



Town Hall - 551 Hot Springs Blvd.  
Pagosa Springs, CO 81147

## AGENDA

Pagosa Springs Area Tourism Board Meeting  
Wednesday, December 3, 2025 @ 4:00 PM

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### 1. REMOTE PARTICIPATION

The public is highly encouraged to join via Zoom conference call as space is limited in the meeting room

Join Zoom Meeting By Computer - <https://zoom.us/j/84672066805>

Dial by Phone - 1-669-900-6833 US - Meeting ID: 846 7206 6805

### I. CALL MEETING TO ORDER

### II. PUBLIC COMMENT

*Please sign in to make public comment*

### III. CONSENT AGENDA

1. Approval of the November 5th Meeting Minutes

[Minutes 110325 draft](#)

### IV. REPORTS TO BOARD

1. Chair Report

2. Director Report

[Agenda Brief - Director Report 120325](#)

3. Chamber of Commerce Report

4. Board of Realtors Report

5. Lodgers Association Report

### V. NEW BUSINESS

1. 2026 Meeting Schedule

2. 2025 Visitor Audience

[Pagosa Springs Visitation 2025](#)

3. Preliminary Results of Visitor Sentiment Survey

[2025 Visitor Sentiment Survey](#)

4. 2026 Draft Marketing Plan

[2026 Visit Pagosa Springs Marketing Plan](#)

[2026 Advertising Schedule Draft 12 25](#)

### VI. OLD BUSINESS

1. Update on Multi-Purpose Pavilion

2. 2026 Event Funding Application

[Agenda Brief - 2026 Event Funding Discussion](#)

### VII. NEXT TOURISM BOARD MEETING JANUARY 2026 (DATE TBD)

### VIII. ADJOURNMENT



Town Hall - 551 Hot Springs Blvd.  
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## MINUTES

Pagosa Springs Area Tourism Board Meeting  
November 5, 2025 @ 4:00 PM

A regular meeting of the Pagosa Springs Area Tourism Board was called to order on November 5, 2025, at 4:00 PM in the Town Hall - 551 Hot Springs Blvd. .

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

**BOARD ABSENT:** Board Member Lucero and Board Member Marchand

I. CALL MEETING TO ORDER – Meeting was called to order at 4:00pm.

II. **PUBLIC COMMENT**

1. **There was no public comment.**

III. **CONSENT AGENDA**

1. **Approval of the October 1st 2025 Meeting Minutes**

2. **Approval of the October 6th 2025 Meeting Minutes**

Council Member Williams moved to approve the consent agenda, Shane Prince seconded.

**Carried.**

IV. **REPORTS TO BOARD**

1. **Chair Report**

Amy Johnson led the meeting as vice chair, given Shane Lucero's absence.

2. **Director Report**

Director provided multiple updates. The September lodging tax was updated in spreadsheet, showing an increase of 4.19% or \$3,272; year to date town collections are up 10.07%, or \$66,237. The Fall Contest wraps up at midnight on November 5th, with 5,626 leads for partners and a total of 29,034 entries with a 13.95% conversion rate. The Holiday Lighting Contest sign ups are underway, with voting beginning the Friday after Thanksgiving. Old Fashioned Christmas Signups began today, with one month for segments to sign up. Deadline to sign up is end of day on December 5th. The Visitor Sentiment Survey launched last week. Director explained that Survey Monkey costs \$360 / annually and we could run the survey ongoing and review results quarterly / annually, etc. We are currently short staffed at the Visitor Center, as of this afternoon. Our weekend part time person resigned as they are dealing with lengthier than expected recovery. We are actively recruiting a replacement. We were recently awarded co-op through CTO vendors MMGY and Sojourn and others, a \$25k investment results in \$75k media buy. Campaigns will launch in the next few weeks. We were awarded the 2026 CTO Marketing Grant. Pagosa will NOT be able to apply for the grant / serve as fiscal agent for 2027, but we should be able to be a partner in other applications (to be determined). Rosanna Dufour asked if we would be prevented from applying for other CTO grants. Director explained it requirement to take a year off after successfully being awarded funds for three consecutive years was for the marketing grant, however it is the main grant with funding available, versus consulting time. Director asked the Board if they would

Pagosa Springs Area Tourism Board  
November 5, 2025

consider changing the regular meeting day 2026. Director will send an email to the Board to help determine a possible different date / time for 2026 meetings. Director alerted the Board to a new monthly report through CADMO showing statewide trends, national trends and other relevant information for tourism affecting destinations. Additionally, today they sent an overview of preliminary 2025 election results for tourism-related ballot measures considered during the November 4th election. Director recently attended the annual Colorado Governor's Conference on Tourism in Colorado Springs. Most of the destinations reported a challenging 2025, with 2026 projected to be down or flat, given ongoing challenges with international visitation and economic uncertainty. There was continued discussion on the visitor sentiment survey.

### **3. Chamber of Commerce Report**

Sandy Douthey, Executive Director of the Chamber provided an update in Austin Marchand's absence. The monthly survey through the Chamber, showing overall sales for September from 2024 to 2025, 43.8% of the businesses said they're down. Sandy also re-emphasized the sales is reported by the businesses. 43.3% of the businesses show that they're down more than 20%. 20% are down by 10-20%, and 16.7% show they're down by 5-10%. Again, this is all self-reporting. Working with Main Street, the Chamber has let all the businesses know that that grant program has reopened from the county for them to apply. Sandy indicated that she has not heard it being great success, but she have not investigated that personally to see what the hiccups would be on those acceptances.

### **4. Board of Realtors Report**

Amy Johnson provided the Board of Realtor report. The data is based on single-family homes. So the average price in October was \$741,962, down from \$754,061 last year. October 2024, we had 43 sales. In October 2025, we had 26 sales. So, fewer sales and lower price points, compared to last year. Additionally, there is a lot of inventory right now. We have 204 active listings in October. Last year, there were 157, so the market is fairly saturated right now. Average days on market in October was 141 days, compared to 114 last year. Total volume of closed sales in October 2024 was around \$32.4 million, compared to total volume sold in October 2025 of \$19.2 million. A pretty significant decrease in sales year over year

### **5. Lodgers Association Report**

Sarah Mashue provided the report for the Lodgers Association. She indicated that the floods impacted lodgers significantly. Self-reporting poll with some of the lodging association members, indicated that the Springs had over 300 cancellations. They have recovered 25% of those cancellations, but December is looking soft. One lodging property reported that they did not have significant cancellations, but did see a few cancellations while the highway was closed. One of the smaller in town properties in town reported they had 11 cancellations during the flooding, and then 6 more cancellations the weeks following, and they lost physical property during the flood, which they feel will impact them negatively, obviously, for them as they function without that property that was lost during the flooding. Another small property reported 26 cancellations, over 93 messages in 3 days, and they're pacing 50% below last year's November and December. It was indicated that the calls being received show after all the flooding, visitors don't feel comfortable coming in. Another property reported November and December was 40% below 2024.

Sarah also explained that the Lodgers Association met with county commissioners this morning. The Association had a county commissioner reach out to the association, expressing interest in whether the association would be interested in receiving funds from the county, and how the funds might be utilized. The Lodging Association Board and two association members met with the commissioners this morning at their work session. Provided funds from County Lodging Tax collections was suggested. John Ranson

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indicated he was interested if any kind of funding will help them market and he believes strongly that two organizations marketing is a good thing for the community.

## V. NEW BUSINESS

### 1. Discuss Scheduling Meeting with Lodgers Association and Tourism Board

Director indicated during the last meeting there was a request for the Tourism Board to meet with the Lodger Association. John Ranson explained it was his suggestion and thought it would be an opportunity to discuss items of mutual interest. Director suggested adding it to the December meeting agenda, given we'll be going over which markets visit, by month, by quarter, etc, and how long they stay in market. And then we'll also be reviewing the proposed marketing plan for 2026 during the December meeting. Director was asked what Visit Pagosa had done to aid with flood recovery. Director explained many different efforts in place, as well as launching late fall / early winter advertising is underway. The general discussion around the floods and media coverage continued. The Board agreed to add Lodgers Association to the end of the December 3rd meeting.

Rosanna Dufour asked about the recent updates to the IGA and whether appointments to the Board before the IGA update, would those be 2 or 3 years. Director explained it was her understanding with the town and the county that they updated IGA automatically moved all the 2-year terms to 3-year terms. Gary Williams indicated his understanding was the same. There was a discussion of staggering the seats that were approved in February 2024, so that there aren't 4 seats up in 2027. Director explained the Board had time to determine how to proceed.

## VI. OLD BUSINESS

### 1. 2026 Event Funding Discussion

The Board expressed desire to be able to have the flexibility and the nimbleness to assess all of these funding requests on a case-by-case basis. Director provided an overview of the survey that Board members were asked to complete in advance of the meeting in order to begin event funding discussions on the areas that they agree or disagree. 8 of the 9 Board members responded to the survey. Before the group discussed the criteria and survey results, Director asked if the Board was still interested in providing trash and recycling services through Elite to event organizers. The Board, by consensus, agreed it was a good service to continue. Director will reach out to Elite to negotiate rates for 2026. There was a brief discussion on event stage rental fees and use. Director explained it was \$300 for non profits and \$600 for profit. Also, the County has been able to have the stage used in more locations, including private property off Hwy 84 for a recent event. The stage is being used approximately 20 times annually and the relationship with County Road & Bridge has been great. There is no expectation the rental fees need to be adjusted in 2026. because I would really like us to be able to have the flexibility and the nimbleness to assess all of these on a case-by-case basis.

Director then began to walk through the criteria and survey results. Director took the results from the Google form and uploaded it into ChatGPT, and then corrected a few errors. AI doesn't know how to number things in charts, apparently, but it still saved time. The first criteria discussed was providing stronger consideration for new versus existing events. The majority of the Board did not feel new versus existing should be considered differently. The 2nd criteria was favoring events held during shoulder season. Shoulder season typically includes October, November, December, January, February, April, and May, excluding holidays, June through September, spring break, etc. Director explained that the survey showed that the Board didn't care one way or the other. Director offered to send the overview of all survey responses to the Board following the meeting. The survey comments one were shoulder season

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events are difficult, unpredictable, and cost more. Some comments that they didn't feel that shoulder season events actually did much to move the needle in overall tourism. Director was asked if a pavilion would help with shoulder season events. Director indicated that a covered space would certainly make it easier and more cost-efficient during unpredictable weather times. General discussion and the Board agreed less criteria served their interests better. The Board agreed they want to be able to have the flexibility and the nimbleness to assess all of these funding requests on a case-by-case basis.

The third criteria is lodging partnerships. Events that are working with lodging properties, either through a block of rooms or event room rate to attract overnight visitors. Ideally, event organizers will work with more than one lodging property. Written letters of support specifying what the lodging property is offering must be provided. The results from the survey indicated the Board wasn't concerned about this criteria. Board members expressed that they wanted events to collaborate with lodging properties, just weren't clear as to what that might look like. The Board asked to add a question to the application if they are working with lodgers and describe the relationship, but no longer make it a criteria. There was discussion about how to evaluate the audiences event organizers reached and how the event was marketed and how to hold them accountable in future years. Director explained that event organizers are required to complete a final report and the final report is included with their next funding request. Director also suggested the Board send one or two board members to events that they fund in order for board member's to be able to report what they experienced and the event overall. The Board continued with criteria number 4 favoring events that attract out of town audience versus synergistic events that give visitors something more to do when in town. The Board discussed various topics and settled that they do not want any specific criteria for 2026.

The Board agreed to review funding applications quarterly. The application deadline will be set 2 weeks before the Tourism Board meeting, so that the Board has ample time to review applications and final reports from previous funding. Rosanna Dufour requested that in 2026, the responses are presented in both spreadsheet form and as applications. The board briefly discussed a funding cap on events or event organizers. The Board seemed to agree that they would rather have a few high quality events than many disorganized events. David Harris was asked to discuss his ideas for sports tourism to help augment shoulder seasons.

Director suggested they ask the lodgers association to provide input into which events they see booking from. Director also discussed funded event organizers be required to attend a webinar to walk through specifics from Visit Pagosa and ensure they know where to locate food trucks, lodging contacts, and more.

**VII. NEXT TOURISM BOARD MEETING DECEMBER 3RD AT 4:00 PM**

**VIII. ADJOURNMENT**



**AGENDA BRIEF**

**MEETING:** Pagosa Springs Area Tourism Board - 03 Dec 2025  
**FROM:** Jennifer Green, Executive Director

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**PROJECT:** Director Report  
**ACTION:** 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). Director apologizes for an accidental disabling of access for a few hours on November 20th.

**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. July collections have missing collections and a glitch with the Town's online payment system.

October collections are incomplete. While they are anticipated to be down, there are still numerous properties that have not reported. The spreadsheet has been updated with all Town collection through September.

The full detailed report is available through google drive:  
<https://drive.google.com/drive/folders/1VCvv4F3PFlixRkzwwXxmdAMoVS-9Ksrp?usp=sharing>

**BLUE ROOM RESEARCH**

The most recent report through Blue Room is in the 2025 data folder on google drive:  
<https://drive.google.com/drive/folders/1BhAKSC8LD5zdX2ZogJX1oJK17RSDZm9o?usp=sharing>. The report has been included in the packet. September lodging tax updates were not included, as we did not have final numbers until the day of the November meeting.

**VISITOR SENTIMENT SURVEY**

Preliminary results have been included in the packet for discussion. Thus far, in a little over a month, over 750 responses have been received. The goal was 500.

**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 one part time staff ensuring hours of operation and one very part time filler, with Director and Becky fill in weekend gaps until we can rehire the weekend position. Unfortunately, very few application have been received in a month of advertising the position. Director manages day to day operations and is on call 7 days a week for any issues that arise.

**STAFFING UPDATE**

The Tourism Department currently has three (3) full time employees: Director, Marketing Manager and Administrative Assistant, plus one part time visitor center employee and one bonus very part time person to help fill in weekends,

holidays and summer. We recently had one part time Visitor Center employee leave due to personal issues. 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. Director is working to update job descriptions to add a staff person in 2026.

## **SOCIAL MEDIA UPDATE**

- Facebook - [www.facebook.com/visitpagosasprings](http://www.facebook.com/visitpagosasprings): 41,761 followers
- Instagram - [www.instagram.com/visitpagosa](http://www.instagram.com/visitpagosa): 28,070 followers
- Twitter / X - [www.twitter.com/visitpagosa](http://www.twitter.com/visitpagosa) - 2,199 followers
- Youtube - [www.youtube.com/visitpagosa](http://www.youtube.com/visitpagosa) - 1,99k+ subscribers; 1,1462,459 video views
- TikTok @visitpagosa - 4,119 followers, 23k likes

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) winter video and (3) Visitor Sentiment Survey. Campaigns are being constantly evaluated to maximize results. We will switch to heavy winter promotion soon.

## **APP USAGE UPDATE**

App usage through October 2025 has more than doubled compared to calendar year 2024. Total sessions is more than double all of 2024 (closer to triple). Downloads on IOS and Android platforms have dropped, which indicates repeat visitors are using the app more than new visitors. If the Board is interested, we can ask Blue Room to build this into to their monthly report for a better visualization, given we have 2+ years of data. All data can be found at:

[https://drive.google.com/drive/folders/11aqW9ivJGBetGrhCYUeyH\\_5VoDdDNQPI?usp=drive\\_link](https://drive.google.com/drive/folders/11aqW9ivJGBetGrhCYUeyH_5VoDdDNQPI?usp=drive_link)

Visit Widget has recently rolled out a new AI tool that would be on website and app for \$300 / month or \$3600 annually. Significantly less than other options reviewed, and ties directly into the app that continues to grow in usage. Director has had a demo and been in discussions with the Visit Widget team. This seems like a decent test option to see how it works. AI is not going away.

## **RECENT & UPCOMING PROMOTIONS**

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

<https://drive.google.com/drive/folders/1MjwPBL1yKxftMoj8sFtWVOWykPWwLqL?usp=sharing>

It has been an extremely busy November. We are rolling out late fall /early winter advertising. We have approved creative for Colorado co-op channels, Orange 142., CTO December email and more We continue paid META and youtube, adjusting based on results. We are also wrapping up 2025 grant ad campaigns and already beginning discussions with CTO team for 2026 campaigns.

## **2026 CTO MARKETING GRANT**

As mentioned last month, we were approved. We are already working to wrap up 2025 grant and begin thinking about 2026 campaign.

## **PRESS & MEDIA RELATIONS**

All media tracking can be found at: [https://docs.google.com/spreadsheets/d/1d1pXYOK\\_IUk6dxSps9b9GRv`NJ2\\_-4UNh5XLrVzFIs2g/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1d1pXYOK_IUk6dxSps9b9GRv`NJ2_-4UNh5XLrVzFIs2g/edit?usp=sharing). Director reached out to CTO PR team and other destinations to review possible PR agencies. The findings will be included in the marketing plan for the Board to provide direction.

## **SIGNAGE**

Director is currently working with various Town departments on new construction signage, river access signage, PARC on their overall signage efforts, post-construction community-wide wayfinding signage (paused in 2019), geothermal

building interpretive signage, and more. The proposed budget for signage has been increased for 2026, based on the current amount of requests. Director is now working to replace the sun-damaged signs at the visitor center. All east and south facing signs have suffered significantly in recent months.

### **2025 TOURISM STAFF EVENTS**

The organizing of the annual holiday lighting contest and Old Fashioned Christmas Celebration has been completed. The contest launches on Friday, November 28th. We had 27 entries for 2025, with 9 in each category. Old Fashioned Christmas will be held on December 20th. Meetings have already been held regarding 2026 Big Spring Clean. The lighting contest voting flyer and Old Fashioned Christmas have been included.

### **ATTACHMENTS:**

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

[Holiday Lights Tour 2025 Poster](#)

[OFC Poster V1 edit 2 11x17\\_compressed](#)



PAGOSA  
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- REFRESHINGLY AUTHENTIC -



# Research Insights October 2025 Review

# U.S. Market Review



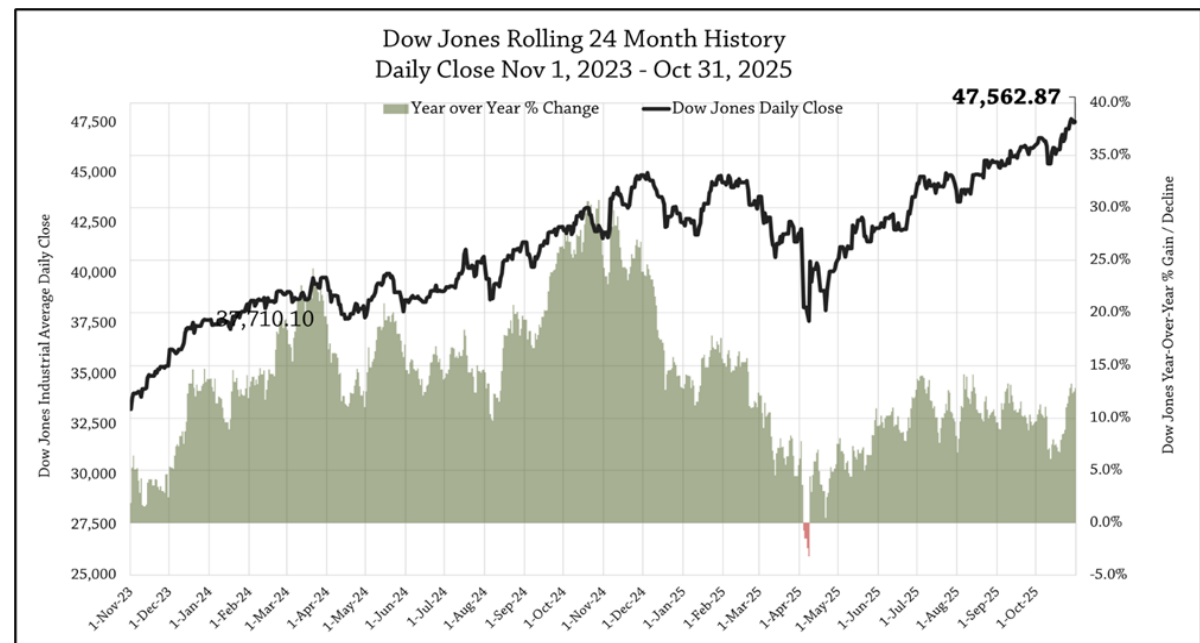
# U.S. Market Review



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## The Dow Jones Industrial Average

- “The DJIA increased considerably in October, adding 2.5 percent, or 1,164.9 points, to finish the month with a dramatic 47,562.9 points.”
- “This is the third consecutive monthly record for the Dow following last month’s 1.9 percent gain and a strong 3.2 percent pickup in August.”
- “Markets looked at strong corporate performance for big tech like Amazon and Apple, and an anticipated--and ultimately delivered--interest rate cut of 0.25 percent as signs that the economy was on track.”
- “However, while strength on Wall Street can help boost consumers’ mood as retirement accounts accumulate value, many analysts are sounding alarms around the seemingly endless gains and their apparent detachment from consumer, employer, and inflation data, all of which are struggling.”



Source: DestiMetrics (11/14/2025)

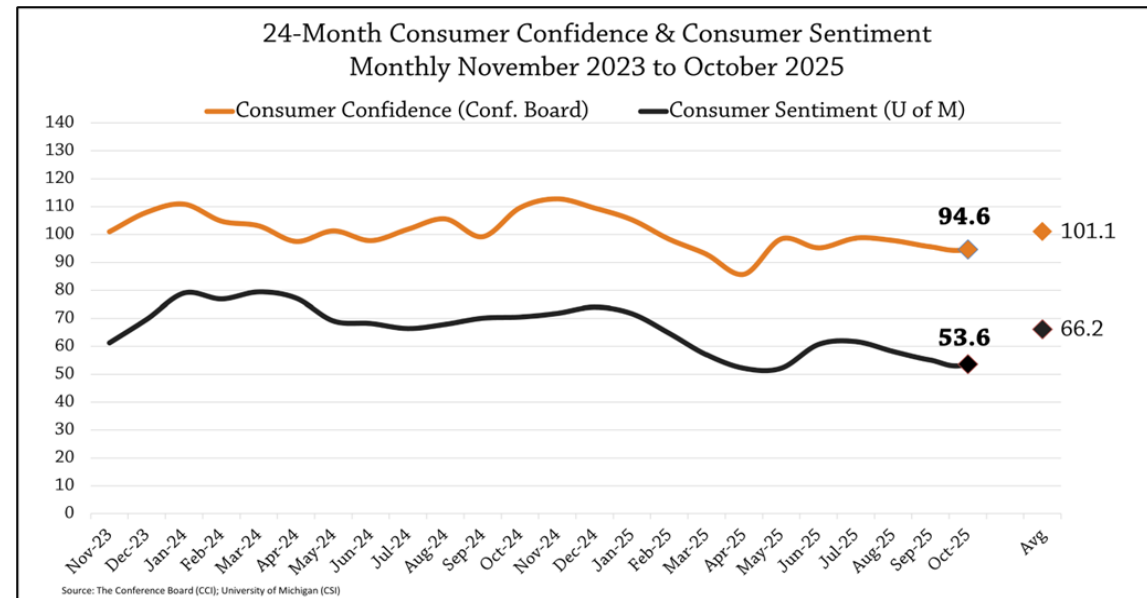
# U.S. Market Review



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## The Consumer Confidence & Consumer Sentiment Index

- “The CCI was down 1.0 point, with consumers feeling a bit better about near-term business conditions this month, but a bit worse about the extended outlook, with the two almost cancelling each other out.”
- “The CCI is now at 94.6 points, its lowest reading since April and the third time it has dipped below 95 points this year.”
- “The CSI was also down in October, losing 1.5 points to finish the month at 53.6 points, its lowest level since May.”
- “The CSI is largely in lockstep with the CCI, particularly regarding the forces at-play, with inflation at the top of the list of concerns and the shutdown also playing a role.”
- “While financial markets like the Dow Jones can help bolster consumers’ mood and intentions, there is little evidence of that occurring this month as both of these consumer measures barely moved from their mediocre positions last month, and with most of that movement downward.”



Source: DestiMetrics (11/14/2025)

# U.S. Market Review

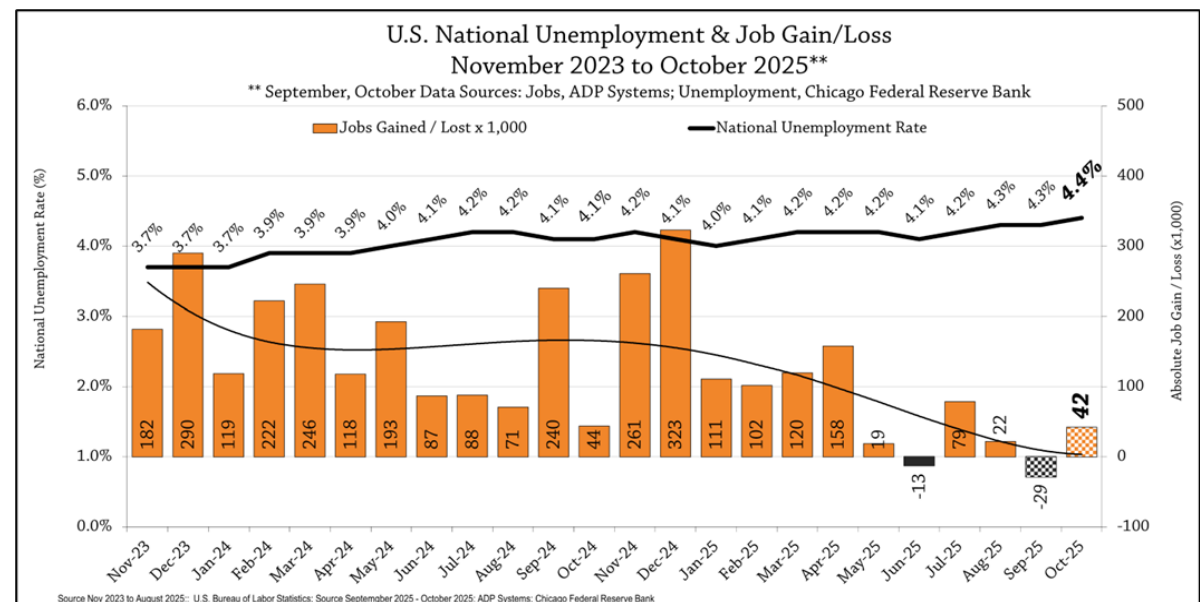


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## The National Unemployment Rate

- “Private sector employers added 42,000 jobs to payrolls in October, according to ADP.”
- “The job growth is a reversal of September’s decline of -29,000, which is a slight revision of the originally-reported -32,000 loss for that month.”
- “The Leisure and Hospitality sector lost a modest -6,000 positions in October after losing jobs in September as well.”
- “The national unemployment rate increased in October to 4.4 percent. This is a slight increase from the 4.3 percent unemployment rate in September.”
- “4.4 percent unemployment is the highest since October 2021 and reflects recent job losses in June and September, as well as an overall slowing of job growth that first manifested in 2024 but accelerated dramatically in the early part of 2025.”
- “Like slower job creation, a higher unemployment rate can create angst among consumers and potentially suppress discretionary spending, particularly when combined with increased inflation.”

Source: DestiMetrics (11/14/2025)



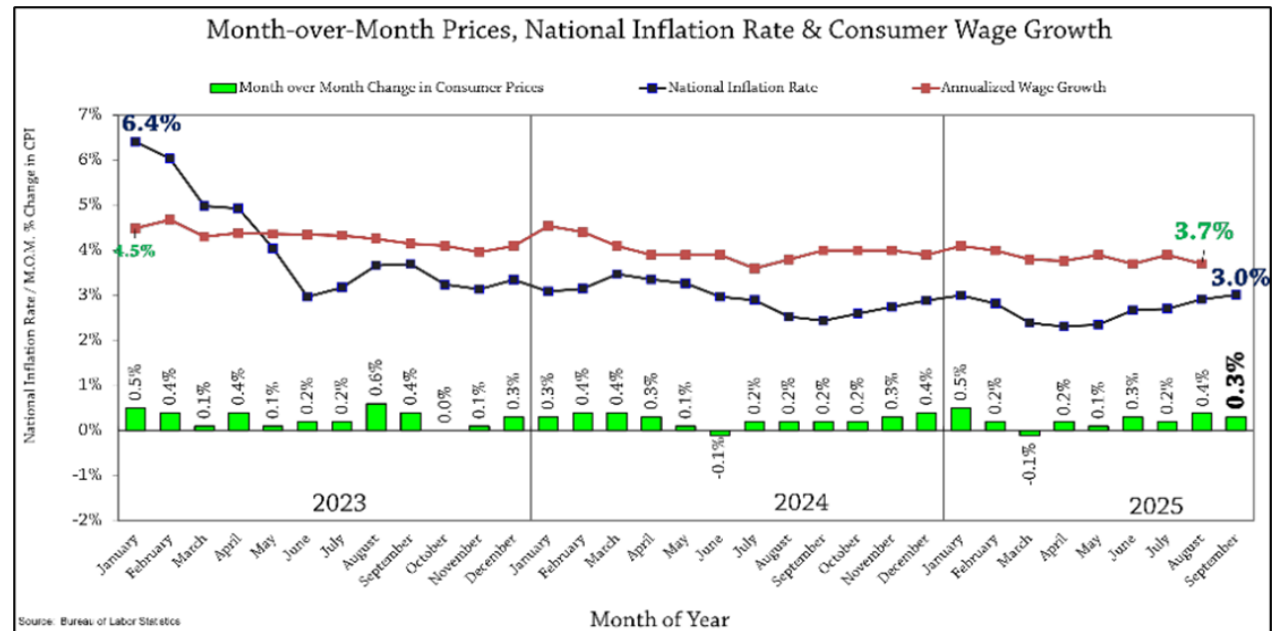
“Note: Employment data from the Bureau of Labor Statistics (BLS) is currently not available. For September and October jobs data we are citing Automatic Data Processing (“ADP”). The ADP National Employment Report is an independent measure of the labor market based on the anonymized weekly payroll data of more than 26 million private-sector employees in the United States. For September and October, the national unemployment data we are citing is from the Chicago Federal Reserve Bank, which uses multiple sources to reach its conclusions. Both data sets will be restated when / if official BLS data becomes available.”

# U.S. Market Review



## The National Inflation Rate

- “The national inflation rate increased in September, with pricing rising 0.3 percent from August, and inflation is now up 3.0 percent year-over-year.”
- “This is slightly better than the consensus expectation of a 3.1 percent inflation rate.”
- “Prices were considerably higher for gasoline and airfares, up 4.1 and 2.7 percent from August, respectively.”
- “The increases in both of those categories adds pressure to consumers planning travel for the upcoming winter season and may have played a role in the softer-than-expected finish to the month of October.”



“Note: Inflation data for October are not yet available due to the government shutdown.”

Source: DestiMetrics (11/14/2025)

# U.S. Market Review



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## U.S. Hotel Forecast

- “CoStar and Tourism Economics further downgraded performance projections in the final U.S. hotel forecast revision of 2025.”
- “For 2025, occupancy was lowered 0.2 percentage points to 62.3%, while average daily rate (ADR) was maintained at +0.8% for the year.”
- “Revenue per available room (RevPAR) was downgraded 0.3 ppts to -0.4%. The last total-year RevPAR declines in the U.S. occurred in 2020 and 2009.”
- “Similar adjustments were made for 2026: occupancy (-0.3 ppts), ADR (-0.1 ppts) and RevPAR (-0.3 ppts).”

### U.S. Hotel Forecast

YoY – year over year (% change)

	2024 Actual	2025 Forecast	2026 Forecast
Supply (YoY)	+0.5%	+0.8%	+0.9%
Demand (YoY)	+0.6%	-0.4%	+0.5%
Occupancy	63.1%	62.3%	62.0%
ADR (YoY)	+1.8%	+0.8%	+0.9%
RevPAR (YoY)	+1.9%	-0.4%	+0.5%

Source: STR, CoStar, Tourism Economics (11/11/2025)

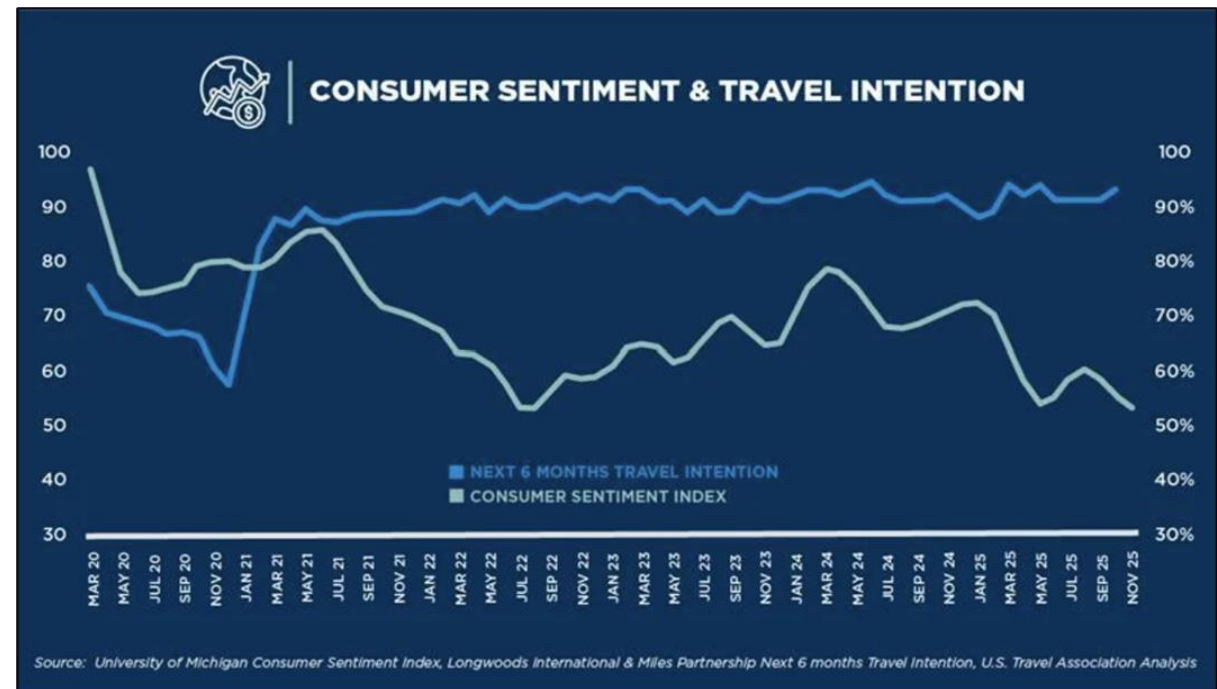
# U.S. Market Review



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## U.S. Travel Intent

- “Amid economic uncertainty, Americans still want to travel.”
- “Slower job growth, inflation pressures and prolonged uncertainty pushed consumer sentiment sharply down during the shutdown—the University of Michigan Index of Consumer Sentiment fell to 50.3, one of its lowest readings in decades.”
- “Yet travel remains a clear priority. Surveys from Longwoods International, Miles Partnership and Future Partners all show steady trip intent, even as roughly 10% of travelers say uncertainty could lead them to cancel holiday plans.”
- “Americans recognize the broader risks, but they continue to plan trips.”
- “Six-month travel intentions have held strong since pandemic restrictions ended, despite major swings in overall sentiment.”



Source: University of Michigan Consumer Sentiment Index, Longwoods International & Miles Partnership Next 6 months Travel Intention, U.S. Travel Association Analysis

Source: U.S. Travel Association (11/18/2025)

# U.S. Market Review



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## U.S. Domestic Travel

- “October data is especially complex to read given two major disruptions: the recent shutdown and lingering effects from Hurricane Milton in October 2024.”
- “Domestic air travel in October increased 4% year-over-year, based on TSA throughput. But nearly all that growth came from the week of October 8–14—when last year’s volumes were severely decreased by Hurricane Milton.”
- “Early November tells a different story. With constraints on major airports, cancellations pushed domestic air travel down 3.8% from November 1st to 15th year-over-year—almost 1.4 million fewer trips.”
- “Hotel performance also softened. October continued a trend of low single-digit declines in demand, with sharper drops in markets reliant on federal travel.”
- “CoStar further adjusted expectations downward for hotel performance for 2025 and into 2026.”

Source: U.S. Travel Association (11/18/2025)

# U.S. Market Review



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## International Travel Demand

- “Inbound travel continues to underperform. October marked the sixth straight month of decline, putting 2025 on track to be the first year of reduced inbound travel since 2020.”
- “This is critical: international visitors are one of America’s largest exports.”
- “In 2024, overseas travel to the U.S. generated \$179 billion, more than the value of all agricultural exports combined. And the average overseas visitor spends over \$4,000 per trip.”
- “Overall arrivals: CBP data shows October international arrivals fell 3.6% year-over-year, only a slight improvement from September.”
- “Canadians continue to stay away: October land crossings fell 31%, with air travel down 24%. Year-to-date, Canadian visits are down 24%, totaling 4.1 million fewer trips.”



Source: U.S. Travel Association (11/18/2025)

# U.S. Market Review



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## Short Term Rentals Update October 2025

- “October brought a mixed set of results for the U.S. short-term rental (STR) market. Demand returned to growth after a softer September, but occupancy continued to edge down as new supply and shifting travel patterns put pressure on performance.”
- “October Occupancy fell 1.5% YoY, though this was a smaller drop than September’s –3.6%. Even with these recent declines, year-to-date occupancy for 2025 remains about one percentage point higher than during the same period in 2024.”
- “At the same time, the prolonged government shutdown drove economic uncertainty. Delayed federal data and a complicated inflation outlook added another layer of caution for both travelers and operators.”
- “Even with these headwinds, pricing remained resilient and forward-looking bookings for the holiday season showed notable strength. This suggests that underlying travel fundamentals remain steady as the year draws to a close.”

Source: AirDNA (11/17/2025)

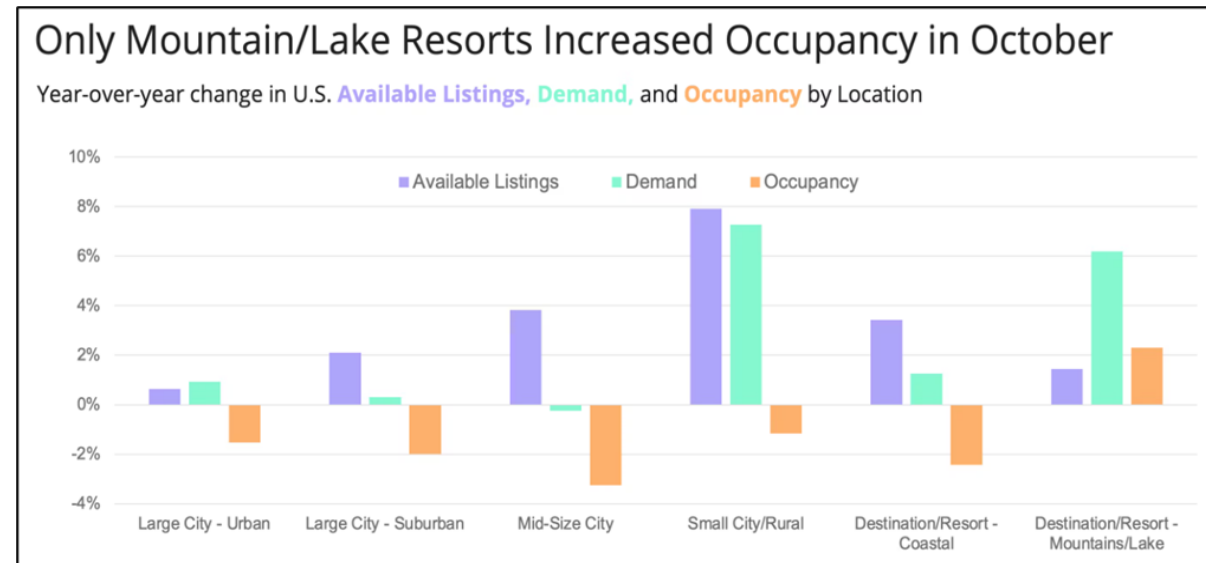
# U.S. Market Review



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## Short Term Rentals Update October 2025 (continued)

- “Performance varied by market type:
  - Mountain/Lake Resort markets were the only segment to grow occupancy.
  - Small City/Rural areas saw strong demand offset by faster listing growth, which diluted occupancy.
  - Mid-Size Cities saw slight demand declines paired with the second-fastest supply growth, leading to the steepest occupancy drop of all groups.
  - Over the summer, only resort destinations were able to grow occupancy, highlighting the continued strength of leisure-first travel.”



Source: AirDNA (11/17/2025)

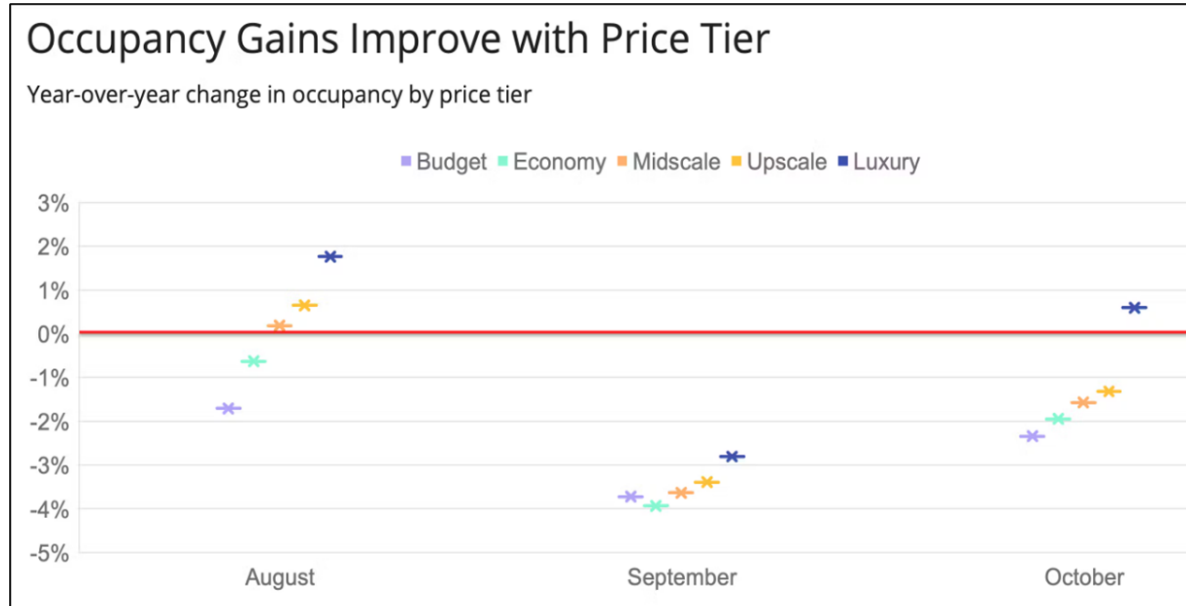
# U.S. Market Review



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## Short Term Rentals Update October 2025 (continued)

- “A similar pattern showed up across price tiers. Higher-priced properties continue to perform best.”
- “Luxury listings were the only tier to grow occupancy in October, while each lower tier saw progressively larger declines. This trend has been consistent since summer.”



Source: AirDNA (11/17/2025)

# U.S. Market Review



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

- Total Available Listings reached 1.75 million, a 3.2% increase Year-over-Year (YoY).
- Demand nights were up 2.5% in October.
- Occupancy averaged 54.0%, down -1.5% YoY.
- Average Daily Rates (ADR) climbed to \$233.39, up 1.7% from last year.
- Revenue per Available Rental (RevPAR) increased 0.1% YoY to \$125.97.

Source: AirDNA (11/17/2025)

# Lodging Tax Collections

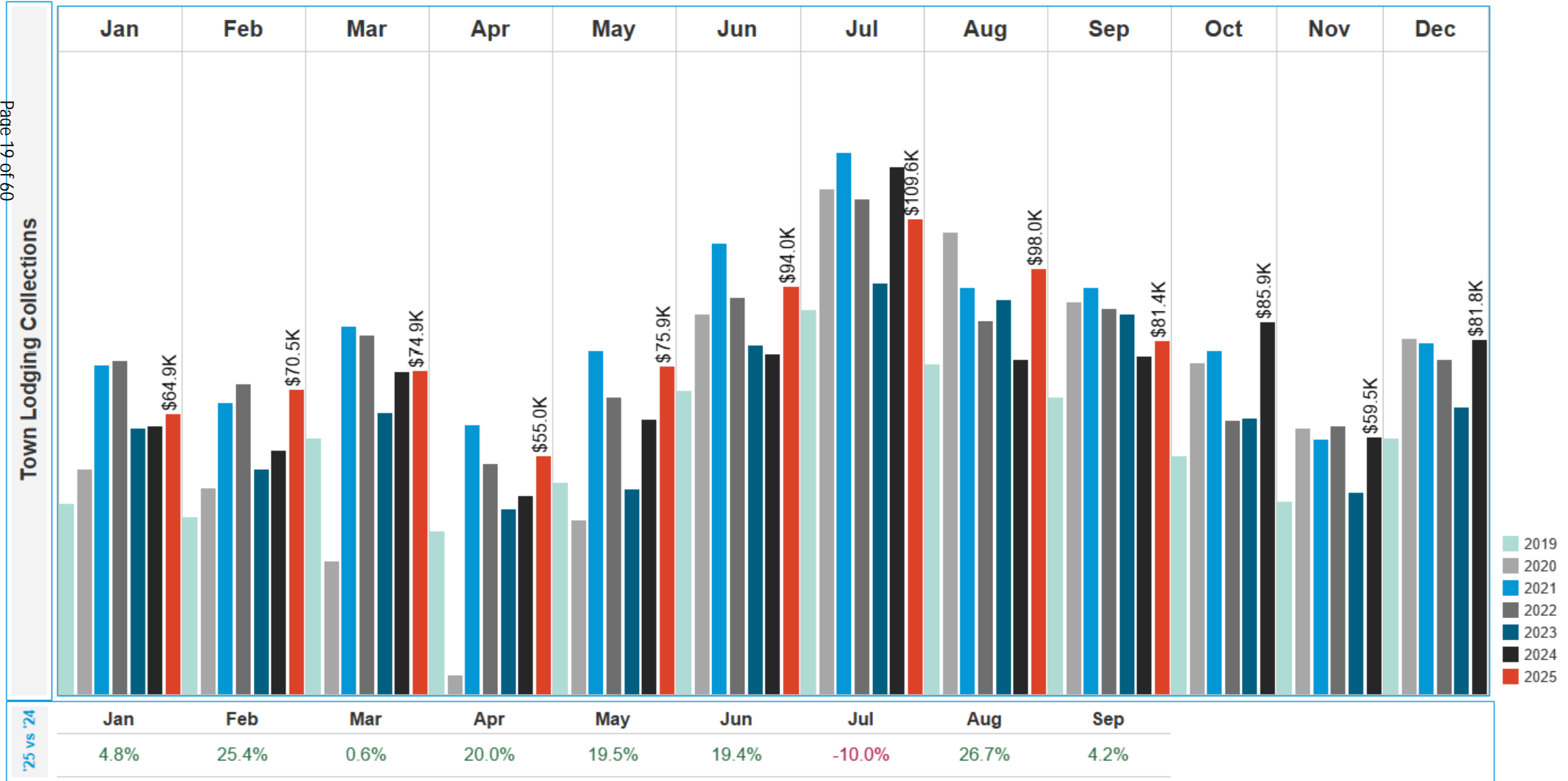




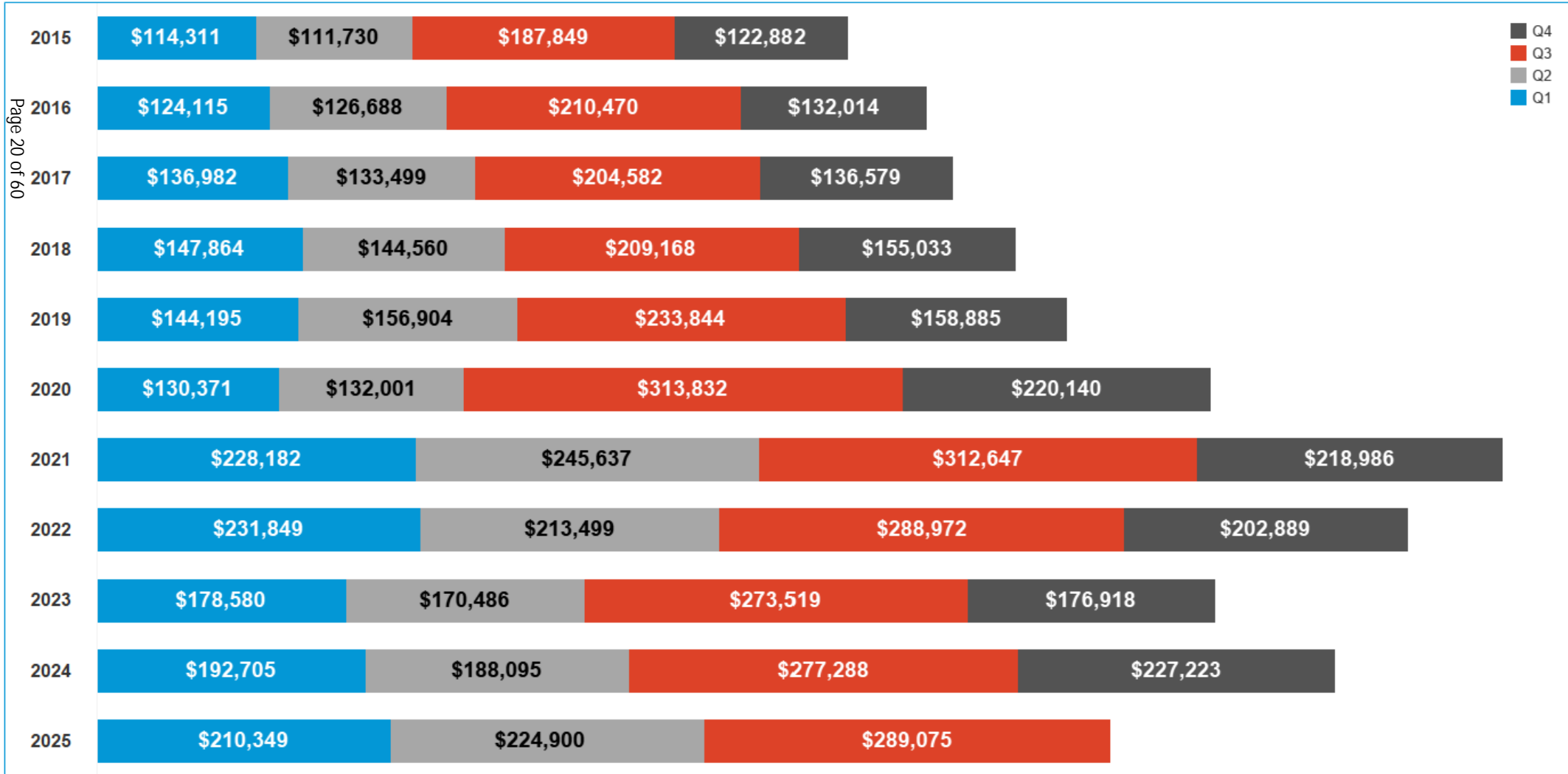
# Pagosa Springs Monthly Lodging Tax Collections

## Town Collections Through September 2025

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# Pagosa Springs Quarterly Lodging Tax Collections Town Collections Through September 2025



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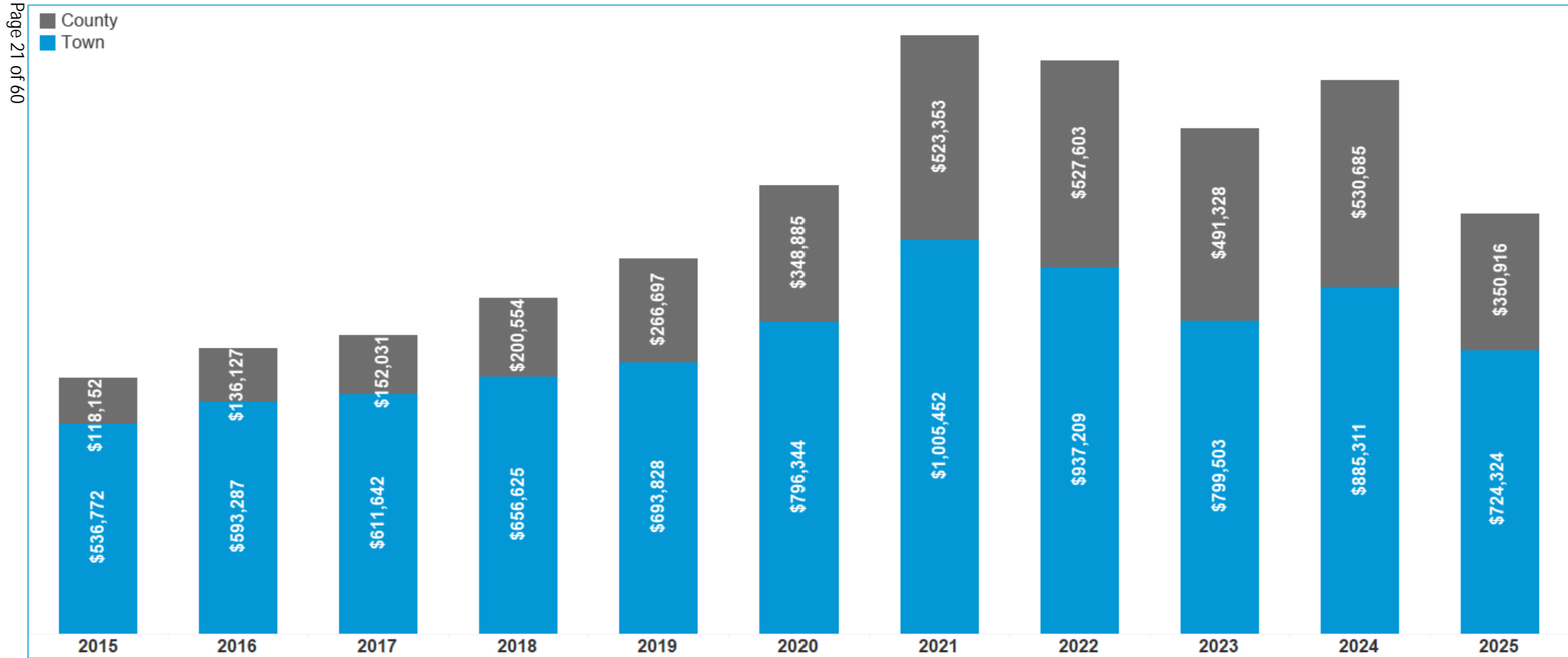
# Pagosa Springs Annual Lodging Tax Collections

## Total Collections Through September 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	\$1,075,240



\*2025 collections through September

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# Pagosa Springs Quarterly Lodging Tax Collections

## Total Collections Through September 2025



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

		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	\$117,354
	Town	\$111,730	\$126,688	\$133,499	\$144,560	\$156,904	\$132,001	\$245,637	\$213,499	\$170,486	\$188,095	\$224,900
	<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>\$342,254</b>
Q3	County	\$47,765	\$47,929	\$49,470	\$65,609	\$93,349	\$136,452	\$166,440	\$158,901	\$155,889	\$158,877	\$103,140
	Town	\$187,849	\$210,470	\$204,582	\$209,168	\$233,844	\$313,832	\$312,647	\$288,972	\$273,519	\$277,288	\$289,075
	<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>	<b>\$392,215</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>\$1,075,240</b>

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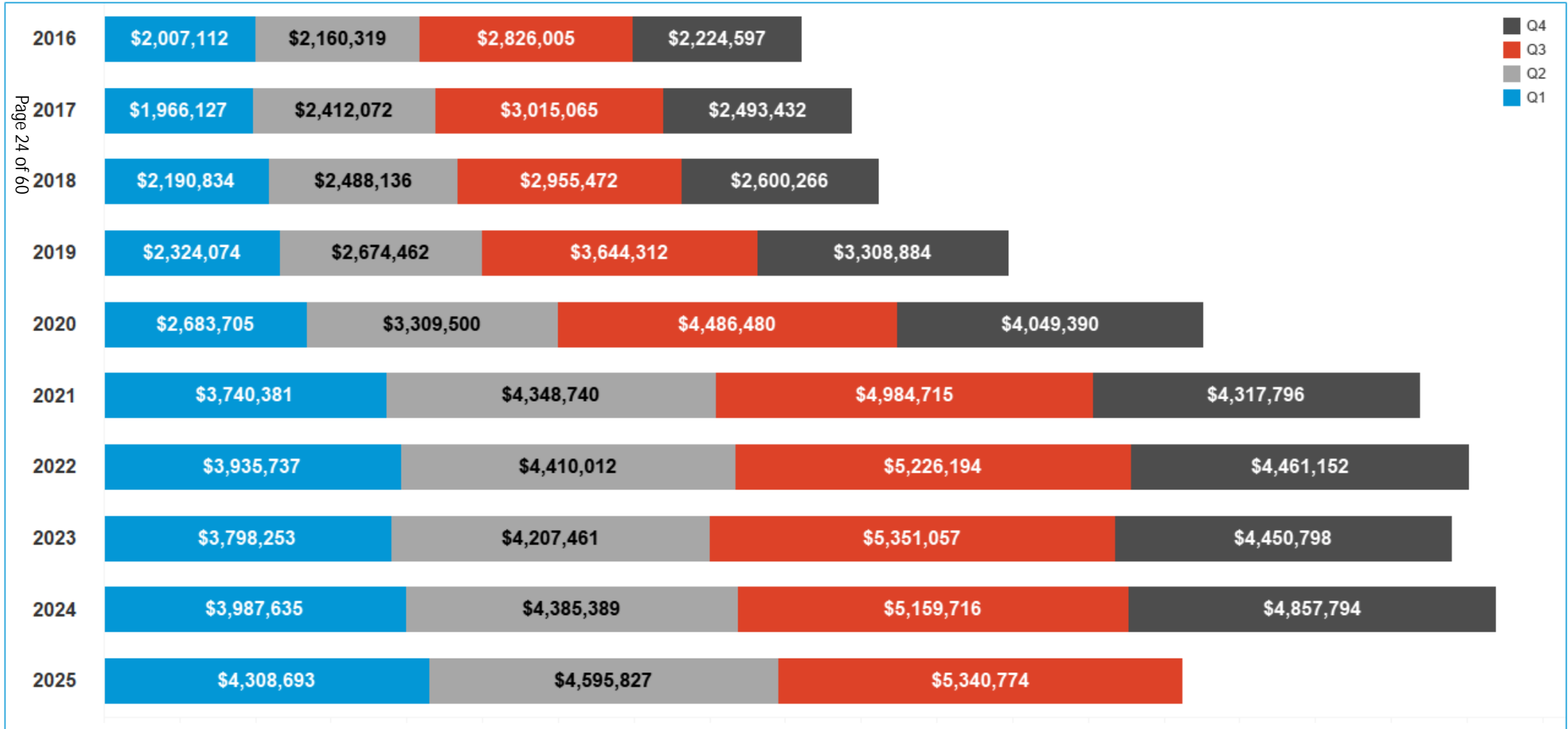
# Sales Tax Collections

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REPORTS TO BOARD IV.2.

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



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## Pagosa Springs Quarterly Sales Tax Collections Collections Through September 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					
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%					

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# Short-Term Rental Performance (Airbnb & Vrbo)



# AirDNA - Definitions



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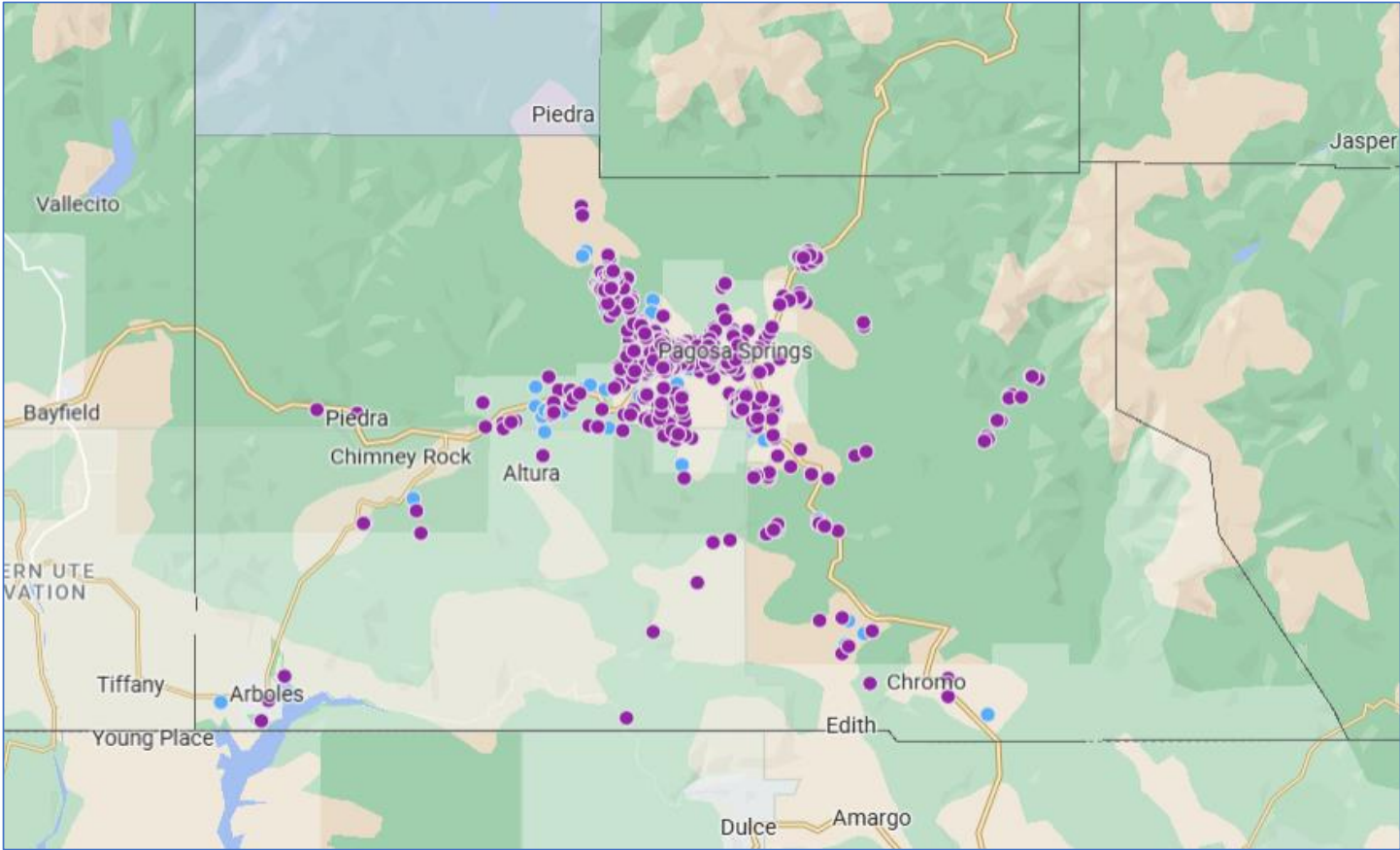
- **Active Listings** – Total number of listings whose calendars had at least one day classified as available or reserved during the reporting period.
- **Average Daily Rate** – Average daily rate (ADR) of booked nights in USD ( $ADR = \text{Total Revenue} / \text{Booked Nights}$ ).
- **Demand (Listing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

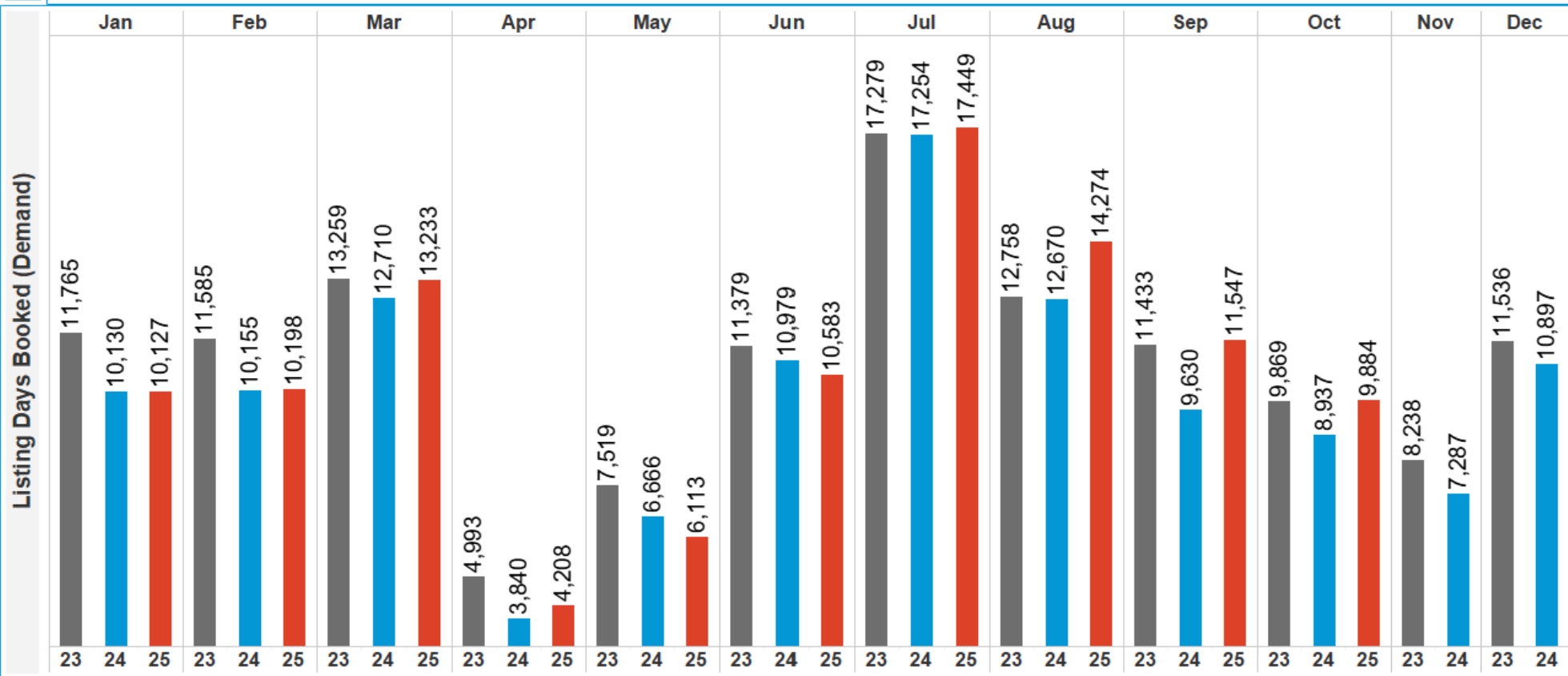
# Pagosa Springs Monthly Short-Term Rental Performance

## October 2025



Source: AirDNA, 'Entire Place' Listings Only

YOY	Oct '25	Occupancy	ADR	RevPAR	Active Listings	Listing Days Booked	Revenue
		44.9%	\$230.36	\$103.34	856	9,884	\$2,276,878
		-3.7%	-0.2%	-3.8%	14.9%	10.6%	10.4%



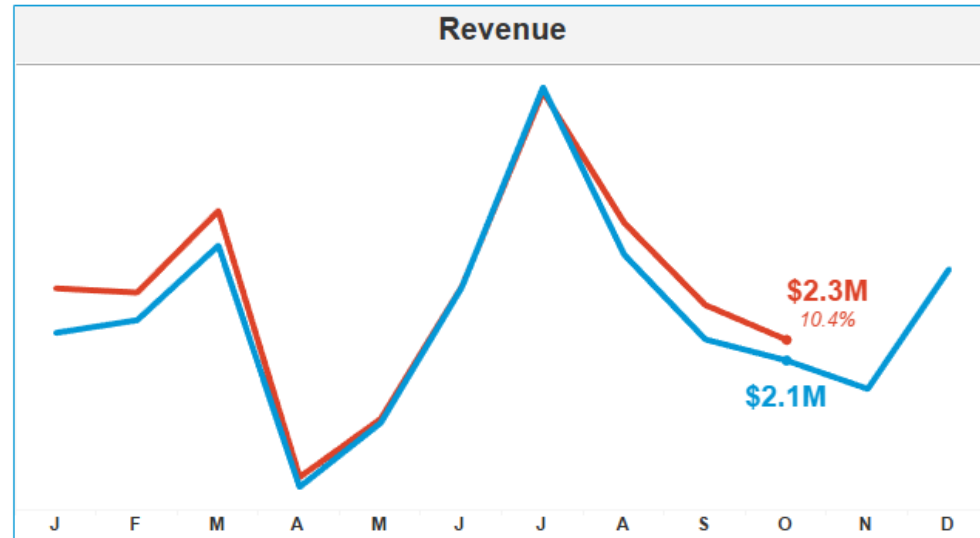
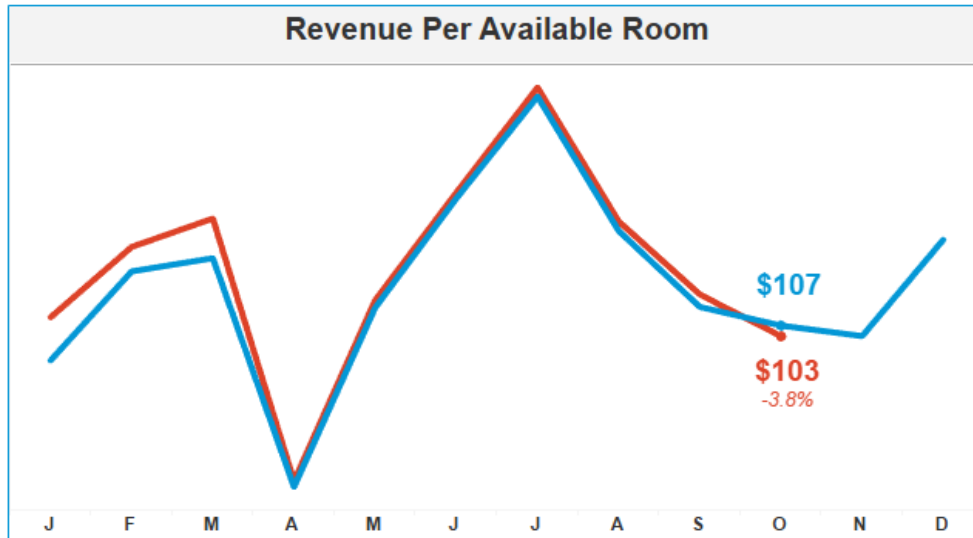
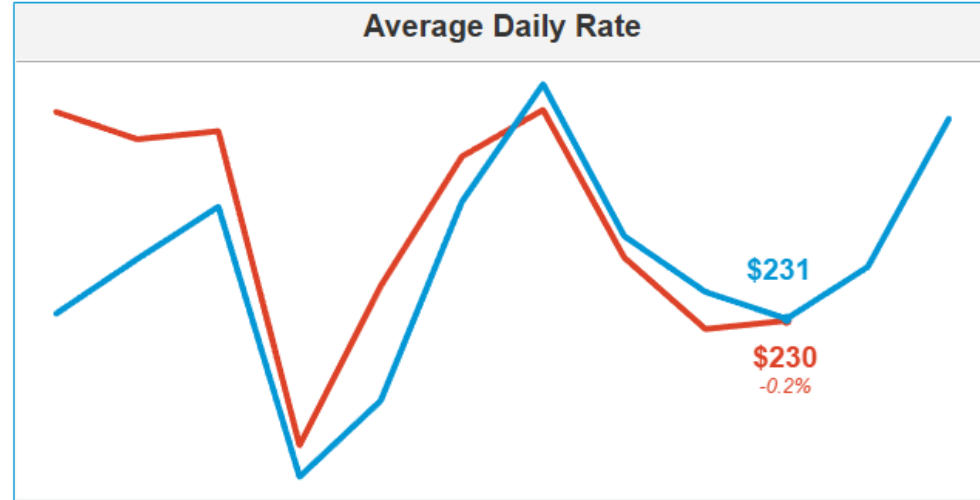
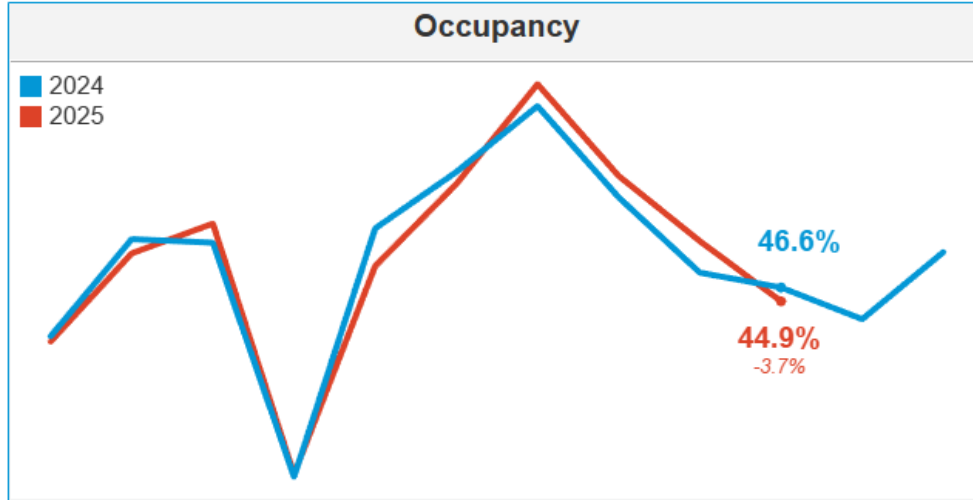
# Pagosa Springs Monthly Short-Term Rental Performance

## October 2025

Source: AirDNA, 'Entire Place' Listings Only



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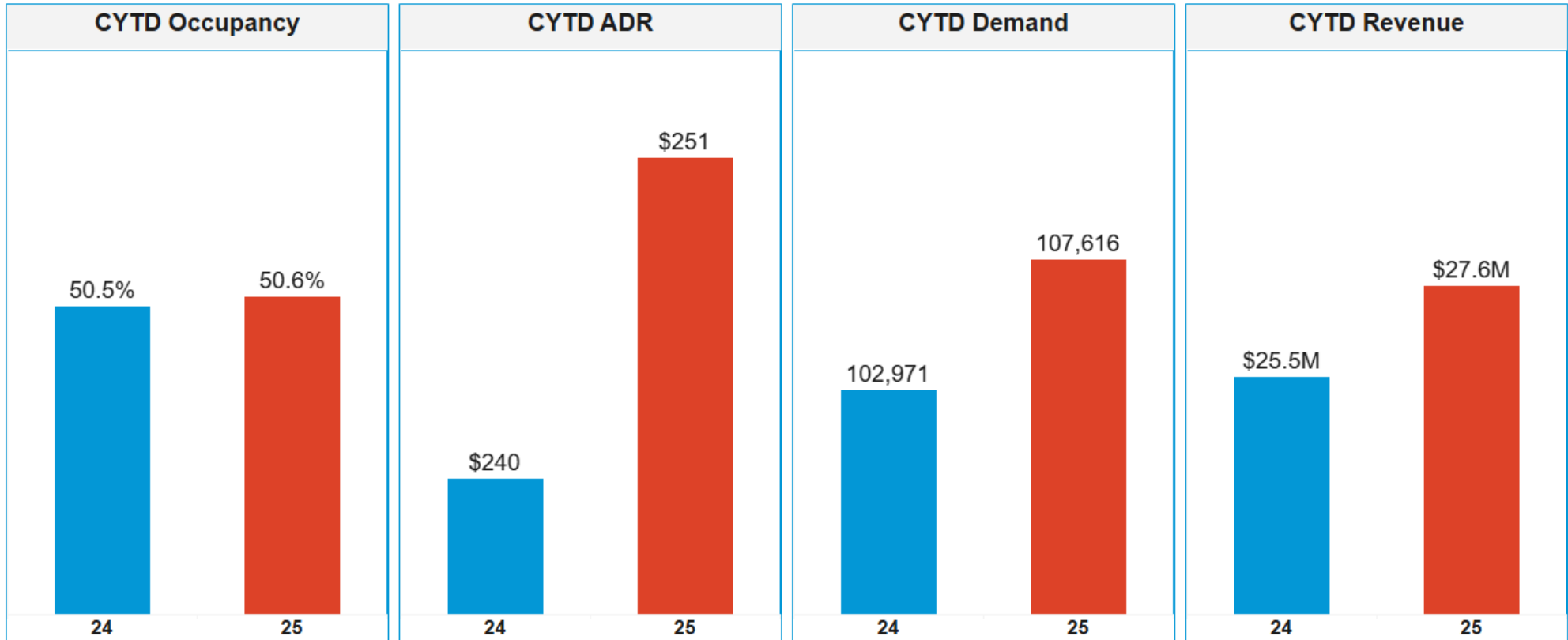
# Pagosa Springs Monthly Short-Term Rental Performance

## Calendar YTD Through October 2025

Source: AirDNA, 'Entire Place' Listings Only

	Occupancy	ADR	RevPAR	Avg. Active Listings	Listing Days Booked	Revenue
<b>YTD '25</b>	50.6%	\$251.17	\$129.08	848	107,616	\$27,592,532
<b>YOY</b>	0.3%	4.7%	4.6%	1.6%	4.5%	8.3%

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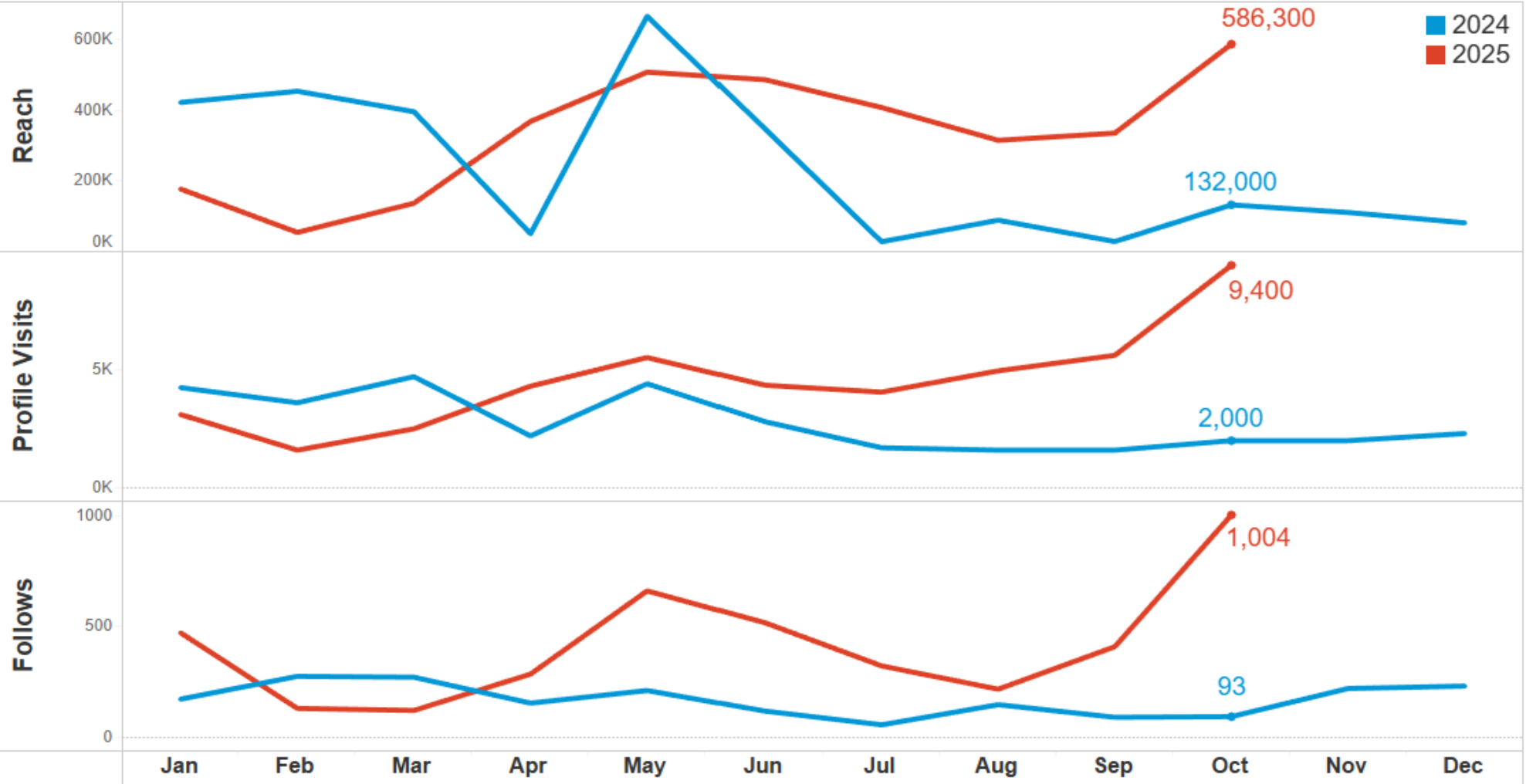
# Social Media Performance

# Pagosa Springs Monthly Social Media Performance Through October 2025

Source: Meta

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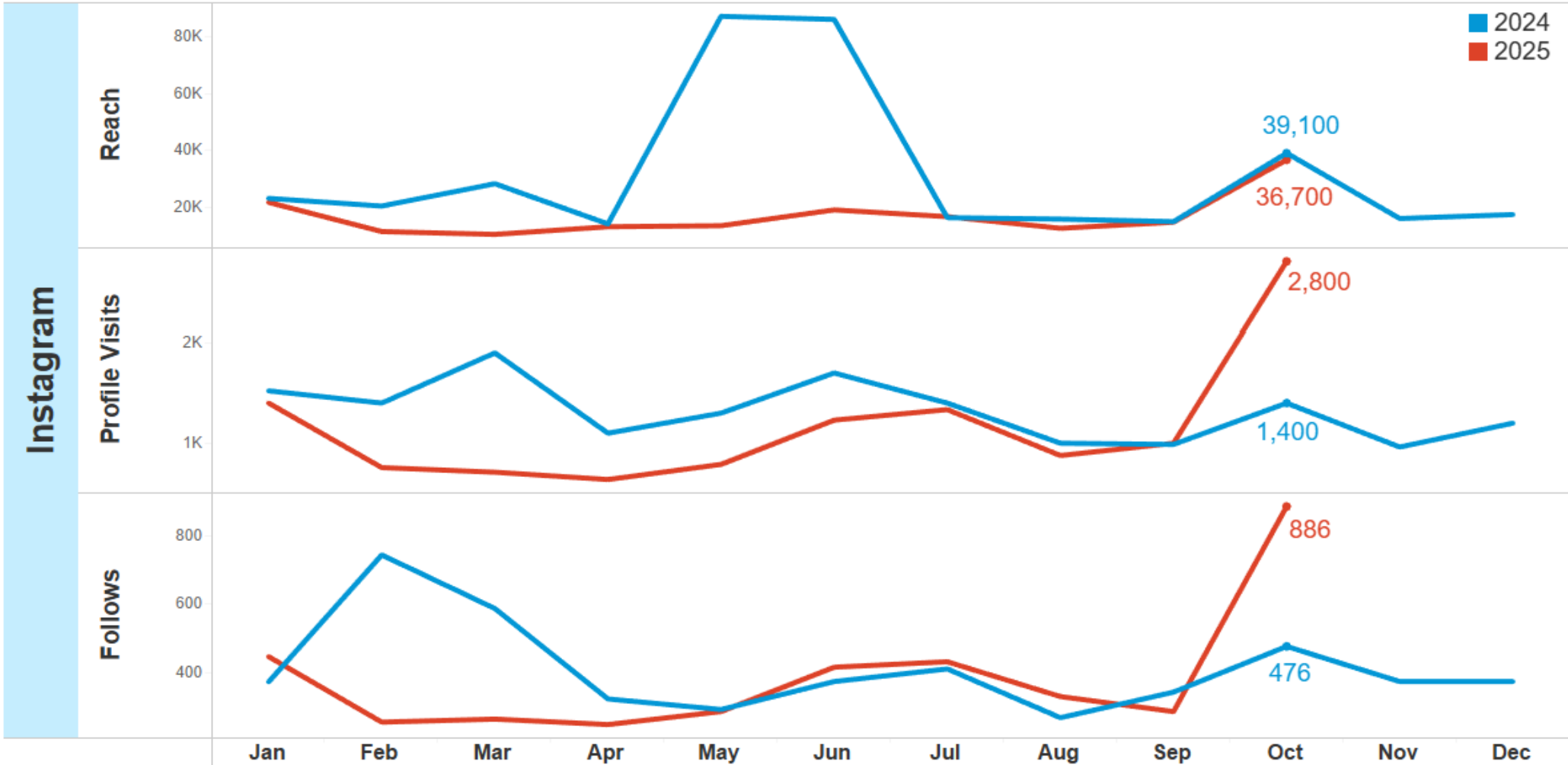
## Facebook



# Pagosa Springs Monthly Social Media Performance Through October 2025

Source: Meta

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Instagram

Reach

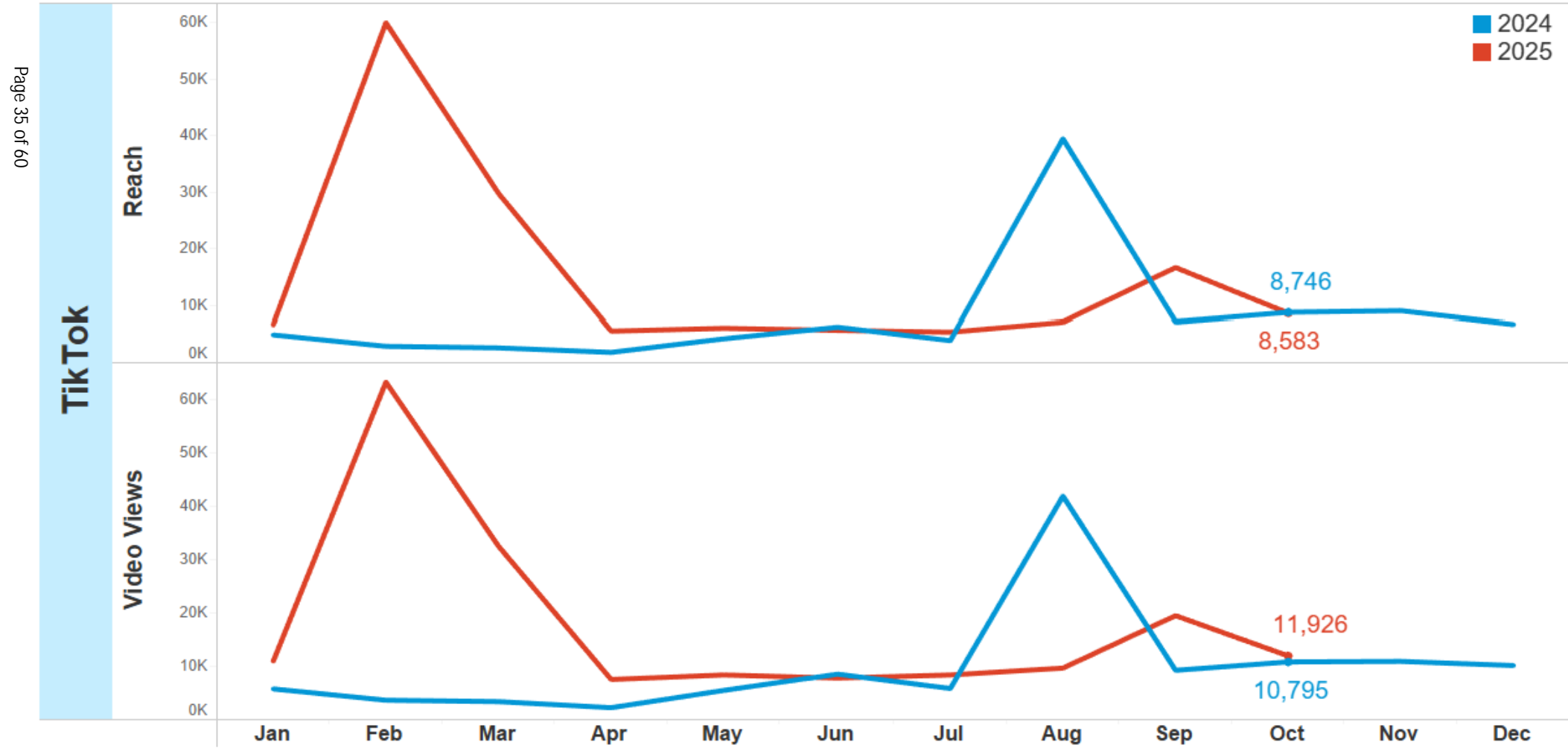
Profile Visits

Follows

2024  
2025

# Pagosa Springs Monthly Social Media Performance Through October 2025

Source: Tiktok

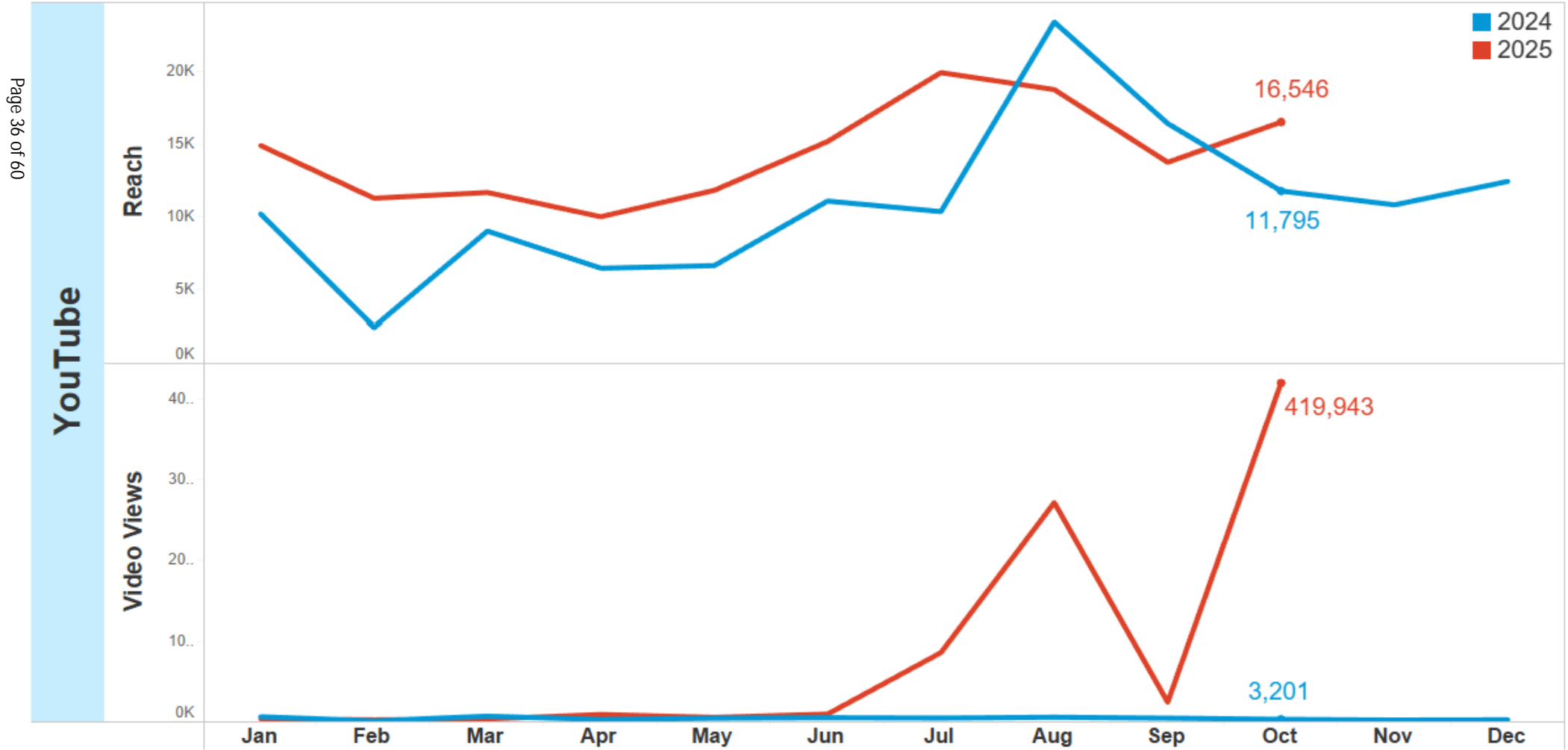


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TikTok

# Pagosa Springs Monthly Social Media Performance Through October 2025

Source: YouTube



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YouTube

# Placer.ai Geolocation Data



# Placer.ai - Definitions



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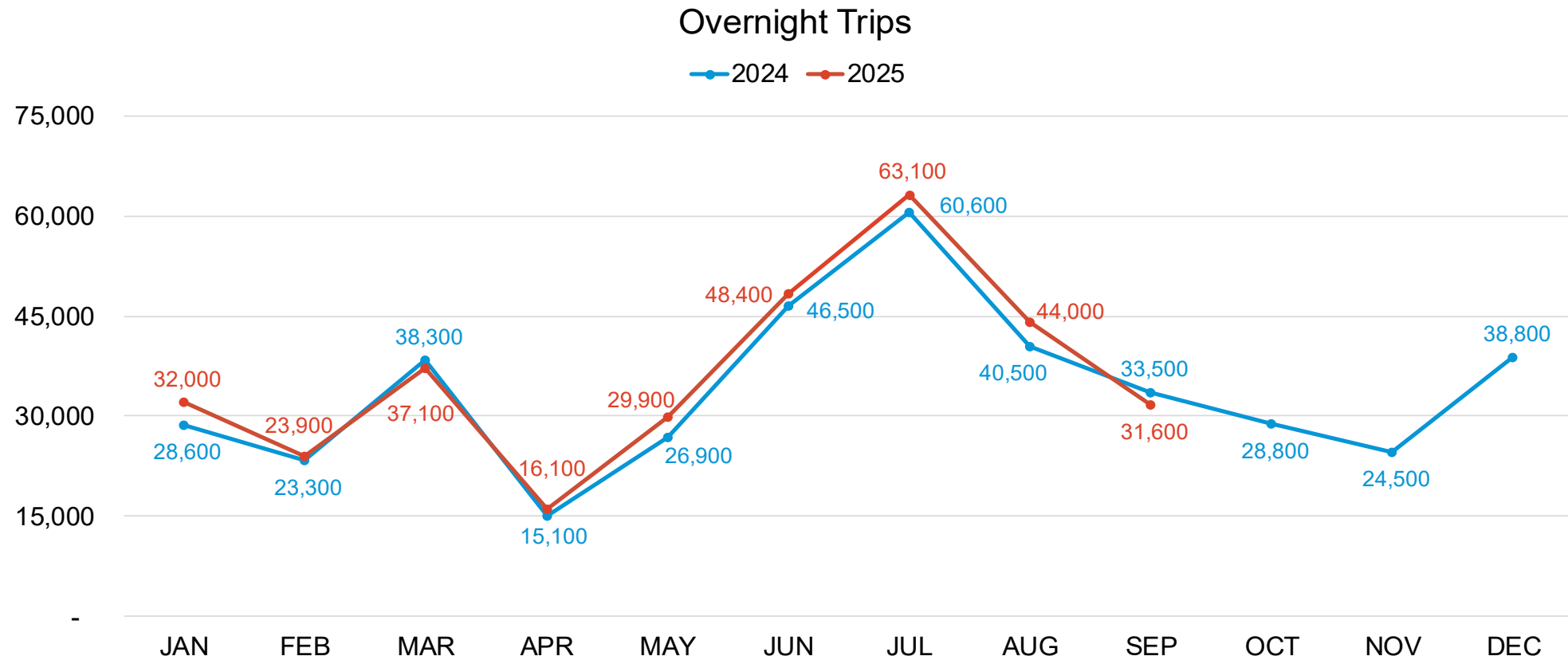
- **Overnight Trips** – “Overnight trips counts the total number of separate overnight trips (i.e. trips that include 1 or more overnight stays) made to the selected region within the selected timeframe, including multiple visits by the same person (so long as the multiple visits are in separate months; 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).”

Source: Placer.ai

# Placer.ai – Overnight Trips



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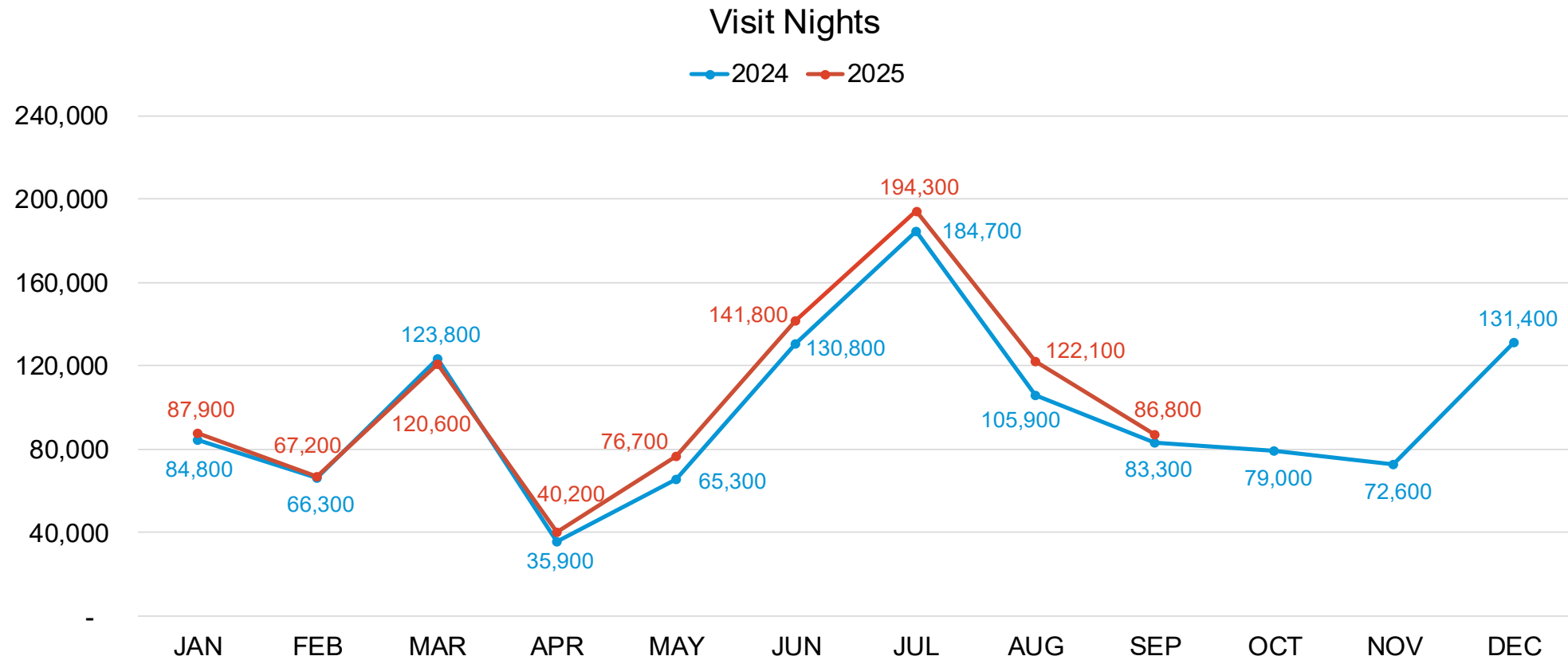


Source: Placer.ai

# Placer.ai – Visit Nights



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Source: Placer.ai

# Consumer Sentiment

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# American Travel Sentiment Study Wave 101



\*Survey fielded October 7, 2025; US National Sample of 1,000 adults 18+

\*Page 42 of 60

## American Travel Sentiment Wave 101 Highlights

### Key Findings:

- 1. A Look at Travel and Spending Habits this Holiday Season**  
41% of travelers plan to alter their frequency of travel this holiday season compared to last year. 23% plan to travel less this holiday season compared to last year, up 6-points from October 2024, while 18% plan to travel more this holiday season. 59% of travelers, however, plan to travel about the same amount this holiday season, indicating a strong holiday travel season this year. An equal number of travelers plan to spend more (24%) and spend less (24%) this holiday season, while 52% plan to spend about the same this holiday season compared to last year.
- 2. Travel by Car for the Holiday Season Popular Among Travelers**  
A majority of travelers (55%) plan to travel by car this holiday season, which is in line with 2024 holiday travel. 38% say they are using a car to travel for Thanksgiving, which is followed by car travel for Christmas/Hanukkah/Kwanzaa (29%). 30% of travelers say they plan to travel by plane, with 15% traveling by plane for Christmas/Hanukkah/Kwanzaa.
- 3. A Focus on Family this Holiday Season**  
This holiday season travelers have a focus on family. Half of travelers (50%) plan to travel with their spouse/significant other this year followed by 35% saying they plan to travel with their child(ren). The top activity travelers are participating in this holiday season is visiting friends/family, up highlighting the value of family and connection this holiday season.



Source: Longwoods International ATS Wave 101

Longwoods | miles  
INTERNATIONAL PARTNERSHIP

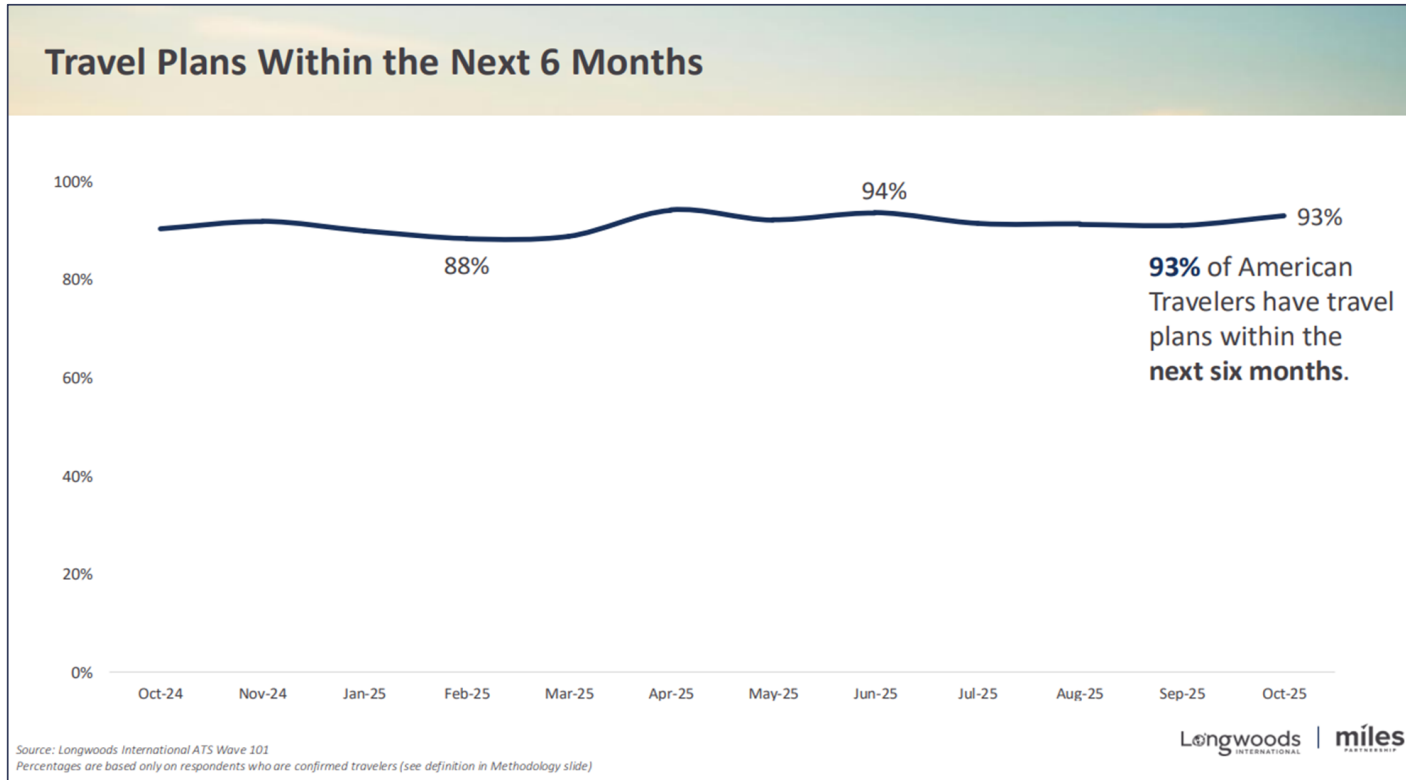
Source: Longwoods International

# American Travel Sentiment Study Wave 101



\*Survey fielded October 7, 2025; US National Sample of 1,000 adults 18+

\*Page 43 of 60



Source: Longwoods International

# American Travel Sentiment Study Wave 101



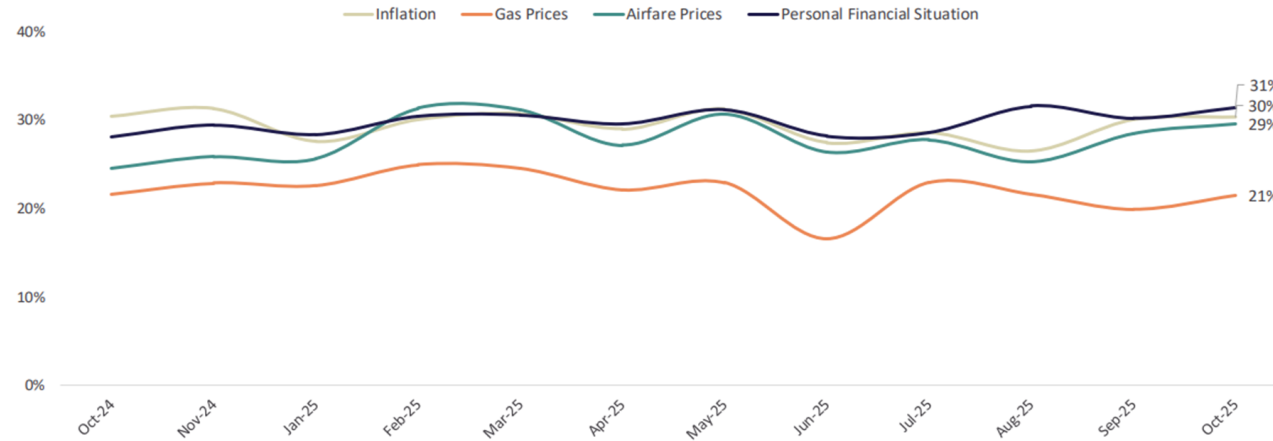
\*Survey fielded October 7, 2025; US National Sample of 1,000 adults 18+

\*Page 44 of 60

## Concerns Impacting Travel Plans Remain Stable

### 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 October 2024 to 2025.



Source: Longwoods International ATS Wave 101  
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 101

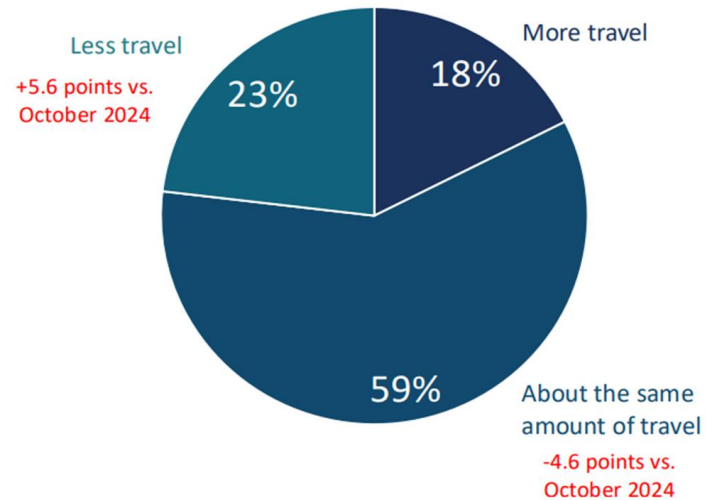


\*Survey fielded October 7, 2025; US National Sample of 1,000 adults 18+

\*Page 45 of 60

## Increase in Travelers Planning to Travel Less This Holiday Season Compared to Last Year

Compared to last year, how often do you plan to travel this holiday season?



Almost a quarter of travelers say they are planning to **travel less this holiday season (23%)** compared to last year, up 6-points versus October 2024, while **18%** say they **plan to travel more** this holiday season.

The majority of travelers (59%) **plan to travel about the same amount** this holiday season, however this figure is down 5-points versus October 2024.

Source: Longwoods International ATS Wave 101  
Percentages are based only on respondents who are confirmed travelers and have holiday travel plans



Source: Longwoods International

# American Travel Sentiment Study Wave 101

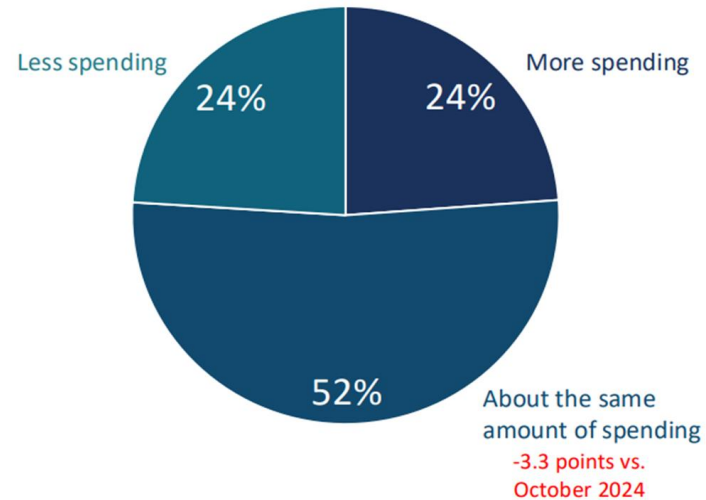


\*Survey fielded October 7, 2025; US National Sample of 1,000 adults 18+

\*Page 46 of 60

## An Equal Number of Travelers Planning to Spend More and Spend Less This Holiday Season Compared to Last Year

Compared to last year, how much do you plan to spend on travel this holiday season?



An equal number of travelers, **24%**, plan to **spend less** and **spend more** this holiday season compared to last year. **52%** of travelers are planning to **spend about the same amount**, which is down 3-points compared to October 2024.

Source: Longwoods International ATS Wave 101  
Percentages are based only on respondents who are confirmed travelers and have holiday travel plans



Source: Longwoods International

# American Travel Sentiment Study Wave 101



\*Survey fielded October 7, 2025; US National Sample of 1,000 adults 18+

\*Page 47 of 60

## 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: October 7, 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.



Longwoods International | miles PARTNERSHIP

Source: Longwoods International

# Canadian Travel Sentiment Study Wave 3



\*Survey fielded October 9-15, 2025; Canadian National Sample of 1,000 adults 18+

\*Page 48 of 60



Source: Longwoods International

# Canadian Travel Sentiment Study Wave 3



\*Survey fielded October 9-15, 2025; Canadian National Sample of 1,000 adults 18+

\*Page 49 of 60

## Key Highlights



Canadian Travel Sentiment Study Oct 2025

- **Almost One Quarter (23%) of Canadian Travelers Indicated They Canceled Their Travel Plans to the U.S.**  
In the past six months, 23% of Canadian travelers surveyed canceled a previously planned trip to the U.S. Looking ahead, 56% do not intend to visit in the next year.
- **Policy and Politics Continue to Deter Visits, but Indifference is Growing**  
53% of Canadian travelers report U.S. government policies, trade practices, or political statements make them less likely to travel to the U.S.—a drop from 63% in July and 60% in April. The share saying U.S. policies have no influence on their intent has increased to 23%, signaling a modest shift toward indifference.
- **Domestic Substitution Remains Top Alternative**  
37% of Canadian travelers now say they would substitute a planned U.S. trip with a domestic trip—down from 42% in July—but still the most chosen alternative. Only 22% are shifting to new international destinations, and trip cancellations have held steady since July at 19%.
- **Europe Retains Lead as Most Considered International Alternative**  
Among those replacing the U.S. with international travel, Europe remains the top alternative, followed by Mexico and the Caribbean.
- **U.S. Draws Praise for Attractions but Remains Perceived as Unwelcoming**  
While 85% say the U.S. offers abundant attractions, only 39% see it as welcoming to travelers of diverse backgrounds, and just 44% feel welcomed as Canadians, highlighting an enduring gap between destination appeal and hospitality perceptions.

Longwoods  
INTERNATIONAL

Source: Longwoods International

# Canadian Travel Sentiment Study Wave 3



\*Survey fielded October 9-15, 2025; Canadian National Sample of 1,000 adults 18+

\*Page 50 of 60

## 23% Of Canadian Travelers Canceled Their U.S. Plans In The Last 6 Months

Did you travel to the U.S. in the last 6 months?



Canadian Travel Sentiment Study Oct 2025  
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Longwoods  
INTERNATIONAL

Source: Longwoods International

# Canadian Travel Sentiment Study Wave 3

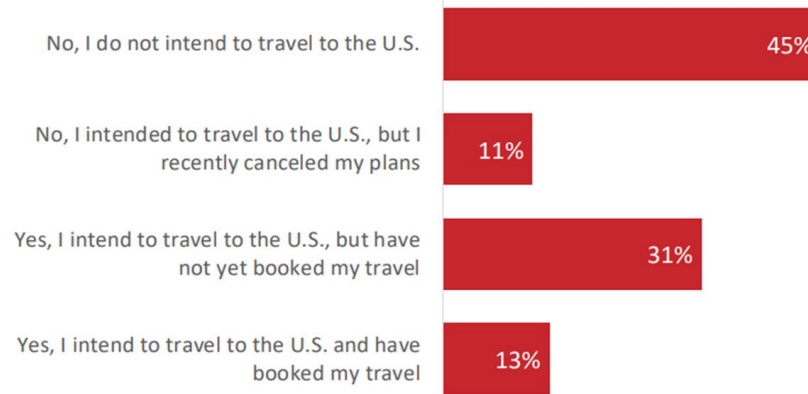


\*Survey fielded October 9-15, 2025; Canadian National Sample of 1,000 adults 18+

\*Page 51 of 60

## Nearly Half of Canadian Travelers Do Not Intend to Travel to the U.S. in the Next Year

In the next 12 months, do you intend to travel to the U.S.?



In the next twelve months, **56% of Canadian travelers** do not intend to travel to the U.S., **11%** of which previously intended to visit, but recently canceled their plans.

**44% of Canadian travelers** do have intentions to travel to the U.S., of which **13%** have already booked their travel.

Canadian Travel Sentiment Study Oct 2025  
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)



Source: Longwoods International

# Canadian Travel Sentiment Study Wave 3

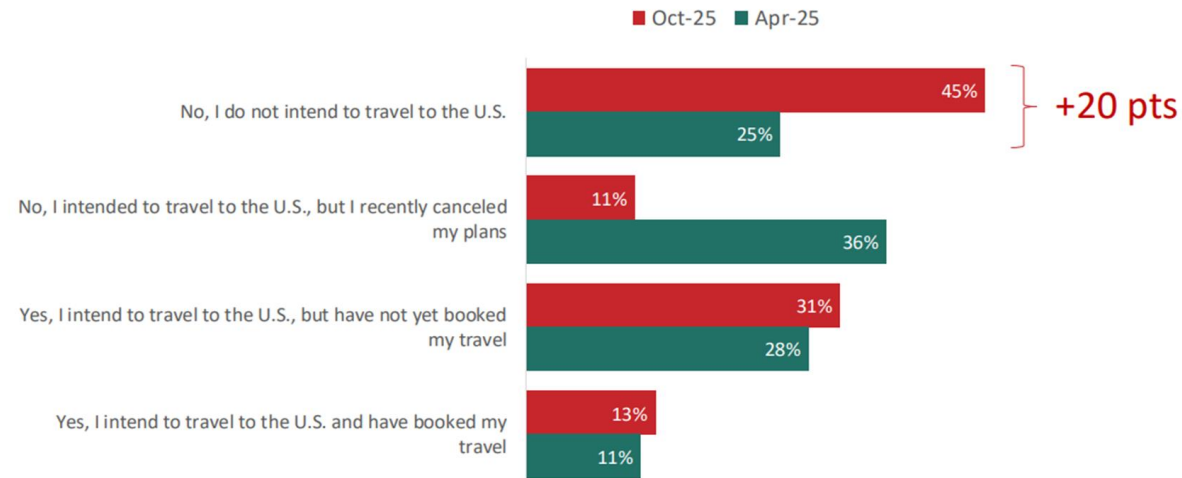


\*Survey fielded October 9-15, 2025; Canadian National Sample of 1,000 adults 18+

\*Page 52 of 60

## Intent to Travel to the U.S. Continues to Decline

In the next 12 months, do you intend to travel to the U.S.?



Canadian Travel Sentiment Study Oct 2025 vs Apr 2025  
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)



Source: Longwoods International

# Canadian Travel Sentiment Study Wave 3

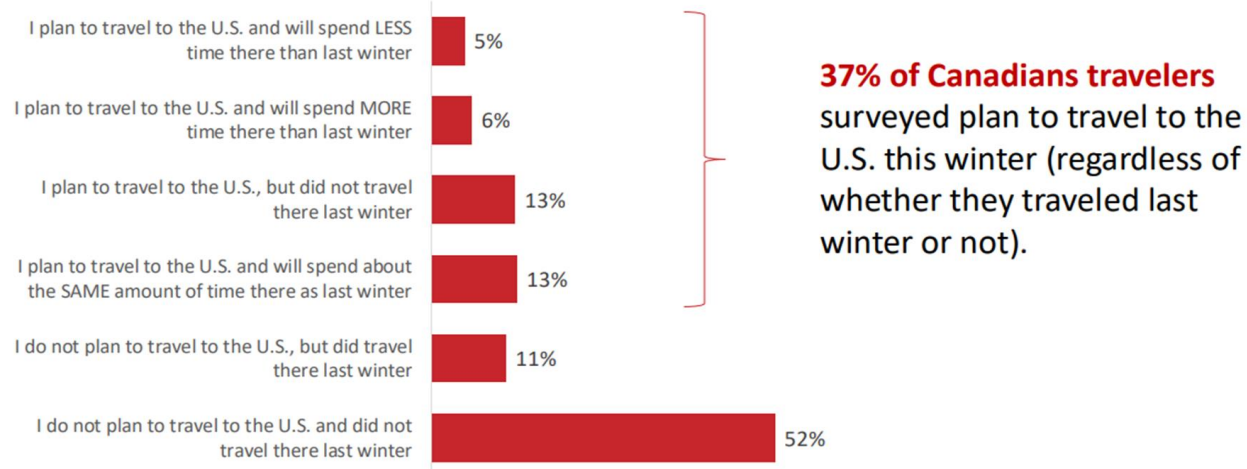


\*Survey fielded October 9-15, 2025; Canadian National Sample of 1,000 adults 18+

\*Page 53 of 60

## 37% Plan U.S. Winter Travel

Thinking about the upcoming winter season, how do your travel plans to the U.S. this winter compare to last winter?



Canadian Travel Sentiment Study Oct 2025  
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Longwoods INTERNATIONAL

Source: Longwoods International

# Canadian Travel Sentiment Study Wave 3

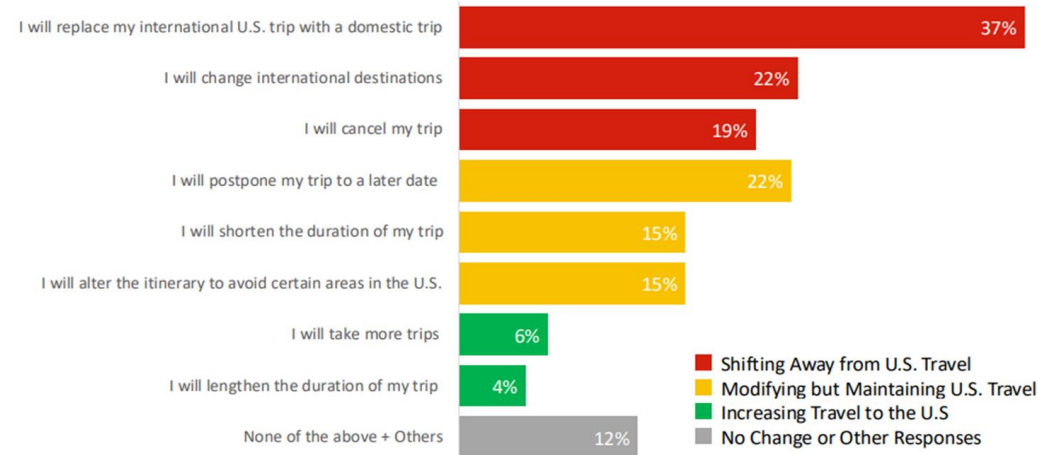


\*Survey fielded October 9-15, 2025; Canadian National Sample of 1,000 adults 18+

\*Page 54 of 60

## Canadian Travel Adaptations: Domestic Substitution Remains Top Alternative

You indicated that the current U.S. government policies are influencing your travel plans to the U.S., how will you change your travel plans to the U.S. in the next 12 months?



Canadian Travel Sentiment Study Oct 2025

Percentages are based only on respondents who are confirmed travelers and indicated U.S. policies and politics is influencing their travel plans

Note: Respondents could select multiple options, therefore, percentages may not sum to 100%.

Longwoods INTERNATIONAL

Source: Longwoods International

# Canadian Travel Sentiment Study Wave 3

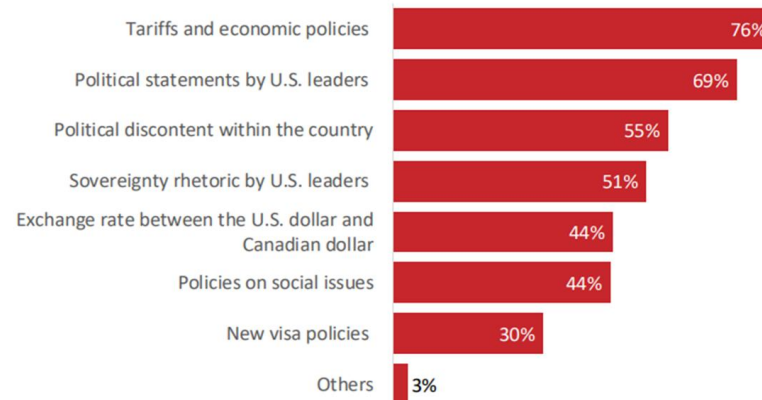


\*Survey fielded October 9-15, 2025; Canadian National Sample of 1,000 adults 18+

\*Page 55 of 60

## Tariffs and U.S. Politics Shape Canadian Travel Plans

You indicated that you will change your travel plans to the U.S. in the next 12 months. Which of the following U.S. government policies, trade practices, and/or political statements caused you to change your travel plans?



While economic policies and political rhetoric are the leading factors, the **exchange rate between the U.S. dollar and Canadian dollar (44%)** and **policies on social issues (44%)** are also important considerations influencing Canadian travelers' travel decisions.

Note: Respondents could select multiple options; therefore, percentages may not sum up to 100%.

Canadian Travel Sentiment Study Oct 2025  
Percentages are based only on respondents who are confirmed travelers and indicated U.S. policies and politics is influencing their travel plans



Source: Longwoods International

# Canadian Travel Sentiment Study Wave 3



\*Survey fielded October 9-15, 2025; Canadian National Sample of 1,000 adults 18+

\*Page 56 of 60



## Canadian Travel Sentiment Study

# Methodology

### Key Details:

- Survey Date: Oct 9-15, 2025
- Sample Size: 1,000 Canadian adults (18+)
- Margin of Error: ±3%
- Representative of Canadian population demographics (age, gender, province)

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.



Source: Longwoods International

# THANK YOU

Page 57 of 60



PAGOSA  
SPRINGS  
COLORADO

REPORTS TO BOARD IV.2.

Page 62 of 208



**BLUE ROOM**  
RESEARCH

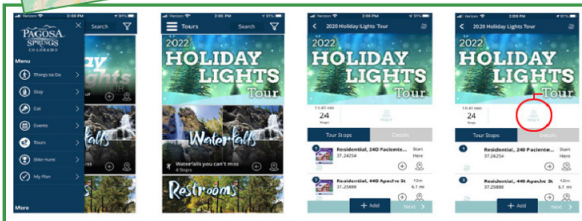
# HOLIDAY LIGHTS 2025 Tour

Download the Visit Pagosa Springs app from the Apple Store or Google Play.



## Get into the Holiday Spirit

- Grab your phone and download the **Visit Pagosa Springs app**
- Check out the locations of contest entries on the map
- Take an evening drive to see all the beautiful decorations & lights
- Viewing starts November 28th!**
- Vote by December 17th** for your favorite Business, Residential and Store Window Displays



**VOTE  
HERE**



Sponsored by:

The Pagosa Springs **SUN**  
**VisitPagosaSprings.com**

5TH  
ANNUAL

OLD FASHIONED  
Christmas  
CELEBRATION

SATURDAY | DECEMBER 20<sup>TH</sup>, 2025 | 5-7PM  
DOWNTOWN PAGOSA SPRINGS

Come enjoy a festive evening in downtown Pagosa Springs along the Riverwalk, with twinkling lights, holiday displays, live music, warm cocoa, treats, a visit from Santa Claus, and plenty of holiday cheer.

[www.VisitPagosaSprings.com](http://www.VisitPagosaSprings.com)

VISIT  
PAGOSA SPRINGS



Who are our  
Domestic Visitors?  
2023 -2025 Comparison of  
Visitors by State and DMA  
*Annually, Monthly and Seasonally*

All data collected through Placer.AI and Datafy



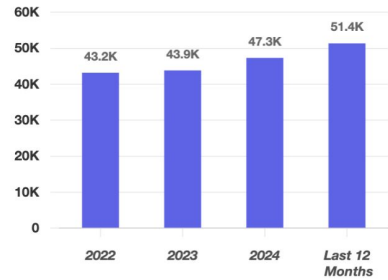
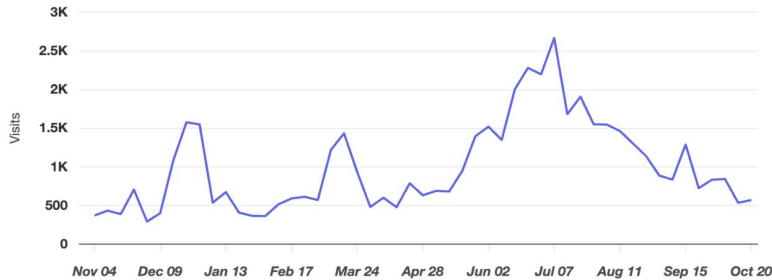


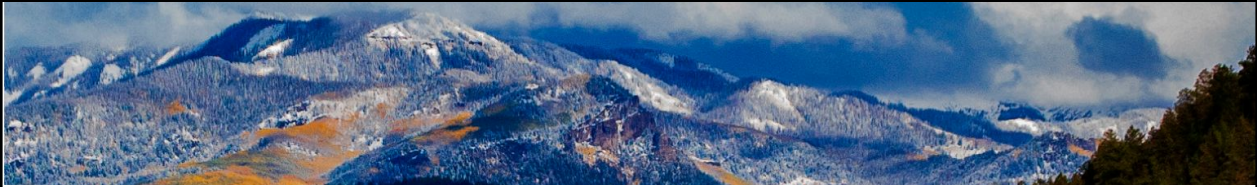
# Overview of all Visitor Center Traffic (since 2022)

## Visits Trend ?

Visitor Center  
Hot Springs Blvd, Pagosa Springs, CO

Metric: Visits  
Aggregation: Weekly  
Annual Summary





# Overview of 2025 Visitor Center Traffic

## Metrics [?](#)

### Visitor Center

Hot Springs Blvd, Pagosa Springs, CO



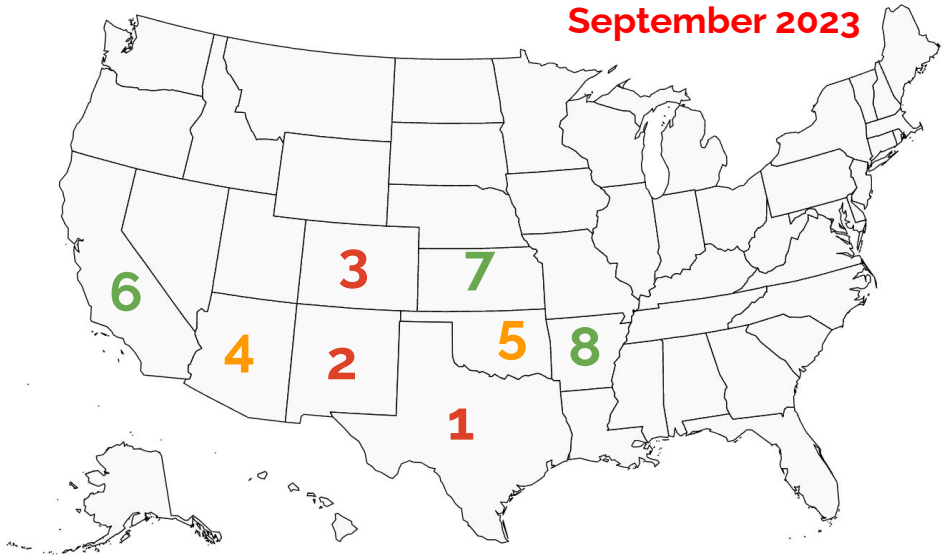
Visits	51.4K	Avg. Dwell Time	39 Min
Visits / sq ft	2.96	Panel Visits	4.4K
Size - sq ft	17.4K	Visits YoY	+11.2%
Visitors	43.1K	Visits Yo2Y	+17.9%
Visit Frequency	1.19	Visits Yo3Y	+18.6%

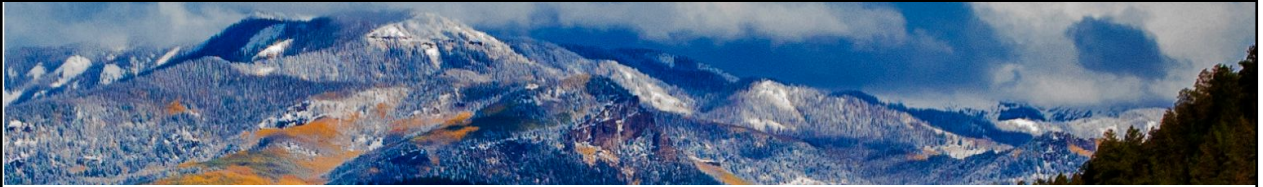


## 2023 Annual Visitors (top states)

October 2022 -  
September 2023

- #1 Texas
- #2 New Mexico
- #3 Colorado
- #4 Arizona
- #5 Oklahoma
- #6 California
- #7 Kansas
- #8 Arkansas





## 2024 Annual Visitors (top states)

#1 Texas

October 2023 -  
September 2024

#2 New Mexico

#3 Colorado

#4 Arizona

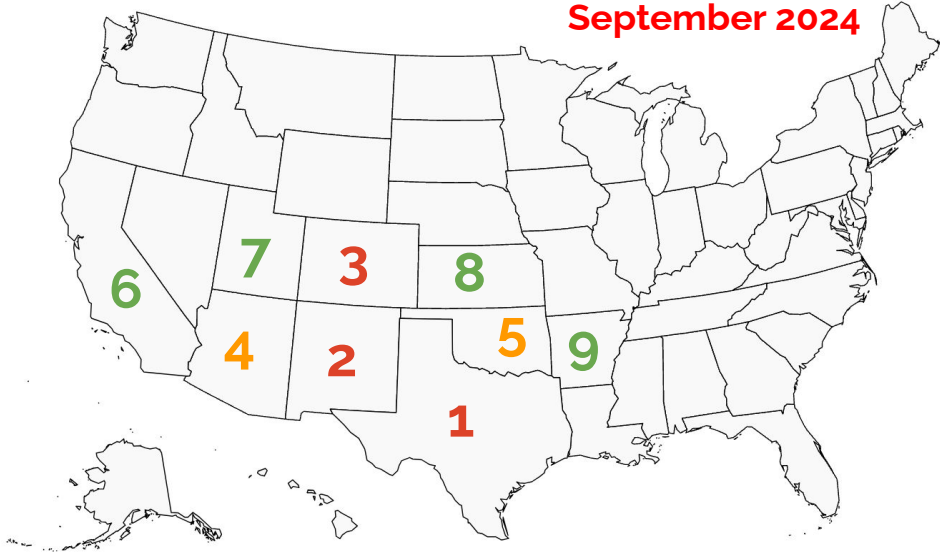
#5 Oklahoma

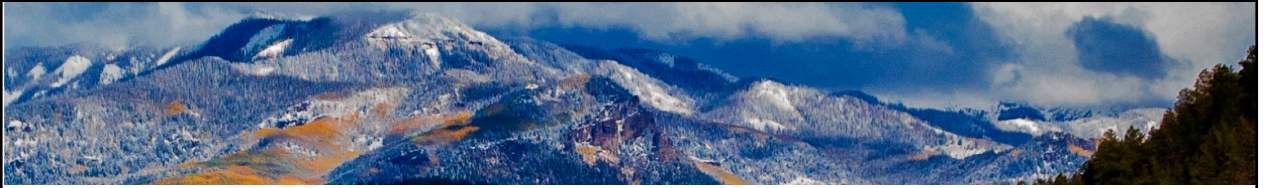
#6 California

#7 Utah

#8 Kansas

#9 Arkansas





## 2025 Annual Visitors (top states)

#1 Colorado

#2 Texas

#3 New Mexico

#4 Arizona

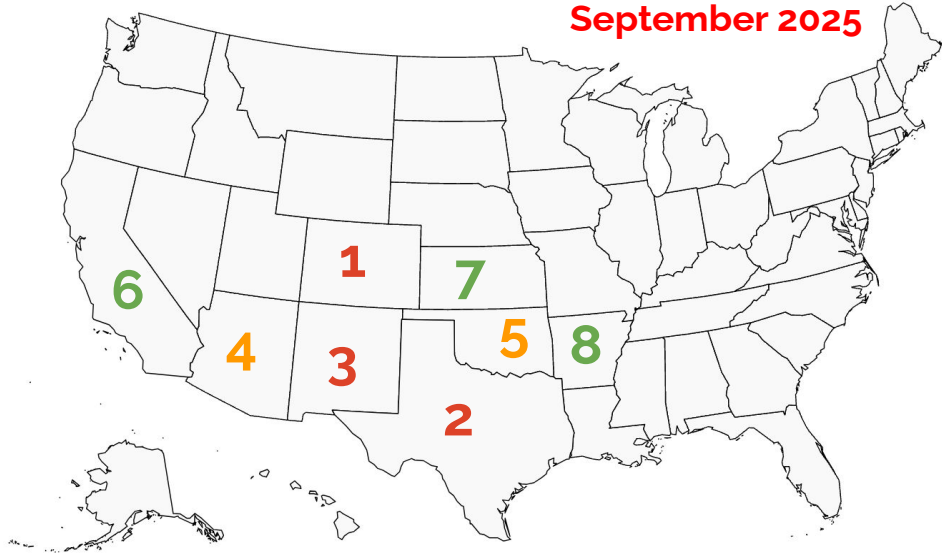
#5 Oklahoma

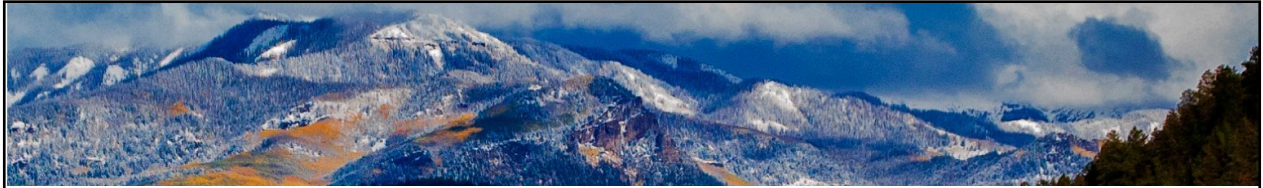
#6 California

#7 Kansas

#8 Arkansas

October 2024 -  
September 2025





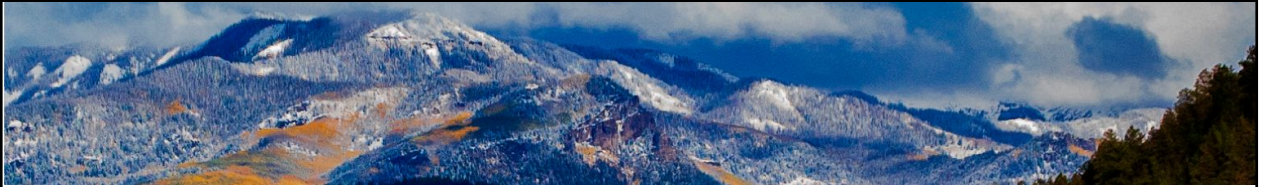
## Annual Visitors (top states)

- Top Markets: The Core Markets Remain Dominant (but, order has shifted)
  - Across all years, Texas, New Mexico, and Colorado remain the top-producing states.
  - Colorado rose to #1 overall in 2025 and has strengthened significantly
  - New Mexico shows a gradual decline in top-three position strength.
- Arizona, Oklahoma, and California (reliable but seasonal)
  - Arizona: strong spring–fall, weaker winter
  - Oklahoma: consistent, but fluctuates some springs
  - California: most active May–October; almost absent in winter



## Annual Visitors (top states)

- Trip Duration Patterns Are Consistent Across Months
  - Longest Trips
    - Texas visitors consistently stay 3.7–4.5 nights
    - Oklahoma and Arizona also trend long (3.2–4.3 nights)
    - DMAs: Dallas, Austin, Houston, San Antonio tend to stay 4+ nights
  - Shortest Trips
    - Colorado visitors consistently stay ~2.0–2.8 nights
    - New Mexico follows similar patterns (~2.0–2.6 nights)
    - DMAs like Albuquerque, Denver, Santa Fe show stays of 2.0–2.6 nights
- What does it mean? Typical Drive market behavior
  - Nearby markets = more frequent, shorter trips
  - Farther markets = significantly higher economic value per visitor.



## 2023 Spring Visitors (top states)

March 2023 - May 2023

#1 New Mexico

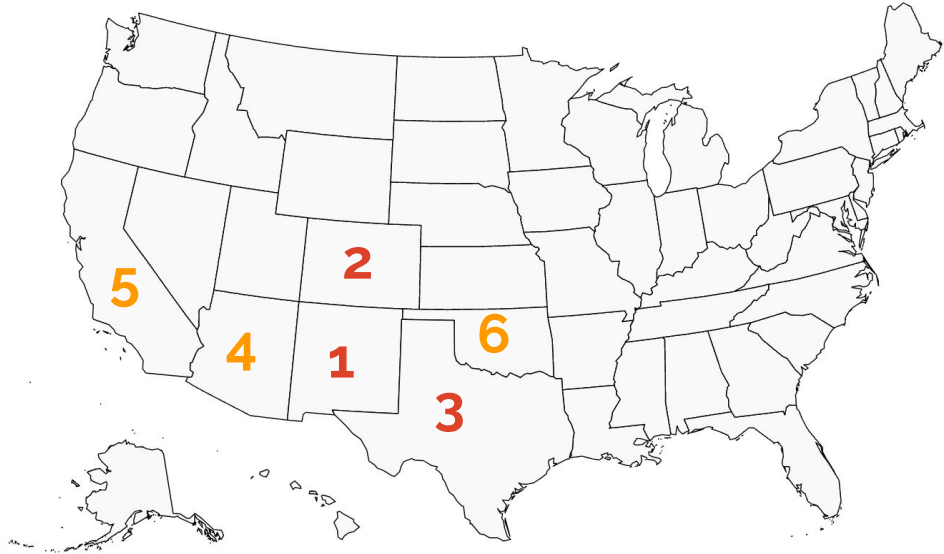
#2 Colorado

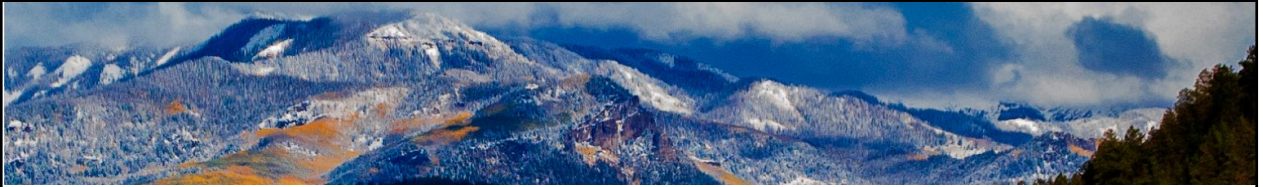
#3 Texas

#4 Arizona

#5 California

#6 Oklahoma





# 2024 Spring Visitors (top states)

March 2024 - May 2024

#1 Colorado

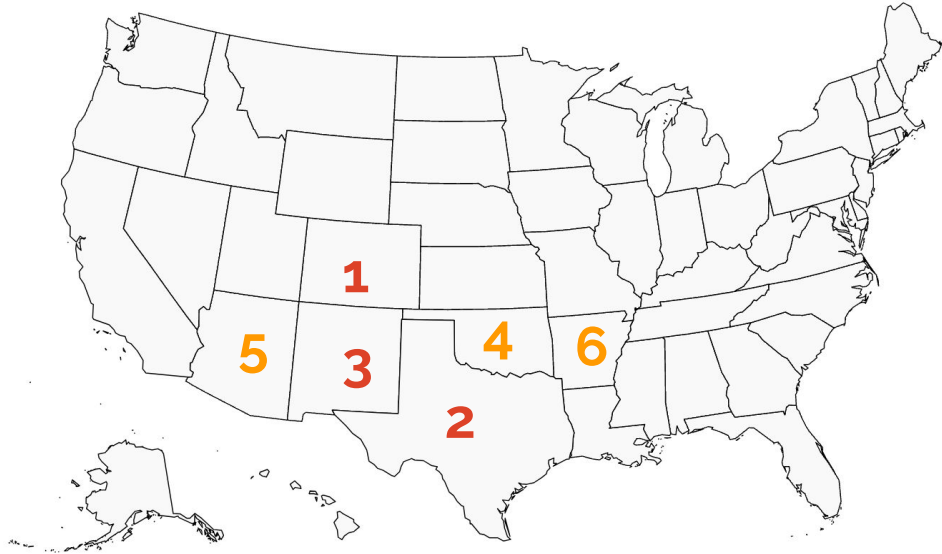
#2 Texas

#3 New Mexico

#4 Oklahoma

#5 Arizona

#6 Arkansas





## 2025 Spring Visitors (top states)

March 2025 - May 2025

#1 Colorado

#2 Texas

#3 New Mexico

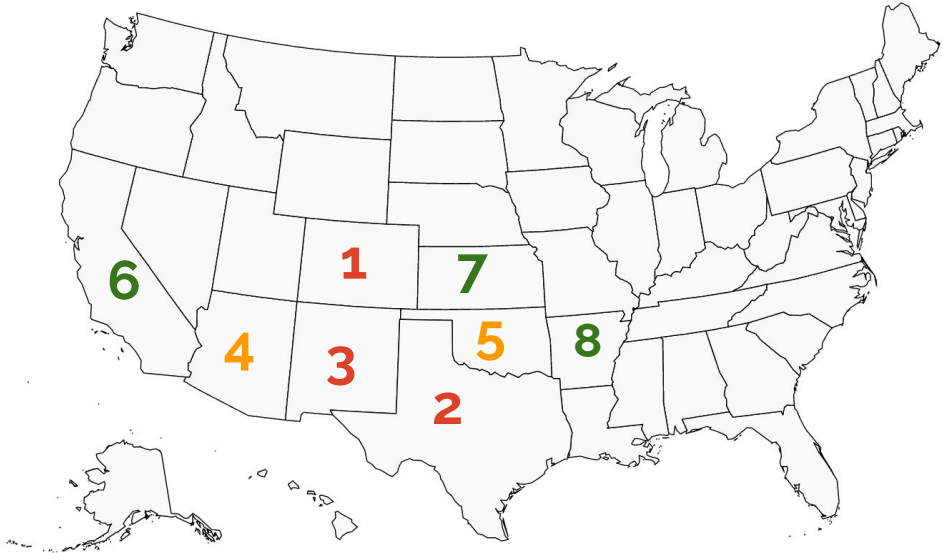
#4 Arizona

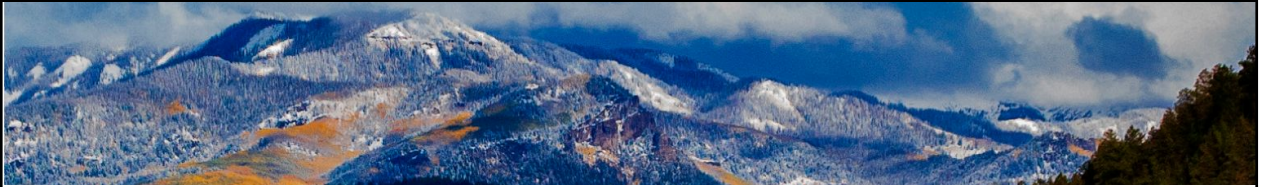
#5 Oklahoma

#6 California

#7 Kansas

#8 Arkansas





# 2025 Spring Visitors (top DMAs)

March 2025 - May 2025

#1 Denver

#2 Albuquerque

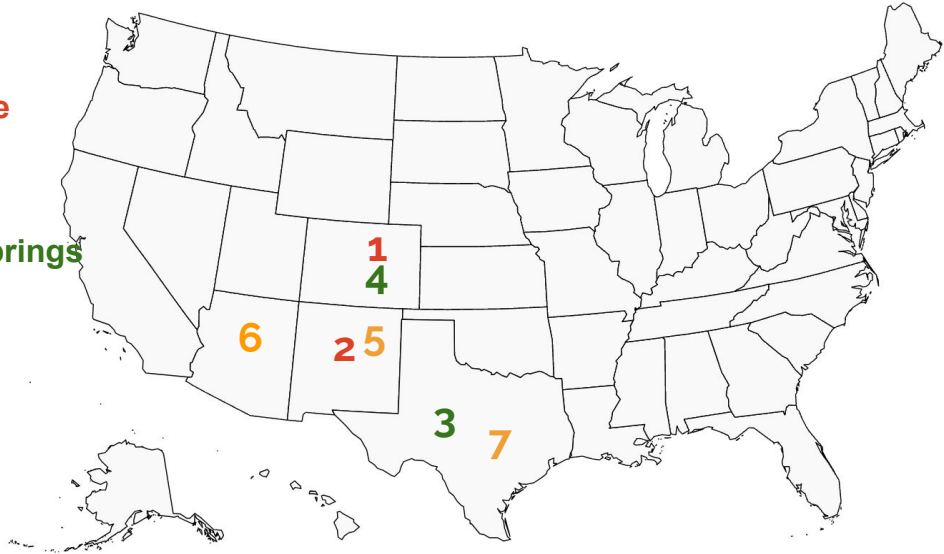
#3 Dallas

#4 Colorado Springs

#5 Santa Fe

#6 Phoenix

#7 Austin





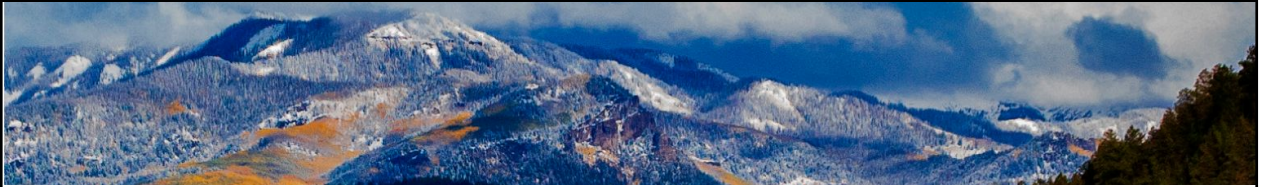
## Spring Visitors (top states)

- Colorado and Texas dominate spring visitation
- New Mexico is strong overall, but has been declining in recent years
- 2nd and 3rd Tier markets show growth potential



## Spring Visitors (top DMAs)

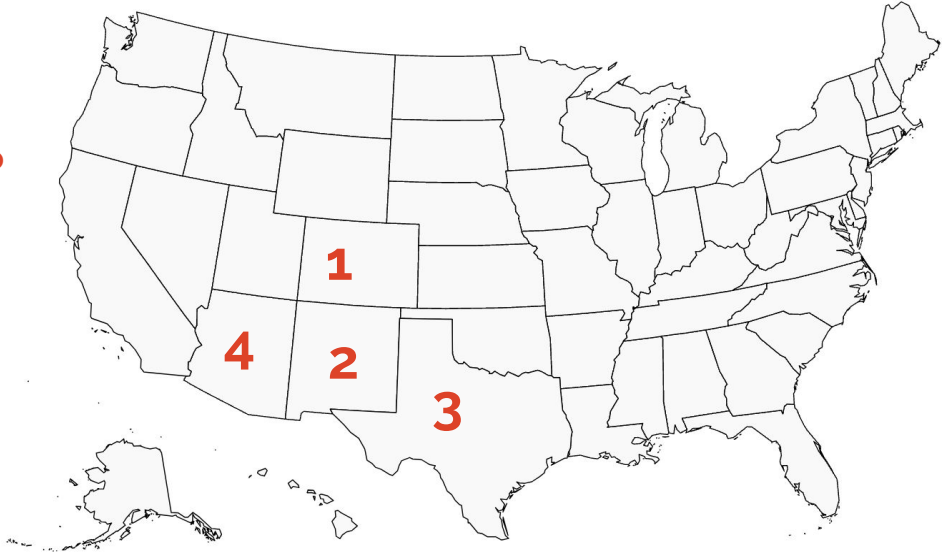
- Colorado, Texas, and New Mexico all drive meaningful volume.
- Denver + Albuquerque remain the two biggest single spring DMAs.
  - Short trips
  - Weekend campaigns
  - Quick-escape storytelling
- Texas is extremely valuable in spring because length of stay remains high.
  - Austin + Houston show strong wellness motivations
  - DFW shows strong scenic-mountain+soak motivations
- Phoenix is weaker in spring compared to other seasons.



## 2023 Summer Visitors (top states)

June 2023 - August 2023

- #1 Colorado
- #2 New Mexico
- #3 Texas
- #4 Arizona





# 2024 Summer Visitors (top states)

#1 Texas

#2 New Mexico

#3 Colorado

#4 Arizona

#5 Oklahoma

#6 California

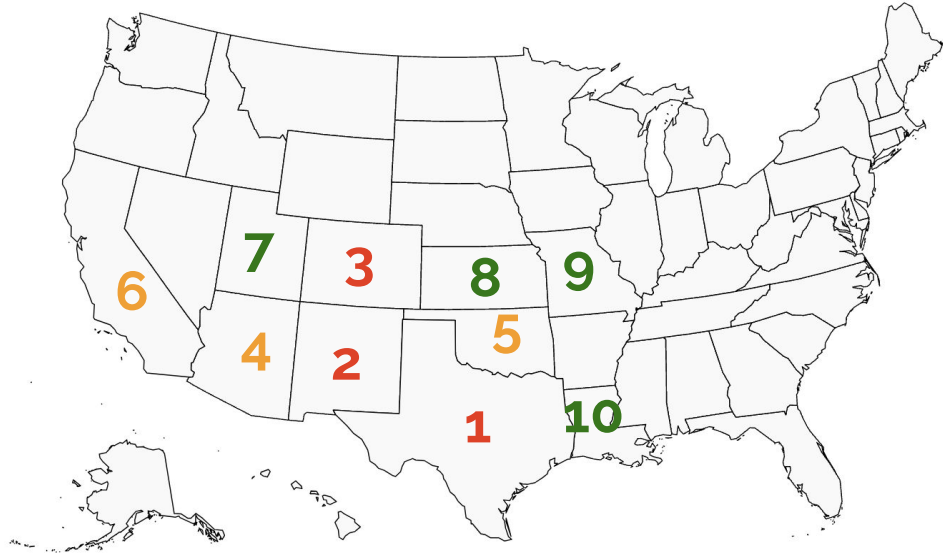
#7 Utah

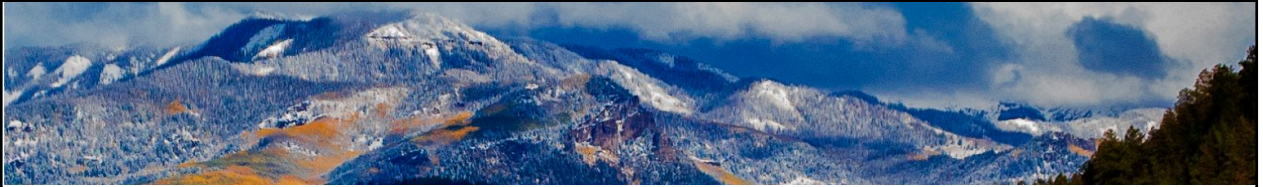
#8 Kansas

#9 Missouri

#10 Louisiana

June 2024 - August 2024

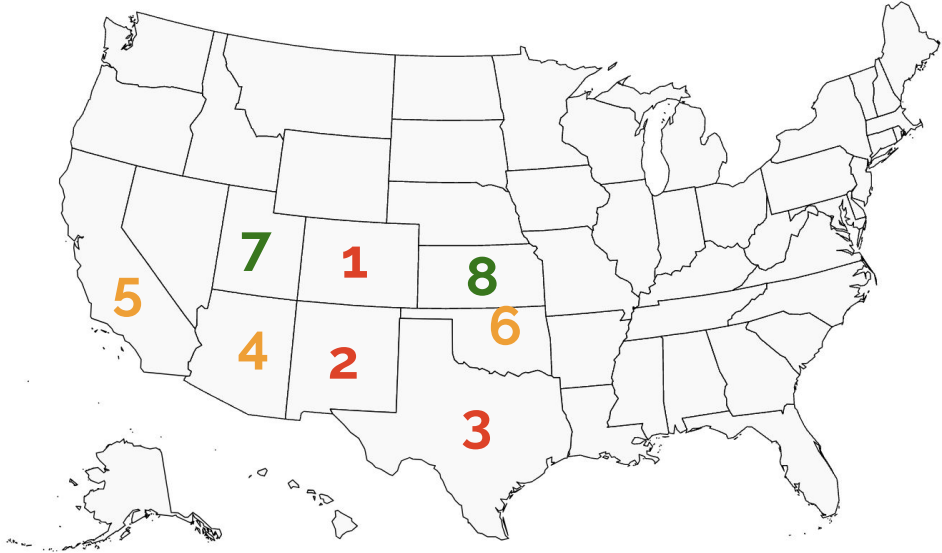


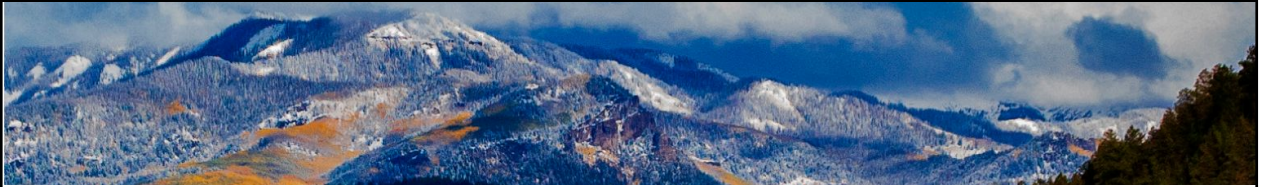


# 2025 Summer Visitors (top states)

June 2024 - August 2024

- #1 Colorado
- #2 New Mexico
- #3 Texas
- #4 Arizona
- #5 California
- #6 Oklahoma
- #7 Utah
- #8 Kansas





# 2025 Summer Visitors (top DMAs)

June 2025 - August 2025

#1 Albuquerque

#2 Denver

#3 Dallas

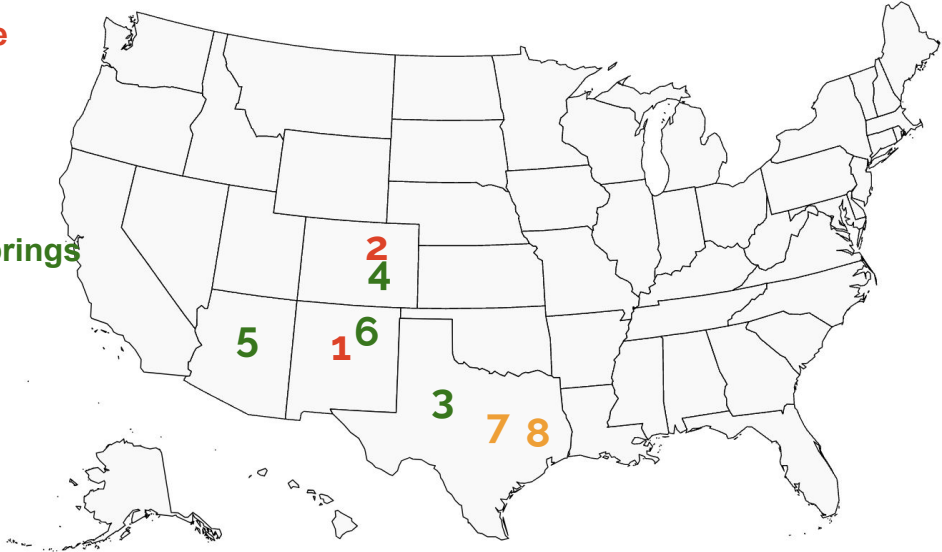
#4 Colorado Springs

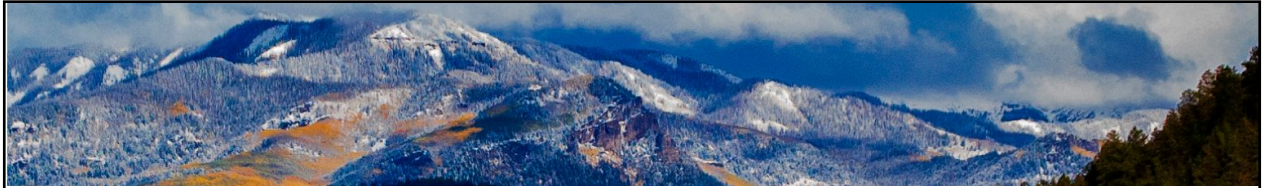
#5 Phoenix

#6 Santa Fe

#7 Austin

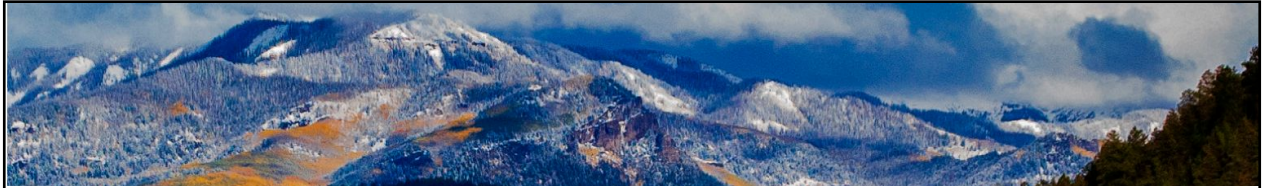
#8 Houston





## Summer Visitors (top states)

- Colorado, New Mexico and Texas dominate
- Arizona and California continue to grow, while Oklahoma has become more stagnate
- Arkansas remains a growing summer audience
  - Social media efforts should help grow
- Colorado dominates overall
- New Mexico and Texas trend slightly less
- Opportunity to increase Arkansas, California and Oklahoma to treat state as DMA and not focus on geographical regions



## Summer Visitors (top DMAs)

- Albuquerque is the top summer DMA
  - High volume every month
  - Reliable and cost-efficient to target
- Denver Metro is the #2 DMA in summer
  - Strong early- and mid-summer interest
- Texas overall is extremely important in summer
  - DFW is #3 DMA in summer
  - Austin and Houston also highly engaged
- Phoenix performs well in summer, but not in top 5
  - Exceptional heat-escape motivation
  - Should remain a high-priority summer DMA

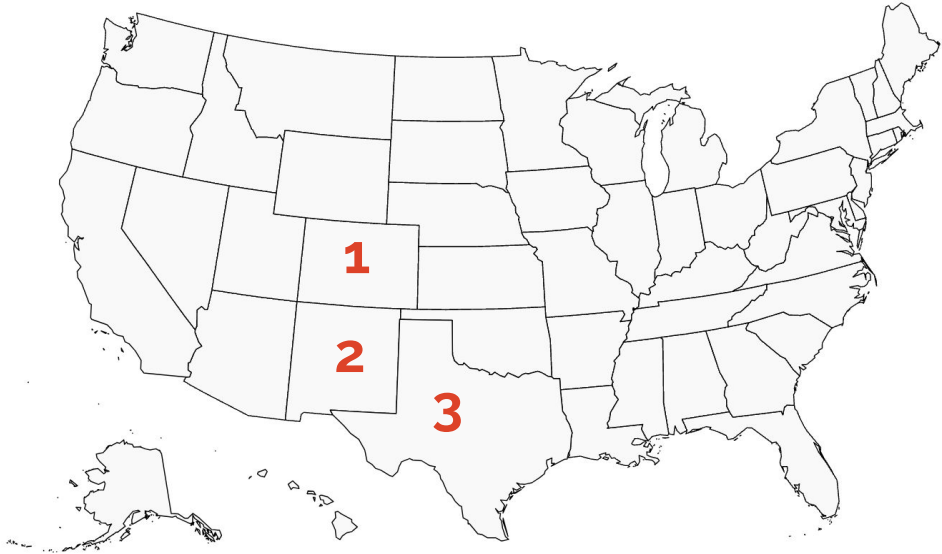


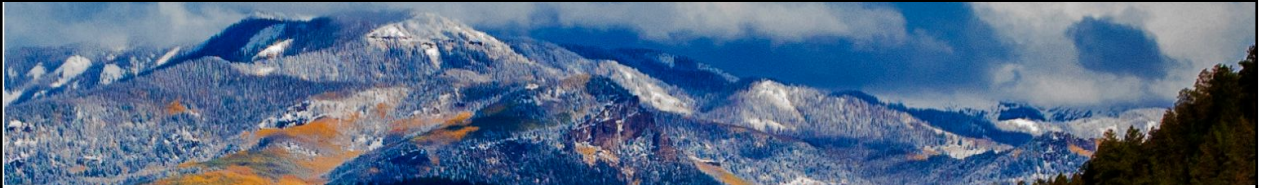
## 2023 Fall Visitors (top states)

**#1 Colorado**

**#2 New Mexico**

**#3 Texas**





## 2024 Fall Visitors (top states)

**#1 Colorado**

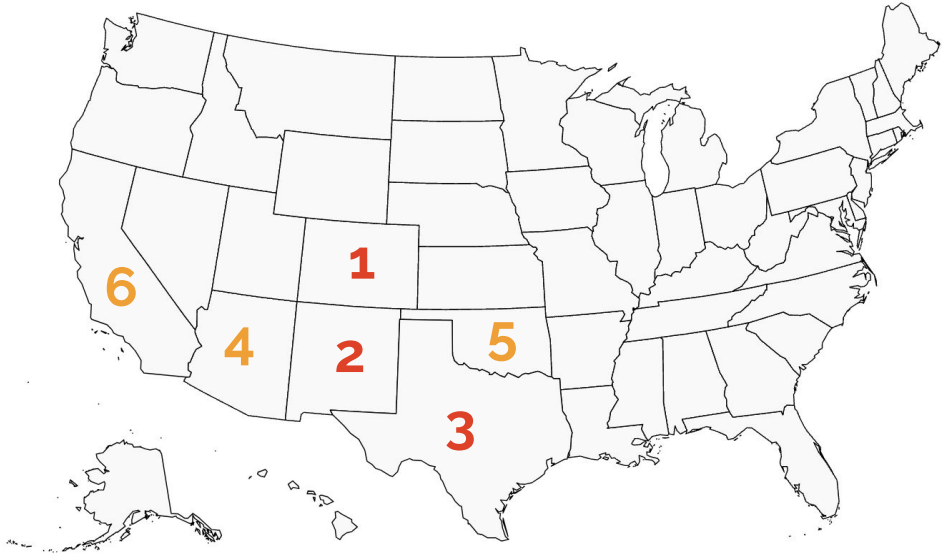
**#2 New Mexico**

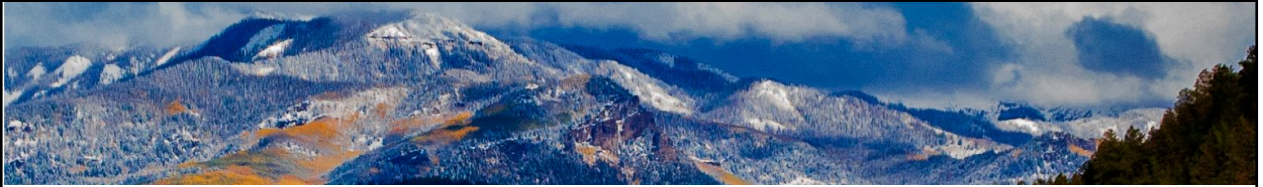
**#3 Texas**

**#4 Arizona**

**#5 Oklahoma**

**#6 California**





## 2025 Fall Visitors (top states)

**#1 Colorado**

**#2 New Mexico**

**#3 Texas**

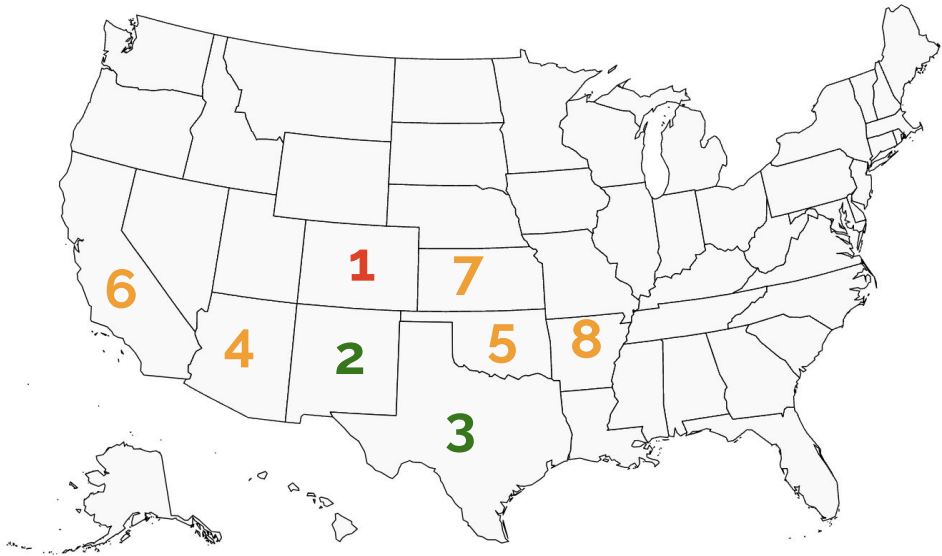
**#4 Arizona**

**#5 Oklahoma**

**#6 California**

**#7 Kansas**

**#8 Arkansas**





# 2025 Fall Visitors (top DMAs)

March 2025 - May 2025

#1 Denver

#2 Albuquerque

#3 Dallas

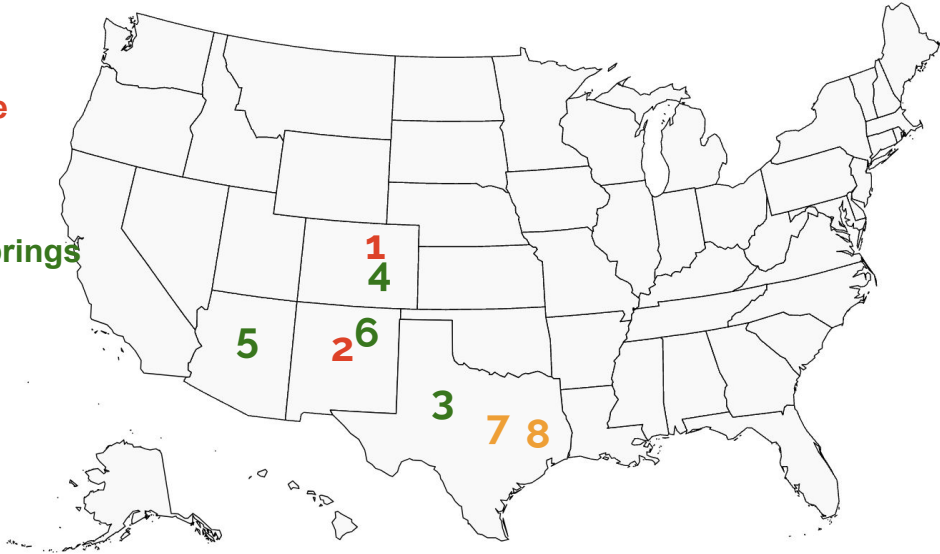
#4 Colorado Springs

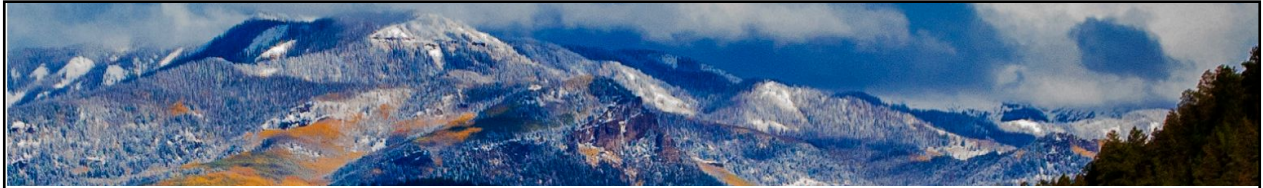
#5 Phoenix

#6 Santa Fe

#7 Austin

#8 Houston





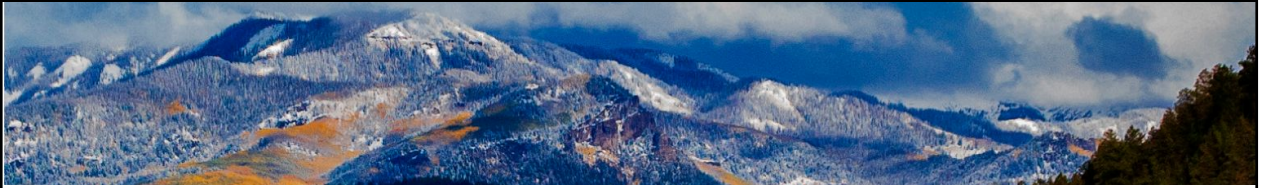
## Fall Visitors (top states)

- Colorado is the TOP fall state (mainly September through mid October)
  - strong foliage audience
- New Mexico remains a strong fall state
  - Northern / Central New Mexico
- Texas has meaningful fall presence but not specific peak activity
  - Lowest season visited
- Arizona shows moderate fall visitation, and lower visitation than Spring and Summer



## Fall Visitors (top DMAs)

- Denver is the top fall DMA
- Albuquerque is #2 and very close behind
- Colorado Springs/Pueblo is a solid fall market
- DFW shows meaningful fall activity with longer stays
- Phoenix shows moderate fall visitation, with room to grow



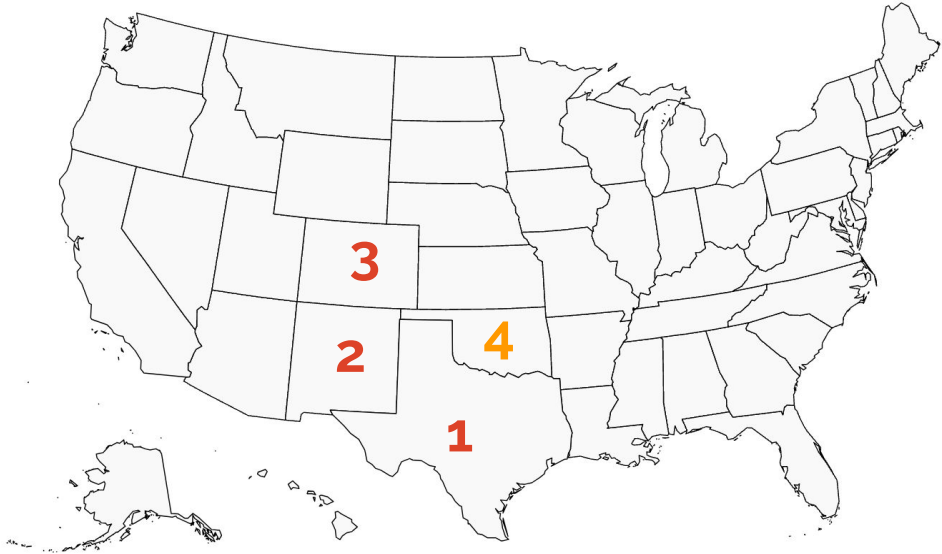
## 2022 / 2023 Winter Visitors (top states)

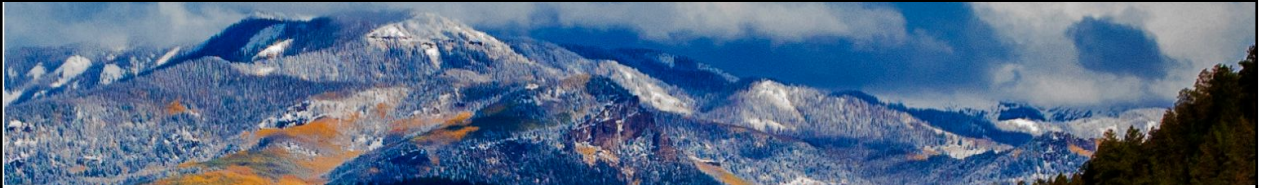
**#1 Texas**

**#2 New Mexico**

**#3 Colorado**

**#4 Oklahoma**





## 2023 / 2024 Winter Visitors (top states)

**#1 Texas**

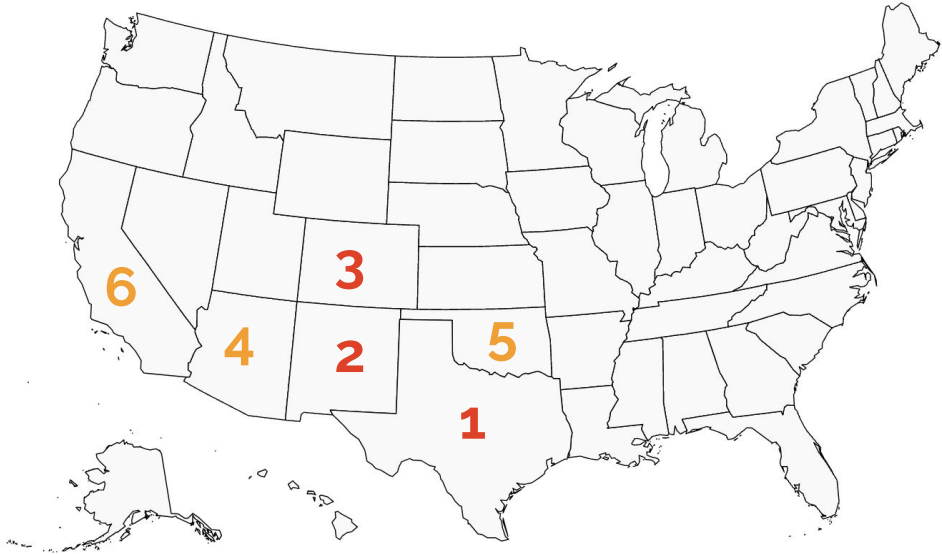
**#2 New Mexico**

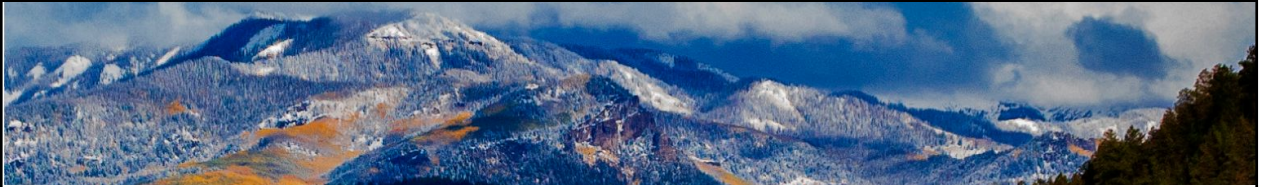
**#3 Colorado**

**#4 Arizona**

**#5 Oklahoma**

**#6 California**





## 2024 / 2025 Winter Visitors (top states)

**#1 Texas**

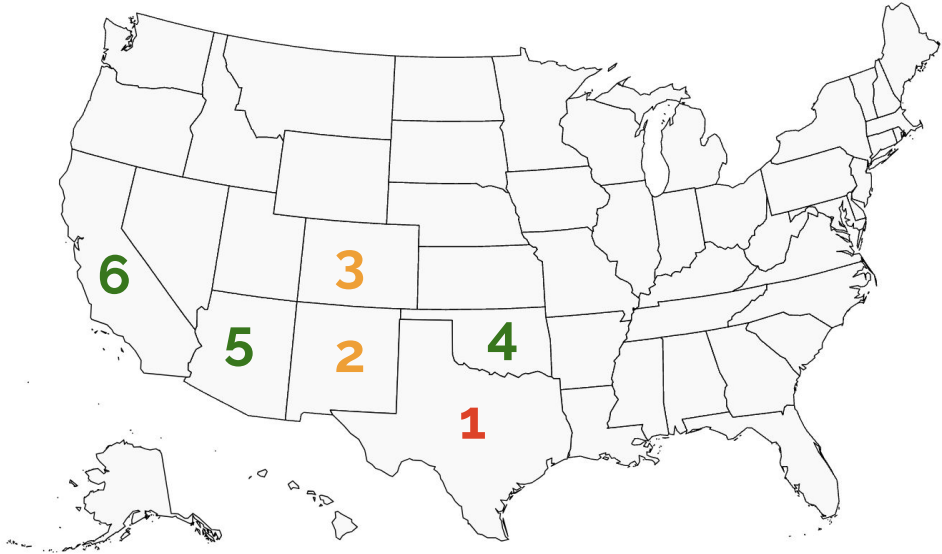
**#2 New Mexico**

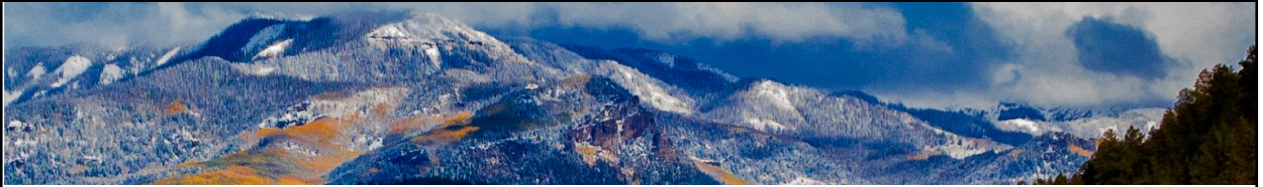
**#3 Colorado**

**#4 Arizona**

**#5 Oklahoma**

**#6 California**





# 2024 / 2025 Winter Visitors (top DMAs)

December 2024 - February 2025

#1 Albuquerque

#2 Dallas

#3 Denver

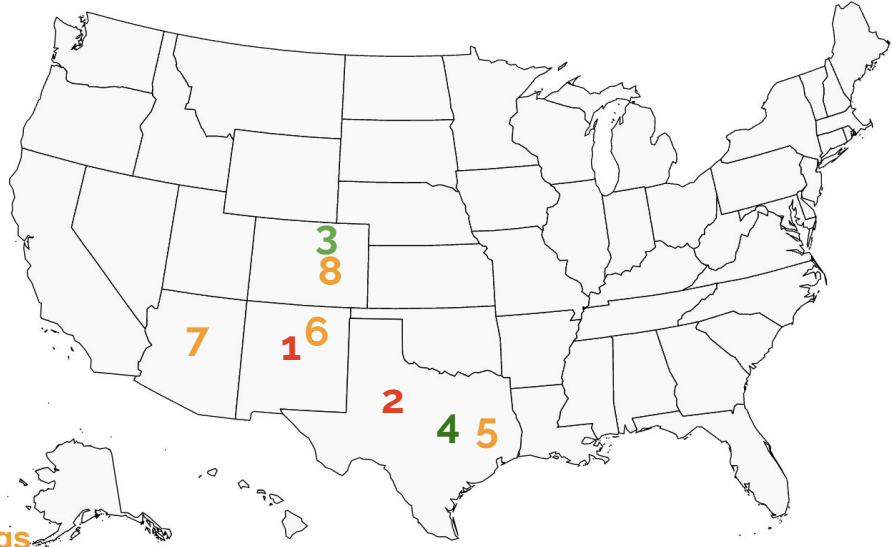
#4 Austin

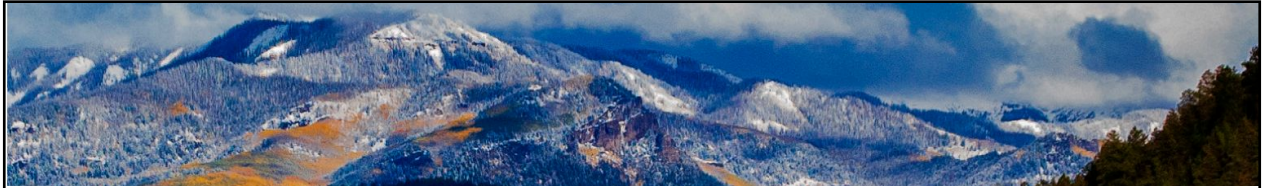
#5 Houston

#6 Santa Fe

#7 Phoenix

#8 Colorado Springs





## Winter Visitors (top states & DMAs)

- Texas is the top real winter state
  - DFW, Austin, Houston & TX rural ZIPs)
- Arizona is the #2 top winter state
  - Phoenix DMA & rural AZ
- New Mexico is the #3 winter state
  - Albuquerque DMA & rural NM
- Colorado is #4
  - Front Range DMAs & rural CO
- Oklahoma and Arkansas remain road-trip but not strategic markets.

# Who are our visitors by market?

## 2023-2025 Comparison of Visitors by Geographical Markets





## Geographical Market Descriptions

- Albuquerque, NM
- Colorado Springs, CO
- Dallas-Fort Worth-Arlington, TX
- Denver-Aurora-Lakewood, CO
- Phoenix-Mesa-Chandler, AZ
- Santa Fe, NM
- Austin-Round Rock-Georgetown, TX
- Houston-The Woodlands-Sugar Land, TX
- Lubbock, TX
- Oklahoma City, OK
- Tulsa, OK
- San Antonio-New Braunfels, TX
- Española, NM





# 2023 Annual Visitors (top geographical markets)

October 2022 -  
September 2023

#1 Albuquerque, NM

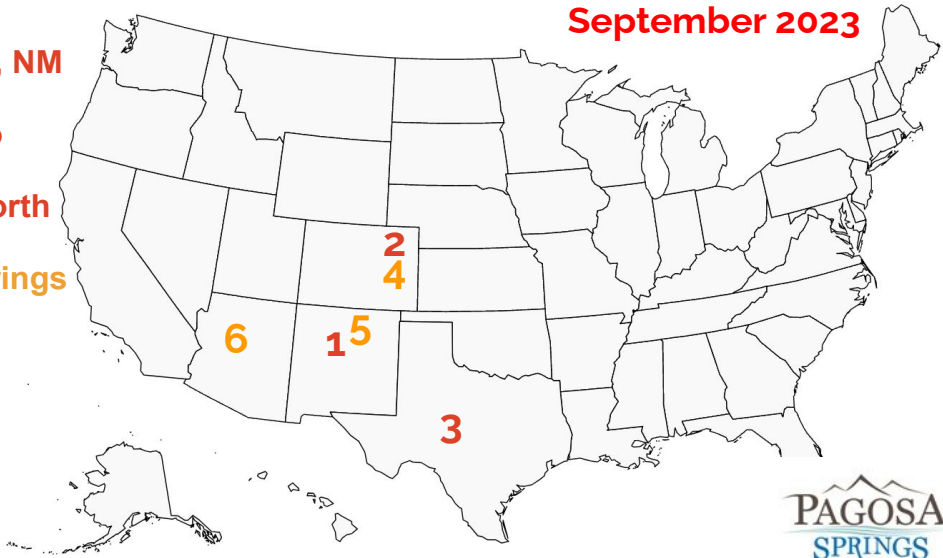
#2 Denver Metro

#3 Dallas / Ft Worth

#4 Colorado Springs

#5 Santa Fe, NM

#6 Phoenix





## 2024 Annual Visitors (top geographical markets)

#1 Albuquerque, NM

October 2023 -  
September 2024

#2 Denver Metro

#3 Dallas / Ft Worth

#4 Colorado Springs

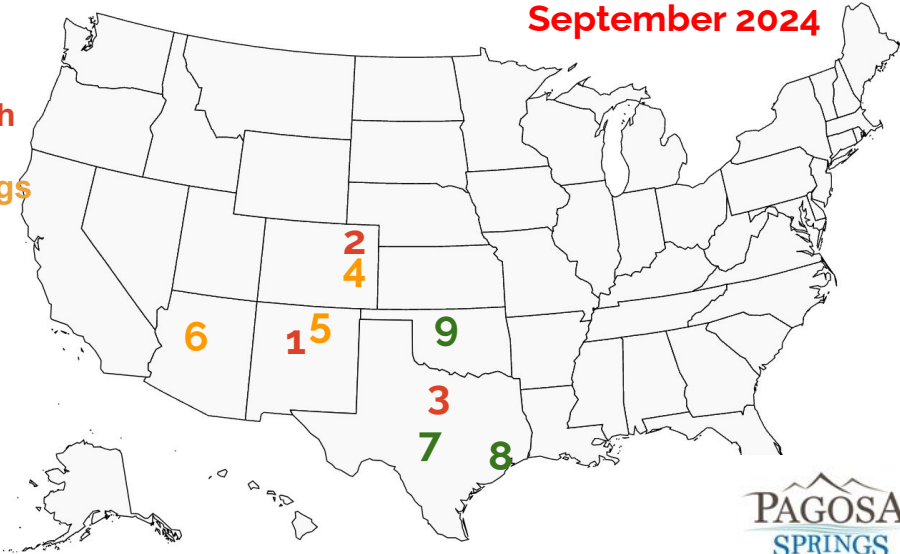
#5 Santa Fe, NM

#6 Phoenix

#7 Austin

#8 Houston

#9 Oklahoma City





# 2025 Annual Visitors (top geographical markets)

#1 Albuquerque, NM

#2 Denver Metro

#3 Dallas / Ft Worth

#4 Colorado Springs

#5 Austin

#6 Phoenix

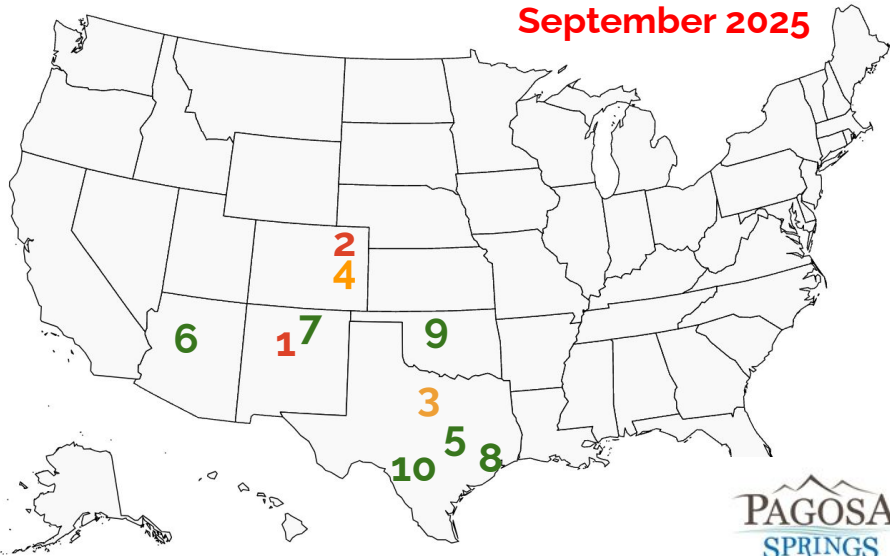
#7 Santa Fe

#8 Houston

#9 Oklahoma City

#10 San Antonio / New Braunfels

October 2024 -  
September 2025



# — 2025\* Visitors by Month

*October 2024-September 2025*





## Visitors by Month - October 2024

State	Trip Duration
1-Colorado	2.2
2-New Mexico	2.22
3-Texas	3.83
4-Arizona	2.77
5-Oklahoma	4.27
6-Arkansas	4.77

DMA	Trip Duration
1-Denver	2.21
2-Albuquerque	2.22
3-Colorado Springs	2.14
4-Dallas	3.68
5-Phoenix	2.66



## Visitors by Month - November 2024

State	Trip Duration
1-Colorado	2.62
2-New Mexico	2.24
3-Texas	4.41
4-Arizona	3.26
5-Oklahoma	4.01

DMA	Trip Duration
1-Albuquerque	2.08
2-Denver Metro	2.47
3-Dallas	4.62
4-Colorado Springs	3.06
5-Santa Fe	1.9



## Visitors by Month - December 2024

State	Trip Duration
1-Texas	4.54
2-Colorado	2.67
3-New Mexico	2.55
4-Oklahoma	4.24
5-Arizona	4.4

DMA	Trip Duration
1-Dallas	4.73
2-Albuquerque	2.83

DMA	Trip Duration
3-Austin	4.75
4-Denver	2.78
5-Houston	5.00
6-San Antonio	4.37
7-Phoenix	4.57
8-Oklahoma City	4.17
9-Santa Fe	1.98
10-Lubbock	3.69



## Visitors by Month - January 2025

State	Trip Duration
1-Texas	4.05
2-New Mexico	2.29
3-Colorado	2.1
4-Arizona	3.38
5-Oklahoma	3.59

DMA	Trip Duration
1-Albuquerque	2.43
2-Dallas	4.04
3-Denver	2.25
4-Santa Fe	2.3
5-San Antonio	4.42
6-Austin	4.86
7-Houston	3.89
8-Oklahoma City	3.38



## Visitors by Month - February 2025

State	Trip Duration
1-Texas	4.05
2-New Mexico	2.29
3-Colorado	2.1
4-Arizona	3.38
5-Oklahoma	3.59

DMA	Trip Duration
1-Albuquerque	2.43
2-Dallas	4.04
3-Denver Metro	2.25
4-Santa Fe	2.3
5-San Antonio	4.42
6-Austin	4.86
7-Houston	3.89
8-Oklahoma City	3.38



## Visitors by Month - March 2025

State	Trip Duration
1-Texas	4.02
2-Colorado	2.24
3- New Mexico	2.03
4-Oklahoma	3.82
5-Arizona	3.17

DMA	Trip Duration
1-Albuquerque	2.08
2-Denver	2.19

DMA	Trip Duration
3-Dallas	4.08
4-Colorado Springs	2.95
5-Austin	5.08
6-Oklahoma City	4.12
7-Houston	4.23
8-Santa Fe	1.9



## Visitors by Month - April 2025

State	Trip Duration
1-Texas	4.25
2-Colorado	2.28
3-New Mexico	2.16
4-Oklahoma	4.11
5-Arizona	3.61

DMA	Trip Duration
1-Dallas	4.48
2-Denver	2.17

DMA	Trip Duration
3-Albuquerque	2.26
4-Austin	4.16
5-Colorado Springs	2.38
6-Oklahoma City	4.25
7-Houston	4.24
8-Phoenix	3.94
9-Santa Fe	1.75



## Visitors by Month - May 2025

State	Trip Duration
1-Colorado	2.13
2-New Mexico	2.08
3-Texas	3.99
4-Arizona	4.02

DMA	Trip Duration
1-Denver	2.15
2-Albuquerque	2.37
3-Santa Fe	1.82
4-Colorado Springs	1.91
5-Phoenix	4.23
6-Dallas	3.26



## Visitors by Month - June 2025

State	Trip Duration
1-Colorado	2.45
2-New Mexico	2.28
3-Texas	4.07
4-Arizona	3.28
5-Oklahoma	4.03

DMA	Trip Duration
1-Denver Metro	2.36
2-Albuquerque	2.35
3-Colorado Springs	2.47
4-Santa Fe	2.0
5-Dallas	4,13
6-Phoenix	3.32



## Visitors by Month - July 2025

State	Trip Duration
1-Colorado	2.76
2-Texas	4.29
3- New Mexico	2.58
4-Arizona	3.67
5-California	3.05
6-Oklahoma	4.02
7-Florida	3.43
8-Kansas	4.05

DMA	Trip Duration
1-Albuquerque	2.88
2-Denver	2.97
3-Dallas	4.74
4-Colorado Springs	2.64
5-Phoenix	3.88
6-Austin	4.59
7-Santa Fe	1.81
8-Houston	3.93
9-San Antonio	4.39
10 - Fort Collins	2.84



## Visitors by Month - August 2025

State	Trip Duration
1-Colorado	2.78
2-New Mexico	2.6
3-Texas	4.11
4-Arizona	3.77
5-Oklahoma	3.8
6-California	4.03

DMA	Trip Duration
1-Albuquerque	2.51
2-Denver	2.96

DMA	Trip Duration
3-Dallas	4.45
4-Colorado Springs	2.77
5-Phoenix	4.06
6-Santa Fe	2.48
7-Austin	4.62
8-Houston	4.39
9-Oklahoma City	4.11
10-San Antonio	4.19
11-Fort Collins	2.29



## Visitors by Month - September 2025

State	Trip Duration
1-Colorado	2.47
2-New Mexico	2.46
3-Texas	3.73
4-Arizona	3.17
5-Oklahoma	3.38
6-Kansas	3,14

DMA	Trip Duration
1-Albuquerque	2.46
2-Denver	2.56
3-Dallas	4.1
4-Santa Fe	2.31
5-Colorado Springs	2.49
6-Phoenix	3.59
7-Austin	4.22
8-Houston	3.15

# Additional Resources through Datafy: Spending and Visitation Jan through Aug 2024-2025

*(through CTO Grant for Destination Blueprint)*

@trippinwithmoll via Instagram





## Datafy Methodology

Datafy Receives transaction-level data from Affinity Solutions, including spend date and time, amount, transaction location and cardholder ZIP code. We then clean, analyze and model the data using Datafy's proprietary algorithms to deliver highly accurate, destination-relevant insights.

To better capture traveler-specific spending, Datafy excludes non-tourism related transactions such as business-to-business purchases and online-only sales. The Advanced Spend Dashboard highlights categories with a strong likelihood of visitor activity, including accommodations, dining and nightlife.

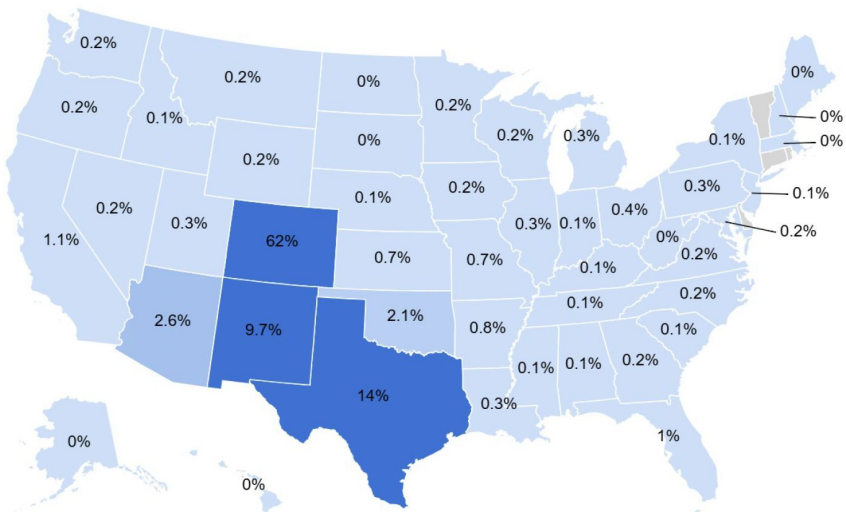
Please note: accommodation data excludes online bookings through platforms like Airbnb, VRBO and OTAs, as these are typically processed through corporate headquarters rather than within the destination. However, hotel stays paid for on-site are included in the accommodation totals.

Includes spending data for the following zip code(s): 81147



## Share of Spend by State

\*Spend Data





## Market Spending \*Spend Data

### AVG. SPEND PER TRIP

**\$236.39**

▲ 4.6% vs Compare Dates

### AVG. TRANSACTIONS PER TRIP

**3.63 transactions**

▲ 0.1 vs Compare Dates

### TOTAL SPEND

**\$88,098,546**

\$66,072,910 - \$110,124,182

▼ -0.3% vs Compare Dates

DMA	Share of Spend %	Change in Share vs Compare Dates
Denver	57.8%	+ 1.8
Albuquerque-Santa Fe	12%	+ 1.1
Dallas-Ft. Worth	5.3%	- 0.5
Houston	2.13%	- 0.0
Phoenix -Prescott	2.04%	- 0.1
Colorado Springs-Pueblo	1.6%	- 0.1
Austin	1.42%	- 0.4
Oklahoma City	1.33%	+ 0.2
Amarillo	1.04%	- 0.6
Waco-Temple-Bryan	0.59%	- 0.3
El Paso -Las Cruces	0.54%	No Data
Los Angeles	0.46%	No Data



### Top DMAs

 \*Spend Data

DMA	Share of Spend %	Avg. Spend
Denver	57.8%	\$154.91
Albuquerque-Santa F	12%	\$187.81
Dallas-Ft. Worth	5.3%	\$320.89
Houston	2.13%	\$300.48
Phoenix -Prescott	2.04%	\$183.06
Colorado Springs-Pu	1.6%	\$153.97
Austin	1.42%	\$307.52
Oklahoma City	1.33%	\$355.77
Amarillo	1.04%	\$329.16
El Paso -Las Cruces	0.54%	\$254.66



## Top DMAs - Accommodations

 \*Spend Data

DMA	Share of Spend %	Avg. Spend
Denver	26.6%	\$392.92
Albuquerque-Santa F	18.5%	\$363.29
Colorado Springs-Pu	9.09%	\$512.13
Houston	4.85%	\$701.27
Phoenix -Prescott	4.03%	\$235.83
Dallas-Ft. Worth	3.78%	\$392.75
Kansas City	3.16%	\$403.41
Amarillo	2.9%	\$404.16
All Others	27.1%	\$385.35



# 2025 Visitor Sentiment Survey

VISIT PAGOSA SPRINGS





## Survey Response Audience

- As of 11/25/25, **over 750 responses** (the goal was 500)
- Link on [www.visitpagosasprings.com/welcome](http://www.visitpagosasprings.com/welcome) landing page for in market audience
- Visitor Center encouragement
- Included in monthly e-newsletter to 79k+ subscribers
- Encouraged local businesses to send to their audiences through weekly email
- Paid META ads to try to find those that have not visited or chose another destination



## Income

- The income profile is solidly middle-to-upper income\*:
  - \$50k-\$100k: 32%
  - \$100k-\$150k: 29%
  - \$150k-\$200k: 13%
  - \$250k+: 9%
  - Under \$50k: 13%

**Roughly half of respondents report \$100k+ household income. This supports positioning Pagosa as a premium but good-value mountain getaway, not a budget destination.**

*\* Based on survey responses*



## Age of Visitors

- Who is visiting Pagosa Springs?
  - Age skew is strongly older / mid-to-late career
    - 65+ years: 42%
    - 55-64: 23%
    - 45-54: 16%
    - 35-44: 14%
    - Under 35: ~5%
  - The current visitor base is heavily 55+, with relatively few younger adults. That aligns with the relaxation / wellness profile and higher spending power
  - Signals growth potential with younger / family segments if targeted

*\* Based on survey responses*



## Repeat versus new Visitors

- How many times have you visited Pagosa Springs?\*
- Never: 21%
- Once: 14%
- 2–3 times: 19%
- 4+ times: 47%

**So nearly half are frequent visitors, with another ~1 in 5 brand-new. Pagosa has both a loyal base and a healthy stream of first-timers.**

- For those who have never visited, the main reason is not resistance but timing\*:
  - I plan to visit, just haven't had the chance: 62%
  - Too far: 11%
  - Never heard of it: 7%
  - Too expensive: 5%

*\* Based on survey responses*



## — Total trip spend (*lodging, gas, food, entertainment*)

- Total spend on the last visit\*:
  - \$100–\$500: 33%
  - \$500–\$1,000: 29%
  - \$1,000–\$2,500: 19%
  - \$2,500+: 9%
  - < \$100: 10%

**So about 57% are in the \$500–\$2,500+ range – again, consistent with a mid-to-high-value guest segment.**

*\* Based on survey responses*



# Planning & Booking Window

- Trip planning\*:
  - 1–3 months before: 27%
  - 1–4 weeks: 22%
  - 3–6 months: 19%
  - 6+ months: 15%
  - Spontaneous / unplanned: 9%
  - < 1 week: 8%

**Your marketing window is 1–3 months before arrival**

*\* Based on survey responses*



## Lodging Type

- If you spent the night, where did you stay?\*
- Hotel/motel: 43%
- Short-term rental (Airbnb/VRBO): 19%
- Campground/RV: 5%
- Friends/family: 10%
- Day trip (no overnight): 6%
- Other: 17% (likely second homes, timeshares, etc.)

**Hotels remain the single biggest lodging category, but STRs & “other” account for 36% of responses**

*\* Based on survey responses*



## Activities & Motivations

- Activities participated in (select all that apply):\*
  - Dining: 81%
  - Hot springs: 67%
  - Outdoor recreation: 57%
  - Shopping: 54%
  - Cultural activities (Chimney Rock, museums, theatre, etc.): 24%
  - Attended an event: 13%

**Dining, hot springs, and outdoor rec are core pillars of the actual experience**

*\* Based on survey responses*



## Why they Visited?

- What motivated you to visit? (select all)
  - Scenic beauty: 64%
  - Hot springs: 57%
  - Outdoor recreation: 45%
  - Family/friends in the area: 16%
  - Events/festivals: 8%

**Scenery, Hot Springs & Outdoor Recreation are key drivers, with events playing more of a supporting role than a primary driver.**

*\* Based on survey responses*



## What feedback do you have?" (306 responses), frequent words include:

- General Feedback:
  - **Positive:** hot springs, great, love, place, people, friendly, beautiful, nice, enjoy
  - **Issues:** expensive, construction, restaurants, food, downtown, parking/traffic (shows in context), resort

*\* Based on survey responses*



## Construction Impact

- How did the road construction impact your visit?
  - No impact: 31%
  - Slight delay or detour, but manageable: 33%
  - Moderate disruption: 17%
  - Major disruption (changed plans, avoided areas): 6%
  - Unaware of construction: 14%

**One third saw no impact, about 23% experienced moderate or major disruption, and another third at least noticed delays.**

*\* Based on survey responses*



## Construction Impact (continued)

- Construction & Traffic Frustrations Are Not Damaging Loyalty (But Do Hurt Experience)
  - About 23% experienced moderate/major disruption.
- With that:
  - Overall satisfaction is still 4.62
  - Welcoming score 4.54
  - Recommendation score 4.68
  - 84% plan to return within 2 years

**Construction issues frustrate visitors without harming long-term loyalty—but they do degrade the in-destination experience and contribute to value concerns.**



## Common constructive themes\*

- Prices / value
  - Lodging and dining seen as high by many (“too expensive,” “pricey”)
- Road construction / traffic / access
  - Frustration with congestion, navigation, and work zones.
- Parking & downtown congestion
  - Especially near hot springs & main corridors.
- Restaurant capacity / waits
  - Busy periods: limited options, long waits, early closures.
- Desire for more indoor / weatherproof activities
  - Especially for winter / poor weather days.

*\* Based on survey responses*



## Perceived Expense #1 Sentiment Risk Across All Segments\*

- Across both structured and open-text feedback:
  - 11% explicitly say “expensive/too expensive”
  - “Expensive” is one of the top 10 most common words in feedback
  - Dining, lodging, and hot springs pricing are the most cited drivers
- Important nuance:
  - Price complaints come from both high-income and lower-income visitors — this is a psychological value issue, not simply affordability.

*\* Based on survey responses*



## Seasonality & Future Intent

- When they last visited?\*
- Summer: 47%
- Fall: 38%
- Spring: 23%
- Winter: 21%
- Seasons they would consider returning\*
- Fall: 69%
- Summer: 60%
- Spring: 56%
- Winter: 47%

**Good news: guests are open to all four seasons, with fall surprisingly the top “would consider” season. This is a big opportunity for shoulder-season growth.**

*\* Based on survey responses*



## Return Timeframe

- When do you plan to return?
  - Within 5 months: 30%
  - 6–11 months: 33%
  - 12–23 months: 20%
  - 24+ months: 7%
  - No plans to return in next two years: 9%

**84% plan to be back within 2 years, and 63% within a year. Shows very strong loyalty and suggests good potential for repeat-focused campaigns.**

*\* Based on survey responses*



## Competitor & Co-Visited Destinations\*

- Other destinations visited on the same trip often include:
  - Durango, Ouray, Colorado Springs, Silverton, and other Colorado / New Mexico towns.
- Alternative or considered destinations before choosing Pagosa include:
  - Other Colorado ski towns and hot springs towns
  - Winter Park, Colorado Springs, Santa Fe, Taos, Destin (FL), Ozarks, Southern CA, etc.

**Pagosa is clearly positioned in visitors' minds among Colorado mountain / hot springs / ski destinations, and often combined with Durango**

*\* Based on survey responses*



## Address key friction points\*

- **Perceived expense**
  - Provide more value framing: bundled offers, “free/low-cost thing to do” content, clear transparency on fees
  - Promote shoulder-season value (especially fall & spring), where demand is strong but prices can feel more justified.
- **Construction, traffic & parking**
  - Maintain proactive visitor communications: real-time updates
  - Celebrate improvements as future benefits: “We’re investing to make getting around even better.”
- **Dining capacity & experience**
  - Encourage spread of demand across more dining options and times
  - suggestions for lunch vs dinner, lesser-known restaurants, reservations where possible.
- **Indoor/shoulder-season activities**
  - Curate and promote indoor/winter-friendly experiences: spas, arts, indoor recreation, cultural offerings, classes/workshops.



## Big-picture takeaways

- Pagosa's experience is loved, and loyalty is strong.
- Visitors feel very welcome (avg 4.54/5) and are highly satisfied (avg 4.62/5).
- Likelihood to recommend is excellent (avg 4.68/5), with an Net Promoter Score score of ~72
  - 79% "promoters" (5), ~13% "passives" (4), ~8% "detractors" (1-3).
- 84% of respondents expect to return within 2 years; only 9% say they have no plans to return.
- Core brand pillars in open-ended comments: hot springs, natural beauty, relaxed small-town feel, friendly people, and outdoor recreation.
- Main friction points: perceived expense, road construction/traffic & parking, and some concerns about crowding and amenities (restaurants, indoor options in winter).

Overall: this is a **very strong sentiment profile** with clear pain points.

THANK YOU

# Q&A





# 2026 Marketing Strategy & Plan

VISIT PAGOSA SPRINGS





## — 2026 Strategic Priorities

- Maximize high-value, long-stay markets (TX, AZ, OK) while nurturing short-stays (Colorado & New Mexico)
- Shift demand into shoulder seasons, especially fall and spring, while maintaining summer audience
- Reframe perception of “expensive”
- Grow younger / family segments (35–54 + families) without alienating the 55+ base
- Adjust as needed to optimize results, address current situations



## Strategic Seasonal Focus

- Spring & Fall = Growth Seasons
  - Highest future interest
  - Retain CO and NM
  - Best ROI for long-haul markets (TX + AZ)
- Winter = Hot Springs Season
  - Hot Springs is a differentiator for ski destinations
  - Focus on Video-first assets (compared to static images)
  - Ideal for wellness + couples campaigns
- Summer = Maintain Existing Audience and Target High length of stay DMAs
  - Maintain CO and NM audience
  - Add focus to Texas and Arizona audiences for longer stays
  - Expand growing DMAs



## Strong Shoulder Season Advertising

- Data driven Spring, late Fall and Winter
  - markets / interests vary by season
- All paid digital ads target high income and environmentally conscious travelers
- All paid digital is highly targeted based on market, demographics and interests based on 2025 audience
- Effort to grow emerging markets, while maintaining base markets





## — Measurements of Effectiveness Overall (2026)

- Maintain summer / holiday visitation, with growth of Shoulder Seasons
  - Measured on lodging and sales tax collections
  - Placer visitation data (mobility)
  - Ongoing goal to obtain Occupancy / ADR or **accurate** booking data to assist with future windows
- Increase local business engagement / participation through our free programs
  - Ambassador program, social media, etc.
- Board should decide if they want to determine percentage growth increases



## — Staff KPIs to ensure efforts are maximized

- Social media engagement and audience reach
  - Organic posts on facebook, instagram and TikTok, paid META ads, youtube ads, google search
- Increased App Usage
- Ad campaign optimization (while campaigns active)
- Email marketing results
- Website / Booking engine analytics
- **Staff focuses on maximizing all results in real time**



## Structure of 2026 Marketing Plan

- Tourism headwinds continue - flexibility is key to address different challenges
  - Monthly reports through Blue Room and Mission2Market (CADMO) will assist
  - Mother Nature will dictate other needed changes
  - **Headwinds also means increased competition in advertising efforts**
- Test campaigns in Spring to consider for additional opportunities in fall / early winter
- Summer largely focused on social media channels (META, youtube, etc)



## Repeat Visitation is Core to our Efforts

- Amazing Service at Visitor Center
  - Maintain open hours 362 days / year
  - Informative brochures available 24/7
  - Encourage app downloads, with scavenger hunts and tours
  - Construction movement (signage / info)
  - Visitor education - fire restrictions, water levels, etc
- Weekly e-newsletters to local stakeholders with key information
- Monthly e-newsletters to 79k+ subscriber base
  - Goal to increase to more frequent interest-based emails
- Ambassador program - with plans to grow
- **Visitor Sentiment Survey results show how well the destination is perceived, even by those that did not visit**



## PR Considerations

- Received two proposals from PR agencies that focus specifically on destinations
- Monthly retainer of \$3k-\$5k to pitch media
  - Each media writer hosted would require airfare, rental car, lodging, meals and activities (approximately \$2k per writer)
  - Influencers would require same as above, plus contract fee (for a post / reel / images)
  - Staff would still create itineraries and host media, in addition to 10-15 media already through individual outreach and CTO requests
- **Total cost for an additional 5-8 media writers / influencers**
  - **\$46,000 - \$66,000**



## 2026 High Level Overview

- \$525,225 Budget **+16.67% compared to 2025**
  - \$74,000: 2026 CTO marketing grant awarded for promoting *new* Southern Colorado Heritage Trail with Visit Alamosa (domestic) to align with 250 / 150 efforts (\$12,500 from Visit Pagosa)
  - \$10,000: International is limited to attending two possible trade shows and hosting media (**about 2% of overall marketing budget**)
  - \$70,000: Paid Social media - increased significantly in 2026 (paid meta, boosts, youtube, etc)
  - \$134,000: Various CTO Programs - including co-ops
  - \$100,000: Marketing Backbone (does not include data)
  - \$50,000 test campaigns (able to increase if results warrant)
  - \$8,500: Destination Management
  - \$49,999 Paid digital ad placement ( through Orange 142)
  - **\$28,726\* currently not earmarked, 97% proposed able to be adjusted to provide flexibility (as of December 2025)**
    - \* Spreadsheet does not include all backbone**



## Marketing Backbone

- Includes
  - Website hosting and site enhancements
  - Organic Social Media Efforts
  - AI tool (website and app)
  - Crowdriff (user generated content)
  - Booking Engine
  - Press & Media - hosting\*
  - Email platform - MailChimp
  - Visit Pagosa App
  - Miscellaneous - Adobe, Dropbox, Issuu, etc
  - Visitor Education
- PR focus will need to shift at least \$60k from marketing allocations, if board chooses that direction





## — What is Destination Management?

- Destination Management efforts include:
  - Fire Restriction education - social media, website, posters, visitor center
  - Leave No Trace/ Do Pagosa Right - social media, website, signage, visitor center
  - Water Levels - really try to educate visitors about tubing when levels are too dangerous, yet it is warm outside; new to 2025, October floods
  - Road conditions, avalanche danger, etc
  - Construction information
  - Safe ride options
  - Other situations as needed





## — Destination Management Tactics

- Visitor Center - staff educating visitors, posters on doors with current info 24/7, flyers / handouts available based on situation
- Alerts landing page updated with current alerts / needed info
  - [www.visitpagosasprings.com/welcome](http://www.visitpagosasprings.com/welcome) links to alerts
    - Directing visitors to /welcome page through magnets, key card business cards, coasters at bars, etc.
- App - alerts page with current info, downtown parking tour
- Paid META ads on proper campfire dousing, current restrictions
- Construction signage to move pedestrians through ever-changing construction zone
- Signage efforts
- Ads in SUN Visitor Guide for "Do Pagosa Right"
- **Small portion of overall marketing spend (less than 2%)**





## — International Promotion

- Too many external challenges to prioritize
  - Added fees for National Park entry for international visitors will impact CO appeal for international
- Significantly less focus in 2026
- Host media and trade
- Possibly attend Go West and IPW



# Who are our Domestic Visitors?

2023 -2025 Comparison of  
Visitors by State and DMA  
*Annually, Monthly and Seasonally*

All data collected through Placer.AI and Datafy





## Review Detailed 2025 Visitation Data

- <https://docs.google.com/presentation/d/19iK9gsnSJqMlSO7onlPuKA8ysiMBUbrR4jeqdOPHk2UQ/edit?usp=sharing>



# — 2026 Advertising Tactics






## Overall Mix of Tactics

- **CTO Promotions**
  - Emails blasts, ROS native and display ads, state welcome center ads, brand channel and content, state vacation guide, welcome leads, interstitial ads, 2026 grant with Visit Alamosa, etc.
- **CTO co-op campaigns**
  - Dedicated email, trip advisor, digital ads through Sojourn, META ads, etc
- **Digital Ads (through Orange 142)**
  - Native and programmatic digital, META, in-stream video
- **Organic, Paid META & Google Search**
  - Facebook and Instagram paid campaigns, ongoing google search campaigns
  - Organic posts with video-first content
- **Youtube Ads**
  - Seasonally focused, targeted to key seasonal audiences - huge growth in 2024
- **Media Hosting**
  - Host media writers, travel trade and influencers throughout the year - typically 10-15 annually
- **Test campaigns**
  - Strategic digital-focused campaigns in high-end established publications in key Denver Metro market (5280 Magazine) and Key TX DMAs (Texas Monthly)
- **Expanded Monthly newsletters**
  - Segment our short-visit markets to help augment regular visitor base with regular enticements to visit (events, deals, etc)




# CTO Programs

- Multiple year-round programs targeting an audience interested in CO (and traveling)
  - State Vacation Guide Ad
  - Brand Channel & Content
  - Native / Display Ads
  - Email Blasts
  - Leads Program
  - Video Ads in 4 State Welcome Centers
  - And much more!



**COLORADO**

October 2025



## Win Your Dream Getaway to Pagosa Springs



to Pagosa Springs complete with hot tents you'll treasure. Stay two nights at The o the famous geothermal pools, then the two other **hot springs** in town — all a hot-air balloon ride, and then slow down sleigh ride surrounded by mountain views, perfect for dining or shopping.

relaxation and unforgettable memories in Enter today for your chance to win this trip

**Enter To Win ->**

SPONSORED CONTENT

### Pagosa Springs, Your Year-Round Retreat






**Soothing Hot Springs**  
 Soak in natural mineral hot springs heated by the earth's geothermal energy. Float above stunning mountain vistas in a hot-air balloon or explore Chimney Rock's geospatial mysteries. Play on the San Juan River. Hike scenic trails or hit Wolf Creek's snowy slopes. Take a breath, unwind and **Just Be Here.**

**Year-Round Playground**  
 Experience four seasons of adventure surrounded by 1.5 million acres of wilderness and cultural heritage. Enjoy our scenic trails, golf courses, fishing, biking, snowshoeing, and more. Welcome! We love you here.

**Culture, Night Skies and Ancient Stories**  
 Immerse yourself in vibrant art scenes in Pagosa. Catch live performances at the Pagosa Springs Center for the Arts, browse the Art District or attend lectures and events. Discover the region's rich natural heritage, ancestral wisdom and awe-inspiring views at Chimney Rock National Monument.

**Sustainability**  
 In a community committed to scenic, geothermal energy, a wealth of downtown homes, businesses and the local community greenhouse. The sustainable and growing region of Lake City is a great place to live, work and play. We're committed to reducing our carbon footprint and preserving a healthy planet for all.



# CTO Co-op Campaigns (through Sojourn, paid META, Trip Advisor, etc),

## Offered Twice Annually

- Spring / Summer and Fall/ Winter
- Application process
- If accepted, a \$25,000 investment grows to \$75,000 in ad placement (through CTO funds)
- We select target markets, provide messaging and assets
  - MMGY team produces creative
- Unique pixels added to website to track results



Discover a winter wonder escape where cozy events for Springs, Pagosa Springs, wellness flows as colorful as the mountains. As little old-fashioned snowed peaks, explore scenic winter trails, and let the quiet beauty of the San Juan Mountains restore your mind, body, and spirit.

EXPLORE



Advertiser Name: Visit Colorado  
 Headline: Where Wellness Comes With a Touch of Winter Wonder  
 Description: Soak away your stress in the soothing heat of a hot spring as snowflakes drift down and mountain peaks fill the horizon.



# Digital Ad Placement (through Orange 142 - native, display and in-stream video)

NATIVE (IN-NEED)			Orange 142	
HEADLINE	SPONSORED BY	COPY	IMAGE	URL
Be Warmed by the Springs This Winter	Visit Pagosa Springs	Find peace and unwind in soothing geothermal waters surrounded by breathtaking winter landscape.		<a href="https://visitpagosasprings.com/">https://visitpagosasprings.com/</a>
Be Closer to Nature This Winter	Visit Pagosa Springs	Immerse yourself in snow-covered forests and mountain views that take your breath away.		<a href="https://visitpagosasprings.com/">https://visitpagosasprings.com/</a>
Be Inspired by the Views Above It All	Visit Pagosa Springs	From mountain peaks to hot air balloons, Pagosa's winter skies will lift your spirit.		<a href="https://visitpagosasprings.com/">https://visitpagosasprings.com/</a>
Be Warmed by the Moment You Arrive	Visit Pagosa Springs	Soak in Pagosa's healing waters and let the calm of winter melt your stress away.		<a href="https://visitpagosasprings.com/">https://visitpagosasprings.com/</a>

## Two Campaigns Annually

- Early to late spring and late fall into early winter (combined run 4-5 months)
- We provide assets, Orange 142 handles creative as in-kind
- We provide target markets and leverage available insights to craft messaging
- Spring 2025 campaign resulted in 2.2 million impressions and over 21,600 clicks
- Run multiple pieces of creative and optimize based on best performing



# Paid META Ads

- Paid META, with consultant focused on maximizing results
  - 3-4 paid ads running monthly (events, seasonal video / carousel, education as needed, etc)
  - Rough estimate is \$3,300 per month
- 2025 Results (April - October):
  - Impressions: 3,834,182
  - Reach: 1,772,945
  - Link Clicks: 70,223
  - Page Engagements: 452,702

**Visit Pagosa Springs**  
Sponsored

Spring is in the air and there is not better time to visit. 🌈 No matter your adventure type, we have you covered in Pagosa Springs!

**Visit Pagosa Springs**  
Sponsored

Trade screen time for sunshine ☀️. Pagosa Springs is packed with summer adventures – from wildflower hikes to lazy hot spring soaks. Who's ready to get away?

**Visit Pagosa Springs**  
Sponsored

Pagosa Springs is under Stage 1 Fire Restrictions!

- ✓ Portable stoves & grills – OK
- ✓ Campfires in approved Forest Service sites – OK
- ✗ Fires outside approved areas – NOT OK

Check the image for full details and help keep our wild places safe!  
Learn more: <https://bit.ly/LNTPagosa>

**CAMPFIRE RESTRICTIONS STAGE 1**

**ALLOWED:** grills, portable stoves, & petroleum fueled stoves

**ALLOWED:** campfires in grills & grates at Forest Service developed recreation sites

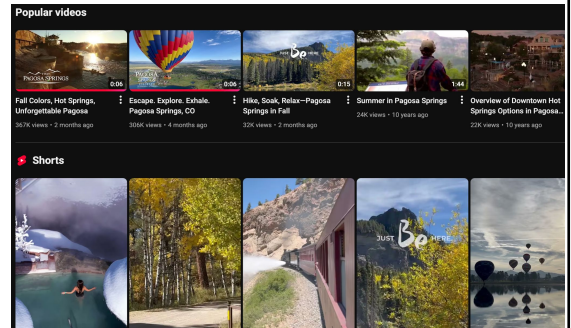
**NOT ALLOWED:** campfires outside grills or grates provided by Forest Service

visitpagosaprings.com  
Recreate Responsibly While Visiting



# Paid Youtube

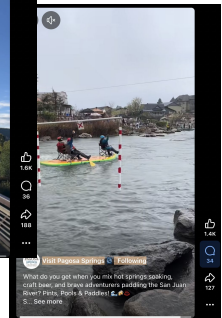
- Youtube is focused on seasonal videos
  - Rough estimate is \$2,500 per month in 2026
    - Paid videos began in June 2025
      - in January, the channel had 3.7k monthly views compared to October with 419.9k views; hours viewed went from 28.9 hours in January compared to 754.6 hours in October
      - 864,849 views in 2025, compared to 52,691 in 2024
  - Continued focus on adding reels and shorts





# Organic Social

- Average reach per post climbed to 9,934 per post in 2025, compared to 3,721 per post in 2024
- Overall engagement up 44%, total engagements (reactions, comments and shares) rose from 23,769 in 2024 YTD to 34,264 in 2025 YTD
- The shift from mostly static photos to a richer mix of reels and video with a storytelling focus in 2025:
  - Photo posts average about 3,534 reach, 61 engagements and about 4,992 views
  - Reels are a major engine, averaging about 13,767 reach, 245 engagements and about 16,648 views per reel
  - Video posts perform even higher, with about 22,965 reach, 223 engagements and about 35,375 views per video.
- 2026 will continue to lean into video and more storytelling





# e-Newsletter Campaigns

- Complete overhaul in 2025
  - Migration to new vendor
  - Adoption of a more modern and clean visual design
  - Updated opt-in forms to encourage new subscribers
  - Integration of new YouTube video content in most newsletters to highlight seasonal activities and key events
- Monthly e-newsletter to subscriber base has increased open rates and engagement:
  - 29% average open rate (71% increase)
  - Click Rates increased to 1.9% (375% increase)
- Goal in 2026 is to add segmented mailings to increase short-haul visits with targeted messaging and target markets based on why they choose Pagosa



## Summer Events & 4th of July

Do you want a summer with long, adventure-filled days and unforgettable events? The biggest event of the summer is the 4th of July Celebrations. The events continue throughout the summer with music festivals, live theater at Pagosa Center for the Arts and much more!



## Summer Hikes & Waterfalls to Explore



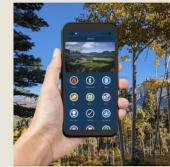
Photo by @pagosa11

It's the ideal time to visit for hiking enthusiasts. The trails are vibrant with blooming wildflowers and the vistas are at their most impressive due to the

### Plan Your Adventure!

Download the free Visit Pagosa Springs app to explore local dining, lodging, events, trails, and more – right at your fingertips. Whether you're in town or planning your trip, everything you need is just a tap away.

Download Our App



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# Test Campaigns

## Texas Monthly

- Targeting Texas, with ability to target key DMAs
  - Expanded digital and social campaign options
  - Allows specific targeting of DFW, Austin, Houston and San Antonio based on when we know those audiences visit

TexasMonthly

2026 MEDIA KIT

### Total Audience Demographics

Texas Monthly audiences are diverse across platforms, enabling brands to target Texans across the state.

	READERS	SITE	SOCIAL	EVENTS
SCOPE	3,037,000 <small>READERS</small>	2.0 Million <small>MONTHLY PAGEVIEWS</small>	24.1 Million <small>MONTHLY IMPRESSIONS</small>	20,600 <small>ANNUAL ATTENDEES</small>
AGE	45-64	25-44	25-44 / 35-54 <small>INSTAGRAM AND X FACEBOOK</small>	45-64
AVERAGE HHI	\$224,600*	\$227,300*	NA	\$141,080
GENDER	53% / 47% <small>MALE FEMALE</small>	57% / 43% <small>MALE FEMALE</small>	38% / 62% <small>MALE FEMALE</small>	54% / 46% <small>MALE FEMALE</small>
TOP MARKETS	DFW HOUSTON AUSTIN SAN ANTONIO	DFW HOUSTON SAN ANTONIO AUSTIN	AUSTIN HOUSTON SAN ANTONIO DFW	AUSTIN/SAN ANTONIO DFW HOUSTON

SOURCE: MRI SIMONS SPRING 2025 PRINT+DIGITAL READERSHIP; WEBSITE N/A; FACEBOOK VIEW 2025; INSTAGRAM VIEW 2025, X (FORMERLY TWITTER) IMPRESSIONS 2025  
\*SOURCE: MRI SUBSCRIBER & WEBSITE VISIT, 2021





# Test Campaigns

## 5280 Magazine

- Targeting Denver Metro area, affluent audience, average HHI \$222,677
  - Monthly print & digital package = \$10,000
  - 1 month - full page in 5280 Magazine + Native Sponsored Content article on [5280.com](http://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
  - Dedicated email blast,
  - Over 329,000 digital impressions

**Audience at a glance.** | 5280 AUDIENCES OFFER A BROAD REACH OF DENVER AND BEYOND.

	MAGAZINE	5280.COM	NEWSLETTERS	SOCIAL	EVENTS
<b>REACH</b>	<b>335,500+</b> MONTHLY READERS*	<b>337,500+</b> MONTHLY PAGEVIEWS	<b>106,200+</b> CONTACTS	<b>311,725</b> TOTAL UNIQUE FOLLOWERS	<b>2,000+</b> EVENT ATTENDEES
<b>AGE RANGE</b>	78% ARE BETWEEN <b>25-64</b>	<b>25-44</b>	<b>18-65+</b> *	<b>25-54</b> INSTAGRAM • FACEBOOK	<b>25-54</b>
<b>HHI</b>	<b>\$229,441</b>	<b>\$98,000+</b>	50% HAVE A HHI OF <b>\$75,000+*</b>	DATA NOT AVAILABLE	48% HAVE A HHI OF <b>\$100,000+*</b>
<b>GENDER</b>	<b>38%</b> MALE   <b>62%</b> FEMALE	<b>49%</b> MALE   <b>51%</b> FEMALE	<b>28%</b> MALE   <b>72%</b> FEMALE	<b>32%</b> MALE   <b>68%</b> FEMALE	<b>31%</b> MALE   <b>69%</b> FEMALE

SOURCE: Circulation Intelligence Council Audit 2023  
\*Range of 17 million per copy

SOURCE: Google Analytics (2023-10-01 to 2023-10-31)  
\*Range of 17 million per copy

SOURCE: HubSpot  
\*Data calculated based on contacts who have been opened

SOURCES: Esports, Esports & Gaming Insights  
\*Facebook's demographic data is only available for public pages

SOURCE: Esports.com





## CTO Grant: Southern CO Heritage Trail

- Partnership with Visit Alamosa to promote cultural / heritage interest between destinations
- Focused on shared domestic markets and grow strong markets
- Story-telling focus, with new video assets and itinerary building
- Grant funds videography, paid META, CTV / Video Placement
- In-kind match includes content creation, itinerary development, storytelling direction
- **Work cannot begin before January 2026**



# — 2026 Advertising Explanation

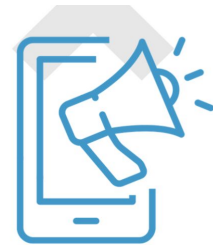




# Native Digital Ad Placement

## Native Advertising

<b>Goals Fulfilled</b>	Branding, Awareness, Reach, Frequency
<b>Device Targeting Available</b>	Mobile, Desktop, Laptop, Tablet
<b>Audience Targeting</b>	Age Range, Income, Interests, Behaviors, Purchase Intent and Much More
<b>Geographic Targeting</b>	States, DMAs, Cities, Zip Codes, Drive Market
<b>Average Click Through Rate (CTR)</b>	0.10% - 0.35% CTR (variable based on ad creative, advertiser industry, and more)
<b>Rate Structure</b>	CPM or CPC
<b>Creative Specs</b>	Images, Logos, Headline and Body Copy
<b>Complimentary Media Solutions</b>	Banner Advertising, Video Advertising, Paid Social



Native advertising takes on the look and feel of the publish website and typically appears in-feed with actual editorial content as "Sponsored" or "Recommended" posts. There are multiple definitions and types of Native Advertising placements, Orangel42 utilizes "in-feed" ad units that appear alongside publisher content. These in-feed placements are less intrusive and more likely to engage with consumers and provide more authenticity/brand lift than traditional banner advertising.

Advertisers can utilize Native ads to showcase their great website content and tell the brand message in a more authentic way that feels less like advertising and more like story telling. Take your target audience on a journey and provide them with the opportunity to experience your content and messaging.

Native advertising typically has stronger Click Through Rates (CTR) than banner advertising and better post click performance such as lower bounce rates, longer Avg. Time on Page and more. Additionally, native ads also tend to get around ad-blocking technology and ensure your placements are being seen by your target audience.





# Native Digital Ad Placement

## Native Ads



Don't Look Like Ads



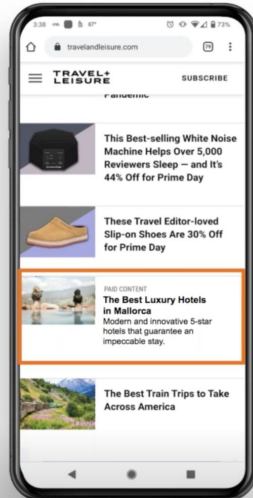
Soft Sell



Formatted Like an Article or Post



Blends In



people pay  
**53%**  
more attention

**70%**  
of consumers prefer it





# Native Digital Ad Placement

With 10.1 million sessions, COLORADO.com is the premier online resource for Colorado trip planning. Expand your reach and speak directly to your customers with a highly targeted ad campaign tailored to your specific schedules, goals and budget.

## AD UNITS:

- 1. NATIVE:**  
Formatted units are integrated into the content of the page and drive a high CTR.
- 2. DISPLAY:**  
Tell your story visually with a high-impact canvas.

**CTR IS  
3X BETTER  
THAN THE  
NATIONAL  
AVERAGE**



NATIONAL  
AVERAGE



COLORADO.COM  
NATIVE & DISPLAY ADS

Display

COME TO LIFE **C** COLORADO

THINGS TO DO / HOTELS & LODGING / FESTIVALS & EVENTS / TRIP IDEAS / RESORTS & LODGES / SPECIAL OFFERS

BRIDGE INTO OUR YOUR NEXT WINTER

## WINTER ACTIVITIES

Winter weather doesn't send Coloradans indoors — we get outside and play in it! A Colorado winter vacation includes crisp winter air, fluffy snow and enough cold-weather recreation to ensure you've earned that end-of-the-day hot cocoa.

CRASH COURSE SKIING | DISCOVERING | ICE CREAM | CALIBORN SKIING | SLEEPING IN SNOWMOUNTAINS

DISCOVER COLORADO'S SECRETS

READ MORE

DISCOVER WINTERHEAVEN HEAVY

Native

NEW BUSINESS V.4.





# Digital Ad Placement



**10.1 MILLION**  
sessions



**2.8 MILLION**  
desktop



**7.2 MILLION**  
mobile/tablet

## VISITOR OVERVIEW



**18 MILLION**  
pageviews



**1 MINUTE,  
57 SECONDS**  
average time  
on site

## TOP MARKETS

1. Colorado
2. Texas
3. California
4. Illinois
5. Florida
6. Missouri
7. New York
8. Minnesota
9. Georgia
10. Kansas

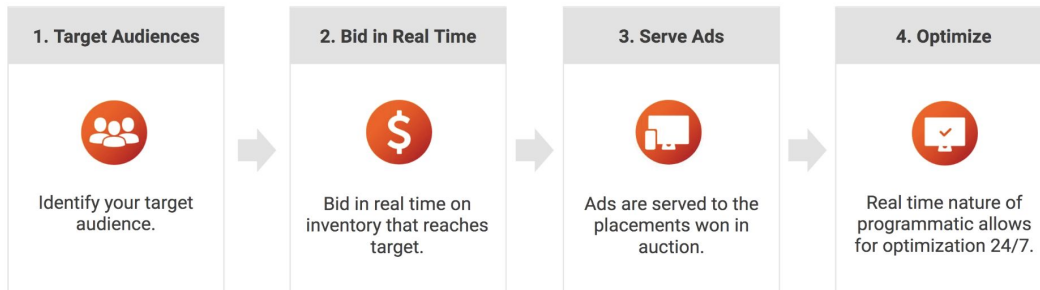




# Programmatic Ad Placement

## How Programmatic Advertising Works

Variety of appealing ad formats that build a brand and keep it top of mind for travelers in each phase of path to purchase



Right **Message** + Right **Format** + Right **Traveler** + Right **Time**

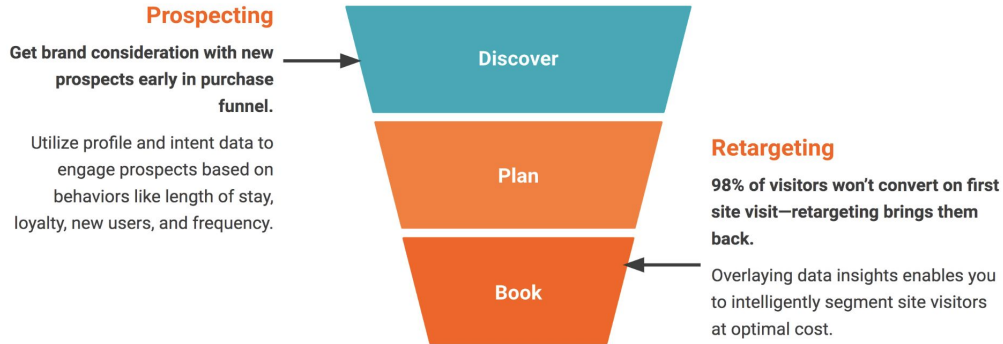




# Programmatic Ad Placement

## Prospecting & Retargeting

Leverage both to maximize results





# Video Placement

## Programmatic Video Advertising

<b>Goals Fulfilled</b>	: Branding, Awareness, Reach, Frequency, Video Views
<b>Device Targeting Available</b>	: Mobile, Desktop, Laptop, Tablet
<b>Audience Targeting</b>	: Age Range, Income, Interests, Behaviors, Purchase Intent and Much More
<b>Geographic Targeting</b>	: States, DMAs, Cities, Zip Codes, Drive Market
<b>Average Click Through Rate (CTR)</b>	: 0.05% - 0.30% CTR (variable based on ad creative, advertiser industry, and more)
<b>Rate Structure</b>	: CPV or CPM
<b>Creative Specs</b>	: :15 and/or :30 Second Video Spots.
<b>Complimentary Media Solutions</b>	: Banner Advertising, Retargeting, Native Advertising

Digital video advertising allows for the sight, sound, motion and emotion of video with many of the same benefits of broadcast but with a direct audience of one. Mobile and desktop users are typically more engaged with video content compared to other digital advertising mediums and tend to watch more of the video message compared to traditional broadcast placements.

Orange142 offers programmatic video placements on top publisher sites (ESPN, CNN, Food Network, Forbes, Etc.) These videos appear as commercials before professionally developed content that a consumer is viewing. These programmatic placements provide for strong engagement and click through rates often surpassing native and banner ad engagement!

Video placements can be skippable after :05 seconds. When a campaign is run on a Cost Per View (CPV) Orange142 guarantees a 100% video view and/or a click through to the advertiser website.



SPRINGS  
COLORADO



# Programmatic Ad Placement

## Measuring the Success of a Programmatic Campaign

How did the campaign perform driving brand awareness or performance?



Completed Video Views



Page Views



Cost Per Action (CTA)



Click-Through Rate (CTR)



Reach



Time on Site



Return on Investment (ROI)



View-Through Conversions

Just a few of the terms you could see in your campaign reporting.





# Search Based Display Ads

## Search Based Display

<b>Goals Fulfilled</b>	Conversions, Website Traffic, Reach, and Awareness
<b>Audience Targeting</b>	Keywords, Phrases and Search Marketing Terminology
<b>Geographic Targeting</b>	States, DMAs, Cities, Zip Codes, Drive Market
<b>Average Click Through Rate (CTR)</b>	0.50% - 1.05% CTR (variable based on ad creative, advertiser industry, and more)
<b>Rate Structure</b>	CPC
<b>Creative Specs</b>	Images, Logos, Headline and Body Copy AND/OR 300x250, 728x90, 160x600, 320x50
<b>Complimentary Media Solutions</b>	Retargeting, Video Advertising, Email Advertising

As a way to maximize available budget while reaching consumers when they are actively searching for your specific services and solutions, Orange142 has developed a unique ad targeting solution that leverages the same keywords, phrases and intent utilized in Paid Search but to serve more engaging and creative display ad placements.

Search Based Display utilizes a Cost Per Click (CPC) rate structure that allows for guaranteed web traffic. Additionally, there are no fluctuations in costs from competitors, quality scores or time of year like commonly found on Paid Search campaigns.

Utilize banners and native style ads to drive traffic to key landing pages and increase overall engagement. Search Based Display campaigns, on average, have higher click through rates compared to traditionally targeting display campaigns by serving ads to consumers who have active search histories relevant to the solutions and services promoted.

Search Based Display is often used as a supplement to Paid Search, especially when costs become too high due to limitations in the Google ecosystems. Keywords and phrases can be utilized from current or past paid search campaigns and recommended from the Orange142 team.





# Search Based Display Ads

## Mobilefuse Mindset Marketing

Dynamic Banner Ads

### ***Refined Audience Targeting (CPM)***

Mindset Targeting™ is our vendor's proprietary solution that not only looks at who your audience is, but also analyzes real world signals to know when your target is most likely to be impacted by your brand's message. We combine this dynamic targeting with attention grabbing creative to ensure all campaigns make a difference.





# Display Banner Advertising

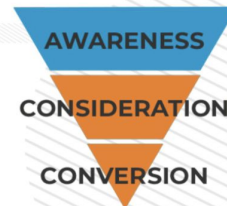
## Display Banner Advertising

<b>Goals Fulfilled</b>	Branding, Awareness, Reach, Frequency
<b>Device Targeting Available</b>	Mobile, Desktop, Laptop, Tablet
<b>Audience Targeting</b>	Age Range, Income, Interests, Behaviors, Purchase Intent and Much More
<b>Geographic Targeting</b>	States, DMAs, Cities, Zip Codes, Drive Market
<b>Average Click Through Rate (CTR)</b>	0.07% - 0.25% CTR (variable based on ad creative, advertiser industry, and more)
<b>Rate Structure</b>	CPM or CPC
<b>Creative Specs</b>	300x250, 728x90, 160x600, 320x50, Rich Media (HTML5) and more
<b>Complimentary Media Solutions</b>	Retargeting, Video Advertising

The Orange142 Custom Ad Serving Platform allows advertisers to programmatically reach 98% or more of online consumers. Access 500+ publishers, including all of the comScore top 200 website domains with servable inventory. Custom whitelists of sites can be utilized including white listing by channel (news/weather, family, entertainment, sports, and more).

Display banner ads are best utilized as a tool for branding, awareness, reach and frequency. Many impressions can be served, and an advertiser will have multiple touch points on the targeted audiences. A secondary benefit of display banner advertising is driving website traffic. Orange142 banner campaigns typically exceed industry standards for Click Through Rate (CTR).

Orange142 banner ads are served cross device and optimized towards the platform that engages the target audience the best. 1st and 3rd party audience data is layered into the ad serving to ensure highest engagement possible.





# Social Media Prospecting & Remarketing

## Social Ads

Facebook, Instagram and TikTok with video focus

### ***Facebook & Instagram Prospecting Ads (CPC)***

Raise awareness of Pagosa Springs as a winter travel destination on Facebook and Instagram with targeted advertising in key markets. Our paid social strategy is meant to reach potential visitors in the *awareness* or *inspiration* stage of their travel planning.

### ***Facebook & Instagram Remarketing Ads (CPC)***

By utilizing custom audience gathering with a Facebook Pixel, we can show social ads to people who have previously visited your website. This is a great way to reach people on social and stay top of mind for their travel planning.





# Website Retargeting

## Website Retargeting

<b>Goals Fulfilled</b>	Reach, Frequency, Conversions
<b>Device Targeting Available</b>	Mobile, Desktop, Laptop, Tablet
<b>Audience Targeting</b>	Website and audience segmentation based on pixel placements on advertiser site
<b>Geographic Targeting</b>	Location of users who visited the website or were served digital ads.
<b>Average Click Through Rate (CTR)</b>	0.10% - 0.25% CTR (variable based on ad creative, advertiser industry, and more)
<b>Rate Structure</b>	CPM
<b>Creative Specs</b>	300x250, 728x90, 160x600, 320x50, Rich Media (HTML5) and more
<b>Complimentary Media Solutions</b>	Banner Advertising, Video Advertising, Paid Search, Paid Social

Website retargeting is one of the best ways to reach an already engaged consumer with the frequency and multiple touch points necessary to cut through the clutter within the digital advertising landscape.

Follow an already engaged audience through their online web browsing after they have visited the advertiser website and shown initial interest with the brand. Orangel42 places a retargeting pixel on pages of the advertiser site, usually through Google Tag Manager. When a consumer visits the site, they are added to an impression pool for retargeting.

Retargeting is most effective when page segmentation is utilized (e.g., people who view a hotels page vs. the events page) and customizing the retargeting ad creative shown to each group. This allows advertisers to have a "dialog" with consumers and continue the messaging that will be most relevant and influence a purchase decision. The best performing retargeting campaigns utilize different creative compared to banner ads used to reach new audiences and a clear call-to-action or promotion of an offer.



THANK YOU

# Q&A



Item	Description	Estimated Spend	January	February	March	April	May	June	July	August	September	October	November	December
Monthly eNewsletter	Sent to 80,000 subscribers	\$10,530	X	X	X	X	X	X	X	X	X	X	X	X
New Targeted Monthly Emails	Sent to subset if subscriber base	Staff	X	X	X	X	X	X	X	X	X	X	X	X
Website	Enhancements / Hosting	\$15,000	X	X	X	X	X	X	X	X	X	X	X	X
Crowdriff	User Generated Content	\$10,000	X	X	X	X	X	X	X	X	X	X	X	X
App (through Visit Widget)	Subscription for app	\$7,188	X	X	X	X	X	X	X	X	X	X	X	X
App / Website AI Tool	Through Visit Widget as test for 2026	\$3,600	X	X	X	X	X	X	X	X	X	X	X	X
Booking Engine	Subscription for platform (free to lodgers)	\$9,160	X	X	X	X	X	X	X	X	X	X	X	X
Media Hosting	Cost for lodging, meals, etc	\$5,000	X	X	X	X	X	X	X	X	X	X	X	X
Construction Communication	Signage, Sidewalk Decals, Posters, Maps, etc	\$15,000	X	X	X	X	X	X	X	X	X	X	X	X
Google Ads	Paid search	\$8,400	X	X	X	X	X	X	X	X	X	X	X	X
Organic Social Media	Visit Pagosa channels - daily; currently use Loomly, interested in switching to more robust platform in 2026	\$3,000	X	X	X	X	X	X	X	X	X	X	X	X
Paid Meta Campaigns	Multiple concurrent campaigns each month	\$50,000	X	X	X	X	X	X	X	X	X	X	X	X
Youtube Ads	Video Placement	\$30,000	X	X	X	X	X	X	X	X	X	X	X	X
Colorado State Vacation Guide	Print Ad	\$15,000	X	X	X	X	X	X	X	X	X	X	X	X
Online Lead Generation	<a href="http://Colorado.com">Colorado.com</a>	\$5,100	X	X	X	X	X	X	X	X	X	X	X	X
Brand Channel	Articles, video and content on <a href="http://colorado.com">colorado.com</a>	\$18,500	X	X	X	X	X	X	X	X	X	X	X	X
CTO - Brand Channel Articles	2 new articles to add to Brand Channel	\$1,000	X	X	X	X	X	X	X	X	X	X	X	X
State Welcome Center Video (1 of 3 destinations)	Featured at Cortez, Alamosa, Fruita and Trinidad	In Kind through CTO	X	X	X	X	X	X	X	X	X	X	X	X
<a href="http://Colorado.com">Colorado.com</a> Native Ads	Run of Site ads featured under relevant topics (hot springs, etc); 942,858 impressions annually	\$8,250	X	X	X	X	X	X	X	X	X	X	X	X
<a href="http://Colorado.com">Colorado.com</a> Display Ads	Run of Site ads; 1,178,572 impressions annually	\$8,250	X	X	X	X	X	X	X	X	X	X	X	X
CTO eNewsletter - Out of State	Only Pagosa-sponsored messaging	\$14,400										X		X
CTO eNewsletter - In State	Only Pagosa-sponsored messaging	\$2,000			X									
CTO - eNewsletter - All Audiences	Only Pagosa-sponsored messaging to entire CTO subscriber base	\$9,000			X									
CTO - interstitial ad	2026 Comped due to launch shortly after floods in 2025	In Kind through CTO										X		
Orange 142	Paid Digital - instream video, Meta, retargeting, search based display, native	\$49,999		X	X	X	X				X	X	X	X
Test Campaigns (ability to expand)	Digital Ads via 5280 / Texas Monthly	\$50,000			X	X	X				X	X		

Item	Description	Estimated Spend	January	February	March	April	May	June	July	August	September	October	November	December
CTO Co-Op* (based on approval - \$50k investment is \$150k total ad placement)	Combination of Paid social, digital ads, dedicated email, etc.	\$50,000				X	X	X					X	X
CTO Grant	Video Production, Paid META, CTV	\$74,000				X	X	X	X	X	X	X	X	
Destination Management	Ads in SUN Visitor Guide, Paid META as needed (fire dousing, restrictions, post disaster recovery)	\$8,500												



## AGENDA BRIEF

**MEETING:** Pagosa Springs Area Tourism Board - 03 Dec 2025

**FROM:** Jennifer Green, Executive Director

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**PROJECT:** 2026 Event Funding Discussion

**ACTION:** Discussion

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### **PURPOSE/BACKGROUND:**

#### **Overview**

Per the discussion during the November 5th Tourism Board meeting, the 2026 event funding application has been updated, with the following changes:

- Removed all funding criteria
- Added question #18 asking if they are working with lodging partners and to describe, if so
- Removed a few questions regarding number of event volunteers, staff needed, as it didn't seem relevant for funding consideration
- Added requirement that event organizers must meet with Visit Pagosa staff to discuss event promotion and and answer any questions to help them create a successful event
- Specified that event funding will be considered quarterly by Tourism Board

#### **ATTACHMENTS:**

[2026 Event Funding & Marketing Assistance Application - DRAFT](#)

[2026 Event Funding Final Report - DRAFT](#)

# 2026 Event Funding and Marketing Assistance Application

**Please review carefully. There are changes to the 2026 application.**

The Pagosa Springs Area Tourism Board understands the important role that special events play in attracting tourists to visit, but also the role that events play in providing additional activities for our visitors to enjoy while visiting Pagosa Springs. We are committed to supporting the expansion and / or retention of special events through financial and / or marketing assistance. The goal is to support quality of events versus the quantity of events.

Applications will be reviewed and evaluated by the Tourism Board for the consideration of funds. The Tourism Board reserves the right to deny future funding for applicants that do not follow the funding guidelines.

Well-organized events and thorough funding applications are expected. Funds can be requested for any expense deemed useful by the event organizer. **Funding requests will be considered quarterly in 2026.**

\* Event Checklist for tips on organizing an event in Pagosa Springs:

[https://docs.google.com/document/d/1tZbBCGzP4\\_9TD0BcJ0uYM654sQ\\_iTIPwSt4WjCvc5xE/edit?usp=sharing](https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing)

\* Contacts for lodging properties:

<https://docs.google.com/spreadsheets/d/1r5xreoexoz1sRBOCLmi7LBvazg2RvgzVcsvrpIRRHY8/edit?usp=sharing>

\* Contacts for possible food trucks:

<https://docs.google.com/spreadsheets/d/1VvvCTwhzQwQZnkldbBINzaJRv4r5AChVkJHJyccKnfjc/edit?usp=sharing>

\* Portable Event Stage, Trailer, Trash and Recycling Service Request Form:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeulihX-jFKs9tiSllsTOUQ/viewform?usp=dialog>

\* All requests for funding will be reviewed initially by staff for thoroughness. Event organizers will be notified if any additional information is needed for Board consideration. Only complete applications will be considered by the Tourism Board. Applicants that have received funds in the past are required to have submitted a final report from the previous funds received. Applicants will also be asked to attend a meeting to answer any questions.

\* Please contact Becky Engel by email at [coordinator@visitpagosasprings.com](mailto:coordinator@visitpagosasprings.com) or by phone at 970-585-4820 with any questions.

Submitting an application does not guarantee funding.

*\* Indicates required question*

1. Email \*

**2026 Event Funding & Marketing Assistance Application: Criteria**

There is no specific criteria for 2026. The Board will review existing and new events equally. No seasonality is favored, but the Tourism Board desires to support events that offer professionally-organized and quality events. Please be very detailed in responses.

**2026 Event Funding & Marketing Assistance Application: Marketing Assistance**

Marketing assistance is handled solely by the Visit Pagosa Springs staff targeting audiences to drive overnight visitation and does not include direct funding to the event organizer. Staff will work with the event organizer to target their event niche audience in paid advertising. All local promotion is the responsibility of the event organizer. All marketing opportunities are offered at no cost to event organizers, as determined by the Tourism Board.

**Required for all event organizers:**

1. Attend a meeting with Visit Pagosa to review event requirements and discuss marketing assistance

**Available to all event organizers:**

1. Advice / consultation concerning any aspect of event marketing
2. Inclusion on event calendars on [www.visitpagosasprings.com](http://www.visitpagosasprings.com), Facebook, Colorado.com, [denverpost.com](http://denverpost.com), and many other websites
3. Included in Weekly Live Music & Events

**Additional marketing available to events that the Board approves for additional support:**

1. Promotion in monthly Pagosa Springs e-newsletter sent to over 79,000 recipients
2. Promotion and paid boosts across Visit Pagosa Springs social media channels.
3. Paid Digital ad / video placement across multiple platforms

Photos, videos, and event information must be shared with staff at least 90 days in advance of the event to be promoted

**2026 Event Funding & Marketing Assistance Application: Contract**

By submitting an application, you are bound to the conditions and requirements established by the Tourism Board. If receiving funds or marketing assistance, you agree to uphold all guidelines outlined below. If any of the conditions below are not met, funding consideration and marketing assistance will not be granted for a period of three (3) years.

1. Attend a webinar to review event requirements in the community (by Town, County, Fire, Health)
  
2. The Tourism Board requires a final report from the event organizer prior to future funding considerations. The final report requires data including number of attendees, geographic reach of attendees, percentages of local and out of town attendees, ticket price of event and the percentage of attendees spending the night in Pagosa. Event organizers can gather the data through ticket sales and / or surveys conducted during the event. The final report form can be found at:  
[https://docs.google.com/forms/d/e/1FAIpQLSdHJw0UdVu8HWCvX7BmdQHNd\\_pLGvuU3D1u6ZTypa9L1w9Mvw/viewform?usp=header](https://docs.google.com/forms/d/e/1FAIpQLSdHJw0UdVu8HWCvX7BmdQHNd_pLGvuU3D1u6ZTypa9L1w9Mvw/viewform?usp=header)
  
3. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:  
 Upon approval of funds by the Tourism Board, 100% of the funds are available, upon receiving an invoice and W9 from the event organizer. Please note that it is understood that the needs of each event differs and alternate payment schedules may be negotiated in advance.
  
4. If the event is canceled, any funds received by the event organizer must be returned to the Town within 30 days of event cancelation. Requests for exceptions to this clause must be received in writing and are only granted by a vote of the Tourism Board during a public meeting.
  
5. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism staff of necessary photo credits. Existing events should provide event photos / videos to the Visit Pagosa Springs staff for promotional purposes as soon as possible.
  
6. Funds must be used as detailed in the application and approved by the Board, unless an event organizer submits and is approved for a change.
  
7. Event advertising and promotional messages should include the following:  
 A web link to [www.visitpagosasprings.com](http://www.visitpagosasprings.com) and use of the Pagosa Springs logo when possible. Please contact [sales@visitpagosasprings.com](mailto:sales@visitpagosasprings.com) for URL with tracking. Logos can be downloaded at:  
<https://www.dropbox.com/sh/7cuv112ll8313cs/AAAMN1xlggGhJBGUTlgMb50Pa?dl=0>  
  
 Link to, tag and help promote the official Pagosa Springs social media efforts ([www.facebook.com/visitpagosasprings](http://www.facebook.com/visitpagosasprings), @Visitpagosa). Use the following #hashtags to promote your event: #PicturePagosa and #VisitPagosa; Use of these tags will automatically

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2026 Event Funding and Marketing Assistance Application

add your event photos into rotation on monitors at the Visitor Center and on Visit Pagosa stories. Additionally, using #ColoradoLive will garner attention from the Colorado Tourism Office’s social media efforts and potential display at State welcome centers

8. To enable the Visit Pagosa Springs staff the ability to properly promote your event to potential visitors, first the event organizer must meet with staff to discuss promotion. The event organizer will be asked to submit event information, pricing, promotional photos, videos, allowable contest giveaways and as much event detail as possible to the Tourism staff as soon as possible. Visit Pagosa Springs staff provides events details to Colorado.com, [denverpost.com](https://www.denverpost.com) and many other event listing sites. It is the event organizer’s responsibility to provide event updates, such as schedule, lineup and/or edits and changes to the event information to [coordinator@visitpagosasprings.com](mailto:coordinator@visitpagosasprings.com).

9. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, KSUT, distribution of posters, etc.

10. Events must adhere to all policies and apply for any required permits and pay all fees, as required by the various entities. Please refer to the event checklist for additional information: [https://docs.google.com/document/d/1tZbBCGzP4\\_9TD0BcJ0uYM654sQ\\_iTIPwSt4WjCvc5xE/edit?usp=sharing](https://docs.google.com/document/d/1tZbBCGzP4_9TD0BcJ0uYM654sQ_iTIPwSt4WjCvc5xE/edit?usp=sharing)

11. Use of the Portable Event Stage, Event Trailer, Trash & Recycling Services, etc is handled through Tourism staff. Please complete the following form for consideration: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

- 2. I understand that by not adhering to the guidelines established by the Tourism Board, consideration of funding and / or marketing assistance will be revoked for a period of three (3) calendar years. \*

Check all that apply.

I agree to comply to the guidelines outlined above

2026 Event Funding Application: Contact Information

Please provide as much detail as possible. Incomplete applications will not be taken before the Tourism Board for consideration. Please note that the event funding process is extremely competitive and the quality and thoroughness of responses will improve consideration for funding approval.

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2026 Event Funding and Marketing Assistance Application

3. Event Name \*

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4. Proposed Event Date(s) \*

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*Example: January 7, 2019*

5. Amount of Funding Requested \*

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6. Name of Producing Entity \*

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7. Contact Person \*

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8. Phone Number \*

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9. Email Address \*

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10. Event Website \*

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11. Producing Entity Tax Status \*

Mark only one oval.

- For Profit
- Non Profit / Not for Profit
- Government

12. Does the Event benefit a charity and / or non profit? \*

Mark only one oval.

- Yes
- No

13. If yes, please name the beneficiary

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2026 Event Funding Application: Event Description

Please provide as much detail as possible. The Tourism Board seeks quality events that can be promoted to attract visitors to town or provide them with additional activities while in town.

14. Is this a new or existing event? \*

Mark only one oval.

- New
- Existing

- 15. Where exactly will the event be held within Pagosa Springs and Archuleta County? Please list the specific venues that you plan to utilize, including dates and times. Venues must be confirmed with Town or County prior to applying for funds. \*

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- 16. Will any portion of the event take place outside of Archuleta County? If yes, please explain. \*

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- 17. Please provide a thorough description of the event and its activities. \*

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- 18. Is the proposed event working with lodging partners? It is not required, but may improve the consideration of the event. Please describe in detail. \*

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19. Please describe in detail partnerships with any other area businesses. \*

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20. Overall Anticipated Attendance \*

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21. Anticipated Attendance: Percentage Local \*

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22. Anticipated Attendance: Percentage Visitor \*

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23. Detailed description of potential benefits to the Pagosa Springs community, such as providing a new event, adding to the visitor experience, expanding an established event, attracting an out of town audience, a new event during shoulder season, etc. \*

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2026 Event Funding and Marketing Assistance Application

24. Will the event have the following (select all that apply): \*

*Check all that apply.*

- Tent
- Live Music
- Alcohol
- Food Trucks
- Other Vendors

25. Will you need any services or amenities from the Town and / or County, such as police services, barricades, road closures, fencing, etc? \*

*Mark only one oval.*

- Yes
- No
- Maybe

26. Please explain any services / support asked of the Town.

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27. Would you like use the Town's portable event stage for the event? The 2026 daily rental fee for tourism-related events is \$300 for non-profits and \$600 for profits / other. Please complete the following form to reserve:

<https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

Mark only one oval.

- Yes
- No
- Maybe

28. Are you interested in renting the the Event Trailer for \$100 / day (includes metal / \* portable event fencing, 10'x10' pop up tents, generator, trash cans, spider box, cords and more. Please complete the following form to

reserve: <https://docs.google.com/forms/d/e/1FAIpQLSe6uT3rW-jxGFn0JrNTPxGjKdeuluihsX-jFKs9tiSllsTOUQ/viewform?usp=header>

Mark only one oval.

- Yes
- No
- Maybe

29. Please explain specifically how money you receive from the Tourism Board would \* be spent.

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2026 Event Funding and Marketing Assistance Application

30. Please describe any marketing or advertising you plan to do to promote the event. \*

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31. What other funding or grants have you applied for? \*

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32. Should the Tourism Board decide not to support this event, will it still occur? \*

*Mark only one oval.*

Yes

No

Maybe

33. Please explain \*

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- 34. Do you intend to host the event in Pagosa Springs beyond 2026? If yes, for how many years beyond 2026? \*

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2025 Event Funding Application: Event Budget

Please email a detailed event budget to [coordinator@visitpagosasprings.com](mailto:coordinator@visitpagosasprings.com), including anticipated revenues and expenses. Please include the information from the sample budget form:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMbQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Applications that do not submit a budget will not be considered by the Tourism Board.

- 35. What percentage of the total event budget is the Tourism Board being asked to fund? \*

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- 36. What percentage of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.) \*

\_\_\_\_\_

- 37. Do you anticipate requesting funding from the Tourism Board in future years? \*

Mark only one oval.

Yes

No

Maybe

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2026 Event Funding and Marketing Assistance Application

- 38. The Tourism Board encourages event organizers to secure additional sponsors in order to create sustainable funding and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you anticipate requesting in future years. \*

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2026 Event Funding and Marketing Assistance Application

# 2026 Event Funding: Final Report

A post-event report is required from all events receiving funding from the Pagosa Springs Area Tourism Board. Please submit a final report by Friday, December 31st, 2026; the Final Report will be carefully evaluated when considering future funding requests.

\* Indicates required question

1. Email \*

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2. Event Name \*

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3. Event Date(s) \*

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4. Contact Person \*

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5. Phone Number \*

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## Event Overview

- 6. **REQUIRED:** Email a final event budget showing actual profit and loss numbers to [coordinator@visitpagosasprings.com](mailto:coordinator@visitpagosasprings.com). \*

Please separate the in-kind support from cash revenues.

A sample budget template can be found at:

<https://docs.google.com/spreadsheets/d/1LGwj2RrWdpCCYMbQsYA9XXStQK17b7iGWZ03WOJH268/edit?usp=sharing>

Mark only one oval.

- Budget emailed to [coordinator@visitpagosasprings.com](mailto:coordinator@visitpagosasprings.com)
- No budget provided

- 7. Provide a detailed overview of how the funds provided by the Tourism Board were used.

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- 8. Provide an overview outlining the event’s strengths and weaknesses, specifically, what parts of the event exceeded expectations. Explain what measures could be taken to improve the event. \*

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- 9. For existing events, provide an overview of how the event fared relative to previous years.

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- 10. Visitor intent to return and satisfaction ratings. Please provide an overview of feedback from attendees. \*

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- 11. Please explain the potential for growth and future plans for the event. \*

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**Attendance and Demographic Profile**

Events Organizers can provide information below via event surveys and / or ticket sales data. The Event Organizer is responsible for collecting necessary data to complete the final report.

- 12. Estimated attendance \*

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13. If the event was non-ticketed, please describe what method you used to estimate the numbers of attendees.

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14. What percentage of attendees came to Pagosa Springs specifically for your event? \*

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15. What percentage of attendees had attended the event in previous years? \*

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16. Where did attendees come from: local, regional, out of state, international? \*

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17. Provide percentages of the top 5 markets attendees traveled from:

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18. Average age and income bracket of attendees. \*

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2026 Event Funding: Final Report

- 19. Lodging: Please include an explanation as to how participants and / or attendees were directed to book lodging. \*

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- 20. Estimated number of room nights booked in association with your event. Please provide a summary from partner lodging properties (if applicable).

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