



Fremont County Tourism Council

2019 Destination Marketing Report

NOTE – The 2019 report was completed in 2021, some data entries are approximations and are noted as such. Some data entries were not available and are noted as such.

2019 Volunteer Board Appointees

- Larry Hill Retro Restoration / Starlite Campground
- Steve Kaverman Tourism Champion
- Peggy Gair Royal Gorge Bridge and Park
- Ashlee Sack Fremont Adventure Recreation
- John Miller Willie's Antiques
- Beth Katchmar Pizza Madness
- Hans Prahl Florence Brewing Company
- Blaine Heckart Quality Inn and Suites

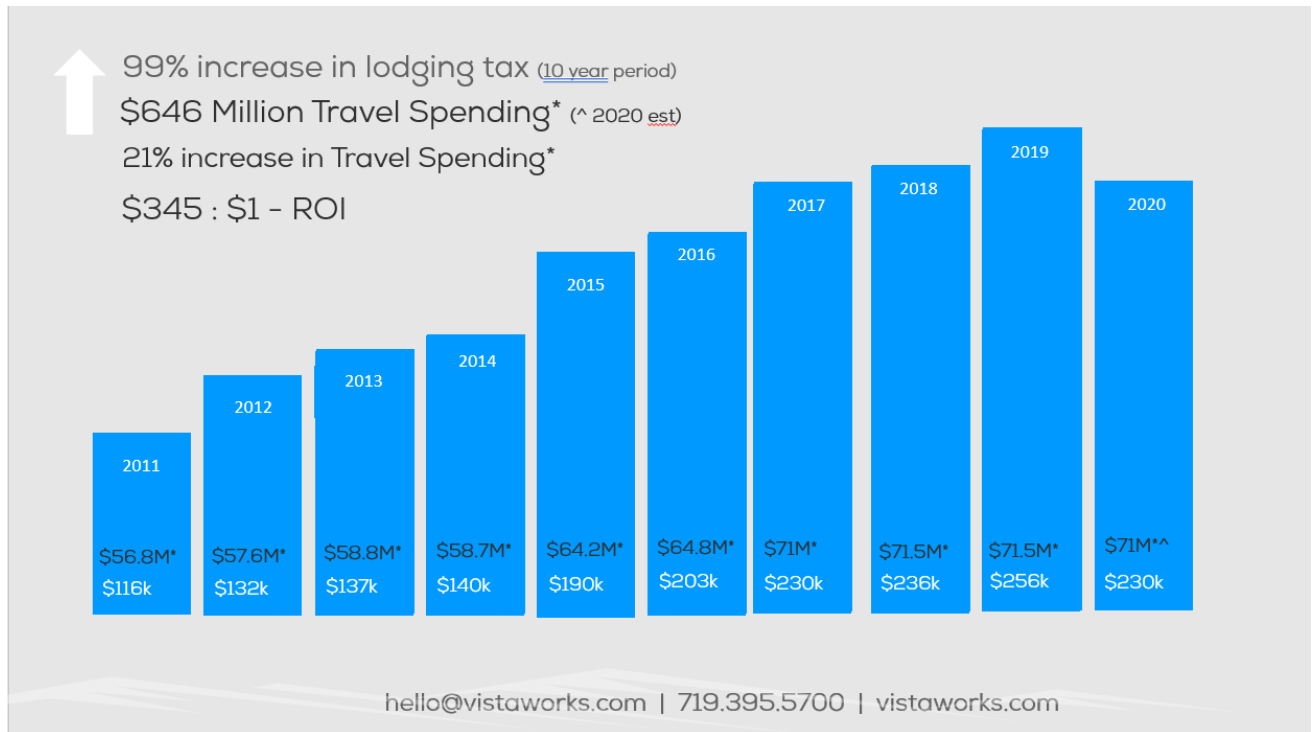
Ex-Officio Members

- Kris Webb Canon City Chamber of Commerce
- Dwayne McFall Fremont County Commissioner
- Ryan Stevens Canon City City Administrator
- Paul Villagrana Florence Mayor Pro-Tem
- Barna Kasa Florence Chamber of Commerce
- Jim Nelson Fremont County Heritage Commission
- Rob Brown Fremont County Economic Development Corporation
- Charis Hall Fremont County Administration
- Natasha Finney Canon City Downtown Business Alliance

Lodging Tax Collections, Grant Revenue and Expenses

		Budgeted	Actual
INCOME			
	State Remittance	\$240,795	\$255,528.08
	Grants	\$25,000	\$25,000
EXPENSE			
	{all categories}	\$265,795	\$280,528.08

Lodging Tax History (data through EOY 2020)



NOTES:

- Travel Spending data source - <https://www.industry.colorado.com/sites/default/files/COImp19.pdf>
- Lodging Tax collections as report by Fremont County Finance Department

Economic Impact (est)

Expenses	\$332,683
Estimated Travel Spending	\$72,900,000
ROI	\$219 to \$1 ^^
Earnings from Tourism	\$19,800,000
Tourism Jobs	884
Local Taxes	\$2,700,000
State Taxes	\$2,100,000

^^ For every \$1 invested by FCTC, Fremont County saw a return of \$219

Marketing Efforts

Media Coverage

[Love Blossoms in Colorado All Year Round](#)

Colorado Tourism Office Press Release | December 19, 2019

[What to do in the winter when you don't ski, from hot springs to ice bumper cars](#)

The Know, The Denver Post | December 18, 2019

[Brighten Up the Holidays Along Roads Less Traveled in Southern Colorado](#)

Colorado.com | December 2019

[6 winter train rides in Colorado to get you in the holiday spirit](#)

The Know, The Denver Post | December 3, 2019

[Festive holiday train rides across Colorado](#)

9 News | December 2, 2019

[10 reasons to be thankful for Colorado outdoors, according to top athletes and advocates](#)

The Gazette | November 25, 2019

[Santa Express Train puts winter wonderland on display in Colorado](#)

Out There Colorado | November 15, 2019

[Exploring Grape Creek In The Hidden Recesses Of Temple Canyon \(near Canon City, CO\)](#)

Hook & Fly | October 14, 2019

[Colorado's 5 next great basecamps for adventure](#)

The Gazette | October 27, 2019

[All Aboard! Next Stop... Wild West Adventures](#)

Loveland Magazine | August-September 2019

[As Amtrak drops dining cars, here's where fine dining still rides on the rails](#)

USA Today | September 27, 2019

[Colorado Statecations: All Aboard for Autumn on the Rails](#)

Our Community Now | September 27, 2019



[Colorado Honors Its Native Peoples with Events and Offerings to Educate and Inspire](#)

Colorado.com | September 2019

[You Don't Have to Be Alex Honnold to Brave This Adventure Trend](#)

The Daily Beast | September 15, 2019

[The World's Most Thrilling Pedestrian Suspension Bridges](#)

Fodor's Travel | September 11, 2019

[Raft, Fish, Explore the Arkansas River and Royal Gorge](#)

AOPA | August 30, 2019

[Colorado's Scenic and Historic Byways: The Complete List](#)

5280 | August 30, 2019

[Find Your State of Wellness in Colorado](#)

Colorado.com | August 22, 2019

[Outdoor Fun in Colorado Springs](#)

Leisure Group Travel | August 2019

[Royal Gorge Ranch & Resort makes good use of former Buckskin Joe property](#)

AG Journal | August 25, 2019

[Colorado wine is finally coming into its own](#)

The Know, The Denver Post | August 24, 2019

[CMoore of Colorado: Royal Gorge Railroad](#)

Fox 21 News | August 11, 2019

[Thills and chills at the Royal Gorge Bridge](#)

Pueblo Chieftan | August 2, 2019

[8 ways to see the Royal Gorge, from a zipline to a skycoaster](#)

The Know, Denver Post | July 30, 2019

[Nine decades of royal memories; Bridge impacted many lives](#)

The Pueblo Chieftan | July 28, 2019

[A Jurassic Vacation: Here's what to do in Royal Gorge, Colorado's dinosaur and wine hub](#)

Vail Daily | July 27, 2019

[Which trails you should be hitting on your next adventure to Cañon City, Royal Gorge](#)

The Know, The Denver Post | July 27, 2019

[As the Royal Gorge turns 90, now is the time to visit Cañon City](#)

The Know, The Denver Post | July 27, 2019

[Exploring southern Colorado: Have you visited the Royal Gorge Bridge?](#)

KOAA News5 | July 23, 2019

[Treasure to be found beyond 'the Alcatraz of the Rockies': Colorful Colorado](#)

The Gazette | July 21, 2019

[Dinosaur discovery on Skyline Drive in Cañon City excavated 20 years ago still popular](#)

The Gazette | July 14, 2019

[11 New Summer Adventures in the Colorado Springs Area](#)

Out There Colorado | July 9, 2019

[Royal Gorge trails the latest in Cañon City's outdoor recreation revolution](#)

Out There Colorado | July 8, 2019

[Via Ferrata lets adventurers climb the walls of Royal Gorge](#)

Fox 21 News | June 25, 2019



[This Region Is Colorado's Under-The-Radar Adventure Destination](#)

Forbes | June 27, 2019

[Cliffside Climbs and Narrow Bridges on the Royal Gorge Via Ferrata](#)

The Indiana Gazette | June 9, 2019

[Top 7 Places to Go Whitewater Rafting in Colorado](#)

Out There Colorado | June 5, 2019

[Experience Sights, Sounds of Pre-Historic Past](#)

Fort Carson Mountaineer | June 1, 2019

[New Attraction Opening at Royal Gorge](#)

KOAA News | May 24, 2019

[All aboard! Train through Royal Gorge Debuted 140 Years Ago](#)

9 News | May 8, 2019

[Happy Trails: Fremont Peak not to be missed near Royal Gorge](#)

The Gazette | April 7, 2019

[The 18 Most Terrifying Bridges in the World Feature Steep Slopes and Stomach-Churning Heights](#)

Greenwich Time | March 24, 2019

[6 Adventures in the Pikes Peak Region Sure to Get Your Adrenaline Pumping](#)

Out There Colorado | March 19, 2019

[6 Last-Minute, Family-Friendly Spring Break Plans](#)

5280 | March 18, 2019

[Thrilling Adventure Named No. 1 Colorado Bucket List Activity](#)

Our Community Now | March 7, 2019

[The 9 Best Ways to Celebrate Springtime in Colorado](#)

Trip Savvy | February 25, 2019

[Rock Climbing Adventure Coming to the Royal Gorge](#)

Pueblo Chieftain | January 12, 2019

[New Royal Gorge Attraction Attracts Adventure Seekers](#)

CBS Denver | January 10, 2019

[Five Winter Mountain Biking Destinations on Colorado's Front Range](#)

The Gazette | January 7, 2019



Social

Facebook - <https://www.facebook.com/royalgorge>

Post Engagement	209,663
Reach	*
Impressions	4,700,000
Page Likes total in 2019	*
Page Followers total in 2019	60,291

Instagram - <https://www.instagram.com/royalgorgeregion/> **

Reach	*
Impressions	1,405,332
Engagement	9,801
Followers total in 2019	*

*Because this report was delayed by one year, data is not available for this item.

**These stats are from 3/24/2019 – 12/31/2019. Data is only available 2 years back, this report was created on 3/23/2021.



Search Engines

Google Ads

Impressions:	4,365,228
Search:	657,949
Display	3,707,282
Clicks:	108,501
Search:	83,276
Display	25,225
Click-Through-Rate:	2.49%
Search:	12.66%
Display	0.68%
Cost-Per-Click:	\$0.12
Search:	\$0.12
Display	\$0.11
Total Cost:	\$12,609.11
Search:	\$9,740.77
Display:	\$2,868.34

Industry Average CTR – 4.68%

Industry Average CPC - \$1.53

Source: <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>

YouTube – <https://youtube.com/user/RoyalGorgeRegion>

Impressions	69,700
Video Views	93,800
Subscribers	*
Click-Through-Rate (CTR)	4.4% (percent of people who clicked through to watch entire video after watching an ad. Average across YouTube is 2-10%)

*Because this report was delayed by one year, data is not available for this item.

Website - <https://royalgorgeregion.com/>

Total Visitors: 161,313
Page Views: 413,459
Average Time on Page: 1:24
Bounce Rate: 67.87%



Email Newsletters

Email Newsletter is published monthly, promoting events, attractions, activities, etc. All subscribers have opted in to receive information about the Royal Gorge Region

Total Subscribers: 108,582

Royal Gorge Visitor's Guide

The FCTC produces a new printed visitor's guide once per year.

Total Printed: 100,000

Distribution

FCTC contracts with 2 vendors, CC and Certified Folder to delivery visitor guides to strategic rack locations and visitor centers across Colorado.

Certified Folder: 20,000 (approx.)

Colorado Activity Centers: 65,000 (approx.)

Fulfillment

FCTC contracts with the Canon City Chamber of Commerce to mail out requests for Visitor Guides.

Mailed: 12,550



Other Marketing Channels

- VisitCOS.com email newsletters
- Colorado.com email newsletters
- Colorado.com Native Ads
- Colorado.com Sponsored Content Page
- Colorado.com Leads Program
- Colorado.com Web and Print Listings
- VisitCOS.com Native Ads

Grants

Fremont County was awarded 1 grant from the Colorado Tourism Office (CTO) for 2019:

- CTO Marketing Matching Grant - \$25,000

These grants were used for the following purposes:

- Social Media / Instagram / YouTube promotion
- Search Marketing / Google
- Website Content Creation
- FAR Trail Guide Printing
- FCHC Self-guided Tour Printing and Revisions
- Visitor Guide Fulfillment
- Photography and Videography

These grants are essentially to the health of the FCTC revenue. Since 2014, the FCTC has been successful in securing grants and gifts totaling over \$500,000.



Partner Organizations

The FCTC relies on many partner organizations to help reach and influence potential visitors. Integral to those efforts are:

VistaWorks

Agency of Record. Creates and organizes all marketing campaigns, communications and ad buys. Website design, content creation and administrative support

CTO

The Colorado Tourism office and Colorado.com , the state's official tourism website, generate the majority of leads for our marketing efforts.

VisitCOS.com

A major feeder market for day and overnight trips from Colorado Springs.

CAC

Colorado Activity Centers publishes the Visitor Guide and in cooperation with Certified Folder provides distribution of the guide to locations throughout Colorado.

Certified Folder

Provides distribution of the Visitor Guide to locations throughout Colorado.

FAR

With FCTC/CTO Support, Fremont Area Recreation continues to produce and print outdoor recreate guides that are distributed to local and neighboring regions.

FCHC

FCTC continues work with the Fremont County Heritage Commission on the printing and production of self-guided tours, many times using CTO grant funds.

Canon City Chamber of Commerce

The Canon City Chamber of Commerce is the public face of the FCTC, answering phone calls and responding to email and walk-in requests. Additionally, the CCCC is responsible for mailing of the Visitor Guides to consumers who request information.



Community Grants

FCTC bylaws require that at least 5% of annual lodging tax revenue be distributed to local community organizations that hold events or activities that bring people to the area and encourage overnight stays

2019 Awards (Total of \$12,000, \$1,200 per applicant below)

- Spark81226, Big Band Bash
- Fremont Adventure Recreation (FAR), Royal 50
- Florence Art Council, Paint the Town
- Florence Chamber of Commerce, Junktique
- Florence Chamber of Commerce, Fourth of July (pending resubmission, as stipulated)
- Florence Merchants Association, Florence Car Show
- Fremont Community Foundation, Flashback on Main
- OISA Royal Gorge Lodge 2866, Italian Festival
- Starpoint, Rim to Rim
- Canon City Chamber Foundation, Whitewater Festival

Industry Participation

CTO Governor's Conference

TIAC – Holds frequent webinars/virtual meetings, and sends frequent emails regarding tourism industry legislative concerns.

CADMO – Holds frequent webinars/virtual meetings and sends email and opportunities for partnerships and collaborations via email.