



# Welcome!

April 19, 2023



Richard Scharf  
President & CEO

# Word of The Year

# 2020



Unprecedented!

# 2021



# 2022



# 2023





# Traveler Sentiment

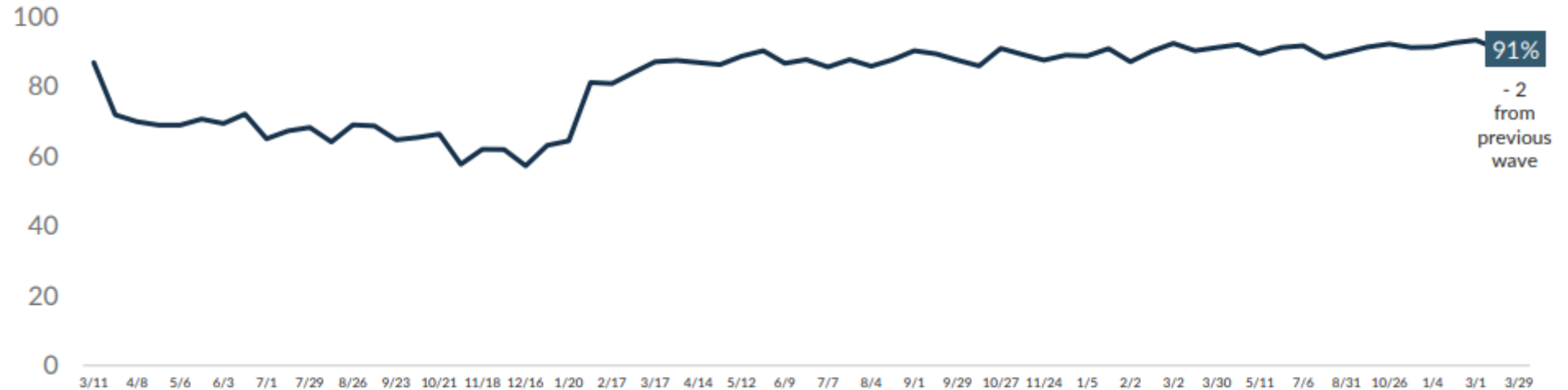
- Nearly 85% of American travelers have trips planned.
- The typical American traveler says they expect to take 3.5 leisure trips in the next 12-months
- Trip-takers spent an average of 2.5 hours planning or researching their trip AFTER they arrived in their destination
- Pet Peeves: Flight delays (#1), price gouging (#2), dirty hotel rooms (#4), road construction

Source: Destination Analyst



# Impact On Travel Plans

Travelers with Travel Plans in the Next Six Months Comparison



# Impact On Travel Plans

Impact	3/29	3/1
Coronavirus	12%	-1%
Financial Situation	24%	-1%
Transportation Cost	18%	-9%
Gas Prices	21%	-3%
Inflation	26%	-6%
Airfare	25%	-5%

# Domestic Business Travel

- Business travel continuing to recover
- The return to the office, coupled with easing restrictions
- Pent up demand for more face-to-face professional interactions
- The resumption of large conferences and conventions
- Slowing economy and an expected decline in corporate profits and stalled business investments
- Workforce shortage will likely remain a key challenge

\* Source: USTA





# U.S. Travel 2023 Forecast



**Continued resilience of domestic leisure travel**, which has surpassed pre-pandemic levels



**Continued improvement in domestic business travel**, with a **slight slowdown** in 2023 as the economy enters a mild recession. A full recovery in terms of volume is still forecast for 2024, but inflation-adjusted spending recovery remains beyond the range of the forecast



**Sluggish recovery for international inbound travel** as it continues to face headwinds, with a full recovery not expected prior to 2025



# Downtown Issues



 SIGN UP

[Weather](#) ▾

[Sports](#) ▾

[Great Day Colorado](#) ▾

[Deals](#)

[Contests](#)

[Community](#)

**PROBLEM SOLVERS**

## Safety concerns raised for convention center visitors

by: [Vicente Arenas](#)

Posted: Jan 13, 2023 / 06:41 PM MST

Updated: Jan 13, 2023 / 06:41 PM MST



# Safety Plan

- October 2022 - Mayor, in collaboration with local, state, and federal agencies launched an enhanced Public Safety Action Plan
- November 2022 - DDP launched “Together We Will,” announcing an infusion of resources to address public health and public safety challenges in Downtown
  - Mobilizing the Downtown Action Team
  - Implementing public realm improvements including enhanced lighting, wayfinding and music
  - Significantly growing response teams across the cross departmental teams



# VISIT DENVER Initiative

- Sponsored shared Radio program for 21 hotels located in convention corridor
- Two Additional DDP ambassadors
- Off duty police during conventions





# DEN Continues As The Bright Spot

3<sup>rd</sup> Busiest in the World

4<sup>th</sup> Best recovery of Major Airports

10 Busiest Airports in the World YTD January 2023		
Rank	Airport	YTD Jan. 2023 Total Passengers
1	Atlanta (ATL)	7,445,041
2	Dubai (DXB)	7,171,695
3	Delhi (DEL)	5,846,189
4	Dallas-Ft. Worth (DFW)	5,727,290
5	Istanbul (IST)	5,637,182
6	<b>DENVER (DEN)</b>	<b>5,504,365</b>
7	London/Heathrow (LHR)	5,488,545
8	Los Angeles (LAX)	5,455,113
9	Tokyo/Haneda (HND)	5,285,977
10	Paris/De Gaulle (CDG)	4,717,623

Source: ACI; Note: Totals are preliminary and subject to change



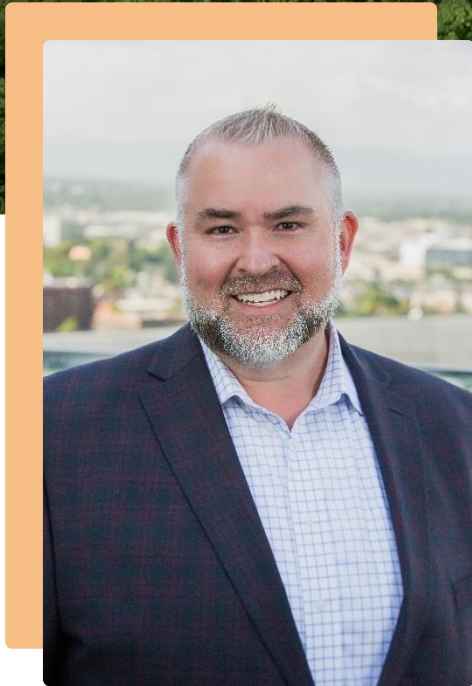


# Opportunities

- Increased small to mid size meeting demand
- Great Summer demand drivers (sports, concerts, festivals, etc.)
- Excitement about center expansion
- NWC starting next phase
- Continued Business Investments in Denver
- Energy after the election







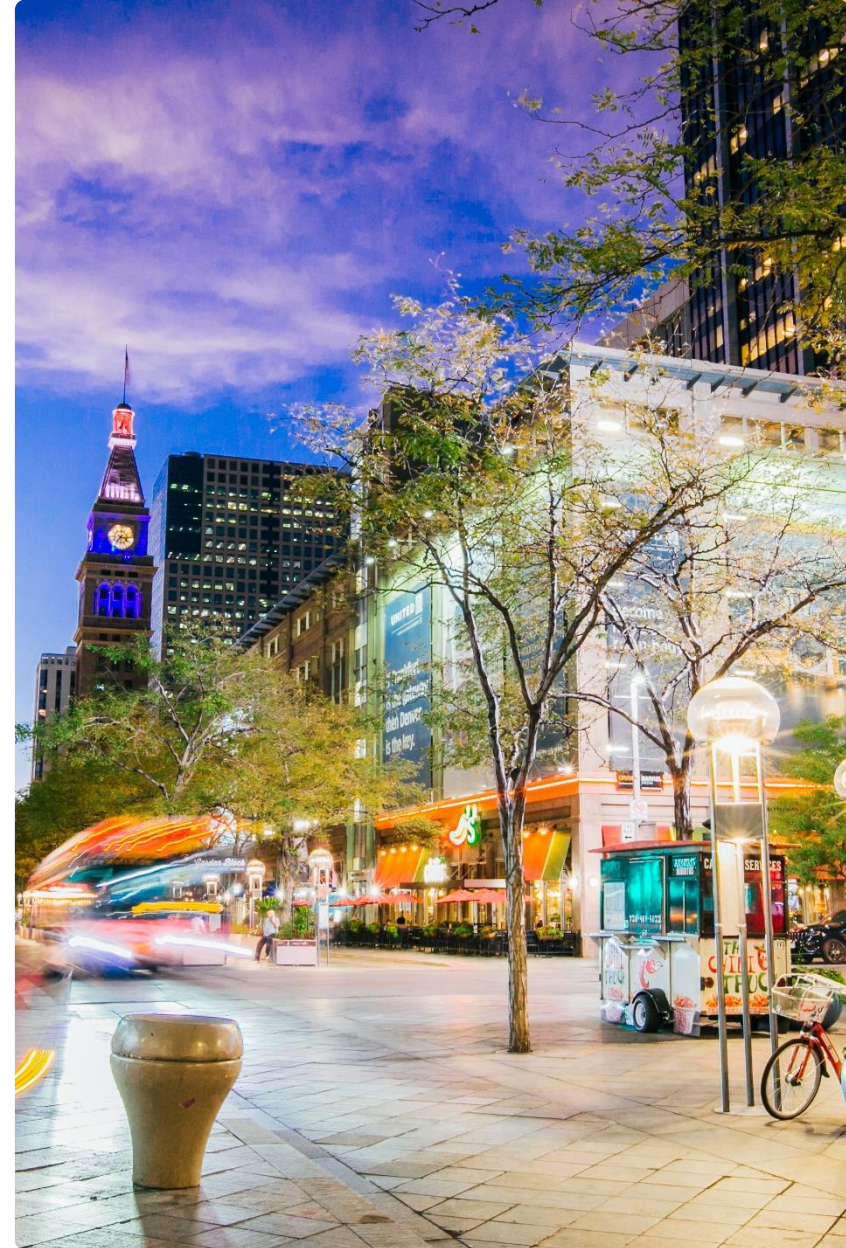
Jason Lusk

Associate Vice President,  
Convention Sales

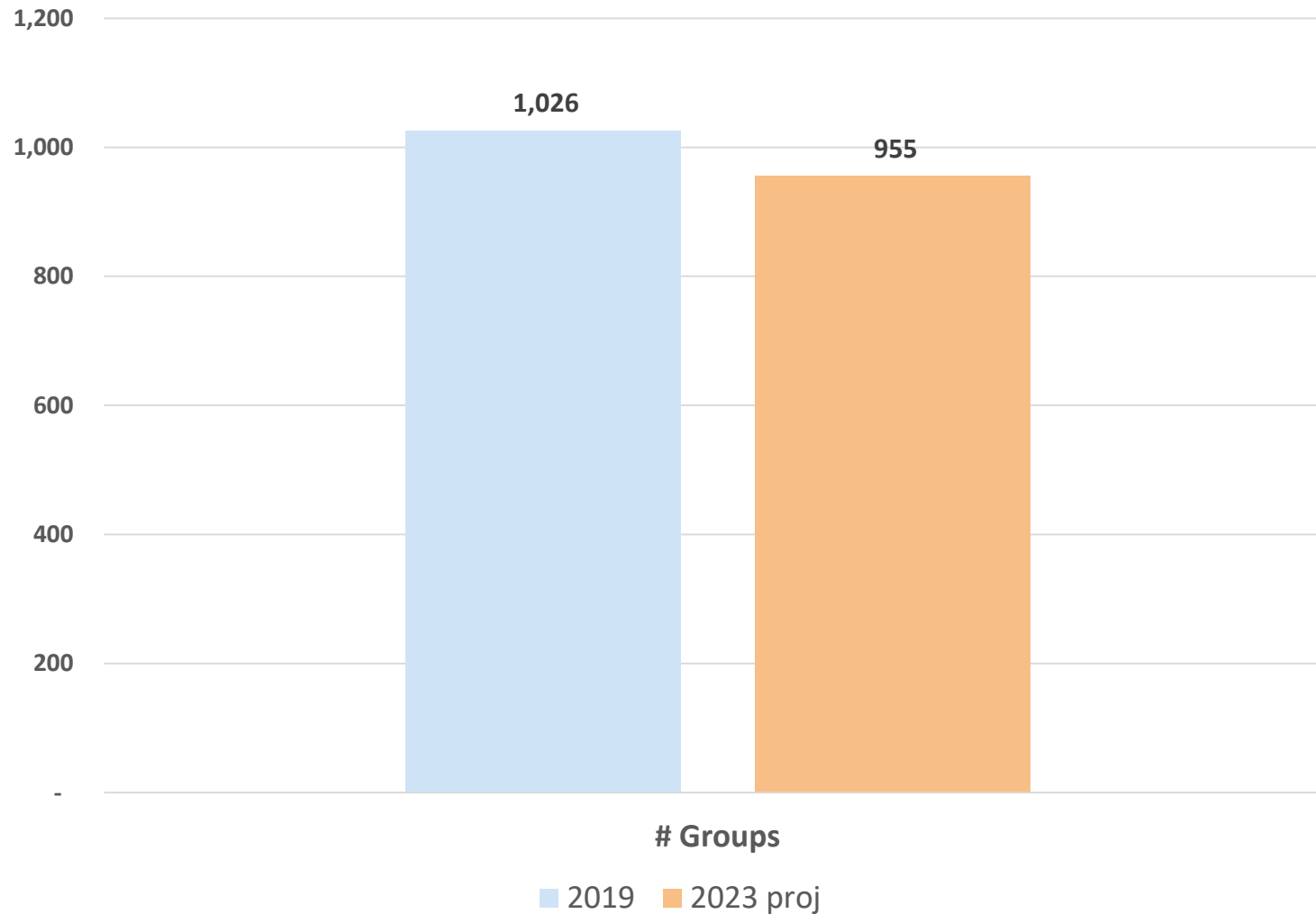


# Convention Updates

- Record setting lead volume in 2023
  - Mostly small and midsize groups
  - Citywide leads rebounding
- Site visits back to near 2019 levels
- Citywides are recovering attendance
- Short-term citywide opportunities due to Dallas relocations
- Downtown environment – improving
- \*New\*
  - Light adventure incentive
  - MPI survey
  - Destination Analysts survey
  - Next steps

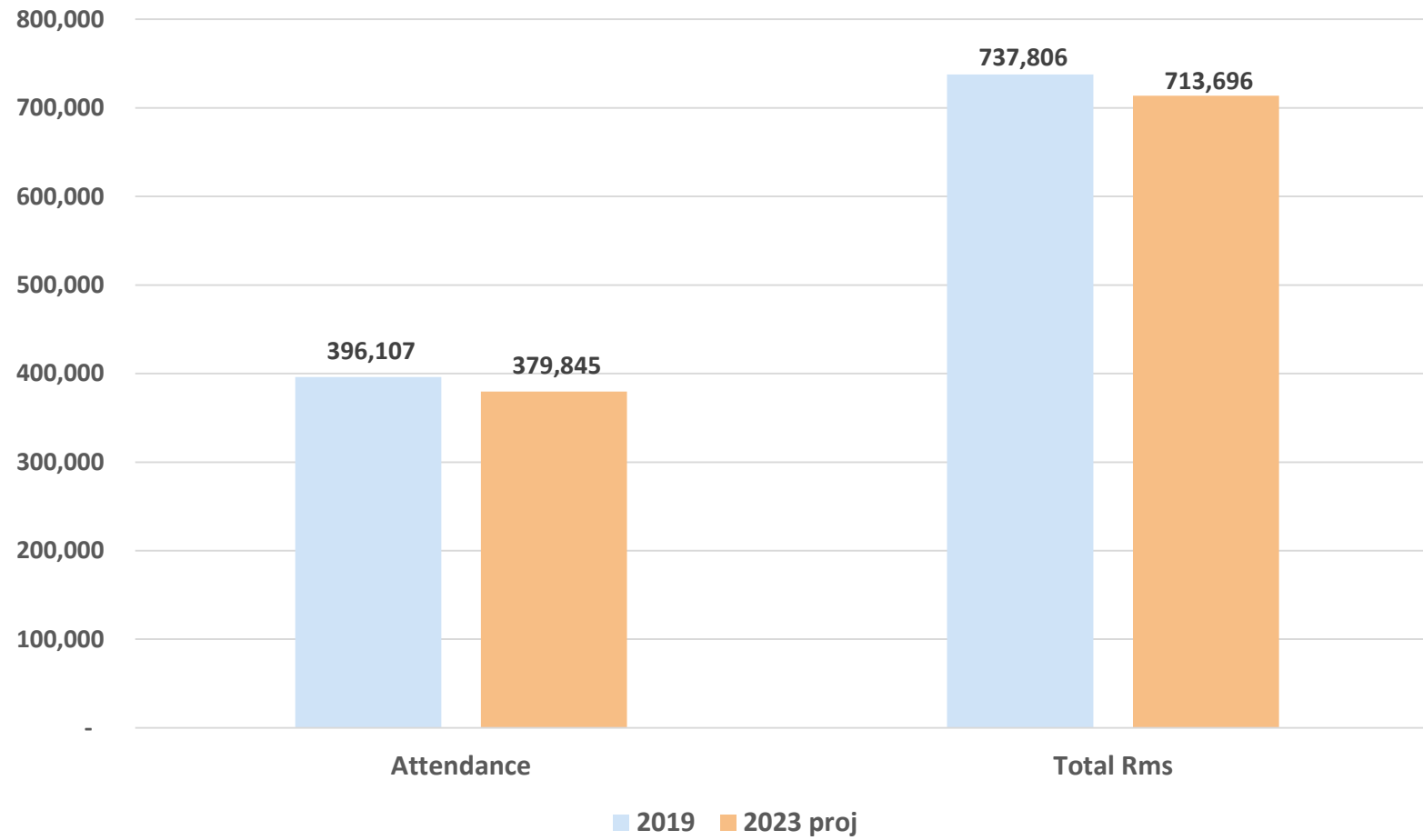


# 2019 vs 2023 # of Groups

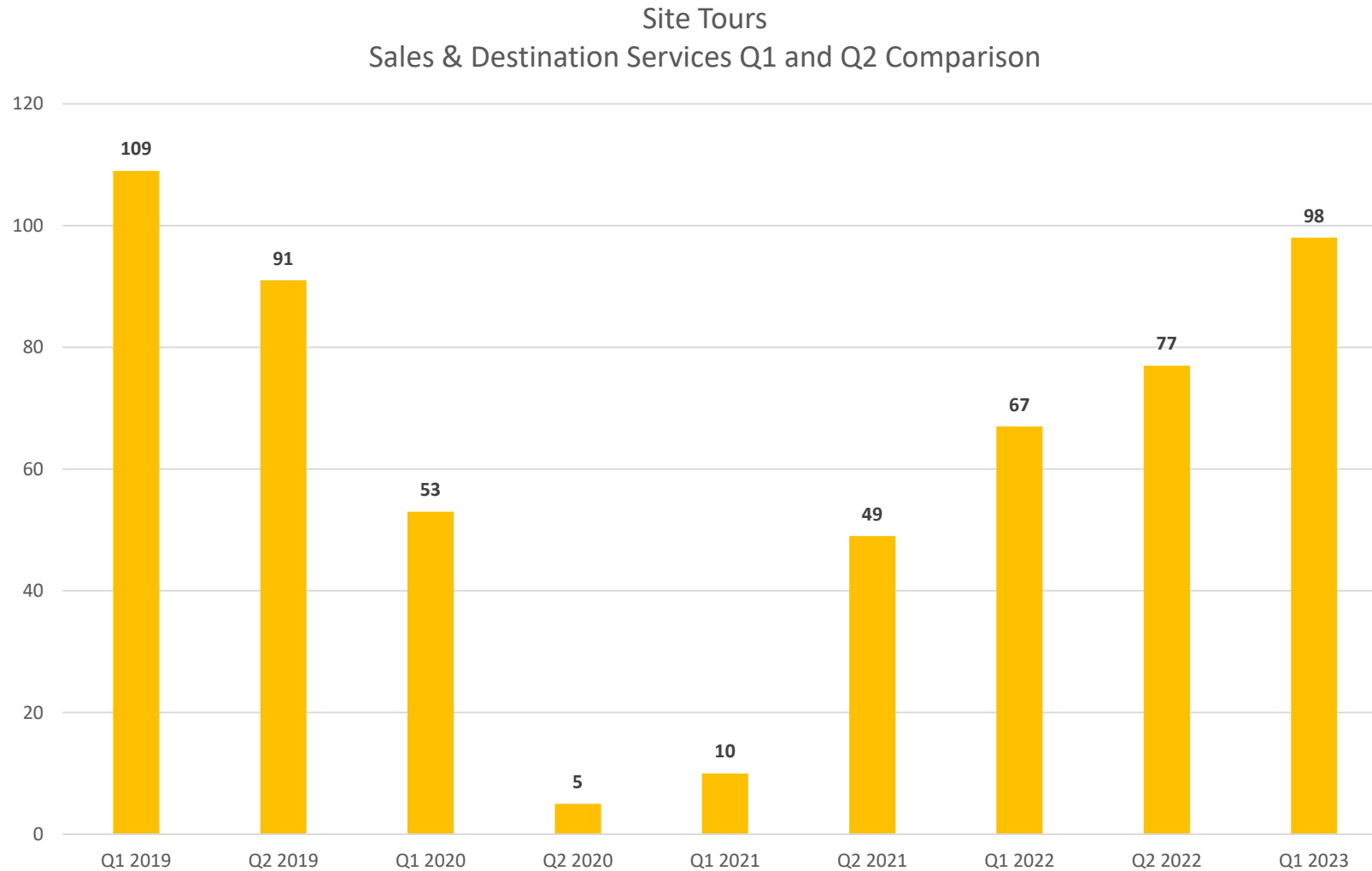




# 2019 vs 2023 Attendance & Total Rooms

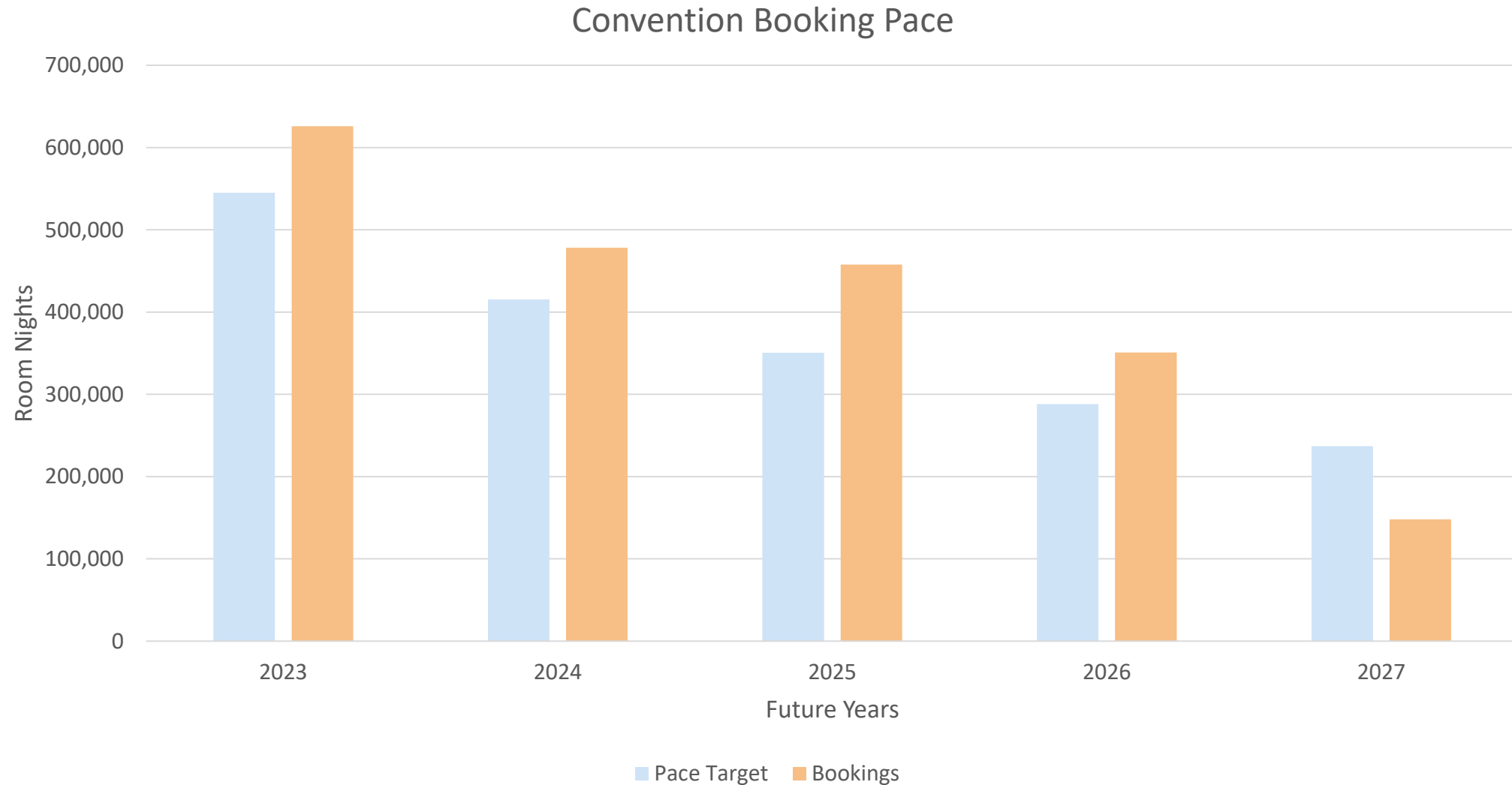


# Site Visits On The Rise



Source: VISIT DENVER

# Back On Target For Conventions



# Group Occupancy: Q1 2019/2022/2023 Q1

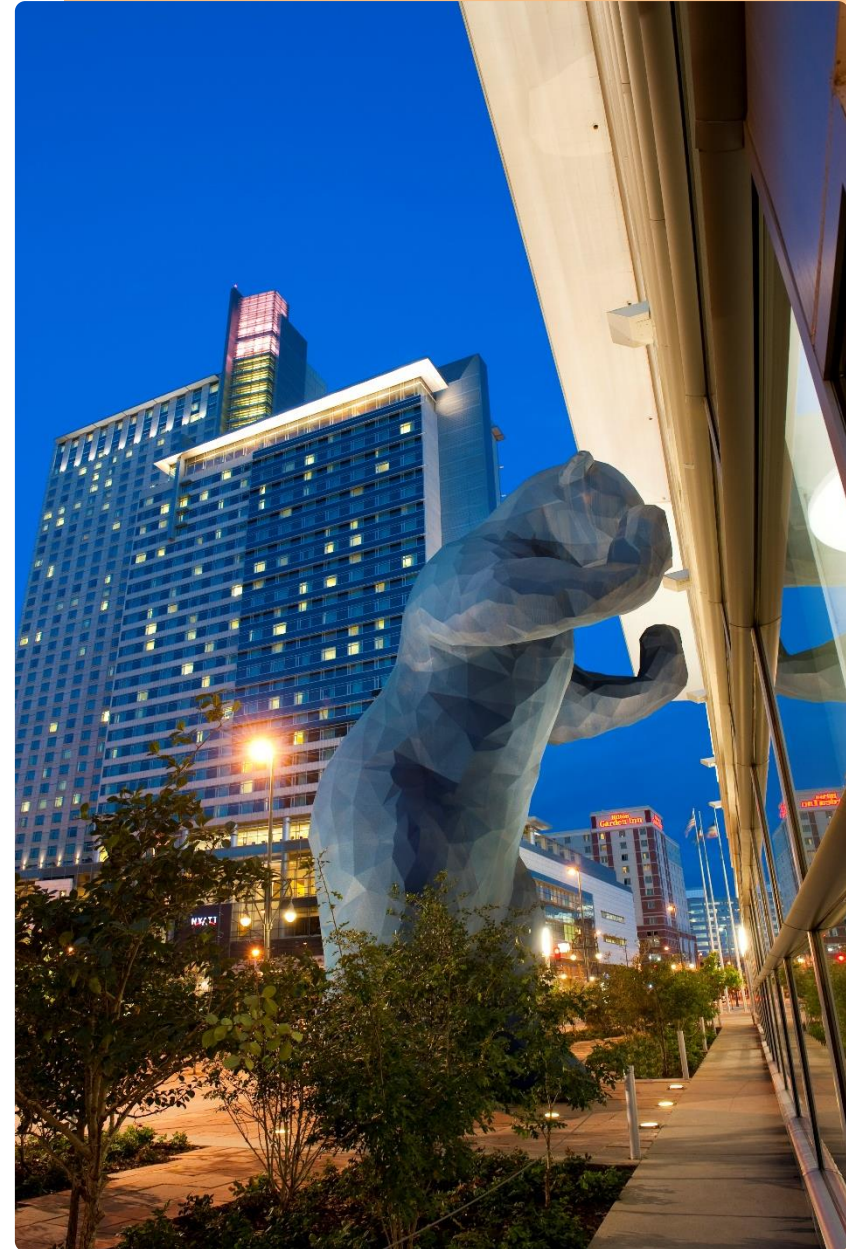
	2019 Q1 Avg	2022 Q1 Avg	2023 Q1 Avg
<b>Downtown Denver</b>	<b>22.0%</b>	<b>9.5%</b>	<b>17.0%</b>
<b>Denver Metro</b>	<b>17.9%</b>	<b>9.7%</b>	<b>13.3%</b>



# 2023 May – July CCC

- **Investnet**  
April 25-28; 2,000 attendees
- **City Summit of the Americas**  
April 26-28; 3,000 attendees
- **Assn for Unmanned Vehicle Systems Intl**  
May 8-11; 8,000 attendees
- **American Alliance of Museums**  
May 19-22; 5,000 attendees
- **Assn for Behavior Analysis Intl**  
May 25-29; 5,000 attendees
- **American College of Sports Medicine**  
May 30 – June 2; 4,500 attendees
- **American Assn of Airport Executive**  
June 3-5; 1,200 attendees
- **(e)Revolution & The Big Gear Show**  
June 7-11; 3,000 attendees
- **American Assn of Petroleum Geologists**  
June 13-15; 3,000 attendees
- **UnboundEd**  
June 12-16; 2,100 attendees
- **Multidisciplinary Assn for Psychedelic Studies (MAPS)**  
June 20-25; 7,000 attendees
- **Family, Career & Community Leaders of America**  
July 2-6; 8,500 attendees
- **Fan Expo**  
June 30 – July 2; 60,000 attendees (regional and local)
- **School Nutrition Assn**  
July 9-11; 6,500 attendees
- **American Veterinary Medical Assn**  
July 14-18; 9,000 attendees
- **Cetera Financial Group**  
July 24-27; 1,600 attendees

*Nearly 80,000 attendees!*



# HelmsBriscoe 2023

- Hosting Annual Business Conference (ABC) for 1<sup>st</sup> time
- 500 - 550 associates
- All associates handle multiple accounts
- Large lead generator
- Denver remains in their top 20 destinations
- Opportunity to showcase CCC expansion and city
- Great opportunity for hotels to attend in your backyard!





# MEET DENVER

AN IMMERSIVE EXPERIENCE IN THE MILE HIGH CITY

MEET  
EXPERIENCE  
ENJOY  
TELL

- Reviving from successful pre-COVID program
- September 20-22, 2023
- Targeting 60-75 planners
- All in-house meeting business
- Typically short-term opportunities
- Opportunities for hotels to participate



# Colorado Convention Center Expansion

## Overview

- 80,000 square foot ballroom
- 35,000 square foot pre-function space
- 20,000 square foot terrace
- Completed end of 2023





# Colorado Convention Center Expansion

- Remains on track
- New brochure
- New walk-through video
- Client hard hat tours increasing
- Expansion marketing campaign underway



# Sports

- Solicit and attract high-profile events
- Continued consideration for future CONCACAF international soccer matches
  - May 2023 bid deadline for 2024 Copa America tournament
- NCAA announced upcoming bid cycle for host cities:
  - July 2023: Bid Portal Opens
  - Feb 2024: Bids Due from cities
  - Oct 2024: Host/sites announced
- NFL Draft
  - Invited to this year's Draft in KC as part of "Future Cities Program"
  - Denver focused on bidding on 2026
  - Process starts fall 2023
- USA Volleyball has signed for December 2023 and May 2025
  - More coming for 2024-2026







Flavia Light  
Vice President, Tourism

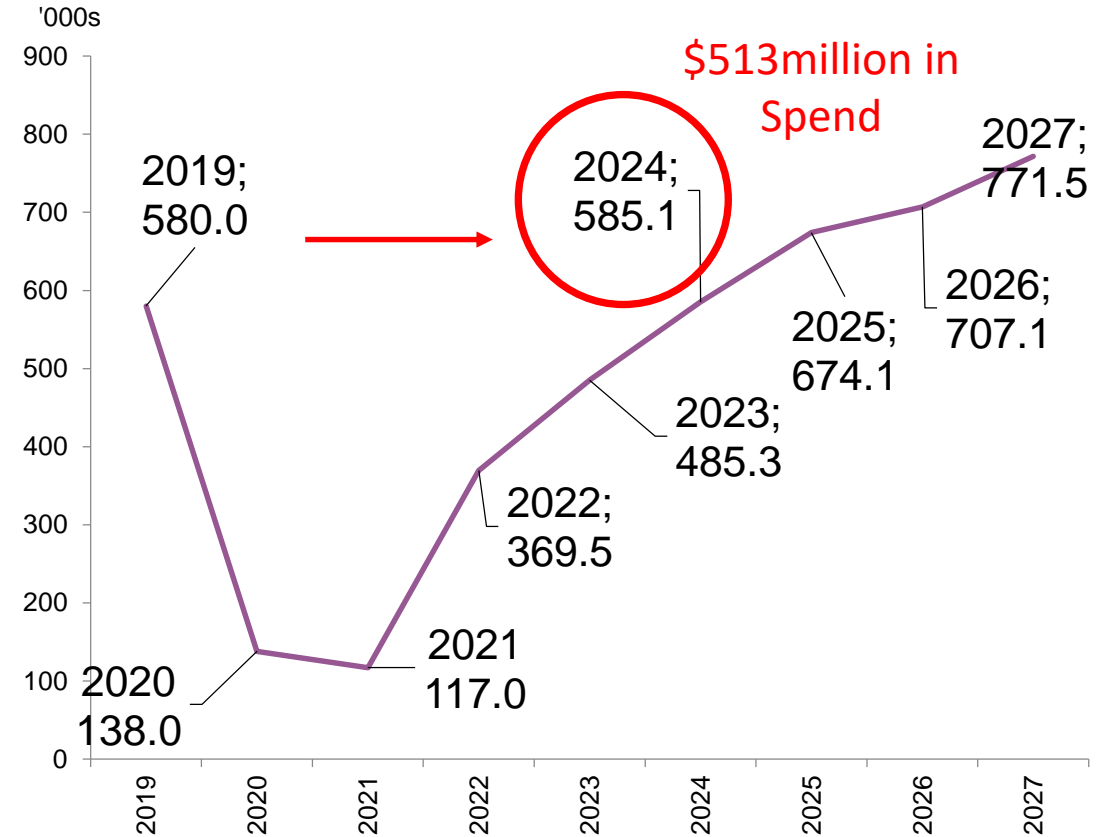
# International Focus

109% forecasted growth  
from 2022 to 2027



- Visit Denver was awarded a CTO Grant for 2023 and 2024
- Direct representation with Agencies in Canada, Mexico, UK, Germany and France
- Expand PR and Travel Trade efforts

Visits from Total international to Denver



Source: Tourism Economics

# 2023 Tradeshow

- Go West Summit in Anchorage, Alaska – Feb/Mar
- Mountain Travel Symposium (MTS) in Banff & Lake Louise Canada - Mar
- RMI Roundup in Boise, ID – Apr
- IPW in San Antonio, TX – May
- Brand USA Travel Week in London, UK - Oct





# Tourism Update

- Neighborhood Guide Update
  - Reviewing and updating Content
- Go The Extra Mile
  - Moving to an online program by Q3
- Geofencing Marketing Test
  - Targeting convention and leisure visitors in Denver

## Neighborhood Guides





# Justin Bresler

Vice President, Marketing &  
Business Development

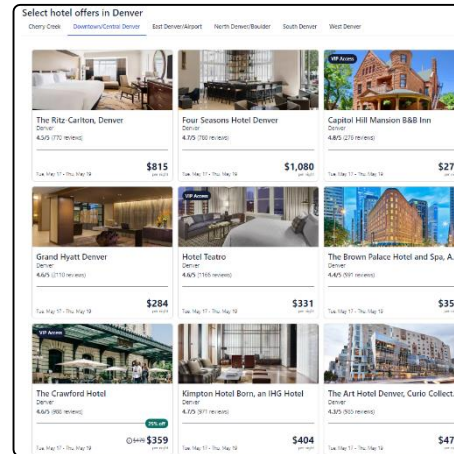


# Q1-Q2 2023 Campaigns

## Winter Basecamp



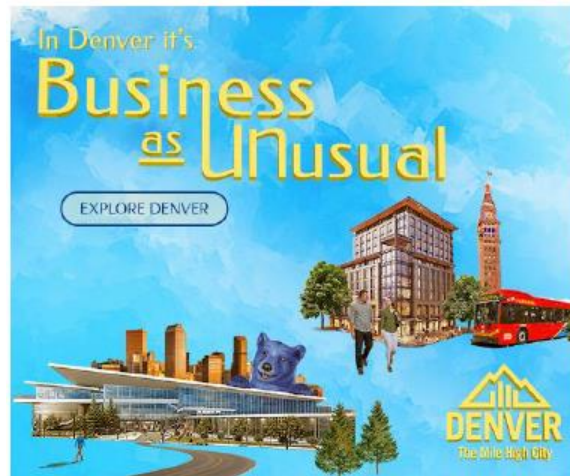
## OTA Co-op



## Regional Events



## Business as Unusual



## Denver Restaurant Week



## Colorado Convention Center Expansion



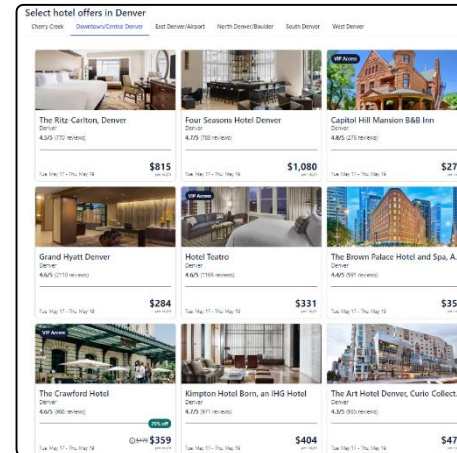
# Key Results Through March

## Winter Basecamp



- 25 million impressions
- 164k conversions to website
- 56k room nights
- \$10 million in sales

## OTA Co-op



- 1.7 million impressions
- 14k room nights
- \$2.9 million in sales

## Regional Events



- 26 million impressions
- 150k conversions to website
- 32k room nights
- \$5.2 million in sales



# Summer Campaign Update

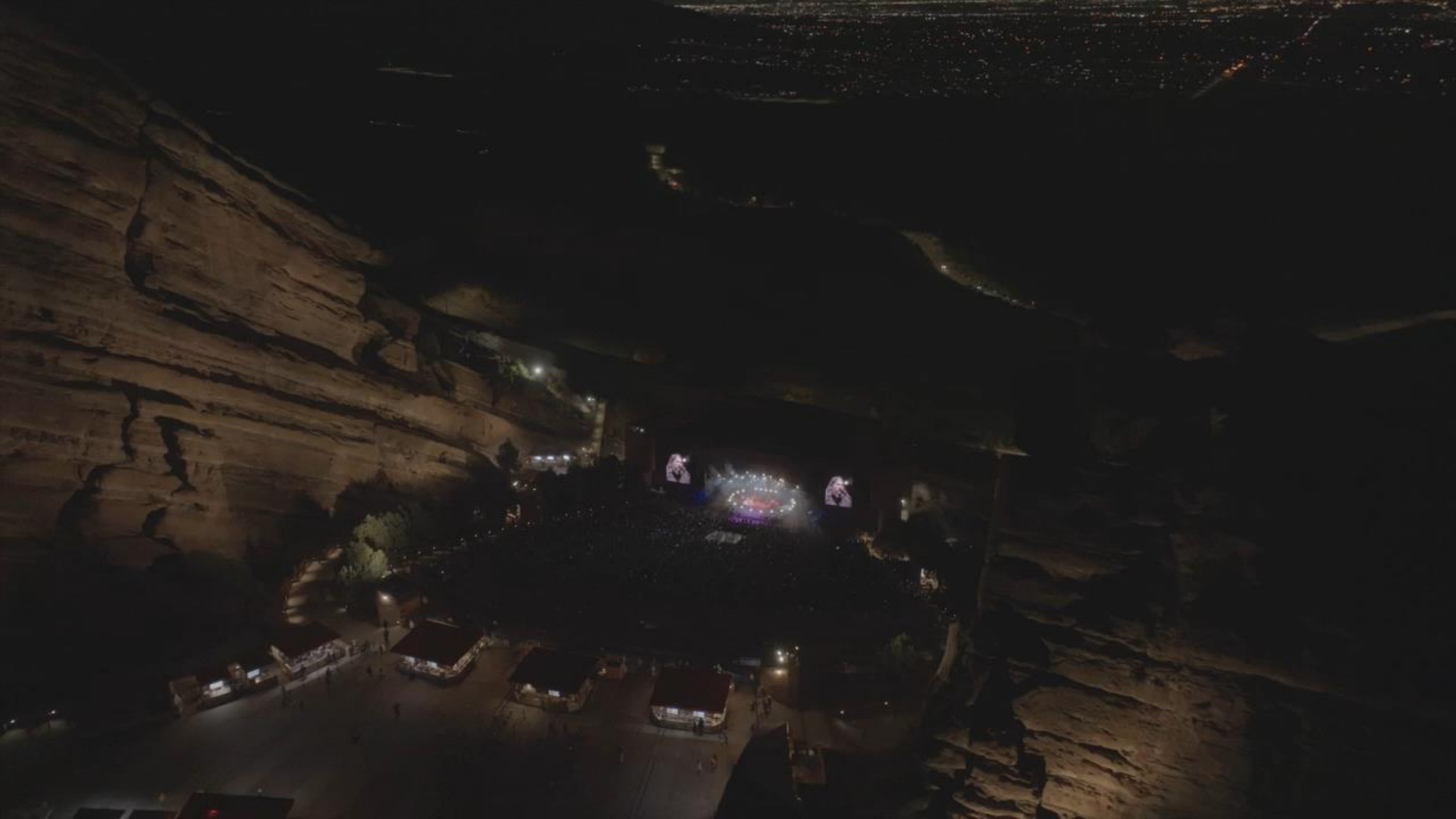
## Adults



## Families



- Largest campaign of the year by far – launched on Monday!
- Runs mid-April to mid-August
- Family & Adult Targets
- LGBTQ+ and Hispanic Efforts
- Maintained three largest market: New York City, Los Angeles and Chicago
- New test markets this year: Houston, Dallas, Atlanta, Seattle, Minneapolis and Austin
- Co-op opportunities are available for partners







# NEW! Hispanic Campaign

- Targeting the affluent Hispanic traveler
- Girls Getaway and Family Travel segments
- Working with national Hispanic market consultant
- Market shifts: more California, new markets in Florida
  - first-ever ads in this state!
- New tactics: podcast host reads
- Adjusting All Ways Welcome to be more relevant to these travelers
- Partner workshop at 9am on May 11 at Raices Brewery (replaces May 4 MAC meeting)





# NEW! Hispanic Campaign



# NEW! Diverse Content Initiative

- Key aspect of on-going efforts to promote Denver's diversity
- Updating website content for several key groups
- Interviewing 40+ stakeholders across these segments
- Working with writers from each segment for insight and authenticity







# Tiffany Eck

Associate Director,  
Destination Services



# EIC Sustainable Event Standards

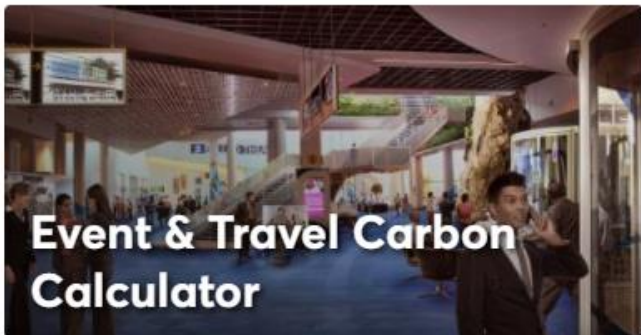
- Event Organiser Standard
- All Supplier Standards (Combined)
- Accommodation Standard
- Audio Visual and Production Standard
- **Destination Standard**
- Exhibition Services Standard
- Food & Beverage Standard
- Integrated Property Standard
- Venue Standard

## 2023 GOAL:



Silver: 65%

# VISIT DENVER Sustainability Efforts



# Green Vendor Directory

## Amenities

- ☐ ASTM/APEX Certified (1)
- ☐ B Corp (3) ?
- ☐ Certifiably Green Denver Business (24) ?
- ☐ Certified Organic (2) ?
- ☐ Colorado Environmental Leadership Program (18) ?
- ☐ Energy Star Rated (25) ?
- ☐ Green Key Certified (4) ?
- ☐ Green Seal Certified (15) ?
- ☐ Healthy Venue (5) ?
- ☐ ISO 14001 Certified (5) ?
- ☐ ISO 20121 Certified (1) ?
- ☐ LEED Certified (26) ?
- ☐ Park Smart (3) ?
- ☐ Trip Advisor Green Leaders (3) ?

## Account Details

EDIT

RETURN

Account Details

Please

Sections:

Account Information

Phone Information

Address Information

Image Gallery

Invoices

Social Media

General

Related Details:

Manage Amenities

Manage Meeting Space

Phone

## Update Amenities

SAVE

CANCEL

General

General

Activities/Tours for Lels

Event Space:



# Hotel Sustainability- Updated 2022

## DENVER HOTEL SUSTAINABILITY SURVEY

### COMMUNICATIONS



PROPERTY NAME	SIGNED ENVIRONMENTAL POLICY	GREEN TEAM	TRACKS ENERGY CONSUMPTION, WATER CONSUMPTION, & WASTE GENERATION METRICS	TRACKS LOCAL & SUSTAINABLE FOOD PURCHASES BY COST	HOTEL OFFERS A CORPORATE GREENING PROGRAM
AC Hotel Denver Downtown	YES	YES	YES	NO	YES
Aloft Denver Downtown	YES	YES	YES	NO	YES
Courtyard Denver Downtown	YES	YES	NO	NO	YES
Element Denver Downtown	YES	YES	NO	NO	YES
Embassy Suites Denver Downtown	NO	NO	YES	NO	YES
Four Seasons Denver	YES	YES	YES	NO	YES
Hampton Inn	YES	YES	YES	YES	NO
Hampton Inn & Suites Denver Downtown	NO	YES	YES	NO	NO
Hilton Denver City Center	YES	YES	YES	NO	NO
Hilton Garden Inn Denver Downtown	NO	NO	YES	NO	YES
Home2 and Tru by Hilton Denver Downtown	YES	YES	YES	NO	NO
Homewood Suites Denver	YES	YES	YES	YES	NO
Hotel Indigo Denver Downtown	NO		YES	NO	YES
Hotel Teatro	NO	NO	YES	YES	NO
Hyatt Centric Downtown Denver	YES	YES	YES	YES	NO
Hyatt House Denver Downtown	NO	YES	YES	NO	NO
Hyatt Place	NO	YES	YES	NO	NO
Kimpton Hotel Born	YES	NO	YES	YES	YES
Kimpton Hotel Monaco Denver	NO	NO	YES	YES	YES
Le Meridien	YES	YES	YES	NO	YES
Magnolia Hotel Denver, a Tribute Portfolio Hotel	YES	YES	YES	YES	YES
Renaissance Downtown Denver	YES	YES	YES	NO	YES
Residence Inn by Marriott Denver City Center	YES	YES	NO	NO	YES
Sheraton Denver Downtown Hotel	NO	YES	NO	YES	YES
Sonesta Denver Downtown	NO	NO	NO	NO	YES
Springhill Suites Denver Downtown	YES	NO	YES	NO	YES
The ART, a Hotel	NO	NO	NO	NO	NO
The Brown Place Hotel and Spa	YES	YES	YES	YES	YES
The Crawford Hotel	NO	NO	YES	NO	NO
The Curtis Hotel	YES	NO	YES	YES	YES
The Holiday Inn Express, Downtown Denver	YES	YES	YES	YES	YES
The Maven Hotel at Dairy Block	YES	NO	NO	NO	NO
The Oxford Hotel	NO	NO	YES	NO	NO
The Rally Hotel at McGregor Square	YES	NO	NO	NO	NO
The Ramble Hotel	NO	NO	NO	NO	NO
The Ritz-Carlton, Denver	YES	YES	YES	NO	YES
The Slate Denver, Tapestry Collection by Hilton	YES	YES	YES	YES	YES
The Source Hotel	NO	NO	NO	NO	NO
Thompson Denver	YES	NO	YES	NO	NO
Westin Denver Downtown	NO	NO	YES	YES	YES

- Communications
- 3<sup>rd</sup> Party Certifications
- Transportation
- Waste Management / Diversion
- Water Quality & Conservation

# Meetings: New in 2023

- Venue Sustainability Survey
  - Capacity > 500
- Updates to Resource Page
  - CHLA
  - CRA
  - RTD
  - State Initiatives
  - Signature Airline Initiatives



"A true hero isn't measured by the size of his strength, but by the strength of his heart." – Hercules



March 18, 2023  
Global Recycling Day

Global Recycling Day was created in 2018 to help recognize and celebrate the importance of recycling. It's a day for the world to come together and put the planet first. According to the Global Recycling Foundation, the theme for this year is #RecyclingHeroes. One of the things we love about our very own #RecyclingHero is his passion for being green! Here are some of the Blue Bear's tips and tools for hosting a green meeting.

Fly into Denver International Airport (DEN), which is dedicated to eco-friendliness and energy efficiency. DEN aims to be green through renewable energy generation, reduced energy consumption, water efficiencies, sustainable development practices and creative waste diversion programs. Then, travel in green style by catching the A line from the airport to your downtown destination.



Be green by holding your conference or event at the Colorado Convention Center, the premier eco-friendly meeting space. With a LEED Gold certification, the center prioritizes sustainability. Even more sustainability will be coming to the center with our rooftop expansion scheduled to open in late 2023!



How sustainable are Denver hotels? We surveyed our downtown hotels on their sustainability practices, including waste management, energy conservation, air quality and more. Check out the results here.



Use our Green Vendor Directory to find eco-friendly hotels, event facilities, restaurants, breweries and more all in the Denver metro area.



Make your next event a sustainable one by coming to Denver.  
**SEE YOU SOON!**

# Leisure: New in 2023

dining, nightlife & beer

## How to Eat Out While Giving Back in Denver

BY ERIC PETERSON | FEB. 21, 2023 [share](#)



A number of civic-minded folks in Denver have started restaurants, breweries, ice cream parlors and coffee shops with a mission to give back to the community. At these special spots all over town, you can support meaningful causes while you dine.

- Dedicated leisure page(s) for sustainability
  - Blog posts (e.g. for specific examples)
  - Articles (e.g. evergreen topics like A Line and Mall Shuttle)
- Got a good story to tell?  
[press@visitdenver.com](mailto:press@visitdenver.com)





# Allison Kohn

Director, Government &  
Community Affairs

# City Update

- Denver elections
  - Run off on June 6<sup>th</sup> – Kelly Brough and Mike Johnston, Districts 7, 8, 9, 10
  - Newly elected council
- Study underway to look at converting office buildings to housing
- Proposal to bring public transit to Red Rocks
- Waste No More update
- Downtown Denver Action Partners





# State Legislative Update

- Adjourns May 6
- More than 630 bills introduced this session
- Big issues: housing/affordability, gun safety, crime
- \$38.5 billion state budget
  - \$18.5 million for CTO
- 2-cent-per-gallon gas fee started April 1, increasing to 3 cents in July







MC Genova

Director, Partnership and  
VISIT DENVER Foundation

# 2023 Partnership Update

- **Get Involved!** Attend monthly partner networking events and workshops
- Review and Update Your Partner Listings
  - Upload Deals & Discounts
  - Update Venue Information
  - Utilize Threshold 360 (360-degree capture for hotels and venues)
  - Add public events to the Denver365 Events Calendar
  - Submit a hotel deal
  - Minority-owned & Woman-owned (through Extranet amenities tab)
- Advertise on VISIT DENVER platforms





# VISIT DENVER Foundation

- Awards scholarships to college students in Colorado who are pursuing a degree in Tourism & Hospitality
- In 2023, awarded \$120,000 scholarships to 38 students
- University Hospitality Programs
  - Colorado Mesa University
  - Colorado Mountain College – *New this year!*
  - Colorado State University
  - Metropolitan State University of Denver
  - University of Denver
  - University of Northern Colorado
- Awarded more than **\$1.5M** to **525 students** since 2000
- ***Thank you*** for your support of the Tourism Hall of Fame Dinner on March 8 at the Mission Ballroom





# 36<sup>th</sup> Annual VISIT DENVER Foundation Cup & Partnership Open

- A benefit for the VISIT DENVER Foundation
- Tuesday, June 6, 2023 at City Park Golf Course
- Participation Fees:
  - Foursome: \$1,600
  - Individual Golfer: \$450
  - Tee Box Sponsorship: \$500
- Door Prizes Needed. Donate today!





Blair Neelands  
Sustainability Manager  
Denver Zoo





Thank You to Our Host:  
Denver Zoo