



FOR EVERYONE IN COLORADO IT'S CLEAR:
TOURISM PAYS.

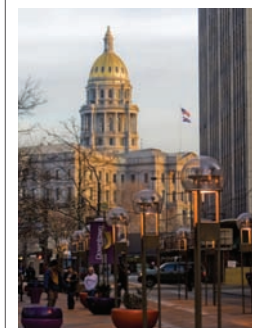
Colorado

STRENGTHENING OUR ECONOMY
TOURISM
ENRICHING OUR COMMUNITIES

Get Involved

There are a number of ways to get involved with the CTO and help promote tourism in Colorado.

- **Become an Ambassador.** A strong and healthy tourism industry depends not only on marketing but also on hundreds of individuals working to promote the value of tourism in their communities. We call them Tourism Ambassadors.
- **Get Informed.** Partnering with the CTO provides access to valuable visitor research, industry trends and data on the economic impact of tourism in Colorado.
- **Network and Collaborate.** Attending CTO-sponsored events provides excellent networking opportunities. Participating in a CTO committee offers the chance to collaborate on domestic and international marketing programs.
- **Extend Your Reach.** Tourism-related businesses, organizations, regions and local communities can partner with the CTO through a variety of cost-effective programs to leverage marketing dollars and promote their area of the state.



Colorado

Tourism Office

For more information contact the Colorado Tourism Office at 303-892-3885 or visit www.ColoradoTourismPartner.com.



From the vast Eastern Plains to the majestic Rocky Mountains, rushing rivers to high desert landscapes, and cosmopolitan cities to historic mining towns, Colorado deserves its accolade as a top “dream vacation.”

The highest-altitude state in America offers an incredible selection of wildlife, natural wonders and rich cultural heritage. The state features frontier forts, narrow-gauge railroads, mining museums, dinosaur fossils and ancient cliff dwellings as well as the art of American Indians.

Colorado at a Glance

- 300 Days of Sunshine*
- 54 “14ers”**
- 41 State Parks
- 26 Ski Areas
- 25 Scenic and Historic Byways
- 8 Scenic and Historic Trains
- 5 National Monuments: Canyons of the Ancients National Monument, Colorado National Monument, Dinosaur National Monument, Florissant Fossil Beds National Monument and Hovenweep National Monument
- 4 National Parks: Rocky Mountain National Park, Mesa Verde National Park, Black Canyon of the Gunnison National Park and Great Sand Dunes National Park and Preserve
- 1 World Heritage Site: Mesa Verde National Park

* Annual average

** Mountains with an elevation higher than 14,000 feet above sea level

Tourism is Big Business for Colorado

In 2007, Colorado enjoyed its best year ever for tourism. With a record 28 million overnight visitors, Colorado experienced a fourth consecutive year of tourism growth. Travel spending by overnight visitors rose substantially, reaching a record \$9.8 billion. And that’s not the only economic impact that tourism has on Colorado. The industry is also one of the state’s largest employers providing more than 200,000 jobs in Colorado.

Colorado Tourism Promotion Pays

Since 2000, the state has benefited from a strong tourism promotion effort, generating travel to Colorado and tax dollars throughout the state. It’s an investment that pays big dividends for Colorado communities – and keeps getting better.

- Total state and local taxes from Colorado visitors in 2007 reached \$763 million.
- This equates to \$157 in tax revenue for every Coloradan, or more than \$407 per average household.
- Without tourism, Coloradans would be paying more taxes or the state would be providing less services.

Colorado Tourism Office

The Colorado Tourism Office (CTO) was created in 2000 to promote Colorado as a tourism and travel destination. A board of directors oversees the CTO and is comprised of 15 individuals from hotel, restaurant, attraction and other tourism-related businesses as well as Colorado legislators.

The CTO Develops and Implements:

- Domestic and international promotional activities including marketing, advertising and public relations campaigns.
- Publishing and fulfillment of travel information resources for visitors through www.Colorado.com, 1-800-COLORADO, the Official State Vacation Guide and the state map.
- Awards for marketing matching grants to not-for-profit organizations in the state of Colorado for the purpose of promoting the state or a region as a tourism destination.
- The Heritage Tourism Program to enable travelers to experience the places and activities that authentically represent the stories and people of the past and present.
- Operation of 10 Welcome Centers located throughout the state.
- Research on visitors and visitation, tourism industry trends and the economic impact of the industry to the state.

Let’s Talk Colorado

The hallmark of the CTO’s integrated marketing effort is *Let’s Talk Colorado*, a dynamic platform supporting advertising and promotional campaigns in key markets nationwide and internationally. Through broadcast, print, online interactive, direct marketing, public relations and social media marketing, initiatives boost awareness of the state as a travel destination and increase visitation to Colorado.