



VISIT **DURANGO**
COLORADO

— *Services & Opportunities* —



WHAT IS

Visit Durango?

Visit Durango is the nonprofit 501c6 destination management and marketing organization (DMMO) for Durango and La Plata County. A destination management and marketing organization plays an essential role in managing tourism at the local level to help attract visitors and support businesses. They're responsible for branding and marketing campaigns, high-quality product development, effective communication with stakeholders (e.g., residents), and more. Contrary to popular belief, the overall objective for a DMMO isn't only to bring more visitors. It is to make the destination more sustainable and thus enjoyable for visitors and locals for years to come.

Visit Durango aims to support our community by creating and launching campaigns to promote our local businesses, events, corporate and leisure travel, meetings, and activities through our carefully curated database. Additionally, we aim to increase guest visitation to our community by bringing in events and partnerships to the area that would otherwise not be in the Durango area. Our campaigns reach thousands of viewers per day through multiple platforms, including but not limited to, print, blogs, social media, email, advertisements, and much more!

Our highly experienced staff works closely with our partners by offering free listings and paid advertising, marketing, public relations opportunities, website/social and newsletter placement options, and any other additional support as needed.



OUR MISSION

Visit Durango serves La Plata County by channeling the power of visitation.

OUR VISION

Visit Durango inspires our community to find balance and make La Plata County an inviting place to live and visit.

THE SALES AND MARKETING TEAM

Our team is dedicated to helping you take your business or organization's marketing to the next level. Shown here is our energetic Sales and Marketing team who will be working directly with you.



John Ragazzino

MARKETING & SALES DIRECTOR



Benjamin Brewer

DESTINATION SERVICES COORDINATOR



James Flint

MARKETING & EVENTS COORDINATOR



Brooke Henderson

PARTNERS & OPERATIONS MANAGER

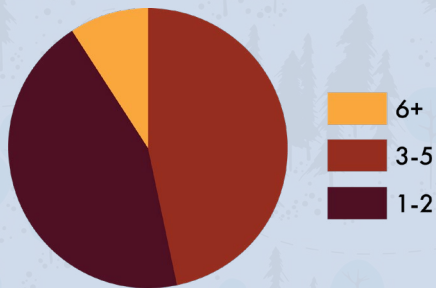
OUR AUDIENCE AND REACH

Visit Durango has carefully curated a diverse audience across our many platforms, allowing us to capture a wide range of valuable travelers. Below is our average visitor profile—both in-person and across our digital platforms.

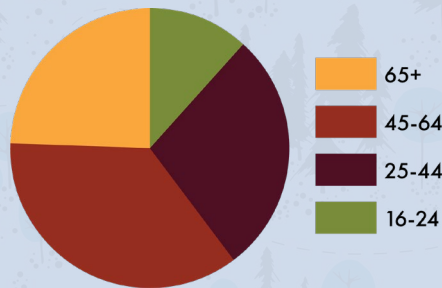


- FAMILIES
- YOUNG PROFESSIONALS
- RETIRED ADVENTURERS
- HISTORY BUFFS
- ART LOVERS
- OUTDOOR REC LOVERS
- WEEKEND WARRIORS

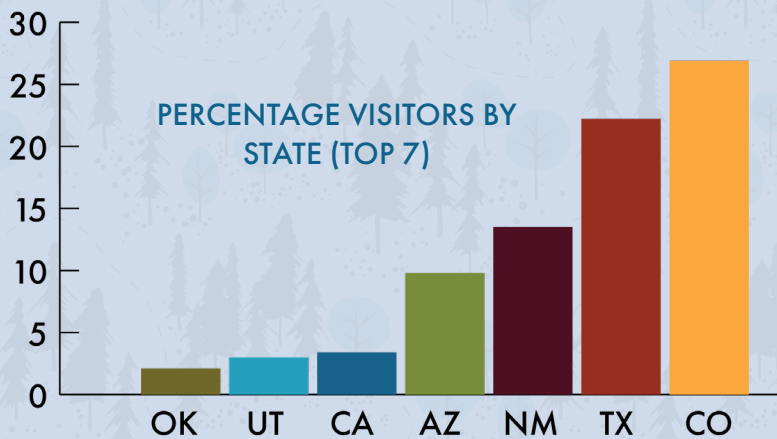
AVERAGE HOUSEHOLD SIZE



AVERAGE AGE



PERCENTAGE VISITORS BY STATE (TOP 7)



3.1 DAYS
AVERAGE LENGTH OF STAY

\$100K
MEDIAN HOUSEHOLD INCOME

2.1
NUMBER OF ATTRACTIONS VISITED

Data from January 2022 to December 2022

Website: Durango.org



65,000+
AVERAGE USERS
PER MONTH



225,000+
AVERAGE PAGEVIEWS
PER MONTH



2.3 MINS
AVERAGE SESSION
DURATION

Social: @VisitDurango



1,200,000+
AVERAGE REACH
PER MONTH



12,000+
ENGAGEMENTS
PER MONTH



1+ MILLION
COMBINED
FOLLOWERS

AVAILABLE PLATFORMS



Advertising: Visit Durango



333,000+
AVERAGE IMPRESSIONS
PER MONTH



8,500+
CLICKS
PER MONTH



2-9%
FEATURED LISTING
CLICK-THRU-RATE

Email Newsletter



26.7%
AVERAGE EMAIL
OPEN RATE



62,000+
TOTAL SUBSCRIBERS

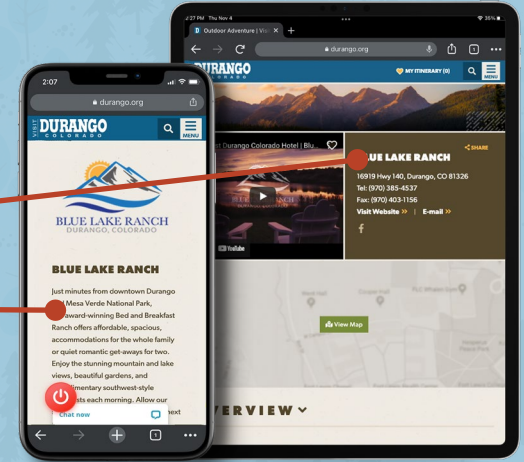
FREE OPPORTUNITIES

While we offer a variety of different paid services, there are many ways you can work with us at Visit Durango—free of charge!

FREE LISTING

Start with a free listing on Durango.org! Durango.org acts as a searchable library for all of the businesses within La Plata County, making it easy for visitors to find you. Take advantage of our broad reach by showcasing your business with a brief description, photos, and links to your website and social media.

Benjamin Brewer | benjamin@durango.org | (970) 749-7120



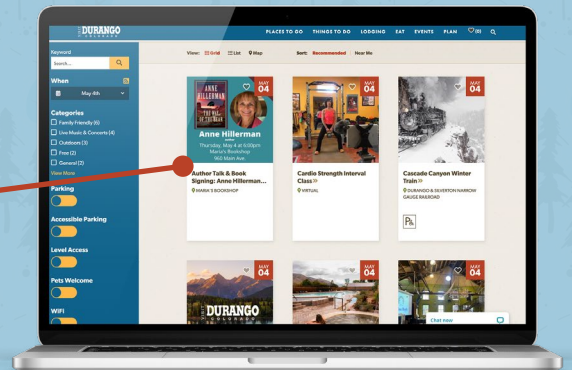
GET A FREE LISTING

VIEW PARTNER RESOURCES

FREE EVENT LISTING

Have a special event coming up? Submit it for free on Durango.org! Our [specific event pages](#) are some of the most trafficked pages on our website!

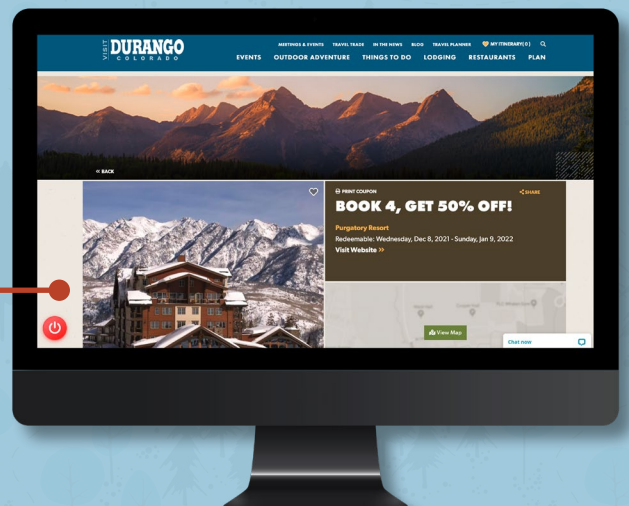
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“DURANGO DEALS” PROGRAM

Make your discounts go further by advertising your coupons, deals, or special offers as part of the [Durango Deals Program](#)! One dedicated page on Durango.org that promotes your deals to drive sales, leads, and visitation to your business! In addition, Visit Durango will promote your deals through our many marketing channels reaching thousands of people per day!

Benjamin Brewer | benjamin@durango.org | (970) 749-7120



Visit Durango reserves the right to determine whether or not any content, materials or information posted is appropriate and may choose not to promote any content if it does not comply with Visit Durango's mission or creative/content goals.

SEASONAL SWEEPSTAKES

Visit Durango utilizes the power of [sweepstakes](#) to generate organic website traffic, add new subscribers to our email newsletter, and add new followers to our social media networks. Partner with Visit Durango on a season sweepstakes to promote your organization.

James Flint | james@durango.org | (970) 426-5752



MARKETING AND SALES CONSULTATION

Schedule your marketing and sales consultation with Visit Durango and learn how we can help your organization reach its goals. These consultations are the best way to learn about all the free and paid marketing and sales services offered by Visit Durango.

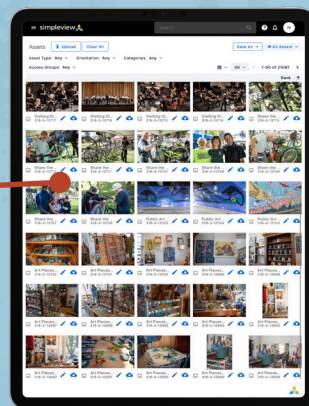
James Flint | james@durango.org | (970) 426-5752



PHOTO AND VIDEO LIBRARY

Need a photo or video for your next project? Get access to over 21,000 free high-resolution photos and videos of all different subjects and locations throughout Durango.

Benjamin Brewer | benjamin@durango.org | (970) 749-7120



EVENT MARKETING GRANTS

The [Lodger's Tax Local Event Marketing Grant program](#) with Visit Durango is an amazing opportunity for your organization to receive funds to market your local event. You can apply for an event marketing grant online. Be sure to pay close attention to the consideration criteria, as this is what is used for the application scoring rubric.

James Flint | james@durango.org | (970) 426-5752

SOUTH WINDOW BAY

Have a local event or seasonal display you'd like to promote? We're happy to let you use the south window bay of the [Durango Welcome Center](#) to share your event with the passersby.

Kay Rottenberg | kay@durango.org | (970) 946-7193



BROCHURE DISPLAY

Bring in and display your brochures in our many kiosks around the [Durango Welcome Center](#) for visitors to take during their time in Durango.

Brooke Henderson | brooke@durango.org | (435) 609-6503



PAID OPPORTUNITIES

Want to take things up a notch? Explore our many paid advertising options—traditional and digital to work alongside your marketing strategy!

DURANGO WELCOME CENTER WALL PLAQUE

Make an impression to visitors in the [Durango Welcome Center](#) with a wall plaque! These affordable signs are a great way to promote your business to those looking to explore Durango.

Benjamin Brewer | benjamin@durango.org | (970) 749-7120



DURANGO WELCOME CENTER VIDEO ADS

Showcase your promo video to a whole new audience! Loop your video commercial on a Visit Durango-provided TV.

Benjamin Brewer | benjamin@durango.org | (970) 749-7120

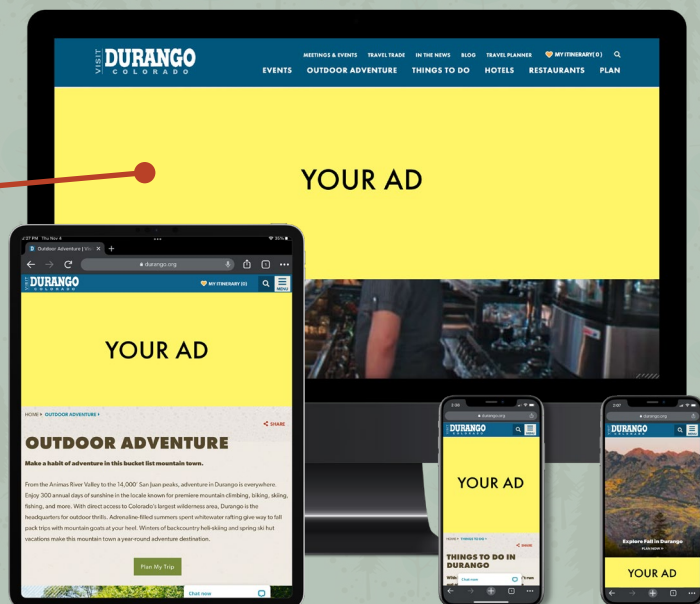


RUN-OF-SITE AND MOBILE BANNER ADS

Premium placement “above-the-fold” on Durango.org with digital banner ads. These ads can run on a variety of pages including the homepage, lodging page, restaurant page, attractions page, and many more.

To target those on the go, consider mobile banner ads. These ads sit at the bottom of the phone’s screen and stay positioned there as the user scrolls on the page.

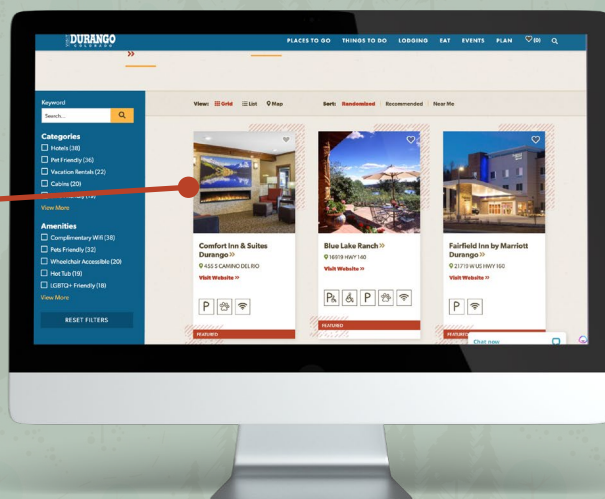
DTN | Dawn Durfey | support@dtmads.com | (520) 407-6119



FEATURED LISTING

Take your free business listing to the next level by featuring it above your competitors. Featured listings show above all non-featured listings for more visibility and higher engagement. These placements can be found throughout Durango.org.

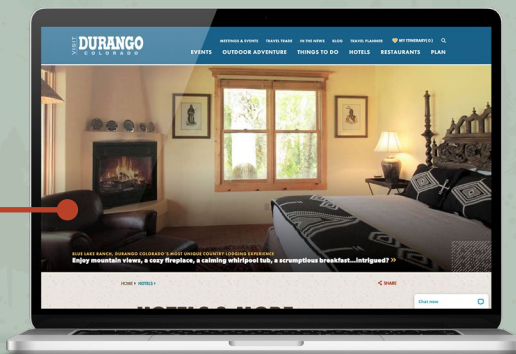
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PAGE SLIDERS OR IMAGES

To give your banner advertisement a little more of an organic feel, you can place a striking image of your business’ products or services within a specific page of our website. Page-slider-ads include a headline, text description, and CTA and are placed “above-the-fold”; image-only-ads have a headline and CTA and are placed within the middle of the page (below-the-fold).

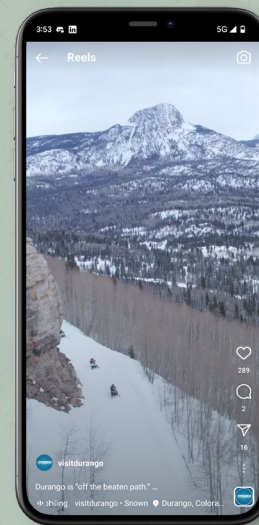
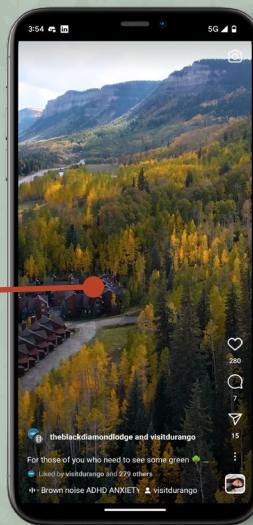
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INSTAGRAM VIDEO FEATURE

Turn things up a notch with video posts through Visit Durango's social media feeds that highlight your story and business' features! Production is included.

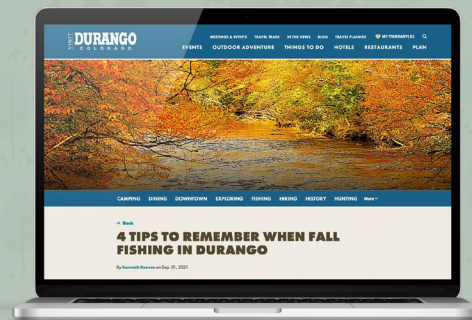
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GUEST BLOG POST

A blog post (800-1,600 words), written by your team, that features your business with the content focused on your niche/industry. Includes up to four backlinks to your website. Visit Durango promotes these blogs across all of our marketing channels.

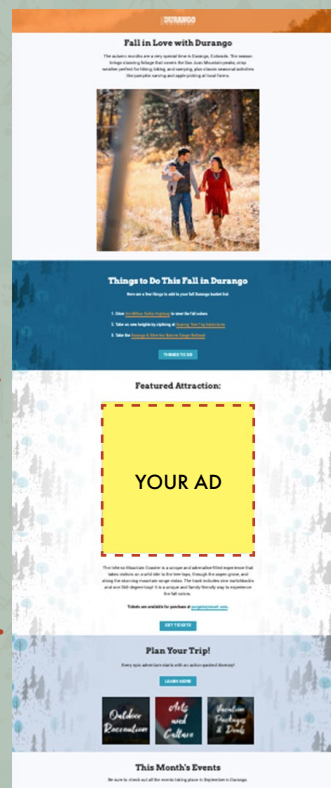
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E-MAIL FEATURE

Get featured in our Visit Durango e-mail newsletter. Includes a photo, product or service highlight, and link to your website.

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DEDICATED BI-MONTHLY E-MAIL BLAST

A full dedicated e-mail blast featuring your business. Includes multiple photos, highlights, and links to your website. This email will only feature your business and no other partners.

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PHOTO AND VIDEOGRAPHY SERVICES

Get a professional photography or videography shoot of your business. Our team can capture the spirit of your business or organization through our lenses!

Benjamin Brewer | benjamin@durango.org | (970) 749-7120



GRAPHIC DESIGN SERVICES

Need help putting together a poster, brochure, or advertisement? Let our team design it for you! No project is too small or too big!

Benjamin Brewer | benjamin@durango.org | (970) 749-7120



Ready to Go?

Our team wants to help you pursue your marketing and sales goals!

[GET A FREE LISTING](#)

[VIEW PARTNER RESOURCES](#)

GET STARTED WITH VISIT DURANGO!

SALES@DURANGO.ORG | DURANGO.ORG | (970) 247-3500 | (800) 525-8855 | 802 MAIN AVENUE, DURANGO, CO 81301

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