



Grand County Colorado Tourism Board

COMMUNITY CONNECTOR

April 2024

The Grand County Colorado Tourism Board (GCCTB) team is proud to present this monthly bulletin with updates about how we have been working to promote sustainable tourism to support our community. We hope this has been a useful tool so far to help inform and encourage our community partners (this means you!) about the importance of promoting positive tourism experiences in Grand County for both visitors AND locals. Please reply to this e-mail and let us know what you think! We are happy to address any questions or concerns you have. Please also help us spread the word about this newsletter by forwarding it to anyone you think might benefit from this information, and have them [sign up for the e-news list HERE!](#)

Join the GCCTB Board of Directors!

The GCCTB is a non-profit organization steered by a 12-member Board of Directors who are appointed by the Board of County Commissioners. Four members represent each of three districts: 3-Lakes, Mainstem and the Fraser Valley.

The GCCTB currently has an open seat in the 3-Lakes district and is looking for a tourism-related business in the Granby area to fill the spot! Please contact interim Executive Director, Gaylene Ore, at gaylene@orecommunications.com for details.

Social Media Success

Learn More

Grand County in the News

A pitch written by GCCTB staff resulted in a Granby Ranch feature in the February issue of Weekender Magazine. The article "[Valentines Vacations for Families](#)" has an estimated ad value of \$196,269.



Do you want to be featured in future articles? Make sure to keep us in the loop about any newsworthy happenings at your business (ie: upcoming deals, promotions, updates, specials, events, etc) or anything you think might make for a good story. Email us at grandcountycotourismboard@gmail.com.

Help Us Create Grand Experiences for Visiting Media

Last month GCCTB welcomed social media influencer Nataliya Zasadko to explore Grand County and create content for her account [@littleradadventure](#) which features outdoor adventure and family fun experiences. Thank you to Sun Outdoors, Snow Mountain Ranch and Granby Ranch for hosting.

Media visits produce 6x the return on investment than traditional advertising and is an important part of GCCTB's marketing strategy. Contact us if you would like to help provide activities, meals, lodging and/or story ideas for visiting journalists, influencers and content creators!

Contact Us



This lucky reel on [@VisitGrandCounty](#) received more than 28.4k views! 🤖 To align with the GCCTB social media strategy, posts like this are designed to increase overall awareness of the Grand County brand.

You can [learn more about GCCTB marketing strategies on our website HERE](#).



Keep an eye out for these monthly event posters to help promote events and activities throughout the county! Want your event listed? Make sure to add it to the [FREE event calendar HERE](#) or e-mail us at

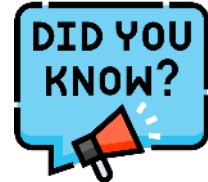


Help Grand County #StandGrand

Good stewardship of our public lands starts with YOU! Always be sure to follow the 7 tenets of responsible recreation: Know Before You Go, Stick To The Trails, Trash The Trash, Keep Wildlife Wild, Be Careful With Fire, Leave It As You Found It and Share The Trail. Details at headwaterstrails.org/standgrand

Tourism Supports Local Business

70% of Grand County's sales tax is generated through tourism, marking a 50% increase from 2021. Visitors contribute an *average of \$1,576,986 every day* to benefit and enrich our local community. [Learn more HERE!](#)



970 Grand County Podcast

The latest episode of the **970 Grand County podcast** featured Nat Sullivan and Amy Wolf with YMCA of the Rockies who chatted about the new LEED-certified Camp Chief Ouray dining hall, which is the first LEED-certified building in Grand County. [Listen now!](#)



The mission of the Grand County Colorado Tourism Board is to inspire a sustainable, year-round tourism economy with an emphasis on strengthening the vitality of our communities, celebrating our local culture and traditions and respecting our environment and resources.

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