Colorado Concierge
Talking Points

- The Colorado Tourism Office 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.

- Along the way, they can earn a certification as an official Colorado Concierge, maybe even earn free rewards one day soon and, we hope, learn to appreciate their state even more.

- Workers and businesses can get connected with the Colorado Concierge program online from any device starting in late September. It also will be available through an app by late October.

- For starters, the program will include four modules: Colorado Essentials, The Care for Colorado Principles, Colorado's eight travel regions, and Colorado-style customer service.

- The customer service training was based on Colorado Tourism Office research into what sets Colorado hospitality apart from hospitality in other destinations. That research tested this definition of Colorado hospitality, which came from the input of top hospitality leaders from across the states: "Colorado hospitality is a genuine, kind-hearted invitation to share in the life and wonder of Colorado."

- About 80 percent of respondents in this national study said the definition rang true. They also identified what was most important to them as travelers: Being made to feel that someone really cared about them and being accepted for who they are.

- The study also confirmed that so many Coloradans already are sharing that kind of hospitality. And with the Colorado Concierge program, we hope to extend that brand of customer service to even more visitors.