



2022
in review

Webpage Traffic

2022 Breakdown

Pageviews: 28,624

Time on page: 4:20

Bounce Rate: 66%

Google Ads 2022

Search Campaigns

Impressions: 71,018

Clicks: 11,711

Click-Through-Rate: 16.49%

Cost per Click: \$.32

Social Media 2022

Facebook Page reach: 384,528

Facebook New Likes: 843

Instagram Reach: 43,316

Instagram New Followers: 221

Paid Reach: 375,794

Paid Impressions: 904,306

2022 Night Sky Photography Workshops

Night sky photographer Seth Hamel hosted night sky photography workshops in Cuchara, Gunnison, and Crestone. The workshops were marketed on Google, social media, and the Colorado.com event calendar. Attendance was great, and we also received a library of night sky photos from Seth.

Photography Workshops

Public Relations

Jessica Hughes visited Gunnison, Ridgway, and Nucla/Naturita/Norwood and wrote "Southwest Colorado Lights Up With Its Dark Sky Communities and Parks" for 303 Magazine.

TikTok Influencer Nelson Holland visited Westcliffe, La Veta/Cuchara, Great Sand Dunes, and Crestone and posted several videos focused on stargazing. His most popular video for the trip has since received Over 66,000 views, 9,800 likes, and 130 comments.

Grants, Partnerships, and More

Applied for and won a 2023 Colorado Tourism Office Marketing Grant

Began a new Partnership with IDA Colorado for a Protect the Night campaign and toolkit

Represented Colorado Stargazing in a breakout session at the Colorado Tourism Office's Governor's Conference.

Listed stargazing events on colorado.com's event calendar

Colorado Stargazing's Locations in the News

14 ideas for making the most of early nightfall: Don't let the darkness get you down
The Gazette

Watch a Stunning Timelapse of the Stars at This Colorado National Park
Kool 107.9 FM

The 5 Best Places to Stargaze in Colorado
The List

Colorado May Soon Be Home To The Biggest Dark Sky Reserve In The World
Only In Your State

'Reach up and touch the stars:' The dark is starting to shine through Colorado's astrotourism
The Colorado Sun

Two Colorado spots ranked among the best 'stargazing vacations' in the nation
OutThere Colorado

Southwest Colorado Lights Up With ITs Dark Sky Communities and Park
303 Magazine

Get Outside: Discover These Incredible Stargazing Destinations in Colorado
Westword

The Best Places to Stargaze for Colorados Dark Sky Month
NewsBreak

Could Colorado Become the Next Big Stargazing Destination?
NewsBreak

Southern Colorado Could Become Home to the World's Largest Dark Sky Reserve
Colorado Public Radio

Best Places for Stargazing in Colorado

9News

Your Guide to Stargazing in Colorado
5280

Colorado Could Soon Be Home to the World's Largest Dark Sky Reserve
AFAR