



Visitor Satisfaction & Loyalty Research Report

November 2016



Executive Summary

Summary of Findings

Grand Junction Visitors (respondents):

- Are made up of 58% females and 42% males
- Are 45-54 (23%), 55-64 (28%), 65+ (25%) years old
- Are from the United States (96%), in particular Colorado, Arizona and Southern California
- Come primarily from a household with children no longer at home (40%), followed by couples with children at home (24%), and couples with no children (17%)
- Earn between \$50,000-74,999 (20%), \$75,000-99,999 (23%), and \$100,000-149,999 (23%) in annual household income
- Are primarily Overnight Visitors (71%) or Day Visitors (17%) and often retirees
- Visited Grand Junction with their spouse/significant other (56%) or with their immediate family (23%)
- Primarily visited Grand Junction for vacation/leisure (44%) or to visit friends and family (16%)

Summary of Findings

Overall Visit

- The overall Likelihood to Recommend Grand Junction Net Promoter Score (“NPS”) was 65%, while the overall Likelihood to Return to Grand Junction rating was 6 points lower at 59%. The Likelihood to Return scores are nearly always lower, due to some visitors not planning to return to the area.
- Day and Overnight Visitors’ Likelihood to Recommend were nearly identical at 68% and 67%, respectively. The seasonal Likelihood to Recommend NPS ratings were 69% for Fall, 63% for Summer and Winter, and 60% for Spring.
- When asked how their visit experience compared to their expectations, two-thirds of the respondents indicated it “Far exceeded expectations” or “Exceeded expectations”.

Buying Process

- The primary “demand generators” are visiting friends, Wine Country, and the City/State/National Parks.
- 30% of Grand Junction Visitors planned their trip 1-3 months in advance, while 18% planned their trip 2 weeks to 1 month in advance. The internet, recommendations from a friend, and the VisitGrandJunction.com website were the primary sources of information Visitors used when planning their trip.
- 26% of Grand Junction’s Visitors considered other destinations before deciding on Grand Junction, primarily in Colorado and Utah. Day Visitors considered Moab and a variety of Colorado towns (Western Slopes, Gunnison, Ouray), while Overnight Visitors primarily considered Moab, Denver, Durango, and other destinations in Utah. The most important factors for deciding to visit Grand Junction was the experience of a prior visit and to visit family and friends.

Summary of Findings

Spending

- Overnight Visitors spend significantly more than Day Visitors.
- 25% of Overnight Visitors spent \$101-200 on lodging during their visit, while 16% of Overnight Visitors spent \$51-100 and 15% spent \$201-300.
- 26% of all Grand Junction Visitors reported spending \$51-100 on food expenses during their visit, followed by 21% spending \$101-200 and 18% spending \$25-50.
- For all other expenses, 20% of all respondents reported spending \$101-200, while 18% reported \$51-100 and 17% reporting \$25-50.

Visit Experience

- Grand Junction Visitors experienced a variety of activities during their visit. 70% of all respondents experienced Grand Junction restaurants, 38% experienced the City/State/National Parks, and 38% shopped in Grand Junction retail stores. The activities with the least participants includes ATV/Jeeping, Rafting, the Spa/Salon (3%) and Hunting (<1%).
- City/State/National Parks received the highest Net Promoter rating at 83%, followed by the Grand Junction Visitor Center at 77%, and Public Land, Mountain Biking, and Rafting* at 76% each.

*Denotes small sample size

Summary of Findings

Festivals and Special Events

- Only 4% of all respondents indicated that Festivals/Special Events was the most important factor influencing their decision to visit Grand Junction. The Fruita Fat Tire Festival was the most attended festival, with a NPS rating of 67%. Other popular events were The Downtown Farmer's Market and the Colorado Mountain Winefest, with NPS ratings of 57% and 81% respectively.

Perceptions and Positioning

- 73% of respondents agreed that "Grand Junction is the Gateway to Colorado National Monument" was a "very accurate" description of Grand Junction. 28% of respondents also indicated that this same phrase was the one that most appealed to them, while 29% of respondents felt that "Grand Junction is a Different Side of Colorado" most appealed to them. "Grand Junction is Dramatically Different" appealed to the least number of respondents at 6%.
- Prior to their arrival, 53% of Visitors had heard of Grand Junction referred to as "Colorado's Wine Country", while only 35% of Visitors reported hearing Grand Junction referred to as "GJ" before visiting. An even smaller percentage (26%) indicated they had used "GJ" to refer to Grand Junction.