

Welcome!

Grand County Colorado

Tourism Board



Our Mission Statement



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.

History Of The Board



The Grand County Tourism board started in year 1992 and had their first meeting in March of 1993, with the purpose of promoting tourism in Grand County, Colorado.

*Photo of Ken Fosha one of the founding members of the Grand County Colorado Tourism Board

Tourism Board Structure

- A non-profit organization with representatives appointed by the Grand County Board of Commissioners.
- Organization structure:
 - 12-member volunteer Board of Directors:
 - Four members from the 3-Lakes District (Jennifer Brown, Beau Larson, Dave Huber)
 - Four members from the Mainstem District (Jeremy Belnap, Gretta Fosha, Joanna Whitemash, Dakota Cordle)
 - Four members from the Fraser Valley District (Kristen Spronz, Cheryl Spezia, Elizabeth Brumm, Rebecca Bierden)
 - Executive Director (Gaylene Ore - contractor)
 - Marketing (contractor)
 - Public Relations (contractor)
- The board operates through funds generated by the Lodging Tax of 2%, paid by visitors staying in lodging properties, excluding the “Town of Winter Park”. Grand County taxpayers do not pay for tourism board expenditures.

Provide Funding For Local Events

GCCTB has grant funds available to directly support advertising and marketing efforts or special events promoting tourism within the county, particularly those encouraging overnight lodging.

**Year to date, the GCCTB has allocated a total of \$797,000.00 in grants.*

Notable Recipients Of Three Lakes Grants Include:

Destination Granby

Grand Lake Chamber

Grand Lake Trail Grooming

Troublesome Fest - Fire on the Mountain

Colorado Mesa University Cross-Country Skiing and Biathlon Event

Grand Lake Creative District

Rocky Mountain Repertory Theatre

(57% of the Three Lakes District Grants went to Grand Lake)

Public Relations/Social Media

- 2024 Impressions - 81 million
- Ad Value - \$751,000
- Total Article Placements – 29 (18 stories included Grand Lake)

AFAR

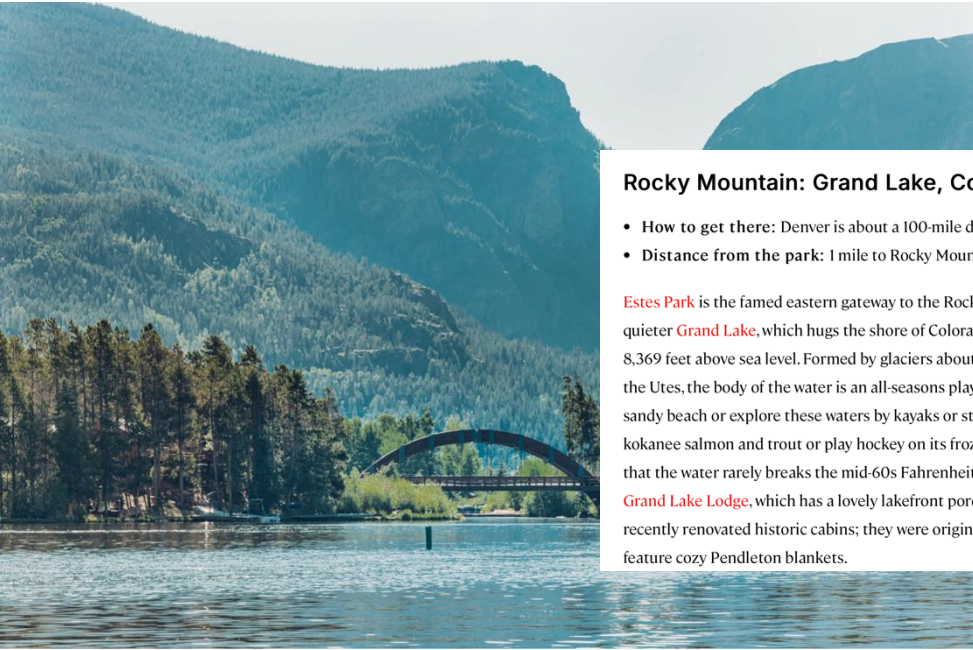
DESTINATIONS ▼TRIP IDEAS ▼

TRAVEL INSPIRATION > OUTDOOR ADVENTURE > NATIONAL PARKS

By Nicholas DeRenzo • January 19, 2024

These Gateway Towns Might Be Cooler Than the National Parks Next Door

Use one of these singular towns as a base for your next outdoor adventure.



During the warmer months, you can find the residents of Grand Lake spending most of their time in, on, or around the sparkling body of water. Courtesy of Grand County Colorado Tourism Board

Rocky Mountain: Grand Lake, Colorado

- **How to get there:** Denver is about a 100-mile drive southeast of Grand Lake.
- **Distance from the park:** 1 mile to Rocky Mountain National Park

Estes Park is the famed eastern gateway to the Rockies, but on the park's western edge sits the decidedly quieter **Grand Lake**, which hugs the shore of Colorado's largest and deepest natural lake at an elevation of 8,369 feet above sea level. Formed by glaciers about 12,000 years ago and originally called Spirit Lake by the Utes, the body of the water is an all-seasons playground for the residents: In summer, they enjoy the sandy beach or explore these waters by kayaks or stand-up paddleboards; in winter, they ice fish for kokanee salmon and trout or play hockey on its frozen surface. (You could try swimming, but remember that the water rarely breaks the mid-60s Fahrenheit.) Embrace the rugged western spirit with a stay at the **Grand Lake Lodge**, which has a lovely lakefront porch with swings and rocking chairs and a collection of recently renovated historic cabins; they were originally ordered from the Sears and Roebuck catalog and feature cozy Pendleton blankets.

GUIDES ▼VIDEOS ▼TOPICS ▼

MATADOR NETWORK




The 17 Top Destinations in the US for a Snowmobile Adventure: A Visual Guide

Grand Lake, Colorado

Sign in with Google

Use your Google account to sign in to matadornetwork. No more passwords to remember. Signing in is simple and secure.



Why Go There: Known as the "Snowmobile Capital of Colorado," [Grand Lake](#) offers scenic views of the Rocky Mountains and Colorado's largest natural lake. Riders can enjoy well-groomed trails and open alpine meadows.

Retailers/Rentals: [On The Trail Rentals](#), [Grand Adventures](#)

Destination Blueprint

Resident Sentiment Survey | 839 responses

Key findings include

- Tourism is headed in the right direction, but concerned that increased visitation during peak times could impact quality of life
- Tourism enhances economic and cultural opportunities, with the overall positive impacts of tourism outweighing the negative
- Top concerns include rising costs, workforce, and housing affordability, while there is strong support for more events, especially during off-peak seasons times

Tourism Stakeholder Survey | 66 responses

Key findings include

- Visitation and revenue increased in 2024 compared to 2023 and are optimistic about the next 12 months
- Top concerns include employee housing costs, hiring and retaining staff, and cost of supplies
- Top priorities are promoting local businesses, encouraging responsible use, promoting off-season visitation and growing out-of-state visitor spending

2025 Priorities

- Organizational Alignment
- Champion Value of Tourism
- Advance Off-Peak Visitation
- Provide Local Businesses and Experience
- Encourage Responsible and Respectful Use

FY24 Core Audiences - Resonate Data

Origin DMA	Visitation Share	Avg LOS
Denver, CO	58.5%	1.5
Dallas-Ft. Worth, TX	3.4%	2.9
Colorado Springs-Pueblo, CO	3.0%	1.5
Houston, TX	2.1%	2.8
Kansas City, MO	1.9%	2.9
Wichita-Hutchinson, KS Plus	1.2%	2.8
Lincoln & Hastings-Kearney, NE	1.0%	2.6
Austin, TX	1.0%	3.0
Chicago, IL	1.0%	2.8
Atlanta, GA	0.9%	2.8
Omaha, NE	0.9%	2.7
Oklahoma City, OK	0.9%	3.0
Minneapolis-St. Paul, MN	0.8%	2.8
San Antonio, TX	0.7%	2.7
St. Louis, MO	0.7%	2.8
Des Moines-Ames, IA	0.6%	2.8
Tulsa, OK	0.6%	2.9
Springfield, MO	0.6%	2.9
Salt Lake City, UT	0.6%	2.4
Grand Junction-Montrose, CO	0.6%	1.5

CORE MARKETS

- Top Visitation

KEY GROWTH MARKETS

- Longer Length of Stay
- Increased Propensity to Spend

INITIAL KBOs FOR GRAND COUNTY

1. PROMOTE LONGER STAYS IN GRAND COUNTY

Use paid media and partnerships to highlight the attractions and activities in Grand County. Since 70% of visitors are day-trippers, the goal is to inspire them to stay longer. By improving brand awareness and showcasing the diverse recreation, culture, and local charm, we aim to help visitors see all that Grand County has to offer and encourage extended visits.

2. REFINE USER EXPERIENCE AND TARGETING

Align website content with audience personas to ensure the right message reaches the right people at the right time—from first click to landing page. By focusing on personalized content, we can deliver a more relevant experience that speaks directly to each visitor's interests, making sure our messages stand out and resonate.

3. BOOST OFF-SEASON VISITS THROUGH DATA-DRIVEN CAMPAIGNS

Enhance email marketing and lead generation by using first-party data, especially for shoulder-season promotions. Collaborate with partners to target visitors more effectively and showcase the best Grand County attractions, ensuring a unified strategy that draws more visitors during quieter times of the year.

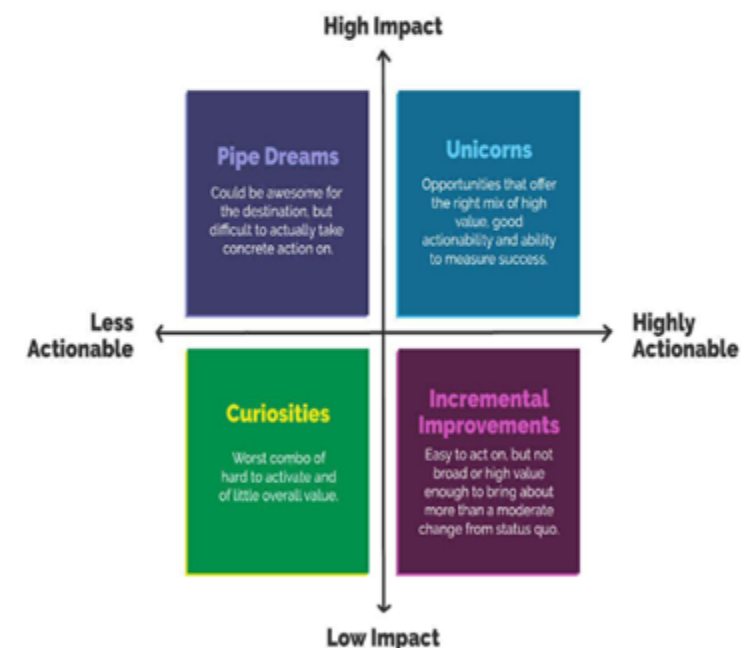
4. ENCOURAGE RESPONSIBLE TOURISM

Increase responsible tourism by educating visitors on sustainable practices that protect the environment and respect local communities. Our efforts promote eco-friendly, community-focused travel, showing how tourists can positively impact Grand County's environment and economy. By minimizing environmental impacts, engaging local communities, conserving natural and cultural heritage, and fostering inclusivity, tourists contribute to community well-being and long-term sustainability, creating enriching experiences for all.

5. BUILD COMMUNITY SUPPORT FOR TOURISM

Strengthen community pride and support for tourism by involving local businesses, residents, and partners in the tourism efforts. We'll work together to boost tourism revenue, create jobs, and ensure the local community feels positive about tourism's impact. Regular surveys will help track and improve community sentiment, making tourism a win for everyone.

HOW WE VIEW KBOS



Thank You For Your Time Today

Contact Us: grandcountycotourismboard@gmail.com