



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

Wednesday, January 18, 2017

2:00 PM – 4:00 PM

Location: City Hall, Council Chambers, Glenwood Springs

2:01 PM ~ Call Meeting to Order: Trent Blizzard, Chair

Declarations of Conflicts of Interest

Approval of Tourism Promotion Minutes – December 8, 2016

2:05 PM ~ Tourism Industry Updates – Lisa Langer, VP of Tourism Marketing

2:15 PM ~ 4th Quarter Dashboard & Book Direct Yearend Report – Cristin Barta, Tourism Marketing Project Manager

2:25 PM ~ Trade Shows and Sales Summits – Lisa Langer & Cristin Barta

2:40 PM ~ International & Domestic Media / Hot Springs Loop Update – Lisa Langer

2:55 PM ~ Receptive Operator Training Session – Lisa Langer

3:05 PM ~ City Marketing Request – Marianne Virgili, GSCRA President & CEO

3:15 PM ~ New Board Members and Retreat – Trent Blizzard

3:30 PM ~ Adjournment

Next Tourism Promotion Board Meeting Thursday, February 9, 2017
2 – 4 PM, City Hall, Council Chambers, Glenwood Springs