



Town Hall - 551 Hot Springs Boulevard  
Pagosa Springs, CO 81147

## AGENDA

Pagosa Springs Area Tourism Board Meeting  
Wednesday, August 6, 2025 @ 4:00 PM

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### 1. REMOTE PARTICIPATION

A Zoom link is made available, however, the Town does not and cannot guarantee internet service or online broadcasting. Remote attendance is at the risk of the attendee as the public meeting will continue in person regardless of the Town's broadcast capability.

Join Zoom Meeting By Computer - <https://zoom.us/j/84491383622>

Dial by Phone - 1-669-900-6833 US - Meeting ID: 844 9138 3622

### I. CALL MEETING TO ORDER

### II. PUBLIC COMMENT

*Please sign in to make public comment*

### III. CONSENT AGENDA

1. Approval of the July 2nd Meeting Minutes

[Minutes\\_070225](#)

### IV. REPORTS TO BOARD

1. Chair Report

2. Director Report

[Agenda Brief - Director Report August 25](#)

3. Chamber of Commerce Report

4. Board of Realtors Report

5. Lodging Association Report

6. Other Board Member Updates

### V. NEW BUSINESS

1. Consideration of Construction Transportation Funding Request

[Agenda Brief - Construction Transportation Funding Request](#)

2. Visitor Sentiment Survey

[Agenda Brief - Visitor Sentiment Survey](#)

3. 2026 CTO Marketing Grant

[Agenda Brief - 2026 CTO Marketing Matching Grant](#)

### VI. OLD BUSINESS

### VII. BOARD IDEAS AND COMMENTS

### VIII. NEXT TOURISM BOARD MEETING SEPTEMBER 3RD AT 4:00 PM

### IX. ADJOURNMENT



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## MINUTES

Pagosa Springs Area Tourism Board Meeting  
July 2, 2025 @ 4:00 PM

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on July 2, 2025, at 4:00 PM in the Town Hall - 551 Hot Springs Blvd. .

**BOARD PRESENT:** Board Member Johnson, Board Member Lucero, Board Member Dufour, Council Member Williams, Shane Prince, Sarah Mashue, Board Member Marchand, and Board Member Ranson

**BOARD ABSENT:**

1. REMOTE PARTICIPATION – Join Zoom Meeting By Computer - <https://zoom.us/j/83084299477>  
Dial by Phone - 1-669-900-6833 US - Meeting ID: 830 8429 9477

**I. CALL MEETING TO ORDER**

**II. PUBLIC COMMENT**

1. Bill Hudson said he wanted to thank the Commissioners for holding a listening session to hear about a possible increase in the lodging tax within the county. As you all know, the town collects 4.9% lodging tax, and the county collects 2%. So what we've got is an unfair and uneven playing field between the lodgers in the county and the lodgers in the town. But the the county's been limited until now to a 2% tax. At that community meeting I suggested that we should be a fair community, and everyone who's running lodging should pay the same amount of lodging tax, which is 4.9%. They have to go to the voters to get approval for that, and they have to tell the voters what the amount is going to be and what they're going to use it for. Bill indicated he had been pushing the idea of using it for housing, but he thought the Commissioners are leaning towards roads. Bill indicated he hoped that the Commissioners move forward with it, and we get it on the ballot and let the let the community weigh in and make that decision.

County Commissioner Rep John Ranson stated they are arranging another meeting with the community to discuss the County Lodging Tax further. It will be at the Springs and he would like the Director to attend. He believes it will be on July 23rd.

2. Kelly Spence spoke as part of a newly formed Pagosa Lodgers Association. Our purpose is to advocate for the effective use of lodger's tax to fund visitor marketing and advertising outside of Archuleta County and Pagosa Springs. We feel that in order to increase tourism and position Pagosa Springs as a premier mountain destination we would like to have a more say in what's going on with the money that is being taken from the lodgers. Their goal is to directly support the mission of the Pagosa Springs Area Tourism Board to raise awareness of Pagosa Springs as a vacation destination and improve visitors experiences. We believe that by advocating for strategic data informed advertising and promoting initiatives that attract year-round visitation, we can help strengthen the tourism industry and generate shared prosperity for the residents of Pagosa Springs. We'd like to have more of a voice of what's being done

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with our tax dollars and an understanding of where they're going right now. Our goals are pretty much as everybody else's, more heads in beds. We definitely want to have a better experience for our visitors that do come here. So we'd like to know how we can help, and in any way we can. We currently have 13 members that are part of our our association. We have our president, VP, and myself as secretary/ treasurer, and so we're going to keep moving forward. We are an LLC. And we have taken over an existing bank account, and we're just gonna keep pushing forward and showing up. All the hotels, motels, resorts, bed and breakfast, Wyndham was invited. I believe we've had about roughly 6 to 8 meetings so far. A couple of them have also included meetings with Jennie, town manager, county commissioners as well.

Board Chair Lucero requested a list of the members. Kelly stated that's something that we can provide for you.

### III. CONSENT AGENDA

#### 1. Approval of the May 7th Meeting Minutes

Board Member Johnson moved to approve the consent agenda, Sarah Mashue seconded.

**Carried.**

### IV. REPORTS TO BOARD

#### 1. Chair Report

Board Chair Lucero thanked the Board and members of the audience for being at the meeting during the busy summer months.

#### 2. Director Report

Town lodging tax collections are due on the 20th of each month, following the month of collections. Reports from the Town are usually available at the beginning of each month. For Town collections, payments are still outstanding for March. April reflected a slight decrease of 1.52%, or \$655. May reflects an increase of 13.98%, or \$8,881. Town collections year to date reflect a 6.18% increase over 2024, or \$18,663. Q1 County collections reflect a 12.32% increase, or \$14,311. Combined Q1, reflects an increase of 8.03%, or \$24,788, with Town payments still outstanding for March.

Director also gave update on Ambassador training. The first session was 6/20 and they had 18 attendees. Director also updated Board on Construction Pedestrian sidewalk decal placement, aluminum signs that will be installed by the Town, large construction communication posters, and parking lot tour on the app.

Board Member DuFour asked what is happening with the infrastructure funding that was asked by Town Council not to be allocated? And what about the \$64,000 that was set aside for a shuttle? Director said infrastructure funds were allocated by Town Council, and it went towards the construction project. Director said she is in conversations with Andy with MET about an UBER style model and will be meeting about it soon with a vendor. Additionally, there have been businesses that have asked about funding opportunities. Board Member DuFour asked about outstanding tax payments and if Director has received the data yet. The Director explained that data is updated in the spreadsheet once information is received from the Town or County. Director indicated March and May still have outstanding payments. The Town changed their accounting style in 2024 and late payments are accounted for in the month

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they are received, not the month they were due.

## V. NEW BUSINESS

### 1. Open STR Seat

The Tourism Board has an open STR seat. Lance Thornton resigned in early June, as he and his wife moved back to Texas to be closer to family. Notification seeking applications were sent to local media to solicit interested parties to apply. The application process was open and advertised for more than 2 weeks, with the deadline to receive applications by 5pm on June 27th. One application was received from Stuart Scull, a previous applicant for the Tourism Board and owner of VIP Vacation Services. Stuart Scull introduced himself. He said VIP Vacation Services has close to a hundred properties that they manage. He also owns Homespun Hot Tubs providing great hot tub service in our town. Stuart felt he would provide a different perspective, not just because he is in short term rentals, but I he indicated he deals with our tourists regularly and quite a lot of them.

Shane Prince moved to recommend Stuart Scull to the open STR seat to Town Council and the Board of County Commissioners, Board Member Marchand seconded.

**Carried.**

### 2. Blue Room Research Update

Director introduced Steve Halasz with Blue Room Research. Director explained the Blue Room reports will now be included under Director report moving forward. They are also in the Google drive Data folder for 2025. Blue Room Research was hired six months ago to analyze data for Visit Pagosa Springs, focusing on creating adaptable reports that reflect the town's evolving needs. He emphasizes that the current data relies on free, publicly available information due to budget constraints and a lack of direct hotel reporting. Steve said US Market Review shows Stock market volatility has made consumers, especially travelers, hesitant, leading to a downturn in consumer sentiment since late 2024. However, a recent jump in May's consumer sentiment, driven by the stock market, offers some optimism. Historical downturns show a pattern of shorter booking windows, increased drive trips over fly trips, shorter trips over long trips, and domestic travel favored over international. This trend is currently observed across the industry, with booking windows dramatically shrinking. Airfare prices are decreasing, and gas prices have stabilized, though potential conflicts could impact this. Major forecasters (STR, Costar, Tourism Economics) have revised their predictions downwards for the fourth consecutive quarter, now expecting only 1% growth in RevPAR (revenue per available room) nationwide this year.

Pagosa Lodging Tax Collections have shown a consistent upward trend since 2015, despite a slight dip in 2022-2023. However, lodging tax data isn't accounted for by month of stay, creating a lag in reporting. Sales Tax collections have also steadily grown since 2016, with similar accounting lags. Complimentary data from Blue Room (harvested by AirDNA) shows strong STR performance for May, with occupancy down slightly (-0.4%), but ADR (average daily rate) up 7%, RevPAR up 6%, listing days up 10%, and total revenue up almost 18%. This indicates a robust year for STRs in Pagosa Springs, outperforming 2024 in most metrics. Social Media Key metrics like reach, profile visits, and followers are generally up year-over-year, particularly for Instagram, TikTok, and YouTube, indicating strong consumer engagement. In regards to Website Traffic, the integration of AI into Google is bypassing websites, leading to a significant decline in direct website traffic for Destination Marketing Organizations (DMOs). Despite a pullback in consumer sentiment, Americans' desire to travel remains high (94% have travel plans within

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six months). However, they are adapting to economic pressures by opting for shorter, domestic, drive-based trips and reducing spending on retail, entertainment, and recreation – a trend referred to as the "Hard Times Handbook." Steve's aim is to provide the most comprehensive picture possible with available resources and welcomes suggestions for additional data points, while acknowledging budget limitations.

Board Member DuFour asked If we were able to find the funding for it what paid data does Steve feel would be the most valuable to add to these reports for us and what vendor would he suggest. Steve answered that Hotel Data would be most valuable showing occupancy, ADR and especially demand. If we had participation it would cost roughly \$20,000 per year. Board Member DuFour then asked what data could be purchased if occupancy and ADR isn't provided? Steve answered Visa Credit Card data. Visa has a 60% market share of all transactions so he feels they are the best. You can get reporting by segment, so you can look at restaurants, retails, lodging. You can get it on a monthly basis or quarterly basis. That would be that middle of the road indicator between your high level sales tax and lodging tax collections to more what's happening on the ground. And if we had those demand numbers from hotels and short term rentals we could see if the the lodging had a direct proportion to spending in town. Visa data costs roughly \$10-15,000 per year. Director stated Glenwood is paying \$10,000 per year and she has the contact.

Jesse Hensle from the Lodgers Association said as a lodger one of my concerns with these reports and providing the pace reports and occupancy is that it wouldn't give us the foresight to make a move fast enough. And so are there any other free proxies that are available that we could understand when people start to search and are interested in Pagosa Springs in general that are more forward looking that we could add to the report? Steve answered you could use something like Google search and queries and things like that but we need to run some sort of analysis to prove that queries on this date equal increased actual lodging in this date and without having some sort of anchor like hotel data to show where it shows up, it's very challenging. Lodging pacing data costs money too. Pagosa doesn't have an airport so you don't have a leading indicator of flight bookings, we don't have any other indicators that are tied to heads in beds and lodging performance. If you want Visit Pagosa Springs to be able to run marketing campaigns and increase visitation to fill those holes we need to know specific days, specific weekends, specific times to understand when your hotels are hurting to be able to make the decision that we can move the needle on. Jesse said I am pushing back on that because if lodgers understand their booking window, ours is 6 weeks, and if we start to see search trends year over year being dipped down in April, then I know in 6 weeks from now that I'm probably gonna have a dip in our occupancy levels. As lodgers we can provide the booking window so that we could have that understanding complementary and free. And then we could triangulate this information without having to pay more. The other piece of the equation is Visit Pagosa Springs only has so much budget. And so we need to have a conversation and understand from today to the end of the year we have this amount of money to combat and fill in holes and will it move the needle. Jesse said he is thinking about this more seasonally and if we can start to see some of these headwinds a little bit earlier. One of the the issues that with the pace reports as a lodger is a lot of our business is also people coming in for soaking for hot springs and it's a direct correlation. It's just who's in town, they come and soak with us. And so that's why there's a little bit other extra apprehension for those pacing reports, and we're looking for as lodgers other proxies that we can understand and start to see when things are not going the way we're anticipating them to go. Steve indicated if you were able to aggregate that cohort of all 13 hotels and give us some sort of weekly rough pacing report showing what week of the month you are lagging we could at least see where we need to put our resources. Part 2 of the issue would be deploying those resources and that's on Visit Pagosa Springs team to let all of us know how much lead time they need, how granular they can get what they think they can deploy as far as dollar amounts to really move the needle and

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those kinds of things. Jesse said after reviewing the minutes the purpose of hiring Blue Room was to understand the effectiveness of tourism's efforts. I only see that we're growing, but I don't understand how we're growing versus others in the industry. Steve answered if there were publicly available comps for other cities, tax collection, sales tax and the sales tax was the same, categories aggregated the same way, accounted for the same way, in theory we could pull comps from whatever we could find. We can't do hotel data because we don't have it. We can't do short term rental, because the product is vastly different so the ADR's aren't going to match. We can't do it for website traffic. There are some comps of click rates, open rates, response rates, engagements, or you can see how other DMO's compared to it. But I I don't think it would be a very fruitful exercise or a good use of time because every town is different and looking at percentage change over the course of years isn't going to reveal all that much.

### **3. Fluegge Consulting Update - Paid Meta Advertising**

Dave Fluegge specializes in social and new media, works with various state DMOs and destinations in Colorado, including Pagosa. His background in both organic and paid media allows him to create highly engaging advertisements that go beyond typical display ads. The primary goal for Pagosa is to showcase its diverse offerings, such as water activities, hot springs, rafting, tubing, and hiking, while highlighting what makes it distinct from other Colorado destinations. They also aim to promote relaxation, upcoming events, and festivals. A key aspect of their strategy is measuring audience reactions to content through various campaigns. This data helps them tailor future content to what people want to see. Fluegge commends the Visit Pagosa team for their quick adaptability in creating and modifying content based on his vision and observed performance. This agility is crucial for effective paid social campaigns and for "plugging holes" in their marketing efforts by addressing specific needs as they arise. The goal is to drive visitors to the Pagosa website, Utilize a retargeting pixel to re-engage past visitors, Increase general awareness of Pagosa and educate travelers, especially regarding fire concerns and responsible tourism (Leave No Trace principles). They create specific ads for visitors already in the area to promote better travel practices. They use behavioral targeting to identify potential travelers and retargeting to engage them throughout their trip planning process. We have had significant success with over 750,000 individuals reached, Over 5% of people who saw their ads engaged with them. Notably, over 8% of these engaged individuals are over 65 years old, over 27,000 clicks to the website. Cost Per Click is below \$0.20. There's plans to create a blog in the future develop more targeted content.

Board Member Mashue asked what is your marketing plan around filling the holes in downward trends? Dave answered there is not a plan right now because we don't know where the holes are yet. As soon as I get the data showing the holes we can look at our imagery and figure out if we need to create new content and get that out asap but we have to be able to know what the holes are first.

Board Member Prince asked our partners in in the lodging want to target key tourist demographics using data from previous years to focus on high impact media channels. So if we were able to give you trend lines is that enough to pivot a marketing campaign towards rather longer term rather than shorter term? Dave answered yes, the more data we have the better but with the pandemic and economic uncertainty we have these other things that are going to start throwing it off. He felt it can help as as a guiding light to help test it out but he didn't know that it necessarily would lead the charge forward. The beauty of social is we can test this one ad to this market or to these groups of people, we start seeing how that's resonated, and if we see it resonate, then we can shift everything else towards that.

Board Member Mashue said we do see that within that 6- 8 week window we are experiencing a 25 to 27% decline in bookings over last year. How would we activate you to go ahead and promote Pagosa to

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fill that hole that we currently know is within the 6 to 8 week window? Director answered the efforts with paid Meta are going to continue through August. We will start early winter advertising in late August shifting the tone based on current conditions. Right now we have a summer video, we have an event carousel running and events are being updated as they occur through Colorfest. So we are putting the the pieces in place to be able to help address that as we move forward in the summer. That was the plan given that we knew construction was going to be happening, and we knew how dry the winter was last year. Additionally, we have campaigns running on Youtube, Google adwords, and Hulu. We have not put money outside of paid PSA's during the summer months since the pandemic so this is a shift for this summer.

Board Member Prince asked Board Member Mashue to clarify if all of the lodgers in the association are down 25%. Board Member Mashue said looking forward over the last year to this year they are down 25%. Since they are not grounded as bookings it creates uncertainty. Are we going to be the destination to grab the last minute booking and historically we have not done summer advertising so it is good to get the report that we are shifting. Board Member Prince asked if occupancy is up over the year and Board Member Mashue answered collectively no. Board Member Prince said he is not seeing that trend. He is seeing a shorter booking windows but his numbers are up. County Commissioner Rep John Ranson stated we need to be careful when looking at sales tax because April looked good but it was due to two concrete projects. Board Member Prince said that is what would be valuable with credit card data. It would give more granular data. Director said the Town is working with Zak Tax to provide more granular detail on sales tax. Also, the line item for Lodging and For the tourism line item in the sales tax report from the State it includes restaurants and lodging. And for April sales tax, the lodging and food services line provided by the state up 5% over last year, which wouldn't include the concrete.

#### **4. Discussion with Lodging Association**

County Commissioner Rep Ranson said from what I see there's not the the greatest relationship between the lodgers and the tourism up until this point. I think, these 2 groups, especially now that a new group has been formed, may be the most important relationship that our community will see if we can work together. I don't know if providing data is bad for the lodgers privacy-wise or cost-wise but asked if they had a revenue stream would be helpful to work together and get data. Board Chair Lucero clarified the Tourism Board has offered to pay for the reporting for years. Board Member Mashue passed out a document from the lodgers association. Jesse Hensle said the data will get skewed and it does nothing for the other side of his business, hot springs soaking. They are overstaffed this summer because they don't have the bodies in the pools. So he doesn't think the STR report will help the community. We could send the data to Blue Room and not spend the money on STR. Google Trends would be an excellent proxy. The STR doesn't show if the market is growing and that is the mission of Pagosa Tourism. Board Member Prince asked for clarification on bookings being down and asked If you are down in your occupancy then why is lodging tax up? Board Member Mashue said when they are down in occupancy their rates go up and also the inventory in the town has changed. Jesse Hensle said using tax collections aren't always clear. Rate increases make up that gap. When I talk about business that also means soaking for us. Business is down 25%. We can't look at just hotel rooms and apply that to everybody. Board Member Marchand said he is up about 19% from last year. Stuart Scull said his business is up about 22%, and their booking window is pretty short. Jesse said Dave Fleugge presented that he can impact people within a 6 to 8 week window so there's a channel that we can now create this impact based off the information that we're providing for the future. Director said what would be helpful is an understanding of demand in general, like number of rooms sold so that we do know if we're up or down because inventory will fluctuate. Board Member Prince said STR report gives you a comparison against where you are within your market. I think we're going to need a little bit more data than we're down 22%, to provide to blue room if it's going to be useful. I think the STR report does have

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some legitimacy in using future data. The group discussed best ways to communicate with the Lodgers association and staff. The association has one email address that was shared with the board today. Board Member Prince said the Tourism Boar's goal is to bring visitors to the area as opposed to individual entities. We are not a private advertising. We can't just be catering to the lodgers because there are other businesses too. Board Member Mashue said it was never intended for private marketing. Board Member DuFour said the value of this association and the relationship with this board is very important, based on the funding of this board being based on lodging taxes. I think what we can do as a board to support this relationship as well as what we can do to support getting the information that will give us a better idea of how we can market this destination as a whole is important for us to discuss. County Commissioner Rep Ranson stated he would like to allot time on the agenda for the lodging association to participate in the Tourism Board meetings.

- VI. OLD BUSINESS**
- VII. BOARD IDEAS AND COMMENTS**
- VIII. NEXT TOURISM BOARD MEETING AUGUST 6TH AT 4:00 PM**
- IX. ADJOURNMENT**



**AGENDA BRIEF**

**MEETING:** Pagosa Springs Area Tourism Board - 06 Aug 2025  
**FROM:** Jennifer Green, Executive Director

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<b>PROJECT:</b>	Director Report
<b>ACTION:</b>	Update and Discussion

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**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](https://drive.google.com/drive/folders/12Cy6vSyq_8oF5_nEMsG0tfe8aZgPV3Hu?usp=sharing)

**LODGERS TAX FINANCIAL REPORT**

Town lodging tax collections are due on the 20th of each month, following the month of collections. Reports from the Town are usually available at the beginning of each month.

The spreadsheet has been updated with all payments through June. All outstanding payments have been applied to the month they were due. For Town collections, June totaled \$93,967 and reflected a 19.4% increase, or \$15,265. Year to date collections show a 14.3% increase, or \$54,448.85.

Q1 County collections reflect a 15.8% increase, or \$18,344. Combined Q1, reflected an 11.65% increase, or \$35,988. Q2 for Town collections shows an increase of 19.57%, or \$36,805.

The full detailed report is available through google drive:

<https://drive.google.com/drive/folders/1VCvv4F3PFlixRkzwkXxmdAMoVS-9Ksrp?usp=sharing>

**BLUE ROOM RESEARCH**

The most recent report through Blue Room is in the packet and also the 2025 data folder on google drive:

<https://drive.google.com/drive/folders/1BhAKSC8LD5zdX2ZogJX1oJK17RSDZm9o?usp=sharing>. A separate report has been included in the drive with analysis of Spring 2025 advertising campaigns.

**VISITOR CENTER UPDATE**

The Visitor Center lobby is open 7 days per week from 10am - 4pm. We aim to be open 362 day a year, closed only on Thanksgiving, Christmas and New Years. Continuous promotion of the app across all channels helps complete the virtual operations. We currently have two part time staff ensuring hours of operation and one very part time filler; Director manages day to day operations and is on call 7 days a week for any issues that arise. We have seen strong app usage. The monthly recent report in the data folder. Visitor Center staff is actively encouraging visitors to download the app for alert information, parking lot "tour and scavenger hunts.

**STAFFING UPDATE**

The Tourism Department currently has three (3) full time employees: Director, Marketing Manager and Administrative Assistant, plus 2 part time visitor center employees and one bonus very part time person to help fill in weekends, holidays and summer. All employees report to the Director and the Director oversees all activities, projects and manages visitor center operations. Director is taking on a lot of additional work in order to keep the rest of staff okay.

## **CONSTRUCTION PLANNING / MESSAGING**

Tourism staff has distributed all of the temporary people moving signs currently in place, with more for parking lots and other high traffic areas. The aluminum pedestrian signs are printed will be installed by other town departments. Director met with CDOT PIO last week and is aware of upcoming shifts for pedestrians. Staff will move signage as needed, once directed by CDOT.

## **SOCIAL MEDIA UPDATE**

- Facebook - [www.facebook.com/visitpagosasprings](http://www.facebook.com/visitpagosasprings): 40,064 followers
- Instagram - [www.instagram.com/visitpagosa](http://www.instagram.com/visitpagosa): 26,705 followers
- Twitter / X - [www.twitter.com/visitpagosa](http://www.twitter.com/visitpagosa) - 2,194 followers
- Youtube - [www.youtube.com/visitpagosa](http://www.youtube.com/visitpagosa) - 1,560+ subscribers; 422,294 video views
- TikTok @visitpagosa - 3,815 followers, 20.5k likes

All detailed social media data can be reviewed in the google drive by month:

<https://drive.google.com/drive/folders/1U7dqMzDtkH4YsLLSVySGWHeQqe1Qb1Fw?usp=sharing>

## **RECENT & UPCOMING PROMOTIONS**

The 2025 Marketing Plan and advertising schedule can be found at:

<https://drive.google.com/drive/folders/1MjwPBL1yklxFtMoj8sFtWVOWykpWwlqL?usp=sharing>

Spring advertising has wrapped up. Blue Room Research provided an analysis on Orange 142, Atlas Obscura and Placer (mobility data). All reports are in the 2025 Data folders:

<https://drive.google.com/drive/folders/12CQihQMfF2V3R5sFNzvTrVMfzlrXMWVB?usp=sharing>

We currently have ads running through YouTube, Meta and Hulu through August. In late August, our fall ad campaigns will begin. The ad placement schedule has been updated with everything committed thus far. Fall and early winter campaigns have not yet been committed.

Lastly, Alamosa and Pagosa have begun to work on 2025 CTO grant, to launch late summer / early fall. The grant focuses on international tourism efforts in UK and German-speaking markets. On Wednesday, May 14th, we had 14 different German Tour operators (4 different groups) in town to get a first hand experience in Pagosa. Our efforts to reach the German-speaking markets are paying off. While international travel is down in the US due to many factors out of our control, the UK and German-speaking markets are still booking and traveling. Colorado is typically the 4th visit to the US (NY, FL and CA and National Parks are typically the first few visits). Colorado's international visitors are experienced US travelers and are not as impacted by political changes or other concerns. The most impacted international markets showing strong declines are Canada and Mexico, neither are key international markets for Pagosa.

## **PRESS & MEDIA RELATIONS**

All media tracking can be found at: [https://docs.google.com/spreadsheets/d/1d1pXYOK\\_IUk6dxSps9b9GRvNJ2\\_-4UNh5XLrVzFIs2g/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1d1pXYOK_IUk6dxSps9b9GRvNJ2_-4UNh5XLrVzFIs2g/edit?usp=sharing).

## **DESTINATION BLUEPRINT**

Staff continues to work with website vendor on adding Resources and Blog feature on website. Vendor indicated the blog feature should be available by 7/6. Staff has a lot of work to complete all of the tasks outlined. Director is scheduled to present to Rotary on August 7th.

## **SIGNAGE**

Director completed and ordered all signs in queue and now a new list if forming for more signage needs to be completed in 2025. Director has worked with multiple Town departments, USFS and MET transit on multiple needs.

## **CERTIFIED PAGOSA PARTNER & TOURISM AMBASSADOR PROGRAM**

Mary Jo and Director held the first in person training for at Friday, June 20th from 12-1:30 with 18 people in attendance. We are working on scheduling more dates and figuring out ways to reach more front line employees. Online training is

on hold until after July 1st, as the CTO is updating their learning labs. We plan to continue trainings once busy summer slows down a bit.

***Program Overview:***

[https://docs.google.com/document/d/1piw3fbr0QyLL8bXZMUyR3w4WimvGrm\\_JS16nYqBIWT4/edit?usp=sharing](https://docs.google.com/document/d/1piw3fbr0QyLL8bXZMUyR3w4WimvGrm_JS16nYqBIWT4/edit?usp=sharing)

***Sign Up Form:*** <https://docs.google.com/forms/d/e/1FAIpQLScq8gNQPKTJkIvj0cC99rM8ysE4e5-DBoH--9c-utTySaKrQQ/viewform?usp=header>

***Training Slides:*** [https://docs.google.com/presentation/d/1trzX1-77SX2PbywuDCQ4Q8p5UXgo5wZWDjaL8\\_J5Vz8/edit?usp=sharing](https://docs.google.com/presentation/d/1trzX1-77SX2PbywuDCQ4Q8p5UXgo5wZWDjaL8_J5Vz8/edit?usp=sharing)

**ATTACHMENTS:**

[Visit Pagosa Springs - Research Update - June 2025 Review](#)



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- REFRESHINGLY AUTHENTIC -

# Research Insights June 2025 Review

# U.S. Market Review



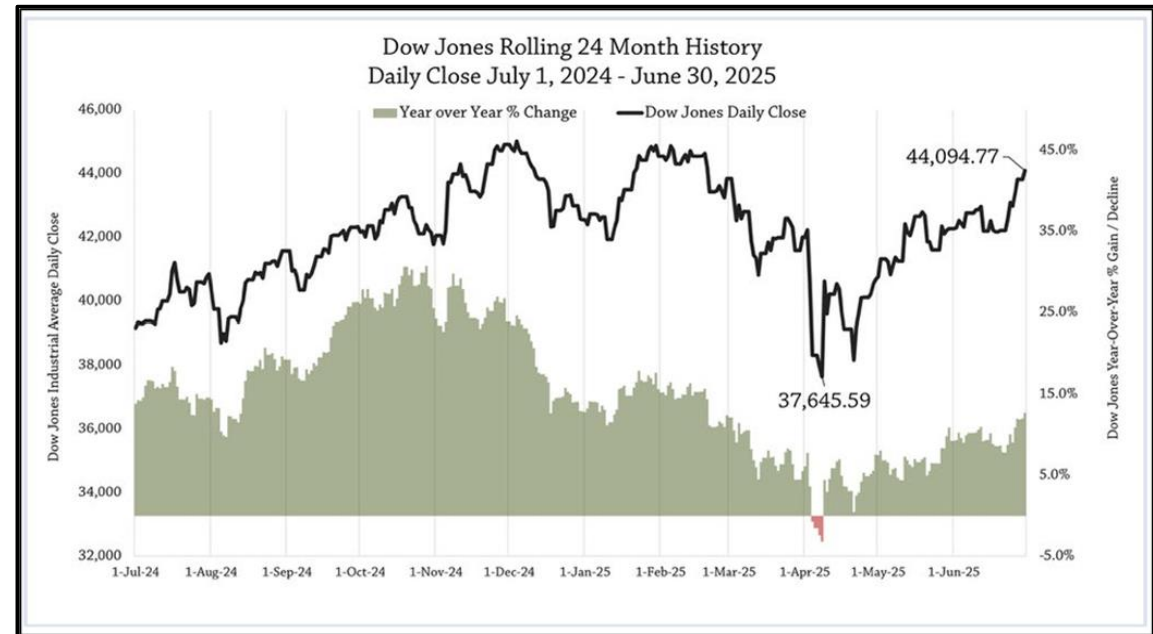
# U.S. Market Review



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## The Dow Jones Industrial Average

- “The DJIA increased strongly in June for the second consecutive month, adding a robust 4.3 percent – or 1,824.7 points – and finishing the month at 44,094.77 points. This is the highest monthly close for the Dow since January.”
- “The good news outpaced the bad and the index is now within striking distance of its all-time monthly close last November (44,910.6).”
- “Easing trade tensions with China, a post-attack easing of tensions in the Middle East, and strong corporate earnings from the mega-tech firms all helped bring investors to the table during the month.”



Source: DestiMetrics (updated 7/15/2025)

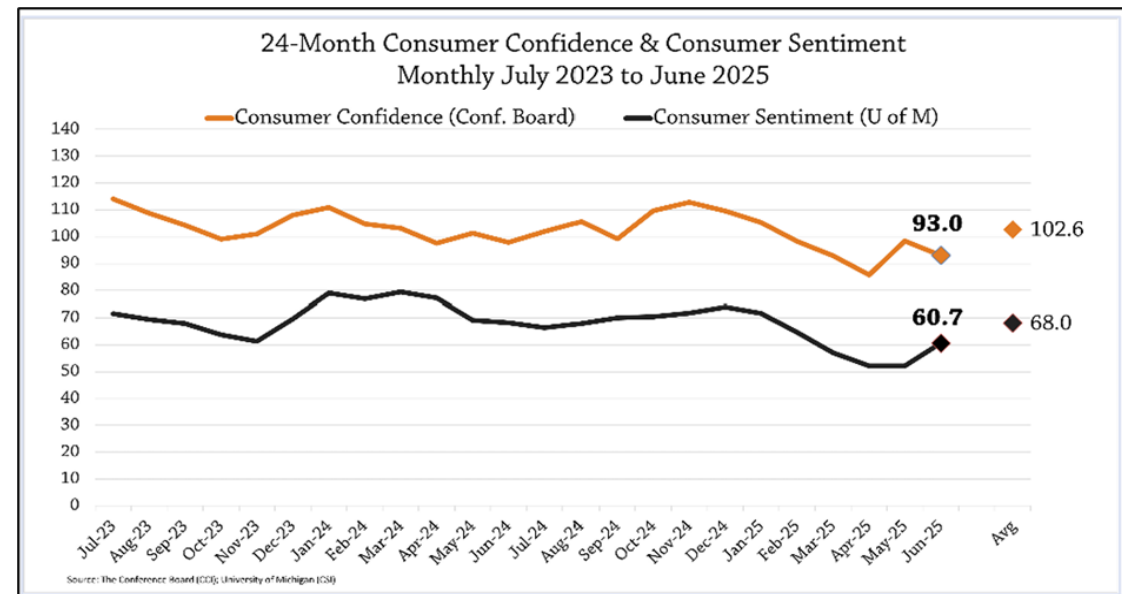
# U.S. Market Review



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## The Consumer Confidence & Consumer Sentiment Index

- “The CCI and CSI were mixed again in June, with the CCI losing half of its May gains, while the CSI moved upward for the first time since December. Both indices remain down sharply from recent highs.”
- “The Conference Board’s CCI dropped 5.4 points, or 5.5 percent--to finish at 93.0 points. It’s the 5th drop in confidence in the last six months and puts the index almost 10 points below its 24-month average of 102.6.”
- “The CSI reflected more optimism than the CCI, adding 8.5 points and finishing the month at 60.7 points.”
- “The mixed results between the CCI and CSI point to the broader uncertainty for consumers, something we often see during times when clarity on the direction of the economy is lacking.”



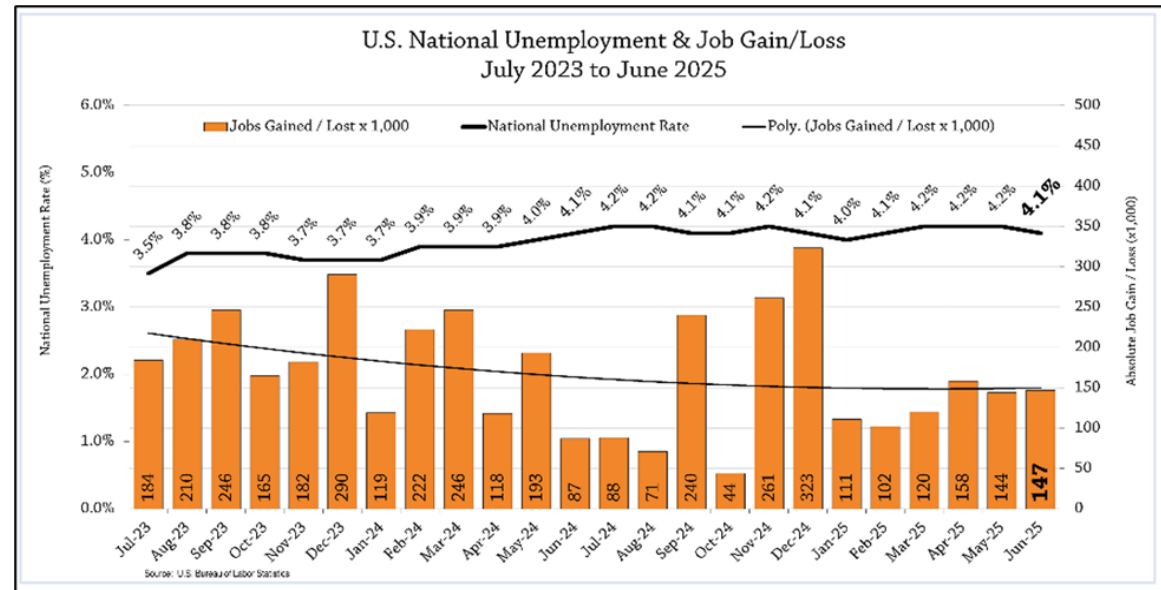
Source: DestiMetrics (updated 7/15/2025)

# U.S. Market Review



## The National Unemployment Rate

- “Unemployment and Jobs recorded their third consecutive month of stability in June, with employers adding 147,000 jobs and the unemployment rate ticking down slightly from 4.2 to 4.1 percent.”
- “Both April and May were adjusted upwards by a combined total of 16,000 positions.”
- “Government employment, specifically state and local, were the big gainers in June while the Federal government shed 7,000 jobs and is down 96,000 since January.”
- “The Leisure and Hospitality sector added 20,000 jobs in June, mostly in Arts & Entertainment, while accommodations shed 1,300 and Food & Beverage added 6,500.”
- “Wages were also up in June, adding 0.2 percent and are now up 3.7 percent YOY, well ahead of the anticipated inflation of 2.4 percent.”



Source: DestiMetrics (updated 7/15/2025)

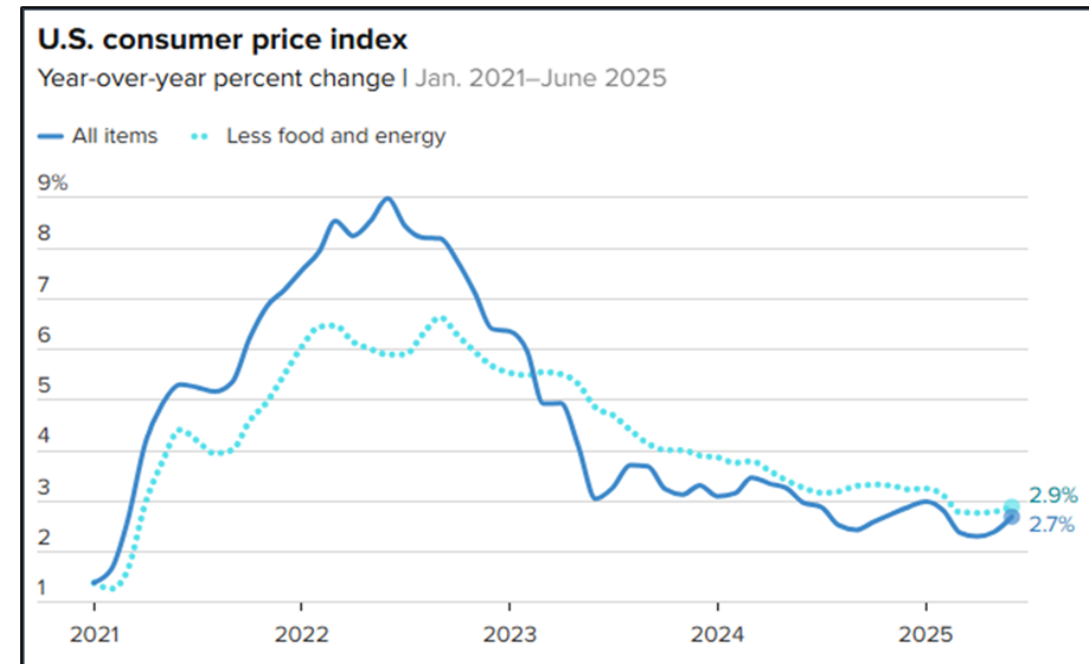
# U.S. Market Review



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## The National Inflation Rate

- “Consumer prices rose in June as President Trump’s tariffs began to slowly work their way through the U.S. economy.”
- “The consumer price index increased 0.3% on the month, putting the 12-month inflation rate at 2.7%. The numbers were right in line with the Dow Jones consensus, though the annual rate is the highest since February.”
- “Excluding volatile food and energy prices, core inflation picked up 0.2% on the month, with the annual rate moving to 2.9%, with the annual rate in line with estimates. The monthly level was slightly below the outlook for a 0.3% gain.”
- “Before June, inflation had been on a generally downward slope for the year, with the headline CPI at a 3% annual rate back in January and progressing gradually slower in the subsequent months despite fears that Trump’s trade war would drive prices higher.”
- “While the evidence in June was mixed on how much influence tariffs had over prices, there were signs that the duties are having an impact.”



Source: U.S. Bureau of Labor Statistics (updated 7/15/2025)

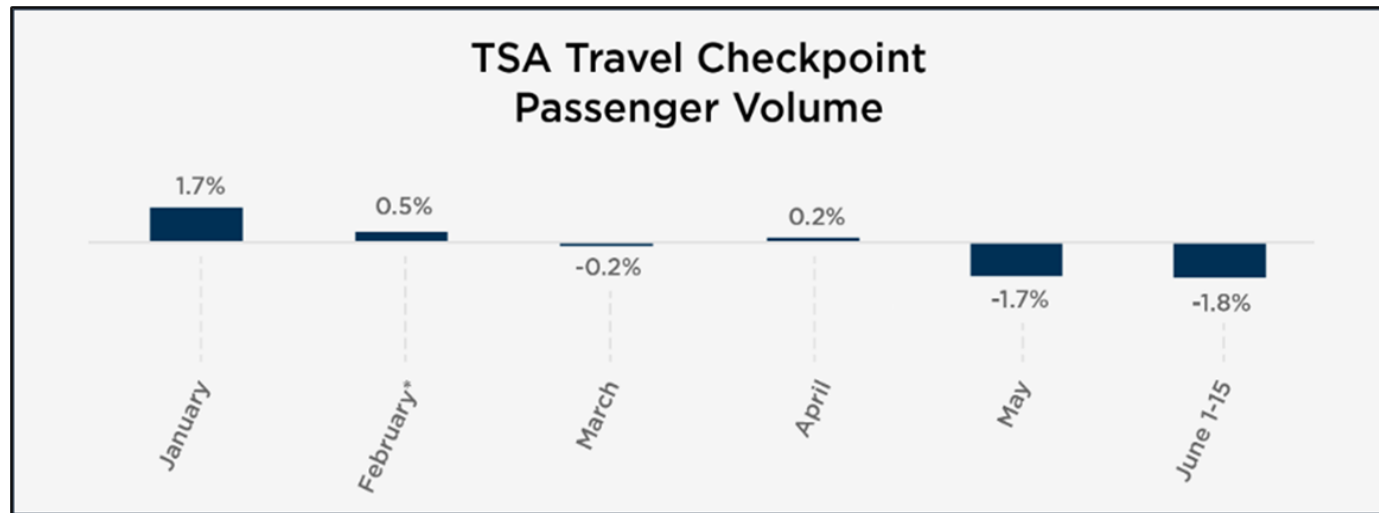
# U.S. Market Review



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## Domestic Travel Update

- “Consumer behavior in May followed a familiar pattern: solid current activity, softer future outlooks.”
- “TSA screenings dipped slightly in May and early June but remain within 2% of 2024 levels—consistent with the rest of 2025 so far.”
- “Preliminary data on hotel demand also shows minimal movement, continuing a trend of low single-digit change.”
- “Expectations are shifting, but so far, a slowdown hasn’t materialized.”



Source: Transportation Security Administration, US Travel Analysis

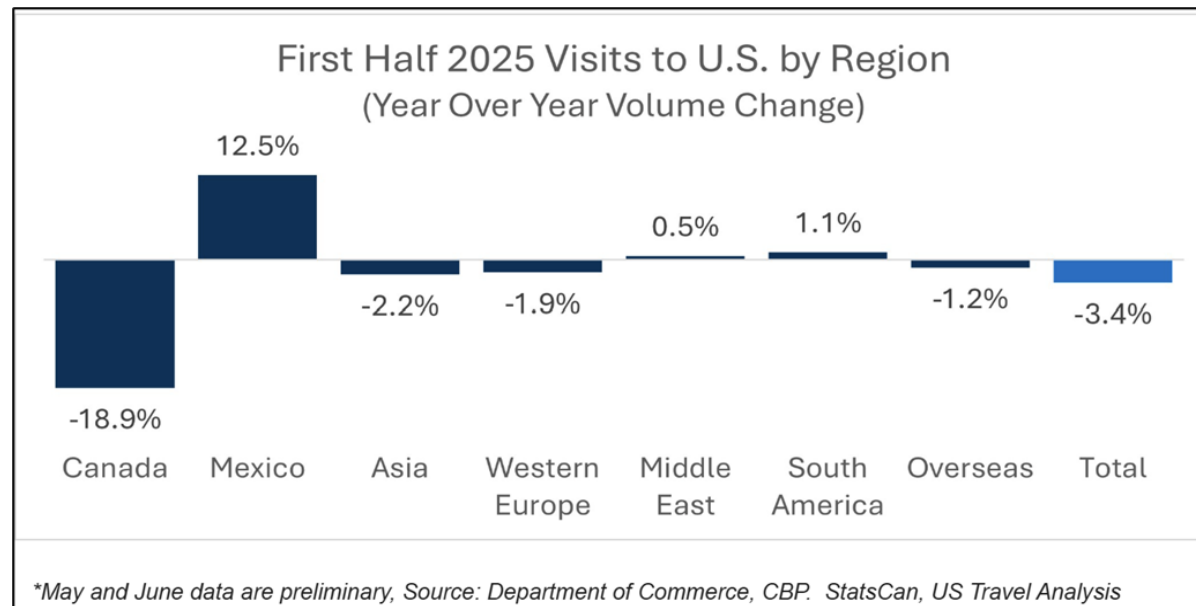
# U.S. Market Review



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## International Inbound Update

- “This initial look at first-half 2025 data shows that while travel continues to be a priority, broader economic concerns remain on consumers’ minds. Amid a rapidly evolving global environment, international visits to the U.S. have been resilient across most markets—with the notable exception of Canada, our largest inbound source.”



Source: Department of Commerce, StatsCan, US Travel Analysis, CBP

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REPORTS TO BOARD IV.2.

# U.S. Market Review



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## Short Term Rentals Update June 2025

- “In June, the U.S. short-term rental (STR) market hit a new record: available listings (supply) grew 6.1% Year-over-Year (YoY) to 1.76 million. This marked the 2nd consecutive month of supply growth exceeding 5%, signaling renewed momentum after a prolonged slowdown. Since the Federal Reserve began raising interest rates in March 2022, STR supply growth had cooled sharply due to higher mortgage costs. With occupancy stabilizing and average daily rates (ADR) rising 6.8% (YoY), STR investments are starting to look more attractive today than at any point in the past year.”
- “More travelers are staying in short-term rentals in the U.S., with demand increasing +3.1% YoY in June. Although occupancy dipped slightly to 63.2%, down from 64.0% in June 2024, it remained above the pre-pandemic benchmark of 62.8%.”
- “June, the first full month of summer in 2025, saw Year-over-Year demand growth slow again to 3.1%, down from 4.3% in May. Booking growth, which is a forward-looking indicator for demand, declined slightly in May but rebounded to +2.7% YOY in June. This pickup in booking activity could signal strong performance for July, especially with July 4th falling on a Friday this year.”

Source: AirDNA (updated 7/14/2025)

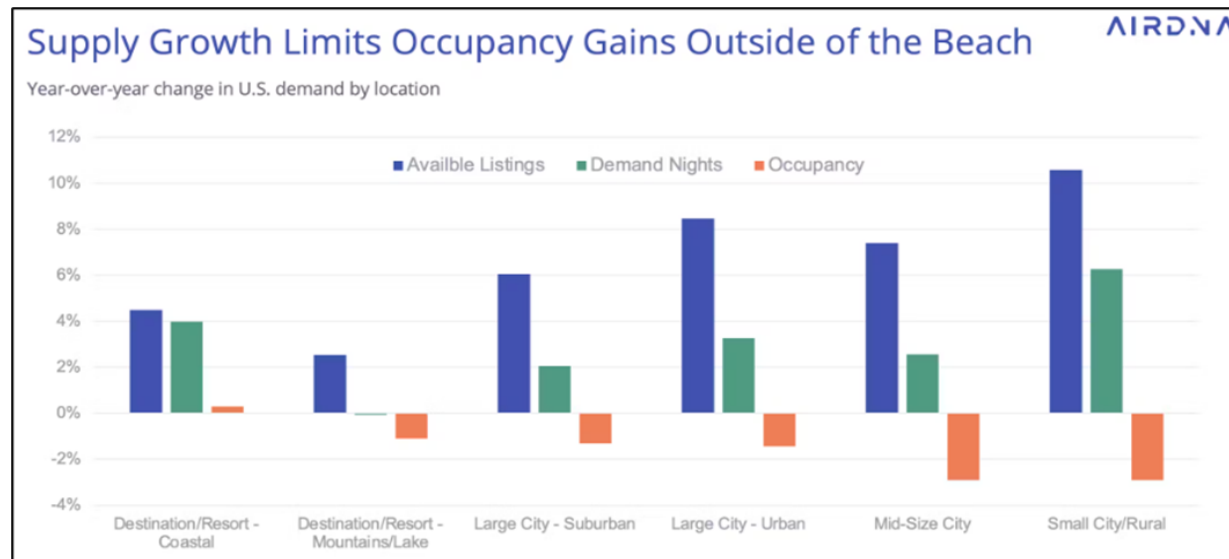
# U.S. Market Review



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## Short Term Rentals Update June 2025 (continued)

- “Occupancy changes weren’t uniformly spread across locations. Markets with higher available listing growth tended to see larger occupancy losses. Coastal resorts were the only market type to post an occupancy gain (+0.3% YoY), benefiting from the second-lowest growth in available listings and the second-highest demand growth. In contrast, Small City/Rural locations experienced the largest YoY decline in occupancy (-2.9%) despite leading in both new listings and demand growth.”



Source: AirDNA (updated 7/14/2025)

# U.S. Market Review



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## Short Term Rentals Update June 2025 (continued)

- “Average daily rate (ADR) growth continued its streak in June with a hefty +6.8% Year-over-Year increase, well in excess of the inflation rate.”
- “June marked the third consecutive month of month-over-month ADR acceleration and the 16th straight month of positive ADR growth. Despite a slight dip in June occupancy, strong pricing power helped maintain a healthy RevPAR growth rate (+5.5%).”

### Key U.S. Short Term Rental Performance Metrics for June 2025

- Available listings reached 1.76 million, a 6.1% increase year-over-year
- Demand nights rose 3.1% compared to June 2024
- Occupancy averaged 63.2%, down 1.2 percentage points year-over-year
- Average Daily Rates (ADR) climbed to \$338.83, up 6.8% from last year
- Revenue per Available Rental (RevPAR) increased 5.5% year-over-year (YOY) to \$214.09

Source: AirDNA (updated 7/14/2025)

# U.S. Market Review



## Short Term Rentals Update June 2025 – Pacing Deep Dive

- “Pacing data tracks the number of short-term rental reservations on the books for a future date, compared to the same point in time the previous year. Changing consumer behavior, particularly the surge in last-minute bookings, has clouded what demand and occupancy pacing data can tell us about actual future performance.”
- “Take June as an example. If traveler behavior were consistent year to year, pacing data would reliably indicate what final demand would look like. In reality, three shifts in booking lead time behavior have disrupted that consistency:
  - A small increase in very early bookings (5+ months out)
  - A decline in mid-range bookings (1–4 months out)
  - A surge in last-minute bookings (within a few weeks of check-in)”
- “Back in December 2024, pacing data for June 2025 looked strong due to more early bookings. A lack of mid-range bookings made by spring 2025, however, caused June pacing to look weaker. Our pacing prediction began to take on a pessimistic view and operators worried that their rentals would remain empty. As June approached, a wave of last-minute bookings came through and pushed our prediction towards the true demand value.”

Source: AirDNA (updated 7/14/2025)

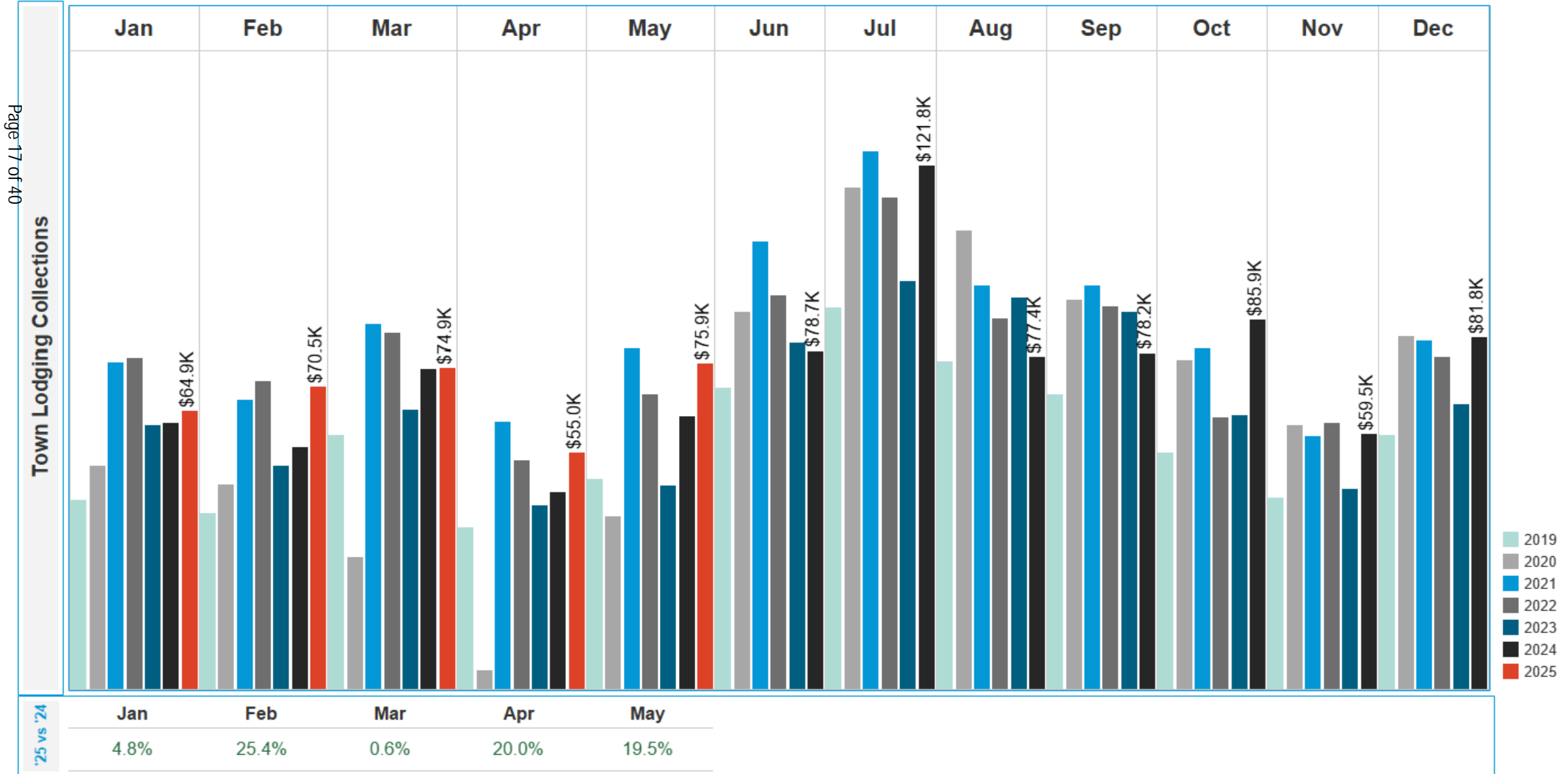
# Lodging Tax Collections



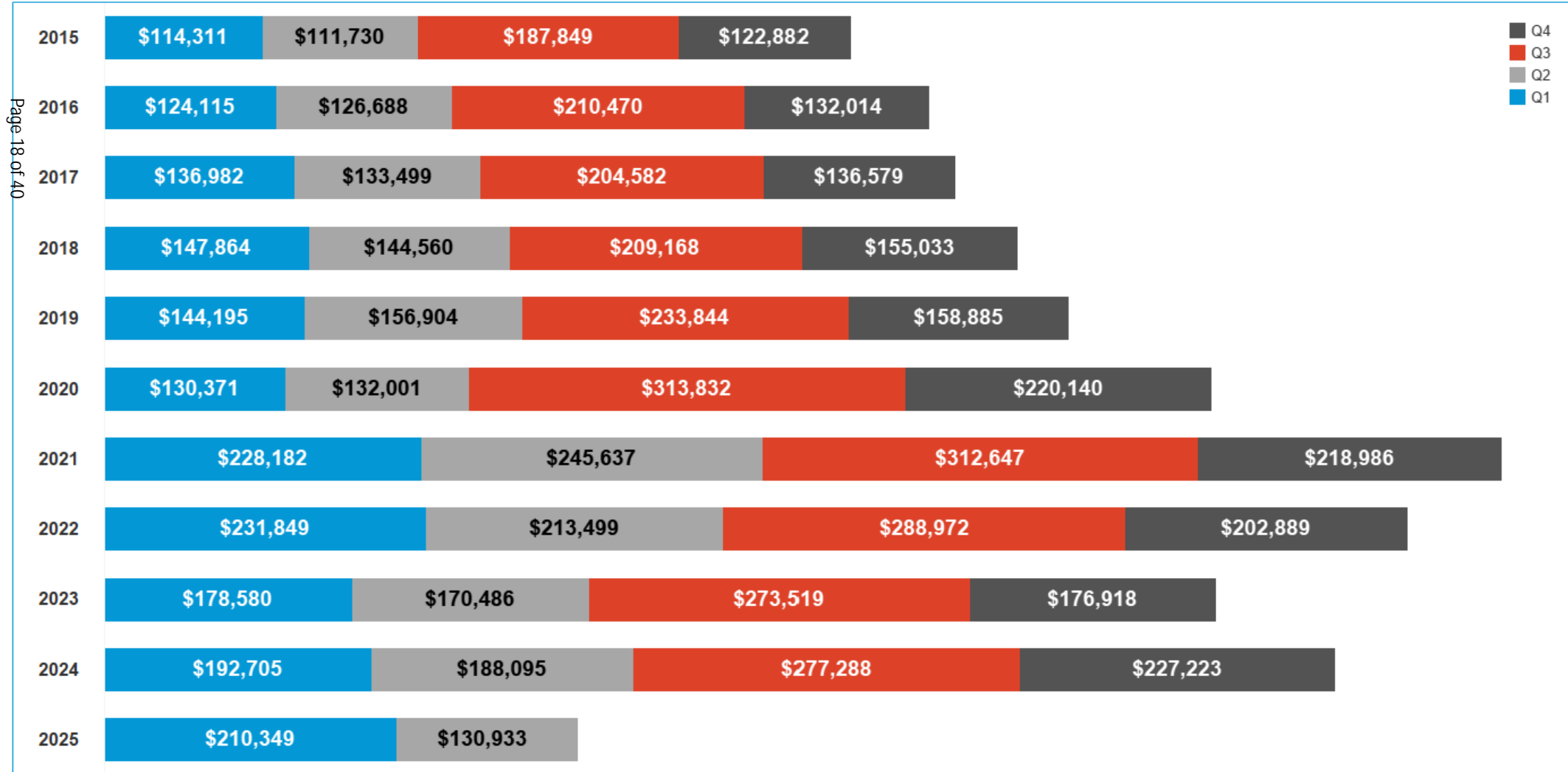
# Pagosa Springs Monthly Lodging Tax Collections Town Collections Through May 2025



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## Pagosa Springs Monthly Lodging Tax Collections Town Collections Through May 2025



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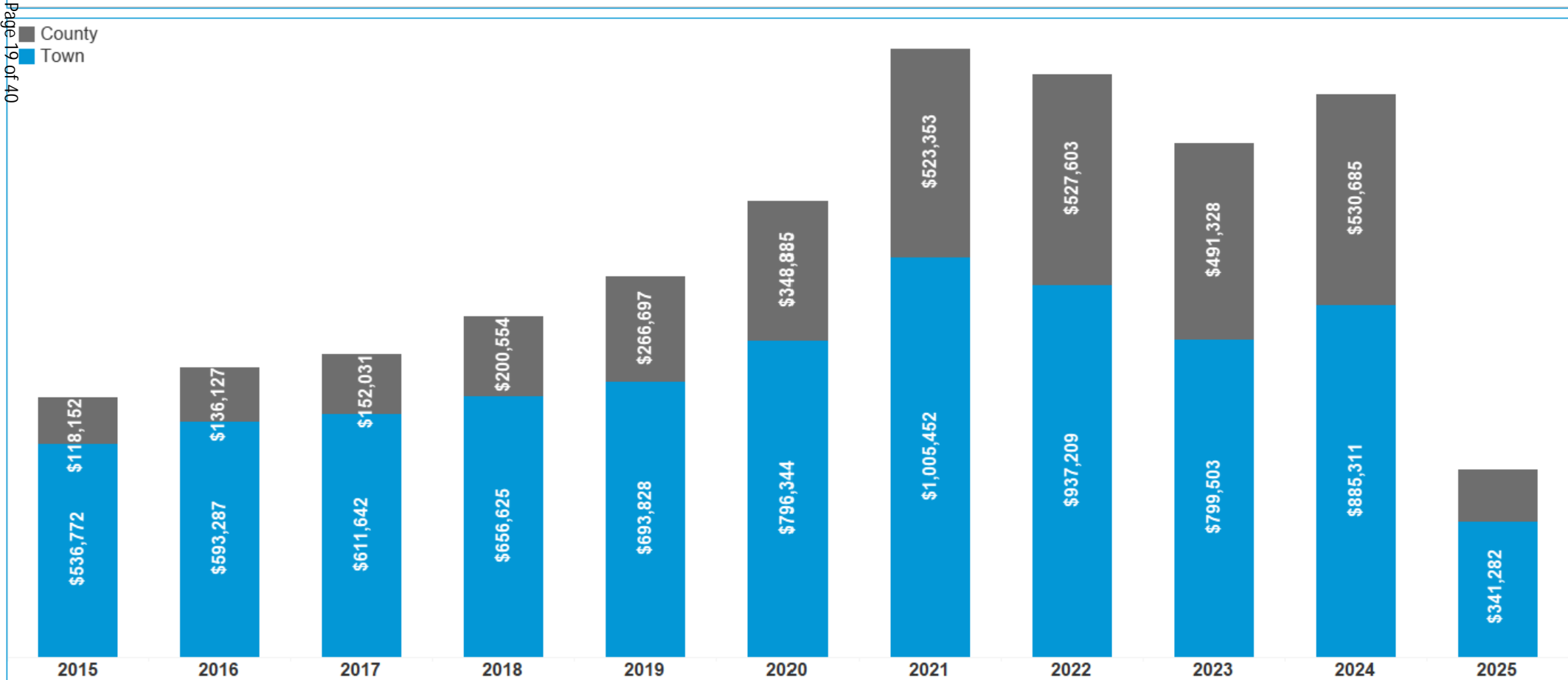
# Pagosa Springs Monthly Lodging Tax Collections

## Total Collections Through May 2025

Note: County collections are reported quarterly.



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	\$471,704



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# Pagosa Springs Quarterly Lodging Tax Collections

## Total Collections Through May 2025



Note: County collections are reported quarterly.

		2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Q1	County	\$25,952	\$18,416	\$35,792	\$29,030	\$46,261	\$57,791	\$128,910	\$127,543	\$125,829	\$116,111	\$130,422
	Town	\$114,311	\$124,115	\$136,982	\$147,864	\$144,195	\$130,371	\$228,182	\$231,849	\$178,580	\$192,705	\$210,349
	<b>Total</b>	<b>\$140,263</b>	<b>\$142,531</b>	<b>\$172,774</b>	<b>\$176,894</b>	<b>\$190,456</b>	<b>\$188,162</b>	<b>\$357,092</b>	<b>\$359,392</b>	<b>\$304,409</b>	<b>\$308,816</b>	<b>\$340,771</b>
Q2	County	\$16,326	\$33,172	\$29,896	\$56,080	\$45,483	\$52,809	\$115,041	\$129,385	\$90,666	\$106,066	
	Town	\$111,730	\$126,688	\$133,499	\$144,560	\$156,904	\$132,001	\$245,637	\$213,499	\$170,486	\$188,095	\$130,933
	<b>Total</b>	<b>\$128,056</b>	<b>\$159,860</b>	<b>\$163,395</b>	<b>\$200,640</b>	<b>\$202,387</b>	<b>\$184,810</b>	<b>\$360,678</b>	<b>\$342,884</b>	<b>\$261,152</b>	<b>\$294,161</b>	<b>\$130,933</b>
Q3	County	\$47,765	\$47,929	\$49,470	\$65,609	\$93,349	\$136,452	\$166,440	\$158,901	\$155,889	\$158,877	
	Town	\$187,849	\$210,470	\$204,582	\$209,168	\$233,844	\$313,832	\$312,647	\$288,972	\$273,519	\$277,288	
	<b>Total</b>	<b>\$235,614</b>	<b>\$258,399</b>	<b>\$254,052</b>	<b>\$274,777</b>	<b>\$327,193</b>	<b>\$450,284</b>	<b>\$479,087</b>	<b>\$447,873</b>	<b>\$429,408</b>	<b>\$436,165</b>	
Q4	County	\$28,109	\$36,610	\$36,873	\$49,835	\$81,604	\$101,833	\$112,962	\$111,774	\$118,944	\$149,631	
	Town	\$122,882	\$132,014	\$136,579	\$155,033	\$158,885	\$220,140	\$218,986	\$202,889	\$176,918	\$227,223	
	<b>Total</b>	<b>\$150,991</b>	<b>\$168,624</b>	<b>\$173,452</b>	<b>\$204,868</b>	<b>\$240,489</b>	<b>\$321,973</b>	<b>\$331,948</b>	<b>\$314,663</b>	<b>\$295,862</b>	<b>\$376,854</b>	
<b>Grand Total</b>		<b>\$654,924</b>	<b>\$729,414</b>	<b>\$763,673</b>	<b>\$857,179</b>	<b>\$960,525</b>	<b>\$1,145,229</b>	<b>\$1,528,805</b>	<b>\$1,464,812</b>	<b>\$1,290,831</b>	<b>\$1,415,996</b>	<b>\$471,704</b>

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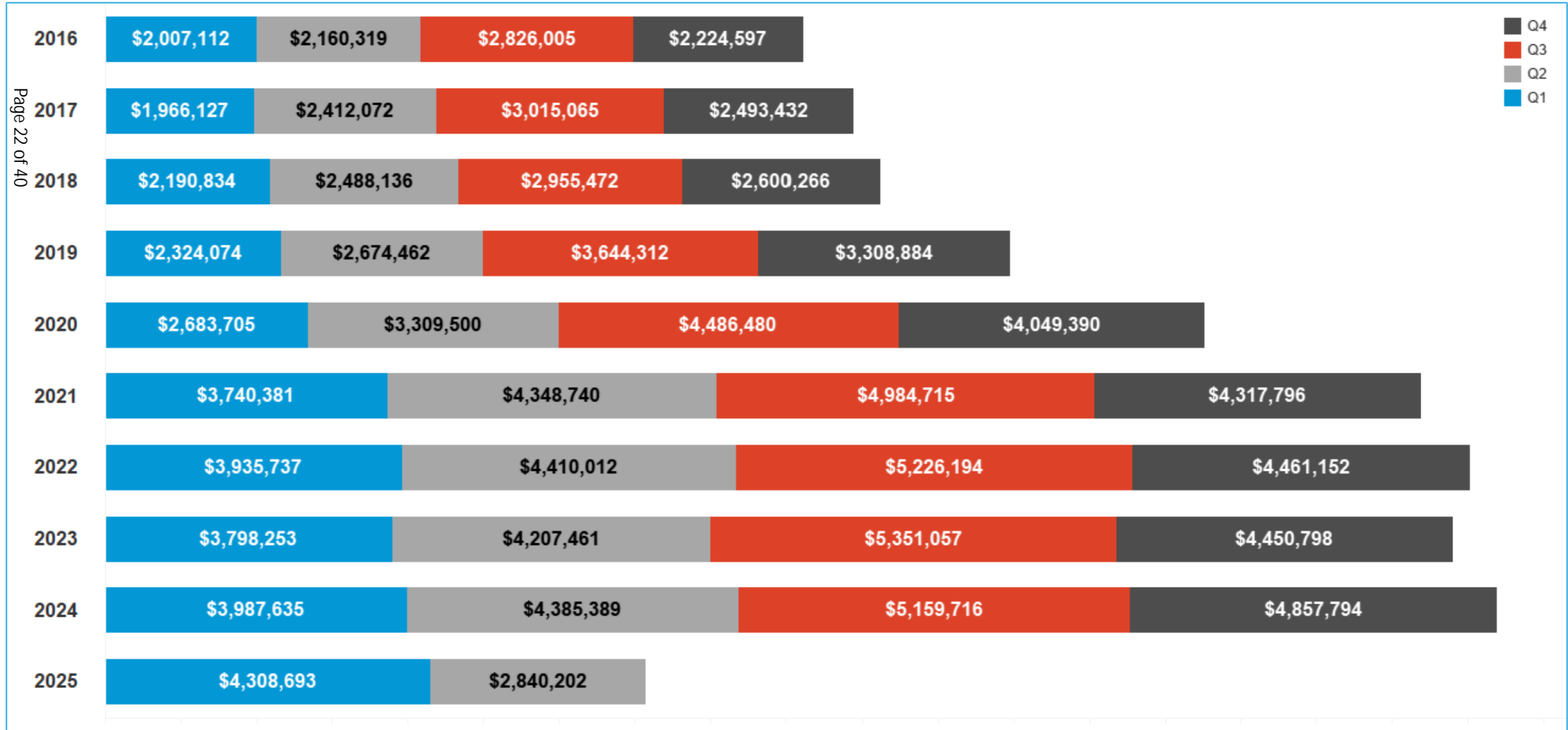
# Sales Tax Collections

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REPORTS TO BOARD IV.2.

## Pagosa Springs Quarterly Sales Tax Collections Collections Through May 2025



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## Pagosa Springs Quarterly Sales Tax Collections Collections Through May 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		\$2,840,202								
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%		-35%								

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# Short-Term Rental Performance (Airbnb & Vrbo)



# AirDNA - Definitions



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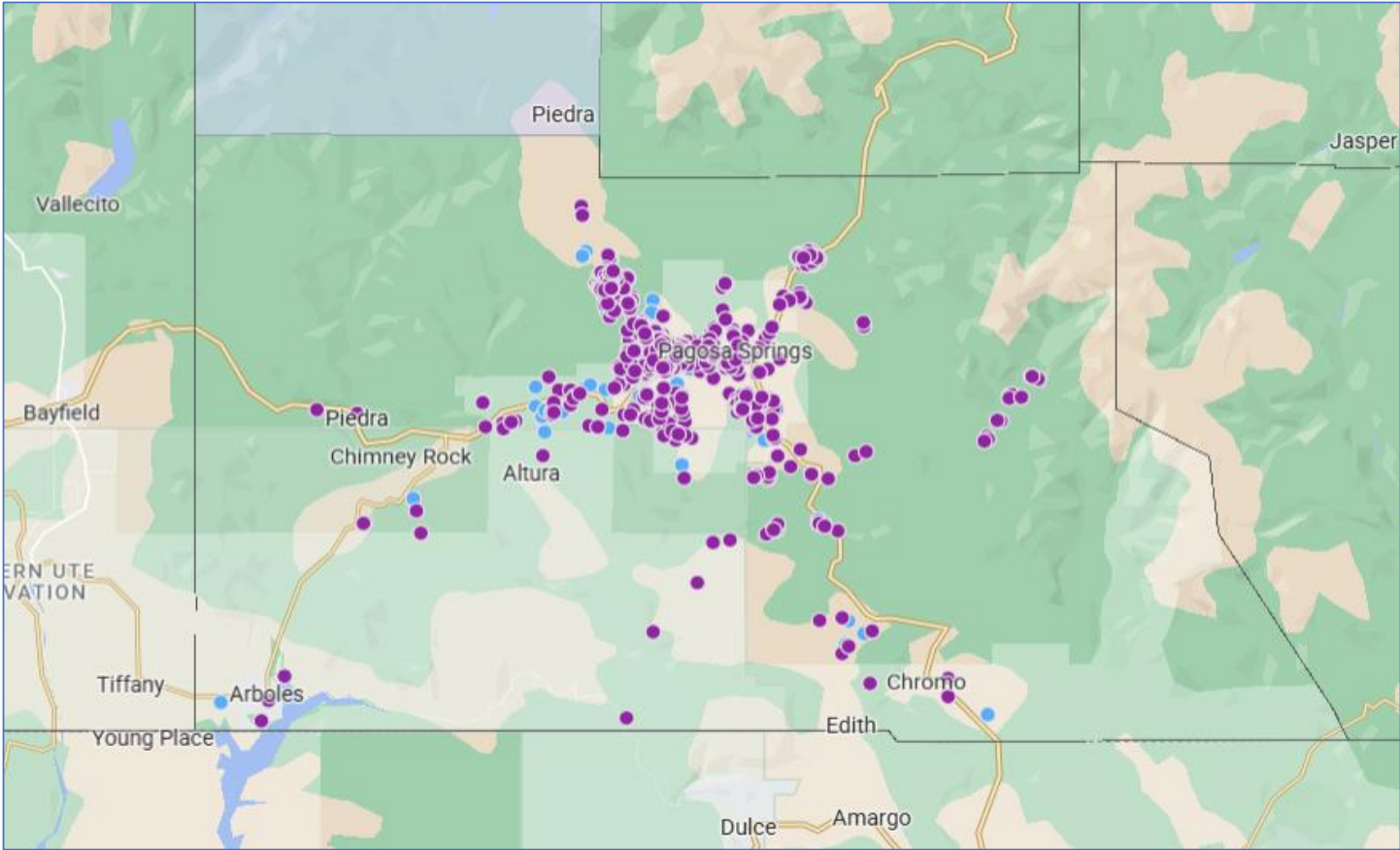
- **Active Listings** – Total number of listings whose calendars had at least one day classified as available or reserved during the reporting period.
- **Average Daily Rate** – Average daily rate (ADR) of booked nights in USD ( $ADR = \text{Total Revenue} / \text{Booked Nights}$ ).
- **Demand (Listing 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** –  $\text{Revenue Per Available Rental} = ADR * \text{Occupancy Rate}$

Source: AirDNA

# AirDNA Geographical Boundary



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Source: AirDNA

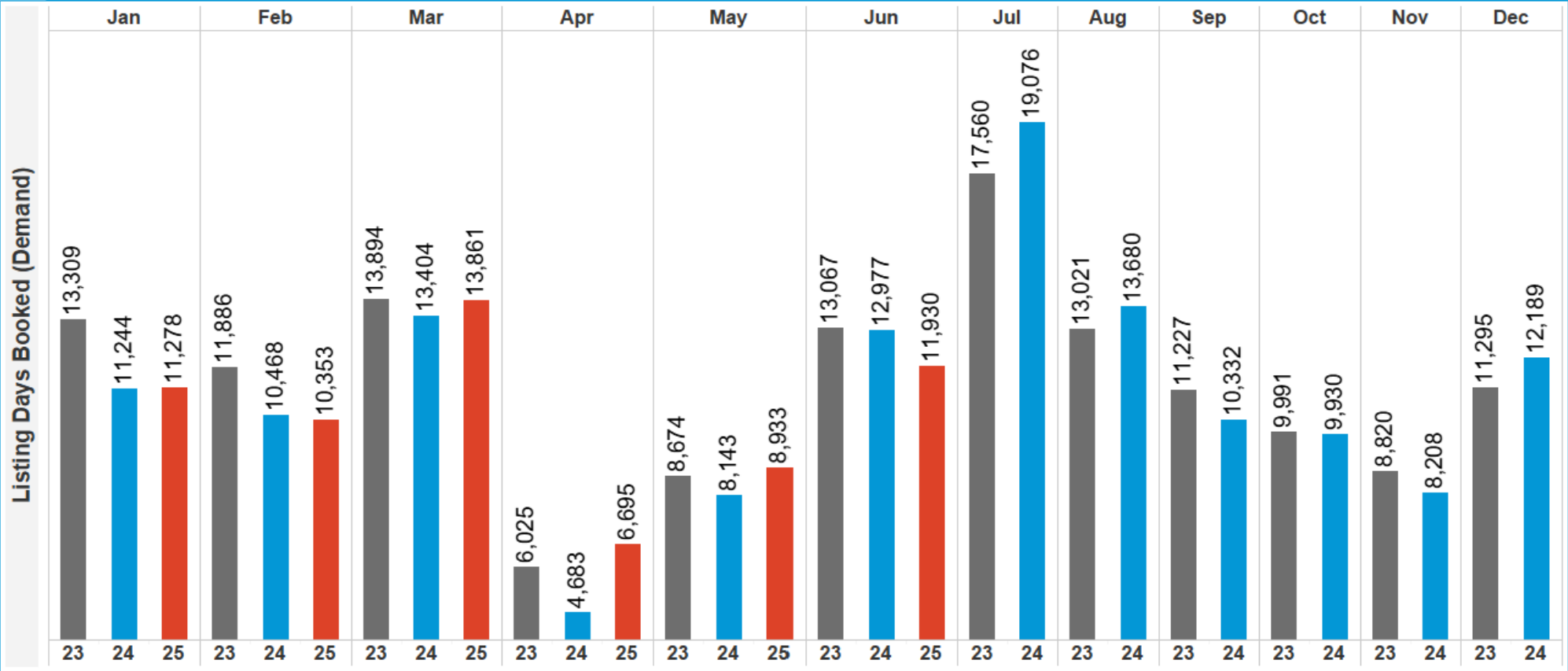
# Pagosa Springs Monthly Short-Term Rental Performance

## June 2025



Source: AirDNA, 'Entire Place' Listings Only

YOY	Jun '25	Occupancy	ADR	RevPAR	Active Listings	Listing Days Booked	Revenue
		56.2%	\$283.87	\$159.57	944	11,930	\$3,386,569
		-13.0%	4.2%	-9.4%	5.2%	-8.1%	-4.2%



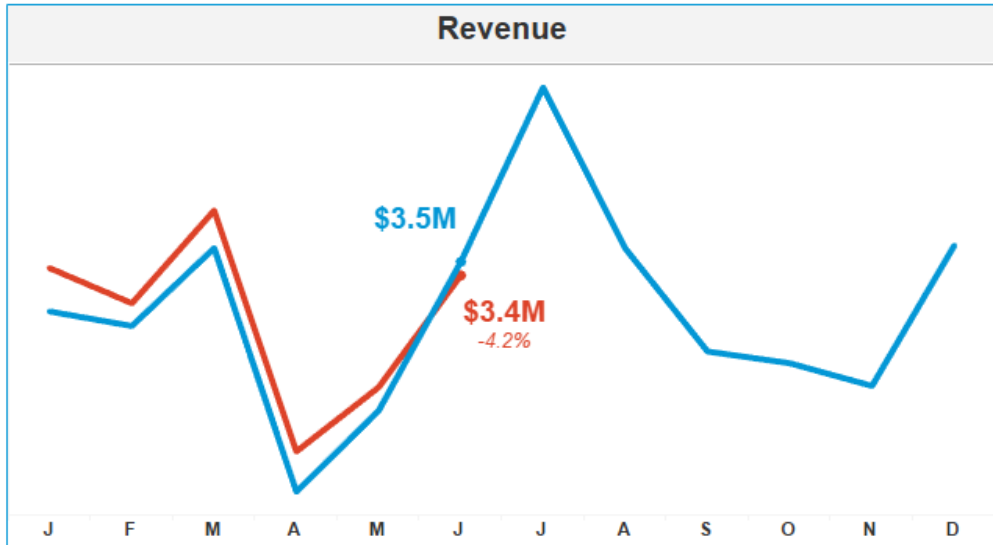
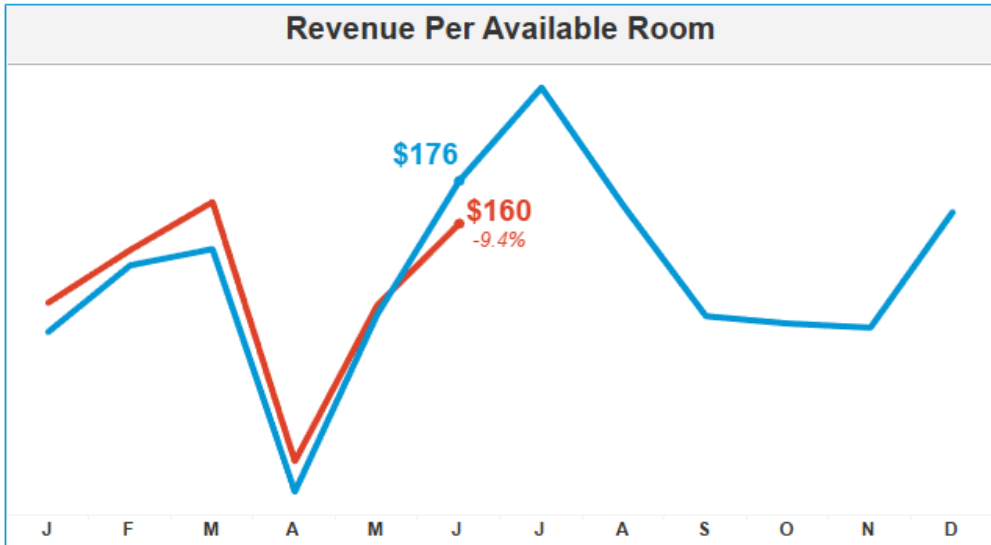
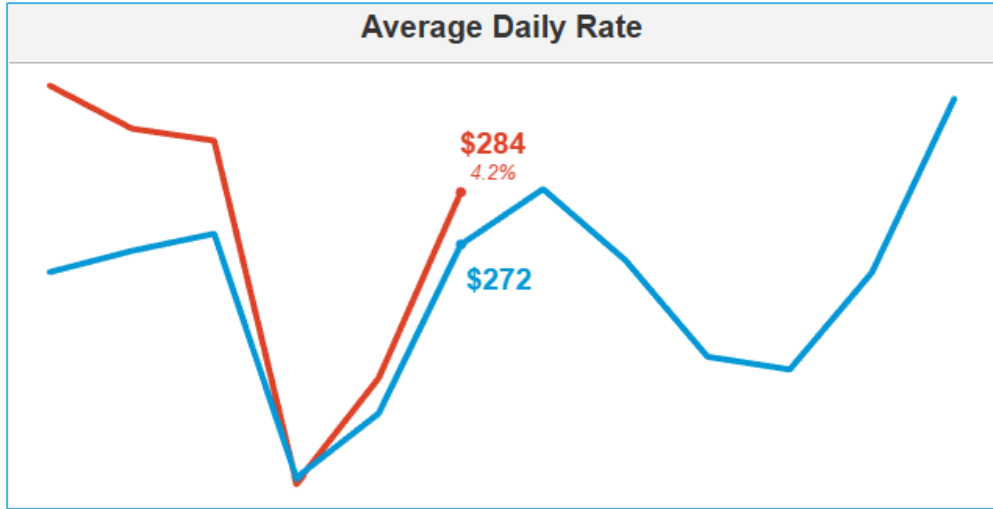
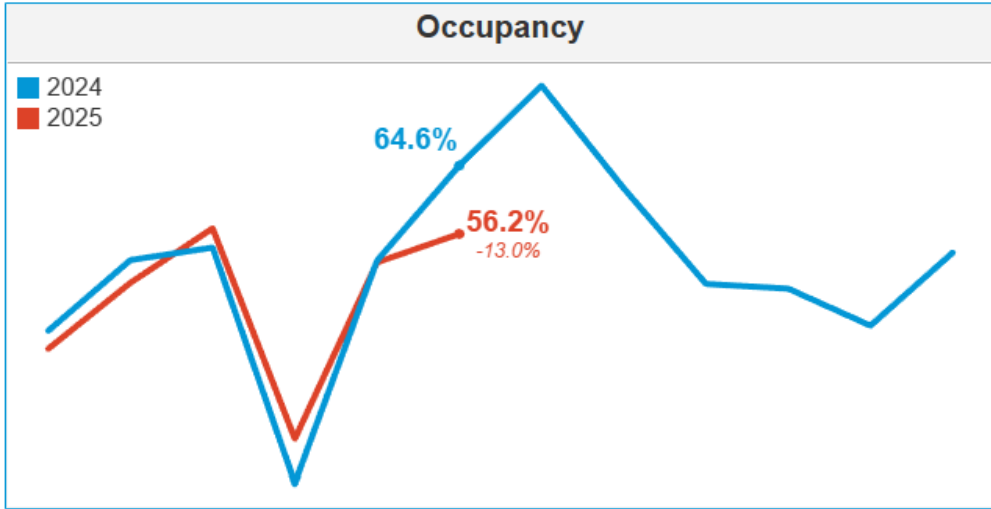
# Pagosa Springs Monthly Short-Term Rental Performance

## June 2025

Source: AirDNA, 'Entire Place' Listings Only



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# Social Media Performance

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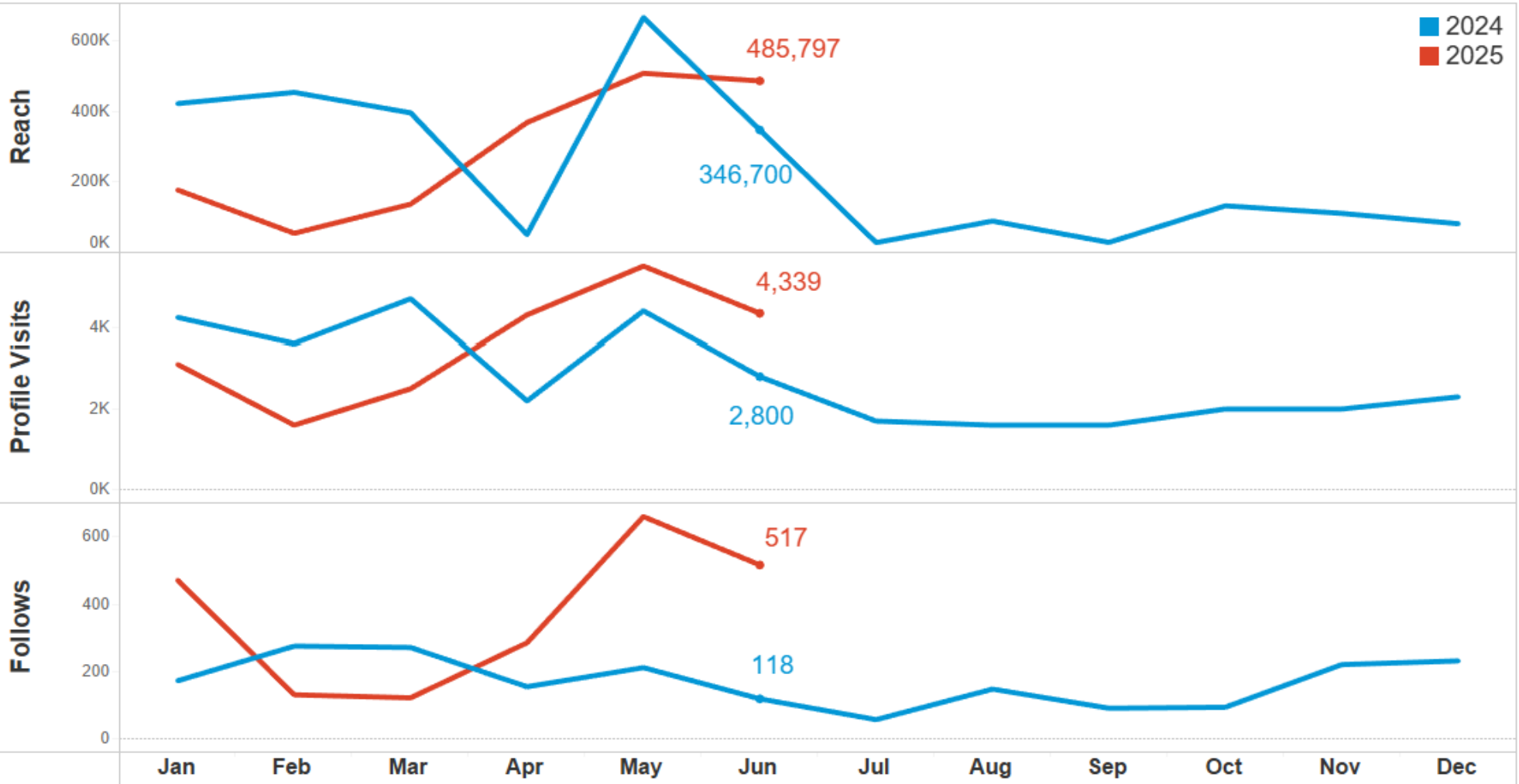
REPORTS TO BOARD IV.2.

# Pagosa Springs Monthly Social Media Performance Through May 2025

Source: Meta

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Facebook

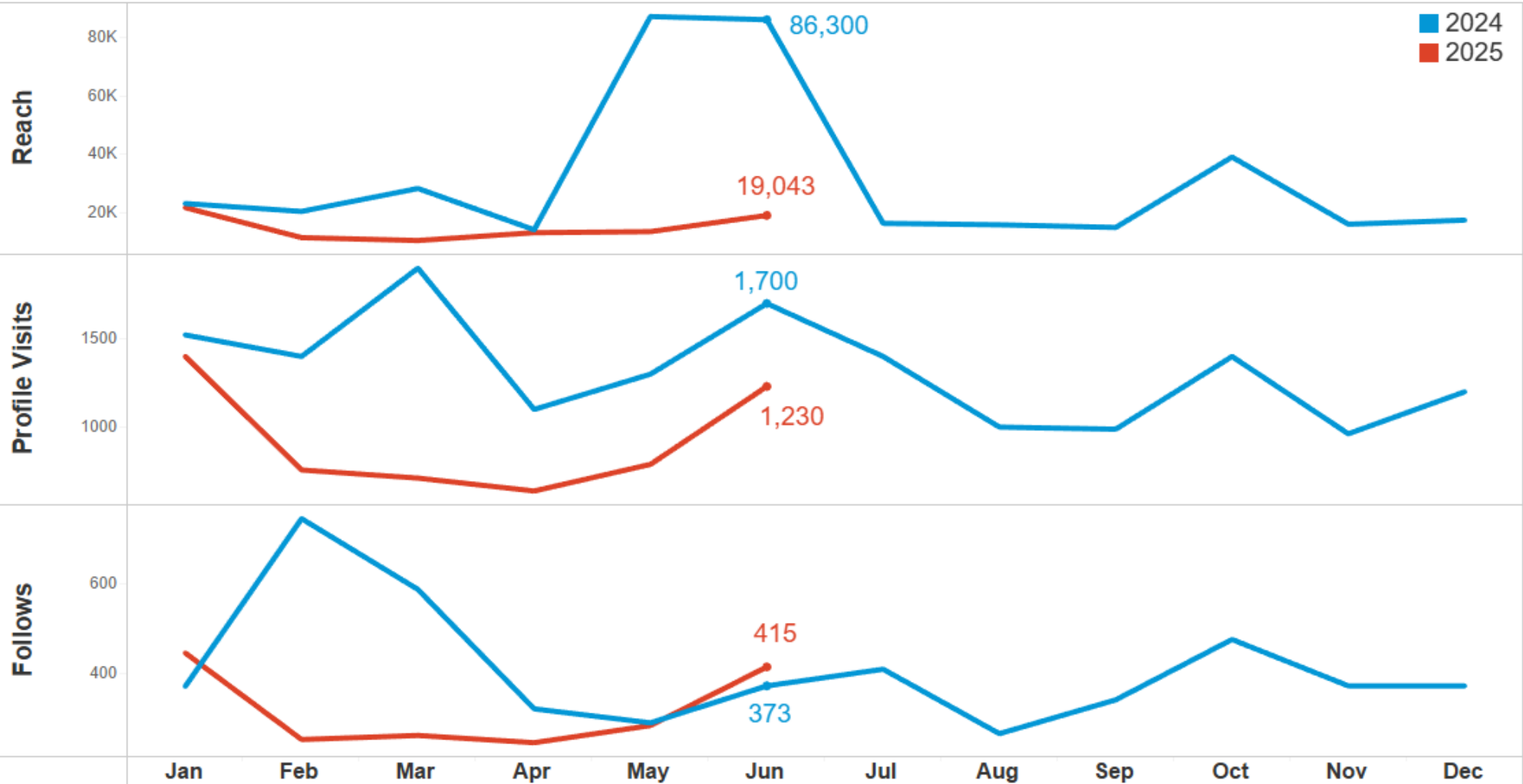


# Pagosa Springs Monthly Social Media Performance Through May 2025

Source: Meta

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## Instagram



# Pagosa Springs Monthly Social Media Performance Through May 2025

Source: Tiktok



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TikTok

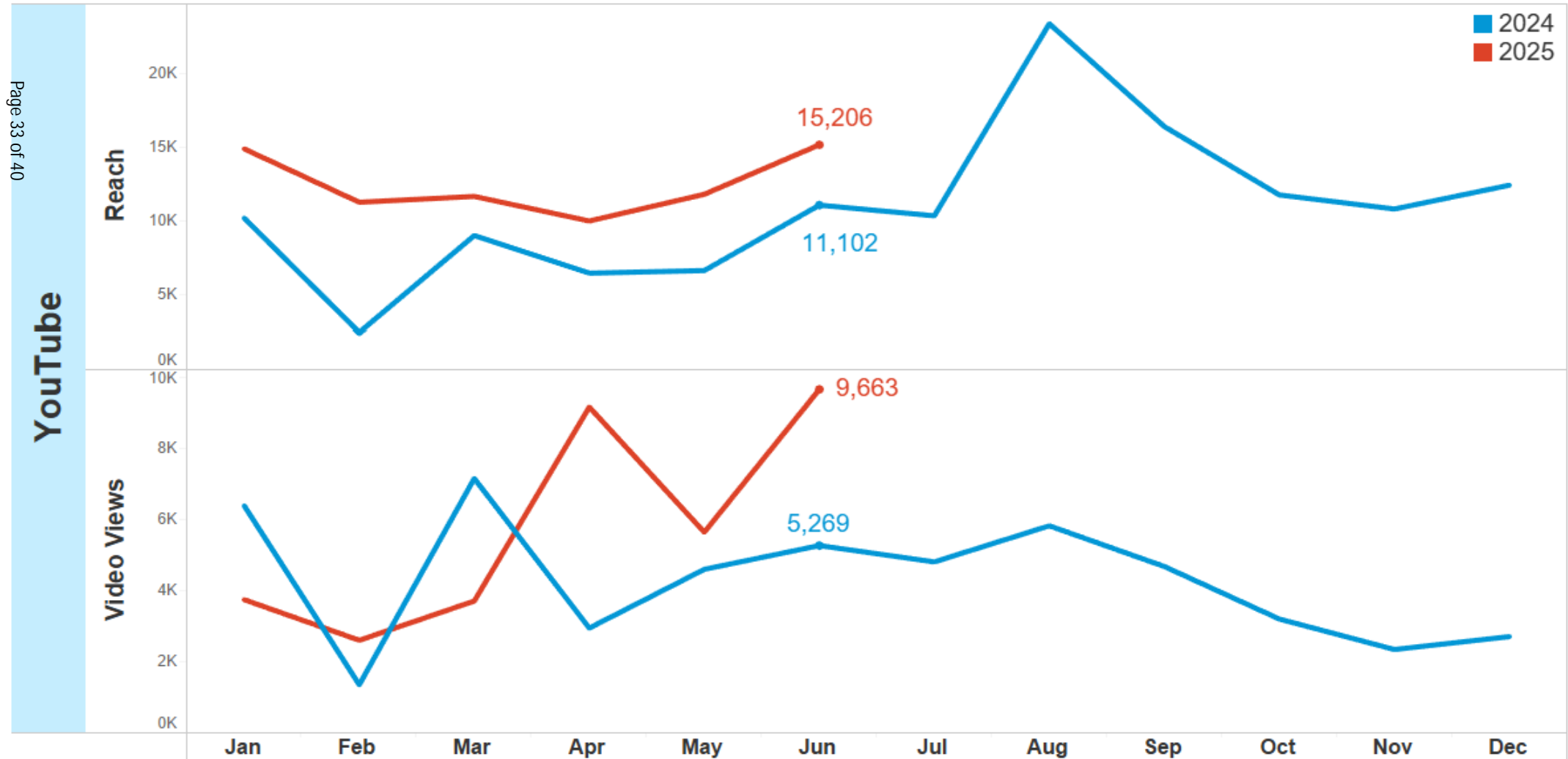
Reach

Video Views

2024  
2025

# Pagosa Springs Monthly Social Media Performance Through May 2025

Source: YouTube



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YouTube

# Consumer Sentiment

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REPORTS TO BOARD IV.2.

# American Travel Sentiment Study Wave 98



\*Survey fielded July 1, 2025; US National Sample of 1,000 adults 18+

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## American Travel Sentiment Wave 98 Highlights

### Key Findings:

- 1. Concerns About Gas Prices Return to Previous Levels**  
Concerns about gas prices were at a low in June 2025 with 17% of travelers indicating it was greatly impacting their travel decisions. It has since returned to previous levels with a six-point increase in July 2025 (23%). Despite fuel prices remaining lower than last summer, this is likely due to the overall impact of inflation and personal financial concerns.
- 2. Half of Travelers Have Spent At Least One Night Following a Touring Route**  
Half (56%) of travelers have spent at least one night following a touring route or scenic/historic highway in the last five years. A quarter (25%) of travelers followed a touring route once and three in ten (31%) have done so multiple times.
- 3. Majority of Travelers Used Their Personal Vehicle on a Touring Route**  
Seven in ten (68%) travelers who have spent time following a touring route used their own car/truck on the route. About one third (35%) used a rental car.
- 4. Dining, Outdoor Scenery, and Historical Sites/Attractions are Top Interests on Touring Routes**  
The top three interests while on touring routes are great local restaurants, cafes and dining (40%); wonderful outdoor scenery (40%); and historical sites/attractions (36%).
- 5. A Third of Travelers are Extremely Interested in Touring Route 66**  
With Route 66's 100<sup>th</sup> year anniversary coming up, a third (33%) of travelers are extremely interested in touring all or part of Route 66 at some point.

Source: Longwoods International ATS Wave 98



Longwoods | miles  
INTERNATIONAL PARTNERSHIP

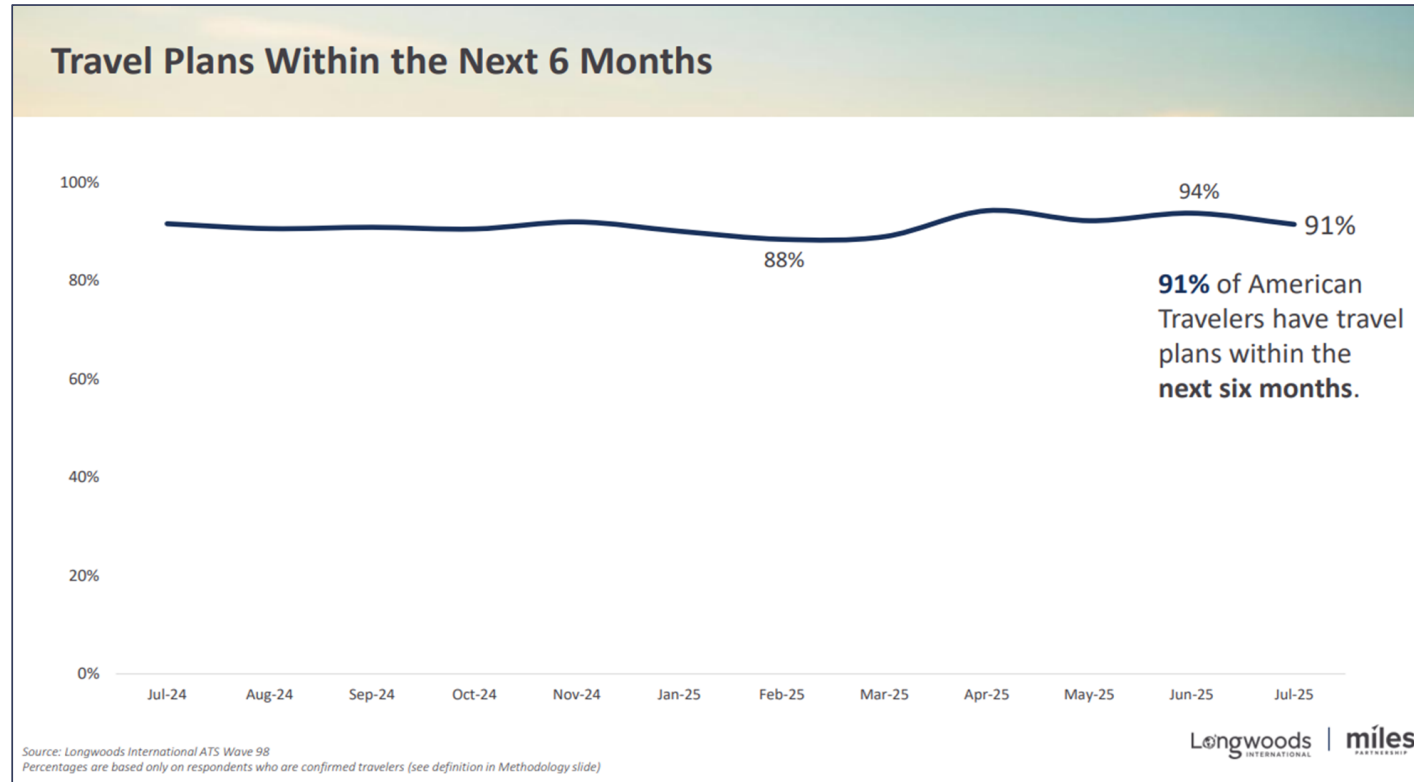
Source: Longwoods International

# American Travel Sentiment Study Wave 98



\*Survey fielded July 1, 2025; US National Sample of 1,000 adults 18+

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Source: Longwoods International

# American Travel Sentiment Study Wave 98



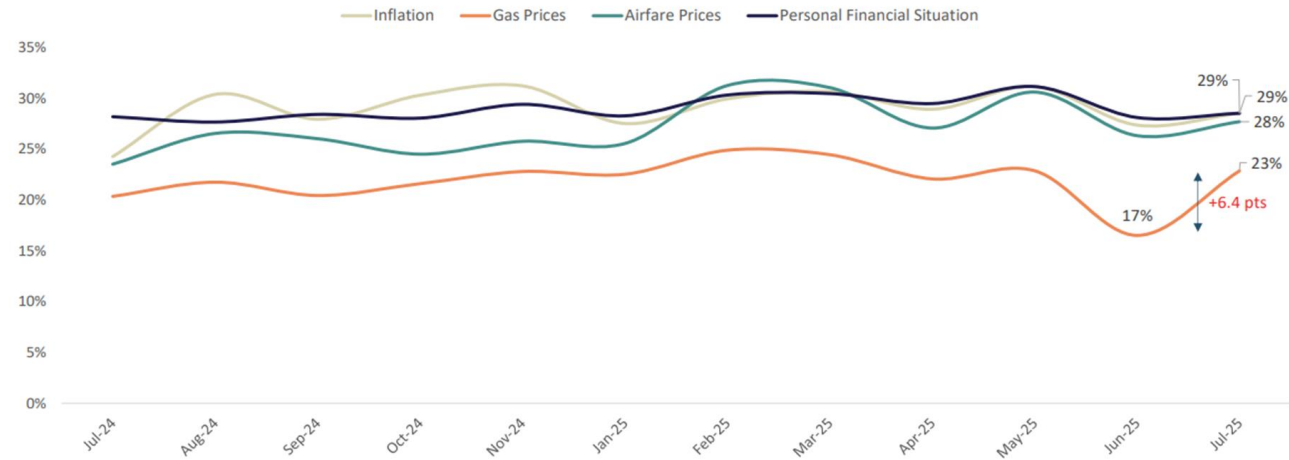
\*Survey fielded July 1, 2025; US National Sample of 1,000 adults 18+

\*Page 37 of 40

## Increase in Concern About Gas Prices Greatly Impacting Travel Plans

### Concerns Impacting Your Travel Decisions in the Next Six Months

The chart shows the percentage of respondents who rated each factor as "Greatly impact" their travel plans (a 5 on a 1-5 scale) over the period from June 2024 to June 2025.



Source: Longwoods International ATS Wave 98  
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months



Source: Longwoods International

# American Travel Sentiment Study Wave 98



\*Survey fielded July 1, 2025; US National Sample of 1,000 adults 18+

\*Page 38 of 40

## 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: July 1, 2025
- 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.



Source: Longwoods International

# THANK YOU

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PAGOSA  
SPRINGS  
COLORADO

REPORTS TO BOARD IV.2.

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**BLUE ROOM**  
RESEARCH



## **AGENDA BRIEF**

**MEETING:** Pagosa Springs Area Tourism Board - 06 Aug 2025

**FROM:** Jennifer Green, Executive Director

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**PROJECT:** Construction Transportation Funding Request

**ACTION:** Discussion and Recommendations

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**PURPOSE/BACKGROUND:**

The Tourism Board has \$64,800 in the 2025 budget for construction transportation. While there was no specific plan for the funds, the idea was to have funds available as needs were identified once construction began. The Director has been meeting with Andrew Mylroie, Transportation Coordinator, for Mountain Express Transit. Director and Andy worked together to create new MET bus stop signs to make the bus stops stand out a little more. The signs are in the process of being installed. Additionally, Director has been meeting with Jason Cox regarding his new Pagosa Zip Trips, a pedal cab concept. Town Council approved Pagosa Zip Trips to operate during their July 15th meeting. A recent discussion with Jason, Andy and the Director focused on leveraging the MET to get people downtown and considering the Pagosa Zip Trips as last mile service around the core downtown area. Pagosa Zip Trips plans to operate as a free service during the fall 2025 season.

To expand use of the MET, the group discussed have a transit app developed. Andy has met with Durango's transit team and connected with transit app developer, VIA. He is awaiting pricing from VIA, as it is based on number of buses operating. A transit app is a mobile application designed to help passengers plan, track, and pay for public transportation. It connects riders with real-time bus schedules, maps, service alerts, and ticketing systems.

Included in the packet for review is a request from Pagosa Zip Trips for \$10,707 to cover operating expenses for it to be a free service in 2025. Pagosa Zip Trips is not requesting capital expenses to start the business (i.e. Pedal Cabs). Director would also like the Tourism Board to consider funding the development of the transit app. Expanded transportation will benefit tourism long after the construction project is completed.

**ATTACHMENTS:**

[Transportation funding request from Pagosa Zip Trips for 2025](#)

8/4/25, 1:58 PM

Visit Pagosa Springs Mail - Transportation funding request from Pagosa Zip Trips for 2025



Jennifer Green <sales@visitpagosasprings.com>

**Transportation funding request from Pagosa Zip Trips for 2025**

2 messages

**Jason Cox** <jason@riffraffbrewing.com>  
To: Jennifer Green <sales@visitpagosasprings.com>  
Cc: Mike Candelaria <PaulCandelaria@icloud.com>

Mon, Aug 4, 2025 at 1:52 PM

Jennie,

Please review the following transportation funding request for Pagosa Zip Trips to operate a single pedal cab vehicle in downtown Pagosa Springs in fall 2025 from September to November. This simple request encompasses the operational expenses for the test run this fall and I can provide more detail if needed.

We will run the pedal cab operation this fall with one vehicle that can transport 4-6 passengers. As mentioned in the licensing agreement and to the Town Council in the July 15, 2025, meeting, we will not charge passengers a fee for this service in 2025. Drivers will be compensated with a wage and tips from passengers.

- 1. Labor: 8 hours per day for four days a week for 10 weeks = 32 hours/week = 320 hours at \$22 per hour = \$7,040.
- 2. Insurance: ~\$5000 per year amortized for four months = \$1,667.
- 3. Operating Expenses: \$2,000 for vehicle repair and labor cost overruns.

We would like to present a total request of \$10,707.

Please let me know any additional resources you need for our request.

Hopraise!

---

Jason Cox  
The Wolf  
Riff Raff Brewing Company  
Pagosa Springs, Colorado

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**Jennifer Green** <sales@visitpagosasprings.com>  
To: Jason Cox <jason@riffraffbrewing.com>  
Cc: Mike Candelaria <PaulCandelaria@icloud.com>

Mon, Aug 4, 2025 at 1:55 PM

Thanks, Jason.  
[Quoted text hidden]

--  
Jennifer Green  
Executive Director  
Visit Pagosa Springs  
[sales@visitpagosasprings.com](mailto:sales@visitpagosasprings.com)  
970-903-9728

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Visitor Information: [www.visitpagosasprings.com](http://www.visitpagosasprings.com)



## **AGENDA BRIEF**

**MEETING:** Pagosa Springs Area Tourism Board - 06 Aug 2025

**FROM:** Jennifer Green, Executive Director

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**PROJECT:** Visitor Sentiment Survey

**ACTION:** Update and Discussion

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**PURPOSE/BACKGROUND:**

Director would like the Tourism Board's input on pursuing a Visitor Sentiment Survey. We had elements of visitor sentiment as part of the Destination Master Plan, adopted in 2019. However, a lot has changed in the last 6 years.

A visitor sentiment study provides destinations with insight into how travelers perceive and emotionally respond to their experiences. This goes beyond typical satisfaction scores or economic data, uncovering what visitors truly value or dislike about a place. For destinations, it becomes a strategic tool to identify both strengths and areas needing improvement, such as infrastructure, customer service, or branding alignment. It helps ensure that a destination's messaging reflects the actual visitor experience or, conversely, that the experience evolves to fulfill the brand promise.

From an operational standpoint, sentiment data guides resource allocation and improvement efforts. Destinations can use it to prioritize enhancements that will most affect visitor satisfaction and loyalty. It also allows them to track sentiment over time, especially during peak seasons or after major events, to measure impact and adjust strategies as needed. This continuous feedback loop helps improve the visitor experience in real-time and supports ongoing destination management.

For marketing, sentiment analysis helps tailor campaigns to match the emotional drivers of travelers, increasing resonance and conversion. It also provides compelling evidence to stakeholders—like local businesses and public agencies—of tourism's value and areas for collaboration.

Director reached out to Market to Mission, Dave Santucci for an estimate, included in the packet. If approved, Director would find funds in the 2025 budget and begin his effort soon.

**ATTACHMENTS:**

[Visit Pagosa Springs Proposal](#)



# VISIT PAGOSA SPRINGS

Proposal for Visitor Sentiment Surveying  
July 2025

# ABOUT M2M

## HISTORY

Founded in 2014, Mission2Market (M2M) is a leading destination consulting firm specializing in tourism development, strategic planning, and community-driven solutions. M2M helps destinations unlock their potential by aligning tourism strategies with local values, fostering economic growth, and enhancing visitor experiences.

Founder and Principal Consultant Dave Santucci brings extensive experience in destination branding and tourism marketing, including his tenure as Chief Marketing Officer at Visit Chattanooga. There, he led the development of a comprehensive strategic plan, strengthened the city's national tourism profile, and spearheaded Chattanooga's cultural tourism strategy with M2M's Mary Howard Glover, which showcased the city's music, arts, and heritage. Their work positioned Chattanooga as a premier cultural destination in the Southeast and reinforced the power of place-based storytelling in destination marketing.

Building on this expertise, Dave assembled a team of destination development professionals, including M2M's Andrea Dietz, who have played a key role in groundbreaking initiatives, including Colorado's Destination Stewardship Strategic Plans—the first of their kind in the U.S. By combining data-driven insights with stakeholder engagement, M2M delivers actionable strategies that balance market opportunities with community priorities.



## RELEVANT EXPERIENCE INVOLVING SURVEYS



### Visit Chattanooga, TN

- Three-Year Strategic Plan
- Three-Year Cultural Tourism Development Plan
- Award-winning branding



### Colorado Tourism Office

- Colorado Destination Stewardship Strategic Plan
- Denver and Northern Colorado Regional Destination Stewardship Plan



### Visit Leadville-Twin Lakes, CO

- 2025-2027 Destination Management & Marketing Strategy Plan



### Visit Aurora, CO

- 2025-2027 Visit Aurora Strategic Plan



### Visit Glenwood Springs, CO

- 2025-2027 Destination Management & Strategic Marketing Plan



### Lake City & Hinsdale County, CO

- 2024-2026 Lake City / Hinsdale County Tourism Strategy

# WORK PLAN

Mission2Market will lead the design, implementation, and analysis of a visitor sentiment survey to capture feedback from both past and current visitors to Pagosa Springs.

## SCOPE OF WORK

### **Survey Design and Strategy**

- Collaborate with Visit Pagosa Springs to refine survey goals and recommended survey length
- Develop survey questions that address key areas such as visitor satisfaction, trip planning behaviors, destination perception, and opportunities for improvement

### **Survey Build and Optimization**

- Program the survey using a mobile-friendly online platform
- Test and optimize for functionality, clarity, and engagement

### **Survey Distribution**

- Leverage Visit Pagosa Springs' owned channels (email list, social media, website) for distribution to past visitors
- Develop and execute a paid media mini-campaign (e.g. social ads, boosted posts) to reach a broader audience
- Target survey distribution to yield 300–500 qualified responses

### **Data Analysis and Reporting**

- Analyze survey results with key insights visualized in a written report
- Provide cross-tab analysis by visitor segment or trip characteristics, as appropriate
- Present findings and recommendations in a virtual debrief session with the Visit Pagosa Springs team

## DELIVERABLES

**Survey Instrument:** Online visitor sentiment survey designed to yield 300–500 responses.

**Survey Distribution Plan:** A distribution strategy that includes use of Visit Pagosa Springs' owned channels and a paid marketing campaign to reach new audiences.

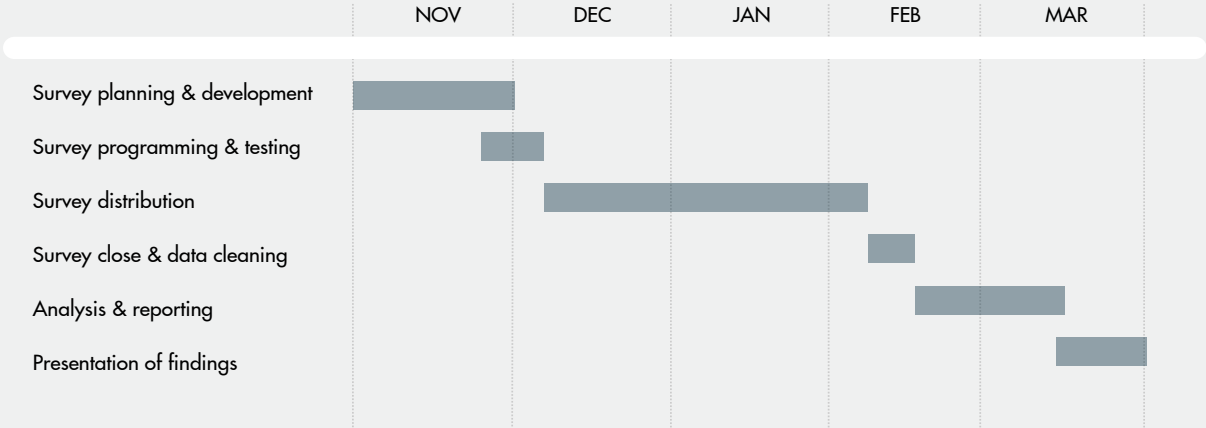
### **Final Report, including:**

- Visitor satisfaction and perception insights
- Key themes and trends
- Cross-tab analysis by visitor type or trip characteristics
- Actionable recommendations to inform marketing and visitor experience strategies

**Presentation of Findings:** A debrief session to walk through the results and discuss next steps.

# TIMELINE & BUDGET

## PROPOSED TIMELINE



## BUDGET

Category	Description	Cost
Consulting & Project Management	Survey design, programming, coordination, reporting, presentation	\$8,750
Survey Marketing Budget	Paid outreach to reach new audiences (e.g. Facebook/Instagram ads)	\$1,000
<b>Total</b>		<b>\$9,750</b>

# TEAM RESUMES



## DAVE SANTUCCI

**PROJECT LEAD**  
**FOUNDER | PRIMARY CONSULTANT**

Dave brings over 20 years of experience in destination management and marketing. He was the Chief Marketing Officer for Visit Chattanooga for a decade and started his career in the national media covering travel, science, technology and space exploration. He moved into travel and tourism in 2005, leading Georgia Aquarium’s Public Relations and Marketing during its opening years. Dave has resided in Colorado for the past decade and has consulted with more than forty Colorado communities. Dave is also one of the Colorado Tourism Office’s lead destination development consultants.

### INDUSTRY EXPERTISE

- Brand Development
- Tourism and Marketing Strategy
- Public Relations
- Campaign Execution
- Stakeholder Engagement
- Media Partnerships
- Destination Management & Marketing Organizations
- Local Governments
- Tourism Boards
- Economic Development Agencies

### PROJECT RESPONSIBILITIES

- Lead the development and implementation of the visitor sentiment survey, aligning goals with Visit Pagosa Springs' strategic priorities.
- Guide survey strategy, design, and distribution to capture insights from both existing and new visitor audiences.
- Oversee data analysis and reporting, synthesizing key findings into actionable recommendations for the destination.
- Facilitate collaboration with Visit Pagosa Springs staff to coordinate survey outreach and align messaging.
- Present results and strategic takeaways to inform future marketing and visitor experience efforts.

### EDUCATION

Masters of Business Administration -  
Marketing and Management,  
University of Colorado

Bachelor of Arts -  
Political Science,  
Emory University

# TEAM RESUMES



## ANDREA DIETZ

### RESEARCH, STRATEGY & STEWARDSHIP CONSULTANT

Andrea brings a background in higher education, stewardship, and the outdoor recreation economy to M2M. She has contributed to projects focused on balancing tourism growth with community well-being and the preservation of natural and cultural assets. Her work includes supporting the development of Colorado's Statewide Destination Stewardship Plan, the Denver and Northern Colorado Regional Stewardship Plan, as well as the Colorado Destination Learning Lab Program. Andrea also assisted in crafting comprehensive strategic plans for destinations across Colorado.

#### INDUSTRY EXPERIENCE

- Destination Stewardship
- Tourism Strategy
- Outdoor Recreation Economy
- Destination Development
- Sustainable Tourism
- Community & Stakeholder Engagement

#### EDUCATION

Masters of the Environment -  
Sustainability in the  
Outdoor Industry,  
University of Colorado

Bachelor of  
Environmental Design,  
University of Colorado

#### PROJECT RESPONSIBILITIES

- Support the development of survey content and assist in refining questions based on industry best practices.
- Coordinate with Visit Pagosa Springs to manage survey outreach, including identifying opportunities to reach new audiences.
- Monitor survey performance and support data organization for reporting and analysis.
- Assist in the development of the final report and contribute to strategic recommendations based on community needs and visitor feedback.

**Please Contact Us  
With Further  
Inquiries**



**Mission2Market**  
www.mission2market.com  
dave@mission2market.com  
720-287-9650



**AGENDA BRIEF**

**MEETING:** Pagosa Springs Area Tourism Board - 06 Aug 2025  
**FROM:** Jennifer Green, Executive Director

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**PROJECT:** 2026 CTO Marketing Matching Grant

**ACTION:** Discussion and Possible Action

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**PURPOSE/BACKGROUND:**

The Colorado Tourism Office offers an annual Marketing Grant program. The CTO’s Marketing Grant Program provides funding to not-for-profit organizations in the State of Colorado for the purpose of promoting the state or a region as a tourism destination. For every \$1 the organization allocates to the program, the Colorado Tourism Office will provide \$2 in matching funds. The Colorado Tourism Office will award grants up to \$49,000. Funds will be awarded to organizations whose objective is to promote the state or the defined region, targeting audiences outside of Colorado. For FY 2026 grant, applications that include 250/150 promotions will receive bonus points.

Since fall 2015, Pagosa Springs has partnered with Ouray, Glenwood Springs, Steamboat Springs and Chaffee County to create and promote the Colorado Historic Hot Springs Loop. The partnership has been awarded funds from the Colorado Tourism Office each year from 2016 - 2024. The Pagosa Springs Area Tourism Board (through the Town) served as the fiscal agent for the Hot Springs Loop between 2015 and 2020. Steamboat Springs served as the fiscal agent between 2021 and 2024. We continue to work with the Hot Springs Loop and continue to receive a lot more impact than our annual \$2,500 contribution. The Loop did not pursue a grant in 2025, however, all participating destinations provided \$2,500 towards continued promotions via email, social media and media opportunities.

In 2024 and 2025, Visit Pagosa partnered with Visit Alamosa for a grant to target high value international audiences. The grants were both awarded the full amount, resulting in a \$60,000 project budget in 2024 and \$75,000 in 2025. Visit Pagosa and Visit Alamosa recently met to discuss the future of the partnership. We have determined investing in advertising efforts reaching international audiences is not ideal given the current political climate. While the implementation of the FY 2025 grant is underway, the deadline to apply for FY 2026 grant funding is August 28th.

We are interested in applying for the grant once again in 2026, however with a focus on domestic advertising focused on historical offerings, targeting shared markets of both destinations. The grant favors collaborations and in 2026, inclusion of 250/150 efforts will be rewarded. Visit Pagosa and Visit Alamosa staff are currently evaluating various opportunities to include in the 2026 grant application. The match of \$12,250 for FY 2026 would be budgeted in the 2026 marketing line item of the lodging tax budget. At this time, staff is requesting approval of a letter of support for the grant application. With approval of each board, staff will meet to draft marketing plan for this opportunity to include in the grant application. We will be notified in early November if the application is accepted. This is an extremely competitive grant.

One additional change for 2026, if your organization has been awarded a Tourism Marketing Grant for the past 3 consecutive years, you are required to “sit out” a year and will be ineligible to apply. If the application is successful for 2026, Visit Pagosa will not be able to apply for the grant in FY 2027.

**FISCAL IMPACT:**

The total grant match required for 2026 would be \$12,250 for the grant with Alamosa.