PUBLIC RELATIONS
The VISIT DENVER PR Team

Jesse Davis
Director of PR & Communications

Caroline Campbell
Communications & PR Manager

Abby Shirmacher
Public Relations Coordinator
VISIT DENVER – Extended PR Team

Local Agency Support
- K2 Public Relations
  FAM support
- LV Events
  (interim support)
- Essencialize
  Spanish-speaking media

Int’l Agencies
- KAI (Canada)
- AdNova (Mexico)
- Black Diamond (UK)
- Get It Across (GSE)
- B World (France)
Role of Public Relations in Tourism

“Advertising is saying you’re good. PR is getting someone else to say you’re good.”

- Jean-Louise Gasse, founder of BeOS
Media Strategy

*Strategy: Inspire travel and positive brand sentiment through earned media placements.*

**Domestic**
Target top regional and national consumer pubs to inspire travel from key feeder markets.

**International**
Sustain a brand presence in key global media markets that offer non-stop airline accessibility.

**Trade**
Showcase CCC and unique meeting venues in key regional/national meeting & convention outlets.
A Day in the Life - Tactics

Press Release
Tried and true tactic

Press Conference
We have news for you today

Media FAM
Journalist immersion

Media Deskside
Can’t come to us, we come to you

Media Market
Pre-scheduled media meetings

Media Interview
Controlling the narrative

Speeches & Talk Points
Everyone on message

Story Pitching
Inspiring journalists
International Public Relations

Int’l Agencies

❖ KAI (Canada)
❖ AdNova (Mexico)
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❖ Get It Across (GSE)
❖ B World (France)

STRATEGY
“Culturally Smart, Country Specific”

❖ Brand presence
❖ PR = Broadest Reach/Modest Investment
❖ Non-stop Air Accessibility is Key
❖ Group FAMs
❖ Trade Shows
❖ International Media Marketplaces
Media FAMs

- Journalist Immersion
- Showcase Best That Denver Has to Offer
- 2-4 Day Curated Itineraries
- Group and Individual
- Domestic and International
- 150+ Per Year
- Prioritize Partners
Local Pillar Campaigns

**Restaurant Week**
- Support local culinary industry
- Drive locals to eateries
- Showcase partners when possible
- Use as platform to promote beyond local (Michelin)

**Beer Week**
- Support local beer industry
- Launch annual Beer Trail
- Amplify GABF at convention center
- Capitalize on GABF journos
- Annual Beer Bus

**Arts Week**
- Support local arts and culture scene
- Promote 100s of local events
- Feature partners
- Use as platform to amplify nationally
- Free night at museums

**Mile High Holidays**
- Help to drive local holiday business
- Amplify regional ad campaign
- Drive regional visitation
- Feature partners
- Mile High Tree lighting

- March
- September
- November
- Nov/Dec
Trade Public Relations

Meetings & Conventions

❖ Massive Economic Impact
❖ Fills Downtown Hotels
❖ Generates Room Tax
❖ National/Regional Trade Outlets
❖ Push CCC and Unique Meeting Venues
❖ CCC Expansion
PR Tracking/Reporting

$  PR CURRENCY = Advertising Value Equivalency (AVE)
   ❖ Monetary value of earned media coverage = Cost to advertise

TRACKING PROACTIVITY

❖ Media Pitches
❖ Media Desksides
❖ Press Releases
❖ Press Conferences
❖ Media FAMs
❖ Media Placements
❖ Hosted Journalists
Trends in Tourism PR

❖ Shifting Media Landscape – More to Online *(print down 30+%)*

❖ Shrinking Editorial Staff + Editorial Space *(major travel sections folding)*

❖ Proliferation of Freelancers and Influencers *(over 20 percent freelance)*

❖ Shifting Beats – Ave. Journo Covers 3+ Beats *(less than 20% cover travel)*