

TOURISM PRESENTATION NOTES

- New website went live early November, 2016. VisitSilverCity.org
- Print campaign continues to use a wide variety of vibrant images representing the area
- Ads are repeated in various publications, and in digital format to use repetitive branding
- Collaborative advertising allows us to stretch our budget, while making advertising affordable for other entities, as well as creating a stronger presence for Silver City
- Collaboration with Grant County Tourism will add over \$8,000 and funding from New Mexico Tourism Department will add \$19,990 to the combined collaboration budget with Grant County
- A full page ad in Edible Baja Arizona anchors a 4-page spread for Silver City, with an event calendar
- New map pads were designed including a street index and more of the surrounding town map inserts
- 20,000 copies of the new Silver City collateral piece were printed in November
- Social media continues to grow – FaceBook advertising will be used to reach the “drive” and “snow bird” markets
- The Murray Ryan Visitor Center is experiencing double-digit growth in visitor numbers over last year for the months of October and November.
- Visitor spending in Grant County grew by 13.3% in 2015 – the highest in New Mexico!
- Silver City Arts & Cultural District and Grant County Tourism were both awarded grants from the New Mexico Tourism Department for 2017, to be used in the Albuquerque, El Paso and Tucson airports, and on the Tucson Sun Link street car
- New print advertising will reflect specific Silver City branding, tying together the look and feel of the website, collateral piece and advertising