

COLORADO TOURISM

ROADMAP

MOVING THE STATE FORWARD THROUGH A STATEWIDE STRATEGIC INITIATIVE

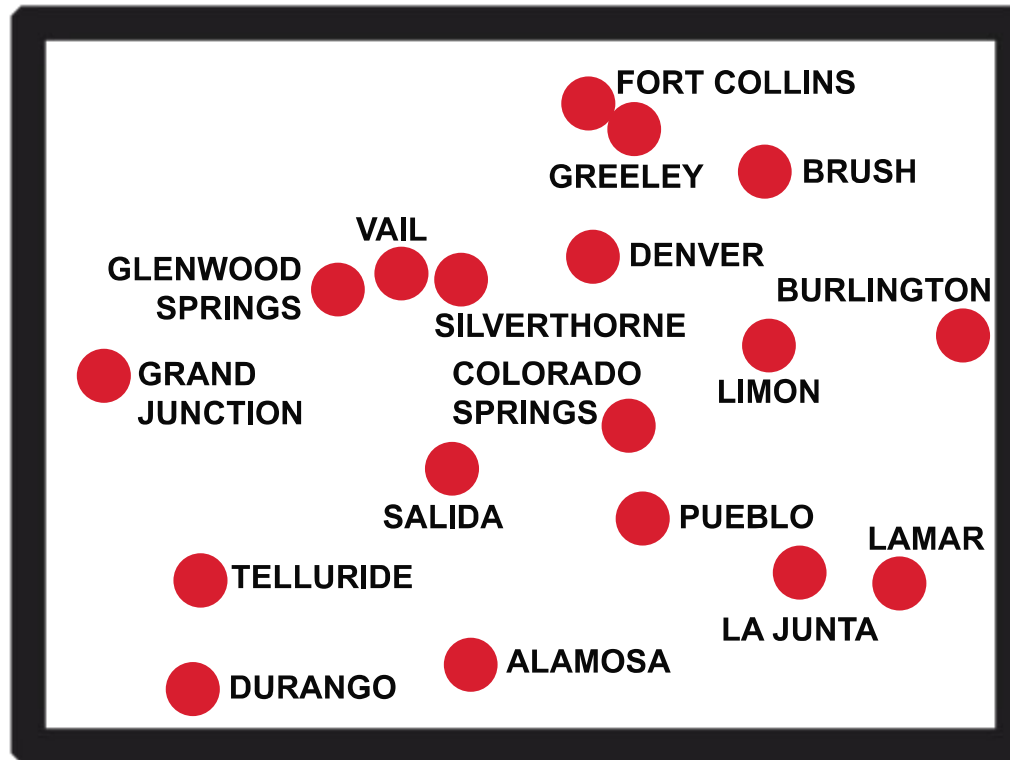
Adopted on March 15, 2017



ROADMAP TIMING & PROCESS 2016-2017



LISTENING SESSION LOCATIONS



COLORADO TOURISM ROADMAP: RESEARCH

STRONG ECONOMIC IMPACT

- Triggered **\$19.1 billion in spending**, up 3%, compared with 0% nationally
- In 2015, a record **77.7 million visitors**, an 8.6% increase36 million overnight
- Generated **\$1.13 billion in taxes**, up 7.8%
- Supported more than **160,000 jobs**, up 3% from 2015, supporting a \$5.5 billion payroll

CO has posted a 31% increase in visitation, nearly twice the 16% growth rate of US travel, since depths of recession in 2009.



STRONG GROWTH RATES

- Growth in overnight trips has increased significantly over the past 5 years
- Overnight currently makes up 46% of total Colorado visitor trips

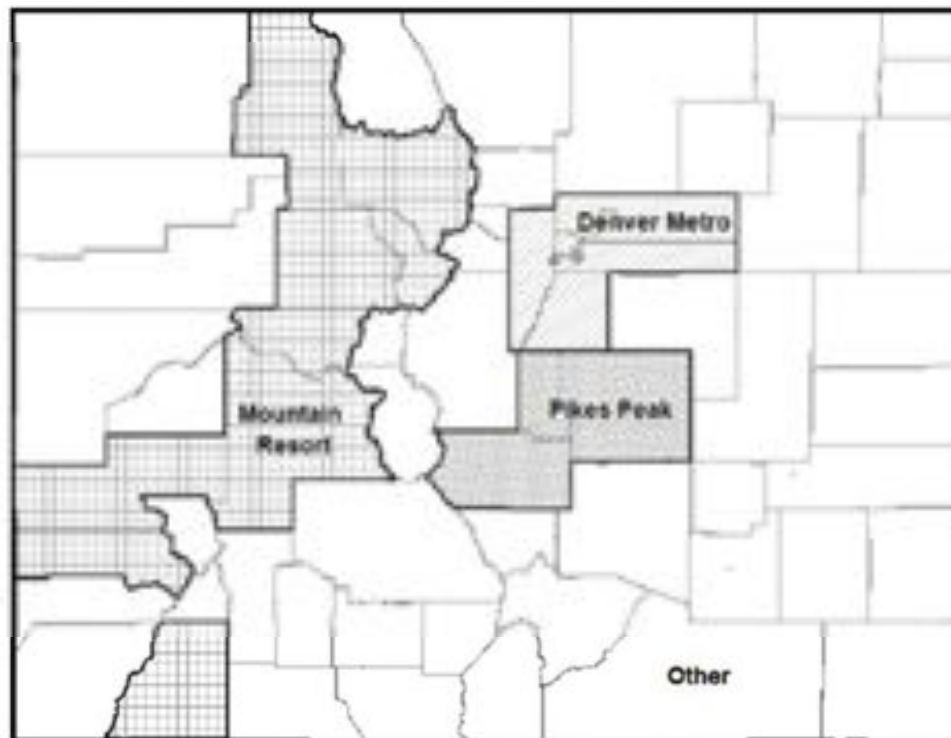
% Growth in Visitor Trips

Year	Overnight	Daytrips	Total
2011	0.3%	10.3%	5.1%
2012	1.7%	6.6%	4.1%
2013	5.1%	9.1%	7.1%
2014	8.4%	12.2%	10.4%
2015	7.1%	10.6%	9.0%

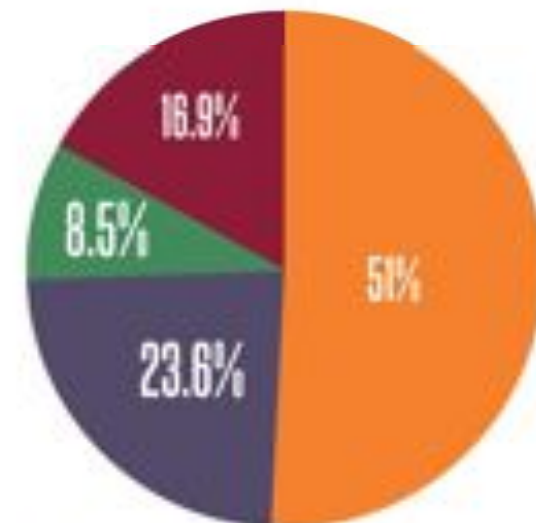
Source: Longwoods International 2015



REGIONS WITH LARGEST GAINS IN VISITOR SPENDING



SOURCE: DEAN RUNYAN ASSOC - COLORADO TRAVEL IMPACTS



- Denver Metro
- Mountain Resort
- Pikes Peak
- All Other

Colorado's Ranking on Feelings

- Unique ability among west region states to speak to broad range of desired feelings.
- Clear reason why Colorado has been able to outperform others.

Feelings	State Rank
Beautiful	1
Fun	1
Relaxing	1
Sophisticated	1
Luxurious	1
Charming	1
Hip	1
Romantic	1
Quaint	1-4
Diverse	2
Peaceful	2
Cultural	2-3
Quiet	3-4
Boring	7

Now, please think about the states in the Rocky Mountain West. Please identify which state is "best" described by each word listed below.

Source: NTG/TRC/NLTeC - 2016 Image/Perception Study

Colorado's Ranking on Activities

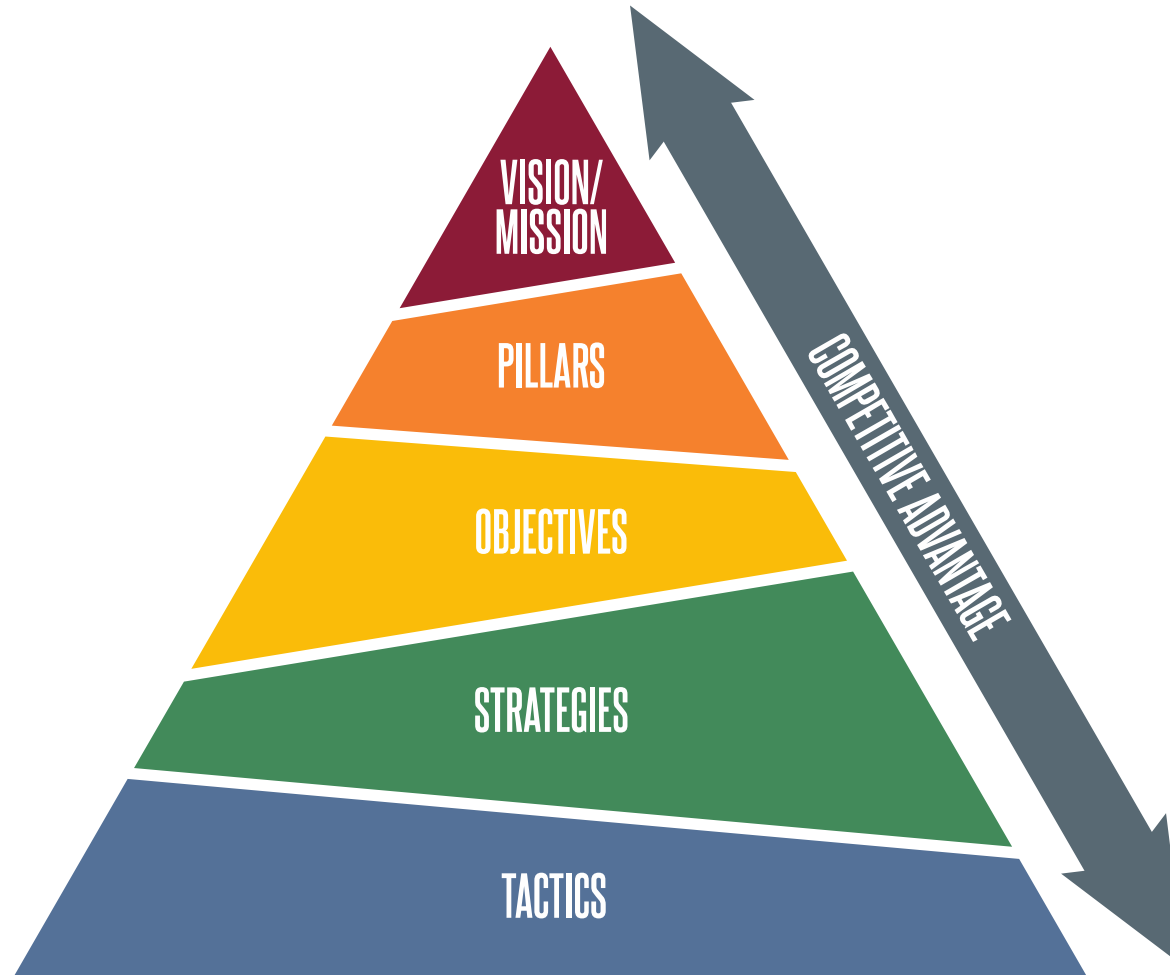
- Unique ability among west region states to speak to broad range of desired activities
- Clear reason why Colorado has been able to outperform others

Activity	State Rank
Skiing	1
Sled/Snowmobile	1
Climbing/Zip	1
Touring/Sightseeing	1
National Parks	1
Cultural	1
Hidden Gems	1
Shopping	1
Kid Friendly	1
Nightlife	1
Architecture	2
Historic Sites	1-3

Please think about each of the different types of experiences listed below. Which state in the Rocky Mountain West is the best for that experience.

Source: NTG/TRC/NLTeC - 2016 Image/Perception Study

WHERE THE RUBBER HITS THE ROADMAP



VISION

Colorado is the premier U.S. destination for active, outdoor and unique experiences that make you feel truly alive.

MISSION

Drive traveler spending through promotion and development of compelling, sustainable travel experiences throughout our four-corner state.



01 COMPETE

Strengthen Colorado's competitive position and the resilience of its tourism industry



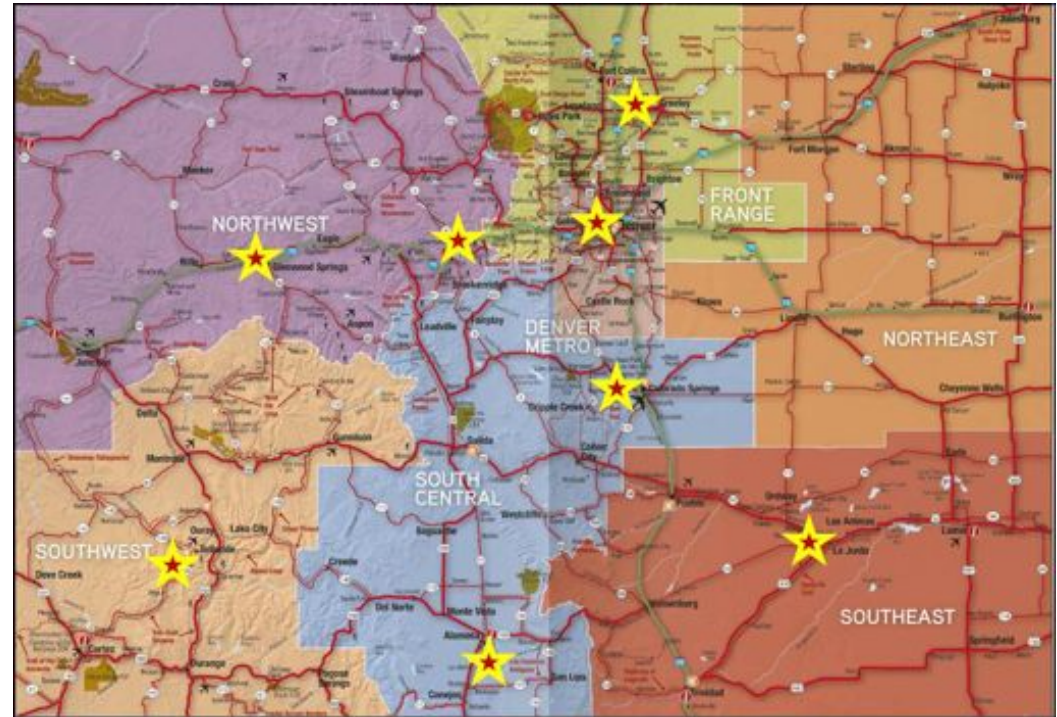
OBJECTIVES:

- ▶ Embrace “large team” thinking through partnerships that unlock the full potential of the tourism industry.
- ▶ Continue building appeal as a national destination, while generating demand for off-peak periods and less-traveled regions.
- ▶ Maximize the connection with Colorado residents.
- ▶ Refine international promotion to maximize pull from highest-potential markets.



REGIONAL BRANDING

- Generate trips in areas and seasons with capacity
- Use Colorado resident voices to present “authenticity”
- Use as part of “sales force” with friends and relatives
- Recognize ability to deepen appreciation of industry.



INSPIRE LEADERSHIP

- Donna Lynne chaired advisory group for new Colorado tourism leadership program.
- Agreement that there must be value for participants, employers and state.
- Recognition of void in leadership training opportunities for high-potential middle managers.
- Fielding an RFP for a program facilitator.
- Plan to advertise for participants in spring, make selections over the summer and induct first class at Governor's Tourism Conference in the fall for a yearlong experience.

VISION:

***ACTIVATE THE FULL
POTENTIAL OF THE
COLORADO TOURISM
INDUSTRY THROUGH
ITS PEOPLE.***



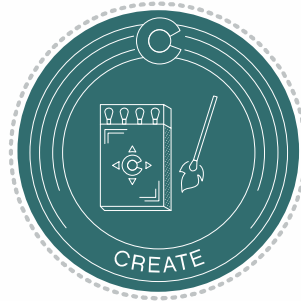
A hiker in a blue shirt and black shorts stands on a rocky outcrop, holding a camera. The sun is low on the horizon, creating a strong lens flare and illuminating the scene. The background shows a deep, rugged canyon with steep, layered rock walls. The foreground consists of large, textured boulders.

INSPIRE COLORADO RESIDENTS

- Most likely to visit lesser-visited destinations
- Generate trips in areas and seasons with capacity
- Use as part of 'sales force' with friends and relatives
- Recognize ability to deepen appreciation of industry.

02 CREATE

Increase visitation through creation and branding of new traveler experiences.

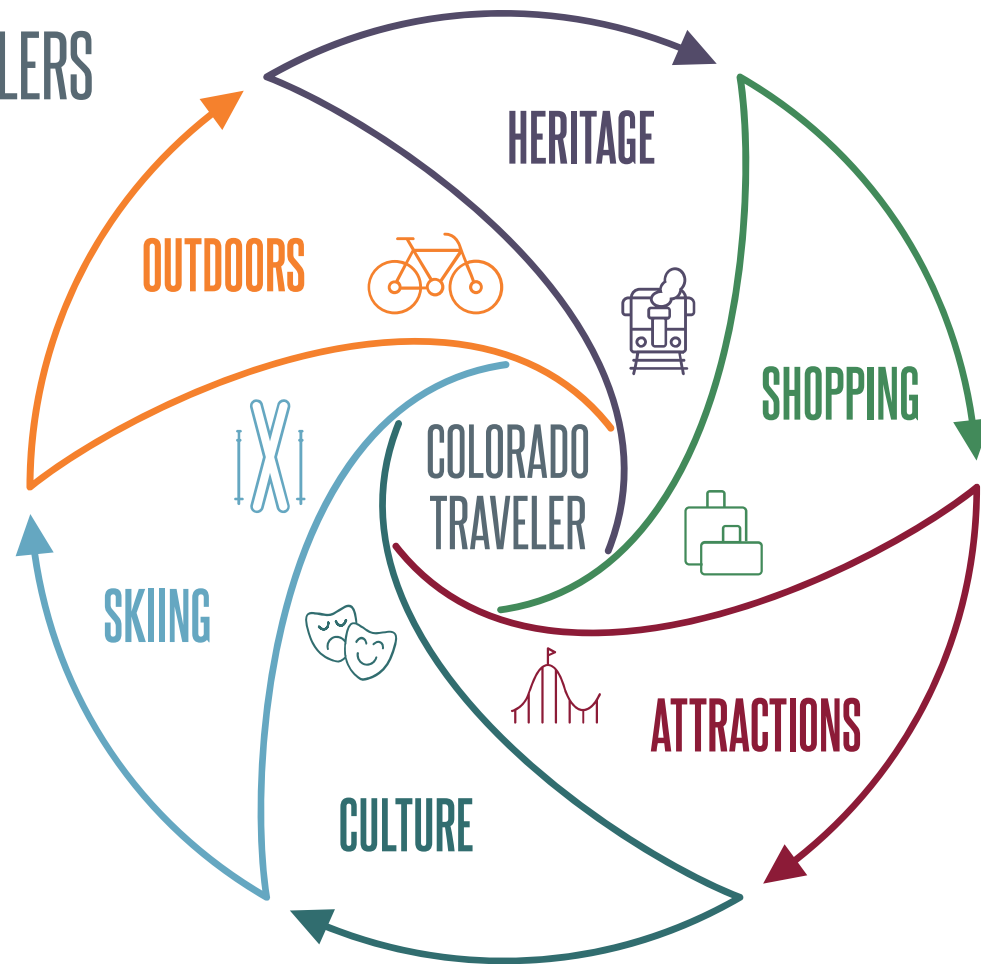


OBJECTIVES:

- ▶ Embrace “Destination Architect” thinking to stimulate economic development, especially in rural areas.
- ▶ Craft new incentive programs to stimulate product development.
- ▶ Create programs to develop visitor readiness.



COLORADO TRAVELERS
SEEK MANY
EXPERIENCES
IN EACH TRIP



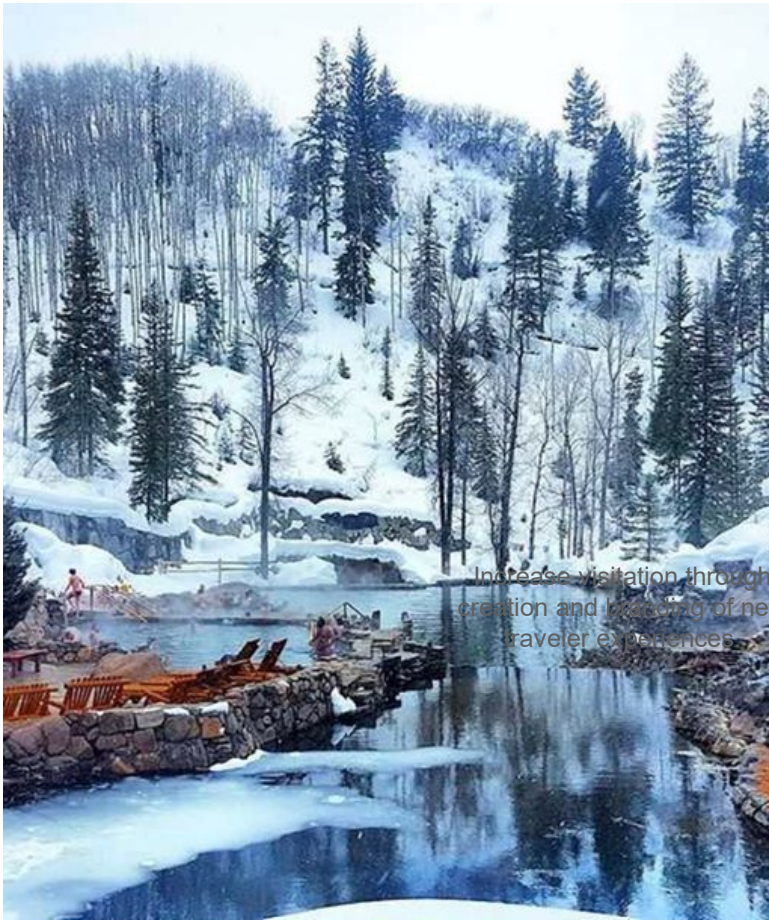
INSPIRE ‘DESTINATION ARCHITECTS’

Assist DMOs across the state in creating new traveler experiences

- Provide “how to” approaches to help build capacity and proactive product development
- Use ‘Mental Mortar’ not bricks and mortar
- Build entrepreneurial skillset – help new business development
- Link demonstrated ability to grant programs



COLORADO HISTORIC HOT SPRINGS LOOP

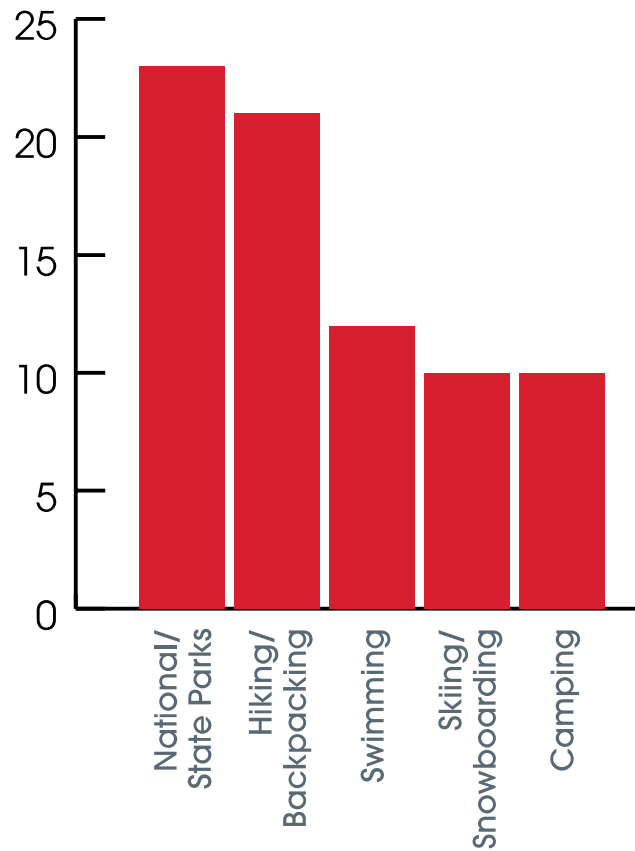


Increase visitation through
creation and marketing of new
traveler experiences



Strawberry Park Hot Springs
-- just one of the 19 on the Loop

NATURE-BASED PARTICIPATION



COLORADO PARTICIPATION COMPARED TO US NORMS

Skiing/ Snowboarding	10.0 X
Mountain Climbing	4.0 X
Hiking/ Backpacking	2.6 X
National/ State Parks	2.1 X
Camping	2.0 X

SOURCE: NTG/TRC BASED ON LONGWOODS INTERNATIONAL 2015



03

STEWARD

Protect the integrity of Colorado resources through sustainable tourism.



OBJECTIVES:

- ▶ Embrace thinking that disperses visitors in productive ways.
- ▶ Invite travelers to embrace Coloradans' sustainability ethic while here.
- ▶ Create alliances with other stakeholders to magnify the impact of sustainable tourism initiatives.



REINFORCE SUSTAINABILITY

Demonstrates that Colorado visitor industry and CTO are at forefront of applying sustainable thinking

- Create strategies to drive Colorado visitors to lesser known sites and experiences.
- Demonstrate and provide recommendations on how to be a “sustainable adventurer”



A man and a woman are captured mid-jump, leaping from a large, dark, craggy rock formation into a calm body of water. The woman, on the left, is wearing a green sports top and dark shorts. The man, on the right, is shirtless and wearing patterned swim trunks. The background features a dense line of green trees under a bright blue sky with scattered white clouds. The water in the foreground is still, reflecting the sky and the surrounding greenery. The overall scene conveys a sense of adventure and outdoor recreation.

IN-STATE TRAVEL INITIATIVE

IN-STATE TRAVEL INITIATIVE

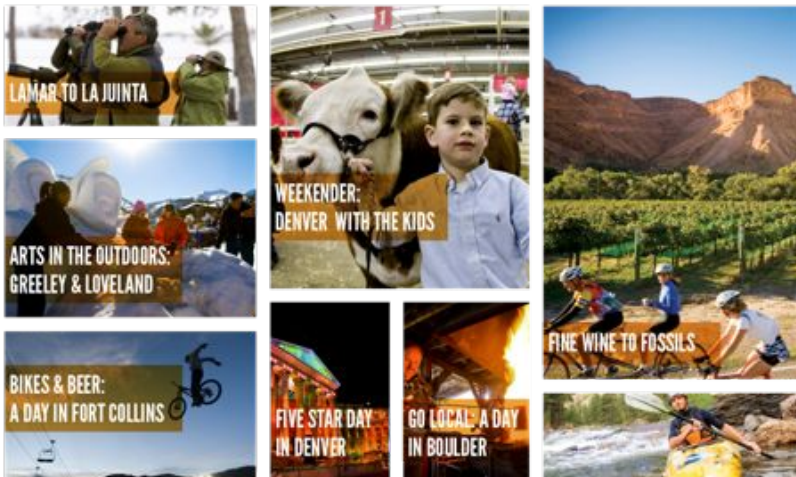
- Criteria
 - 3-, 5- or 7-day
 - Cost: \$ \$\$ \$\$\$
 - Level of difficulty
- Themed, off-the-beaten path experiences
- Give travelers a chance to experience sustainable tourism, even 'voluntourism'



UTRIP: OUR NEW TRIP PLANNER



- **Feature Trips:** The page shows set of featured trips created for the partner.
- **Levers/Sliders:** Includes a predetermined set of selection criteria that are tied to the list of items displayed in the page.
- **Dropdowns:** Filtering by Region, City or Style (ie. First Timer, 3-day, 5-day, 7-day trips)
- **Items:** Users can see a list of recommended items based on the position of the levers. The page only displays a set of the list at a time and a navigation element to users can browse the full list.
- **Map:** The map displays the items that are displayed in the screen and it changes as the user navigates to other section of the list.
- **Favorites:** The user can add items to a list of favorites
- **Share:** The user can share this page and his/her favorites list via email and can also share via social. As well as build their "Wish List" and share.



**COMING TO COLORADO.COM
MAY 2017**

04 ADVOCATE

Communicate the power of tourism to drive economic and lifestyle benefits.



OBJECTIVES:

- ▶ Build an effective advocacy platform.
- ▶ Develop sustainable funding to grow and protect Colorado's competitive position.
- ▶ Support development of critical infrastructure to support the health of the tourism economy.



KEEP COMPETITIVE LANDSCAPE TOP OF MIND

- Last fiscal year, CTO's budget was 13th highest
- Colorado's flat growth significantly below the 15% + average increase of the top 20 states
- Hefty increases this year for Utah and Oregon empower them to take better aim at potential CO travelers.

	State	Budget FY 2015-2016	% Change
1	California	\$119,881,265	0.00%
2	Hawaii	\$93,255,548	21.20%
3	Florida	\$82,727,272	10.50%
4	New York	\$50,000,000	100.00%
5	Texas	\$46,583,000	-5.80%
6	Michigan	\$33,000,000	13.80%
7	Illinois	\$30,346,576	-44.40%
8	Virginia	\$23,567,934	25.10%
9	Arizona	\$22,170,674	-10.10%
10	Louisiana	\$21,007,513	40.50%
11	Missouri	\$20,804,990	-0.90%
12	Utah	\$19,845,767	16.30%
13	Colorado	\$19,800,000	0.00%
14	Oregon	\$19,352,007	34.10%
15	Montana	\$18,705,590	15.70%
16	Tennessee	\$18,568,731	29.40%
17	Nevada	\$17,887,678	26.70%
	South		
18	Carolina	\$16,057,718	25.40%
19	Arkansas	\$15,942,739	-3.00%
20	Wisconsin	\$15,845,601	2.70%

Source: US Travel Association



IF COLORADO WERE IN PARITY

FY16 Budget \$19,800,000

Parity* Budget \$29,000,000

*Considering average budget investment ratio to state visitor spending
top 20 states

Source: NTG/TRC based on US Travel Association



Meet your Colorado Tourism Office Heritage and Agritourism Team:

- Jill Lammers, Colorado Tourism Office, Director, Heritage & Agritourism, jill.lammers@state.co.us
- Elizabeth O'Rear, Colorado Tourism Office, Manager, Heritage and Agritourism, elizabeth.orear@state.co.us
- Sarah-Jane Johnson, Heritage & Agritourism Public Relations, media@sjpr.net
- David Fluegge, Colorado Tourism Office, Social Media, dave.fluegge@state.co.us



DEVELOPMENT

CHAMP: CULTURAL, HERITAGE & AGRITOURISM MENTOR PROGRAM

Purpose: *To stimulate the development of high-quality cultural, heritage and agricultural tourism experiences for travelers in Colorado.*



CHAMP

*Cultural, Heritage &
Agritourism Mentor
Program*

Program underwritten by CTO, free of charge to participants. Provides 50 hours of mentor service.

13 CHAMP projects were initiated and/or completed during FY2016.

Educational Tours: C2 Alpacas, El Paso Co.

Farm/ Ranch Stay: A Night in Heaven Ranch, Pueblo

Marketing: Loveland Farmers Market

Farm Events: Berry Patch Farms, Brighton



CHAMP PROJECTS



1. C2 Alpacas - Colorado Springs *
2. Aspen Peak Cellars - Bailey
3. Horse & Hen Farmhouse - Hayden
4. Rio Blanco Historical Society - Meeker
5. SLV Museum Association - Alamosa
6. Snow Goose Festival - Beech
7. Summit Historical Society - Dillon
8. Cortez Cultural Center - Cortez
9. Crestone Arts District - Crestone
10. Elkstone Farm - Steamboat Springs
11. Montrose Historical Society - Montrose
12. Trinidad Welcome Center - Trinidad
13. The Mancos Project - Mancos
14. Loveland Farmers Market - Loveland
15. Alternative Colorado – Ordway
16. Canyons & Plains – Rocky Ford
17. Berry Patch Farms – Brighton
18. History Connections – Pueblo
19. Durango Cowboy Poetry Gathering – Durango
20. A Night of Heaven Ranch – Pueblo
21. Downtown Grand Junction – Grand Junction



CHAMP MENTORS

Real experience

Leaders in their field

Ability to scope and manage projects

Time and skill to mentor

Advice + Action– real deliverables

**Work 1 on 1 with a Peer Mentor at
No Cost through CHAMP**



CHAMP QUOTES

“Do the legwork, push yourself, get out of your comfort zone, work with the consultant to turn things upside down, shake things up. I would recommend to others to start the program with an open mind and being ready to learn and perhaps change some of those longstanding processes.”

**Louise Colville, Rio Grande County
Museum**



MARKETING MATCHING GRANT PROGRAM

CTO GRANT PROGRAM

The purpose of the program is to:

- Promote tourism
- Increase visitation
- Leverage available marketing dollars
- Encourage the development of creative and innovative marketing programs
- Promote collaboration



MARKETING MATCHING GRANTS

- **Funded at \$600K**
- Awards up to \$25K
- 20% In-kind
- 1:1 Match
- FY17 Application Opened: 7/15/16
- **FY17 Application Deadline: 10/14/16**

FY18 application info coming soon!



WHO'S ELIGIBLE?

Travel regions throughout the state,
Statewide associations, organizations and
other **nonprofit entities** that engage in
promoting travel throughout the state.

APPLICATION REQUIREMENTS

- Clearly Defined Marketing Plan Goals, Objectives, and Deliverables
- Measurement of ROI
- Letters of Support from Partners*/ Matching Sources
- Project Timeline
- Budget Worksheet
- Matching Cash Fund Source Worksheet
- W-9 and Certificate of Good Standing*

Evaluation Criteria

- Clarity of Marketing Plan
- Creativity and Innovation
- Ability to Measure ROI
- Meets CTO Goals & Objectives
- *Defined Economic Impact*
- *Promotes Travel*
- Partnerships Well Defined

PROMOTION

WEB & COLLATERAL

Roots - Volume 1, 2 & 3 – published; Volume 4 is on the way!

Custom landing page published on Colorado.com to promote e-versions of *Roots*

Roots Brand Channel launched in July 2015 which will enable us to better track and provide better analytics

119 Places to Eat highlights restaurants in every county

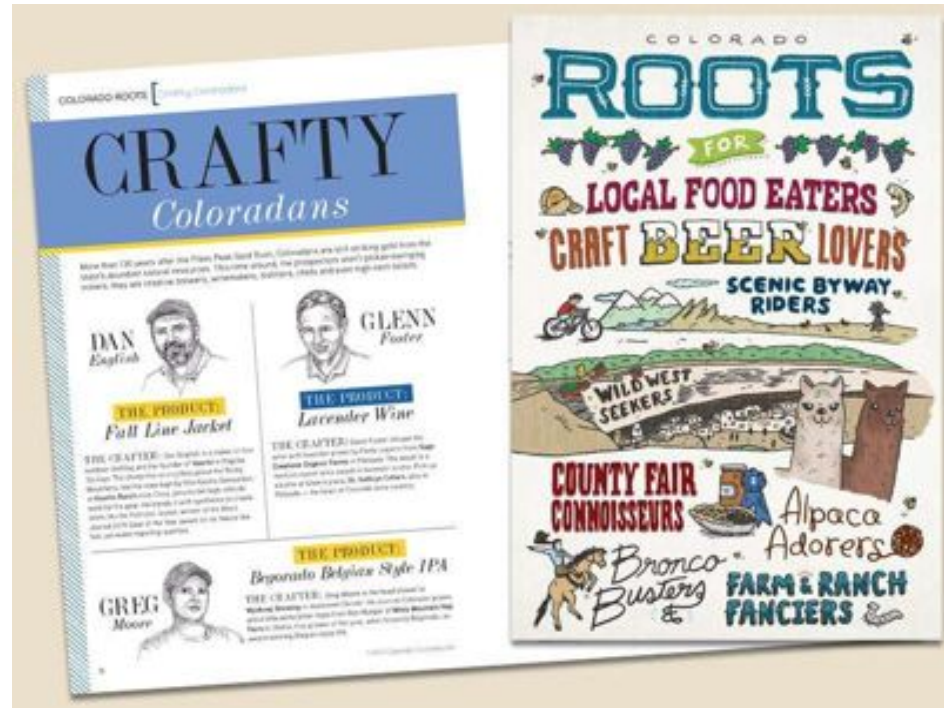


COLORADO ROOTS

Roots Volume 1:
Listings: 361

Roots Volume 3:
Listings: Over 1,900

Direct Fulfillment Requests:
9,430



PROGRAM MAP

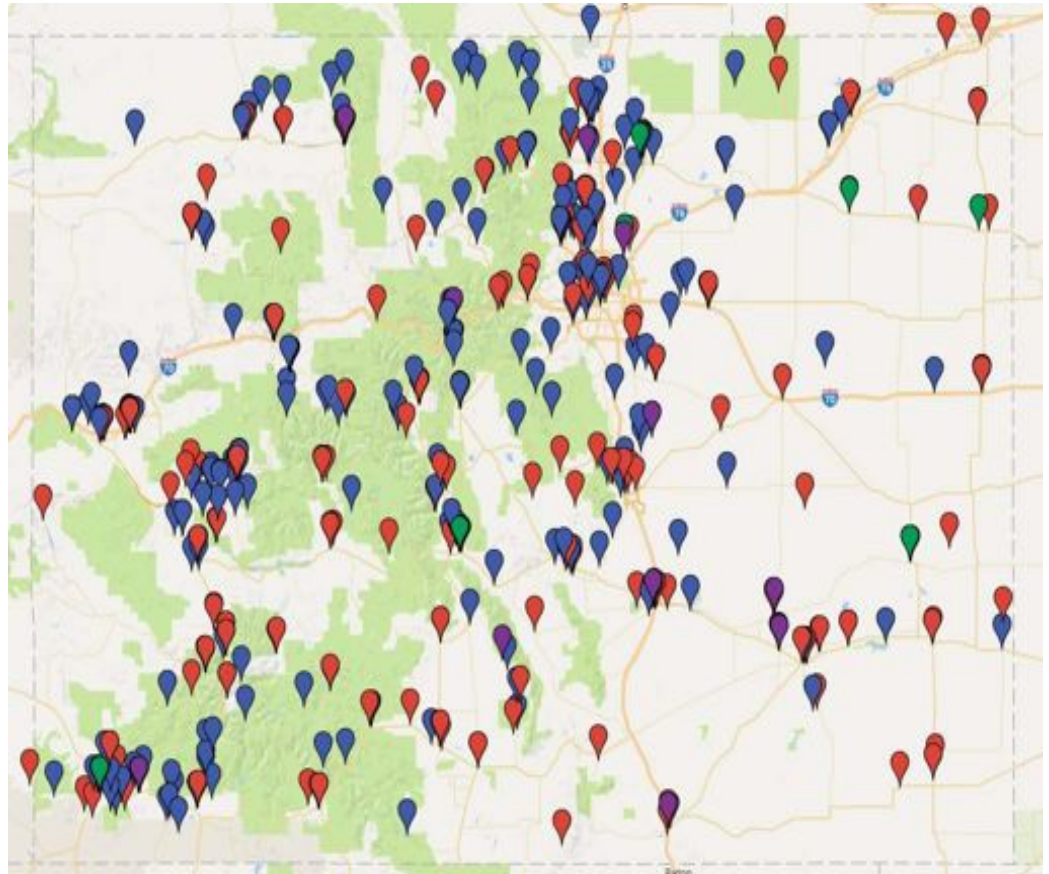
Key:

Red = Site mentioned in
Roots articles

Blue = Site mentioned in
press releases

Green = Site of regional
workshop

Purple = Site of CHAMP
program



SAMPLE PRINT



Before our lives were so convenient, they were authentic. We woke with the sun, worked with our hands and slept under the stars. That may not be where we live anymore but, it is a nice place to visit.



SAMPLE E-BLAST

COME TO LIFE  COLORADO

[Spring Activities](#) [Hotels](#) [eNewsletter](#)



The aroma of fresh hops and caramel malt. The sound of clinking glasses. The feel of a cold bottle on a warm summer night. You can come to Colorado and learn the ins and outs of the craft brewing process. Or you can just savor the taste as you gaze upon vistas that last forever.



GET YOUR FREE GUIDE



Sample Listing on Colorado.com

Mosca

Along with some of Colorado's oldest towns, Mosca rests in the heart of the ancient San Luis Valley.



Accommodations
[Learn More](#)



Adventure Sports
[Learn More](#)



Attractions & Entertainment
[Learn More](#)



Outdoor Recreation
[Learn More](#)



Scenic Attractions
[Learn More](#)

INFORMATION RESOURCES:

Alamosa County Chamber of Commerce
300 Chamber Drive, Alamosa, CO
81101
800-BLU-SKYS
[View Website](#)



Mosca is a simple crossroads along the [Los Caminos Antiguos Scenic and Historic Byway](#), which winds from [Alamosa](#) past the unique desert wetlands of [San Luis State Park](#) to the [Great Sand Dunes National Park and Preserve](#) near Mosca.

It is the massive, windswept sand dunes pushed up 750 feet high against the Sangre de Cristo Mountains that continue to inspire visitors. Guests will be awed by bizarre natural wonders such as water that runs in snaking streams atop the sand. Local naturalists at the Nature Conservancy lead daily tours of the monument; four-wheel-drive tours of the dunes are also available.



Nearby, abundant wildlife roam the wetlands preserve at San Luis State Park. Waterfowl, songbirds and raptors patrol the skies, while deer, elk and bison wander the area ranchlands. On site are approximately nine miles of easy, level hiking and biking trails, plus a modern campground. One excellent area hike is the trail to [Tavata Falls](#), a sheer 80-foot tall cascade. Lodging, food and gas

Sponsored Partners



One Night Isn't Enough in Denver!
VISIT DENVER
A New Year calls for new adventures, and with all of things to see and do in Denver one night isn't enough. Plan your weekend getaway now!
[Explore Now](#)



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How to get listed on Colorado.com



The screenshot shows the Colorado Tourism Office website. The header is dark blue with the Colorado Tourism Office logo on the left and navigation links on the right. The main content area is white. The title 'Submit a Business Listing' is in a large, dark blue font. Below it, a paragraph explains that tourism-related businesses can sign up for free listings. There are two sub-sections: 'Submit New Business or Event Listing' and 'Already Have a Listing?'. The 'Submit New Business or Event Listing' section states that users must create an Industry Partner account first and reference the Business Listing Rules. The 'Already Have a Listing?' section states that users can log in to update their business listings, events, leads, and specials, and use the Data Engine User Guide for best practices. On the right side, there is a vertical menu with links to various resources, including 'CTO OVERVIEW', 'EVENTS', 'RESEARCH', 'TOURISM INDUSTRY RESOURCES', 'SUBMIT A BUSINESS LISTING', 'ADVERTISING CONTACT/RATES', 'BULK TRAVEL RESOURCES', 'CTO WELCOME CENTERS', 'CTO SPEAKING REQUEST', 'CTO SPONSORSHIP REQUEST', 'CONNECT W/ PR', and 'MATCHING GRANT PROGRAM'. The 'SUBMIT A BUSINESS LISTING' link is highlighted in yellow.

Submit a Business Listing

Tourism-related businesses and organizations in Colorado can sign up for free listings on Colorado.com.

Submit New Business or Event Listing

To submit a business listing, special offer or event you must [create](#) an Industry Partner account first. Please reference our [Business Listing Rules](#) for guidelines and listing specifications.

Already Have a Listing?

If you are already a member [click here](#) to log in and begin updating your business listings, events, leads and specials. Use the [Data Engine User Guide](#) for best practices, FAQs and instructions.

TOURISM INDUSTRY RESOURCES

- CTO OVERVIEW
- EVENTS
- RESEARCH
- SUBMIT A BUSINESS LISTING**
- ADVERTISING CONTACT/RATES
- BULK TRAVEL RESOURCES
- CTO WELCOME CENTERS
- CTO SPEAKING REQUEST
- CTO SPONSORSHIP REQUEST
- CONNECT W/ PR
- MATCHING GRANT PROGRAM



CONNECTIONS E-NEWSLETTER



COLORADO
TOURISM OFFICE

COLORADO TOURISM OFFICE OVERVIEW / EVENTS / RESEARCH / RESOURCES / 

Colorado Connection: The CTO Newsletter

Introducing the new monthly Colorado Tourism Office industry newsletter — Colorado Connection is the new voice for all that's happening at your tourism office.



Colorado Connection

Sign Up

Get the latest from the Colorado Tourism Office, including news, events, program highlights, ways to get involved and much more!

[Subscribe >>](#)

Current Issue

[November 2016 >>](#)

Past Issues

CTO OVERVIEW

EVENTS

RESEARCH

TOURISM INDUSTRY RESOURCES

SUBMIT A BUSINESS LISTING

ADVERTISING CONTACT/RATES

BULK TRAVEL RESOURCES

CTO WELCOME CENTERS

CTO SPEAKING REQUEST

CTO SPONSORSHIP REQUEST

CONNECT W/ PR

MATCHING GRANT PROGRAM

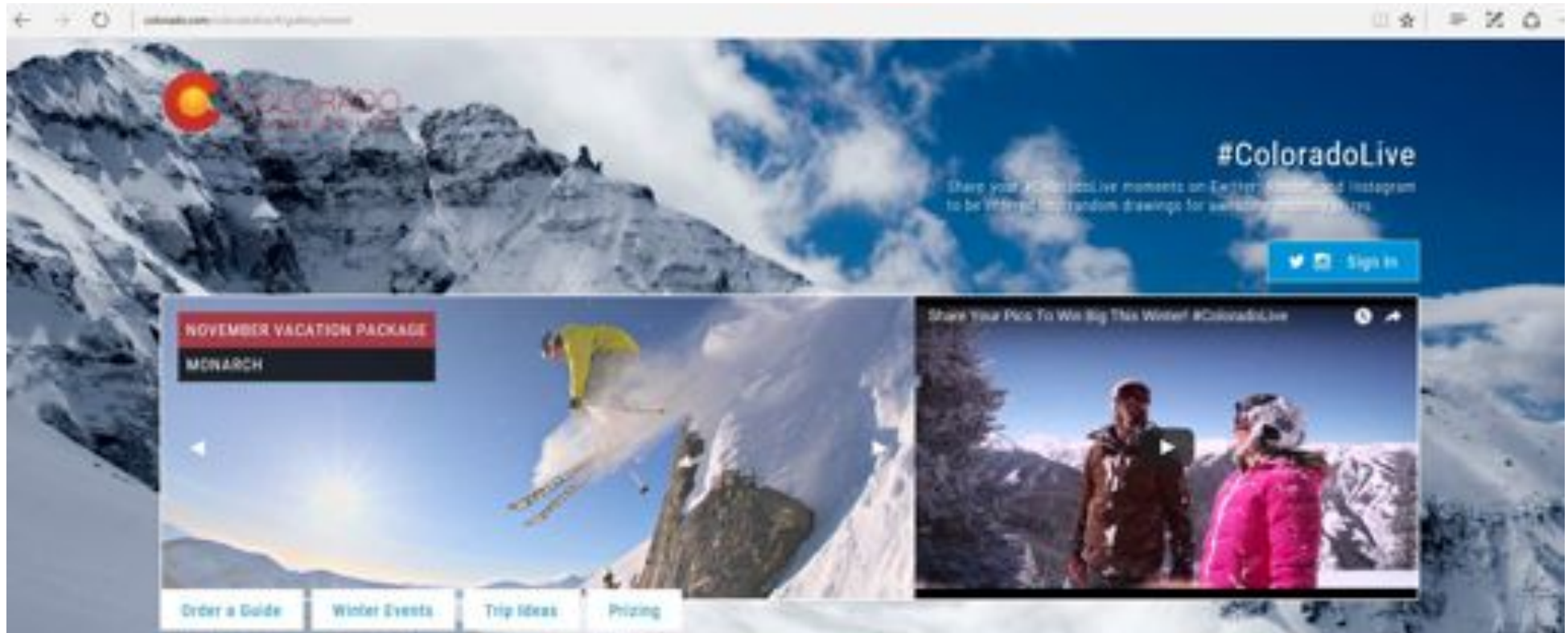
COLORADO CONNECTION: THE CTO NEWSLETTER

Keep In Touch



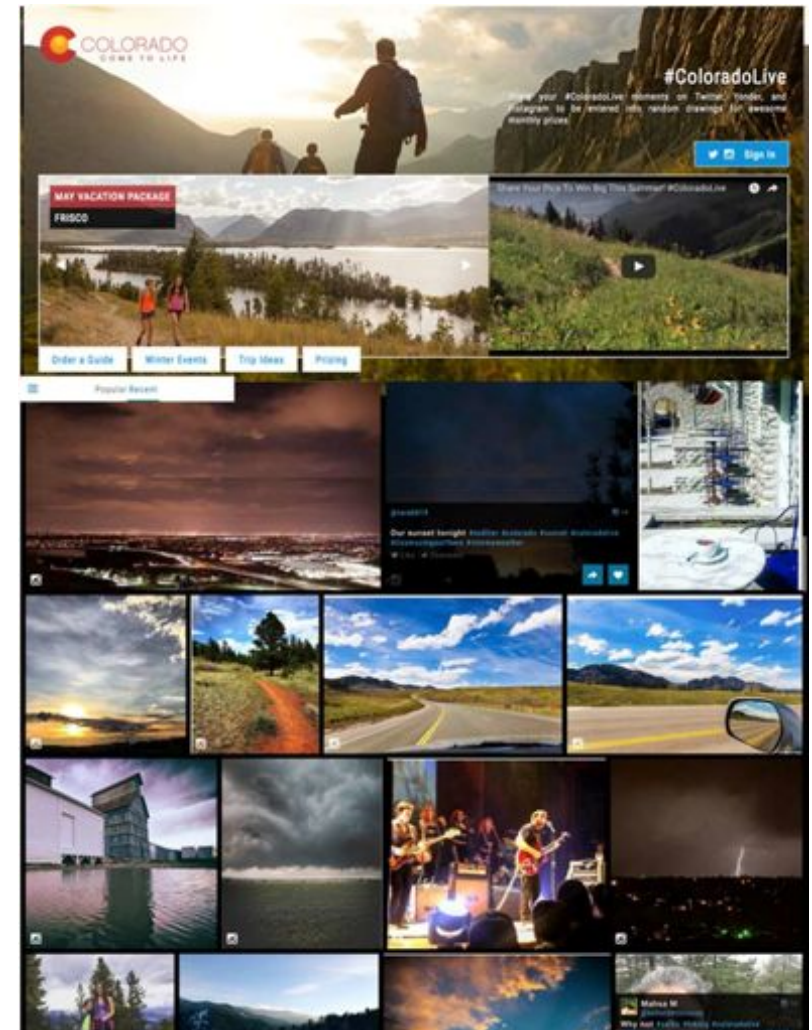
Sign up for the monthly Colorado Connection newsletter for details on Colorado tourism events, programs, research, news and more. [Archive >>](#)

#COLORADOLIVE



#COLORADOLIVE

- Visitors and residents post using #ColoradoLive
- Photos are featured by CTO, participate!
 - Website
 - Social Media Channels
 - Display advertising
 - Welcome Centers
- Monthly destination themed prizes
- Over 115,000 posts in last year!



INSTAGRAM TAKEOVER

- Partners take over for one week
- Showcase the best of destination
- Share 2-5 photos per day
- Spread love around state
- Use planning and thoughtful copy
- Great opportunity to start/grow channels



SOCIAL CO-OP

- Dollar for dollar social media marketing grant
- One participant per week on 3-day Facebook promotion
- Partner creates a unique piece of content on their site, we drive all traffic there
- Partner decides on target audience (your target markets)
- Match is \$1,000 - \$2,500
- Open to destinations, ski resorts, some associations
- We work with you to maximize efforts
- Winter sign-up is September, email Dave Fluegge at dave.fluegge@state.co.us to be put on list



PUBLIC RELATIONS

GET INVOLVED WITH CTO PR EFFORTS



GET ADDED TO MEDIA HOTSHEET!



Press Release Material: Top places for a photo-op/wildlife viewing Highlighting scenic destinations that make for beautiful fall photos and watchable wildlife. **PR**
Contact: [Angelica Huizar](#)

The CTO PR and social media teams distribute a monthly HotSheet to industry partners that includes info on:

- Upcoming press releases and social media content opportunities.
- Journalist leads and information on new and noteworthy media outlets.

Email: editor@colorado.com to be added to HotSheet

COLORADO VISITING JOURNALISTS PROGRAM



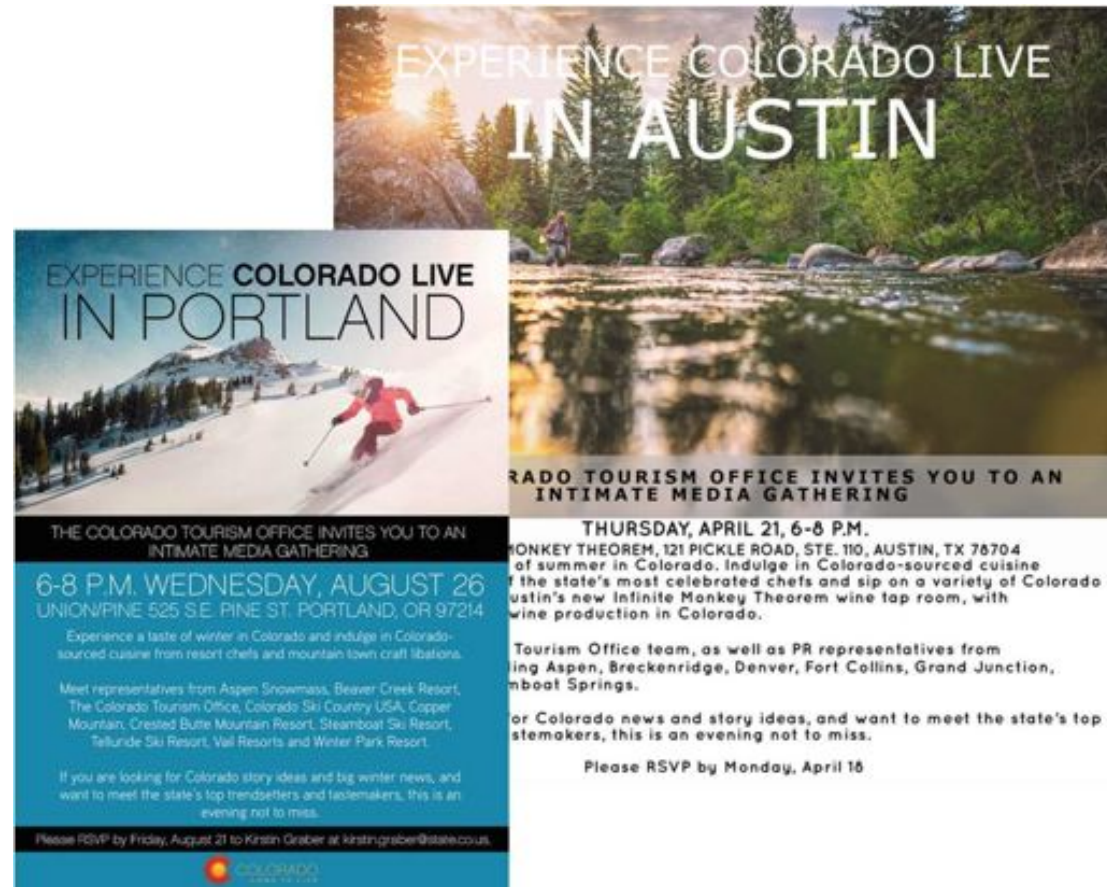
The CTO plans numerous group and individual media trips each year for journalists to experience Colorado's offerings firsthand.

- Strategic mix of blogs, digital media, short and long lead print media and influencers.
- Rely on industry partners for itinerary planning, lodging, activities and meal support.

FOCUSED CITY BLITZES

The CTO PR team travels in-market to top visiting regions to conduct meetings with journalists.

- Recent visits to Dallas, Austin, Chicago, New York, Seattle, Portland and California in the last year.



EXPERIENCE COLORADO LIVE IN AUSTIN

EXPERIENCE COLORADO LIVE IN PORTLAND

THE COLORADO TOURISM OFFICE INVITES YOU TO AN INTIMATE MEDIA GATHERING

6-8 P.M. WEDNESDAY, AUGUST 26
UNION/PINE 525 S.E. PINE ST. PORTLAND, OR 97214

Experience a taste of winter in Colorado and indulge in Colorado-sourced cuisine from resort chefs and mountain town craft libations.

Meet representatives from Aspen Snowmass, Beaver Creek Resort, The Colorado Tourism Office, Colorado Ski Country USA, Copper Mountain, Crested Butte Mountain Resort, Steamboat Ski Resort, Telluride Ski Resort, Vail Resorts and Winter Park Resort.

If you are looking for Colorado story ideas and big winter news, and want to meet the state's top trendsetters and tastemakers, this is an evening not to miss.

Please RSVP by Friday, August 21 to Kirstin Graber at kirstingraber@state.co.us.

THURSDAY, APRIL 21, 6-8 P.M.
INFINITE MONKEY THEOREM, 121 PICKLE ROAD, STE. 110, AUSTIN, TX 78704

Indulge in Colorado-sourced cuisine of summer in Colorado. Indulge in Colorado-sourced cuisine of the state's most celebrated chefs and sip on a variety of Colorado wine production in Colorado.

Tourism Office team, as well as PR representatives from Aspen, Breckenridge, Denver, Fort Collins, Grand Junction, and Steamboat Springs.

For Colorado news and story ideas, and want to meet the state's top tastemakers, this is an evening not to miss.

Please RSVP by Monday, April 16

QUARTERLY LOCAL MEDIA RECEPTIONS

The CTO hosts four quarterly media receptions each year to gather industry partners and local journalists to discuss the state's latest news and story angles.

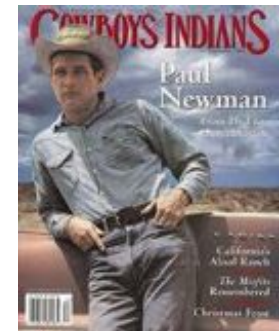
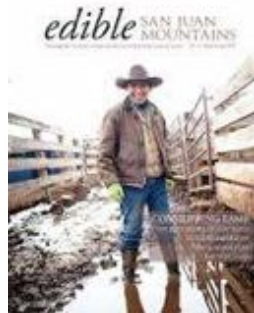
- Each reception is attended by about 20 industry partners and an upwards of 30 Colorado journalists.



HERITAGE FOCUS FOR PR

The CTO has a dedicated public relations focus to spotlight heritage and agritourism offerings across the state, specifically in rural destinations.

- Targeted media outreach to specialized media outlets
- Liaison with local and regional press
- Includes everything from farm stays, heritage and history tours, dude ranches, food tourism
- Works closely alongside the CTO team to secure media opportunities, events and more
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A photograph of two young boys sitting on a rocky cliff edge, looking out over a vast canyon. The boy on the left is wearing a grey t-shirt and blue shorts, while the boy on the right is wearing a green and white striped t-shirt and brown shorts. The canyon features dramatic rock formations and is bathed in the warm, golden light of sunset. The sky is a mix of orange and purple hues.

Governor's Tourism Conference Grand Junction Oct. 25-27, 2017

For more information

Go to:

industry.colorado.com

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Questions?

Thank You!