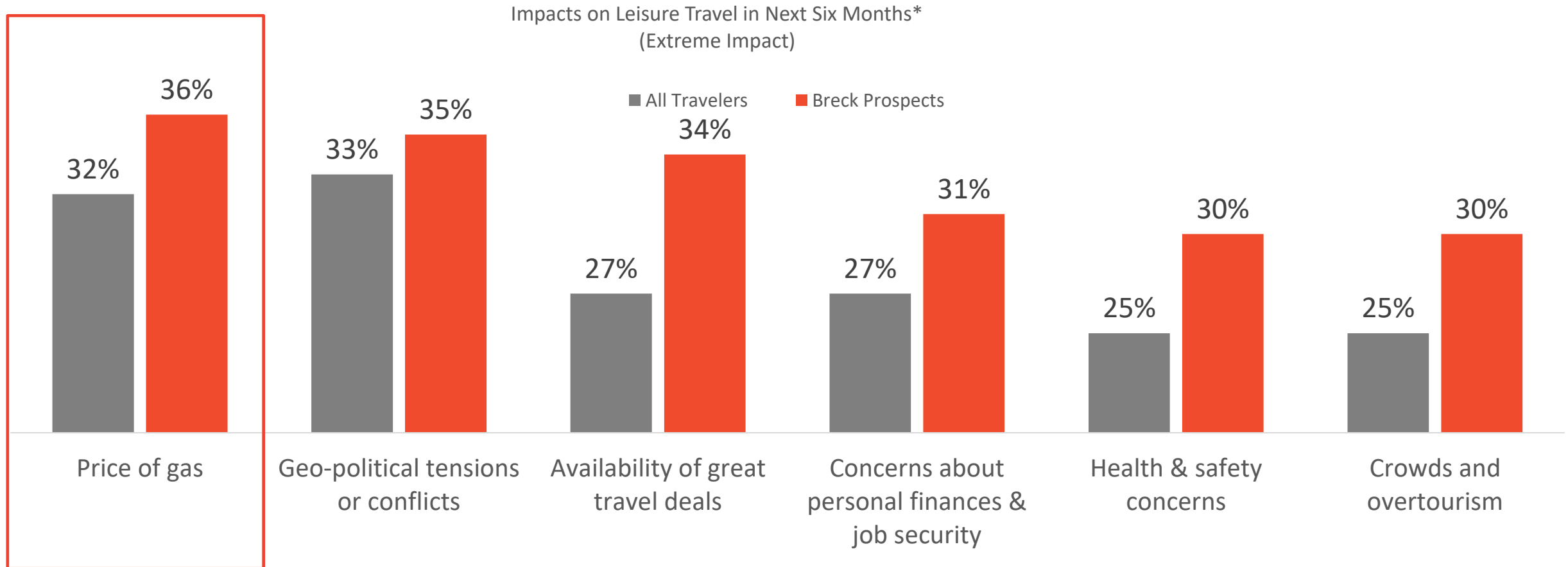
Prospect Base: Interested in visiting Colorado + > \$100,000 annual HHI (n=450)

All Traveler Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 *Portrait of American Travelers*™ "Summer Edition"



For Travelers overall, the impact of gas prices on leisure travel plans has more than doubled since last quarter, while health and safety concerns have eased by 8 percentage points.



Prospect Base: Interested in visiting Colorado + > \$100,000 annual HHI (n=450)

All Traveler Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 Portrait of American Travelers™ "Summer Edition"





Vacation Motivators and Culinary Influence





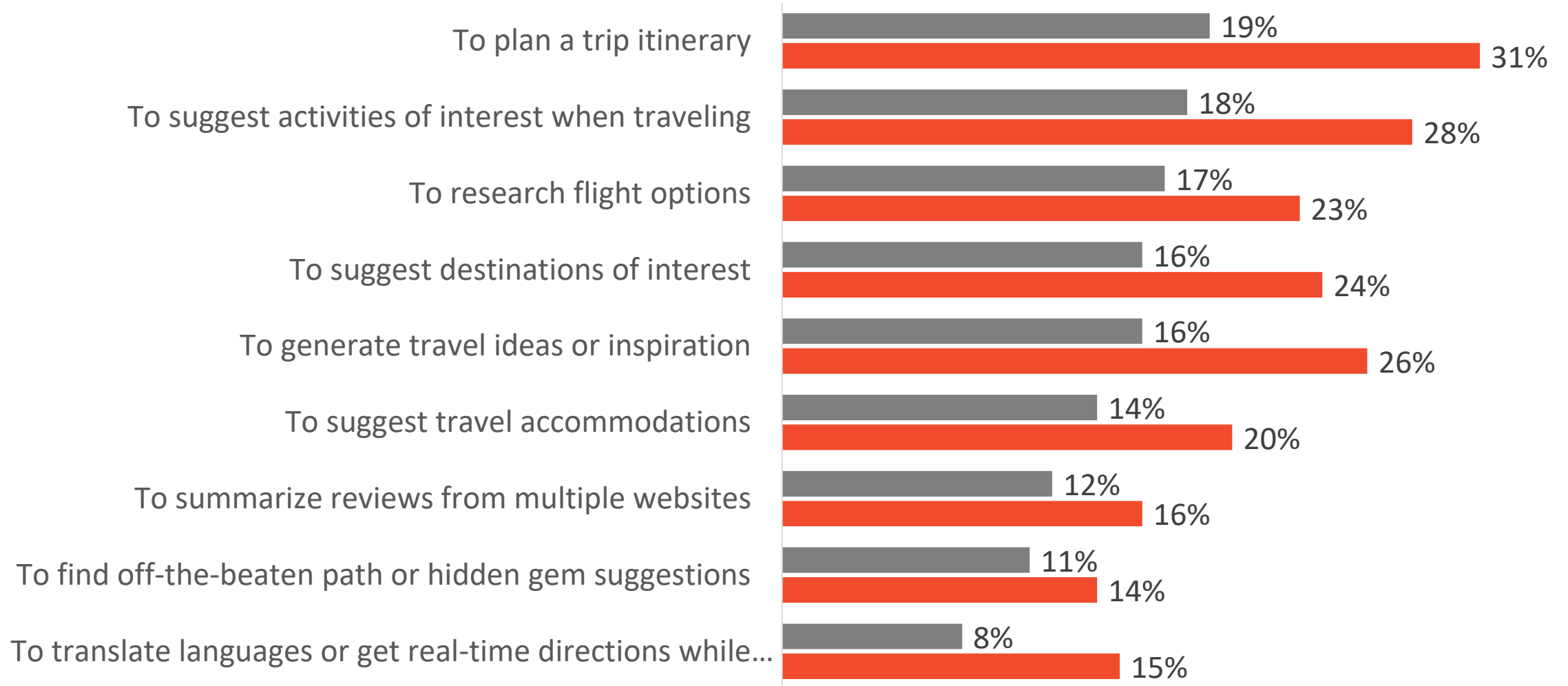
65%

of Breckenridge prospects have used AI tools when planning travel.



+13 points vs all active leisure travelers

And travelers are using AI tools across the entire travel planning funnel.



Prospect Base: Interested in visiting Colorado + > \$100,000 annual HHI (n=450)

All Traveler Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 *Portrait of American Travelers*™ "Summer Edition"

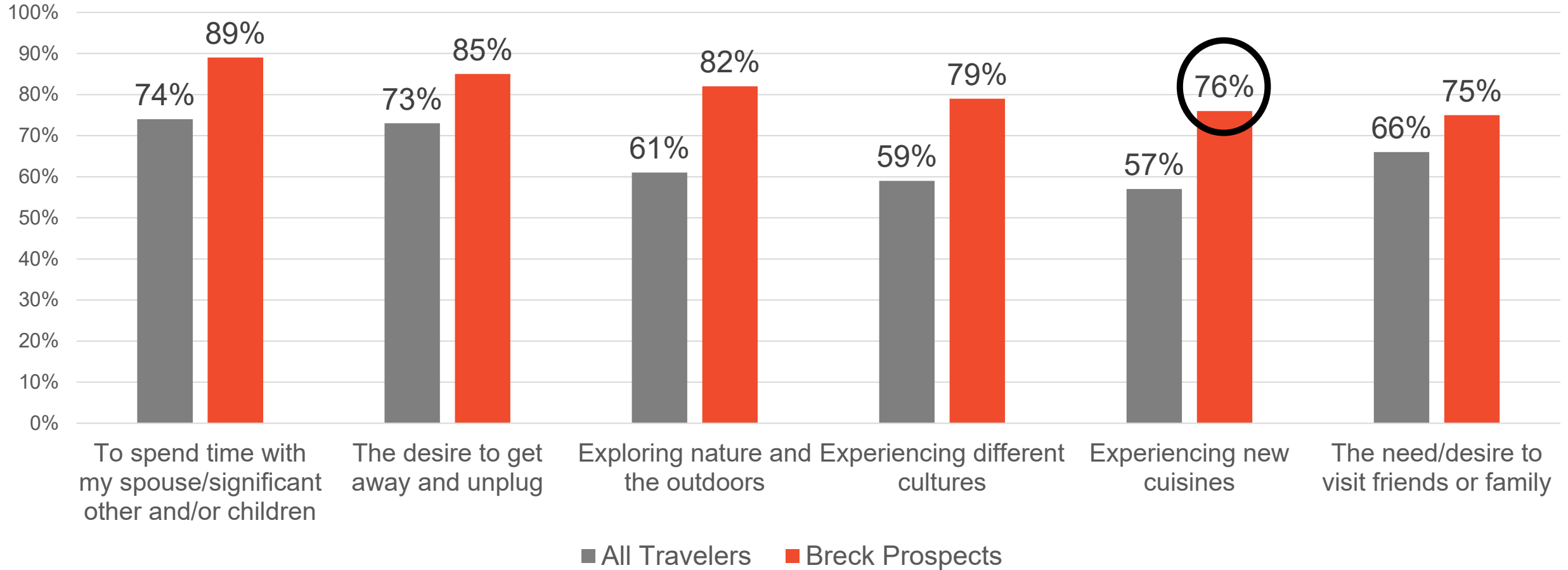
20%

Of Breck prospects now tell us AI recommendations are “extremely influential” in the decision of where to eat when traveling.

Prospect Base: Interested in visiting Colorado + > \$100,000 annual HHI (n=450)
All Traveler Base: Active leisure travelers (n=3,506)
Source: MMGY's 2026 *Portrait of American Travelers™* "Summer Edition"



For Breckenridge visitor prospects, the drive to experience new cuisines now exceeds the desire to visit friends or family.



Prospect Base: Interested in visiting Colorado + > \$100,000 annual HHI (n=450)

All Traveler Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 *Portrait of American Travelers*™ "Summer Edition"



The culinary experience is increasingly influential in travelers' destination decisions.

Influential When Selecting a Destination (Top 10 Factors)	All Travelers	Breck Prospects
Beautiful scenery	69%	74%
Safety	57%	64%
Food and drink scene	54%	59%
Outdoor/nature activities	46%	58%
Historic significance of a destination	46%	52%
Focus on family activities	32%	37%
A sense of tradition (place family has traditionally visited)	29%	35%
Music scene	23%	25%
The ethnic diversity and multicultural population of a destination	21%	26%
Nightlife/bars	18%	22%

Prospect Base: Interested in visiting Colorado + > \$100,000 annual HHI (n=450)

All Traveler Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 *Portrait of American Travelers*™ "Summer Edition"

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Prospect Base: Interested in visiting Colorado + > \$100,000 annual HHI (n=450)

All Traveler Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 Portrait of American Travelers™ "Summer Edition"



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Top-10 Traveler Personas

Percent Who Self-Identify With Each Descriptor

	All Travelers	Breck Prospects
Beach lover	43%	54%
Family traveler	35%	45%
Foodie	38%	43%
Pet lover	33%	40%
Travel bargain hunter	28%	34%
World traveler	24%	34%
Sports fan/enthusiast	28%	32%
Outdoor adventurer	28%	32%
Wine enthusiast	18%	28%
Theme-park enthusiast	21%	27%

Prospect Base: Interested in visiting Colorado + > \$100,000 annual HHI (n=450)

All Traveler Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 *Portrait of American Travelers™* "Summer Edition"



Breck prospects prioritize local discovery over fine dining.

Culinary experiences travelers would be most likely to prioritize when visiting a new destination (select up to two)



Prospect Base: Interested in visiting Colorado + > \$100,000 annual HHI (n=450)

All Traveler Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 *Portrait of American Travelers™* "Summer Edition"



ADVENTURE BY FOOT
or by Fork



PEAK YOUR

Palate

GREAT FLAVOR IS IN
Our Nature



ADVENTURE
By Fork

From food trucks to Michelin stars, experience Colorado's award-winning flavors





Chipotle Cherry Pork Chops

with Quinoa, Vegetables & Lime Sour Cream

🕒 45 MIN

2 Servings

with Pork Chops ▾

From the Test Kitchen

To celebrate Colorado's diverse landscapes and vibrant culinary scene, we've teamed up with Colorado native and James Beard Award nominated Chef Brother Luck, known for his love of local ingredients. In this dish, sweet heat abounds thanks to the chipotle cherry marinade coating our juicy, seared pork chops. It's all served atop a bed of fluffy quinoa studded with onion, pepper, and golden raisins, then garnished with lime sour cream and pepitas for a cooling, crunchy finish.

[CLICK FOR RECIPE CARD](#)

[SEE PLANS](#)

RESULTS AT A GLANCE

- **110.7M earned media impressions** from 456 media pickups
- **24M+ digital impressions** delivered during the campaign
- **20% total engagement rate**, far exceeding industry benchmarks
- **16,000+ Blue Apron meals delivered**, with Brother Luck's recipe ranking 4th of 16 recipes offered
- **20x average engagement** on Atlas Obscura's interactive Brother Luck article
- **12% lift** in recommendation intent for Colorado as a culinary destination
- **\$209M estimated economic impact**
- **\$52:\$1 ROI**



Summary Insights

1. Travel remains a priority, but value is under greater scrutiny & travelers are more cautious.
2. AI technology is rapidly affecting how travelers discover and plan travel.
3. Travelers are seeking authenticity, relevance and unique experiences (ex. lodging choices, culinary experiences, and hidden-gem activities)



Chris Davidson

EVP/Travel Intelligence
cdavidson@MMGY.com

THANK YOU



Respondent Demographics



Respondent Demographics

	Active Leisure Travelers	Gen Zers	Millennials	Gen Xers	Boomers
Male	50%	56%	55%	43%	48%
Female	49%	42%	45%	57%	52%
Other	<1%	2%	1%	0%	0%
Gen Zers	16%	100%	–	–	–
Millennials	30%	–	100%	–	–
Gen Xers	25%	–	–	100%	–
Boomers	28%	–	–	–	100%
Household income (median)	\$117.7K	\$67.7K	\$110.7K	\$141.4K	\$144.3K
Have children under 18 at home	32%	36%	63%	29%	3%
White	74%	51%	70%	75%	90%
Hispanic	18%	26%	29%	14%	8%
African American/Black	15%	38%	19%	8%	3%
Asian	8%	7%	8%	13%	5%
Native American	2%	2%	1%	2%	1%
Pacific Islander	1%	3%	1%	0	0
Other	3%	5%	4%	2%	2%

Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 *Portrait of American Travelers*™ "Summer Edition"



Respondent Demographics

	Active Leisure Travelers	Gen Zers	Millennials	Gen Xers	Boomers
Married/living together	68%	39%	68%	73%	80%
Never married	21%	59%	25%	12%	6%
Divorced/separated/widowed	7%	1%	5%	12%	8%
4 years or less of high school	31%	44%	31%	30%	26%
1–3 years of college	27%	30%	22%	25%	33%
4 years of college	26%	16%	30%	30%	26%
Some graduate school	2%	4%	2%	2%	2%
Graduate/professional degree	13%	6%	16%	13%	13%
Employed (full time or part time)	63%	70%	83%	74%	29%
Retired	24%	0	2%	11%	68%
Temporarily unemployed	5%	13%	7%	5%	1%
Homemaker (full time)	5%	6%	7%	8%	2%
Student	2%	11%	1%	2%	0

Base: Active leisure travelers (n=3,506)

Source: MMGY's 2026 *Portrait of American Travelers*™ "Summer Edition"





Bill Wishowski Managing Director Breckenridge Tourism Office

BRECKENRIDGE
TOURISM OFFICE

DMMO
DESTINATION MARKETING
MANAGEMENT ORGANIZATION



ONE BRECKENRIDGE SERVICE CHAMPION ANNUAL FINALISTS - INDIVIDUAL

Jay DeBaggis, Breckenridge Free Ride

Whitney Rasmussen, The Lodge at Breckenridge

Jasmine Emmons, Marigold's Farmhouse Funk & Junk



Jay DeBaggis, Breckenridge Free Ride One Breckenridge Annual Service Champion - Individual



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ONE BRECKENRIDGE SERVICE CHAMPION ANNUAL FINALISTS - BUSINESS

The Lodge at Breckenridge

Meta Yoga Studios

Breck Free Ride

Marigold's Farmhouse Funk & Junk



Marigold's Farmhouse Funk & Junk One Breckenridge Annual Service Champion - Business



BRECKENRIDGE
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MANAGEMENT ORGANIZATION



Terrin Abell

Breckenridge Tourism Office

2025 Volunteer of the Year



BRECKENRIDGE
TOURISM OFFICE

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MANAGEMENT ORGANIZATION



Town of Breckenridge Open Space & Trails

Breckenridge Tourism Office
2025 Business of the Year



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TOURISM OFFICE

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DESTINATION MARKETING
MANAGEMENT ORGANIZATION





Meeting Resources

Q & A

The BTO team will also be available to chat after Q & A



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MANAGEMENT ORGANIZATION

