

Grand Junction Visitor & Convention Bureau Advertising Services



Methodology

RESEARCH

- Envisioning
- Review Secondary Research
- Needs Assessment
- Situation Analysis (S.W.O.T.)
- Competition
- Target Market
- Goals/Objectives
- Timelines/Schedule

DIRECT

- Marketing Plan
- Media Plan
- Interactive Plan
- Public Relations Plan
- Brand Strategy
- Brand Positioning Statement
- Brand Platform
- Message Platform
- Creative Strategy

EVOLVE

- Creative Design/Development
- Naming, Logo/Identity
- Taglines
- Multimedia Assets
- Graphic Assets
- Interactive Development
- Content Management System Development
- Media Purchasing

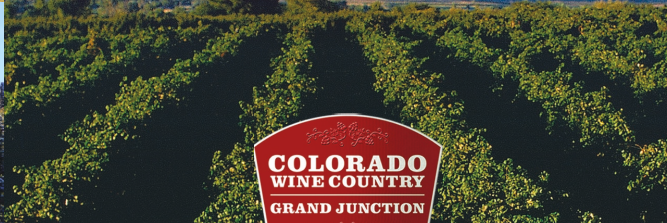
REVEAL

- Website Launch & Training
- Ad Campaign Launch
- PR Launch
- Direct Marketing Launch
- Fulfillment Collateral
- Promotions/Events
- Brand Ambassador Program

IMPACT

- Tracking/Reporting
- Ongoing Analysis
- Quantitative/Quantitative Surveys
- Calculate Return on Investment

Vision



It's Different Out Here.



There's another side to Colorado. A land full of bold contrasts and seeming contradictions, where dry desert badlands tower over lush vineyards and fruit-laden orchards, an oasis quenched by the mighty Gunnison and Colorado rivers. Here a cool breeze sweeps down off the Grand Mesa, a flat-topped version of its Rocky Mountain self, chilling the valley floor before losing itself among the red rock canyons of Colorado National Monument. And there, in the midst of all this drama, sits Grand Junction delighted and inspired by the audacity of nature to be so bold.

**Grand Junction is Colorado's Wine Country.
Dramatically Different.**





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EVOLUTION

Research Methods



Overnight Visitor Studies

Conversion Studies

ADR/Occupancy Studies

Focus Sessions

- Tourism Partners
- Front Range Leisure Traveler
- Meeting Planners

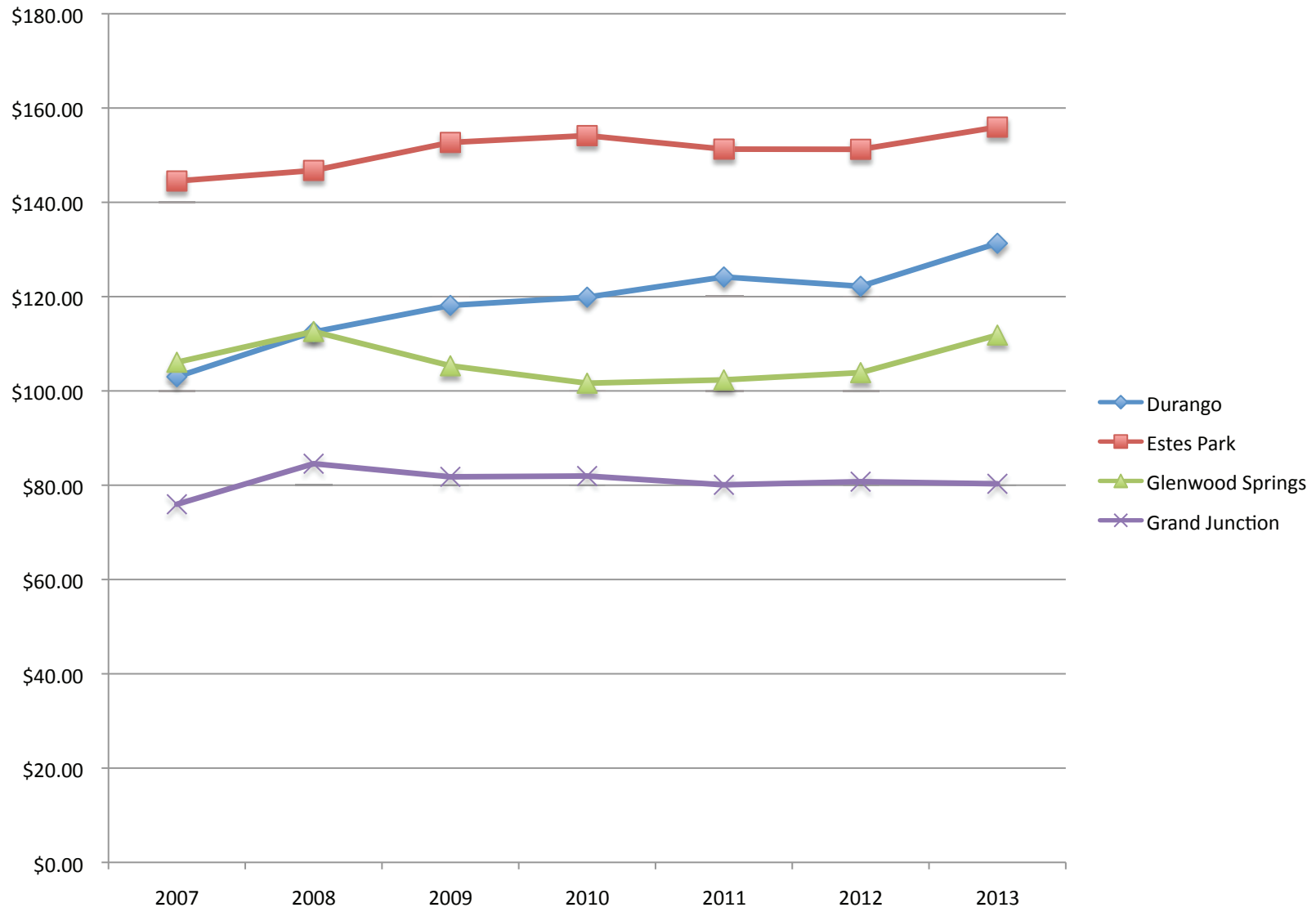
Intercept Studies

Visitor Center Survey

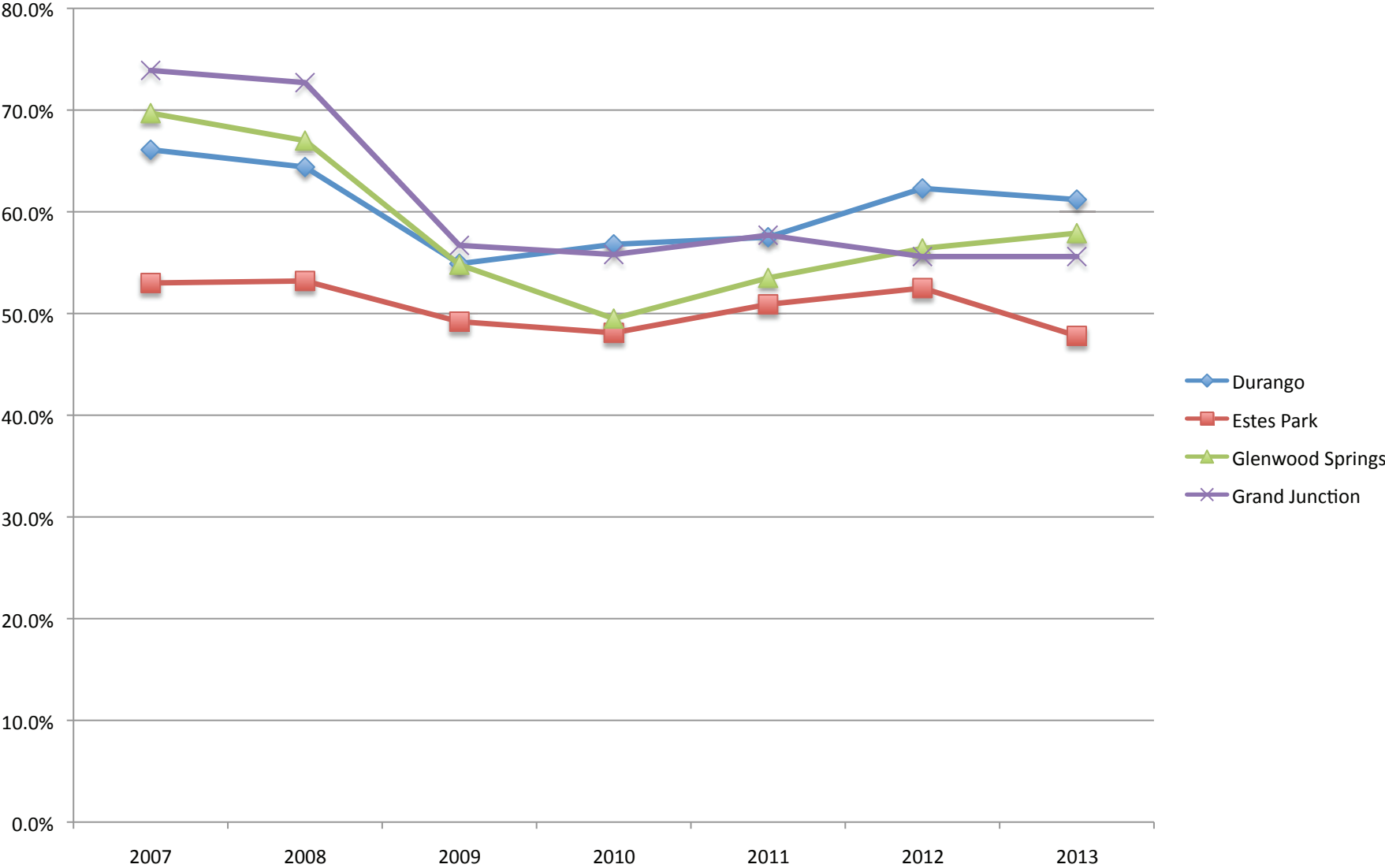
Motorcoach Survey

Economic Impact Study

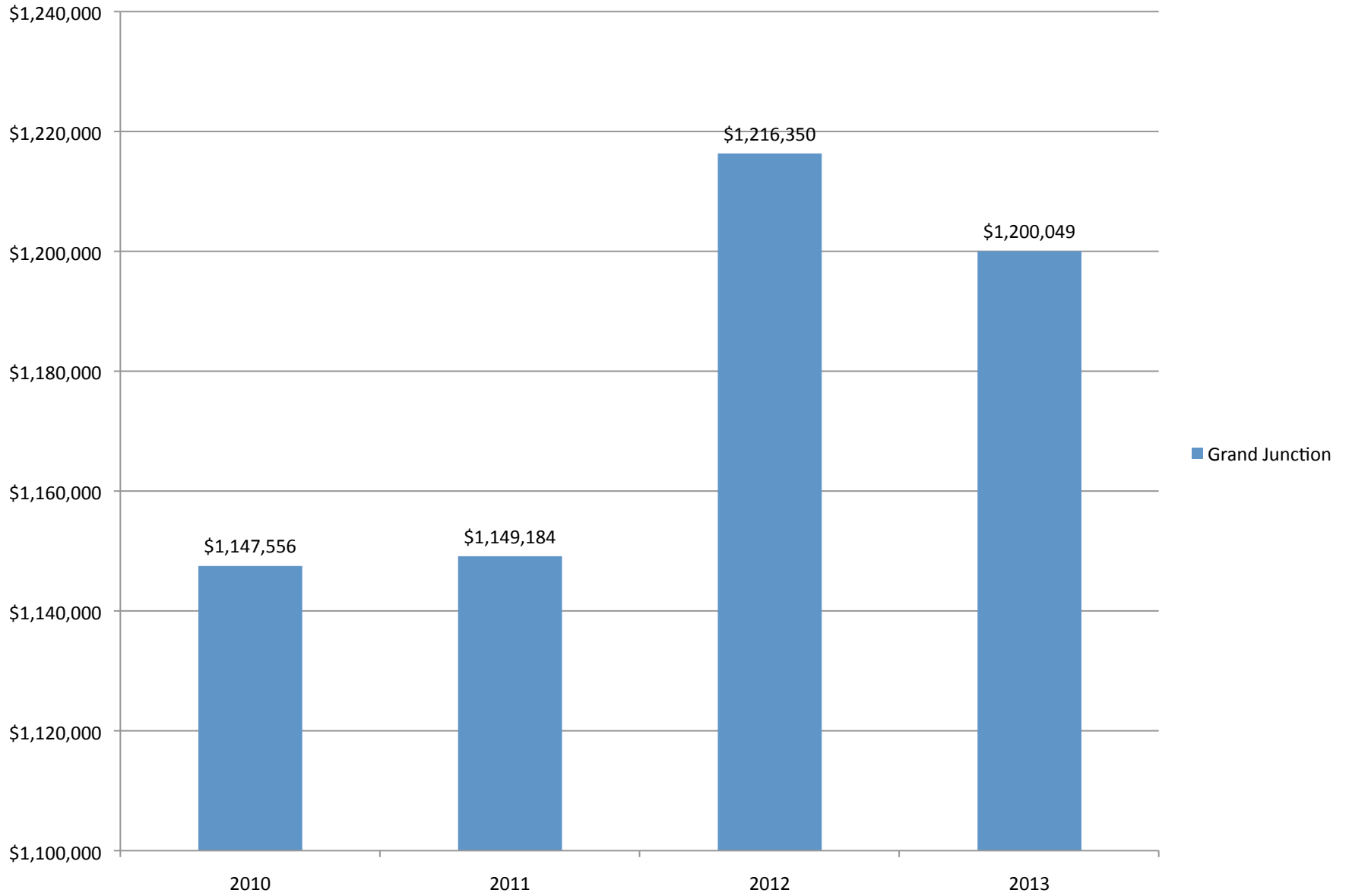
Average Daily Rates



Occupancy Percentage



Grand Junction Lodging Taxes



Thank You

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