

**BRECKENRIDGE**  
TOURISM OFFICE

**DMMO**  
DESTINATION MARKETING  
MANAGEMENT ORGANIZATION

# ANNUAL REPORT 2025



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# 2025 Overview

Breckenridge remains one of the country's top mountain destinations in both winter and summer seasons. Our natural beauty, welcoming community and myriads of engaging events and activities are frequently cited by our guests and residents.

The Breckenridge Tourism Office (BTO) is charged with building our brand on a national and international level to create inspiration and visits to Breckenridge. We are a non-profit Destination Marketing and Management Organization (DMMO) contracted by the Town of Breckenridge to build primarily summer and fall business, while keeping a year-round marketing presence. We produce Breckenridge's iconic special events, maintain an impactful year-round media and digital presence, and provide significant destination management services.

One of the key goals for a balanced economy in Breckenridge is delivering 40% of the Town's accommodation, restaurant, and retail tax collections during the summer/fall months. In 2025, we reached 30% of accommodation and 39% of retail/restaurant tax collections during the summer and fall months. We continue closely monitoring trends and refining strategies to achieve community goals.

The BTO conducted its' fifth Resident Sentiment Survey in September. Residents expressed great support for tourism and our iconic events both at 89%. Sixty-five percent indicated that they felt welcome and included in our community. Housing cost and periodic crowding remain concerns. Our guest sentiment, NPS scores were quite high as well at 88% likely to recommend Breckenridge.

The BTO was especially proud to partner with Breckenridge Ski Resort on its' inaugural RockStar Energy Open event. This was a momentous success, and we look forward to bringing more exciting new events to the Mountain and Town.

We had a very strong media year with over 250 placements. Most notable were stories in Travel & Leisure, AFAR, Smithsonian and the Today Show. We helped the Town garner with impactful media coverage for our certification as the first Dark Sky Mountain Resort.

BTO is a leader within the Colorado tourism industry with participation in the Colorado Association of Destination Marketing Organizations, and the Colorado Tourism Office Destination Stewardship Council. We are members of Destinations International, the global association for DMOs, and OneWest Tourism Alliance, the western region association for DMOs. With these memberships, we stay abreast of changing market forces in the travel industry and are frequently sought out to share our best practices.

Our work is never done. This report contains more details of the results of our hard-working team and committees. We are absolutely committed to achieving community goals and effectively managing the diverse challenges that come our way.

We are grateful for the guidance of our dedicated Board of Directors, and the support and confidence that our Town Council and Town Management continue to place in our organization.

**Thank you** for entrusting us with protecting and elevating our brand along with the important destination stewardship of this special place where we live, work and play.

**On behalf of the BTO Board and Management Team,**



**Lucy Kay,**  
CEO/President

# BTO MISSION

Drive the economic vitality of Breckenridge in support of the holistic community experience, 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.



# BTO STRATEGIC GOALS

1

Drive business model for long-term viability in tandem with TC goals

**Key Metric:**

Overall taxable sales collections. 60% winter / 40% summer defines “balance”

2

Elevate and protect the integrity of Breckenridge’s authentic character and brand Reflect that our community is friendly and welcoming to all

3

Provide baseline data and industry best practices to better understand how we can be a continually more welcoming community for all. (Long-term goal is continual improvement)

4

Develop destination management tools for continual improvement of the Breckenridge experience for guests and residents. Improve engagement, advocacy, and education within the community. Focus on: Guest service, inclusion, B Like Breckenridge stewardship campaign, and communication of physical and mental health resources

5

Maintain Breckenridge Tourism Office as a highly regarded organization and employer of choice

# DESTINATION MANAGEMENT PLAN

## Goals for 2019-2029

The Breckenridge Destination Management Plan is a 10-year road map to accomplish a shared vision for a more balanced long-term future. Specifically, it's designed to help ensure economic sustainability for the community while preserving the quality of life for residents and quality of place for visitors.



Deliver a balanced year-round economy driven by destination tourism by 2025



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



More boots and bikes; less cars



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

## VISION

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

# 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   **F** Finance Committee   **C** Community Affairs & Services Committee   **M** Marketing Committee   **N** Nominating Committee

# 2025 COMMITTEES

## Marketing Committee

**Bruce Horii**  
Beaver Run

**James Lee**  
Digitiqe

**Ginny Vietti**  
Breckenridge Grand  
Vacations

**Mary Butin**  
Butin PR

## Finance Committee

**David Hughes** (Jan-Jun)  
Ernst & Young

**Jay Beckerman**  
Blue River Bistro

**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

**Shelby Schwendeman**  
Breck Park

**Aniela Wasmanski**  
LIV Sotheby's

**Abbey Browne**  
Wood Winds Property  
Management

**Joel Richards**  
Charter Sports

**Andrea Edwards**  
Breck Create (Jan-Jun)

**Mike Hessel**  
Peak Property Management

**Sara Cox**  
The Crown

**Jill Marek**  
Breck Create (Jul-Dec)

**Mike Shipley**  
Country Boy Mine & Key Media  
Publishing

**Scott Reid**  
Town of Breckenridge

**Kathy Christina**  
Mountain Metro Real Estate

## 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** <sup>M C F N</sup>  
President/CEO



**Bill Wishowski**  
Managing Director



**Becca Reniers**  
Administrative  
Manager

## MARKETING



**John Sellers** <sup>M</sup>  
Sr. Director  
of Marketing



**Rachel Esser** <sup>M</sup>  
Marketing Manager



**Kerry O'Connor** <sup>M</sup>  
Digital Content  
Manager (Jan-Oct)  
| Media Relations &  
Social Media Manager  
(Oct-Dec)



**Jace Koenig** <sup>M</sup>  
Visual Asset  
Manager

## SALES



**Eddie McGuigan**  
Sales Lead  
Administrator

## MEDIA RELATIONS



**Melissa Andrews**  
Director of Media  
Relations (Jan-May)

## FINANCE



**Aaron Sanford** <sup>F</sup>  
Director of Finance/  
HR Administrator

## COMMUNITY AFFAIRS



**Tessa Breder** <sup>C</sup>  
Sr. Director of  
Community Affairs

## EVENTS



**Majai Bailey**  
Sr. Events Manager



**Sarah Wetmore**  
Sr. Events Manager



**Holly Blando** <sup>C</sup>  
Director of Destination  
Stewardship  
& Partnerships

## Breckenridge Welcome Center



**Wendy Wilkerson**  
Welcome Center Manager



**Tamara Mixson**  
Group Services  
Coordinator & Information  
Specialist (Sep-Dec)

## INFORMATION SPECIALISTS

**Bruce Horii**

**Kara Martella**

**Kristine Keller**

**Lisa Rogers**

**Neva Frank**

**Stephanie Benzian**

**Suzanne Davis**

**Meg Caldwell**

**Sophia Elsass**

<sup>F</sup> Finance Committee   <sup>C</sup> Community Affairs & Services Committee   <sup>M</sup> Marketing Committee   <sup>N</sup> Nominating Committee

2025

# RESIDENT SENTIMENT SURVEY

The BTO facilitates this bi-annual survey to track changes in local priorities and perceived quality of life and quality of place from our community members' point-of-view. We contracted Future Partners, a nationally recognized research firm, which specializes in this type of work. We also collaborate closely with our community advisory committee to determine survey topics and help shape the questions. Most topics remain constant over the years, with others moving in and out of the survey depending on current issues, concerns, or opportunities. This survey has been conducted since 2017.

In 2025, over 800 residents completed the survey. Key findings were broken out by segments: full-time residents, part-time residents/second homeowners, employees, and business owners. A concerted effort is made to include less represented groups among us. Results are tabulated and reported out to Breckenridge Town Council and the public by Future Partners. This data is useful to help inform town leadership decisions and priorities.

## Key Findings Include:



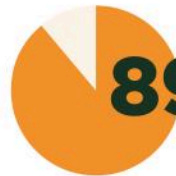
Maintaining our hometown feel remains a priority (consistent since 2017).



**89%** Rank tourism as important or very important, demonstrating its continued strong support.



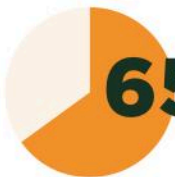
**61%** RECOMMEND Net Promoter Scores for recommending Breckenridge as a place to visit.



**89%** Rank iconic events as valuable or very valuable, demonstrating the strong overall support for special events.



**23%** RECOMMEND Net Promoter Scores for recommending Breckenridge as a place to live.



**65%** Feel welcome and included in Breckenridge.



High cost of housing, high cost of living, and crowding during certain times of the year continue to be challenges.

# DESTINATION STEWARDSHIP

Breckenridge is recognized an early adopter of destination stewardship principles as stated in our Destination Management Plan goal 4. The Town of Breckenridge takes the lead in establishing ordinances and regulations regarding sustainability and environmental protection. The BTO takes the lead in communicating and encouraging participation among our guests, residents and businesses.



B Like Breckenridge (BLB) is our campaign inviting guests, residents and businesses to be more mindful of our collective responsibility to take care of our precious environment and each other. This messaging is designed to invite people in, to learn something more about this special place and how we all can best take care of it for future generations. This local messaging campaign has been in place since 2021, and has received industry recognition for excellence. Recall of this local campaign was 36% in 2025; up from 24% in 2024 with a slightly re-worded question, as measured on our RRC intercept surveys.

In 2023, we launched our BLB Partnership program. This program is designed to help local businesses and organizations integrate BLB stewardship practices within their own operations. In 2025, there were 52 registered BLB partners, up from 36 the prior year.

In 2024, BTO launched our BLB App, designed to help visitors, front line employees and residents easily find the most sought after in-town local information on trails, transit, events, essentially anything they need. Since inception, there have been over 27,000 downloads of the app. More than 15,500 of those in 2025.

The BTO also participates as a member on the Colorado Tourism Office's (CTO) *Do Colorado Right* program which incorporates *Leave No Trace* principles. The BTO is a charter member on the CTO's Destination Stewardship Committee, which has also received industry accolades for developing the nation's first set of metrics around stewardship progress for a state organization. BTO works closely with the Town of Breckenridge on the Mountain Ideals program as well.



# Marketing



# MARKETING BY THE NUMBERS

## Website



# 1.9M

GoBreck.com Users

↑ 11.8% YOY



# 59%

of Web traffic came from mobile devices

↓ -28.5% YOY



# 2,928

AI Search Sessions ↑ 1,545% YOY



# 55%

Website Engagement Rate

↓ -1.8% YOY



# 2m 14s

Average Session Duration ↓ -60% YOY



## Social Media

# 42.8M

Paid social impressions

↓ -50.2% YOY



## Email Marketing

# 945K

Total Email Sends

↓ -37% YOY

# DESTINATION MARKETING

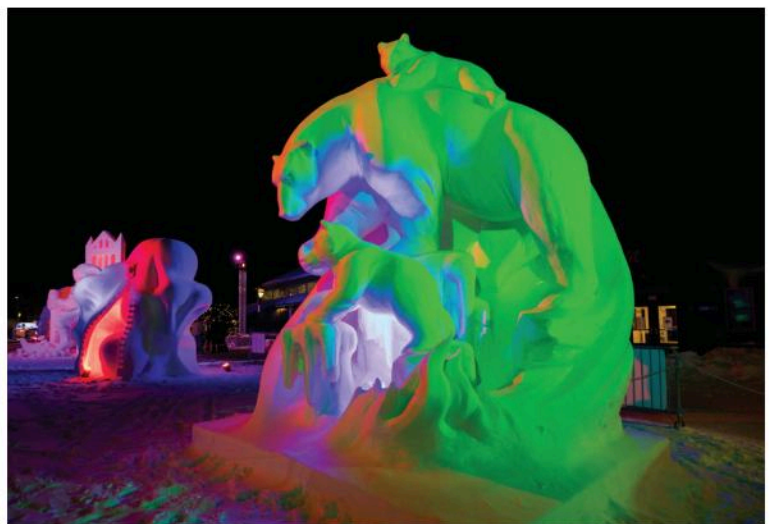
The BTO is charged with driving destination demand and business, primarily in the summer and fall months.

## BTO Marketing Goals

We define a balanced economy with 40% of overall tourism-related sales tax collected during May - October. We do that by elevating and protecting the integrity of Breckenridge's authentic character and brand, emphasizing that we are friendly and welcoming to all.

## BTO Marketing Committee

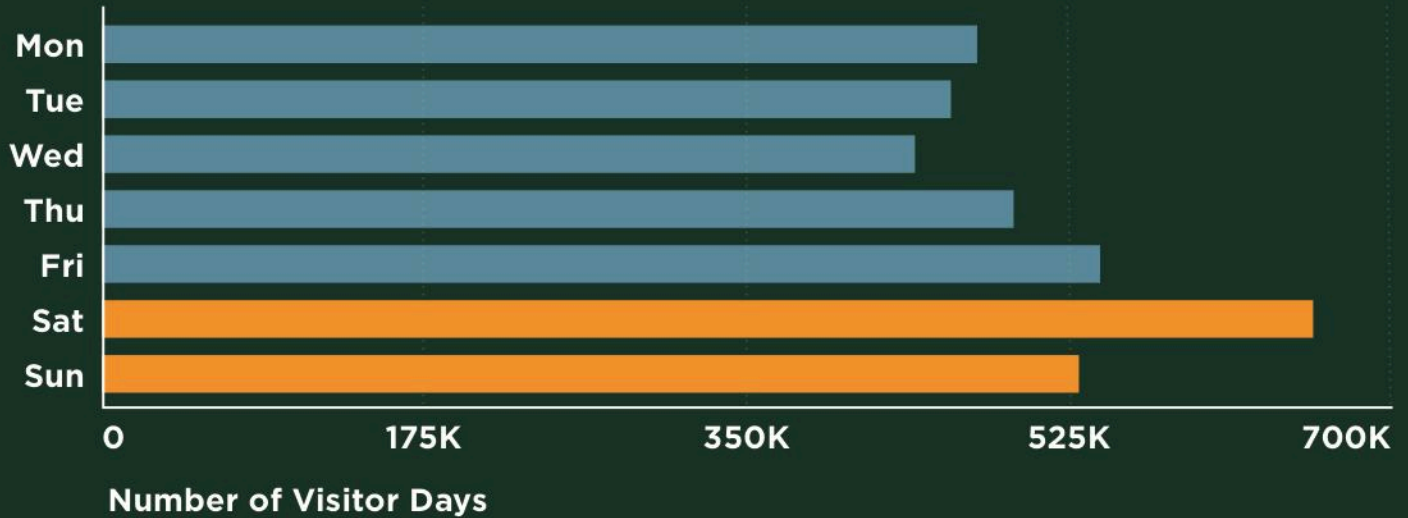
Our Marketing Advisory Committee supports the marketing team in developing marketing and management strategies and campaigns that inspire overnight travel to Breckenridge. We invest heavily in identifying our markets and potential guests. We focus on attracting out-of-state destination guests as their length of stay spreads over more mid-week days and helps disperse typical weekend impacts.



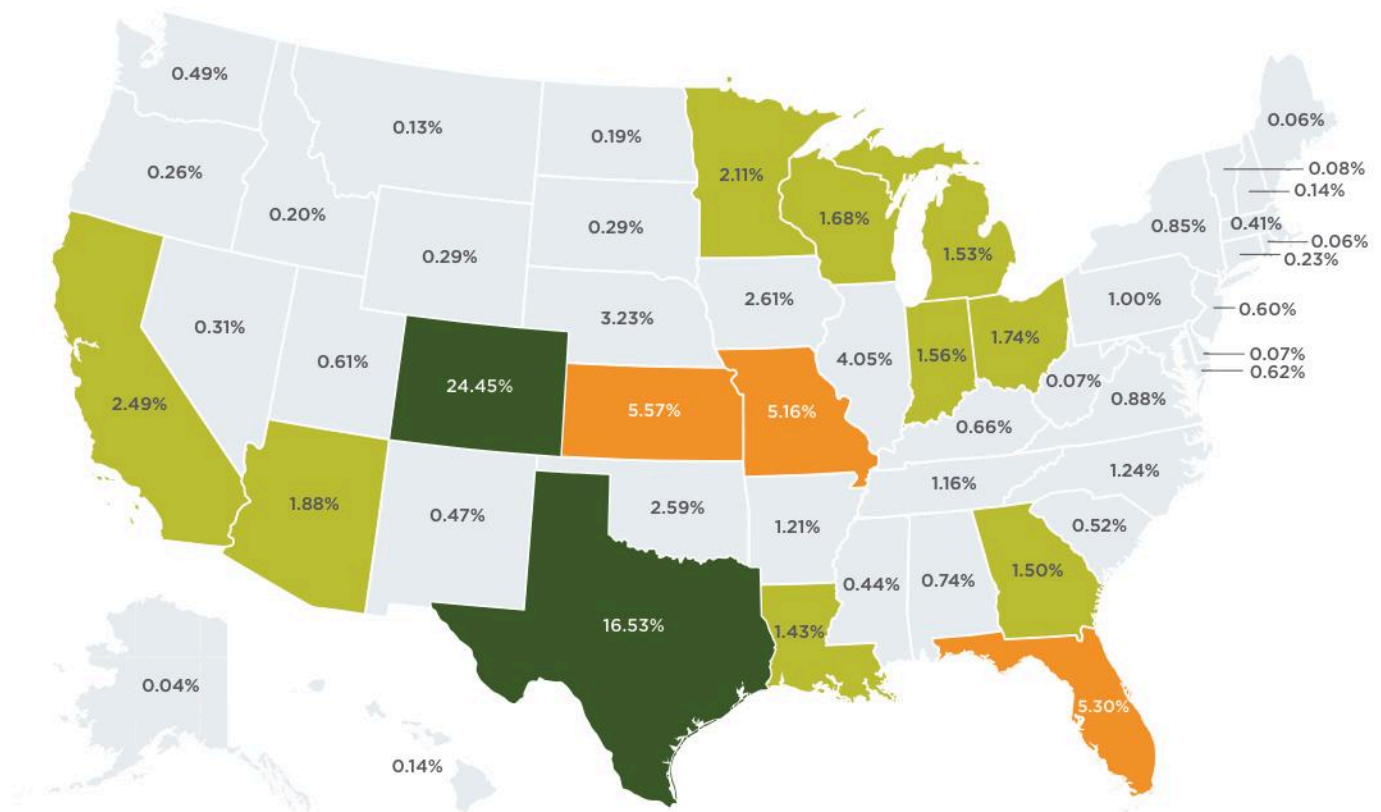
The following graphs from Datafy, our mobile tracking research partner, clearly shows this dispersion across the week, and the very broad base from which our destination guests arrive. We target at least 50% of our overnight guests arriving from outside Colorado.

## Visitors by Day

This graph includes total visitation from May 1 – October 31, 2025.



## Visitors by State



# TARGET DEMOGRAPHICS

Based on a long history of success, we target three primary cohorts:

## Cheers! We Earned It

Traveling professionals

Ages 25 - 44

## Multi-Gen/ Family

Families and extended families traveling with children

Ages 25 - 65+

## Retired, But Not Tired

Active travelers, most flexible travel schedule

Ages 55+

All groups are targeted with at least \$150,000 HH income.  
Social Inclusion is a priority consideration in all of our marketing work.



**The media (advertising) plan also considers the balance of prospecting new potential guests among these cohorts.** Inspirational destination branding is prevalent when prospecting (top of funnel). This is introducing new audiences to Breckenridge to refill the pipeline of guests considering Breckenridge for the first time. A secondary consideration is messaging to guests who have already been exposed to Breckenridge messaging or repeat visitors (mid-funnel). This messaging is more specific, a reminder of how great the destination is, and is designed to drive engaged interactions with potential visitors. Most of our media moves between these points of emphasis. Lastly, messaging in the lower funnel, includes a stronger call to action and conversion focused messaging to drive traffic directly to lodging information on the website.

The majority of the marketing budget is dedicated to media- advertising, social media, video, search engine optimization(SEO), and maintaining an inspiring, relevant and easy-to search website. AI searches increased significantly in 2025, which impacted most of our key web metrics. We shifted tactics and prioritized generative engine optimization(GEO) to ensure our website maintains topical authority to boost our website content in AI search results. Benchmarking against industry metrics was our best tool in this rapidly changing environment for media and website use. In October, we conducted a media agency review and search. MMGY was awarded the account in December. Our other agency partners remain the same.



## Group Business

The BTO promotes Breckenridge as a desirable and practical destination for groups, meetings, and events. Our efforts are primarily focused on CVENT, where we help facilitate group leads and proposals for our lodging partners. In 2025, our Group Leads Administrator forwarded 148 RFPs (requests for proposals) for potential 11,538 room nights to our partners and provided assistance with site tours and other pre-booking needs.

As group business is growing significantly since the downturn during the pandemic, BTO has added a Group Services Coordinator position. This Coordinator works closely with our partners to assist group leaders/planners with booking activities, dining, ground transit, and anything that will improve the experience for visiting groups.



# 2025 RESULTS BY THE NUMBERS

May – October



## 138,566

**Room Nights** (reported by Key Data)

↓ -11.1% YOY



## 43%

**Overnight  
Out-of-state visitors**

(reported via Intercept Surveys)

↓ -18.9% YOY



## \$89,083,524

**Accommodation tax collection**

↓ -0.58% YOY



## \$169,504,487

**Restaurant/Retail tax collection**

↓ -1.3% YOY

## MARKET RESEARCH

The BTO invests heavily with a number of national companies to monitor local and industry trends. This data is shared regularly through BTO channels, directly with Town of Breckenridge and Town Council, local businesses, and media as requested.



# PREDICTIVE DATA SOURCES

## Key Data

Booked room nights and revenue are reported weekly, along with length of stay, owner nights and other metrics. This is used by BTO to inform marketing direction, monitor business trends, and examine similar data for our defined competitive set.

## Future Partners

This bi-weekly report on travel intent trends is provided as complimentary service to the industry. It is based on a national panel of 4000 US travelers.

## Longwoods

Periodic national and international travel data providing as complimentary service. Also based on national panel of 1000 U.S. travelers.

# TRACKING AND MONITORING DATA

## Datafy

Mobility tracking data using points of interest. Tracks phones present in Breckenridge with open apps present delivering useful data for arrival dates, in/out of state mix/ event attendance, and more.

## RRC Intercept Surveys

In-person questionnaire gauging the experiences of guests and residents. This data provides information on party size, length of stay, information resources, reason for stay, and is the primary source for tracking Breckenridge's Net Promoter Scores.

## Local Business Surveys

Produced by the BTO, these typically assess business community feedback post- special events, and other issues as requested by the Town of Breckenridge.

## Marketing and Media Relations agencies

The BTO's agency partners use multiple tracking tools to monitor effectiveness of media investments, journalist hosting, web site usage and engagement, social media results and more.

# Community Affairs

The Community Affairs & Services Department (CAS) leads destination management efforts for the BTO, providing timely communication, resources, and programming to support the Breckenridge business community and workforce. Guided by the BTO's strategic goals and the Breckenridge destination management plan, CAS creates and participates in collaborative opportunities with businesses, local government, and other external entities to advance Breckenridge's quality of life for residents and quality of place for visitors.

In 2025, CAS built upon the momentum within its community outreach programs to better incorporate guest service tools, social inclusion education, B Like Breckenridge responsible stewardship messaging, and communication of physical and mental health resources--as outlined in the BTO's strategic goal to continually improve the Breckenridge experience for guests and residents. The BTO saw record local engagement and event attendance across programs throughout the year.

In addition to managing guest-facing tools that enhance the post-arrival experience and encourage responsible stewardship, CAS helps ensure the local community understands the role and value that tourism brings to Breckenridge.

# COMMUNITY AFFAIRS BY THE NUMBERS

## B Like Breckenridge



**52**

**BLB Partners**

↑ Up from 36



**15,000+**

**New BLB App Downloads**

↑ Up from 11,769

## Breck 101



**250**

**Average Participation per Session. Largest Ever (Again)**

↑ Up from 215

## BLB Campaign Awareness

**12%**  
**Visitors**

**36%**  
**Residents**

survey question rephrased for clarity in 2025 and includes winter and summer seasons



**88%**

**Fall/Summer Breckenridge Net Promoter Score**

↑ Up 2% YOY

## DMMO Download



**52%**

**Average Open Rate**

↑ Up 5% YOY

## OneBreckenridge.com



**28K**

**Total Views**

↑ Up 15.9% YOY



**14K**

**Users**

↑ Up 17.8% YOY



**322,576**

**Emails Delivered**

↑ Up 11% YOY

# COMMUNITY AFFAIRS & SERVICES ADVISORY COMMITTEE

## 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.

## 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 ENGAGEMENT



## Defining ‘Welcoming’

In 2024, the BTO’s Community Affairs & Services Advisory Committee defined a ‘welcoming community,’ as well as identifying measurable initiatives to support this definition on a destination level.

“ *A community where its citizens and members feel safe, respected, and comfortable in being themselves and expressing all aspects of their identities. It is a place where each person shares a sense of belonging with its other members. Residents undertake actions that facilitate the integration of newcomers by making a collective effort to make all individuals feel valued and included.* ”

After exploring a broad range of data, in 2025 the committee landed on a holistic metric set based around 5 factors that impact resident and guest experience whether here for an afternoon or a lifetime. These include: **basic amenities, comfort + safety, community integration, service + hospitality,** and **social inclusion.** These metrics will set the baseline to identifying opportunities to become a more welcoming destination moving forward.



## Local Communication

**Onebreckenridge.com** is a dedicated resource hub serving anyone living or working in Breckenridge.

**DMMO Download:** The local-facing e-newsletter is delivered twice a week providing timely updates connecting businesses and residents with relevant opportunities, research, events, community resources, and much more.

**Canvassing:** 6 canvassings covering over 230 downtown businesses each.

**Highlight:** Local communication highlights in 2025 included raising awareness for 250-150 business opportunities, standardized inclusion of mental health resources, Google business training and best practices.

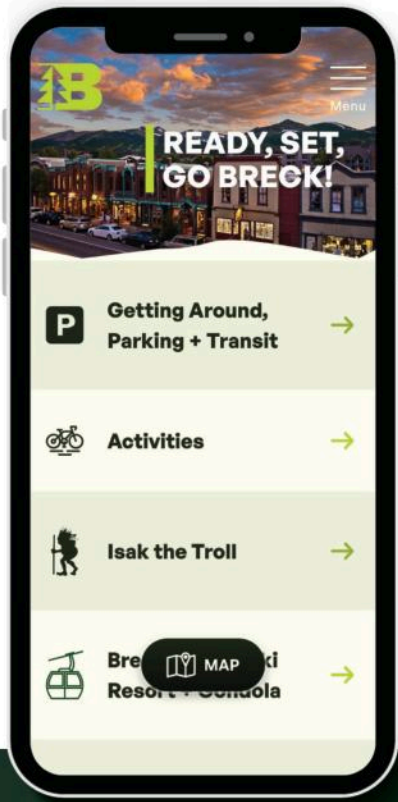


# B Like Breckenridge Partnership Program

The BLB partnership program engages local businesses and organizations to integrate community-driven responsible stewardship practices and education within their own operations, empowering their guests and customers during their visit. In 2025, the program entered its third year and grew to 52 partners representing local business, nonprofit, and government sectors.

One of the biggest program improvements made this year was expanding the tools available to partners. In addition to digital resources, we began offering printed assets along with customized materials that make it easier for each business to share B Like Breckenridge in a way that fits their space and guest experience.





## B Like Breckenridge App Evolution

The B Like Breckenridge app is the ultimate guide for in-town guests to simplify and enrich their visit, easily connecting them with the most requested in-town guest information. Similar to the activity guides and visitors guide that it replaced, the app was developed using guest interest data and delivered in a format that's streamlined for the logistical phase of the customer journey. To deliver the guide to in-town guests and grow B Like Breckenridge's awareness in a user-friendly format, we completed development to eliminate the app's download barrier and offer the content directly online.

## Breck 101

The mission of the Breck 101 program is to provide Breckenridge's guest service workers an opportunity to experience first-hand the offerings they're trusted to recommend while also learning about support resources available to them as residents. While it may have started as a training program, Breck 101 has evolved into a cornerstone community-building event for the local customer service industry. Breck 101 offers the opportunity for Breckenridge's most guest-facing employees to experience every aspect of town life, from thrilling adventures and spa services to fine dining, lodging tours, and even front line trivia nights--all while connecting with fellow front line workers and building a supportive hospitality community along the way.

**99%** of survey respondents said the resources they learned about through Breck 101 enriched their life in the community and/or helped them stay in the local area.

**In addition to participating business vendors, local resource organizations Building Hope, Town of Breckenridge housing department, and the Family & Intercultural Resource Center participated in Breck 101 back to school night for the first time.**

# One Breckenridge

Every season, the BTO's One Breckenridge Committee recognizes individuals and businesses for providing exceptional guest service. Each year, the committee selects outstanding stories exemplifying the values of the One Breckenridge program to be recognized as the Annual Champion at the Breckenridge Tourism Office Annual Meeting

## Seasonal Service Champions

### **Beaver Run Resort & Conference Center**

Brie B.  
Bryce B.  
Jessica M.  
Kelly H.

### **Blue River Bistro**

Pat B.

### **Breckenridge History**

Isaac S.

### **Breckenridge Free Ride**

Anthony C.  
Chris M.  
Jay D.

### **Breckenridge Grand Vacation**

Heine L.

### **Breckenridge Nordic Center**

Jim H.

### **Breckenridge Recreation Center**

Emma B.

### **Breckenridge Welcome Center**

Kara M.  
Lisa R.  
Stephanie B.  
Suzanne D.  
Tamara M.  
Wendy W.

### **Breckenridge Ski Resort**

Tyler F.

### **Hearthstone**

Cody D.  
Ethan H.  
Santiago L.

### **Marigolds Funk & Junk**

Jasemine E.

### **Meta Yoga Studios**

Kimberly G.  
Leslie G.

### **Nature's Own**

Beth B.

### **Peak Running**

Masen C.

### **The Lodge at Breckenridge**

Amy F.  
Andrea C.  
Danielle F.  
Hayley H.  
Korey P.  
Mark Z.  
Meg G.  
Whitney R.  
Wyatt N.  
Yoheli A.

### **The Town of Breckenridge**

Tara O.

## Custom Training TOB Leadership Program

In 2025, the BTO provided private business training for more than 30 Town of Breckenridge Free Ride employees.

# BRECKENRIDGE WELCOME CENTER

The Breckenridge Welcome Center (BWC) is the brick-and-mortar experience of the BTO's guest service and destination management efforts. The BWC team is extensively trained in communication techniques, responsible stewardship principles, and experiential learning opportunities to deliver outstanding customer service and unmatched knowledge of local offerings. Engagement and service remained strong as every member of the team was nominated by guests as One Breckenridge Service Champions.

The BWC staff are also instrumental in assisting the Community Affairs department with local business and workforce communication. In addition to collecting business news for Media Relations and CAS, the BWC routinely canvasses businesses with timely information and resources to support their operations. Canvassing content includes everything from upcoming BTO event information and FAQs to free marketing opportunities and Google business training. The team also assists CAS with special projects like Breck 101, OneBreckenridge.com and DMMO Download assistance, and more.



## WELCOME CENTER BY THE NUMBERS



# 98%

### Overall Net Promoter Score

↑ Up from 96% in 2025 (intercept)



# 4.8

### Average Google Review Score in 2025

↑ 4.6 in 2024, overall review score remains at 4.6

**Building visitation numbers unavailable for 2025 due to software issues.** (since been resolved)

# Events



# EVENTS BY THE NUMBERS

## International Snow Sculpture Championships

 **14,000+**  
Reservations for Viewing on Saturday.

 **78M**  
Impressions

 **12** Teams Hosted

 **85** Media Placements

## Breck Pride

 **84,000**  
Organic Social Impressions

 **10,000+**  
Web Page Views

## Fourth of July Parade

 **27,000+**  
Web Page Views

 **68,000+**  
Organic Social Impressions

## The Lighting of Breckenridge and Race of the Santas

 **3.2M**  
Potential Audience

 **36,000+**  
Web Page Views

## Breckenridge Oktoberfest

 **35,000**  
Attendees Over 3 Days

 **33%** Out-of-state Guests

 **428M**  
Impressions

 **79,000+**  
Web Page Views

## ULLR Fest

 **1,420** Participants  
The unofficial World's Longest ShotSki®

 **56,000+**  
Web Page Views

 **3.2M** Organic Social Impressions

# SIGNATURE EVENTS

The BTO is charged with producing the Town’s signature events which are designed to be an inclusive and memorable experiences for visitors and guests alike. We build sustainability and inclusive initiatives, as well as non-profit fundraising opportunities into our events as appropriate.

Our events are built to further at least one of our three top-line BTO event goals:



## Brand Building

Celebrates Breckenridge’s unique character, attracting media placements.



## Business Building

Support and build business during need periods.



## Community Goodwill

Celebrate our local community.

January 2025

## International Snow Sculpture Championships

In it’s 34th year, Toyota, our Presenting Sponsor; Columbia our apparel sponsor, 18 restaurant and 8 lodging partners were integral to the signature event’s success. 12 teams were hosted, 9 were international.

Through **85 media placements**, including articles and tv spots, the event generated over **78 million impressions**.

**30,000 attendees** were dispersed over the key event viewing days with 14,000 reservations on the most popular viewing day, Saturday.

### Key Media Highlights



## Brand Building

**2M**  
Organic Social Impressions

**70%**  
Recycling/Trash Diversion Rate

**14,000+**  
Reservations for Peak Visitation Saturday, Jan 27  
Crowding and parking well managed.



June 2025

## Breck Pride



Community Goodwill

This local **celebration of our LGBTQ+ community** brought together residents, allies, and visitors to celebrate diversity, promote acceptance, and foster connection in Breckenridge’s unique mountain setting.

**Historic Recognition.** Bunk House Lodge was added to the National and Colorado Registers of Historic Places during Breck Pride.

**High-engagement programming:** sold-out entertainment and community events-Rocky Horror Picture Show, Drag Queen Karaoke, Drag Bingo, Pride Fun Run, Bike ride, Pride Yoga. Free concert featured headliner, JORDY.



**84K**  
Organic Social Impressions

**+10K**  
Web Page Views

**61%**  
Waste Diversion at Community Gathering Site

July 4, 2025

## Fourth of July



Community Goodwill

This beloved event exemplifies Breckenridge’s hometown charm and welcoming spirit. It is enjoyed by residents and visitors alike.

**41 community-built floats, 2 high school marching bands, and 3 Denver professional sports teams’ Mascots:** Colorado Avalanche’s Bernie; Denver Broncos’ Miles; Denver Nuggets’ Rocky made for an entertaining and engaging parade.

**+68K**  
Organic Social Impressions

**+27K**  
Web Page Views



# Oktoberfest



Business Building

Another signature event in it's 29th year, attracted appx **35,000 attendees**, **33% were out of state**, **58% were overnight guests** including Colorado overnight. Just under 5000 room nights were attributed to the event.

**55 vendors over three days.**  
Paulaner returned as a vendor.

Beer and stein revenues were comparable to prior years, despite the loss of a key sponsor.

**Over 1,000 lbs of food donations for FIRC** were collected on Friday, which is geared to our local residents. **700+ volunteers and partnerships with nine non-profits supported event operations.**

54% waste diversion rate was achieved including RCup reusable cup program.

Attendees were dispersed with the addition of the Kids' Zone on south Main Street.

Event net promoter scores were high at 83.

**3**  
Key Media Placements

**428M**  
Organic Social Impressions

**79,516**  
Web Page Views



December 2025

## Santa Race & Lighting of Breckenridge



Business Building

Designed to boost local business and kick off the holiday shopping season, the event grows in popularity each year. Main Street closes for the **500 dogs in the Jingle Paws Parade**, followed by **100 children in the Moose March Kid's Run** and **over 700 Santa's in the main event race.**

**Over \$4000 raised for Carriage House Early Learning Center.** Summit Rotary's Adopt an Angel raised enough donations to provide **80+ winter coats to children in need.**

Nearly **3 million social media impression** was a huge increase, along with 8 media placements with **3.2M potential audience.**



**8**  
Media  
Placements

**3M+**  
Organic Social  
Impressions

**3.2M**  
Potential  
Audience

December 2025

## ULLR Fest



Brand Building

Produced in conjunction with Breckenridge Ski Resort's inaugural **RockStar Competition and concert.**

Unofficial Worlds Longest ShotSki® record with **1420 participants.**

**3.2 million organic social media impressions** illustrates the growing branding power of this event, along with **56,616 web page views.**

**5 media (traditional and social) judges** helped generate coverage.

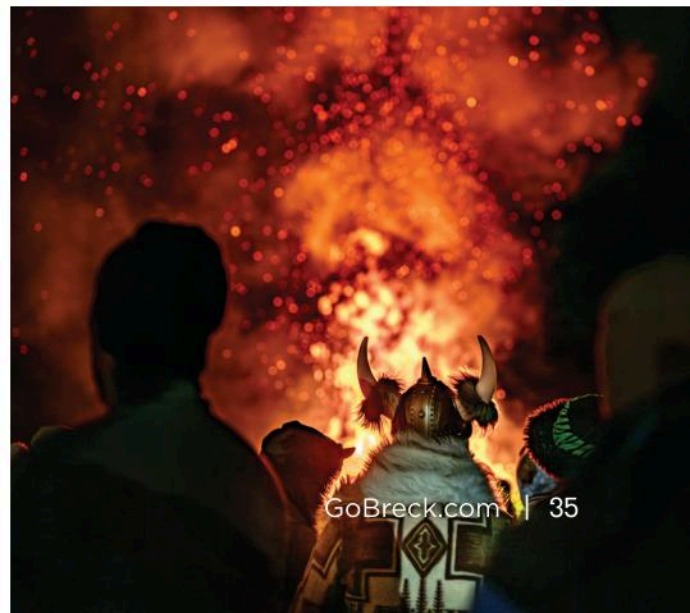
Ullr Parade featured **39 floats** showcasing community creativity and mountain tow culture.



**56,616**  
Web Page  
Views

**3.2M**  
Organic Social  
Impressions

**1420**  
Shotski  
Participants



# Media Relations



# MEDIA RELATIONS BY THE NUMBERS



The BTO Media Relations team secured

**~250**

**Total Article Placements**



Reaching more than

**\$1.4B**

**Impressions**

## Top Media Placements



Totaling about

**\$3.8M**

**in Ad Value  
Equivalency**

via Cision and Handlebar PR

## TOP LINE RESULTS FOR DESTINATION COVERAGE:

Over 250 media stories or mentions. Top placements included several articles in Travel+Leisure, Smithsonian, AFAR, HGTV.com, TODAY Show, Conde Nast, Eater, TimeOut and more.

**TRAVEL+  
LEISURE**



**Smithsonian**

**AFAR**



**CONDÉ NAST**

**EATER**

**TimeOut**

# STRATEGIES

- **Build Breckenridge brand awareness by creating inspiration for travel** by developing and implementing a national media outreach program with strong story-telling that showcases Breckenridge's authentic character. Deliver media coverage from targeted outlets, both long and short lead.
- **Weave destination stewardship messaging into pitches and story placements where appropriate.** Highlight social inclusion and welcoming spirit into stories and visiting journalists' and influencers' itineraries.
- In summer 2025, Colorado media was added to the mix to help **fill demand in the short-term.**

## KEY TACTICS

### Virtual deskside meetings & media visits

Conducted eight one-on-one meetings with freelance journalists to pitch story ideas, share destination updates, and build media relationships to inspire coverage, resulting in five media visits.

### Routine Pitching

The Media Relations team generated 15 feature stories and more than 100 short lead stories about Breckenridge in top target outlets. We hosted 16 journalists, exceeding a goal to secure eight top-tier media visits.

### Women's Adventure Group

This major multi-day adventure brought five journalists to experience a backcountry hut trip, mountain biking, yoga, local restaurants and resulted in two summer articles along with long-lead ideation.

### Influencers

We engaged a diverse mix of family-focused, LGBTQ+, and regional content creators to tell compelling stories around Breckenridge's culinary scene, signature events, wildflowers, and seasonal campaigns. These partnerships resulted in 3 million impressions with an average cost per view of \$0.012

### Crisis Communications

We are always prepared for crisis communications for potential emergencies. This is done in tandem with our local Public Information Office, Local Authorities, as well as our Media Relations agency.



## Coverage Highlight

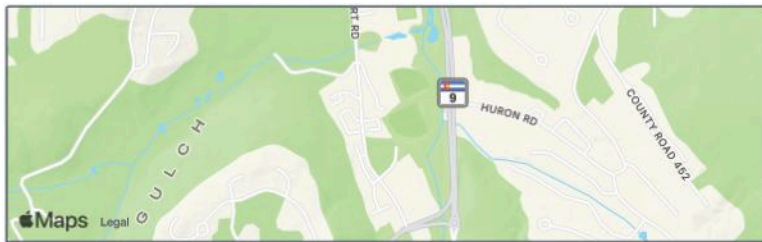
To support Breckenridge’s evolving culinary scene, we secured a feature in Eater Denver highlighting some of the town’s top dining experiences. This article elevated awareness of Breckenridge as a year-round food destination and reinforced our strategy to attract culinary travelers.



# EATER



DENVER ▾



DINING OUT IN DENVER

## The 18 Best Restaurants in Breckenridge, Colorado

Breckenridge’s dining scene has leveled up with après-ski classics, ambitious tasting menus, killer pho, and more.

by **Katie Shapiro**

Updated Nov 7, 2025,  
4:15 PM EST



**Katie Shapiro** is a freelance travel journalist who lives life at its highest and writes about it from her home base in Aspen Snowmass.

**B**reckenridge is nestled in the high alpine at nearly 9,600 feet, about twice Denver’s elevation, and the mountain has long beckoned skiers with its steep peaks set against a charming Victorian Main Street — a National Register Historic District. But today it’s much more than just a ski town. As part of its Sustainable Breck initiative, the community is pushing toward zero waste, cleaner public transit, biking in place of cars, and supporting farm-to-table food systems.



**Coverage  
Highlight**

We worked with Travel + Leisure to showcase Breckenridge's newly designated Dark Sky Certification. The story positioned Breckenridge as a leader in sustainability for reducing light pollution and enhancing wildlife migration, while also introducing a four-season experience that appeals to eco-conscious travelers.



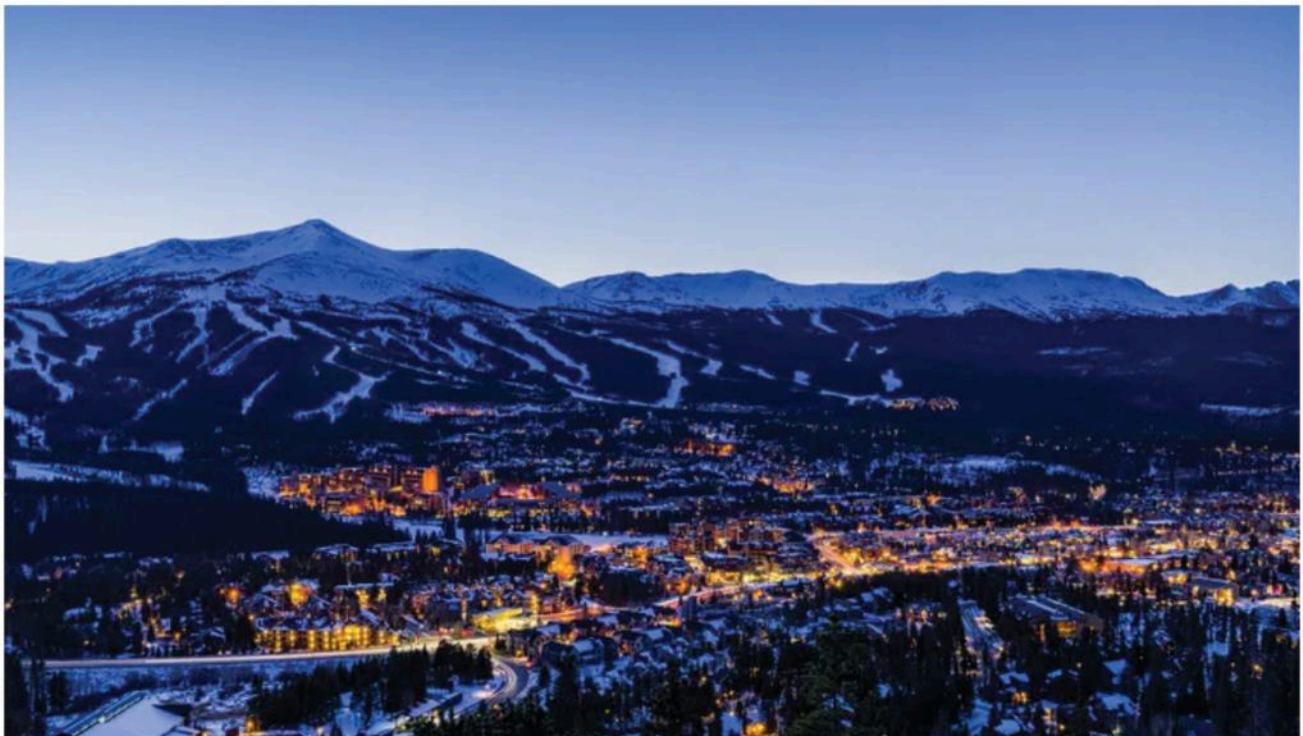
**TRAVEL+  
LEISURE**

SUBSCRIBE

# This Popular Colorado Ski Town Just Became the State's First Certified Dark Sky Mountain Resort

Breckenridge just became the first mountain resort in the state to earn Dark Sky certification for its dazzling nightscape.

By **Evie Carrick** | Published on September 2, 2025





## Coverage Highlight

Targeting family travelers remains a key audience strategy for summer and fall in Media Relations. This feature highlight Breckenridge’s family-friendly experiences, helping inspire multi-gen travel and overnight stays among a highly engaged parental audience, with targets some of our key markets including Florida, Georgia, and Texas.

Scary Mommy

MENU

TRAVEL GUIDE

# Breckenridge, Colorado, Is The Cozy Mountain Town You’ve Been Dreaming Of

From golden aspens and ghost tours to unforgettable meals, “Breck” delivers year-round magic.

by JULIE SPRANKLES

Dec. 29, 2025



Julie Sprankles/Scary Mommy



## Coverage Highlight

In 2025, we launched the Wildflower Watch to let visitors know the best trails with the best peak blooms. We secured regional media coverage that promoted the “new tool” and encouraged responsible recreation. The story reinforced Breckenridge’s stewardship messaging while driving awareness of peak beautiful summer season.



# THE DENVER POST



THINGS TO DO > OUTDOORS • News

## Breckenridge adding wildflower advisories online to keep people up to date

Wildflower Watch will offer twice-monthly check-ins, along with viewing tips and information

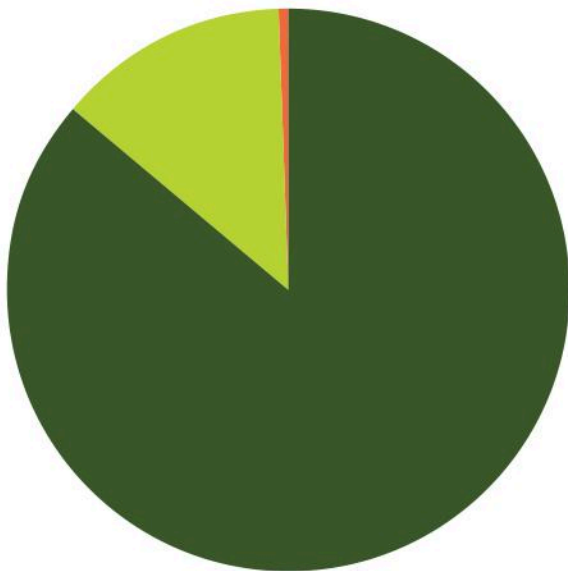


# FINANCE COMMITTEE PURPOSE

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.

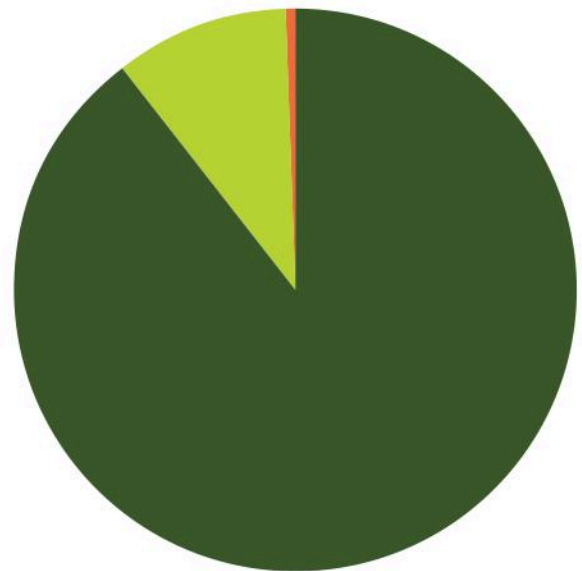
## Revenues

### 2025 Budgeted Revenues



- **Town of Breckenridge**  
\$5,413,246
- **Special Events**  
\$825,500
- **Other**  
B Like Breck: \$11,000  
Welcome Center Sales: \$8,600  
Interest & Misc.: \$13,200

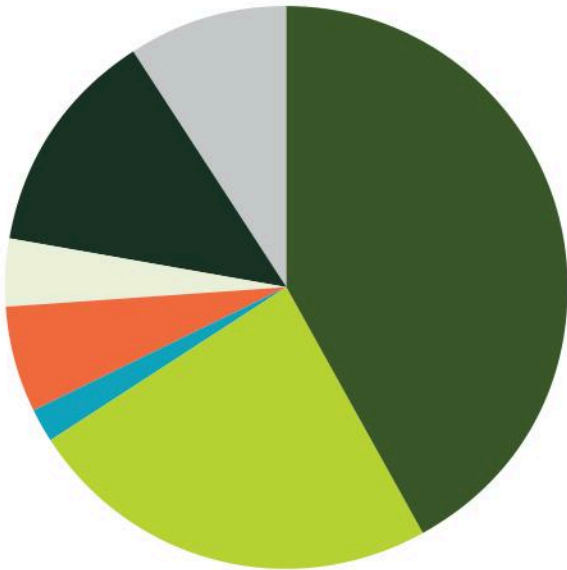
### 2025 Actual Revenues



- **Town of Breckenridge**  
\$5,413,246
- **Special Events**  
\$606,892
- **Other**  
B Like Breck: \$7,450  
Welcome Center Sales: \$5,172  
Interest & Misc.: \$16,234

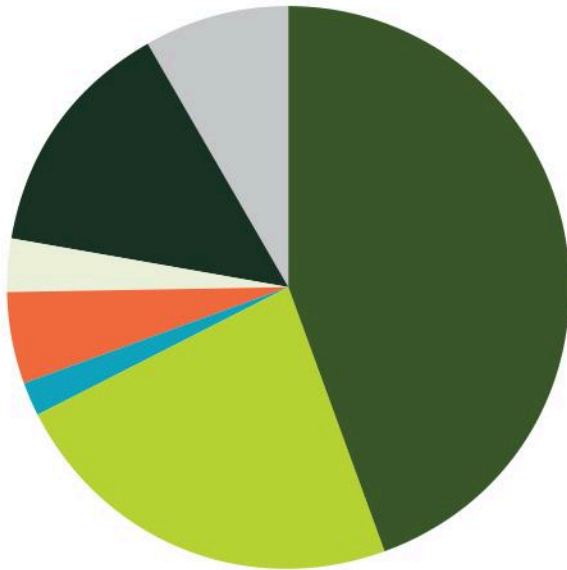
# Expenses

## 2025 Budgeted Expenses



<p><b>Marketing/Internet</b> \$2,642,954</p>	<p><b>Welcome Center</b> \$249,961</p>
<p><b>Special Events</b> \$1,492,012</p>	<p><b>Administration</b> \$846,618</p>
<p><b>Sales/Group</b> \$151,823</p>	<p><b>Community Affairs/Services</b> \$542,758</p>
<p><b>Media Relations</b> \$345,420</p>	

## 2025 Actual Expenses



<p><b>Marketing/Internet</b> \$2,600,560</p>	<p><b>Welcome Center</b> \$202,296</p>
<p><b>Special Events</b> \$1,360,116</p>	<p><b>Administration</b> \$844,467</p>
<p><b>Sales/Group</b> \$117,134</p>	<p><b>Community Affairs/Services</b> \$501,507</p>
<p><b>Media Relations</b> \$276,699</p>	



## TERRIN ABELL

### 2025 Volunteer of the Year

Terrin Abell first became a student in the One Breckenridge Guest Service Influencer training class in 2017, and every year since then, she has volunteered her time to the One Breckenridge Guest Service Training Program. She has consistently provided excellent support for service champion training over the years without ever expecting anything in return. Terrin's role as an Influencer and Trainer have been invaluable, and in 2026, she will be joining the Town of Breckenridge's Leadership program as a One Breckenridge Guest Service Champion Trainer. Terrin is also a regular fixture at many of the BTO's signature events: from hosting carving teams during the International Snow Sculpture Championships, to helping run the Oktoberfest kids' zone, Terrin is always willing to lend a helping hand. We are grateful for her dedication and are thankful to have her as such an integral part of the Breckenridge community.



## TOWN OF BRECKENRIDGE OPEN SPACE & TRAILS

### 2025 Business of the Year

The Town of Breckenridge Open Space & Trails Department has been an incredible partner over the past year and continues to play a huge role in helping the BTO responsibly steward the guest experience in Breckenridge. This partnership has strengthened the quality and consistency of the information we provide visitors, with thoughtful recommendations and expertise that help us execute tourism initiatives safely and sustainably. Their support has been especially valuable in projects tied to stewardship and outdoor recreation, including initiatives like the fall Leaf Brief communications and the development of Breckenridge Wildflower Week. The Open Space & Trails team consistently brings practical insight, creative ideas, and a shared commitment to protecting the places that make Breckenridge special. Thanks to the OST team for being outstanding B Like Breckenridge Partners dedicated to community collaboration and education.



# JAY DEBAGGIS

**Breck Free Ride**

**2025 Service Champion**

A long time member of the Breckenridge community, Jay DeBaggis has consistently exemplified what it means to be a Service Champion over the years. Jay has brightened the days of countless people while working for Breck Free Ride, always taking the time to connect with people and share his love for Breckenridge. His enthusiasm and passion for the community he serves is infectious and evident in every interaction he has. Jay's unwavering commitment to service has made a lasting impression on both residents and visitors, and has helped to make Breckenridge a more welcoming place for all.

**2025 Service Champion**

# MARIGOLDS

**Farmhouse Funk & Junk**

Marigolds Funk & Junk has been a beloved fixture of downtown Breckenridge for over 15 years, and their thoughtfully curated shop is a go-to for both long time locals and first time visitors shopping in Breckenridge. This local, woman-owned boutique has a vast array of vintage finds, unique home decor, and creative pieces sure to catch the eye of anyone stopping in to browse. Even more notable than their ever-changing selection of products, though, is the genuine care and enthusiasm that they show to each person who walks through their door. Marigolds' team is always ready to provide suggestions and answer questions with a smile.



# Land Acknowledgment

**The town of Breckenridge acknowledges that our community resides on the traditional and unceded territories of the Ute Tribe. We recognize the enduring relationship that indigenous peoples have maintained with this land for countless generations.**

Furthermore, we acknowledge the 48 contemporary Indigenous Tribes and Nations that have historically called Colorado home, as outlined in the Colorado Tribal Acknowledgment List. This recognition is an essential step towards honoring the rich cultural heritage that has shaped the region.

We pay our respects to Elders past, present, and future, and express gratitude to all who have stewarded the land, air, and water for generations. Honoring the diverse stories of all people connected to this place—be they good or bad, simple or complex, inspiring or contemptible—we commit to understanding the inequities of our past and strive for a more inclusive and equitable future, where the voices and experiences of all community members are valued and respected.

# Thank you, Breckenridge

The Breckenridge community is at the heart of what makes Breckenridge such a special place. Year after year, the people of Breckenridge set the standard for hospitality, service, and volunteerism. This energy and dedication to the community – whether it be volunteering for events, serving on committees, or taking the time to brighten someone’s day - is both heartening and inspiring. This shared commitment to the place around us continues to make Breckenridge a place where people feel welcome and included.

