



# City of Grants

## Tourism Information Packet

*Resources for Tourism-Facing Businesses*

GrantsNM.gov | VisitGrants.com





## City of Grants – Tourism

Dear Business Owner,

Thank you for being a part of the Grants business community. Whether you are newly licensed or have operated in the area for years, the City of Grants Tourism Department would like to introduce you to the tools and programs available to support and promote local tourism-facing businesses.

The City's official tourism website is VisitGrants.com. This site serves as the primary visitor resource for discovering things to do, places to eat and shop, and local experiences. It is managed by the City of Grants and represents our commitment to showcasing the best of our community to travelers.

### **Tourism-Facing Business Listings on VisitGrants.com**

The Tourism Department may include eligible businesses on VisitGrants.com based on relevance to visitors and the overall tourism mission. While we strive to highlight as many qualifying businesses as possible, inclusion is not guaranteed.

To be considered, a business must be tourism-facing. This includes, but is not limited to:

- Restaurants, cafés, and bakeries
- Shops and boutiques
- Art galleries, museums, and attractions
- Lodging and accommodations
- Recreational and visitor experience services

Businesses that do not primarily serve visitors are generally not considered for tourism promotion. This includes, as examples, auto mechanics, insurance offices, HVAC and repair services, financial institutions, and other service-based operations. Other types of businesses may also fall outside the tourism-facing category depending on the nature of their services.

If your business qualifies and you would like to submit information for consideration, such as hours, photos, or a description, please email [Tourism@grantsnm.gov](mailto:Tourism@grantsnm.gov). This is the primary contact point for all tourism-related inquiries and submissions.

We also invite you to follow and engage with Visit Grants on social media:

Facebook: [facebook.com/VisitGrants](https://facebook.com/VisitGrants)

Instagram: [instagram.com/VisitGrants](https://instagram.com/VisitGrants)



The City's tourism efforts aim to grow local businesses by increasing their visibility to visitors. Promoting Grants as a destination benefits the entire community by encouraging new spending, extended stays, and return visits.

### **Visibility and Readiness**

To help ensure your business is positioned for success, we strongly encourage the following:

1. Claim your Google Business profile at [google.com/business](https://google.com/business). This ensures your location, hours, contact information, and photos appear correctly in search and on maps. A Quick-Start guide will be included in this packet.
2. Keep your business hours consistent and visible across all platforms. Inaccurate or missing hours are one of the most common reasons visitors skip businesses.
3. Maintain an online presence, such as a basic website or regularly updated social media page. This not only increases trust but is also required for several tourism listing opportunities.

### **Statewide Promotion through New Mexico Tourism Department**

We encourage all tourism-facing businesses to register with the New Mexico Tourism Department (NMTD) through its official Partner Portal. This registration is free and provides valuable statewide exposure.

Once registered, your business will be eligible for:

- A listing on [NewMexico.org](https://NewMexico.org), the state's primary tourism website
- Access to post events, deals, and announcements
- Consideration for inclusion in statewide tourism marketing campaigns
- Participation in special programs such as the Route 66 Centennial Tourism App

Registering with NMTD is one of the most effective ways to reach travelers who are actively planning trips across New Mexico. To register, your business must be based in New Mexico and have either a website or an active social media account.

You can begin the process at: [www.newmexico.org/industry/work-together/partners-portal/partners-sign-up](https://www.newmexico.org/industry/work-together/partners-portal/partners-sign-up)

A detailed and easy-to-follow Partner Quick Start Guide is attached to this packet to walk you through each step of the registration process. We strongly recommend reviewing and completing this as soon as possible.

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## Important Notes

- Inclusion on VisitGrants.com is not automatic and is subject to review by the City of Grants Tourism Department.
- All media submitted must be original or used with permission.
- The City reserves the right to update, modify, or remove listings to maintain the quality and accuracy of tourism communications.

For questions, assistance, or to submit your business information for review, please contact the Tourism Department at [Tourism@grantsnm.gov](mailto:Tourism@grantsnm.gov).

Thank you for helping us showcase the best of Grants and for your continued investment in our local economy.

Sincerely,  
**City of Grants Tourism**  
[Tourism@grantsnm.gov](mailto:Tourism@grantsnm.gov)  
[VisitGrants.com](http://VisitGrants.com)

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## Adding or Updating a Listing on VisitGrants.com

VisitGrants.com is the official tourism website for the City of Grants. It features local places to eat, shop, stay, and explore. If your business serves visitors, you may request a new listing or submit updates to an existing one by emailing **Tourism@grantsnm.gov**.

Please send the following information in your email:

### Include the Following:

- Business name
- Contact name
- Physical address
- Phone number
- Public-facing email (if different)
- Website or social media link (optional but strongly encouraged)
- Type of business (example: restaurant, boutique, lodging)
- Days and hours of operation
- Short description (1 to 2 sentences)
- 1 horizontal photo (optional, may be used elsewhere on the site)

### Listing Guidelines:

To be listed, your business must:

- Primarily serve visitors or tourists (such as shops, restaurants, attractions, or lodging)
- Be located within 25 miles of Grants (Milan and surrounding communities are welcome)
- Be open to the public during clearly posted hours
- Have consistent, accurate hours listed online or in your email
- Provide original photos or images you have the right to use

Having a website or active social media page is strongly encouraged. We also ask, if possible, that your site links back to VisitGrants.com to help support citywide tourism promotion, this is optional.

### Please Note:

Submitting your business does not guarantee inclusion. All listings are reviewed for tourism relevance and space. The City of Grants may edit descriptions and contact details for clarity. Listings may be updated or removed as needed.

Questions? Contact **Tourism@grantsnm.gov**