

ROYAL
GORGE
REGION
CASE
STUDY

by vistaworks

DIGITAL OVERVIEW

VistaWorks began working with the Royal Gorge Region by redesigning their website in 2010. At that time, the online presence and tourism marketing of Canon City and the Royal Gorge Region was virtually non-existent. After participating in every monthly board meeting, and providing a marketing consultation, VistaWorks was retained in 2013 to handle all internet marketing, management, PR, and advertising tasks.

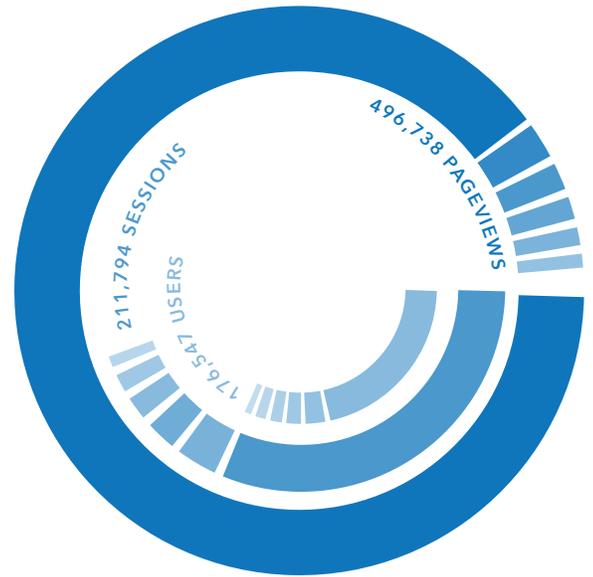
HERE
ARE
A FEW
OF THE
HIGH-
LIGHTS



01

2016 website traffic

In 2010, traffic to the Royal Gorge Region website was virtually non-existent. In 2016, we averaged almost 20,000 unique visitors to the website per month or 211,000 website visitors per year, and over one million page views in roughly three years.



20,000

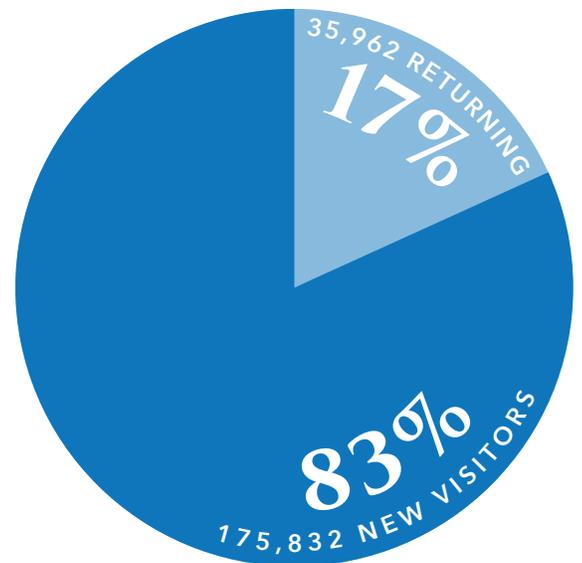
VISITORS PER MONTH

211,000

VISITORS PER YEAR

1,000,000

PAGEVIEWS IN THREE YEARS



02

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.

ROYAL GORGE REGION

RANKED #1 ON THE FIRST PAGE

ROYAL GORGE AREA

RANKED ON THE FIRST PAGE

ROYAL GORGE TOURISM

RANKED ON THE FIRST PAGE

ROYAL GORGE TRIP IDEAS

RANKED ON THE FIRST PAGE

social media

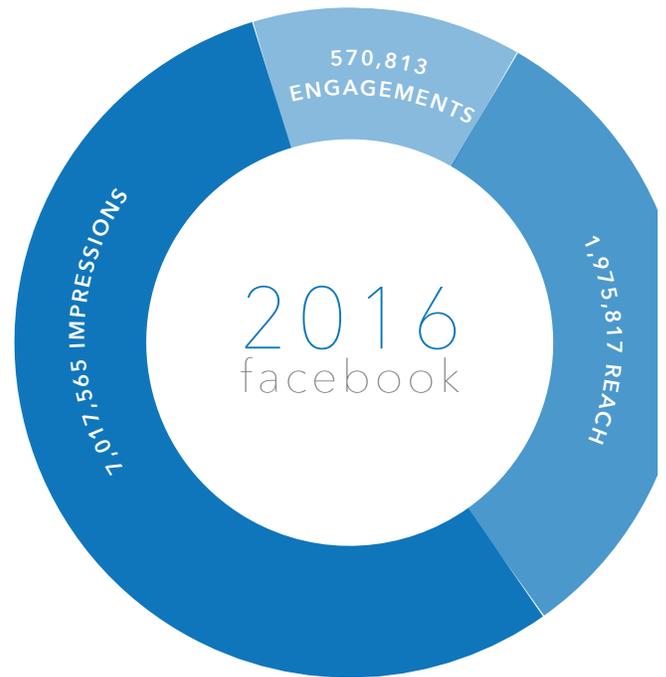
In 2010, the Royal Gorge Region had no social media presence at all. Since then we have gained over 53,000 followers on Facebook alone, and routinely reach hundreds of thousands of highly targeted people per month.

53,848



LIKES

AS OF MAY 12, 2017



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. CTO staff used Royal Gorge Region as an example of success in application for and use of funds at their annual conference in 2015.

“WE HAVE BEEN
SUCCESSFUL(...)
EVERY YEAR
THAT WE HAVE
APPLIED.”

05

eda grant

In 2014, working with the City of Canon City and City Administrator Doug Dotson, 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, ad buys, print ad graphic design, scheduling, 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.

colorado office of economic development and international trade grant

In 2017, VistaWorks applied for and was successful in obtaining a grant of \$75,000 for the Royal Gorge Region. In 2017, the region had a budget of approximately \$210,000. Obtaining this grant allowed for an over 35% increase in budget that was allocated directly to marketing the region. Past investments in tourism marketing, supporting studies, and the resultant gain in visitation as measured by lodging tax collections clearly illustrated a direct and track-able result from investing in tourism marketing campaigns; the economic gain by an increase of this magnitude was significant to the entire Royal Gorge Region.

BRANDING

VistaWorks was engaged to implement a new brand for the Royal Gorge Region in 2017. The result was a new logo, new website, and new messaging.

SO
HERE'S
WHAT
WE
DID

07



new logo

When developing a new logo for the Royal Gorge Region, we kept a few key points in mind. First, we needed to incorporate a graphic image that represents the entire region. The gorge is a recognizable feature and attraction nationwide. The bridge across the gorge is the highest in North America, and the Arkansas River supports close to 300,000 people who whitewater raft each year, and fish gold metal waters. Second, we wanted a “royal” feeling font that represents the grandeur of the area and can be used successfully in a multitude of media. And third, is making sure we respresented the entire region, not just the gorge itself. It’s a very diverse area, so it was crucial to the brand.



08

new website

For the new website, we also kept in mind key things to include:

NEW LOGO

**SIMPLIFIED
NAVIGATION**

Leading to well organized and extremely thorough and researched articles, videos, and photos of the area.

**NEW
BRANDING
MESSAGING**

**ENTICING
CALL-TO-ACTIONS**

STUNNING IMAGERY



09

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. Overall tourism dollars spent by visitors to the Royal Gorge increased during the year that the Royal Gorge Bridge was closed the majority of the year.



\$11,732,640
ECONOMIC BENEFIT
BY INVESTING THE
EDA GRANT

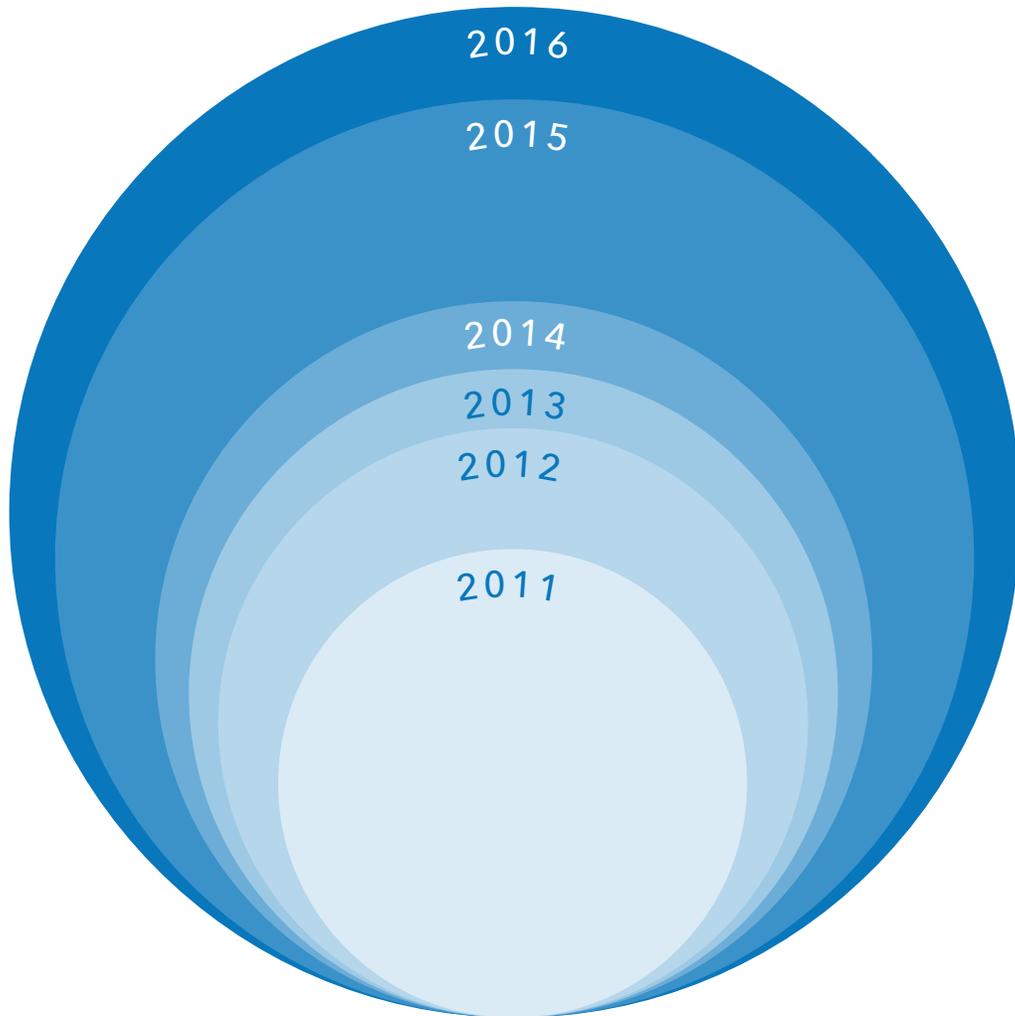


\$78:\$1
ROI

10

RECORD-LEVEL LODGING TAX

For 2016, Fremont County recorded a record high year for lodging tax collections, and they seem to be on track for another record in 2017.



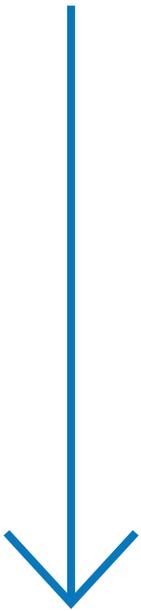
DIRECT REQUESTS FOR INFORMATION

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 due to budgetary constraints.

“REQUESTS
EXCEEDING
25,000”

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SO WHAT'S NEXT?



free consultation, of course

When you choose VistaWorks as your digital marketing partner, you're getting over 22 years of experience helping Colorado destinations and attractions maximize resources and produce results. Let's talk.

