

TELLURIDE MERCHANT MEETING

**Noel Night: Overview, History, 2024 Feedback,
Advertising, Planning**

Tuesday, November 5, 2025



DISCUSSION OVERVIEW

OVERVIEW

HISTORY OF NOEL NIGHT

2024 FEEDBACK

ADVERTISING

2025 PLANNING

TELLURIDE MERCHANT MEETING

NOEL NIGHT

Noel Night is a festive kickoff to the holiday season in Town of Telluride. It is held in early December, in downtown Telluride (on Colorado Ave and nearby).

During the evening (for example, 5 p.m. to 9 p.m. for the 2025 date) local shops, galleries, and restaurants stay open and often offer special discounts, treats, and promotions.

There are also festive touches: holiday lights, carolers or live music, a sense of community gathering, and a visit from Santa in many years.

Why it matters for residents

- It reinforces local community connection: residents, business owners, and visitors mingle in town in a joyful setting.
- It supports local businesses: many stores offer discounts or special deals, encouraging shopping in town rather than online or elsewhere.
- It sets the tone for the holiday season: the event marks the start of the festive period and lets residents get into the spirit of the season.
- It's a good seasonal story: promoting local economy, community vibrant downtown, and welcoming residents and visitors alike.

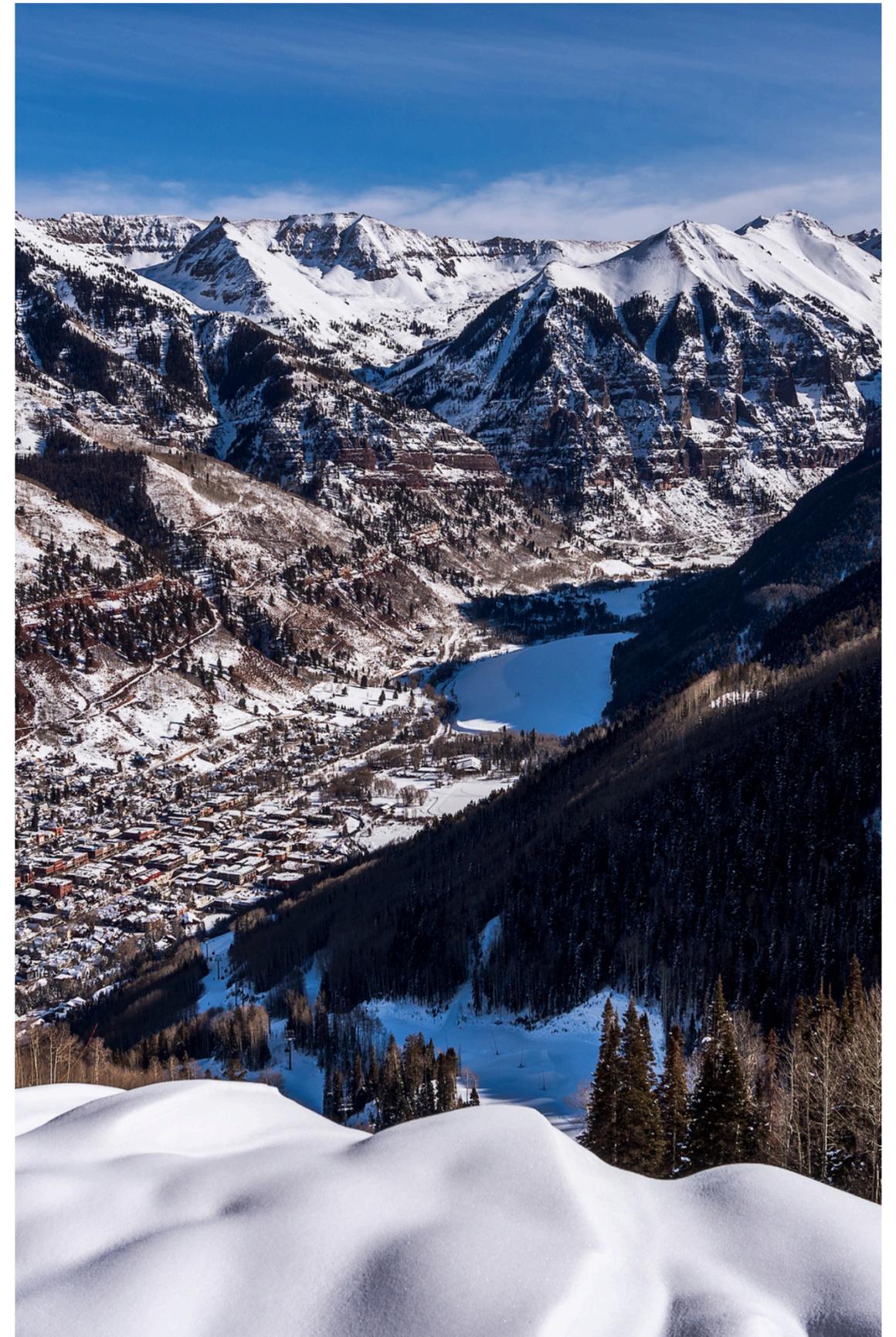


TELLURIDE MERCHANT MEETING

NOEL NIGHT

What happens during the event

- Local retailers open with special offers, promotions, treats (hot chocolate, snacks) and welcoming ambience.
- Shops and galleries participate — for example, some may offer up to 20% discounts or pick-your-own deals.
- The town is decorated with holiday lights; the downtown area becomes festive for the season.
- Family-friendly activities: walking the streets, meeting Santa (in some years), enjoying performances/entertainment.
- It is a blend of shopping, celebration and encouraging local foot traffic.



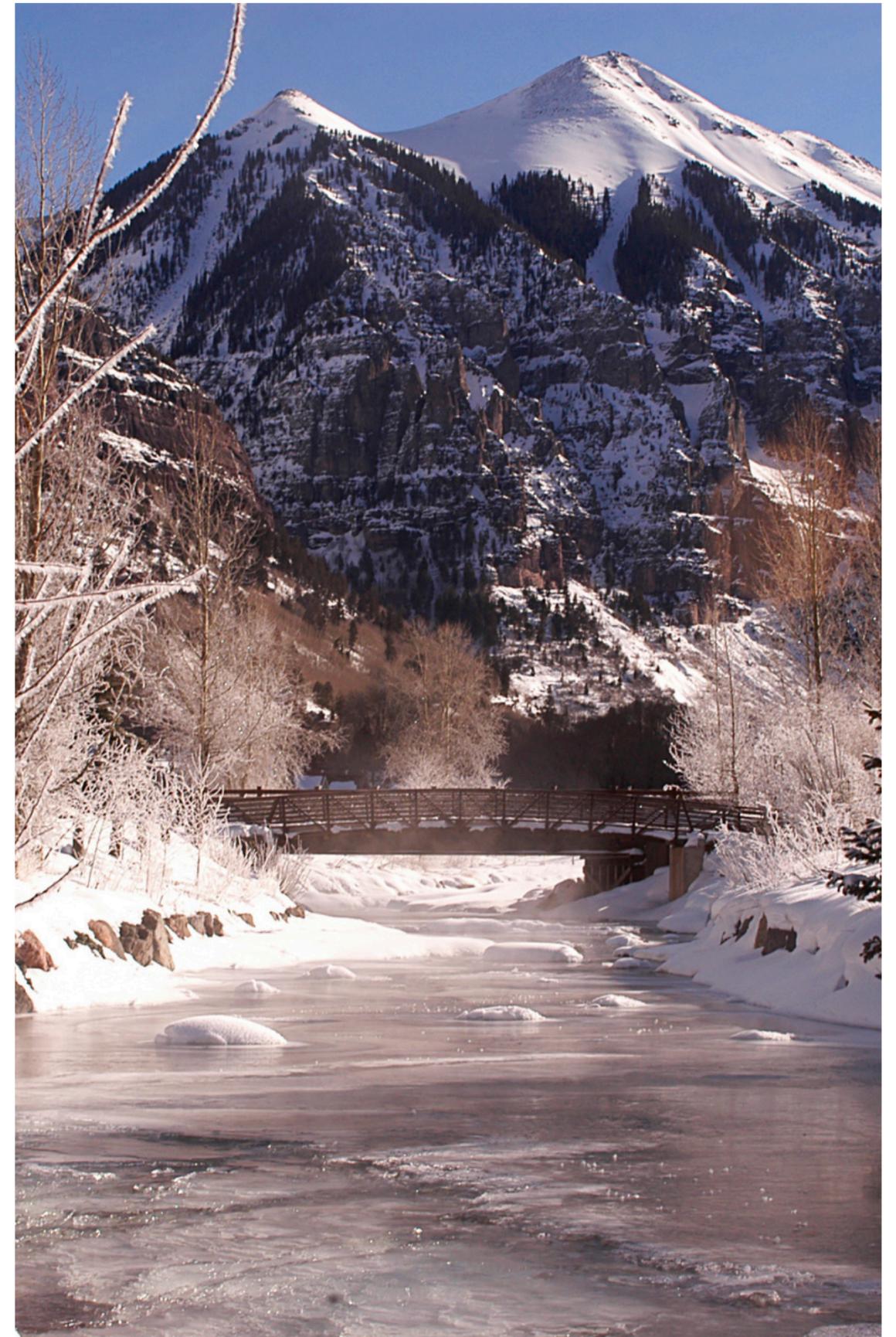
TELLURIDE MERCHANT MEETING

NOEL NIGHT

Telluride's annual Noel Night, a beloved holiday shopping tradition, saw some negative feedback last year, prompting the Town to survey local businesses about their experiences. The survey received 11 responses, highlighting concerns about event timing, promotions, and overall participation. This feedback is helping guide discussions on how to better support businesses and enhance the event for the community.

- Positive turnout and community engagement
- Business feedback on sales and foot traffic
- Opportunities for improvement in event logistics
- Next steps & how to get involved

December 10, 2025 | 5:00 to 9:00 pm



TELLURIDE MERCHANT MEETING

NOEL NIGHT

What is the name of your business? _ ¿Cuál es el nombre de su empresa?

Text Responses:

Wildwood Canyon Inn

Crossbow

The Coffee Cowboy

Prefer to remain anonymous

Mandy Miller Counseling

O'Bannon's Irish Pub

Sk 4 Designs

The Alibi, Hakunamatata LLC

Elinoff

Telluride Lodge Tentel

Brown Dog Pizza

TELLURIDE MERCHANT MEETING

NOEL NIGHT

What was the percent increase or decrease your business saw in year-over-year sales on Noel Night? For reference, Noel Night was Wednesday, December 6, 2023, and Wednesday, December 4, 2024. _ ¿Cuál fue el porcentaje de aumento o disminución de las ventas interanuales de su empresa en la Noche de Navidad? Como referencia, la Noche de Navidad fue el miércoles 6 de diciembre de 2023 y el miércoles 4 de diciembre de 2024.

Text Responses:

na

-15%

We were not open yet.

My sales are down and down year over year since Covid

0%

50%

None

200% increase, we doubled from last year' s noel with less staff

0

No difference

0%

TELLURIDE MERCHANT MEETING

NOEL NIGHT

When considering the date of Noel night, do you prefer: _ Al considerar la fecha de la noche de Noel, ¿prefieres:

Number of votes per option:

1st Wednesday in December 1er miércoles de diciembre	20% (2)
1st Friday in December 1er viernes de diciembre	10% (1)
2nd Wednesday in December 2º miércoles de diciembre	40% (4)
2nd Friday in December 2º viernes de diciembre	20% (2)
Other Otros	10% (1)

TELLURIDE MERCHANT MEETING

NOEL NIGHT

Do you have any additional feedback surrounding this year's Noel Night celebration? _ ¿Tiene algún comentario adicional sobre la celebración de la Noche de Navidad de este año?

Text Responses:

na

Would be great to have some street activities in addition - perhaps music or bar set up, like a christmas stroll with the street shut down.

It went great! I was told that waiting till a little longer after Thanksgiving is preferred.

Doesn't matter We have no tourism here anymore not even over Xmas

Ski tree countdown is awesome. More live music. Highly suggest checking out Durango's Noel Night. Many shops offer live music and games to make it more community oriented.

The tree lighting is such a fantastic tradition and we all gather. TSSC needs tech support, they are not specialists in putting on a event and need more support from the town to help and not hinder.

tradition has felt pretty steady and consistent in my 9 winters so far

How do you intend to bring in more people from the region?

It was this past year and and always has been GREAT!

Town should sponsor more events. For example, Santa parade than meet and greet in the Elks Park. Free cookies and hot chocolate on Main St.



**TOWN OF
TELLURIDE**
EST. 1878

bit.ly/totmerchantmtgs

Next meeting: Tuesday, December 9

QUESTIONS?

Lindsey Mills | lmills@telluride.gov

Town of Telluride | info@telluride.gov





Town of Telluride Merchant Meeting
November 5, 2025



'TIS THE SEASON SHOP & PLAY LOCAL

WEDNESDAY, DECEMBER 4
NOEL NIGHT
Telluride Ski & Snowboard Club
Ski Tree Lighting ~ at dusk
Holiday Shopping in Downtown Telluride
Discounts at Participating Stores

**FRIDAY, DECEMBER 6 -
SUNDAY, DECEMBER 8**
**Telluride Arts
HOLIDAY BAZAAR**
Ah Haa School for the Arts

SATURDAY, DECEMBER 14 - SUNDAY, DECEMBER 15
**HOLIDAY PRELUDE
Mountain Village**
A collaborative effort between Telluride Mountain Village Owners Association,
Town of Mountain Village, Telluride Ski & Golf Company, Hotel Madeline and local merchants.

- Photos With Santa
- Free Ice Skating
- Scavenger Hunt
- Holiday Photobooth
- Christmas Carolers
- Local Kids Ice Skating Show
- Tree Lighting
- Ice Skating Party With DJ
- Merchant Deals/Drink & Dinner Specials

For more details and to see merchant discount information,
go to Telluride.com/Holidays

SHOP & PLAY LOCAL

TELLURIDE MOUNTAIN VILLAGE

WEDNESDAY, DECEMBER 4
NOEL NIGHT
Telluride

TELLURIDE MOUNTAIN VILLAGE

Telluride Arts HOLIDAY BAZAAR

**FRIDAY, DECEMBER 6 -
SUNDAY, DECEMBER 8**
AH HAA SCHOOL FOR THE ARTS

TELLURIDE MOUNTAIN VILLAGE

HOLIDAY PRELUDE

Mountain Village

**SATURDAY, DECEMBER 14
SUNDAY, DECEMBER 15**

TELLURIDE MOUNTAIN VILLAGE

1.844.880.1161

[Webcams](#) • [Visitor Guide](#) • [Blog](#) • [Weather](#) 



[Discover](#) [Lodging](#) [Things to Do](#) [Food & Drink](#) [Festivals & Events](#) [Plan Your Visit](#)



KEEP THE HOLIDAY CHEER HERE

'Tis the Season to shop and play local in Telluride and Mountain Village!

Holiday Event Support

Business	Location	Date	Time	Discount/Special	Additional Info
Ajax Trading Co	109 W. Colorado Ave.	Noel Night	All Day	10-40% Grab Bag	
Alibi	121 S. Fir St.	Noel Night	4 - 12 a.m.	Alibi Winter Music Passes for Sale (\$200). Vendors Onsite	Live Music by The Gold Kings, Cocktails, Tapas & Merchandise
Alpineer	150 W. Colorado Ave.	Noel Night	1 - 7 p.m.	Bing Ball Discounts Up to 40% Off	
Bella Fine Goods	213 W. Colorado Ave.	Noel Night	All Day	5-15% Off Grab Bag	Refreshments and Light Snacks Onsite
Between the Covers	307 E. Colorado Ave.	Noel Night	All Day	Storewide Discounts All Day	Special poetry reading by Art Goodtimes at 4 p.m.
Camp Bird	100 W. Colorado Ave.	Noel Night	All Day	15% Off Hat Cases	Ready-Made Hats and Gift Certificates Are Available
CashmereRED	221 E. Colorado Ave.	Noel Night	All Day	20% Off Entire Store	
China Rose Florist & Greenhouse	158 Society Dr.	Noel Night	10 a.m. - 4 p.m.	50% Discount on Select Items	Christmas Trees Are In Stock
Citizens State Bank	215 San Juan Ave., Unit C2	Noel Night	5 - 7:30 p.m.	Small Bites and Drinks	
Crossbow Leather	101 W. Colorado Ave.	Noel Night	10 a.m. - 9 p.m.	15% Off Entire Store	Complimentary Beer and Wine, Free Gift Wrapping and Custom Branding
Dirt Dawg Co.	215 E. Colorado Ave. Unit 1	Noel Night	10 a.m. - 9 p.m.	20% Off Entire Store	My Pups Remedy and Second Chance Will Be Onsite from 5 - 9 p.m.
Down to Earth	236 W. Colorado Ave.	Noel Night	10 a.m. - 8 p.m.	Up to 50% Grab Bag Discounts & Raffles	Holiday Beverages, Treats and a Permanent Jewelry Pop-Up Onsite
Elinoff	204 W. Colorado Ave.	Noel Night (& Beyond)	All Day	30-50% Off Entire Store	Everything on Sale Until Store Closes (Retirement)
Enchanted Forest Toy Shoppe	150 W. Pacific Ave.	Noel Night	All Day	Round of Darts for up to 40% Off	
Hook	226 W. Colorado Ave.	Noel Night	All Day	Discounts on Shop	
Jagged Edge	223 E. Colorado Ave.	Noel Night	All Day	10-30% Off Equipment; 10-40% Off Clothing	2% Off Per Pull-Up or Blind Grab Bag
Mountainfilm	122 S. Oak St.	Noel Night	All Day	BOGO Free On Palmyra & Wasatch Passes	Free Wasatch Passes for Locals 80+
MiXX Projects + Atelier	307 E. Colorado Ave.	Noel Night	11 a.m. - 8 p.m.	Yahtzee Roll Discounts	Wine Onsite
Overland	100 W. Colorado Ave., Unit A	Noel Night	All Day	Every Purchase Entered Into Raffle for 10 Items	Light Snacks and Beverages
Paradise Resort Wear	218 W. Colorado Ave.	Noel Night	All Day	10-40% Off	
Pure Beauty & Wellness Spa	333 W. Colorado Ave.	Noel Night	11 a.m. - 7 p.m.	10-20% Off Retail	Free Sound Bath and Demos in the Salt Cave
Sheridan Opera House	110 N. Oak St. (Online Special)	Noel Night	All Day	20% Off All Plain Air Paintings	
ShirtWorks of Telluride	126 W. Colorado Ave.	Noel Night	All Day	10-40% Off Grab Bag	
Slate Gray Gallery	130 E. Colorado Ave.	Noel Night	11 a.m. - 9 p.m.	Up to 20% Off; Free Candle or Free Shipping	Hot Chocolate Bar With Refreshments Onsite
South Fir Street Gallery	230 South Fir St.	Noel Night	All Day	10% Off Entire Store	
Stronghouse Brewpub	283 S. Fir St.	Noel Night	All Day	20% Off Gift Cards & Prize Wheel	
Sublime Telluride	126 W. Colorado Ave., Unit #102A	Noel Night	8 a.m. - 9 p.m.	8 a.m. - 10 a.m. - 25% Discount 10 a.m. - 9 p.m. - Draw for a Discount - up to 40% Off	
Sunglass HQ	109 W Colorado Ave.	Noel Night	10 a.m. - 7 p.m.	10-40% Off Ball Grab Discounts	
TAB	126 W. Colorado Ave., #207	Noel Night	12 - 5:30 p.m.	2025 Event Tickets	Festive Nibbles and Libations, Fashion Show Team Onsite
Telluride Angler/Telluride Outside	221 W. Colorado Ave.	Noel Night	All Day	10-40% Grab Bag Discounts	
Telluride Coffee Roasters	164C Society Dr.	Noel Night	8 a.m. - 4 p.m.	Grab Bag with discounts and swag. Customizable gift bags and boxes! Stocking Stuffers are here!	Enjoy fresh baked goods with your beverage while supplies last!
Telluride Music Company	333 W. Colorado Ave.	Noel Night	All Day	20% Off Vinyl Records, Grab Bag Discounts on Strings, Pedals and Accessories	Kruz Guitar Deals
Telluride Toggery	109 E. Colorado Ave.	Noel Night	All Day	25% Off All Merch	
Telluride Truffle	135 E. Colorado Ave.	Noel Night	All Day	10-50% Off Grab Bag Discount	Free Hot Chocolate and a Piano Player
Telluride Visitor Center	236 W. Colorado Ave.	Noel Night	All Day		Cider and Festive Treats
Telluride Yoga Festival	Online	Dec 3 - Dec 6	All Day	Save \$25 on 3+4-Day Passes Using promo code "Noel25"	Limited discounts available.

The countdown to the holidays is on, and Telluride and Mountain Village are looking forward to hosting their iconic events to celebrate the season. We hope to see you at [Noel Night](#) and the [Holiday Prelude!](#)

We are currently working on updating our specials for the holidays. Please fill out the form below if you would like your business to be included on our website.

Business Name *

Email Address *

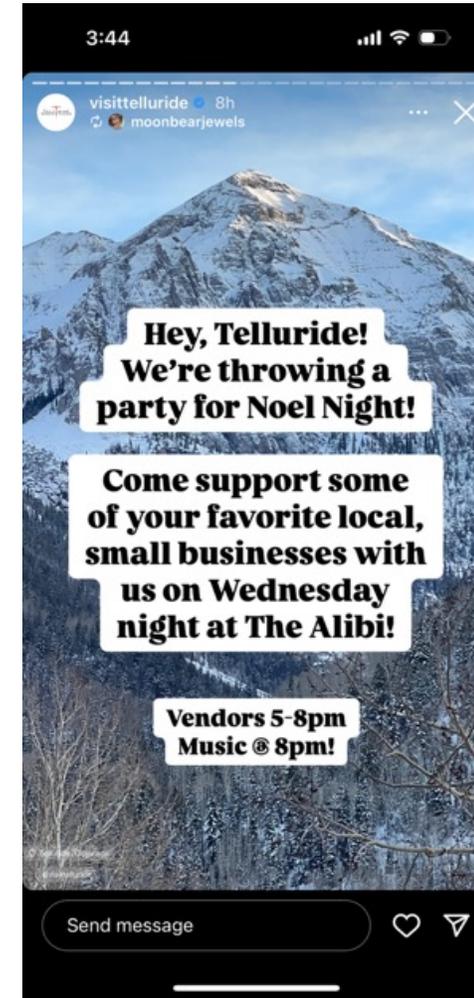
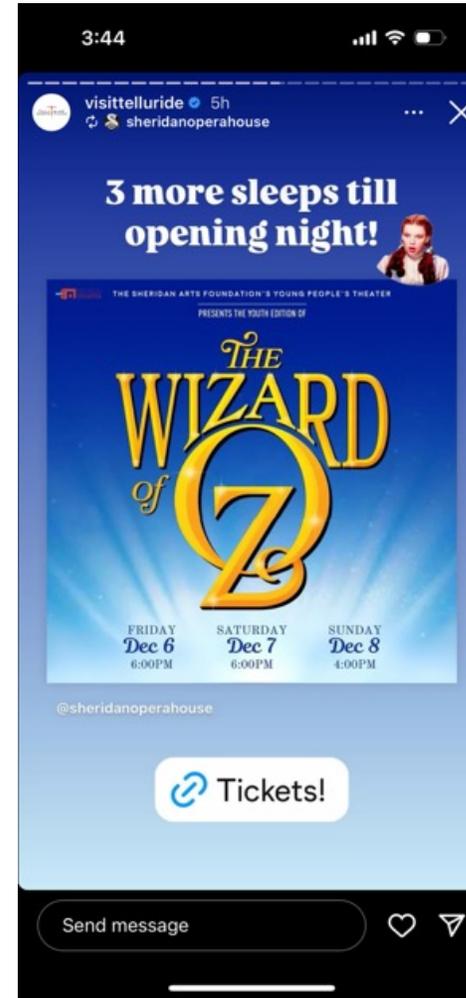
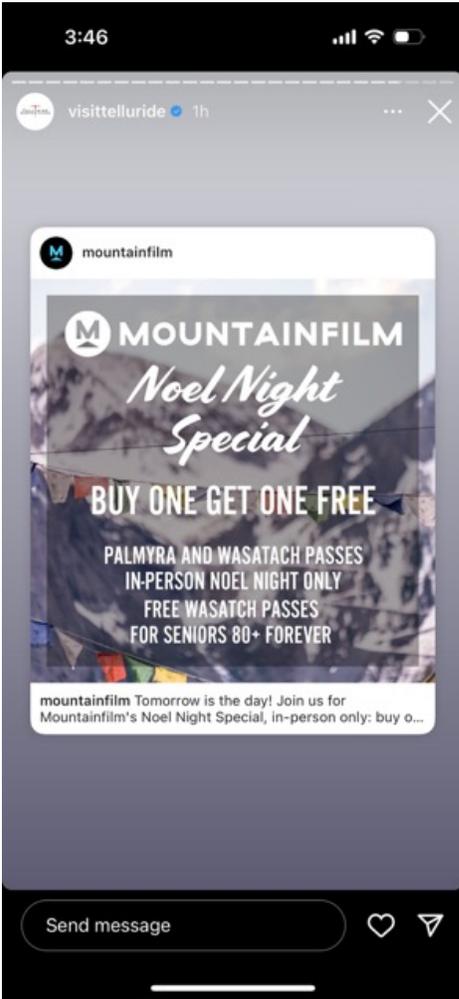
Holiday Special *

Dates Offered *

Times Offered *

Any Additional Info?

Holiday Event Support



TELLURIDE

THE OFFICIAL GUIDE | WINTER 2024/25

MERRY & BRIGHT

The holidays in Telluride and Mountain Village are celebrations of community

BY EMILY SHOFF

If there's one thing that makes the box canyon glow brightly throughout the month of December, it's this community's joyful celebration of the holidays. In Telluride, the fun vibe begins with the town's Noel Night, this year on Dec. 4. Then, the entire community turns out for the ski tree lighting in Elks Park, visits with Santa and discounts, games and refreshments at stores throughout town.

In Mountain Village, the village center is transformed into the North Pole Dec. 14-15, with free ice skating, photos with Santa, musical performances, train rides, a tree lighting, scavenger hunt and discounted shopping. Jodi Tinker of the Telluride Mountain Village Owners Association (TMVOA), which organizes the event, says it's one of her favorite times of the year: "TMVOA loves putting on the Holiday Prelude in Mountain Village because it is a fun way to kick off the holiday season for our locals and guests alike. We always look forward to this festive community event."

Kiera Skinner, the Telluride Tourism Board's

executive director, echoes Tinker: "Noel Night and Holiday Prelude kick-off a festive holiday season with events that are unique to our special community. From the ski tree lighting in Telluride to the ice skating show in Mountain Village, it's a wonderful time to celebrate while supporting our beloved local businesses."

For many of these businesses, such celebrations are a highlight of the year. Telluride Toggery co-owner Wendy Basham sums up Noel Night, saying that it is as much about community as it is about business. "My favorite part of Noel Night is always when the Toggery is packed with locals and visitors," she said. "It's like a big community party and there's such a fun vibe in the store."

Just down main street, Kristin Holbrook, owner of Two Skirts, a boutique, speaks about the night with equal enthusiasm. "I get excited to offer grab bag discounts and treats to the locals, the people who live and work here, my friends, the teachers, the kids, the heart of this town. It's a magical event kicking off a magical time of year."

That magic continues in the arts with dance and



theater productions and live music throughout the holiday season. And then there are the traditional torchlight parades. One is held on Christmas Eve on the Telluride side of the Telluride Ski Resort, and again on New Year's Eve on both the Telluride and Mountain Village sides. It's a striking sight as Telluride Ski Patrol members, joined by volunteers, glide down the mountain, lighting up the dark runs with torchlight, making everything glow just a little brighter.



'IT'S A MAGICAL EVENT KICKING OFF A MAGICAL TIME OF YEAR.'

Kristin Holbrook

Photos: Ryan Bonneau

TELLURIDE

THE OFFICIAL GUIDE | WINTER 2024/25

With skis donated by locals, the ski tree is a holiday tradition with heart

EMILY SHOFF

Anyone who's lived through a Telluride winter knows that we are a town that lives and breathes skiing. When they are not physically strapped to our feet, they're strapped to our minds. We dream about our next pair of skis, and when we're desperate for a conversation topic, share this dream with others. So, it's no surprise that one of the town's most beloved traditions is a Christmas tree made out of skis.

Erected each winter in Elks Park, the ski tree is almost 17 feet tall. Local Ted Wilson came up with the idea while visiting Kennebunkport, Maine, where they set up a lobster trap Christmas tree during the winter.

"In one of our countless meetings about the Holiday Prelude and more Christmas lights in town, we were talking about these lobster trap trees and I just threw it out there that Telluride needed something similar that recognized our culture, like a Christmas tree made out of skis," Wilson says.

The idea stuck, and in 2013, the idea came to fruition. The town hired local metal artist Anton Viditz-Ward to create the tree, which is made entirely out of donated skis.

"The coolest aspect is that they all belonged to locals," says Wilson. "Some locals donated skis that belonged to family members who had passed away, as a unique way to honor them. A lot of those skis have a lot of memories in them."

In hindsight, the building of the tree would have been a lot faster had they asked for the gifted skis to be free of bindings. The crew spent hours stripping off the old bindings in order to get the skis ready for building the tree. "If we were able to do it all over again, we'd ask people to remove the bindings first," says Wilson.

When the tree was first displayed on its inaugural Noel Night back in 2013, it was smaller, standing at only half its current height. Looking at it, the team realized it could be a lot taller, and that they still had a lot of leftover skis. For the next Noel Night in 2014, the crew built it to its current height. These days, it typically takes about two hours to assemble the tree which uses roughly 60 strands of lights.

"That tree is always a reminder to me how this town can really come together and do cool things when it wants to," Wilson says. "It was a simple little idea — a Christmas tree made out of skis — but it took the whole village to build it."

The annual lighting of the ski tree happens every Noel Night, which takes place Dec. 10 and kicks off the start of the winter season. In a town where skis are more than just gear, the ski tree has become both holiday décor and a monument to Telluride's mountain lifestyle.

"Hopefully," says Wilson, "it just brings some holiday spirit to people who stop and take it in — and I'm sure it does — it's still the coolest Christmas tree I've ever seen." †

HOLIDAY SPIRIT, TELLURIDE-STYLE



Tree: Brett Schwesinger; bottom: Ryan Bonneau

PLANET NEWS

OCTOBER 29, 2025
PAGE FOUR

NEWS IN BRIEF

BUSINESS

TOURISM BOARD SUPPORTS LOCAL BUSINESSES

The Telluride Tourism Board wants to hear from local businesses before Telluride's Noel Night, which takes place Dec. 10, and the Holiday Prelude in Mountain Village, which is Dec. 13-14. Said the tourism board's Kiera Skinner: "We're proud to support our independent businesses during Noel Night and Holiday Prelude by encouraging people to shop local. This holiday season, we want to highlight you. If you are a local business in Telluride or Mountain Village with a great story, please send us a paragraph and an image to be featured on Telluride.com prior to these festive events." For more information or to participate, email info@visittelluride.com by Nov. 15.



HOLIDAY BUSINESS FEATURES

We're so proud to be a supporter of our local businesses during Noel Night and the Holiday Prelude. This winter, we want to highlight YOU! If you are a local business in Telluride or Mountain Village with a great story, please send us a paragraph and an image to be featured around the holidays.

[SEND US YOUR STORY](#)

Noel Night Dates



ADR [⊖]			Adjusted RevPAR [⊖]		
\$392 <small>primary</small>	▲7%	\$365 <small>compare</small>	\$27 <small>primary</small>	▲197%	\$9 <small>compare</small>
Adjusted Paid & Owner Occupancy [⊖]			Adjusted Paid Occupancy % [⊖]		
12.7% <small>primary</small>	▲62%	7.8% <small>compare</small>	7.0% <small>primary</small>	▲176%	2.5% <small>compare</small>

Actuals

- December 4-5, 2024: 12.9%

Forecast

- December 3-4, 2025: Total occupancy = 7.8%, paid occupancy = 2.5%
- December 10-11, 2025: Total occupancy = 12.7%, paid occupancy = 7%

FedEx

- FedEx Ground Economy: December 15
- FedEx Express Saver: December 22
- FedEx 2Day/2Day AM: December 22
- FedEx First Overnight, Priority Overnight, Standard Overnight: December 23
- FedEx SameDay: December 24 [🔗](#)

UPS

- UPS Ground and Ground Saver: Check ups.com/ctc (varies by origin and destination)
- UPS 3-Day Select: December 19
- UPS 2nd Day Air: December 22
- UPS Next Day Air: December 23 [🔗](#)

USPS

- USPS Ground Advantage: December 16
- USPS First-Class Mail: December 17
- USPS Priority Mail: December 18
- USPS Priority Mail Express: December 20 [🔗](#)

Winter Local Marketing

