

FARMINGTON



Convention & Visitors Bureau

2018 Annual Report



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Who We Are

The Farmington Convention & Visitors Bureau is funded by a portion of Lodger's Tax, through a contract with the City of Farmington. As a non-profit organization, the FCVB is governed by a Board of Directors. The FCVB Board consists of community members committed to marketing Farmington as a destination for domestic and international leisure travelers, meetings and conventions. In 2018, the FCVB Board consisted of 12 members, with a minimum of five Board members working directly in the tourism and hospitality industry and one City appointed representative. Additional industries are represented on the Board to ensure the FCVB mission is shared with, and input is received from, a diverse cross section of the community. In 2018, the Bureau operated with a staff of seven. Four staff members dedicated to the administration and operations of the FCVB and three Hospitality staff for visitor services at the Farmington Museum & Visitor Center.

2018 Board of Directors

President

Donele Fowler, Best Western Plus Four Corners Inn

Immediate Past President

Dave Turnbull, San Juan Regional Medical Center

Treasurer

Daryl Dunlap

Board Members

Larry Baker, Salmon Ruins

Colleen Dale, Wells Fargo

Rhonda Davis, 505 Cycles

Andy Mason, City of Farmington Representative

Cory Styron, City of Farmington ORII

Joe Tanner III, Fifth Generation Trading Company

Tamara Fitzgerald Ludwig, Fuddruckers

Ashton Vanden Broeck, St. Clair Winery & Bistro

Annie Willmon, San Juan College

2018-2019 FCVB Staff

Administration and Operational Staff

Executive Director, Tonya Stinson

Online Marketing Mngr. & Asst. Director, Ingrid Gilbert

Admin & Membership Coord., Esperanza Quintana-Pino

Group Sales Coord., Deanna Rothlisberger

Farmington Visitor Center Staff

Hospitality Staff Supervisor, Amy Homer

Hospitality, Sondra Bradford

Hospitality, Connie Snell

FCVB Members

The Farmington Convention & Visitors Bureau offers membership to local businesses involved in, or supportive of, the Farmington tourism and hospitality industry. The FCVB and members work together to equip visitors with information to best experience all that the Farmington area has to offer. This is a comprehensive list of the entities that were members in 2018 or joined the FCVB early in 2019.

505 Cycles	Certified Folder Display Service	Fairfield Inn & Suites
Alvin Klein Advertising/Bates-Wells	Chick-fil-A	Farmington Aquatic Center
Animas Outdoors LLC	Citizens Bank	Farmington Civic Center
Animas Valley Mall	Civitan Golf Course	Farmington Flyer
ARCOM Outfitting & Guide	Clancys Pub, an Irish Cantina	Farmington Museum Foundation
Artifacts Gallery	Cloer Hay Farm	Farmington Outdoor Adventures
Aspen Leaf Frozen Yogurt	Coldwell Banker Cornerstone Realty	Farmington Recreation Center
B&L RV Park and Storage	Come to the Feast	Fiesta Mexicana #9
Basin Broadcasting Co. Inc	Comfort Inn	Fifth Generation Trading Co.
Best Western Plus, Four Corners Inn	Comfort Suites	Fly High Adventure Park
Better Business Bureau	Courtyard by Marriott	Four Corners Community Bank
Big Rock Trading Post Inc.	Cumbres & Toltec Scenic Railroad	Four Corners Explorers
Blue Moon Diner	Daily Times	Four Corners Harley Davidson
Bob French Navajo Rugs	Dickey's Barbecue Pit	Fuddruckers - Café Venture Co
Capacity Builders Inc.	Durango Chamber of Commerce	Garrison Graphics, Inc.
Caregivers In Your Home	Dusty Attic	Golden Corral
Casa Blanca Inn & Suites	E3 Children's Museum & Science Center	GYM LOU
Century 21 SoWesCo Realty	Epic Entertainment NM	Hampton Inn

FCVB Members

Hertz Rent a Car	Pinon Hills Golf Course	Sutherland Farms
Historic Toadlena Trading Post	Porters Restaurant	Sycamore Park Community Center
Hogback Trading Co.	Quality RV & Sports Rental	Talks-A Lot-Tours
Holiday Inn Express	RE/MAX of Farmington	The Bridge at Farmington
Home2 Suites by Hilton	Region Inn	The Chile Pod
Homestead RV Park	Rio Del Sol Kiwanis	The First Tee of San Juan County
Jill McQueary	Riverside Nature Center	The Mad Lab brought to you by Peach's Neet Feet
KOBF-TV	Rod Hubble's NM Studio & Gallery	The Spare Rib BBQ Co.
Kokopelli's Cave, LLC	S&S RV Park	Theater Ensemble Arts
Kysar Millennum Leavitt Group	Sacred Rebel Yoga	Third Axis Custom Engraving
Los Hermanitos Restaurant	Salmon Ruins Museum	Three Rivers Art Center
Lou Go's Taxi and Limo	San Juan College	Three Rivers Eatery & Brewhouse
Majestic Enchantment Fly Fishing on the San Juan River	San Juan Country Club	TownePlace Suites by Marriott
Moore's RV Park & Campground	San Juan County	Traegers
Mountain Waters Rafting & Adventures	San Juan Printing	Travel Inn
Nancy's Rubbers	San Juan Regional Medical Center	Trimble Spa & Natural Hot Springs
Navajo Lake Marina	Silver River Adobe Inn Bed & Breakfast	Visit Albuquerque
Navajo Pride LLC	Sky Ute Casino Resort	Vivid Life Design, LLC
Navajo Trading Co.	Soaring Eagle Lodge, LLC	Wells Fargo Bank
Northern Edge Casino	St. Clair Winery & Bistro	Wines of the San Juan
Northwest New Mexico Arts Council	Studio 116	
Paddock Catering	Sundowner Mobile Home & RV Park	
	SunRay Park & Casino	

What We Do



The CVB works nationally and internationally to enhance travel and tourism to Farmington. Bureau staff works to market to leisure travelers, meetings and conventions, sports, and group tour markets, as well as the RV market. With research-driven marketing programs, the CVB promotes Farmington based activities and attractions and many in the immediate surrounding area. At the center of these marketing efforts are the outdoor adventures found in and around Farmington. From world class off roading and fishing to the fascinating history and cultures of the region. The CVB also partners with members, local attractions and industry partners to develop initiatives that strengthen the travel and tourism market within the city. The FCVB understands this is a critical role in growing the future of tourism for Farmington.

Mission

The Farmington Convention and Visitors Bureau is a private, non-profit organization 501 c (6), promotional agency established in 1984 to promote Farmington and the surrounding area as a destination for recreation, industrial and historic interest. The mission is to attract visitors, tourists and conventioners to Farmington and to enhance the economic health and stability of the area. The main focus is to attract conventions/meetings, leisure travelers, travel professionals and promote special events to the Four Corners region.

Objectives

- Enhance the economic health and stability of the area through promotion of activities to attract visitors to the area.
- Advertise, publicize, promote and sponsor Farmington and San Juan County conventions, recreation, hospitality and tourist attractions and special events.
- Solicit convention and tourism business through various forms of direct solicitation and general promotion and advertising.
- Provide information to the public, and particularly to visitors to the area by distributing information and by maintaining a visitor information center or centers to provide such information.
- Gather information, evaluate and disseminate statistical and non-statistical information from time to time and assist the community in providing services and determining emerging trends in the travel and convention industry.

Growing Tourism Awareness and Customer Service Skills

In an ongoing effort to spread awareness of the benefits of tourism and raise the level of customer service, the Farmington Convention & Visitors Bureau offers the Farmington Visitor Journey A2D (Arrival to Departure) customer service program.

In 2016, the FCVB worked closely with the New Mexico Hospitality Association and Visitor Engagement Academy and served as the sponsor and beta testing community for the Visitor Journey A2D (Arrival to Departure). The Farmington customized course was launched in May 2016 and by the end of 2018 the FCVB has trained nearly 500 employees.



A Bit About A2D

The Farmington Visitor Journey A2D program has two required elements. First is an Online Class that takes 60-90 minutes to complete. Second is a Live Class where all participants meet together. Combined, the classes teach customer service skills paired with knowledge of all there is to do and see in the Farmington area. Community pride is elevated and enthusiasm for the area is heightened. All of these aspects are vital to a stronger tourism economy because it takes all residents to sell a destination, create an experience that encourages visitors to make repeat trips and foster a friendly and positive environment.

A Word From A2D Graduates

- *"No matter what industry you work in you will learn helpful information about our community...I would recommend this program to all business owners and their employees"* Audra Winters, Former President/CEO, Farmington Chamber of Commerce
- *"I just wanted to say you all did a great job on the A2D training and I found it to be quite helpful, especially reminding us just how important we are in making someone's journey a great one."* - Cherie Powell, Education Coordinator, E3 Children's Museum & Science Center
- *"The Farmington Convention and Visitors Bureau has put together an excellent online self-study program that is followed up by a short classroom discussion of the key ideas that one must possess in order to be an Arrival to Departure ChampionI highly encourage all businesses to enroll their employees in this class as well as recommend it to others in the community that would like to become an A2D Champion."* - Mike Lewis, Manager, Four Corners Regional Airport

Our Work Within Our Community

Jolt Your Journey & The Farmington Branding Alliance

The mission and objectives of the FCVB lead us to work predominantly with visitors, so the bulk of our work is rarely seen locally. Through the Farmington Branding Alliance and several local initiatives, we have had the honor of working more within our community. The FCVB worked closely with Farmington partners to grow community pride and to shore up our product to enhance how we live, work, play and stay Farmington.

- Freedom Days Committee
- Conducted the Farmington Visitor Journey A2D Customer Service Training
- Offered Social Media Marketing Training and Assistance
- Annual Jolt Your Summer Challenge
- Financially supported the study and conceptual design work for a regional water park
- Farmington Entry Monuments
- Worked the Info Booth at the Connie Mack World Series
- Launched ORII - Outdoor Recreation Industry Initiative for the City of Farmington
- Hosted monthly Farmington Branding Alliance Action Team Meetings

O.R.I.I.

As the Farmington brand developed, an offshoot initiative was born. If Farmington is a place where outdoor lovers and active families thrive, it was then determined the area should diversify its economy by way of outdoor recreational opportunities. Over the course of 2017 and into late 2018, the Farmington CVB organized what is now known as the Outdoor Recreation Industry **Initiative, or ORII, and contracted with Once a Day Marketing to create and implement a strategy. The CVB's main interest was** to see tourism supportive businesses, such as guides and outfitters, open. However, ORII is much larger than that, encompassing manufacturing opportunities and more and has brought together a wide variety of stakeholders. In November 2018, the City of Farmington formally took over ORII.

Tourism Affiliation & Professional Development

In an ongoing effort to keep staff current with trending travel and tourism issues, FCVB staff regularly attend industry seminars and meetings. In 2018, the following meetings and conferences were attended to keep the Bureau staff informed on trends and industry initiatives.

- **New Mexico Hospitality Association's Governor's Conference on Tourism and Hospitality**
- **New Mexico Hospitality Association's TRENDS Conference**
- New Mexico Film Liaison Annual Workshop
- **Social Media Marketing Society's New Ideas Online Summit**

Staff additionally serve on key local, state and regional boards and committees to keep the FCVB at the heart of industry activities.

- **City of Farmington's Community Transformation and Economic Development Advisory Cabinet**
- Farmington Branding Alliance
- **Governor's Council on Film and Media Industries**
- **New Mexico Hospitality Association's Board of Directors**
- National Geographic Geotourism Stewardship Council for the Four Corners
- **New Mexico Tourism Department's Regional Marketing Board of Directors**
- Salmon Ruins Board of Directors

In 2018, the FCVB maintained memberships with the following affiliates and associations.

- New Mexico Hospitality Association
- Destination Marketing Association of the West
- American Bus Association
- Family Motorcoach Association
- United States Travel Association
- Albuquerque Convention & Visitors Bureau
- Grand Circle Association
- Social Media Marketing Society



Tourism Partnership

The FCVB collaborates with the New Mexico Tourism Department (NMTD) in a variety of ways to promote Farmington as a visitor destination. A staff member serves on the NMTD Regional Marketing Board. This program gives communities the opportunity to collaborate with regional partners and work directly with the NMTD. In this role, the FCVB assists NMTD staff with web content, story ideas, FAM tours, travel writers, promotions and other travel related programs.

In 2018, the FCVB hosted a New Mexico True Tour. Deputy Sec. Audrey Herrera and two staffers spent a day with FCVB staff touring Farmington and enjoying some of its recreational activities, attractions, shops and restaurants. The following day the NMTD gave a public presentation on the state of tourism in NM and ways to list business on their website.

The Farmington CVB supports the NMTD efforts by running some Farmington is New Mexico True ads. Over the years, these ads have run on TripAdvisor, New Mexico True Television, New Mexico Magazine and Albuquerque the Magazine, among others.



Industry Recognition

In February 2018, the FCVB was recognized by the American Advertising Federation - New Mexico Chapter for top ideas of the **year at the 2018 Addy Awards. The Farmington CVB and Griffin & Associates received the "Albuquerque 30" award for the** marketing campaign based around the 2017 Farmington Vacation Guide. Over 200 entities were judged for the award, only 30 were selected.

Also in 2018, the Farmington Convention & Visitors Bureau's Jolt Your Off Road Journey campaign was a Top HAT Finalist, in the 2018 Most Innovative Campaign category. Organized by the New Mexico Hospitality Association, the Top HAT Awards celebrate outstanding marketing efforts, teams and individuals from across the New Mexico tourism and hospitality industry. To have this multi-media marketing strategy recognized as a finalist is an impressive accomplishment. FCVB staff is proud to have its efforts acknowledged, especially in this new category.

San Juan County Film Office



FCVB Director Tonya Stinson serves as the endorsed liaison to the New Mexico Film Office for Farmington and San Juan County and the San Juan County Film Office is also a division of the Farmington CVB. In 2015, Tonya was appointed **by Governor Martinez to the Governor's Council on Media and Film Industries**, a capacity in which she still serves.

As the official NM Film Office liaison, Tonya signs a confidentiality agreement that prevents her from speaking about any production she is assisting, even if filming is happening throughout the area and is the talk of the community. The only time this will happen is if the project asks for things to be said publicly and that is rare.

Productions of any type that film anywhere in San Juan County must register their project with Tonya. In addition to meeting needs they may have, she also ensures proper permits and required insurance policies are in place.

A workforce directory is kept in-house that allows Tonya to turn quickly to skilled workforce options, should a production want to hire locals. The form can be found online at farmingtonnm.org/film-in-farmington. Tonya also keeps a list of businesses, homes and other things that might be of use to films when they are in the area.

SJC Film Office Project History

Stargate Universe
The Host
Disney, *The Lone Ranger*
Discovery Channel Chaco N.H.P
A Million Ways To Die In The West
Shamrock Foods Video
I-Walker Taiwan Travel TV
Animal Planet, Finding Bigfoot
Indigo Films
Far Too Far
Beyond The Reach
Nat. Geographic, The Story of God

In the Middle of the River
National Automobile Shoot
BBC-NOVA: The Day the Dinosaurs Died
Wild Productions
Hawthorne Productions, Agnostic
Travel Chnl., Ghost Adventures
ESPN the Magazine, Body Issue
M.M. Riggs Productions
Rockhouse Motion, LLC
GPA USA
Fallon Charm School

2018 Projects

Two 4, One 4 Productions, Aurora's Law
Finnmax LLC, The Voice
The Travel Chnl., untitled project
Outside TV, On the Ground with Jeb
Corliss

Connecting With Visitors



Marketing and Messaging

2018 Marketing Campaigns



The FCVB actively promotes Farmington as a travel destination for domestic and international leisure travel, meetings and conventions, sports and the group travel markets, as well as the RV market. A comprehensive marketing strategy is in place to target and market to each travel group. In association with the Bureau's advertising agency, Griffin & Associates, FCVB staff work diligently to craft specific messaging and determining the best space to engage these potential visitor groups.

In 2018, FCVB marketing efforts were utilized to increase awareness of Farmington and to secure overnight visits from these visitor groups. In total, 13 campaigns were run consisting of 22 print, 11 radio, 2 television, 12 billboard, 31 online, 33 website listings, 2 media FAMs and at least 52 earned media stories.

In 2018, the FCVB's marketing campaigns included a combination of online and print ads, television commercials, advertorials, billboards, media features and radio campaigns. These campaigns targeted leisure travelers in New Mexico, Colorado, Kansas, Nebraska, Oklahoma, Missouri, California, Utah, Texas, Nevada and Arizona. Additionally, campaigns are geared to reach outdoor lovers of all types across the United States and key international markets. From 4x4 groups and fly fisherman to hiking families and frequent traveling retirees, a variety of niche audiences are reached through the FCVB's marketing efforts and targeted campaigns.

All advertising directed travelers to the FCVB website, FarmingtonNM.org, where information about Farmington and regional attractions can be found with trip planning information. This synchronized effort allows the Bureau to track performance in target markets and helps establish the FCVB as the source for information about Farmington and the attractions found in the region. **As a result of 2018 marketing efforts, the Bureau reports an increase in lodger's tax collection, website visitation, vacation guide requests, visitor survey responses and social media engagement in targeted regions and audiences.**

2018 Campaigns

Converting the Retail Market

The FCVB manages specific campaigns to convert the regional retail market to overnight guests. It is well known that Farmington serves as the retail hub for the Four Corners area. Shoppers from southwest Colorado, southeast Utah and the Navajo Nation visit Farmington for their shopping needs. In an effort to grow tourism, the Farmington CVB has implemented campaigns throughout the year to convert this market into overnight stays. As the opportunities for families to play in Farmington grow, we are seeing this shift occur.

Back to School Getaway

One special online and radio campaign that has been implemented over the past few years promotes Farmington as a final summer vacation destination as families prepare to go back to school. In 2018, the campaign encouraged families to shop, stay and play in Farmington, as they closed out summer and prepared for the new school year. The height of this campaign is used to feature shopping options in Farmington and the benefits of staying here over tax free weekend. FCVB members were encouraged to offer specials during the campaign. The Where to Shop, Travel Deals and Where to Stay sections of the FCVB website experienced between 33% and 41% increase in traffic during the campaign. Members also reported successful results and an increase in business, as a direct result of the campaign.

We See you, Colorado

The Bureau also ran a strategic radio and social media campaign focused on converting the southwest Colorado retail market **during the winter holiday season. In a rather playful tone, the “We see you, Colorado” campaign invites shoppers to get to** know their neighbors to the south a little better. The response to this bold and some what cheeky campaign was overwhelming. Social media engagement with this market increased 29%, with a record number of ads being shared. Website visits from targeted communities increased 104% during the campaign. A new dialogue was opened with this market, resulting in an increased awareness of local shops, special events and recreation opportunities that Farmington has to offer.



Thank You, Navajo Nation

There is no doubt that economically, Farmington benefits from members of the Navajo Nation, who shop locally in the city. In 2018, the Navajo Nation Dept. Of Economic Development reported the Nation loses over \$4 billion in revenue to border towns. Recognizing the value of the purchasing power of the Navajo Nation, the FCVB launched a business appreciation campaign in 2018. The point being to let our Navajo neighbors know that Farmington recognizes and appreciates their business and invites them to also stay and play. During the campaign, FCVB staff received many compliments on the message.



2018 Campaigns

Retail Market Campaign Results

In 2018, FCVB received direct feedback from members that partnered with the FCVB to offer specials during these campaigns. Their feedback has proven that hotel room nights were booked as a result of these campaigns. Downtown businesses, throughout these campaigns, reported an increase in holiday sales. This increase can be attributed to these campaigns along with efforts by Downtown Farmington. The Bureau plans to continue marketing Farmington as an overnight destination to regional retail shoppers in 2019. As our family friendly recreational opportunities grow, so will our hotel room nights!

Programmatic Buy Amazon.com

During March through early July of 2018, the FCVB ran a unique targeted programmatic campaign with Varick to engage particular visitor groups based on Amazon customer profiles and purchases. Only recently has Amazon offered third party ad services based on the purchase behaviors of their members and website users. Understanding that purchase behaviors are a key indicator in identifying frequent travelers and niche travel groups, the FCVB was thrilled to share Farmington as a destination with a new audience.

After much review, three ad sets were developed to reach leisure travelers from across the southwestern United States. First an ad set for off roaders was built. The audience was based on household income, travel behavior and purchase of 4x4 interior and exterior accessories, as well as Jeep auto parts. A second ad set was built to engage with outdoor lovers experienced in recreation. This ad set incorporated high end outdoor clothing lines, hiking equipment, kayaking, standup paddle boards, mountain bike equipment, recreation and hiking map purchases, even people who researched introduction to hiking, biking and kayaking books. The third ad set was developed to reach active families, a key interest group in the FCVB marketing strategy. The profile was built to reach individuals that purchase recreational equipment, as well as family oriented items.

The campaign included three dynamic video ads, each speaking to the targeted audience. In addition, landing pages were created to mimic the feel of the ads and utilize more images and keywords to speak to the specified audience.

The Results

The campaign drove a significant amount of engaged traffic to the FCVB website and undoubtedly helped grow awareness across the United States of Farmington as a travel destination with recreational activities. Website visitors resulting from this campaigns explored deeper into the website and stayed on the website longer than is typical of an online DMO industry ad buy. During the campaign, the length of time spent on the website increased more than 30% in each of these key markets: Utah, Arizona, Kansas, Texas and Colorado.

While specific advertising opportunities like this may not be fiscally feasible in 2019, the FCVB will undoubtedly continue to incorporate programmatic buys into our marketing strategy. It is valuable across all measurable points of contact with travelers, from growing awareness of a destination to booking travel and hotel nights.

New and Noteworthy Campaigns

Jolt Your Off Road Journey

The goal of the Farmington CVB's 2018 "Jolt Your Off Road Journey" campaign was three fold: 1) To grow awareness of Farmington as a destination for off-roading, 2) To attract off-road enthusiasts and leisure travelers to Farmington and 3) To increase awareness of, and attendance at, the 2018 W.E. Rock Grand Nationals Rock Crawling Championship. It was decided that the campaign would be launched across multiple platforms throughout 2018: billboards, social media, radio, PR efforts and programmatic were all incorporated.

The Jolt Your Off Road Journey campaign ran for over 11 months across print, digital, billboard and radio media platforms. Strong social media, public relations and local awareness campaigns were also managed at this time to complement these efforts. In an effort to build awareness of the off-roading and recreation areas in Farmington, billboards were strategically managed in Albuquerque and along Highway 550 in Colorado and New Mexico during the campaign. A full wall panel ad featuring off-roading in Farmington was also placed inside the Durango Airport. Social media was utilized in coordinated effort to connect with the off-roading communities within New Mexico, the Four Corners region and our drive-market.

Farmington off roading was also featured in the Winter 2018, Spring 2018 and Summer 2018 ad and advertorial in Adventure Outdoors Magazine, in addition to the June - August issues of 5280 Magazine and the May 2018 issue of Albuquerque the Magazine. May through August off roading fans also discovered Farmington online via HTML5 interactive ads on Amazon.com.

A concentrated effort was also made in targeting Colorado, Utah, Arizona and New Mexico off roaders across radio broadcast and streaming services: Albuquerque, NM: ESPN Radio, Grand Junction, Colorado and Southeast Utah - KKNN FM and KEXO ESPN, Southwest Colorado: KXRC FM, Northeast Arizona, Northwest New Mexico and Southeast Utah KNDN FM.

The intended message of this campaign was to generate awareness of Farmington as the perfect basecamp for off road enthusiasts to enjoy time on and off the trail and experience a variety of outdoor adventures. The summer portion of the campaign was more specific in using the W.E. Rock Grand Nationals as the hook for this messaging across social media and radio.

The Results

As a result of this campaign, W.E. Rock Events saw 125% increase in advance ticket purchases and an overall 22% increase in ticket sales. Organizers were pleased with the results and announced before they left town that they would return in 2019, as they thanked the FCVB with a special event trophy. Cliffhangers 4 Wheel Drive Club considered the launch of their trail ride, The Fall Crawl, a success and were pleased with the FCVB marketing messaging and strategy. This campaign was also recognized by the New Mexico Hospitality Association as a 2018 Top HAT award finalist in the Most Innovative Campaign category.

Media and Public Relations

The Farmington CVB's public relations team works directly with media, pitching story ideas and responding to inquiries to garner positive editorial coverage. In working with Griffin & Associates, the Bureau generated a monthly editorial calendar of story ideas that were pitched both regionally and nationally. In 2018, the FCVB issued 32 media releases, managed 27 media inquiries and took part in multiple interviews. These efforts resulted in 52 published media pieces. Media coverage spanned a variety of outlets, including radio, print and online. Features ranged from blogs and online articles to newspaper and magazine coverage from the likes of Lonely Planet, Outside Magazine, New Mexico Magazine, US News & World Report and National Geographic Traveler. **The earned media from public relation efforts greatly maximizes Farmington's positive exposure beyond what the marketing budget can produce on its own. These stories not only assist to generate positive content about our community but they help us on sharing Farmington's identity** - as a community where outdoor lovers and active families thrive.

Media FAM

In August 2018, the Farmington CVB took part in a northwest New Mexico Media FAM in partnership with the New Mexico Tourism Department and NW region communities. Five journalists toured northwest New Mexico over five days. The journalists were in Farmington for 24 hours, yet somehow we seemed to pack a weekend worth of activities into their itinerary. The FCVB took them on a Bisti hike, off roading and meteor shower watching in Chokecherry Canyon with Four Corners Explorers, brewery tour of Three Rivers Brewery and fly fishing with Soaring Lodge and Majestic Enchantment. The journalists have since shared their Farmington adventures across social media, in newspapers, on television, in blogs, on radio and YouTube:

- Adventure Mom Blog and social feed
- Tampa Bay Times
- **Let's Take it Outdoors (3 episode feature)**
- The Hunt Channel (2 radio broadcasts)
- Fox Morning News Cincinnati

Travel Media Showcase

The Farmington CVB attended the 2018 Travel Media Showcase (TMS) in September in Niagara Falls, NY. TMS brings Destination Marketing Organizations and influential travel writers together in an environment that fosters networking and collaboration. Groups Sales Coordinator, Deanna Rothlisberger, pitched story ideas that embody the Farmington brand to journalists in 28 one-on-one appointments. Writers were hungry for the product that we have to offer; Farmington is a place where outdoor lovers and active families thrive. Momentum is growing and Farmington is now being noticed by an audience that has previously seemed out of reach, a true confirmation of the power in the brand that Farmington has developed and continues to strengthen. Here are 3 categories of writers especially excited to visit and write about Farmington: Outdoor Adventure, Foodies and Home School Groups.

Media Moments

A picture is worth a thousand words, but endorsements by major publications? Priceless! Thanks to our diverse array of outdoor adventures, authentic historical attractions, unique cultural adventures, local art scene, breweries, local restaurants and of course, Mother Nature, FCVB staff continued to add to our growing list of earned media moments in 2018.

Auto Accessories Garage: "55 Best Small Towns to visit", January 2018
New Mexico Magazine: "Get the Picture" by Kate Nelson, February 2018
Albuquerque Journal and Farmington Daily Times: ORII Basecamp coverage, January-February 2018
Lonely Planet: "America's Most Iconic Locations" March 2018
New Mexico Magazine: "Piece by Piece" by Kate Nelson, May 2019
The Coast News: "Life thrives along the Animas River in New Mexico" E'Loise Ondash, June 2018
National Geographic Traveler: "25 Essential Drives", June 2018
New Mexico Magazine: "Tasting Spirits" Ashley M. Biggers, June 2018
The Coast News: "Touring the pueblos of Chaco Canyon in New Mexico" E'Loise Ondash, June 2018
U.S. News & World Report Travel: "50 Most Beautiful Landscapes in the World" featuring the Bisti, June 2018
CraftBeer.com: "Where Craft Beer and History Meet" by Efraín Villa, July 2018
The Coast News: "Paleontologist's paradise in New Mexico" E'Loise Ondash, July 2018
5280 The Denver Magazine: "A Guide to the Four Corners" by Kasey Cordell, July 2018.
New Mexico Magazine: "Authentic Eats" by Ashley M. Biggers, August 2018.

MobileRVing.com: "Farmington, an RVing Hotspot" by Andrew Malo, August 2018
Albuquerque Journal: "Farmington 4x4 Week" by Glen Rosales, August 2018
Adventure Mom: "5 Epic Adventures You Need to Experience in New Mexico" by Nedra McDaniel, September 2018
AAA New Mexico Magazine: "Farmington, The Road Trip Guide" by writer, Steve Larese September 2018.
KOAT: New Mexico Fall Festivals, Farmington events featured, September 2018
FOX19 Now Morning Show
Cincinnati: Family Friendly Vacation Spots in New Mexico, September 2018
US News and World Report: 30 Fall Family Vacation Ideas, September 2018
MSN Sports, Media Group, Modern Jeep, Farmington Daily Times, K&N Blog, Ukiah Journal, New Mexico 4 Wheelers, Mountain Motion Media, Albuquerque Journal:
2018 W.E. Rock, Sept.—Oct. 2018
MSN.com: "Top New Mexico Fall Vacations", October 2018
KOAT: New Mexico Fall Festivals, Farmington Events featured, September-October 2018
Tampa Bay Times: NM Adventures, by Misty Wells October 2019
Adventure Outdoors Magazine: "Farmington Featured" October 2018

Adventure Pro Magazine: "Three Southwest Adventure Destinations" by Terrance Siemon, October 2018
Golf Tips Magazine: "Farmington: A Fine New Mexico Golf Choice" by Dan King, October 2018
Alibi: "DayTripper" by Devin O'Leary, October 2018
Adventure Pro: Farmington an Off Roothing Adventure, October 2018
Mountain Motion Media: The Beauty of Bisti Badlands, October 2019
Outdoor Industry Association: "Healthy Communities = Healthy Economies" By Shauna Farnell, November 2018
The Hunt Channel: Northwest New Mexico Adventures, Misty Wells Radio October 2019
The Travel: "35 Places On Earth That Prove Mother Nature Is Magical" by Selena Singh, November 2018
Let's Take It Outdoors: "Bisti Badlands Experience" by Misty Wells, November 2018
New Mexico Magazine: "52 Essential New Mexican Activities for 2019" by Alicia Inez Guzmán, December 2018
National Geographic Traveler : "Best Trips for 2019" by Maryellen Duckett, December/January 2019

Farmington Travel & Trade

The FCVB attends travel & trade shows annually that target tour operators, travel agents, group leaders and meeting planners. These shows provide opportunities to visit face to face with domestic and international tour operators, allowing for one-on-one appointments to promote Farmington area attractions, events, restaurants and hotels.

2018 Travel & Trade Shows

- Travel and Adventure Show Denver, CO
- Travel Media Showcase, Niagara, New York
- Grand Circle Assn Quarterly Membership Meetings
- GeoTourism Summit, Mesa Verde, Colorado



RV Market

When San Juan County first played host to the National High School Finals Rodeo, many upgrades were done to the event facility, **McGee Park, including infrastructure to accommodate RV's.** The FCVB started thinking how to utilize this facility, and its upgrades, when the NHSFR wasn't in the area and found out about the RV market, particularly an organization called the Family Motor Coach Association. **FCVB staff attended the FMCA's International Rally for the first time in 2002, where over 5,000 class A RV's were in attendance.** It was at that show where the FCVB learned there were smaller, regional rallies that McGee Park could accommodate. Farmington hosted the FMCA Rocky Mountain Ramble for the first time 2004, with roughly 500 motorhomes in attendance. This event returned to McGee Park in 2007 and came back every year through 2011, an unprecedented move since they had never stayed at one location in back to back years. This was due to their love of the area, the central location of Farmington in correlation with the states in their region and the fantastic facilities at McGee Park. After moving the Ramble to a different location in 2012 and 2013, the Ramble returned to Farmington from 2014 - 2017. There have also been smaller RV rallies held at McGee Park over the years, such as the Wally Byum Airstreamers Club, among others.

Meetings, Conventions & Sporting Events

The Farmington Convention & Visitors Bureau provides guidance and assistance to event, meeting and sport tournament planners in an effort to attract large groups to Farmington. In 2018, the FCVB assisted a variety of meeting, event and tournament organizers resulting in more than 8,000 room nights. Additionally, 9,300 welcome bags with area information were provided and 850 name badges.

The FCVB's free services include meeting planning and site selection, compilations of hotel rates and availability, registration services, custom name badges, welcome bags and assistance on submitting a bid for an event or convention. From high school and family reunions, to national and state conferences and tournaments, the FCVB is equipped to assist planners in organizing and strategizing these large events.



A Few of the Conventions & Sporting Events Assisted

USSA Kathy Rouse Softball Tournament

Connie Mack World Series

Totah Native American Bowling Classic Tournament

Aztec Warrior Wrestling Championship

Summer Blast Softball Tournament

NM/WTX State Softball Championship

4 States Peace Officer Association Conference

Jehovah's Witness Conference

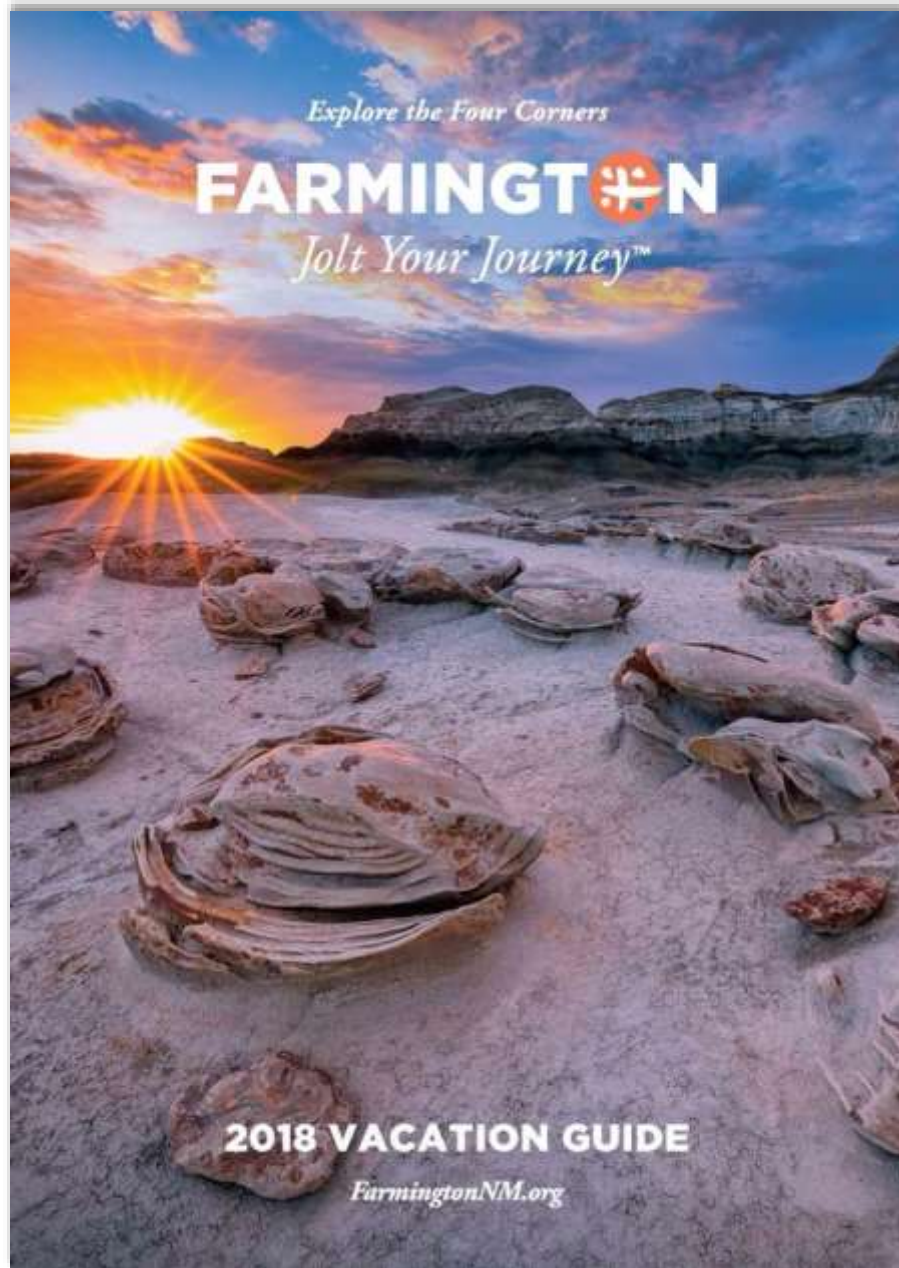
NM Special Olympics

NM International Defensive Pistol Association's State Championship

World Extreme Rock Crawling Championship

Four Corners 4x4 Week

Vacation Guide



2018 Vacation Guide

Reach & Distribution

⇒ 100,000 Print Guides

⇒ 4,175 E-Guides

⇒ 2,095 Downloads

The Farmington CVB worked with Hawk Media to produce the 2018 Farmington Vacation Guide. The vacation guide is displayed at 70+ Visitor Centers, Convention & Visitors Bureaus, Chambers and attractions throughout the southwest. To assist visitors while in our community, the guide is also available in 40+ local businesses.

Thousands of guides are also distributed directly to travelers at travel and trade shows. The 2018 Farmington Vacation Guide was accessible as an e-guide or PDF on FarmingtonNM.org. The guide was also available on popular travel sites such as TripAdvisor, Rocky Mountain National Parks, GO Travel Sites and NewMexico.org.

The top countries requesting the guide in 2018 were the United States, Canada, United Kingdom, Italy and Germany. The top ten states requesting the guide from direct, lead and phone requests were California, Arizona, Texas, Colorado, New Mexico, New York, Ohio, Utah, Missouri and Florida.

Promotional Collateral Managed, Produced & Distributed

To promote travel to Farmington, the FCVB manages, produces and distributes a variety of promotional pieces, both print and digital. **The Bureau distributes these pieces and operates Farmington's official Visitor Center. The FCVB also maintains a visitor kiosk at the Four Corners Regional Airport, as well as a promotional board distributing guides at the Durango Airport.**

Print Collateral

- 2018 Farmington Vacation Guide
- **Outdoor Summer Theater Brochure "Mary Poppins"**
- Farmington Restaurant Guide
- National Geographic Geotourism Map Guide
- Monthly Hotel Event Calendar
- Farmington Group Tour Profile Sheet
- Jolt Your Summer Game Card
- FCVB Meeting Services Flyer
- FCVB Membership Packet
- Customer Service Recognition Card
- Farmington Visitor Journey A2D Training Flyer

Online Collateral

- FarmingtonNM.org
- 2018 Farmington Vacation e-Guide
- TripAdvisor DMO Page
- French National Parks International Traveler Itinerary
- German National Parks International Traveler Itinerary
- Italian National Parks International Traveler Itinerary
- Bisti Badlands Google Earth Map
- Dinetah Pueblitos & Rock Art Maps
- Farmington Meeting Planner
- Sports Market Online Planner
- Visit Farmington Facebook Page
- Visit Farmington YouTube Channel
- Visit Farmington Google+
- Jolt Your Journey Facebook
- Jolt Your Journey Instagram
- Jolt Your Journey Twitter

Website Performance

The FCVB's website, FarmingtonNM.org, is a valuable promotional piece. All marketing efforts, from radio campaigns to the annual vacation guide, are crafted to direct travelers to the website. This allows the Bureau to reduce copy in ads and allows for content to be curated specifically for particular audiences. In 2018, 10 unique landing pages were managed for engaging specific audiences. These pages match the tone of the ad with which they choose to engage and were designed to provide them with the information they are looking for, as well as to share fitting experiences, attractions and businesses with them.

This concentrated marketing effort allows the Bureau to provide valuable information to leisure travelers and to capture the analytics and measure performance of brand messaging and ad performance. In 2018, the Farmington CVB worked to grow content, expand use of the community calendar and to increase connectivity for membership listings. The Outdoor Adventure section of the website was the focus of the content revision work. As a result, visitation to the sub-pages and business listings in this section increased an average of 26%.

The event calendar remains to be the most visited sections of the website, as both locals and visitors use it. There was a 29% increase in visits to the calendar, averaging 1,200 sessions per day.

Overall website performance continued to improve, with strong rates of increase. Of the 322,651 qualifying web sessions that occurred in 2018, there was a 101% increase in page views and 83% increase in the number of pages viewed per session.

In coordination with XYNERGY, our website has proven to perform above the industry standards for a Destination Marketing Organization. Moving forward the FCVB web strategy for 2019 will include growing the curated web user experience by increased use of crafted landing pages, implementing Google AdWords for specific audiences around particular attractions and activities.

2018 Website Performance & Visitation

- 322,651 Qualified Website Users
- 10% Increase in User Sessions
- 83% Increase Page Views/Session
- 12% Increase in Users
- 26% Increase Outdoor Listings
- 101% Increase in Page Views
- 29% Increase in Calendar Users
- 1,200 Calendar Users Daily

Who uses FarmingtonNM.org?

Using Google Analytics, the FCVB builds visitor profiles to illustrate the visitor groups marketed to annually and those that engage with the website. This data is compiled from 2018 website visits.

Men or Women?

53.1% of the website sessions in 2018 were by women, while 46.425% were men. The FCVB launched specific campaigns targeting each with messaging of which they will be most receptive.

How old are they?

8.95% of the web sessions in 2019 were conducted by individuals ages 18 - 24. The FCVB markets to travelers ages 25 - 44. This age group made up 41% of the session users (25 - 34 at 21.16 % and 35 - 44 at 19.90%). 17.67% of visitors were ages 45-54 and 18.58% were ages 55-64. 13.74% were 65+.

Since the launch of the Farmington brand, the FCVB has seen a shift in the age of website users. The brand was created to help specifically target millennial travelers. According to our data, it is working.

User Technology

The FCVB website is responsive, allowing optimal viewing for users on any size screen. User technology is tracked to help us best assess page development and landing page strategies. In 2019 58% of web sessions were on mobile devices, 37% desktop and 4.1% tablet with a 1.3% desktop and mobile overlap. The top five mobile devices follows

1. iPhone
2. iPad
3. Samsung Galaxy
4. Tablet 831
5. Alcatel Vodafone

How do they find FarmingtonNM.org

The FCVB monitors how users find FarmingtonNM.org. This helps us measure ad placements, organic search performance, our social media strategy as well as performance of key search terms. Growth in key sectors during 2018 was better than expected.

- 5.17% increase in organic search sessions
- 11% increase in direct link sessions
- 16.25% increase in traffic from social media
- 4,517% increase in display link sessions
- 62.39% increase in email

Social Media Connections

In 2018 the FCVB increased social media marketing strategy to include direct website links across platforms. Overall, there was a 16.25% increase in traffic from social media.

- 16.44 % increase from Facebook in web sessions
- 384.62% increase from YouTube
- 18% increase from Trip Advisor 18%
- 50% increase from Instagram
- 233% increase from Pinterest
- 300% increase from Weebly
- 50% increase from Blogger
- 2% increase from Twitter

Who uses FarmingtonNM.org?

What states are they from?

The FCVB monitors the location of our website audience, to measure the effectiveness of marketing campaigns and to monitor visitor interest groups. The top 10 states visiting FarmingtonNM.org in 2018:

- | | |
|---------------|-------------------|
| 1. New Mexico | 6. Nevada |
| 2. California | 7. Utah |
| 3. Colorado | 8. Michigan |
| 4. Arizona | 9. Illinois |
| 5. Texas | 10. Massachusetts |

What countries are they from?

The FCVB also monitors international traffic to our website, to measure the impact of international itineraries and marketing and visitor interests. The top countries visiting FarmingtonNM.org in 2018:

- | | |
|-------------------|-----------------|
| 1. United States | 6. France |
| 2. Canada | 7. Germany |
| 3. Australia | 8. Peru |
| 4. India | 9. Philippines |
| 5. United Kingdom | 10. Netherlands |

Most popular pages on FarmingtonNM.org?

The FCVB monitors the top performing pages on the website to measure visitor interest, link exchange programs and SEO efforts. The most visited pages in 2018:

- | | |
|-------------------------|----------------------------------|
| • Calendar of Events | • Off Rading |
| • Home Page | • Where to Stay |
| • Outdoor Adventures | • Chokecherry Canyon |
| • Bisti Badlands | • Bisti Camping |
| • Pinon Hills | • Family Outdoor Adventures |
| • Farmington Fast Facts | • Outdoor Activities Around Town |
| • Lake Farmington | • Fishing |
| • Where to Dine | • Off Road Life |
| • RV & Camping Sites | • National Parks |
| • Hiking | • Native Cultures |
| • The Beach | • Regional Attractions |
| • Salmon Snagging | |



Social Media

The Farmington Convention & Visitors Bureau used Facebook, Instagram and Twitter in 2018 to showcase the recreational opportunities, cultural experiences and historical treasures waiting to be discovered in the Farmington area. These social media platforms have proven to be ideal for both, inspiring travelers and sharing information with locals.

The official Farmington hashtags were launched in early 2015, encouraging locals and visitors to share images of their Farmington journey with #JoltYourJourney, #LiveFarmington, #WorkFarmington, #StayFarmington and #PlayFarmington. Over 100,440 positive images of Farmington have been shared across social media platforms using the hashtags!

Top Social Campaigns in 2018

- Top Jolts for 2018
- Vote and Support Chevel
- 2018 Free Vacation Guide
- Farmington Adventure Basecamp
- Jolt Worthy Events
- Freedom Days
- Spring Family Getaway
- Four Corners Road Trip
- Jolt Your Off Road Journey
- We see you, Colorado
- Thank you, Navajo Nation
- Family Outdoor Lovers
- Save, Stay & Play
- Jolt Your Summer Challenge
- Spring Boomer Travel
- Summer Family Getaway
- Colorado Fire Outreach
- National Parks Explorer
- Summer Boomers
- Golf Getaway
- Outdoor Summer Theater
- Get Back to School Ready

A few words from our friends

"Thank you for telling us about your locally owned shops. My husband and I visit Farmington regularly to shop and eat at our favorite chain restaurants. I make a point to shop local at home, I should do the same when I visit our neighbors. I plan to visit your local shops on our next trip. - Barbara Welsley Durango, Colorado in response to We See You, Colorado Campaign"

"Thank you for the advice (things to do with kids), I'm impressed by the number of kid friendly activities! The smoke is so bad here (Durango) I really need something to do with them all" - Victoria Garcia Durango, CO resident assisted on Facebook

"Fun times to be had in Farmington! We have been visiting regularly for going on 3 years now. Always meet likeable folks and enjoy ourselves. - Melvyn Hudson Fowler, Kansas

"Thank you for a great weekend! You really do know how to jolt journeys. See you at WE Rock next year - Jessie Glassen, California

The 2018 Farmington Visitor



2018 Conversion Study & Visitor Survey

The FCVB tracks industry trends and statistics in order to make decisions on marketing strategies. Annual conversion studies are conducted and monthly website analytics are reviewed to measure performance of specific marketing opportunities and to learn more about our visitor demographics. In 2018, the Farmington Convention & Visitors Bureau visitor survey sample included an online visitor survey, sample survey of fulfillment and website requests and Visitor Center walk-in registration book. Results from the survey offer an interesting look at the specific visitor groups that visited Farmington in 2018 and **illustrate the successes of the FCVB's marketing strategy. We saw a 4% increase in camping and 52% of visitors were traveling as a family.** There was a 3% decrease in visitors of the 60-70 age range. We also noted a 2% decrease in visitors staying with family, showing that visitors are opting to stay in a hotel when visiting family and friends.

In what city did they overnight?

Farmington, NM	79%	Navajo Dam, NM	8%
Aztec, NM	3%	Bloomfield, NM	2%
Durango, CO	6%	Other	2%

Where did they stay?

Hotel / B&B	69%	Family / Friend	3%
RV Park	20%	Camp	8%

What was their travel group?

Family	52%	Individual	9%
Couple	38%	Group	1%

When did they visit?

1. August	7. May
2. September	8. November
3. June	9. April
4. July	10. December
5. October	11. January
6. March	12. February

How old are they?

20's	7%	40's	31%	60's	8%
30's	21%	50's	29%	70's	3%

What did they do while visiting Farmington?

- | | | |
|-----------------------|------------------|---------------------------|
| 1. Shop / Dine | 6. Photography | 11. Special Event |
| 2. Outdoor Recreation | 7. Gaming | 12. Visit friend / family |
| 3. National Parks | 8. Trading Posts | 13. Golf |
| 4. Bisti Badlands | 9. Art Galleries | 14. Outdoor Theater |
| 5. Culture & History | 10. Museum | |

Converting the Retail Market

The 2018 visitor survey results report the top drive market communities that converted into overnight visitors. Results can be **attributed to the FCVB's 2018 shop, stay & play campaigns, as an increased number of overnight stays occurred during the run** dates of these targeted campaigns. In 2018, downtown merchants reported between 7 and 17% increase in sales during the holiday shopping season.

Alamosa, CO	Dulce, NM	Monticello, UT
Cortez, CO	Gallup, NM	Montrose, CO
Cuba, NM	Kayenta, AZ	Pagosa Springs, CO
Durango, CO	Mancos, CO	Shiprock, NM

Where are they from?

The 2018 visitor surveys were completed by visitors from 43 states. The following are the top 10 states represented in the results.

- | | |
|---------------|---------------|
| 1. New Mexico | 6. California |
| 2. Colorado | 7. Nevada |
| 3. Arizona | 8. Nebraska |
| 4. Utah | 9. Kansas |
| 5. Texas | 10. Oklahoma |

Farmington Tourism By the Numbers

The Farmington CVB tracks and studies **Lodger's Tax on a calendar year basis, by visitors' month of stay, to monitor tourism trends and visitor behavior.** A total of **\$1,237,567.55 was collected in Lodger's Tax** by the City of Farmington, in calendar year 2018. This is up 1.49% from 2017.

The flux in corporate contracts and business travelers continues to impact Farmington. In addition, fires in southwestern Colorado caused many visitors to cancel summer trips to the Four Corners. Farmington hotels, San Juan County attractions and regional attractions reported reduced visitation during the height of summer 2018, at the time of the fires.

The City of Farmington collected \$52,036,982 in Gross Receipts Tax in FY2018. To measure market movement and impact of tourism, the FCVB monitors collection within particular sectors of GRT. There was a 2.83% increase in Retail Trade, 5.46% increase in the Accommodation and Food Services sector and a 43.7% increase in the Arts, Entertainment and Recreation Services sector.

Quick Glance at the Numbers

2018 Impact of Tourism in Farmington
Calendar Year, January 1 - December 30

- ⇒ LT Collected: \$1,237,567.55
- ⇒ Avg. Occupancy: 62.7%
- ⇒ Avg. ADR: \$86.58
- ⇒ Avg. RevPar: \$54.27

Fiscal Year, July 1 - June 30

- ⇒ +5.46% Accommodation & Food Services Sector GRT
- ⇒ +2.83% Retail Trade Sector GRT
- ⇒ +43.7% Arts, Entertainment & Recreation Sector GRT

The New Mexico Tourism Department works with Tourism Economics to provide a detailed look at tourism throughout the state. In September of 2017, the New Mexico Tourism Department released their 2016 findings. These reports show that the 2016 total tourism spending in San Juan County was \$288.4 million.

2016 Impact of Tourism in San Juan County

- ⇒ Total Tourism Spending \$288.4 million
- ⇒ Total Tourism Income \$124.8 million
- ⇒ \$31.6 million in Federal Tax Receipts
- ⇒ \$20.4 million in State Tax Receipts