



PRESS RELEASE

Mesa Verde Country Awarded Colorado Tourism Office's Destination Lab Program Grant to Train Frontline Tourism Workers

Cortez, Colo. – **Mesa Verde Country** (MVC) has been awarded a Destination Lab Grant from the Colorado Tourism Office (CTO). The organization is one of only a handful to receive one of the grants in 2024, which enables MVC to build and publish a free online training program for frontline tourism workers to help them offer a positive experience for residents and visitors.

“There was stiff competition from destinations across the state for these grants, and it is a really big deal that the CTO selected us,” explained Brian Bartlett, Executive Director of Mesa Verde Country. “This training will ensure our frontline workers are sharing the same messages about visiting our region and will enable them to assist travelers more confidently. Our goal is to present visitors with the best possible experience when they visit MVC, and this training will certainly help us do that more seamlessly.”

The MVC Learning Lab will cover everything from information about the area’s historical and cultural significance to its diverse geography, attractions, hidden gems, festivals/events, and culinary arts. The course teaches participants about essential travel tips for visitors, including how to get to MVC and responsible and respectful use principles. It will also cover the economic importance of tourism in the region. Upon completion of the online training course, participants will be awarded a certificate that can be displayed in their place of business to spotlight their local knowledge.

As a grant recipient, MVC will be paired with a CTO consultant to publish the Mesa Verde Country Learning Lab on the CTO Learning Labs Platform. Mesa Verde Country will also get 12 hours of promotional support from the CTO for the launch. The MVC Learning Lab is expected to be live by fall 2024.

About Mesa Verde Country (www.mesaverdecountry.com)

Mesa Verde Country is in southwest Colorado near the entrance to Mesa Verde National Park. Named the “Number One Historic Monument in the World” by *Conde Nast Traveler* and one of the “50 Places of a Lifetime-The World's Greatest Destinations” by *National Geographic*, the park is one of the nation’s first World Heritage sites and the largest archaeological preserve in the country. In addition, Mesa Verde Country is loaded with other archaeological attractions, including: Hovenweep National Monument, Canyons of the Ancients Visitor Center & Museum, Ute Mountain Tribal Park, Crow Canyon Archaeological Center, and the Cortez Cultural Center. Mountain biking enthusiasts have recognized Mesa Verde Country as one of the next great mountain biking destinations. The towns of Cortez, Dolores and Mancos provide accommodations, dining, outdoor fun and visitor services. Two national byways pass through Mesa Verde Country. Additionally, Mesa Verde Country has two podcasts that offer an introduction to Southwest Colorado and all its wonders. Download the Ancient Voices Podcast here: <https://mesaverdecountry.com/blog/podcasts/ancient-voices-podcast/> or listen to the Mesa Verde Voices Podcast here: <https://mesaverdecountry.com/blog/podcasts/mesa-verde-voices-podcast/>.

Tips for Responsible Travel to Mesa Verde Country

Just as traveling to Mesa Verde Country will leave a positive impact on you, there are many ways you can leave a positive impact on the places you visit. Please do this by: limiting your water usage, practicing fire safety, leaving archaeological artifacts where you find them, [leaving no trace](#) by disposing of waste properly and being considerate of wildlife, and finally being respectful of the local people and cultures you encounter. To learn more about responsible travel tips, click [here](#).

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Contact:

Christy Nielson

Ore Communications, on behalf of Mesa Verde Country

christy@orecommunications.com

206-399-1914