



COLORADO TOURISM OFFICE PARTNER RESOURCE GUIDE

A MESSAGE FROM THE DIRECTOR

Dear Industry Partner,

Whether you're new to the Colorado travel industry or a seasoned professional, we hope this guide helps you fully leverage the resources of the Colorado Tourism Office and maximize your exposure to visitors.

There are so many ways to share your message — in our national “Come To Life” media campaign, in our pitches to national travel writers, at our 10 Colorado Welcome Centers, on [COLORADO.com](https://www.colorado.com), through our influencer initiatives or on the Visit Colorado social channels. We also stand ready to help you build your destination's appeal, create new travel products and use the CTO's nationally recognized destination stewardship program as a springboard.

We welcome your partnership. Working together, we can build the strength of our industry and attract travelers who share our values and will help our state thrive. We hope this new guide makes it easy for you.

Sincerely,



Cathy Ritter,
Director, Colorado Tourism Office



COLORADO
TOURISM OFFICE



HELPFUL TIPS

THE GUIDE IS ORGANIZED IN 5 PHASES:

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EACH PHASE IS ORGANIZED USING CATEGORIES:



CONNECT



**TRAINING &
PROGRAMMING**



**FUNDING
OPPORTUNITIES**



**MARKETING/
PR/SOCIAL
MEDIA**



INTERNATIONAL

Questions? Contact the Manager of Industry Partnerships at Emily.Haddaway@state.co.us.



COLORADO
TOURISM OFFICE



PHASE 1: GET STARTED



CONNECT

Check out industry.colorado.com

At industry.colorado.com, find the CTO's key initiatives, board and team member information, research and report statistics, industry toolkits and program information. This is your first stop for information about CTO programs, upcoming events and meetings, grants and more.

Stay up to date with "What's open in CO?"

To make sure travelers and travel professionals alike have access to the latest Colorado travel information, we created a new resource on [COLORADO.com](https://colorado.com) called [What's Open in Colorado](https://colorado.com/whats-open-in-co). We rely on people like you — our partners — to help us keep this travel tool up to date.

Travel resources

Colorado is promoted to travelers through domestic and international marketing, national public relations outreach, social media, the *Official State Vacation Guide* and [COLORADO.com](https://colorado.com), one of the most visited state tourism websites in the country. The CTO also provides traveler services at Colorado Welcome Centers and through 1-800-COLORADO.

Sign up for industry newsletters & communications

[The Colorado Connection](https://colorado.com/the-colorado-connection) is the monthly voice of the CTO. Stay up to date on news, events, initiatives, comings and goings, ways to get involved and much more. The CTO's PR team also produces a monthly newsletter, [The Hot Sheet](https://colorado.com/the-hot-sheet), to keep the industry current on media opportunities, recent media highlights, requests for information and more.



Once you've signed up for the Colorado Connection, you'll automatically begin to receive the CTO's weekly newsletter, **Tourism Tuesday**. Distributed Tuesday mornings, these newsletters contain timely updates about Colorado Tourism Office programs and other pertinent tourism industry updates.

Follow the Colorado Tourism Buzz on Facebook

Become a fan of our industry [Facebook page](#) to stay up to the minute on happenings and insights about Colorado tourism.

Join the Colorado Tourism Exchange

Request access to join the private Facebook Group, [Colorado Tourism Exchange](#). Interact with your tourism colleagues around the state to share news, post job openings and ask questions in a contained forum.

Contact the Colorado Tourism Office

Are you a new business, attraction or DMO representative? Introduce yourself and connect with the Manager of Industry Partnerships, Emily Haddaway. This CTO representative can answer questions and facilitate connections with relevant resources at CTO. Contact Emily at Emily.Haddaway@state.co.us.

Reach out to your local chamber, CVB or DMO

Familiarizing yourself with your local chamber, convention and visitors bureau (CVB) or destination marketing organization will help you gain additional insight into how they support and promote travel in your area, as well as how you can work with them. Check out our full list of partners [here](#).

Create FREE business or event listings on COLORADO.com

Any tourism-related business or organization in Colorado can [sign up for free listings](#) on [COLORADO.com](#). To submit a listing for a business, special offer or event, you must first create an Industry Partner account. Please reference the Business Listing Rules for guidelines and listing specifications.

Attend the annual Colorado Governor's Tourism Conference

The annual [Colorado Governor's Tourism Conference](#), presented by the CTO, is the premier education and networking event for members of the Colorado travel industry. It offers an ideal environment for tourism experts and industry leaders to build upon past successes and discuss future directions. [Scholarships](#) are available for first-time attendees.

Distribute brochures at CTO Welcome Centers

Our 10 Colorado Welcome Centers greet more than 900,000 visitors annually. Colorado destinations and attractions may [submit brochures](#) and other collateral for distribution free of charge to Colorado visitors. All materials must comply with CTO guidelines.

Join TIAC and/or CADMO

Tourism Industry Association of Colorado is a non-profit advocacy association that shares a unified voice for tourism-related organizations and associations. Tourism Industry Association of Colorado members include associations representing restaurants, lodging, dude ranches, bureaus, the gaming industry, the ski industry, outdoor and cultural attractions, river outfitters, campgrounds and others. Check out the Tourism Industry Association of Colorado Toolkit on our website [here](#).

Colorado Association of Destination Marketing Organizations is a nonprofit organized to enhance and support the destination marketing organization industry in Colorado. Its membership includes about 30 DMOs.

We rely on these associations and organizations to represent thousands of businesses across the state and advocate for a vibrant tourism industry. Contact TIAC and CADMO Administrator, Vicky Nash at Vicky@resorttrends.com to learn more.



TRAINING & PROGRAMMING

Become a Colorado Concierge

The CTO created the Colorado Concierge program as a free resource for all Colorado businesses to coach their frontline workers into being Colorado experts and develop their ability to deliver Colorado-style hospitality. The ultimate goal is to build a statewide community of visitor-friendly ambassadors who can answer the question “What’s there to do around here?” People who can answer this question will be able to create better experiences for travelers, point them to lesser-known destinations and even coach them on how to reduce their impact on Colorado’s resources and protect others from harm. Take the training [here](#).

Connect with the CTO Destination Development team

The CTO’s Destination Development team supports Colorado tourism industry partners in the development and promotion of visitor experiences that align with their competitive advantage as a destination and help

protect their unique sense of place. Various resources and opportunities are available throughout the year that they can connect you with depending on your current needs. Send an email to the Director of Destination Development at Andrew.Grossmann@state.co.us or Senior Manager of Grant Programs at Elizabeth.O’Rear@state.co.us today to introduce yourself and start a conversation about current opportunities.



FUNDING OPPORTUNITIES

Apply for a scholarship as a first-time attendee to Gov Con

The [Colorado Tourism Office’s Governor’s Tourism Conference Scholarship](#) provides funding for individuals with a dedication to Colorado tourism to attend the Colorado Governor’s Tourism Conference. The scholarship includes conference registration and reimbursement for lodging and travel expenses.

The application for a first-time attendee scholarship is available [here](#).



MARKETING/PR/ SOCIAL MEDIA

Conduct an audit

Conducting an audit that analyzes your marketing initiatives and creative is important because it gives insight into its effectiveness. It also allows you to determine where you should allocate your budget and maximize ROI.

Set up social media channels for your business/office

Develop a social strategy that reaches your target audiences through the most effective and efficient social platforms. No strategy yet? This [article](#) can help guide your organization or business in creating a plan. If you’re not seasoned in social strategy or content development, consider pulling in expert resources or doing some additional reading on the topic. Also, be sure to follow Visit Colorado on Facebook, Instagram, and Twitter, and use #ColoradoLive in your social media outreach.



PHASE 2: REACH HIGHER



CONNECT

Build local & regional itineraries

The CTO created the [*Colo-Road Trips microsite*](#) on [COLORADO.com](https://colorado.com) to provide travelers with inspiration for multi-day trips throughout the state. Each Colo-Road Trips itinerary offers insider travel tips as well as places to go, eat and sleep along less explored paths through our spectacular state. You can promote your community or region by creating and sharing itineraries that follow the CTO's tried-and-true 3-3-1 strategy for itinerary building. Learn how to create one for free [here](#).

Familiarize yourself with tourism data & research

The Colorado Tourism Office supports an annual research program with industry-leading research firms. In the annual Dean Runyan Associates report, you can find the latest economic impact data for traveler spending, including county-by-county breakdowns for jobs, business earnings, and local and state tax generation. The [*Longwoods International annual report*](#) shares deep insight into the travelers who came to Colorado during the prior year.





TRAINING & PROGRAMMING

Utilize CTO toolkits

Learn how to take part in CTO initiatives or access free marketing tips, crisis-communication guides and more through the CTO Industry Toolkits on the Industry Partners site. New toolkits are added periodically, so check back frequently. Explore all toolkits [here](#).

Apply to participate in the Colorado Rural Academy For Tourism (CRAFT)

The Colorado Tourism Office developed the Colorado Rural Academy For Tourism (CRAFT) to support communities across the state wanting to integrate tourism into their economic-development strategies and develop new visitor experiences aimed at attracting increased traveler spending. A suite of CRAFT programs are available for tourism entities in Colorado to develop shared visions for advancing tourism, receive consulting to advance tourism strategies, and access implementation funding grants to fund local tourism projects. [Learn more about CRAFT and apply today](#).



FUNDING OPPORTUNITIES

Participate in our marketing & social co-ops

Through our vendor relationships, the CTO offers co-operative marketing opportunities for paid media, social media and user-generated content acquisition. A co-op is a co-branded program that promotes your destination as well as the state of Colorado. Financial support is contributed by both parties, amplifying your marketing dollars, and reach. Find out more information about these opportunities [here](#).



MARKETING/PR/ SOCIAL MEDIA

Add CTO PR team to your distribution lists

The CTO PR team proactively pitches stories about travel trends and news from across the state and appreciates industry partners sending unique story angles, press releases and news on a regular basis. [Reach out to us today](#).

Share content with CTO for social media use

Share photos of your business or destination on the Visit Colorado Facebook page and other social channels. With a combined following of more than a million users across its social channels, the CTO can help spread your message to future visitors. Send photos, news stories or articles to the CTO's Social Media Strategist at Dave.Fluegge@colorado.com to be considered for social sharing.

Utilize CTO marketing & advertising opportunities

Target your advertising to a highly qualified group of Colorado travelers by sharing your message on the CTO's owned channels, including COLORADO.com, e-newsletters, the *Love, Colorado* seasonal magazine, and the *Official State Vacation Guide*. Check out our media kit [here](#).



PHASE 3: THINK BIGGER



CONNECT

Get involved with national associations

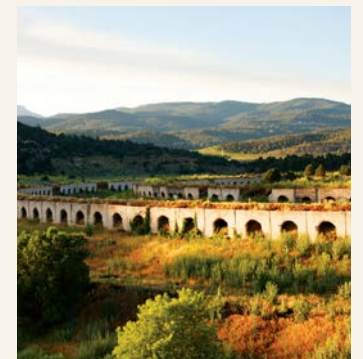
By becoming a member of national travel associations, you will gain a greater knowledge of the tourism industry as a whole and will keep your business or community competitive. These associations actively monitor domestic and international industry trends as well as political issues to keep you informed. Consider these to start: [US Travel Association \(USTA\)](#) and [Destinations International \(DI\)](#).

Attend domestic tradeshow through Tour Colorado & Destination Colorado

Tour Colorado promotes group tours and packaged travel within and throughout Colorado by being the primary liaison between the suppliers of tour products and professional tour operators looking to purchase these products. Connect to Tour Colorado [here](#).

Destination Colorado is a non-profit organization designed to provide resources and information for meeting and event planners. Among the more than 130 members, you'll discover the solutions to every planning challenge. Learn more [here](#).

Though both are membership organizations, each receives sponsorship funding from CTO and is charged with representing the entire state of Colorado. However, membership allows for participation in tradeshow and other events.





TRAINING & PROGRAMMING

Apply for the Colorado Tourism Leadership Journey

The Colorado Tourism Leadership Journey was created by the CTO for aspiring leaders with a demonstrated commitment to a career in the tourism industry and a passion for sharing the Colorado experience. This yearlong tuition-based program is ideal for high-performing people seeking to advance their effectiveness as tourism leaders. For employers, it offers a cost-effective way to develop, reward and retain top talent. Applications open in April each year. Find out more [here](#).



FUNDING OPPORTUNITIES

Apply for a Marketing Matching Grant

The CTO's Marketing Matching Grant Program provides funding to non-profit organizations and municipalities or counties in the state of Colorado for

the purpose of promoting the state or a region as a tourism destination and is intended to increase overnight stays and visitation beyond 50 miles. Travel regions throughout the state are eligible for these grant dollars, as well as statewide associations, organizations and other non-profit entities that engage in promoting travel throughout the entire state. Full details of our grant program located [here](#).



MARKETING/PR/ SOCIAL MEDIA

Host a media or PR fam tour

The CTO PR team pitches and hosts about 40 journalists each year to experience Colorado offerings first hand. These journalists are usually on story assignments or have strong story prospects. While the CTO typically covers transportation costs for these journalists, we rely heavily on industry partners to assist with itinerary planning, meals, lodging and activities. The reward is story coverage in top, targeted, national travel publications. Please reach out to media@colorado.com for opportunities.

Content creation

Create engaging content for your brand by sponsoring articles and videos on COLORADO.com. Learn more [here](#).

Participate in a media reception

The CTO hosts media receptions each year to gather industry partners and local journalists to discuss the state's latest news and story angles. Each reception is attended by about 20 industry partners and 30-plus Colorado journalists and is a great networking opportunity. Please reach out to media@colorado.com for more information.



INTERNATIONAL

Build your lodging inventory for international travelers

Receptive Tour Operators (RTOs) are local wholesalers of tourism products who create packages to market to tour operators worldwide. RTOs play a major role in getting your product into tour itineraries globally, which expands your destination's reach and audience considerably. If you are interested in selling to the international market, work with your hotels and lodging properties to partner with an RTO to increase international bookings to your destination. For more information, please contact oedit.cto_international@state.co.us or learn more [here](#).



PHASE 4: SEE FURTHER



CONNECT

Attend a national industry conference

Get exposure to national experts at a top industry conference. ESTO is the annual educational conference offered by the U.S. Travel Association for state and local destinations. Destinations

International, which represents hundreds of city and regional destinations across the U.S., also holds a multiday annual educational conference. While these conferences can be a financial investment, they provide valuable information and connections with your industry peers.





MARKETING/PR/ SOCIAL MEDIA

Grow your opt-in database with the Welcome Leads Program

COLORADO.com visitors who request an *Official State Vacation Guide* or other marketing materials are directed to a confirmation page where they can elect to receive more information from your business or destination. Once they opt in, your organization collects their email addresses for use in your own marketing efforts. Learn more [here](#).



INTERNATIONAL

Host an international familiarization tour (FAM)

One of the best and least expensive ways of getting involved with international tourism is hosting international media and travel trade FAMs. Contact oedit.cto_international@state.co.us to learn more.

Translate your promotional materials into other languages

Translate marketing materials for use at international tradeshows, sales calls, and fulfillment of information requests. The CTO's international representatives can translate your pieces for you at a discounted rate. For more information, please contact oedit.cto_international@state.co.us.

Consider U.S.-based international tradeshows

Attend a U.S.-based international trade show. These include the Go West Summit, Connect Marketplace and North American Journey's RTO Marketplace. For more information, please reach out to the International team at oedit.cto_international@state.co.us.



PHASE 5: MAXIMIZE



INTERNATIONAL

Get Involved with CTO international co-ops

The International Program provides a variety of co-op opportunities with major tour operators through our international representatives. Offerings change annually; please reach out to cedit.cto_international@state.co.us for current options or you can learn more [here](#).

Get involved with Brand USA partnerships & co-ops

The International Program provides a variety of co-op opportunities through Brand USA (the USA's destination marketing organization) for partners around the state. Offerings change annually; please reach out to cedit.cto_international@state.co.us for current options or you can learn more [here](#).

Join the CTO's booth at an international tradeshow

The CTO arranges for booths at major international tradeshows and offers destination partner participation to create a unified presence for Colorado. Participation is limited. These shows may include:

- ▶ IPW, the USA's largest international travel tradeshow, hosted by the U.S. Travel Association. IPW takes place each year in May or June and brings together 1,300 international tour operators, 600 international journalists and more than 3,000 U.S. suppliers to transact billions of dollars of business in a meeting format. The U.S. location changes from year to year.
- ▶ ITB is Europe's largest travel tradeshow and brings global destinations together with European tour operators for three days of meetings; the following weekend is open to the public. ITB takes place in March in Berlin.
- ▶ World Travel Market takes place in November in London, bringing together top U.K.-based tour operators and media with suppliers from all over the world. Business is transacted over three days of meetings between suppliers, media and tour operators. Learn more about this opportunity [here](#).

PARTNER CHECKLIST

PHASE 1: GET STARTED

CONNECT

- ☐ Check out industry.colorado.com
- ☐ Stay up to date with "What's Open in Colorado?"
- ☐ Explore COLORADO.com
- ☐ Sign up for industry newsletters and communications
- ☐ Follow the Colorado Tourism Buzz on Facebook
- ☐ Join the Colorado Tourism Exchange
- ☐ Contact the Colorado Tourism Office
- ☐ Contact your local chamber, CVB or DMO (if applicable)
- ☐ Create a free business or event listing on COLORADO.com
- ☐ Attend the Colorado Governor's Tourism Conference
- ☐ Distribute brochures at CTO Welcome Centers
- ☐ Join TIAC (Tourism Industry Association of Colorado) and/or CADMO (Colorado Association of Destination Marketing Organizations) (If applicable)

TRAINING & PROGRAMMING

- ☐ Become a Colorado Concierge
- ☐ Connect with the CTO's Destination Development team

FUNDING OPPORTUNITIES

- ☐ [Apply for a scholarship](#) as a first-time attendee to Gov Con

MARKETING/PR/SOCIAL MEDIA

- ☐ Conduct an audit of all marketing materials and creative assets
- ☐ Set up social media channels for your business/office

PHASE 2: REACH HIGHER

CONNECT

- ☐ Build local & regional itineraries
- ☐ Familiarize yourself with tourism data and research

TRAINING & PROGRAMMING

- ☐ Utilize CTO toolkits
- ☐ Apply to participate in the Colorado Rural Academy For Tourism (CRAFT)

FUNDING OPPORTUNITIES

- ☐ Participate in our marketing & social co-ops

MARKETING/PR/SOCIAL MEDIA

- ☐ Add CTO PR team to your news and press release distribution lists
- ☐ Share content with CTO for social media use
- ☐ Utilize CTO marketing opportunities

PHASE 3: THINK BIGGER

CONNECT

- ☐ Get involved in National Associations (USTA, DI, etc)
- ☐ Attend domestic tradeshow through Tour Colorado or Destination Colorado

TRAINING & PROGRAMMING

- ☐ Apply for the Colorado Tourism Leadership Journey

FUNDING OPPORTUNITIES

- ☐ Apply for a Marketing Matching Grant

MARKETING/PR/SOCIAL MEDIA

- ☐ Host a media or PR FAM Tour
- ☐ Content creation
- ☐ Participate in a media reception

INTERNATIONAL

- ☐ Build your lodging inventory for international travelers

PHASE 4: SEE FURTHER

CONNECT

- ☐ Attend an industry conference (ESTO, Destination International)

MARKETING/PR/SOCIAL MEDIA

- ☐ Grow your opt-in database with the Welcome Leads Program

INTERNATIONAL

- ☐ Host an international FAM tour
- ☐ Translate your promotional materials into other languages (CTO can assist)
- ☐ Consider U.S.-based international tradeshow

PHASE 5: MAXIMIZE

INTERNATIONAL

- ☐ Get involved with a CTO-sponsored international co-op
- ☐ Get involved with Brand USA partnerships & co-ops
- ☐ Join the CTO's booth at an international tradeshow

Questions? Contact the Manager of Industry Partnerships at Emily.Haddaway@state.co.us.



RECOVERY RESOURCES

CTO REOPENING RESOURCES

- ▶ Apply for inclusion in the “[What’s Open in Colorado](#)” online resource guide on Colorado.com to confirm your destination is ready to be promoted. And help us keep your information up to date.
- ▶ Invite local businesses to [update their Colorado.com listing](#)
- ▶ Submit new photo assets into [our online image database](#)
- ▶ Work with local partners to develop special offers we can add to Colorado.com
- ▶ Contact [Andrea Kuskie](#) or [Pat Attkisson](#) at Miles Partnership to submit enhanced special offers
- ▶ Submit COVID-19-friendly trip ideas as [Colo-Road Trips for Colorado.com](#) so we can use them in our upcoming promotions

COLORADO COMMUNITY RESOURCES

- ▶ For Downtown Colorado Inc’s (DCI) on-site technical assistance for downtowns and commercial districts, [click here](#)
- ▶ For information on Rural Philanthropy Days’ funding opportunities for communities, [click here](#)
- ▶ For additional information on resources available to Colorado communities, [click here](#)

COLORADO BUSINESS RECOVERY ASSISTANCE

- ▶ For Colorado SBDC resource page, [click here](#)
- ▶ For Colorado OEDIT resource page, [click here](#)
- ▶ For information on the Colorado COVID Small Business Legal Program, [click here](#)

SMALL BUSINESS ADMINISTRATION RESOURCES

- ▶ For the SBA COVID-19 Resource page, [click here](#)
- ▶ For information on the SBA Paycheck Protection Program, [click here](#)
- ▶ For information on the Economic Injury Disaster Loan (AIDL) Advance Program, [click here](#)
- ▶ For information on SBA Express Bridge Loans, [click here](#)
- ▶ For information on SBA Debt Relief, [click here](#)

FEDERAL RESERVE/ TREASURY DEPARTMENT RESOURCES

- ▶ For information on the Exchange Stabilization Fund Guide, [click here](#)

INTERNAL REVENUE SERVICE RESOURCES

- ▶ For information on the Business Tax Provisions Guide, [click here](#)
- ▶ For an overview of the IRS: Employee Retention Credit, [click here](#)

TOURISM INDUSTRY ECONOMIC RELIEF RESOURCES

- ▶ For the U.S. Travel Association CARES Act Relief Resources FAQ, [click here](#)
- ▶ For the U.S. Travel Association CARES Act full eligibility guide, [click here](#)

COLORADO TOURISM OFFICE TEAM

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Content, creative & co-ops

