



Glenwood Springs Tourism Promotion Board

Vision: *Be the preferred regional tourism destination.*

Mission: *To promote regional activities, attractions and events to increase tourism spending in Glenwood Springs.*

AGENDA

Thursday, July 11, 2019

2:00 PM – 4:00 PM

Location: City Hall, Council Chambers, Glenwood Springs

2:01 PM ~ Call Meeting to Order: Krissy Clary, Vice Chair

Declarations of Conflicts of Interest

Approval of Tourism Promotion Board meeting minutes May 9, 2019

Note: June meeting was canceled due to schedule conflicts

Board Introductions for Visitors

2:03 PM ~ How U.S. International Tourism Trends Benefit Colorado & Glenwood Springs – Andrea Blankenship, CTO Director of International Tourism and Bri Seifert, CTO International FAM Manager & Partner Relations

3:30 PM ~ City Council Presentation of TPB Goals – Nancy Heard, Treasurer

3:40 PM ~ Department Update – Lisa Langer, Director of Tourism Promotion & Marlene Neidert, Tourism Promotion Project Manager

- Trails Marketing Update
- Chinese Reality TV Show, Rep. of Georgia Presentation, German Media FAM “Western Themed”
- Western States Tourism Policy Committee presentation in Vail
- Intl’ Receptive Operator training luncheon for lodging/attraction partners
- 2nd Quarter Dashboard

3:55 PM ~ Board/Staff Roundtable (Updates)

4:00 PM ~ Adjournment

Next Tourism Promotion Board Meeting

Thursday, August 8, 2019

City Hall Council Chambers, Glenwood Springs