



Tourism Marketing
2020 Report

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INTRODUCTION

The numbers for 2020 are dramatically different from 2019. The numbers at the beginning of 2020 were following previous years until the Covid-19 broke out and the Federal and NM State mandates were set in place. The Aztec Visitor Center closed in April to the public and visitors were not allowed to come into the Visitor Center. Wilann remained on staff but only part-time as the City waited for the Governor to re-open the state for Tourism, which had yet to occur by the end of 2020.

Despite the Visitor Center being closed, we have made it known that information can be obtained by visiting our website, the outdoor kiosks, or by calling the Visitor Center. Occasionally locals and/or tourists stop by and by remaining masked and practicing social distancing, Wilann has provided information/brochures.

The goal for 2020 was to keep Aztec in people's mind - what we have and to plan for a visit when appropriate. Utilizing our website for information and Tourism Facebook page we have kept the public informed and shared photos and video. We also shared other resources such as NM Tourism, Aztec & Chaco Facebook pages, NM Fishing & Game and others.

NETWORKING

In 2020, Tourism (Wilann) attended more meetings to expand our connections with local entities and keep up with local events. Meetings in 2020 were virtual and included:

- Grand Circle (Quarterly)
- Lodgers' Tax Advisory Board
- Mexico Outdoor Recreation (Annual)
- New Mexico Quarterly Regional (NW) Board Meetings
- New Mexico Tourism & Hospitality
- Outdoor Recreation Industry Initiative (ORII) (Monthly)

MARKETING

It was decided by the LTAB board to cut back on dollars spent on Marketing for this year FY 20-21. However, not all media sources decided to produce or decided to postpone producing materials. After talking with NM Tourism to see how they were going to move forward without overstepping current restrictions we had our ads reviewed to see if we stayed within guidelines. NM Tourism was impressed and encouraged us to move forward.

To date, we have placed advertising in the following medias.

Local / Regional	Internet/Web	Type	Occurrence
Farmington Visitor Guide-Hawk Media		Print	Annual
Travelhost Magazine	X	Print	Quarterly
Misc. Radio Advertising		Radio	Seasonal
Durango Magazine		Print	Bi-Annual
New Mexico/Southwest			
Museum & Historical Sites		Print	Fall & Spring
Nm 2019 Vacation Guide	X	Print	Annual
Nm Magazine	X	Print	Seasonal
Albuquerque Journal		Print	Summer
National / International	X	Print	Annual
Grand Circle Travel Planner	X	Online	Seasonal
Phoenix International Publications	X	Print	September
USA Magazine	X	Print	June/July
Group Tour Magazine	X	Print	Seasonal
Social Media			
Facebook Ads	X	Online	January-June
Brochure Distribution			
Fun & Games - New Mexico		Distribution	Annual
Certified Distribution - Southwest, Colorado		Distribution	Annual
Certified Distribution - I-40 & Page Area		Distribution	Annual-New
Fastsign Durango Airport		Distribution	Annual

Tourism Contests

Due to COVID-19 and the Visitor Center being shut down, Wilann sought to keep people active by conducting online contests in May.

Coloring Contest Winners

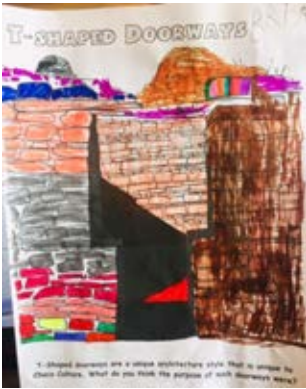


Photo Contest Winners

First Place



Second Place



Third Place



Tourism Facebook Paid Ads

The Tourism office opted to pay for online advertising on Facebook focusing on reaching out to surrounding states within driving distance (Texas, Colorado, Utah, Arizona, California, New Mexico - excluding our region).

<u>Ad</u>	<u>Budget</u>	<u>Reach</u>	<u>Interactions</u>	<u>Major Respondents</u>
Bike Trails	\$1,000	69,213	1,565	MEN age 25-54, California (45%)
Hiking	\$1,000	78,827	1,841	MEN, age 25-44, California (46%)
Aztec Ruins	\$1,000	109,951	2,765	MEN, age 35-54 Texas (40%)



Disc Golf (August ad)

Men 87%

California 45%

Texas 28%

Other (NM, AZ, NV, CO, UT 27%)



Aztec Ruins (September ad)

Men 64%

California 44%

Texas 35%

Other (NM, AZ, NV, CO, UT 21%)



Fall Colors (October ad)

Women 62%

Texas 47%

California 29%

Other (NM, AZ, NV, CO, UT) 24%

Information Bags

Visitor Information bags were developed and handed out through the VC Kiosk and a couple of other entities (Chamber of Commerce, Hiking and Horse Back Riding using our trails).

Aztec Material Distribution

Includes Aztec Brochure, Arches Brochures, and Aztec Street Map. Materials were given out upon request however, with most Visitor Centers and other Tourism sites were closed or not allowed to open minimal materials were distributed. We did send out brochures to Fun and Games as well as Certified Distribution to deliver to those sites open. Again with so many closures very little materials actually were distributed to Tourists.

	<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>
Local Businesses	0	0	4,487	2,710	1,650
Sent to Travel Shows	0	150	1,000	600	2,500
Aztec Ruins	0	200	1,400	1,000	1,800

Fun & Games Distribution*	15,000	17,375	1,400	6,200	8,200
Certified Distribution	5,000	23,000	43,000	12,600	13,400
Durango Airport	0	500	1,000	1,000	1,200
Aztec Airport	0	50	25	50	135
<i>Total</i>	<i>20,000</i>	<i>41,275</i>	<i>64,112</i>	<i>24,160</i>	<i>28,885</i>

*Fun & Games Distribution Locations

<u>Chamber Of Commerce</u>	<u>Visitor Centers</u>	<u>Convention & Visitors Bureau</u>	<u>Other Facilities</u>
Artesia	Angel Fire	Farmington	Indian Pueblo Center
Carlsbad	Chama	Las Cruces	Sandia Resort
Espanola	Deming	Santa Fe	Sandoval County
Raton	Jemez Pueblo		State Tour Bus
Red River	Las Vegas		
Rio Rancho	Los Alamos		Albuquerque & Santa
Ruidoso	Rio Grande		Fe Hotels as needed
	Roswell		
	Ruidoso		
	Santa Fe		
	Santa Fe Railyard		
	Taos		
	White Rock		
	<u>NM State Centers</u>		
	Glenrio		
	Grants		
	Lordsburg		
	Santa Fe		

In-House Brochures, Flyers, and Maps

Great Road Trip Brochures

<u>Road Trips</u>	<u>Printed</u>	<u>Scenic Byways</u>	<u>Printed</u>
Alamosa-Chama (CO-NM)	0	Alpine Loop (CO)	10
Canyon de Chelly (AZ)	10	Bicentennial (UT)	0
Canyons of the Ancients (CO-UT)	10	Capitol Reef (UT)	0
Chaco-Bisti (NM)	10	Dinetah (AZ)	10
Chama-Pagosa (CO-NM)	0	Enchanted Circle (NM)	0
Chimney Rock (CO-NM)	10	Hole-in-the-Rock (UT)	10
Four Corners Museums	10	Indian Creek (UT)	10
Navajo Lake – Turley	20	Jemez Mountain Trail (NM)	10
		Kayenta-Monument Valley (AZ-UT)	10
		Los Caminos Antiguos (CO)	0
		Lower Colorado River (UT)	10
		San Juan Skyway (CO)	10
		Trail of the Ancients (CO-UT)	0
		Trail of the Ancients (NM)	10
		Turquoise Trail (NM)	10
	2020 Total	70	100
	2019 Total	832	350

Wall Maps

	<u>Arches Map</u>	<u>Bisti Map</u>	<u>Lybrook Map</u>	<u>Regional Map</u>	<u>Total</u>
2020	5	0	0	0	5
2019	15	5	5	0	25
2018	40	5	5	10	60
2017	25	2	4	10	41

Aztec Ruins Color Me Book

<u>Distributed To</u>	<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>
In-House	0	20	0	25
Career Day	0	0	80	0
Grand Circle	0	0	100	0
Total	0	20	180	25

Outdoor Recreation

Aztec Disc Golf Course

In 2020, Aztec added a new outdoor recreation opportunity – Disc Golf!

Despite the year of COVID-19, Aztec Parks & Recreation in partnership with the San Juan Basin Disc Golf Club built a brand new 18-hole Disc Golf Course range east of Tiger Park in the City’s recreational area. The Aztec Disc Golf Course was operational by the summer and Tourism marketed the new disc golf course through the Tourism Facebook page and website.



The disc golf course was designed for the professional in mind with numerous par 4 and 5 distances. Later in the fall, new tee locations were established to allow for par 3 distances and provide opportunities to beginners and intermediate players.

The new disc gold course got local recognition from the Farmington Daily Times which published an extensive article on the new facility.

Mountain View Trails

With the annexation of BLM lands in 2019, the opportunity for the City to dougrades to the Mountain View Trails was conducted in 2020. Upgrades included new trail signage installed at trail junctions (10 total) to guide riders and hikers on the complex trails system. Construction of a parking area was begun and a changing station for mountain bike riders was built. Completion of the parking area with signage is planned for 2021.

SOCIAL MEDIA

Tourism Facebook

	<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>
End of Year Total	1,476	1,051	687	483	228	225	208
Increase By	425	353	204	255	3	17	Started

What's the difference between *Likes* and *Follows*?

A *Like* is a person who has chosen to attach their name to your Page as a fan.

A *Follower* is a person who has chosen to receive the updates that you post in their news feed.

Promotional Posts



Instagram

Over the last 12-months, our Instagram page has grown in the following ways:

- 120 posts
- 961 followers
- 1,322 following
- #loveaztec 436 (posts)
- #exploreaztec (218 posts)
- #visitaztec (185 posts)

	<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>
Year-End Total	961	781	659	437
Increase By	180	122	222	158

TOURISM WEBSITE

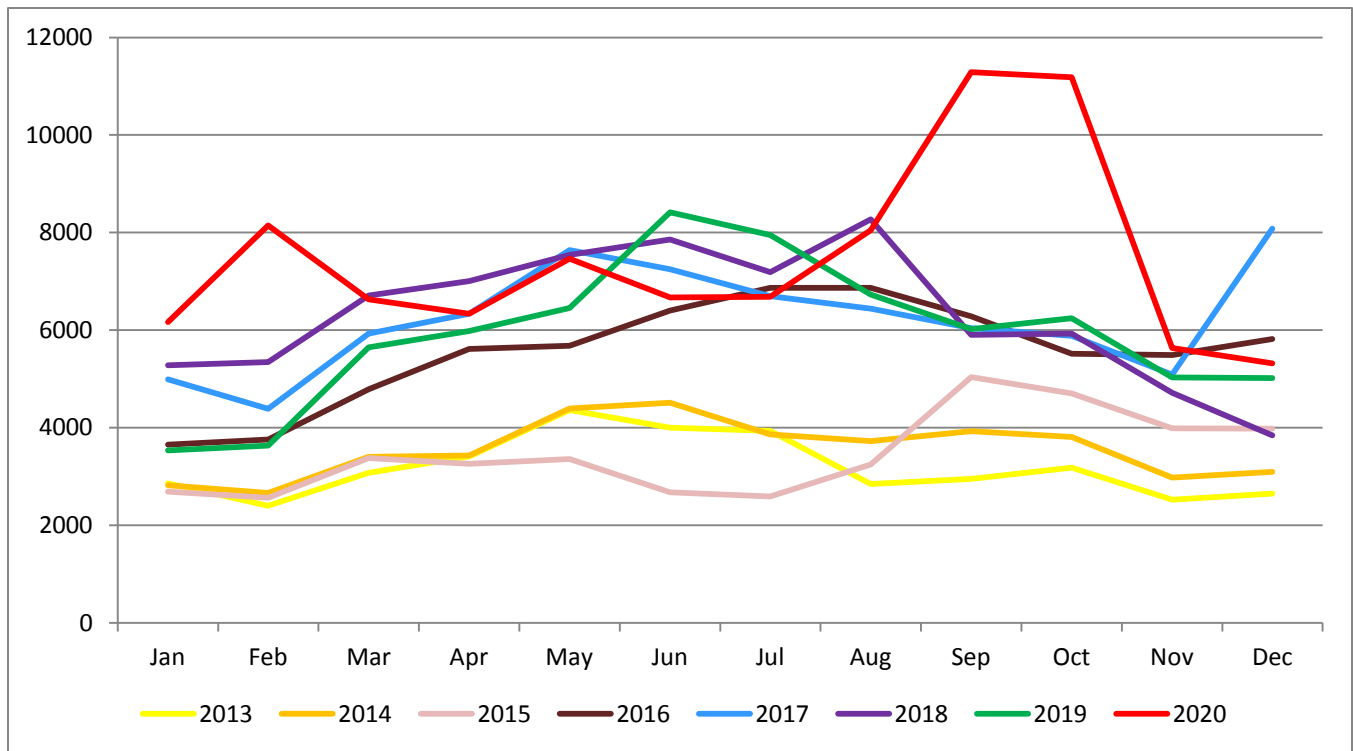
Website Inventory

The Tourism website is continually being updated and new content being added. Below is an inventory of www.aztecnm.com

<u>Section</u>	<u>Description</u>	<u>Pages</u>	<u>PDFs</u>	<u>Images</u>	<u>GPXs</u>
Home	Primary files within the root/home folder	11	0	0	0
	Dinetah Pueblitos	42	62	166	3
Archaeology	Historic Sites	5	3	22	0
	Old Spanish Trail	1	6	3	0
	<i>Aztec Region (26 canyons)</i>	34	60	337	4
Arches	<i>Blanco-Largo Region (22 canyons)</i>	25	50	28	0
	<i>Frances-Manzanaras Region (7 canyons)</i>	8	15	8	0
Aztec	Various attractions and events in Aztec (e.g. History, Parks, Museum, Ruins, etc)	39	51	282	0
Culture	Categories of things to do (Arts, breweries, casinos, museums, etc)	9	10	105	1
	Arizona Points of Interest	30	25	393	5
	Colorado Points of Interest	80	101	780	32
Four Corners	New Mexico Points of Interest	105	170	1,091	43
	Utah Points of Interest	27	31	355	6
	Great Road Trips	23	41	432	3
Recreation	Various Recreational Areas (e.g., Alien Run, Angel Peak, Bisti, Lybrook, Navajo Lake, etc).	32	45	453	19
Travelers' Guides		21	7	6	0
	2020 Total	494	677	4,461	116
	<i>2019 Total</i>	<i>493</i>	<i>646</i>	<i>4,585</i>	<i>111</i>
	<i>2018 Total</i>	<i>400</i>	<i>514</i>	<i>2,323</i>	<i>58</i>
	<i>2017 Total</i>	<i>309</i>	<i>394</i>	<i>2,828</i>	<i>90</i>
	<i>2016 Total</i>	<i>211</i>	<i>225</i>	<i>1,471</i>	<i>87</i>

Web Sessions

September and October shows a huge uptick due to a new web page developed and promoting the Aztec Disc Golf Course.

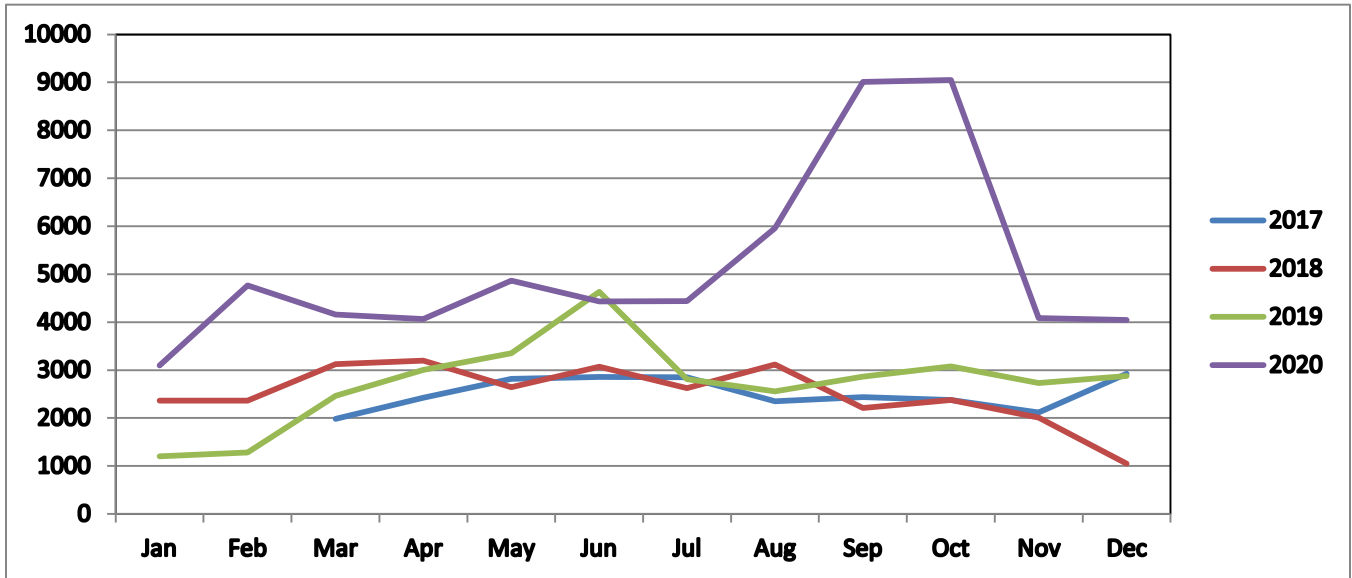


AddThis – Share This Page

The “Share this Page” module allows visitors to quickly select an option for sharing a web page with friends and family. This module is a free service through AddThis.

	<u>Visits</u>	<u>Social Shares</u>				
2020	61,984	10,973	10,953	5	1	4
2019	32,863	2,429	2,425	0	0	4
2018	30,151	276	182	11	3	13
2017	25,144	245	231	0	3	11

The AddThis module also showed a major uptick in September and October as a result of people sharing the new Aztec Disc Golf Course page.



VISITOR CENTER

Visitors

	<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>
Contacts	752	3,136	3,184	3,470	3,760
Phone Inquiries	525	969	866	862	862
Information Bags	446	2,574	2,667	2,522	3,099
International Travelers	6 Countries	21 Countries	17 Countries	17 Countries	28 Countries
Top 4 Countries	Canada (3) Germany (2) Poland (2) China. (2)	Canada (43) Germany (34) France (12) U.K. (10)	France (36) Canada (26) Germany (24) U.K. (14)	Canada (48) Germany (24) France (18) U.K. (16)	Germany (56) France (35) Canada (25) U.K. (20)
Total	9	155	133	152	180
USA Travelers	34 States	50 States	49 States	50 States	47 States
Top 4 States	Colorado (81) California (17) New Mexico (16) Utah (15)	Colorado (262) New Mexico (181) Texas (112) Utah (67)	Colorado (220) New Mexico (143) Texas (107) Arizona (82)	Colorado (282) New Mexico (175) Texas (120) California (89)	Colorado (266) Texas (139) New Mexico (132) California (106)
Total	129	1,258	974	1,313	1,226

Sales

	<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>
Visitor Center Store	\$160.69	\$970.75	\$919.26	\$802.69	\$639.76
National Geographic Maps	8.00	0	2 (\$25.76)	0	2 (\$25.76)
Wall Maps (Arches/Regional/Bisti)	11 (\$55)	25 (\$125)	53 (\$265)	32 (\$265)	29 (\$290)

Materials Distribution

		<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>
Local Businesses	0	0	4,487	2,710	1,650
NM Visitor Centers	0	2,375	1,000	0	2,500
Sent to Travel Shows	0	150	1,400	600	0
Aztec Ruins	0	200	1,400	1,000	1,800
Fun & Games Distribution	5,000	15,000	11,800	6,200	8,200
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Total	20,000	41,275	64,112	24,160	28,885

IMPACTS AND CHALLENGES

Negative Impacts

In 2020 with Covid-19, loss of events due to cancelations from COVID-19, and federal and state shutdown mandates that lasted from March to December, the Tourism numbers significantly dropped.

Positive Impacts

Virtually on the web and Facebook we saw a major uptick due to the promoting of the new outdoor recreation facility – the Aztec Disc Golf Course.

In addition, improvements were made to the Mountain View Trails whereby trail signage was installed and a new parking area was being developed. Once the parking area has been completed in 2021, the Tourism Office will heavily market that outdoor recreation amenity.

**Congratulations to Wilann
for becoming a Grand Circle Board Member
and a NM Tourism NW Regional Board Member!**