

# FY21 ROLES & OPERATING PROCEDURES INTERNATIONAL PROMOTION COMMITTEE

ADOPTED JUNE 9, 2020

*Supports the Colorado Tourism Office (CTO) in developing an international program to drive and promote travel to Colorado from international markets.*

## I. Shared Purpose

- ▶ **Compete:** Drive high-value international-traveler spending to Colorado.
- ▶ **Create:** Develop and promote new travel experiences for international tourists visiting Colorado.
- ▶ **Steward:** Promote responsible tourism practices in Colorado and enhance traveler disbursement throughout the state.
- ▶ **Advocate:** Educate our destinations on the importance of international tourism and its economic drivers.

## II. Roles

### A. CTO INTERNATIONAL PROGRAM

- ▶ Encourage inbound international travel to the state of Colorado. The program employs in-market representatives to effectively promote, educate, and pitch Colorado to media, travel trade and consumers in the primary target markets. The goal of the program is to inspire visitation to Colorado through public relations, consumer campaigns and product development in each market to enhance bookings and visits to all parts of Colorado.
- ▶ Maximize the program's impact through effective financial management and resource development, including:
  - ▶ Creation and management of an annual budget.
  - ▶ Procurement and management of vendor contracts in keeping with state fiscal policies.
  - ▶ Tracking and reporting of outcomes of program initiatives, vendor performance and budget.
- ▶ To increase awareness of the international traveler's impact through communication and education

### B. INTERNATIONAL COMMITTEE

- ▶ Support the CTO in development of a comprehensive international strategy to drive international traveler spending in Colorado.
- ▶ Advise the CTO on programs and initiatives for the development of international tourism.
- ▶ Promote understanding of the importance of international tourism to the state's economy.

### C. INTERNATIONAL REPRESENTATIVES

- ▶ Execute the program strategy under direction of the program director.
- ▶ Expand the capabilities and impact of the international program.
- ▶ Conduct cooperative marketing programs, media events, training workshops, and familiarization tours in conjunction with Colorado destination partners to promote travel to Colorado.

## III. Procedures

- A. The Committee shall be chaired by a Board member. In consultation with the Board chair, the CTO Director recommends committee chairs for one-year terms, effective July 1. There are no restrictions on reappointment of committee chairs. Restrictions on reappointment of committee members are the prerogative of the Committee Chair and the CTO Director or designee.
- B. The Committee shall hold regularly scheduled meetings a minimum of four times per year.
- C. Upon appointment to the Committee, members are obliged to attend at least three regularly scheduled meetings per year, whether in person or via a technology-based solution. A member not meeting this standard of participation is required to resign.
- D. Meeting agenda and materials shall be shared with committee members at least two days prior to regularly scheduled meetings.
- E. Committee members receive no monetary compensation for their service and are not eligible for reimbursement of travel expenses.
- F. In regard to their service on behalf of the state of Colorado, members are subject to the requirements of Amendment 41.
- G. Members are shielded from individual liability for acts of the Committee.