



# 2017 Denver Tourism Results & A Look Ahead

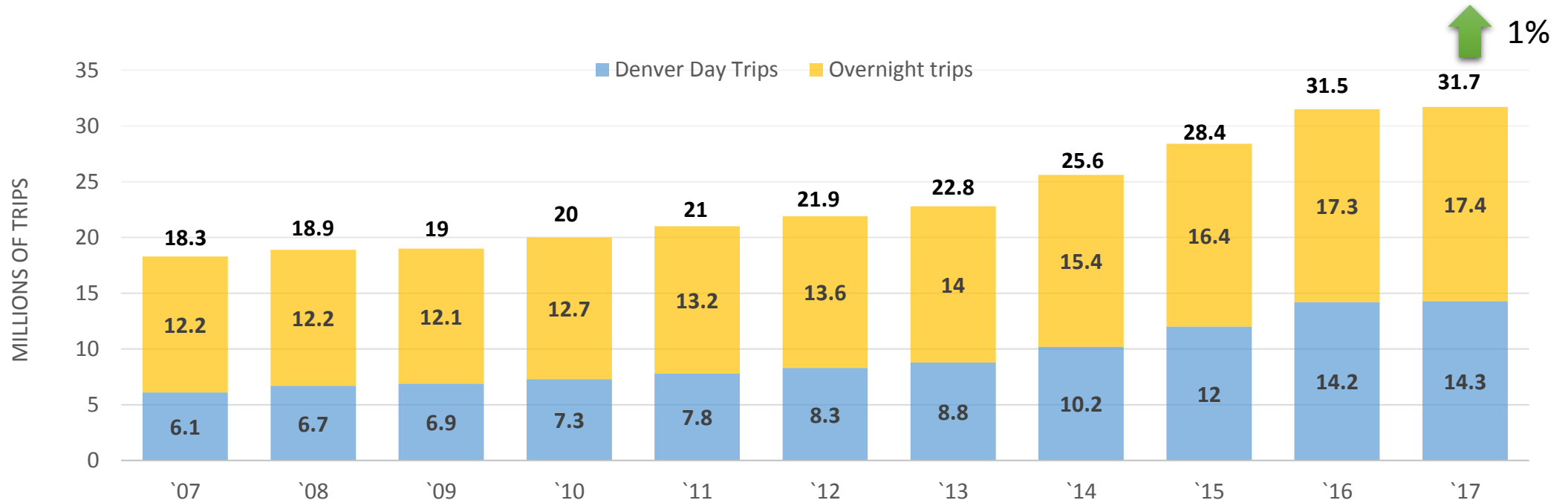
Marketing Advisory Committee (MAC) - August 2, 2018





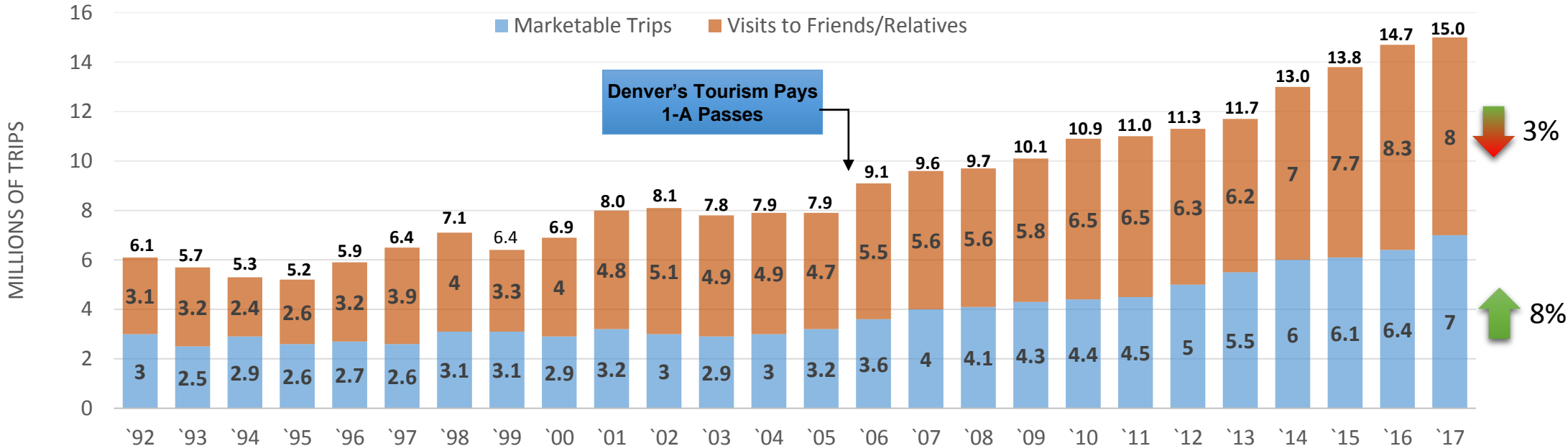


# Total Visitors to Denver 2017





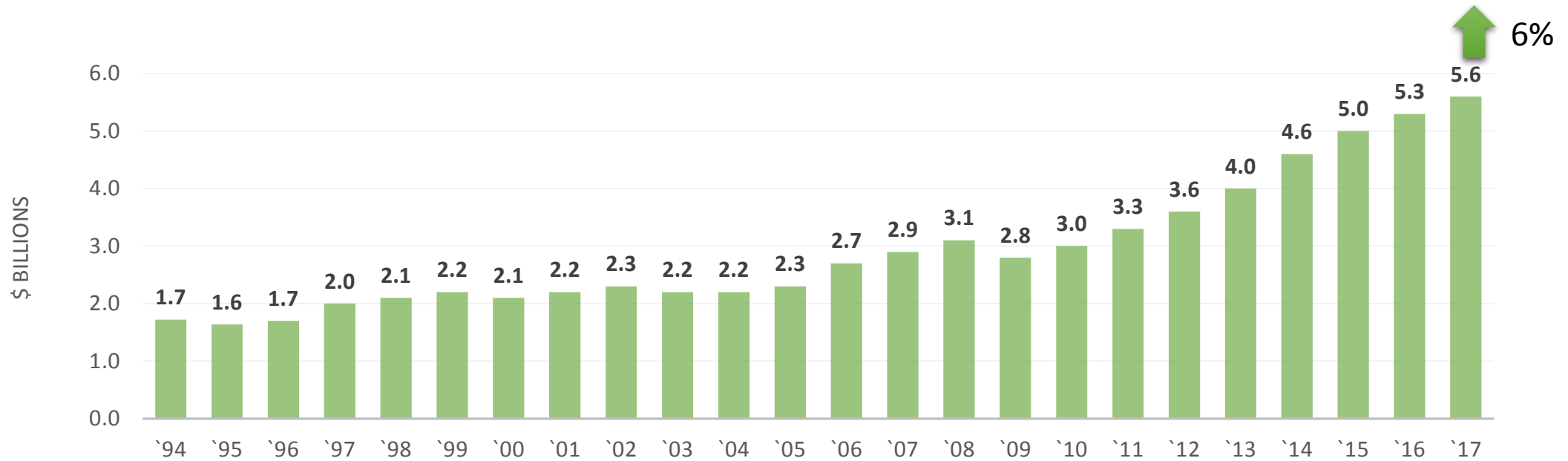
# Structure of Denver's Overnight Leisure Travel Market







# Total Travel Spending in Denver- Overnight Trips



# Top Sources of Overnight Leisure Trips

## Feeder States

- California
- Texas
- Florida
- Illinois
- Wyoming
- Kansas
- New York
- New Mexico
- Arizona
- Utah

## Feeder Cities

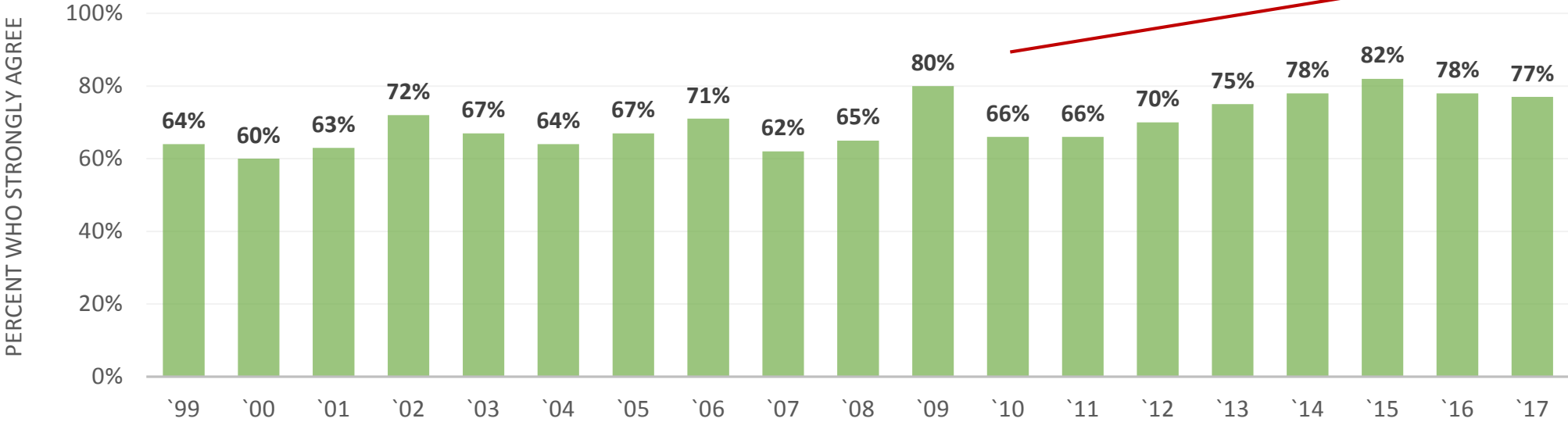
- Los Angeles
- New York
- Chicago\*
- Albuquerque-Santa Fe\*
- Dallas-Ft. Worth\*
- San Francisco\*
- Salt Lake City\*
- Houston\*
- Wichita-Hutchinson\*
- Kansas City\*
- \* = Advertising markets







# Denver's Product – "Would Really Enjoy Visiting Again"



# Blockbuster Events

- Colorado Classic & Velorama

- RiNo Neighborhood
- Aug. 17-19



- Dead Sea Scrolls*

- Denver Museum of Nature & Science
- Thru Sept. 3



- Pixelated: Sculpture by Mike Whiting*

- Denver Botanic Gardens
- Thru Sept. 23

- A Taste of Colorado

- Civic Center Park
- Sept. 1-3



- CRUSH

- RiNo Neighborhood
- Sept. 3-9

- Denver Food + Wine Festival

- Sept. 4-9

- GRANDOOZY

- Overland Park
- Sept. 14-16



- Denver Beer Fest

- Sept. 14-22

- Great American Beer Fest

- Colorado Convention Center
- Sept. 20-22



- Dear Evan Hansen*

- Buell Theatre
- Sept. 25 – Oct. 13

- iCuba!*

- Denver Museum of Nature & Science
- Oct. 26 – Jan. 20



- Denver Film Festival

- Oct. 31 – Nov. 11

- Denver Arts Week

- Nov. 2-10



- Breakin' Convention*

- Buell Theatre
- Nov. 3-4

- Dior: From Paris to the World*

- Denver Art Museum
- Nov. 19 – March 3





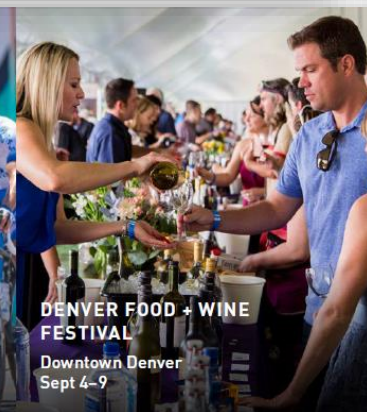
# Summer Finale – Summer Holiday Weekend

- **Markets: Regional**

- Albuquerque
- Cheyenne
- Aspen
- Colorado Springs
- Grand Junction
- Pueblo
- Fort Collins
- Summit County
- Vail

- **Integrated Tactics**

- Print advertising
- Digital display banners
- Radio
- eBlasts
- Social media
- Search marketing





# Fall Cultural/Denver Arts Week Campaign



**Goal:** Increase awareness of events going on in Denver between September-November including Denver Arts Week

- **Markets:** Regional
  - In-State: Denver Metro, Colorado Springs, Fort Collins, Grand Junction
  - Out-of-State: Albuquerque, Cheyenne, Kansas City, Wichita
  
- **Tactics:** Print, TV/Cable, Radio, Digital
  
- **Event Highlights:**
  - *Breakin' Convention* (Nov 3-4)
  - Denver Film Festival (Oct 31-Nov 11)
  - First Friday Art Walks
  - FREE Night at the Museums (Nov 3)
  - Hundreds of events throughout the week





# TID Marketing Efforts



*Love this City*

**DENVER**

unleadedgroup.com  
WEBSITES + ECOMM  
Groupon



# Event/Festival Strategy

**Goal:** VISIT DENVER is seeking a contractor to assist in the development of an event/festival strategy and framework that will allow the organization to prioritize its support and pursuit of events and festivals that increase overnight stays especially during need periods

- Assess needs and ideas from TID hotels
- Assess venue and attraction availability
- Review Denver's brand pillars and trends
- Catalog existing annual events/festivals in Denver and profile
- Identify potential new/enhanced/re-imagined events/festivals for Denver
- Research events in other cities that are successful in driving overnight visitors
- Develop strategy of investment, contracting, or development





# TID Weekend Marketing Initiative

**GOAL:** Create a new, annual, “always on” campaign to drive regional visitors to Denver on weekends throughout the year by promoting events and things to do.

- **Start Date:** August 2018
- **Marketing Channels/Tactics:**
  - Digital & Print
  - Social Media
  - Search Marketing
  - Website
  - PR
  - Out-of-Home
- **Markets**
  - Statewide (excluding Denver)
  - Albuquerque
  - Cheyenne
  - Kansas City
  - Phoenix
  - Salt Lake City
  - Wichita

