

Visit Denver Board Retreat

Devil's Thumb Ranch | Aug. 21–22, 2025

Session Presenters



Chuck Davison

Vice President of Attribution Solutions

Tourism Economics

Chuck Davison serves as Vice President of Attribution Solutions with Tourism Economics, An Oxford Economics Company, a team he joined in 2024. A seasoned executive with over 30 years of experience in the travel, tourism, and technology industries, Chuck has demonstrated a proven track record of creating data-first visions, strategies, and plans that enable organizations to scale, improve profitability, and achieve sustainable growth.

Chuck's leadership experience spans the public, private, and non-profit landscape across various sectors, including technology, travel and tourism, customer experience, gaming, and government. As a seasoned C-level operator, Chuck has harnessed the power of cutting-edge technologies to transform business operations and enable organizations to fulfill their mission, optimize performance, and capture opportunities for continuous improvement.

He began his career working in the lodging and gaming industry in Las Vegas, ultimately managing a national marketing and sales team as Vice President. Chuck went on to serve as the Executive Director of an international non-profit organization before accepting a position as Vice President and General Manager at Expedia, Inc. There, he led a national team on the opening of the Expedia Local Expert division across North America.

In 2015, Chuck founded Visit SLO CAL and was named President & CEO of the destination development organization for California's San Luis Obispo County. Over the course of nine years, he architected, established, and expanded a fragmented county of 22 communities into an award-winning destination development brand. Chuck currently serves as the immediate past chair for the California Travel Association, California's tourism advocacy organization.



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Erik Hansen

Senior Vice President of Government Relations

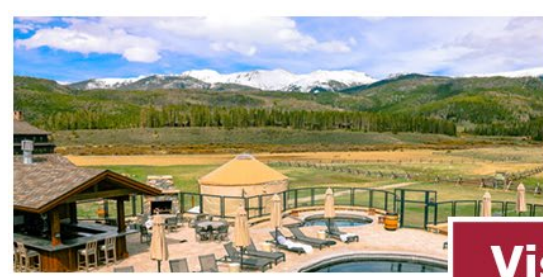
U.S. Travel Association

As senior vice president of government relations, Erik Hansen leads policy development and advocacy campaigns for U.S. Travel's domestic and international policy

agenda and represents the travel community before the Executive Branch and Congress.

Hansen focuses on legislation and federal policies related to aviation, surface transportation, infrastructure, sustainability, and international travel promotion, facilitation and security. He also serves as a lead advisor for the association's Future of Travel Mobility Conference, which brings together global travel and business leaders, government officials and policymakers to accelerate action on issues impacting the traveler experience.

Before joining the U.S. Travel Association, Hansen worked for five years as a legislative aide on the House Transportation and Infrastructure Committee, and for the office of Congresswoman Chellie Pingree. Prior to his work on Capitol Hill, he served as Field Director for the re-election campaign of Congressman Steny H. Hoyer (D-Md.) and worked in the government affairs office of Prudential Financial.



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Dan Fenton

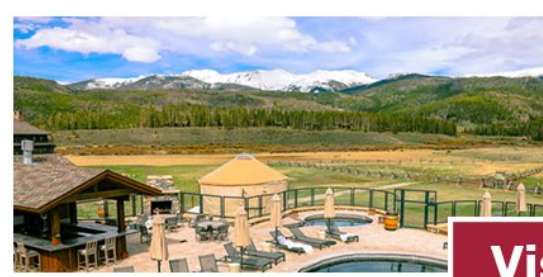
Managing Director, Global Tourism & Destination Advisory
JLL

Based in San Francisco, Dan Fenton is a Managing Director with JLL's Hotels & Hospitality Group specializing in tourism and destination strategic planning. He provides operations, sales and marketing support for destinations, public assembly venues and hotels. Dan works extensively with DMOs and convention centers, including providing strategic planning and other related advisory services.

With more than 25 years of experience in hospitality and tourism, Dan has extensive knowledge of market research and tourism development. He has managed a number of large renovation projects, negotiated contracts and created a new approach to destination branding. Dan has assisted a number of convention centers and CVBs with operational strategic planning and implementation.

Before joining JLL, Dan was a Principal for Strategic Advisory Group, which was acquired by JLL in early 2016, for five years. Prior to joining Strategic Advisory Group, he served as President and CEO of Team San Jose for 15 years.

Dan is a graduate of Cornell University where he received a Bachelor's degree, with distinction, in hospitality administration and management. He is a past Chairman of the Board for the Direct Marketing Association International, where he launched several initiatives designed to drive greater effectiveness in destination marketing organizations nationwide.



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Scott Beck

*Consultant, Global Tourism & Destination
Advisory*

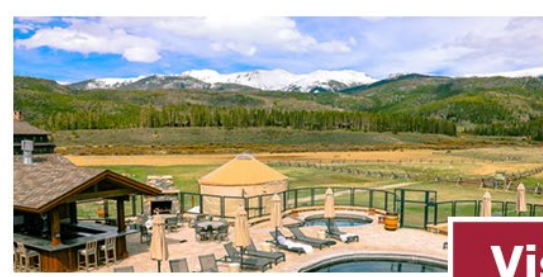
JLL

Scott brings a deep appreciation of the impact of the visitor economy developed during his 25 years of destination sales and marketing industry experience to JLL's Global Tourism Team. He is a past Chairman of the Board of Destinations International, where he championed the innovative DestinationNext Futures

Study, and is seasoned leader in the tourism and hospitality sector.

Scott's love of tourism and his commitment to stewardship started early, as he literally grew up in the industry at Utah's Sundance Resort. Among other things, this early exposure has made Scott a champion of the impact of the visitor on local and regional economies. Always looking to innovate and future proof the industry, Scott was active in the development of the first of its kind DestinationNext Futures Study, an industry report that helps destination leaders navigate today's highly fluid visitor economy to optimize their organization's relevance and value. Prior to joining the JLL team, Scott served as President and CEO of Visit Salt Lake, Destination Toronto, and San Francisco Travel Association.

Scott is a graduate of Brigham Young University and a member of the Meeting Professionals International, International Board of Directors.



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Sean Maher

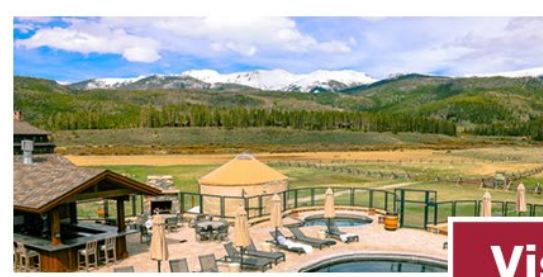
CEO

RRC Associates

Sean Maher is the CEO of RRC Associates where he oversees all client relations, project management and strategic planning for the firm. RRC is a market research firm working nationwide in the sectors of tourism, community planning and urban district management.

Prior to joining RRC, Sean spent 11 years as CEO of the Downtown Boulder Partnership (DBP) where he oversaw marketing, operations, events and recruitment for the 49 square block downtown district. Before joining DBP, Sean headed up private and public economic development efforts in Boulder as head of the Boulder Economic Council (BEC) and ran the Small Business Development Center.

Prior to the BEC, Sean started and owned multiple Ben & Jerry's stores in Boulder and Denver and owned outdoor retail stores in Taos, New Mexico. He holds an MBA from the University of Colorado.



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Tim Wolfe

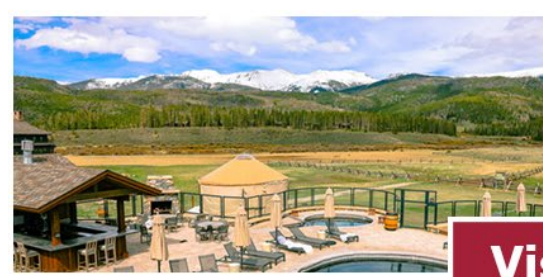
Director

Colorado Tourism Office

Tim Wolfe is Director of the Colorado Tourism Office (CTO), part off the Office of Economic Development & International Trade. He oversees \$25 million in strategic programming that drives \$28.5 billion in annual economic impact. His work includes marketing, destination stewardship, public relations, grants, welcome centers, and niche market development.

Tim serves on the boards of U.S. Travel Association, National Council of State Tourism Directors, Western States Tourism Policy Council, Colorado Geographic Naming Advisory Board, and Visit Denver. He also Co-Chairs the America 250-Colorado 150 Commission, honoring the U.S. and Colorado's milestone anniversaries in 2026.

With a strong background in hospitality, Tim has managed multiple AAA Four-Diamond hotels, including the Brown Place Hotel & Spa. His leadership blends tourism growth with sustainability, ensuring Colorado's unique character is preserved.



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Chris Hinds

*Councilmember, District 10
Denver City Council*

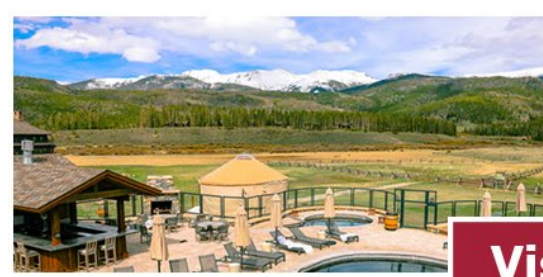
Chris grew up in rural Texas as the only child of a single mom. He learned the value of hard work watching his mom make ends meet by cleaning houses. Chris was the first in his family to get a scholarship to college. He graduated from

Southern Methodist University in Dallas, TX with a degree in computer science and an MBA in Finance and Strategy. He's worked in software sales and in financial planning and analysis, including setting and managing the budget of a software company and using financial models to determine which projects to pursue.

On August 26, 2008, Chris's life changed fundamentally. After photographing the Democratic National Convention, Chris was involved in a motor vehicle crash which paralyzed him from the chest down. In the decade since, Chris has fought for access to transportation for all. He believes that everyone should have access to the things we all need, including housing and transportation, regardless of who you are, where you live, who you love, or your ability or disability.

Chris has fought – and won – on behalf of equitable access at the local, state, and national levels. He has testified in Denver and DC in front of legislative committees, been an invited speaker at seminars, and served as a subject matter expert on transportation, access, and disability topics. In May 2018, Governor Hickenlooper signed the Chris Hinds Act into law. This new law closes loopholes to prevent the fraudulent use of disability parking, and is the result of hundreds of hours of Chris's research and advocacy.

Chris has dedicated himself to service, and is rolling for City Council on the belief that everyone in Denver deserves access to opportunities – access to housing, transportation, fresh and healthy food, and everything necessary to thrive.



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Mitch Mitchem
CEO
HIVE Interactive

Mitch Mitchem is a systems disruptor, AI strategist, and human performance expert trusted by executives, cities, and enterprise teams navigating real-world transformation. As CEO of HIVE Interactive, Mitch leads high-stakes enablement work that integrates AI into people, processes, and strategy—without losing the human center.

With over 3,000 keynotes and executive briefings delivered worldwide, Mitch is known for making complex innovation simple, actionable, and urgent. He's trained tens of thousands across sectors—tourism, energy, finance, government, and tech—on how to eliminate workflow friction, cut decision fatigue, and unlock new levels of operational clarity.

Mitch doesn't just forecast the future—he builds the systems and trains the teams to meet it.