

COLORADO TOURISM OFFICE MARKETING OPPORTUNITIES

2021–2022

COME TO LIFE  COLORADO™

REACH 13.5 MILLION ACTIVE COLORADO TRAVEL PLANNERS

THE COLORADO TOURISM OFFICE

DRIVES VISITORS

PAID MARKETING OVERVIEW

The Colorado Tourism Office executes a robust paid and earned media strategy on a national scale to drive brand awareness and consideration of Colorado as a four-season, four-corner vacation destination, thus increasing positive economic impact for the state. This strategy paired with a multi-million-dollar marketing campaign targets an incredibly qualified, active, travel-planning audience, better known as the High-Value Traveler, leading them directly to COLORADO.com, the Official State Vacation Guide and all other related channels.



**NATIONAL
PRINT**



DIGITAL



**TARGETED
CONNECTED
TV**



Print



Digital

To learn more about our campaign,
visit industry.colorado.com/campaign.

PUBLIC RELATIONS

In FY2020, the CTO public relations team generated local, regional and national travel stories with an advertising value of **\$12.3 million** and **1.3 billion impressions**.

The team worked with tourism-industry partners from across the state on story pitches and hosting journalists to secure major story placements including:



DREAM TOWNS:
STEAMBOAT
SPRINGS



ART STARS, HIGH-
ALTITUDE WINES & A
REMOTE NATIONAL
PARK: THE ULTIMATE
COLORADO ROAD TRIP



ELDORA HAS
RANGE



52 PLACES TO GO
IN 2020:
COLORADO SPRINGS



THIS IS WHAT
LGBTQ PEOPLE LOVE
ABOUT COLORADO



LEAVE NO TRACE:
COLORADO'S GUIDE
TO KEEPING THE
TRAILS CLEAN,
SAFE & FUN



COLORADO
STARGAZING
ROAD TRIP

MARKETING MATCHING GRANT PROGRAM

In FY2021, the CTO awarded nearly **\$400,000 in Marketing Matching Grants** to tourism-industry partners. **Nineteen organizations** across the state received these competitive grants.

Grants ranging from \$5,000 to the maximum \$25,000 were awarded and will match their awards dollar for dollar, which range up to \$10,000 and require a less

onerous 4:1 match. The grants support destination initiatives in 17 of the state's 64 counties.

Statewide travel regions, associations, organizations and other nonprofit entities that engage in promoting travel throughout the entire state are eligible for these grants.

PAID MEDIA CO-OP OPPORTUNITIES

The summer and winter Paid Media Co-Op programs allow for partners to invest in CTO's hyper-targeted campaign strategy at a discounted rate that comes with a financial match from the CTO. Customize an investment by choosing between different investment tiers and a la carte options.

You can share your message through the CTO's national campaign strategy and amplify your investment through CTO matching dollars.

Find more information on this and other CTO co-op opportunities, at industry.colorado.com/coop.

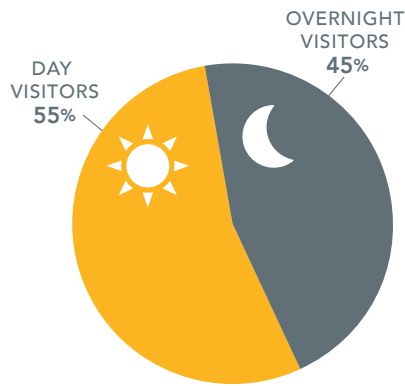
COLORADO VISITOR INSIGHTS



86.9 MILLION
annual visitors

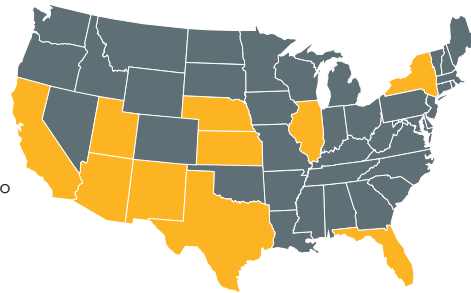


spending
\$24.2 BILLION

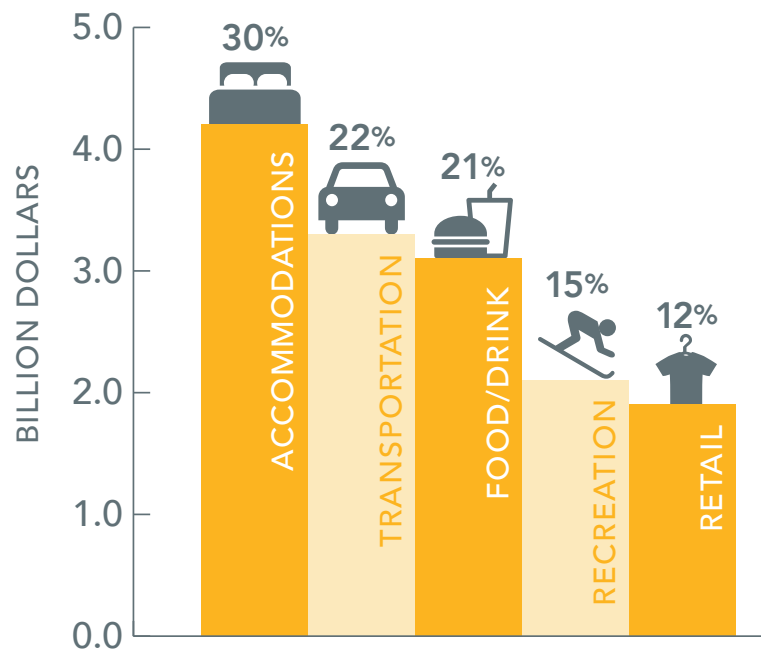


TOP MARKETS

1. California
2. Texas
3. Florida
4. Arizona
5. Illinois
6. New York
7. New Mexico
8. Kansas
9. Nebraska
10. Utah



OVERNIGHT VISITOR SPENDING



4.8 NIGHTS
typical trip duration
vs. 3.8 nationally



\$516/PERSON
Average dollars per
day spent by those on
marketable leisure trips
vs. \$372 nationally

All stats from 2019 Longwoods Report & Dean Runyan Associates

TOP 5 REASONS TO PARTNER WITH THE COLORADO TOURISM OFFICE

1. REACH AN INCREDIBLY QUALIFIED AUDIENCE ACROSS ALL DEVICES:

As the calls to action for the CTO's marketing initiatives, COLORADO.com and the OSVG are important travel-planning tools that bring our beautiful state to life.

2. BENEFIT FROM A TAILORED CAMPAIGN STRATEGY:

We work hand in hand with our advertisers to customize campaign strategies that utilize multiple media outlets.

3. LASER TARGET YOUR CUSTOMER:

We can help you reach your audience at the right time, with the right message, with the right media, on the right device.

4. INCREASE ROI:

Our team of experts will help optimize your campaigns so you realize maximum results.

5. RECEIVE FREE ADVERTISING:

Advertisers with an integrated presence in the OSVG and on COLORADO.com qualify for the Customer Rewards Program.

VISITOR DEMOGRAPHIC PROFILE

All stats from 2019 Colorado Longwoods Report



Sex:

Male	54%
Female	46%



Age:

18–24	12%
25–34	21%
35–44	19%
45–54	16%
55–64	15%
65 & up	18%



Marital Status:

Married/ With Partner	59%
Never Married	26%
Divorced/ Widowed	15%



Children:

No Children Under 18	59%
Any child 13–17	19%
Any child 6–12	23%
Any child under 6	16%



Income:

\$150K+	8%
\$100K– 149.9K	16%
\$75K–99.9K	15%
\$50K–74.9K	22%
Less than \$50K	41%



Education:

Post Grad	23%
College Grad	42%
Some College	20%
High School or less	14%

REACH 13.5 MILLION

QUALIFIED LEISURE VISITORS

PRINT: OFFICIAL STATE VACATION GUIDE & SEASONAL TRAVEL MAGAZINES

REACH
1.5M



OFFICIAL STATE VACATION GUIDE

Inspirational content, gorgeous photography and travel ideas influence visitation.

LOVE SEASONAL TRAVEL MAGAZINES

A lifestyle magazine targeting new and returning travelers with 1 spring/summer issue and 1 winter issue per year.

PRINT USAGE = 53%

Print usage remains strong, with 53% of American travelers utilizing print to research and plan (summer 2020).

CIRCULATION

Official State Vacation Guide:

400,000 copies
Readership: 1.04 million
(2.3 readers/copy)

Seasonal Travel Magazines:

235,000+ subscribers

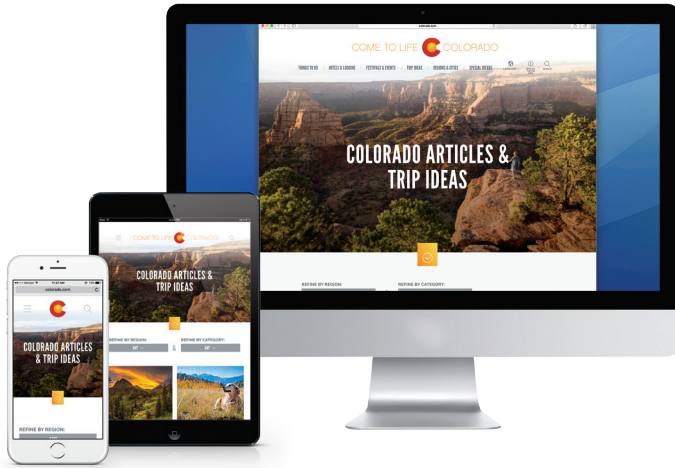


VIRTUAL GUIDE & MOBILE APP

Sessions:	Pageviews:	Avg. Session:
114,735	1.2 million	8.93 minutes

COLORADO.COM

10.8M
SESSIONS



The trusted source for online travel-planning info including articles, business listings, maps and events.

MOBILE-RESPONSIVE
TO REACH VISITORS
ON ANY DEVICE

COLORADO TRAVEL NEWSLETTER



Subscribers receive timely travel ideas, itineraries and events crafted to motivate travel.

MONTHLY DEPLOYMENTS
TO IN-STATE & OUT-OF-STATE
AUDIENCES

REACH
UP TO
228K

PLUS CUSTOM
OPPORTUNITIES

COLORADO WELCOME CENTERS

986K*
VISITORS

Ten welcome centers greet visitors when they arrive at key entry points around the state.

VIDEO MESSAGES BRING
THE STATE TO LIFE



*2019 visitation due to oddities of 2020

COLORADO TOURISM PRINT PROGRAM

COLORADO OFFICIAL STATE VACATION GUIDE

The Colorado Tourism Office employs a targeted advertising campaign that drives potential visitors to visit COLORADO.com, where they request a copy of the annual Official State Vacation Guide, which is designed to inspire and assist in planning.



**REACH
MORE THAN
1 MILLION**

active Colorado travel
planners across 3 channels



*2.3 readers per copy

**400K
ANNUAL
COPIES**

**115K
SESSIONS**

**~7K
DOWNLOADS**



VIRTUAL GUIDE:

Visits: 114,735 Pageviews: 1,175,216
Avg. Session: 8.93 minutes App Downloads: 7,088

The Colorado Official State Vacation Guide is the only print call-to-action for the CTO's efforts. Your message is reaching an incredibly qualified, active-travel-planning audience that you cannot get access to anywhere else.

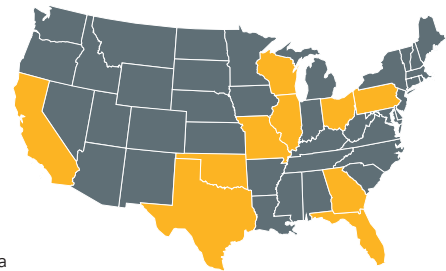
● Getting Guides to Consumers:

400,000 copies reach Colorado visitors.

- **Direct Request:** 300,000 sent before they arrive in Colorado via Colorado.com and TV guide requests (viewers with interactive TV systems can order a guide to be delivered directly to their home after viewing a Colorado commercial)
- **Distributed at Key Locations:** 100,000 to Denver International Airport, Colorado Welcome Centers and the rack program for the drive market

TOP DIRECT-REQUEST MARKETS

1. Texas
2. Florida
3. Missouri
4. California
5. Illinois
6. Oklahoma
7. Georgia
8. Ohio
9. Wisconsin
10. Pennsylvania



OSVG RATES

BACK COVER	INSIDE FRONT COVER	TABLE OF CONTENTS	INSIDE BACK COVER	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
\$18,675	\$16,983	\$16,983	\$16,437	\$14,943	\$11,985	\$9,843	\$7,650

CO-OP RATES AVAILABLE

**VALUE
ADDED**

SEASONAL MAGAZINE DISCOUNT

OSVG advertisers
receive up to
15% discount on
the seasonal
magazine rates.

COLORADO TOURISM PRINT PROGRAM

LOVE, COLORADO SEASONAL TRAVEL MAGAZINES

Connect with repeat and affluent visitors who are looking for their next great Colorado adventure. Research shows 80% of subscribers are return visitors to the state who spend more and stay longer while they are here.

seasonal
PRINT
opportunities



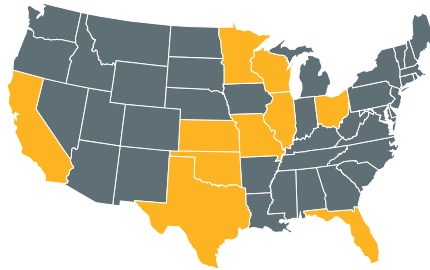
REACH
235,000+
SUBSCRIBERS
2 TIMES A YEAR

SUBSCRIPTION:

This second-touch print resource is sent three times a year to a highly qualified opt-in base of readers who have received the annual vacation guide and want even more information on Colorado travel opportunities.

1. Texas
2. Florida
3. Illinois
4. Missouri
5. California
6. Wisconsin
7. Oklahoma
8. Kansas
9. Minnesota
10. Ohio

TOP 10 STATES



CIRCULATION:

235,000+ copies each in March (spring/summer) and September (winter)

SEASONAL RATES

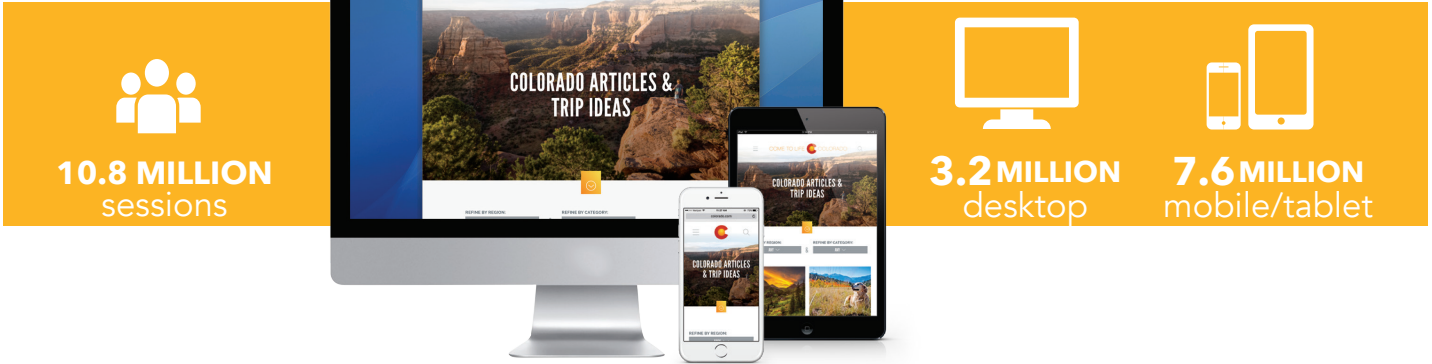
	BACK COVER	INSIDE FRONT COVER	TABLE OF CONTENTS	INSIDE BACK COVER	FULL PAGE	1/2 PAGE
Standalone	\$3,810	\$3,580	\$3,468	\$3,354	\$3,016	\$1,996
OSVG + 1 Seasonal Magazine	\$3,429	\$3,222	\$3,121	\$3,019	\$2,714	\$1,796
OSVG + 2 Seasonal Magazines	\$3,334	\$3,133	\$3,035	\$2,934	\$2,639	\$1,747

DID YOU KNOW?

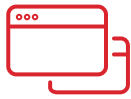
Print usage remains strong, with **54%** of American travelers using it to research/book*

*State of the American Traveler, Summer 2020

COLORADO.COM OFFICIAL STATE WEBSITE



VISITOR OVERVIEW



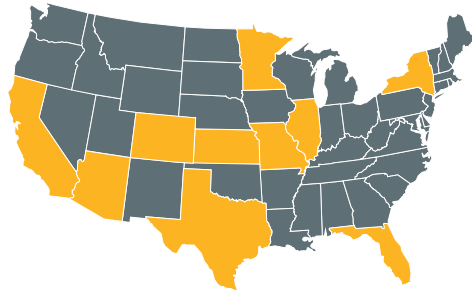
18.7 MILLION
pageviews



**1 MINUTE,
55 SECONDS**
average time
on site

TOP MARKETS

1. Colorado
2. Texas
3. California
4. Florida
5. Illinois
6. Missouri
7. Arizona
8. New York
9. Kansas
10. Minnesota



COLORADO.COM DEMOGRAPHIC PROFILE



Sex:

Female	48%
Male	52%



Education:

No College	34%
College	47%
Grad School	19%



Age:

18–24	9%
25–34	19%
35–44	24%
45–54	24%
55–64	15%
65+	9%



Children:

No Kids	51%
Kids	49%



Income:

\$150K+	15%
\$100K–150K	18%
\$50K–100K	34%
<\$50K	33%



Location:

Out-of-State	42%
In-State	58%

All stats from Quantcast and Google Analytics

NATIVE & DISPLAY ADS

With 10.8 million sessions in 2020, COLORADO.com is the premier online resource for Colorado trip planning. Expand your reach and speak directly to your customers with a highly targeted ad campaign tailored to your specific schedules, goals and budget.

AD UNITS:

- NATIVE:**
Formatted units are integrated into the content of the page and drive a high CTR.
- DISPLAY:**
Tell your story visually with a high-impact canvas.

**CTR IS
3X BETTER
THAN THE
NATIONAL
AVERAGE**



Display

Native

FREE advertising

**Customer Rewards Program
GOT PRINT?
GET REWARDS**

Advertisers with an integrated presence in the OSVG and on COLORADO.com qualify for the Customer Rewards Program. More than 11.6 million reward impressions were served in 2020.

RATES:

NATIVE	IMPRESSION TOTAL	NET RATE	CPM
	50,000	\$925	\$18.50
	100,000	\$1,800	\$18.00
	150,000	\$2,700	\$18.00
	200,000	\$3,500	\$17.50
	300,000	\$5,250	\$17.50

DISPLAY	IMPRESSION TOTAL	NET RATE	CPM
	50,000	\$750	\$15.00
	100,000	\$1,450	\$14.50
	150,000	\$2,175	\$14.50
	200,000	\$2,800	\$14.00
	300,000	\$4,200	\$14.00

BUSINESS & EVENT LISTINGS

The OSVG and COLORADO.com are trusted sources for comprehensive business and event listings that visitors depend on to plan their trips. Our featured listing program gives you premium exposure on relevant city and category pages.

WEB BUSINESS LISTINGS

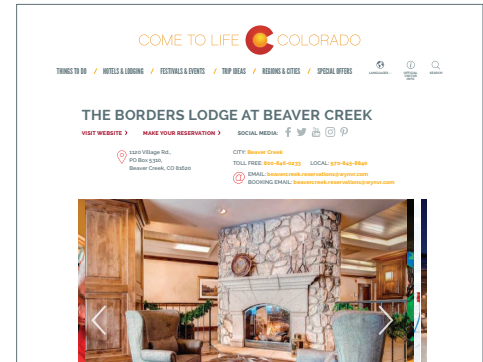
ROBUST FEATURES:

Paid listings receive additional features including:

- Top-tier sort
- Photos/videos
- Social media links

RELEVANT RESULTS:

Multifaceted search filters provide users with relevant results.



RATES:	RATES	CHARACTER DESCRIPTION PRINT	CHARACTER DESCRIPTION WEB	PHOTO(S) ON WEB	TIER SORT	VIDEO	VIRTUAL GUIDE	SOCIAL MEDIA
PRINT & WEB	\$995	250	1,080	20	1	✓	✓	✓
PRINT ONLY	\$510	250	-	-	-	-	✓	-
WEB ONLY	\$612	-	1,080	20	1	✓	-	✓
EVENT PRINT ONLY	\$306	180	-	-	-	-	✓	-
FREE WEB LISTING	Free	-	270	1	2	-	-	-
FREE WEB EVENT LISTING	Free	-	540	6	-	-	-	-

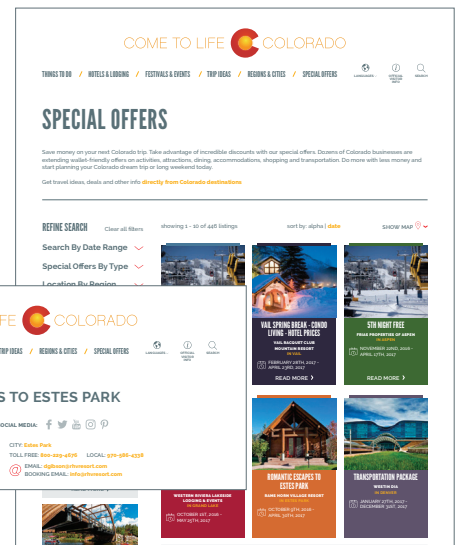
SPECIAL OFFERS

Promote seasonal offers and drive users to your destination or attraction when you need it most.

SPECIAL OFFERS PROGRAM

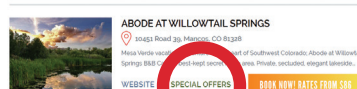
The Special Offers page links from the site's main navigation to highlight paid offers and give more than 8.1 million annual visitors immediate access to offers detailed with a headline and beautiful image that integrates with the site's overall design.

The offers are randomized for each new user to the page.

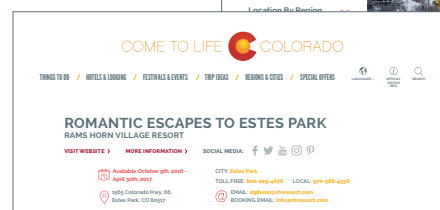


RATES:

MONTHS		
3	6	12
\$306	\$612	\$1,020



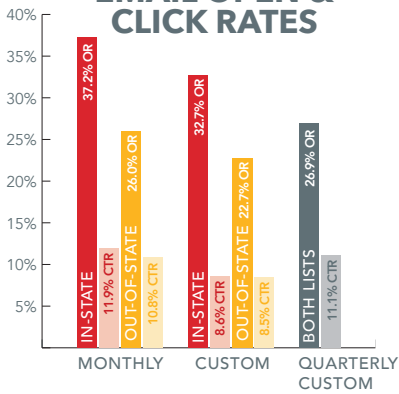
SPECIAL OFFERS >



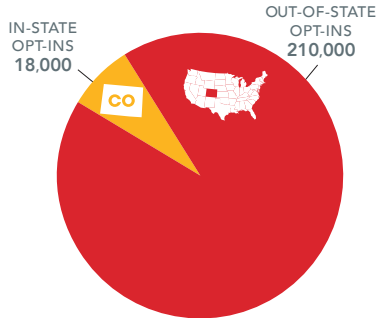
COLORADO EMAILS

Capture an already engaged audience. True fans of Colorado receive a monthly email with captivating articles and upcoming events, and you can target your own message by month and season. Or receive 100% exposure in our custom email program, which deploys to our in- and out-of-state audiences bi-monthly.

EMAIL OPEN & CLICK RATES

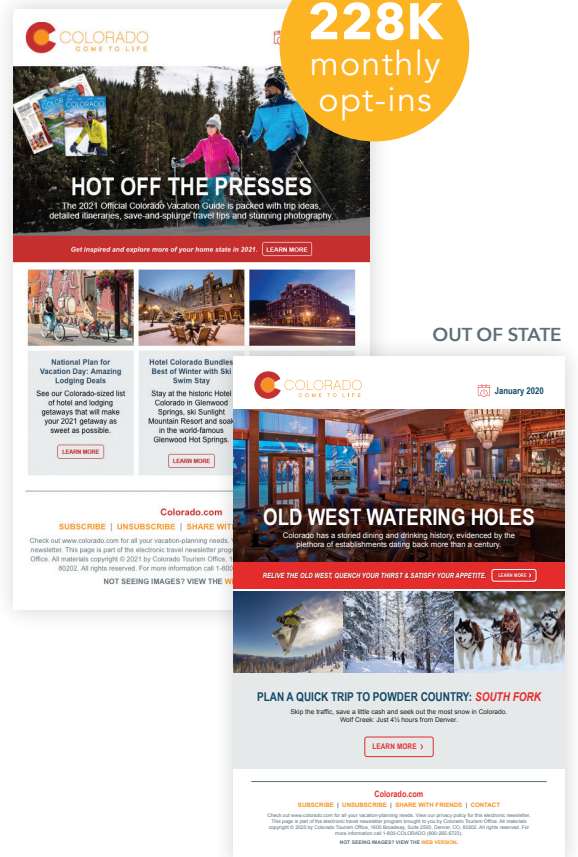


OPT-IN DATABASE



IN STATE

228K
monthly
opt-ins



OFFICIAL MONTHLY NEWSLETTER

	QUANTITY AVAILABLE/MONTH	RATE PER BLAST
IN-STATE BLAST	6	\$765*
OUT-OF-STATE BLAST	1	\$5,000

*Buy two of the same ad unit and get one of equal or lesser value free. Deployments assigned on a first-come, first-served basis.

Tentative editorial coverage, subject to change:

In State (shorter planning windows):
Nov.–Feb. = winter; March–April = spring; May–August = fall; September–October = fall

Out of State (longer planning windows):
Oct–Feb = winter; March–July = summer; September = fall; November–December = winter

CUSTOM EMAILS

Receive 100% exposure or collaborate with other businesses in our custom email program. Submit photos, copy and a call-to-action, and we'll blast your message out to our database, driving all inquiries to your site.

	QUANTITY AVAILABLE	RATE PER BLAST
IN STATE	2 per month	\$2,000
OUT OF STATE	2 per month	\$7,200
BOTH LISTS	1 per quarter*	\$9,000

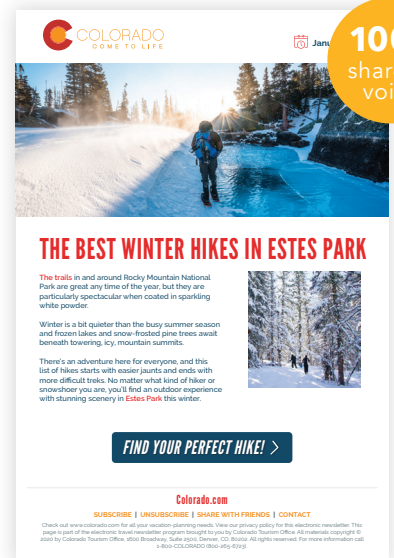
* March, June, August and November

VALUE
added

Tracking codes attached to your links give you 24/7 access to performance results.

Responsive design allows for seamless access across all digital platforms: mobile, tablet and desktop.

100%
share of
voice



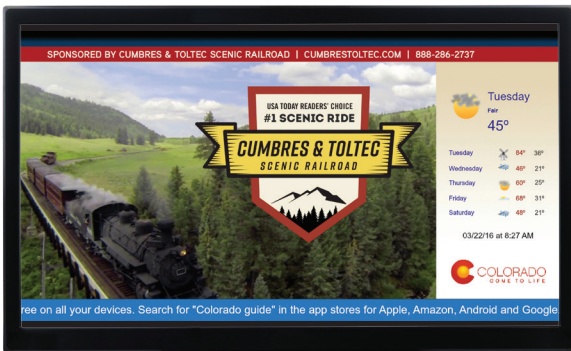
WELCOME CENTER DIGITAL ADVERTISING

Showcase your advertising message on a digital screen within the interior walls of highly trafficked Colorado Welcome Centers and nearly 1 million annual visitors looking for information on where to eat, stay and play.

nearly
1M
visitors
in 2019[^]

PROGRAM HIGHLIGHTS:

- 30-second spots
- Advertisers may display a video (mp4 file) or a slideshow of still photography (jpg files)
- Aspect ratio: 1920 x 1080
- Maximum of 6 advertisers in rotation per center*



RATES:

WELCOME CENTER	ANNUAL VISITORS [^]	ANNUAL RATE
ALAMOSA	28,741	\$287.41
BURLINGTON	148,842	\$1,488.42
CORTEZ	31,456	\$314.56
DINOSAUR	26,906	\$269.06
FORT COLLINS	46,313	\$463.13
FRUITA	133,366	\$1,333.66
JULESBURG	364,608	\$3,646.08
LAMAR	59,220	\$592.20
SILVERTHORNE	121,226	\$1,212.26
TRINIDAD	26,045	\$260.45

*Only three advertisers' videos will be displayed at the Colorado Convention Center. For all centers, artwork may be changed up to two times per year. No sound will be available on the TVs, so advertiser must have a very visual message. [^]2019 visitation numbers used due to the oddities of 2020.

WELCOME LEADS PROGRAM

Grow your opt-in database and gain exposure in front of our most qualified audience, with direct leads from COLORADO.com's lead-generation program.

HOW IT WORKS:

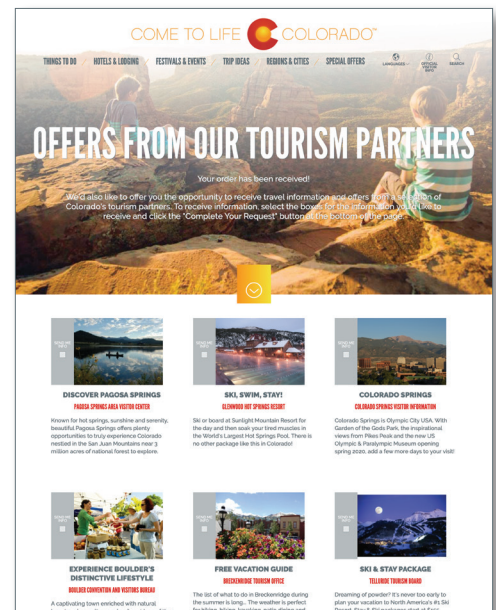
COLORADO.com visitors who request information from the state are directed to a confirmation page where they can elect to receive information from your business. Upon requesting information from you, visitors receive an immediate auto-generated email written by you.

- Nearly 60% of all COLORADO.com visitors who request information from the site also elect to receive additional information from Colorado businesses.
- Increase your email database to direct fulfillment of your guide or brochure.
- Drive consumers to your site in the confirmation email.
- Leads are emailed to you weekly.
- Average annual leads per advertiser: 5,234 (6,993 in 2019); total leads: 204,130

RATES:

SEMI-ANNUAL	ANNUAL
\$2,550	\$5,100

*Rates per calendar year



SPONSORED ARTICLES, VIDEOS & CITY PAGES

Having quality content on your website is the number one way to drive organic traffic directly to your site. Leverage the expertise of the COLORADO.com editorial and video team to grow content for distribution on COLORADO.com and your own site with a custom article or video promoting a vacation experience in your destination.

ARTICLES:

- Text we've written/you've approved that runs on COLORADO.com and includes links to visit your site. We will set up tracking codes (or use ones you provide) to help you identify which traffic came to your site from the article.
- 4 formatted banners you own or share with partners; can be swapped out up to once a quarter.
- Images you supply.
- Visitors will find this content:
 - In the Articles vault, which is accessed from the home page
 - Among Featured Trip Ideas widgets located on the bottom of the homepage, related articles and landing pages (ie, Hot Springs)
 - Organic and on-site search
 - May occasionally be featured on the Trip Ideas page and newsletters when space is available
- Example: COLORADO.com/10ThingsPagosa
- Renewal Rate: \$3,500/year

CITY PAGES*:

- You own your destination's city page, providing all the text and images.
- 4 formatted banners you own or share with partners; can be swapped out up to once a quarter.
- Images you supply.
- Visitors will find this content:
 - When they search your city's name or visit the Regions & Cities page
 - In the Regions & Cities page's Featured Destination box
 - Organic and on-site search
 - May occasionally be featured on the Trip Ideas page and newsletters when space is available
- Example: COLORADO.com/cities-and-towns/aspen



VIDEOS:

- 1- to 3-minute video we shoot for you to run on COLORADO.com.
- 4 formatted banners you own or share with partners; can be swapped out up to once a quarter.
- Includes links to visit your site. We will set up tracking codes (or use ones you provide) to help you identify which traffic came to your site from the video.
- Visitors will find videos:
 - In the Video Gallery, which is accessed from the home page
 - Organic and on-site search
 - May occasionally be featured on the Trip Ideas page and newsletters when space is available.
- Example: COLORADO.com/FallEstes
- Renewal Rate: \$3,500/year

BASE RATE FOR VIDEOS:

- 3-4 locations, depending on set up/travel time in between
- Rights-free music
- 8 hours of shooting from 9am-5pm
- Drone footage
- B-roll provided to you on a hard drive
- No professional voiceover or models

UPGRADE
OPTIONS
available

- Extra half- (\$1,500) and full-day (\$3,000) shooting
- Professional voiceover and/or models (rate varies)
- Additional videos created from shoot (rate varies)

RATES:

ARTICLES	CITY PAGES	VIDEOS
\$4,500	\$5,000	\$8,000

*DMOs only

PROGRAM

AT-A-GLANCE

PRINT

COLORADO.COM

EMAIL

1.5M total reach

10.8M Sessions

228K subscribers

Delivered through a combination of print and digital distribution.

- 1. TOURISM IS POWERFUL:** Colorado welcomes **86.9 million visitors**, spending about **\$24.2 billion annually**.
- 2. TRAVELERS USE A COMPLEX RANGE OF PLANNING SOURCES:** The US traveler uses **40+ sources of information**. The decision to visit, stay or experience your business is likely to have been made using dozens of sources of information well before the point of booking. Keeping in mind that more than 35% of visitors use official destination websites and 53% use print visitor guides, brochures and magazines, you can't afford not to reach these engaged planners (Source: *The State of the American Traveler, 2009–2020, Destination Analysts*).
- 3. INTEGRATED MEDIA IS CRITICAL:** With such a complex planning landscape, integrated multi-media advertising is critical. We work with partners in each destination to **share research, white papers and advertising best practices**, which you can find in our library at: [MilesPartnership.com/Research](https://milespartnership.com/research).
- 4. TOURISM IS ONE OF COLORADO'S STRONGEST ECONOMIC DRIVERS:** Tourism provides a valuable source of revenue and jobs in Colorado. For upcoming events and travel research or to sign up for the Colorado Tourism Office's **industry-partner newsletters**, the Colorado Connection, visit industry.colorado.com.

COME TO LIFE  COLORADO™

May 2021

TO PARTICIPATE IN THE 2022/2022 PROGRAM CONTACT:



ANDREA KUSKIE

Phone:
303-867-8244

Email:
andrea.kuskie@milespartnership.com



PAT ATTKISSON

Phone:
303-867-8241

Email:
pat.attkisson@milespartnership.com