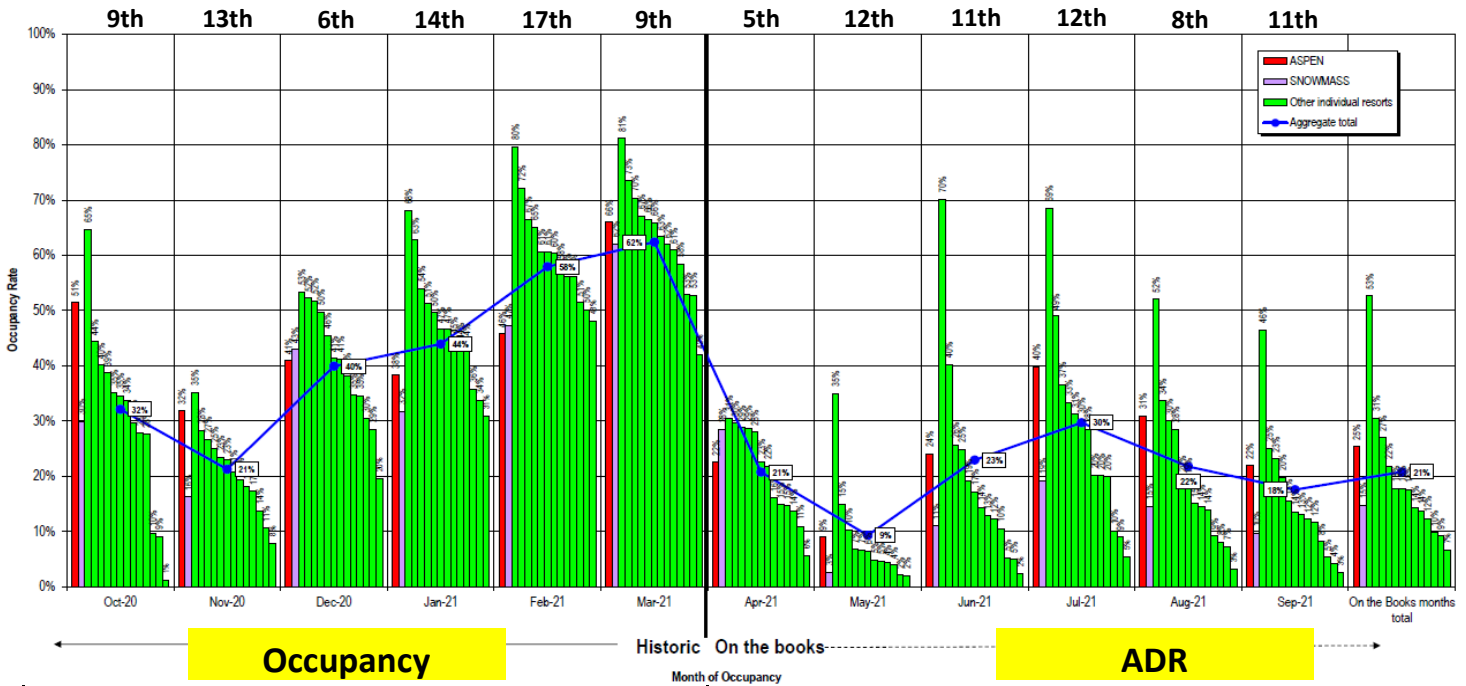


Snowmass Tourism Primary Dashboard



Goal 1: maintain or improve rank in Winter and improve rank in Summer

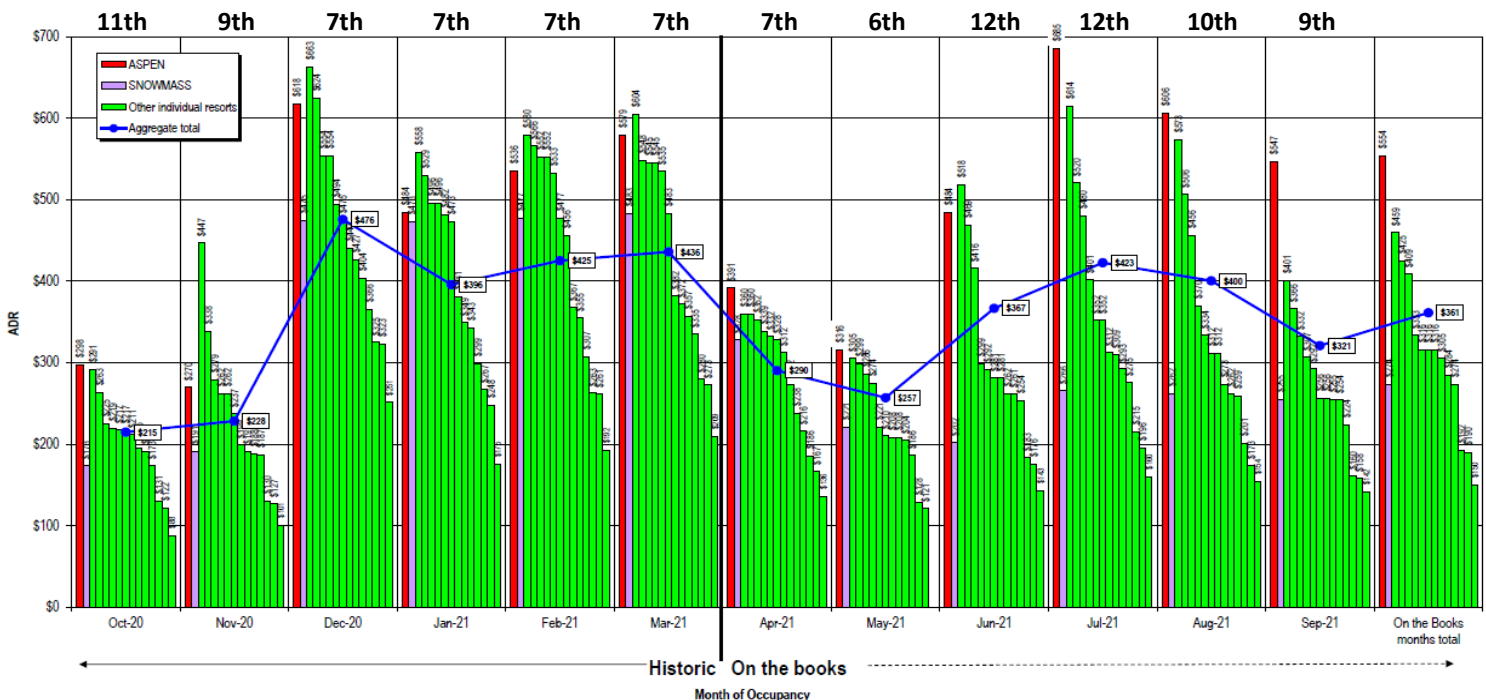
Occupancy Rate: Aspen & Snowmass vs. Other Mountain Resorts



Winter	2016/17	2017/18	2018/19	2019/20	2020/21
Rank	4th	2nd	1st	4th	9th
# Dest	17	16	17	17	18
Summer	2017	2018	2019	2020	2021
Rank	8th	6th	7th	9th	
# Dest	16	16	17	17	18

Winter	2016/17	2017/18	2018/19	2019/20	2020/21
Rank	6th	6th	6th	6th	6th
# Dest	17	16	17	17	18
Summer	2017	2018	2019	2020	2021
Rank	10th	10th	10th	9th	
# Dest	16	16	17	17	18

ADR: Aspen & Snowmass vs. Other Mountain Resorts



Source: DestiMetrics (3/31/21)