



VISIT GRAND JUNCTION

(970) 244-1480 | 740 HORIZON DRIVE | GRAND JUNCTION, CO 81506 | VISITGRANDJUNCTION.COM

SNAPSHOT OF 2021 PROJECTS, ACCOMPLISHMENTS, PARTNERSHIPS, DATA, AND OUTREACH

** This is not a comprehensive list.
Information below is accurate (and what was available) as of 12/30/21. December data will arrive mid-January 2022.
At that time, all YTD references below will be updated with final data for 2021.*

MAJOR HIGHLIGHTS:

OCCUPANCY COMPARED TO COLORADO

- Grand Junction is the 3rd most booked city in Colorado after Denver and Colorado Springs. This was shared at the Colorado Governor's Tourism Conference in November 2021.
- Grand Junction occupancy is 11.3 percent above Colorado from January - November 2021. (Visit GJ will have December data 3rd week of January). For the last two months:
 - Oct. 2021 - Grand Junction occupancy is 10.1 percent above the Colorado occupancy rate.
 - Sept. 2021 - Grand Junction occupancy is 11.4 percent above the Colorado occupancy rate.

GRAND JUNCTION ADR

- Six months in 2021 had the highest ADR (average daily rate) in the history of Grand Junction regardless of month comparison.
- Nine months in 2021 had the highest ADR in the history of Grand Junction, for each specific month's comparison. Once December data arrives, this will change to 10 months of highest ADR for each specific month (based on Visit GJ projection).

GRAND JUNCTION OCCUPANCY COMPARED TO 2019 (pre-pandemic)

- Through November, Grand Junction is 8.4 percent above 2019 in occupancy. (Based on projection, Visit GJ estimates ending 2021 - for all 12 months - at 9 percent above 2019 occupancy).

SUMMARY HIGHLIGHTS:

LODGING TAX

- Lodging tax collections for 2021 exceeded expectations, even as the pandemic continued. Lodging tax collections for 2021 (we will update this document when December data arrives in mid-January 2022) are projected to be 65 - 70% higher than 2020's collections, and 10% higher than 2019's collections. This means not only recovery from the pandemic, but the tourism community is experiencing pre-pandemic levels.

HOTEL OCCUPANCY

- Occupancy above 2020: Hotel occupancy in Grand Junction for the year 2021 is estimated to reach 35% above 2020's occupancy.
- Occupancy above 2019: Hotel occupancy in Grand Junction for the year 2021 is estimated to reach 10% above 2019's occupancy.
- Hotel occupancy reached record numbers during several months in 2021!
 - June 2021's occupancy of 84.8% was the highest hotel occupancy in Grand Junction's history.
 - July 2021's occupancy of 81.3% was the second highest hotel occupancy in Grand Junction's history.
 - The 2021 months of March, April, May, June, July, September, October, November, and December reached the highest occupancy recorded for that particular month in Grand Junction's history.
- For thirty-four straight weeks, from March 14 through November 6, Grand Junction's weekly hotel occupancy trended ahead of the U.S. by an average of 12.0 percentage points for that period.
- Grand Junction's occupancy for 2021 is projected to be 8 percentage points higher than the U.S. occupancy for 2021.

HOTEL AVERAGE DAILY RATE

- Through Visit Grand Junction's monthly Stakeholder eNewsletters, hoteliers received ongoing education on effective revenue management strategies and are encouraged to yield rates during appropriate times of the year.

In 2021, hoteliers worked hard to strategically set rates and as a result, they achieved record average daily rates in Grand Junction's hotel metric history. Way to go GJ lodging properties!

For 6 months, Grand Junction had the highest ADR in history, regardless of month:

- May 2021's ADR of \$103.85 was the sixth highest ADR ever recorded in Grand Junction's history, regardless of month.
- June 2021's ADR of \$116.53 was the second highest ADR ever recorded in Grand Junction's history, regardless of month.
- July 2021's ADR of \$115.07 was the third highest ADR ever recorded in Grand Junction's history, regardless of month.
- August 2021's ADR of \$110.15 was the fourth highest ADR ever recorded in Grand Junction's history, regardless of month.
- September 2021's ADR of \$118.36 was the highest ADR ever recorded in Grand Junction's history, regardless of month.
- October 2021's ADR of \$106.44 was the fifth highest ADR ever recorded in Grand Junction's history, regardless of month.

Highest ADR in Grand Junction history, compared to specific month:

- Nine months in 2021 had the highest ADR (average daily rate) in the history of Grand Junction, for each particular month's comparison. The months were March, April, May, June, July, August, September, October, and November. We can't confirm data for December until January, but our projections show that it will also be the highest ADR for December in history.

GRAND JUNCTION OFFICIAL VISITOR GUIDE

- Distributed a total of 54,500 Visitor Guides YTD.
 - Distributed 13,800 Visitor Guides to local businesses YTD.

- Distributed 17,468 visitor guides YTD to individual requesters from all 50 states.
- Remaining is stocked at Visitor Centers, travel offices, airports, etc. across the state.
- The electronic version of the Official Grand Junction Visitor Guide was downloaded YTD 10,755 times in 2021, which is a 47.53% increase over 2020 and a 118.60% increase over 2019.

GRAND JUNCTION DESTINATION BRANDING

- Grand Junction's Destination Branding was approved by Visit Grand Junction Board and City Council April 21, 2021.
 - Initiated trademark process for Grand Junction branding creative and all elements.
 - Began to strategically phase new branding strategy and creative into marketing initiatives including three monthly eNewsletters, website, office materials (as old supply ran out), and Colorado Tourism marketing materials. Strategic messaging was also incorporated to highlight locals and the Grand Junction area's unique characteristics.

COMMUNITY OUTREACH

- Elizabeth was a featured panelist on the DMO Website Importance Study International Webinar, hosted by Miles Partnership and Destination Analysts.
- Data was shared with developers and local organizations to assist with forecasting and planning.
- Hosted Special Events Task Force Meetings.
- Presented at the DDA Ambassador Orientation for the Downtown street crew summer team.
- Hosted DDA Ambassador Breakfast at Grand Junction Visitor Center.
- Hosted pop-up booth at 10 Market on Main / Farmers Market - Included lawn games, free popsicles, and Enstrom Candy.
- Provided transportation for winery owners and cases of wine from Grand Junction to Glenwood Springs for the AAA Wine Train.
- Designed new Dinosaur Diamond map and brochure for Colorado and Utah members.
- Partnered with Destination Travel Network (DTN) to create an affordable solution for tourism businesses interested in a marketing ecosystem that provides customized solutions for each individual business.
- Community organizations were invited to attend a Visit Grand Junction Board meeting to share their updates. This included leaders from the local National Park Service, Bureau of Land Management and U.S. Forest Service offices, Grand Junction Area Chamber of Commerce, Grand Junction Economic Partnership, Greater Grand Junction Sports Commission, Grand Junction Regional Airport, JUCO, Downtown Development Authority, Horizon Drive District, and the Grand Junction Commission on Arts and Culture.
- Colorado Mesa University – Guest speaker for Outdoor Recreation Program and Hospitality Program. Joined Davis School of Business Hospitality Management Board.
- Partnered with Destination Travel Network (DTN) to support local tourism businesses with their specific needs and challenges.
- Grand Junction meetings and/or Presentations: CMU, Arts Commission, One Riverfront, Air Alliance, Airport Board, DDA, Sports Commission, GJEP, Chamber of Commerce, JUCO, Public Land Managers, Coldwell Banker, Club 20, Western Slope Volunteer Managers, City of Grand Junction Community Meetings, Visit Palisade, Mobility Hub and Arts, CDOT, and various tourism stakeholder and events meetings.

NEW MARKETING APPLICATIONS

- Began interacting on Clubhouse app. Including sitting "on stage" for travel panels, discussing Grand Junction attractions and experiences.
- Built Outdoor Recreation Pass on web-based app and partnered with local tourism businesses for the rewards.

RESEARCH

- Conducted a DMO Website Importance Study commissioned by Destination Analysts and Miles Partnership. The study measured the importance of DMOs and their marketing impacts during a period of crisis, including future natural disasters. The study also provided data on WHO is utilizing DMO resources (both resident and guests) and HOW they engage with the DMO (website, social media, etc.) and WHY they engage with the DMO.
 - Results from the study showed that a diverse set of people from local businesses and residents to potential visitors and travel industry professionals use VisitGrandJunction.com.
 - VisitGrandJunction.com was seen as a valuable resource to these audiences, averaging a score of 7.7 on a 10-point scale, with 78.2 percent agreeing that it was “Important” or “Extremely Important” that Visit Grand Junction provided the information they were looking for on the website.
- Completed Visitor Guide Readership and Conversion Study - DMA West, Miles Partnership and Destination Analysts: Visit Grand Junction partnered with DMA West, Miles Partnership and Destination Analysts to estimate the return on investment of official visitor guides specific to each destination
 - After receiving the Official Grand Junction Visitor Guide, 85% were influenced by the Visitor Guide to visit Grand Junction. 77% of those influenced said the Visitor Guide was important or very important to their decision.
 - Of the respondents who took a trip to Grand Junction as a result of reading the Visitor Guide, 97.4% were “Very Satisfied” or “Satisfied” with their Grand Junction visitor experience.
 - Respondents noted that the most appealing features of the Visitor Guide include its attractiveness, wealth of relevant and useful information in planning a trip, great photography, design, and no advertising is in the guide.

MARKETING INITIATIVES

- Approval by City Council on May 19, 2021, to contract with several ad tech partners for ad deployment, measurement, and verification.
- Grand Junction ranked third among most-booked Colorado destinations from Jan. 1 - Sept. 30, 2021, per Expedia Group Media Solutions (just behind Colorado’s largest cities - Denver and Colorado Springs). Grand Junction also ranked as fifth for most-searched cities in Colorado.
- Contracted Outside TV for 3 episodes on a new series called “Park2Park.” The episodes highlighted Grand Junction area attractions and scenery. Total impressions served was over 6 million. The three episodes also included 6 commercials (2 per episode) that included locals as the talent.
- Emailed three eNewsletters each month – Stakeholder eNews, PR eNews, and Marketing eNews (total of 57,883 contacts).
- Mailed over 1,010 postcards directly to homes, requested by consumers.
- Supported new Avelo Airline with targeted marketing in Burbank, CA, and surrounding California area. Also, enhanced marketing initiatives to direct flight cities and potential direct flight cities.
- Blog writing partnerships with GJ residents featured on VisitGrandJunction.com and social media platforms.
- Highlighted local businesses and residents in marketing campaigns including social media.
- Identified and deployed data-driven ad tech solutions that Visit GJ used to plan, measure, and optimize Marketing.
- Increased spend for paid search ads.

VISIT GRAND JUNCTION WEBSITE

- Pageviews: YTD through November 2021, VisitGrandJunction.com experienced an increase of 6.02% over 2020 and an increase of 11.93% over 2019.
- Bounce Rate: YTD through November 2021, VisitGrandJunction.com experienced a 4.59% decrease in bounce rate over 2020.

- Average Pages per Session: YTD through November 2021, VisitGrandJunction.com experienced an increase of 8.75% over 2020's pages per session.
- Average Session Duration: YTD through November 2021, VisitGrandJunction.com experienced an average session duration increase of 24.29% over 2020's average session duration.
- Aside from the Home Page, based on pageviews, the top website page frequented on VisitGrandJunction.com is "Order Official Visitor Guide". This illustrates a strong intent to travel to Grand Junction, which further verifies that Visit GJ's marketing efforts are converting to actual visitation.

User Generated Content

- Provided hundreds of assets used for marketing Grand Junction. This also has introduced Grand Junction "mini influencers." Visit GJ continues to develop partnerships around the globe with people who love to share how amazing GJ is on their social media platforms.
- Average gallery visit duration for 2021 was 6 minutes and 30 seconds, which is an increase of 28.30% over 2020.
- Average pages per visit for 2021 was 4.6 pages, which is an increase of 27.10% over 2020.
- Average exit rate for 2021 was 21.56%, which is a decrease of 21.30% over 2020's exit rate.
- Total amount of digital assets acquired in 2021 is 1,477, which is an increase of 122.11% over 2020.

Website Personalization

- Created new strategies for website personalization platform resulting in:
 - Visitor Guides requested:
 - Visitors targeted for a specific campaign designed by Visit GJ saw a 1.62% conversion rate for ordering physical guides vs. default audiences which only saw a 0.28% conversion rate.
 - Visitor Guides downloaded:
 - Visitors targeted for a specific campaign designed by Visit GJ saw a 5.25% conversion rate for downloading guides vs. default audiences which only saw a 0.63% conversion rate.

On average, from January through November for 2021, visitors who saw personalized content for visitor guides converted at a rate 3% higher than visitors who were greeted without any personalized content.

- Visitor Guides Requested or Downloaded:
 - Average visitor Guide requests & downloads increased by 40% from 2020 to 2021. Jumping from a 2.5% conversion rate to over 3%.
- This 3% average visitor guide conversion is 103% better than the industry average of 1.48%.
- Audience Overall Stats:
 - For 2021, visitors targeted by Visit GJ's personalization campaign - spent a whopping 154% longer time on site. This is a more than 6% increase YOY from 2020 and 48% increase from 2019!
 - Targeted visitors saw 74% more pages per visit. This is a 14% increase from 2020 and a return to the high pages per visit of 2019 (75% more pages for targeted visitors, compared to pre-pandemic).
 - Targeted visitors had a bounce rate 26% lower than visitors who didn't experience any personalization. This is a 41% improvement from 2020.

PUBLIC RELATIONS AND PRESS

- As a result of Visit GJ's direct media efforts, the Grand Junction area was featured in 60 articles. This equates to a readership of 435,942,629 generating \$ 4,691,668 in ad equivalency.
- Grand Junction, Palisade, and Fruita were featured, along with tourism businesses, in many national press articles due to the efforts of Visit Grand Junction's PR strategy.
 - Publications included: Wall Street Journal, Forbes, Fox News, Condé Nast Traveler, Fodor's, Travel & Leisure, Parade, MSN, USA Today, Yahoo News, Boston Globe, Boston Sunday Globe, News Break, ABC TV (Rock the Park), U.S. Food & Wine, Pure Wow, Food & Wine Magazine, Men's Journal, Club Wyndham, Pride Journeys, Wine Enthusiast, Marriott Traveler, Phoenix Magazine, Texas Monthly, Lansing State Journal, AAA Colorado, Denver Post, 5280 - among others.
- Hosted several influencer trips throughout the year which resulted in immediate articles in well-known publications and social media.
- Visit Grand Junction Director interviewed by local news media (TV and print) throughout the year, highlighting: destination brand, Visitor Center, COVID recovery, economic impact of tourism, and the Palisade Plunge. Also interviewed with Denver TV news and Michigan radio talk show host, Michael Patrick Shiels.

COLORADO TOURISM OFFICE (CTO)

- Visit GJ sponsored four community stakeholders and three Visit GJ Board Members to attend the 2021 Colorado Governor's Tourism Conference. The total number in the Grand Junction delegation was 11, including 4 staff and board members.
- Elizabeth was a General Session panel speaker for the keynote at the Annual Colorado Governor's Tourism Conference, on the topic of post-pandemic solutions for hiring and retaining employees.
- Deployed 5 eBlasts in Partnership with CTO (3 out-of-state and 2 in-state through CTO's subscriber lists).
 - Out-of-state Subscribers = 204,945
 - In-state Subscribers = 20,932
- Funded co-op opportunity for all Grand Junction area businesses, including Fruita and Palisade, covering 15 percent of their ad cost in the Official Colorado State Vacation Guide.
- Redesigned full-page ad with new branding creative for the Colorado Official State Vacation Guide.
- Grand Junction "mini visitor guide" was distributed worldwide - over 301,000 copies. This guide is mailed with every Colorado Vacation guide that is requested through Colorado.com and Colorado Tourism Office.
- Increased co-op investment with Colorado Tourism Office including eBlasts, social media paid posts, and Instagram takeovers.
- Visit GJ was one of three finalists for the 2021 Colorado Governor's Tourism Conference Awards for Outstanding Marketing Program.
- Mountains & Mesas Regional Tourism Planning partner
- Attended Governor Polis' CTO meeting
- Arranged Colorado Tourism Office meeting to introduce new Director, Tim Wolfe, and Representative Matt Soper. Palisade and Fruita were extended an invite from Visit GJ and also attended the meeting.

GRAND JUNCTION VISITOR CENTER AMBASSADORS

- In 2021, the Visitor Center Ambassadors volunteered a total of 2,819 hours.
- Hosted the Annual Volunteer Appreciation Luncheon at Devil's Kitchen, with Greg Caton as special guest.

STAFF EDUCATION

- Online webinars were utilized to a great degree for all Visit GJ staff in 2021.
- Mason Barrows: Attended SEE 2021 Conference.

- Elizabeth graduated from the Colorado Tourism Leadership Journey - A state program for tourism professionals to develop leadership skills, connect with other Colorado tourism colleagues, and encourage retention of the students within the Colorado tourism industry.
- Elizabeth attended the DMA West 2021 Tech Summit, held virtually. Learnings included new marketing tactics, technologies, and insights to successfully propel DMOs forward in the current and evolving environment.
- Elizabeth attended (remotely) Destinations International Annual Conference.

VISIT GRAND JUNCTION STAFF - COMMITTEES AND BOARDS

- Kim Machado: City of Grand Junction Employee Advisory Committee.
- Mason Barrows: City Employee Recognition Committee, MACO (Museums, Arts & Culture Organization) Group.
- Elizabeth Fogarty: Colorado Tourism Office Marketing Committee, Tourism Industry Association of Colorado Board (TIAC), Colorado Association of Destination Marketing Organizations (CADMO), Dinosaur Diamond Committee, Grand Mesa Byway Association

Thank you to our amazing team of staff, ambassadors, and advisory board members. Visit Grand Junction is fortunate to have such an awesome and passionate group of talented individuals. Their hard work and dedication is truly inspiring!

We also would like to thank and recognize City Manager, Greg Caton, for his leadership, guidance, and support of Visit Grand Junction's innovative and data-based marketing initiatives.

Lastly, thank you to Grand Junction residents, both tourism stakeholders and everyone who is fortunate to call this beautiful place home. Each of you are truly ambassadors and are our best advocates. Your contact with visitors leaves a positive and lasting impression on them, that they often rave about you when they return home. One of the #1 comments visitors say on social media after returning from visiting Grand Junction, is how friendly the locals are. GREAT JOB!

*For comments, feedback, or questions, please contact Visit Grand Junction Director, Elizabeth Fogarty:
ElizabethF@GJcity.org or 970-256-4052.*