Total Visitors to Denver 2017

Total Visitors to Denver 2017:
- 18.3 million in 2017
- 1% increase

Breakdown:
- Denver Day Trips
- Overnight trips

Year:
- 2007: 12.2 (6.1) million
- 2008: 12.2 (6.7) million
- 2009: 12.1 (6.9) million
- 2010: 12.7 (7.3) million
- 2011: 13.2 (7.8) million
- 2012: 13.6 (8.3) million
- 2013: 14.0 (8.8) million
- 2014: 15.4 (10.2) million
- 2015: 16.4 (12.0) million
- 2016: 17.3 (14.2) million
- 2017: 17.4 (14.3) million

MILLIONS OF TRIPS
Total Travel Spending in Denver - Overnight Trips

- BILLIONS

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## 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

- ¡Cuba!
  - 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
Mile High Holidays Campaign (Nov-Jan)

- **Markets:** Regional
  - Albuquerque
  - Cheyenne
  - Aspen
  - Colorado Springs
  - Grand Junction
  - Pueblo
  - Fort Collins
  - Summit County
  - Vail

- **Integrated Tactics**
  - Print advertising
  - Television/cable
  - Digital display banners
  - Radio
  - eBlasts
  - Social media
  - Search marketing
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
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