

END-OF-YEAR REPORT

Mexico, July 2010 – June 2011



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Positive Impacts on Travel to Colorado

- Canada's visa imposition on Mexican citizens continues affecting tourism to this nation. The visa cost is higher than the US visa and the procedure is so complicated that tourists prefer US destinations over Canadian.
- Canadian dollar exchange rate remains close to the US dollar; airfares to Canada are higher than to the most popular US destinations and flights frequencies and itineraries are reduced. Thus there is no real advantage on visiting Canada over the US.
- Due to summer product trainings carried out this year, wholesalers and travel agencies realized Colorado is the perfect destination to replace most of Canada's proposal. Great opportunity to sell summer & fall 2011!

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Public Relations



- Number of Media Calls: 315
- Monthly Media Equivalency:

23,880.7 USD July	649,551.95 USD January
300,393.27 USD August	139,917.62 USD February
494,893.96 USD September	337,326.57 USD March
450,684.39 USD October	44,933.62 USD April
56,162.98 USD November	154,093.02 USD May
876,045.17 USD December	
- Cumulative Equivalency compared Year-to-Date
3,536,900.95 USD May (compared to 3,308,714.52 USD in May 2010)

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Public Relations



FY11 Press Releases

- *July 2010* - Gastronomy in Colorado
- *August 2010* - Fall in Colorado
- *September 2010* - Top 10 Outdoor Activities
- *October 2010* - Denver Big Air Show
- *November 2010* - Christmas in Colorado
- *December 2010* - Colorado Ski Update
- *January 2011* - Colorado's State Parks
- *February 2011* - Easter Vacation in Colorado
- *March 2011* - Hot Springs in Colorado
- *April 2011* - Summer Camps in Colorado
- *May 2011* - USA Pro Cycling Challenge
- *June 2011* - Colorado festivals you can't miss

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Colorado in the News...



EN LA MIRA

CHOICE OF THE MONTH

Campos de golf de campeonato rodeados de imponentes cadenas montañosas, farmacias exóticas que constituyen verdaderos jirafines chaps de dioses, y un servicio impecable son apenas el comienzo de lo que promete ser una experiencia memorable.

The Broadmoor
La perfección sí existe

Por Carlos Mesa

Los argumentos bastan para definir la identidad de este resort: granoturismo, lujo y confort. El Broadmoor es un resort de lujo que se encuentra en el corazón de Colorado Springs, el lugar perfecto para disfrutar de un momento de relax y bienestar. El resort cuenta con un servicio impecable que garantiza una estancia memorable. El Broadmoor es un resort de lujo que se encuentra en el corazón de Colorado Springs, el lugar perfecto para disfrutar de un momento de relax y bienestar. El resort cuenta con un servicio impecable que garantiza una estancia memorable.

¿Cómo llegar?
El Aeropuerto Internacional de Denver (DEN) se encuentra a una distancia de 100 millas del resort. Desde el aeropuerto, se puede tomar un taxi o un autobús para llegar al resort.

¿Qué hacer?
El resort ofrece una variedad de actividades para disfrutar de la belleza natural de Colorado Springs. Se puede disfrutar de un momento de relax en el spa, jugar golf en uno de los campos de golf de campeonato, o simplemente disfrutar de la vista desde el resort.

WELCOME TO COLORADO

INVESTRO FIELD
at Mile High

ELEVATION 5280 FT. ABOVE SEA LEVEL

LA CASA DE LOS BRONCOS DE DENVER se eleva a mil 609 metros sobre el nivel del mar dominando la capital de Colorado. Con capacidad para 76 mil 125 espectadores, más que un recinto deportivo es una experiencia que combina la última tecnología para que un partido de fútbol americano, un concierto de U2 o un encuentro de la Selección Mexicana sean algo inolvidable.

PER ENRIQUE ESCOBAR
FOTÓN DAVID PARRAS

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de viaje!

BAJO EL REFLECTOR
La capital gira a la luz de Scorsese, Woody Allen y Luc Besson. **10**

HOSPEDAJE DE ALTA
Las grandes marcas visitan las habitaciones de edición limitada y con comodidades en hoteles. Se va por todo el mundo. **2**

DENVER
Vista 360 de la ciudad

DE CERCA

Reservas y reservas

La ciudad de Denver

Mapa de Denver

Travel Trade

- Number of Sales Calls:

11 - July	25 - January
15 - August	40 - February
10 - September	40 - March
15 - October	15 - April
25 - November	20 - May
30 - December	
- Total Number of Sales Calls Year-to-Date (May): 185

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Current Running Co-Ops

- Tac Tours. The largest and most important wholesaler of ski packages in Monterrey: Direct-to-consumer winter printed campaign



TAC TOURS

Ski en Colorado

Paquetes AVION + HOTEL

INCLUYER:

- Avion vairo redondo desde Monterrey
- 7 noches de alojamiento en el hotel seleccionado.

ASPEN

Fecha	1 REC.	2 REC.
Nov 29 Dic 1-10 & Mar 20-Apr 2011	1300	NA
Dic 11-20 Dic 21 & Mar 03-Apr 03 2011	1300	NA
Mar 18-Mar 19 2011	NA	NA
Nov 27 Dic 28 2010	1300	NA
Nov 28 Dic 29 2010 & Ene 03-Mar 2011	1300	NA
Nov 29 Dic 30 2010 & Ene 03-Mar 2011	NA	1400
Dic 01-02 2010	NA	1300
Dic 03-04 2010	NA	1300
Dic 05-06 2010	NA	1400
Nov 24 Dic 17-18 & Mar 02-Apr 2011	1172	1400
Dic 19-20 2010	1400	1300
Nov 24 Dic 14-15 & Mar 02-Apr 2011	1300	1300
Dic 16-17 2010	1300	1400
Dic 18-19 2010	1300	1400

SNOWMASS

Fecha	1 REC.	2 REC.
Nov 29 Dic 1-10 & Mar 20-Apr 2011	1200	NA
Dic 11-20 Dic 21 & Mar 03-Apr 03 2011	1200	NA
Mar 18-Mar 19 2011	1240	NA
Nov 27 Dic 28 2010	1200	NA
Nov 28 Dic 29 2010 & Ene 03-Mar 2011	1200	NA
Nov 29 Dic 30 2010 & Ene 03-Mar 2011	NA	1270
Dic 01-02 2010	NA	1270
Dic 03-04 2010	NA	1270
Dic 05-06 2010	NA	1270
Nov 24 Dic 17-18 & Mar 02-Apr 2011	NA	1400
Dic 19-20 2010	NA	1200
Nov 24 Dic 14-15 & Mar 02-Apr 2011	NA	1200
Dic 16-17 2010	NA	1200
Dic 18-19 2010	NA	1200

KEYSTONE

Fecha	1 REC.	2 REC.
Nov 29 Dic 1-10 & Mar 20-Apr 2011	1170	NA
Dic 11-20 Dic 21 & Mar 03-Apr 03 2011	1170	NA
Mar 18-Mar 19 2011	1210	NA
Nov 27 Dic 28 2010	1170	NA
Nov 28 Dic 29 2010 & Ene 03-Mar 2011	1170	NA
Nov 29 Dic 30 2010 & Ene 03-Mar 2011	NA	1240
Dic 01-02 2010	NA	1240
Dic 03-04 2010	NA	1240
Dic 05-06 2010	NA	1240
Nov 24 Dic 17-18 & Mar 02-Apr 2011	1040	1240
Dic 19-20 2010	1240	1170
Nov 24 Dic 14-15 & Mar 02-Apr 2011	1170	1170
Dic 16-17 2010	1170	1170
Dic 18-19 2010	1170	1170

COLORADO TICKET 2010-2011

Fecha	1 REC.	2 REC.
Nov 29 Dic 1-10 & Mar 20-Apr 2011	1100	NA
Dic 11-20 Dic 21 & Mar 03-Apr 03 2011	1100	NA
Mar 18-Mar 19 2011	1140	NA
Nov 27 Dic 28 2010	1100	NA
Nov 28 Dic 29 2010 & Ene 03-Mar 2011	1100	NA
Nov 29 Dic 30 2010 & Ene 03-Mar 2011	NA	1170
Dic 01-02 2010	NA	1170
Dic 03-04 2010	NA	1170
Dic 05-06 2010	NA	1170
Nov 24 Dic 17-18 & Mar 02-Apr 2011	1000	1170
Dic 19-20 2010	1170	1100
Nov 24 Dic 14-15 & Mar 02-Apr 2011	1100	1100
Dic 16-17 2010	1100	1100
Dic 18-19 2010	1100	1100

LIFT TICKETS

Fecha	1 REC.	2 REC.
Nov 29 Dic 1-10 & Mar 20-Apr 2011	1100	NA
Dic 11-20 Dic 21 & Mar 03-Apr 03 2011	1100	NA
Mar 18-Mar 19 2011	1140	NA
Nov 27 Dic 28 2010	1100	NA
Nov 28 Dic 29 2010 & Ene 03-Mar 2011	1100	NA
Nov 29 Dic 30 2010 & Ene 03-Mar 2011	NA	1170
Dic 01-02 2010	NA	1170
Dic 03-04 2010	NA	1170
Dic 05-06 2010	NA	1170
Nov 24 Dic 17-18 & Mar 02-Apr 2011	1000	1170
Dic 19-20 2010	1170	1100
Nov 24 Dic 14-15 & Mar 02-Apr 2011	1100	1100
Dic 16-17 2010	1100	1100
Dic 18-19 2010	1100	1100

THE SUMMIT TICKET 2010-2011

Fecha	1 REC.	2 REC.
Nov 29 Dic 1-10 & Mar 20-Apr 2011	1100	NA
Dic 11-20 Dic 21 & Mar 03-Apr 03 2011	1100	NA
Mar 18-Mar 19 2011	1140	NA
Nov 27 Dic 28 2010	1100	NA
Nov 28 Dic 29 2010 & Ene 03-Mar 2011	1100	NA
Nov 29 Dic 30 2010 & Ene 03-Mar 2011	NA	1170
Dic 01-02 2010	NA	1170
Dic 03-04 2010	NA	1170
Dic 05-06 2010	NA	1170
Nov 24 Dic 17-18 & Mar 02-Apr 2011	1000	1170
Dic 19-20 2010	1170	1100
Nov 24 Dic 14-15 & Mar 02-Apr 2011	1100	1100
Dic 16-17 2010	1100	1100
Dic 18-19 2010	1100	1100

ADULTOS mayores de 13 años

Fecha	1 REC.	2 REC.
Nov 29 Dic 1-10 & Mar 20-Apr 2011	1100	NA
Dic 11-20 Dic 21 & Mar 03-Apr 03 2011	1100	NA
Mar 18-Mar 19 2011	1140	NA
Nov 27 Dic 28 2010	1100	NA
Nov 28 Dic 29 2010 & Ene 03-Mar 2011	1100	NA
Nov 29 Dic 30 2010 & Ene 03-Mar 2011	NA	1170
Dic 01-02 2010	NA	1170
Dic 03-04 2010	NA	1170
Dic 05-06 2010	NA	1170
Nov 24 Dic 17-18 & Mar 02-Apr 2011	1000	1170
Dic 19-20 2010	1170	1100
Nov 24 Dic 14-15 & Mar 02-Apr 2011	1100	1100
Dic 16-17 2010	1100	1100
Dic 18-19 2010	1100	1100

NIÑOS de 5 a 12 años

Fecha	1 REC.	2 REC.
Nov 29 Dic 1-10 & Mar 20-Apr 2011	550	NA
Dic 11-20 Dic 21 & Mar 03-Apr 03 2011	550	NA
Mar 18-Mar 19 2011	570	NA
Nov 27 Dic 28 2010	550	NA
Nov 28 Dic 29 2010 & Ene 03-Mar 2011	550	NA
Nov 29 Dic 30 2010 & Ene 03-Mar 2011	NA	585
Dic 01-02 2010	NA	585
Dic 03-04 2010	NA	585
Dic 05-06 2010	NA	585
Nov 24 Dic 17-18 & Mar 02-Apr 2011	500	585
Dic 19-20 2010	585	550
Nov 24 Dic 14-15 & Mar 02-Apr 2011	550	550
Dic 16-17 2010	550	550
Dic 18-19 2010	550	550

ADULTOS mayores de 13 años

Fecha	1 REC.	2 REC.
Nov 29 Dic 1-10 & Mar 20-Apr 2011	550	NA
Dic 11-20 Dic 21 & Mar 03-Apr 03 2011	550	NA
Mar 18-Mar 19 2011	570	NA
Nov 27 Dic 28 2010	550	NA
Nov 28 Dic 29 2010 & Ene 03-Mar 2011	550	NA
Nov 29 Dic 30 2010 & Ene 03-Mar 2011	NA	585
Dic 01-02 2010	NA	585
Dic 03-04 2010	NA	585
Dic 05-06 2010	NA	585
Nov 24 Dic 17-18 & Mar 02-Apr 2011	500	585
Dic 19-20 2010	585	550
Nov 24 Dic 14-15 & Mar 02-Apr 2011	550	550
Dic 16-17 2010	550	550
Dic 18-19 2010	550	550

NIÑOS 2 a 12 años

Fecha	1 REC.	2 REC.
Nov 29 Dic 1-10 & Mar 20-Apr 2011	275	NA
Dic 11-20 Dic 21 & Mar 03-Apr 03 2011	275	NA
Mar 18-Mar 19 2011	285	NA
Nov 27 Dic 28 2010	275	NA
Nov 28 Dic 29 2010 & Ene 03-Mar 2011	275	NA
Nov 29 Dic 30 2010 & Ene 03-Mar 2011	NA	292.5
Dic 01-02 2010	NA	292.5
Dic 03-04 2010	NA	292.5
Dic 05-06 2010	NA	292.5
Nov 24 Dic 17-18 & Mar 02-Apr 2011	250	292.5
Dic 19-20 2010	292.5	275
Nov 24 Dic 14-15 & Mar 02-Apr 2011	275	275
Dic 16-17 2010	275	275
Dic 18-19 2010	275	275

Colorado
Tourism Office
www.colorado.com



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Current Running Co-Ops

- Servicios de Viaje 365. Among the most important wholesalers in Guadalajara:
Travel agent event to promote 3 summer packages to Colorado
Direct-to-consumer summer printed campaign to reinforce branding and consumer awareness.



serviciosdeviaje365

Guadalajara, Jal.



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Metropolitan Association of Travel Agents

Attended 10 monthly General Assemblies, which constitute great networking opportunities



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Annual Sales Mission

The second Sales Mission took place on February 21st - 23rd

Private meetings were held with 15 wholesalers from Mexico city, Guadalajara and Monterrey

A reception for 70 trade and media members took place at the W Hotel in Mexico city

In attendance were:

- Michael Driver – CTO
- Jennifer Viditz-Ward – Vail Resorts
- Lindsay Gillon – Ski Crested Butte
- Diana Carey – Ski.com
- Marco Aguilar – TravelPIE Managing Director
- Lilliana Maya – TravelPIE CTO Mexico Account Manager

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Annual Sales Mission



Promoción de los Resorts de Esquí de Colorado



Lindsay Gillon, Michael Driver, Liliana Maya, Marco Aguilar, Diana Carey y Jennifer Viditz-Ward.

COLORADO lo tiene todo

A pesar de que el estado de Colorado destaca por su invierno y por ser el mejor destino del mundo para esquiar, Colorado se distingue por muchas cosas más. Desde sus vastas praderas e imponentes montañas, hasta sus majestuosos ríos y sus paisajes desérticos, Colorado no se parece a ningún otro lugar.

Mencionó Marco Aguilar, representante del estado en México, quien ofreció un cóctel para hablar de los atractivos turísticos del estado con la mayor altitud de los Estados Unidos.

Aguilar contó con la presencia de Michael Driver, International Marketing Manager Colorado Tourism Office y representantes de los más destacados resorts.

El representante de Colorado en México aseguró que el Estado ofrece una increíble variedad de fauna, flora y maravillas naturales, como sus 4 parques nacionales. El de las

Montañas Rocallosas, Black Canyon del Parque Nacional Gunnison, el Parque Nacional y Reserva Great Sand Dunes y el Parque Nacional Mesa Verde; así como un rico patrimonio cultural que se puede admirar en los fuertes del viejo oeste, los 8 antiguos ferrocarriles escénicos, los museos de minería, los fósiles de dinosaurios y en el arte de los indígenas norteamericanos y sus viviendas ancestrales en los riscos.

Marco habló también de Denver capital del estado y la entrada obligada de las Rocallosas, la cual cuenta con el 2do distrito de Artes Escénicas más grande del país, maravillosas compras y muchos atractivos por descubrir.

Asimismo presentó a Jennifer Viditz de Vail Resort, Diana Carey de Summer Mountain y Lindsay Gillon de Crested Butte Mountain Resort, quienes hablaron de sus productos.

Lindsay Gillon, Michael Driver, Liliana Maya, Marco Aguilar, Diana Carey y Jennifer Viditz-Ward

Marci Braeman, Ana Braeman y Diana Carey

Representantes de los principales resorts de esquí en Colorado, como Vail, Crested Butte, la operadora ski.com y la Oficina de Turismo de este destino, visitaron la capital mexicana para promover entre los agentes de viajes los servicios y atracciones que ofrecen.

Jennifer Viditz-Ward, directora internacional de ventas y mercadotecnia de Vail Resorts; Diana Carey de Ski.com; Lindsay Gillon de Crested Butte Mountain Resort; Michael Driver, gerente de mercadotecnia internacional de la Oficina de Turismo de Colorado y Marco Aguilar, su representante en México, destacaron las ventajas de este destino que puede disfrutarse en cualquier temporada del año.

Michael Driver señaló que Colorado cuenta no sólo con los mejores lugares para practicar deportes invernales, sino con parques nacionales, famosos por sus bellezas naturales y amplia variedad de flora y fauna como Black Canyon, Mesa Verde, el Parque Nacional de las Montañas Rocallosas y la reserva Great Sand Dunes que pueden visitarse a lo largo del año.

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Governor's Conference

Marco Aguilar, TravelPIE's Director, attended the Colorado Governor's Tourism Conference in October, as well as the International Representatives Pre and Post FAM trips

Activities with Colorado Industry Partners

Attended travel agent luncheon hosted by Vail Resorts on October 27th as well as a consumer reception organized with Holam International that same day.

Attended travel agent breakfast, hosted by Telluride Resort and Holam International on November 16th. Arranged media appointments for Estrella Woods and followed-up on them to ensure publication in all the media she met with.

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Activities with Colorado Industry Partners

Attended travel agent breakfast hosted by Aspen-Snowmass on February 9th as well as a consumer reception organized with Holam International that same day.

Attended a consumer and media event organized by Vail Resorts to promote their ski resorts for Easter vacation. Vail's Snowball took place on February 17th.

Attended travel agent luncheon hosted by Vail Resorts on May 12th to promote their summer product.

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Expomayoristas XIII Trade Show

Attended the XIII Trade Show organized each year by the largest and most important wholesalers association. Trade shows and seminars in 6 of the most important cities took place from March 8th to 18th:

Guadalajara

Monterrey

Mérida

Mexico city

León

Puebla



The Colorado travel guide was distributed to all the travel agents that attended the show (over 1,600) and a printed ad will be featured in two different editions of their bimonthly magazine.

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ARLAG Trade Show

Attended the XIII Trade Show organized each year by one of the most important tourism associations in Guadalajara.

The show took place on June 3rd at the Guadalajara Convention Center with an average of 600 travel agents from Jalisco, Guerrero and San Luis Potosí states.

The Colorado travel guide was distributed to 500 approx travel agents that attended the show.

feria
ARLAG[®]
2011



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Fall Media Fam Trip

- Hosted 4 travel and lifestyle journalists on a fall group media fam trip from September 9th – 15th
- Itinerary included: Denver, Vail, Aspen, Black Canyon of the Gunnison National Park, Silverton, Durango and Mesa Verde National Park.



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Fall Media Fam Trip

- In attendance were:
 - ✓ Bleu & Blanc magazine
Ms. Hilda Dominguez. Co-editor
Mr. Carlos García. Photographer
 - ✓ GQ magazine
Ms. Mariela Gómez. Journalist
 - ✓ La Revista magazine
Ms. Liliana García. Co-editor
 - ✓ “De Viaje!”, Reforma newspaper travel section
Ms. Aggi Garduño. Photographer
Mr. Sergio Zepeda. Journalist





Summer Media Fam Trip

- Hosted 4 travel and lifestyle journalists + 2 photographers on a summer group media fam trip that took place in June 8th – 14th
- Itinerary included: Fort Collins, Estes Park, Rocky Mountain National Park, Vail, Breckenridge, Boulder and Denver.





Summer Media Fam Trip

- In attendance were:
 - ✓ National Geographic Traveler magazine
Ms. Andrea Arzaba. Journalist
Ms. Cecilia Bastida. Photographer
 - ✓ “De Viaje!” Reforma newspaper travel section
Ms. Analine Cedillo. Journalist
Mr. Carlos Figueroa. Photographer
 - ✓ Glamour Mexico magazine
Marck Guttman. Journalist & Photographer
 - ✓ Perspectiva, ABC Radio + Formula Confidencial,
Radio Formula
Ms. Lorena Bracho. Producer



“I thought Colorado was a destination only for skiing. I am impressed with what I saw and have already decided to come back to continue exploring this wonderful land.”

Sergio Zepeda

“I have traveled the world and honestly, I wasn’t expecting much from Colorado but after visiting places like Fort Collins, Breckenridge and Boulder, I am definitely planning my next vacation here!”

Marck Guttman

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