



COLORADO
TOURISM OFFICE

Palisade
chamber of commerce

Cultivate

MARKETING SUMMIT



Alpine Bank



Breakout Session

FROM EVENT TO EXPERIENCE: HOW SMART COMMUNITIES ATTRACT
BUSINESS & GROW LOCAL BUSINESS



JESSICA BURFORD

**PRESIDENT & CEO -
PALISADE CHAMBER
OF COMMERCE**

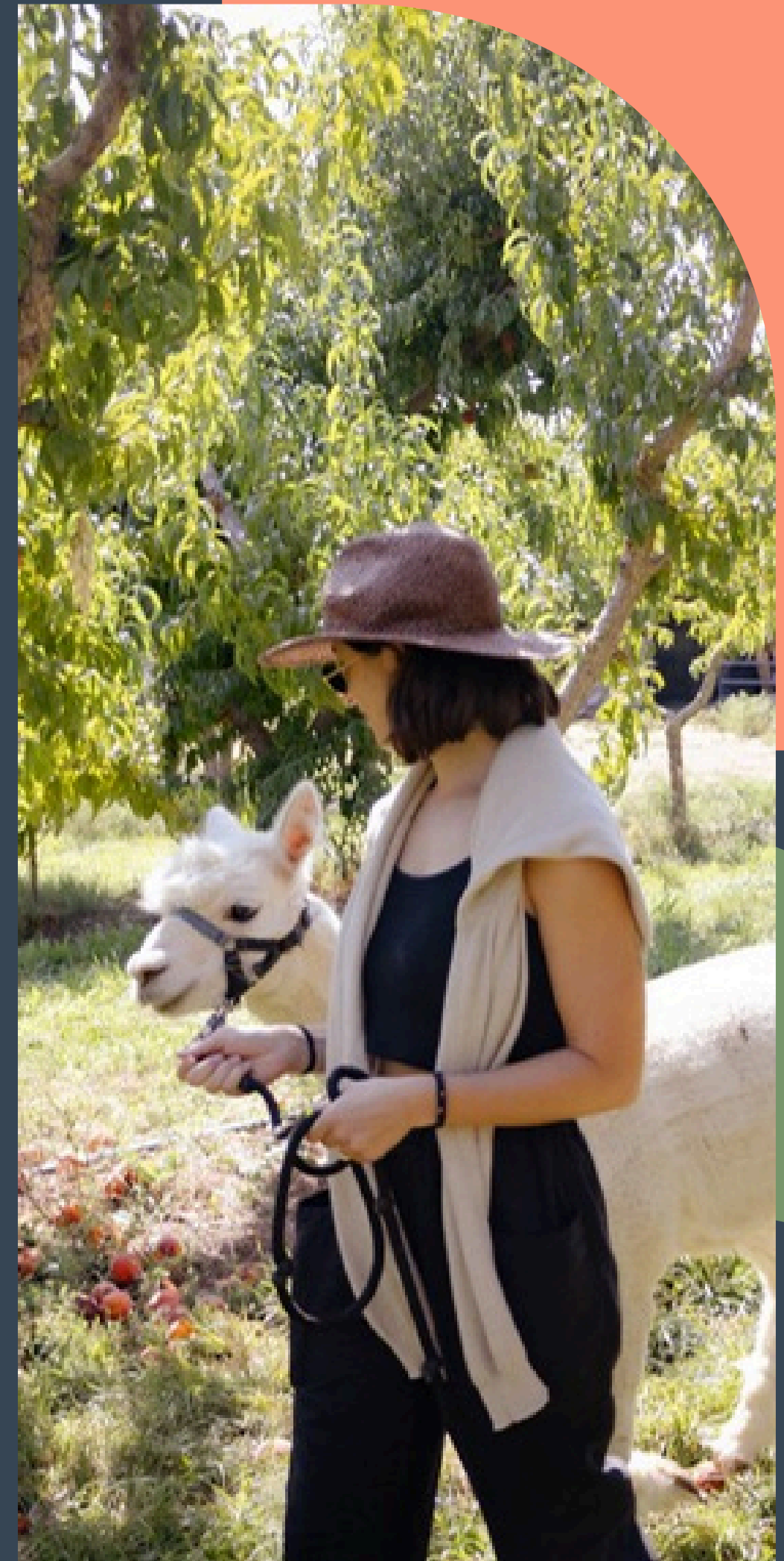


FAITH OVERALL

**DESTINATION
STEWARDSHIP
MANAGER - COLORADO
TOURISM OFFICE**

Communities do not become destinations by accident. They cultivate them.

- Successful destinations intentionally design experience
- Communities can evaluate existing events, reimagine underperforming ones, retire those that no longer serve their purpose, and revive new experiences that align with today's visitor expectations.
- Destination marketing, agritourism, and community storytelling work together to create sustainable visitor economies
- Walk away with practical tools to evaluate events, identify opportunities for experiential tourism, and understand how destination marketing organizations partner with local businesses to drive awareness and visitation.



Colorado Tourism Office Travel Trends

CULTIVATE MARKETING SUMMIT
APRIL 2, 2026

OEDIT Mission

Empower all to thrive in Colorado's economy.

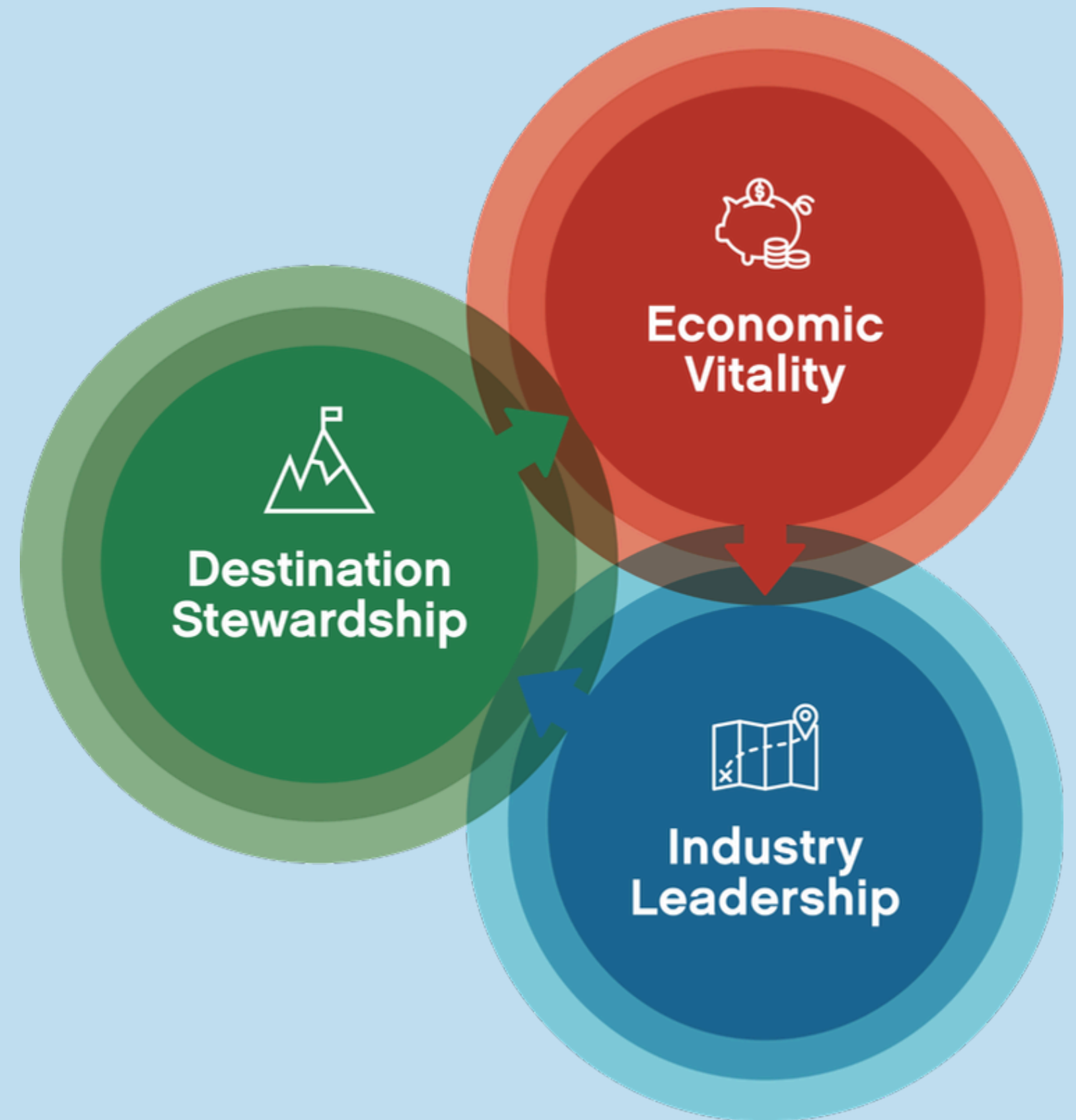
CTO Vision

Empower the tourism industry by inspiring the world to explore Colorado responsibly and respectfully.



Destination Stewardship

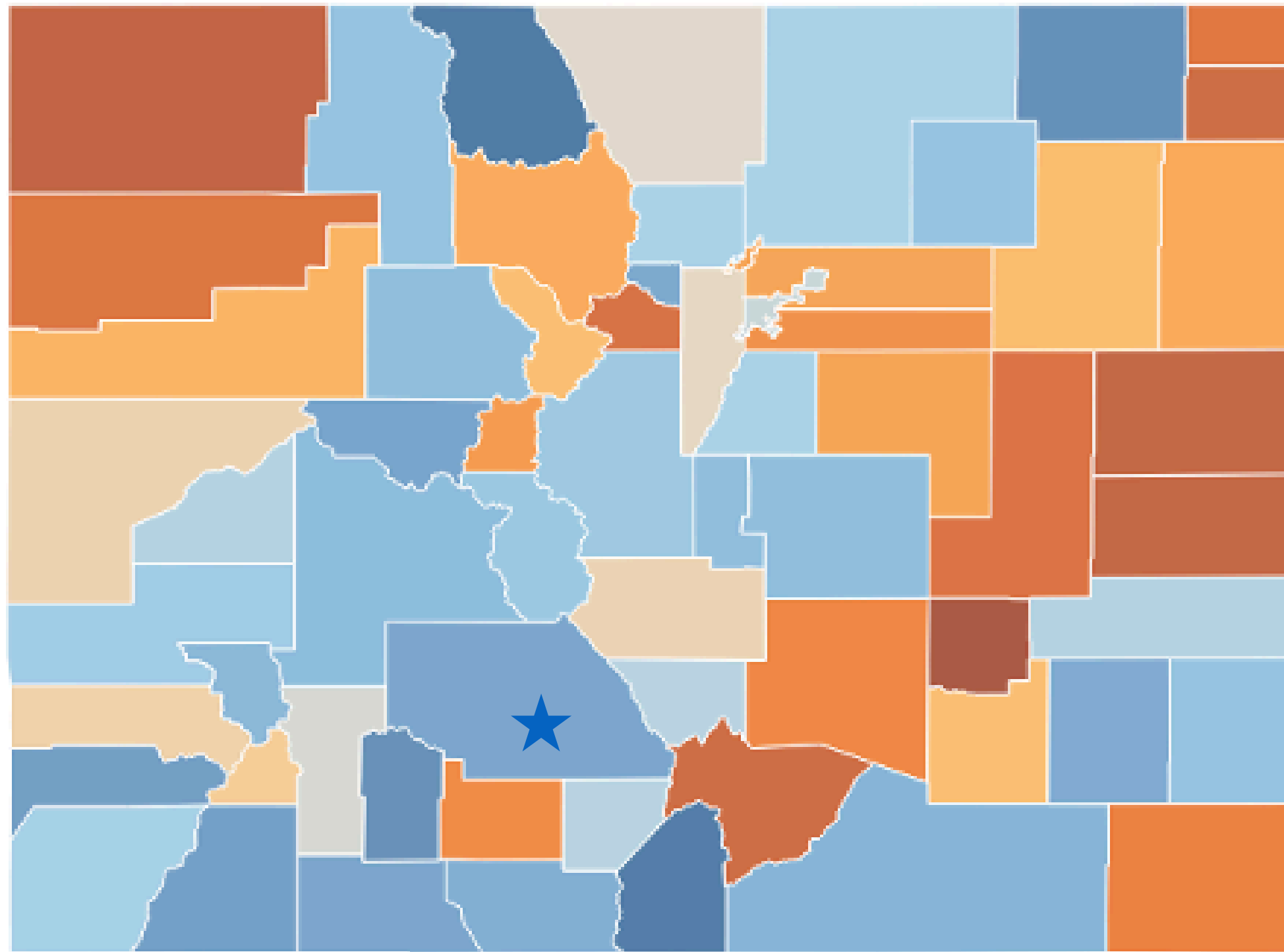
Support a balance between quality of life for residents and quality of experience for visitors, while enhancing our environment and communities.



Colorado Visitor Data & Travel Trends



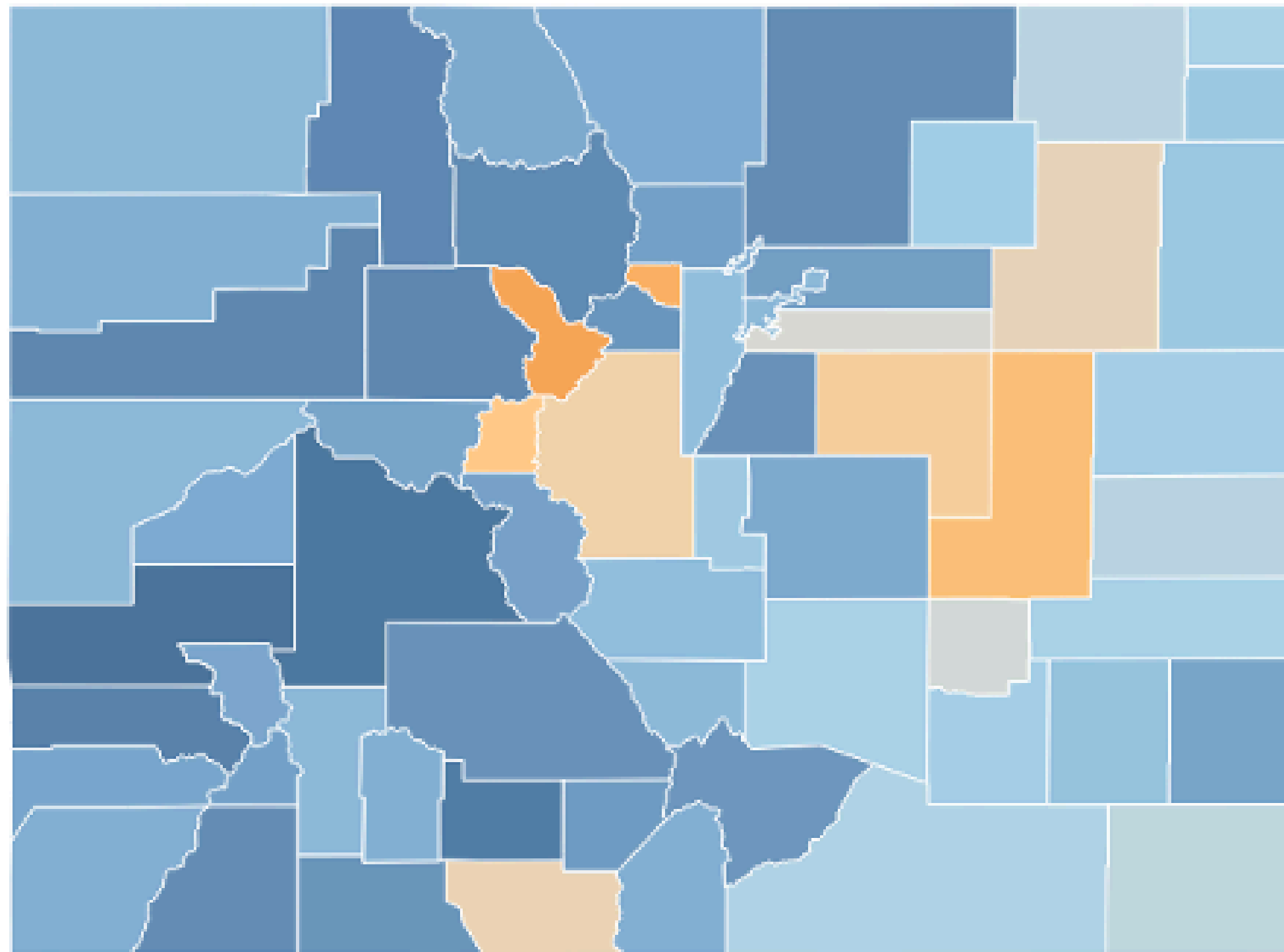
2023-2024 % Change



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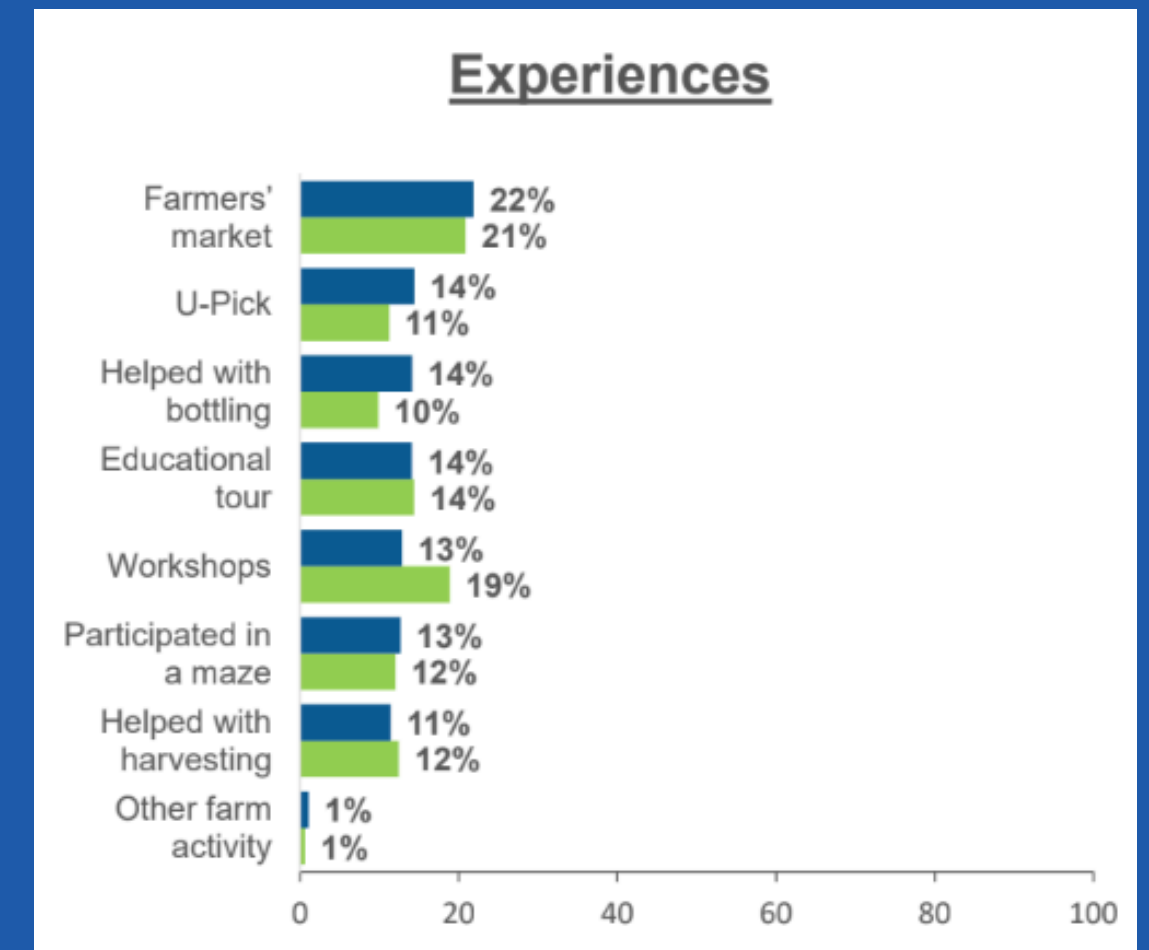
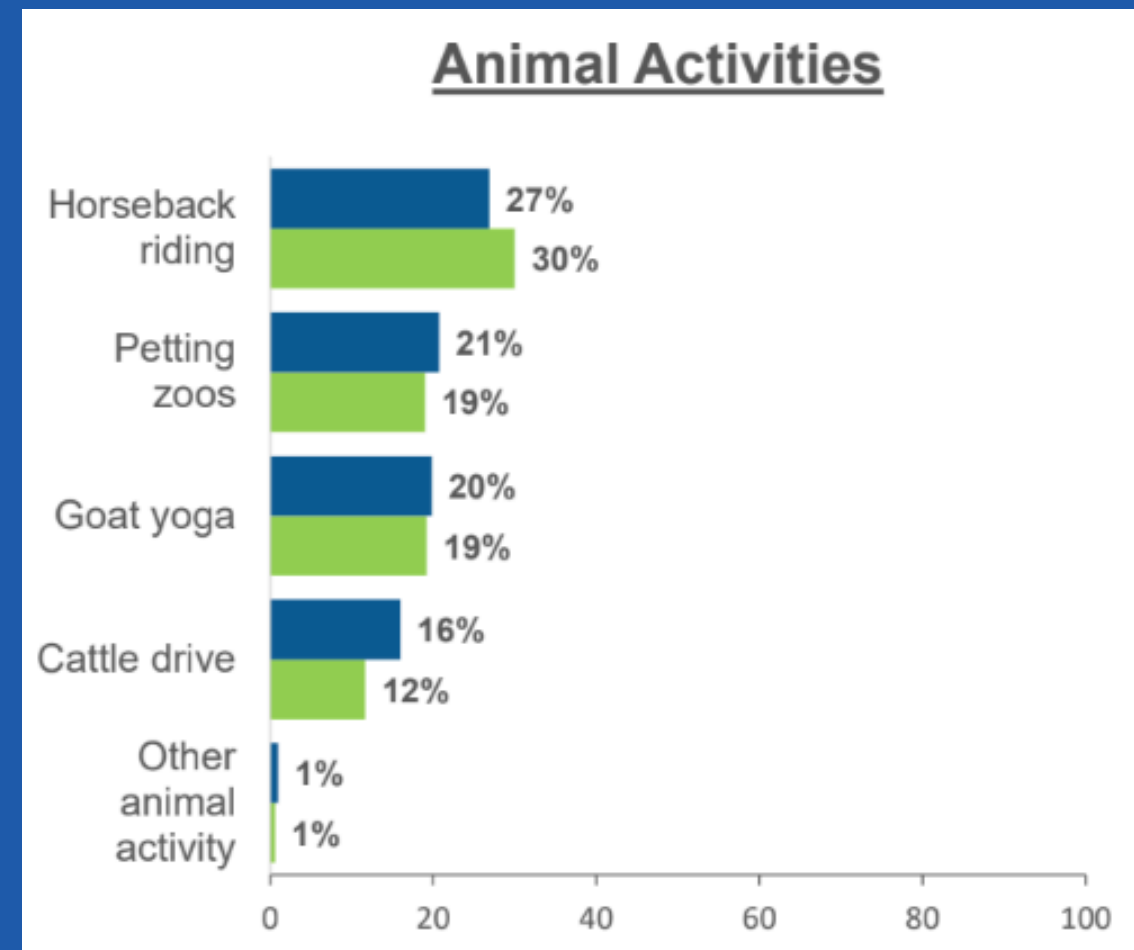
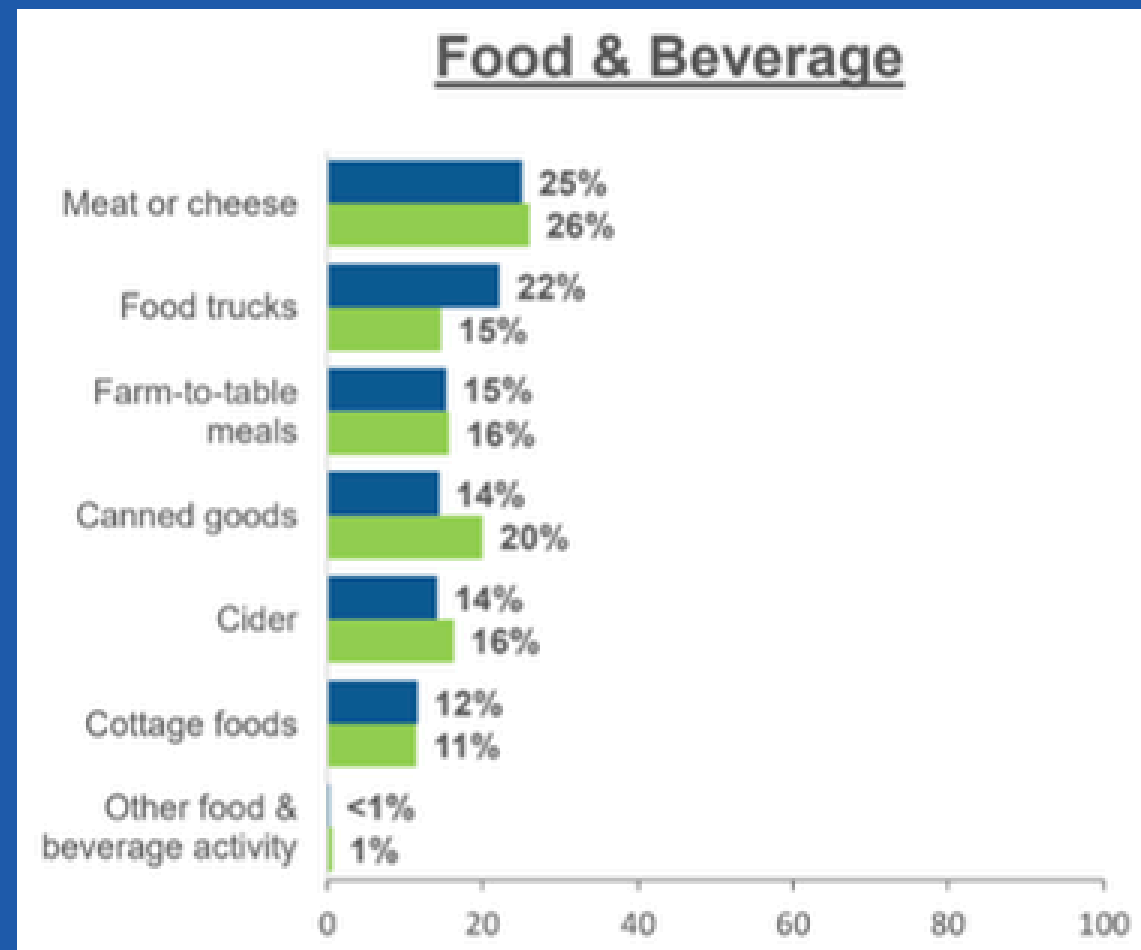
2019-2024 % Change



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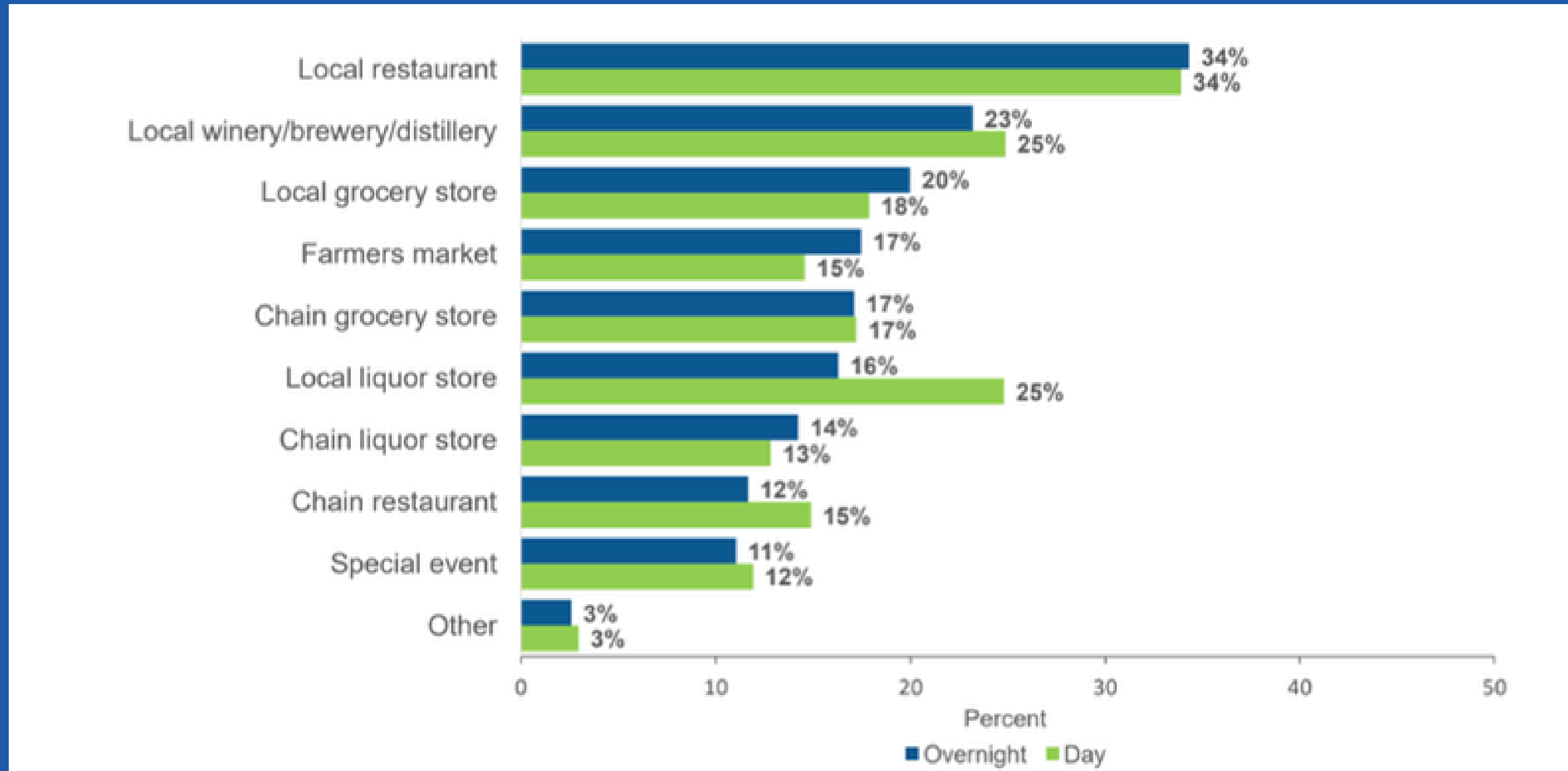


Colorado Agritourism Activities



Overnight Visitor: 65% Day Trip Visitor: 85%
were very satisfied with their experience

Food and Beverage Purchasing Behavior



Overnight Visitor: 65% Day Trip Visitor: 59%
purchased local food or beverage

Colorado Liquid Art Experiences

- Wineries
 - Overnight: 48%
 - Day: 56%
- Distilleries
 - Overnight: 48%
 - Day: 43%
- Breweries
 - Overnight: 30%
 - Day: 34%



Current PR Travel Trends

- Hands On Culinary Travel
 - Food and drink experiences are some of the most booked
- Farm Charm
 - 84% of travelers are interested in staying on or near a farm
- Ultra Personalized
 - Travelers are increasingly booking trips based on purpose and emotional motivation rather than destinations alone
- Human Intelligence
 - Embracing the emotional connections and human curation

Local Experience Development Efforts

Palisade & Fruita Partnership

- Palisade Tourism Board and City of Fruita Collaborate on several CTO programs
- 2022 Restart Destinations
 - Developed digital storytelling resources that showcased Fruita and Palisade as one destination
- 2023 Reimagine Destinations
 - Development of Fruita Palisade Gravel Adventure Field Guide
 - Development of itineraries featuring activities and businesses in both destinations
- Both communities have custom Do Colorado Right campaigns to educate visitors on responsible and respectful use

Get Involved with the CTO



Get Involved with the CTO

- Do Colorado Right Coalition
- [Learning Labs](#)
- [Free and paid listings on Colorado.com](#)
- [Sign up for our industry newsletters](#)
- New tourism offering? Celebrating a milestone?
 - [Email media@colorado.com](mailto:Email_media@colorado.com)



People Don't Just Buy Products Anymore

*They're looking for connection,
meaning, and something they
can share.*



Events
Don't
Stay
Relevant
on Their
Own



REIMAGINE

Retire

REVIVE





Just Peachy Family



Peach Refreshment



Peach Baby!



Kids Peach Eating Contest



Peaches w/ Friends



Peach Cuisine

*Intentional
Welcoming
Rooted
Community
Resource*



Country Jam USA



Fat Tire Festival



Pork & Hops

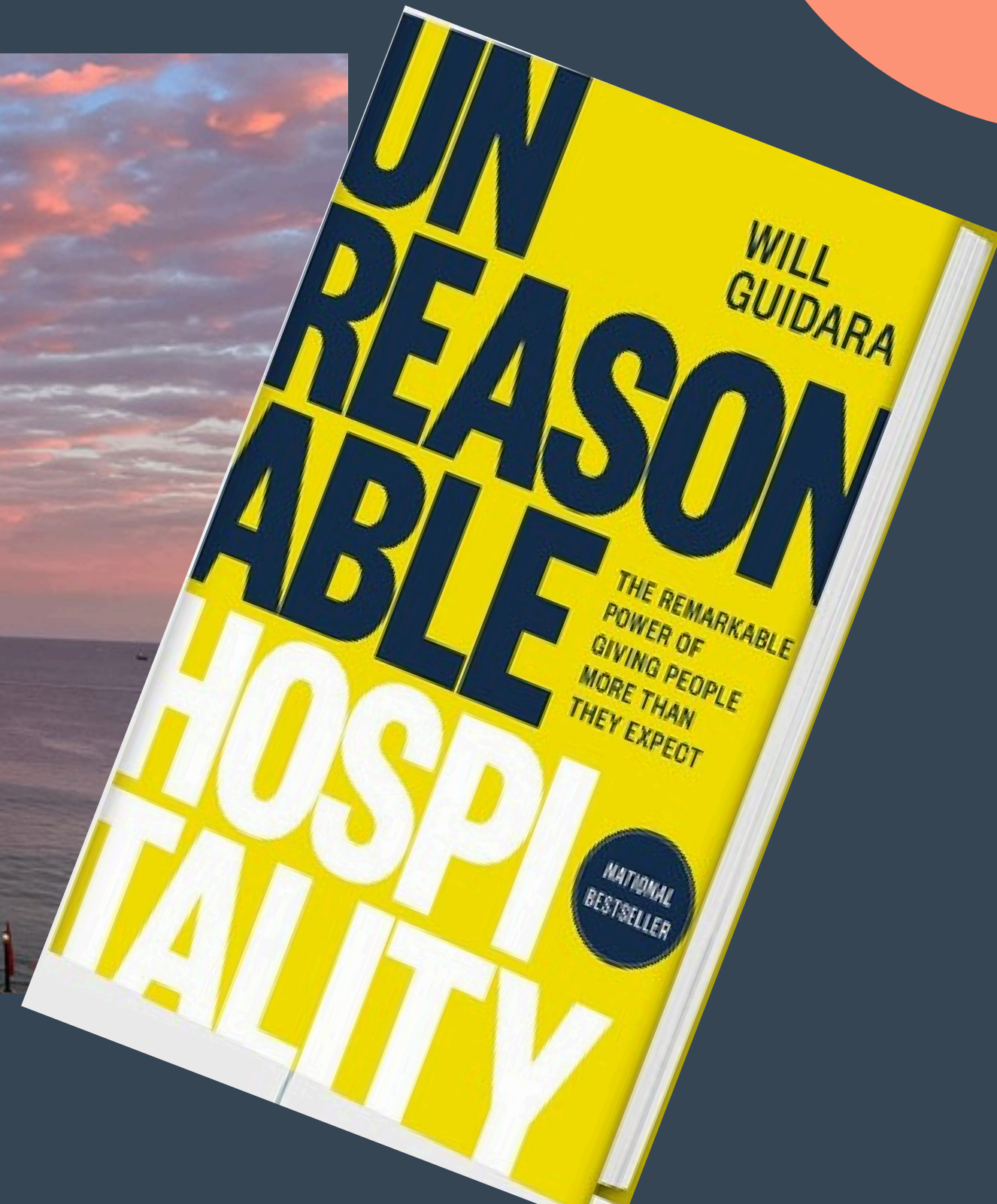
REIMAGINE *Retire* REVIVE

- COUNTRY JAM
- FAT TIRE FESTIVAL
- PORK & HOPS

Experiences with Impact

Your Business = An Experience

Palisade
chamber of commerce



What Great Experience Looks Like

F L O R A

Farms

Animas Bajas, San Jose Del Cabo, MX



Flora Farms

What Great Experience Looks Like

EL CHIVO

Granja

Ensenada, Baja California, MX



What Great Experience Looks Like

JANDY

Oyster Co.

Netarts Bay, OR



JAndy Oyster Co.

What Great Experience Looks Like

Posts
florafarms



♥ 220 💬 4 ↻ 🚩 9

florafarms Spring finds its way back to the Farm!

The fields turn lush again and the harvest begins to shift with the season.
The kitchen follows closely behind with new flavors, new rhythms, and even new hours at the restaurant.

Starting March 23, our restaurant hours will be:
Brunch Tuesday–Saturday, 9am–2pm
Sunday Brunch, 10am–2pm
Dinner Monday–Sunday, 4pm–9pm

See you soon at the Farm!

March 20

Posts
elchivogrunon

elchivogrunon and ochentospizza
Ochentos Pizza



♥ 23 💬 ↻ 1 🚩 1

elchivogrunon ✨ ¡Existen combinaciones perfectas y llenas de sabor!
American Stout y pizza colombiana 🇨🇴 ... more

January 5 · See translation

Posts
jandyoyster

jandyoyster
Jandy Oyster Company



♥ 42 💬 1 ↻ 🚩 5

jandyoyster We have shrimp Diablo again this week! Come in at 11 for a nice warm spicy meal on this cold day. See you soon at JAndy Oyster Company!

It's Already Happening Here



Sawage Spectrum



Big B's



Clark Family Orchards



EXPERIENCE

Matters

You Don't Market Products.
You Market Experiences.

- Marketing becomes more compelling
- Audience becomes broader
- Business becomes more resilient

Promote Your Experience

Colorado Tourism Office

Visit Grand Junction

Visit Palisade

Palisade Chamber of Commerce

& Other COC's



Cultivate MARKETING
SUMMIT



Q & A

Questions?

Palisade
chamber of commerce



COLORADO
TOURISM OFFICE

THANK YOU!

CONTACT INFORMATION

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Breakout Session

Head to the sessions you selected during registration and get ready to learn, connect, and take away actionable ideas.



ROOM

**GROW SMARTER ON
SOCIAL STRATEGY,
ANALYTICS &
CONTENT PLANNING**



ROOM

**PERSONAL BRANDING
FOR PROFESSIONALS
& ENTREPRENEURS**



ROOM

**WEBSITE MATTERS:
FROM FIRST CLICK
TO CONVERSION**

NETWORKING *lunch*

Dine-Around Lunch in Downtown Palisade

Enjoy lunch in downtown Palisade and connect with fellow attendees in a more relaxed setting.

You selected your restaurant during registration from one of the following locations:

- El Rey
- Palisade Pizza & Pourhouse
- Clark & Co Distilling
- Peach Street Distillers
- Palisade Brewing Company
- Fidel's Cocina & Bar.

Participating restaurants are offering exclusive \$10 lunch options for summit attendees.

Please note: Lunch is not included with registration.

Breakout Session

Head to the sessions you selected during registration and get ready to learn, connect, and take away actionable ideas.



ROOM

**FUNDRAISING
THAT LASTS:
EVENT MARKETING
FOR NONPROFITS**



ROOM

**GOOGLE IS
YOUR #1
CUSTOMER**



ROOM

**VIDEO
STORYTELLING THAT
BUILDS TRUST &
ENGAGEMENT**



DARRIN BARNEY

President and CEO of Elite Worldwide

A powerful closing keynote on the importance of cultivating relationships in marketing your business, brand, and yourself.

Cultivate MARKETING SUMMIT

Exclusive \$25.00 Professional Headshots

Refresh your personal brand with a professional headshot by Galasso Images for just \$25.

If you selected a headshot during registration, or would like to purchase one now, please make your way to the courtyard to meet Tina with:

galasso images



**THANK YOU
FOR
ATTENDING**

Cultivate

**MARKETING
SUMMIT**



Alpine Bank