

2009 – 2010 Year-end Report



LET'S TALK
COLORADO



The Canadian Travel Market

- According to the Conference Board of Canada, Canadians spent \$15.1 billion on leisure and FVR travel outside of the country in 2006 and are predicted to spend close to \$20 billion by 2011.
- Canadians will spend \$8.8 billion by 2011 traveling for leisure purposes to the US for an increase of 25% from 2006.
- Travel volume from Canada to the US YTD decline is 9% through July, but should settle at -4+ % by year-end (OTTI).
- According to Statistics Canada, Colorado received 158,000 visitors from Canada in 2008 (more than 1 night) an increase from 133,000 in 2007 (+19%)
- Approximately 35 tour operators (both winter and summer product) actively offer Colorado in Canada.

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Spending in 2008

(source: Statistics Canada; all records)

\$12.2 billion (excludes fares to travel to the U.S.)

\$1,405 per party

\$653 per visitor

\$83 per visitor per night

Of the 76% of spending reported with detail:

35% accommodations

22% food & beverage

17% other (souvenirs, shopping, etc)

13% transportation (in U.S.)

12% entertainment



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Press & PR

Press releases

The following press releases were sent to selected press contacts during the year:

- Colorado Beer Festivals
- Over the River / Denver Museums
- Snow At First Sight
- Nine Gems
- Cool Freebies for Colorado-bound Skiers
- Wines with an Altitude
- Weddings in Colorado
- Colorado's National Parks
- All Aboard
- Colorado Dude Ranches

Colorado
Tourism Office

Media Contact:
Michael Driver
Colorado Tourism Office
1550 East Colfax Avenue, Suite 200
303-592-3876


Jen Zandboer
The RMR Group
jzandboer@rmrgroup.ca
416-485-8724

May 31, 2010

For immediate release

Colorado's National Parks


Colorado's vast topography has been celebrated through its four National Parks, six National Monuments and 25 Scenic Byways for over 100 years. Colorado boasts more than 18 million square acres of reserved lands offering visitors an exciting way to explore the natural scenic beauty of the state as well as experience well-preserved native dwellings.



The state's largest national park, Rocky Mountain National Park is located 1.5 hours from Denver and is situated in the back yard of Estes Park, a unique town of boutique shops, outdoor adventure and wildlife galore. Within the park and the surrounding area, travelers can witness wildlife including elk, mule deer, moose, bighorn sheep, black bears, coyotes, cougars, eagles, and hawks. The Advisor has named RMINP the number 2 destination in the "Top 10 Outdoor & Adventure Destinations in the World" category for 2010.

Photo by: [unreadable]

in Grand Junction, Colorado, is the Gunnison National Park. This Park's landscape was formed slowly by the rock scouring down through hard black in North America combines the narrow and startling depths offered by the Gunnison. Visitors can experience the driving or for those extreme adventuring is also a common activity.



-more-

Colorado
Tourism Office

Media Contact:
Jen Zandboer
The RMR Group
jzandboer@rmrgroup.ca
416-485-8724

April 30, 2010

For immediate release

Dude Ranches - the original "green" vacation

Colorado Dude & Guest Ranches have been offering family vacations that follow "green practices" far longer than recent trends. Colorado dude ranches have been "green" for, oh, about 70 years now. There is nothing greener than riding a good horse on a well-maintained natural trail through untouched mountain splendor on a spectacular summer day under pollution-free deep blue Colorado skies. "Dude ranches are stewards of the land and have a vested interest in keeping their property in its most original shape" says Stephanie Wilson, President of the Colorado Dude and Guest Ranch Association.



Colorado boasts 29 Guest and Dude Ranches that are affiliated with the Colorado Dude and Guest Ranch Association. Wilson tells that Colorado is in a perfect position to receive guests from Canada. With lots of direct airfare Colorado ranches have an advantage over some of the neighbouring states. Wilson says "fourteen of the Association's ranches are within a 2 1/2 hour drive from Denver so it does not take an entire day to get to your final destination". She also mentions that a Dude Ranch vacation is an excellent way to connect emotionally with the animals, ranch staff and fellow travellers.

-more-

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There's no more to live at the Broadmoor.

Broadmoor broadens appeal with new luxury

Colorado's largest five-star hotel at the foot of the Rocky Mountains has added 41 new room keys to its existing inventory of 740 guest rooms with the debut of its new "Broadmoor Signature" product.

The longest consecutive winner of the AAA Five Diamond and AAA Four Five awards of excellence, the 95-year-old Broadmoor Hotel in Colorado Springs is now offering guests its new luxury cottages, the eight-story buildings and one-level guest structure.

Mixing two of the country's architectural design, the Broadmoor Cottages feature park-like high-ceilinged ceilings, wrought-iron chandeliers, natural stone fireplaces, heated wood floors, and the "luxe and gracious in feeling," says the hotel's director of sales and marketing David Fine, including mirrored wood systems and large flat-screen televisions.

"These are ideal for multi-generational family gatherings who need a residential environment within the comfort of a five-diamond, five-star hotel," he says.

Featuring some of the Broadmoor's largest rooms, the new cottages line the 18th floor of the hotel's East Center golf course and are both with views of the Asanti Cheyenne Mountains.

The hotel also offers the West Center and the "challenging" Mountain Course, a Jack Nicklaus-designed course with multiple elevations that are covered in 300,000 trees, the highest

and most championship at the Broadmoor, during the U.S. Amateur Championship in 1974. Add to that a 3,600-square-meter spa featuring one of two recently Shalini spas found in North America and on-site family attractions like the Cheyenne Zoo, which is owned and operated by the hotel, and it's obvious that the Broadmoor has something for everyone.

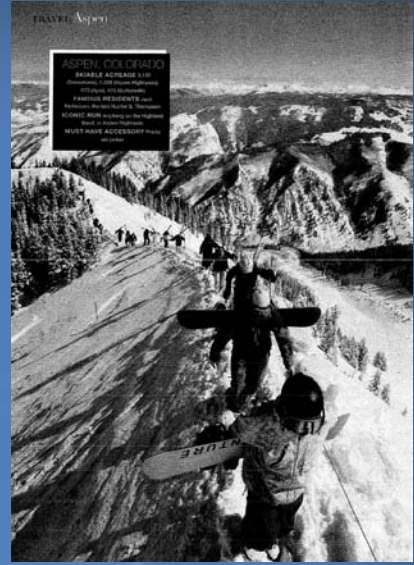
"The best thing about us is that we appeal to a very wide audience to large part because we're not just a product," says Fine. "We've got more than 40 meeting areas offering 26,000 square meters of meeting space and a good percentage of our business is group work, but there we've also got three championship-caliber golf courses, world-class spa, and a multitude of restaurants and shops that make us an ideal destination for families and couples."

Intense travelers can look forward to the hotel's "Specialist Women's Package" package available through fall. 28. Starting from US\$100 per person, the package includes a complimentary 17% discount on select shops, 10% food discount at select restaurants, complimentary Spa treatments, and a complimentary 10% discount on spa services. For access to the spa, the resort theater, and a three-room upgrade for stays of three nights or longer.

Agents will receive 37% commission within two weeks of booking their clients at the Broadmoor and are also invited to become members of the hotel's Broadmoor Agent program.

Press & PR

PR value July 2009 – June 2010: US\$770,386.34



ASPIRE TO EXCELLENCE
SECURE ACCESS TO
TRAVEL & LOYALTY
PROGRAMS
TRAVEL & LOYALTY
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Colorado: Wines with an Altitude

While the State of Colorado is widely known as a premier ski and outdoor destination, little is known about its extraordinary wine culture.



Colorado is known for its mountains, but the fertile valleys and vineyards are equally exciting – especially those with vineyards. Colorado's abundant sunshine, warm days, cool nights and low humidity provide the perfect conditions for wine grapes that feature the complex character and chemistry required to craft award-winning wines. From rich Chardonnays to robust Merlots in wines made from cherries, peaches, plums and honey, Colorado wines enjoy a well-deserved reputation for top quality. Colorado's grape growing regions range in elevation from 4,000 to 7,000 feet and are among the highest vineyards in the world. Colorado's wineries are spread all over the state. You can plan a trip to almost every part of Colorado and find a wine trail to follow. Just look for the blue information signs with the "Colorado Wine Trail" logo. The wine states will bring travelers along some of the most scenic and spectacular roads in Colorado.

Colorado wineries are located in fertile valleys with fantastic mountain backdrops

Doug Caskey, Executive Director of the Colorado Wine Industry Development Board, explains that Colorado produces about 100,000 cases of wine each year, and about 90 percent stays within the State. The 80 plus wineries accounting for over 1,000 acres of grapes produce mostly high-quality, Bordeaux and Riesling varieties. The largest concentrations of vineyards are found in the Grand Junction and West Elba regions and a small

- Some of the wine festivals taking place in Colorado in 2010 are:
- June 5: Manitou Springs Colorado Wine Festival www.manitou-springs.org
 - July 24: Castle Rock Wine Festival www.castlerockwinefest.com
 - Aug. 7: Vino and Noses Wine Festival, Woodland Park www.vinoland.com
 - Aug. 27-28: Mesa Verde Century Wine & Art Festival www.mesa-verde-arts.com/Events/Festivals/winefest.html
 - Sept. 16-19: Colorado Mountain Wine Fest, Palisade www.coloradomountainwinefest.com
 - Nov. 3-7: Denver International Wine Festival www.denverwinefest.com
- For more information on Colorado Wine visit www.coloradowine.org. For more information on Colorado visit www.colorado.com

TRAVEL

SLEEPING AROUND Shining some light on a paragon of paranormality

Colorado hotel inspired Stephen King shocker



THE STANLEY HOTEL is the most haunted hotel in the world. It's the Stanley Hotel in Estes Park, Colorado. The hotel has inspired Stephen King's horror novel "The Shining." The hotel is a grand, Gothic Revival style building with a prominent tower. It's the Stanley Hotel in Estes Park, Colorado. The hotel has inspired Stephen King's horror novel "The Shining." The hotel is a grand, Gothic Revival style building with a prominent tower.

or married with children... that's the story. "There's a lot of mythology about the haunted hotel with Stephen King and what he really expected, but he's not what actually happened. It doesn't talk about it, really."

Stephen King's "The Shining" is a horror novel that is set in the Stanley Hotel in Estes Park, Colorado. The hotel is a grand, Gothic Revival style building with a prominent tower. It's the Stanley Hotel in Estes Park, Colorado. The hotel has inspired Stephen King's horror novel "The Shining." The hotel is a grand, Gothic Revival style building with a prominent tower.

TRAVEL

JUST THE FACTS Guests haunt halls waiting for 'things to happen'

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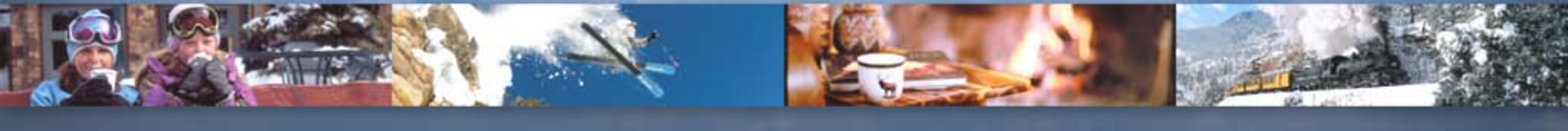
TRAVEL & LOYALTY

But what lies beyond Four Corners is the reason visitors come ... In the canyons that cut through the high, forested mesa, the Anasazi built more than 600 cliff dwellings, painstakingly shaping sandstone blocks with sharp stones and creating mortar from soil, ash and water.



The desert and stone spires of Monument Valley. Hot-air-balloon flights are a popular way to see the desert.

LET'S TALK COLORADO



Press & PR

Discover America Day, October 5, 2009

- Organized by Discover America Canada
- Attended by CTO (Jan Zandboer)
- 59 handpicked media contacts present
- Ten 15-minute pre-arranged appointments
- Great networking event

Aspen press event, October 15, 2009

Richard Eve of the RMR Group attended this function on behalf of CTO in absence of Jan Zandboer. Approx. 10 media contacts were present.



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Press & PR

Individual Media Fams

- Reb Stevenson for the Toronto Star, January 2010
- Chris Robinson Travel Show (radio), May 31 – June 5, 2010
- Gary Butler for the Calgary Herald, June 3 – 10, 2010



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The Chris Robinson Show

Live radio shows on CFRB – Toronto and CJAD - Montreal

The Chris Robinson Show was broadcast live on Saturday June 5 from Mesa Verde. Other Colorado sites visited were Denver, Colorado Springs, Alamosa, Gunnison, Crested Butte, Silverton, Durango.

The show staff was accompanied and guided by Michael Driver.

To listen to the Toronto show please go to this link and click on Colorado:

<http://www.newstalk1010.com/shows/501339>

More Colorado info on Chris' web site:

<http://www.chrisrobinsontravelshow.ca/destinations.asp?destination=colorado>



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Press & PR

Group Media Fam, May 1 – 8, 2010

Participants:

Joanna Ebbutt

Michael Morcos

Gary Butler

Kenneth Winlaw

Robb Beattie

Freelance Writer

Publisher

Freelance Writer

Freelance Writer

Freelance Writer

Dreamscapes

Canadian World Traveller

Westworld Magazine

Toronto Sun

Doctor's Review

Potential Media Value: **\$471,056** (not counting syndication spin-off)



LET'S TALK
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Travel Trade

Sales calls to a number of Tour Operators with Colorado product or propensity of carrying Colorado product. Here's a small selection.

- **Uniglobe Eastern Canada** – consortium with over 40 agencies in Eastern Canada (including Quebec). Need to keep them in mind for future coops and other plans.
- **Total Vacations** – Smaller operator carrying only a small amount of ski product in Colorado. Are more known for Summer products.
- **EW Tours** – Relatively new player. Need time but have propensity.
- **CAA South Central Ontario** – Equivalent of AAA. This group of 28 agencies only cover South Central Ontario. Possible future partner for coops and promos.
- **GAP Adventures** – By far the largest adventure travel company in Canada. Very innovative. At this moment not much product in the US (one tour touches Mesa Verde). Lots of possibilities.
- **Merit** – Large outfit with the right demographics. CTO will run coops with them.
- **Escapades** – Well-established tour operator with propensity of starting US program
- **AMA** – AAA of Alberta. Lots of rubber tire traffic into Colorado.
- **Advantage Travel & Cruises** – Nationwide consortium that carries their own travel tours and programs

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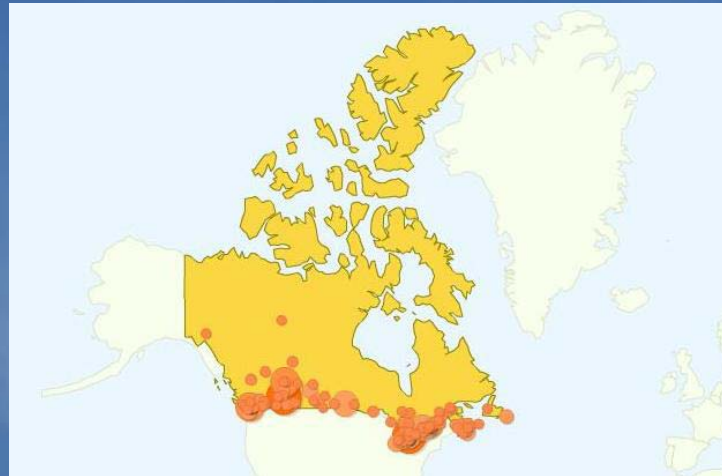


Consumer activities

Requests for information via colorado.com

From August 2009 – June 2010 a total of 3,584 information packages were sent to Canadian consumers as a result of internet browsing.

From July 1, 2009 – June 30, 2010 68,042 Canadians visited colorado.com and spent an average of 2:21 minutes on the site. This is almost 70% more than in the same period the previous year.



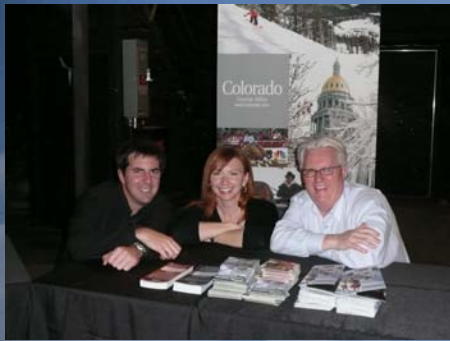
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Consumer activities

Gendron Ski Launch Event, November 1, 2009, Imperial Cinema, Montreal

- Great concept
- 1,600 qualified consumers
- High level of Colorado knowledge (repeaters)
- No brochure grabbers
- Mostly Francophone consumers, only a handful of Anglophones
- Showing of Warren Miller's Dynasty
- Consumer show on-stage
- 750 Colorado packages distributed
- Brochure partners: Copper Mountain and Steamboat



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Toronto's Ultimate Travel Show

January 23-24, 2010

Show impressions

- Smaller than usual
- Less visitors than usual. This is due to moving the show from an airport location (with free parking) to a downtown location. Show management will disclose numbers at the end of January.
- Steady flow; no huge peaks. Time to talk with visitors.
- Beautiful weather over the weekend might have influenced attendance.
- Visitors were well-informed, well-travelled and extremely interested. No brochure grabbers. No armchair travellers.



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The Outdoor Adventure Show

February 26-28, 2010

Show impressions

- Well organized and run show
- Only Friday was a bit slow (also lots of students from travel schools)
- Steady flow; no huge peaks. Time to talk with visitors
- Olympic Games could have influenced attendance (certainly on Sunday), however even Sunday was very busy
- Visitors in general were well-informed, well-travelled and interested
- Eco-friendly; no waste of brochures
- Visitors generally like to drive and do not necessarily fly
- New possible target market: motorcyclist enthusiasts (around a dozen inquiries on this subject alone)
- Well over 30,000 visitors



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Coops

Flight Centre (June-July, 2009)

A multi-faceted co-op in southern Ontario. A number of Colorado packages were produced and were sold through various marketing efforts, including:

- Shop Front Window Panels in 60 Flight Centre Stores in Southern Ontario
- A full page in Flight Centre's monthly magazine "Captain's Catalogue" with a circulation of 20,000.
- Electronic Direct Marketing: e-newsletter, distributed to 200,000 subscribers in Eastern Canada.
- Online Marketing: Colorado Micro site on Flight Centre's web site. This web site receives 2,000,000 unique visitors and 12,000,000 page views per month
- Newspaper advertising in major dailies in Southern Ontario, like Toronto Star, Toronto Sun, 24 Hours and Metro.
- Communication / PR: a media release on the promotion to selected trade and consumer press

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Colorado Holidays

Colorado Fly & Drive **\$598**

* taxes & fees \$125
INCLUDES roundtrip airfare to Denver and a 7-day car rental with unlimited mileage to enjoy Colorado at your own pace. Departs Jul 13, 2012/7 nights.

Denver **\$688**

* taxes & fees \$125
INCLUDES roundtrip airfare and 3 nights 3-star accom in central Denver. Departs Jul 16, 23, 30/6 nights. **ADD** full-day Mountain Parks & city tour from \$91.

Colorado Family Adventure **\$724***

Epic Summer taxes & fees included
INCLUDES 3 nights accom, local transport, professional guide, and all meals & activities as per itinerary. Weekly departures. **HIGHLIGHTS** gondola ride, whitewater rafting, horseback riding and panning for gold. **UPGRADE** to the 7-day Family Adventure with Epic Summer from \$176 per day.

Colorado National Parks & Trains **\$1459**

National Parks & Trains taxes & fees included
INCLUDES all accom, local transport, some meals, tour leader & local guides on this 9-day group tour. Departs Sep 7/icos. **HIGHLIGHTS** Durango, Mesa Verde National Park, Glenwood Canyon, Grand Lake and Rocky Mountain National Park.



Shop front window panels
 (in over 60 stores)

The screenshot shows a grid of holiday packages with descriptions, inclusions, and prices. A 'PERFECT HOLIDAY PROMISE' badge is visible at the bottom right of the grid.

The screenshot shows the Flight Centre website interface with a navigation menu, a hero image of Colorado, and several holiday package listings. Each listing includes a title, price, description, inclusions, and a 'Book Now' button.

Captain's Catalogue in all Eastern Stores. Distribution over 20,000

Flightcentre.ca.
 2,000,000 Unique Visitors per month

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Coops

Merit (June – September, 2009)

An online promotion of Merit's new summer program promoting and selling Dude Ranch vacations in Colorado. Marketing efforts included:

- Online Marketing: Colorado Mini site on Merit's web site.
- Electronic Direct Marketing: 4 e-newsletters will be produced and distributed to Merit's consumer database (24,000)



SYLVAN DALE GUEST RANCH,
Colorado

6 NIGHTS


\$2,195 pp/dbl

Jun – Aug, 2009

- Accommodation
- Ranch activities
- Meals

Colorado
Tourism Office

US\$. Land only.



BLACK MOUNTAIN RANCH

A taste of the West!
Rather than a rigid schedule,
Black Mountain Ranch offers
activities that are flexible.
Choose what you want to do
and when you want to do it.

[Click here](#)

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Coops

Merit Ski

- Joint ads in Globe & Mail and Ski Canada
- All Colorado products were up significantly especially Steamboat (+550%) and Telluride (+379%)

The screenshot shows the Merit Ski Vacations website interface. At the top, there's a phone number: 1.800.268.5940. Below that is a navigation bar with links: WHY MERIT?, DESTINATIONS, SNOW REPORT, HOT DEALS, and TRIP QUOTE. A sidebar on the left lists Colorado destinations: Aspen/Snowmass, Breckenridge, Copper Butte, Keystone, Steamboat, Telluride, Vail, Beaver Creek, and Winter Park. The main content area features a photo of four people in ski gear with the text "Our experience ensures your experience." Below this, there's a "COLORADO" section with a description: "From the USA's highest slopes to miles upon miles of pristine backcountry trails, no destination boasts more terrain to explore than Colorado. Whether you're a first-timer craving all the world-renowned ski schools, or an experienced skier looking to step out of a beginner's for the powder economy, all skiers, snowboarders, and snowmobilers are welcome. And you'll find more than just spectacular resorts and unparalleled skiing. Snowmobiling, dog sledding, ice skating and snowmobiling are just a few of the activities to be experienced." It also includes a "WHY COLORADO?" section: "Over 300 days of brilliant Colorado sunshine a near excellent dining choices, shopping, entertainment and nightlife. Diverse dining choices, shopping, entertainment and nightlife. The biggest, most beautiful mounds of powder you've ever sunk your boots into."

Get in shape for the ski season. Check out www.meritski.com for exercises from our pros!

COLORADO

Some of the Best Skiing in North America and Merit's Top Selling Destination.

At Merit our ski experts love Colorado for its sunny days, dry snow, aprés fun and endless days of powder. Merit has the scoop on where the deals are this year at Vail Resorts, so call today for your personalized quote.

Extraordinary Resorts, Exceptional Experience.

At Vail, it's the back bowls, Beaver Creek, the unparalleled service. For Keystone, it's the family adventure. In Breckenridge, it's the historic town. No matter what you're looking for in a winter vacation Colorado has it and it's the best of the best. Exceptional resorts. Countless reasons to visit. Unbelievable deals to be had with snow that isn't easily forgotten. After skiing in Colorado you'll be smiling all year long. Book by Nov 1 and SAVE!

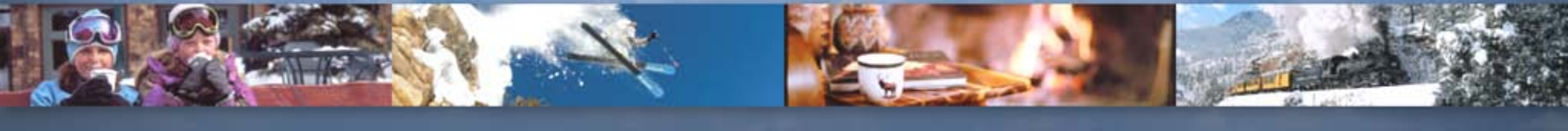
Vail	Breckenridge	Keystone
<p>Voted in the top 10 ski resorts in North America by Conde Nast Traveler.</p> <ul style="list-style-type: none"> • 5 nights at Lodge at Vail • 4-day ski pass for Vail, Beaver Creek, Breckenridge, Keystone and A Basin • Roundtrip transfers from Denver airport • Taxes <p>\$1,310 per person</p> <p>Departs Jan 3 - Feb 10, 2010 USD, per, dbl occ. Land only. Subject to availability.</p>	<p>Come explore and be captivated by the history and charm that Breckenridge has to offer.</p> <ul style="list-style-type: none"> • 5 nights at Breckenridge Mountain Lodge • 4-day ski pass for Breckenridge, Keystone, A Basin, and half day at Vail or Beaver Creek • Roundtrip transfers from Denver airport • Taxes <p>\$1,121 per person</p> <p>Departs Jan 3 - Feb 12, 2010 USD, per, dbl occ. Land only. Subject to availability.</p>	<p>Keystone Resort encompasses three spectacular mountains - Dercum Mountain, North Peak and The Outback.</p> <ul style="list-style-type: none"> • 5 nights at Keystone Lodge • 4-day ski pass for Keystone, Breckenridge, A Basin, and half day at Vail or Beaver Creek • Roundtrip transfers from Denver airport • Taxes <p>\$945 per person</p> <p>Departs Jan 3 - Feb 12, 2010 USD, per, dbl occ. Land only. Subject to availability.</p>

VAIL RESORTS | BRECKENRIDGE MOUNTAIN LODGE | KEYSTONE

200-177 New York, Nevada, OR 800-247-ON-4EVER | 800-268-5940 | 800-268-5940

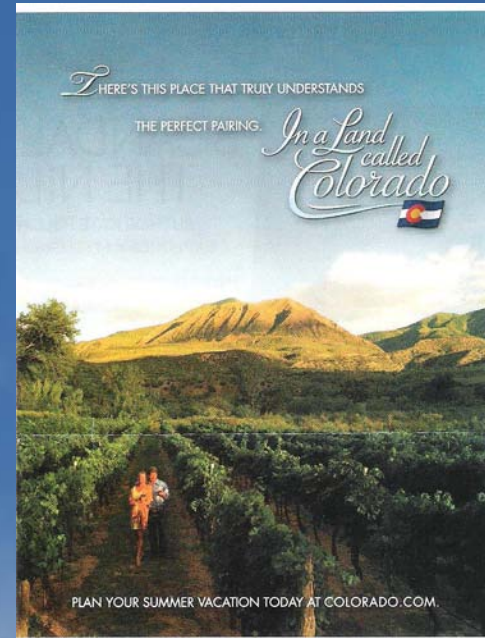
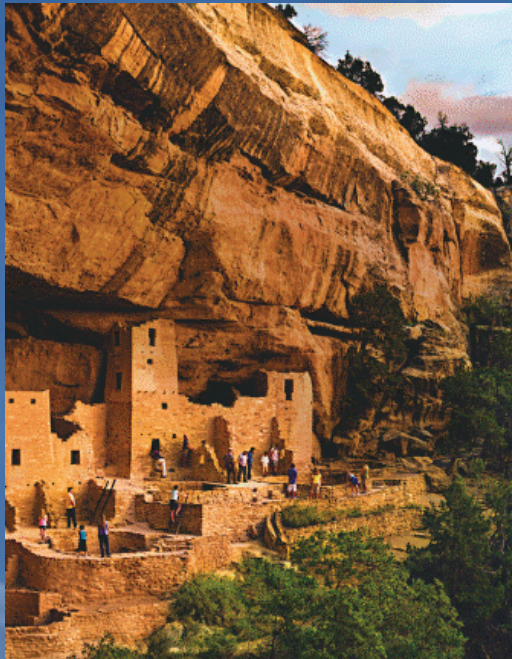
1.800.268.5940
www.meritski.com

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Coops

Zoomer is Canada's premier magazine for the baby boomers with a circulation of 180,000. CTO place 2 ¼ page ads in the May and June issues and one full page ad in the July issue. Along, CTO secured space on Zoomer's web site www.50plus.com



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Travel Trends and News

- Canadian dollar remains close to par with the US\$
- Merit buys Travel Cuts (student travel)
- BCAA closes storefront travel offices in British Columbia; Maritime Travel opens new agencies in BC
- Aeroplan buys Carlson Marketing
- Sunwing and Signature agree to join forces
- Air Canada Adds 7 new US cities to its network
- Expedia launches travel agents affiliate program in Canada
- Virgin America launches Toronto – San Francisco and Los Angeles service
- UPS takes on airline luggage with “luggage box”

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