



AGENDA

Chaffee County Visitors Bureau Board Meeting

3:00 PM Tuesday, October 28, 2025

Location:

VIRTUAL

In Attendance: Scott Peterson , Jillian Chernofsky, Travis Hochard , Dave Armstrong , Gina Lucrezi , Chris Haggerty , PT Woods, Terry Deveney Sara Law, Katie Davis, Lance Kittle , Ashley Ahlene, Public Salida Gunshop-Josiah, Joni Baker

1. **Call to Order** 3:05 pm
2. **Public Comment Period** – limited to 3 minutes per person
 - a. No public comment
3. **Approval of September 30, 2025 Board Meeting Minutes**
 - a. Katie makes a motion to approve the meeting minutes. Jillian seconded.
4. **Discuss the lodging tax ballot measure - Ashley Ahlene, Chaffee County Business Alliance**
 - a. Ashley from the Chaffee County Business Alliance presented their opposition to Measure 1A, which would increase the lodging tax rate. They argued that while a lodging tax could be beneficial, the current measure lacks strategic planning, community input, and proper review mechanisms. The alliance emphasized that the proposed tax increase could burden small businesses already struggling with inflation and declining visitation, and urged voters to consider the economic uncertainty before supporting the measure.
 - b. Ashley spoke against a proposed tax measure, urging fellow voters and small business owners to vote no for a better outcome. Scott Peterson provided insights into the current state of the lodging industry, highlighting declining occupancy rates and revenue, and expressed concerns about the future of tourism due to economic uncertainties and natural disasters. Both Ashley and Scott emphasized the importance of supporting local businesses and the need for adequate funding for marketing efforts to boost visitation.
 - c. This website highlights why we need smarter spending, not more taxes.
www.1avoteno.com

This article highlights the importance of not harming our tourism market by imposing additional tax hikes.

[Chaffee County's Lodging Tax Hike Risks Hurting Local Jobs and Tourism](#)

5. Marketing Director Report

- a. Scott shared that the Chaffee County Visitors Bureau received a Colorado Tourism Office matching grant for the fiscal year 2026, which will fund a visitor intelligence project. The project aims to analyze data on different visitor segments and events in Chaffee County, with a budget of \$77,500, including a \$47,000 grant and a \$37,500 contribution from the Visitors Bureau. The project will provide monthly visitor dashboards, quarterly reports, and economic impact trends to guide future marketing efforts and infrastructure planning.
- b. Scott reported on the website's performance, noting a 4-minute average dwell time and a 16,000% increase in website traffic from paid social media. He also highlighted the need to adapt to AI's impact on website traffic and search results.
- c. Scott is conceptualizing a marketing campaign focusing on "leaf crunching season" to extend the fall season. Terry shared an experience during her international travels with a light installation that happened in a small town to help increase visitation before the slower season. Scott shared a similar concept for Chaffee that he thought would boost visitors and create a neat guest experience.
- d. The online marketing budget has a remaining \$100,000-\$120,000 for the rest of the year to spend to help increase online engagement and drive traffic to our County.

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

- a. **Jillian-** Shared that interviews will air on KHEN on 10/31 with Megan Kingmann and PT Wood discussing the pros and cons of the 1A ballot measure. 3% decrease in occupancy at the chalets for September and October 2025 compared to 2024. Jillian shared her Winter discount packages for guests to help increase repeat clientele and encourage people to book during the weekdays.
- b. **Travis-** River Runners down 5% in visitors, up 2% in revenue due to a pricing increase.
- c. **Joni-** Winter and Fall bookings have been weird this year, not planning as far ahead. "Hold on and see what happens."
- d. **Terry-** Reservations are pacing below last year, the number of bookings is "looking scary." Pinon is focusing on having to offer incentives to encourage bookings. Terry shared her concerns over Airbnb passing the booking fee to the hotels instead of to the consumer.
- e. **Chris-** No Name expansion is on track. Gaining media exposure on the Front Range for the new terrain. Ticket pass sales are up. Chris spoke to his intention to develop lodging package options with lift tickets for future seasons.
- f. **Lance-** Chamber has been busy with media shoots to help promote local businesses through social media and newsletters. Constant Contact has been really helpful.

7. Meeting Adjourned 4:03 pm



Marketing Director's Report

October 28, 2025

Colorado Tourism Office's FY26 Tourism Marketing Grant program

Congratulations on Chaffee County Visitors Bureau's award through the Colorado Tourism Office's FY26 Tourism Marketing Grant program. We are pleased to make this investment in your organization and to drive economic growth throughout Colorado.

The Colorado Tourism Office will make an official announcement of the FY26 Tourism Marketing Grant recipients on 10/30/2025. **Until that time, this information is under embargo.** We kindly ask that you refrain from publicly announcing your award until after 10/30/2025. The CCVB will send out a press release at that time announcing this grant award. This is a highly competitive grant process.

Investing In Visitor Intelligence

Chaffee County will become a statewide leader in using data to drive tourism success.

Purpose:

To use advanced data tools to identify Chaffee County's most valuable visitors—those who stay longer, spend more, return often, and engage with multiple activities.

Why It Matters:

- Our current marketing efforts lack hard data to define success.
- This project provides insights into who our best guests are and which events or promotions bring them.
- Helps guide future investment, advertising, and infrastructure planning.

Key Goals:

- Compare visitor segments: music lovers, rafters, bikers, hot springs guests, art lovers, aerial adventurers, and winter travelers.
- Measure the impact of 6 events (3 in Buena Vista, 3 in Salida).
- Improve ad performance through visitor attribution.

Deliverables:

- Monthly visitor dashboards (by persona and event)
- Quarterly reports (economic impact, trends)
- Annual board presentation with KPIs

- Infographic profiles of our top 3 visitor types
- Contracted tourism data specialist for reporting

Budget Overview:

- Total Cost: \$77,500
- Grant Request (CTO): \$40,000
- CCVB: \$37,500

Budget & Lodging Tax Overview

YTD 2025 Lodging Tax Revenue: 1,055,534.33 (-3% year-over-year)

3% Drop in lodging tax may not sound like much but it equates to a drop of \$2,289,576.92 in lost lodging revenue.

October 2025 Lodging Tax Collection: \$20,490.38

Annual Marketing Budgets:

- **2022:** \$1,431,019
- **2023:** \$668,105
- **2024:** \$457,655
- **2025:** \$580,200
- **2026 Proposed** \$595,100.00

8-21-2025-RESERVES \$1,112,000

Digital Metrics

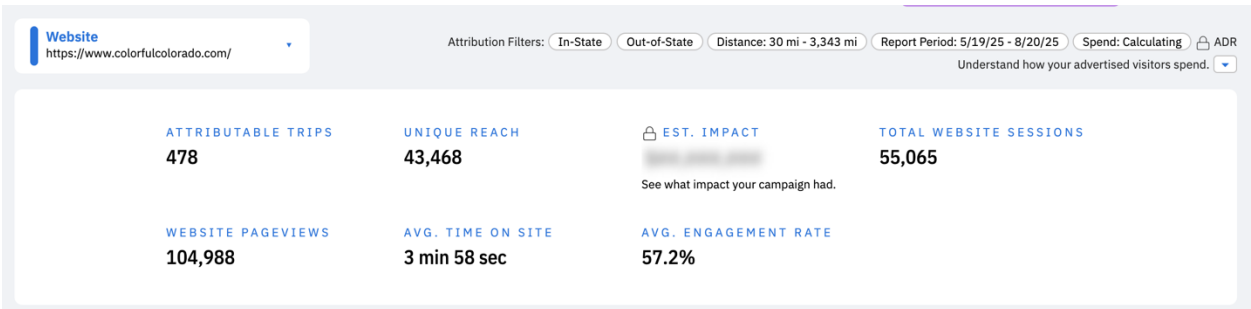
Website Performance:

- **2023 YTD:** 231,000 sessions
- **2024 YTD:** 204,000 sessions
- **2025 YTD:** 219,000 sessions
- **Last 30 Days:** 36,000 sessions

No tracking July – October something wrong with Google Analytics

DATAFY REPORT 55,065 website visits 478 visitors showed up

Our campaigns prioritize inspiring visitation through social video, not just driving website clicks—especially since we no longer produce a printed visitor guide. The lift in actual visitors indicates this approach is working.



- Overview
- High on-site quality: With 57% engagement and ~4-minute dwell, campaign-driven visitors are reading and clicking—good signal for itinerary-building content.
 - Short, mostly in-state stays: Front-range counties lead trip volume, but length of stay is shorter than the destination average. Maricopa, AZ pops with fewer trips but longest stays (3.1 days)—good candidate for longer-stay targeting.

Visitor Days Spent (all visitors, 2023–2024)

- **1-day:** 5,586,829 (57.3%)
 - **2-day:** 1,939,051 (19.9%)
 - **3-day:** 1,310,393 (13.4%)
 - **4-day:** 908,967 (9.3%)
- Takeaway:** ~77% of all visitor-days come from **1–2-day trips**. That “short-break” profile matches your campaign’s **1.8-day** ALOS and your media mix (video + social), which excels at fast awareness + near-term activation.

Social Media Spend

\$11,283.25

We started multiple different highly targeted campaigns primarily in Colorado. A few campaigns targeted throughout the united states targeting our contact list and followers.

Campaign name	Reach	Impressions	Frequency	Spent
Totals	881,361	1,485,794	1.68579504	11,283.25
Fall Fishing	341,709	696,261	2.03758461	5511.37

St Elmo	399,255	443,062	1.10972186	3326.77
Buena Vista & Salida	130,999	228,092	1.7411736	1768.46
Fall Mountain Biking	108,970	118,379	1.08634487	676.65

New users by

First user primary channel grou... ▼



FIRST USER PRIMARY CH...

NEW USERS

Organic Search	65K	↓ 23.7%
Paid Social	52K	↑ 16,243.8%
Direct	22K	↓ 21.4%
Organic Social	4.5K	↓ 87.4%
Email	9.9K	↓ 54.0%
Referral	21K	↑ 114.7%
Display	19K	↑ 56.8%

The industry is showing about a 22% decline in website traffic due to AI. Website traffic is expected to decline due to AI answers. Websites will feed AI information. Tactic is to create blogs about questions people may ask about destinations to show up on AI results. Very few click through to websites from AI results.

Our continued focus on organic visibility, paid social, partnerships, and email marketing is proving highly effective in maintaining strong web traffic.

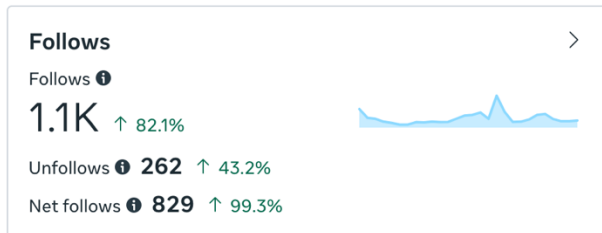
Constant Contact Email Campaign Performance — YTD 2025

- **Active Contacts:** 68,845 declining due to no visitor guide top request
- **Total Emails Sent:** 406,921
- **Average Open Rate:** 47% (Industry Average: 21%)

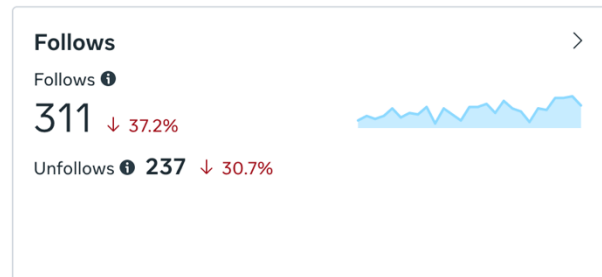
Our email campaigns significantly outperform industry benchmarks, highlighting the effectiveness of our messaging, growing audience, and targeted approach.

Last 28 Days

Customize view: Business ▼



Customize view: Business ▼



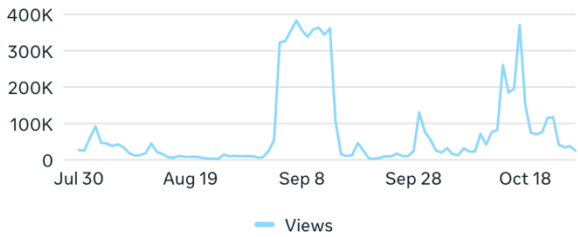
90 Days

FACEBOOK

Views ⓘ

Export ▾

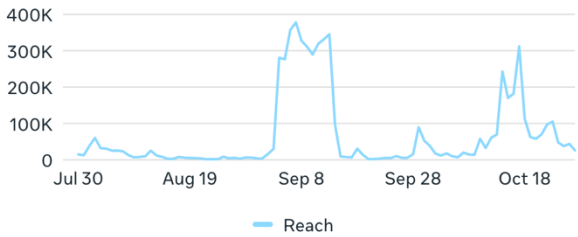
7.1M ↓ 19.6%



Reach ⓘ

Export ▾

4M ↑ 69.3%

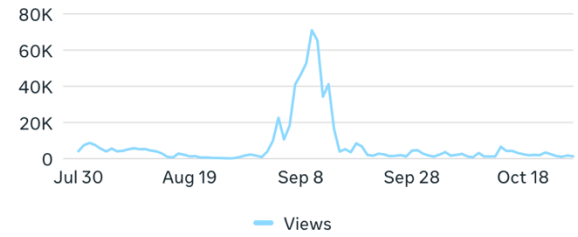


INSTAGRAM

Views ⓘ

Export ▾

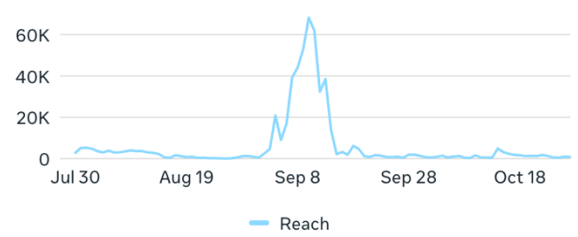
653.5K ↓ 51.3%



Reach ⓘ

Export ▾

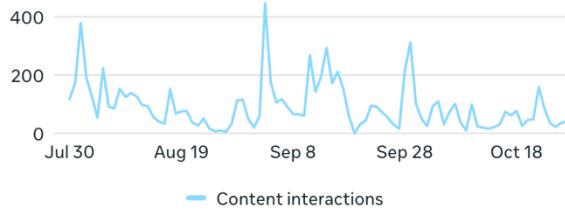
455K ↓ 56.2%



Content interactions ⓘ

📄 Export ▼

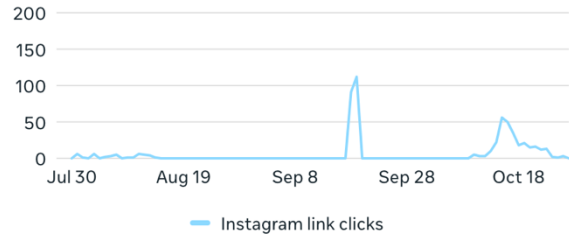
8.3K ↓ 3.3%



Link clicks ⓘ

📄 Export ▼

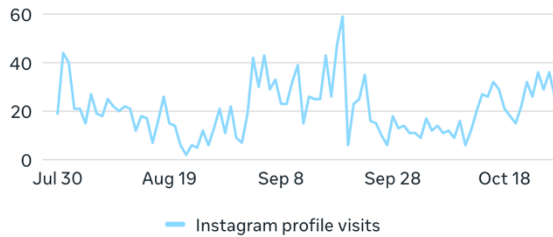
529 ↓ 45.6%



Visits ⓘ

📄 Export ▼

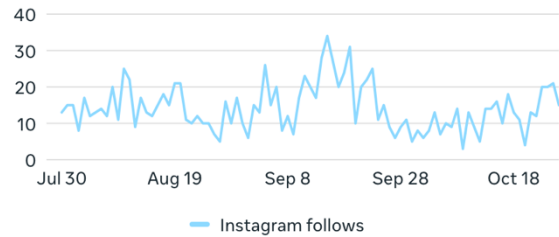
1.9K ↓ 11.8%



Follows ⓘ

📄 Export ▼

1.3K ↑ 15.1%



Video Content Produced to Date:
[2025 Video Library](#)