

## ***Breckenridge to Host 2026 Colorado Governor's Tourism Conference***

**BRECKENRIDGE, Colo.** — October 31, 2025 – Breckenridge, Colorado, has been selected to host the 2026 Colorado Governor's Tourism Conference from September 23-25, 2026. Colorado tourism industry leaders will gather at Beaver Run Resort and Conference Center, just steps away from Breckenridge's historic Main Street, for three days of sessions focused on emerging travel trends and insights, destination stewardship, and innovative ideas shaping the future of the industry in Colorado.

"We're thrilled to welcome tourism professionals from across the state to experience our charming town, epic mountains, commitment to sustainability, and welcoming spirit," said Lucy Kay, President and CEO of the Breckenridge Tourism Office (BTO). "It's an honor to host thoughtful conversations about the future of our industry."

Earlier this fall, Breckenridge and Beaver Run Resort hosted Mountain Towns 2030, a national conference uniting mountain communities to achieve net-zero carbon emissions by 2030. More than 400 industry leaders gathered to align on sustainability best practices.

Building on that momentum, Beaver Run now turns its focus to welcoming the state's tourism community for Gov Con 2026, after securing the winning bid. Breckenridge was revealed as the host destination during the 2025 Colorado Governor's Tourism Conference in Colorado Springs.

"Blending big ideas with genuine hospitality is what we love to do here in Breckenridge," said Bruce Horri, longtime tourism leader and BTO Board Member. "From our commitment to sustainability to our collaborative efforts, we're looking forward to welcoming colleagues from across Colorado to learn, share, and celebrate this important industry."

John Sellers, Senior Marketing Director with the Breckenridge Tourism Office, also shared excitement during the announcement and unveiled Breckenridge's [welcome video](#), highlighting the town's year-round beauty and signature events, including Breckenridge Oktoberfest, which will take place the weekend immediately following the conference, September 25-27, 2026.

Presented by the Colorado Tourism Office is dedicated to empowering the tourism industry by inspiring the world to explore Colorado responsibly and respectfully. The annual Governor's Conference on Tourism offers insights on destination management, hospitality, industry outlooks, educational panels, and networking opportunities that support the vitality of both the state and its destinations.

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**About Breckenridge**

In the 1800s, gold was discovered in what was soon to be Breckenridge, Colorado, and prospectors flocked to the mining town to find their fortunes. Today, travelers continue to be drawn to Breckenridge's historic yet timeless spirit, laid-back charm, and authentic character. Surrounded by inspiring mountain peaks that seem to stir a sense of adventure for all residents and guests, the town of Breckenridge is a year-round destination for outdoor enthusiasts of all ages and abilities. Breckenridge's rich colorful heritage and convenient, world-class amenities unite with more than 200 shops and restaurants mingling among Colorado's largest historic district. As one of the nation's premier year-round destinations, Breckenridge visitors feel welcome and, when here, feel local.

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