



Tourism Recovery Plan: COVID-19

VISIT PAGOSA SPRINGS



Overview

- Current Situation
- Poised for Recovery
- Next Steps
- Resources



Current Situation



Current Situation

- All active marketing “inviting” visitors to Pagosa has been halted
- Visitor Center closed on Mar 19th; will reopen once CO Stay at Home Order lifted and it is deemed safe
 - Virtual visitor center in operation - phones forwarded to Director cell phone, brochures being stocked outside and sign on doors promoting itinerary app and website for info
- PSA released via social media and website on March 27th
 - <https://www.youtube.com/watch?v=xyup2KMIDDY>
- Informational page updated regularly:
 - <https://visitpagosasprings.com/what-know-about-covid-19-and-pagosa-springs-travel>
- Social media focus on inspiring scenic videos, leveraging CTO's Colorado Calm concept
 - <https://www.forbes.com/sites/johnscottlewinski/2020/04/04/colorado-tourism-offers-social-media-lifeline-to-grounded-travelers/#3f85506a5138>

— Poised for Recovery





How are we Poised for Recovery?

- Tourism in Pagosa is largely based on drive market
 - Air travel and international will be impacted longer
- Summer visitation is not dependent on events
- Promote access to surrounding 2.5 million acres of wilderness and national forest
- Ability to provide visitor information virtually
- Access to data that many other destinations do not have



Short Term Efforts

- Focus efforts on passive advertising - Social Media and Google adwords
- Closely monitor data trends, industry best practices, CTO efforts
- Introduce new Business Engagement & Support Program
 - Educate local businesses on how to work with us - for free
 - New training webinars
 - Introduce new FREE advertising options
 - Updated "Collective Impact" brochure on how to work with Visit Pagosa Springs

— Recovery Plan





Recovery

- Leverage data from Arrivalist to determine which markets are “moving”
 - Target drive markets with digital and social advertising as they begin to travel
 - Carefully pay attention to markets that have not handled COVID-19 well - huge risk to target markets that could reintroduce virus to community and cause a lock down repeat
- Messaging and branding will remain same - Just Be Here
 - The “be” will focus on no crowds, peaceful surroundings, etc
- Launch Business Engagement & Support Program
 - Work with local businesses to take advantage of free resources to expand our reach
- Marketing efforts will restart, but largely remain unchanged - push content across social and digital with laser-focused targeting

THANK YOU

Q&A