Royal Gorge Bridge & Park
BEST DAY EVER!
The Royal Gorge Park is 5,000 acres of land given to the City of Canon City in 1906 by the U.S. Dept. of the Interior for the purpose of picnicking.

The unusual geological formation known as the Royal Gorge has towering granite walls that run for about 10 miles with the Arkansas River running through it. It attracted visitors that would come on horse back and buggy’s, then by Model T’s (which had to back up all the way to the Royal Gorge).
The Royal Gorge Bridge was started June 5, 1929, and completed in under 7 months, November of 1929. The City of Canon City Council had to approve the building of the bridge.
The Royal Gorge Bridge was built by a hardy band of eighty men, with no serious accidents or deaths. The Financier was Lon Piper, Texas bridge builder, who hired Chief Engineer George E. Cole.
ELEVATION AND DETAILS OF ROYAL GORGE SUSPENSION BRIDGE
Building started in one of the worst winters for the last several years
28,000 pounds of native grass and flower seeds were dropped over the burn scar
Monies from grants through the Soil Conservation Service, the City of Canon City, the BLM, and the Bridge Company, were used for the seeding and the planting of seedling trees.
Over 400 volunteers with different service organizations including CCHS high school juniors, planted over 8,000 seedling trees.
During the March through August 2014, the City and Tourism businesses asked if the bridge could be open to the public. The park gave guided tours most weekends during this time rebuilding. Some visitors didn’t even know there was a fire!
The Park re-opened with it’s brand new visitor center Labor Day Weekend 2014. A little over 9,000 guests visited during the three day holiday.
Park rebuilding still continued, a new POMA gondola was added, and a ZipRider zip line, both crossing 2,400 feet of the Royal Gorge, both would be ready for Grand Re-Opening in May, 2015.
Grand Re-Opening
May 8, 2015
The Royal Gorge Bridge & Park is open 365 days a year.
Park After Dark Concert Series
2016
AdventureFest 2016
Recent Travel Trends in the Colorado Travel Industry

- Total direct travel spending in Colorado during 2015 was over $19.1 billion
- Direct travel spending directly supported over 160,000 jobs with earnings of over $5.5 billion.

- The Colorado travel industry experienced a 3.0 percent increase in spending from 2014 in current dollars. When adjusted for price changes, the increase in travel spending for Colorado was approximately 4.6 percent.
The Colorado travel industry generated $1.1 billion in local and state tax revenues in the 2015 calendar year – this represents approximately $500 of tax revenue per household in the state.
• In Fremont County for every $1 spent on marketing, $78 is generated

• In Colorado, for every $1 spent on marketing $479 is generated

• Travel Spending in Fremont County is $64 million

• Earnings total is $18 million

• Total number of jobs, Fulltime, Seasonal, and Part Time 844

• Local Taxes $1.7 million

• State Taxes $1.9 million
• The park received 341,000 guests in 2016, up 11%
• Highest attended paid attraction in Southern Colorado
• Estimated over 26 million have visited the park since 1929
• Considered to be part of the Royal Gorge Region and Pikes Peak Region.
Our top feeder markets are 1) Colorado, at 35%, 2) Texas at 17%, followed by Missouri, Kansas, Oklahoma, Nebraska with California at no. 10.

Top Metro Areas are Denver, Colorado Springs, Pueblo, Dallas.
Zip Code Surveys show our target market is Denver and Colorado Springs. Aggressive marketing plan includes both these cities.
The park grossed $11.5 mil for 2016
Lease payment to Canon City - $2.3 mil for 2016
• up from $2.1 mil

150-200 employees
• Fulltime staff 40,
• Majority of staff are seasonal
• Payroll is over 2 mil
The park leads visitation with over 340,000, Rafting comes in around 250,000, the Royal Gorge Route is about 100,000. Goal: Destination Marketing, stay one more day.

- The Outdoor recreation industry is growing leaps and bounds in the Royal Gorge Region.
- Trails are being cut in the Royal Gorge Park around Fremont Peak
  Oil Well Flats, Shelf Road, Red Canyon, Temple Canyon experiencing triple digit visitation.