

Colorado Tourism Office

State of the Industry & How to Get Involved

January, 19, 2023



COLORADO
TOURISM OFFICE

Today's Speakers



Hayes Norris
Communications Manager



Andrew Grossmann
*Director of Destination
Development*

The Opportunity For Tourism

- We are leaders in communications that enhance sense of place and establish expectations with visitors and residents with an increasing role in crisis communications
- Tourism is an economic driver, evolving rapidly increasing the need for resources to manage tourism for the benefits of our communities, guests experiences and environments
- We collaborate with local organizations to share resources and implement agreed upon projects & strategies that enhance quality of life



Agenda

- Welcome and Opening Remarks
- Overview of Colorado Tourism Office
- Overview of statewide marketing strategies
- Overview of destination stewardship strategies
- Opportunities to get involved
- Q+A

Colorado Tourism Office



Colorado Tourism Office

The Colorado Tourism Office (CTO) is the Destination Marketing and Management Organization for the state of Colorado.

The CTO is a division of the Colorado Office of Economic Development and International Trade (OEDIT) with a mission to achieve and sustain a healthy Colorado economy that works for everyone and protects what makes Colorado the best state in the country to live, work, start a business, raise a family, and retire.

The Role of DMOs

Destination Marketing and Management Organizations *inspire travel* to and within a destination, *enhance visitor experience*, *protect destination assets*, and *improve residential quality of life*



Mission & Vision

Mission Statement

To achieve and sustain a healthy Colorado economy that works for everyone and protects what makes Colorado the best state in the country to live, work, start a business, raise a family, and retire.

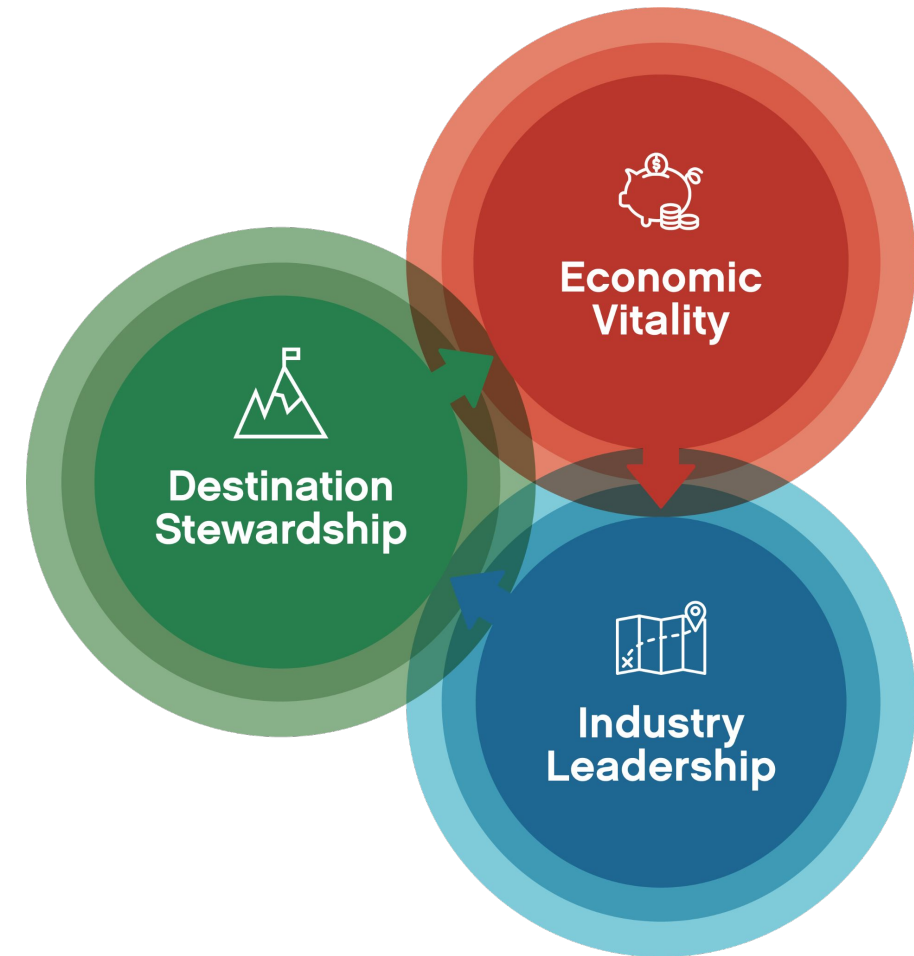
Vision Statement

We empower the tourism industry by inspiring the world to explore Colorado responsibly and respectfully.



Colorado Tourism Roadmap 2.0

Seeks to advance the strength and resilience of the Colorado tourism industry through *collaboration, inclusivity, innovation, and leadership*



Strategic Pillars

- **Economic Vitality:** Ensure a robust tourism economy throughout all four corners of Colorado
- **Industry Leadership:** Serve as a trusted and effective resource for both the tourism industry and the communities we serve
- **Destination Stewardship:** Support for Colorado destinations that balances quality of life for residents and quality of experiences for visitors, while enhancing our environment and communities

The Evolution of DMOs



The Evolution of DMOs



The Evolution of DMOs



Colorado Tourism By The Numbers



COLORADO TOURISM

2021 at a glance

\$22.5 BILLION
traveler spending



\$1.5 BILLION
state & local taxes

Campaign ROI
TOP 10%
in the U.S.

161,000
JOBS



CTO GAVE THE INDUSTRY
\$863,025
THROUGH PAID AND SOCIAL
CO-OP PROGRAMS

\$713,919+
IN GRANTS
for 28 Counties
\$1,597,587 AWARDED TO SUPPORT
36 EVENTS IN 20 COUNTIES

28 WORKSHOPS
across
25 COUNTIES
From the Colorado Recovery
Assistance for Tourism Program

394+
MILLION
SOCIAL MEDIA
IMPRESSIONS



887,410 visitors at 10 Colorado
Welcome Centers

400,000 ANNUAL
Vacation Guides



MORE THAN 180+
Colo-Road Trip Itineraries

7.4+
MILLION
engagements*

A top-performing state website in U.S.



9.9 MILLION
visitors to COLORADO.com



8.6 BILLION
impressions and
\$27.8 MILLION
in PR Ad Value



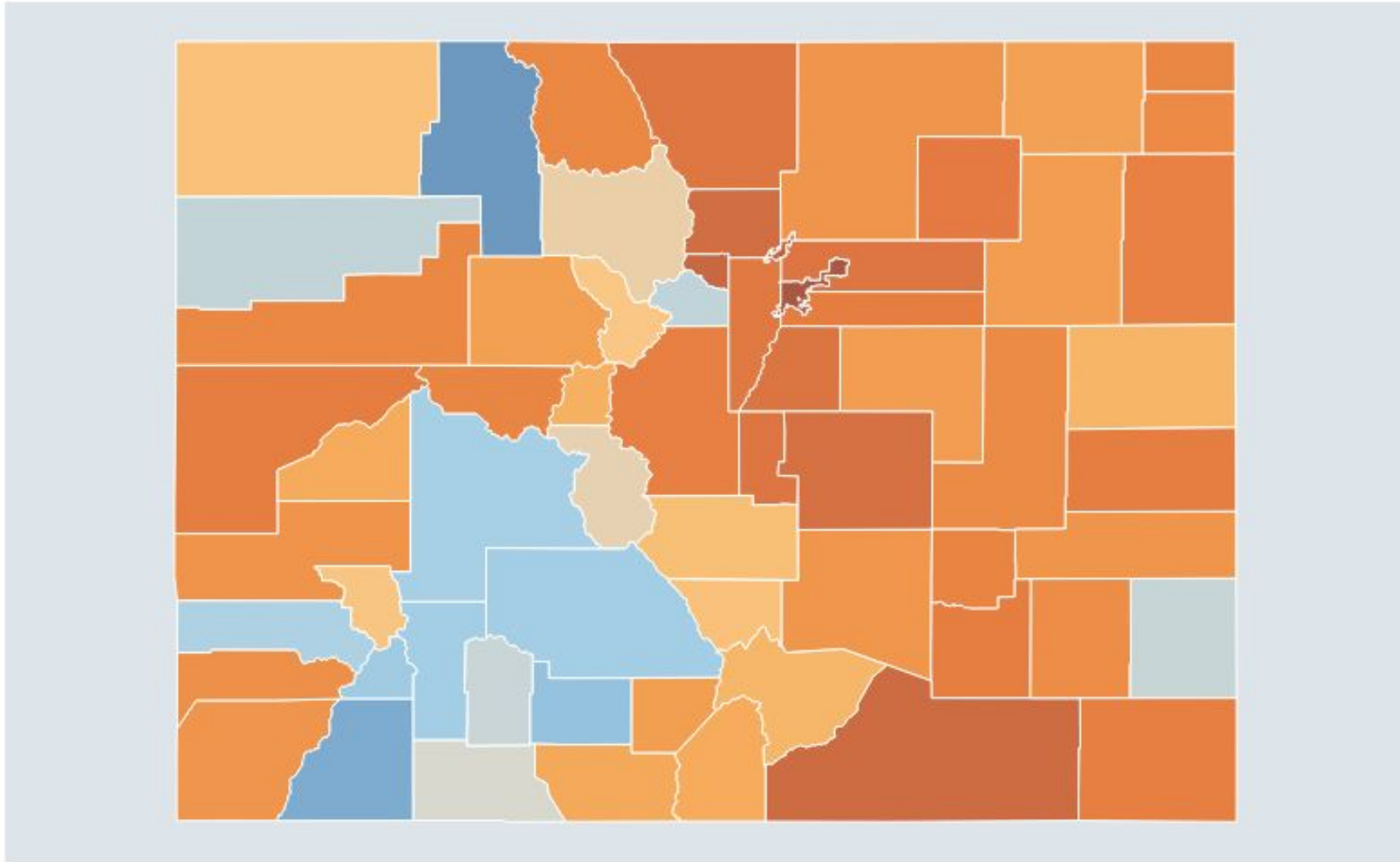
*Includes Facebook, Twitter, Instagram, and TikTok data, and includes paid + organic.

2021 Statewide Economic Impact

Category	2019	2020	2021	% change
Travel Spending	\$24.2B	\$15.8B	\$22.5B	-7%
Tourism Employment	184,100	146,800	161,700	-12.2%
State and Federal Tax Revenue	\$3.1B	\$2.2B	\$2.9B	-6.5%

*Source: Dean Runyan Associates, The Economic Impact of Travel in Colorado, 2011-2021

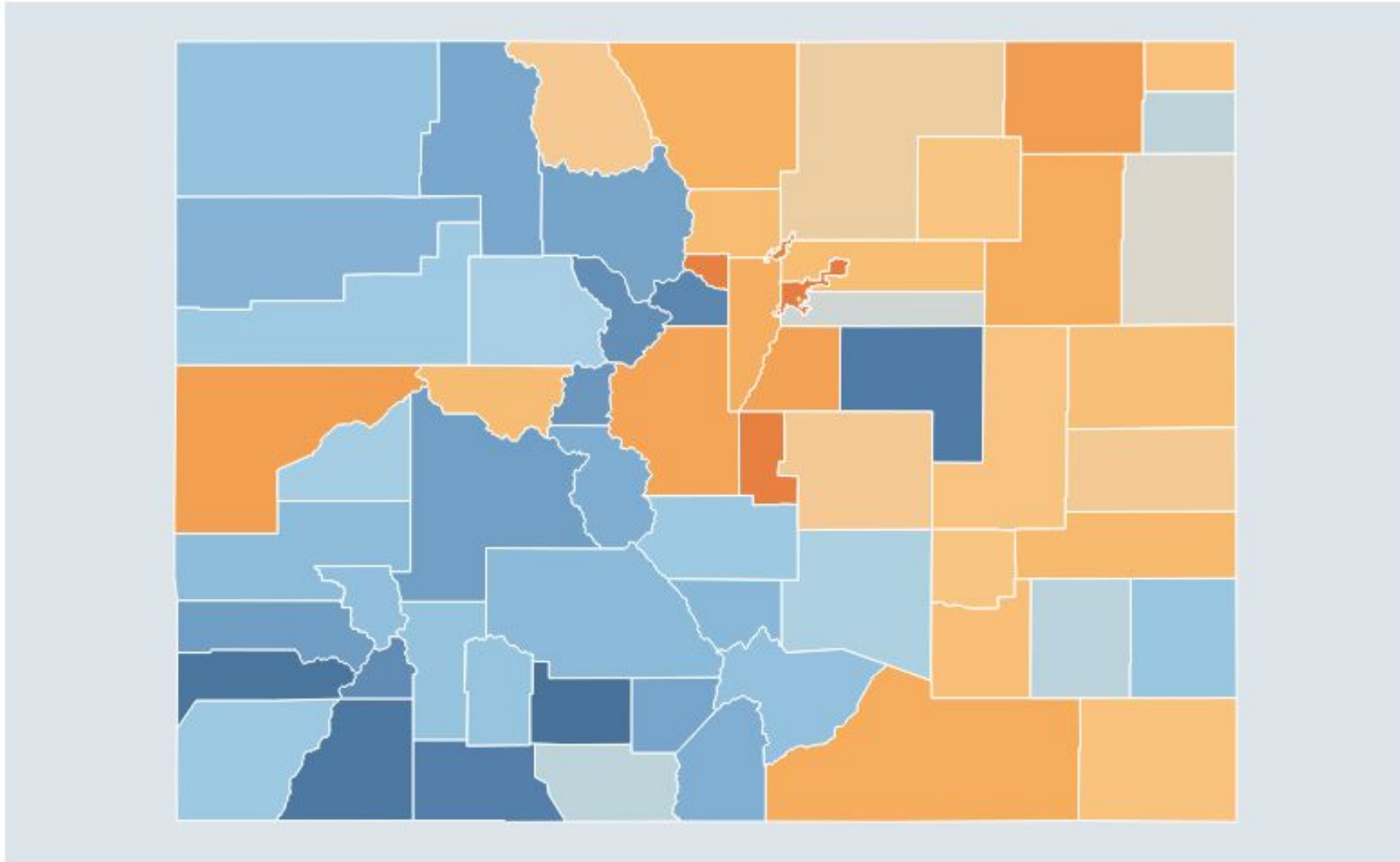
2019-2020 % Change



Color Legend



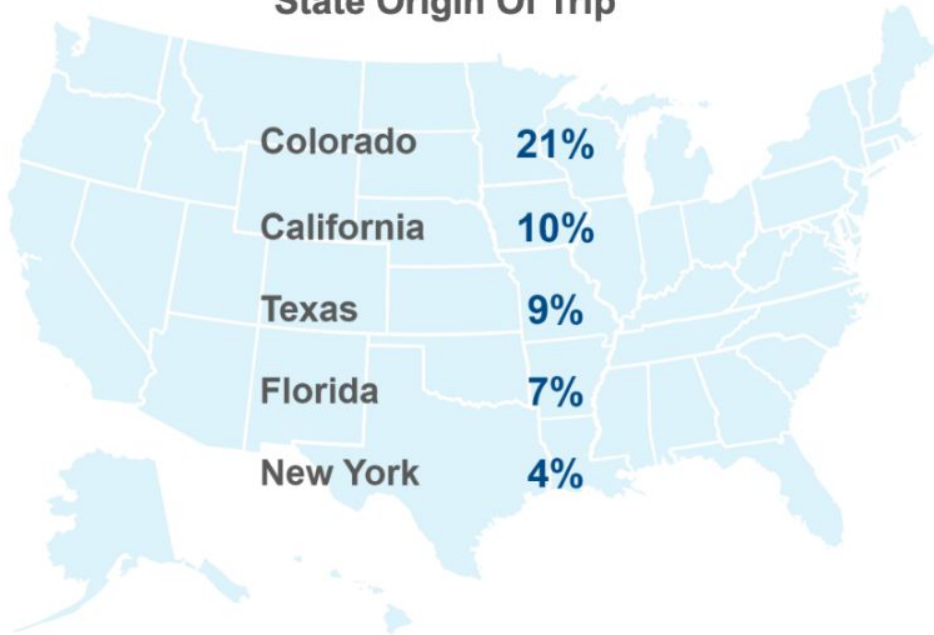
2019-2021 % Change



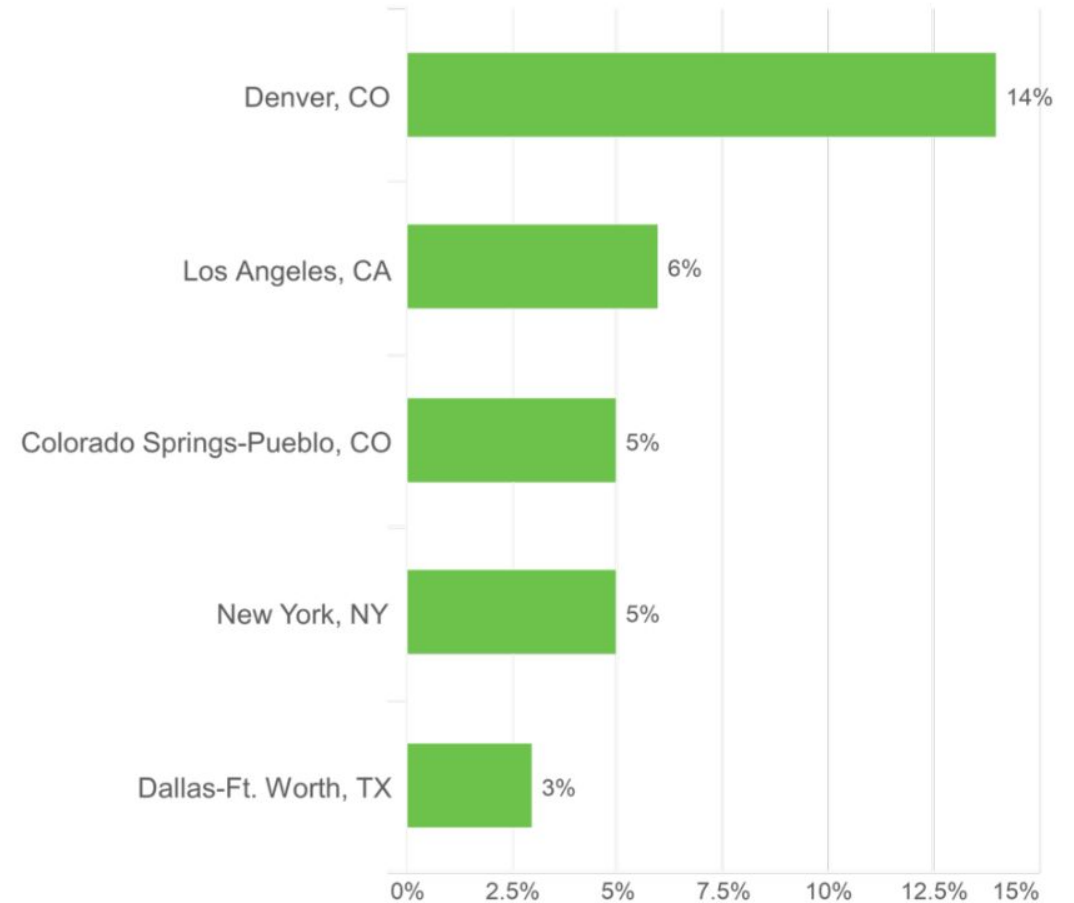
Colorado's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

State Origin Of Trip









DMA Origin Of Trip



Season of Trip Total Overnight Person-Trips









Shopping Types on Trip

	Colorado	U.S. Norm
 Convenience/grocery shopping	49%	42%
 Souvenir shopping	49%	39%
 Outlet/mall shopping	45%	47%
 Big box stores (Walmart, Costco)	40%	33%
 Boutique shopping	31%	28%
 Antiquing	22%	13%

Base: 2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	40%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	27%	21%
 Street food/food trucks	25%	21%
 Fine/upscale dining	24%	22%
 Picnicking	20%	14%
 Gastropubs	16%	10%

A large crowd of people is seated on a tiered stone amphitheater, watching a performance on a stage. The sky is filled with dramatic, colorful clouds in shades of orange, red, and blue, suggesting a sunset or sunrise. The stage features a large, dark structure with a red roof and a large speaker. The overall atmosphere is vibrant and festive.

Tourism Marketing & Promotion

Insight & Brand Promise

- Visitors love destinations like NY, California and Florida.
- But they fall in love with Colorado.
- Because only here do they **Come to Life.**



Omnichannel Approach



Partner Programs



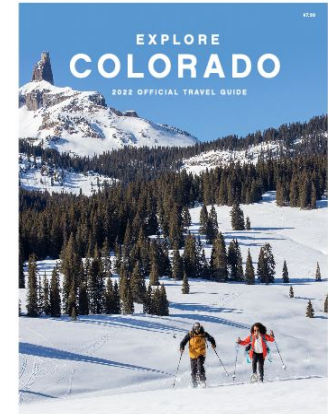
Social & Influencer



Website & Paid Search

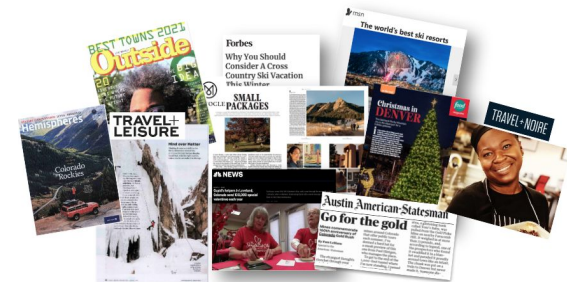


Publications



Campaigns

PR



Responsible Tourism

- Educate travelers showing intent to visit the state
 - Do Colorado Right campaign
- Educate residents & visitors in state
- Amplify a credential campaign through partnerships




Responsible Tourism: Do Colorado Right

Topics Covered to Date

- Fire Safety
- Summer Backcountry Safety
- Winter Backcountry Safety
- Public Transport and Carpooling
- Reusable Water Bottle Usage and Hydration
- Trash Mitigation

Do Colorado Right like Philip Henderson, Backcountry Enthusiast



Up Next

Current: Do Colorado Right like Philip Henderson, Backcountry Enthusiast

Know Before You Go Like Backcountry Enthusiast Philip Henderson

Reduce Your Travel Footprint Like Coloradan Quin Gable

Do Colorado Right: Partner Examples



GO CAR FREE IN SILVERTHORNE.

[LEARN MORE](#)



DO EXIT 205 RIGHT

[LEARN MORE](#)



DO ESTES RIGHT



COLORADO
COME TO LIFE



ESTES
PARK
COLORADO

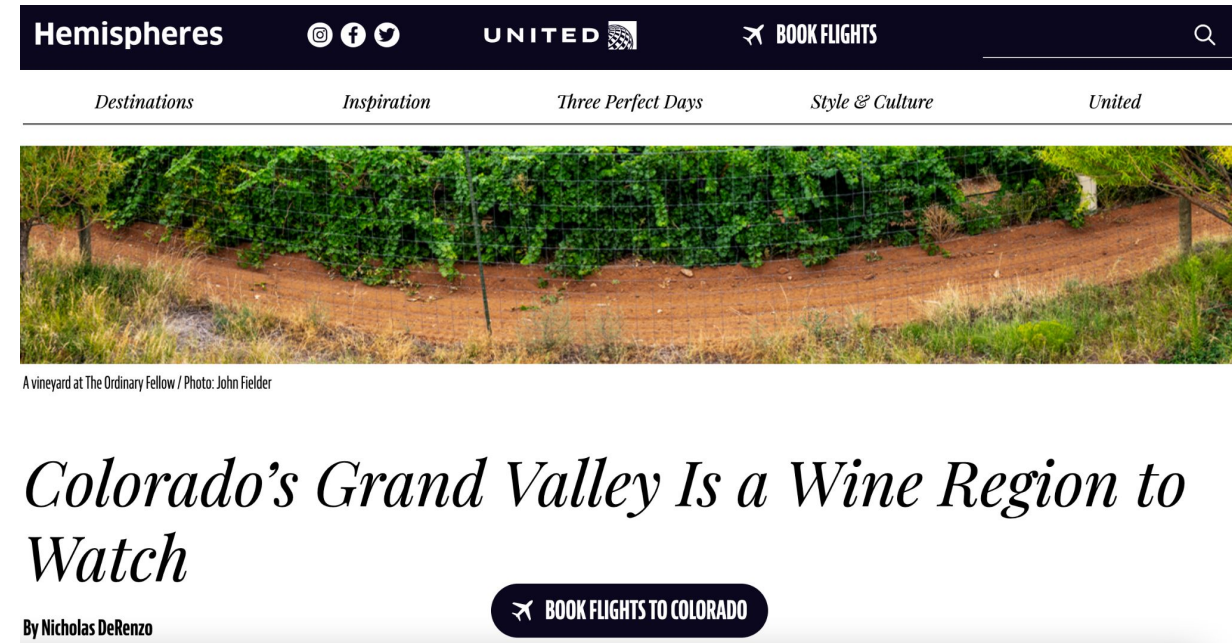
Public Relations

- Media Hosting
 - 40-50 journalists a year
 - Across the state
- Sign Up: Hot Sheet Monthly Newsletter
 - PR, Social and international media updates
- Summer & Winter Local Media Receptions
 - Around 30 media and 20 partners typically
 - A chance to highlight upcoming CO news for the season



Example Media Coverage

- Journalist Nick DeRenzo
- Print and Online
- Result of hosted trip



The screenshot shows the top portion of a website. The header is dark with the text 'Hemispheres' on the left, followed by social media icons for Instagram, Facebook, and Twitter. To the right is the 'UNITED' logo with a globe icon, and further right is a 'BOOK FLIGHTS' button with an airplane icon and a search icon. Below the header is a navigation bar with five links: 'Destinations', 'Inspiration', 'Three Perfect Days', 'Style & Culture', and 'United'. The main content area features a wide photograph of a vineyard with green vines and reddish-brown soil. Below the photo is a small caption: 'A vineyard at The Ordinary Fellow / Photo: John Fielder'. The article title is 'Colorado's Grand Valley Is a Wine Region to Watch' in a large, elegant serif font. Below the title is the author's name 'By Nicholas DeRenzo' and a dark button with a white airplane icon and the text 'BOOK FLIGHTS TO COLORADO'.

International Tourism



International Promotional Strategy

Hire International Representatives in target markets:

- **PR:** Keep Colorado alive by targeting travelers through Placements and Initiatives with focus on key topics
- **Trade:** Keep Colorado present for tour operators and travel agents to ensure they are aware, trained, and ready to book U.S. travel
- **Consumer:** Communicate future visitors of Colorado's nature, wide-open spaces and commitment to Low-Impact Travel

Recovery Impacts

- Heavily impacted in the last two years by COVID-19
- 2021 Visitation Numbers better than expected
- Mexico was able to enter the U.S. via air, so represented 54% of 2021 international travelers

Importance Of International Tourism

- International tourists continue to be Colorado's highest-value visitors, spending an average of 3x the domestic tourist
- Overseas tourists (excluding Canada and Mexico) are a majority of that spend, and spend up to 5x higher per person per trip while in the state

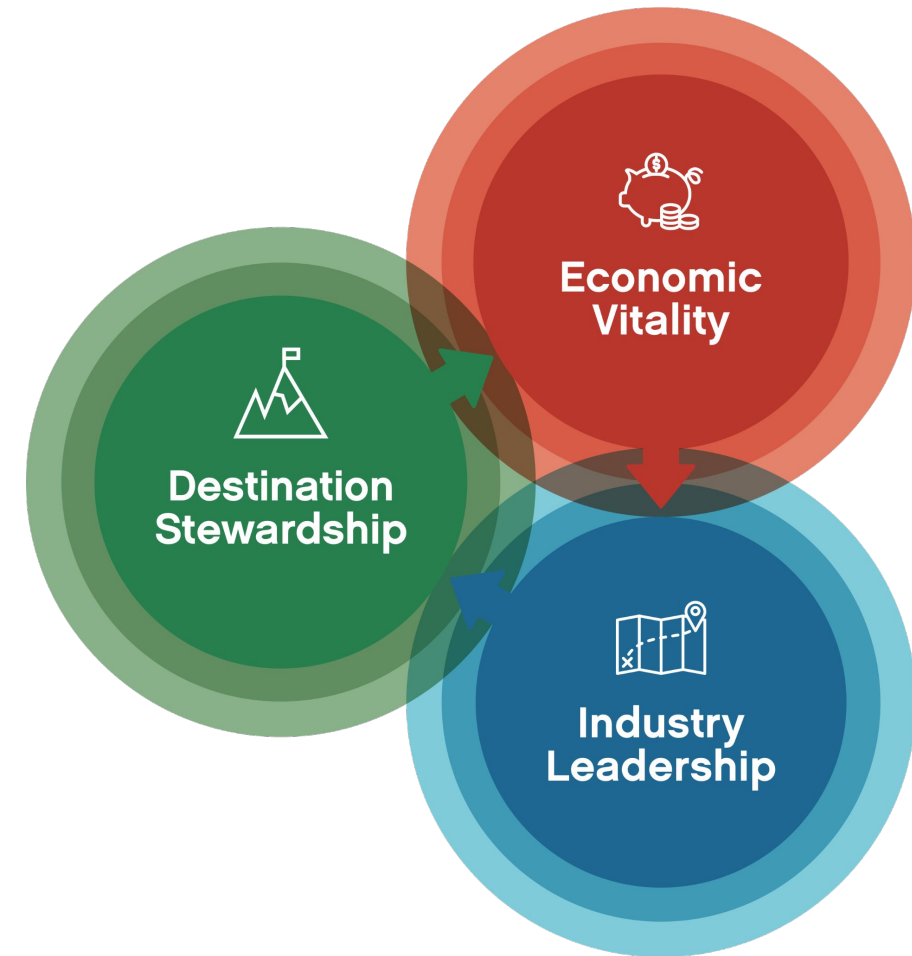
Origin Market	2019 Int'l Visitors	2019 Visitor Spend	2019 Avg Spend
Total	1,053,336	\$1.796 B	\$1,706
Overseas	637,638	\$1.488 B	\$2,333
Canada	191,403	\$129.6 M	\$677
Mexico	224,254	\$179.3 M	\$799

Destination Stewardship



Colorado Tourism Roadmap 2.0

Seeks to advance the strength and resilience of the Colorado tourism industry through *collaboration, inclusivity, innovation, and leadership*



Destination Stewardship in Colorado

Support for Colorado destinations that balances *quality of life for residents* and *quality of experience for visitors*, while *enhancing our environment and communities*



Industry Programs & Opportunities


- Grants & Funding
 - Marketing Matching Grant
 - Tourism Management Grant
 - Governor's Conference Scholarships
- Care For Colorado Coalition
- Professional Development
 - Leadership Journey
 - Learning Labs






Colorado Tourism Office Learning Labs

Welcome to the Colorado Tourism Office (CTO) Learning Labs! This free online educational platform aims to help frontline workers and tourism professionals alike hone their skills and build their Colorado expertise to ensure our visitors feel welcomed and cared for. If you are a frontline tourism worker, head to the Colorado Concierge learning labs to become a Colorado expert and grow your Colorado-style hospitality. If you are a Colorado destination or tourism professional looking to explore the development of tourism strategies, head to the CRAFT learning labs.

A banner for Colorado Concierge Learning Labs featuring a scenic view of snow-capped mountains under a dramatic, colorful sky at sunset or sunrise.

Colorado Concierge
Learning Labs

A banner for CRAFT Learning Labs featuring a large resort building on a cliffside, a bridge over a river, and several colorful hot air balloons in the sky.

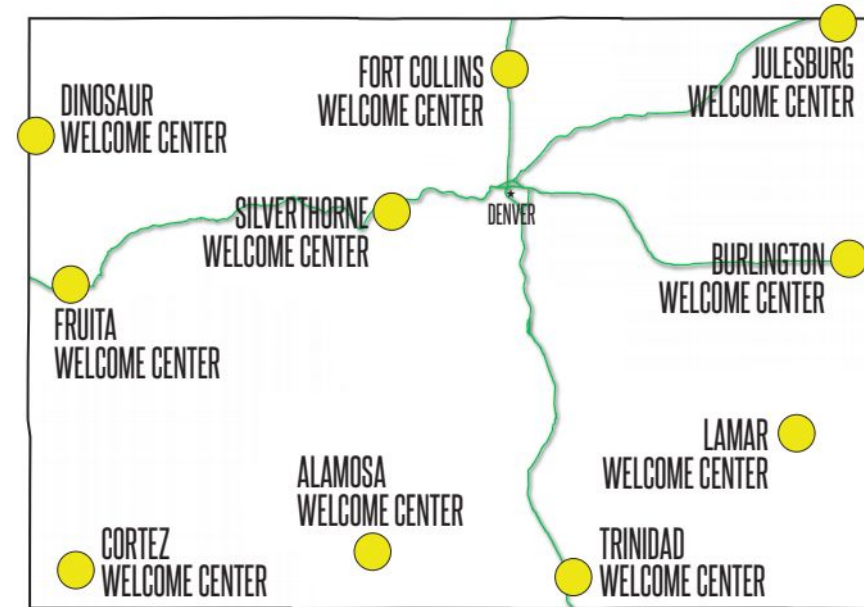
CRAFT Learning Labs

A banner for Resources featuring a scenic view of a mountain valley with a sunburst effect breaking through the clouds.

Resources

Welcome Center Program

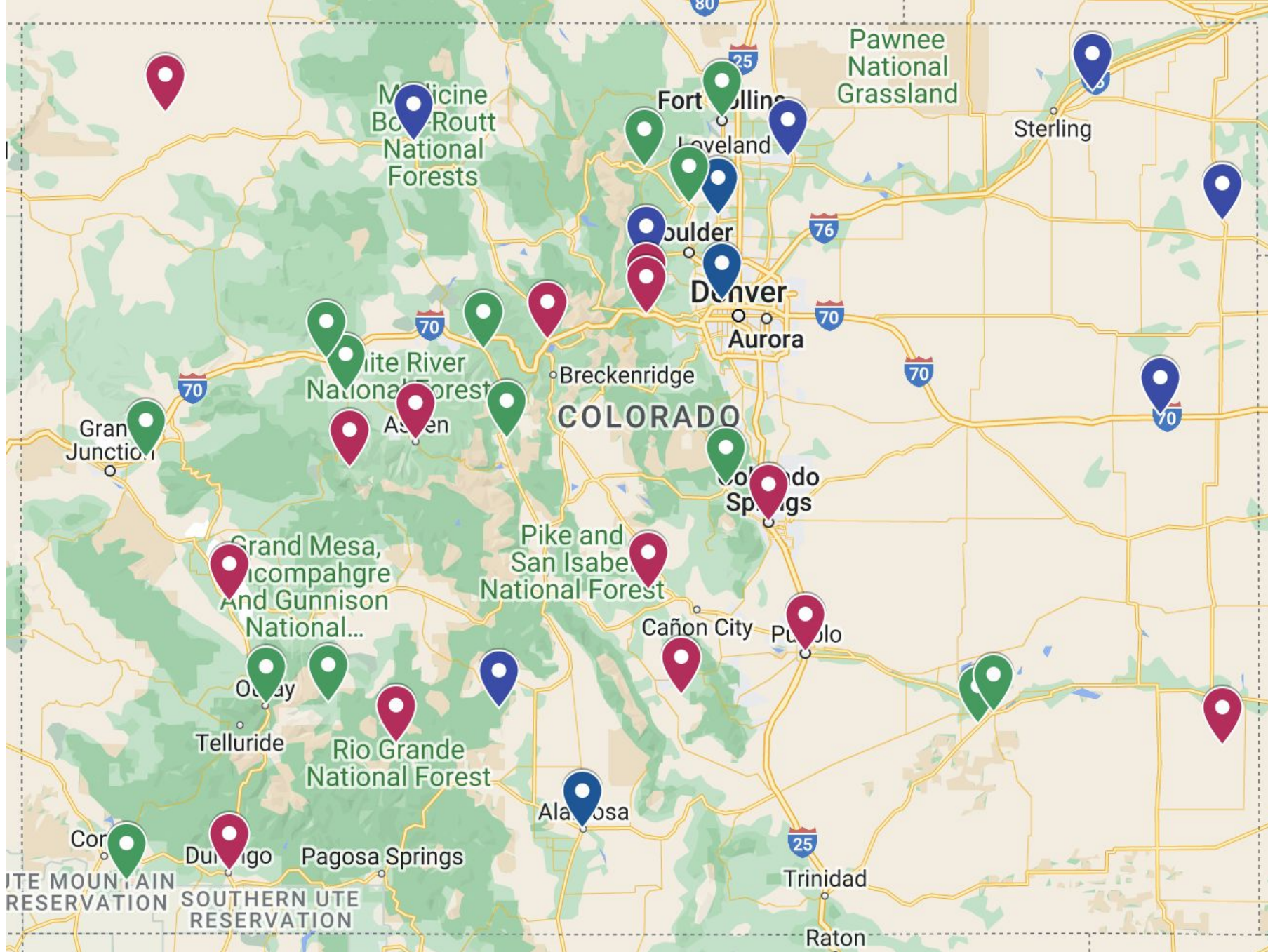
- Been in place for 30+ years
- Aimed at driving traveler spending and dispersing visitors across the state; valuable platform for both industry and state agency partners.
- Over 1 Million Served Annually



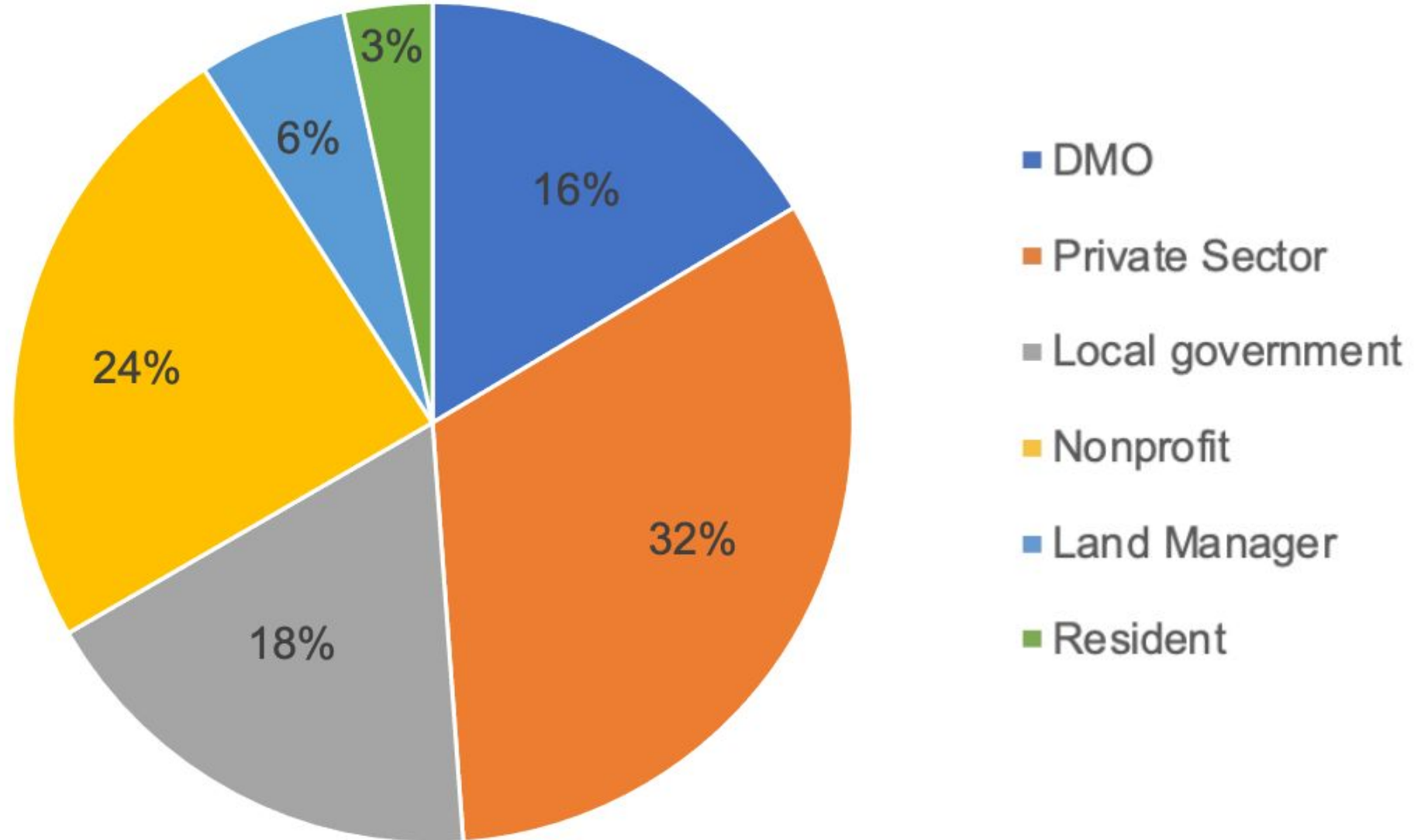
Destination Development Programs

- CRAFT
 - Destination assessments
 - Community action planning workshops
 - Customized technical assistance
- Colorado Dark Sky Mentor Program
- Colorado Electric Byways





942 Total Workshop Attendees



Shared Industry Priorities

1. Advance off-peak tourism opportunities
2. Advance tourism workforce
3. Champion the value of tourism
4. Develop and enhance visitor experience
5. Encourage responsible & respectful use
6. Foster inclusive travel opportunities
7. Promote local businesses & experiences

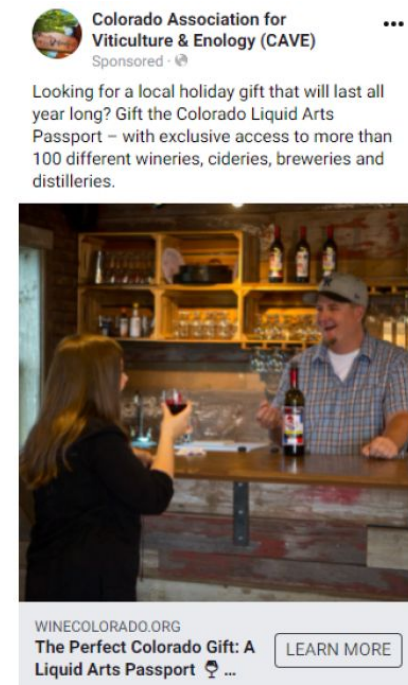
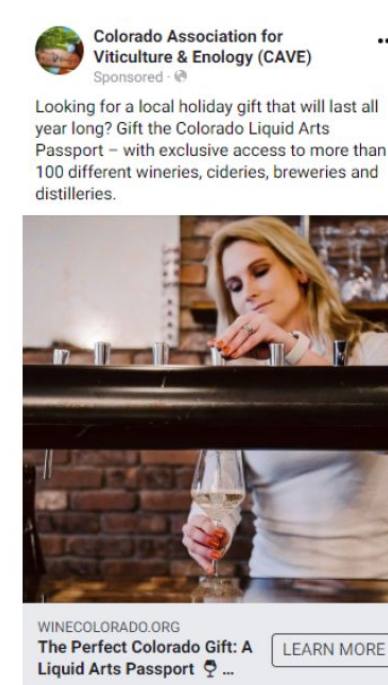


Success Stories



CAVE

- The Colorado Association of Viticulture & Enology (CAVE) participated in the Restart Industry Associations Program
- Identified an opportunity to promote Colorado wineries when tasting rooms opened back up
- Worked with their CRAFT Mentor to launch a geo-targeted social media



CAVE

- Campaign results included:
 - four Facebook advertising campaigns targeting wine enthusiasts and visitors in the Front Range and Grand Valley
 - four campaign landing pages optimized for Colorado wine regions
 - three regional pages with winery locations and visitor resources
 - four digital stories to be featured in Google searches, on CAVE's social media channels, WineColorado.org, ColoradoWinefest.com, and Colorado.com

Colorado Association for Viticulture & Enology (CAVE)
Sponsored · 🌐

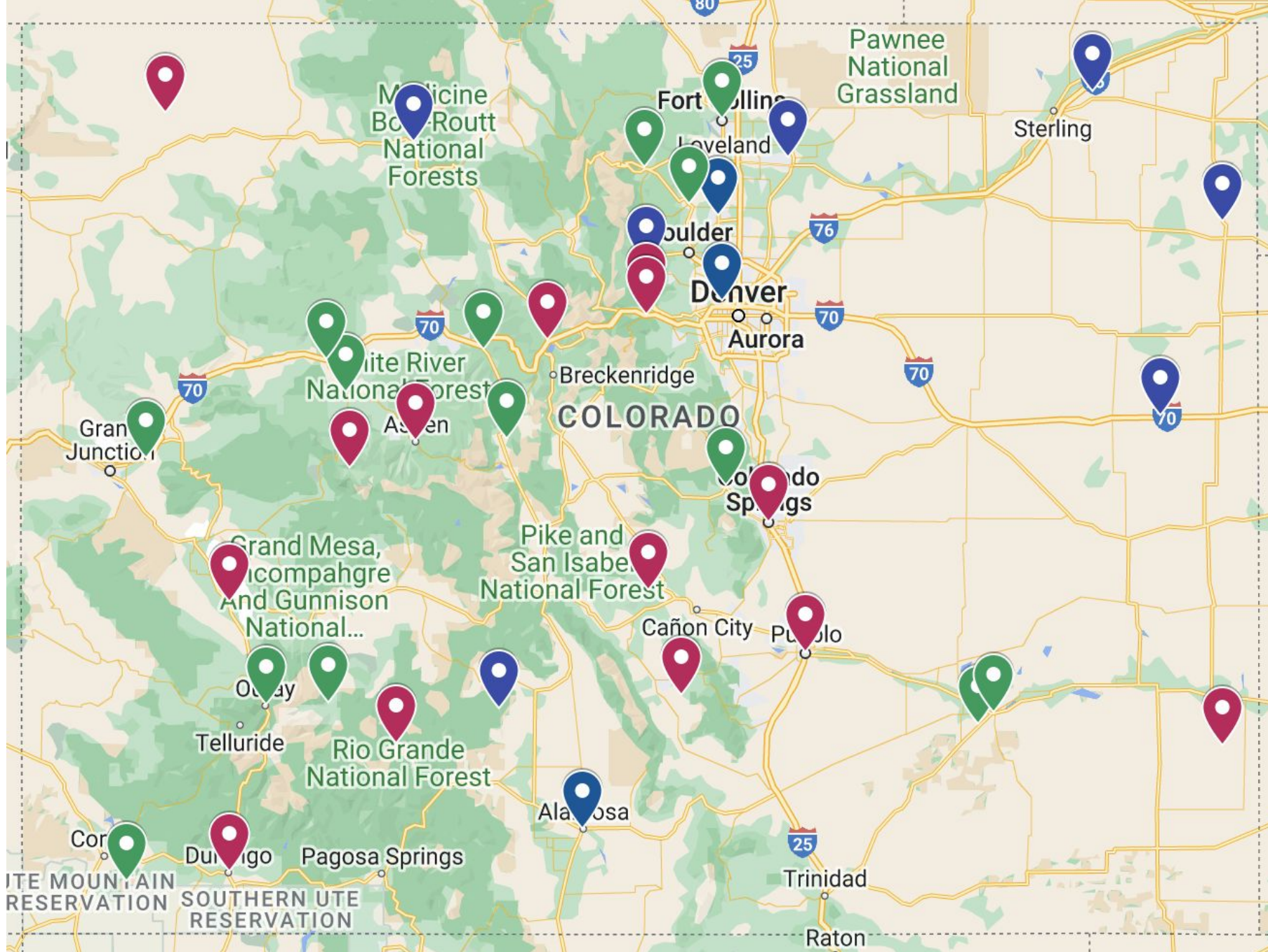
Wine not get away for a weekend? Come explore the Grand Valley – Colorado's wine country. Home to 32 unique ...See more

TAKE A COLORADO WINE GETAWAY

winecolorado.org
Experience a Colorado Wine Getaway 🍷 🏞️ 🏔️

[Learn more](#)

👍❤️ 132 46 Comments 30 Shares



How To Get Involved



Get To Know Your Local DMO

- City or County Level
- See about their programs
- Get listed on their websites
- Stay in touch with their PR & marketing teams
- Let us know if you need help identifying your correct DMO contact



Tourism Tuesday Newsletter

Sign up for our weekly industry newsletter that highlights current and upcoming programs, grant opportunities, industry research updates, partner highlights and more



Opportunities on Colorado.com

- Native and display ads
- Free and paid attraction, event, and special offer listings
- Emails sent to Colorado.com subscribers
- www.oedit.colorado.gov/colorado-com-marketing-promotion#freelisting

Submit a Support Request

[Click here for Colorado Data Engine Extranet instructions.](#)

Complete this form to submit a support request. We will respond as soon as possible.

Personal information

First Name *

Last Name *

PR & Earned Media

- Local Media Receptions
- Media Hosting availability
- Add us to your press releases
 - media@colorado.com
- Tell us about your unique visitor experiences



Where To Find Us

colorado.com

Connect with us on LinkedIn



Travel Inspiration on Instagram:



Contact Us



Hayes Norris

hayes.norris@state.co.us



Andrew Grossmann

andrew.grossmann@state.co.us

Q+A



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THANK YOU



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