

Organization

Visit Glenwood Springs

Project Title

Glenwood Gold Visitor Stimulus Initiative

Project Description

To revive visitation in 2020 during the most significant downturn of the pandemic, Visit Glenwood Springs created a visitor gifting program that awarded \$100 in a community currency (that was created for this program) to guests who booked a minimum two-night stay with a mid-week check-in. Besides the pandemic, Glenwood Springs had a major fire in Glenwood Canyon in August of 2020. We pushed the Glenwood Gold program post-fire and it went viral! We awarded 1,000 visitors with \$100 to spend in our community.

Project Effectiveness

BIG WIN WIN not only for accommodations within the city limits that collect the 2.5% lodgers' tax, but also for the many participating businesses that signed up to accept the new community currency (Glenwood Gold). The majority of visitors booked more than the minimum two nights in Glenwood Springs! Visit Glenwood Springs received the Colorado Governor's Award for Outstanding Community tourism Initiative at the Sept. 2021 Governor's Tourism Conference.

Return on Investment

Glenwood Springs received a 100-percent return on investment. The entire \$100,000 went directly back into the community. There were no fees to businesses to participate – they received 100-percent of face value.

Project Costs

Visit Glenwood Springs utilized \$50,000 from tourism reserves and received a \$50,000 match from the county. Marketing costs were minimal with social posts and press releases that were picked up by a number of media outlets.