

Visit Alamosa

2022 Annual Report



Meet the Visit Alamosa Team



Kale Mortensen
Executive Director



Elizabeth Sumner
Director of Destination Development and Public Relations



Savannah Schlaufman
Director of Marketing



Molly Mendez
Welcome Center Manager



Samantha Bogle
Marketing Assistant



Ellen Dodds
Support Operator



Board and Staff Retreat, 2022

Meet the 2022 Visit Alamosa Board



Rob Oringdulph
Chair, Edward Jones Investments



Chris Lopez
Vice Chair, Alamosa Citizen



Danielle Van Veghten
Treasurer, Alamosa State Bank



Fred Bunch
Great Sand Dunes National Park



Liz Thomas-Hensley
Adams State University



Andrea Oaks-Jaramillo
Promethean Marketing



Debora Hankinson
Alamosa KOA

About Us



Visit Alamosa is the Destination Marketing Organization for Alamosa County, encompassing both the Alamosa Convention & Visitors Bureau and the Marketing District Board & Tourism Board. Our purpose is to benefit the quality of life of the residents of Alamosa County, through the economic development of tourism. We strive to drive demand for visitation to Alamosa. We promote Alamosa to potential visitors through marketing and improve the experience of visitors while they are here through destination development.

We use a modern, integrated marketing approach, consisting of advertising, digital promotion, social media, public relations, and more.

Visit Alamosa organizes the Beat the Heat BBQ, First Fridays, Discover Alamosa (as part of Adams State University's New Student Orientation), and more. We also produce

programs like *We ♥ Our National Park* and Restaurant Week, which enhance the visitor experience in Alamosa. In addition, the Marketing District Board oversees a Marketing Grant that funds projects related to the promotion of tourism, arts & culture and public events.

We also operate the Colorado Welcome Center in Alamosa, where we welcome visitors into our community, both enriching their visit and encouraging them to stay longer. Through our Welcome Center and marketing avenues, we strive to manage tourism to our community, emphasizing responsible recreation and encouraging off-peak visitation.

Visit Alamosa is your community partner in tourism. We strive to collaborate with all of our partners in order to drive economic growth of Alamosa and the San Luis Valley. Reach out and let's work together!

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Check Out Our Industry Page



This one-stop page has everything you need as our valued industry partner. Sign up for our Industry Newsletter, update your Alamosa.org listing and more!

A Message From Our Executive Director & Board Chair

In 2022, Visit Alamosa introduced new programming focused on increasing traveler spending and increasing visitation for shoulder seasons of Spring and Fall. It was a year well defined by collaboration and partnership. Visit Alamosa reintroduced what is now an annual campaign for *We ♥ Our National Park*. This campaign is only possible through partnership and buy-in from our community and stakeholders. The program has seen overwhelming success and was awarded the Colorado Tourism Office Governor's Award for Outstanding Community Initiative. This program not only celebrated our amazing Great Sand Dunes National Park, but showcased all the amazing business that make our destination great. For 2023 we will continue developing partnerships with stakeholders and providing resources as the tourism entity for Alamosa County.

We saw a dip in demand and visitation in 2022 coming off of a record 2021. This trend was common amongst rural destinations in Colorado. As we track 2023 trends, we expect to see similar to pre-pandemic levels. A good portion of focus will continue to push spring and fall travel to expand traveler spending in less visited months. If we see any indication of decline in summer demand we will adjust efforts to maintain our main summer season. As you look through the data and updates in this report please keep in mind that our office serves as a resource. We encourage you to reach out and see if this data can be applied and helpful to your business or organization. Our destination is more than just the beautiful landscape, it is made up of a great community that creates a unique experience for our visitors.

—Kale Mortensen & Rob Oringdulph

The Impact of Tourism in Alamosa

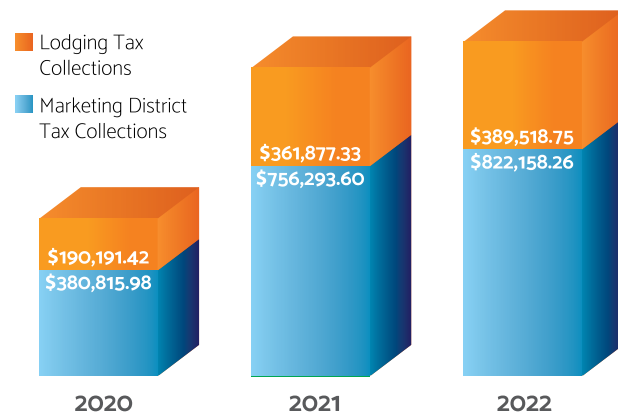
Visit Alamosa works to improve the quality of life in our community through tourism. Through development of the tourism industry, we are able to create social and economic opportunities for our residents and local businesses, benefiting all those that call Alamosa home.

Visit Alamosa is funded by a combination of two taxes, a Marketing

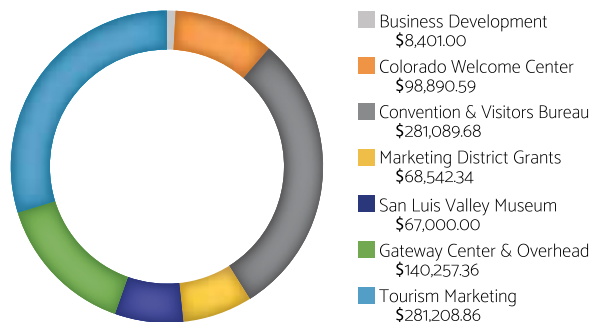
District Tax and Lodging Tax, both paid by visitors to Alamosa's hotels, RV parks and short-term rentals. This tax, paid by our visitors, fund our office and supports Alamosa's thriving tourism economy.

In 2022, \$1,211,677.01 was collected. This represents not only recovery for Alamosa after 2020, but an upswing for tourism in Alamosa.

Collections



2022 Budget Breakdown



Return on Investment

\$72.20

This measurement demonstrates how effective Visit Alamosa's marketing efforts are each year by comparing direct traveler spending with our budget. In 2021, for every \$1 spent, we saw \$72.20 in return.

\$72.2 Million

Direct Traveler Spending

This is the total of all the purchases made by travelers during trips within Alamosa County in 2021.

471

Direct Employment

This is how many jobs in Alamosa County were attributable to travel expenditures in 2021. This includes both full and part-time wage positions, salary workers and proprietors.

\$4.8 Million

Direct Tax Receipts

This is how much tax was collected in Alamosa County from travel-related purchases in 2021. This includes state, county and local taxes.

Statistics Courtesy of Dean Runyun Associates, 2021

Industry Resources

Visit Alamosa works closely with our community and the local businesses that make up Alamosa's tourism industry. Our office is here to help and to assist our lodging, retail, attraction and restaurant partners. These are just some of the resources that we offered to our partners in 2022 and beyond!

Visit Alamosa Industry Newsletter

In 2022, Visit Alamosa launched an Industry Newsletter. In contrast to our consumer newsletter, our Industry Newsletter is meant for all of our community partners to keep up to date with our office and to be alerted of opportunities to work with us throughout the year.



Industry Networking

In 2022, we launched Tourism on Tap to offer an opportunity for our partners to network with our office and others in the industry. In 2023, we are working to offer a variety of creative networking opportunities for our partners to build on the success of these efforts.



Industry Resources Page on Alamosa.org

In 2022, we completely overhauled our Industry Resources page on our website. Our vision was to create a one-stop location for our partners, where they could find all the information and resources our office provides in one convenient location. Our Industry Resources page contains a myriad of resources, including our partner document center, forms for updating listings on Alamosa.org and sharing deals and packages for our office to promote, upcoming programs and more. From here, you can also subscribe to our Industry Newsletter!



Join us in strengthening our community through the promotion of tourism. By partnering our region's diverse tourism opportunities we aspire to drive economic development for both Alamosa and the greater San Luis Valley region. Utilizing resources for content marketing and further work to transform Alamosa into an increasingly progressive travel destination while simultaneously supporting our area's vibrant business, socio-cultural history, and overall community.

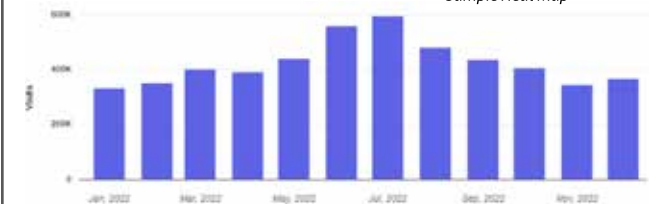


Team Visit Alamosa Consultations

In response to 2020's unprecedented climate, Visit Alamosa began offering free consultation sessions to our partners. We have continued this effort through 2022, and will continue offering it as a resource in 2023. Visit Alamosa has access to geolocation data, which allows us to monitor and analyze visitation trends, track visitor movement, and identify visitor segments to target. This allows us to fine-tune our own marketing efforts, and by offering consultations, we are able to share these insights with our partners!



Sample Heat Map



Sample Visitation Trend Chart

Website Marketing

232,985
Users in 2022

0.18%
Increase from 2021

290,018
Sessions in 2022

0.48%
Increase from 2021

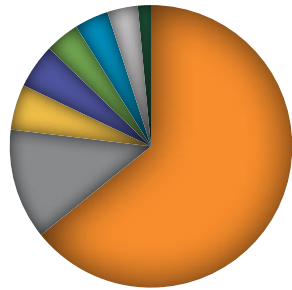
A large component of Visit Alamosa's digital marketing strategy involves the management of Alamosa.org, and driving visitation to our website. In 2022, we made important updates to Alamosa.org and strengthened our encompassing marketing strategy, resulting in a record-breaking year for our website.

Through the combined efforts of Visit Alamosa and our partners at Agency Tourism Marketing, in 2022, we had the most users ever to Alamosa.org. We plan on building on that success for 2023.

This year, our team focused on creating new content for our website, as well as giving a refresh to existing content, such as our **Things to Do** that was completely reimaged to give users a brand new experience on Alamosa.org. We also focused on creating new landing pages for our brand new Destination Development programs, such as First Fridays with Visit Alamosa. These are efforts we will continue to build upon and improve in 2023.

As part of our website marketing strategy, we utilize Google Ads. In 2022, our click through rate for Google Ads increased by 23.04% from 2021. In 2022, Google Ads users increased 19.29% from 2021.

Acquisition Channels:



Organic Search continues to be our dominant acquisition channel, due in part to the success of our Search Engine Optimization. Of note, percent acquisitions from social and email have grown since 2021.

Visit Alamosa Newsletter:

634,721
Newsletters sent in 2022

43,284
Newsletter Subscribers

In 2022, we sent 17 newsletters throughout the year to our general newsletter subscriber list. This resulted in 634,721 newsletters being sent. By the end of the year, we had reached 43,284 subscribers.

Top User Locations:

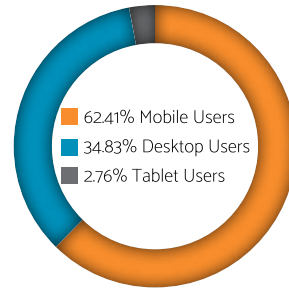
Countries:

- 1) Canada
- 2) France
- 3) UK
- 4) India
- 5) Germany

States:

- 1) Colorado
- 2) Texas
- 3) Arizona
- 4) California
- 5) Illinois

Users by Device:



In 2022, our audience's makeup by device continued to shift in favor of mobile users. We have responded to this shift by prioritizing our mobile experience.



This involved a host of updates, from including icons in our menu items to adopting a mobile-first design optimizing the experience for our mobile users.

Social Media Marketing

Visit Alamosa

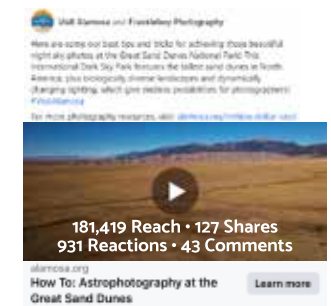
Facebook is our largest social platform, with 13,075 followers, 4,391 of those added in 2022 (that's a 513.3% increase from 2021!). In 2022, our paid strategy on Facebook resulted in 1,304,982 impressions, up 225.6% from 2021. In addition to paid ads, our organic reach increased in 2022, 45.8% from 2021.

45.8%
Increase in Organic Reach from 2021

13,075
Followers as of the end of 2022

132.8%
Increase in Paid Reach from 2021

Our Top Post of 2022:



@visitalamosa

Instagram is our second largest audience, where we ended 2022 with 4,420 followers! Our 2022 Instagram strategy more heavily featured reels and continued to feature user-generated content, showcasing authentic content from the perspective of our visitors. During National Park Week in 2022, we

also had the opportunity to take over @visitcolorado, resulting in 307,845 impressions and 12,983 engagements between posts, reels and stories.

79.7%
Increase in Reach from 2021

307,845
@visitcolorado Takeover Impressions

Our Top Post of 2022:



@visitalamosa

In 2022, we ended the year with 932 followers. Twitter is an excellent supplement to our overarching social strategy, allowing us to amplify our message and the Visit Alamosa brand. We are also able to track trends within the travel industry in real-time and interact with potential visitors and partners on the platform.

Our Top Post of 2022:



@visitalamosa

Tiktok is an emerging platform for us. With the growing trend of vertical video across social media, producing vertical video content is a top priority for us in 2023. Through a combination of working with content creators, as well as content produced in-house, we hope to greatly increase our presence on this platform.



Visit Alamosa

In 2022, as part of our overall strategy to engage our community stakeholders, we enhanced our presence on our LinkedIn page. LinkedIn has been a valuable platform for us to connect with those in our industry and community. Here, we are able to create awareness for Visit Alamosa and how our office is supporting our local business community.



Print Marketing & Publications

Although our overall marketing strategy has become substantially more digital, print is still one of the ways that we are able to connect with visitors. Between paid print advertising and the publications Visit Alamosa produces in-house, we are able to reach a substantial amount of potential visitors through print.

Each year, Visit Alamosa produces the Alamosa Official Visitors Guide. These are distributed at the 9 Colorado Welcome Centers (including our very own in Alamosa!), in select markets through Certified Folder Displays, in our local lodging properties, mailed directly to visitors who request a guide on Alamosa.org and through a host of other marketing avenues. We also distribute digital versions of the guide on our website to those wishing to receive a guide in their inbox instead.

New in 2022, in response to requests from our lodging partners, we began printing the Visit Alamosa Food & Drink Guide. This brochure is distributed exclusively through our lodging properties. We print this guide more frequently and in smaller quantities than the Alamosa Official Visitors Guide in order to keep it current and reduce paper usage of guests who only want dining information, not necessarily all the information the entire Official Visitors Guide has to offer.



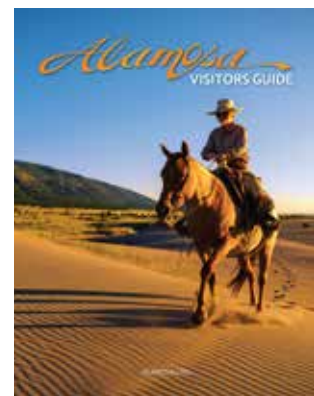
Print Advertisement, Colorado Official Visitors Guide



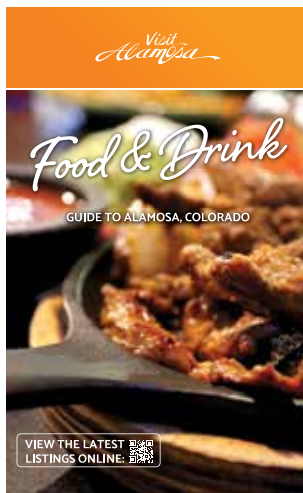
Print Advertisement, Love, Colorado



Print Advertisement, Colorado Parks Journal



Alamosa Official Visitors Guide



Visit Alamosa Food & Drink Guide

Print Advertisements:

USA Today: Saluting National Parks
 Love, Colorado Magazine
 Colorado Vacation Activity Guide
 Colorado Parks Journal
 Colorado Official Visitors Guide
 Alamosa In-Room Guest Directories

Totaling in Over 1,000,000 in Distribution

Visit Alamosa Publications:

Alamosa Official Visitors Guide
 San Luis Valley Trail Guide
 Zapata Falls Rack Card
 Visit Alamosa Food & Drink Guide

Totaling in Over 40,000 in Distribution

Digital Marketing Highlights

These are some highlights from our digital marketing efforts in 2022. Digital marketing continues to be a large part of our marketing strategy, and will continue to be in 2023.

Visit USA Parks

In Spring of 2022, we worked with Visit USA Parks to deliver Great Sand Dunes and Alamosa content to both international and domestic markets.

National Parks Trips

In 2022, we also worked with National Parks Trips on a hybrid print and digital campaign, which featured social, newsletter components, as well as a sweepstakes and Alamosa custom content and integration into MyColoradoParks.com.

Colorado Tourism Office and Miles Partnership

We work with the Colorado Tourism Office and their website partner, Miles Partnership throughout the year, including on programmatic campaigns and on our Alamosa brand page on Colorado.com.

Fall in Love with Alamosa

For the third straight year, Visit Alamosa has run a robust fall marketing campaign, targeting

consumers in key target markets to visit Alamosa in the late summer and fall. 2022 saw a record number of impressions from this campaign.

MMGY Colorado Tourism Office Co-op Campaign

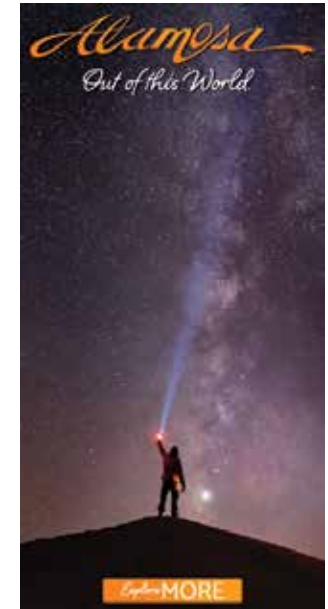
As part of our Fall campaign, in 2022 we participated in the MMGY and Colorado Tourism Office Co-op. This allows us to leverage matching funds from CTO, as well as promote Alamosa in conjunction with the Colorado brand.

Wide Open Spaces

For the second time, during Alamosa's peak tourism season, we have targeted digital ads to travelers in-destination, promoting off-peak activities and the San Luis Valley's wide open spaces. This assists in dispersing visitors and extending the length of their stays.

Datafy

In 2022, we worked with our partner Datafy on a number of campaigns. One highlight was our Summer RV campaign, which was launched with the help of our RV park partners in response to increasing gas prices in the Summer of 2022. This campaign focused on near-by markets like Colorado Springs and Denver.



12.8 Million

Combined Impressions Across These Campaigns

This is the total number of times our ads for all of these campaigns combined were viewed by our targeted audience.

First Fridays with Visit Alamosa

In March, Visit Alamosa launched First Fridays with Visit Alamosa, a reoccurring event, headquartered in Alamosa's Downtown. First Fridays with Visit Alamosa activated the programmable space downtown with the open-air *Market on Main*, showcasing Downtown Alamosa as the place to be for art, entertainment, shopping, and dining on the First Friday of every month.

The very first event in March saw 5 market vendors and 12 participating businesses. We saw consistent growth over the summer months with increasing numbers in the Market on Main, in downtown merchants participating, and in public

attendance. Originally slated to run through November, First Fridays returned in December 2022 by popular demand. In 2023, this event will go year-round.



First Fridays with Visit Alamosa Logo

20
Participating Local Businesses
in 2022

26
Market on Main Street
Vendors in 2022

9
Events in our Inaugural Year



Visit Alamosa's first First Friday, March 4, 2022



The Market on Main Street

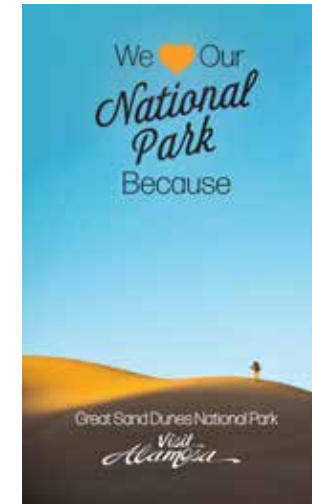


Downtown Mini-Golf is a recurring feature of First Fridays with Visit Alamosa



2022 Event Poster

We ♥ Our National Park



The second annual *We ♥ Our National Park* celebration saw a 10% increase in the voucher redemption rate—meaning more money in our businesses, an increase in community engagement through events and programs, and an increase in business participation through themed displays, specials, and general ‘celebrations’. The direct impact of the month-long program this year was \$148,003.

Special Events During We ♥ Our National Park Month:

- ♥ Kick Off Event at the Colorado Welcome Center in Alamosa, complete with local band Blue Sky and Ranger Information Tables
- ♥ First Fridays with Visit Alamosa
- ♥ Sponsored Trivia Night
- ♥ ASU Spring into Bear Days
- ♥ Bark in the Park



Kick-Off Celebration at the Colorado Welcome Center in Alamosa



Winner of the 2022 Colorado Governor's Award for Outstanding Community Tourism Initiative



"We ♥ Our National Park" themed First Fridays

32
Participating Local Businesses
in 2022

12
Participating Lodging
Properties in 2022

\$50.78
Average Spend Per Voucher

Destination Development Programs



Restaurant Week

This week was chosen based on restaurant owners' input, and is meant to generate spending in a typically slower season. 14 restaurants participated in 2022, creating a fixed price menu, available for one week only. The program promoted restaurants throughout Alamosa, and laid the foundation for a stronger relationship between our lodging properties and our restaurants.



2022 Restaurant Week Banner



To celebrate Restaurant Week, we partnered with Adams State University's Grizzly Activity Board to hide gift cards from the participating restaurants around campus and giving clues as to their locations out on our Instagram stories.

Margarita Mayhem

Visit Alamosa launched Margarita Mayhem as an Alamosa-Wide promotion. Eight restaurants joined the program. This program will run until October of 2023.

We can adapt and re print the passport before October of next year should we have new restaurants willing to join the promotion.

Looking forward to 2023 -If this passport is successful we can consider a similar program promoting a local speciality -Green Chili!



The 8 participating locations selected 8 delicious specialty margaritas that best showcase their business.



Margarita Mayhem Passports are distributed through First Fridays with Visit Alamosa, our lodging properties and the Colorado Welcome Center in Alamosa. Participants who try all 8 of the margaritas are given a special limited-edition holographic sticker.



Halloween in Alamosa

Visit Alamosa once again promoted various Halloween Activities as a cohesive weekend long experience. 17 businesses participated in a new skeleton decorating contest. Visit Alamosa hosted a downtown haunted walking tour and coordinated downtown Trick or Treating.



During October, Visit Alamosa distributed decorative skeletons to local businesses to decorate. Visitors and residents were able to vote for their favorites on Alamosa.org. Of the 17 businesses that participated, the Friar's Fork was the very first winner of our Skeleton Decorating Contest.



Team Visit Alamosa brought the Halloween spirit to downtown, coordinating Trick-or-Treating during the day, then hosting a bar crawl and a haunted walking tour in the evening.

Marketing District Grant

In 2022, we received 19 funding requests through our marketing and event grant program. With over \$74k in requests we were able to fund almost \$69,000. The Alamosa Local Marketing District appreciates all the community effort in bringing events and programs that add to our destination. The events that these organizations put together add value to our marketing for tourism but also contribute to the quality of life for our community. Thank you to all the hard work in 2022 to make Alamosa a very eventful destination!



\$69K

Local Marketing District Grants Awarded in 2022

This is the total amount of all the grants that we distributed during 2022.

2022 Grants Awarded

\$7,500.00	San Luis Valley Great Outdoors: Dark Sky Marketing	\$3,100.00	Young Professionals of Alamosa: Block Party for America
\$1,350.00	Sangre de Cristo National Heritage Area: Cinco de Mayo	\$1,500.00	Bike 2 Build
\$1,000.00	National Association of Rocketry	\$800.00	Alamosa Volunteer Search and Rescue: Suds 4 Sars Block Party
\$4,400.00	Alamosa Farmers Market	\$3,000.00	SLV Pride Fest
\$4,000.00	Alamosa Live Music Association: Sundays at Six	\$7,500.00	SLV Early Iron Car Show
\$3,000.00	Summer Fest on the Rio	\$6,000.00	Society Hall
\$900.00	Valley Bottom Rio Trio	\$4,788.00	ArtScape
\$2,778.00	Rollin' Deep Car Show	\$5,000.00	OktobruFest
\$7,000.00	Alamosa Round Up Rodeo	\$2,500.00	Splashland Triathlon
		\$5,000.00	Rio Frio Ice Fest

Beat the Heat BBQ & Brews

2022 marked the 9th annual Beat the Heat BBQ & Brews in Cole Park. This competition BBQ event is put on by Visit Alamosa and attracts BBQ cook teams from around the country. In 2022, 35 BBQ teams traveled to Alamosa to compete. 2022 saw the return of fan-favorite



collaborative aspects, including the 1874 Distillery Bloody Mary Show-down, the Spare Keg Brewerks Brewfest, the Brewer's Classic Cornhole Tournament, co-sponsored by Spare Keg Brewerks and San Luis Valley Brewing Co, and the SLV Sports & Wellness Hog Waller Mud Run.

Attendees were able to get in on the BBQ action through the People's Choice BBQ Tasting, where they were able to sample BBQ and vote for their favorite. Similarly, attendees of the Spare Keg Brewerks Brewfest were able to try beers from the 7 participating breweries and vote for their favorite.



2022 Brewfest People's Choice Winner



2022 Overall Grand Champion

Reimagine Destination

In 2022, Visit Alamosa was selected to participate in the Colorado Tourism Offices "Reimagine Destination" program. The program was implemented to assist destinations in advancing projects that foster long-term resilience of the Colorado tourism industry. The objective of this program is to enhance collaboration between state and local tourism leaders, share alignment on priorities to advance tourism, and implement one or more innovative tourism projects.

In our part of the program we focused on the Colorado Welcome Center in Alamosa and how Visit Alamosa could provide a better experience to visitors. We worked on improving our wayfinding signage and online digital presence, as well as identifying opportunities to provide retail and rental items and increase awareness and utilization of the Colorado Welcome Center in Alamosa.

For the wayfinding portion, we identified all signage that currently directs travelers to the Welcome



Reimagine Destination Workshop

Center and identified possible billboards and sides of businesses that might be able to be utilized as larger, more eye-catching signage directing travelers to the Welcome Center.

We also did an audit on our online digital presence, making sure that all listings online were cohesive and reflecting the most up to date hours of operation. We also established a Tripadvisor page for rating and reviews. We also worked to improve our reviews on the ChargePoint

app, which is the app travelers use to locate charging stations while traveling by EV.

In 2023, we will build on the success of this program. Visit Alamosa was selected to be one of 5 destinations to participate in the Colorado Concierge Learning Labs program. We will utilize this opportunity to focus on front line training for our local businesses, and through this training we hope to communicate the value of our Colorado Welcome Center to our community.

Industry Representation

Visit Alamosa represents Alamosa and its tourism industry in a variety of ways, including by participating in the following industry associations.

The **Tourism Industry Association of Colorado** represents those in the industry from restaurants to hotels and Destination Marketing Organizations (DMO's) like Visit Alamosa. This group focuses on legislative issues and how they benefit or impact our industry.

The **San Luis Valley Tourism Association** is a regional group that creates a collaborative approach to destination marketing by focusing on the promotion of the San Luis Valley and developing projects that benefit the whole San Luis Valley.

The **Destination Marketing Association of the West** is made up of DMO's on the western side of the United States. This organization offers resource sharing and best practices for DMO's.

Tour Colorado is a statewide group that focuses on marketing Colorado to domestic tour operators and group travel leaders. The goal is to increase the packaged travel market to Colorado.

The **Care for Colorado Coalition** is responsible for developing messaging to influence responsible visitation and visitor behavior. This includes messaging that aligns with Leave No Trace principles and the Do Colorado Right campaign.

The **Colorado Agritourism Association** focuses on developing agritourism opportunities in Colorado. The group serves as a resource for those entities and businesses offering agritourism experiences.

The **Colorado Association of Destination Marketing Organizations** represents DMO's across the state, offering insight and resource sharing across Colorado destinations.

The **Colorado Tourism Office Destination Development Committee** focuses on developing, managing, and promoting visitor experiences that align with the competitive advantage for a destination and help protect their unique sense of place.

Colorado Welcome Center in Alamosa

14,995
Visitors in 2022

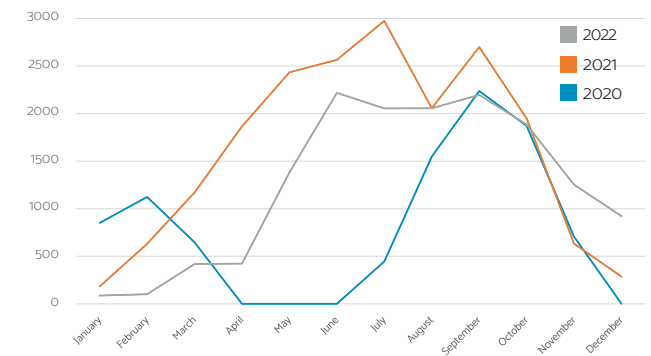
There are 10 Official Colorado State Welcome Centers, including the one managed by Visit Alamosa, located in Alamosa's historic Train Depot. They are strategically positioned in key entrance points across the state and serve as a great source of information for visitors traveling into and throughout Colorado.

Our Colorado Welcome Center went through a major remodel in 2022. We modernized the space with new paint and new furniture. We also added casting TV's, iPads, SUP rentals, and a small cache of souvenirs. We also updated our people counting software to the SenSource program. Along with the remodel, came the installation of two ChargePoint EV chargers. For additional convenience, we also provide a Tesla adapter.

The Colorado Welcome Center in Alamosa could not operate without our amazing volunteers. Our 2022 volunteer team consists of Don Thompson, Jan Oen, John Skinner, Josephine Gosiak, Noel Harlan, Ronnie Wright and Geri Morrison.



Colorado Welcome Center Volunteers at Visit Alamosa's Industry Reception



Colorado Welcome Center in Alamosa Visitation

Welcome Center Remodel



*Visit
Alamosa*

COLORADO WELCOME CENTER
610 State Avenue, Alamosa, CO 81101

PRE-SORTED
STANDARD
US POSTAGE PAID
ALAMOSA, CO.
PERMIT NO. 5



#visitalamosa