creating the
COLORADO HISTORIC HOT SPRINGS LOOP

5 Colorado destination marketing organizations (DMOs)

• Visit Pagosa Springs
  • Ouray County Chamber Resort Association
  • Glenwood Springs Chamber Resort Association
  • Steamboat Springs Chamber Resort Association
  • Chaffee County Visitors Bureau
GLENWOOD SPRINGS
STEAMBOAT SPRINGS
CHAFFEE COUNTY
BUDGET and FUNDING

PARTNER CONTRIBUTION
• $5000 each x 5 = $25,000

COLORADO TOURISM OFFICE
• $25,000 Marketing Matching Grant

$50,000 total budget for two consecutive years
FEATURES

- 720 mile/1160 km loop
- 8 towns
- 19 hot springs attractions
- 4 Colorado Scenic Byways
- 6 National Forests
- 4 National Parks
- 2 National Monuments
- 12 ski areas
- 7 airports
• product development
• target markets - hot springs enthusiasts
  • Domestic
    • Utah
    • Arizona
    • New Mexico
    • southern California
    • Texas
  • International
    • Japan
    • China
    • Germany
    • United Kingdom
BROCHURES

• Printed 53,000
  • English
  • Chinese
  • Japanese
  • German

• Distribution
  • Visitor Information
  • 10 Colorado Welcome Centers
  • Trade shows
COLORADO.COM LANDING PAGE

• “hot springs” is consistently one of the top search terms on Colorado.com

• colorado.com/hotspringsloop
  • destination descriptions
  • features the hot springs
  • map, images, video
  • downloadable brochure
  • contact information

• 17,369 page views in first year
In Colorado, it’s easy to find plenty of outdoor adventure and opportunities for relaxation with over 1000 kilometers of the Historic Hot Springs Loop.
まるで絵に描いたように美しいコロラド州。

州間を巡る旅行を楽しみながら、大変な観光名所と温泉地。州間の多様な温泉エリアによって、コロラドのヒストリック温泉ループを巡って、自然のヒーリングパワー、温泉の美しさと健康の旅に出かけました。
VIDEOS

Chinese
Visit the USA

Colorado Historic Hot Springs Loop: Fünf Stationen, grenzenlose Erkundungsmöglichkeiten
Nach: Amy Nance

Bei einem Roadtrip über die Colorado Historic Hot Springs Loop erwarten euch Wasser- und Freizeitabenteuer in Hülle und Fülle.
USB FLIP CARDS

- compact business-card-size USB promotional item
- contains:
  - destination information
  - map
  - photos
  - videos
- distributed to:
  - tour operators
  - media
ADVERTISING & SOCIAL MEDIA CAMPAIGNS

CTO ad opportunities

• ALIVE
• e-blasts
• Facebook Co-op
• Visit Colorado Instagram Takeover
DIGITAL ADS
Sunset Magazine
MEDIA COMMUNICATIONS & PR

• press releases, news items, blogs, photo library, story pitches, media fam tours
• over 50 story placements
• over $5.5 million in media value
August 2017 issue

- circulation: 1,250,000
- 1/3 ad = $68,000
- media value = $150,000
ROAD TRIP
COLORADO HOT SPRINGS

Cowboy Country

Visit downtown Steamboat Springs, which has blossomed lately with a spate of cool, modern bars and small-plate dining rooms (try Tha Lazyness). Then head to Hot Creek Trail, a former mining loop outside of town, where you’ll pass age-weathered monoliths and open graves before reaching Strawberry Park Hot Springs, an open-air spa and campground. Once the hot pools are open, the pools switch to running water—so be ready to kick your inhibitions at the door. steamboathotsprings.com

Dive Into History

For those who love history, Glenwood Springs is the site for the world’s largest Christine for surfing, with the water temperature ranging from 14°F to 101°F. Mountain Road is perfect for skiing, and in the winter, you can ski down to a 12°F temperature. To explore the springs, you’ll need to climb down into a dense forest around a 10-foot pool of clear water. To find the right spot, check out the Springs Information Center, and in the summer, visit the Hot Springs Board, 970-926-1171, or online at hot springs board.com.

Super Soaker

Driving between the Colorado Plateau and Mount Princeton Hot Springs Resort, just south of Buena Vista, you’ll find two spots for a quick soak. The first is a 12°F immersion well. To access the springs, you’ll need to climb down into a pool and add the heated water from the Springs Information Center. To find the right spot, check out the Springs Information Center, and in the summer, visit the Hot Springs Board, 970-926-1171, or online at hot springs board.com.

Chill Chowdown

For a cold bite to eat, visit the Rusty Rafter, a cozy place to eat and drink in the heart of Buena Vista. The menu features a variety of dishes, including homemade ice cream, to keep you cool and cozy. To find the right spot, check out the Springs Information Center, and in the summer, visit the Hot Springs Board, 970-926-1171, or online at hot springs board.com.

Treat Yourself

Boulder offers the best of modern metroplexes with the tranquility of a natural setting. One of the must-see spots in Boulder is the Boulder Farmers Market, a weekly event that showcases local produce, artisanal goods, and live music. The market is packed with craft vendors, artists, and artisans. For a unique dining experience, check out the Duckfat Bistro in Boulder. The menu features a mix of classic American cuisine and international flavors, including French-inspired dishes. To find the right spot, check out the Springs Information Center, and in the summer, visit the Hot Springs Board, 970-926-1171, or online at hot springs board.com.
Marriott International launched a global creative and content marketing studio - intends to be the world's largest producer of travel-related content.
TRADE SHOWS

• Go West Summit
• US Travel Association’s IPW
• CTO sponsored Chinese and Japanese sales missions in Los Angeles
• domestic and international tour operators want to add this product to their itineraries
AWARDS

2017 BEST IDEA PROGRAM award
Outstanding Achievement

Public Relations Society of America – Colorado Chapter
CTO PR team won two Gold Pick Awards
• Best Campaign
• Best Component of a Campaign
AWARD NOMINATIONS

Colorado Governor’s award for Outstanding Marketing Program

Collaboration in Industry award by the Colorado Business Roundtable
RESULTS

• the campaign puts Colorado in the spotlight as a premier hot springs vacation destination
• increased awareness of hot springs attractions
• outstanding media coverage
• impressive social media engagement
• strong click & open rates on ads
• increased visitation levels
• extended length of stays
• record accommodation tax collections
COLLABORATION vs. COMPETITION
How to get a group of well-established hot springs attractions to work together.

- Work with DMOs rather than individual hot springs facilities.
- DMOs were already actively marketing their hot springs as primary attractions.
- DMOs made the financial investment rather than each hot springs.
- Work closely with CTO and participate in their programs and co-ops.
- Establish a dedicated point-person.