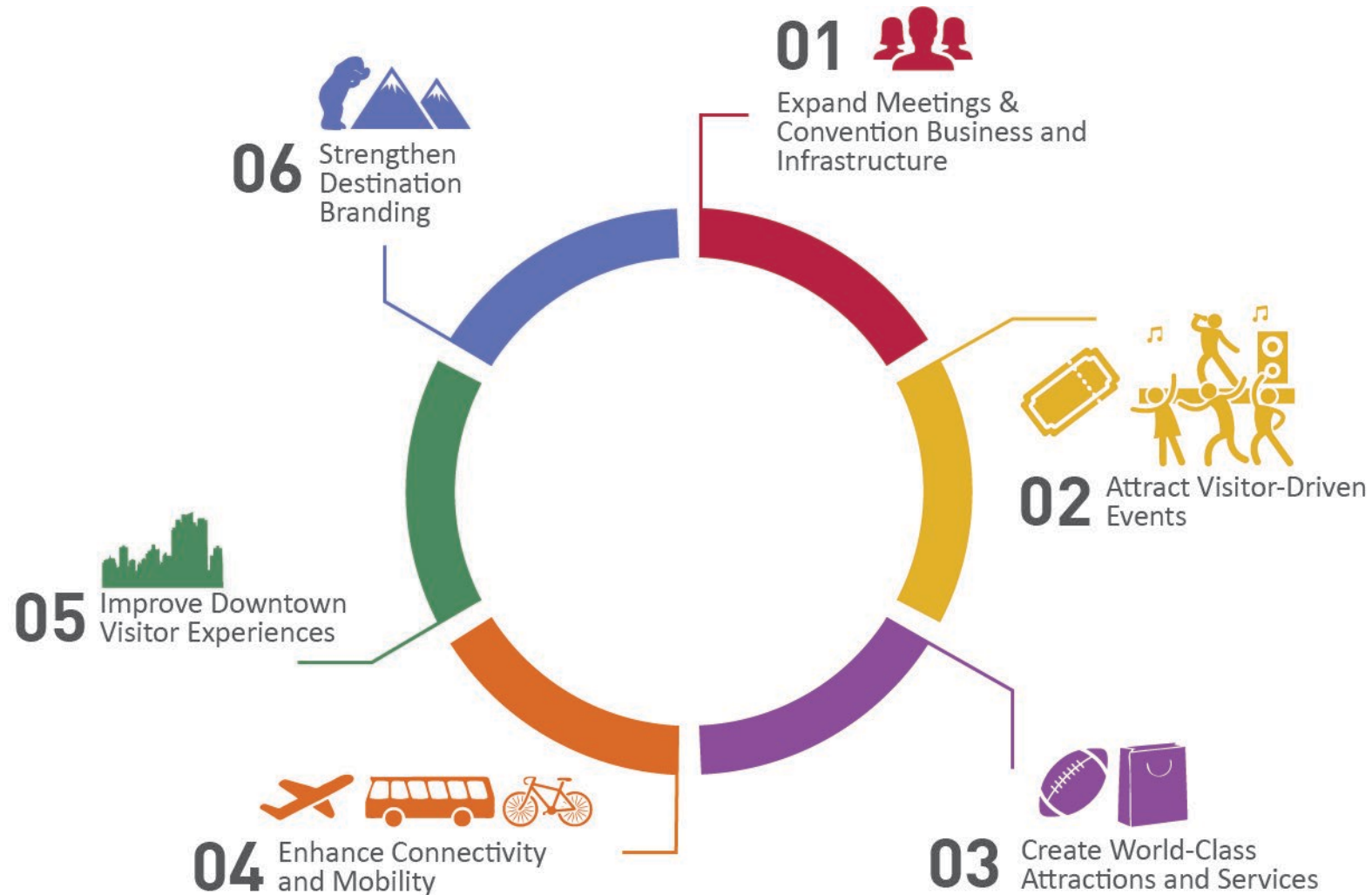




2024 Workforce Development

August 22, 2024

2016 TOURISM ROADMAP



DENVER TOURISM ROADMAP



2025 Destination Plan

PAST ACTIONS

SCHOLARSHIPS

VISIT DENVER Foundation provides scholarships for hospitality programs at Colorado universities, colleges, and trade schools

JUNIOR ACHIEVEMENT

VISIT DENVER Foundation funded a pilot program in high schools during one academic year

EDUCATION & TRAINING

Funded Colorado Hotel & Lodging Association CHLA University: line level and supervisory skills courses, partnership with Denver Rescue Mission to provide Guest Service Gold at The Crossing

RESEARCH

Funded University of Colorado research to inventory existing and emerging workforce development plans, including training, certification and academic programs for the tourism and hospitality industry; focus groups to assess opportunities and challenges

DENVER DAY WORKS

Visit Denver helped fund Denver University pilot program for hospitality industry in partnership with Denver Rescue Mission

HYATT IMMERSION PROGRAM

Promoted the Hyatts of Colorado training program to VISIT DENVER Foundation scholarship recipients

A woman with curly hair, wearing a pink polka-dot top, is sitting at a wooden table in a cafe. She is holding a glass of coffee and looking at a laptop. On the table, there is a small potted plant, a jar of smoothie, and a notebook with a blue pen. The background shows a wooden shelf with various items and a large green plant.

**IN 2019, VISIT DENVER
IDENTIFIED WORKFORCE
DEVELOPMENT AS A SOCIAL
IMPACT STRATEGY**

LEVERAGING VISIT DENVER

In 2019, the VISIT DENVER Board Identified the role of VISIT DENVER re:
Workforce Development



WE ARE THE PERCEPTION CREATORS

Utilize Visit Denver's
marketing prowess

WE ARE THE COALITION BUILDERS

Utilize Visit Denver's
brand to create
collaboration

WE ARE THE IMPACT AMPLIFIERS

Utilize Visit Denver's
unique communications
platform

VISIT DENVER should be the “umbrella” promoter for the tourism industry, and anyone interested in specific industries would be given a pathway to those specific sectors.

MARKETING CAMPAIGN - RESEARCH

VISIT DENVER contracted Prosono and the Tarrance Group to conduct research

- After many industry interviews, VISIT DENVER decided to target 18-20-year-olds in Colorado.
- The Tarrance Group conducted a survey that reached 320 young adults across Colorado to determine what benefits the industry offers that may resonate with this target population.
 - Findings: This 18-20-year-old group prioritized the following:
 - Financial Stability
 - Skill and Career Development
 - Flexible Work Schedule

2024 WORKFORCE DEVELOPMENT PLAN

Marketing Campaign

- “Boredom is Fired” – a marketing campaign targeted to 18-20-year-old Colorado residents to elevate the reputation of working in tourism and hospitality and to encourage young people to consider a career in the industry.

Website

- The marketing campaign drives to robust website which profiles careers in hotels, events, attractions, food & beverage, and outdoor recreation, links to info about open jobs, educational opportunities and resources.

Outreach Program

- “Tourism & Hospitality ambassadors” will share their story about their journey in the industry. 5 ambassadors featured in video.
- 12 ambassadors will participate in in-person presentations to young adults, high school students, and middle school students

OUTREACH PLAN

Marketing (Year-Round)	Career Fairs/Expos (Fall & Spring)	School Presentations (Fall & Spring)	Tourism & Hospitality Industry Day (Spring)
Campaign	City of Denver – Career Fairs	Adams County High School	Start with one
Website	DECA Leadership Conference	Arrupe Jesuit High School	Organize partnerships & agenda
Newsletters & Text Communications	DPS – Career Fairs	Bear Creek High School	Teachers organize student logistics and permission slips
Resources Section on Website	GlobalMindED	Cherry Creek Innovation Campus	Schools or VISIT DENVER organize transportation
Social Content	HireColorado Denver	Denver Public Schools	Go <u>TO</u> ambassador locations
Blog Content	Jeffco Public Schools – Career Fairs	Englewood Public Schools	Provide experiential experiences
Email Inquires	Youth-In Person Hiring Fair	Jefferson County Schools	
		Littleton High School	
		Warren Tech	

“Students want & need real-world, hands-on experiences in order to envision themselves working in this industry.”

MEET THE AMBASSADORS



Andrew Jackson, Event Sales Manager,
Hyatt Regency at CCC



Terrence Walsh, Operations Manager,
Titus Adventure Company



Owen Kunselman, Chef, Mercantile Restaurant



Melanie Diminno, Account Coordinator,
Imprint Events Group



Jenna Chervin, Program Coordinator, DMNS

MARKETING CAMPAIGN – PAID ADVERTISING TACTICS

Advertising Platforms

- Instagram
- Snapchat
- YouTube
- Over-the-top (appears on video streaming platforms such as Hulu, Roku, etc.)
- Google Display (appears on Google's network of websites)
- Billboards near high schools + 2-year colleges

Benefits highlighted in marketing campaign creative:

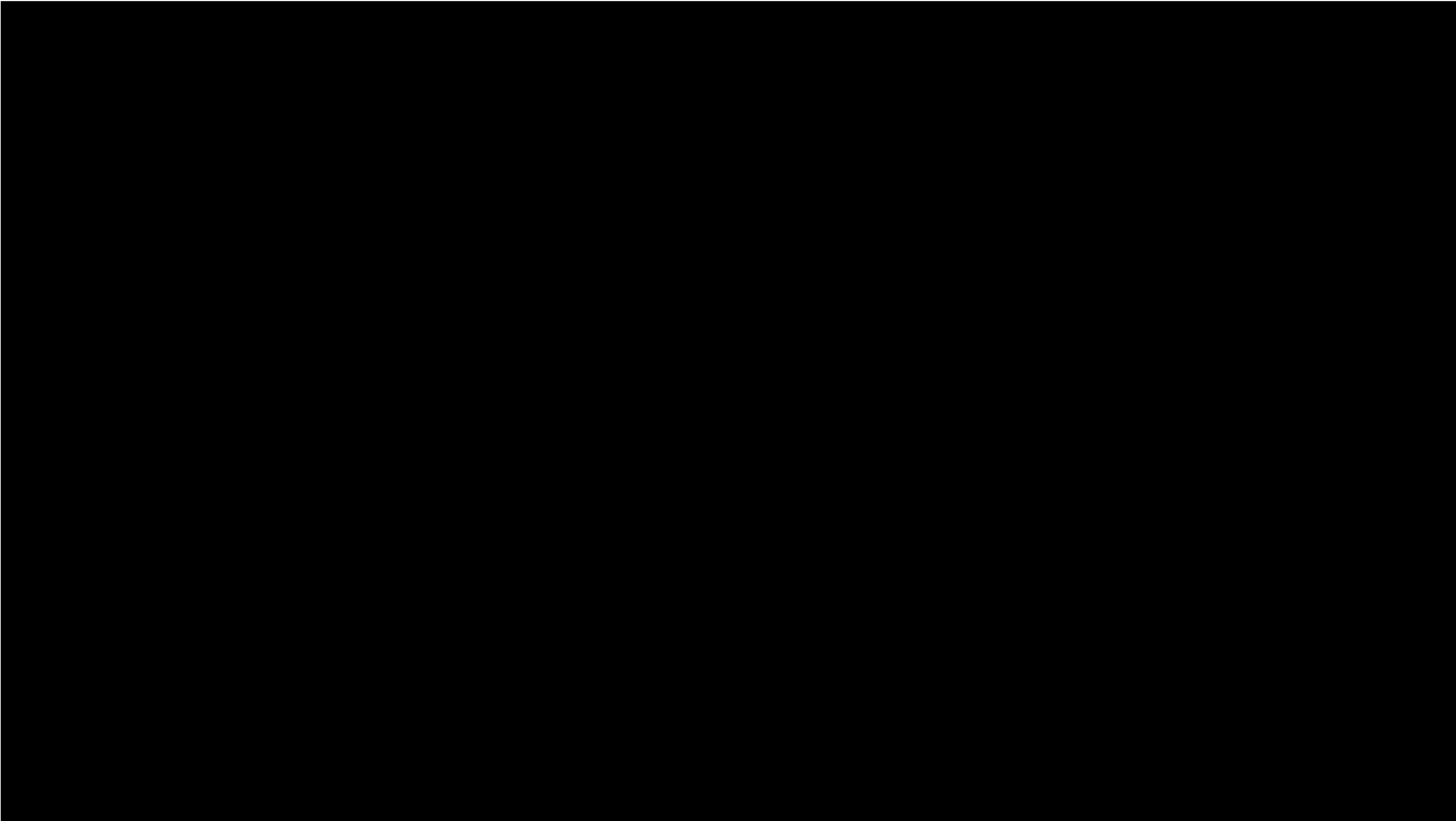
- Financial Stability
- Skill and Career Development
- Flexible Work Schedule

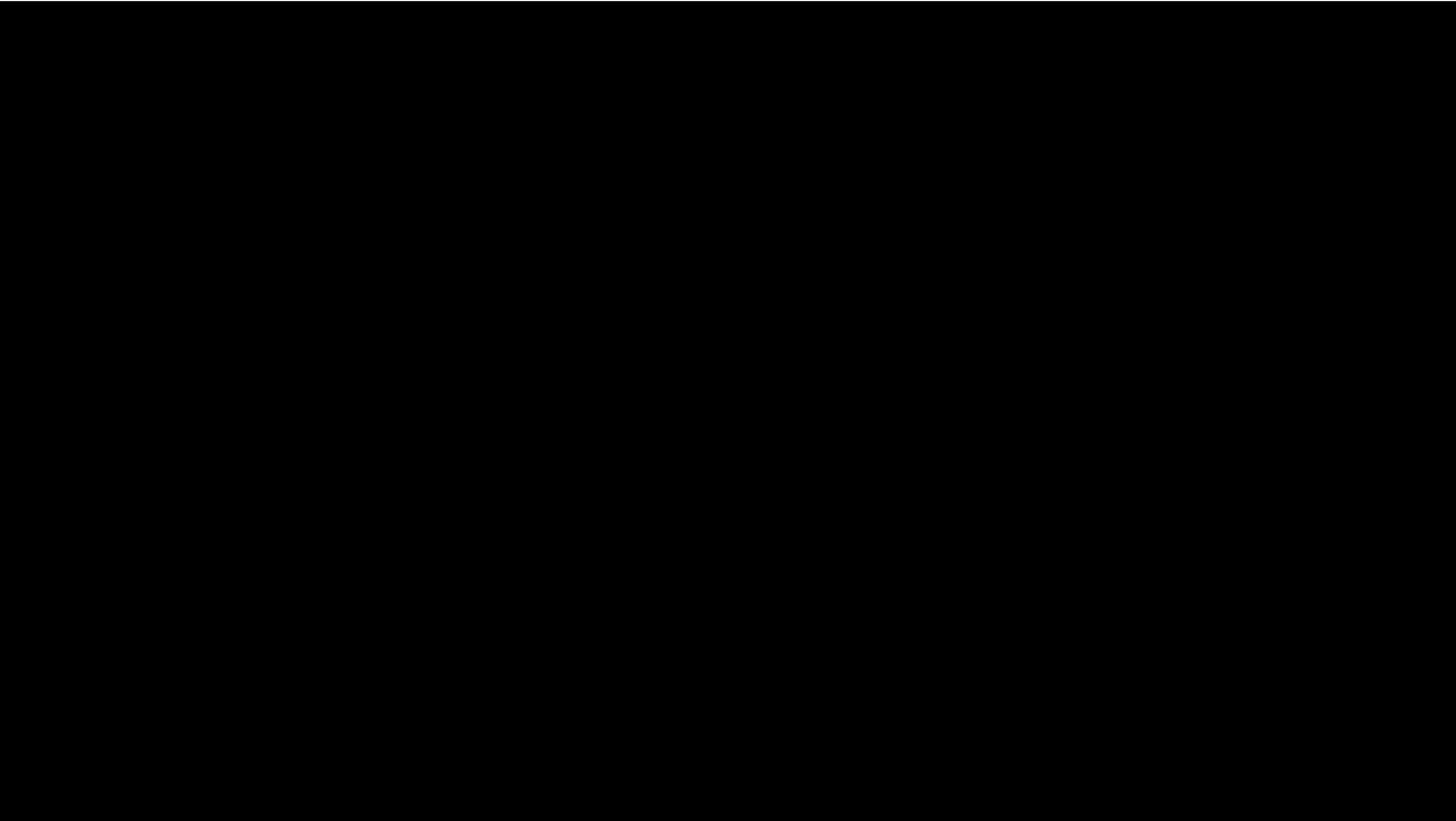
Ad Performance

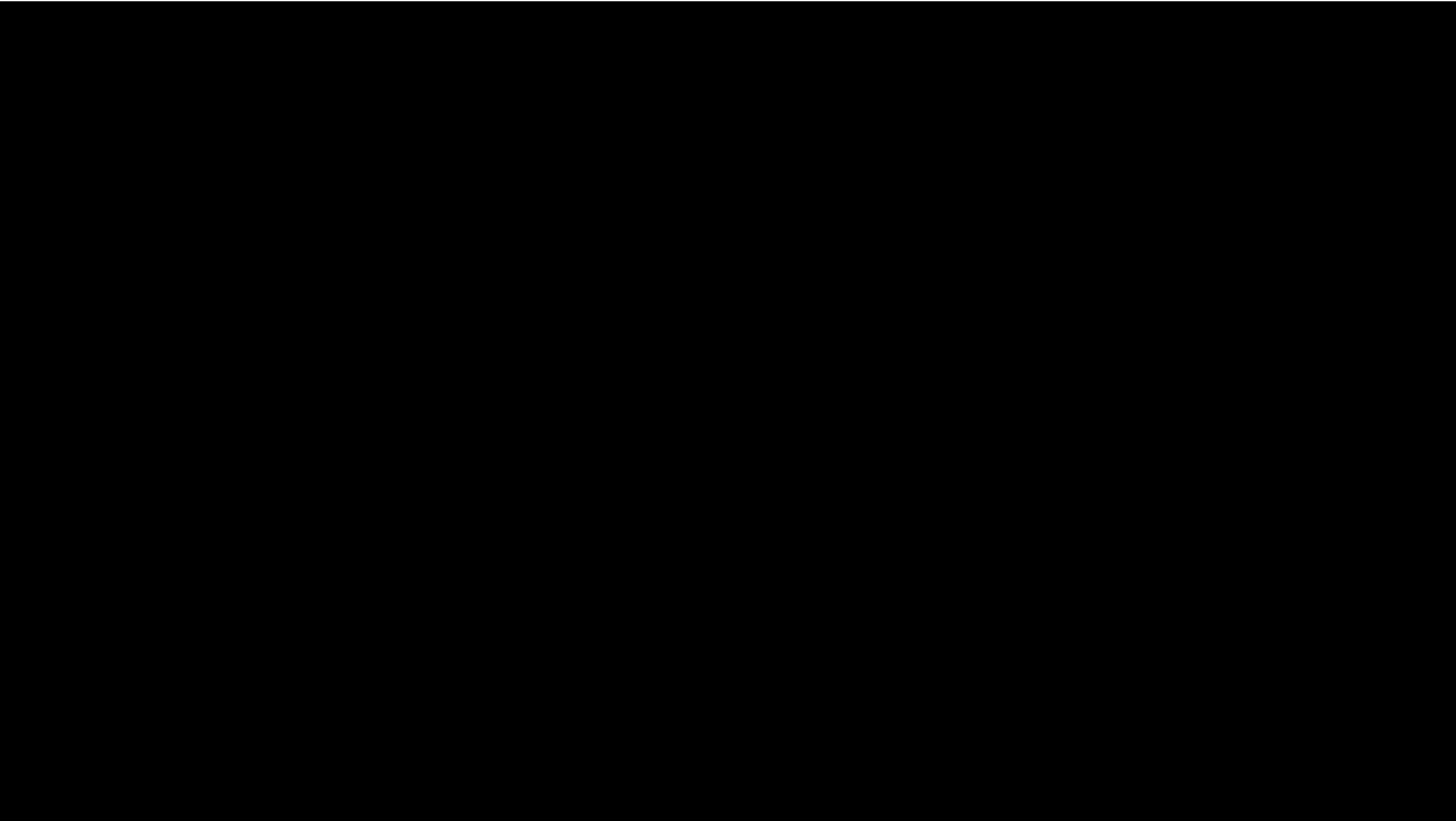
- Bounce Rate
- Impressions
- Clicks
- CTR (click-through-rate)
- CPC (cost per click)
- Video Views
- CPV (cost per view)
- Ad Rank IS (impression share)
- Ad Budget IS
- Phone Calls

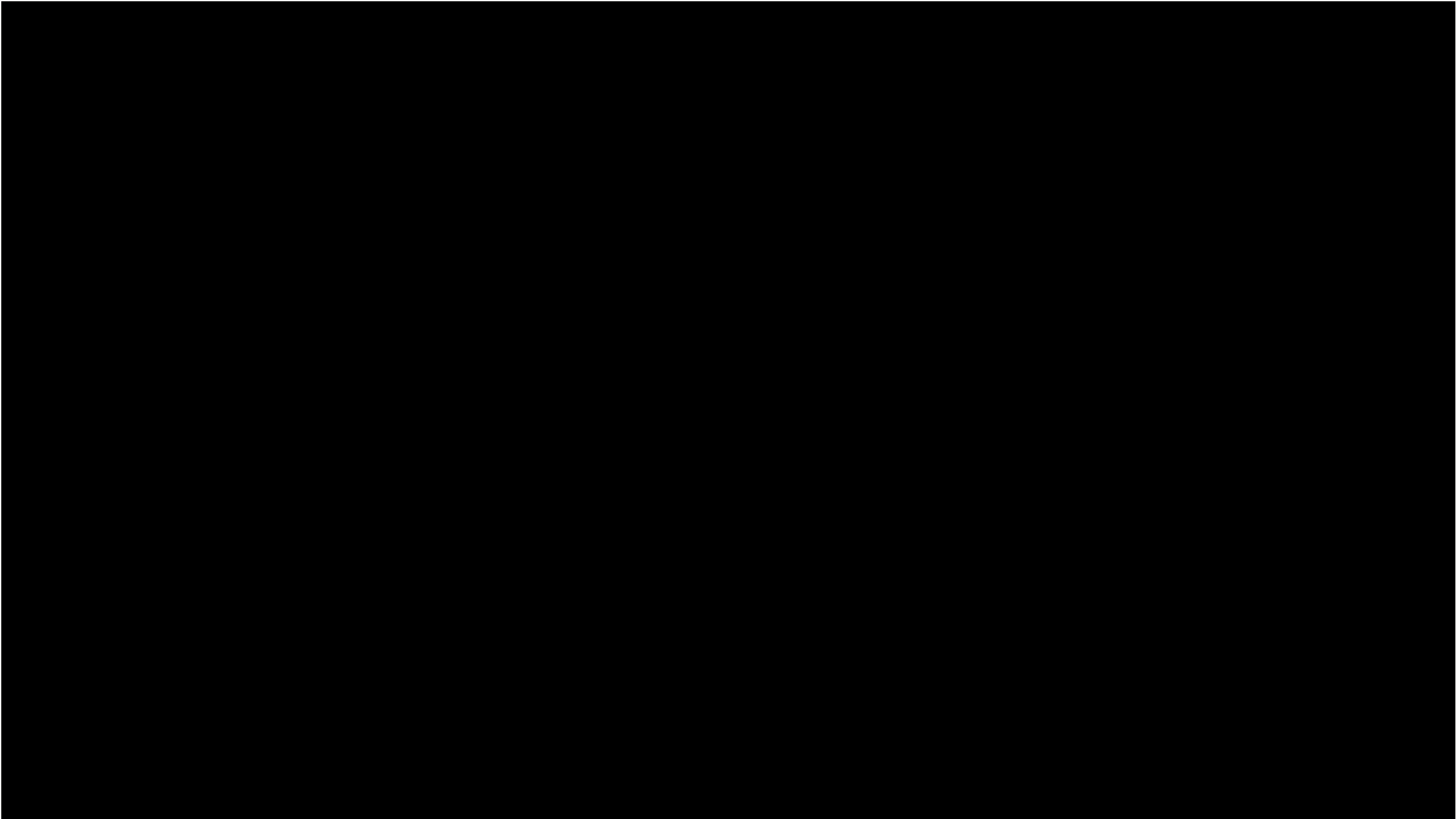
What you'll see today:

1. Initial cuts of general hospitality video, as well as videos for each segment:
 - Events
 - Food & Beverage
 - Hotels
 - Outdoor
2. Traditional Billboard Designs
3. Digital Bulletins and Portrait Displays
4. Bus Tails









Boredom
Is Fired.

Attractions

Events

Hotels

Outdoor

Food & Beverage

Career Resources

Find Jobs

Work In Hospitality — Where Boredom Is Fired

Find Jobs



Get a job with action
rather than action items.

Find Jobs: **BoredomIsFired.com**

Attractions Events Food & Beverage Hotels Outdoor



**Get a job in
Hospitality today!**

Transferable Skills. Great Pay. Flexible Schedules.

Find Jobs: **BoredomIsFired.com**

Attractions Events Food & Beverage Hotels Outdoor

Boring might pay the bills.
But so does this.

Find Jobs:
BoredomIsFired.com

Attractions Events Food & Beverage Hotels Outdoor



BUS TAILS- 72" X 21"

The daily grind is more
of a groove when you're
making bank.



Jobs in hospitality offer great pay.

Find Jobs:
BoredomIsFired.com

Attractions

Events

Food & Beverage

Hotels

Outdoor

Boring might pay the bills.
But so does this.



Find Jobs:
BoredomIsFired.com

Attractions Events Food & Beverage Hotels Outdoor

Late nights. Loud music.
And you get to play
with knives.



Sound like a good way to earn well?

Find Jobs:
BoredomIsFired.com

Attractions Events Food & Beverage Hotels Outdoor



Turn the daily grind
into a groove.

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Thank You!
Feedback?