



Santa Fe Trail Byway Visitors Guide 2018

Special Byway 20th Anniversary Edition

Our mission is to celebrate and promote Santa Fe Trail heritage, tourism and community involvement to protect historic resources for future generations. Our promotional brochures and interpretive signs help to educate both locals and tourists alike. We provide a closer look into the stories which have made us a National treasure. Our activities stimulate the economy through tourism, contribute to business sustainability and show we care about our visitors and our communities. Our program does not receive direct financial support from Federal, local, county or state governments. Transportation Funding is no longer available from FHWA for Scenic Byway programs. That is why we need your support to continue to provide quality information to heritage travelers who want to experience the way the west once was on Colorado's Santa Fe Trail. Why not take advantage of the biggest opportunity for 2018 to bring attention to your business. Our fourth edition of the guide will reach over 6,000 International tour organizers at the International Pow Wow (IPW) held in May 19-23, 2018 at the Denver Convention Center. It will be our 20th Anniversary since our National Scenic Byway designation. Join in our success.

Capture the opportunity to build your brand and social capital by aligning your business with citizens and travelers that are compassionate about exploring our Santa Fe Trail heritage and culture. That's a huge endorsement which **converts to loyalty and an emotional connection** for those companies that support and invest in Colorado's Santa Fe Trail Scenic & Historic Byway and its efforts to achieve our mission.

Leverage the marketing power of the Byway through this unique advertising opportunity

Advertising investments vary from \$167 to \$1,000 depending on the size of ad you choose. Promotional display partners are welcome to take advantage of this exceptional one-on-one opportunity with consumers. Our followers need great places to eat, shop, play and stay.

Your special events throughout the year are helping keep cultural traditions alive. Our Parks, Historical Societies, Museums, City Event Directors and their volunteers who plan and produce events, exhibits, and recreational opportunities represent a total region-wide commitment and loyal affinity group our Santa Fe Trail heritage. We are confident that the ads we are proposing will encourage customer loyalty and demonstrate your relevance to consumers and travelers on Colorado's Santa Fe Trail. With an ad comes the opportunity to position yourself front and center within the byway's business community and in this special edition, to International tour promoters from all over the world. You will have exposure to the largest gathering of international traveler specialists at our Colorado Byway's Coalition booth in Denver. Become our partner for prosperity on Colorado's Santa Fe Trail and let us introduce you to the world.

We welcome your support and want to create a unique opportunity to generate brand exposure and goodwill for your company. Whatever size business or budget, we offer incredible advertising and marketing opportunities. This exclusive advertising opportunity is designed to help our smaller Byway members effectively market their businesses and services.

Web Advertising

With more than 35,000 yearly visitors to the Santa Fe Trail Scenic and Historic Byway website, santafetrailco.com, the guide is featured at the site. Advertising on this highly visited site makes good business sense. Put your business in front of not only the business community - but students, their

parents and others looking to visit or relocate to Colorado's Santa Fe Trail. The guidebook is in digital format online at santafetrailco.com for our visitors who do trip planning in advance. Let us help them discover your business in our 20th Anniversary edition.

The BEST way to reach domestic & international travelers on Colorado's Santa Fe Trail National Scenic Byway

DRIVE VISITOR TRAFFIC & INCREASE SALES!

5,000 copies of the Visitors Guide produced annually

Digital version featured online at santafetrailco.com

Distribution includes the Byway Booth at IPW in Denver in May 2018, and two Colorado State Welcome Centers (Trinidad & Lamar) at our Gate ways to Colorado. Information Kiosks located in high-traffic locations along the byway at museums, heritage centers like JW Rawlings Heritage Center, Bent's Old Fort, Boggsville, and the Santa Fe Trail Museum in Trinidad and other high-volume destinations throughout Colorado's Santa Fe Trail.

EASY TO FIND INFORMATION

Visitor info grouped into four geographic regions: Trinidad, La Junta, Las Animas, Lamar, Granada & Holly.

Ads located in appropriate sections. Arranged by city and type (Do, Eat, Stay, Shop, Towns/Chambers, and Community Partners) and placed throughout magazine for maximum exposure.

Santa Fe Trail themed stories to pique readers' interests & keep them engaged.

PROVEN EFFECTIVENESS - ATTRACTING VISITORS, LENGTHENING STAYS, AND INCREASING SPENDING!

Survey results show that:

On average, travelers spend approximately \$1,400 during their Santa Fe Trail trip

85% visit places they first learn about in the Visitors Guide

97% are very/extremely satisfied with their Santa Fe Trail trip and the same percentage are likely to take a trip on the byway again in the future

98% of Visitor Guide readers are more likely to visit the region because of the publication

94% are very/extremely satisfied with the Visitors Guide

RATES

Ads will appear in Visitor Guide and on santafetrailco.com - Included FREE with purchase of:

1/6 Page \$167

1/3 Page \$333

1/2 Page \$500

2/3 Page \$667

Full Page \$1,000

AD SPECS

- Please submit ads as either PDF (preferred) or JPG
- Images should be 300 dpi
- Send files electronically to wynonne@hughes.net
- Design help available at no additional charge

TIMING

Publication Date: May 2018

Material Due: April 10, 2018

RESERVE YOUR SPACE TODAY!

To place an ad in the upcoming Santa Fe Trail Byway Visitors Guide :

- Download and return the printable 2018 Advertising Form at <http://santafetrailco.com/sftadform18.pdf>
- Contact Wynonne or Danny Graham at 719-846-2396 or wynonne@hughes.net