

2026 Alpine Mountain Days

Travel & Tourism Grant Final Report

Event: 36th Annual Alpine Mountain Days

Event Dates: June 26–28, 2026

Grant Award: \$11,200

Event Overview

The Town of Alpine held the 36th Annual Alpine Mountain Days June 26–28, 2026. Mountain Days is a longstanding Alpine tradition that brings residents, visitors, vendors, and local businesses together for a weekend of shopping, activities, entertainment, and community involvement.

The Alpine Travel & Tourism Board awarded \$11,200 in grant funding to support the 2026 event. This funding helped the Town continue an event that has been part of the Alpine community for more than three decades while also encouraging tourism and economic activity within the community.

Event Accomplishments

The 36th Annual Mountain Days was another successful year for the event. One of the most notable accomplishments was the success experienced by participating vendors. Several vendors who have attended Mountain Days for multiple years reported record-breaking sales in 2026.

This was particularly encouraging considering the weather challenges experienced during the event. The strong vendor sales demonstrate the continued popularity of Mountain Days and the economic activity generated by residents and visitors attending the event.

The continued success and longevity of Mountain Days are also significant accomplishments. After 36 years, the event continues to bring people together in Alpine and provide an opportunity for vendors and businesses to benefit from increased activity within the community.

Event Challenges

The primary challenge during the 2026 Mountain Days was weather. Because Mountain Days is primarily an outdoor event, changing and unfavorable weather conditions can directly affect vendors, activities, and overall participation.

Despite the weather challenges, the event remained successful. Vendors continued to experience strong sales, with several longtime participants reporting their highest sales during Mountain Days to date.

Attendance & Visitor Impact

Mountain Days is a free, open outdoor event with multiple access points and no ticketing or controlled entrance. Attendees are able to come and go freely throughout the event; therefore, an accurate attendance count or breakdown between local residents and visitors is not available.

Although exact attendance numbers cannot be tracked, Mountain Days continues to attract both local residents and visitors to the Alpine area. Vendor activity and sales provide another indication of the level of participation in the event. The record-breaking sales reported by several returning vendors in 2026 are particularly significant given the weather conditions experienced during the weekend.

Visitors attending Mountain Days also have the opportunity to spend money throughout Alpine at restaurants, lodging establishments, fuel stations, retail businesses, and other local establishments. This allows the economic impact of the event to extend beyond the Mountain Days grounds.

Marketing & Promotion

Mountain Days was promoted to both residents and visitors through a variety of advertising and outreach efforts, including **social media, the Town newsletter, text alerts, and newspaper articles**. These efforts helped increase awareness of the event throughout the community and surrounding areas and continued to strengthen the recognition of Mountain Days as an established annual event in Alpine.

Financial Summary

The Alpine Travel & Tourism Board awarded the Town of Alpine **\$11,200** for the 2026 Mountain Days event.

Grant funds were used for eligible expenses associated with producing and promoting Mountain Days. Supporting invoices, receipts, and proof of payment were maintained and submitted in accordance with the Travel & Tourism reimbursement requirements.

Total Travel & Tourism Grant Award: \$11,200

Final Summary

The 36th Annual Alpine Mountain Days continued the success of one of Alpine's longest-running community events. Despite weather challenges, the event provided a positive experience for residents, visitors, and participating vendors.

The fact that several returning vendors reported record-breaking sales is an especially positive measure of the event's success and demonstrates the economic activity Mountain Days generates within the community.

The Town of Alpine appreciates the \$11,200 in funding provided by the Alpine Travel & Tourism Board. The Board's continued support helps make Mountain Days possible and allows the Town to continue this 36-year tradition while promoting Alpine, supporting vendors and area businesses, and providing an event enjoyed by residents and visitors alike.