



Colorado Tourism Board Meeting Minutes

July 12, 2023

Attendance:

CTO Board: Bob Stinchcomb, Alex Boian, Sen. Dylan Roberts, Rep. Meghan Lukens, Tammy Thompson-Booker, Phil Washington, Rep. Matt Soper, Laura Valdez, Nick Ragain, Sen. Perry Will, Rachel Brown, Ken Murphy

CTO: Tim Wolfe, CTO Director; Andrea Blankenship, Deputy Director of International Tourism; Jill Corbin; Deputy Director of Destination Stewardship; Shelley Cooper, Deputy Director for Marketing; David Fishman, Senior Fiscal/Operations Manager; Taren Mulch, Director of Visitor Services; Elizabeth O'Rear, Director of Grants and Funding; Andrew Grossmann, Director of Destination Development; Natazshya Rodriguez, Senior Brand Manager; Jackson Feld, Destination Stewardship Specialist; Kaiti Jacobson, Senior Manager of Industry Partnerships & Education; Sami Wells, Grants and Funding Manager; Hilary Lewkowitz, Senior Manager Destination Development; Julie Dufault, International Promotions Manager; Hayes Norris, Communications Manager; Christina Tuchman, Marketing Manager; Michelle Wulfson, Marketing Copywriter; Will Anderson, Administrative Coordinator

Handlebar PR: Carly Holbrook, Caitlin Johnson

Miles Partnership: Amy Hume, Keri Thomlinson

MMGY: Zoe Berry, Carrie Gill, Mira Whang, Jessica Hollenbach, TJ Walz, Jaime Bartow

Karsh Hagan: Kathy Hagan, Joe Vollbracht

CTO Contractors: Liz Birdsall, Katie Payer, Barb Bowman

Solimar International: Chris Seek

Destination Colorado: Kelly Layton

Meeting called to order at 12:00 PM

12:00 PM - Welcome & Introductions: *Bob Stinchcomb, CTO Board Chair*

- Approval of Minutes
 - Motioned by Tammy Thompson-Booker
 - Seconded by Rep. Meghan Lukens
 - Approved by acclamation

12:10 PM - Director's Report & Budget Updates: *Tim Wolfe, CTO Director*

- CTO research is being gathered and will be released in the coming month



- Domestic leisure and business travel highlights
 - Business still down from pre-pandemic levels
- Air Travel update
 - Surrounding states recovering well
 - International inbound travel still recovering, but Mexico is fully recovered
 - ASE, COS, EGE destinations overview
- Phil Washington
 - DEN forecast
 - Vision 100 program in the works to expand capacity of DEN
 - 2045 DEN will reach 50 years of age
 - 120+ million passengers anticipated by this time
- Smith Travel Research- Hotel Data
 - Revenue #s for hotels
 - Short term rental patterns overview
- Consumer sentiment research
 - General concern from the public about spending money on travel and fears of a recession
- Tourism headwinds
 - Recession concerns, VISA delays, value of the dollar, gas prices, increase in tourism supply, state budget deficit with inflation
- Major initiatives review
 - Michelin awardees to come with event in September, 2023

12:30 PM - Board Chair & Vice Chair Election

- Bob Stinchcomb unopposed and reappointed as Chair for FY24
- Vice Chair election
 - Alex Boian, Laura Valdez & Rep. Matt Soper nominated
 - Alex Boian re-elected as Vice Chair

12:45 PM - Longwoods International 2022 Research Update: *Brian Screptock, Longwoods International*

- Travel USA 2022 report highlights
 - Slides available upon request from CTO
 - Largest and longest syndicated travel study of this sort
 - Overnight and day trip travel data collected separately
 - Inflation played a role in some results for 2022
 - Overnight does not have a distance from home requirement
 - Day travel must be 50+ miles from home
 - General upward trends in traveler numbers
 - Overnight Visitation highlights
 - 6% rise in visitors since 2021
 - Colorado performs above average in overnight visitor revisitation
 - Average per person per trip spend up from \$469 to \$550
 - 74% of visitors are out of state
 - Colorado residents traveling in-state has increased, going away from national trends
 - Overall trip experience satisfaction on the rise
 - Day visitation highlights



- Day trips up 7.7% from 2021, surpassing 2019 numbers
- Average per person per trip spend up to \$96, from \$84

1:15 PM - Destination Stewardship Strategy Update: *Jill Corbin, CTO Deputy Director of Destination Stewardship*

- Colorado Destination Stewardship Strategic Planning Initiative underway with Solimar International
- Solimar International chosen through competitive solicitation process
- Partially funded by CARES Act and SLFRF
- Solimar using 8 local consultants
- 12 month project
- Chris Seek- CEO Solimar International
 - Worked with Destination Development at CTO in the past
 - Intro to state-wide team per Colorado travel region
 - Understanding destination stewardship & terminology definitions
 - Work plan and timeline review
 - Phase 1 began May, 2023 and final phase commences May, 2024

1:30 PM - Marketing Updates: *Shelley Cooper, CTO Deputy Director of Marketing/MMGY*

- Travel Trends review and status
 - Fall travel expected to slow
 - Fall travel driven by food and drink travel
 - Set-jetting on the rise
 - Wellness travel wave
 - Gen Z traveler review
 - ChatGPT being leveraged by companies for things like travel planning (i.e. Expedia)
- Refreshed Audience Segmentation
- Fall Media Plan
 - Travelers already planning Fall travel
 - Objectives, strategy and objectives
 - Fall market recommendations
 - Seattle/Tacoma messaging intent
 - Audience Approach review
 - Range Roamers, Movers & Shakers, Accomplished Adventurers, Young + Free
 - Young + Free new target audience review
 - Shine A Little Brighter Media Strategy
 - Fall channel allocations overview
 - Partner breakdown
 - New partners
 - Clicktivated (interactive video)
 - Infillion (audio)
 - Travel Spike (Rich Media)



COLORADO
TOURISM OFFICE

- Lyft Media (OOH- bike station kiosks and docks)
- Sponsorships
 - Partner- Western Golf Association (2023 sponsorship package)
- Paid Social recap
- FY23 Social Performance recap
 - All goals exceeded

12:50 PM - Wrap Up and Q&A

- Next meeting at Gov Con in Ft. Collins
- Board Dinner Wednesday evening at Gov Con

MEETING ADJOURNED 2:00 PM

- Motioned by Tammie Thompson-Booker
- Seconded by Rep. Meghan Lukens
- Meeting adjourned by acclamation