

Colorado Tourism Office

The Office of Economic Development & International Trade -- Colorado Tourism Office (CTO)

The CTO receives an annual appropriation of approximately \$20 million to promote Colorado to potential tourists through an advertising, marketing and public relations campaign, the Official State Vacation Guide and Official State Map, www.Colorado.com and by providing traveler services at state Welcome Centers.

Marketing & Advertising

International Markets

The CTO's International Program markets the state to international visitors through trade, consumer and media relations. The program's goal is to attract a steady increase of international visitors to Colorado to experience the state's year-round travel product. The CTO currently has international marketing representatives in Germany, the United Kingdom, France and Japan to market travel and tourism. Other markets include Mexico and Canada.

Domestic Markets

The CTO has developed a strong national and regional domestic advertising campaign, marketing to out-of-state visitors through print and online media. The purpose of the campaign is to inspire potential visitors to take a vacation in Colorado by driving them to www.Colorado.com and 1-800-Colorado. Every year, a marketing plan is developed with outlined media objectives, strategies and target audiences.

Marketing Matching Grant Program

The CTO has a matching grant program that provides assistance to the tourism industry for marketing efforts. Travel regions throughout the state are eligible for these grant dollars, as well as statewide associations, organizations and other nonprofit entities that engage in promoting travel throughout the entire state. These grants are competitive and are awarded annually. A total of 32 grants were given out last year and \$500,000 has been allocated this year.

Public Relations Program

- Goal is to generate positive publicity as a premiere travel destination with diverse attractions and experiences
- Pro-active media relations tactics
- Media FAM trips to Colorado
- In-market media and tour operator trips
- Colorado concierge consumer trade show program

Official Colorado Communications & Information Services

- The Official State Vacation Guide (OSVG)
- 1-800-Colorado
- www.colorado.com
- Official State Map
- Opt-in E-newsletters
- Colorado Welcome Centers

The Official State Vacation Guide (OSVG) provides valuable travel information to inspire and help tourists plan their trips to Colorado. In 2008, 800,000 OSVGs were printed and are being distributed through the 1-800-Colorado call center, Colorado.com website, welcome and visitor centers, trade shows, etc. Colorado.com further promotes the Colorado brand and provides comprehensive tourist information on what to see and do while in the state. The website provides planning tools, along with added inspiration to book a Colorado vacation. The CTO and the Colorado Department of Transportation collaborate on the official state map – the map has proven to be one of the most used travel-planning tools the CTO produces. Another marketing initiative is the e-CRM program that distributes electronic consumer newsletters featuring exciting Colorado activities and destinations to an opt-in email address database.

An integral part of the Colorado Tourism Office promotional efforts is the operation of a network of tourist information centers or “Welcome Centers.” Currently, there are 10 facilities, strategically located at high-volume entry points into the state and at Red Rocks in Morrison. The Welcome Centers greet nearly 1 million visitors a year and utilize approximately 500 citizens of Colorado who volunteer their time to assist travelers stopping at the centers.

CTO Co-op Marketing Program

Maximizing the Tourism Industry’s Marketing Budgets

The co-op marketing program leverages state marketing dollars so that the tourism industry’s marketing dollars can go farther. Industry partners are presented the opportunity to “piggy-back” on CTO-sponsored marketing programs at greatly discounted rates.

The co-op program provides:

- Strategic, discounted media programs
- Diverse media offerings, reaching multiple target audiences
- Cost-efficient pricing to meet industry budgets
- Many programs supported by editorial and CTO ads
- Opportunities to leverage the CTO’s marketing efforts, including media advertising and exposure at travel trade shows, as well as partnering with the state visitor guide and website
- More co-op partnering means more consumer exposure for everyone concerned with promoting travel to Colorado and creates the best-case scenario for increasing tourism to the state of Colorado

Media Advertising Opportunities	Other Advertising Opportunities
Magazine special sections	Official State Vacation Guide
Magazine travel planners	Official State Website – Colorado.com
Magazine master contract rates	Colorado Concierge (domestic consumer trade shows opportunities)
Internet discount program	International programs (international trade shows, brochure distribution)
Newspaper Inserts	Welcome Center Back-lit Advertising Display

Heritage Tourism Program

In partnership with the Colorado Historical Society, the CTO Board directs the Heritage Tourism Program with the guidance of an oversight committee composed of four board members (two are state senators) and lead staff from the Colorado Historical Society, the National Trust for Historic Preservation, Colorado Preservation, Inc., and the Colorado Department of Transportation’s Scenic and Historic Byways Program. The CTO promotes

strategy, research, marketing, and manages grant opportunities from the State Historical Fund.

Industry Relations & Outreach

The CTO has an Industry Outreach Program designed to communicate with Colorado's tourism industry to maximize the support needed to grow tourism businesses, attractions and destinations. A large portion of the CTO industry relations involves communicating with chambers, convention and visitors bureaus and visitor centers across the state and disbursing leads and opportunities on both media and travel trade levels. Relevant CTO research, advertising opportunities, marketing plans and other tourism programs are shared with the industry and featured on the www.Colorado.com webpage dedicated to industry members.

The annual Governor's Tourism Conference brings industry members together to discuss the challenges and opportunities for one of Colorado's most important economic sectors. This event provides a forum for Colorado businesses, destinations and attractions to share information on the state of the industry and explore ways to strengthen it. Each year, this event is held in different locations throughout Colorado. Attendance has grown substantially since the CTO took over organizing the conference in 2001.

Research Programs

The CTO commissions research projects every year to measure the success of its promotional efforts and identify the impact of tourism on the state's economy. Longwoods International has provided valuable information to the CTO by identifying visitor profiles to use in the marketing campaign planning process and measuring the return on investment of the CTO's advertising campaign. Further, the Quarterly Travel and Tourism Indicator is prepared to serve as a statewide tourism activity tracking tool.

Impact of Tourism – It Touches Us All

- One of the largest employers in the state -- 200,000 people
- Consistently among the three largest industries in the state
- Examples of the Tourism Industry:
 - Bed & breakfasts, hotels and dude ranches
 - Ski resorts & private travel attractions
 - Casinos
 - Restaurants & Bars
 - Rafters & Outfitters
 - Museums & Cultural Facilities
 - Private & public campgrounds
 - Farmers
 - Gas station/convenience store owners
 - Transportation companies
 - Retail shops
- **Reaching Out** -- the Colorado Tourism Ambassador Program strives to educate every Colorado citizen about the importance of tourism, and the benefits conveyed by a strong tourism industry.
- There are more than 1,600 Colorado residents signed up as Tourism Ambassadors, with at least one ambassador in every county in the state.

Tourism – Among Colorado's Largest Industries

- Colorado welcomed 28 million overnight visitors from domestic U.S. markets in 2007
- Visitors to Colorado spent \$9.8 billion in 2007

Tourism is Big Business

- Total state and local taxes by Colorado visitors in 2007 was \$763 million
- Colorado had 4.86 million residents in 2007 according to the U.S. Census Bureau
- This equates to \$157 in tax revenue for every Coloradan, or more than \$407 per average household
- Without tourism tax revenue, Coloradans would be paying more taxes of the state would be providing less services
- *(Total tax revenue / Total residents)*

Source: Dean Runyan Associates, "Economic Impact of Travel on Colorado" for 2007