



MEETING MINUTES

Chaffee County Visitors Bureau Board Meeting

3:00 PM September 24th, 2024 held virtually

Attending:

Virtual - Scott Peterson, Jaime Billesbach, Sarah Briam, Jillian Chernofsky, Terry Devene, Joni Baker

Guests:

Don Reimer, Sarah Duffin

1. **Call to Order 3:04pm**
2. **Public Comment Period – limited to 3 minutes per person**

None
3. **Approval of Meeting Minutes July 30th, 2024**

Sarah Briam makes a motion to approve minutes, Jillian seconds. All in favor, none opposed.
4. **Marketing Director's Report**

Scott - I am at a conference in Crested Butte, Just to get everyone up to speed, our program is very data driven. We get leads from the CTO with our visitors guide we used to print. Each week we get a new list of leads from them. We put them into the monthly email blasts. It's all to drive people back to the website. We really want email addresses to get them interested in our destination. We really need to come up with an idea 6 months in advance to implement it.

Working with the CTO for the accessibility program, it's for physically challenged travelers. They are picking different destinations and assessing them for this kind of tourism. The photos really help this group of tourists assess if they can actually access these destinations. I've put a letter of interest into the Colorado Tourism board and I have a meeting with them next week

Working on some video projects. Working on three scripts now about the airports in the valley. I've written 15 scripts for these 15 destinations with webpages embedded into the website.

I was able to apply for the tourism office matching marketing grant, I got that submitted in time. It is to promote the live music venues here in town.

Email campaigns are going, and social media posts are going strong right now. We have one of the largest number of followers for a county. We try to push the off seasons, so I'll start some new campaigns here in October.

The role of the Visitor's Bureau is a fine line between promoting stewardship and promoting tourism, which some people love and some people hate. Everyone is blaming tourism for the overcrowding, but our goal is to grow in the off season which is when we really need it.

Dave Curtis is on contract to create 3 videos per week for the Visitor's Bureau. Dave created a great video for the Envision Conference this weekend. It was very engaging at 17 minutes long, but it told the story better than someone talking would have done. That one was on his own, it wasn't a part of the CCVB but it added a lot to the conference.

Here are the lodging tax dollars. We have been tracking since 2014, these are the months when the money was collected, not generated. It was actually generated 2 earlier, so sometimes it's a bit hard to track trends accurately.

I dug into the Demographic Analysis Report for Visitation. Out of state marketing is tough because people have so many different options of where to travel. It seems to be a healthy balance of in and out of state visitors. Wellness and recreation is what we are going for. We are definitely more of a summer destination than a winter one.

Jillian - I would definitely think that data lines up with what we are seeing at the Chalets, the age groups and where people are traveling from.

Scott - The last meeting we were discussing the Colorado Tourism Office Campaign and I was asked for more data about this campaign. I wanted to go through this info, since we didn't have a ton on the agenda today.

It leverages the efforts of the tourism marketing campaigns. Their main effort is to drive traffic to their website so they can get data. We are in the leads campaign so we also want that data. Once they order a stay vacation visitors guide they can opt into receiving info about Chaffee County. At this point, we have received about 30,000 leads at about \$1.50 a lead. And this is a very targeted group of people who are wanting to visit Colorado. This campaign starts January 1st, and we can increase this budget because you are purchasing impressions. We are purchasing 'x' amount of impressions and you are hoping they generate leads.

Don - Scott, thank you for pulling that data together. Especially with tourism data, it's challenging to measure since we aren't selling anything. So connecting a-b, and looking for extra money and grants. So the next thing would be using this data in new ways.

Scott - Like marketing?

Don - Yeah, as people are coming in from new areas and traveling to new destinations it's a moving target always.

Scott - Right, it's not like tourism comes to one single destination every time they travel.

5. Board Member Reports – up to 15 minutes per member

Joni - Thank you for presenting all of that. September has been busy for us at the hotel and we are looking forward to winter guests.

Terry - Our september is up about 30% from last year even though our summer was a little down. October and November are both on pace for average. June and July were down.

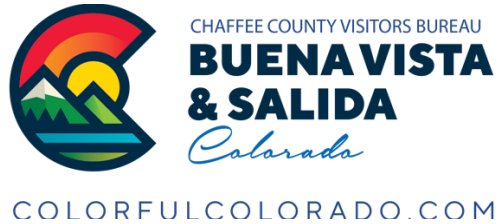
Jillian - We are busy up at the Chalets for the fall. Lots of last minute bookings. We are excited for more events to be happening later in the season to help fill up our schedule. I was wondering if you had made a video about the reroute on the Monarch Crest? It's a popular option for more beginner bikers.

Sarah - We have stayed busy through September, and the beginning of October is looking good as well. This great weather is helping and looks great through the next few weeks.

Jamie - We have been doing training sessions in person events. We are teaching how to do all of your financial statements and proformas, as well as helping businesses get funding. I have also been doing budget work with the commissioners. I was at America's Conference SBEC and they did a lot of talks about AI with helping businesses. Our airbnb is down about \$4k from last year. A lot of that is the licensing.

Sarah - We have been seeing the same trends as everyone is mentioning, with last minute bookings for the fall.

6. Meeting Adjourned 4:11



Marketing Directors Report
September 24, 2024

Lodging Tax +9%

VISITOR GUIDES

12,000 new visitor guides printed 11/13/23
11,550 visitor guides mailed YTD
450 visitor guides remaining

PROJECTS:

Colorado Tourism Office Accessible Travel Program Summary

The Accessible Travel Program, a pilot program in partnership with Wheel The World, aims to amplify accessible spaces in destinations across Colorado. This innovative program aligns with the CTO Destination Stewardship Strategic Plan, demonstrating Colorado's commitment to providing welcoming, inclusive and accessible experiences for everyone.

[Wheel The World\(opens in new window\)](#) is an accessible travel booking platform that provides detailed, verified accessibility information with a user-friendly experience focused on accessibility. Through their [Destination Verified\(opens in new window\)](#) program, Wheel the World helps destinations assess, improve, and promote their accessibility to reach the market of travelers with disabilities and their companions.

Up to three destination organizations will be selected to participate. Selected destinations will be paired with a tourism consultant that will serve as their lead point of contact throughout the duration of the program. Program elements include:

- **Stakeholder engagement**
 - Core team meetings with key stakeholders to ensure program goals and outcomes
 - Informational webinar for all interested stakeholders
 - Press release template
- **Wheel The World site assessments**
 - Up to 23 site assessments (accommodations and/or attractions) in the destination that includes pictures, measurements, and data for an accessibility map according to Wheel The World standards
 - Each assessed site will receive a report that includes accessibility status and recommended improvements
- **Marketing and training**

- Free listing on [Wheel The World\(opens in new window\)](#) for all Wheel The World Verified sites
- Consultant support to develop marketing assets for Wheel The World Verified sites
- Free online access to Wheel The World's e-Learning Accessibility training platform
- **Final program summary report and recommended next steps**

Video Projects

Airport Features

New Web pages with video Central Colorado Regional Airport and Salida Airport at Harriet Alexander Field

Expansion of website: Destinations:

15 New Web pages with video

1. **Arkansas Headwaters Recreation Area**
2. **Browns Canyon National Monument**
3. **Clear Creek Reservoir**
4. **Collegiate Peaks**
5. **Continental Divide Trail**
6. **Four Mile Travel Management Area**
7. **Great Sand Dunes National Park**
8. **Mosquito Mountains**
9. **Rainbow Trail**
10. **Sangre de Cristo Mountains**
11. **Sawatch Mountains**
12. **Taylor Reservoir**
13. **Turquoise Lake**
14. **Twin Lakes Reservoir**
15. **Collegiate Peaks Wilderness**

Colorado Governors Tourism Conference Crested Butte, Colorado

Applied For: 2025 Colorado Tourism Office Matching Marketing Grant **Elevating The Chaffee County Music Scene**. Stakeholder & Visitor Surveys \$20,000 match - \$60,000 Budget

WEBSITE TRAFFIC

211,000 YTD 2023

193,000 YTD 2024 -8.5%

EMAIL CAMPAIGN

101.2k Active Email Contacts

307.5kEmails sent

43% Open rate

SOCIAL MEDIA

LAST 28 DAYS

2023 MONTHLY SPEND: \$0 Start 10/31
2024 MONTHLY SPEND: \$1,433.46 Destination Management Grant

Content

Daily

Cumulative



See more

Reach ⓘ

1.8M ↓ 28.9%

3-second views ⓘ

716.7K ↑ 10.8%

1-minute views ⓘ

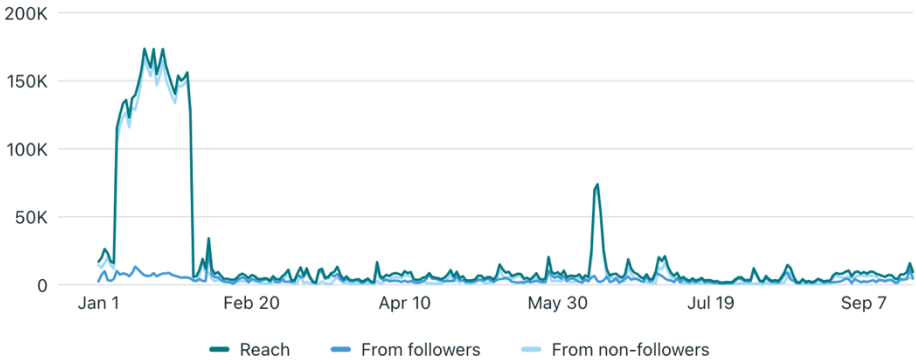
12.2K ↓ 42.9%

Minutes viewed ⓘ

136d 17h ↓ 2.8%

Content interactions ⓘ

66K ↓ 46.7%



Reach breakdown

Jan 1 – Sep 23

Total

1,824,751 ↓ 28.9%

From followers

76,507 ↓ 9.9%

From non-followers

1,768,600 ↓ 28.3%

Audience

See more

Facebook followers ⓘ

125.2K

Lifetime

Net follows ⓘ

1.4K ↓ 57.6%

Returning viewers ⓘ

245 ↓ 36%

Engaged followers ⓘ

881 ↑ 51.4%

Last 14 days

Follower growth rate ⓘ

27.0%

Last 14 days

Benchmarking



Business comparison

Businesses to watch

Compare your performance against businesses in the **Transportation & Accommodation Services** category

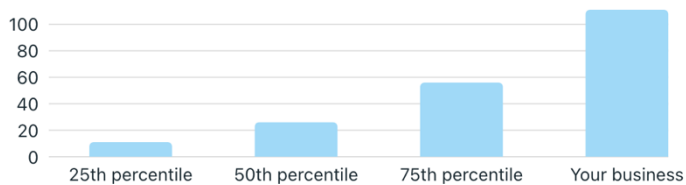
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

111

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post ▼

Facebook followers ⓘ

125.2K

Higher than others

Typically: 13.8K

Follows ⓘ

168

Similar to others

Typically: 116

Content interactions ⓘ

4.8K

Higher than others

Typically: 1.5K

Performance

Daily

Cumulative



Reach ⓘ

108.2K ↓ 93.7%

Content interactions ⓘ

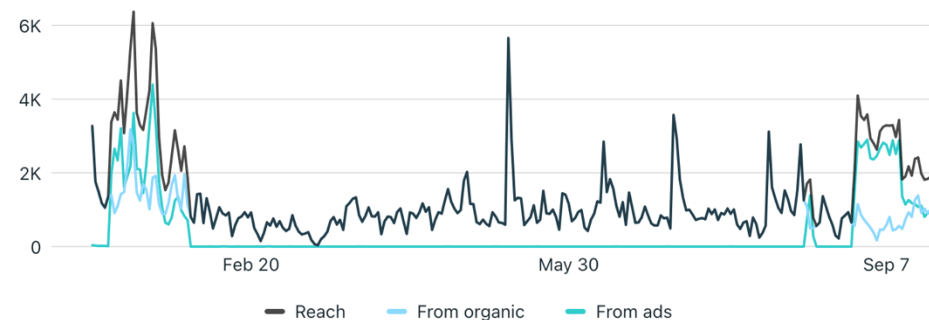
12.3K ↑ 100%

Followers ⓘ

Lifetime
40.2K

Link clicks ⓘ

1.1K ↓ 71.1%



Reach breakdown

Total

108,155 ↓ 93.7%

From organic

44,993 ↑ 42.4%

From ads

66,943 ↓ 96%

Benchmarking

 Instagram ▼

Business comparison Businesses to watch

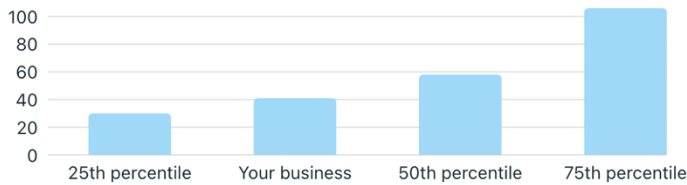
Compare your performance against businesses in the Local Events category
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

41

Similar to others

How often your business published versus others in this category



Over the last 28 days, you typically published the same amount of posts and stories compared to other businesses in this category. Nice work! Stay on track by creating a new post or scheduling in advance.

Create post ▼

Instagram followers ⓘ

40.2K

Higher than others

Typically: 4.2K

Follows ⓘ

748

Higher than others

Typically: 117

Content interactions ⓘ

1.5K

Similar to others

Typically: 1.1K

BOOKING DIRECT

2024 16% Of Visitors To The Website Searched For Lodging

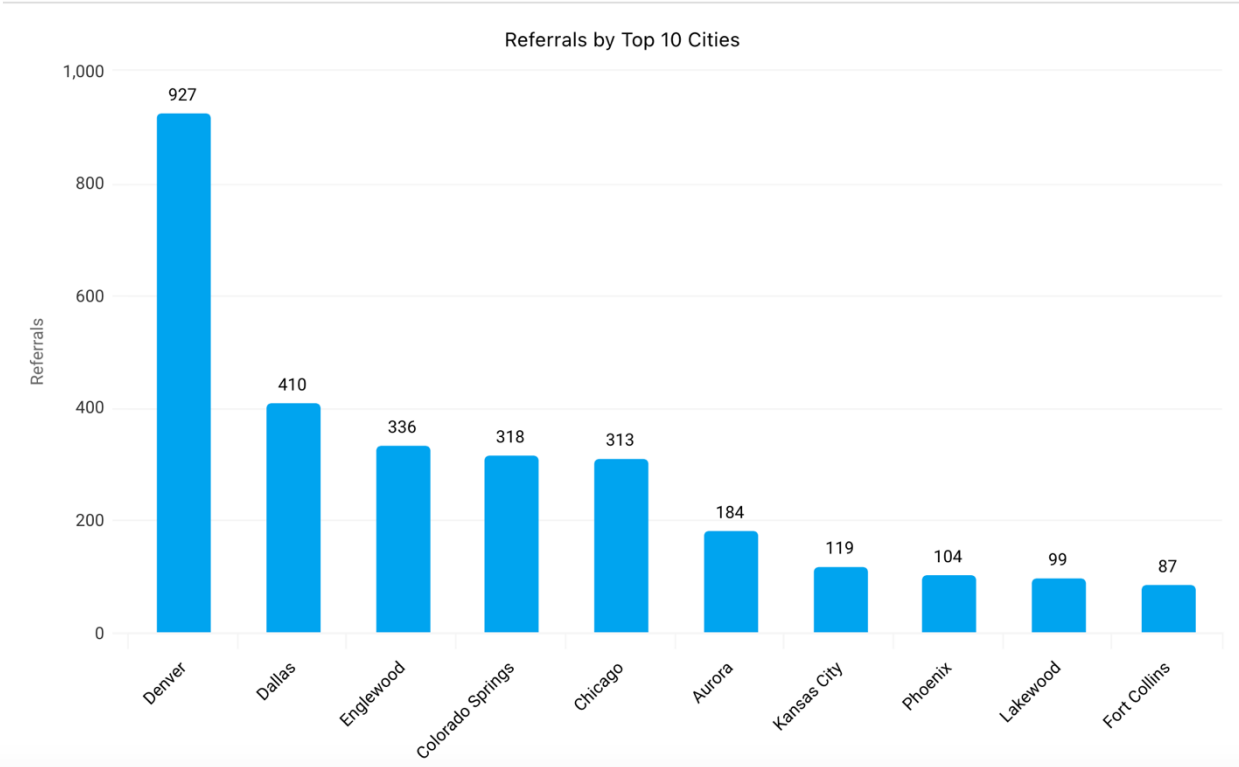
Book > Direct: Performance Summary

^ ≡ Date: Start Of Calendar Year - End Of Last Month ▾

Global Booking CVR	Bookings (Est.)	Average Booking Amount (Est.)	Total Booking Revenue (Est.)	
1.97%	188.52	\$414.04	\$78,056	
Searches	Average Days in Advance (Searches)	Average Length of Stay in Days (Searches)	Average Daily Rate (Searches)	Cost Per Referral
32,144	41.48	2.6	\$146.96	\$0.41
Referrals	Average Days in Advance (Referrals)	Average Length of Stay in Days (Referrals)	Average Daily Rate (Referrals)	Referral CVR
9,854	31.1	2.6	\$140.26	30.66%

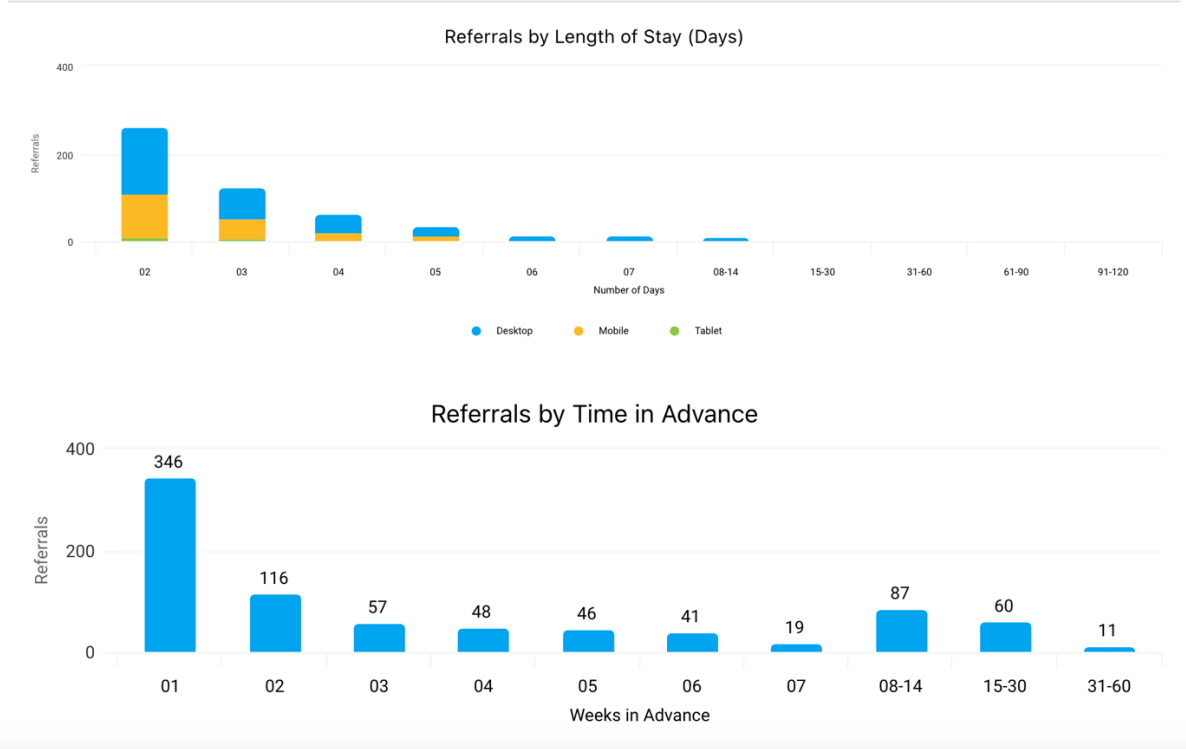
Book > Direct: Performance Summary

^ ≡ Date: Start Of Calendar Year - End Of Last Month ▾



Book > Direct: Performance Summary

^ ≡ Date: Start Of Calendar Year - End Of Last Month ▾



VIDEO PROJECTS

[Avalanche Awareness video 2024](#)

[Weddings and Meetings Video](#)

[Buena Vista Walking Tour](#)

[Artist Profile Video Nora Larimer](#)

[Fat Biking in BV and Salida](#)

[Salida National Historic District](#)

[Browns Canyon National Monument](#)

[Salida Railroad](#)

[Valley of the Chiefs](#)

[Tubing on Snow](#)

[Snow Shoeing Cross Country Skiing](#)

[Soak in the Hot Springs](#)

[Winter Fly Fishing](#)

[Winter Snowmobiling](#)

[Winter Dog Sledding](#)

[Historic Towns and Libations Loop](#)

[A World of Winter Wonder](#)

[Escape the Ordinary](#)

[Winter Wonder Beyond the Slopes \(Long\)](#)

[Cool Jobs Stephanie Perko \(Oveja Negra\)](#)

[Made Local Oveja Negra](#)

[Inspired Adventure](#)

[Life is Better Outdoors](#)

[Winter Beyond the Slopes](#)

[Inspired Adventure Winter](#)

[Rock Hounding & Gold Panning](#)

[White Water Rafting](#)

[Make yourself at home](#)

[Backcountry skiing](#)

[Experience Springtime Adventure](#)

[Springtime Artists Salida](#)

[Springtime Adventure in a Day](#)

[Embrace the Thrill of Winter](#)

[Salida's Timeless Allure](#)

[Springtime Charm Salida and BV](#)

[Adventure and Tranquility](#)

[Libations Loop Springtime Expertience](#)

[Discover Natures Wonders](#)

[Adventure at Every Turn](#)

[Unforgettable Adventure](#)

[Family Playground](#)
[Head to the Mountains](#)
[Rock Climbing and Hot Springs](#)
[Buena Vista in the Springtime](#)
[Salida Water Park and Surf Wave](#)
[Salida Springtime](#)
[Buena Vistas Outdoor Paradise](#)
[Arkansas River of Buena vista and Salida](#)
[Waterpark and Trails from Town](#)
[Salida Fishing, Art and Hot Springs](#)
[Paddleboarding short Reel](#)
[Apache Drive in Theater short Reel](#)
[Fly Fishing on the Arkansas River](#)
[The Arkansas River A Fly Fishing Paradise](#)
[Buena Vista Colorado's Playground](#)
[Dining Town Tour and River Walk](#)
[Adventure and Relaxation](#)
[Adventure by Nature Pledge Short Reel 1](#)
[Adventure by Nature Pledge Short Reel 2](#)
[Paddlefest 2024 Promo](#)
[Dining and Town Tour](#)
[Adventure Parks](#)
[FIBArk Set Up Day](#)
[FIBArk Day 1](#)
[FIBArk Day 2](#)
[FIBArk 2024 Parade](#)
[FIBArk Day 3](#)
[Live Music Scene BV Salida](#)
[What is Summer?](#)
[Chaffee Rec Adopters Long Version](#)
[Chaffee Rec Adopters Short version](#)
[Ultimate Summer Adventure Salida](#)
[Escape to Buena Vista](#)
[Camp Fires 2024](#)
[Salida Creative Arts District Siri](#)
[Fishing in Buena Vista Siri](#)
[Majestic Views SM](#)
[Rafting Adventure SM](#)
[Jeeping SM](#)
[Mountain Biking Adventure SM](#)
[Rock Climbing Adventure SM](#)
[Fishing in Tranquility SM](#)
[Horseback Adventure SM](#)

[Alpine Lake Serenity](#)
[Best Beach in Colorado](#)
[Salida 76 Promo](#)
[Banana Belt Race Promo](#)
[Colorados Favorite Hot Springs](#)
[River Surfing Safety](#)
[BV Newest Hot Springs and Botanical](#)
[SMT Maintenance and Stewardship](#)
[SMT Engagement Opportunities](#)
[SMT about SMT Video](#)
[SMT Benefits 2024](#)
[Grand Opening of The Vic Tavern](#)
[Lets Go Outside Fall 2024](#)
[Fall in Love Aspens and Hotsprings](#)
[Taste the Season](#)
[Fall and The Arts Salida](#)
[Fall Tour and Theater Festival](#)
[Fall Colors, Mt Views and Live Music](#)
[Whiskey on the Rocks](#)
[Salida Art Walk](#)
[Fall and Dining](#)
[Tomato War CO vs TX](#)
[Fourmile Forty Bike Race](#)
[14er Fest 2023 promo](#)
[Art Walk BV](#)

VIDEO SHOOTS

1. January 17, 2024 - Hiking S Mtn Trails Big Horn Sheep
2. January 26, 2024 - Topo Coffee Fstreet
3. February 14, 2024 - Mount Antero Treasures Rock Hounding
4. February 16, 2024 - Salida town Oveja Negra store
5. February 19, 2024 - Salida Lifestyle downtown
6. March 11, 2024 - Back Country Skiing
7. March 11, 2024 - Snowmobiling Cottonwood
8. March 15, 2024 - Salida Snow Town
9. March 18, 2024 - Snow Scenics Valley Mountains Drone
10. March 25, 2024 - Snow Salida Town River
11. March 29, 2024 - Monarch Back Country Powder Pitch
12. April 19, 2024 - Scout Wave Surfing RedCam DroneCam
13. May 3, 2024 - Browns Canyon Hecla Scenics Drone
14. May 4, 2024 - Drift In Food Beer River
15. May 4, 2024 - RecAdopters Campsite cleanup Browns Creek
16. May 14, 2024 - Market Night Crest Academy Kids

17. May 20, 2024 - Victorian Tavern Remodel
18. May 23, 2024 - Rock School Riverside Park
19. May 23, 2024 - Salida Town Lifestyle
20. May 25, 2024 - Paddlefest
21. May 26, 2024 - Bluegrass on the Arkansas
22. May 30, 2024 - Rec Adopters Fence Cleanup
23. June 1, 2024 - S Mountain Trails Trail Maintenance
24. June 7, 2024 - Mount Princeton Slide
25. June 12, 2024 - FibArk Setup Day
26. June 13, 2024 - FIBArk Day 1
27. June 14, 2024 - FIBArk Day 2
28. June 14, 2024 - River Runners Salida East
29. June 15, 2024 - FIBArk Day 3
30. June 19, 2024 - Brown's Canyon Drone Day
31. June 23, 2024 - North Fork Arkansas Waterfall
32. June 24, 2024 - River Runners GoPros
33. July 12, 2024 - Poncha Springs Jackson Hotel Drone
34. July 13, 2024 - Brewers Rendezvous
35. July 19, 2024 - Royal Gorge GoPros River Runners
36. July 19, 2024 - Royal Gorge River Runners Drone
37. July 20, 2024 - Salida Art Fest
38. July 23, 2024 - Salida Drone Fst
39. July 25, 2024 - Leave No Trace Trash Trails
40. July 26, 2024 - Tea Spot Mt Princeton Cabin
41. July 29, 2024 - River Runners Rafting
42. August 1, 2024 - County Fair Steer Show Livestock
43. August 1, 2024 - Salida Beach
44. August 1, 2024 - Salida RV Guests Clubhouse
45. August 12, 2024 - Vic Tavern
46. August 15, 2024 - Salida HS MT Bike SMT
47. August 15, 2024 - Salida Mountain Scenics Sunset River Drone
48. August 16, 2024 - Charlotte Hot Springs
49. August 18, 2024 - Surfing Scout Wave
50. August 19, 2024 - SMT Interviews Gillis Downing
51. August 24, 2024 - The Vic Soft Opening
52. August 29, 2024 - The Victoria Tavern Grand Opening
53. September 3, 2024 - Salida Distillery Drinks people
54. September 6, 2024 - Art Galleries Salida
55. September 7, 2024 - Pickleball Tournament RecCenter
56. September 14, 2024 - Car Show Faricy Bros 2024
57. September 15, 2024 - Banana Belt Race Methodist Mountain

	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept
2014	\$0.00	\$51,720.00	\$10,317.00	\$425.65	\$71,081.00	\$2,336.00	\$10,079.00	\$88,175.00	\$9,919.00
2015	\$178.30	\$57,779.98	\$6,975.15	\$3,954.00	\$46,516.08	29,508.80	\$7,193.84	\$109,526.79	\$2,531.70
2016	\$19,419.78	\$40,479.35	\$44,304.27	\$1,984.93	\$65,468.16	\$23,963.00	\$5,711.12	\$109,765.96	\$11,643.59
2017	\$2,381.44	\$52,985.31	\$14,853.45	\$35,132.37	\$93,976.12	\$12,967.38	\$438.62	\$141,547.58	\$4,650.41
2018	\$4,656.15	\$98,638.61	\$8,393.34	\$7,800.10	\$100,596.39	\$13,176.70	\$5,040.16	\$168,560.84	\$6,783.92
2019	\$10,376.15	\$123,477.02	\$18,191.73	\$9,668.76	\$154,764.27	\$4,352.60	\$5,887.80	\$161,670.65	\$5,564.94
2020	\$19,809.15	\$181,599.48	\$5,785.79	\$10,390.94	\$101,167.56	\$17,185.17	\$2,477.13	\$102,417.15	\$15,693.37
2021	\$24,580.77	\$177,084.70	\$7,468.96	\$860.68	\$221,088.31	\$3,258.89	\$1,853.18	\$232,278.27	\$38,209.06
2022	\$7,478.48	\$176,896.83	\$47,782.47	\$2,944.45	\$264,215.43	\$3,465.54	\$5,362.23	\$269,915.34	\$13,528.67
2023	\$1,983.03	\$219,231.87	\$6,431.36	\$0.00	\$206,326.91	\$5,677.73	\$7,495.30	\$320,402.06	\$0.00
2024	\$0.00	78,813.37	\$78,436.74	\$86,863.55	\$205,748.68	\$1,345.22	\$4,212.07	\$255,883.21	\$119,869.59

\$110,000.00

Oct	Nov	Dec	LODGING TAX CHANGE		LODGING REVENUE	CCVB BUDGET
\$10,438.00	\$189,850.47	\$135,879.65	\$580,220.77		\$30,533,194.21	
\$3,268.81	\$184,860.75	\$24,836.16	\$477,130.36	-18%	\$25,115,811.58	\$501,029.88
\$9,152.32	\$226,822.11	\$13,015.07	\$571,729.66	20.00%	\$30,089,197.89	\$564,300.00
\$4,220.97	\$249,594.36	\$8,553.05	\$621,301.06	9%	\$32,700,058.95	613,059
\$7,034.77	\$242,476.71	\$50,729.92	\$713,887.61	15%	\$37,576,138.95	562,816.74
\$45,119.17	\$285,662.89	\$10,951.58	\$835,687.56	17.00%	\$43,986,181.05	663,714.96
\$5,601.14	\$328,653.92	\$46,843.63	\$837,624.43	0%	\$44,090,231.58	696,553
\$23,572.77	\$419,257.62	\$15,055.26	\$1,164,568.47	39%	\$61,297,290.00	\$900,607.59
\$476.00	\$346,779.62	\$27,343.84	\$1,166,188.90	0.05%	\$61,594,041.05	\$1,459,639.03
\$0.00	\$442,533.17	\$8,981.47	\$1,219,062.90	3.84%	\$64,160,681.05	\$700,000
			\$831,172.43	9%		\$457,655
			\$9,018,574.15		\$431,142,826.31	\$7,119,374.86

Chaffee County 2023 Visitation and Demographic Analysis Report

1. In-State vs. Out-of-State Visitation Analysis

In-State vs. Out-of-State Visitor Breakdown (2023)

- **In-State Visitors:** 68% of total visitors
- **Out-of-State Visitors:** 32% of total visitors

Chaffee County attracted a large portion of in-state visitors in 2023, primarily from major metropolitan areas such as Denver and Colorado Springs. Out-of-state visitors primarily came from neighboring states like Texas, Kansas, and Oklahoma.

Visitor Breakdown by Distance Traveled

- **0-100 miles:** 30% of visitors (primarily from within Colorado)
- **100-500 miles:** 40% of visitors (largely from surrounding states such as Texas, Arizona, and New Mexico)
- **500-1000 miles:** 20% of visitors (from states including California, Illinois, and Missouri)
- **1000+ miles:** 10% of visitors (from further regions including Florida, New York, and even international markets)

Key Insights:

- The majority of visitors came from within Colorado, particularly those within a 100-mile radius, which suggests that proximity and ease of access play significant roles in attracting tourists.
- There is growth potential in expanding the out-of-state market, particularly in targeting regions like Texas and Arizona, which already contribute significant numbers of visitors.

2. Top Geographical Sources of Visitors

Top States Contributing to Visitor Volumes in 2023:

1. **Colorado:** 68% of total visitors
2. **Texas:** 12% of total visitors
3. **Kansas:** 8% of total visitors
4. **Oklahoma:** 6% of total visitors
5. **Missouri:** 4% of total visitors

Top Cities Contributing to Visitor Volumes:

1. **Denver, CO:** 30% of total visitors
2. **Colorado Springs, CO:** 15%
3. **Fort Collins, CO:** 8%
4. **Austin, TX:** 6%
5. **Dallas, TX:** 5%
6. **Kansas City, MO:** 4%

Key Insights:

- Visitors from **Denver** and **Colorado Springs** make up nearly half of the in-state market, emphasizing the importance of maintaining strong marketing efforts in these metropolitan areas.
- **Texas** continues to be a significant out-of-state market, with Austin and Dallas leading in visitation. **Kansas City, MO** and **Oklahoma City, OK** are also growing markets.
- Future marketing campaigns could focus on **Texas, Kansas, and Missouri**, leveraging their strong presence to drive even greater visitation.

3. Demographic Profile of Visitors

Key Age Groups:

- **45-64 years:** 35.9% of visitors (largest segment)
- **25-44 years:** 28.3%
- **65+ years:** 18.1%
- **16-24 years:** 17.6%

Income Levels:

- **\$150K+:** 26.1% of visitors (largest income bracket)
- **\$100K-\$150K:** 23.3%
- **\$75K-\$99K:** 17.1%
- **\$50K-\$74K:** 14.4%
- **\$0-\$49K:** 19.1%

Education Levels:

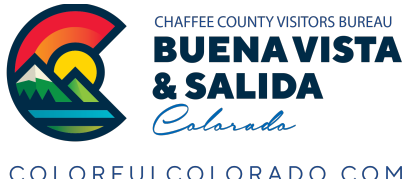
- **High School Graduates:** 46.8%
- **Bachelor's Degree Holders:** 46.5%
- **Graduate Degree Holders:** 6.7%

Household Composition:

- **Households with 1-2 members:** 37.9%
- **Households with 3-5 members:** 50.5%
- **Households with 6+ members:** 11.6%

Key Insights:

- The **45-64 age group** is the largest segment of visitors, suggesting that Chaffee County appeals to middle-aged travelers, often with higher incomes and discretionary spending capacity. Tailored marketing campaigns that focus on wellness, relaxation, and outdoor activities could resonate strongly with this demographic.
- Visitors in the **\$150K+ income bracket** represent the largest segment by income, indicating that Chaffee County attracts affluent tourists who are likely to spend more on lodging, dining, and activities. This highlights the opportunity to promote luxury experiences and high-end offerings, especially at resorts like Mount Princeton Hot Springs.



- Visitors with **high school and bachelor's degrees** dominate the educational profile, which can inform communication strategies in terms of language, tone, and appeal.

4. Visitor Days and Trip Length Report

Estimated Visitor Days:

- **Total Visitor Days in 2023: 1.8 million days**

The total number of visitor days reflects the cumulative number of days spent by all visitors at Chaffee County's various points of interest, including hot springs, ski resorts, and downtown areas.

Average Trip Length:

- **Average Trip Length: 3.5 days**

Visitors stayed in Chaffee County for an average of 3.5 days per trip, which suggests that most visitors come for extended weekend trips or short vacations. Longer stays were typically observed among out-of-state visitors, particularly those traveling from Texas and Kansas, who tend to stay for approximately 4-5 days.

Return Visitation:

- **Repeat Visitors:** 40% of visitors returned at least once within the year, indicating strong visitor loyalty and a high satisfaction rate with their experience in Chaffee County.

Key Insights:

- The **average trip length** of 3.5 days allows visitors to explore a variety of activities across the county, from hot springs and hiking to skiing and local shopping. This suggests that Chaffee County provides a well-rounded experience for short-term visitors.
- The **high rate of repeat visitors** (40%) demonstrates a strong potential for continued growth through loyalty programs, repeat visitor discounts, and targeted promotions that encourage return trips.

Conclusion and Recommendations

Chaffee County experienced a healthy balance of in-state and out-of-state visitors in 2023, with strong visitation from neighboring states such as Texas, Kansas, and Oklahoma. The **45-64 age group** and **affluent households** form the largest segments of the visitor demographic, indicating the county's appeal to middle-aged, high-income travelers. Marketing efforts should focus on these key demographics, especially for wellness and outdoor recreation offerings.

This data-driven analysis provides a comprehensive understanding of Chaffee County's 2023 visitation patterns and will guide future marketing and development strategies for the county's tourism sector.

Comparison of Key Points of Interest (POIs) in Chaffee County (2023)

Overview

This report provides a comparative analysis of visitation across the key Points of Interest (POIs) in Chaffee County during 2023. By identifying which areas attracted the most visitors, this report will help guide future investment priorities and enhance the visitor experience in Chaffee County.

Key Points of Interest (POIs) in Chaffee County (2023)

1. **Mount Princeton Hot Springs Resort**
2. **Monarch Mountain Ski Resort**
3. **Salida Downtown**
4. **Buena Vista Downtown**
5. **Cottonwood Hot Springs**
6. **Salida Mountain Trails System**
7. **Salida Aquatic Center**
8. **Four Mile North & Four Mile South**

Visitation Comparison by POI (2023)

Point of Interest (POI)	Total Visitors	% of Total County Visitation
Mount Princeton Hot Springs Resort	285,000	16%
Monarch Mountain Ski Resort	250,000	14%
Salida Downtown	200,000	11%
Buena Vista Downtown	175,000	9%
Cottonwood Hot Springs	130,000	7%
Salida Mountain Trails System	120,000	6%
Salida Aquatic Center	90,000	5%
Four Mile North & South	80,000	4%

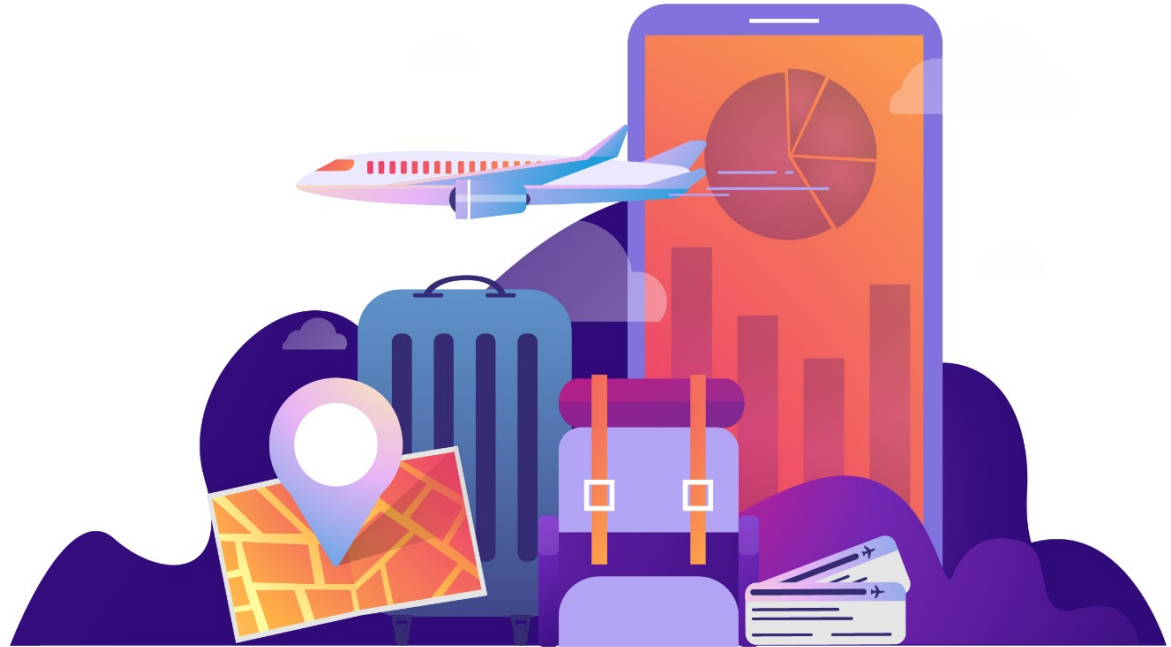
Key Insights

1. **Mount Princeton Hot Springs Resort** attracted the highest number of visitors, accounting for **16%** of total county visitation. The resort's combination of wellness experiences, hot springs, and proximity to outdoor recreation makes it a top destination.
2. **Monarch Mountain Ski Resort** was a close second, attracting **14%** of total visitors, especially during the winter season. The resort continues to be a key driver of winter tourism in the county.
3. **Salida Downtown** accounted for **11%** of total visitors, with many tourists drawn by its vibrant arts scene, shops, and proximity to the Arkansas River.
4. **Buena Vista Downtown** brought in **9%** of the county's visitors, similar to Salida but slightly lower in volume. Buena Vista offers a historic downtown feel with easy access to outdoor activities.
5. **Cottonwood Hot Springs** accounted for **7%** of total visitation, offering a quieter and more intimate hot springs experience compared to Mount Princeton.
6. **Salida Mountain Trails System** attracted **6%** of visitors, particularly outdoor enthusiasts interested in hiking and biking.
7. **Salida Aquatic Center** drew **5%** of the total visitors, primarily families and those interested in indoor aquatic activities.
8. **Four Mile North & South** attracted **4%** of total visitors, largely driven by off-road and ATV enthusiasts.

Chaffee County, CO 2023 Year in Review



DATAFY



Chaffee County, CO 2023 Year in Review

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,340 mi

Dates: 1/1/23 - 12/31/23

Clusters: All Included

POIs: All Included

Visitor Volume Estimates

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

The Datafy dashboard is active and dynamic. Additional action items may be identified during the review of this report. If appropriate and requested, a revised report will be generated to reflect historical updates.

Areas Geofenced:

Chaffee County

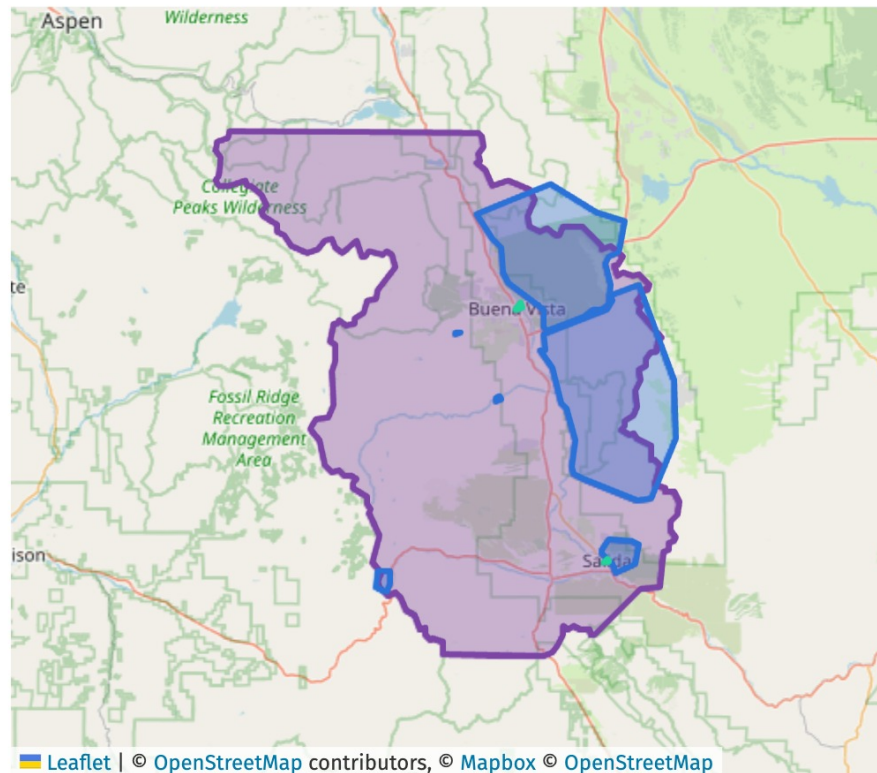
Downtowns

- Buena Vista Colorado Downtown
- Salida Colorado Downtown

POIs: Cottonwood Hot Springs, Four Mile North, Four Mile South, Monarch Mountain, Mount Princeton Hot Springs Resort, Salida Aquatic Center, Salida Mountain Trails System

Selected Clusters

Color by: Cluster



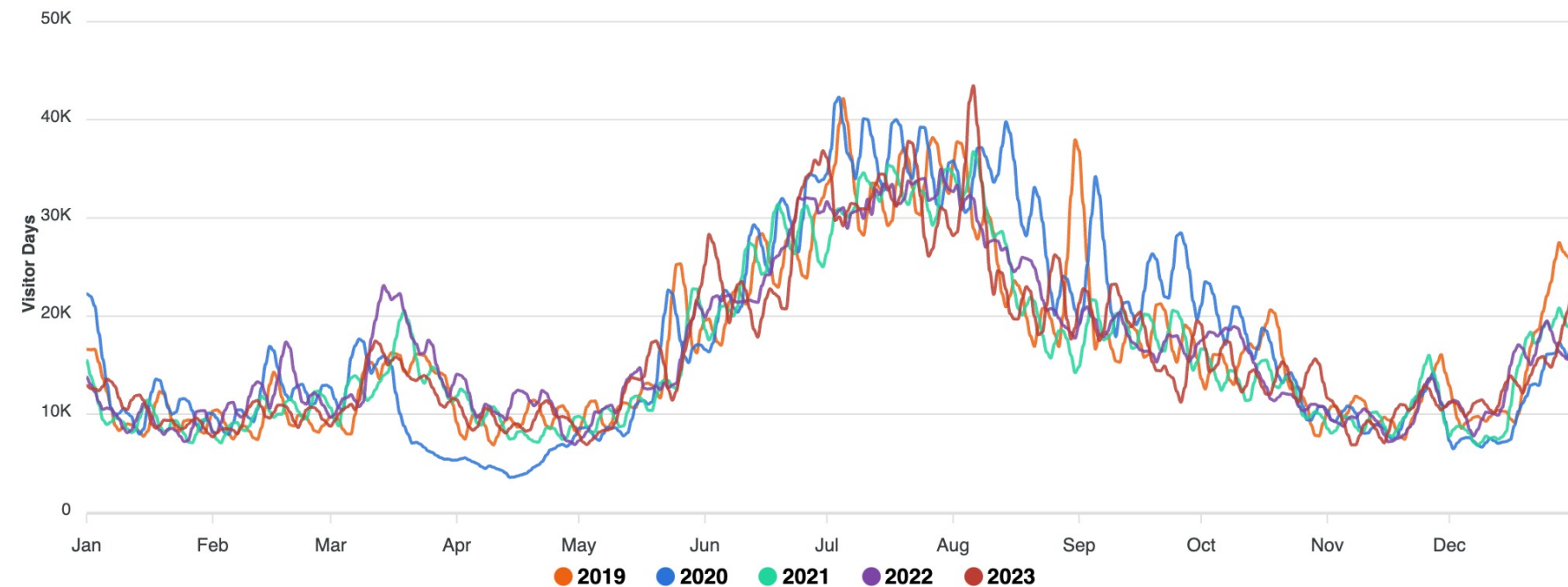
Chaffee County, CO 2019-2023

Global Filters In-State Out-of-State Distance: 50 mi - 3,340 mi Dates: 1/1/19 - 12/31/23 Clusters: All Included POIs: All Included

Daily Visitor Trend

Geo Data

5-Day Rolling Average



Chaffee County, CO 2019-2023

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,340 mi

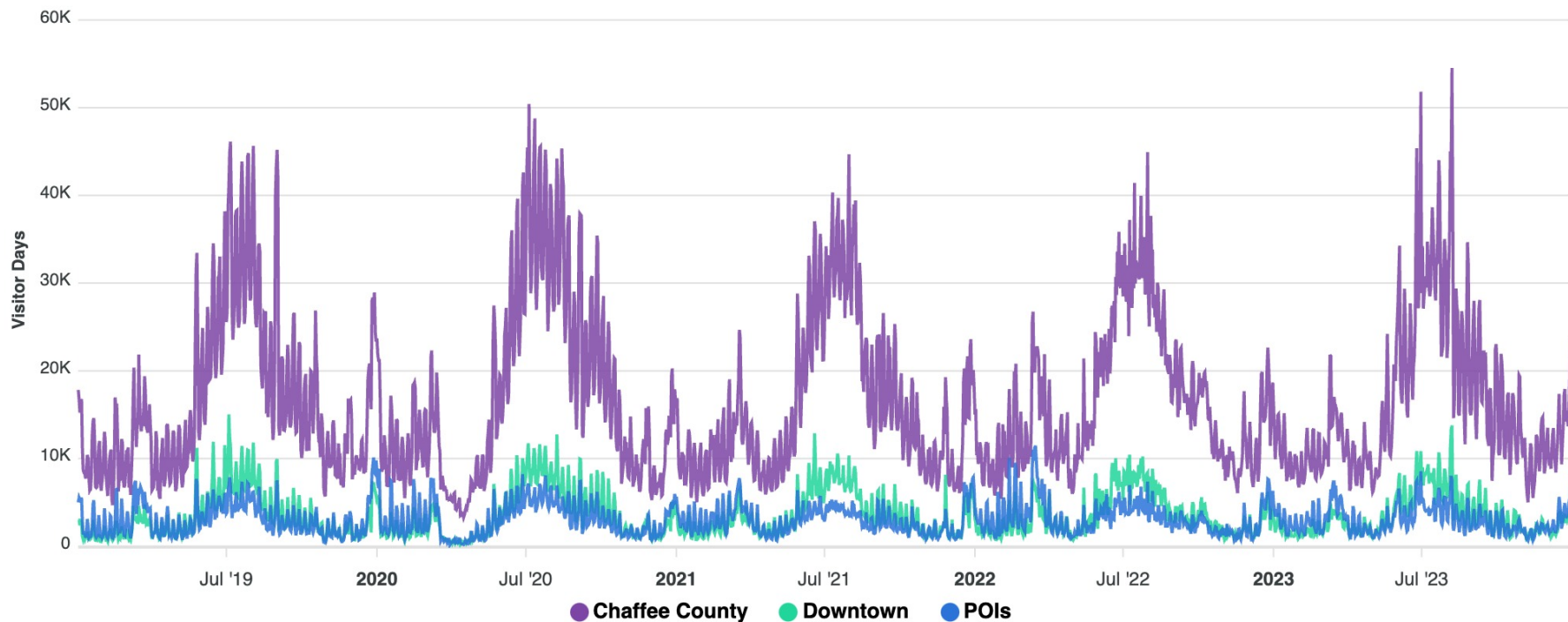
Dates: 1/1/19 - 12/31/23

Clusters: All Included

POIs: All Included

Top Cluster Visitation

Geo Data



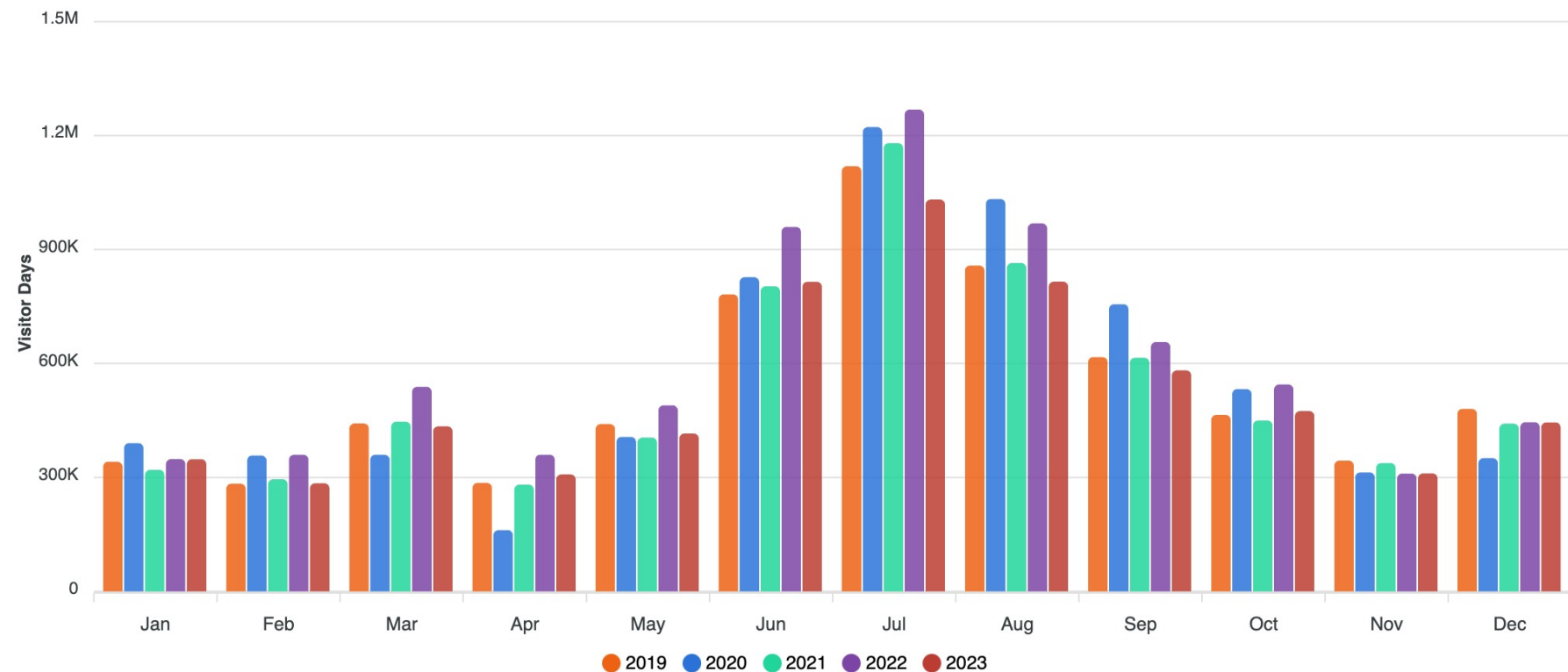
Chaffee County, CO 2019-2023

Global Filters

In-State Out-of-State Distance: 50 mi - 3,340 mi Dates: 1 / 1 / 19 - 12 / 31 / 23 Clusters: All Included POIs: All Included

Monthly Volume by Visitor Days

Geo Data



Chaffee County, CO 2023 Year in Review

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,340 mi

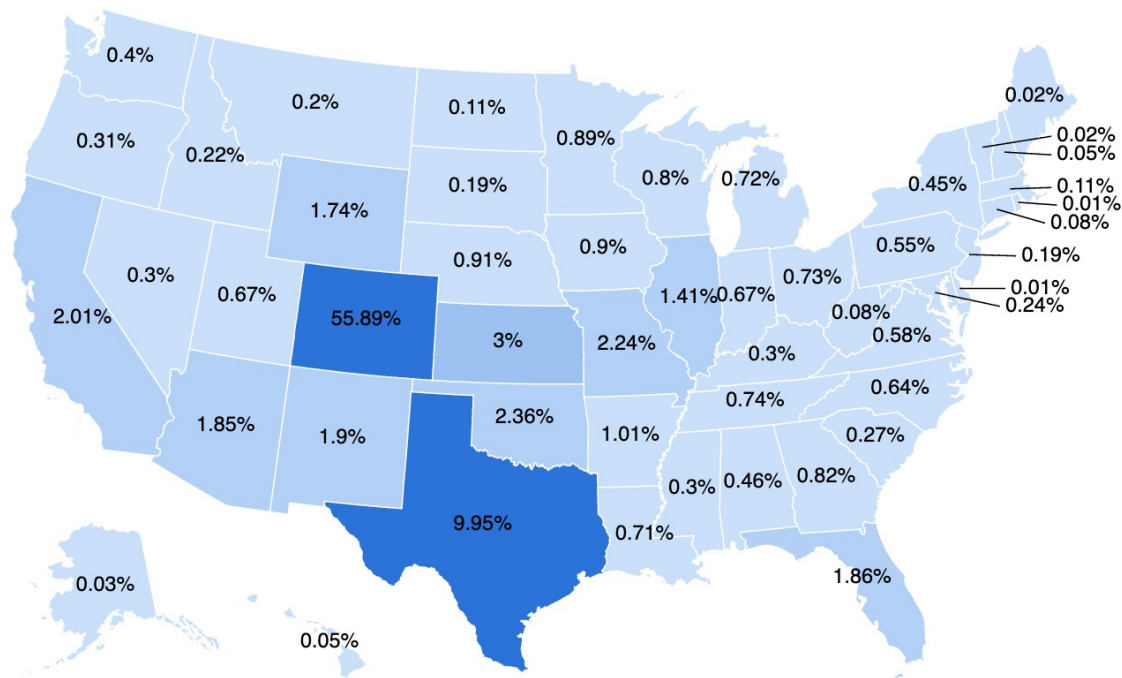
Dates: 1/1/23 - 12/31/23

Clusters: All Included

POIs: All Included

Share of Trips by State

Geo Data



Chaffee County, CO 2023 Year in Review

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,340 mi

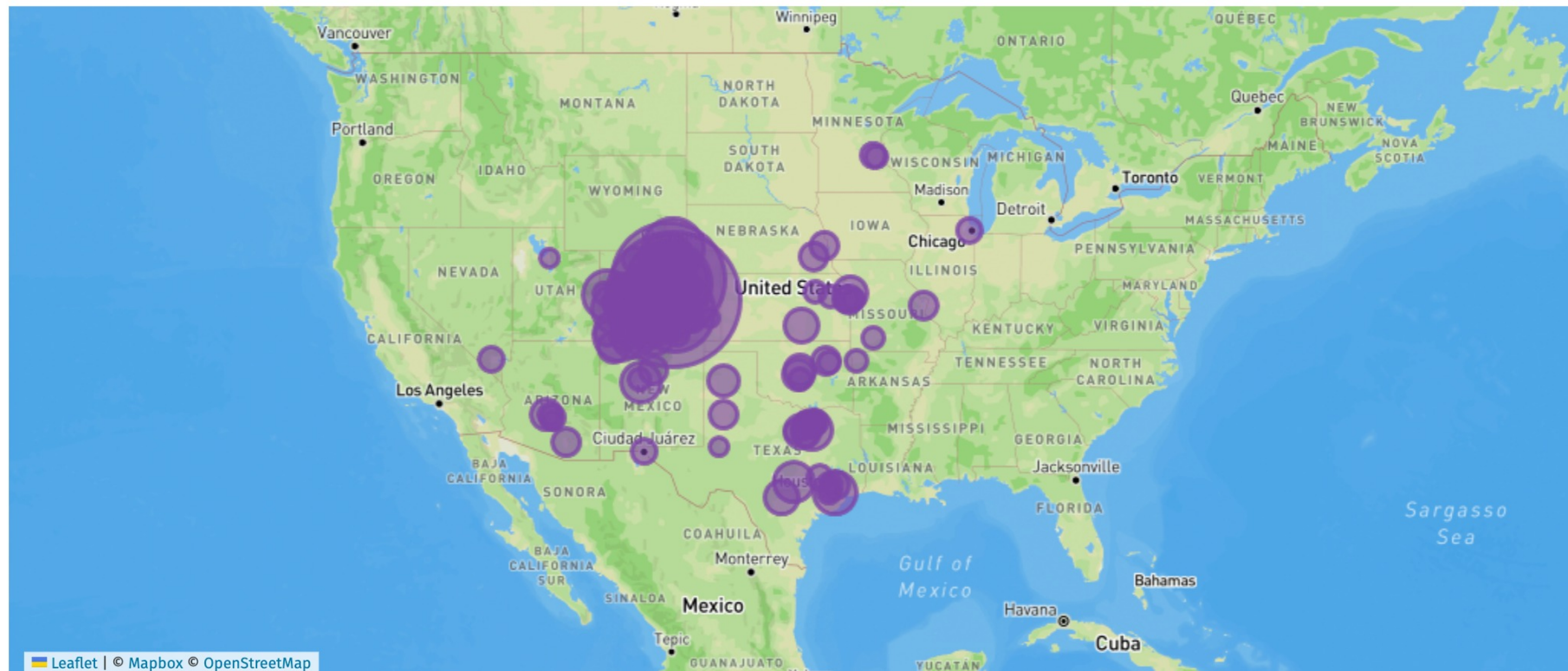
Dates: 1/1/23 - 12/31/23

Clusters: All Included

POIs: All Included

Density Map

Geo Data



Chaffee County, CO 2023 Year in Review

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,340 mi

Dates: 1 / 1 / 23 - 12 / 31 / 23

Clusters: All Included

POIs: All Included

City Visitation

Geo Data

City	Visitor Days
Colorado Springs, CO	547,700
Denver, CO	351,482
Littleton, CO	170,332
Pueblo, CO	140,239
Aurora, CO	114,152
Canon Citv. CO	100,443
Chevenne, WY	78,037
Fort Collins, CO	62,590
Arvada, CO	60,430
Castle Rock, CO	57,840
Golden, CO	52,534

State Visitation

Geo Data

State	Visitor Days
Colorado	3,148,247
Texas	710,833
Kansas	230,207
Oklahoma	176,733
Missouri	166,127
Florida	138,246
California	134,574
Arizona	125,059
New Mexico	111,131
Wyoming	107,608
Illinois	100,238

DMA Visitation

Geo Data

DMA	Visitor Days
Denver	1,910,896
Colorado Springs-Pueblo	1,068,645
Dallas-Ft. Worth	260,768
Albuquerque-Santa Fe	179,085
Houston	134,909
Kansas City	126,657
Wichita-Hutchinson Plus	122,659
Grand Junction-Montrose	106,787
Oklahoma City	101,608
Phoenix -Prescott	96,894
Austin	84,302

Chaffee County, CO 2023 Year in Review

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,340 mi

Dates: 1/1/23 - 12/31/23

Clusters: All Included

POIs: All Included

Demographics

Age

16-24: 17.6 %
25-44: 28.3 %
45-64: 35.9 %
65+: 18.1 %

Income

\$0-\$49K: 19.1 %
\$50K-\$74K: 14.4 %
\$75K-\$99K: 17.1 %
\$100K-\$150K: 23.3 %
\$150K+: 26.1 %

Household

1-2: 37.9 %
3-5: 50.5 %
6+: 11.6 %

Education Level

High School: 46.8 %
Bachelors: 46.5 %
Graduate: 6.7 %

Ethnicity

White: 84.5 %
Black: 2.1 %
Hispanic: 10.5 %
Asian: 2.4 %
Other: 0.5 %

Demographics

Top Age Group



45-64
35.9 %

Top Education Level



High School
46.8 %

Top Income Level



\$150K+
26.1 %

Top Ethnicity



White
84.5 %

Top Household Group



3-5
50.5 %

Glossary

General Definitions

Distance Filter: Calculated as the distance between the center point of a POI and the center point of a device's Home Zip Code. This is a dynamic filter that allows real-time adjustments and flexibility to segment Unique Visitors, Visitor Days, and Trips based on the distance between the home location, and the POI. The distance filter is calculated as flight distance, not driving distance.

Home Zip Code: The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior and our process is capable of determining when someone moves to a new zip code.

Percent Change: Percent change is the percentage difference between two values, representing the relative increase or decrease. A positive percent change indicates an increase, while a negative percent change indicates a decrease. This calculation is used on a variety of comparable metrics, such as Percent Change of Trips, Percent Change of Unique Visitors, and Percent Change of Visitor Days. For example, if a destination saw an increase from 100 trips to 125 trips, then the Percent Change in Trips would result in a 20% increase.

Geolocation Data Definitions

Point of Interest (POI): A physical boundary drawn on a map and utilized to capture mobile device activity with the boundary.

Cluster: A grouping of Points of Interest (POIs) based on venue type, visit purpose, etc.

Locals vs. Visitors: An estimate of the number of unique visitors to a given POI or cluster of POIs that factors a customizable distance split. 'Locals' are typically measured within a radius of 0 miles - 50 miles or a custom maximum distance point set by the user. All devices that consistently originate from within the defined radius will be displayed as a local within the data. Those non-locals tracked outside of this radius will be considered 'Visitors'.

Repeat vs One-Time Visitor: Based on observations of unique devices and then our estimate algorithm is applied. Once a device is observed a second time at any of the selected devices across the date range in the filters, then that device is "flagged" as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a visitor visits in March 2020, they would contribute to the visitors within the date range covering March 2020. If that visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that visitor shifts from a one-time visitor to a repeat visitor for all of the observations. Therefore, now this visitor would contribute to the numbers in both March and September and any subsequent visits.

Glossary

Share of Trips: The relative presence of a particular market represented by a percentage which takes its individual trips compared to the total number of trips. For example if a specific location tracked 20 unique visitors out of a total of 80 trips, then that location witnessed a 25% share of trips.

Share of Unique Visitors: The relative presence of a particular market represented by a percentage which takes its individual unique visitors compared to the total number of unique visitors. For example if a specific location tracked 20 unique visitors out of a total of 80 unique visitors, then that location witnessed a 25% share of unique visitors.

Share of Visitor Days: The relative presence of a particular market represented by a percentage which takes its individual visitor days compared to the total number of visitor days. For example if a specific location tracked 20 visitor days out of a total of 80 visitor days, then that location witnessed a 25% share of visitor days.

Trips: The number of distinct trips to a destination by a Unique Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Unique Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Trip Length: The number of distinct trips to a destination by a Unique Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Unique Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Unique Device: A unique mobile device determined by unique identifiers.

Unique Visitor: An estimate of the number of visitors to a given POI or cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Unique Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Unique Visitors, and 2 Trips.

Glossary

Visitor Days: An estimate of the number of daily visitors to a given POI or cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses unique device identifiers as a baseline and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc.. The daily estimate is added up for whichever date range is selected by the filters.

Demographics Definitions

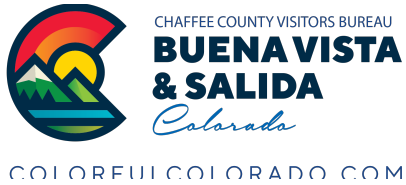
Education Levels: Education levels have been divided into three categories due to the limitations of the household level aggregation. We are able to provide estimates for Highschool Degrees, Bachelor's Degrees, and Graduate Degrees which include master's, doctoral, and technical college degrees.

Age Categories: Based on the age groups of known members of a household. This is aggregated and weighted based on the probability of someone of each age being present in the household. For example, if the report shows 15 % in the 65+ age category, that should be interpreted as 15 % of the visitors having someone 65+ in their household.

Ethnicity: Race and Ethnicity has been classified based on definitions provided by the US Census Bureau.

Households with Children: Should be interpreted as the % of visitors who have someone under the age of 18 in the household.

Census Demographics: Calculated using the Home Zip Code of the device, and then matching the zip code to the corresponding data from the US Census and American Community Survey (ACS).



The Value of the \$87,000 Digital Advertising Campaign with the Colorado Tourism Office

The Chaffee County Visitors Bureau's \$87,000 digital advertising campaign through the Colorado Tourism Office (CTO) is a highly targeted initiative that has proven to be an efficient and effective way to reach engaged audiences who are already planning trips to Colorado. This campaign leverages CTO's wide reach and sophisticated targeting tools, delivering strong economic returns and maximizing the marketing investment.

1. Targeted Approach:

The CTO's advertising campaigns are designed to reach a *pre-qualified* audience. This audience consists of individuals who are actively searching for vacation destinations in Colorado, browsing through content on Colorado.com, or receiving CTO's email newsletters. CTO campaigns target **high-value travelers** who are already in the planning stages of their trips, ensuring that Chaffee County is marketed to people who are likely to convert into visitors.

2. Cost-Effective Campaign Metrics:

The campaign has delivered **over 30,000 referrals** to Chaffee County's tourism website. At a **cost-per-click (CPC) of \$1.50**, this represents a highly efficient use of the \$87,000 budget, allowing Chaffee County to reach thousands of potential visitors at a minimal cost per interaction.

- **Total Referrals:** 30,000 YTD (through August 8)
- **Cost per Click:** \$1.50

By maintaining a lower CPC and leveraging programmatic impressions and sponsored content, this campaign ensures that the marketing dollars are used efficiently, drawing in a high volume of website visitors for Chaffee County.

3. Economic Impact and ROI:

Using data from the **Destination Analysts Study**, we know that for every 1,000 new website visitors, a destination typically generates **27 incremental trips**, contributing an average of **\$50,808 in visitor spending**. Applying this formula to the **30,001 referrals** generated by this campaign, Chaffee County can expect to generate approximately **810 incremental trips** from these visitors, resulting in an estimated **\$1.5 million in additional visitor spending**.

It is important to note that this estimate is based on national averages. Colorado—and particularly Chaffee County—tends to see higher spend per visitor than the national average. Therefore, the actual economic impact for Chaffee County is likely to exceed the \$1.5 million estimate, further improving the campaign's ROI.

4. Third-Party Validation:

The economic impact figures are supported by a **Destination Analysts Study**, which analyzed nine state tourism markets and concluded that **1,000 new website visitors generate an average of \$50,808 in visitor spending**. This study provides credible, third-party data to support the ROI of the Chaffee County campaign.



5. Leveraging the CTO's Broader Campaign:

By partnering with the Colorado Tourism Office, Chaffee County benefits from inclusion in a **\$13 million statewide marketing initiative**, which further amplifies the region's exposure. The CTO's extensive reach, including **12.6 million active travel planners** and a powerful national presence, ensures that Chaffee County's message is broadcast to the right audience at the right time. This partnership significantly increases Chaffee County's visibility to potential visitors who are already planning trips to Colorado, enhancing the likelihood of converting these leads into actual visitors.

Conclusion:

The \$87,000 digital advertising campaign with the Colorado Tourism Office provides an exceptional return on investment for Chaffee County. By reaching a targeted, high-intent audience at a cost-effective rate, the campaign has generated over 30,001 referrals, leading to an estimated **\$1.5 million** in visitor spending. The CTO's marketing channels, combined with third-party data validating the campaign's effectiveness, demonstrate that this investment will significantly boost the local economy while promoting Chaffee County as a premier destination for travelers.

Participating States	Incremental trips generated (per 1,000 real, new users)	Average length of stay (days)	Average visitor spending per day on incremental trips	Total visitor spending on incremental trips
State A	41	4.1	\$372.87	\$62,833
State B	19	4.0	\$400.46	\$30,333
State C	32	3.5	\$366.66	\$41,242
State D	22	3.6	\$363.78	\$29,325
State E	28	7.1	\$377.69	\$74,746
State F	37	5.4	\$438.08	\$85,774
State G	18	5.8	\$420.42	\$43,423
State H	33	4.8	\$402.50	\$64,259
State J	16	4.3	\$399.18	\$27,248
Average for all Participating States	27	4.7	\$393.52	\$50,808

COLORADO TOURISM OFFICE

MARKETING OPPORTUNITIES

2022-2023

COME TO LIFE



COLORADO™

REACH 12.6 MILLION ACTIVE COLORADO TRAVEL PLANNERS

THE COLORADO TOURISM OFFICE

DRIVES VISITORS

PAID MARKETING OVERVIEW

The Colorado Tourism Office executes a robust paid and earned media strategy on a national scale to drive brand awareness and consideration of Colorado as a four-season, four-corner vacation destination, thus increasing positive economic impact for the state. This strategy paired with a multi-million-dollar marketing campaign targets an incredibly qualified, active, travel-planning audience, better known as the High-Value Traveler, leading them directly to COLORADO.com, the Official State Vacation Guide and all other related channels.



NATIONAL
PRINT



DIGITAL



TARGETED
CONNECTED
TV



OUT OF HOME



PRINT



DIGITAL



To learn more about our campaign,
visit industry.colorado.com/campaign.



DIGITAL OUT OF HOME

PUBLIC RELATIONS

In FY2020, the CTO public relations team generated local, regional and national travel stories with an advertising value of **\$13 million** and **3.5 billion impressions**.

The team worked with tourism-industry partners from across the state on story pitches and hosting journalists to secure major story placements including:



A PERFECT
SUMMER
ROAD TRIP IN
THE ROCKY
MOUNTAINS



THIS LITTLE KNOWN
COLORADO GEM
COMBINES GLAMPING,
ART & DESERT
ADVENTURE



HOW TO
SAFELY TRY
BACKCOUNTRY
SKIING



DRIVING AN ELECTRIC
CAR ON COLORADO'S
SCENIC BYWAYS



NEW: US OLYMPIC
& PARALYMPIC
MUSEUM



ARKANSAS RIVER
RAFTING TRIP A
GREAT OUTDOOR
ESCAPE



BEST PLACES TO
TRAVEL IN 2021

MARKETING MATCHING GRANT PROGRAM

In FY2021, the CTO awarded **\$710,461** in **Marketing Matching Grants** to tourism-industry partners. **Twenty-two organizations** across the state received these competitive grants.

In response to the pandemic, the CTO made several changes to the program for fiscal year 2022: include:

- Increasing the amount of funding available

- Raising maximum award to \$40,000 from \$25,000
- Lowering the required match by 50% (now a 2:1 match versus a 1:1)

The projects and programs receiving grants are great examples of the important work being done to support Colorado's tourism industry.

PAID MEDIA & SOCIAL CO-OP OPPORTUNITIES

The summer and winter Paid Media and Social Co-Op programs allow for partners to invest in CTO's hyper-targeted campaign strategy at a discounted rate that comes with a financial match from the CTO. Customize an investment by choosing between different investment tiers and a la carte options.

You can share your message through the CTO's national campaign strategy and amplify your investment through CTO matching dollars.

To find more information on this and other CTO co-op opportunities, reach out to co-op@colorado.com.

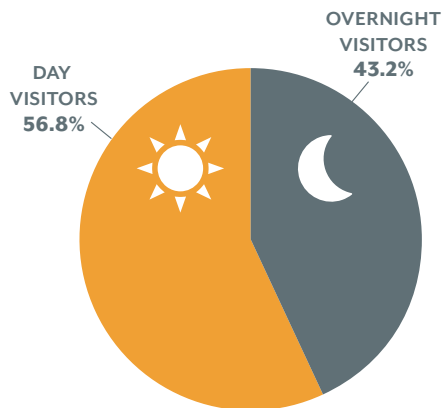
COLORADO VISITOR INSIGHTS



84.2 MILLION
annual visitors

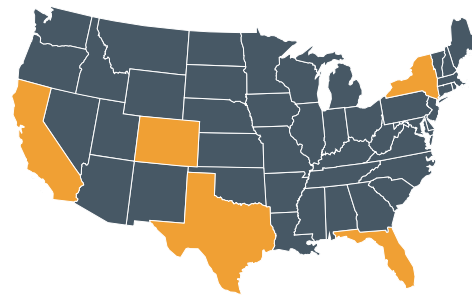


spending
\$21.9 BILLION

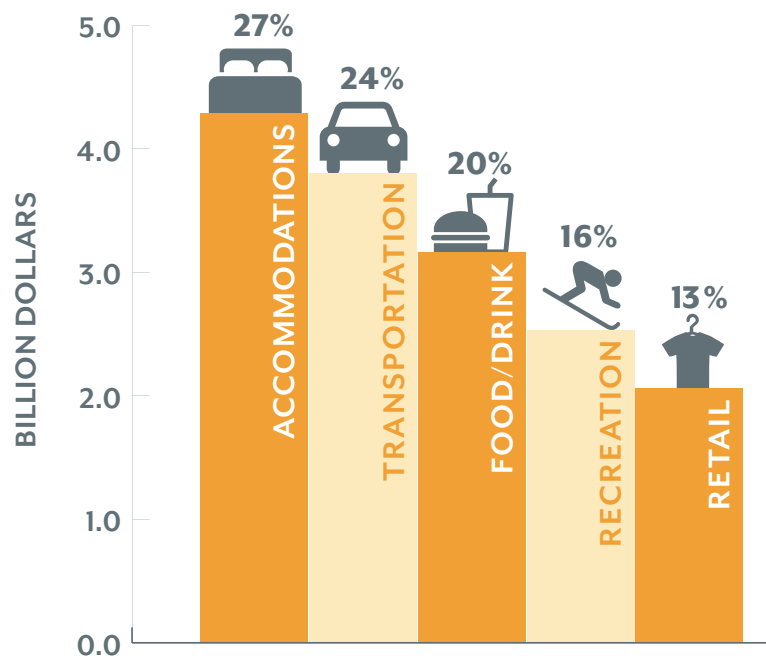


TOP MARKETS

1. Colorado
2. California
3. Texas
4. Florida
5. New York



OVERNIGHT VISITOR SPENDING



4.6 NIGHTS

typical trip duration
vs. 3.9 nationally



\$469/PERSON

Average dollars per
day spent by those on marketable
leisure trips in 2021
vs. \$372 nationally (2019)

Unless noted, all stats from 2021 Longwoods Report & Dean Runyan Associates

TOP 5 REASONS TO PARTNER WITH THE COLORADO TOURISM OFFICE

1. REACH AN INCREDIBLY QUALIFIED AUDIENCE ACROSS ALL DEVICES:

As the calls to action for the CTO's marketing initiatives, COLORADO.com and the OSVG are important travel-planning tools that bring our beautiful state to life.

2. BENEFIT FROM A TAILORED CAMPAIGN STRATEGY:

We work hand in hand with our advertisers to customize campaign strategies that utilize multiple media outlets.

3. LASER TARGET YOUR CUSTOMER:

We can help you reach your audience at the right time, with the right message, with the right media, on the right device.

4. INCREASE ROI:

Our team of experts will help optimize your campaigns so you realize maximum results.

5. RECEIVE FREE ADVERTISING:

Advertisers with an integrated presence in the OSVG and on COLORADO.com qualify for the Customer Rewards Program.

VISITOR DEMOGRAPHIC PROFILE



SEX:

Male	57%
Female	43%



AGE:

18–24	16%
25–34	27%
35–44	22%
45–54	16%
55–64	10%
65 & up	11%



MARITAL STATUS:

Married/ With Partner	58%
Never Married	29%
Divorced/ Widowed	13%



CHILDREN:

No Children Under 18	47%
Any child 13–17	24%
Any child 6–12	33%
Any child under 6	23%



INCOME:

\$150K+	8%
\$100K– 149.9K	16%
\$75K–99.9K	16%
\$50K–74.9K	19%
Less than \$50K	41%



EDUCATION:

Post Grad	22%
College Grad	26%
Some College	18%
High School or less	24%

All stats from 2021 Colorado Longwoods Report

REACH 12.6 MILLION

QUALIFIED LEISURE VISITORS

PRINT: OFFICIAL STATE VACATION GUIDE

REACH
1.4M



OFFICIAL STATE VACATION GUIDE

Inspirational content, gorgeous photography and travel ideas influence visitation.

PRINT USAGE = 40%

Print usage remains strong, with 40% of leisure travelers utilizing print to research and plan (winter 2021).

CIRCULATION

Official State Vacation Guide:

400,000 copies

Readership: 1.04 million

(2.3 readers/copy)



VIRTUAL GUIDE & MOBILE APP

Sessions:

143,721

Pageviews:

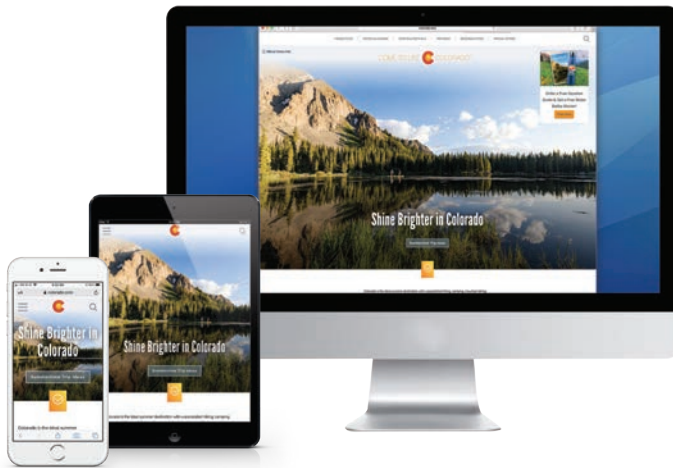
1.4 million

Avg. Session:

10.05 minutes

COLORADO.COM

9.9M
USERS



The trusted source for
online travel-planning info
including articles, business
listings, maps and events.

**MOBILE-RESPONSIVE
TO REACH VISITORS
ON ANY DEVICE**



COLORADO TRAVEL NEWSLETTER

Subscribers receive timely travel
ideas, itineraries and events crafted
to motivate travel.

**MONTHLY DEPLOYMENTS
TO IN-STATE & OUT-OF-
STATE AUDIENCES**

REACH
UP TO
238K

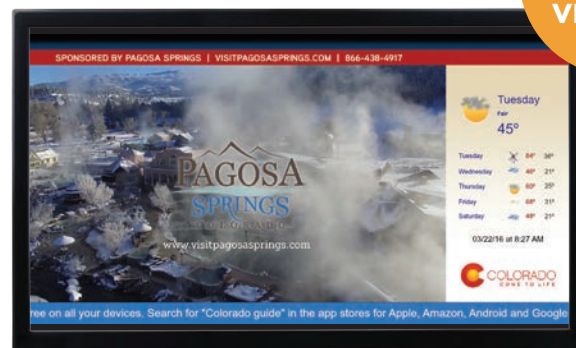
**PLUS CUSTOM
OPPORTUNITIES**

COLORADO WELCOME CENTERS

887K
VISITORS

Ten welcome centers greet visitors when
they arrive at key entry points
around the state.

**VIDEO MESSAGES BRING
THE STATE TO LIFE**





COLORADO TOURISM PRINT PROGRAM

COLORADO OFFICIAL STATE VACATION GUIDE

The Colorado Tourism Office employs a targeted advertising campaign that drives potential visitors to visit COLORADO.com, where they request a copy of the annual Official State Vacation Guide, which is designed to inspire and assist in planning.



**REACH
MORE THAN
1 MILLION**

active Colorado travel
planners across 3 channels



**2.3 readers per copy*

**400K
ANNUAL
COPIES**

**144K
SESSIONS**

**11K
DOWNLOADS**



VIRTUAL GUIDE:

Visits: 143,721 Pageviews: 1,422,746
Avg. Session: 10.05 minutes App Downloads: 10,835

The Colorado **Official State Vacation Guide** is the only print call-to-action for the CTO's efforts. Your message is reaching an incredibly qualified, active-travel-planning audience that you cannot get access to anywhere else.

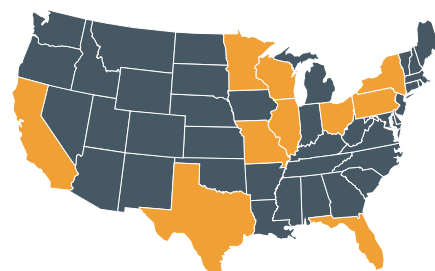
● Getting Guides to Consumers:

400,000 copies reach Colorado visitors.

- **Direct Request:** 300,000 sent before they arrive in Colorado via Colorado.com and TV guide requests (viewers with interactive TV systems can order a guide to be delivered directly to their home after viewing a Colorado commercial)
- **Distributed at Key Locations:** 100,000 to Denver International Airport, Colorado Welcome Centers and the rack program for the drive market

TOP DIRECT-REQUEST MARKETS

1. Texas
2. Florida
3. Missouri
4. California
5. Illinois
6. Ohio
7. Wisconsin
8. Minnesota
9. New York
10. Pennsylvania



OSVG RATES

BACK COVER	INSIDE FRONT COVER	TABLE OF CONTENTS	INSIDE BACK COVER	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
\$18,675	\$16,983	\$16,983	\$16,437	\$14,943	\$11,985	\$9,843	\$7,650

CO-OP RATES AVAILABLE

COLORADO.COM OFFICIAL STATE WEBSITE



**12.6 MILLION
SESSIONS**



**3.5 MILLION
DESKTOP**



**9.1 MILLION
MOBILE/TABLET**

VISITOR OVERVIEW



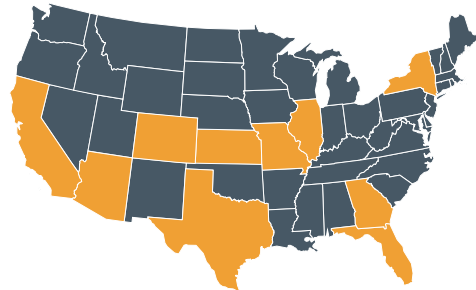
20.8 MILLION
pageviews



**1 MINUTE,
43 SECONDS**
average time
on site

TOP MARKETS

1. Colorado
2. Texas
3. California
4. Florida
5. Illinois
6. New York
7. Missouri
8. Georgia
9. Arizona
10. Kansas



COLORADO.COM DEMOGRAPHIC PROFILE



SEX:

Female	47%
Male	53%



CHILDREN:

No Kids	51%
Kids	49%



EDUCATION:

No College	41%
College	44%
Grad School	15%



INCOME:

\$150K+	13%
\$100K-150K	33%
\$50K-100K	33%
<\$50K	38%



AGE:

18-24	12%
25-34	23%
35-44	18%
45-54	17%
55-64	17%
65+	13%



LOCATION:

Out-of-State	37%
In-State	63%

All stats from Quantcast and Google Analytics

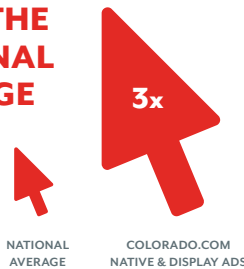
NATIVE & DISPLAY ADS

With 12.6 million sessions in 2021, COLORADO.com is the premier online resource for Colorado trip planning. Expand your reach and speak directly to your customers with a highly targeted ad campaign tailored to your specific schedules, goals and budget.

AD UNITS:

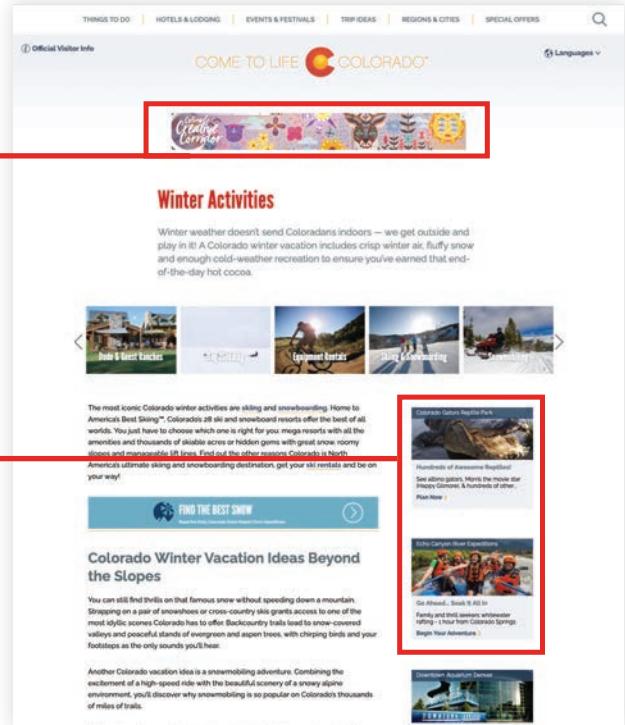
- 1. NATIVE:**
Formatted units are integrated into the content of the page and drive a high CTR.
- 2. DISPLAY:**
Tell your story visually with a high-impact canvas.

**CTR IS
3X BETTER
THAN THE
NATIONAL
AVERAGE**



Display

Native



FREE
ADVERTISING

Customer Rewards Program

**GOT PRINT?
GET REWARDS**

Advertisers with an integrated presence in the OSVG and on COLORADO.com qualify for the Customer Rewards Program. More than 12.4 million reward impressions were served in 2021.

RATES:

NATIVE

IMPRESSION TOTAL	NET RATE	CPM
50,000	\$925	\$18.50
100,000	\$1,800	\$18.00
150,000	\$2,700	\$18.00
200,000	\$3,500	\$17.50
300,000	\$5,250	\$17.50

DISPLAY

IMPRESSION TOTAL	NET RATE	CPM
50,000	\$750	\$15.00
100,000	\$1,450	\$14.50
150,000	\$2,175	\$14.50
200,000	\$2,800	\$14.00
300,000	\$4,200	\$14.00

BUSINESS & EVENT LISTINGS

The OSVG and COLORADO.com are trusted sources for comprehensive business and event listings that visitors depend on to plan their trips. Our featured listing program gives you premium exposure on relevant city and category pages.

WEB BUSINESS LISTINGS

ROBUST FEATURES:

Paid listings receive additional features including:

- Top-tier sort
- Photos/videos
- Social media links

RELEVANT RESULTS:

Multifaceted search filters provide users with relevant results.



RATES:

	RATES	CHARACTER DESCRIPTION PRINT	CHARACTER DESCRIPTION WEB	PHOTO(S) ON WEB	TIER SORT	VIDEO	VIRTUAL GUIDE	SOCIAL MEDIA
PRINT & WEB	\$995	250	1,080	20	1	✓	✓	✓
PRINT ONLY	\$510	250	–	–	–	–	✓	–
WEB ONLY	\$612	–	1,080	20	1	✓	–	✓
EVENT PRINT ONLY	\$306	180	–	–	–	–	✓	–
FREE WEB LISTING	FREE	–	270	1	2	–	–	–
FREE WEB EVENT LISTING	FREE	–	270	1	–	–	–	–

SPECIAL OFFERS

Promote seasonal offers and drive users to your destination or attraction when you need it most.

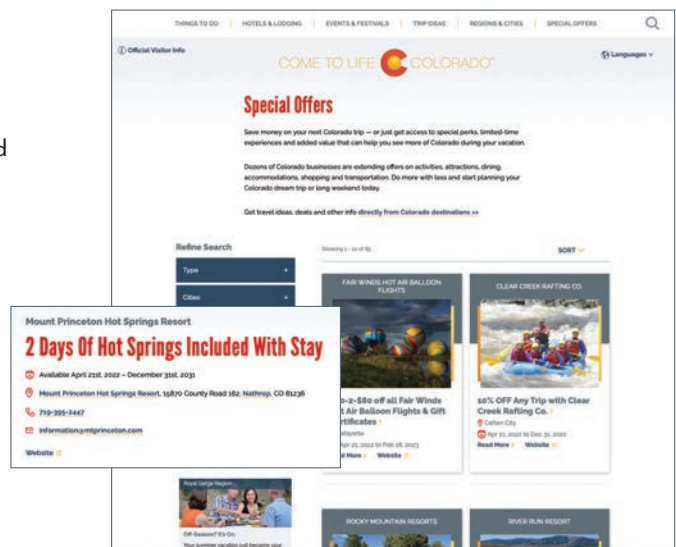
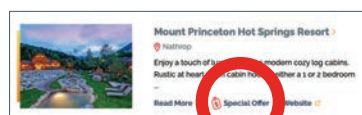
SPECIAL OFFERS PROGRAM

The Special Offers page links from the site's main navigation to highlight paid offers and give more than 9.9 million annual visitors immediate access to offers detailed with a headline and beautiful image that integrates with the site's overall design.

The offers are randomized for each new user to the page.

RATES:

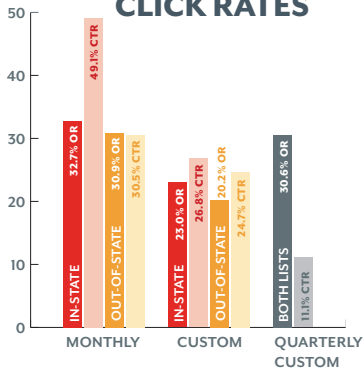
MONTHS		
3	6	12
\$306	\$612	\$1,020



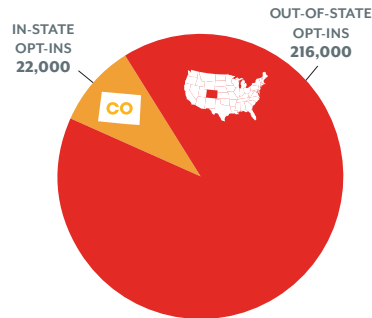
COLORADO EMAILS

Capture an already engaged audience. True fans of Colorado receive a monthly email with captivating articles and upcoming events, and you can target your own message by month and season. Or receive 100% exposure in our custom email program, which deploys to our in- and out-of-state audiences bi-monthly.

EMAIL OPEN & CLICK RATES



OPT-IN DATABASE



IN STATE



238K
MONTHLY
OPT-INS

OUT OF STATE



OFFICIAL MONTHLY NEWSLETTER

	QUANTITY AVAILABLE/ MONTH	RATE PER BLAST
IN-STATE BLAST	6	\$765*
OUT-OF-STATE BLAST	1	\$5,000

*Buy two of the same ad unit and get one of equal or lesser value free.
Deployments assigned on a first-come, first-served basis.

Tentative editorial coverage, subject to change:

In State (shorter planning windows): Nov.–Feb. = winter; March–April = spring; May–August = summer; September–October = fall

Out of State (longer planning windows): Oct–Feb = winter; March–July = summer; September = fall; November–December = winter

CUSTOM EMAILS

Receive 100% exposure or collaborate with other businesses in our custom email program. Submit photos, copy and a call-to-action, and we'll blast your message out to our database, driving all inquiries to your site.

	QUANTITY AVAILABLE	RATE PER BLAST
IN STATE	2 per month	\$2,000
OUT OF STATE	2 per month	\$7,200
BOTH LISTS	1 per quarter*	\$9,000

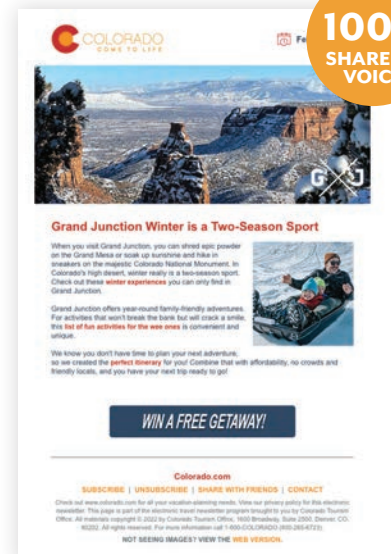
* March, June, August and November

**VALUE
ADDED**

Tracking codes attached to your links give you 24/7 access to performance results.

Responsive design allows for seamless access across all digital platforms: mobile, tablet and desktop.

100%
SHARE OF
VOICE



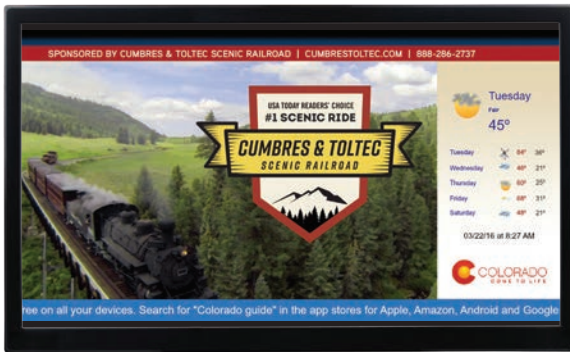
WELCOME CENTER DIGITAL ADVERTISING

Showcase your advertising message on a digital screen within the interior walls of highly trafficked Colorado Welcome Centers and nearly 900 thousand annual visitors looking for information on where to eat, stay and play.

NEARLY
900K
VISITORS
IN 2021

PROGRAM HIGHLIGHTS:

- 30-second spots
- Advertisers may display a video (mp4 file) or a slideshow of still photography (jpg files)
- Aspect ratio: 1920 x 1080
- Maximum of 6 advertisers in rotation per center*



RATES:

WELCOME CENTER	ANNUAL VISITORS	ANNUAL RATE
ALAMOSA	19,449	\$194.49
BURLINGTON	124,427	\$1,244.27
CORTEZ	43,141	\$431.41
DINOSAUR	14,880	\$148.80
FORT COLLINS	12,761	\$127.61
FRUITA	124,981	\$1,249.81
JULESBURG	375,788	\$3,757.88
LAMAR	28,709	\$287.09
SILVERTHORNE	122,581	\$1,225.81
TRINIDAD	17,783	\$177.83

*Only three advertisers' videos will be displayed at the Colorado Convention Center. For all centers, artwork may be changed up to two times per year. No sound will be available on the TVs, so advertiser must have a very visual message.

WELCOME LEADS PROGRAM

Grow your opt-in database and gain exposure in front of our most qualified audience, with direct leads from COLORADO.com's lead-generation program.

HOW IT WORKS:

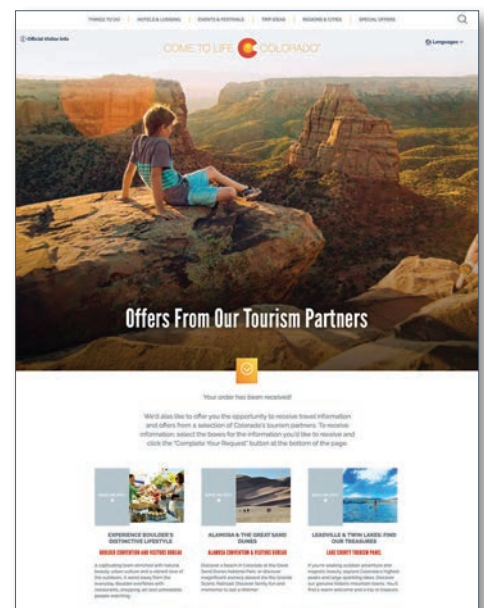
COLORADO.com visitors who request information from the state are directed to a confirmation page where they can elect to receive information from your business. Upon requesting information from you, visitors receive an immediate auto-generated email written by you.

- Nearly 60% of all COLORADO.com visitors who request information from the site also elect to receive additional information from Colorado businesses.
- Increase your email database to direct fulfillment of your guide or brochure.
- Drive consumers to your site in the confirmation email.
- Leads are emailed to you weekly.
- Average annual leads per advertiser: 5,405; total leads in 2021: 243,230

RATES:

SEMI-ANNUAL	ANNUAL
\$2,550	\$5,100

*Rates per calendar year



SPONSORED ARTICLES, VIDEOS & CITY PAGES

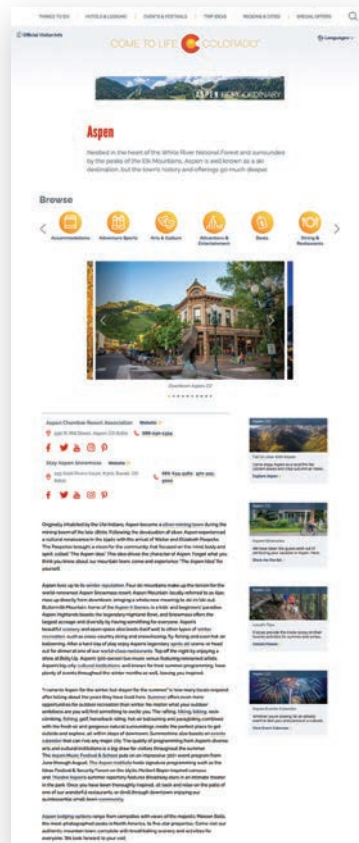
Having quality content on your website is the number one way to drive organic traffic directly to your site. Leverage the expertise of the COLORADO.com editorial and video team to grow content for distribution on COLORADO.com and your own site with a custom article or video promoting a vacation experience in your destination.

ARTICLES:

- Text we've written/you've approved that runs on COLORADO.com and includes links to visit your site. We will set up tracking codes (or use ones you provide) to help you identify which traffic came to your site from the article.
- 4 formatted banners you own or share with partners; can be swapped out up to once a quarter.
- Images you supply.
- Visitors will find this content:
 - In the Articles vault, which is accessed from the home page
 - Among Featured Trip Ideas widgets located on the bottom of the homepage, related articles and landing pages (ie, Hot Springs)
 - Organic and on-site search
 - May occasionally be featured on the Trip Ideas page and newsletters when space is available
- Example: COLORADO.com/10ThingsPagosa
- Renewal Rate: \$3,500/year

CITY PAGES*:

- You own your destination's city page, providing all the text and images.
- 4 formatted banners you own or share with partners; can be swapped out up to once a quarter.
- Images you supply.
- Visitors will find this content:
 - When they search your city's name or visit the Regions & Cities page
 - In the Regions & Cities page's Featured Destination box
 - Organic and on-site search
 - May occasionally be featured on the Trip Ideas page and newsletters when space is available
- Example: COLORADO.com/cities-and-towns/aspen



VIDEOS:

- 1- to 3-minute video we shoot for you to run on COLORADO.com.
- 4 formatted banners you own or share with partners; can be swapped out up to once a quarter.
- Includes links to visit your site. We will set up tracking codes (or use ones you provide) to help you identify which traffic came to your site from the video.
- Visitors will find videos:
 - In the Video Gallery, which is accessed from the home page
 - Organic and on-site search
 - May occasionally be featured on the Trip Ideas page and newsletters when space is available.
- Example: COLORADO.com/FallEstes
- Renewal Rate: \$3,500/year

BASE RATE FOR VIDEOS:

- 3-4 locations, depending on set up/travel time in between
- Rights-free music
- 8 hours of shooting from 9am-5pm
- Drone footage
- B-roll provided to you on a hard drive
- No professional voiceover or models

UPGRADE
OPTIONS
AVAILABLE

- Extra half- (\$1,500) and full-day (\$3,000) shooting
- Professional voiceover and/or models (rate varies)
- Additional videos created from shoot (rate varies)

RATES:

ARTICLES	CITY PAGES	VIDEOS
\$4,500	\$5,000	\$8,000

*DMOs only

PROGRAM AT-A-GLANCE

PRINT

COLORADO.COM

EMAIL



1.4M
TOTAL
REACH



9.9M
USERS



238K
SUBSCRIBERS

Delivered through a combination of print and digital distribution.

- 1. TOURISM IS POWERFUL:**
Colorado welcomes **86.9 million** visitors, spending about **\$24.2 billion** annually.
- 2. TRAVELERS USE A COMPLEX RANGE OF PLANNING SOURCES:**
The US traveler uses **40+ sources** of information. The decision to visit, stay or experience your business is likely to have been made using dozens of sources of information well before the point of booking. Keeping in mind that more than 35% of visitors use official destination websites and 40% use print visitor guides, brochures and magazines, you can't afford not to reach these engaged planners
(Source: *The State of the American Traveler, Destination Analysts & DMA West Readership & Conversion Study, Winter 2021*).

- 3. INTEGRATED MEDIA IS CRITICAL:**
With such a complex planning landscape, integrated multi-media advertising is critical. We work with partners in each destination to **share research, white papers and advertising best practices**, which you can find in our library at: [MilesPartnership.com/Research](https://milespartnership.com/research).
- 4. TOURISM IS ONE OF COLORADO'S STRONGEST ECONOMIC DRIVERS:**
Tourism provides a valuable source of revenue and jobs in Colorado. For upcoming events and travel research or to sign up for the Colorado Tourism Office's **industry- partner newsletters**, the Colorado Connection, visit industry.colorado.com.

COME TO LIFE  COLORADO™

July 2022

TO PARTICIPATE IN THE 2022/2022 PROGRAM CONTACT:



ANDREA KUSKIE

Phone:
303-867-8244

Email:
andrea.kuskie@milespartnership.com



PAT ATTKISSON

Phone:
303-867-8241

Email:
pat.attkisson@milespartnership.com