



mikullagoldmannPR ■



# **CTO – GERMANY FY11 Monthly Reports**

**Monthly Report – Get It Across/ MikullaGoldmannPR – Germany Representative – July 2010**

**Fast Facts:**

**Highlight 1 (Press):**

D. Kruse-Etzbach and M. Bromberg, who has been to Colorado in summer 2009, published a new version of their travel guide "Iwanowski's USA Südwesten" including Colorado.

T. Jacobsen published a four-page article about Charlie MacArthur and SUP in Colorado in the SUP Journal.

**Circulation 15.000, Ad equivalence \$14.946.** The article is a result of MGPR's press release on new trend sports.

**Highlight 2 (Trade):**

Colorado & German Colorado holiday guide were featured on cover of the ordering magazine of our mailing house INFOX.

The ordering magazine is sent out each week to appr. 15,000 travel agencies all over Germany.

**Public Relations**

- Number of media calls/follow up calls: 37
- Press releases: 1
- Attended: ---
- Total Monthly Media Equivalency compared Year to Date in US Dollars:  
**July 10 \$386.112 +76% vs. July 09**
- Total Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €301.650 +98% vs. FY 10**
- MikullaGoldmannPR - PR Placed Monthly Media Equivalency compared Year to Date in US Dollars:  
**July 10 \$270.429 +61% vs. July 09**
- MikullaGoldmannPR - PR Placed Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €211.273 +81% vs. FY10**

**Travel Trade**

- Number of Sales Calls: 2
- Number of Trade Inquiries: 5 [2x via INFOX; 3x via GIA] – awaiting final fulfilment listing for July from INFOX
- Number of Sales Leads: 1

**Current Running Co-Ops**

- TUI: Desk Pad production + Product Development & Colorado Image on Summer Catalogue Cover
- Hotelplan: Inclusion of new Colorado Self Drive tour in Summer brochure & Flyer Mailing
- Meiers Weltreisen: Give Away Promotion for Self Drive tour (supported by Colorado CVBs) & Camper Training Day
- Canusa: iMagazine placed on Canusa website and featured in Newsletter (80% summer, 20% winter)
- Skytours: Mailing of Flyers to Swiss travel agents, promoting FlyDrive
- DERTOUR: Flyer Mailing to travel agencies, promoting FlyDrive, FIT Hotels & Camper Rentals ex Denver

**Consumer Fulfilment**

- Number of Consumer Inquiries: 153  
[12 x via Colorado.com, 21x via GIA, 2x w/o brochure order, 118x via America Journal / COS]
- Distribution of Materials: 151 Holiday Guides

**US Dollar Exchange Rate**

1€ = USD 1.29134 on July 26, 2010

Compared to 1€ = USD 1.42 on July 30, 2009

**Online Activities:**

CTO Official Website Visitors (German version of Colorado.com): 936 visits (July 1-20, 2010)

Website Visitors in Dec from	Germany:	546 visits
	Austria:	47 visits
	Switzerland:	60 visits

# MikullaGoldmannPR - Monthly Report

## Public Relations

### Total Media Equivalency Clipping Evaluation Report – MikullaGoldmannPR

Publication	Title	Date of Publish	Journalist	Circulation and Type	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
InStyle Beauty	Exciting Spas	28.04.2010	P. Harms	200.000 2 x a year	96.000€	\$122.880	GA	Extraordinary Spas around the world (Dunton Hot Springs)
AMERICA	Glowing in the sun	May/June	M. Brinke P. Kränzle	37.500 6 x a year	7.470€	\$9.562	PFI	Across the USA by train (Denver, Glenwood Springs, Grand Junction, )
Neue Westfälische	Rock arches	05.06.2010	H. Schmidt	16.070 Daily	19.088€	\$24.433	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Flensburger Tageblatt	Nature tours by RV	05.06.2010	H. Schmidt	37.451 Daily	10.327€	\$13.219	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Elsmhorner Nachrichten	Nature tours by RV	05.06.2010	H. Schmidt	11.675 Daily	4.429€	\$5.669	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Rheinpfalz am Sonntag	Like the cowboys	06.06.2010	n.a.	239.900 Weekly	789€	\$1.010	NA	Western style holidays (Bar Lazy Ranch)
Sonntag Aktuell, Stuttgart	Cowboy holidays	06.06.2010	n.a.	442.817 Weekly	1.069€	\$1.368	NA	Western style holidays (Bar Lazy Ranch)
NZ Nürnberger Zeitung	Wild West by RV	12.06.2010	H. Schmidt	144.842 Daily	13.693€	\$17.527	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Food and Travel	Cowboy holidays	16.06.2010	n.a.	28.000 6x a year	2.225€	\$2.848	NA	Western style holidays
Aachener Zeitung	With a RV through the Southwest	18.06.2010	H. Schmidt	11.243 Daily	9.878€	\$12.644	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Aachener Nachrichten	King of the road	18.06.2010	H. Schmidt	11.243 Daily	9.878€	\$12.644	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Neue Zürcher Zeitung	Cowboys walking	18.06.2010	C. Arnet	139.732 Daily	10.081€	\$12.904	PFI	Denver for pedestrians

Fuldaer Zeitung	King of the road	19.06.2010	H. Schmidt	50.059 Daily	3.793€	\$4.855	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Landeszeitung für die Lüneburger Heide	King of the road	19.06.2010	H. Schmidt	32.607 Daily	6.055€	\$7.750	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Bäcker Blume TV & Rätsel	Chaoscamper	19.06.2010	n.a.	127.931 Weekly	8.500€	\$10.880	NA	TV preview
Top shop Ausgabe Aschaffenburg	King of the road	24.06.2010	H. Schmidt	67.800 Weekly	911€	\$1.166	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
SUP Journal	Charlie MacArthur SUP in Colorado	July 2010	L.J. Wilmott/ MGPR	15.000 2 x a year	11.800€	\$15.104	PR	Charlie MacArthur SUP in Colorado
Mühdorfer Anzeiger	Affordable Wild West	03.07.2010	MGPR	4.811 Daily	1.911€	\$2.446	PR	Summer bargains in Colorado
Motorradfahrer	Nation Cross	06.07.2010	n.a.	57.364 Monthly	527€	\$675	NA	Motocross of the Nations in Denver
Westdeutsche Zeitung, Düsseldorf Hilden	Real men compete at Pikes Peak	10.07.2010	MGPR	29.143 Daily	498€	\$637	PR	Pikes Peak Hill Climb
Handelsblatt	Doomsday in Celeb-Paradise	12.07.2010	A. Dörner	145.437 Daily	35.925€	\$45.984	NA	'Aspen Ideas Festival' in Aspen
TV klar	Rivers of the world	15.07.2010	n.a.	290.613 Weekly	1.052	\$1.347	NA	TV preview
Publication	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)		Source	Description
NZ Nürnberger Zeitung online	Wild West by RV	12.06.2010	H. Schmidt	511.584	1.510€	\$1.933	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Bild online	Girl fighting with crocodiles	19.06.2010	n.a.	1.668.519.371	39.790€	\$50.931	NA	Colorado Gators Raptor Park
derStandard.at	City in Colorado bans bicycles	22.06.2010	n.a.	n.a.	n.a.	n.a.	NA	Black Hawk forbids cycling
Reisen.t-online.de	Suspension bridges worldwide	23.06.2010	n.a.	15.934.818	2.549€	\$3.263	PFI	Royal Gorge Bridge
Zeitgeistusa.de	German Heritage Festival	25.06.2010	MGPR	n.a.	n.a.	n.a.	PR	Colorado Railroad Museum celebrates German Heritage

Reifenpresse.de	Title defense at Pikes Peak	30.06.2010	MGPR	n.a.	n.a.	n.a.	PR	Pikes Peak Hill Climb
Life PR	Affordable Wild West	01.07.2010	MGPR	710.427	n.a.	n.a.	PR	Summer bargains in Colorado
Traveldaily.de	Affordable Wild West	01.07.2010	MGPR	n.a.	n.a.	n.a.	PR	Summer bargains in Colorado
Stockwatch.de	Affordable Wild West	01.07.2010	MGPR	n.a.	n.a.	n.a.	PR	Summer bargains in Colorado
Fliegen & sparen	Affordable Wild West	02.07.2010	MGPR	111.126	23€	\$29	PR	Summer bargains in Colorado
Kölnische Rundschau Online	Cowboys live in the past	05.07.2010	T. Wolf	2.647.426	500€	\$640	NA	What's left of the old myths today?
1000ps.at	Ducati Multistrada wins at Pike's Peak Hill Climb	06.07.2010	MGPR	n.a.	n.a.	n.a.	PR	Pikes Peak Hill Climb
Berliner Morgenpost Online	Southwest by RV	13.07.2010	H. Schmidt	21.186.286	1.379€	\$1.765	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Gute-reise-tv.com	German Heritage Festival	14.07.2010	MGPR	n.a.	n.a.	n.a.	PR	Colorado Railroad Museum celebrates German Heritage
<b>TOTAL Equivalency July 2010</b>					<b>Total €</b> <b>301.650</b>	<b>Total in \$:</b> <b>386.112</b>	<b>Exc. Rate 1,28</b>	

**Source Key**

PFI or PFG	Press FAM result (individual or group)
PR	Result of press release
PC	Result of press conference/media event
P	Result of the promotion
GA	Result of general PR activity
NA	Not Assisted by CTO

**Total Placed Media Equivalency Chart Report – Generated by MikullaGoldmannPR**

Month	Total Placed Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$270.429	\$270.429
August 2010		
September 2010		
October 2010		
November 2010		
December 2010		
January 2011		
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$270.429</b>	<b>\$270.429</b>

**Total Media Equivalency Chart Report – Generated from all sources on Colorado**

Month	Total Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$386.112	\$386.112
August 2010		
September 2010		
October 2010		
November 2010		
December 2010		
January 2011		
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$386.112</b>	<b>\$386.112</b>

**Press Releases:**

July 1<sup>st</sup> – Summer bargains in Colorado

**B-Roll, Video and Photo Usage:**

None in July 2010

**Update of Media Calls/Press Contacts:**

- GB sent press kit Colorado to F.K. Schneider, Freizeit Revue. He is planning a multi-page article about Colorado in his magazine, F. M. Frei took pictures for this article during his individual press trip in September 2009.
- MGPR pitched Devil's Thumb Ranch and Dunton Hot Springs to D. Schuster, Wienerin. D. Schuster was looking for outstanding Spas all over the world for her Spa Guide.
- MGPR pitched Pikes Peak Hill Climb to 27 motorsport magazines and editors.
- MGPR pitched CTO to five journalists during media calls in Hamburg:
  - B. Klitzing, freelance for several client's magazines
  - T. Niederberghaus, Die Zeit
  - J. Negwer, freelance
  - B. Jurczyk, freelance
  - O. Simmet, TUSH
- GB pitched several outdoor themes to freelance H. Breuer, WamS, Tages-Anzeiger, Südostschweiz. H. Breuer is interested in an individual press trip.
- H. Siebert, blue planet, asked whether CTO is interested in a TV-cooperation. Blue planet is producing documentaries with German celebrities in holiday destinations. Since the costs are €18.000, MGPR asked M. Sprenger and H. Siebert to look for a partner that would be interested to join.
- W. Greiner offered a 6-8 page article about Colorado's ski resorts. In return he is asking for an ad and a raffle with a German tour operator for his readers. Request sent to M. Sprenger and D. Büttner, Argus Reisen, for discussion.
- GB sent media details of America Journal to D. Swanson, Boulder CVB, upon request.
- H. Johnson informed MGPR, that she will join the SATW conference in Germany in fall. MGPR will forward the invitation to an international media marketplace to US-minded journalists in Saxony.
- K. Farin informed MGPR, that the first beer blogger conference takes place in Boulder in November 2010. MGPR will compose a list of beer bloggers and invite them to the beer blogger conference.

**Confirmed Individual Media FAM Trips**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
July 7-19, 2010	Freelance for Die Zeit, Abenteuer & Reisen, Swiss Magazine, SR etc.	K. Kohr, S. Sitzler E. Haeberle	Die Zeit (652.600 daily) Abenteuer & Reisen (113.406 10x a year) Swiss Magazine (80.000 monthly)	Die Zeit – influential national daily Abenteuer & Reisen – consumer travel magazine Swiss Magazine – inflight magazine of the Swiss Airline “Swiss Air”	Colorado – the real Wild West & Denver	Grand Junction, Gateway Canyons, Durango, Alamosa, Gunnison/ Crested Butte, Aspen, Denver		
July 10-18, 2010	Münchener Abendzeitung AZ & the German travel newswire srt	G. Reimann	AZ: 185.688 srt: will send out his travel articles to more than 60 German magazines and newspapers	AZ: Bavarian daily with diverse readership srt: depending on which media will publish the article	Harley trip through Colorado's famous ski resorts in the summer time	Pagosa Springs, Crested Butte, Aspen, Montrose, Telluride		

**Group Media:**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$

**Media Events:**

None in July 2010

## Travel Trade Promotions

### Current Co-ops:

Company	Details	Dates	Partners	On-Line OR Off-Line	Results
bikethebest	<b>CONSUMER</b> Participation in European Roadshow of motorcycle specialist Bike the Best	<b>Started Jun 09</b>		Offline	3000 distributed Colorado holiday guides
TUI	<b>TRADE / CONSUMER</b> Comprehensive Summer Brochure Campaign	<b>Summer 10</b>		Offline	Introduction of a new Fly Drive (8 CO overnights), Expansion from 3 CO to 7 CO hotels
Canusa	<b>CONSUMER</b> Production of an online brochure "iMagazine" featuring Colorado destination information and Canusa offers for Colorado, plus newsletter placement	<b>Feb 09</b>		Online	
Five Star Tours	<b>Consumer</b> Creation of a 6 page Colorado feature, including editorials	<b>November 09 - Oktober 10</b>	Denver, Durango, Colorado Springs, Grand Junction	Offline	In Summer 09 (with the editorial), total roomnights of FST in Colorado increased 66%
DERTOUR	<b>Trade &amp; Consumer</b> Production of a 6page rack flyer to promote different regions and products in Colorado, including Colorado Fly Drive. 25,500 flyers to be mailed out to 2500 travel agencies. Plus: Newsletter placement of Colorado offers	<b>Spring 10</b>		Online/Offline	
Meiers Weltreisen	<b>Trade &amp; Consumer</b> Support for FIT Hotel page and participation in one day travel agent training event "Camper Experts" to educate 140 travel agents on motorhome tours through Colorado	<b>Spring 10</b>		Offline	
Hotelplan (CH)	<b>Trade &amp; Consumer</b> Introduction of a Colorado & Northern New Mexico Fly Drive to new Summer catalogue; Flyer Mailing to 120 Hotelplan travel agencies (appr. 1,000 agents)	<b>Dec 09</b>		Offline	Introduction of a New Fly Drive (8 Colorado overnights)
Skytours (CH)	<b>Trade &amp; Consumer</b> Production of 40,000 Flyers promoting special FlyDrive Tour, mailed to 950 travel agencies; online promotion of tour on Skytours.ch	<b>Feb 10</b>		Online/Offline	
America Unlimited	<b>Consumer</b> Special Colorado offers featured on homepage of <a href="http://www.america-unlimited.de">www.america-unlimited.de</a> for one month	<b>Mar-Apr 10</b>		Online	
Explorer Fernreisen, Canusa Touristik, Aeroplan	<b>Consumer</b> Creation of a Flyer by GIA featuring Southwest Itineraries ex PHX, LAS or Denver to promote special Alamo rental car offer (no one way fee) through three different tour operators	<b>Jan 10</b>	Denver, Mesa Verde (No CTO Funding)	Offline/Online	

FY 2011 coop list has been forwarded to CTO and needs to be approved by the IPC.

## **Trade Contacts/Sales Calls/Sales Leads:**

### Sales Calls:

1. Thomas Cook, Frankfurt:

Met with product managers and talked about hotel placements (cities/ National Parks) in the brochure

2. Neckermann, Frankfurt:

Met with product managers and talked about introduction of a new, second Denver Gateway fly-drive tour. Further details tbd

Further Sales Calls were held in the Munich and Berlin areas in July and will be included in the August Monthly Report

### Trade Contacts:

3. Knipper-Kimmel Reisen, Bonn:

Sent bulk shipment of Colorado collaterals to travel agency for group tour with 23 PAX through Colorado

4. Pegasus Internationale Reiterreisen, Allschwil (CH):

Talked about potential promotions with horseback riding specialist tour operator from Switzerland

5. Faszination Fernweh:

Forwarded images on Denver and Mesa Verde for inclusion on website and in catalogue of tour operator

6. Wesenberg-Schule, Konstanz:

Provided bulk shipment of Colorado Holiday guides for project of travel agent trainees in school

7. Travelzoo, Munich:

Talked about potential coop and newsletter integration of Colorado

8. AmericaUnlimited, Hannover:

Discussed potential coop program (floor ads in train stations) for FY 2011

9. RM Reiseteam, Bergheim:

Confirmed details with Rita about participation in INTERMOT motorbike consumer show in October

10. AER, Berlin / Delta Air Lines, Frankfurt:

Continued planning for upcoming potential travel agent fam in September

11. Personal Scout Tours, Muenster:

Forwarded images and link to photo gallery on Colorado.com to tour operator for promotion of Colorado tours on Website

### Sales Leads:

12. Stichting Het Buitenhof, Amsterdam:

Lead forwarded to CTO for planned US program expansion of tour operator specialised on travel with handicapped persons

## **Travel Trade Events, Trainings, Seminars, Workshops:**

No res staff trainings attended in July

Registered for participation in Travel Agent seminar with America Journal in Munich in November 2010.

## Trade FAMS (Group or Individual):

Date of FAM Trip	Company	Attending personnel	Title	Profile / Current product	Participating Destinations	Results
June 14-22, 2010	FTI Touristik	10 Travel Agents + 3 escorts (CTO, GIA, FTI)	"Colorado & The Rocky Mountains"	Promotion of Self Drive tour "Colorado & The Rocky Mountains" and Site inspections of Hotels listed in FIT project	Denver, Colorado Springs, Gunnison-Crested Butte, Durango, Mesa Verde, Montrose, Grand Junction, Estes Park	24 minute video podcast published on <a href="http://www.touristikradio.de">www.touristikradio.de</a>
Sept 15-22, 2010	AERTicket	8 Travel Agents + 3 escorts (GIA, AER, Delta)	"Colorado's National Parks"	Promotion of fall tours in Colorado to travel agents	Estes Park, Aspen, Ridgway/Ouray, Mesa Verde/Cortez, Pagosa Springs/Durango, Colorado Springs, Denver	

**FTI FAM:** Airline support was secured with United Airlines, so CTO doesn't have to shoulder any costs for airfare. The fam went very well thanks to the support of all participating regions and companies and the feedback of the travel agents was extremely positive. The group of agents was very high profile with 3 agency owners and 2 managing directors. FTI received over 200 applications for participation in this fam trip. A separate, more detailed report on this fam tour was forwarded to CTO in form of a power point presentation.

**AER FAM:** Ticket consolidator AERTicket, who manages a network of 6,000 travel agencies, offered to support airfare for an educational fam trip to Colorado with no additional costs for airfare to CTO. Seats have been blocked by AER with Delta Air Lines. An initial itinerary has been forwarded by GIA to CTO for sending out to the industry. AER is currently in the process of inviting high profile agency partners. Further details tbd.

## Travel Tradeshow:

No travel tradeshow attended in June 2010.

## Consumer Promotions

### Consumer-Related Programs (Consumer shows/Consumer leads):

GIA is currently in contact with motorbike tour operator specialist RM Reiseteam on a joint participation at the INTERMOT motorbike consumer show in Cologne, Oct 6-11, 2010. Furthermore, planning is underway for a participation in a consumer "kick off event" for the launch of new summer branch of tour operator Faszination Ski on November 13, 2010 and a in a consumer event of a travel agency in Freiburg on November 27, 2010.

Detailed planning for the large consumer shows will be done in September/October. Awaiting input from Visit USA.

### 4-Corners Consumer Piece with selected tour operator partners

GIA is currently in contact with Alamo and our tour operator partners Explorer, CANUSA and Aeroplan in order to continue the No One Way Rental Fee promotion in 2011.

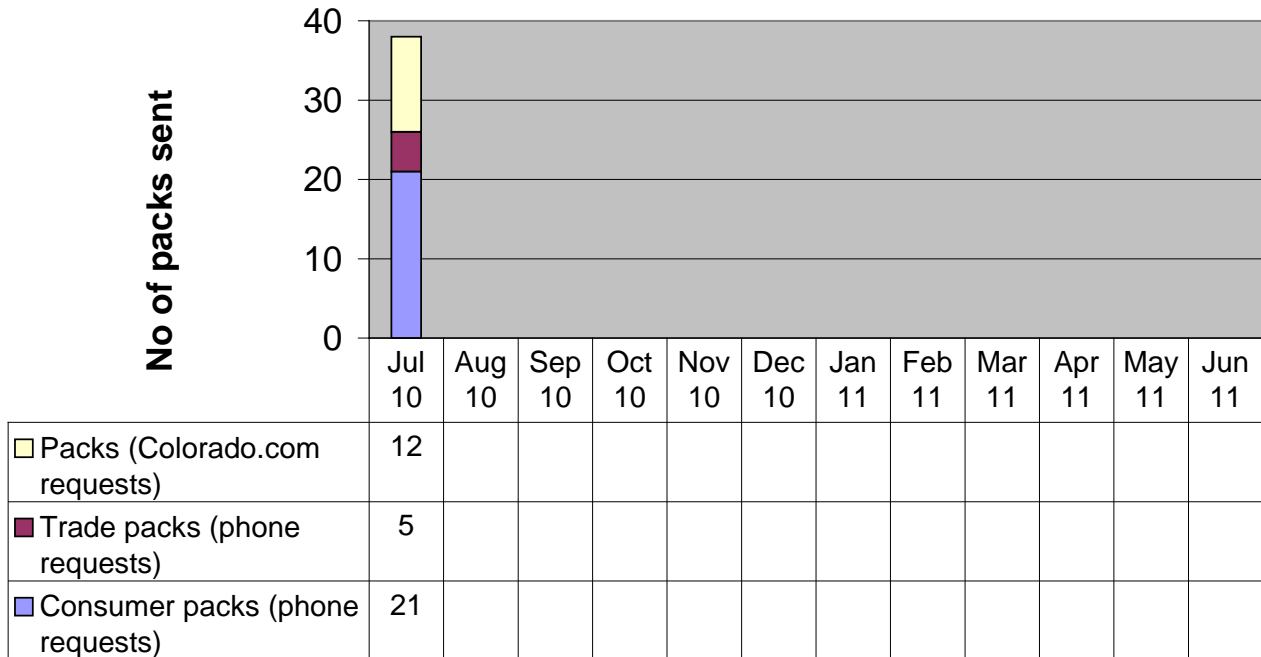
### Consumer / Catalogue Advertising:

GIA is currently working on a Consumer and Catalogue Advertising schedule for 2010/2011 winter months.



**Total fulfilment graph**

**Colorado Fulfilment Stats 2010**



**Travel Trends**

**German Market News:**

**New air travel tax?**

The German government is currently discussing the introduction of a new tax that will apply on all flight tickets and also on cargo flights. An additional sum of 26€ for long haul and 13€ for short haul shall be added to every single ticket sold in Germany.

Right now it is still uncertain if the new tax will actually be introduced, as several departments within the German government are still discussing about and some are worried about potential negative effects of such a national "eco tax". Some politicians are therefore supporting a Europe-wide introduction of a new airfare taxation.

**CTC closes German office**

The Canadian Tourism Commission recently announced that it will be closing their office in Germany (and several other major international markets) until the end of this year. As of December those state offices are supposed to be replaced by General Sales Agents, who will be selected within the next months.

Canada has always been a major rival for the US and also for Colorado, especially due to their nationwide structure. It will be interesting to see, how the restructuring will affect the marketing efforts in Germany and other key markets.

**Monthly Report – Get It Across/ MikullaGoldmannPR – Germany Representative – August 2010**

**Fast Facts:**

**Highlight 1 (Press):**

The German newswire dpa published an article about Christo's project in Colorado, which generated 124 clippings. **Combined circulation is 5,114,545,345, combined ad equivalence is \$1,204,138.** MGPR distributed a release on art in Colorado including Christo's project some weeks ago.

Franz Marc Frei, who visited Colorado in September 2009, has published an article about Colorado in Freizeit Spass. The **circulation is 622,836, the ad equivalence is \$59,735.** This is Franz Marc's fourth article resulting from his visit to Colorado.

**Highlight 2 (Trade):**

Participation at the two week **German-American Volksfest in Berlin**, brochure distribution: 350 holiday guides  
Sales Call tour to Berlin, Munich, Stuttgart and Frankfurt with **14 visits to tour operators**

**Public Relations**

- Number of media calls/follow up calls: **31**
- Total Monthly Media Equivalency compared Year to Date in US Dollars:  
**August 10 \$2.510.317 +2.054% vs. August 09**
- Total Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €2.247.632 +862% vs. FY 10**
- MikullaGoldmannPR - PR Placed Monthly Media Equivalency compared Year to Date in US Dollars:  
**July 10 \$2.180.825 +2.813% vs. July 09**
- MikullaGoldmannPR - PR Placed Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €1.690.562 +902% vs. FY10**

**Travel Trade**

- Number of Sales Calls: **14**
- Number of Trade Inquiries: **11**
- Number of Sales Leads: -

**Current Running Co-Ops**

- TUI: Desk Pad production + Product Development & Colorado Image on Summer Catalogue Cover
- Hotelplan: Inclusion of new Colorado Self Drive tour in Summer brochure & Flyer Mailing
- Meiers Weltreisen: Give Away Promotion for Self Drive tour (supported by Colorado CVBs) & Camper Training Day
- Canusa: iMagazine placed on Canusa website and featured in Newsletter (80% summer, 20% winter)
- Skytours: Mailing of Flyers to Swiss travel agents, promoting FlyDrive
- DERTOUR: Flyer Mailing to travel agencies, promoting FlyDrive, FIT Hotels & Camper Rentals ex Denver

**Consumer Fulfilment**

- Number of Consumer Inquiries: **69**  
[24 x via Colorado.com, 40x via GIA, 5 w/o brochure order]
- Distribution of Materials: **418 Holiday Guides**

**US Dollar Exchange Rate**

**1€= USD 1.2611 on Aug 25, 2010**  
**Compared to 1€= USD 1.4324 on Aug 25, 2009**

**Online Activities:**

CTO Official Website Visitors (*German version of Colorado.com*): **2,158 visits (July 20 – Aug 25, 2010)**

Website Visitors in Dec from	Germany:	1,380 visits
	Austria:	140 visits
	Switzerland:	118 visits

# MikullaGoldmannPR - Monthly Report

## Public Relations

### Total Media Equivalency Clipping Evaluation Report – MikullaGoldmannPR

Publication	Title	Date of Publish	Journalist	Circulation and Type	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Süddeutsche Zeitung Fernsehen	Impressive Panoramas in HD	20.07.2010	n.a.	444.754	3.714€	\$4.791	NA	TV documentary on the Colorado River including CO
Süddeutsche Presse, Schwäbische Donau Zeitung	Discover Japan	22.07.2010	H. Kaltenbach	58.100	5.902€	\$7.614	NA	German TOs present new catalogues for winter season
Travel One	Save Water	23.07.2010	P. Hirschel	20.361	12.900€	\$16.641	NA	Hotels try to save water
Travel One	White hope – long distance travel	23.07.2010	C. Schmicke	20.361	38.700€	\$49.923	NA	German TOs present new catalogues for winter season
Mindener Tageblatt	King of the road	24.07.2010	H. Schmidt	35.266	2.411€	\$3.110	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Recklinghäuser Zeitung	TV – Travel	24.07.2010	n.a.	64.499	761€	\$982	NA	TV documentary on the Colorado River including CO
Mein Sonntagsblatt Ausgabe Aurich	Sea level is for sissies	25.07.2010	H. Schmidt	96.900	1.366€	\$1.762	PFI	Denver
Berliner Morgenpost	Rivers of the world	27.07.2010	n.a.	134.100	1.268€	\$1.636	NA	TV documentary on the Colorado River including CO
Freizeit Spaß	Colorado	28.07.2010	F. M. Frei	437.285	1.941€	\$2.504	PFI	Travel article on Colorado (Colorado Springs, Denver, Pueblo, Grand Junction, Silverton, Durango)
Freizeit Spaß	Colorado	28.07.2010	F. M. Frei	437.285	42.290€	\$54.554	PFI	Travel article on Colorado (Colorado Springs, Denver, Pueblo, Grand Junction, Silverton, Durango)

Kreiszeitung, Syker Zeitung	Sea level is for sissies	31.07.2010	H. Schmidt	28.436	4.897€	\$6.317	PFI	Denver
Elmshorner Nachrichten	Denver – Queen of the plains	31.07.2010	H. Schmidt	11.675	2.657€	\$3.428	PFI	Denver
Siegener Zeitung	Sea level is for sissies	31.07.2010	H. Schmidt	58.108	2.071€	\$2.672	PFI	Denver
Allgemeine Zeitung, Mainz	Thailand 10% more expensive	31.07.2010	K. Kura	18.600	1.121€	\$1.446	NA	German TOs present new catalogues for winter season
Ludwigsburger Kreiszeitung	Flat as a stamp	31.07.2010	H. Schmidt	40.986	4.329€	\$5.584	PFI	Denver
Traunsteiner Tagblatt	Sea level is for sissies	31.07.2010	H. Schmidt	15.299	1.023€	\$1.320	PFI	Denver
Westfälischer Anzeiger	Sea level is for sissies	31.07.2010	H. Schmidt	42.370	8.426€	\$10.870	PFI	Denver
Harburger Anzeigen und Nachrichten	Between sea level and Rockies	31.07.2010	H. Schmidt	16.498	3.032€	\$3.911	PFI	Denver
Offenbach-Post, Offenbach	Sea level is for sissies	31.07.2010	H. Schmidt	7.314	11.607€	\$14.973	PFI	Denver
Flensburger Tageblatt	Denver – Queen of the plains	31.07.2010	H. Schmidt	37.752	7.745€	\$9.991	PFI	Denver
Hersfelder Zeitung	King of the road	31.07.2010	H. Schmidt	15.092	2.193€	\$2.829	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Hessische Allgemeine HNA, KSS Kassel Stadt	King of the road	31.07.2010	H. Schmidt	30.408	5.289€	\$6.823	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Frankenberger Allgemeine HNA	King of the road	01.08.2010	H. Schmidt	7.159	1.677€	\$2.163	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
ADAC motorwelt	Cheap take-offs	05.08.2010	C. Schuh	13.598.077	109.280€	\$140.970	NA	German TOs present new catalogues for winter season
Allgemeine Zeitung der Lüneburger Heide	Sea level is for sissies	07.08.2010	H. Schmidt	18.436	6.476€	\$8.354	PFI	Denver
Fränkischer Tag, Bamberg	Sea level is for sissies	07.08.2010	H. Schmidt	40.520	3.526€	\$4.549	PFI	Denver
Altmark Zeitung	Sea level is for sissies	07.08.2010	H. Schmidt	4.382	4.799€	\$6.191	PFI	Denver
Isenhagener Kreisblatt	Sea level is for sissies	07.08.2010	H. Schmidt	6.023	3.535€	\$4.560	PFI	Denver
Sächsische Zeitung	Libeskind in the plains	07.08.2010	H. Schmidt	92.885	5.398€	\$6.963	PFI	Denver

FVW	Have fun on the slopes	13.08.2010	J. Reiss	30.838	33.250€	\$42.893	NA	Winter sports destinations (Aspen, Vail, Telluride)
Online	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Frankfurt-live.com	Travel Season Winter 2010/2011	23.07.2010	n.a.	595.000	15€	\$19	NA	German TOs present new catalogues for winter season
www.n24.de	'Mile High City' Denver	23.07.2010	H. Schmidt	n.a.	n.a.	n.a.	PFI	Denver
www.sat1.at	'Mile High City' Denver	23.07.2010	H.Schmidt	n.a.	n.a.	n.a.	PFI	Denver
www.classicdriver.com	New record at Pikes Peak	23.07.2010	J. P. Rathgen	n.a.	n.a.	n.a.	PR	Pikes Peak International Hill Climb
Süddeutsche Zeitung Online	Sea level is for sissies	26.07.2010	H. Schmidt	260.094.260	40.405€	\$52.122	PFI	Denver
www.news.de	Be a cowboy once in your life	27.07.2010	C. Haas	n.a.	n.a.	n.a.	NA	Cowboy schools – Colorado Cattle Company
www.arte.tv	Rivers of the world	29.07.2010	n.a.	n.a.	n.a.	n.a.	NA	TV documentary on the Colorado River including CO
www.shortnews.de	New record at Pikes Peak	30.07.2010	n.a.	n.a.	n.a.	n.a.	PR	Pikes Peak International Hill Climb
Traveling World	King of the road	03.08.2010	H. Schmidt	600.000	28€	\$36	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Wormser Zeitung Online	King of the road	03.08.2010	H. Schmidt	793.090	66€	\$85	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Main-Spitze Online	King of the road	03.08.2010	H. Schmidt	793.090	66€	\$85	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Hertener Allgemeine Online	King of the road	03.08.2010	H. Schmidt	n.a.	532€	\$686	GA	With a RV through the Southwest (Denver and Mesa Verde NP)

N24 Online	King of the road	03.08.2010	H. Schmidt	58.815.614	13.929€	\$17.968	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Ostsee-zeitung.de	King of the road	03.08.2010	H. Schmidt	3.207.714	569€	\$734	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
n-tv Online	King of the road	03.08.2010	H. Schmidt	113.594.641	24.928	\$32.157	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
AZ Bad Kreuznach	King of the road	03.08.2010	H. Schmidt	1.586.180	131€	\$169	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Focus Online	King of the road	03.08.2010	H. Schmidt	147.221.992	68.303€	\$88.111	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Ka-news.de	King of the road	03.08.2010	H. Schmidt	6.856.183	509€	\$657	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Wuerttembergweb.de	Round trip by RV	03.08.2010	H. Schmidt	300.000	n.a.	n.a.	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Süddeutsche Zeitung Online	King of the road	03.08.2010	H. Schmidt	275.936.563	42.689€	\$55.069	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Lübecker Nachrichten Online	King of the road	03.08.2010	H. Schmidt	4.272.217	727€	\$938	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Bocholter-Borkener Volksblatt Online	King of the road	03.08.2010	H. Schmidt	1.510.354	53€	\$68	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Südkurier Online	King of the road	03.08.2010	H. Schmidt	20.622.055	2.448€	\$3.158	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
General-Anzeiger, Bonn Online	Round trip by RV	03.08.2010	H. Schmidt	8.969.858	215€	\$277	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Augsburger Allgemeine Online	King of the road	03.08.2010	H. Schmidt	42.286.607	5.985€	\$7.721	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Sh:z.de	King of the road	03.08.2010	H. Schmidt	9.970.133	2.564€	\$3.308	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Freenet.de	King of the road	03.08.2010	H. Schmidt	633.000.000	3.583€	\$4.622	GA	With a RV through the Southwest (Denver and Mesa Verde NP)

LVZ Online	King of the road	03.08.2010	H. Schmidt	16.745.034	2.199€	\$2.837	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
MaerkischeAllgemeine.de	King of the road	03.08.2010	H. Schmidt	5.940.432	749€	\$966	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Weser Kurier	King of the road	04.08.2010	H. Schmidt	3.436.260	311€	\$401	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Bürstädter Zeitung Online	King of the road	04.08.2010	H. Schmidt	n.a.	57€	\$74	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Grevener Zeitung Online	King of the road	04.08.2010	H. Schmidt	24.072.124	2.165€	\$2.793	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Gießener Anzeiger Online	King of the road	04.08.2010	H. Schmidt	2.589.293	414€	\$534	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Recklingshäuser Zeitung Online	King of the road	04.08.2010	H. Schmidt	2.067.973	1.017€	\$1.312	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Wiesbadener Kurier Online	King of the road	04.08.2010	H. Schmidt	6.872.509	172€	\$222	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Frankfurter Neue Presse Online	King of the road	04.08.2010	H. Schmidt	7.505.418	1.444€	\$1.863	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
www.reisenews-online.de	New Dertour destination: Telluride	05.08.2010	n.a.	n.a.	n.a.	n.a.	NA	Skiing in Telluride, Colorado
www.zeit.de	Armstrong supports new roundtrip in the USA	05.08.2010	n.a.	n.a.	n.a.	n.a.	NA	Quiznos Pro Challenge, Denver
www.arcor.de	King of the road	05.08.2010	H. Schmidt	296.780.662	48.509€	\$62.577	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
www.arcor.de	With Haribo through the Wild West	06.08.2010	n.a.	296.780.662	48.509€	\$62.577	NA	Raffle with Haribo Colorado and Meier's Weltreisen
www.web.de	King of the road	06.08.2010	H. Schmidt	n.a.	250.000€	\$322.500	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
www.gmx.de	King of the road	06.08.2010	H. Schmidt	1.200.000.000	110.000€	\$141.900	GA	With a RV through the Southwest (Denver and Mesa Verde NP)

1&1	King of the road	07.08.2010	H. Schmidt	18.590.000	2.667€	\$3.440	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Faz.net	Climate change	12.08.2010	M. Rüb	n.a.	n.a.	n.a.	NA	'National Renewable Energy Laboratory', Colorado
Sat 1 Teletext	The Wild West for low	August 2010	MGPR	14.934.000	3.000€	\$3.870	PR	Discover the Wild West for low prices
Online & Print combined	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
dpa (124 publications in print and online media )	Christo is convincing	13.08.2010	n.a.	5.114.545.345 (combined)	933.440€ (combined)	\$1.204.138 (combined)	PR	Christo's prject "Over The River"
<b>TOTAL Equivalency August 2010</b>					<b>Total € 1.945.982</b>	<b>Total in \$: 2.510.317</b>	<b>Exc. Rate 1,29</b>	

**Source Key**

PFI or PFG	Press FAM result (individual or group)
PR	Result of press release
PC	Result of press conference/media event
P	Result of the promotion
GA	Result of general PR activity
NA	Not Assisted by CTO

**Total Placed Media Equivalency Chart Report – Generated by MikullaGoldmannPR**

Month	Total Placed Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$270.429	\$270.429
August 2010	\$2,180.825	\$2,451.254
September 2010		
October 2010		
November 2010		
December 2010		
January 2011		
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$2,451.254</b>	<b>\$2,451.254</b>

**Total Media Equivalency Chart Report – Generated from all sources on Colorado**

Month	Total Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$386.112	\$386.112
August 2010	\$2,510.317	\$2,896.429
September 2010		
October 2010		
November 2010		
December 2010		
January 2011		
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$2,896.429</b>	<b>\$2,896.429</b>

**Press Releases:**

- None in August 2010 - MGPR sent press release on VolunTourism to M. Driver for approval.

**B-Roll, Video and Photo Usage:**

- Access to CTO's media gallery sent to I. Schroeder, fw, for a USA special.
- Access to CTO's media gallery sent to the editor of Fliegen & Sparen upon request.

**Update of Media Calls/Press Contacts:**

- S. Sitzler thanked MGPR for the organization of her press trip to Colorado and announced several articles.
- Mr. tho Rahde, Golfweek, is very interested in golf news so MGPR pitched Colorado as a golf destination.
- S. Ewald, T-Online.de, is planning an article about hotels in the desert and asked for information about Gateway Canyons. Details sent.
- MGPR pitched CTO to A. Christ, Inlife Magazine. Ms. Christ is looking for winter destinations.
- MGPR pitched Boulder's Beer Blogger Conference to 18 German/ Swiss/ Austrian beer bloggers
- MGPR did media calls in Munich and pitched CTO to six journalists:
  - S. Wess, freelance for outdoor magazines
  - J. Kengelbach, GQ magazine
  - J. Leichsenring, freelance for several client magazines
  - I. Lehmann, Cosmopolitan,
  - G. Rentsch, Aerztliches Journal
  - T. Khalil, BR

**Confirmed Individual Media FAM Trips**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
July 7-19, 2010	Freelance for Die Zeit, Abenteuer & Reisen, Swiss Magazine, SR etc.	K. Kohr, S. Sitzler E. Haeberle	Die Zeit (652.600 daily) Abenteuer & Reisen (113.406 10x a year) Swiss Magazine (80.000 monthly)	Die Zeit – influential national daily Abenteuer & Reisen – consumer travel magazine Swiss Magazine – inflight magazine of the Swiss Airline “Swiss Air”	Colorado – the real Wild West & Denver	Grand Junction, Gateway Canyons, Durango, Alamosa, Gunnison/ Crested Butte, Aspen, Denver		

July 10-18, 2010	Münchner Abendzeitung AZ & the German travel newswire srt	G. Reimann	AZ: 185.688 srt: will send out his travel articles to more than 60 German magazines and newspapers	AZ: Local Munich daily srt: depending on which media will publish the article	Harley trip through Colorado's famous ski resorts in the summer time	Pagosa Springs, Crested Butte, Aspen, Montrose, Telluride		
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**Group Media:**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
May 8-14, 2010								

**Media Events:**

None in August 2010

## Travel Trade Promotions

### Current Co-ops:

Company	Details	Dates	Partners	On-Line OR Off-Line	Results
bikethebest	<b>CONSUMER</b> Participation in European Roadshow of motorcycle specialist Bike the Best	<b>Started Jun 09</b>		Offline	3000 distributed Colorado holiday guides
TUI	<b>TRADE / CONSUMER</b> Comprehensive Summer Brochure Campaign	<b>Summer 10</b>		Offline	Introduction of a new Fly Drive (8 CO overnights), Expansion from 3 CO to 7 CO hotels
Canusa	<b>CONSUMER</b> Production of an online brochure "iMagazine" featuring Colorado destination information and Canusa offers for Colorado, plus newsletter placement	<b>Feb 09</b>		Online	
Five Star Tours	<b>Consumer</b> Creation of a 6 page Colorado feature, including editorials	<b>November 09 - October 10</b>	Denver, Durango, Colorado Springs, Grand Junction	Offline	In Summer 09 (with the editorial), total roomnights of FST in Colorado increased 66%
DERTOUR	<b>Trade &amp; Consumer</b> Production of a 6page rack flyer to promote different regions and products in Colorado, including Colorado Fly Drive. 25,500 flyers to be mailed out to 2500 travel agencies. Plus: Newsletter placement of Colorado offers	<b>Spring 10</b>		Online/Offline	
Meiers Weltreisen	<b>Trade &amp; Consumer</b> Support for FIT Hotel page and participation in one day travel agent training event "Camper Experts" to educate 140 travel agents on motorhome tours through Colorado	<b>Spring 10</b>		Offline	
Hotelplan (CH)	<b>Trade &amp; Consumer</b> Introduction of a Colorado & Northern New Mexico Fly Drive to new Summer catalogue; Flyer Mailing to 120 Hotelplan travel agencies (appr. 1,000 agents)	<b>Dec 09</b>		Offline	Introduction of a New Fly Drive (8 Colorado overnights)
Skytours (CH)	<b>Trade &amp; Consumer</b> Production of 40,000 Flyers promoting special FlyDrive Tour, mailed to 950 travel agencies; online promotion of tour on Skytours.ch	<b>Feb 10</b>		Online/Offline	
America Unlimited	<b>Consumer</b> Special Colorado offers featured on homepage of <a href="http://www.america-unlimited.de">www.america-unlimited.de</a> for one month	<b>Mar-Apr 10</b>		Online	
Explorer Fernreisen, Canusa Touristik, Aeroplan	<b>Consumer</b> Creation of a Flyer by GIA featuring Southwest Itineraries ex PHX, LAS or Denver to promote special Alamo rental car offer (no one way fee) through three different tour operators	<b>Jan 10</b>	Denver, Mesa Verde (No CTO Funding)	Offline/Online	

FY 2011 coop list has been forwarded to CTO and needs to be approved by the IPC.

## Trade Contacts/Sales Calls/Sales Leads:

### Sales Calls:

#### 1. Dertour / ADAC, Frankfurt

Met with product managers for ADAC and Dertour to talk about programs and products for upcoming season. Rocky Mountain Fly Drive tour did unfortunately not sell well and will be taken out of the catalogue in 2011. It will be replaced with a mini group van tour ex Denver. Routing to be determined.

#### 2. Meiers Weltreisen, Frankfurt

Talked with product manager about programs and products for next year. Continuation of Give Away program with Colorado Fly Drive tour is planned.

#### 3. Reisebuero Breuninger, Stuttgart

RB Breuninger is a small chain of three travel agencies in Southern Germany, who sell tour operator products but also do direct contracting with hotel partners in the destinations. Talked about potential newsletter and other promotional opportunities to reach their wealthy clientele. Sells mainly Dertour/Meiers and TUI/Airtours.

#### 4. FTI, Munich

Met with Ski & National Parks product manager to talk about the upcoming winter season and the SW NP products. Ski product is booked through North American Host, Ski safaris in cooperation with specialist Hagen Alpin. No changes in National Park product planned. Marketing opportunities will be discussed after approval of CTO coop list.

#### 5. ADAC Mitgliederreisen, Munich

Met with product manager of ADAC (German AAA) membership tours, to present Colorado products including Scenic Byways. PM informed GIA that US tours didn't sell well recently and that they are currently not planning on introducing new US product for 2011.

#### 6. KIWI Tours, Munich

Presented Colorado and provided information on "hidden secrets" and hiking tours. KIWI is booking their trekking/outdoor focussed tours in the US through WTT.

#### 7. Hauser Exkursionen, Munich

Hiking tour operator Hauser Exkursionen was very unsatisfied with Adventure Travel West and changed to Alta Expedition who are currently expanding its operations from Canada to the States. Therefore, many new itineraries are planned for 2011 at Hauser. The USA business is doing good in 2010.

#### 8. Club Reisen Stumböck, Raubling

Stumböck is very strong in Canada but wants to get the same market share with the US. The current 2011 Ski season started good. Last year was difficult but Ok. The high end products such as heli skiing had fewer difficulties as mid range offer such as some CO Resorts or Park City. Currently Stumböck has many requests for Colorado due to the successful online promotion with Vail Resorts. Talked about potential newsletter campaign.

#### 9. Sareiter Reisen, Weissach am Tegernsee

Sareiter is booking through America4You (Summer/Ski) and North American Host (Ski). About 60 percent of the US business is summer and 40 percent is Ski. The current year started good with an increase of 15 to 30 percent. He sells what he likes bests - here his list of Ski favorites and sales: 1. Breckenridge, 2. Steamboat Springs 3. Park City. Sareiter Reisen attends the Retro car shows in Stuttgart and at Bodensee – potential coop with brochure distribution possible.

#### 10. Design Reisen, Munich

Design Reisen is a very high level tour operator selling only very top products to a very small but wealthy clientele. Talked about ski programs (Aspen/Vail) and potential visit of PM to the destination, as they only sell what they know. Offered to provide help.

#### 11. AmerikaReisen24, Berlin

Provided destination information to travel agency with strong online focus. Talked about potential online coops.

#### 12. US.travel SK, Berlin

Provided destination information to NYC specialist tour operator who is always looking for opportunities to offer their clients other interesting US destinations.

#### 13. Meso-America Reisen, Berlin

Talked with product managers about Colorado products (including train tours). Provided information and offered help for further product expansion.

#### 14. Windrose Reisen, Berlin

Windrose Reisen is an upscale study tour operator and is specialised in high quality long haul study trips. They are currently offering a few Northamerica trips but not including Colorado. Presented the destination and offered help to set up tour itineraries including CO.

### Trade Contacts:

#### 15. Reisebuero Wintraken, Dresden

Shipped bulk mailing of Colorado Reiseplaner to travel agency, who will have booths at several festivals in their region and try to push trips to the Southwest USA.

16. Reisewelt Weinsberg, Weinsberg:

Travel agency will participate in huge Wild West re-enactment festival in Southern Germany with own "Wild West travel booth", provided bulk mailing of Colorado Reiseplaners and other collaterals

17. Rainer Thale, Rheine:

Privately organised group tour for around 10 people. Provided travel guides, maps and scenic byway guides.

18. Reisebuero Leisse, Olsberg:

Provided posters to travel agency for "Wild West" themed office decoration

19. Pioneer Erlebnisreisen, Tuebingen:

Sent bulk shipment of Reiseplaner and State maps to tour operator for client fulfilment

20. DERTOUR, Frankfurt:

Sent 500 Colorado Reiseplaner to DERTOUR headquarter for inclusion in client fulfilment packages

21. TUI Travel Star Reiseland, Schwäbisch Gmünd:

Sent information on Campgrounds in Colorado via Email

22. Moonlight Air, Zurich:

Provided information on visitation from Germany and Switzerland to Colorado to Swiss airline, who is thinking about introducing a 3day/week-flight from Switzerland to Denver International Airport

23. Interkontinentale Kontakte GmbH, Nürnberg:

Provided information on visitation from Germany and Switzerland to Colorado to consulting group, who is supporting Lufthansa to reintroduce the Munich-Denver direct flight service as of summer 2011.

### **Travel Trade Events, Trainings, Seminars, Workshops:**

No res staff trainings attended in August

Registered for participation in Travel Agent seminar with America Journal in Munich in November 2010.

Talked with Meiers about potential travel agent trainings in January 2011.

**Trade FAMS (Group or Individual):**

Date of FAM Trip	Company	Attending personnel	Title	Profile / Current product	Participating Destinations	Results
Sept 15-22, 2010	AERTicket	8 Travel Agents + 3 escorts (GIA, AER, Delta)	"Colorado's National Parks"	Promotion of fall tours in Colorado to travel agents	Estes Park, Aspen, Ridgway/Ouray, Mesa Verde/Cortez, Pagosa Springs/Durango, Colorado Springs, Denver	
June 2011	Tour Operator Fam	4-6 product managers + 1-2 escorts	Colorado's Summer Gems	tbd	tbd	

**AER FAM:** Ticket consolidator AERTicket, who manages a network of 6,000 travel agencies, offered to support airfare for an educational fam trip to Colorado with no additional costs for airfare to CTO. Seats have been blocked by AER with Delta Air Lines. An initial itinerary has been forwarded by GIA to CTO for sending out to the industry. AER is currently in the process of inviting high profile agency partners. Further details tbd.

**Product Manager FAM:** For June 2011 it is planned to invite around 5 product managers of tour operators from Germany and Switzerland. GIA reached out to British Airways and is awaiting response on possible Airline support. Alternatives would be American Airlines or United Airlines.

**Travel Tradeshows:**

No travel tradeshows attended in June 2010.

**Consumer Promotions**

**Consumer-Related Programs (Consumer shows/Consumer leads):**

GIA is currently in contact with motorbike tour operator specialist RM Reiseteam on a joint participation at the INTERMOT motorbike consumer show in Cologne, Oct 6-11, 2010. Furthermore, planning is underway for a participation in a consumer "kick off event" for the launch of new summer branch of tour operator Faszination Ski on November 13, 2010 and a in a consumer event of a travel agency in Freiburg on November 27, 2010.

Detailed planning for the large consumer shows will be done in September/October. Awaiting input from Visit USA.

**4-Corners Consumer Piece with selected tour operator partners**

GIA is currently in contact with Alamo and our tour operator partners Explorer, CANUSA and Aeroplan in order to continue the No One Way Rental Fee promotion in 2011.

**Consumer / Catalogue Advertising:**

GIA is currently working on a Consumer and Catalogue Advertising schedule for 2010/2011 winter months. Part of that will most likely also be an advertorial in the "Deutsche Skipresse" magazine. TBD

**Consumer Inquires without brochure fulfilment:**

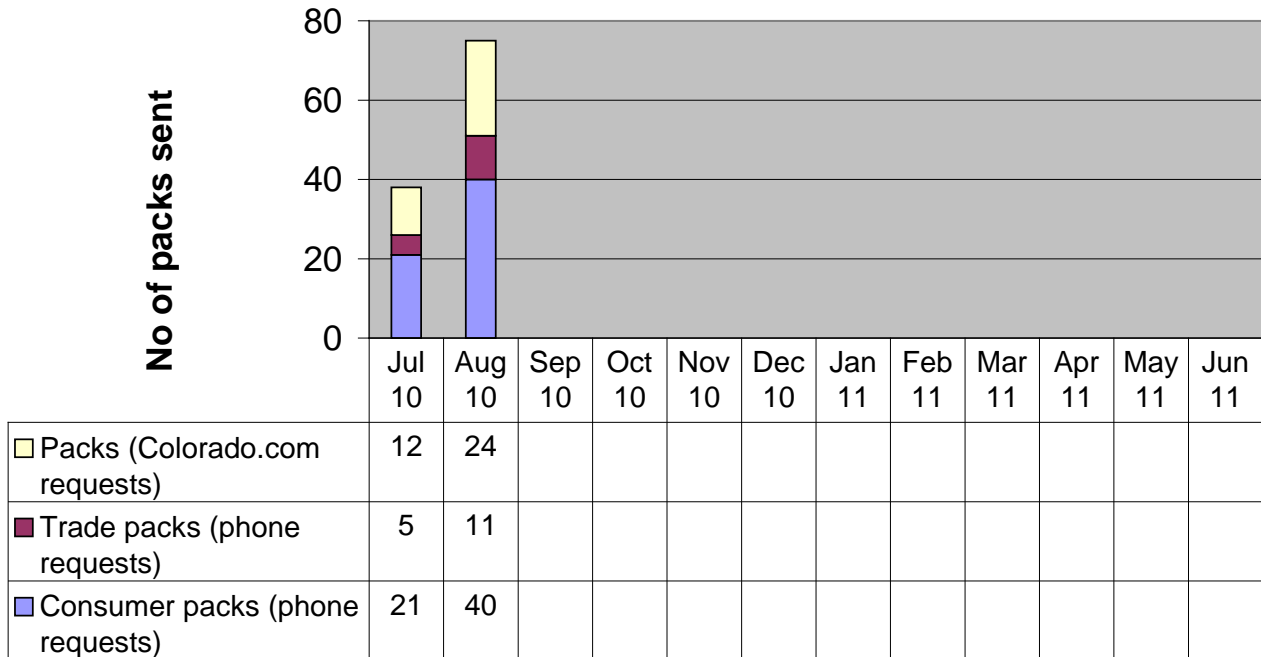
5 additional consumer requests for: 4x Campground information in Colorado (via email / via phone), Ranch vacation in Colorado (both via email)

**Distribution of Materials for corresponding Month and Cumulative Amount to date:**

<b>Month</b>	<b><u>www.colorado.com</u></b>	<b>Other – telephone/ email request</b>	<b>Total number of distributed holiday guides</b>	<b>Other</b>
July 2010	12	21	221	Maps, Colo Springs, Ranch, DEN
August 2010	24	40	1018	Maps, Ranch, Denver, Byways
<b>Total</b>				

**Total fulfilment graph**

**Colorado Fulfilment Stats 2010**



**Travel Trends**

**German Market News:**

**“Secure Flight” causes troubles between Airlines and Travel Agencies**

The “Secure Flight” program, that requests the provision of passenger information in advance currently causes troubles between Airlines and travel agencies in Germany. According to the managing director of largest German travel agency association (DRV), several airlines are trying to bring the travel agencies to provide their clients information to the airlines, although it would be the airlines’ responsibility to collect the specific data. Furthermore some of the airlines would also try to collect more client information than they were required to by the law (name, sex and date of birth is required within the Secure Flight program).

**German Economy does exceptionally well**

The second quarter of 2010 showed the strongest increase of the GNP since the reunification 20 years ago, which is mostly due to very strong exports but also a still positive private consumption and a very stable job market situation.

**ESTA Fee announced**

The introduction of USD 14 fee in connection to the registration with ESTA for travel to the United States has been announced for as of September 8, 2010. The echo in the media hasn’t been very positive (“travel tax”), but a major outcry hasn’t happened. We have to wait and see how the reactions will be once the fee is active.

**Monthly Report – Get It Across/ MikullaGoldmannPR – Germany Representative – September 2010**

**Fast Facts:**

**Highlight 1 (Press):**

G. Reimann published his article about motorcycling in Colorado as a result of his individual fam in the Bavarian daily AZ. Ad equivalence: **\$35.566, circulation 150.787.**

Stern.de, the online issue of one of Germany's biggest news magazine, published MGPR's press release on VolunTourism.

**Highlight 2 (Trade):**

Execution of a **travel trade FAM** together with ticket consolidator and travel agency association AER and Delta Airlines. Marcel escorted 8 high quality agents from all over Germany together with a representative of AER and Delta and visited Estes Park, Aspen, Ouray, Mesa Verde, Pagosa Springs, Salida, Breckenridge and Denver.

**Public Relations**

- Number of media calls/follow up calls: **46**
- Press releases: 2
- Attended: ---
- Total Monthly Media Equivalency compared Year to Date in US Dollars:  
**September 10 \$981.160 +93,9% vs. September 09**
- Total Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €2.974.417 +412,7% vs. FY 10**
- MikullaGoldmannPR - PR Placed Monthly Media Equivalency compared Year to Date in US Dollars:  
**September 10 \$744.581 +92,6% vs. September 09**
- MikullaGoldmannPR - PR Placed Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €2.451.154 +465,6% vs. FY10**

**Travel Trade**

- Number of Sales Calls: -
- Number of Trade Inquiries: **9**
- Number of Sales Leads: -

**Current Running Co-Ops**

- TUI: Desk Pad production + Product Development & Colorado Image on Summer Catalogue Cover
- Hotelplan: Inclusion of new Colorado Self Drive tour in Summer brochure & Flyer Mailing
- Meiers Weltreisen: Give Away Promotion for Self Drive tour (supported by Colorado CVBs) & Camper Training Day
- Canusa: iMagazine placed on Canusa website and featured in Newsletter (80% summer, 20% winter)
- Skytours: Mailing of Flyers to Swiss travel agents, promoting FlyDrive
- DERTOUR: Flyer Mailing to travel agencies, promoting FlyDrive, FIT Hotels & Camper Rentals ex Denver

**Consumer Fulfilment**

- Number of Consumer Inquiries: **34**  
[x via Colorado.com, x via GIA, 2 w/o brochure order]
- Distribution of Materials: **418 Holiday Guides**

**US Dollar Exchange Rate**

**1€= USD 1.3648 on Sep 30, 2010**  
**Compared to 1€= USD 1.4643 on Sep 30, 2009**

**Online Activities:**

CTO Official Website Visitors (German version of Colorado.com): **2,232 visits (Aug 26 – Sep 30, 2010)**

Website Visitors in Dec from	Germany:	1,449 visits
	Austria:	115 visits
	Switzerland:	121 visits

# MikullaGoldmannPR - Monthly Report

## Public Relations

### Total Media Equivalency Clipping Evaluation Report – MikullaGoldmannPR

Publication	Title	Date of Publish	Journalist	Circulation and Type	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Ostsee-Zeitung, Rostock	King of the road	21.08.2010	H. Schmidt	49.169	13.671€	\$18.456	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Abendzeitung, Reiseextra	Flower power in the Rockies	28.08.2010	G. Reimann	150.787	26.345€	\$35.566	PFI	Harley trip through Colorado
Badisches Tagblatt, Baden-Baden	Sea level is for sissies	28.08.2010	H. Schmidt	7.196	3.638€	\$4.911	PFI	Denver
Speyerer Morgenpost	Sea level is for sissies	28.08.2010	H. Schmidt	4.880	2.791€	\$3.768	PFI	Denver
Leipziger Volkszeitung, Leipzig	King of the road	28.08.2010	H. Schmidt	140.139	33.792€	\$45.619	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
The Red Bulletin	Red Bull Motocross of nations	01.09..2010	n.a.	800.000	1.825€	\$2.464	NA	Motocross race
Münstersche Zeitung, Westfalen Anzeiger	Sea level is for sissies	10.09.2010	H. Schmidt	15.697	2.509€	\$3.387	PFI	Denver
Westfalen Blatt, Bielefelder Zeitung	Living healthy in Denver	11.09.2010	H. Schmidt	2.722	2.360€	\$3.186	PFI	Denver
Lübecker Nachrichten, Hansestadt Lübeck	King of the road	11.09.2010	H. Schmidt	43.911	12.042€	\$16.257	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Online	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Main Post Online	Christo has to fight hard for his new project	17.08.2010	n.a.	16.000.000	604€	\$815	PR	Project “Over The River”
prpress	Tour operator's offers	18.08.2010	n.a.	n.a.	n.a.	n.a.	NA	Holiday suggestions including Colorado

offenes- presseportal.de	Tour operator's offers	18.08.2010	n.a.	1.860.000	10€	\$14	NA	Holiday suggestions including Colorado
Bocholter-Borkener Volksblatt Online	Christo fights on his own	18.08.2010	C. Rissman	7.043.327	475€	\$641	PR	Project "Over the river"
Jungle World Online	Yeeeeeee- Haaaw!	19.08.2010	K. Kohr	n.a.	n.a.	n.a.	PFI	Cattlemen's Days in Gunnison
wuerttembergweb.de	Denver	24.08.2010	H. Schmidt	300.000	n.a.	n.a.	PFI	Denver
General-Anzeiger, Bonn Online	Denver	24.08.2010	H. Schmidt	8.969.858	215€	\$290	PFI	Denver
Westline	"Mile High City" Denver	24.08.2010	H. Schmidt	7.695.602	1.844€	\$2.489	PFI	Denver
Südkurier Online	"Mile High City" Denver	24.08.2010	H. Schmidt	79.858.688	7.537€	\$10.175	PFI	Denver
Hertener Allgemeine Online	"Mile High City" Denver	24.08.2010	H. Schmidt	1.969.416	981€	\$1.324	PFI	Denver
Focus Online	"Mile High City" Denver	24.08.2010	H. Schmidt	154.078.175	64.147€	\$86.598	PFI	Denver
Traveling World	"Mile High City" Denver	24.08.2010	H. Schmidt	600.000	28€	\$38	PFI	Denver
Mitteldeutsche Zeitung Online	"Mile High City" Denver	24.08.2010	H. Schmidt	16.606.895	1.928€	\$2.603	PFI	Denver
Augsburger Allgemeine Online	"Mile High City" Denver	24.08.2010	H. Schmidt	27.815.508	4.334€	\$5.851	PFI	Denver
Allgemeine Zeitung Online	"Mile High City" Denver	24.08.2010	H. Schmidt	570.808	66€	\$89	PFI	Denver
Süddeutsche Zeitung Online	"Mile High City" Denver	24.08.2010	H. Schmidt	263.301.974	40.268€	\$54.362	PFI	Denver
Bürstädter Zeitung Online	"Mile High City" Denver	25.08.2010	H. Schmidt	n.a.	57€	\$77	PFI	Denver

Recklinghäuser Zeitung Online	"Mile High City" Denver	25.08.2010	H. Schmidt	1.857.318	524€	\$707	PFI	Denver
Rhein-Zeitung Online	"Mile High City" Denver	25.08.2010	H. Schmidt	1.015.302	661€	\$892	PFI	Denver
Westfaelische Nachrichten Online	"Mile High City" Denver	25.08.2010	H. Schmidt	6.276.991	983€	\$1.327	PFI	Denver
All-in.de	"Mile High City" Denver	25.08.2010	H. Schmidt	17.530.712	654€	\$883	PFI	Denver
Sh:z.de	"Mile High City" Denver	25.08.2010	H. Schmidt	22.798.060	2.864€	\$3.866	PFI	Denver
n-tv Online	"Mile High City" Denver	25.08.2010	H. Schmidt	113.594.641	23.832€	\$32.173	PFI	Denver
Ratschlag24.com	"Mile High City" Denver	26.08.2010	H. Schmidt	n.a.	n.a.	n.a.	PFI	Denver
Arcor.de	"Mile High City" Denver	27.08.2010	H. Schmidt	296.780.662	47.495€	\$64.118	PFI	Denver
Web.de	"Mile High City" Denver	30.08.2010	H. Schmidt	18.590.000	252.667€	\$341.100	PFI	Denver
Life PR	Being on the slope	02.09.2010	H. Schmidt	710.427	n.a.	n.a.	NA	New App "EpicMix" for Vail Resorts
Myvideo.de	Journey through West America	02.09.2010	n.a.	320.689.852	29.612€	\$39.976	NA	Video about a trip through the Southwest
GMX WebVideo	Journey through West America	02.09.2010	n.a.	646.667	38.800€	\$52.380	NA	Video about a trip through the Southwest
MyVideo.de	Journey through West America	02.09.2010	n.a.	320.689.852	29.612€	\$39.976	NA	Video about a trip through the Southwest
GMX WebVideo	Journey through West America	02.09.2010	n.a.	646.667	38.800€	\$52.380	NA	Video about a trip through the Southwest

x-aces.com	Vail Resort Colorado News 2010/2011	04.09.2010	R. Schopper	598.196	7€	\$9	NA	New technology "EpicMix"
Schlaunews	Being on the slope	04.09.2010	n.a.	66.488	n.a.	n.a.	NA	New App "EpicMix" for Vail Resorts
www.merian.de	Spooky hotels	07.09.2010	D. Krah	n.a.	n.a.	n.a.	GA	Spooky hotels in the US – Stanley Hotel
www.lookcook.net	Colorado is searching for VolunTourists	09.09.2010	MGPR	n.a.	n.a.	n.a.	PR	VolunTourism in Colorado
Deintouristik.net	VolunTourism	09.09.2010	MGPR	n.a.	n.a.	n.a.	PR	VolunTourism in Colorado
PREGAS	Colorado is searching for VolunTourists	09.09.2010	MGPR	291.684	3€	\$4	PR	VolunTourism in Colorado
Life PR	Colorado is searching for VolunTourists	09.09.2010	MGPR	710.427	n.a.	n.a.	PR	VolunTourism in Colorado
GMX WebVideo	Grand Canyon & Monument Valley	09.09.2010	n.a.	646.667	38.800€	\$52.380	NA	Video Grand Canyon and Monument Valley
Reise-pilot.de	Colorado is searching for VolunTourists	10.09.2010	MGPR	n.a.	n.a.	n.a.	PR	VolunTourism in Colorado
Urlaub-und-reisen.net	Colorado is searching for VolunTourists	10.09.2010	MGPR	n.a.	n.a.	n.a.	PR	VolunTourism in Colorado
Reisefernsehen.com	Colorado is searching for VolunTourists	12.09.2010	MGPR	17.500	4€	\$5	PR	VolunTourism in Colorado
Reisen-mit-style.com	Colorado is searching for VolunTourists	13.09.2010	MGPR	n.a.	n.a.	n.a.	PR	VolunTourism in Colorado
Stern.de	Stacking wood instead of sunbathing	13.09.2010	MGPR	n.a.	n.a.	n.a.	PR	VolunTourism in Colorado
Wohin-imUrlaub.com	Spooky hotels in Colorado	14.09.2010	n.a.	n.a.	n.a.	n.a.	GA	Stanley Hotel Estes Park in Colorado
Freenet.de	With vintage cars trough the Rocky Mountains	17.09.2010	S. Grundhoff	n.a.	n.a.	n.a.	NA	Colorado Grand

<b>TOTAL Equivalency September 2010</b>					<b>Total € 726.785</b>	<b>Total in \$: 981.160</b>	<b>Exc. Rate 1,35</b>		

**Source Key**

PFI or PFG	Press FAM result (individual or group)
PR	Result of press release
PC	Result of press conference/media event
P	Result of the promotion
GA	Result of general PR activity
NA	Not Assisted by CTO

**Total Placed Media Equivalency Chart Report – Generated by MikullaGoldmannPR**

Month	Total Placed Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$270.429	\$270.429
August 2010	\$2,180.825	\$2,451.254
September 2010	\$744.581	\$3,195.835
October 2010		
November 2010		
December 2010		
January 2011		
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$3,195.835</b>	<b>\$3,195.835</b>

**Total Media Equivalency Chart Report – Generated from all sources on Colorado**

Month	Total Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$386.112	\$386.112
August 2010	\$2,510.317	\$2,896.429
September 2010	\$981.160	\$3,877.589
October 2010		
November 2010		
December 2010		
January 2011		
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$3,877.589</b>	<b>\$3,877.589</b>

**Press Releases:**

- September 9: Press release VolunTourism sent to 623 media contacts.
- September 27: Press release Colorado legends sent to 770 media contacts.

**B-Roll, Video and Photo Usage:**

- GB sent press pictures for Colorado legends to V. Fischer, wunder media.

**Update of Media Calls/Press Contacts:**

- MGPR pitched CTO to M. Wilde, Thomas Cook's Reisemagazin and L'tur - Das Magazin. He is planning an US-special in fall.
- GB sent the info about Gateway's new Spa to S. Sitzler and K. Kohr. They have been to the resort in summer 2010.
- A. Pinck, Baedeker travel guide, is looking for the best hiking and biking trails in Colorado. MGPR asked JBA as well as several CVBs in Colorado for input and sent recommendations to A. Pinck.
- MGPR pitched Colorado's winter season to 41 ski-related media contacts.
- CTO accepted W. Greiner's offer for an ad plus a 6-8 page article in Skipresse. MGPR will send input and pictures for the article.
- B. Krieger called and informed MGPR that his Colorado stories about Crested Butte, Telluride and Dunton Hot Springs are going to be published in fall 2010.
- Holly Johnson, Devil's Thumb Ranch, asked for support on a planned media event in Leipzig/ Drresden during the SATW convention. MGPR suggested a media lunch in Hamburg and sent travel information.

**Confirmed Individual Media FAM Trips**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
July 7-19, 2010	Freelance for Die Zeit, Abenteuer & Reisen, Swiss Magazine, SR etc.	K. Kohr, S. Sitzler E. Haeberle	Die Zeit (652.600 daily) Abenteuer & Reisen (113.406 10x a year) Swiss Magazine (80.000 monthly)	Die Zeit – influential national daily Abenteuer & Reisen – consumer travel magazine Swiss Magazine – inflight magazine of the Swiss Airline “Swiss Air”	Colorado – the real Wild West & Denver	Grand Junction, Gateway Canyons, Durango, Alamosa, Gunnison/ Crested Butte, Aspen, Denver		
July 10-18, 2010	Münchener Abendzeitung AZ & the German travel newswire srt	G. Reimann	AZ: 185.688 srt: will send out his travel articles to more than 60 German magazines and newspapers	AZ: Local Munich daily srt: depending on which media will publish the article	Harley trip through Colorado’s famous ski resorts in the summer time	Pagosa Springs, Crested Butte, Aspen, Montrose, Telluride		

**Group Media:**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
May 8-14, 2010								

**Media Events:**

None in September 2010

## Travel Trade Promotions

### Current Co-ops:

Company	Details	Dates	Partners	On-Line OR Off-Line	Results
bikethebest	<b>CONSUMER</b> Participation in European Roadshow of motorcycle specialist Bike the Best	<b>Started Jun 09</b>		Offline	3000 distributed Colorado holiday guides
TUI	<b>TRADE / CONSUMER</b> Comprehensive Summer Brochure Campaign	<b>Summer 10</b>		Offline	Introduction of a new Fly Drive (8 CO overnights), Expansion from 3 CO to 7 CO hotels
Canusa	<b>CONSUMER</b> Production of an online brochure "iMagazine" featuring Colorado destination information and Canusa offers for Colorado, plus newsletter placement	<b>Feb 09</b>		Online	
Five Star Tours	<b>Consumer</b> Creation of a 6 page Colorado feature, including editorials	<b>November 09 - October 10</b>	Denver, Durango, Colorado Springs, Grand Junction	Offline	In Summer 09 (with the editorial), total roomnights of FST in Colorado increased 66%
DERTOUR	<b>Trade &amp; Consumer</b> Production of a 6page rack flyer to promote different regions and products in Colorado, including Colorado Fly Drive. 25,500 flyers to be mailed out to 2500 travel agencies. Plus: Newsletter placement of Colorado offers	<b>Spring 10</b>		Online/Offline	
Meiers Weltreisen	<b>Trade &amp; Consumer</b> Support for FIT Hotel page and participation in one day travel agent training event "Camper Experts" to educate 140 travel agents on ymotorhome tours through Colorado	<b>Spring 10</b>		Offline	
Hotelplan (CH)	<b>Trade &amp; Consumer</b> Introduction of a Colorado & Northern New Mexico Fly Drive to new Summer catalogue; Flyer Mailing to 120 Hotelplan travel agencies (appr. 1,000 agents)	<b>Dec 09</b>		Offline	Introduction of a New Fly Drive (8 Colorado overnights)
Skytours (CH)	<b>Trade &amp; Consumer</b> Production of 40,000 Flyers promoting special FlyDrive Tour, mailed to 950 travel agencies; online promotion of tour on Skytours.ch	<b>Feb 10</b>		Online/Offline	
America Unlimited	<b>Consumer</b> Special Colorado offers featured on homepage of <a href="http://www.america-unlimited.de">www.america-unlimited.de</a> for one month	<b>Mar-Apr 10</b>		Online	
Explorer Fernreisen, Canusa Touristik, Aeroplan	<b>Consumer</b> Creation of a Flyer by GIA featuring Southwest Itineraries ex PHX, LAS or Denver to promote special Alamo rental car offer (no one way fee) through three different tour operators	<b>Jan 10</b>	Denver, Mesa Verde (No CTO Funding)	Offline/Online	

FY 2011 coop list has been forwarded to CTO and was approved by the IPC.

## **Trade Contacts/Sales Calls/Sales Leads:**

Trade Contacts:

1. Meiers Weltreisen, Frankfurt:  
Talked about potential travel agent trainings in January.
2. RM Reiseteam, Bergheim:  
Coordinated planning with Rita for participation in INTERMOT motorbike consumer show in October
3. Explorer Fernreisen, Duesseldorf:  
Talked about marketing opportunities for Ski trips to Colorado
4. United Airlines, Frankfurt:  
Arranged reduced airfare with UAL for prize raffle during Colorado Ski Country participation in Warren Miller Filmtour
5. British Airways / Tom On Tour:  
Coordinated Visit Denver / Vail Resorts prize raffle for GLBT market together with British Airways and Gayfriendly travel guide publisher
6. Diamir Erlebnisreisen, Leipzig:  
Talked about potential participation in client event with adventure tour operator Diamir
7. ADAC Reisebuero, Freiburg:  
Confirmed participation in client event of travel agency in Freiburg
8. Lastminute.de, Munich:  
Discussed potential online coop program for FY 2011
9. Argus Reisen, Bovenden:  
Sent extensive ski resort brochures to ski tour operator
10. AER, Berlin / Delta Air Lines, Frankfurt:  
Finalised planning for upcoming potential travel agent fam in September
11. TOURISTIC-CENTER, Großenhain:  
Sent bulk shipment of Colorado holiday guides and state maps for planned group tour of travel agency
12. DERPART ADAC Reisebuero, Worms:  
Sent bulk shipment of Colorado holiday guides for planned Western USA themed client event of travel agency in November

## **Travel Trade Events, Trainings, Seminars, Workshops:**

No res staff trainings attended in September

Registered for participation in Travel Agent seminar with America Journal in Munich in November 2010.

### Trade FAMS (Group or Individual):

Date of FAM Trip	Company	Attending personnel	Title	Profile / Current product	Participating Destinations	Results
Sept 15-22, 2010	AERticket	8 Travel Agents + 3 escorts (GIA, AER, Delta)	"Colorado's National Parks"	Promotion of fall tours in Colorado to travel agents	Estes Park, Aspen, Ridgway/Ouray, Mesa Verde/Cortez, Pagosa Springs/Durango, Colorado Springs, Denver	
June 2011	Tour Operator Fam	4-6 product managers + 1-2 escorts	Colorado's Summer Gems	tbd	tbd	

**AER FAM:** Ticket consolidator AERticket, who manages a network of 6,000 travel agencies, offered to support airfare for an educational fam trip to Colorado with no additional costs for airfare to CTO. Seats were blocked by AER with Delta Air Lines. The participants were very high profile agencies from throughout Germany with a heavy focus on the US including the new product manager of tour operator Argus Reisen. A detailed report in form of a power point presentation will be forwarded separately.

**Product Manager FAM:** For June 2011 it is planned to invite around 5 product managers of tour operators from Germany and Switzerland. GIA reached out to British Airways and is awaiting response on possible Airline support. Alternatives would be American Airlines or United Airlines.

### Travel Tradeshows:

No travel tradeshows attended in September 2010.

## Consumer Promotions

### Consumer-Related Programs (Consumer shows/Consumer leads):

GIA is currently in contact with motorbike tour operator specialist RM Reiseteam on a joint participation at the INTERMOT motorbike consumer show in Cologne, Oct 6-11, 2010. Furthermore, planning is underway for a participation in a consumer "kick off event" for the launch of new summer branch of tour operator Faszination Ski on November 13, 2010 and in a consumer event of a travel agency in Freiburg on November 27, 2010.

GIA registered on behalf of CTO for a counter at the Visit USA Pavillion at the consumer shows in Hamburg, Stuttgart and Munich. Further details tbd. Currently, GIA is negotiating details for further consumer show participations in Mannheim or Leipzig with Five Star Tours.

### Consumer / Catalogue Advertising:

GIA is currently working on a Consumer and Catalogue Advertising schedule for 2010/2011 winter months.

### Consumer Email Newsletter:

The IPC approved the installation of a quarterly email newsletter on Colorado. GIA will coordinate planning and creates copytext and images.

### Consumer Inquires without brochure fulfilment:

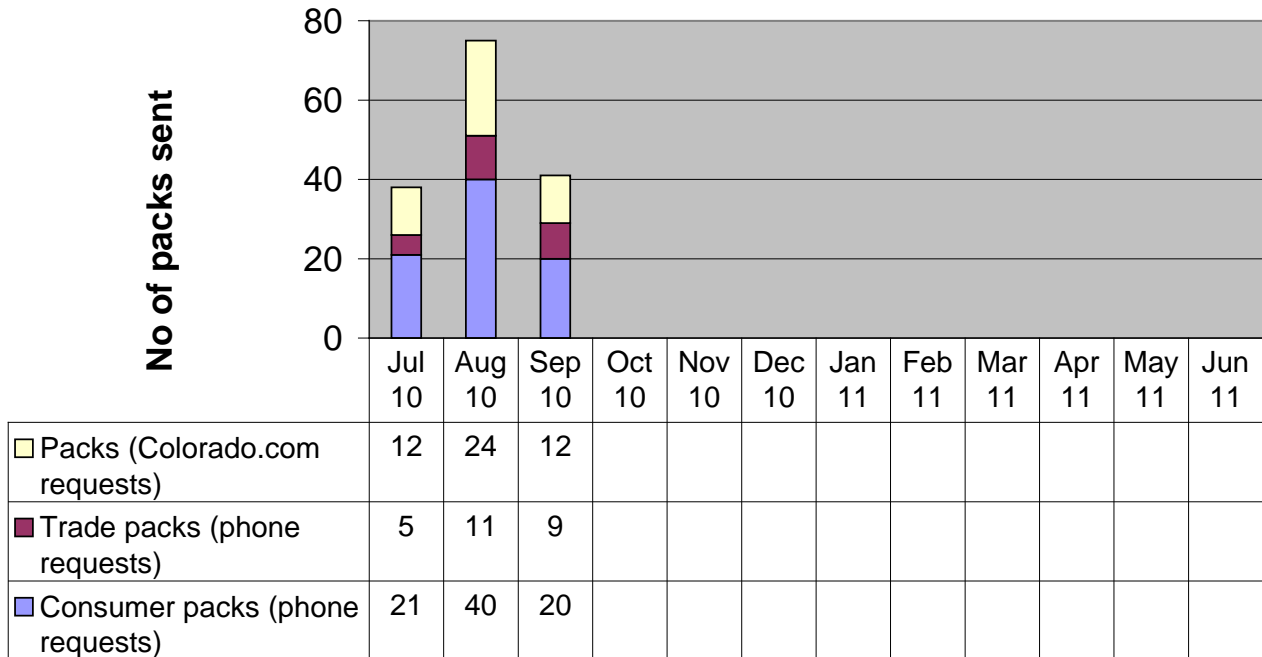
2 additional consumer requests for: Camping in Colorado, travelling by train through Colorado (both via email)

**Distribution of Materials for corresponding Month and Cumulative Amount to date:**

<b>Month</b>	<b><u>www.colorado.com</u></b>	<b>Other – telephone/ email request</b>	<b>Total number of distributed holiday guides</b>	<b>Other</b>
July 2010	12	21	221	Maps, Colo Springs, Ranch, DEN
August 2010	24	40	1018	Maps, Ranch, Denver, Byways
September 2010	12	20	368	Maps, Denver, Ski Resorts, Camping
<b>Total</b>	<b>48</b>	<b>81</b>	<b>1607</b>	

**Total fulfilment graph**

**Colorado Fulfilment Stats 2010**



**Travel Trends**

**German Market News:**

**ESTA Fee introduced**

The introduction of USD 14 fee in connection to the registration with ESTA for travel to the United States took effect as of September 8, 2010. The echo in the media hasn't been very positive ("travel tax"), but a major outcry hasn't happened in advance and was mostly overshadowed by coverage on the new air fare taxes the German government will introduce as of January 1<sup>st</sup>, 2011.

**Monthly Report – Get It Across/ MikullaGoldmannPR – Germany Representative – October 2010**

**Fast Facts:**

**Highlight 1 (Press):**

B. Krieger published a five-page article about Telluride in Ski Magazin as a result of his individual fam in December 2009. The circulation of the magazine is 142,400, the ad equivalence of the article is **\$78,049**.

K. Kohr published three articles about Colorado in diverse newspapers as a result of his individual fam in summer 2010. The combined ad equivalence of the articles is **\$13,122**.

**Highlight 2 (Trade):**

GIA attended InterMot, a Motorbike Consumer Show, in Cologne from Oct 6-10 on behalf of the CTO. Colorado shared the booth with motorbike tour operator specialist RM Reiseteam. Overall attendance of the show was 210,000 people, over **800 Colorado brochures** were distributed over the five-day show, that included one trade visitors only day.

**Public Relations**

- Number of media calls/follow up calls: 9
- Press releases: ---
- Attended: ---
- Total Monthly Media Equivalency compared Year to Date in US Dollars:  
**October 10 \$309.228 -64,7% vs. October 09**
- Total Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €3.196.883 +173.5% vs. FY 10**
- MikullaGoldmannPR - PR Placed Monthly Media Equivalency compared Year to Date in US Dollars:  
**October 10 \$269.354 +131% vs. October 09**
- MikullaGoldmannPR - PR Placed Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €2.644.943 +417% vs. FY10**

**Travel Trade**

- Number of Sales Calls: -
- Number of Trade Inquiries: **8**
- Number of Sales Leads: -

**Current Running Co-Ops**

- TUI: Desk Pad production + Product Development & Colorado Image on Summer Catalogue Cover
- Hotelplan: Inclusion of new Colorado Self Drive tour in Summer brochure & Flyer Mailing
- Meiers Weltreisen: Give Away Promotion for Self Drive tour (supported by Colorado CVBs) & Camper Training Day
- Canusa: iMagazine placed on Canusa website and featured in Newsletter (80% summer, 20% winter)
- Skytours: Mailing of Flyers to Swiss travel agents, promoting FlyDrive
- DERTOUR: Flyer Mailing to travel agencies, promoting FlyDrive, FIT Hotels & Camper Rentals ex Denver

**Consumer Fulfilment**

- Number of Consumer Inquiries: **41**  
[14x via Colorado.com, 23x via GIA, 4 w/o brochure order]
- Distribution of Materials: **418 Holiday Guides**

**US Dollar Exchange Rate**

**1€= USD 1.3912 on Oct 26, 2010**  
**Compared to 1€= USD 1.4643 on Sep 30, 2009**

**Online Activities:**

CTO Official Website Visitors (*German version of Colorado.com*): **1,363 visits (Sep 30 – Oct 26, 2010)**

Website Visitors in Dec from	Germany:	911 visits
	Austria:	62 visits
	Switzerland:	111 visits

# MikullaGoldmannPR - Monthly Report

## Public Relations

### Total Media Equivalency Clipping Evaluation Report – MikullaGoldmannPR

Publication	Title	Date of Publish	Journalist	Circulation and Type	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
WOZ Die Wochenzeitung	Jennifer, Geena, Tammy and Heather	15.07.2010	K. Kohr	13.878	945€	\$1.314	PFI	Trip through Colorado
WOZ Die Wochenzeitung	And everybody smiles	26.08.2010	K. Kohr	13.878	6.599€	\$9.173	PFI	Rodeo in Gunnison (Colorado)
Dresdner Neueste Nachrichten	King of the road	18.09.2010	H. Schmidt	26.866	11.400€	\$15.846	GA	With a RV through the Southwest (Denver and Mesa Verde NP)
Touristik aktuell	Snow fun guaranteed	20.09.2010	n.a.	30.841	4.650€	\$6.464	NA	TO offers in winter 2010
Touristik aktuell	Arts in the snow	20.09.2010	n.a.	30.841	325€	\$452	NA	Aspen mountains
DSV aktiv Ski & Sportmagazin	Go West	24.09.2010	B. Krieger	265.317	76.725€	\$106.648	PFI	Ski highlights USA (Beaver Creek)
Spartacus Traveler	Ski Colorado!	28.09.2010	C. Lütjens	20.000	7.480€	\$10.397	GA	Gay Ski weeks
Spartacus Traveler	Breathtaking	28.09.2010	D. Baumgartl	20.000	8.800€	\$12.232	GA	Aspen
Gay & Travel	Aspen	29.09.2010	O. Schipper	160.000	6.900€	\$9.591	GA	Winter resort Aspen
Augsburger Allgemeine	Who offers what	28.09.2010	D. Wegner & L. Solcher	102.252	20.563€	\$28.583	NA	TO offers in winter 2010
Jüdische Allgemeine	On the road	07.10.2010	K. Kohr	6.432	4.728€	\$6.572	PFI	Portrait Mark Ross (Alamosa)
Mitteldeutsche Zeitung	Who offers what	12.10.2010	R. Stallein	47.620	3.117€	\$4.333	NA	TO offers in winter 2010

Online	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
WOZ online	And everybody smiles	26.08.2010	K. Kohr	n.a.	850€	\$1.182	PFI	Rodeo in Gunnison (Colorado)
Pregas	Four Seasons opens a new mountain resort	22.09.2010	n.a.	291.684	3€	\$4	NA	Vail Colorado
Classic Driver	The Colorado Grand	24.09.2010	S. Grundhoff	n.a.	n.a.	n.a.	GA	Race with no limits
Pregas	Butch Cassidy & Buffalo Bill	27.09.2010	MGPR	291.684	3€	\$4	PR	On the tracks of Wild West legends
Life PR	Butch Cassidy & Buffalo Bill	27.09.2010	MGPR	710.427	n.a.	n.a.	PR	On the tracks of Wild West legends
Touristik News	Colorado News	27.09.2010	n.a.	n.a.	7€	\$10	PR	On the tracks of Wild West legends
Neue Fakten hotelintern	Third resort in the Rocky mountains	27.09.2010	n.a.	100.000	14€	\$19	NA	Four Seasons Resort Vail
Fliegen & Sparen online	Colorado: Living the Wild West	29.09.2010	MGPR	111.126	25€	\$35	PR	On the tracks of Wild West legends
Be local	Butch Cassidy & Buffalo Bill	01.10.2010	MGPR	n.a.	n.a.	n.a.	PR	On the tracks of Wild West legends
Usa-reise.de	Butch Cassidy & Buffalo Bill	04.10.2010	MGPR	n.a.	n.a.	n.a.	PR	On the tracks of Wild West legends
Reise Pilot	Butch Cassidy & Buffalo Bill	05.10.2010	MGPR	n.a.	n.a.	n.a.	PR	On the tracks of Wild West legends
Jüdische Allgemeine	On the road	07.10.2010	K. Kohr	n.a.	n.a.	n.a.	PFI	Portrait Mark Ross
Herbstzeit.de	The snow wonder of Aspen ski resort	11.10.2010	n.a.	2.600.000	14€	\$19	NA	Aspen ski resort

Focus Online	Cowboy Schools: Vacation in the saddle	12.10.2010	n.a.	147.221.992	58.818€	\$81.757	GA	Colorado Cattle Company
Playboy online - Der Berater	Holidays with Cowboy legends	20.10.2010	MGPR	n.a.	10.500€	\$14.595	PR	On the tracks of Wild West legends
<b>TOTAL Equivalency October 2010</b>					<b>Total € 1 222.466</b>	<b>Total in \$: 309.228</b>	<b>Exc. Rate 1,39</b>	

**Source Key**

PFI or PFG	Press FAM result (individual or group)
PR	Result of press release
PC	Result of press conference/media event
P	Result of the promotion
GA	Result of general PR activity
NA	Not Assisted by CTO

**Total Placed Media Equivalency Chart Report – Generated by MikullaGoldmannPR**

Month	Total Placed Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$270.429	\$270.429
August 2010	\$2,180.825	\$2,451.254
September 2010	\$744.581	\$3,195.835
October 2010	\$269.354	\$3,465.189
November 2010		
December 2010		
January 2011		
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$3,465.189</b>	<b>\$3,465.189</b>

**Total Media Equivalency Chart Report – Generated from all sources on Colorado**

Month	Total Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$386.112	\$386.112
August 2010	\$2,510.317	\$2,896.429
September 2010	\$981.160	\$3,877.589
October 2010	\$309.228	\$4,186.817
November 2010		
December 2010		
January 2011		
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$4,186.817</b>	<b>\$4,186.817</b>

**Press Releases:** None in October 2010

**B-Roll, Video and Photo Usage:** None in October 2010

**Update of Media Calls/Press Contacts:**

- J. Suttner, Ski Magazin, was looking for affordable ski offers. MGPR sent an offer from Faszination Ski.
- N. Miethke, America Journal, will publish her article on Steamboat Springs in the upcoming issue of America Journal. GB sent info and news about Steamboat. N. Miethke did participate in the group fam in February 2010.
- B. Krieger, dpa, is planning a trip to Colorado in December. GB recommends a round trip to Vail, Steamboat Springs and Winter Park. He will get back to MGPR with further details.
- E. Peters, freelance for several motorcycle magazines, is planning a press trip to Colorado in spring 2011. GB offered support. He will get back to MGPR once he has further details.

**Confirmed Individual Media FAM Trips**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
July 7-19, 2010	Freelance for Die Zeit, Abenteuer & Reisen, Swiss Magazine, SR etc.	K. Kohr, S. Sitzler E. Haeberle	Die Zeit (652.600 daily) Abenteuer & Reisen (113.406 10x a year) Swiss Magazine (80.000 monthly)	Die Zeit – influential national daily Abenteuer & Reisen – consumer travel magazine Swiss Magazine – inflight magazine of the Swiss Airline “Swiss Air”	Colorado – the real Wild West & Denver	Grand Junction, Gateway Canyons, Durango, Alamosa, Gunnison/ Crested Butte, Aspen, Denver	October 2010: WOZ, Jüdische Allgemeine, Jungle World	October 2010: \$13.122
July 10-18, 2010	Münchner Abendzeitung AZ & the German travel newswire srt	G. Reimann	AZ: 185.688 srt: will send out his travel articles to more than 60 German magazines and newspapers	AZ: Local Munich daily srt: depending on which media will publish the article	Harley trip through Colorado’s famous ski resorts in the summer time	Pagosa Springs, Crested Butte, Aspen, Montrose, Teluride	September 2010: Abendzeitung	September 2010: \$35.566

**Group Media:**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
May 8-14, 2010								

**Media Events:**

None in October 2010

## Travel Trade Promotions

### Current Co-ops:

Company	Details	Dates	Partners	On-Line OR Off-Line	Results
bikethebest	<b>CONSUMER</b> Participation in European Roadshow of motorcycle specialist Bike the Best	<b>Started Jun 09</b>		Offline	3000 distributed Colorado holiday guides
TUI	<b>TRADE / CONSUMER</b> Comprehensive Summer Brochure Campaign	<b>Summer 10</b>		Offline	Introduction of a new Fly Drive (8 CO overnights), Expansion from 3 CO to 7 CO hotels
Canusa	<b>CONSUMER</b> Production of an online brochure "iMagazine" featuring Colorado destination information and Canusa offers for Colorado, plus newsletter placement	<b>Feb 09</b>		Online	
Five Star Tours	<b>Consumer</b> Creation of a 6 page Colorado feature, including editorials	<b>November 09 - Oktober 10</b>	Denver, Durango, Colorado Springs, Grand Junction	Offline	In Summer 09 (with the editorial), total roomnights of FST in Colorado increased 66%
DERTOUR	<b>Trade &amp; Consumer</b> Production of a 6page rack flyer to promote different regions and products in Colorado, including Colorado Fly Drive. 25,500 flyers to be mailed out to 2500 travel agencies. Plus: Newsletter placement of Colorado offers	<b>Spring 10</b>		Online/Offline	
Meiers Weltreisen	<b>Trade &amp; Consumer</b> Support for FIT Hotel page and participation in one day travel agent training event "Camper Experts" to educate 140 travel agents on ymotorhome tours through Colorado	<b>Spring 10</b>		Offline	
Hotelplan (CH)	<b>Trade &amp; Consumer</b> Introduction of a Colorado & Northern New Mexico Fly Drive to new Summer catalogue; Flyer Mailing to 120 Hotelplan travel agencies (appr. 1,000 agents)	<b>Dec 09</b>		Offline	Introduction of a New Fly Drive (8 Colorado overnights)
Skytours (CH)	<b>Trade &amp; Consumer</b> Production of 40,000 Flyers promoting special FlyDrive Tour, mailed to 950 travel agencies; online promotion of tour on Skytours.ch	<b>Feb 10</b>		Online/Offline	
America Unlimited	<b>Consumer</b> Special Colorado offers featured on homepage of <a href="http://www.america-unlimited.de">www.america-unlimited.de</a> for one month	<b>Mar-Apr 10</b>		Online	
Explorer Fernreisen, Canusa Touristik, Aeroplan	<b>Consumer</b> Creation of a Flyer by GIA featuring Southwest Itineraries ex PHX, LAS or Denver to promote special Alamo rental car offer (no one way fee) through three different tour operators	<b>Jan 10</b>	Denver, Mesa Verde (No CTO Funding)	Offline/Online	

FY 2011 coop list has been forwarded to CTO and was approved by the IPC. Above list will be updated with planned coops next month.

## **Trade Contacts/Sales Calls/Sales Leads:**

### Trade Contacts:

1. Reisebüro Grenzenlos, Bodenmais:  
Sent bulk shipment of Colorado collaterals to travel agency for special office decoration for wedding event
2. Reiseagentur Niesky, Niesky:  
Send bulk shipment of Colorado Reiseplaner to travel agency for client evening "Golden West"
3. Reisen & Relaxen, Gräfenheinichen:  
Sent bulk shipment of Colorado Reiseplaner to travel agency for special advert event (one US state every week)
4. Reisebüro Bad Säckingen, Bad Säckingen:  
Sent bulk shipment of Colorado collaterals to travel agency for US themed event weeks (USA – East to West)
5. DER Reisebüro, Berlin:  
Sent Colorado Ski posters and brochures for special USA ski event week in travel agency
6. Hotelplan / Skytours, Zuerich (CH):  
Talked about details for upcoming promotions
7. Canusa, Hamburg:  
Talked about details for upcoming promotions
8. Faszination Fernweh, Weinheim:  
Provided images on hotels in Grand Junction and Durango for newly produced summer catalogue
9. Amerikareisen.at / Five Star Tours, Kaiserslautern/Vienna:  
Arranged details with several CVBs for Colorado editorial in upcoming summer catalogue
10. TUI, Hannover:  
Arranged details for upcoming promotion

## **Travel Trade Events, Trainings, Seminars, Workshops:**

No res staff trainings attended in October

Registered for participation in Travel Agent seminar with America Journal in Munich in November 2010.

### Trade FAMS (Group or Individual):

Date of FAM Trip	Company	Attending personnel	Title	Profile / Current product	Participating Destinations	Results
Sept 15-22, 2010	AERTicket	8 Travel Agents + 3 escorts (GIA, AER, Delta)	"Colorado's National Parks"	Promotion of fall tours in Colorado to travel agents	Estes Park, Aspen, Ridgway/Ouray, Mesa Verde/Cortez, Pagosa Springs/Durango, Colorado Springs, Denver	
June 2011	Tour Operator Fam	4-6 product managers + 1-2 escorts	Colorado's Summer Gems	tbd	tbd	

**AER FAM:** Ticket consolidator AERTicket, who manages a network of 6,000 travel agencies, offered to support airfare for an educational fam trip to Colorado with no additional costs for airfare to CTO. Seats were blocked by AER with Delta Air Lines. The participants were very high profile agencies from throughout Germany with a heavy focus on the US including the new product manager of tour operator Argus Reisen. A detailed report in form of a power point presentation will be forwarded separately.

**Product Manager FAM:** For June 2011 it is planned to invite around 5 product managers of tour operators from Germany and Switzerland. GIA reached out to British Airways and is awaiting response on possible Airline support. Alternatives would be American Airlines or United Airlines.

### Travel Tradeshows:

No travel tradeshows attended in October 2010.

## Consumer Promotions

### Consumer-Related Programs (Consumer shows/Consumer leads):

GIA participated, in cooperation with motorbike tour operator specialist RM Reiseteam in INTERMOT motorbike consumer show in Cologne from Oct 6-10, 2010. The booth was organised by RM Reiseteam, so their product was promoted (including 2 tours with CO overnights). Interest in Colorado as a motorbiking destination was relatively high, 400 Colorado Reiseplaner were distributed, along with 250 maps and 150 Scenic Byway Guides. Total attendance of the show was 210,000 visitors.

Planning is currently underway for a participation in a consumer "kick off event" for the launch of new summer branch of tour operator Faszination Ski on November 13, 2010 and in a consumer event of a travel agency in Freiburg on November 27, 2010, as well as one in Stuttgart on November 28.

GIA registered on behalf of CTO for a counter at the Visit USA Pavillion at the consumer shows in Hamburg, Stuttgart and Munich. Further details tbd. Currently, GIA is negotiating details for further consumer show participation in Luzern in cooperation with Hotelplan and Skytours. Details tbd.

### Consumer / Catalogue Advertising:

GIA is currently working on a Consumer and Catalogue Advertising schedule for 2010/2011 winter months.

Planned partners are:

- Katalog Kiosk / travel newsletter to 185,000 consumers
- Reise & Preise / catalogue ad in travel market section of quarterly travel magazine
- America Journal / ad in bi-monthly magazine specialised on travel to the US, combined with a fulfilment order system
- Travellead / online fulfilment system connected to various catalogue ordering websites

In addition, GIA arranged an ad placement in the ski magazine SkiPresse, featuring a tour operator ski offer with Argus Reisen. In exchange, a 6 page advertorial on Ski in Colorado will be included in the next issue.

**Consumer Inquires without brochure fulfilment:**

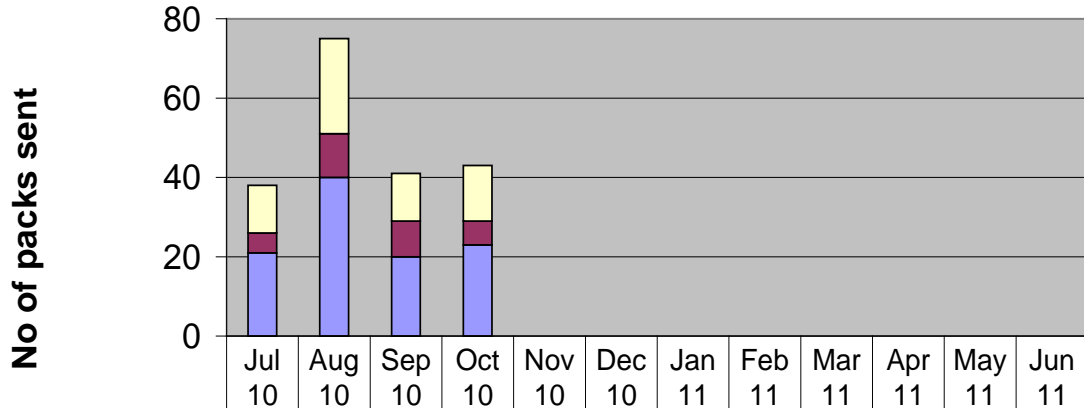
4 additional consumer requests for: 2x Ranch vacation in Colorado, Golfing in Colorado (both via email), Skiing in Colorado

**Distribution of Materials for corresponding Month and Cumulative Amount to date:**

<b>Month</b>	<b><u>www.colorado.com</u></b>	<b>Other – telephone/ email request</b>	<b>Total number of distributed holiday guides</b>	<b>Other</b>
July 2010	12	21	221	Maps, Colo Springs, Ranch, DEN
August 2010	24	40	1018	Maps, Ranch, Denver, Byways
September 2010	12	20	368	Maps, Denver, Ski Resorts, Camping
October 2010	14	23	949	Maps, Byways, Denver, Ski, Ranch
<b>Total</b>	<b>62</b>	<b>104</b>	<b>2556</b>	

**Total fulfilment graph**

**Colorado Fulfilment Stats 2010**



<ul style="list-style-type: none"> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: yellow; border: 1px solid black; margin-right: 5px;"></span> Packs (Colorado.com requests)</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: maroon; border: 1px solid black; margin-right: 5px;"></span> Trade packs (phone requests)</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: blue; border: 1px solid black; margin-right: 5px;"></span> Consumer packs (phone requests)</li> </ul>	12	24	12	14								
	5	11	9	6								
	21	40	20	23								

**Travel Trends**

**German Market News:**

**Recovering economy boosts long haul travel**

Thanks to the strongly improving German economy, consumers also are more interested in doing a long haul vacation again. According to a recent survey by ADAC (German AAA), 71.2% of the German population is planning to do a longer vacation in 2011. This is an increase of 6% over last year.

60% of the ADAC members expressed their will to still do a vacation this year (as of July).

Even among people who consider themselves to be in a bad economic situation personally, still over 41% are planning to do a vacation – compared to 35% in 2009.

According to the survey, travellers are more and more split into two different groups, where either the vacation destination is crucial or the budget is the deciding factor.

**New TSA regulation causes irritations**

A recent article on a new regulation for US flights causes irritations among German media and consumers. The news said that passengers are now forbid to stand up during the flights and gather in the aisle during flights. It has not been officially confirmed yet, as also the airlines themselves gave contradictory statements, but this news was another bad influence on the US as a travel destination after the recent entry of the ESTA fee, the new Secure Flight regulations and the German airline tax.

**Monthly Report – Get It Across/ MikullaGoldmannPR – Germany Representative – November 2010**

**Fast Facts:**

**Highlight 1 (Press):**

S. Rigutto published her article on Steamboat Springs and Winter Park in the Swiss Sunday paper Sonntagszeitung and in the online issue [www.sonntagszeitung.ch](http://www.sonntagszeitung.ch). This is a result of MGPR's group press fam in February 2010. Ad equivalence: **\$59.739**; circulation 188.658, Page Impressions 591.000. N. Miethke published her article about Steamboat Springs in America Journal. This is a result of MGPR's group press fam in February 2010. Ad equivalence: **\$41.222**, circulation 37.500.

**Highlight 2 (Trade):**

From Nov 4-6 Colorado attended the long haul travel show "Journeys 2010" in Munich, organised by Latka Verlag, the publishing house of the bimonthly magazine America Journal. The three day show started of with a trade & media day, which was rather slow. The other two days were open for public and saw around 2,000 visitors, who were highly interested in the US destinations and in Colorado and the Southwest especially. **250 Colorado holiday guides** were distributed along with maps and brochures on Ski Resorts and Nationalparks.

**Public Relations**

- Number of media calls/follow up calls: 13
- Press releases: 1 (Quiznos Bike Challenge)
- Total Monthly Media Equivalency compared Year to Date in US Dollars:  
**November 10 \$770.588 +149% vs. November 09**
- Total Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €3.759.356 +173% vs. FY 10**
- MikullaGoldmannPR - PR Placed Monthly Media Equivalency compared Year to Date in US Dollars:  
**November 10 \$636.513 +534% vs. November 09**
- MikullaGoldmannPR - PR Placed Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €3.109.551 +408% vs. FY10**

**Travel Trade**

- Number of Sales Calls: 3
- Number of Trade Inquiries: 8

**Current Running Co-Ops**

- TUI: Postcard Leporello featuring CO image & Sales Flyer promoting CO Fly Drive to travel agencies
- Canusa: Creation of 6page flyer featuring Colorado & Denver offers, distribution via shows and direct mail
- DERTOUR: 5 Fax mailings to travel agencies, announcing ski offers
- Meiers Weltreisen: Online Newsletter & Homepage coop promoting Colorado offers
- Junker Reisen: Six page Colorado Editorial in Summer Brochure
- FTI: Colorado Advertorial in travel magazine + participation in Camper & Bike event for travel agents
- Skytours: production of tram stickers to be put up in trams in Zurich area featuring CO offer and images
- Hotelplan: creation of flyer featuring CO Sleep & Fly to be mailed to travel agencies
- America Unlimited: details currently discussed

**Consumer Fulfilment**

- Number of Consumer Inquiries: 281  
[10x via Colorado.com, 15x via GIA, 8x TravelLead, 246x Katalog-Kiosk 2 w/o brochure order]
- Distribution of Materials: **769 Holiday Guides**

**US Dollar Exchange Rate**

**1€= USD 1.3496 on Nov 24, 2010**  
**Compared to 1€= USD 1.4969 on Nov 24, 2009**

**Online Activities:**

CTO Official Website Visitors (*German version of Colorado.com*): **1,619 visits (Oct 26 – Nov 24, 2010)**

Website Visitors in Dec from	Germany:	1,096visits
	Austria:	74 visits
	Switzerland:	117 visits

# MikullaGoldmannPR - Monthly Report

## Public Relations

### Total Media Equivalency Clipping Evaluation Report – MikullaGoldmannPR

Publication	Title	Date of Publish	Journalist	Circulation and Type	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Ski Guide Austria	Feels like home	30.09.2010	F. Fettner	25.000	31.800€	\$43.566	GA	Aspen
Markt Main Sonntag	VolunTourists in the Rocky Mountains	10.10.2010	MGPR	82.900	1.465€	\$2.007	PR	VolunTourism
Basler Zeitung	A mountain of films	13.10.2010	S. Sitzler	88.187	4.100€	\$5.617	PFI	Movie Manor Motel
Wochenspiegel	100 Dollar pocket-money	16.10.2010	n.a.	111.545	2.291€	\$3.139	NA	Vail Resorts
Heilbronner Stimme	Outdoor photo exhibition	23.10.2010	n.a.	18.379	283€	\$388	NA	Aspen
Touristik aktuell	With FTI in Colorado	25.10.2010	n.a.	30.839	1.085€	\$1.486	PFG	Colorado and the Rockies
America	Wonders of the West	28.10.2010	C. Heeb	30.000	9.000€	\$12.330	GA	General travel article on the Southwest including CO
America	Ski Colorado	28.10.2010	n.a.	30.000	415€	\$569	PFG	Steamboat Springs
America	Powder snow and cowboy feeling	28.10.2010	N. Miethke	30.000	21.580€	\$29.565	PFG	Steamboat Springs
Ski Exclusiv	Members only	28.10.2010	B. Hitzler	60.000	48.750€	\$66.788	GA	Game Creek Club
DSV aktiv Ski & Sportmagazin	Winter paradise with more than eight meters powder a year	29.10.2010	n.a.	194.689	69.750€	\$95.558	GA	Colorado Ski Country USA and Warren Miller's "Wintervention"
Aktiv Rad fahren	Biking in the Southwest	29.10.2010	G. Kast	55.000	26.328€	\$36.069	PFI	Arizona Biking - Grand Canyon and CO
General Anzeiger Bonn	Colorado	30.10.2010	n.a.	40.042	264€	\$362	NA	Outdoor photo exhibition, Aspen
Westdeutsche Zeitung	Dog sled tour in Colorado	30.10.2010	R. Stallein	27.950	3.731€	\$5.111	NA	Winter holiday packages

Sonntagszeitung	Skiing in the Wild West	31.10.2010	S. Rigutto	188.187	43.662€	\$59.817	PFG	Winter holidays in Steamboat Springs and Winter Park
SkiMagazin	About gangsters and skiing	November 2010	B. Krieger	142.400	56.150€	\$76.926	PFI	Telluride
Reise-Inspirationen	Flower power in the Rockies	November 2010	G. Reimann	339.000	67.805€	\$92.893	PFI	Pagosa Springs, Crested Butte, Aspen, Montrose, Telluride
Urlaub Tipp	Colorado	01.11.2010	n.a.	400.000	16.115€	\$22.078	GA	Cover
Urlaub Tipp	Skiing in champagne snow	01.11.2010	M. Braunger	400.000	60.431€	\$82.790	GA	Winter holidays in Denver, Aspen, Vail
Kölnische Rundschau	Niedermayr in Aspen	03.11.2010	n.a.	110.371	431€	\$590	NA	Outdoor photo exhibition, Aspen
Die Welt	Roadster and Rockies	06.11.2010	T. Geiger	43.777	16.475€	\$22.571	NA	Colorado Grand Rally
Schweriner Volkszeitung	On the "Oh my God" road	06.11.2010	A. Adair	23.896	5.326€	\$7.297	GA	Colorado (Denver, Boulder, Central City)
Frankfurter Allgemeine Zeitung	Medical Marihuana in Colorado	11.11.2010	N. Rehfeld	379.014	44.033€	\$60.325	NA	Telluride
Online	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Sidestep Mag	The mountains are calling	12.10.2010	n.a.	120.000	12.000€	\$16.440	NA	Aspen
Reisefernsehen.com	On the tracks of Wild West legends	18.10.2010	MGPR	17.500	4€	\$5	PR	Colorado legends
tourexpi	The top 10 haunted hotels for Halloween	19.10.2010	n.a.	5.000	n.a.	n.a.	NA	Stanley Hotel Estes Park
Extragolf.at	Colorado Springs	21.10.2010	n.a.	n.a.	n.a.	n.a.	PFI	The Broadmoor
Outdoor-magazin	Continental Divide Trail	21.10.2010	MGPR	n.a.	n.a.	n.a.	PR	VolunTourism
Presse Echo	The top 10 haunted hotels for Halloween	21.10.2010	n.a.	12.667	197€	\$270	NA	Stanley Hotel Estes Park

Rheinische Post Online	Spooky hotels	21.10.2010	n.a.	363.106	10.893€	\$14.923	NA	Stanley Hotel Estes Park
FinanzNachrichten.de	The top 10 haunted hotels for Halloween	21.10.2010	n.a.	251.851	2.909€	\$3.985	NA	Stanley Hotel Estes Park
Gretler & Partner AG	The top 10 haunted hotels for Halloween	21.10.2010	n.a.	n.a.	n.a.	n.a.	NA	Stanley Hotel Estes Park
EURIP Cities	The top 10 haunted hotels for Halloween	21.10.2010	n.a.	n.a.	n.a.	n.a.	NA	Stanley Hotel Estes Park
Lübecker Nachrichten Online	Outdoor photo exhibition	22.10.2010	n.a.	23.584	708€	\$970	NA	Aspen
Westfälische Nachrichten Online	Outdoor photo exhibition	22.10.2010	n.a.	84.155	1.386€	\$1.899	NA	Aspen
Life PR	Snowmass is using Facebook as service center	22.10.2010	n.a.	6.948	n.a.	n.a.	NA	Aspen ski resort
General Anzeiger	Outdoor photo exhibition	22.10.2010	n.a.	150.992	1.332€	\$1.825	NA	Aspen
Ptext.de	The top 10 haunted hotels for Halloween	22.10.2010	n.a.	1.729	26€	\$36	NA	Stanley Hotel Estes Park
Volksstimme	Outdoor photo exhibition	23.10.2010	n.a.	24.296	423€	\$580	NA	Aspen
All-in.de	Outdoor photo exhibition	23.10.2010	n.a.	33.147	306€	\$419	NA	Aspen
Onlinefreizeit.com	The top 10 haunted hotels for Halloween	25.10.2010	n.a.	n.a.	n.a.	n.a.	NA	Stanley Hotel Estes Park
Elle Online	Luxury resorts from Aspen to Taos	28.10.2010	n.a.	10.815	757€	\$1.037	GA	Beaver Creek
Frankfurt-live.com	“Skisaving”	29.10.2010	n.a.	2.500	17€	\$23	NA	Aspen package
Br-online.de	Vail- Kitzbühel of the Rockies	30.10.2010	A. Zinnecker	n.a.	n.a.	n.a.	NA	Champagne Powder

Sonntags- Zeitung Online	Skiing in the Wild West	31.10.2010	S. Rigutto	1.833	85€	\$116	PFG	Winter holidays in Steamboat Springs and Winter Park
Vienna Online	Five times Wild West in white	05.11.2010	n.a.	26.637	160€	\$219	NA	Aspen and Vail
travelbook	Colorado 2011	11.11.2010	MGPR	n.a.	n.a.	n.a.	PR	Quiznos Pro Challenge
belocal	Colorado 2011	11.11.2010	MGPR	n.a.	n.a.	n.a.	PR	Quiznos Pro Challenge
Lookcook.net	Colorado 2011	12.11.2010	MGPR	n.a.	n.a.	n.a.	PR	Quiznos Pro Challenge
Reisenews-online	Colorado 2011	12.11.2010	MGPR	n.a.	n.a.	n.a.	PR	Quiznos Pro Challenge
<b>TOTAL Equivalency November 2010</b>					<b>Total € 562.473</b>	<b>Total in \$: 770.588</b>	<b>Exc. Rate 1,37</b>	

**Source Key**

PFI or PFG	Press FAM result (individual or group)
PR	Result of press release
PC	Result of press conference/media event
P	Result of the promotion
GA	Result of general PR activity
NA	Not Assisted by CTO

**Total Placed Media Equivalency Chart Report – Generated by MikullaGoldmannPR**

Month	Total Placed Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$270.429	\$270.429
August 2010	\$2,180.825	\$2,451.254
September 2010	\$744.581	\$3,195.835
October 2010	\$269.354	\$3,465.189
November 2010	\$636.513	\$4,101.702
December 2010		
January 2011		
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$4,101.702</b>	<b>\$4,101.702</b>

**Total Media Equivalency Chart Report – Generated from all sources on Colorado**

Month	Total Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$386.112	\$386.112
August 2010	\$2,510.317	\$2,896.429
September 2010	\$981.160	\$3,877.589
October 2010	\$309.228	\$4,186.817
November 2010	\$770.588	\$4,957.405
December 2010		
January 2011		
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$4,957.405</b>	<b>\$4,957.405</b>

**Press Releases:**

- Press release Quiznos Pro Challenge sent to 717 media contacts.

**B-Roll, Video and Photo Usage:**

- Access to CTO's photo gallery sent to Ms. Krabec, Nuernberger Nachrichten, upon request.
- Press pictures for Winter Park sent to F. Tausch, Ski Magazin, upon request.

**Update of Media Calls/Press Contacts:**

- Press information and press pictures sent for an article on Colorado to W. Greiner, Skipresse.
- Further information about the Quiznos Bike Challenge sent to A. Kublik, TOUR Bike Magazine, upon request.
- Meeting with G. Langer, Luxxus Magazin. He is interested in an article about Denver's art scene and Telluride. MGPR sent press information and photos.
- Winter Park's press kit sent to N. Miethke, Sächsische Zeitung & America Journal, upon request. She was one of the participants of MGPR's group press trip in February 2010.
- Anniversary of Colorado National Monument in 2011 as well as the Quiznos Pro Challenge pitched to C. Jörg-Brosche, Gewinn. She was looking for anniversaries and big events in 2011.
- F. Fettner, freelance for diverse Austrian magazines and dailies as well as for the Austrian Ski Guide is interested in a group fam to Colorado in winter 2010/ 2011. GB explains that there are no group fams planned and offers support for an individual fam. Mr. Fettner will get back to MGPR.
- B. and B. Krieger will come to Colorado December 10-19 and will visit Vail, Steamboat Springs and Tabernash. MGPR asked Alamo as well as Faszination Ski for discounts on flights and a rental car and asked JBA to send out the lead.
- MGPR asked JBA whether she knows any German expats, who live in Colorado and are interested in being portrayed in the TV documentary "goodbye deutschland". She will get back to MGPR.

**Confirmed Individual Media FAM Trips**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
July 7-19, 2010	Freelance for Die Zeit, Abenteuer & Reisen, Swiss Magazine, SR etc.	K. Kohr, S. Sitzler E. Haeberle	Die Zeit (652.600 daily) Abenteuer & Reisen (113.406 10x a year) Swiss Magazine (80.000 monthly)	Die Zeit – influential national daily Abenteuer & Reisen – consumer travel magazine Swiss Magazine – inflight magazine of the Swiss Airline “Swiss Air”	Colorado – the real Wild West & Denver	Grand Junction, Gateway Canyons, Durango, Alamosa, Gunnison/ Crested Butte, Aspen, Denver	October 2010: WOZ, Jüdische Allgemeine, Jungle World; November 2010: Basler Zeitung	October 2010: \$13.122 November 2010: \$5.754

July 10-18, 2010	Münchner Abendzeitung AZ & the German travel newswire srt	G. Reimann	AZ: 185.688 srt: will send out his travel articles to more than 60 German magazines and newspapers	AZ: Local Munich daily srt: depending on which media will publish the article	Harley trip through Colorado's famous ski resorts in the summer time	Pagosa Springs, Crested Butte, Aspen, Montrose, Telluride	September 2010: Abendzeitung	September 2010: \$35.566
December 10-19, 2010	Dpa, Ski Magazin, DSV aktiv Ski & Sportmagazin, Planet Snow	B. & B. Krieger	DSV aktiv Ski & Sportmagazin – 197,688 Planet Snow – 35,000 dpa – German newswire agency	DSV aktiv Ski & Sportmagazin – The magazine targets skiers and snowboarders. Planet Snow – The magazine freeriders (ski and snowboard). dpa – all kinds of readers, depending on the publications	Skiing in Vail, Steamboat Springs and an overnight stay at a guest ranch	Vail, Steamboat Springs, C Lazy U Ranch		

**Group Media:**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
May 8-14, 2010								

**Media Events:**

None in November 2010

## Travel Trade Promotions

### Current Co-ops:

Company	Details	Dates	Partners	On-Line OR Off-Line	Results
TUI	<b>TRADE</b> 1) Production of postcard leporello mailed to travel agencies 2) Direct mailing to consumers, promoting CO Fly Drive	Fall/Winter 2010	-	OFFLINE	
Canusa	<b>CONSUMER</b> Production of a 6page flyer including Colorado offers to be distributed at consumer shows and via direct mailings	Jan/Feb 2011	Denver	ONLINE/ OFFLINE	
DERTOUR	<b>TRADE/CONSUMER</b> Creation of 5 faxes featuring Colorado Ski products to be sent out on 5 dates to 9,000 Dertour travel agencies	Dec/Jan 2011	-	OFFLINE	
Meiers Weltreisen	<b>CONSUMER</b> Inclusion of Colorado offers in Meiers Weltreisen email newsletter to consumers and Colorado features on MWR homepage	Jan/Feb 2011	-	ONLINE	
Junker Reisen	<b>CONSUMER</b> Production of a Colorado editorial, featuring information on regions and state along with bookable tour itineraries in summer catalogue (6 pages)	Start Dec 2010	Denver, Durango, Colorado Springs, Grand Junction	OFFLINE	
FTI	<b>TRADE/CONSUMER</b> 1) Creation of a 2 page Colorado Advertorial highlighting the destination and the FTI Fly Drive in travel magazine Reise & Preise 2) Participation in Camper & Bike travel agent event in Munich in May 2011	Jan & May 2011	Colorado Springs, Grand Junction, Denver	OFFLINE	
America Unlimited	<b>CONSUMER</b> Creation of a prize raffle to be promoted online and to collect addresses, details tbd	Jan-March 2011	Colorado Springs, Grand Junction, Denver	ONLINE	
Skytours	<b>CONSUMER</b> Production of large stickers featuring Colorado image and a booking offer, to be posted in tram waggons in the Zurich area	Jan-Feb 2011	-	OFFLINE	
Hotelplan	<b>TRADE</b> Creation of a 1 page flyer featuring a Colorado Fly Drive, to be mailed out to 1,000 travel agencies in Switzerland	Jan-April 2011	-	OFFLINE	
RM Reiseteam	<b>CONSUMER</b> Participation in a motorbike consumer show in Cologne on the RM Reiseteam booth	October 2010	-	OFFLINE	800 Colorado brochures distributed

## **Trade Contacts/Sales Calls/Sales Leads:**

### Sales Calls:

1. CRD International, Hamburg:  
Met with product manager and talked about fly drives in the Southwest of the US.
2. Gebeco, Kiel:  
Met with product manager and discussed a Denver gateway tour including National Parks. Business is going very well for Gebeco.

### Trade Contacts:

3. Expert Reisebuero, München:  
Sent several brochures and maps for office decoration, as well as destination images via email
4. Amerikareisen.at, Klosterneuburg (AT):  
Sent Colorado training DVD for implementation on website of tour operator
5. Schmetterling Reisebuero, Düsseldorf:  
Sent Colorado give aways (water bottles and pens) to travel agency for special Christmas promotion in DUS Airport
6. American Airlines, Frankfurt:  
Provided calendar of Denver conventions until 2015 to Corporate Sales office from AA in Frankfurt
7. Canusa Touristik, Hamburg:  
Sent bulk shipment of Colorado maps to Hamburg office of tour operator
8. Canusa Touristik, Frankfurt:  
Sent bulk shipment of Colorado brochures and maps to Frankfurt office of tour operator
9. JDR Reisen, Wuerzburg:  
Talked with tour operator specialist about planned group tour to Southwest (inc. Durango, Ouray, MeVe, Denver) and sent bulk shipment of brochures for participants
10. Visit USA Austria, Vienna (AT):  
Sent bulk shipment of Colorado holiday guides for distribution at Austrian consumer travel show
11. Moving Adventures, Munich:  
Sent bulk shipment of Colorado brochures for distribution during Warren Miller film tour
12. British Airways / Tom On Tour:  
Talked with BA and ToT about winner of Colorado prize raffle in gay magazine, in cooperation with Denver
13. Hotelplan/Skytours, Zurich (CH):  
Discussed with product manager opportunity to create a flyer for distribution at Swiss consumer shows.

## **Travel Trade Events, Trainings, Seminars, Workshops:**

Participated in America Journal event "Journeys", with our own Colorado booth at a long haul destination travel market on Nov 4 in Munich. Around 150 travel agents attended throughout the day.

**Trade FAMS (Group or Individual):**

Date of FAM Trip	Company	Attending personnel	Title	Profile / Current product	Participating Destinations	Results
Sept 15-22, 2010	AERTicket	8 Travel Agents + 3 escorts (GIA, AER, Delta)	"Colorado's National Parks"	Promotion of fall tours in Colorado to travel agents	Estes Park, Aspen, Ridgway/Ouray, Mesa Verde/Cortez, Pagosa Springs/Durango, Colorado Springs, Denver	
June 2011	Tour Operator Fam	4-6 product managers + 1-2 escorts	Colorado's Summer Gems	tbd	tbd	

**AER FAM:** Ticket consolidator AERTicket, who manages a network of 6,000 travel agencies, offered to support airfare for an educational fam trip to Colorado with no additional costs for airfare to CTO. Seats were blocked by AER with Delta Air Lines. The participants were very high profile agencies from throughout Germany with a heavy focus on the US including the new product manager of tour operator Argus Reisen. A detailed report in form of a power point presentation was forwarded separately.

**Product Manager FAM:** For June 2011 it is planned to invite around 5 product managers of tour operators from Germany and Switzerland. GIA reached out to British Airways and is awaiting response on possible Airline support. Alternatives would be American Airlines or United Airlines.

**Travel Tradeshows:**

No travel tradeshows attended in November 2010.

**Consumer Promotions**

**Consumer-Related Programs (Consumer shows/Consumer leads):**

GIA participated, in cooperation with motorbike tour operator specialist RM Reiseteam in INTERMOT motorbike consumer show in Cologne from Oct 6-10, 2010. The booth was organised by RM Reiseteam, so their product was promoted (including 2 tours with CO overnights). Interest in Colorado as a motorbiking destination was relatively high, 400 Colorado Reiseplaner were distributed, along with 250 maps and 150 Scenic Byway Guides. Total attendance of the show was 210,000 visitors.

The consumer "kick off event" for the launch of new summer branch of tour operator Faszination Ski on November 13, 2010 has been postponed and will now take place mid February. Further details tbd.

GIA will participate on behalf of CTO in two consumer event of travel agencies in Freiburg on November 27 and in Stuttgart on November 28. CTO will have its own booth.

GIA registered on behalf of CTO for a counter at the Visit USA Pavillion at the consumer shows in Hamburg, Stuttgart and Munich. Further details tbd.

Currently, GIA is negotiating details for further consumer show participation in Luzern in cooperation with Hotelplan and Skytours. Plus, GIA is negotiating with Explorer Fernreisen for a joint booth at the consumer show in Mannheim. Details tbd.

**4-Corners Consumer Piece with selected tour operator partners**

GIA is currently in contact with Alamo and our tour operator partners Explorer, CANUSA and Aeroplan in order to continue the No One Way Rental Fee promotion in 2011. GIA is working on updating the design and the content of the flyer and negotiates production details.

**Consumer / Catalogue Advertising:**

GIA has arranged a Consumer and Catalogue Advertising schedule for 2010/2011 winter months in order to promote the Colorado holiday guide as a tool for travel planning. Confirmed partners are:

- Katalog Kiosk / travel newsletter to 185,000 consumers
  - Travellead / online fulfilment system connected to various catalogue ordering websites
  - Reise & Preise / catalogue ad in travel market section of quarterly travel magazine
  - America Journal / ad in bi-monthly magazine specialised on travel to the US, combined with a fulfilment order system
- Requests so far: 300  
Requests so far: 9  
in January 2011  
in December/January 2011

Total requests as of November 24, 2010: **309 German Reiseplaner**

In addition, GIA arranged an ad placement in the ski magazine SkiPresse, featuring a tour operator ski offer with Argus Reisen. In exchange, a 6 page advertorial on Ski in Colorado will be included in the next issue.

**Consumer Inquires without brochure fulfilment:**

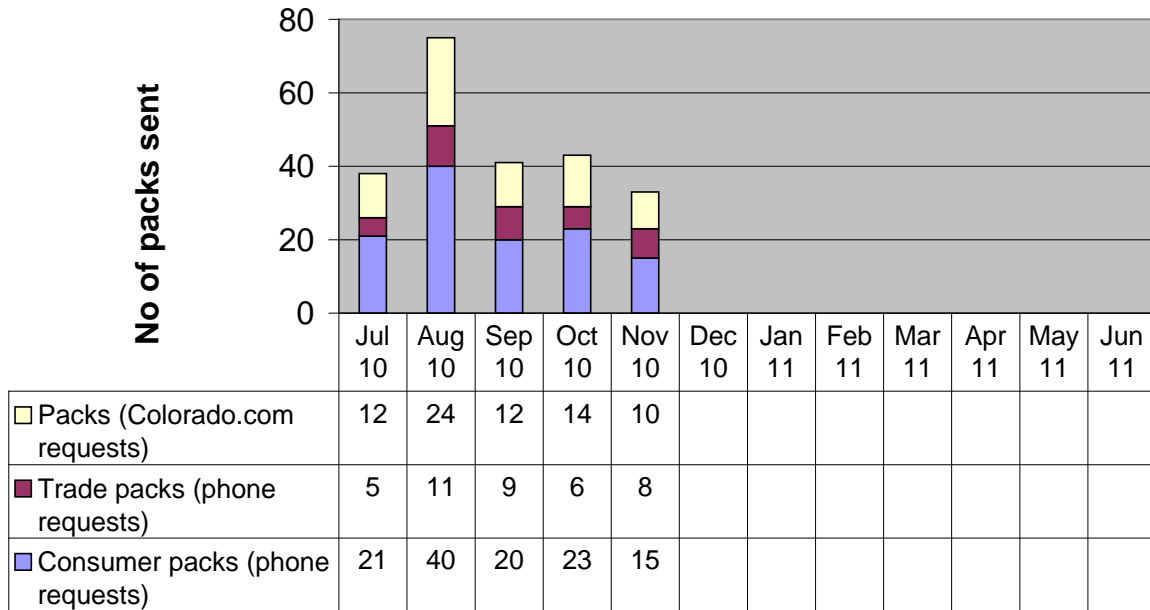
2 additional consumer requests for: Ski vacation in Colorado, Camping in Colorado (both via email)

**Distribution of Materials for corresponding Month and Cumulative Amount to date:**

Month	<u>www.colorado.com</u>	Other – telephone/ email request	Total number of distributed holiday guides	Other
July 2010	12	21	221	Maps, Colo Springs, Ranch, DEN
August 2010	24	40	1018	Maps, Ranch, Denver, Byways
September 2010	12	20	368	Maps, Denver, Ski Resorts, Camping
October 2010	14	23	949	Maps, Byways, Denver, Ski, Ranch
November 2010	10	15	769	
<b>Total</b>	<b>72</b>	<b>119</b>	<b>3325</b>	

**Total fulfilment graph**

**Colorado Fulfilment Stats 2010**



**Travel Trends**

**German Market News:**

**Media Coverage on Full Body Scanners**

Currently several media outlets are bringing articles on the new full body scanners that are being used at airports for screening. Many articles are about the use on American airports and especially on the (often times not very friendly) behaviour of TSA employees. Another nuance of reports is the behaviour of travellers to avoid uncomfortable situations or even to protest against the intimate screenings or the heavy pat down of children.

**German terror threats**

A very dominating topic within Germany is the threat of terror attacks, after the ministry of the interior issued a warning last week that Germany has to seriously expect terror attacks until the end of November, beginning of December. Therefore the security level was raised in all important public areas such as train stations and airports and other sensitive places. The big question (besides the one, if there will actually be an attack) is if the security situation and the potential bomb threat will scare away people from using planes/trains for travelling.

**Germany and European Economy**

The German economy is still doing extremely well and serves as the powerhouse of the European economy. Unfortunately Germany currently also has to bail out several of the weaker economies of Europe, such as Ireland and maybe also Portugal, which can cause economic trouble and as well a certain anger within the German population.

**Monthly Report – Get It Across/ MikullaGoldmannPR – Germany Representative – December 2010**

**Fast Facts:**

**Highlight 1 (Press):**

F. Heer published his article on Telluride and Ouray in Annabelle. The Swiss women's magazine has a monthly circulation of 70.000. The ad equivalence of this article is **\$233.553**. Frank Heer visited to Colorado in February 2010.

S. Sitzler published an article on Aspen and Klaus Obermeyer in the national daily Die Zeit. The ad equivalence is **\$61.516**, the circulation of Die Zeit is 253.896. S. Sitzler visited Colorado in summer 2010.

W. Greiner published a five-page article about Colorado in SkiPresse and covered Telluride, Steamboat Springs, Crested Butte and Silverton Mountain. The circulation is 150.000, the ad equivalence is **\$45.753**.

**Highlight 2 (Trade):**

First ever German Colorado email newsletter was published on December 21<sup>st</sup>. Sent out to 2138 consumers interested in Colorado as a destination. Newsletter featured mainly winter topics: Aspen & Snowmass, Vail Resorts, Colorado Gems, Other Winter activities, Winter events, Booking recommendations.

**Public Relations**

- Number of media calls/follow up calls: 10
- Press releases: 1 (Skiing with Olympians)
- Total Monthly Media Equivalency compared Year to Date in US Dollars:  
**December 10 \$856.383 +21% vs. December 09**
- Total Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €4.403.253 +135% vs. FY 10**
- MikullaGoldmannPR - PR Placed Monthly Media Equivalency compared Year to Date in US Dollars:  
**December 10 \$633.808 +32% vs. December 09**
- MikullaGoldmannPR - PR Placed Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €3.586.099 +279% vs. FY10**

**Travel Trade**

- Number of Sales Calls: 2
- Number of Trade Inquiries: 8

**Current Running Co-Ops**

- TUI: Postcard Leporello featuring CO image & Sales Flyer promoting CO Fly Drive to travel agencies
- Canusa: Creation of 6page flyer featuring Colorado & Denver offers, distribution via shows and direct mail
- DERTOUR: 5 Fax mailings to travel agencies, announcing ski offers
- Meiers Weltreisen: Online Newsletter & Homepage coop promoting Colorado offers
- Junker Reisen: Six page Colorado Editorial in Summer Brochure
- FTI: Colorado Advertorial in travel magazine + participation in Camper & Bike event for travel agents
- Skytours: production of tram stickers to be put up in trams in Zurich area featuring CO offer and images
- Hotelplan: creation of flyer featuring CO Sleep & Fly to be mailed to travel agencies
- America Unlimited: details currently discussed

**Consumer Fulfilment**

- Number of Consumer Inquiries: 195  
[21x via Colorado.com, 9x via GIA, 24x TravelLead, 143x Katalog-Kiosk, 3 w/o brochure order]
- Distribution of Materials: **508 Holiday Guides**

**US Dollar Exchange Rate**

**1€= USD 1.3147 on Dec 21, 2010**  
**Compared to 1€= USD 1.4368 on Dec 21, 2009**

**Online Activities:**

CTO Official Website Visitors (*German version of Colorado.com*): **1,179 visits (Nov 24 – Dec 21, 2010)**

Website Visitors in Dec from	Germany:	783 visits
	Austria:	55 visits
	Switzerland:	102 visits

# MikullaGoldmannPR - Monthly Report

## Public Relations

### Total Media Equivalency Clipping Evaluation Report – MikullaGoldmannPR

Publication	Title	Date of Publish	Journalist	Circulation and Type	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Skipresse	Colorado Ski Country	November 2010	M. Greiner	150.000	414€	\$551	GA	Lift passes in CO (USA Gold Pass and Summit Pass)
Travel One	Skiing in Champagne Powder	12.11.2010	K. Teuschl	20.377	22.575€	\$30.025	PFI	Vail, Aspen, Arapahoe Basin, Telluride
Abendzeitung	Skifun and more	13.11.2010	R. Stallein	121.255	12.341€	\$16.414	NA	Tour Op offers: Colorado
Hamburger Morgenpost am Sonntag	Because I like it	14.11.2010	S. Henseke	125.296	20.816€	\$27.685	NA	Skiing in Vail
Fit for Fun	Aspen - The Powder Paradise	15.11.2010	G. Ebmeyer	185.689	184.690€	\$245.638	GA	Aspen
Annabelle	Snow rush	17.11.2010	F. Heer	70.117	175.604€	\$233.553	PFI	Winter in Telluride and Ouray
SkiMagazin	Best ski resorts in the U.S.	19.11.2010	n.a.	140.200	1.508€	\$2.006	NA	Six CO ski resorts in the German reader's top 10
Die Zeit	America shall not freeze	25.11.2010	S. Sitzler	253.896	46.253€	\$61.516	PFI	Aspen and Klaus Obermeyer
Die Zeit	Winter from A to Z	25.11.2010	B. Strassmann	253.896	74.004€	\$98.425	NA	Pipe in Breckenridge
Oberbayerisches Volksblatt	Winter Wonder Land U.S.A.	27.11.2010	n.a.	33.755	934€	\$1.242	NA	Tour Op offers: Vail Resorts
The Red Bulletin	FIS Snowboard World Cup	December 2010	n.a.	900.000	2.190€	\$2.913	NA	FIS Snowboard World Cup in Telluride
Skipresse	Cowboys, Champagne and Couloirs	December 2010	W. Greiner	150.000	30.700€	\$40.831	PC	Skiing in Colorado – Telluride, Silverton Mountain, Crested Butte and Steamboat Springs
Quarter Horse Journal	Temporary Cowboys	December 2010	M. Brinke & P. Kränzle	23.600	8.052€	\$10.709	PFI	Ranch Holiday: Gateway Canyons
Sonntags Echo	Skiing adventure in the Wild West	4.12.2010	M. Hesse	106.800	7.532€	\$10.018	PFI	Skiing in Telluride

Ebersberger Samstagsblatt	Real and digital	4.12.2010	n.a.	35.500	399€	\$531	NA	Vail Resorts' new App
Berliner Zeitung	For twitter fans	11.12.2010	n.a.	141.723	15.872€	\$21.110	NA	Vail Resorts' new App
Frankfurter Rundschau	For twitter fans	11.12.2010	n.a.	20.151	3.577€	\$4.757	NA	Vail Resorts' new App
Online	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)		Source	Description
Annabelle Online	Skiing and more	17.11.2010	F. Heer	305.056	136€	\$181	PFI	Telluride
Annabelle Online	Skiing and more II	17.11.2010	F. Heer	305.056	136€	\$181	PFI	Telluride
Insiderei.com	A "green" ski resort	24.11.2010	R. Kropf	n.a.	n.a.	n.a.	GA	Aspen
Tagesspiegel	At the foot of the green mountains	25.11.2010	A. Eckardt	n.a.	n.a.	n.a.	GA	City portrait Boulder
Reise-Pilot.de	"Garden of the Gods" in Colorado	30.11.2010	n.a.	n.a.	n.a.	n.a.	NA	Garden of the Gods – Colorado Springs
Belocal.de	With Olympians on Colorado's ski slopes	December 2010	MGPR	n.a.	n.a.	n.a.	PR	Vail, Silverton Mountain, Steamboat Springs
Lookcook.net	With Lindsey Vonn and Shaun White on the slope	02.12.2010	MGPR	n.a.	n.a.	n.a.	PR	Vail, Silverton Mountain, Steamboat Springs
Travelbook.de	With Olympians on Colorado's ski slopes	02.12.2010	MGPR	n.a.	n.a.	n.a.	PR	Vail, Silverton Mountain, Steamboat Springs
Echo Online	Colorado	02.12.2010	M. Hesse	3.816.705	452€	\$601	PFI	Telluride
Life PR	With Lindsey Vonn and Shaun White on the slope	02.12.2010	MGPR	372.323	n.a.	n.a.	PR	Vail, Silverton Mountain, Steamboat Springs
Zeit Online	Winter from A to Z	03.12.2010	B. Strassmann	61.088.186	35.708€	\$47.492	NA	Pipe in Breckenridge

reisefernsehen.com	With Olympians on Colorado's ski slopes	04.12.2010	MGPR	17.500	4€	\$5	PR	Vail, Silverton Mountain, Steamboat Springs
Reise-pilot.de	With Olympians on Colorado's ski slopes	04.12.2010	MGPR	n.a.	n.a.	n.a.	PR	Vail, Silverton Mountain, Steamboat Springs
Web.de	The winter hotspots of the stars	08.12.2010	n.a.	n.a.	n.a.	n.a.	NA	Aspen
<b>TOTAL Equivalency December 2010</b>					<b>Total € 643.897</b>	<b>Total in \$: 856.383</b>	<b>Exc. Rate 1,33</b>	

**Source Key**

PFI or PFG	Press FAM result (individual or group)
PR	Result of press release
PC	Result of press conference/media event
P	Result of the promotion
GA	Result of general PR activity
NA	Not Assisted by CTO

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October 2010	\$269.354	\$3,465.189
November 2010	\$636.513	\$4,101.702
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January 2011		
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$4,735.510</b>	<b>\$4,735.510</b>

**Total Media Equivalency Chart Report – Generated from all sources on Colorado**

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July 2010	\$386.112	\$386.112
August 2010	\$2,510.317	\$2,896.429
September 2010	\$981.160	\$3,877.589
October 2010	\$309.228	\$4,186.817
November 2010	\$770.588	\$4,957.405
December 2010	\$856.383	\$5,813.788
January 2011		
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$5,813.788</b>	<b>\$5,813.788</b>

**Press Releases:**

- Press release *Skiing with Olympians* sent to 717 media contacts. Covered ski resorts: Vail, Steamboat Springs and Silverton Mountain.

**B-Roll, Video and Photo Usage:**

- Access to CTO's photo gallery sent to A. Knoblauch, [www.naturschauplaetze.de](http://www.naturschauplaetze.de), upon request.

**Update of Media Calls/Press Contacts:**

- A. Lesti is planning an individual press trip to Colorado in May 2011. Since he will participate in the Iron Horse Race and the registration closes already end of December 2010, MGPR asked MD for approval. MGPR will hand in the full itinerary later.
- Final itinerary sent to B. Krieger. He and his wife are going to Vail, Denver and Steamboat Springs December 10-19.
- MGPR contacted Paramount Pictures regarding a promotion cooperation for the movie "True Grit". The film is supposed to be the opening film for the German film festival Berlinale. MGPR found a media partner (Bild am Sonntag – biggest Sunday paper in Europe, circulation 1.704.852) and asked MS (GIA) to look for a tour operator, which is willing to support the promotion.

**Confirmed Individual Media FAM Trips**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
July 7-19, 2010	Freelance for Die Zeit, Abenteuer & Reisen, Swiss Magazine, SR etc.	K. Kohr, S. Sitzler E. Haeberle	Die Zeit (652.600 daily) Abenteuer & Reisen (113.406 10x a year) Swiss Magazine (80.000 monthly)	Die Zeit – influential national daily Abenteuer & Reisen – consumer travel magazine Swiss Magazine – inflight magazine of the Swiss Airline "Swiss Air"	Colorado – the real Wild West & Denver	Grand Junction, Gateway Canyons, Durango, Alamosa, Gunnison/ Crested Butte, Aspen, Denver	October 2010: WOZ, Jüdische Allgemeine, Jungle World; November 2010: Basler Zeitung December 2010: Die Zeit	October 2010: \$13.122 November 2010: \$5.754 December 2010: \$61.516
July 10-18, 2010	Münchner Abendzeitung AZ & the German travel newswire srt	G. Reimann	AZ: 185.688 srt: will send out his travel articles to more than 60 German magazines and newspapers	AZ: Local Munich daily srt: depending on which media will publish the article	Harley trip through Colorado's famous ski resorts in the summer time	Pagosa Springs, Crested Butte, Aspen, Montrose, Teluride	September 2010: Abendzeitung December 2010: Reise & Preise Online	September 2010: \$35.566
December 10- 19, 2010	Dpa, Ski Magazin, DSV aktiv Ski & Sportmagazin, Planet Snow	B. & B. Krieger	DSV aktiv Ski & Sportmagazin – 197,688 Planet Snow – 35,000 dpa – German newswire agency	DSV aktiv Ski & Sportmagazin – The magazine targets skiers and snowboarders. Planet Snow – The	Skiing in Vail, Steamboat Springs and an overnight stay at a guest ranch	Vail, Steamboat Springs, C Lazy U Ranch		

				magazine freeriders (ski and snowboard). dpa – all kinds of readers, depending on the publications				
May 2011	Frankfurter Allgemeine Sonntagszeitung; Augsburg Allgemeine; Geo Saison	A. Lesti	Frankfurter Allgemeine Sonntagszeitung - 466.747 Augsburger Allgemeine - 348.377 Geo Saison - 141.233	Frankfurter Allgemeine Sonntagszeitung – National Sunday paper Augsburger Allgemeine – Regional daily Geo Saison – travel magazine	Iron Horse Race and Stand Up Paddling	Durango and Aspen		

**Group Media:**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
May 8-14, 2010								

**Media Events:**

None in December 2010

## Travel Trade Promotions

### Current Co-ops:

Company	Details	Dates	Partners	On-Line OR Off-Line	Results
TUI	<b>TRADE</b> 1) Production of postcard leporello mailed to travel agencies 2) Direct mailing to consumers, promoting CO Fly Drive	Fall/Winter 2010	-	OFFLINE	
Canusa	<b>CONSUMER</b> Production of a 6page flyer including Colorado offers to be distributed at consumer shows and via direct mailings	Jan/Feb 2011	Denver	ONLINE/ OFFLINE	
DERTOUR	<b>TRADE/CONSUMER</b> Creation of 5 faxes featuring Colorado Ski products to be sent out on 5 dates to 9,000 Dertour travel agencies	Dec/Jan 2011	-	OFFLINE	
Meiers Weltreisen	<b>CONSUMER</b> Inclusion of Colorado offers in Meiers Weltreisen email newsletter to consumers and Colorado features on MWR homepage	Jan/Feb 2011	-	ONLINE	
Junker Reisen	<b>CONSUMER</b> Production of a Colorado editorial, featuring information on regions and state along with bookable tour itineraries in summer catalogue (6 pages)	Start Dec 2010	Denver, Durango, Colorado Springs, Grand Junction	OFFLINE	
FTI	<b>TRADE/CONSUMER</b> 1) Creation of a 2 page Colorado Advertorial highlighting the destination and the FTI Fly Drive in travel magazine Reise & Preise 2) Participation in Camper & Bike travel agent event in Munich in May 2011	Jan & May 2011	Colorado Springs, Grand Junction, Denver	OFFLINE	
America Unlimited	<b>CONSUMER</b> Creation of a prize raffle to be promoted online and to collect addresses, details tbd	Jan-March 2011	Colorado Springs, Grand Junction, Denver	ONLINE	
Skytours	<b>CONSUMER</b> Production of large stickers featuring Colorado image and a booking offer, to be posted in tram waggons in the Zurich area	Jan-Feb 2011	-	OFFLINE	
Hotelplan	<b>TRADE</b> Creation of a 1 page flyer featuring a Colorado Fly Drive, to be mailed out to 1,000 travel agencies in Switzerland	Jan-April 2011	-	OFFLINE	
RM Reiseteam	<b>CONSUMER</b> Participation in a motorbike consumer show in Cologne on the RM Reiseteam booth	October 2010	-	OFFLINE	800 Colorado brochures distributed

## Trade Contacts/Sales Calls/Sales Leads:

### Sales Calls:

1. Tourismus Schiegg, Schwangau:  
Met with product managers for US Summer and Winter, talked about expansion of summer products in CO and about new ski products in CO
2. Hagen Alpin Tours, Oy-Mittelberg:  
Met with product manager and talked about their ski products (season is stable over 09/10); left Colorado brochures

### Trade Contacts:

3. Eberhard Reisen, Engelsbrand:  
Planning a group ski trip to Vail / Beaver Creek end of January, provided general information via mail and brochures
4. Haase Reisen, Bonn:  
Sent bulk shipment of Colorado holiday guides for consumer event "National Parks in Western USA" organised by travel agency in January
5. Reiseland Reisebüro, Würzburg:  
Sent Colorado materials for distribution to clients
6. Explorer Fernreisen, Nürnberg:  
Sent bulk shipment of Colorado collaterals to Nürnberg office of tour operator Explorer Fernreisen
7. ADAC Reisebüro, Oldenburg:  
Sent bulk shipment of Colorado Holiday guides and Mesa Verde information to travel agency for distribution at National Parks client event
8. SK Touristik, Münster:  
Talked about planned coop activities, postponed to January 2011
9. America Unlimited, Hannover  
Talked with Timo about details of coop activity for Summer 2011 products
10. FTI Touristik, Munich:  
Supplied FTI with all necessary creatives and details for coop program
11. Moving Adventures, Munich:  
Talked with MA, organisator of Warren Miller events, about what is necessary for supply during the consumer events
12. British Airways / Tom On Tour:  
Talked with BA and ToT and informed winner of Colorado prize raffle in gay magazine, in cooperation with Denver
13. CANUSA, Hamburg:  
Finalised details of planned coop activities in January/February to promote summer travel

## Travel Trade Events, Trainings, Seminars, Workshops:

Attended travel agent trainings with FTI on behalf of Colorado in the following cities, with a total attendance of **165 travel agents**:

1. Siegen – 35 travel agents
2. Aachen – 78 travel agents
3. Koblenz – 52 travel agents

Besides a 15 minute presentation in each city, Colorado brochures were handed out to every participant.

Registered for participation in Travel Agent seminars with Visit USA in Austria and Switzerland in February 2011.

**Trade FAMS (Group or Individual):**

Date of FAM Trip	Company	Attending personnel	Title	Profile / Current product	Participating Destinations	Results
Sept 15-22, 2010	AERTicket	8 Travel Agents + 3 escorts (GIA, AER, Delta)	"Colorado's National Parks"	Promotion of fall tours in Colorado to travel agents	Estes Park, Aspen, Ridgway/Ouray, Mesa Verde/Cortez, Pagosa Springs/Durango, Colorado Springs, Denver	
June 2011	Tour Operator Fam	4-6 product managers + 1-2 escorts	Colorado's Summer Gems	tbd	tbd	

**AER FAM:** Ticket consolidator AERTicket, who manages a network of 6,000 travel agencies, offered to support airfare for an educational fam trip to Colorado with no additional costs for airfare to CTO. Seats were blocked by AER with Delta Air Lines. The participants were very high profile agencies from throughout Germany with a heavy focus on the US including the new product manager of tour operator Argus Reisen. A detailed report in form of a power point presentation was forwarded separately.

**Product Manager FAM:** For June 2011 it is planned to invite around 5 product managers of tour operators from Germany and Switzerland. GIA reached out to British Airways and is awaiting response on possible Airline support. Alternatives would be American Airlines or United Airlines.

**Travel Tradeshows:**

No travel tradeshows attended in December 2010.

**Consumer Promotions**

**Consumer-Related Programs (Consumer shows/Consumer leads):**

The consumer "kick off event" for the launch of new summer branch of tour operator Faszination Ski on November 13, 2010 has been postponed and will now take place mid February. Further details tbd.

GIA participated on behalf of CTO in two consumer event of ADAC travel agencies in Freiburg on November 27 and in Sindelfingen on November 28. At each event, CTO had its own booth, where interested consumers could receive information and ask questions. Attendance was: 350 consumers in Freiburg, 650 in Sindelfingen

GIA registered on behalf of CTO for a counter at the Visit USA Pavillion at the consumer shows in Hamburg, Stuttgart and Munich. Further details tbd. In addition, GIA arranged a further consumer show participation in Luzern, in cooperation with Hotelplan and Skytours.

**4-Corners Consumer Piece with selected tour operator partners**

GIA was in contact with Alamo and our tour operator partners Explorer and CANUSA in order to continue the No One Way Rental Fee promotion in 2011. Several thousand flyers were produced and partially mailed out to every CANUSA and Explorer Fernreisen office. Additional flyers will be distributed at consumer shows over the next month.

**Consumer / Catalogue Advertising:**

GIA has arranged a Consumer and Catalogue Advertising schedule for 2010/2011 winter months in order to promote the Colorado holiday guide as a tool for travel planning. Confirmed partners are:

- Katalog Kiosk / travel newsletter to 185,000 consumers
  - Travellead / online fulfilment system connected to various catalogue ordering websites
  - Reise & Preise / catalogue ad in travel market section of quarterly travel magazine
  - America Journal / ad in bi-monthly magazine specialised on travel to the US, combined with a fulfilment order system
- Requests so far: 300  
Requests so far: 9  
in January 2011  
in December/January 2011

Total requests as of November 24, 2010: **309 German Reiseplaner**

In addition, GIA arranged an ad placement in the November issue of ski magazine SkiPresse, featuring a tour operator ski offer with Argus Reisen. In exchange, a 6 page advertorial on Ski in Colorado was included in the December issue. This article equalled an ad value of **\$40.831** (see press clippings).

**Consumer Inquires without brochure fulfilment:**

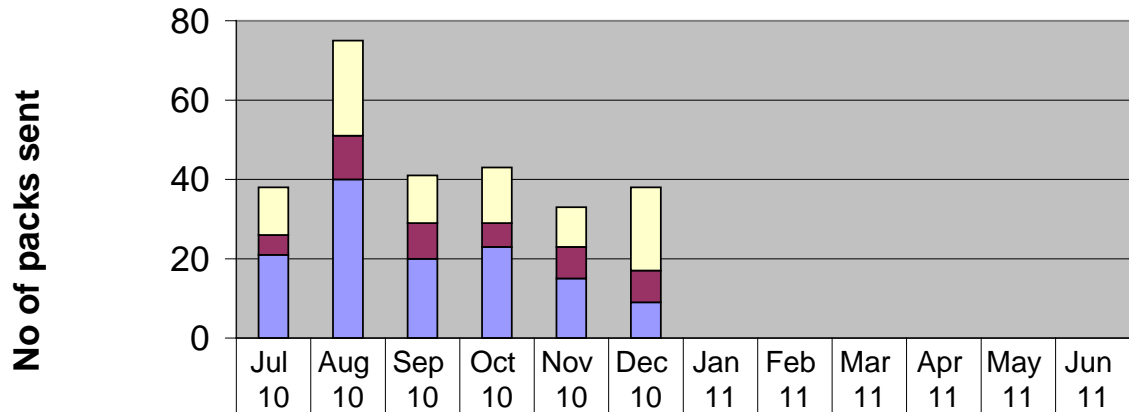
3 additional consumer requests for: Camping in Colorado and 2x information on skiing in Colorado, transfers between ski resorts and resort opening times (1 via email, 2 via phone)

**Distribution of Materials for corresponding Month and Cumulative Amount to date:**

Month	<a href="http://www.colorado.com">www.colorado.com</a>	Other – telephone/ email request	Total number of distributed holiday guides	Other
July 2010	12	21	221	Maps, Colo Springs, Ranch, DEN
August 2010	24	40	1018	Maps, Ranch, Denver, Byways
September 2010	12	20	368	Maps, Denver, Ski Resorts, Camping
October 2010	14	23	949	Maps, Byways, Denver, Ski, Ranch
November 2010	10	15	769	
December 2010	21	9	903	Ski, Denver, Maps, Mesa Verde
<b>Total</b>	<b>93</b>	<b>128</b>	<b>4228</b>	

**Total fulfilment graph**

**Colorado Fulfilment Stats 2010**



	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11	Apr 11	May 11	Jun 11
■ Packs (Colorado.com requests)	12	24	12	14	10	21						
■ Trade packs (phone requests)	5	11	9	6	8	8						
■ Consumer packs (phone requests)	21	40	20	23	15	9						

**Travel Trends**

**German Market News:**

**Heavy winter grasping Europe**

An unusually strong and early winter season is currently affecting big parts of Europe and disrupting travel (trains, airplanes, road traffic), which could have an impact on the willingness for spontaneous vacations. In addition, the very good snow conditions in the Alps could be a deterrent for people to rather do a skiing trip to the German, French or Swiss Alps instead of flying to the US for a Ski trip.

**Merry Christmas!**

**Monthly Report – Get It Across/ MikullaGoldmannPR – Germany Representative – January 2011**

**Fast Facts:**

**Highlight 1 (Press):**

B. Krieger did produce two more radio features about Dunton Hot Springs and Telluride, which were broadcasted on HR in December 2010 and January 2011. Each radio feature had an average daily reach of **990.000**.

**Highlight 2 (Trade):**

Distribution of **1,400 Colorado Reiseplaner** plus additional collaterals (Ski, Denver, Trains, Maps, Scenic Byway) at German travel consumer show CMT in Stuttgart from Jan 15-23, 2011. CTO participated with its own counter within the Visit USA pavilion.

Distribution of **300 Colorado Reiseplaner** plus additional collaterals at Swiss consumer travel show TravelExpo in Luzern from Jan 7-9, 2011. CTO participated within the Visit USA booth.

**Public Relations**

- Number of media calls/follow up calls: 7
- Press releases: ---
- Attended: ---
- Total Monthly Media Equivalency compared Year to Date in US Dollars:  
**January 11 \$1.162.913 +0.3% vs. January 10**
- Total Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €5.258.336 +91.9% vs. FY 10**
- MikullaGoldmannPR - PR Placed Monthly Media Equivalency compared Year to Date in US Dollars:  
**January 11 \$303.647 -60% vs. January 10**
- MikullaGoldmannPR - PR Placed Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €3.809.370 +150.1% vs. FY10**

**Travel Trade**

- Number of Sales Calls: -
- Number of Trade Inquiries: 11

**Current Running Co-Ops**

- TUI: Postcard Leporello featuring CO image & USA Mailing promoting CO offers to consumers
- Canusa: Creation of 6page flyer featuring Colorado & Denver offers, distribution via shows and direct mail
- DERTOUR: 5 Fax mailings to travel agencies, announcing ski offers
- Meiers Weltreisen: Online Newsletter & Homepage coop promoting Colorado offers
- Junker Reisen: Six page Colorado Editorial in Summer Brochure
- FTI: Colorado Advertorial in travel magazine + participation in Camper & Bike event for travel agents
- Skytours: production of tram stickers to be put up in trams in Zurich area featuring CO offer and images
- Hotelplan: creation of flyer featuring CO Sleep & Fly to be mailed to travel agencies
- America Unlimited: details are currently discussed

**Consumer Fulfilment**

- Number of Consumer Inquiries: 261  
[47x via Colorado.com, 35x via GIA, 40x TravelLead, 32x Reise & Preise, 58x America Journal, 48x Katalog-Kiosk, 1x w/o brochure order; 1,400 via CMT Stuttgart; 300 via TravelExpo Luzern]
- Distribution of Materials: **2007 Holiday Guides**

**US Dollar Exchange Rate**

**1€= USD 1.3716 on Jan 28, 2011**

**Compared to 1€= USD 1.3999 on Jan 28, 2010**

**Online Activities:**

CTO Official Website Visitors (*German version of Colorado.com*): **2,256 visits (Dec 21, 2010 – Jan 27, 2011)**

Website Visitors in Dec from	Germany:	1,598 visits
	Austria:	149 visits
	Switzerland:	170 visits

# MikullaGoldmannPR - Monthly Report

## Public Relations

### Total Media Equivalency Clipping Evaluation Report – MikullaGoldmannPR

Publication	Title	Date of Publish	Journalist	Circulation and Type	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Fliegermagazin	Durango Express	09.12.2010	n.a.	20.467	1.341€	\$1.824	NA	Tour op offer: Colorado Springs, Durango, Mesa Verde, RMNP
TV Movie Digital	Travelling far away	10.12.2010	M. Brinkmann	726.384	842€	\$1.145	PFI	TV documentary "Ski dream USA"
TV Movie	Travelling far away	10.12.2010	M. Brinkmann	726.384	842€	\$1.145	PFI	TV documentary "Ski dream USA"
Tele.tipp	Travelling far away	17.12.2010	M. Brinkmann	151.425	3.111€	\$4.231	PFI	TV documentary "Ski dram USA"
America	Photos in the lands of the Indians	17.12.2010	C. Heeb	30.000	830€	\$1.129	GA	Photo tour Colorado Plateau
America	In the land of canyons	17.12.2010	n.a.	30.000	17.430€	\$23.705	NA	Famous canyons: RMNP and Mesa Verde
Ski Magazin	I want you – for skiing	17.12.2010	J. Suttner	131.212	19.090€	\$25.962	GA	Aspen, Breckenridge and Winter Park
Hannoversche Allgemeine Zeitung	Perfect powder in the Wild West	18.12.2010	R. Meise	100.095	21.944€	\$29.844	NA	Skiing in Vail
Neue Presse Hannover	Perfect powder in the Wild West	18.12.2010	R. Meise	100.095	21.944€	\$29.844	NA	Skiing in Vail
General-Anzeiger Bonn	Free ride for "freerider"	18.12.2010	S. Gruber	40.042	14.750€	\$20.060	NA	Skiing in Vail
Die Rheinpfalz am Sonntag	Skiing with luxury	19.12.2010	n.a.	236.286	1.383€	\$1.881	NA	Aspen
Sonntag Aktuell Stuttgart	Skiing with luxury	19.12.2010	n.a.	432.384	1.770€	\$2.407	NA	Aspen
Primasenser Zeitung am Sonntag	Skiing with luxury	19.12.2010	n.a.	12.584	222€	\$302	NA	Aspen
Snow	Colorado/ USA	20.12.2010	M. Hesse	50.800	26.213€	\$35.650	PFI	Telluride, Crested Butte, Aspen, Silverton

Kölnische Rundschau	Free ride for "freerider"	22.12.2010	S. Gruber	110.371	30.573€	\$41.579	NA	Skiing in Vail
In Das Star & Style Magazin	Hot spots for celebrities	23.12.2010	A. Rodat	256.662	56.000€	\$76.160	GA	Aspen
Badische Zeitung, Freiburg im Breisgau	Skiing in Telluride	23.12.2010	H. Schmidt	29.625	2.413€	\$3.282	PFI	Telluride
Emder Zeitung	Saving money in Aspen	24.12.2010	n.a.	10.918	2.040€	\$2.774	NA	10 low budget tips for Aspen/Snowmass
DEWEZET	Perfect powder in the Wild West	24.12.2010	R. Meise	31.986	5.697€	\$7.748	NA	Skiing in Vail
Altmark Zeitung	Perfect powder in the Wild West	24.12.2010	R. Meise	4.461	3.946€	\$5.367	NA	Skiing in Vail
Walsroder Zeitung	Perfect powder in the Wild West	24.12.2010	R. Meise	11.527	3.232€	\$4.396	NA	Skiing in Vail
Allgemeine Zeitung der Lüneburger Heide	Perfect powder in the Wild West	24.12.2010	R. Meise	18.283	4.954€	\$6.737	NA	Skiing in Vail
Landeszeitung für die Lüneburger Heide	Perfect powder in the Wild West	24.12.2010	R. Meise	32.202	4.280€	\$5.821	NA	Skiing in Vail
Leine- Deister- Zeitung	Perfect powder in the Wild West	24.12.2010	R. Meise	5.467	2.890€	\$3.930	NA	Skiing in Vail
Kieler Nachrichten	Perfect powder in the Wild West	24.12.2010	R. Meise	92.971	10.575€	\$14.382	NA	Skiing in Vail
Böhme – Zeitung	Perfect powder in the Wild West	24.12.2010	R. Meise	11.554	3.073€	\$4.179	NA	Skiing in Vail
Göttinger Tageblatt	Perfect powder in the Wild West	24.12.2010	R. Meise	33.890	7.291€	\$9.916	NA	Skiing in Vail
Augsburger Allgemeine	Visiting Buffalo Bill	28.12.2010	MGPR	99.377	4.113€	\$5.594	PR	On the tracks of Wild West legends
B.Z.	Hollywood stars in Aspen	29.12.2010	n.a.	168.538	5.827€	\$7.925	GA	Aspen
Mittelbayerische Zeitung, Regensburg	Perfect powder	31.12.2010	S. Gruber	8.782	8.611€	\$11.711	NA	Freeriding in Vail
Thüringische Landeszeitung	USA – The West	06.01.2011	M. Brinkmann	18.204	590€	\$802	PFI	TV documentary
Motorrad News	The „Mild West“	06.01.2011	N. Meiszies	75.542	51.840€	\$70.502	NA	Bike tour through Wyoming: Denver

TV	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)		Source	Description
3sat	Ski dream USA	18.12.2010	M. Brinkmann	20.000	n.a.	n.a.	PFI	TV documentary
SWR	Ski dream USA	05.01.2011	M. Brinkmann	150.000	n.a.	n.a.	PFI	TV documentary Colorado
Das Erste	Ski dream USA	09.01.2011	M. Brinkmann	1.300.000	n.a.	n.a.	PFI	TV documentary Colorado
Radio	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)		Source	Description
HR4	Dunton Hot Springs	January 2011	B. Krieger	990.000	n.a.	n.a.	PFI	Dunton Hot Springs
HR4	Telluride	January 2011	B. Krieger	990.000	n.a.	n.a.	PFI	Telluride
Online	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)		Source	Description
Reisenews-online.de	Skiing records	13.12.2010	n.a.	n.a.	n.a.	n.a.	NA	Aspen
Premiumpresse.de	Robinson Crusoe in the snow	15.12.2010	n.a.	235.000	165€	\$224	NA	Tour op offer: Vail Resorts
Schwarzaufweiss.de	Digital snow world	15.12.2010	n.a.	916.667	314€	\$427	NA	Vail's App
One Journal	Robinson Crusoe in the snow	15.12.2010	K. Kühnl	449.029	n.a.	n.a.	NA	Tour op offer: Vail Resorts
TV Today.de	Travelling far away	18.12.2010	M. Brinkmann	38.030.864	15.533€	\$21.125	PFI	TV documentary "Ski dream USA"
TV movie.de	Colorado, Utah, California	18.12.2010	M. Brinkmann	61.843.218	6.736€	\$9.161	PFI	TV documentary "Ski dream USA"
TV Spielfilm online	Travelling far away	18.12.2010	M. Brinkmann	26.134.963	30.610€	\$41.630	PFI	TV documentary "Ski dream USA"
HAZ.de	Perfect powder in the Wild West	18.12.2010	R. Meise	4.985.585	363€	\$494	NA	Skiing in Vail

Bellevue.de	Cowboy dream	20.12.2010	G. Paschen	913.976	n.a.	n.a.	NA	Aspen Valley Ranch
Reise-preise.de	With the Harley through the Rockies	20.12.2010	G. Reimann	n.a.	n.a.	n.a.	PFI	Bike tour through Colorado
Life PR	Where Elvis was skiing	22.12.2010	n.a.	372.323	n.a.	n.a.	NA	Tour op offer: Birthday of the King of Rock'n'Roll
DEWEZET Online	Playground for winter sportsmen	22.12.2010	R. Meise	2.598.344	79€	\$107	NA	Skiing in Vail
Firmenpresse	Celebrities on the slopes	22.12.2010	n.a.	2.825.154	1.086€	\$1.477	NA	Vail
Offenes-presseportal.de	Vail Resorts	22.12.2010	K. Kühnl	2.060.000	19€	\$26	NA	Tour op offer: Birthday of the King of Rock'n'Roll
Klamm.de	Celebrities on the slopes	22.12.2010	n.a.	15.410.000	146€	\$199	NA	Vail
Neue Deister Zeitung Online	Playground for winter sportsmen	23.12.2010	R. Meise	155.512	53€	\$72	NA	Skiing in Vail
Merian.online	Celebs and powder snow	31.12.2010	n.a.	10.509.141	835€	\$1.136	GA	Aspen
Die Welt online	Hot springs in deep snow	02.01.2011	n.a.	164.644.970	58.824€	\$80.001	NA	Telluride
Krone.at	Celebrities on the slopes	02.01.2011	n.a.	117.800.767	2.227€	\$3.029	NA	Aspen
Merian Online	"Green" snow paradise	03.01.2011	U. Wirtz	n.a.	n.a.	n.a.	GA	Skiing in Aspen
Gourmet-report	Hot spots for skiers	05.01.2011	n.a.	981.750	67€	\$91	NA	Vail
Bild Online	Hot spots for skiers	05.01.2011	n.a.	1.668.519.371	42.037€	\$57.170	GA	Aspen
Life PR	Elvis, Marilyn & Co.	05.01.2011	n.a.	372.323	n.a.	n.a.	NA	Tour op offer: Birthday of the King of Rock'n'Roll

Touristik News.com	Elvis, Marilyn & Co.	06.01.2011	n.a.	n.a.	7€	\$10	NA	Tour op offer: Birthday of the King of Rock'n'Roll
Reisenews-online.de	Skiing with Elvis	06.01.2011	n.a.	n.a.	n.a.	n.a.	NA	Tour op offer: Birthday of the King of Rock'n'Roll
x-access.com	Elvis, Marilyn & Co.	06.01.2011	n.a.	598.196	7€	\$10	NA	Tour op offer: Birthday of the King of Rock'n'Roll
Inar.de	Hot spots for skiers	06.01.2011	n.a.	700.000	n.a.	n.a.	NA	Vail
Annabelle Online	Skiing and more	07.01.2011	F. Heer	305.056	136€	\$185	PFI	Telluride
Offenbach- Post Online	Freedom on the road	08.01.2011	R. König	3.324.900	188€	\$256	NA	Bike tour through Colorado
AutoundmobilTV	Hot spots for skiers	08.01.2011	n.a.	n.a.	n.a.	n.a.	NA	Vail
msn Deutschland	Forbidden places	08.01.2011	n.a.	634.238.171	348.316€	\$473.710	NA	Cheyenne Mountain Operations Center in the Rocky Mountains
TV movie.de	Ski dream USA	09.01.2011	M. Brinkmann	61.843.218	7.513€	\$10.218	PFI	TV documentary Colorado
Pressemitteilung Web Service	Minivan tour USA	09.01.2011	n.a.	965.461	165€	\$224	NA	Different types of self drive tours in Colorado
Pressmap.de	Cabriolet tour USA	09.01.2011	n.a.	n.a.	n.a.	n.a.	NA	Different types of self drive tours in Colorado
<b>TOTAL Equivalency January 2011</b>					<b>Total € 855.083</b>	<b>Total in \$: 1.162.913</b>	<b>Exc. Rate 1,36</b>	

**Source Key**

PFI or PFG	Press FAM result (individual or group)
PR	Result of press release
PC	Result of press conference/media event
P	Result of the promotion
GA	Result of general PR activity
NA	Not Assisted by CTO

**Total Placed Media Equivalency Chart Report – Generated by MikullaGoldmannPR**

Month	Total Placed Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$270.429	\$270.429
August 2010	\$2,180.825	\$2,451.254
September 2010	\$744.581	\$3,195.835
October 2010	\$269.354	\$3,465.189
November 2010	\$636.513	\$4,101.702
December 2010	\$633.808	\$4,735.510
January 2011	\$303.647	\$5,039.157
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$5,039.157</b>	<b>\$5,039.157</b>

**Total Media Equivalency Chart Report – Generated from all sources on Colorado**

Month	Total Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$386.112	\$386.112
August 2010	\$2,510.317	\$2,896.429
September 2010	\$981.160	\$3,877.589
October 2010	\$309.228	\$4,186.817
November 2010	\$770.588	\$4,957.405
December 2010	\$856.383	\$5,813.788
January 2011	\$1,162.913	\$6,976.701
February 2011		
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$6,976.701</b>	<b>\$6,976.701</b>

**Press Releases:**

- None in January 2011

**B-Roll, Video and Photo Usage:**

- None in January 2011

**Update of Media Calls/Press Contacts:**

- D. Baer-Bogenschütz is planning an individual press trip to Colorado in April 2011. She is especially interested in Denver's art scene. MGPR sent her a press kit and suggested a meeting at ITB.
- H. Bendl's Colorado article will be published end of January. MGPR sent press pictures as well as current offers and travel information for consumers to him.
- MGPR pitched Loveland's Mass Wedding to D. Kebel, freelance. She was looking for special Valentine's day offers.
- Planning of A. Lesti's individual press trip to Colorado in May 2011: MGPR did contact several Airlines for press tickets as well as rental car companies for a discounted rate.
- Promotion cooperation for the Western movie "True Grit": Unfortunately the big tour operators were not interested in supporting a promotion, so MGPR/ GIA offered a travel price for a raffle to Paramount Pictures.

**Confirmed Individual Media FAM Trips**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
July 7-19, 2010	Freelance for Die Zeit, Abenteuer & Reisen, Swiss Magazine, SR etc.	K. Kohr, S. Sitzler E. Haeberle	Die Zeit (652.600 daily) Abenteuer & Reisen (113.406 10x a year) Swiss Magazine (80.000 monthly)	Die Zeit – influential national daily Abenteuer & Reisen – consumer travel magazine Swiss Magazine – inflight magazine of the Swiss Airline “Swiss Air”	Colorado – the real Wild West & Denver	Grand Junction, Gateway Canyons, Durango, Alamosa, Gunnison/ Crested Butte, Aspen, Denver	October 2010: WOZ, Jüdische Allgemeine, Jungle World; November 2010: Basler Zeitung December 2010: Die Zeit	October 2010: \$13.122 November 2010: \$5.754 December 2010: \$61.516
July 10-18, 2010	Münchener Abendzeitung AZ & the German travel newswire srt	G. Reimann	AZ: 185.688 srt: will send out his travel articles to more than 60 German magazines and newspapers	AZ: Local Munich daily srt: depending on which media will publish the article	Harley trip through Colorado's famous ski resorts in the summer time	Pagosa Springs, Crested Butte, Aspen, Montrose, Telluride	September 2010: Abendzeitung December 2010: Reise & Preise Online	September 2010: \$35.566
December 10- 19, 2010	Dpa, Ski Magazin, DSV aktiv Ski & Sportmagazin, Planet Snow	B. & B. Krieger	DSV aktiv Ski & Sportmagazin – 197,688 Planet Snow – 35,000 dpa – German newswire agency	DSV aktiv Ski & Sportmagazin – The magazine targets skiers and snowboarders. Planet Snow – The	Skiing in Vail, Steamboat Springs and an overnight stay at a guest ranch	Vail, Steamboat Springs, C Lazy U Ranch	October 2010: DSV Magazin November 2010: Ski	DSV Magazin: \$106.648 Ski Magazin: \$76.926

				magazine freeriders (ski and snowboard). dpa – all kinds of readers, depending on the publications			Magazin January 2011: HR4	
May 2011	Frankfurter Allgemeine Sonntagszeitung; Augsburger Allgemeine; Geo Saison	A. Lesti	Frankfurter Allgemeine Sonntagszeitung - 466.747 Augsburger Allgemeine - 348.377 Geo Saison - 141.233	Frankfurter Allgemeine Sonntagszeitung – National Sunday paper Augsburger Allgemeine – Regional daily Geo Saison – travel magazine	Iron Horse Race and Stand Up Paddling	Durango and Aspen		

**Group Media:**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
May 8-14, 2010								

**Media Events:**

None in January 2011

## Travel Trade Promotions

### Current Co-ops:

Company	Details	Dates	Partners	On-Line OR Off-Line	Results
TUI	<b>TRADE</b> 1) Production of postcard leporello mailed to travel agencies 2) Direct mailing to consumers, promoting CO Fly Drive	Fall/Winter 2010	-	OFFLINE	
Canusa	<b>CONSUMER</b> Production of a 6page flyer including Colorado offers to be distributed at consumer shows and via direct mailings	Jan/Feb 2011	Denver	ONLINE/ OFFLINE	
DERTOUR	<b>TRADE/CONSUMER</b> Creation of 5 faxes featuring Colorado Ski products to be sent out on 5 dates to 9,000 Dertour travel agencies	Dec/Jan 2011	-	OFFLINE	
Meiers Weltreisen	<b>CONSUMER</b> Inclusion of Colorado offers in Meiers Weltreisen email newsletter to consumers and Colorado features on MWR homepage	Jan/Feb 2011	-	ONLINE	
Junker Reisen	<b>CONSUMER</b> Production of a Colorado editorial, featuring information on regions and state along with bookable tour itineraries in summer catalogue (6 pages)	Start Dec 2010	Denver, Durango, Colorado Springs, Grand Junction	OFFLINE	
FTI	<b>TRADE/CONSUMER</b> 1) Creation of a 2 page Colorado Advertorial highlighting the destination and the FTI Fly Drive in travel magazine Reise & Preise 2) Participation in Camper & Bike travel agent event in Munich in May 2011	Jan & May 2011	Colorado Springs, Grand Junction, Denver	OFFLINE	
America Unlimited	<b>CONSUMER</b> Creation of a prize raffle to be promoted online and to collect addresses, details tbd	Jan-March 2011	Colorado Springs, Grand Junction, Denver	ONLINE	
Skytours	<b>CONSUMER</b> Production of large stickers featuring Colorado image and a booking offer, to be posted in tram waggons in the Zurich area	Jan-Feb 2011	-	OFFLINE	
Hotelplan	<b>TRADE</b> Creation of a 1 page flyer featuring a Colorado Fly Drive, to be mailed out to 1,000 travel agencies in Switzerland	Jan-April 2011	-	OFFLINE	
RM Reiseteam	<b>CONSUMER</b> Participation in a motorbike consumer show in Cologne on the RM Reiseteam booth	October 2010	-	OFFLINE	800 Colorado brochures distributed

## Trade Contacts/Sales Calls/Sales Leads:

### Sales Calls:

No Sales Calls in January

### Trade Contacts:

1. Reiselade Huttwil, Huttwil (Switzerland)  
Sent collaterals for special US promotion of Swiss travel agency
2. Dertour, Frankfurt  
Sent bulk shipment of Colorado Highway maps to head office of Dertour for distribution to clients
3. Caritas Altenheim Marienheim, Amberg  
Shipped brochures and small give aways for special long haul travel promotion day
4. Explorer Fernreisen Nürnberg, Nürnberg  
Sent bulk shipment of Colorado brochures to Nürnberg office of Explorer Fernreisen for distribution to clients
5. Reisebüro Magnus, München  
Sent Colorado collaterals to travel agency for special USA window decoration
6. Thomas Cook / Neckermann, Frankfurt  
Discussed potential involvement of TC/NEC in promotion for "True Grit" movie release
7. TUI, Hannover  
Discussed potential involvement of TUI in promotion for "True Grit" movie release  
Made final arrangements for Colorado portion of client flyer mailing including hotel offers in Denver and Mesa Verde
8. Skytours / Hotelplan, Glattbrugg (CH)  
Arranged trip of product manager of Skytours / Hotelplan post Go West Summit to Denver  
Discussed further details of planned coop programs with both Swiss tour operators Hotelplan and Skytours
9. Explorer Fernreisen, Düsseldorf  
Arranged inclusion of no one way fee rental car offers in promotional flyers, distributed at stores of fashion chain "engbers"
10. Meiers Weltreisen, Frankfurt  
Made final arrangements for online promotion on [www.meiers-weltreisen.de](http://www.meiers-weltreisen.de) and in Meiers email newsletter

## Travel Trade Events, Trainings, Seminars, Workshops:

No travel trade trainings executed in January.

Registered for participation in Travel Agent seminars with Visit USA in Austria and Switzerland in February 2011 and arranged for shipment of collaterals and preparation of presentation in Austria.

1) Visit USA Seminar Austria, Vienna (February 1st): Dinner Event, Expected attendance is 150-200 travel agents; Colorado will have its own table at the travel market and will hold a 5 minute presentation in front of the audience

2) Visit USA Seminar Switzerland, Zurich (Feb, 3rd): Whole day event; Expected attendance is 400 travel agents; Colorado will have its own booth at the travel market that will last throughout the day; a quiz including Colorado related questions ensures that every agent will stop by the booth

## Trade FAMS (Group or Individual):

Date of FAM Trip	Company	Attending personnel	Title	Profile / Current product	Participating Destinations	Results
Sept 15-22, 2010	AERTicket	8 Travel Agents + 3 escorts (GIA, AER, Delta)	"Colorado's National Parks"	Promotion of fall tours in Colorado to travel agents	Estes Park, Aspen, Ridgway/Ouray, Mesa Verde/Cortez, Pagosa Springs/Durango, Colorado Springs, Denver	
June 2011	Tour Operator Fam	4-6 product managers + 1-2 escorts	Colorado's Summer Gems	tbd	tbd	

**AER FAM:** Ticket consolidator AERTicket, who manages a network of 6,000 travel agencies, offered to support airfare for an educational fam trip to Colorado with no additional costs for airfare to CTO. Seats were blocked by AER with Delta Air Lines. The participants were very high profile agencies from throughout Germany with a heavy focus on the US including the new product manager of tour operator Argus Reisen. A detailed report in form of a power point presentation was forwarded separately.

**Product Manager FAM:** For June 2011 it is planned to invite around 5 product managers of tour operators from Germany and Switzerland. GIA reached out to British Airways and is awaiting response on possible Airline support. Alternatives would be American Airlines or United Airlines. GIA talked with CTO about best timing and potential itineraries.

## Travel Tradeshows:

No travel tradeshows attended in January 2011.

## Consumer Promotions

### Consumer-Related Programs (Consumer shows/Consumer leads):

GIA registered on behalf of CTO for a counter at the Visit USA Pavillion at the consumer shows in Hamburg, Stuttgart and Munich. Further details tbd. In addition, GIA arranged a further consumer show participation in Luzern, in cooperation with Hotelplan and Skytours.

#### Already Executed:

- TravelExpo Luzern, Jan 7-9, 2011; (Distributed: 300 holiday guides, 100 maps, plus collaterals)
- CMT Stuttgart, Jan 15-23, 2011; (Distributed: 1400 holiday guides, 750 maps, 150 scenic byway guides plus collaterals)

#### Coming Up:

- Reisen Hamburg, Feb 2010
- f.re.e Munich, Feb 2010

The consumer "kick off event" for the launch of new summer branch of tour operator Faszination Ski on November 13, 2010 has been postponed and will now take place in April/May. Further details tbd.

### 4-Corners Consumer Piece with selected tour operator partners

GIA was in contact with Alamo and our tour operator partners Explorer and CANUSA in order to continue the No One Way Rental Fee promotion in 2011. Several thousand flyers were produced and partially mailed out to every CANUSA and Explorer Fernreisen office. Additional flyers are distributed at consumer shows over the next month.

**Consumer / Catalogue Advertising:**

GIA has arranged a Consumer and Catalogue Advertising schedule for 2010/2011 winter months in order to promote the Colorado holiday guide as a tool for travel planning.

Confirmed partners are:

- Katalog Kiosk / travel newsletter to 185,000 consumers Requests so far: 348
- Travellead / online fulfilment system connected to various catalogue ordering websites Requests so far: 49
- Reise & Preise / catalogue ad in travel market section of quarterly travel magazine Requests so far: 32
- America Journal / ad in bi-monthly magazine specialised on travel to the US, combined with a fulfilment order system Requests so far: 58

Total requests as of January 27, 2010: **487 German Reiseplaner**

In addition, GIA arranged an ad placement in the November issue of ski magazine SkiPresse, featuring a tour operator ski offer with Argus Reisen. In exchange, a 6 page advertorial on Ski in Colorado was included in the December issue. This article equalled an ad value of **\$40.831** (see press clippings in December 2010 report).

**Consumer Inquires without brochure fulfilment:**

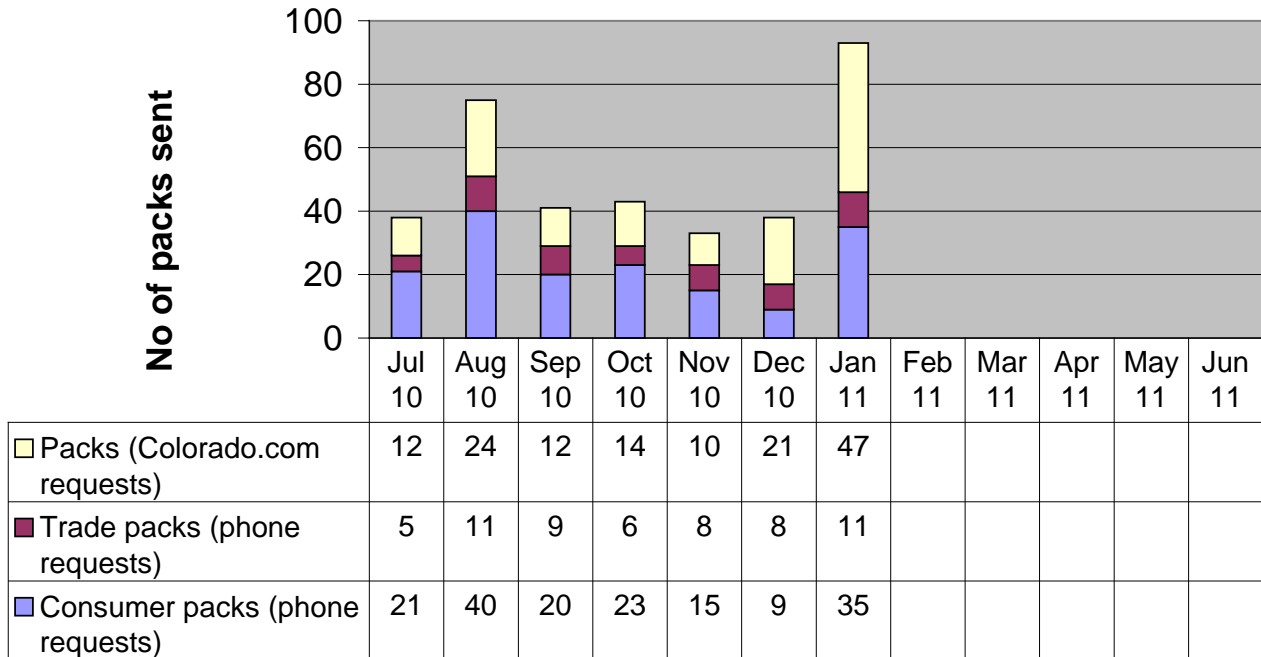
1 additional consumer requests for: information on skiing in Colorado (1 via phone)

**Distribution of Materials for corresponding Month and Cumulative Amount to date:**

Month	<u>www.colorado.com</u>	Other – telephone/ email request	Total number of distributed holiday guides	Other
July 2010	12	21	221	Maps, Colo Springs, Ranch, DEN
August 2010	24	40	1018	Maps, Ranch, Denver, Byways
September 2010	12	20	368	Maps, Denver, Ski Resorts, Camping
October 2010	14	23	949	Maps, Byways, Denver, Ski, Ranch
November 2010	10	15	769	
December 2010	21	9	903	Ski, Denver, Maps, Mesa Verde
January 2011	47	35	2007	Ski, Denver, Trains, Me Verde, Maps
<b>Total</b>	<b>140</b>	<b>183</b>	<b>6235</b>	

**Total fulfilment graph**

**Colorado Fulfilment Stats 2010**



**Travel Trends**

**German Market News:**

**Travel Study predicts a successful year for German outbound tourism**

The representatives of German Commerz Bank believe that the year 2011 will be very good for tourism industry. According to the news published on Travel-one.net, travel expenses in Germany will continue to rise. Several studies done by Commerz Bank show many businesses will raise their budget for business travels again in 2011. Tourists too will spend more money on traveling, especially abroad. According to forecasts, the amount of money spent on traveling abroad could reach the record sum of 61.3 billion euro in Germany. The figures from incoming tourism could reach even the numbers from the year 2008. The Commerz Bank expects an income of 27 billion euro, which would be approximately the same amount as in 2008. Unfortunately, the impact of financial crisis will continue to influence businesses yet for some time; however, according to the studies German economy has already recovered from the effects of the crisis.

**Slow winter, optimism for summer season**

Tour operators across the board are quite optimistic in regards to the upcoming summer season. Bookings for winter season 2011 in North America, esp. USA, have been again quite slow so far, although slightly above last year. Bookings in general are still coming in very, very late – confirming a trend that we saw over the past two and a half years.

**Monthly Report – Get It Across/ MikullaGoldmannPR – Germany Representative – February 2011**

**Fast Facts:**

**Highlight 1 (Press):**

Four journalists that joined last year's group press trip to Steamboat and Winter Park published articles in February: A. Warnholtz, Die Welt; H. Bendl, WamS; A. Lesti, FAS; N. Miethke, Saechsische Zeitung.

The combined circulation and page impressions of all results are **953,415,743**, the combined ad equivalence is **\$701,400**.

**Highlight 2 (Trade):**

On behalf of CTO, GIA exhibited in the two Visit USA Seminars in Switzerland and Austria. CTO had its own booth at both travel agent seminars. A **total of 576 travel agents**, tour operator staff and media contacts attended both events and visited the CO booth. GIA distributed a total of **400 Colorado Reiseplaners** plus **200 Colorado maps**.

**Public Relations**

- Number of media calls/follow up calls: 10
- Press releases: 1 – Denver art museum
- Attended: ---
- Total Monthly Media Equivalency compared Year to Date in US Dollars:  
**February 11 \$1.339.867 +616% vs. February 10**
- Total Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €6.236.341 +109.5% vs. FY 10**
- MikullaGoldmannPR - PR Placed Monthly Media Equivalency compared Year to Date in US Dollars:  
**February 11 \$1.262.669 +690% vs. February 10**
- MikullaGoldmannPR - PR Placed Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €4.730.586 +179.6% vs. FY10**

**Travel Trade**

- Number of Sales Calls: -
- Number of Trade Inquiries: **8**

**Current Running Co-Ops**

- TUI: Postcard Leporello featuring CO image & USA Mailing promoting CO offers to consumers
- Canusa: Creation of 6page flyer featuring Colorado & Denver offers, distribution via shows and direct mail
- DERTOUR: 5 Fax mailings to travel agencies, announcing ski offers
- Meiers Weltreisen: Online Newsletter & Homepage coop promoting Colorado offers
- Junker Reisen: Six page Colorado Editorial in Summer Brochure
- FTI: Colorado Advertorial in travel magazine + participation in Camper & Bike event for travel agents
- Skytours: production of tram stickers to be put up in trams in Zurich area featuring CO offer and images
- Hotelplan: creation of flyer featuring CO Sleep & Fly to be mailed to travel agencies
- America Unlimited: details are currently discussed

**Consumer Fulfilment**

- Number of Consumer Inquiries: **109**  
[16x via Colorado.com, 23x via GIA, 27x TravelLead, 16x Reise & Preise, 25x America Journal, 2x w/o brochure order; 500 via Reisen Hamburg, 1,200 via DERTOUR office, 400 via CH & A VUSA seminars]
- Distribution of Materials: **2294 Holiday Guides**

**US Dollar Exchange Rate**

**1€= USD 1.3668 on Feb 21, 2011**

**Compared to 1€= USD 1.3519 on Feb 21, 2010**

**Online Activities:**

CTO Official Website Visitors (German version of Colorado.com): **2,256 visits (Jan 27 – Feb 21, 2011)**

Website Visitors in Dec from	Germany:	1,053 visits
	Austria:	83 visits
	Switzerland:	110 visits

# MikullaGoldmannPR - Monthly Report

## Public Relations

### Total Media Equivalency Clipping Evaluation Report – MikullaGoldmannPR

Publication	Title	Date of Publish	Journalist	Circulation and Type	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Starnberger Anzeiger	Real and digital	12.01.2011	n.a.	24.111	438€	\$600	NA	App EpicMixfor Vail Resorts
Potsdam am Sonntag	Where Elvis went skiing	16.01.2011	n.a.	108.200	1.015€	\$1.391	NA	Vail Resorts: Birthday of the King of Rock 'n' Roll
Der Feinschmecker	Wild West in the Rocky Mountains	17.01.2011	B. Krieger	93.495	136.040€	\$186.375	PFI	Dunton Hot Springs
Welt am Sonntag	Welcome on Board	23.01.2011	H. Bendl	412.487	43.163€	\$59.133	PFG	Learn how to snowboard in Colorado
Mittelbayerische Zeitung	On the tracks of Sitting Bull and Buffalo Bill	29.01.2011	n.a.	9.064	542€	\$743	NA	Tour op offer Studiosus
Der Tagesspiegel	On the tracks of Sitting Bulls	30.01.2011	n.a.	124.462	1.057€	\$1.448	NA	Tour op offer Studiosus
Lufthansa Magazin	Aspen	31.01.2011	G. Herbst	571.918	7.650€	\$10.481	PC	Green ambitions in Aspen
Lufthansa Magazin	Cover Story: Aspen	31.01.2011	G. Herbst	571.918	30.600€	\$41.922	PC	Green ambitions in Aspen
Lufthansa Magazin	Green ambitions	31.01.2011	G. Herbst	571.918	336.600€	\$461.142	PC	Green ambitions in Aspen
Lufthansa Magazin	Airports from above	31.01.2011	n.a.	571.918	30.600€	\$41.922	PC	Airport Denver
Sächsische Zeitung	Cowboys, curves and carnival	05.02.2011	N. Miethke	93.646	16.194€	\$22.186	PFG	Skiing in Colorado (Steamboat and Winter Park)
Frankfurter Allgemeine Sonntagszeitung	Champagne Powder in Colorado	06.02.2011	A. Lesti	381.275	39.222€	\$53.734	PFG	Steamboat Springs
Die Welt	Champagne on the slope	12.02.2011	A. Warnholtz	43.489	26.395€	\$36.161	PFG	Champagne Powder in Colorado (Steamboat and Winter Park)
Wien Live	New old art	March 2011	MGPR	70.000	750€	\$1.028	PR	Denver Art Museum

Online	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Reisen.t-online	Higher, harder, better	10.01.2011	n.a.	15.934.818	2.549€	\$3.492	NA	The most challenging ski area: Silverton Mountain
Touristikpresse	Travel destination USA	10.01.2011	O. Amm	n.a.	13€	\$18	NA	CMT Stuttgart, Reisen Hamburg, Free Munich
Business-Traveler	Travel destination USA	10.01.2011	O. Amm	n.a.	n.a.	n.a.	NA	CMT Stuttgart, Reisen Hamburg, Free Munich
Geo- Reisecommunity	On the tracks of the Sioux Indians	11.01.2011	n.a.	2.300.000	514€	\$704	NA	South Dakota and Colorado
Suite101	Fisher's Peak	14.01.2011	R. Reinicke	n.a.	n.a.	n.a.	NA	Fisher's Peak, Colorado
Suite101	Fisher's Peak	14.01.2011	R. Reinicke	n.a.	n.a.	n.a.	NA	Fisher's Peak, Colorado
Reisen.t-online	Champagne snow	18.01.2011	S. Ewald	15.934.818	2.549€	\$3.492	NA	Skiing in Aspen/Snowmass
Berliner Morgenpost	Snowboarding in Colorado	21.01.2011	H. Bendl	21.186.286	1.880€	\$2.576	PFG	Learn how to snowboard in Colorado
Die Welt	Snowboarding in Colorado	21.01.2011	H. Bendl	164.644.970	61.283€	\$83.958	PFG	Learn how to snowboard in Colorado
Die Welt	Tips	23.01.2011	H. Bendl	239.206.349	44.570€	\$61.061	PFG	Snowboarding in Wild West
Reisenews-online	Free skiing at Vail Resorts	25.01.2011	n.a.	n.a.	n.a.	n.a.	NA	Ski for free
Salzburger Nachrichten	Free skiing at Vail Resorts	25.01.2011	n.a.	12.715.561	1.258€	\$1.723	NA	Ski for free
Hotel- Zentrale	Ski for free	25.01.2011	n.a.	200.000	9€	\$12	NA	Ski for free
Life PR	Ski for free	25.01.2011	n.a.	372.323	n.a.	n.a.	NA	Ski for free

Bild Online	Disgusting hotels in Europe and USA	25.01.2011	n.a.	1.668.519.317	43.613€	\$59.750	NA	Super 8 - Estes Park
General-Anzeiger	Disgusting hotels in Europe and USA	26.01.2011	n.a.	9.543.391	351€	\$481	NA	Super 8 - Estes Park
Touristikpresse	Ski for free"	26.01.2011	A. Hermann-Meier	n.a.	13€	\$18	NA	Free skiing at Vail Resorts
derStandard.at	Disgusting hotels in Europe and USA	26.01.2011	n.a.	58.820.532	2.596€	\$3.557	NA	Super 8 - Estes Park
Regional Portal	Disgusting hotels in Europe and USA	26.01.2011	n.a.	1.358.755	n.a.	n.a.	NA	Super 8 - Estes Park
Gast.at	Disgusting hotels in Europe and USA	26.01.2011	n.a.	833	24€	\$33	NA	Super 8 - Estes Park
Gastroinfoportal	Disgusting hotels in Europe and USA	26.01.2011	n.a.	1.500.000	56€	\$77	NA	Super 8 - Estes Park
Tourexpi	Disgusting hotels in Europe and USA	26.01.2011	n.a.	686.000	n.a.	n.a.	NA	Super 8 - Estes Park
Premiumpresse	Ski for free	26.01.2011	K. Kühnl	235.000	165€	\$226	NA	Free skiing at Vail Resorts
Offenes Presseportal	Ski ticket for free	27.01.2011	K. Kühnl	1.860.000	10€	\$14	NA	Free skiing at Vail Resorts
Sprachen.de	Ski ticket for free	27.01.2011	K. Kühnl	n.a.	n.a.	n.a.	NA	Free skiing at Vail Resorts
Reisewuensche.com	Ski ticket for free	27.01.2011	K. Kühnl	n.a.	n.a.	n.a.	NA	Free skiing at Vail Resorts
One Journal	Ski for free	27.01.2011	K. Kühnl	449.029	n.a.	n.a.	NA	Free skiing at Vail Resorts
Gesellschaft Freunde der Künste	Ski for free	31.01.2011	A. Hermann-Meier	n.a.	n.a.	n.a.	NA	Free skiing at Vail Resorts
Frankfurt-live.com	Art on the slope	05.02.2011	n.a.	856.000	17€	\$23	NA	Aspen

Dradio.de	In the Wild West of Skiing	06.02.2011	A. Burmann	n.a.	n.a.	n.a.	NA	Winter sport in the Rocky Mountains
Die Welt	Skiing dreams	11.02.2011	n.a.	239.206.349	47.423€	\$64.970	PFG	Champagne Powder Steamboat Springs
Berliner Morgenpost	Skiing dreams	11.02.2011	n.a.	23.832.235	2.000€	\$2.740	PFG	Champagne Powder Steamboat Springs
Berliner Morgenpost	Skiing in Steamboat Springs	11.02.2011	n.a.	23.832.235	2.000€	\$2.740	PFG	Champagne Powder Steamboat Springs
Reise Pilot	Newold art	11.02.2011	MGPR	n.a.	n.a.	n.a.	PR	Denver Art Museum
Die Welt	Champagne on the slope	12.02.2011	n.a.	239.206.349	47.423€	\$64.970	PFG	Champagne Powder Steamboat Springs
Die Welt	Tips and information	12.02.2011	n.a.	239.206.349	47.423€	\$64.970	PFG	Colorado Tourism Office
USA-reisen.de	Newold art	14.02.2011	MGPR	n.a.	n.a.	n.a.	PR	Denver Art Museum
Sueddeutsche.de	Valentine's Day	15.02.2011	n.a.	n.a.	n.a.	n.a.	GA	Marry Me & Ski Free
TomOnTour	Denver is the hit	22.02.2011	n.a.	n.a.	n.a.	n.a.	NA	Vail Ski resort
<b>TOTAL Equivalency February 2011</b>					<b>Total € 978.005</b>	<b>Total in \$: 1.339.867</b>	<b>Exc. Rate 1,37</b>	

**Source Key**

PFI or PFG	Press FAM result (individual or group)
PR	Result of press release
PC	Result of press conference/media event
P	Result of the promotion
GA	Result of general PR activity
NA	Not Assisted by CTO

**Total Placed Media Equivalency Chart Report – Generated by MikullaGoldmannPR**

Month	Total Placed Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$270.429	\$270.429
August 2010	\$2,180.825	\$2,451.254
September 2010	\$744.581	\$3,195.835
October 2010	\$269.354	\$3,465.189
November 2010	\$636.513	\$4,101.702
December 2010	\$633.808	\$4,735.510
January 2011	\$303.647	\$5,039.157
February 2011	\$1,262.669	\$6,301.826
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$6,301.826</b>	<b>\$6,301.826</b>

**Total Media Equivalency Chart Report – Generated from all sources on Colorado**

Month	Total Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$386.112	\$386.112
August 2010	\$2,510.317	\$2,896.429
September 2010	\$981.160	\$3,877.589
October 2010	\$309.228	\$4,186.817
November 2010	\$770.588	\$4,957.405
December 2010	\$856.383	\$5,813.788
January 2011	\$1,162.913	\$6,976.701
February 2011	\$1,339.867	\$8,316.565
March 2011		
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$\$8,316.565</b>	<b>\$\$8,316.565</b>

**Press Releases:**

- New galleries at Denver art museum – sent to 597 media contacts

**B-Roll, Video and Photo Usage:**

- Press pictures Denver Art Museum sent to H. Schatz, LiteraKur, upon request.
- P. Engel/Welt requested specific Steamboat and Winter Park images for the upcoming article on skiing in Colorado. AG sent email request to Steamboat and Winter Park for photo material. The article will be a result of the group press fam last season.

**Update of Media Calls/Press Contacts:**

- Four of the German journalists that joined last year’s group press trip published their articles in February.
  - **A. Warnholtz**, national daily Welt. Circulation: 330,827, ad equivalence: \$53,549. Online: Page Impressions: 526,077,168, combined ad equivalence: \$197,844.
  - **H. Bendl**, WamS, the Sunday issue of the national daily Welt. Circulation: 402,326, ad equivalence: \$77,842. Online: Page Impressions: 425,037,605, ad equivalence: \$145,721.
  - **Lesti, FAS**, Sunday paper of the national daily FAZ. Circulation: 471,938, ad equivalence: \$74,271.
  - **N. Miethke**, regional daily Saechsische Zeitung. Circulation 278,721, ad equivalence: \$51,212.
 Up to now all of our journalists published at least one article. The combined circulation and page impressions of all results are 953,415,743, the combined ad equivalence is \$701.400.
- B. Schaefer informed MGPR that she sold an article on Telluride to [www.spiegel.de](http://www.spiegel.de), the website of Germany's biggest news magazine Spiegel.
- Denver CVB asked MGPR to qualify a German journalist who seeks support on an individual fam. AG followed up, contacted T. Welck, requested work samples and forwarded to Jayne Buck with more information.
- Email to G. Reimann to thank him for the nice Harley story he wrote for the online travel publication Reise-Inspirationen.de as a result of his last fam tour. He also informed AG that the same story is due to be published in an upcoming issue of the Motorrad-Reise-Magazine.
- The freelance B. Schaefer was conducting research on hiking themes. Pitched some treks through Colorado to her. She will pitch it to the travel editor of FAS, one of Germanys' leading national Sunday papers.
- GB sent press information to E. Beckmann, work & travel.

**Confirmed Individual Media FAM Trips**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
July 7-19, 2010	Freelance for Die Zeit, Abenteuer & Reisen, Swiss Magazine, SR etc.	K. Kohr, S. Sitzler E. Haeberle	Die Zeit (652.600 daily) Abenteuer & Reisen (113.406 10x a year) Swiss Magazine (80.000 monthly)	Die Zeit – influential national daily Abenteuer & Reisen – consumer travel magazine Swiss Magazine – inflight magazine of the Swiss Airline Swiss Air”	Colorado – the real Wild West & Denver	Grand Junction, Gateway Canyons, Durango, Alamosa, Gunnison/ Crested Butte, Aspen, Denver	October 2010: WOZ, Jüdische Allgemeine, Jungle World; November 2010: Basler Zeitung December 2010: Die Zeit	October 2010: \$13.122 November 2010: \$5.754 December 2010: \$61.516

July 10-18, 2010	Münchener Abendzeitung AZ & the German travel newswire srt	G. Reimann	AZ: 185.688 srt: will send out his travel articles to more than 60 German magazines and newspapers	AZ: Local Munich daily srt: depending on which media will publish the article	Harley trip through Colorado's famous ski resorts in the summer time	Pagosa Springs, Crested Butte, Aspen, Montrose, Telluride	September 2010: Abendzeitung December 2010: Reise & Preise Online	September 2010: \$35.566
December 10-19, 2010	Dpa, Ski Magazin, DSV aktiv Ski & Sportmagazin, Planet Snow	B. & B. Krieger	DSV aktiv Ski & Sportmagazin – 197,688 Planet Snow – 35,000 dpa – German newswire agency	DSV aktiv Ski & Sportmagazin – The magazine targets skiers and snowboarders. Planet Snow – The magazine freeriders (ski and snowboard). dpa – all kinds of readers, depending on the publications	Skiing in Vail, Steamboat Springs and an overnight stay at a guest ranch	Vail, Steamboat Springs, C Lazy U Ranch	October 2010: DSV Magazin November 2010: Ski Magazin January 2011: HR4	DSV Magazin: \$106.648 Ski Magazin: \$76.926
May 2011	Frankfurter Allgemeine Sonntagszeitung; Augsburg Allgemeine; Geo Saison	A. Lesti	Frankfurter Allgemeine Sonntagszeitung - 466.747 Augsburger Allgemeine - 348.377 Geo Saison - 141.233	Frankfurter Allgemeine Sonntagszeitung – National Sunday paper Augsburger Allgemeine – Regional daily Geo Saison – travel magazine	Iron Horse Race and Stand Up Paddling	Durango and Aspen		

**Group Media:**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
May 8-14, 2010								

**Media Events:**

None in February 2011

## Travel Trade Promotions

### Current Co-ops:

Company	Details	Dates	Partners	On-Line OR Off-Line	Results
TUI	<b>TRADE</b> 1) Production of postcard leporello mailed to travel agencies 2) Direct mailing to consumers, promoting CO Fly Drive	Fall/Winter 2010	-	OFFLINE	
Canusa	<b>CONSUMER</b> Production of a 6page flyer including Colorado offers to be distributed at consumer shows and via direct mailings	Jan/Feb 2011	Denver	ONLINE/ OFFLINE	
DERTOUR	<b>TRADE/CONSUMER</b> Creation of 5 faxes featuring Colorado Ski products to be sent out on 5 dates to 9,000 Dertour travel agencies	Dec/Jan 2011	-	OFFLINE	
Meiers Weltreisen	<b>CONSUMER</b> Inclusion of Colorado offers in Meiers Weltreisen email newsletter to consumers and Colorado features on MWR homepage	Jan/Feb 2011	-	ONLINE	
Junker Reisen	<b>CONSUMER</b> Production of a Colorado editorial, featuring information on regions and state along with bookable tour itineraries in summer catalogue (6 pages)	Start Dec 2010	Denver, Durango, Colorado Springs, Grand Junction	OFFLINE	
FTI	<b>TRADE/CONSUMER</b> 1) Creation of a 2 page Colorado Advertorial highlighting the destination and the FTI Fly Drive in travel magazine Reise & Preise 2) Participation in Camper & Bike travel agent event in Munich in May 2011	Jan & May 2011	Colorado Springs, Grand Junction, Denver	OFFLINE	
America Unlimited	<b>CONSUMER</b> Creation of a prize raffle to be promoted online and to collect addresses, details tbd	Jan-March 2011	Colorado Springs, Grand Junction, Denver	ONLINE	
Skytours	<b>CONSUMER</b> Production of large stickers featuring Colorado image and a booking offer, to be posted in tram waggons in the Zurich area	Jan-Feb 2011	-	OFFLINE	
Hotelplan	<b>TRADE</b> Creation of a 1 page flyer featuring a Colorado Fly Drive, to be mailed out to 1,000 travel agencies in Switzerland	Jan-April 2011	-	OFFLINE	
RM Reiseteam	<b>CONSUMER</b> Participation in a motorbike consumer show in Cologne on the RM Reiseteam booth	October 2010	-	OFFLINE	800 Colorado brochures distributed

## Trade Contacts/Sales Calls/Sales Leads:

Sales Calls:

No Sales Calls in February

Trade Contacts:

1. TUI ReiseCenter Gilching, Gilching:  
Sent bulk shipment of Colorado collaterals for US window promotion to travel agency
2. Lloyd Touristik, Bremerhaven:  
Sent brochures on Colorado and Denver for private trip of travel agent to Colorado
3. Hogg Robinson Switzerland, Zurich (Switzerland):  
Sent bulk shipment of Denver city maps to Swiss HRG office for MICE group tour to Denver
4. Hotelplan / Skytours, Glattbrugg (Switzerland):  
Talked about coop marketing program details, Denver fam trip, Sales mission visit and ITB arrangements
5. SK Touristik, Senden-Bösensell:  
Arranged further marketing coop details; talked about details for planned new Colorado fly drive
6. British Airways, Frankfurt:  
Talked about potential Fam Trip arrangements and winner of recent Denver / Vail promotion
7. DERTOUR, Frankfurt:  
Sent huge bulk shipment of Colorado Reiseplaner to Dertour head office for distribution to clients
8. CANUSA, Hamburg:  
Provided input and arranged details for 6 page flyer to promote Colorado offers / fly drive; joint promotion with Visit Denver
9. FlexTravel, Zurich (Switzerland):  
Bulk mailing of Colorado holiday guides to headquarter of Swiss Tour operator
10. Amerikareisen.at, Klosterneuburg (Austria):  
Bulk mailing of Colorado holiday guides to Austrian Tour operator

In addition dozens of tour operators and tourism services (rental cars, airlines) have been contacted for arrangements for ITB 2011 in Berlin and for arrangements for the planned German / Swiss Sales Mission in April 2011.

Plus: Several discussion with Swiss and Austrian tour operators were made at the Visit USA Seminars (Hotelplan, Skytours, FlexTravel, FTI, Amerikareisen.at, Kuoni)

## Travel Trade Events, Trainings, Seminars, Workshops:

GIA attended three travel agent seminars on behalf of CTO in February:

1) Visit USA Seminar Switzerland, Zurich (Feb, 2nd): Full day event; Colorado had its own booth at the travel market that lasted throughout the day; the travel agents were divided in groups, one half attended workshops, while the other half was able to visit the travel market; since each travel agent had to answer difficult questions for a quiz on each destination/product, they had to come to every table at least once  
**Total attendance: 416 agents**

2) Visit USA Seminar Austria, Vienna (February 3rd): Combined Afternoon workshop & Dinner Event; Travel Agents could choose if they want to attend a couple of workshops in the afternoon or only a travel market & dinner function in the evening (which was roughly half/half) For the evening portion, participants were welcomed in the hotel lobby, where a travel market was set up, including a table for Colorado, where agents were forced" to stop by to answer a question for the prize raffle. In addition, Colorado had its own branded table at the dinner function, where Marcel represented Colorado also on stage in a short 5 minute interview on the destination  
**Total attendance (in the evening): 160 agents**

3) Camper Experts Day, Frankfurt (February 19<sup>th</sup>): Full day event at the Dertour headquarter in Frankfurt; Colorado shared a booth with Utah at this travel agent training event, that was focussing on RV / Motorhome travel to longhaul destinations; travel agents were split up in groups of 5-8 agents and did a speed dating" type of tour around all exhibitor tables, so that exhibitors had a chance to talk to every agent in a small group for 7 minutes.  
**Total attendance: 140 agents**

**Trade FAMS (Group or Individual):**

Date of FAM Trip	Company	Attending personnel	Title	Profile / Current product	Participating Destinations	Results
Sept 15-22, 2010	AERTicket	8 Travel Agents + 3 escorts (GIA, AER, Delta)	Colorado's National Parks"	Promotion of fall tours in Colorado to travel agents	Estes Park, Aspen, Ridgway/Ouray, Mesa Verde/Cortez, Pagosa Springs/Durango, Colorado Springs, Denver	
June 2011	Tour Operator Fam	4-6 product managers + 1-2 escorts	Colorado's Summer Gems	tbd	tbd	

**AER FAM:** Ticket consolidator AERTicket, who manages a network of 6,000 travel agencies, offered to support airfare for an educational fam trip to Colorado with no additional costs for airfare to CTO. Seats were blocked by AER with Delta Air Lines. The participants were very high profile agencies from throughout Germany with a heavy focus on the US including the new product manager of tour operator Argus Reisen. A detailed report in form of a power point presentation was forwarded separately.

**Product Manager FAM:** For June 2011 it is planned to invite around 5 product managers of tour operators from Germany and Switzerland. GIA reached out to British Airways and is still awaiting a final response on possible Airline support. Alternatives would be American Airlines or United Airlines. GIA talked with CTO about best timing and potential itineraries.

**Travel Tradeshows:**

No travel tradeshows attended in February 2011.

Planning for ITB 2011 in Berlin (March 9-13) is underway. GIA coordinates the scheduling of appointments and evening events / functions. GIA will again create an ITB booklet, that will be distributed to all members of the Colorado delegation: Colorado Tourism Office (Michael Driver, Jennifer Bartlett-Alpert), Visit Denver (Jayne Buck), Ski.com (Diana Carey) and Vail Resorts (Ines Niehues, Percy Stevens). Hotel arrangements were also made by GIA. A first appointment overview will be forwarded to all Colorado delegates at March 1<sup>st</sup>.

**Consumer Promotions**

**Consumer-Related Programs (Consumer shows/Consumer leads):**

GIA registered on behalf of CTO for a counter at the Visit USA Pavillion at the consumer shows in Hamburg, Stuttgart and Munich. Further details tbd. In addition, GIA arranged a further consumer show participation in Luzern, in cooperation with Hotelplan and Skytours.

Already Executed:

- TravelExpo Luzern, Jan 7-9, 2011; (Distributed: 300 holiday guides, 100 maps, plus collaterals)
- CMT Stuttgart, Jan 15-23, 2011; (Distributed: 1400 holiday guides, 750 maps, 150 scenic byway guides plus collaterals)
- Reisen Hamburg, Feb 9-13, 2011; (Distributed: 500 holiday guides, 200 maps, plus collaterals)

Coming Up:

- f.re.e Munich, Feb 23-27, 2011

The consumer kick off event for the launch of new summer branch of tour operator Faszination Ski on November 13, 2010 has been postponed and will now take place in April/May. Further details tbd.

#### 4-Corners Consumer Piece with selected tour operator partners

GIA was in contact with Alamo and our tour operator partners Explorer and CANUSA in order to continue the No One Way Rental Fee promotion in 2011. Several thousand flyers were produced and partially mailed out to every CANUSA and Explorer Fernreisen office. Additional flyers are distributed at consumer shows over the next month.

#### Consumer / Catalogue Advertising:

GIA has arranged a Consumer and Catalogue Advertising schedule for 2010/2011 winter months in order to promote the Colorado holiday guide as a tool for travel planning.

Confirmed partners are:

- Katalog Kiosk / travel newsletter to 185,000 consumers	Requests so far: 348
- Travellead / online fulfilment system connected to various catalogue ordering websites	Requests so far: 104
- Reise & Preise / catalogue ad in travel market section of quarterly travel magazine	Requests so far: 48
- America Journal / ad in bi-monthly magazine specialised on travel to the US, combined with a fulfilment order system	Requests so far: 83

Total requests as of February 21, 2011: **583 German Reiseplaner**

In addition, GIA arranged an ad placement in the November issue of ski magazine SkiPresse, featuring a tour operator ski offer with Argus Reisen. In exchange, a 6 page advertorial on Ski in Colorado was included in the December issue. This article equalled an ad value of **\$40.831** (see press clippings in December 2010 report).

#### Consumer Inquires without brochure fulfilment:

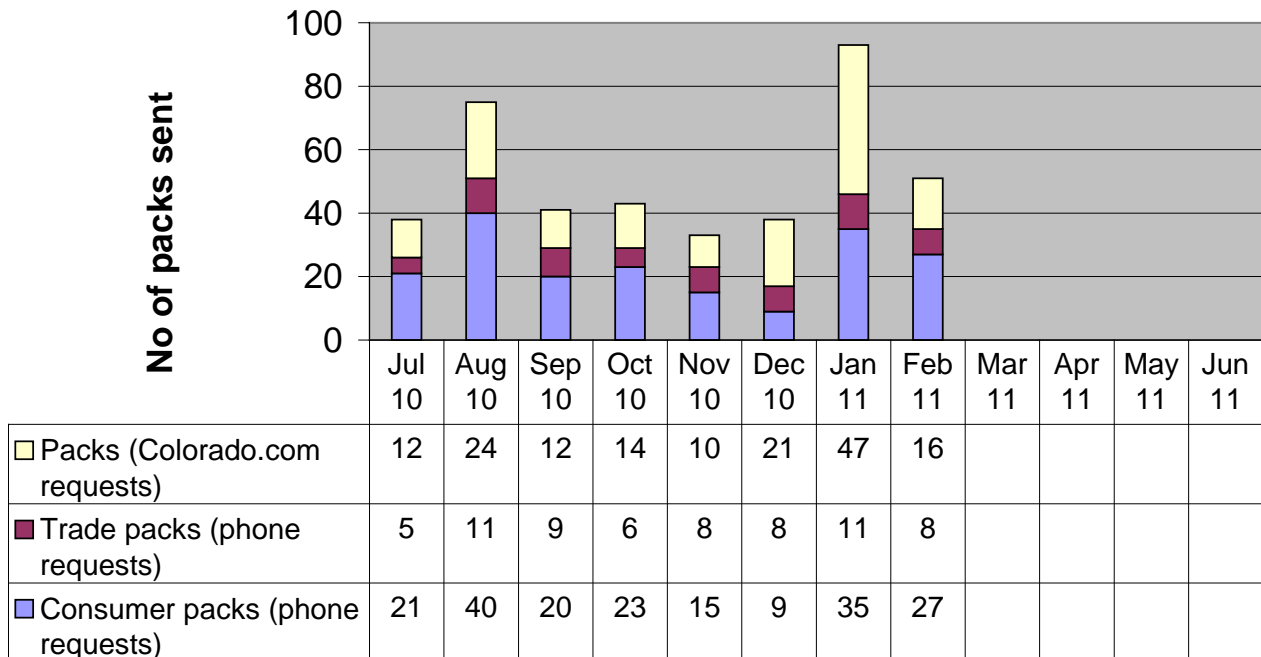
2 additional consumer requests for: Camping Southwest / Skiing in Colorado

#### Distribution of Materials for corresponding Month and Cumulative Amount to date:

Month	<a href="http://www.colorado.com">www.colorado.com</a>	Other – telephone/ email request	Total number of distributed holiday guides	Other
July 2010	12	21	221	Maps, Colo Springs, Ranch, DEN
August 2010	24	40	1018	Maps, Ranch, Denver, Byways
September 2010	12	20	368	Maps, Denver, Ski Resorts, Camping
October 2010	14	23	949	Maps, Byways, Denver, Ski, Ranch
November 2010	10	15	769	
December 2010	21	9	903	Ski, Denver, Maps, Mesa Verde
January 2011	47	35	2007	Ski, Denver, Trains, Me Verde, Maps
February 2011	16	27	2294	
<b>Total</b>	<b>156</b>	<b>210</b>	<b>7529</b>	

**Total fulfilment graph**

**Colorado Fulfilment Stats 2011**



**Travel Trends**

**German Market News:**

**Travel Trade: New luxury tour operator for travel to the US**

The team of North America specialist America Unlimited recently announced that they are launching a new, separate brand for their luxury products, called Feinreisen. Currently, the product range mainly covers Florida, Hawaii and luxury hotels / tours in larger metropolitan areas, such as New York, Las Vegas or Los Angeles. But a product expansion is planned in the near future. Dirk Zielinsky, long time America Unlimited employee, will be in charge of the new brand. Currently, no Colorado product is featured in the program, but that will change soon.

**German Economy: EU finance ministers discussing new bank protection funds**

Ireland was encouraged / pressured to avail itself of the fund in order to decrease its 30% national budget deficit. Notwithstanding the euro-dollar exchange rate remains at the same level of around 1€ = \$1.35, which is still very appealing to European / German travellers.

German Ifo Index, the most important indicator for the development of the German economy, recently reached (with 111.2 points, up from 110.3 in January) the highest level since the reunification and is a strong sign for a robust increase of the German economy.

The German government is currently expecting a 2.3% growth of the economy in 2011, following the record breaking 2010 (+3.6%, highest growth since reunification)

**Monthly Report – Get It Across/ MikullaGoldmannPR – Germany Representative – March 2011**

**Fast Facts:**

**Highlight 1 (Press):**

H. Bendl published his article on snowboarding in Steamboat Springs in Berliner Morgenpost and Welt online. His article is a result of MGPR's group press fam in 2010. The combined ad equivalence is **\$93.300**.

**Highlight 2 (Trade):**

CTO attended ITB in Berlin, the world's largest tourism trade show, from March 9-13, 2011 with its own booth within the Discover America Pavillion. The show was attended by appr. 110,000 trade visitors on the three trade days and appr. 60,000 consumers on the two weekend days. Colorado has had **34 scheduled trade appointments**, plus numerous walk-bys. A total of **1,000 German Colorado holiday guides** have been distributed, along with 200 English OSVGs, 500 Colorado maps and hundreds of CVB collaterals.

**Public Relations**

- Number of media calls/follow up calls: 8 plus ITB (22)
- Press releases: 1 – Colorado Extreme
- Attended: ITB in Berlin
- Total Monthly Media Equivalency compared Year to Date in US Dollars:  
**March 11 \$699.068 -40.1% vs. March 10**
- Total Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €6.732.134 +73% vs. FY 10**
- MikullaGoldmannPR - PR Placed Monthly Media Equivalency compared Year to Date in US Dollars:  
**March 11 \$299.949 -69.1% vs. March 10**
- MikullaGoldmannPR - PR Placed Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €4.943.314 +103,8% vs. FY10**

**Travel Trade**

- Number of Sales Calls: 2
- Number of Trade Inquiries: 9

**Current Running Co-Ops**

- TUI: Postcard Leporello featuring CO image & USA Mailing promoting CO offers to consumers
- Canusa: Creation of 6page flyer featuring Colorado & Denver offers, distribution via shows and direct mail
- DERTOUR: 5 Fax mailings to travel agencies, announcing ski offers
- Meiers Weltreisen: Online Newsletter & Homepage coop promoting Colorado offers
- Junker Reisen: Six page Colorado Editorial in Summer Brochure
- FTI: Colorado Advertorial in travel magazine + participation in Camper & Bike event for travel agents
- Skytours: production of tram stickers to be put up in trams in Zurich area featuring CO offer and images
- Hotelplan: creation of flyer featuring CO Sleep & Fly to be mailed to travel agencies
- America Unlimited: prize raffle to be promoted via college cards and online

**Consumer Fulfilment**

- Number of Consumer Inquiries: **153**  
[25x via Colorado.com, 50x via GIA, 20x TravelLead, 14x Reise & Preise, 44x America Journal, 1x w/o brochure order; 500x via f.re.e Munich, 1,000x via ITB, 500x via bikethebest]
- Distribution of Materials: **2153 Holiday Guides**

**US Dollar Exchange Rate**

**1€= USD 1.4066 on March 30, 2011**

**Compared to 1€= USD 1.3482 on March 30, 2010**

**Online Activities:**

CTO Official Website Visitors (German version of Colorado.com): **1,525 visits (Feb 21 – Mar 30, 2011)**

Website Visitors in Dec from	Germany:	946 visits
	Austria:	163 visits
	Switzerland:	122 visits

# MikullaGoldmannPR - Monthly Report

## Public Relations

### Total Media Equivalency Clipping Evaluation Report – MikullaGoldmannPR

Publication	Title	Date of Publish	Journalist	Circulation and Type	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Münchner Merkur	In the name of love	12.02.2011	V. Pfau	201.217	10.024€	\$14.134	GA	Mass Wedding in Loveland, Colorado
Die Rheinpfalz am Sonntag	Cats on chains	13.02.2011	A. Erne	237.664	36.021€	\$50.790	NA	Catskiing in Vail
Sonntag Aktuell	Cats on chains	13.02.2011	A. Erne	443.037	50.110€	\$70.655	NA	Catskiing in Vail
Welt kompakt	Champagne on the slope	15.02.2011	A. Warnholtz	43.489	n.a.	n.a.	PFG	“Champagne Powder”
Heftig, Nürnberg	“Ski for free”	18.02.2011	n.a.	8.000	459€	\$647	NA	Ski for free in Vail
Heftig, Bayreuth	“Ski for free”	18.02.2011	n.a.	4.000	459€	\$647	NA	Ski for free in Vail
Heftig, Bamberg	“Ski for free”	18.02.2011	n.a.	4.000	459€	\$647	NA	Ski for free in Vail
Camping, cars & caravans	Over the lake	18.02.2011	n.a.	44.000	1.240€	\$1.748	NA	Travel guide Southwest America
Wilhelmshavener Zeitung	Old Indian art	26.02.2011	MGPR	22.088	102€	\$144	PR	Denver Art Museum
Wien live	“New” old art	March 2011	MGPR	70.000	612€	\$863	PR	Denver Art Museum
Augsburger Allgemeine	“Ski for free”	01.03.2011	n.a.	101.238	576€	\$812	NA	Ski for free in Vail
The Red Bulletin	Art flight	01.03.2011	n.a.	919.166	87.600€	\$123.516	NA	Aspen
The Red Bulletin	Red Bull Cold Rush	01.03.2011	n.a.	919.166	3.130€	\$4.413	NA	Red Bull Cold Rush in Silverton
Urlaub Tipp	Indian Art	01.03.2011	MGPR	520.000	8.050€	\$11.351	PR	Denver Art Museum
ADAC motorwelt	Hello, America!	03.03.2011	n.a.	13.618.126	22.208€	\$31.313	NA	Book tips for Colorado

Reise-Blitz	Record snowfall	08.03.2011	n.a.	n.a.	n.a.	n.a.	NA	Snowfall in Vail
Berliner Morgenpost	Welcome on Board	09.03.2011	H. Bendl	130.837	21.276€	\$29.999	PFG	Learn how to snowboard in Steamboat Springs
Passauer Neue Presse	Thin air and Cowboy charm	15.03.2011	W. Bauer	28.965	3.543€	\$4.996	NA	Skiing in Vail
Ski Magazin	Four mountains for a Halleluja	17.03.2011	F. Tausch	122.577	74.451€	\$104.976	GA	Aspen
Ski Magazin	Cover	17.03.2011	F. Tausch	122.577	180€	\$254	GA	Aspen
Burghauser Anzeiger	Skiing in Breckenridge	17.03.2011	W. Bauer	10.260	2.452€	\$3.457	NA	Vail Resorts
Online	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Sächsische Zeitung	Cowboys, curves and carnival	05.02.2011	N. Miethke	72.684	1.817€	\$2.562	PFG	Winter carnival in Steamboat Springs
Dumont Reiseverlag	On the tracks of nature	14.02.2011	n.a.	81.610	2.856€	\$4.027	NA	National Parks in Colorado
Utopia.de	Tips for winter sport	17.02.2011	H. Pfeiffer	1.700.000	25€	\$35	NA	Ski company "Venture" in Colorado
Stuttgarter Zeitung Online	Cats on chains	21.02.2011	A. Erne	119.892	2.098€	\$2.958	NA	Snowcatskiing in Vail
Nwz-online	Travel tips	22.02.2011	MGPR	57.120	1.714€	\$2.417	PR	"American Indian Art" Denver
Focus Online	Skiing like in heaven	23.02.2011	M. Strassmair	966.711	67.670€	\$95.415	NA	Skiing in Vail
Rhein Zeitung Online	Travel tips	25.02.2011	MGPR	66.022	2.311€	\$3.259	PR	"American Indian Art" Denver
Ka-news.de	Travel tips	25.02.2011	MGPR.	36.576	622€	\$877	PR	"American Indian Art" Denver
Volksfreund.de	Travel tips	25.02.2011	MGPR	78.513	961€	\$1.355	PR	"American Indian Art" Denver

Maerkische Allgemeine	Travel tips	25.02.2011	MGPR	30.033	335€	\$472	PR	"American Indian Art" Denver
Münsterländische Volkszeitung	Travel tips from all over the world	25.02.2011	MGPR	9.182	184€	\$259	PR	"American Indian Art" Denver
Cellesche Zeitung	Travel tips from all over the world	26.02.2011	MGPR	130.000	2€	\$3	PR	"American Indian Art" Denver
Volksstimme.de	Travel tips from all over the world	26.02.2011	MGPR	14.958	299€	\$422	PR	"American Indian Art" Denver
Belocal.de	Outdoor sports tournaments	March 2011	MGPR	n.a.	n.a.	n.a.	PR	Outdoor events in Colorado
Travelbook	Pitting one's strength in thin air	02.03.2011	MGPR	n.a.	n.a.	n.a.	PR	Outdoor adventures in Colorado
Offenes- presseportal	Record snowfall	03.03.2011	K. Kühnl	11.866	19€	\$27	NA	Vail Resorts
Lookcook	Pitting one's strength in thin air	03.03.2011	MGPR	n.a.	n.a.	n.a.	PR	Outdoor adventures in Colorado
Touristikpresse	Skiing together	03.03.2011	K. Kühnl	n.a.	13€	\$18	NA	Vail Resorts
Reisenews-online	TransRockies Run 2011	03.03.2011	MGPR.	n.a.	n.a.	n.a.	PR	Outdoor adventures in Colorado
Salzburger Nachrichten	Skiing together	03.03.2011	n.a.	41.934	1.258€	\$1.774	NA	Vail Resorts
Premiumpresse.de	Skiing together	03.03.2011	K. Kühnl	4.700	165€	\$233	NA	Vail Resorts
One Journal	Skiing together	04.03.2011	K. Kühnl	1.248	n.a.	n.a.	NA	Vail Resorts
Reise Pilot	Pitting one's strength in thin air	04.03.2011	MGPR	n.a.	n.a.	n.a.	PR	Outdoor adventures in Colorado
Reisenews-online	Record snowfall	06.03.2011	n.a.	n.a.	n.a.	n.a.	NA	Vail Resorts

Regional Portal	Skiing together	06.03.2011	n.a.	1.358.755	n.a.	n.a.	NA	Vail Resorts
Zehn.de	The 10 best hiking trails	12.03.2011	N. Reinhardt	20.118	704€	\$993	NA	American Discovery Trail
Weltreisejournal	Pitting one's strength in thin air	14.03.2011	MGPR	n.a.	n.a.	n.a.	PR	Outdoor adventures in Colorado
Die Welt Online	Snowboarding- no problem	14.03.2011	H. Bendl	1.122.338	44.894€	\$63.301	PFG	Learn how to snowboard in Steamboat Springs
Die Welt Online	Aspen gets "greener"	16.03.2011	U. Wirtz	1.122.338	44.894€	\$63.301	GA	Aspen
<b>TOTAL Equivalency March 2011</b>					<b>Total € 495.793</b>	<b>Total in \$: 699.068</b>	<b>Exc. Rate 1,41</b>	

**Source Key**

PFI or PFG	Press FAM result (individual or group)
PR	Result of press release
PC	Result of press conference/media event
P	Result of the promotion
GA	Result of general PR activity
NA	Not Assisted by CTO

**Total Placed Media Equivalency Chart Report – Generated by MikullaGoldmannPR**

Month	Total Placed Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$270.429	\$270.429
August 2010	\$2,180.825	\$2,451.254
September 2010	\$744.581	\$3,195.835
October 2010	\$269.354	\$3,465.189
November 2010	\$636.513	\$4,101.702
December 2010	\$633.808	\$4,735.510
January 2011	\$303.647	\$5,039.157
February 2011	\$1,262.669	\$6,301.826
March 2011	\$299.949	\$6,601.775
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$6,601.775</b>	<b>\$6,601.775</b>

**Total Media Equivalency Chart Report – Generated from all sources on Colorado**

Month	Total Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$386.112	\$386.112
August 2010	\$2,510.317	\$2,896.429
September 2010	\$981.160	\$3,877.589
October 2010	\$309.228	\$4,186.817
November 2010	\$770.588	\$4,957.405
December 2010	\$856.383	\$5,813.788
January 2011	\$1,162.913	\$6,976.701
February 2011	\$1,339.867	\$8,316.565
March 2011	\$699.068	\$9,015.633
April 2011		
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$9,015.633</b>	<b>\$9,015.633</b>

**Press Releases:**

- Press release "Colorado Extreme" sent to 659 media contacts in Germany/ Austria/ Switzerland.

**B-Roll, Video and Photo Usage:**

- MGPR pitched cultural and sport events to T. Bremer, Bolero, and sent access to CTO's photo gallery.

**Update of Media Calls/Press Contacts:**

- MGPR pitched Dunton Hot Springs to E. Stahn, Only the Best travel magazine, who is interested in luxury hotels all over the world.
- MGPR met with T. Brönnner, freelance for several outdoor magazines, and pitched Quizno's Pro Challenge, 12 Hour Bike Race in Snowmass as well as Assault on the Peaks to him. He is interested in featuring the events and will get back to MGPR, as soon as he finds a media outlet.
- MGPR pitched special winter offers in Colorado such as the "rental dog" at Ritz-Carlton in Bachelor Gulch to M. Hegenauer, Welt, upon request.
- Group press fam 2011: MGPR contacted several airlines regarding press tickets and Argus Reisen regarding a cooperation.
- Media request form as well as preliminary itinerary for E. Peters, freelance, sent to MD for approval.
- B. Schaefer informs MGPR that FAS is not interested in a story on hiking in Colorado. She will try to sell the story to her other media outlets.
- Media request form for A. Lesti, FAS, sent to MD for approval. Mr. Lesti is planning an individual press trip to Colorado in May 2011. Itinerary sent to JBA. MGPR asked G. Liebenthal (United Airlines) for press tickets.
- Media request form for D. Baer-Bogenschütz sent to MD. She is planning an individual press trip to Colorado in April 2011. Itinerary sent to JBA.
- CTO Sales Tour 2011: MGPR invited 58 journalists.

**Confirmed Individual Media FAM Trips**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
July 7-19, 2010	Freelance for Die Zeit, Abenteuer & Reisen, Swiss Magazine, SR etc.	K. Kohr, S. Sitzler E. Haeberle	Die Zeit (652.600 daily) Abenteuer & Reisen (113.406 10x a year) Swiss Magazine (80.000 monthly)	Die Zeit – influential national daily Abenteuer & Reisen – consumer travel magazine Swiss Magazine – inflight magazine of the Swiss Airline Swiss Air"	Colorado – the real Wild West & Denver	Grand Junction, Gateway Canyons, Durango, Alamosa, Gunnison/ Crested Butte, Aspen, Denver	October 2010: WOZ, Jüdische Allgemeine, Jungle World; November 2010: Basler Zeitung December 2010: Die Zeit	October 2010: \$13.122 November 2010: \$5.754 December 2010: \$61.516

July 10-18, 2010	Münchner Abendzeitung AZ & the German travel newswire srt	G. Reimann	AZ: 185.688 srt: will send out his travel articles to more than 60 German magazines and newspapers	AZ: Local Munich daily srt: depending on which media will publish the article	Harley trip through Colorado's famous ski resorts in the summer time	Pagosa Springs, Crested Butte, Aspen, Montrose, Telluride	September 2010: Abendzeitung December 2010: Reise & Preise Online	September 2010: \$35.566
December 10-19, 2010	Dpa, Ski Magazin, DSV aktiv Ski & Sportmagazin, Planet Snow	B. & B. Krieger	DSV aktiv Ski & Sportmagazin – 197,688 Planet Snow – 35,000 dpa – German newswire agency	DSV aktiv Ski & Sportmagazin – The magazine targets skiers and snowboarders. Planet Snow – The magazine freeriders (ski and snowboard). dpa – all kinds of readers, depending on the publications	Skiing in Vail, Steamboat Springs and an overnight stay at a guest ranch	Vail, Steamboat Springs, C Lazy U Ranch	October 2010: DSV Magazin November 2010: Ski Magazin January 2011: HR4	DSV Magazin: \$106.648 Ski Magazin: \$76.926
April 18-??, 2011	Kuntzeitung	D. Baer-Bogenschütz	200.000 monthly	Art publication for museum directors, art collectors and art enthusiasts	Art in Denver	Denver		
May 2011	Frankfurter Allgemeine Sonntagszeitung; Augsburg Allgemeine; Geo Saison	A. Lesti	Frankfurter Allgemeine Sonntagszeitung - 466.747 Augsburger Allgemeine - 348.377 Geo Saison - 141.233	Frankfurter Allgemeine Sonntagszeitung – National Sunday paper Augsburger Allgemeine – Regional daily Geo Saison – travel magazine	Iron Horse Race and Stand Up Paddling	Durango and Aspen		
July 2011	Freelance for "Tourenfahrer" and travel books	E. Peters	Tourenfahrer (63,122) Travel book – circulation not confirmed yet	Tourenfahrer – premium magazine for discerning motorcyclists	Southwest USA for motorcyclists	Grand Junction, Black Canyon of the Gunnison NP, Telluride, Mesa Verde, Monte Vista, Colorado Springs, Denver, Estes Park		

**Group Media:**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
May 12-18, 2011								

**Media Events:**

ITB in Berlin March 9-12, 2011  
Media appointments see ITB Lead Report

## Travel Trade Promotions

### Current Co-ops:

Company	Details	Dates	Partners	On-Line OR Off-Line	Results
TUI	<b>TRADE</b> 1) Production of postcard leporello mailed to travel agencies 2) Direct mailing to consumers, promoting CO Fly Drive	Fall/Winter 2010	-	OFFLINE	
Canusa	<b>CONSUMER</b> Production of a 6page flyer including Colorado offers to be distributed at consumer shows and via direct mailings	Jan/Feb 2011	Denver	ONLINE/ OFFLINE	
DERTOUR	<b>TRADE/CONSUMER</b> Creation of 5 faxes featuring Colorado Ski products to be sent out on 5 dates to 9,000 Dertour travel agencies	Dec/Jan 2011	-	OFFLINE	
Meiers Weltreisen	<b>CONSUMER</b> Inclusion of Colorado offers in Meiers Weltreisen email newsletter to consumers and Colorado features on MWR homepage	Jan/Feb 2011	-	ONLINE	
Junker Reisen	<b>CONSUMER</b> Production of a Colorado editorial, featuring information on regions and state along with bookable tour itineraries in summer catalogue (6 pages)	Start Dec 2010	Denver, Durango, Colorado Springs, Grand Junction	OFFLINE	
FTI	<b>TRADE/CONSUMER</b> 1) Creation of a 2 page Colorado Advertorial highlighting the destination and the FTI Fly Drive in travel magazine Reise & Preise 2) Participation in Camper & Bike travel agent event in Munich in May 2011	Jan & May 2011	Colorado Springs, Grand Junction, Denver	OFFLINE	+65% Colorado overnights for 2011 year to date
America Unlimited	<b>CONSUMER</b> Creation of a prize raffle to be promoted via College Cards and online, to collect addresses, details tbd	Jan-March 2011	Colorado Springs, Grand Junction, Denver	ONLINE	
Skytours	<b>CONSUMER</b> Production of large stickers featuring Colorado image and a booking offer, to be posted in tram waggons in the Zurich area	Jan-Feb 2011	-	OFFLINE	
Hotelplan	<b>TRADE</b> Creation of a 1 page flyer featuring a Colorado Fly Drive, to be mailed out to 1,000 travel agencies in Switzerland	Jan-April 2011	Denver	OFFLINE	
RM Reiseteam	<b>CONSUMER</b> Participation in a motorbike consumer show in Cologne on the RM Reiseteam booth	October 2010	-	OFFLINE	800 Colorado brochures distributed

## **Trade Contacts/Sales Calls/Sales Leads:**

### Sales Calls:

1. Tourismus Schiegg, Schwangau:

Visited the office of South America specialist Schiegg, who started expanding to North American destinations. Marcel will follow up for a more intense cooperation.

2. Hagen Alpin:

Visited the office and handed out Colorado destination materials to Ski & hiking tour operator Hagen Alpin

### Trade Contacts:

3. Bikethebest, Troisdorf:

Sent bulk shipment of Colorado holiday guides to tour operator bikethebest for distribution at their motorbike roadshow

4. Hogg Robinson, Zurich (CH):

Sent bulk shipment of Denver city maps to Swiss incentive agency

5. Reiterreisen, Allschwil (CH):

Talked with ranch tour operator specialist about potential future cooperation

6. Hotelplan / Skytours, Glattbrugg (CH)

Coordinated details for coop programs with both Swiss tour operators Skytours & Hotelplan.

7. Sonnenklar.tv, Rostock:

Sent information on Colorado for private trip of travel agent

8. GetYourGuide.com, Berlin:

Talked with online outdoor and travel portal about potential marketing options in the future

9. Steirisches Raiffeisen Büro, Graz (AT):

Sent bulk shipment of Denver city maps to travel agency

10. Blitz Reisen, Muenster:

Sent information on Denver and Colorado for private trip of travel agents

For further TO meetings, please see ITB 2011 Lead Report

## **Travel Trade Events, Trainings, Seminars, Workshops:**

No res staff / travel agent trainings attended in March 2011

**Trade FAMS (Group or Individual):**

Date of FAM Trip	Company	Attending personnel	Title	Profile / Current product	Participating Destinations	Results
Sept 15-22, 2010	AERTicket	8 Travel Agents + 3 escorts (GIA, AER, Delta)	Colorado's National Parks"	Promotion of fall tours in Colorado to travel agents	Estes Park, Aspen, Ridgway/Ouray, Mesa Verde/Cortez, Pagosa Springs/Durango, Colorado Springs, Denver	
June 2011	Tour Operator Fam	4-6 product managers + 1-2 escorts	Colorado's Summer Gems	tbd	tbd	

**AER FAM:** Ticket consolidator AERTicket, who manages a network of 6,000 travel agencies, offered to support airfare for an educational fam trip to Colorado with no additional costs for airfare to CTO. Seats were blocked by AER with Delta Air Lines. The participants were very high profile agencies from throughout Germany with a heavy focus on the US including the new product manager of tour operator Argus Reisen. A detailed report in form of a power point presentation was forwarded separately.

**Product Manager FAM:** For June 2011 it is planned to invite around 5 product managers of tour operators from Germany and Switzerland. GIA reached out to British Airways and is still awaiting a final response on possible Airline support. Alternatives would be American Airlines or United Airlines. GIA is currently in contact with Lufthansa as well. GIA talked with CTO about best timing and potential itineraries.

**Travel Tradeshows:**

Colorado participated in ITB 2011 in Berlin, March 09-13 2011 with its own booth that was part of a tri-state-combination with New Mexico and Utah. Subexhibitors were: Denver, Ski.com, The Sebastian and Vail Resorts. Further CVB and hotel partners had registered for brochure distribution. GIA arranged 34 prescheduled appointment with the German travel trade, additional meetings were arranged by subexhibitors individually. An ITB booklet including all appointments and extensive information on all tour operators was prepared by GIA and was provided to every subexhibitor before the show. The lead report was produced by GIA and was forwarded to CTO for finishing and additional notes on March 21<sup>st</sup>.

**Consumer Promotions**

**Consumer-Related Programs (Consumer shows/Consumer leads):**

GIA registered on behalf of CTO for a counter at the Visit USA Pavillion at the consumer shows in Hamburg, Stuttgart and Munich. Further details tbd. In addition, GIA arranged a further consumer show participation in Luzern, in cooperation with Hotelplan and Skytours.

Already Executed:

- TravelExpo Luzern, Jan 7-9, 2011; (Distributed: 300 holiday guides, 100 maps, plus collaterals)
- CMT Stuttgart, Jan 15-23, 2011; (Distributed: 1400 holiday guides, 750 maps, 150 scenic byway guides plus collaterals)
- Reisen Hamburg, Feb 9-13, 2011; (Distributed: 500 holiday guides, 200 maps, plus collaterals)
- f.re.e Munich, Feb 23-27, 2011; (Distributed: 500 holiday guides, 250 maps, 75 Scenic byway guides plus collaterals)

A total of 2,700 German Colorado holiday guides have been distributed at the four consumer shows.

The consumer kick off event for the launch of new summer branch of tour operator Faszination Ski on November 13, 2010 has been postponed and will now take place in April/May. Further details tbd.

#### 4-Corners Consumer Piece with selected tour operator partners

GIA was in contact with Alamo and our tour operator partners Explorer and CANUSA in order to continue the No One Way Rental Fee promotion in 2011. Several thousand flyers were produced and partially mailed out to every CANUSA and Explorer Fernreisen office. Additional flyers were distributed at consumer shows over the last three months and also through the various offices over the next months.

#### Consumer / Catalogue Advertising:

GIA has arranged a Consumer and Catalogue Advertising schedule for 2010/2011 winter months in order to promote the Colorado holiday guide as a tool for travel planning.

Confirmed partners are:

- Katalog Kiosk / travel newsletter to 185,000 consumers	Requests so far:	348
- Travellead / online fulfilment system connected to various catalogue ordering websites	Requests so far:	123
- Reise & Preise / catalogue ad in travel market section of quarterly travel magazine	Requests so far:	62
- America Journal / ad in bi-monthly magazine specialised on travel to the US, combined with a fulfilment order system	Requests so far:	126

Total requests as of March 30, 2011: **659 German Reiseplaner**

In addition, GIA arranged an ad placement in the November issue of ski magazine SkiPresse, featuring a tour operator ski offer with Argus Reisen. In exchange, a 6 page advertorial on Ski in Colorado was included in the December issue. This article equalled an ad value of **\$40.831** (see press clippings in December 2010 report).

#### Consumer Inquires without brochure fulfilment:

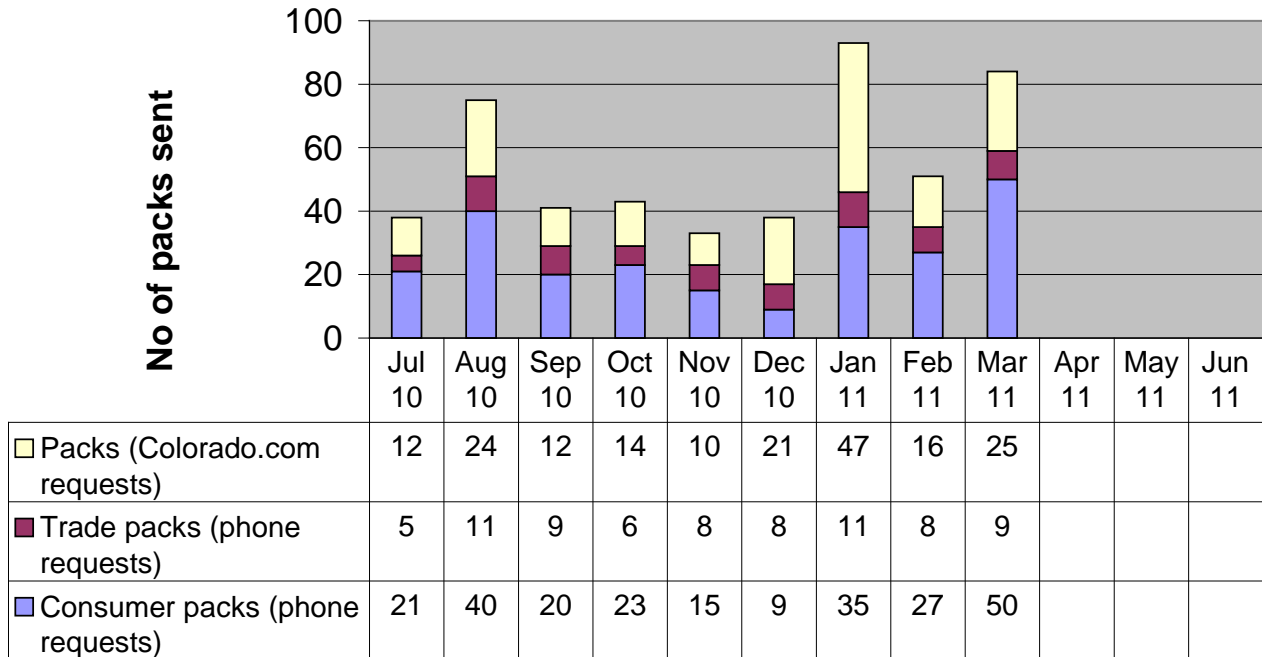
1 additional consumer requests for: Ranch vacation in Colorado

#### Distribution of Materials for corresponding Month and Cumulative Amount to date:

Month	<a href="http://www.colorado.com">www.colorado.com</a>	Other – telephone/ email request	Total number of distributed holiday guides	Other
July 2010	12	21	221	Maps, Colo Springs, Ranch, DEN
August 2010	24	40	1018	Maps, Ranch, Denver, Byways
September 2010	12	20	368	Maps, Denver, Ski Resorts, Camping
October 2010	14	23	949	Maps, Byways, Denver, Ski, Ranch
November 2010	10	15	769	
December 2010	21	9	903	Ski, Denver, Maps, Mesa Verde
January 2011	47	35	2007	Ski, Denver, Trains, Me Verde, Maps
February 2011	16	27	2294	
March 2011	25	50	2153	Trains, Ski, Denver, Maps, Scenic By
<b>Total</b>	<b>181</b>	<b>260</b>	<b>9682</b>	

Total fulfilment graph

**Colorado Fulfilment Stats 2011**



**Travel Trends**

**German Market News:**

**Travel Trade: Huge optimism for travel to the United States in Summer 2011**

During all meeting with German tour operators and travel agencies at ITB, CTO has received very positive feedback on the outlook for summer bookings this year. Especially the Western portion of the USA, including Colorado, is doing extraordinarily well. Major tour operators reported up to almost 200% increases for individual cities in Colorado. Though overall increase seem to be in the region of +5-15% year-to-date. A question of course raises the nuclear incident in Japan and its possible effects on travel and tourism worldwide.

**Monthly Report – Get It Across/ MikullaGoldmannPR – Germany Representative – April 2011**

**Fast Facts:**

**Highlight 1 (Press):**

Media dinner in Munich with key German media: Glamour, Cosmopolitan, Geo Saison, ADAC Motorwelt, Focus, Madame, travel newswire agency srt, etc.

**Highlight 2 (Trade):**

CTO organised a **Sales Mission** through Switzerland and Southern / Southwestern Germany with stops in Switzerland, Munich, Fuessen, Frankfurt and Weinheim. Between April 11 and April 15, offices of 14 tour operators have been visited and 73 res staff agents have been trained. In addition, CTO participated in a travel agent event in Munich on April 12 with tour operator FTI, where 99 travel agents participated. A total of 250 German holiday guides plus various other collaterals have been distributed during the mission.

**Public Relations**

- Number of media calls/follow up calls: 10
- Press releases: 1 – Colorado National Monument
- Attended: Media dinner in Munich
- Total Monthly Media Equivalency compared Year to Date in US Dollars:  
**April 11 \$139.162 -36% vs. April 10**
- Total Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €6.828.108 +66.8% vs. FY 10**
- MikullaGoldmannPR - PR Placed Monthly Media Equivalency compared Year to Date in US Dollars:  
**April 11 \$68.925 -54.3% vs. April 10**
- MikullaGoldmannPR - PR Placed Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €4.990.849 +105.8% vs. FY10**

**Travel Trade**

- Number of Sales Calls: **14**
- Number of Trade Inquiries: **11**

**Current Running Co-Ops**

- TUI: Postcard Leporello featuring CO image & USA Mailing promoting CO offers to consumers
- Canusa: Creation of 6page flyer featuring Colorado & Denver offers, distribution via shows and direct mail
- DERTOUR: 5 Fax mailings to travel agencies, announcing ski offers
- Meiers Weltreisen: Online Newsletter & Homepage coop promoting Colorado offers
- Junker Reisen: Six page Colorado Editorial in Summer Brochure
- FTI: Colorado Advertorial in travel magazine + participation in Camper & Bike event for travel agents
- Skytours: production of tram stickers to be put up in trams in Zurich area featuring CO offer and images
- Hotelplan: creation of flyer featuring CO Sleep & Fly to be mailed to travel agencies
- America Unlimited: prize raffle to be promoted via college cards and online

**Consumer Fulfilment**

- Number of Consumer Inquiries: **70**  
[16x via Colorado.com, 12x via GIA, 20x TravelLead, 1x Reise & Preise, 19x America Journal, 2x w/o brochure order;]
- Distribution of Materials: **839 Holiday Guides**

**US Dollar Exchange Rate**

**1€= USD 1.4617 on April 27, 2011**  
**Compared to 1€= USD 1.3290 on April 27, 2010**

**Online Activities:**

CTO Official Website Visitors (*German version of Colorado.com*): **1,219 visits (Mar 30 – Apr 27, 2011)**

Website Visitors in Dec from	Germany:	736 visits
	Austria:	46 visits
	Switzerland:	95 visits

# MikullaGoldmannPR - Monthly Report

## Public Relations

### Total Media Equivalency Clipping Evaluation Report – MikullaGoldmannPR

Publication	Title	Date of Publish	Journalist	Circulation and Type	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Acher-Rench-Zeitung	Natural wonders	28.03.2011	n.a.	13.380 daily	151€	\$219	NA	Picture show on the natural wonders of the US (Mesa Verde)
America Journal	"Mulish" anniversary	24.02.2011	n.a.	30.000 6x a year	996€	\$1.444	GA	Donky Derby Days in Cripple Creek
America Journal	Ahead to the Rockies!	24.02.2011	B. Olfe	30.000 6x a year	48.140€	\$69.803	NA	RV trip through the US
Westdeutsche Zeitung	Old Native American art	26.03.2011	MGPR	27.344 daily	174€	\$252	PR	Denver Art Museum
Anzeiger für Harlingerland	Old Native American art	22.03.2011	MGPR	14.359€ daily	101€	\$146	PR	Denver Art Museum
Bolero	Not for homebodies	01.04.2011	MGPR	78.000 monthly	1.370€	\$1.987	PR	12 hours of Snowmass
ARD (TV)	The Santa Fe Trail	10.10.2010	K. Teuschl	1.500.000	n.a.	n.a.	PFI	TV documentary on the Santa Fe Trail
Online	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Welt.de	Motorcycle tours for managers	06.04.2011	n.a.	193.071.852	44.894€	\$65.096	GA	Motorcycling in Colorado
Tripsbytips.de	The Black Canyon of the Gunnison	30.03.2011	n.a.	550.000	120€	\$174	NA	Article on the BCGNP
Eßlinger Zeitung online	Mother Earth	19.03.2011	I. Weiss	239.359	28€	\$41	NA	Native Americans in the US (Southern Ute in Colorado)
<b>TOTAL Equivalency April 2011</b>					<b>Total € 95.974</b>	<b>Total in \$: 139.162</b>	<b>Exc. Rate 1,45</b>	

**Source Key**

PFI or PFG	Press FAM result (individual or group)
PR	Result of press release
PC	Result of press conference/media event
P	Result of the promotion
GA	Result of general PR activity
NA	Not Assisted by CTO

**Total Placed Media Equivalency Chart Report – Generated by MikullaGoldmannPR**

Month	Total Placed Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$270.429	\$270.429
August 2010	\$2,180.825	\$2,451.254
September 2010	\$744.581	\$3,195.835
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May 2011		
June 2011		
<b>TOTAL</b>	<b>\$6,670.700</b>	<b>\$6,670.700</b>

**Total Media Equivalency Chart Report – Generated from all sources on Colorado**

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March 2011	\$699.068	\$9,015.633
April 2011	\$139.162	\$9,154.795
May 2011		
June 2011		
<b>TOTAL</b>	<b>\$9,154.795</b>	<b>\$9,154.795</b>

**Press Releases:**

- Press release “100<sup>th</sup> Anniversary Colorado National Monument” sent to 628 media contacts in Germany/ Austria/ Switzerland.

**B-Roll, Video and Photo Usage:**

- None in April 2011

**Update of Media Calls/Press Contacts:**

- Group press fam: MGPR invited 67 media contacts to CTO's press fam in May 2011. Final five participants:  
 J. Klare - FAZ  
 J. Mansch – Verdi magazine  
 T. Rottenberg – Der Standard  
 S. Mezler-Andelberg – Die Presse  
 T. Scheu – Freelance
- M. Reisner, freelance for srt and Bolero, is interested in an individual press trip to Colorado. MGPR offered support and asked for travel dates, interests and budget. M. Reisner will clarify with the magazine and will get back to MGPR with further details.
- Individual press trip D. Baer-Bogenschütz: MGPR asked for a discount on a rental car for her trip to Colorado. Alamo offers 50% discount to her. Further planning of her program. Final itinerary sent.
- Individual press trip A. Lesti: MGPR booked flight and rental car for A. Lesti, FAS. Further planning of his program.
- MGPR pitched Zapata Ranch, C Lazy U Ranch and Devil's Thumb Ranch to R. Kittel, freelance for the women's magazine Freundin. He was looking for ranches for a story on animal-friendly holidays.

**Confirmed Individual Media FAM Trips**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
July 7-19, 2010	Freelance for Die Zeit, Abenteuer & Reisen, Swiss Magazine, SR etc.	K. Kohr, S. Sitzler E. Haeberle	Die Zeit (652.600 daily) Abenteuer & Reisen (113.406 10x a year) Swiss Magazine (80.000 monthly)	Die Zeit – influential national daily Abenteuer & Reisen – consumer travel magazine Swiss Magazine – inflight magazine of the Swiss Airline Swiss Air”	Colorado – the real Wild West & Denver	Grand Junction, Gateway Canyons, Durango, Alamosa, Gunnison/ Crested Butte, Aspen, Denver	October 2010: WOZ, Jüdische Allgemeine, Jungle World; November 2010: Basler Zeitung December 2010: Die Zeit	October 2010: \$13.122 November 2010: \$5.754 December 2010: \$61.516
July 10-18, 2010	Münchner Abendzeitung AZ & the German travel newswire srt	G. Reimann	AZ: 185.688 srt: will send out his travel articles to more than 60 German magazines and newspapers	AZ: Local Munich daily srt: depending on which media will publish the article	Harley trip through Colorado's famous ski resorts in the summer time	Pagosa Springs, Crested Butte, Aspen, Montrose, Telluride	September 2010: Abendzeitung December 2010: Reise & Preise Online	September 2010: \$35.566

December 10-19, 2010	Dpa, Ski Magazin, DSV aktiv Ski & Sportmagazin, Planet Snow	B. & B. Krieger	DSV aktiv Ski & Sportmagazin – 197,688 Planet Snow – 35,000 dpa – German newswire agency	DSV aktiv Ski & Sportmagazin – The magazine targets skiers and snowboarders. Planet Snow – The magazine freeriders (ski and snowboard). dpa – all kinds of readers, depending on the publications	Skiing in Vail, Steamboat Springs and an overnight stay at a guest ranch	Vail, Steamboat Springs, C Lazy U Ranch	October 2010: DSV Magazin November 2010: Ski Magazin January 2011: HR4	DSV Magazin: \$106.648 Ski Magazin: \$76.926
April 18-??, 2011	Kunstzeitung	D. Baer-Bogenschütz	200.000 monthly	Art publication for museum directors, art collectors and art enthusiasts	Art in Denver	Denver		
May 2011	Frankfurter Allgemeine Sonntagszeitung; Augsburg Allgemeine; Geo Saison	A. Lesti	Frankfurter Allgemeine Sonntagszeitung - 466.747 Augsburger Allgemeine - 348.377 Geo Saison - 141.233	Frankfurter Allgemeine Sonntagszeitung – National Sunday paper Augsburger Allgemeine – Regional daily Geo Saison – travel magazine	Iron Horse Race and Stand Up Paddling	Durango and Aspen		
July 2011	Freelance for "Tourenfahrer" and travel books	E. Peters	Tourenfahrer (63,122) Travel book – circulation not confirmed yet	Tourenfahrer – premium magazine for discerning motorcyclists	Southwest USA for motorcyclists	Grand Junction, Black Canyon of the Gunnison NP, Telluride, Mesa Verde, Monte Vista, Colorado Springs, Denver, Estes Park		

**Group Media:**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
May 12-18, 2011								

**Media Events:**

Media dinner in Munich

Participants:

I. Lehmann – Cosmopolitan  
C. Schuh – Freelance for ADAC Motorwelt  
C. von Pahlen – Madame  
S. Wagner – Focus  
N. Eisele-Hein – Freelance for outdoor magazines  
R. Wolf-Götz – Freelance for different dailies  
G. Reimann – Freelance for motorcycle magazines  
B. Woinke – Glamour  
K. Teuschl – Geo Saison & BR

## Travel Trade Promotions

### Current Co-ops:

Company	Details	Dates	Partners	On-Line OR Off-Line	Results
TUI	<b>TRADE</b> 1) Production of postcard leporello mailed to travel agencies 2) Direct mailing to consumers, promoting CO Fly Drive	Fall/Winter 2010	-	OFFLINE	
Canusa	<b>CONSUMER</b> Production of a 6page flyer including Colorado offers to be distributed at consumer shows and via direct mailings	Jan/Feb 2011	Denver	ONLINE/ OFFLINE	
DERTOUR	<b>TRADE/CONSUMER</b> Creation of 5 faxes featuring Colorado Ski products to be sent out on 5 dates to 9,000 Dertour travel agencies	Dec/Jan 2011	-	OFFLINE	
Meiers Weltreisen	<b>CONSUMER</b> Inclusion of Colorado offers in Meiers Weltreisen email newsletter to consumers and Colorado features on MWR homepage	Jan/Feb 2011	-	ONLINE	
Junker Reisen	<b>CONSUMER</b> Production of a Colorado editorial, featuring information on regions and state along with bookable tour itineraries in summer catalogue (6 pages)	Start Dec 2010	Denver, Durango, Colorado Springs, Grand Junction	OFFLINE	
FTI	<b>TRADE/CONSUMER</b> 1) Creation of a 2 page Colorado Advertorial highlighting the destination and the FTI Fly Drive in travel magazine Reise & Preise 2) Participation in Camper & Bike travel agent event in Munich in May 2011	Jan & May 2011	Colorado Springs, Grand Junction, Denver	OFFLINE	+65% Colorado overnights for 2011 year to date
America Unlimited	<b>CONSUMER</b> Creation of a prize raffle to be promoted via College Cards and online, to collect addresses, details tbd	Jan-March 2011	Colorado Springs, Grand Junction, Denver	ONLINE	
Skytours	<b>CONSUMER</b> Production of large stickers featuring Colorado image and a booking offer, to be posted in tram waggons in the Zurich area	Jan-Feb 2011	-	OFFLINE	
Hotelplan	<b>TRADE</b> Creation of a 1 page flyer featuring a Colorado Fly Drive, to be mailed out to 1,000 travel agencies in Switzerland	Jan-April 2011	Denver	OFFLINE	
RM Reiseteam	<b>CONSUMER</b> Participation in a motorbike consumer show in Cologne on the RM Reiseteam booth	October 2010	-	OFFLINE	800 Colorado brochures distributed

## **Trade Contacts/Sales Calls/Sales Leads:**

### Sales Calls:

1. Hotelplan & Skytours, Glattbrugg (CH)  
Held res staff training and met with current and new product managers to discuss future plans
2. Knecht Reisen, Aarau (CH)  
Held res staff training; talked with product manager about marketing options
3. Pegasus Reiterreisen, Basel (CH)  
Met with product manager to talk about marketing options for horse back trips
4. FlexTravel, Zurich (CH)  
Held res staff training; discussed a potential Ranch flyer together with RMI
5. Tourismus Schiegg, Fuessen  
Held res staff training; talked about further product development
6. Canusa Touristik, München-Gräfelfing  
Held res staff training at Munich office
7. Explorer Fernreisen, München  
Held res staff training at Munich office
8. Dertour & ADAC, Frankfurt  
Held res staff training and talked with respective product managers about ski marketing and summer marketing opportunities
9. Meiers Weltreisen, Frankfurt  
Held res staff training and talked about product development (FIT hotels) and marketing options
10. Thomas Cook & Neckermann, Oberursel  
Discussed future product development of both brands with product manager
11. Faszination Ski & Fernweh, Weinheim  
Talked about activity and event options, as well as hotel suggestions throughout Colorado

### Trade Contacts:

12. Canusa Touristik, Hamburg  
Sent bulk shipment of holiday guides to head office of Canusa for distribution to clients
13. Skytours, Glattbrugg (CH)  
Sent bulk shipment of German holiday guides and other collaterals for distribution to clients
14. Flextravel, Zurich (CH)  
Sent bulk shipment of German Denver city maps for distribution to clients
15. America Unlimited, Hannover  
Coordinated details for planned promotion and prize raffle with Timo
16. Hikeamerica Tours, Bitz  
Sent bulk shipment of German holiday guides and Scenic Byway guides for distribution at consumer events
17. Reise-Listner, Annaberg-Buchholz  
Sent bulk shipment of German holiday guides and roll-up display for Southwest US client event
18. Art of Travel, Kiel  
Marco Auber, product manager, will visit Denver and Vail in May 2011 for site inspections. GIA helped with organising overnights and arrangements for site inspections

### **Travel Trade Events, Trainings, Seminars, Workshops:**

Res Staff Trainings were held at the following tour operator offices:

Skytours & Hotelplan (22 agents), FlexTravel (10), Knecht Reisen (11), Tourismus Schiegg (3), Canusa Munich (3), Explorer Munich (4), Dertour, Meiers Weltreisen & ADAC (20)

A total of **73 res staff agents** were trained at the various training throughout the week.

CTO participated in a travel agent training event organised by FTI Touristik in Munich on April 12 at the G.O.P Variété theatre.

A total of **99 travel agents** participated in this event, where CTO had its own table in the foyer, where a reception was held.

The main part of the evening was a sit down dinner with presentations, where CTO had a 10 minute slot for holding a presentation. In addition, a prize raffle was held, where Visit Denver sponsored two overnights. **109 German holiday guides** were distributed throughout the event.

While CTO did not attend the other four events that were part of this event series, GIA was able to secure brochure distribution at the other events in Sindelfingen, Leipzig, Mannheim and Duesseldorf. A total of 328 agents attended these events, an additional **150 holiday guides** were distributed.

**Trade FAMS (Group or Individual):**

Date of FAM Trip	Company	Attending personnel	Title	Profile / Current product	Participating Destinations	Results
Sept 15-22, 2010	AERTicket	8 Travel Agents + 3 escorts (GIA, AER, Delta)	Colorado's National Parks"	Promotion of fall tours in Colorado to travel agents	Estes Park, Aspen, Ridgway/Ouray, Mesa Verde/Cortez, Pagosa Springs/Durango, Colorado Springs, Denver	
June 2011	Tour Operator Fam	4-6 product managers + 1-2 escorts	Colorado's Summer Gems	tbd	tbd	

**AER FAM:** Ticket consolidator AERTicket, who manages a network of 6,000 travel agencies, offered to support airfare for an educational fam trip to Colorado with no additional costs for airfare to CTO. Seats were blocked by AER with Delta Air Lines. The participants were very high profile agencies from throughout Germany with a heavy focus on the US including the new product manager of tour operator Argus Reisen. A detailed report in form of a power point presentation was forwarded separately.

**Product Manager FAM:** For June 2011 it is planned to invite around 5 product managers of tour operators from Germany and Switzerland. GIA reached out to British Airways and is still awaiting a final response on possible Airline support. Alternatives would be American Airlines or United Airlines. GIA is currently in contact with Lufthansa as well. GIA talked with CTO about best timing and potential itineraries.

**Travel Tradeshows:**

No travel tradeshow attended in April 2011-04-27

Planning for Pow Wow 2011 in San Francisco end of May is underway. GIA forwarded suggested ranking for potential appointments from the German speaking market to CTO.

**Consumer Promotions**

**Consumer-Related Programs (Consumer shows/Consumer leads):**

GIA registered on behalf of CTO for a counter at the Visit USA Pavillion at the consumer shows in Hamburg, Stuttgart and Munich. Further details tbd. In addition, GIA arranged a further consumer show participation in Luzern, in cooperation with Hotelplan and Skytours.

Already Executed:

- TravelExpo Luzern, Jan 7-9, 2011; (Distributed: 300 holiday guides, 100 maps, plus collaterals)
- CMT Stuttgart, Jan 15-23, 2011; (Distributed: 1400 holiday guides, 750 maps, 150 scenic byway guides plus collaterals)
- Reisen Hamburg, Feb 9-13, 2011; (Distributed: 500 holiday guides, 200 maps, plus collaterals)
- f.re.e Munich, Feb 23-27, 2011; (Distributed: 500 holiday guides, 250 maps, 75 Scenic byway guides plus collaterals)

A total of 2,700 German Colorado holiday guides have been distributed at the four consumer shows.

The consumer kick off event for the launch of new summer branch of tour operator Faszination Ski on November 13, 2010 has been postponed and will now take place in September. Further details tbd.

#### 4-Corners Consumer Piece with selected tour operator partners

GIA was in contact with Alamo and our tour operator partners Explorer and CANUSA in order to continue the No One Way Rental Fee promotion in 2011. Several thousand flyers were produced and partially mailed out to every CANUSA and Explorer Fernreisen office. Additional flyers were distributed at consumer shows over the last three months and also through the various offices over the next months.

#### Consumer / Catalogue Advertising:

GIA has arranged a Consumer and Catalogue Advertising schedule for 2010/2011 winter months in order to promote the Colorado holiday guide as a tool for travel planning.

Confirmed partners are:

- Katalog Kiosk / travel newsletter to 185,000 consumers	Requests so far:	348
- Travellead / online fulfilment system connected to various catalogue ordering websites	Requests so far:	143
- Reise & Preise / catalogue ad in travel market section of quarterly travel magazine	Requests so far:	63
- America Journal / ad in bi-monthly magazine specialised on travel to the US, combined with a fulfilment order system	Requests so far:	155

Total requests as of April 27, 2011: **709 German Reiseplaner**

In addition, GIA arranged an ad placement in the November issue of ski magazine SkiPresse, featuring a tour operator ski offer with Argus Reisen. In exchange, a 6 page advertorial on Ski in Colorado was included in the December issue. This article equalled an ad value of **\$40.831** (see press clippings in December 2010 report).

#### Consumer Inquires without brochure fulfilment:

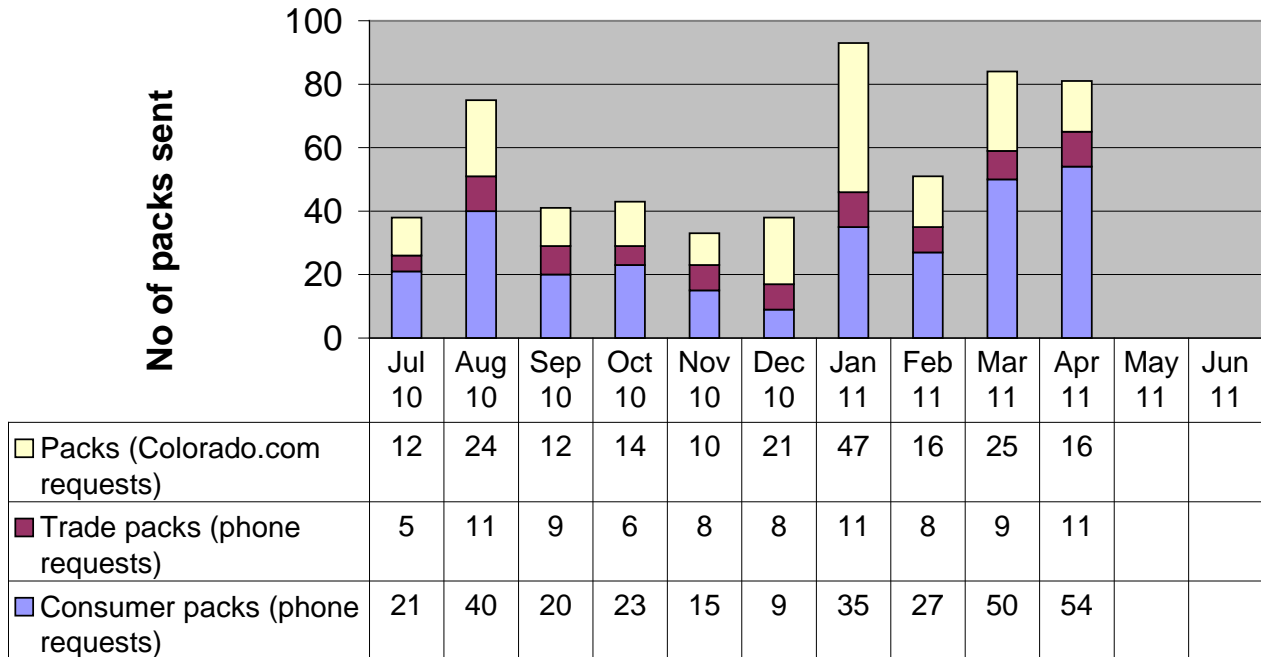
1 additional consumer requests for: Ranch vacation in Colorado

#### Distribution of Materials for corresponding Month and Cumulative Amount to date:

Month	<a href="http://www.colorado.com">www.colorado.com</a>	Other – telephone/ email request	Total number of distributed holiday guides	Other
July 2010	12	21	221	Maps, Colo Springs, Ranch, DEN
August 2010	24	40	1018	Maps, Ranch, Denver, Byways
September 2010	12	20	368	Maps, Denver, Ski Resorts, Camping
October 2010	14	23	949	Maps, Byways, Denver, Ski, Ranch
November 2010	10	15	769	
December 2010	21	9	903	Ski, Denver, Maps, Mesa Verde
January 2011	47	35	2007	Ski, Denver, Trains, Me Verde, Maps
February 2011	16	27	2294	
March 2011	25	50	2153	Trains, Ski, Denver, Maps, Scenic By
April 2011	16	54	838	Denver, Ski, Maps, Scenic Byways
<b>Total</b>	<b>197</b>	<b>314</b>	<b>10,520</b>	

**Total fulfilment graph**

**Colorado Fulfilment Stats 2011**



**Travel Trends**

**German Market News:**

**Positive Indicators in Switzerland**

Based upon all indications the Visit USA committee Switzerland is confident that this year Swiss arrivals in the U.S. will be crossing the „magic line“ of 400,000 visitors. The rate of exchange of now 0.87 Swiss Francs to the USD (down from 1.05 a year ago) makes the destination USA a „temptation“ which is hard to resist. The combination of a strong Franc with high incomes and low taxes provide Swiss travellers with a historically high purchasing power among Swiss consumers gives reason for an optimistic outlook.

**Consumer confidence in Germany weakens**

Due to higher prices (strong inflation), the catastrophe in Japan and the crisis in Northern Africa, confidence among German consumers has recently dropped after being on a record level for the past several months. However, experts say that this recent drop is mainly based on psychological effects and expect that “once the dust is settled”, confidence will grow back and this current damp will have no real influence on the actual economic development in Germany. Therefore the German ministry for economics recently stated that the government still expects a substantial growth of the GNP in 2011.

**Monthly Report – Get It Across/ MikullaGoldmannPR – Germany Representative – May 2011**

**Fast Facts:**

**Highlight 1 (Press):**

Group press trip with five journalists to Colorado: Freelance for FAZ and Deutschlandradio, Freelance for taz and ver.di public, Freelance for Passauer Neue Presse, Der Standard, Die Presse. Cities visited: Denver, Colorado Springs, Salida, Mocsa (Zapata Ranch).

**Highlight 2 (Trade):**

Marcel Sprenger attended the **International Pow Wow** Tradeshow in San Francisco from May 22-26 on behalf of CTO and executed meetings with 22 tour operators and journalists from Germany, Austria and Switzerland. CTO participated in a travel agent training event with tour operator FTI focussed on Camper and Bike travel with around **150 travel agents** from all over Germany and Austria.

**Public Relations**

- Number of media calls/follow up calls: 11
- Press releases: ---
- Attended: ---
- Total Monthly Media Equivalency compared Year to Date in US Dollars:  
**May 11 \$213.350 +18.4% vs. May 10**
- Total Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €6.977.277 +52.6% vs. FY 10**
- MikullaGoldmannPR - PR Placed Monthly Media Equivalency compared Year to Date in US Dollars:  
**May 11 \$62.585 -65.3% vs. May 10**
- MikullaGoldmannPR - PR Placed Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €5.034.589 +71.8% vs. FY10**

**Travel Trade**

- Number of Sales Leads: 1
- Number of Trade Inquiries: 15

**Current Running Co-Ops**

- TUI: Postcard Leporello featuring CO image & USA Mailing promoting CO offers to consumers
- Canusa: Creation of 6page flyer featuring Colorado & Denver offers, distribution via shows and direct mail
- DERTOUR: 5 Fax mailings to travel agencies, announcing ski offers
- Meiers Weltreisen: Online Newsletter & Homepage coop promoting Colorado offers
- Junker Reisen: Six page Colorado Editorial in Summer Brochure
- FTI: Colorado Advertorial in travel magazine + participation in Camper & Bike event for travel agents
- Skytours: production of tram stickers to be put up in trams in Zurich area featuring CO offer and images
- Hotelplan: creation of flyer featuring CO Sleep & Fly to be mailed to travel agencies
- America Unlimited: prize raffle to be promoted via college cards and online

**Consumer Fulfilment**

- Number of Consumer Inquiries: **59**  
[14x via Colorado.com, 18x via GIA, 26x TravelLead, 25x America Journal, 1x w/o brochure order;]
- Distribution of Materials: **531 Holiday Guides**

**US Dollar Exchange Rate**      **1€= USD 1.4272 on May 31, 2011**  
**Compared to 1€= USD 1.2307 on May 31, 2010**

**Online Activities:**

CTO Official Website Visitors (*German version of Colorado.com*): **1,558 visits (Apr 27 – May 31, 2011)**

Website Visitors in Dec from	Germany:	985 visits
	Austria:	64 visits
	Switzerland:	114 visits

# MikullaGoldmannPR - Monthly Report

## Public Relations

### Total Media Equivalency Clipping Evaluation Report – MikullaGoldmannPR

Publication	Title	Date of Publish	Journalist	Circulation and Type	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Westfälischer Anzeiger	Rivers of the World	16.04.2011	n.a.	10.707	2.039€	\$2.916	NA	TV documentary about Colorado river
Berliner Zeitung	Colorado National Monument celebrates centennial	23.04.2011	MGPR	144.936	1.518€	\$2.171	PR	Colorado National Monument
Kieler Nachrichten	Canyons celebrate centennial	30.04.2011	MGPR	92.371	477€	\$682	PR	Colorado National Monument
America	On the back of the continent	28.04.2011	S. Endlweber & G. Wamser	30.000	44.820 €	\$64.093	NA	Continental Divide Trail
Morgenpost am Sonntag	Colorado celebrates his cliffs	01.05.2011	MGPR	99.437	733€	\$1.048	PR	Colorado National Monument
ACE Lenkrad	Colorado National Monument	1.05.2011	MGPR	538.375	2.438€	\$3.486	PR	Colorado National Monument
Markt am Sonntag	100 years Colorado National Monument	15.05.2011	MGPR	82.000	1.656€	\$2.368	PR	Colorado National Monument
GolfPunk	Planet Golf	17.05.2011	J. Lancaster	26.200	57.600€	\$82.368	NA	Golfing in Colorado
Freundin	As a cowgirl on a ranch	18.05.2011	n.a.	505.816	35.700€	\$51.051	GA	Zapata Ranch, CO
Markt Ausg. Lohr	Colorado National Monument celebrates centennial	18.05.2011	MGPR	36.400	1.067€	\$1.526	PR	Colorado National Monument

Online	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Touristik-News	100 years Colorado National Monument	26.04.2011	MGPR	n.a.	7€	\$10	PR	Colorado National Monument
Berliner Zeitung	Colorado National Monument celebrates centennial	27.04.2011	MGPR	n.a.	n.a.	n.a.	PR	Colorado National Monument
Tourexpi	Where is the most sun?	04.05.2011	n.a.	917.000	78€	\$112	NA	Boulder/ Colorado
Tourexpi	The 500 best hotels worldwide	05.05.2011	n.a.	917.000	78€	\$112	NA	Hotel Teatro, Denver
Presse Echo	The 500 best hotels worldwide	05.05.2011	n.a.	770.000	223€	\$319	NA	Hotel Teatro, Denver
Top hotel online	The best hotels worldwide	05.05.2011	n.a.	29.260	77€	\$110	NA	Hotel Teatro, Denver
Geo-Reisecommunity	Hotel-Tips USA	11.05.2011	n.a.	2.320.000	514€	\$735	NA	Hotel tips in Colorado
Be local	100 years Colorado National Monument	13.05.2011	MGPR	534.254	171€	\$245	PR	Colorado National Monument
<b>TOTAL Equivalency Mai 2011</b>					<b>Total € 149.169</b>	<b>Total in \$: 213.350</b>	<b>Exc. Rate 1,43</b>	

#### Source Key

PFI or PFG	Press FAM result (individual or group)
PR	Result of press release
PC	Result of press conference/media event
P	Result of the promotion
GA	Result of general PR activity
NA	Not Assisted by CTO

**Total Placed Media Equivalency Chart Report – Generated by MikullaGoldmannPR**

Month	Total Placed Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$270.429	\$270.429
August 2010	\$2.180.825	\$2.451.254
September 2010	\$744.581	\$3.195.835
October 2010	\$269.354	\$3.465.189
November 2010	\$636.513	\$4.101.702
December 2010	\$633.808	\$4.735.510
January 2011	\$303.647	\$5.039.157
February 2011	\$1.262.669	\$6.301.826
March 2011	\$299.949	\$6.601.775
April 2011	\$68.925	\$6.670.700
May 2011	\$62.585	\$6.733.285
June 2011		
<b>TOTAL</b>	<b>\$6.733.285</b>	<b>\$6.733.285</b>

**Total Media Equivalency Chart Report – Generated from all sources on Colorado**

Month	Total Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$386.112	\$386.112
August 2010	\$2.510.317	\$2.896.429
September 2010	\$981.160	\$3.877.589
October 2010	\$309.228	\$4.186.817
November 2010	\$770.588	\$4.957.405
December 2010	\$856.383	\$5.813.788
January 2011	\$1.162.913	\$6.976.701
February 2011	\$1.339.867	\$8.316.565
March 2011	\$699.068	\$9.015.633
April 2011	\$139.162	\$9.154.795
May 2011	\$213.350	\$9.368.145
June 2011		
<b>TOTAL</b>	<b>\$9.368.145</b>	<b>\$9.368.145</b>

**Press Releases:**

- None in May 2011

**B-Roll, Video and Photo Usage:**

- GB sent high res pictures of Christo's project to T. Rottenberg, Der Standard, upon request.
- MGPR sent B-roll of CO to T. Scheu, Passauer Neue Presse, upon request.

**Update of Media Calls/Press Contacts:**

- MGPR pitched Zapata Ranch to R. Kittel, Freundin. He featured the ranch in an article on holidays with animals.
- MGPR pitched Dunton Hot Springs to the Austrian travel magazine Reise Aktuell. The magazine is planning a supplement on sedated luxury resorts.
- MGPR pitched CO to A. Christ, freelance for the women's and lifestyle magazines Für Sie, Cosmopolitan, Travel and Lifestyle, Reisen Exclusiv. She was looking for some new story ideas in summer 2011.
- MGPR followed up with B. Woinke, Glamour, regarding a press trip to Colorado. She joined the media dinner in Munich and was very interested. Unfortunately she has to postpone the trip to fall 2011, since Glamour features another US-destination in summer 2011.
- MGPR followed up with G. Kast, freelance for several bike magazines regarding his planned biking article. He has been to Colorado in fall 2009. G. Kast informed MGPR, that he will publish a six page article in June 2011.
- MGPR met with D. Kluthe, freelance for Elle, Vogue and FAZ and pitched CO.

### Confirmed Individual Media FAM Trips

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
July 7-19, 2010	Freelance for Die Zeit, Abenteuer & Reisen, Swiss Magazine, SR etc.	K. Kohr, S. Sitzler E. Haeberle	Die Zeit (652.600 daily) Abenteuer & Reisen (113.406 10x a year) Swiss Magazine (80.000 monthly)	Die Zeit – influential national daily Abenteuer & Reisen – consumer travel magazine Swiss Magazine – inflight magazine of the Swiss Airline Swiss Air"	Colorado – the real Wild West & Denver	Grand Junction, Gateway Canyons, Durango, Alamosa, Gunnison/ Crested Butte, Aspen, Denver	October 2010: WOZ, Jüdische Allgemeine, Jungle World; November 2010: Basler Zeitung December 2010: Die Zeit	October 2010: \$13.122 November 2010: \$5.754 December 2010: \$61.516
July 10-18, 2010	Münchner Abendzeitung AZ & the German travel newswire srt	G. Reimann	AZ: 185.688 srt: will send out his travel articles to more than 60 German magazines and newspapers	AZ: Local Munich daily srt: depending on which media will publish the article	Harley trip through Colorado's famous ski resorts in the summer time	Pagosa Springs, Crested Butte, Aspen, Montrose, Telluride	September 2010: Abendzeitung December 2010: Reise & Preise Online	September 2010: \$35.566
December 10- 19, 2010	Dpa, Ski Magazin, DSV aktiv Ski & Sportmagazin, Planet Snow	B. & B. Krieger	DSV aktiv Ski & Sportmagazin – 197,688 Planet Snow – 35,000 dpa – German newswire agency	DSV aktiv Ski & Sportmagazin – The magazine targets skiers and snowboarders. Planet Snow – The magazine freeriders (ski and snowboard). dpa – all kinds of readers, depending on the publications	Skiing in Vail, Steamboat Springs and an overnight stay at a guest ranch	Vail, Steamboat Springs, C Lazy U Ranch	October 2010: DSV Magazin November 2010: Ski Magazin January 2011: HR4	DSV Magazin: \$106.648 Ski Magazin: \$76.926
April 18-??, 2011	Kunstzeitung	D. Baer- Bogenschütz	200.000 monthly	Art publication for museum directors, art collectors and art enthusiasts	Art in Denver	Denver		
May 2011	Frankfurter Allgemeine Sonntagszeitung; Augsburger Allgemeine; Geo Saison	A. Lesti	Frankfurter Allgemeine Sonntagszeitung - 466.747 Augsburger Allgemeine - 348.377 Geo Saison - 141.233	Frankfurter Allgemeine Sonntagszeitung – National Sunday paper Augsburger Allgemeine – Regional daily Geo Saison – travel magazine	Iron Horse Race and Stand Up Paddling	Durango and Aspen		
July 2011	Freelance for "Tourenfahrer" and travel books	E. Peters	Tourenfahrer (63,122) Travel book – circulation not confirmed yet	Tourenfahrer – premium magazine for discerning motorcyclists	Southwest USA for motorcyclists	Grand Junction, Black Canyon of the Gunnison NP, Telluride, Mesa Verde, Monte Vista, Colorado Springs, Denver, Estes Park		

**Group Media:**

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
May 12-18, 2011	Freelance for FAZ and Deutschlandradio Freelance for ver.di publik and taz Die Presse Der Standard Freelance for Passauer Neue Presse	J. Klare J. Mansch S. Mezler-Andelberg T. Rottenberg T. Scheu	FAZ - 498,479 Ver.di publik – 2,000,228 Taz – 94,347 Presse – 97,902 Standard – 103,387 Passauer Neue Presse - 192,877	FAZ - One of Germany's biggest and most important dailies  Ver.di publik - Member magazine of Germany's biggest labor union ver.di  taz – German national daily  Presse - Leading Austrian national daily with conservative readership  Standard -Leading Austrian national daily with liberal readership  Passauer Neue Presse - Regional daily		Denver, Colorado Springs, Zapata Ranch and Great Sand Dunes National Park		

**Media Events:**

None in May 2011

## Travel Trade Promotions

### Current Co-ops:

Company	Details	Dates	Partners	On-Line OR Off-Line	Results
TUI	<b>TRADE</b> 1) Production of postcard leporello mailed to travel agencies 2) Direct mailing to consumers, promoting CO Fly Drive	Fall/Winter 2010	-	OFFLINE	
Canusa	<b>CONSUMER</b> Production of a 6page flyer including Colorado offers to be distributed at consumer shows and via direct mailings	Jan/Feb 2011	Denver	ONLINE/ OFFLINE	
DERTOUR	<b>TRADE/CONSUMER</b> Creation of 5 faxes featuring Colorado Ski products to be sent out on 5 dates to 9,000 Dertour travel agencies	Dec/Jan 2011	-	OFFLINE	
Meiers Weltreisen	<b>CONSUMER</b> Inclusion of Colorado offers in Meiers Weltreisen email newsletter to consumers and Colorado features on MWR homepage	Jan/Feb 2011	-	ONLINE	
Junker Reisen	<b>CONSUMER</b> Production of a Colorado editorial, featuring information on regions and state along with bookable tour itineraries in summer catalogue (6 pages)	Start Dec 2010	Denver, Durango, Colorado Springs, Grand Junction	OFFLINE	
FTI	<b>TRADE/CONSUMER</b> 1) Creation of a 2 page Colorado Advertorial highlighting the destination and the FTI Fly Drive in travel magazine Reise & Preise 2) Participation in Camper & Bike travel agent event in Munich in May 2011	Jan & May 2011	Colorado Springs, Grand Junction, Denver	OFFLINE	+65% Colorado overnights for 2011 year to date
America Unlimited	<b>CONSUMER</b> Creation of a prize raffle to be promoted via College Cards and online, to collect addresses, details tbd	Jan-March 2011	Colorado Springs, Grand Junction, Denver	ONLINE	
Skytours	<b>CONSUMER</b> Production of large stickers featuring Colorado image and a booking offer, to be posted in tram waggons in the Zurich area	Jan-Feb 2011	-	OFFLINE	
Hotelplan	<b>TRADE</b> Creation of a 1 page flyer featuring a Colorado Fly Drive, to be mailed out to 1,000 travel agencies in Switzerland	Jan-April 2011	Denver	OFFLINE	
RM Reiseteam	<b>CONSUMER</b> Participation in a motorbike consumer show in Cologne on the RM Reiseteam booth	October 2010	-	OFFLINE	800 Colorado brochures distributed

## **Trade Contacts/Sales Calls/Sales Leads:**

Sales Lead:

1. Umfulana, Kürten

Former Africa specialist now looking to expand product to North America, looking for niche accommodations in the Southwest, will travel to Colorado and Utah end of June, further information tbd

Trade Contacts:

2. Horizont Reisen, Oldenburg:

Sent bulk shipment of Colorado collaterals to travel agency for special Western USA Camper client event

3. BEST Reisebüro, Wassertrüdingen:

Sent bulk shipment of Colorado collaterals to two travel agencies, organising a "Wild West" themed client event incl presentations

4. CANUSA, Hannover:

Sent bulk shipment of Colorado Reiseplaner and maps to Hannover office of Canusa

5. Karawane Reisen, Ludwigsburg:

Sent bulk shipment of Colorado Reiseplaners, maps and Denver lure to tour operator office for client distribution

6. Faszination Fernweh, Weinheim:

Shipped large quantity of Denver lure brochures to office of new tour operator Faszination Fernweh

7. Media Reisen, Minden:

Sent large bulk shipment of maps and Reiseplaners to motorbike tour operator planning two group trips to Colorado

8. Springer Fachmedien, München:

Car shop magazine that regularly offers readership tours, currently offering motorbike tours to Colorado; sent Colorado Reiseplaners

9. Ferienhausnetz.eu, Wasserburg:

Sent information on condos and vacation home rentals in Colorado to rental home broker website

10. MEI-CK, Friedberg:

Forwarded information on Colorado to incentive agency organising potential group tour to Colorado in Aug 2012 for client

11. Hooneymoon Travel:

Recommended cabins for planned trip of high end small group to Colorado Ski Resorts

12. Blitzreisen, Muenster:

Forwarded information on Denver for planned trip of travel agents to Western USA

13. ADAC Reisebüro, Rosenheim:

Forwarded Reiseplaners and images for travel agent event during Native American Arts exhibition in Rosenheim

14. Stumböck, Raubling:

Forwarded images and link to image gallery on Colorado.com to Ski tour operator Stumböck for promotional purposes

Further Trade Meeting Notes & Sales Leads will be delivered within the Pow Wow Lead Report.

## **Travel Trade Events, Trainings, Seminars, Workshops:**

### **FTI Camper & Bike Days, May 14-15:**

On behalf of CTO and the CVBs of Colorado Springs, Denver and Grand Junction, GIA participated with its own table at the travel market within the Camper & Bike Days hosted by tour operator FTI in their own head quarters. About 150 travel agents participated in this weekend event that combined a travel market with workshop elements and entertainment, as well educational activities. Goal was to inform travel agents about the relative niche products "Camper" and "Motorbike". Interest in the destination was very strong, especially in the National Parks and the Scenic Byways. Around 150 Colorado Reiseplaner were distributed, along with numerous CVB collaterals of the three cities, as well as State Maps and Byway Guides.

## Trade FAMS (Group or Individual):

Date of FAM Trip	Company	Attending personnel	Title	Profile / Current product	Participating Destinations	Results
Sept 15-22, 2010	AERTicket	8 Travel Agents + 3 escorts (GIA, AER, Delta)	Colorado's National Parks"	Promotion of fall tours in Colorado to travel agents	Estes Park, Aspen, Ridgway/Ouray, Mesa Verde/Cortez, Pagosa Springs/Durango, Colorado Springs, Denver	
Postponed to FY12	Tour Operator Fam	4-6 product managers + 1-2 escorts	Colorado's Summer Gems	tbd	tbd	

**AER FAM:** Ticket consolidator AERTicket, who manages a network of 6,000 travel agencies, offered to support airfare for an educational fam trip to Colorado with no additional costs for airfare to CTO. Seats were blocked by AER with Delta Air Lines. The participants were very high profile agencies from throughout Germany with a heavy focus on the US including the new product manager of tour operator Argus Reisen. A detailed report in form of a power point presentation was forwarded separately.

**Product Manager FAM:** For June 2011 it was planned to invite around 5 product managers of tour operators from Germany and Switzerland. Unfortunately British Airways, who first promised support for strongly reduced airline tickets, had to buck out and stated that there were no availabilities. CTO and GIA then decided to cancel the planned fam trip and postpone it to next fiscal year with a similar routing.

## Travel Tradeshows:

Marcel Sprenger attended International Pow Wow 2011 in San Francisco on behalf of CTO from May 22-26 and executed appointments with 19 tour operators from Germany, Switzerland and Austria, as well as 2 German and 1 Austrian journalists and several operators from other markets such as Finland, as well as other suppliers from the US. A lead report will be forwarded to Jennifer Bartlett-Alpert for putting together a complete lead report of all appointments executed. Marcel is working on follow up where necessary already.

## Consumer Promotions

### Consumer-Related Programs (Consumer shows/Consumer leads):

GIA registered on behalf of CTO for a counter at the Visit USA Pavillion at the consumer shows in Hamburg, Stuttgart and Munich. Further details tbd. In addition, GIA arranged a further consumer show participation in Luzern, in cooperation with Hotelplan and Skytours.

#### Already Executed:

- TravelExpo Luzern, Jan 7-9, 2011; (Distributed: 300 holiday guides, 100 maps, plus collaterals)
- CMT Stuttgart, Jan 15-23, 2011; (Distributed: 1400 holiday guides, 750 maps, 150 scenic byway guides plus collaterals)
- Reisen Hamburg, Feb 9-13, 2011; (Distributed: 500 holiday guides, 200 maps, plus collaterals)
- f.re.e Munich, Feb 23-27, 2011; (Distributed: 500 holiday guides, 250 maps, 75 Scenic byway guides plus collaterals)

A total of 2,700 German Colorado holiday guides have been distributed at the four consumer shows.

The consumer kick off event for the launch of new summer branch of tour operator Faszination Ski on November 13, 2010 has been postponed and will now take place in September. Further details tbd.

#### 4-Corners Consumer Piece with selected tour operator partners

GIA was in contact with Alamo and our tour operator partners Explorer and CANUSA in order to continue the No One Way Rental Fee promotion in 2011. Several thousand flyers were produced and partially mailed out to every CANUSA and Explorer Fernreisen office. Additional flyers were distributed at consumer shows over the last three months and also through the various offices over the next months.

#### Consumer / Catalogue Advertising:

GIA has arranged a Consumer and Catalogue Advertising schedule for 2010/2011 winter months in order to promote the Colorado holiday guide as a tool for travel planning.

Confirmed partners are:

- Katalog Kiosk / travel newsletter to 185,000 consumers	Requests so far:	348
- Travellead / online fulfilment system connected to various catalogue ordering websites	Requests so far:	169
- Reise & Preise / catalogue ad in travel market section of quarterly travel magazine	Requests so far:	63
- America Journal / ad in bi-monthly magazine specialised on travel to the US, combined with a fulfilment order system	Requests so far:	180

Total requests as of April 27, 2011: **760 German Reiseplaner**

In addition, GIA arranged an ad placement in the November issue of ski magazine SkiPresse, featuring a tour operator ski offer with Argus Reisen. In exchange, a 6 page advertorial on Ski in Colorado was included in the December issue. This article equalled an ad value of **\$40.831** (see press clippings in December 2010 report).

#### Consumer Inquires without brochure fulfilment:

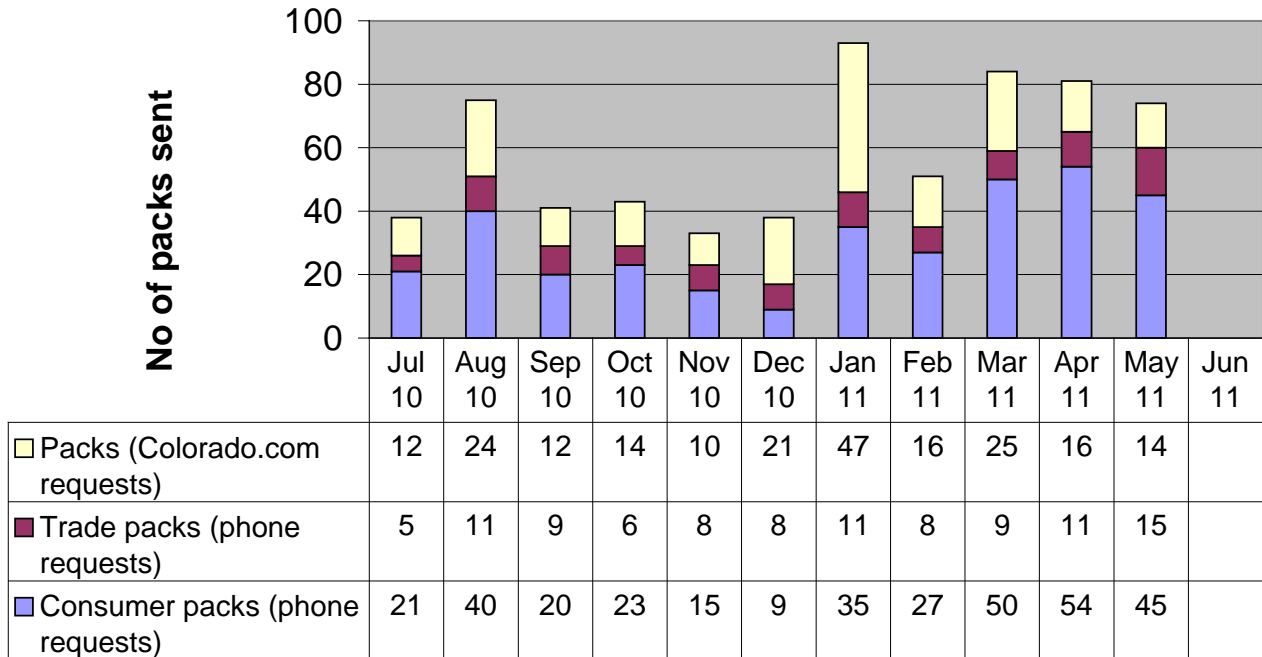
2 additional consumer requests for: Ranch vacation in Colorado

#### Distribution of Materials for corresponding Month and Cumulative Amount to date:

Month	<a href="http://www.colorado.com">www.colorado.com</a>	Other – telephone/ email request	Total number of distributed holiday guides	Other
July 2010	12	21	221	Maps, Colo Springs, Ranch, DEN
August 2010	24	40	1018	Maps, Ranch, Denver, Byways
September 2010	12	20	368	Maps, Denver, Ski Resorts, Camping
October 2010	14	23	949	Maps, Byways, Denver, Ski, Ranch
November 2010	10	15	769	
December 2010	21	9	903	Ski, Denver, Maps, Mesa Verde
January 2011	47	35	2007	Ski, Denver, Trains, Me Verde, Maps
February 2011	16	27	2294	
March 2011	25	50	2153	Trains, Ski, Denver, Maps, Scenic By
April 2011	16	54	838	Denver, Ski, Maps, Scenic Byways
May 2011	14	45	531	
<b>Total</b>	<b>211</b>	<b>359</b>	<b>10,951</b>	

**Total fulfilment graph**

**Colorado Fulfilment Stats 2011**



**Travel Trends**

**German Market News:**

**Travel Industry News Bits**

- \* Delta Airlines cuts Berlin – New York JFK flight for the winter season (tba if flight will be cont'd for Summer '12)
- \* South Africa tour operator specialist UMFULANA will expand product to North America, starting with US Southwest (product manager will visit NV,AZ, UT and CO in June)
- \* Five Star Tours group (association of four small/mid size tour operators from Germany and Austria) will most likely discontinue their association and start working independent

**Job Market continues its good performance**

In May, the number of unemployed people fell below the significant 3 million line for the first time in 2011 (2.96 mio / 7.0%). And also for the near future, the outlook is very promising, since several German companies on the stock exchange announced to hire new people in the next months. Especially the automobile industry has a very strong need for new employees, but also Lufthansa announced to hire 4,000 new employees within the next months in Germany.

Thanks to the good situation on the job market, several economists revised their forecast for the development of the GNP in 2011 and increased the expected growth up to 3.6% in 2011 from 3.0% (forecasted earlier).

**Monthly Report – Get It Across/ MikullaGoldmannPR – Germany Representative – June 2011**

**Fast Facts:**

**Highlight 1 (Press):**

Result MGPR individual fam: G. Kast, who visited Colorado in fall 2009, published a six-page article on biking in Colorado and Utah in the German monthly special interest magazine "World of Mountainbiking". The circulation is 50,000, the ad equivalence of the article is \$66.924.

Result MGPR group fam: T. Rottenberg published two pieces on Denver's bike sharing program and on Christo's art project in the Austrian daily "Der Standard". The articles have an ad equivalence of \$13,623 and the circulation of Standard is 103.387.

**Highlight 2 (Trade):**

GIA completed the 2011 Tour Operator Inventory as well as the bi-annual Revenue Calculation based on reported overnights provided by German tour operator partners. 8.9% more Tour Operators with Colorado Product (74 in 2011, vs 58 in 2010) and a 7.4% increase in the total number of tours featuring Colorado (240 in 2011 vs. 224 in 2010).

500 Colorado Travel Planners distributed at Infopavillion at the Women's Soccer Championships.

**Public Relations**

- Number of media calls/follow up calls: 22
- Press releases: ---
- Attended: ---
- Total Monthly Media Equivalency compared Year to Date in US Dollars:  
**June 11 \$305.683 -41.7% vs. June 10**
- Total Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €7.192.820 +43.6% vs. FY 10**
- MikullaGoldmannPR - PR Placed Monthly Media Equivalency compared Year to Date in US Dollars:  
**June 11 \$162.621 -63.3% vs. June 10**
- MikullaGoldmannPR - PR Placed Cumulative Equivalency compared Year to Date in In-Market currency:  
**FY 11 €5.147.551 +56% vs. FY10**

**Travel Trade**

- Number of Sales Calls: 2
- Number of Trade Inquiries: 30 total inquiries through GIA and Infox

**Current Running Co-Ops**

- TUI: Postcard Leporello featuring CO image & USA Mailing promoting CO offers to consumers
- Canusa: Creation of 6page flyer featuring Colorado & Denver offers, distribution via shows and direct mail
- DERTOUR: 5 Fax mailings to travel agencies, announcing ski offers
- Meiers Weltreisen: Online Newsletter & Homepage coop promoting Colorado offers
- Junker Reisen: Six page Colorado Editorial in Summer Brochure
- FTI: Colorado Advertorial in travel magazine + participation in Camper & Bike event for travel agents
- Skytours: production of tram stickers to be put up in trams in Zurich area featuring CO offer and images
- Hotelplan: creation of flyer featuring CO Sleep & Fly to be mailed to travel agencies
- America Unlimited: prize raffle to be promoted via college cards and online

**Consumer Fulfilment**

- Number of Consumer Inquiries: 70  
(11 via Reisekatalog; 11 via Colorado.com; 33 through GIA; 15 via Travellead)



# MikullaGoldmannPR - Monthly Report

## Public Relations

### Total Media Equivalency Clipping Evaluation Report – MikullaGoldmannPR

Publication	Title	Date of Publish	Journalist	Circulation and Type	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Travel One	A sunny winter is waiting	03.06.2011	W. Marx	21.179	9.900€	\$14.157	NA	Skiing in Colorado
Der Standard	Denver free biking program	06.06.2011	T. Rottenberg	90.542	6.396€	\$9.146	PFG	Denver bike sharing program
Badische Zeitung	King of the road	10.06.2011	H. Schmidt	30.560	12.285€	\$12.285	NA	With a RV through Colorado
Alpin	Mountains in North America	14.06.2011	G. Kast	34.911	56.550€	\$81.895	PFI	Fourteeners in Colorado
Markt	100 <sup>th</sup> anniversary Colorado National Monument	15.06.2011	MGPR	50.600	615€	\$890	PR	Colorado National Monument
World of Mountain Biking	With Flory through the Rockies	17.06.2011	G. Kast	50.000	46.800€	\$66.924	PFI	Mountain Biking in Colorado
Online	Title	Date of Publish	Journalist	Page Impressions	Evaluation (in market currency)	Evaluation in USD – Ad Equivalency	Source	Description
Tripsbytips	Through the National Parks	24.05.2011	n.a.	550.000	120€	\$172	NA	Black Canyon of the Gunnison National Park, Great Sand Dunes National Park
Die Welt online	Best hotels in the world	24.05.2011	n.a.	193.071.852	44.291€	\$63.336	NA	Hotel Teatro, Denver
Arcor.de	America Unlimited	08.06.2011	n.a.	274.848.421	21.098€	\$30.554	NA	Raffle of the tour operator America Unlimited
FineArtReisen	Historic railway	12.06.2011	n.a.	4.383.333	5€	\$7	NA	Colorado Railroad Museum
FineArtReisen	100 <sup>th</sup> anniversary Colorado National Monument	12.06.2011	MGPR	4.383.333	5€	\$7	PR	Colorado National Monument

derStandard.at	Over the river	19.06.2011	T. Rottenberg	58.820.532	2.596€	\$3.759	PFG	Christo's project Over the River
TV movie	From Albuquerque to Aspen	19.06.2011	n.a.	81.085.071	12.895€	\$18.674	NA	Aspen, Colorado
Living at home	"Go glamping"	21.06.2011	n.a.	17.638.243	1.987€	\$2.877	NA	Glamour camping in CO
<b>TOTAL Equivalency June 2011</b>					<b>Total € 215.543</b>	<b>Total in \$: 305.683</b>	<b>Exc. Rate 1,44</b>	

**Source Key**

PFI or PFG	Press FAM result (individual or group)
PR	Result of press release
PC	Result of press conference/media event
P	Result of the promotion
GA	Result of general PR activity
NA	Not Assisted by CTO

**Total Placed Media Equivalency Chart Report – Generated by MikullaGoldmannPR**

Month	Total Placed Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$270.429	\$270.429
August 2010	\$2,180.825	\$2,451.254
September 2010	\$744.581	\$3,195.835
October 2010	\$269.354	\$3,465.189
November 2010	\$636.513	\$4,101.702
December 2010	\$633.808	\$4,735.510
January 2011	\$303.647	\$5,039.157
February 2011	\$1,262.669	\$6,301.826
March 2011	\$299.949	\$6,601.775
April 2011	\$68.925	\$6,670.700
May 2011	\$62.585	\$6,733.285
June 2011	\$162.621	\$6,895.906
<b>TOTAL</b>	<b>\$6,895.906</b>	<b>\$6,895.906</b>

**Total Media Equivalency Chart Report – Generated from all sources on Colorado**

Month	Total Equivalency FY 11 USD	Combined Equivalency USD
July 2010	\$386.112	\$386.112
August 2010	\$2,510.317	\$2,896.429
September 2010	\$981.160	\$3,877.589
October 2010	\$309.228	\$4,186.817
November 2010	\$770.588	\$4,957.405
December 2010	\$856.383	\$5,813.788
January 2011	\$1,162.913	\$6,976.701
February 2011	\$1,339.867	\$8,316.565
March 2011	\$699.068	\$9,015.633
April 2011	\$139.162	\$9,154.795
May 2011	\$213.350	\$9,368.145
June 2011	\$305.683	\$9,673.828
<b>TOTAL</b>	<b>\$9,673.828</b>	<b>\$9,673.828</b>

**Press Releases:**

- Newsflash for MGPR's media mission composed: Christo's Over the river; USA Pro Cycling Challenge; Colorado's outdoor adventures

**B-Roll, Video and Photo Usage:**

- MGPR sent high res pictures of Christo's project to J. Klare, FAZ, upon request.

**Update of Media Calls/Press Contacts:**

- MGPR and JBA composed and organized an itinerary for E. Peters, freelance for Tourenfahrer. Sent to E. Peters.
- MGPR composed a group press fam report and sent it to JBA.

**Media Events:**

Media mission with media calls and a media dinner in Hamburg and Berlin – Total media contacts: 20

B.Z.

Berliner Kurier

Die Zeit Online

dpa Themendienst

Fit for Fun

Freelance A. Dierks

Freelance H. Weichler

Freelance I. Hemme

Freelance K. Bock

Freelance M. Braun

Freelance M. Dittombée

Freelance M. Persian

Freelance S. Pfersdorf

Freelance S. Winkler

Geo Saison

Raufeld Medien

Stern.de Freelance D. Gehm

TV Hören und Sehen

Ver.di PUBLIK

### Confirmed Individual Media FAM Trips

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
July 7-19, 2010	Freelance for Die Zeit, Abenteuer & Reisen, Swiss Magazine, SR etc.	K. Kohr, S. Sitzler E. Haeberle	Die Zeit (652.600 daily) Abenteuer & Reisen (113.406 10x a year) Swiss Magazine (80.000 monthly)	Die Zeit – influential national daily Abenteuer & Reisen – consumer travel magazine Swiss Magazine – inflight magazine of the Swiss Airline Swiss Air"	Colorado – the real Wild West & Denver	Grand Junction, Gateway Canyons, Durango, Alamosa, Gunnison/ Crested Butte, Aspen, Denver	October 2010: WOZ, Jüdische Allgemeine, Jungle World; November 2010: Basler Zeitung December 2010: Die Zeit	October 2010: \$13.122 November 2010: \$5.754 December 2010: \$61.516
July 10-18, 2010	Münchner Abendzeitung AZ & the German travel newswire srt	G. Reimann	AZ: 185.688 srt: will send out his travel articles to more than 60 German magazines and newspapers	AZ: Local Munich daily srt: depending on which media will publish the article	Harley trip through Colorado's famous ski resorts in the summer time	Pagosa Springs, Crested Butte, Aspen, Montrose, Telluride	September 2010: Abendzeitung December 2010: Reise & Preise Online	September 2010: \$35.566
December 10- 19, 2010	Dpa, Ski Magazin, DSV aktiv Ski & Sportmagazin, Planet Snow	B. & B. Krieger	DSV aktiv Ski & Sportmagazin – 197,688 Planet Snow – 35,000 dpa – German newswire agency	DSV aktiv Ski & Sportmagazin – The magazine targets skiers and snowboarders. Planet Snow – The magazine freeriders (ski and snowboard). dpa – all kinds of readers, depending on the publications	Skiing in Vail, Steamboat Springs and an overnight stay at a guest ranch	Vail, Steamboat Springs, C Lazy U Ranch	October 2010: DSV Magazin November 2010: Ski Magazin January 2011: HR4	DSV Magazin: \$106.648 Ski Magazin: \$76.926
April 18-??, 2011	Kunstzeitung	D. Baer- Bogenschütz	200.000 monthly	Art publication for museum directors, art collectors and art enthusiasts	Art in Denver	Denver		
May 2011	Frankfurter Allgemeine Sonntagszeitung; Augsburger Allgemeine; Geo Saison	A. Lesti	Frankfurter Allgemeine Sonntagszeitung - 466.747 Augsburger Allgemeine - 348.377 Geo Saison - 141.233	Frankfurter Allgemeine Sonntagszeitung – National Sunday paper Augsburger Allgemeine – Regional daily Geo Saison – travel magazine	Iron Horse Race and Stand Up Paddling	Durango and Aspen		
July 2011	Freelance for "Tourenfahrer" and travel books	E. Peters	Tourenfahrer (63,122) Travel book – circulation not confirmed yet	Tourenfahrer – premium magazine for discerning motorcyclists	Southwest USA for motorcyclists	Grand Junction, Black Canyon of the Gunnison NP, Telluride, Mesa Verde, Monte Vista, Colorado Springs, Denver, Estes Park		

### Group Media:

Date of FAM Trip	Publication	Attending Journalist	Circulation of Publication	Profile	Theme	Destinations	Date Article Appeared	PR Value \$
May 12-18, 2011	Freelance for FAZ and Deutschlandradio Freelance for ver.di publik and taz Die Presse Der Standard Freelance for Passauer Neue Presse	J. Klare J. Mansch S. Mezler-Andelberg T. Rottenberg T. Scheu	FAZ - 498,479 Ver.di publik – 2,000,228 Taz – 94,347 Presse – 97,902 Standard – 103,387 Passauer Neue Presse - 192,877	FAZ - One of Germany's biggest and most important dailies  Ver.di publik - Member magazine of Germany's biggest labor union ver.di  taz – German national daily  Presse - Leading Austrian national daily with conservative readership  Standard -Leading Austrian national daily with liberal readership  Passauer Neue Presse - Regional daily		Denver, Colorado Springs, Zapata Ranch and Great Sand Dunes National Park		

## Travel Trade Promotions

### Current Co-ops:

Company	Details	Dates	Partners	On-Line OR Off-Line	Results
TUI	<b>TRADE</b> 1) Production of postcard leporello mailed to travel agencies 2) Direct mailing to consumers, promoting CO Fly Drive	Fall/Winter 2010	-	OFFLINE	
Canusa	<b>CONSUMER</b> Production of a 6page flyer including Colorado offers to be distributed at consumer shows and via direct mailings	Jan/Feb 2011	Denver	ONLINE/ OFFLINE	
DERTOUR	<b>TRADE/CONSUMER</b> Creation of 5 faxes featuring Colorado Ski products to be sent out on 5 dates to 9,000 Dertour travel agencies	Dec/Jan 2011	-	OFFLINE	
Meiers Weltreisen	<b>CONSUMER</b> Inclusion of Colorado offers in Meiers Weltreisen email newsletter to consumers and Colorado features on MWR homepage	Jan/Feb 2011	-	ONLINE	
Junker Reisen	<b>CONSUMER</b> Production of a Colorado editorial, featuring information on regions and state along with bookable tour itineraries in summer catalogue (6 pages)	Start Dec 2010	Denver, Durango, Colorado Springs, Grand Junction	OFFLINE	
FTI	<b>TRADE/CONSUMER</b> 1) Creation of a 2 page Colorado Advertorial highlighting the destination and the FTI Fly Drive in travel magazine Reise & Preise 2) Participation in Camper & Bike travel agent event in Munich in May 2011	Jan & May 2011	Colorado Springs, Grand Junction, Denver	OFFLINE	+65% Colorado overnights for 2011 year to date
America Unlimited	<b>CONSUMER</b> Creation of a prize raffle to be promoted via College Cards and online, to collect addresses, details tbd	Jan-March 2011	Colorado Springs, Grand Junction, Denver	ONLINE	
Skytours	<b>CONSUMER</b> Production of large stickers featuring Colorado image and a booking offer, to be posted in tram waggons in the Zurich area	Jan-Feb 2011	-	OFFLINE	
Hotelplan	<b>TRADE</b> Creation of a 1 page flyer featuring a Colorado Fly Drive, to be mailed out to 1,000 travel agencies in Switzerland	Jan-April 2011	Denver	OFFLINE	
RM Reiseteam	<b>CONSUMER</b> Participation in a motorbike consumer show in Cologne on the RM Reiseteam booth	October 2010	-	OFFLINE	800 Colorado brochures distributed

## **Trade Contacts/Sales Calls/Sales Leads:**

### **Sales Calls:**

1. Aeroplan, Cologne: Eric Engelhard

Discussed the expansion of fly/drive tours and the marketing of these programs on e-ticket statements issued by the airline consolidator division of Aeroplan.

2. KLM/Airfrance/Delta: Hans Gesk

Meeting with Leisure Sales Manager for Germany to discuss the fusion of sales activities of these three airlines into one sales conglomerate, and opportunities for coop work.

### **Trade Contacts:**

1. Bikethebest, Troisdorf:

Sent bulk shipment of Colorado holiday guides to tour operator bikethebest for distribution at their motorbike roadshow. 1,500 guides will be delivered later this summer. Discussions of journalist fam tour next year for creation of road movie.

2. Meiers Weltreisen

Forwarded Foto CD-Rom with CTO images for catalogue inclusion

3 Umfulana Fam Trip to Colorado

GIA assisted Elke Metternich with the planning of her fam tour through Colorado. Jennifer Bartlett helped greatly with the orgo of her visits.

4. America Unlimited, Hannover

Confirmed coop marketing budget billing with Colorado Springs and Grand Vista (via Grand Junction ) for ongoing campaign [www.colorado-friends.de](http://www.colorado-friends.de) and requested input into results: number of people participating and bookings.

5. STA Travel, Zurich

Powwow Follow-up. Informed Rahel Seiler that Marcel is out of the office and that we will be back in touch with her as quickly as possible re. online marketing proposal.

6. Canusa Touristik

Extensive correspondence with CTO and Colorado Ski Country concerning involvement and contribution to a huge print run supplement promoting ski in Colorado. Confirmed partners are Vail and Aspen. GIA and CTO together communicated to Canusa, which explained that we can indeed have an image promotion for other Ski regions in Colorado and highlight the Canusa programs which are offered.

7. Flextravel, Switzerland.

Powwow follow-up. Informed Fabio Negro that Marcel is out of the office and that we will be back in touch with him as quickly as possible re. online marketing proposal.

8. Explorer Ferntouristik

Received confirmation that their offices in Duesseldorf, Essen and Dortmund will coop with GIA / CTO for the consumer travel show in Krefeld in August, 2011. 4 Day consumer show which GIA will be executing; anticipated 70,000 visitors.

9. Deutsch-Amerikanisches Volksfest, Berlin

GIA will arrange to have Colorado Reiseplaner distributed at this large consumer event in Berlin for the travel information booth.

## **Travel Trade Events, Trainings, Seminars, Workshops:**

No events planned or executed in June, 2011.

## Trade FAMS (Group or Individual):

Date of FAM Trip	Company	Attending personnel	Title	Profile / Current product	Participating Destinations	Results
Sept 15-22, 2010	AERticket	8 Travel Agents + 3 escorts (GIA, AER, Delta)	Colorado's National Parks"	Promotion of fall tours in Colorado to travel agents	Estes Park, Aspen, Ridgway/Ouray, Mesa Verde/Cortez, Pagosa Springs/Durango, Colorado Springs, Denver	
June 2011	Tour Operator Fam	4-6 product managers + 1-2 escorts	Colorado's Summer Gems	tbd	tbd	
June 2011	Umfulana	2	Private TO fam for	Expanding CO product	Mesa Verde, Durango, Gunnison, Denver, Rocky Mtn National Park, Grand Junction	For July 2011

**AER FAM:** Ticket consolidator AERticket, who manages a network of 6,000 travel agencies, offered to support airfare for an educational fam trip to Colorado with no additional costs for airfare to CTO. Seats were blocked by AER with Delta Air Lines. The participants were very high profile agencies from throughout Germany with a heavy focus on the US including the new product manager of tour operator Argus Reisen. A detailed report in form of a power point presentation was forwarded separately.

**Product Manager FAM:** For June 2011 it is planned to invite around 5 product managers of tour operators from Germany and Switzerland. GIA reached out to British Airways, which indicated support was there. Later BA checked back and said that all flights in the available booking class were full. So this fam was never executed.

Individual Tour Operator Fams:

- 1) pre Powwow fam for Marco Auber, Art of Travel:
- 2) June planning for July execution of Umfulana Travel (Elke Metternich)

## Travel Tradeshows:

Colorado participated in ITB 2011 in Berlin, March 09-13 2011 with its own booth that was part of a tri-state-combination with New Mexico and Utah. Subexhibitors were: Denver, Ski.com, The Sebastian and Vail Resorts. Further CVB and hotel partners had registered for brochure distribution. GIA arranged 34 prescheduled appointment with the German travel trade, additional meetings were arranged by subexhibitors individually. An ITB booklet including all appointments and extensive information on all tour operators was prepared by GIA and was provided to every subexhibitor before the show. The lead report was produced by GIA and was forwarded to CTO for finishing and additional notes on March 21<sup>st</sup>.

## Consumer Promotions

### Consumer-Related Programs (Consumer shows/Consumer leads):

GIA registered on behalf of CTO for a counter at the Visit USA Pavillion at the consumer shows in Hamburg, Stuttgart and Munich. Further details tbd. In addition, GIA arranged a further consumer show participation in Luzern, in cooperation with Hotelplan and Skytours.

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GIA has arranged a Consumer and Catalogue Advertising schedule for 2010/2011 winter months in order to promote the Colorado holiday guide as a tool for travel planning.

Confirmed partners are:

- Katalog Kiosk / travel newsletter to 185,000 consumers	Requests so far: 348
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- Reise & Preise / catalogue ad in travel market section of quarterly travel magazine	Requests so far: 62
- America Journal / ad in bi-monthly magazine specialised on travel to the US, combined with a fulfilment order system	Requests so far: 126

Total requests as of March 30, 2011: **659 German Reiseplaner**

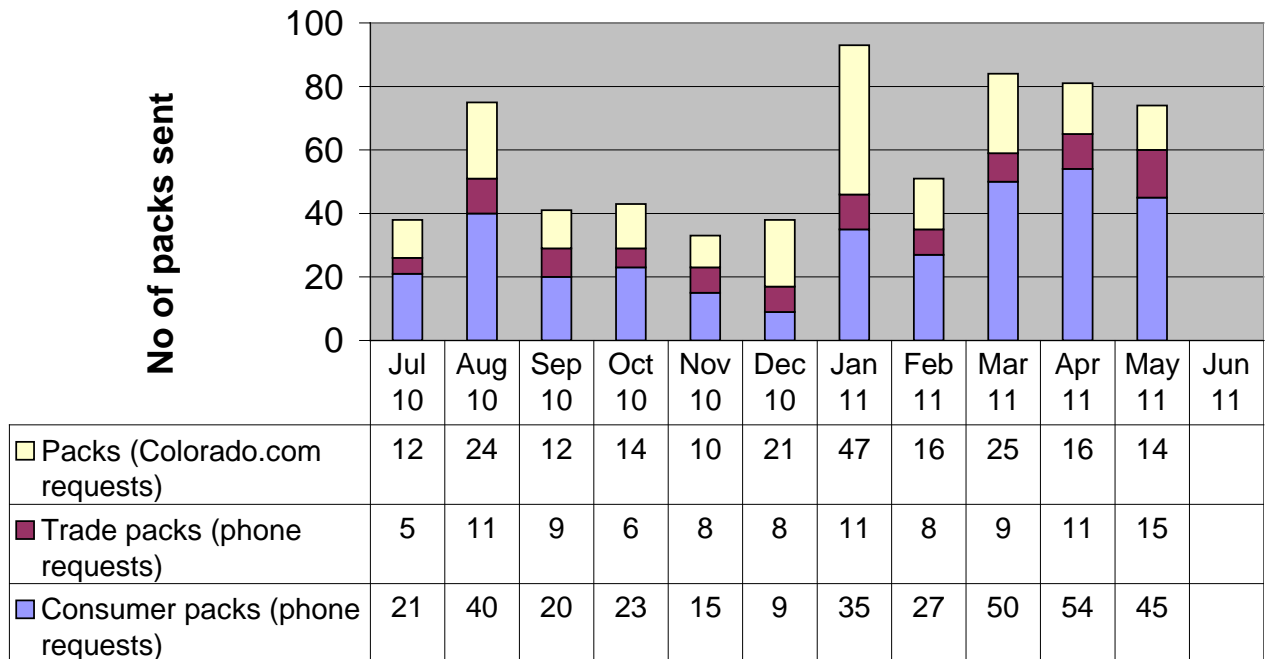
In addition, GIA arranged an ad placement in the November issue of ski magazine SkiPresse, featuring a tour operator ski offer with Argus Reisen. In exchange, a 6 page advertorial on Ski in Colorado was included in the December issue. This article equalled an ad value of **\$40.831** (see press clippings in December 2010 report).

#### Distribution of Materials for corresponding Month and Cumulative Amount to date:

Month	<a href="http://www.colorado.com">www.colorado.com</a>	Other – telephone/ email request	Total number of distributed holiday guides	Other
July 2010	12	21	221	Maps, Colo Springs, Ranch, DEN
August 2010	24	40	1018	Maps, Ranch, Denver, Byways
September 2010	12	20	368	Maps, Denver, Ski Resorts, Camping
October 2010	14	23	949	Maps, Byways, Denver, Ski, Ranch
November 2010	10	15	769	
December 2010	21	9	903	Ski, Denver, Maps, Mesa Verde
January 2011	47	35	2007	Ski, Denver, Trains, Me Verde, Maps
February 2011	16	27	2294	
March 2011	25	50	2153	Trains, Ski, Denver, Maps, Scenic By
April 2011	16	54	838	
May 2011	14	45	531	
June 2011	11	59	1296	
<b>Total</b>	<b>181</b>	<b>260</b>	<b>9682</b>	

**Total fulfilment graph**

**Colorado Fulfilment Stats 2011**



**Travel Trends**

**German Market News:**

German unemployment figures dropped again last month to under 7%. Germany is facing a demographic problem (like most advanced economies) in the face of a low birth rate and the need for qualified workers. Again Germany is considering recruiting internationally to secure needed doctors and engineers. College students are graduating again later, but finding employment very quickly.

Public debt has decreased significantly in Germany as tax revenue has poured in much more strongly than forecasted, due to the strong economy. Public debt decreased EUR 15.8 billion in comparison to 2010 in Germany as tax revenues grew 10%. A slight tax cut for lower and middle-class incomes is projected to be passed later in the legislative period, but wide political and social consensus supports the decrease of national debt.

The financial crisis in EURO-zone caused by the de facto default of Greece and the second, huge financial bailout of Greece are unpopular among the Germans. It is difficult to plausibly explain why Germans (and Northern Europeans – the Finnish are furious!) should again bail out countries that have not managed their state properly. The German and French financial ministers have successfully lobbied private banks and insurance companies to take a hit and write off several billion euro of Greek bonds and national debt.

Domestic consumption grew as a whole 2.2% in May 2011 over May 2010; in non-food sectors consumption grew even higher at 3.8%.

With regard to travel, combined German travel agencies reported as a whole an increase in total turnover of 11% over 2011; the increase in leisure travel was 5.3%. A strong increase in airline turnover was reported. As anticipated, the ticket surcharges which have been levied since the beginning of the year have not deterred Germans from flying.

Numbers released by OTTI for German inbound travel to the USA indicate a year to year increase of 3% for the first 6 months of 2011 over 2010. As Easter fell in the 2<sup>nd</sup> quarter, the statistics here were understandably much stronger for the 2<sup>nd</sup> quarter than for the first quarter.

In a recent OTTI survey of German tour operators, the majority were expecting to maintain or slightly increase their 2011 numbers to the USA in the 2<sup>nd</sup> and 3<sup>rd</sup> quarters. Many tour operators report that they could have sold more trips to the USA if airline tickets would not have been so expensive and if less expensive airline booking classes would have been available or available for longer periods of time.

Notwithstanding, Germany remains a very strong and loyal market for the USA. The number of travellers will remain strong – most likely around 1.75 million passengers to the USA in 2011.

In one of its first public meetings / announcements, the Corporation for Travel Promotion (CTP) said that it will be appointing its Chief Marketing Officer by August, 2011. It was reiterated that financial investment in international markets will be made based on established feeder markets: the top 8 international markets plus China and India would receive primary focus. The initial game plan is to have a rough layout by World Travel Market and announce the US Brand strategy at ITB 2012.

As the representative for [www.discoveramerica.com](http://www.discoveramerica.com) and US Travel Association in Germany, GIA is closely following these developments. The further development and marketing of this website is one of the (many!) issues yet to be clarified when actual marketing mandates and projects are defined for CTP.