Welcome!

April 20, 2022
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
Dealing With Headwinds

• Shift in traveler mindset from pandemic travel to that of endemic travel as a record 40% of American travelers now say that COVID-19 no longer has any influence plans to travel in the next six months! **

• More than 70% of people are concerned about inflation*

• High gas prices may impact travel, with more than 58% saying it may cause them to take fewer road trips this year*

*Destination Analysts & **Longwoods International
Impact On Travel

Factors Impacting Decisions to Travel in Next Six Months

- **Coronavirus/COVID-19**
  - 1 - No impact at all: 21%
  - 2: 15%
  - 3: 25%
  - 4: 19%
  - 5: 19%

- **Concerns about my personal financial situation**
  - 1: 14%
  - 2: 14%
  - 3: 25%
  - 4: 21%
  - 5: 25%

- **Transportation costs**
  - 1: 11%
  - 2: 11%
  - 3: 24%
  - 4: 27%
  - 5: 26%

*Travel Sentiment Study Wave 60*
DEN Continues To Be A Bright Spot

5th Best Recovery of Major Airports

Source: DEN passenger traffic reports; Individual airport websites
**3rd Busiest in the World**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Airport</th>
<th>Calendar Year 2021 Total Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Atlanta (ATL)</td>
<td>75,548,926</td>
</tr>
<tr>
<td>2</td>
<td>Dallas/Ft. Worth (DFW)</td>
<td>62,465,756</td>
</tr>
<tr>
<td>3</td>
<td>DENVER (DEN)</td>
<td>58,828,552</td>
</tr>
<tr>
<td>4</td>
<td>Chicago-O’Hare (ORD)</td>
<td>53,840,944</td>
</tr>
<tr>
<td>5</td>
<td>Los Angeles (LAX)</td>
<td>48,007,312</td>
</tr>
<tr>
<td>6</td>
<td>Charlotte (CLT)</td>
<td>43,461,038</td>
</tr>
<tr>
<td>7</td>
<td>Orlando (MCO)</td>
<td>40,387,552</td>
</tr>
<tr>
<td>8</td>
<td>Chengdu (CTU)</td>
<td>40,117,496</td>
</tr>
<tr>
<td>9</td>
<td>Las Vegas (LAS)</td>
<td>39,744,809</td>
</tr>
<tr>
<td>10</td>
<td>Guangzhou (CAN)</td>
<td>39,006,368</td>
</tr>
</tbody>
</table>

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

**DEN Nonstop Destinations**

<table>
<thead>
<tr>
<th>Period</th>
<th>April 2022</th>
<th>YTD April 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>180</td>
<td>183</td>
</tr>
<tr>
<td>International</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Total Destinations</td>
<td>201</td>
<td>205</td>
</tr>
</tbody>
</table>
Half of Top Markets Above 80% of 2019 Occupancy Levels

Occupancy indexed to same TTM period in 2019, TTM February 2022

Source: CoStar STR
Seven Major Markets’ ADR Above 2019 Levels

ADR indexed to same TTM period in 2019, TTM February 2022

Source: CoStar STR
DIA, South and West Driving Market Occupancy Recovery

February 2022 TTM occupancy, by submarket

Source: CoStar STR
DIA and West ADR Nearly Back to 2019 Levels

February 2022 TTM ADR, by submarket

TTM ADR

<table>
<thead>
<tr>
<th>Submarket</th>
<th>TTM ADR</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIA/East</td>
<td></td>
</tr>
<tr>
<td>CBD</td>
<td></td>
</tr>
<tr>
<td>North</td>
<td></td>
</tr>
<tr>
<td>South</td>
<td></td>
</tr>
<tr>
<td>DTC</td>
<td></td>
</tr>
<tr>
<td>West</td>
<td></td>
</tr>
</tbody>
</table>

TTM ADR, Indexed to TTM 2019

<table>
<thead>
<tr>
<th>Submarket</th>
<th>Indexed TTM 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIA/East</td>
<td></td>
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<tr>
<td>CBD</td>
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<tr>
<td>North</td>
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<td></td>
</tr>
<tr>
<td>DTC</td>
<td></td>
</tr>
<tr>
<td>West</td>
<td></td>
</tr>
</tbody>
</table>

Source: CoStar STR
Pipeline Properties Concentrated in Downtown & Airport

February 2022, Pipeline Rooms, Denver, CO Market

<table>
<thead>
<tr>
<th>Location</th>
<th>rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver Airport/East</td>
<td>3,214</td>
</tr>
<tr>
<td>Denver CBD</td>
<td>3,047</td>
</tr>
<tr>
<td>Denver North</td>
<td>1,120</td>
</tr>
<tr>
<td>Denver South</td>
<td>1,129</td>
</tr>
<tr>
<td>Denver Tech Center</td>
<td>1,014</td>
</tr>
<tr>
<td>Denver West</td>
<td>950</td>
</tr>
</tbody>
</table>

Source: CoStar STR
Metro Denver Occupancy – Group Trying to Recover – 2021 vs. 2019

Source: VISIT DENVER, Costar STR
Group Demand Forecast

- **Baseline**: Assumes Omicron delays the recovery in group demand, but that by 2022 Q2, group demand improves strongly.

- **Downside**: Assumes a combination of factors, such as more turbulent public health conditions, lower attendance levels, and greater hesitancy to plan group events, results in a slower recovery in group demand.

Source: Synergize Future Pace, Tourism Economics
Trending

• **Bleisure***
  Two-thirds of attendees indicate they are likely to extend a conference or convention business trip for leisure in the next 12 months

• **Conference Attendance**
  The number of people who say they will avoid conferences has taken a steep drop to 41%

• **Business Travel***
  Domestic leisure travel is now fully recovered to 2019 levels, but business travel remained at less than half of 2019 levels in 2021.
Travel Demand Remains High

Travelers with Travel Plans in the Next Six Months Comparison

Travel Sentiment Study Wave 60

Longwoods International | miles
Public Safety Issues

Both attendees and planners find the level of crime in the destination and the perceived lack of safety response/adequate law enforcement resources in the destination important in impacting the decision to attend/plan a meeting.

- The level of crime in the destination: Attendee 68%, Planner 77%
- The perceived lack of safety response/adequate law enforcement resources in the destination: Attendee 62%, Planner 72%
- Recent large-scale protests in the destination: Attendee 60%, Planner 61%
- Public discussion of defunding the host city’s police department: Attendee 34%, Planner 38%

Question: When selecting a destination to host a meeting, conference, or convention, to what extent does each of the following public safety (non-COVID) issues impact your decision?

Source: MMGY Travel Intelligence Research
Future is Bright

- Denver International Airport
- Strong fly and drive markets
- 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
Rachel Benedick
Executive Vice President,
Sales & Services
<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ellucian</td>
<td>April 10-12</td>
<td>6,000</td>
</tr>
<tr>
<td>Pediatric Academic Societies (PAS) Weekend Business</td>
<td>April 23-25</td>
<td>5,000</td>
</tr>
<tr>
<td>ARVO</td>
<td>May 1-4</td>
<td>5,000 (conservative) (50% International)</td>
</tr>
<tr>
<td>Alteryx</td>
<td>May 16-19</td>
<td>4,000</td>
</tr>
<tr>
<td>NAFSA</td>
<td>May 31 – June 3</td>
<td>4,000</td>
</tr>
<tr>
<td>Outdoor Retailer Summer Market</td>
<td>June 9-11</td>
<td>10,000</td>
</tr>
<tr>
<td>IEEE</td>
<td>June 21-23</td>
<td>7,000 (45% International)</td>
</tr>
<tr>
<td>HFMA</td>
<td>June 27-28</td>
<td>3,000</td>
</tr>
<tr>
<td>Fan Expo</td>
<td>July 4th</td>
<td>10,000</td>
</tr>
<tr>
<td>LPL Financial</td>
<td>July 24-27</td>
<td>7,000</td>
</tr>
<tr>
<td>NCSL (National Conference of State Legislatures)</td>
<td>August 1-4</td>
<td>6,000</td>
</tr>
<tr>
<td>Confidential - Corporate</td>
<td>August 10-12</td>
<td>7,000</td>
</tr>
<tr>
<td>Quility</td>
<td>August 18-19</td>
<td>5,000</td>
</tr>
<tr>
<td>AREMA</td>
<td>August 29-31</td>
<td>3,000</td>
</tr>
<tr>
<td>True Value</td>
<td>September 16-18</td>
<td>7,500</td>
</tr>
</tbody>
</table>

Total attendees: 44,000

- Q3 CCC attendees: 45,500
Convention Trends

- Large Citywides continue to reduce attendance
- Segments impacted differently (medical, corporate, etc.)
- Lead volume is strong – March exceeded 2019 numbers!
- Demand is high & booking window remains short for small and midsize groups
- Planning site visits have picked up quickly!
- In-person events incorporating virtual options – limited options
- Off site events - ICW
VISIT DENVER % of Total Compared to 2019 Leads

Source: VISIT DENVER
Sites On The Rise

Site Tours
Sales & Destination Services Q1 Comparison

2019: 109
2020: 53
2021: 10
2022: 64

Source: VISIT DENVER
Planner Attendee Disconnect

Types of Meetings – Next 12 Months

The majority of planners will be planning in-person meetings in the next 12 months. But more attendees say they will be attending hybrid or virtual only meetings.

- In-person meetings, conferences and conventions: Attendees 68%, Planners 93%
- Hybrid meetings, conferences and conventions (combination of virtual and in-person): Attendees 57%, Planners 47%
- Virtual-only meetings, conferences and conventions: Attendees 59%, Planners 35%

Question: How likely do you believe it is that you will plan/attend the following types of meetings in the next 12 months? 5=Extremely likely to 1=Not at all likely.

Source: MMGY Travel Intelligence Research
Cleanliness is Here to Stay!

Important Safety Measures for Venues to Have in Place
Vaccination for attendees and staff is more important to meeting attendees than masks.

- Hand sanitizer available throughout the venue: 73%
- Hotels and convention facilities certifying COVID-19 cleaning protocols: 72%
- Proof of vaccination for any attendee in order to attend: 63%
- Proof of vaccination of all venue employees: 62%
- Venues requiring negative COVID-19 test result prior to any attendee attending: 61%
- Host venues requiring masks to be worn at all times by attendees and staff: 60%

Question: How important do you believe each of the following safety measures is for meetings/conferences/conventions venues to have in place now in order for you to consider attending a meeting there?

Source: MMGY Travel Intelligence Research
Planners ♥ Denver!

Relative to other metropolitan how appealing would you find PLANNING an in-person convention in Denver?

Source: MMGY Travel Intelligence Research
Planners are Excited!

When I think of planning an in-person event in Denver...
Attendees Find Denver Appealing!

Relative to other metropolitan how appealing would you find ATTENDING an in-person convention in Denver?

65% of attendees found attending a convention in Denver appealing.

Source: MMGY Travel Intelligence Research
Attendees are Excited!

When I think of attending an in-person event in Denver...
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

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

- 1st confirmed group: American College of Surgeons, July 2024
- Pediatrics, September 2025: 1st group to require it
- Increasing demand for the new space!
Flavia Light
Vice President, Tourism
Tourism Focus

• International Sales & Marketing
  o Denver International Airport
  o Colorado Tourism Office, Brand USA, The Great American West
  o Travel Trade Companies

• Domestic Leisure Groups Support

• Arts & Culture Support and Promotion

• Tourist Information Centers
  o Denver Union Station
  o Colorado Convention Center
Tourism Updates

• **Tradeshows:**
  - International Roundup (Fargo, ND) May 14-17
  - IPW (Orlando, FL) June 4-8
  - Brand USA Travel Week (Frankfurt, Germany) Sept 26-29

• **Site Inspections:**
  - Rocky Mountaineer
    - Train – Moab/Denver April 21, 22
    - Denver Welcoming Trade Learning Journeys May/June

• **Trainings:**
  - Brand USA Mexico Trade (April 29)

• **Consumer Shows:**
  - Snow Travel Consumer Expo through CTO (Sydney, Australia) May 22
Tourism Updates

• Cultural Tourism Updates:
  o Launching Mile High Cultural Pass April 20

• Support of Cultural Events:
  o Cinco de Mayo, May 7-8
  o SeriesFest, May 5-11
  o Denver Day of Rock, May 28
  o Five Points Jazz, June 4
  o The Denver BBQ Festival, June 4
  o Juneteenth, June 17-19
  o Denver PrideFest, June 25-26
  o Independence Eve Fireworks, July 3
  o Fan Expo, July 1-3
  o Cherry Creek Arts Festival, July 1-3
Justin Bresler
Vice President, Marketing & Business Development
The State of the Travel Industry

• Travel excitement is strong and rising heading into key spring/summer planning period

• Safety & health concerns are still important, but declining

• A strong majority believe we are “back to normal” or close to it

• Interest in outdoor experiences is still strong. Urban interest is mixed

• Awareness of front-line staff efforts is very high!
2022 Excitement for Travel

Source: Destination Analysts, State of the American Traveler Report, April 5, 2022

Pandemic-era high
Up nearly 10% since January
Confidence in Ability to Travel Safely

Historical data

Source: Destination Analysts, State of the American Traveler Report, April 5, 2022
So...Are We Back to Normal?

Source: Destination Analysts, State of the American Traveler Report, April 5, 2022

% More than 50% Back to Normal

Pandemic-era high
Are Travel Prices Too High?

Source: Destination Analysts, State of the American Traveler Report, April 5, 2022
But Are They Stopping Travel?

Source: Destination Analysts, State of the American Traveler Report, April 5, 2022
Interest in Outdoor Destinations

Source: Destination Analysts, State of the American Traveler Report, April 5, 2022
Interest in Urban Travel

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more</td>
<td>5.7%</td>
</tr>
<tr>
<td>More</td>
<td>7.9%</td>
</tr>
<tr>
<td>Slightly more</td>
<td>10.6%</td>
</tr>
<tr>
<td>Unchanged</td>
<td>55.8%</td>
</tr>
<tr>
<td>Slightly less</td>
<td>10.6%</td>
</tr>
<tr>
<td>Less</td>
<td>20.0%</td>
</tr>
<tr>
<td>Much less</td>
<td>4.1%</td>
</tr>
</tbody>
</table>

Source: Destination Analysts, State of the American Traveler Report, April 5, 2022
How are COVID & Prices Impacting Trips?

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much longer</td>
<td>2.7%</td>
</tr>
<tr>
<td>Longer</td>
<td>4.8%</td>
</tr>
<tr>
<td>Slightly longer</td>
<td>9.5%</td>
</tr>
<tr>
<td>Unchanged</td>
<td>59.8%</td>
</tr>
<tr>
<td>Slightly shorter</td>
<td>13.0%</td>
</tr>
<tr>
<td>Shorter</td>
<td>23.2%</td>
</tr>
<tr>
<td>Much shorter</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

Source: Destination Analysts, State of the American Traveler Report, April 5, 2022
How are COVID & Prices Impacting Trips?

- Much closer to home: 5.1%
- Closer to home: 12.1%
- Slightly closer to home: 14.8%
- Unchanged: 54.4%
- Slightly further from home: 5.5%
- Further from home: 5.7%
- Much further from home: 2.4%

Source: Destination Analysts, State of the American Traveler Report, April 5, 2022
Current Campaigns

• Annual Regional

• Spring/Summer (national)

• Metro

• Online Travel Agency Co-op (national)

• Basecamp & Wellness (interest-based)

• Annual, “Business as Unusual” Conventions
Regional Events Campaign

• 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
Spring/Summer National Campaign

- VISIT DENVER’s largest seasonal marketing campaign
- Runs Late April – Mid-August
- Markets: Target Markets (Chicago, Houston, NYC, LA) + National
- Drives to Spring Summer campaign landing page
Metro Campaign

• Continuation of similar program from 2021 done at Mayor’s request

• Encourages locals to “be a tourist in their own town” with activities and events

• Begins late May and runs through the summer

• Dovetails with other efforts by City, DDP and others to revitalize downtown and central Denver
Basecamp Denver

- Runs January - December

- Markets: National with interest-based targeting for outdoor adventure

- Primarily video-based campaign running on paid social and digital platforms + partnership with Outside Magazine

- Drives to Basecamp Denver landing page
Online Travel Agency (Expedia) 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
- Since January, 2021:
  - 220k room nights
  - $38.4 million in revenue
Conventions Marketing Campaigns

• Business as Unusual
• Encourages planners to consider Denver for future meetings
• Targets national meeting planners via trade websites and LinkedIn
• Drives traffic to Business as Unusual campaign landing page
• MORE THAN 1.5 MILLION TOTAL VIDEO VIEWS!
• Follow VISIT DENVER on LinkedIn to get updates
Denver Restaurant Week 2022 Recap

- Participating restaurants: 197
- Meals served: 119,973
- Revenue generated: nearly $4.8 million in spending at participating restaurants, delivering a much-needed economic boost to struggling restaurants
- Tips generated: $959,784
- Taxes generated: $383,914
- Awarded first-ever Denver Restaurant Week Rockstar Service Award, presented by Society Insurance
Who Loves Front-Line Workers...?

- Much more: 18.5%
- More: 24.6%
- Slightly more: 21.1%
- Unchanged: 32.0%
- Slightly less: 2.7%
- Less: 3.8%
- Much less: 0.6%

Source: Destination Analysts, State of the American Traveler Report, April 5, 2022
Allison Kohn
Director, Government & Community Affairs
Public Policy Update

• Workforce update: hospitality and leisure industry facing slow recovery
• Mayor’s Public Safety Plan
• Center City Collaborative
• Pop up stores
• Visit Denver monthly impact meeting
• 16th Street Mall Project renovation kicked off April 14
• Visit Denver will be working with CHLA and CRA this summer and fall on monitoring ballot initiatives and election activity
Additional Updates on the State Side:

• 2022 State Legislative Session ends on May 11
  o HB22-1326 Fentanyl Accountability and Prevention (Garnett, Lynch/Pettersen, Cooke)
  o Long bill - $36 billion state budget proposal

• Meeting and Events Incentive Cash Rebate Program
  o Governor Polis signed a bill into law extending this program’s deadline for eligible events from December 31, 2022 to June 30, 2024.
  o The program provides a 10% cash rebate against eligible hard costs for hosting meetings and events in Colorado, in order to encourage tourism industry recovery.
MC Genova
Director, Partnership &
VISIT DENVER Foundation
2022 Partnership Update

- **Stay Involved!**
  - Be sure your listings are up-to-date
    - Update Venue Information – so we can refer your business!
    - Threshold 360 (360-degree video for hotels and venues – included in partnership benefits)
    - Add special offers
    - Add public events to the Denver365 Events Calendar
    - Submit a hotel deal
    - Minority-owned & Women-owned (through extranet amenities tab)

- Attend Monthly 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
  o Colorado Mesa University
  o Colorado State University
  o Metropolitan State University of Denver
  o University of Denver
  o University of Northern Colorado

• 22nd Annual Denver & Colorado Tourism Hall of Fame Dinner
  o Held Wednesday, March 9 at Mission Ballroom
  o Raised more than $125,000 for the VISIT DENVER Foundation

• Awarded $116,000 in scholarships to 36 students in April 2022

• Awarded $1.3M to 481 students since 2000
35th Annual VISIT DENVER Foundation Cup & Partnership Open

• A benefit for the VISIT DENVER Foundation

• Tuesday, June 7, 2022 at City Park Golf Course

• Participation Fees:
  o Foursome: $1,200
  o Individual Golfer: $350
  o Tee Box Sponsorship: $500

• Door Prizes Needed. Donate today!
Thank You to Our Host:
Hyatt Centric Downtown Denver Hotel