



**SNOWMASS**  
COLORADO

# Destination Management Plan

**A BLUEPRINT FOR DESTINATION MANAGEMENT TRANSITION  
AND SUSTAINABLE TOURISM**

**FALL 2025**

## Overview

Developed through a seven-month planning process, the DMP incorporates feedback from over 200 stakeholders, including residents, tourism partners, and community organizations. This participatory approach ensures that the plan aligns with Snowmass Village's vision to be a thriving, sustainable, and inclusive mountain destination.

# Pillars, Goals & Strategies

The Destination Management Plan guides Snowmass Tourism through sustainable tourism principles – considering social, environmental, and economic impacts. This defines our purpose and “why.” Our “how” involves building capacity across tourism management functions. Each pillar contains goals and strategies, with many strategies overlapping across multiple pillars.

## PILLAR 1: People

**Goal:** Foster a thriving community that enhances quality of life for those that live, work, and play here through balanced destination management.

- 1.1 Monitor and Message the Impact of Tourism Within the Community
- 1.2 Preserve Local Identity
- 1.3 Advance Inclusivity in Tourism
- 1.4 Express and celebrate community values through tourism initiatives

## PILLAR 2: Place

**Goal:** Deliver exceptional experiences that deepen connection to Snowmass while protecting our natural beauty, environment, unique character, and community culture.

- 2.1 Develop Signature Experiences
- 2.2 Promote Accessible Tourism For All
- 2.3 Develop Sustainable Tourism and Responsible Travel Experiences

## PILLAR 3: Prosperity

**Goal:** Cultivate a thriving local economy to enhance community well-being.

- 3.1 Stimulate Economic Vitality
- 3.2 Collaborate on Workforce Housing Solutions
- 3.3 Enhance Employee Retention
- 3.4 Grow Tourism Industry Resources for Partners
- 3.5 Develop Green Business and Climate Adaptation Initiatives

## PILLAR 4: Process

**Goal:** Advance Snowmass Tourism’s impact as a destination management organization by championing the core pillars of people, place and prosperity.

- 4.1 Enhance Destination Management Capacity and Knowledge
- 4.2 Strengthen Stakeholder Collaboration
- 4.3 Improve Data-Driven Decision Making



# The Path Forward

This plan organizes our work into four essential pillars to support our tourism department, each responding to critical opportunities and challenges identified through extensive community engagement.

- **Pillar 1: People**
- **Pillar 2: Place**
- **Pillar 3: Prosperity**
- **Foundational Pillar 4: Process**

You'll find actionable strategies within each pillar that bridge our marketing strengths with new management responsibilities. From enhancing workforce retention programs to developing sustainable tourism initiatives, to preserving local identity and improving data-driven decision making, every strategy represents our commitment to thoughtful, balanced management of tourism.

*The Rim Trail's Spiral Point symbolizes the balance we seek—between visitors and residents, growth and preservation, marketing and management. Like this favorite local landmark, our approach must find harmony between seemingly opposing forces.*

Our success depends on robust collaboration with partners. We aim to position Snowmass Village as a model for destination management where tourism enriches rather than burdens, where natural resources are preserved, and where residents and visitors exist in harmony.

## Purpose Statement, Vision, Mission, Values

### SNOWMASS TOURISM DMP PURPOSE STATEMENT

With this plan as its blueprint, providing the direction and actionable steps, Snowmass Tourism will advance and evolve in its functions to be stewards of the destination and manage tourism on behalf of the host community.



### MISSION

Snowmass Tourism's mission is to support our mountain community by enriching the lives of those who live, work, and visit here through sustainable economic vitality.



### VISION

A vibrant mountain destination where nature, community, and the economy thrive as one.



### VALUES

**Community**  
**Environment**  
**Wellbeing**  
**Partnership**  
**Stewardship**  
**Inclusion**

## THE DESTINATION ASSESSMENT, COMPILED TO UNDERSTAND STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS.

### Strengths

Strengths include Snowmass's unique mountain location and beauty, an abundance of outdoor recreation, varied lodging offerings, community and cultural heritage, and a positive resident sentiment towards tourism.

### Weaknesses

Weaknesses include seasonal occupancy challenges, high cost of living affecting workforce retention, and limited visitor experience data.

### Opportunities

Opportunities for destination management lie in enhancing seasonal appeal, brand identity, summer tourism, and workforce housing initiatives.

### Threats

Threats such as climate change, competition from other mountain resorts, transportation limitations, and other external issues pose risks that must be managed strategically.

## Destination Recommendations

1. Foster collaboration with community and partners
2. Honor and communicate Snowmass's unique identity
3. Support local businesses for a sustainable tourism economy
4. Celebrate and support our local workforce
5. Strengthen the seasonal appeal by diversifying tourism offerings
6. Expand KPIs beyond economic metrics
7. Transition to a broader destination management role

