



# ***DENVER TOURISM ROADMAP***

**MAC Meeting**

February 2, 2017



# Community Engagement

**Over 1,000 stakeholders consulted**



**Board and Staff workshops** – 90 participants



**9 Focus Groups** (arts & culture, festivals/music, hotels, dining & beer, sports, international, millennials) - 141 participants



**One-on-one interviews** – 27 participants (e.g. Mayor, City Council, community and business leaders)



**3 Surveys**



- **902 responses** to Public Online Sentiment Survey
- **68 Customer Advisory Board Responses (83% Response Rate)**
- **48 Tour Operator Responses (11% Response Rate)**

## Key Findings

1. Strong position as a healthy, outdoor place to live and experience
2. Additional venues needed
3. Brand needs to be improved
4. 16th Street Mall must be improved
5. Opportunity for new events
6. Denver's mobility and connectivity challenges
7. Improvements for international visitors

# DENVER

## TOURISM ROADMAP



*2025 Destination Plan*



## **Vision:**

Denver is America's leading outdoor city, known to visitors for its urban, active, and cultural experiences.



# Targets



## CURRENT

## 2025

28.4M .....



*Total visitors, day,  
and overnight*

..... 50.0M

16.4M .....



*Overnight  
visitors*

..... 25.0M

\$5.0B .....

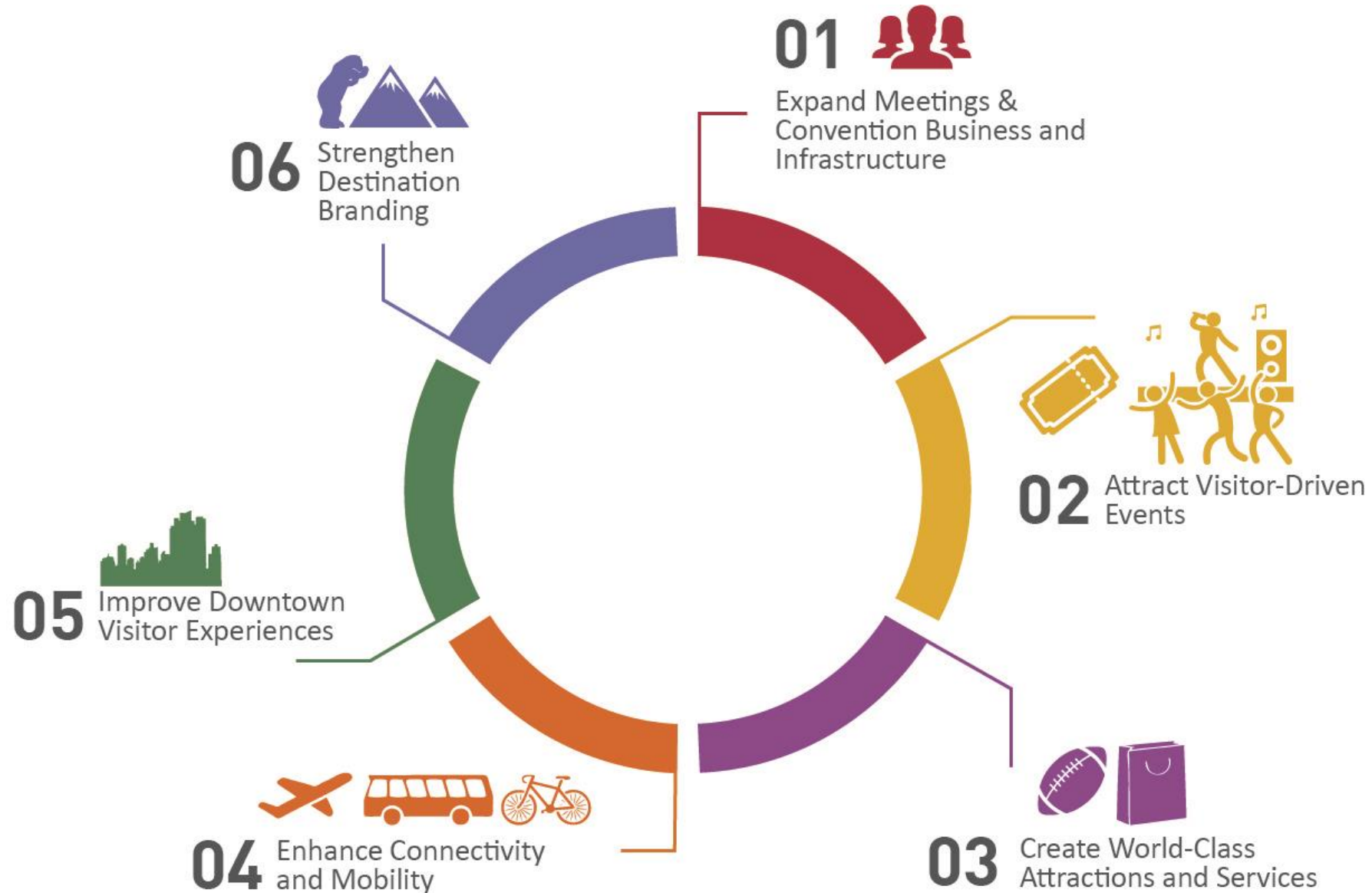


*Annual spending by  
overnight visitors*

..... \$9.0B



## Goals





# Goal #1: Expand Meetings & Convention Business and Infrastructure

**PLAN FOR PRIORITY INFRASTRUCTURE PROJECTS TO ENABLE DENVER TO ACHIEVE ITS OPTIMAL POTENTIAL IN MEETINGS AND CONVENTIONS.**

**Themes:**

- a) *Grow hotel capacity based on marketplace needs.*
- b) *Plan and build convention and exhibition space & venues for Denver's competitive future.*
- c) *Collaborate with innovative industries, business community and university personnel to attract more convention business.*

Initiative	Timing		
	Short	Medium	Long
i. <i>Ensure Colorado Convention Center (CCC) expansion moves forward in a timely manner and in alignment with recommendations outlined in the SAG study and CCC Master Plan.</i>	✓		
ii. <i>Develop the National Western Center (NWC) as a multipurpose facility that drives overnight demand and addresses customer needs.</i>			✓
iii. <i>Ensure strategic future headquarter hotel development is considered as identified in the City's Colorado Convention Center (CCC) Master Plan and SAG study.</i>	✓		





## Goal #2: Attract Visitor-Driven Events

**ENSURE A MIX OF DEMAND-GENERATING EVENTS THROUGHOUT THE YEAR THAT ARE SUPPORTED BY THE COMMUNITY.**

### **Themes:**

- a) *Develop an event strategy with key stakeholders.*
- b) *Pursue and support events that help build Denver's brand and drive tourism.*
- c) *Maximize and leverage Denver's sports culture.*
- d) *Enhance Denver as a top destination for foodies.*
- e) *Enhance existing assets of Denver (outdoor activities/recreation, nature/parks, arts/entertainment, shopping and galleries/museums).*
- f) *Leverage the craft beer scene in Denver both nationally and internationally.*

Initiative	Timing		
	Short	Medium	Long
i. <i>Pursue signature events and festivals that draw overnight visitors (e.g. Day of Rock, Great American Beer Festival).</i>	✓		
ii. <i>Leverage the opportunity of hosting IPW 2018, the largest international tourism marketplace in the U.S.</i>	✓		
iii. <i>Attract and promote annual sporting events that draw overnight visitors (e.g., NFL, NCAA), for greater tourism economic impact in Denver and international exposure.</i>	✓		



# Goal #3: Create World-Class Attractions and Services

**INITIATE A DESTINATION DEVELOPMENT STRATEGY TO SUPPORT EXISTING EXPERIENCES AND CREATE NEW, ORIGINAL TOURISM CONCEPTS.**

**Themes:**

- a) Enhance Denver as a destination for arts & culture, live music, and other activities.
- b) Enhance Denver's international readiness.
- c) Enhance international services and training for front-line hospitality employees.

Initiative	Timing		
	Short	Medium	Long
i. Develop the 16th Street Mall into a world-class attraction.		✓	✓
ii. Complete Denver Performing Arts Complex (DPAC) redevelopment (The NEXT Stage).			✓
iii. Re-authorize Scientific & Cultural Facilities District (SCFD).	✓		



# Goal #4: Enhance Connectivity and Mobility

**PROVIDE ENHANCED INTERMODAL CONNECTIONS FOR VISITORS TO GET TO AND MOVE AROUND DENVER.**

**Themes:**

- a) *Support the connection between neighborhoods and regions of Denver.*
- b) *Continue to enhance pedestrian and biking corridors.*
- c) *Maintain existing and pursue new international air access from key markets.*
- d) *Utilize technology to develop easy-access visitor information.*

## Initiative

### Timing

	Short	Medium	Long
i. <i>Increase international air service.</i>	✓	✓	
ii. <i>Improve traffic flow on I-70 west between Denver and the mountains.</i>			✓
iii. <i>Improve intermodal connectivity between downtown, neighborhoods and attractions.</i>		✓	



# Goal #5: Improve Downtown Visitor Experiences

*ENSURE THE DOWNTOWN IS VIBRANT, SAFE AND INVITING FOR VISITORS.*

**Themes:**

- a) *Improve 16<sup>th</sup> Street Mall.*
- b) *Encourage diverse quality shopping and retail.*
- c) *Support downtown living.*
- d) *Support events, park activation and place-making.*

**Initiative**

**Timing**

*Short*

*Medium*

*Long*

i. *Complete the physical reconstruction of the 16th Street Mall.*



ii. *Address aggressive panhandling and other safety and social issues.*



iii. *Create turn-key street closure program for events and conventions that minimizes the impact on businesses and residents.*





# Goal #6: Strengthen Destination Branding

**DELIVER A BRAND EXPERIENCE FOR DENVER THAT IS AUTHENTIC AND UNIQUE.**

**Themes:**

- a) *Develop a one-city, one-brand approach.*
- b) *Ensure the voice of the customer informs the brand essence of Denver.*
- c) *Engage local residents in the brand strategy.*
- d) *Strengthen the Denver brand.*

Initiative	Timing		
	Short	Medium	Long
i. <i>Create brand alignment with government, business and industry stakeholders and educate value of tourism.</i>	✓		
ii. <i>Evaluate future Denver and Colorado tourism marketing funding to ensure growth of economic development, jobs, and tax revenue.</i>	✓		
ii. <i>Strengthen Denver’s brand for biking/outdoor/active (e.g. events, trails, walkable city).</i>	✓		

# Additional branding and marketing initiatives

## Initiative

*2.iv. Host global events (e.g. Olympics, G20 Summit) that put Denver on the international stage that generate tourism economic impact and international recognition.*

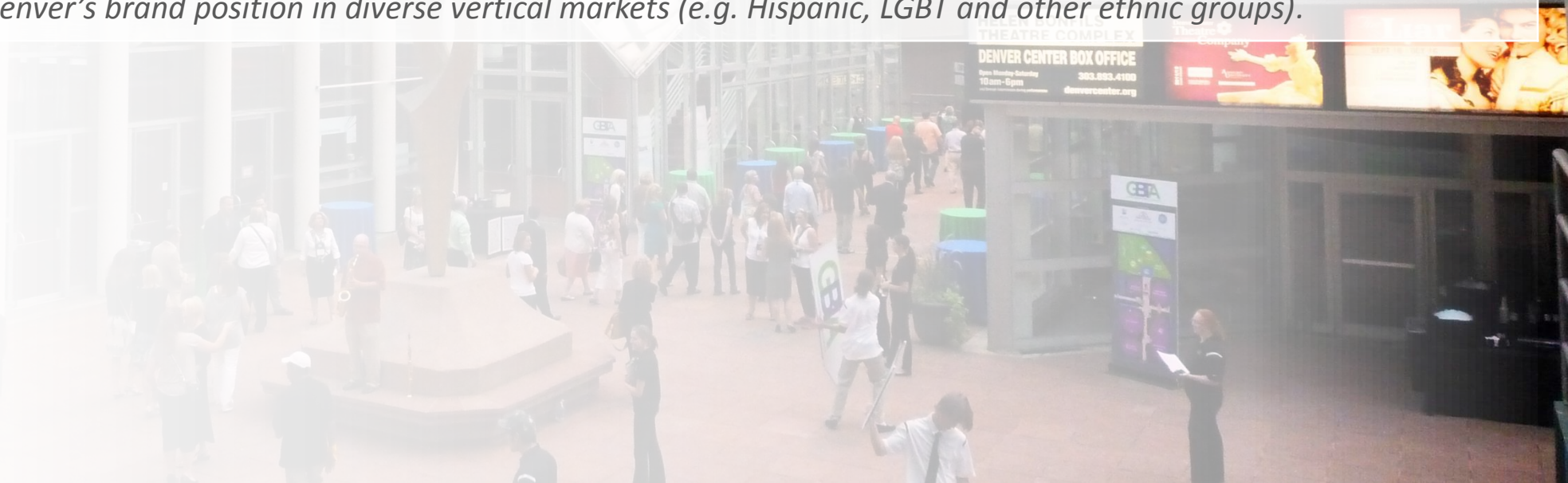
*3.vi. Create and promote branded tours and trails (e.g. culture, beer and history/heritage).*

*6.v. Leverage the brand perceptions collected from the visitors, tour operators, and Customer Advisory Board.*

*6.vii. Strengthen Denver's brand as an arts and culture center (e.g. visual arts campus, performing arts campus).*

*6.viii. Strengthen Denver's brand for craft industries (e.g. beer/culinary) through various tactics such as events, local talent exposure and new products.*

*6.ix. Strengthen and expand Denver's brand position in diverse vertical markets (e.g. Hispanic, LGBT and other ethnic groups).*



# Coordinating Efforts For Bigger Impact



## Past Plans Reviewed

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- Downtown Streetscape Plan 2004
- 14<sup>th</sup> Street Great Street Initiative
- 16<sup>th</sup> Street Mall – ULI TAP
- Imagine 2020: Cultural Plan
- Denver Performing Arts Complex Master Vision Plan
- Colfax BRT Study
- Auraria Campus Master Plan
- Civic Center Transit District Plan
- Denver Moves – Protected Bikeways
- Golden Triangle Neighborhood Plan
- Central Rail Extension Study
- Speer Corridor Study

## Plans Included in Road Map

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- Colorado Convention Center Master Plan
- Strategic Advisory Group Feasibility Study
- The Game Plan
- National Western Center Master Plan
- The Next Stage
- Listen Local 2016: Music City Denver
- Brighton Boulevard Corridor Redevelopment
- Central Rail Extension Study
- Denver Moves: Pedestrians and Trails
- Downtown Denver Area Plan 2007
- Retail Conditions and Opportunity Study
- Security Action Plan
- The Mall Experience
- The Outdoor Downtown
- Urban Design Framework
- Denver Moves: Transit
- Interstate 70 Reconstruction
- Regional Transportation District FasTracks

# DENVER

## TOURISM ROADMAP

**Thank You!**

*Learn more at: [DenverTourismRoadmap.com](https://denvertourismroadmap.com)*



*2025 Destination Plan*