



Fremont County Tourism Council

2020 Destination Marketing Report

2020 Volunteer Board Appointees

- Rebecca Johns Florence Chamber of Commerce
- Peggy Gair Royal Gorge Bridge and Park
- Ashlee Sack Fremont Adventure Recreation
- John Miller Willie's Antiques
- Beth Katchmar Pizza Madness
- Jason Messer KOA Campground
- David Pruyne Play Dirty ATVs
- Hans Prah Florence Brewing Company
- Blaine Heckart Quality Inn and Suites

Ex-Officio Members

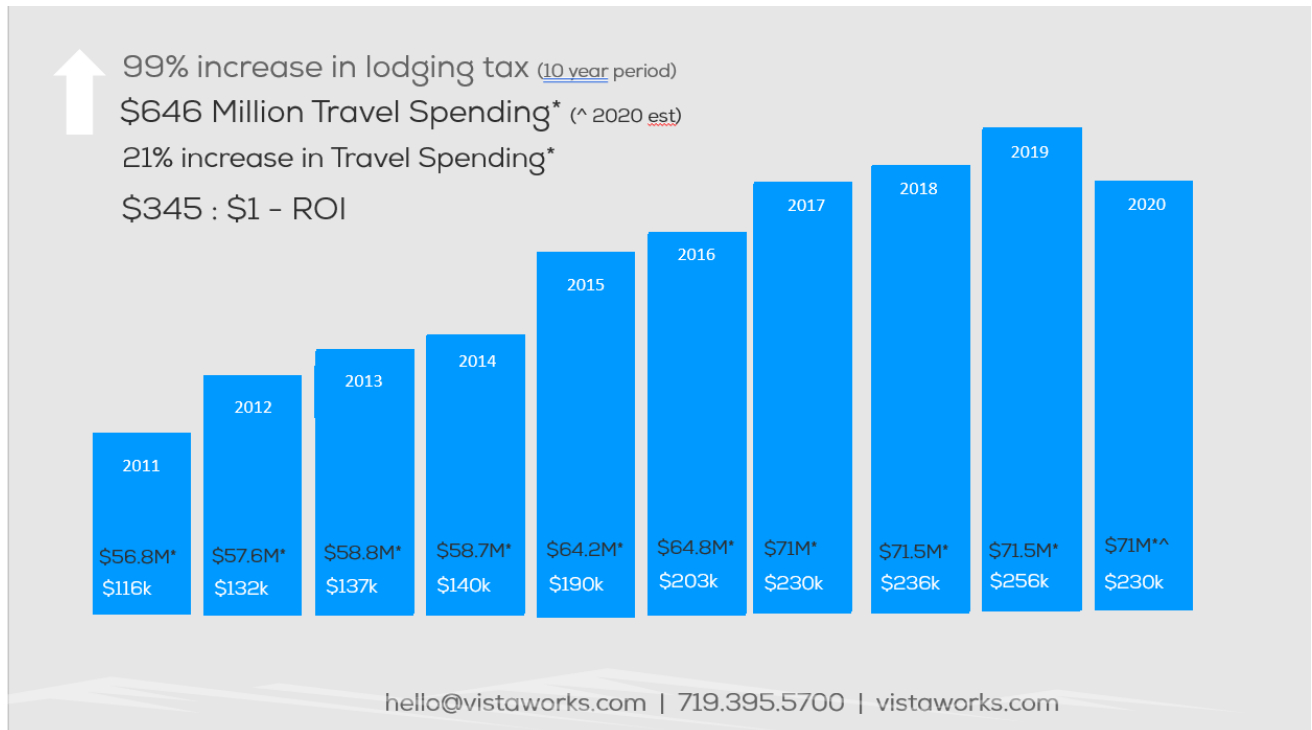
- Kris Webb Canon City Chamber of Commerce
- Dwayne McFall Fremont County Commissioner
- Ryan Stevens Canon City City Administrator
- Paul Villagrana Florence Mayor Pro-Tem
- Barna Kasa Florence Chamber of Commerce
- Jim Nelson Fremont County Heritage Commission
- Rob Brown Fremont County Economic Development 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	\$230,000	\$229,551
	Grants	\$36,000	\$31,000
EXPENSE			
	{all categories}	\$315,707*	\$231,441*
Surplus (Deficit)		-\$49,707	\$29,110

*Note – Due to COVID-19, the FCTC reduced its budgeted expenses dramatically, by \$84,266

Lodging Tax History



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	\$231,441
Estimated Travel Spending	\$71,000,000 ^
ROI	\$345 to \$1 ^^
Earnings from Tourism	\$18,000,000 *
Tourism Jobs	897*
Local Taxes	\$2,700,000*
State Taxes	\$2,000,000*

^Estimated. 2020 Actual travel spending numbers will not be available until at least Q3 2021

^^ For every \$1 invested by FCTC, Fremont County saw a return of \$345

*Estimated. Actual numbers will not be available until at least Q3 2021

Marketing Efforts

Media Coverage

[Colorado's Santa Express train showcases winter wonderland](#)

Colorado Springs Gazette | December 3, 2020

[The 11 Newest MTB Trails from Around the World \[November 2020\]](#)

Singletracks | November 30, 2020

[Cañon City mountain biking portfolio grows again, with highly anticipated trail coming soon](#)

Colorado Springs Gazette | November 20, 2020

[Colorado's Royal Gorge Region is Using Wine to Revitalize Its Agricultural History](#)

303 Magazine | November 24, 2020

[The Texas Connection To Colorado's Royal Gorge Bridge](#)

The Texas Standard | November 4, 2020

[The Best Things To Do In Adorable Canon City, Colorado](#)

Travel Awaits | October 29, 2020

[Adventures with Alan visits the Royal Gorge Via Ferrata](#)

KOAA News5 Southern Colorado | October 20, 2020

[The Most Spectacular Places to Visit in Colorado](#)

North Denver News | October 19, 2020

[8 Beautiful Colorado Train Trips You Must Experience](#)

Travel Awaits | October 10, 2020

[This stargazing road trip offers world-class night sky views](#)

National Geographic | September 2020

ROYAL GORGE

— REGION —

[Get to the Gorge](#)

Colorado Traveler Magazine | Sept/Oct

[Colorado State-cations: All Aboard for Autumn on the Rails](#)

Our Community Now | September 1, 2020

[Despite Setbacks, Harvest Season Is Underway at Colorado Wineries](#)

5280 | September 21, 2020

[Exploring Colorado's Wine Country: 8 Perfect Places To Visit](#)

Travel Awaits | September 2020

[12 of the World's Most Terrifying Bridges](#)

Fodor's Travel | August 18, 2020

[15 Visually Stunning Pedestrian Walkways Across the U.S.](#)

Reader's Digest | August 10, 2020

[Once dubbed the largest Old West Theme Park in the nation, Buckskin Joe is now just a memory](#)

The Know, The Denver Post | August 10, 2020

[7 often-overlooked mountain towns you should visit in Colorado](#)

Out There Colorado | July 29, 2020

[24 Best Places To Stop Along Colorado's Beautiful Gold Belt Tour](#)

Travel Awaits | July 29, 2020

[Colorado is Home to the Highest Bridge in the US](#)

Kool 107.9 FM | July 21, 2020

[The Royal Gorge Things to Do and See](#)

Carpe Travel | July 20, 2020

[DIY expert Chip Wade checks in from his cross-country RV trip](#)

Fox News | July 12, 2020

[10 of the coolest spots around Colorado for kids \(and adults\) obsessed with dinosaurs](#)

The Know, The Denver Post | July 9, 2020

[It's 'all aboard' again for these scenic train rides after closing for coronavirus](#)

USA Today | July 5, 2020

[All Aboard the breathtaking Royal Gorge Route Railroad](#)

Fox 21 News | July 2, 2020

[Have a picnic with that wine in Canon City](#)

The Colorado Springs Gazette | June 24, 2020

[Discover Scenic Byways and Small Towns During a Colorado Summer Road Trip](#)

Colorado.com | June 16, 2020

[The epic canyons in this Colorado town offer a wild west adventure you can't miss](#)

Out There Colorado | June 2020

[The most scenic bridges to drive across in the US](#)

Insider | June 15, 2020

[7 of the Best Day trips from Denver](#)

Ott's World | June 5, 2020

[Adventure Awaits at the Royal Gorge Bridge & Park](#)

5280 | June 5, 2020



[Seven virtual train journeys you can take from home](#)

The South African | May 31, 2020

[Ultimate Colorado Family Vacation Guide: 100+ Activities \(COVID-approved\)](#)

Mile High Mamas | May 28, 2020

[9 of the Coolest City Parks in the US](#)

Livability | May 20, 2020

[The Most Adventurous White-Water Rafting Destinations In The US](#)

World Atlas | May 17, 2020

[Art & antiques on tap in virtual tour of Florence, Westcliffe](#)

The Pueblo Chieftain | May 11, 2020

[Florence and Westcliffe launch Frontier Pathways Scenic Byway Arts and Antiques Tour](#)

La Junta Tribune | May 6, 2020

[Florence and Westcliffe Launch the Frontier Pathways Scenic Byway Arts and Antiques Tour](#)

The Canon City Daily Record | May 7, 2020

[50 reasons we love Colorado outdoors — in honor of Earth Day](#)

The Gazette | April 21, 2020

[You Can Take Virtual Train Rides Around The World](#)

Tyla | April 17, 2020

[These Virtual Train Rides Journey Through the World's Most Scenic Sites](#)

House Beautiful | April 16, 2020

[New travel series features 2 Colorado natural wonders](#)

The Gazette | April 15, 2020

[Fresh Dirt](#)

Elevation Outdoors | March 31, 2020

[Gnarly, controversial trail coming to Cañon City will feature nearly 2,000 feet of elevation gain](#)

Out There Colorado | March 5, 2020

[Celebrate the 50th Anniversary of Earth Day with Low-Impact Travel Every Day in Colorado](#)

Colorado Tourism Office | March 5, 2020

[7 Cabins That Are Perfect for a Romantic Getaway](#)

Outside | February 13, 2020

[Back In Time: In the aftermath of the Royal Gorge War, the railroad would become vital to Fremont County and eventually lead to the tourist train](#)

Canon City Daily Record | February 29, 2020

[Colorado Festivals Celebrating the Outdoors](#)

Westword | February 28, 2020

[5 Places to See Dinosaur Tracks in Colorado](#)

Out There Colorado | February 21, 2020

[Where The First Person Ever Bungee Jumped \(And 19 Spots With The Most Unique Drops\)](#)

The Travel | February 14, 2020



[How To Spend A Day At Royal Gorge](#)

Travel Awaits | February 13, 2020

[10 Must-Do Winter Adventures and Activities in Colorado](#)

Out There Colorado | January 21, 2020

[Where the Wild Things Are: Wildlife Viewing Experience Abound in Colorado](#)

Colorado.com | January 30, 2020

[Fremont County becoming Colorado wine country](#)

KOAA News5 | January 7, 2020

[Next Napa Valley? The Cañon City area is hoping wineries can lead to an agricultural renaissance](#)

Colorado Sun | January 3, 2020

Social

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

Reach	1,052,423
Impressions	3,651,044
Page Likes total in 2020	62,236
Page Followers total in 2020	61,908

Audience Network:

Reach	13,312
Impressions	42,944

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

Reach	386,563
Impressions	1,472,588
Followers total in 2020	3,189

Engagement across Facebook and Instagram: 8.3%



Search Engines

Google Ads

Impressions: 788,223
Clicks: 66,690
Click-Through-Rate: 8.46%
Cost-Per-Click: \$.10

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>

Video Views	329,223
Subscribers	656

Click-Through-Rate (CTR) 5.2% (percent of people who clicked through to watch entire video after watching an ad. Average across YouTube is 2-10%)

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

Total Visitors: 161,696
Page Views: 448,923
Average Time on Page: 1:36
Bounce Rate: 62.63%

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: 115,706



Royal Gorge Visitor's Guide

The FCTC typically produces a new printed visitor's guide once per year. Traditionally, 80,000 to 120,000 are produced. In 2020, due to COVID-19, the FCTC budget was reduced and the high cost of magazine-quality visitor guides was reduced. The FCTC had enough 2019 guides left from the prior year to handle requests early in 2020. The FCTC worked with Colorado Activity Centers to print a new 2020/2021 version. The new version had minimal changes, primarily just the cover was changed with a new date. This allowed the FCTC to not pass any design costs on to advertisers, and still meet our advertisers expectation of distribution and fulfillment.

Total Printed: 85,000 (covers requirements from Jan 2020 - March 2021)

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: 22,425

Colorado Activity Centers: 65,000 (approx.)

Fulfillment

FCTC contracts with the Canon City Chamber of Commerce to mail out requests for Visitor Guides. In 2020, with a reduced budget, the FCTC emailed the guides for a period of time to reduce spending in this area. Mailing of guide occurred early in 2020 and resumed later in 2020.

Mailed: 5,730

Emailed: 4,782



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 2 grants from the Colorado Tourism Office (CTO) for 2020:

- CTO Marketing Matching Grant - \$25,000 CTO Funds / FCTC Match \$25,000
- CTO Development Grant - \$11,000 CTO Funds / FCTC Match \$2,750

These grants were used for the following purposes:

- YouTube and Video promotion
- Website Content Creation
- FAR Trail Guide Printing
- FCHC Self-guided Tour Printing and Revisions
- Visitor Survey Development, Response Collection, and Data Analysis

These grants are essential 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. In 2020, due to COVID-19, most events were cancelled, and community organizations that were awarded this grant were obligated to return the money.

2020 Awards

1. SOCO – Southern Colorado Tourism Summit - \$500
2. Rim to Rim Race - \$1,100
3. Paint the Town - \$1,100

Industry Participation

CTO Governor's Conference – Was held virtually in 2020

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.