



# HELP SHAPE THE FUTURE OF TOURISM IN ALAMOSA COUNTY

A Tourism Strategic Plan for  
our County is underway

*and we need your voice!*

## What's Happening?

Visit Alamosa, in partnership with Solimar International, is leading the development of a **Five-Year Tourism Strategic Plan** to guide the growth and development of tourism in Alamosa County. This plan will identify priorities, set a shared vision, and define strategies so that tourism **benefits our communities, supports local businesses, and protects what makes Alamosa special.**

## WHY IT MATTERS

Tourism plays a vital role in the region's economy and quality of life. From supporting small businesses to funding community services to protecting natural resources, **tourism has the potential to benefit us all.** This plan is about more than attracting visitors—it's about enhancing the **Alamosa experience for residents and guests alike** while ensuring tourism is sustainable, inclusive, and aligned with our values.



## Your Voice Is Essential

We're committed to a **transparent and collaborative** planning process. Whether you work in tourism or simply care about our community's future, we want to hear from you. There are many ways to get involved:



Complete a Survey to share your ideas and experiences.



Join a Community Workshop to collaborate with neighbors and leaders.



Contribute online by providing feedback via our engagement platform.

## Key Dates to Remember



**MARCH**

Project Launch and Steering Committee Formation



**JUNE**

Community Input and Situation Analysis Results



**AUGUST**

Planning Workshop: Help Shape the Strategy



**OCTOBER**

Draft Plan Review: Share Your Feedback

*Together we can shape a thriving and sustainable future for tourism in Alamosa County.  
Let's build a plan that reflects our vision, values, and voice.*



Join the conversation on our  
**MindMixer Platform:**  
<https://alamosa.mindmixer.com/>



### Questions?

Contact **Kale Mortensen**,  
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