



International Tourism

The Colorado Tourism Office's International Program promotes Colorado to international travelers, using representatives in key target markets to advertise and pitch Colorado's unique offerings to consumers through media, travel trade, and social media. The goal is to capture incremental bookings from top inbound international markets and create awareness of Colorado as a destination to increase visits to all parts of Colorado.

By visitation, Colorado's top international markets are Mexico, Canada, the UK, Australia, France, Germany, China, and Japan. The international traveler is Colorado's highest value traveler, staying longer and spending more than any other tourist. In 2017, a new International Strategy was developed, categorizing target markets as Growth, Retention, and Semi-Domestic, increasing the focus on investing in Colorado's Growth markets, while maintaining business from the Retention markets. The CTO currently has full-time representation in five countries: Australia, France, Germany, the UK, and the emerging market of China, while marketing on a project basis in Canada, Japan, and Mexico.

The International Team evaluates several factors when choosing target markets:

- Connectivity through established nonstop flights or potential nonstop flights
- Established strategic relationships upon which we can build program activities
- Colorado Destination Partners' needs
- Analysis of market trends through data and statistics

The In-Market representatives focus on 3 main segments: Consumer, Media/PR, and Travel Trade (Tour Operators). Our goal is to:

- Increase the number of international visitors to Colorado
- Increase the average length of stay of overseas visitors to Colorado
- Increase general awareness of Colorado
- Develop and grow Colorado travel and tourism product
- Increase website traffic and unique visits
- Generate additional in-kind media values
- Generate additional magazine, TV, radio and newspaper coverage

We promote Colorado internationally through the following activities:

- Consumer Marketing, through Brand USA and other promotions
- Trade Shows, both travel trade and consumer-facing (WTM, ITB, IPW, Go West Summit)
- Tour Operator and Media Familiarization Trips (FAMs)
- Co-op Marketing & Promotions Programs
- Education, Training, and Sales Calls
- In-Market Promotional Campaigns
- Sales Missions
- Press Meetings, Releases & Events
- International Holiday Guides
- Colorado.com (Int'l pages)

