

Vicky Nash

Tourism Industry Professional

Biography

With extensive travel industry experience spanning over 40 years, Vicky Nash specializes in geothermal tourism management and marketing, providing a global perspective and unique expertise in this field.

Nash serves as Executive Director for the recently formed **Hot Springs Association**. She is well-known throughout the industry for originating the **Hot Springs Connection** conference and the **Hot Springs of America** website.

From 2015-2022, she also managed the **Colorado Historic Hot Springs Loop**, an award-winning marketing collaboration that features the state's premier thermal locales.

Her involvement with the **Global Wellness Institute's Hot Springs Initiative** has facilitated strong relationships with hot springs professionals worldwide.

After gaining experience in group tour operation and destination marketing, Nash established the tourism communications firm **Resort Trends**, Inc. in 2001 and has worked with over 50 clients including visitor bureaus, tourism associations, historic properties, attractions, resorts, hotels, hot springs and spas.

Her passion for international travel has taken her to six continents, over 25 countries and more than 100 hot springs facilities.

Skill Set

- Industry association management
- Conference planning
- Trade show coordination
- Reinforce brand awareness, identity, image, perception and reputation
- Management of tourism marketing and communication plan components
 - website development and design
 - promotional materials: visitor guides, brochures, maps
 - content writing: blogs, emails, newsletters, advertorial
 - interpretive displays and signs
 - commemorative books

Awards

- Colorado Governor's Tourism Award for Outstanding Marketing Program, 2019
Colorado Historic Hot Springs Loop
- Collaboration in Industry Award - Colorado Business Roundtable, 2017
Colorado Historic Hot Springs Loop
- Best Idea Award - Destination Marketing Association of the West, 2017
Colorado Historic Hot Springs Loop
- Tourism Business of the Year, 2011 - Glenwood Springs, Colorado, 2011
Resort Trends, Inc.
- Best Press Kit - World Waterpark Association, 2005
Glenwood Hot Springs Resort

Education

Master of Urban and Regional Planning
Specialization: Tourism and Resort Planning
University of Colorado, Denver, Colorado

B.B.A., Major: Marketing
The University of Iowa, Iowa City, Iowa



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Experience

Resort Trends, Inc.

ResortTrends.com | **Founder/CEO** | established: 2001

Resort Trends specializes in association management services, conference planning, tourism promotion, communications and content writing. Scope of work includes:

- Oversee and coordinate operations for collaborative industry trade associations.
- Create branded content for blogs, email campaigns, newsletters, websites, media materials and advertorial.
- Design promotional and marketing materials: websites, brochures, maps, displays, signs.
- Provide professional research, copywriting, composition, editing and proofreading services.
- Assemble materials for historical and interpretive representation.

Key Clients And Projects

Hot Springs Association | **Executive Director** | 2021 - present

HotSpringsAssociation.com

A newly formed industry association established to unify and elevate commercial thermal mineral spring resorts, spas and facilities in the United States.

Hot Springs Connection | **Founder** | established: 2018

HotSpringsConnection.com

The first and only annual conference in the United States developed specifically for hot springs facility owners and operators across the globe. Topics include: heritage preservation, water stewardship, natural resource protection, standardizing regulatory requirements, utilizing geothermal energy, wellness trends, design elements, hospitality training, tourism marketing and spa operation.

Hot Springs of America | **Founder** | established: 2019

HotSpringsofAmerica.com

The only website that lists and maps every commercial hot springs facility in the United States. Enhanced listings showcase individual resorts with extensive descriptions, photos, videos and articles.

Colorado Historic Hot Springs Loop | **Project Manager** | 2015 - 2022

CoHotSpringsLoop.com

In partnership with the Colorado Tourism Office, this multi-award-winning campaign features the state's geothermal destinations.

Glenwood Hot Springs Resort | **Public Relations Contractor** | 2001 - 2020

HotSpringsPool.com

Managed a full public relations campaign that included: ongoing correspondence with media, journalists and travel writers; press release and media kit creation and distribution; photo and b-roll video library compilation and dissemination; monthly newsletter communications; co-author of the 125th anniversary commemorative book.

Tourism Industry Association of Colorado | **Administrator** | 2020 - 2021

A public policy and advocacy organization that endorses the economic importance of the Colorado tourism industry by maintaining effective communication with governmental entities.

Colorado Association of Destination Marketing Organizations | **Administrator** | 2020 - 2021

CADMO encourages communication and cooperation among members, maintains standards of professionalism, develops an awareness of legislative action and advocacy activities, and provides educational opportunities for leadership development and business strategies.

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Employers

Snowmass Village Resort Association

Director of Marketing

1999-2001

- Responsible for a \$750,000 annual marketing plan designed to represent Snowmass Village, Colorado as a world-class summer and winter resort.
- Designed advertising plans to increase leisure bookings through central reservations and directly to lodges.
- Developed media and direct marketing plans targeting corporate, association, continuing medical education, SMERF and ski group business promoting the 35,000 square foot Conference Center.
- Redesigned website www.snowmassvillage.com and implemented online reservations capabilities.
- Established a public relations plan to work with local, statewide and regional media representatives.

Glenwood Springs Chamber Resort Association

Tourism Marketing Director

1995-96, 1998-99

- Developed and implemented a tourism marketing plan for Glenwood Springs to include advertising, promotions, group sales, market research, public relations and hospitality training programs resulting in steady growth in accommodations tax collections, increased occupancies and average daily rates.
- Project manager for the Glenwood Springs Visitor Center remodel project.

Colorado Travel & Tourism Authority

Membership Director

1996-97

- Designed and incorporated a new membership program establishing privatized funding to promote Colorado as a premier vacation destination, projected to generate \$1.2 million per year.
- Advertising sales for the Colorado Official State Vacation Guide and State Highway Map.

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Client List

Resort Trends, Inc.

National

- Hot Springs Association

Rocky Mountains

- Historic Hotels of the Rockies (MT, WY, SD, CO, NM)

Colorado Statewide

- Tourism Industry Association of Colorado
- Colorado Association of Destination Marketing Organizations
- Colorado Activity Center (Frisco)
- Colorado Campgrounds & Lodging Owners Association
- Colorado Scenic Byways

Wyoming

- Cheyenne Cowboy Heart of the West Festival
- Historic Plains Hotel (Cheyenne)
- Paradise Guest Ranch (Buffalo)

Aspen and Snowmass Village, CO

- Brush Creek Capital Holdings - Snowmass Center Redevelopment Project
- Laurelwood Condominiums
- Rocky Mountain Connections
- Snowmass Village Tourism

Colorado Springs, CO

- Internet Honey
- Pikes Peak Country Attractions

Denver and Front Range, CO

- Colorado Adventure Center (Idaho Springs)
- Fort Collins Convention & Visitors Bureau
- Outlets of Colorado (Castle Rock, Loveland, Silverthorne)
- Pi Kitchen + Bar
- Stonebridge Companies
- The Grove on Mainstreet (Parker)

Glenwood Springs, CO

- Glenwood Canyon Brewing Company
- Glenwood Canyon Resort & Rock Gardens Rafting
- Glenwood Canyon Zipline Adventures
- Glenwood Hot Springs Resort and Spa of the Rockies
- Glenwood Springs Chamber Resort Association
- Hotel Colorado
- Hotel Glenwood Springs
- Retro Trailer Design
- Riviera Restaurant
- Sunlight Mountain Resort
- Sunshine Ridge Guest House

Grand Junction, CO

- Grand Junction Visitor & Convention Bureau
- Redlands Mesa Golf Community

Roaring Fork Valley, CO

- Basalt Chamber of Commerce
- Carbondale Area Chamber of Commerce
- Redstone Castle

Southern Colorado

- Alamosa Convention & Visitors Bureau
- Cougar Canyon Golf Resort Community (Trinidad)
- Cripple Creek
- Mesa Verde Country (Cortez)
- Pagosa Springs Area Chamber of Commerce
- Pagosa Springs Area Tourism Board

Western Colorado

- Colorado Historic Hot Springs Loop (Steamboat Springs, Chaffee County, Pagosa Springs, Ouray County, Glenwood Springs)
- Colorado River Valley (Garfield County)
- Delaware Hotel (Leadville)
- Gateway Canyons (Gateway)
- Hill Aevium - interactive marketing agency (Edwards)
- Inn at Riverwalk (Edwards)
- Knapp Ranch (Edwards)
- Northwest Travel Region
- Scenic Pathways of Western Colorado
- Vail Valley Partnership (Vail)

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Industry Association Affiliations

- Hot Springs Association - Executive Director
 - Colorado Tourism Office - Tourism Marketing Committee
 - FEMTEC - World Federation of Hydrotherapy and Climatotherapy
 - Global Wellness Institute's Hot Springs Initiative
 - Colorado Travel & Tourism Authority
 - Colorado International Marketing Organization
 - Tourism Industry Association of Colorado
 - Colorado Ski Country USA
 - Colorado Association of Destination Marketing Organizations
 - Tour Colorado Board Member
 - Destination Colorado
 - Colorado West Tourism Council
 - American Planning Association Resort & Tourism Division
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Speaking Engagements

- Hot Springs Connection - Hot Springs, AR - 2022, Paradise, MT - 2021, Palm Springs/Desert Hot Springs, CA - 2019 and Glenwood Springs, CO - 2018
 - Colorado River Outfitters Association conference - Denver, CO - 2019
 - Colorado Business Roundtable radio interviews - Denver, CO - 2018
 - SoCo Tourism Summit - Pueblo, CO - 2018
 - Colorado Governor's Tourism Conference - Grand Junction, CO - 2017
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Media Features

- Business Traveler USA **"The Hot Spring Spa Trend is Heating Up"** - July 2022
- Mountain Meetings **"Rallying an Industry"** - Winter 2022
- Hotel Business Review **"Emerging Trends in the Hot Springs Resort Industry - Geothermal properties are experiencing a rapid resurgence with a positive outlook ahead."** - July 2021
- Spas of America **"Hot Springs Association Names New Executive Director, Vicky Nash"** - September 2021
- Mountain Meetings: **"Warm Up Meetings at Hot Springs"** - Spring/Summer 2020
- Spa Business: **"California hosts global hot springs convention"** - December 2019
- Skift: **"Why the Hot Springs Movement Is Gaining Steam in the United States"** - October 2019
- Colorado Meetings + Events: **"First U.S. Hot Springs Conference Held in Colorado"** - Summer 2019
- Spa Business: **"First-ever US Hot Springs Conference a Success"** - January 2019
- U.S. Travel Association - Made In America: Travel's Essential Contribution to Economic Development - **"CRAFTing Opportunities for Rural Colorado"** - August 2018
- Spa Business: **"Soaking in the Scenery"** - January 2018
- Leisure Group Travel: **"Getting Into Hot Water"** - June 2016

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References

Steve Beckley, Co-owner

Iron Mountain Hot Springs and Glenwood Caverns Adventure Park

Glenwood Springs, CO

970-618-7127

sbeckley@glenwoodcaverns.com

David Dronet, Owner

The Springs Resort & Spa in Pagosa Springs, CO

Murrieta Hot Springs in Murrieta, CA

210-951-0338

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Charles Davidson, Owner

Peninsula Hot Springs Group

Mornington Peninsula, Victoria, Australia

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John Bosco, retired Vice President & Chief Financial Officer

Glenwood Hot Springs Resort

Glenwood Springs, CO

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Judy Walden, President

Walden Mills Group - Community-based Tourism

Denver, CO

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Lisa Langer, Director of Tourism Promotion

Glenwood Springs Chamber Resort Association

Glenwood Springs, CO

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