



Grand County
Colorado



Grand County, Colorado
LODGING
DEVELOPMENT
OPPORTUNITY



GO GRAND

Boasting ample activities, dining, and sightseeing throughout the year, Grand County has become a world-class destination.

With over **7 million visitors and more than \$210M spent on lodging in 2023**, Grand County is a compelling market for additional resort and lodging options.

This package is designed to provide an overview of the opportunities available for hoteliers and resort developers. Grand County Economic Development is seeking partners willing to consider the development of full service lodging options that include spas, conferences spaces, and more.

Why choose Grand County?

- ▶ Proven demand for lodging and conference space
- ▶ Year-round resort community
- ▶ Only two hours from Denver International Airport
- ▶ Easy access by highway and train
- ▶ Steady year-over-year tourism growth
- ▶ Ample site availability and options
- ▶ Dozens of attractions, including Rocky Mountain National Park, Winter Park Ski Area, and more!



Nationally Branded Hotel



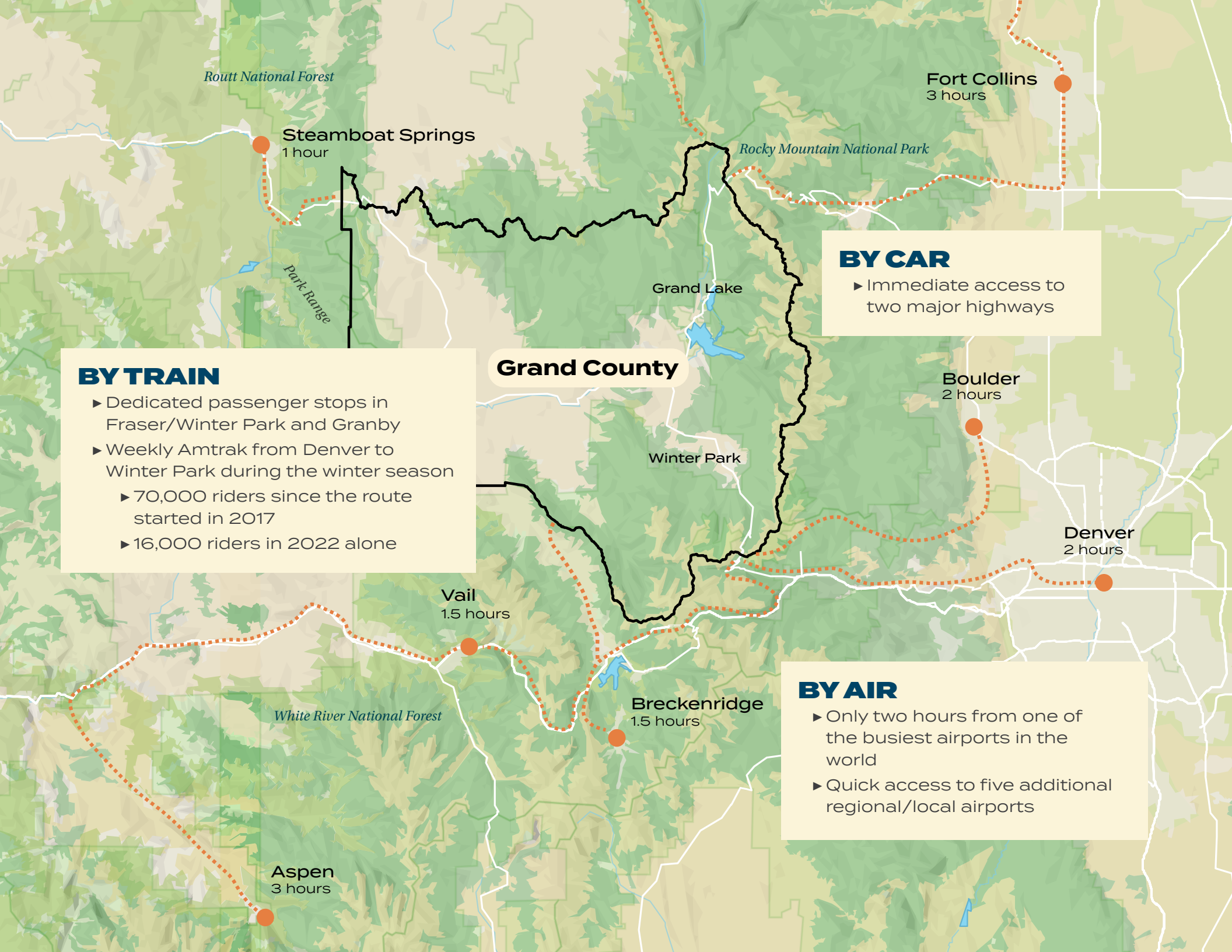
Spa & Wellness



Conference Space



Small Groups Stays



BY CAR
▶ Immediate access to two major highways

BY TRAIN
▶ Dedicated passenger stops in Fraser/Winter Park and Granby
▶ Weekly Amtrak from Denver to Winter Park during the winter season
▶ 70,000 riders since the route started in 2017
▶ 16,000 riders in 2022 alone

BY AIR
▶ Only two hours from one of the busiest airports in the world
▶ Quick access to five additional regional/local airports

Grand County

Routt National Forest

Fort Collins
3 hours

Steamboat Springs
1 hour

Rocky Mountain National Park

Park Range

Grand Lake

Boulder
2 hours

Winter Park

Denver
2 hours

Vail
1.5 hours

White River National Forest

Breckenridge
1.5 hours

Aspen
3 hours

EXPLORE GRAND

Each town has its own unique charm, attracting nature enthusiasts, adventure seekers, and those seeking a tranquil escape.

KREMMLING “Sportsman’s Paradise”

Attractions: Colorado River, Blue River, rapids, Colorado Scenic Byway, Gore Canyon, Wolford Reservoir

HOT SULPHUR SPRINGS “An Outdoor Paradise”

Attractions: Hot Sulphur Springs Resort, hot springs along Colorado River, Pioneer Park, Pioneer Museum

FRASER “Leaving Planet Earth” “Keep Fraser Funky”

Attractions: Mountain Mural Festival, Fraser High Country Stampede Rodeo, Arapaho National Forest

GRAND LAKE “A Rocky Mountain Getaway”

Attractions: Rocky Mountain National Park, Scenic trails, lakefront music festivals, Rocky Mountain Folk School, Rocky Mountain Repertory Theater

GRANBY “The Heart of Something Grand”

Attractions: Agate Avenue (Main Street), Museums, YMCA of the Rockies: Snow Mountain Ranch, C Lazy U Ranch

WINTER PARK “Colorado Unfiltered”

Attractions: Winter Park Resort, Annual Jazz Festival, Blues from the Top Music Festival, Winter Park Carnival, live music at Hideaway Park, Fraser River

Denver
90 minutes
from Grand County





Rodeos



Winter Park Jazz Fest



Nordic Race Series



Blues from the Top

YEAR-ROUND ACTIVITIES

A variety of activities and events attract visitors all year long.

EVENTS

- ▶ Winter Park Jazz Festival (July)
- ▶ Grand Lake Folk Festival (July)
- ▶ Three Lakes Ice Fishing Tournament (January)
- ▶ Grand County Nordic Race Series (January)
- ▶ Blues from the Top Music Festival (June)
- ▶ Middle Park Fair and Rodeo (August)
- ▶ Granby Rodeo at Flying Heels Arena (June-July)
- ▶ High Country Stampede Rodeo (June-August)
- ▶ Hot Sulphur Days (June)

GUIDED TOURS & ACTIVITIES

- ▶ Hunting & Fishing
- ▶ Snowmobile, ATV & Jeep
- ▶ Hot Air Balloon Rides
- ▶ Downhill Skiing
- ▶ Cross Country Skiing
- ▶ Outdoor Rock Climbing
- ▶ History Tours
- ▶ Rafting & Kayaking
- ▶ Dog sled adventures
- ▶ Horseback Riding

NATURAL ATTRACTIONS

70% of land in Grand County is covered in pristine wilderness.

There is never a shortage of things to do in Grand County. The natural beauty of the region brings people to our many wilderness areas, federal parks, national parks, and reservoirs.

Rocky Mountain National Park welcomed **421,225 visitors** through the Grand Lake entrance in 2023.

Visitors also explore:

- ▶ Arapaho National Forest
- ▶ Routt National Forest
- ▶ White River National Forest
- ▶ Colorado State Parks and Wildlife
- ▶ Bureau of Land Management



535 miles of trail network with 35 trailheads link various towns across Grand County.

WHO'S VISITING GRAND?

Outdoor travel has been on the rise in the past few years, and Grand County has seen exponential visitor growth.

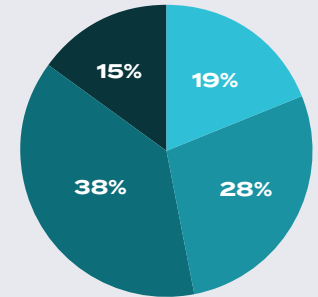
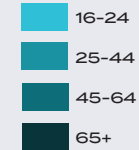
On average, each visitor to Grand County stays **2.2 days**.



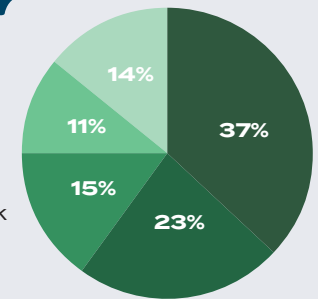
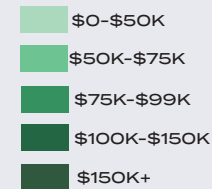
Source: Datafy 2019-2023

QUICK STATS

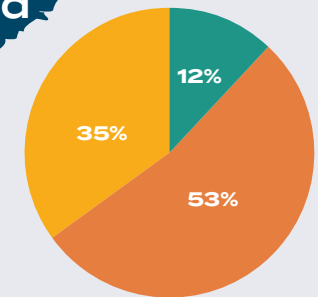
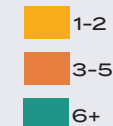
Age



Income

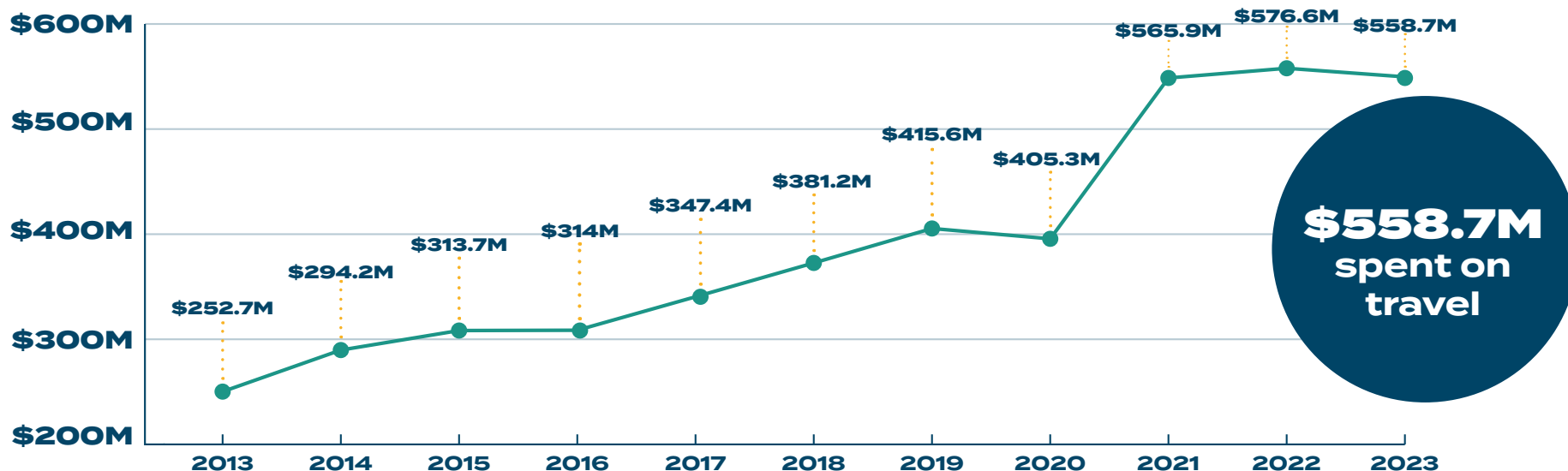


Household Size

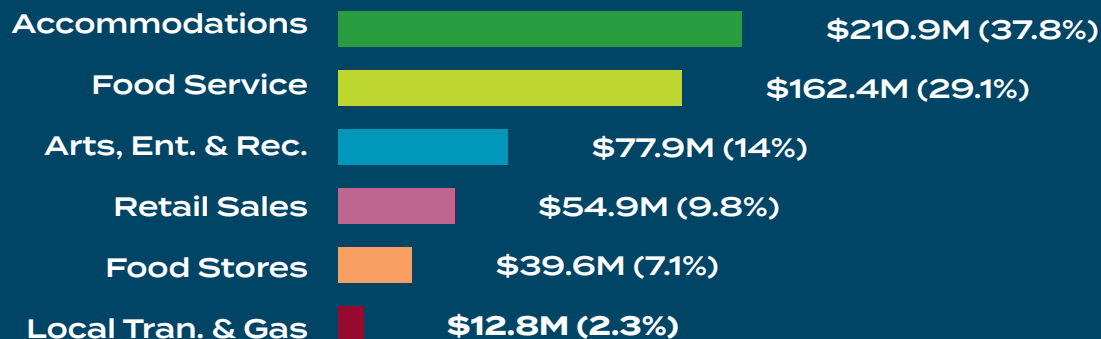


- ▶ 2019: 4.6 million trips
- ▶ 2020: 3.6 million trips
- ▶ 2021: 3.9 million trips
- ▶ 2022: 6.1 million trips
- ▶ **2023: 7,332,935 trips**

VISITOR SPENDING TRENDS



2023 VISITOR SPENDING SUBCATEGORY BREAKOUT



\$210.9M
spent on
accommodations

MARKET ANALYSIS

Grand County provides a variety of lodging options, including hotels, motels, inns, short-term rentals, RV sites, and camping facilities.

Average Hotel Rating



As the number of visitors increases and diversifies, Grand County is looking forward to adding more unique lodging experiences.

ESTIMATED NUMBER OF ROOMS/UNITS



250+
CABINS



1,500+
CAMPSITES



500+
HOTEL
ROOMS



180+
MOTEL
ROOMS



625+
RESORT &
DUDE RANCH
UNITS



3,200+
SHORT-TERM
RENTALS

Hotel

Has several rooms and some basic amenities such as restaurants, pools, or a fitness center. Guests enter their rooms from inside of the building.

Motel

Typically smaller in size with basic amenities. Motels usually have an exterior door and are economically priced.

Resort

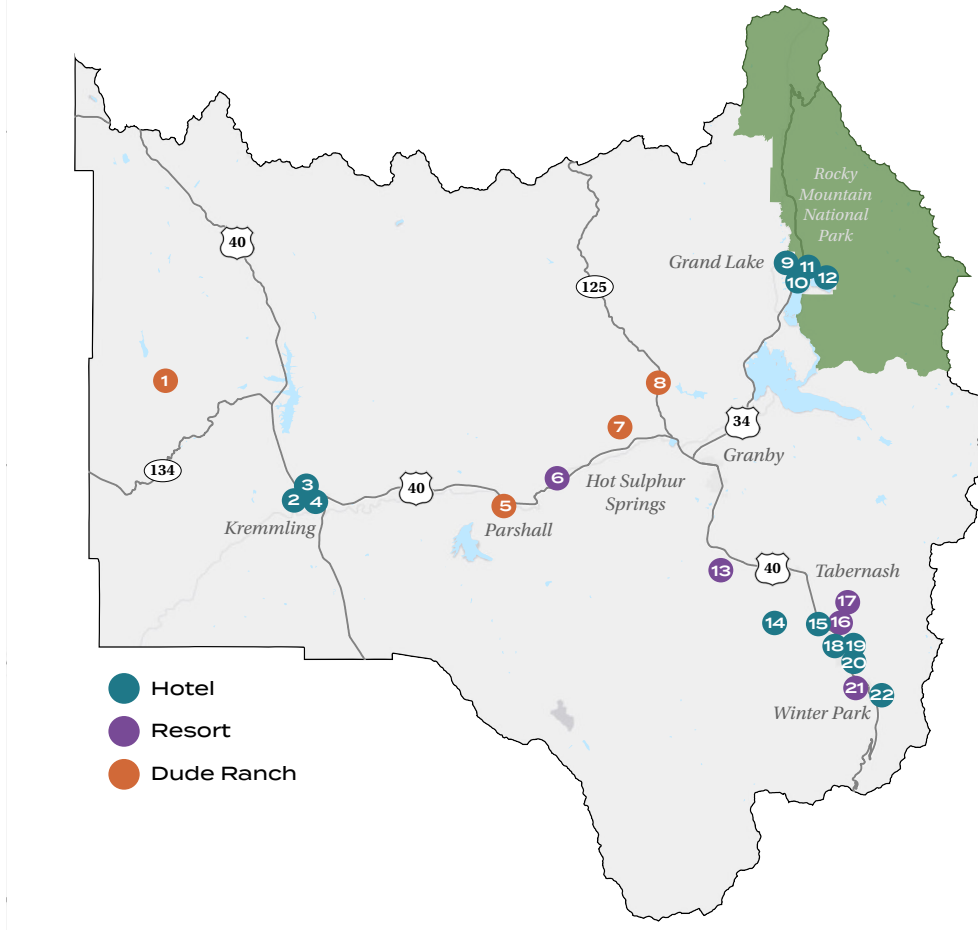
Similar to a hotel in size and access, but typically has more amenities and opportunities for guest experiences.

Dude Ranch

Similar to hotels and resorts with amenities and activities geared toward a rancher or cowboy experience.

LODGING IN GRAND

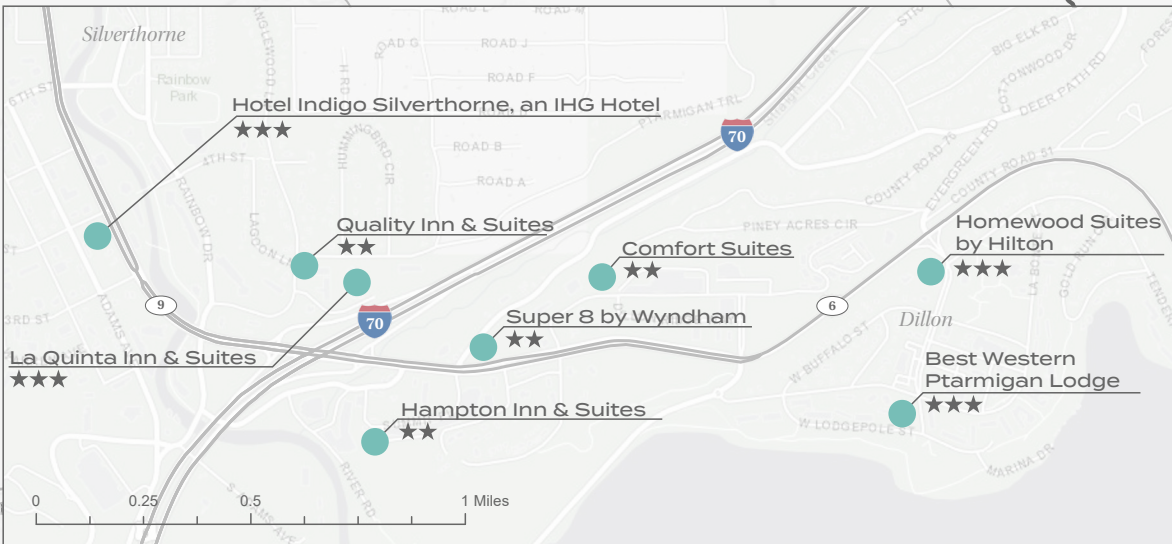
The majority of hotels in Grand County are clustered in the southeast portion of the County, leaving the rest of the area open for opportunity.



1. Latigo Ranch ★★★
2. Super 8 ★★
3. Allington Inn & Suites ★★
4. Hotel Eastin ★
5. Bar Lazy J Guest Ranch
6. Hot Sulphur Springs ★★★
Resort & Spa
7. Drowsy Water Ranch
8. C U Lazy Ranch
9. Big Horn Lodge ★★
10. Gateway Inn
11. Grand Lake Lodge ★★
12. The Rapids Lodge ★★
13. YMCA of the Rockies ★★★
Snow Mountain Ranch
14. Hideaway Mountain Lodge ★★★
15. Holiday Inn Express & Suites ★★
16. Indian Peaks Resort ★★★
17. Devil's Thumb ★★★
18. Winter Park Chateau ★★★
19. Best Western Alpenglo Lodge ★★
20. Gravity Haus ★★★
21. Winter Park Resort ★★★
22. Winter Park Mountain Lodge ★★★

LODGING & RESORT OPPORTUNITIES

Only three chain-branded hotels in Grand County and thirteen within a 60-mile radius of Hot Sulphur Springs, most of which are rated 2-stars.



Holiday Inn Express & Suites

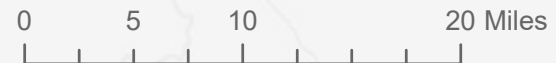
★★

Best Western Alpenglo Lodge

★★

Microtel Inn & Suites by Wyndham

★★



INVEST IN GRAND

Grand County is interested in collaborating with developers looking to build hotels and conference spaces that meet the demands of a growing tourism economy.

In addition to Enterprise Zone incentives from the state of Colorado, Grand County has a strong workforce, active chambers of commerce and a supportive Department of Economic Development.

To learn more about incentives and hotel development opportunities in Grand County, contact us today!

DiAnn Butler

Economic Development Coordinator

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📞 **970-531-1343**

Enterprise Zones

Grand County is part of Colorado's Northwest Enterprise Zone. In designated Enterprise Zones, businesses are eligible for state income tax credits and sales and use tax exemptions for specific business investments.

Business-Friendly

Grand County Economic Development is dedicated to helping new businesses thrive. GCED can help developers with site selection, zoning, funding, and hiring.

Engaged Workforce

The Work in Grand website can be used to find employment options, housing opportunities, local resources and events, and volunteer opportunities.

Active Chambers of Commerce

- ▶ Winter Park & Fraser Chamber
- ▶ Destination Granby
- ▶ Kremmling Area Chamber of Commerce
- ▶ Grand Lake Chamber of Commerce
- ▶ Hot Sulphur Springs Chamber of Commerce



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