



## Annual Report

# Contents

1

### *The FCVB*

Who We Are  
FCVB Members  
What We Do  
Growing Tourism Awareness  
Tourism Industry  
Meetings, Events, Conventions

2

### *Connecting With Visitors*

Marketing and Messaging  
Media and Public Relations  
Media Moments  
Promotional Collateral  
Farmington Vacation Guide  
FarmingtonNM.org

3

### *The 2019 Visitor*

2019 Visitor Survey Results  
The Power of Tourism  
Impact of Local Tourism



# 1 | The FCVB



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 2019, 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 voting representative and one City appointed ex-officio. 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 2019, the Bureau operated with a staff of seven. Four staff members dedicated to the marketing, administration and operations of the FCVB and three Hospitality staff for visitor services at the Farmington Museum & Visitor Center.

## **2019 Board of Directors**

### **President**

Darryl Dunlap

### **Immediate Past President**

Dave Turnbull, San Juan Regional Medical Center

### **Treasurer**

Ashton Vanden Broeck

### **Board Members**

Larry Baker, Salmon Ruins

Colleen Dale, Wells Fargo

Rhonda Davis, 505 Cycles

Kami Donald, Four Corners Explorers

Theresa Emrich, City of Farmington

Tamara Fitzgerald Ludwig, Fuddruckers

Shana Reeves, City of Farmington

Cory Styron, City of Farmington

Joe Tanner III, Fifth Generation Trading Company

Mike Ulrich, Blue Moon & Porter's

Annie Willmon, San Juan College

## **2019 FCVB Staff**

### **Administration & Operational Staff**

Executive Director

Tonya Stinson

Online Marketing Mngr. & Asst. Director

Ingrid Gilbert

Admin & Membership Coordinator

Esperanza Quintana-Pino

Group Sales Coordinator

Deanna Rothlisberger

### **Farmington Visitor Center Staff**

Hospitality Staff Supervisor, Amy Homer

Hospitality, Sondra Bradford

Hospitality, Connie Snell

# 1 | Our Members



The Farmington Convention & Visitors Bureau offers membership to local businesses involved in, or supportive of, the tourism and hospitality industry in Farmington. The FCVB and members work together to grow visitor opportunities and customer service skills in the industry. Through these efforts the FCVB can 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 2019.

505 Cycles

Alvin Klein Advertising/Bates-Wells

Animas Outdoors LLC

Animas Valley Mall

ARCOM Outfitting & Guide

Artifacts Gallery

Aspen Leaf Frozen Yogurt

B&L RV Park and Storage

Basin Broadcasting Co. Inc

Best Western Plus, Four Corners Inn

Better Business Bureau

Big Rock Trading Post Inc.

Blue Moon Diner

Bob French Navajo Rugs

Capacity Builders Inc.

Caregivers In Your Home

Casa Blanca Inn & Suites

Century 21 SoWesCo Realty

Certified Folder Display Service

Chick-fil-A

Citizens Bank

Civitan Golf Course

Clancy's Pub, an Irish Cantina

Cloer Hay Farm

Coldwell Banker Cornerstone Realty

Come to the Feast

Comfort Inn

Comfort Suites

Courtyard by Marriott

Cumbres & Toltec Scenic Railroad

Daily Times

Dickey's Barbecue Pit

Durango Chamber of Commerce

Dusty Attic

E3 Children's Museum & Science Center

Epic Entertainment NM

Fairfield Inn & Suites

Farmington Aquatic Center

Farmington Civic Center

Farmington Flyer

Farmington Museum Foundation

Farmington Outdoor Adventures



# 1 | Our Members



Farmington Recreation Center

Fiesta Mexicana #9

Fifth Generation Trading Co.

Fly High Adventure Park

Four Corners Community Bank

Four Corners Explorers

Four Corners Harley Davidson

Fuddruckers - Café Venture Co

Garrison Graphics, Inc.

Golden Corral

GYM LOU

Hampton Inn

Hertz Rent a Car

Historic Toadlena Trading Post

Hogback Trading Co.

Holiday Inn Express

Home2 Suites by Hilton

Homestead RV Park

Jill McQueary

KOBF-TV

Kokopelli's Cave, LLC

Kysar Millennium Leavitt Group

Los Hermanitos Restaurant

Lou Go's Taxi and Limo

Majestic Enchantment Fly Fishing

Moore's RV Park & Campground

Mountain Waters Rafting & Adventures

Nancy's Rubbers

Navajo Lake Marina

Navajo Pride LLC

Navajo Trading Co.

Northern Edge Casino

Northwest New Mexico Arts Council

Paddock Catering

Pinon Hills Golf Course

Porters Restaurant

Quality RV & Sports Rental

RE/MAX of Farmington

Region Inn

Rio Del Sol Kiwanis

Riverside Nature Center

Rod Hubble's NM Studio & Gallery

S&S RV Park

Sacred Rebel Yoga

Salmon Ruins Museum

San Juan College

San Juan Country Club

San Juan County

San Juan Printing

San Juan Regional Medical Center

Silver River Adobe Inn Bed & Breakfast

Sky Ute Casino Resort

Soaring Eagle Lodge, LLC

St. Clair Winery & Bistro



# 1 | Our Members



Studio 116

Sundowner Mobile Home & RV Park

SunRay Park & Casino

Sutherland Farms

Sycamore Park Community Center

Talks-A Lot-Tours

The Bridge at Farmington

The Chile Pod

The First Tee of San Juan County

The Mad Lab brought to you by Peach's  
Neet Feet

The Spare Rib BBQ Co.

Theater Ensemble Arts

Third Axis Custom Engraving

Three Rivers Art Center

Three Rivers Eatery & Brewhouse

TownePlace Suites by Marriott

Traegers

Travel Inn

Trimble Spa & Natural Hot Springs

Visit Albuquerque

Vivid Life Design, LLC

Wells Fargo Bank

Wines of the San Juan





# 1 | 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.

## **Farmington CVB 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.

## **Farmington CVB 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.



# 1 Meetings, Events, Conventions



In order to attract large groups to Farmington, the FCVB provides guidance and assistance to event, meeting and sports tournament planners. 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 state conferences and national tournaments, the FCVB is equipped to assist planners in organizing and strategizing these events.

In 2019, 9,300 welcome bags with area information were provided and 850 custom name badges were made.

## 2019 Meetings and Events Assisted

JPL Dirt'N Drive

Connie Mack World Series

Rocky Mtn. Nationals Wrestling  
Championship

Summer Blast Softball Tournament

NM/WTX State Softball  
Championship

4 States Peace Officer Assn.  
Conference

NM Special Olympics

W.E. Rock Rock Crawling  
Championship

NM Assn of Student Councils State  
Convention

Cybercon 4.0

Dineh Language Teacher Assn  
Conference

NMTD NW Region & Tourism  
Commission Meetings

Grand Circle Assoc. Board and  
Membership Meeting

Southwest Barrell Racers Finals

San Juan Energy Conference

Please note this is not a complete list.



# 1 Growing Tourism Awareness



The Farmington Convention & Visitors Bureau has offered the Farmington Visitor Journey A2D (Arrival to Departure) customer service program since 2016, as an ongoing effort to spread awareness of the benefits of tourism and raise the level of customer service experienced by visitors in our community. By the end of 2019, 600+ locals had completed the training.



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 2019 the FCVB had trained nearly 600 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. The second component is a Live Class. 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. These aspects are vital to a stronger tourism economy because it takes all residents to sell a destination and create an experience that encourages visitors to make repeat trips.

## Farmington Police Department

The Farmington Police Department has become a huge advocate for the A2D program. All new officers and rangers must complete this training and Farmington truly benefits from the FPD being advocates for our community.



# 1 | Tourism Industry



In an ongoing effort to keep staff current with trending travel and tourism issues, FCVB staff regularly attend industry seminars and meetings. In 2019, the following meetings and conferences were attended to keep the Bureau staff informed on trends and industry initiatives.

- NM Hospitality Association's Governor's Conference on Tourism
- New Mexico Hospitality Association's TRENDS Conference
- Social Media Marketing Society's 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 ED 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 2019, 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



# 1 | Tourism Partnership & Recognition



FCVB Director, Tonya Stinson, serves on the Board of Directors for the New Mexico Hospitality Association. This statewide association's primary function is advocacy on behalf of the tourism and hospitality industry. Working to advocate for beneficial legislation and speak up on legislation that could have negative affects on the industry is a crucial role NMHA fills. NMHA also provides key educational opportunities throughout the year such as the annual TRENDS Conference and the NM Governor's Conference on Tourism and Hospitality.

The FCVB collaborates with the New Mexico Tourism Department (NMTD) in a variety of ways to promote Farmington as a visitor destination. FCVB staff member, Ingrid Gilbert, serves on the NMTD Regional Marketing Board, keeping the FCVB in the loop on state directed projects and promotional efforts. 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 2019, the FCVB hosted the NMTD for four meetings in Farmington. Tourism Cabinet Secretary Jen Schroer and her staff conducted the Northwest Region Board Meeting and the quarterly New Mexico Tourism Commission Meeting on September 3<sup>rd</sup>. The next day, the FCVB hosted the Northwest NMTD Destination Development Roadmap Session. Later in December, NMTD staff were hosted again for a Google Business workshop, bringing experts to Farmington to help local businesses and attractions learn to utilize the free features in Google for easy promotion.

## **New Mexico True**

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, in airports, as well print ads in New Mexico Magazine and Albuquerque the Magazine, among others.

## **Industry Recognition**

Organized by the NMHA, the Top HAT Awards celebrate outstanding marketing efforts, teams and individuals from across the New Mexico tourism and hospitality industry. To be recognized as a finalist is an impressive accomplishment. FCVB staff is proud to have its efforts acknowledged over the past few years. In 2019, the Bureaus "We See You, Colorado" campaign was a Top HAT Finalist in the Best Broadcast category and the 2019 Farmington Vacation Guide was a finalist in the Best Print category.

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. The FCVB's Jolt Your Off Road Journey campaign was also a Top HAT Finalist, in the 2018 Most Innovative Campaign.





# Connecting With Visitors



# 2 Marketing & Messaging



The FCVB actively promotes Farmington as a travel destination for domestic and international leisure travel, meetings and conventions, sports and the group travel markets. A comprehensive marketing strategy is in place to target and market to each travel group. In association with their advertising agency, Sunny505, FCVB staff work diligently to craft specific messaging and determining the best space to engage these potential visitor groups.

In 2019, FCVB marketing efforts were utilized to increase awareness of Farmington and to secure overnight visits from these visitor groups. In total, 19 campaigns were run consisting of 21 print, 13 radio, 10 billboard, 38 online, and 29 website listings.

In 2019, the FCVB's marketing campaigns included a combination of online and print ads, television commercials, advertorials, billboards, social media, media features and radio campaigns. These campaigns reached leisure travelers in New Mexico, Colorado, Kansas, Nebraska, Oklahoma, California, Utah, Texas, Nevada and Arizona. Additionally, campaigns were geared to reach outdoor lovers of all types across the United States and key international markets. From 4x4 groups and golfers to National Park exploring families and shoulder season traveling retirees, the FCVB connects with a variety of target audiences through these efforts.

All advertising works to direct travelers to the FCVB website, [FarmingtonNM.org](http://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 continues to establish the FCVB as the source for information about Farmington and the attractions found in the region.

Year round the FCVB works through this marketing strategy to connect with outdoor lovers and active families from point of inspiration to booking the trip as well as once they are in market. This strategy has proven successful when we engage with leisure travelers interested in the outdoor recreation, scenic landscapes, retail opportunities, historical treasures and cultural adventures that Farmington has to offer.



# 2 Media Moments



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 and the NMTD, the Bureau regularly generated story ideas that were pitched both regionally and nationally. In 2019, these efforts resulted in 49 published media pieces. Media coverage spanned a variety of outlets, including radio, print and online. The earned media from public relation efforts greatly maximizes Farmington’s positive exposure beyond what the marketing budget can produce on its own. While generating positive content about our community, these features also help the FCVB share Farmington’s identity - as a community where outdoor lovers and active families thrive.

## 2019 Earned Media

**National Geographic Traveler**  
2019 Best Trips List

**OIA**

Healthy Community = Healthy Economy

**NM Magazine**

Essential Activities for 2019

**The Travel**

Proof Mother Nature is Magical

**Golf Advisor**

Pinon Hills best Course in NM

**Dark Sky Magazine**

Astro-tourism: Bisti Badlands

**Craft Brewing Business**

Thrivers A Craft Beer You Need to Know

**JP Magazine**

Farmington, NM 2019 Dirt’N Drive

**Outside TV**

Jeb Corliss on the Ground: Ep 4

**National Geographic**  
Epic Stargazing in NM

**CNN Travel**

Best Places to Stargaze

**Adventure Outdoors**  
4x4 in Farmington

**AsiaOne**

Whacky Hotels

**Albuquerque Journal**  
Farmington 4x4 Week

**Kingsport TN Times**  
Photo Tour of the 4 Corners

**Santa Fe New Mexican**  
Bisti Dreamscape

**Travel + Leisure**  
Native American Heritage Month

**Forbes Magazine**  
2023 Eclipse Hotspots

**MSN Travel**  
Best Places for Winter Travel

*Please note this is not a complete list.*



# 2 Promotional Collateral



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.

In July 2019 the FCVB released three videos. One 2 minute to promote the Farmington area and the two Pinon Hills Golf Course videos.

## Print Collateral

2019 Farmington Vacation Guide  
Outdoor Summer Theater Brochure  
Farmington Restaurant Guide  
National Geographic Geotourism Map  
Monthly Hotel Event Calendar  
Farmington Group Tour Profile Sheet  
FCVB Meeting Services Flyer  
FCVB Membership Packet  
Customer Service Recognition Card  
Farmington A2D Training Flyer  
Jolt Your Summer Checklist

## Video Collateral

Aztec Ruins Tour Videos  
Bisti Badlands Tour Videos  
Chaco Canyon Tour Videos  
Visit Farmington Adventure Video  
Pinon Hills Golf Course Promo Videos

## Online Collateral

FarmingtonNM.org  
2019 Farmington Vacation e-Guide  
Visit Farmington Facebook Page  
Visit Farmington YouTube Channel  
Jolt Your Journey Facebook  
Jolt Your Journey Instagram  
Jolt Your Journey Twitter  
Farmington Meeting Planner  
Sports Market Online Planner  
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



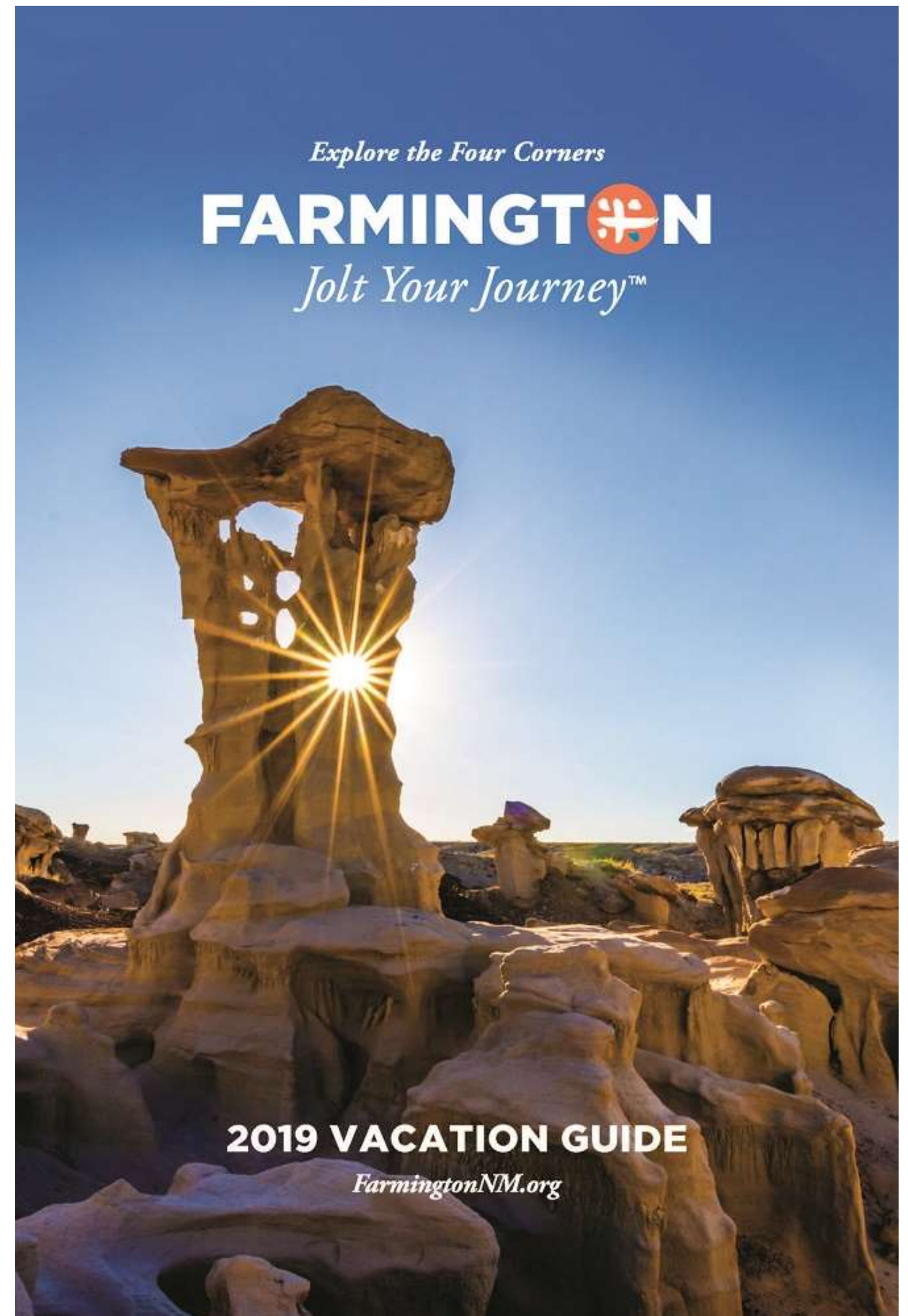
# 2 Vacation Guide



The Farmington CVB worked with Hawk Media to produce the 2019 Farmington Vacation Guide. We are pleased to share that the 2019 guide was a finalist for a Top HAT (hospitality and tourism) Best Print Campaign award.

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 38 local businesses and attractions.

Thousands of guides are also distributed directly to travelers at travel and trade shows. The 2019 Farmington Vacation Guide was accessible as an e-guide or PDF on [FarmingtonNM.org](http://FarmingtonNM.org). The guide was also available on popular travel sites such as TripAdvisor, Rocky Mountain National Parks, GO Travel Sites, USA Traveler National Parks and NewMexico.org.





“

Thanks for all of the information. We had to stay an extra night so we could do everything!

*Nancy Denker  
Denver, Colorado*

”

## 2 | Vacation Guide



### Top States Requesting 2019 Farmington Vacation Guide

- Arizona
- California
- Colorado
- Florida
- Illinois
- Kansas
- Michigan
- Missouri
- Nebraska
- New Mexico
- New York
- Oregon
- Texas
- Utah



# 2 | FarmingtonNM.org



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 FCVB to reduce copy in ads and allows for content to be curated specifically for the audience engaging with our messaging. In 2019, a series of unique landing pages were managed for specific leisure travel groups. The messaging and imagery on 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 coordination with XYNERGY, our website has proven to perform above the industry standards for a Destination Marketing Organization. The FCVB web strategy for 2019 included growing the curated web user experience by increased use of crafted landing pages, implementing Google AdWords for specific audiences around particular attractions and activities.

Overall website performance continued to improve, with strong rates of increase. Of the 361,343 qualifying web sessions that occurred in 2019, there was a 11.82% increase in pageviews.

As a result of implementing interest based landing pages, offering a more curated experience for website visitors, FarmingtonNM.org experienced rapid growth in visitation to the pages these efforts were focused on. There was a 81.15% increase in visitation to the Bisti Badlands page, 53.58% increase to the Off Roding page, 31.80% increased visitation to the Off Roding Chokecherry Canyon page, 368.56% increase to the National Parks page, 157.75% increase in visitation to the Where to Stay page, 96.10% increase to the Where to Shop page, 120.12% increase to the Plan Your Trip page.

The event calendar remains to be one of the most popular sections of the FCVB's website. We have found this section is utilized by locals, as well as visitors in both the planning stage and while in market. The FCVB has worked closely with members and partners over the years to utilize the calendar as the main event calendar for events, workshops and festivals happening in San Juan County, NM. It has become a valuable resource for non-profit partners and businesses looking to promote events and showcasing what is happening in the Farmington area.

In 2019, there was a 25.18% increase in visits to the calendar, averaging 1,415 sessions per day. There was a 118.20% increase in usage of the "What's Happening Today" segment of the calendar. In 2019, Google began to cultivate websites for event listings, predominantly pulling content from the FCVB website.





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 2019 website visits.

### **Men or women?**

52% of the website sessions in 2019 were by women, while 48% were men. The FCVB runs specific digital campaigns targeting each with messaging and imagery of which they will be most receptive.

### **How old are they?**

6.44% of the web sessions in 2019 were conducted by individuals ages 18 - 24. Ages 25 - 34 represented 22.78 %, and ages 35 - 44 were 20.77% of the web sessions. 18.66% of visitors were ages 45-54, 18.42% were ages 55-64 and 13.64% were 65+.

## 2 | FarmingtonNM.org

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:

- 54% were on mobile devices
- 37% were on desktop
- 6% were on tablet
- 3% were desktop and mobile overlap

In 2019, the FCVB social media marketing strategy focused on inspiring visitors and directing traffic to the website. Overall, there was a 42.97% increase in traffic from social media.

- 39.68% increase from Facebook
- 627.78% increase from Instagram
- 745.45% increase from Twitter
- 44.23% increase from YouTube





# The 2019 Visitor



# 3 | 2019 Visitors



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 2019, the Farmington Convention & Visitors Bureau visitor survey sample included an online visitor survey and Visitor Center walk-in registration book. When compiled, this data offers an interesting look at the specific visitor groups that visited the Farmington area and illustrate the successes of the FCVB's marketing strategy.

“

“Thank you for the help and directions. We will visit Farmington again next year for more 4x4 and hiking. You ladies did jolt our journey!”

Ken Swetzer  
Tonopah, Nevada

”

Overall, we saw that 70% of the reported stays were in a hotel or B&B with a slight increase in those camping at 9%. 54% of visitors were traveling as a family. This is up 2% from 2018 and remains a growing leisure travel segment.

84% of reported visits were visitors between the ages of 30 and 59, with those in their 40's making up the largest age group at 33%. June, July, August and October were the top months travelers reported staying in the Farmington area

The 2019 visitor survey results conveyed continued success in converting the retail drive market into overnight visitors. The survey results show that Farmington is an overnight destination for travel groups in Alamosa, CO, Cortez, CO, Dulce, NM, Gallup, NM, Kayenta, AZ, Mancos, CO, Monticello, UT, Montrose, CO, Pagosa Springs, CO, Shiprock, NM and Window Rock, AZ.





# 3 | The 2019 Visitor Survey

## Type of Stay

- 70% Hotel / B&B
- 18% RV Park
- 9% Camp
- 3% Family / Friend

## Type of Travel Group

- 54% Family
- 37% Couple
- 8% Individual
- 1% Group

## Age Group

- 20's 6%
- 30's 20%
- 40's 33%
- 50's 31%
- 60's 7%
- 70's 3%

## Type of Activity Enjoyed

- Shop / Dine
- Outdoor Recreation
- National Parks
- Bisti Badlands
- Culture & History
- Visit Friend / Family
- Trading Posts
- Art Galleries
- Museum
- Special Event
- Gaming
- Golf
- Photography

## Month of Visit

- 17% June
- 16% July
- 15% August
- 13% October
- 10% September
- 9% April
- 8% May
- 6% March
- 4% November
- 1% February
- 1% January
- 0% December





# The 2019 Visitor Survey

## Where Visitors Stayed

- 77% Farmington, NM
- 8% Navajo Dam, NM
- 5% Durango, CO
- 4% Bloomfield, NM
- 3% Aztec, NM
- Other 3%

## The Top 10 States Visiting

- New Mexico
- Colorado
- Arizona
- California
- Texas
- Nevada
- Nebraska
- Utah
- Oklahoma
- Kansas



# 3 Impact of Tourism in Farmington



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 \$1,185,962.43 was collected in Lodger's Tax by the City of Farmington, in calendar year 2019. This is down 4%% from 2018. FCVB member hotels report that the flux in corporate contracts and business travelers continues to impact their occupancy. Many hoteliers reported an increase in leisure and weekend travel during 2019, an increase in 30+ day stays where LT is not collected and loss of corporate contract stays.

The City of Farmington collected \$54,029,073 in Gross Receipts Tax in FY2019. To measure market movement and impact of tourism, the FCVB monitors collection within particular sectors of GRT. There was a 2.87% increase in Retail Trade, 8.43% increase in the Accommodation and Food Services sector and a 26.75% increase in the Arts, Entertainment and Recreation Services sector.

## The Power of Tourism in Farmington, NM

1. Enhances Quality of Life  
Visitor spending supports community amenities. The economic boost supports the businesses and services locals value.
2. Raises Community Profile  
Promoting Farmington as a vacation destination builds interest and familiarity with potential investors, businesses attracting investment and improving our quality of place.
3. Sustains Local Jobs  
\*8.5% of jobs in San Juan County are tourism based. \$2.7 billion in total wages generated by tourism in New Mexico.
4. Boosts Local and State Economy  
Visitor spending infuses new dollars into Farmington. \*Visitor spending generated \$693 million in state and local taxes in 2018, saving every household \$910.





## Proud to promote Farmington, New Mexico!

Farmington is a place where outdoor lovers and active families thrive. Collectively we strive to energize the journeys that visit, live, work and play here. The FCVB is proud to work with our members and Farmington businesses to promote Farmington as the affordable and family-friendly vacation destination for travelers seeking recreation opportunities in a region rich with culture and history.