



10 Tips to Maximize your Partnership

1. Attend Partner Orientation

Hear from our Vice Presidents of Tourism, Marketing, and Convention Sales & Services. Receive an overview of VISIT DENVER, how we market/sell the city and learn how to best utilize your partnership with VISIT DENVER!

2. Present at Partner Spotlight

This is your opportunity to present to our Convention Sales, Services, Tourism and PR departments about all the products and services your business has to offer leisure travelers, tour groups and convention delegates. Contact Lauren Huffer at lhuffer@visitdenver.com if you are interested in presenting at Partner Spotlight.

3. Attend C.H.A.T. (Connecting Hospitality and Tourism)

This monthly networking event gives you the opportunity to talk with fellow VISIT DENVER partners and meet Bureau staff in a relaxed and casual atmosphere. In order to receive C.H.A.T. registration emails, you must be a contact on your account.

4. Attend MAC (Marketing Advisory Committee) Meeting

MAC is made up of marketing and public relations professionals from all aspects of the industry who meet to update each other on what is happening at their business, develop ways to cross market and work collectively to promote Denver. Contact Lexi Compton at lcompton@visitdenver.com if you would like to be included on the MAC distribution list.

5. Manage Your Account

We strongly encourage you to use the [VISIT DENVER Partner Extranet](#) to ensure that your organization is properly featured in all VISIT DENVER marketing efforts. The Partner Extranet allows you:

- i. Manage your contacts
- ii. Upload meeting/event space
- iii. Update publication and website listings
- iv. Manage photos, videos, logos
- v. Manage Social Media

6. Upload special offers/coupons

Submit coupons that will appear on your website listing and under the “Deals & Discounts” link located on the [VISIT DENVER Homepage](#) through the [Partner Extranet](#). Visitors, Meeting Planners and Tour Operators request and take advantage of these offers/coupons. In addition, submit Partner-to-Partner coupons that are available for VISIT DENVER partners only.

7. Submit your events to Denver 365 Event Calendar

If your business hosts special events that are open to the public and attractive to visitors, be sure to [submit them to Denver 365](#). Be sure to include photos and start/end dates.

8. Take advantage of our advertising opportunities

For added visibility consider advertising in the VISIT DENVER guides, website, map pad, backlits or in-room TV, please contact Katy Hoch at khoch@visitdenver.com.

9. Keep our Communications department informed

Be sure to send your press releases to Ashley Taufen at ataufen@visitdenver.com or press@visitdenver.com.

10. 2 for 1 Tix Program

Denver [2 for 1 Tix](#) is a free program that provides weekly “2 for 1” ticket and admission discounts for metro arts and entertainment. The offers are promoted via a weekly email announcement, special web page, dedicated phone line and social media.