

Late Summer through Fall 2026 Marketing Plan

August

Continue promoting upcoming events, offerings south of town, fall trip planning, focus on September

Content Snapshot:

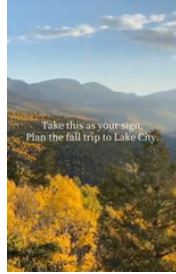
Before-school-starts family trips



A weekend of history activities



Fall trip planning; push September



Uncorked Festival



Silver Thread/scenic fall road trips



More content:

- Hwy 149 open
- Car 211
- Stargazing program
- Peak wildflowers
- Ghost tours
- Labor Day weekend planning
- Beat the heat

Wildfire economic recovery efforts:

CTO Marketing/Matching Grant

We are submitting a grant application to the Colorado Tourism Office to assist in economic recovery from this summer's wildfires; application due August 20.

State Marketing Support (continues through the fall)

We are working with the State of Colorado on marketing support to help drive fall visitation as the county recovers.

September

Promote October as a great time to visit, Alpine Loop is less crowded, winter trip planning

Content Snapshot:

Reasons to visit in October



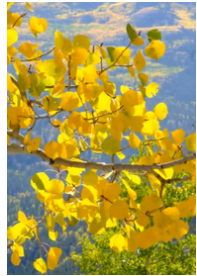
Late-season hiking safety reminders



National Scenic Byway Day



Leaf peeping around the county



Alpine Loop less crowded in Sept.



Start planning winter trips



More content:

- Oktoberfest
- Wednesday Markets
- Uncorked Festival
- Labor Day in the Park
- Respect wildlife during rutting season
- Signs of seasons changing

October-November

Get visitors excited about winter, outdoor recreation and wildlife safety reminders

Content Snapshot:

Late-fall, early winter outdoor rec



Respect wildlife - rutting season



Winter Whiteout preview



Early season ice climbing



Holiday preview



More content:

- Oktoberfest
- Stargazing
- History
- Close of OHV season
- Last taste of fall road trip