



[You Tube Video - Ten US tourism destinations likely to go into decline.](#)

Letters to Vail

V a i l H o m e o w n e r s A s s o c i a t i o n

VHA Report: 072525602p

2025 VHA Annual Membership Meeting

Vail Public Library -Community Room

Wednesday, July 30, 1-3 pm.

White Paper Report – Vail Looking Forward

Vail’s Evolving Identity and Strategic Direction

July 30, 2025

Vail has a reputation as a high-profile international destination resort community. Locally, there’s a growing emphasis on balancing community assets and resources to meet the needs of both residents and visitors.

A recent [YouTube video](#) [20:26] cites Vail as one of several Colorado mountain resorts perceived to be losing relevance. The video reflects an emerging global sentiment around traditional resort tourism and forecasts a decline in foreign travel to the United States. This may help explain Vail's softening summer tourism expectations. The video’s overstated frankness, however, is a not-to-be-ignored wake-up call.

Economic indicators suggest a cooling trend in the local real estate and construction sectors. A surge in residential housing supply—driven by the completion of several large multi-unit projects—has inflated inventory, contributing to possible downward pressure on property values. Similar patterns in the past have correlated with devaluation in the local property market.

Strategic Shifts: Responding to New Realities

Vail is actively responding to these challenges through several forward-looking initiatives. A major milestone came in June 2023, when the Town of Vail (TOV) adopted a “[Stewardship Roadmap](#).” This plan marked the beginning of a rebranding effort aimed at aligning the resort's identity with global standards for sustainable tourism. Its goal: to foster a balanced coexistence between the needs of tourism and the preservation of the local community.

A key feature of the roadmap is the commitment to assess the **carrying capacity** of essential infrastructure and services—an analysis designed to guide future investment and growth while preserving environmental integrity.

Marketing Consolidation and Future Vision

As part of its economic development strategy, summer and winter marketing efforts have been consolidated under Town of Vail management. Until recently, the Town took responsibility for summer marketing while Vail Resorts (VR) handled winter marketing. VR’s shift to marketing the Epic Pass rather than individual resorts precipitated the change. The move positions the Town to shape a unified narrative about Vail’s offerings throughout the year.

The Stewardship Roadmap implies a renewed focus on marketing Vail as an **exclusive international resort community**, echoing nostalgia for its early years as a European-style luxury mountain escape for the rich and famous.

Strategic Integration Needed for Sustainability Implementation

Responsibility for implementing the Stewardship Roadmap is currently shared between the TOV Economic Development and Environmental Sustainability departments. However, the TOV’s [Economic Development Strategy has not been updated since 2008](#), and the Environmental Sustainability elements of the [2023 Stewardship Roadmap](#) largely trace back to the [2009 Environmental Sustainability Plan](#).

Synchronization of economic development and environmental sustainability strategies is overdue. Absence of a unified framework increasingly impacts effective planning and decision-making.

VHA [invites letters of interest](#) to assist in its membership and reader development efforts.

VHA is a member and reader-supported non-profit funded by voluntary annual dues and contributions of its paid subscribers and readers. Many members are part-time resident property owners from Vail’s founding generation, their children, and succeeding generations of first-time owners who have discovered the intangible qualities that Vail brings to their lives. As Vail grows, traditional assumptions of political activism have become more complicated and costly.

Memberships and contributions fuel the VHA Reports, Letters to Vail, and help VHA respond to important issues, expand its reach, and ensure transparency. VHA is thankful for the support and participation of the Vail community. We pledge to remain at the forefront of advocating for the mutual interests of full and part-time residents and property owners.

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