



**New Mexico, USA**

**Tourism and Marketing  
2017 Report**

**Wilann Thomas**  
**Tourism & Marketing Supervisor**  
City of Aztec  
110 N. Ash Avenue  
Aztec, NM 87410-2143  
O: (505) 334-7632  
C: (505) 330-1231



**TABLE OF CONTENTS**

	Page
<b>INTRODUCTION.....</b>	<b>3</b>
<b>MAJOR PROJECTS &amp; ACHIEVEMENTS .....</b>	<b>3</b>
Tourism/Visitor Center Marketing Plan.....	3
Photo Library.....	3
Graphic Standards .....	3
Revision of our In-House Brochures .....	4
Revision of the Aztec Brochure and the Aztec Map .....	4
Grand Circle Association.....	6
Other Achievements.....	6
Completed Projects.....	6
Vancouver Report.....	7
<b>NETWORKING .....</b>	<b>8</b>
New Mexico Tourism.....	8
Travel and Training .....	9
<b>PRINTED MARKETING.....</b>	<b>9</b>
Print, Radio and Web Advertisement .....	9
Information Bags.....	10
Aztec Brochure Distribution.....	11
Requests for Additional Information (Magazines/Internet) .....	11
<b>SOCIAL MEDIA .....</b>	<b>12</b>
Constant Contact .....	12
Facebook .....	12
Instagram .....	12
Hashtag Campaign .....	12
Tourism Facebook .....	12
Social Media Paid Ads .....	13
<b>TOURISM WEBSITE .....</b>	<b>14</b>
<b>VISITOR CENTER .....</b>	<b>16</b>
Visitors .....	16
Walk-In Visitors .....	16
Phone Inquiries .....	17
Information Bag Distribution.....	17
Sales.....	17
<b>IMPACTS AND CHALLENGES.....</b>	<b>18</b>
Negative Impacts .....	18
Positive Impacts.....	18
Staffing Challenges .....	18
<b>PROJECTS FOR 2018 .....</b>	<b>19</b>

## INTRODUCTION

Year 2017 saw some significant physical changes. The physical changes started in January with the moving of the Chamber of Commerce to the HUB. We were able to expand the front area of the Visitor Center to accommodate up to 10-12 people; this is up from the 4-6 people before. We also created a Tourism Office space, and restructured the backroom to allow for more storage and kitchen space.

We have enhanced our schedule and are now open June through October 7 days a week and November through May 5 days a week using TEMP help to cover when the Supervisor is off and/or traveling for tourism business.

As you might remember a major change from last year was the restructuring of the Tourism Marketing and Visitor Center. The over-sight of this office was moved from the Community Development Department and is now under the Projects Management Department. This has proved to be very beneficial in helping us to move forward.

With the newly available floor space, we have added to the Visitor Center's main floor space new customer service oriented features, including:

- More area amenity visuals, including maps and photographs.
- Map hanger to display our growing number of maps for sale.
- A new dedicated computer that allows users to go online for:
  - New Mexico state fishing licenses;
  - Access to New Mexico True marketing videos filmed in northwest New Mexico; and updates from NM True.
  - Slideshow that showcases photos from around the Four Corners
  - A Video of area Dinetah (Navajo) Pueblitos
  - DVD's that highlight Southwest sites

## MAJOR PROJECTS & ACHIEVEMENTS

### **Tourism/Visitor Center Marketing Plan**

The Tourism/Visitor Center Marketing Plan was completed.

### **Photo Library**

The department's growing high-resolution image library grew significantly in 2017, including new images from Christmas Parade, Highland Games, San Juan River Fly Fishing, Aztec Arches, and the Aztec Municipal Golf Course.

### **Graphic Standards**

The department's growing number of brochures, maps and other collateral materials has helped us develop a Graphic Standards profile.

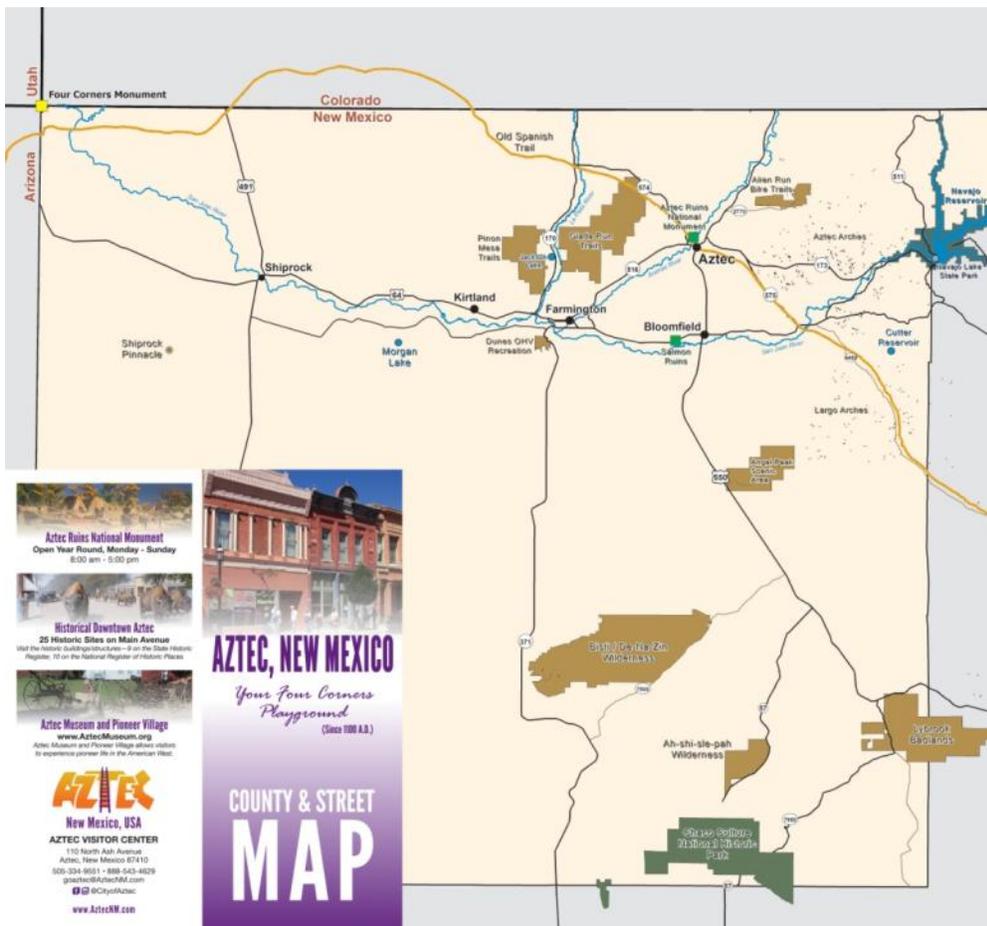
## Revision of our In-House Brochures

Working with our Graphic Standards profile we have revised our In-House brochures to line up with the standards, this includes:

- Angel Peak Brochure
- Bisti Wilderness Brochure
- Lybrook Brochure
- North Road Brochure
- Restaurants & Lodging Brochure
- Camping & RV Brochure
- Stay and Play Brochure
- Fishing Brochure

## Revision of the Aztec Brochure and the Aztec Map

The Visitor Center worked with the LTAB Board and impute from local businesses, who gave us insight to better our City Map and Aztec Brochure.





— RECREATION ADVENTURES —

**Water Recreation:** Nourished by the Pine and San Juan Rivers, Navajo Lake is 25 miles long with over 200 camping and picnic sites and three marinas. Recreation includes boating, sailing and other water sports, plus trophy fishing for brown, rainbow and cutthroat trout, largemouth bass, crappie, bluegill, channel catfish and kokanee salmon.

Flowing from Navajo Lake, the lower San Juan River is ranked among America's top-ten trout fishing waters. A 4.5-mile, nutrient-rich section below Navajo Dam is so spectacular for fishing that it has earned "Quality Waters" designation. Attracting sports enthusiasts the world over, the river further compels with multi-hued sandstone canyons and desert vistas.

**Hiking:** With vast acres of public lands, there are numerous places to hike. Aztec underscores the ethereal, camera-clicking beauty of the American Southwest. East and north of Aztec lies BLM lands with over 300 documented natural arches and windows. Search out breathtaking Arch Rock in Hart Canyon or visit spectacular Anasazi Arch in Cox Canyon. GPS directions and maps are available at the Aztec Visitor Center or at [www.aztecnm.com](http://www.aztecnm.com).

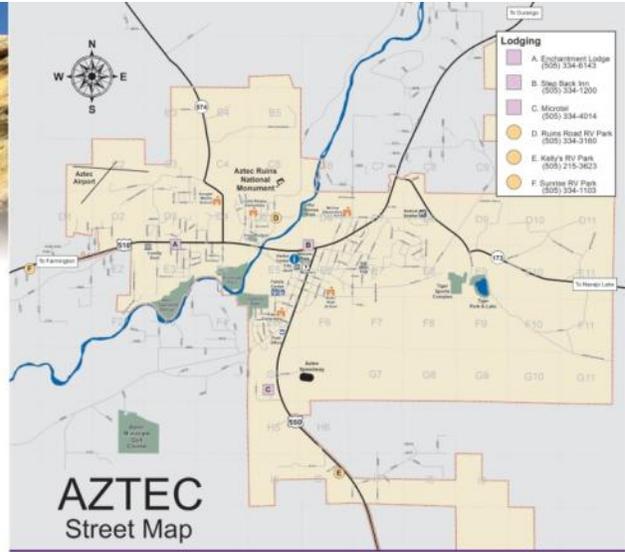
In addition to the arches are the badlands south of Aztec. Such areas include the Angel Peak

Recreation Area, Bisti/De-nah-zin Wilderness, and Lybrook Badlands. These areas once covered by ancient seas, expose various geological clay, silt, and sandstone beds which through millions of years of erosion provide for some very unusual formations, hoodoos, and out of this world landscapes. It is a haven for the outdoor photographer enthusiast.

**Mountain Biking:** Aztec boasts over 30 miles of mountain bike trails, this includes the Alien Run, ranked among the more technically challenging and scenic single tracks in the Four Corners. Routed near a storied UFO crash site, "The Alien" can be navigated by a novice yet is immensely challenging for experts.

**Aztec Municipal Golf Course:** Our 18-hole course is situated in a picturesque valley just two miles from downtown Aztec. The course is open seven days a week and tee times are not required. The course is also available for special and charitable events. Visit [www.aztecunicipalgolfcourse.com](http://www.aztecunicipalgolfcourse.com) for more information.

**Aztec Speedway:** Every summer since the early 1960s, Aztec Speedway's legendary oval track has been thrilling audiences young and old with IMCA-sanctioned modified, sport mod, hobby and mini sprint stock car races.



Day Trips: Stay & Explore!

Arizona	Navajo-Lake/Quality Waters	Colorado	Utah
Four Corners Monument... 78 mi	Bisti/De-Nah-Zin Wilderness... 70 mi	Durango... 36 mi	Hovenweep National Monument... 130 mi
Canyon de Chelly... 126 mi	Chaco Culture National Historical Park... 80 mi	Cherry Rock National Monument... 76 mi	Bluff... 123 mi
Window Rock... 145 mi	Monument Valley... 164 mi	Mesa Verde National Park... 80 mi	Blending... 140 mi
Havasupai Trading Post... 172 mi	Navajo Nation Monument... 171 mi	Anasazi Heritage Center... 80 mi	Valley of the Gods... 142 mi
Salmon Ruins Museum... 11 mi	Angel Peak Recreation Area... 27 mi	Albuquerque... 180 mi	Goatdolls Trading Museum... 167 mi
		Barstolar National Monument... 188 mi	Natural Bridges National Monument... 178 mi
		Santa Fe... 205 mi	Mesa... 192 mi
		Tuba... 210 mi	Brack Canyon National Park... 156 mi



Welcome to Aztec!

Explorers, rustlers, homesteaders, wildcatters, railroaders...Aztec's effervescent history epitomizes the Great American West. Today, it is a community rich in multi-cultural heritage, civic pride and ancestral traditions. Come play with us!

— CULTURAL HISTORY —

**Aztec Ruins National Monument:** Centuries ago the Aztec Ruins were a central gathering place, a thriving cultural capital for ancestral Puebloans. Mistakenly coined "Aztec" by others, the ancient Pueblo people lived and flourished at this very sacred and spiritual place. Today it is a UNESCO World Heritage site and landmark to the roots of civilization. Tour the three-story, 450-room West Ruin. Explore the Great Kiva and marvel at 900-year-old roof timbers that shelter intact plaster rooms. Witness exquisite masonry before passing through mysterious T-shaped doorways.

**Dinéah Homeland:** Dinéah is the traditional homeland of the Navajo Indian Tribe. If you really want to experience the back country adventure, a trip to Largo and Crow Canyons is a must. It is here on BLM land, that one can view small Navajo ruins called puebloitos, which is Spanish for "little pueblos." In addition, there are numerous panels of rock art. The earliest rock art found in the region was carved by the Ancestral Puebloan people, the same people who built Aztec Ruins, Salmon Ruins,

and the ruins at Chaco Canyon, and Mesa Verde. However, majority of the rock art is Navajo with images of animals, humans, supernatural beings, plants, geometric figures, and weapons all carved or painted on the canyon walls. Crow Canyon has excellent examples of Navajo rock art. Later rock art consists of early Spanish settlers and explorers who left their names and sometimes the dates on the rock walls, often next to the Navajo rock art, or on top of them.

**Museum & Pioneer Village:** The Aztec Museum houses one of the finest collections of authentic western Americana. History comes alive at the Pioneer Village, where young and old are bedazzled by the resolve and fortitude of our forefathers. Tour firsthand the doctor's and sheriff's offices, blacksmith and foundry, an 1880s pioneer cabin, general store and post office, and the Cedar Hill Church—all painstakingly reconstructed from the original buildings. Visit [www.aztec-museum.org](http://www.aztec-museum.org) for more information.

**Historic Walking Tour:** Aztec proudly offers numerous structures listed on the National Register of Historic Places and the New Mexico State Register of Cultural Properties. Viewing starts at the Old Fire Station (now home to the San Juan County Historical Society) and meanders into downtown and through our heritage neighborhoods. Many of these historic places are described in a downloadable document at [www.aztecnm.com](http://www.aztecnm.com).

Event Calendar

- April:** Earth Day 5K and 10 K Family Fun Run
- May:** Alien Run Mountain Bike Competition
- June:** Summer Solstice Sunrise Observation at Aztec Ruins
- September:** Founders Day; Antique Truck & Equipment Show
- October:** Aztec Highland Games & Celtic Music Festival
- December:** Aztec Sparkles Christmas Festival

For calendar dates, times and updates, please visit [www.AztecNM.com](http://www.AztecNM.com).



**New Mexico, USA**  
**AZTEC VISITOR CENTER**  
 110 North Ash Avenue  
 Aztec, New Mexico 87410  
 505-334-9551 • 888-543-4629  
[goaztec@AztecNM.com](mailto:goaztec@AztecNM.com)  
 @CityofAztec

OFFICIAL VISITORS GUIDE



AZTEC, NEW MEXICO

Your Four Corners Playground  
 (Since 1100 A.D.)

- Aztec Ruins National Monument
- Renowned Alien Run Mountain Bike Trail
- Over 300 Natural Sandstone Arches
- Fly Fishing on the Quality Waters of San Juan River
- Navajo Lake State Park
- Ancestral Puebloitos & Petroglyphs
- ...and more!

[www.AztecNM.com](http://www.AztecNM.com) | (888) 543-4629

## Grand Circle Association

Membership with the Grand Circle Association allows the department several perks, including virtual representation at major national travel shows by way of City of Aztec Tourism Brochure distribution. For a small fee, brochures were distributed at the 2017 Chicago Travel Show. We also traveled to our first Travel Show in Vancouver, Canada in March. It is difficult to say exactly what the impact of the Show was/is but I can say that the number of Canadians that came through the Visitor Center in 2017 doubled.

## Other Achievements

- Tourism/Visitor Center moved to new Department.
- Put into practice the new system for Visitor Center help and coverage. As well as developing a year round schedule and budget for said coverage.
- Added Facebook Ads to our Marketing Plan.
- New Ads for published media.
- Worked with High School Hospitality Class including being asked to help grade the student papers based on their developing and planning an event.
- Hosted and distributed the department's Aztec History Book (authored by Marilu Waybourn) to over 200 Park Avenue School 4th Graders, and hosted and distributed an additional 40 books to Mosaic Academy. This year we were also able to video tape Marilu Waybourn's presentation for future use.
- Hosted a FAM Tour of seven Tour Operators in October.

## Completed Projects

- New Directional Signage for Visitor Center on Ash Avenue
- Vancouver Marketing Trip – March 2017 (see *Vancouver Report*).
- Revised Aztec Brochure and Aztec City Map
- Five-Year Budget for Tourism/Visitor Center
- Developed Marketing Graphic Standards
- New TV set up for Visitors including: Videos, Access to Tourism Website, Fishing Licenses, Area Photos, NM True TV Ads
- Developed new product for Visitor Center (Hats, Bags, Pins, Magnets, Maps, Coloring Book).
- Added new post cards in a Black and White style of old Aztec photos
- Articles in: Bus Tour Magazine, Group Tour, USA Mag., Grand Circle Website
- Revised Media Schedule
- Distribution of **2,522** Information Bags
- Distribution of **22,800** Aztec Brochures
- Delivered **1,697** Response Mailers

## Vancouver Report

The Outdoor Adventure & Travel Show in Vancouver, B.C. Canada had over 250 exhibitors offering the best of: travel, stand-up paddling, canoeing, kayaking, hiking, camping, climbing, outdoor gear and apparel, education, biking, nutrition, destinations, and clubs. We fell into the "Destinations" category.

I shared and handed out our brochures to the many people that stopped by our booth. Giving out over 400 brochures and/or business cards and answering questions about places to visit. Many individuals, couples, families and groups eyes lighted up when they stopped by as they saw our map of the Four Corners area. Many stated that they planned to visit in the near future, had just returned from or would name the month (2017) that they plan to come. Others had been to our area and planned to return in the future. In all they were excited and drawn to visit our area.

Of interest was the exchange rate between Canadian and USA currency is about .081 to 1.00 dollar. That means for every dollar of Canadian it cost me 81 cents. The other is that the prices in Canada at least in Vancouver were twice as high as New Mexico. So for a Canadian it would be half-price to visit the USA.

Those of us who manned the booth for Grand Circle represented Colorado, Arizona and New Mexico so that we were well versed in the Four Corners area. I was excited to get to know these individuals and learn about their jobs and the wealth of information they knew about the Four Corners.

### Michelle Kien

Sales & Marketing Manager  
Forever Resorts

### Kelly Kirkpatrick

Executive Director  
Mesa Verde Country Visitor  
Information Bureau

Our brochures had an added sticker with our information and the message to stop by for a free gift (while supplies lasted). It is our hope that in this way we will be able to track some from the Vancouver Show. I felt that over all the Vancouver Show was a success and would do it again in the future.

*NOTE: Though difficult to track the effect of the Vancouver trip on tourism i.e. did those we met and talked with actually visit Aztec since March's Vancouver Show. It is worthy to note that our visitors from Canada almost doubled this year.*

## Black and White Postcards



## NETWORKING

### New Mexico Tourism

Today, Governor Susana Martinez announced that in 2016 the tourism industry generated the largest economic impact in state history for the seventh consecutive year, injecting \$6.4 billion into New Mexico's economy. This represents a 2.1 percent increase over 2015, or \$133 million more, and equates to nearly \$730,600 spent by visitors to New Mexico every hour last year.

"Tourism plays a vital role in diversifying our state's economy," Governor Susana Martinez said. "More people visiting New Mexico means more dollars going into our communities – and that means more jobs and better opportunities for our families."

The three largest sectors for visitor spending in 2016 were:

- Lodging at 31%
- Food and beverage at 23%
- Retail at 17%

On average, each visitor spent \$183.50 per trip with leisure travel still the primary reason for travel in New Mexico. Roughly 650,000 international trips were taken in the Land of Enchantment in 2016, a slight decrease from 2015 due to a national trend of fewer Canadians traveling to the U.S. Trips originating in Mexico increased 0.5 percent, while overseas trips grew 4.9 percent.

Additionally, visitor spending in 2016 generated \$642 million in state and local taxes. Direct visitor spending offset the household tax burden in New Mexico by \$841, compared to \$826.50 the year before. Since 2010, direct visitor spending in New Mexico has grown by \$1.2 billion, with associated job growth increasing by more than 5800. In 2016 visitor spending sustained nearly 92,000 New Mexican jobs, or 1 in 12, more than the population of Santa Fe and Taos combined.

"I am thrilled to see the positive trend of record-breaking economic impact continuing in our beautiful state," Tourism Department Cabinet Secretary Rebecca Latham said. "Tourism is an industry worth investing in. Every dollar spent on New Mexico True advertising delivers \$7 back to the tax base and offsets the household tax burden for hard working New Mexican families. New Mexico True makes an impact in small and large communities around the state – each and every dollar spent contributes to a better quality of life for all New Mexicans."

From 2015 to 2016, Otero County saw the largest jump in visitor spending with a 5.1 percent increase, followed by Colfax County at 5 percent. Santa Fe County saw a 3.7% increase over 2015 and claimed \$889 million in direct visitor spending. Bernalillo County saw a 3.5 percent increase with \$2.1 billion of the \$6.4 billion statewide.

This is the latest in a series of record-breaking tourism announcements since the New

Mexico True brand launched in 2012. Earlier this summer, Governor Martinez announced a fifth straight year of record-breaking tourism growth, with one million more trips in New Mexico in 2016 than in 2015, bringing the total number for the year to 34.4 million.

*Tourism is a key economic driver in New Mexico, leading job growth since 2010.*

## **Travel and Training**

In 2017, staff attended the following key meetings and conferences:

- Vancouver, Canada Tourism Show
- Grand Circle Quarterly Meetings

Training efforts are often restricted due to budget constraints. However, staff took advantage of several free online webinars provided by NM Hospitality, Constant Contact and a webinar from the AIANTA to learn more about Native Tourism.

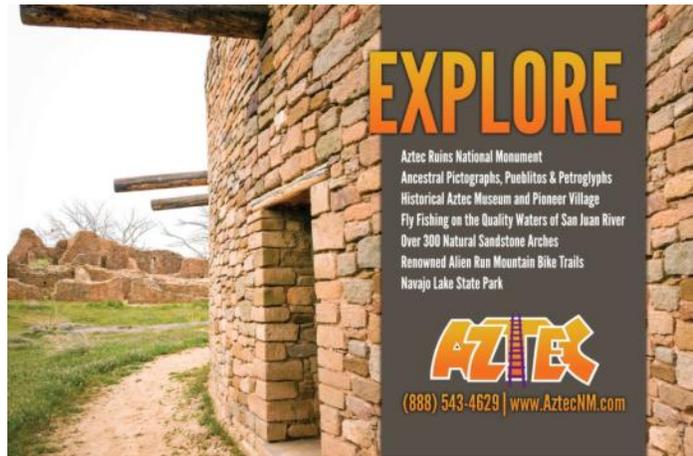
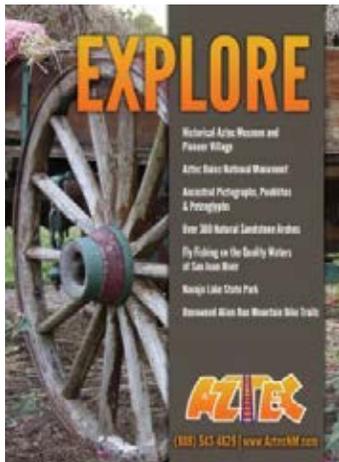
## **PRINTED MARKETING**

### **Print, Radio and Web Advertisement**

To date, we have placed advertising in:

- Durango Magazine
- Durango/LaPlata Airport Placed the Aztec Brochure
- Grand Circle
- Group Tour Magazine
- Bus Tour Magazine
- National Bus Tour Magazine
- NM 2017 True Magazine
- Adventure Outdoor Magazine
- USA Magazine
- Facebook Ads
- Four Corners Radio Ads
- Farmington Visitor Guide
- Trip Advisor

This year's advertisement appeared in the following ways:



### Information Bags

The visitor Center develops informational bags for a number of reasons:

- Tourism
- Special Events
- Relocation
- 4<sup>th</sup> Grade History Month

The informational bags contain:

- Aztec Tourism Brochure
- Arches Brochure
- Aztec Fun Map
- Aztec Streets Map
- Annual Events
- Local Brochures (Restaurants, Camping, Fishing, and Stay-n-Play)

Additional information is also included depending upon the event and for relocation a telephone book is provided.

Informational bags were distributed at the following 2017 events:

- 4th Graders and High School Students
- Car Shows and Auto Race Participants
- High School and Family Reunions
- Local Golf Course Tournaments
- Annual / Regional Events
  - Antique Truck Show
  - Gun and Knife Show
  - Senior Center Events
  - Merchant-Meet & Greet
  - Highland Games
  - National Night Out
  - Boys & Girls Club Event
  - Hot Rod Shows
  - Aztec Speedway

**Aztec Brochure Distribution**

	<u>2017</u>	<u>2016</u>	<u>2015</u>
Local Businesses	2,710	1,650	1,460
Sent to Travel Shows	600	2,500	2,025
Aztec Ruins	1,000	1,800	1,200
Fun & Games Distribution	6,200	8,200	4,000
Certified Distribution	12,600	13,400	15,400
Durango Airport	1,000	1,200	2,400
Aztec Airport	50	135	135
<i>Total</i>	<i>24,160</i>	<i>28,885</i>	<i>26,620</i>

**Requests for Additional Information (Magazines/Internet)**

	<u>2017</u>	<u>2016</u>	<u>2015</u>
Sunset	473	772	1,038
True West	197	66	163
Grand Circle	1,028	1,408	1,829
<i>Total</i>	<i>1,698</i>	<i>2,246</i>	<i>3,352</i>

## SOCIAL MEDIA

### Constant Contact

Constant Contact is a paid service that the Visitor Center uses to collect email from visitors and help develop email advertisements. The Constant Contact list has been updated and now boasts 2,675 contacts. These contacts will receive a quarterly published email.



### Facebook

Facebook Likes statistics:

	<u>2017</u>	<u>2016</u>	<u>2015</u>
End of Year Total	2,548	2,290	1,983
Increase By	258	307	508

### Instagram

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

- 51 posts (average of once per week)
- Had 1,048 post interactions (likes and comments)
- Attracted 158 new followers (437 total)

*Noteworthy: The most popular posts—by far—were the photos of the Aztec Sparkles Parade and the History of the Soreheads.*

### Hashtag Campaign

The hashtag campaign has made a bit of traction. It usually takes about 3 years for a hashtag campaign to really take hold.

	<u>2017</u>
#VisitAztec	13
#ExploreAztec	2
#LoveAztec	1

### Tourism Facebook

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

- Gained 238 new followers (493 total)
- Our fan-base:
  - 71% Women / 28% Men / 1% Organizations
  - Ages most interactive: 25-54

- Mostly American
- 63% people from our region / 43% other fans

### **Social Media Paid Ads**

New this year, we implemented a large-scale online advertising campaign, focused on surrounding states, within driving distance (Texas, Colorado, Utah, Arizona, California, New Mexico—excluding our region).

#### Fall (October/November) Data

- Budget: \$200
- Reach: 26,219
  - 1,810 people interacted with the post
  - 67 people clicked through to website
  - The majority of respondents were men

## TOURISM WEBSITE

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

<u>Section</u>	<u>Description</u>	<u>Pages</u>	<u>Number of</u>			
			<u>PDF</u>	<u>Images</u>	<u>GPS</u>	<u>Videos</u>
Archaeology		1	0	2	2	0
	Dinetah Pueblitos	31	21	96	2	15
	(Over 20 pueblitos added in 2017)					
	Rural Homesteads	5	6	22	0	4
	Old Spanish Trail	1	7	3	2	0
Arches		2	3	4	8	0
	Aztec Region (26 canyons)	31	85	274	4	0
	Blanco-Largo Region (22 canyons)	25	50	31	2	0
	Frances-Mazanares Region (7 canyons)	8	15	8	2	0
Aztec	Various attractions and events in Aztec (e.g. History, Parks, Museum, Ruins, etc).	44	21	312	0	0
Culture	Categories of things to do (Arts, breweries, casinos, museums, etc)	8	5	46	0	0
Four Corners		2	1	33	0	0
	Arizona Points of Interest	18	15	311	12	0
	Colorado Points of Interest	24	26	428	14	0
	New Mexico Points of Interest	34	49	570	16	0
	Utah Points of Interest	20	19	355	8	0
Recreation		3	4	1	0	0
	Various recreational areas (e.g., Alien Run, Angel Peak, Bisti, Lybrook, Navajo Lake, etc).	30	62	326	18	0
Travelers		22	5	6	0	0
	<b>2017 Total</b>	<b>309</b>	<b>394</b>	<b>2,828</b>	<b>90</b>	<b>19</b>
	<b>2016 Total</b>	<b>211</b>	<b>225</b>	<b>1,471</b>	<b>87</b>	<b>0</b>

Sections in GREEN are brand new in 2017.

In addition the “Share this Page” module was added to many of the Tourism web pages. This allows visitors to quickly select an option for sharing a web page with friends and family. This module is a free service through AddThis.

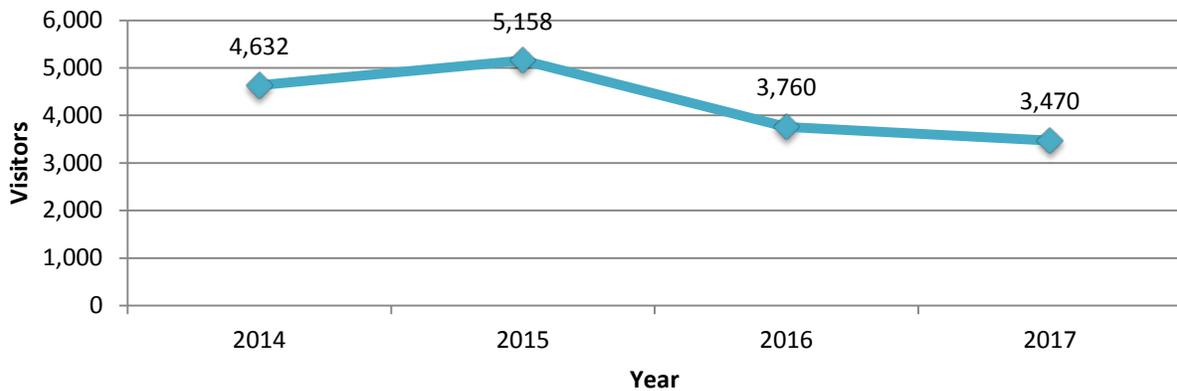
					<u>Print</u>	<u>Direct</u>	<u>Referring Domains</u>
January	2	0	5	0	0	596	689
February	1	2	1	1	1	471	830
March	3	0	1	0	0	740	1,221
April	2	0	0	0	0	883	1,536
May	6	0	0	1	0	902	1,891
June	3	0	2	0	0	626	1,750
July	50	0	0	2	0	823	1,976
August	16	0	0	2	0	773	1,559
September	16	0	0	3	0	709	1,712
October	23	0	0	0	0	794	1,563
November	30	0	0	1	0	709	1,377
December	18	0	0	0	0	1,097	1,809
<b>Total</b>	<b>170</b>	<b>2</b>	<b>9</b>	<b>10</b>	<b>1</b>	<b>9,123</b>	<b>17,913</b>

## VISITOR CENTER

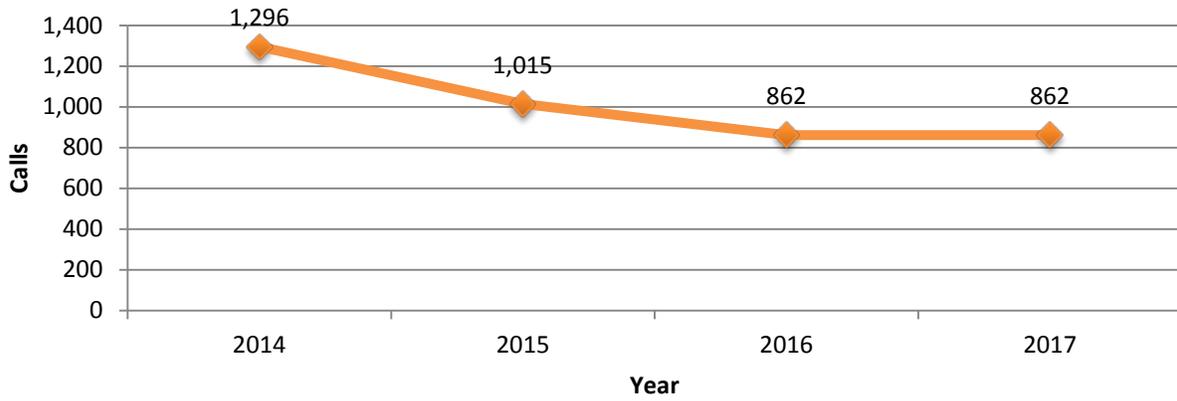
### Visitors

	<u>2017</u>	<u>2016</u>	<u>2015</u>
Walk-Ins	3,470	3,760	5,113
Phone Inquiries	862	862	1,004
Information Bags	2,522	3,099	(Not tracked)
International Travelers	17 Countries	28 Countries	29 Countries
Top 4 Countries	Canada (48) Germany (24) France (18) United Kingdom (16)	Germany (56) France (35) Canada (25) United Kingdom (20)	Canada (60) France (54) Germany (49) United Kingdom (40)
USA Travelers	50 States	47 States	49 States
Top 4 States	Colorado (282) New Mexico (175) Texas (120) California (89)	Colorado (266) Texas (139) New Mexico (132) California (106)	Colorado (442) New Mexico (257) Texas (164) California (115)

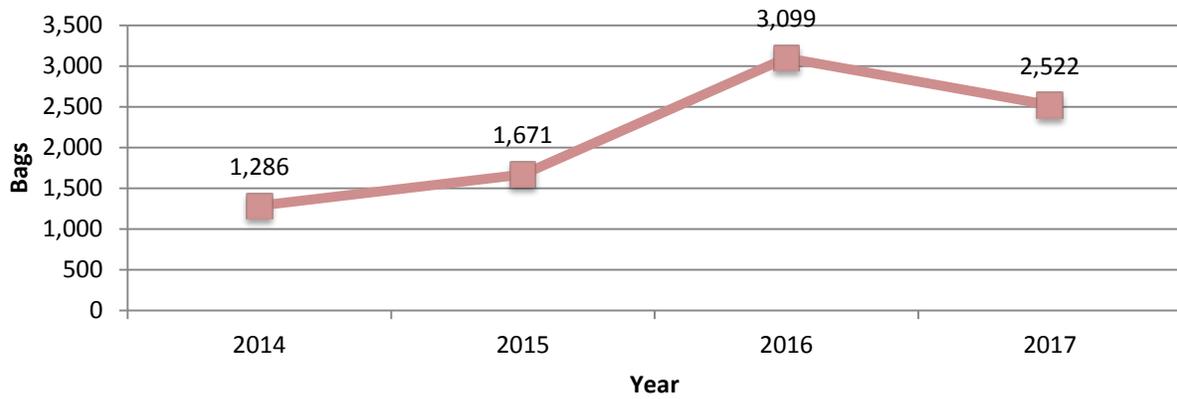
### Walk-In Visitors



### Phone Inquiries



### Information Bag Distribution



### Sales

	<u>2017</u>	<u>2016</u>
Visitor Center Store	\$802.69	\$845.64
National Geographic Maps/Geo-Tourism	0	2 (\$25.76)
Arches/Regional/Bisti Maps	32 (\$265)	29 (\$290)

## IMPACTS AND CHALLENGES

### Negative Impacts

In 2017, we lost several large events. Aztec Chamber of Commerce decided to cancel Fiesta Days. They are looking to create another event to take its place in the future. The Animas River Blues and Brews was cancelled this year and it is not known if it will continue in the future. The Mac & Cheese event moved to Farmington and due to a miss communication the VFW did not have their annual Veteran's Day Parade.

### Positive Impacts

In 2017, we able to update our lighting which enhanced our overall feel inside the Visitor Center. We have also been able to re-arrange the Visitor Center to give a greater feel and more room for visitors. The backroom had a remodel that updated our sink and counter to a more functional space. We added rollers to the bottom of the brochure displays for ease of moving them around which enables us to use the Visitor Center as a meeting place. Thus we had our first meet and greet for local businesses in 2017.

### Staffing Challenges

Staffing challenges have improved with the added TEMP service. This allows us to be open five days a week from November-May and seven days a week June through October.

Thoughts on differences in visitor numbers for 2017:

- Tourism impacted by economy, gas prices and national events.
- We are distributing a higher number of our Brochures in New Mexico and Southwest Colorado.
- Information Bags, distributed to regional events, impacts visitor walk-ins because it precludes them from needing to stop by the Visitor Center for information.
- We also make Information Bags available in the Kiosk in front of the VC even when we are closed.

Overall, our visitor count is down 11% versus 2016. In 2014, we were up 45% over 2013, and in 2015 we were up 9% over 2014.

Though difficult to track the effect of the Vancouver trip on tourism i.e. did those we met and talked with actually visit Aztec since March's Vancouver Show. It is worthy to note that our visitors from Canada almost doubled this year.

## PROJECTS FOR 2018

1. Visitor Center projects will include:
  - Mural for North Wall inside the Visitor Center
  - Painting Outside Wall of Visitor Center
  - New Fishing Brochure
  - Install door bell for front door
  - Updating all In-House Brochures
2. Tourism Show IPW in Denver, CO for Tour Operators from around the World.
3. Repaint the Visitor Center walk-way and rail.
4. 2018 History Book distribution.
5. Update and/or Revise Aztec Media Press Kit.
6. Develop possible new brochures:
  - Cross Cultural Brochure
  - Outdoor Activities Brochure (Mountain Biking, Hiking, Walking Trails, etc.)
  - Fishing Brochure
  - Regional (Hand-made products) Brochure