

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.

Tourism Matters!



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 Pay 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.

TOURISM SUPPORTS OUR COMMUNITY QUALITY OF LIFE.

Tourist spending creates tax revenue from visitors that help fund our police, firefighters and even pave our roads. Property tax from second homes, Short-Term Vacation Rentals, and tourism businesses helps financially support our schools.

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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
 - Four members from the Mainstem District
 - Four members from the Fraser Valley District
 - Executive Director (contractor)
 - Marketing (contractor)
 - Public Relations (contractor)
- The board operates through funds generated by the Lodging Tax of 1.8%, paid by visitors staying in lodging properties, excluding the “Town of Winter Park”. Grand County taxpayers do not pay for tourism board expenditures.

Local Marketing Grants

GCCTB has grant funds available to directly support advertising and marketing efforts or special events that promote tourism within the county, particularly those that encourage overnight lodging. *Year to date, the GCCTB has allocated a total of \$760,000.00 in grants.*

Notable Recipients Of These Grants Include:

- Winter Park and Fraser Chamber
- Destination Granby
- Hot Sulphur Springs Chamber
- Kremmling Chamber
- Grand Lake Chamber
- Headwaters Trails Alliance
- Winter Park High Country Rodeo
- Headwaters Event Center
- Grand County Blues Festival
- Town of Fraser
- Kowtown Gravel Race
- Rocky Mountain Repertory Theatre
- Headwaters Land Trust
- Grand Lake Trail Grooming
- Troublesome Fest
- Colorado Mesa University Cross-Country Skiing and Biathlon event

Marketing

Public Relations – Our public relations efforts secured significant visibility across premier media platforms, including the Houston Chronicle, Boston Globe, Insider, Colorado Public Radio, Shondaland and AAA.

- In 2023 we received 27 article placements resulting in 94 million impressions and \$870k media value
- Also: 970 podcast, monthly press releases and monthly newsletter for local tourism partners

Social Media - Social media has transitioned from social connection to “search, sales and service.” 75% of travelers use social media to research a destination before booking, 85% of millennials will use someone else’s social posts while planning a trip and 71% of Gen Z-ers go to TikTok for their main search engine over Google.

- GCCTB Goals: Generate Demand (shares/reach) and Develop Advocacy (likes/comments)
- In 2024 GCCTB hosted “micro influencers” with combined audiences over 200k
- Follow us @visitgrandcounty and tag #visitgrandcounty when you take beautiful photos on your commute to work/life!

Free Resources

- **Business Listing** | Photo and link to website on visitgrandcounty.com
- **Events Listing** | Photo and link to website, event poster
- **Lodging Specials** | Photo and link to website
- **Economic Tourism Summit in Fall**
- **Destination Blueprint** | Planning workshop with consultant to gather input about local tourism industry
- **Grant Funding** | Quarterly grant cycles for non-profit orgs

Monthly Event Posters!



- November 1 | Halloween Spooktacular at the Birdie Lounge Golf Simulators & Bar in Fraser
- November 2 | Unified Shredders Family Friendly Music & Silent Auction at the Devil's Craft in Winter Park
- November 2 | Weaving Workshop Intro at the Rocky Mountain Folk School in Grand Lake
- November 2 | On 40 Live at the Parshall Inn in Parshall
- November 2 | Dia De Los Muertos at the Middle Park High School in Granby
- November 2 | Weaving Workshop Intro at the Rocky Mountain Folk School in Grand Lake
- November 3 | Watercolor, Oil Pastel and Knitting & Crocheting Classes at the Rocky Mountain Folk School in Grand Lake
- November 4 | Trivia Night at the Camber Brewing Company in Fraser (Every Wednesday in November)
- November 4 | Ladies Day at the Birdie Lounge Golf Simulators & Bar in Fraser (Every Wednesday in November)
- November 5 | Bingo at the Fraser Beer Company in Fraser (Every Thursday in November)
- November 9 | Wet Felting - Scarf at the Rocky Mountain Folk School in Grand Lake
- November 9 | Littlebird Trio Live at the Parshall Inn in Parshall
- November 12 | It's A Happening Storytelling at the Grand Lake Community House in Grand Lake
- November 14 | Family Movie Matinee at the Granby Library in Granby (Every 2nd Thursday to May 8, 2025)
- November 14 | Blood Drive with the Red Cross at the Snow Mountain Ranch YMCA of the Rockies in Granby
- November 18 | Winter Park Resort opening Day in Winter Park (Or As Soon As Possible)
- November 23 | Fraser Artisan Bazaar Local Holiday Market at the Fraser Valley Distillery in Fraser
- November 23 | Meet & Greet with Colorado Author Anna Leigh Knowles at the Mountain Shire Books & Gifts Store in Winter Park
- November 23 | Parry's Parade at the Winter Park Resort base area in Winter Park (Every Saturday in November)
- November 23 | KFFR 80's Dance Party at the Devil's Craft in Winter Park
- November 27 - 28 | Thanksgiving Day Celebration at the Granby Ranch in Granby
- November 28 | Thanksgiving Dinner Pick Up Or Delivery at the Solstice Bistro in Fraser
- November 29 | Holiday Tree Lighting at the Devil's Thumb Ranch Resort & Spa in Tabernash
- November 28 | Grand Thanksgiving Dinner Buffet at the Sunspot Lodge Winter Park Resort in Winter Park
- November 29 | Grand Lake's Tree Lighting Ceremony in the heart of downtown Grand Lake
- November 29 - 30 | Olde Fashioned Holiday Craft Bazaar at the Historic Grand Lake Community House in Grand Lake
- November 30 | Holiday Tree Lighting at the Winter Park Resort base area in Winter Park
- November 30 | Deck the Slopes at the Winter Park Resort base area in Winter Park



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