



# 2019 Annual REPORT

*Visit  
Alamosa*



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## ALAMOSA COVENTION & VISITORS BUREAU STAFF



**Kale Mortensen**  
Executive Director



**Savannah Schlaufman**  
Marketing Specialist



**Elizabeth Sumner**  
Events & Sales Manager



**Molly Mendez**  
Welcome Center Manager

## ALAMOSA LOCAL MARKETING DISTRICT BOARD



**Rob Oringdulph**  
Board Chair



**Cathy Simpson**  
Vice Chair



**Danielle Van Veghten**  
Treasurer



**Fred Bunch**



**Liz Thomas-Hensley**



**Manish Patel**

**Not Pictured:**  
Matt Abbey  
Andrea Oaks-Jaramillo

# MISSION STATEMENT



The Local Marketing District Board shall promote small town hospitality with modern amenities to offer enhanced customer and visitor services. In addition, the Local Marketing District Board will assist in increasing lodging room nights, extending the summer season beyond the summer months, as well as enhancing the overall economic development of Alamosa County.

## MESSAGE FROM THE EXECUTIVE DIRECTOR & CHAIR

2019 was a year for the record books and felt a community come together for forward progress. Both Lodging tax and Marketing District Tax collections broke record figures. The Great Sand Dunes National Park was a majority contributor, seeing a record number of visitors this year. The year also included completion of the Colorado Tourism Office CRAFT 101 program (Colorado Rural Academy for Tourism), which included representation from a diverse group of stakeholders in the tourism economy. We have seen some of the marketing initiatives take place and were awarded a \$10,000 grant to develop an online itinerary builder that will be coming soon to Alamosa.org in 2020. The first set of tourism sentiment index scores were released in 2019, with Alamosa scoring above average in most categories. This digital word of mouth score will help the Alamosa CVB team fine tune our marketing materials and target markets.

2019 set a high bar but 2020 holds an opportunity to continue smart growth and improve upon our current target markets. Alamosa CVB will continue its efforts in sustainable tourism by implementing Leave No Trace principles in marketing materials, continue to roll out the Alamosa Hydration Station at events and focus not just on a quantity of travelers but the quality of travelers that want to enjoy and respect our natural landscapes and attractions. The Local Marketing District is also in the process of evaluating its current position through its mission and vision statements to better serve the community it represents. Through market research and new programs the Alamosa CVB and Marketing District will have greater insight into what travelers enjoy about our region and give us the data to strategically target future visitors. We look forward to continuing our partnerships and growing new ones in 2020.

Thank you as a partner and community member in making this a great place worth visiting and living!

*Kale Mortensen*

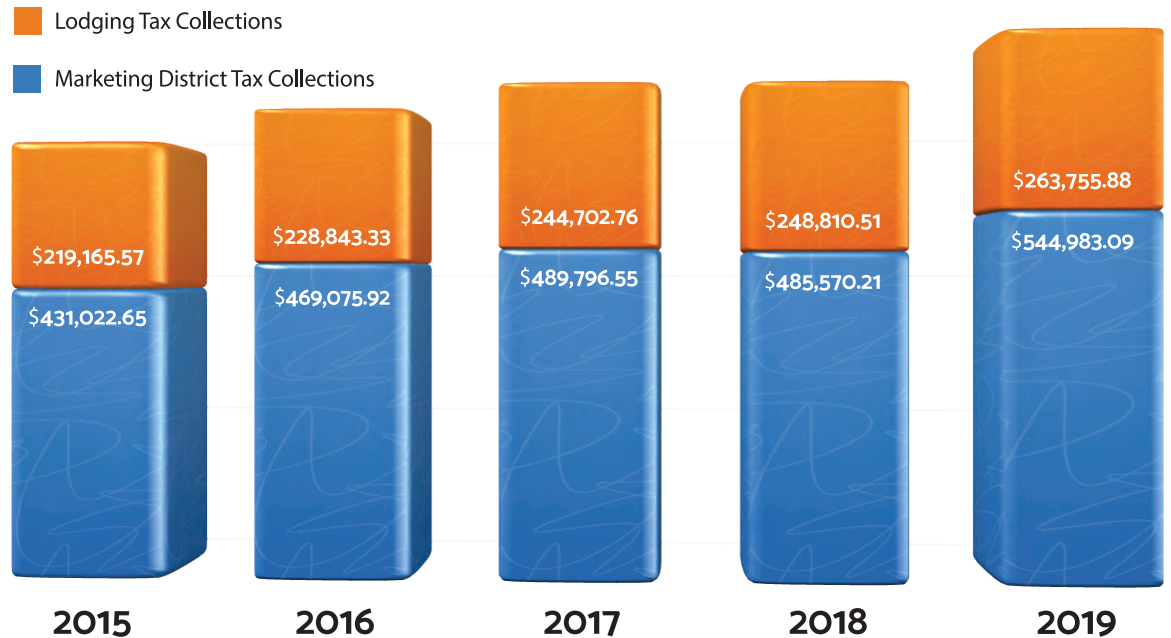
**Alamosa Convention & Visitors Bureau**  
Executive Director

*Rob Oringdulph*

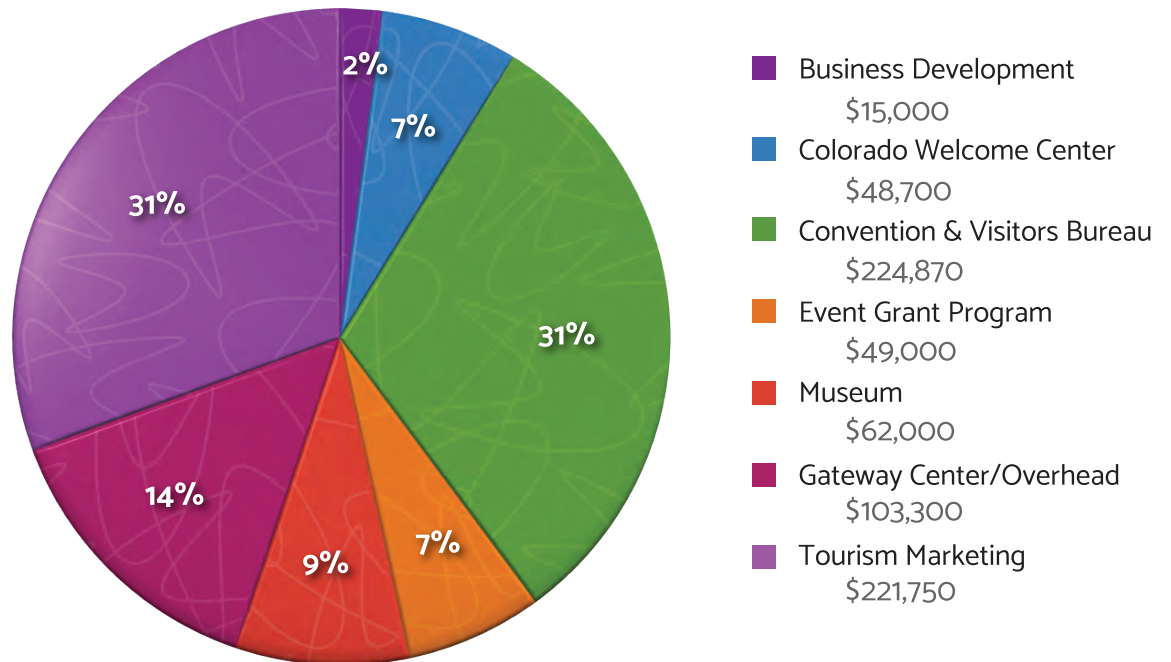
**Alamosa County Local Marketing District Board**  
Board President



# BUDGET & TAX COLLECTIONS



# 2019 BUDGET EXPENSES BREAKDOWN





# ROI & ECONOMIC IMPACT

Tourism is a driver of economic growth in Alamosa and the San Luis Valley, creating jobs and resulting in increased local tax revenue. With a wealth of attractions and events that appeal to travelers, Alamosa's tourism industry continues to thrive and contribute to the local economy.

## 2018 ALAMOSA COUNTY TRAVEL IMPACTS

**\$46.8 Million**  
Travel Spending

**464 Jobs**  
Employment

**\$73.56**  
Return on Investment

**\$1.9 Million**  
Local Taxes Revenue

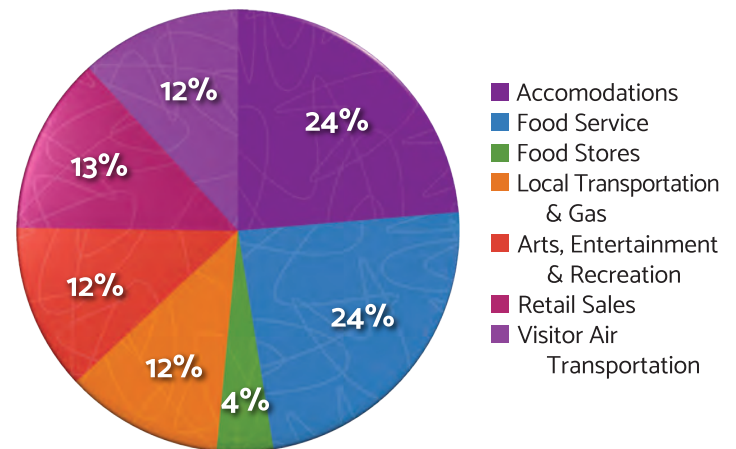
**\$10.3 Million**  
Earnings

For every dollar spent by the Alamosa Local Marketing District, Alamosa saw \$73.65 in travel expenditures.

## TRAVEL IN COLORADO SUMMARY

- Total direct travel spending in Colorado was approximately \$22.3 billion in 2018.
- Direct travel spending in Colorado generated over 174,000 jobs with earnings of \$6.8 billion.
- The Colorado travel industry generated \$1.4 billion in local and state tax revenues.
- The Colorado travel industry experienced a 6.7 percent increase in travel spending from the previous year in current dollars.
- Since 2009, travel spending in real (inflation-adjusted) dollars has increased by 4.4% per year.

Spending by Visitors to Colorado



(All figures from Dean Runyan Associates Colorado Travel Impacts 2018 Report)

# ALAMOSA.ORG

## Users

154,759 (2019)  
vs 99,022 (2018)

↑ 56.29%

## Sessions

199,200 (2019)  
vs 98,307 (2018)

↑ 60.92%

## Organic Search

85,652 (2019)  
vs 58,615 (2018)

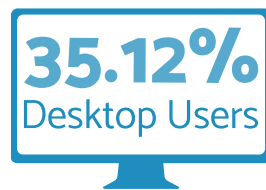
↑ 46.13%

### TOP PAGES (Excluding Home Page)

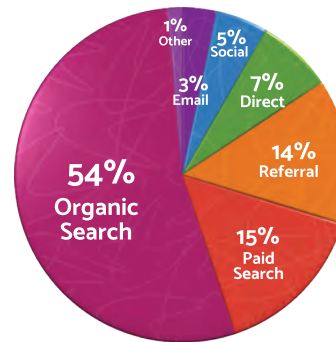
- 1) Great Sand Dunes
- 2) Things to Do
- 3) Visitors Guide
- 4) Hot Springs
- 5) Event Calendar
- 6) Dining
- 7) Hotels/Motels
- 8) Camping/RV Parks
- 9) Zapata Falls
- 10) Rio Grande RR

410,125  
Pageviews

2:03  
Average Time on Site



### ACQUISITIONS



### TOP VISITOR LOCATIONS

#### States:

- 1) Colorado
- 2) Texas
- 3) California
- 4) Illinois
- 5) New Mexico
- 6) Missouri
- 7) Florida
- 8) Arizona
- 9) New York
- 10) Kansas

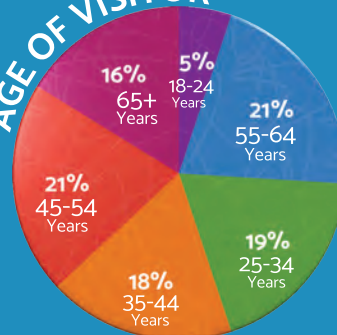
#### Foreign Countries:

- 1) Canada
- 2) United Kingdom
- 3) Germany
- 4) India
- 5) France

#### Metro Areas:

- 1) Denver, CO
- 2) Dallas-Fort Worth, TX
- 3) CO Springs-Pueblo, CO
- 4) Chicago, IL
- 5) Albuquerque-Santa Fe, NM

### AGE OF VISITOR



### GENDER OF VISITOR



### NEW VS. RETURNING





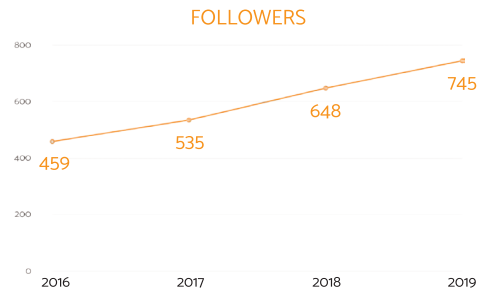
# SOCIAL MEDIA INSIGHTS



## TOP POST



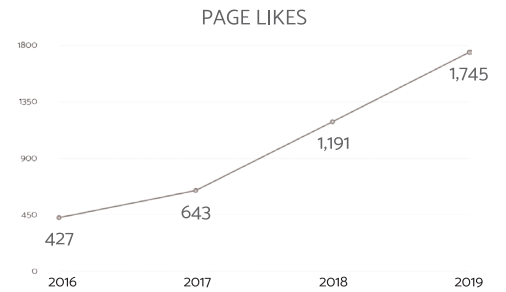
41,654 Reach • 2,277 Likes • 585 Reactions • 533 Shares  
449 Comments • 4,156 Post Clicks



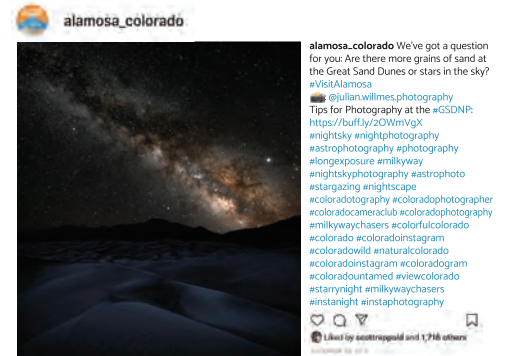
## TOP TWEET



5,541 Impressions • 67 Engagements  
12 Likes • 2 Retweets



## TOP POST



20,888 Impressions • 20,123 Reach  
1,717 Likes • 25 Comments

# OTHER PLATFORMS WE ARE UTILIZING

## CROWDRIFF

Crowdriff allows us to track and gain access to a vast array of user-generated content for use in advertisements, marketing materials and our social media. Through Crowdriff, we are also able to track uses of our hashtag, #VisitAlamosa. We currently have the rights to 987 assets and have tracked 1,099 uses of the hashtag #VisitAlamosa in 2019.

## GOOGLE POSTS

Google Posts allows us to reach potential visitors directly on Google Search. Our content appears directly on Google whenever "Alamosa" is searched, before users even click on our website. Here, we can post events, articles, videos and other Alamosa content. In 2019, we earned 214,187 impressions on Google Post.

## VISIT USA PARKS

As a National Park gateway, we partner with Visit USA Parks to reach their international audience.

**Our 2019 campaign reached 729,000 people and earned 51,200 engagements.**

## TRIP ADVISOR

Our partnership with Trip Advisor continues to be successful in promoting Alamosa. Our 2019 campaign earned 602,895 impressions.

# CRAFT STUDIO 101

This year, Alamosa was the recipient of a CRAFT 101 Grant from the Colorado Tourism Office. This brought together community members for a 14 week comprehensive tourism education and training program, where we identified 3 goals for Alamosa tourism and have worked towards accomplishing those goals ever since.



Alamosa CRAFT 101 Group (left to right): Hilary Lewkowitz, Andy Rice, Chris Lopez, Patrick Ortiz, Amy Price, Kathy Woods, Tom Monoco, Savannah Schlaufman, Scott Graber, Elizabeth Sumner, Kale Mortensen, Liz Thomas-Hensley, Erin Keck, Daesha Lopez and Heather Brooks. Not Pictured: Rachel Baird, Katie Dokson, Helen Smith

## CRAFT 101 INITIATIVES

### GOAL 1

MARKETING AND  
PRODUCT DEVELOPMENT

### GOAL 2

COMMUNITY BUY-IN

### GOAL 3

VISITOR READINESS

## GOAL 1: MARKETING AND PRODUCT DEVELOPMENT

### DEVELOPING CULTURAL & HERITAGE ASSETS

Cultural and heritage tourism continues to be important to Alamosa. Our office continues to promote and support our partners, the Sangre de Cristo National Heritage Area & the San Luis Valley Museum, through our marketing channels and incorporate these assets into our strategy.

### PROMOTING DARK SKY TOURISM

We have championed the Great Sand Dunes' International Dark Sky Designation, including writing a letter of support, and continue to support Dark Sky Tour efforts. Our 2020 Visitors Guide will feature dark sky viewing at the Great Sand Dunes prominently, including the cover.

### OFF-PEAK ITINERARIES

We are working with our CRAFT 101 partners to develop off-peak itineraries to encourage visitation during our off-season. We are also developing itineraries that feature a variety of attractions and experiences for travelers. Also, our implementation grant from the Colorado Tourism Office will go towards an online itinerary builder (see below).



**\$10,000**  
**IMPLEMENTATION**  
**GRANT**

As a part of participating in the CRAFT 101 program, Alamosa was awarded a \$10,000 CRAFT implementation grant to kick start one of our CRAFT initiatives. The committee elected to develop an online itinerary builder for Alamosa.org to encourage longer visits, promote less-traveled destinations and off-peak activities.

#VISITALAMOSA

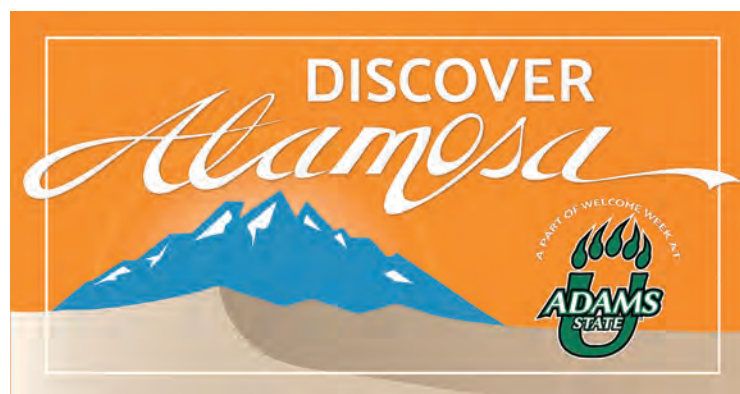


# GOAL 2: COMMUNITY BUY-IN

## ADAMS STATE UNIVERSITY PARTNERSHIP

CRAFT 101 provided Visit Alamosa with a platform to connect with community partners and strengthen relationships. One such partnership is with Adams State University. Since CRAFT 101, our office has partnered with Adams State in a variety of ways. Most notably, we collaborated to create Discover Alamosa, which welcomed incoming freshman to Alamosa. This was a part of Adams State's Welcome Week and brought together many of our tourism partners to show incoming students all of the things that they could do in our community while they attend school here. The event featured representatives from various tourism partners, each hosting an activity for students to participate in. There was also live music, live gators, free snow cones for all students, walking tours of downtown and much more. Students were bused to the Colorado Welcome Center, where the event was held, by the Adams State CoRE program.

In addition to Discover Alamosa, our office has also been a partner in the community Go Green initiative. This year, we purchased Adams State T-shirts for our entire staff and volunteers and proudly wore them on Fridays before Adams State football games. We also participated in the tailgate for the 2019 Homecoming football game. The game was during "Parents & Sibs" week, so we were also able to connect with many families from out of town visiting for the game and informed them of all the things they could do in Alamosa during their visit. We are excited to continue this partnership with Adams State.



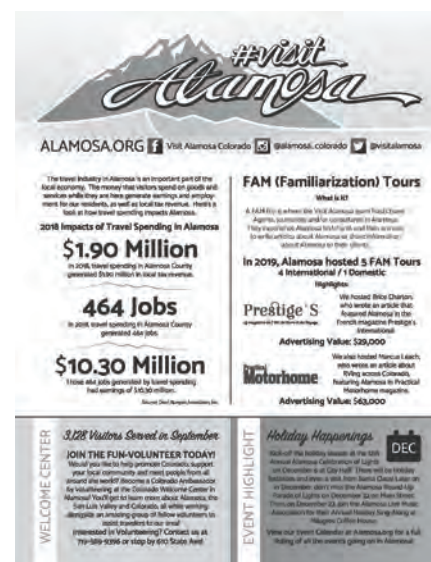
## COLORADO CONCIERGE HOSPITALITY TRAINING

It was identified through CRAFT 101 that there is a need for front-line hospitality training. In 2019, the Colorado Tourism Office launched Colorado Concierge, their online hospitality training program. Our office is actively promoting the program to Alamosa business owners to connect them with free and convenient hospitality training. We are leading the way by having our entire team of volunteers at the Colorado Welcome Center in Alamosa complete the program, and will continue to promote it in 2020.



## ENGAGING THE ALAMOSA COMMUNITY IN TOURISM

It became clear through the CRAFT 101 process that there is a lot of exciting marketing that we are doing that the community is not aware of. Tourism marketing is inherently outward-facing, and so our community is not targeted in our efforts and does not see them. In order to reach residents of Alamosa and inform them of what our office is doing, as well as the benefits of tourism for Alamosa, we partnered with the City of Alamosa to include inserts on all residents' Utility Bills. These inserts have information on the economic value of tourism and the marketing efforts of our office. They also include information about the Welcome Center and upcoming events. We will continue sharing our efforts with the community on this platform in 2020.





# GOAL 3: VISITOR READINESS

## LEAVE NO TRACE PROMOTION

With a shared goal of inspiring both Colorado residents and visitors to protect Colorado's special places, the Colorado Tourism Office (CTO) and the Leave No Trace Center for Outdoor Ethics collaborated in 2018 to create the Care for Colorado Principles. To assist with sharing this message with travelers, we are now promoting the Care for Colorado Principles through our channels. We carry "Are You Colo-ready?" brochures and have the Care for Colorado Principles posted in our Welcome Center. We have also included messaging and the Care for Colorado animated video on Alamosa.org. Our 2020 Alamosa Visitors Guide will also feature the Principles, as well as call-outs throughout the guide.



## ZERO WASTE EVENTS

The Beat the Heat BBQ served as a champion for sustainable efforts in 2019, and many events followed suit in our efforts. Beat the Heat had compostable utensils, recycling bins available, a Zero Waste tent and reusable cups were provided for participants at the beer garden.



## HYDRATION STATION

In 2019, our office invested in a Hydration Station to help events divert single-use plastic water bottles from landfills. It was used at 23 events throughout the summer of 2019, and will be available for event organizers again in 2020. This is a great way for event organizers to begin their green efforts!



## DOWNTOWN WAYFINDING

In 2019, the City of Alamosa released their Downtown on the Rio Design Plan, a plan to revitalize downtown Alamosa. This was the culmination of a planning process by the Downtown Design Plan Advisory Committee. The CRAFT 101 group saw the impact this plan would have on tourism, especially as it relates to Wayfinding for travelers to Alamosa. So, as a result of CRAFT 101, our office has committed to supporting the Wayfinding aspect of the Downtown on the Rio Design Plan. This will help travelers better navigate Alamosa and find their way to our many attractions as they are passing through.



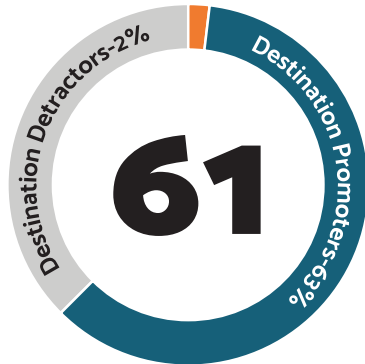
#VISITALAMOSA



# TOURISM SENTIMENT INDEX

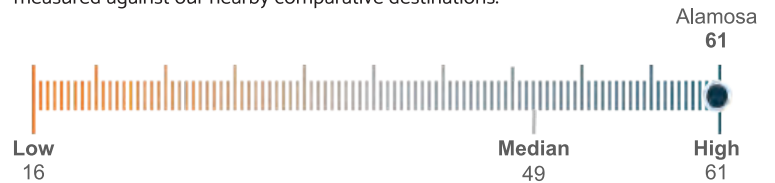
In 2019, we began tracking digital word-of-mouth with Destination Think!, looking back at 2017 & 2018. Online conversations about Alamosa are analyzed from more than 500,000 sources, including online media sites, forums, reviews and social media networks. This report allows us to see what people are saying about our destination online and helps to inform our marketing strategies.

## TOURISM SENTIMENT SCORE ALAMOSA, 2018

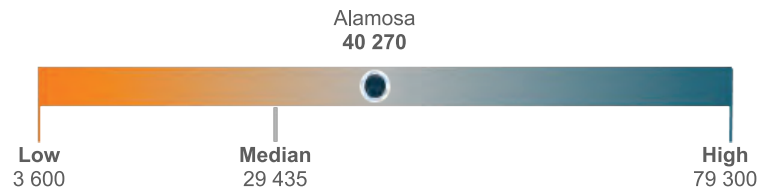


Our Tourism Sentiment Score is a measure of the overall attitude towards Alamosa expressed through visitors' online conversations.

**SENTIMENT COMPARISON:** Alamosa ranks high in sentiment when measured against our nearby comparative destinations.



**VOLUME COMPARISON:** Alamosa ranks higher than the median in volume of conversations when measured against our nearby comparative destinations.



**Alamosa's Tourism Sentiment Score increased by 11 points from 2017 to 2018.**

## WHAT IS DRIVING ALAMOSA'S SENTIMENT SCORE?

Top Tourism Assets	Conversation Size	Comparative Volume Performance	Comparative Sentiment Performance
Nature Photography	19 391	High	Average
Hiking + Rock Climbing	6 528	High	High
Camping	2 470	High	High
Festivals + Events	1 239	Average	Average
Wildlife Viewing	1 213	High	High
Restaurants	1 167	Average	Average
Hot Pools + Springs	893	Average	Average
Spectator Sports	802	Average	Average
Cycling + Biking	660	Average	Average
Fishing	619	Average	High

# ADVERTISING



2019 Alamosa Visitors Guide

**Print Material:** 2019 Alamosa Visitors Guide, San Luis Valley Trail Guide, Highway 160 Billboard

**25,000+ Visitor Guides Distributed in 2019**

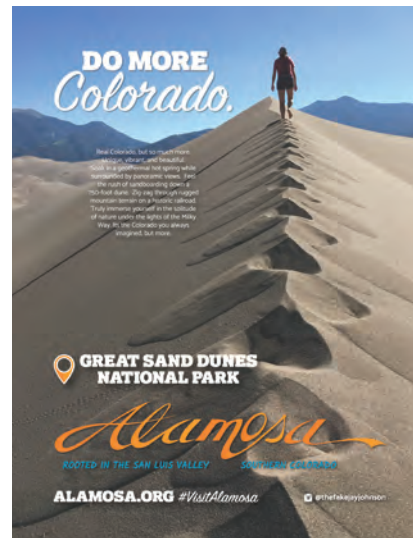
**2019 Advertisements:** Colorado State Vacation Guide, Colorado Parks Journal, Love, Colorado Magazine, AAA EnCompass Magazine, Colorado Vacation Activity Guide

**1.87 Million in Readers & Distribution**

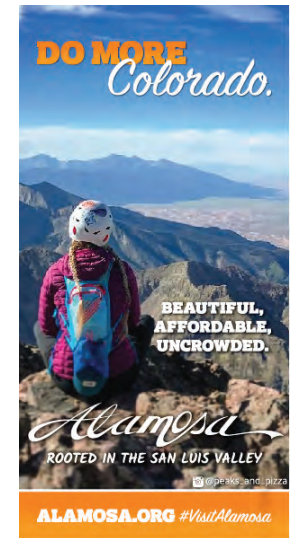
**Digital Content:** Colorado.com Destination Page, Valley Courier Online, Colorado.com City Page, Visit USA Parks, NationalParkTrips.com, Brand USA, Trip Advisor, ASU 9News Digital Campaign Contribution



AAA EnCompass Ad



Colorado Parks Journal Ad



Valley Courier Online Ad

## **DO MORE** Colorado.

In 2019, we continued our Do More Colorado Campaign, integrating it into our marketing channels, website, advertisements and even stickers! In 2020, we're rolling out Do More Colorado 2.0, which will build on the success of this campaign while introducing new, exciting elements.



Billboard on Highway 160

**#VISITALAMOSA**



# FAMILIARIZATION TOURS

A Familiarization Tour, more often called a FAM trip, is where the Visit Alamosa team hosts travel agents, journalists and/or consultants in Alamosa. They are able to experience Alamosa first-hand, and then are able to write articles about Alamosa or share information about Alamosa to their clients. For only the cost of hosting (which may include staff time, meals and/or hotel rooms), we are able to see a huge return in media coverage and advocacy.

**IN 2019, WE HOSTED 5 FAM TRIPS**

Marco Vasco Travel Trade • Netherlands Press Trip  
West of 105 • Marcus Leach • Brice Charton



**RESULTING IN**

**\$1,219,149**

Estimated Advertising Value So Far

## HIGHLIGHTS FROM 2019 FAM COVERAGE



### MARCUS LEACH'S RV TRIP THROUGH COLORADO FAM

In July of 2019, we hosted journalist Marcus Leach. Leach wrote pieces for the UK Caravan & Motorhome Club Magazine, the French Le Monde du Camping Car and Practical Motorhome. Caravan & Motorhome Club Magazine has a circulation of 352,416, making the estimated advertising value of the piece \$6,871. Le Monde du Camping Car has a circulation of 55,000, making the estimated advertising value of the piece \$12,600. Practical Motorhome has a circulation of 18,000, making the estimated advertising value of the piece \$57,568. Overall, Marcus' trip to Alamosa resulted in the equivalent of \$77,039 in advertising value.

### FALL CHINA MEDIA ROAD TRIP FAM

In October, we hosted a FAM which consisted of 5 journalists from China.

The theme of the FAM was "Road Trip in Fall," highlighting Fall travel throughout the state. This group of journalists visited various parts of Colorado, including both the Great Sand Dunes and Zapata Ranch in Alamosa along the way. This FAM resulted in coverage on six Chinese magazines: GQ Magazine, Lonely Planet Magazine, Men's Health Magazine, Life Week Magazine, Drive Tour Magazine and Modern Weekly. With the combined circulation of all six magazines, the resulting media value from this single FAM was an astounding \$1,113,110.



### WEST OF 105 FEATURED DESTINATION

In Autumn of 2019, Alamosa was chosen as West of 105's featured destination. For this feature, we hosted a journalist who visited a wide selection of Alamosa locations. These locations included the Great Sand Dunes, Colorado Gators, Sand Dunes Recreation, Locavores and more. West of 105 is a quarterly digital magazine, which receives 14,000 impressions and 3,000 reads per issue, also distributing 2,500 print copies to hotels. In addition to the 8-page spread on Alamosa, the magazine featured a 5-page spread on Fall at the Great Sand Dunes and features on our neighbors Creede and Crestone.

# COLORADO WELCOME CENTER

There are 10 Official Colorado State Welcome Centers, including Alamosa. They are strategically positioned in key entrance points across the state. The centers, staffed completely by dedicated volunteers, serve as a great source of information for visitors coming to Colorado.

## 2019 Study Tour



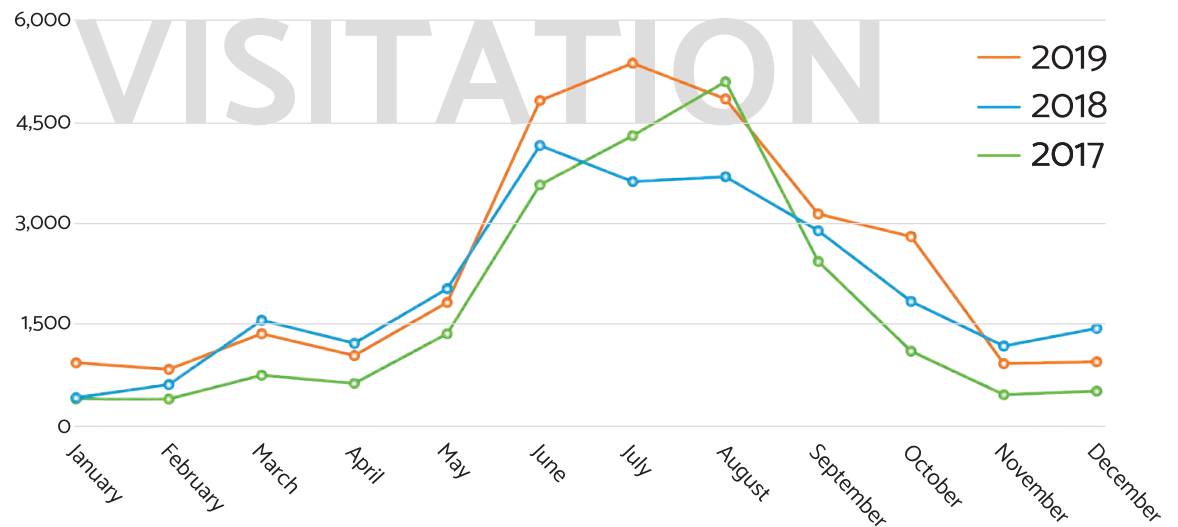
## WELCOME TO THE MYSTIC SAN LUIS VALLEY

In 2018, the Colorado Tourism Office announced its new 8 travel regions. Alamosa was previously part of the South Central region, but now belongs in the Mystic San Luis Valley region. As part of this change, the Colorado Welcome Center was rearranged to reflect the new regions. In addition, the center is now home to a brand new illustrated Colorado map. This large map (an astounding 105"x90") is perfect for a photo-op, or to familiarize yourself with the new Colorado regions. Marked on the map, you'll find National Parks, state parks, railroads, Colorado Welcome Centers, hot springs, 14ers, National Monuments, and so much more.



## 2019 COLORADO WELCOME CENTER VOLUNTEERS

Anne Marie Rigby-Ortiz, Armon Ellsworth, Bessie Konishi, Beverly Miller, Carol Watson, Christine Newton, Dean Maddox, Don Thompson, Ellen Dodds, Elliott Graves, Jan Oen, Kathie Vest, Kay Laws, Linda Cozart, Margie Jones, Mary Susan Eldrege, Mary Robbins, Nancy Mortensen, Noel Harlan and Ronnie Wright



#VISITALAMOSA



# EVENT GRANTS AWARDED

DATE	PROJECT	EVENT GRANT	CONVENTION SUPPORT
January 11	Alamosa Invitational Wrestling Tournament	\$ 1,500.00	
January 11-13	SLV Youth Hockey Tournament	\$ 1,500.00	
January 24	Rio Frio Ice Fest	\$ 2,500.00	\$ 1,500.00
March 23	Rocky Mountain Nationals ASU	\$ 1,500.00	
May 3	All Valley Art Show	\$ 500.00	
May 4	Cinco de Mayo Celebration	\$ 1,500.00	
June 4	All State Games	\$ 2,500.00	\$ 7,500.00
June 6	Summerfest on the Rio	\$ 2,000.00	
June 14	Rails & Ales Block Party	\$ 2,000.00	
June 15	Rollin' Deep	\$ 2,500.00	\$ 500.00
June 20	Round Up Rodeo	\$ 2,500.00	\$ 1,000.00
June 21	Rodeo Dance & Street Party	\$ 1,500.00	
June 22	Alamosa Round UP CONCERT	\$ 2,500.00	\$ 1,000.00
June 23	Mt. Blanca Summer Muisic Conservatory	\$ 500.00	
July 5	Cats Classic Pro AM	\$ 2,500.00	
August 9	Alex P Kahler Memorial Tournament	\$ 1,000.00	
August 24	SLV Pride Fest	\$ 1,500.00	
August 24	GSD Dark Sky Celebration	\$ 1,500.00	
August 30	Early Iron Car Festival	\$ 2,500.00	\$ 2,000.00
September 6	Alamosa Art Festival	\$ 2,500.00	\$ 500.00
September 7	SLV Great Outdoors	\$ 1,500.00	
September 21	Society Hall's Annual Celebration	\$ 1,000.00	
September 28	Oktobrufest	\$ 2,000.00	
October 19	Splashland Annual Benefit Sprint Triathlon	\$ 1,000.00	
December 21	Christmas Light Parade/Rudolph Run	\$ 500.00	
Series July -Oct	Mobil Kitchen at Farmers Market	\$ 1,000.00	
Series July-Oct	Farmer's Market	\$ 1,500.00	
Series June-Aug	Sunday's at Six	\$ 2,000.00	



*Alamosa*

ALAMOSA CONVENTION & VISITORS BUREAU

610 State Ave. Alamosa, CO 81101

ALAMOSA.ORG

PRESORTED STANDARD  
U.S. POSTAGE  
PAID  
ALAMOSA, COLORADO  
PERMIT NO. 5



@kliregs



@jakcubfox



@deesunnyside



@k8gress

#VISIT ALAMOSA



@merit:selinaslevers



@kataticousderf



@devynsdaydream



@yourfavoritedre