

GLENWOOD GOLD

GLENNWOOD SPRINGS CHAMBER
RESORT ASSOCIATION
GLENWOOD SPRINGS, CO - JOINED 2020

66
participating
merchants

5-10
staff size

1919
established

9,200
population

5.85
square
miles



AREA & CHAMBER DETAILS

GLENWOOD SPRINGS IS LOCATED AT THE CONFLUENCE OF THE ROARING FORK & COLORADO RIVERS. IT IS A HISTORIC TOURIST DESTINATION THAT WAS NAMED ONE OF THE MOST WALKABLE TOWNS BY PBS. GLENWOOD SPRINGS CHAMBER RESORT ASSOCIATION WAS AWARDED CHAMBER OF THE YEAR IN 2013 BY THE AMERICAN CHAMBER OF COMMERCE EXECUTIVES.



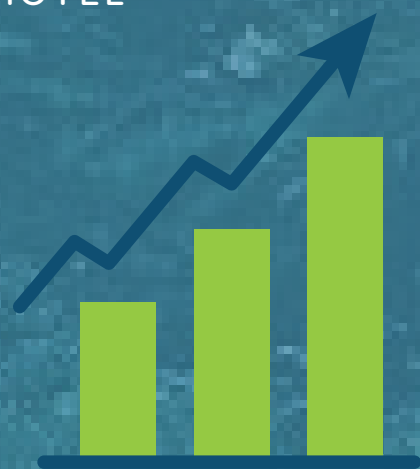
\$195,000

DOLLARS KEPT WITHIN
THE COMMUNITY



TOP REDEEMERS:

- 1 - BREWERY
- 2 - STEAKHOUSE
- 3- HOTEL



1ST MONTH VS BEST MONTH OF 2020

1ST MONTH- \$28,700 SOLD
BEST MONTH - \$48,000 SOLD

COVID-19 & FIRE RELIEF PROMOTION

AS AN EFFORT TO STIMULATE LOCAL ECONOMY, GLENWOOD SPRINGS AWARDED ELIGIBLE VISITORS \$100 IN GLENWOOD GOLD FOR BOOKING A STAY IN THE AREA. THE PROGRAM WAS SO SUCCESSFUL, THEY DOUBLED THE CAMPAIGN EFFORTS AND GAINED NATIONAL AND INTERNATIONAL RECOGNITION.

TOP PURCHASERS:

GENERAL PUBLIC
EMPLOYERS
SCHOOLS