



VisitGolden.com

VISIT GOLDEN ANNUAL REPORT 2021

PERFORMANCE HIGHLIGHTS

1,107,774

Visitors to Golden in 2021
58% increase YoY

24.3%

Targeted Sales Tax Increase (YOY)- General Merchandise, Restaurants & Accommodations

1,019

Golden Tickets Redeemed
Pre-Covid average redemption= 20,000
*Program paused for 18 months

- ❖ Adopted a 5 Year Strategic Plan
- ❖ Launched the "Golden Tap Trail" Mobile Passport
- ❖ Completed a Website Re-design of [VisitGolden.com](https://www.visitgolden.com)

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.

- AAA Encompass Magazine
- Visit Denver Official Visitors Guide
- Colorado State Vacation Guide & Enewsletter
- ROVA Adventure Magazine
- Denver International Airport
- Visitdenver.com & Enewsletter
- Colorado.com
- Programmatic Digital Display Campaigns
- Pay Per Click Campaigns
- OTT & Pre-roll Digital Video Campaigns
- Bonneville - KOSI
- Facebook and Instagram Ads

WEBSITE TRAFFIC

Visitors to VisitGolden.com

Total Traffic
594,101
25% increase YoY

Users
456,574
17% increase YoY

Paid Traffic
81,189
17% increase YoY

Organic Sessions: 374,303, 39% increase YoY
Average Session: 01:46 Min. 13% increase YoY
Pageviews: 1,193,519, 28.3% increase YoY

SOCIAL MEDIA MARKETING

Facebook and Instagram Fans and Followers

Facebook Fans
12,200
5.2% increase YoY

Instagram Followers
12,215
24% increase YoY

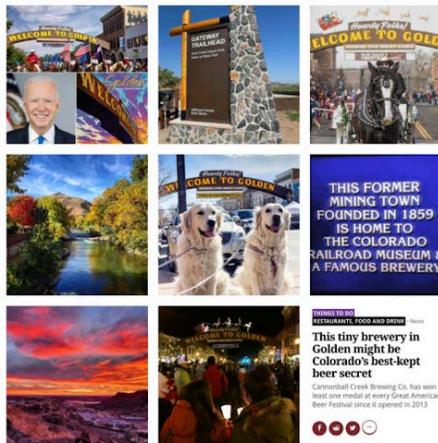
Top Facebook Post

93,904 People reached

17,375 Engagements

Boost again

Top Instagram Posts



PUBLIC RELATIONS 233 \$348,401M

Pieces of Coverage

Estimated Coverage Value

Key Placements

- Thrillist - Best Small Cities to Live in the USA in 2021
- Mile High Mamas, "Top 10 Family Friendly Activities in Golden in February."
- "Local's Guide to Golden" in 303 Magazine
- December features on Golden getaways in HeidiTown.com & AAA EnCompass
- Go World Travel Magazine Golden Restaurant Guide
- FOX-31/Ch.2 remote segments

LODGING REPORT

Average Occupancy- 70% (*Source: Surveyed local hotels)
Lodging Tax: City of Golden voters approved the Lodging Tax Ballot Measure to enact a 6% lodging tax on overnight commercial lodging stays.

Funding: Vendors Fee Paid by Merchants within Golden City Limits
• 2021 Operating Budget: \$525,000