

Visit Grand Junction
Advisory Board of Directors Meeting
April 9, 2024, 3 pm – 5 pm

The meeting was held at Residence Inn by Marriott, 767 Horizon Drive, Grand Junction, CO.

Presiding: Brenda Greene, Chair

Visit Grand Junction Board Members Present: Theresa Horvat, Pat Nichols-Perrin, Joe Burtard, Tammy Anderson, Manon Derosiers, Elizabeth Fortushniak

Absent: Mikhail Blosser

City Council Members Present: Mayor Anna Stout

City of Grand Junction Staff Present: Elizabeth Fogarty, Director; Kim Machado, Administrative Specialist

Guests: Nathan Souder, Superintendent, Colorado National Monument

The meeting was called to order at 3:02 p.m. by Board Chair Brenda Greene.

Minutes from the March 12, 2024, meeting: Joe Burtard motioned to approve the minutes as written; Pat Nichols-Perrin seconded. Motion passed.

Community Updates and Q&A

Nathan Souder, Superintendent of the Colorado National Monument (CNM), provided updates on CNM's programs, activities, trail and infrastructure upgrades, and 2023 visitor statistics. Recreational visits to the CNM were 1.2% higher in 2023 compared to 2022, and visits year-to-date through March 2024 are 2.9% above the same year-to-date period in 2023. Nathan also included updates on park traffic, safety and activities, wildlife management, trail maintenance, campground reservations, paleontology, mental health initiatives, and recruiting. Strategies and programs for 2024 include facility maintenance and upgrades, fundraising initiatives, and interpretation and education.

Elizabeth thanked Nathan for the ongoing partnership between Visit Grand Junction and the CNM. She asked about areas where Visit Grand Junction could improve upon or assist the CNM. Nathan commended Visit GJ for continuing to help spread visitation across public lands with active messaging. The park is not at parking capacity, but close to it at certain times of the year. If international visitation recovers, that might cause further parking capacity. Elizabeth shared that Visit Grand Junction's marketing strategies include promoting alternative transportation options to help guests navigate the area without relying solely on personal vehicles.

Visit Grand Junction Updates

Elizabeth shared an update on Grand Junction's lodging tax collections and hotel metrics for February 2024's business activity. For February 2024's business, lodging tax collections were estimated to be 11.2% above February 2023. Year-to-date lodging tax collections are 13.2% higher through February 2024's business compared to the same two-month period in 2023.

For February 2024's hotel metrics, Grand Junction's occupancy was 50.4%, ADR was \$85.41, and RevPAR was \$43.06. For February 2024, Grand Junction's occupancy was 16.2% lower than Colorado when including ski towns, 12.9% lower than Colorado when excluding ski towns, and 15.5% lower than the U.S. occupancy. For February 2024 YTD, Grand Junction's occupancy was 47.0%, ADR was \$84.06, and RevPAR was \$39.66. For February 2024 YTD, Grand Junction's occupancy was 15.7% lower than Colorado when including ski towns, 12.7% lower than Colorado when excluding ski towns, and 14.9% lower than the U.S. occupancy.

Other updates included:

- Positive feedback from the community and guests regarding the Grand Junction Official Visitor Guide was shared.
- As a follow-up to a board member's request from a previous meeting, Elizabeth shared data from Visit Grand Junction's gamification app. Since launching in April 2021, the app has garnered 358 user sign-ups and 188 check-ins recorded, with 15 prizes successfully claimed.

Mayor Anna Stout shared a City Council update.

There being no further business, Manon Derosiers motioned to adjourn; Theresa Horvat seconded. Motion passed.

The meeting adjourned at 5:20 p.m.