

Visit Gallup launching Valentine's Day promotion

Written by gallupsun

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Visit Gallup is partnering with local businesses to promote dining, shopping and staying in Gallup for Valentine's Day.

Local business owners who run specials for Valentine's Day are invited to work with Visit Gallup staff to promote offers to the thousands of followers on social media and VisitGallup.com. The effort is a push to encourage tourists to visit the Gallup community, but also to remind locals that there are plenty of romantic date ideas and "staycation" possibilities in the community.

Visit Gallup will help promote the specials in a similar way to the Holiday Shopping Promotion held in 2023. Visit Gallup is the tourism and marketing division of the City of Gallup.

"We believe coordinating with local businesses to promote our community is a win for everyone," Interim City Manager JM DeYoung said in a Jan. 5 press release. "This is a great opportunity for local businesses to partner with Visit Gallup and leverage each other's audiences to make the most impact for our local economy."

This promotion is a free program available to any local businesses. It will feature Valentine's Day sales, dinner specials and hotel stay promotions on Visit Gallup and its 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: tinyurl.com/GallupValentinesDay. A photo of the business or business logo is required for submission. Businesses should be prepared to provide documentation of their business status if requested.

Collected responses will be used to complete templates designed for consistency, then the promotions will be posted on Visit Gallup's social media pages. 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 web pages.

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