



HUERFANO COUNTY TOURISM BOARD AGENDA

November 13, 2024 at 2:00 PM
La Veta Public Library - 310 S Main St, La Veta, CO 81055

Office: 719-738-3000 ex 200 | Fax: 719-738-3996

Join via Google Meet: <https://meet.google.com/pfy-merc-xoc> | **Meeting ID:** pfy-merc-xoc

1. CALL TO ORDER

2. APPROVAL OF MINUTES

- [a.](#) October 16 Meeting Minutes

3. FINANCIAL REPORT

- [a.](#) Updated Fund Statements & Balance Sheet
- [b.](#) Updated Sales & Lodging Tax Results

4. BILL PAYMENT

- [a.](#) November 2024 Bill Payment

5. BOARD AND DIRECTOR UPDATES/REPORTS

- [a.](#) AdPro Report

6. PARTNER REPORTS

- [a.](#) November Placer Monthly Civic Report

7. OLD BUSINESS

- [a.](#) 7th & Main Billboard

8. NEW BUSINESS

- [a.](#) CrowdRiff
- [b.](#) Zartico
- [c.](#) CTO Marketing Grant Kickoff & Timeline
- [d.](#) Domain Name Purchase

9. ADJOURNMENT

10. UPCOMING MEETINGS

December 11 - Huerfano County Historic Courthouse - 2PM-4PM - 401 Main St, Walsenburg



HUERFANO COUNTY TOURISM BOARD MINUTES

October 16, 2024 at 3:00 PM

Commissioners Meeting Room - 401 Main Street, Suite 309, Walsenburg, CO 81089

Office: 719-738-3000 ex 200 | Fax: 719-738-3996

Join via Google Meet: <https://meet.google.com/pfy-merc-xoc> | **Meeting ID:** pfy-merc-xoc

1. CALL TO ORDER

Called to order @ 3:12PM.

Greg Garrett

Bob Kennemer

Sarah Jardis

Robert Gilbert

Alex Jessop

Stacy Cristelli

2. APPROVAL OF MINUTES

a. September 11 Meeting Minutes

Greg motioned to accept the September 11 Meeting Minutes, Bob seconded - all in favor.

3. FINANCIAL REPORT

a. Updated Fund Statements & Balance Sheet

Discussed revenues to-date and optimistic outlook for the end of 2024 in terms of lodging tax revenue.

b. Updated Sales & Lodging Tax Trends

4. BILL PAYMENT

a. October 2024 Bill Payment

Greg motioned to pay all bills; Bob seconded - all in favor.

5. BOARD AND DIRECTOR UPDATES/REPORTS

a. AdPro Report

AdPro discussed upcoming socials, website performance, and social media performance. Alex noted that Huerfano County has the most frequent UFO sightings in Colorado, per capita.

Discussion was had to focus on the Walsenburg Parade of Lights and the weeks of the 11th and 18th to mention small businesses and holiday events.

Alex and Robert were given a directive to develop an internal calendar to include CTO deadlines and marketing co-op programs.

6. PARTNER REPORTS

- a. October Placer Monthly Civic Report

7. OLD BUSINESS

- a. 7th & Main Billboard

AdPro is working on design concepts that include an interchangeable section and interactive selfie spot.

- b. 2024 Annual Report

Robert will work on this with a draft for January and the final in February/March.

8. NEW BUSINESS

- a. 2024 GovCon

Sarah discussed the visitors' centers as community resilience hubs information, and AdPro/Tourism/HCED working together.

Free cobranding opportunities with the CTO were discussed, the value of international tourism across the state, Huerfano County's above-average performance, and the Inclusive Guide and Greg's challenge event were also discussed.

- b. EV Charging @ Walsenburg Mining Museum

This was pulled from the agenda due to a delay in acquiring information.

- c. Texas Monthly

This may be an option to pursue for additional advertising.

9. ADJOURNMENT

10. UPCOMING MEETINGS

- a. November 13, 2024 - La Veta Public Library - 310 S Main St, La Veta, CO 81055 2PM-4PM

Revenue and Expense Report - YTD

Exclude Encumbrance Transactions?

Fund: 003 - LODGING TAX TOURISM FUND

From Account: 0

Year: 2024

Period: 13

To Account: 9999999999

Ledger ID	Ledger Description	YTD Debits	YTD Credits	Encumbrances	YTD Activity
003	<u>LODGING TAX TOURISM FUND</u>				
0000	<u>NONDEPARTMENTAL</u>				
	REVENUES				
003-00000-47030	OTHER REFUNDS	\$0.00	\$0.00	\$0.00	\$0.00
003-00000-47047	TRANSFER:FROM PILT FUND	\$0.00	\$0.00	\$0.00	\$0.00
003-00000-47197	LODGING TAX	\$0.00	(\$59,373.91)	\$0.00	(\$59,373.91)
003-00000-48000	INTEREST EARNED	\$0.00	\$0.00	\$0.00	\$0.00
003-00000-49075	TOURISM GRANT	\$0.00	\$0.00	\$0.00	\$0.00
003-00000-49291	SHF WALKING TOUR GRANT	\$0.00	\$0.00	\$0.00	\$0.00
003-00000-49296	TOURISM DEVELOPMENT GRANT	\$0.00	\$0.00	\$0.00	\$0.00
003-00000-49404	2024 Tourism Market Grant	\$0.00	\$0.00	\$0.00	\$0.00
	SUBTOTAL REVENUES - DEPARTMENT 00000:	\$0.00	(\$59,373.91)	\$0.00	(\$59,373.91)
	TOTAL REVENUES for DEPARTMENT: 00000 :	\$0.00	(\$59,373.91)	\$0.00	(\$59,373.91)
	TOTAL EXPENDITURES for DEPARTMENT: 00000 :	\$0.00	\$0.00	\$0.00	\$0.00
4870	<u>LODGING TAX TOURISM</u>				
	EXPENDITURES				
003-48700-51110	SALARIES (EMP)	\$0.00	\$0.00	\$0.00	\$0.00
003-48700-51161	OASI (EMP)	\$0.00	\$0.00	\$0.00	\$0.00
003-48700-51162	MEDICARE (EMP)	\$0.00	\$0.00	\$0.00	\$0.00
003-48700-51210	OFFICE SUPPLIES	\$3,286.19	\$0.00	\$0.00	\$3,286.19
003-48700-51304	ADVERTISING AND PROMOTION	\$64,214.96	(\$2,295.00)	\$980.00	\$62,899.96
003-48700-51320	TREASURER FEE	\$1,781.22	\$0.00	\$0.00	\$1,781.22
003-48700-51342	CONTRACT PAY/NO BENEFITS	\$0.00	\$0.00	\$0.00	\$0.00
003-48700-51420	DUES & MEETINGS	\$0.00	\$0.00	\$0.00	\$0.00
003-48700-51562	HISTORICAL GRANT	\$0.00	\$0.00	\$0.00	\$0.00
003-48700-51569	GRANT EXPENSE	\$0.00	\$0.00	\$0.00	\$0.00
003-48700-51824	SMALL MARKETING MATCHING	\$0.00	\$0.00	\$0.00	\$0.00
003-48700-51825	TOURISM DEVELOPMENT GRANT	\$0.00	\$0.00	\$0.00	\$0.00
003-48700-51951	2024 TOURISM MARKETING GRANT	\$0.00	\$0.00	\$0.00	\$0.00
	SUBTOTAL EXPENDITURES - DEPARTMENT 48700:	\$69,282.37	(\$2,295.00)	\$980.00	\$67,967.37

Ledger ID	Ledger Description	YTD Debits	YTD Credits	Encumbrances	YTD Activity
003	<u>LODGING TAX TOURISM FUND</u>				
4870	<u>LODGING TAX TOURISM</u>				
	TOTAL REVENUES for DEPARTMENT: 48700 :	\$0.00	\$0.00	\$0.00	\$0.00
	TOTAL EXPENDITURES for DEPARTMENT: 48700 :	\$69,282.37	(\$2,295.00)	\$0.00	\$66,987.37
	TOTAL REVENUES for FUND: 003 :	\$0.00	(\$59,373.91)	\$0.00	(\$59,373.91)
	TOTAL EXPENDITURES for FUND: 003 :	\$69,282.37	(\$2,295.00)	\$0.00	\$66,987.37

Ledger ID	Ledger Description	YTD Debits	YTD Credits	Encumbrances	YTD Activity
	TOTAL REVENUES for REPORTED FUNDS:	\$0.00	(\$59,373.91)	\$0.00	(\$59,373.91)
	TOTAL EXPENDITURES for REPORTED FUNDS:	\$69,282.37	(\$2,295.00)	\$0.00	\$66,987.37

Balance Sheet

Fiscal Year: 2024

To Period: 13

Huerfano County

From Account: 0

To Account: 9999999999

Include Zero Activity Accounts:

Selected Funds: 003

Fund	Account Number		Debits	Credits
003	LODGING TAX TOURISM FUND			
003-00000-10200	CASH ACCOUNT		\$81,906.43	\$0.00
	Asset Total:		\$81,906.43	\$0.00
003-00000-20200	ACCOUNTS PAYABLE		\$0.00	\$27,254.85
003-00000-22000	YTD REVENUE CONTROL		\$0.00	\$59,373.91
003-00000-23000	YTD EXPENSE CONTROL		\$66,987.37	\$0.00
003-00000-28000	FUND BALANCE		\$0.00	\$62,265.04
	Liability Total:		\$66,987.37	\$148,893.80
		<u>Fund Total:</u>	\$148,893.80	\$148,893.80

Balance Sheet

Fiscal Year: 2024

To Period: 13

Huerfano County

From Account: 0

To Account: 9999999999

Include Zero Activity Accounts:

Selected Funds: 003

Fund	Account Number	Debits	Credits
<u>Grand Total:</u>		\$148,893.80	\$148,893.80



HUERFANO COUNTY TOURISM BOARD

RESOLUTION NO. 24-12-TB

A RESOLUTION TO AUTHORIZE PAYMENT IN FULL

WHEREAS, the purpose of the Tourism Board is to promote tourism through a unified advertisement and marketing plan to benefit Huerfano County and Spanish Peaks Country as set forth in Colorado Revised Statutes 30-11-107.5 “Lodging tax for the advertising and marketing of local tourism” and Resolution 07-01 adopted by the Huerfano County Board of County Commissioners on February 7, 2007; and,

WHEREAS, the Tourism Board may authorize payment of expenses in writing or at a meeting of the Board.

NOW, THEREFORE, BE IT RESOLVED by the Tourism Board that the following invoices are authorized to be paid in full, according to County procedures:

Vendor	Service/Good Provided	Invoice Date	Invoice Number	Amount
AdPro	Social Media, Public Relations, Web Maintenance	10/31/24	8859	\$4145
Huerfano County	November MailChimp Reimbursement	11/09/24	MC15101231	\$310
Schuster’s Printing	Postage & Inkjetting for 200 Visitor’s Guides (OLD)	12/20/23	233255	\$154.49
Total:				\$4609.49

INTRODUCED, READ, AND ADOPTED ON THIS 13TH DAY OF NOVEMBER, 2024.
 TOURISM BOARD OF HUERFANO COUNTY, COLORADO

BY:

ATTEST:

 Sarah Jardis, Chair

 Robert Gilbert, Tourism Director

 Bob Kennemer, Member

 Greg Garrett, Member

 Hannah Everett, Member



AdPro LLC.
 525 Communication Circle
 Colorado Springs, CO 80905
 (719) 550-3034
 accounting@adproresults.com

Item 4a.

Invoice

Service Date:	October 2024
Invoice Date:	10/31/2024
Invoice #:	8859
Term:	Net 30

Huerfano Tourism
 401 Main Street, Suite 201
 Walsenburg, CO 81089
 (719) 738-3000

Stimulus

Product	Description	Amount
Eblast	Newsletter	\$300.00
Stimulus Total		\$300.00

Digital

Product	Description	Amount
Paid Search	Paid Search	\$1,000.00
Paid Social - Digital	Paid Social	\$1,000.00
Social Mgmt - Bronze	Organic Social	\$595.00
Digital Total		\$2,595.00

Other

Product	Description	Amount
Account Management	Account Service Fee	\$1,125.00
Web Dev	Web Dev	\$125.00
Other Total		\$1,250.00

Total

Summary		
Total Amount Due		\$4,145.00

Mailchimp Receipt MC15101231

Issued to

Kimberly Trujillo
Huerfano County
ktrujillo@huerfano.us
Office phone:719-696-5434
401 Main St Walsenburg, CO 81089

Issued by

Mailchimp
c/o The Rocket Science Group, LLC
675 Ponce de Leon Ave NE
Suite 5000
Atlanta, GA 30308
www.mailchimp.com
Tax ID: US EIN 58-2554149

Details

Order# 15101231
Date Paid: November 09, 2024 11:45 PM Denver

Billing statement

Standard plan 25,000 contacts	\$310.00
Intuit Assist for Mailchimp* AI-powered marketing	\$0.00
Paid via Mast ending in 4017 which expires 11/2026 on November 10, 2024	\$310.00

Balance as of November 10, 2024	\$0.00
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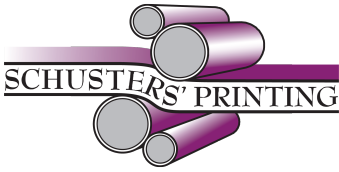
* Intuit Assist functionality (beta) is available to certain users with Premium, Standard and Legacy plans in select countries in English only. Access to Intuit Assist is available at no additional cost at this time. Pricing, terms, conditions, special features and service options are subject to change without notice. Availability of features and functionality varies by plan type. Features may be broadly available soon but represents no obligation and should not be relied on in making a purchasing decision. For details, please view Mailchimp's various [plans and pricing](#)

If a refund is required, it will be issued in the purchase currency for the amount of the original charge.

Sales Tax was not applied to this purchase.

[Looking for our W-9?](#)

[Looking for our United States Residency Certificate?](#)



4718 Eagleridge Cir.
 Pueblo, CO 81008
 719-543-9367

Invoice

Item 4a.

DATE	INVOICE #
12/20/2023	233255
P.O. NUMBER	
JACKET #	
TERMS	Net 30

BILL TO

Huerfano County Tourism Board
 401 Main Street, Suite 201
 Walsenburg, CO 81089

USPS

QUANTITY	ITEM CODE	DESCRIPTION	AMOUNT
200	Customer Stock	Customer Stock Visitor Guides	0.00
200	inkjetting	Inkjetting	77.31
200	Postage	Postage (Non Taxable)	77.18

*Thank you for your
 business!*

**Schusters Printing cost for credit card processing is 3.3%
 Any credit card purchases will be charged this in addition to
 the total invoice amount.**

TO COVER THE COST OF PROCESSING A CREDIT OR CHARGE CARD TRANSACTION, AND PURSUANT TO SECTION 5-2-212, COLORADO REVISED STATUTES, A SELLER OR LESSOR MAY IMPOSE A PROCESSING SURCHARGE IN AN AMOUNT NOT TO EXCEED THE MERCHANT DISCOUNT FEE THAT THE SELLER OR LESSOR INCURS IN PROCESSING THE SALES OR LEASE TRANSACTION. A SELLER OR LESSOR SHALL NOT IMPOSE A PROCESSING SURCHARGE ON PAYMENTS MADE BY USE OF CASH, A CHECK, OR A DEBIT CARD OR REDEMPTION OF A GIFT CARD.

Subtotal	\$154.49
Sales Tax (0.00)	\$0.00
Total	\$154.49
Payments/Credits	\$0.00
Balance Due	\$154.49

PAYMENT DUE WITHIN 30 DAYS

**A SERVICE CHARGE OF 1.5%
 WILL BE CHARGED ON PAST DUE ACCOUNTS**

**To avoid 3.3% fee please pay online via our payment link:
<https://schustersprint.securepayments.cardpointe.com/pay?>**



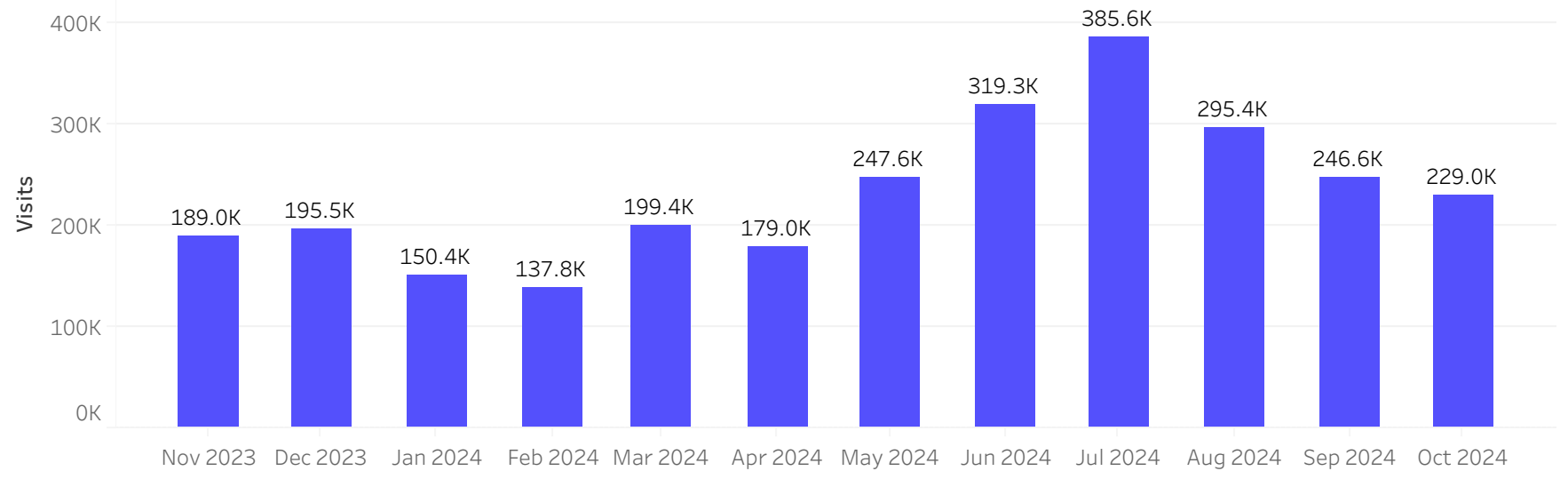
Visitors
Oct 2024

Visits **229.0K**

MoM **-7.2%**

YoY **-0.2%**

Yo3Y **-0.4%**



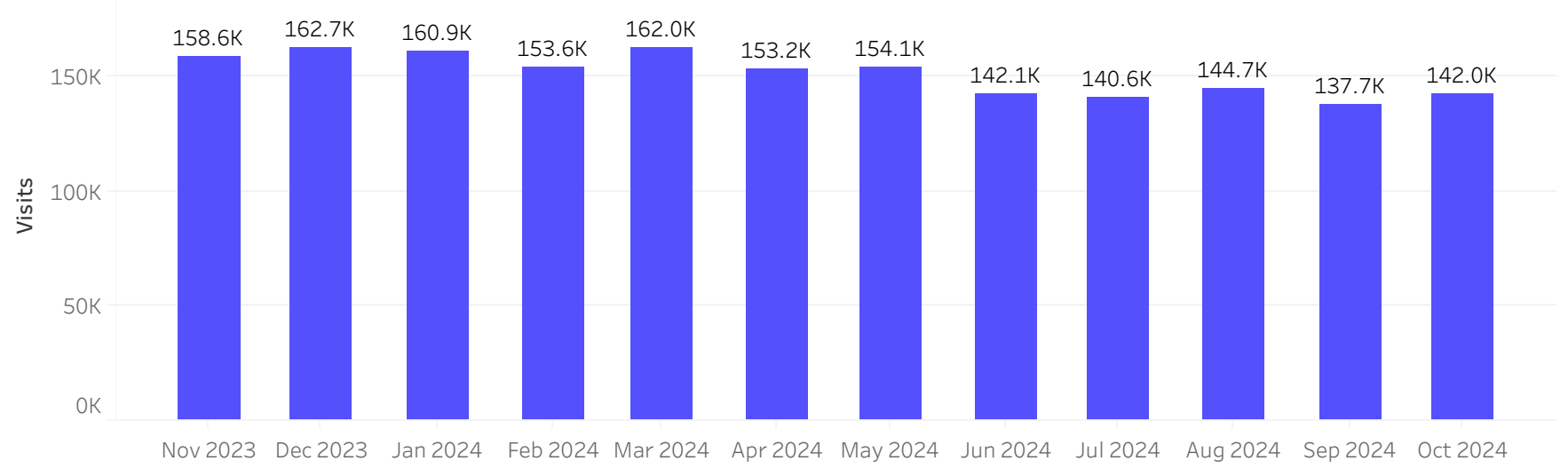
Employees
Oct 2024

Visits **142.0K**

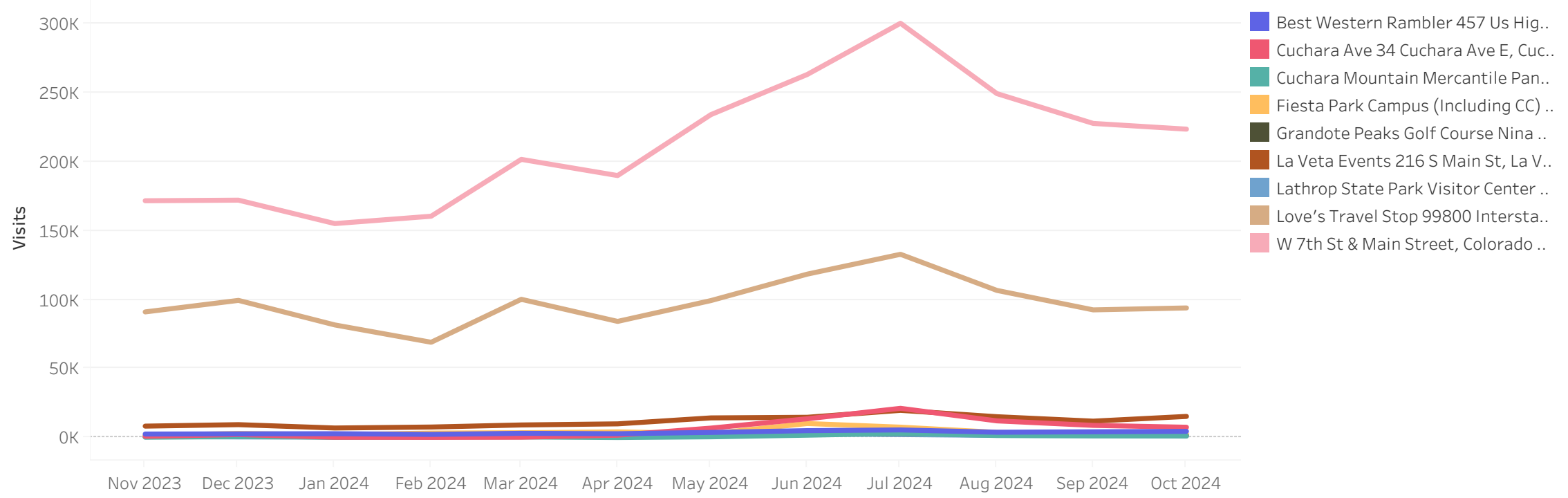
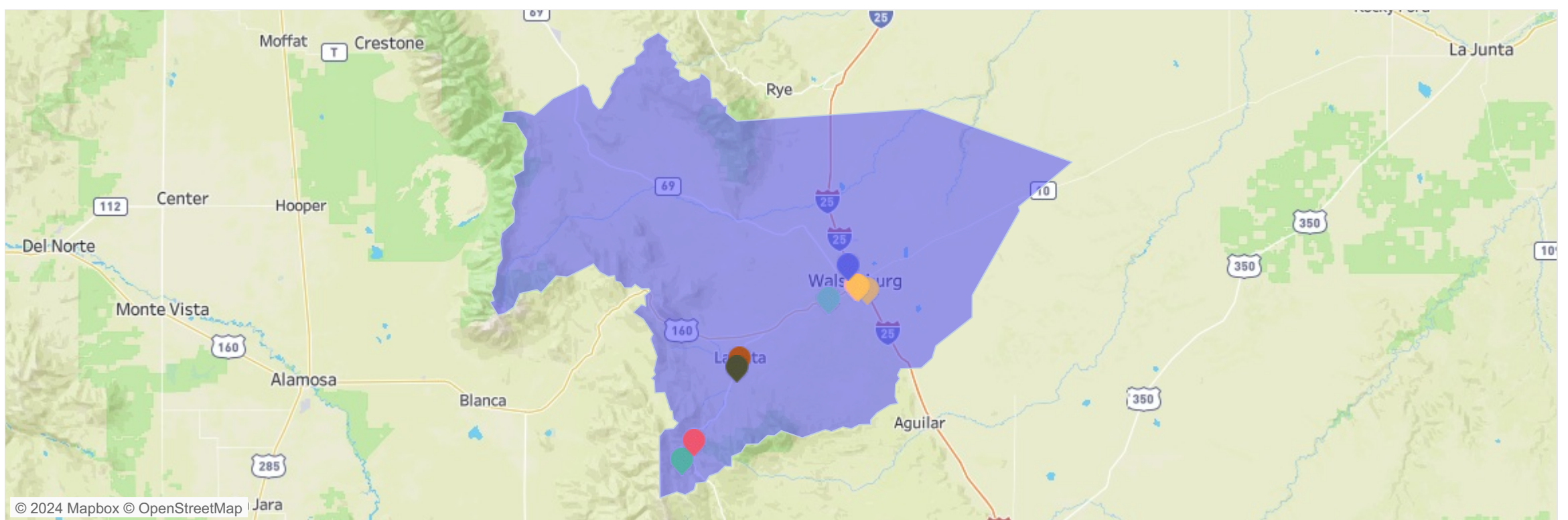
MoM **3.1%**

YoY **-13.4%**

Yo3Y **36.8%**



Selected Locations



Name	Address	Visits	MoM	YoY	Yo3Y	
W 7th St & Main Street, Colorado	Main Street, Walsenburg, CO, United States	223.75K	-1.82%	7.96%	N/A	
Love's Travel Stop	99800 Interstate 25, Walsenburg, CO 81089	94.06K	1.51%	-1.75%	23.83%	
La Veta Events	216 S Main St, La Veta, CO 81055	15.38K	28.81%	0.01%	-8.44%	
Cuchara Ave	34 Cuchara Ave E, Cuchara, CO 81055	7.53K	-15.24%	34.52%	55.19%	
Best Western Rambler	457 Us Highway 85 87, Walsenburg, CO 81089-9432	4.55K	7.35%	36.67%	0.21%	
Fiesta Park Campus (Including CC)	East 9th Street, Walsenburg, CO 80189	2.48K	49.15%	-16.53%	-12.53%	
Grandote Peaks Golf Course	Nina Drive, La Veta, CO 81055	1.93K	19.42%	13.74%	836.94%	
Cuchara Mountain Mercantile	Panadero Ave, Cuchara, CO	1.25K	-2.90%	36.47%	477.10%	
Lathrop State Park Visitor Center	County Road 502, Pictou, CO 81089	1.12K	-23.38%	-20.69%	-13.11%	

WELCOME TO WALSENBURG!
 GATEWAY TO THE
 GREAT AMERICAN WEST!
 STOP AND VISIT
 OUR SHOPS & GALLERIES.



BLACKDIAMONDPARK.COM
 ESTATE HOME SITES
 EASY FINANCING
 719-738-6868



SPANISH PEAKS
 COUNTRY

SpanishPeaksCountry.com



HUERFANO
 County

#WiseInHere
 #WiseInHereHere



INTERS
 BATTERIES
 TESTED. TRUSTED.

WELCOME TO WALSENBURG!
 GATEWAY TO THE
 GREAT AMERICAN WEST!
 STOP AND VISIT
 OUR SHOPS & GALLERIES.



BLACKDIAMONDPARK.COM
 ESTATE HOME SITES
 EASY FINANCING
 719-738-6868



SPANISH PEAKS
 COUNTRY

SpanishPeaksCountry.com



County

#Bellegosday
 #WaltouWentive



INTERS
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**SPANISH PEAKS
COUNTRY**

SpanishPeaksCountry.com



DURANGO
County

#BeLegendary
#WishYouWereHere



SPANISH PEAKS
COUNTRY

SpanishPeaksCountry.com



#BeLegendary
#WishYouWereHere

The evolution of visual storytelling

For modern destination marketers



What we've heard

Business Challenges

Saving Time:

- **Current State:** Lean team managing socials, website, community promotion etc.
 - Lack of UGC content (both images and video)
 - Lack of assets on website
- **Goal?** We want to showcase what we have to offer and grow!
 - Art galleries, community, nature etc.
 - "One of the prettiest parts of the state"

Content Delivery:

- **Current State:** Posting 2x/week
 - "Underperforming"
 - Online engagement needs improvement
- **Goal:** Not to post more, but share more unique content (UGC)
 - Post engaging content to create more conversations
- **Why?** We want to increase engagement and brand awareness.

CrowdRiff Solutions

Saving Time:

- Digital Asset manager with built-in AI search engine to quickly find your own photos and videos!
- Platform designed to save time on internal processes.
- Library of ready-to-use UGC

Content Delivery:

- Build large library of relevant UGC
- Easily request the rights to use content
- Use across all social platforms & website
- UGC is seen as more authentic and drives more traffic to socials & website

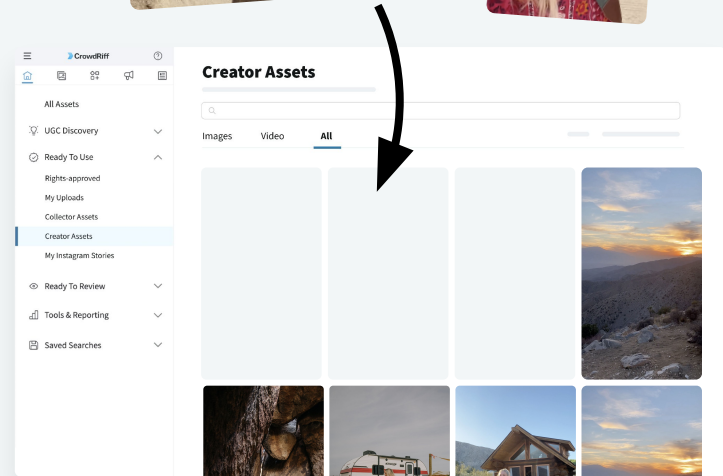
Item 8a.



How many hours do you save?

	CrowdRiff Creators	UGC
Hours saved per week	10 hours	6 hours
Task list	Creator sourcing & management Creator content review Content approvals	Content sourcing Editing Publishing

Item 8a.





Measurable ROI for CrowdRiff Customers

90%

Time Savings in gathering & searching for visuals

4x


Increase in time on site, plus ability to drive traffic to investive members

3,500

Rights-Approved images to build out social media strategy
[→ Arizona State Parks Case Study](#)

13x

Increase in Social Media Followers with Photo Contests
[→ Alabama tourism case study](#)

 For more examples, including a potential ROI of 200% on a UGC library vs. relying on professional photography [click here](#)

5x

UGC converts five times as many travellers compared with branded photos & videos

40%

Of millennials won't book a travel experience without seeing some sort of UGC

2/3

Of consumers say they trust the opinions of other customers posted online

The benefits of user-generated content



4x

Higher click-through rates on ads featuring UGC

28%

Higher engagement rates on UGC social posts

Item 8a.

55%

Of consumers trust UGC over other kinds of marketing

Partnering With CrowdRiff



Onboarding & Training

Upon partnering, we'll waste no time getting you trained and on-boarded into your new platform.



Dedicated Strategic & Technical Support

Your dedicated success manager will be with you every step of the way, keeping your objectives top of mind.



Best Practice Sharing

As a connected member of the travel & tourism community, we can share knowledge and know-how.



First Access to Industry Content & Resources

Stay informed and up to date on visual influence for brands.

What Makes CrowdRiff Unique

Visual Marketing Platforms are everywhere. Here's what makes CrowdRiff special.



Purpose Built for Travel & Tourism

CrowdRiff's first customer was Franklin, Tennessee, and now we're proud to call over 800 travel and tourism brands our friends.



Partner Connected Collaboration

Our platform allows you to be connected with local and global partners for easy collaboration.



Smart Visual Content

CrowdRiff takes the guesswork out of knowing what visuals are performing the best for your brand. We're always testing and feeding insights back to your team.



Proprietary Image Discovery

Our image discovery was built to make finding content as easy as doing a Google search. If you can type it, we can find it.



CrowdRiff Investment Options

Item 8a.

Solution Options

Every CrowdRiff package comes with sourcing & curation, social photo image recognition, quality filtering + smart curation, and photo & video uploading up to 1 GB

Item 8a.

Full Suite Package \$12,000 USD /year

Included

- Rights Management
- Collector
- Sidekick
- Social Publisher & Scheduling
- Smart Web Galleries & Analytics
- Google Locations
- CTAs
- Digital Asset Management
 - 500GB storage

Web & DAM Package \$10,000 USD /year

Included

- Rights Management
- Collector
- Sidekick
- Smart Web Galleries & Analytics
- Google Locations
- CTAs
- Digital Asset Management
 - 500GB storage

Web Package \$6,000 USD /year

Included

- Rights Management
- Sidekick
- Smart Web Galleries & Analytics
- Google Locations
- CTAs

Case Studies

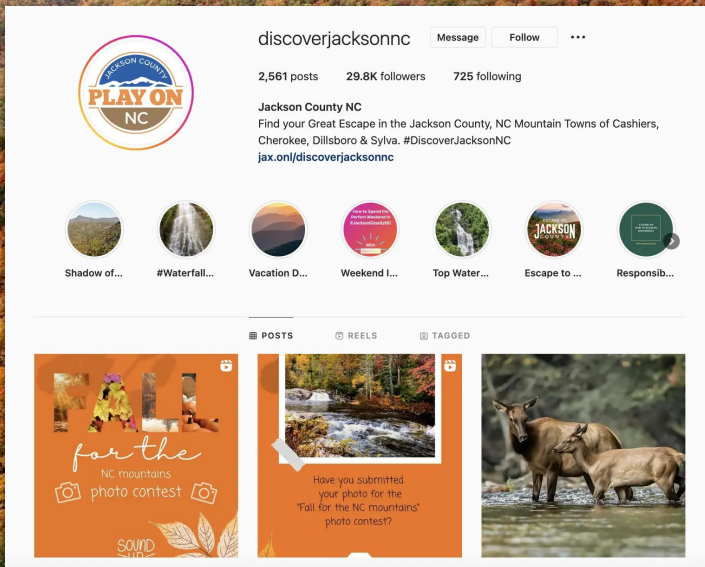
CASE STUDY

Jackson County Tourism Development Authority Objective

Support their digital strategy to grow their tourism audience.

With the help of CrowdRiff, they've been able to:

- Increase their social media marketing budget by almost 30% and grow their team's headcount
- Source images from across the county without leaving their desk
- Easily create consistent, high quality content
- Find UGC faster and streamline getting access rights to use it in their marketing channels
- Save time and effort showcasing images on their site with CrowdRiff's auto-updating galleries



[Read the full story here](#)

CASE STUDY

Experience Wakefield (Wakefield, UK)

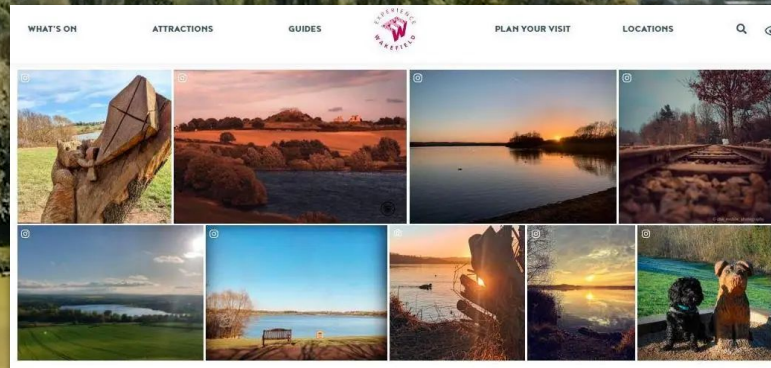
Objective

Increase audience engagement and attendance of events and attractions in Wakefield.

With the help of CrowdRiff, they've been able to:

- Easily capture new, seasonal and diverse images, to use across multiple digital channels such as web, social media, email newsletter and advertising
- **Increase their Instagram followers by 47% and their average reach has gone up by 36.9%**
- Collaborate more successfully with other local authorities on coordinated marketing efforts
- Maintain GDPR compliance

Item 8a.



▶ [Read the full story here](#)

CASE STUDY

The Exploratorium

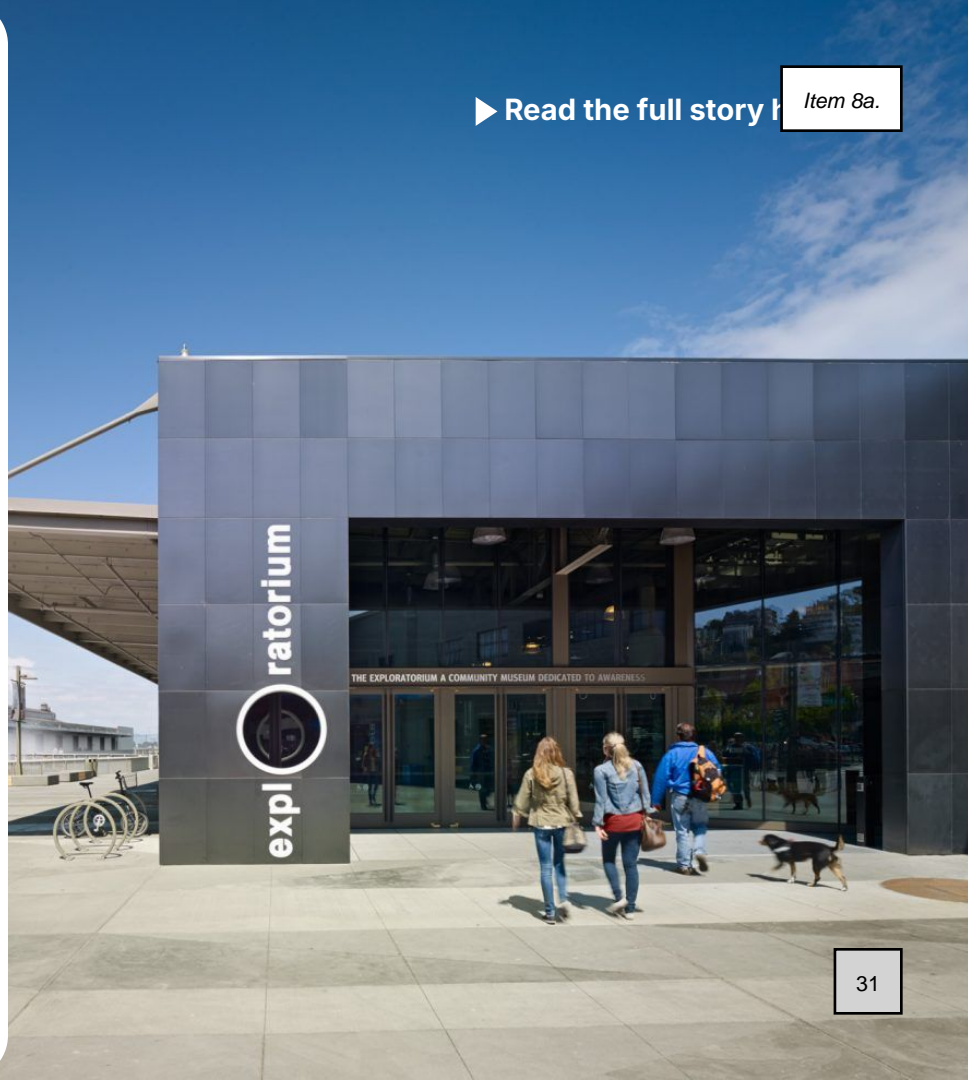
Objective

To engage visitors, despite travel restrictions and lockdowns throughout the pandemic.

With the help of CrowdRiff, they've been able to:

- Enjoy an 80% approval rate for rights requests
- Get regular feedback from their visitors
- Engage their virtual audience with weekly challenges, sharing submissions in webpage galleries
- Expand to a European audience, and almost double their participation goals for one of their virtual exhibits
- Increase email CTR by 4% with UGC
- Use UGC and galleries to highlight past exhibits and promote upcoming ones

▶ Read the full story Item 8a.



CASE STUDY

Haka Tours

The Problem

Haka Tours website didn't inspire potential guests to engage with their experiences. It was text-heavy and dominated by old photography that didn't showcase what the experiences were actually like.

The Solution

CrowdRiff helped them to keep it organized and to discover, secure the rights to, and display user-generated content (UGC) easily. Now they showcase authentic moments captured from real experiences from their tours, and use this social proof to increase organic conversions.

Since the website's re-launch, Haka Tours has seen a 45% reduction in bounce rate, a 75% increase in page views, and 30% more sessions per user.

Barnaby and his team are currently utilizing gallery analytics to determine which content receives the most engagement, and intend to incorporate those high-engagement images into banner ads, print marketing materials and blog posts in the future.

Before



After



The Results

75%
increase in
page views

45%
decrease in
bounce rate

30%
more sessions
per user



CASE STUDY

YesMilano (Milano, Italy)

Objective

Rebrand their destination, while keeping their audience engaged.

With the help of CrowdRiff, they've been able to:

- Shift the perspective of their city from gray and smoggy to channel the modern, urban and greener Milano that now exists
- Easily source the visual content they need through Platform and Collector, and share it seamlessly with partners through Media Hub
- **Increase the number of Instagram followers by 162%**, despite the pandemic, travel restrictions, and lockdowns.

Product Slides

Video Upload

Upload videography to CrowdRiff to store all of your footage with the rest of your visual content.

Centralize your videography

Upload the professional videography you've commissioned or created in-house to CrowdRiff, so everything is stored in one place and easily accessible.

Add keywords & license information

CrowdRiff lets you add keywords, captions, license restrictions and set expiry dates on video content.

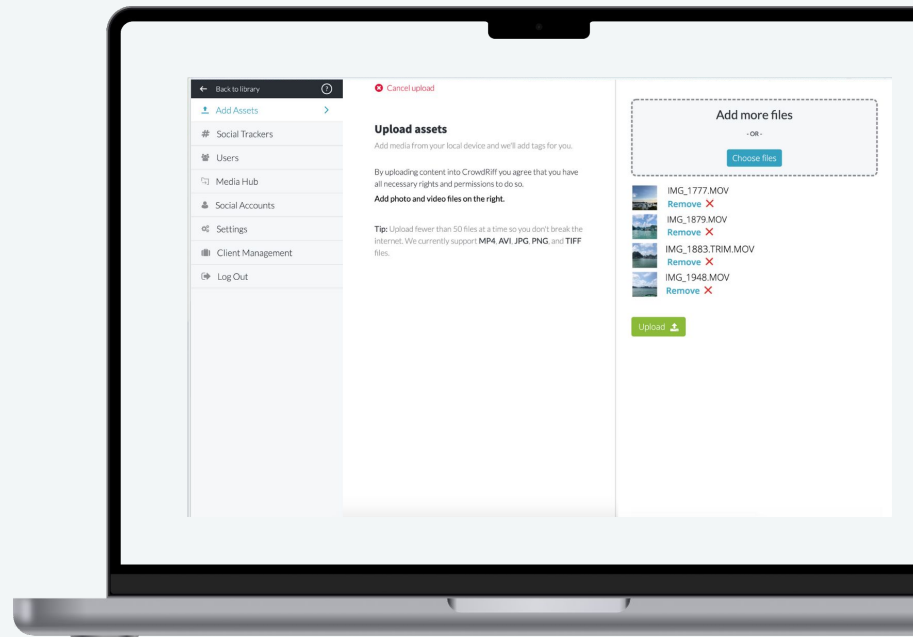


Photo Upload and Auto-Tagging AI

Centralize your marketing visuals into one platform, including the professional photography you own.

Keep owned visuals with social assets

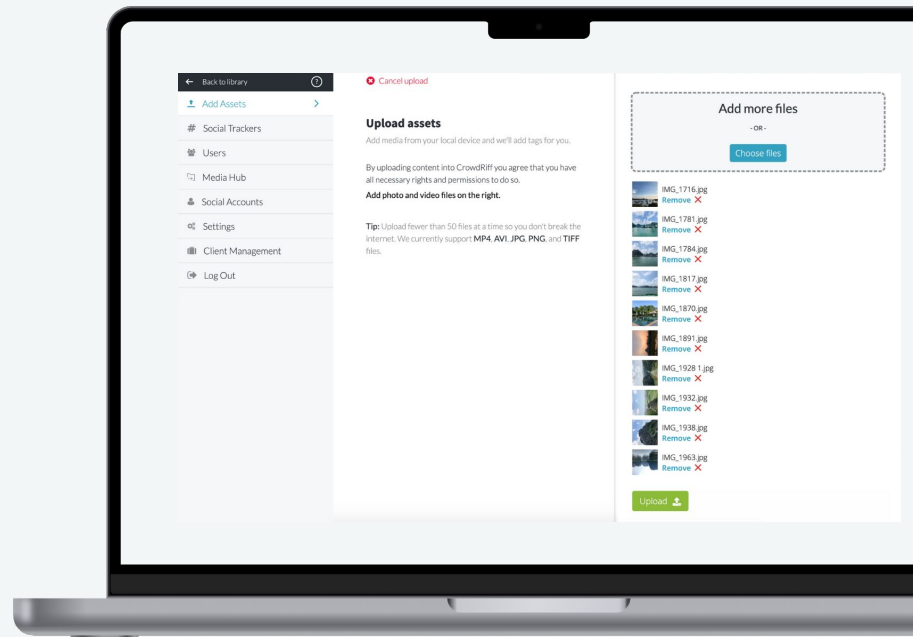
CrowdRiff lets you upload your branded assets, like professional and stock photography, to your content library. Everything is stored in one place and easily accessible.

Have all your photos organized in seconds

CrowdRiff's AI-powered image recognition automatically tags your photos with relevant and descriptive keywords, for easy categorization and discoverability.

Add additional keywords & information

You can also add additional keywords, the name of the photographer, and set expiry dates and restrictions.



Lightning-Fast Image Search

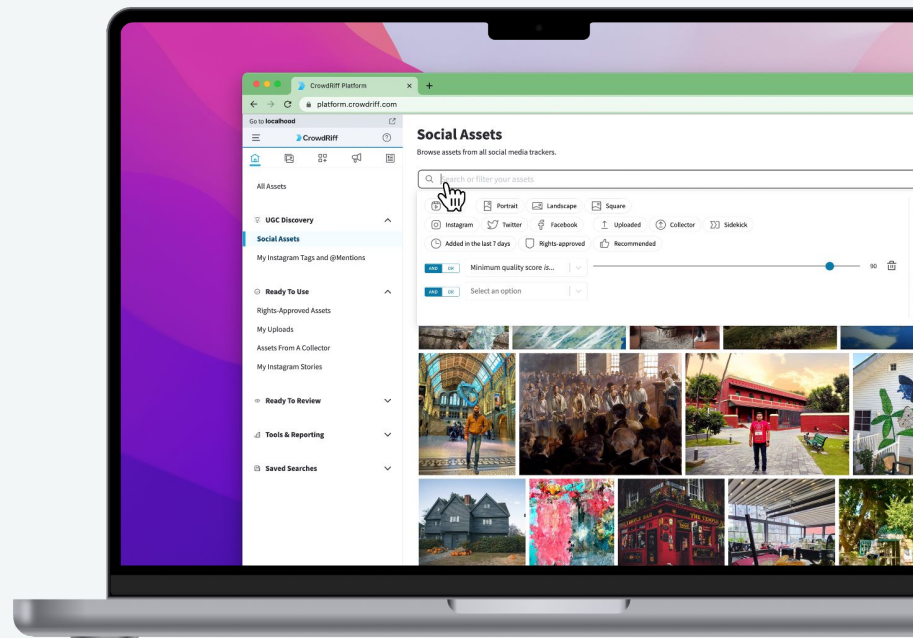
No more wasted time manually scrolling through hashtags. CrowdRiff finds what you need with a fast, flexible and powerful search function.

Find the right visual in seconds

CrowdRiff's Intelligent Search recognizes word stems (hike = hiking, hiked, hikes) and multiple languages, so you can always find the content you're looking for, even if it's not exactly what you typed.

Get as specific as you need with flexible search parameters

You also have the option to add and combine additional keywords, license expiry dates, quality scores, date ranges and many other filters, making your search even easier.



Social Trackers

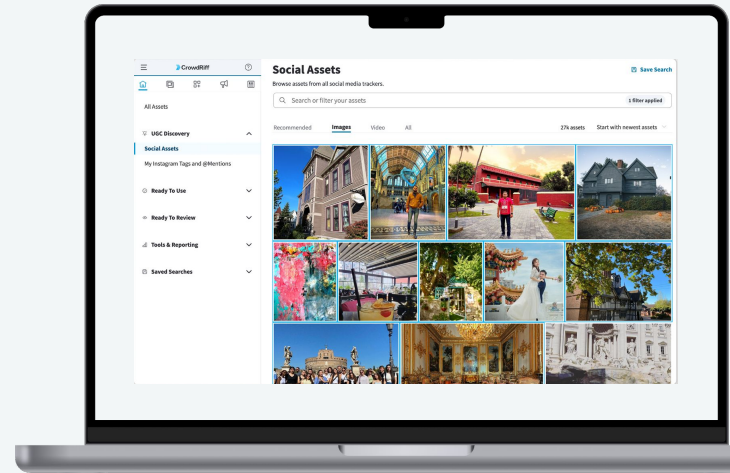
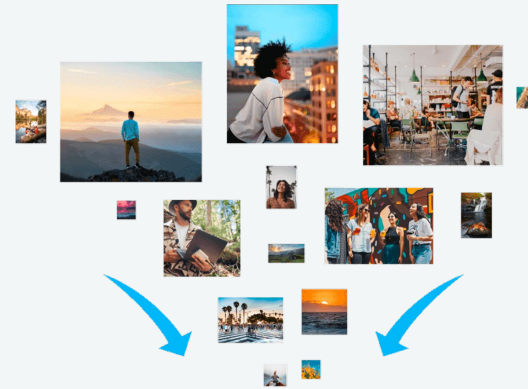
Get all the photos, videos & Reels captured and shared by your community sent straight to CrowdRiff in real time.

You'll have the visuals you need to curate relevant and authentic content across each of your marketing channels.

Source visuals from:

- Local Businesses
- Hashtags
- Users
- Pages

Item 8a.



Get Rights to UGC

Build out your content library with authentic visuals and quickly get the rights to use them across your marketing channels.

Quickly and easily get rights to visuals

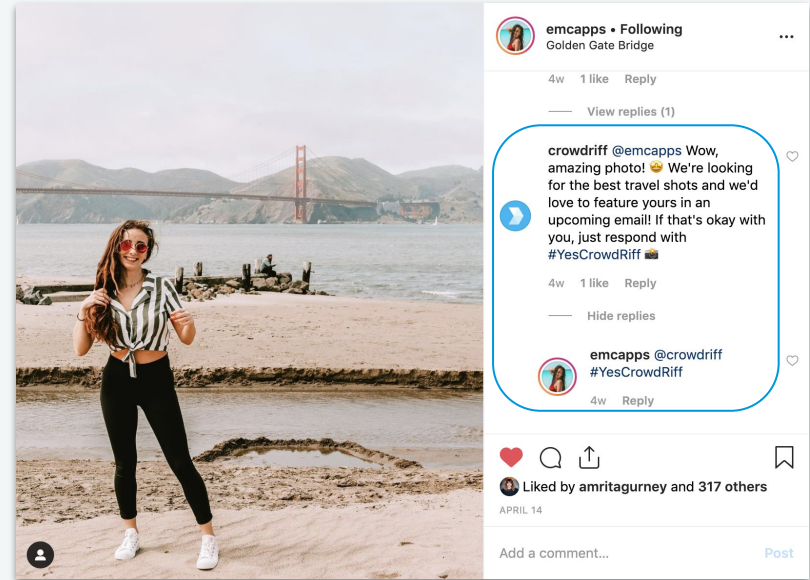
When your request is approved, CrowdRiff automatically takes a screenshot for your records and downloads the highest resolution image available.

Create customizable messaging

You have full control and customization of your messaging, so you can easily create personal, on-brand comments.

Track rights-approved images

Easily filter to see the photos you've already requested rights to, as well as those that have been approved, so you always know which visuals you can use.



Why do Rights Matter?

Copyright varies by country, but basically copyright defines the ownership of creative works and how those works can be used.

However the most common outline is:

If you created an original artistic or written work, you own it—even if you never registered it with a copyright office or other official body—and that ownership gives you exclusive rights to display and reproduce what you created.

How can CrowdRiff help?

As an official Facebook & Instagram partner CrowdRiff is designed to allow destination marketers to acquire the legal rights to inspiring travel content through a streamlined rights approval process. Our system follows the key steps of...

1. Asking the social author for permission
2. Capturing & recording proof of this permission
3. Storing & categorizing the asset as 'rights approved' to avoid any confusion or misuse of the asset.

Visual Website Galleries

Display the compelling and effective UGC you source, and easily refresh your visuals in just a few clicks.

Create engaging visual experiences

Responsive and interactive galleries make it easy to captivate and excite travelers with fresh content.

Save time updating web visuals

Updating your website visuals only takes a few minutes, making it easier to showcase the new, relevant visuals CrowdRiff sources for you.

Watch your web performance soar

30%

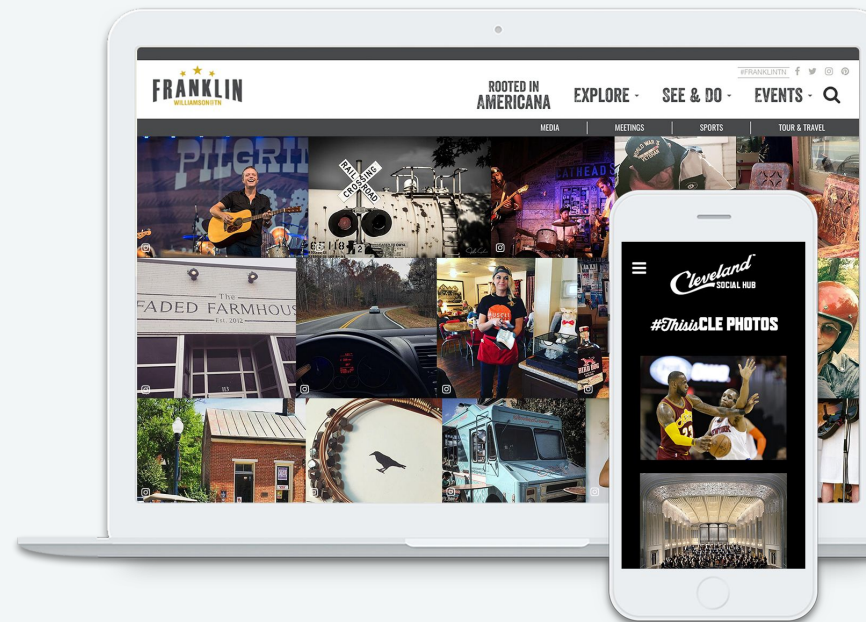
Reduction in bounce rate

4x

Increase in time on site

20%

Increase in new users



Smart Self-Optimizing Galleries

Content that resonates with your website visitors, automatically optimized.

Display the most effective visual content

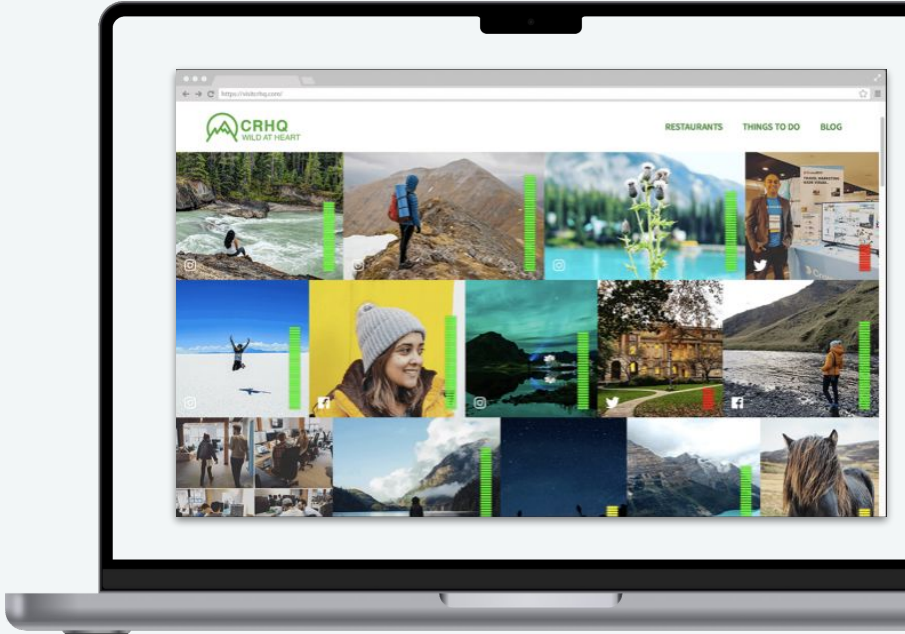
CrowdRiff galleries use artificial intelligence to learn which photos are the most engaging, and automatically give them more visibility.

Keep adding new visuals to test

You can keep adding more visuals into smart galleries, and CrowdRiff will automatically swap them in to test.

20%

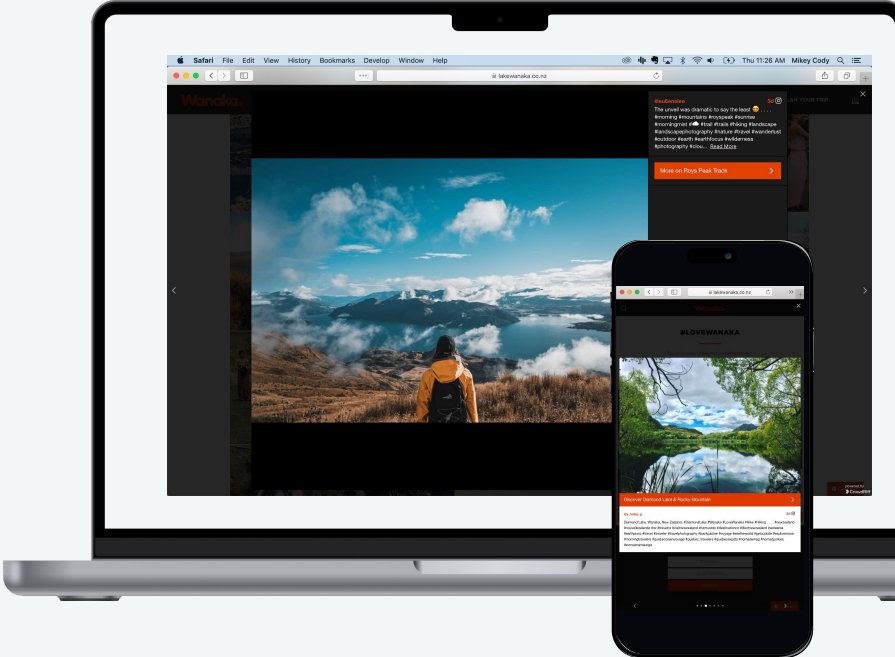
Higher time on site than our standard galleries



CTAs (Calls to Action)

Use multiple **CTA galleries** to take visitors from inspiration to action.

Customise your buttons so visitors can navigate through your website based on the content that resonates with them. Use Gallery insights to understand your viewers, and repurpose imagery in targeted content campaigns.



Collector

Let your community, photographers and team members upload photos and videos directly to your content library.

Get visuals from partners more easily

Professional photographers and partners can quickly and easily send you their content, eliminating the need for multiple emails back and forth.

Access high-quality content

Anyone can upload high resolution visuals, so you can get the quality content you need for print campaigns or signage.

Track uploaded assets with keywords

Add keywords to create unique links customized for each campaign, channel or contributor, so it's easy to track and find the content in your library.



Sidekick

The Sidekick extension lets you access your library and use your visuals whenever and wherever you need them.

Easily access your visual library

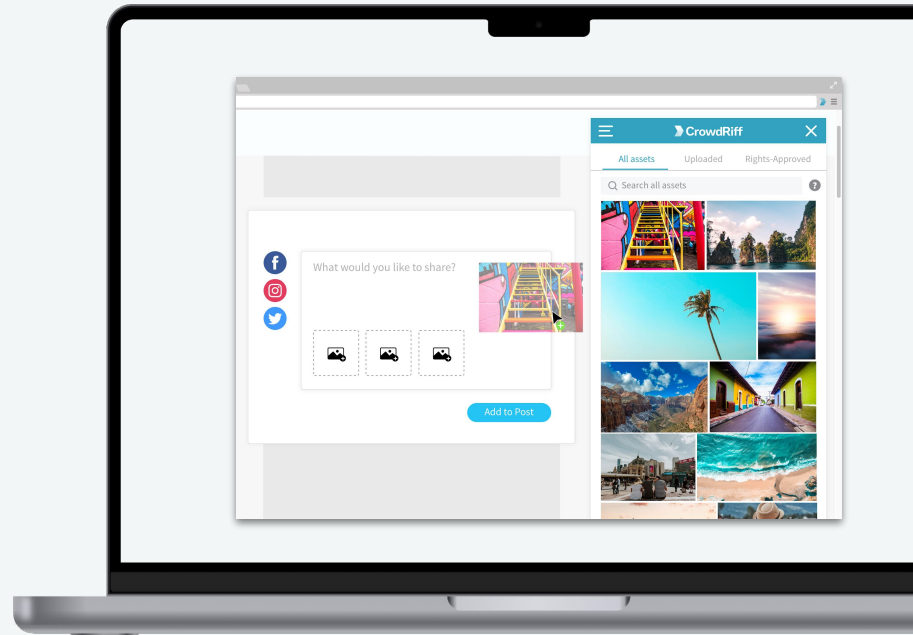
Your content library is right at your fingertips. Easily use your photos and videos wherever you need them, without having to open a new tab.

Seamlessly add visuals to your Facebook ads

Use Sidekick on Facebook, whether you're crafting a post on the best food in town or creating ads to reach prospective travelers.

Everyone on your team can use Sidekick

From summer interns to C-level executives, everyone uses visuals. Sidekick gives your whole team instant access to your CrowdRiff library without having to login to the platform.



Google Locations

Take visitors from inspiration to action by enriching your visuals with helpful location details, like hours, addresses, and cost indicators.

Turn your website into a visual directory

Make your website a go-to resource, highlight specific partners, increase time on site, and drive repeat visitors by making the relevant information travelers need easily accessible.

Provide accurate location details on every visual in your library

Whether UGC or owned, the most up-to-date location details are pulled into your visuals, so you know the information you're providing is always accurate without having to reach out to partners or businesses to get it.



CrowdRiff Insights

Measure the impact of your website visuals on the metrics that matter most to your business.

Measure and report on website visuals

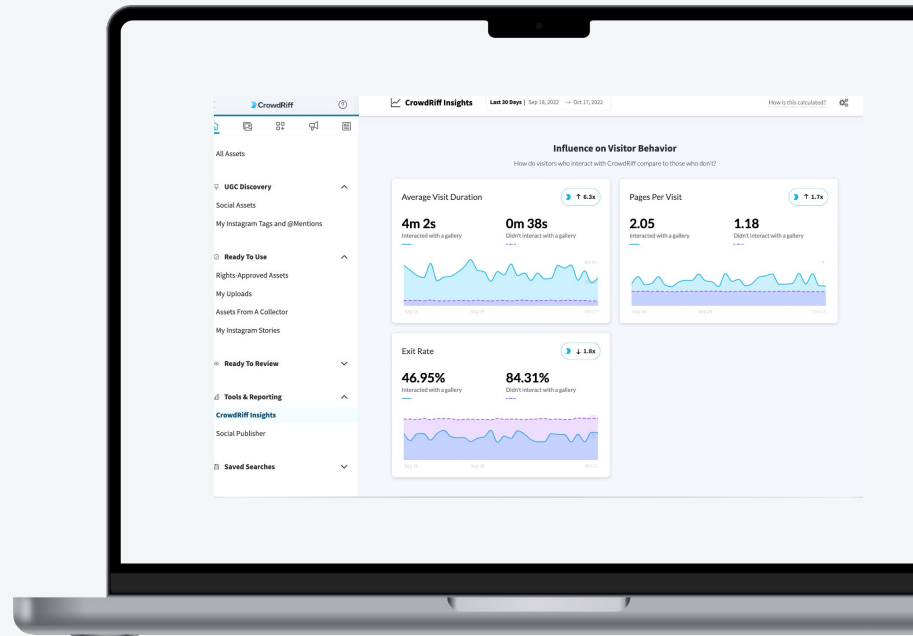
CrowdRiff Insights lets you track, measure and report on the ROI of your website visuals, all in a simple, easy-to-use analytics dashboard.

Use insights to optimize your visual content

With insight on how your visuals impact conversions, revenue and overall website performance, you can make more confident, data-driven decisions to drive your content strategy.

Identify top-performing assets

See how every visual in your library is performing, from views to engagement to conversions.



Social Publisher

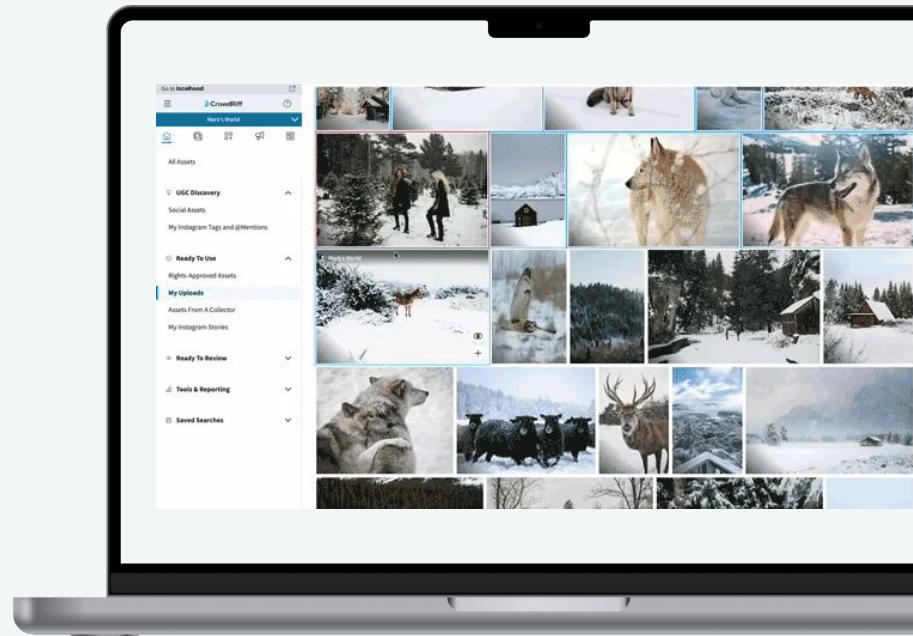
Source, store, and publish your visual content directly to social media, all within the CrowdRiff platform.

Post directly to social media

Publishing lets you post rights-approved and owned assets directly to Instagram, Facebook and Twitter straight from CrowdRiff.

Save time with an all-in-one tool

CrowdRiff's easy-to-use solution removes the manual work of posting to social media or the need for multiple tools, letting you quickly complete your workflow in one platform.



Third Party Sharing

Grant people access to your best visuals with a simple link, instead of worrying about clumsy email attachments or ZIP files.

Goodbye email attachments

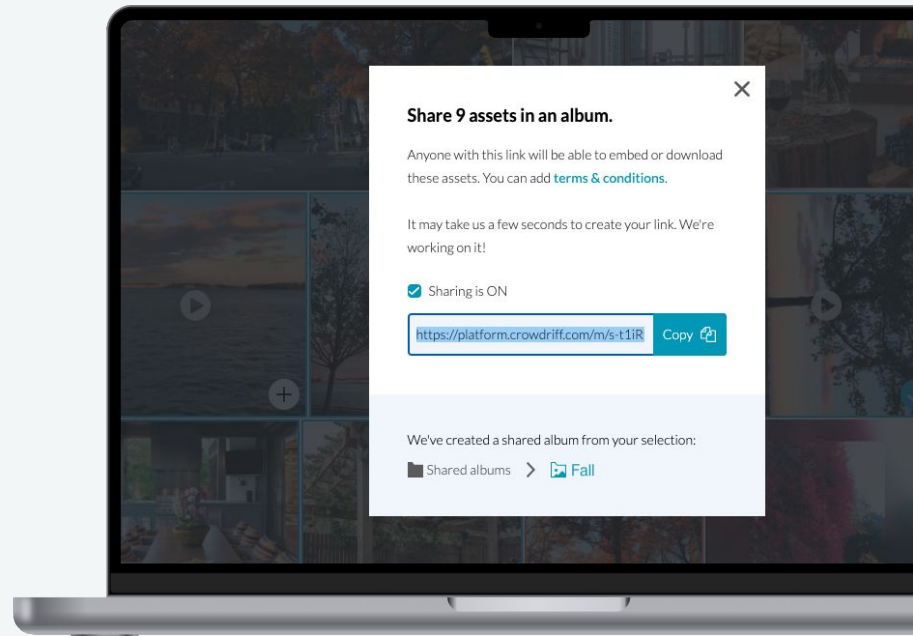
Gone are the tedious days of downloading a file, compressing it, and waiting for it attach to an email. Simply select the visuals you want to share and send the link—no attachments necessary.

Reduce bottlenecks

Anyone on your team is able to quickly curate collections of visuals and share them with the people who need them, both inside and outside of your organization.

Control access

You'll have granular control over who has access to your visuals. Enable and disable sharing links so only the people you'd like, when you'd like, have access to your shared assets.



Thanks!



	Z-Light	Base
Package	1	1
Annual Visitor + Resident Population:	Any	<2M
Base Package Pricing	\$15,000	\$25,000
All Packages Include		
Set-up, Warehousing, and Maintenance	✓	✓
Geolocation, Event, & Spending Data Sets	No event data	✓
ZDOS Product Innovation		
Zartico Benchmarks		✓
Zartico Indices		✓
Zartico Insight Modules: Visitor Snapshot, Strategic Planning, Profile Builder, Impact Report, Event Report		✓
Sample Size / Trend Assessment	✓	✓
Analytic Designer Function		
Website Contribution		\$15,000
Destination Performance		
Zartico Lodging Data (Hotel and Short-Term Vacation Rental)	See separate pricing for details	See separate pricing for details
Tax		\$2,500
Normalized Geolocation Data		
<i>Geolocation Data Provided through Zartico with 24 Hour Refresh</i>		
Granularity: Daily View	Monthly View	✓
High-definition visibility into origin market, visitor and resident flow to essential destination places/points of interest		✓
Length of Stay Segmentation: Day Trip & Overnight Stay	✓	✓
Historical Data: January 1, 2021 through present	Current & Previous Year	✓
Feeder Markets	Top 5	✓
Regions		✓
Political Districts		
Out of Boundary POIs (Outside of funding boundary)		1
Places of Impact (POIs)		
- Primary POIs: Visitation Drivers (Attractions)		
- Contextual POIs: Visitation Suppliers (Gas Stations, Fast Food, Etc.)		
- Access to the Zartico Place-Based Strategy (within funding boundary)	No POI View	✓
Visitor Value (Normalized Credit + Debit Card Data provided through Zartico)		
Visitor Spend: January 1, 2021 through Present	Monthly View	✓
Events Performance (Event data provided through Zartico)		
Events View: January 1, 2021 through 12 months in the Future		✓
CRM - Group Sales: Simpleview or iDSS		
Strategy, Support & Community		
U.S. Based Customer Success Manager	✓	✓
Monthly Strategy Sessions	Quarterly	✓
Community-Based Education offerings		
Access to online user community, user meetups, invitation to Zarticon annual user webinars with trends and case studies	✓	✓
Remote Training	✓	✓
Annual In-person Training		
Dynamic Visualizations & Strategy POV (Each additional is \$5000)	N/A	1
Marketing Performance		
<i>(Data provided by Destination: Google Analytics, Google Campaign Manager)</i>		
Website + Content Performance (GA4)	✓	✓



ZARTICO

Powering the possibilities of place



ZARTICO

Zartico powers the possibilities of place. Makers of the first Destination Operating System® (ZDOS®), Zartico harnesses and streamlines big data, science, AI, and technology to provide unprecedented visibility into the movement of people and economic opportunities.

Founded in 2019, our company was built for tourism professionals by tourism professionals to solve the industry's toughest challenges, improve resident quality of life and visitor experience, and facilitate organizational change within one of the world's largest economic engines.

Our team is continually growing as we engage some of the best and most accomplished professionals in tourism, software development, and data science. Currently staffed at over 65 employees, including several Ph.D. data scientists, we have thoughtfully recruited and situated each employee to provide the best product and service we can offer.

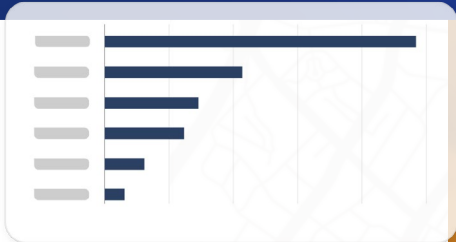
We work with 250+ destinations across North America, including more than a dozen state tourism offices.

[Zartico has] made a huge impact on our industry in a very short amount of time. I believe it's the wave of the future, what DMOs will be doing analyzing data and determining and explaining to their stakeholders the value of what they're doing on a daily basis. Zartico provides that platform.”
- Bruce Dalton,
President and CEO,
Visit Aurora, Colorado

Headquarters:
Salt Lake City
Utah

Founded in
2019

Working with
250+
North American
Destinations



Some Current Clients:



Powering the possibilities of place



Strategic Planning Principles



Zartico powers the possibilities of place...

The world is defined by places. Zooming out to view your destination from 30,000 feet lets you see the whole picture.

This allows you to *respond* rather than *react*. A “zoom out” approach enables you to:

- Identify — with your stakeholders — where the destination wants to be in 5, 10, or 20 years and what you need to put in place to reach your goal
- Create a road map to get there
- Frame this year’s plan as one chapter in the story — not the whole book
- Maximize marketing ROI with precise, calculated tactics
- Transparently communicate progress toward the longer vision every step of the way

Zartico equips your organization with the data insights and understanding to pursue any possibility for your destination.

By understanding the “why” of the trends and patterns you see within your destination, you can prepare for “what’s next” and shape a future where everyone thrives.

The Zartico Destination Operating System® (ZDOS®) delivers the data insights that fuel innovation and impact as defined through four key strategic planning principles.

At Zartico, we believe effective destination leaders champion strategic planning as a continuous, ongoing process.



Destination Leadership

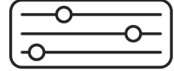
Guiding your community forward

Step into your role as stewards of your destination by aligning the visitor economy with your community values. Actively manage what exists today and envision what it can become tomorrow — but don't do it alone! Invite community stakeholders in the process.

Information is power, and data intelligence is an invaluable tool in collaborative conversations about product development, managing visitation trends, and engaging with the businesses, places, and neighborhoods that make up your destination.

Key actions to take:

- Develop a regular cadence of reviewing ZDOS® and acting on your findings
- Zoom out — look for trends, not absolutes
- Set alerts and emails in ZDOS®
- Share intelligence through auto-deploy reports with industry and community leaders



Demand Optimization

Creating your balanced visitor economy

Build a sustainable visitor economy by balancing volume and value. Optimize economic impact, visitor distribution (across time and geography), product development opportunities, and market segmentation.

Right-size your demand generation efforts to meet your community's needs, managing crowding or compression while creating robust opportunities for a wide array of economic sectors.

Use ZDOS® to unlock intelligence such as:

- Market segmentation opportunities based on spending and visitation habits
- Opportunities to maintain, manage, or accelerate activity within the visitor economy
- Behavioral trends to inform the feasibility of new destination amenities

Influencing the Quality Visit

A quality visit contributes more value than cost to your visitor economy. And what defines a quality visit is unique to your destination. Here are some attributes to consider:

- ✓ An overnight or multi-day trip, contributing extended tax revenue and spending for local benefit
- ✓ Occurs during low-demand periods
- ✓ High engagement with your recommendations of how, when, and where to visit
- ✓ Supports locally owned businesses, keeping profits within the community
- ✓ Is shared with friends on social media, creating ambassadors for your destination
- ✓ Provides reasons to return

Use ZDOS® insights to pinpoint — then target — the markets, seasons, and demographics most likely to generate quality visits for your community.





Marketing Strategy

Maximizing your return on investment with calculated tactics

Efficiently and effectively reach and engage the ideal visitor through strategic marketing that represents the destination’s brand, resonates with the target audience, and converts to a quality visit.

Apply robust insights to your paid, earned, and owned media channels. Develop web content, PR pitches, and advertising creative based on behavioral trends, then fine-tune your distribution strategy.

Use ZDOS® to unlock intelligence such as:

- Visitor profiles and personas to facilitate personalization strategies
- Traveler planning cycles to inform marketing timing
- Near real-time performance metrics to support optimization and iteration



Impact Reporting

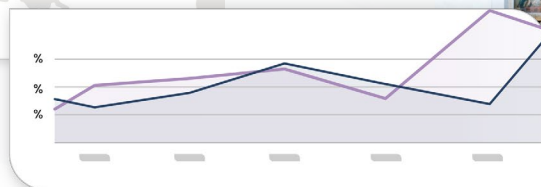
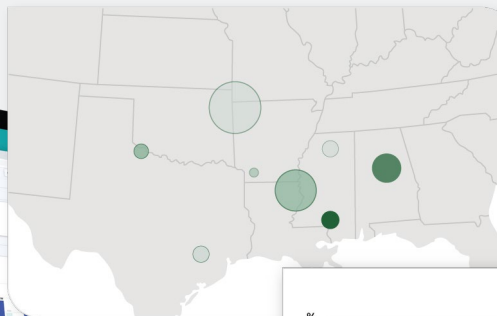
Leveraging your performance trends as a catalyst for future action

Think beyond traditional performance dashboards by using integrated data, backed by science and layered for context, to tell the full story of tourism’s impact and spark future action.

Meaningful reporting is about so much more than big totals and year-over-year increases. Instead, focus on metrics and performance indicators that point you down the next path and close the loop on continuous strategic planning.

Use ZDOS® to unlock intelligence such as:

- Performance compared to past baselines, competitive benchmarks, and future goals
- Observed lift in visitation, spending, and bookings
- An integrated view of the full visitor economy



ZDOS[®] DESTINATION

Zartico Destination Operating System[®]

ZDOS[®] (short for the Zartico Destination Operating System[®]) is a strategic planning solution that uses proprietary data science, AI, benchmarking, and insights to empower place-based decisions today and the possibilities of tomorrow.

ZDOS[®] Destination was built by destination professionals for destination leaders, combining years of domain and industry experience with cutting-edge data science and mapping expertise.

Our solution puts **actionable destination intelligence** right at your fingertips so you can:

- Keep an eye on the health of your visitor economy — and easily share a snapshot with community leaders and stakeholders
- Identify and attract high-value visitors based on origin market and travel behaviors
- Understand visitation patterns, including times of compression and opportunities to generate demand
- Demonstrate the value of the visitor economy to elected officials and local residents
- Measure destination performance against past milestones and industry benchmarks
- Align exceptional visitor experiences with resident sentiment and quality of life

Integrated Data Model

The ZDOS® strategic planning tool is fueled by our proprietary Integrated Data Model. Only Zartico combines the highest frequency and highest resolution lodging data*, geolocation data, spending data, and event data in a single solution for both residents and visitors. Layered together, these data sets create a complete picture of what's happening in your destination.



Only Zartico Data:



Lodging Data*

Zartico's newest licensed data source provides deep visibility into the visitor economy, with insights built on daily transactional data for 13MM+ hotel rooms and short-term vacation rental units, including 135+ national hotel brands.



Spending Data

We collect anonymized data from more than 3,000 financial institutions representing 140 million credit and debit cards — and counting. With over 8.8 billion annual transactions from all four card networks, we can provide detailed spending information on visitors and residents in your destination.

- 2+ billion data points refreshed weekly
- Merchant categories relevant to your visitor economy
- Cardholder demographics, including origin market, age, and household income
- Historical data from January 1, 2021



Event Data

Only Zartico integrates over 40 million events from 300+ sources worldwide every single day. All event types — sourced from Ticketmaster, SeatGeek, Live Nation, Eventbrite, and others — flow into the Integrated Data Model to increase the visibility destinations have on the events impacting their communities.

- 2+ billion data points refreshed daily
- 12-month look into the future
- Venue and attendance data
- Historical data from January 1, 2021



Geolocation Data

Geolocation data is a powerful tool to understand and anticipate when, where, and how people move through and engage with a destination. Every 24 hours, we ingest data from more than 1.6 billion mobile devices from over 180 countries — the highest frequency and highest resolution geolocation data stream commercially available on the market.

- 2+ billion data points refreshed daily
- 19+ trillion observations of visitor and resident movement
- Normalized using leading data science methodologies
- Historical data from January 1, 2021



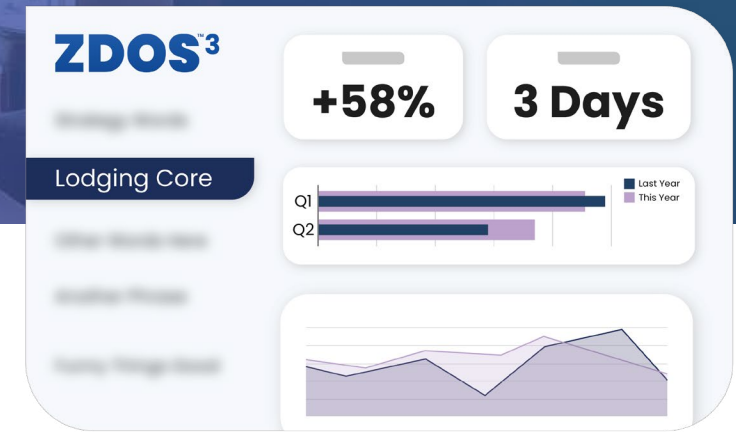
Your Data:

- Web & Marketing
(Google Analytics, Google Campaign Manager, etc.)
- CRM Platform
- Custom Data Sets
(member lists, local research, etc. Must be assessed; additional cost of \$15,000-25,000)

*Zartico Lodging Data is a package upgrade

NEW! Zartico Lodging Data*

Hotel and Short-Term Vacation Rentals



Largest commercially available lodging data set — 13MM+ hotel rooms and short-term vacation rental

Daily granularity/ weekly refresh — based on actual inventory direct from the GDS

Competitive benchmarking against selected markets

Future pacing (6-month forward look) available in ZDOS® for the first time ever!

The Clearest View of Lodging Performance

New lodging modules pull accommodations data directly into your Zartico Destination Operating System®, providing you with high-level performance indicators like occupancy, ADR, and length of stay — and so much more.

- Pinpoint the visitor origin markets driving demand — including bookings by international travelers
- Identify need periods and marketing opportunities based on the pacing of actual future bookings
- Compare historic and future performance against competitive markets
- Focus on identifying and attracting the right customer — influencing quality visits that have a positive impact on your community

Why Visualize Lodging Data in the ZDOS®?

Lodging is a critical element of the visitor economy for travelers and destination organizations alike. Bringing these vital insights into ZDOS® spotlights answers to key questions about lodging performance — including quick, surface-level stats (What was our community's average daily rate last summer?) and deeper, strategic explorations (How can we activate marketing efforts to regain market share we've lost to a competing destination?). Plus:

- Cross-reference lodging performance against geolocation, spending, and event data to understand the factors that impact demand
- Access support and training to learn new ways to apply lodging insights to your strategic plans
- Freely share insights and reports with local stakeholders

“This gives us an opportunity to do a deeper dive as to what’s going into the community so we can create a better calendar for when we’re talking to potential clients. But we can also help those people who we didn’t know were coming in, in terms of making their experience better. From a sales and hospitality standpoint, [Zartico lodging data] will make us more streamlined and allow us to offer better services.”

Terri Reifsteck, VP of Marketing, Experience Champaign-Urbana

*Zartico Lodging Data is a package upgrade.

Our Data is Different

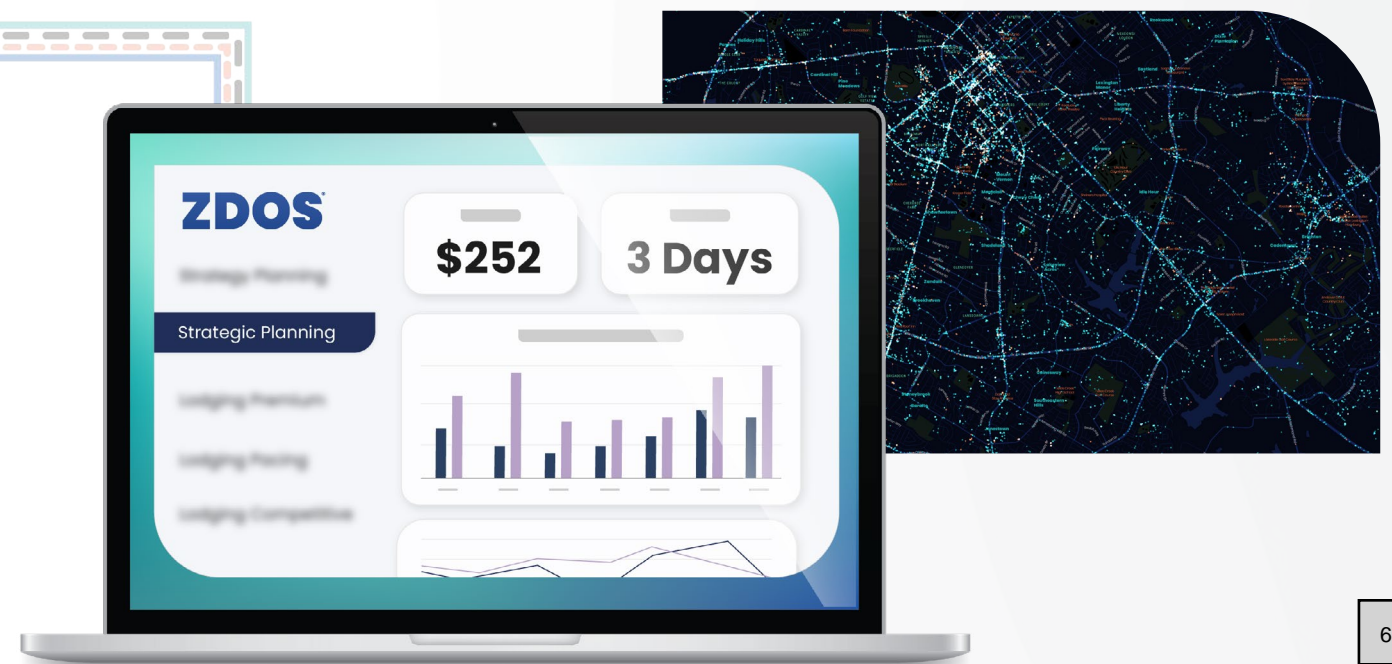
Zartico sources the largest commercially available data sets in the world to help you understand movement and spend within your destination. Receiving destination data in its raw form allows for highly granular analysis, and it also gives our dedicated team of data scientists the greatest flexibility to clean and balance the data before passing it along to clients.

Our data science team applies advanced techniques and proprietary machine learning to address innate inconsistencies and volatility in the data stream, transforming it into an information source that is accurate and reliable. Here are some of the ways we ensure your destination data is ready to answer your destination questions:

- **Normalization:** Similar to the stabilizer on a video camera, normalization smooths out variability using a statistical process that balances the data across several dimensions. *(Patent pending)*
- **Triangulation:** Our validation process measures the correlation between visitor counts and another trusted data source — such as lodging demand or occupancy — to confirm the signal we see from location data and provide clients with greater confidence in the insights.
- **Hotspot Filtering:** Hotspots are created by anomalous geolocation observations that can artificially inflate visitor counts to certain places. Our proprietary hotspot filter dynamically targets and neutralizes hotspots, while maintaining the underlying geolocation signal. *(Patent pending)*

ZDOS® is not another dashboard — it's a strategic planning tool featuring actionable insights that align with the way destination leaders make decisions.

Item 8b.



Place-Based Strategy

Everything a destination does happens in or about a place. That's why we're creating the gold standard in destination data mapping.

Zartico's Place-Based Strategy uses a tested methodology and expert standards to map your distinctive collection of places. This allows us to integrate our powerful data sets to surface trends and deliver actionable insights tailored to your destination's needs.


Led by our team of GIS experts, our methodology:

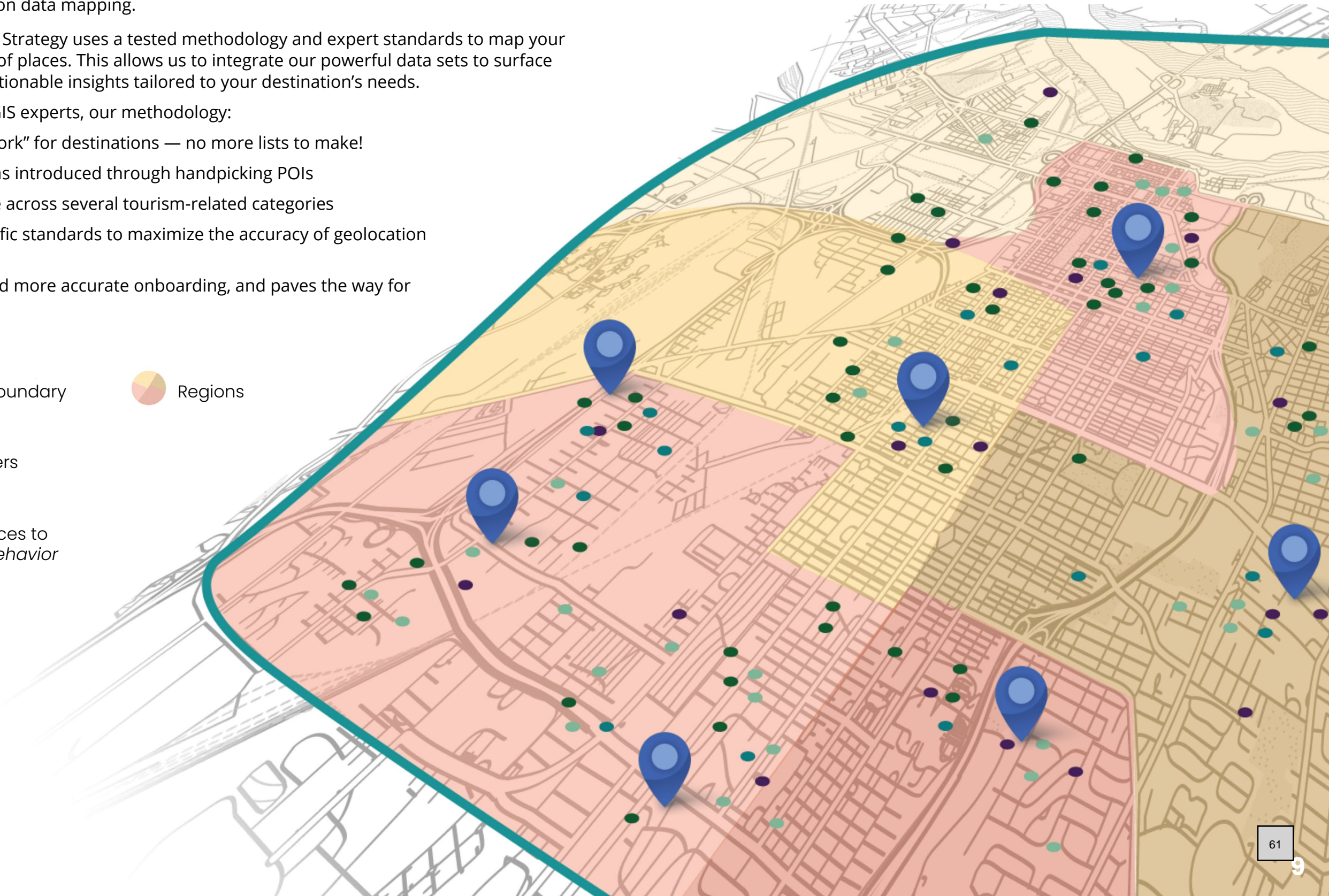
- Eliminates "homework" for destinations — no more lists to make!
- Reduces human bias introduced through handpicking POIs
- Optimizes coverage across several tourism-related categories
- Uses industry-specific standards to maximize the accuracy of geolocation observations
- Allows for faster and more accurate onboarding, and paves the way for benchmarking

 Geographic Boundary

 Regions

 Visitation Drivers

 Additional places to understand behavior



Zartico Insight Modules

The strength of Zartico's Integrated Data Model comes from the way that multiple data sources are combined and connected. Select ZDOS® modules employ data from multiple sources to illuminate destination-wide behavioral trends and strategic opportunities.

Visitor Snapshot

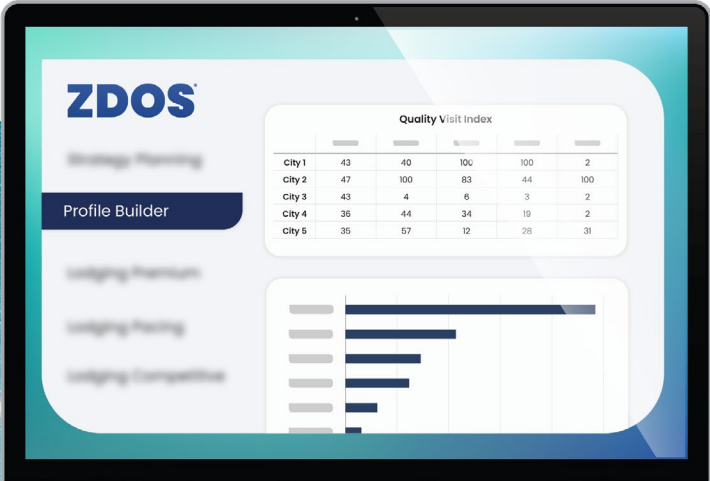
- Capture a snapshot of who your visitors are and the impact they make on your community.
- Pinpoint the types of places and purchases that are most popular among visitors.
- Understand and communicate the visitor contribution to key economic sectors such as restaurants, retail, and accommodations.

Profile Builder

- Develop effective marketing strategies and detailed visitor profiles based on hyper-localized visitor data.
- Quality Visit Index: Compare top-performing markets across several dimensions, including visitation, spending, and website engagement.
- Understand how visitors from target markets move and spend within your destination.

Event Report

- Understand how events affect the broader visitor economy.
- Observe shifts in visitation, spending, and lodging performance during event periods.
- Evaluate event impact to inform sales, sponsorship, or funding decisions.



Webiste Attribution*

Webiste Attribution helps you measure the influence your website has on visitation. It also provides insights for optimizing the performance of specific sections or individual pages, making your website more influential to visitors.

This module doesn't replace Google Analytics. Instead, it leverages the Integrated Data Model to give you an even greater look at how your web content helps visitors plan trips to your destination and whether your web efforts are supporting your strategic goals.

Marketing Managers, Directors, Content Creators, and agency partners love this ZDOS® module because it reveals answers to several key questions.

- How far in advance does someone view your website before visiting your destination?
- What is the most influential content driving visitation and spending?
- Do people visit the places they researched on your site?
- Do increases in website visitation convert into spikes in actual visitation?
- Does a change in content influence a change in movement?

Visits by market area

Acquisition by channel

Page performance

Organic traffic

View-to-visit window

Engagement by page

*Webiste Attribution is a package upgrade.

Not Just a Tool for One Department

Strategic decision-making happens every day, in every department of your organization. That's why we've designed ZDOS® to up-level all of the teams who drive the success of your destination.



Executive

Report to Board, Stakeholders & Elected Officials, Advocacy

Questions ZDOS® Helps Answer:

- How does your hotel performance compare to the same time last year?
- How much do visitors spend in your destination?
- Which markets are generating the greatest economic impact?
- How much tourism-related tax has been collected YTD?

ZDOS® Benefits:

- See the top-level metrics for how your DMO is performing towards your goals in real-time
- Easily report out to your Board on a monthly basis
- Allows you to focus on quality visitors vs. quantity
- Insights for advocacy to gain support from elected officials



Convention Sales

Booking Window Gaps and Future Demand for Definites & Leads

Questions ZDOS® Helps Answer:

- How does your group sales performance compare year over year?
- Which months have room night demand on the books?
- How much future demand is definite vs. lead?
- What are your top feeder markets for leads and definites?

ZDOS® Benefits:

- Answers if you are on track to meet and exceed goals YOY
- Allows you to be more informed when negotiating room and group rates
- See what months and gaps you need to fill with leisure travel
- Allows you to focus on highest performing markets



Marketing

Planning, Optimization & Reporting

Questions ZDOS® Helps Answer:

- Are your paid media campaigns delivering as planned?
- Are the markets we are targeting with media also visiting?
- What cities are the visitors from the selected Market Area coming from?

ZDOS® Benefits:

- Daily insight into campaign performance to ensure your campaigns are on target
- Allows insights into campaign performance in one location, no need to have multiple reporting systems
- Insight and confirmation that your marketing dollars are spent appropriately
- Granular insight into campaign and city performance, allows for more targeted spending when needed



Research

Movement, Spend

Questions ZDOS® Helps Answer:

- How is your visitation distributed by region?
- What is the visitor impact on my destinations economy?
- How does your leisure and hospitality industry compare to other industries within your destination?
- What is your visitor-to-resident ratio today?

ZDOS® Benefits:

- Insight into how and where visitors travel throughout your destination
- Shows how tourism truly affects your economy as a force for good — share this outwardly to help with resident sentiment
- Shows tourism's importance to the health and viability of your destination
- See the true comfortable carrying capacity of visitation and help with your residents quality of life
- Insights for advocacy to gain support from elected officials



Partner Management

Add Value to Membership Partners



Workforce Insights

Sustainable Employment Metrics



International Promotion

Movement & Trends



Tourism Development

Insights on Dispersion, Compression and Product Development

Additional Support & Resources from Zartico

Dedicated Support

A single stop for timely service

- Answers to Your ZDOS® Questions
- Account Management
- Help With Data Issues
- Troubleshooting Assistance
- Service Notifications

Community & Resources

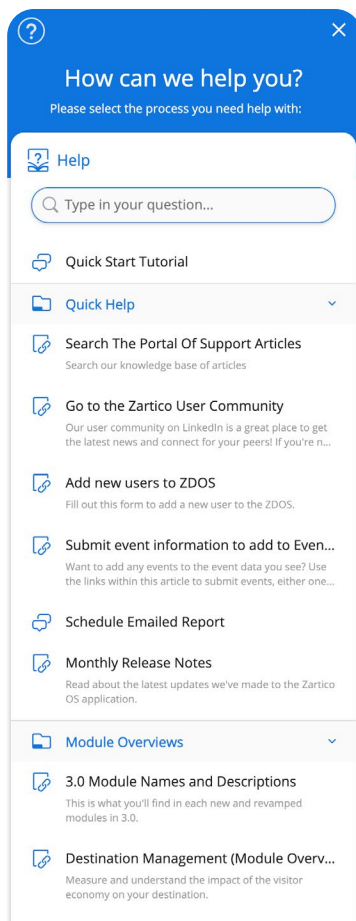
Access information and connect with peers

- Zarticon Annual User Conference
- Zartico Knowledge Base
- ZDOS® Agency Certification Program
- Virtual Community Meetups
- Step-By-Step Guides
- LinkedIn User Community

Destination Strategy

Actionable insights and expert guidance

- Answers to Your Strategic and Specific Questions
- Professional Data Deep-Dives
- Recommended Actions



Security, Compatibility, Privacy

Zartico uses the Google Cloud Platform (GCP) for our hosting, warehousing, and processing requirements. As a cloud-native service, security and data redundancy is built into the core architecture of our system.

Your data is encrypted in our data warehouse, and we follow the security principle of least access to protect data as it is ingested into our system, stored, or used in visualizations. We use a multi-stage project structure to protect against data loss and limit cross-project access for automated data collection. All Zartico staff use hardware two-factor authentication to keep your data safe against hackers.

- A significant benefit of Google Cloud Platform is that it leverages Google’s long history of developing and deploying security technology that complies with industry standards. Google’s Cloud Platform is a password protected warehouse which complies with industry standard best practices for data protection in the cloud, including General Data Protection Regulation (GDPR) compliance and California Consumer Privacy Act (CCPA) compliance.
- The ZDOS® is accessed through a password-protected portal. This keeps your data private while allowing your team to provide access to staff, Board members and contracted agencies quickly and efficiently access key strategic and operational data sets.
- Location data providers have received GDPR privacy shield certification and meet or exceed CCPA requirements.



Only Zartico...

Is built by **tourism professionals** for **tourism professionals**.

Provides a **strategic planning solution** that supports you and your agency's efforts.

Invites you into a robust **user community** with opportunities for certification, data literacy training, and peer-to-peer learning.

Layers lodging, geolocation, spending, and event data into the **Integrated Data Model** to produce actionable insights.

Has a **team of PhD data scientists** applying continuous innovations to properly clean, filter, and balance the raw data.

Employs **GIS experts** who map your destination to capture the full picture of how people engage with places.

zartico.com

The Zartico Lodging Difference

Hotel & Short-Term Vacation Rentals

- **Weekly Refresh | Daily Insights:** Based on actual inventory and transactions sourced directly from hotel GDS and property managers
- **Future Hotel Pacing:** Daily look at bookings six months into the future
- **Segmentation:** Origin market and guest type, advance purchase window and booking source
- **Competitive Sets:** Benchmarking against up to five selected competitive markets
- **Share the Insights:** Actionable insights designed for sharing with hotels, restaurants, retail, attractions, and community stakeholders



[News \(/news\)](#)[Contact \(/about/contact\)](#)[Staff Directory \(/staff\)](#)[COVID-19 Support \(/covid19\)](#)

Select Language



COLORADO

Office of Economic Development & International Trade

[Home \(/\)](#) [Colorado Tourism Office Awards 16 Tourism Marketing Grants to Boost Statewide Marketing Efforts \(/\)](#)

Colorado Tourism Office Awards 16 Tourism Marketing Grants to Boost Statewide Marketing Efforts

[View All News \(/news\)](#)

Wednesday, October 30, 2024

Grant program increases maximum match amount to \$50,000, supporting stronger and more sustainable tourism marketing campaigns

Denver- Today, the Colorado Tourism Office (CTO), a division of the Colorado Office of Economic Development and International Trade (OEDIT), announced 16 new recipients of the Tourism Marketing Grant to enhance tourism marketing initiatives across the state. These grants are designed to support local and regional tourism economies by providing resources to promote Colorado as a premier travel destination while fostering sustainable and responsible travel practices that benefit both residents and visitors. The funding announced today supports initiatives across the state, including in Huerfano, Lake, Larimer, Las Animas, Rio Blanco, and Summit county.

"The Colorado Tourism Office is excited to announce the recipients of this year's Tourism Marketing Grants, empowering a diverse range of organizations across the state to elevate Colorado's profile as a top-tier travel destination," said Colorado Tourism Office Director, Timothy Wolfe. "By increasing our matching support, we're helping our partners create more impactful and sustainable marketing campaigns that benefit not only our tourism economy but also the well-being of our residents and natural resources."

Established in 2001, the Tourism Marketing Grant program provides financial assistance for marketing campaigns and initiatives that align with the CTO's mission to boost traveler spending through the promotion and development of compelling, sustainable travel experiences statewide.

The program's goals include promoting responsible travel, strengthening destination stewardship, and maximizing the economic impact of tourism investments in Colorado. Grant funding this year totals \$592,525.

Sixteen grants will impact 22 counties across Colorado.

The organizations awarded grants this year include:

- **City of Ouray** (\$20,000): to build awareness of Ouray as a winter destination through an expanded winter marketing campaign.
- **City of Trinidad** (\$40,000): to support a tourism website redesign for Trinidad to include updated content, improved website navigation and expanded visitor experiences.
- **Colorado Cross Country Ski Association** (\$49,300): to develop and promote a mobile app that will serve as a digital visitor hub, enhancing the visitor experience and encouraging exploration of Colorado's Nordic centers.
- **Colorado Springs Convention & Visitors Bureau** (\$40,000): to support a multimedia marketing campaign highlighting neighborhoods and towns across the Pikes Peak Region to increase awareness of lesser-known locales and showcase year-round adventure.
- **Fort Collins Conventions & Visitors Bureau** (\$50,000): to implement a Sounds of Fort Collins campaign to promote the city's rich musical heritage, which will include the development of a comprehensive music marketing strategy, a new music-focused microsite, video content featuring live performances and interviews with local musicians, and targeted promotions for music festivals.

- **Fremont County Tourism Council** (\$40,000): to grow an influencer program with the aim to increase Fremont County Tourism Council profile visit engagement, link clicks and more. This investment will compliment existing organic social and paid advertising efforts.
- **Huerfano County** (\$29,985): to fund a comprehensive three-day film shoot designed to showcase key points of interest, including the Scenic Highway of Legends, Cuchara Mountain Park, and partnerships with local lodging providers. The video and audio assets will be utilized for future marketing campaigns.
- **Lake County - Opera 403** (\$38,000): to expand awareness of the Colorado Historic Opera House Circuit and support cultural and heritage tourism in local communities.
- **Lake County - Trails 132** (\$10,240): to help Colorado residents and visitors navigate the year-round recreation opportunities that Lake County has to offer and do so responsibly.
- **Marketing Telluride, Inc.** (\$50,000): to assist in an international digital marketing campaign that promotes Telluride tourism to the Mexican market.
- **Meeker Chamber Of Commerce** (\$15,000): to update and increase their printed educational materials as part of their Conversation Starter Campaign which is phase one of their marketing strategy. Many organizations in the region rely on these materials to distribute valuable information to visitors.
- **Pagosa Springs Area Tourism Board** (\$50,000): to elevate Pagosa Springs and Alamosa as desirable international travel destinations to audiences in the UK and Germany.
- **Pikes Peak Country Attractions Association** (\$50,000): to fully refresh their website by updating the user interface and the overall architecture and development processes. This includes adding Spanish translation and improving website accessibility.
- **Prowers County Lodging Tax Panel** (\$40,000): to produce a GPS-enabled audio tour highlighting 10 significant locations in Prowers County including the towns of Holly, Granada, and Lamar.
- **Ridgway Area Chamber Of Commerce** (\$20,000): to support a targeted marketing initiative aimed at revitalizing the Ridgway business district, home to both a historic and creative sector.
- **Town Of Frisco** (\$50,000): to execute a strategic and integrated public relations campaign centered on developing brand awareness locally, regionally and nationally of the Town of Frisco as a distinct mountain destination.

The funded projects will begin execution in January 2025 and continue through December 2025. For more information about the Colorado Tourism Office Tourism Marketing Grant program, please visit oedit.colorado.gov/tourism-marketing-grant (<http://oedit.colorado.gov/tourism-marketing-grant>).

Related Tags:

- [Colorado Tourism Office \(/category/colorado-tourism-office/\)](/category/colorado-tourism-office/)
- [Tourism and Hospitality \(/category/tourism-and-hospitality/\)](/category/tourism-and-hospitality/)
- [Tourism Marketing Matching Grant \(/category/tourism-marketing-matching-grant/\)](/category/tourism-marketing-matching-grant/)

Recent

[Polis Administration Announces Three New IHIP Grant Recipients Supporting Creation of Over 480 Housing Units \(/press-release/polis-administration-announces-three-new-ihip-grant-recipients-supporting-creation-of/\)](/press-release/polis-administration-announces-three-new-ihip-grant-recipients-supporting-creation-of-over-480-housing-units-/)

Today, Governor Polis and the Business Funding & Incentives division of the Colorado Office of Economic Development and International Trade (OEDIT) announced three new recipients of the...

[State Economic Development Leaders Sign MoU to Enhance Economic Development Coordination Across the State \(/press-release/state-economic-development-leaders-sign-mou-to-enhance-economic-development-\)](/press-release/state-economic-development-leaders-sign-mou-to-enhance-economic-development-coordination-across-the-state-/)

DENVER - Today, at the EDCC Drive|Lead|Succeed Conference, state leaders celebrated an agreement to build a unified economic development voice

[Creating Good-Paying Jobs for Coloradans: Polis Administration Announces Expansion of Engineering Company in Colorado Springs \(/press-release/creating-good-paying-jobs-for-coloradans-polis-administration-announces-expansion-of/\)](/press-release/creating-good-paying-jobs-for-coloradans-polis-administration-announces-expansion-of-engineering-company-in-colorado-springs-/)

COLORADO SPRINGS - Today, Governor Polis and the Global Business Development Division of the Colorado Office of Economic Development and International Trade (OEDIT) announced that WMD Squared...

OEDIT

Colorado Office of Economic Development and International Trade (OEDIT)

A [Colorado Governor's Office \(https://www.colorado.gov/governor/\)](https://www.colorado.gov/governor/) state agency

🏠 [1600 Broadway, Ste. 2500, Denver, CO 80202](#)

☎️ [303.892.3840 \(tel:303.892.3840\)](tel:303.892.3840)

✉️ [oedit.info@state.co.us \(mailto:oedit.info@state.co.us\)](mailto:oedit.info@state.co.us)

Staff meets by appointment only.

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Areas of Support

[Business Funding and Incentives \(/business-funding-and-incentives\)](/business-funding-and-incentives)

[Cannabis Business Office \(/cannabis-business-office\)](/cannabis-business-office)

[Colorado Creative Industries \(/colorado-creative-industries\)](/colorado-creative-industries)

[Colorado Employee Ownership Office \(/colorado-employee-ownership-office\)](/colorado-employee-ownership-office)

[Colorado Office of Film, Television and Media \(/colorado-office-film-television-media\)](/colorado-office-film-television-media)

[Colorado Outdoor Recreation Industry Office \(/colorado-outdoor-recreation-industry-office\)](/colorado-outdoor-recreation-industry-office)

[Colorado Small Business Development Center Network \(/colorado-small-business-development-center-network\)](/colorado-small-business-development-center-network)

[Colorado Tourism Office \(/colorado-tourism-office\)](/colorado-tourism-office)

[Global Business Development \(/global-business-development\)](/global-business-development)

[Minority Business Office \(/minority-business-office-of-colorado\)](/minority-business-office-of-colorado)

[Rural Opportunity Office \(/rural-opportunity-office\)](/rural-opportunity-office)

Sign up for OEDIT's newsletter

Contact Information (<https://cogov.tfaforms.net/forms/help/126>)

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[State of Colorado Accessibility Statement \(https://oedit.colorado.gov/about/state-of-colorado-accessibility-statement\)](https://oedit.colorado.gov/about/state-of-colorado-accessibility-statement)

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[Privacy Notice \(https://oedit.colorado.gov/about/oedit-policies/privacy-notice\)](https://oedit.colorado.gov/about/oedit-policies/privacy-notice)

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Every great idea deserves its own domain name

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<p> Microsoft 365 Email Essentials</p> <p>\$0.99/mo \$7.99 With an annual term (87% savings)</p> <ul style="list-style-type: none"> 10GB email storage Email, calendar & contacts in sync across all devices 	<p><input type="button" value="Get It"/></p>

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