



Tourism Marketing 2019 Report

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INTRODUCTION

Though numbers were slightly down this year due to economic stresses, federal shutdown in January, and inclement weather in February, the Tourism Department still remained busy.

Presentations

New this year was Outdoor Recreation and Tourism Presentation which was provided to several organizations. Presentations were given to the following groups:

- Aztec City Commission
- Aztec Economic Development Advisory Board (EDAB)
- Aztec Lodgers' Tax Advisory Board (LTAB)
- Chamber of Commerce - Business After Hours
- Bloomfield Economic Development Advisory Board
- Geo-Tourism

These presentations help show how Aztec is promoting Outdoor Recreation through our website, in print (brochures & rack cards), and quarterly newsletter. We are known for our wealth of information and education of our area. We prepared Information Bags of our Outdoor Recreations material which was handed out during these presentations.

Over the course of the year we learned that other websites are tapping into our information. For example, a Netherlands Website has linked and pulled information from our website recreation pages to helping those from the Netherlands research where to go and what to see. In addition, there are Tourism Guide Books that are requesting information and directing visitors to our Visitor Center and/or our website for more information.

Facility Improvement Projects

- Removal of dead Spruce Tree.
- Painting outside wall of the Visitor Center.
- Painting of hand rails and walkway leading to the Visitor Center.
- Repair Bathroom.

Outdoor Recreation

The Tourism Staff met with Doug M^cKim of the BLM to see what Aztec could do to expand outdoor recreation on BLM lands east of Aztec. This resulted in the annexation of BLM Lands (approx. 2,550 acres) east of Aztec, inventory of approximately 48 miles of potential new trails, and assessment of the Mountain View Trails (8.6 miles). By incorporating the BLM Lands into the city limits, we can justify any monies allocated in the development of outdoor recreation.

NETWORKING

In 2019, Tourism staff attended more meetings to expand our connections with local entities and keep up with local events. Meetings attended included:

- Aztec Trails & Open Space (ATOS) - Monthly
- Economic Development Advisory Board (EDAB) - Monthly
- Feat of Clay – as needed
- Food Summit & Agro-Tourism - Annual
- Grand Circle (Co-hosted one of the quarterly meetings) - Quarterly
- Lodgers' Tax Advisory Board (LTAB) – Every other month
- New Mexico Film Industry – 2 times
- New Mexico Outdoor Recreation - Annual
- Outdoor Recreation Industry Initiative (ORII) - Monthly

New Contacts

The Tourism Staff developed a new dialog with the North American Trail Ride Conference (NATRC) Region 3 who oversees equestrian rides in the Four Corners area. As a result, we promote their annual events in San Juan County and posted their trails on the Tourism website.

The Tourism Staff also developed new dialogs with the Aztec Motocross group and Kart Kanyon Speedway to help promote and add their events to the annual calendar.

MARKETING

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
Other			
Northend Billboard Wrap		Billboard	Annual
Billboard (Lamar)		Billboard	Annual
Aztec Brochures Reprint	X	Print	Bi-Annual
History Book-4th Graders	X	Print	Bi-Annual

Facebook Paid Ads

Large-scale online advertising campaign focusing on surrounding states within driving distance (Texas, Colorado, Utah, Arizona, California, New Mexico - excluding our region).

<i>Ad</i>	<i>Budget</i>	<i>Reach</i>	<i>Interactions</i>	<i>Major Respondents</i>
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%)
Art Focus	\$1,000	75,972	2,201	MEN, age 35-44 & 65+ California (49%)
Road Trip	\$1,000	119,933	1,360	Women, age 18-34, Texas (43%)

Information Bags

Visitor Information bags were developed and handed out to the following:

	<u>EVENT / ORGANIZATION</u>	<u>QTY</u>
February	City Commission Presentation	7
	EDAB Presentation	10
	Geo-tourism Meeting	8
	Steam Punk Convention	50
March	Aztec Motocross	80
	Aztec Golf Course	50
	LTAB Presentation	13
April	Bloomfield EDAB Presentation	10
	Feat of Clay	20
	NATRC Horse Competition @ Caballo Canyon	50
May	Alien Run Mountain Bike Competition	150
	Aztec Fourth Graders History Class	200
	Navajo State Park Media Day	40
	Urban rebel Boot Camp	5
June	Annual Car Show	100
	Premier Fitness Event	50
	ESSCO Event	50
July	Aztec Alien Bike Shop Event	100
	Aztec High School New Teachers	55
	Aztec Boys and Girls Club Golf Tournament	65
	Sisters on the Fly	10
	Larry Beck Arch Group	11
	National Night Out	89
August	Area Businesses	69
September	Antique Truck & Auto Show	100
	Trike Rider Event	65
October	Aztec Highland Games and Celtic Music Festival	60
November	Aztec Boys and Girls Club Event	150
December	Aztec Sparkles Tree Lighting	100
	Brewery New Year's Eve	30
	Gun & Knife Show	50
	Santa Dash	50
TOTAL		1,897

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.

Aztec Material Distribution

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

	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Local Businesses	0	4,487	2,710	1,650	1,460
Sent to Travel Shows	150	1,000	600	2,500	2,025
Aztec Ruins	200	1,400	1,000	1,800	1,200
Fun & Games Distribution*	17,375	1,400	6,200	8,200	4,000
Certified Distribution	23,000	43,000	12,600	13,400	15,400
Durango Airport	500	1,000	1,000	1,200	2,400
Aztec Airport	50	25	50	135	135
<i>Total</i>	41,275	<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		
	<u>NM State Centers</u>		
	Glenrio		
	Grants		
	Lordsburg		
	Santa Fe		

Requests for Additional Information

Additional materials were requested from the Internet and Magazine Subscriptions:

	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Sunset*	0	0	473	772	1,038
True West*	0	0	197	66	163
Grand Circle	1,343	1,737	1,028	1,408	1,829
<i>Total</i>	1,343	<i>1,737</i>	<i>1,698</i>	<i>2,246</i>	<i>3,352</i>

*(Discontinued in 2018)

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)	52	Alpine Loop (CO)	20
Canyon de Chelly (AZ)	102	Bicentennial (UT)	20
Canyons of the Ancients (CO-UT)	157	Capitol Reef (UT)	30
Chaco-Bisti (NM)	187	Dinetah (AZ)	20
Chama-Pagosa (CO-NM)	147	Enchanted Circle (NM)	30
Chimney Rock (CO-NM)	137	Hole-in-the-Rock (UT)	30
Four Corners Museums*	30	Indian Creek (UT)	30
Navajo Lake – Turley*	20	Jemez Mountain Trail (NM)	30
		Kayenta-Monument Valley (AZ-UT)	30
		Los Caminos Antiguos (CO)	20
		Lower Colorado River (UT)	20
		San Juan Skyway (CO)	20
		Trail of the Ancients (CO-UT)	30
		Trail of the Ancients (NM)	10
		Turquoise Trail (NM)*	10
	2019 Total	832	350
	2018 Total	75	200

*New in 2019

Aztec Sparkles Flyers

<u>Distributed To</u>	<u>2019</u>	<u>2018</u>
Aztec Gun and Knife Show	50	100
Aztec Ruins Evening of Lights	0	200
Chamber of Commerce	200	200
City Hall	25	25
Craft Fair	50	100
Library	25	50
Manual Distribution to Main Ave	50	200
Santa Dash Packets	50	100
Utilities Office	0	25
<i>Total</i>	450	1,000

Wall Maps

	<u>Arches Map</u>	<u>Bisti Map</u>	<u>Lybrook Map</u>	<u>Regional Map</u>	<u>Total</u>
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>2019</u>	<u>2018</u>	<u>2017</u>
In-House	20	0	25
Career Day	0	80	0
Grand Circle	0	100	0
<i>Total</i>	20	180	25

SOCIAL MEDIA

Constant Contact

Tourism Department still utilizes Constant Contact (a paid service) to collect email from visitors and help develop email advertisements (newsletters). In 2019, a Quarterly Newsletter was developed and distributed to email recipients:

	<u>Sent</u>	<u>Opened</u>	<u>Click Rate</u>
Winter	1,115	312 (28%)	78 (7%)
Spring	2,144	943 (44%)	214 (10%)
Summer	1,014	334 (33%)	40 (4%)
Fall	983	314 (32%)	58 (6%)

Click Rate = When someone clicked on a link within the newsletter to visit a web page.

Tourism Facebook

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

2019 Fan-base consists of:

- 64% Women / 36% Men
- Ages most interactive: 25-54
- Mostly American
- 49% people from our region / 51% other, out of area

Instagram

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

- 21 posts (nearly 2 per month)
- 293 interactions (likes and comments)
- 22 People tagged our page in their posts

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

Noteworthy: The most popular posts were New Year's Day 2019, Alien Run Bike Trails, and 4th of July.

Hashtag Campaign

The hashtag campaign is growing! These figures represent posts made by others and excludes the posts made by Aztec Visitor Center.

	<u>2019</u>	<u>2018</u>	<u>2017</u>
#VisitAztec	25	20	13
#ExploreAztec	22	2	2
#LoveAztec	28	4	1

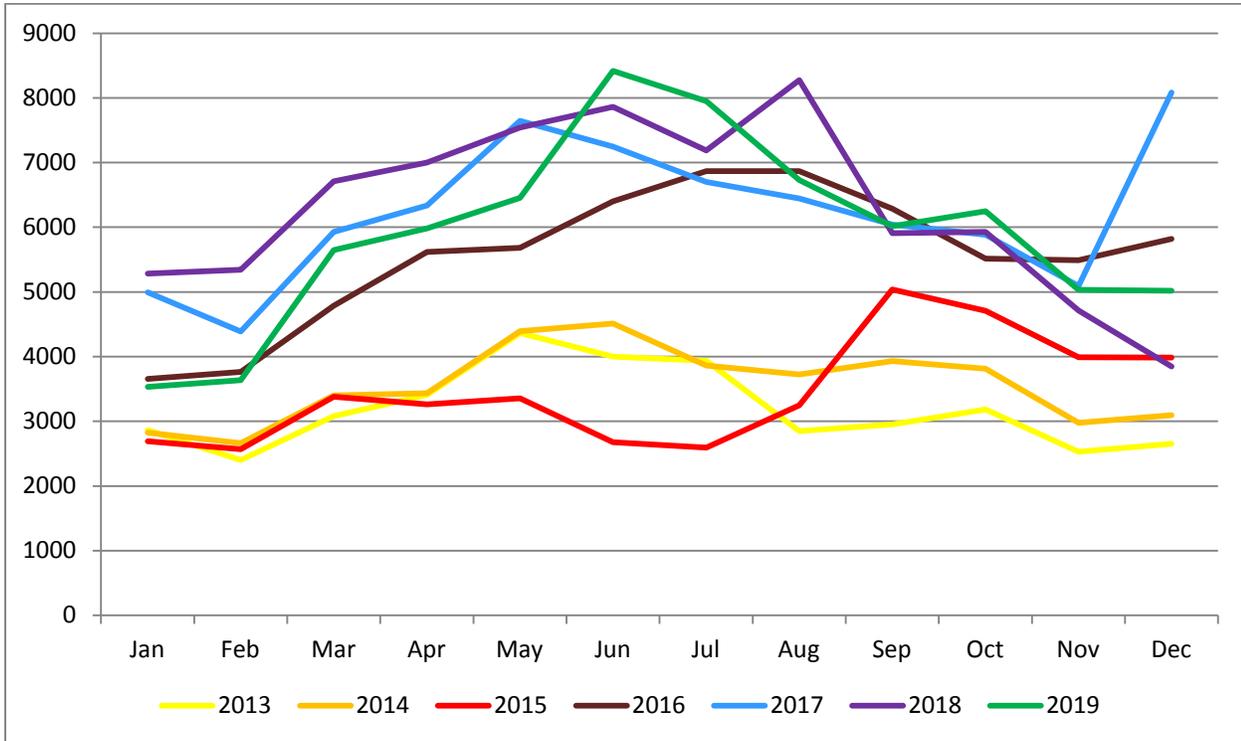
TOURISM WEBSITE

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	
	Dinetah Pueblitos	49	71	191	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-Manzanares Region (7 canyons)</i>	8	15	8	0	
Aztec	Various attractions and events in Aztec (e.g. History, Parks, Museum, Ruins, etc)	47	26	430	0	
Culture	Categories of things to do (Arts, breweries, casinos, museums, etc)	7	9	75	1	
	Arizona Points of Interest	22	16	385	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	28	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).	27	40	442	14	
Travelers' Guides		21	7	6	0	
		2019 Total	493	646	4,585	111
		<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>

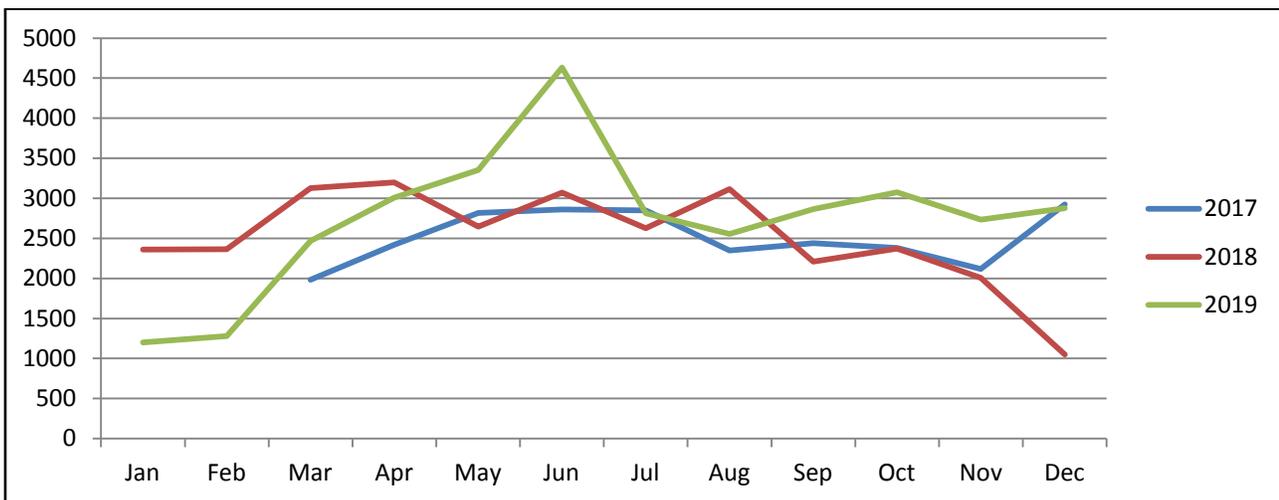
Web Sessions



AddThis – Share This Page

The “Share this Page” module was added in 2017 to 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>				
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



VISITOR CENTER

Visitors

	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Walk-Ins	3,136	3,184	3,470	3,760	5,113
Phone Inquiries	969	866	862	862	1,004
Information Bags	2,574	2,667	2,522	3,099	(Not tracked)
International Travelers	21 Countries	17 Countries	17 Countries	28 Countries	29 Countries
Top 4 Countries	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)	Canada (60) France (54) Germany (49) U.K. (40)
Total	155	133	152	180	310
USA Travelers	50 States	49 States	50 States	47 States	49 States
Top 4 States	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)	Colorado (442) New Mexico (257) Texas (164) California (115)
Total	1,258	974	1,313	1,226	1,747

Sales

	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>
Visitor Center Store	\$970.75	\$919.26	\$802.69	\$639.76
National Geographic Maps	0	2 (\$25.76)	0	2 (\$25.76)
Wall Maps (Arches/Regional/Bisti)	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	4,487	2,710	1,650
NM Visitor Centers	2,375	1,000	0	2,500
Sent to Travel Shows	150	1,400	600	0
Aztec Ruins	200	1,400	1,000	1,800
Fun & Games Distribution	15,000	11,800	6,200	8,200
Certified Distribution	23,000	43,000	12,600	13,400
Durango Airport	500	1,000	1,000	1,200
Aztec Airport	50	25	50	135
Total	41,275	64,112	24,160	28,885

IMPACTS AND CHALLENGES

Negative Impacts

In 2019 saw a continued loss of events, and with economic stresses, federal shutdown in January, and inclement weather in February, some of the numbers dropped a little. Overall, our visitor count is down <1% versus 2018.

Positive Impacts

- Development of New Materials
 - Horseback Riding Trails with Map
 - Four Corners Museums Brochure with Map
 - Outdoor Recreation Etiquette Rack Card
 - Aztec Museum and Aztec Ruins Rack Card

- Development of a new tag line = “EXPLORE” Aztec. This Tag Line is being added to all in-house brochures, web and social media.

EXPLORE

- New Calendar Distribution
We have updated our distribution of Events Calendar by changing from Table Top flyers to taking a Monthly Calendars in either 11x17, 11x8 1/2 and/or 1/2 sheet handouts. We distribute them monthly. The Table Top Flyers were delivered to 7 locations we now distribute to 39 locations and growing.

- Redeveloped / Redesign of Relocation Information packet.
Statistics on relocation information is as follows:

	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Relocation Info Requested	39	22	38	17	29
Relocated to Aztec Area	26	3	6	22	1

PROJECTS FOR 2020

1. Develop podcasts, Facebook Live posts and perhaps videos for download and website geared towards Tourism.
2. Develop outdoor recreation brochures specifically for the following:
 - Hiking
 - Horse Riding
 - Mountain Biking
 - Archaeology
 - Birding
3. Host FAM Tour (Tour Operators) with Grand Circle.
4. Participate in the Outdoor Recreation Conference to be hosted by Farmington. We are working with Bloomfield to host Tours for this conference.
5. Attend and Participate in the 2020 IPW Tour Operator show in Las Vegas.
6. Repaint interior walls of restroom and hang new framed photographs.