Fremont County Tourism Council
2023 Destination Management Report

2023 Volunteer Board Appointees
Adam Arnold, Board Chair (through 12/31/2025)
{available} Vice Chair (through 12/31/2026)
Beth Katchmar, Treasurer (through 12/31/2024)
{available} Secretary (through 12/31/2026)
Kevin Cundiff, Board Member (through 12/31/2024)
Joen Elliot, Board Member (through 12/31/2025)
Kathy Trogden, Board Member (through 12/31/2026)
Donna Basham, Board Member (through 12/31/2026)

Ex-Officio Members
Royal Gorge Chamber Alliance – Rich Millard
Commissioner – Kevin Grantham
City of Cañon City – Amy Schmisseur
Florence Chamber – Joen Elliott
City of Florence – Krystal Wood
Fremont Heritage Commission – Jim Nelson
Fremont EDC – Rob Brown
Fremont County Administration – Charis Hall
Downtown Business Alliance – {available}

1. Lodging Tax Collection and Total Investments

Budgeted State Remittance: $285,000
Actual Lodging Tax Remittance: $352,325 **(10% increase from 2022)**
Colorado Tourism Office Grants: $60,000
Total Revenue: $352,325

Expenses: $351,395
Fund Balance EOY: $327,988

1. Economic Benefits

Lodging tax collections of $352,325 means $17,616,250 was spent just on hotels! Assuming an average room sold for $100 per night means 176,163 room nights happened.

Research conducted for the Colorado Tourism Office was released by Dean Runyon Associates for

2023 with an economic impact of **$103M.** This means guest(s) spent an **additional $85.4M outside of lodging in 2023.**

Impact/Benefit	2021	2022	2023
Travel Spending ($M)	97.9	100.9	103.4

1. Digital Marketing

All performance statistics are for the calendar year

Paid Social Media (FB & IG combined)

Paid Reach: 2,608,070
Paid impressions: 5,405,417

Organic Social Media

Instagram Reach: 7.5K

Facebook Reach: 712,823
Over 7,600 Page Visits in 2023

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: 510,392
Clicks: 84,593
Click-Through-Rate: 16.57%
Cost-per-Click: $.29
Conversions: 9,053.16
Conversion Rate: 10.7%
Cost-per-Conversion: $2.18

Google/YouTube Video Campaigns
Impressions: 1,672,105
Views: 122,392
Avg. Cost-per-View: $.059
Cost: $7,225.51
Conversion Rate: 178%
Conversions: 3,806.33
Cost-per-Conversion: $1.09

Website Traffic
Visitors: 239,528
Sessions: 283,923
Page Views: 1,046,149

Top Website Traffic Sources/Users:
Paid and Organic Social: 62,057
Organic Search: 58,416
Direct: 18,475
Referral: 10,450

Top Website Pages/Views
Royal Gorge Route Railroad: 152,587
Visitors Guide: 136,323
Home Page: 106,281
Royal Gorge Bridge & Park: 82,851
Bighorn Sheep Canyon Audio Tour: 46,753
Events: 41,010
Welcome to Canon City: 33,743
Royal Gorge Route Railroad Business Directory Listing: 25,923
Tunnel Drive: 21,584
Attractions: 21,487

Website Users by Location
Denver: 28,289
(Not set): 18,025
Englewood: 10,995
Dallas: 10,208
Colorado Springs: 8,089
Canon City: 4,750
Chicago: 4,187
Phoenix: 4,046
Houston: 3,639
Los Angeles: 2,600

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 Web/Print Listing

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 $13,000 contract with Certified Folder Display Service, Inc. and Colorado Activity Centers (CAC).

Royal Gorge Chamber Alliance fulfilled 5,860 direct requests for printed copies of the Royal Gorge Region Visitors 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.

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

Tourism telephone inquiries: 440 to tourism lines.

The Chamber is the local repository of the Royal Gorge Visitors Guide. They are available to local businesses wishing to maintain their own supply for distribution.

CTO Grant Recipient

On behalf of the region, DestinationiQ (formerly known as VistaWorks) compiled and submitted applications for the Colorado Tourism Office's Marketing grant and Tourism Management grant in 2022. **The FCTC was successful in obtaining a $40,000 grant and $20,000 grant,** respectively, which we matched with $25,000 from the FCTC budget. This money is invaluable and was used for the following:

- Mountain bike trail digitization (recording rides, writing descriptions, photography, webpage creation, app setup)
- TravelStorys Bighorn Sheep Canyon audio tour and digital promotion

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:

DestinationiQ: 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 Visitors Guide. CAC complements Guide distribution using their own racks and resources, and through 2018, fulfilled direct requests for Visitors Guides.

Certified Folder: distributes Visitors 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 continues to work with the **Fremont County Heritage Commission** to distribute and market self-guided tours.

Community Grants

FCTC Bylaws require that at least 5% of annual lodging tax revenue be distributed to local community organizations. Over $12,000 was distributed to fourteen (14) 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.

CTO's Governor's Conference

2023 Media Coverage

World's oldest and most impressive bridges, ranked
MSN | December 31, 2023
Learn about dinosaur history, see tracks and other fossils at these 5 sites near Pueblo
The Pueblo Chieftain | December 29, 2923
9 Top-rated Small Towns In Colorado
World Atlas | December 27, 2023
Discover Canon City, Colorado: From Prisons to Scenic Railroads and Wineries
Bolly inside | December 24, 2023
Best Things to Do in Colorado
Wyandotte Daily |December 20, 2023
12 Stunning Winter Train Rides Around the World
Trip Zilla | December 7th, 2023
5 Best Attractions in Colorado to Visit Any Time of the Year
Our Community Now | December 4, 2023
10 Luxury Train Rides in the US That Are Worth Splurging On
Matador Network | October 31, 2023
Kids In Colorado: 10 Best Colorado Family Vacations (On A Budget)
The Travel | September 14th, 2023
The Top U.S. Bridges – Engineering at Its Best
Thomas | September 11, 2023
Fun Day Trips From Denver for Epic Colorado Adventures
She Buys Travel | September 10th
Looking for adventure? In Canon City, big waves and backroads await
ll News | September 8, 2023
Royal Gorge Bridge & Park: What To Know About Exploring This Park On Foot
The Travel | September 7, 2023
Royal Gorge Bridge & Park: What To Know About Exploring This Park By Bike
The Travel | September 3, 2023
9 Most Scenic Towns In The Rockies
WorldAtlas | September 1, 2023
7 Road Trips in Colorado For Scenic Drives with Family
Momtastic | August 29, 2023
7 Adventures to Take With Your Dog Before Summer Ends
5280 Magazine | August 26, 2023
11 Small Towns in the Rockies that Were ranked Among US Favorites
World Atlas | August 25, 2023
From Whitewater Thrills to Historic Charms: Top Things to do in Cañon City Colorado
She Buys Travel | August 22, 2023
Dare to Cross: 6 Bridge Trips for the Ultimate Adrenaline Rush
News Track | August 21, 2023
The Best Small Towns In The Rockies To Chill Out
WorldAtlas | May 5, 2023
Exploring the Beautiful Royal Gorge: A Day Trip from Boulder!
About Boulder, CO | August 17, 2023
5 Great Summer Water Destinations In Colorado
OutThere Colorado | May 1, 2023
These Towns in Colorado Have the Best Main Streets
World Atlas | August 15, 2023
Taking A Scenic Road Trip To Colorado
Great Colorado mountain bike trails for newbies
The Denver Post | August 4, 2023
Where To Go Glamping In Colorado
Forbes | August 3, 2023
18 impressive facts about Colorado to celebrate its founding 147 years ago
Colorado Springs Gazette | August 2, 2023
6 Bridge Trips More Thrilling Than Roller Coaster Rides
Swirlster | July 30, 2023
9 Oldest Found Towns To Visit in the Rockies
World Atlas | July 26, 2023
A perfect day at the Royal Gorge Bridge & Park
Colorado Springs Gazette | July 26, 2023
11 Best Small Towns to visit in the Rockies
World Atlas | July 26, 2023
Unearthing the dinosaurs
The Crestone Eagle | July 11, 2023
12 Of The World's Most Terrifying Bridges
Weather.com | July 07, 2023
The 7 best amusement park rides in Colorado
The Denver Post | June 29, 2023
Summer On Skyline Drive: Why This Scenic Colorado Road Is Best In the Summer
The Travel | June 16, 2023
These Are 10 Of The Most Historic Train Rides To Enjoy In America
The Travel | June 14, 2023
9 Best Royal Gorge Tours from Ziplining to Whitewater Rafting
Hashtag | May 31, 2023
World's Most Scenic Railway Bridges
The Times of India | May 30th, 2023
Rafting season in Fremont County
Yahoo!life | May 26th, 2023
11 Most Underrated Towns in The Rockies
WorldAtlas | May 22, 2023
'Like you're on top of the world': A Southern Colorado drive of peace and peril
Gazette | May 22, 2023

Cont:

417 | May 1, 2023
11 Best Ziplining Tours in Denver for Mountain Adventures
Hashtag Colorado Life | April 28, 2023
9 Best White Water Rafting Trips in Colorado for Summer 2023
Hash Tag Colorado Life | April 20, 2023
Cañon City Music and Blossom Festival returns for 2023
Fox 21 | April 17, 2023
9 Best Jeep Tours in Colorado to Book in 2023
Hashtag Colorado Life | April 5, 2023
Discover the 12 Oldest Cities in Colorado
AZ Animals | March 31, 2023
Royal Gorge loop hike with bonus trek across train trestles | Take a Hike
The Tribune | March 29, 2023
11 Unique Landmarks You Need To See In Colorado
The Travel | March 2 2023
Spring Break at the Royal Gorge
9 News | March 15, 2023
The Best Glamping Resorts in the U.S. for an Outdoorsy Family Getaway
Travel | March 10, 2023
11 Most Underrated Cities In Colorado
WorldAtlas | March 9, 023
8 Stunning U.S. Train Trips To Take This Spring
Travel off Path | February 24, 2023
Discover the 5 Highest Bridges in the United States
A Z Animals | February 17, 2023
Take A Look Inside Colorado's Historic Royal Gorge Mansion
Townsquare NOCO | January 31, 2023