



# GRAND COUNTY COLORADO TOURISM BOARD

BOCC MARCH 6<sup>TH</sup> MEETING



# TOURISM MATTERS IN GRAND COUNTY

HOW CAN WE QUANTIFY THE VALUE OF TOURISM IN OUR LOCAL ECONOMY



## **Tourism Creates Jobs**

42% of jobs in  
Grand County are  
tourism related.



## **Tourists Pays Big For Local Taxes**

Each household in  
Grand County would  
pay \$7,111 more in  
taxes annually, if it  
were not for our  
tourism economy.



## **Tourists Support Local Business**

On average, visitors  
spend \$1,576,986  
every single day in  
our community.

# *GRAND COUNTY DESTINATION STEWARDSHIP*



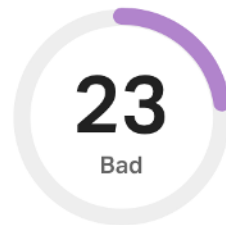
# GRANBY- AIRDNA

## Market Overview: Granby

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Market Performance 1 Submarkets 997 Active STR Listings 25 For Sale Properties

How is this market performing?



Market Score ⓘ

42 Investability ⓘ

40 Rental Demand ⓘ

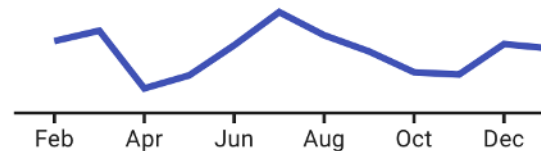
48 Revenue Growth ⓘ

20 Seasonality ⓘ

47 Regulation ⓘ

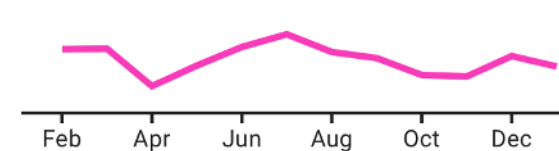
Annual Revenue ⓘ

**\$55.5K** -7% past year



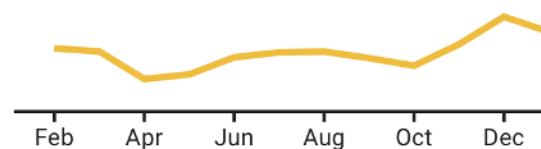
Occupancy Rate ⓘ

**51%** -15% past year



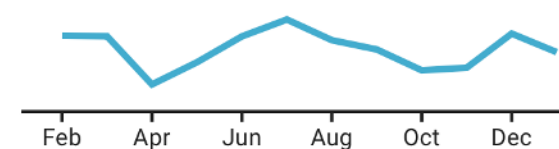
Average Daily Rate ⓘ

**\$298.1** +2% past year



RevPAR ⓘ

**\$149.7** -5% past year



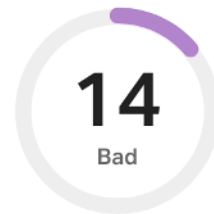
# FRASER- AIRDNA

## Market Overview: Fraser

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Market Performance 1 Submarkets 819 Active STR Listings 28 For Sale Properties

How is this market performing?



Market Score ⓘ

39 Investability ⓘ

34 Rental Demand ⓘ

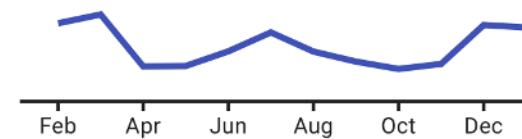
46 Revenue Growth ⓘ

21 Seasonality ⓘ

43 Regulation ⓘ

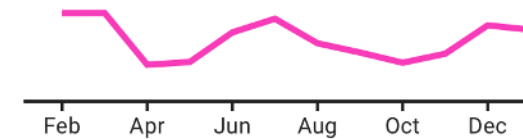
Annual Revenue ⓘ

**\$61.9K** -1% past year



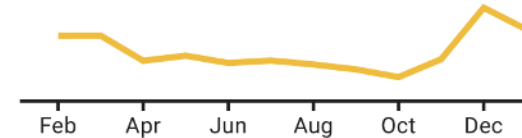
Occupancy Rate ⓘ

**48%** -12% past year



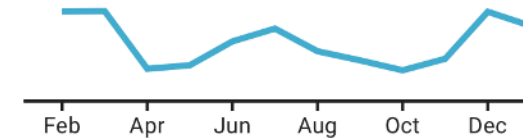
Average Daily Rate ⓘ

**\$351** -0% past year



RevPAR ⓘ

**\$163.1** -10% past year



# WINTER PARK- AIRDNA

## Market Overview: Winter Park

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Market Performance 2 Submarkets 1.9K Active STR Listings 54 For Sale Properties

How is this market performing?



Market Score ⓘ

53 Investability ⓘ

37 Rental Demand ⓘ

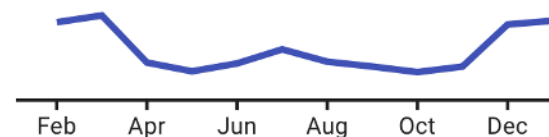
48 Revenue Growth ⓘ

12 Seasonality ⓘ

44 Regulation ⓘ

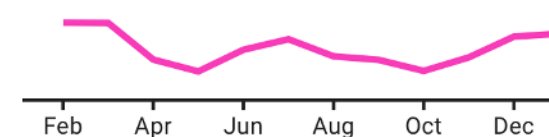
Annual Revenue ⓘ

**\$70.1K** +2% past year



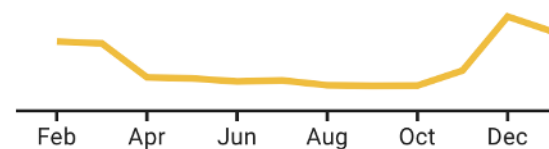
Occupancy Rate ⓘ

**50%** -12% past year



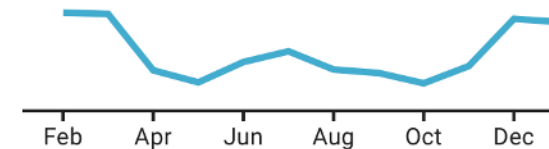
Average Daily Rate ⓘ

**\$384.8** -2% past year



RevPAR ⓘ

**\$180.2** -12% past year



# KREMMLING- AIRDNA

## Market Overview: Kremmling

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Market Performance 1 Submarkets 36 Active STR Listings 14 For Sale Properties

How is this market performing?



Market Score ⓘ

51 Investability ⓘ



50 Rental Demand ⓘ



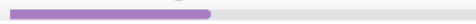
56 Revenue Growth ⓘ



85 Seasonality ⓘ

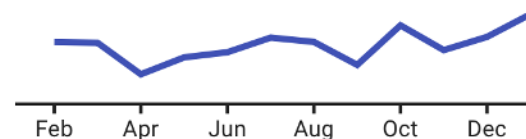


43 Regulation ⓘ



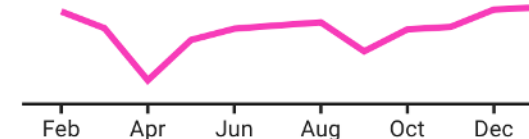
Annual Revenue ⓘ

**\$55.5K** +26% past year



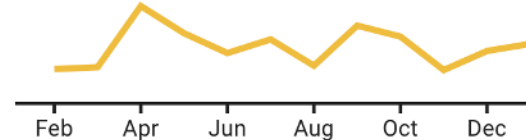
Occupancy Rate ⓘ

**54%** +9% past year



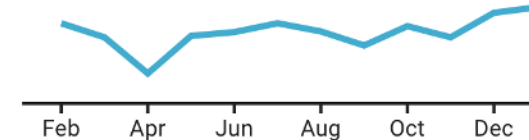
Average Daily Rate ⓘ

**\$283.3** +13% past year



RevPAR ⓘ

**\$135.6** +15% past year





# 1992 GCCTB RESOLUTION

Members of the panel shall be appointed from the tourism industry within the municipalities or unincorporated areas from which the lodging tax is collected. The panel, to the extent feasible, shall advertise and market tourism for the benefit of those unincorporated areas and municipalities from which the lodging tax originated. Where there is an established and proven marketing entity within the County formed for the purpose of advertising and marketing tourism, the panel is encouraged to use that entity, and that entity shall provide an audited accounting to the panel and to the County Commissioners, on an annual basis. The lodging tax revenue shall be divided in half. One half would be for the purpose of marketing Grand County as a whole and would be administered by the appointed Tourism panel as a whole. The other half would be distributed, based on the prior year's sales tax collections, to the three sub-panels for marketing each sub-region.





GRAND COUNTY  
COLORADO ★ USA

*THANK YOU*

