



Robert Gilbert <rgilbert@huerfano.us>

## Tourism Tuesday: Destination Blueprint Applications Now Open

1 message

Colorado Tourism Office <tourism@oeditmc.state.co.us>

Tue, May 7, 2024 at 9:01 AM

Reply-To: Colorado Tourism Office <reply-feeaa1c79736303-1200\_HTML-26381633-546001580-5@oeditmc.state.co.us>

To: rgilbert@huerfano.us



COLORADO TOURISM OFFICE **Tourism Tuesday**

Weekly Updates for Industry Partners  
From the [Colorado Tourism Office](https://www.coloradotourismoffice.com)



## Destination Blueprint Applications Now Open

Today the CTO will begin accepting applications for the [Destination Blueprint](#) program where up to eight Colorado destination organizations will be selected to participate. Program elements include a destination assessment, community visioning and action planning workshop, and 100 hours of project-based consulting. Program outcomes include increased alignment between local tourism stakeholders and completion of one or more priority tourism projects. Participating destinations will receive an action plan that includes a series of recommendations and will also work with a tourism

consultant to advance the recommended plan. The application period is open through June 20, 2024 at 4 p.m. MT.

There will be an informational webinar about [Destination Blueprint](#) today at noon. A recording of the webinar will be shared with all registrants.

[Register For Webinar](#)

## Fruita Welcome Center Honored as Agency of the Year

The Colorado Welcome Center in Fruita has been honored as the Agency of the Year for 2024 by the [Mesa County RSVP group](#), a distinguished recognition reflecting the center's outstanding contribution to the community. With over 600 volunteers representing 65 local agencies, the RSVP group recognizes the Welcome Center's active engagement and support of volunteers in the area. The center's team will receive their well-deserved accolade at a special RSVP luncheon on May 23, where they will be presented with a certificate of appreciation. The CTO extends its heartfelt gratitude to the Fruita Welcome Center staff and volunteers for their unwavering dedication, hard work and passion in serving the community.

## Destination Stewardship Draft Plan Public Input Period Ends This Week

The **draft statewide Destination Stewardship Strategic Plan** is currently published to the Destination Stewardship webpage and is open for public feedback through May 10.

Colorado is the first state in the nation to have a Destination Stewardship Department in its state tourism office—making the CTO a national leader in this area. The CTO's Destination Stewardship Strategic Planning Initiative seeks to create a sustainable future where tourism serves the needs of visitors, residents, communities and the environment. In addition to the statewide plan, this CTO initiative will produce a glossary of terms and eight regional plans this summer.

To ensure that the Draft Statewide Strategic Plan reflects as many Colorado voices as possible, the CTO encourages all tourism stakeholders and residents to share their thoughts:

- [Watch a webinar recording](#) that gives background on the Draft Statewide Strategic Plan
- Review the plan and [provide feedback](#) by **May 10, 2024**

[Submit Your Feedback](#)

## CTO Staff Updates

### **Hilary Lewkowitz is CTO's New Director of Destination Development & Sustainability**

The CTO is pleased to announce the new Director of Destination Development & Sustainability, Hilary Lewkowitz. In this role, Hilary will oversee all Destination Development programming, lead CTO's Electric Byways and Dark Sky effort, and advance the implementation of Destination Stewardship projects.

Hilary has been working with the Destination Development department at the CTO since 2018. Over her 20-year career, she has worked with a wide range of travel industry partners and sustainable tourism organizations in her hometown of Ridgway, throughout Colorado and across the globe. She holds an M.S. in Sustainable Tourism Management, a B.S. in Environmental Science and has taught

at NYU's School of Hospitality. Hilary is excited to work on implementing the new Destination Stewardship Strategic Plan while continuing to support our industry partners on their opportunities and goals.



**Thank you, Jackson Feld!**

The CTO bids farewell to Jackson Feld, Destination Stewardship Specialist, whose last day with the organization will be Thursday, May 8, 2024. Since joining the organization in December 2019, Jackson has significantly contributed to the CTO's initiatives, including expanding the CTO learning labs, evolving the Frontline Tourism Work Awards, advancing the Inclusivity in Travel Coalition and assisting with the CTO's Destination Stewardship Council efforts. Jackson's dedication and commitment have been invaluable to the CTO and the broader tourism industry in Colorado. As he transitions to a new role as Associate Market Manager at Expedia, the CTO expresses gratitude for his contributions and wishes him success in his future endeavors.



## CTO Attends the WESTO Conference

CTO staff members Christina Tuchman, Elizabeth O'Rear and Sami Wells joined various Western state tourism offices in Seattle last week at WESTO's 2024 conference. WESTO offers two days of enrichment, networking and inspiration with Colorado's regional tourism colleagues, focusing on issues and opportunities, best practices, and key learnings derived from each state's experiences and initiatives. The CTO's participation in this high-profile event offers the opportunity to raise awareness of the Office of Economic Development and International Trade's promotional efforts and discuss future opportunities among key people in the industry.



## Congrats to Visit Aurora Business of the Year

Last week, the CTO's Tim Wolfe and Shelley Cooper attended the first Annual Aurora Fiesta event hosted by Visit Aurora, with nearly 500 attendees. Visit Aurora, honored as the 2023 Business of the Year by the Aurora Chamber of Commerce, celebrated this accolade on April 30. The CTO congratulates Visit Aurora and its commitment to showcasing the best of Aurora's hospitality and tourism offerings.

## Colorado.com Content Highlight

After creating a buzz in the fall by [recognizing nearly 50 restaurants](#) in [Denver](#), [Boulder](#), [Aspen](#), [Snowmass Village](#) and [Vail](#), the travel experts at MICHELIN have once again focused on Colorado's elevated hospitality.

Eight Colorado hotels have earned spots in the first-ever MICHELIN Keys guide in the United States. Much like the current MICHELIN stars rating systems, the number of keys denotes a very special stay (one), an exceptional stay (two) or an extraordinary stay (three).

When planning your next Colorado getaway, consider these properties, which are sure to elevate any Rocky Mountain adventure, and have all been given one key — very-special-stay status.



[Read the Article Here](#)

## Current Partner Opportunities

### Care for Colorado Coalition

The Care for Colorado Coalition would like to welcome new coalition partners, [Town of Silverthorne](#) and [Lariat Loop National Scenic Byway](#). The coalition now includes over 180 partners working together with the CTO to educate Coloradans and visitors on how to protect the state's extraordinary natural and cultural resources. If you are a destination, tourism related business, trade association, city/county/state/federal agency interested in joining, please email [careforcolorado@colorado.com](mailto:careforcolorado@colorado.com).

### National Travel and Tourism Week Industry Toolkit

National Travel and Tourism Week (NTTW) will be held May 19-25 this year, with the theme: Travel is Essential. Established in 1983, NTTW is an annual tradition to celebrate the U.S. travel community and the value it holds for our economy, businesses and personal well-being. We encourage the Colorado tourism industry to celebrate NTTW as we showcase our industry's role in fostering vibrant communities and powering a strong economy. The CTO has created a Colorado-specific NTTW toolkit that is available to all partners for free. The toolkit can be accessed on the

[CTO NTTW program page](#) and includes resources such as a press release template, sample social media posts, promotion ideas and more. Start planning your NTTW activities today!

Explore the Toolkit

## Colorado In The News

- ["15 Super Cool Places to Camp in Colorado"](#) *Outside*
- ["Colorado's best glamping sites \(including family-friendly options\)"](#) *Denver Post*

## Travel Research

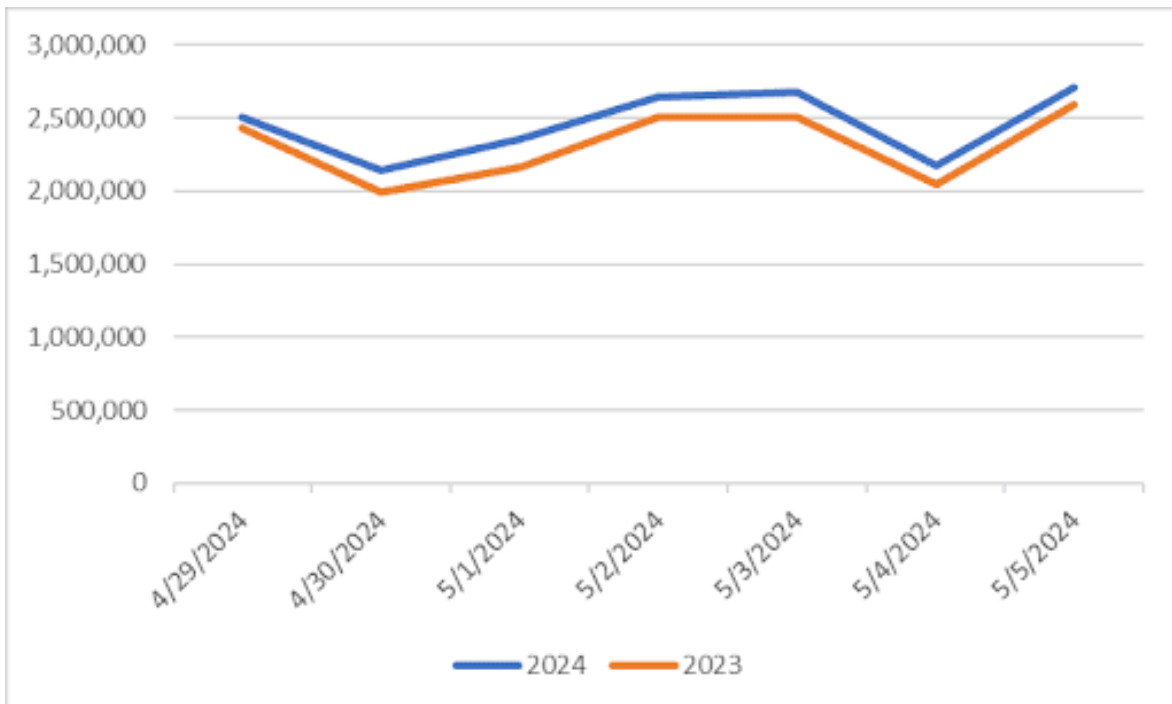
### Travel & Tour World Updates

IMARC Group, a prominent provider of market research, released its latest study, ["United States Business Travel Market Report"](#). This report covers various segments including type, purpose, expenditure, age group, service type, travel type, end-user and regional distribution for the years 2024-2032. This report offers comprehensive insights into the U.S. business travel market's dimensions, performance, prevailing trends and growth projections, while providing detailed competitive and regional assessments alongside the latest industry developments.

The highlight of the report is in 2023, the U.S. business travel market was valued at \$221.2 billion. With continued developments, IMARC Group anticipates the market will expand to \$484.1 billion by 2032, growing at an annual rate of 8.82% from 2024 to 2032.

### TSA Passenger Throughput

This graph shows the number of passengers that have gone through all TSA checkpoints year over year.



### Industry Highlights

[Share Your News](#): We'd love to hear about news from your organization that you would like to be considered for inclusion in the new Industry Highlights section of the Tourism Tuesday. This is a great opportunity to highlight new leadership, awards and recognitions, program success stories and more.



LinkedIn



Instagram



Twitter



Facebook



YouTube



Pinterest

To view this email as a web page, click [here](#).

This email was sent by: **Colorado Office of Economic Development and International Trade**

1600 Broadway, Ste. 2500 Denver, CO, 80202, USA

[Manage preferences](#)

*You received this email because you are subscribed to Colorado Tourism Office Program Updates. If you were forwarded this email, please sign up to receive these updates in your inbox.*



**COLORADO**

Office of Economic Development  
& International Trade