



*Tour Colorado Booth
at 2018 National Tour Association Travel Exchange Show*

TOUR COLORADO ASSOCIATION

Quarterly Meeting

Visit Grand Junction & Grand Vista Hotel

Thursday, January 17, 2019

RSVP by Email info@tourcolorado.org no later than Monday, Jan. 14th

Host Member: Visit Grand Junction
740 Horizon Drive, Grand Junction, CO 81506
970-244-1480
Email: visitgj@gjcity.org
Media email: vcbmedia@gjcity.org
www.visitgrandjunction.com

We encourage Meeting Attendees to dine and stay overnight in Grand Junction.

Host Hotel Member: Grand Vista Hotel
Tour CO Member Discounted Room Rate is \$55.00 plus tax
Book before Friday January 14th
Contact Member: Phyllis B. Veale, Grand Vista Hotel Sales Manager
Email: phyllis@grandvistahotel.com
970-254-7142 Direct or 800-800-7796, Ext. 142
2790 Crossroads Blvd. Grand Junction, CO 81506

MEETING SCHEDULE:

Thursday, Jan 17th, 11:00 AM to 3:00 PM

11:00 AM – 12:00 PM Visit Grand Junction networking event and farm-to-table sampling experience. Meet Elizabeth Fogarty, GJ Executive Director, and her team. As a part of this networking event, a brief Destination Development discussion will be led by our Host member.

Visit Grand Junction and the Visitor Center focus on marketing the Grand Junction, Colorado area to encourage year-round tourism, thereby providing for a sustainable year-round economy and enhanced quality of life for residents.

12:00 - 1:00 PM Lunch Meeting at the Grand Vista Hotel. 2790 Crossroads Blvd. Grand Junction

Soup and Salad Bar – \$18 inclusive per person, paid at the door
Menu: Soup de Jour, Fresh Mixed Greens, Fresh Fruit Salad, Cottage Cheese, Tuna or Chicken Salad, Lettuce, Tomatoes, Rolls & Butter. Beverages

- 12:45-1:00 PM Welcome and Introduction – all
- 1:00-2:00 PM Tour CO Assoc Update – Carrie Whitley, Tour Colorado Director
National Tour Assoc. Travel Exchange Show Overview Presentation, CTO Update, Colorado Tour Planner Guide.
- 2:00-2:45 PM Education Session – Presented by Premier Media Group
Title: Congratulations, You Have a Lead! 5 Tips to Move it to a Sale – With a well-rounded sales strategy, leads will come from all directions – marketplace appointments, advertising, sales blitz, referrals, cold calls, digital marketing, and even social media. This Education Bite explores the difference between warm and cold leads and provides actionable tips to get them into and through your sales funnel. Presented by Dave Bodle
- 2:45-3:00 PM Wrap up and Other Business
- 3:00 to? PM Open time to Explore Grand Junction –Two optional activities will be offered to attendees (hint: one activity option is “it's 5 o'clock somewhere” tour

Have some fun, dine and stay overnight in Grand Junction.