



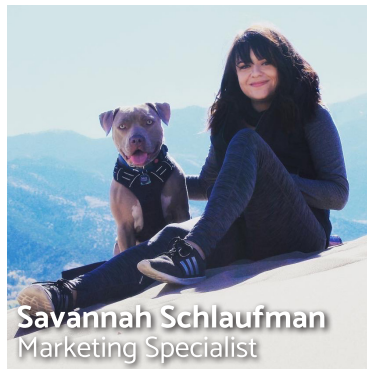
Visit Alamosa

2020 Annual Report

VISIT ALAMOSA STAFF



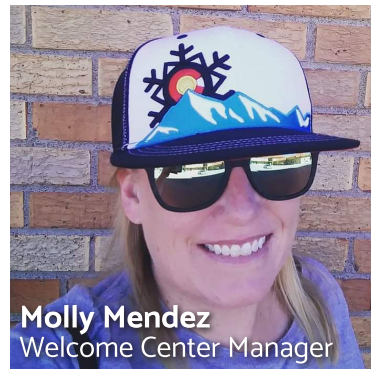
Kale Mortensen
Executive Director



Savannah Schlaufman
Marketing Specialist



Elizabeth Sumner
Events & Sales Manager



Molly Mendez
Welcome Center Manager

TABLE OF CONTENTS

Budget & Tax Collections.....4
 ROI & Economic Impact.....5
 Alamosa.org Statistics.....6
 Social Media Insights.....8

Tracking Trends.....10
 Marketing Highlights.....12
 Notable Features.....13
 Colorado Welcome Center.....14
 Event Grants.....15

Cover Photo by Travis Stoker

ALAMOSA LOCAL MARKETING DISTRICT 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.”

Not Pictured:
Danielle Van Veghten
Treasurer



Rob Oringdulph
Board Chair



Liz Thomas-Hensley



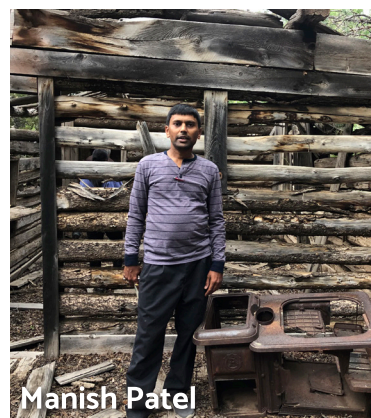
Chris Lopez



Fred Bunch



Cathy Simpson
Vice Chair



Manish Patel

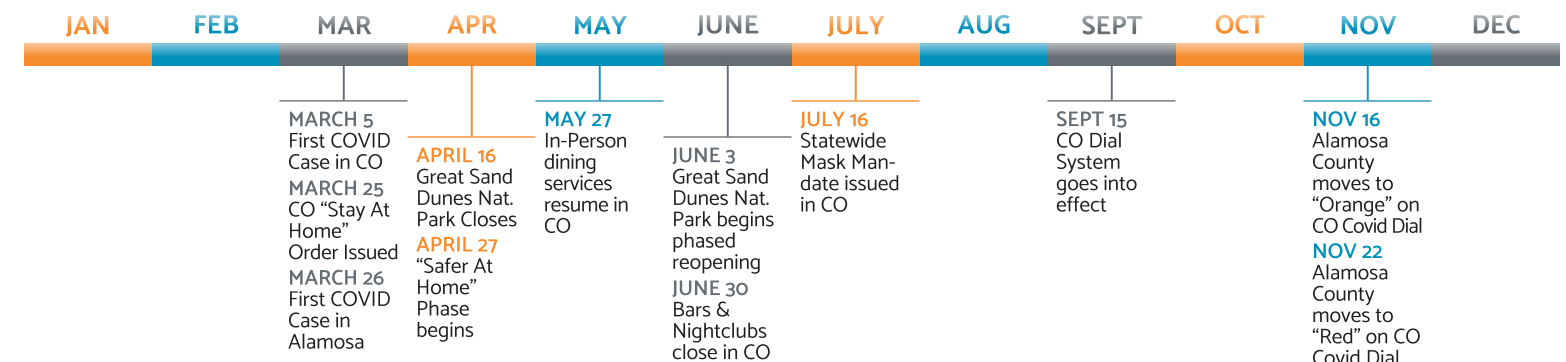
MESSAGE FROM THE EXECUTIVE DIRECTOR & CHAIR

In 2020 we faced challenges never seen before. Adapting plans and finding new ways of conducting business was not a choice but a necessity. Tourism and the hospitality industry were one of the hardest hit industries along with our retail and restaurant partners that depend on travelers. We as an organization were able to find ways to safely promote travel to the region through strategic messaging to capture what travel we could. In a year full of unknowns and unprecedented challenges we still found silver linings, bright spots and opportunities that we want to share with you.

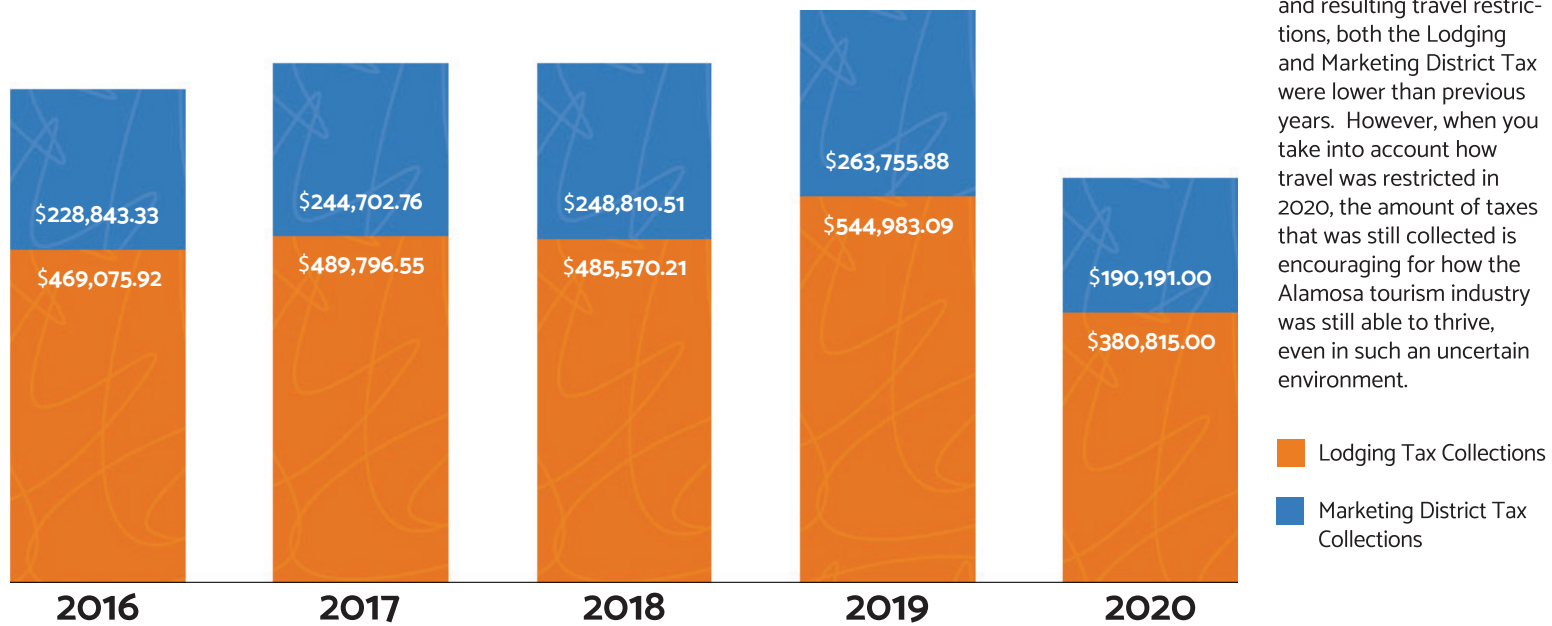
The purpose of this report is to serve as a resource. You will notice a running timeline throughout the report that represents the challenges and distinct moments for 2020. We will highlight what we believe to be opportunities with visitor behavior and where we can be competitive in this new environment. We are optimistic as we move into a new year with a great need to connect again, to travel and experience new landscapes.

Kale Mortensen
Visit Alamosa
Executive Director

Rob Oringdulph
Alamosa Local Marketing District Board
Board Chair



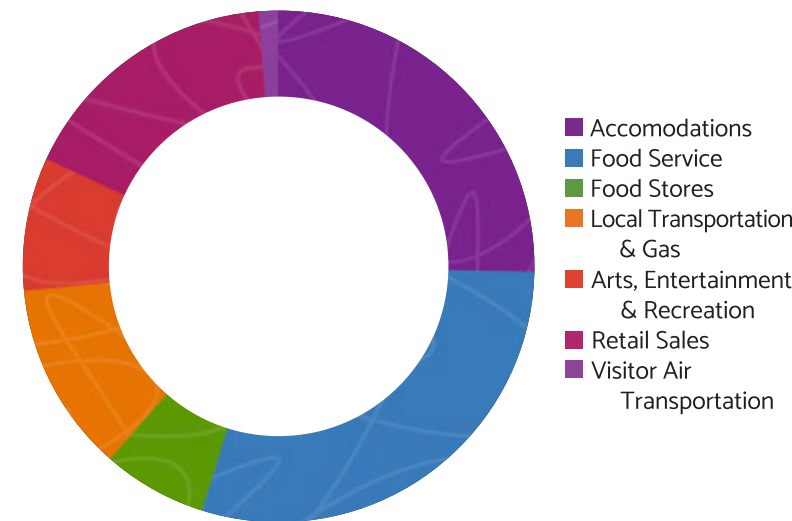
TAX COLLECTIONS



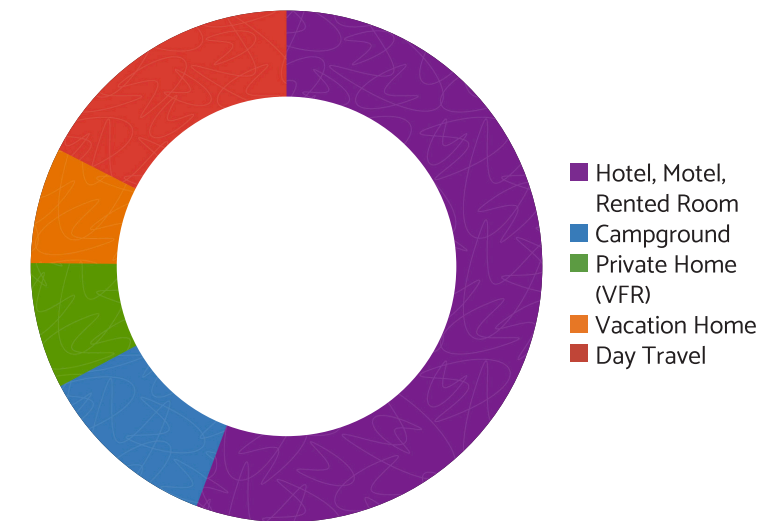
As expected, with decreased travel in 2020 due to the COVID-19 pandemic and resulting travel restrictions, both the Lodging and Marketing District Tax were lower than previous years. However, when you take into account how travel was restricted in 2020, the amount of taxes that was still collected is encouraging for how the Alamosa tourism industry was still able to thrive, even in such an uncertain environment.

VISITOR SPENDING BREAKDOWN

Visitor Spending by Commodity Purchased
—Mystic San Luis Valley

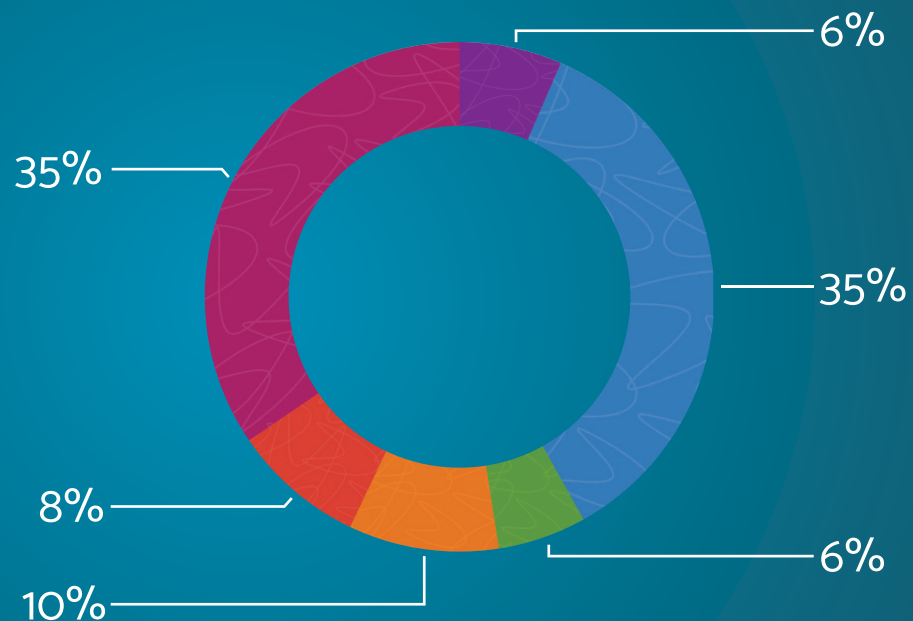


Visitor Spenind by Type of Accomodation
—Mystic San Luis Valley



BUDGET EXPENSES BREAKDOWN

- Business Development \$0
- Colorado Welcome Center \$44,000
- Convention & Visitors Bureau \$240,000
- Event Grant Program \$38,000
- Museum \$64,500
- Gateway Center/Overhead \$57,000
- Tourism Marketing \$234,000



#VISITALAMOSA

RETURN ON INVESTMENT

\$49.4 Million
Traveler Spending

478 Jobs
Employment

\$68.17
Return on Investment

\$2.0 Million
Local Tax Revenue

\$11.3 Million
Earnings

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

ALAMOSA.ORG STATISTICS

In response to travel restrictions, we paused our paid search, newsletter, emails and paid Google ads in March. We saw a dip in web traffic during this time, however, once restrictions were lifted, we reinstated these components and saw higher traffic levels than 2019. This resulted in overall increases in users, sessions, pageviews and organic search for 2020, compared to 2019. This is very encouraging looking ahead to 2021, showing great interest in traveling to Alamosa.

Users
 ↑ **3.14%**
 159,624 (2020)
 vs 154,759 (2019)

Sessions
 ↑ **0.53%**
 200,249 (2020)
 vs 199,200 (2019)

Pageviews
 ↑ **2.55%**
 420,622 (2020)
 vs 410,145 (2019)

Organic Search
 ↑ **34.13%**
 114,886 (2020)
 vs 85,652 (2019)

TOP PAGES

- 1) Homepage
- 2) Great Sand Dunes
- 3) Things to Do
- 4) Blog: 10 Things to Know Before Planning a Trip to the Great Sand Dunes
- 5) Hot Springs
- 6) Great Sand Dunes (Listing Page)
- 7) Visitors Guide
- 8) Dining
- 9) Zapata Falls
- 10) Colorado Gators

TOP VISITOR LOCATIONS

Foreign Countries:

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

States:

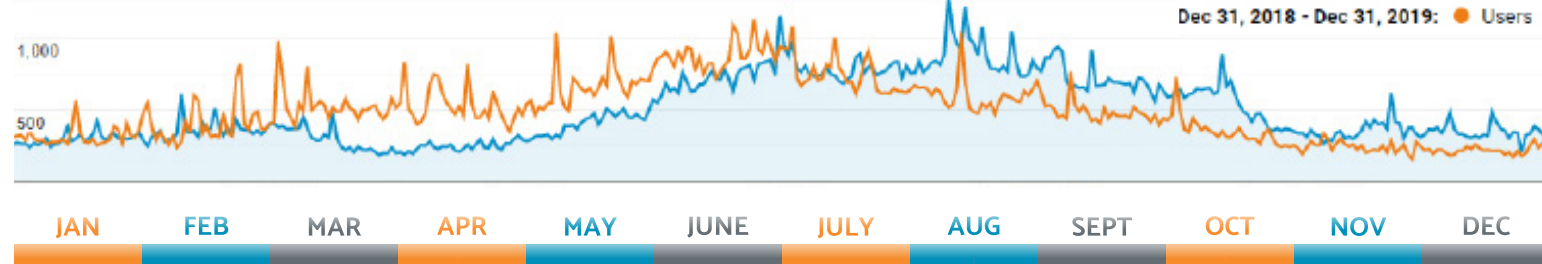
1) Colorado	6) Missouri
2) Texas	7) Florida
3) California	8) Arizona
4) New Mexico	9) Kansas
5) Illinois	10) New York

Metro Areas:

- 1) Denver, CO
- 2) Dallas-Ft. Worth, TX
- 3) Colorado Springs-Pueblo, CO
- 4) Albuquerque-Sante Fe, NM
- 5) Chicago, IL
- 6) Los Angeles, CA
- 7) Houston, TX
- 8) Kansas City, MO
- 9) Phoenix, AZ
- 10) Washington, DC

AQUISITION CHANNELS

Users (2020 vs 2019)



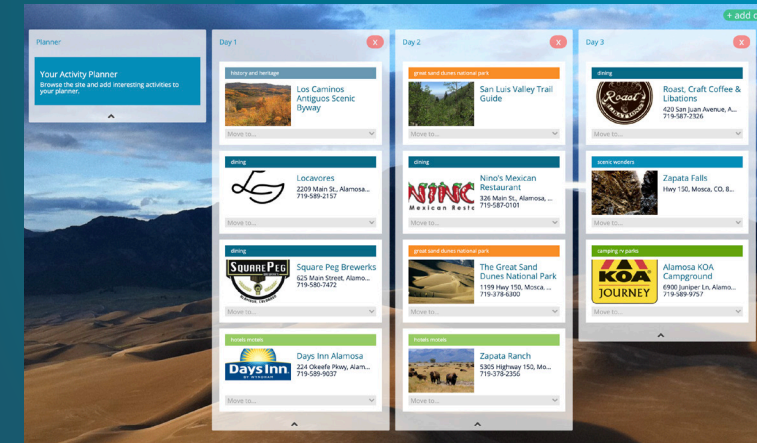
- MARCH 16** Paused paid search, newsletter emails and Google ads
- MARCH 17** Developed COVID information page for travelers
- APRIL 24** Itinerary Builder implemented across Alamosa.org
- MAY 27** Created "Know Before You Go" page to have all COVID travel resources on one page
- JUNE 2** Service icons added to restaurant listings to indicate drive-thru, take-out, curbside and dine-in
- JULY 16** Recreated front page to include messaging on traveling responsibly
- JULY 1** General newsletter emails resume
- AUG 1** Launched "Know Before You Go" campaign
- AUG 1** Began redevelopment of lodging, dining and hot spring pages
- NOV 16** Prioritized digital guides over physical guides
- NOV 22** Created a new "Getting Here" page

#VISITALAMOSA

ITINERARY PLANNER

In 2019, Visit Alamosa participated in the Colorado Tourism Office's CRAFT 101 program. This brought together community members for a 14 week comprehensive tourism education and training program. As part of CRAFT 101, Visit Alamosa was awarded a \$10,000 CRAFT implementation grant to kick start one of the initiatives of this program. The CRAFT committee elected to develop an online itinerary planner for Alamosa.org to encourage longer visits, promote less-traveled destinations and off-peak activities.

+ Add to Planner



The Itinerary Planner debuted on Alamosa.org on April 24. It is integrated throughout the entire website, allowing visitors to add activities, lodging and restaurants to their itinerary as they browse through the website by clicking the "Add to Planner" buttons. Then, they are able to drag and drop the activities into the various days of their trip. Once the itinerary is complete, the visitor can email the itinerary to themselves or a travel buddy, and can share the Itinerary Planner on social media.

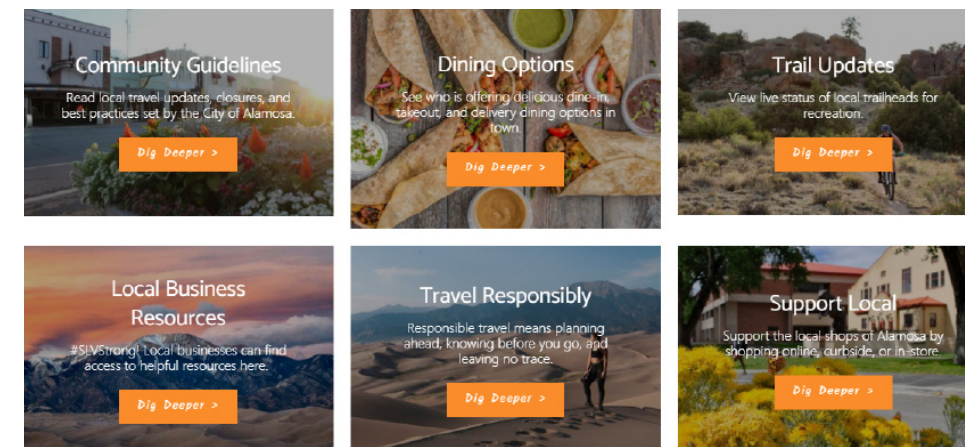
Customize This Itinerary

In addition, we added "Customize This Itinerary" buttons to some of our most popular existing itineraries. This allows visitors to easily customize existing itineraries to their specific taste.

ALAMOSA.ORG FEATURES

"KNOW BEFORE YOU GO" PAGE

In an effort to make accurate information readily available to travelers, we developed a "Know Before You Go" page that contained all COVID-19 travel resources in one place. This includes any attraction closures, guidelines for traveling, the current status of attractions and useful links for visitors. This page was featured on our homepage in order to ensure that all visitors to our website could easily find this information.



DINING LISTINGS

On March 17, we began reaching out to restaurants to develop a dining listing to host on our website and also distribute to visitors through our lodging partners. These listings indicated what restaurants were offering dine-in, take-out, drive-thru and curbside-pickup and were updated daily. Initially, this information was listed as a PDF on our website. However, in an effort to make this information more user-friendly, we built these options into the dining listings themselves. As restrictions in our area changed, we were in close contact with restaurants to keep these listings current and ensure that visitors could find the most up-to-date information.

ALAMOSA.ORG

SOCIAL MEDIA INSIGHTS

FACEBOOK
Visit Alamosa Colorado

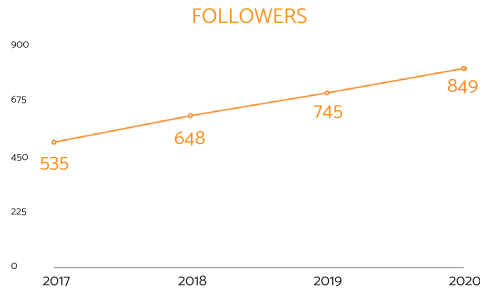


TOP POST

Visit Alamosa Colorado
The best part about camping around Alamosa is tuning into the nightly celestial show! Enjoy the view from your tent, campground, or hot spring campsite for the full astronomical experience: <https://buff.ly/2JbVEH1>
#VisitAlamosa #RecreateResponsibly #DoMoreColorado
📍: @yuri_vantowski

15,887 Reach • 423 Likes • 176 Reactions • 101 Shares
24 Comments • 428 Post Clicks

TWITTER
@visitalamosa

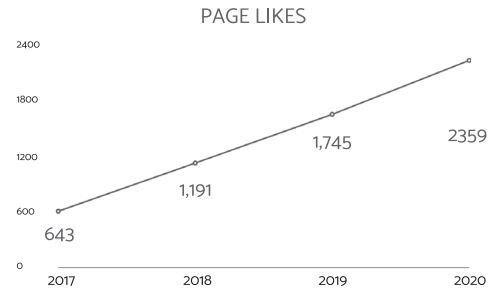


TOP TWEET

Visit Alamosa
I don't know who needs to hear this but no one has this range #VisitAlamosa

2,785 Impressions • 32 Likes • 290 Engagements
Retweets

INSTAGRAM
@alamosa_colorado



TOP POST

alamosa_colorado
Happy Birthday to the National Park Service! To celebrate, we're sharing a little beauty from our favorite National Park #NPSBirthday #GreatSandDunes @killergopher #DoMoreColorado #visitalamosa #coloradotography #coloradophotographer #colorfulcolorado #colorado #coloradoinstagram #coloradolive #coloradowild #naturalcolorado #coloradooutdoors #coloradoinstagram #coloradogram #coloradountamed #viewcolorado #nationalparks #findyourpark #sandedunes #greatsanddunes #nationalparklife #nationalparklove #nationalparksusa #usnationalparks #usnationalparks #greatsanddunes #nationalparkservice #nationalparkgeek #nationalparkphotography

10,691 Impressions • 10,845 Reach
699 Likes • 7 Comments



- MARCH 18** #BrightenYourFeed campaign begins on Instagram
- MARCH 18** First "Alamosa Dining Options" graphic shared
- APRIL 28** #StayHome #TravelLater campaign begins
- JUNE 3** "Know Before You Go" page shared for the first time
- JUNE 12** #RecreateResponsibly campaign begins
- JULY 16** Recreated front page to include messaging on traveling responsibly
- JULY 1** General newsletter emails resume
- AUG 5** Paid promotion resumes on Facebook

#VISITALAMOSA

#STAYHOME #TRAVELLATER

Throughout 2020, our social media strategy adapted alongside the changing environment. While travel was being discouraged, our approach became "Stay Home, Travel Later." Underlying our messages across all platforms was the idea that, for now, the best course of action is to stay home, but that plans can be made to travel later. We promoted our Itinerary Planner during this time to encourage visitors to plan their future trip to Alamosa. On Facebook, we encouraged past visitors to share their happiest memories of Alamosa with us. From We also used this opportunity to share with visitors and locals how they could support their favorite Alamosa businesses from afar, as well as share what restaurants were able to offer curbside, delivery and take-out. Through this strategy, we were able to make sure Alamosa was at the forefront of our audience's minds once travel restrictions were lifted.

Visit Alamosa Colorado
Let's continue sharing our favorite Alamosa memories! Have you visited one of the San Luis Valley's 4 hot springs? Share your photos with us in the comments!
#StayHome #TravelLater
📍: @jessiebandler

Visit Alamosa Colorado
We could all use a smile today! Although now is not the time to visit us, we'd love to see your happy memories of Alamosa. So, we have a little challenge to take you down memory lane! First up, we invite you to share a photo of your happiest memory at the Great Sand Dunes with us! Just drop it in the comments!
#StayHome #TravelLater 📍: @petra_jaksic_fitness



#BRIGHTENYOURFEED

While travel was being discouraged due to COVID-19, we wanted to find a way to still meaningfully connect with our audience, while not actively encouraging travel at that time. On Instagram, we began a #BrightenYourFeed campaign, where we would share scenic photos of Alamosa and the surrounding area, in order to interrupt their Instagram stream with beautiful and serene imagery. This campaign resonated with our growing Instagram audience, and was a great way for us to highlight our beautiful landscapes.

alamosa_colorado We thought we'd #brightenyourfeed with this breathtaking image of our favorite National Park! We can't wait to go exploring the Great Sand Dunes when it is safe to do so! What's first on your list?
#StayHome #TravelLater
📍: @noahawaii

alamosa_colorado If you need a distraction today, we'd love to #brightenyourfeed with gorgeous mountain views!
#StayHome #TravelLater
📍: @willerickson6529

alamosa_colorado We interrupt your feed to bring you a little sunshine! This is your daily reminder to take a break when you need one! We hope this was able to #brightenyourfeed!
📍: @deuse_67

#RECREATERESPONSIBLY

Once travel restrictions began lifting, we knew that there would still be some hesitation amongst visitors, and they would look to us for timely and accurate information regarding visiting Alamosa. We used our social channels to encourage visitors to recreate responsibly, and to communicate the guidelines. We encouraged our visitors to bookmark and refer to our "Know Before You Go" page for the most current information. We were extremely careful in selecting content to share, inspiring visitors with activities that allow for social distancing, like our abundant vast, outdoor spaces. We welcomed our visitors back to Alamosa in a safe and responsible way, informing them on what to expect and providing them with the most current information.

Visit Alamosa Colorado is sharing a CO Update.
Planning a future trip to Alamosa? Our Know Before You Go page has the latest information on travel updates, openings and guidelines for staying safe! #RecreateResponsibly #VisitAlamosa

ALAMOSA.ORG
Plan your trip with our itinerary planner on Alamosa.org.

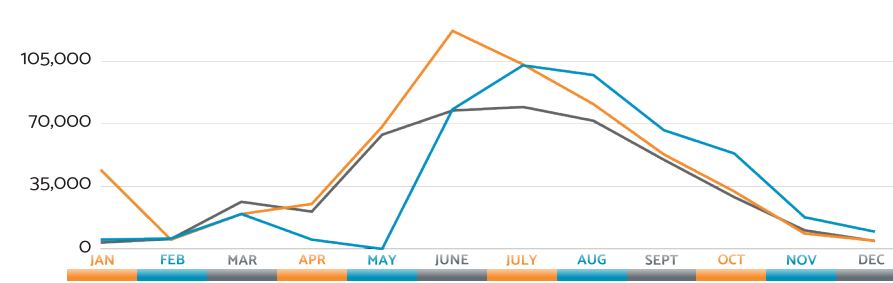
alamosa_colorado Our favorite #NationalPark opens its doors today, but operations have changed for your safety. The park has implemented many strategies to ensure that visitors can still enjoy the park while also minimizing potential risks. See the link in our bio for the latest Alamosa travel updates related to COVID-19, including the latest:
#GreatSandDunesNationalPark updates! #recreateresponsibly #visitalamosa
📍: @shawn_cole_photography #coloradotography #coloradophotographer #colorfulcolorado #colorado #coloradoinstagram #coloradolive #coloradowild #naturalcolorado #coloradooutdoors #coloradoinstagram #coloradogram #coloradountamed #viewcolorado

ALAMOSA.ORG

TRACKING TRENDS

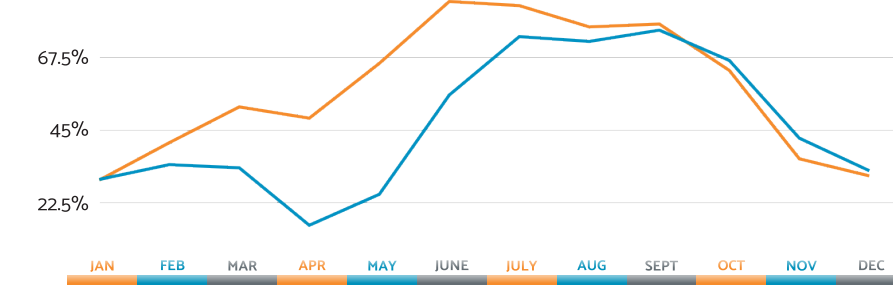
In order to best spend marketing dollars, our organization utilizes many partnerships and platforms to gather relevant marketing data. This page gives you a glimpse into the types of data that we track, which helps us to have a better understanding of where opportunities are for marketing Alamosa as a travel destination. Combined, these various sources give us a very thorough understanding. In 2020 in particular, this access helped us to navigate the changing environment and adapt to it.

GREAT SAND DUNES NATIONAL PARK VISITATION



Visitation to the Great Sand Dunes National Park gives us an important piece of overall tourism to Alamosa. Visitation was down from the record year of 2019, due in part to the park closure. Resassuringly, park visitation in the shoulder season (during the months of August-December) was up.

STR OCCUPANCY REPORT



The STR Report gives us insight into what our lodging partners are seeing, allowing us to monitor occupancy trends, average rates and supply and demand. Through this report, we were able to monitor how 2020 impacted our lodging partners and we will be able to track and monitor recovery in 2021.

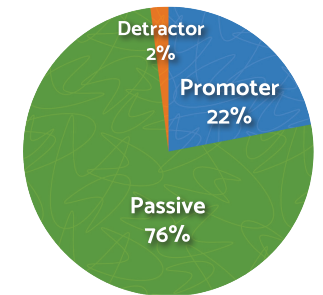
TOURISM SENTIMENT INDEX

We partner with *Destination Think!* to track digital word-of-mouth. Online conversations about Alamosa are analyzed from media sites, forums, reviews and social media networks. In 2020, this proved to be an invaluable tool, allowing us to see what people were saying about our destination through various stages of opening. Through the Tourism Sentiment Index, or TSI, we are able to also understand what topics are driving conversations to better inform our marketing efforts. This way, we can better identify strengths and challenges when it comes to our our tourism offerings.

ALAMOSA SENTIMENT SCORE

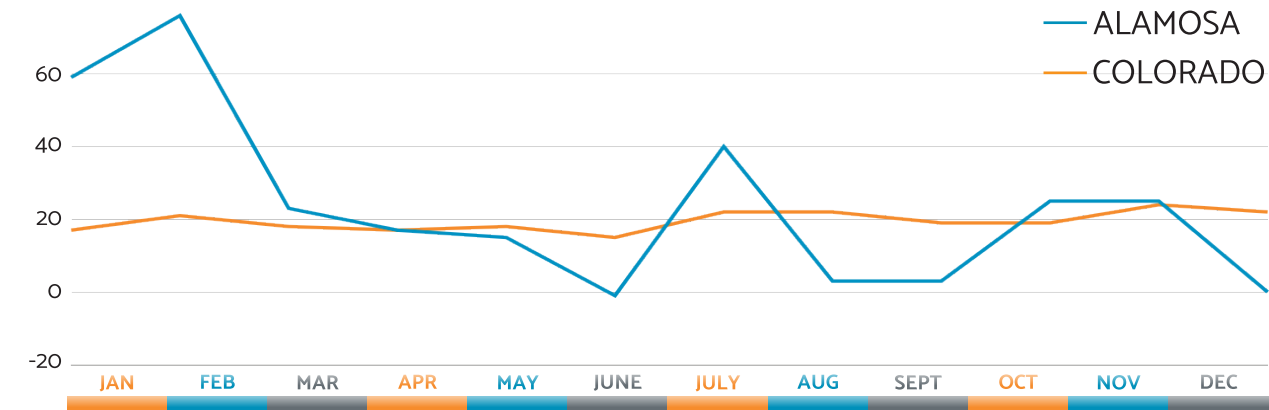


Alamosa's Sentiment Score is a measure of the overall attitude towards Alamosa that is being expressed through visitors' online conversations. By comparison, the Sentiment Score for Colorado as a whole was 20.



The Tourism Sentiment Score is derived by tracking attitudes towards the tourism offering of Alamosa. Online conversations are classified as promoter, passive or detractor. Above is the breakdown of these categories for Alamosa.

TOURISM SENTIMENT SCORE TREND LINE



The Tourism Sentiment Score Trend shows changes in sentiment regarding online conversations about Alamosa tourism. We are even able to dig deeper and see what topics are driving changes in sentiment scores and adjust our marketing accordingly. Here, Alamosa's sentiment is compared to Colorado as whole.

LOCATION INTELLIGENCE DATA

We partner with *Airsage* to monitor location data from sources such as GPS and mobile signals in order to 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.

TOP FEEDER MARKETS BY STATE

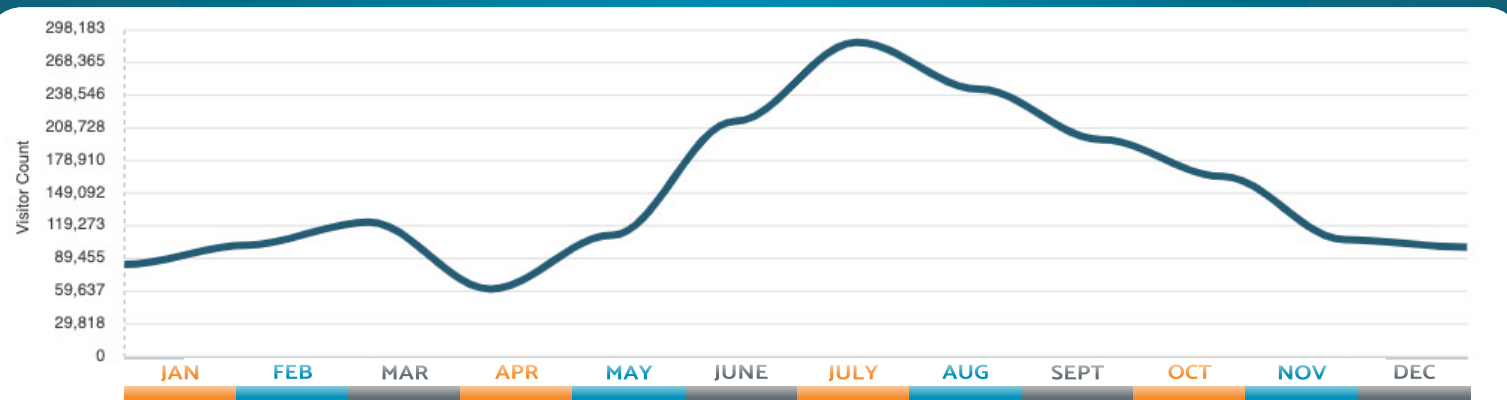
- 1) Colorado
- 2) Texas
- 3) New Mexico
- 4) California
- 5) Arizona

- 6) Oklahoma
- 7) Kansas
- 8) Missouri
- 9) Illinois
- 10) Florida

TOP FEEDER MARKETS BY METRO AREA

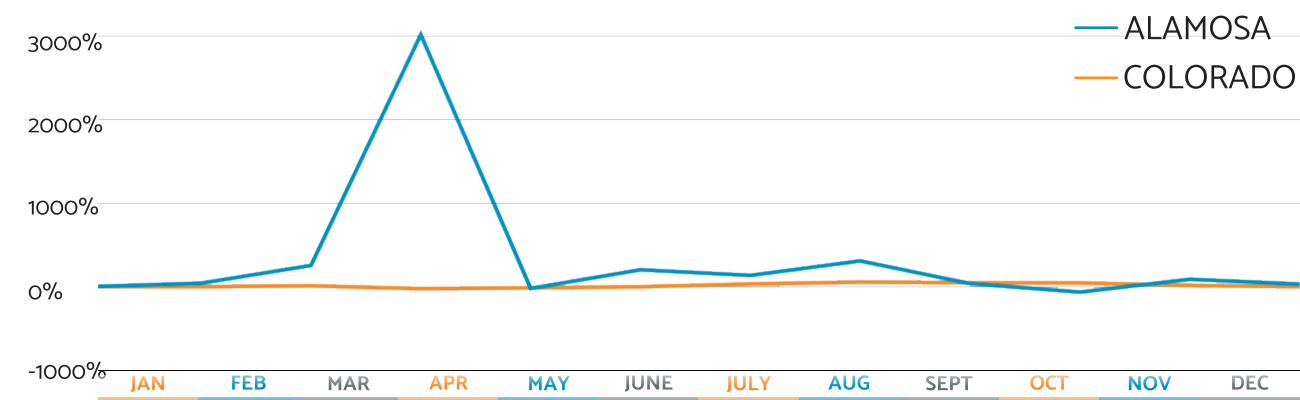
- 1) Denver-Aurora-Lakewood, CO
- 2) Colorado Springs, CO
- 3) Dallas-Fort Worth-Arlington, TX
- 4) Albuquerque, NM
- 5) Pueblo, CO

VISITATION TREND-ALAMOSA



#VISITALAMOSA

CONVERSATION VOLUME OVER TIME



The Conversation Volume measures the percent change in volume of conversations happening online. While there is a much higher volume of conversations online about Colorado as a whole, by measuring percent change, these trends are much more comparable. This allows for us to monitor patterns in volume changes.

ALAMOSA.ORG

MARKETING HIGHLIGHTS



Print Material: 2020 Alamosa Visitors Guide, San Luis Valley Trail Guide

25,000+ Visitor Guides Distributed in 2020

Digital Content: Colorado.com Destination Page, Valley Courier Online, Colorado.com City Page, Visit USA Parks, NationalParksTrips.com, Brand USA, Trip Advisor, 9News.com

Television: 9News



9News Pre-Roll Video Ad

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

Totalling 1.87 Million in Readers & Distribution



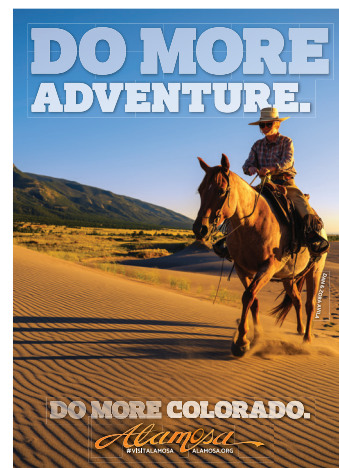
Denver Nuggets Yearbook Ad



Colorado Official Vacation Guide Ad



Colorado Parks Journal Ad



AAA EnCompass Ad

DO MORE COLORADO.

In 2020, we debuted our Do More Colorado 2.0 marketing campaign. This campaign built upon the success of our original Do More Colorado campaign, while adding some new and exciting elements. In this campaign, we combine our message of "Do More Colorado" with , allowing for customization of this message to the specific audience we're targeting. It also allows for us to highlight the many ways Alamosa can be experienced.



In-Room Guest Directories Ad



In-Room Guest Directories Ad

NOTABLE FEATURES



5280



Discover Colorado's most famous gator and the important work inside this family-friendly reptile park



"I love animals that want to kill me." Meeting Morris - the infamous gator in "Happy Gilmore", is not even half the fun. Wait until you chat with Jay Young, GM at Colorado Gators Reptile Park who will quickly put you and your family at ease to discover a love of gators and all things reptile. A visit is not just about feeding a tortoise, but learning about endangered species and the research helping to save our friends in the wild.

Posted at 8:24 PM, Nov 19, 2020 and last updated 8:10 PM, Nov 22, 2020



Co-owners Josh (left) and Jason Cody at Colorado Farm Brewery in Alamosa. Photo courtesy of TriState Energy

THE 5280 GUIDE TO COLORADO CRAFT BEER

5 Colorado Beer Trends to Watch

Here are the things that will be playing out in your pint (or can, or Crowler) over the next few years.

DENISE MICKELSEN AND PATRICIA KADWTHUMRONG • JANUARY 31, 2020

Colorado is home to the latest International Dark Sky Park

ANDREA SMITH *Lonely Planet Writer* 16 MAY 2019

Fans of astronomy and beautiful night vistas have a new option for observing the Milky Way.



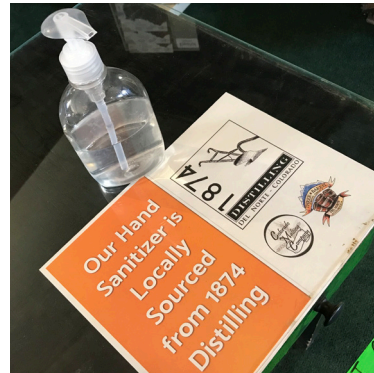
The Great Sand Dunes National Park is a great place to see the Milky Way. Image: NPS/Patrick Myer

Date Publication	Article
1/31/2020 5280	5 Colorado Beer Trends to Watch
6/14/2020 The Gazette	Hot springs in Colorado: Splashland a family staple in San Luis Valley
7/2/2020 Out There Colorado	Things to do in Alamosa
7/28/2020 We Know Outdoors	7 of Colorado's best waterfalls that are off the beaten path
8/22/2020 9News	All aboard the Cumbres & Toltec Scenic Railroad
9/22/2020 Outside Magazine	I Tried to Climb the Largest Sand Dune in North America
9/30/2020 National Geographic	This stargazing road trip offers world-class night sky views
10/19/2020 Denver Post	6 quick road trips in Colorado that are great for kids this fall
10/23/2020 Fox31	Colorado's Great Sand Dunes National Park is a top stargazing site
11/9/2020 Omaha World Herald	Our Random Side Trip Leads to a Geological Wonder
11/19/2020 The Denver Channel	Discover Colorado's most famous gator and the important work inside this family-friendly reptile park
12/6/2020 247 Wallst	When We Can Travel Again: Most Beautiful Places to Visit in the US
12/7/2020 Freeskier	The Importance of Being Useless
12/8/2020 Financial Times	Adventure at the eco corral: sustainable cattle ranching in Colorado
12/18/2020 The Denver Channel	Discover Colorado's Great Sand Dunes park for an out-of-this-world night sky
12/25/2020 The Colorado Sun	Dark-sky designations bring the promise of starry nights -and tourist dollars-to rural Colorado

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. For the safety of our volunteers and visitors, the Colorado Welcome Center was closed for a portion of 2020. When it was safe to reopen, we did so in a , implementing enhanced safety measures and cleaning procedures.

Special Thanks to our 2020 Volunteers: Anne Marie Rigby-Ortiz, Armon Elsworth, Bessie Konishi, Christine Newton, Dean Maddux, Don Thompson, Ellen Dodds, Elliot Graves, Jan Oen, Kathie Vest, Kay Laws, Linda Cozart, Margie Jones, Mary Susan Eldredge, Mary Robbins, Nancy Mortensen, Noel Harlan, Ronnie Wright



Hand Sanitizer readily available.



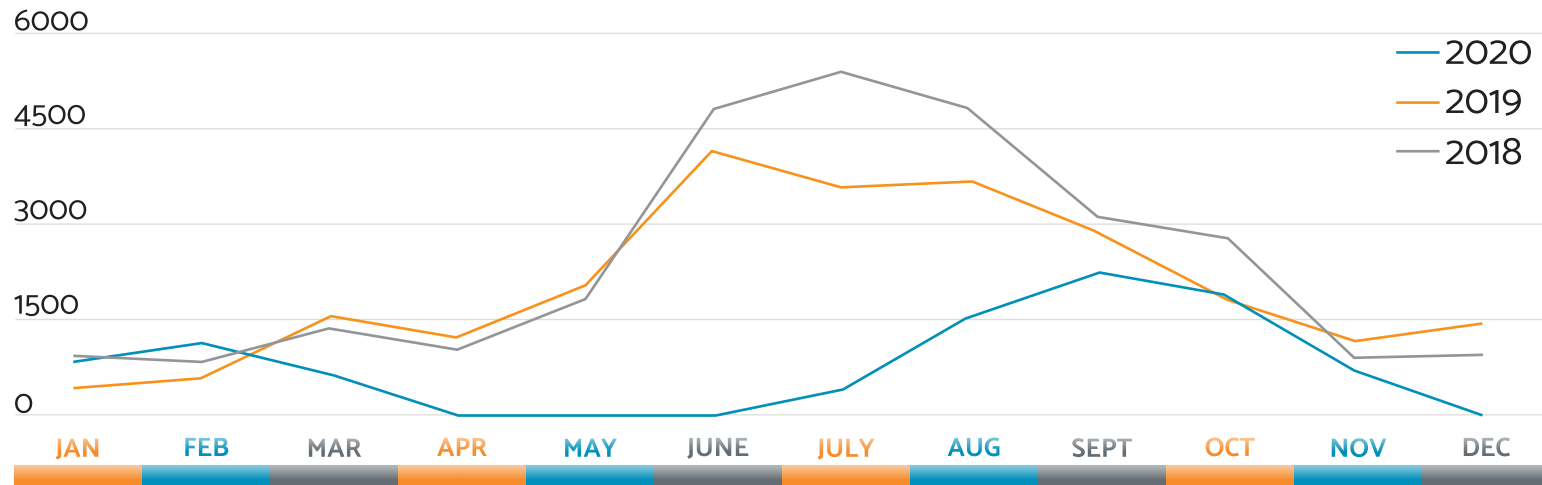
Physical barriers to minimize touching.



Plexiglass barriers to protect volunteers.



Social distancing reminders.



MARCH 13 Closed the Welcome Center for the safety of visitors and volunteers
MARCH 13 Staff begins managing help line for visitors

APRIL 6 Virtual volunteer meetings begin

JULY 1 Reopened Welcome Center with increased safety measures, operating entirely with staff members

SEPT 14 Invited back volunteers for limited shifts

NOV 30 Closed Welcome Center in accordance with CO dial regulations

#VISITALAMOSA

EVENT GRANTS

During 2020, hosting events proved to be a challenging endeavor. At their April meeting, the Marketing District Board made the decision to grant full funding to all event grant applicants. This was to give event organizers who were able to hold their events in 2020, the assistance they would require to hold safe events. While some events were not able to happen in 2020, 9 events were able to be funded by the Marketing District Board. Many of these events showed great adaptability and ingenuity, implementing safety measures and modifying their events to ensure the safety of all attendees. Those efforts are highlighted below.

Event	Grant Amount Awarded
LoDoSweet Sounds	\$800
Rollin' Deep	\$3,500
Sunday's at Six	\$3,000
MOKI	\$1,000
Alamosa Farmer's Market	\$1,500
LOCAL Harvest Festival	\$1,000
Round-Up Rodeo	\$3,000
Alamosa Round-UP CONCERT	\$7,500
SLV Pride Fest	\$2,000
Early Iron Car Festival	\$5,000
Alamosa Art Festival	\$4,275
Cinco de Mayo Celebration	\$1,750
Oktobrufest	\$5,000
Splashland Annual Benefit Sprint Triathlon	\$2,500
Christmas Light Parade/Rudolph Run	\$500
Rio Frio Ice Fest	\$5,000

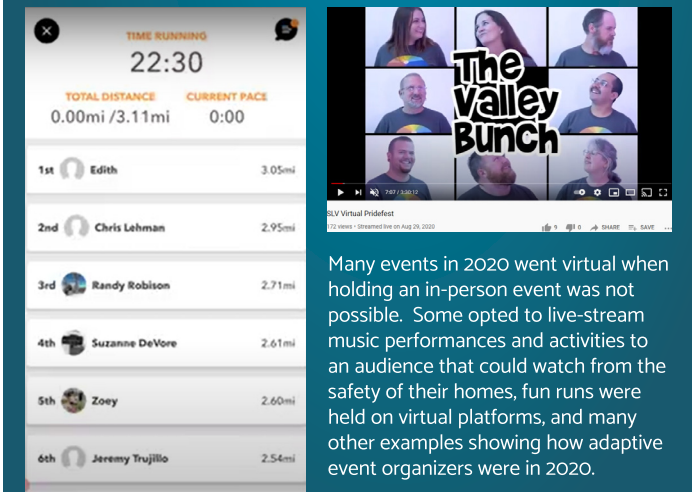
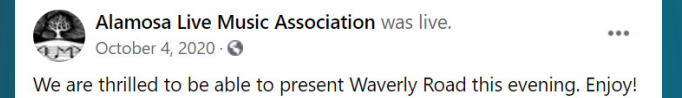


In 2020, we also rebranded our online events calendar to 365 Alamosa Event Calendar. This new branding on the event calendar is more memorable for visitors and allows us to communicate the calendar using a distinguishing graphic. This has been helpful in promoting the calendar and its usage.

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Events that were able to happen in person enacted safety measures, such as social distancing and masking, to ensure that all event attendees could attend in a safe manner.



Many events in 2020 went virtual when holding an in-person event was not possible. Some opted to live-stream music performances and activities to an audience that could watch from the safety of their homes, fun runs were held on virtual platforms, and many other examples showing how adaptive event organizers were in 2020.

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