



VisitGolden.com

# VISIT GOLDEN ANNUAL REPORT 2018

## PERFORMANCE HIGHLIGHTS

**1,066,280**

Visitors to Golden in 2018  
23% increase YoY

**5.59%**

Targeted Sales Tax Increase - General Merchandise, Restaurants & Accommodations

**24,694**

Golden Tickets Redeemed



Launched New Brand Campaign

## ADVERTISING

### Target Marketing

Visit Golden invested in the production and distribution of print, digital and radio advertising throughout Colorado and the United States to increase brand awareness and visitation to Golden.

- 5280 Magazine & E-newsletter
- AAA Encompass Magazine
- Visit Denver Official Visitors Guide
- Denver Relocation Guide
- Denver International Airport
- Denver.org
- Colorado.com
- Programmatic Buying Campaigns
- iheartmedia - KBCO
- Bonneville - KOSI
- Facebook and Instagram Ads

## WEBSITE TRAFFIC

### Visitors to visitgolden.com

Organic Traffic  
**261,161**  
24% increase YoY

Social Traffic  
**22,847**  
24% increase YoY

Paid Traffic  
**91,695**  
25% increase YoY

Sessions: 492,468, 13% increase YoY  
Unique Users: 374,163, 13% increase YoY  
Pageviews: 1,082,667, 18% increase YoY

## SOCIAL MEDIA MARKETING

### Facebook and Instagram Fans and Followers

Facebook Fans  
**8,225**  
49% increase YoY

Instagram Followers  
**4,977**

### Top Facebook Post

Visit Golden, CO  
Published by Joy Long Meadows [?] · July 9, 2018

Well, of course Golden's Washington Avenue is listed as one of the top 25 cutest main streets! With our iconic Welcome Arch, flower-filled patios, locally owned shops, friendly merchants, Clear Creek access and mountain views, you just can't beat downtown Golden! Read all Fodor's Top 25 Cutest Main Streets in Small(er) Towns here: <https://www.fodors.com/.../americas-25-cutest-main-streets-in-...>

### Most Liked Instagram Photos



529 Reactions



397 Reactions

4,908 Reactions  
423 Shares  
63,931 Reach

## PUBLIC RELATIONS

**122** Pieces of Coverage  
**1.49M** Estimated Coverage Views

### Key Placements

- Fodor's Travel, 25 Cutest Main Streets in Small(er) Towns
- FOX-21 Colorado Springs "Good Day Colorado" and "Live & Local" broadcast from Golden
- The Golf Channel's Summer Swing at Fossil Trace
- Colorado Parent, Date Night in Golden: "Bikes, Brews & Belays"
- Yelp City Guide: Golden
- Outside Magazine: Denver is making suburbs cool again

## LODGING REPORT

### Hotel Occupancies and Average Room Rates

Occupancy 80.07%  
Average Room Rate \$144.06

\*Source: Surveyed local hotels