



Contact: J.M. DeYoung, Interim City Manager
Office: (505) 863-1221
manager@gallupnm.gov

Visit Gallup launching holiday shopping promotion

FOR IMMEDIATE RELEASE

Visit Gallup and its partners are launching a new initiative to increase shopping and dining at local businesses during the holiday season.

Visit Gallup is the tourism and marketing arm of the City of Gallup, and it has a strong online presence which City staff believe can be used to help promote local businesses and the economy. The holiday shopping promotion is a free program available to any local businesses. It will feature holiday sales and promotions on Visit Gallup social media pages. All businesses, including retail, restaurants, and lodging, are eligible to participate.

To participate, business owners need to complete a Google form by visiting the following link: www.tinyurl.com/ShopGallup. A photo of your business or business logo is required for submission. Collected responses will be used to complete templates designed for consistency, then the promotions will be posted on Visit Gallup's Facebook page. Staff will also work to cross-post information on VisitGallup.com, the community's tourism website. The website already features a robust directory of local businesses and has strong referral rates to business webpages.

One business will be posted per day — or less frequently depending on responses — throughout November and into early-December. If responses exceed the number of days planned for the campaign, a rubric will be used to prioritize which businesses are posted first. This rubric will be publicly available if utilized. City staff will also vet submissions for accuracy and any offensive subject matter. Businesses should be prepared to provide documentation of their business status if requested.

For more information, contact Matt Robinson, Tourism and Marketing Manager, at 505-863-1227 or mrobinson@gallupnm.gov.

###