TRINIDAD COLORADO GUIDE · MONTHLY VISITOR REPORT

October 2026 at a glance

Compared with September

930 people used the Trinidad Colorado Guide in October 2026, down 2% on September. **818** of them opened the app for the first time, and visitors opened business and attraction pages **699** times.

930
PEOPLE USED THE APP
▼ 2% vs September

818
NEW PEOPLE
▼ 10% vs September

64
APP OPENS A DAY
▲ 25% vs September
1,996 opens in all

175
CAME BACK ON ANOTHER DAY
▲ 24% vs September

Visitors taking a closer look

Tapping past the home screen into a business, attraction or event, and on to directions or a website.

699
PAGES OPENED
▲ 37% vs September

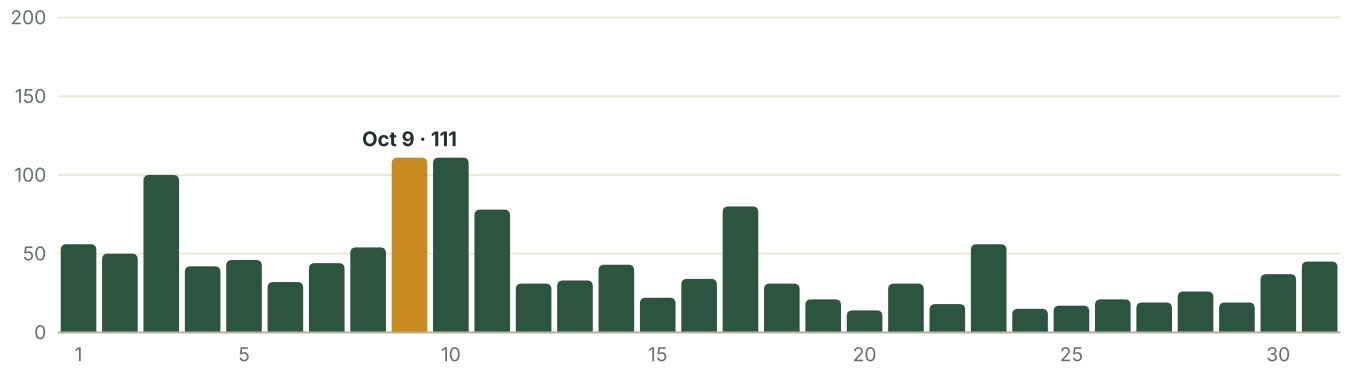
270
PEOPLE WHO OPENED A LISTING
▲ 44% vs September

162
DIFFERENT PLACES & EVENTS VIEWED
▲ 1% vs September

149
DIRECTIONS & WEBSITE TAPS
▲ 62% vs September

People using the app each day

October 2026. The busiest day is marked.



How these numbers are counted. A person is one phone or computer that opened the app. A page opened means someone tapped into a business, attraction or event, not that they scrolled past it in a list. The app owner's own devices are left out.

Trinidad Colorado Guide · free for every business in town

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What visitors looked at

Pages opened, by category

Every business, attraction and event in each category, added together. Events include ones that have since ended and been removed from the app.



Most-viewed places and events

PLACE OR EVENT	CATEGORY	OPENED
Doors Open Trinidad	Events	171
Fancy Spider Music Festival	Events	52
MSL Haunted House	Events	25
It Happened Along the Santa Fe Trail	Events	17
Fishers Peak Challenge Trail	Trails & hiking	15

What visitors searched for

39 searches this month, down from 56 in September. The most common:

SEARCH	TIMES	PEOPLE
tralie	2	1
scenic drives	2	1
free	1	1
bowli	1	1
highscenic drives	1	1
highway scenic drives	1	1
laveta	1	1
main	1	1
gob by	1	1

Using this. Searches show what visitors want to find in Trinidad. A search that finds nothing is a gap: a business that could be listed, or a listing that needs better keywords.

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Where new visitors came from

380 of 818 new people came in through a QR code, a partner or a social media post. Each printed code carries its own tag, so the guide can show which ones work.

New people by route



Every source

SOURCE	ROUTE	NEW PEOPLE	ACTIVE THIS MONTH
direct	No code	438	509
facebook	Social media	191	209
doors-open	QR codes & partners	63	70
la-quinta	QR codes & partners	37	39
card	QR codes & partners	36	41
hotel-desk	QR codes & partners	18	18
flyer	QR codes & partners	13	14
reel	QR codes & partners	4	4
hutson-site	QR codes & partners	4	3
instagram	Social media	3	4
curlys-beads	QR codes & partners	3	3
welcome-center	QR codes & partners	2	4
twisted-pig	QR codes & partners	2	2
6 other sources	Mixed	4	8

Reading this table. A source is credited only the first time a phone ever opens the app, so a code shows the people it introduced, not everyone who scanned it. “No code” means people who arrived from the app stores, typed the address or followed a shared link.

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