



Capturing Event Traffic

Quick Guide

Special events are a fantastic opportunity to increase visibility and attract new customers. Here are 4 easy-to-execute, low-cost ideas to take advantage of events in Superior.

Don't forget to use social media to promote these initiatives and bring people into your business!

Have questions? Reach out - we're here to help!

Ellen Robertson
Economic Development Manager
ellenr@superiorcolorado.gov

1 Create a Special Promotion or Discount

Leverage the event theme by offering a limited-time special, sale, or discount that aligns with the spirit of the event. Make it a deal people will want to grab while enjoying the experience!

Why

A clear, time-limited offer gives visitors a reason to stop in now—and makes your business more memorable, increasing the chance they'll return.

Ideas

- **Event Combo:** A simple bundle (e.g., coffee + pastry) at a special price.
- **Event Mention Discount:** “Mention Chili Fest for ___% off.”
- **Limited-Time Menu Item:** An event-themed drink or dish available that day only.

2 Set Up a Street-Level Pop-Up or Display

If your business is on the more pedestrian-friendly streets, take advantage of the foot traffic by setting up a simple, eye-catching pop-up or display right outside your door. Make sure it's easy to spot and welcoming for festival-goers to approach.

Why

An eye-catching presence outside your door helps passersby instantly understand who you are and invites them inside.

Ideas

- **Samples:** Small tastings or mini versions of best-selling products.
- **Interactive Element:** Photo wall, selfie spot, or quick activity.
- **Simple Signage:** Chalkboard or sandwich board highlighting what you sell or today's special.

3 Host an “Afterparty” or “Recovery Special”

If the event ends in the early evening, the celebration doesn't have to! Host an informal “Afterparty” or offer a special deal for those looking to relax or continue the festivities.

Why

You capture visitors looking to unwind after the event and position your business as a go-to gathering spot.

Ideas

- After-Event Specials: Happy hour pricing or discounted snacks.
- Rest & Recharge: Free water, seating, or a cooling-off incentive.
- Light Entertainment: DJ, acoustic music, or open mic if space allows.

4 Promote a Loyalty Program or “Return Visit” Discount

A simple yet effective way to convert festival-goers into repeat customers is to introduce them to your loyalty program or offer an exclusive discount for a return visit. Create a promotion that makes it easy for them to come back!

Why

It turns one-time event visitors into repeat customers by giving them a clear reason to come back.

Ideas

- Punch or Digital Loyalty Cards: Reward repeat visits.
- Return Coupon: A simple incentive for a future purchase.
- Social Follow Bonus: Small discount for following or tagging your business.