

Colorado Tourism: A Smart Investment, A Great Way to Get Involved

From farmers to small business owners to local Chambers of Commerce, Colorado's tourism industry affects every citizen. Across the state, in communities of all sizes, tourism impacts everyone – not just those who are directly involved in the tourism industry.

Tourism brings billions of dollars into Colorado each year – and the numbers keep growing. In 2007, the state experienced its best year ever for tourism growth, with a record 28 million overnight visitors to Colorado. Travel spending by overnight visitors also increased substantially, reaching a record \$9.8 billion.

Tourism provides additional benefits here at home. The tourism industry is one of the largest employers in the state, providing more than 200,000 jobs for Coloradans.

[INSERT INFORMATION ABOUT THE BENEFITS TOURISM BRINGS TO YOUR COMMUNITY AND / OR INDUSTRY SUCH AS JOBS, DOLLARS OR BUSINESS]

Promoting tourism is a great investment for the state. Through the "Let's Talk Colorado" campaign, the state is promoted in key markets nationwide through broadcast, print, online and direct marketing, helping to boost awareness and increase visitation to Colorado. The result is increased tax revenue for the state. In 2007, tax revenue generated from tourism-related activities generated \$763 million – equating to \$157 in tax revenue for every Coloradan or more than \$407 per average household.

There are a number of ways local businesses can benefit from being involved with the Colorado Tourism Office. This year the CTO will visit a number of Colorado communities to give presentations, meet with local tourism stakeholders and do area familiarity tours. Individuals and organizations can network and collaborate by attending a monthly CTO board meetings or joining a CTO committee. Individuals also can become Tourism Ambassadors, helping to promote the value of tourism in their communities.

For more information on how you can become involved with the Colorado Tourism Office please visit www.ColoradoTourismPartner.com.