



Annual Tourism Report

2023



CARBONDALE
COLORADO

Letter from the TCC Chair

Take It Easy, 2023

Our all-volunteer **Tourism Council of Carbondale (TCC)** board works closely with town leaders, community members, local businesses and state-wide tourism resources, to fulfill our mission of creating a strong and sustainable tourism economy for our Town.

In 2023, we continued to emphasize our responsible visitation messaging, asking visitors and locals alike to **Take It Easy** on our town, our community members, and our beautiful natural assets. Our engagement was plentiful, including outreach at 5Point Film Festival, Carbondale Wild West Rodeo, Dandelion Day, Potato Day, and a weekly presence at the Carbondale Farmers' Market. We handed out over 3,700 *Take It Easy*-branded compostable dog waste bags, koozies, stickers, business window decals, and much more to spread the word.

The **Colorado Creative Corridor** continues to be a vital marketing program for Carbondale Tourism and our partner, the Carbondale Creative District. This 331-mile cooperative corridor proudly added Gunnison to the program expanding the opportunity for travelers to explore Colorado through a creative lens.

Promoting agritourism in the valley continues to be a priority for the Tourism Council. Along with revising and publishing our award-winning Roaring Fork & Farm Map, Carbondale Tourism hosted the inaugural **Ride the Ranches** bike ride, which toured 75 riders over 50k distance and 2,000 vertical feet through some of our valley's most beautiful working ranches.

You may have also noticed an upgraded user experience on the Carbondale.com website, an initiative that has been two years in the making. The Council and our professional contractors, some of the most experienced in the Mountain tourism industry, have been working hard behind the scenes to improve our website for visitors and locals alike. Check out carbondale.com to learn more!

Julie

Board Chair, Carbondale Tourism

Warren,

Carbondale Tourism Leadership

TCC Volunteer Board, 2023

Chair: Julie Warren, River Valley Ranch Golf &
Homestead Bar & Grill

Past Chair: Troy Hawk, Sunlight Mountain Resort

Erkko Alm, Alpine Bank

Sue Gray, Carbondale Historical Society

Mark Hardin, Field to Fork Kitchen

Emily Ravn, Carbondale Comfort Inn & Suites

Jamie Wall, Town of Carbondale Recreation

Michael Stout, Carbondale Arts

Tanner Gianinetti, Spring Creeks Ranch

Michelle Marlow, Ascent Events

Carbondale Chamber Board Liaisons

Carbondale Chamber Board President:

Steve Skadron, Colorado Mountain College

Carbondale Chamber Board Treasurer:

Brendan Matthias, FirstBank

Town of Carbondale Liaisons

Christy Chicoine, Town of Carbondale

Finance Director

Erica Sparhawk, Town of Carbondale Trustee

Marty Silverstein, Town of Carbondale Trustee

Carbondale Tourism Coordination

Carbondale Tourism Staff

Andrea Stewart, President & CEO (64 hours per month)

Katie Woltjer, Director of Operations (Hours vary per month: visitor information services including the weekly farmers market booth)

Heather Beach, Bookkeeper (Hours vary per month)

TCC Contractors

Sarah-Jane Johnson, Derek Schimmel, Olivia Ward, **Roadmap Consulting**
(40 hours per month: destination promotion, visitor management and education, industry relations and partnerships, product development, stakeholder engagement, project management of Colorado Creative Corridor, Roaring Fork + Farm Map programs)

Trent Blizzard, **Blizzard Press** (Web development and technical support)

Craig Wheelless, **Rainy Day Design** (Art direction, design, and production)

Carbondale Tourism Functions





Carbondale Tourism Vision & Mission

Mission

The Tourism Council of Carbondale's mission is to create a strong tourism economy by promoting the Town.

Vision

Carbondale Tourism will focus on the core values of sustainable tourism: promote smart growth and support local businesses; take pride in the unparalleled outdoor recreation and natural assets; celebrate and preserve our small town character and culture. The organization will continue to uphold the Spirit of Sopris to residents and visitors in our community.

Carbondale Tourism Brand Pillars

A rebranding and development session with the TCC board and select community members in Spring 2022, identified a need to update Carbondale's brand pillars based on the values of the community and the changes in visitor interactions during the COVID-19 pandemic of 2020.

The consensus among participants was a desire to emphasize community and place as primary tourism assets, while also encouraging respectful engagement with the friendly community that makes our town worth visiting.



The image features a serene landscape with a calm body of water in the foreground, a dense line of trees along the shore in the middle ground, and a sky filled with soft, textured clouds. The entire scene is overlaid with a semi-transparent blue filter. Centered in the upper half of the image is the text "Research & Data" in a bold, yellow, sans-serif font.

Research & Data

2023 Economic Impact

311,748

Total Visitor Trips
in 2023 to Carbondale

\$193,663

2023 Carbondale
Lodging Tax

\$960

Total savings per Colorado
household thanks to tourist
spending*

(*data from the Colorado Tourism Office)

175

Tourism businesses in
Carbondale
(YOY increase of 20)

\$7.808 M

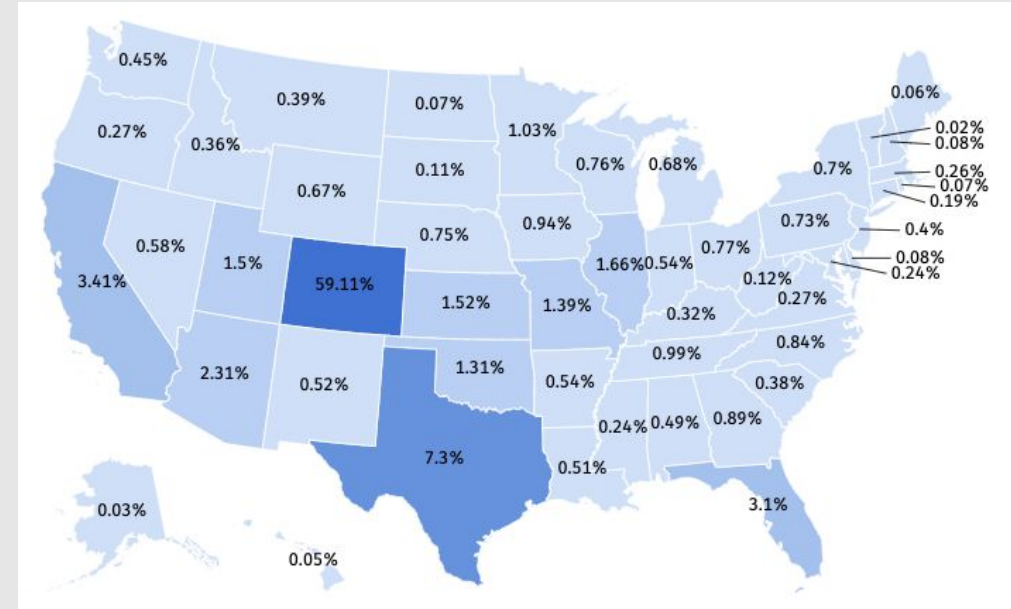
Carbondale Sales Tax, 2023
(YOY increase of 4.5%)

2023 Visitor Profile Overview

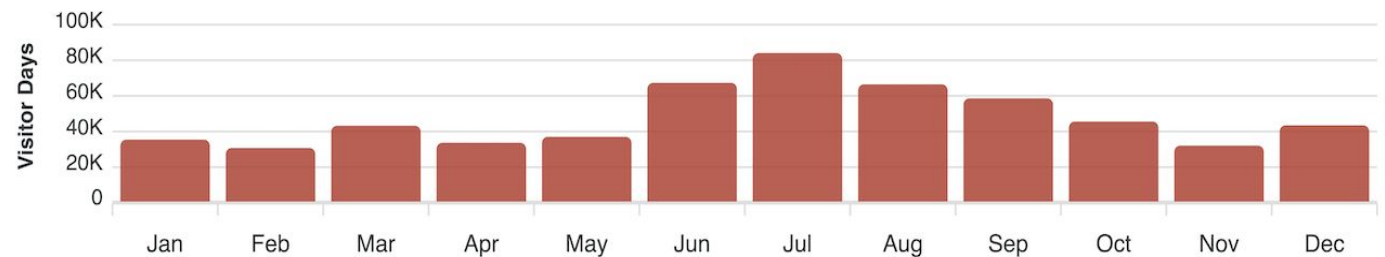
City Visitation

Geo Data

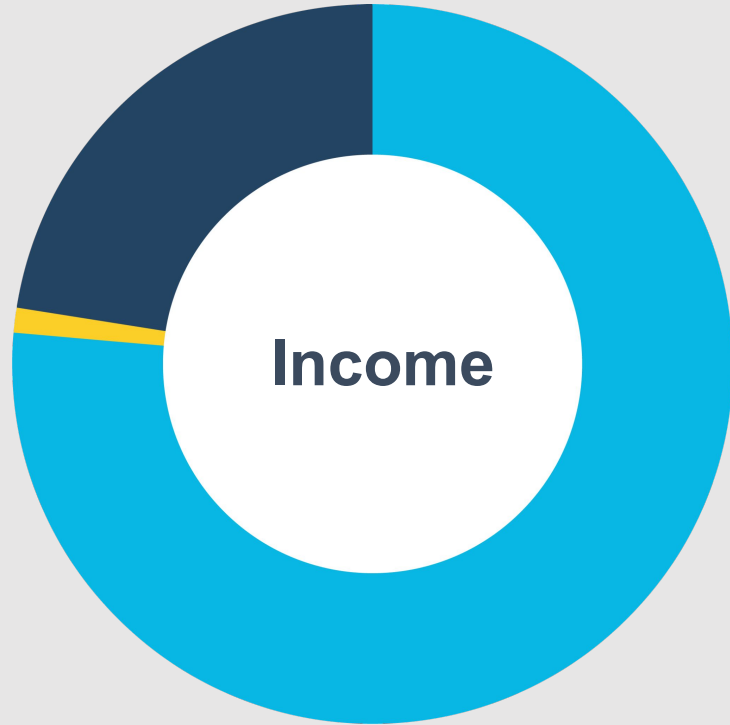
City	Trips
Denver, CO	1,564,809
Grand Junction, CO	1,425,635
Colorado Springs, CO	599,379
Aurora, CO	578,095
Littleton, CO	556,596
Vail, CO	467,007
Fruita, CO	260,457
Fort Collins, CO	252,375
Boulder, CO	235,090
Arvada, CO	204,765



Visitation by Year - Visitor Days



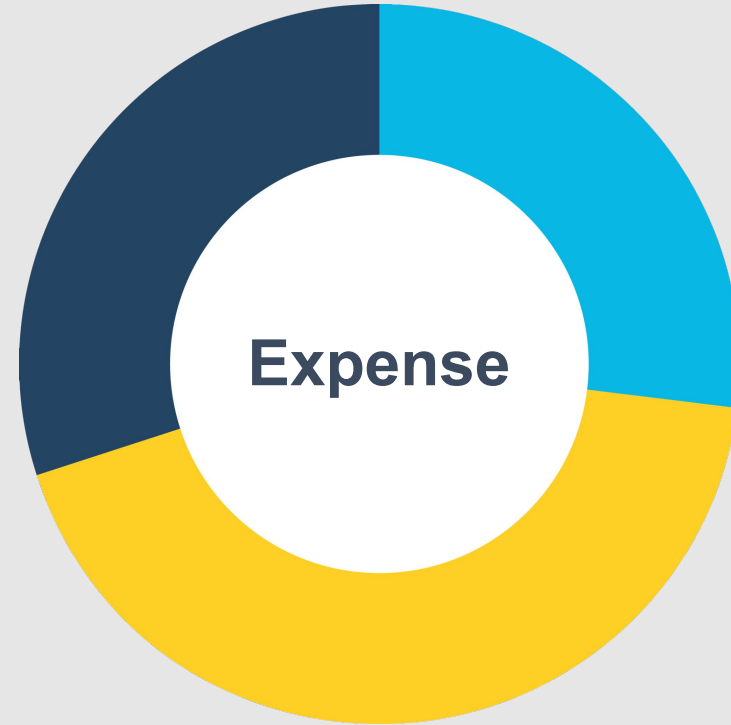
TCC 2023 Financials



● \$193,663.00	Lodging Tax
● \$2,842.00	Merchandise Sales
● \$56,839.00	Partnership Income

\$253,344.00

Total Income

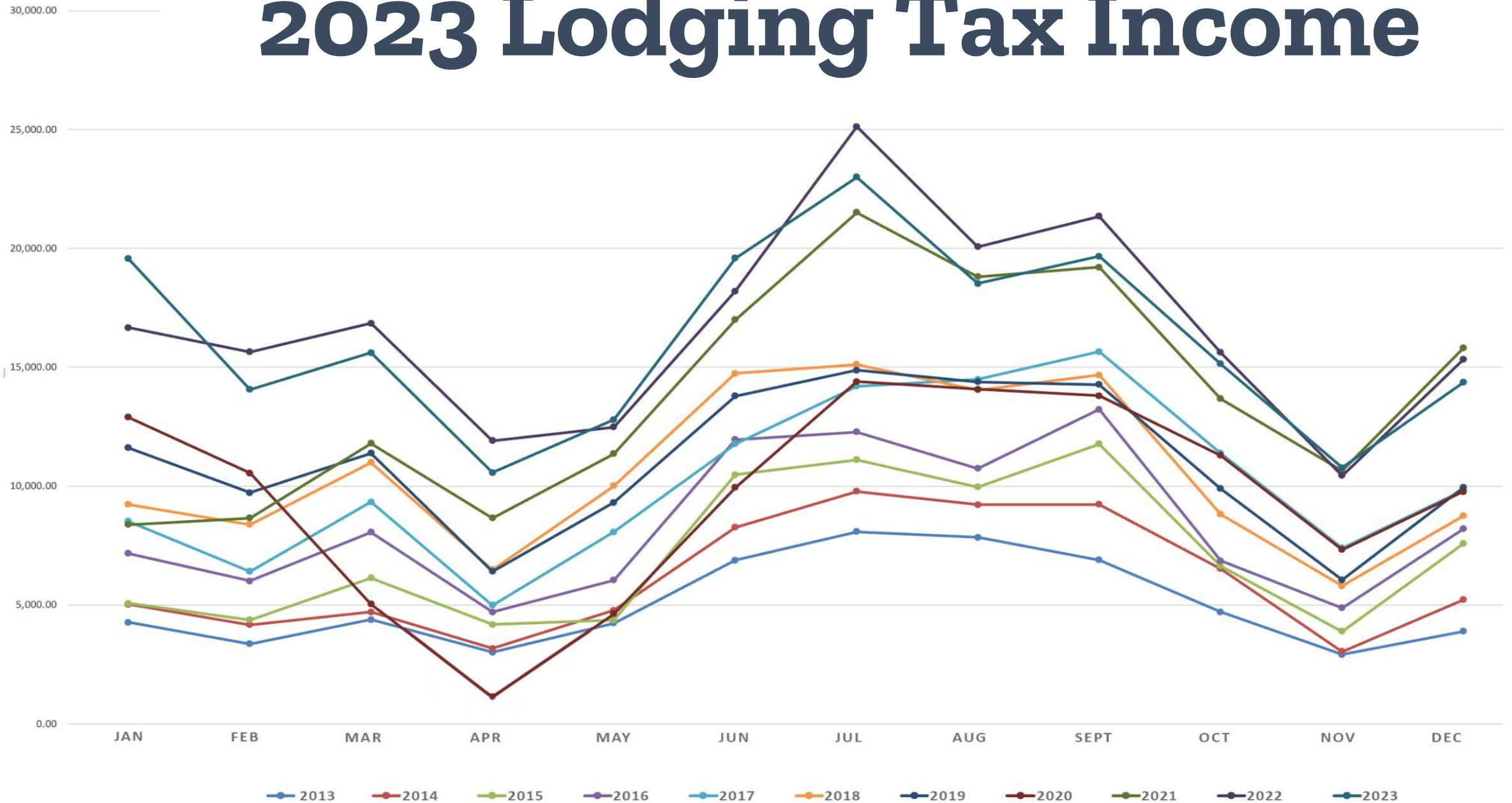


● \$65,187.00	Admin & Payroll
● \$104,625.00	Marketing & Management
● \$73,877.00	Product Development Partnerships

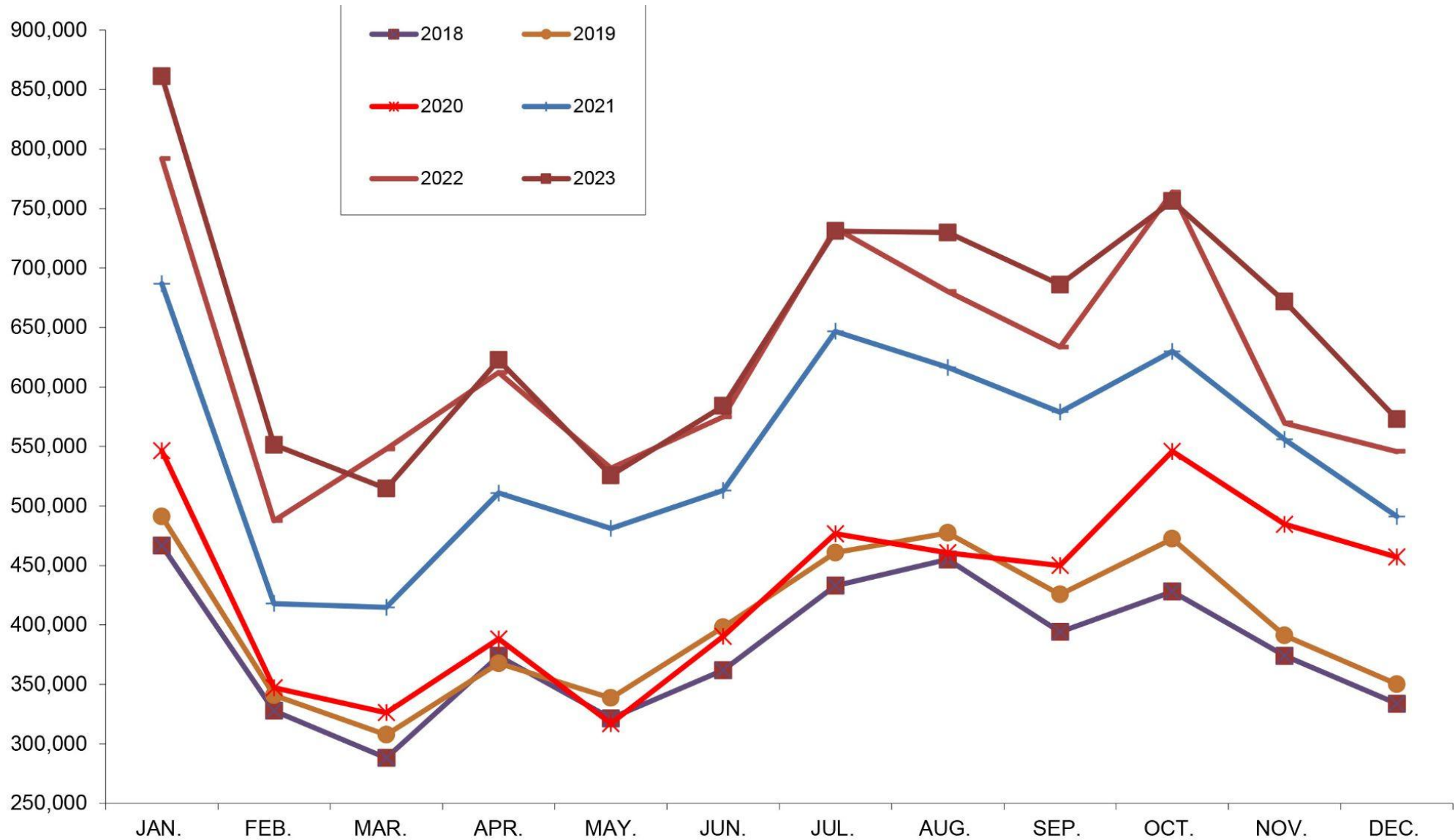
\$243,689.00

Total Expense

2023 Lodging Tax Income



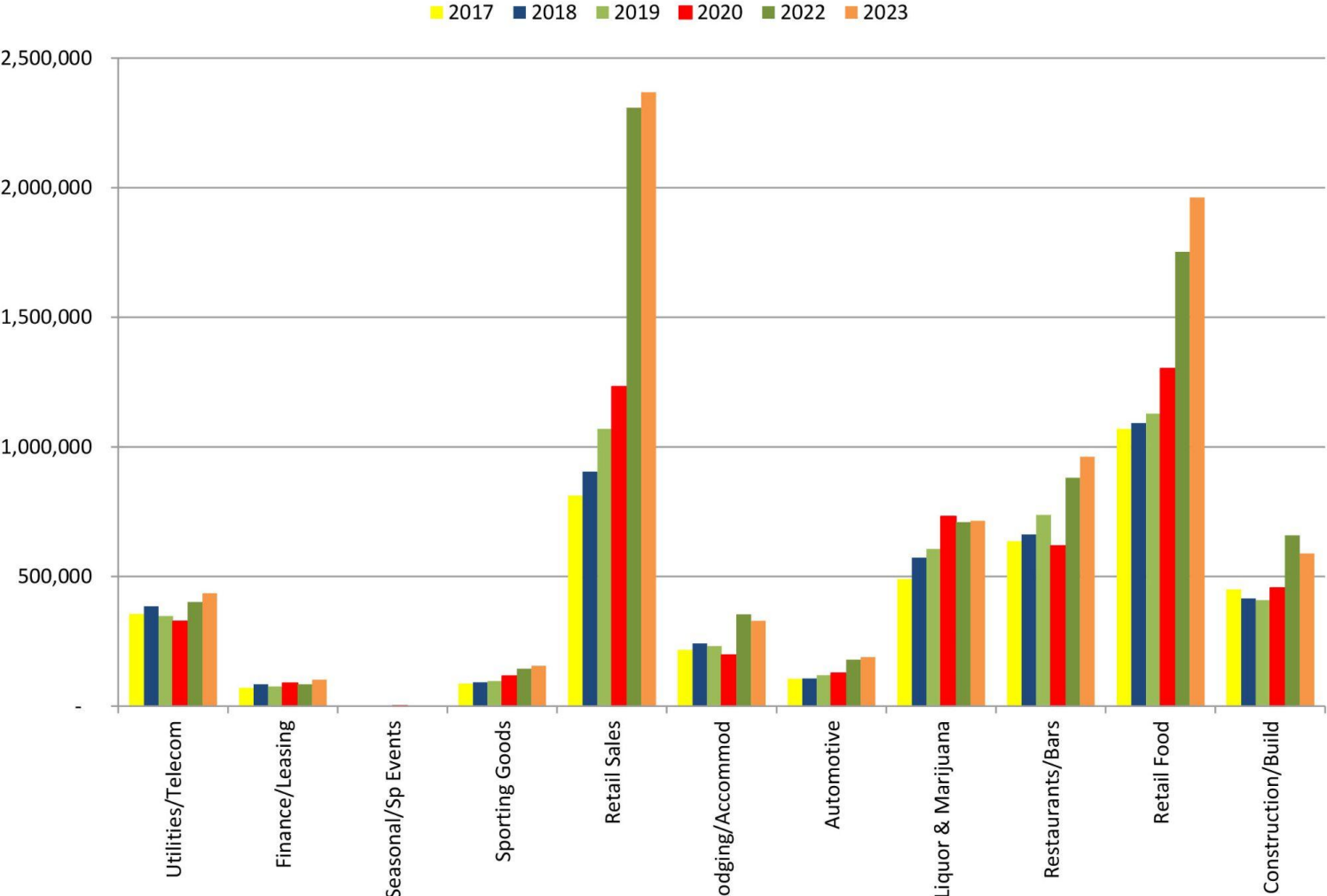
2023 Sales Tax



Data per Town of Carbondale

2023 Sales Tax by Revenue Sector

Sales Tax Revenue-Year to Date



Data per Town of Carbondale



Tourism at Work for RFV Residents

Why is Tourism Important to Carbondale and the Roaring Fork Valley?

Visitor spending generates tax revenues that are used to acquire, develop, enhance, and maintain resident assets like parks, trails, and open spaces. These assets are enjoyed by the entire community daily and would not be available if not for visitors.

2022 Data analysis conducted by the Colorado Tourism Office found that:

- Visitors to the Roaring Fork Valley spend over **ONE BILLION DOLLARS** a year in our local establishments (\$5.13 B over the last five years). This number does not account for indirect and induced economic impact which further multiplies the economic impact of tourism.
- Direct visitor spending on accommodations; art, entertainment, recreation; food services and stores; local transportation and gas; retail sales; and visitor air transportation **provides employment for over 7,000 local residents** who also spend their wages at local establishments generating greater economic impact for our communities.
- The direct visitor spending also generates an astounding **\$85 Million in state and local tax revenues** annually. If tourism went away, our local residents would need to generate this much tax revenue to maintain the quality of life we enjoy throughout the valley.
- It is estimated that direct visitor spending generates approximately **\$58 MILLION in LOCAL TAX REVENUES** up and down the valley.
- These visitor-generated **tax revenues fill local community coffers** that are then distributed to fund resident assets such as: parks, trails, transportation, affordable housing, and environmental services.
- All visitors pay a lodging tax for accommodations and sales tax on all local purchases generating **\$58 MILLION in local tax revenue**. A majority of the lodging tax is used to fund tourism promotion and management functions including visitor education and stewardship, but throughout the valley, these revenues are also used to fund transportation, affordable housing, parks and trails, and offsetting the impacts of tourism.

Tourism at Work in Colorado

Tourism is one of the largest industries in the State of Colorado and is the backbone of Carbondale's local economy providing jobs and supporting the many small businesses in our community. Visitors stimulate the local economy and benefit hotels and lodges, meeting and event facilities, attractions, restaurants, arts organizations, cultural events, outdoor recreation industry businesses, transportation providers, local farmers and countless other businesses. Tourism also offers many benefits for Carbondale residents and improves quality of life for the community.

- Visitors to Colorado spent \$27.7 billion in 2022.
- The state welcomed 90 million visitors in 2022.
- The tourism industry supports more than 180,000 jobs in Colorado (2019).
- Tourism saves every Colorado household \$760 annually in taxes (this is the amount of tax dollars residents would have to pay if not for the nearly \$1.8 billion in state and local taxes paid annually by visitors).



Source: Dean Runyan Associates, Colorado Travel Impacts 2022;
Longwoods International, Travel Year 2022

Carbondale Tourism Functions



2023 Tourism Functions

Destination Promotion

- Digital marketing: visitor information website, social media (organic and paid), E-Newsletter
- Media relations/ PR and press office
- Print advertising: media, banners
- Visitor information fulfillment (Carbondale Farmers' Market season, community events including Dandelion Day, 5Point Film Festival)

Visitor Management & Education

- Visitor Education campaigns (Take It Easy, the Scoop on Poop, Mushroom Rock mud season awareness)

Industry Relations & Partnerships

- CTO Rockies Playground, West Elk Loop Scenic Byway, Penny Hot Springs Steering Committee, RFV Outdoor Recreation and Conservation
- Roaring Fork Valley Destination Alliance (RFVDA)

Destination & Product Development

- Colorado Creative Corridor
- Roaring Fork + Farm Map
- Historic Hot Springs Loop

Research & Data

- Datafy visitor profiling (through CTO programs)

A scenic landscape featuring a river in the foreground, a line of trees in the middle ground, and mountains in the background. The entire image is overlaid with a yellow filter. The text "Destination Promotion" is centered in the middle of the image.

Destination Promotion

Carbondale.com

After a website redesign in October of 2022, website updates and changes continued throughout 2023. Highlights include:

57,000

Clicks

1.46M

Impressions

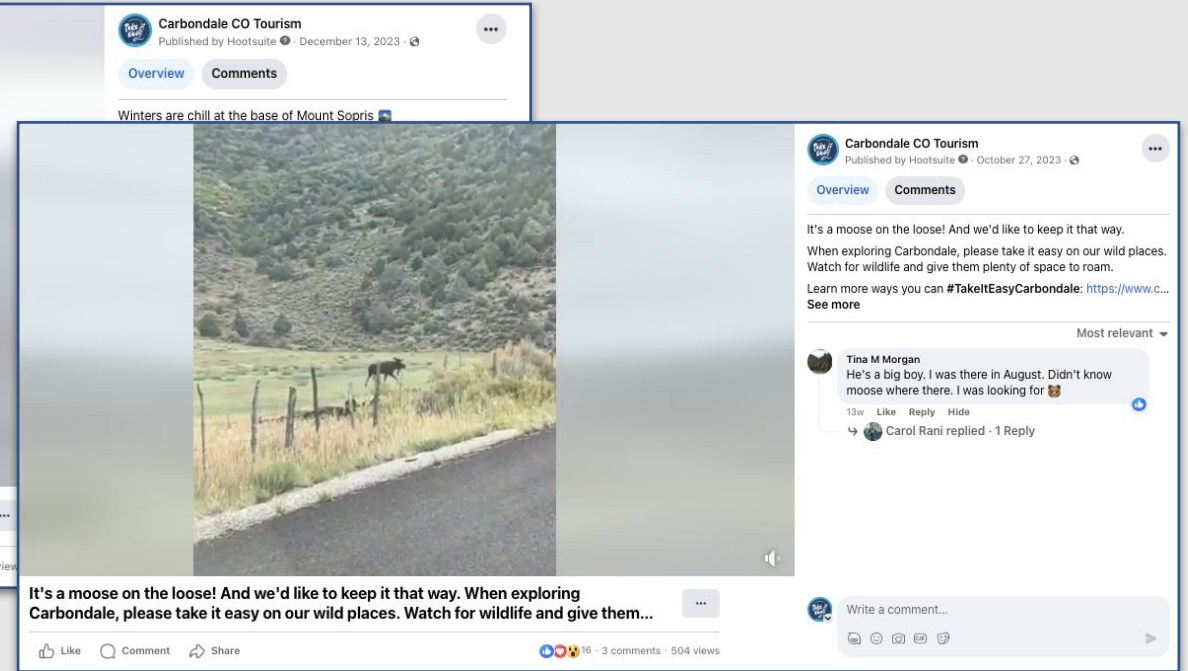
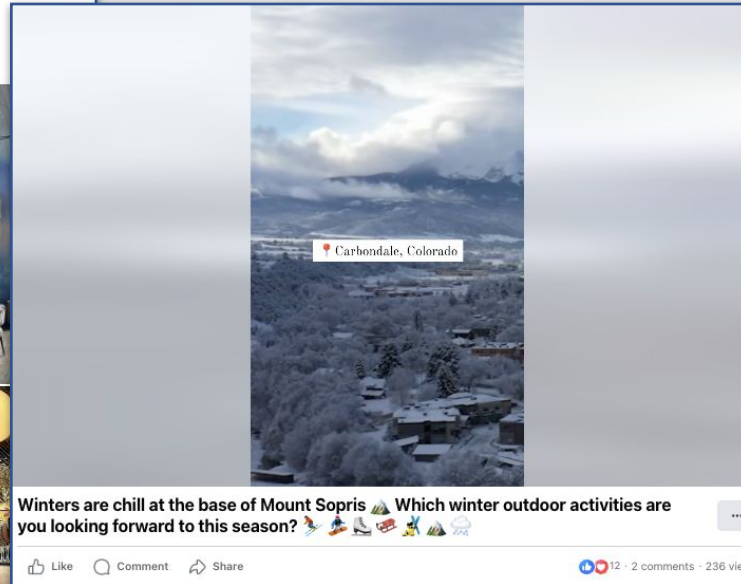
- Seasonal home pages changes with updated video & imagery, with a focus on responsible recreation
- Top branded keyword search terms: Carbondale co, carbondale colorado, first friday carbondale, carbondale
- Top non-branded keyword search terms: penny hot springs, redstone coke ovens, first friday, ride the ranches



Carbondale.com Top Pages

Top pages	Clicks	Impressions
https://www.carbondale.com/	7480	340414
https://www.carbondale.com/first-friday/	3423	34543
https://www.carbondale.com/destination/penny-hot-springs/	2622	75169
https://www.carbondale.com/visit/things-to-do/	2616	140103
https://www.carbondale.com/events/	1498	142822
https://www.carbondale.com/visit/lodging/	1125	183515
https://www.carbondale.com/activity/shopping/	1019	96702
https://www.carbondale.com/events/4th-of-july-parade-and-pool-party/	1006	2917
https://www.carbondale.com/activity/hot-springs/	936	46930
https://www.carbondale.com/events/carbondale-mountain-fair/	836	28539

Social Media: Facebook



5,270
Facebook
Followers
up 5% YOY

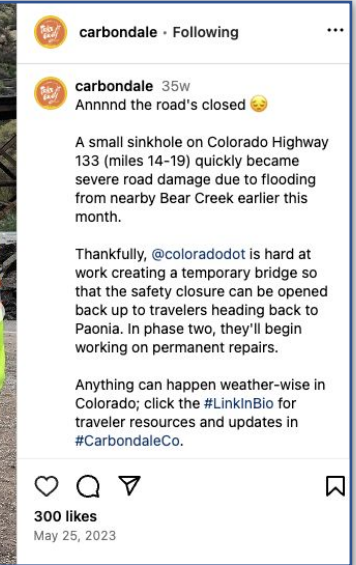
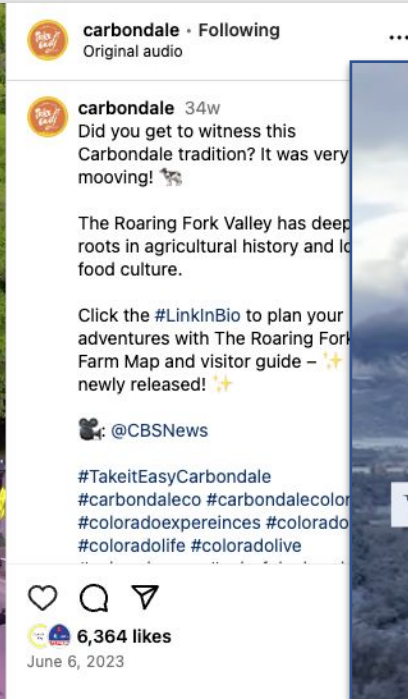
84
Total Organic
Facebook Posts

358,523
Total Organic
Impressions
up 734% YOY

14,873
Total Organic
Engagements
up 313% YOY

8.41%
Engagement
Rate
up 5.13% YOY

Social Media: Instagram



8,261
Instagram
Followers
up 15% YOY

210
Total Organic
Instagram Posts
& Stories

506,331
Total Organic
Impressions
up 382% YOY

96,796
Total Organic
Engagements
up 299% YOY

20.05%
Engagement Rate
up 14.74% YOY

E-Newsletter

Three newsletters were sent in 2023 with a growing email list being curated throughout the year:

May, 2023	September, 2023	December, 2023
<ul style="list-style-type: none">• 207 recipients	<ul style="list-style-type: none">• 717 recipients	<ul style="list-style-type: none">• 1,229 recipients
<ul style="list-style-type: none">• 139 opens (68% open rate)	<ul style="list-style-type: none">• 471 opens (66% open rate)	<ul style="list-style-type: none">• 620 opens (50% open rate)



PR and Media Outreach

- Four “seasonal news” press releases sent to more than 300 local and regional media contacts including news announcements about Ride the Ranches, and the Roaring Fork + Farm Map, and the Take it Easy visitor education campaign
- 190 million approx press impressions generated via Newswire announcement for the Roaring Fork + Farm Map
- Top national stories included Modern Luxury, Austin Statesman, Local Table Tours
- Sustained local coverage in Aspen Public Radio, Aspen Times, Sopris Sun, Post Independent, Edible Aspen, and Aspen Magazine

190M

Newswire Impressions

1,200

Press Release Impressions



Print Advertising

MEDIA:
**Aspen Times:
Summer In Aspen**

COST:
\$1,356

DISTRIBUTION:
25,000 copies

CAMPAIGN:
Take it Easy

MEDIA:
**Carbondale
Magazine:**

COST:
\$0 (Membership Trade)

DISTRIBUTION:
10,000 copies

CAMPAIGN:
Take it Easy
& 2023 Events Calendar

MEDIA:
**Post
Independent**

COST:
\$1,299

DISTRIBUTION:
20,000 copies

CAMPAIGN:
Take it Easy

MEDIA:
**Sopris Sun:
Mtn Fair Program**

COST:
\$995

DISTRIBUTION:
6,000 copies

CAMPAIGN:
Take it Easy

Sample Print Ads

CARBONDALE.CO
Take it easy

This is glorious Carbondale, Colorado, and we want you to take it all in.

Take in the grandeur of Mount Sopris, just like the Ute Indians have done for generations. Take in the arts and culture of our Creative District, courtesy of our flourishing artistic community. Take in our incredible local food and drink, born from our history as the breadbasket of Colorado's gold and silver boom. **Take it all in... and take it easy.**

For more information on visiting Carbondale, including where to stay and play, where to eat, and our vibrant events, visit www.carbondale.com

Take it easy on our wild places
Our natural hot springs are no longer a secret, and our scenic vistas have been well and truly 'grammed. All of us, visitors and locals alike, make a promise to care for these wild places so they can be enjoyed for eons to come.

Take it easy on our town
Stick to the speed limits, forget you have a horn, and sit back and enjoy the view. If you're stuck at a stoplight or a cattle drive. With the right attitude, every route is the scenic route.

Take it easy on each other
Our locals are as treasured as our famous mountain view, and the community is proud of its western hospitality and laid-back vibe. The people pouring your coffee or checking you into your cabin encourage you to embrace that spirit of courtesy and kindness and share it with others while you're here and long after you leave us.

Stop by the Carbondale Chamber + Tourism office in the Third Street Center to pick up a FREE Take It Easy Sticker!

CARBONDALE COLORADO
@carbondale @CarbondaleCO

Carbondale is a Stewardship member of the Care for Colorado Coalition.

IF YOU'RE LEAVING A TRACK, TURN BACK!

The Red Hill Trail System sees more than 70,000 users each year.

Please take it easy on our trails this spring, whether hiking or biking:

- Do not use muddy trails
- Stay on designated trails
- Pick up your dog's poop

More trail etiquette at carbondale.com

CARBONDALE COLORADO
5POINT ADVENTURE FILM FESTIVAL
RED HILL COUNCIL

where Winters are Chill

CARBONDALE.CO
Take it easy
TAKE IT EASY - TAKE THE SCENIC ROUTE

CARBONDALE COLORADO

Stay up to date on events and activities

[CarbondaleCO](https://www.facebook.com/CarbondaleCO) @Carbondale

Visitor Information Services

Carbondale Tourism staff provide visitor information services through the following portals:

- **Scenic Overlook** information boards, leased from CDOT, CO HWY 82
- **Third Street Center** tourism and chamber office and visitor information center
- **iPad Kiosks** located at The Launchpad, The Village Smithy, and the Third Street Center
- **Summer Season Outreach** at weekly farmers' market visitor information booth
- **Community Events** (5Point Film Festival, Dandelion Day, Potato Day)

In 2023, Carbondale Chamber + Tourism processed more than **600** visitor inquiries via phone calls, email requests, and in-person inquiries.





Destination & Product Development

Colorado Creative Corridor

The Colorado Creative Corridor is a marketing partnership administered by Carbondale Tourism and funded by partner contributions, to promote rural creative districts to Colorado visitors. In 2023, Gunnison joined the Corridor.

Under new management, Q4 of 2023 was dedicated to partner engagement and website management transition. In addition, a situational analysis/strategic plan were drafted to better align Carbondale Tourism with their managerial duties in support of the Colorado Creative Corridor.

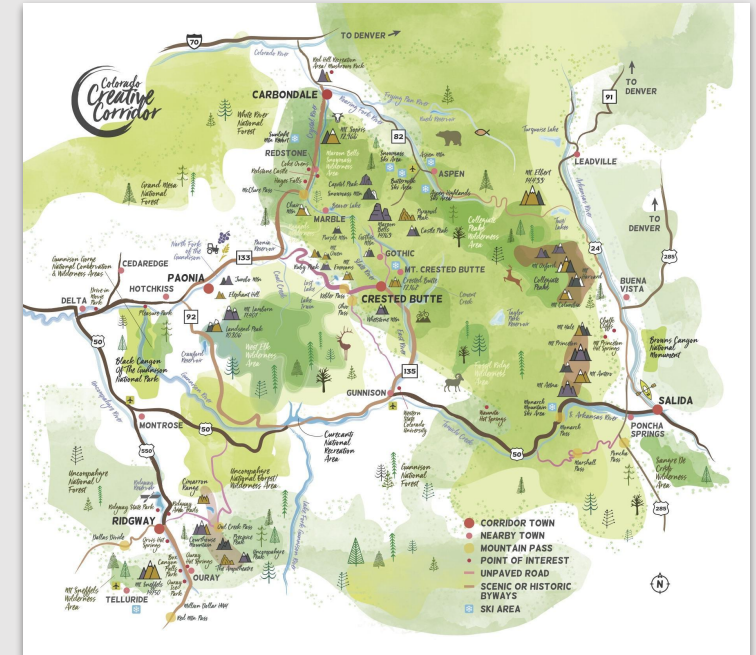
Facebook Stats

- **Followers: 2,388**, Reach: 198.8K (increase **269%** in 2023 compared to 2022)
- Top Cities: Colorado Springs, CO; Carbondale, CO; Denver, CO; Paonia, CO; Ft. Collins, CO

Instagram Stats

- **Followers: 1,528**, Reach: 12.4K, increase of **372%** in 2023 compared to 2022
- Top Cities: Carbondale, CO; Paonia, CO; Glenwood Springs, CO; Denver, CO; Basalt, CO

***Website analytics were lost in the managerial transition as a result of the previous project manager withholding login information to Google Analytics*



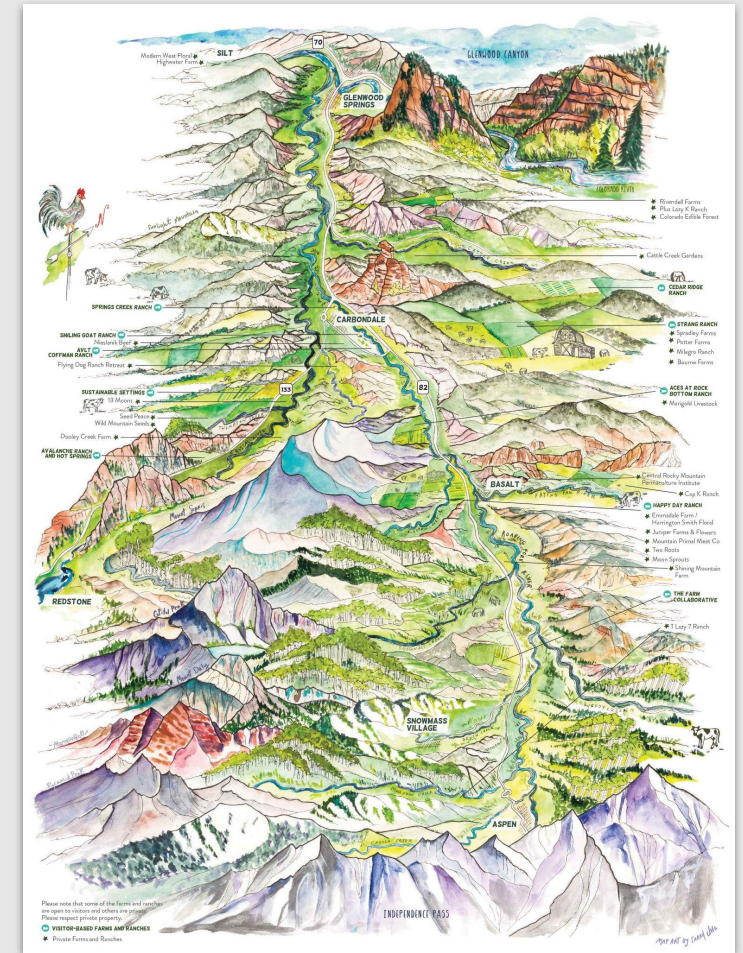
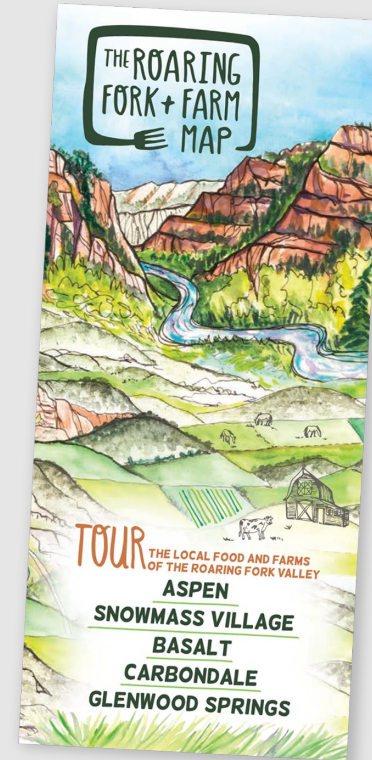
Roaring Fork + Farm Map

Supported by a CTO tourism management grant, Carbondale Tourism along with partners including Aspen Chamber, Snowmass Tourism, Basalt Chamber of Commerce, and Visit Glenwood Springs, led the development of a regional local food and Agritourism visitor guide. The planning and development work included:

- Tourism stakeholder engagement survey
- Stakeholder mapping
- Colorado Agritourism Association training workshop, March 2023
- Development of The Roaring Fork + Farm Map visitor guide

Results

- Engagement with 125 local food and Agritourism small businesses in the Roaring Fork Valley
- Tourism education and training for 20 local food and Agritourism small businesses in the Roaring Fork Valley
- Distribution of 3,000 visitor guides through the Colorado Welcome Centers



Ride the Ranches 2023

Carbondale Tourism hosted the inaugural Ride the Ranches, presented by Alpine Bank, bike ride on October 8, 2023. This 50-kilometer, gravel and paved road ride event, led by Aspen Cycling Tours, was for all rider levels, and stopped at farms and ranches along the route. The ride concluded with a celebration at Aspen Valley Land Trust's Party in the Pasture at Coffman Ranch.

SOLD OUT at 75 riders

- 55 Roaring Fork Valley riders
- 15 Front Range riders
- 5 Colorado River Valley riders

Sponsors

- Alpine Bank
- Mountain Waste & Recycling, Field 2 Fork
- Revel Bikes, Umbrella Roofing
- Colorado Extreme, Basalt Bike & Ski, Aspen Cycling Tours, Carbondale Farmers' Market

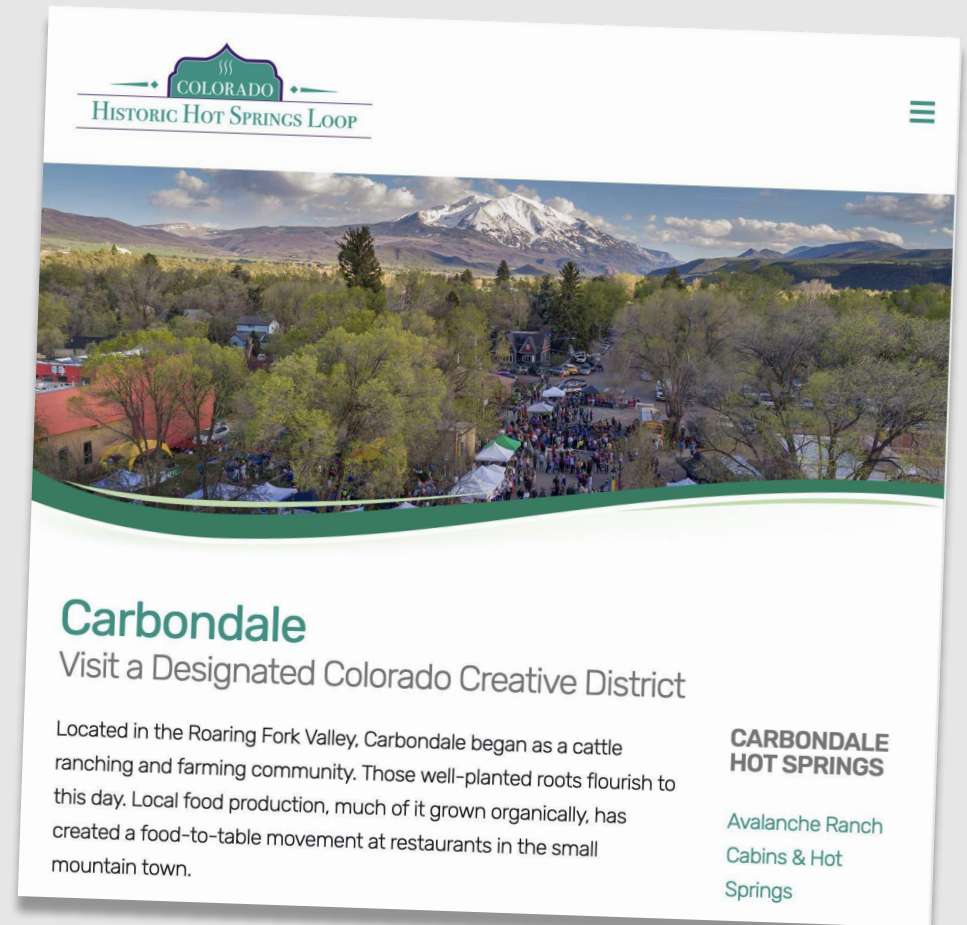


Colorado Historic Hot Springs Loop

The Colorado Historic Hot Springs Loop (CHHSL) is a marketing partnership showcasing eight premier Colorado geothermal destinations—Steamboat Springs, Glenwood Springs, Carbondale, Ouray, Durango, Pagosa Springs, Saguache County and Chaffee County—for a total of 23 unique hot springs soaking experiences.

As a partner in the CHHSL, broader visitor amenities and attractions including dining and lodging within Carbondale are promoted in marketing collateral including a print and digital brochure, social media, and media outreach. In 2023, Carbondale Tourism also participated in an Ambassador program, bringing additional awareness to Avalanche Ranch Hot Springs & Cabins..

The CHHSP has 45,313 Facebook Followers (+20k year growth), 2.1M Facebook Reach (up 300% from 2022); 15,929 Instagram Followers (+300 year growth), 186,320 Instagram Reach (up 62% from 2022).



A monochromatic yellow-toned photograph of a skatepark bowl. In the foreground, a skateboarder is captured in motion, leaning into a turn on the left side of the bowl. In the middle ground, three other skateboarders are riding towards the viewer. In the background, two more people are standing near the top edge of the bowl. The overall scene is dynamic and energetic.

Visitor Management & Education

Take it Easy Campaign

The Take it Easy campaign continued in 2023 with increased environmental placements including event banners (Carbondale Wild West Rodeo, and 5Point Film Festival) print advertising, web and social media content including a Take it Easy Toolkit for Businesses, and website QR Code business card, along with branded merchandise to drive visitors and residents to learn more about how to Take it Easy on Carbondale.com.

Take it Easy Awareness Results/ Impressions

- 150 Window decals distributed to Carbondale businesses
- 450 Stickers distributed at community events and businesses
- 580 Koozies distributed at community events and businesses
- 220 Virtual Visitor Center QR code cards distributed to Carbondale lodging partners
- 488 TIE webpage visits/368 users
- 327 TIE business toolkit webpage visits/219 users



The Scoop on Poop



Carbondale Tourism launched an effort to promote more responsible pet ownership behavior – specifically promoting awareness about the reasons to clean up dog waste.

In addition to creating an information page on the visitor information website, Carbondale Tourism launched a campaign to distribute branded poop bags, which are fully compostable. The free poop bags, along with educational information cards were given out at community events and the weekly farmer's market. TCC Board members distributed free bags among the business community.

Town of Carbondale Pet Regulation FAQ's

Does Carbondale have a leash law?

Yes, your dog has to be on a leash...

Does my dog need...

What is considered a vicious dog?

A vicious dog is a dog that inflicts unprovoked bites or attacks on human beings or other animals or acts without provocation towards any person in a terrorizing or menacing manner.

Where is the animal shelter?

Lost or found animals in the Town limits of Carbondale, contact:

Red Hill Animal Health Center
970-704-0403

Lost or found animals outside the Town limits of Carbondale, contact:

C.A.R.E., Colorado Animal Rescue
Garfield County animal shelter.
70-947-9173

What about lost or found cats?

Carbondale has a feral cat program that is managed by a local resident. For additional information please call: 970-963-2662.

Source: River Valley Ranch Master Association

The Scoop on Poop

What you leave on the land ends up in the water: dog poop carries many viruses and bacteria that can be extremely harmful to humans and to other animals, and easily contaminate water in our favorite lakes, streams, and rivers.

How to Pick Up Your Pet's Poop

At the park:

Use provided trash bins and waste bags or take your own bags so you can pick up and dispose of your pet's waste.



On trails:

"Pack it out" means pet waste tool! Please take the baggy home with you and dispose of it in a trash can.



At home:

Get a pooper scooper and bin just for pet waste and empty only into your trash.



CarbondaleCO



@Carbondale

Take It Easy poop bags are compostable, but dog waste is not; please dispose in trash can.

Scoop on Poop Awareness/Distribution Results

- 2,300 Dog poop bag rolls
- 225 The Scoop on Poop education postcards
- 228 webpage visits/200 page users

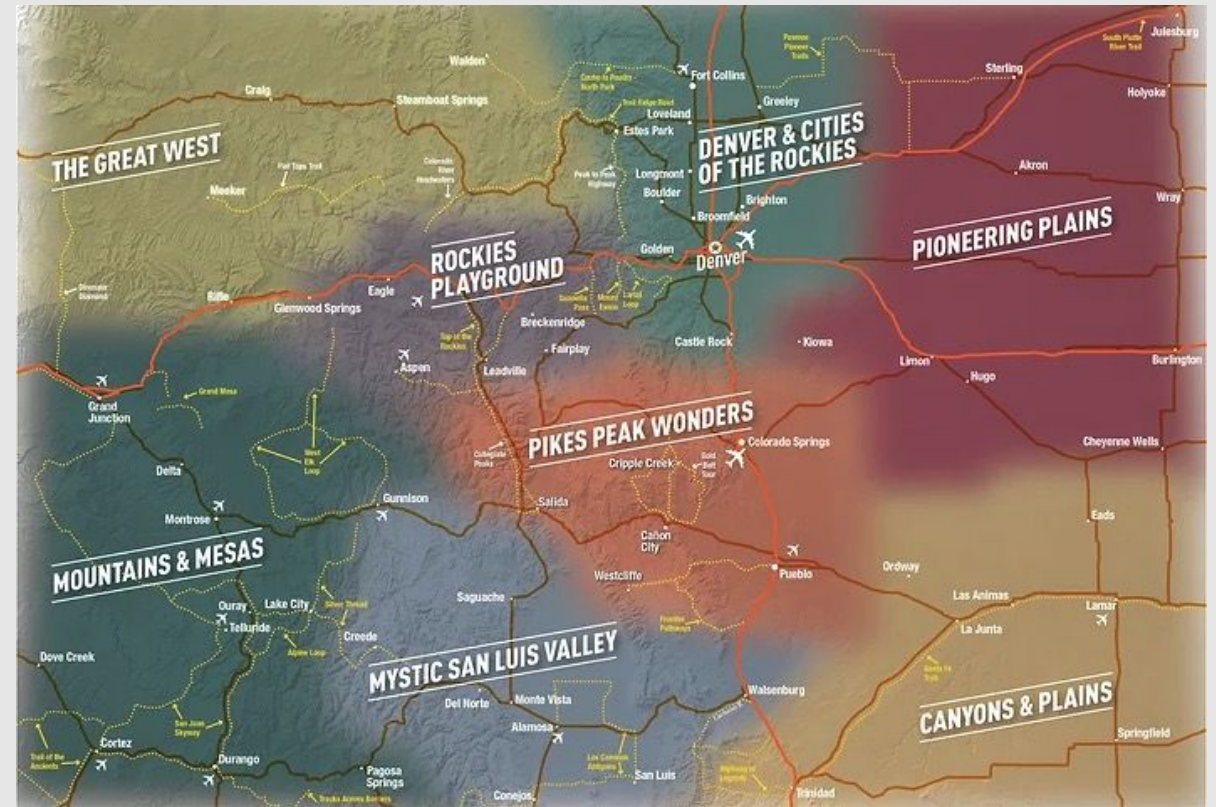
A person in a waders is fly fishing in a river. A dog is standing in the water next to them. The background shows a forested riverbank and mountains. The entire image is overlaid with a yellow filter. The text "Industry & Partner Relations" is centered in a bold, dark blue font.

Industry & Partner Relations

Industry Relations

Carbondale Tourism participates in several regional tourism collaborations to help steer tourism and economic development opportunities. These include:

- **Rockies Playground:** led by the Colorado Tourism Office, DMO partners meet quarterly to share updates and forge regional collaboration.
- **West Elk Loop Scenic Byway:** Carbondale Tourism participates in quarterly meetings and provides financial underwriting for byway brochures, and distributed at the Chamber office and Carbondale Chamber + Tourism booth at Farmers' Market
- **Penny Hot Springs Steering Committee:** Pitkin County has been leading a three-year process to develop a management plan for this overlooked natural resource. Carbondale Tourism participates in various planning and visioning workshops.



Total hours spent representing Carbondale Tourism at Industry Partner Meetings in 2023:

75 hours annually/6.25 hours a month

Roaring Fork Valley Destination Alliance

Carbondale Tourism coordinates the Roaring Fork Valley Destination Alliance (RFVDA) an industry network comprised of the five regional tourism organizations: Aspen Chamber Resort Association, Snowmass Tourism, Basalt Chamber of Commerce, and Visit Glenwood Springs. In Q1 and Q2 of 2023 the coordination of this network was guided through the Colorado Tourism Office Reimagine Destinations program.

Key initiatives:

- Development of draft organizational framework including mission, vision, values, priorities
- Coordination of economic impact data and “value of tourism” talking points for future messaging campaign
- Partnership development with Roaring Fork Outdoor Volunteers (RFOV) to launch a series of responsible visitor volunteer projects in 2024





CARBONDALE™
COLORADO