



# Colorado Tourism Leadership Journey

**Goal:** To activate the full potential of Colorado tourism through its people and build the industry's bench strength.

## **Program Overview:**

- Yearlong, tuition-based executive training program that includes five experiential learning opportunities, monthly small group meetings, 1:1 mentoring, assigned readings and completion of an action learning project.
- This one-year program begins and concludes at the annual Colorado Governor's Tourism Conference and includes three additional experiential learning opportunities spanning three days (half day, full day, half day) at locations around the state.
- This 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.
- The CTO engaged the Keystone Policy Center, a public policy group, as well as Leadership Guide Jeff Klem with Adventures in Leading to design a curriculum aimed at fostering both career and personal growth for participants.
- Recruit participants from a broad spectrum of industry sectors, including, DMOs, Ski, Hotel, Casino, Restaurant, Gaming, Agritourism, Media/Marketing/Advertising, Charitable/Social Organizations, public lands agencies, and more.

## **Application Information:**

- Applications are open April 2019 – June, 30 2019, at [industry.colorado.com/learn-more-about-leadership-journey](http://industry.colorado.com/learn-more-about-leadership-journey)
- Tuition is \$2,500 and covers the cost of program facilitation, the primary text and participation in experiential learning opportunities, including attendance at two successive Governor's Conferences on Tourism and three in locations around the state. Travel and lodging costs (approximately \$200 per night) are not included in tuition and are the obligation of the participant and/or employer.
- Limited scholarships are available based on need.

## **Program Outcomes:**

Through the Colorado Tourism Leadership Journey, participants will develop:

- Leadership skills, including creative team problem-solving, listening and communication skills, emotional intelligence and the development of deeper self-awareness.
- Lifelong relationships and networking pathways through connection with participants, mentors and presenters.
- Connections with state and national resources and networks through experiential learning in a variety of Colorado contexts.
- A sense of shared identity as a contributor to an industry that promotes Colorado's economy and well-being.