



2023 Annual Report



Visit Alamosa Staff



Kale Mortensen
Executive Director



Elizabeth Sumner
Director of Destination
Development & Public Relations



Savannah Corona
Director of Marketing



Molly Mendez
Director of Visitor Services



Samantha Bogle
Communications Specialist



Ellen Dodds
Support Operator

“Visit Alamosa works to improve the quality of life in our community through tourism. We promote Alamosa to potential visitors through marketing and improve the experience of visitors while they are here through destination development. Our work creates social and economic opportunities for our residents and local businesses, benefiting all those that call Alamosa home.”

2023 Visit Alamosa Board



Rob Oringdulph
Chair, Retired Financial Advisor



Debora Hankinson
Vice Chair, Alamosa KOA Journey



Danielle Van Veghten
Treasurer, Alamosa State Bank



Fred Bunch
Great Sand Dunes National Park



Liz Thomas-Hensley
Adams State University



Andrea Oaks-Jaramillo
Upper Rio Grande Economic
Development



Annette Ostrander
Rustic Rook Resort

Who We Are



Visit Alamosa is the tourism marketing entity for Alamosa County, encompassing both the Alamosa Convention & Visitors Bureau and the Marketing District Board & Tourism Boards. Our organization 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.

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.

Visit Alamosa organizes events like Beat the Heat BBQ & Brews and First Fridays with Visit Alamosa, and programs like We ♥ Our National Park and Restau-

rant Week, which enhance the visitor experience to Alamosa. In addition, the Visit Alamosa 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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Industry Page

Scan this QR code to learn more about and contact us!

A Message From Our Executive Director & Board Chair

2023 was a year for continued growth and settling into the new normal. We continued to grow our programming with Destination Development, held our 3rd Annual We ♥ Our National Park Program and dived into international sales. We focused our energy in creating new marketing tactics, partnership growth and creating efficiency in getting our destination on the map. We completed a Reimagine Destination program for our Colorado Welcome Center that looks to adapt new methods for the new demands of travelers. We continued our Grant program that funded over \$80,000 for community events and marketing projects. We neared completion of the new Welcome Center parking lot that focuses on bringing a parking resource for RV's and a place for people to stop and explore our great city. We kicked off the Colorado Differently campaign which was implemented through multiple digital channels and ads, the Official Visitor Guide and throughout our social channels. Through our efforts of the Local Marketing District and Tourism Board and Visit Alamosa, we were able to track data that creates efficient marketing. In 2022, we saw traveler spending at a record high of \$78.9M. We love our community and strive to improve the quality of life by enhancing and sharing the Alamosa Experience. We hope you find this report useful and encourage you to reach out to our staff to see how you can get involved or benefit from our efforts.

—Kale Mortensen and Rob Oringdulph

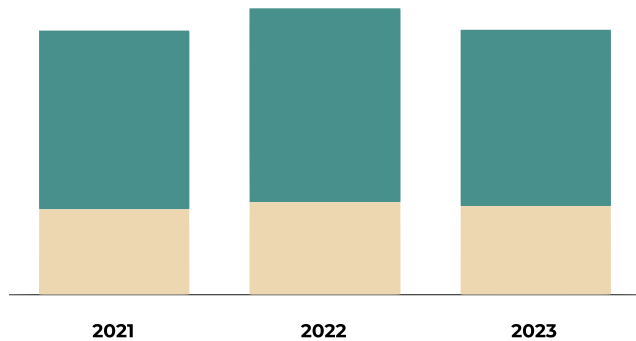
The Impact of Tourism in Alamosa

The overarching goal of Visit Alamosa is to improve the quality of life in our community through tourism. By developing the tourism industry in Alamosa, we are able to create social and economic opportunities for our residents and local businesses, benefiting all those that call Alamosa their home.

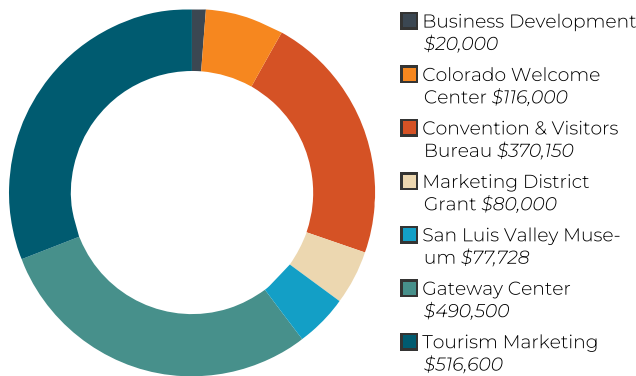
Visit Alamosa is funded by a combination of two taxes, a Marketing District Tax and Lodging Tax, both paid by visitors to Alamosa's hotels, RV parks and short-term rentals. This tax, which is paid by our visitors, funds our office, which in turn supports Alamosa's thriving tourism economy.

Collections

■ Marketing District Tax Collections ■ Lodging Tax Collections



Budget Breakdown



Return on Investment

\$57.01

Each year, this number demonstrates how effective our marketing efforts are, by comparing traveler spending with our budget. For 2022, for every \$1 spent, we saw \$57.01 in return.

\$78.9 Million

Direct Traveler Spending

This is the total of all of the purchases made by travelers during trips within Alamosa County in 2022.

478

Direct Employment

This is how many jobs in Alamosa County were attributable to travel expenditures in 2022. This includes both full and part-time wage positions, salary workers and proprietors.

\$5.2 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, 2022.

2023 Visit Alamosa Highlights

2023 was a jam-packed year for all of us at Visit Alamosa. Here are just some of our highlights over the past year!

We launched our new brand, including a brand new logo for our organization!

We completed our Welcome Center Parking Project, adding RV Parking and a dog park, plus laying the groundwork for public art to come in 2024.

Elizabeth Sumner graduated from the Colorado Tourism Office's Colorado Tourism Leadership Journey program.

We reached over 100,000 subscribers to our email newsletter!

Molly Mendez presented at the inaugural Visitor Services Summit at GOVCON, sharing the successes of our 2022 Welcome Center remodel.

First Fridays with Visit Alamosa went year-round with 12 events for the first time ever!

Visit Alamosa was selected as a participant in the Colorado Tourism Office's Destination Learning Labs platform.

We made Alamosa-specific educational content for frontline workers to use across the state.

Molly Mendez graduated from the Alamosa County Chamber of Commerce's Leadership Alamosa program.

We were awarded a marketing grant, along with our neighbors Visit Pagosa Springs, by the Colorado Tourism Office in order to jointly promote our region internationally.

Kale Mortensen named Adams State University's 2023 Outstanding Alumnus.

The Colorado Welcome Center completed the Colorado Tourism Offices "Reimagine Destination" and implemented the recommendations of improving our digital footprint and developing a mobile welcome center.

We launched the Green Chili Trail, distributing roughly 1000 trail cards to locals, visitors, and lodging facilities!

We launched our frontline training program!

Molly Mendez presented at the Colorado Welcome Centers Spring Managers meeting about our remodel, participation in *Reimagine Destination, Learning Labs* and frontline training.

We surpassed 16K followers on our Facebook account!

We launched our Christmas Tree Decorating Contest and had 18 businesses participate, decorating our Downtown!

Kale Mortensen attended IPW for the first time, marking Visit Alamosa's first presence at this major international trade show!

What a year 2023 was! We're so thankful for our community for all your support and are looking forward to an amazing 2024!

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 our partners! Here are just some of the resources we offered to our partners in 2023 and beyond!

Industry Newsletter

2023 was the first full-calendar year of our Industry newsletter. This has proven to be an excellent tool for keeping our partners in the know about all the various programs and marketing efforts our team is doing!

Visit Alamosa on LinkedIn

Going into 2023, one of our goals was to be more active on LinkedIn and engage with our community stakeholders there. We are happy to report that this is a goal we are proud to have achieved and continue to make headway. If you're not following us on LinkedIn, we highly recommend it!

Industry Resources Page

We continue to make regular updates to our Industry Resources page on Alamosa.org, designed as a one-stop-shop for our partners to access all of the resources we offer. From here, partners can update their business listings on Alamosa.org, lists deals and packages on our website for us to promote. From here, you can also subscribe to our newsletter and access our grant resources.

Frontline Training

Visit Alamosa provided frontline tourism based training for downtown businesses 2023. Focus included information on area attractions, highlights of the San Luis Valley, and directional guidance to answer questions from guests. The training was an hour long and available for free to any Alamosa business who felt their frontline staff could use help with answer-

ing the never ending question of "What is there to do here?".

We hosted the training in the Depot conference room and the Colorado Welcome Center. We used our new iPads to cast to the tv's in the Welcome Center to highlight COTREX, Cotrip.org, our Alamosa.org homepage and other state resources.

Team Visit Alamosa Consultations

In 2023, we continued to offer free consultation sessions to our partners. During these sessions, our partners get expert advice from our staff to help them better marketing their own tourism-related business. During these consultations, small business owners can access tools and insights from our team that they wouldn't otherwise have access to. Topics can range from social media marketing, to event management, to even geolocation data insights!

2023 Visit Alamosa Rebrand



You may have noticed that our logo looks a little different in this year's Annual Report. On September 1, 2023, we launched a brand refresh, with a brand new logo! This brand refresh reflects our continued commitment to innovation within the tourism industry and signifies a new and exciting chapter for us!

This brand refresh signifies the evolution of Visit Alamosa as an organization, and of our destination as well. As we reach more international travelers

through our marketing efforts, we felt that it was important to contextualize "Alamosa" on the world stage by adding "Colorado" to the logo itself. The addition of Great Sand Dunes imagery in the logo's icon also communicates our most iconic attraction and what really sets our destination apart from other destinations in Colorado.

We're so excited about our new logo and refreshed brand, and we hope it feels familiar yet brand new to you too!

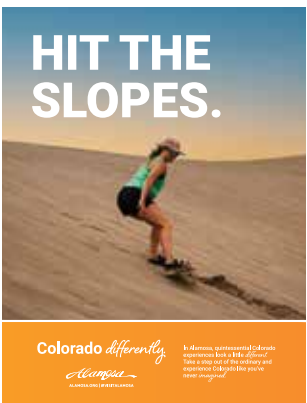
Print Marketing & Publications

Our overall marketing strategy continues to become more digital each year, however print is still one of the ways we are able to connect with our visitors.

Each year, Visit Alamosa produces the Alamosa Official Visitors Guide. This guide is produced completely in-house, and this year we heavily featured our new "Colorado Differently" marketing campaign. In 2023, our



Colorado Visitors Guide Ad



Colorado Parks Journal Ad

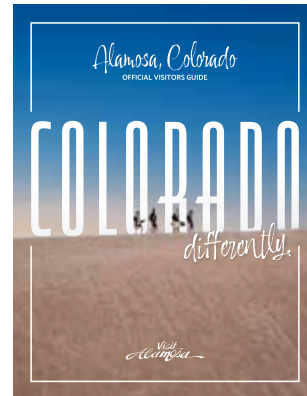
Visitors Guide went completely ad-free, and we chose to give a greater emphasis to content pieces and stunning imagery to enhance the effectiveness of the overall guide. We simultaneously enhanced our listings within the guide to better showcase all of our local tourism partners.

Alamosa Official Visitors Guides are distributed at Colorado Welcome Centers, 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 guides on our website to those who want to receive one in their inbox. In 2023, we continued to print regular editions of the Food & Drink Guide. Distributed through our lodging properties and select locations, this piece allows us to update our listings more often than the Visitors Guide.

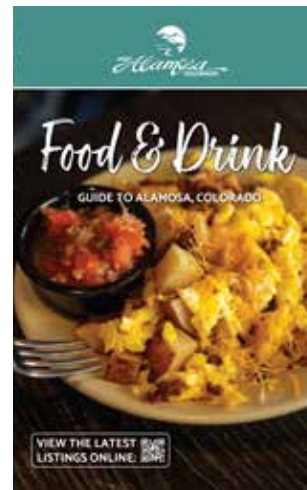
In 2023, we also reduced our print advertising, focusing on the publications that best reached our target audience.

Print Advertisements:
Colorado Parks Journal
Colorado Official Visitors Guide
In-Room Guest Directories
Total Distribution: 500K

Visit Alamosa Publications:
Alamosa Official Visitors Guide
Food & Drink Guide
Total Distribution: 25K



Alamosa Official Visitors Guide



Food & Drink Guide

Website Marketing

One of the key components of our marketing efforts is the management of Alamosa.org. Of note in 2023, like everyone else who utilizes Google Analytics, we made the transition into GA4. This means the analytics that we use to gauge our website's success looked a little different in 2023 as we navigated through that transition. Now that the transition is complete, we're so excited to compare and share year-to-year data from GA4!

A Traveler's Blog

This year, the main focus of our overall website strategy was to increase the amount of distinctive and compelling content on our website. We accomplished this primarily through our Traveler's Blog, where our goal going into the year was to post consistently and feature unique perspectives of our destination. We increased our blog output by 92% in 2023! This provided

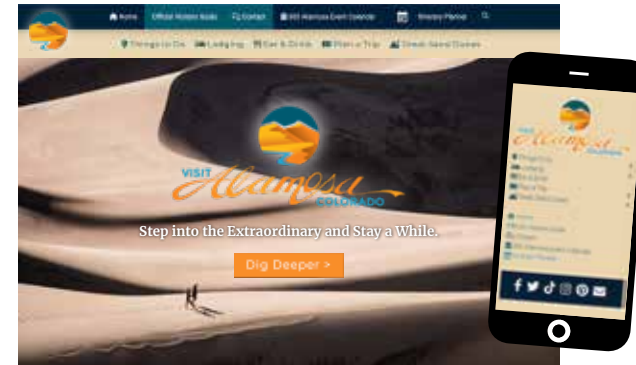
compelling content to our users, and combined our blogs earned 46,625 reads!

Branding Refresh

To supplement our brand refresh, Alamosa.org also received a refresh in 2023. This included a new color scheme, new logo elements throughout the website and a redesign of our e-newsletter as well. This refresh has been extremely well received, and we are continuing improvements to our site into 2024!

Webstories

This year, we reached many users directly on Google through the implementation of Webstories on Alamosa.org. Webstories are interactive video-centric content that appear in Google Searches. The addition of Webstories has supplemented our SEO strategy, once again resulting in Organic Search being our primary acquisition channel!



Alamosa.org Brand Refresh

2023 Website Statistics

ALAMOSA.ORG

227,110
Users

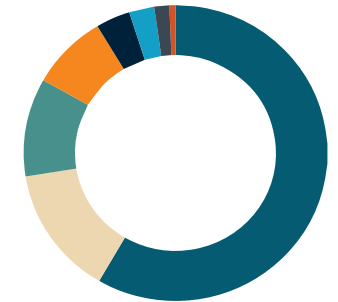
283,461
Sessions

2023 Newsletter Statistics

102,584
Subscribers
(+40K from 2022)

12
Newsletters Sent

Acquisition Channels



Organic Search	Paid Search
Direct	Referral
Social	Email
Other	Display

Top User Locations

- Foreign Countries**
- 1) China
 - 2) Canada
 - 3) France
 - 4) Germany
 - 5) United Kingdom

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

- Cities**
- 1) Denver
 - 2) Englewood
 - 3) Dallas
 - 4) Alamosa
 - 5) Colorado Springs
 - 6) Phoenix
 - 7) Chicago
 - 8) Houston
 - 9) Albuquerque
 - 10) Los Angeles

2023 Google Ads Statistics

160,777
Total Impressions

5.69%
CTR

Digital Marketing

Digital marketing continues to be the dominant focus of our overall marketing strategy. These are some of our major advertising campaigns throughout 2023, but it is by no means an all-inclusive list!

Visit USA Parks

This year, our Visit USA Parks strategy was much more focused on our International Markets (more on that on page 14). Our main tactic with this campaign is to promote the Great Sand Dunes to this audience which is already interested in visiting National Parks, as well as promote all the other amazing things that Alamosa has to offer.

National Parks Trips

We once again worked with National Parks Trips on a hybrid print/digital campaign in 2023. This campaign includes custom content on various content pieces on MyColoradoParks.com, a social media campaign and an email newsletter campaign.

Colorado Tourism Office and Miles Partnership

In 2023, we again worked with the Colorado Tourism Office and their website partner, Miles Partnership. We ran both a Spring and Fall Programmatic campaign, as well as maintain our brand page and run native ads on Colorado.com.

MMGY & Colorado Tourism Office Co-op Campaign

For the third year in a row, we were selected to participate in the MMGY & Colorado Tourism Office's Co-op. Participation allows us to leverage matching funds from the Colorado Tourism Office and promote our brand in conjunction with theirs. This campaign has a large amount of components, including email newsletters, and display, native and rich media advertisements managed through Amobee, eTarget, MiQ, Sojern, Taboola, TripAdvisor and Undertone.

11 Million
Combined Impressions Across
These Campaigns

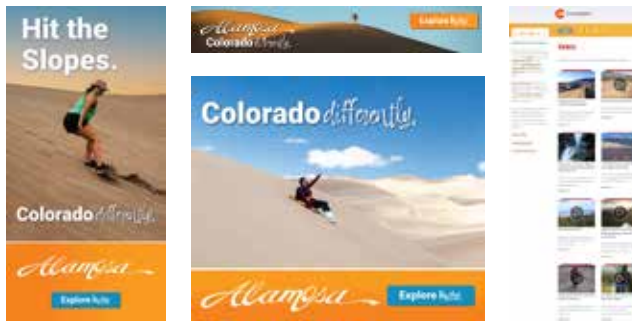


Sample Visit USA Social Ads



MyColoradoParks.com Content

Newsletter Ads



Sample Miles Partnership Ads

City Page



Sample MMGY Campaign Banner Ads

MMGY Email Newsletter

Social Media Marketing

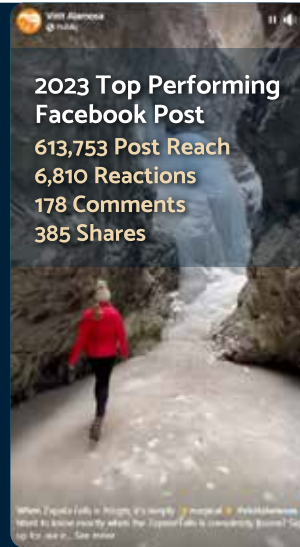
2023 Facebook Statistics

f Visit Alamosa

78.9%
Increase in Total
Reach from 2022

16,555
Followers
(+3.2K from 2022)

52.9%
Increase in Paid
Reach from 2022



2023 Top Performing Facebook Post

613,753 Post Reach
6,810 Reactions
178 Comments
385 Shares

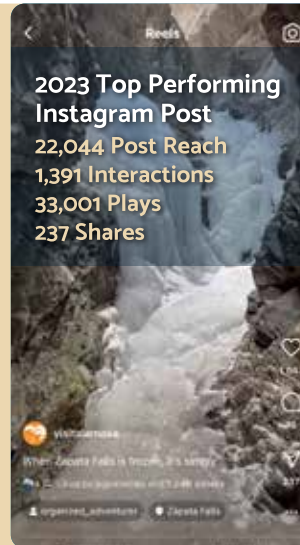
2023 Instagram Statistics

@visitalamosa

64.3%
Increase in Total
Reach from 2022

6,690
Followers
(+1.7K from 2022)

100%
Increase in Paid
Reach from 2022



2023 Top Performing Instagram Post

22,044 Post Reach
1,391 Interactions
33,001 Plays
237 Shares

2023 Tiktok Statistics

@visitalamosa

1,647.7%
Increase in Video
Views from 2022

2023 Visit Colorado Social Co-op

654,000
Facebook
Impressions
671,958
Instagram
Impressions

Social media is one of the best tools in our arsenal to reach potential visitors to Alamosa and inspire them to visit! Visit Alamosa currently operates on Facebook, Instagram, Tiktok, X (Twitter), Youtube, Threads and LinkedIn (more on that platform on page 5).

If we had to sum up our 2023 social media strategy, it would revolved around one word: video. We continued making major headway on our Tiktok account, as well as gained traction on both our Facebook and Instagram accounts by utilizing their Reels feature. Through a combination of in-house filming and production, as well as working with content creators, we were able to post compelling video across our platforms consistently, and we saw growth in impressions, reach and our audiences on all of our social media platforms. We even utilized short-form vertical video on Youtube, utilizing Youtube Shorts and seeing great results there too.

Facebook continues to be our largest audience, and in fact grew by 3.2K in 2023. We saw a lot of success on this platform, growing out total reach 78.9% from 2022. In addition to video, we posted a variety of content on this platform in 2023, including photos and links driving visitation to Alamosa.org. Our Instagram continues to grow as well, with our audience growing by 1.7K followers last year. In addition to Reels, in 2023, we utilized user-generated photos and our own owned assets as well, plus heavily utilized Instagram (and Facebook's!) story feature.

2023 also saw the emergence of a new social media platform, Threads. We were early to join this platform and have thoroughly enjoyed interacting with other brands and visitors on it.

In 2023, we also partnered with the Colorado Tourism Office to participate in their social co-op on both Facebook and Instagram. Combined, our posts earned over 1.3 Million impressions on both platforms!

Destination Development Programs

Green Chili Trail

Visit Alamosa launched the Green Chili Trail late 2023. There were 9 participating locations, visitors and locals alike were encouraged to forge the trail. Upon trail completion, participants brought their completed trail cards in to claim a limited edition mug and a green chili recipe book. We had so much positive feedback that the trail will relaunch in May, 2024.



Restaurant Week

Restaurant Week 2023 hosted quality specials at 5 different locations for the occasion, held from March 4-11 in 2023. Participants enjoyed specials at \$10 and \$25, allowing people the opportunity to sample different cuisine at an affordable price!

Halloween in Alamosa

Visit Alamosa once again promoted various Halloween activities as a cohesive weekend-long experience. 18 businesses participated in the 2nd annual skeleton decorating contest. We collaborated with ASU CAMP to host a Zombie crawl, and coordinated downtown Trick or Treating and approximately 3,000 community members attended.



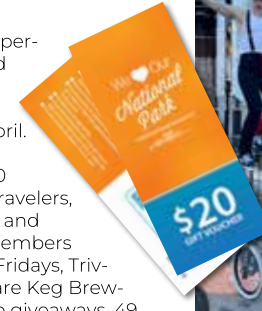
Shine Bright Tree Decorating Contest

Visit Alamosa partnered with the City of Alamosa Parks & Recreation to launch the Shine Bright Tree Decorating Contest. Trees adorned by 18 of our small businesses were displayed in downtown Alamosa. The illumination of the trees took place on December 1 during First Fridays, aligning with the Celebration of Lights. The public was then invited to vote on the trees.

We ♥ Our National Park

The third annual We ♥ Our National Park celebration saw 43.8% of vouchers redeemed and Direct Visitor Impact of \$55,080.

11 Lodging Properties distributed 400 Vouchers to travelers throughout April. Visit Alamosa Distributed 150 Vouchers -to travelers, ASU Students, and community members through First Fridays, Trivia Night at Spare Keg Brewers, & Pop-up giveaways. 49 Business Participated, and 28 redeemed at least one voucher.



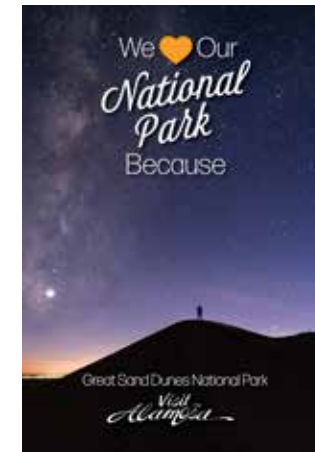
April First Fridays Block Party

Ranger Appreciation

Alamosa County proclaimed April to be Great Sand Dunes Park Ranger Appreciation Month.

Block Party Kick-Off Celebration

The kick-off celebration transformed into a block party on San Juan Ave celebrating the Sand Dunes Rangers and park personnel who protect and share the Great Sand Dunes National Park and Preserve. Rangers attended the event sharing information with the public about the National Park, and leadership Alamosa-wide attended. City Council and County Commissioners danced alongside park officials unifying the relationship between our Gateway Community and Our National Park! Salida Circus roamed the block entertaining attendees and keeping the scene lively. Bands performed live on stage, including a performance from the Adams State University DrumLine. Rangers were presented with small gifts of appreciation.



2023 Poster

2023 Program Statistics
\$9,907
Total Voucher Impact
43.81%
Redemption Rate
\$55,080
Program Impact



First Fridays Block Party Poster



Alamosa County Commissioners



Great Sand Dunes Ranger Appreciation Proclamation

First Fridays with Visit Alamosa

First Fridays with Visit Alamosa continues to attract visitors and community alike to Downtown Alamosa. In 2023, we saw growth in the open-air Market on Main Street with makers, activities and entertainment from April to October. These efforts help to drive visitors into Alamosa's Downtown businesses.

Entertainment Stipends

Visit Alamosa introduced entertainment stipends supporting businesses who booked entertainment during the First Friday of the month with \$200 stipends. The stipend program supported 5 businesses and 7 live music acts throughout the 2023 season.

First Friday Fanatics

Fans of First Fridays were rewarded with prizes and swag for attending First Fridays events with our First Friday Fanatic punch cards. 5 fanatics attended all 12 events

Attendance & Highlights

These numbers are all approximate and aggregated and track people in the First Fridays Zone between 4 pm & 9 pm.

January: 2,300 Attendees

56% Alamosa
40% San Luis Valley
4% Out of State

February: 2,400 Attendees

58% Alamosa
32% San Luis Valley
10%-Out of State

March: 3,400 Attendees

48% Alamosa
36% San Luis Valley
11% Greater Colorado
5% Out of State

April: 3,900 Attendees

57% Alamosa
31% San Luis Valley
7% Greater Colorado
5% Out of State

We ♥ Our National Park kick-off celebration, see page 11 for more information.

April: 4,000 Attendees

48% Alamosa
37% San Luis Valley
10% Greater Colorado
5% Out of State

June: 3,500 Attendees

49% Alamosa
29% San Luis Valley
11% Greater Colorado
11% Out of State

Live From Downtown was a one of a kind block party that highlighted unique entertainment including a Fashion Show hosted by a local merchant, an Aerial Arts Showcase by a local business, potato decorating, slime making, and libations from 3 downtown businesses.

July: 4,200 Attendees

46% Alamosa
25% San Luis Valley
15% Greater Colorado
14% Out of State

August: 3,000 Attendees

58% Alamosa
24% San Luis Valley
4% Greater Colorado
14% Out of State

September: 2,500 Attendees

49% Alamosa
24% San Luis Valley
8% Greater Colorado
19% Out of State

October: 2,800 Attendees

58% Alamosa
18% San Luis Valley
9% Greater Colorado
15% Out of State

For *Grizzly Green*, the Adams State University Alumni Office took over in October and businesses showed their Grizzly Pride with ASU specials, student discounts, and all things green.

November: 2,700 Attendees

58% Alamosa
18% San Luis Valley
9% Greater Colorado
15% Out of State

December: 2,500 Attendees

55% Alamosa
29% San Luis Valley
10% Greater Colorado
6% Out of State

Shine Bright & Shop Small, in collaboration with the City of Alamosa's Celebration of Lights, this special event had live music at 7 music venues, a Holiday Makers Market at Milagro's Coffeehouse, an appearance by Santa Claus, and our tree decorating contest winners announcement.

2023 Program Statistics

37,200
Total Event Attendees

24
Local Business Participants (Avg.)

26
Market on Main Street Vendors

12
Events in 2023



October First Fridays



December First Fridays

Beat the Heat BBQ & Brews

In 2023, the 10th Annual Beat the Heat BBQ & Brews event was held. Produced by Visit Alamosa, it attracts BBQ teams from all over the country. 27 Teams representing NM, CO, GA, & TX, competed in the KCBS master series event. 12 Teams competed in the People's Choice Category providing samples to the public. 9 Breweries from across Colorado participated in the Brewfest, 26 teams participated in the Brewers Classic Cornhole Tournament, and 4 teams competed in the Bloody Mary Showdown. Attendance was comparable to 2022 (2,100).



2023 Beat the Heat Poster

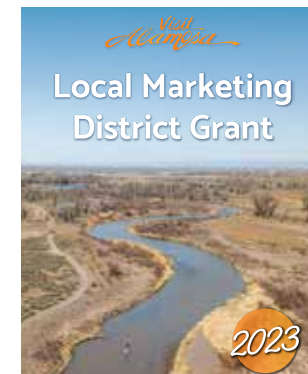


2023 Overall Grand Champion



2023 Beat the Heat Volunteers

Marketing District Grant



In 2023, we received 21 funding requests for the Marketing District Grant, which supports events and marketing programs. There was over \$111k in total funding requested with \$80k to award. The board was able to award every applicant. The commitment and contribution these event and program organizations are able to provide, help Alamosa create a stronger destination for our travelers and community. We appreciate all their hard work and time given to ensure a vibrant sense of place.

\$80K

Local Marketing District Grants Awarded in 2023

This is the total amount of all the grants that we distributed during 2023.

2023 Marketing District Grants Awarded

\$7,500.00	PRCA Rodeo and Concert	\$5,000.00	Rio Frio Ice Fest
\$5,000.00	Round Up Rodeo	\$2,100.00	Veteran's Memorial Car Show
\$6,000.00	Oktobrufest	\$2,100.00	Veteran's Memorial 5k/10k
\$2,915.50	Rollin Deep	\$7,500.00	Early Iron Car Show
\$4,500.00	SummerFest on the Rio	\$2,100.00	Alamosa Farmers' Market
\$4,500.00	Sundays at Six	\$3,000.00	Care Camps Chili Cook Off
\$2,500.00	National Sports Launch	\$3,000.00	SLV Pride Fest
\$1,500.00	Cranes in Flight Monument	\$2,500.00	BPA by YPA
\$1,900.00	Valley Bottom Rio Trio	\$3,000.00	Alamosa Art Festival
\$3,000.00	Sprint Triathlon	\$7,500.00	Dark Sky Outreach
\$1,531.00	Cinco de Mayo Block Party	\$2,100.00	Taste of Place

Industry Representation

Visit Alamosa represents Alamosa and the San Luis Valley tourism industry in a variety of ways. One of these ways is by participating in the following industry associations and committees, by serving as a voice for Alamosa's tourism industry and our local partners.

The **Tourism Industry Association of Colorado (TIAC)** represents those in the tourism industry from restaurants to hotels and Destination Marketing Organizations like 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 for 7 counties. The group focuses on promotion of the San Luis Valley and developing projects that benefit all counties.

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

The **Destination Marketing Association of the West (DMA West)** is made up of DMO's on the western side of the nation. The organization offers resource sharing and best practices for DMO's.

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

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

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.

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 **Colorado Tourism Office Visitor Services** gives communication opportunities to visitor centers around the state and in 2023, added a Visitor Services Summit to Colorado GOVCON.

International Marketing

One of the major 2023 goals for Visit Alamosa was to make further headway into our International markets. Here are just some of the ways we expanded our marketing internationally in 2023, which we are doing even more in 2024!

IPW 2023

Visit Alamosa attended the 2023 U.S. Travel's IPW Conference for the first time. This event is the largest international market place that allows destinations to meet with tour operators and receptives. As part of the Colorado Tourism Office booth, Alamosa was invited to meet with all these delegates representing diverse international markets. The largest markets for Alamosa include Germany, United Kingdom, France and Australia.

This marked the first year that Visit Alamosa has participated in such a program and the team looks to continue to pursue the international market through strategic partnerships with the

Colorado Tourism Office. The value of the international traveler comes with their timing and length of stay in the destination. They tend to spend more time in the destination and typically visit during shoulder seasons.

Visit USA Campaign

In 2023, Visit Alamosa ran a social media campaign with Visit USA Parks. While we have worked with Visit USA Parks be-

fore, this campaign was focused on our International markets, targeting the UK, Germany, France and Australia. The campaign saw 777K impressions and over 69K engagements, focusing on the Fall season and other outdoor experiences. As we continue to grow this effort and in conjunction with international trade shows, we will look to implement marketing strategies in markets we are connecting with.



Colorado Tourism Office's Booth Partners for IPW 2023

Colorado Welcome Center

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

We added the additional component of a programmable space in the Welcome Center which afforded different organizations around the Valley to showcase current campaigns or programming they would like our local audience to know more about. Those participating entities included: Alamosa Day (Founding Day for Alamosa), Fort Garland Museum and Cultural Center, San Luis Valley Museum, and Alamosa Chamber of Commerce Hispano/Latino Committee and El Lamdo Hispano. The programmable space also allowed for more displays during our We ♥ Our National Park campaign in April.



Fort Garland Museum's Display



Alamosa Founder's Day



Creede Reperatory Theatre's Display

23,160
Total Visitors
to the Colorado
Welcome Center
in Alamosa in 2023

2023 Welcome Center Volunteers
Geri Morrison, Don Thompson, Jan Oen, Josephine Gosiak, Noel Harlan, John Skinner and Ronnie Wright





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