



## STAFF REPORT

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<b>MEETING DATE:</b>	January 2, 2024
<b>ITEM TITLE, PRESENTER:</b>	Visit USA Parks Contract, Economic Development and Visitor Services Director
<b>RECOMMENDATION:</b>	Business Action

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### SUMMARY

This will include custom-paid social Translations of Posts and ads in German—Facebook Retargeting in the country, and Ad Development for Germany and the Netherlands.

For San Juan County, Germany is #3, and the Netherlands is #7 for International Visitation; both countries had increased YOY spending. The visitors from Germany and the Netherlands are longer staying visitors and focus on Sustainability and Leave No-trace principles.

### HISTORY/PAST ACTION

This is a new contract for 2024; we have contracted with Herman Global previously.

### FISCAL IMPACT

\$6,000 out of the 2024 Economic Development and Visitors Services Budget