



Greetings from the Fremont County Tourism Council



We're excited to introduce our new quarterly newsletter. This newsletter will keep Fremont County businesses and local stakeholders informed with updates on tourism efforts, relevant news for business owners, and more. In this inaugural issue, we're proud to highlight some of our successes from 2024.



2025 Colorado Tourism Office Marketing Match Grant

We successfully secured a \$40,000 award from the Colorado Tourism Office through a competitive grant process. Along with our \$20,000 match, these funds will allow us to host eight social media influencers in Fremont County in 2025. They'll capture and share a variety of activities from the region with their audiences.

New Campaign and Promotional Video

Thanks to the 2024 Colorado Tourism Marketing Match Grant, we launched the Royal Gorge Unfiltered campaign, which includes a new promotional video and video ad buys.



The video has already garnered more than 270k views over five months, helping to increase visibility for the region.

Destination Blueprint Program

We were selected for the 2024 Colorado Tourism Office Destination Blueprint

program. As part of this, we've completed a destination assessment and a full-day planning workshop. Now, we're leveraging 100 hours of project-based consulting to advance key initiatives, such as boosting off-season visitation and promoting local businesses.

Did you Know?

The FCFC Offers Free Marketing Support for Local Tourism Related Businesses.

Do you want your business featured on our social media platforms or promoted on local event calendars? If you have a special offer or event, we'd love to help. Simply fill out our [Tourism Marketing Support Form](#) to get free promotion through our social media channels and more.

Get started today



Lodging Tax Facts

Each overnight visitor to Fremont County is charged a 2% lodging tax. The revenue from this tax is used to promote the county, which helps attract more visitors, boost spending at local businesses, and drive ongoing economic growth and financial benefits.

We look forward to keeping you updated and working together to grow tourism in Fremont County. If

you have questions or comments, you can reach the Fremont County Tourism Council at hello@royalgorgeregion.com.

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