

STATE TOURISM INDUSTRY STRONG

4/29/19

YOU'RE WATCHING DURANGO TV NEWS. I'M ANIMAS HIGH SCHOOL INTERN ROBBIE PATLA.

A COLORADO TOURISM INDUSTRY LEADER URGED SOUTHWEST COLORADO TOURISM INDUSTRY REPRESENTATIVES TO BE OPEN TO UNUSUAL AND CREATIVE PARTNERSHIPS TO GROW THE INDUSTRY LOCALLY, REGIONALLY AND STATEWIDE.

COURTNEY FRAZIER, CO-VICE CHAIR OF THE COLORADO TOURISM BOARD, ADDRESSED TOURISM INDUSTRY REPRESENTATIVES AT THE SOUTHWEST TOURISM SUMMIT EARLIER THIS MONTH AT THE STRATER HOTEL.

THE SUMMIT IS ORGANIZED EACH YEAR BY AN INDEPENDENT GROUP OF TOURISM PROFESSIONALS TO PROVIDE TOURISM-RELATED BUSINESSES AND ORGANIZATIONS WITH EDUCATION AND NETWORKING OPPORTUNITIES TO GROW THE INDUSTRY IN THE REGION.

FRAZIER URGED HER AUDIENCE TO LEARN AS MUCH AS THEY CAN ABOUT THE OTHER TOURISM-RELATED ACTIVITIES IN THEIR COMMUNITIES AND TO LOOK FOR UNLIKELY PARTNERSHIPS.

SHE POINTED TO THE UNUSUAL AND SUCCESSFUL PARTNERSHIP BETWEEN THE DURANGO TRAIN AND JAMES RANCH IN THE NORTH ANIMAS VALLEY.

ONE OF THE TRAIN'S MARKETS INCLUDES BUS TOURS, AND CARRIE WHITLEY, DIRECTOR OF TRAVEL SALES, RECOMMENDED A VISIT TO JAMES RANCH AS ONE OF HIS LOCAL STOPS.

THE TOUR OPERATOR HAS SCHEDULED THE JAMES RANCH STOP FOR EVERY DURANGO TOUR SINCE THEN.

Courtney Frazier: "THINK ABOUT WHAT COULD HAPPEN IF WE'RE PROACTIVE ABOUT OUR COLLABORATIVE EFFORTS. IF YOU GET TO KNOW NOT ONLY YOUR SURROUNDING TOURISM PARTNERS BUT ALSO FOLKS IN OTHER PARTS OF THE STATE THAT YOUR TRAVELERS MIGHT BE VISITING TOO. AND WHAT A POWERFUL COMPONENT THAT WOULD BE IN TERMS OF INCREASING THE LENGTH OF STAY FOR VISITORS WHILE THEY'RE IN OUR STATES AND OBVIOUSLY HELPING OUT SOME OF THESE SMALL BUSINESSES AND UNKNOWN LOCATIONS THAT THEY MIGHT NOT HAVE VISITED IN THE FIRST PLACE."

FRAZIER SAID THE TOURISM INDUSTRY CONTINUES TO GROW AT A FASTER RATE IN COLORADO THAN IT HAS GROWN NATIONALLY.

IN 2017, COLORADO HOSTED MORE THAN MORE THAN 37 POINT 9 MILLION OVERNIGHT VISITORS WHO SPENT MORE THAN 15 POINT 3 BILLION DOLLARS, A 4 PERCENT INCREASE OVER THE PREVIOUS YEAR.

THE COLORADO TOURISM OFFICE WILL CONTINUE WITH ITS SUCCESSFUL MARKETING CAMPAIGN, COME TO LIFE IN COLORADO.

THE CAMPAIGN TAPS INTO HOW PEOPLE FEEL WHEN THEY COME TO THE STATE, NOT WHAT ACTIVITIES ARE AVAILABLE.

OTHER INITIATIVES INCLUDE BUILDING THE STATE'S AGRICULTURE TOURISM SECTOR AND INSTALLING ELECTRIC CAR CHARGING STATIONS ALONG THE STATE'S SCENIC BYWAYS TO ENTICE DRIVERS TO VISIT MORE REMOTE LOCATIONS IN THE STATE.

IF YOU'D LIKE TO KNOW MORE ABOUT COLORADO TOURISM INITIATIVES, VISIT INDUSTRY.COLORADO.COM.

THANKS FOR WATCHING THIS EDITION OF DURANGO TV NEWS. IF YOU LIKED THIS STORY AND WANT TO WATCH IT AGAIN, LOG ON TO OUR WEB SITE AT DURANGOTV.COM.

YOU'LL ALSO FIND AN ARCHIVE OF OUR PAST STORIES ON THE WEBSITE.

IN THE MEANTIME, CATCH OUR LATEST STORIES ON DURANGO CABLE CHANNEL 15 OR OUR DIGITAL SIGN NETWORK IN PRIME LOCATIONS AROUND DURANGO.

I'M ROBBIE PATLA FOR DURANGO TV NEWS.