

CTO International



CTO's Key International Markets

Americas

Primary Markets

- Canada
- Mexico

Emerging Markets

- Brazil
- Columbia
- Panama

Europe, Middle-East, & Africa

Primary Markets

- France & Belgium
 - UK & Ireland
- Germany, Austria & Switzerland

Emerging Markets

- Netherlands
- Nordic Countries (Iceland, Norway, Sweden, Finland, & Denmark)
 - Italy
- UAE & Turkey

Asia-Pacific

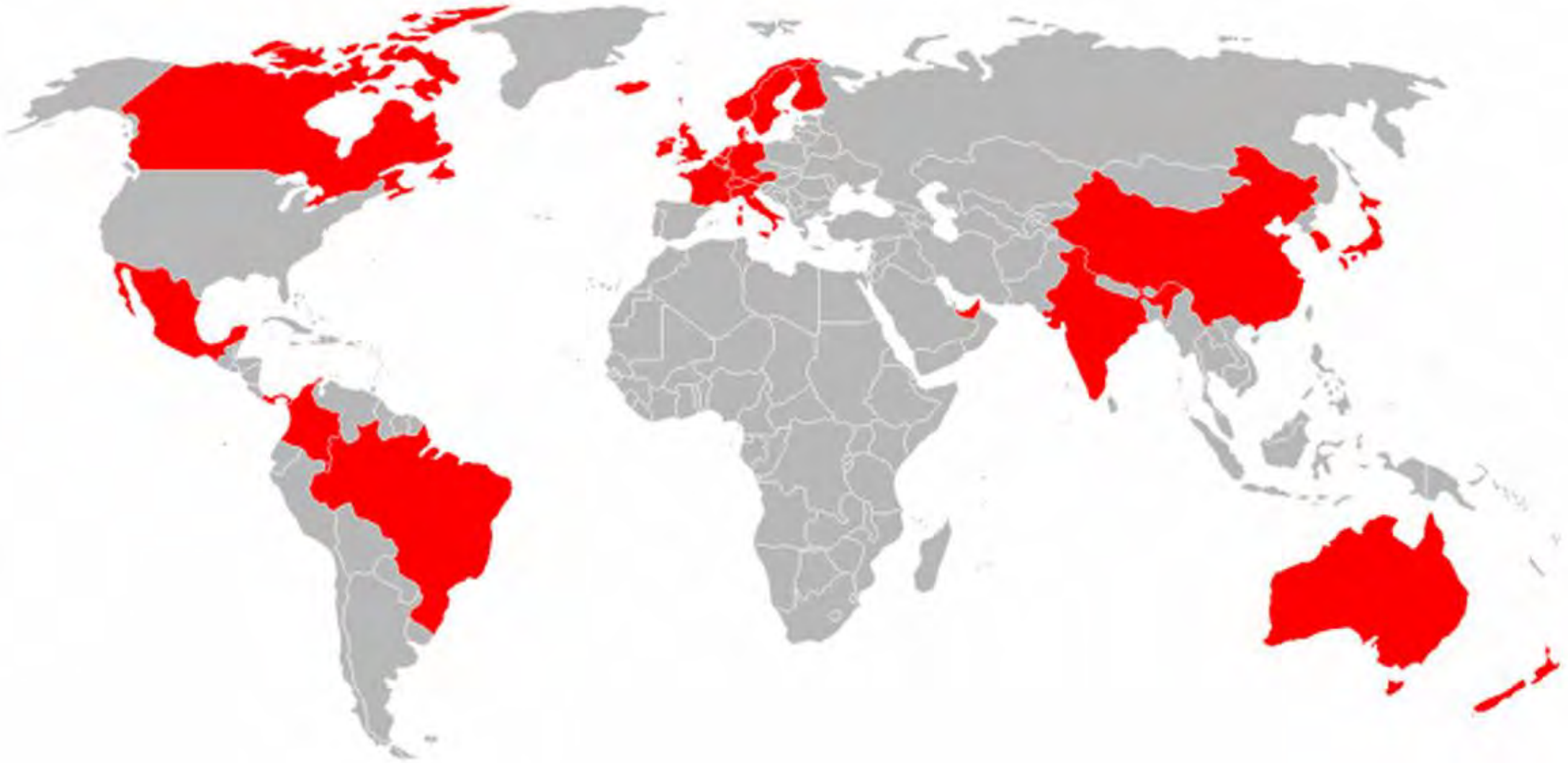
Primary Markets

- Japan

Emerging Markets

- Australia & New Zealand
- China (HK & Taiwan)
 - India
 - South Korea

CTO International Markets - FY16



Our Team



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Americas
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EME& A
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Asia-Pacific
Lydia Cheng

Brazil
Insight

Canada
The KAI Group

France
Express Conseil

Germany
Get It Across

Australia & NZ
TBD

China
East-West Marketing

Colombia
STI

Mexico
Travel PIE

Italy
MPDM

Middle East
TBD

India
TBD

Japan
Fieldstar

Panama
STI

Nordic
OMIS

Netherlands
Target Travel

Korea
iConnect

UK & Ireland
Cellet

International Marketing Activities



International PR & Media Efforts–

- Press Meeting & Events - **Taste of Colorado**
- Press Releases & Newsletters
- Social Media feeds
- Media Familiarization Trips (FAMs)
- Education

Consumer Promotion–

- Fulfillment
- International Holiday Guides
- Colorado.com
- Consumer Shows (JATA, ITB)
- Consumer Marketing

International Travel Trade Promotion –

- Trade Shows (WTM, ITB, JATA, CITM, IPW, ATM)
- Tour Operator and Travel Agent FAMs
- Co-op Marketing & Promotions programs
- Education, Training, and Sales Calls
- Online Marketing Promotions
- Sales Missions

Estimated Economic Impact of Visitors



Country	Visitors to US (2013)*	Avg. Spend Per Visitor **
Americas	48.1 Million (+7.1%)	\$2952 / visitor
Asia-Pacific	11.2 Million (+6.5%)	
EMEA	15.5 Million (+7.5%)	
Total Visitors (above markets)	74.8 Million (+7.1%)	\$220.8 Billion

*From the U.S. Office of Travel and Tourism Industries (OTTI), July 2015

**Average spend figures are based on average trip expenditures per overseas leisure visitor to the US; cover purchases of goods and services by foreign travelers in the United States for leisure travel reasons. These goods and services include food, lodging, recreation, gifts, entertainment, and local transportation in the USA

Estimate Economic Impact of Visitors



Country	Estimated visitors to Colorado (2014)*	Estimated Economic Impact (overseas visitor avg spending)**
Americas	624,800	\$1844.7 million
Asia-Pacific	145,600	\$429.7 million
EME&A	201,100	\$593.7 million
Total	971,500	\$2.9 billion

* Estimates are conservative and based on OTTI numbers calculated assuming that CO accounts for roughly 1.3% of all international visitations to the US

** Using conservative estimates of \$2,952 per visitor (average overseas leisure traveler spending), above international visitors' collective contribution to Colorado's economy was roughly **\$2.9 billion in 2014**

Familiarization (FAM) Tours



- **Importance of FAMs**

- **Goal:** With the large increase in number of FAM trips we want to help our industry partners & their partners to better organize, plan, and communicate FAM trips in a more efficient manner, and to ensure that the CTO's international FAM trips continue to be relevant and effective for both our industry partners and for FAM participants.

Trade FAMs

Those who sell product directly

Product Manager

- Expectations
 - Meet industry contacts
 - Explore destination
 - Education of destination product
- End Goal
 - Introduce new product & Itineraries to the market



Travel Agent

- Expectations
 - Experience destination and current product
- End Goal
 - Train on featured CO product to better sell Colorado

Media FAMs

- Media
 - Those who sell your product indirectly
 - EXPERIENCE
 - Story Angles
 - Free Time



Budget

- Group FAMs:
 - CTO: typically covers air travel and ground transportation
 - Destinations: **CTO & CVB needs your support**
 - lodging, meals and activities
- Individual FAMs:
 - Same, except not all meals need to be covered



How we decide location



- In-Market Rep provides a “wish-list” based on audience
 - Different markets have different needs
 - Journalists request
 - Good fit?
- CTO sends out proposed itinerary to industry partners with requested dates.



How to get Involved

- Get connected with your CVB
- Sign up for CTO efforts
 - FAMs
 - Missions
 - Shows
- Keep us up to date on news
 - Events, new hotels/attractions
- Ask Questions

