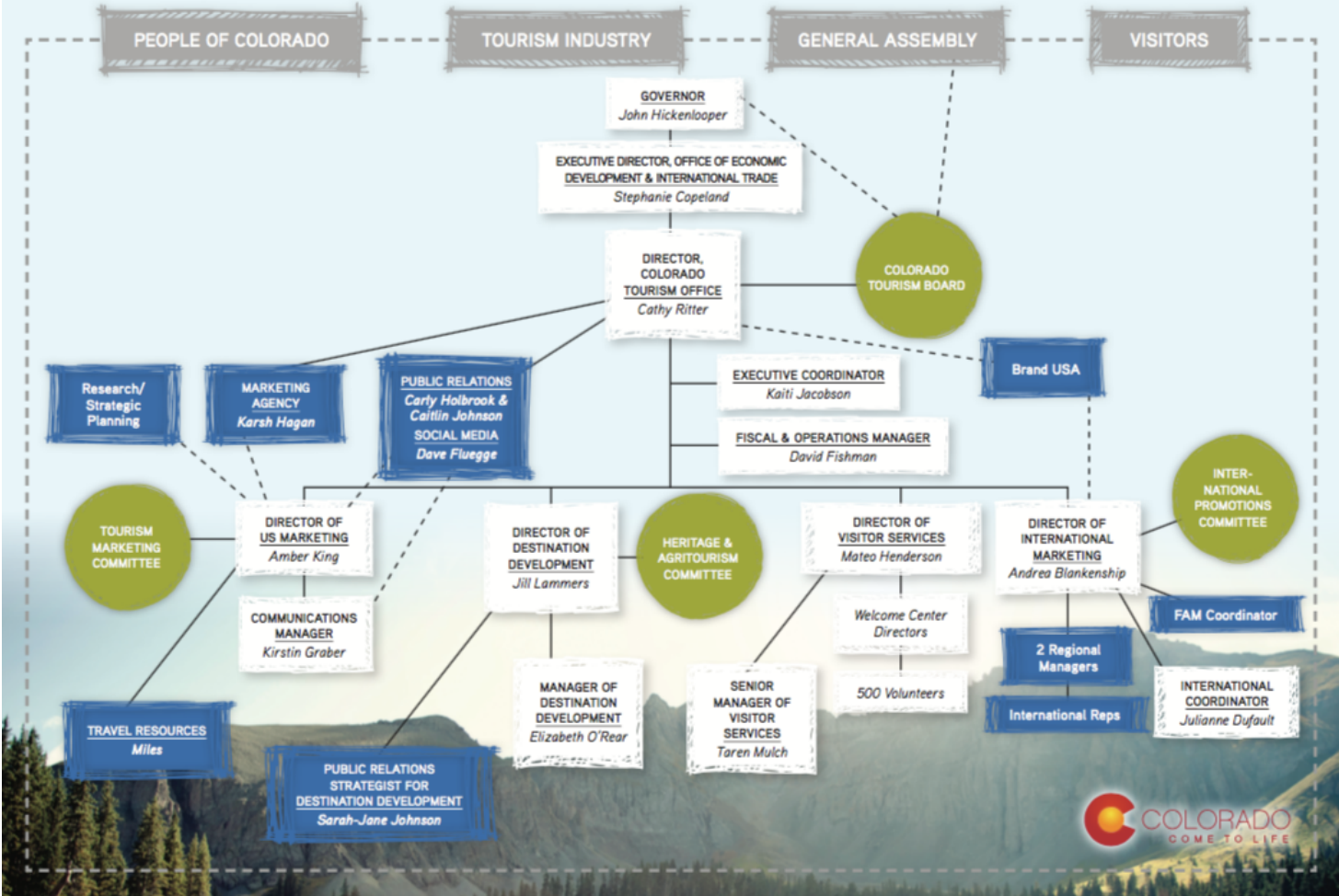




# COLORADO TOURISM OFFICE

Jill Corbin, Director of Destination Development  
[Jill.Corbin@state.co.us](mailto:Jill.Corbin@state.co.us)

# COLORADO TOURISM OFFICE ORGANIZATIONAL CHART







# COLORADO TOURISM OFFICE ROLES



**DIRECTOR,  
COLORADO TOURISM OFFICE**  
*Cathy Ritter*  
STRATEGY, BRAND &  
INDUSTRY RELATIONS



**FISCAL &  
OPERATIONS MANAGER**  
*David Fishman*  
ACCOUNTING, CONTRACTS &  
OPERATIONAL NEEDS



**EXECUTIVE COORDINATOR**  
*Kaiti Jacobson*  
ADMIN SUPPORT,  
BOARD RELATIONS &  
SPECIAL EVENTS



**DIRECTOR OF  
US MARKETING**  
*Amber King*  
INTEGRATED DOMESTIC  
MARKETING & INSIGHTS



**DIRECTOR OF DESTINATION  
DEVELOPMENT**  
*Jill Lammers*  
DEVELOP, SUPPORT & PROMOTE  
COLORADO'S HIDDEN GEMS



**DIRECTOR OF  
VISITOR SERVICES**  
*Mateo Henderson*  
WELCOME CENTER  
HOSPITALITY & SALES



**DIRECTOR OF  
INTERNATIONAL MARKETING**  
*Andrea Blankenship*  
INTERNATIONAL MARKET  
STRATEGY & PROMOTION



**COMMUNICATIONS  
MANAGER**  
*Kirstin Graber*  
MEDIA/INFLUENCER  
RELATIONS & SOCIAL MEDIA



**MANAGER OF DESTINATION  
DEVELOPMENT**  
*Elizabeth O'Rear*  
RURAL DEVELOPMENT/  
OUTREACH & GRANTS



**SENIOR MANAGER  
OF VISITOR  
SERVICES**  
*Taren Mulch*  
WELCOME CENTER  
HOSPITALITY SUPPORT



**INTERNATIONAL  
COORDINATOR**  
*Julianne Dufault*  
TRADE EVENTS,  
IPC RELATIONS &  
SUPPORT

**PUBLIC RELATIONS/SOCIAL MEDIA**

*Carly Holbrook & Caitlin Johnson*  
PUBLIC RELATIONS  
STRATEGY & STORYTELLING

*Dave Fluegge*  
SOCIAL MEDIA STRATEGY &  
CONTENT MARKETING

**PUBLIC RELATIONS  
STRATEGIST FOR  
DESTINATION DEVELOPMENT**  
*Sarah-Jane Johnson*

**INTERNATIONAL TEAM**

*Jennifer Bartlett-Alpert,*  
FRANCE, GERMANY, UK  
*Liz Birdsall,* CANADA, CHINA, JAPAN  
*Bri Sejert,*  
FAM MANAGER & PARTNER RELATIONS

COLORADO TOURISM

# ROADMAP

MOVING THE STATE FORWARD THROUGH A STATEWIDE STRATEGIC INITIATIVE

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Adopted on March 15, 2017

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## **VISION**

Colorado is the premier U.S. destination for active, outdoor and unique experiences that make you feel truly alive.

## **MISSION**

Drive traveler spending through promotion and development of compelling, sustainable travel experiences throughout our four-corner state.

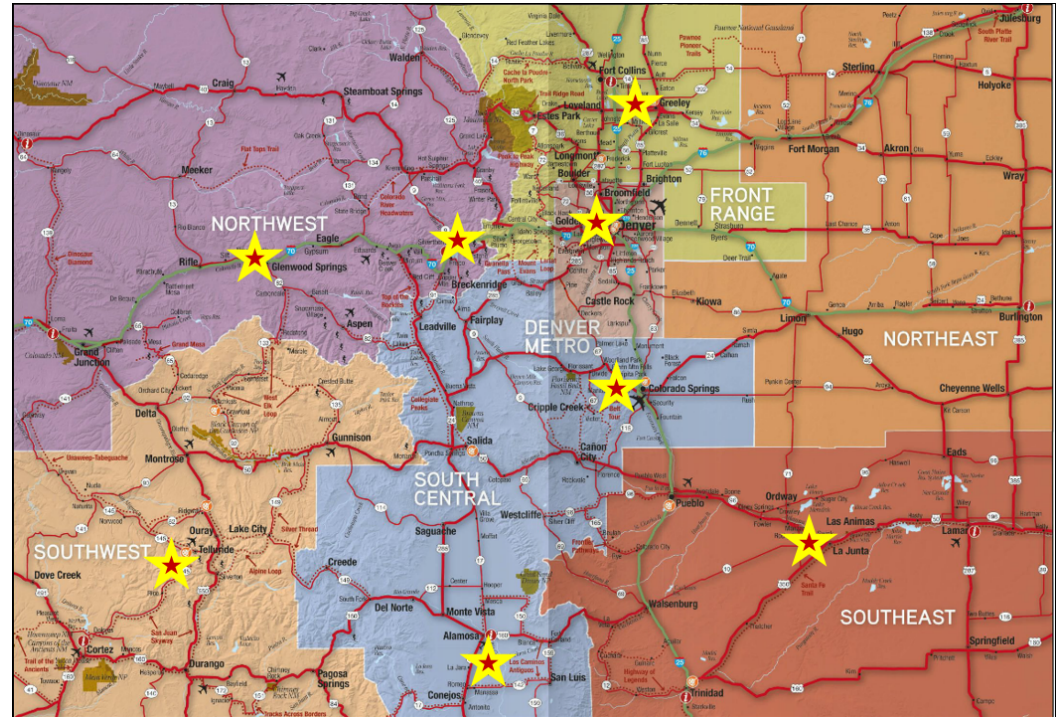
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# REGIONAL BRANDING

- Current regions not relevant to travelers – or industry
- New regional designations could serve as platforms for meaningful regional marketing collaborations
- Will be seeking outside expertise and industry involvement in designating and theming new travel regions



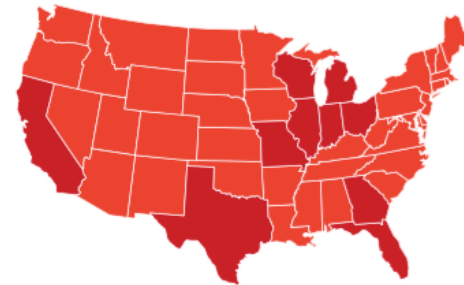


# 2017 OFFICIAL STATE VACATION GUIDE



## TOP DIRECT REQUEST MARKETS

1. Texas
2. California
3. Florida
4. Illinois
5. Michigan
6. Missouri
7. Georgia
8. Ohio
9. Indiana
10. Wisconsin



# ALIVE MAGAZINE



**REACH**  
**200,000**  
**SUBSCRIBERS**



**CIRCULATION**  
100,000 copies in April  
and 100,000 copies in  
September



# A TOP TOURISM WEBSITE

- Consistently ranked as a top 3 state tourism website nationally
- 7.2 million unique users in 2016; 10 million+ sessions
- Constant optimization for consumer and industry objectives

**COLORADO**  
COME TO LIFE

THINGS TO DO | HOTELS & LODGING | FESTIVALS & EVENTS | TRIP IDEAS | REGIONS & CITIES | SPECIAL OFFERS

you know what **COLORADO HAS TO OFFER,**  
NOW PLAN your **IDEAL GETAWAY**

GET TRAVEL-PLANNING RESOURCES

**Colorado Vacations: Find Things to Do, Attractions, Places to Visit & More**

Our future is yet to be written. The seconds that pass are ours for the taking. We can turn them into moments that last forever. And it all starts with one choice. Plan your Colorado vacation now. [Plan your Colorado summer vacation now.](#)

PRINTABLE MAP  
PRINT

FREE VISITORS GUIDE  
ORDER NOW

COLORADO ARTICLES  
VIEW NOW

COLORADO VIDEOS  
VIEW NOW

# COLORADO FIELD GUIDE

- Continue to build on the success of the program by:
  - Working with industry partners to develop new itineraries, including Fall and Winter
  - Creating opportunities to promote through social, PR and digital
  - Monitoring usage for best user experience and optimization
  - Continuing to develop sustainability and “voluntourism” travel opportunities



COME TO LIFE  COLORADO™

## PLAN YOUR GETAWAY

EXPLORE BY REGION ▾

EXPLORE BY CITY ▾

EXPLORE BY TRIP LENGTH ▾

NATURE

ADVENTURE

FOOD & DRINK

CULTURE

BUDGET

# PLAN YOUR GETAWAY

Share    

EXPLORE BY REGION  EXPLORE BY CITY  EXPLORE BY TRIP LENGTH 

- NATURE
- ADVENTURE
- FOOD & DRINK
- CULTURE
- BUDGET







# FY2017 PR METRICS

- In FY17, total coverage generated by the CTO PR team resulted in **1,623,617,375** impressions. Up 164,881,290 impressions from FY16, which is a **11.3% increase**.
- In FY17, total coverage generated by the CTO PR team resulted in a media value of **\$83,272,460**. Up \$20,632,876 from FY16, which is a **33% increase**.
- The CTO PR team secured coverage in **35 of our top 50** outlets and **44 of our top 100** outlets.
- The CTO PR team secured **116 placements in our top 100** outlets. Up 30 placements from FY16, which is a **35% increase**.
- FY17 Barcelona Average: **74**



# THE SIX CAMPAIGNS

- Elevate Awareness of the CTO and Its programs
- Position Colorado as the Top State for Cycling Vacations
- Elevate Colorado's Reputation as a Top Culinary Destination
- Inspire Travelers to Explore Less-Visited Destinations/Field Guide (Destination Development)
- Position Colorado as Home to the Best and Most Diverse Ski/Snowboard Experiences
- Position Colorado As The Top Destination in the U.S. for Outdoor Recreation Pursuits



**OUTDOOR**  
RETAILER  
WINTER MARKET

**TOP**  **CHEF**

COLORADO  
**FIELD GUIDE**  
ESTABLISHED IN 2017

# CAMPAIGN ELEMENTS

Each campaign will incorporate the following initiatives:

- Visiting Journalists Program
- Writing, Pitching and Press Releases
- Influencers and Social Media
- Destination Development
- Stewardship





# VISITING JOURNALISTS PROGRAM

Goal: Attract at least 35 top staff and freelance writers from the FY2018 PR Top 100 Target Outlets to visit Colorado and write feature stories about their experiences.

- Group Press Trips:
  - Northern Colorado Culinary Trip: September 2017
  - Post IPW Media Trips: May 2018
- Group Influencer Trips:
  - Culinary Colorado: September 2017
  - LGBT Focused Trip: Spring/Early Summer 2018



# IN-MARKET MEDIA BLITZES

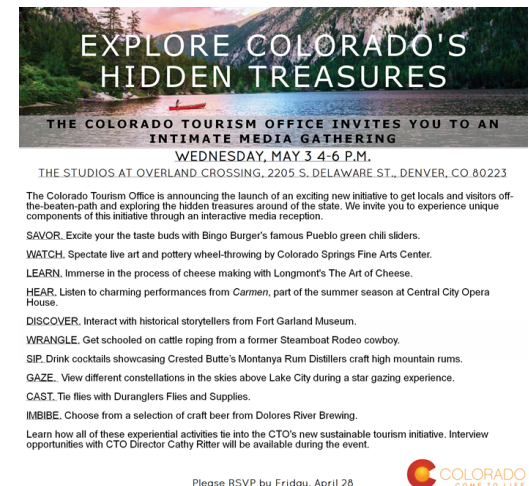
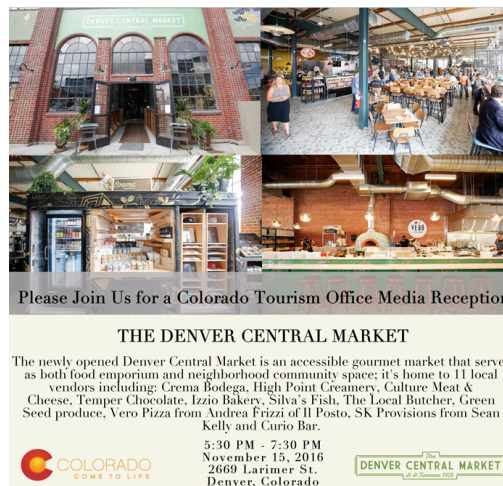
- Goal: Broaden awareness of Colorado in top target media markets
  - **South Florida** media blitz, August 2017, to promote winter and ski and snowboard offerings.
  - **New York** desksides, early January 2018, meeting with national outlets and journalists to promote late winter and spring/summer.
  - **Pacific Northwest** media blitz, February 2018, to promote outdoor adventure offerings for summer/fall in Colorado.
  - **Texas** media blitz, March 2018, to promote summer/fall offerings in Colorado.



# QUARTERLY LOCAL MEDIA RECEPTIONS

The CTO hosts four quarterly media receptions each year to gather industry partners and local journalists to discuss the state's latest news and story angles.

- Each reception is attended by about 20 industry partners and an upwards of 30 Colorado journalists.



# CTO PR AND SOCIAL MEDIA HOTSHEET



The CTO PR and social media teams distribute a monthly HotSheet to industry partners that includes info on:

- Upcoming press releases and social media content opportunities.
- Journalist leads and information on new and noteworthy media outlets.

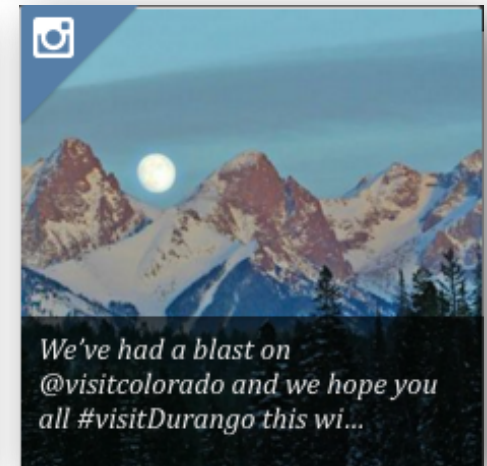
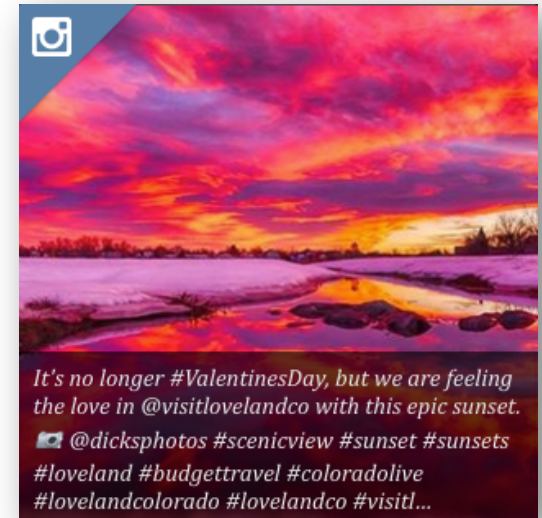
Email: [editor@colorado.com](mailto:editor@colorado.com) to be added to HotSheet





# INSTAGRAM TAKEOVER

- Partners take over for one week
- Showcase the best of destination
- Share 2-5 photos per day
- Spread love around state
- Use planning and thoughtful copy
- Great opportunity to start/grow channels



# SOCIAL CO-OP

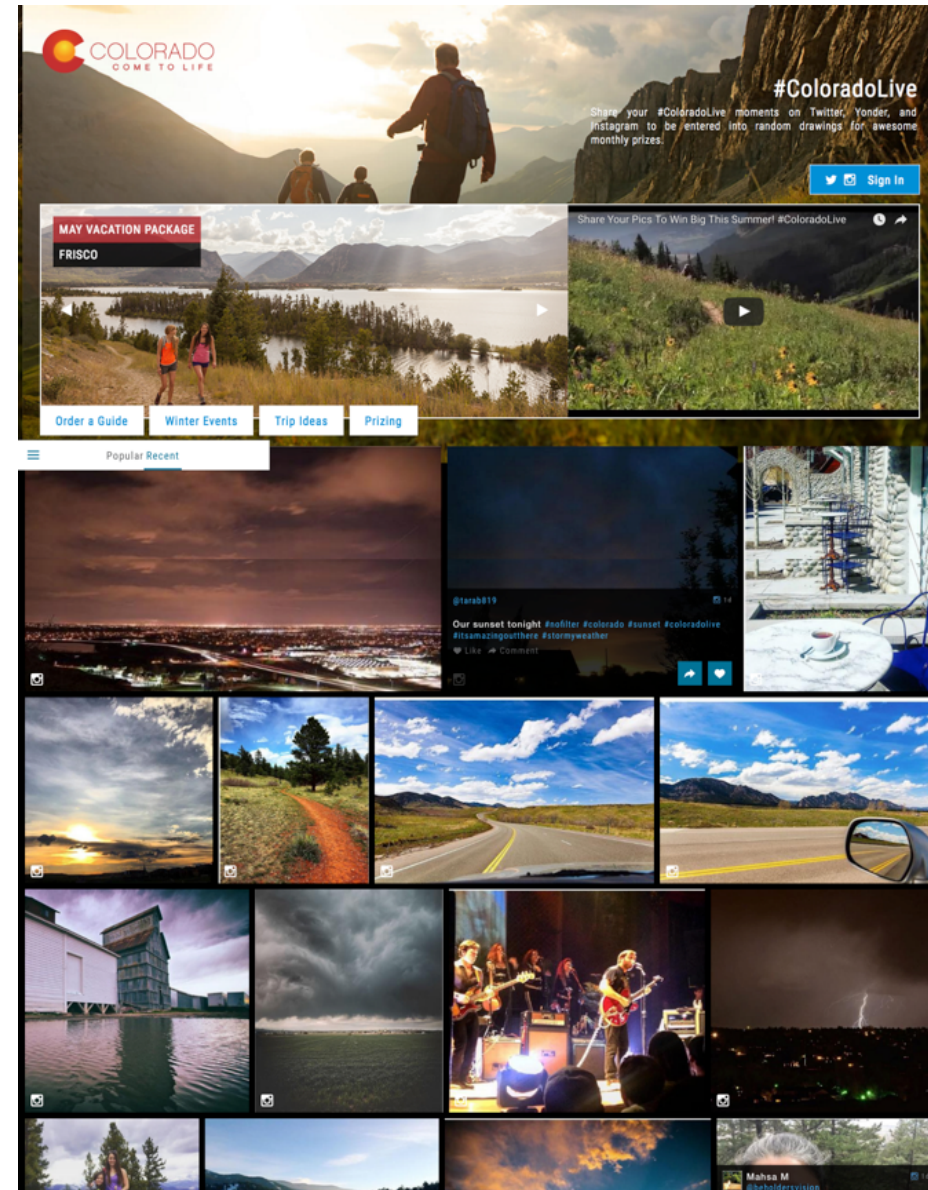
- Dollar for dollar social media marketing grant, from \$1,000 to \$2,500
- One participant per week on 3-day Facebook promotion
- Partner creates a unique piece of content on their site
- Partner decides on target audience
- Open to destinations, ski resorts, some associations
- We work with you to maximize results
- Second year results: 36M reach & 9M engagements!
- Warm weather is full, but winter signup will go out late fall

The screenshot shows the Visit Alamosa website with a navigation menu (HOME, THINGS TO DO, LODGING & DINING, TRAVEL TOOLS & TIPS, MAPS, EVENT CALENDAR, COMMUNITY INFORMATION) and a weather widget (53°F, Fair, Wind: 0 mph). The main content area features the article "5 Outrageous Farm Visits in the San Luis Valley" with a "Free Travel Planner" sidebar. A Facebook post from "Visit Colorado" is overlaid, showing a post about farm visits with a mountain image and engagement metrics (18k Likes, 363 Comments, 2.9k Shares). Below the Facebook post, the website content continues with "2. North American Plains Bison!" and an image of bison in a field.



# #COLORADOLIVE

- Visitors and residents post using #ColoradoLive
- Photos are featured by CTO, participate!
  - Website
  - Social Media Channels
  - Display advertising
  - Welcome Centers
- Monthly destination themed prizes
- Over 200,000 posts in last year!
- Always looking for sponsors



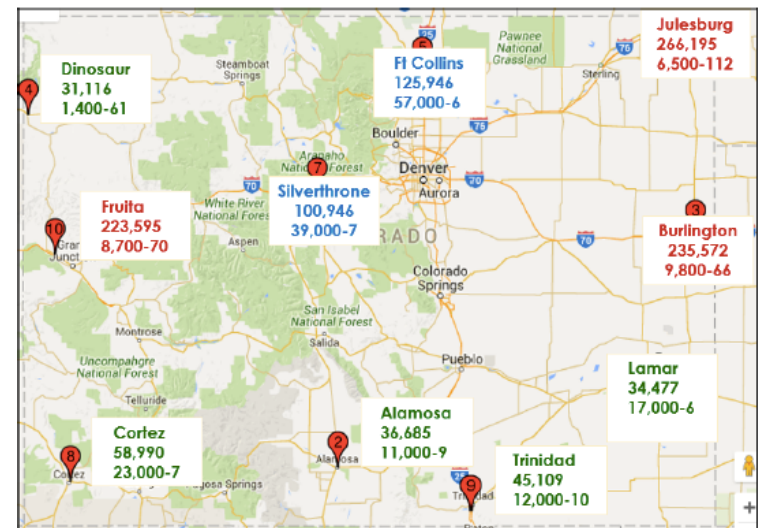


# VISITOR SERVICES TASK FORCE

Supports the Colorado Tourism Office (CTO) in developing recommendations by Spring 2018, for making most effective use of available resources and partnerships for maximizing the ability of Colorado Welcome Centers to welcome visitors and inspire travel throughout Colorado.

## TASK FORCE TEAM:

CDOT- Michelle Scheuerman  
Miles Partnership- Laura Libby  
Parks and Wildlife- Debbie Lininger  
Visit Fort Collins- Cynthia Eichler  
Alamosa CVB- Jaime Greeman  
History Colorado- Shannon Haltiwanger





# INTERNATIONAL VISITS TO COLORADO REACHED A NEW HIGH

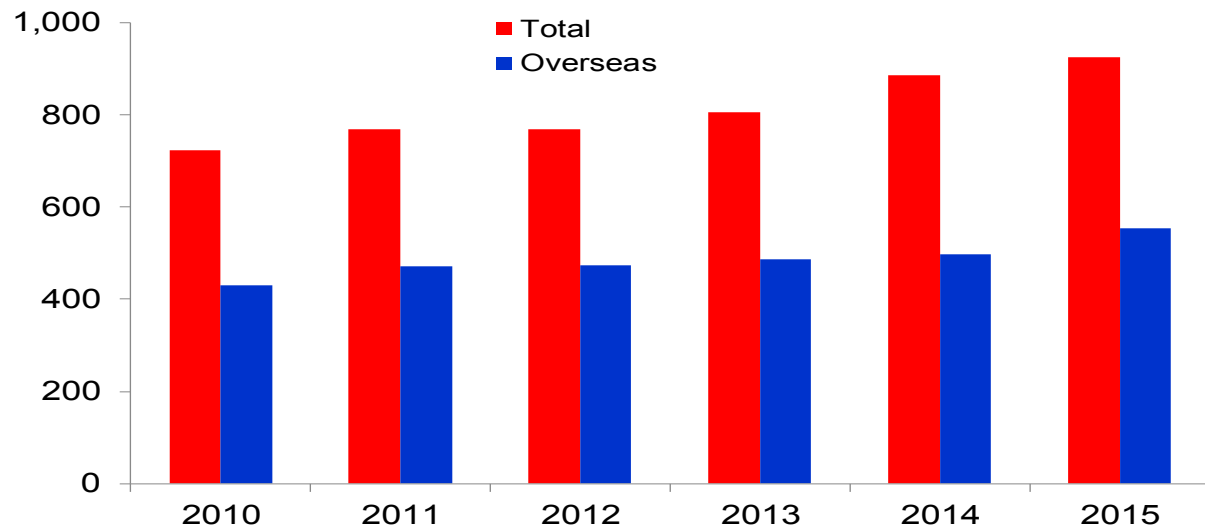
Colorado received 953,462 international visitors and 559,302 overseas visitors in 2015.

Total international visits to Colorado are up from 722,000 in 2010, a 28% increase in five years.

Total overseas visits to Colorado are up from 430,000 in 2010, a 29% increase in five years.

**Total visits to Colorado, 2010-2015**

Visits, thousands



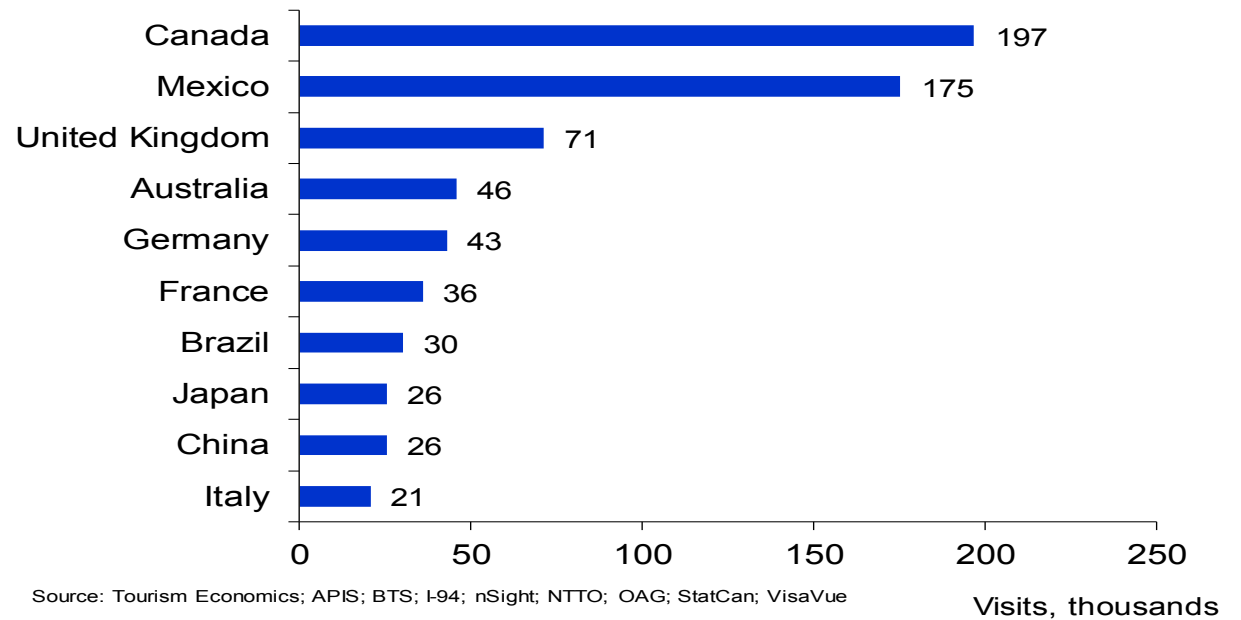
Source: Tourism Economics; APIS; BTS; I-94; nSight; NTTO; OAG; StatCan; VisaVue

# ...FROM A VARIETY OF EMERGING AND DEVELOPED COUNTRIES

Canada and Mexico are Colorado's top source markets by a large margin.

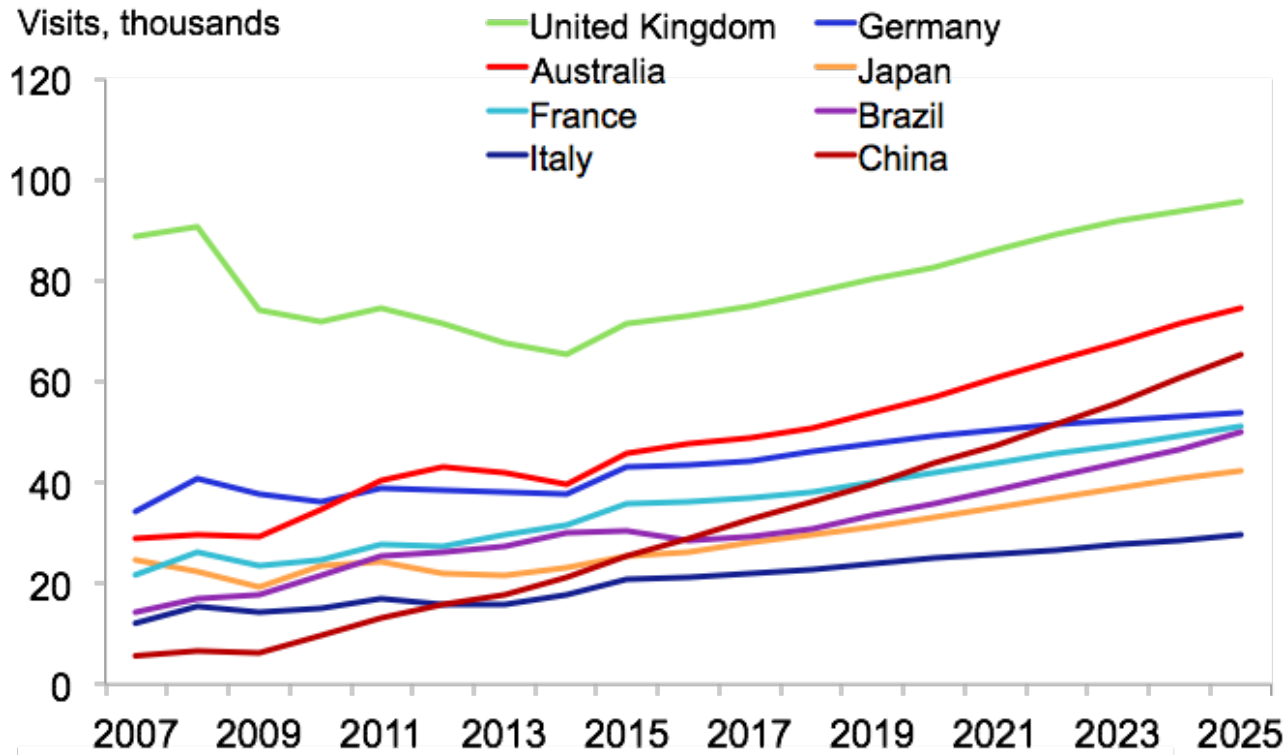
The UK is Colorado's top overseas market, with 71,000 visits.

**Top markets for Colorado, 2015**



# COLORADO'S TOP OVERSEAS MARKETS

## Colorado's top overseas markets





# OUR TEAM AND INTERNATIONAL REPRESENTATIVES

**CTO - International**  
Andrea Blankenship

**Americas**  
Liz Birdsall

**Canada**  
The KAI Group

**Mexico**

**Europe**  
Jennifer Bartlett-Alpert

**UK**  
Black Diamond

**Germany**  
Get It Across

**France**  
Express Conseli

**Asia-Pacific**  
Liz Birdsall

**Japan**  
Fieldstar

**China**  
East-West Marketing

**FAM Manager**  
Bri Seifert

**Int'l Coordinator**  
Julie Dufault

# HOW YOU CAN GET INVOLVED

- Support Fam Trips to your area
- Coop Programs in International Markets
  - Ads can start as low as \$500
- Brochure Distribution for international trade shows
  - Brochures given to top tour operators and media
- Trade Shows
  - World Travel Market, ITB Berlin, IPW



**ipw**

Powered by U.S. Travel

**DENVER**  
MAY 19-23, 2018

# IPW PLANNING

- CTO sponsored IPW events
  - ‘Taste of Colorado’ media reception
  - “Colorado Night” at Mile High Stadium
- Expanded Trade Show Booth
  - Questionnaire to potential booth partners
- Seven Post Fams throughout Colorado
- GovCon training, hospitality trainings

**EXPECTED IMPACT: 1 million more international visitors in three years following IPW**



# VALUE PROPOSITION

## **For participants:**

- Gives high-potential leaders an opportunity to advance their careers by developing new leadership skills, while building a statewide network of colleagues and resources.

## **For Employers:**

- Is ideal for employers seeking an effective way to develop, reward and retain talented team members with growth potential.

## **For Colorado:**

- Leads to a stronger, more unified, engaged and high-performance tourism industry that is even better equipped to be a leading economic driver for our state.

***Mission: To activate the full potential of the Colorado tourism industry through its people.***



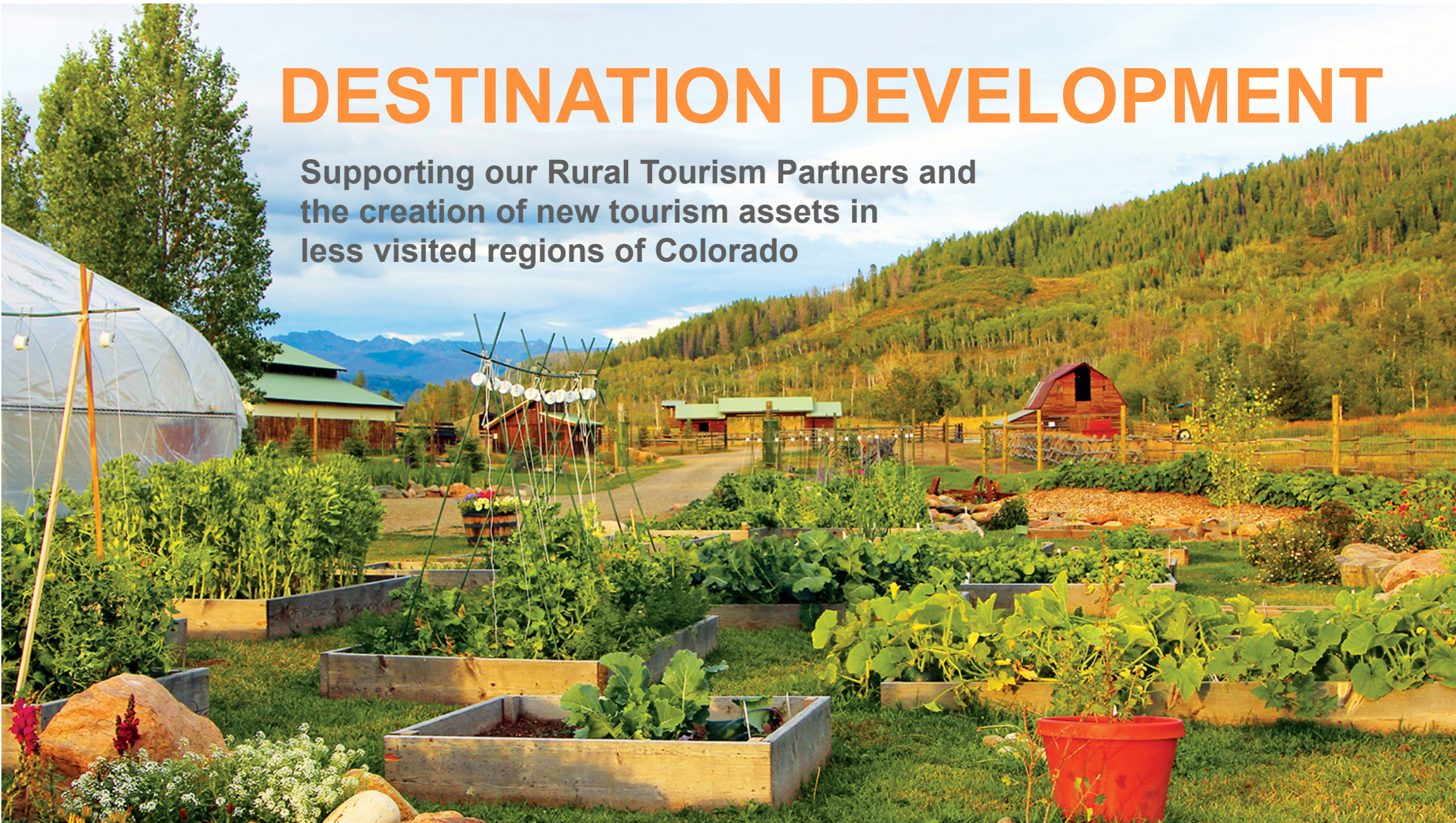
# THE JOURNEY

- Yearlong tuition-based program, with access to scholarships
- 20 participants per class
- Program will begin and conclude at the **annual Colorado Governor's Tourism Conference** and includes:
  - Attendance at two successive Governor's Conferences.
  - Three experiential learning opportunities spanning three days (half day, full day, half day) at locations around the state
  - Periodic one-hour check-ins with small groups
  - Required reading
  - Regular encounters with assigned mentors
  - Completion of a project approved by employer or supervisor



# DESTINATION DEVELOPMENT

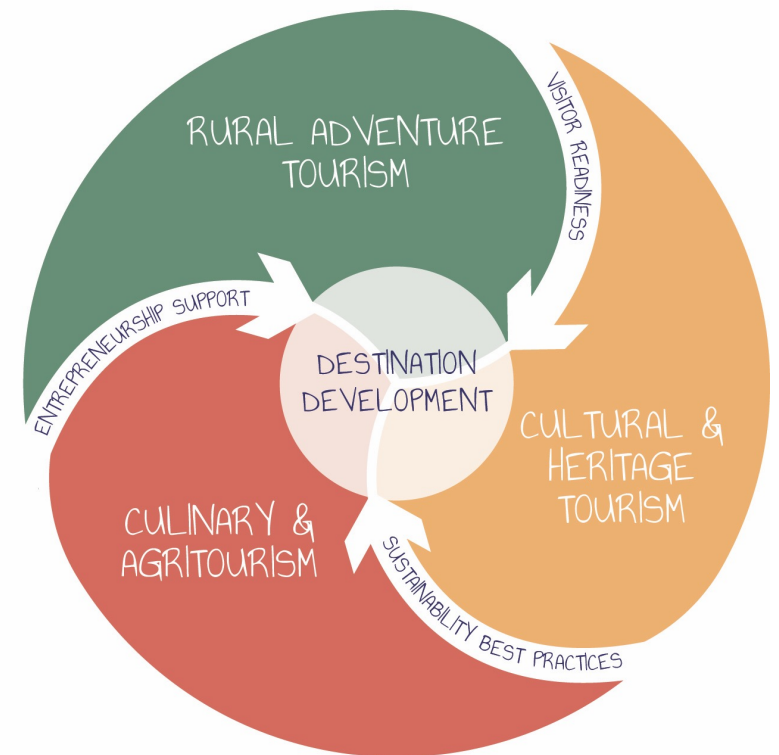
Supporting our Rural Tourism Partners and  
the creation of new tourism assets in  
less visited regions of Colorado





# GOALS FOR FY18 AND BEYOND

- 1) Increase traveler spending through **creation and branding of new traveler experiences** in less visited areas of Colorado
- 2) **Empower rural destination partners** to develop and promote tourism assets
- 3) **Be inclusive** of all industry segments
- 4) Support development of programs to **enhance visitor readiness**



## Meet your CTO Destination Development Team:

- Jill Corbin, Colorado Tourism Office, Director of Destination Development, [jill.corbin@state.co.us](mailto:jill.corbin@state.co.us)
- Elizabeth O'Rear, Colorado Tourism Office, Manager of Destination Development, [elizabeth.orear@state.co.us](mailto:elizabeth.orear@state.co.us)
- Sarah-Jane Johnson, Destination Development PR Strategist, [media@sjpr.net](mailto:media@sjpr.net)
- David Fluegge, Colorado Tourism Office, Social Media, [dave.fluegge@state.co.us](mailto:dave.fluegge@state.co.us)



# MARKETING MATCHING GRANTS

## Questions?

Contact Elizabeth O'Rear,  
Manager of Destination  
Development  
[elizabeth.orear@state.co.us](mailto:elizabeth.orear@state.co.us)  
303.892.3893

- **Funded at \$600K**
- Awards up to \$25K
- Dollar-for-dollar match, with up to 20% in-kind
- FY18 Application Opens: July 14<sup>th</sup>, 2017
- **FY18 Application Deadline: September 15<sup>th</sup>, 2017**
- **Applications online:** [industry.colorado.com](http://industry.colorado.com)

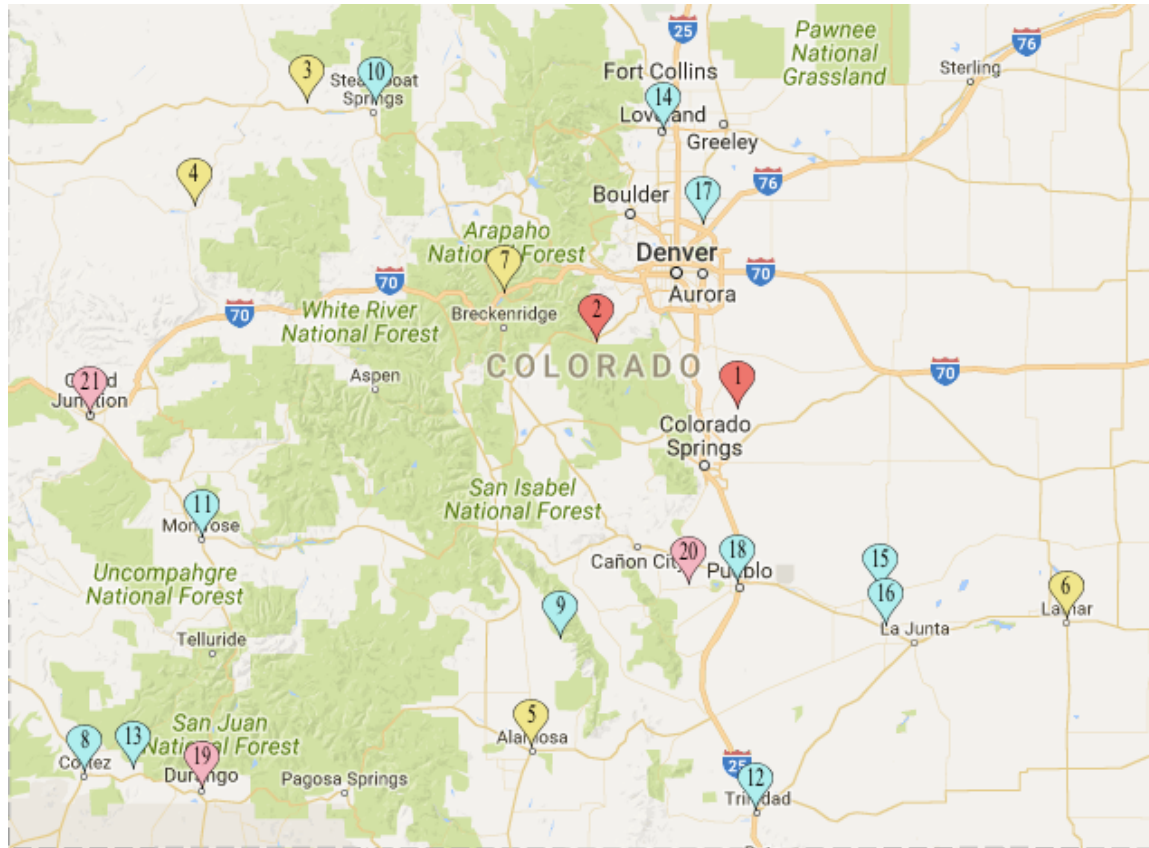
# CHAMP: CULTURAL, HERITAGE & AGRITOURISM MENTOR PROGRAM

**Purpose:** *To stimulate the development of high-quality cultural, heritage and agricultural tourism experiences for travelers in Colorado.*





# CHAMP PROJECTS



1. C2 Alpacas - Colorado Springs \*
2. Aspen Peak Cellars - Bailey
3. Horse & Hen Farmhouse - Hayden
4. Rio Blanco Historical Society - Meeker
5. SLV Museum Association - Alamosa
6. Snow Goose Festival - Beech
7. Summit Historical Society - Dillon
8. Cortez Cultural Center - Cortez
9. Crestone Arts District - Crestone
10. Elkstone Farm - Steamboat Springs
11. Montrose Historical Society - Montrose
12. Trinidad Welcome Center - Trinidad
13. The Mancos Project - Mancos
14. Loveland Farmers Market - Loveland
15. Alternative Colorado – Ordway
16. Canyons & Plains – Rocky Ford
17. Berry Patch Farms – Brighton
18. History Connections – Pueblo
- Durango Cowboy Poetry Gathering – Durango
- A Night of Heaven Ranch – Pueblo
- Downtown Grand Junction – Grand Junction

# CHAMP IMPLEMENTATION SPONSORSHIPS

\$5,000 will be awarded in implementation funding for successful CHAMP projects

- Rolling online applications throughout year
- <https://oedit.secure.force.com/oedit/>
- Applications open on December 1, 2017
- Eligible for a maximum of a \$1,000 grant to implement a key priority determined during the CHAMP process

# BLUEPRINT 2.0



Check out **Tourism Promotion and Development** initiative

Go to: [www.choosecolorado.com/blueprint](http://www.choosecolorado.com/blueprint)

FY18 Recipients: Rio Blanco County and Leadville-Lake County

## Questions?

Contact Jill Corbin,  
[jill.corbin@state.co.us](mailto:jill.corbin@state.co.us)



# BLUEPRINT IMPLEMENTATION SPONSORSHIPS

\$15,000 will be awarded in implementation funding for two successful Blueprint participants

- Available in May - June 2017
- Eligible for a maximum of a \$7,500 grant to implement a key priority determined during the CHAMP process
- Rio Blanco and Delta County were FY17 recipients

# WEB & COLLATERAL

Roots - Volume 1, 2 , 3 & 4 – published

Custom landing page published on Colorado.com to promote e-versions of *Roots*

**Roots Brand Channel** launched in July 2015 which will enable us to better track and provide better analytics

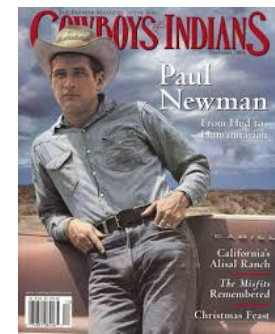
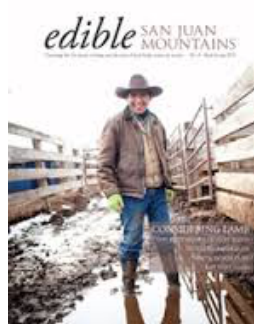
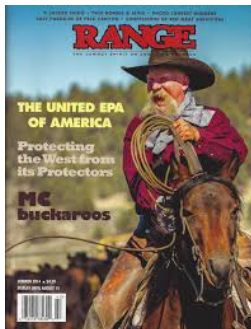




# DESTINATION DEVELOPMENT PR

The CTO has a dedicated public relations focus to spotlight rural destinations.

- Targeted media outreach to specialized media outlets
- Liaison with local and regional press
- Includes everything from farm stays, heritage and history tours, dude ranches, food tourism, rural adventure tourism
- Works closely alongside the CTO team to secure media opportunities, events and more



# RURAL TOURISM SCHOLARSHIPS – GOVERNOR’S TOURISM CONFERENCE

Twelve scholarships were awarded to first-time attendees from these counties:

- Fremont
- Rio Blanco
- Denver
- Phillips
- Archuleta
- Mesa
  
- Alamosa
- Las Animas
- Montezuma

# RURAL CONFERENCE SPONSORSHIPS

\$15,000 in sponsorships awarded to select conferences to bolster tourism development efforts in rural Colorado and to support education and training opportunities for tourism partners across the state.

**FY18 Selected sponsorships** – Colorado Agritourism Association Annual Conference (\$5,000), AgriSummit in Salida (\$5,000), Southern Colorado Tourism Summit (\$5,000)

# TOURISM ENTREPRENEURSHIP SUPPORT

Destination Development provides scholarships for tourism entrepreneurs to attend Leading Edge, Colorado's SBDC Networks flagship professional development program

- Reimbursement grants awarded throughout the year
- Online application-based process
- Program available at fourteen SBDC's around the state



**LEADING EDGE™**  
Strategic Planning Series  
a program of the Colorado SBDC Network



## Colorado Tourism Office Leading Edge Scholarship Opportunity for Tourism Businesses

**Description:** Collaboration between the Colorado Tourism Office (CTO) and the Colorado SBDC allow tourism businesses to apply for a scholarship to attend a LEADING EDGE training course. The goal of this collaboration is to reach small to medium Colorado for-profit and commercial entrepreneurs and businesses in rural areas that are active SBDC clients to provide targeted business training, resources, and funding to Colorado tourism businesses. Scholarship recipients will be reimbursed for 100% of their LEADING EDGE tuition fee.

CTO is Colorado's state tourism agency and is a division of the Office of Economic Development and International Trade. The mission of the CTO is to drive traveler spending through promotion and development of compelling, sustainable travel experiences throughout our four-corner state. For more info on the CTO, visit [www.industry.colorado.com](http://www.industry.colorado.com)

**Eligibility Requirements:** Applicants must be a start-up entrepreneur or current business owner working within the tourism industry in Colorado. Call CTO staff at 303-892-3840 with questions regarding your tourism occupation eligibility.

## Online Now

[http://  
www.coloradosbdc.o  
rg/](http://www.coloradosbdc.org/)



# PROFESSIONAL DEVELOPMENT SCHOLARSHIPS

\$5,000 in sponsorships will be awarded for certain professional development opportunities for select rural tourism partners to advance their tourism education and training.

- Online application closed on November 27
- Scholarships awarded for training and travel (up to \$500)

# IN THE WORKS

- **Early-stage Tourism Development Program**
- **Online Toolkits**
- **Workshops**
- **Expected Completion – June 2017**

# TOURISM DEVELOPMENT PROGRAM

**Provides a comprehensive training program designed to assist early-stage rural communities uncover their full tourism potential**



- Structured, 6-8-module training program developed by ASU
- Opportunity for CO-based experts to lead modules
- Application based process
- Two communities selected in FY18
- Upon successful completion, communities are eligible to apply for support to implement priority projects

# TOOLKITS

Resource hub providing rural tourism partners with 'how-to' resources on a wide range of topics

- Created by ASU
- PPT, Videos, Readings, Additional Resources
- *Will be available online and in a downloadable PDF format at [industry.colorado.com](http://industry.colorado.com)*



- Rural Tourism Toolkit
- Visitor Readiness Toolkit
- Marketing & Social Media Toolkit
- Tourism Entrepreneurship Toolkit
- Culinary & Agritourism Toolkit
- Cultural & Heritage Tourism Toolkit
- Rural Adventure Tourism Toolkit
- Bicycle Tourism Toolkit

# WORKSHOPS

**Educational training that works with rural communities within a specific industry segment**

- Developed by ASU
  - Opportunity to partner with local experts to lead modules
  - Presented as a 2-module training program
  - Application based process
- 
- Culinary & Agritourism Workshop
  - Cultural & Heritage Tourism Workshop
  - Rural Adventure Tourism Workshop
  - Bicycle Tourism Workshop
  - Other possibilities: Sustainable Tourism Workshop, Native American Tourism Workshop







# A TOP TOURISM WEBSITE

- Consistently ranked as a top 3 state tourism website nationally
- 7.2 million unique users in 2016; 10 million+ sessions
- Constant optimization for consumer and industry objectives

**COLORADO**  
COME TO LIFE

THINGS TO DO | HOTELS & LODGING | FESTIVALS & EVENTS | TRIP IDEAS | REGIONS & CITIES | SPECIAL OFFERS

you know what **COLORADO HAS TO OFFER,**  
NOW PLAN your **IDEAL GETAWAY**

GET TRAVEL-PLANNING RESOURCES

**Colorado Vacations: Find Things to Do, Attractions, Places to Visit & More**

Our future is yet to be written. The seconds that pass are ours for the taking. We can turn them into moments that last forever. And it all starts with one choice. Plan your Colorado vacation now. [Plan your Colorado summer vacation now.](#)

PRINTABLE MAP  
PRINT

FREE VISITORS GUIDE  
ORDER NOW

COLORADO ARTICLES  
VIEW NOW

COLORADO VIDEOS  
VIEW NOW

# GOALS OF PROJECT

- 1) To create a new consumer facing website for information about all Colorado Scenic & Historic Byways
- 2) Website will live on colorado.com and be managed by Miles Partnership
- 3) To create new content, videos and photos of all 26 byways to entice travelers to experience each Byway
- 4) To share all new content, videos and photos with every regional Byway Group
- 5) Aspects of website will be modeled after [VisitMaryland.org/scenic-byways](http://VisitMaryland.org/scenic-byways)

# FUNDING OPPORTUNITIES

- 1) State Historical Fund Grant
- 2) Support from other state agencies.
- 3) Support from private partnerships





# *Maryland's Scenic Byways*

Escape the highway, enjoy a byway – for a relaxing road trip to explore charming towns, the splendor of nature and hidden gems.



## Explore the Byways

Tap the dots on each byway for more information.



## Select Your Byway Experience

I'd like to explore  and I'm interested in

Find My Byway

### *Trip Tips*



In autumn, the leaves are changing color and the weather is cooler for comfortable hiking. However, summer provides extra daylight and warmer waters for wading, rafting, and more.



Travel these off-the-highway collections of inviting views, magical main streets, enduring history and engaging places.



Photo By: VisitMaryland.org

### 1 Mountain Maryland

Stretching 193 miles from the heights of Keyser's Ridge to historic Cumberland, the Mountain Maryland byway tours the glorious geography of Western Maryland. Skirting the raging Youghiogheny River and plunging into the heart of the Alleghenys, traveling the byway becomes a transcendental experience when the fall colors turn.

[Explore this Byway »](#)



### 2 Historic National Road

America's first federally funded highway once carried Conestoga wagons into the Western frontier. Now the 170 Maryland miles along the National Road are a destination all their own. Leaving burgeoning Baltimore, passing through small towns long abandoned by the interstates, and meandering along mountain passes and winding riverbanks, the National Road is an artery to the heart of America.

[Explore this Byway »](#)



### 3 Chesapeake & Ohio Canal

Following the canal 236 miles from Washington, D.C. to Cumberland, this byway is a wonderland for outdoors enthusiasts and historians alike. The scenery is stunning, and the canal provides great opportunities for hiking from flat to extreme; scenic and safe bicycling; paddling adventures; and you can even catch a ride on a mule-drawn canal barge.

[Explore this Byway »](#)



### 4 Journey Through Hallowed Ground

Highlighted by a rich collection of historic locations filled with modern-day amenities, the Hallowed Ground byway travels 57 miles from Emmitsburg to Point of Rocks. This



Western Maryland

193 miles from Keyzers Ridge to Cumberland on state routes and country roads in forest areas

5-7 hours



### Places along the way



01 **Wisp Resort**  
296 Marsh Hill Rd  
McHenry, MD 21541

[More Information »](#) | [Select Pin »](#)



02 **Deep Creek Lake State Park**  
898 State Park Rd  
Swanton, MD 21561

[More Information »](#) | [Select Pin »](#)



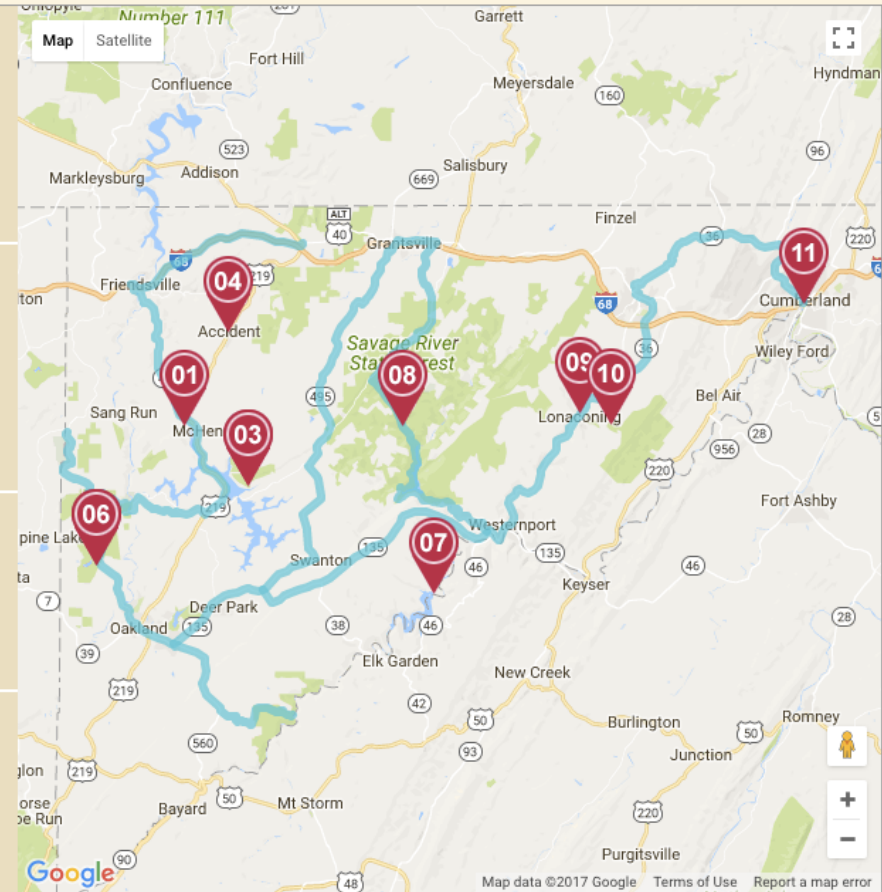
03 **Deep Creek Discovery Center**  
898 State Park Rd  
Swanton, MD 21561

[More Information »](#) | [Select Pin »](#)



04 **Firefly Farms**  
107 South Main Street  
Accident, MD 21520

[More Information »](#) | [Select Pin »](#)







# *Journey Through Hallowed Ground*

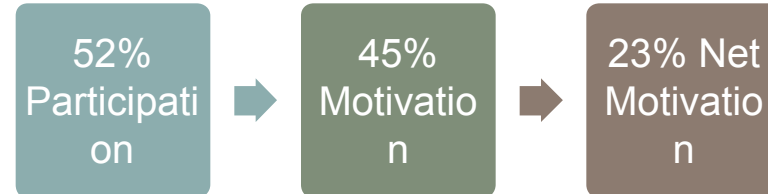
This journey is a wonderful pilgrimage to sacrosanct Civil War sites, pristine natural sanctuaries and land considered by many to be sacred.

Watch the Video 

<http://www.visitmaryland.org/scenic-byways/journey-through-hallowed-ground>

## Scenic Drive Motivation

**Taking scenic drives is the second highest trip motivator for summer Colorado trips, second only to visiting a state or national park, which has a net motivation of 30%.**



## Other Trip Activities

Visitors who take scenic drives are more likely to participate in other activities while on their Colorado trip. By looking at activity participation as an index where 100 is average and 110 is 10% higher than average and 90 is 10% lower than average, scenic visitors do more on their trips than the average visitor.

Trip Activities	Index for Scenic Visitors
Canoeing or kayaking	154
Bird watching	151
Fishing	140
Winery tours	138
Golfing	131
Visiting a state or national park	130
Attending a live music event	128
Sightseeing tour	127
Wildlife watching	125
Visiting a noteworthy bar or nightclub	121
Visiting historical sites	118
Hiking or backpacking	116
Shopping	116
Mountain climbing	112
Attending theater or dance event	112
Visiting a craft brewery	111
Attending a festival or fair	109
Hunting	109
Rock climbing	108
Visiting a casino	107
Bicycling or mountain biking	104
Ziplining	103
Camping	100
Taking a scenic train	94
Boating	89
Attending a major sporting event	89
Participating in marijuana-related	83
Visiting a marijuana dispensary	80
Visiting museums	79
Horseback riding	78
River rafting	74
Visiting a dude or guest ranch	59

## Other Trip Specifics

### Nights

- 5.4 Average Visitor
- 5.0 Scenic Visitor

### Spending

- \$1,244 Average Visitor
- \$1,276 Scenic Visitor

**However, the activities the scenic drive visitors more often participate in are free or low cost such as canoeing, fishing and wildlife viewing. With this, their trips are no longer than the average visitor and their spending only slightly higher.**



# Visitor Demographics



	Age 18-34	Age 35-54	Age 55+	Married	Kids in HH	High School or Some	College Grad or Higher	Income Under \$50K	Income \$50K-\$100K	Income Over \$100K
Scenic Visitors	25%	36%	39%	67%	29%	19%	81%	20%	36%	43%
All Colorado	35%	31%	34%	66%	38%	24%	76%	24%	40%	36%

- Visitors who take scenic drives are more often older, better educated and more well off but less often have children in the house.
- Visitors from Houston most often participate in scenic drives on their trips. But given the rates of travel to Colorado, the St. Louis and San Diego markets have more net scenic drive visitation.

	Visitation	Scenic Drive Participation	Net Scenic Drive Visitation
St Louis	10%	52%	5%
San Diego	8%	59%	5%
Houston	7%	61%	4%
National	8%	52%	4%
Indianapolis	8%	50%	4%
Milwaukee	6%	53%	3%
Chicago	8%	35%	3%
San Francisco	7%	33%	2%







# THANK YOU

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