



Amarillo Convention and Visitor Council
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Help Attract Travelers Off I-40 For SkiAmarillo

For several years, the Amarillo Convention and Visitor Council has run a digital ad campaign called “Ski Amarillo” in the Dallas/Fort Worth and Oklahoma City/Tulsa/Norman markets. The goal is to get more people traveling to the New Mexico and Colorado mountains to spend additional time in Amarillo.



Many will want to stop to eat but our participating restaurant list for this promotion is a little thin. We would like to offer all Amarillo restaurants an opportunity to reach these travelers **AT NO COST**. To participate, email your restaurant, address, phone and the offer you would like to make to these travelers to dan@visitamarillo.com. CVC staff will take care of the rest.

To claim the offer travelers will mention the SkiAmarillo campaign at the start of their visit. We need more restaurant offers by November 10, 2017 This campaign runs until the end of February 2018.

Hotels are welcome to participate, too. Contact dan@visitamarillo.com for the details.

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The Amarillo CVC mission is to positively impact the economy and image of Amarillo through destination marketing and related support programs.

Visit the Amarillo CVC website at www.visitamarillo.com