



## MEETING MINUTES

Chaffee County Visitors Bureau Board Meeting

3:00 PM October 22nd, 2024 held virtually

### Attending:

Virtual - Scott Peterson, Jaime Billesbach, Sarah Briam, Jillian Chernofsky, Terry Devene, Joni Baker, Liz Morgan, Katie Davis, Lori Roberts, Travis Hotchard

### Guests:

PT Wood, Jake Rishavy

1. **Call to Order 3:03pm**
2. **Public Comment Period – limited to 3 minutes per person**  
None
3. **Approval of Meeting Minutes September 24th, 2024**

Jamie makes a motion to approve the September minutes, Katie seconds. All in favor, none opposed.

### 4. **Marketing Director's Report**

**Scott** - Year to date we are up 13%. We are out of visitor's guides. We were using that as a lead generator but we are shifting gears and having this as a digital offer. We are going to do some giveaways to encourage leads virtually.

This is something we got approved for yesterday and I need to get a vote from the board. We will adjust it to next month's agenda. The CCVB applied and was approved for a Colorado Tourism Office Tourism Paid Media Grant

Cooperative: \$20,000 PARTNER INVESTMENT + \$25,000 CTO MATCH

TOTAL TIER VALUE: \$74,968

Estimated impressions 5,765,164

The Tourism Paid Media Cooperative or Co-op helps Colorado tourism partners maximize their advertising and marketing dollars through group purchasing of media

buys. Group purchasing creates discounts, because prices become cheaper when they are purchased at a higher volume.

Tier 1 - \$20,000 \$20,000 PARTNER INVESTMENT + \$25,000 CTO MATCH

TOTAL TIER VALUE: \$74,968

**Jamie** - What is the timeframe for this?

**Scott** - It will go on the 2024 budget, and run this winter. So let's get a vote, so we can get it ratified for next months' agenda so we can

**Jamie** - I move to make a motion to present this proposal to the commissioners to move forward with the Colorado Tourism Office Tourism Paid Media Cooperative Grant  
Lori seconds. All in favor, none opposed.

**Scott** - Here are updates on the projects we are working on:

#### Destination Development Mentor Program

The Chaffee County Visitors Bureau is applying for the Colorado Tourism Office's Destination Development Mentor Program to support the creation of a business and marketing plan for their initiative, "Elevating the Chaffee County Music Scene"; This program aims to match destination organizations and industry partners with experienced tourism consultants who provide expertise, resources, mentorship, and capacity building. If selected, the Chaffee County Visitors Bureau will receive 100 hours of consulting services, allowing them to advance their priority project of promoting the local music scene. This initiative aligns with the goals of the Colorado Tourism Office's Destination Stewardship Strategic Plan, which seeks to enhance destination stewardship across the state.

If approved for this, if we are selected we will receive 100 hours of consulting to promote local music in our valley. I have a few days to finalize that application and I'll update you on that. Whether we get the grant or not we will get some help to move things forward.

#### Accessible Travel Program

The CCVB is applying to participate in The Accessible Travel Program, with the Colorado Tourism Office. Would you be willing to participate as a local tourism stakeholders that will serve on the core team or suggest someone that might be a good fit. (Deadline October 10, 2024)

#### Program Overview:

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.

Core team member's

Lori Roberts, Director of the Salida Chamber of Commerce [lori@salidachamber.org](mailto:lori@salidachamber.org)

Liz Morgan, Director of the Buena Vista Chamber of Commerce  
[director@buenavistacolorado.org](mailto:director@buenavistacolorado.org)

Earl Richmond Recreation Department- Town of Buena Vista  
[erichmond@buenavistaco.gov](mailto:erichmond@buenavistaco.gov)

Mike Post Director Salida Parks & Recreation [diesel.post@cityofsalida.com](mailto:diesel.post@cityofsalida.com)

Jon Terbush Executive Director Salida Mountain Trails [jon.terbush@salidatrails.org](mailto:jon.terbush@salidatrails.org)

Betsy Dittenber Executive Director Chaffee County Community Foundation  
[Betsy@chaffeecommunity.org](mailto:Betsy@chaffeecommunity.org)

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

### Responsible Recreation and Community Engagement

This project is funded by a Colorado tourism office Destination Development grant of \$16,000. This program involves developing social media content to promote responsible recreation in Buena Vista & Salida as well as fundraising for local nonprofits and volunteerism for events. Finish Deadline April 2025.

Liz - I don't understand, the money goes to the non profits?

Scott - It goes towards promotion of the non profits. Promoting their volunteer events and their causes.

### Elevating Colorado's Music Scene Initiative

The Chaffee County Visitors Bureau has applied for a Matching Marketing Grant to 'Elevate Colorados Music Scene in Chaffee County. The focus of this plan is to promote the robust local music tourism strategy, integrating off-peak music events to draw visitors. \$60,000 Budget \$20,000 Match Announcement January 2025. We are awaiting the approval of this grant.

### Destination Stewardship Strategic Plans

The CTO recently launched the Destination Stewardship Strategic Plans, an innovative approach to tourism focused on the needs of Colorado's communities. This groundbreaking initiative features a statewide plan along with eight regional plans,

providing a strategic framework for promoting sustainable and regenerative tourism at the local level. We invite our partners to visit [CTOstewardship.com](https://CTOstewardship.com), our new website where you can explore the plans and access valuable resources to help implement destination stewardship projects in your community.

**Scott** - I went to the Colorado Governor's Tourism Conference which is an annual event. There are a bunch of different seminars that happen over the weekend. Key Travel Trends for 2024 are:

1. Rise of Experiences:
2. Sustainability:
3. Transformational Technology:

**5. 3:30 PM Discussion of the importance of tourism and visitors to the local economy - Jake Rishavy, Executive Director of the Chaffee County Economic Development Corporation (EDC.)**

**Jake** - I really appreciate the opportunity to speak with this group. I want to start with what we do with the EDC. These are the three focus areas for the EDC: Startup/Scale-up support, Talent pipeline and work based learning (WBL), Public Policy Education and Advocacy. This has been a really tough location to live and grow a career. Our strategy is to build a year round economy that is less dependent on tourism. We love tourism as an organization. It's the reason we are experiencing growth in this community. But you don't want to be reliant on any one industry. We have experienced the boom and bust cycle. So a lot of our effort is building that year round business. We have a program called Ascent that takes local entrepreneurs to help create year round jobs. We are also trying to build the culture. Our key event is the Ascent Launch.

As far as tourism is concerned, it is a major driver in this community. It's exciting to talk to a group of people at this meeting that are growth oriented. But growth is a delicate topic in a community like this. But the reality is tourism puts food on the table for a lot of our local businesses. We are seeing tourism wane a bit, and that impacts our local independent businesses. And that's where we overlap with public policy. For me, it's a bit of a concern that we are making public policies about current states, not future states, specifically with regards to tourism. I've worked enough with tourism and I know that it's not the kind of thing you can neglect and then just turn back on. We have built the reputation of this community as being visitor friendly and I think we need to work hard to maintain that. We as an organization will continue to focus on the big picture items like employee housing, child care, but we still need to focus on supporting tourism. That is the difference between what we as an organization, and as a

community, do differently than other rural communities. I understand the anxieties we feel as a small town but I'm proud with how this one is handling it.

**Scott** - Great job Jake, thank you. I'm going to share some data with you here. It is pretty impressive how much visitor's spend here. There are a lot of benefits for tourism. The MO of the Visitor's Bureau has always been to support the off season, to build a sustainable year round economy.

**Jake** - I appreciate that perspective. I'm curious about how local businesses saw tourism this past summer and numbers and data.

**Scott** - It varies, but a lot of businesses have been down. Rafting was down.

**Jamie** - I see a disconnect between community members and business owners and I wonder if there is a way to pull them together. It seems there is a push for tourism by business owners and not from locals.

**Jake** - I would push back on that a little. There is a small amount of anti growth people in this community but they are very vocal. We do see a lot of support from this community for growth.

**Lori** - I agree with Jamie's opinion to possibly have a public forum of sorts. But looking at REI during the pandemic and we could have seen that certain sales would have skyrocketed afterwards. I guess I just don't understand the push for not supporting tourism financially.

**Liz** - I don't think it's a small group of people who don't want it. It does need to growth in a way that is smart and respects the locals.

**Sarah** - We have definitely seen a shift from retail to experience. People spent a lot of money over covid, and they don't need to buy \$800 waders anymore. But they continue to come here when we push tourism to be a part of this community. We are creating customers through promoting the lifestyle.

## **6. Board Member Reports – up to 15 minutes Questions and comments about board reports**

**Liz** - We have business after hours this Thursday. We have our annual members meeting this Monday.

**Travis** - Not much going on here. Just waiting for the new restaurant to get built.

Scott - Are rafting numbers out?

Travis - No but speaking to other companies it seems we are about 15% down

**Jamie** - This is the time of year I start focusing on 2025. We are rolling out a women's event in 2025, and all of our workshops. We are paring down some of the workshops. For me personally, we have had tons of consulting requests. More we can keep up with. And a lot of businesses are looking for financial help, either to buy real estate for their business so they don't rent or to scale.

**Katie** - 50/285 still under construction. They are hoping to have it done in November which we are hoping will happen before the snow falls. We also have a ballot option in Poncha for a 1% sales tax increase. We are not associated with the Chaffee Housing Association, we will use it for a police force.

**Lori** - We continue to be busy here. I want to commend the Fairgrounds for their event about hazardous waste. We have one about disposing of electronics. We have been going through some adjustments as a Chamber. But we are still doing strong.

**Jillian** - Everything is great at the Chalets. We have had a lot of last minute bookings with this great fall we have been having. Headed into the slow season but feeling hopeful. We run promotions for Monarch Pass holders.

**Sarah** - We have been really busy despite it being the off season. The nice weather had really been helping.

**PT** - We have been working with Xcel about the power outages, we are not yet to a solution but we are working on it.

**7. Meeting Adjourned 4:28**

# Marketing Directors Report October 22, 2024

Lodging Tax YTD +23%  
1 YEAR 1+3%

## VISITOR GUIDES

12,000 new visitor guides  
printed 11/13/23

12,000 visitor guides mailed  
YTD

0 visitor guides remaining



# Colorado Tourism Office

## Tourism Paid Media Cooperative

The CCVB applied and was approved for a Colorado Tourism Office Tourism Paid Media Cooperative: \$20,000 PARTNER INVESTMENT + \$25,000 CTO MATCH  
 TOTAL TIER VALUE: \$74,968  
 Estimated impressions 5,765,164

| Media Tactics                                                           | Tier 1<br>\$20,000 + match | Tier 2<br>\$20,000 + match | Tier 3<br>\$20,000 + match | Tier 4<br>\$20,000 + match |
|-------------------------------------------------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| eTarget Email<br>(Shared or Dedicated - Dedicated at Tier 1 level only) | Dedicated Email            | Shared Email               | Shared Email               | Shared Email               |
| Sojern Travel Programmatic Display                                      | X                          | X                          | X                          | X                          |
| Simpli.fi Native                                                        | X                          | X                          | X                          |                            |
| Tripadvisor OTA Digital Display                                         | X                          | X                          |                            |                            |
| Undertone Rich Media Map Unit*                                          | X                          | X                          |                            |                            |
| Digilant Travel Programmatic Image Carousel*                            | X                          |                            |                            |                            |
| MIQ Sequential Digital Display                                          | X                          |                            |                            |                            |
| Total Media Value                                                       | \$74,968                   | \$48,462                   | \$17,625                   | \$10,250                   |
| Estimated Impressions                                                   | 5,765,164                  | 3,576,523                  | 1,800,000                  | 900,000                    |

## **The Chaffee County Visitors Bureau is applying for the Colorado Tourism Office's Destination**

The Chaffee County Visitors Bureau is applying for the Colorado Tourism Office's Destination Development Mentor Program to support the creation of a business and marketing plan for their initiative, "Elevating the Chaffee County Music Scene." This program aims to match destination organizations and industry partners with experienced tourism consultants who provide expertise, resources, mentorship, and capacity building.

If selected, the Chaffee County Visitors Bureau will receive 100 hours of consulting services, allowing them to advance their priority project of promoting the local music scene. This initiative aligns with the goals of the Colorado Tourism Office's Destination Stewardship Strategic Plan, which seeks to enhance destination stewardship across the state.



## Colorado Tourism Office Accessible Travel Program

The CCVB is applying to participate in The Accessible Travel Program, with the Colorado Tourism Office. Would you be willing to participate as a local tourism stakeholders that will serve on the core team or suggest someone that might be a good fit. (Deadline October 10, 2024)

### Program Overview:

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.



## Responsible Recreation and Community Engagement

This project is funded by a Colorado tourism office Destination Development grant of \$16,000. This program involves developing social media content to promote responsible recreation in Buena Vista & Salida as well as fundraising for local nonprofits and volunteerism for events. Finish Deadline April 2025.



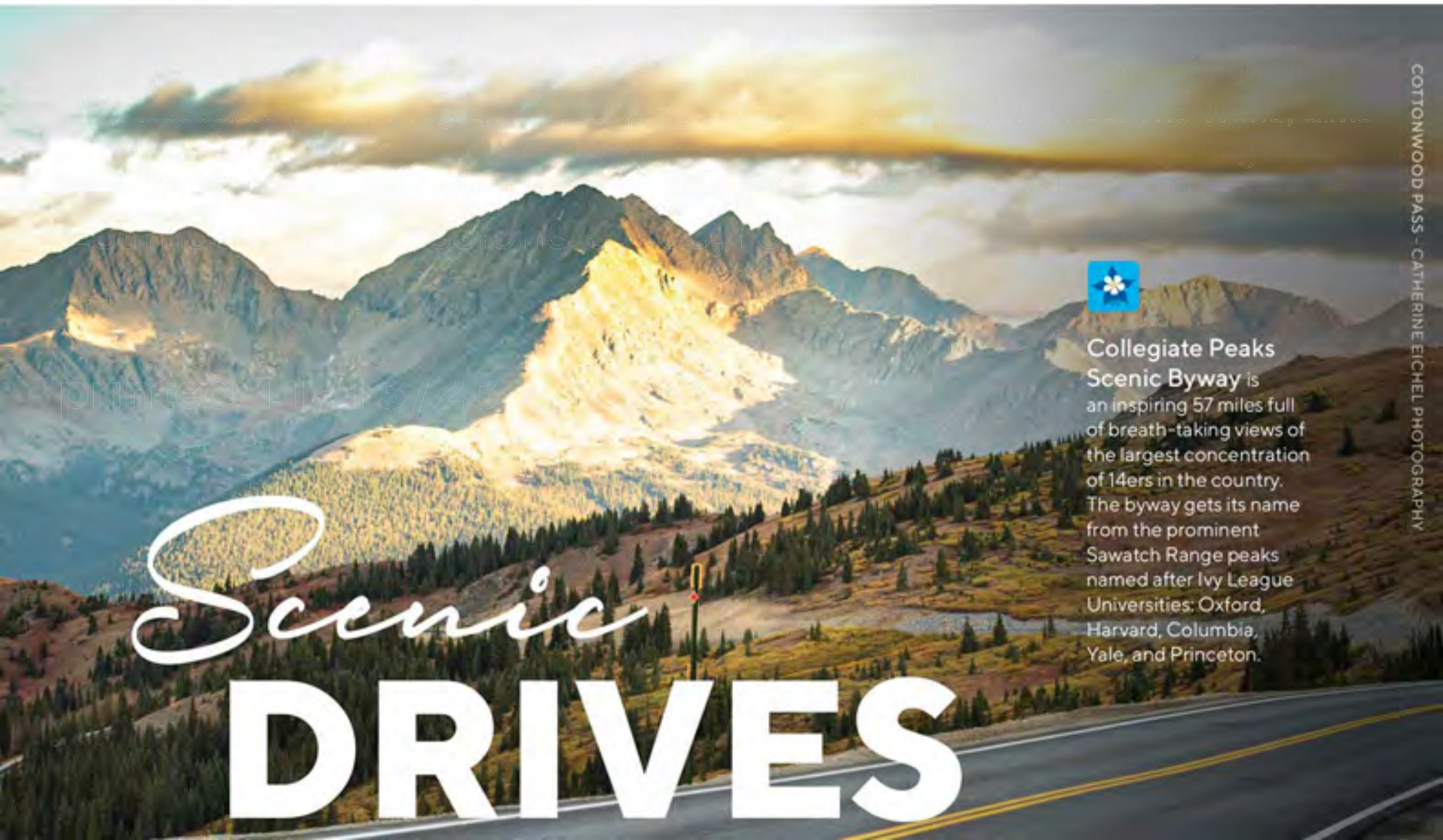
## **Elevate Colorado's Music Scene in Chaffee County Music Scene Initiative**

The Chaffee County Visitors Bureau has applied for a Matching Marketing Grant to 'Elevate Colorado's Music Scene in Chaffee County. The focus of this plan is to promote the robust local music tourism strategy, integrating off-peak music events to draw visitors. \$60,000 Budget \$20,000 Match Announcement January 2025



## Tourism Video Projects

The Visitors Bureau's continually produces 3 minutes of video each week. This program gives Chaffee County an advantage over other destinations with this robust campaign at a very discounted rate.



**Collegiate Peaks  
Scenic Byway** is  
an inspiring 57 miles full  
of breath-taking views of  
the largest concentration  
of 14ers in the country.  
The byway gets its name  
from the prominent  
Sawatch Range peaks  
named after Ivy League  
Universities: Oxford,  
Harvard, Columbia,  
Yale, and Princeton.

## Destination Stewardship Strategic Plans

The CTO recently launched the Destination Stewardship Strategic Plans, an innovative approach to tourism focused on the needs of Colorado's communities. This groundbreaking initiative features a statewide plan along with eight regional plans, providing a strategic framework for promoting sustainable and regenerative tourism at the local level





# GOVERNOR'S CONFERENCE

COLORADO TOURISM OFFICE

Town of Mt. Crested Butte | September 25-27, 2024

**Developing Unique Visitor Experiences**





Marketing Directors Report  
October 22, 2024

Lodging Tax YTD +23%  
1 YEAR 1+3%

### **VISITOR GUIDES**

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

The visitor guide has been used as a **lead generation campaign**. Specifically, this type of campaign is an **incentive-based lead capture** campaign, where the incentive (the printed guide) encourages people to provide their contact information.

This campaign will be recreated as a **Content Marketing Campaign**: We will offer digital content like downloadable visitor guide, travel itineraries that require users to provide their email addresses to access. **Social Media Contest or Giveaway Campaign**: We will run a contest on platforms like Instagram or Facebook where entry requires participants to provide their email addresses. Prizes could include local experiences, free stays, or tickets to events in Chaffee County. **Pop-up Forms on Website**: Implement strategic pop-up forms on the Chaffee County Visitors Bureau website that offer a digital version of the visitors guide or other incentives in exchange for an email sign-up. **Email Drip Campaigns with Subscription Incentives**: We will offer a series of themed emails where users receive valuable content after subscribing with their email.

### **PROJECTS:**

#### **Colorado Tourism Office Tourism Paid Media Cooperative**

The CCVB applied and was approved for a Colorado Tourism Office Tourism Paid Media Cooperative: \$20,000 PARTNER INVESTMENT + \$25,000 CTO MATCH  
**TOTAL TIER VALUE: \$74,968**  
Estimated impressions 5,765,164

The Tourism Paid Media Cooperative or Co-op helps Colorado tourism partners maximize their advertising and marketing dollars through group purchasing of media buys. Group purchasing creates discounts, because prices become cheaper when they are purchased at a higher volume.

**Tier 1 - \$20,000**  
\$20,000 PARTNER INVESTMENT + \$25,000 CTO MATCH  
**TOTAL TIER VALUE: \$74,968**

| Media Tactics                                                           | Tier 1<br>\$20,000 + match | Tier 2<br>\$10,000 + match | Tier 3<br>\$3,000 + match | Tier 4<br>\$1,500 + match |
|-------------------------------------------------------------------------|----------------------------|----------------------------|---------------------------|---------------------------|
| eTarget Email<br>(Shared or Dedicated - Dedicated at Tier 1 level only) | Dedicated Email            | Shared Email               | Shared Email              | Shared Email              |
| Sojern Travel Programmatic Display                                      | X                          | X                          | X                         | X                         |
| Simpli.fi Native                                                        | X                          | X                          | X                         |                           |
| Tripadvisor OTA Digital Display                                         | X                          | X                          |                           |                           |
| Undertone Rich Media Map Unit*                                          | X                          | X                          |                           |                           |
| Digilant Travel Programmatic Image Carousel*                            | X                          |                            |                           |                           |
| MIQ Sequential Digital Display                                          | X                          |                            |                           |                           |
| Total Media Value                                                       | \$74,968                   | \$48,462                   | \$17,625                  | \$10,250                  |
| Estimated Impressions                                                   | 5,765,164                  | 3,576,523                  | 1,800,000                 | 900,000                   |

### Shared and dedicated email

Reach travelers through a one-to-one communication channel. This channel extends the Colorado Tourism Office's reach by purchasing audience lists and custom publisher emails. Shared emails feature up to six partners in the same email. Dedicated emails feature only one partner with 100% share of voice and options to target a more diverse and representative audience segment.

### Sojern Travel Programmatic Digital Display

Leverage travel data partner data offered through Sojern to target high-value consumers who have not booked their trip to Colorado but are demonstrating intent and drive conversions to Colorado Tourism Office partner websites as they plan.

### Sequential Digital Display with MIQ

Partners benefit from Colorado's custom audiences and hyper-targeted digital approach to reach consumers through a seamless sequential messaging strategy at the final stage when they are ready to book.

### Online travel agency (OTA) digital display

With the ability to reach consumers in the midst of trip planning and influence consumers through each stage of planning, online travel agencies can hyper-target with their proprietary data. Our partnership allows placements on Tripadvisor, which otherwise could have a hefty minimum spend requirement as a barrier for many destinations and attractions.

### Native Ads

Leverage advertisements that feel natural and cohesive on publisher sites to encourage engagement.

### Travel programmatic digital display

Leverage travel data partner data offered through Sojern to target high-value consumers who have not booked their trip to Colorado but are demonstrating intent and drive conversions to Colorado Tourism Office partner websites as they plan.

### Undertone Rich Media Map Unit

Participate in a custom map unit that allows partners to feature their attraction/destination in a unique way that drives interest and visitation.

## Destination Development Mentor Program

The Chaffee County Visitors Bureau is applying for the Colorado Tourism Office's Destination Development Mentor Program to support the creation of a business and marketing plan for their initiative, "Elevating the Chaffee County Music Scene." This program aims to match destination organizations and industry partners with experienced tourism consultants who provide expertise, resources, mentorship, and capacity building.

If selected, the Chaffee County Visitors Bureau will receive 100 hours of consulting services, allowing them to advance their priority project of promoting the local music scene. This initiative aligns with the goals of the Colorado Tourism Office's Destination Stewardship Strategic Plan, which seeks to enhance destination stewardship across the state.

---

## Accessible Travel Program

The CCVB is applying to participate in The Accessible Travel Program, with the Colorado Tourism Office. Would you be willing to participate as a local tourism stakeholders that will serve on the core team or suggest someone that might be a good fit. (Deadline October 10, 2024)

### Program Overview:

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.

Core team member's

Lori Roberts, Director of the Salida Chamber of Commerce [lori@salidachamber.org](mailto:lori@salidachamber.org)

Liz Morgan, Director of the Buena Vista Chamber of Commerce

[director@buenavistacolorado.org](mailto:director@buenavistacolorado.org)

Earl Richmond Recreation Department- Town of Buena Vista [erichmond@buenavistaco.gov](mailto:erichmond@buenavistaco.gov)

Mike Post Director Salida Parks & Recreation [diesel.post@cityofsalida.com](mailto:diesel.post@cityofsalida.com)

Jon Terbush Executive Director Salida Mountain Trails [jon.terbush@salidatrails.org](mailto:jon.terbush@salidatrails.org)

Betsy Dittenber Executive Director Chaffee County Community Foundation

[Betsy@chaffeecommunity.org](mailto:Betsy@chaffeecommunity.org)

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

### Program outcomes include:

Wheel The World on-site assessments and reports for selected sites

Online course to train hospitality professionals about accessible travel

Booking solution at [wheeltheworld.com](https://wheeltheworld.com) for all verified sites

Accessible travel core team

Recommendations on continued work once the program is complete

Up to three destination organizations will be selected to participate. Selected destinations will be paired with a tourism consultant who will serve as their lead point of contact throughout the program.

**Program elements include:**

Education and stakeholder engagement  
Wheel The World site assessments  
Marketing and promotion  
Final program summary report and recommended next step

**Program Timeline:**

August 27, 2024 Applications open  
October 10, 2024 Applications close  
October 24, 2024 Award notifications  
November 2024 Program kick-off  
June 2025 Program ends

---

**Responsible Recreation and Community Engagement**

This project is funded by a Colorado tourism office Destination Development grant of \$16,000. This program involves developing social media content to promote responsible recreation in Buena Vista & Salida as well as fundraising for local nonprofits and volunteerism for events. Finish Deadline April 2025.

---

**Elevating Colorado's Music Scene Initiative**

The Chaffee County Visitors Bureau has applied for a Matching Marketing Grant to 'Elevate Colorado's Music Scene in Chaffee County. The focus of this plan is to promote the robust local music tourism strategy, integrating off-peak music events to draw visitors. \$60,000 Budget \$20,000 Match Announcement January 2025

---

**Tourism Video Projects**

The Visitors Bureau's continually produces 3 minutes of video each week. This program gives Chaffee County an advantage over other destinations with this robust campaign at a very discounted rate.

---

**Destination Stewardship Strategic Plans**

The CTO recently launched the Destination Stewardship Strategic Plans, an innovative approach to tourism focused on the needs of Colorado's communities. This groundbreaking initiative features a statewide plan along with eight regional plans, providing a strategic framework for promoting sustainable and regenerative tourism at the local level. We invite our partners to visit [CTOstewardship.com](https://CTOstewardship.com), our new website where you can explore the plans and access valuable resources to help implement destination stewardship projects in your community.

Learn more about the Destination Stewardship Strategic Plans and implementation with these recorded webinars:

- [Statewide Plan](#)

- [Pikes Peak Wonders](#)
  - [CCVB Stewardship Plan](#)
  - [CCVB Stewardship Video](#)
-

**Overview:** This presentation outlines key trends and strategies in tourism based on findings from the GOVCON sessions. The focus is on trends that can impact Chaffee County's tourism efforts and how they align with existing or potential projects to enhance tourism marketing.

---

### Key Travel Trends for 2024

#### 1. Rise of Experiences:

- Travelers increasingly seek **immersive, authentic experiences** over material goods.
- **Culinary travel**, local events, and tours drive decisions.
- **Application for Chaffee County:** Build on existing experiences like **river surfing in Salida** or **local festivals**. Consider promoting unique **music events** and **seasonal activities** to attract experience-focused tourists.

#### 2. Sustainability:

- Growing demand for **eco-friendly** travel, with visitors favoring destinations that prioritize environmental responsibility.
- **Application for Chaffee County:** Leverage sustainability as a marketing angle, promoting initiatives like **low-impact adventure activities** and encouraging **responsible recreation** through campaigns like **The Adventure By Nature Pledge**.

#### 3. Transformational Technology:

- **AI and social media** are reshaping travel planning, offering personalized recommendations.
  - **Application for Chaffee County:** Continue integrating technology into **visitor engagement** strategies by enhancing **social media presence** and using **AI tools** for targeted marketing.
- 

### Arts & Creativity in Tourism

#### 1. Cultural Tourism:

- Arts & Music tourism contributes significantly to local economies, with tourists spending **60% more** than average.
  - **Application for Chaffee County:** Explore creative collaborations, like integrating **local artists and music events** into the visitor experience, promoting **arts festivals**, or promoting **music venues**.
- 

### Developing Unique Visitor Experiences

#### 1. Community Collaboration:

- Success hinges on leveraging local assets and engaging the community in tourism development.
- **Application for Chaffee County:** Strengthen ties with **local businesses** and **community groups** to co-create tourism experiences. Build on off season events like **14erFest** to diversify offerings and extend the tourism season.

#### 2. Sustainable Tourism Events:

- Focus on **year-round** tourism rather than single events, such as using **guides or maps** to promote off-season activities.
  - **Application for Chaffee County:** Develop **seasonal adventure guides** to distribute visitor traffic across the year and focus on sustainability in outdoor activities.
-

## Outdoor Adventure Storytelling

### 1. Storytelling for Adventure Tourism:

- Travelers seek **relevant, timely stories** that connect them to the destination's adventure potential.
  - **Application for Chaffee County:** Build on existing efforts to promote **river sports, mountain biking, hot springs, arts, and hiking**, ensuring media campaigns focus on **authentic, immersive experiences**. Highlight **off-the-beaten-path** destinations to avoid overtourism and provide a more intimate experience.
- 

## Destination Stewardship Strategic Plan

### 1. Sustainable Tourism Goals:

- Focus on protecting natural resources, involving **local communities**, and promoting **inclusive, sustainable practices**.
  - **Application for Chaffee County:** Continue building stewardship programs like **The Adventure By Nature Pledge**, and expand **community engagement efforts** to ensure residents benefit from tourism growth while preserving environmental integrity.
- 

## Harnessing AI in Travel

### 1. Applications for Chaffee County:

- Use **AI-driven tools** to offer **personalized itineraries** and recommendations to potential visitors.
  - Develop **targeted social media campaigns** using AI to engage younger travelers who rely on digital tools for travel planning.
- 

## Accessibility in Tourism

### 1. Amplifying Accessible Travel:

- **Accessible travel** is a growing priority for travelers, with a focus on inclusivity and accessibility.
  - **Application for Chaffee County:** Evaluate current accessibility offerings and work towards **enhancing inclusivity** in local attractions, accommodations, and transportation options to cater to all travelers.
- 

## Conclusion

The trends discussed during GOVCON provide a comprehensive look at the future of tourism. Chaffee County Visitors Bureau can leverage these insights to:

- **Promote sustainable practices.**
- Enhance **visitor experiences** with local culture, art, music and community-driven initiatives.
- Adopt **innovative technologies** to streamline visitor planning and engagement.
- Focus on inclusive, **accessible tourism** and build strong **community relationships** to ensure long-term sustainability.

WEBSITE TRAFFIC

228,000 227,000 New Users YTD 2023  
206,000 204,000 New Users YTD 2024 -10%

EMAIL CAMPAIGN

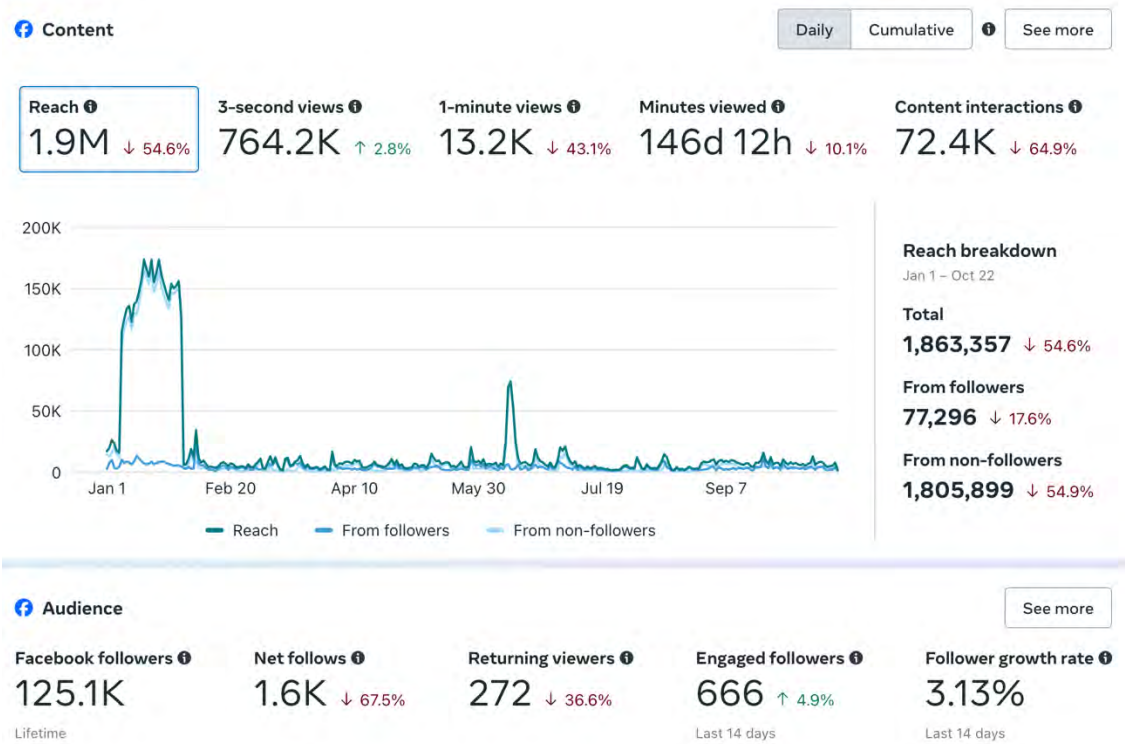
101.3k Active Email Contacts  
401.7kEmails sent  
45% Open rate

SOCIAL MEDIA

LAST 28 DAYS

2023 MONTHLY SPEND: \$0 Start 10/31  
2024 MONTHLY SPEND: \$521 Destination Management Grant  
SPEND START November 6, 2024

YTD



Performance

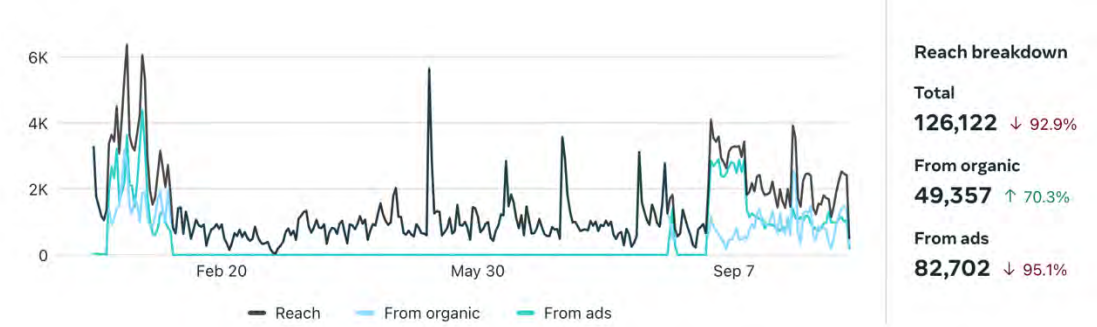
Daily Cumulative ⓘ

**Reach ⓘ**  
126.1K ↓ 92.9%

**Content interactions ⓘ**  
14.1K ↑ 100%

**Followers ⓘ**  
Lifetime  
40.5K

**Link clicks ⓘ**  
1.2K ↓ 70.3%



Benchmarking

Business comparison Businesses to watch

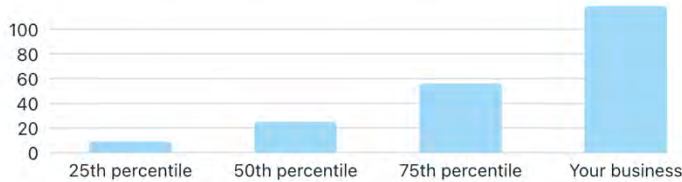
Compare your performance against businesses in the **Transportation & Accommodation Services** category  
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

119

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 ⓘ

125.1K

Higher than others

Typically: 15.4K

Follows ⓘ

193

Similar to others

Typically: 118

Content interactions ⓘ

6.2K

Higher than others

Typically: 1.4K

Benchmarking

Business comparison

Businesses to watch

Compare your performance against businesses in the Local Events category

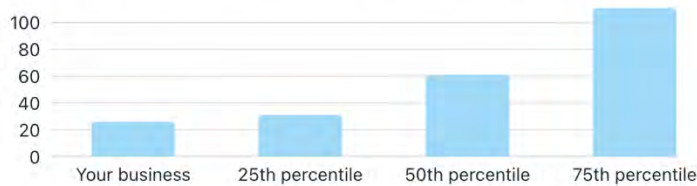
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

26

Lower than others

How often your business published versus others in this category



Over the last 28 days, you typically published fewer posts and stories compared to other businesses in this category. Consider posting regularly and more often.

Create post

Instagram followers ⓘ

40.5K

Higher than others

Typically: 3K

Follows ⓘ

569

Higher than others

Typically: 91

Content interactions ⓘ

2.8K

Higher than others

Typically: 1.1K

BOOKING DIRECT

2024 16% Of Visitors To The Website Searched For Lodging

Book > Direct: Performance Summary

▼ ⌵ Date: Year to Date ▼

|                    |                 |                               |                              |
|--------------------|-----------------|-------------------------------|------------------------------|
| Global Booking CVR | Bookings (Est.) | Average Booking Amount (Est.) | Total Booking Revenue (Est.) |
| 1.91%              | 218.62          | \$352.45                      | \$77,052                     |

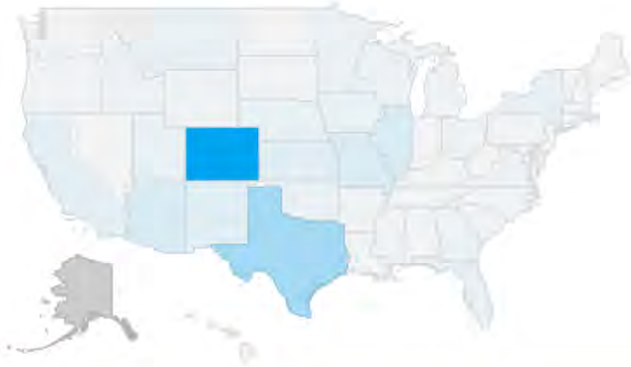
|          |                                    |                                           |                               |                   |
|----------|------------------------------------|-------------------------------------------|-------------------------------|-------------------|
| Searches | Average Days in Advance (Searches) | Average Length of Stay in Days (Searches) | Average Daily Rate (Searches) | Cost Per Referral |
| 37,542   | 40.05                              | 2.5                                       | \$146.85                      | \$15.98           |

|           |                                     |                                            |                                |              |
|-----------|-------------------------------------|--------------------------------------------|--------------------------------|--------------|
| Referrals | Average Days in Advance (Referrals) | Average Length of Stay in Days (Referrals) | Average Daily Rate (Referrals) | Referral CVR |
| 11,485    | 29.2                                | 2.5                                        | \$141.87                       | 1.70%        |

Book > Direct: Performance Summary

▲ ⌵ Date: Year to Date ▼

Referrals by State



| State ⌵    | Referrals ⌵ |
|------------|-------------|
| Colorado   | 4,493       |
| Texas      | 1,452       |
| Illinois   | 482         |
| Arizona    | 480         |
| Missouri   | 427         |
| New Mexico | 350         |
| Totals     | 11,312      |

## **VIDEO PROJECTS**

### January

[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](#)

### February

[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](#)

### March

[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](#)

## April

[Libations Loop Springtime Expertise](#)  
[Discover Nature's 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 Vista's Outdoor Paradise](#)  
[Arkansas River of Buena Vista and Salida](#)

## May

[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](#)

## June

[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](#)

## July

[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](#)

**August**

[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](#)

**September**

[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](#)

[Four Mile Destination video 2024](#)

[AHRA Destination Video 2024](#)

[Rainbow Trail Destination Video 2024](#)

[St Elmo in the Fall](#)

[Twin Lakes Destination Video 2024](#)

[Turquoise Lake Destination Video 2024](#)

October

[Clear Creek Reservoir Destination Video 2024](#)

[Collegiate Peaks Destination 2024](#)

[Adventure in the Sawatch Mountains](#)

[The Sangre de Cristos Destination Video](#)

[Salida Farmers Market 2024](#)

[Salida Art Walk](#)