

Inclusivity in Travel Advisory Group

A Charter for Action

November 2020

Purpose: To provide the Colorado Tourism Office (CTO) with recommendations to develop and promote travel experiences centering on the interests and preferences of diverse travel audiences and to identify strategies creating and supporting a welcoming and safe environment for diverse travelers, in keeping with Governor Polis' goal of promoting equity, diversity and inclusion throughout Colorado.

I. Goals

- Identify a strategy for inviting diverse travelers to explore Colorado, whether through development of travel experiences that speak to specific diverse audiences, direct promotion to these audiences, or addressing structural issues that discourage diverse travelers' interest in visiting Colorado.
- Identify barriers to attracting diverse travelers to Colorado and potential opportunities for breaking them down.
- Identify strategies to showcase the distinctive attributes of Colorado for various diverse audiences in ways that reinforce and are integrated into the Colorado brand and hold appeal for other domestic and international travelers as well.

II. Roles

A. Colorado Tourism Office

- Incorporate Advisory Group recommendations into a cohesive strategy for attracting diverse travel audiences to Colorado.
- Invite Colorado destinations, tourism industry verticals and aligned state and federal partners to join in support of strategies to develop appealing experiences for diverse travelers and address structural obstacles.
- Support and assimilate research to gain a deeper understanding of opportunities to inspire diverse audiences' interest in visiting Colorado
- Ensure that Advisory Group recommendations are incorporated into development of the Colorado Tourism Roadmap to Recovery
- Track and report outcomes of Advisory Group recommendations.

B. Advisory Group Members

- Support CTO in developing recommendations for a cohesive strategy for increasing Colorado's appeal for diverse travelers.
- Provide CTO and all practitioners of Colorado tourism with a deeper understanding of diverse travelers' interests and requirements
- Recommend a positioning statement (or statements) to showcase the distinctive attributes of Colorado for various diverse audiences in ways that can reinforce and be integrated into the Colorado brand.
- Advise the CTO on optimal ways of expressing these messages.
- Educate elected leaders, tourism stakeholders and community members about agreed-upon positioning and importance of education and promotion in support of this initiative.

III. Agreements

- The Advisory Group shall be co-chaired by members of the Colorado Tourism Board and shall engage in two meetings conducted by a professional facilitator, one to gather input and another to review and finalize recommendations.
- All Advisory Group meetings are subject to the Open Meetings law and shall be posted publicly and open to the public.
- Meeting agenda and materials shall be shared with committee members seven days prior to regularly scheduled meetings.
- Advisory Group members receive no monetary compensation for their service and are eligible for reimbursement of travel expenses in accordance with CTO policy and state guidelines.
- In regard to their service on behalf of the state of Colorado, members are subject to the requirements of Amendment 41.
- Members are shielded from individual liability for acts of the Advisory Group.