



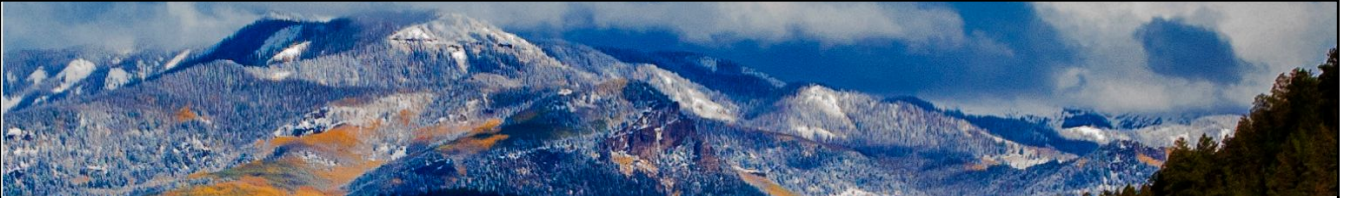
Page 3 of 24

Tourism Recovery Plan: COVID-19 (August 2020 Update)

VISIT PAGOSA SPRINGS



UNFINISHED BUSINESS V.1.1.



Overview

Page 4 of 24

- Situation Update
- Ongoing Recovery
- Next Steps
- Triggers for Actively Advertising to Visitors
- Resources



UNFINISHED BUSINESS V.1.1.



The COVID Situation & Tourism

Page 5 of 24



UNFINISHED BUSINESS VI.1.



Initial Situation (March 2020)

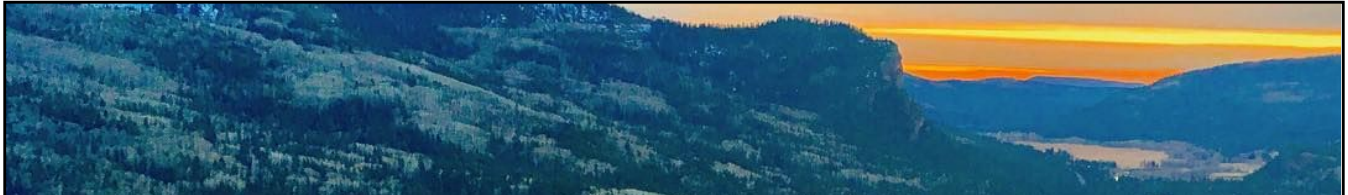
Page 6 of 24

- All active marketing "inviting" visitors to Pagosa was halted Mar 12th - June 2nd
- Visitor Center closed on Mar 19th; it reopened on June 1, once CO Stay at Home Order lifted and it is deemed safe
 - Virtual visitor center in operation - phones forwarded to Director cell phone, brochures being stocked outside and sign on doors promoting itinerary app and website for info
- PSA released via social media and website on March 27th
 - <https://www.youtube.com/watch?v=xyup2KMIDDY>
- Multiple informational pages updated regularly
- Social media focus on inspiring scenic videos, leveraging CTO's Colorado Calm concept



Page 61 of 195

UNFINISHED BUSINESS V1.1.



Current Situation (August 2020)

Page 7 of 24

- Limited marketing "inviting" visitors to Pagosa began mid June (approval by Town Council on June 2nd)
 - \$25k spent targeting CO and NM
 - Tourism in summer 2020 was mostly people seeking to recreate outdoors; CO mountain destinations all dealing with increase in visitors, many seeing record numbers
 - 3 big factors - (1) NM deterring visitation with 2 week quarantine, (2) most summer vacations altered to eliminate air travel and (3) people seeking the great outdoors / non urban areas (Bonus 4th) CTO advertising in-state to encourage CO residents to explore the state
- Visitor Center limited reopening on Jun 1
 - Staffed daily 10am-3pm, lobby remains closed for public access
 - Virtual visitor center in operation when doors not open
- Social media focus largely on education regarding fire restrictions, leave no trace, wearing masks, social distancing, being a decent human, etc.
 - No active push to visit via social since late June



Page 62 of 195

UNFINISHED BUSINESS VI.1.

Ongoing Recovery

Page 8 of 24

UNFINISHED BUSINESS VI.1.



Page 63 of 195



How are we Poised for Recovery? *(March 2020 Assessment)*

- Tourism in Pagosa is largely based on drive market
 - Air travel and international will be impacted longer
- Summer visitation is not dependent on events
- Promote access to surrounding 2.5 million acres of wilderness and national forest
- Ability to provide visitor information virtually
- Access to data that many other destinations do not have



Mar - May 2020 Efforts

Page 10 of 24

- Focused efforts on passive advertising - Social Media and Google adwords
- Closely monitored data trends, industry best practices, CTO efforts
- Introduced new Business Engagement & Support Program and began development
- CTO adjusted campaigns to promote in state travel, targeted to CO residents



Page 65 of 195

UNFINISHED BUSINESS VI.1.



Ongoing Recovery: Fall / Winter 2020

Page 11 of 24

- Tourism will continue to be strong for drive markets
 - Air travel and international will continue to be impacted
 - Expected family travel to drop, as usual, as school returns (in some fashion)
 - Continue to promote access to surrounding 2.5 million acres of wilderness and national forest
 - Enhanced ability to provide visitor information virtually
 - Focus on late fall / early winter promotion
- **Launch** new Business Engagement & Support Program
 - Effort paused once summer hit stronger than ever
 - Educate local businesses on how to work with us - for free
 - New training webinars
 - Introduce new FREE advertising options
 - Updated "Collective Impact" brochure on how to work with Visit Pagosa Springs



Page 66 of 195

UNFINISHED BUSINESS VI.1.

Recovery Plan



Page 12 of 24



Continued Recovery

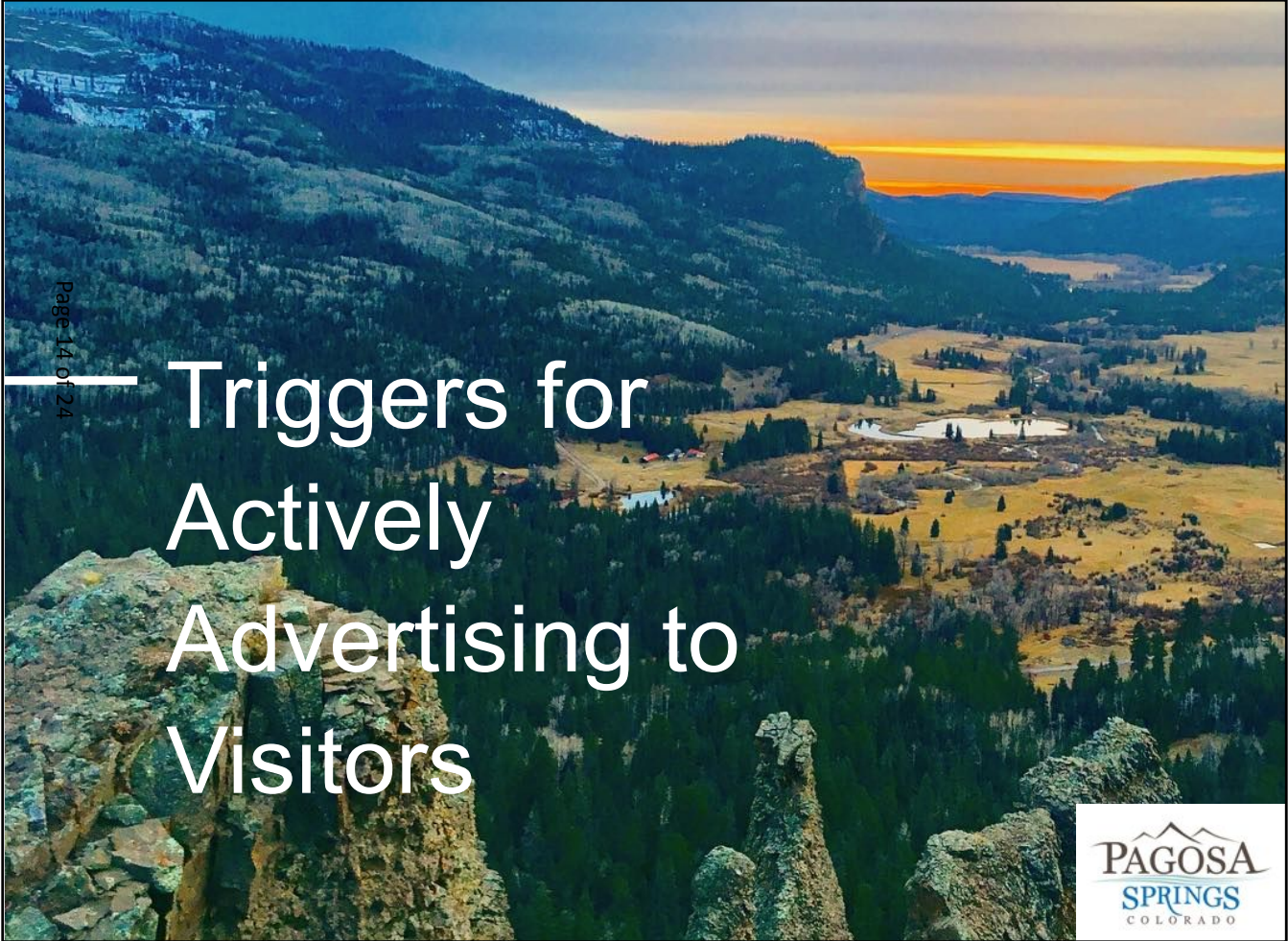
Page 13 of 24

- Continue to leverage available data to determine which markets are “moving” and which are “safer” to invite
 - Target drive markets with digital and social advertising as they begin to travel
 - Carefully pay attention to markets that have not handled COVID-19 well - huge risk to target markets that could reintroduce virus to community and cause a lock down repeat
- Messaging and branding will remain same - Just Be Here
 - The “be” will focus on no crowds, peaceful surroundings, etc
- Launch Business Engagement & Support Program
 - Work with local businesses to take advantage of free resources to expand our reach
- Marketing efforts will restart, but largely remain unchanged - push content across social and digital with laser-focused targeting



Page 68 of 195

UNFINISHED BUSINESS VI.1.



Page 14 of 24

Triggers for Actively Advertising to Visitors



UNFINISHED BUSINESS VI.1.



Initial Triggers for Re-inviting Visitors

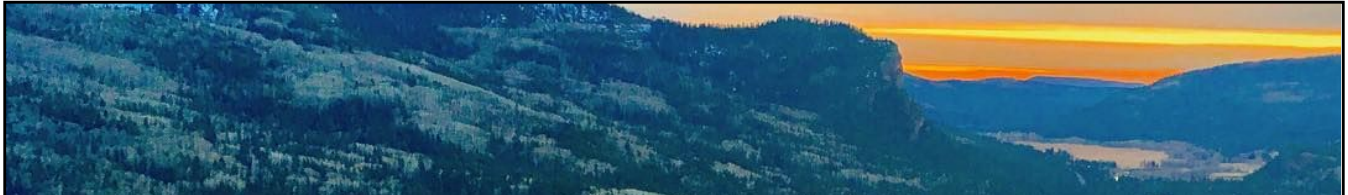
Page 15 of 24

- Local sentiment - *residents need to feel comfortable with visitors*
- CO Safer at Home orders lifted
- When other destinations and CTO begin to market
- Which markets are beginning to move and the distance they are traveling
- Ability for local resources to handle an influx of visitors
- **Most important!** Direction from Town Council and the Board of County Commissioners



Page 70 of 195

UNFINISHED BUSINESS VI.1.



Triggers for Launching Fall Campaign

Page 16 of 24

- Local sentiment - businesses / residents need to feel comfortable with visitors
- Governor's updated orders after busy CO summer
- Direction from San Juan Basin Health Department
- Target states / markets with a decent handle on COVID situation
 - lower case counts overall, decreasing cases, etc
- Ability for local resources to handle continued influx of visitors
- **Most important!** Direction from Town Council and the Board of County Commissioners

Side note: As of August, Colorado Tourism Office is planning a big Fall promotion for the state

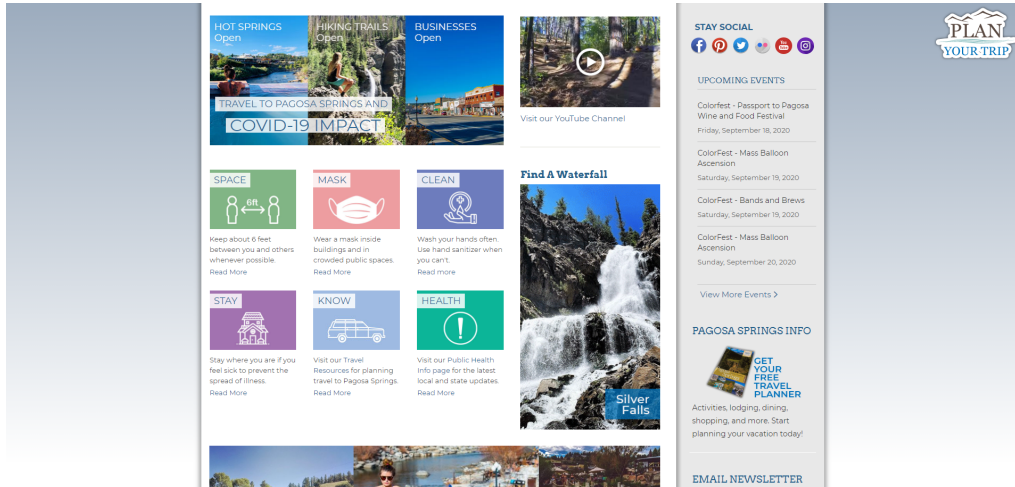


Page 71 of 195

UNFINISHED BUSINESS VI.1.

Screenshots, Stats and Links (with Messaging)

Health and Safety Information on Homepage: <https://visitpagosasprings.com/>



State and Local Public Health Updates: <https://visitpagosasprings.com/what-know-about-covid-19-and-pagosa-springs-travel>



Screenshots, Stats and Links (with Messaging)

Community Commitment to Safety: <https://visitpagosasprings.com/pagosa-springs-commitment-to-safety>

Working Together to Keep Pagosa Springs Safe

We must all take care, have compassion, and take personal responsibility to ensure a safe Pagosa Springs community for locals and visitors alike. As a community, we prioritize the health and safety of our locals, our businesses, and our guests in response to COVID-19. Safety has always been one of our community's core values. We invite you to partner with us as we all work together to ensure our community remains a safe, healthy, and clean place to visit and call home.

BE OUR COMMUNITY Partner
VISITORS • PROPERTY OWNERS • BUSINESSES • RESIDENTS

As a community, we commit to:

- Be mindful of our health and wellbeing with enhanced sanitation.
Businesses will be sanitized 3 times daily to CDC standards. (Before, during and after open hours)
- Retail and Restaurant Teams will wear masks when customers are inside.
- Hand sanitizer stations will be placed in many locations around town for easy access by Guests and Community Members.

Be patient, flexible, and adapt to change:

Travel Resources for Visitors: <https://visitpagosasprings.com/resources-for-travel-to-pagosa-springs-and-covid-19-impacts>

Pagosa Springs Travel Resources

Thank you for considering Pagosa Springs. Below you will find a list of resources to make the most of your visit during the current novel coronavirus COVID-19 pandemic.

SPACE (6ft): Keep about 6 feet between you and others when possible.

MASK: Wear a mask inside buildings and in crowded public spaces.

CLEAN: Wash your hands often. Use hand sanitizer when you can't.

STAY: Stay put if you feel sick to prevent the spread of illness.

KNOW: Visit our Travel Resources for planning a trip to Pagosa Springs.

HEALTH: Visit our Public Health Info Page for the latest updates.

For more information regarding COVID-19 and Pagosa Springs visit:
Public Health Updates | Commitment to Safety | COVID-19 TOOLBOX

Restaurants | Lodging | Activities | Events | Health Info

RESTAURANTS
View a list of local restaurants and their operating procedures during COVID-19 Health Precautions.
Back to Top

LODGING
Pagosa Springs hotels and motels are open. Vacation rentals will resume operations after May 26.
List of Lodging Options in Pagosa Springs
Book Lodging in Pagosa Springs
Camping in the San Juan National Forest
Back to Top

Screenshots, Stats and Links (with Messaging)

COVID-19 TOOLBOX for businesses and locals: <https://visitpagosasprings.com/pagosa-springs-covid19-toolbox>

The screenshot shows a website page titled "COVID-19 TOOLBOX". The main content area is divided into three sections: "COVID-19 TOOLBOX", "TOURISM RECOVERY ASSISTANCE", and "COVID-19 UPDATES & GUIDANCE".

COVID-19 TOOLBOX
The Pagosa Springs Area Tourism Office, Visit Pagosa Springs, is closely monitoring the impact of COVID-19 on the local Pagosa Springs economy and strives to be a valuable, timely resource for our community. Below you'll find assistance and guidance on how employees and employers can best plan and respond right now. If there is anything Visit Pagosa Springs can provide to better serve you, please contact sales@visitpagosasprings.com

[Pagosa Springs restaurants and businesses currently operating.](#)

TOURISM RECOVERY ASSISTANCE

Tourism Recovery Plan	Download Plan PDF
How to Work with Visit Pagosa Springs Brochure	Download Collective Impact: How to Work with Visit Pagosa Springs brochure and learn about free advertising
New Business Engagement & Support Program	Download Flyer

COVID-19 UPDATES & GUIDANCE

World Health Organization	Coronavirus Overview
Centers for Disease Control	Situation Summary
US Small Business Administration	Small Business Guidance
US Travel Association	NEW Industry Guidance for "Travel in the New Normal"
American Hotel & Lodging Association	Cleaning Standards
Global Wellness Institute	Resources for Reopening After COVID-19 for hotel, spa, fitness and wellness establishments.

STAY SOCIAL
Facebook, Pinterest, Twitter, YouTube, Instagram

PAGOSA SPRINGS INFO
[GET YOUR FREE TRAVEL PLANNER](#)
Activities, lodging, dining, shopping, and more. Start planning your vacation today!

EMAIL NEWSLETTER
Pagosa Springs News and Events in Your Inbox!
Email Address:
[SIGN ME UP!](#)

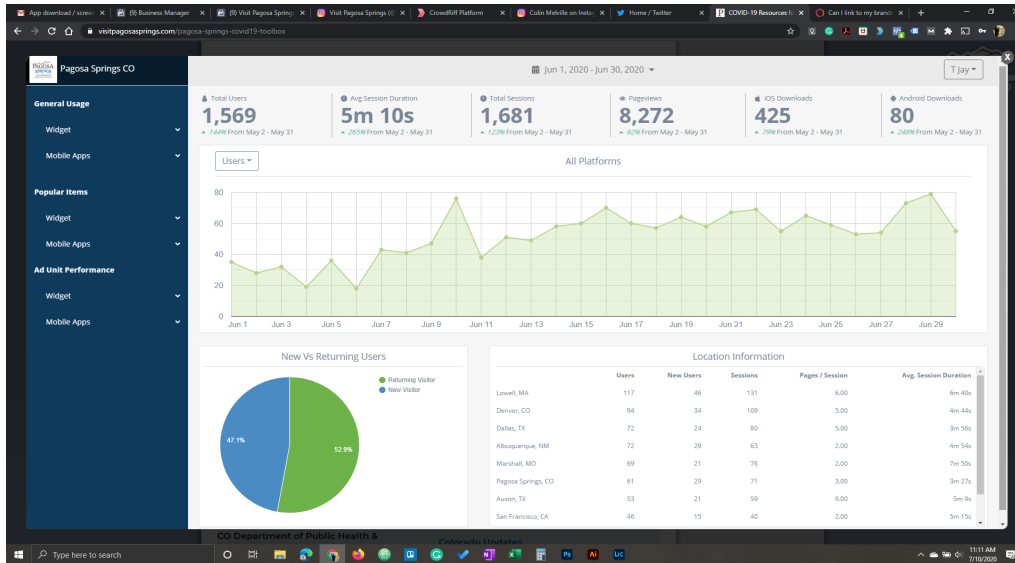
PLAN YOUR TRIP

Screenshot of desktop version of App, highlighting messaging within app (same is visible within app itself):

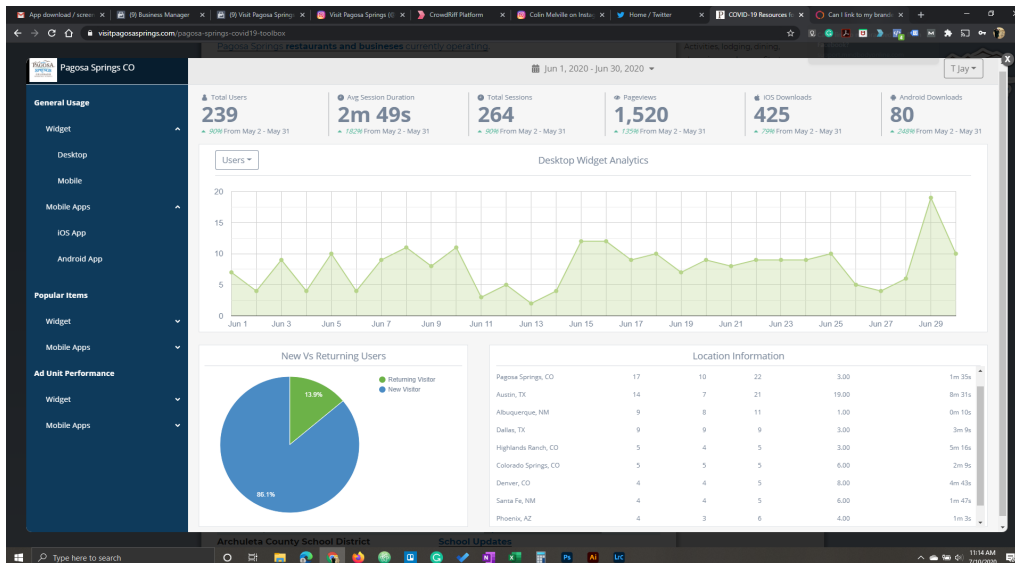
The screenshot shows the desktop version of the Visit Pagosa Springs app. The interface includes a search bar, a navigation menu with icons for Things to Do, Stay, Eat, Events, Trails, Shop, and My Plan. The main content area features a map of Pagosa Springs, Colorado, with various activity markers. A sidebar on the right lists categories like Activities, Arts & Culture, ATVs/Jeeps, Entertainment, Fall Foliage, Fishing, Floating/Tubing, Golf/Deer Golf, Health & Wellness, Hike/Bike, History/Museum, Horseback, Hot Springs, Indoor Activities, Live Music, and Nightlife. The bottom of the screen shows a Windows taskbar with the time 12:16 PM on 7/16/2020.

Screenshots, Stats and Links (with Messaging)

Visit Pagosa Springs App Analytics: Last 30 Days (both iOS and Android):

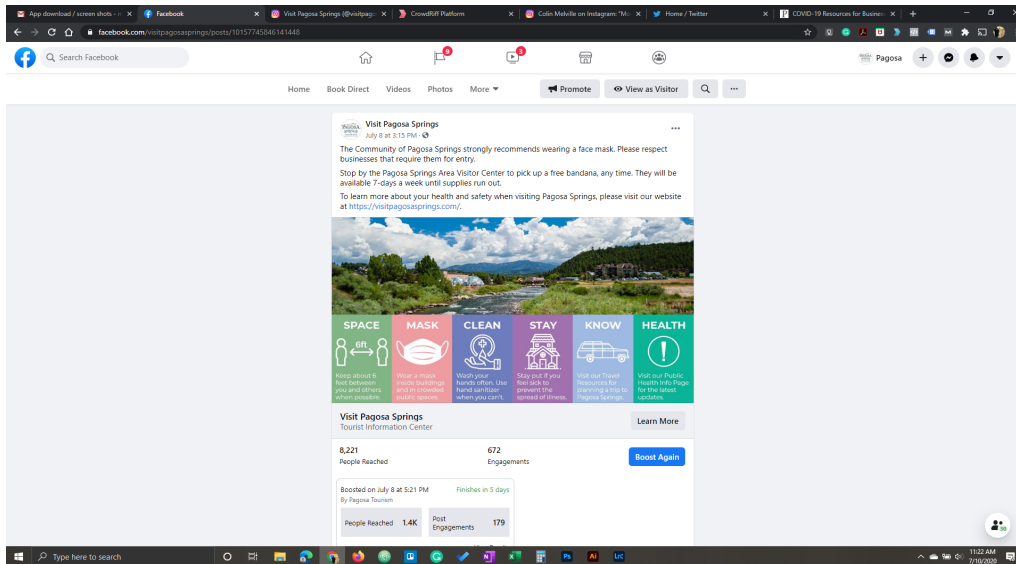


Desktop App Widget Stats:

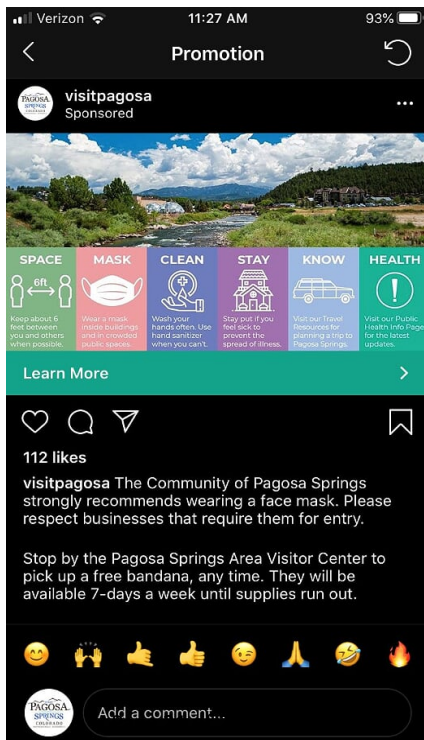


Screenshots, Stats and Links (with Messaging)

Facebook Post: <https://www.facebook.com/visitpagosasprings/posts/10157745846141448>

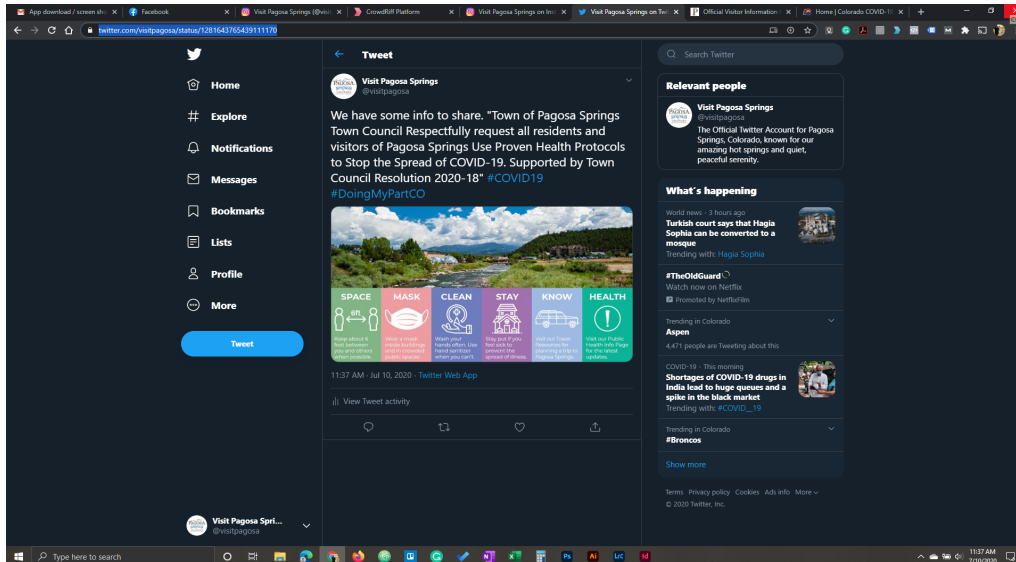


Instagram Sponsored post: <https://www.instagram.com/p/CCZjxzkFqnw/>



Screenshots, Stats and Links (with Messaging)

Tweet: <https://twitter.com/visitpagosa/status/1281643765439111170>



Website traffic June 1st July 9th:

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
157,996	130,366	00:01:41	58.71%	43.92%

Top Pages, based on views:

Page	Pageviews	% Pageviews
1. /index.php	30,784	19.48%
2. /pagosa-springs-waterfalls	7,802	4.94%
3. /things-to-do-hot-springs	6,864	4.34%
4. /things-to-do	6,835	4.33%
5. /what-know-about-covid-19-and-pagosa-springs-travel	6,428	4.07%
6. /things-to-do-activities	5,769	3.65%
7. /places-to-stay	5,297	3.35%
8. /lodgings	4,553	2.88%
9. /july4th	4,500	2.85%
10. /index.php?section=things-to-do-activities&subcategory_id=18&season=	4,331	2.74%

Screenshots, Stats and Links (with Messaging)

Top Cities viewing website:

City	Users	% Users
1. Denver	3,989	7.24%
2. Dallas	2,824	5.13%
3. Albuquerque	2,477	4.50%
4. Pagosa Springs	2,111	3.83%
5. Los Angeles	1,592	2.89%
6. Colorado Springs	1,536	2.79%

Pleased that Denver, Albuquerque and Colorado Springs are in top 3, as they are actively being targeted. Also, not sure that Pagosa Springs has ever popped up in the top cities before.

Facebook Insights (June 12 - July 9)

