

Canon City & Royal Gorge Region Case Study

VistaWorks

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Introduction

- ▶ VistaWorks began working with the Royal Gorge Region by redesigning their website in 2010. Essentially, at that time, the online presence and tourism marketing of Canon City and the Royal Gorge Region was virtually non-existent. In 2013, VistaWorks was retained as the agency of record for the Fremont County Tourism Council (FCTC) to handle all Digital Marketing, Management, PR, and Advertising tasks.

Highlights since 2010 - Website Traffic

- ▶ In 2010, traffic to the Royal Gorge Region website was virtually non-existent. In 2015, we averaged almost 20,000 unique visitors to the website per month.



Highlights since 2010 - Website Ranking

- ▶ In 2010, website ranking was also non-existent. We now rank highly for a considerable number of relevant terms, driving visitors to the region.

[All](#) [Maps](#) [Images](#) [News](#) [Videos](#) [More ▾](#) [Search tools](#)

About 315,000 results (0.56 seconds)

Official Website - Royal Gorge Bridge & Park - royalgorgebridge.com
Ad www.royalgorgebridge.com/official ▾
The **Royal Gorge** Bridge & Park. Open Daily 7am - 7pm. Start Your Adventure Today!
Free Parking · \$2 Online Discount
Amenities: Zipline, Gondola, Mini Train, Waterclock, Plaza Theater, Skycoaster
[Rides & Attractions](#) [About The Park](#)
[Hours & Directions](#) [Upcoming Events](#)

Official Guide to the Royal Gorge Region - Canon City Colorado ...
www.royalgorgetravel.com/ ▾
Welcome to the Official Website for the **Royal Gorge Region**. Information on Royal Gorge family vacations, Royal Gorge train rides, Royal Gorge Bridge, ...
[Events](#) · [Play](#) · [Maps and Guides](#) · [Stay](#)

Canon City Colorado - Official Visitor Guide to the Royal Gorge Region
www.canoncitycolorado.com/ ▾
Royal Gorge Region & Canon City, Colorado - **Royal Gorge Region** information on attractions, dining, lodging, Royal Gorge Route Railroad, Bridge, Royal ...
[Attractions](#) · [Lodging](#) · [Rafting](#) · [Recreation](#)

 **#1**

Highlights since 2010 - Social Media

- ▶ In 2010, the Royal Gorge Region had no Social Media presence at all. Since then we have over 50,000 followers, and routinely reach *hundreds of thousands of people per month*. (see the next slide)

Highlights since 2010 - Social Media

► Facebook Post overview July 15th, 2016 - Jul 31th, 2016 (Close to 430,000 people reached)

07/31/2016 6:00 am	 Looking for a beautiful drive? The Gold Belt Tour is a Colorado S			85K		2.3K 4.3K		Boost Post
07/29/2016 1:25 pm	 Have you downloaded the FAR Adventure Guide to the Royal G			28K		384 1.4K		Boost Post
07/27/2016 7:30 am	 Whitewater rafting is what brings many people to the Royal Gor			20.4K		203 991		Boost Post
07/25/2016 7:00 pm	 The Fremont County Fair kicks off this Friday with a slew of event			16.1K		258 593		Boost Post
07/24/2016 7:00 am	 Mark your calendar for Friday, August 5, at 8 pm - Mark Chesnutt			39.7K		920 1.9K		Boost Post
07/22/2016 10:00 am	 The 2016 Fremont County Fair is going on now through Aug. 7.			15.8K		317 337		Boost Post
07/20/2016 6:00 am	 The Royal Gorge Region is open for business as usual! Come e			26K		468 2K		Boost Post
07/18/2016 9:31 am	 Did you attend the Royal Gorge Dinosaur Experience grand ope			104.9K		4.2K 5.1K		Boost Post
07/17/2016 7:00 am	 Great article in 5280 Magazine about one of Fremont County's			20.7K		586 730		Boost Post
07/15/2016 7:30 pm	 Beautiful sunset pictures from our friends at Colorado Jeep Tour			19.2K		772 928		Boost Post
07/15/2016 8:00 am	 The Royal Gorge Region is open for business as usual. Thanks			54.1K		3K 1.2K		Boost Post

Highlights since 2010 - Social Media

► Facebook Post Example (One post reached over 200,000 people)

Post Details

Video Post

Royal Gorge Colorado
Published by Mark Krasnow [?] · June 20 · 🌐

Would you?



Royal Gorge Zip Line
00:31

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 3,700 people.

200,386 people reached [Boost Post](#)

👍👎👍👍 986 229 Comments 877 Shares 📺

Like Comment Share

200,386 People Reached
102,939 Video Views
6,011 Reactions, Comments & Shares

2,843 Like	879 On Post	1,964 On Shares
130 Love	48 On Post	82 On Shares
11 Haha	3 On Post	8 On Shares
229 Wow	54 On Post	175 On Shares
3 Sad	2 On Post	1 On Shares
1 Angry	0 On Post	1 On Shares
1,908 Comments	337 On Post	1,571 On Shares
888 Shares	877 On Post	11 On Shares

12,990 Post Clicks

3,381 Clicks to Play	11 Link Clicks	9,598 Other Clicks
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NEGATIVE FEEDBACK

30 Hide Post 2 Hide All Posts

Highlights since 2010 - Social Media

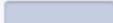
- ▶ **Facebook Comparison to other DMOs** (see the next slide)

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#)

■ Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Visit New Mexico	202.9K 	▲ 0.4%	12	5.8K 
2  Estes Park, CO	105.3K 	▲ 0.1%	15	4.9K 
3  Visit Durango	49.9K 	▲ 0.4%	80	1.4K 
YOU 4  Royal Gorge Colorado	47.9K 	▲ 1.2%	6	7K 
Keep up with the Pages you watch. Get More Likes				
5  Visit Glenwood Springs	32K 	▲ 0.2%	6	2.4K 
6  Colorado Info	21.2K 	0%	5	985 

Highlights since 2010 - Grant Applications

▶ Colorado Tourism Grant

- ▶ In 2014 VistaWorks became responsible for applying for grants from the Colorado Tourism Office. We have been successful in receiving a grant every year that we have applied. According to industry insiders this is a testament to our diligent use of the funds, the incredible results we've gotten with the funds, and our over-the-top year-end reporting.

▶ EDA Grant

- ▶ In 2014, working with the City of Canon City, VistaWorks helped to successfully apply for and obtain a grant of close to \$150,000. VistaWorks used that money to help bolster already successful marketing campaigns and provide a much needed boost to tourism spending after the Royal Gorge Fire, and closure of the Royal Gorge Bridge and Park. The funds were administered by the Fremont County Tourism Council, and VistaWorks implemented all marketing campaigns, including: TV Commercial production, scheduling, and ad buys, Print ad graphical design, scheduling, and ad buys, Social Media, Mobile, Digital, Email, and all other online advertising. In total we were able to reach nearly 1.4 million people through Facebook, and almost 3.5 million people via email.

Highlights since 2010 - Emergency Tourism Recovery Marketing

- ▶ Within a few days of the Royal Gorge fire in 2013, VistaWorks had developed a comprehensive Tourism Marketing Recovery program. With financial assistance from numerous organizations, we were able to put this program in to effect almost immediately. With the EDA grant mentioned above, we were able to continue this effort from 2013 through August of 2014.
- ▶ Despite the fire, lodging tax revenues received were up from 2012. In large part, we believe this is due to the decisive action and reach of the marketing campaign that was implemented. Lodging tax collection is a key indicator in tourism spending.
- ▶ A survey and analysis examining the effectiveness of investing the EDA grant indicated an economic benefit to the region of \$11,732,640. (An ROI of \$78 to \$1). This result is reinforced by tourism studies done elsewhere, including by the Colorado Tourism Office.

Highlights since 2010 - Record Lodging Tax Collections

- ▶ For 2015, Fremont County recorded a record high year for lodging tax collections, and they seem to be on track for another record in 2016.



Highlights since 2010 - Direct Requests for Information

- ▶ The FCTC has always mailed information (Visitor Guides) to consumers asking for it. Prior to 2012 requests were less than 6,000 per year. Beginning in 2014, and until this day, the number of requests far exceeds the budget available to fulfill all of the requests, with requests exceeding 25,000. VistaWorks has generated enough interest in the region, and produced enough leads that we cannot fulfill all requests and are relegated to only direct mailing a portion.

Looking Ahead...

Do you have a reliable digital marketing partner?

Since 1995 personal relationships have been the cornerstone of our business.

- ▶ **We help Colorado destinations and attractions maximize resources and produce measurable results.**
 - ▶ Strategic Planning
 - ▶ Brand positioning and awareness
 - ▶ Promotion of all aspects of your community or organization.
 - ▶ Creative development
 - ▶ Extensive experience and familiarity tourism and Colorado
 - ▶ Measurable results
 - ▶ Make your budget count



VistaWorks

Marketing | Design