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**Representative(s) at the International Tourism and Travel Show 2016:**

- Catherine Ball  
Business Development Manager

**About the Organization:**

The Colorado Tourism Office (CTO) was created in 2000 as a division within the Governor's Office of Economic Development and International Trade (OEDIT). It has developed a robust national, regional and local domestic marketing program, targeting both in- and out-of-state visitors, as well as a network of trade, consumer and media relations to market the state of Colorado to international visitors. Its advertising program aims at presenting Colorado as a premier, four-season travel destination with diverse attractions and experiences.

The official tourism promotion website of the state of Colorado is: [www.colorado.com](http://www.colorado.com)

**Objective(s) at the International Tourism and Travel Show 2016:**

- Promote the wonderful state of Colorado
- Increase Canadian visitation to the state of Colorado