



## **MEDIA RELEASE**

### **For Immediate Release**

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### **VISIT GRAND JUNCTION RECEIVES STATE TOURISM AWARD**

**GRAND JUNCTION, Colo. September 26, 2022** – Visit Grand Junction (Visit GJ), the City of Grand Junction’s Destination Marketing Organization (DMO), was awarded “Outstanding Marketing Program” at the annual Colorado Governor’s Tourism Conference. This award recognizes a Colorado organization for a campaign that executes creativity and excellence in promoting tourism.

Elizabeth Fogarty, Director at Visit Grand Junction, stated “I was thrilled to accept the award on behalf of our staff and the Visit Grand Junction Advisory Board, recognizing the three episodes Visit GJ created for the Outside TV series called Park2Park.”

The series highlighted Grand Junction’s outdoor recreation and unique landscapes through a compelling story which captured Colorado residents overcoming a physical or mental barrier that was holding them back from enjoying the great outdoors. Fogarty added, “the six commercials we filmed included Grand Junction locals, which made this project even more special and authentic.”

The [three Park2Park episodes](#) included six Grand Junction [commercials](#). Since the series release, the Grand Junction episodes have garnered over 37 million views.

We couldn’t be more delighted,” continued Fogarty, “for the Colorado Tourism Office awarding Visit Grand Junction as the winner of the Outstanding Marketing Program. This achievement recognizes the support and effort from our community, while rewarding the hard work and expertise of the Visit Grand Junction Advisory Board and staff.”

The Colorado Governor’s Tourism Conference, held in Snowmass, Colorado last week, is a three-day event for tourism professionals and industry leaders from around the state. Session content includes destination management, sustainability, tourism advocacy, and emerging trends. The awards dinner, held on Thursday, September 22, honors industry leaders in their achievement of outstanding tourism efforts.

#### **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 deploys 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](http://VisitGrandJunction.com)

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