

COME TO LIFE  COLORADO™



**Gold** and Silver Honors Created for Colorado Concierge Businesses and Workers

CTO announces 'Be a Colorado Concierge Challenge' for May

"We are excited to see the Colorado Concierge program officially launch and start building a statewide network of Colorado Ambassadors of tourism. As you know, creating a consistent and authentic Colorado 'voice' for our state with our front-line tourism personnel improves the visitor experience and leads to longer stays and more dollars spent in our state. By supporting this Colorado Ambassador initiative, you are not only benefiting your own destination by providing your staff with proven customer service tactics and training, but you are also supporting your local town, county, and region by becoming more knowledgeable about your own 'back yard'. Please consider participating in the Colorado Concierge Challenge this May!"

Courtney Frazier, Board Chair, Colorado Tourism Office

### **Be A Colorado Concierge Program**

This year the Colorado Tourism Office wants to further highlight your achievement in hospitality excellence and provide more value to your business or organization. **We are excited to announce our new Colorado Concierge Recognition Program with Gold and Silver certification levels**, so that you can let visitors know you have become an even greater trusted source for information. Read more below.

As a tourism professional, you know how important and valuable it is to embrace 'Colorado-style' hospitality when interacting with visitors. The CTO's **FREE** customized hospitality training program, [Colorado Concierge](#), helps you, your business or organization sincerely demonstrate a visitor-friendly approach to anyone who walks through the door.

Everyone in the Colorado Tourism Industry can access these five training modules; Colorado Style Hospitality, Colorado Essentials, the Colorado Travel Regions, Traveler Safety, and Care for Colorado stewardship principles at [BeAColoradoConcierge.com](http://BeAColoradoConcierge.com). **Training is available online and can be taken at any time!**

When a traveler leaves a Colorado destination, the memories they bring with them are more than the imagery of breathtaking landscapes and picturesque communities. Framing those memories are the compelling local connections they made along their journey as well.

### **NEW-Colorado Concierge Recognition Program**

**Achieve even greater hospitality excellence and gain more value as a trusted source of information for visitors through the NEW Colorado Concierge Recognition Program.** Businesses or organizations can become Colorado Concierge Gold or Silver Level Certified by promoting the Colorado Concierge training platform to your staff and encouraging them to complete the Colorado Concierge online training. Learn more about the recognition program [here](#).

Upon receiving Gold or Silver Level certification status your business or organization will gain access to a collection of benefits to share your team's achievement, window cling, digital badge for website and email signature, certification, spotlights in CTO communications and special designation on Colorado.com. Benefits for individual certification as a Colorado Concierge include a lapel pin, certificate of completion, digital badge, entry into a drawing for a GovCon registration and more.

### **'Be a Colorado Concierge' Challenge in May**

**We hope you; your business or organization will participate in the 'Be a Colorado Concierge Challenge' in May to get ready for the 2021 summer season!** Demonstrating Colorado pride through increasing your knowledge about the entire state will help all of us enrich each visitor's interaction and strengthen the tourism industry across Colorado through a cohesive message.

Finding ways to incentivize employees, stakeholders, or area businesses to take the program is one of the most effective ways you can position them for success! Check out **FUN ideas to build the Colorado Concierge community** in your destination or workplace with the [Colorado Concierge Checklist for Engagement here](#). Apply for Gold or Silver Level Certification to enhance the value of your organization to staff, visitors and the Colorado Tourism Industry.

As we move into recovery let's all re-connect, reenergize and recognize the importance and value of the Colorado Tourism Industry through increasing our hospitality skills. We hope you'll take advantage of this FREE customized training program and let Colorado Concierge work for you! For additional questions on all things Colorado Concierge, please reach out to [barb.bowman@colorado.com](mailto:barb.bowman@colorado.com)