

2022

YEAR IN REVIEW

Dear County Tourism Partners, Stakeholders and Friends:

What a whirlwind year 2022 was for Garfield County Tourism businesses. There were some unique challenges, but we continue to be nimble with our marketing decisions and, hopefully, businesses ended the year in a positive way. The year started out positively, but the summer months reminded us how quickly things can change. There was a bright light during the fall and we saw some increases in visitation, but not to the level we hoped. However, we are all grateful that the entire year wasn't bleak. We focused a lot of energy on changing the narrative that the local media outlets portrayed. They told the story of overcrowded public lands when our region was experiencing some of the most significant lows since the pandemic. We also created resources to help tell this story to key legislators to encourage marketing dollars to be spent in ways beneficial to our local businesses.

We focused on finding high-level data and purchasing software that can help our office with marketing decisions as well as seeing the success of our marketing efforts. We will continue to use these platforms moving forward to help understand our visitors and the impact of the visitor

2022 BY THE NUMBERS

2022 TRT - \$2,540,014.03

2021 TRT - \$2,321,269.70

2022 Restaurant Tax - \$268,925.34

2021 Restaurant Tax - \$273,823.58

**TRT
UP
9%
from
2021**

TOP SPENDING CATEGORIES



SEO

GOOGLE SEARCH CONSOLE

Clicks	135,000
Impressions	8,710,000
CTR	1.6%
Average Postion	16.1
Organic Pageviews	270,965
Users	134,383
Sessions	153,944

DEVICES USED

MOBILE

Clicks	73,148
Impressions	

BLOG POSTS

Blog posts draw traffic to your website and set the company up as a leader in your industry. In 2022, 7 blog posts were created and are housed on the Bryce Canyon Country Website. This provided the website with a total of 745 views.

POST TITLE	MONTH	VIEWS
Unique ways to snowshoe in Bryce Canyon Country	January	180
Peek-a-boo and Spooky Gulch Slot Canyons (Update)	February	335
A Photographer's Guide to Bryce Canyon Country (Update)	March	15
What Sets BC Apart from Other National Parks	August	68
Glamping in Bryce Canyon Country	September	97
A Guide to Fall in BCC (Update)	October</	

MARKET CAPACITY RESEARCH

On July 12, 2022, GCOT sent out a survey to residents, business owners, and stakeholders in Garfield County. This survey aimed to gather interest in expanding efforts to drive tourism during the Shoulder Season, the advantages and disadvantages of expanding efforts. And the challenges Garfield County faces in accommodating and accomplishing the goal of expanding the season.

When asked, In your opinion, what would be the most beneficial direction for the development of Garfield County's tourism economy?

- 66% of residents saw year-round tourism as the most beneficial
- 31% believed that summer was the most beneficial
- 3% believed winter tourism would be the most beneficial.

When asked, Would your business benefit from marketing efforts done during the off-season?