

Royal Gorge Region Visitors Guide — 2025 Distribution Report

The Royal Gorge Region Visitors Guide is distributed year-round across multiple channels to ensure maximum visibility for local attractions, lodging, dining, and experiences throughout Fremont County and beyond.

Total Copies: 40,000

Distribution Channels:

1. In-Market Distribution (30,000 copies)

- Colorado State Welcome Centers
- Visitor Information Centers
- Regional airports and attractions
- Local hotels, motels, and short-term rentals
- Restaurants, coffee shops, breweries, and retailers
- Royal Gorge Chamber Alliance offices and members
- Walk-ins to the Royal Gorge Regional Tourism Office

2. Direct Requests (7,500 copies)

- Mailed to visitors requesting guides via website or phone inquiries
- Distributed to relocation inquiries and travel planners

3. Trade & Group Travel Distribution (2,000 copies)

- Sent to AAA offices, travel shows, and tour operators
- Provided to chambers and tourism bureaus for partner exchanges

4. Local Use (500 copies)

- Provided to local government offices, advertisers, and community partners

Digital Edition:

- Hosted online at royalgorgeregion.com
- Interactive guide includes embedded links, videos, and QR codes
- 240,000+ annual website visitors
- Over 1 million annual page views

Royal Gorge Region Visitors Guide — Distribution Details

Distribution Partners:

- Colorado State Welcome Centers (7 statewide)
- Fremont County Tourism Council
- Royal Gorge Chamber Alliance

- Destination iQ (Agency of Record)
- Colorado Welcome Centers: Trinidad, Fort Collins, Burlington, Fruita, Dinosaur, Alamosa, Lamar

Drive Market Distribution:

- I-25, US-50, and US-285 corridors
- Visitor rack placement through Certified Folder Display Service
- Partner lodging and attractions along major travel routes between Denver, Colorado Springs, Pueblo, and Cañon City

Fulfillment & Mailing:

- Managed by the Royal Gorge Chamber Alliance office
- Shipped weekly based on incoming visitor requests
- Average of 150–200 mailed per week during peak season

Recycling & Updates:

- Old issues collected and replaced annually
- Digital edition updated mid-cycle to ensure information accuracy

Summary:

The Royal Gorge Region Visitors Guide remains the official printed and digital travel resource for Fremont County and the Royal Gorge area.

Its strategic statewide distribution ensures that every copy placed reaches a high-intent visitor — helping local businesses convert interest into foot traffic and sales.