

Colorado

Tourism Office



MEXICO END-OF-THE-YEAR REPORT

2009



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Objectives



- Establish Colorado Tourism Office's presence in the Mexican market
- Introduce the Mexican media to Colorado's tourism product
- Present Colorado to the Mexican travel trade as a year-round fun and exciting destination, for all ages
- Show Colorado's commitment to the Mexican market

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Travel Trade Achievements



- Colorado Tourism Office joined the Visit USA Committee-Mexico
- www.visitusa.com.mx
- Participated in the Visit USA trade show, ExpoVacaciones USA 2009, with approximately 400 travel agents in attendance
- Participated in Visit USA seminars in the cities of Queretaro, Leon, Puebla and Veracruz, where a total of 271 travel agents were trained
- Attended 6 Visit USA monthly General Assemblies

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Invertour Marzo 2009 - Mozilla Firefox

Archivo Editar Ver Historial Marcadores Herramientas Ayuda

http://www.invertour.com.mx/expovac09.html

Más visitados Primeros pasos Últimas noticias

Acceso al correo del dominio travelpie.c... Invertour Marzo 2009

Portada Índice Aerolíneas Destinos Hoteles Noticias Nosotros

Expo Vacaciones USA 2009

Alex Pace,
presidente de Expo Vacaciones USA

Ramón Ibañez, Blanca Olivera, Julio Laguna y Trinidad Vargas

Alex Sansores, Sonia Porras y Guillermo Núñez

Azucena Osorio y Luis Barrios

Jennifer Jasper, Glenda Taylor, Ana Espinosa y Annie Allen

Israel Gómez

Listo

Inicio 6 Microsoft Outlook (0 no leídos) Corre... Invertour Marzo 20... ITINERARIO ESQUI... Documento1 - Micro... 20:08



Travel Trade Achievements



- Hosted Aeromexico inaugural flight fam trip for sales staff of 10 top wholesalers



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Travel Trade Achievements



- Attended 6 monthly assemblies of the Metropolitan Association of Travel Agents (METROPOLITANA), the most prestigious travel agent association in Mexico, which generates about 70% of the total sales in the entire country
- Attended the January luncheon of the Association of Women Travel Executives (AFEET)
- Attended the January and June luncheons of the Confederation of Women in Travel (CONFETUR)
- Attended the travel agent luncheon hosted by Viajes Holam and Vail Resorts

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Travel Trade Achievements



- Attended the ARLAG trade show, hosted by the Regional Association of Airlines of Guadalajara, one of the most important trade shows in the country, with an estimated attendance of 500 travel agents.



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Travel Trade Achievements



- Accomplished 110 sales calls to wholesalers and travel agents
- Revised and updated www.colorado.com/espanol
- Completed wholesaler inventory study

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Media Achievements



- \$ 1,953,299 U.S. in publicity value, January-June 2009
- Accomplished 27 media calls
- 20 minute live interview on the “Imagenes del Turismo” radio show, on Radio Imagen, Mexico’s most listened-to talk content network, with nationwide coverage
- Hosted media luncheon
- Hosted group media fam trip
- Wrote and distributed 4 press releases

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Media Luncheon Objectives



- Make an official announcement about the Colorado Tourism Office appointing TravelPIE as its representative in Mexico
- Introduce the Mexican media to Colorado's tourism product
- Pitch summer fun story ideas
- Show Colorado's commitment to the Mexican market

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Mexican Media Luncheon Invitation



colorado
colorado

"Color" forma parte de nuestro nombre
Entérate por qué

Cita: Martes 31 de marzo de 2009
Lugar: Restaurante Valkiria
Masaryk 419 esq. Calderón de la Barca, Polanco
Invita: Oficina de Turismo de Colorado
R.S.V.P 5281.4923
colorado@travelpie.com.mx
www.colorado.com

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Media Kit



Each journalist was provided with a Media Kit CD that included the following information, story ideas and press releases provided to us by partners from around the State:

2009 MediaKit.pdf
CTO Appoints Mexico Rep
Aero Mexico Press Rel
Colorado Story Ideas
Epic Season Pass. March 2009
Informacion Sobre Telluride
Release Epic Summer
What's New 08-09
What's New in 2009
2009 Telluride Summer Itineraries
Top things to Do in Boulder – 2009
Story Ideas – Farm, Food, Art, Play – 2009
COLORADO PRESS RELEASE MARCH 2009
Boulder Tops the List
Mountain Facts 2009-10
Story Ideas
What's New in 2009 English

Durango - MediaKit 200
Colorado Designa Representante
Cherry Creek Mall y Aeromexico
Ideas Para Artículos Sobre Colorado
Vail Resorts - Epic Season Pass 2009
Telluride - Información
Vail Resorts - Epic Summer
Telluride – What's New 09-09
Denver – Novedades 2009
Telluride – Summer Itineraries 2009
Boulder – Top Things To Do 2009
Boulder – Story Ideas – Farm, Food, Art, Play
Colorado – Verano 2009
Boulder – Tops the List
Telluride – The Mountain 2009-2010
Telluride – Story Ideas
Denver – Ideas para Artículos

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Attendees



Media	Contact
Boy de Viaje	Mr. Andre Dulche
El Economista " A Viajar"	Mr. Jose Treviño.
El Economista " A Viajar"	Mr. Federico de Jesus Sanchez
El Universal	Ms. Jessica Servin
Esquiére	Mr. Alberto Torres
Freelance photographer	Mr. Adalberto Adame
Freelance travel writer and photographer	Mr.
Invertour	Ms. Guillermina Sanchez
Jaime Maussan	Mr. Max Schiaffino Perez
Orange Grupo Editorial	Ms. Yazmin Vargas
Reforma	Ms. Patricia Miranda
Swishy	Ms. Eugenia Correa
Turistampa	Ms. Monica Ibarra
Freelance travel writer and photographer	Mr. Adalberto Rios
Travel Market	Mr. Ruben Hernandez
Travesias	Mr. Pablo Mata
Negocios y Convenciones	Mr. Juan Luis Moncada

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Attendees



Radio Formula	Mr. Irene Moreno
Excelsior	Ms. Jessica Servin
Luxe and Class Magazine	Mr. Jose Luis Diz
Milenio Diario	Mr. Edgar Reyes
Invertour	Mr. Jaime Orizaga
Asesoría Turística	Mr. Fernando Diaz-Viquez
Excelsior	Mr. Carlos Velazquez
Irene en Formula	Ms. Irene Moreno
Imagenes del Turismo	Ms. Laura Rodríguez
88.9 Noticias	Ms. Liz Vega

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Group Media Fam



- Hosted 5 travel and lifestyle journalists on a group media fam trip June 20-26
- Tour included: Denver, Vail, Aspen, Cripple Creek and Colorado Springs



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Group Media Fam



- In attendance were:
 - Ms. Cecilia Nuñez. Travel Writer, Reforma newspaper
 - Mr. Karloz Gonzalez. Photographer, Reforma newspaper
 - Ms. Lilliana Maya. Co-editor, Bleu & Blanc magazine
 - Ms. Gabriela Torres. The Billionaire magazine
 - Mr. Tony Scheffler. Status Magazine



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