

A winter night scene featuring a large, multi-story wooden building with warm interior lights and string lights draped across its facade. In the foreground, four people are gathered around a stone fire pit with a bright fire. They are dressed in winter gear, including jackets and hats. The scene is set in a snowy environment with snow falling from the sky. The overall atmosphere is cozy and festive.

GRAND COUNTY

2024-25 STRATEGY

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Tourism Role & Direction

MISSION

We inspire a sustainable, year-round tourism economy in Grand County with an emphasis on strengthening the vitality of our communities, celebrating our local culture and traditions, and respecting our environment and resources.



Tourism Impacts

VISITOR SPENDING

Visitors spent \$575,000,000 in Grand County in 2022. That means on an average day, visitors spend \$1,576,986 in our community.

RETURN

For every \$1 spent promoting our county by our organization, \$288 is spent by visitors. These dollars are collected from visitors on overnight stays and are not paid by locals.

BENEFIT

Each household in our county would pay \$7,111 more in taxes annually, if it were not for our tourism economy and the efforts of our organization to support sustainable tourism growth.

Goals & Opportunities

CHAMPION THE VALUE OF TOURISM

Tell the story of the importance tourism to the residents of Grand County

BRAND & DRIVE VISITOR DEMAND TO NEED TIMES

Continue to build brand of Grand County and connect visitors to unique communities. Identify the times/places of need and drive tourism to animate the county

PROTECT & ENCOURAGE RESPONSIBLE VISITATION

Partner to create and support strategies that improve visitor behavior

OPTIMIZE ORGANIZATIONAL EFFECTIVENESS

Put in place the resources to accomplish the goals of this plan in the timeline desired

CURRENT OPERATIONS

Activities

BRANDING

WHAT: Build the brand of Grand County as a destination

HOW: Telling the story of Grand County and its communities unique offerings to potential visitors through ongoing and growing marketing efforts

Branding

- Developed updated brand for Grand County with stakeholder input that captures our story told by locals
- Captured locals telling our story and brought to life in brand video.
- Captured new photography and videos to utilize in marketing efforts that reflect updated brand
- Integrated sustainability plan findings into updated brand to reflect desired preservation of our natural assets

MARKETING & PR

WHAT: Marketed Grand County to potential visitors

HOW: Through our staff and agencies told the story of Grand County

Marketing

- Ongoing advertising to potential visitors driving the \$575M visitor economy and supporting the majority of jobs in our community
- Upgraded website VisitGrandCounty.com to align with new brand and utilized new photography and videos

Public Relations

- Ongoing public relations efforts that arm media with Grand County's stories
- Leverage CTO relationship to host media and include Grand County's story with stories about Colorado

COMMUNITY GRANT FUND

WHAT: Support local tourism-related non-profits and events

HOW: Allocated -\$1M in grant support to local non-profits, including the following:

Local Chambers & Non-Profits

- Provide ongoing support to local Chambers and tourism-related non-profits to help build the brand and market our unique communities

Local Events

- Distributed grant funds to support local non-profits and events

Sustainability

- Allocated dollars for sustainability efforts to be distributed via grants in 2024

EDA Project

- Supported county-wide economic development planning

2024 & 2025 GOALS

New Priority Initiatives

2024

CHAMPION

Align with Commissioners on 2024 ballot measure
(Lead/Board)

Develop plan to champion tourism in Grand County utilizing research and stories that highlight value of tourism
(Lead/Staff/PR/Board/CTO)

BRAND

Support events that align with our brand and drive visitation during need times
(Lead/Board/Staff)

Expand niche audience marketing strategy & supporting video content
(Lead/Miles)

PROTECT

Support local stewardship partners through grant program
(Lead/Board/Staff)

Develop responsible visitation destination training materials
(Lead/CTO)

Market to international visitors for longer stays
(Lead/Miles)

OPTIMIZE

Review and revise grant to support board goals and new funding level
(Lead/Board)

Ensure right support of staff, contractors, and vendors to execute plan
(Lead/Board)

Provide market research to partners
(Lead/Contract)

2025

Expand communication channels to spread message locally
(Lead/PR)

Conduct resident & tourism stakeholder sentiment surveys every two years
(Lead/Contract)

Engage local diverse businesses and market to diverse audiences
(Lead/Miles)

Develop comprehensive Cultural Tourism Strategy
(Partner/Contract)

Develop plan to promote responsible visitation
(Partner/CTO)

Advocate for alternative local transportation options
(Advocate/Board)

Develop multi-year strategic plan
(Lead/Board)

Engage partners in marketing material development with feedback loop
(Lead/Staff)

KEY

CTO = Colorado Tourism Office Grant/Mentor Support

Contract= Outsourced contracted support

PR= Public Relations

2024 & 2025 TARGETS

Key Benchmarks

2024

CHAMPION

Mutually beneficial agreement on language and tourism/workforce split in lodging tax
At least key local audiences reached with tourism messaging

BRAND

At least 3 events supported that align with board goals and/or drive need times
At least 2 new niche audiences identified and content marketing materials developed

PROTECT

Support at least 3 stewardship grant initiatives
At least SO trained on responsible visitation
5% increase in international visitation

OPTIMIZE

Board approved revised grant program
Staff /contractor plan approved by Board
Partners receive quarterly research updates

2025

At least 2 new or expanded channels utilized for reaching key local audiences
Resident sentiment measures neutral or positive on tourism 's net impact on the community

At least 10 new diverse businesses engaged and 1 new audience targeted
New Cultural Tourism Strategy adopted by Board

Responsible Visitation Plan approved by board
Alternative transportation position board approved and shared with stakeholders

Strategic Plan approved by Board
10+ partners engaged in marketing feedback

BOTTOM LINE METRICS

RESIDENT SENTIMENT POSITIVE: 3+ OUT OF 5 ON IMPACT OF TOURISM ON COMMUNITY

VISITOR SPENDING OUTPACES INFLATION ANNUALLY

TOURISM BUSINESSES OPEN AND JOBS FILLED GROWS ANNUALLY