



VISIT
ESTES PARK
VisitEstesPark.com

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May 9 – 15: Bernese Mountain Dog Club of America in Estes Park

The Bernese Mountain Dog Club of America (BMDCA) will host its 2021 National Specialty Dog Show in Estes Park May 9-15, 2021 at the Estes Park Events Complex.

Expect an influx of Bernese mountain dogs (and their owners, of course), who will be here to participate in competitions including agility, herding, scent-work and tracking. Event organizers anticipate 650 human attendees. The event itself is private, but dogs and owners will be out and about town during down time.

Visit Estes Park (VEP), the Town of Estes Park and the Estes Chamber of Commerce partnered to create a flyer that features special offers for show attendees from participating businesses to encourage them to go into town. It also outlines dog-friendly activities in and around Estes Park, includes a link to a complete list of dog-friendly businesses and contact information for the Estes Park Visitor Center. The flyers will be inserted in attendee welcome bags.

Help us welcome competitors and their owners, and encourage them to visit your place of business, by creating and displaying a simple welcome sign that can be seen from outside. Consider renaming popular products or services for the duration of the show and featuring them on your welcome sign. For example, food and beverage businesses can offer limited-time menu items such as a "Bernese Mountain Dog Martini," "Bernese Cold Brew" or a "Breakfast of Champions" breakfast special.

Keep an eye out in VEP's monthly e-newsletters and in the Visit Estes Park Partners Facebook group for future promotional opportunities that aim to get group event attendees into town. Upcoming group events that bring significant numbers of attendees to town is now listed here: <https://www.visitestepark.com/demand-tool/>, to help you plan promotions tied to group events ahead of time.

Have questions about how to receive VEP's e-newsletters or how to join the VEP partners Facebook group? Contact Rachel Oppermann at roppermann@visitestepark.com.

About Visit Estes Park

Visit Estes Park is the official destination marketing organization for the Estes-area, dedicated to driving sustainable year-round economic growth by encouraging visitor demand. For more information about Visit Estes Park visit: <https://www.visitestepark.com/transparency/> or join the Visit Estes Park Partners Facebook group: <https://www.facebook.com/groups/visitesteparkpartners>.

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