2018 Consumer Marketing Preview
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
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
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

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

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

Timing:
- April – September
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
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 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

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

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

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
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