

Tourism Tools for MainStreet Businesses

Visit Grants, Google Business, and New Mexico True Resources

Grants MainStreet is sharing this guide to help local businesses understand key tourism tools that can increase visibility, improve visitor information, and help bring more people into the MainStreet District. This sheet focuses on VisitGrants.com, Google Business Profiles and the New Mexico Tourism Department Partner Portal.

What Is Visit Grants?

VisitGrants.com is the official tourism website for the City of Grants. It helps visitors find places to eat, shop, stay, and explore in Grants and the surrounding area.

For MainStreet businesses, Visit Grants can help connect travelers with local restaurants, shops, attractions, lodging, and visitor experiences. The goal is to promote Grants as a destination and encourage more local spending, longer visits, and return trips.

Who May Be Listed on VisitGrants.com?

Visit Grants focuses on tourism-facing businesses, meaning businesses that visitors are likely to use while they are in town.

Examples include:

Restaurants, cafés, bakeries, and breweries
Shops, boutiques, and local retail
Art galleries, museums, and attractions
Lodging and accommodations
Recreation, tours, and visitor experiences

Businesses that mainly serve local residents, such as auto repair, insurance, HVAC, banking, and similar service-based businesses, may not fit the tourism listing purpose.

How to Request or Update a Visit Grants Listing

Email listing information to:

Tourism@grantsnm.gov

Please include your business name, contact name, physical address, phone number, public-facing email if it is different from your main contact email, website or social media link, type of business, days and hours of operation, a short 1 to 2 sentence description, and one horizontal photo if available. VisitGrants reserves the right to not list the business if criteria is not met.

Google Business Profile

A current Google Business Profile helps visitors find your business through Google Search and Google Maps. This is one of the most important tools for making sure people can quickly see your hours, location, phone number, photos, and directions.

MainStreet businesses should keep their Google listing updated with:

Correct hours, accurate address and phone number, current photos, business category, website or social media link, holiday or seasonal hours.

Start or update your listing at:

google.com/business

New Mexico True Partner Portal

Tourism-facing businesses are encouraged to register with the New Mexico Tourism Department Partner Portal. This free tool may allow eligible businesses to appear on NewMexico.org, post events or deals, and be considered for statewide tourism programs.

To qualify, businesses must be based in New Mexico and have either a website or active social media page.

Register at:

newmexico.org/industry/work-together/partners-portal/partners-sign-up

Quick Checklist for MainStreet Businesses

- Keep business hours accurate everywhere.
- Claim or update your Google Business Profile.
- Maintain an active website or social media page.
- Submit Visit Grants listing updates when information changes.
- Use original photos or photos you have permission to use.
- Consider registering with the New Mexico True Partner Portal.
- Link back to VisitGrants.com when possible.

Contact:

For Visit Grants listing questions or tourism updates, contact:

City of Grants Tourism

Tourism@grantsnm.gov

VisitGrants.com