



VISIT GOLDEN ANNUAL REPORT 2022

PERFORMANCE HIGHLIGHTS

1,151,483

Visitors to Golden in 2022
4% Increase YoY

11.6%

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

9,300

Golden Tickets Redeemed
800% Increase over 2021

- ❖ Successfully launched the new Visit Golden visual brand
- ❖ Launched a Group Sales & Marketing program
- ❖ Hosted a record breaking Golden's In Golden Event

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.

- Visit Denver - Official Visitors Guide, Visitdenver.com & Enewsletter
- CTO - Colorado State Vacation Guide, Colorado.com & Enewsletter
- National Western Stock Show Program
- Facebook, Instagram, YouTube Ads
- Programmatic Digital Display Campaigns
- Pay Per Click Campaigns
- OTT & Pre-roll Digital Video Campaigns
- Broadcast & Digital Radio

WEBSITE TRAFFIC

Visitors to VisitGolden.com

Total Traffic
938,307
58% increase YoY

Users
663,174
45% increase YoY

Organic Sessions: 453,064, 21% increase YoY
Average Session: 01:57 Min. 10% increase YoY
Pageviews: 1,606,029, 35% increase YoY

SOCIAL MEDIA MARKETING

Facebook and Instagram Fans and Followers

Facebook Fans
17,242
41% increase YoY

Instagram Followers
16,011
31% increase YoY

Top Instagram Post

 Visit Golden, Colorado
Jan 22, 2022 5:00 PM

Is there anything cuter than a smiling Golden Retriever? How



Likes	Comments	Saves
1854	64	65
Engagement	Impressions	Reach
1983	24824	22942

Top Facebook Post

 Visit Golden, CO
Jan 22, 2022 5:00 PM

Is there anything cuter than a smiling Golden Retriever? How



Clicks	Reactions	Comments
18739	10434	3634
Shares	Reach	Impressions
1140	344397	379128

PUBLIC RELATIONS

759 **\$3 Million**

Pieces of Coverage Estimated Coverage Value

Key Placements

- **Golden's In Golden** - CNN, USAToday.com, FOX News
- **Itty Bitty Art Tour** - Denver7, Next W/Kyle Clark
- **The Denver Gazette** - "West of Denver, a town as good as Gold"
- **Off Season Coverage** - Westword, Mile High Mamas
- **CBS Sports** - NFL Gameday Pre-show Christmas Day
- **Holiday Coverage** - FOX-31 & Ch.7 remote segments

LODGING REPORT

- Average Occupancy- 77% - 7% Increase YOY (*Source: Surveyed local hotels)
- Lodging Tax: \$2,565,508 total collected 42.5% higher than projected

FUNDING

- Source: Vendors Fee Paid by Merchants in Golden City Limits
- 2022 Operating Budget: \$532,000

VISIT GOLDEN MISSION

Through collaborative marketing efforts, we position Golden as a premier destination in Colorado by promoting its unique attributes to residents, regional visitors and out-of-state travelers.