



# 2018 Consumer Marketing Preview

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# 2018 Consumer Campaigns

- Winter Campaign (January-April)
- Denver Restaurant Week (January-March)
- Spring/Summer Campaign (April-September)
- Summer Holiday Weekends & Summer Finale (April-September)
- LGBTQ & PrideFest (May-September)
- Denver Beer Fest (September)
- Fall Cultural/Denver Arts Week (September-November)
- Mile High Holidays (Early November-Early December)
- Blockbuster Exhibition Campaign (Varies)
- Hispanic/Latino (Spring/Summer & Mile High Holidays)



# Winter Marketing Campaign (January – April)

- Goal: Drive regional tourism in first and second quarters, leveraging time-specific events and great hotel rates.

## ➤ Tactics:

- Print
- Digital
- Radio
- Social media/PR
- Search engine marketing

## ➤ Features:

- *Degas: A Passion for Perfection* at Denver Art Museum
- *Dead Sea Scrolls & Creatures of Light* at Denver Museum of Nature & Science
- DCPA Broadway shows
- Winter Park Express Ski Train
- Denver Restaurant Week

## ➤ Markets:

- In-State: Aspen, Colorado Springs, Durango, Fort Collins, Glenwood Springs, Grand Junction, Greeley, Loveland, Pueblo, Steamboat Springs, Summit County, Vail
- Out-of-State: Albuquerque, Casper, Cheyenne, Kansas City, Salt Lake City, Santa Fe, Wichita, Phoenix
- Target Markets: Red Rocks Summer Concert Series promotion (digital only): Houston, Chicago, Dallas



## ➤ Timing:

- January 2 – March 25

# Denver Restaurant Week



➤ Goal: Increase awareness for Denver Restaurant Week with locals, as well as out-of-state visitors.

➤ Tactics:

- TV
- Print
- Digital
- Radio
- Social media/PR



➤ Markets:

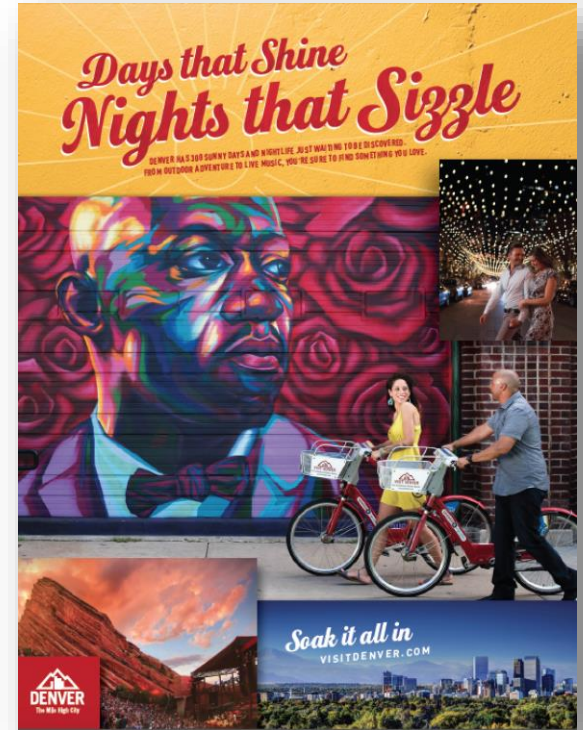
- Colorado statewide (incl. Denver Metro)
- Regional markets

➤ Timing:

- January 24 – March 4

# Spring/Summer Campaign

- Goal: Raise brand awareness of Denver in order to increase “heads in beds” with new and repeat visits to The Mile High City.
- Tactics:
  - Print
  - Digital
  - Social media/PR
  - TV
  - Search engine marketing
- Features:
  - *Degas: A Passion for Perfection* (February 11 - May 20) at Denver Art Museum
  - *Dead Sea Scrolls* (March 16 - September 3) at Denver Museum of Nature & Science
  - Red Rocks Summer Concert Series, special events & festivals, arts & culture, sports, dining & nightlife
  - Hispanic/Latino overlay messaging
- Markets:
  - Chicago, Houston, Dallas and San Francisco
  - National digital campaign
- Timing:
  - Late March – August



# Summer Weekends & Summer Finale Campaign

➤ Goal: Promote overnights during the need period of summer holiday weekends, and also promote signature events in August/September.

➤ Tactics:

- Print
- Digital
- Radio
- Social media/PR
- Search engine marketing

➤ Markets:

- In-State: Aspen, Colorado Springs, Fort Collins, Grand Junction, Pueblo, Summit County, Vail
- Out-of-State: Albuquerque, Cheyenne, Santa Fe

➤ Timing:

- April – September

➤ Features:

- Memorial Day Weekend
  - Denver Day of Rock
- Fourth of July Weekend
  - Independence Eve
  - Cherry Creek Arts Festival
- Summer Finale
  - Colorado Classic Pro Bike Race
  - Labor Day Weekend
  - A Taste of Colorado
  - Denver Food + Wine Festival
  - **NEW: Superfly Music Festival**



# LGBTQ & PrideFest

- Goal: Promote PrideFest weekend and extend Spring/Summer messaging to LGBTQ audience in target markets, as well as nationally.

- Tactics:

- Print
- Digital
- Social media/PR

- Features:

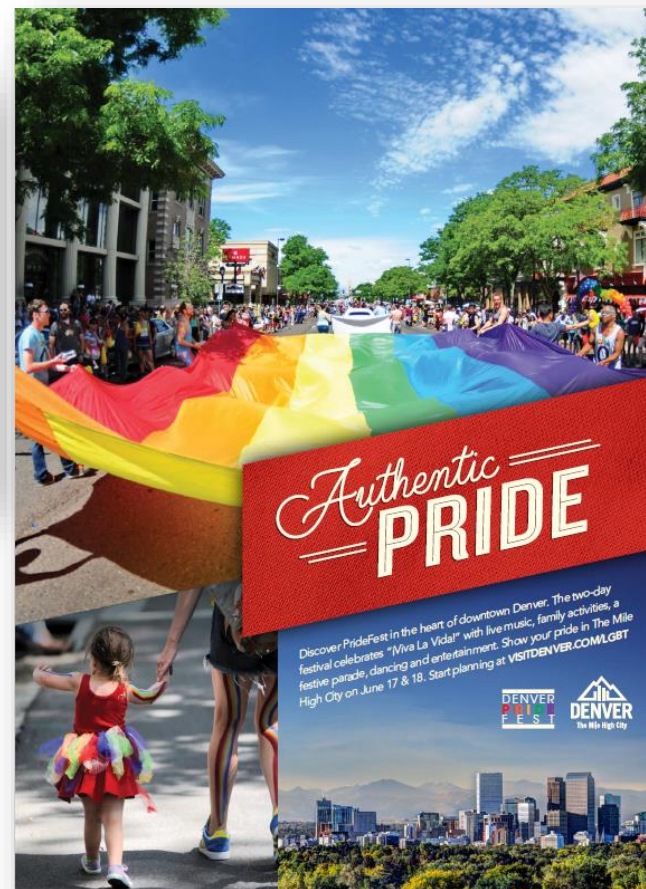
- LGBTQ messaging
- PrideFest (June 16-17)

- Markets:

- Austin, Dallas, Houston, Minneapolis, San Diego

- Timing:

- May – September



# Blockbuster Partner Campaigns

- Goal: Increase visitors by leveraging blockbuster exhibitions and combining matching marketing dollars.
- Denver Art Museum – *Degas: A Passion for Perfection* (February 11 – May 20)
- Denver Museum of Nature & Science – *Creatures of Light* (February 23 – June 10) & *Dead Sea Scrolls* (March 16 – September 3)
- Denver Art Museum – *Dior: From Paris to the World* (November 18, 2018 – March 3, 2019)





# Denver Beer Fest



- Goal: Raise awareness of Denver's craft beer culture.
- Tactics:
  - Print
  - Digital
  - Social Media/PR
- Features:
  - Great American Beer Fest (September 20-22)
  - Denver Beer Trail

- Markets:
  - Denver Metro
- Timing:
  - September



# Fall Cultural/Denver Arts Week

- Goal: Raise awareness and generate new audiences for arts and cultural organizations.

- Tactics:

- Print
- TV/Cable
- Radio
- Digital
- Social media/PR
- Search engine marketing

- Features:

- Denver Arts Week (November 2 – 10)
- Denver Film Festival (November TBD)
- Other events/partners TBD

- Markets:

- Denver Metro Area
- Albuquerque
- Cheyenne

- Timing:

- September – November



# Mile High Holidays

- Goal: Increase overnight stays in Denver during a need period.

- Tactics:

- Print
- Digital
- Radio
- TV/Cable
- Digital
- Search engine marketing

- Markets:

- In-State: Denver Metro, Aspen, Colorado Springs, Durango, Fort Collins, Glenwood Springs, Grand Junction, Greeley, Loveland, Pueblo, Steamboat, Summit County, Vail
- Out-of-State: Albuquerque, Casper, Cheyenne, Kansas City, Phoenix, Salt Lake City, Santa Fe, Wichita

- Features:

- Thanksgiving Weekend
- Christmas Weekend
- New Year's Eve Weekend
- National Western Stock Show & Rodeo
- Hispanic/Latino overlay messaging

- Timing:

- Mile High Holidays: Early November – Early December
- New Year's Eve: December 5-25
- National Western Stock Show & Rodeo: Through mid-January



# National Western Stock Show & Rodeo

- Goal: Increase overnight stays in Denver during a need period.

- Tactics:

- Radio
- Digital

- Features:

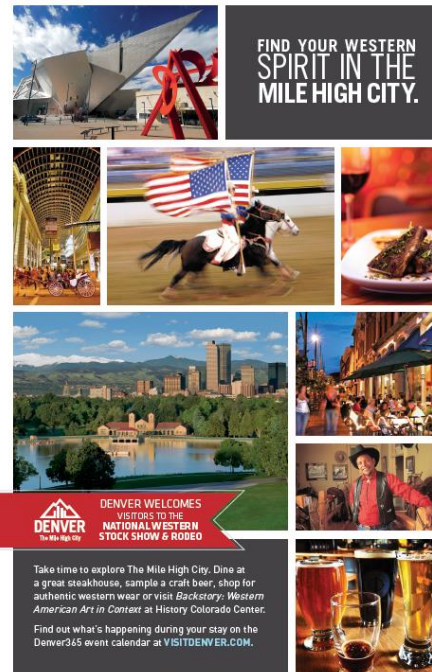
- NWSS dedicated landing page
- Hispanic/Latino overlay messaging

- Markets

- In-State: Colorado Springs, Fort Collins, Grand Junction, Greeley (exclude Denver Metro)
- Out-of-State: Albuquerque, Cheyenne

- Timing:

- December 26 – Early January



# Hispanic/Latino Efforts

- Goal: Promote Denver as a destination with enhanced Hispanic/Latino efforts.

- Tactics:

- Radio
- Digital
- Social media/PR

- Markets:

- Dallas
- Houston
- Austin
- Phoenix
- Albuquerque

- Timing:

- Spring/Summer campaign
- Mile High Holidays
- National Western Stock Show & Rodeo promotions

- Xcelente:

- Review and evaluate tourism metrics
- VISITEDENVER.com updates
- Hablemos Hoy (1150 AM) bi-monthly segment
- *El Comercio de Colorado* print and digital ads

