

Lucy Kay Breckenridge Tourism Office President & CEO



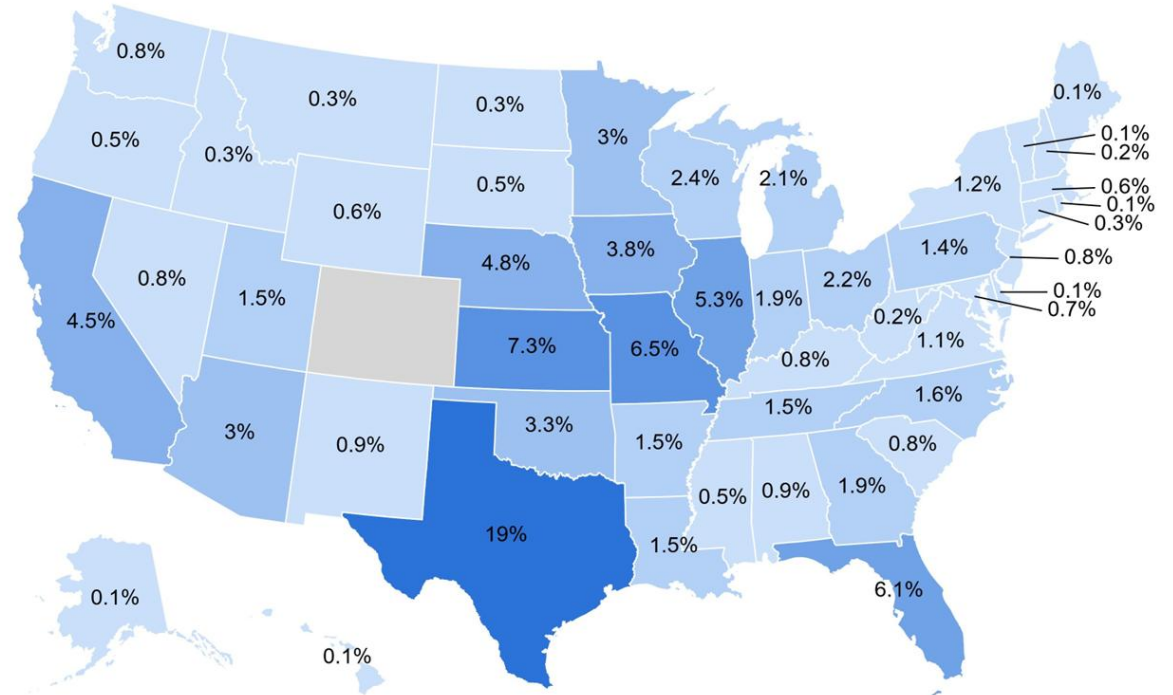
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TOURISM OFFICE

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Destination Marketing

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



Source: Mobile Data 2024 Datafy – Summer 2024 Guest Visitation Stats



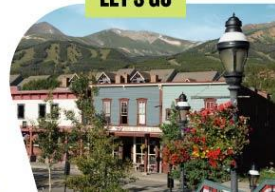
Kinda Town

Prospecting/Brand Awareness



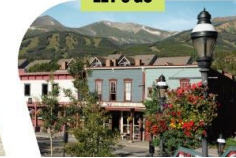
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COLORADO**

LET'S GO



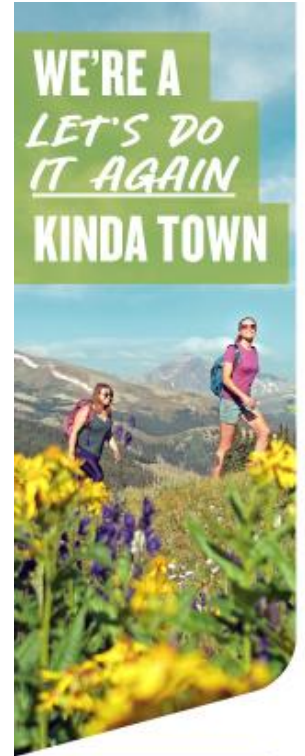
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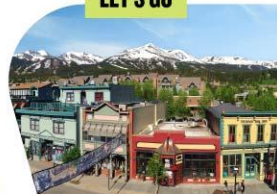
Happens Here

Retargeting



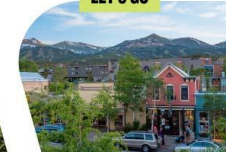
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B LIKE BRECKENRIDGE BUSINESS PARTNERSHIP



Empowering local organizations to celebrate, preserve and protect the qualities that make Breckenridge a special place to live, work and visit.

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Gary Varvel
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