

2026 Marketing Plan

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Marketing & Communications Manager



Marketing Goals



Off-Peak Visitation



Longer Stays



Local Event Attendance



Responsible Recreation

Off-Peak Visitation & Longer Stays

- Invest in targeted campaigns using audience data (Datafy, Granicus)
- Multi-day itineraries/content
- Develop additional seasonal events/activities



Event Attendance

- Increase marketing consistency
- KFFR partnership
- Social/Meta campaign
- Content curation



Responsible Tourism

- Launch the “Do Grand Right” campaign with CTO/GCCTB
- HTA Ambassadors
- Balance community & tourism



Marketing Tools & Resources

- ✓ Website – SEO/SEM
- ✓ Social Media – SMM/Meta
- ✓ GL Guidebook
- ✓ Advertising – Print, Digital, Outdoor, Email
- ✓ PR – Earned media

Website

Simpleview (Granicus)

- Website hosting & maintenance
- Tourism-specific CRM/CMS
- SEO management/analysis





THE HEART OF
COLORADO'S WILDERNESS

Grand Lake

GoGrandLake.com

1.5 million visits in 2025

33,000 e-mail subscribers



Social Media

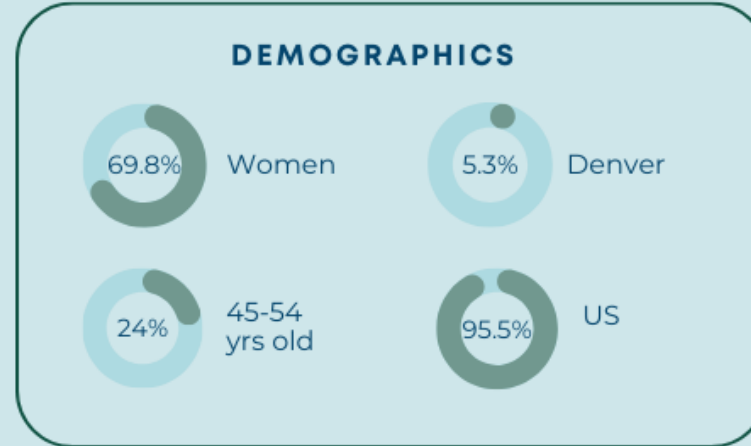
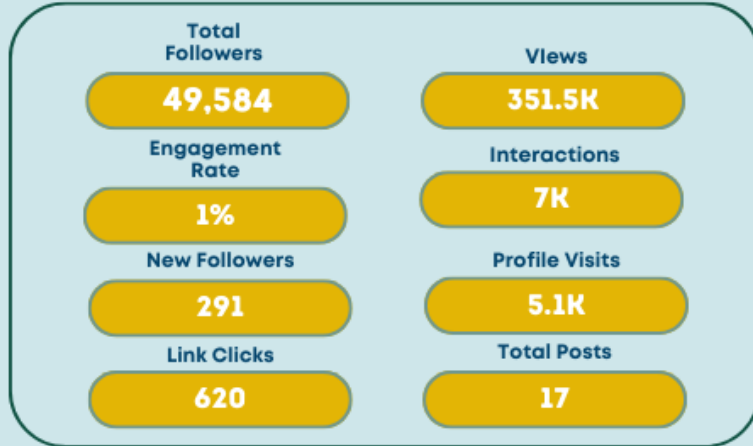
Lupine Creative Works

- @GoGrandLake and @GoGrandLocal
- Meta ad campaign started in January (quarterly)
- Cost-effective tool for “digital discovery”, real-time event promotion and two-way engagement

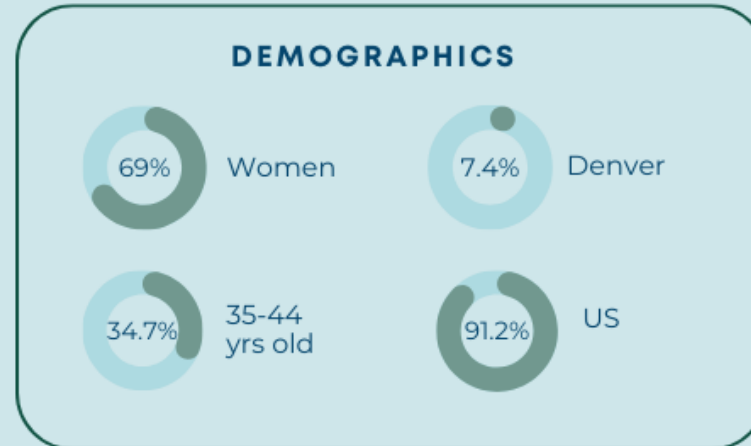
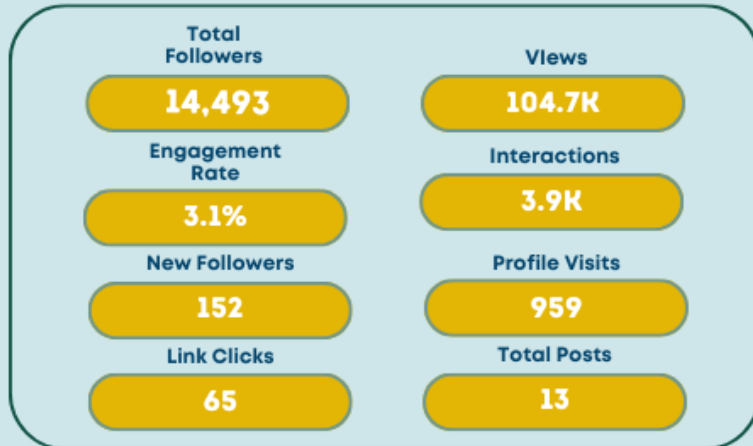
GOGRANDLAKE SOCIAL MEDIA UPDATE

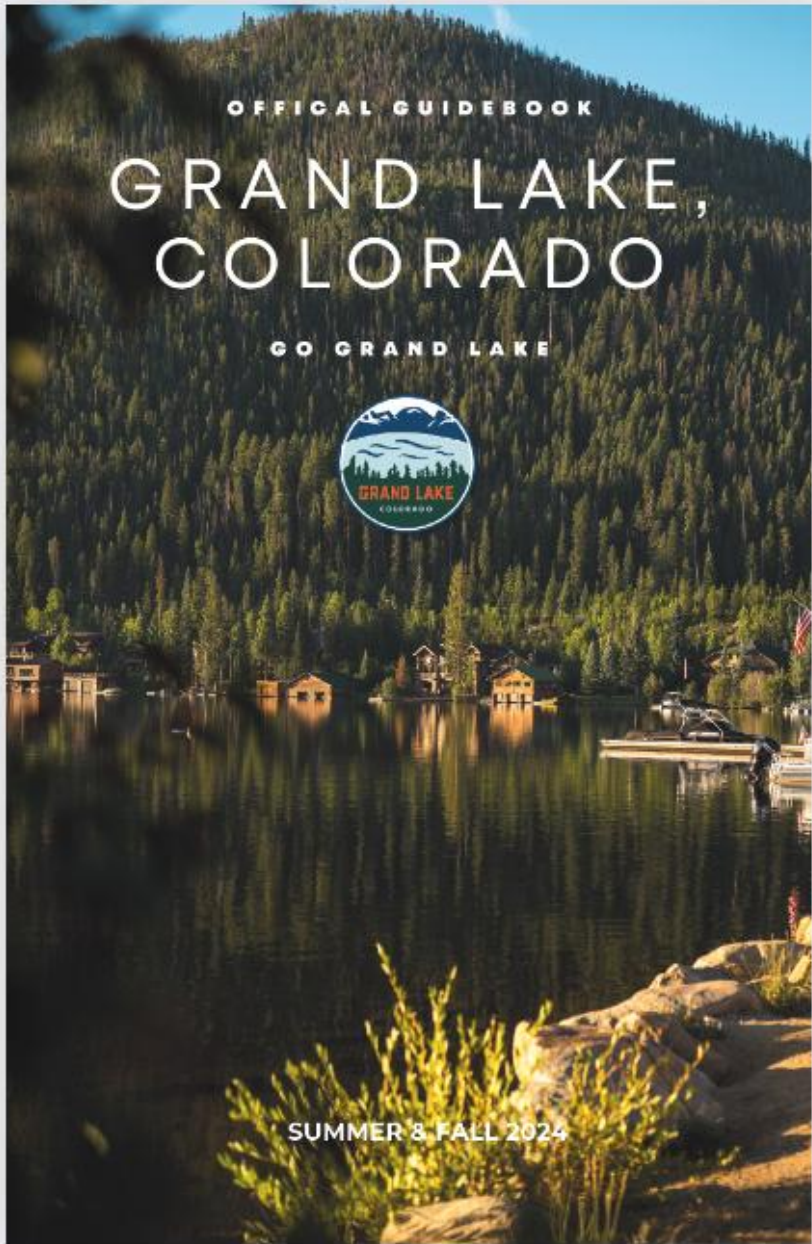
JANUARY 2026

Facebook



Instagram





Grand Lake Guidebook



GRAND LAKE VISITOR'S CENTER



Stop in at the Grand Lake Visitor's Center, your gateway to everything our Community has to offer. Here, you can explore local maps, discover things to do, and learn about the East Troublesome Fire through the Troublesome Stories exhibit. Enjoy conveniences like clean restrooms and a water bottle refill station before you start your adventure in Grand Lake! On the go? Check our website at gograndlake.com for everything you'll need right at your fingertips.

Located at the Entrance to The Town of Grand Lake
14700 US-34, Grand Lake, CO 80447
(970) 627-3402 | GoGrandLake.com

Visitor's Center Open Hours:
Open Daily 10:00am - 3:00pm
Closed on Tuesday & Wednesday (November - April)



In the heart of the Rocky Mountains, Grand Lake boasts a rich history dating back to the late 19th century. Originally inhabited by Native American tribes such as the Ute and Arapaho in the summer months, the area later became a popular destination for fur trappers and prospectors drawn to the abundant natural resources. By the late 1800s, Grand Lake had transformed into a thriving mountain community, attracting tourists seeking adventure and respite from their day to day lives.

Today, Grand Lake continues to charm visitors with its historic boardwalks and facades, picturesque surroundings, and easy access to Rocky Mountain National Park. As you wander and soak in its storied past, you'll discover why Grand Lake truly is the Soul of the Rockies.

Grand Lake is proud of the multiple historic sites open to the public, such as the Kauffman House Museum and Historic Cottage Court. Check out the Grand Lake Historical Society to learn more about our rich history and museum tours!

Scan to Discover More History from The GLAHS



Advertising

Print

- Moe's Maps
- SkyHi/Explore Grand
- 2025: National Parks Trips, USA Today, CTO, Denver Post

Digital

- Monthly newsletter
- Google Adwords (SEM)
- Social/Meta
- 2025: Colorado.com, Denver Post, Visit USA Parks

Video

- 2025: CO Welcome Centers, Hulu, Xfinity/Comcast (GC-CH17)

E-mail

- Monthly newsletter

Outdoor

- Billboard

Radio

- KFFR

Public Relations

- Media visits: Carnival (BBC)
- Press Releases: Plan for Vacation Day, Space to Create
- CO Preservation gift basket/raffle
- Fox News – Pond Hockey
- 9 News – Carnival (GLCD)
- Global Traveler – RMFS ice sculpt
- NPR – KVRC in RMNP (podcast)





Hot Topics:

- **Dark Sky/Astro Tourism**
 - **America 250/Colorado 150**
 - **Space-To-Create
Live/Work Grand Opening**
 - **Lift Bus Line**
-

2026 Marketing Expenses

Website \$55,000

Social Media \$40,000

Print \$20,000

Digital \$10,000

Radio \$10,000

Content \$10,000

PR \$5,000

TOTAL \$150,000

Grand Lake Visitor Center

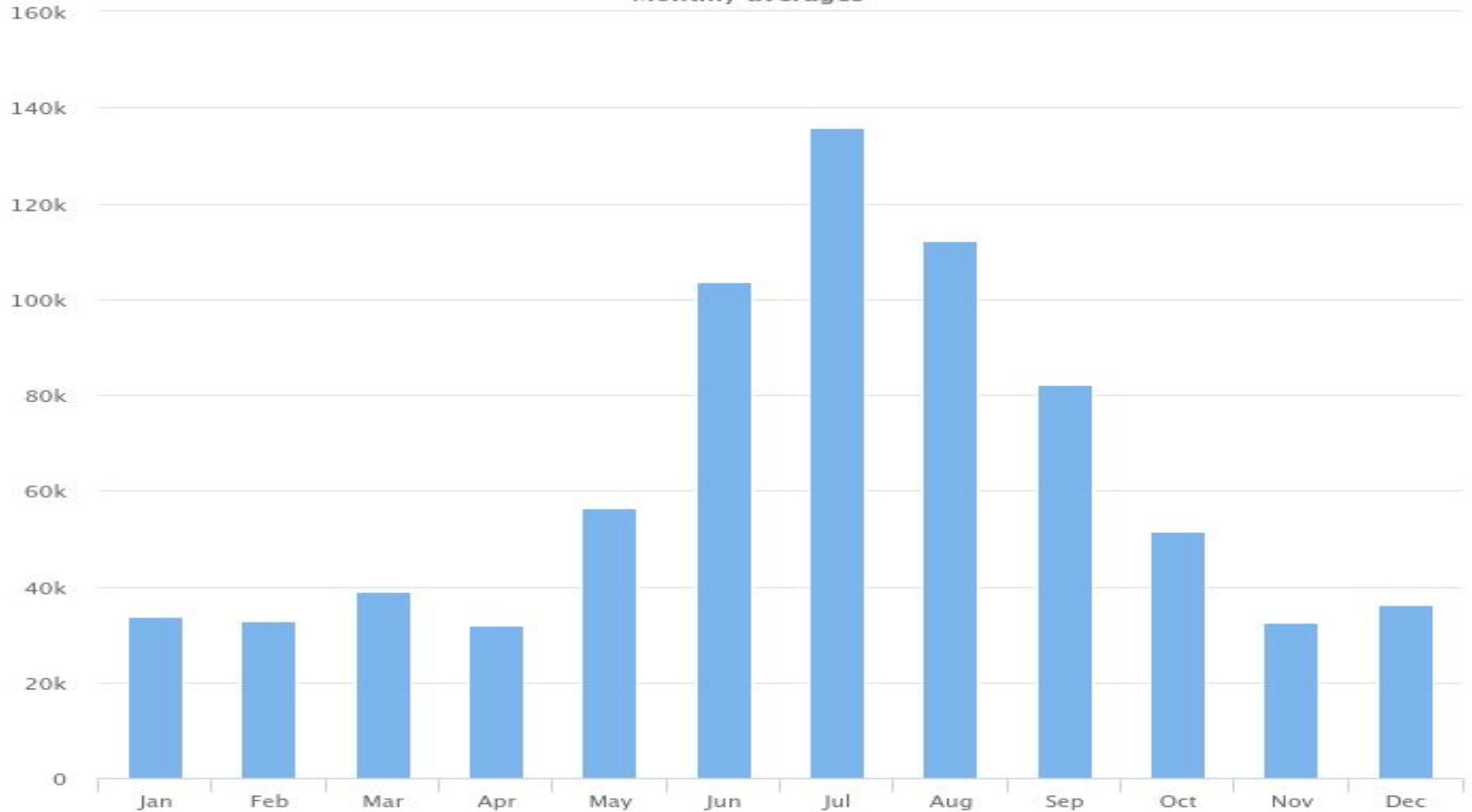
- Visitor Center Ambassadors (3)
- Open 5-7 days per week
- January Visitor Stats:
 - 2026: 79 visitors, 63 calls
 - 2025: 67 visitors, 62 calls
 - 2024: 44 visitors, 46 calls



Months of the year

2025-01-01 to 2025-12-31

Monthly averages



Site Name

Average

Median

STDV

Min

Max

Entrance



62,234.9

45,183.0

35,181.2

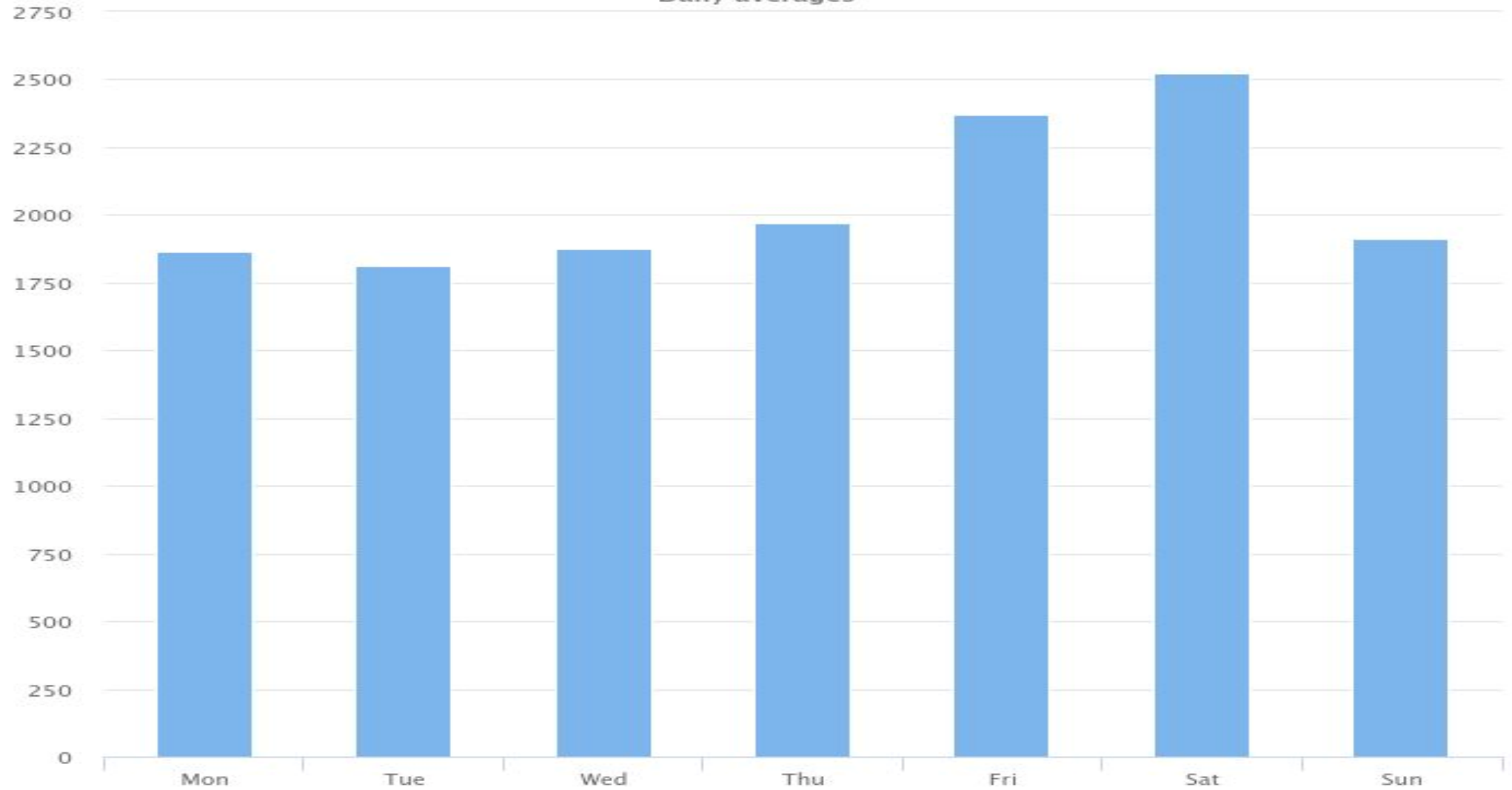
31,987.0

135,651.0

Days of the week

2025-01-01 to 2025-12-31

Daily averages



Site Name

Average

Median

STDV

Min

Max

Entrance



2,046.6

1,910.4

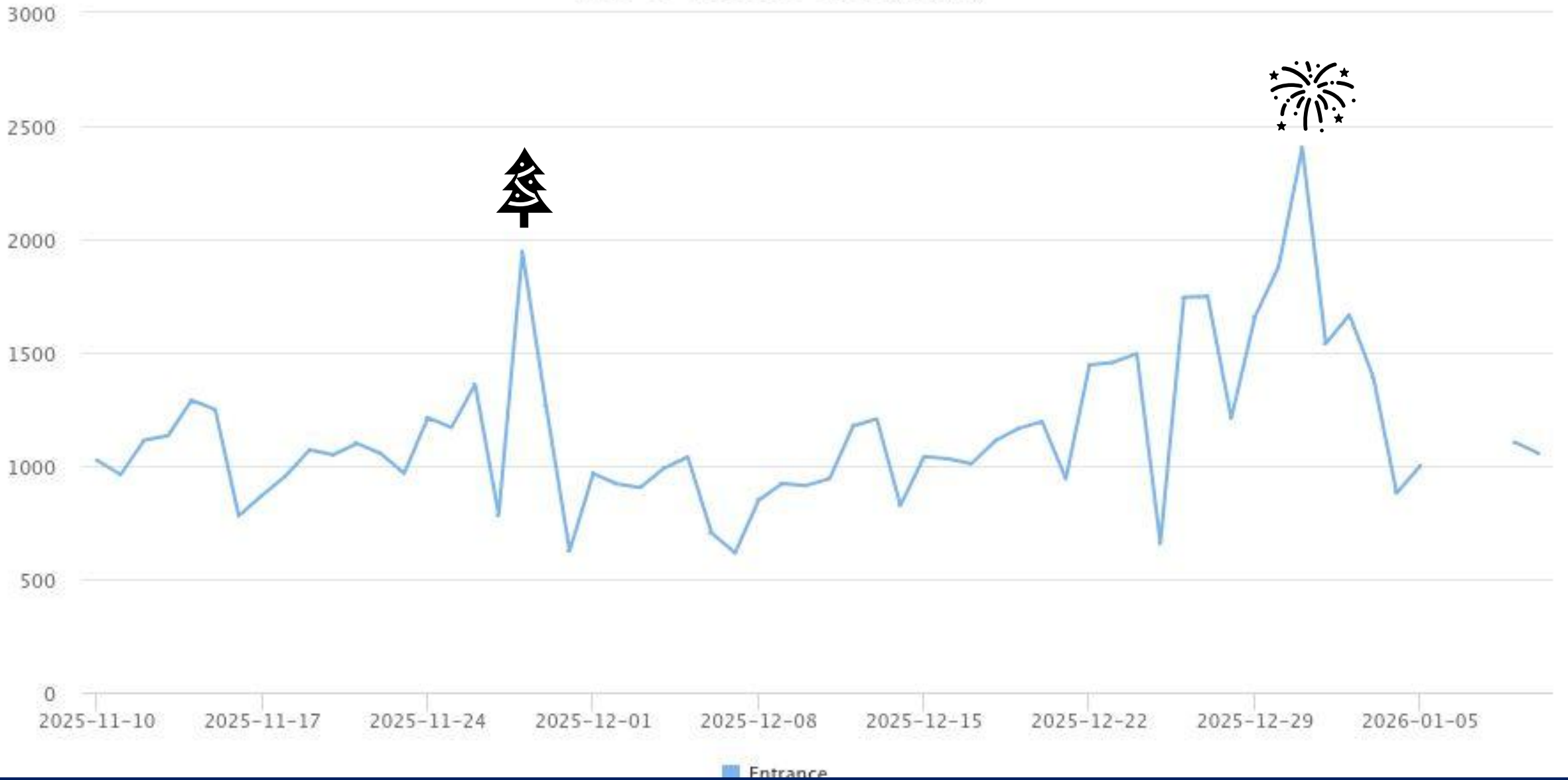
260.8

1,812.4

2,524.4

Daily totals

2025-11-10 to 2026-01-10 (62 days)





*Thank you for
your support!*