



COLORADO
TOURISM OFFICE

Roadmap 2.0

Adopted on September 21, 2022



Introduction

The Colorado Tourism Roadmap 2.0 is the evolution of the original Colorado Tourism Roadmap created in 2017 and has been updated to provide a new vision, goals and continued guidance to the Colorado Tourism Office (CTO) and its stakeholders.

This version is adapted to the evolving travel and tourism landscape and incorporates input from staff members, industry stakeholders, tourism partners, board members and the general public.

The CTO Roadmap 2.0 has been refined to focus on three strategic pillars: Economic Vitality, Destination Stewardship and Industry Leadership.

Office of Economic Development and International Trade (OEDIT)/Colorado Tourism Office (CTO) Mission Statement:

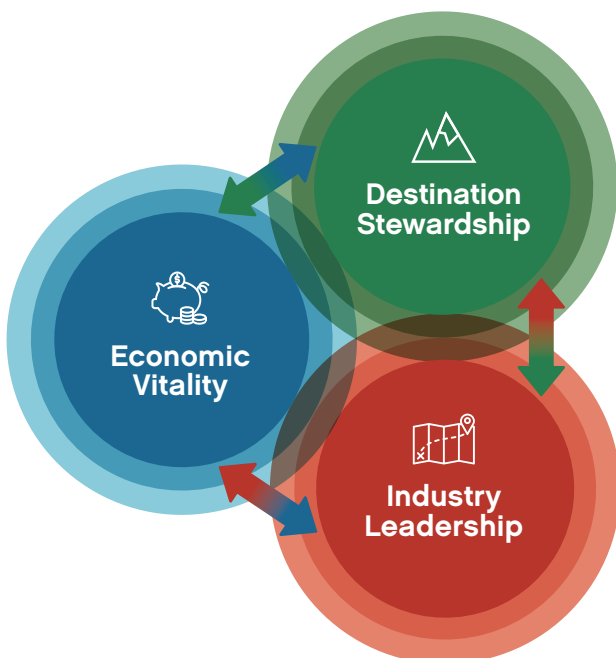
To achieve and sustain a healthy Colorado economy that works for everyone and protects what makes Colorado the best state in the country to live, work, start a business, raise a family, and retire.

Colorado Tourism Office Vision Statement:

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

Strategic Pillars

This strategic plan seeks to advance the strength and resilience of the entire industry through collaboration, inclusivity, innovation and leadership. The Colorado Tourism Roadmap 2.0 will guide the work of the CTO and will be revised based on changing economic conditions, evolving industry landscapes or at the direction of the Colorado Tourism Office Board or Director.



Economic Vitality

Ensure a robust tourism economy throughout all four corners of Colorado.

A Advance Colorado's competitive position as a leading, multi-season destination through brand development and destination promotion.

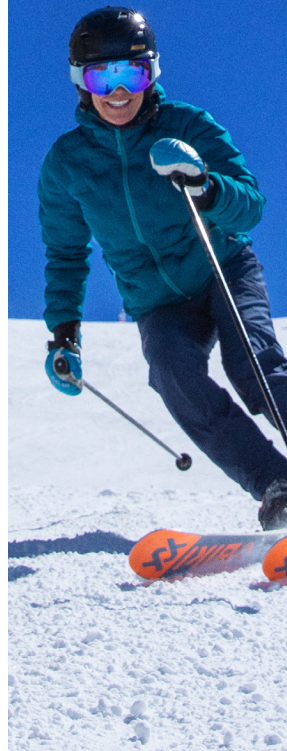
- i. Promote and strengthen Colorado's brand narrative and destination identity on the global stage.
- ii. Continue to target and refine our values-based audiences.
- iii. Promote off-peak, multi-season travel times and destinations.
- iv. Collaborate with industry partners to ensure Colorado's brand is activated in a consistent manner.
- v. Collaborate with OEDIT divisions, local chambers of commerce and destination management organizations for unified state branding and campaigns.
- vi. Focus on top performing marketing initiatives and CTO-led programs that support CTO mission and values.
- vii. Invest in new technologies to optimize research, data and marketing.
- viii. Build a compelling and rebranded online presence and a forward-thinking digital strategy.

B Strengthen Colorado's economic growth by understanding, balancing and prioritizing the varied needs of individual destinations and the state.

- i. Engage with tourism industry partners throughout the state to receive input on their priorities and emerging promotional opportunities.
- ii. Enhance digital platforms for crowdsourcing community and industry input to inform strategic planning.
- iii. Continue to improve how CTO audiences are redirected to partner platforms.
- iv. Make partner campaign amplification simple and compelling.
- v. Enhance marketing opportunities and community engagement at Welcome Centers.

C Increase economic impact of international visitation.

- i. Restore visitation and spending from Canada, Mexico, United Kingdom, Germany and France back to 2019 levels.
- ii. Return to \$1.6 billion in travel spend from all international markets by 2025
- iii. Support the ski industry through sales missions, international marketing and events to promote Colorado as a premier global winter sports destination.





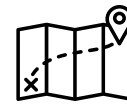
Destination Stewardship

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

- A Protect the integrity of Colorado's natural and cultural resources.**
 - i. Collaborate with industry sectors and stakeholders to address challenges related to sustainable and responsible destination management.
 - ii. Create continued opportunities to amplify responsible tourism marketing, education, and best practices.
 - iii. Explore tourism-related climate action and adaptation strategies and solutions.
 - iv. Establish environmental sustainability research study and approach.

- B Advance inclusiveness and pursue ways that Colorado can share a welcoming experience for all travelers.**
 - i. Continued adoption of "Inclusivity in Travel" report and recommendations.
 - ii. Create opportunities for connection and increased knowledge sharing for the tourism industry and communities.
 - iii. Develop diversity, equity, inclusion and accessibility research and promotion.

- C Foster a regenerative and community-focused approach to travel.**
 - i. Increase traveler awareness and education on how to reduce impact and maximize destination enrichment - before, during and after their visit.
 - ii. Maximize the tourism industry's opportunities, connections and collaborations with local communities.
 - iii. Build awareness of the value of tourism among residents and celebrate shared successes.



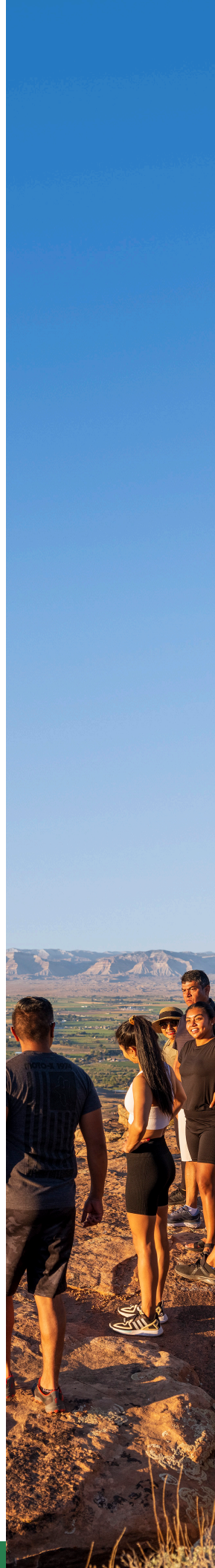
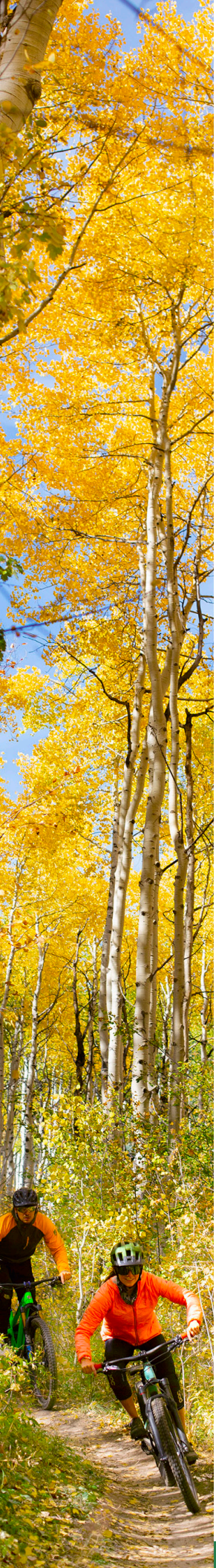
Industry Leadership

Serve as a trusted and effective resource for both the tourism industry and the communities it serves.

- A Foster alignment and collaboration within the tourism industry and the larger Colorado economy.**
 - i. Support expansion of air service to Denver International Airport and Colorado's regional airports.
 - ii. Create alliances with new partners and strengthen existing partnerships in the public, private, and civic sectors.
 - iii. Identify needs to grow grant and funding opportunities to support an evolving tourism landscape.
 - iv. Support the attraction and retention of a strong tourism workforce that is diverse, equitable, and inclusive to all people.

- B Lead development of partnerships for tourism-related research within the tourism industry.**
 - i. Serve as a trusted resource for high-level tourism research for all sectors of the Colorado economy.
 - ii. Support data collection for strategic planning at the state, regional, and municipal levels.
 - iii. Lead data collection related to tourism industry investment opportunities.

- C Provide impactful, valuable support for industry stakeholders, destinations and community/non-profit organizations.**
 - i. Offer meaningful grant opportunities that maximize return on investment (ROI) by leveraging funds to optimize impact as well as address the current needs of the tourism industry.
 - ii. Create and deliver programs, resources and educational opportunities that respond to industry crises, challenges, and evolving needs.
 - iii. Explore opportunities to partner with industries and organizations that improve quality of life in destinations, including health, transportation, technology, etc.



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