

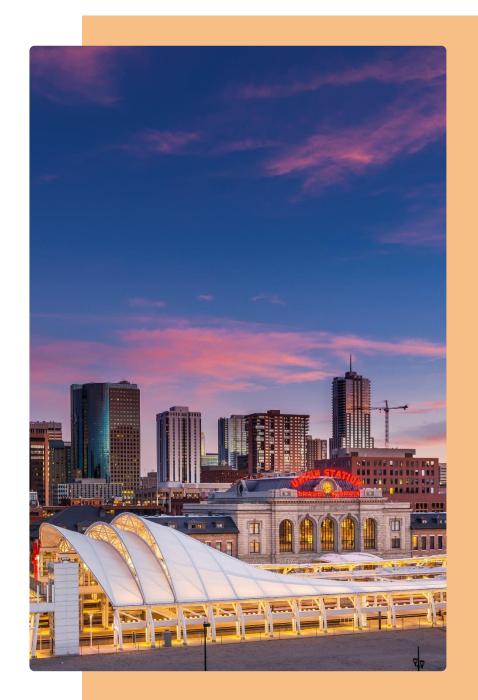
Thank you for joining us!

January 26, 2022



Housekeeping

- Please post questions in the Q&A box on the bottom of your Zoom webinar screen.
- We email out this deck following the presentation.







Rachel Benedick

Executive Vice President, Sales & Services



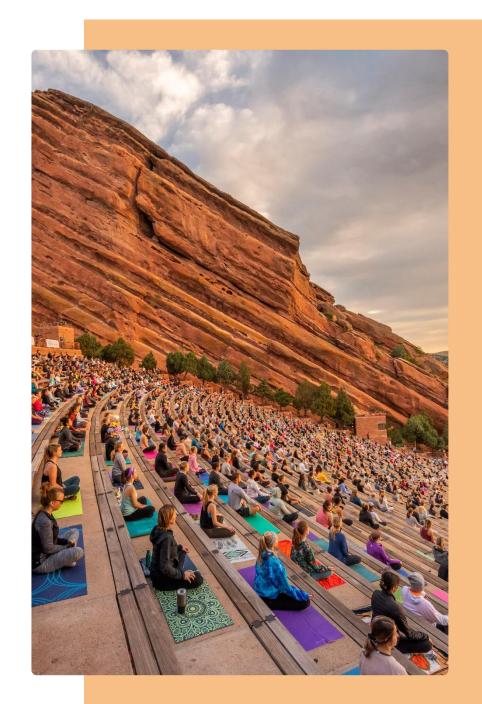
Time to get back to different...

We need to get back to feeling that we are living our full lives again and these small accommodations are just adaptations and not impediments or restrictions on our lives. – Longwoods International



Anxiety & Exhaustion

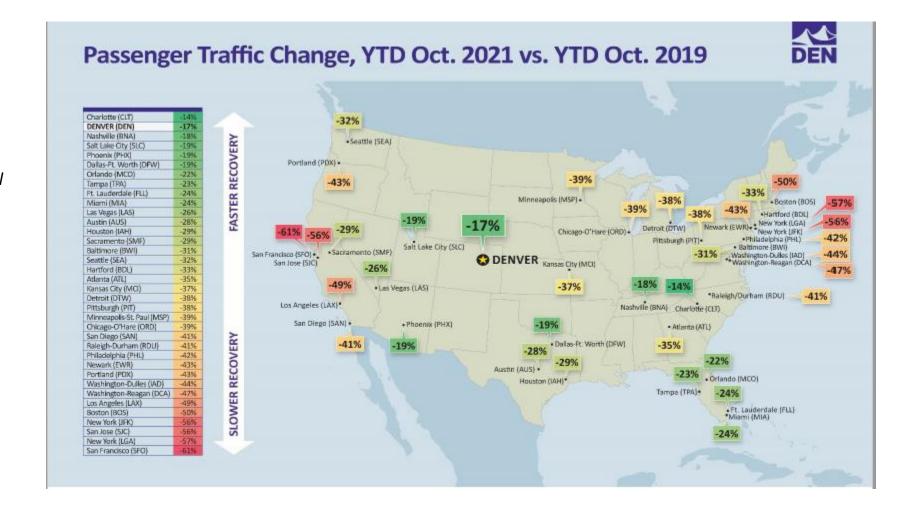
- 44.6% of American travelers have frequently worried that people are giving up on COVID safety when they shouldn't
- 30% admit to frequently feeling exhausted in the past month from having to deal with the COVID-19 situation
- And 35% say they have frequently had the thought that "life should go back to normal" despite the pandemic
- Optimism that the pandemic will improve in the next month has soared 10-points in the last two weeks to 30.6%





2nd Best Recovery of Major Airports

Source: DEN passenger traffic reports; Individual airport websites

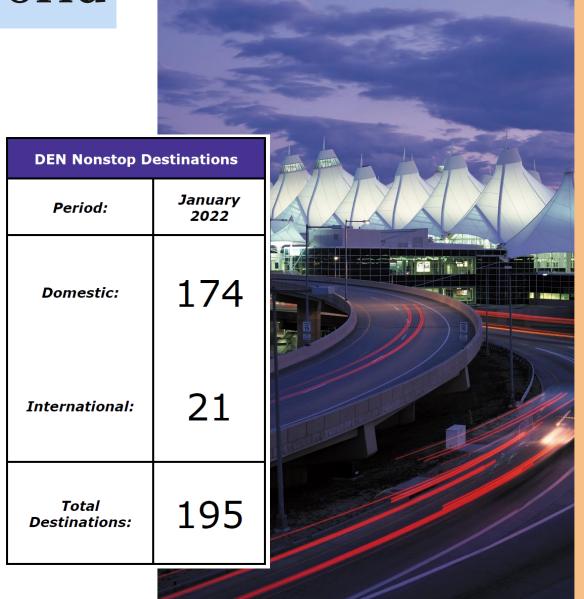




3rd Busiest in the World

| 10 Busiest Airports in the World, Jan. 2021 - Sep. 2021 | | | | | | | | |
|---|------------------------|-----------------------------------|--|--|--|--|--|--|
| Rank | Airport | YTD Sep. 2021 Total Passengers | | | | | | |
| 1 | Atlanta (ATL) | 53,062,301 | | | | | | |
| 2 | Dallas-Ft. Worth (DFW) | 44,663,703 | | | | | | |
| 3 | DENVER (DEN) | 42,476,731 | | | | | | |
| 4 | Chicago-O'Hare (ORD) | 37,465,939 | | | | | | |
| 5 | Los Angeles (LAX) | 33,036,514 | | | | | | |
| 6 | Chengdu (CTU) | 32,862,548 | | | | | | |
| 7 | Charlotte (CLT) | 31,533,191 | | | | | | |
| 8 | Guangzhou (CAN) | 30,965,100 | | | | | | |
| 9 | Orlando (MCO) | 28,645,278 | | | | | | |
| 10 | Chongging (CKG) | 28,461,626 | | | | | | |

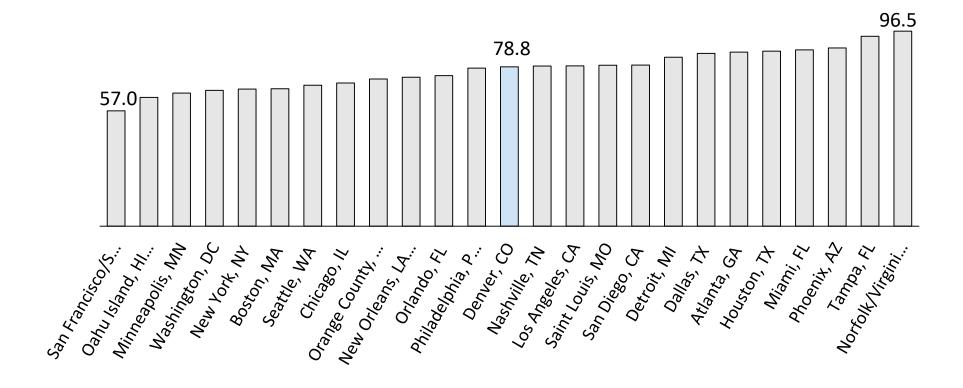
Source: ACI; Note: Totals are preliminary and subject to change





Half of top markets above 75% of 2019 occupancy levels

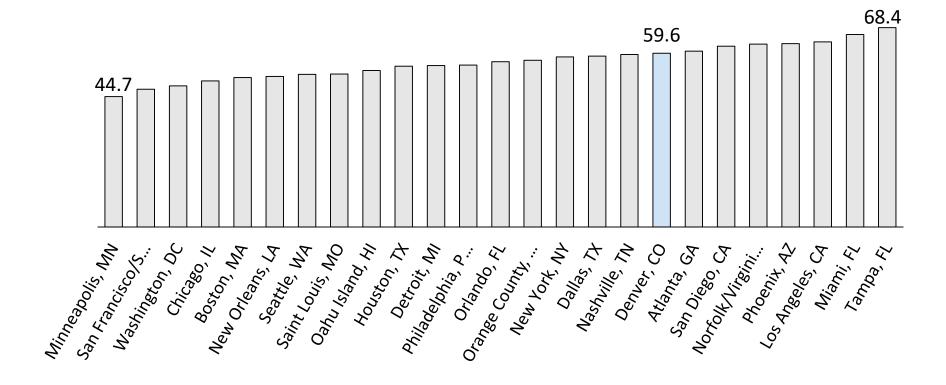
Occupancy indexed to same YTD period in 2019, YTD November 2021





Minneapolis, SF, and DC still under 50% occupancy YTD

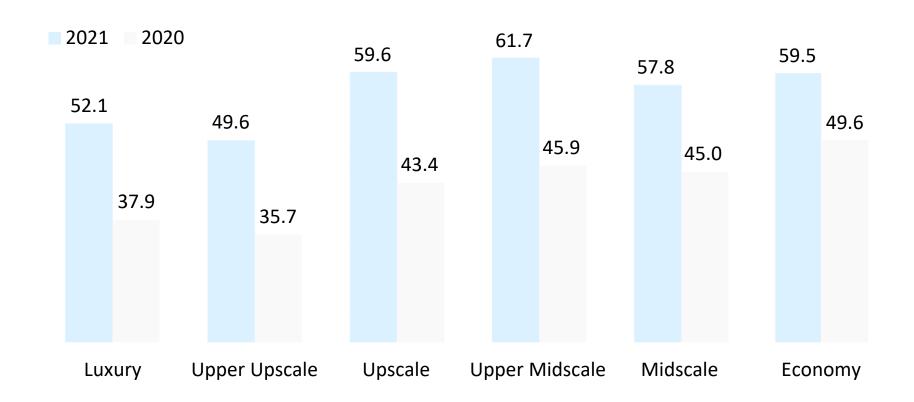
YTD November 2021, Occupancy (Metro Denver, CO Market)





Group-dependent Upper Upscale still slowest to recover occupancy

YTD November 2020 & 2021, Occupancy





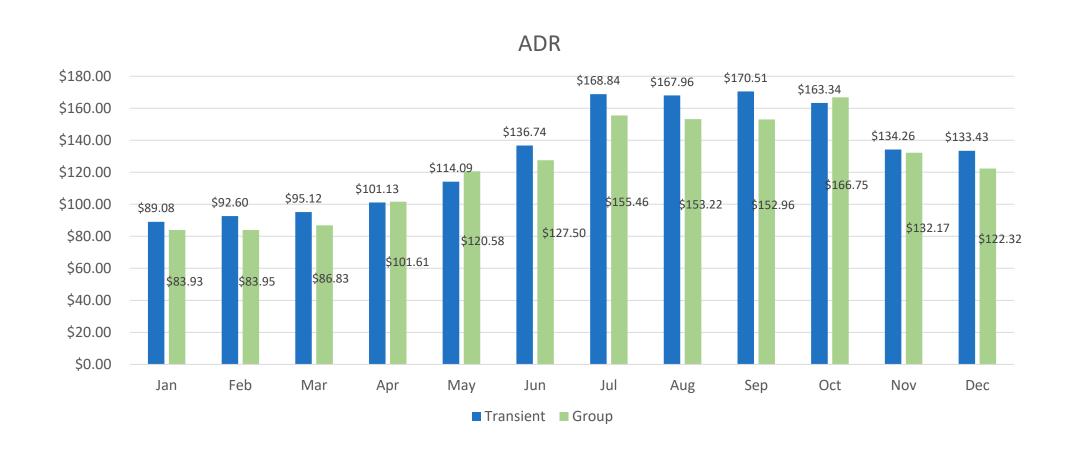
Metro Denver Occupancy & ADR

| Occupancy | | | | _ | - 2021 20 | 2019 | | | | | |
|------------------------------|----------|----------|----------|-----------------|--------------------------|----------|----------|----------|----------|----------|----------|
| 100.0% | | 74.7% | 76.6% | 78.8% | 85.6% | 88.2% | 85.2% | 82.9% | 81.9% | | |
| 80.0%63.4% | 69.4% | 74.7% | 70.070 | | | | | | | 67.8% | 58.3% |
| 60.0% | 67.9% | | | 61.4% | 68.7% | 75.6% | 69.8% | 71.5% | 69.2% | | 30.370 |
| 40.0% | 40.2% | 47.1% | 52.3% | 32 .1,78 | | 20.50/ | 41.3% | 42.2% | 43.3% | 54.8% | 54.1% |
| 20.0%32.8% | 40.270 | 35.1% | | 22.1% | 31.7% | 38.5% | 121070 | | | 32.2% | 33.5% |
| 0.0% | | | 14.4% | | | | | | | | |
| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| ADR | | | | _ | - 2021 20 | 2019 | | | | | |
| \$200.00 | | | 6456.27 | | \$176.18 | \$172.95 | \$168.83 | \$169.57 | \$174.24 | | |
| \$150.00 ^{\$133.18} | \$137.93 | \$144.32 | \$156.37 | \$154.74 | | | | | | \$139.08 | \$122.51 |
| \$100.00 ^{\$133.85} | \$136.44 | \$122.17 | | | \$131.34 | \$160.68 | \$157.24 | \$158.92 | \$156.86 | \$127.78 | \$126.37 |
| | \$90.88 | \$93.26 | \$99.14 | \$112.14 | \$91.20 | \$97.86 | \$99.46 | \$103.96 | \$98.12 | \$88.84 | |
| \$50.00 | 750.00 | , | \$81.49 | \$80.81 | 431.20 | | | | | | \$85.16 |
| \$0.00 | | | | | | | | | | | |
| | | | | | | | | | | | |

Source: VISIT DENVER, Costar STR

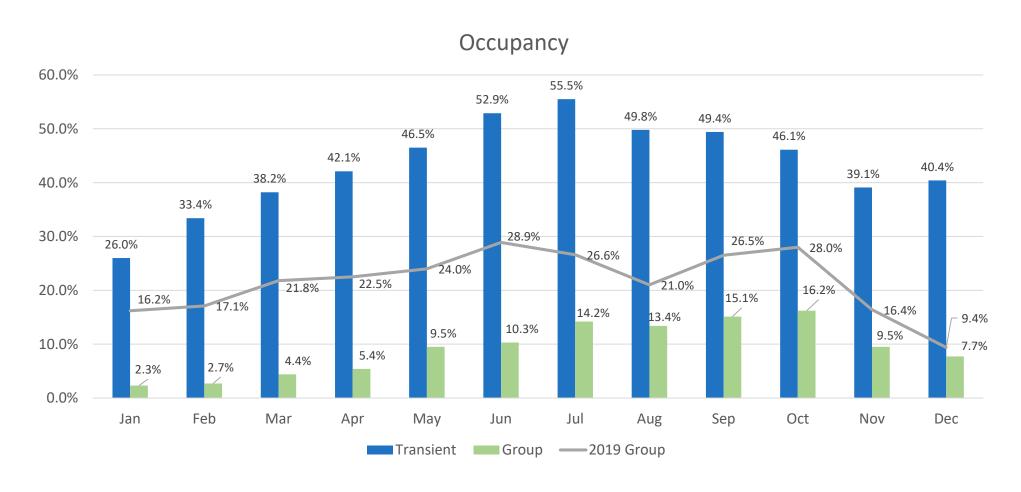


Metro Denver ADR – Group & Transient





Metro Denver Occupancy – Group Trying to Recover





Updated Public Health Orders

Denver

- Mask or Vaccine order in place through midnight February 3rd
 - Masks at all indoor settings OR
 - Business checks vaccine status and confirms that at any time 95% are vaccinated
- No capacity restrictions for indoor or outdoor events, restaurants, gyms, offices, etc.

Colorado

- Groups over 500 (unseated) proof of vaccine required.
 - Variances available masking required as part of variance approval process

U.S.

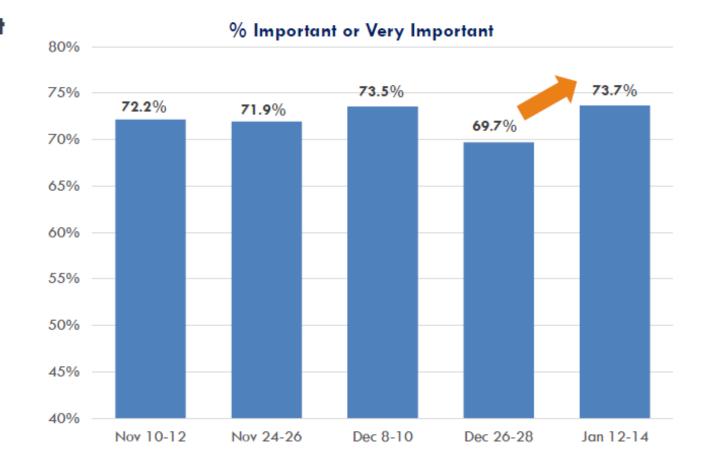
 Face coverings required on public transportation, including public transit networks, airplanes, buses, trains, taxis, Ubers and Lyfts



COVID Safety Protocols

Question: How important is it to you that the destinations you visit are continuing to maintain careful COVID-19 safety protocols and practices? (Select one)

(Base: Wave 82 data. All respondents, 1,202 completed surveys. Data collected January 12-14, 2022)







Meetings and Events Incentive Fund

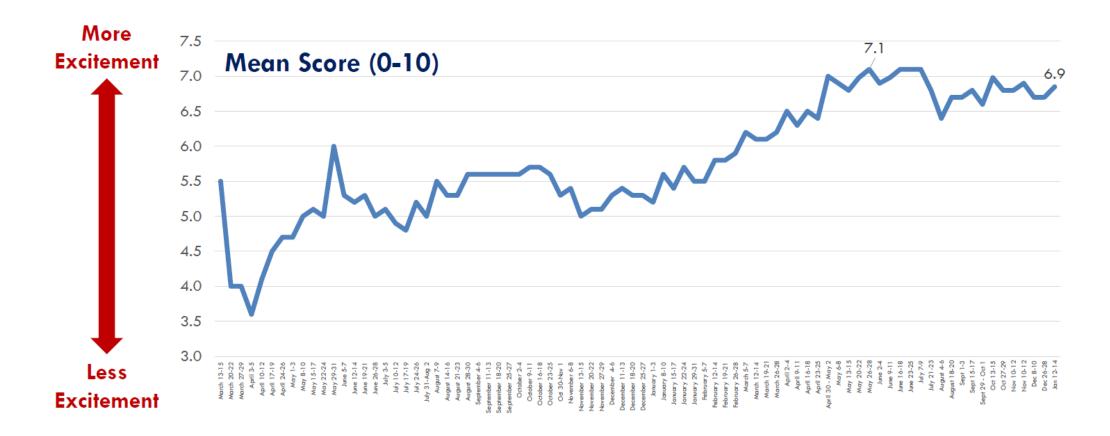
- \$10M incentive program passed by State Legislature to spur recovery of meetings and events in Colorado
 - 10% rebate on eligible hard costs, minimum \$35,000 total eligible hard costs
 - Meeting or event must take place between 7/1/21 and 12/31/22
 - Minimum 25 paid overnight room nights
 - New booking (contracted on/after 4/6/21) or danger of cancelation, relocation, postpone
- As of December 31, 127 applications submitted, 10 in process
 - o Denver \$503,968





Excitement For Leisure Travel In 2022

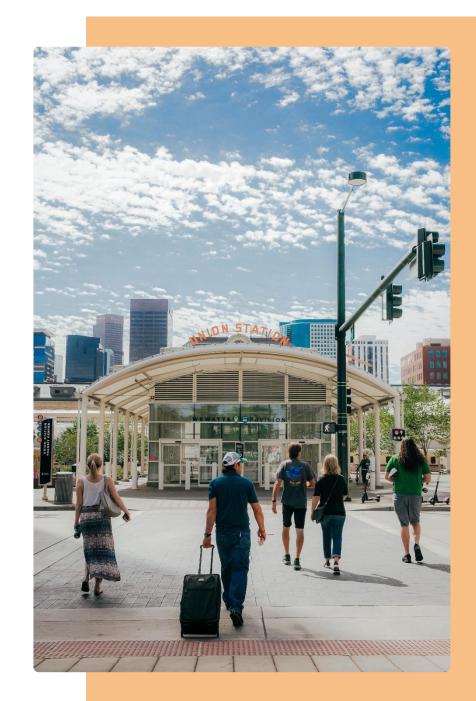
Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month. How excited would you be to go? (Assume the getaway is to a place you want to visit)





Planners Ready

- Fourth Wave Insights:
 - 80 percent of planners continue to believe that in-person meetings will be preferred post-COVID while only 44 percent of attendees agree.
 - Safety protocols are more important to attendees than planners.
 - Planners are ready to get back to in-person meetings while one-third of attendees still prefer virtual or hybrid meetings.





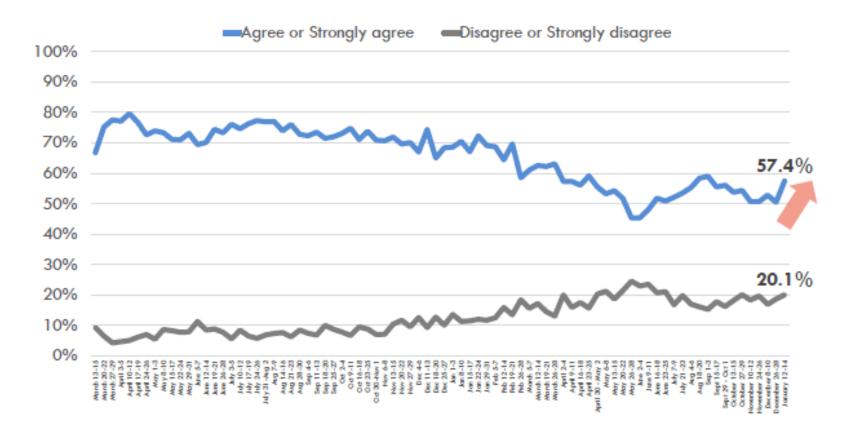


Avoiding Conventions & Conferences

How much do you agree with the following statement?

Statement: I will be unlikely to attend any conferences or conventions until the coronavirus situation is resolved.

Historical data





Key Takeaways

- Americans concerned about personally contracting the virus rose over 7-points in the last two weeks to 65.4%, exceeding levels during the Delta-variant. 71.9% report that at least one person in their personal circle has contracted COVID just in the last month alone.
- Nearly 30% have said that the challenges procuring COVID tests have stopped them from traveling in the past month.
- While 44.6% of American travelers have frequently worried that people are giving up on COVID safety when they shouldn't, 35% admit they have frequently had the thought that "life should go back to normal" despite the pandemic.
- Nearly 80% of American travelers have trips currently planned in 2022. The average number of anticipated leisure trips Americans plan to take over the next 12 months has hit its highest peak during the pandemic era at 3.1.
- 72.8% of Americans expressed higher levels of excitement for their prospective travel future—the highest level it's been since the Omicron wave began. When asked for the **one word that describes how they feel about travel right now, "excited" is the top response.**
- The types of trips Americans are most excited about taking in the next year include **family trips and romantic getaways.**
- Americans are commonly interested in enjoying scenic beauty, warm weather outdoor activities, road trips, dining
 in regional restaurants, visiting historical sites and enjoying street food during their travels.

Future is Bright

Denver International Airport

Strong fly and drive markets

Denver

 Healthy outdoor City and State

 Great visitor destination appeal and high demand

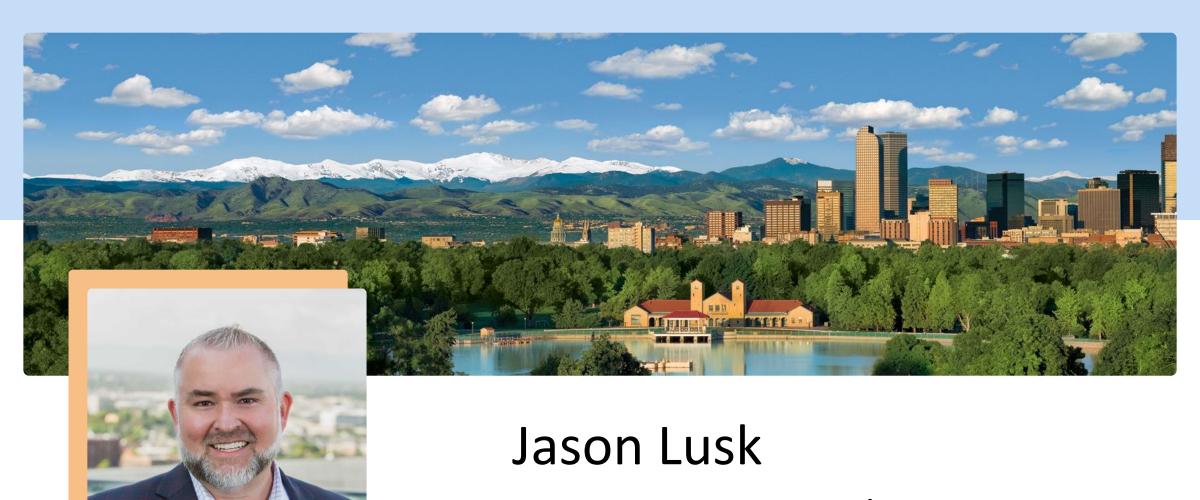
Year-round marketing

 Continued investment in tourism infrastructure (Go Bonds and \$7B in investments)

Strong business environment

 Outstanding convention product & expansion underway

 Positive meeting planner perceptions of Denver



Associate Vice President, Sales & Services



2022 Q1 – Q2 CCC Groups

Cancelations

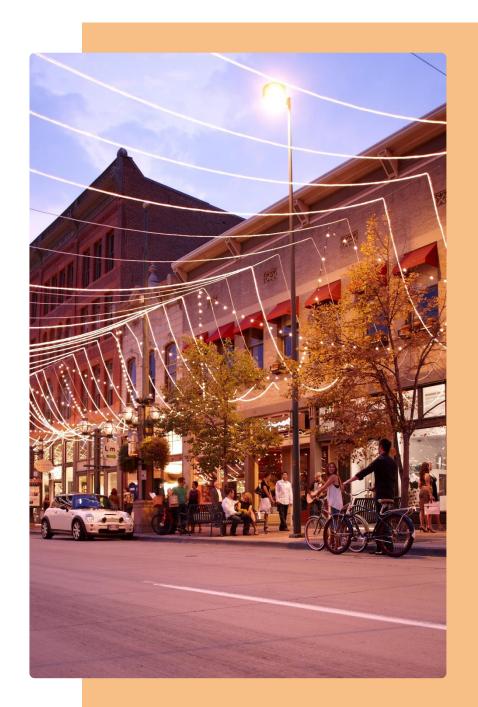
- Outdoor Retailer Snow Show January 26-28; 8,000(ish) attendees
- Front Range Volleyball Club (weekend business) March 5-7 & 11-13; 5,800 attendees 2 February
- SAGES March 16-18; 2,000 attendees
- American Institute of Steel Construction March 23-25; 3,800 attendees
- Ellucian April 10-12; 6,000 attendees
- Pediatric Academic Societies (PAS) Weekend Business April 23-25; 5,000 attendees
- ARVO May 1-4; 5,000 (conservative) attendees (50% International)
- Altervx May 16-19; 4,000 attendees
- NAFSA May 31 – June 3; 4,000 attendees
- Outdoor Retailer Summer Market June 9-11; 10,000 attendees
- IEEE June 21-23; 7,000 attendees (45% International)
- HFMA June 27-28; 3,000 attendees





Future Bookings

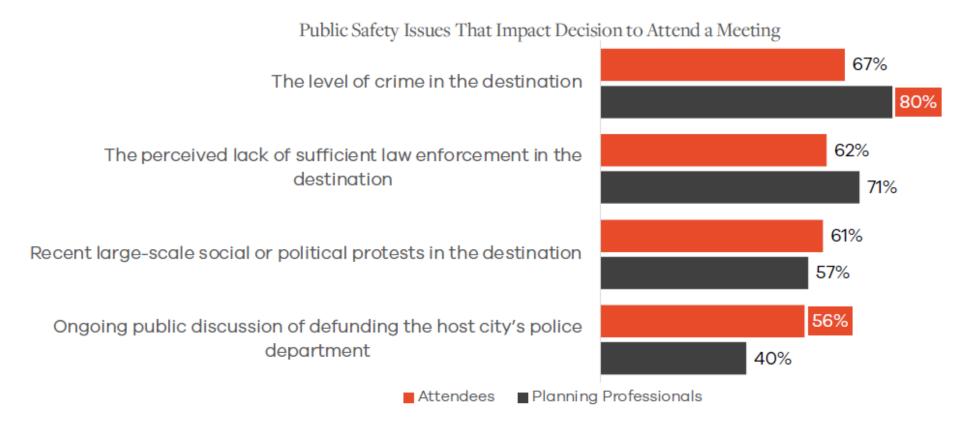
- Currently 44 CCC groups for 2022
- 18 are tentative
 - Typically we book 5-10 in the year for the year
- Optimistic for 2022
- Large Citywides continue to reduce numbers and increase space
- Segments impacted differently (medical, corporate, etc.)
- Lead volume is strong
- Booking window remains short for small and midsize groups
- Planning site visits have picked up quickly!





Crime & Safety Perceptions

When choosing a destination, planners are more likely to be impacted by the level of crime in the destination, while attendees are more affected by public discussion of defunding the police.

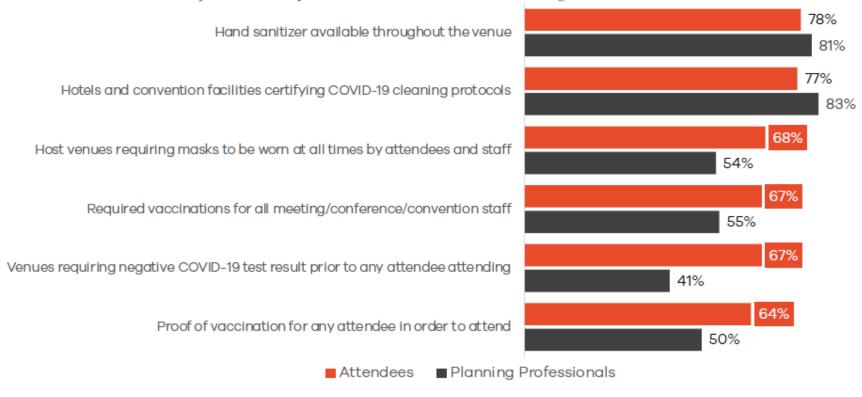




Cleanliness & Safety Expectations

While cleaning protocols and hand sanitizer are similarly important, significantly more attendees find mask requirements, vaccination requirements for both attendees and staff, and negative COVID-19 test results to be important.

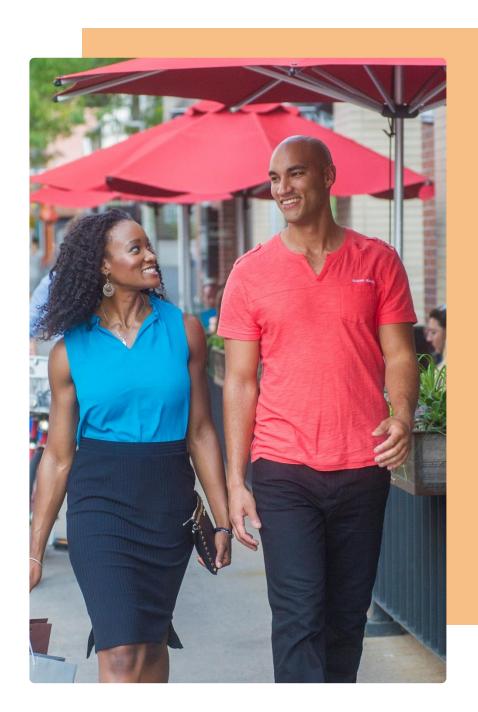






To Hybrid or Not

- Nearly all professional planners believe **in-person meetings are effective at achieving the goals** of these meetings, far higher than for hybrid and virtual meetings (for all waves this is over 90% with wave 4 coming in at 98%).
- Both attendees and planners believe it is important to meet in-person, though significantly more planners than attendees believe it is extremely important (91% planners and only 41% of attendees think it is "extremely Important").
- Significantly more planners than attendees believe they are likely to plan in-person meetings while significantly more attendees believe they are still likely to attend virtual or hybrid meetings in the next 12 months.
- Planners are ready to get back to in-person meetings while one-third of attendees still prefer virtual or hybrid meetings.



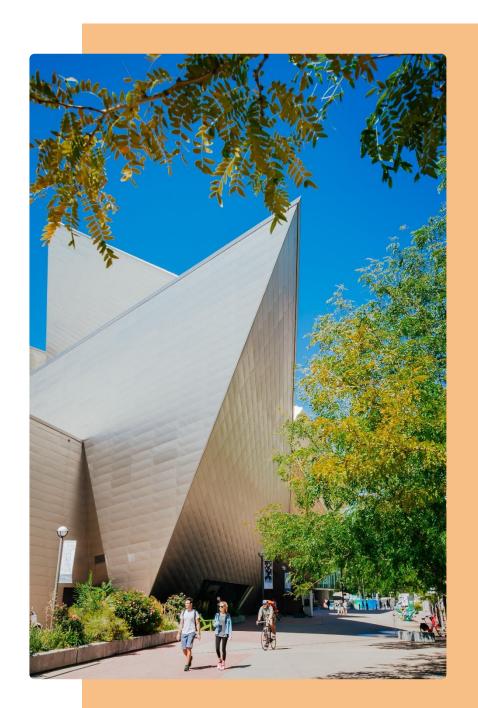


• Bleisure

• Two-thirds of attendees indicate they are likely to extend a conference or convention business trip for leisure in the next 12 months. With so many companies still offering flex schedules, attendees may be looking to take this opportunity to stay in the destination after the event and turn their business trip into a leisure one.

Unique Venues

 Attendees still prefer unique venues for meetings while planners favor more traditional venues.





• GBAC

 Three in ten planning professionals in this survey expressed familiarity (29%) with the GBAC certification, with 25% of them believing it may influence their decision to book a citywide conference

The Future

- The most important features when planning large conferences in the future will be enough space to social distance (50%) and an on-site production team for technology needs (50%). Compared to Wave 3, significantly more planning professionals believe on-site medical facilities are a must when choosing a venue for a large conference or convention
- When asked what destinations could do to better meet their needs now and, in the future, planners cited a need for communication around current vaccination and infected rates, current restrictions, personalized solutions when planning events, and flexibility when it comes to minimums, pricing, timing, and changing needs





Cleanliness & Protocols

- While cleaning protocols and hand sanitizer are similarly important, significantly more attendees find mask requirements, vaccination requirements for both attendees and staff, and negative COVID-19 test results to be important.
- Safety protocols are more important to attendees than planners.
- Significantly more attendees perceive staying in a hotel or resort to be safe compared to those who did so in Wave 3.

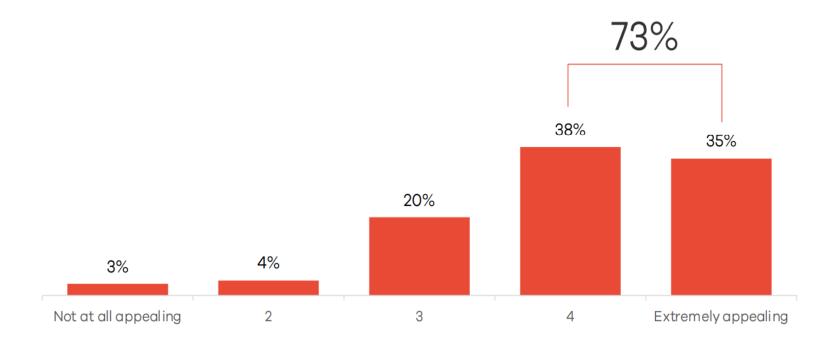




Good News For Denver

Three-quarters of attendees find attending an in-person conference or convention in Denver to be appealing.

Level of Appeal of Attending an In-Person Conference or Convention in Denver





Attending is Exciting!

Words Used to Describe the Emotion of Attending an In-Person Event in Denver



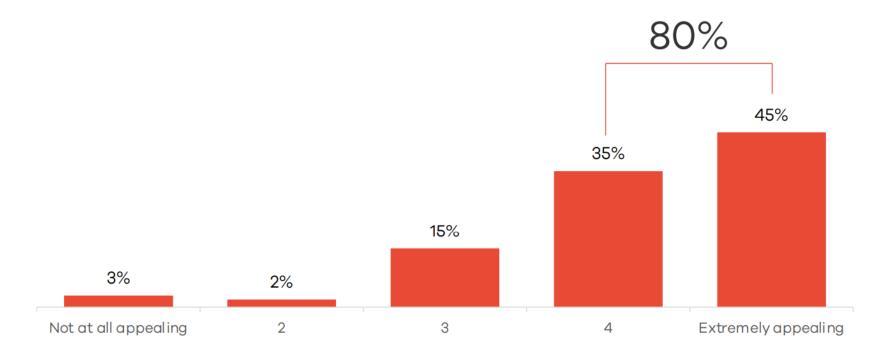
The most used words to describe the feeling of attending an inperson event in Denver are Excited (73), Happy (50), Cold (41), Fun (32), and Mountains (31).



Appealing

Eight in ten planners find planning an in-person conference or convention in Denver to be appealing.

Level of Appeal of Planning an In-Person Conference or Convention in Denver





Planning is Exciting!

Words Used to Describe the Emotion of Planning an In-Person Event in Denver



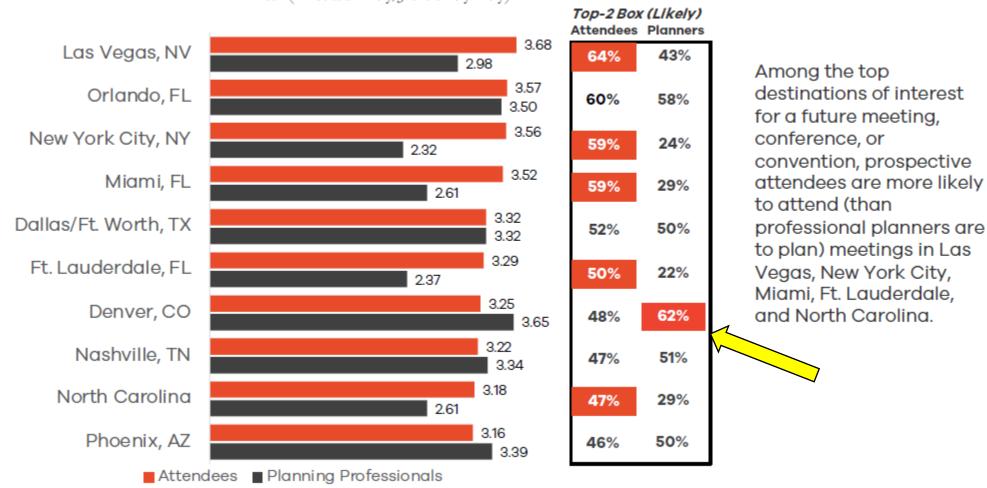
The most used words to describe the feeling of planning an inperson event in Denver are Mountains (7), Excited (6), Beauty (3), and Cold (3)



Planners' Preference Is Denver

Destinations in Which Likely to Attend/Plan a Meeting During Next Two Years

Mean (1=not at all likely, 5=extremely likely)

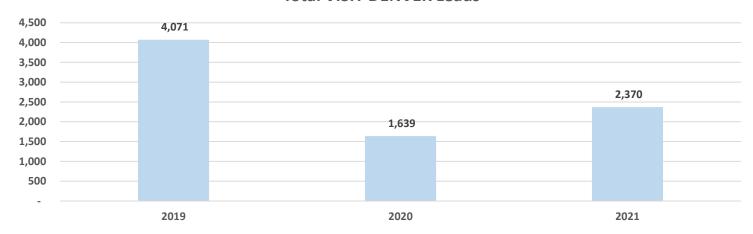




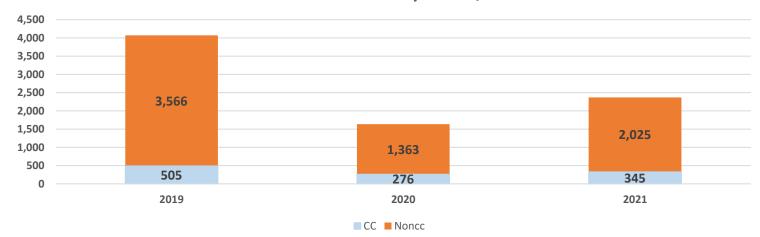
Source: MMGY Travel Intelligence Research

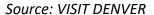
VISIT DENVER Leads

Total VISIT DENVER Leads



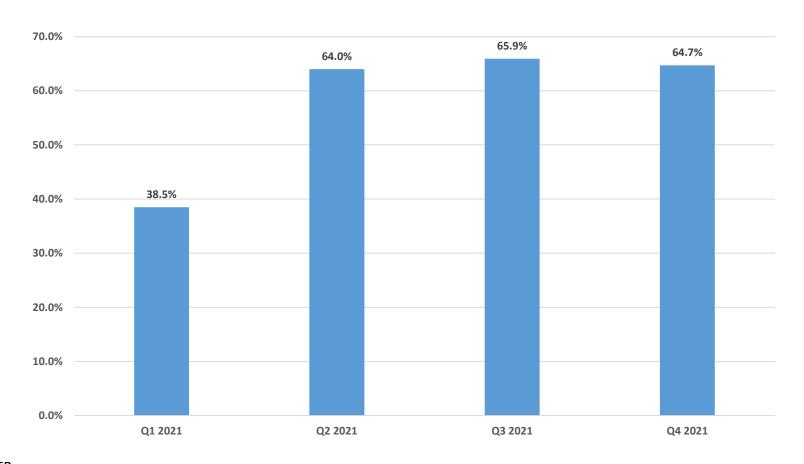
Total VISIT DENVER Leads by Center/Non-Center

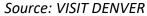






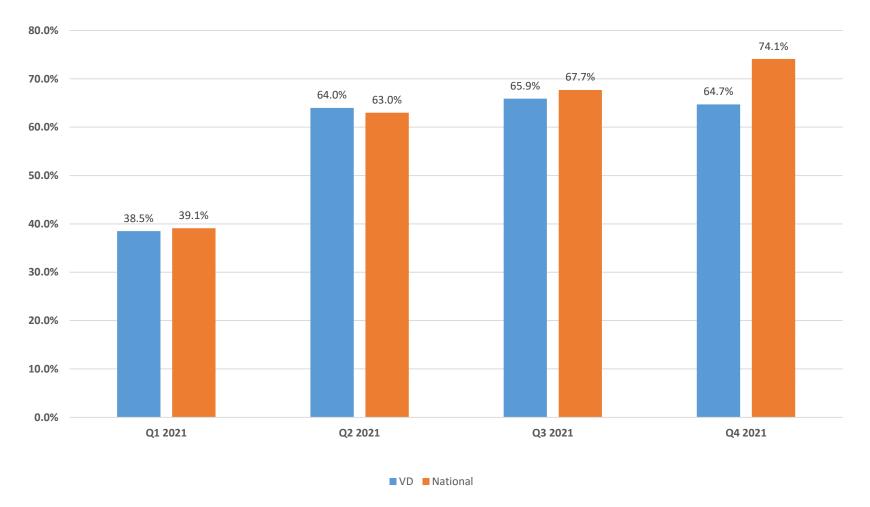
VISIT DENVER % of Total Compared to 2019 Leads







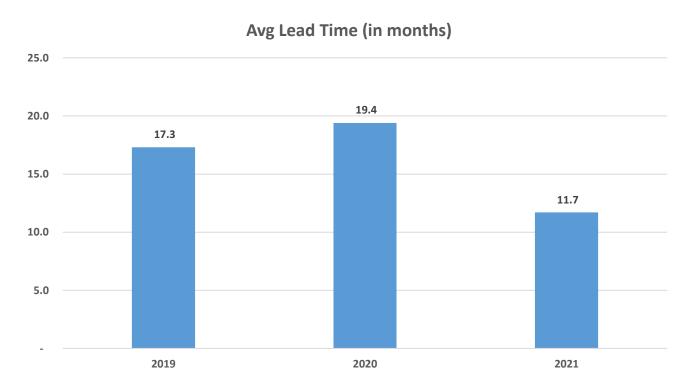
VISIT DENVER VS National % of Total Compared to 2019 Leads





Source: 200 Simpleview CRM clients & VISIT DENVER

VISIT DENVER Average Lead Time in Months

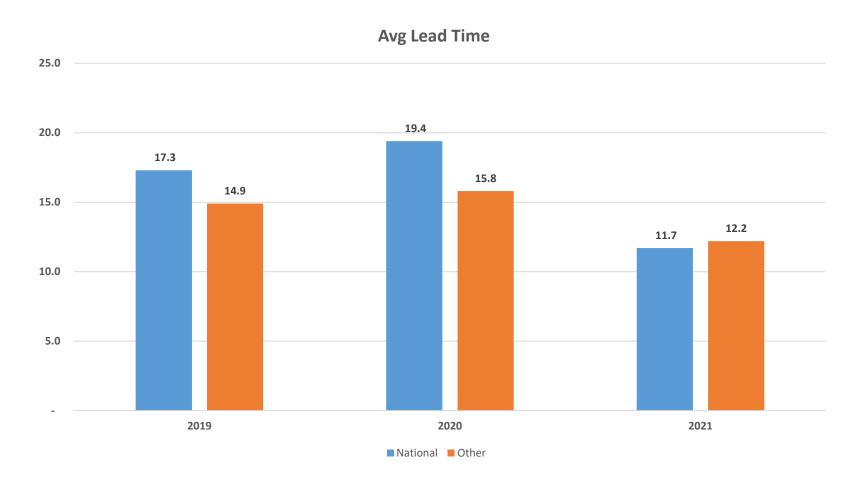


- In 2020, that number reached a high of 19.4 months.
- In 2021, however, it dropped to its lowest level of **only a 11.7-month lead time**, signaling a much shorter booking window.
- As we head into 2022, this will be a key metric we will be monitoring to see if this becomes a new trend or if it will return closer to the pre-pandemic booking windows.



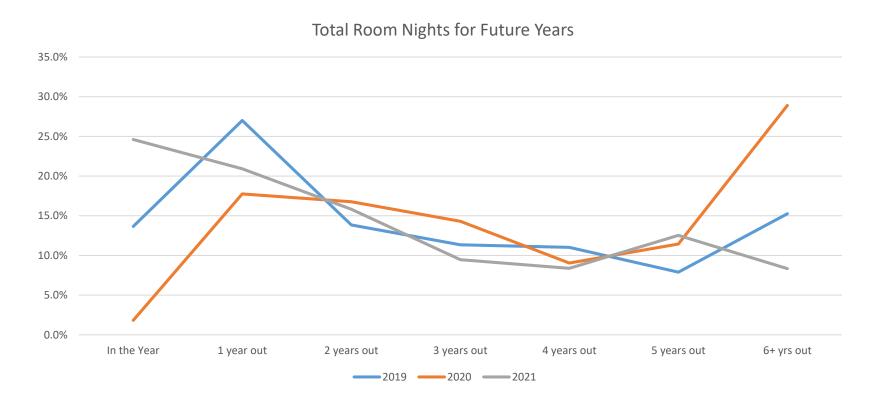
Source: VISIT DENVER

VISIT DENVER VS National Average Lead Time in Months





VISIT DENVER Total Room Nights for Future Years



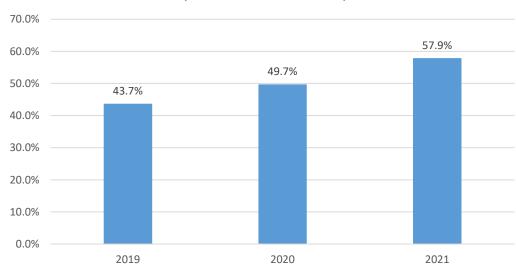
- With over 500,000 room nights booked in 2021, the next question naturally would be: what years were the room nights booked into?
 - Nearly 25% of room nights booked in 2021 were for meetings held within 12 months
 - Compared with 14% in 2019 and only 2.5% in 2020



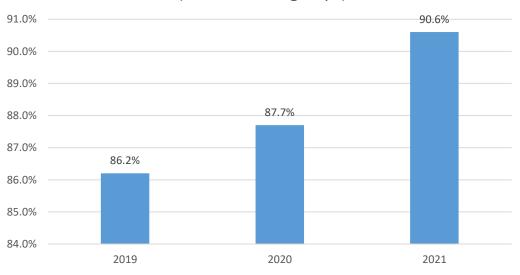
Source: VISIT DENVER

VISIT DENVER % of Business Booked Within 2 Years

Percent of VD Business Booked within 2 Years (based on # of rooms)



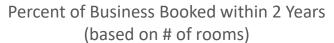
Percent of VD Business Booked within 2 Years (based on # of groups)

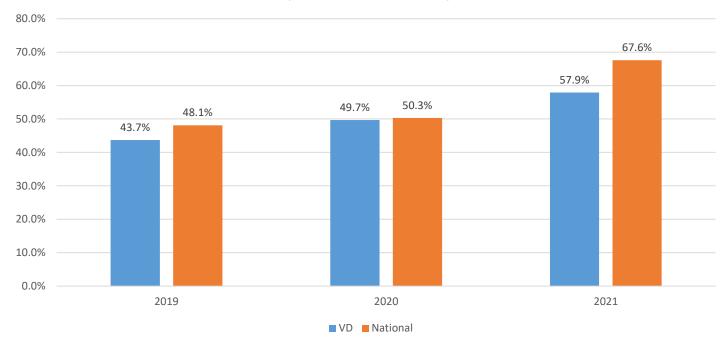




Source: VISIT DENVER

VISIT DENVER VS National % of Business Booked within 2 Years





• The chart above clearly illustrates that in 2021 compared to previous years, nearly 60% to more than two-thirds of all business that was booked will meet within the next two years.



Sports

- Continue to solicit and attract high profile events
- Official city selections for FIFA World Cup expected in Q2
- Planning underway for the NCAA Men's Basketball at Ball Arena in March 2023
- Denver was recently invited to be in the "Dialogue Phase" for the 2029/31 Rugby World Cup
- eSports interest emerging Denver has higher than national average of users and devices













Colorado Convention Center Expansion

- On track
- Minimal group impact
- Continuing to sell





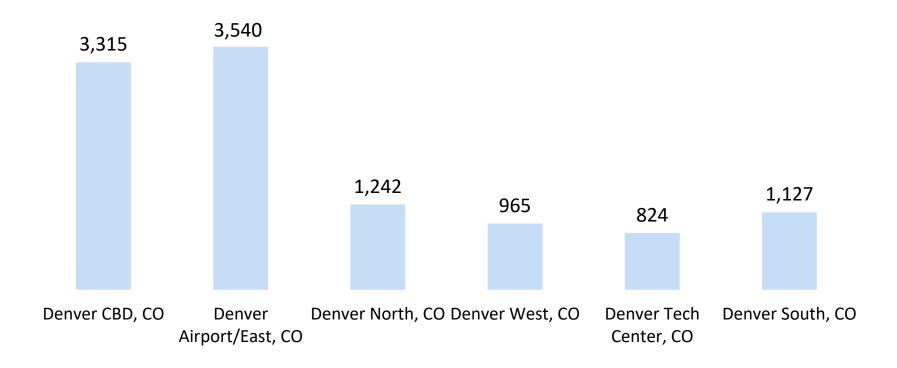






Pipeline Properties Concentrated In Downtown & Airport

November 2021, Pipeline Rooms, Denver, CO Market





Hotel Development



Hyatt Centric, 2021 **263 rooms**



The Clayton, 2021 63 rooms



Thompson Denver, by Hyatt, 2022 **216 rooms**



The Slate Denver, Tapestry Collection by Hilton, 2022
251 rooms



Vib by Best Western Hotel & Resorts, 2022 140 rooms



Rally Hotel at McGregor Square 2021 **176 rooms**

51,000# of rooms
in Denver Metro

12,000+

of rooms Downtown 3,200

of rooms within 1 block of the Colorado Convention Center 11,013

Hotel rooms under construction or in final planning stage for late 2020 – 2025 (Metro)





Justin Bresler

Vice President, Marketing & Business Development



The State of the Travel Industry

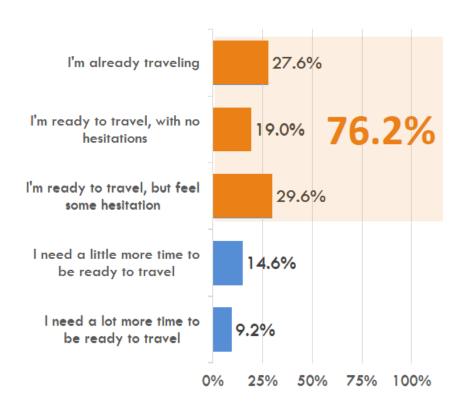
- Excitement about travel is running headlong into Omicron concerns, but Omicron is on the ropes!
 - 56% of people say Omicron makes them less interested in traveling right now, but...
 - 76% of people feel in a "travel state of mind", a number that has steadily increased, even through Omicron
- Safety is still top of mind, and availability of testing can be an impediment to travel – 75% say they will be more careful
- Customer service issues are impacting the travel experience
- Travel should roar back in 2022

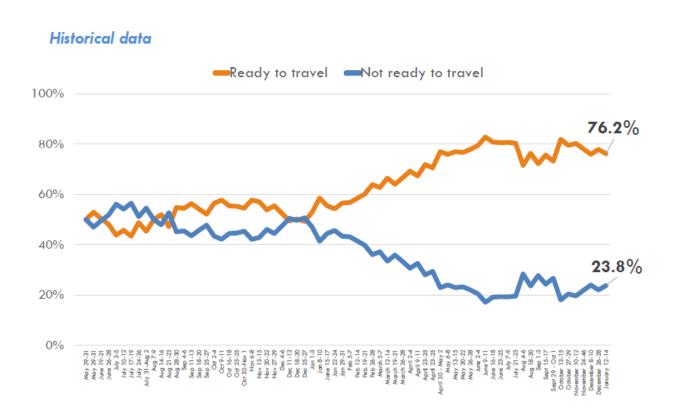




Situation Update

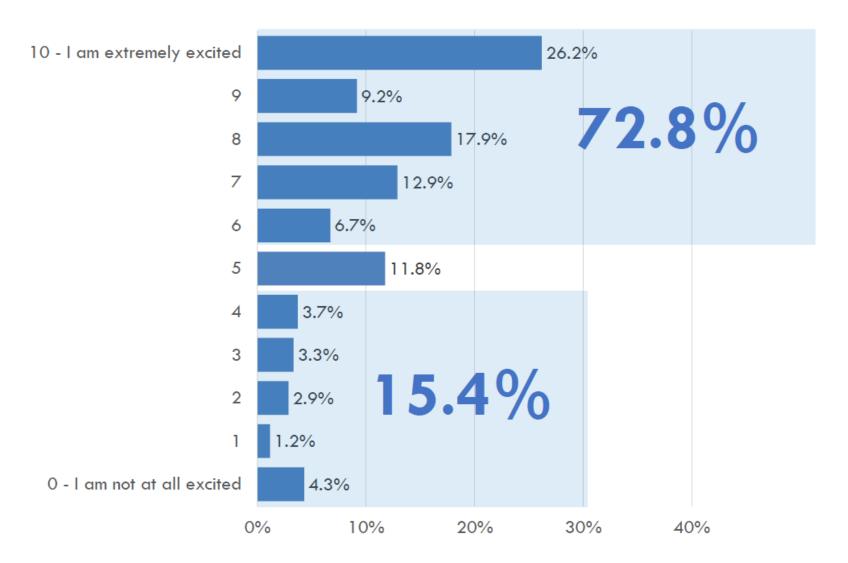
 Number of people in a "travel state of mind" remains strong; not seeing drop-offs tied to new waves like earlier





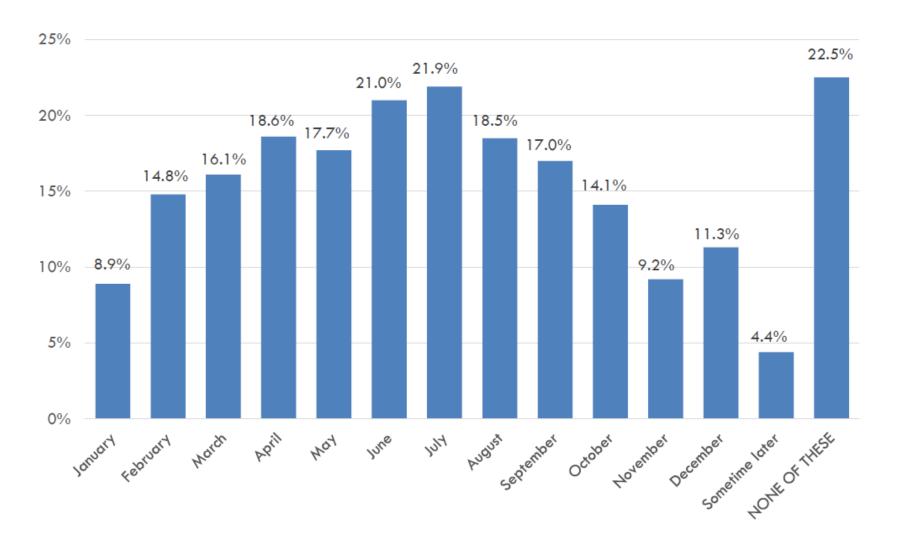


2022 Excitement for Travel





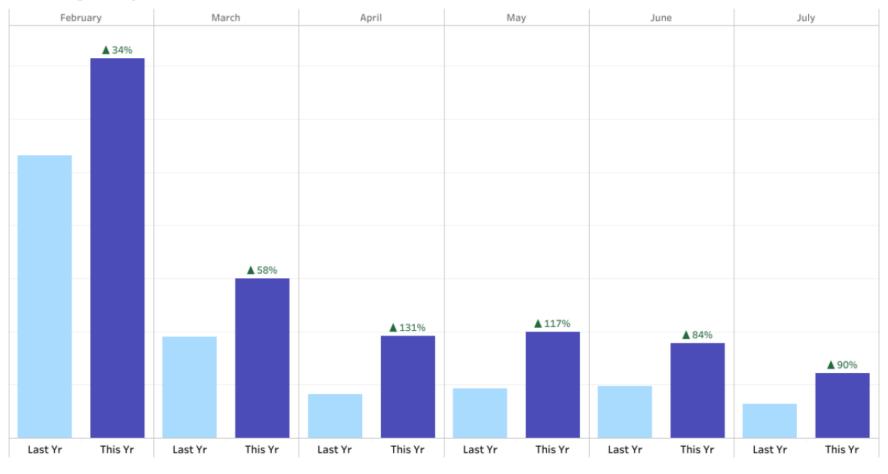
Distribution of 2022 Travel Plans





First Half of Year Trending Well!

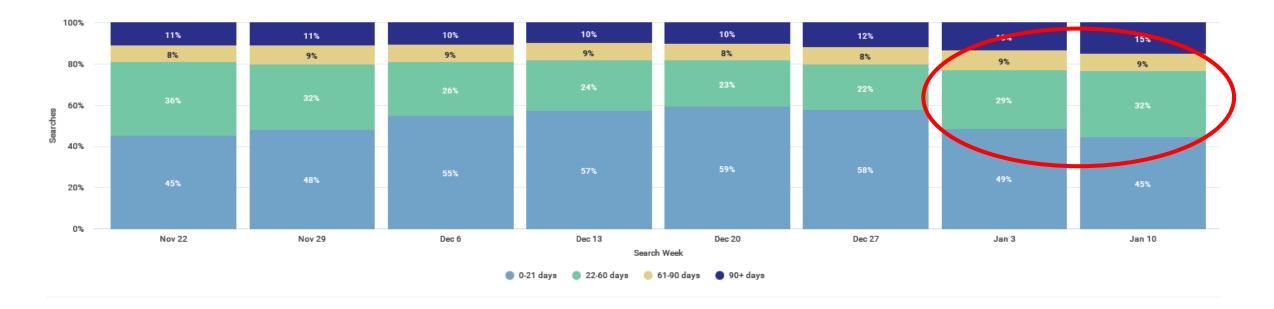
Room Night Stays Over the Next 6 Months



Total Future Room
Night Stays are up
61.3% from Last Year!



First Half of Year Trending Well!



Future search growth is strongest in the 22-60 Day segment, with modest growth in the 90+ Day segment.

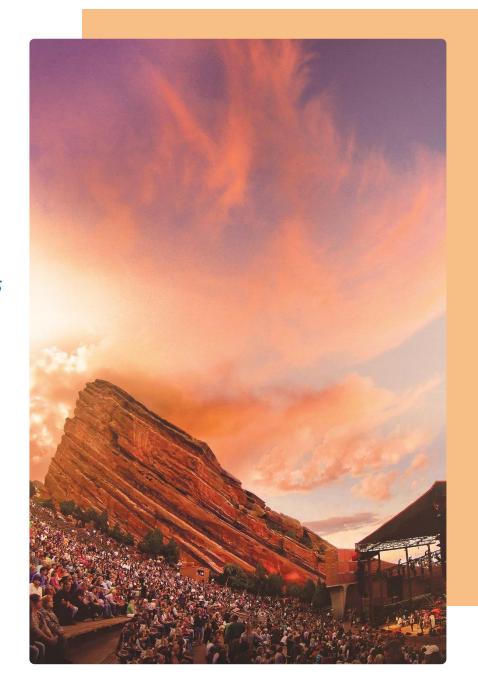


VISIT DENVER 2022 Campaign Summary

- Annual Regional
- Denver Restaurant Week (local)
- Spring/Summer (national)
- Denver Arts Week (local)
- Mile High Holidays (local + regional)
- Online Travel Agency Co-op (national)
- Basecamp & Wellness (interest-based)
- Annual, "Business as Unusual" Conventions

Always-On Tactics

- Public Relations
- Social Media
- Search
- Website
- Publications





VISIT DENVER 2022 Campaign Summary

1. Annual Regional

- Runs February October
- Markets: Colorado Statewide + Regional Short-Haul: Albuquerque, Cheyenne, Kansas City, Lincoln, Omaha, Phoenix, Salt Lake City, Wichita
- Promotes reasons to come, featuring exhibits, events and holiday weekends to drive urgency to visit Denver
- All traffic drives to a Regional campaign landing page with top 2022 events

2. Spring/Summer

- Runs Mid-April Mid-August
- Markets: Target Markets (Chicago, Dallas, Houston) + National digital & video overlay
- VISIT DENVER's largest seasonal marketing campaign
- Drives to Spring Summer campaign landing page

3. Mile High Holidays Campaign

- Runs November December
- Markets: Metro Denver, Colorado Statewide, Regional Short-Haul: Albuquerque, Cheyenne, Kansas City, Lincoln, Omaha, Phoenix, Salt Lake City, Wichita
- Encourages visitors to spend the holiday season in Denver
- Drives qualified traffic to Mile High Holidays campaign landing page

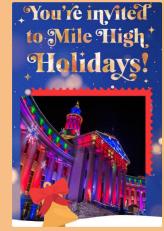














VISIT DENVER 2022 Campaign Summary

4. Online Travel Agency (OTA) Co-op

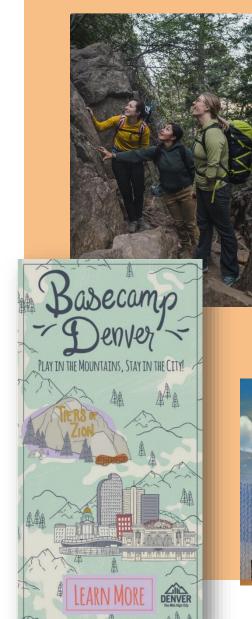
- Runs January December
- Markets: National
- Promotes Denver across the Expedia family of sites (incl. Orbitz, Travelocity, etc.)
- Drives to a Denver page on Expedia to generate new hotel bookings

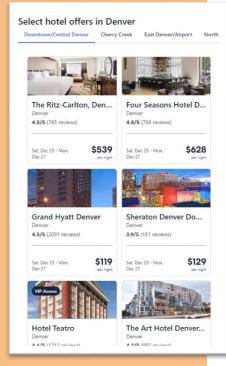
5. Basecamp Denver & Wellness

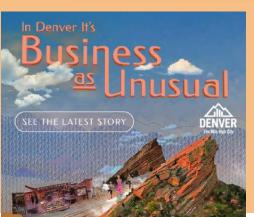
- Runs January December
- Markets: National with interest-based targeting for outdoor adventure
- Primarily video-based campaign running on paid social and digital platforms
- Drives to Basecamp Denver landing page

6. Business as Unusual

- Runs March November
- Markets: national, targeting meeting planners
- Encourages planners to consider Denver for future meetings
- Drives traffic to Business as Unusual campaign landing page









Spring/Summer Campaign ROI Report

- Largest campaign of the year
- 2021: \$3 million (\$5 million in 2019)
- Target markets (Chicago, Houston, Dallas)
- National markets
- Regional markets
- Family & non-family targeting
- Moved to 100% digital in 2020 and kept that in 2021
- Karsh Hagan creates ads and media plan
- VISIT DENVER supplements with extensive public relations & social media





Creative Overview – "You Deserve Some Denver"

Non-Family Millennials





HIT THE CITY





Families



Non-Family Boomers

















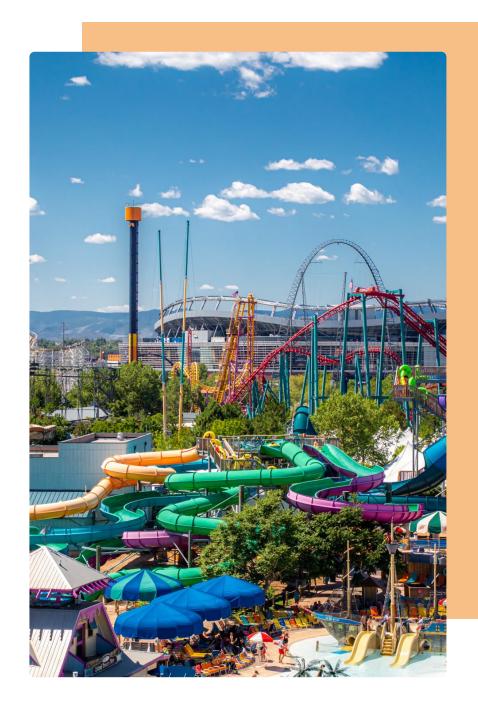
Events

(Regional Only)



Methodology

- Longwoods International
- Similar to previous studies
- 3,200 total respondents in all market areas
- Tests all relevant media: digital, video, eblasts, radio & social
- Reports on impact of advertising on travel intent and travel behavior
 - Induced trips
 - Spending
 - Taxes generated (local and statewide)
- Gives reliable "but for" information via control group





Induced Trips, Spending & Taxes

| | Regional | Target Cities | National | Total |
|------------------------------------|----------|---------------|----------|---------|
| Ad Investment | \$0.7M | \$0.9M | \$0.6M | \$2.2M |
| Incremental Trips | 378K | 248K | 598K | 1.2M |
| Incremental Visitor Spending | \$65M | \$70M | \$202M | \$338M |
| Incremental State & Local Taxes | \$7M | \$8M | \$23M | \$38M |
| Incremental Local Taxes | \$5.5M | \$5.9M | \$17.0M | \$28.3M |
| Incremental State Taxes | \$1.9M | \$2.0M | \$5.9M | \$9.8M |

• Induced trips: 1.2 million

Induced spending: \$338 million!

• Taxes generated: \$38 million

○ Local: \$28.3 million

○ State: \$9.8 million



Return on Investment

| | Regional | Target Cities | National | Total |
|-----------------------------|----------|---------------|----------|-------|
| Spending ROI | \$94 | \$77 | \$324 | \$151 |
| State & Local Tax ROI | \$11 | \$9 | \$37 | \$17 |
| Local Tax ROI | \$8 | \$6 | \$27 | \$13 |
| State Tax ROI | \$3 | \$2 | \$9 | \$4 |

Total:

- \$151 in visitor spending for every \$1 invested
- \$17 in taxes for every \$1 invested

National Market:

- \$324 in visitor spending for every \$1 invested
- \$37 in taxes for every \$1 invested

Target Markets:

- \$77 in visitor spending for every \$1 invested
- \$9 in taxes for every \$1 invested

Regional Markets:

- \$94 in visitor spending for every \$1 invested
- \$11 in taxes for every \$1 invested



Denver Restaurant Week 2022

- March 11 20
- Registration is open...and FREE!
- Nearly 60 restaurants already signed up
- Registrations & menus received by Feb. 11 will appear on site for menu launch on Feb. 16
- Extensive local and regional marketing support.

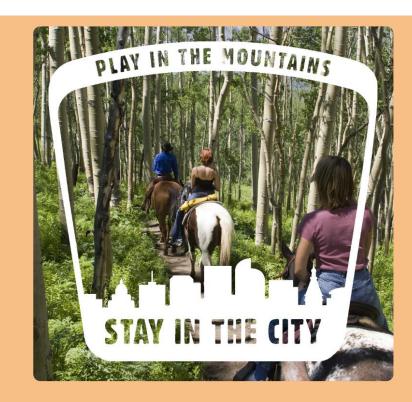






Basecamp Denver

- Supports a "play in the mountains, stay in the city" message
- Denver as hub & spoke for activities within two hours
- Summer & winter both have unique appeal
- Multiple videos in production to showcase mountain + urban experiences
- Summer videos viewed 2.5 million times
- Winter videos to be released in February
- Good for leisure, pre/post meeting and incentive markets

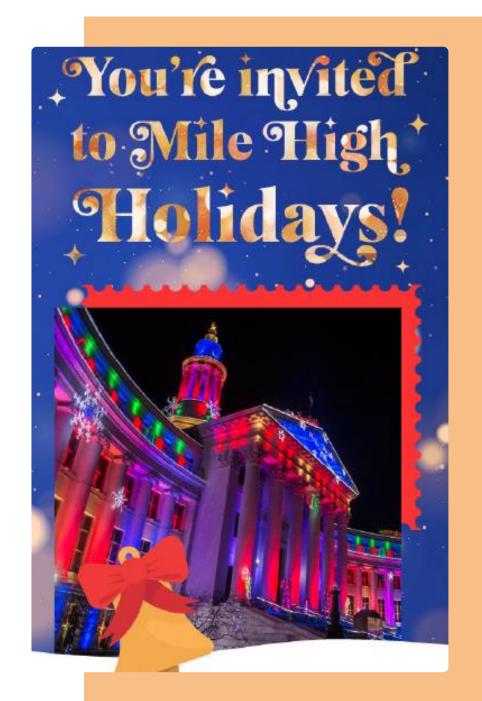






Mile High Holidays Recap

- Campaign ran through Dec. 30
- Metro and regional media buys across multiple media types (digital, radio, TV, print, etc.)
- Combination of promotional and safety messages
- 59,332,716 advertising impressions, including nearly 12 million video views
- 3,279,206 paid social advertising impressions
- \$5,567,701 advertising value generated via public relations activities
- 457,203 website pageviews





Mile High Tree

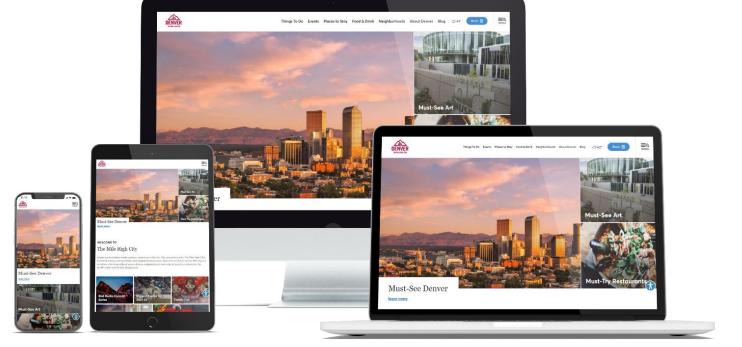
- Third year, second at 16th & Welton
- Second year sponsored by Modelo[®] USA
- More than 95,000 attended!
- \$3,106,092 in advertising value via public relations activities





Brand New VISITDENVER.com!!

- VISITDENVER.com website:
 - #1 Denver tourism site
 - 7.8 million + visits in 2021
 - 15 million+ pageviews in 2021
- "Responsive design" fits all screens
- Top position on Google and Bing for 3,200+ tourism keyword phrases with 70% of visits coming from search
- Over 60% of traffic is from mobile or tablet









MC Genova

Director, Partnership & VISIT DENVER Foundation



2022 Partnership Update

- Partnership Dues
 - 2020 Free Dues
 - 2021 Prorated Dues
 - 2022 Annual Dues; invoices sent in early January
- Be sure your listings are up-to-date
 - Venue Information so we can refer your business!
 - Threshold 360 (360-degree video for hotels and venues included in partnership benefits)
 - Add special offers
 - Submit a hotel deal
 - Minority-owned & Women-owned (through extranet amenities tab)
- Stay Involved! Attend Virtual and In-Person Partner Events
- Advertise on VISIT DENVER platforms



VISIT DENVER Foundation

- Awards scholarships to college students in Colorado who are pursuing a degree in Tourism & Hospitality
- University Hospitality Programs
 - Colorado Mesa University
 - Colorado State University
 - Metropolitan State University of Denver
 - University of Denver
 - University of Northern Colorado
- Fundraising through two signature events
 - Tourism Hall of Fame Dinner
 - Golf Tournament
- Awarded \$90,000 to 27 students in 2021
- Awarded \$1.2M to 450 students since 2000
- VISIT DENVER Foundation Scholarship Application is now open!
 - Applications close March 15, 2022
 - More info: VISITDENVERFoundation.com





Denver & Colorado Tourism Hall of Fame Dinner

22nd Annual Tourism Hall of Fame

- Wednesday, March 9, 2022
- 5:00 9:00 pm
- Mission Ballroom
- Silent Auction Items Needed!



Tourism Hall of Fame Inductees

- Joe Blake, former Denver Metro Chamber of Commerce leader and Chancellor Emeritus for the CSU System
- Kim Day, former CEO of Denver International Airport
- Pocky Marranzino and Kathy Hagan, co-CEOs of Karsh Hagan advertising agency

2021 Tourism Stars - presented to organizations, attractions and events that had a significant impact on Denver's tourism industry in 2021

- Colorado Rockies Baseball Club: MLB All-Star Game, MLB Draft and Play Ball Park
- Concacaf: Nation's League Finals
- **Denver Art Museum**: 2021 Opening of Martin Building, Sturm Pavilions, Sie Welcome Center, renovation of Ponti Building, Paris to Hollywood and Whistler to Cassatt Exhibits
- Denver Center for Performing Arts: Van Gogh Alive Exhibit & Renovation of DCPA Theatres
- **Denver Museum of Nature & Science**: T. Rex Encounter, Stonehenge, and GUITAR: The Instrument That Rocked the World Exhibitions
- Elitch Gardens: Luminova Holidays Featured at Elitch Gardens Denver
- McGregor Square: 2021 Opening
- Meow Wolf: 2021 Opening





