

CTO OVERVIEW & PROGRAMS

Marketing & Advertising

Domestic Markets

The CTO has developed a targeted and strategic national and regional advertising campaign, marketing to travelers through broadcast, print and digital media. The purpose of the campaign is to inspire potential visitors to take a vacation in Colorado by driving them to www.Colorado.com. The CTO markets Colorado as a four season destination and implements an integrated marketing message.

International Markets

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

Official Colorado Communications & Travel Resources

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

PROGRAMS & SERVICES

Public Relations Program

The PR campaign generates positive publicity as a premiere, four-season travel destination with diverse attractions and experiences. Pro-active media relations tactics, including an integrated approach that works collaboratively with the advertising campaign is executed. Media and international tour operator familiarization trips are hosted in Colorado. The campaigns target international, national, regional and in-state media to gain exposure for Colorado's travel industry. Media events and targeted consumer travel shows provide participation opportunities for the tourism industry.

Colorado Welcome Center Program

An integral part of the Colorado Tourism Office promotional efforts is the operation of a network of tourist information centers or "Welcome Centers." Currently, there are 10 facilities, strategically located at high-volume entry points into the state and at Red Rocks in Morrison and Alamosa. The Welcome Centers greet approximately 1 million visitors a year and utilize

around 500 citizens of Colorado who volunteer their time to assist travelers stopping at the centers.

CTO Co-op Marketing Program

Maximizing the Tourism Industry's Marketing Budgets

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

The co-op program provides:

- Strategic, discounted broadcast, print and online media programs
- Diverse media offerings, reaching multiple target audiences
- Cost-efficient pricing to meet industry budgets
- Most programs are supported by editorial and CTO ads
- Opportunities available to leverage off of the CTO's marketing efforts, including advertising and exposure at domestic and international travel trade shows, Welcome Centers, as well as in the Official State Visitor Guide and on Colorado.com
- More co-op partnering means more consumer exposure for everyone concerned with promoting travel to Colorado, thereby creating the best-case scenario for increasing tourism to the state of Colorado

Heritage Tourism Program

In partnership with the Colorado Historical Society, the CTO developed the Heritage Tourism Program to promote the state's rich cultural heritage, including providing grants to develop and market heritage products around the state, enhanced materials online and a concentrated marketing effort. The CTO, State Historical Fund and Colorado Department of Transportation produced a Scenic and Historic Byways Program featuring the State's 25 scenic drives. The CTO promotes strategy, research, marketing, and manages grant opportunities from the State Historical Fund.

Agritourism Program

The Agritourism Program was established in partnership with the Department of Agriculture in 2009. The first project of the program is to conduct a research project. The study will gather and analyze data on the current state of agritourism in Colorado with four identified outcomes. The first is to refine the definition of agritourism in Colorado, the second is to define current industry participation, the third is to establish industry contact list and the fourth is to identify opportunities and challenges for agritourism in Colorado. Based on the results of the project the program will begin developing a marketing plan for the promotion of agritourism in tandem with the overall CTO marketing program.

Industry Relations & Outreach

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

The annual Governor's Tourism Conference brings industry members together to discuss the challenges and opportunities for one of Colorado's most important economic sectors. This event provides a forum for Colorado businesses, destinations and attractions to share

information on the state of the industry and explore ways to strengthen it. Each year, this event is held in different locations throughout Colorado.

The Tourism Ambassador Program (TAP) was created to educate every Colorado citizen about the importance of tourism and the benefits conveyed by a strong tourism industry, including the economic impact on state and local tax revenue and jobs. The goal of the program is to generate as much support for tourism as possible and is currently 1,800 Ambassadors strong.

Research Programs

The CTO commissions research projects every year to measure the success of its promotional efforts and to identify the impact of tourism on the state's economy. Longwoods International provides valuable information to the CTO by identifying visitor profiles to use in the marketing campaign planning process and measuring the return on investment of the CTO's advertising campaign. Other research includes identifying the economic impact of tourism and studying international travel impacts on Colorado.