



Town Hall 551 Hot Springs Blvd
Pagosa Spring, CO 81147

Pagosa Springs Area Tourism Board Meeting
February 11, 2026 @ 3:00 PM

AGENDA

REMOTE PARTICIPATION

Join Zoom Meeting By Computer - <https://zoom.us/j/84089494688>
Dial by Phone - 1-669-900-6833 US - Meeting ID: 840 8949 4688

A Zoom link is made available. The Town cannot guarantee internet service or online broadcasting. Remote participation is at the risk of attendees. The meeting will continue in person regardless of the broadcast capability.

I. CALL MEETING TO ORDER

II. ROLL CALL

III. PUBLIC COMMENT

Please sign in to make public comment

IV. DISCLOSURES AND/OR CONFLICT OF INTEREST

V. CONSENT AGENDA

- 1. Approval of the January 9, 2026 Meeting Minutes**
- 2. Approval of January 2026 Event Funding Allocations**

VI. REPORTS TO BOARD

- 1. Financial Report**
- 2. Chair Report**
- 3. Director Report**
- 4. Chamber of Commerce Report**
- 5. Board of Realtors Report**
- 6. Lodgers Association Report**

Public comment and agenda comment item sign-up sheets are available at the meeting
Copies of proposed Ordinances and Resolutions are available to the public from the Town Clerk

VII. UNFINISHED BUSINESS

VIII. NEW BUSINESS

1. B Press Relations Introduction

IX. NEXT MEETING: MARCH 11th AT 3:00PM

X. ADJOURNMENT

Public comment and agenda comment item sign-up sheets are available at the meeting
Copies of proposed Ordinances and Resolutions are available to the public from the Town Clerk



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Approval of the January 9, 2026 Meeting Minutes
ACTION:

PURPOSE/BACKGROUND:

ATTACHMENTS:

1. 1.14.26 Draft Min



Town Hall 551 Hot Springs Blvd
Pagosa Spring, CO 81147

MINUTES
Pagosa Springs Area Tourism Board Meeting
January 14, 2026 @ 5:30 PM

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on January 14, 2026 at 5:30 PM in the Town Hall 551 Hot Springs Blvd.

BOARD PRESENT:

Shane Lucero, Shane Prince, Rosanna Dufour, Austin Marchand, Gary Williams, Sarah Mashue, Amy Johnson, John Ranson, Stuart Scull

BOARD ABSENT:

I. CALL MEETING TO ORDER

II. ROLL CALL

III. PUBLIC COMMENT

Please sign in to make public comment
There was no public comment.

IV. DISCLOSURES AND/OR CONFLICT OF INTEREST

Board Member Prince said he wanted to go over conflict of interest as the IGA writes. If a board member has a financial or personal conflict of interest with the vote, they must state their conflict at the beginning of the meeting in advance of the discussion, and they must recuse themselves from both the discussion and vote in the manner. Shane Lucero said he will recuse himself from all Event Funding discussion and voting because he is a co-organizer for Brews for Rescues. Austin Marchand said he will recuse himself from discussion and vote for Winterfest event funding because he is on the Chamber of Commerce board. Board Member Lucero asked if conflict of interest includes business partnerships? Board Member Prince said he would refer to, the 2.4.7, the Tourism Board shall comply with the statutory Code of Ethics for local government and officials. The code prohibits conduct and conflicts regarding personal financial interests.

V. CONSENT AGENDA

1. Approval of December 3rd Meeting Minutes

Tourism Board Williams moved to approve the meeting minutes, Tourism Board Ranson seconded.

Passed

VI. NEW BUSINESS

1. Election of 2026 Officers

Director said the role of the Officers is to run the meetings and we need to nominate a chair, vice chair, and 2nd vice chair. Board Member Lucero nominated Shane Prince for 2026 Chair, Town Council Rep Williams seconded. Director asked if there were any other nominations for Chair. There were none. Board Member Lucero asked if anyone was interested in being Vice Chair. Board Member Johnson said she would do it. Town Council Rep Williams nominated Board Member Johnson for 2026 Vice Chair, Board Member Lucero seconded. Board Member Lucero asked if anyone was interested in being 2nd Vice Chair. Board Member Marchand said he would do it. Board Member Prince nominated Board Member Marchand for 2026 2nd Vice Chair, Town Council Rep Williams seconded.

2. 2026 Event Funding - Round 1

Sandy Douthy, Director of the Chamber of Commerce was present for Winterfest. They are requesting \$15,000 in funding. Sandy said this event has been going on for about 16 years and attracts visitors as well as the local community. It begins with a bonfire and live music that is of no charge to anyone that attends. This year they are doing a Battle of the Soups so they can fundraise a little bit of money. Tickets are only \$10 per person. They also have balloon pilots that go up on Saturday and Sunday mornings for our community and tourists. They are asking for \$15,000 to assist in the permit fee and the rental of the fairgrounds. Sandy said their in-kind trades in the budget kind of skews their numbers because those are in exchange for chamber memberships, so they are not making money on that.

Laura Moore with Thingamajig Theater was present. They are requesting \$30,000 in funding. Laura said they are applying for funding to support events between February 1st and December 31st in 2026 which includes the shoulder season. Laura said they expect to see about 10,000 people throughout all these events. It's approximately 100 days of events. Ticket prices range from free to \$150. They also support other organizers in the community for about 20 other events including School of Movement, improves on the first Friday of every month, music and dance, and PPOS concerts. She collected zip codes from ticket purchasers in 2025 and removed all the 81147 zip codes and it reported back that 67% of the ticket purchases were outside of our zip code. That doesn't account for second homeowners. So she feels 50-60% is pretty accurate. That means that 1,916 of their ticket purchasers came to Pagosa Springs specifically for thingamajig events. They averaged 5.5 nights per stay. In 2023, 96% said that they stayed with local lodgers. That's 10,538 heads in beds. Assuming that people come in pairs, that's 5,269 nights times \$150 so we'll match those together for \$790,000 or \$38,727 in lodgers tax, which is \$8,727 more than they are asking you for. She said NEI has pointed out that communities that focus on the arts have a 62% increase in commerce, and arts tourists spend more in the communities where they travel than any other kind of tourist. 77% of people who come to see a show said that they also dine out at our restaurants. She said the visitor survey showed that the tourists rate their Pagosa experience and their desire to return to Pagosa higher when they attend their shows.

Amy Wilson, Founder and Director of Rugby's Rescuse was present for Brews for Rescues. They are requesting \$5,000 in funding. Amy said they have been doing the event for 4-5 years. It is a growing event and they are asking for funding to help with lodging for brewers. The popular fencing group will be coming back again this year from Phoenix and will hopefully bring a crowd with them. They are not raising prices this year because when they did it lowered attendance.

There was no representative present from Four Corners Flyers. They are requesting \$5,000 in funding for Big Picture Classic.

Mary Cocke from the Springs Resort was present for Pints, Pools, & Paddles. They are requesting \$4,000 in funding. Mary said this is going to be the 11th year. It is an amazing event that has continued to grow. There is a lot of community involvement. The Pagosa Paddle race event is not part of their event but they donate to the Friends for the Upper San Juan River to support their organization. People can buy a ticket to soak during the day while the river races are going and then attend the brew fest after. They work with a lot of local vendors and have a local band. When the races are over they do their awards ceremony at the resort and they donated 40 tickets for their participants to enjoy the event. Last year they had 27 brewers and 3 distillers and cider companies. This year they are adding a whiskey tasting and vendor market and will again have a beer/chocolate/cheese pairing with Riff Raff brewing.

Shawna Snarr with Vets for Vets was present for Pagosa's 250/150 Heritage Celebration. They are requesting \$30,000 in funding. Shawna said 2026 marks our nation's 250th Independence Day and Colorado's 150th year as part of our United States. As a member of the Vets for Vets, the American Legion, and the Daughters of the American Revolution, and a member of this community, she understands the weight and significance of this event. The Vets for Vets would like to bring our community together with those who

visit our unique home to an event to share our history and heritage in a safe, non-political space. Where history at its peak, a Pagosa Heritage celebration, can be showcased by our local groups and nonprofits, giving attendees the opportunity to view our collective history and our personal stories of how our area came to be. She has sent personalized invitations out with a flyer to the Hickory, Apache, Navajo, Southern Ute, and Mountain Ute nations, and is working with 37 different groups alongside the town and county, parks and Rec, and first responders. Shawna said she expects over 5,000 attendees.

Director said we have \$150,000 in the budget for event funding in 2026. That doesn't include the Tourism related events which she estimates about \$10,000 for the Lighting Contest, Old Fashioned Christmas, and Big Springs Clean. We have more rounds of funding for the next quarter. We already have 5 applicants for the April meeting. The total ask for everyone today is \$89,000. Director called on each board member to state the dollar amount they want to fund each event. The total for each was divided by the number of voting board members for each event. Winterfest will be awarded \$9,286. Thingamajig Theatre Company will be awarded \$27,500. Brews for Rescues will be awarded \$4,875. Big Picture Classic will be awarded \$4,063. Pints, Pools, & Paddles will be awarded \$3,313. 4th of July Heritage Celebration will be awarded \$25,625.

3. Request to Retain Event Funding from Canceled Event

Director said we have a request from Skis and Saddles Skijor to retain some of the 2025 funding they received. They had to cancel the Skijoring event due to lack of snow but they are still going to have their concert Saturday evening. Board Member DuFour asked if a donor paid for the band as they have in the past. Becky Deitemeyer provided a breakdown of their expenses. Becky was not present at the meeting. Director said the band is \$2,000, the venue rental is \$1,100, and stage rental is \$700. The total in their budget for Saturday night is \$3,800. Board Member Williams said this is a great event and this is the 2nd group to try to get the event off the ground. He said he would like to support them. Board Member Johnson said nature factors are out of their control, it is an event we want to keep in Pagosa.

Tourism Board Member Marchand moved to allow Skijor to retain the \$5,000 they received for their event in 2025, Town Council rep Williams seconded.

VII. REPORTS TO BOARD

1. Chair Report

Board Chair Prince said he wanted to remind the board that we are an advisory board. We don't make final decisions. That is done by the BOCC and Town Council. With the budget we don't have a fiduciary responsibility. We are here to make recommendations as experts in the field. The Executive Director reports directly to the Town Manager. He said he wants to get beyond the past and move into the future of being effective as a board together. Town Council Rep Williams said when we re-wrote the IGA we ended up with 4 new board members at one time and then we changed term limits from 2 to 3 years. He said we should consider making some of those terms 2 years by volunteering or randomly so that everyone doesn't go off the board at the same time.

2. Director Report

Director said she has not received the most recent Blue Room report but expect that any day and will forward it out to the board and add it to the google drive. Lodging Tax is lagging as well with quite a few outstanding payments for October and November. The Spring Break schedule was included in the report. Dallas and OK are on the same week this year. San Antonio and Houston are growing markets and we will hit them hard because they are the week before Dallas and OK. Northern NM has no snow so there is opportunity to pull in the Santa Fe audience if we get snow. Denver, Phoenix, and Albuquerque are the week of March 30th and those are all strong March audiences. We will have spring break campaigns running very soon. Wolf Creek has had 81" year to date. Steamboat is the only other resort with more snow YTD at 85". Wolf Creek is the only CO resort that is fully open. They got a boost over the holidays with the Telluride strike. The week of Christmas they were flat over last year. They are down season to date but they opened a month later than usual. They had their strongest ski day ever on Dec 29th. New Year's week was busier than they anticipated. We started working with our website vendor on the website redesign. Director said we can make this work within the budget. We had budgeted for an AI tool and decided to go with the Visit Widget AI tool which saved \$40K. We also can pull from a couple other line items like construction communication. Redesign will take about 6-9 months. We have not started working on the 2026 Marketing grant because they are waiting on a certificate of insurance from the town before the state will send us a check. Director did not get feedback from the board about the two PR agency options. Director met with the vendors and selected BPR as the PR agency we will work with in 2026. Staff attended a 250/150 meeting last week. We will create a poster with all the 250/150 events by end of Feb. The free drone show that is part of the state's effort for 250/150 will occur at Colorfest. Next month Director will bring a more detailed budget for 2026 Tourism events (Big Springs Clean, Lighting Contest, and Old Fashioned Christmas). We will have an agenda item to discuss Hootenanny.

3. Chamber of Commerce Report

Board Member Marchand said Winterfest is this weekend. He thanked the board for supporting them with funding. The Chamber's annual gala is February 6th. And they have new board members to announce this week.

4. Board of Realtor Report

Board of Realtors Rep Johnson gave stats to show how we ended in 2025. The number of new listings was 680, up from 671 last year, about a 1% change. Sold listings was 395, last year was 391. The average sales price was down 8%. In 2024, the average sales price was \$750,440 and in 2025 it was \$690,347. We're still getting 96.5% of list price so there's a little more negotiation but not much. Cumulative days on market was at 130 over the year, compared to 124 in 2024. So, a little bit longer days on market. The cumulative days on market was 152, so that was up 13%. Currently, we have about six and a half months of supply and we've got 216 homes currently for sale.

5. Lodgers Association Report

Lodgers Rep Mashue said the sales tax being down for November was true for lodging. They were grateful for a great couple weeks over Christmas. She is submitting a letter of resignation from the Board as of tonight. She is grateful that she got to serve for 2 years on the board. The Lodgers Association is aware and will recommend a new representative.

VIII. UNFINISHED BUSINESS

IX. NEXT MEETING: FEBRUARY 11th at 3PM

X. ADJOURNMENT



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM: Jennifer Green

PROJECT: Approval of January 2026 Event Funding Allocations
ACTION: Discussion and Action

PURPOSE/BACKGROUND:

The Board neglected to vote to approve the funding in the January meeting. A vote by the Board is needed in order to process payments through the Town. It should be noted that the totals shared during the meeting were incorrect, as the spreadsheet included 7 board members voting, rather than 8 board members for 5 of the events. One event only had 7 board members contributing recommended amounts to the discussion. The link below shows the recommended amounts for each event by Board member with the formula showing the calculations:

https://docs.google.com/spreadsheets/d/1hazMlFgdT4A2F_VU7kJBMSi7GN6GFcA0kHIXXcP2v78/edit?usp=sharing

ATTACHMENTS:

1. Event Funding - Round 1

Board Member	Winterfest	Thingamajig	Brews for Rescues	Big Picture Classic	Pints, Pools and Paddles	250/150
Shane Prince	\$15,000	\$20,000	\$5,000	\$5,000	\$3,000	\$30,000
Gary Williams	\$10,000	\$30,000	\$5,000	\$5,000	\$4,000	\$20,000
Sarah Mashue	\$5,000	\$30,000	\$5,000	\$5,000	\$2,500	\$20,000
Rosanna Dufour	\$10,000	\$30,000	\$4,000	\$4,000	\$3,000	\$20,000
John Ranson	\$10,000	\$30,000	\$5,000	\$5,000	\$4,000	\$30,000
Austin Marchand		\$30,000	\$5,000	\$2,500	\$4,000	\$30,000
Amy Johnson	\$10,000	\$30,000	\$5,000	\$3,000	\$3,000	\$25,000
Stuart Scull	\$5,000	\$20,000	\$5,000	\$3,000	\$3,000	\$30,000
Shane Lucero						
Divided by Voting Members	\$9,286	\$27,500	\$4,875	\$4,063	\$3,313	\$25,625



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Financial Report
ACTION:

PURPOSE/BACKGROUND:

ATTACHMENTS:
None



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Chair Report
ACTION:

PURPOSE/BACKGROUND:
Introduction of new Lodgers Association Representative

ATTACHMENTS:
None



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Director Report
ACTION:

PURPOSE/BACKGROUND:

TOURISM BOARD INFORMATION

The google drive folder featuring all materials related to the Tourism Board continues to be updated. The folder includes a variety of information, such as meeting minutes, contact information, brand overview, marketing plan, budget, research, bylaws, data, statewide research, mission statement and much more.

https://drive.google.com/drive/folders/12Cy6vSyq_8oF5_nEMsG0tfe8aZgPV3Hu?usp=sharing.

LODGERS TAX FINANCIAL REPORT

October 2025 town collections were down 8.96%, or \$7,697, compared to 2024. November 2025 was up 6.8%, or \$4,047. The spreadsheet has been updated with all Town collections through November. December is incomplete, with multiple payments outstanding. The full detailed report is available through google drive: <https://drive.google.com/drive/folders/1VCvv4F3PFlixRkzwwXmdAMoVS-9Ksrp?usp=sharing>

BLUE ROOM RESEARCH

All 2025 Blue Room reports have been included in the drive. The most recent report is included in the packet. The Director has a meeting with Blue Room on 2/17 to discuss if there are better metrics to report for Instagram. Instagram changed the definition and measurement of "reach" in late 2024. Their year-over-year comparison does not reflect the significant growth in engagement we achieved in 2025.

VISITOR CENTER UPDATE

The Visitor Center lobby is open 7 days per week from 10am to 4pm. We aim to be open 362 days a year, closed only on Thanksgiving, Christmas and New Years. The visitor center is fully staffed, with two regular part-time staff members covering all open hours and two very part-time people available to fill in any gaps as needed. Additionally, all full-time staff are able to assist when needed.

SOCIAL MEDIA UPDATE

Facebook - www.facebook.com/visitpagosasprings: 42,689 followers

Instagram - www.instagram.com/visitpagosa: 28,448 followers

Twitter / X - www.twitter.com/visitpagosa - 2,195 followers

Youtube - www.youtube.com/visitpagosa - 1,99k+ subscribers; 3,203,076 video views
 TikTok @visitpagosa - 4,250 followers, 23.9k likes

Below is a chart showing stats in December 2024 compared to early February 2026 (roughly 13 months):

	12/24	2/26	% change	# change
Facebook - followers	38,067	42,689	12.14%	4,622
Instagram - followers	25,489	28,448	11.61%	2,959
TikTok - followers	3,529	4,250	20.43%	721
TikTok - likes	17,900	23,900	33.52%	6,000
YouTube - followers	1,530	1,999	30.65%	469
YouTube - video views	289,065	3,203,076	1008.08%	2,914,011

All detailed social media data can be reviewed in the google drive by month:
<https://drive.google.com/drive/folders/1U7dqMzDtkH4YsLLSVySGWHeQqe1Qb1Fw?usp=sharing>

Paid Meta campaigns currently running include: (1) event carousel with 2026 events, (2) hot springs carousel (performing at \$0.09 CTC), (3) Spring Break in Pagosa (targeting all top March 2025 DMAs) and (4) Pagosa is Open. On March 1st, we will continue events (updated as needed), hot springs carousel and add Spring video. Others will be evaluated based on performance and need.

Since we adjusted our strategy with META ads (April 2025), we have generated the following:
 Impressions: 5,720,968
 Reach: 2,515,296
 Link Clicks: 105,044
 CPC: \$0.21
 uCTR: 3.33%

APP USAGE UPDATE

App usage continues to grow. Total users in January 2025 was 1,851, compared to 3,966 in January 2026. Total sessions and page views have increased. We will work with Blue Room to add a chart to the monthly report to compare the same month-to-month comparisons that are not available through Visit Widget (only allows current month to previous month). All data can be found at: https://drive.google.com/drive/folders/11aqW9ivJGBetGrhCYUeyH_5VoDdDNQPI?usp=drive_link. A 2025 app usage overview is in the folder to show 2025 versus 2024 growth.

The Visit Widget AI tool has been added to the app and website. We signed the contract before the end of 2025, saving the \$2,000 set-up fee. We will begin tracking usage as data comes in.

WEBSITE REDESIGN

The website redesign effort is underway. A meeting with vendor and staff is scheduled for February

12th to review wireframe concepts. The recently hired Tourism Coordinator will be involved to keep the project on track and help coordinate all needed info from the Visit Pagosa team.

RECENT & UPCOMING PROMOTIONS

The proposed 2026 Marketing Plan and advertising schedule can be found at:

https://drive.google.com/drive/folders/1helnoOme7T3Jfx4dDSIYs06j_r_grR4N?usp=sharing

We have begun implementing 2026 campaigns. META campaigns and YouTube ads continue. Digital Ad placements through Orange 142 channels will begin in late February. We received a free in-state newsletter through CTO, which launched on February 3rd. Initial campaigns with 5280 and Texas Monthly have been negotiated. For 5280 test campaign, we are running a campaign in June, aligned with editorial focus on Colorado Staycations: 1 month campaign includes full page in 5280 Magazine + Native Sponsored Content article on [5280.com](https://www.5280.com) (5280 builds out a dedicated URL and article landing page to host content - this also helps google index it at a higher rate and improves SEO). Program includes 50K Banner impressions on [5280.com](https://www.5280.com), the Local E-Newsletter sponsored content posts (2 days), the Local E-Newsletter banner sponsorship, (1x) E-Blast to targeted list, 5280 Facebook post. The campaign will generate at least 329,000 impressions. Texas Monthly includes 12 months Digital Travel Guides+ ROS digital with hero in May (article, video, photos, digital ads, quarterly newsletter listing, full page ad in June CO-focused issue; Travel Newsletter (50k opt in specific to travel) with a Pagosa-only message for over 4,000,000 estimated impressions (over 1M digital). We budgeted \$50,000 for test campaigns across both outlets; the combined ad buy for the test campaigns is \$29,500. There is opportunity to add more in fall, if proven successful.

The advertising schedule in the Google Drive is being kept updated.

2026 CTO MARKETING GRANT

The final report for the 2025 grant will be submitted on February 9th. We were provided notification in mid-January that we could begin working on the 2026 grant, once all paperwork had been approved by the State. We had a kick-off meeting with the Visit Alamosa team on January 27th. There is a lot of videography in the grant budget to generate content around the soon-to-be-created Southern Colorado Heritage Trail. We anticipate beginning to film as soon as it looks greener. The grant also has a significant amount of money for paid META and CTV to promote the Trail.

PRESS & MEDIA RELATIONS

The newly hired PR agency, B Public Relations team will attend the February 11th Tourism Board meeting. Their team of 5 will be in Pagosa February 10 - 12th for a site visit and strategy discussions. We have scheduled lodging property tours, hot springs access, restaurant and business visits to give them a quick, but thorough overview of Pagosa.

SIGNAGE

The newly hired Tourism Coordinator will coordinate signage efforts and keep everything moving smoothly. There are multiple existing signs to be replaced or repaired in 2026. Additionally, we applied for the Tourism Management Grant through the Colorado Tourism Office to provide funding for a broader wayfinding plan to be installed once downtown construction is completed. Award notification is expected in early March.

AMBASSADOR PROGRAM

Staff had a kick-off meeting with the CTO team and consultants that will be working with us to develop

the CTO Pagosa Learning Labs, an online training module for front-line employees. We were awarded this free opportunity through a CTO grant competitive process. We expect the training module to be live by June. The Tourism Coordinator and Tourism Manager will be working towards a bigger 2026 launch for the ambassador program in May.

250 / 150 CELEBRATIONS

Tourism staff is working with all the entities to compile information to help promote. We aim to print and distribute posters prior to spring break traffic with all the event details. We will also add a landing page to the website. Additionally, we have identified Colorfest as the event to host the CTO-sponsored free drone show, on Saturday, September 19th. We are working to get a 250/150 display through the State to display at the Visitor Center and key events throughout the year.

2026 TOURISM EVENTS

Staff met with Town and County public works on February 4th. The goal is to offer a voucher program for one free truck / trailer load per household (they must pick up vouchers in person at soon-to-be determined locations) for the month of May. We tested the voucher concept in 2024 to reduce wait times on Trujillo. The team is working out other details before reviewing with Town Council and BoCC. The goal is to begin promoting it in late March. Staff plans to organize the annual Holiday Lighting Contest and Old Fashioned Christmas for 2026. We have a meeting scheduled in early February with Town and County public works to discuss Big Spring Clean. A budget will be better understood following that meeting. The annual holiday lighting contest costs \$4,375 in prizes for the 9 winners of 3 different categories. Old Fashioned Christmas costs approximately \$4000 for annual Pagosa Springs ornaments, sign printing, band, stage and heater rentals. Most likely the 3 events will cost no more than \$10,000. Staff has no intention to organize the 2026 Halloween Hootenanny and seeks direction from the Tourism Board if they would like to identify a 3rd party event organizer to coordinate.

ATTACHMENTS:

1. Visit Pagosa Springs - Research Update - December 2025 Review
2. Visit Pagosa Springs_ 2025 Advertising Results



PAGOSA
SPRINGS
COLORADO

- REFRESHINGLY AUTHENTIC -

Research Insights December 2025 Review

U.S. Market Review

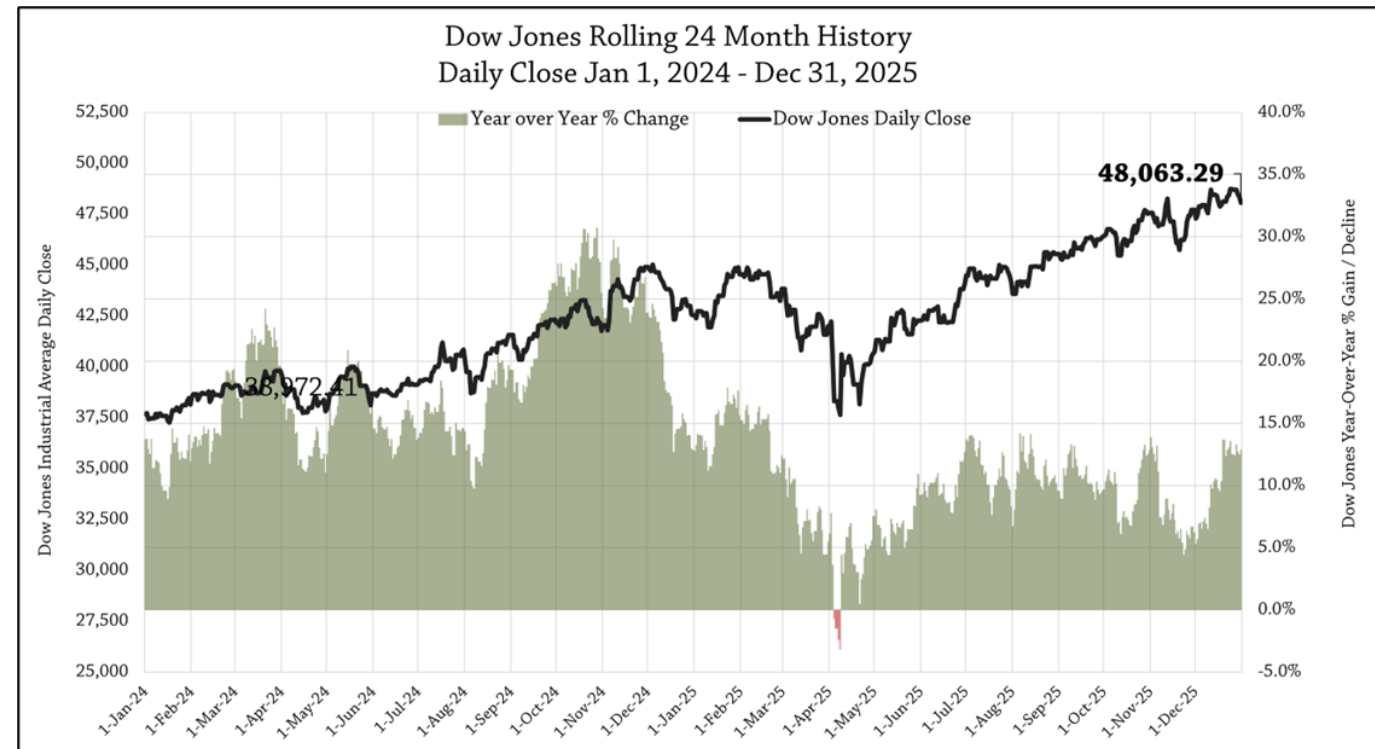


U.S. Market Review



The Dow Jones Industrial Average

- “The DJIA increased moderately in December, adding 0.7 percent, or 346.9 points, to finish the month at an all-time monthly high of 48,063.3 points.”
- “This is the eighth consecutive monthly increase in the Dow and the ninth of the year.”
- “In December, investors were largely focused on the Federal Reserve Bank’s 0.25-point interest rate cut and strong corporate earnings.”
- “And while this monthly close was a record, it was actually just below the all-time high for the DJIA of 48,714 on Dec. 12.”
- “Gains on Wall Street have been impressive this year, with the index up a dramatic 13.0 percent, or 5,519 points since Jan. 1.”

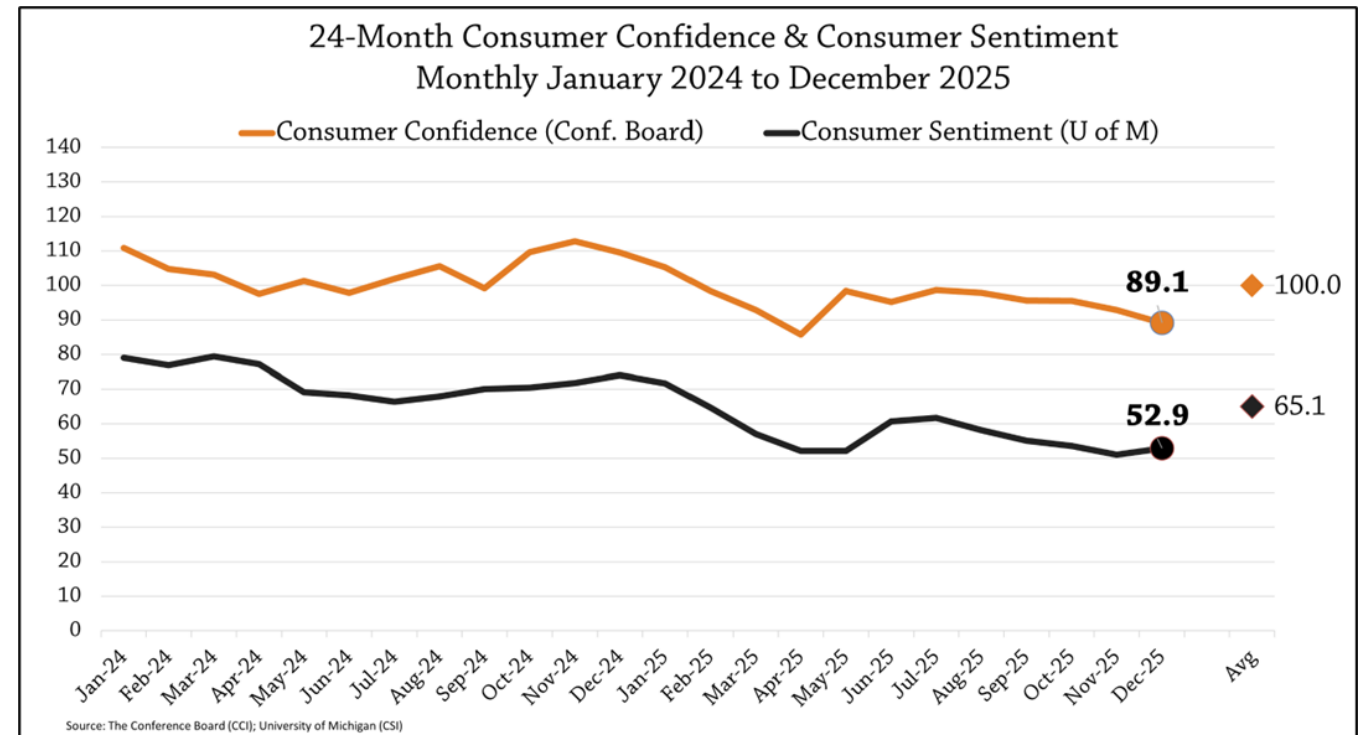


U.S. Market Review



The Consumer Confidence & Consumer Sentiment Index

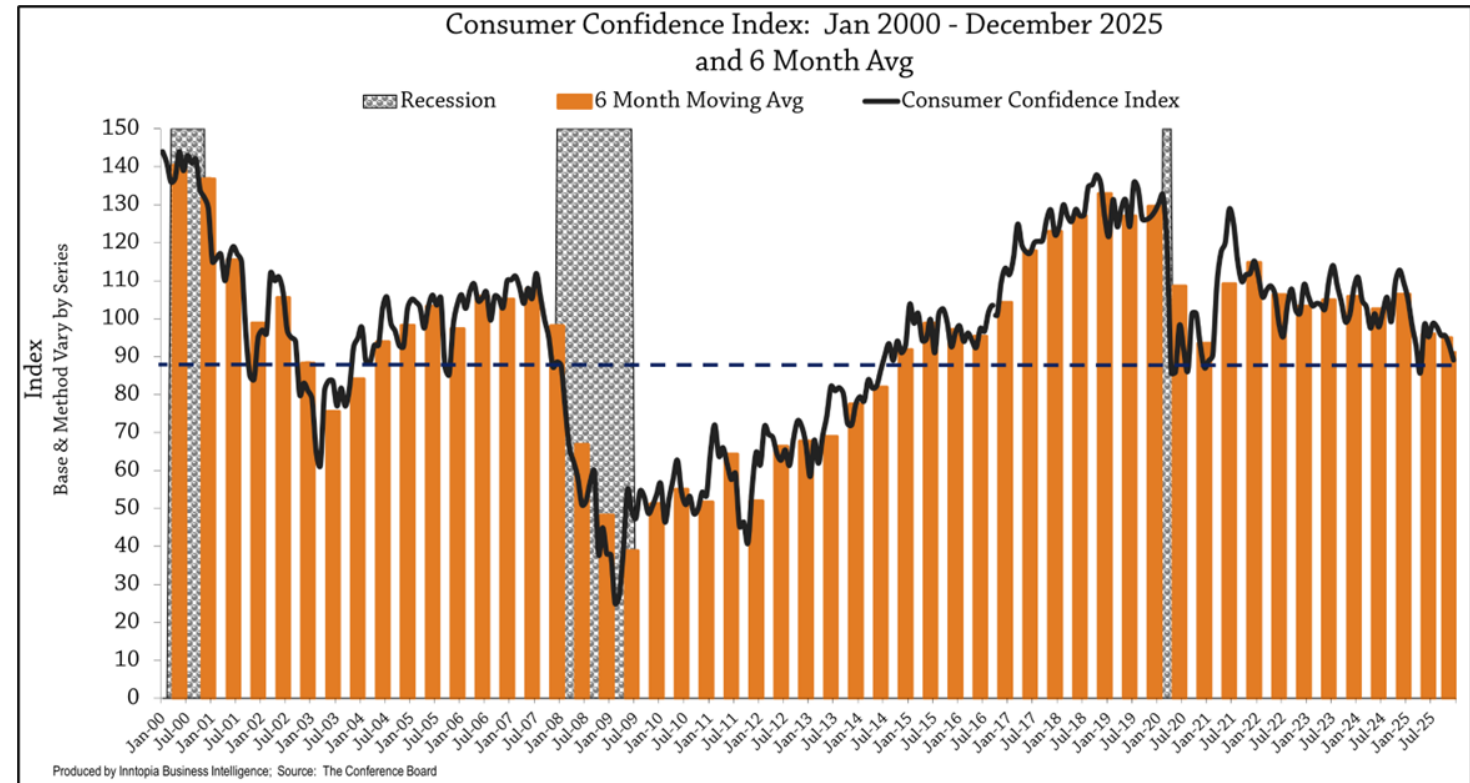
- “The CCI and CSI were mixed in December, with the CCI declining moderately and the CSI increasing from near-historic lows.”
- “The CCI was down 3.8 points, or 4.1 percent, to finish the month at 89.1 points from an adjusted November close of 92.9. This is the lowest confidence reading since April 2025, and only the second time confidence has been below 90 points since the peak of the pandemic in February 2021.”
- “In 2025, the CCI gained in two months and declined in ten and is currently down a dramatic 18.6 percent YOY from the 109.5-point reading in December 2024.”
- “The University of Michigan’s CSI picked up very slightly in December, adding 1.9 points and finishing at 52.9 points. This is the first increase in the CSI since July and only the second time this year.”



U.S. Market Review

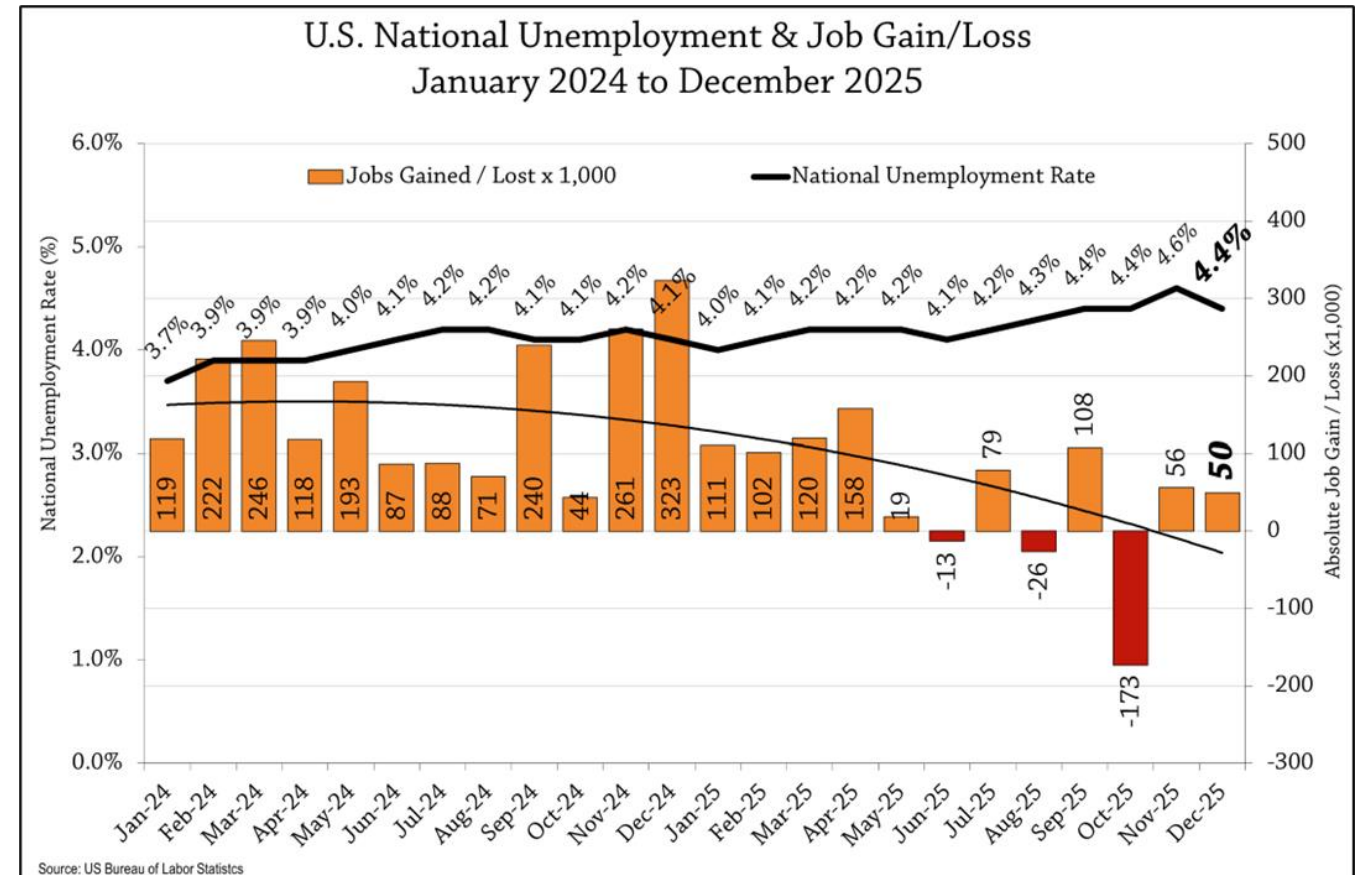
The Consumer Confidence & Consumer Sentiment Index (continued)

- “As with the CCI, consumers were concerned about the labor market in December, but their outlook on inflation was better this month than last, though is still well below where it was at the beginning of the year.”
- “The CSI is currently 28.5 percent, or 21.1 points, below its December 2024 reading of 74.0 points.”
- “Declines in consumer confidence and sentiment undermine supplier’s ability to demand higher prices without negatively impacting volume, something that we’ve been monitoring since April 2025.”



The National Unemployment Rate

- “Job Creation and the National Unemployment Rate continued to show softness in December, while both October and November data were restated downwards as the Bureau of Labor Statistics worked to catch up following the extended government shutdown in the fall.”
- “Employers added 50,000 jobs to payrolls during the month, and the national unemployment rate declined slightly from 4.6 to 4.4 percent.”
- “A total of 584,000 jobs were added in 2025, an average of roughly 49,000/month, the fewest since the pandemic and a sharp decline from 2024 when 2.2 million--or 183,000 jobs per month--were added to payrolls.”
- “November jobs were adjusted down by 8,000 positions, while October was revised down sharply by 68,000 to record a deep loss of 173,000 positions.”
- “The Hospitality sector performed well in December, especially the Food and Beverage subsector, which added 27,200 positions, while Accommodations added a marginal 3,000 jobs.”
- “Wages, meanwhile, increased in December, gaining 0.3 percent from November, and are up 3.8 percent year-over-year, helping keep consumers ahead of inflation.”

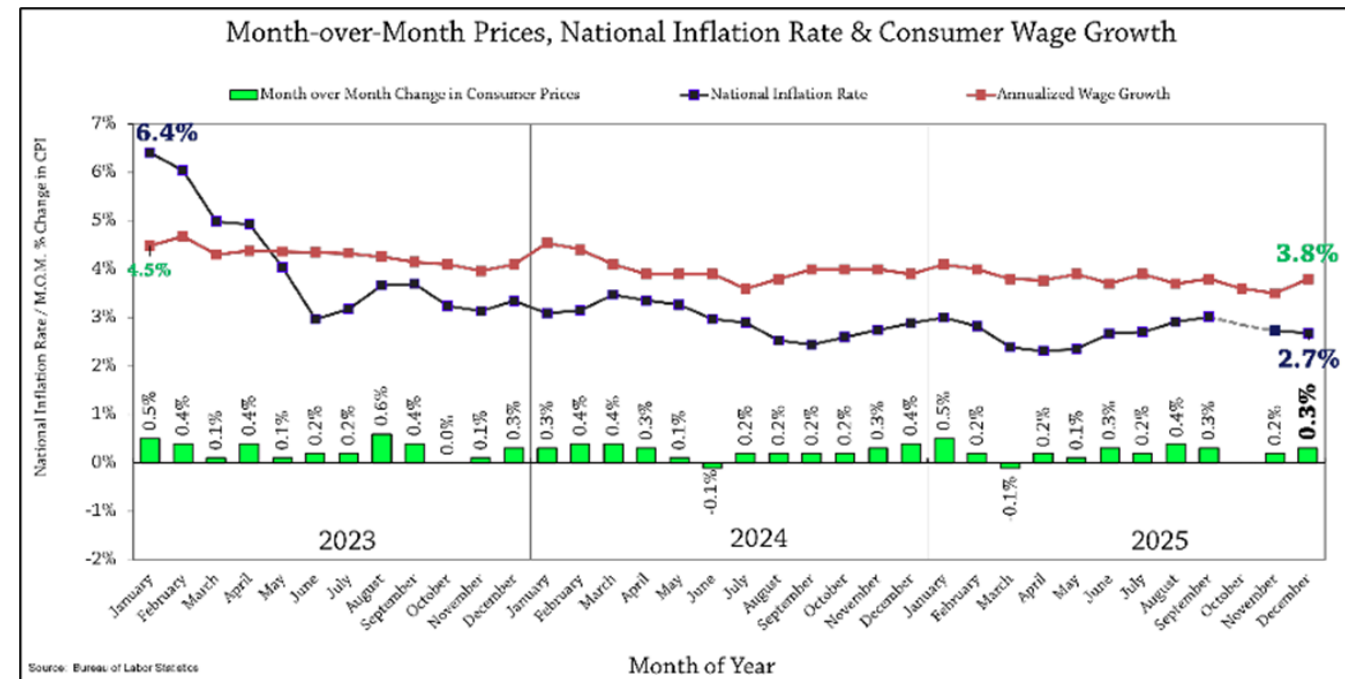


U.S. Market Review



The National Inflation Rate

- “National Inflation Rate and the Consumer Price Index (CPI) were mixed in December, with the CPI rising 0.3 percent from November while the national inflation rate remained steady at 2.7 percent.”
- “Consumer prices increased in 10 of the 11 months of 2025 that we have data for (October is unavailable due to the government shutdown), and that 2.7 percent national inflation rate is down just 0.3 percentage points from the 3.0 percent reading from January 2025, and up 0.4 points from its low of 2.3 percent in April--just before global tariffs were rolled out.”
- “On a more positive note, the gap between earnings and inflation, which has been narrowing in recent months, opened up considerably in December, with annualized wage growth at 3.8 percent, 1.1 percentage points ahead of inflation, which may help ease consumers’ price concerns, though one month is unlikely to have any real impact.”
- “Ongoing price pressures are creating several challenges for destination travel, with consumers finding daily price pressure making expensive travel less palatable, while suppliers struggle to find the combination of low rate and occupancy that drives enough revenue to stay ahead of the CPI. “



U.S. Market Review



America's Current Financial Situation

- “Travel spending stayed resilient in 2025, driven disproportionately by higher-income households amid a continued K-shaped recovery.”
- “These travelers comprised an outsized share of total spend and reported far stronger financial gains than middle- and lower-income groups.”
- “Looking to 2026, a cooling labor market, lower tax rates, and persistent uncertainty are likely to temper both willingness and ability to spend — elevating the importance of policy, access and experience.”



U.S. Market Review



Looking Forwards & Backwards - Results for 2025 and Drivers for 2026

- “The travel industry ended 2025 in a very different place than it began.”
- “Consumer uncertainty, geopolitical tension, a government shutdown and a cooling job market in the back half of the year slowed what had been shaping up as a year of sustained growth.”
- “Total travel spending is expected to finish essentially flat with 2024, at roughly \$1.3 trillion.”
- “Domestic travel proved resilient in the face of economic headwinds, while international inbound travel declined annually for the first time since 2020—an important signal for an industry that depends on global demand.”

Domestic Travel Sustained the Industry in 2025

- “Domestic travel finished 2025 largely flat overall, but the underlying trends point to how the market is evolving—and what will matter most in 2026.”
 - “Air reached new highs. TSA screened 906 million passengers in 2025, with a holiday-driven rebound in the second half pushing domestic air travel to record levels. Eight days in 2025 exceeded three million travelers, a level that had never been reached until occurring just twice in 2024. This is clear evidence that high demand is no longer an anomaly and that sustained investment in infrastructure is increasingly urgent.”
 - “Modernization matters. Expanded use of technology and traveler-friendly policies—keeping shoes on, laptops in bags and potentially allowing larger liquids—can improve throughput, reduce friction and support stronger demand in 2026.”
 - “Hotel demand remained steady—but trended slightly lower year-over-year, declining in the low single digits.”
 - “National parks saw sharper impacts, with visits falling as budget constraints and the government shutdown limited access and operations. Total visits declined 2.2% to 325 million—more than seven million fewer visits compared with the prior year’s record high.”

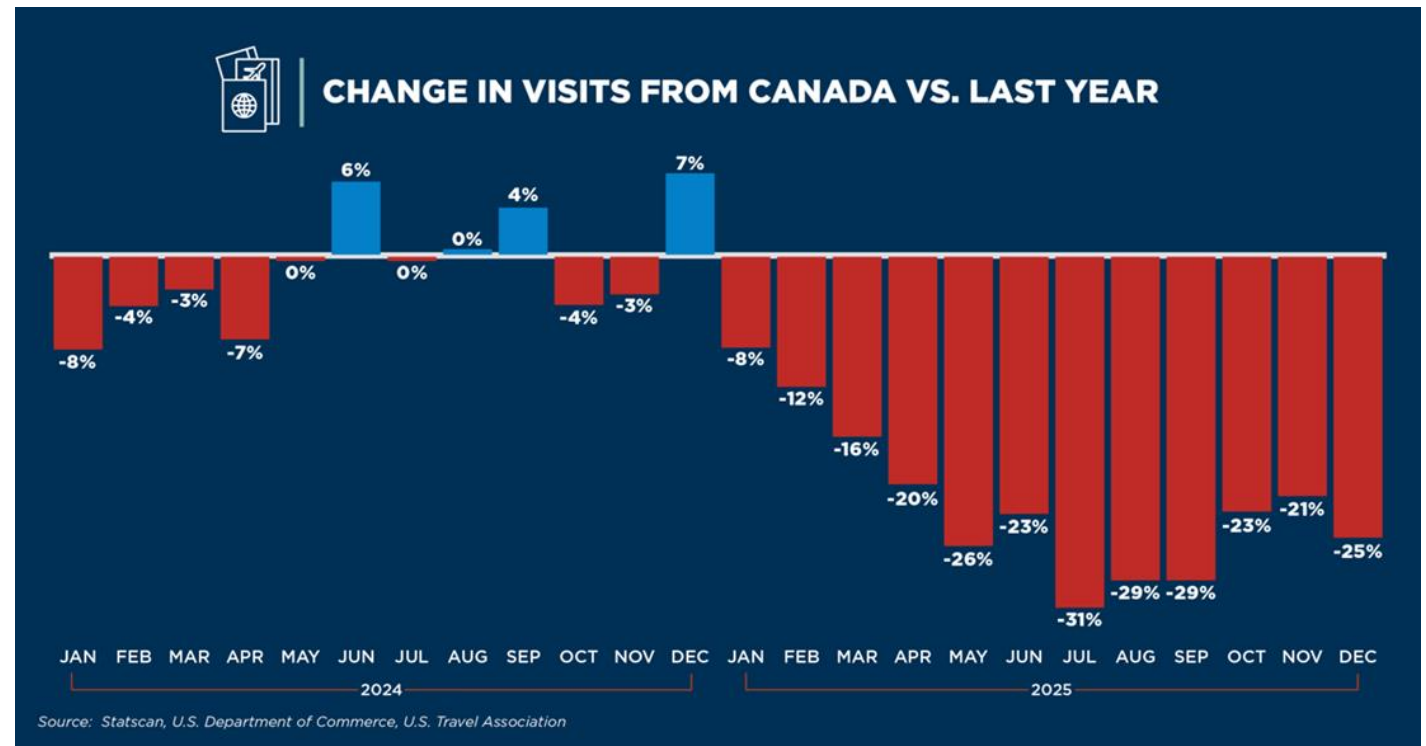
Declines in International Inbound Travel Continue

- “International inbound travel weakened meaningfully in 2025. In October, U.S. Travel projected a 6.3% decline in inbound visits, and preliminary data through year-end largely confirms that outlook. Total international arrivals are estimated to have fallen from 72.4 million in 2024 to 68.5 million in 2025—a decline of 5.4%.”
 - “December followed the pattern seen throughout the second half of the year. Visits from Canada were down 25.1% year-over-year, while travel from Mexico increased 4.8% and overseas visitation declined 1.3%.”
 - “Mexico surpassed Canada as the top source market for the first time since 2021. Visits from Mexico rose 8.5% in 2025 to 18.4 million, supported by currency strength and relatively lower geopolitical friction—momentum that carries into 2026.”

U.S. Market Review

Change in Visits from Canada

- “Canada, with 15.7 million visits, fell to second place for just the third time this century.”
- “While Canada still led all countries in U.S. travel spending at nearly \$16 billion, the early and sustained decline in visitation reflects deeper challenges that won’t be fully captured by near-term year-over-year comparisons.”



U.S. Market Review



Entering 2026 - Where We Stand

- “Travel enters 2026 facing a mix of real opportunity and real risk.”
- “Global mega-events—including the FIFA World Cup and America 250—have the potential to drive meaningful growth in both domestic and international inbound travel.”
- “Tax reductions could further support business investment and consumer spending.”
- “Meanwhile, consumer uncertainty, geopolitical tensions, restrictive policy decisions and negative global perceptions threaten to suppress international demand, capping growth and constraining the U.S.’s ability to seize the opportunity ahead.”

U.S. Market Review



U.S. Hotel Market – 2025 Results & 2026 Forecast



	2025 (p)	2026 Forecast
Supply (YoY)	+0.7%	+0.9%
Demand (YoY)	-0.5%	+0.5%
Occupancy	62.3%	62.0%
ADR (YoY)	+0.9%	+0.9%
RevPAR (YoY)	-0.3%	+0.5%

U.S. Market Review



U.S. Hotel Market – 2026 Forecast by Chain Scale

	Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	Economy
Occupancy	68.0%	67.7%	68.6%	64.9%	57.7%	52.8%
Demand (YoY)	+1.7%	+0.9%	+1.4%	+1.3%	+0.7%	-1.0%
ADR (YoY)	+2.4%	+1.4%	+0.8%	+0.5%	+0.4%	-0.3%
RevPAR (YoY)	+2.6%	+0.8%	+0.4%	+0.1%	-0.1%	-1.5%



2026 U.S. Hotel Forecast

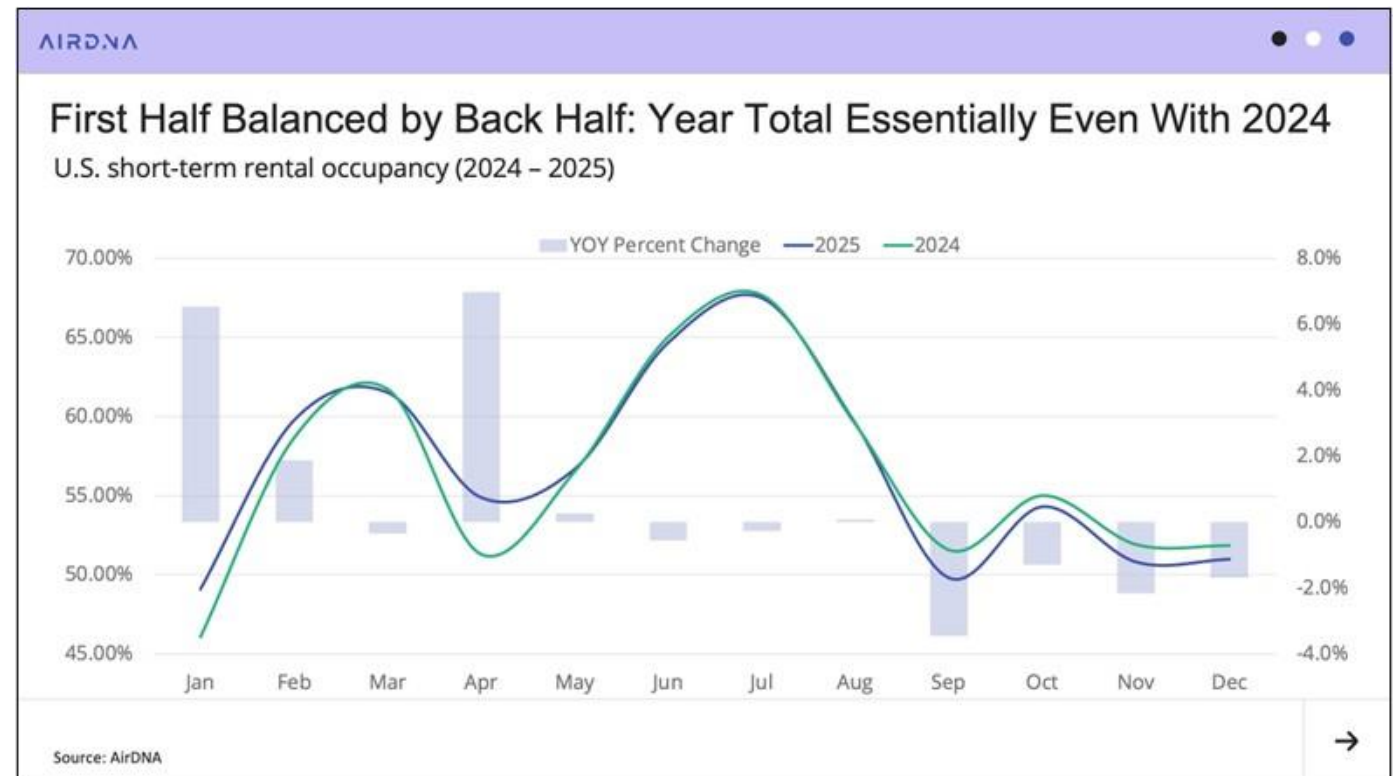
Chain Scales, YoY – year over year (% change)

U.S. Market Review



Short Term Rentals Update December 2025

- “U.S. short-term rental occupancy in 2025 landed at 56.9%, a roughly quarter-percentage-point increase from 2024’s 56.7%. While the annual figure suggests stability, performance varied significantly over the course of the year.”
- “Examining occupancy across the two years shows that 2025 began strong, posting sizable gains in January, February, and April. As the year progressed, trade policy uncertainty, lingering inflation, a softening labor market, and declining consumer confidence appeared to weigh on demand. As a result, occupancy declined year-over-year in every month after May.”
- “The most pronounced decline occurred in September. These declines in occupancy also appear to have translated into weaker pricing power for hosts, with September posting the largest YoY decline in ADR since 2023.”



Short Term Rentals Update December 2025 (continued)

- “While pricing posted several strong months in 2025, resurgent inflation following April’s “Liberation Day” tariff announcement appears to have once again constrained consumer budgets. This led to disappointing summer rates and full-year ADR growth of 1.8%, well below the 2.7% average inflation rate.”
- “Rate growth strengthened toward the end of the year, however, accelerating to 3.3% year-over-year in December after two months of 1.8% growth.”

Key U.S. Short Term Rental Performance Metrics for December 2025

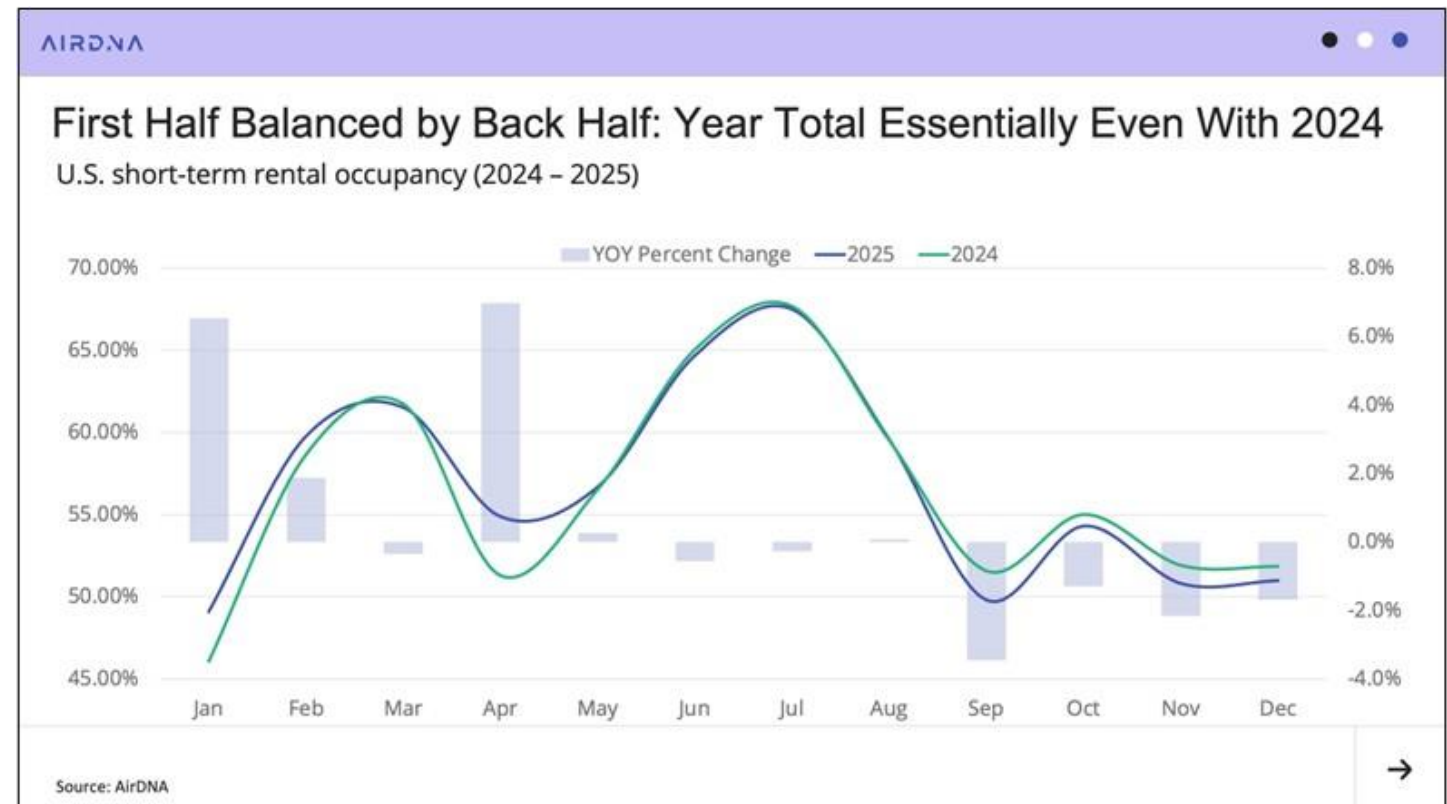
- Available listings reached 1.66 million, a 3.4% increase YoY
- Demand nights were up 1.9% in December
- Occupancy averaged 51.0%, down -1.7% YoY
- Average Daily Rate (ADR) climbed to \$248.57, up 3.3% from last year
- Revenue per Available Rental (RevPAR) increased 1.8% Year-over-Year (YoY) to \$126.97

U.S. Market Review



Price Tier Drives Widening Gaps in Market Performance

- “The pattern in rates paints a clear picture of the “K-shaped” economic growth seen throughout 2025. Higher-income travelers continued to support premium leisure destinations such as beach and ski resorts, despite the season, while other locations kept prices lower to maintain occupancy among guests with increasingly stretched budgets.”
- “Price-tier analysis reinforces this trend, with upscale and luxury-tier properties posting stronger occupancy growth than budget and economy listings in nearly every month of 2025. Occupancy growth in the luxury segment was particularly strong in January, when favorable snow conditions boosted ski resort performance, and in April, when the Spring Break calendar shifted from March.”

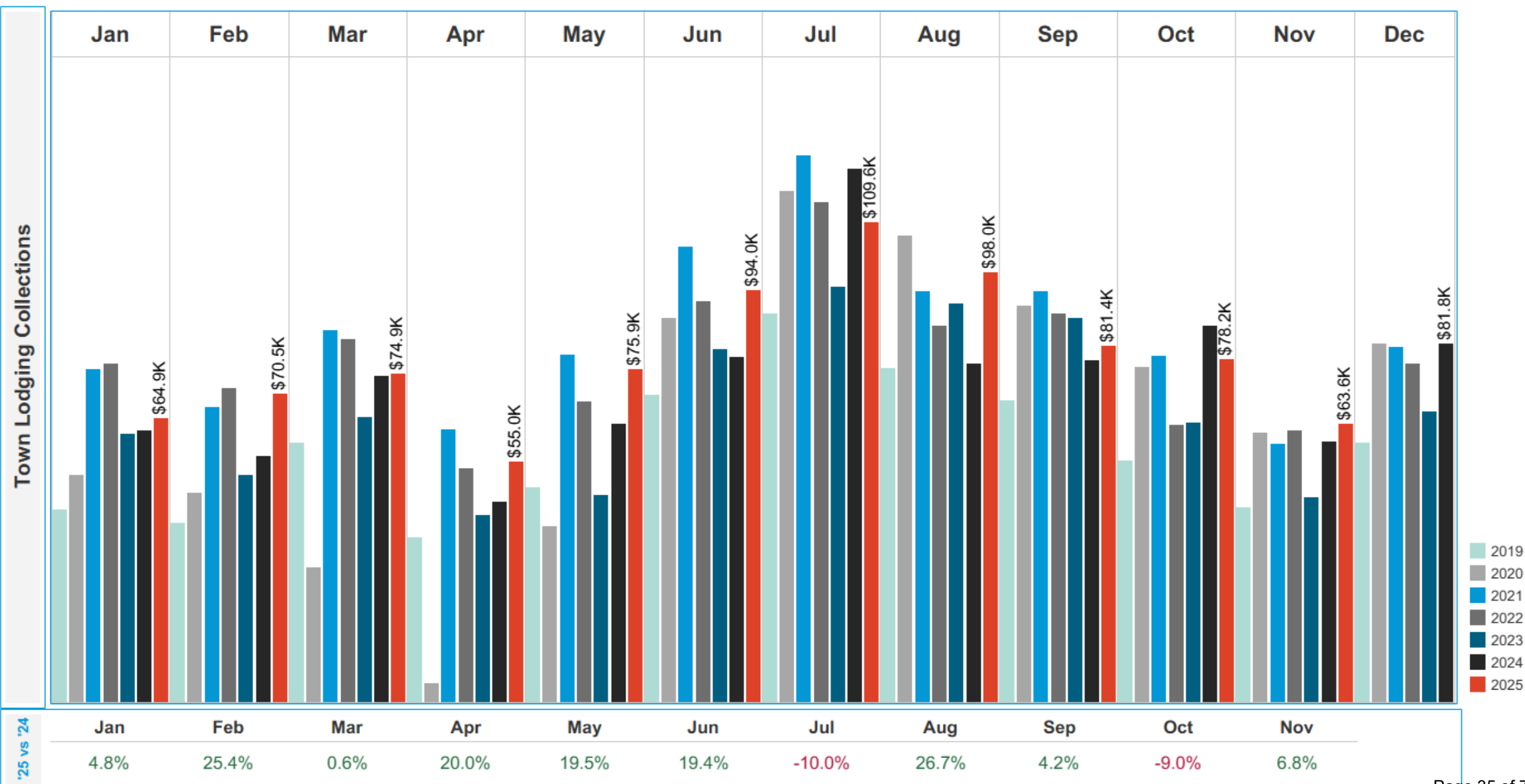


Lodging Tax Collections



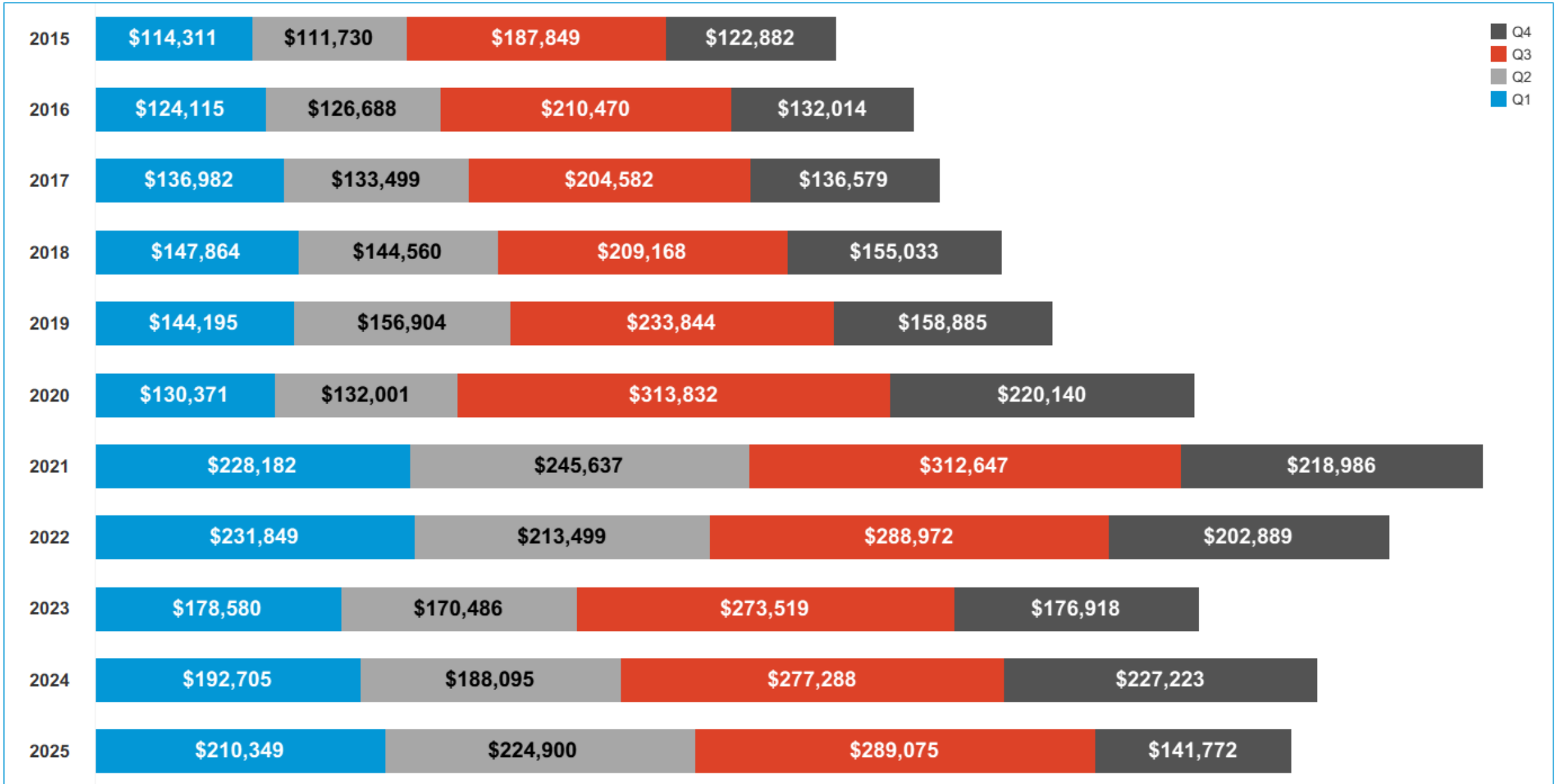
Pagosa Springs Monthly Lodging Tax Collections

Town Collections Through November 2025



Pagosa Springs Quarterly Lodging Tax Collections

Town Collections Through November 2025



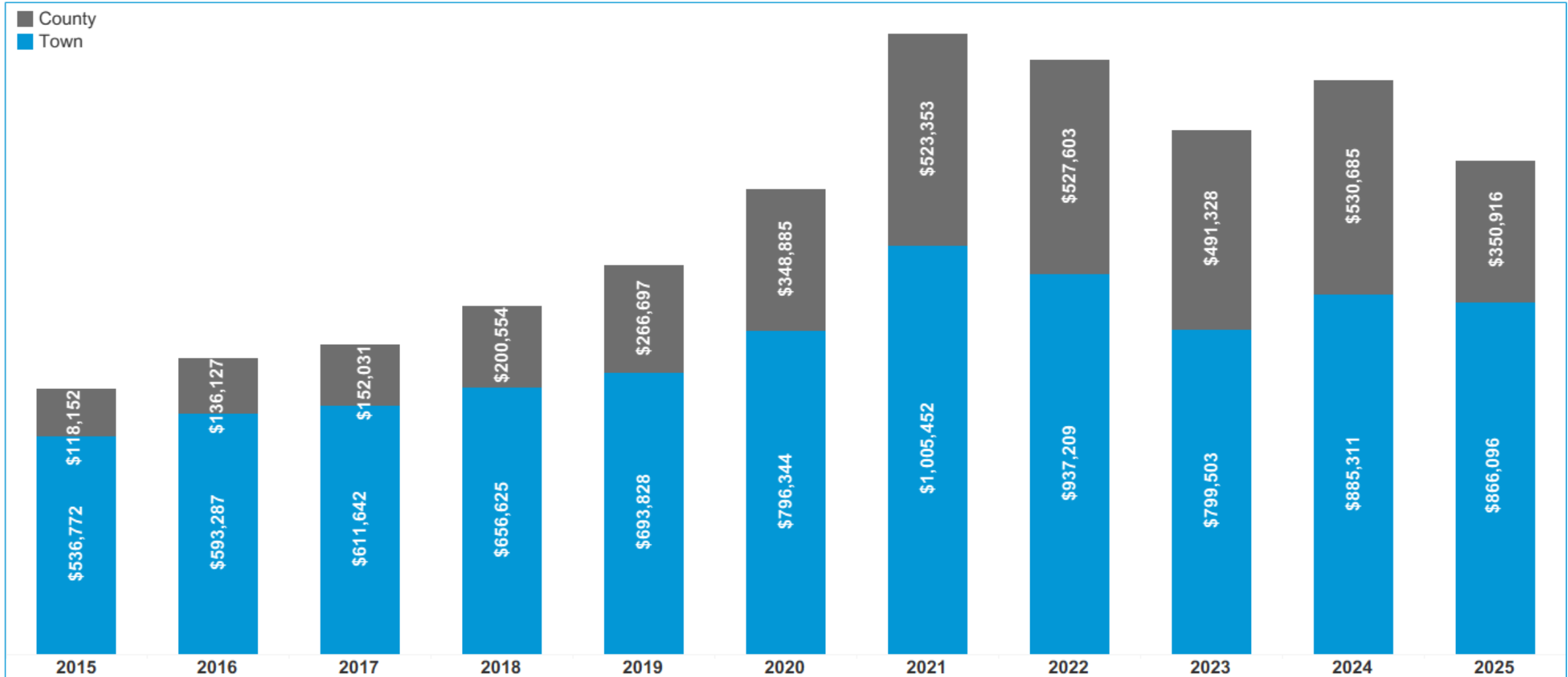
Pagosa Springs Annual Lodging Tax Collections

Total Collections Through November 2025



Note: County collections are reported quarterly, Town collections are reported monthly.

2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025 *
\$654,924	\$729,414	\$763,673	\$857,179	\$960,525	\$1,145,229	\$1,528,805	\$1,464,812	\$1,290,831	\$1,415,996	\$1,217,012



Pagosa Springs Quarterly Lodging Tax Collections

Total Collections Through November 2025



Note: County collections are reported quarterly, Town collections are reported monthly.

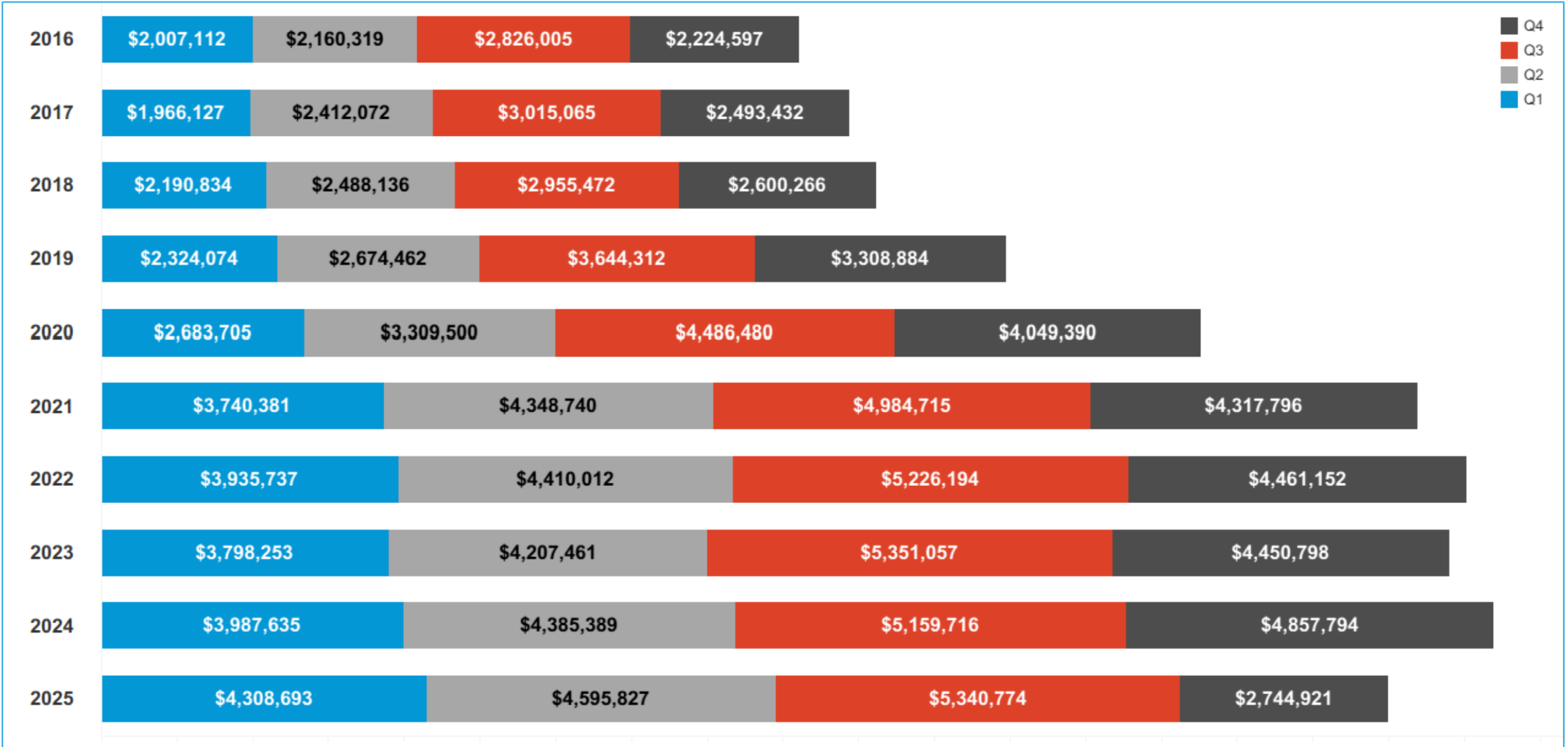
		2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Q1	Town	\$114,311	\$124,115	\$136,982	\$147,864	\$144,195	\$130,371	\$228,182	\$231,849	\$178,580	\$192,705	\$210,349
	County	\$25,952	\$18,416	\$35,792	\$29,030	\$46,261	\$57,791	\$128,910	\$127,543	\$125,829	\$116,111	\$130,422
	Total	\$140,263	\$142,531	\$172,774	\$176,894	\$190,456	\$188,162	\$357,092	\$359,392	\$304,409	\$308,816	\$340,771
Q2	Town	\$111,730	\$126,688	\$133,499	\$144,560	\$156,904	\$132,001	\$245,637	\$213,499	\$170,486	\$188,095	\$224,900
	County	\$16,326	\$33,172	\$29,896	\$56,080	\$45,483	\$52,809	\$115,041	\$129,385	\$90,666	\$106,066	\$117,354
	Total	\$128,056	\$159,860	\$163,395	\$200,640	\$202,387	\$184,810	\$360,678	\$342,884	\$261,152	\$294,161	\$342,254
Q3	Town	\$187,849	\$210,470	\$204,582	\$209,168	\$233,844	\$313,832	\$312,647	\$288,972	\$273,519	\$277,288	\$289,075
	County	\$47,765	\$47,929	\$49,470	\$65,609	\$93,349	\$136,452	\$166,440	\$158,901	\$155,889	\$158,877	\$103,140
	Total	\$235,614	\$258,399	\$254,052	\$274,777	\$327,193	\$450,284	\$479,087	\$447,873	\$429,408	\$436,165	\$392,215
Q4	Town	\$122,882	\$132,014	\$136,579	\$155,033	\$158,885	\$220,140	\$218,986	\$202,889	\$176,918	\$227,223	\$141,772
	County	\$28,109	\$36,610	\$36,873	\$49,835	\$81,604	\$101,833	\$112,962	\$111,774	\$118,944	\$149,631	
	Total	\$150,991	\$168,624	\$173,452	\$204,868	\$240,489	\$321,973	\$331,948	\$314,663	\$295,862	\$376,854	\$141,772
Grand Total		\$654,924	\$729,414	\$763,673	\$857,179	\$960,525	\$1,145,229	\$1,528,805	\$1,464,812	\$1,290,831	\$1,415,996	\$1,217,012

Sales Tax Collections



Pagosa Springs Quarterly Sales Tax Collections

Collections Through November 2025



Pagosa Springs Quarterly Sales Tax Collections

Collections Through November 2025

	Jan	Feb	Mar	Q1 Total	Apr	May	Jun	Q2 Total	Jul	Aug	Sep	Q3 Total	Oct	Nov	Dec	Q4 Total		
2016	\$630,442	\$600,885	\$775,785	\$2,007,112	\$582,924	\$639,544	\$937,851	\$2,160,319	\$970,231	\$991,688	\$864,087	\$2,826,005	\$698,521	\$667,832	\$858,244	\$2,224,597		
2017	\$602,618	\$614,496	\$749,013	\$1,966,127	\$654,961	\$766,390	\$990,721	\$2,412,072	\$1,050,936	\$1,034,538	\$929,591	\$3,015,065	\$802,192	\$735,197	\$956,044	\$2,493,432		
2018	\$720,250	\$653,308	\$817,277	\$2,190,834	\$685,584	\$778,029	\$1,024,523	\$2,488,136	\$1,055,648	\$975,397	\$924,427	\$2,955,472	\$894,585	\$760,714	\$944,967	\$2,600,266		
2019	\$748,135	\$705,628	\$870,311	\$2,324,074	\$722,725	\$847,452	\$1,104,285	\$2,674,462	\$1,330,750	\$1,156,262	\$1,157,300	\$3,644,312	\$1,160,328	\$966,585	\$1,181,971	\$3,308,884		
2020	\$893,260	\$861,387	\$929,059	\$2,683,705	\$881,784	\$1,029,961	\$1,397,755	\$3,309,500	\$1,478,390	\$1,414,702	\$1,593,388	\$4,486,480	\$1,351,716	\$1,210,111	\$1,487,563	\$4,049,390		
2021	\$1,230,886	\$1,118,790	\$1,390,705	\$3,740,381	\$1,243,257	\$1,382,546	\$1,722,937	\$4,348,740	\$1,744,911	\$1,544,973	\$1,694,832	\$4,984,715	\$1,389,189	\$1,328,089	\$1,600,518	\$4,317,796		
2022	\$1,285,659	\$1,224,286	\$1,425,792	\$3,935,737	\$1,265,285	\$1,428,491	\$1,716,237	\$4,410,012	\$1,831,470	\$1,793,418	\$1,601,307	\$5,226,194	\$1,425,011	\$1,430,027	\$1,606,114	\$4,461,152		
2023	\$1,271,275	\$1,186,669	\$1,340,310	\$3,798,253	\$1,155,340	\$1,376,511	\$1,675,610	\$4,207,461	\$1,846,753	\$1,867,837	\$1,636,468	\$5,351,057	\$1,518,791	\$1,391,273	\$1,540,735	\$4,450,798		
2024	\$1,338,250	\$1,230,171	\$1,419,214	\$3,987,635	\$1,261,412	\$1,433,936	\$1,690,041	\$4,385,389	\$1,855,193	\$1,655,248	\$1,649,275	\$5,159,716	\$1,718,686	\$1,434,372	\$1,704,736	\$4,857,794		
2025	\$1,405,815	\$1,364,117	\$1,538,761	\$4,308,693	\$1,370,948	\$1,469,254	\$1,755,625	\$4,595,827	\$1,893,830	\$1,669,302	\$1,777,642	\$5,340,774	\$1,460,697	\$1,284,224		\$2,744,921		
YOY Change					YOY Change					YOY Change					YOY Change			
2022	4%	9%	3%	5%	2%	3%	0%	1%	5%	16%	-6%	5%	3%	8%	0%	3%		
2023	-1%	-3%	-6%	-3%	-9%	-4%	-2%	-5%	1%	4%	2%	2%	7%	-3%	-4%	0%		
2024	5%	4%	6%	5%	9%	4%	1%	4%	0%	-11%	1%	-4%	13%	3%	11%	9%		
2025	5%	11%	8%	8%	9%	2%	4%	5%	2%	1%	8%	4%	-15%	-10%		-43%		

Short-Term Rental Performance (Airbnb & Vrbo)

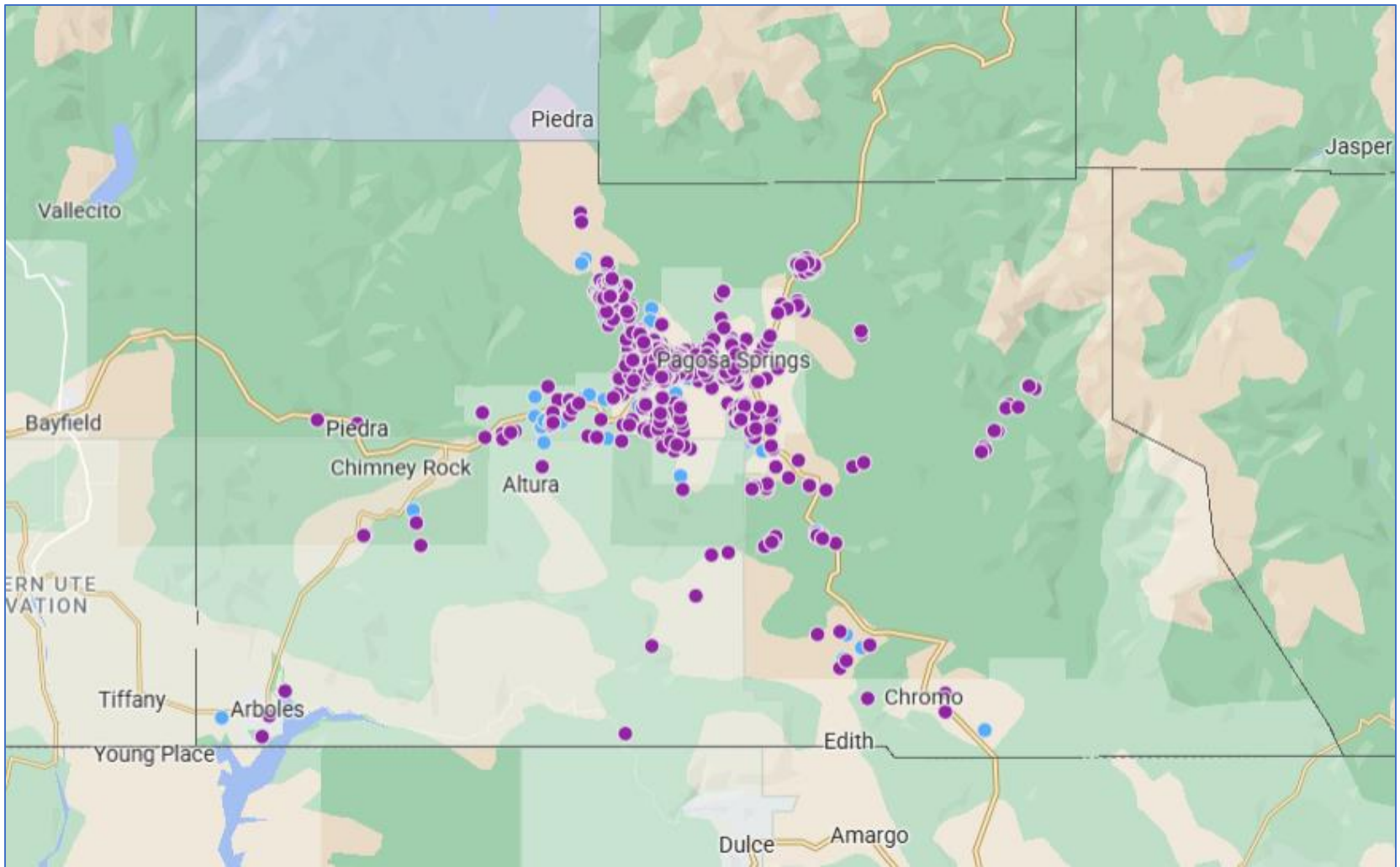


AirDNA - Definitions



- **Active Listings** – Total number of listings whose calendars had at least one day classified as available or reserved during the reporting period.
- **Average Daily Rate** – Average daily rate (ADR) of booked nights in USD ($ADR = \text{Total Revenue} / \text{Booked Nights}$).
- **Demand (Listing Days Booked)** – Total number of days booked during the reporting period.
- **Supply (Listing Days Available)** – Total number of days available during the reporting period.
- **Occupancy Rate** – $\text{Occupancy Rate} = \text{Total Booked Days} / (\text{Total Booked Days} + \text{Total Available Days})$. The calculation only includes vacation rentals with at least one Booked Night.
- **Revenue (USD)** – Total revenue (in US dollars) earned during the reporting period. Includes the advertised price from the time of booking, as well as cleaning fees.
- **RevPAR** – $\text{Revenue Per Available Rental} = ADR * \text{Occupancy Rate}$

AirDNA Geographical Boundary



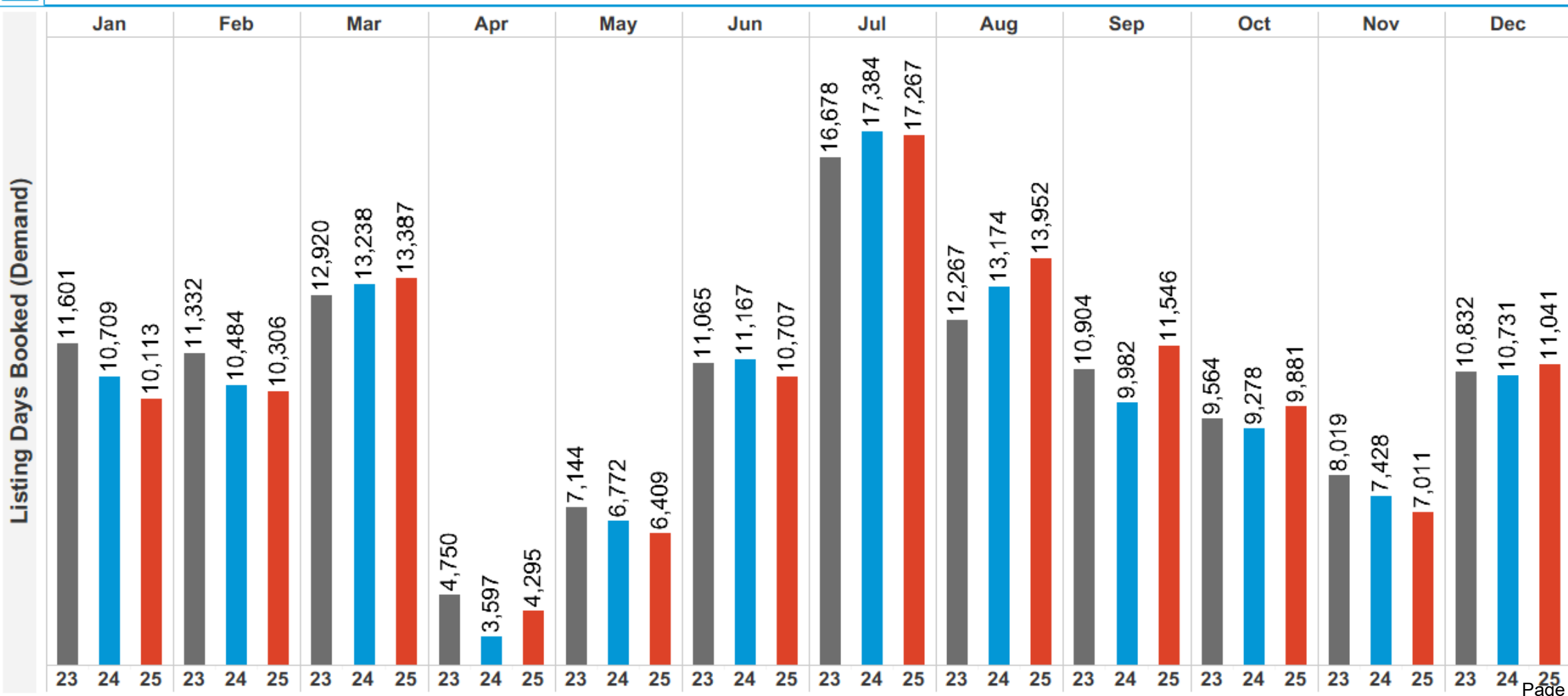
Pagosa Springs Monthly Short-Term Rental Performance

December 2025

Source: AirDNA, 'Entire Place' Listings Only



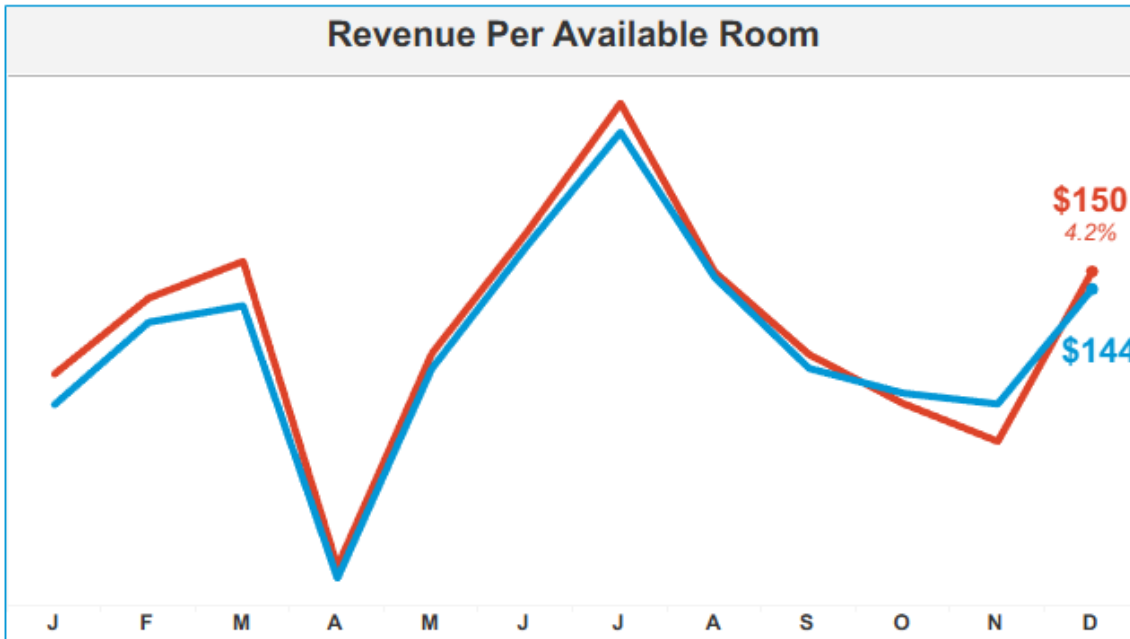
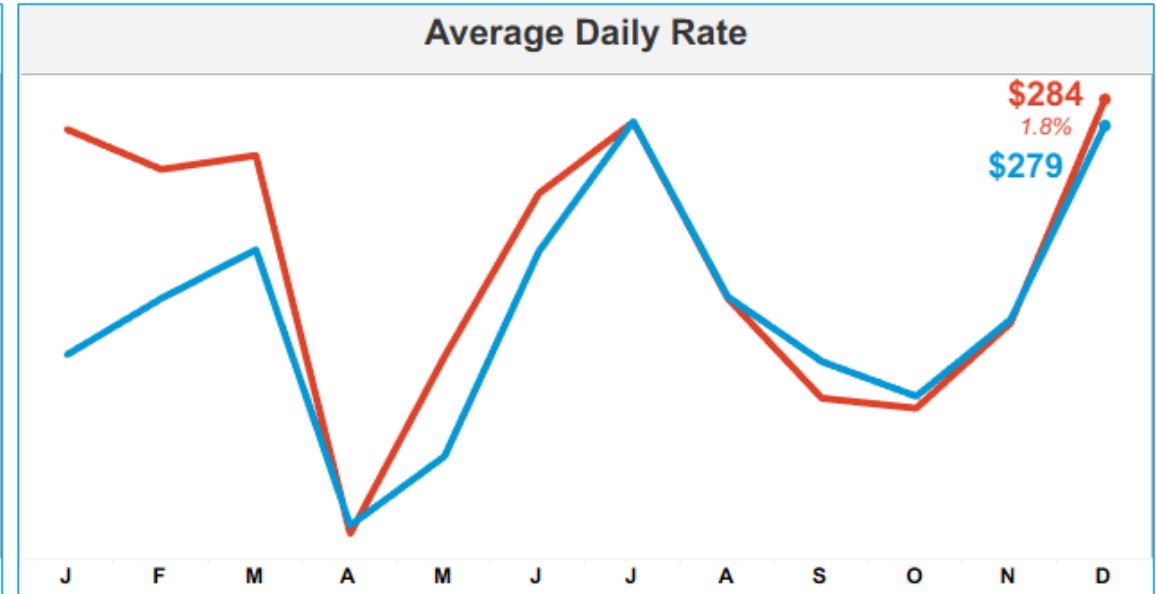
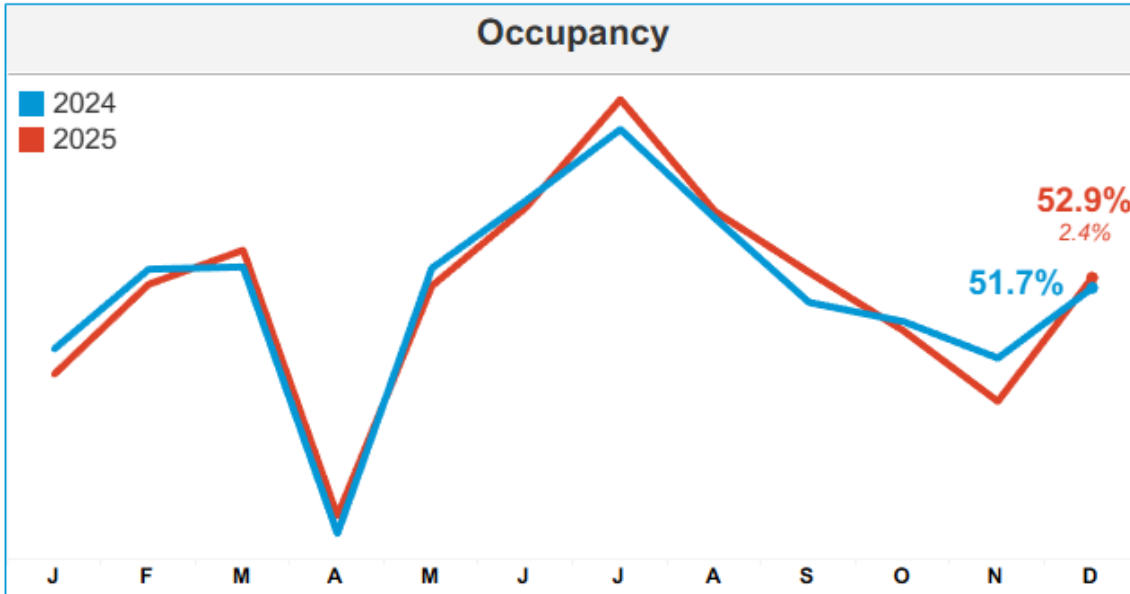
YOY	Dec '25	Occupancy	ADR	RevPAR	Active Listings	Listing Days Booked	Revenue
		52.9%	\$284.39	\$150.40	920	11,041	\$3,139,950
		2.4%	1.8%	4.2%	2.8%	2.9%	4.7%



Pagosa Springs Monthly Short-Term Rental Performance

December 2025

Source: AirDNA, 'Entire Place' Listings Only



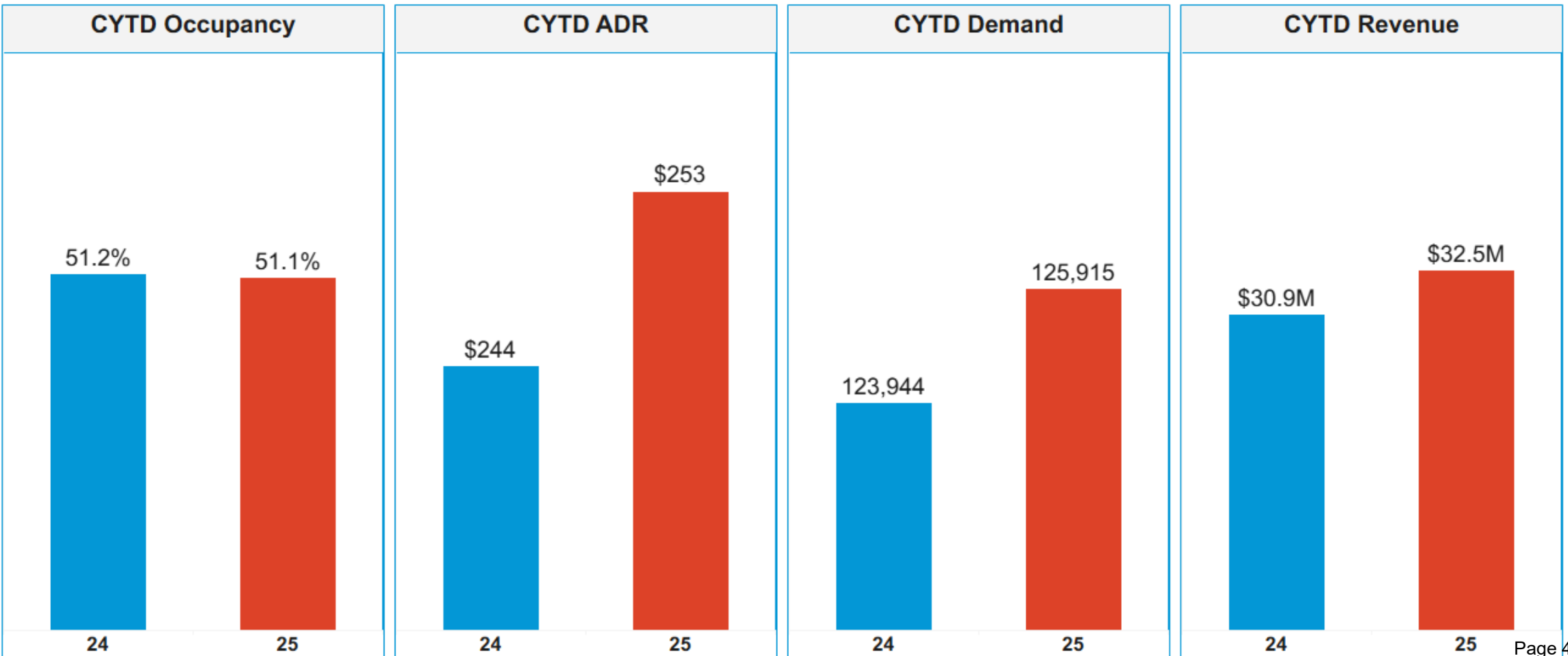
Pagosa Springs Monthly Short-Term Rental Performance

Calendar YTD Through December 2025



Source: AirDNA, 'Entire Place' Listings Only

	Occupancy	ADR	RevPAR	Avg. Active Listings	Listing Days Booked	Revenue
YTD '25	51.1%	\$252.77	\$131.02	827	125,915	\$32,473,913
YOY	-0.1%	3.7%	3.6%	-0.5%	1.6%	5.0%

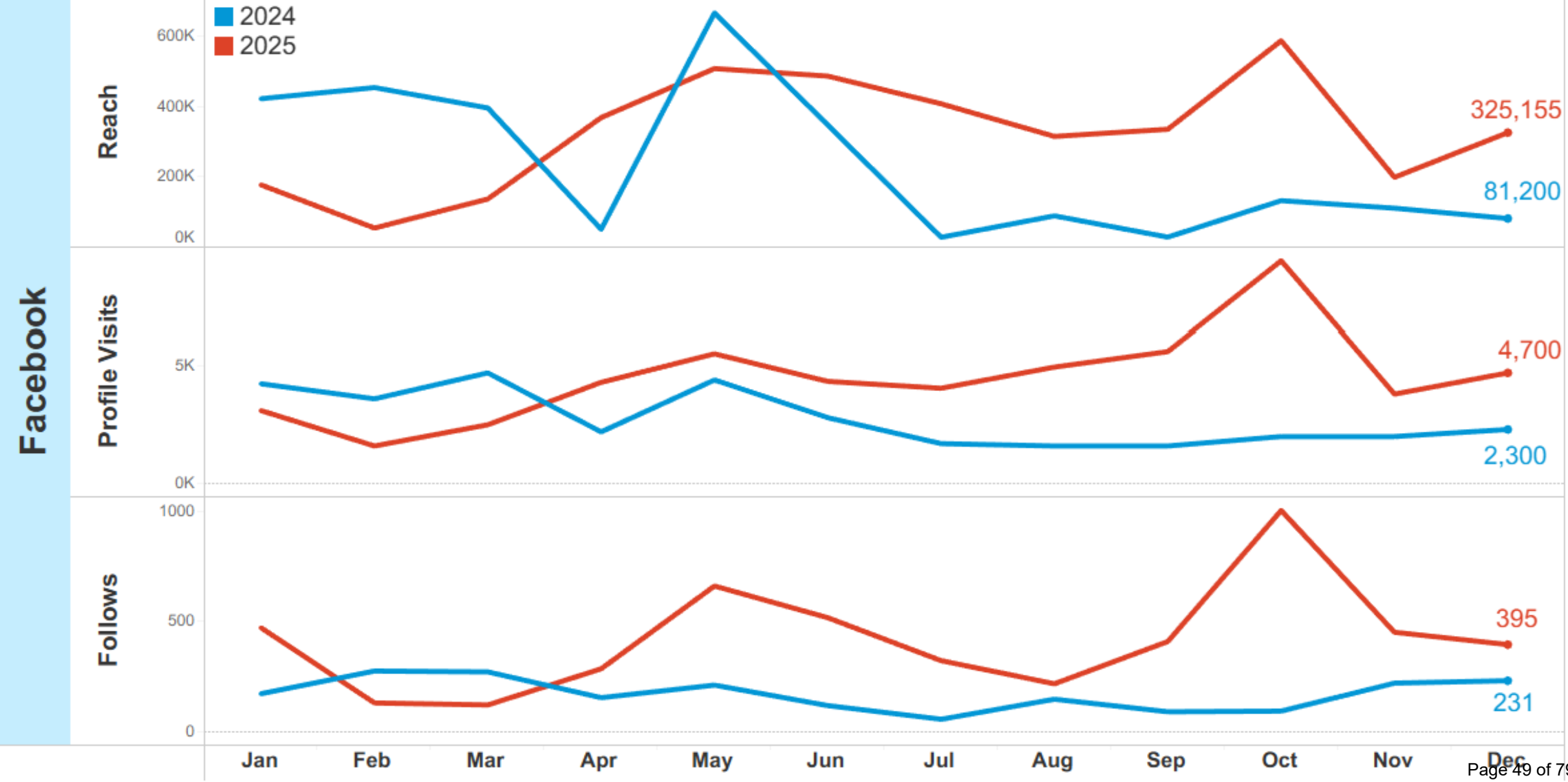


Social Media Performance



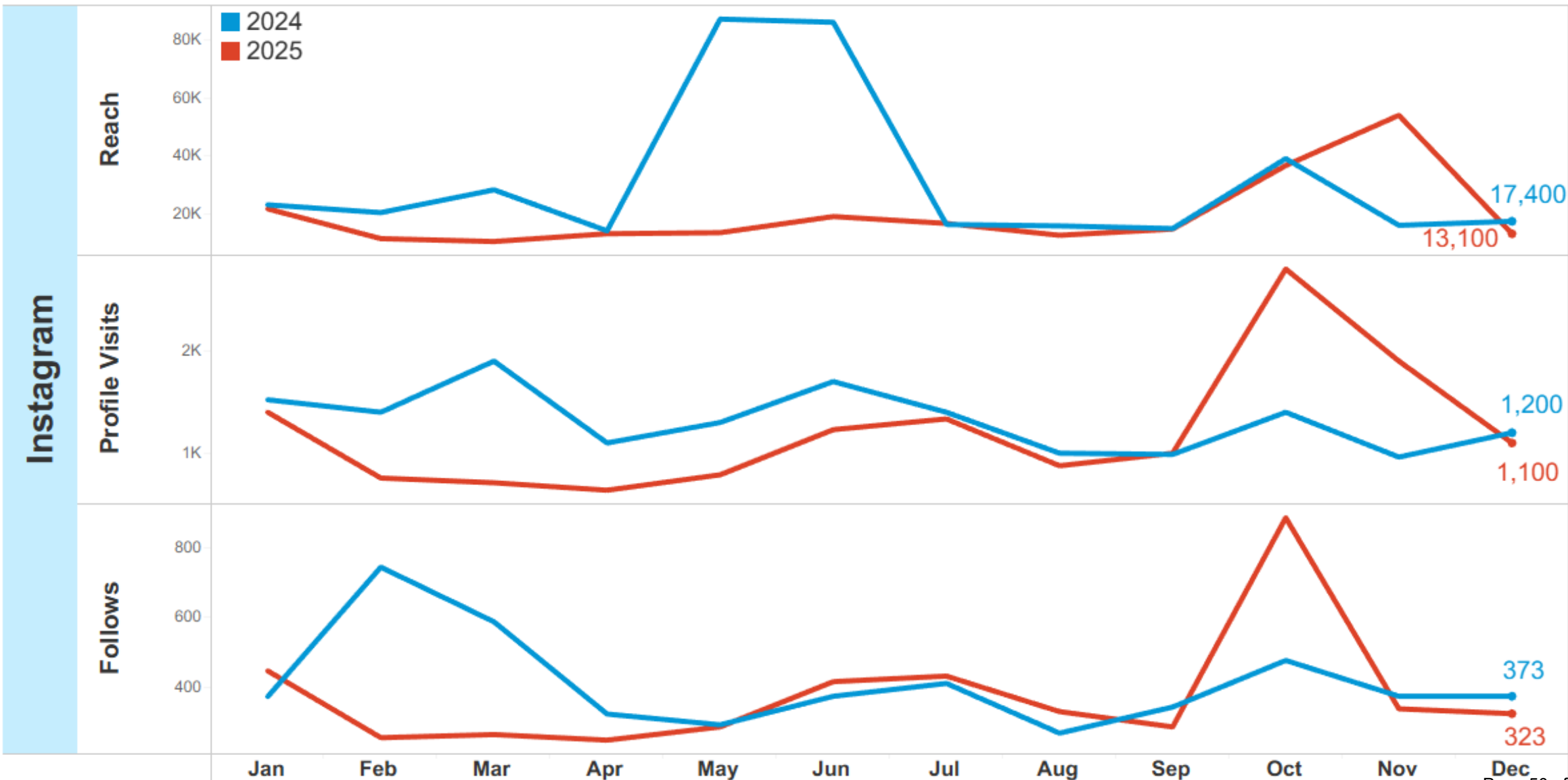
Pagosa Springs Monthly Social Media Performance Through December 2025

Source: Meta



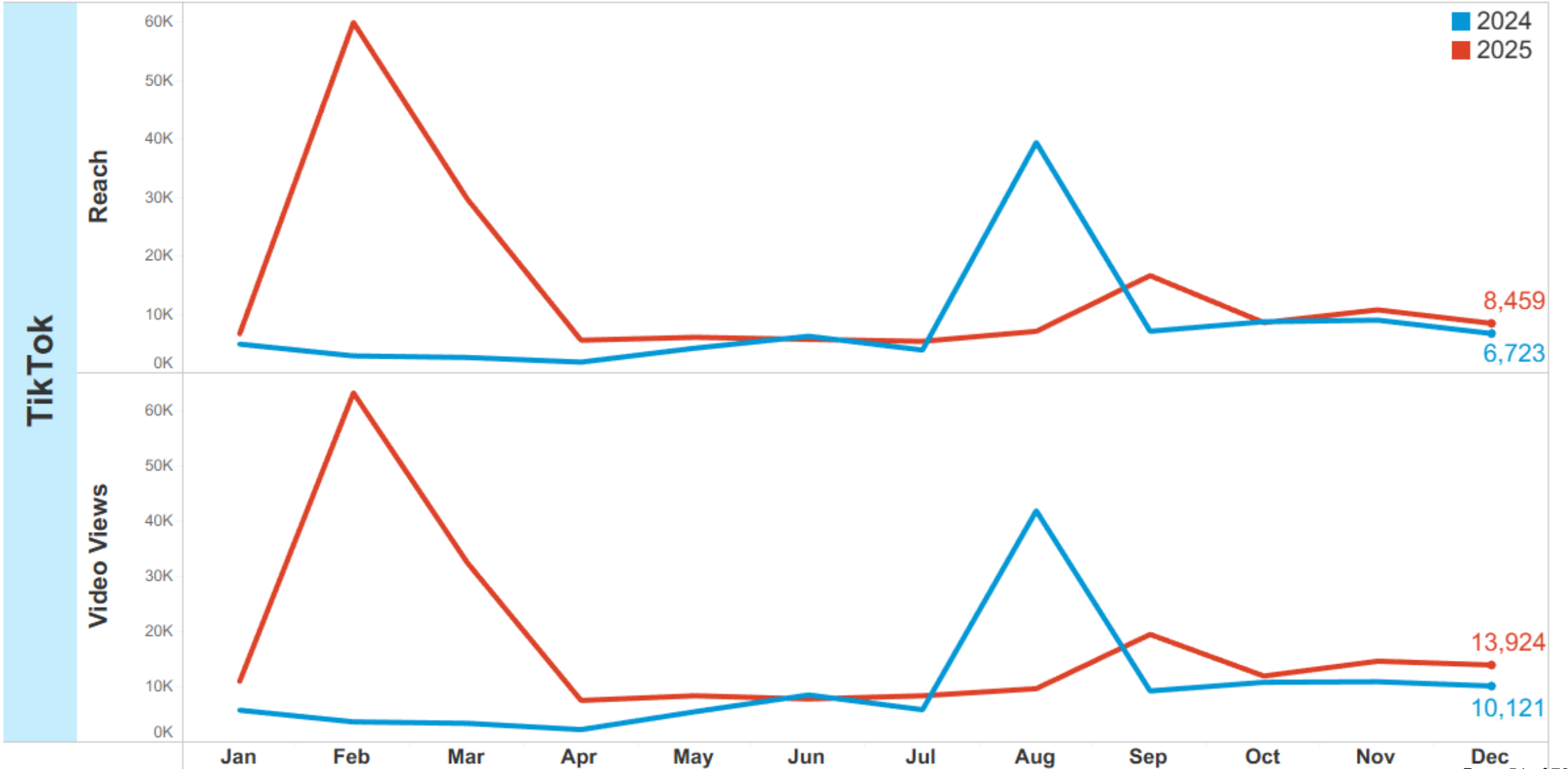
Pagosa Springs Monthly Social Media Performance Through December 2025

Source: Meta



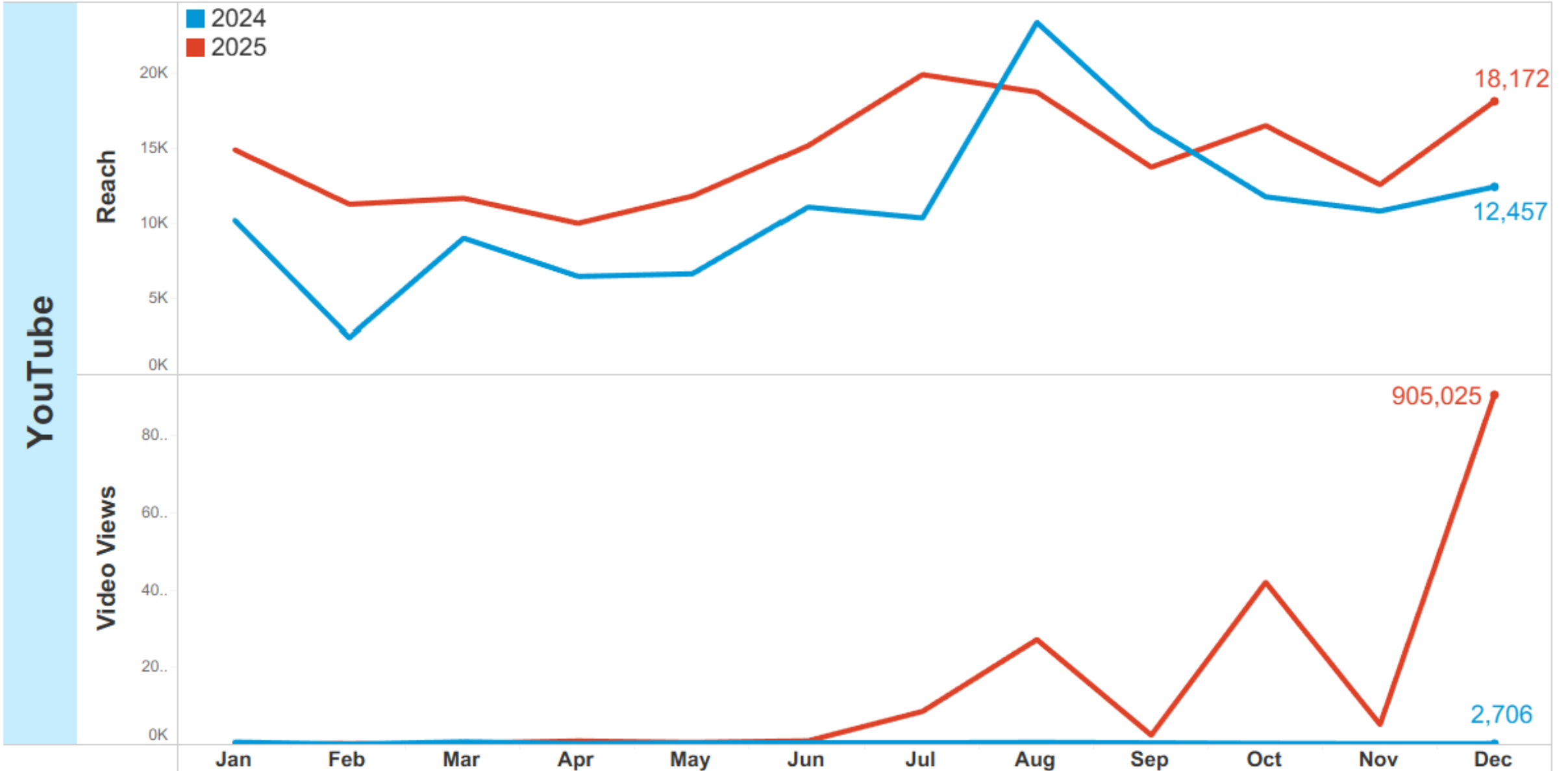
Pagosa Springs Monthly Social Media Performance Through December 2025

Source: Tiktok



Pagosa Springs Monthly Social Media Performance Through December 2025

Source: YouTube



Placer.ai Geolocation Data



Placer.ai - Definitions



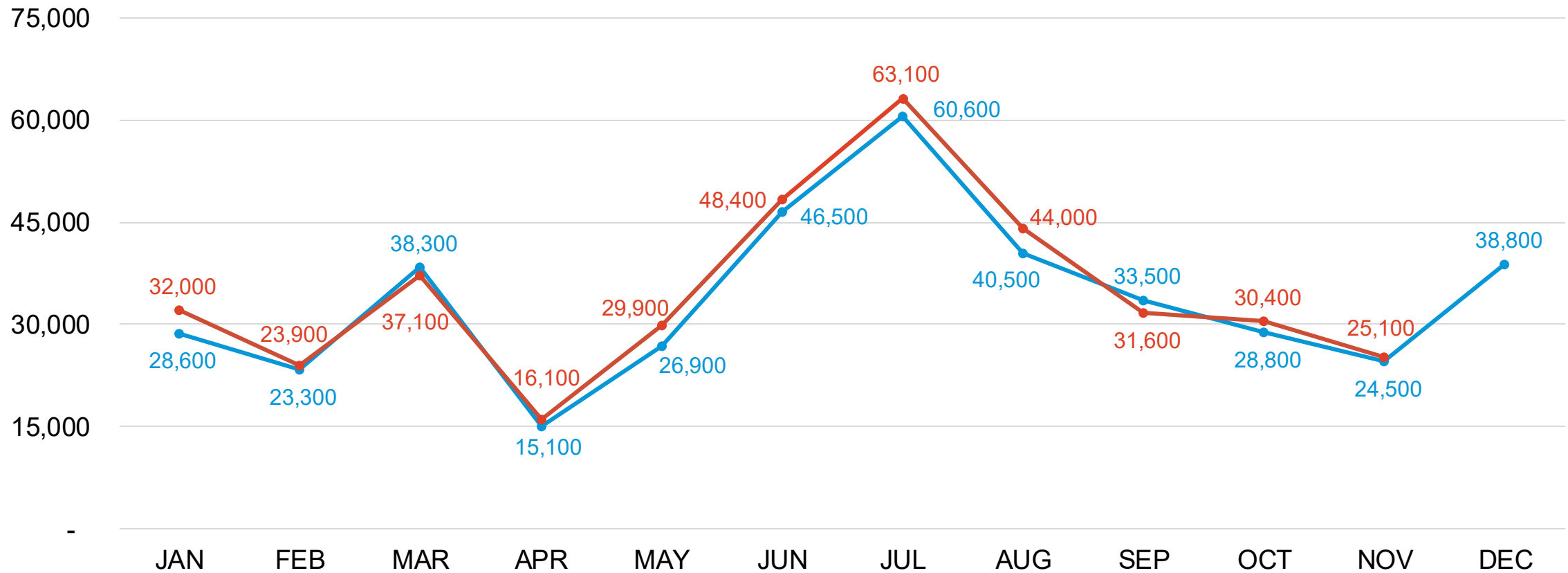
- **Overnight Trips** – “Overnight trips counts the total number of separate overnight trips (i.e. trips that include 1 or more overnight stays) made to the selected region within the selected timeframe, including multiple visits by the same person (so long as the multiple visits are in separate months; Multiple visits by the same person within a given month will be counted as 1 visit). Overnight Trips are counted for visitors whose home location is at least 10 miles away (changeable via the Filters).”
- **Visit Nights** – “Visit Nights counts the total number of Overnight stays made by people visiting the selected region within the selected timeframe. Visit Nights are counted for visitors whose home location is at least 10 miles away (changeable via the Filters).”

Placer.ai – Overnight Trips



Overnight Trips

— 2024 — 2025

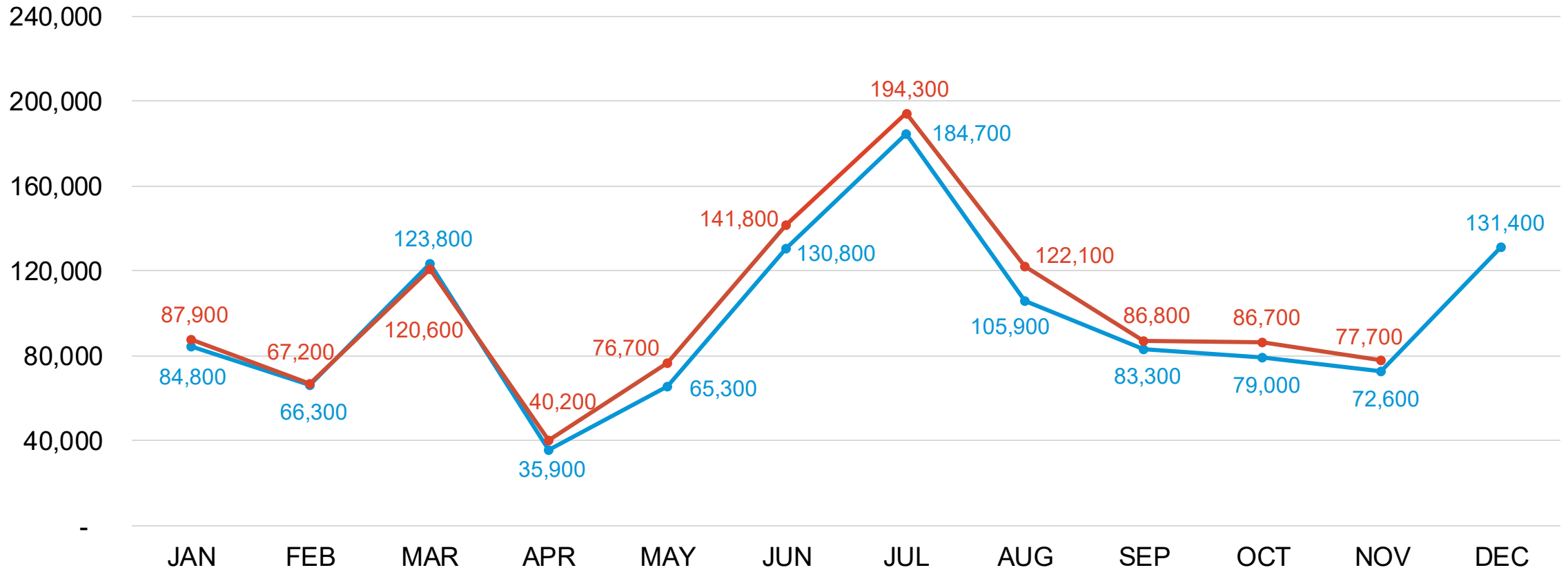


Placer.ai – Visit Nights



Visit Nights

— 2024 — 2025



Consumer Sentiment



American Travel Sentiment Study Wave 103



*Survey fielded January 6-9, 2026: U.S. National Sample of 1,000 adults 18+

American Travel Sentiment Wave 103 Highlights

Key Findings:

1. 2026 Begins with High Demand for Spring & Summer Travel

Spring and summer travel planning is underway - 61% of travelers have trips planned more than 3 months in advance for 2026. Additionally, half of travelers (52%) are planning on traveling about the same amount this year compared to last year, while three in ten (29%) are planning on traveling more this year, indicating a strong demand for travel in 2026.

2. Financial Concerns Impacting Travel Decisions Cool Slightly

Concerns of gas prices, inflation, and personal financial situation impacting travel decisions are all down compared to November 2025, suggesting that travelers may have more financial flexibility for travel in 2026. Three in ten travelers (31%) indicated that they are planning on spending more money on travel in 2026 compared to last year, while half of travelers (52%) are planning on spending the same amount on travel. Only 17% of travelers indicated that they are planning on spending less on travel this year compared to last year. Additionally, 33% of travelers indicated that they would travel by plane for their next domestic trip. This figure is up 5-points from January 2025, further signifying that travelers are willing to spend more on travel in 2026.



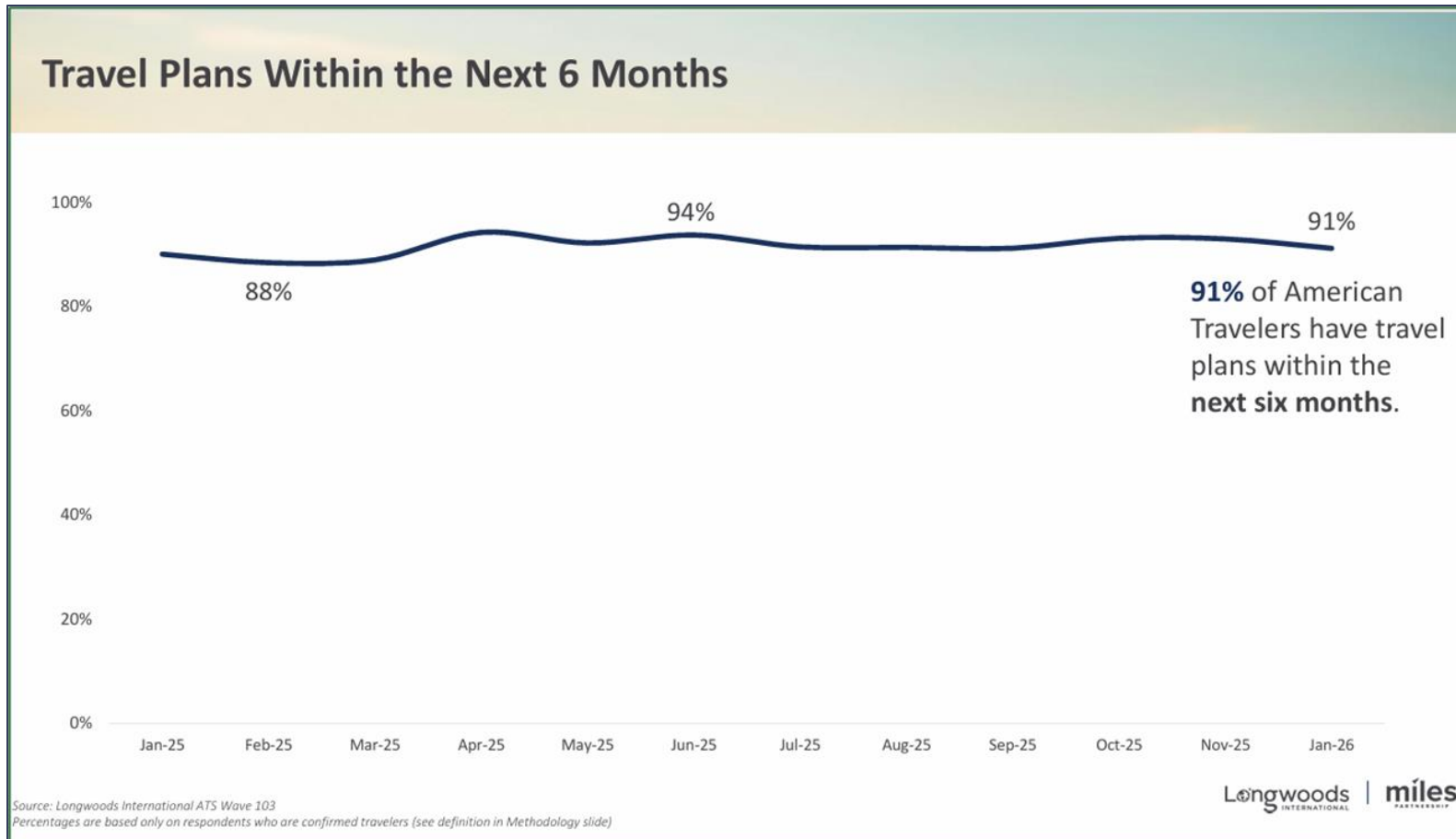
Source: Longwoods International ATS Wave 103

Longwoods | miles
INTERNATIONAL PARTNERSHIP

American Travel Sentiment Study Wave 103



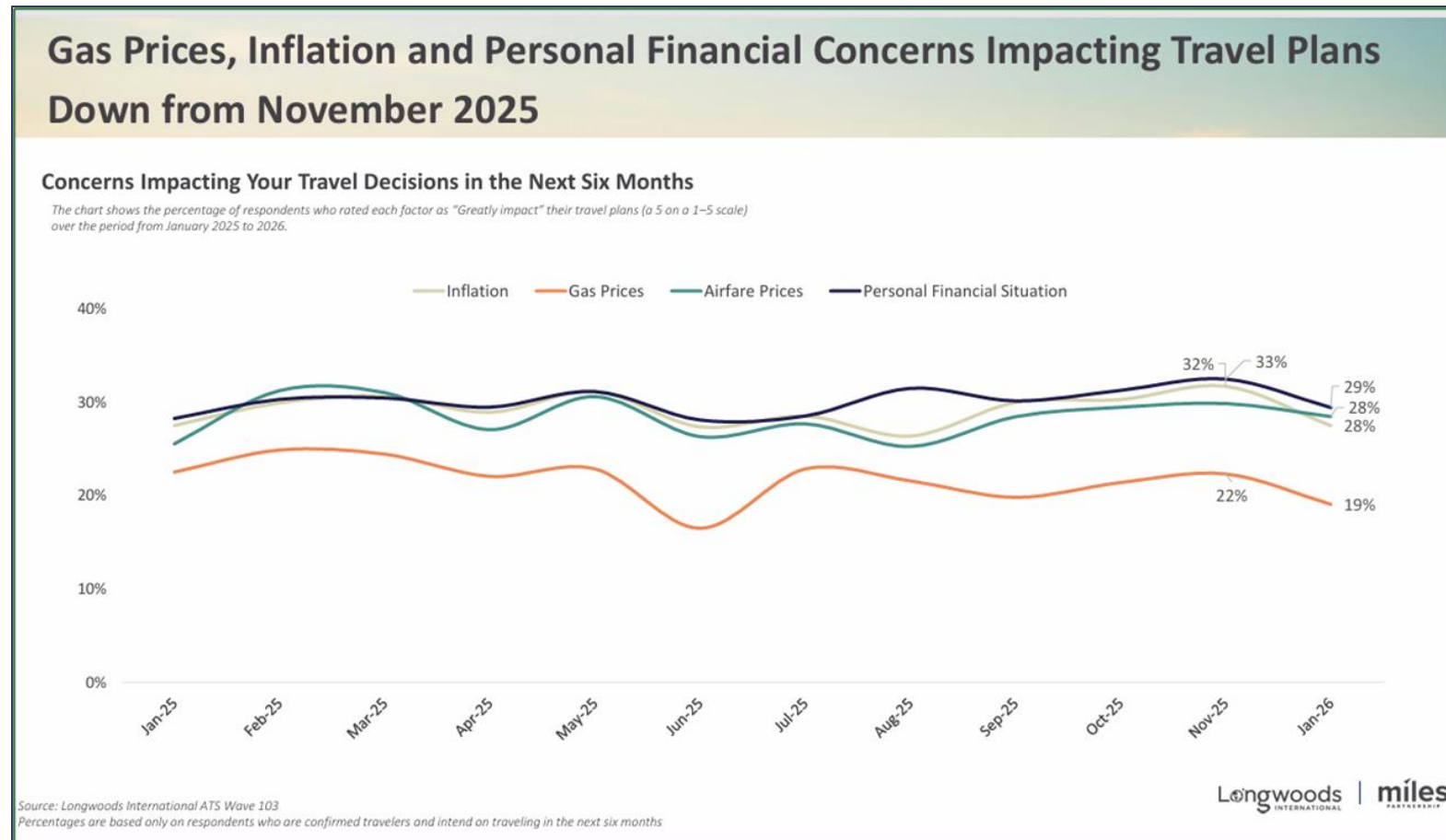
*Survey fielded January 6-9, 2026: U.S. National Sample of 1,000 adults 18+



American Travel Sentiment Study Wave 103



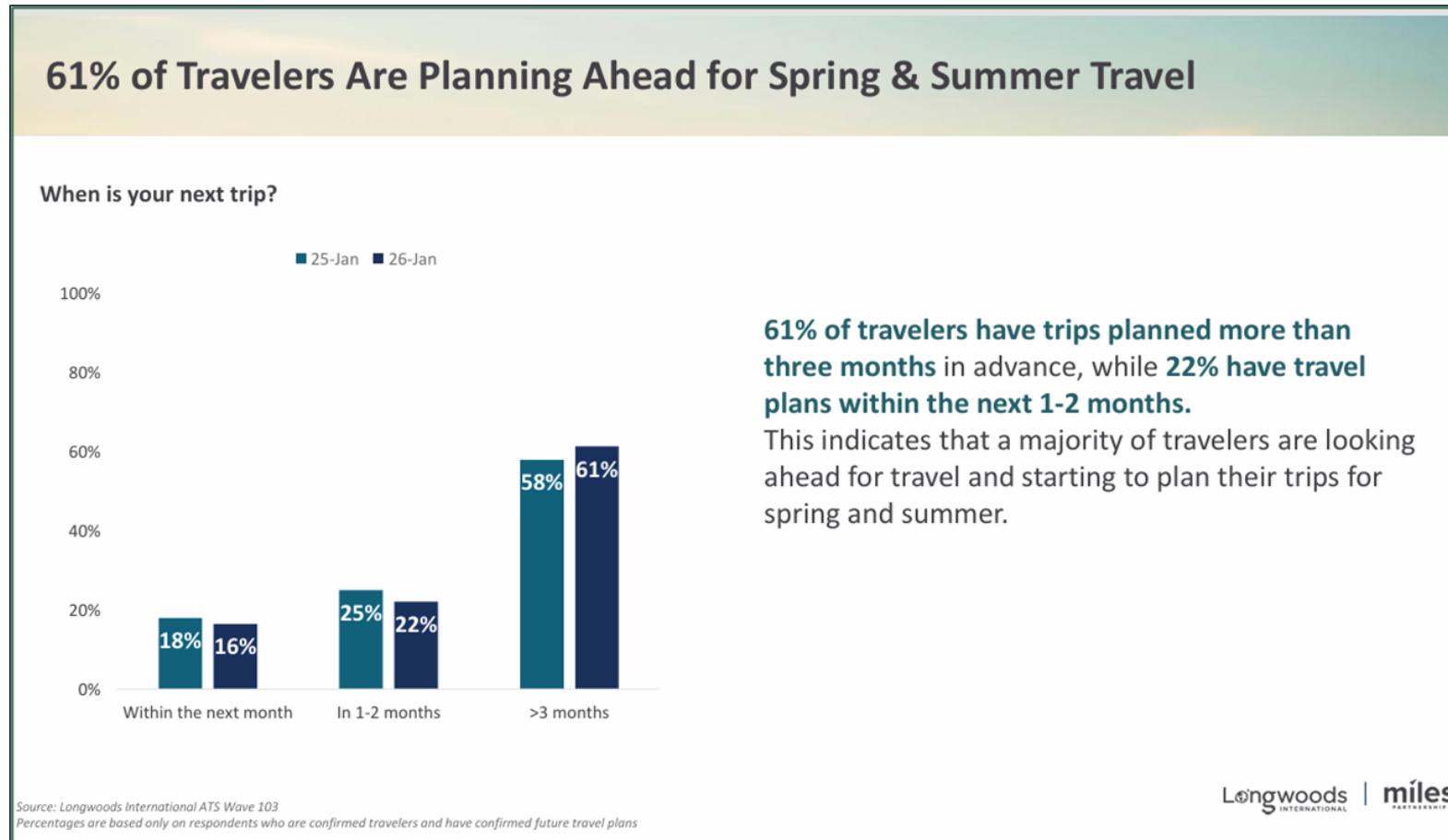
*Survey fielded January 6-9, 2026: U.S. National Sample of 1,000 adults 18+



American Travel Sentiment Study Wave 103



*Survey fielded January 6-9, 2026: U.S. National Sample of 1,000 adults 18+



American Travel Sentiment Study Wave 103



*Survey fielded January 6-9, 2026: U.S. National Sample of 1,000 adults 18+

More Travelers are Traveling by Plane for Their Next Trip Than Last Year

What is the next trip you plan to take?



58% -4.9 points vs January 2025
Domestic Road Trip



33% +5.1 points vs January 2025
Domestic Air Travel



9% No change vs January 2025
International Travel

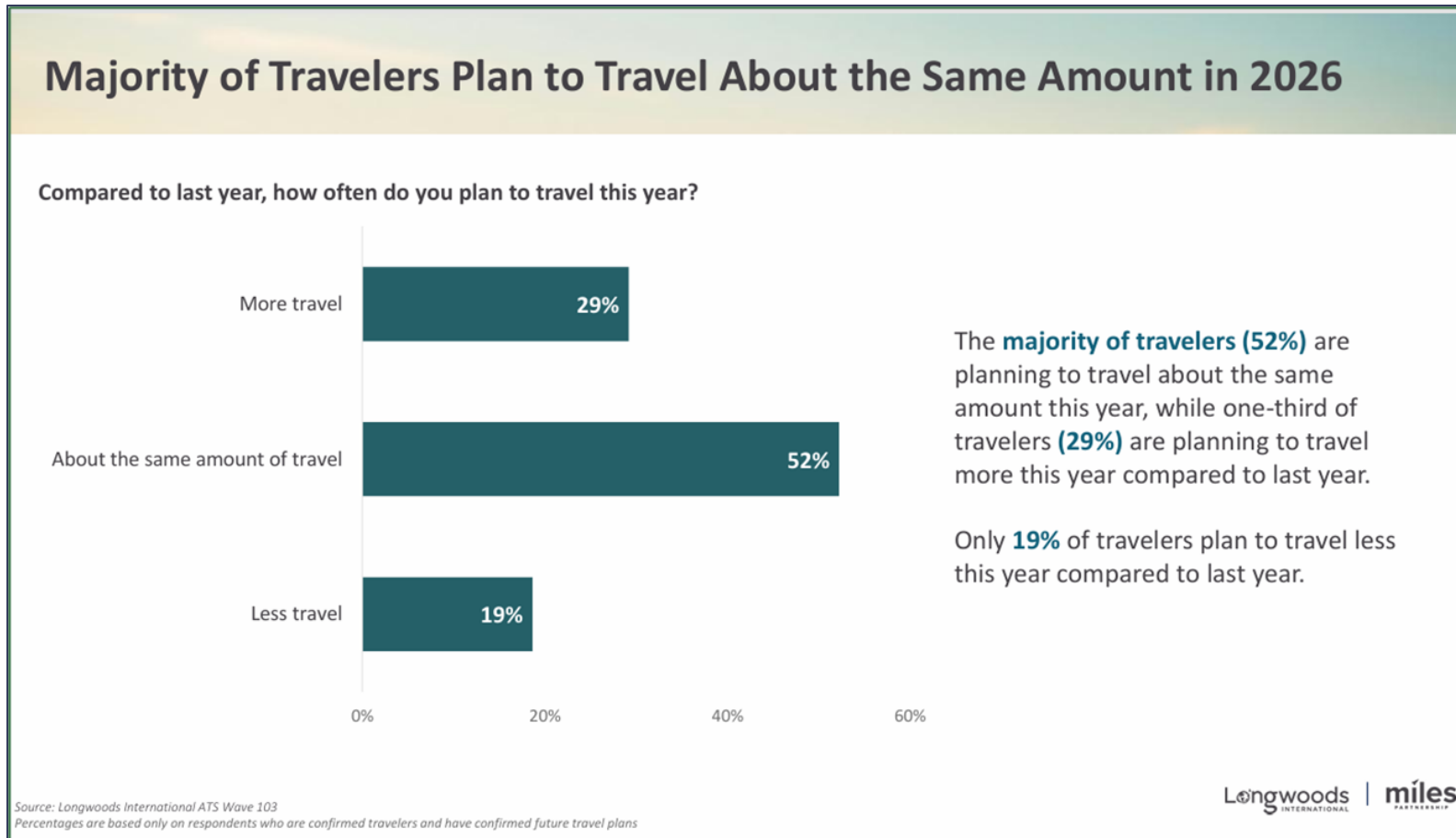
Source: Longwoods International ATS Wave 103
Percentages are based only on respondents who are confirmed travelers and have confirmed future travel plans



American Travel Sentiment Study Wave 103



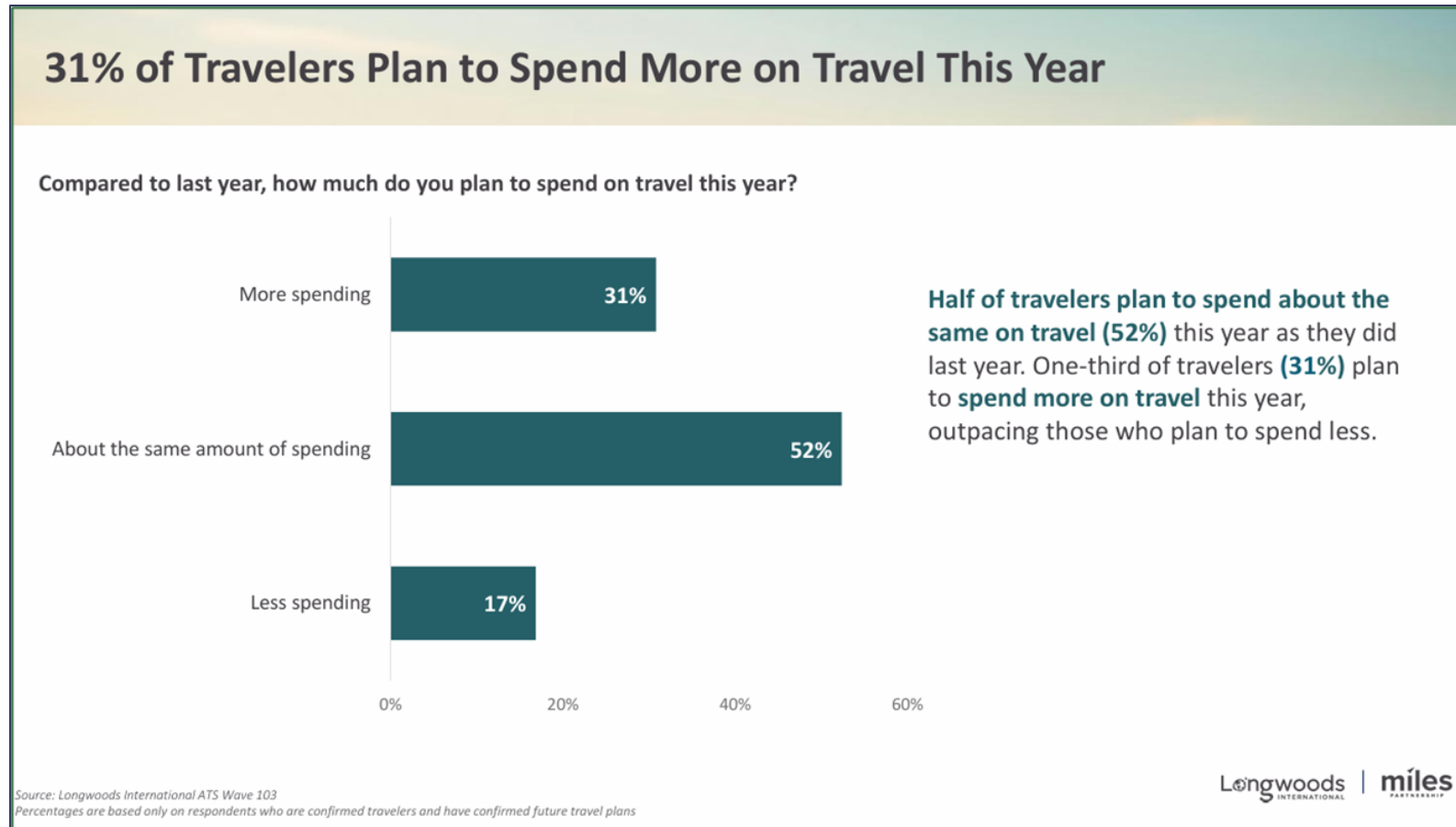
*Survey fielded January 6-9, 2026: U.S. National Sample of 1,000 adults 18+



American Travel Sentiment Study Wave 103



*Survey fielded January 6-9, 2026: U.S. National Sample of 1,000 adults 18+



American Travel Sentiment Study Wave 103



*Survey fielded January 6-9, 2026: U.S. National Sample of 1,000 adults 18+

American Travel Sentiment Methodology

The American Travel Sentiment Study is the most comprehensive and longest-running survey of its kind, offering valuable insights into the factors influencing American travel behaviors.

Key Details:

- Survey Date: January 6 - 9, 2026
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error: $\pm 3\%$
- Representative of U.S. population demographics (age, gender, region)

Travelers are only respondents that have taken a trip in the last 3 years and intend to take a trip in the next 2 years.

Conducted with support from Miles Partnership, this study remains a vital tool for understanding the dynamic landscape of American travel.



THANK YOU

The logo for Pagosa Springs, Colorado, features a stylized mountain range above the text "PAGOSA SPRINGS" in a serif font, with "COLORADO" in a smaller sans-serif font below it.

PAGOSA
SPRINGS
COLORADO



- REFRESHINGLY AUTHENTIC -



BLUE ROOM
RESEARCH

Visit Pagosa Springs

2025 Marketing Results — At-a-Glance Evaluation

Compiled through ChatGPT evaluating 2025 results from app usage, lodging tax collections, mobility data, organic social media, Google search, paid social and digital ad placements.

2025 marketing efforts were highly effective.

They increased destination awareness, supported year-round travel demand, improved the quality of visitation (longer stays), and aligned closely with lodging tax growth. Results show a mature, well-coordinated marketing system rather than isolated tactics.

1. What We Invested In (The Strategy)

In 2025, Visit Pagosa Springs focused on:

- **Efficient paid digital advertising** (Meta + programmatic display)
- **Video-first storytelling** (social + YouTube)
- **High-intent demand capture** (search and in-need placements)
- **Targeted regional markets** most likely to generate overnight stays

This approach prioritized **visitor quality, seasonality balance, and sustainability**, not just volume.

2. What the Marketing Delivered

Advertising Performance (Efficiency & Reach)

- Paid Meta reached **2.5+ million people** with **5.7 million impressions**
- Generated **105,000 high-intent clicks** at a very low **\$0.21 cost per click**
- Click-through rates consistently exceeded industry benchmarks

What this means:

Marketing dollars were used efficiently and reached people who were likely to travel—not just scroll.

Digital & App Engagement (Planning Behavior)

- Visit Pagosa App:
 - **Users +138%**
 - **Sessions +185%**
 - Nearly **60% returning users**
- Engagement extended beyond summer into fall and winter

What this means:

People weren't just inspired — they actively planned trips and used local information.

Video & Awareness Growth

- YouTube views increased from ~53,000 (2024) to **1.79 million (2025)**
- Social video (reels, short-form) delivered the strongest engagement across platforms
- Winter, fall color, and hot springs content performed especially well

What this means:

Pagosa Springs is increasingly seen as a **year-round destination**, not a single-season one.

Search & Travel Intent

- Google search rankings improved into the **top 10** by fall and winter
- Strong branded and “things to do” searches throughout the year
- **November and December search demand remained stable or increased**

What this means:

Marketing translated into real intent — people actively looked for Pagosa Springs when planning travel.

3. What Actually Happened on the Ground

Overnight Visitation (Mobility Data)

- **366,000 overnight trips** (+0.5% YoY)
- **1.1 million visit nights** (+3.0% YoY)
- Growth driven by **longer stays**, not more crowding

What this means:

Marketing improved *stay length and value*, which matters more than raw visitor counts.

Lodging Tax Results (Economic Outcome)

- **~\$866,000 in lodging tax collected**
- **~8% year-over-year growth**
- Performance remained strong in shoulder and winter months
- Collections stayed well above pre-COVID levels

What this means:

Marketing directly supported the type of visitation that generates local revenue.

4. How It All Connects

Marketing worked as a **full system**:

Advertising & video

- **App engagement & trip planning**
- **Search demand & consideration**
- **Overnight stays**
- **Lodging tax revenue**

Importantly:

- Visitor volume stayed relatively stable
- Visitor *value* increased
- Demand extended beyond peak summer months

This is the definition of **healthy, sustainable destination marketing**.

5. What Worked Best in 2025

- ✓ Paid Meta advertising (high efficiency, strong intent)
- ✓ Video storytelling (especially seasonal and experiential)

- ✓ Search-based and in-need placements during planning windows
 - ✓ Focus on regional drive markets
 - ✓ Emphasis on longer, immersive stays
-

6. Overall Evaluation

2025 marketing efforts were successful and well-aligned with community goals.

They:

- Increased awareness without over-crowding
 - Encouraged longer stays instead of more visitors
 - Supported year-round demand
 - Delivered measurable economic benefit through lodging tax
-

Bottom Line

Visit Pagosa Springs' 2025 marketing program delivered strong returns, demonstrated accountability, and positioned the destination for continued, sustainable growth.

Evaluation: 2026 Marketing Plan Alignment with 2025 Results

Compiled through ChatGPT using evaluation of 2025 results with proposed 2026 marketing and advertising plan

Executive Takeaway

The proposed 2026 marketing plan is strongly aligned with what demonstrably worked in 2025.

It does not represent a directional shift; rather, it **formalizes, scales, and refines** proven strategies while addressing gaps identified through 2025 performance data.

In short: **2026 is a smarter continuation of 2025, not a reset.**

1. Strategic Priorities: Directly Informed by 2025 Outcomes

What 2025 Showed

- Overnight trips were stable, but **visit nights increased (+3%)**
- Lodging tax grew **~8% YoY**
- Strongest gains occurred in **shoulder seasons and winter**
- High-value markets (TX, AZ) produced **longer stays**
- Video-led campaigns and paid Meta delivered the **highest efficiency**

How 2026 Responds

The 2026 plan explicitly prioritizes:

- **High-value, long-stay markets (TX, AZ, OK)**
- **Shoulder season growth (spring & fall)**
- **Winter positioning built around hot springs**
- **Video-first creative across platforms**

✓ **Assessment:** Strategic priorities are a *direct response* to measured 2025 success, not assumptions.

2. Media Mix: Scaling What Worked Best

2025 Evidence

- Paid Meta produced **exceptional efficiency** (low CPC, high CTR)
- YouTube views increased from ~53K to **1.7M+**
- Orange 142 campaigns performed best when:
 - Search-based
 - In-need
 - Video-supported
- Display alone was less effective without intent layers

2026 Plan Alignment

- **Paid social budget increases** (Meta, YouTube)
- **Orange 142 retained** with two seasonal flights (spring + late fall/winter)

- Continued mix of:
 - Search-based display
 - Native
 - Instream video
- Test campaigns (Texas Monthly, 5280) focus on **affluent, long-stay markets**

✓ **Assessment:** The 2026 media mix reflects **performance-based confidence**, not experimentation for its own sake.

3. Seasonality Strategy: Correctly Adjusted

What 2025 Proved

- Summer does not need aggressive growth marketing
- Fall, winter, and spring produced **better ROI**
- Winter demand (search, visitation, tax) was **stronger than expected**
- Video content performed best in non-summer seasons

2026 Response

- **Spring & Fall defined as growth seasons**
- **Summer shifts to maintenance mode**
- **Winter framed as “Hot Springs Season”**, not ski-dependent
- Video-first assets prioritized in shoulder and winter months

✓ **Assessment:** This is a **data-driven seasonal correction**, reducing pressure on peak months while strengthening revenue stability.

4. Visit Pagosa App & Marketing Backbone: Justified Investment

2025 Results

- App users +138%
- Sessions +185%
- ~60% returning users
- App supported:
 - Trip planning
 - In-destination navigation

- Alerts and destination management

2026 Plan

- Continued investment in:
 - App platform
 - AI tools (app + web)
 - Booking engine
 - UGC (Crowdriff)
 - Email platform enhancements

✓ **Assessment:** Backbone investments are justified by **measurable engagement gains** and support both marketing *and* destination management goals.

5. Measurement & Accountability: Improved and Aligned

2025 Reality

- Success was most clearly reflected in:
 - Lodging tax
 - Mobility (overnight stays, visit nights)
- Channel-specific conversions were less meaningful alone

2026 Measurement Framework

- Explicitly ties success to:
 - Lodging and sales tax
 - Mobility data
 - App usage
- Commits to:
 - Ongoing optimization
 - Monthly reporting
 - Flexibility to adjust campaigns mid-flight

✓ **Assessment:** Measurement priorities match **how destination marketing actually performs**, avoiding misleading vanity metrics.

6. Budget Growth: Proportionate and Defensible

- 2026 budget increases **~16.7%**

- Increase is driven by:
 - Proven paid channels
 - Expanded video
 - Grant-leveraged opportunities (CTO)
- Significant portion remains **flexible and adjustable**

✓ **Assessment:** Budget growth is **proportionate to results**, not speculative, and includes built-in adaptability.

Overall Evaluation

- **2025 proved the strategy works**
 - **2026 applies those lessons intentionally**
 - The plan:
 - Favors quality over volume
 - Prioritizes longer stays
 - Extends demand year-round
 - Aligns marketing with economic outcomes
-

Bottom Line for Decision-Makers

The proposed 2026 marketing plan is well aligned with 2025 results and represents a logical, responsible evolution of a successful strategy.

It scales what worked, corrects what didn't, and strengthens accountability—positioning Visit Pagosa Springs for continued, sustainable growth.



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Chamber of Commerce Report
ACTION:

PURPOSE/BACKGROUND:

ATTACHMENTS:
None



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Board of Realtors Report
ACTION:

PURPOSE/BACKGROUND:

ATTACHMENTS:
None



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting
FROM:

PROJECT: Lodgers Association Report
ACTION:

PURPOSE/BACKGROUND:

ATTACHMENTS:
None



AGENDA BRIEF

MEETING: Pagosa Springs Area Tourism Board Meeting

FROM: Jennifer Green

PROJECT: B Press Relations Introduction

ACTION: Discussion

PURPOSE/BACKGROUND:

Representatives with B Public Relations will be in attendance with a brief presentation and Q&A.

ATTACHMENTS:

None