



CTO Germany

End of Year

Report



FY 2008-2009

LET'S TALK
COLORADO



Major CTO Accomplishments (I)

1. PR Equivalency Report:

- Total AD Equivalency (July 08-June 09): **14.52 million USD**
- Achieved increase total AD Equivalency: **+149 %** vs. FY 2008 (5.83 million)

2. Consumer/ Trade Requests for German Holiday Guide: Jul 08 – Jun 09

- Total number of distributed CO Reiseplaner: **16,735**
- Achieved increase of distributed CO Reiseplaner vs. FY 2008: **- 29%**
- Total number of consumer requests for CO Reiseplaner: **744**
- Achieved increase of total consumer requests vs. FY 2008: **- 58%**
- Total number of trade requests for CO Reiseplaner: **402**
- Achieved increase of total trade requests vs. FY 2008: **- 43%**

Please note: In the year before, the number of consumer requests increased significantly with almost 60% in FY08 vs. FY07, due to some coops and promotions that were specifically targeted to generate brochure requests.

In FY09 the focus of several promotions was to rather direct the consumers to the tour operators (to generate bookings) or to www.colorado.com for researching further information.

In addition, GIA noted a general decrease in requests for written materials (also for other GIA clients) in the office, as well as during consumer shows.

This effect was also aggravated through the new availability of extensive German language information on www.colorado.com/Deutsch, where a significant number of consumer and trade requests were redirected.

Despite the growing importance of the website and online content, with over 16,700 distributed copies, the German Holiday Guide still remains the most important consumer information piece in Germany.

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Major CTO Accomplishments (V)

3. Market Research, Airline Statistics & Revenue Calculation

During spring of 2009 Get It Across Marketing (GIA) undertook a very intensive and detailed tour operator research project on behalf of the Colorado Tourism Office (CTO) to evaluate German programs and their effectiveness.

Here a short overview of research results:

- * Summer Inventory 2008:
 - 62 Tour Operators
 - 154 Tours through Colorado with CO overnights
 - 139 Featured Colorado FIT Hotels (primarily printed)
 - USD 10.1 million in CO revenue

- * Winter Inventory 08 / 09:
 - 26 Tour Operators
 - USD 5.2 million in CO revenue

- * DIA ex Germany
 - 10,466 seats ex Munich sold in 2008
 - 21,442 seats ex Frankfurt sold in 2008
 - Total of 31,908 seats from these two German airports
 - USD 19.1 million in CO revenue

- * ROI in Germany
 - 105 to 1 (based on 2008 Germany budget of USD 325,000)**
 - Every USD 1.00 invested in Germany brings USD 105.00 in revenue to the State of Colorado.

Please note:

Although our very trustful travel industry partners in Germany provided us with their very sensitive data, there is no guarantee on the correctness and completeness of their responses. Only two airports are included in this analysis; additional airlift to the USA is offered from other Germany airports.

No Colorado revenue is captured from individual travelers who have NOT utilized German Tour Operators for their bookings. Lastly, not all tour operators featuring Colorado did submit booking statistics.

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Major CTO Accomplishments (II)

4. Tour Operator Inventory 2009 vs. 2008:

- Achieved increase of Germany based TOs featuring CO product: **+ 1.6%**
(2009: 63 vs. 62 in 2008)
- Achieved increase of CO FIT Hotel Listings 2009 vs. 2008: **- 2.8%**
(2009: 135 vs. 139 in 2008)
- Achieved increase of featured CO related tours 2009 vs. 2008: **+ 13.6%**
(2009: 175 vs. 154 in 2008)
- Achieved increase of total CO tour nights 2009 vs. 2008: **+ 2.9%**
(2009: 713 vs. 693 in 2008)
- Achieved increase relation CO nights to total tour nights: **+ 0.6%**
(2009: 24.61% vs. 24.47% in 2008)

5. German Consumer Travel Shows 2008-2009

- 6x Shows executed (including ITB), representing 32 days of consumer shows
- 5,130 German Holiday Guides distributed at these shows
- Reached about 605,000 consumers at those shows

6. Travel Agent/ Reservation Staff Trainings in 2008-2009

- *Germany* (Dertour/Meiers, Continental, VUSA, Sales Mission) = 543 travel agents
 - *Switzerland* (VUSA Seminar in Feb 09) = 402 travel agents
 - *Austria* (VUSA Seminar in Jan 09) = 202 travel agents
- Total number of trained /educated TAs: **= 1,147 travel agents**

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Major CTO Accomplishments (III)

7. CTO – Pure Tour Operator Coop Programs 2008-2009:

- 1) Explorer Fernreisen – Colorado advertorial on Welt.de w/ United Airlines - July 08
- 2) DERTOUR – Fam Tour, Trainings & New Colorado Self Drive Tour - as of Sept 08
- 3) Meiers Weltreisen – FIT page, internal mailing, Roadshow coverage - Sept 08
- 4) Meso Amerika – Leipzig travel show, consumer events in Berlin & Leipzig - Nov 08
- 5) Argus Reisen – Horse show, Byways Tour, Newsletter & online presentation - Nov 08
- 6) Five Star Tours – Brochure Coverage, Holiday Guide Distribution - Dec 08
- 7) FTI Touristik – Colorado Poster & Flyer mailing to travel agencies - Jan/Feb 09
- 8) Knecht Reisen – Western USA Multivision Show - Jan-Apr 09
- 9) Skytours – Colorado Flyer, Mailing & Show Distribution, Online placement- Jan/Feb & June 09
- 10) CRD – Introducing Historic Train Tour, Special Interest advertising - Mar 09
- 11) America Unlimited – Doctors mailing of Colorado Flyer - Mar/Apr 09
- 12) Amerikareisen.at – “Destination of the Month”-Feature on website - May 09
- 13) Reiseland – Flyer & Poster mailing to travel agencies - May/June 09
- 14) Bikethebest – Sponsoring of European motorbike Roadshow - as of June 09

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Major CTO Accomplishments (IV)

Results of Tour Operator Coop Programs 2008-2009:

Company Name	Type & Focus of Program	Timing	Results to Date
Argus Reisen	ONLINE & OFFLINE CAMPAIGN CONSUMER	Dec 2008	600 Holiday Guides distributed at horse show 600 Pax to Colorado in 2008, bookings for 2009 appear to reach last years level
SkyTours	ONLINE & OFFLINE CAMPAIGN CONSUMER & TRADE	Jan-Apr 2009	500 Holiday Guides have been distributed at several shows
FTI Touristik	ONLINE & OFFLINE CAMPAIGN CONSUMER & TRADE	Jan/Feb 2009	CO numbers for 2009 are slightly down in relation to record year 2008, but still significantly above 2007; strong tendency to late bookings
CRD International	ONLINE & OFFLINE CAMPAIGN CONSUMER	Mar 2009	13 bookings for promoted Historic Trains Fly/Drive Major goal was to create awareness for train products in special interest market
Knecht Reisen	OFFLINE CAMPAIGN CONSUMER	Jan-Apr 2009	Appr. 6000 guests in 30 cities 400 CO holiday guides have been distributed
Five Star Tours	OFFLINE CAMPAIGN CONSUMER	Since Dec 2008	Slight decrease in bookings 2009, but still over 2007
America Unlimited	OFFLINE CAMPAIGN CONSUMER	Mar 2009	Very strong 2009, even better than 2008 (Total CO roomnights: 1,700). AU is also expecting more late bookings this year
DERTOUR	OFFLINE CAMPAIGN TRADE & CONSUMER	Nov 08 – Oct 09	Fam Tour with DERTOUR/ADAC will take place in May/June FIT-Bookings 2009 are up 30% over 2008
Meiers Weltreisen	OFFLINE CAMPAIGN CONSUMER & TRADE	Nov 08 – Oct 09	FIT-Bookings 2009 are up 10%, but even stronger increase in roomnights
Meso Amerika	OFFLINE CAMPAIGN CONSUMER	Nov 08	600 Holiday guides have been distributed at Travel Show
Explorer Fernreisen	ONLINE CAMPAIGN CONSUMER	July 08	Achieved 560,074 page impressions instead of expected 310,000 Bookings for 2009 are growing slightly, esp. for motorhome rentals and new Motorcoach tour



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MEDIA PROMOTIONS

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PR Results

Overview

MGPR generated clippings with a combined ad equivalence of \$14,517,727 in FY 09 (+149% vs. FY 08)

The results of individual press fam tours generated a combined ad equivalence of \$2,036,896.

The results of group media fams from FY 07 & 08 generated a combined ad equivalence of \$1,090,895.

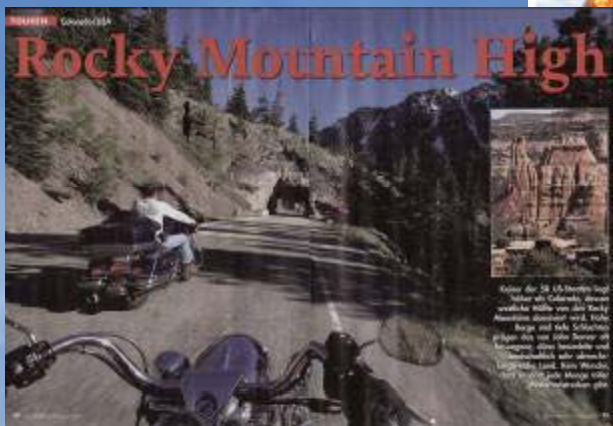
The results of MGPR's press releases in FY 09 generated a combined ad equivalence of \$60,840.



PR Results

Highlights (I) Group media fam

The media participants of the 07-08 Harley group fam published their features within the 08-09 budget period. A total of 12 articles in print and online media resulted from the group fam. The combined circulation and page impressions are 157,671,648, the combined ad equivalence is more than **\$539,101**.



PR Results

Highlights (II) Individual media fams

The Swiss freelance editor Christa Arnet travelled to Colorado in Sept 08. She published five articles in several print and online media. The combined circulation of her results is 32,299,178. The combined ad equivalence is more than **\$331.044.**



Die Charrler & Lake Lead Railway in Arapahoe County mit typischer hölzerner Schienenbahn.
Mit Rauch und Russ durch die Rocky Mountains rattern
Eine Nostalgiefahrt von Arapahoe in Colorado nach Chama in New Mexico

Die Charrler & Lake Lead Railway in Arapahoe County mit typischer hölzerner Schienenbahn. Ein Nostalgiezug mit einer Lokomotive und einem roten Passagierwagen fährt durch einen Wald. Die Lokomotive ist schwarz und raucht viel Dampf aus. Der Wald ist grün und es scheint ein schöner Tag zu sein.

LET'S TALK COLORADO

Ein Werbeblock für Colorado mit dem Titel 'LET'S TALK COLORADO'. Darunter sind verschiedene kleine Bilder und Textblöcke, die die Vielfalt der Landschaft und Aktivitäten in Colorado zeigen.

Flanieren in Downtown Denver

Colorados Hauptstadt ist eine der fussgängerfreundlichsten Cities der USA.

Christa Arnet, Denver
Denvers Lebensader ist die 1,6 km lange, autofreie 16th Street Mall, die als letzte Allee mit 200 Bäumen und 20 Strassencafés ganz Downtown schweigende Barockschönheit. Auf der einen Seite wird sie vom Golden Triangle Museum District begrenzt, der das Denver Art Museum, das Colorado History Museum, die Denver Public Library mehrere Museen und die City Hall umfasst. Auf der anderen Seite erhebt sie in die South Platte River Valley, wo sich über 500000 m² grüne Skate Park, das Stadions, das Aquarium und die Theaterviertel City Center über eine einzige Downtown-Theaterpark der USA sowie weitere Museen befinden.

MIT DEM CIVILIZATION gelangt man bei jeder zweiten Ecke der 14th Street Mall zum anderen, Neozooanlagen mit sich ihre Signierung, Naturgenuss, historische, kulturelle, Freizeit, ein Teil der Strecke ist jedoch zu Fuss zurückgelegt werden. Den nächsten Schritt der Hauptgasse, auch die Seitenstrassen laden zum Spazieren. Schöne und schöne ein.

Im Land der Cowboys und Indianer

Ein Artikel über die Landschaften und Kultur in Colorado. Er enthält eine große Landschaftsfotografie und Textblöcke, die die Schönheit der Natur und die Geschichte der Region beschreiben.



PR Results

Individual media fams

MGPR coordinated seven individual media fams in FY 09:

Already published:

1. Philip Cassier, ICON (luxury lifestyle supplement of the national daily DIE WELT): Philip's travel feature was published in June 09. Circulation 414,335, ad equivalence **\$102,916**.
2. Stefan Wagner, Focus: Stefan's feature about ranch life in Colorado was published in the national news magazine Focus in Oct 08. Circulation 765,169, ad equivalence **\$356,423**.
3. Christa Arnet, freelance: Christa published five articles in several Swiss dailies and magazines. Combined circulation 32,299,178, combined ad equivalence **\$331.044**.

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PR Results

Individual media fams (II)

MGPR coordinated seven individual media fams in FY 09:

Not published yet:

1. Stefan Engert, Golf Journal: Stefan's article about golfing in Colorado will appear in the Aug 09 issue of this leading German golf magazine.
2. Martin Brinkmann and Juergen Foehl, German broadcaster SR: This TV feature about skiing in Telluride and Crested Butte is scheduled for broadcast in winter 09.
3. Tom Noga, freelance: Tom's feature about skiing in Winter Park is scheduled to appear in winter 09/10. Tom writes for diverse German dailies.
4. Dirk Kruse-Etzbach and Marita Bromberg, Iwanowski travel guide "Southwest USA: The revised and updated travel guide will appear in on the market in spring 10.

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PR Results

Further highlight results in FY 09

Freelance Gero Guenther published a ten-page travel feature in Mercedes Magazin as a result of his individual fam in 08. Published internationally in multiple languages with an ad equivalence of **\$263,538**.

Tanja Weimer published a feature about Colorado's historic railroads as a result of the group press fam 07. The feature was published online at www.derwesten.de and in several dailies. Combined ad equivalence **\$320,948**.

Freelance Heike Schmidt's feature about Telluride was picked up by the German newswire dpa and published in multiple German dailies and online media. The articles are a result of her individual press fam in 07. Combined circulation 404,390, combined ad equivalence is **\$92,311**.

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PR Results

Media calls and functions

ITB 2009: MGPR coordinated 19 press appointments for CTO with German, Swiss and Austrian journalists at the world's largest travel fair in Berlin .

MGPR pitched Colorado to 13 German media contacts during editorial calls in Hamburg. Further MGPR editorial calls were carried out in Vienna and Zurich with Colorado themes and story ideas being pitched in meetings with 10 Austrian and 10 Swiss journalists.

A small press breakfast was coordinated in Cologne in the course of the sales road show and was attended by six key media.

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PR Results

Press releases

MGPR composed and distributed six press releases:

1. Oct 08 - Winter ranch vacation in Colorado – sent to 471 media contacts
2. Nov 08 - Unusual accommodation options in Colorado – sent to 519 media contacts
3. Feb 09 - Rafting in Colorado (social media press release) – sent to 489 media contacts
4. April 09 - 50th anniversary of Colorado state parks – sent to 457 media contacts
5. May 09 - Colorado Gold Trail – sent to 563 media contacts
6. June 09 - Science- and environment-related tours in Colorado – sent to 622 media contacts

The press releases generated press clippings with a combined ad equivalence of **\$60,840.**

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PR Results

Upcoming individual media fams

MGPR is currently working on the coordination of four individual media fams:

1. **Karl Teuschl**, freelance TV producer for German broadcaster SR (July 26-28): Karl is producing a 45-minute TV travel documentary about the Santa Fe Trail, showcasing what visitors today can experience along this historic route.
2. **Franz Marc Frei**, freelance for Freizeit Revue, Spotlight and Spiel mit! (Aug 28-Sept 6): Mr. Frei will research several topics including rafting, historic trains and Mesa Verde NP.
3. **Guenter Kast & Sandra Urbaniak**, freelancers for diverse bicycle & hiking magazines (Sept 3-26): The journalists will join the Bitou (Bike Tour and Adventure Incentives) tour “Rocky Mountain High Colorado”.
4. **Bernhard Krieger**, freelance (Dec 09): Mr. Krieger is planning a research trip to Telluride for a story to be published by Ski Magazin and possibly other media outlets such as the newswire dpa.

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TRADE & CONSUMER PROMOTIONS

- I. CTO Internal
- II. CTO Marketing Activities
- III. CTO Fulfilment

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CTO Internal – ITB 2009

1. ITB 2009, Berlin (March 11 – 15):

Participants at the Colorado Booth (10)

Diana Carey, CTO

John Cohn, Durango

Ellen Spitzbart, Aspen Snowmass

Estrella Woods, Telluride

Marcel Sprenger, CTO Germany

Jayne Buck, Visit Denver

Alan Palmer, Vail Resorts

Ines Niehues, Vail Resorts

Mary Jo Coulehan, Pagosa Springs

Cat Coughran, Colorado's Best Destinations



Pre-Scheduled Appointments: 25 (plus scheduled appointments by Ski Resorts), additional walk-ups during trade days

Generated Trade Leads: 46

Brochure Distribution: appr. 1,000 German Colorado Holiday Guides plus 350 Colorado maps and CVB collaterals

In addition, CTO joint the MikullaGoldmannPR Booth to achieve better impact on the press side. Diana Carey attended **4 pre-scheduled meetings** with journalists on Thursday morning/noon. A total of **19 pre-scheduled press meetings** were arranged.

A total of 180,000 visitors attended the 5 day show in Berlin. 112,000 trade visitors during the trade only days (Wed-Fri) and 68,000 additional visitors on the 2 consumer days during the weekend.

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CTO Internal – Sales Mission

CTO Sales Mission Germany (April 21- 25, 2009)

Participants at Colorado Sales Mission (3):

- Jayne Buck, Visit Denver
- Floy Kennedy, Experience Colorado Springs
- Marcel Sprenger, CTO Germany

Scheduled Product Meetings with Tour Operators (12): CRD International, TUI, Airtours, America Unlimited, Canusa (Hamburg, Hannover), Argus Reisen, Explorer Fernreisen, Meiers Weltreisen, Dertour/ADAC, Thomas Cook, Neckermann

Res Staff Trainings at Canusa office and Meiers/DERTOUR office: 65 participants

Furthermore GIA organised a travel industry client dinner in Frankfurt with 4 guests from United Airlines and DERTOUR/ADAC.

In Cologne, MikullaGoldmann PR organised a press breakfast at the Globetrotter flagship store. 6 journalists attended the breakfast, 7 other journalists were supplied with information on Colorado.

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CTO Internal - PowWow Miami

PowWow Miami, May 16-21 2009

GIA attended the PowWow in Miami on behalf of CTO and had **35 pre-scheduled appointments with** tour operators from Germany, Austria and Switzerland, but also from other parts of the world like Italy, Netherlands or Russia. Most of the appointments were executed, but 5 appointments did not show up, probably due to the new appointment scheduling system that several exhibitors (and buyers) complained about. A total of **100 trade leads** have been generated through this show.

The Pow Wow appointments in general went really well. Experienced a great interest from the various tour operators in the Rocky Mountain region and on Denver as the attractive and important gateway to the Rocky Mountain region and the Four Corner States. Many operators were interested in coop marketing activities to promote Colorado and the RM region according to their tour operator programs covering this region.

Most of all tour operators were very rather satisfied with the booking situation regarding the current economic circumstances and were relatively optimistic in general, despite a given uncertainty as to the development in the next year.

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CTO Marketing Activities (I)

1. ADAC/Dertour Travel Agent Fam; May 27 - June 3

Participants: 12 travel agents from the top selling ADAC travel agencies in Germany

Routing:

Denver – Aspen – Ridgway – Durango – Mesa Verde NP – Grand Junction – Vail
(based on new Fly Drive itinerary, featured in 2009 summer brochure from Dertour)

Activities / Highlights:

Denver Art Museum, Aspen Walking Tour, Black Canyon of the Gunnison NP visit, Jeep Tour in Ouray, Durango & Silverton Railroad, Mesa Verde NP visit, Horseback Riding & ATV Tours at Gateway Canyons, etc.

Comments:

The feedback to this Fam trip was extraordinarily well due to the high number of great activities and highlights that have been organised by all involved partners. GIA wishes to thank every partner for their great support and hospitality!

Other:

One week after return, this ad, created by one of the participants, was featured in a regional newspaper in Kassel, highlighting Colorado:



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CTO Marketing Activities (II)

2. CTO Tour Operator Coops - Samples

Please find following some tour operator coops executed in the last fiscal year in Germany/Austria/Switzerland on behalf of CTO:

Coop with Knecht Reisen Switzerland

1. Colorado participated in the **USA-West Multivision Show** tour visiting 30 cities in Switzerland in Jan/ Feb/Mar 2009.
2. Colorado was featured with several destination highlights in the multivision show
3. Colorado was featured on the cover of all prize raffle cards distributed at each show location with image and logo
4. Colorado had the opportunity to distribute the Colorado Holiday Guide at each location
5. GIA provided Colorado pop-up display for entrance decoration at each show location to create further awareness for CO
6. Knecht Reisen featured the Colorado Logo on all advertisements/ flyers promoting the shows in Switzerland
7. The Multivision show had its own website where all partners are featured and direct links to the destination websites are provided. (Link goes to the German subsites)

A total of almost **5,000 visitors** attended the 30 shows all around Switzerland. **500 Colorado holiday guides** have been distributed. Knecht Reisen reported a **booking plus of 8%** for this season with Colorado products.



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CTO Marketing Activities (III)

Coop with CRD International

- **Placement of 1/2 page ad** within Northamerica issue of train special interest magazine "Eisenbahnkurier" (issued every other year; theming: Historic Trains in Northamerica)

- CRD is the only train tour operator specialist in Germany featuring a two weeks pure Colorado historic train tour.

Please see website: www.crd.de

- CRD featured train tour on a double page in train catalogue and online

- Ad has been produced and layouted by CRd; call to action: order Colorado Train info at CTO and book with CRD International

Timing: March 2009 (shelf life of magazine is 2 years!)



WIR BRINGEN SIE ANS ZIEL IHRER TRÄUME
KANADA • ALASKA • USA

COLORADO HISTORIC TRAINS™
mit 4000 PS durch das Wildem Westen
12 Tage ab 699 EUR pro Person
Infos unter www.crd.de/bahn

NORDAMERIKA PER BAHN ERLEBEN

Bahnreisen, Wohnmobilurlaub, Autofahren, Natur-Aktiv Programme und Winterreisen vom erfahrenen Nordamerika Spezialisten.

NORTH AMERICA Travel House

AMTRAK
USA America Rail

CRD ist Repräsentant der amerikanischen Eisenbahngesellschaft AMTRAK in Deutschland.
CRD International GmbH · Stadthausbrücke 13 · 20355 Hamburg
Telefon: 0431/300 046-30 · Telefax: 0431/300 046-55 · E-Mail: info@crd.de · www.crd.de

Coop with America Unlimited

1. **Doctors/ medical practises mailing** to 18,000 medical practises/ doctors all over Germany.

2. Insertion of 4-page Colorado folder produced by Amercia Unlimited as the only tourism destination besides medical publications

3. America Unlimited was in charge of:

- Layout, production and printing of 4-page Colorado flyer featuring Colorado products out of their product portfolio.

- America Unlimited covers production costs of 18,000 flyers and delivery to respective marketing agency responsible for the insertion

Timing: March/April 2009



Mietwagenpreise

COLORFUL COLORADO

Mietwagenpreise

Colorado

Wichtige Informationen

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AMERICA Individual Reisen
unlimitedcard

Colorful Colorado ab nur **385,-**

Wichtiges für alle bei Individualreisen und unlimitierten Angeboten

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A cyclist is shown in silhouette against a bright sky, performing a jump or trick.



CTO Marketing Activities (IV)

WEB MARKETING Sample

CANUSA TOURISTIK – Colorado Winter i-Magazine on canusa.de – Launched in Aug 08

Program:

Canusa launched its first 100% i-magazine and that on Colorado only. The i- Magazine only exists online on canusa.de. It focuses on winter in Colorado in general but highlights in addition to ski all other possible winter activities within the State of Colorado. The core part of the magazine, however, features all major Colorado ski resorts like Aspen/ Snowmass, the Vail Resorts, Copper Mountain, Steamboat Springs and Winter Park. The final addition is a city portrait of Denver.

Partner:

Canusa Touristik (tour operator) plus the CTO, Aspen/ Snowmass, The Vail Resorts, Intrawest and the Denver CVB.

Online components:

1. Creation and development of **first i-magazine** only available online on canusa.de. Presents interactive features just like destination videos, image gallery per destination and individual destination specials.
2. Expansion of Colorado winter product placement on **canusa.de/Colorado**
3. **2x integration of Colorado E-magazine in Canusa Online Newsletter targeting around 500,000 consumers each.**

Timing of program:

Aug – Dec 2008

Focus of program:

Colorado Winter 2008/ 2009 products plus Denver

Results:

115.000 visits to the magazine, 95% went further than the first page
43% clicked through complete magazine, **19277 users** participated in included contest
CO Bookings: **+9-10% pax / +20% revenue** (as of mid November)
i-magazine remains online on Canusa website.



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CTO Marketing Activities (IV)

Consumer Shows

In 2008/2009 GIA participated in **6 consumer shows** on behalf of the Colorado Tourism Office. At three of these shows CTO was part of the Visit USA booth:

- Reisen Hamburg
- f.re.e Munich
- CMT Stuttgart



At two other shows, GIA partnered with tour operators to secure presence for CTO at those shows:

- Jagd & Reisen Hannover, with Argus Reisen
- Touristik & Caravaning Leipzig with Meso Reisen

In addition, CTO attended the ITB in Berlin, which included 2 days that were open to consumers.

In total, this equals **32 days of manned booth presence** at consumer shows, where over **605,000 visitors** were reached. **5,652 Colorado Holiday Guides** have been distributed plus 900 CO Highway maps and several hundreds of further brochures like Denver lure, Mesa Verde, Durango or Ski information.

In November/December, CTO also partnered with the Warren Miller Film Show that toured through Germany, Austria and Switzerland. 500 Colorado Holiday Guides were distributed at shows in 25 cities.

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Fulfilment

Distribution of Materials for corresponding Month and Cumulative Amount

Month	Brochures and Maps	Other
July 08	2,018 German Holiday Guides	Maps, Denver, Co Springs, Winter
Aug 08	197 German Holiday Guides	Maps, Denver, Co Springs, Winter
Sep 08	397 German Holiday Guides	Maps, Denver, Ski and Photo CDs
Oct 08	256 German Holiday Guides	Maps, Denver, Photo CDs
Nov 08	1,058 German Holiday Guides	Maps, Denver , Ski Destination, Photo Links
Dec 08	1,512 German Holiday Guides	Maps, Denver, Photo CD-Roms, ski guides
Jan 09	3,673 German Holiday Guides	Maps, Denver, Ski, Scenic Byways, Photo CDs
Feb 09	2,037 German Holiday Guides	Maps, Denver, Rocky Mountain, Mesa Verde, Scenic Byways, Winter
Mar 09	1,060 German Holiday Guides	Maps, Denver, Ski, Mesa Verde, Durango, Grand Junction, Byways
Apr 09	217 German Holiday Guides	Maps, Denver, Mesa Verde, Durango, Grand Junction, Byways
May 09	1,930 German Holiday Guides	Maps, Denver, Mesa Verde, Durango, Grand Junction, Byways
June 09	1,126 German Holiday Guides	Maps, Denver, Mesa Verde, Durango, Rocky Mountain, Byways
TOTAL	15,481 German Holiday Guides	

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Travel Trends 2009

The following developments can currently be observed in the German speaking market:

⇒ Strong tendency to **late bookings** even for long-haul travel

⇒ FIT bookings stable or increased

⇒ Fly Drive bookings are still strong

⇒ Motorcoach tours are generally weaker than in 2008

⇒ “Stable is the new up” – Most tour operators are satisfied with the current Booking situation, as most can confirm the extraordinary results of 2008

⇒ Every tour operator reports better numbers than in 2007

(With an overall increase of appr. +20% from the German market, 2008 was a record year)

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