

PUBLIC RELATIONS & COMMUNICATIONS

Mission Statement: To bring conventions and leisure visitors to Denver for the economic benefit of the City, our partners and the community

VISIT DENVER – Organizational Structure

39-Member Board of Directors
(Culture, Sports, Business, Hotel, Restaurants, Transportation)

President & CEO

Admin & Finance

Govt. & Comm. Affairs

Sales

Sports

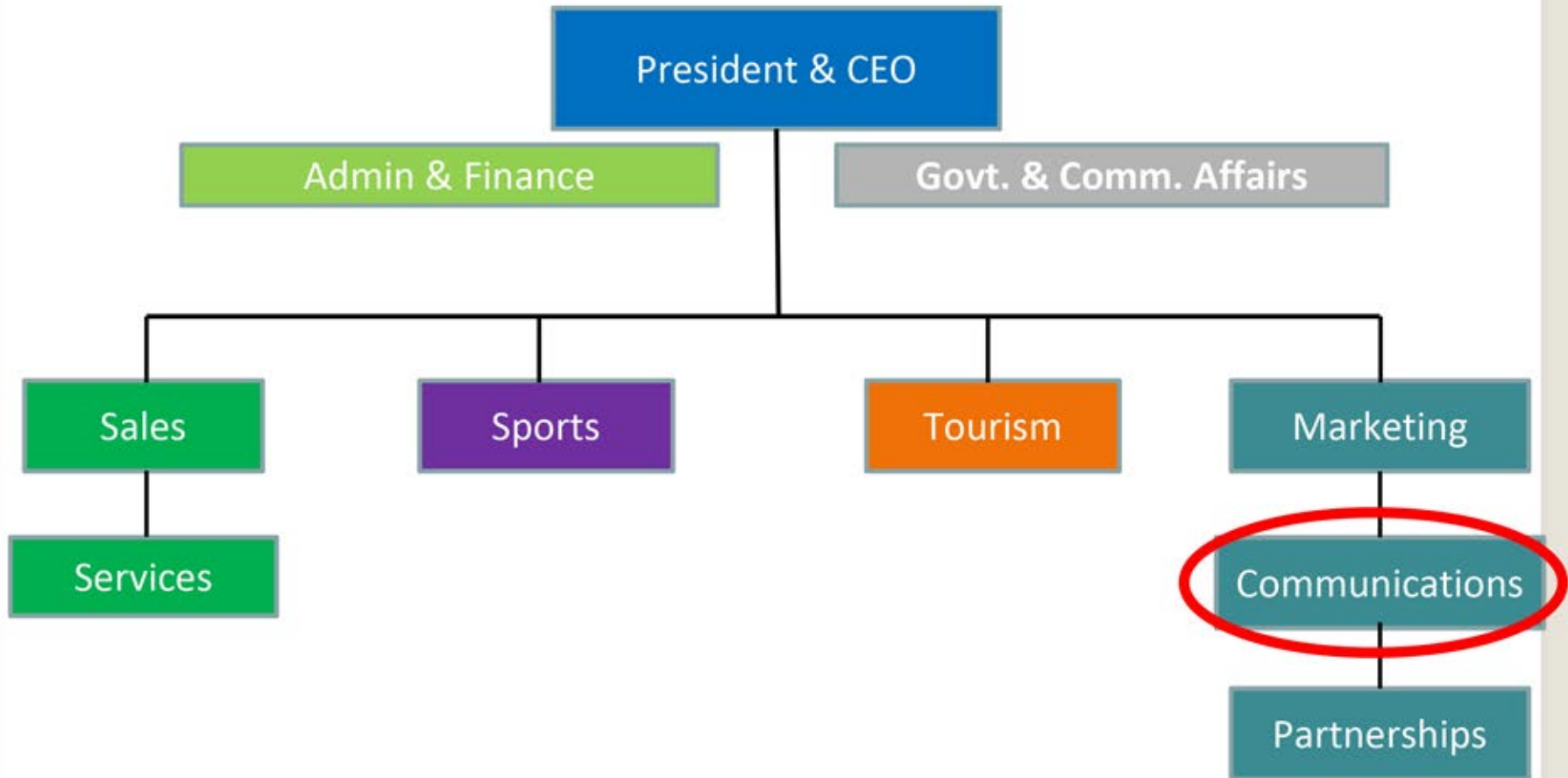
Tourism

Marketing

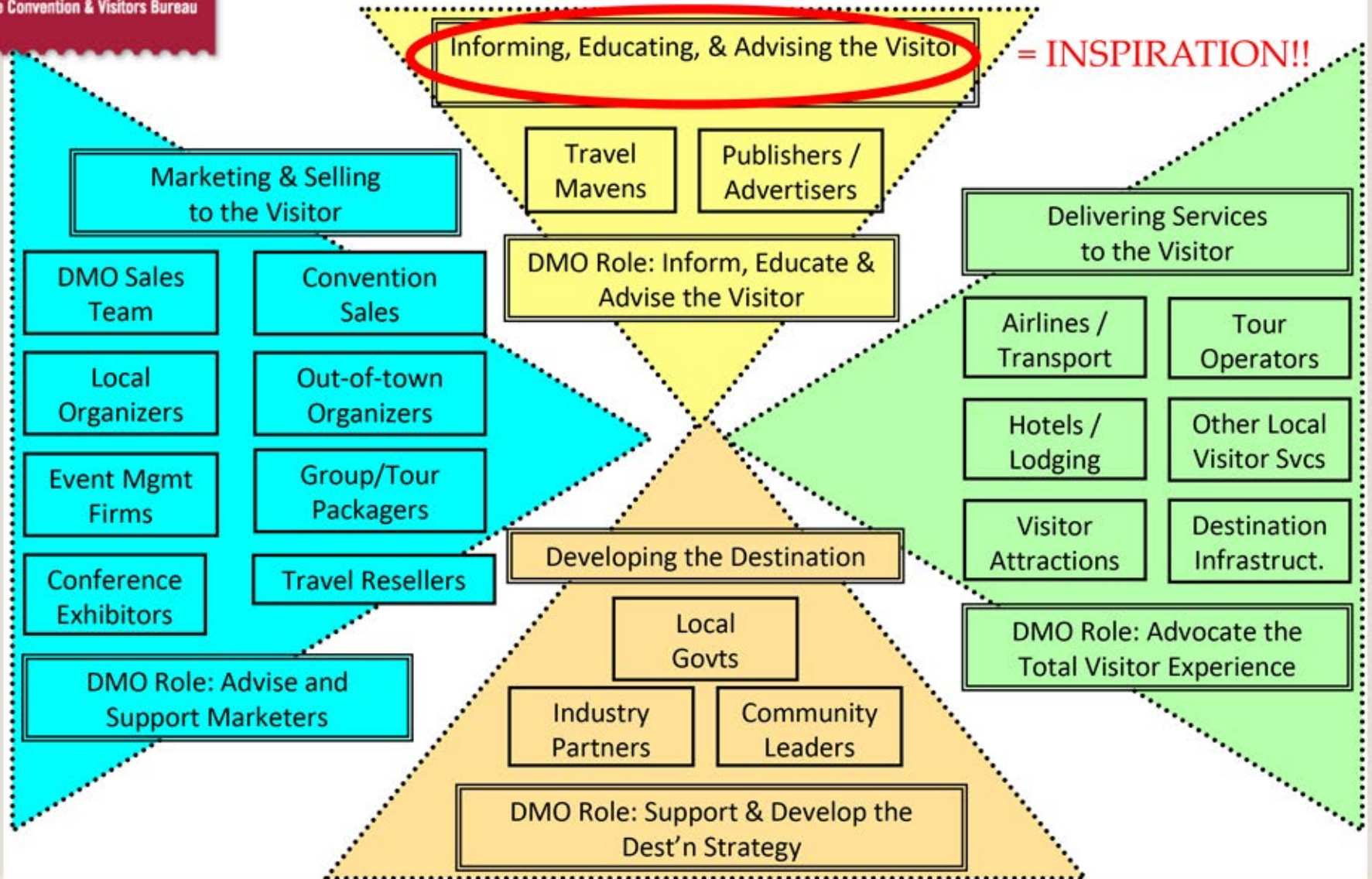
Services

Communications

Partnerships



“Strategic Map” for Destination Marketing



Public Relations Strategy – Earned Media



The New York Times

Denver Rising

Leaving economic stagnation and urban prevalence behind, the city has gained a reputation as a place to try new ideas.

BY MICHAEL WAZ
 DENVER, the former boom town of the American West, is now known as a city where the old is being replaced by the new. In the past few years, the city has gained a reputation as a place to try new ideas. Leaving economic stagnation and urban prevalence behind, the city has gained a reputation as a place to try new ideas.

By 2010, the city's population is expected to reach 2.5 million, up from 1.7 million in 2000. The city's population is expected to reach 2.5 million, up from 1.7 million in 2000. The city's population is expected to reach 2.5 million, up from 1.7 million in 2000.

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RHAPSODY
 Sarah Jessica Parker
 On love, business, and Denver

You're in Denver for business, but you have the day off. Go!

PHOTO: JEFFREY M. HARRIS

SUCCESSFUL MEETINGS

5 CITIES TO WATCH

THESE CITIES ARE CREATING MAJOR BUZZ

By Tom Ichniowski

Whether you're looking for a new city to do business in, or a new city to visit, these five cities are worth watching. They are creating major buzz and are worth watching.

DENVER
 Denver is a city that is worth watching. It is a city that is worth watching. It is a city that is worth watching.

San Francisco Chronicle

ONE DAY, ONE PLACE DENVER Queen City puts new face on vintage digs

Denver has one of the great old-time buildings in the world, and it's in the city's heart. The city's heart is in the city's heart. The city's heart is in the city's heart.

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IF YOU GO

Where to Stay: The Denver Marriott City Center, 1701 Market Street, Denver, CO 80202. (303) 733-1111. www.denvermarriott.com

Where to Eat: The Denver Marriott City Center, 1701 Market Street, Denver, CO 80202. (303) 733-1111. www.denvermarriott.com

Key Free

Grab a bite and check out downtown and craft breweries in DENVER

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2016 Media Highlights

- Generate AVE press value (\$64M in 2016)
- Hosted 100 domestic and international FAM trips for 244 journalists from 14 countries
- Generated over 5,600 global media placements (average of 14 per day)
- Provided assistance to more than 1,000 journalists



- Hosted 10 press conferences and 11 media events



Media Outreach (Domestic & International)

- Media FAMs
- Media Desksides
- Media Events
- Press Conferences
- Public Affairs
- Trade Shows/Marketplaces (Host/Attend)



- Domestic vs. International (CTO)
- Proactive Pitching/Press Release Distribution
- Inquiries (Story Topics/Photos/Broll)
- Shot Selection



- Journalist Immersion
- Seeking Stories
- Domestic vs. International
- All Journalists Vetted
- Itineraries
- Partner Support
- Guaranteed Coverage



- Travel Writer Receptions
- Hosted Group Receptions (SATW)
- Convention Media
 - SIA Reception
 - GABF Beer Bus
- Superbowl Parade (media credentialing)
- Chef Roundtable



Illuminate/Clarify Tourism-Related Issues

- Tourism Initiatives
- Social Issues
 - Downtown Environment
 - Marijuana
 - Crime
- Business Issues
 - Convention Center Funding
 - Air BNB
 - Sharing Economy

DENVER TOURISM ROADMAP FACT SHEET



WHAT IS THE TOURISM ROADMAP?

The Denver Tourism Roadmap is a comprehensive plan designed to maintain responsible tourism growth, and the economic impact that comes with it, in a way that will benefit both visitors and residents.

COMMUNITY ENGAGEMENT

The Denver Tourism Roadmap was created through a year-long community-wide process whereby tourism experts studied competitive cities. Interviewed elected officials, surveyed more than 1,000 residents, visitors and meeting planners, met with local tourism officials and cultural ambassadors, and evaluated worldwide tourism industry trends.



VISION STATEMENT 2025

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

GOALS

Guided by the vision statement, the resulting plan identified key tourism goals with more than 70 initiatives to be achieved over the next decade. The complete version of the Denver Tourism Roadmap can be viewed at DenverTourismRoadmap.com

- 01**  **Expand Meetings & Convention Business and Infrastructure**
 - Ensure the Colorado Convention Center (CCC) expansion moves forward in timely manner and in alignment with recommendations outlined in SAG study and CCC Master Plan, and develop the National Western Center (NWC) as a multipurpose facility that drives overnight demand and addresses customer needs.
 - Ensure strategic future headquarters hotel development is considered as identified in the City's Colorado Convention Center (CCC) Master Plan and SAG study.
- 02**  **Attract Visitor-Derived Events**
 - Pursue signature events and festivals that draw overnight visitors (e.g., Day of Rock, Great American Beer Festival).
 - Leverage the opportunity of hosting BNF 2026, the largest international beer festival marketplace in the U.S.
- 03**  **Create World-Class Attractions and Services**
 - Enhance visitor access from "curbed to discovery" starting at DCC and continuing throughout the city.
 - Create and promote branded tours and trails (e.g., culture, beer and history/heritage).
- 04**  **Enhance Connectivity and Mobility**
 - Expand international air service.
 - Improve intermodal connectivity between downtown, neighborhoods and attractions.
- 05**  **Improve Downtown Visitor Experiences**
 - Develop the 14th Street Mall into a world-class attraction by enhancing both physical and social aspects of the experience.
 - Create a turn-key street closure program for events and conventions that minimizes impact on businesses and residents.
- 06**  **Strengthen Downtown Branding**
 - Create brand alignment with government, business and industry stakeholders and educate on the value of tourism.
 - Devote future Denver and Colorado tourism marketing funding to ensure growth of economic development, jobs and tax revenue.



- Tourism Focus
- Condensed Meeting Opportunity
- Pre-scheduled One-on-One
- Maximum Exposure/Small Time Investment
- IPW Denver 2018



- Targeted Approach/Know Your Audience
- Timeliness/Immediacy
- Build/Maintain Relationships
- Understand the News Cycle
- Think Visually (one frame)
- Always Offer/Suggest More
- Be Prepared/Responsive
- *Make Their Life Easy*



- Press Kit (USB)
- Photo Archive
- Broll Archive
- Website – Media Pages/Contacts
- Denver Media Passport
- Fact Sheets
- Press Releases
- Media Advisories (invitation)
- Video News Release (VNR)
- Branded Giveaways
- Position Statements
- Media Database(s)
- Step n Repeat/Branded Backdrop
- Branded Portable Pop-up Banner
- Branded Event Signage
- Talking Points (soundbites)

- Photographers
- Videographers
- Media Tracking
(Print/Online/TV)
- Media Distribution
- PR Agency/Consultants
- A/V
- Event Companies
- Print Shops



Denver vs. Charlotte – “Battle of Super Cities”



**Charlotte's
got a lot.**

For Immediate Release

Super Bowl Cities Denver & Charlotte Vie for Dominance On and Off the Field

DENVER & Charlotte, NC – (February 4, 2016) – The big game may not be until Sunday, but Denver and Charlotte already are waging a battle of friendly competition that involves, among other things, a mayor-to-mayor Super Bowl wager. The mayor with the losing team must don the victor's team jersey and broadcast an image of the moment across social media channels for all to see. But, this city vs city banter doesn't stop with a mayoral wager.

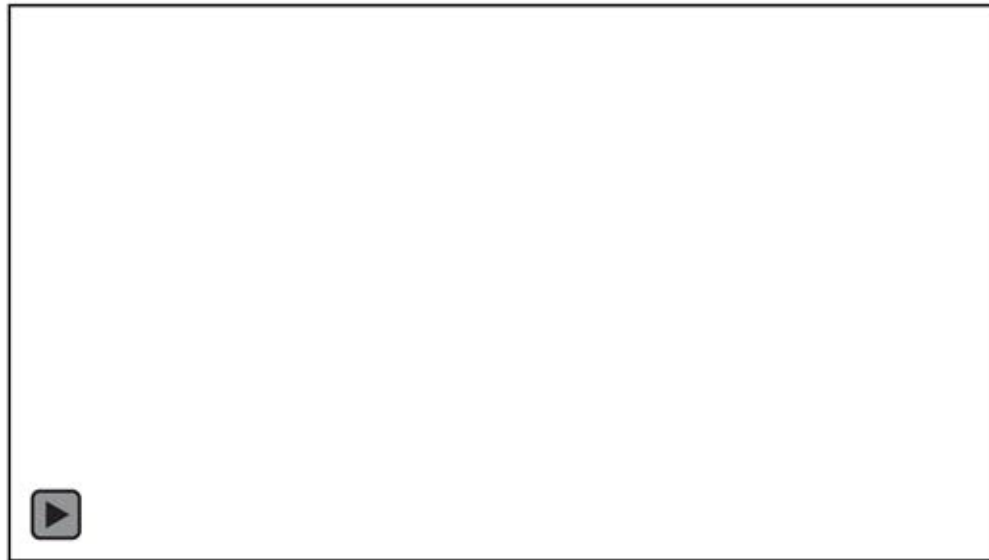
Tourism bureaus from both cities have compiled convincing evidence to support their respective claims of dominance, but readers can judge for themselves which city is more deserving of the "Super City" title.

Denver	Charlotte
Denver was named among the country's best cities for football fans this week by <i>Wallethub.com</i> .	Panther Nation's 15-1 regular season record (17-1 overall) speaks for itself; the seventh team ever in the NFL to achieve this.
With seven professional sports teams, Denver was recently ranked among the best cities in the nation for sports travel .	Charlotte is also home to seven professional sports teams , which boast events more than 200 days a year.
The Mile High City was officially named one of the world's " 50 Best Places to Travel in 2016 " by <i>Travel + Leisure</i> .	<i>The New York Times</i> recently named Charlotte " an excellent place to soak up the new Old South. "
Denver is consistently named among the fittest cities in the country due, in part, to its proximity to the recreational fun of the Rocky Mountains.	Carolina blue skies encourage plenty of outdoor exploration. <i>Active.com</i> rated the destination among " America's Best Running Cities. "

- Capitalizing on Timeliness
- Making a Journalists Life Easier
 - Shot selection
 - Permitting/access for film crew
 - Meals
 - Ground transportation
 - Branded wardrobe/attire
 - Script content/development
- Brand Messaging (key pillars)
 - Vibrant/Scenic City + Mountains
 - Outdoor/Fit City Lifestyle
 - Arts & Culture (Red Rocks)
 - Beer Scene
 - Incorporate Key Stakeholder (Mayor)

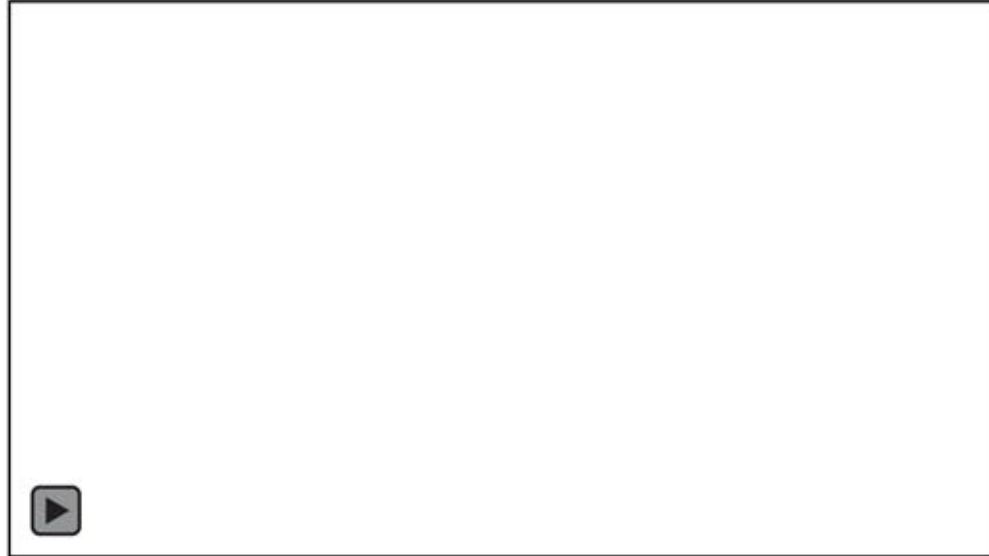


- Brand Messaging (key pillars)
 - ✓ **Vibrant/Scenic City + Mountains**
 - Outdoor/Fit City Lifestyle (golf too)
 - Arts & Culture (Red Rocks)
 - Beer Scene
 - Culinary Scene (Mayor)



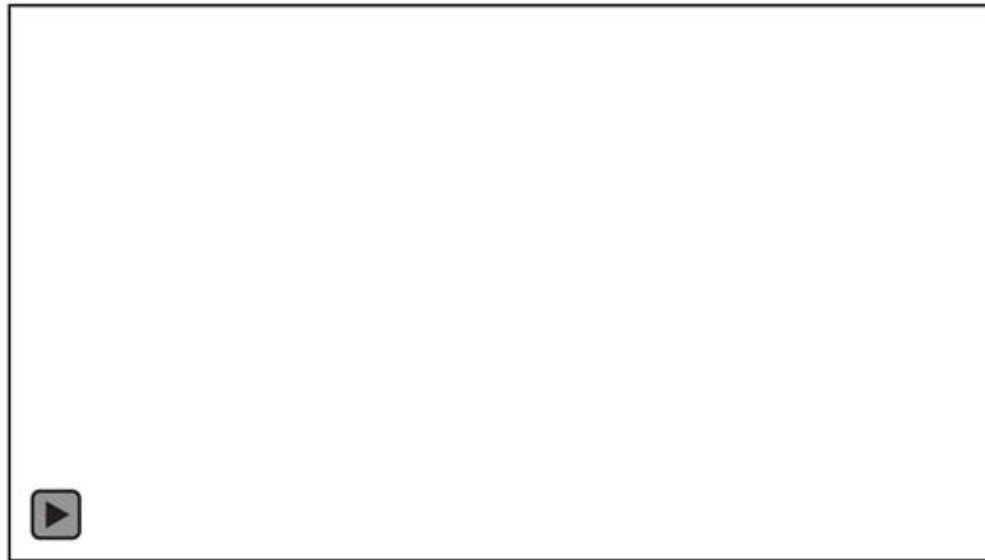
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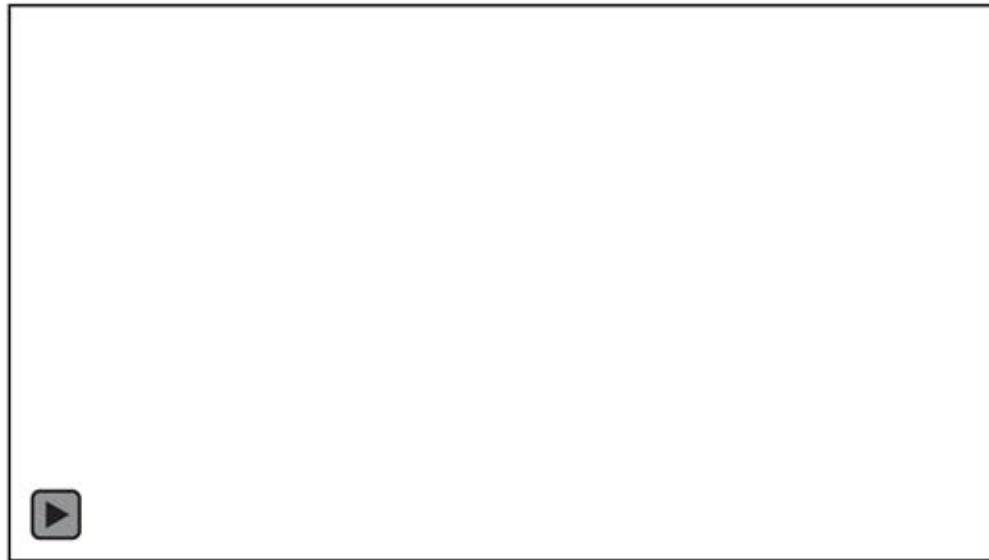
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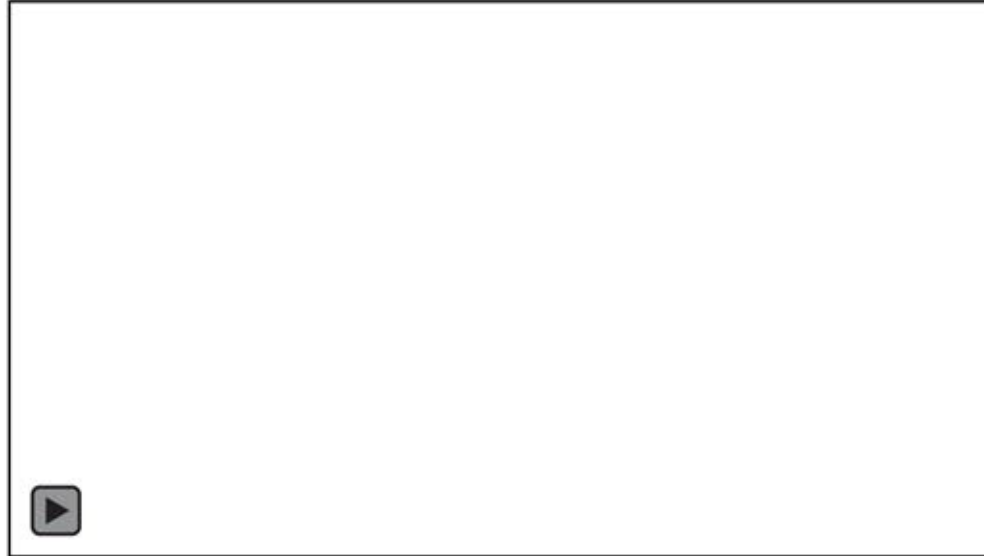
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- ✓ Culinary Scene (Mayor)



Results

- 286 Domestic Placements
- \$3.2M AVE (Earned Media Value)
- 103M Impressions



 **Mayor of Charlotte** 
@CLTMayor 

Congrats @mayorhancock for Broncos win. Hope to see you next year in Houston! #keepounding

3:30 PM - 9 Feb 2016

Why A Communications Team?

- Cost Effective (earned exposure)
- Media Resource
- One Voice
- One Message
- Company Reputation





THANK YOU!



VISIT DENVER
The Convention & Visitors Bureau