

Visit Alamosa



2021 Annual Report

Visit Alamosa

Who We Are:

Visit Alamosa is the tourism marketing entity for Alamosa County. Visit Alamosa encompasses both the Alamosa Convention & Visitors Bureau and the Marketing District & Tourism Board, who are appointed by the Alamosa County Commissioners. Our organization is funded by a combination of two voter-approved taxes, the Marketing District Tax and Lodging Tax, both which are paid by visitors through our hotels, RV parks and short-term rentals.

Our purpose is to drive demand for visitation to Alamosa, which we do through a combination of marketing and destination development. We use a modern, integrated marketing approach, consisting of advertising, digital promotion, social media, public relations, and much more. Our organization prints the Alamosa Visitor Guide, the San Luis Valley Trail Guide and a host of other promotional materials to inspire visitation to Alamosa and the San Luis Valley.

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 organize programs like "We ♥ Our National Park" and Restaurant Week, which enhance the visitor experience to 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 in Alamosa longer. Through our Welcome Center and other 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 our partners in order to drive economic growth of Alamosa and the San Luis Valley. Reach out and let's work together!

VISIT ALAMOSA STAFF



Kale Mortensen
Executive Director



Savannah Schlaufman
Director of Marketing



Elizabeth Sumner
Director of Destination
Development & Public Relations



Molly Mendez
Welcome Center Manager

MARKETING DISTRICT & TOURISM BOARD

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.”



Rob Oringdulph
Board Chair



Chris Lopez
Board Vice Chair



Danielle Van Veghten
Board Treasurer



Fred Bunch



Liz Thomas-Hensley



Manish Patel



Deborah Hankinson

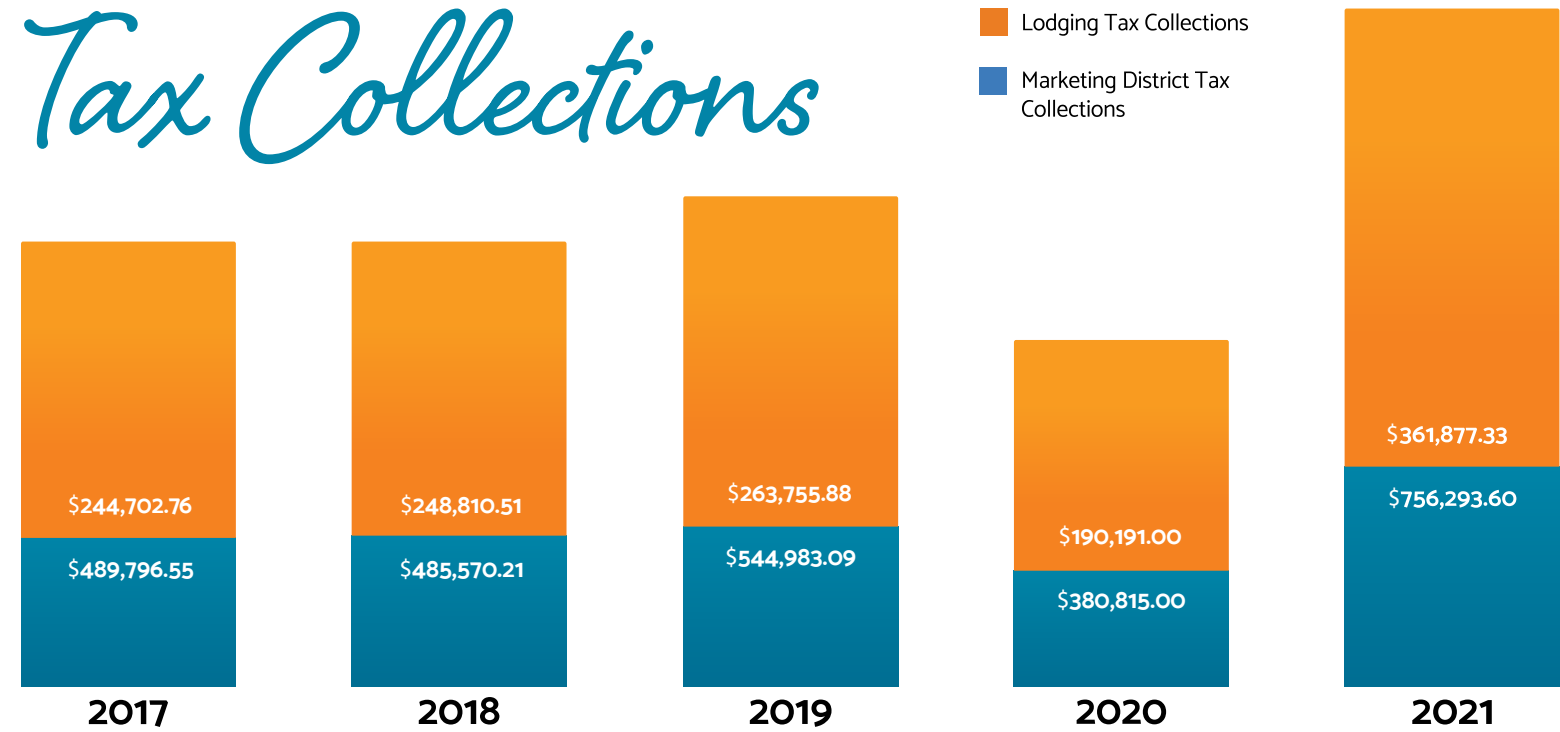
MESSAGE FROM ED & CHAIR:

2021 was a year in which the resilience and perseverance of Alamosa was showcased. Coming out of the most impactful year of the pandemic, we saw growth and adaptability. 2021 for tourism was a record year for some sectors but we certainly see and feel the new challenges the pandemic has presented and adapting to the new norms. We saw more travelers to our destination in 2021 with Great Sand Dunes National Park welcoming over 600k visitors. Through the visitation growth though, we saw businesses struggling to hire which impacted operations. As we received 2020 data from our state tourism office, we saw that both our destination and region were more resilient to impacts. We believe our region has a competitive advantage with

location, offering affordable options and space for endless outdoor recreation. While still facing the challenges the rest of the state faces. As you will see in this report, our office is and will continue to make adjustments to trends while adapting to being a resource wherever needed. In 2021 we hosted a job fair while also developing campaigns with the intention of increasing travel into shoulder seasons and pushing more impact to our local restaurants and retails. Looking forward we expect to see the same challenges with hiring and have plans and projects intended to not bring more travelers but instead focus on increasing traveler spending.

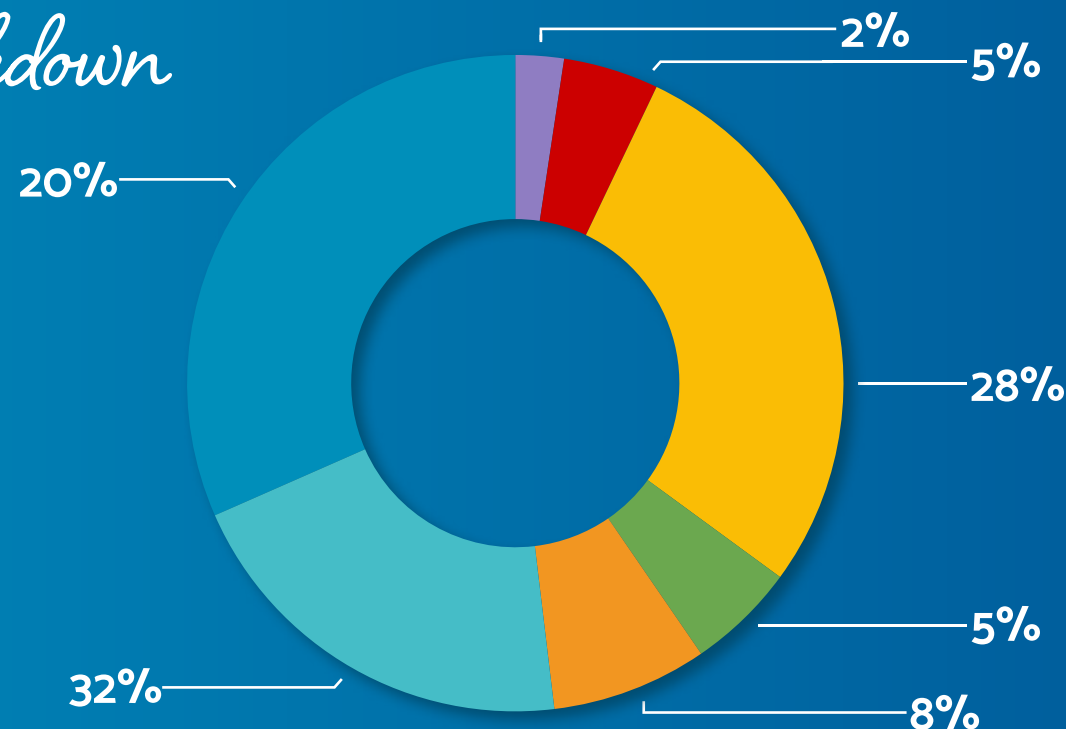
-Kale Mortensen & Rob Oringdulph

Tax Collections



Budget Breakdown

- Business Development
\$20,000.00
- Colorado Welcome Center
\$39,500.00
- Convention & Visitors Bureau
\$234,920.00
- Event Grant Program
\$45,000.00
- Museum
\$64,500.00
- Gateway Center/Overhead
\$170,500.00
- Tourism Marketing
\$265,350.00



#VISITALAMOSA

2020 Return on Investment

DIRECT TRAVELER SPENDING: ALAMOSA COUNTY

2019: \$49.4M 2020: \$42.9M ↓13%

This figure represents purchases by a traveler during their trip. This does include taxes. This is the direct economic impact of tourism in the county of Alamosa associated with travelers.

Insight: The San Luis Valley region, known as the “Mystic San Luis Valley” saw collectively a 6% decrease when compared to 2019 with a total traveler spending of \$156.5M. Colorado as a whole saw a decrease of 36.3%.

DIRECT TOURISM EMPLOYMENT: ALAMOSA COUNTY

2019: 3.6K 2020: 3.1K ↓13.4%

This figure represents the full and part-time employees directly associated with the travel industry.

Insight: In 2019, Alamosa saw a dramatic increase of +600% in this category, and lost about 13% of that through the pandemic in 2020. For comparison, Alamosa County had the same decrease as the entire Mystic SLV, while the rest of the state saw a 20.4% drop in employment.

DIRECT EARNINGS: ALAMOSA COUNTY

2019: \$84.0M 2020: \$78.0M ↓7.2%

This number reported shows the earnings of the employment of Alamosa County with wage, salary disbursement and earned benefits.

Insight: In 2020, Alamosa saw a 7% drop which was also in line with the region. Colorado as a whole saw a 12.7% decrease in direct earnings in the tourism industry.

DIRECT TAX RECEIPTS: ALAMOSA COUNTY

2019: \$4.4M 2020: \$4.0M ↓10.7%

This figure is all the tax receipts collected as levied on applicable travel-related purchases such as lodging, food and beverage service, retail goods and motor fuel.

Insight: This figure shows the same trend, with a difference coming in price points such as lower lodging rates and gas prices.

\$62.19

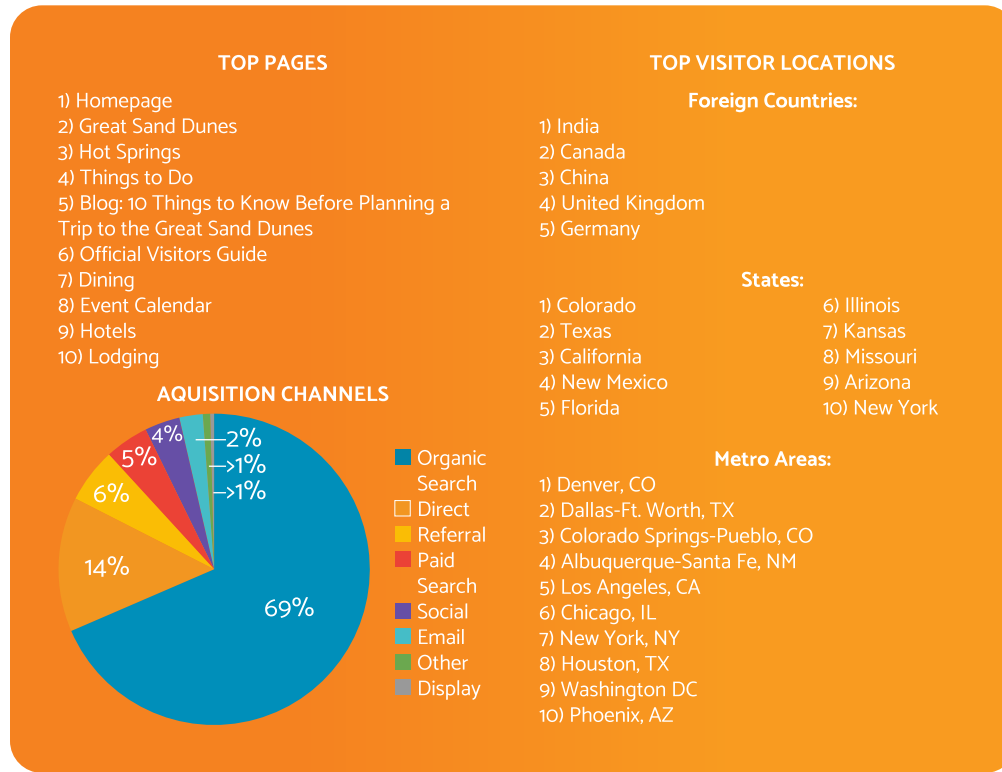
Return on Investment

Return on Investment is measured by using our marketing budget expenses compared to Direct Traveler Spending. This measurement demonstrates how effective our Visit Alamosa’s marketing efforts are each year.

In 2020, Visit Alamosa pulled back marketing efforts early in the spring and summer with the pandemic looming and a lot of uncertainty at that time. This amounted to our office spending \$678,902.58 during 2020. At the conclusion of 2020, Alamosa County saw direct traveler spending at \$42.9 Million, meaning that for every \$1 that we spent, we saw \$62.19 in return.

ALAMOSA.ORG

Alamosa.org Website Statistics



Overall, Alamosa.org saw massive growth through 2021 with more visitations to site from new users with increased pageviews and sessions. What does this mean for tourism? This means we have a larger base of potential visitors viewing more things to do in our area. Alamosa.org serves as a resource for multiple different strategies. It is the one stop shop for visitors to find local businesses, attractions and restaurants. It also helps us capture data such as demographics and locations of potential visitors. The site is a dynamic platform in which we highlight the area and campaigns to push traveler spending leading to economic growth for Alamosa and the surrounding San Luis Valley.

130% Growth in Traffic Since 2018

Since we've refreshed this website in 2018, we've seen over 130% growth in website traffic. This achievement was accomplished through strategic marketing of our website through Search Engine Optimization, digital advertising and marketing campaigns focused on driving traffic to our website.

Beyond the landing page, our top pages on our website carry a common theme of outdoor recreation and hot springs with Great Sand Dunes National Park page seeing almost 38k, hot springs and swimming seeing 25k and things to do page a close third at 24k. More importantly, since releasing our campaign around sustainability, we've seen the "Know Before You Go" page grow by 56%. This means not only have our visitors grown since 2020, but they are better educated in respecting and taking care of our destination.



Great Sand Dunes Pages Rebuild

In 2021, we separated what was traditionally one comprehensive "Great Sand Dunes" landing page into four different pages, reworking the main page and highlighting specific areas of the park. This project was designed to improve SEO for selected search terms and to highlight the diverse offerings of the park.



Email Newsletter Overhaul

In 2021, we overhauled our newsletter template design to look more modern and better align with the Visit Alamosa brand. At the end of 2021, our list of email subscribers was over 43K. Email subscribers were responsible for 10% of our Visitor Guide requests in 2021.

43,000+ Email Newsletter Subscribers

Stay Inspired Giveaway Campaign

In January of 2021, we launched the "Stay Inspired" Giveaway campaign. This campaign was designed to increase website traffic, increase consideration of visiting Alamosa at a future date and bring attention to our Itinerary Planner. In this campaign, we incentivized use of the Itinerary Planner by giving away a Weekend Getaway (lodging, National Park pass, sandboard rentals and a restaurant gift card) to a winner selected at random from all of the itinerary submissions during the month of January. This campaign helped boost website traffic during what is typically a slow month for Alamosa.org and resulted in a 25% increase to the Itinerary Planner page.



Wide Open Spaces Campaign

In 2021, we developed the "Wide Open Spaces" landing page on Alamosa.org. This page highlighted National Forests, Wilderness Areas and other areas to showcase the San Luis Valley's expansive open spaces that could be explored. This page also featured Care for Colorado messaging to encourage responsible tourism. This page was heavily promoted during our peak summer season to extend visitor stays, as well as disperse visitors to less-traveled areas.



Interactive Maps

In 2021, we integrated interactive maps into Alamosa.org, to improve user experience and help travelers visualize where various restaurants, lodging properties and attractions are in Alamosa and the San Luis Valley to better plan their trip.

3 BIG TAKEAWAYS FROM 2021:

- 1) Visitors are looking for more open space destinations that they feel comfortable exploring.
- 2) With over 130% growth, the revamped events page is highlighting our local events to a broader audience.
- 3) Investments into Search Engine Optimization continue to show rewards with over 41% growth in acquisition and over 65% of traffic coming from search engines.

↑45.70%

Users

232,569 (2021)
vs 159,624 (2020)

↑45.76%

Sessions

288,631 (2021)
vs 200,249 (2020)

↑44.14%

Pageviews

613,091 (2021)
vs 420,622 (2020)

↑41.75%

Organic Search

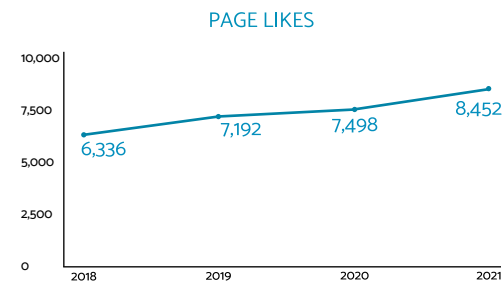
162,849 (2021)
vs 114,886 (2020)

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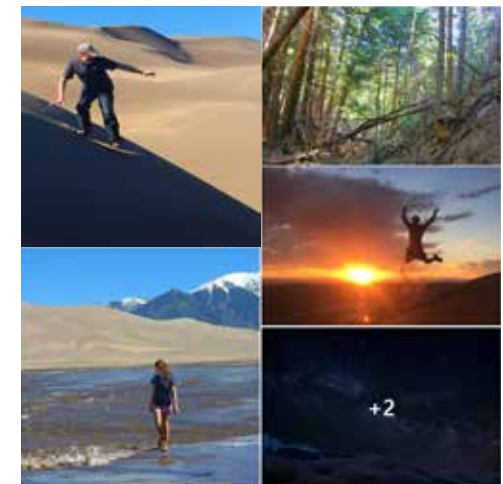
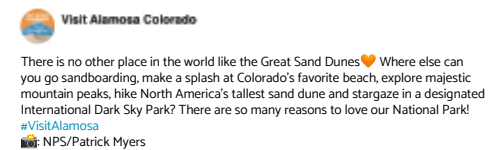
ALAMOSA.ORG

Social Media Insights

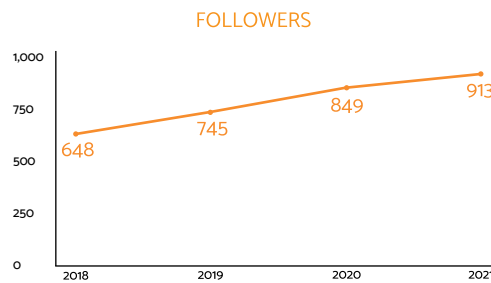
Through a combination of paid and organic efforts, our social media presence continues to grow across platforms. In 2021, we continued to utilize Crowdriff to source user-generated content. This allows us to share authentic Alamosa content from the visitor's perspective, which really resonates with our audience.



TOP POST



53,684 Reach • 1,479 Likes & Reactions
164 Shares • 248 Comments • 2,607 Clicks

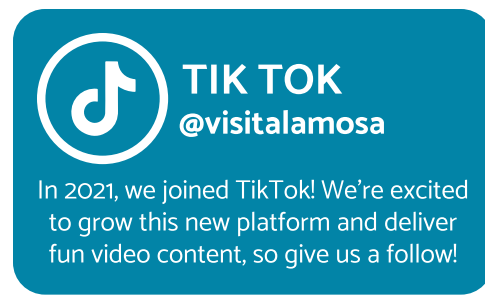


TOP TWEET

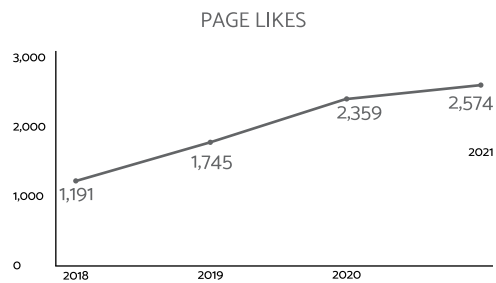


2,616 Impressions • 64 Engagements
2 Shares • 3 Likes

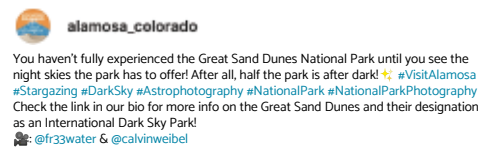
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In 2021, we joined TikTok! We're excited to grow this new platform and deliver fun video content, so give us a follow!



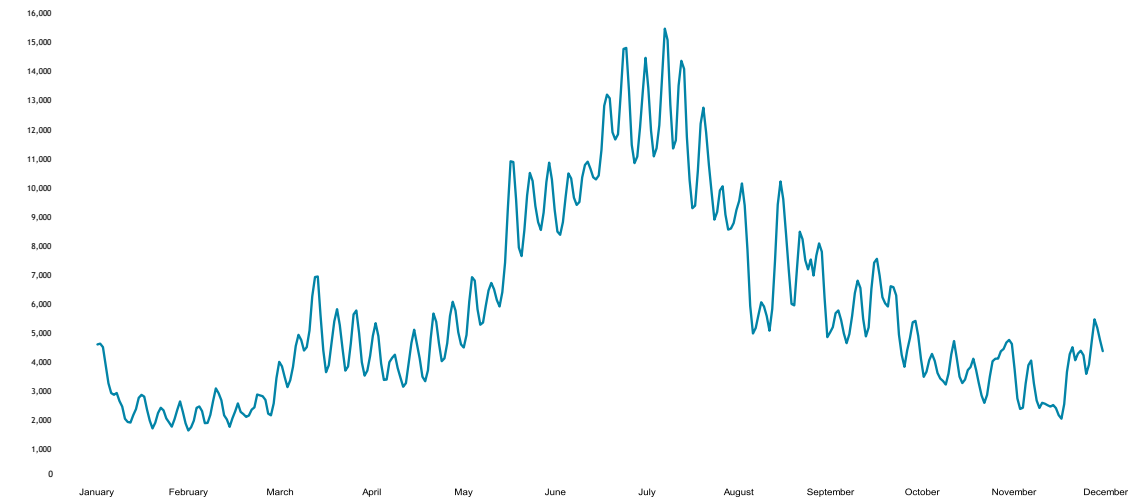
TOP POST



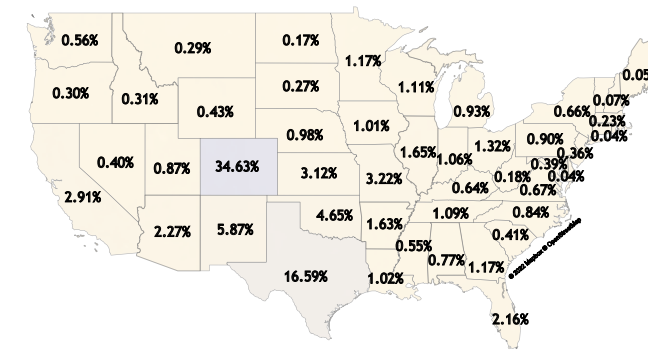
13,455 Reach • 426 Likes • 9 Comments
56 Shares • 101 Website Taps

Datafy Location Intelligence Data

DAILY VISITOR DAYS SPENT: 2020



We utilize Datafy to monitor location data from mobile GPS in order to better inform our marketing efforts. Access to this data allows for us to analyze trends and track visitor movement, as well as identify visitor segments to target. By utilizing this resource, we are able to fine-tune our marketing efforts to be the most effective in order to best spend our marketing dollars. Through Datafy, we are also able to track the success of our marketing campaigns, and determine how many of those who are served our ads end up in our destination and our lodging properties.



Notable Trends from our Data

Outdoor Rec Trends: In 2020 we saw the Texas market generate the most usage with our outdoor recreation locations. This trend continued in 2021 with 12,314 visitors coming from Texas.

Fall Figures: Fall of 2020 saw a pent up demand for travel to our area, we saw nearly 688K people in the time frame between August and October. This was 80K+ more in that timeframe in 2019. In 2021, we saw this trend continue, with more visitors in the fall of 2021 compared to pre-pandemic.

RV Trends: RV Parks continue to grow, setting visitation highs every year since 2019.

HOW TOURISM IS DRIVING GROWTH BY NUMBERS:

2021 Increase in Occupancy. Occupancy in 2021 increased overall, but more importantly, we saw fall months increase over previous years. This is a result of our strategy of extending the summer season and spreading out travelers to off-peak times of the year. Occupancy data correlates with data we pull from our resource Datafy. Since 2019, we've seen an increase in general visitation to Alamosa grow in our fall months.

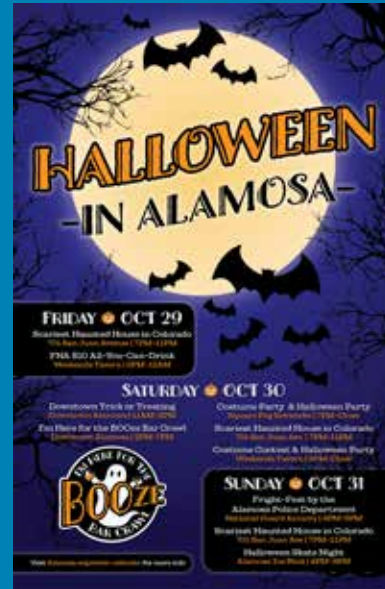
Highest website visitation in 2021. This means a larger audience is now aware of our destination with both attractions and local businesses getting greater exposure.

Record setting tax collection in 2021. This means programs and promotions can increase to bring more traveler spending to local businesses and our organization is able to fund more Marketing District Grants at higher levels.

Record Great Sand Dunes visitation in 2021. Since 2019, visitation to the Great Sand Dunes National Park has shown significant growth in our shoulder season months such as May, September & October.

Halloween in Alamosa

In 2021, Visit Alamosa worked to package various Halloween activities that were already occurring in Alamosa into an offering for visitors that could easily be promoted. Our office also coordinated Trick or Treating with businesses in Downtown Alamosa.



2021 was also the inaugural year of the “I’m Here for the Booze Bar Crawl”. Coordinated by Visit Alamosa, participating restaurants, bars and breweries in Downtown Alamosa offered themed drink specials. In addition, there were Halloween activities along Main Street to participate in. Visit Alamosa promoted the bar crawl and offered giveaways to those that showed up in costume. We also hosted a costume contest, offering prizes for various costume categories.



“I’m Here for the BOOze” Graphic



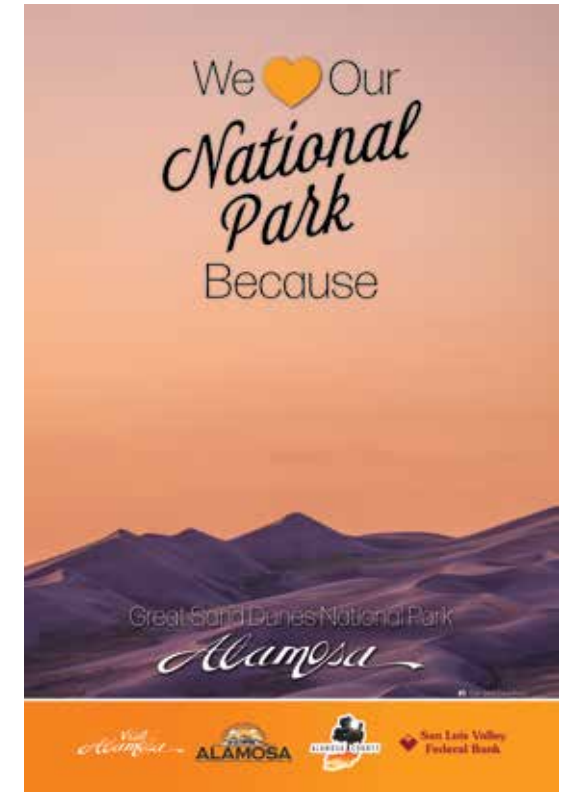
Snapchat Filter

We ♥ Our National Park

In 2021, we launched the “We ♥ Our National Park” program. We extended the celebration of National Parks Week to the entire month of April. The purpose of this program is to celebrate the economic impact that the Great Sand Dunes National Park brings to the San Luis Valley, increase traveler spending to local businesses. We created a landing page on Alamosa.org and implemented a social media campaign to promote this celebration.

As part of the “We ♥ Our National Park” program, Visit Alamosa, along with partners the City of Alamosa, Alamosa County and San Luis Valley Federal Bank distributed 685 Gift Vouchers to visitors through our lodging partners, that they were able to spend at participating local businesses. 47 businesses participated, including restaurants, retail and attractions and 13 of our lodging partners were able to distribute Gift Vouchers to their guests. “We ♥ Our National Park” flags were displayed in Downtown Alamosa, and participating businesses received posters that they were able to personalize.

To kick off the month, we hosted a celebration at the Colorado Welcome Center where Mayor Ty Coleman read and presented Superintendent Pam Rice with a proclamation declaring April to be Great Sand Dunes National Park Appreciation Month. The Great Sand Dunes also hosted a “BARK in the Park” program at Cole Park led by National Park rangers. Throughout the month there were also games and giveaways offered to visitors to the Colorado Welcome Center in Alamosa.



Posters Distributed to Participating Businesses

Alamosa-Wide Job Fair

In 2021, we heard from many of our lodging and restaurant partners that they were unable to fill open positions. In response, our office reached out to our partners and hosted the first-ever Alamosa Job Fair along with the City of Alamosa, Alamosa County, and the Colorado Workforce Center. This event featured 27 local employers and over 70 job seekers attended.



Notable Mentions & Features

Visit Alamosa regularly hosts journalist on “Familiarization Trips”, more commonly called FAMs. As a result of these, and other marketing efforts, Alamosa has been featured in some major publications. A current list of features is always available at Alamosa.org/industry for you to view. Here are some notable features from 2021:

- Five Incredible Stargazing Destinations Across the United States *Forbes Magazine*
- The Best National Parks in the U.S. *Conde Naste*
- 15 of the Best Winter Adventures in National Parks *Outside Magazine*
- 16 Truly Interesting Places in the US that Belong on your Post Pandemic Travel List *BuzzFeed*
- Three Days in South Central Colorado-Hot Springs, Camels and Aliens, Oh My! *AAA Encompass*

- 47 Participating Restaurants, Retail & Attractions
- 13 Lodging Partners



National Park Month Declaration



Bark at the Park

Program Highlights:

- \$4,985.33 Direct Traveler Spending
- 192% Voucher ROI
- \$61,595 Lodging Impact
- \$66,580.53 Total Program Impact
- 937% Program ROI



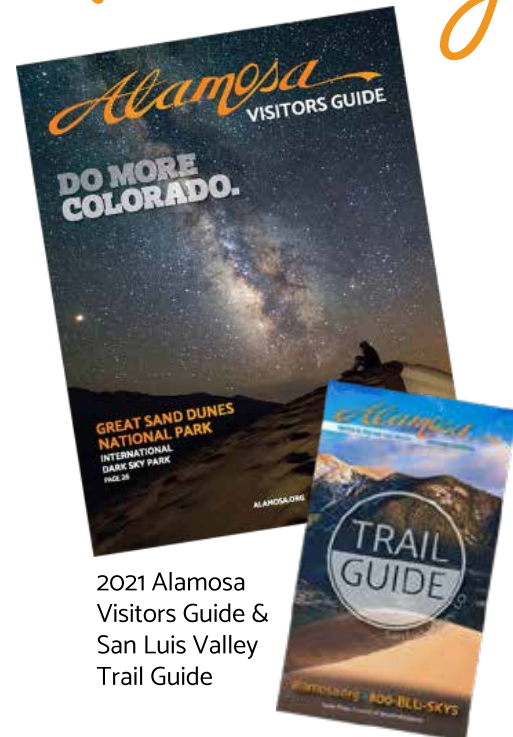
Print Marketing

Print Material:
2021 Alamosa Visitors Guide,
San Luis Valley Trail Guide,
Zapata Falls Rack Card

**Totalling 35,000+ in
Distribution**

Print Advertisements:
Colorado Official State
Vacation Guide, Colorado
Parks Journal, Love Colorado
Magazine, AAA EnCompass
Magazine, Colorado Vacation
Activity Guide, Alamosa
In-Room Guest Directories

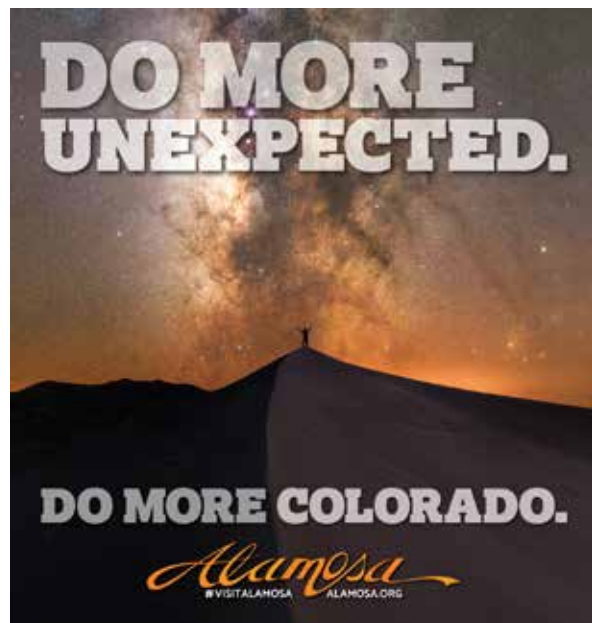
**Totalling 1,815,600+
in Distribution**



2021 Alamosa
Visitors Guide &
San Luis Valley
Trail Guide



Colorado Parks Journal Ad



USA Today Ad



Official Colorado Vacation Guide Ad

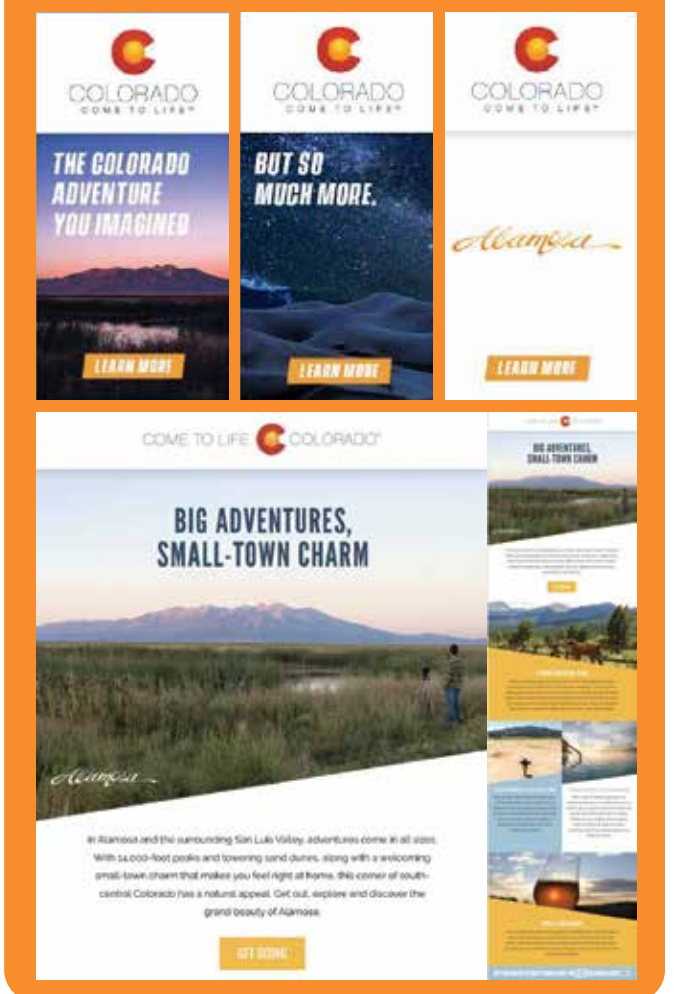
Fall Campaign

In 2021, we identified our fall season as a priority for marketing efforts. We saw a substantial increase in visitation in August, September and October 2020, due to both our marketing efforts and the lifting of travel restrictions. This identified a huge market opportunity for Visit Alamosa. We implemented a comprehensive marketing strategy to capitalize on this opportunity. This strategy involved a video campaign that was distributed through social media and digital advertising with our partner Datafy. By Utilizing Datafy, we were able to track how effective our advertising efforts were in getting visitors into Alamosa and our lodging properties. We also participated in a co-op partnership with the Colorado Tourism Office and MMGY, which utilized eTarget Media, Media IQ, MobileFuse, Sojern, Trip Advisor and two email campaigns to promote fall travel to Alamosa.

The Fall Campaign Resulted In 8.6 Million Impressions



COLORADO TOURISM OFFICE CO-OP



Colorado Welcome Center in Alamosa

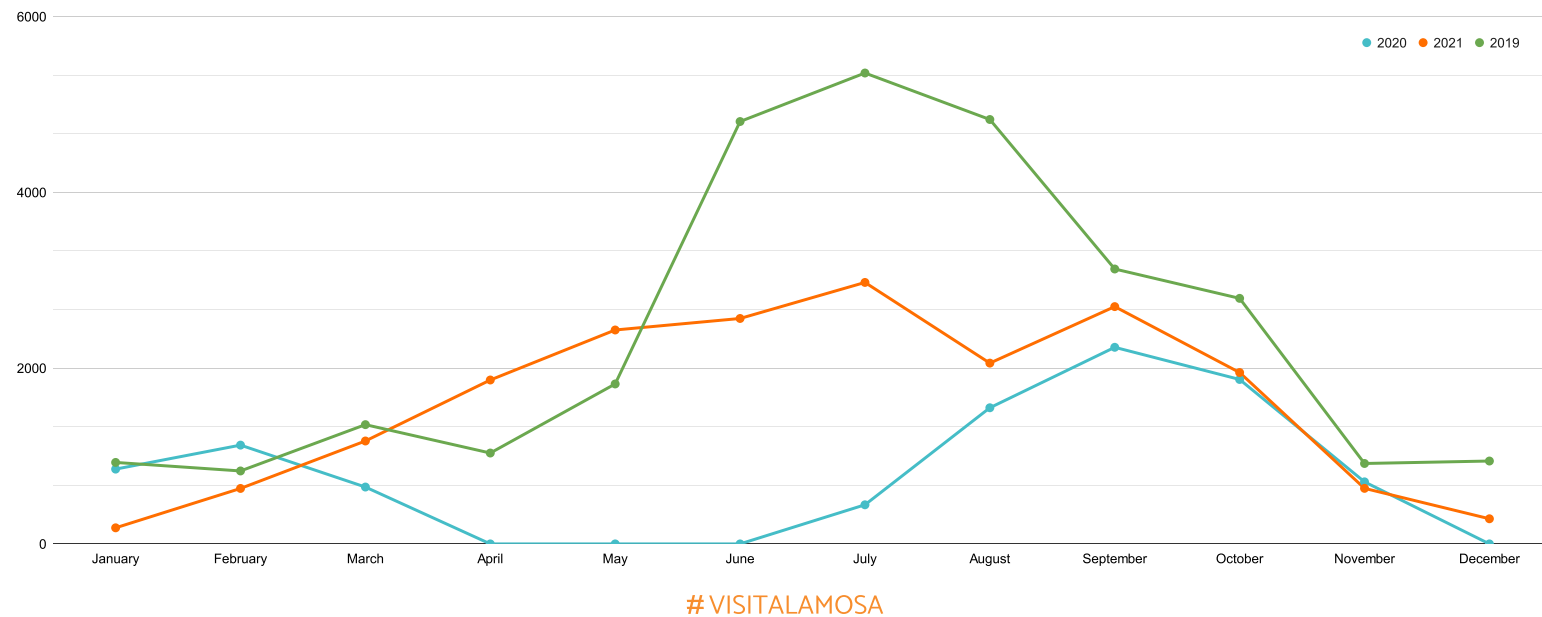


There are 10 Official Colorado State Welcome Centers, including the one managed by Visit Alamosa in Alamosa, Colorado. They are strategically positioned in key entrance points across the state. The centers, staffed by dedicated volunteers and staff, serve as a great source of information for visitors coming to Colorado. In 2021, Visit Alamosa added two EV Charging stations to the Colorado Welcome Center in Alamosa as an added convenience to travelers.

Special Thanks to our 2021 Volunteers: Ellen Dodds, Don Thompson, Ronnie Wright, Noel Harlan, Geri Morrison, Jan Oen and Josephine Gosiak.



COLORADO WELCOME CENTER IN ALAMOSA VISITATION



Marketing District Grants

The Marketing District Board oversees a Marketing Grant that funds projects related to the promotion of tourism, arts & culture and public events in Alamosa county.

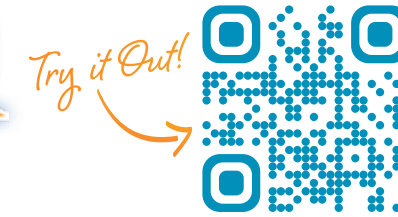
\$41,000 in Grants Awarded

In 2021, \$41,000 in Marketing District Grants were awarded to the events and entities in the table to the right.

365 ALAMOSA EVENT CALENDAR



Check out the 365 Alamosa Event Calendar on Alamosa.org, which highlights events in Alamosa.



EVENT	AMOUNT GRANTED
Round Up Rodeo & Concert	\$ 6,375.00
SLV Museum Association	\$ 1,200.00
Early Iron Car Show	\$ 6,375.00
National Sport Launch	\$ 1,500.00
Rollin Deep Car Show	\$ 2,000.00
Valley Bottom Rio Trio	\$ 1,800.00
Sundays at Six Concert Series	\$ 1,500.00
Oktobrfest	\$ 1,500.00
Splashland Sprint Triathlon	\$ 2,500.00
AVSAR Block Party	\$ 800.00
Alamosa Farmers Market	\$ 1,500.00
SLV Pride Fest	\$ 3,500.00
Rio Frio Ice Fest	\$ 4,000.00
SLV Youth Hockey Tournament	\$ 1,700.00
SLV GO Overland	\$ 1,500.00
Alamosa Arts Festival	\$ 2,000.00
MOKI-Green Plate Special	\$ 1,000.00
SLV Museum	\$ 250.00

Beat the Heat BBQ & Brews

44 BBQ Teams Competed

The Beat the Heat BBQ & Brews is an annual BBQ competition that is put on by Visit Alamosa at Cole Park. 2021's event was a resounding success, with several new components added. Visit Alamosa partnered with 1874 Distillery to bring a Bloody Mary Contest to the event, with a BBQ team showing down against a team of brewers in a live competition using vodka from 1874 Distillery. 2021 also saw the return of the SquarePeg Brewerks Brewfest. 7 breweries from around Colorado traveled to Alamosa for the Brewfest. Fan favorites returned, such as the Brewer's Classic Cornhole Tournament, the Hog Waller Mud Run, Kid's Q Competition and of course, the People's Choice BBQ Tasting.



Visit
Alamosa

610 State Ave. Alamosa, CO 81101

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



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@jessica.amity

@kataliciousdef

#VISIT ALAMOSA

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