



creating the COLORADO HISTORIC HOT SPRINGS LOOP

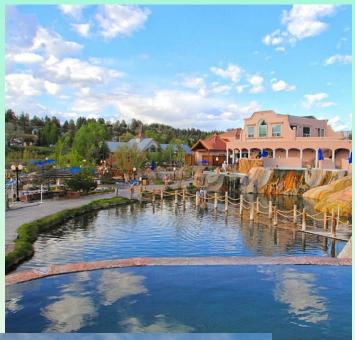
5 Colorado destination marketing organizations (DMOs)

- Visit Pagosa Springs
- Ouray County Chamber Resort Association
- Glenwood Springs Chamber Resort Association
- Steamboat Springs Chamber Resort Association
 - Chaffee County Visitors Bureau



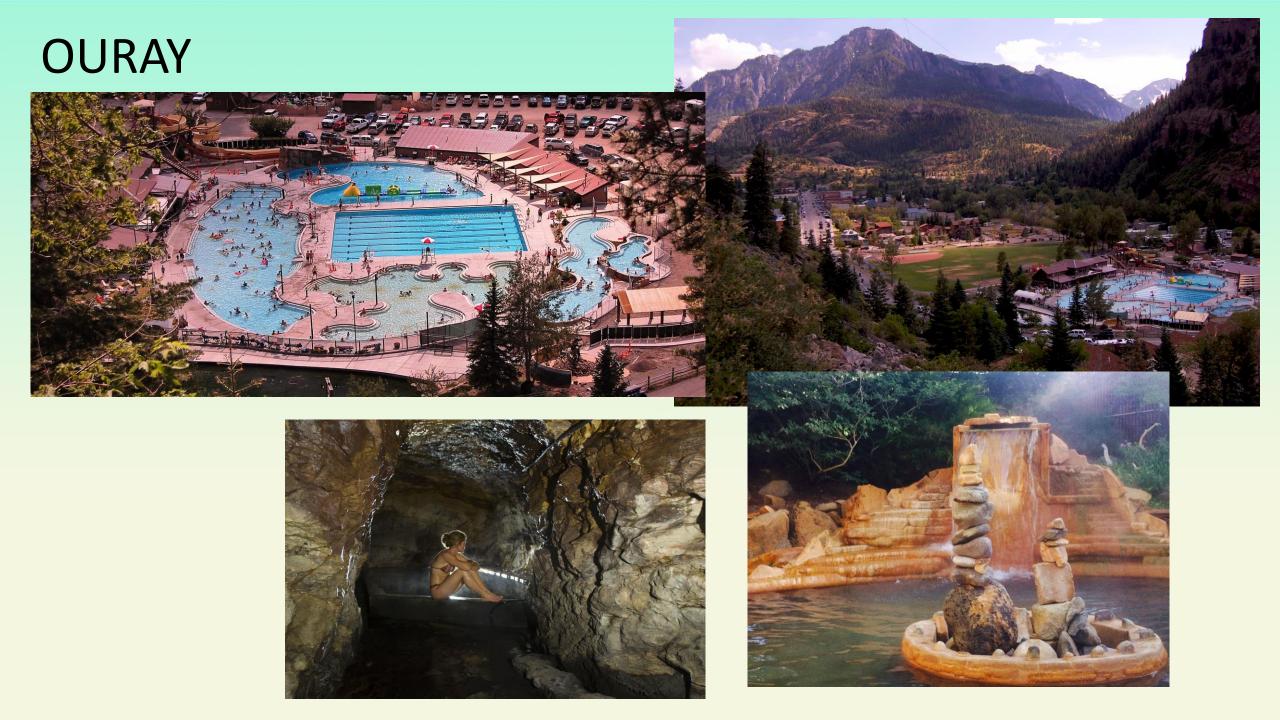
PAGOSA SPRINGS











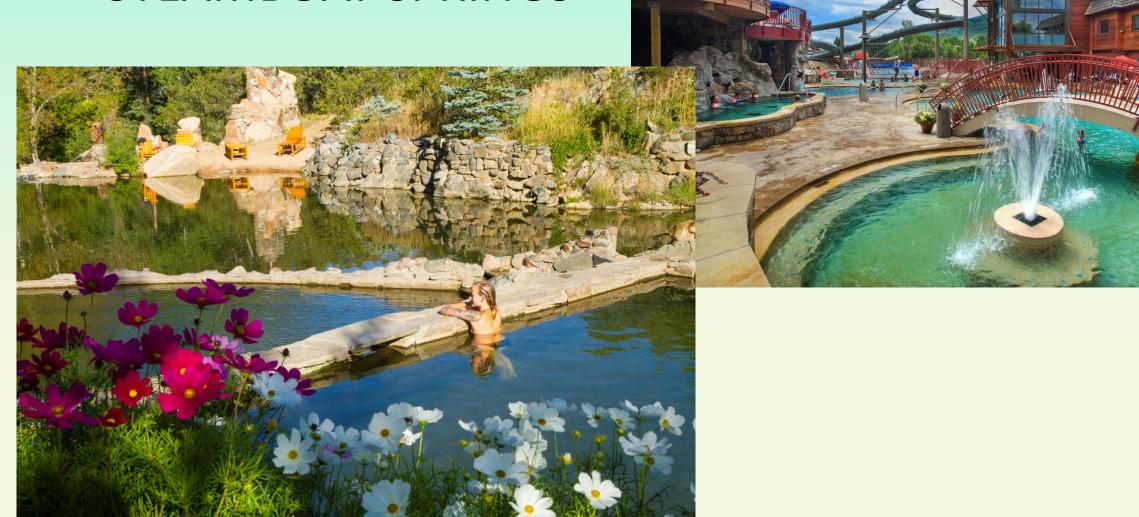
GLENWOOD SPRINGS







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



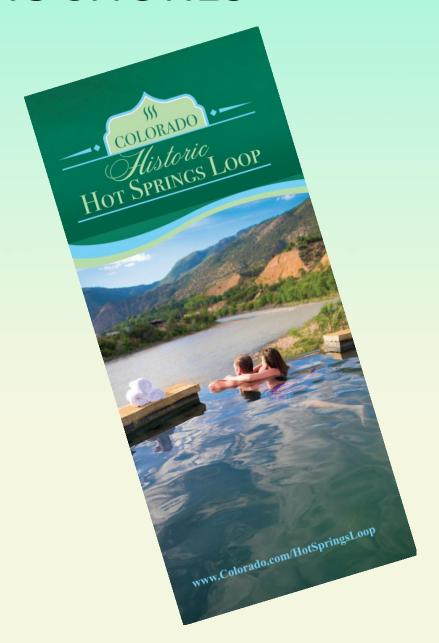
FEATURES

- 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



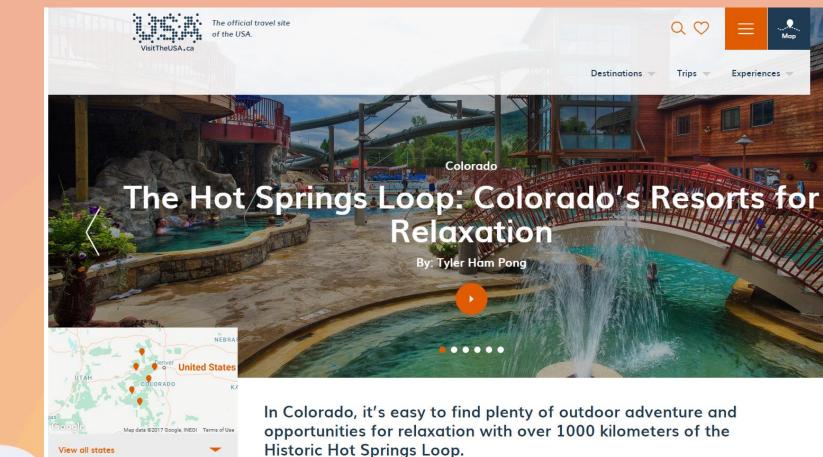
- Printed 53,000
 - English
 - Chinese
 - Japanese
 - German
- Distribution
 - Visitor Information
 - 10 Colorado Welcome Centers
 - Trade shows

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



VIDEOS



English

VIDEOS

Japanese



VIDEOS





登录 注册 🌘 💣 简 繁

热门搜索:伊利诺伊州 芝加哥 纽约 行陌随心

搜索

目的地推荐 旅游信息 旅行游记

首页 ,游记 ,行程攻略 ,科罗拉多温泉: 无与伦比的放松和休闲体验

USA

科罗拉多温泉: 无与伦比的放松和休闲体验



∠ 分享

我来到了科罗拉多州体验一下城镇周围历史悠久的温泉环旅。 的确,这是一次无与伦比的放松和休闲体 验。 在假期里,我一定得好好款待一下自己,我喜欢这里许多餐馆提供的从农场到餐桌的就餐体验, 也 别忘了品尝一下美味的科罗拉多本地啤酒!

在五个最大的温泉放松

在科罗拉多州西部有五个首要温泉目的地 - 查菲县,帕戈温泉,乌雷县,格伦伍德温泉和斯廷博特温泉 -这里有由19个温泉设施组成科罗拉多历史温泉环旅。





肯塔基州:"金三角"的 城市假期

肯塔基州:精彩无限

的户外冒险



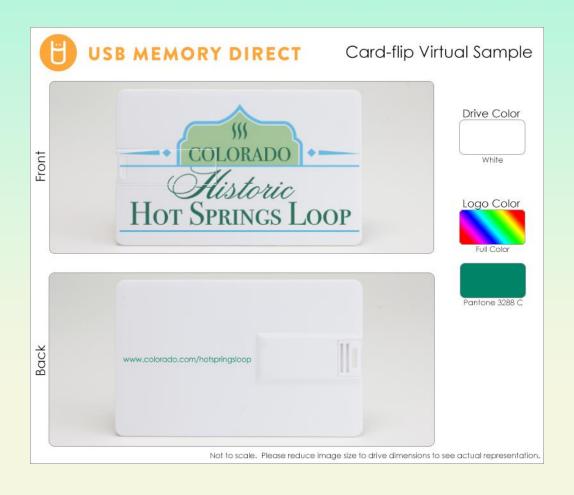
首都地区七天公路之 旅:华盛顿特区、马 里兰州, 弗吉尼亚州

Visit the USA



German

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

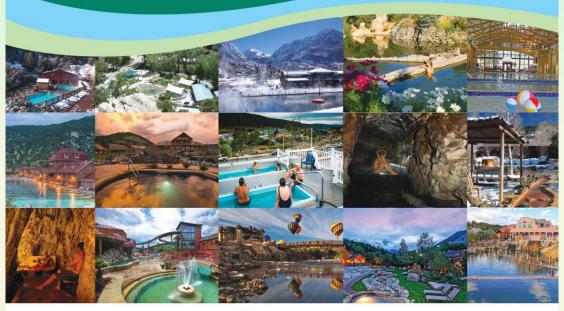
CTO ad opportunities

- ALIVE
- e-blasts
- Facebook Co-op
- Visit Colorado Instagram Takeover





The Colorado Historic Hot Springs Loop showcases some of the most popular hot springs destinations in the country - Chaffee County, Pagosa Springs, Ouray County, Glenwood Springs, and Steamboat Springs. There is so much variety on this 720-mile journey; from intimate private baths, to the world's largest mineral hot springs pool. Each of the nineteen facilities offers unique features like vapor caves, hot pots, terraced pools, enormous travertine formations, and fun-filled aquatic centers.









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

WELLNESS HIGHWAY

HOT SPRINGS LOOP
WESTERN COLORADO

There's something wondrous about driving through the Centennial State: Just as you start aching from hours behind the wheel, your road trip morphs into a spa vacation. A 720-mile trek takes you past 19 different soaks, ranging from the world's largest mineral hot-springs pool and geothermic vapor caves in Glenwood Springs to intimate and rustic natural steam baths in Chaffee County. Start your journey in Denver and make your way northwest to Steamboat Springs for a springfed plunge after a day of hiking. Then head south on the loop to a naturally occurring underground steam bath in the heart of the Rocky Mountains. Continue south to Ouray to poach amid canyon scenery, and make your way southeast to Pagosa Springs to explore the world's deepest geothermal aquifer in the San Juan Mountains, surrounded by 3 million acres of wilderness. Colorado, take us away! colorado.com/ hotspringsloop.



syndicated in 21 additional outlets



syndicated in 11 additional outlets





Chicago Tribune

THE DENVER POST





TRAVELER Great Escapes

BO PLACES TO GO NOW

BO PLACES TO GO NOW

Hot Nights in BARCELONA

Hot Springs in COLORADO

Hot Sauce In BOLIVIA

ROAD TRIP COLORADO HOT SPRINGS

Cowboy Country

blossomed lately with a spate of craft cocktail bars and small-plate dining rooms (try The Laundry).

Start in downtown Steamboat Springs, which has

Dive Into History

Since 1888, the town of Glenwood Springs has held the title for the world's largest mineral hot springs pool. For something more intimate check out Iron Mountain's 16 nocket-size pools. The hottest one (108°F) pairs perfectly with a can of Durango-brewed Modus Hoperandi from the on-site café. hotsprings

Super Soaker

Colorado Trail and the Continental Divide is Mount Princeton Hot Springs Resort, a cozy year-round retreat built or a 120°F artesian well. To access the springs, you'l have to climb down into a creek and wade around the shallow rocky pools until you find the right mix of scalding jets and cold water. mtprinceton.com

STOP 4

Chili Chowdown

Continue your ascent through the Rockies with a mid-morning stop at Leadville, America's highest incorporated city at 10.578 feet. On Harrison Avenue, the main drag, stroll past the grand facade of the historic Tabor Opera House, where Harry Houdini once performed then settle in at a booth at the Golden Burro Cafe. Breakfast at this Old West saloon is no joke-try the "golden burro-ito," a missile-size pouch of eggs and potatoes slathered with green chili sauce and melted cheese, or the chicken-fried steak and

eggs, topped with housemade sausage gravy. taboroperahouse.net. www.goldenburro.com

Roulder halances the huzz of a modern metropolis

STOP 5

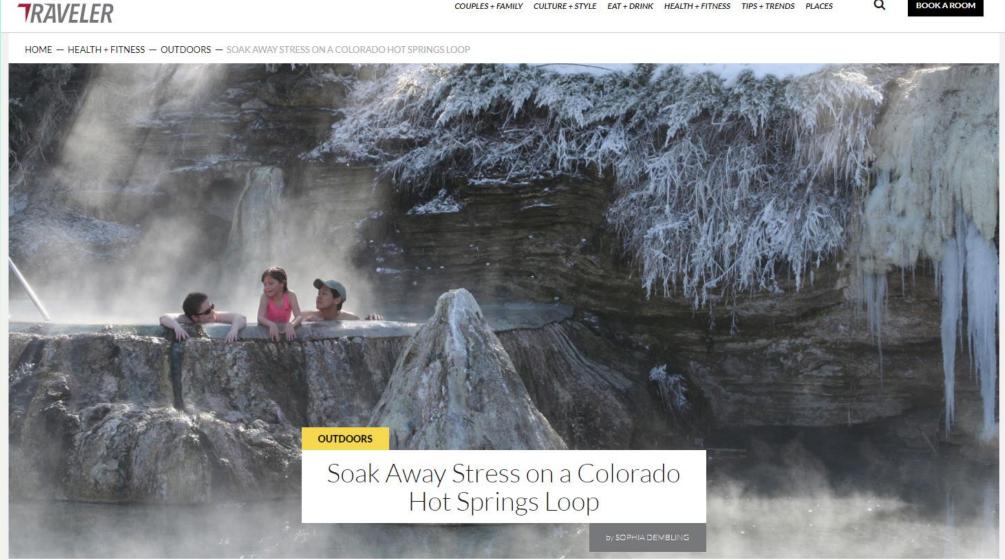
Treat Yourself

with the tranquillity of a close connection to nature Nowhere is that dual spirit more evident than at the Boulder Farmers Market, a weekly ritual where multiple generations of local farmers mix (from April to November) with artisan food trucks. You can fill up on samples including Fortuna Chocolate's dangerously addictive Mexican cacao bars and ganache truffles. Then head to Shine, a holistic brewery and bar that also specializes in herb-based, nonalcoholic "potions," such as the black cherry- and hasil-infused Three Laughing Monks. Not that you'll need much of a health boost: After days spent soaking in hot springs, that native Coloradan shine will have rubbed off on you too. bcfm.org,





NATGEOTRAVEL.COM



Marriott.

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



2018 PLAN Powered by U.S. Travel **DENVER** MAY 19-23, 2018

AWARDS



DMAWCSIII Produce value guardard Broad

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



- 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.

