



VISIT GRAND JUNCTION

MEDIA RELEASE

For Immediate Release

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GRAND JUNCTION IS CELEBRATED BY RED BULL AS A “HIDDEN GEM”

GRAND JUNCTION, Colo. September 2, 2022 – Visit Grand Junction (Visit GJ), the City of Grand Junction’s Destination Marketing Organization (DMO), successfully secured recognition by Red Bull in their September issue of the *Red Bulletin*, released to newsstands on August 30, 2022.

The Red Bulletin, an international lifestyle magazine whose readers are high-performing individuals who seek out adventure, produced by Red Bull, published a five-page feature article in their print edition titled Get it. Do it. See it. Guide – Hidden Gem. Red Bull described Grand Junction as a high desert oasis, a hidden gem, world-class sandstone arches, one of the most scenic routes in the American West, and some of the best rock climbing in the continental U.S. Red Bull’s target audience is described as young, independent professionals, with lofty aspirations.

The article highlighted area attractions including the Colorado National Monument, Riverfront Park at Las Colonias, Little Book Cliffs, Unaweep Canyon, Lunch Loops trail, and McInnis Canyons National Conservation Area. Businesses highlighted in the article include Camp Eddy, Castle Creek Manor Bed and Breakfast, Two Rivers Winery and Chateau, Hotel Maverick, Magee Adventures, Grand Junction Adventures, Rimrock Adventures, Dream Café, Warehouse 2565, Kulina Lani Organic Sourdough, Rockslide Brewery, Foam and Folly Brewery, Highlands Distillery, Ramblebine Brewery, Bin 707, Taco Party, Spoons Bistro, Devil’s Kitchen, 626 on Rood, Moody’s Lounge, and Whitewater Hill Vineyards.

Elizabeth Fogarty, director at Visit Grand Junction, stated “this significant coverage by such a well-established hip brand represents Grand Junction gaining notoriety as a destination known for a variety of experiences including epic outdoor recreation, a trendy restaurant scene, boutique lodging options including camping, Colorado National Monument, and other scenic public lands.”

“Our marketing strategy,” continued Fogarty, “supports a variety of brand pillars that represent the Grand Junction area. Not any one pillar is more important than the other. Providing a voice and representing all facets of this community is why the brand is gaining in strength and increased awareness. The pillars include agritourism, art, history, cuisine, outdoor recreation, Colorado Mesa University, lodging, retail, craft beverages, and many more.”

About Visit Grand Junction

Visit Grand Junction, a Destination Marketing Organization, is a department of the City of Grand Junction. Funded by a lodging tax paid by out-of-town guests, Visit GJ manages marketing targeted toward potential visitors outside the area to promote travel and tourism to Grand Junction, thereby providing for a sustainable and consistent economy and enhanced quality of life for residents. Visitor spending accounts for one-third of the city’s sales tax revenue, which provides funding for public safety, infrastructure, and other city services. Learn more at VisitGrandJunction.com

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