

Colorado Tourism Office

July 30th, 2024



COLORADO
TOURISM OFFICE

Colorado Tourism Roadmap

CTO Vision:

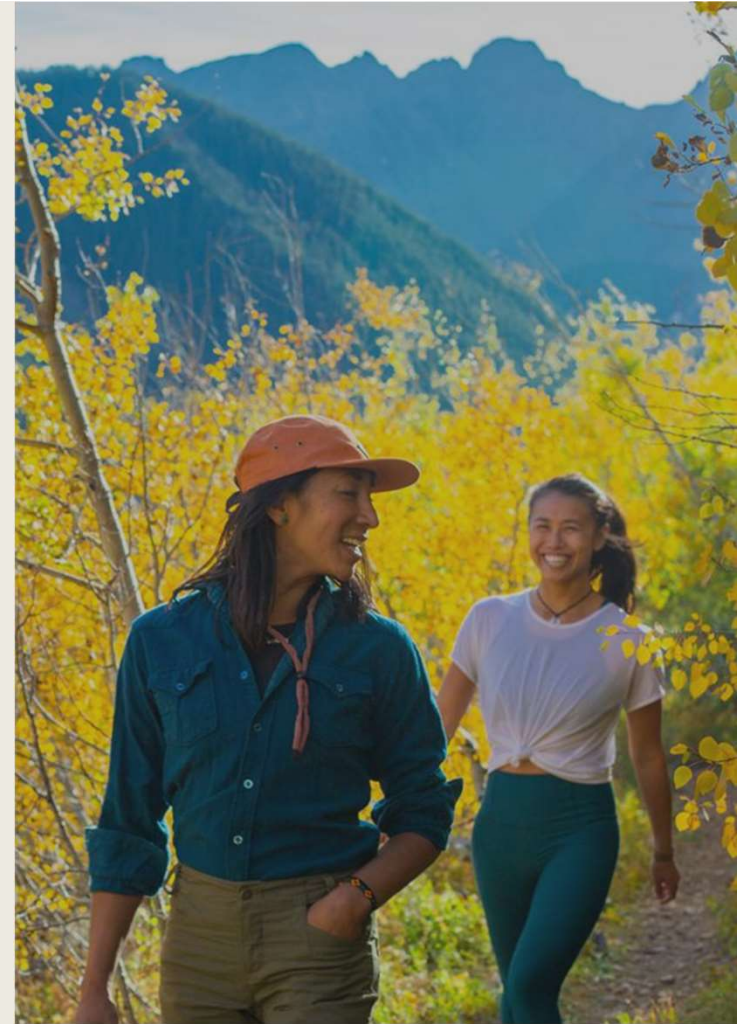
We empower the Tourism Industry by inspiring the world to explore Colorado respectfully and responsibly.

Our plan seeks to advance the strength and resilience of the Colorado tourism industry through **collaboration, inclusivity, innovation & leadership**



Destination Marketing/Management Organizations (DMO's)

- Educate residents and travelers on responsible travel
- Be valuable marketing partner to tourism industry
- Strive to ensure all feel represented and welcome





DO COLORADO RIGHT

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Do Colorado Right - Campaign Overview

- Do Colorado Right is the state of Colorado's responsible travel campaign
 - Protecting our cultural and natural resources
 - Promoting traveler safety
- Began running in 2020 as Covid-19 safety education
- Expanded to Destination Stewardship
- How to Explore Colorado Thoughtfully
- www.DoColoradoRight.com





Campaign Strategy

Campaign Goals:

- Protect Colorado's cultural and natural resources
 - Promote traveler safety
- Campaign Target:
 - Primary Target - Visitors showing intent to travel and visitors currently traveling in state
 - Secondary Target - Residents of Colorado

Messaging:

- Engaging content shared primarily by experts and/or influencers
- No finger wagging

Campaign Strategy

- DCR is positioned as a **PSA** (public service announcement)
- The campaign features engaging influencers. The talent is asked to volunteer their time.
- Previous talent includes:
 - [Philip Henderson](#) - mountaineer, led first all-Black team on Everest
 - [Sabré Cook](#) - female racing driver
 - [Quin Gable](#) - van life influencer, 1.1M followers
 - [Nelson Holland](#) - outdoor influencer, 78k followers
- Media is frequently secured in conjunction with added value or at a discounted rate



Campaign Strategy

(CONTINUED)

- The 360 Marketing Campaign includes:
 - Programmatic
 - Online travel agencies (i.e. Expedia)
 - Social media
 - Colorado Tourism Office printed Official State Vacation Guide
 - [DoColoradoRight.com](https://www.docolorado.com) dedicated website
 - Welcome Centers
 - Denver International Airport (DEN) Signage
- Support Care for Colorado Coalition and *Care For Colorado Leave No Trace Principles*
- Resident-specific campaigns (i.e. 9News)



Looking to Do Colorado Right? Embrace the Care for Colorado Leave No Trace Principle, *Be Careful With Fire*. Colorado's first defense against wildfires isn't our firefighters or rangers – it's you. Prevent damaging wildfires by never leaving fires unattended and always fully extinguishing them. To learn more go to [DoColoradoRight.com](https://www.docolorado.com).



Content

Do Colorado Right has covered the following topics to date:

- Fire Mitigation
- Trash Disposal
- Reusable Bottle Usage
- Staying on Trail
- Greener Travel Options
- Public Transportation
- Backcountry Safety
- Avalanche Safety
- Hiring A Guide

Partner with content experts including Colorado Search & Rescue, CDOT, UCHealth and Colorado Parks and Wildlife

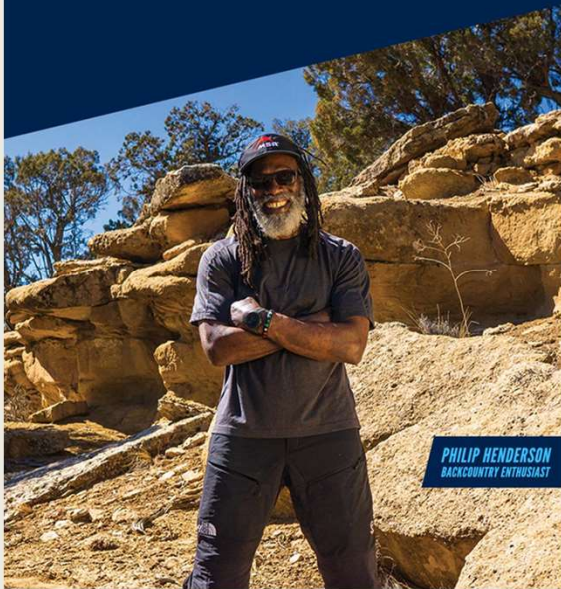
Check Local Fire Bans- Quin Gable





HIKING IN COLORADO? PACK THE TEN ESSENTIALS

[DO COLORADO RIGHT.COM](https://coloradoright.com)



PHILIP HENDERSON
BACKCOUNTRY ENTHUSIAST



DRINK 2X THE WATER AT ALTITUDE.

GET TRAVEL TIPS

NELSON HOLLAND | HIKING ENTHUSIAST



PUT OUT THE FIRE NOT THE FUN



RED, WHITE & BLUE
FIRE DISTRICT

QUIN GABLE
TRAVEL INFLUENCER

SEE HOW QUIN DOES IT

Summer *Do Colorado Right* Activations



Approx. 2,000
RecyClaw Plays



4 Pedicabs



2 Hydration Stations



10,000+ Aluminum Cups

Campaigns:
Water Safety
Eat Local



DEN Refill Stations



RTD Train Wrap

Do Colorado Right - Results

- Reached approx. **11.4M people**
- **228M impression** to date
- Per most recent SMARI testing in winter, **97% of snow travelers felt positive** about the campaign, meaning there were almost no negative reactions
- Also per SMARI, Colorado has experienced a **20% increase in perception as a leader** in safeguarding its natural resources
- Amplified on a local level in **20 different destinations**



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DO BOULDER RIGHT 

**DO LEADVILLE
TWIN LAKES RIGHT** 

DO BRECKENRIDGE RIGHT 

DO ESTES RIGHT 

DO EXIT 205 RIGHT 

DO NEDERLAND RIGHT 

**DO SAN LUIS
VALLEY RIGHT** 

DO OURAY RIGHT 

DO GRAND JUNCTION RIGHT 

DO FRISCO RIGHT 

DO WOODLAND PARK RIGHT 

Do Estes Right: Be Careful With Fire



CTO Outreach



Care for Colorado Coalition

- Network of 100+ partners from around the state
- Includes state/federal agencies, nonprofits, travel-related businesses and more
- Support and strengthen CTO's effort to protecting state's natural resources



**CARE FOR
COLORADO**
— COALITION —

The Care for Colorado Leave No Trace Principles

- Be Careful With Fire
- Know Before You Go
- Stick to Trails
- Leave It As You Find It
- Trash the Trash
- Keep Wildlife Wild
- Share our Trails & Parks



Care for Colorado Toolkit

- Care for Colorado Brand Book
- Care for Colorado Logos
- Posters & Print Ads **Customizable**
- Trailhead Signage **Customizable**
- Map Module
- Brochure
- Stickers
- Social Media Graphics





Be Careful With Fire: COTREX Wildfire Tool

This month, in addition to highlighting the Be Careful With Fire principle, we are letting Care for Colorado Partners know about the Colorado Trail Explorer (COTREX) app and the new COTREX wildfire tool. What is COTREX? COTREX endeavors to map every sanctioned trail in the state of Colorado in support of the Colorado the Beautiful Initiative. This app connects people, trails and technology by coordinating the efforts of federal, state, county and local agencies to create a comprehensive and authoritative repository of recreational trails for public use.

The new COTREX wildfire tool is designed to aid visitors and residents in practicing the Know Before You Go principle by providing updates on active wildfire and prescribed-burn advisories around the state. Help us encourage visitors and residents to use COTREX so that we can all Do Colorado Right by staying safe and helping to prevent wildfires. This tool will be available on the COTREX app in early May. Please join us on May 2 from 11am-noon for a CFC In Action Workshop on the new COTREX wildfire tool. Sign up through this link.



Keep Wildlife Wild: Bear Aware Edition

The official start to spring brings the annual reminder from the Colorado Tourism Office, Leave No Trace and Colorado Parks and Wildlife that bears are emerging from their slumber and beginning the search for food. Help locals and visitors alike feel comfortable traversing Colorado's bear country and create memorable experiences in the outdoors by educating on the importance of being bear aware. Let's all do our part to help conserve our wildlife by working to reduce the chances of human-bear interactions.



Safety in the Backcountry

Whether you're a beginner or a pro, Colorado's backcountry offers thrilling opportunities to take your skills to new heights and can be tremendously rewarding. However, traveling through Colorado's wide-open snowscape can also be inherently risky.

While there are numerous possible hazards when recreating in Colorado's winter backcountry, avalanches pose the biggest threat and can happen year-round in snowy conditions. The Colorado Avalanche Information Center documented 96 avalanche incidents in 2022-2023 that caught 122 people, an increase from the 10-year median of 56 incidents and 84 people caught.

For those that plan to head into our exhilarating backcountry this winter, Do Colorado Right and keep safety in mind by following the Care for Colorado Leave No Trace principles. Minimize your risk by planning ahead — check the avalanche forecast, carry avalanche-rescue gear, be prepared for changing conditions and recreate responsibly.

Crisis Comms Plan



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Crisis Communications Plan

The CTO has developed a comprehensive Crisis Communications Plan that thoroughly details protocols, procedures and steps the CTO will follow in the event of a crisis situation.

Primary Goal: To deliver a clear, concise message to the media, tourism industry members, government officials and consumers in a direct and timely manner.

Partner Communications & Recovery Toolkit

This toolkit offers a variety of crisis communications preparedness and recovery assets for communities and organizations impacted by natural disasters and tourism crisis situations. Updated post pandemic to reflect the ever evolving landscape of crisis communications.

Preparing for a crisis

- Communication tips
- Social Media tips
- Crisis Recovery Support

<https://colorado.gov/crisis-communications-and-recovery-toolkit>

Crisis Recovery Support

CTO and OEDIT offer a variety of crisis recovery assistance opportunities such as:

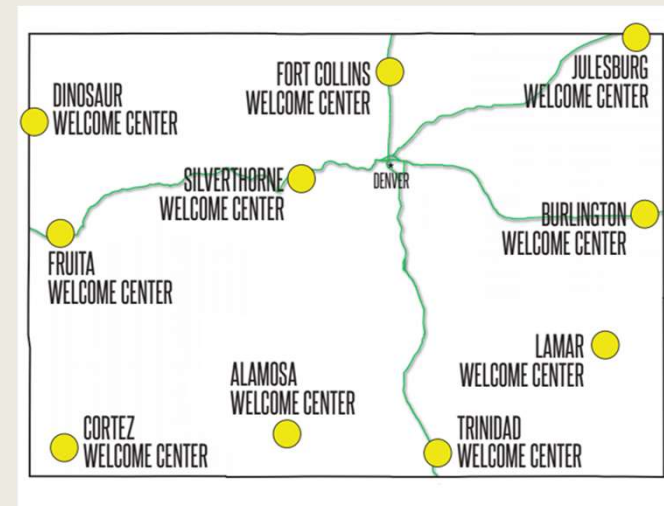
- Tourism Marketing Matching Grant
- Colorado Micro Loans Program
- Tourism Development Grant

CTO also offers multiple marketing communications opportunities and mentorship to support areas impacted by crisis situations.

This includes focused pitching and news releases to generate influencer and media coverage of the destination.

Welcome Center Program

- Been in place for 30+ years
- Aimed at driving traveler spending and dispersing visitors across the state; valuable platform for both industry and state agency partners.
- Over 1 Million Served Annually



Tourism Tuesday Newsletter

Sign up for our weekly industry newsletter that highlights current and upcoming programs, grant opportunities, industry research updates, partner highlights and more!



Where to Find Us

Industry

- Industry Site: www.oedit.colorado.gov/colorado-tourism-office
- LinkedIn: www.linkedin.com/showcase/colorado-tourism-office/

Consumer

- Website: www.colorado.com
- Facebook: www.facebook.com/visitcolorado
- Instagram: www.instagram.com/VisitColorado
- Twitter: www.twitter.com/Colorado

THANK YOU

Q&A



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