



New Mexico, USA

Tourism and Marketing
2018 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



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INTRODUCTION

Year 2018 saw Tourism and the Aztec Visitor Center adding to our informational materials in print and on our website.

Scenic Byways

- Alpine Loop (CO)
- Bicentennial (UT)
- Capitol Reef (UT)
- Dinetah (AZ)
- Enchanted Circle (NM)
- Hole in the Rock (UT)
- Indian Creek (UT)
- Jemez Mountain (NM)
- Los Caminos Antiguos (CO)
- Lower Colorado River (UT)
- San Juan Skway (CO)
- Trail of the Ancients (CO-UT)
- Trail of the Ancients (NM)

Road Trips

- Alamosa-Chama (CO-NM)
- Canyon de Chelly (AZ-NM)
- Canyons of the Ancients (CO-UT)
Chaco-Bisti (NM)
- Chama-Pagosa (CO-NM)
- Chimney Rock (CO-NM)

To date these materials have been popular and we hope to see them become even more popular to our visitors in the future.

With budget cuts we have had to be enterprising and creative with ways to enhance what we do and how we do it. One of those ways is to work with other small communities to market Aztec and those communities we work with by helping to promote each other. Wilann has started to visit several communities to familiarize the department with some of their attributes and tours. One such tour took Wilann to Cortez and learn about their new Agro-Tour (see Networking section). Other communities have been Ignacio and their Cultural Center and Casino as well as Durango, Navajo Lake and Turley.

A new feature to the Visitor Center is the Four Corners Attractions mural. This covers the north wall and shows the towns, highways, and major attractions within 200 miles of Aztec. Visitors can take with them a hand out of a map for each state showing the highways and attractions.

NETWORKING

Travel and Training

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 *American Indian Alaska Native Tourism Association (AIANTA)* to learn more about Native Tourism. In 2018, Wilann attended the following key meetings and conferences:

IPW Tour Operator Show

Attended IPW Show in Denver, CO. Wilann attended 30 appointments, met with other vendors and attendees, and distributed 150 USB ports with Aztec Information. The most interesting meetings were with:

- Australian Consulate
- Representatives of AIANTA
- Tour group for Bikers
- Asian Companies (nine appointments)

It is difficult to say exactly what the impact of the IPW Show will be but there were a number of Asian Tour Operators looking for new places to take their customers such as the Four Corners region.

Geo-Tourism Board Meeting

Meeting held in Gallup, NM.

Grand Circle Quarterly Meetings

- March Monument Valley, Utah
- June Chinle, Arizona
- September Quray, Colorado

Mesa Verde Farm and Ranch Tours

Agritourism Tours are now available through the Cortez Cultural Center. Experience the inner workings of today's farm and ranch life in Mesa Verde Country. Discover what life on a farm is like as you taste the flavor of the region. Experience first-hand how farmers live and work the land to produce crops and other crafts from their hard work. Learn how agriculture has shaped Montezuma County, Colorado, all the while taking in the beauty of this high desert topography. See ancient and historical sites and lunch in this gorgeous high desert country while connecting with the local agriculture and the people who call it home.

Local Meetings

- Regional Tourism Economic Summit in Farmington
- Aztec Sparkles – local businesses and Chamber of Commerce
- Open House at Aztec Ruins for new Superintendent

Memberships

Grand Circle Association

Membership with the Grand Circle Association allows the Tourism department several perks including virtual representation at major national travel shows such as the one attended at the Tour Operators Show in Denver, Colorado (see above). Wilann was nominated to serve on the Grand Circle Board.

MARKETING

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

Print Advertisement

- Travel Host Magazine (Quarterly)
- Farmington Visitor Guide (Annual)
- Museum & Historical Sites Magazine
- Grand Circle (Annual)
- USA Magazine (September Issue for Southwest + Texas)
- NM 2019 Vacation Guide (Annual)
- Group Tour Magazine
- Bus Tour Magazine
- New Mexico Brochure Distribution (Fun & Games)
- SW Colorado Brochure Distribution (Certified Distribution)
- Brochure Distribution

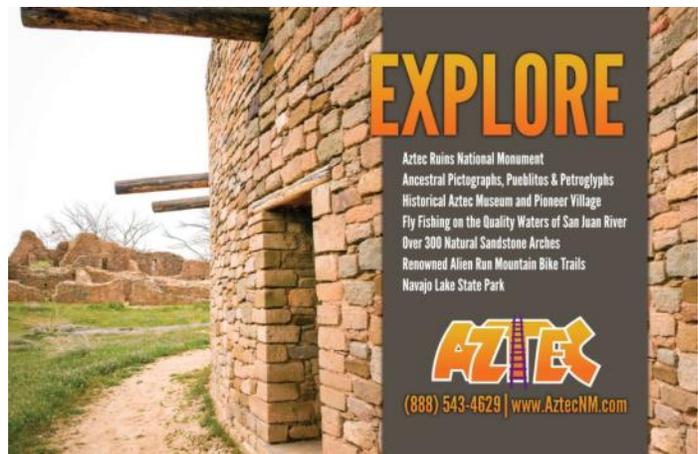
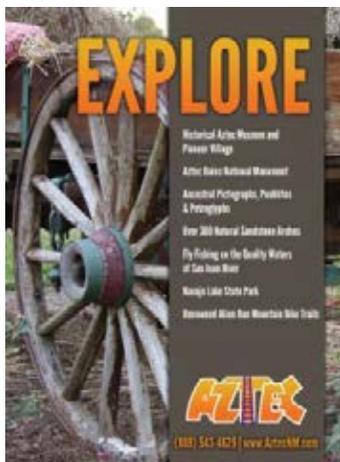
Radio Advertisement

- Four Corners Radio Ads

Web Advertisement

- Trip Advisor (On-line)
- Facebook Ads

This year's print advertisement appeared in the following ways:



Information Bags

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

- Tourism
- Special Events
- Relocation
- 4th Grade History Month
- Athletic Sporting Tournaments

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)
- Relocation Information (as needed)
- Aztec Post Card
- Additional information is also included depending upon the event and for relocation a telephone book is provided.

In the last couple of years several of our annual events cease to exist: Fiesta Days, Founders Day, Animas River Blues and Brews, etc. This has cut back on the number of Informational bags that we do. A total of 2,667 Informational bags were distributed at the following 2018 events:

- 4th Graders and High School Students
- High School and Family Reunions
- Local Golf Course Tournaments
- Annual / Regional Events
 - Antique Truck Show
 - Gun and Knife Show
 - Senior Center Events
 - Aztec Tiger Tournaments
 - Highland Games
 - National Night Out
 - Boys & Girls Club Event
 - Aztec Sparkles
 - Aztec Chamber Events

Aztec Material Distribution

Includes Aztec Brochure, Arches Brochures, and Aztec Street Map.

	2018	2017	2016	2015
Local Businesses	4,487	2,710	1,650	1,460
Sent to Travel Shows	1,000	600	2,500	2,025
Aztec Ruins	1,400	1,000	1,800	1,200
Fun & Games Distribution*	1,400	6,200	8,200	4,000
Certified Distribution	43,000	12,600	13,400	15,400
Durango Airport	1,000	1,000	1,200	2,400
Aztec Airport	25	50	135	135
<i>Total</i>	<i>64,112</i>	<i>24,160</i>	<i>28,885</i>	<i>26,620</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
NM State Centers
 Glenrio
 Grants
 Lordsburg
 Santa Fe

Requests for Additional Information

Additional materials were requested from the Internet and Magazine Subscriptions:

	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Sunset (<i>Discontinued in 2018</i>)	0	473	772	1,038
True West (<i>Discontinued in 2018</i>)	0	197	66	163
Grand Circle	1,737	1,028	1,408	1,829
<i>Total</i>	<i>1,737</i>	<i>1,698</i>	<i>2,246</i>	<i>3,352</i>

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)	10	Alpine Loop (CO)	15
Canyon de Chelly (AZ)	15	Bicentennial (UT)	10
Canyons of the Ancients (CO-UT)	15	Capitol Reef (UT)	15
Chaco-Bisti (NM)	15	Dinetah (AZ)	15
Chama-Pagosa (CO-NM)	10	Enchanted Circle (NM)	15
Chimney Rock (CO-NM)	10	Hole-in-the-Rock (UT)	15
		Indian Creek (UT)	15
		Jemez Mountain Trail (NM)	15
		Kayenta-Monument Valley (AZ-UT)	10
		Los Caminos Antiguos (CO)	15
		Lower Colorado River (UT)	15
		San Juan Skyway (CO)	15
		Trail of the Ancients (CO-UT)	15
		Trail of the Ancients (NM)	15
2018 Total	75		200

Aztec Sparkles Flyers

<u>Distributed To</u>	<u>Qty</u>
Aztec Gun and Knife Show	100
Aztec Ruins Evening of Lights	200
Chamber of Commerce	200
City Hall	25
Craft Fair	100
Library	50
Manual Distribution to Main Ave	200
Santa Dash Packets	100
Utilities Office	25
<i>Total</i>	1,000

Wall Maps

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

Aztec Ruins Color Me Book

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

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 2,885 contacts. These contacts will receive a bi-annual published email.



Facebook

	<u>2018</u>	<u>2017</u>	<u>2016</u>
End of Year Total	2,885	2,548	2,290
Increase By	337	258	307

Instagram

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

- 31 posts (average of one post every 10-12 days)
- Had 550 interactions (likes and comments)
- Attracted 222 new followers (659 total)

Noteworthy: The most popular posts were for Valentine’s Day and the Aztec Sparkles Parade.

Hashtag Campaign

The hashtag campaign is gaining traction. The counts provided below represent posts made by others and excludes the posts made by Aztec Visitor Center.

	<u>2018</u>	<u>2017</u>
#VisitAztec	20	13
#ExploreAztec	2	2
#LoveAztec	4	1

Tourism Facebook

Over the last 12-months, our Tourism Facebook page (separate from the City’s Facebook page) has gained 205 new followers (698 total).

Fan-base Stats:

- 71% Women / 29% Men
- Ages most interactive: 25-44
- Mostly American
- 61% people from our region / 39% other, out of area 2

Social Media Paid Ads

Large-scale online advertising campaign focusing on 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>
Aztec Arches	\$250	78,164	3,210	Men, age 18-44
Aztec Ruins	\$250	80,464	3,300	Women, age 18-44
Aztec Museum & Pioneer Village	\$675	168,438	97,428	Men, age 18-34
Aztec Alien Run	\$675	208,243	133,461	Men, age 18-34

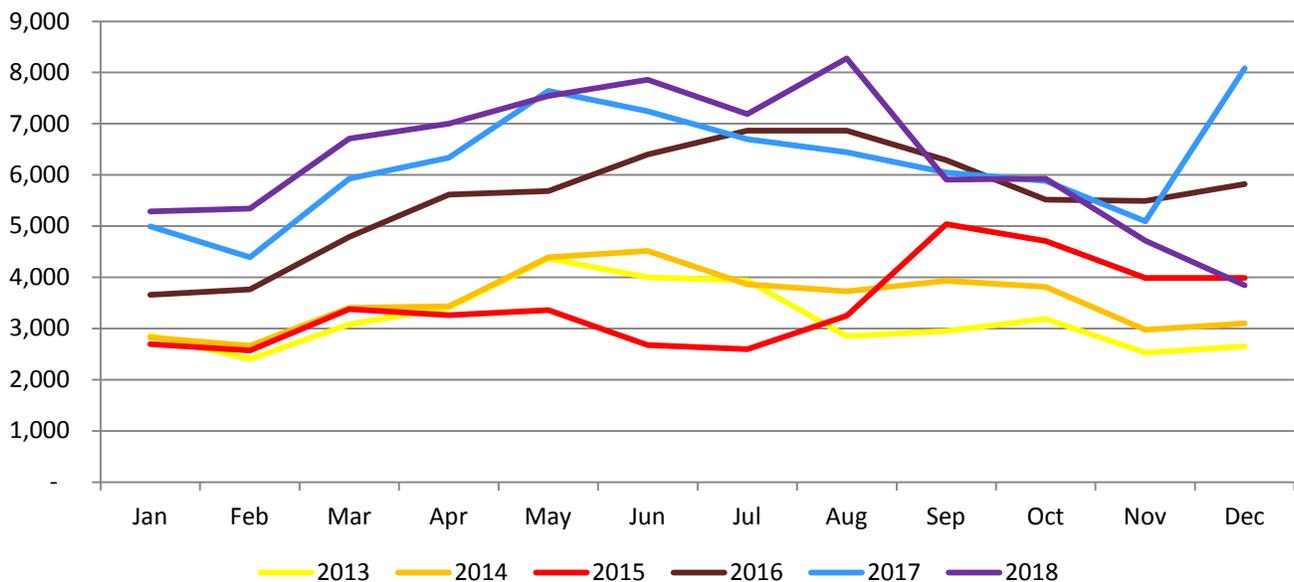
TOURISM WEBSITE

Website Inventory

The Tourism website is continually being updated and new content has been added (e.g. Water Recreation, Mountain Bike Trails, Four Corners Attractions, and Great Road Trips). Below is an inventory of www.aztecm.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	
Archaeology	Dinetah Pueblitos	49	71	191	2	
	Historic Sites	5	3	22	0	
Arches	Old Spanish Trail	1	6	3	0	
	<i>Aztec Region (26 canyons)</i>	34	60	337	4	
	<i>Blanco-Largo Region (22 canyons)</i>	25	50	28	0	
Aztec	<i>Frances-Manzanaras Region (7 canyons)</i>	8	15	8	0	
	Various attractions and events in Aztec (e.g. History, Parks, Museum, Ruins, etc)	42	22	343	0	
Culture	Categories of things to do (Arts, breweries, casinos, museums, etc)	8	8	56	0	
Four Corners	Arizona Points of Interest	22	16	222	4	
	Colorado Points of Interest	55	68	259	14	
	New Mexico Points of Interest	60	109	358	19	
	Utah Points of Interest	25	27	166	5	
	Great Road Trips	21	33	188	3	
Recreation	Various recreational areas (e.g., Alien Run, Angel Peak, Bisti, Lybrook, Navajo Lake, etc).	18	28	167	6	
Travelers' Guides		22	7	0	0	
		<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



AddThis – Share This Page

The “Share this Page” module was added in 2017 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.

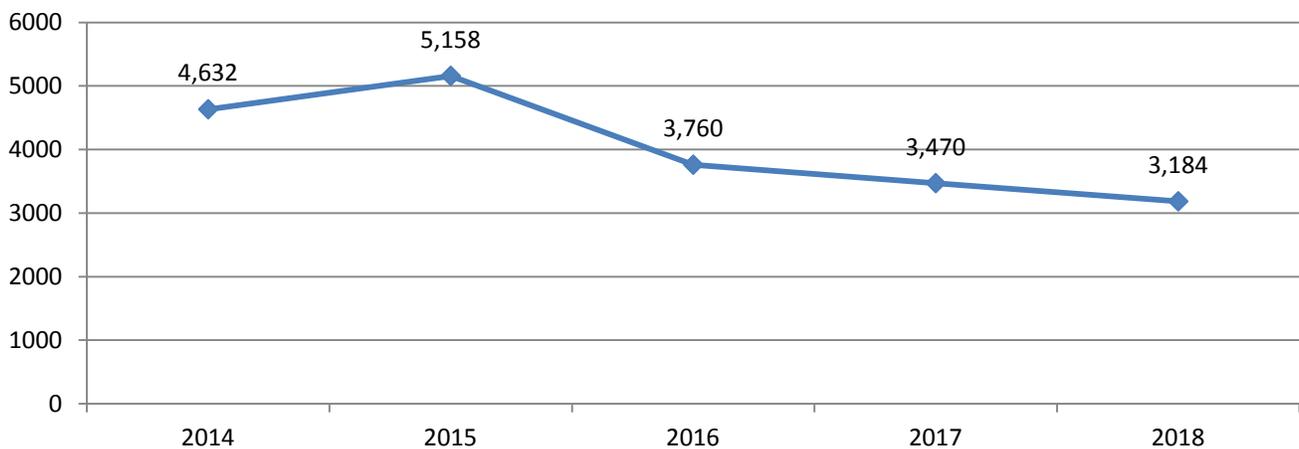
	<u>Visits</u>	<u>Social Shares</u>				
2018	30,151	276	182	11	3	13
2017	25,144	245	231	0	3	11

VISITOR CENTER

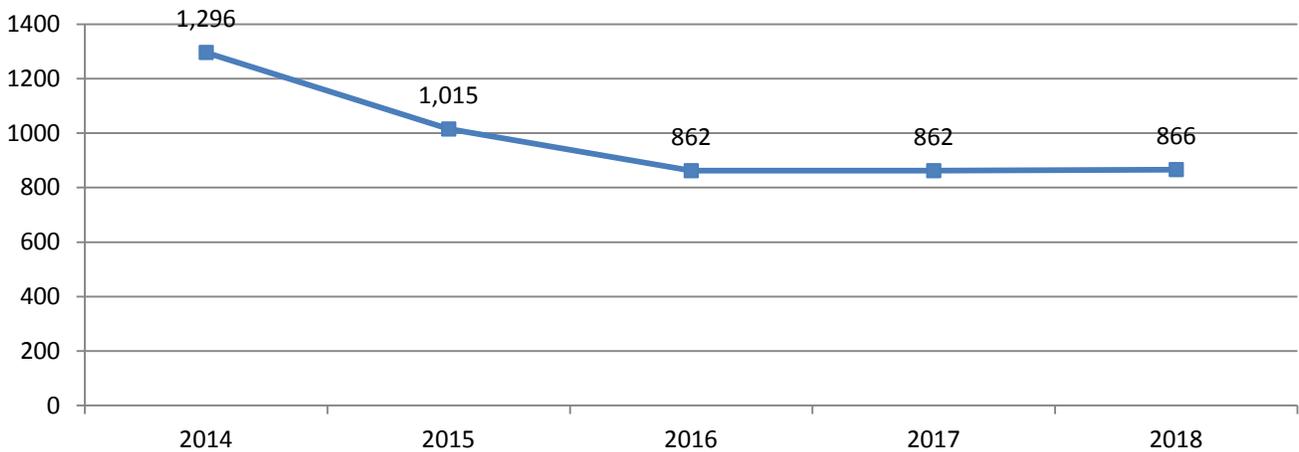
Visitors

	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Walk-Ins	3,184	3,470	3,760	5,113
Phone Inquiries	866	862	862	1,004
Information Bags	2,667	2,522	3,099	(Not tracked)
International Travelers	17 Countries	17 Countries	28 Countries	29 Countries
Top 4 Countries	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)	Canada (60) France (54) Germany (49) U.K. (40)
USA Travelers	49 States	50 States	47 States	49 States
Top 4 States	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)	Colorado (442) New Mexico (257) Texas (164) California (115)

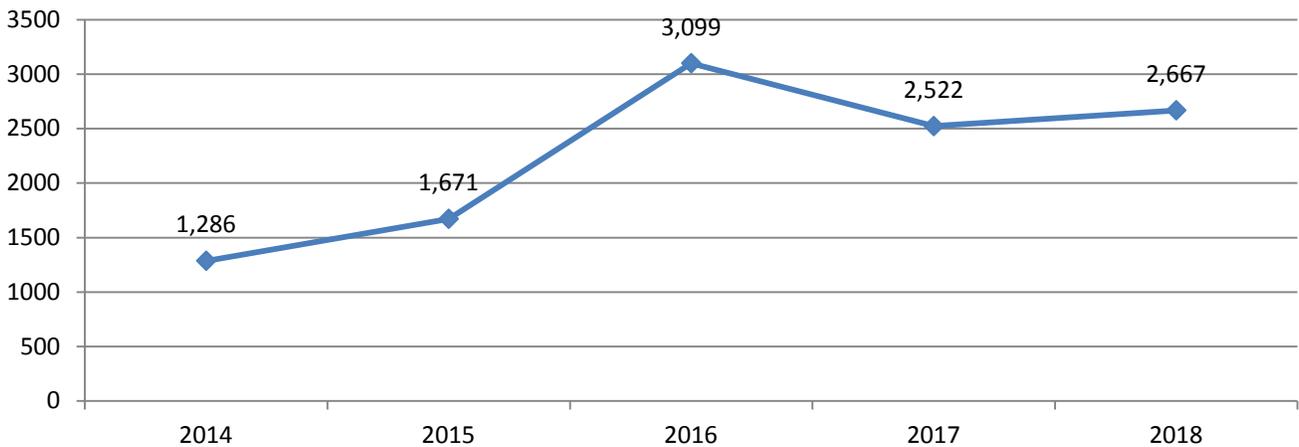
Walk-In Visitors



Phone Inquiries



Information Bag Distribution



Sales

	<u>2018</u>	<u>2017</u>	<u>2016</u>
Visitor Center Store	\$919.26	\$802.69	\$639.76
National Geographic Maps	2 (\$25.76)	0	2 (\$25.76)
Wall Maps (Arches/Regional/Bisti)	53 (\$265)	32 (\$265)	29 (\$290)

Materials Distribution

	<u>2018</u>	<u>2017</u>	<u>2016</u>
Local Businesses	4,487	2,710	1,650
NM Visitor Centers	1,000	0	2,500
Sent to Travel Shows	1,400	600	0
Aztec Ruins	1,400	1,000	1,800
Fun & Games Distribution	11,800	6,200	8,200
Certified Distribution	43,000	12,600	13,400
Durango Airport	1,000	1,000	1,200
Aztec Airport	25	50	135
Total	64,112	24,160	28,885

IMPACTS AND CHALLENGES

Negative Impacts

In 2018 we lost several large events:

- Aztec Chamber of Commerce decided to cancel Fiesta Days. Originally they talked about creating another event to take its place. This last year I have heard that they will no longer be doing “Events”, only helping others to create and build events.
- The Animas River Blues and Brews were cancelled when the promoters moved away.

Positive Impacts

- Christmas Parade and the City of Aztec lights on Main Avenue
- Tree Lighting and the lights around the City complex
- In 2017 we attended an outdoor show and though difficult to track the effect of the Vancouver, Canada 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 in FY 2017/2018.
- In 2018 we attended the IPW Show in Denver, Colorado a show for Tour Operators.

Challenges

Overall, our visitor count is down 2% versus 2017. Thoughts on differences in visitor numbers for 2018:

- 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.
- Wilann has been contacted by 4 Tour Operators: 2 by phone and 2 who stopped in to the Visitor Center to talk and collect information for future Tours. Two of the tour groups were from the mid-west, one from California, and one out of Albuquerque.

PROJECTS FOR 2019

1. Visitor Center improvement projects will include:
 - Painting Outside Wall of Visitor Center
 - Install bell for front door
 - Cut down dead tree in front of Visitor Center
2. Hosting FAM Tours and Geo-Tourism Meetings
3. Attending Grand Circle Board Meetings as a Board Member
4. 2019 History Book distribution. This may be our last year depending on funds.
5. Working with other small communities to cross promote
6. Develop possible new brochures:
 - Cross Cultural Brochure
 - Outdoor Activities Brochure (Mountain Biking, Hiking, Walking Trails, etc.)