

IN A LAND CALLED
COLORADO 





CTO In-State International Coordinator

FY 2011 Year End Report
July 2010 – June 2011

Jennifer Bartlett-Alpert



COLORADO
MARKETING
CONNECTIONS

BRINGING THE WORLD TO COLORADO

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Introduction

Jennifer Bartlett-Alpert, Colorado Marketing Connections (CMC), supported the CTO International Marketing Manager with various efforts to promote Colorado to the International markets.

- **The following slides document:**
- Individual Media FAM's coordinated by CMC
- Group trade and media FAM's coordinated and accompanied by CMC
- ITB Berlin, March 6-13, 2011 and International Pow Wow, May 21-25, 2011 San Francisco

Individual Media FAM's

In addition to coordinating and accompanying group trade and media FAM's, CMC coordinated the following individual FAM's during **July 2010 –June 2011:**

Mexico : July 5-10, 2010: ESPN Magazine Mexico / Elite magazine: Denver, Colorado Springs, Mesa Verde

France: July 14th, Culture Radio, Mesa Verde National Park

Germany: July 10-19, 2010: Freelance Guenter Reimann: Bavarian daily Münchner Abendzeitung AZ & the German travel newswire srt, Pagosa Springs, Crested Butte, Gunnison, Aspen, Montrose, Telluride

Germany: July 7-19, 2010: Mr. Knud Kohr (editor), Ms. Susann Sitzler (editor), Ms. Eva Haeberle (photographer), Freelance for Die Zeit, Abenteuer & Reisen, Swiss Magazine, Greand Junction, Gateway Canyon Resort, Durango, Alamosa, Aspen, Gunnison,

Japan: July 19-21: Ryoki Yomiuri (Travel Publication), Durango, Durango Silverton Train, Silverton.CMC is supporting the journalists with lodging and on-site arrangements. CTO is not paying for travel as the Avia Reps contract has not yet been signed for 2011.

Individual Media FAM's



UK: October 2010: Big Earth Productions: **Postponed, new Dates TBA.** Big Earth is compiling a book to inspire and entertain readers who are fascinated by adventures the world has to offer. *Big Earth's 101 Amazing Journeys of the World* will be translated and published for an international audience, from Germany, China to New Zealand. www.bigearthproductions.com

Japan: October 22-27, 2010: Globe Trotter (Americas edition), Ms. Kuniko Kasahara, The guidebook has been considered as a “bible” for Japanese tourists visiting foreign destinations. **Expected Date of Publication:** June 2011. Ms. Kasahara visited Denver, Colorado Springs, and Boulder to update the Colorado segment of the guidebook with new information on attractions and features of the areas

Germany: December 10-18, 2010: Mr. Bernhard Krieger & Ms. Brigita Krieger, DSV aktiv Ski & Sportmagazin, Planet Snow, dpa, and ARD, Germany's Public Radio Network. **Focus:** Vail, Steamboat Springs (Skiing, Champagne Powder, Olympians, Hot Springs) and Denver.

UK: December 14-17, 2010: Daybreak TV: Producer Stephen Gee and two cameramen will be filming Aspen and Snowmass.; **Viewership:** 1,500,000. **Daybreak** is the weekday program from 06:00 to 08:30 for the British commercial ITV Network anchored by Adrian Chiles and Christine Bleakley. **Expected Date of Publication:** Christmas 2010

Individual Media FAM's

UK: January 5-7, 2011: Jonathan Green for the Daily Mail Live Magazine:
Circulation: 2,123,886

Expected Publication: Fall 2011.

He will be doing a story on ice climbing in Ouray and surrounding areas, highlighting winter activity options. PR Value approx. \$700,000. Postponed



UK: February 19-26, 2011: Whitelines Snowboard Magazine,
www.whitelines.com, *Whitelines* is the UK's premier snowboard magazine. Printed in a coffee table format, it combines incredible images from the most respected photographers in the industry. **Expected Date of Publication:** 8-20 pages, Ski season 2010/11. **Focus:** Off the beaten track in Colorado - destination pieces on Telluride, Silverton, Vail and Denver:
<http://fresh.snowboardermag.com/video/ps-who-brought-the-tea-and-crumpets>

France: March 16-30, 2011: La Montagne et Alpinisme: #1 illustrated magazine of the French Alpine Club **Circulation:** Quarterly – 22,500 subscribers / 40,000 readers + over 100,000 visitors on the website. **Expected Date of Publication:** 8-10 pages in September 2011. **Potential Media Value:** \$196,869 **Focus:** Skiing in Crested Butte & one other location & a summer feature on Boulder.



Individual Media and Travel Trade FAM's

Canada: March 17-21, 2011, Canadian National Geographic: Circulation:

Canadian Geographic Magazine – 200,000 Globe & Mail - 383,000
Globe&Mail.com – 2.2 million U/V. **Expected Publication:** Canadian Geographic Nov. 2011 issue/Globe & Mail – Fall/winter 2011. **Potential Media Value:** The two articles amount to close to \$100,000 in value. **Theme** Backcountry skiing/adventure with San Juan Hut System, mountain town life/culture in Ouray and Telluride.

UK: BBC Lonely Planet Magazine, April 2-4, 2011: Matt Bolton, Senior Staff Writer, Mark Read, Photographer: **Circulation:** 45,052. **PROFILE:** Lonely Planet Magazine is the new glossy travel magazine for people with a passion for travel and new experiences. **Expected Publication:** Summer 2011. **Focus:** The article will be a step-by-step 'Perfect Trip' to South West America. The Colorado focus will be on the old Wild West towns –Colorado Springs, Ghost towns, Silverton, Ouray, and Durango

Germany: Dorothee Baer-Bogenschütz April 18-May 1, 2011: TV/Publication

Freelance for art publication Kunstzeitung, Die Zeit, Berliner Morgenpost, Frankfurter Rundschau, Der Tagesspiegel, NRZ. Circulation: Kunstzeitung (200.000 monthly), WAZ (902.228 daily) **Expected Publication:** Spring 2012 **Focus:** Art in Denver, Site of Christo's new project (Colorado River close to Salida), Colorado Springs ,Zapata Ranch, Durango, Mesa Verde. **Media Value:**One page in Kunstzeitung has an ad equivalence of €11,140!

Individual Media FAM's

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UK: Lindsay Sutton, May 10-21 May, 2011: Denver, Amtrak to Grand Junction,

Grand Junction and surrounding areas, Smith Fork Ranch, Crawford **Publication:** Business Traveller and regional consumer publications Newcastle Chronicle, Portsmouth News, Shropshire Star series, Lancashire Post. **Circulation:** Business Traveller – 50,237, Regional titles – combined 200,000. Regional Titles, General travel feature on Denver and West Colorado. **Expected Publication:** Autumn/Winter 2011. **Theme:** Business Traveller – Denver feature, Regional publications – Destination piece.

Germany: Andreas Lesli, Geo Saison, May 25-31, 2011. Freelance for FAS, the Sunday paper of the German national daily FAZ, for Geo Saison, Spiegel.de and Augsburger Allgemeine Zeitung. **Theme:** He participated in the Iron Horse Race, Durango May 28-30 2011. Will also feature stand up paddling in Aspen as well as the city of Denver. **Expected Publication:** Spring 2012



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Group FAMS

Colorado Marketing Connections coordinated and led a number of Group Media and Trade FAMS to highlight Colorado's many landscapes and destinations



"I have been to so many places around the world that it's not easy to be impressed when visiting a new destination. Colorado made this possible in the most amazing ways!"

Carlos García



Mexican Media Group FAM Sept. 9 – 15, 2010 Fall Colors

Denver, Vail, Aspen, BC Natl. Park, Silverton, Durango, Mesa Verde

6 CTO hosted 4 travel and lifestyle journalists for a Media FAM . The group was accompanied by Lilliana Maya, CTO Mexico and Jennifer Bartlett-Alpert, CTO In-State International Coordinator.

Total Potential Media value: \$351,578

Participants:

Bleu & Blanc: Hilda Dominguez Marquez (journalist)

Bleu & Blanc: Carlos Alejandro García Mora (photographer)

GQ: Mariela Gómez Roquero (journalist)

La Revista: Liliana García Brena

Reforma: Sergio Zepeda de Alba (journalist)

Reforma: Yolanda Aggi Garduño (photographer)



German AER-Delta Airlines Travel Agent FAM

Sept 15 - 22, 2010

CTO hosted a travel trade FAM in conjunction with German Ticket consolidator AER and Delta Airlines and invited 10 German top producing travel agency directors and sales agents to Colorado. The trip was coordinated by CMC, but accompanied by Marcel Sprenger/ CTO Germany, Steven Hein/ AER Ticketing and Annette Rizzo, Delta Airlines. Destinations visited were Estes Park, Aspen, Ouray, Mesa Verde, Durango, Pagosa Springs, Colorado Springs, Great Sand Dunes Natl. Park, Denver.

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Participants:

Kathryn Best Quo Vadis Reisen GbR
Ursula Pott, Compass Reisen GmbH
Susanne Briefs, Aster Reise Service GmbH
Manuela Grimm, Travel Overland
Peter Pierrot, VIANOVA Reiseagentur GmbH
Ingo Schumacher, Flugboerse
Olaf Jacke, ARGUS REISEN GmbH
Carmine Esposito, TU Travel



UK Trade FAM, October 4-11, 2010

CTO hosted 5 Travel Agency owners and Tour Operator representatives on a trip touring some of the highlights of Colorado. Leading the group were Jennifer Bartlett-Alpert/ CMC and Duncan McCubbin/ CTO UK . Destinations visited were **Denver, Colorado Springs, Gunnison, Smith-Fork Ranch, Crawford, Black Canyon of the Gunnison, Silverton-Durango, Mesa Verde National Park, Ouray, Gateway Canyon Resort, Grand Junction, and Vail.**

Participants:

Jonathan Ditte, Jetset Tours

Robert Thomson, North America Travel Service

Elaine Muggleton, Travelsphere/ Page & Moy

Angela Merrick, Experience Holidays

Douglas Glen, Glen Travel



Canadian Trade FAM, October 23-27, 2010

Estes Park, Breckenridge, Colorado Springs.

CTO hosted 4 specialty Tour Operator 's and Wholesalers on a FAM to introduce Colorado as a spring/summer/ fall destination . Leading the group were Jennifer Bartlett-Alpert/ CMC and Annika Klint/CTO Canada. Destinations visited were **Denver, Colorado Springs, Gunnison, Smith-Fork Ranch, Crawford, Black Canyon of the Gunnison, Silverton-Durango, Mesa Verde National Park, Ouray, Gateway Canyon Resort, Grand Junction, and Vail.**

Participants:

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Claude-Jean Harel :The Great Excursions
Company

Yoshiyuki (Jay) SHITAR: Canada Tour System Inc.

Bernard Gendron: Voyage Gendron

Mark Schwartz Far Horizons Inc

Julie Anne SAUCIER:Authentik Canada

Daniel Gauvreau: Sport Vac Voyages





French Travel Agent FAM

October 5-11, 2010

Denver, Aspen, Grand Junction, Ouray,
Silverton, Durango, Mesa Verde

CTO partnered with British Airways France to bring 4 Travel Agents and 1 Product Manager for an educational FAM to Colorado. Jennifer Bartlett-Alpert coordinated the FAM. It was accompanied by Alexia Gallardo/CTO France and British Airways.



Participants:

Renaud Boucher/ *Voyageurs du Monde*

Laetitia Galera/ *La Route des Voyages*

Marie Duc/ *Objectif USA*

Virginie Rigo/ *Thomas Cook*

Laure Fauveau/ *Back Roads*

Isabelle Ambrosiali/ *British Airways*



French Media FAM

December 5-12, 2010

Denver, Aspen, Steamboat Springs,
Silverthorne Outlets, Breckenridge

CTO hosted 5 travel and lifestyle journalists on a FAM to generate publicity for Colorado. Jennifer Bartlett-Alpert coordinated and accompanied the FAM together with Laura Guarneri CTO France.

Participants:

Olivier BAUER, L'Equipe Magazine
Stephane COSME, France Inter
Frédéric MILLET, Le Généraliste
Gregory GANNIEUX, Voyagerlux.com
Michèle LASSEUR, Voyage de Luxe

Total Potential Media Value: TBA





Group FAM's

CMC coordinated and accompanied a number of group familiarization trips for CTO.

UK Ski Media FAM January 14-21, 2011

CTO hosted five lifestyle and travel journalists on a winter sports press trip to Denver, Crested Butte and Telluride. **POTENTIAL MEDIA VALUE: \$225.000**

The group consisted of the following Media:

- | | |
|----------------|----------------------|
| Dan Parkinson | Daily Express |
| Daniel Smith | Trinity Mirror group |
| Andy Rudd | Daily Mirror |
| Phil Johnson | Scotland on Sunday |
| Rebecca Almond | Candis magazine |



The journalists were amazed by their experiences in Crested Butte and Telluride and felt greatly inspired to write their stories. Several participants expressed that this was the best press trip they have been on.



German Media FAM May 12-18, 2011 Outdoor Adventures



CTO hosted 5 travel and lifestyle journalists writing for major German and Austrian publications on a press trip focusing on outdoor adventure. They experienced Denver, Colorado Springs, Salida, Zapata Ranch and the Great Sand Dunes NP. **POTENTIAL MEDIA VALUE: \$432,000**

Participants:

- **Joern Klare:** Freelance, FAZ, ARD Radio Stations: 34 million people in Germany daily
- **Jenny Mansch:** Freelance :Ver.di Publik, Deutschlandradio Kultur, taz
- **Thilo Scheu:** Freelance:Passauer Neue Presse, Regional daily, Circulation 192,877, www.reisemagazin.com, German speaking online travel and lifestyle magazine with 3,000,000 subscribers
- **Sabine Mezler-Andelberg:** Die Presse, Leading Austrian national daily with conservative readership, Circulation: 97,902 daily
- **Thomas Rottenberg:** Der Standard, Leading Austrian national daily.





Canadian Media FAM May 31-June 5, 2011

CTO hosted 5 travel and lifestyle journalists from Canada's major publications with the goal of introducing Canadian's to Denver, the Grand Junction area, Telluride, Mesa Verde, and Durango/Sky Ute Cultural Center. **POTENTIAL MEDIA VALUE: \$305,000**



Participants:

Isabelle Laflamme: Freelance:Le Journal de Montreal ,Le Journal de Quebec Canoe.ca QMI News Agency

Michele Mandel: Toronto Sun , Toronto Sun.com

Cinda Chavich: Freelancer :Contributor to Globe & Mail (national daily), Calgary Herald (daily), Avenue Magazine, WestJet (Up! Magazine).

Janet Gyenes: Just for Canadian Doctors Magazine – national travel/lifestyle magazine for doctors.

Kathleen Kenna: Toronto Star (Canada's largest daily), TheStar.com





Mexican Media FAM June 8-14, 2011



CTO hosted 6 travel and lifestyle journalists and photographers from Mexico's top publications with the goal of introducing new destinations to the Mexican market. Destinations visited included Fort Collins, Estes Park, Vail, Breckenridge, Boulder, and Denver. **POTENTIAL MEDIA VALUE: \$257,419.00**



Participants:

- **Analine Cedillo Coss:** www.reforma.co, De viaje! - Reforma newspaper travel section
- **Carlos Figueroa Ramírez:** Photographer for Reforma
- **Andrea Isabel Arzaba Díaz:** www.natgeoespanol.com National Geographic Traveler
- **Cecilia Bastida Figueroa:** Photographer National Geographic Traveler
- **Marck Guttman:** Glamour Latin America & Bleu & Blanc
- **Lorena Bracho:** www.perspectivaradio.com.mx
- www.abcradio.com.mx, Perspectiva - ABC Radio





Fam Feedback

“I have been on hundreds of press trips and this is by far the best of them all.” – Dan Parkinson, Daily Express

“It felt like I was on holiday with a group of friends and the experience I had will allow me to write a fun and informative travel feature, which no doubt will make anyone that reads it want to have the same experience I had.” – Andy Rudd, Daily Mirror

“I thought Colorado was a destination only for skiing. I am impressed with what I saw and have already decided to come back to continue exploring this wonderful land.”

Sergio Zepeda



TRAVEL TRADE PROMOTIONS



ITB BERLIN, March 6-13, 2011, Berlin Germany
Jennifer Bartlett-Alpert represented Colorado at the world's largest tourism trade and consumer show together with Michael Driver, CTO, Marcel Sprenger, Get It Across and Colorado Tourism Industry partners in 130 B2B meetings in 5 days and 2 days of consumer days



TRAVEL TRADE PROMOTIONS



International Pow Wow, May 21-25, San Francisco

U.S. Travel Association's International Pow Wow is the travel industry's premier international marketplace and the largest generator of Visit USA travel.

Jennifer Bartlett-Alpert coordinated all details of the CTO presence at Pow Wow and represented Colorado at the trade show, together with Michael Driver, CTO, CTO International Reps and Colorado Tourism Industry Partners. CTO held 179 meetings with international Travel Wholesalers, Tour Operators and Media in 3 days.

