

2021



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+5M



Digital Marketing impressions to meeting & event planners. Up 100% over 2020

+\$500k



Dollars spent on marketing campaigns, advertising and SEO

17,000



Our current database of meeting and event professionals nationwide

184,000+



Visitors to DestinationColorado.com in 2021

\$10,000,000



Meeting & Events Incentive funds to boost CO's meetings industry, promoted by Destination Colorado

100+



100+ venues and industry service providers make up the Destination Colorado member community

100+



Original content blogs, newsletters, email campaigns and social posts promoting our members

25



17 board members, 5 industry partners, and 2 staff members - all working to promote you

#1



We are #1 in Google Search when searching terms like "Meetings in Colorado"

100% Grateful

For our success, for our partners and, for our members

Thank you for your support, collaboration and comradery

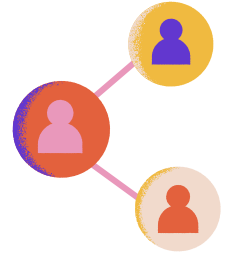


Why Join?

It only takes one...
One group pays for your membership for years

NETWORKING & COLLABORATION

Destination Colorado offers many opportunities for **exposure and networking with planners across the country**. Networking events, educational webinars and meetings, our annual Colorado Meetings Showcase, Customer Appreciation Event and Road Show in targeted planner markets. Our members have co-op opportunities to exhibit at IMEX America. Our members come together as a unified community in support of Colorado as the premier meeting and events destination.



QUALIFIED LEADS & RFPs



Our organization consistently uncovers 200+ group RFPs annually through our planner database, robust website, showcase and marketing efforts, that we share with only our member community. We collect planner leads from our many networking events, or events we sponsor or attend and have built a meeting planner **database with over 15,000 planners** from around the country. As a member of Destination Colorado, you receive access to these lead lists and database.

MARKETING BENEFITS

Members are provided with a directory listing on our website which includes a direct link to their website, driving qualified business to each member. Destinationcolorado.com is **ranked #1 in Google** search terms "Meetings in Colorado" and "Mountain Meetings". Our members also have exclusive access to free and paid advertising to our database of over 15,000 planners.



SALA HEALTHCARE PROGRAM FOR MEMBERS

Destination Colorado offers an exclusive healthcare solution through the Small Association Leadership Alliance (SALA) which offers a growing portfolio of healthcare alternatives that provide meaningful savings and choices for healthcare coverage.



Contact lauren@destinationcolorado.com