



VISIT GRAND JUNCTION

SUMMARY OF 2024 ACCOMPLISHMENTS, PROJECTS, PARTNERSHIPS, DATA, AND OUTREACH

SIGNIFICANT HIGHLIGHTS:

GRAND JUNCTION'S MOST NOTABLE PR ARTICLES IN 2024

- **Good Morning America** – [“How to Travel for Spring Break on a Budget”](#)
- **Spring National Broadcasts** – WGN Daytime Chicago, KIAH Houston, CW7 Arizona Mix, and more – [“Spring Break Destinations”](#)
- **Winter National Broadcasts** – KRQE Albuquerque, WTTG Washington D.C., KAZT AZ Daily Mix Phoenix, and more – [“Winter Travel”](#)
- **National Geographic** – [“National Monuments Are Underrated-These Are Some of Our Favorites”](#)
- **Condé Nast Traveler** – [“The 20 Best Hikes in Colorado”](#)
- **Boston Globe** – [“The Concierge: Here, There, and Everywhere”](#)
- **HGTV** – [“15 Elopement Destinations We Love”](#)
- **CNN** – [“Skiing in North America can be ‘extortionate.’ Here’s where to save money while not scrimping on snow and stoke”](#)
- **USA TODAY** – [“We Made Priceless Family Memories in the Grand Canyon with Adventures by Disney”](#)
- **AARP** – [“7 Scenic RV Parks Where You Can Book Your Next Vacation”](#)
- **BIKE Mag**
 - [“Destination: Grand Junction, Colorado”](#)
 - [“Ride Guide: Grand Junction, Colorado”](#)
 - [“Post-Ride: Grand Junction, Colorado”](#)
- **Forbes** – [“Chef’s Table Talk 2024: Choppin’ It Up With Josh Niernberg”](#)



Destination: Grand Junction, Colorado

The beveled ledges of Velcro-grip sandstone at Grand Junction's Lunch Loops trails demand a second helping.

Aaron Theisen • Jul 12, 2024



LOGIN



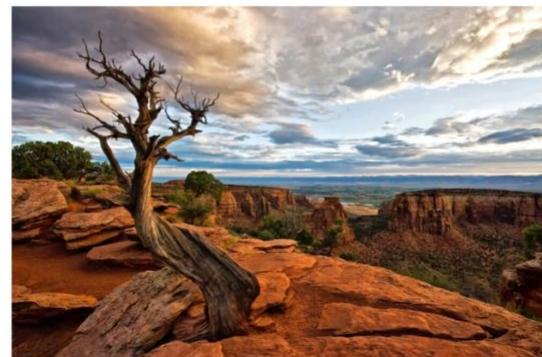
Newsletters

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National monuments are underrated—these are some of our favorites

Skip the crowds, timed entry, and gridlock at the national parks and head to some of America's other natural wonders.



LODGING DATA:

GRAND JUNCTION AVERAGE DAILY RATE (ADR) PACING COMPARED TO THE UNITED STATES

- Grand Junction's 2024 ADR year-over-year (YoY) increase of 4.6% was 2.5 percentage points above the United States' YoY change of 2.1%.

GRAND JUNCTION AVERAGE DAILY RATE (ADR) PACING COMPARED TO COLORADO, INCLUDING SKI TOWNS

- Grand Junction's 2024 ADR YoY increase of 4.6% was 4.1 percentage points above Colorado's YoY increase of 0.5%, including ski resorts.

GRAND JUNCTION AVERAGE DAILY RATE (ADR) PACING COMPARED TO COLORADO, EXCLUDING SKI TOWNS

- Grand Junction's 2024 ADR YoY increase of 4.6% was 4.5 percentage points above Colorado's YoY change of 0.1%, excluding ski resorts.

GRAND JUNCTION REVENUE PER AVAILABLE ROOM (REVPAR) PACING COMPARED TO THE UNITED STATES

- Grand Junction's 2024 RevPAR YoY increase of 1.4% was 0.7 percentage points below the United States' YoY increase of 2.1%.
 - This is a significant improvement compared to 2023. Specifically, Grand Junction was lagging behind the U.S. in 2023 by 4.7 percentage points.

GRAND JUNCTION REVENUE PER AVAILABLE ROOM (REVPAR) PACING COMPARED TO COLORADO, INCLUDING SKI TOWNS

- Grand Junction's 2024 RevPAR YoY increase of 1.4% was 3.0 percentage points above Colorado's YoY decrease of -1.6%, including ski resorts.

GRAND JUNCTION REVENUE PER AVAILABLE ROOM (REVPAR) PACING COMPARED TO COLORADO, EXCLUDING SKI TOWNS

- Grand Junction's 2024 RevPAR YoY increase of 1.4% was 3.2 percentage points above Colorado's YoY decrease of -1.8%, excluding ski resorts.

GRAND JUNCTION RECORD AVERAGE DAILY RATE

- Grand Junction's 2024 ADR of \$108.49 is the highest ADR for any year in Grand Junction's history.

GRAND JUNCTION RECORD REVENUE PER AVAILABLE ROOM

- Grand Junction's 2024 RevPAR of \$70.77 is the highest RevPAR for any year in Grand Junction's history.

GRAND JUNCTION RECORD 12-MONTH ROLLING AVERAGE OCCUPANCY

- Grand Junction's January 2024 12-month rolling average occupancy of 66.5% the highest for any month in Grand Junction's history.

GRAND JUNCTION LODGING TAX

- Grand Junction's 2024 lodging tax collections were 2.0 percent above 2023's collections.

SUMMARY HIGHLIGHTS:

HOTEL AVERAGE DAILY RATE (ADR)

- Through Visit Grand Junction's monthly Stakeholder eNewsletters, hoteliers gained valuable insights and education on effective revenue management strategies, encouraging them to optimize rates.
 - In 2024, the dedicated efforts of hoteliers to strategically manage rates resulted in record-breaking monthly ADRs. Congratulations on this remarkable achievement.
- Grand Junction's 2024 hotel ADR of \$108.48 was 4.6 percent above 2023's ADR of \$103.69.
 - **Grand Junction had the highest monthly ADR in history, regardless of month:**
May 2024's ADR of \$134.79 was the highest ADR ever recorded in Grand Junction's history, regardless of the month.
 - **For 10 months, Grand Junction had the highest ADR in history compared to each specific month from prior years:**
February and March were the only exceptions.
- In addition to tracking individual monthly data, Visit Grand Junction monitors metrics over a rolling 12-month period. This approach is significant as it removes seasonality, provides a comprehensive year-long view, and minimizes the impact of outlier months with unusually high or low performance.
 - **For all 12 months, Grand Junction recorded the highest 12-month rolling average ADR in history, surpassing each corresponding month from prior years:**
Every single month set new records!

HOTEL REVENUE PER AVAILABLE ROOM (REVPAR)

- Grand Junction's 2024 hotel RevPAR of \$70.76 was 1.4 percent above 2023's revenue per available room of \$69.80.
 - **For five months, Grand Junction achieved the highest RevPAR in its history compared to the same months in previous years:**
February, March, June, July, October, November, and December were the exceptions.
 - **For all 12 months, Grand Junction recorded the highest 12-month rolling average RevPAR in history, surpassing each corresponding month from prior years:**
Every single month set new records!

VISIT GRAND JUNCTION DATA STRATEGY

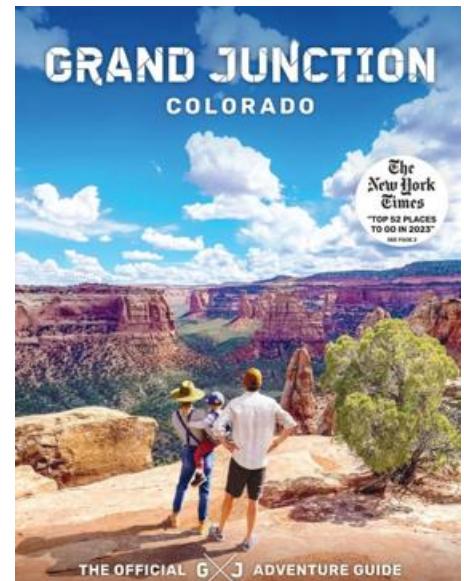
- Visit Grand Junction continues to enhance its **Tableau Data Platform** by integrating additional data sources into its established database. This augmentation enabled the development of visualizations, business intelligence, and actionable insights, effectively guiding the department's destination marketing and management strategies.
- Visit Grand Junction continues to maximize consumers' high intent to travel by optimizing data-driven marketing strategies, which allow for better-informed decisions and a consistent and sustainable **science-based approach** to destination management overall.
- Comprehensive marketing analysis provided critical insights into audiences, behaviors, and target markets. Visit Grand Junction **leveraged insights** to optimize all marketing initiatives, including branding, ad tech, social media, website, and creative content, to name a few. By aligning these insights with strategic objectives, the team ensured that marketing initiatives were targeted, effective, and impactful, significantly elevating Grand Junction's visibility and appeal to diverse traveler segments.
- Visit Grand Junction invested in **social listening tools**, monitoring real-time conversations about Grand Junction on a variety of social platforms and forums, ensuring its marketing efforts align with audience values.
- Visit Grand Junction **deployed numerous surveys** to U.S. consumers to collect firsthand feedback from both potential and past guests. By asking focused questions about their interests, motivations, and overall experiences, Visit Grand Junction refined its messaging and identified growth opportunities that align with visitor preferences.

PUBLIC LANDS & STEWARDSHIP

- Incorporated **Leave No Trace & Do Grand Junction Right** messaging in marketing content across various platforms, including the VisitGrandJunction.com website, Official Grand Junction Visitor Guide, Colorado Tourism Office partnerships, paid media, Marketing eNewsletter, and social media channels.
- Enhanced Visit Grand Junction's mobile technology platform and gamification application, **the Grand Junction Outdoor Adventure Pass**, to support resource stewardship. The application collects essential trail usage data and incentivizes passholders to enjoy outdoor activities, encouraging disbursement from more popular trails to less-explored areas.
 - 581 active passholders in 2024.
 - Passholders logged 540 outdoor spot check-ins in 2024.
 - Passholders redeemed 42 prizes from Grand Junction businesses in 2024.
- Member of the **Care for Colorado Coalition**.
- Adjusted trail content (introduced new trails) in marketing content to **disburse trail usage** by both residents and visitors.
- Enhanced **safety and precautionary content** for the Palisade Plunge Trail. The National Forest Service reported no fatalities on the trail in 2024, crediting Visit Grand Junction's destination management content strategy as a major factor in this success.
- Communicated with **public land partners**, including state and national forests, the Bureau of Land Management, the National Conservation Areas, and the National Park Service, to ensure destination management strategies were successful.
 - Colorado National Monument visitation for recreation visits was 493,634, which is an increase of 1.5 percent in 2024 compared to 2023.

GRAND JUNCTION OFFICIAL VISITOR GUIDE

- **Mailed** 76,502 of the newly rebranded **Official Grand Junction Visitor Guide** to households and businesses within Mesa County in 2024. The special edition included a letter from the City Manager and the Visit Grand Junction Director, two postcards to invite family and friends to visit, and a wildlife-themed coloring page.
 - Those who brought their completed coloring page to the Grand Junction Visitor Center received a Grand Junction-branded backpack, filled with a \$25 Downtown gift card, Enstrom Candies, and other treats. A total of 85 community members participated by returning their colored pages, which were proudly displayed on art panels in the Visitor Center.
 - Explore the [positive feedback](#) Visit Grand Junction has received from the community and visitors regarding the updated Visitor Guide.
- **Distributed** 140,193 visitor guides in 2024.
 - Distributed 49,923 Visitor Guides to local businesses, visitor centers, travel offices, airports, etc., across the country.
 - Distributed 14,216 visitor guides nationwide to individual consumers who requested a mailed copy.
 - Distributed 76,054 Visitor Guides to households and businesses in Mesa County.
- The **digital Grand Junction Visitor Guide**, hosted on VisitGrandJunction.com website, was **downloaded** 13,163 times in 2024, which is a 24.5% increase compared to 2023.
 - The average time spent on the digital Grand Junction Visitor Guide for 2024 was 7 minutes and 22 seconds, which is a 10% increase compared to 2023.
 - Non-bounce sessions in 2024 were 15,565, which is a 3.5% increase compared to 2023.
 - Peak engagement on the digital Grand Junction Visitor Guide has expanded from March-August in 2023 to January-October in 2024. This is four additional months that saw peak engagement.
- The Visitor Guide was **distributed to individuals** from all 50 states.
- Serviced 41 **business locations** in the Grand Junction area for Visitor Guide distribution (includes a rack of guides).



- Provided Visitor Guides for **business recruitment efforts** such as area realtors, River of Life Church, Intermountain Health, Community Hospital, and Bookcliff Christian School.

GRAND JUNCTION DESTINATION BRANDING

- The Grand Junction destination brand remains a key element in **marketing initiatives and messaging**, including digital media, three monthly eNewsletters, VisitGrandJunction.com, Official Grand Junction Visitor Guide, department materials, promotional items, marketing collaborations with regional partners, and campaigns with the Colorado Tourism Office.



- Visit Grand Junction partnered with Grand Junction Parks & Recreation Department and the Downtown Development Authority and Business Improvement District to design a **branded wrap on the new Fifth Street public restroom**. The design included an inspirational map of the area, brand elements and a written excerpt from Dalton Trumbo signifying the art and history of the area.
- **Promotional products**, including zip pouches and stickers were designed and produced.

COMMUNITY OUTREACH, PARTNERSHIPS, AND STRATEGIES

- Visit Grand Junction continued its partnership with the Colorado Tourism Office in the **Destination Blueprint Program**, focused on **advancing the tourism workforce**. This included brand awareness to attract the workforce, providing professional development opportunities for tourism-related staff, and fostering a connected workforce in the Grand Junction area. The goals were a result of work performed by a core set of local stakeholder experts. The committee included: Mesa County Workforce Center; Colorado Mesa University and Colorado Mesa University Tech; Mesa County School District 51; Grand Junction Economic Partnership; Grand Junction Chamber of Commerce, Palisade Chamber, and local businesses. To support these efforts, two key video campaigns are in development:
 - **Workforce Campaign Video**: This video will spotlight hospitality industry staff and jobs in Grand Junction, aiming to reshape perceptions about careers in tourism and showcase opportunities for career advancement. Inspired by top branded content documentaries, the campaign seeks to position Grand Junction's tourism sector as a viable and fulfilling career choice, helping to attract new talent and retain current employees.
 - **Resident & Tourism Campaign Video**: This video will focus on building local pride by highlighting Grand Junction's unique attractions, vibrant lifestyle, and community offerings, reinforcing the City's appeal as an ideal place to live and an attractive destination to visit.
- Visit Grand Junction **sponsored** sixteen delegates at the 2024 Colorado Governor's Tourism Conference. The delegation included six staff, four members of the Visit Grand Junction Advisory Board of Directors, and six tourism stakeholders. Businesses represented included the Hotel Maverick, DoubleTree by Hilton, Castle Creek Manor, TNT Gourmet Street Eats Food Truck, the Palisade Chamber of Commerce, and JR's Carriage Service, Manon Marketing, and SunUp Communications. Upon their return, delegates shared their insights and learnings with the Visit Grand Junction Advisory Board of Directors.
- Visit Grand Junction offered a 15 percent **co-op discount** to any business in Mesa County who contracted an ad in the Colorado Official State Vacation Guide.
- Created **blogs** for the City's Human Resources Department showcasing city staff, their reasons why they enjoy working for the City of Grand Junction and their favorite local activities.
- Provided the Grand Junction Regional Airport and the Grand Junction Regional Air Service Alliance monthly **hotel metrics and market data**.
- **Guest speaker** for the **Outdoor Recreation Program class** at Colorado Mesa University.
- Assisted with the collection and organization of images for the **2025 City of Grand Junction Calendar**.

- Visit Grand Junction's Event Partnership Program provided event promotion assistance to **seven organizations with seven events**, including: Colorado Mountain Winefest; Grand Valley River Fest; TEDxGrandJunction; Colorado West Performing Arts Company's "The Nutcracker"; Colorado Stampede PRCA Rodeo; Pickin' in the Rockies; and Palisade Bluegrass & Roots Festival. The partnership provided assistance with marketing, event promotion, and collecting relevant data, which will develop future years' event initiatives and attendance. Visit Grand Junction hosted and facilitated **11 hybrid Special Events Task Force meetings** at the Grand Junction Visitor Center.
- Hosted Visit Grand Junction booth at **12 Market on Main events** (Farmers' Market), featuring lawn games, free popsicles and Enstrom Candy for all who stopped by. A total of 742 new eNewsletter sign-ups were captured from residents and guests attending the market, which is an increase of 64% for 2024 compared to 2023.
- Hosted 16 Volunteer Ambassadors, their guests, and 3 Visit Grand Junction Advisory Board members to a **2024 Junior College World Series (JUCO)** game.
- Maintained a dedicated **stakeholder partnership information page** on VisitGrandJunction.com outlining the array of services offered by Visit Grand Junction to support hospitality businesses.
- Visit Grand Junction nominated **Lewis Baker**, owner of **Adrenaline Driven Adventures**, for the Colorado Tourism Office Rising Tourism Star and Exemplary Community Tourism Initiative Award.
- Hosted eight **volunteer familiarization (FAM) tours at area tourism businesses**. Businesses showcased their services, and Volunteer Ambassadors learned more about the area. Local businesses included: Colorado Flight Center; Commemorative Air Force Museum; Pour Fellows; Dream Cafe; Castle Creek Manor; Ramblebine Brewing Company; Adrenaline Driven Adventure Rentals and Tours; Bananas Fun Park; Cameo Shooting and Education Complex; Western Anglers Fly Shop; CMU Downtown; A Robin's Nest of Treasures; Western Colorado Botanical Gardens; Tropical Smoothie Cafe; The Hotel Melrose; Melrose Spirit Co.; Asteria Theatre; Cafe Sol; Horizon RV Park; SoCo Social House; and Junct'n Square Pizza. The Ambassadors share their learnings with guests who call and stop by the Visitor Center.
- Hosted a **Volunteer Ambassador Grand Mesa Education Day** to support the U.S. Forest Service Grand Valley Ranger District during the 2024 closure of the Grand Mesa Visitor Center. Visit Grand Junction welcomed William Edwards and Brenda Winfrey, who provided insights to Grand Junction Volunteer Ambassadors on how to assist effectively while the Grand Mesa Visitor Center remains closed.
- Hosted a booth at the **Mesa County Workforce Center's Volunteer Fair**, staffed by one staff and four Volunteer Ambassadors.
- Invited 11 **Community organizations** to attend a Visit Grand Junction Advisory Board meeting to share updates. Organizations included: The Bureau of Land Management and McInnis Canyons National Conservation Area; U.S. Forest Service; Colorado National Monument; Colorado State Forest Service; Grand Junction Regional Airport, Grand Junction Sports Commission; Junior College World Series (JUCO); Grand Junction Area Chamber of Commerce; Downtown Development Authority and Business Improvement District; Grand Valley Outdoor Recreation Coalition; Cameo Shooting and Education Complex.

RESEARCH

- Commissioned Tourism Economics, an Oxford Economics company, to complete an **Economic Impact of Tourism Study** to calculate the value and return on investment of the tourism industry in Grand Junction and Mesa County for the year 2023. The study reported on the economic interdependencies of tourism on Grand Junction's other industries not directly related to tourism.
- Participated in an industry-wide **DMO Website Conversion Study** conducted by Future Partners on behalf of the DMA West (Destination Marketing Associations of the West, now One West Tourism Alliance) Education & Research Foundation. The year-long study revealed that 73% of VisitGrandJunction.com website users live outside of the Grand Junction area. Additionally, local website traffic increased 37% in 2023 compared to 2020, demonstrating that both residents and businesses increasingly see VisitGrandJunction.com as a key resource and central hub for staying informed about local events in the community and discovering new opportunities for recreation, entertainment, and exploration for themselves and visiting friends and relatives.

MARKETING, COMMUNICATIONS & PROJECTS

- Through the **Grand Junction Area Tourism Membership Program**, Visit Grand Junction expanded its marketing support to 38 tourism-related businesses outside of Grand Junction but within Mesa County.

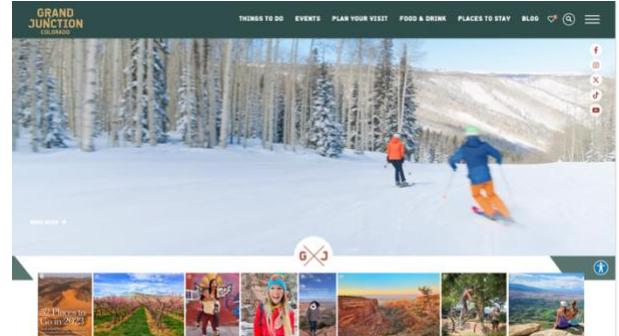
- Emailed three **eNewsletters** each month – Stakeholder eNews, P.R. eNews, and Marketing eNews. A total of 4,641 new subscribers were added across all eNewsletters.
- Mailed 2,208 **postcards** to consumers who requested them through Visit Grand Junction's marketing outreach.
- Local businesses and residents were included in **marketing campaigns**, including social media, which is an ongoing strategy of the destination brand development.
- Visit Grand Junction sponsored 24 **contests** to foster awareness and encourage visits to Grand Junction. This included 17 CTO eBlast contests, six event partnership giveaways, and one additional contest (JUCO ticket giveaway).
- Recognizing the transformative impact of **artificial intelligence (AI)** on travel and hospitality, Visit Grand Junction continued to embrace a forward-thinking approach by integrating AI into its daily marketing strategies and operational processes. By leveraging AI-driven data tools and insights (both human and AI), the team enhanced its ability to understand traveler behavior, personalize marketing efforts, and optimize operations, positioning Grand Junction as a leader in innovative destination marketing.
- Using the latest advertising technology, Visit Grand Junction deployed **programmatic ad campaigns** tailored specifically for targeted audiences and affinities using science-based data insights.
- **National market research** included survey screenings to uncover consumer demographics, behaviors, attitudes, and perceptions about Grand Junction.
- Invested in **selective print ads**, including the Colorado Official State Vacation Guide, the insert attached to the Official Colorado State Guide, The Beacon Senior News, Grand Circle Official Travel Planner, and Group Tour Magazine.

USER-GENERATED CONTENT (UGC)

- Secured thousands of **digital creative assets** used for marketing the destination. By leveraging a UGC platform, Visit Grand Junction collaborates with "mini influencers" who champion the area. Visit Grand Junction continues to build global partnerships with individuals who enthusiastically share the City's charm and attractions through their social media platforms, further amplifying its reach and appeal.

VISIT GRAND JUNCTION WEBSITE

- VisitGrandJunction.com featured **dynamic content** to highlight and effectively communicate the City's destination brand, lifestyle, and experiences for guests and residents.
 - Posted 64 **new blogs** on VisitGrandJunction.com
- VisitGrandJunction.com was recognized by ChatGPT's search algorithm as an **authoritative and trusted** source.
- For 2024 compared to 2023, **VisitGrandJunction.com** experienced:
 - **565% increase in page views**
 - Significantly more content is being consumed on the site, indicating increased interest in Grand Junction.
 - **122% increase in unique users**
 - The site is reaching a broader audience, bringing in a growing user base.
 - Of this total increase in users, 63% were female, and 37% were male.
 - **123% increase in sessions**
 - New users are also visiting the website more frequently, indicating higher engagement.
 - **56% increase in user engagement rate**
 - A user is considered engaged if they stay on the site longer than 10 seconds, view at least 2 pages, or complete an activity Visit Grand Junction considers significant, like viewing the Visitor Guide. This increase in engagement shows Visit Grand Junction's targeted marketing is finding the right people at the right time.
 - **199% increase in page views per unique user**
 - Each user is viewing more pages during their visits, a strong indicator of a compelling and user-friendly website experience from the new website.



- The **top 20 organic blogs** visited on VisitGrandJunction.com illustrate that Visit Grand Junction's strategy successfully represents a wide range of experiences and businesses.
 1. 24 Things to do in Grand Junction in 2024!: 169,906 page views
 2. Concerts and Live Events in Grand Junction: 123,342 page views
 3. Festivals in Grand Junction: 87,404 page views
 4. Nature's Trifecta in Colorado | Visit Grand Junction: 86,110 page views
 5. How to Find the Amazing Arches of Rattlesnake Canyon: 71,298 page views
 6. An Unexpected Colorado Winter in Grand Junction: 48,698 page views
 7. Guide to Fly Fishing in Grand Junction, Colorado: 43,687 page views
 8. The Best Scenic Drives Near Grand Junction, CO | Explore Now: 40,584 page views
 9. Things to do in Grand Junction this Spring: 39,815 page views
 10. Where to Go Mountain Biking in Colorado: 39,632 page views
 11. Nordic Skiing in Grand Junction, Colorado: 36,174 page views
 12. Things to Do in Grand Junction, Colorado With Kids: 36,068 page views
 13. 3 Awesome Colorado Jeep Trails Around Grand Junction: 33,546 page views
 14. Grand Junction Breweries| Must-See Breweries & Distilleries!: 31,369 page views
 15. Guide to Snowmobiling in Grand Junction, Colorado: 30,902 page views
 16. Unleash Your Artistic Side in Grand Junction: 29,706 page views
 17. Colorado Winter Activities for Non-Skiers in Grand Junction: 29,594 page views
 18. Colorado Fishing Trip: Gear, Guides & More: 28,392 page views
 19. Ride the Colorado Riverfront Trail: 27,365 page views
 20. Grand Junction Named to The New York Times' Prestigious List of "52 Places To Go" in 2023: 26,210 page views
- The **top 5 blogs overall** visited on VisitGrandJunction.com were:
 1. 24 Things to do in Grand Junction in 2024!: 3,280,335 page views
 - a. 23 Things to Do In Grand Junction In 2023 only received 129,000 page views in 2023
 2. Nature's Trifecta in Colorado: 1,762,108 page views
 3. An Unexpected Colorado Winter in Grand Junction: 1,191,650 page views
 4. Guide to Fly Fishing in Grand Junction, Colorado: 596,400 page views
 5. Best Scenic Fall Drives in Colorado: 274,769 page views
- The **top 10 events** on the event calendar visited on VisitGrandJunction.com were (*The Air Show event does not appear, as this only shows the top events that occurred in 2024. The Air Show occurred in 2023.*)
 1. Market on Main: 34,620 page views (up 140% over 2023)
 2. Parade of Lights: 32,597 page views (up 358% over 2023)
 3. Downtown Spooktacular: 13,212 page views (up 364% over 2023)
 4. Junior College World Series: 11,952 page views (up 35% over 2023)
 5. 56th Annual Palisade Peach Festival: 11,001 page views (up 984% over 2023)
 6. Summer Farmer's Market: 9,987 page views (up 360% over 2023)
 7. Colorado Lavender Festival: 9,292 page views (up 357% over 2023)
 8. Downtown Car Show: 9,010 page views (up 182% over 2023)
 9. 4th of July Parade: 8,961 page views (up 148% over 2023)
 10. Country Night @ Mama Ree's After Dark: 7,329 page views (up 3,216% over 2023)
- The **Top Ever Individual Days of Performance** that occurred on VisitGrandJunction.com in 2024 were:
 - On December 4, 2024, the VisitGrandJunction.com website experienced the highest-ever daily average page views per unique user at 5.99.
 - On February 27, 2024, the VisitGrandJunction.com website experienced the highest-ever daily total conversions (performed a key event such as clicking on 3 pages or staying for longer than 2.5 minutes on our website) at 65,620.
 - On April 6, 2024, the VisitGrandJunction.com website experienced the highest-ever daily total page views at 106,372.

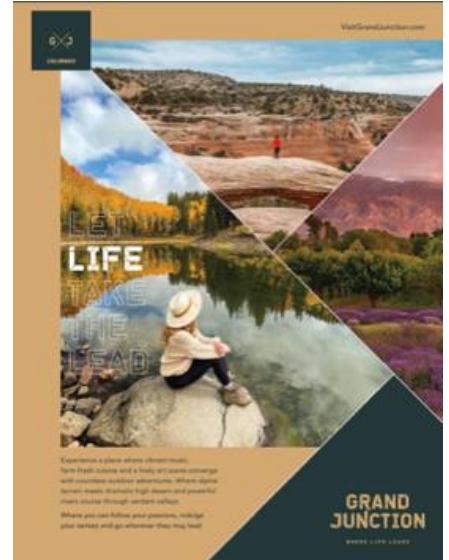
- On January 26, 2024, the VisitGrandJunction.com website experienced the highest-ever daily total sessions at 28,809.
- On January 26, 2024, the VisitGrandJunction.com website experienced the highest-ever daily total unique users at 26,971.

Aside from the Home Page, based on sessions, the **top website pages** visited on VisitGrandJunction.com were “24 Things to do in Grand Junction in 2024,” “Things to Do,” and “An Unexpected Colorado Winter in Grand Junction.”

Through the **website personalization platform**, all direct flight cities, received targeted campaigns to increase user engagement and encourage traveling to the Grand Junction Regional Airport.

COLORADO TOURISM OFFICE (CTO)

- A delegation of 16 individuals, including community members, Visit Grand Junction staff, and advisory board members, **attended the 2024 Colorado Governor’s Tourism Conference**.
- Visit Grand Junction invested in 17 **CTO eBlasts** (8 out-of-state, 8 in-state eBlasts and 1 combined in-state & out-of-state).
- Visit Grand Junction received 2,974 **Visitor Guide Requests** from CTO eBlasts.
- CTO eBlast in-state subscribers averaged 22,575 **subscribers** per eBlast, which is an increase of 2.61% over 2023.
- Partnered with the CTO to host an **international familiarization (FAM) tour** with representation from thirteen different countries.
- Grand Junction's "**mini visitor guide insert**" was distributed worldwide - over 302,000 copies. The guide was mailed with every Colorado Official State Vacation guide requested through Colorado.com and the Colorado Tourism Office.
- Increased co-op investment with the Colorado Tourism Office, including **eBlasts, digital advertising, paid social media posts, and Instagram reels**.
- Partnered with the CTO on two paid media co-ops consisting of **programmatic display ads, inclusivity ads, responsible recreation ads, and eTarget email campaigns**.
- Placed a **full-page ad** in Colorado Official State Vacation Guide.
- Ongoing partnership with the CTO as plans are made for the **250-150 celebration of the U.S. and Colorado birthdays**. Staff is formally on the regional committee and participates in regular planning meetings.
 - U.S. Semiquicentennial + [Colorado Sesquicentennial](#) = Sesqui-Semi-Quin-Centennial
- Participated in **Mountains & Mesas Regional Tourism partnerships** with the Colorado Tourism Office.



PUBLIC RELATIONS (PR) AND PRESS

- As a result of Visit Grand Junction's direct media efforts, the Grand Junction area was featured in **42 media outlets**, equating to a **readership/viewing of 463,404,924** and generating **\$5,919,930 in ad equivalency**, 46.8 percent above 2023's ad equivalency.
- In addition, Visit Grand Junction invested in Spring 2024 and Winter 2024 **live national television segments**. These segments were shared across **376 unique outlets**, garnering **67,874,936 impressions**. 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: **Forbes, Outside, AFAR, Matador Network, AARP, National Geographic, Smithsonian, Conde Nast, HGTV, Fodor's, FiftyGrande, Paste, Boston Globe, The Points Guy, Pride Journeys, Wine Enthusiast, Tiny Beans, Women's Health UK, Denver Post, 5280, Southbay Magazine, BIKE Mag, Diario Las Americas, Men's Journal, Selle San Marco, Sierra Club, Family Vacationist, MSN, USA Today, Colorado Meetings + Events, SKI, and CNN.**
 - Large market television stations included **WGN Daytime Chicago; KIAH Good Day DC; KAZT AZ Daily Mix; WJBK Fox 2 News Morning: The Nine; Detroit, MI, KTVI Studio STL.; WITI Fox 6 Wake-Up News at 9**

Milwaukee; WXIX Fox 19 Now Morning Xtra, Cincinnati; KVVU More: Local Las Vegas; KRQE News 13 New Mexico Living Albuquerque; WTVR Virginia This Morning, Richmond, VA; WUHF ARC Rochester, Fox Weather, Great Day Colorado – KDVR Fox31 Denver, and News4SA San Antonio Living.

- Hosted 11 **journalist trips** throughout the year, resulting in articles, publications, and social media coverage.

GRAND JUNCTION VISITOR CENTER

- **Total guests** to the Visitor Center increased of 29.1% compared to 2023.
- **In-state guest visits** to the Visitor Center increased 21.9% compared to 2023.
- **Out-of-state guest visits** to the Visitor Center increased 22.4% compared to 2023.
- **International guest visits** to the Visitor Center increased 49.6% compared to 2023.
- **Top five visiting countries** to the Visitor Center:
 1. Canada
 2. Germany
 3. England (UK)
 4. Australia
 5. France
- **Top five visiting states** to the Visitor Center:
 1. Colorado
 2. California
 3. Minnesota
 4. Texas
 5. Utah
- Visit Grand Junction highlighted during a **Visitor Services Industry Call** with Colorado Tourism Office for Visitor Services best practices.

GRAND JUNCTION VISITOR CENTER AMBASSADORS

- Visitor Center Ambassadors **volunteered** 5,451.60 hours, an 18.87 percent increase compared to 2023.
- Visitor Center Ambassadors volunteered an average of 97.35 hours per volunteer in 2024, which is an increase of 1.89 hours over 2023.
- Hosted a **Volunteer Appreciation potluck** at the Grand Junction Visitor Center for Volunteer Appreciation Day in April.
- Hosted eight **volunteer familiarization (FAM) tours** at area tourism businesses, allowing businesses to showcase their services. Volunteer Ambassadors learn more about area businesses and share this information with guests who call and stop by the Visitor Center.
- Two Visit Grand Junction Volunteer Ambassadors were nominated for the **Colorado Governor's Tourism Conference Jack Snow Award** for their selfless time and energy in furthering tourism in Colorado.
- Treated 16 volunteer ambassadors and their guests to a **2024 Junior College World Series (JUCO) game**.



CONFERENCES, WEBINARS, AND MEETINGS

- **Destination Think! X Collective** - Think! X Innovations, a division of Destination Think, **chose Visit Grand Junction**, along with eight other destinations to lead a global destination management collective. The original nine included: Banff, Canada; Queenstown, New Zealand; Copenhagen; Tofino, British Columbia; Bend, Oregon; Noosa, Australia; Cariboo Coast, British Columbia; Mammoth Lakes, California; and Grand Junction, Colorado. The purpose is to highlight effective destination marketing and management strategies from leading Destination Marketing Organizations (DMOs) who can guide less established DMOs. In addition, the goal is to create accurate measurements and data to support the travel industry worldwide. Destinations were chosen based on their current impact on the industry, ability to refine data accurately, and leaders who use innovative processes that are

producing consistent results. The nine leaders will focus on addressing workforce development, regenerative travel, growing tourism responsibly, diversifying economies through the travel industry, and sustainability. Think! X Innovations views Grand Junction's strategies as unique, intending to bring the world's attention to Grand Junction and the inspiring initiatives from the community.

- Visit Grand Junction Staff attended the **Annual Colorado Governor's Tourism Conference, Booyah 4th Annual Travel, Tourism & Outdoor Retail Summit, and Colorado Visitor Services Summit**.
- Visit Grand Junction Staff virtually attended **Visitor Services Industry** meetings, which included Visitor Center managers from across the state, hosted by the Colorado Tourism Office.
- Visit Grand Junction Staff virtually attended **America 250 - Colorado 150 Southwest Colorado Local Organizing Committee** meetings.
 - U.S. Semiquincentennial + [Colorado Sesquicentennial](#) = Sesqui-Semi-Quin-Centennial
- Visit Grand Junction Director Elizabeth Fogarty continues to sit on the
 - **Colorado Tourism Office Marketing Committee**
- Visit Grand Junction staff attended the **Grand Junction Economic Partnership's Western Colorado Economic Summit, the Grand Junction Area Chamber of Commerce annual banquet, and the City of Grand Junction Annual Boards & Commissions event**.
- Visit Grand Junction Director attended the following **educational conferences**:
 - **Destinations International 2024 Annual Convention**
 - **U.S. Travel Association Annual Educational Seminar for Tourism Organizations (ESTO)**
 - **Annual meeting of the Colorado Association of Destination Marketing Organizations (CADMO)**, where DMO directors from across Colorado shared destination developments, challenges, and insights.
- Visit Grand Junction staff invested time in online webinars, including **Google Analytics, artificial intelligence, economic data, software education, destination stewardship, and industry insights**.

VISIT GRAND JUNCTION STAFF – COMMITTEES & BOARDS

- **Kim Machado**: City of Grand Junction Employee Advisory Committee, Grand Junction Cloud Ambassador.
- **Mason Barrows**: City Employee Recognition Committee, MACO (Major Arts and Culture Organizations) Group.
- **Matthew Hart**: City of Grand Junction Sustainability Action Team, Western Slope Volunteer Management Association, America 250 - Colorado 150 Southwest Colorado Local Organizing Committee.
- **Elizabeth Fogarty**: The Art Center of Western Colorado board member, Colorado Mesa University Davis School of Business and Hospitality Management advisory board member, Colorado Tourism Office Marketing Committee, Colorado Association of Destination Organizations (CADMO), Dinosaur Diamond Committee, Grand Mesa Byway Association, and Junior College World Series (JUCO) committee member.
- **Daniel Short**: Grand Junction Cloud Ambassador.
- **Joel Esparza**: United Way Committee.

We extend our heartfelt thanks to our amazing team of staff, Volunteer Ambassadors, and advisory board members. Visit Grand Junction is fortunate to have such a dedicated and passionate group of talented individuals. Their hard work and dedication are truly inspiring!

We also express our gratitude and recognition to the Grand Junction City Council and City Manager Leadership for their strategic guidance and continued support of Visit Grand Junction's innovative, data-driven marketing initiatives.

For comments, feedback, or questions, please contact Visit Grand Junction Director, Elizabeth Fogarty: ElizabethF@GJcity.org or 970-892-1547.

