

2024

Destination Management Report by
Destination*iQ*



ROYAL GORGE REGION

Fremont County Tourism Council

2024 Volunteer Board Appointees

Joel Elliot, Board Member (through 12/31/2025)
Adam Arnold, Board Chair (through 12/31/2025)
Kathy Trogden, Board Member (through 12/31/2026)
Donna Webb, Board Member (through 12/31/2026)
Kelly Branyik, Vice Chair (through 12/31/2026)
Beth Katchmar, Treasurer (through 12/31/2027)
Kevin Cundiff, Secretary (through 12/31/2027)

Ex-Officio Members

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

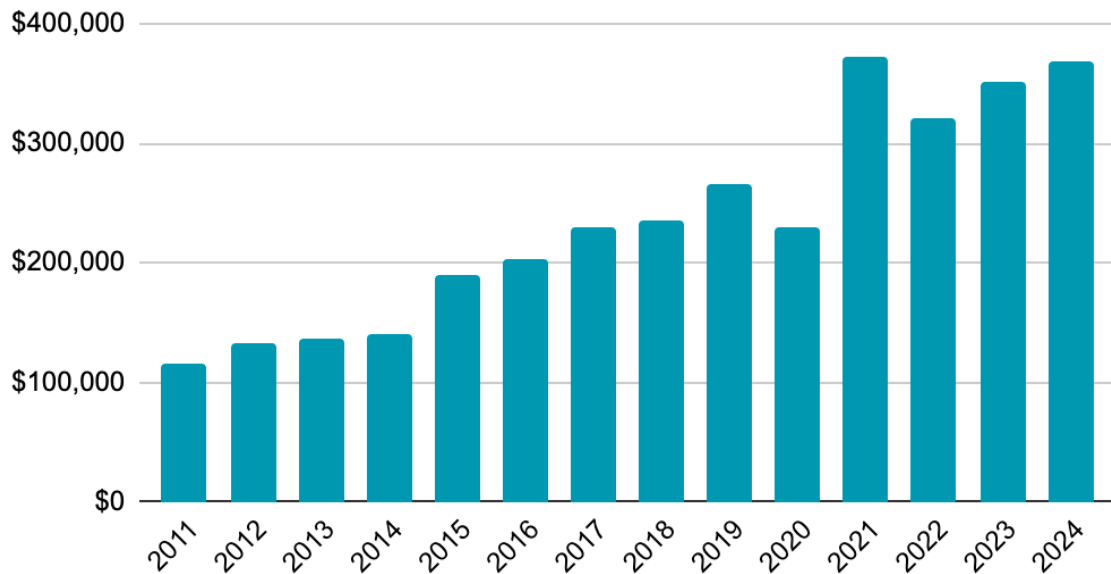
1. Lodging Tax Collection and Total Investments

Budgeted State Remittance: \$295,000
Actual Lodging Tax Remittance: \$369,349 (5% increase from 2023)
Colorado Tourism Office Grants: \$40,000
Total Revenue: \$409,349

Expenses: \$369,199
Fund Balance EOY: \$40,150

2. Economic Benefits

Lodging Tax Revenue vs. Year

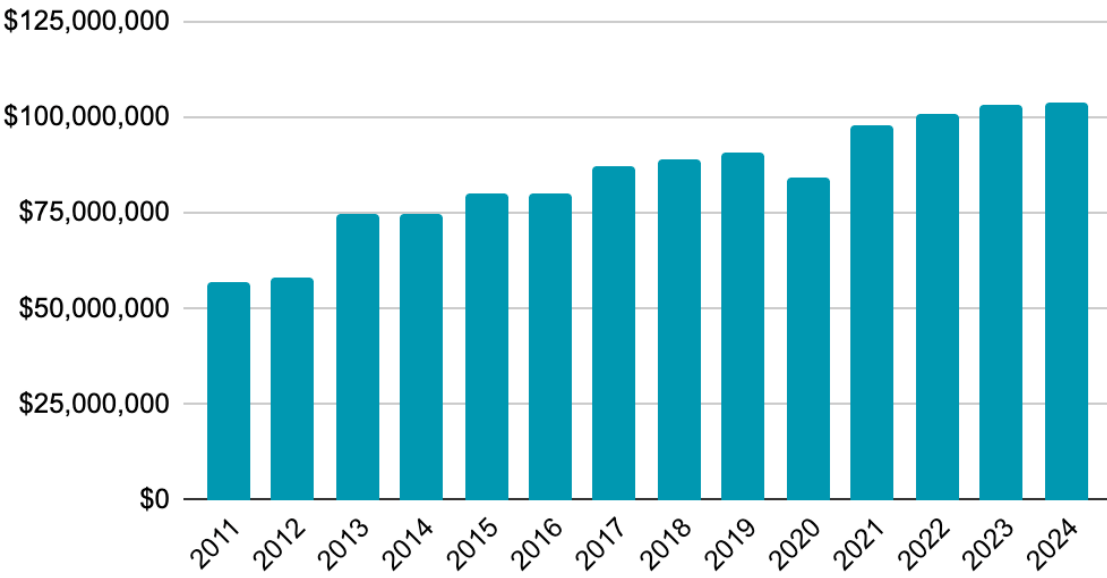


Lodging tax collections of \$369,349 means \$18,467,450 was spent just on hotels! Assuming an average room sold for \$150 per night means 123,116 room nights happened.

Research conducted for the Colorado Tourism Office was released by Dean Runyon Associates for 2024, with an economic impact of **\$104M**. This means guest(s) spent an **additional \$85.5M outside of lodging in 2024**.

Impact/Benefit	2022	2023	2024
Travel Spending (\$M)	100.9	104.0	103.6

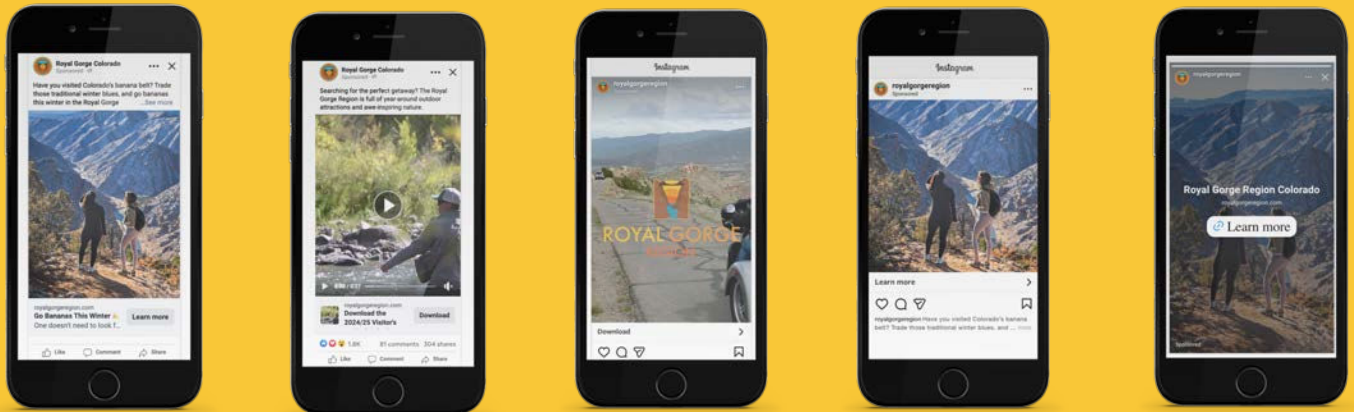
Travel Spending vs. Year



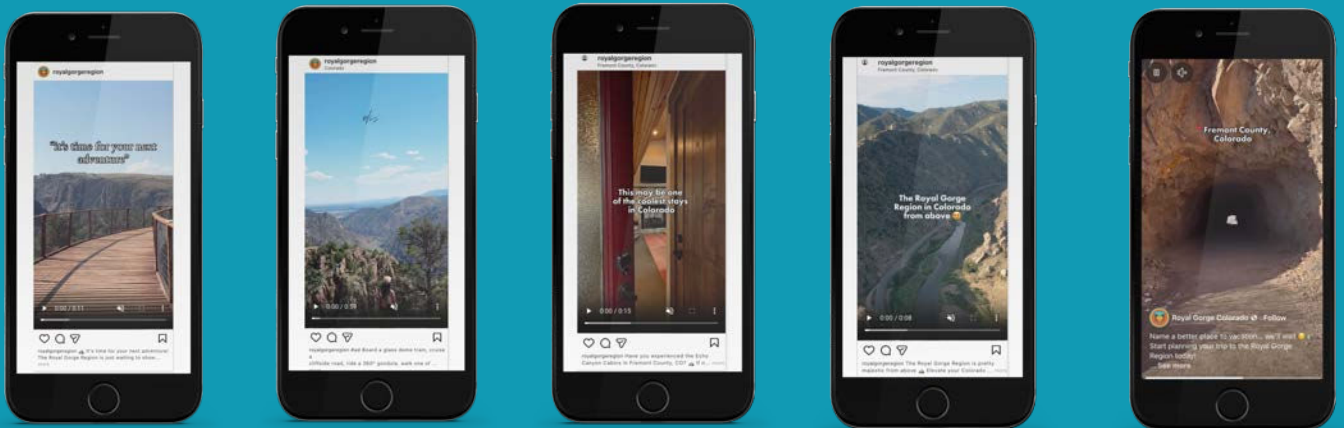
3. Digital Marketing

All performance statistics are for the calendar year

- **Paid Social Media (FB & IG combined)**
 - Paid Reach: 779,400
 - Paid impressions: 1,800,000



- **Organic Social Media**
 - Instagram Reach: 91,800
 - Facebook Reach: 801,300
 - Page Visits: 60,900+



- **Google Search Campaigns**

- Impressions: 237,670
- Clicks: 49,638
- Click-Through-Rate: 20.89%
- Cost-per-Click: \$.16

Sponsored



royalgorgeregion.com
www.royalgorgeregion.com/canon_city

Walk Across the Royal Gorge - Great Scenery & Fun Adventure

A park filled with fun activities, including high adventure thrills & family-friendly fun. Visit America's highest suspension bridge. It's the perfect family vacation. The Best Trail Systems. Fun for the Whole Family. Colorado's Grand Canyon. Wine Tasting & Museums.
[Attractions](#) · [Calendar of Events](#) · [Business Directory](#)

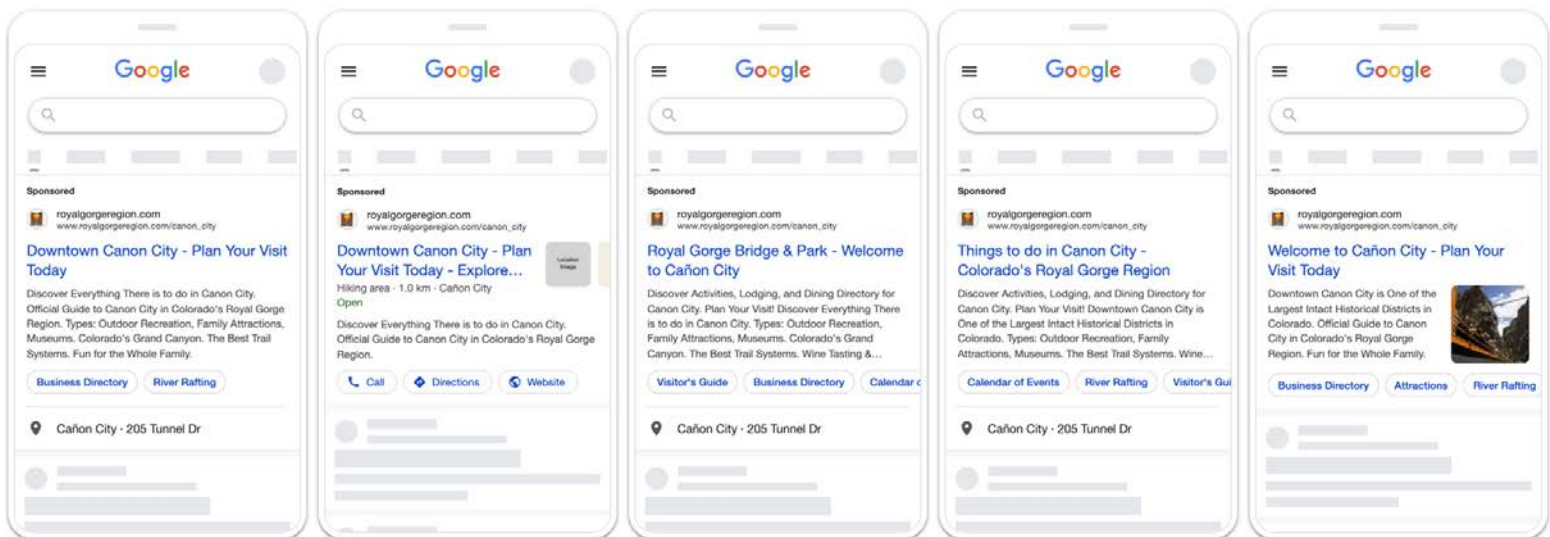
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royalgorgeregion.com
www.royalgorgeregion.com/canon_city

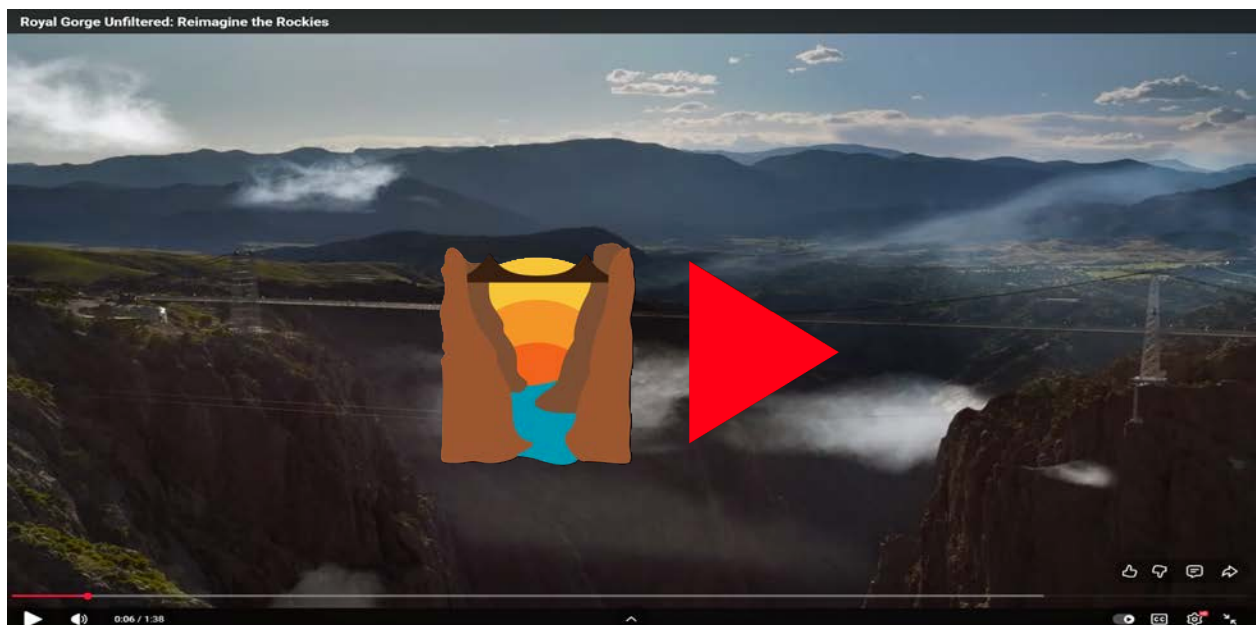
Explore The Many Things To Do - Canon City Activity Directory

Official Guide to Canon City in Colorado's Royal Gorge Region. Discover Activities, Lodging, and Dining Directory for Canon City. Plan Your Visit! Types: Outdoor Recreation, Family Attractions, Museums. The Best Trail Systems. Fun for the Whole Family. Colorado's Grand Canyon.
[Attractions](#) · [Visitor's Guide](#) · [Business Directory](#)



- **Google/YouTube Video Campaigns**

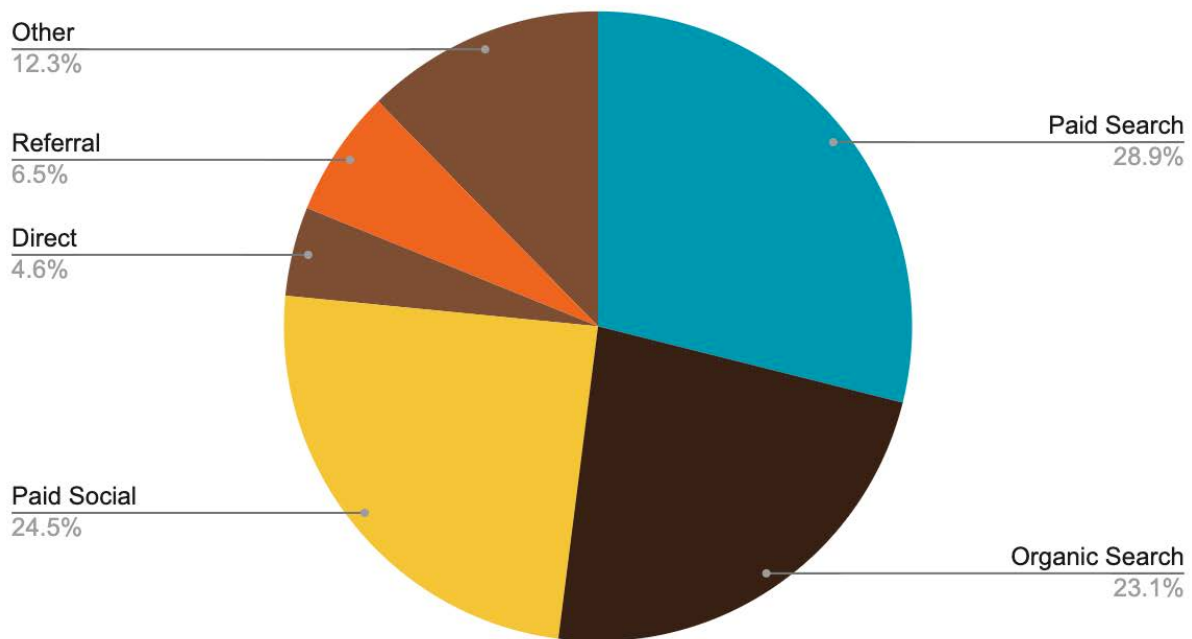
- Impressions: 509,577
- Engagement: 323,262
- Interaction Rate: 63.44%
- Average Cost: \$.01



- **Website Users**

- Total: 141,825
- Organic Search: 32,787
- Paid Search (Google Ads): 40,985
- Meta Ads: 34,796
- Direct: 6,490
- Referral: 9,261
- Other: 17,506
- Avg. Engagement Time: 1 m 03s

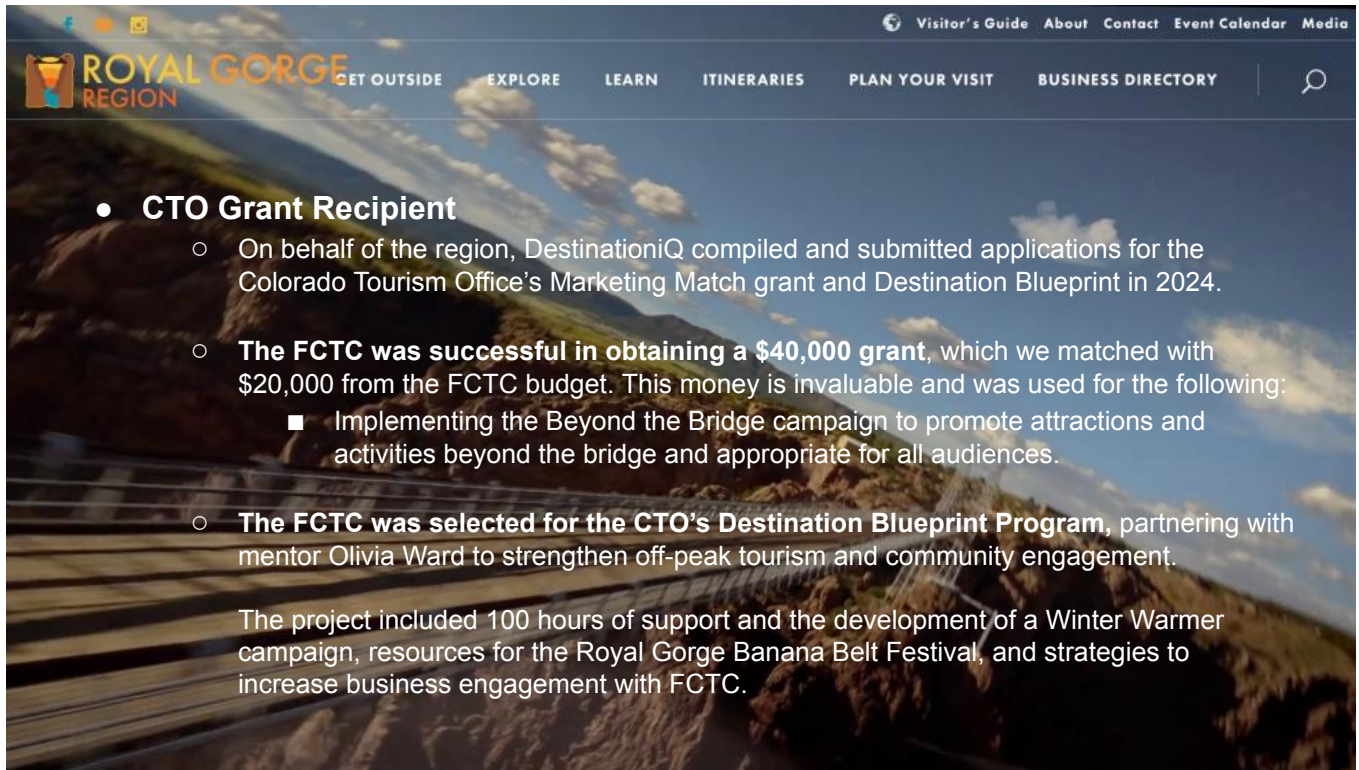
Website User Traffic



- **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

4. Projects, Campaigns & Grants



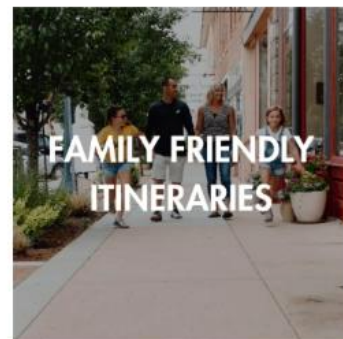
The screenshot shows the Royal Gorge Region website. The header includes the logo and navigation links: GET OUTSIDE, EXPLORE, LEARN, ITINERARIES, PLAN YOUR VISIT, BUSINESS DIRECTORY, and a search icon. The main content area features a list of projects, campaigns, and grants, with a background image of a river flowing through a canyon.

- **CTO Grant Recipient**
 - On behalf of the region, DestinationIQ compiled and submitted applications for the Colorado Tourism Office's Marketing Match grant and Destination Blueprint in 2024.
 - **The FCTC was successful in obtaining a \$40,000 grant**, which we matched with \$20,000 from the FCTC budget. This money is invaluable and was used for the following:
 - Implementing the Beyond the Bridge campaign to promote attractions and activities beyond the bridge and appropriate for all audiences.
 - **The FCTC was selected for the CTO's Destination Blueprint Program**, partnering with mentor Olivia Ward to strengthen off-peak tourism and community engagement.

The project included 100 hours of support and the development of a Winter Warmer campaign, resources for the Royal Gorge Banana Belt Festival, and strategies to increase business engagement with FCTC.

FIND YOUR ADVENTURE

Looking for skydiving, climbing, and other adrenaline rushes? We've got a list for that. Want to sip wine, look at pretty scenery, and not break a sweat? We've got you covered, too.



5. Royal Gorge Region Visitors Guide & Partnerships

- **Guide Distribution**

- 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 5,975 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**

- Acts as the de facto "office" for FCTC
- Handled 293 tourism telephone inquiries
- Repository of Visitors Guides for local business distribution
- Guides are available to local businesses wishing to maintain their own supply for distribution.



- **Destination Management Partners**

- **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 & 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 the following thirteen (13) community organizations to help fund event marketing efforts:

- Fremont County Fair and Rodeo
- Farm to Table Dinner at the Barn
- Flashback on Main
- Florence Merchants' Car Show
- Junktique and Market Spring 2024
- Outdoor Industry Summit
- Paint the Town
- Pickleball With a Purpose
- Public Paranormal Investigations
- Rim to Rim Races
- Southern Colorado Barbeque Challenge - Millennium Grown
- Southern Colorado Honor Flight Society
- VFW Post 2788 First Annual Car Show

- **Industry Participation & Association**

The FCTC is a member of the following tourism organizations.

- 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. The Colorado Governor's Tourism Conference is an annual three-day event for tourism professionals and industry leaders to learn and network. Participants assess current activities and find new approaches to market the state, locales, and businesses.
- Tour Colorado is the only statewide organization marketing Colorado to domestic tour operators and group travel leadership, helping to increase the packaged travel market to Colorado.
- Care for Colorado is an alliance of state/federal agencies, local governments, non profit organizations, destinations and outdoor recreation and tourism businesses dedicated to protecting Colorado's environmental and cultural resources by inspiring responsible travel and empowering visitors and residents to be active stewards of our communities and outdoor spaces.

2024 Media Coverage

[End of Summer Tradition Returns to Historic Colorado Abbey K99](#) | August 8, 2024

[Escape Denver's Crowds! Hop Aboard Colorado's Secret Train Through Majestic Mountains](#)

Travel off Path | August 8, 2024

[7 Colorado Canyon Hikes Better Than Black Canyon](#)
The Travel | August 8, 2024

[10 Underrated Small Towns To Explore In The Rockies](#)
World Atlas | August 7th, 2024

[Looking for a summer day trip near Pueblo? Here are some recommendations](#)

The Pueblo Chieftain | August 2, 2024

[8 Ideal Destinations In The Rockies For A 3-Day Weekend In 2024](#)

WorldAtlas | July 28, 2024

[The Royal Gorge Train Offers "Cinematically Beautiful" Views-How to Book a Ride](#)

Best Life | July 26, 2024

[20 Beautiful Places in Colorado You Have to See Because Photos Don't Do The Justice](#)

MSN | July 23, 2024

[Ride the rails through Colorado history, scenery](#)

Thirst Colorado | July 23, 2024

[This restaurant used to be ... a what?](#)

Thirst Colorado | July 11, 2024

[Cañon City is a southern Colorado surprise | Such a Fine Sight to See](#)

Gazette | July 1, 2024

[The 10 Best Things to See and Do in and Around Colorado Springs](#)

Paste | June 26, 2024

[You Can Drive Across the Highest Bridge in the US, but](#)

[7 Best Places To Visit By RV In Colorado This Summer](#)

The Travel | June 22, 2024

[Colorado Springs to Great Sand Dunes National Park a top road trip for families](#)

Valley Courier | June 19, 2024

[7 Delightful Towns To Visit In The Rockies](#)

WorldAtlas | June 17, 2024

[7 Must-See Attractions and Must-Do Activities on Southern Colorado Road Trips](#)

5280 | June 10, 2024

[The Ultimate Colorado Toad Trip Itinerary](#)

Travel + Leisure | March 18, 2024

[Pikes Pick: Desert Reef Hot Springs in Florence scenic, contemplative](#)

Colorado Springs Gazette | April 22, 2024

[10 Quirky Colorado Museums You Need To Check Out](#)

5280 | April 5, 2024

[10 Scenic Train Trips to Take this Spring](#)

TripZilla | March 4, 2024

[The Rockies's 7 Most Underrated Towns to Visit In 2024](#)

WorldAtlas | February 17, 2024

[Step across the most amazing footbridges in the world](#)

MSN | February 17, 2024

[Cañon City Campground reopens after successful expansion](#)

Fox 21 | March 1, 2024

[The 'Centennial' State](#)

The Sentinel-Record | February 11, 2024

You Won't Want To MotorBiscuit January 23, 2024 10 Affordable Yet Scenic Train Rides In the US The Travel January 14, 2024 You Don't Want to Miss the 'Big Boy' Train When it Hits These Stops in Colorado Retro 102.5 August 28, 2024 Cañon City Whitewater Park – CO – Uncover Colorado Uncover Colorado August 31, 2024 9 Unforgettable Fall Getaways From Colorado Springs – WorldAtlas WorldAtlas October 9, 2024 12 Of The Most Epic Adventures In Colorado – WorldAtlas WorldAtlas November 13, 2024 Experience the magic of Christmas trains in Colorado Thirst Colorado November 19, 2024 25 Terrifying Bridges in the US and Beyond – MSN MSN November 21, 2024 29 Most Impressive Bridges in the United States You'll be Dying to Cross – MSN MSN November 30, 2024 6 'can't-miss' winter train experiences you'll find around Colorado – Denver Gazette November 30, 2024 We visit the Royal Gorge Bridge in Colorado, the highest suspension bridge in the United States! MeTV December 7, 2024 A winter trip through Colorado that leaves the ski traffic behind Lifestyle gazette.com Colorado Springs Gazette December 7, 2024	Fun holiday day trips to take near Pueblo in southern Colorado Pueblo Chieftain December 9, 2024 The Best Holiday Escapes in Colorado 303 Magazine December 13, 2024 13 Things I Found on the Internet Today (Vol. 722) Messy Nessy Chic December 13, 2024
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