

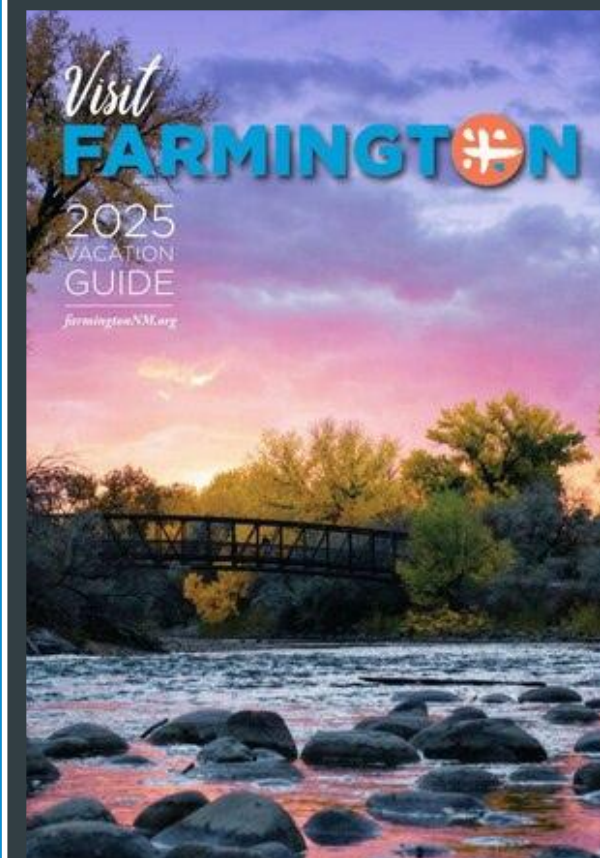
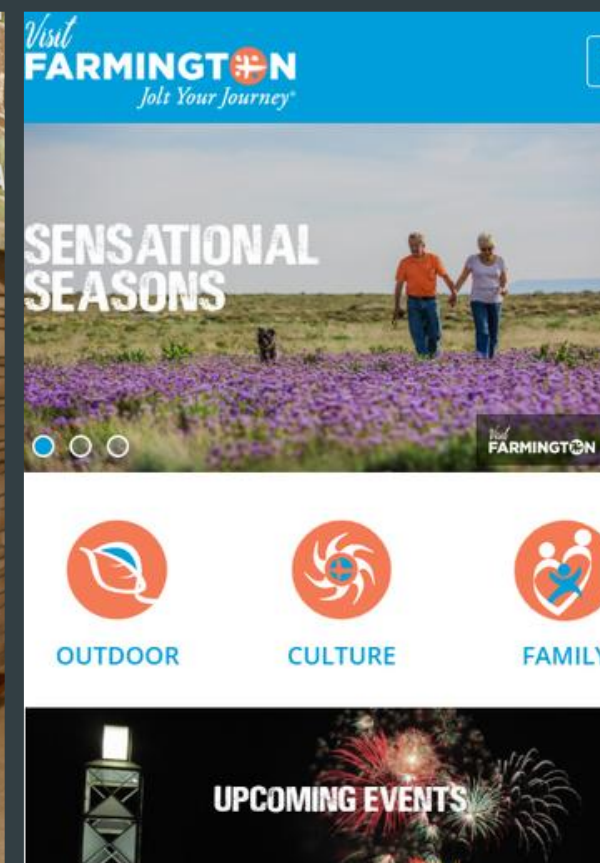
Visit
FARMINGTON **N**
Jolt Your Journey®

DESTINATION MARKETING ORGANIZATION

FARMINGTONNM.ORG

2025 AREAS OF FOCUS

- Market Farmington as a Vacation Destination
- Manage the Official Farmington Visitor Center
- Connect with Travelers at Travel & Trade Shows
- Create & Distribute Promotional Materials
- Collaborate on The Story of Farmington Exhibition
- Elevate Customer Service Experience & Community Pride
- Assist Meeting, Event & Conventions Planners
- Monitor Recreation Projects in Development
- Develop and Deploy Tactics to Grow Awareness of Flights
- Identify Potential New Markets for Future Marketing Efforts
- Collect and Monitor Local Tourism Data



OUR WORK IN 2025

TRAVEL TRADE SHOWS

- Tourism & Outdoor Rec Day Santa Fe, New Mexico
- Travel & Adventure Show Denver, Colorado
- Travel & Adventure Show Phoenix, Arizona
- Travel & Adventure Show Dallas, Texas

TRAVEL & ADVENTURE SHOW®



OUR WORK IN 2025

MEETINGS, CONVENTIONS & EVENTS

- Al-Anon Assembly
- Delta Capa Gamma State Convention
- Fall Crawl 4 Corners 4x4 Week
- Four Corners Conference for Professional Development
- NMAA State Golf Tournament
- NM Conference for 9-1-1 Dispatchers
- New Mexico Professional Fire Fighters Association
- Rocky Mountain Motorcoach Association
- RMN Events' Aztec Warrior Championships
- Socctoberfest
- Special Olympics 4 Corners Invitational
- WE ROCK Grand Nationals
- WeBe Racing

*This is not a complete list





OUR WORK IN 2025

Creation of a local Customer Service & Community Pride Class

Sparking **E**xcellent **R**esident & **V**isitor **E**xperiences

Through the SERVE program, more than 200 residents and 25 businesses have strengthened their ability to create positive moments for customers and visitors, and become more engaged in our community.



OUR WORK IN 2025

THE FARMINGTON VISITOR CENTER

4.7% increase in facility visitors

- 8% decrease in visitors here for business
- 9% increase in visitors here for vacation

Top 3 reasons for visiting Farmington

- Vacation
- Family
- Passing Through
- Business

VISITOR REVIEWS

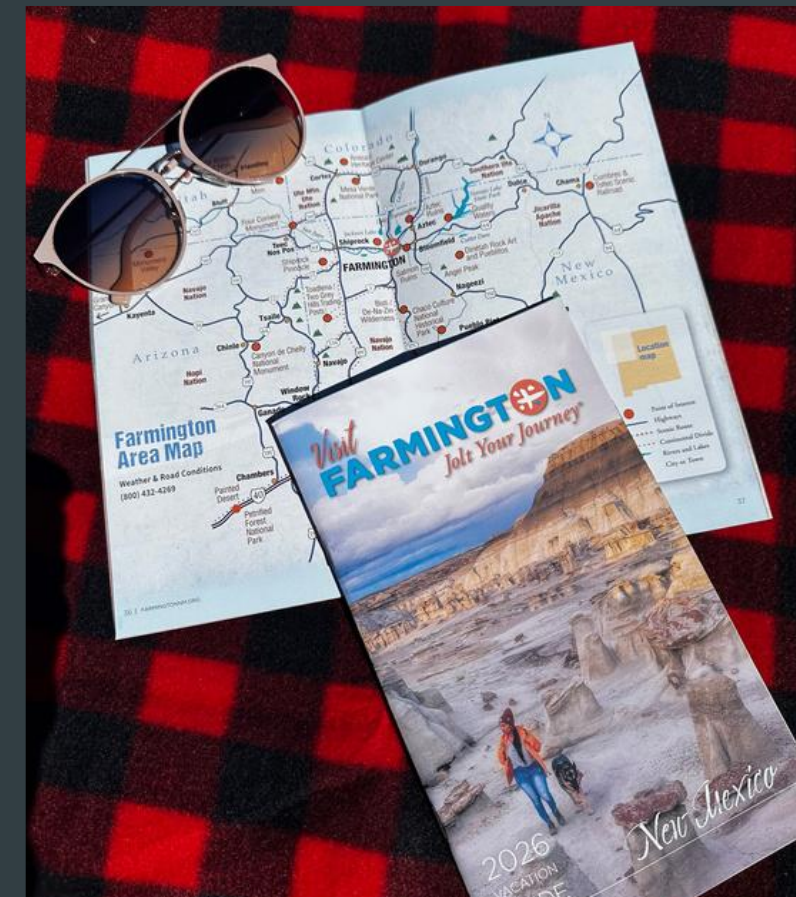
"Nice visitors center with friendly and informative staff and museum exhibits."

"Great service at the desk and help figuring out the best way to explore the Bisti."

"The ladies that work there, who are local, have recommendations for places to eat and things to see!"

"The best place to get information on visiting the Badlands."

"Good place to get some information about the area. Very friendly service. Nice view of the river."



OUR WORK IN 2025

THE STORY OF FARMINGTON EXHIBITION

PROJECT TIMELINE

February 2025 Reich & Pech Selected

Phase 1 Interpretive Plan & Schematic Design March – November 2025

- April 2025 First In-Person Workshop
- August 2025 Second In-Person Workshop and 50% Schematic Design
- November 2025 100% Schematic Design Package

Phase 2 Design Development December 2025 – August 2026

- February 2026 Third In-Person Workshop
- April 2026 Fourth In-person Workshop 50% Design Package
- August 2026 100% Design Package

Phase 3 & 4 Fabrication & Installation September 2026 – November 2027

- Fabrication & Installation

Financing of Project

- Support by City of Farmington & Visit Farmington
- Grants
- Donations



OUR WORK IN 2025

MARKETING STRATEGY

We Listen To:

- Campaign Performance
- Audience Behavior & Trends
- Website & Content Engagement
- Real-Time Visitor Movement
- Travel Landscape & Market Shifts

So We Can:

- Pinpoint High-Value Audiences
- Optimize Where & How We Show Up
- Shape Messaging That Resonates
- Measure What's Working (and What's Not)
- Balance Visitation Across Seasons & Spaces

This approach turns insight into action—driving a strategy that's both data-informed and financially sound.

OUR AUDIENCE



Primary Audience

Age 25 - 45

Drive Market

Fly Market



Secondary Audience

Age 46 - 65+

Drive Market

Fly Market



Tertiary Audience

Age 21-65+

4 Corners Region

Visit Farmington advertised to engaged markets in these geographic locations:

Niche interests across the U.S., Arizona, Colorado, Kansas, Nebraska, New Mexico, Nevada, Oklahoma, Texas, Utah

OUR 2025 CAMPAIGNS



Plan Your Chance Encounter

Programmatic Display

- 1.7M impressions with a CTR 5x the national benchmark (0.07%).
- Badlands imagery delivered a .66% CTR, nearly doubling the overall display average.
- Bold, curiosity-driven visuals paired with the “Encounter” theme consistently outperform more straightforward destination imagery.

Mobile Conquesting (Albuquerque Balloon Fiesta)

- 0.45% CTR, well above standard mobile benchmarks.
- Creative variants reached up to .50% CTR, reinforcing that contextual, event-based conquesting is highly effective.

Social Mirroring

- 1.15M impressions with a .44% CTR, matching national averages, which is strong for mirrored content.
- Cultural, human-scale storytelling performs best in social environments versus pure landscape imagery.

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OUR 2025 CAMPAIGNS

Plan Your Chance Encounter continued

Pre-Roll Video

- CTR — more than 5x the national pre-roll benchmark (0.12%).
- VCR, more than double the industry average (35%).
- Keep It Cool and One of a Kind delivered the strongest CTR and VCR combination.

Connected TV (CTV)

- Near-perfect completion rates (98–99%) across all creatives, exceeding national CTV norms.
- CTV effectively extended Farmington's brand into the living room with minimal waste.

Hulu / Streaming Video

- Reached 92K+ users with a very efficient 1.1 average frequency.
- Strong alignment with priority markets (Denver, Phoenix, Salt Lake City).

Paid Search

Exceptionally strong CTRs across multiple campaigns

- Outdoor Recreation Based Vacation: 43.07% CTR
- Bisti Badlands: 9.96% CTR
- Family Vacation: 8.45% CTR

Traditional Media (OOH, Print, Radio, Cable)

- OOH: 2.26M impressions across strategic corridors and airport placements in Colorado and New Mexico.
- Print: 4.35M readers reached through regional and travel-focused publications.
- These channels provided scale, legitimacy, and reinforcement, supporting digital performance indirectly.

OUR 2025 CAMPAIGNS

Flight Awareness

Programmatic Display

- 1.06M impressions with a CTR nearly 7x the national display benchmark (0.07%).
- Air travel-centric messaging resonates when served in high-relevance environments tied to travel behavior.

Social Mirroring

- 1.15M impressions and a CTR in line with national social mirroring benchmarks (0.46%).
- Direct, benefit-led messaging clearly outperformed more lifestyle-forward executions. When it comes to flight promotion, clarity and immediacy drive engagement. Audiences respond best when the value proposition is obvious and actionable.

Programmatic Audio

- 244,584 impressions with a 96.11% audio completion rate.
- Strong delivery among travel-relevant audience segments, including business travelers, frequent flyers, and trip planners.

OUR 2025 CAMPAIGNS

Pinon Hills Golf Course

Connected TV

- 378,736 impressions with near-perfect completion.
- Strong performance across all creative variants (original and new soundbeds).

Peacock Streaming

- 1.36M impressions reaching 220,782 users with a 99.01% VCR.
- Premium streaming environments aligned well with Piñon Hills' upscale positioning and golf-travel audience.

Golf WRX

- 100% SOV dedicated email blast to 100,000 members deployed in April, July, and September of 2025.
- 77% to 83% open rate and 5.04% CTR, stronger than the national average of 2.5% to 5%.
- Top-performing email blast "Fall Golf Getaway."

Social Mirroring

- 922,321 impressions with 2,917 clicks and a 0.32% CTR.
- While slightly below the national social mirror benchmark (0.46%), performance remained consistent across a long flight.

OUR 2025 CAMPAIGNS

Farmington is New Mexico True

New Mexico Tourism Department Co-Op

Print Advertising

- NM True Adventure Guide + Advertorial
- NM Magazine
- Phoenix Magazine

Programmatic Out of Home

- Creative for DOOH displayed on billboards, urban panels, gyms, and gas stations across Phoenix and Denver.
- This resulted in 2,776,954 impressions, casting a wide net and reaching a large audience.



NEW MEXICO TRUE SPECIAL ADVERTISING SECTION

Creative Force

With outdoor sculptures, engaging murals, and inviting galleries, Farmington embraces art in all its forms.

Outside of Artifacts 302, a 400-pound horned lizard sculpture welcomes visitors to Farmington's historic Main Street. "People like to sit on it and take photos," says Bev Taylor, who owns the downtown gallery located in the historic Farmington Lumber and Hardware building. Created by Tucumcari artist D'Jean Jawrunner, *Sun Lion* is one of nearly a dozen public works along the art-filled thoroughfare, where brightly colored murals adorn historic buildings. "There is so much good creative energy here and some really fine artists," says Karen Lupton, Farmington's MainStreet coordinator and economic development specialist. Lupton helped launch the city's annual *Art in the Heart Sculptures* exhibition in 2022, inviting artists from the Four Corners region to participate. Up to 15 sculptures are selected and installed along Main Street for a year with several already purchased by the city for public parks and other areas.

"Farmington's art scene is evolving," says Taylor, who spearheaded *Art in the Heart Sculptures*. "We want to make people aware that we have phenomenal art and history in this community."

Long an agricultural hub and trading center, Farmington was founded in 1901 where the La Plata, Animas, and San Juan rivers converge. Creativity has always flowed here too. Artifacts 302's building, which dates to 1918 and played a role in the development of the town, is at the heart of the city's art scene. The gallery showcases works by more than 40 local artists, a bakery and café, and an event venue for drawing classes, concerts, and other gatherings.

Taylor was inspired to create the outdoor sculpture exhibition during the pandemic. "The city did a huge multimillion-dollar renovation," she says of the infrastructure and aesthetic improvements.

While downtown was being transformed, people had to access businesses through back alleys. To make the entries more inviting, more than 20 murals by local artists brought color and stories to the streets through *Art in the Alley*. "That set the stage for art that we wanted publicly, downtown," Taylor says.

A stroll through the area makes for an enchanting afternoon. Among the must-visits is the contemporary HEART Gallery. Founded by painter Karen Ellsbury and her photographer husband, Patrick Hazen, the vibrant space creates a haven for artists and enthusiasts by hosting exhibitions, paint parties, and more. Owned by the Tanner family, Fifth Generation Trading Company specializes in Native American jewelry, pottery, and weavings. When you need to refuel, order up one of the New Mexican chile specialties at the Chile Pod, which got its start by competing in the town's annual chile cookoff challenge in 2011.

So no matter what colors your world—from art and culture to shopping and tasty cuisine—you're likely to find a rainbow of options in Farmington.

From sculptures to murals, public art is part of Farmington's DNA.

DONT MISS

Meet more than two dozen artists who sell hand-made leather, repurposed art, and other items at the Downtown Makers Market, held in Orchard Park on Thursdays from June through September. Live music, local foods, and happy vibes are also on tap.

FARMINGTON NM.ORG

FARMINGTON NM TRUE

24 New Mexico / MARCH 2025

SPONSORED CONTENT

From left, time it up at Pilon Hill Golf Course, Hang Ten at Gateway.

Three Days in Farmington

Your fun Four Corners basecamp for outdoor adventure, rich cultural history, and delicious local flavor.

DAY 1

Kick-start the day with out-of-this-world coffee combinations and mini doughnuts at **Oso Grande Coffee Company**. Begin with a half-day hike of the **Bisti/De-Na-Zin Wilderness**. A photographer's dream, this remote landscape of wind-sculpted hoodoos, desert spires, and natural arches feels like exploring an alien planet. "Ghosts say the isolation is great, too," says Kisha Winters (Diné/Zia), founder of **Navajo Tours USA**, which offers guided tours of the 45,000-acre badlands. "Because they can really unplug." (Stop by the **Farmington Visitor Center** for maps, tips, and guide suggestions.) Winters recommends making it a full day by heading to **Shiprock Peak**, or **Tso Bi'ai** (rock with wings) in Diné, the religiously significant volcanic rock formation rising more than 1,500 feet above the surrounding landscape. Respect signs and boundaries. Shiprock Peak is an area

important to Navajo, Ute, and Paiute peoples and has visitor restrictions unless escorted by a licensed guide.

DAY 2

The **Animas River's** year-round water flow attracts diverse wildlife and more than 135 species of birds. Grab coffee and pastries at **Juniiper Coffee Eatery** to fuel your morning walk or hike ride along the eight miles of **Animas River Trails** that begin in the heart of town. Stop at **Riverside Nature Center**, which nestles along the river in Animas Park, to learn more about the local flora and fauna. Try kayaking, paddleboarding, and rafting, or hang ten at the region's first surfable water feature, the newly installed **Gateway**. Golfers can challenge themselves with a fun, affordable round at **Pilon Hill Golf Course**, rated one of the top municipal courses in the country for more than 20 years. Need family fun? The newly constructed, seven-acre **Boundless Journey Adventure Park**, the first fully accessible and adaptive playground in San Juan County, allows people of all physical, cognitive, and sensory abilities

DAY 3

Peer back in time at **Aslee Ruins National Monument**, an intimate look into the lives of Ancestral Puebloan people who lived there in the 1000s. Walk through original structures and the reconstructed Great Kiva, the largest in North America. For a lesson on the diversity of cultures of the area, visit the **Museum of Navajo Art & Culture** to see the impressive weavings collection on exhibition. Enjoy lunch at the **Chile Pod** or **Three Rivers Eatery & Brewery** before an afternoon of shopping in the downtown district's art galleries, boutiques, and trading posts. For the largest selection of Native American crafts and jewelry in the region, hit **Fifth Generation Trading Company**.

LOCAL PICK

The skies surrounding Farmington are some of the darkest around. "Photographers and stargazers see some of the clearest views of the Milky Way and the stars here," says Kisha Winters, of **Navajo Tours USA**. "Take a guided tour or go out on your own for an amazing dark skies experience."

FARMINGTONNM.ORG

ADDITIONAL 2025 PROMOTIONS

Promotional Assistance

- Downtown Art Walks
- Four Corners Musical Theatre Company Performances
- Farmington Maker and Grower Markets
- Farmington Civic Center Shows
- Freedom Days
- Totah Festival
- 4 Corners 4x4 Week
- Four Corners Balloon Rally
- Road Apple Rally
- San Juan College Fine & Performing Arts Events

Sponsorships

- Arenacross & Freestyle Show
- Chokecherry Scramble
- RMN Aztec Warrior Championships
- NMAA State Golf Tournament
- Riverfest
- WE Rock Grand Nationals



*This is not a complete list

2025 PROMOTIONAL COLLATERAL



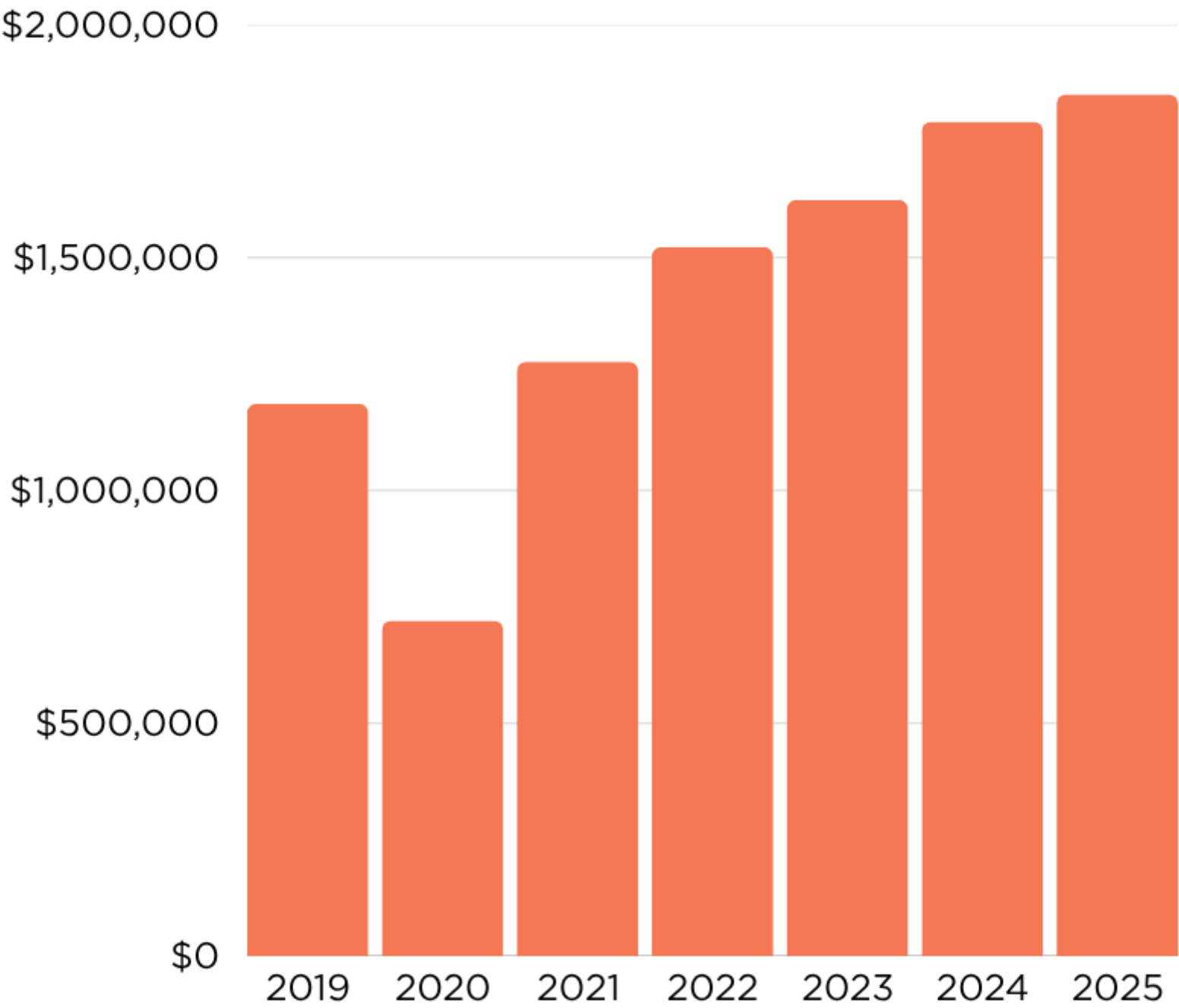
Farmington Vacation Guide

- 95,000 Printed Guides Distributed
- 2,812 Engaged Digital Guide Views
- Available at 80+ Visitor Centers & Businesses
- Request Increases:
 - 9% Arizona
 - 6% California
 - 4% Colorado
 - 12% Kansas
 - 8% Nebraska
 - 7% Nevada
 - 9% Oklahoma
 - 2% Utah

MEASURING IMPACT

LODGER’S TAX COLLECTION

Visit Farmington 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 \$1,850,864.51 was collected in Lodger’s Tax by the City of Farmington in the calendar year 2025.



3.29% Increase in Lodger’s Tax Collection

2025 VISITATION NOTES

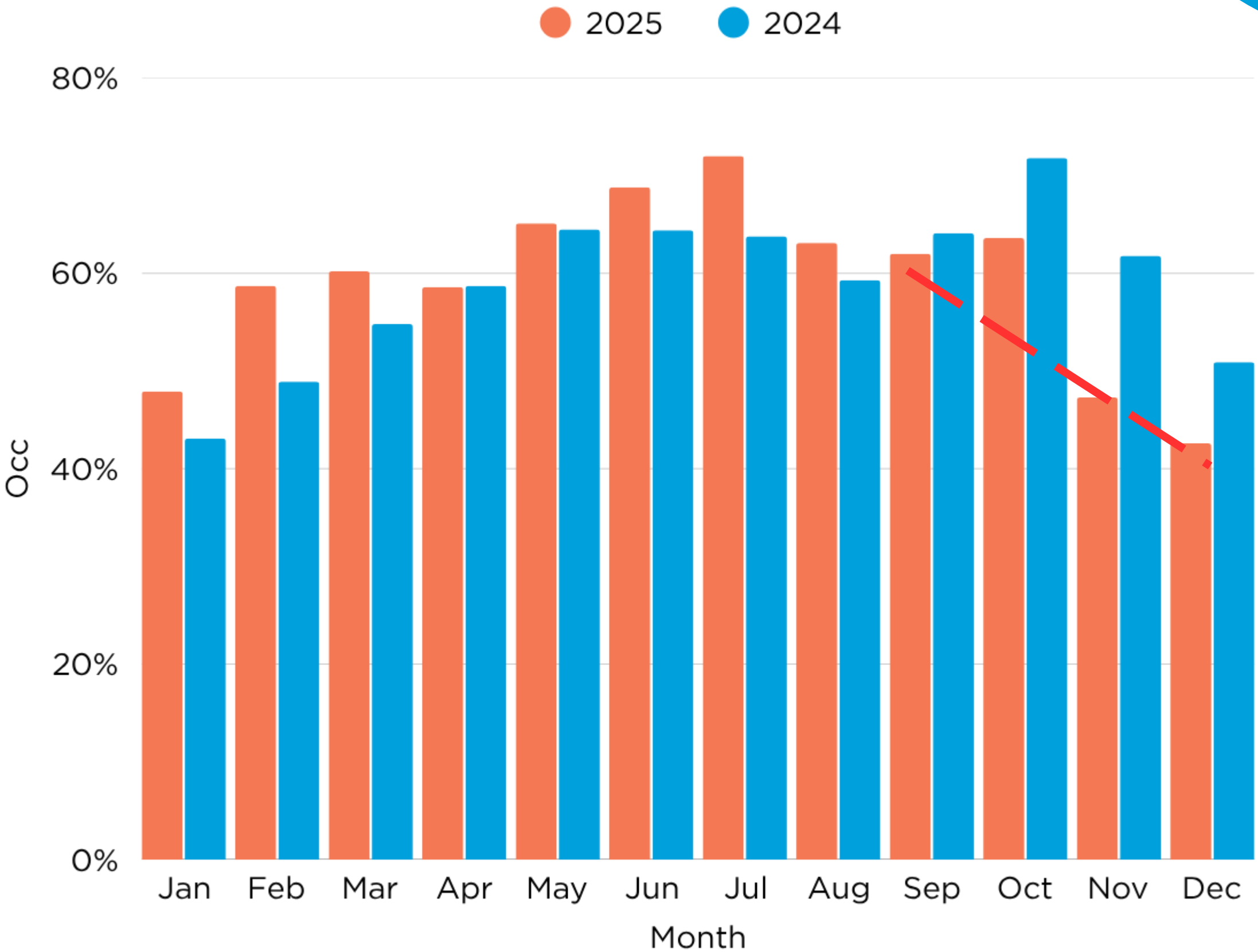
Weather Events

- Monday, June 2, 2025, Farmington received 1.52 inches of rain, creating poor hiking & road conditions in the badlands and at Chaco.
- Remnant moisture from Tropical Storm Priscilla brought rain October 9–15, 2025, caused flooding and poor hiking and road conditions.

Gov. Shutdown

- Shutdown: Oct 1, 2025 – Nov 12, 2025
- Trips cancelled October - December, 2025

“The 2025 government shutdown cost the U.S. economy an estimated \$6 billion from travel loss, according to the U.S. Bureau of Economic Analysis.”



VISITOR INSIGHTS

2025 VISITOR SPEND

Avg. Daily Visitor Spend by Sector

- Accommodation: \$140
- Retail: \$88
- Restaurant: \$65
- Arts & Entertainment: \$46

Avg. Length of Stay Hotel: 2.2 Days

Avg. Length of Stay STR: 4.6 Days

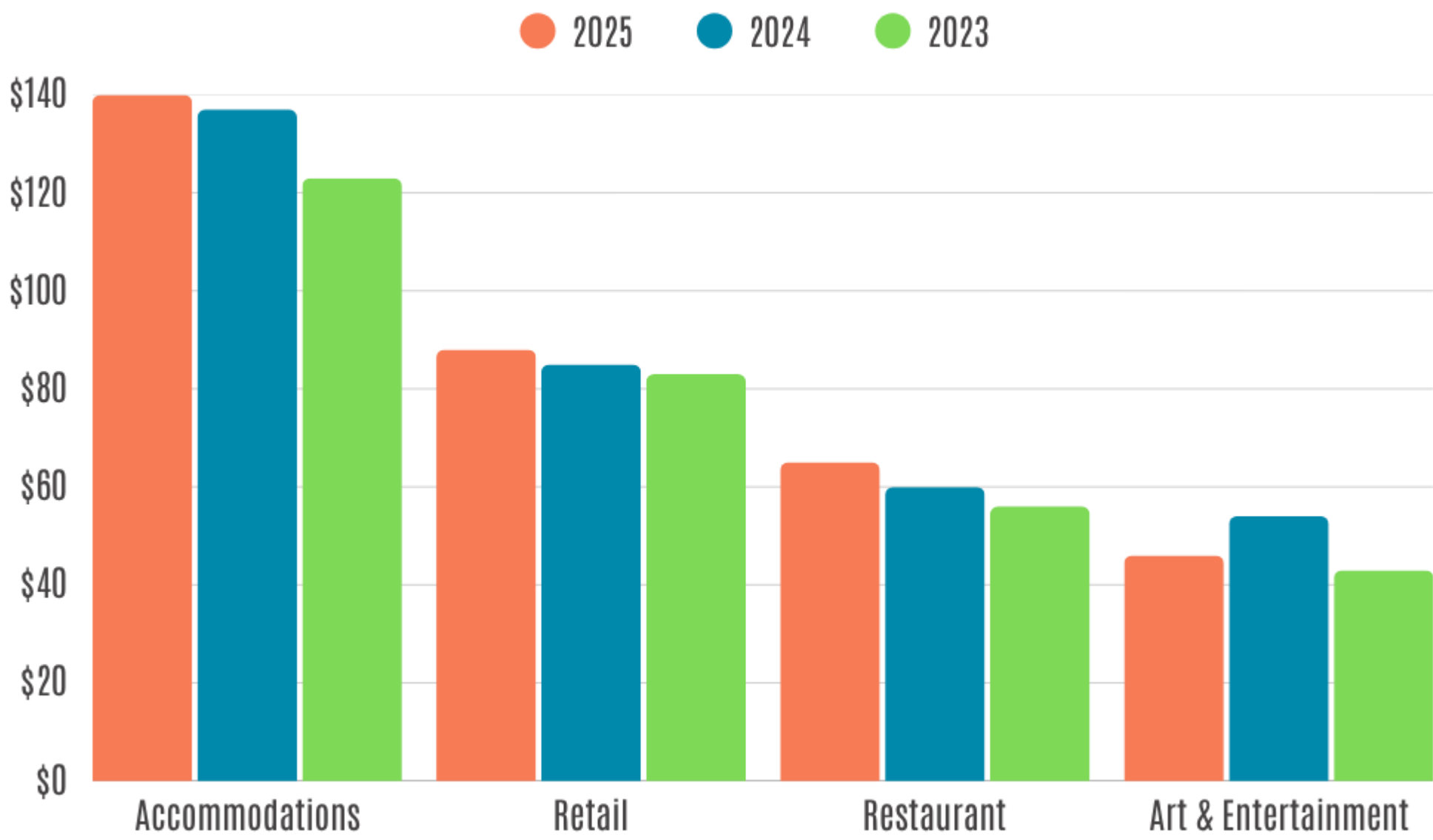
STR 4% Increase in demand

Hotel 3% Decrease in demand

Top Sectors Visitors Visit

1. Retail
2. Food & Beverage
3. Outdoor Recreation
4. Accommodations
5. Arts & Entertainment

Avg. Daily Visitor Spend by Sector



Source: Zartico Spend Data

VISITOR INSIGHTS

2025 VISITOR & LOCAL VISITOR

Local Visitor = Traveled -50 Miles

Top Local Visitor Markets

- La Plata County, CO
- Apache County, AZ
- Montezuma County, CO
- Rio Arriba County, NM
- Archuleta County, CO

Visitor = Traveled 50+ Miles

Top Visitor Markets

- Albuquerque / Santa Fe, NM
- Phoenix / Prescott, AZ
- Salt Lake City, UT
- Denver, CO
- Los Angeles, CA

Visitor Spend at Local Businesses Grew 2% in 2025

71%



71% of All Visitors
Were Out-of-State Visitors

80%



80% of Visitor Spend Generated
by Visitors Traveling 50+ Miles

2025 Visitor Demographics

48% Children in Home



55% Age 25-54

43% HHI \$100K+





LOOKING FORWARD

2026 & BEYOND

- Launch Efforts in 3 New Test Markets
- Assess & Monitor Impact in Test Markets
- Evaluate Travel Trade Shows
- Continue All Aspects of The Story of Farmington Exhibit
- Expand Community Outreach with SERVE
- Re-engage with Golf Digest for PHGC
- New Initiative to be Announced at Annual Meeting