

COLLECTIVE IMPACT WITH

VISIT
PAGOSA
SPRINGS

COLORADO
REFRESHINGLY AUTHENTIC

105 Hot Springs Blvd
970-585-1200
visitpagosasprings.com

Collective Impact with Visit Pagosa Springs

Who is Visit Pagosa Springs?

Visit Pagosa Springs, formally known as the Pagosa Springs Tourism Department, is a destination marketing organization dedicated to promoting Archuleta County and the Town of Pagosa Springs as a world-class vacation destination.

Visit Pagosa Springs is a community effort created through a partnership between the Town of Pagosa Springs and Archuleta County. Visit Pagosa Springs reports to a nine-member, voluntary advisory board, the Pagosa Springs Town Council, and the Archuleta County Board of County Commissioners.

Visit Pagosa Springs is a non-member organization funded entirely by lodging tax collections within Archuleta County and the Town of Pagosa Springs. Visit Pagosa Springs has no affiliation with the Pagosa Springs Chamber of Commerce.

What does Visit Pagosa Springs Do?

Visit Pagosa Springs handles tasks related to the promotion of the Town of Pagosa Springs and Archuleta County as a vacation destination to potential visitors worldwide. Those tasks include planning and implementing marketing strategies to attract visitors to Pagosa Springs. Our marketing strategies include the use of print media, digital marketing, and social media outreach.

Visit Pagosa Springs is committed to smart growth in the local tourism economy. A robust, growing tourism economy leads to an increase in overnight visitors, which results in increased lodging and sales tax collections. Increased collections offset the tax burden placed on locals resulting in a healthier local economy and more amenities to be enjoyed by all.

In addition to marketing efforts, Visit Pagosa Springs works with a variety of town and county departments to improve local amenities, which encourages repeat visitation from tourists. A few examples are: planting and watering flowers on downtown bridges, designing consistent park use and riverwalk signage, and working with volunteers on town beautification projects.

Visit Pagosa Springs also partners with the Colorado Tourism Office and other destination marketing organizations throughout Colorado to ensure a continued and robust tourism economy statewide.

Visit Pagosa Springs promotes Archuleta County and the Town of Pagosa Springs as a tourism destination through the following:

- Media placement, including print and online, video, press and media relations, and social media efforts.
- Work closely with the Colorado Tourism Office and regional destinations to promote Pagosa Springs.
- Work with area event organizers to create events that will attract tourists to Pagosa and provide exciting things to do while in town.
- Work with the Town of Pagosa Springs to implement the Wayfinding and Signage Plan, other capital improvements, and beautification projects as needed.

It's more than digital marketing. It's in-person interaction.

Visit Pagosa Springs handles management, staffing, and volunteer coordination at the Pagosa Springs Area Visitor Center, which assists over 80,000 visitors annually. The Visitor Center has a wealth of local information on area attractions, activities, restaurants, lodging options, and so much more and offers its resources **FREE** of charge to visitors.

We invite you to work with us. Our collective impact will see Pagosa Springs continue to be a sought after vacation destination for current visitors and new visitors alike. In this brochure, we've outlined a variety of ways we can work together to see Pagosa Springs stay on the "must-visit map" for generations to come. The best news is, **all of the ways we've listed in this brochure are FREE for you** and easy to be a part of!

Let's get started!

Promote Our Brand



Promoting our brand promotes all of us. We are in this together.

Leverage Pagosa Springs' brand by using "Refreshingly Authentic" and "Just Be Here" in your messaging.

What is Refreshingly Authentic?

Our small town atmosphere and endless beauty allow you to feel the true meaning of a vacation. Refresh your spirit in a place away from the crowds. Restore your sense of fun while exploring over three million acres of wilderness and national forest. Reconnect with family and friends. Come to Pagosa Springs and enjoy simplicity on a grand scale.

What is Just Be Here?

We want to stare at a sunset without thinking about the Instagram photo opp. We want to get lost in nature without the benefit of a tour guide. We want to lose reception, stand on the edge of a cliff, and find our eternity in the moment.

We want to just be. And Pagosa Springs is where we go to do that.

Just be here.

Refreshingly Authentic Pagosa Springs. #JustBeHere



Get Listed
On Our Website

VisitPagosaSprings.com
Over 200,000 new visitors and 1 million page views annually.



Website

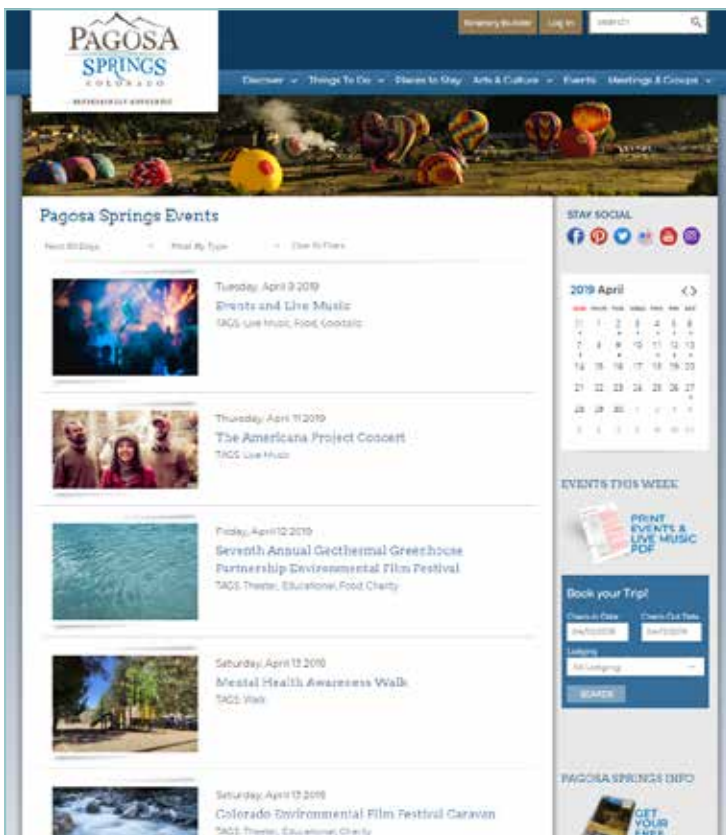
Let us know your business details. The listing is **FREE** - please make sure we have accurate information. With up-to-date information, visitors to our website will find your business easier.

Any business listed on visitpagosasprings.com can be added to a visitor's itinerary using the Visit Pagosa Springs Travel Planner App.

Please note that business hours are extremely important! Email business information to marketing@visitpagosasprings.com.

Share Your Events &
Event Promotion

VisitPagosaSprings.com/events



Event Promotion

We can't promote events we don't know about. Let us know what's happening. We'll spread the word!

Email information about your event (name, date, description, photos) to be listed on the event calendar on our website. You can also drop a flyer off at the Visitor Center for the bulletin board. Your event will be included in the weekly Live Music & Events sent each Wednesday to all of the lodging properties.

Submit your event to info@visitpagosasprings.com

New Events

Are you interested in organizing a new tourism-related event, but don't know how to get started? Use our team as a resource.

We can market your event to potential visitors outside of Pagosa Springs, plus the Tourism Board has grants available for event organizers.

Contact sales@visitpagosasprings.com.

Listings & Events Go Mobile

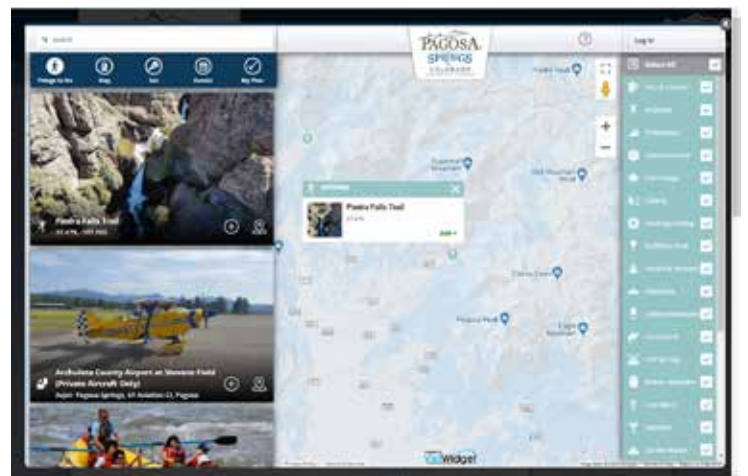
Visit Pagosa Springs Travel Planner App in partnership with Visit Widget

Website Itinerary Builder, iPhone and Android App

Planning the perfect day in Pagosa Springs just got much easier! We're excited to unveil the Pagosa Springs Guide on our site with integrated mobile apps, an interactive way to map out everything you don't want to miss in Pagosa Springs.

Designed with our partners at Visit Widget, this tool provides a new way to explore what the city has to offer, including hotels, popular restaurants, activities, shopping, and more. View it all at once or search by categories like Hot Springs, Fishing & Shopping.

If your business, activity, or event is listed with us, it's listed on our app and it's in the pocket of current, future, and potential visitors.



Central Reservation System

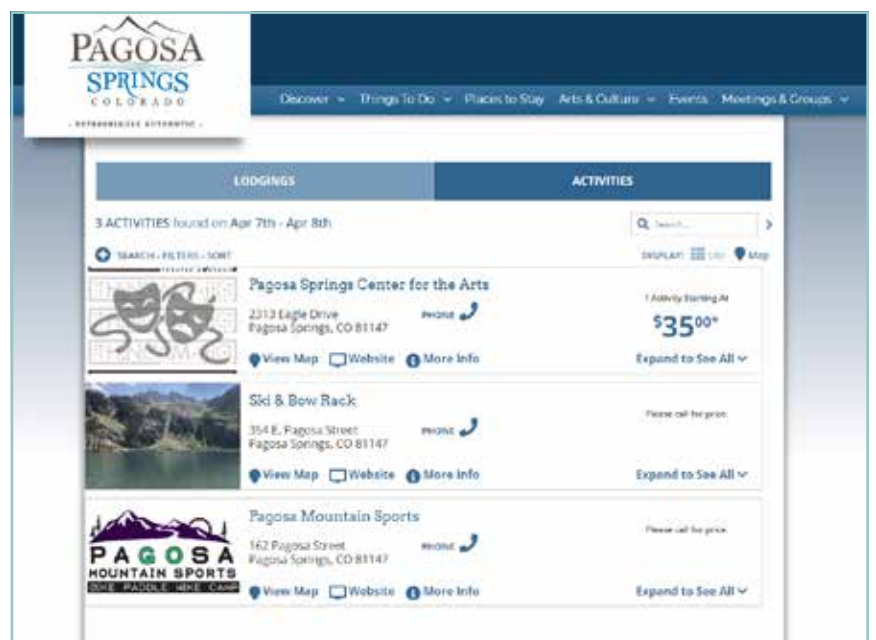
visitpagosasprings.bookdirect.com

Free Ticket, Activity & Booking Listings

Do you have a lodging property, run an event, or sell activity tickets online?

Visit Pagosa Springs, in partnership with Simpleview, offers a direct booking website that allows our 200,000 unique website visitors per year to book your rooms, buy your tickets, or pay for your activity without leaving our website.

This listing service is FREE to you. With accurate information from you, our partners at Simpleview will get your business added.



Central Reservation System Continued



Vacation Rentals

Do you have a vacation rental? Have you registered it with the appropriate local authority?

Once your property is compliant with local regulations, please contact marketing@visitpagosasprings.com to have your listing added to our website, booking engine, and travel planner app, FREE of charge..

To register your vacation rental:

Within Town limits, please call 970-264-4151 x 237.

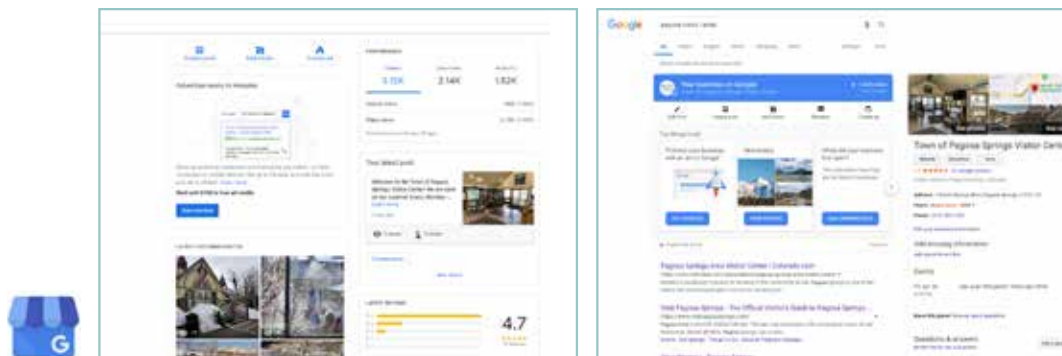
Outside Town limits, but within Archuleta County, please call 970-264-1390.

Claim Your Business Listing Online

FREE Business Listings with Google, Bing, and others.

Google – Google MyBusiness

Visit Pagosa Springs Google My Business Listing and Direct Search Results



Why claim your business:

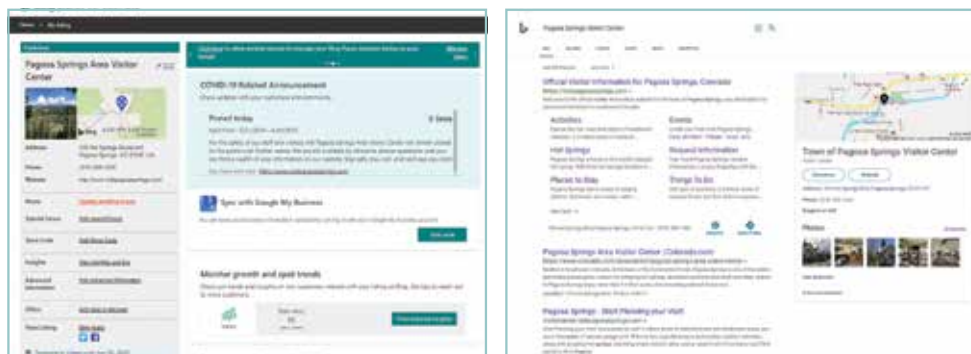
Claiming your business improves your trust and reliability presence on Google and Bing respectively. Higher trust means you place higher in search results organically.

In addition to higher search, it allows you to keep your customers informed of your business hours and contact information directly in their search results.

If your information is easier to find, it is easier for your customers to find you leading to more business.

Bing – Bing Places for Business

Pagosa Springs Visitor Center Bing Places for Business and Bing Search



Establish Your Social Media Profiles

The Big Hitters: Facebook, Instagram Other Players: Twitter, TikTok, Pinterest, YouTube

Visit Pagosa Springs on Social Media

facebook.com/visitpagosasprings



Likes / Followers: Over 23k

Women: 70% | 35-44, 45-54
Men: 29% | 35-44, 45-54

Top Cities:

**Denver, Albuquerque,
Colorado Springs, Austin,
Amarillo, Fort Worth,
Dallas, Oklahoma City,
San Antonio**

instagram.com/visitpagosa



Followers: Over 12.8k

Women: 63%
Men: 37%
Top Ages: 25-34, 35-44

Top Locations:

**Denver, Colorado Springs,
Albuquerque, Durango**

twitter.com/visitpagosa

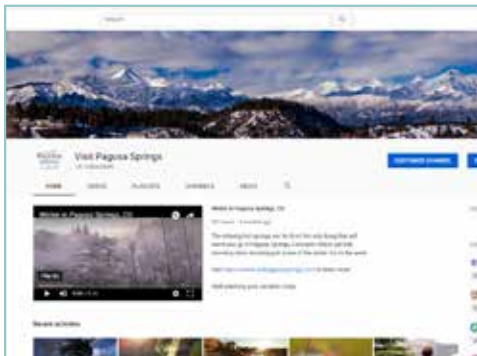


Followers: Over 1.7k

Women: 63% | Men: 37%

Top Locations:

State or region	% of audience
Colorado, US	24%
Texas, US	23%
California, US	5%



Subscribers: Over 200

youtube.com/visitpagosa



pinterest.com/visitpagosa

Do I really need to do "social media?" **YES! It's essential in today's digital world.**

Social Media gives you direct access to your current, future, and potential customers. Digital word of mouth is a powerful and **FREE** tool that's too important to not use.

Visitors are looking beyond Google for business and activity information. Often, if they can't find you on Facebook, they'll stop looking for you altogether.

Make sure you've claimed your business page, added all of your pertinent contact information, and - this is key! - your hours of operation. Visitors who can find your information online are more likely to visit in person when they arrive in Pagosa Springs.

We recommend a Facebook page at the very least. If you have products or experiences, Instagram is a must! You don't have to post three times a day, every day, but you must be active.

One last insider tip: Do your very best to engage and respond to comments. Let your customers know someone is listening and there to answer questions.

**Your Message
Our Audience**

Social Media & Marketing Cooperation

Let's Work Together. Here's How!

Engage with Us, Visit Pagosa Springs, and with Our Visitors on Social Media

Social Media gives you direct access to your current, future, and potential customers. Digital word of mouth is a powerful and **FREE** tool that's too important to not use.

When we work together as a community, speaking with a common message, our voices are amplified and our reach grows exponentially. What does that mean? Share our content! Share our videos, photos and event updates from your business and personal social media accounts. Every share helps us, as a community, reach a larger audience.

Another easy way to amplify your voice is to use common hashtags on Instagram. We use photos with the Pagosa hashtags on social media and in rotation at the visitor center. The Colorado Tourism Office uses hashtags on their social media channels and in rotation on displays at the State Welcome Centers.

PAGOSA HASHTAGS

#justbehere #picturepagosa #pagosasprings

COLORADO HASHTAGS

#coloradolive

VisitWidget Travel Planner App and Website Overlay - 100 users and growing

Geo-targeting in market message push - Do you have an event coming up? Do you have a special sale or urgent news visitors need to know about? We can use push messaging to let them know.

Ad display on app - Are you running a special for the weekend? Is there a deal visitors can't resist? We can offer limited advertising space to local businesses that reach our app users directly in a seamless way.

Monthly eNewsletter - 74k subscribers, 10% Open Rate

Ad space with photo and text - direct link to your landing page

Local business ad promotion on landing pages - 200k + unique users per year

Sidebar ad on landing pages linking directly to business page or social media account

Lead Sharing Program

We are working on a program to leverage our subscriber database to generate new leads, for you! Look for more details in the coming weeks.

Pagosa Springs Area Visitor Center

In Person & Online Area Information



Reach Visitors

Did you know that the visitor center has over 80,000 visitors annually? That's a lot of exposure for your business - for **FREE**!

Do you have a rack card, a tri-fold brochure or a menu? Drop them off at the visitor center. The more brochures we have, the better we are as a resource to our visitors.

Did something change? Let us know if you have updated hours, phone number, website, etc. so we can update your listing online!

Welcome Bags

The Visitor Center provides welcome bags filled with area information for meetings, weddings, events, and more. Businesses can reach this audience by providing a coupon, discount, or item for the bag.

Do you have an event coming up? Let us know and we can provide bags for you to hand out to your group.

FREE Training Online

Do your employees work directly with our visitors? Ask about our **FREE** online webinars

We provide training to help area employees better answer visitor questions and know the best resources to get them more information.

Make your business stand out! Become a "go-to" resource for visitors looking to learn more about all that Pagosa Springs has to offer.

Volunteer

Spend some time with us! Volunteer for a short shift at the visitor center and get to know the types of visitors that come to Pagosa Springs, the information they are seeking and help provide a great experience for them. Email visitorcenter@visitpagosasprings.com or call 970-585-1200.

Brochures

We have created area brochures to provide specific information on the topics our visitors inquire about most often: hiking, scenic drives, downtown, reservoir hill, turkey springs, lodging and fishing. These brochures are available to any business to distribute at no charge.

Contact the Visitor Center by calling 970-585-1200 or by email at info@visitpagosasprings.com to get brochures.

We also have kiosks available for businesses that have floor space and foot traffic.



More Ways to Get Involved

Help Us Make Our Community Beautiful!

Bike Planters

Participate in Bike Planter and / or scavenger hunt programs while helping beautify Pagosa Springs.

Adopt a bike planter to bring visitors to your business as they explore town to solve a puzzle. Decorate the bike throughout the year for seasons, holidays, etc to stand out even more to our visitors.

Bike planters are available for adoption by lottery in mid-April and the scavenger hunt runs from June through the next April.

Participants bring completed puzzles to the visitor center to spin for a prize. Every spin wins a prize. Donate prizes to the prize wheel for additional exposure. You do not need to have an adopted bike to donate prizes. Prize winners will know your business!

Contact the Visitor Center at info@visitpagosasprings.com or call 970-585-1200 for more information.



Share the Beauty of the San Juans

Media Library

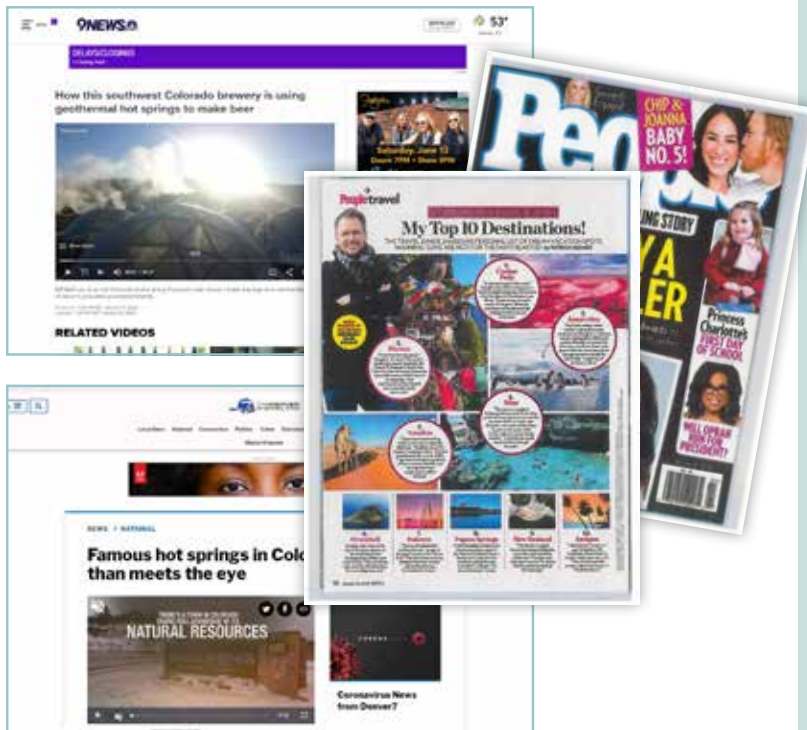
Are you looking for that “special Pagosa Springs photo” or some scenic video to enhance your website? Maybe you need an exciting video to grab attention for your business on social media?

Email marketing@visitpagosasprings.com to learn about accessing the Visit Pagosa Springs media library.



National Media Coverage

Let Us Share Your Good News!



Media Exposure is Great for the Community

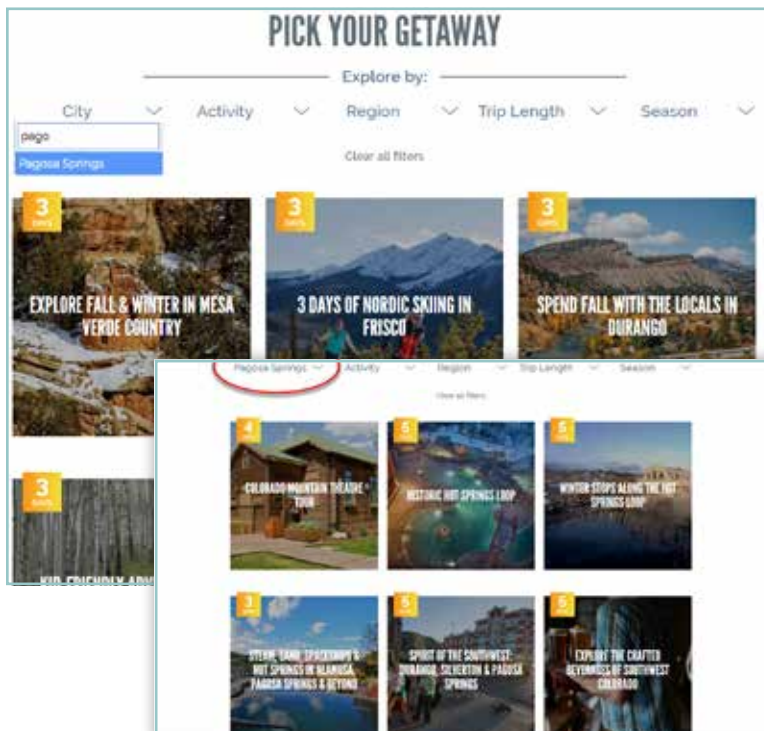
Share business news with us. We host media writers throughout the year.

Do you want to introduce your business, activity, restaurant, etc for potential exposure in their article or publication?

Offering a new class or a new activity? Share business news with us. We respond regularly to requests from media outlets and the Colorado Tourism Office. If we know what your business is up to, we can promote it when opportunities arise.

Email your information to sales@visitpagosasprings.com.

Were you featured by local or national news? Let us know. We'd love to share your good news!



FREE State Resources

Claim your Free Listing on Colorado.com

Take advantage of the Colorado Tourism Office's initiative aimed at inspiring travelers to explore the state's hidden gems and explore less-visited destinations in the state. The Colorado Field Guide includes an online collection of three- to seven-day itineraries. The itineraries, which include specific recommendations for things to do and places to eat and stay, are housed on Colorado.com and promoted across all of their channels.

Add your **FREE** listing today at industry.colorado.com/free-coloradocom-listing

NEXT STEPS

Where do I go from here?

- 1** Make sure we have accurate information for your business.
● If we can't find you, neither can our visitors.
- 2** Bring your rack cards and brochures to the Visitor Center.
● We see 80,000 visitors each year.
- 3** Claim your free business listings online. If visitors can find you online, they can find you in Pagosa Springs.
- 4** Fill out your social media profile(s) and get to know your customers. Read. Respond.
- 5** Contact us for a free social media and marketing consultation by email at sales@visitpagosasprings.com.



#justbehere | VisitPagosaSprings.com | #picturepagosa