



# RESTART

*Alamosa Tourism*

Tourism Marketing  
Recovery Kit  
for Businesses



# Current Conditions

## CTO & VISIT ALAMOSA EFFORTS

The Alamosa Convention and Visitors Bureau continues to monitor trends and easing of restrictions to determine the right course of action. Currently with state guidelines and restrictions, out of state travel is not being actively marketed although there is likely a significant number of visitors from surrounding states currently visiting our area. The Colorado Tourism Office recently moved into phase two of their “Wait, Ready, Set, Go” campaign which includes marketing to in state travelers. Visit Alamosa feels we have a competitive advantage in this stage since most of the population lives in the front range and was previously one of our largest markets to target. We will start promoting Alamosa and the San Luis Valley to this market to encourage safe travel to our outdoor attractions and attractions that remain open for visitors. This will be accomplished through a few different tactics, utilizing Social Media targeted posts, Digital Marketing of Alamosa.org and a video campaign to be ran for Fall/Winter travel. For more information on the states marketing campaign you can view it [here](#).

The Colorado Welcome Center was shut down mid-March but reopened as of July 1 with restrictions and change of operations. Alamosa CVB feels confident and comfortable in creating a safe space for visitors. The welcome center will operate Tuesday through Saturday from 9am to 4pm with a large focus on supplying travelers with up to date information on travel guidelines and safe practices supplies by the Colorado Tourism Office which can be found [here](#). We highly encourage our partners to use these tools and messaging in their own promotion and messages.

# Purpose

## HOW TO USE THIS KIT

The purpose of this kit is to give businesses and organizations information to use in their own operations and promotions and give insight into how Visit Alamosa will be promoting Alamosa and the San Luis Valley. We strongly feel a unified message will help capitalize on the travel market that is eager to get out of the house and explore. The information included here gives ways that you can link on to our messaging and get best practices for navigating this new terrain of tourism marketing in a COVID world. It is important to consider our communities need for safety while being able to provide the economic benefit of tourism. In this kit we will provide both tools and content that the Colorado Tourism Office is providing, as well as some that are specific to Alamosa and the San Luis Valley. We are also here as a resource to help support any marketing efforts focused on bringing in travelers. The data and information provided is just a snapshot of the time this was created and encourage you to reach out to get the most up to date figures as we move closer to bringing back more guests.

This kit shows a glimpse at what information and data is available to use, the hope is that each individual entity will reach out and setup a time to create a plan and specific insight that may be useful to them. We hope this information is valuable to you and want to help however we can to create the best strategy to capture the tourism market.





# Capitalizing on the Target Market for Alamosa

## **CURRENT CONDITIONS: CTO & VISIT ALAMOSA EFFORTS**

In 2019, the Great Sand Dunes National Park welcomed over 540k visitors to the park. When they closed their doors, this spring we saw the impact it had on our businesses, lodging and website traffic. With them opening back up to welcome visitors we have already seen the increase in interest and conversion to visiting. Historically, the main target market for Alamosa has been parts of Northern Colorado with major cities including Denver, Colorado Springs, Ft. Collins and Boulder. This four-hour distance makes it ideal to create an overnight stay from this target market. With the State now transitioning into an in-state travel focus puts us as a primary benefactor. We are currently working with Colorado Tourism Office to give them information regarding what is open and how this traveler can safely experience our region. Our website traffic through 2020 has continued to show the high interest from this geographic region and continues to increase as the state eases off restrictions. In March this year, we were down almost 80% in website traffic, by June we saw that gap reduce to only 20% with an increase of almost 95% when looking month over month. In 2019 our website saw a record-breaking number of visitors and we are on track to bring back a majority of that traffic back to our site with Search Engine Optimization and Google Ads.

*\*See Fig. 1 on the next page to view year-over-year website traffic to Alamosa.org.*

Alamosa CVB has invested in the Tourism Sentiment Index which is releasing a new live platform that we will be able to track live insight into the traveler's digital word of mouth regarding our destination. This data will give our team insight into the feelings and sentiment around attractions, overall destination and any concerns over COVID. This platform will be available to our office this July, although we will be unable to share the platform, we will track and share any positive or negative movements with partners.

Alamosa CVB works with a company called AirSage which tracks cellular data and gives us insight into the amount of visitation in a month and the location of those travelers. This data can be used to view specific attractions and other general areas of Alamosa such as downtown sections and trailheads.

*\*See Fig. 2 & 3 on the next page to view a glimpse of Airsage data.*

## YEAR OVER YEAR WEBSITE HISTORY FOR ALAMOSA.ORG

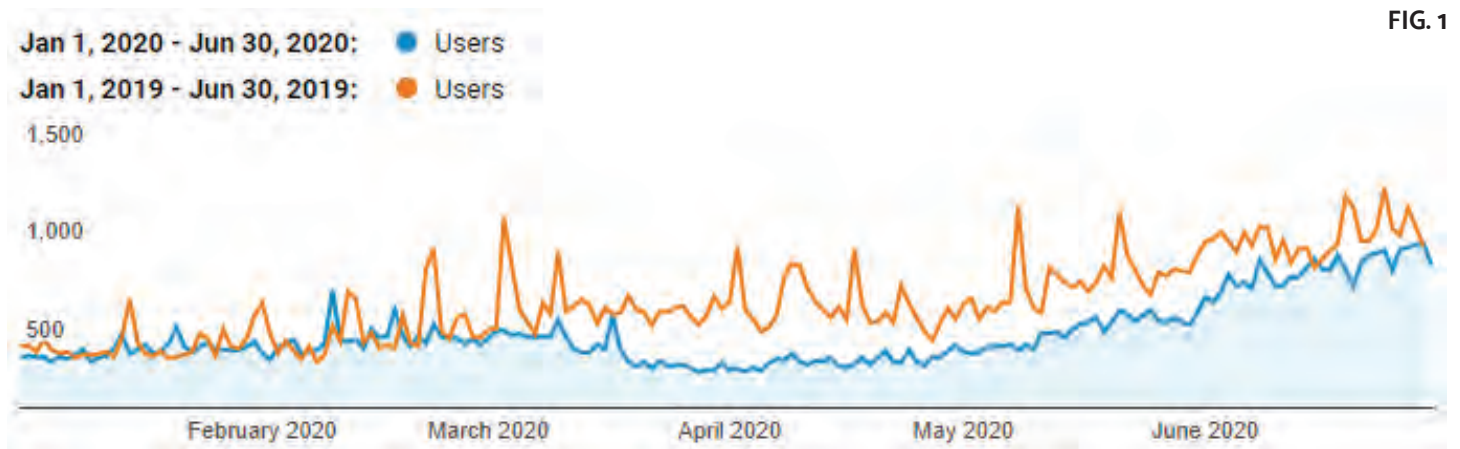


FIG. 1

## A GLIMPSE AT AIRSAGE DATA

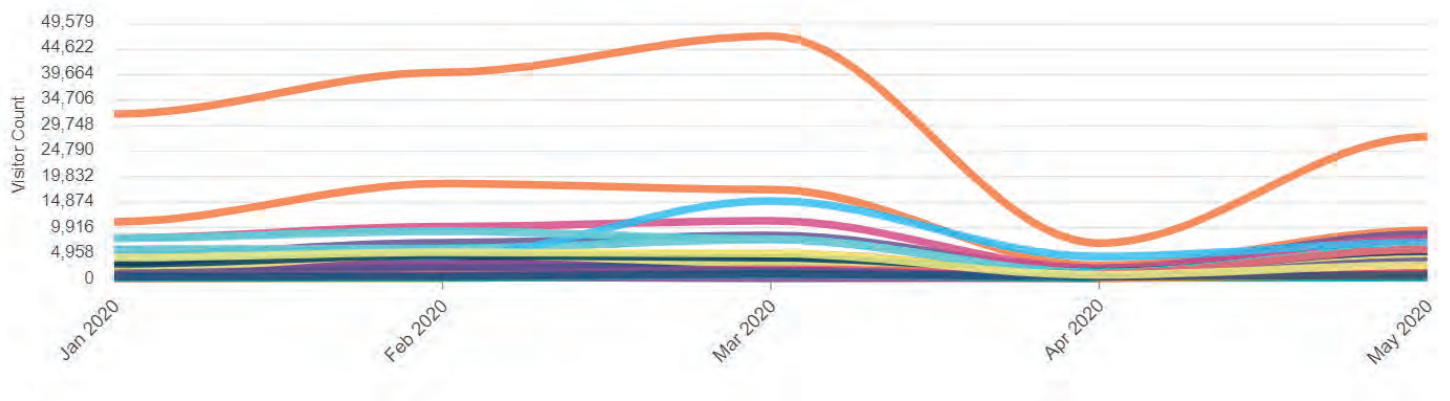


FIG. 2

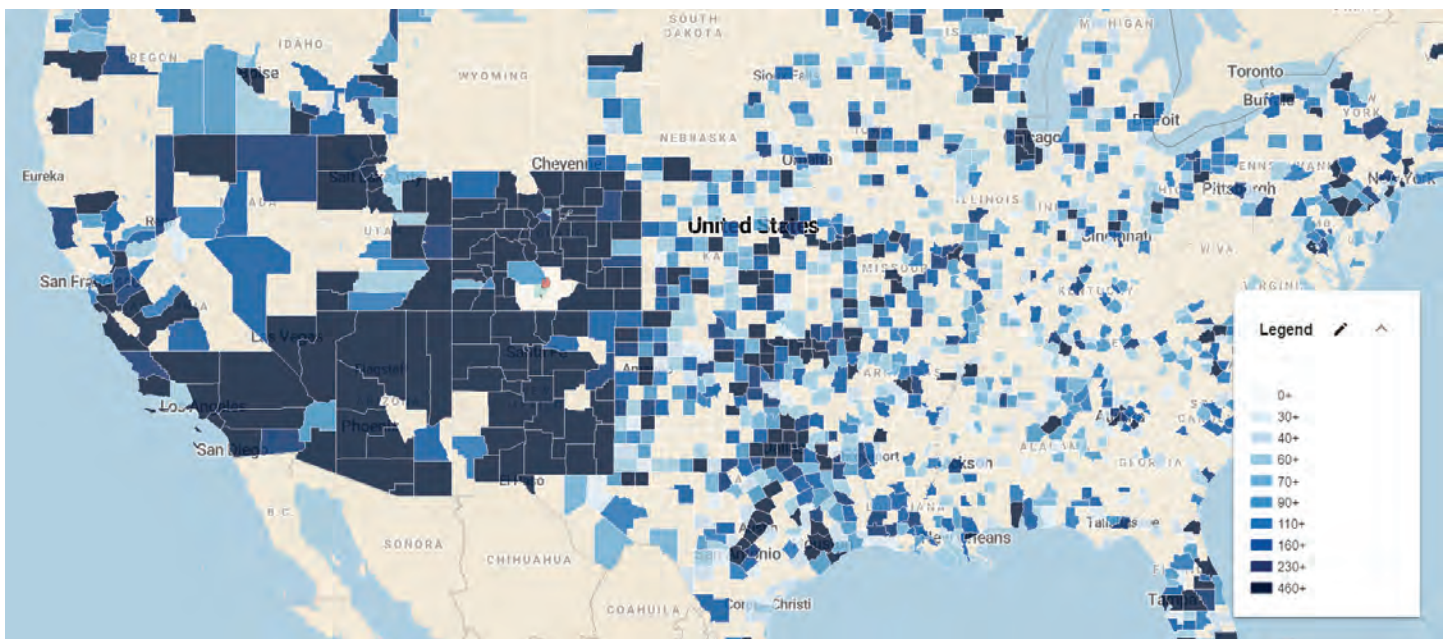


FIG. 3

Airsage data allows us to track visitation trends (Fig. 2) and see who they are and where they come from (Fig. 3).



# Colorado Tourism Office

## WAYS TO UTILIZE CTO'S RESOURCES

The Colorado Tourism Office has created new tools and revamped previous resources to serve the tourism industry and destinations. Visit Alamosa is currently utilizing as much of these as we can but there are opportunities for individual businesses to expand upon this and improve their digital presence. Below are some ways to get involved.

- ⇒ Update or create a listing on Colorado.com [here](#).
- ⇒ Work with local partners to develop [special offers](#) we can add to Colorado.com.
- ⇒ We strongly encourage you to familiarize yourself with the new [Care For Colorado assets](#) we developed to help you encourage responsible visitation within your community as a result of Covid-19. The goal here is to balance an invitation to visit with guidance on how to stay healthy during visits.  
*\*See Fig. 4 on the next page to view an example of CTO's Responsible Travel messaging that is available to you.*
- ⇒ Develop Covid-19 friendly trip ideas that we can combine with other offers to create an itinerary for [Colo-Roads trips for Colorado.com](#).

# 5 STEPS FOR RESPONSIBLE TRAVEL

## PROTECTING PEOPLE & DESTINATIONS

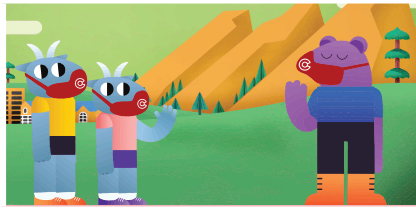
STEP 01

### SPACE

Distance makes the heart grow fonder when you're using it to help everyone stay healthy and well. Keep about a ski's length (6 feet) between you and other people to prevent spreading germs — or catching them yourself.



STEP 02



### MASK

Colorado's cowboys have been making a covered face look good since 1876. Always keep a bandana, mask or ski gaiter in your pocket so you can wear it if you're out in public or around others.

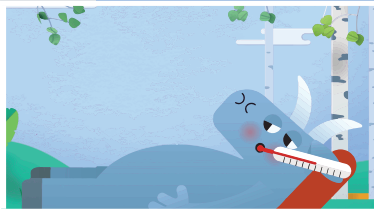
STEP 03

### CLEAN

Colorado is so into cleanliness we have a town named Hygiene. Keep things clean with cashless payment or touchless water-bottle refilling stations. And do your best to avoid touching things others may have come into contact with, like counters, railings and gas pumps. Regularly use hand sanitizer and wash your hands for 20 seconds — one chorus of "Rocky Mountain High" will get you there.



STEP 04



### STAY

Feeling sick? Stay put. Not exposing others to germs can make a huge difference in stopping the spread of illness in our communities. We all thank you and will be waiting to welcome you back with air fives and air hugs once you're well again.

STEP 05

### KNOW

Weather, health concerns and other natural events can all affect how places in Colorado are able to welcome visitors. Check websites or social channels before you leave so you're aware of the latest travel advice and are following local guidelines.



LEARN MORE ABOUT HOW TO BE A CARING TRAVELER AT [COLORADO.COM/RESPONSIBLE-TRAVEL](https://colorado.com/responsible-travel).



**COLORADO**  
TOURISM OFFICE



# THE DEPOT

610 STATE AVENUE  
ALAMOSA, CO

## UTILIZING YOUR LOCAL RESOURCES

Visit Alamosa is here to help your business navigate these unprecedented times. Contact us for assistance with reaching travelers and gaining insights into who those travelers are. Our offices are located in The Depot, where Alamosa's economic, community and tourism development organizations are in one central location. If we are unable to help with your specific needs, we can connect you with the organization that can. We look forward to working with you through this recovery period and beyond.

*Visit  
Alamosa*



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