



## Fremont County Tourism Council 2022 Destination Management Report

### 2022 Volunteer Board Appointees

Ashlee Sack, Board Chair (through 12/31/2024)  
Adam Arnold, Board Vice Chair (through 12/31/2025)  
Beth Katchmar, Treasurer (through 12/31/2024)  
Elizabeth Oberle, Secretary (through 12/31/2023)  
Orlin Camerlo, Board Member (through 12/31/2023)  
Chris McLaughlin, Board Member (through 12/31/2024)  
Joel Elliot, Board Member (through 12/31/2025)

### Ex-Officio Members

Kevin Grantham, Fremont County Commissioner  
Rich Millard, Royal Gorge Chamber Alliance  
Amy Schmisser, City of Cañon City  
Krystal Wood, City of Florence  
Jim Nelson, Fremont Heritage Commission  
Rob Brown, Fremont EDC  
Charis Hall, Fremont County Administration  
Florence Chamber, {available}  
Downtown Business Alliance, {available}

## 1. Lodging Tax Collection and Total Investments

Budgeted State Remittance: \$230,000  
Actual Lodging Tax Remittance: \$319,988 (**14% decrease from 2021**)  
Colorado Tourism Office Grant: \$36,666  
Total Revenue: \$408,352

Expenses: \$330,843  
Fund Balance EOY: \$302,177

## 1. Economic Benefits

**Lodging tax collections of \$319,988 means \$15,999,400 was spent just on hotels!** Assuming an average room sold for \$100 per night means 159,994 room nights happened.

Research conducted for the Colorado Tourism Office was released by Dean Runyon Associates for 2022 with an economic impact of **\$101M**. This means guest(s) spent an **additional \$85M outside of lodging**

in 2022.

Impact/Benefit	2020	2021	2022
Travel Spending (\$M)	77.2	98.1	101.1

## 1. Digital Marketing

*All performance statistics are for the calendar year*

### **Paid Social Media (FB & IG combined)**

Paid Reach: 5,689,922 (up 228.6%)

Paid impressions: 13,179,675 (up 257%)

### **Organic Social Media**

Instagram Reach: 1.4M people (up 198.4%)

Facebook Reach: 4.9M (up 40%)

*Over 14,200 Page Visits in 2022*

*Over 65,200 Page Likes/Follows in Total*

Facebook Combined Engagement (Likes, Comments, Shares, Clicks): 68,800

*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.)*

### **Google Search Campaigns**

Impressions: 450,714

Clicks: 86,284

CTR: 19.14%

CPC: \$.16

Cost: \$13,620.73

### **Google/YouTube Video Campaigns**

Impressions: 471,816

Clicks: 210,517

CTR: 44.62%

CPC: \$.01

Cost: \$2,632.87

### **Website Traffic**

Visitors: 196,320

Page Views: 237,202

Page Views: 423,710

## **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

## **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 \$18,855.00 contract with Certified Folder Display Service, Inc. and Colorado Activity Centers (CAC).

Royal Gorge Chamber Alliance fulfilled 9,917 direct requests for printed copies of the Royal Gorge Region Visitors Guide. A total of \$30,000 was invested in postage, handling, and supplies.

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

### **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: 544 to tourism lines.

Tourism walk-ins to office: 1,130

The Chamber is the local repository of the Royal Gorge Visitor's Guide. They 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, and 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 across a wide area of the state.

**VisitCOS** (Visit Colorado Springs): 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 2022, the Heritage Commission distributed 2,095 copies of ten (10) different tour booklets.

With FCTC/CTO support, in 2022 **Fremont Adventure Recreation (FAR)** created a new and exciting pocket map. These maps were a request from the trail community, as user groups wanted something to take with them on the trail as they explored the Royal Gorge Region. These maps are distributed in swag bags for local recreation events, to local Chamber of Commerce groups, and in sponsor shops. They are also available in select locations across the state. FCTC funding allowed for 3,000 maps to be printed and distributed in 2022.

### **Community Grants**

FCTC Bylaws require that at least 5% of annual lodging tax revenue be distributed to local community organizations. \$12,500.00 was distributed to fifteen (15) 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.

### **2022 Media Coverage**

[Ride A Christmas Train, Then Stay In A Christmas-Themed Hotel For A Holly Jolly Colorado Adventure](#)

Only In Your State | December 14, 2022

[Steve Thomas turns his love of nature trails in Cañon City](#)

Daily Record | December 12, 2022

[These Are The 10 Tallest Bridges In The U.S.](#)

The Travel | December 6, 2022

[Bell tower Celebrates Florence/Cañon City 150th with Window Glow](#)

Daily Record | December 1, 2022

[Neighbors: Happy Trails: Cañon City women complete Fremont County's recommended hiking routes](#)

Canon City Daily | November 28, 2022

[Glade Creek Bridge is one of the tallest in the United States](#)

Loot Press | November 27, 2022

[Holiday-themed train to take guests on a trip 'the North Pole'](#)

OutThere | November 27, 2022

[The 1,000-Foot-High Royal Gorge Bridge In Colorado Is Hosting Its First-Ever Drive-Thru Holiday Light Display](#)

Only in your State | November 23, 2022

[Lighting the way to the holidays: A roundup of displays and trains in Colorado](#)

Yahoo.com | November 17, 2022

[10 Often-Overlooked Mountain Towns You Must Visit In Colorado](#)

WorldAtlas | November 16, 2022

[Dormant railroad that served Camp Hale National Monument looking to come back to life](#)

the Denver Gazette | November 14, 2022

[Cash in on canyons and peaks at Royal Gorge Park | Take a Hike](#)

Courier | November 15, 2022

[Royal Gorge features Bridge of Lights for holiday season](#)

CBS Colorado Youtube | November 10, 2022

[Wine Guy: Support Colorado wine for the holidays](#)

the Gazette | November 9, 2022

[5 Definitely 'Odd things you need to check out in Colorado](#)

Retro | November 3, 2022

[Oratorio for Chorus and Orchestra returns for encore with 70-voice combined chorus](#)

Dail Record | November 7, 2022

[Royal Gorge Bridge and Park holiday light Show](#)

21 Local | November 1, 2022

[Take a Prehistoric Walk With Huge Beasts at Colorado's Royal Gorge Dinosaur Experience](#)

Kool | October 26th, 2022

[Glamping In Colorado](#)

Travel 2 Next | October 25th, 2022

[Frozen in time: A brief history of ice harvesting in Colorado](#)

The Gazette | October 23, 2022

[Take a Prehistoric Walk with Huge Beasts at Colorado's Royal Gorge Dinosaur Experience](#)

Kool 107.9 FM | October 26, 2022

[15 Most Exciting Amusement Parks in Colorado](#)

USA Tales | October 26, 2022

[Did you know? 18 interesting facts about Colorado](#)

Denver Gazette | October 14, 2022

[Try a via ferrata for a thrilling Colorado mountain climbing adventure](#)

UC Health | October 7, 2022

[The 12 Best Places to Go Glamping in Colorado Featuring Luxury Bedding, Gourmet Meals, Wi-Fi, and More](#)

Pure Wow | October 1, 2022

[A Full Guide For A First-Timers Trip On the Royal Gorge Train](#)

The Travel | October 2, 2022

[Recommended Routes: Phantom, Canyon, Colorado](#)

Cycling Tips | October 1, 2022

[This Is The Absolute Best Town In Colorado To Visit During The Halloween Season](#)

Only In Your State | September 29, 2022

[Your complete guide to fall Colors 2022](#)

The Denver Gazette | September 24, 2022

[Riding on the Royal Gorge Railroad](#)

North Texas e-News | September 21, 2022

[Colorado fall colors: 5 best places to see the gold Rush](#)

Gazette | September 13, 2022

[White Knuckle Driving: Take a ride on Colorado's skyline drive](#)

Kool | September 17th, 2022

[Abbey Winery and Royal Gorge Bridge and Park to host 18th annual Winemaker's Dinner](#)

Cañon City | September 14, 2022

[You need to take the family to all of these Colorado Pumpkin Patches](#)

Kool | September 15, 2022

**Cont:**

[A once-in-a-lifetime experience: Royal Gorge Bridge to celebrate Cañon City's Sesquicentennial with concert](#)

Cañon City Daily Record | September 15, 2022

[Royal Gorge Railroad offers a special way to enjoy Oktoberfest](#)

The Gazette | September 8, 2022

[These are the Most Beautiful Roads to Drive in Colorado](#)

KOOL | September 8, 2022

[Best Family Resort in Colorado – The 15 Best](#)

American News Report | September 3, 2022

[The Ultimate Colorado Travel Itinerary](#)

Travel Pulse | September 3, 2022

[Abbey Winery gearing up for 20th annual Harvest Festival with stellar music lineup](#)

Cañon City Daily Record | September 1, 2022

[Things to Do in Colorado in the Summer: Mountains, Rivers & Lakes, oh My!](#)

Traveling Mom | August 24, 2022

[The Royal Gorge is the highest suspension bridge in the USA](#)

BoingBoing | August 27, 2022

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

Yahoo News | August 25, 2022

[Trains, Pontoons & Hot Air Ballons: Hitch a Ride to Colorado's Backcountry](#)

5280 | August 18, 2022

[2022 Royal Gorge Whitewater Festival](#)

Canon City Daily Record Youtube | July 24, 2022

[The best Colorado Train trips whether you want scenery or family-Friendly fun](#)

The Denver Post | July 20, 2022

[8 Jaw-Dropping Things to do at the Royal Gorge Colorado](#)

Chasing Trail | June 24, 2022

[Best things to do in Cañon City CO](#)

Vacation Idea | July 19, 2022

[2022 Royal Gorge Whitewater Festival](#)

Canon City Daily Record | July 19, 2022

[Boats, Bands, Bikes, Beer: Royal Gorge Whitewater Festival returns to rock Centennial Park](#)

Canon City Daily Record | July 16, 2022

[Royal Gorge Dinosaur Experience promotes fun and education with wild animals.](#)

Fox 21 | July 16, 2022

[Get Outside: Ten Colorado Whitewater Rafting Tours for All Skill Levels](#)

Westword | July 12, 2022

[Colorado road trips make most of the state's natural,](#)

[A 6-Day Colorado Adventure for All Ages](#)

AFAR Journeys | June 24, 2022

[Via Ferrata, Anyone? Where to Find the Best in the West](#)

Sunset | June 15, 2022

[The 15 Best Small Towns to Visit in 2022](#)

Sumithsonian | June 3, 2022

[Longtime Colorado Pro Details Best of Rafting around the West](#)

The Gazette | May 22, 2022

[6 Wild Ways to Find Amusement Around Colorado](#)

the Gazette | May 22, 2022

[Six scenic trains on Colorado up for USA Today's 'Best Of' award](#)

OutThere Colorado | May 14th, 2022

[Get Your Fun on at The Royal Gorge](#)

Colorado Country Life Magazine | April 27, 2022

[We are Cañon City: Haven for Fossil Hunters](#)

Fox 21 | May 6, 2022

['This is a bucket list item': at the Royal Gorge Route Railroad](#)

Fox 21 | May 6, 2022

[Canon City Music and Blossom Festival returns for 84th year in Fremont County](#)

KOAA | May 2, 2022

[We are Canon City: Small town feel, big-city amenities](#)

Fox 21 | May 2, 2022

[Royal Gorge Rio sets sail with Arkansas River Clean-up](#)

Fox 21 | May 1, 2022

[The Best Hikes in Colorado Springs](#)

Backpacker | April 12, 2022

[Canon City, Colorado Is One Of The Best Towns In America To Visit When The Weather Is Warm](#)

Only in Your State | April 12, 2022

[Two famous Colorado venues return to in-person Easter sunrise service](#)

Colorado Springs Gazette | April 10, 2022

[5 Southwest Colorado Destinations That Are Worth the Drive](#)

Retro 102.5 | March 25, 2022

[Upper Arkansas Sector Partnership Expands Upskilling Program](#)

Canon City Daily Record | March 25, 2022

[Big challenge, thrill promised by new trail in Royal Gorge region](#)

[city attractions](#)

Times Union | July 13, 2022

[6 new Colorado trails for hikers, mountain bikers and horseback riders](#)

The Denver Post | July 9th, 2022

[7 Epic Colorado Trains That Will Take You to Beautiful Mountains, Sparkling Rivers and Golden Groves](#)

Yahoo! | June 28, 2022

[10 Adrenaline Adventures For Daring Tourists in Colorado](#)

The Travel | June 28, 2022

[7 Epic Colorado Trains That Will Take You to Beautiful Mountains, Sparkling Rivers, and Golden Groves](#)

Yahoo! | June 28, 2022

[Glamping In Colorado? Check Out These 10 Luxe Campsites](#)

The Travel | June 18, 2022

[Adventure, adrenaline and art in Colorado](#)

Travelmole | June 21, 2022

[Three Summer Bucket List Adventures](#)

Gear Patrol | June 21, 2022

[Colorado Delight: Fun Attractions and More at the Royal Gorge](#)

Townsquare NOCO | June 20, 2022

The Gazette | March 8, 2022

[Adventures with Alan takes a jeep tour along the Royal Gorge Loop](#)

KOAA 5 | February 22, 2022

[A Guide to All Outdoor Concert Venues in Colorado](#)

New 99.1 Country | February 16, 2022

[The Scenic Train Ride In Colorado That Runs Year-Round](#)

Only in Your State | February 1, 2022

[Nirvana Culinary Paradise is a fine Indian/Nepali option in Cañon City](#)

Colorado Springs Indy | January 12, 2022

[11 Beautiful Train Trips To Experience In 2022](#)

Travel Awaits | January 2, 2022