

ROYAL GORGE

— REGION —

Fremont County Tourism Council 2021 Destination Management Report

2021 Volunteer Board Appointees

Ashlee Sack, Board Chair (through 12/31/2021)
David Pruyne, Board Vice-Chair (through 12/31/2022) - resigned
John Miller, Board Vice-Chair (through 12/31/2021 - resigned
Beth Katchmar, Treasurer (through 12/31/2021)
Rebecca Johns, Secretary (through 12/31/2023) - resigned
Jason Messer, Member (through 12/31/2022)
Orlin Camerlo, Member (through 12/31/2023)
Chris McLaughlin, Member (through 12/31/2021)

Ex-Officio Members

Kevin Grantham, Fremont County Commissioner
Kris Webb, Canon City Chamber
Ryan Stevens, City of Canon City
Rebecca Johns, Florence Chamber
Krystal Wood, City of Florence
Jim Nelson, Fremont Heritage Commission
Rob Brown, Fremont EDC
Charis Hall, Fremont County Administration

1. Lodging Tax Collection and Total Investments

Budgeted State Remittance: \$230,000

Actual Lodging Tax Remittance: \$371,687 **(62% increase over 2020)**

Colorado Tourism Office Grant: \$36,666

Total Revenue: \$408,352

Expenses: \$205,802

Fund Balance EOY: \$202,550

1. Economic Benefits

Lodging tax collections of \$371,687 means \$18,584,350 was spent just on hotels! Assuming an average room sold for \$100 per night means 185,844 room nights happened.

Research conducted for the Colorado Tourism Office was released by Dean Runyon Associates for 2021 with and economic impact of **\$98M**. This means guest(s) spent an **additional \$80M outside of lodging in 2021**.

Impact/Benefit	2019	2020	2021
Travel Spending (\$M)	72.9	77.2	98.1

1. Digital Marketing

All performance statistics are for the calendar year

paid Social Media (FB & IG combined)

Paid Reach: 1,731,210 (up 26.4%)
Paid Impressions: 3,690,858

Organic Social Media

Instagram Reach: 469,178 people (up 95%)
Almost 3,500 followers (160 new in 2021)

Facebook Reach: 3,501,121 (up 98%)
Over 15,500 Page Visits in 2021
Over 63,500 Page Likes/Follows in Total

Combined Engagement (Likes, Comments, Shares, Clicks): 20,285

Social metrics look a little different because Facebook Analytics was retired in July 2021 and replaced by Meta Insights. The biggest change with this is that Meta Insights covers both Facebook and Instagram analytics, so some metrics will now be combined. (Insights for each individual platform are available on Instagram for up to 90 days and on Facebook for up to 28 days.)

YouTube

Views: 86,669

Google Search Campaigns

Impressions: 1,059,262
Clicks: 185,812
Click-Through-Rate: 17.54%
Cost-Per-Click: \$.05
Cost: \$9,765.65

Website Traffic

Visitors: 178,880
Page Views: 453,024
Visitor Guide Requests: 1,238

CTO Social Media Coops

The CTO matched the FCTC investment of \$1,000 with \$1,000

5 Days of High Adventure in the Royal Gorge Region

- Total Reach: 305,000
- Reactions: 1,729
- Comments: 238
- Shares: 237
- Clicks to Site: 4,658
- CTR: 1.53%

Other Digital & Print Marketing Channels

VisitCOS.com Partnership
VisitCOS.com OVG Email and Confirmation Ad
VisitCOS.com Sponsored Blog
VisitCOS.com Instagram takeover

Colorado.com Leads Program
Colorado.com Email Newsletters
Colorado.com Web/Print Listing
Colorado.com Brand Channel
Colorado.com Native Ads

Email Newsletters

VistaWorks publishes a monthly email newsletter for the FCTC with over 92,911 **opt-in subscribers**. The newsletter highlights events, attractions, activities, and more.

1. Royal Gorge Region Visitors Guide

Guides were distributed to tourist information racks and Colorado's ten official visitor centers under the terms of a \$12,000.00 contract with Certified Folder Display Service, Inc.

Colorado Activity Centers (CAC) also distributed guides to their own brochure & magazine racks, strategically complementing locations covered by Certified.

Royal Gorge Chamber Alliance fulfilled 11,946 direct requests for printed copies of the Royal Gorge Region Visitors Guide. A total of \$30,000 was invested in postage, handling, and supplies, or \$2.51 per guide.

These requests reached us through the publisher's website, our website and leads programs subscribed to through the Colorado Tourism Office and other sources.

Total 2021 production was 100,000 copies.

Cañon City Chamber of Commerce / Royal Gorge Chamber Alliance

The Royal Gorge Chamber Alliance is the defacto "office" and public face for the virtual organization that is FCTC, answering the published telephone numbers and responding to inquiries from email and walk-in visitors.

Tourism telephone inquiries: 658 to tourism lines.

Tourism Walk-ins to office: 798

Visitor Cabin in Veteran's Park (May to September): 1,936

The Chamber is the local repository of the Royal Gorge Visitor's Guide. They are distributed to visitors Cabin in Veteran's Park and are available to local businesses wishing to maintain their own supply for distribution.

CTO Grant Recipient

On behalf of the region, VistaWorks compiled and submitted an application for the Colorado Tourism Office Co-op Marketing grant in 2021. **The FCTC was successful in obtaining a \$36,666 grant**, which we matched with \$18,334 from the FCTC budget. This money is invaluable and was used for the following:

- Responsible Tourism collateral design
- Print and collateral of the FAR Guide
- Website redesign
- Responsible tourism collateral distribution and printing

Destination Management Partners

As one of the few all-volunteer Destination Marketing Organizations in Colorado, the Fremont County Tourism Council relies on its marketing partners to reach and influence prospective visitors. Integral to those efforts are:

VistaWorks, Agency of Record. Coordinates all marketing campaigns, communications & ad buys. Website design, content creation, and administrative support.

Fremont County, administrative support with meeting minutes, accounts payable and financial reporting (special thanks to Charlene Halstead and Andy Lovins).

Colorado Activity Centers (CAC), publishes the Visitor Guide. CAC complements Guide distribution using their own racks and resources, and through 2018, fulfilled direct requests for Visitor Guides.

Certified Folder, distributes Visitor Guides to racks over a wide area of the state.

VisitCOS (Visit Colorado Springs) is a major generator of leads (prospective visitors, seeking information about our destination). VisitCOS produces News Releases and social media programming featuring stories about the Royal Gorge Region.

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

Community Partners

The Council continued to work with the **Fremont County Heritage Commission** on self-guided tours. In 2021, the Heritage Commission distributed 758 print copies of seven (10) different tour booklets. Another 1,372 copies were downloaded electronically from FremontHeritage.com.

With FCTC/CTO support, **Fremont Adventure Recreation (FAR)** was able to print 10,000 trail guides, with approximately 3,300 distributed in 2021. FAR's full-color guides went out to biking/hiking shops across Colorado, in Pueblo, Colorado Springs, Buena Vista, Salida, Gunnison, and others. FAR also distributed the guides locally via the Royal Gorge Chamber Alliance, Red Canyon Cycles, as well as through other FAR supporters.

Community Grants

FCTC Bylaws require that at least 5% of annual lodging tax revenue be distributed to local community organizations. \$11,950.00 was distributed to sixteen (16) community organizations to help fund event marketing efforts.

Industry Participation & Association

The FCTC is a member of both the Colorado Association of Destination Marketing Executives (CADMO) and the Tourism Industry Association of Colorado (TIAC).

CADMO's membership is composed of ~25 Destination Marketing Organizations (DMOs) from across the state, and it works closely with the Colorado Tourism Office.

TIAC's membership is composed of DMOs and other tourism-related businesses across Colorado. Membership dues and proceeds from the Annual Legislative Reception support lobbying efforts in the state legislature; monitoring legislation that may impact tourism.

2021 Media Coverage

- [Making Connections on 2021's New Rail-Trails](#)
Rails to Trail Conservancy | December 20, 2021
- [14 Charming Main Streets in Colorado](#)
Uncover Colorado | November 27, 2021
- [Hard Time Trail in Canon City is a not-too-difficult affair | Take a Hike](#)
Pikes Peak Courier | November 16, 2021
- [The Best Day Trips From Denver Are Easy And Scenic](#)
The Travel | December 7, 2021
- [26 Ways to Celebrate the Holidays in Colorado This Month](#)
5280 | December 1, 2021
- [Hop on 'The Polar Express' with these Christmas train rides in Colorado, New Mexico, Oklahoma and Texas](#)
Coloradoan | November 24, 2021
- [Train to showcase winter wonderland in Colorado, traveling through massive gorge](#)
Out There Colorado | November 11, 2021
- [How Many of These Famous Colorado Attractions Have You Visited?](#)
New 99.1 Country | November 11, 2021
- [13 of the most Instagramable locations in Colorado](#)
Out There Colorado | November 10, 2021
- [Penrose apple farmers turned winemakers to survive](#)
KOAA News | October 19, 2021
- [Best Day Trips from Colorado Springs](#)
The Lonely Planet | October 1, 2021
- [Top 6 Spots For Outdoor Adventures in Colorado This Fall](#)
Travel Off Path | October 2, 2021
- [Five finest kayaking destinations in North America](#)
DL Mag | September 29, 2021
- [Colorado fall bucket list: 10 ways to celebrate the season, from hiking to apple-picking](#)
Denver Post, September 24, 2021
- [Visit One Of Colorado's Top Attractions](#)
Forbes | September 20, 2021
- [10 of the most unique Airbnb rentals in Colorado to inspire your next adventure](#)
The Denver Gazette | September 16, 2021
- [Beyond the Bars in Cañon City, Colorado](#)
The Epoch Times | September 10, 2021
- [Colorado's best glamping spots offer luxury tents, covered wagons, clear-top bubbles and yurts](#)
The Denver Post | September 9, 2021
- [The best place to camp in every US state](#)
MSN.com | September 9, 2021
- [In Colorado, play hard by day and choose comfort at Royal Gorge Cabins by night](#)
USA Today | September 4, 2021
- [5 Colorado Train Rides Perfect for Leaf-Peeping](#)
5280 | September 2021
- [Wineries and Cideries in the Royal Gorge](#)
Uncover Colorado | June 7, 2021
- [Three Days In: Royal Gorge Region](#)
Encompass | Summer 2021
- [11 Beautiful Vintage Train Rides In The U.S.](#)
Travel Awaits | June 4, 2021
- [A Weekend Guide to Exploring the Royal Gorge Region](#)
303 Magazine | June 3, 2021
- [Where Are the Best Glamping Spots in Colorado?](#)
Newswire | May 30, 2021
- [10 places to whitewater raft in Colorado](#)
Out There Colorado | May 28, 2021
- [Journey through time and natural wonder on these scenic trains in Colorado](#)
Colorado Springs Gazette | May 27, 2021
- [Colorado's newest mountain bike park is "awesome"](#)
The Know | May 24, 2021
- [Best Outdoor Festivals In The U.S. To Attend This Summer](#)
Travel Off Path | May 22, 2021
- [Views from the new Point Alta Vista Trail are spectacular](#)
The Know | May 22, 2021
- [Reconnect and make unforgettable family memories in Colorado this summer](#)
Estes Park Trail Gazette | May 20, 2021
- [Via Ferratas Offer an Entry Into Rock Climbing—Here's Where to Find Them in the U.S.](#)
Conde Nast Traveler | May 19, 2021
- [5 great places for scenic helicopter rides in Colorado](#)
Out There Colorado | May 9, 2021
- [Discover dinosaurs and massacres through historical sites in Southern Colorado](#)
The Pueblo Chieftain | May 9, 2021
- [Foodies flocking to try Royal Gorge Route's gourmet train far](#)
The Pueblo Chieftain | May 7, 2021
- [Latitudes | Royal Gorge Bridge celebrates history and innovation](#)
The Woodinville Weekly | May 6, 2021
- [What Type of Camping Is Right for You?](#)
5280 | April 29, 2021
- [Royal 'Gorge-ous' Canon City bridge has the thrills, fun and breathtaking scenery](#)
Yahoo News | April 25, 2021
- [Cañon City with Kids: 10 Things to Do!](#)
Navigation Junkie | April 12, 2021

[White Water Rafting In Colorado's Royal Gorge: Why This Adventure Spot Should Be On Your Radar](#)

Forbes | August 29, 2021

[Top 5 Adventure Travel Destinations for Your Bucket List](#)

Travel Off Path | July 23, 2021

[Take this history-themed road trip to learn about Colorado's roots](#)

Out There Colorado | July 20, 2021

[5 places where you can go skinny dipping in Colorado](#)

The Know | July 20, 2021

[Three Days in Canon City, Colorado](#)

Rick Blossoming | June 23, 2021

[Your summer vacation Plan B: Where to go if your first-choice destination is sold out](#)

USA Today | July 2, 2021

[10 of the most unique Airbnb rentals in Colorado to inspire your next adventure](#)

Out There Colorado | June 28, 2021

[Fun awaits at these 10 adventure parks in Colorado](#)

Colorado Springs Gazette | June 21, 2021

[Once visited by train, access restored to 'magical' overlook in southern Colorado](#)

Colorado Springs Gazette | June 23, 2021

[Colorado experiences dubbed 3 of America's top 15 water adventures](#)

Out There Colorado | June 25, 2021

[Royal Gorge Rafting and Zipline Tours offers adventures for the whole family](#)

KOAA News | June 12, 2021

[Hiking Bob: Ten things that make Colorado great](#)

Colorado Springs Indy | April 16, 2021

[Adventures with Alan visits the Royal Gorge Route Railroad](#)

KOAA News | April 7, 2021

[5 Place to Road Trip for the Best Views KOA.com](#) | March 2021

[10 adventurous activities to do with kids in Colorado](#)

Out There Colorado | March 19, 2021

[Got spring break fever? Get your feet to Cañon City | Take a Hike](#)

Colorado Springs Gazette | March 16, 2021

[Experience breathtaking views at the Royal Gorge Bridge & Route Railroad](#)

Living Local | March 11, 2021

[25 Of The Scariest Bridges In The World](#)

Simplemost | March 10, 2021

[Planning Your Trip to the Royal Gorge](#)

US Updates | February 26, 2021

[8 Via Ferrata routes that offer rare views in Colorado](#)

Out There Colorado | February 23, 2021

[Riverside yurt offers adventurous AirBnB stay in Colorado](#)

Out There Colorado | February 19, 2021

[Top 5 Valentine's Day Getaways in America Revealed](#)

The World Property Journal | February 12, 2021

[Ditch the mountains this winter and head to southern Colorado instead. Here's your itinerary.](#)

The Know | February 2, 2021

[Who says winter fun in Colorado is only found in the mountains?](#)

The Denver Post | February 1, 2021

[Don't Take These Classic Colorado Pursuits for Granted](#)

5280 | January 1, 2021