Throughout planning, much of our time was spent coaching them on adequate tour options, logistics and steering them in the right direction to not offer too many tours, competing tours demographically, etc. In the end, they gained trust in us to reduce the number of tours and move competing tours to alternate days. They took our recommendations on timing and we compromised on the religious offerings by making them appealing to the general attendee and offer sightseeing opportunities simultaneously. The end result was a very successful and robust tour program that gained record attendance and applause for the committee.

In all we produced four specialty “religious” tours, six sightseeing tours, a western barbecue luncheon and a dinner theater evening. Twelve custom tours, totaling nearly 900 guests, showcased the state, making the convention a success and pleasing tour attendees with an unforgettable Colorado experience. In addition to the tours, we arranged a five day airport shuttle and provided specialty entertainment for two high-profile events. These ancillary services added complexity to the program as we were in communication with five different “decision makers” on the various elements.