



Steamboat Springs Local Marketing District 2026 Operating Plan

The Local Marketing District of Steamboat Springs (LMD) was formed pursuant to the Special District Act of the State of Colorado. Under Colorado Revised Statutes Title 29 Article 25-110, the LMD is required to file an operating plan and a proposed budget for the next fiscal year with the clerk of the local government (City of Steamboat Springs) no later than September 30 of each year.

LMD PURPOSE

The LMD's purpose is to collect a 2% accommodations tax primarily to support airline service for both guests and locals, related marketing, program management, and LMD operations. This purpose is consistent with state statute, which defines allowable uses of local marketing district revenues.

2026 OVERVIEW

The LMD Board, with partner Steamboat Ski & Resort Corporation (SSRC), recognizes how incredibly important it is to have direct flights in place to support the local economy, while at the same time, being cognizant of the capacity constraints at the Yampa Valley Regional Airport (YVRA). The focus for 2026 is a balanced approach to maintain flights from 17 nonstop airports with six major airlines in place, with growth in seats on several nonstop flights. The 2026 program continues to offer a variety of travel options and competitive fares for both guests and locals. Maintaining a healthy program will require air service contracts. With our country and the airline industry experiencing changes daily, the LMD Board acknowledges that the plan is based on the information we have at the time of its creation and that it may need to be adjusted as conditions warrant.

In 2025, the monthly number of available airline seats or capacity in the United States is flat over 2024. Air travel demand continues to be strong, but is challenged with delayed aircraft deliveries, air traffic control staffing, infrastructure, and systems limitations.

The Steamboat winter air program is anticipating an approximate 4% increase in number of seats for winter 2025/26 vs 2024/25, mostly due to an increase of 7,000 seats with United. The 2023/24 season had the largest seat capacity in the history of the program for the third year in a row, with the 2025/26 season planned to be the second largest. The flights loaded to date indicate the confidence of our airline partners and the strength of the public-private partnership that enables the air program's success.

The presence of Southwest Airlines continues to provide a competitive landscape among airlines, which is beneficial to both residents as well as guests. However, Southwest is currently working through substantial changes to their business model, including, for the first time, initiating seat assignments and eliminating their "free bags." Southwest also continues to be challenged with delayed aircraft delivery. Southwest's entire aircraft fleet is Boeing 737s. Both Boeing and Airbus are experiencing delivery delays due to supply chain disruptions and component shortages.



Healthy air travel options in 2026 are even more critical as ground transportation to and from Denver has become more limited. Air travel capacity expansion since the recovery from COVID has allowed more guests to fly into Yampa Valley Regional Airport (YVRA), while others still end their air travel in Denver and then drive rental cars up to Steamboat Springs.

The LMD Board and Steamboat Ski & Resort Corporation (SSRC) secured a 2025 Houston nonstop flight with United Express for the third summer, and a new Saturday nonstop from Los Angeles. These nonstops enhance the existing flight options from Denver with United and Southwest. For spring, summer, and fall of 2025, United up gauged one-two of the daily Denver flights, from a regional jet to a mainline jet. Southwest has an overall -11% decrease in seats with more weeks reduced from daily to five per week combined, creating an overall 12% increase in non-winter seats. For summer 2026, additional new summer flights are being pursued, including the potential for Delta Air Lines from Salt Lake City, American Airlines from Dallas/Ft. Worth and United Airlines from Chicago, or a summer Houston expansion. The LMD Board and SSRC have allocated \$1,100,000 in total to pursue contracting for up to three summer nonstop flights, and to support existing spring, summer, and fall flights.

LMD accommodation tax revenue budget for 2026 is proposed at \$3.1M, flat with the 2025 budget. Indicators utilized to create this budget:

- Available advanced reservation information
- Consumer confidence reports
- Conservative budgeting due to contractual cash-flow arrangements

2025/26 OPERATING PLAN HIGHLIGHTS

For this coming winter, the program has six major carriers and 17 nonstop airports including Alaska (Seattle and San Diego), American (Dallas/Ft. Worth and Chicago), Delta (Atlanta and Minneapolis), JetBlue (Ft. Lauderdale and Boston), Southwest (Denver, Dallas Love Field, Nashville, and Austin), and United (Houston, Newark, Washington DC, Los Angeles, San Francisco, Chicago, and Denver). The Southwest Austin flight is the newest nonstop, operating in March only.

- Due to system-wide strong air travel demand, several adjustments this winter, and potential expansions next summer, the following changes are reflected in the 2026 plan:
 - Southwest Airlines enters their sixth winter into YVRA from Denver and Dallas Love Field, fourth winter from Nashville, and has added Austin for the 2025/2026 winter season.
 - The United Airlines partnership has provided opportunities to expand by a total of 7,000 arriving seats.



- Newark flights have increased from 80 total round trip flights to 97, operating daily through the entire winter season, except Jan. 6 – Feb. 11, gaining approximately 3,000 arriving seats.
 - San Francisco goes from 15 to 33 flights, adding 2,400 seats.
 - Los Angeles goes to operating daily in March, adding 1,000 seats.
 - Washington DC is up gauged to a larger aircraft, the 737-8, adding 400 seats.
- JetBlue transitions from February and March only to adding two weeks in January starting on the 15th. This will add 2,300 arriving seats. Additionally, JetBlue has a new positive partnership with United Airlines to share mileage earning and redemption programs.
 - Business case proposals for Summer 2026 are being initiated now for a potential new nonstop, with Delta from Salt Lake City, American or Southwest from Dallas, and United from Chicago.
- Total available seats for the 2025/26 winter season are forecasted to be approximately 227,000, an increase of 4% year over year, and a decrease of 3% over 2023/24. The 2024/25 season had 219,812 roundtrip available seats with a 74% load factor.
 - Winter CAP (maximum contracted expense) is budgeted at \$3.837M and summer CAP at \$1.1M, for a total of \$4.937M, down from \$5.046M in 2025 and up from \$4.23M in 2024. This reflects SSRC's ability to work effectively with the airlines to grow several nonstop flights with United and JetBlue and pursue more options for summer 2026. Growth opportunities and lower costs were available this winter due to aircraft deliveries catching up and fuel costs remaining low.
 - Specific flight details for the 2025/26 air program may continue to adjust as airlines react to changes including aircraft delivery delays, constraints on air traffic control, and overall costs.
 - The forecast for the reserve balance at the end of 2026, based on MRG costs at cap, is \$5.44M.
 - Winter cap totals are down based on 2025 improved performance and fuel costs down, and summer 2026 cap totals are up to cover potential new nonstops and support for existing year-round flights.
 - LMD reserves are positive, though they may be impacted by a potential economic downturn, as well as potential changes from current aircraft delivery delays, possible economic changes, and the increased need to support non-winter flights with contracts.
 - SSRC and the LMD will operate pursuant to the three-year Air Program Contribution Agreement, which was approved by City Council in June 2023 and set to expire in June of 2026. Budget may be affected by renewal of current contract, 66.67% LMD and 33.33% SSRC cost split, in the middle of the 2026 operating plan year.



AIR PROGRAM OVERVIEW

The purpose of Steamboat Springs' air program is to provide commercial air service for both destination guests, as well as northwest Colorado residents and second homeowners. This includes both location neutral business owners and employees. The air program is led by the collaboration between LMD Board of Directors (appointed by the Steamboat Springs City Council) and SSRC. In partnership, SSRC and LMD fund MRG (minimum revenue guarantee) contracts with airlines to secure specific nonstop flights into YVRA, with efforts to maintain a variety of airlines, flight choices, and competitive airfares. SSRC and the LMD consistently work to secure more seats on higher demand dates and days of the week to align capacity more closely with demand.

Most passengers using YVRA winter flights are traveling for vacation or leisure. Historically, without contracts, the airlines would utilize their aircraft on more profitable routes, such as business flights connecting two larger cities. Air travel continues to be in high demand, which combined with Southwest's year-round flights in the HDN mix, has allowed capacity into YVRA to remain strong the past several years. For winter 2025/26, we have more opportunities for growth than we can pursue, as we are challenged with capacity constraints at YVRA. Saturdays and mid-day schedule times at YVRA are currently full. With that, efforts are being made to adjust flight times and day of week to accommodate the 4% increase in seats. The air service cost was \$177 per round-trip passenger into YVRA in winter 2024/25. This figure supports the budget decisions made for the 2025/2026 operating plan. Similarly, the most recent economic data from winter 2021/22 airport research indicates that guests who fly into YVRA spend an average of \$1,565 per person during their visit to the Yampa Valley, which has likely increased over the past four years, creating a healthy return on investment and fueling local businesses. Additionally, this provides revenue for the City of Steamboat Springs via sales tax collections. In 2024/25 the winter air program flights performed at a 74% load factor, with a record 162,000 arriving passengers, equating to a minimum of \$253M being spent in and around Steamboat Springs.

Without the nonstop flights from key metro markets, visitors would likely travel to other resort destinations that are easier to access, either by more convenient flights or shorter drives from major airports. In fact, according to SSRC research, winter 2024/25 visitors who flew into YVRA rated the importance of flying directly into YVRA in their decision to take a Steamboat Springs vacation at 9.2, on a scale of 0 – 10.

No other Colorado ski area regional airport had six major carriers nor 17 nonstop airports in winter 2024/25, and most do not have Alaska, JetBlue, or Southwest flights. All three of these airlines offer lower fares from specific markets, which are often matched by other airlines. This is a competitive advantage for Steamboat Springs.

➤ *Refer to the attached Air Service Map and Flight Schedule for cities served.*

MINIMUM REVENUE GUARANTEE OVERVIEW

MRG contracts are based on guarantees that a certain level of revenue will occur, and if not, that the



shortfall is paid. Steamboat’s MRG contracts are negotiated annually, based on prior year flight performance, projected fuel costs, aircraft availability and opportunity costs (revenues a plane would make on another route), all of which have significant impacts on MRGs. The maximum MRG liability amount is referred to as CAP.

Actual air service payments under the MRGs are determined by these primary metrics:

- Load Factor: The ratio of passengers and available seats on each flight
- Yields: Average passenger fare plus ancillary revenues for bags, seat assignments, food, etc.
- Fuel Costs: Actual fuel costs which can vary

In addition to the Steamboat Springs air program, the following mountain resort airports have MRG contracts or other financial incentives to support parts of their airline program: Crested Butte/Gunnison (GUC), Montrose/Telluride (MTJ), Jackson Hole (JAC), Mammoth (MMH), Sun Valley (SUN), and Vail (EGE). Jackson Hole (JAC) is funded through voluntary public and private contributions, and all others listed are funded through tax revenues. Vail (EGE) passed an RTA tax in November of 2022, allowing them to secure summer and winter flights with MRG contracts after over a dozen years with no funding for this.

FUNDING

- **2% Accommodations Tax and Reserves**
 - Provide funding in conjunction with SSRC for agreed upon air service contracts.
 - Are not restricted to a certain season.
 - Can be used for marketing, as annually approved by the LMD Board, to assist in ensuring the success of the air program. This marketing support would be supplemental to the \$2.5-\$3M of marketing value put forth by SSRC and is subject to a specific air program marketing plan produced by SSRC and approved by the LMD Board.
 - Pay for other approved LMD expenses, including:
 - Community education through the Annual Report
 - Air Program management fee to SSRC
 - Legal fees
 - Administration (contract with Steamboat Springs Chamber)
 - Financial services (1% administrative fee to the City)
 - Research to inform the Board’s planning and decisions
 - Miscellaneous and contingency
- NOTE: The total number of property units and room rates that are the basis for the Accommodations Tax add a variable to forecasting and planning. The Key Data Dashboard and other visitor information that the Chamber has contracted for, the lodging properties are supplying information to, and the LMD is financially supporting, will provide a more accurate outlook on lodging bookings which will help accurately define this variable. Increases or decreases in the number of nightly rental units within the district can have an immediate impact on the revenue stream to the LMD. In addition, visitor information gathered from Key Data will help supply more accurate year-round visitor



numbers.

- **Air Program Contribution Agreement**

The air program contribution agreement approved in June 2023 continues the two-thirds to one-third cost breakdown between the LMD and SSRC for both winter and summer air service.

Highlights of the agreement:

- SSRC will propose a budget to the LMD Board on an annual basis for air service.
- Air program costs (net of management fees and other admin costs of the LMD) are split:
 - 33.33% - SSRC
 - 66.67% - LMD
- LMD Accommodations Tax reserve may not go below \$600,000 except to fund actual winter program costs.
- SSRC shall provide air program management services on an annual basis for an annual fee.

OPERATING INFORMATION

- The Accommodations Tax is collected by the State of Colorado and deposited with the City of Steamboat Springs. The LMD Board works closely with the City Finance Director to ensure compliance with statutory requirements such as periodic tax audits.
- The City receives 1% of the LMD Accommodations Tax for accounting and financial oversight services, including record keeping, and other support.
- The LMD Board of Directors currently does not receive any compensation or fees and does not directly handle any funds, but the Board may request approval from the City Council for the payment of reasonable per diem fees to the Directors for attendance at regular and special Board meetings.
- It is the practice of the LMD and SSRC to budget the full MRG exposure, (often referred to as CAP). Historically, the actual MRG costs have been lower than the CAP, resulting in savings which flow to the reserve. However, there have been years, including 2021, when close to the full CAP expenditure has been necessary.
- The LMD has established a reserve account that is projected and forecasted for every year, and the commitment of reserve funds to the LMD budget is made from year to year at the discretion of the LMD Board as approved by City Council.
- During the upcoming calendar year, financial receipts, expenditures, and revenues may change. The LMD Board may determine during such a year that certain financial and marketing support levels for certain projected flights and destinations may be modified, increased, decreased, or eliminated, which may cause certain changes in expected airline flights supported by the LMD Board and SSRC during that year. The Board will notify City Council of any such changes which are deemed to be material, but the Board does not regard such changes as necessitating a change to this Operating Plan and does not require City Council approval or consent.



- The LMD utilizes a calendar year as its fiscal period. Program costs are recognized in the year when paid. The actual winter air service expenses for the 2025/26 season will likely be received in June 2026, with summer air service expenses likely in October 2026. The full expense will be posted to 2026 even though a portion of the expense is attributable to December 2025.
- The Steamboat Springs Chamber provides organizational and administrative assistance to the LMD for a nominal fee to offset their time and expenses.

YAMPA VALLEY REGIONAL AIRPORT EXPANSION

In calendar year 2024, Yampa Valley Regional Airport (YVRA) successfully met the air transportation needs of both the local community and visitors, marking another year of record-breaking activity. The airport recorded 234,954 enplanements (passengers departing from HDN) and 227,110 deplanements (passengers arriving at HDN), for a total of 462,064 passengers. This represents an 11% increase over 2023, reflecting the continued demand for convenient, safe, and accessible air travel from YVRA.

YVRA deeply values the ongoing support of the community, and these figures demonstrate the airport's significant economic contribution to the Yampa Valley. In response to this sustained growth, the airport is investing in its future with the launch of a major terminal expansion project.

The expansion will add a two-story building to the west side of the existing terminal. The first floor will include an upgraded outbound baggage system and ground handler breakrooms, while the second floor will feature four new gates with jet bridges and a full-service restaurant. Design completion is anticipated by December 2025, with construction scheduled to begin in spring 2026 and project completion targeted for December 2027.

YVRA continues to play a vital role in the economic and social fabric of Routt County and the broader Yampa Valley. According to the Colorado Department of Transportation's 2025 Airport Economic Impact Study, the airport generates \$514 million in total business revenues annually including \$110 million from on-airport activities and \$404 million from visitor spending. This activity supports 3,574 jobs and provides \$178 million in payroll to residents.



UNAUDITED FINANCIAL PRESENTATION

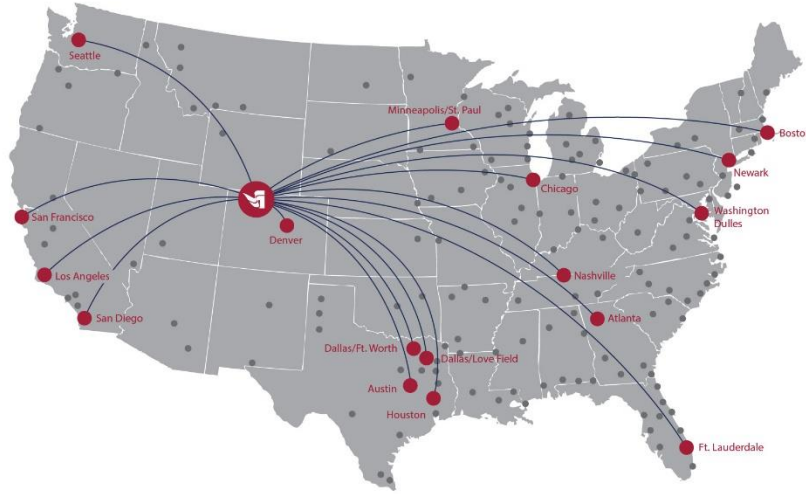
AIR SERVICE COSTS								
	LMD 2024 Budget Year			LMD 2025 Budget Year			LMD 2026 Budget Year	
	* air service only *			* air service only *			* air service only *	
		2023/24			2024/25			2025/26
		Budget to Total CAP	Actual		Budget to Total CAP	Actual		Budget to Total CAP
SSRC	SSRC (1/3)	\$1,410,749	\$1,190,720	SSRC (1/3)	\$1,682,007	\$1,059,838	SSRC (1/3)	\$1,645,547
LMD	LMD (2/3)	\$2,821,921	\$2,381,697	LMD (2/3)	\$3,364,518	\$2,119,994	LMD (2/3)	\$3,291,587
Winter & Summer Air Service Totals	Winter Air Service Totals	\$4,232,670	\$3,572,417	Winter & Summer Air Service Totals	\$5,046,525	\$3,179,832	Winter & Summer Air Service Totals	\$4,937,134



Local Marketing District Proposed 2026 Budget				
ACCOMMODATIONS TAX				
	2024	2025	2025	2026
	Actual	Budget	Forecast	Budget
Projected Carry Over	\$ 4,595,018	\$ 5,166,792	\$ 5,166,792	\$ 5,933,065
Revenue				
2% Tax Jan - December (net of state fee)	\$ 3,336,461	\$ 3,100,000	\$ 3,298,363	\$ 3,269,732
Sales/Use Tax(Misc Refunds/Collections)	321	-	-	-
Interest	269,346	180,000	249,249	250,000
Total Revenues	\$ 3,606,128	\$ 3,280,000	\$ 3,547,611	\$ 3,519,732
Expenses				
Air Service Costs (From Accom Tax)	\$ 2,381,698	\$ 3,364,518	\$ 2,119,994	\$ 3,291,587
Winter Air Service Marketing	496,036	500,000	500,000	550,000
Winter Air Service Management Fee	100,000	100,000	100,000	100,000
Summer Air Service Management Fee	Included above	Included above	Included above	Included above
Legal	5,698	10,000	9,557	17,000
D&O Insurance	2,303	2,000	2,303	2,535
Administration	9,505	9,000	9,000	9,500
City Services 1% of Tax Collected	33,365	31,000	32,984	32,697
Research Contribution/Forecasting	5,000	5,000	5,000	5,000
Community Outreach/Annual Report	750	2,500	2,500	2,500
Total Expenses	\$ 3,034,355	\$ 4,024,018	\$ 2,781,338	\$ 4,010,819
Revenue less Expenses	\$ 571,773	\$ (744,018)	\$ 766,274	\$ (491,087)
Accommodation Tax Reserve Balance	\$ 5,166,792	\$ 4,422,774	\$ 5,933,065	\$ 5,441,978

WINTER FLIGHTS 2025/2026

6 Airlines | 17 Nonstops



Steamboat Air Schedule Winter 2025/26
Updated September 2, 2025

Schedule times and flight numbers vary by date or day of week
Schedule is subject to change at any time without notice

From	Frequency	Dates	Airline	Aircraft	Cap	Arrivals			Departures		
						Flight #	Departs	Arrives	Flight #	Departs	Arrives
Atlanta (ATL)	Daily	12/20/25 - 3/29/26	Delta Air Lines	757	199	#1022	1035a	1215p	#1022	120p	636p
Austin (AUS) new!	Sat	3/7/26 - 3/28/26	Southwest Airlines	737-7	137	#1562	1000a	1130a	#2901	320p	715p
Boston (BOS)	Tue/Thu/Fri/Sun	1/15/26 - 3/29/26	JetBlue	A320	162	#2627	800a	1120a	#2628	1220p	630p
Chicago (ORD)	Daily	12/18/25 - 1/6/26 & 2/12/26 - 4/6/26	American Airlines	E175	76	#3743	940a	1143a	#3571	1213p	410p
Chicago (ORD)	Daily	12/11/25 - 3/28/26	United Airlines	A319	126	#1705	900a	1102a	#265	100p	439p
Dallas/Ft.Worth (DFW)	6x/week or Daily	12/20/25 - 4/6/26	American Airlines	737-8	172	#2565	959a	1150a	#2565	1233p	355p
Dallas/Ft.Worth (DFW)	Daily	12/20/25 - 1/5/26	American Airlines	737-8	172	#2559	1219p	153p	#2559	228p	550p
Dallas Love (DAL)	Varies	12/19/25 - 3/30/26	Southwest Airlines	737-7	137	#2756	1155a	135p	#3021	230p	550p
Denver (DEN)	Daily	11/22/25 - 4/19/26	Southwest Airlines	737-7, 737-8	137,175	#2647	1030a	1130p	#635	1215p	125p
Denver (DEN)	Varies	12/18/25 - 4/6/26	Southwest Airlines	737-7, 737-8	137,175	#4216	130p	230p	#2832	315p	440p
Denver (DEN)	Sat or Sun/Varies	12/20/25 - 4/5/26	Southwest Airlines	737-7, 737-8	137,175	#3136	335p	430p	#989	520p	640p
Denver (DEN)	Daily (midday)	11/22/25 - 4/19/26	United Airlines	A319	126	#2045	1137a	1235p	#762	129p	237p
Denver (DEN)	Daily (afternoon)	11/20/24 - 3/28/26	United Airlines	737-8	166	#1228	140p	238p	#1630	320p	428p
Denver (DEN)	Daily (overnight)	11/22/25 - 4/19/26	United Airlines	A320	150	#1691	730p	831p	#2255	745a	915a
Fort Lauderdale (FLL)	Mon/Wed/Sat	1/17/26 - 3/28/26	JetBlue	A320	162	#45	800a	1100a	#2948	1200p	615p
Houston (IAH)	Daily	12/18/25 - 4/5/26	United Airlines	A319/E175	126/76	#5517	940a	1200p	#5996	100p	500p
Los Angeles (LAX)	5x/week or Daily	12/18/25 - 3/28/26	United Express	E175	70	#5860	1245p	356p	#5465	440p	607p
Minneapolis/St. Paul (MSP)	Daily, then Wed & Sat	12/20/25 - 3/28/26	Delta Air Lines	A319	132	#1260	1250p	216p	#1260	314p	646p
Nashville (BNA)	most Sat	12/20/25 - 3/28/26	Southwest Airlines	737-7	137	#3604	745a	1005a	#4548	1050a	250p
Newark (EWR)	5x/week or Daily	12/18/25 - 4/5/26	United Airlines	737-8	166	#1292	730a	1018a	#1365	1140a	535p
San Diego (SAN)	Wed/Sat/Sun	12/20/25 - 3/29/26	Alaska Airlines	E175	76	#3455	1246p	418p	#3455	453p	628p
San Francisco (SFO)	5x/week, then Sat/Wed	12/20/25 - 3/28/26	United Express	E175	76	#5447	1035a	208p	#5422	250p	443p
Seattle (SEA)	Wed/Sat/Sun	12/20/25 - 3/29/26	Alaska Airlines	E175	76	#3100	340p	657p	#3100	745p	947p
Washington Dulles (IAD)	Saturday	12/20/25 - 3/28/26	United Airlines	737-8	166	#276	1230p	248p	#1413	3454	9207

Note: Starting Mar 6, Southwest DENHDN times on this flight change to arriving 740p, and departing 840a next day



Appendix

LMD BACKGROUND

The LMD was approved by district voters in 2004 and began collecting a 2% tax on nightly accommodations (Accommodations Tax) within the district boundary effective January 1, 2005 for air service and air service marketing.

In November 2011, the qualified electors of the City of Steamboat Springs passed Ballot Measure 2B with 61% approval, allowing the City to increase the City sales tax by 0.25% for a period of five years to support commercial winter air service, with the goal of growing seats and rebuilding reserves. The proceeds of the tax were managed by the LMD for this purpose. The tax was imposed beginning January 1, 2012, and sunset for collection on December 31, 2016, although collections and reserves continued to support the air program for three subsequent years after collections expired.

As a result of the 2011 sales tax initiative, the LMD was required to enter into an intergovernmental agreement (IGA) with the City of Steamboat Springs and submit a set of bylaws for acceptance. The IGA and the bylaws were approved and adopted by both the LMD and the City. In addition, there is an Air Program Contribution Agreement between SSRC and the LMD which was renewed in June of 2023 and set to expire in June of 2026.

Learn more [here](#) (2024 Annual Report linked at the bottom of the page).

AIR PROGRAM STRUCTURE

- **LMD Board**

- Appointed by the Steamboat Springs City Council.
- Administers the program pursuant to the terms and conditions of the Air Program Contribution Agreement between the LMD and SSRC.
- Allocates funding for flights with consideration of:
 - Current economic dynamics of the airlines and traveling public
 - Steamboat Springs' target markets for guests and locals
 - Balancing capacity with demand to meet needs of guests and locals
 - Maintaining convenient and popular nonstop flights complementing the current Denver connecting flights on both Southwest and United
 - Non-stop flights to airline hubs – typically approximately 40% of passengers into YVRA originate at a hub airport with 60% from points beyond
 - Proximity to Steamboat Springs – the closer the originating city to Steamboat Springs, typically the lower the MRG cost
 - Diversification of carriers and addition of new carriers to offer variety and promote competition
 - Budgeting for maximum contract liability or CAP, considering past performance and risk scenarios



- Conducts public meetings and prepares an Annual Report, as well as an Annual Operating Plan and Budget, to inform and educate the community on the air program purpose, strategy, and expenditures.
- **SSRC**
 - **Air Service** - Explores potential winter and summer air service annually, from current airline partners' hubs as well as other originating cities highly used by Steamboat guests. Additionally, SSRC pursues future opportunities for potential flights with carriers that are not currently serving Steamboat Springs, acknowledging that YVRA is currently at capacity and a new airline would need to be planned for winter 2027/28.
 - **Program Recommendations** - Presents winter and summer air program recommendations to the LMD Board for discussion, feedback and approvals or changes.
 - **Program Management** - Provides extensive air program management, including reports and active communication with all airline partners, to ensure that attainable revenue and load factors are being achieved.
 - **MRG Contracts** - Contracts with air service carriers to secure competitive air service into YVRA by confirming and managing appropriate MRG contracts.
 - **Relationships** – Develops, establishes, and maintains partnerships with air service carriers, as well as relationships with several hundred key airline contacts in different departments including network planning, revenue management, pricing, marketing, leisure sales, and operations.
 - **Marketing** - Provides extensive marketing, sales, and communications programs to promote the air program with a significant \$2.5-\$3M value. Efforts may include air-specific online advertising, emails, webpages, cable TV, radio, PR, social events, group sales, and more.
 - **Flight Performance** - Presents specific flight or airline bookings or performance to the LMD Board in executive session due to the confidentiality of contractual details with air service carriers.
 - **Airline Partner Event** - Hosts an annual Airline Partners' Summit in Steamboat every January or February with approximately 100 key airline attendees. The Summit strengthens airline relationships and provides exposure to the airline partners, Steamboat Ski Area, YVRA, and community.

LOCAL MARKETING DISTRICT MAP

