

Budget Justification



[About Us](#)

[Products and Services](#)

[Client Case Studies](#)

[Image & Branding](#)

[Campaign ROI/Accountability](#)

▶ [Budget Justification](#)

Longwoods in the News

Winter campaign reflects tourism spending boost

The launch of a \$7.4 million winter campaign represents the first major initiative for Travel Michigan since legislators gave a significant,

▶ [read more](#)

▶ [Click here for a COMPLIMENTARY Case Study](#)

Financial

 Print page

 Email page

Budget Justification

Colorado Tourism Office

1986

The Colorado Tourism Board (CTB) hired Longwoods to conduct an image study as input into a new advertising campaign. This study discovered that Colorado had an image problem and was positioned in the traveling public's mind as "Mountains and More Mountains". The need was identified to move the state's image to "Mountains and Much More". A new campaign was developed that incorporated this recommendation.

1986-92

Tracking research indicated the campaign was changing Colorado's image, and shifting tourism business from a regional base to more of a national draw.

1993-97

CTB funding (\$13 million annually) was provided by a small but broad tax of 20 cents on every hundred dollars of tourism-related expenditures.

In 1993, voters eliminated the tax in a referendum, thereby cutting the Board's funding and leaving Colorado as the only state without a tourism funding source.

1997-98

In 1997, the CTB was reconstituted and given a one-time, \$2.1 million appropriation. Longwoods was commissioned to carry out visitor and economic impact research to demonstrate the importance of tourism and provide ammunition in the industry's efforts to convince the State Legislature of the need for permanent funding for tourism marketing.

1999

Longwoods was hired by the Colorado Tourism Board and the Colorado Travel & Tourism Authority to develop a Strategic Marketing Plan that would serve as the foundation for a funding request to legislators. Based on Longwoods' **Travel USA®** study of U.S. domestic travel behavior and Colorado Visitor research, the study showed that:

