In preparation for next week's webinar, here are a few things you can do to get familiar with the Colorado Tourism Office's 'Colo-Road Trips' program.

Background Information:
Colo-Road Trips is an online collection of over 200 itineraries aimed at inspiring travel across our four-cornered state. Each itinerary follows a 3-3-1 strategy, that includes three things to do, three places to eat and one place to stay. Itineraries are also packed with "Insider Tips" and "Sustainability Activities," full of insights on how to travel like a local and where to find "voluntourism" opportunities.

1. **Explore the Colo-Road Trips Website**
   ○ Under 'Pick Your Getaway,' you can access a variety of itineraries that are organized by length of trip, season, city, activity or region.
2. **Click on an itinerary that piques your interest.**
   ○ Take note of how itineraries are structured.
     ■ What elements are included?
     ■ What activities do you see? What activities don't you see?
     ■ What sort of lodging options are available?
     ■ Is the itinerary a collaboration across different destinations?
     ■ Is there a sustainability component added to it?
3. **Explore itineraries in your destination**
   ○ Head back to the Colo-Road Trips landing page and under 'Pick Your Getaway,' click on 'City' and type in your destination.
     ■ What results come up?
       ● Are there itineraries with strong seasonal themes?
       ● Are there itineraries with strong activity-based themes?
       ● How about itineraries that seem to be tailored to a certain audience? (i.e. families, couples, millennials, etc.)
   ○ Now that you're getting familiar with the elements of an itinerary, start to think about how you can use this program to your destination's advantage. What kind of itinerary is missing from our collection? What would you like to see?
4. **Get familiar with business listings**
   ○ Go to the search bar located on the top right of the website. Type in a name of a tourism-related business you frequent in your destination.

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- ○ Does their business listing/profile pop up? It should look like [this](#).
    - ■ This is important to the creation of Colo-Road Trips, as the copy you see on the itinerary page next to an activity, dining or lodging option is pulled from business listings.
    - ■ If a business is not included, encourage them to create a [free business listing](#).

5. **Get familiar with the upload process.**
    - ○ Explore this itinerary submission [form](#).
        - ■ Are you seeing correlations between what a destination needs to submit and what is on the actual itinerary page?
        - ■ What questions do you have?