



COLORADO

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**COLORADO
TRAVEL & TOURISM**

Colorado
Tourism Office

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Colorado's Tourism Industry

- The state's second largest industry with more than 144,000 employees statewide.
- Individuals from diverse industries including:
 - Grocery Stores, Wholesale Distributors, Farmers & Ranchers, Gas Stations, Retail Shops, and many more.



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Colorado's Tourism Industry

- In 2008, Colorado welcomed 51 million domestic visitors who spent \$11 billion on tourism-related expenditures.
- Colorado maintained its first place ranking as a U.S. ski destination.

• *SOURCE: Colorado Travel Year Study 2008 by Longwoods International*

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Tourism Pays

- Total state and local taxes from Colorado visitors in 2008 reached \$760 million.
- Coloradans would each have to pay \$157 more in taxes if it weren't for travelers to the state.

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Colorado Tourism Office

- The CTO was created in 2000 to promote Colorado as a premiere tourism and travel destination.
- The mission of the CTO is to increase marketable, overnight pleasure trips to Colorado.
- The CTO focuses on representing the entire state of Colorado year-round.

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CTO Budget

- 82% of budget is allocated to domestic and international tourism promotion
- 16% of budget is for research, industry outreach, heritage and grant programs and the Colorado Welcome Centers
- 2% spent on administration

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Marketing Colorado

- Boost awareness of the state nationally and internationally as a travel destination and increase visitation through:
 - Advertising Campaigns
 - Direct Marketing
 - Public Relations Initiatives

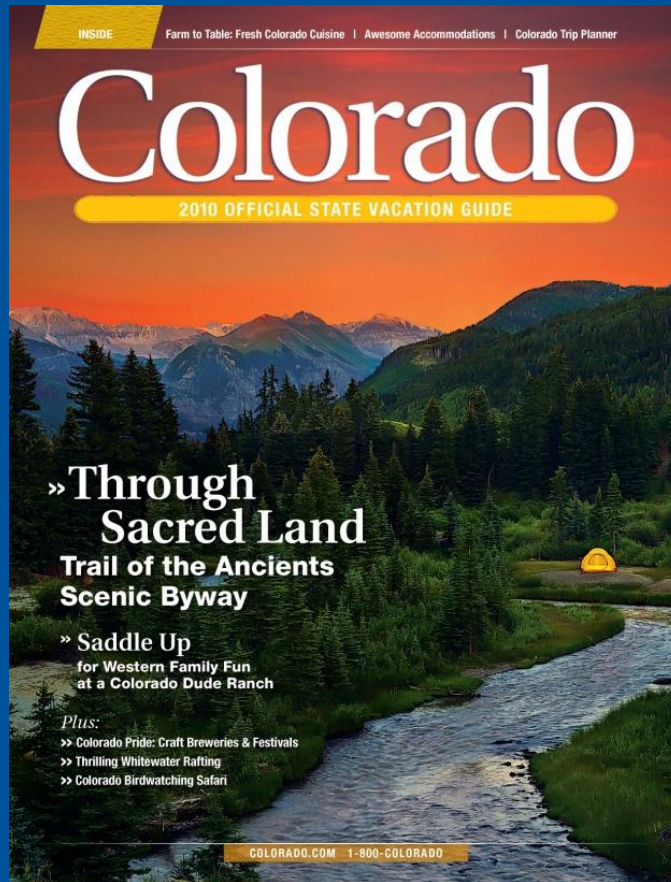
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Travel Resources

- The Colorado Tourism Office produces a variety of print publications, including the Official State Vacation Guide (2 covers), state map, and the Official Guide to Scenic and Historic Byways.
- In addition, the CTO oversees 1-800-COLORADO and www.COLORADO.com. Visitors can request copies of the printed materials, plan trips, and learn more about Colorado by visiting the website.

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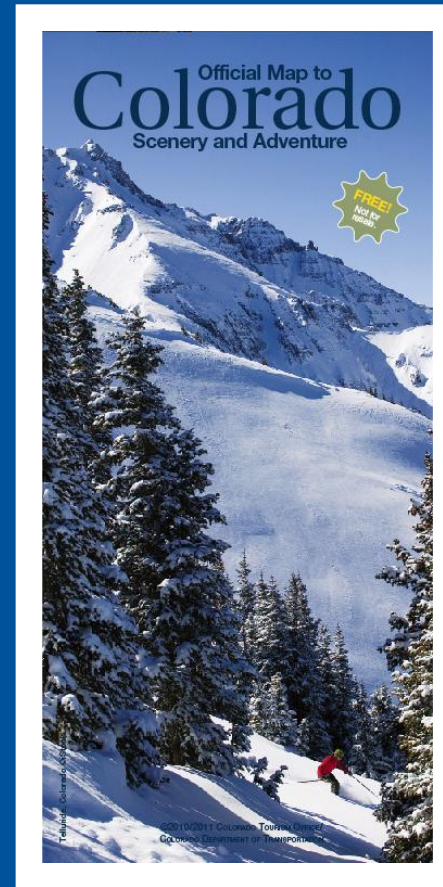
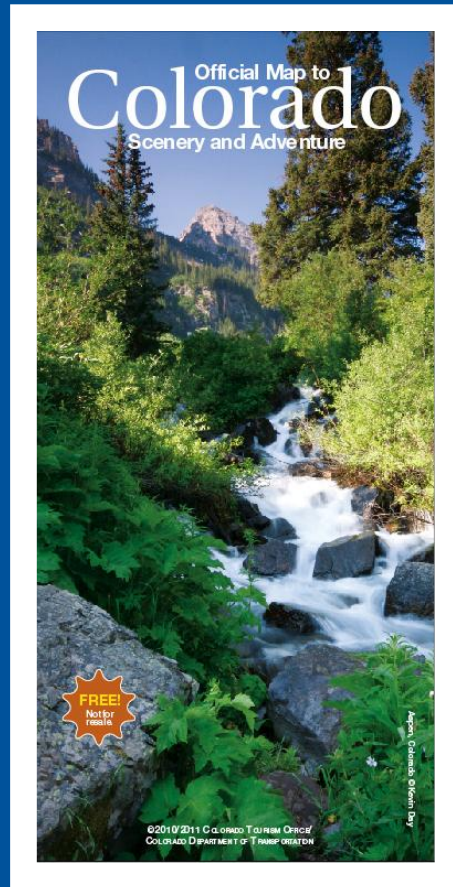
Official State Vacation Guide



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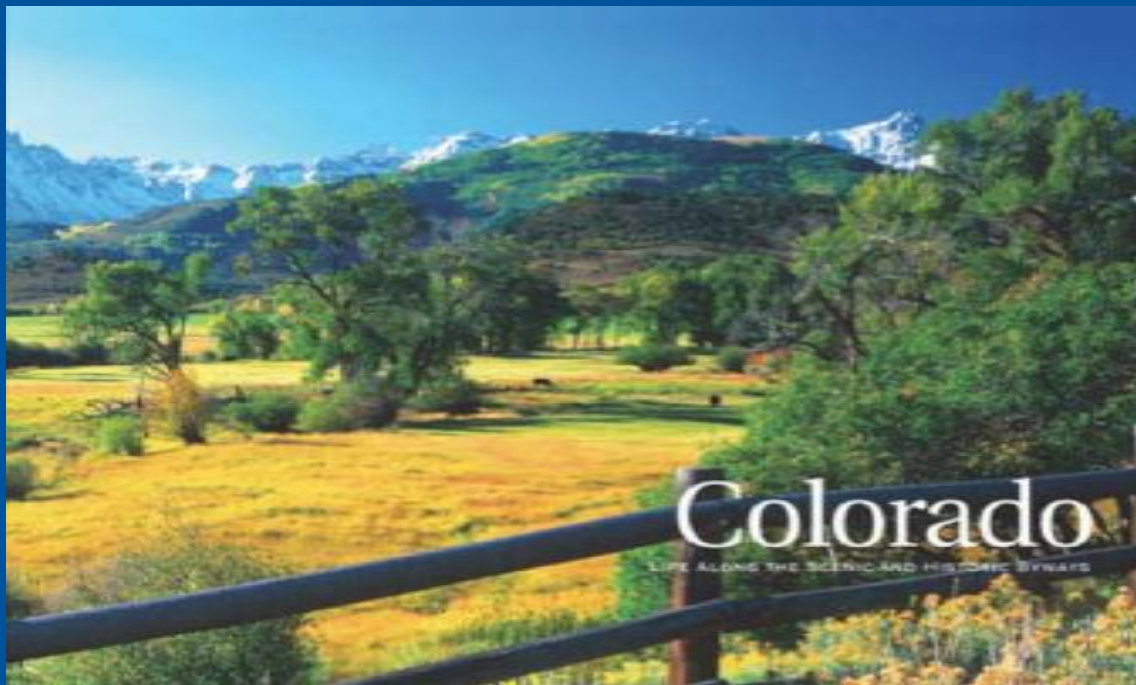
Colorado Map



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Scenic & Historic Byways



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Get Involved with Colorado Tourism

- Participate in the CTO's marketing matching grant programs.
- Participate in domestic and international consumer travel shows and media events.
- Attend the annual Governor's Tourism Conference, Tourism Day at the Capitol and Discover Colorado Rally.

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Get Involved with Colorado Tourism

- Become a Colorado Tourism Ambassador.
- Attend CTO Board and committee meetings.
- Join the industry partner list to receive the latest news and information.

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Colorado Tourism Office

- Contact information:
- Phone: (303) 892-3885
- Location: 1625 Broadway, Ste 2700
- Denver, CO 80202
- Consumer Website: www.COLORADO.com
- Industry Partner Website:
www.ColoradoTourismPartner.com

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Thank You!

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