

Colorado Tourism Office Update

Presented by Jill Corbin, Deputy Director of
Destination Stewardship
10.9.25



COLORADO
TOURISM OFFICE



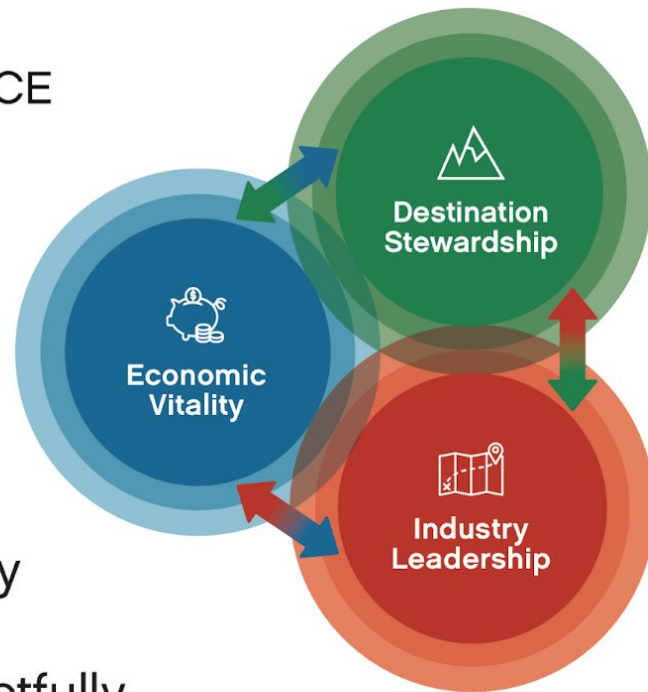
COLORADO
TOURISM OFFICE

CTO/OEDIT Mission

Empower all to thrive in
Colorado's economy.

CTO Vision

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



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COLORADO TOURISM

2024 at a Glance



8.6 Billion
Impressions With a PR Ad Value of
\$27.8 Million

\$10.4 Billion

Travel Earnings Statewide

\$28.5 Billion
in traveler spending



\$1.9 Billion
in state & local taxes

287,703,167

Social Media
Impressions*

*Includes Instagram, Facebook, Pinterest,
Threads, YouTube and TikTok

840,000

Visitors at 10
Colorado
Welcome Centers

Campaign ROI
Highest CTO
has achieved
& **Top 10%** of
ROI in US.



188,210
Jobs

CTO Benefited the Industry
\$448,875
Through Paid and Social
Co-op Programs

Leadership Journey
Class of 2024
22 Graduated

745,000

International Visitors
Recovered 121%
over 2021

Grants



\$2.6+ Million
in 27 Counties

Over \$3.2 Million

Awarded to Support
129 Events in 23 Counties

Hosted
**24 Workshops &
3,225 Mentor Hours**
Across 23 Counties

350,000
Visitor's Guide
Ordered

7.1 Million
Visitors to Colorado.com
New site launch in 2024



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Domestic Marketing - Omnichannel Approach



Partner Programs

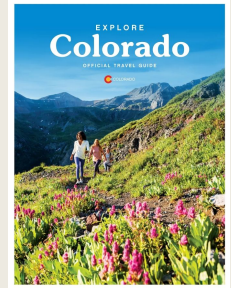
Social & Influencer



Website & Paid Search



Publications

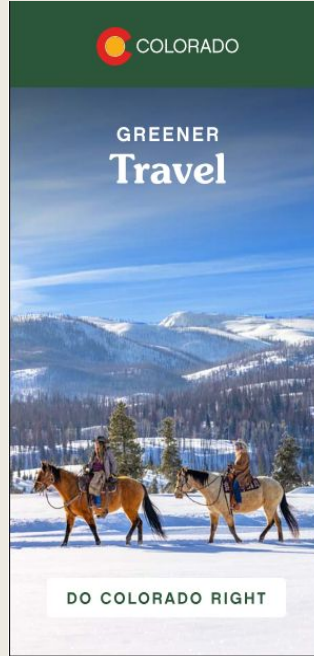


Campaigns

PR



Shine a Little Brighter Winter Campaign



Colorado.com

SMARI Winter FY24 Results

- Directly influenced \$1.92B in economic impact
- Average ROI is around \$300. CTO delivered \$978 – highest ROI ever reported in U.S.
- Creative ranked in Top 10% of ads

Winter Ad Impact	2015-16	2016-17	2017-18	2018-19	2019-20	2021-22	2022-23	2023-24	2024-25
Influenced trips	519,082	695,491	850,229	820,948	887,419	822,675	743,238	741,341	986,742
Visitor spending	\$1,785	\$2,127	\$1,985	\$1,938	\$1,948	\$2,117	\$1,915	\$1,943	\$1,947
Economic impact	\$927 million	\$1.48 billion	\$1.69 billion	\$1.59 billion	\$1.73 billion	\$1.74 billion	\$1.42 billion	\$1.44 billion	\$1.92 billion
Media spending	\$2,072,200	\$2,047,750	\$2,273,335	\$2,026,165	\$2,092,038	\$1,797,392	\$1,477,600	\$1,483,792	\$1,963,500
ROI	\$447	\$722	\$742	\$785	\$826	\$969	\$963	\$971	\$978

Do Colorado Right

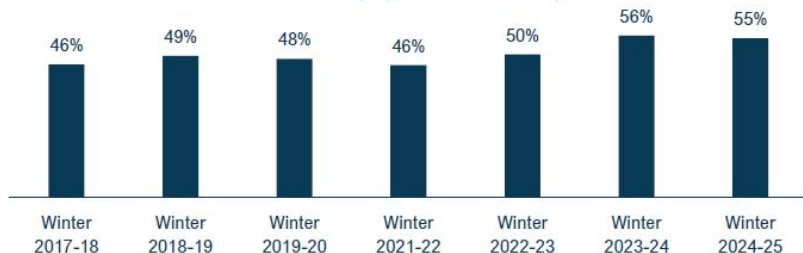
- Campaign to inspire visitors and residents to protect Colorado's cultural and natural resources.
- Engaging videos that explain the benefit to exploring Colorado respectfully and responsibly
- DoColoradoRight.com
- [Check out these videos to use on your website](#)



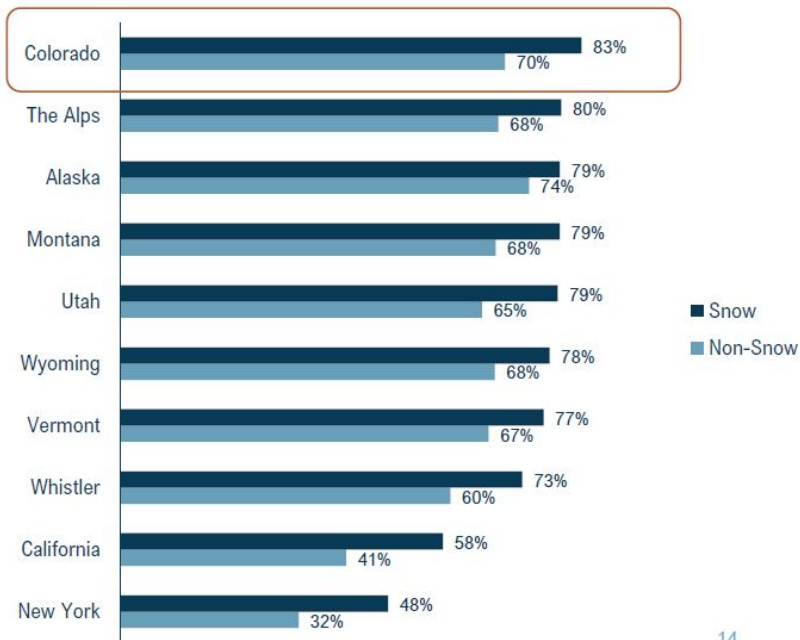
Sustainability

- Colorado rates highest among its competitors as a state that protects and preserves their natural resources well or very well among both snow and non-snow travelers.
- 55% of snow travelers feel sustainability efforts were important in choosing this trip to Colorado, nearly the same rate as last year.

Sustainability efforts were important in choosing Colorado for this trip (Snow Travelers)



States that protect and preserve their natural resources well or very well



Destination Stewardship in Colorado

- **Focus CTO's work** and support for communities to ensure the benefits of the visitor economy are balanced between communities, our environment and visitors
- **Empower communities** to be proactive in protecting and amplifying the long-term value of their destination's cultural and natural assets
- **Lessen negative impacts** on our lands and people and seek a regenerative approach
- More **partnerships** and stronger **alignment**
- Working collectively and **transforming the tourism industry mindset**



Destination Stewardship Priorities

STRATEGIC PRIORITIES

Elevate Responsible
Travel & Sustainability

Champion Resilient
Destinations

Advance Inclusiveness
& Collaboration

FOCUS AREAS

Awareness &
Education

Visitor Experiences

Strategic
Partnerships

Industry Support

24+ CTO programs aligned with Destination Stewardship

Destination Stewardship Strategic Planning Initiative



Plan Outputs

- Coalition
- Organization
- Understanding
- Practical Strategies
- Commitments
- Indicators

Success

- Preserve Colorado's natural, cultural, and social assets
- Maximize benefits and minimize impacts for Coloradans
- Deliver remarkable visitor experiences
- Long-term sustainability of the tourism industry

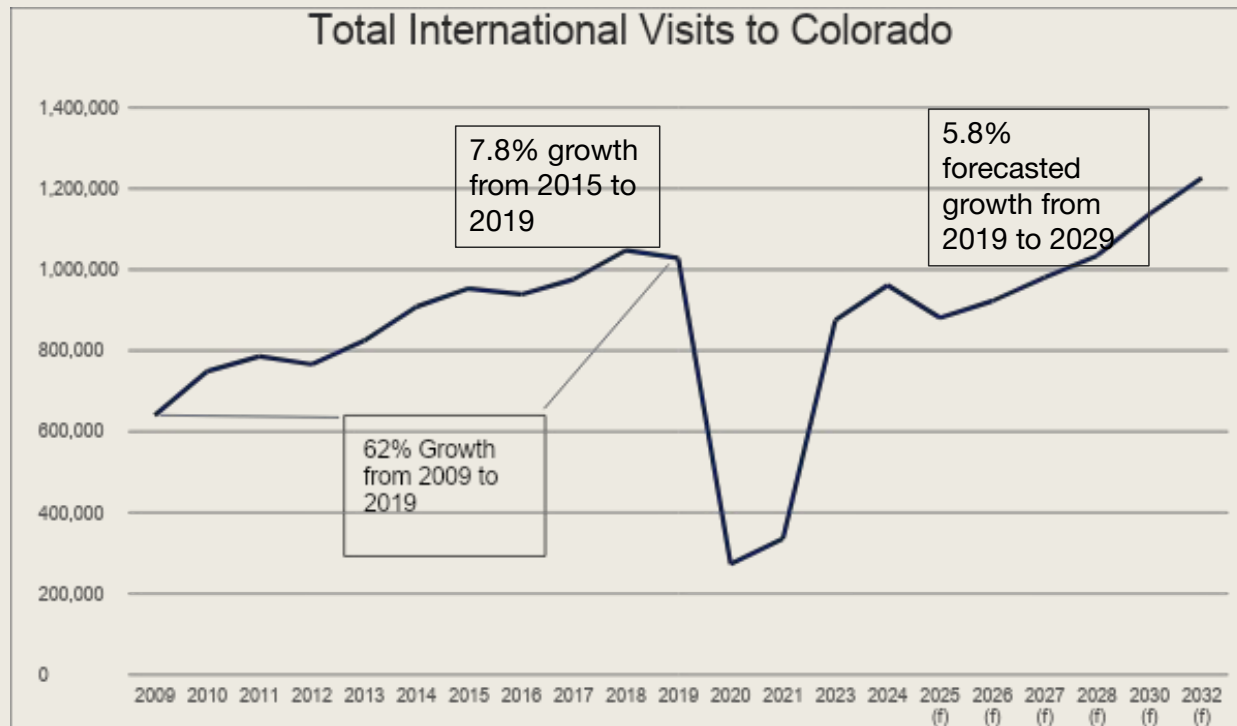
Importance of International Tourism

- International Tourists are Colorado's highest value traveler
- Recovery can be aided by the spending power of international tourists, with fewer tourists in destinations spending 3 – 5x more per person, per visit
- International tourists are year-round, mid-week visitors, filling spending gaps for hotels and restaurants



International Tourism Recovery

- 8% decline expected in 2025
- With geopolitical changes, recovery from pandemic now expected in 2028



Colorado International Tourism 2024

International visitor arrivals by origin market								
	2024 Visitors	vs. 2019	vs. 2023	2024 Spend	vs. 2019	vs. 2023	2024 Ave Spend	vs. 2023
Total	961,364	-6%	10%	\$1,410,873,346	-14%	11%	\$1,468	1%
Overseas	518,290	-19%	9%	\$1,143,947,659	-16%	11%	\$2,207	2%
Canada	183,240	10%	4%	\$148,055,680	25%	7%	\$808	3%
Mexico	259,833	16%	17%	\$118,870,007	-30%	17%	\$457	0%
United Kingdom	66,373	-18%	6%	\$143,500,068	-27%	3%	\$2,162	-3%
Germany	46,019	10%	9%	\$98,238,559	5%	4%	\$2,135	-4%
Australia	38,943	-34%	2%	\$107,811,127	-31%	12%	\$2,768	9%
France	36,344	-20%	2%	\$69,023,314	0%	3%	\$1,899	2%
Italy	20,361	1%	9%	\$43,751,187	29%	9%	\$2,149	0%
India	20,297	67%	31%	\$36,185,163	64%	32%	\$1,783	1%
Brazil	19,280	-32%	12%	\$48,266,143	-32%	10%	\$2,503	-2%
Spain	15,169	-4%	3%	\$25,735,827	11%	5%	\$1,697	2%

- Preliminary 2024 Numbers



AMERICA 250 | COLORADO 150

THE VIEW FROM HERE

You're part of something big.

Am250CO150.org



SIGNATURE INITIATIVES

1. Colorado Heritage for All (FULLY FUNDED)
2. A Portrait of Colorado at 150, Oral History Project (\$150,000)
3. Educational Film Series (\$160,000) - OEDIT FILM
4. Community Grants/Aligned Giving (\$5.5M secured)
5. 1876 Online Exhibition and Educational Materials, History Colorado (\$50,000)
6. New Scholarship and Publications, History Colorado (\$120,000)
7. Marquee Exhibition on American History, History Colorado (\$400,000, \$120,000 secured)
8. Print-on-Demand Exhibition based on Marquee exhibition (\$124,000)
9. Historic Marker Program, History Colorado (\$300,000 pending)
10. **Passport Colorado, Colorado Tourism Office (\$250,000)**
11. Summit 2026: Fourteener Climb, OREC (\$250,000)
12. **Colorado Drone Shows (\$1M)**

Pauline Villa Senior dances in Lafayette's Labor Day Parade in 2002, credit: Judy DeHass, *Rocky Mountain News* via Denver Public Library, RMN-042-2199; Fourth of July Parade in Georgetown in 2005, credit: Maria J. Avila, *Rocky Mountain News* via Denver Public Library, RMN-025-1269; Members of the Aurora, Colorado, Mile High Young Marines stand atop a float with an American flag in 2007, credit: Andy Piper, *Rocky Mountain News* via Denver Public Library, RMN-038-5582.





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COLORADO PASSPORT

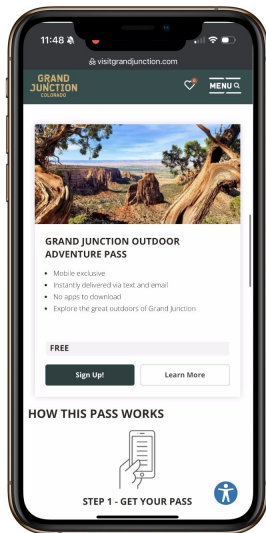
Colorado Passport will take Coloradans on a journey to discover the breathtaking landscapes, rich history, and hidden gems of our Centennial State. This passport program is designed to encourage Colorado's families & children to experience and appreciate the places that make Colorado such a special place to call home.

Tailored for Colorado residents, the Colorado Passport isn't just about collecting check-ins in the passport, it's about discovering the stories of the many people who have called this place home and who continue to make Colorado such a special place.

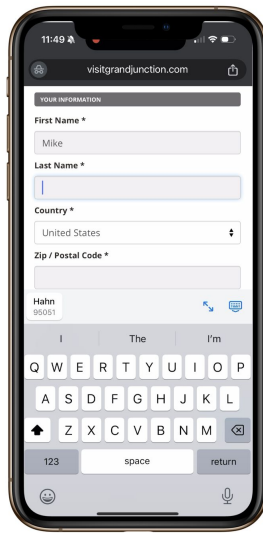


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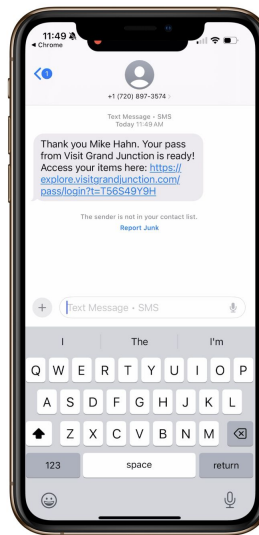
HOW TO USE IT



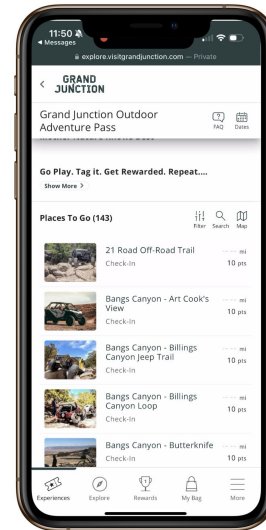
Sign up / acquire a passport through the colorado.com landing page, or via QR code (if/where relevant)



Fill out the required information (name, email, phone number) to complete the checkout process.



After the pass purchase is confirmed, you will receive an automatic text and email, linking back to the pass.



Start using your pass. Once you click 'view', you can begin checking into locations, using discounts, and exploring all the great deals your pass offers.



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COLORADO DRONE OVERVIEW

- Colorado Fireworks for a new era, delivering an awe-inspiring sky presentation uniting communities. Each programmed show be approximately 14 minutes, 10 minutes of fixed Am250-Co150 content, 2 minutes of regional content and 2 minutes for up to 4 sponsors.
- Estimating 100+ drone shows targeting each region, marketed in every county, scheduled to reach millions of Colorado residents and visitors.
- Kick-off show was held Saturday, September 27th, during the CU Buffaloes halftime show



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CO-BRANDING

The Opportunity:

Co-brand existing community events etc. to the 250-150 commemoration in 2026

Incorporating the 250-150 brand logos while incorporating new ideas

Empower Communities: What is your twist, idea or "secret sauce" to celebrate Colorado in 2026?

Take existing community events & co-brand

- Cultural Festivals & Events
- Parades
- Cultural Events
- Music/Concerts
- Culinary
- Fairs/Rodeos
- Museums / Fine Arts
- History/Heritage Events
- Dance/Theater Events
- Winter Holiday Celebrations
- Lectures/Classes
- Children's Events
- Other



Connect with Us

- **Care for Colorado Coalition**
 - Quarterly meetings
 - Network of 220+
 - Open to those committed to protecting CO's communities and public lands
- **Inclusivity in Travel Coalition**
 - Quarterly meetings
 - All are welcome
 - Mission is to ensure a welcoming experience for all travelers



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GovCon Update

- Please Join Us
 - October 22-24, 2025
 - Hotel Polaris in Colorado Springs, Colorado
- Registration is now open!
 - Visit the [GovCon website to register](#)

The screenshot shows the website for the 2025 Colorado Governor's Tourism Conference. The header includes the Colorado Governor's Conference logo and navigation links: Home, Agenda, Accommodations, Sponsors, Speakers, and More Info. The main banner features a scenic mountain landscape with the text "2025 Colorado Governor's Tourism Conference" and "October 22-24, 2025 | Colorado Springs | Hotel Polaris". A "Register Now" button is prominent, with a link "Already registered?" below it. At the bottom, a countdown timer displays the following values:

Unit	Countdown Value
Days	14
Hours	11
Minutes	12
Seconds	11

THANK YOU

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