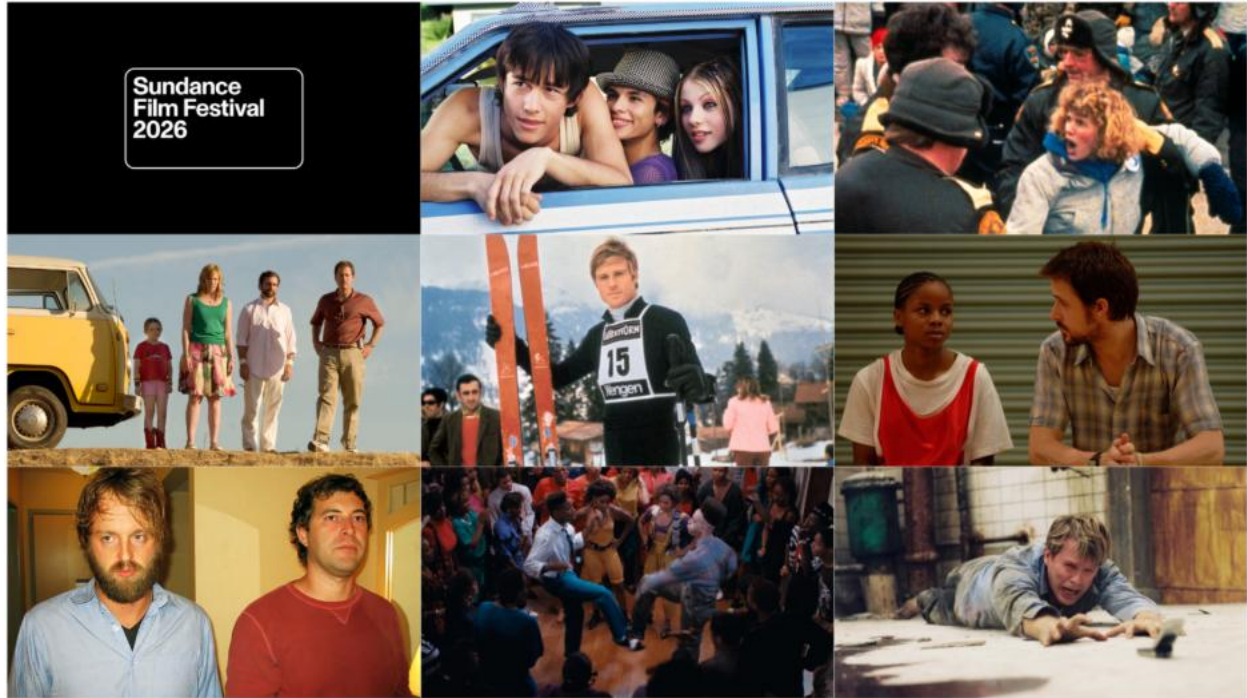


# 2027 Sundance Film Festival – Lodging

## Join Boulder in a Shared Regional Hotel Strategy



Hello Regional Hotel Partners!

We are thrilled to be reaching out to you today about Boulder's role as a host community for the 2027 Sundance Film Festival - and the vital part our regional lodging partners play in making the Festival a success! Central to the Sundance Institute's mission is a deep commitment to affordable lodging and access, ensuring the Festival remains open and welcoming to artists, industry professionals, residents, and general audiences alike. This shared value is guiding our approach to hotel participation in Boulder and throughout the region.

### **A Bit of Context:**

In 2025, the Sundance Film Festival welcomed more than 85,000 in-person attendees in Park City, Utah, including approximately 28,000 visitors from out of state. During the bid process, we recognized that Boulder alone did not have sufficient hotel capacity to accommodate the anticipated 30,000 out-of-state guests. As a result, we intentionally included the broader region in the bid, mapping available hotel rooms in five-mile increments within a 40-mile radius of Boulder.

Meeting regional hotel capacity, however, was only part of the goal. A key priority expressed by the Sundance Institute throughout the bid process was the desire to grow Festival

attendance, something that can only be achieved by keeping lodging affordable. In Park City, hotel rates have steadily increased over time and are now prohibitively expensive for most attendees to stay for more than just a few days during the Festival's eleven-day run.

To address this challenge, we worked closely with Boulder's local hoteliers to develop a Hotel Partnership Agreement as part of the bid. Through this agreement, all hotels within the City of Boulder committed to reserving 70% of their hotel room inventory at reasonable, locked-in rates for the duration of the initial ten-year contract. This was a significant and unified commitment across the community.

Hoteliers agreed to this partnership because it offered clear mutual benefits: increased occupancy and stronger average daily rates during the slowest month of the year, guaranteed for a minimum of ten years. Just as importantly, the agreement helped strengthen our bid by demonstrating to the Sundance Institute Board of Directors and Festival organizers a shared vision, long-term collaboration, and a collective commitment to the Festival's success.

## **Boulder Lodging Program Overview & Current Commitments**

The structure we ultimately agreed upon set rates approximately \$100 above January 2024's average daily rate (ADR), with a 4% annual escalator over the ten-year initial term of our contract. With Boulder's January 2024 ADR at \$142, this translated to bid rates ranging roughly from \$225 to \$300 per night, depending on the hotel product.

To maintain a healthy and balanced rate mix, the remaining 30% of hotel inventory will be available at rack rate. This approach allows Boulder hotels to protect rate integrity while still making a meaningful contribution to the Festival's long-term success, growth and accessibility.

## **The Ask: Support Regional Hotel Affordability for the Festival**

In support of our shared commitment to affordability for the Sundance Film Festival, we are asking our regional hotels to join this Hotel Partnership Agreement - and we truly need your help and partnership. Your hotel inventory plays a critical role in ensuring broad, equitable access to lodging for the tens of thousands of Festival attendees traveling to the region.

## **Benefits of Being a Sundance Lodging Partner**

Hotels that participate as official Sundance Film Festival lodging partners will benefit from:

- Increased occupancy at strong rates during the month of January - traditionally one of our region's slowest months - delivering meaningful revenue impact over the ten-year partnership term.
- Direct alignment with one of the world's most recognized cultural events, providing visibility with Sundance Film Festival organizers, filmmakers, industry professionals, and general audiences.

- Inclusion as an **Official Lodging Partner** across Sundance channels, including the Sundance Film Festival website, booking platform and marketing collateral.
- The opportunity to help attract visitors to your community, support local businesses and strengthen your local economy.
- Reinforcement of Colorado's collective commitment to hosting the Sundance Film Festival in a way that is sustainable, equitable and community-forward.

Visit Boulder is committed to working closely with each participating hotel to support implementation, communication, and coordination with the Sundance team.

## How to Participate

If you are ready to join us as an **Official Lodging Partner of the Sundance Film Festival**, we would be delighted to welcome you!

Please click [HERE](#) to complete our Hotel Partnership form.

**Important Note:** The Sundance Institute plans to announce the dates for the 2027 Festival in Boulder shortly after the conclusion of the final Festival in Park City, which ends on February 1. This announcement will prompt many attendees to begin booking hotel accommodations. As a result, we are moving quickly to ensure your hotel inventory is included on the Sundance Film Festival's official website booking platform.

Thank you for being such thoughtful and engaged partners as we navigate this exciting opportunity together! This is truly a statewide hospitality moment! We truly appreciate your collaboration and look forward to continuing the conversation. Please do not hesitate to reach out with questions or to discuss your property's participation in more detail.

### Hotel Partnership Agreement – Key Contacts

- Visit Boulder (Primary Point of Contact):  
Fig Wirkler, Vice President of Sales, [fig.wirkler@bouldercvb.com](mailto:fig.wirkler@bouldercvb.com)
- Sundance Film Festival (Next-Step Coordination):  
Stefan McLaren, Lodging Coordinator, [stefan\\_mclaren@sundance.org](mailto:stefan_mclaren@sundance.org)

Thanks so much for your consideration,

Charlene



### Charlene Hoffman

*Chief Executive Officer*

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