

# Spanish Peaks Country

February Tourism Board Meeting Results and Posts



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Play to win.

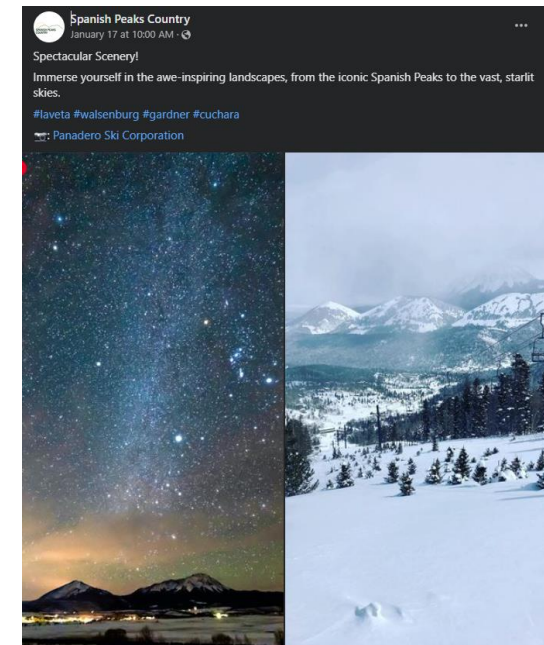
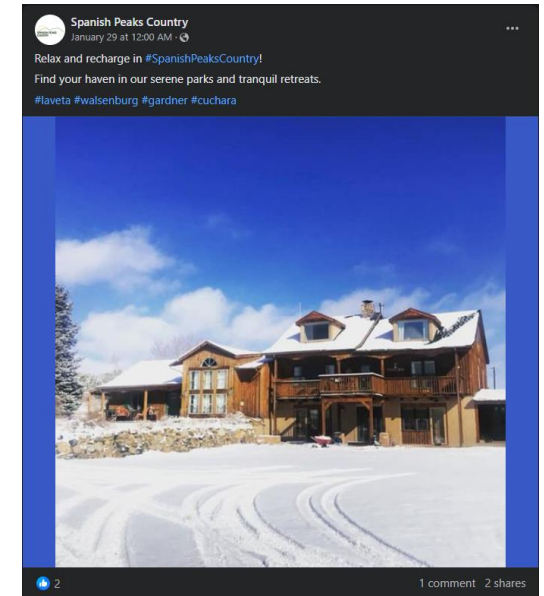
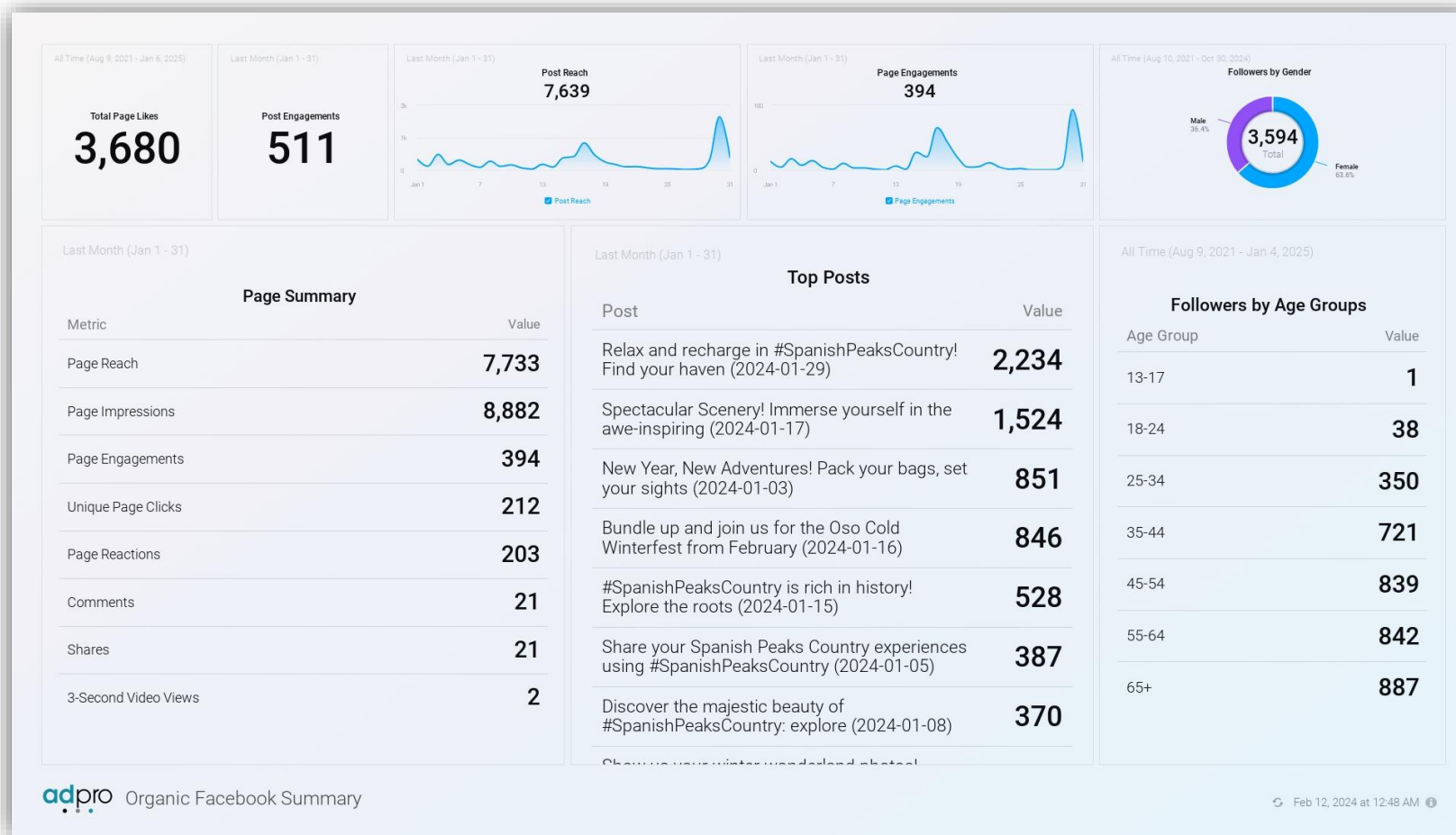
# Reporting

adpro

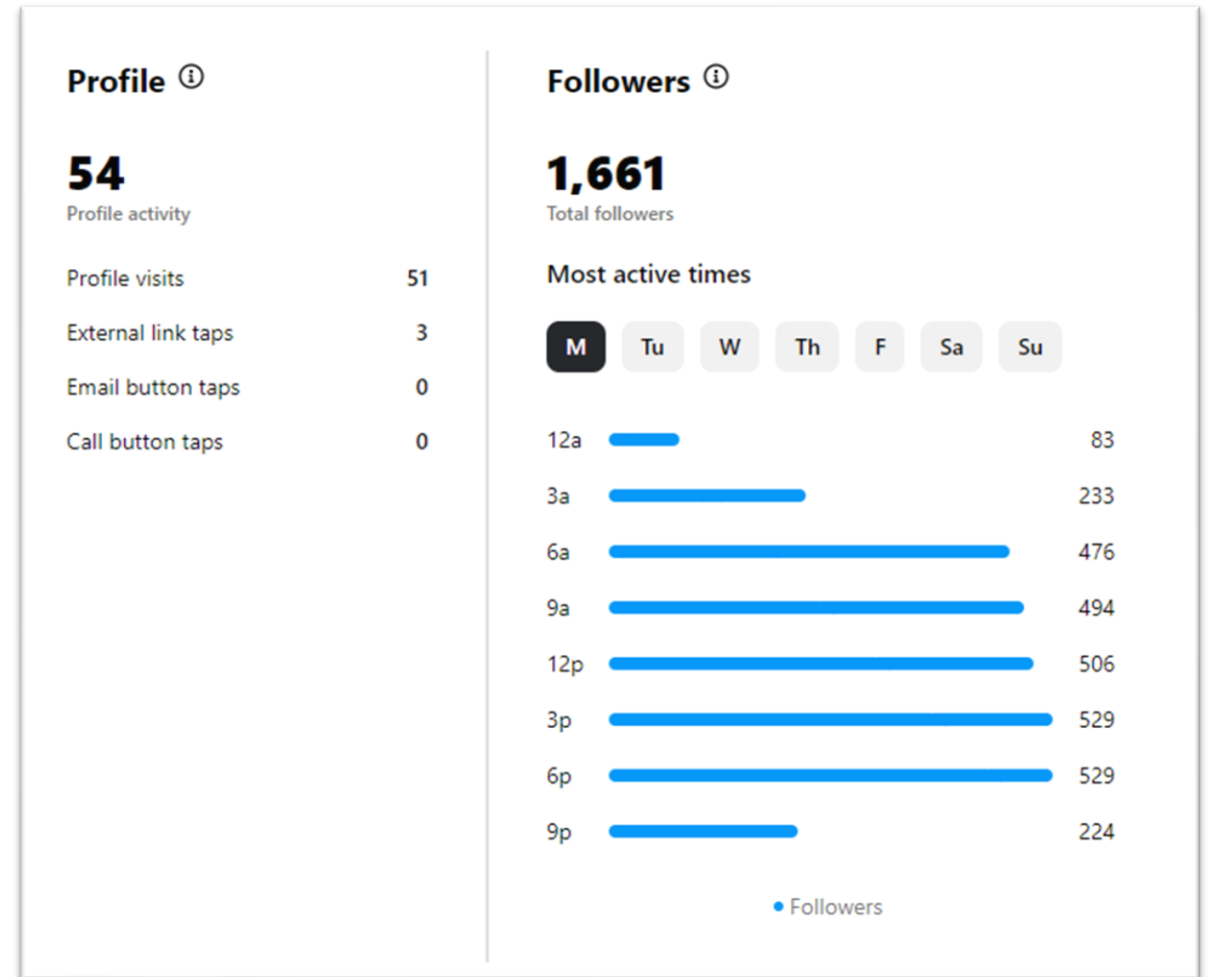
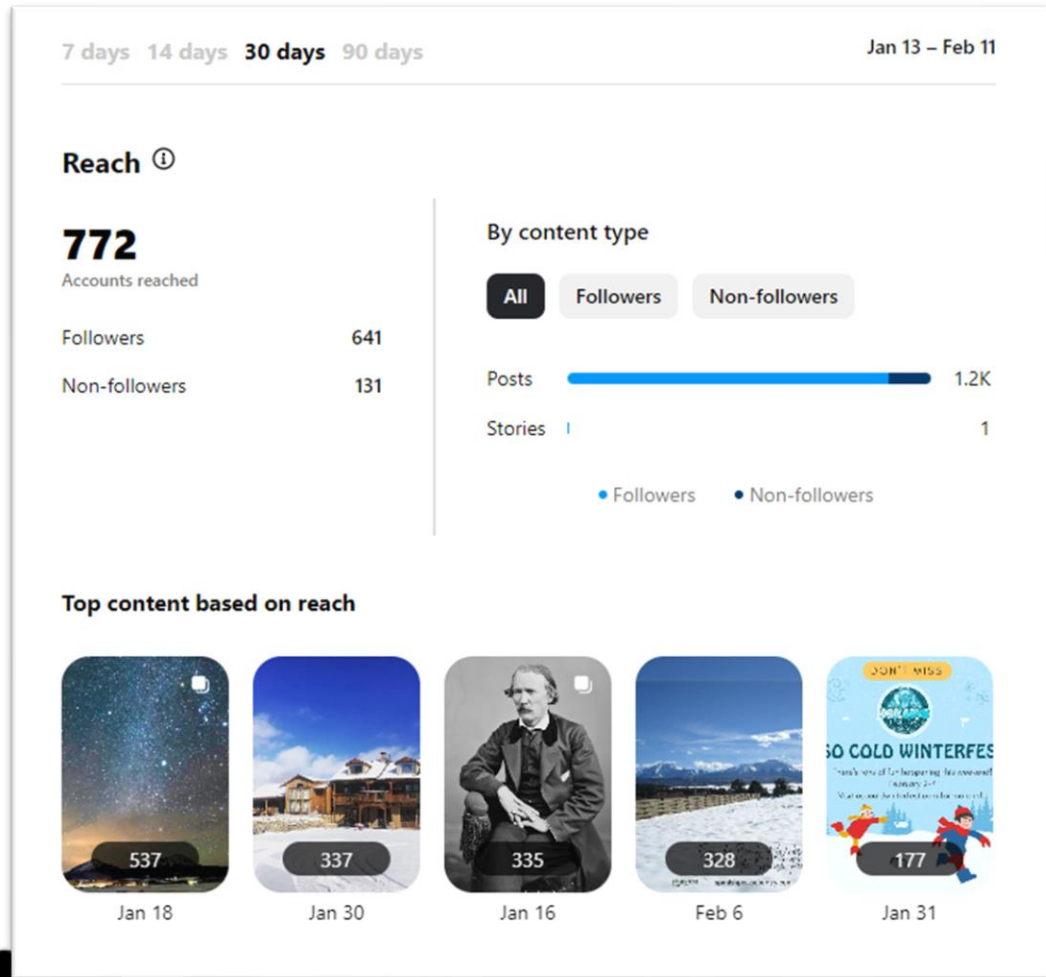
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Play to win.

# January Social Review: Facebook



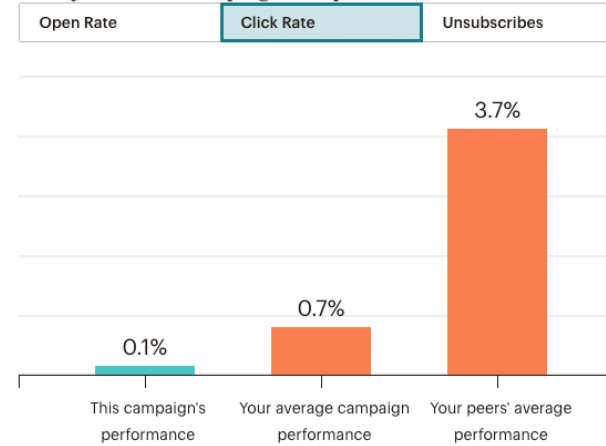
# January Social Review: Instagram



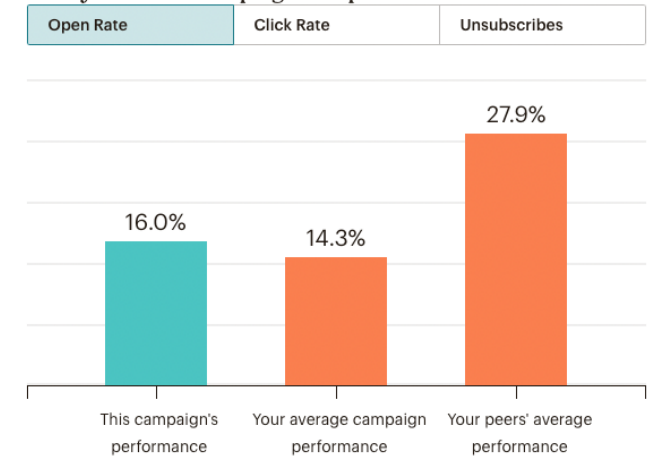
# January Newsletter

51,609 Total Audience  
Opens: 10,672  
Unique Opens: 8,245  
Open Rate: 16%  
Unique Clicks: 71  
Total Clicks: 117  
Bounced: 1,086  
Unsubscribes: 190

How your email campaign compares



How your email campaign compares



## Top links clicked

<a href="https://spanishpeakscountry.com/">https://spanishpeakscountry.com/</a>	43
<a href="http://osocoldwinterfest.com">http://osocoldwinterfest.com</a>	28
<a href="https://spanishpeakscountry.com">https://spanishpeakscountry.com</a>	12
<a href="https://spanishpeakscountry.com/hiking/">https://spanishpeakscountry.com/hiking/</a>	9
<a href="http://www.instagram.com/spanishpeakscountry">http://www.instagram.com/spanishpeakscountry</a>	6





# March Social Posts



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Play to win.

# Social Calendar - March

MARCH 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

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**3/1 Spring Skiing**

**3/3 Historical Fact of the Week**

**3/6 Wildlife Wednesday**

**3/15 Historical Fact of the Week**

**3/17 St. Patrick's Day**

**3/19 Spring Equinox Celebration**

**3/27 Wildlife Wednesday**

**3/28 Easter Celebrations**

**3/31 Happy Easter**



## 3/1 Spring Skiing

Spring skiing in Spanish Peaks offers the best of both worlds: sun-drenched days and perfectly groomed slopes. 🌞🎿 Glide through the soft snow under blue skies and soak up the breathtaking views. Come experience the thrill before the season ends!

(we'll check the snow counts at Cuchara Mountain Park before this posts and update with that info)

#SpringSkiing #SpanishPeaksAdventure





## 3/3 Mining History

Did you know that in the late 19th century, Huerfano County was a bustling mining area? The Spanish Peaks region was alive with prospectors seeking fortunes in gold, silver, and coal. Many remnants of these old mines can still be seen today.

Learn more by visiting the @Walsenburg Mining Museum

#HistoryFact #MiningHeritage



## 3/6 Wildlife

# Wednesday: Migrating Elk

With the snow melting away, watch the majestic elk herds migrate back to their summer grazing lands in the lush meadows of Spanish Peaks. A true spectacle of nature as these graceful creatures traverse the landscape in search of fresh greenery. 🦌

#ElkMigration #SpanishPeaksWildlife





## 3/15 Historical Fact of the Week: The Legendary Trappers

The Spanish Peaks are named after the early Spanish explorers and French fur trappers who were among the first Europeans to set eyes on these majestic mountains. They established trade routes and settlements that shaped the region's early development.

Learn more about the rich history of Spanish Peaks Country by listening to the [Highway of Legends audio tour](#).

#TrapperTrails #SpanishPeaksHistory



## 3/17 St. Patrick's Day

Feeling lucky? 🍀 Celebrate St. Patrick's Day amidst the stunning landscapes of Spanish Peaks! Wear your green and join us for a day filled with fun, laughter, and maybe even a rainbow or two. Who knows, you might just find your pot of gold in our hills. And if the weather doesn't hold, you can see the bright, vivid colors of spring at one of our many art museums and galleries.

In the meantime, tap into your Irish spirit by planning a trip down to La Veta in September for the Spanish Peaks International Celtic Music Festival.

#StPatricksDay #LuckOfTheSpanishPeaks





# 3/19 Spring Equinox Celebration

Join us in celebrating the Spring Equinox in Spanish Peaks Country! 🌸 Today marks a time of balance and renewal, as day and night stand in perfect harmony. Embrace the longer days ahead with open hearts and adventurous spirits.

#SpringEquinox #NewBeginnings  
#SpanishPeaksSpring





# 3/27 Wildlife Wednesday: Bears Awakening

As the warmth of May unfurls across Spanish Peaks, our hibernating residents are waking up! 🐻 Bears are emerging from their winter dens, hungry and ready to explore. Remember to secure your trash and food sources to keep both bears and humans safe. Let's coexist responsibly!

#WildlifeWednesday #BearSafety



## 3/28 Easter Festivities

This Easter, embark on a journey of renewal and discovery in the beautiful Spanish Peaks region. 🌸🐣 With blossoming wildflowers and majestic landscapes as your backdrop, it's the perfect setting for creating new memories. Whether it's a family picnic, a serene hike, or simply enjoying the splendor of spring, let nature's rebirth inspire your own.

#EasterOutdoors #SpanishPeaksSpring





## 3/31 Happy Easter

Wishing everyone a joyous Easter filled with hope, renewal, and beautiful moments. May your day be as bright and uplifting as a spring morning in the Spanish Peaks. 🌸🐰

#HappyEaster #SpringRenewal



# Social Calendar - April

APRIL 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

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**4/3 Wildlife Wednesday** - Post photos or facts about the wildlife that is becoming more active in the warmer weather.

**4/5 Star Gazing Spots** - Recommend the best spots for star gazing as the spring skies clear up.

**4/7 April Showers** - Post about the importance of spring rain to the local ecosystem, along with a beautiful rain-soaked landscape photo.

**4/11 Hiking Trail Highlights** - Feature a different hiking trail each week, with photos of unique landmarks or views.

**4/17 Gravel Guide Ride**- Highlight the May 4<sup>th</sup> Gravel Social Ride.

**4/22 Earth Day Initiatives** - Highlight local environmental efforts and suggest ways the community can get involved on Earth Day.

**4/25 National Park Week (4/20 – 28)** - Celebrate National Park Week by featuring the nearby Great Sand Dunes National Park and Preserve.

**4/30 Garden Tips from Locals** - Share gardening tips for high-altitude planting from local experts.



# Social Calendar - May

MAY 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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**5/2 Cinco de Mayo Celebrations:** Share the vibrant festivities happening in Huerfano County for Cinco de Mayo, featuring local Mexican cuisine, music, and cultural events. Encourage followers to join in the celebrations and share their experiences with a dedicated hashtag.

**5/6 Social Ride Recap** – Recap with pictures of the social ride, and promote the gravel guide.

**5/8 Spring Bird Migration:** As migratory birds pass through or return to the area, feature a “Bird of the Week” with stunning photographs and fun facts about the species. Engage the community by asking followers to share their own sightings and photos.

**5/12 Mother’s Day Outdoors:** Highlight serene spots perfect for a Mother’s Day picnic or stroll. Share a beautiful photo of a tranquil setting in Spanish Peaks Country, and suggest outdoor activities that are ideal for families to enjoy together in honor of mothers.

**5/17 Patio Dining Options** - As the weather warms, feature restaurants with outdoor seating and scenic views.

**5/23 Wildflower Watch** - As the snow melts, share the first signs of wildflowers beginning to bloom in the region.

**5/27 Memorial Day Remembrance:** Post a respectful tribute to honor the service members for Memorial Day. Feature a serene image of the Spanish Peaks with an overlay of the American flag and details of any local remembrance events.

**5/31 Fishing Season Kick-off (happens first weekend in June)** - Promote the start of fishing season with information on licenses, regulations, and the best fishing spots







**THANK YOU!**