



“Voice of the Western Slope since 1953”
A coalition of counties, communities, businesses & individuals

(970) 242-3264 ★ FAX (970) 245-8300
P.O. Box 550 ★ Grand Junction, CO 81502-0550
www.club20.org

06-9 TO 2
REGIONAL TOURISM PROMOTION

WHEREAS travel hubs such as Albuquerque and Phoenix can benefit as much from regional tourism as can Colorado, and

WHEREAS a regional tourism marketing campaign could leverage limited dollars for the greater benefit of all those states which participate;

THEREFORE BE IT RESOLVED that CLUB 20 encourages the Colorado Tourism Office board to recognize the role that travel hubs – including airports and trains, both in-state and out-of-state – play in feeding Colorado’s tourism industry and develop a coordinated regional marketing plan with surrounding states that leverages dollars and utilizes assets throughout the region.

Adopted 9/8/06