

PUBLIC RELATIONS

The VISIT DENVER PR Team



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VISIT DENVER – Extended PR Team



Local Agency Support

- ❖ **K2 Public Relations**
FAM support
- ❖ **LV Events**
(interim support)
- ❖ **Essencialize**
Spanish-speaking media



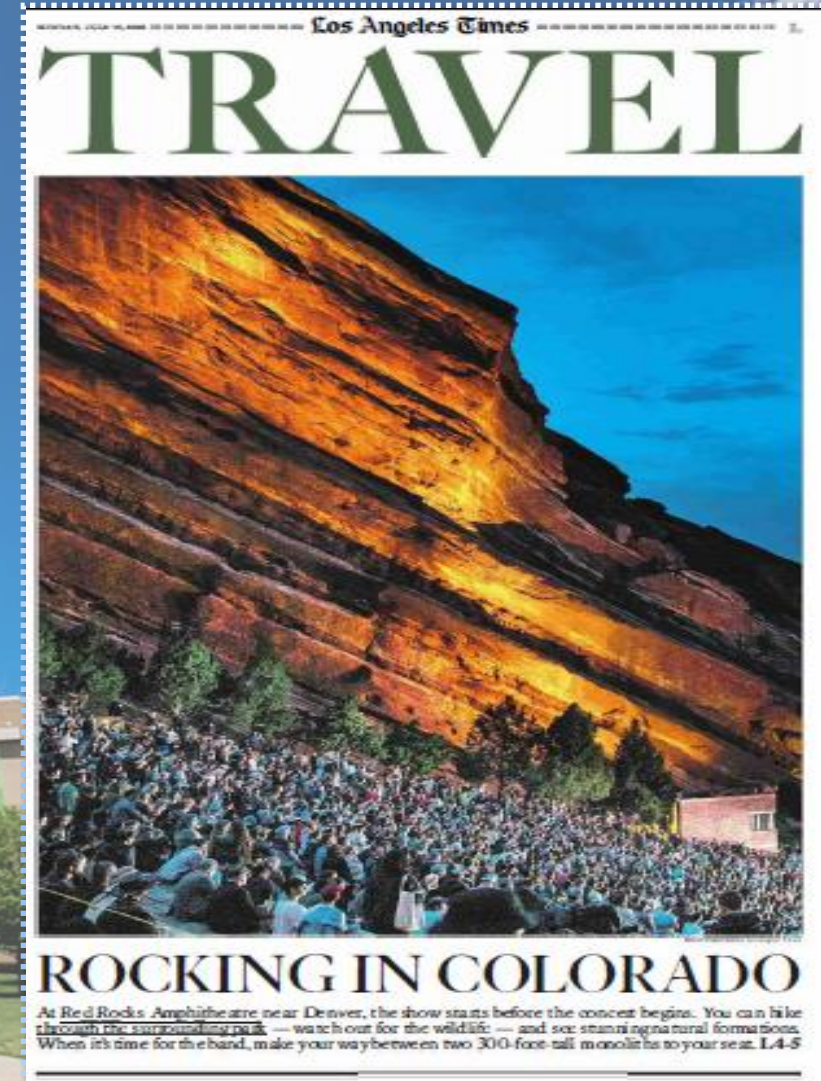
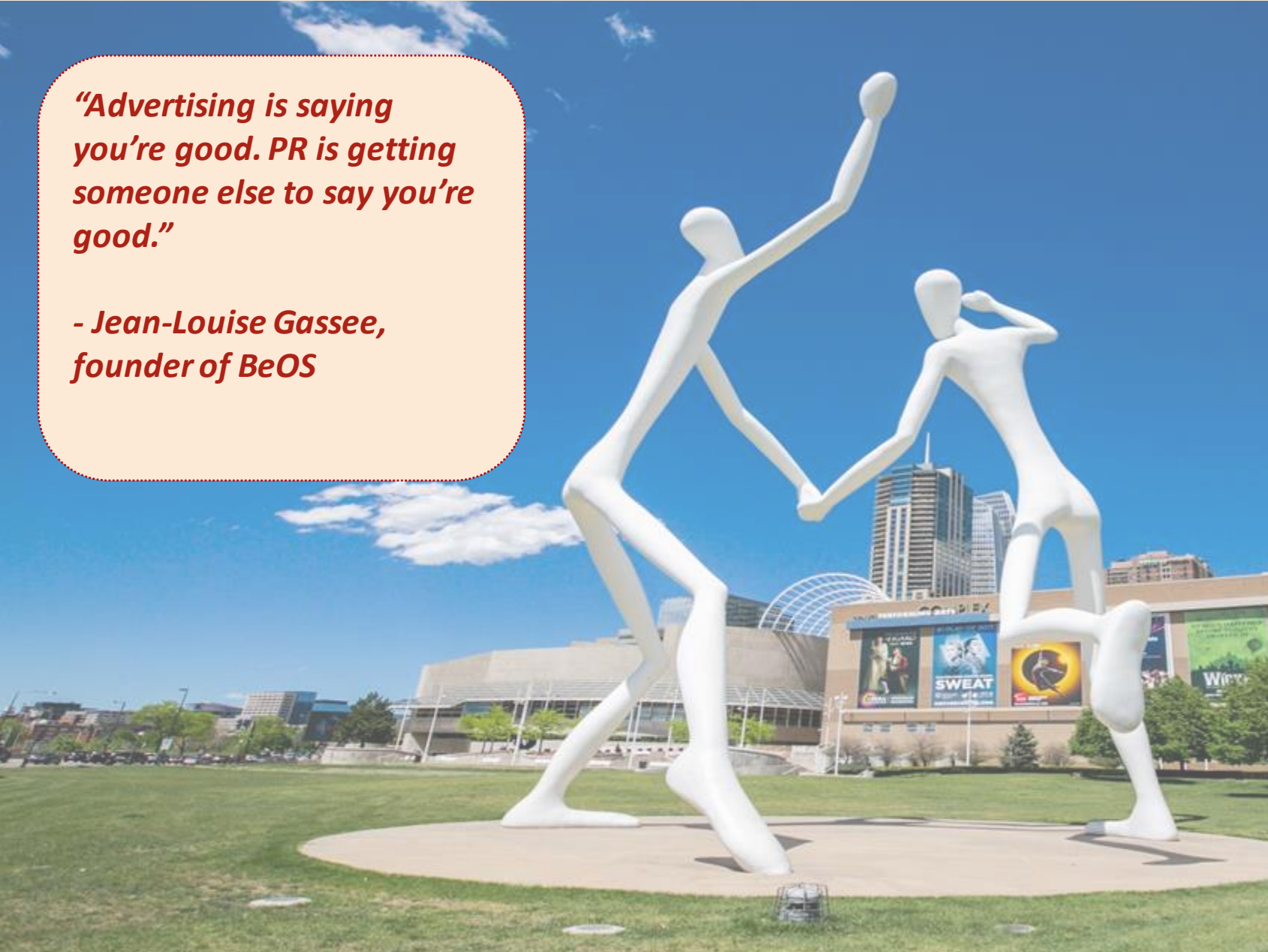
Int'l Agencies

- ❖ **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



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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)



March

Beer Week

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



September

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



November

Mile High Holidays

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



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

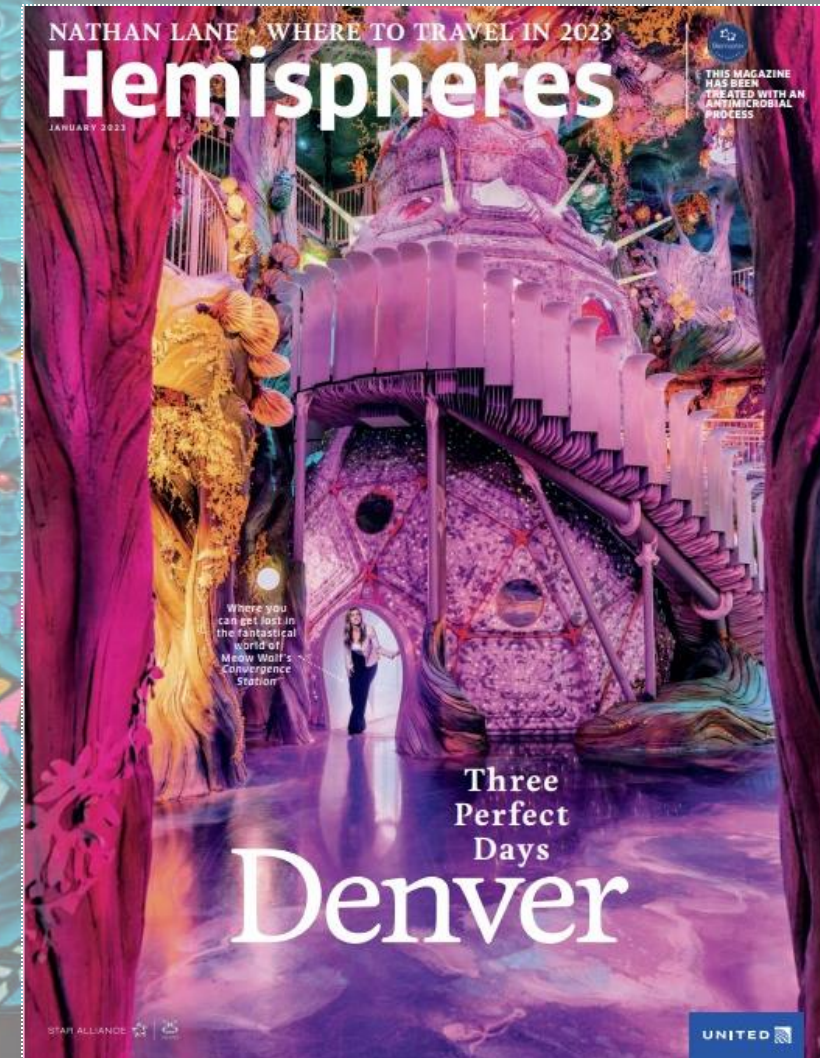


PR CURRENCY = Advertising Value Equivalency (AVE)

❖ *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*)



TOGETHER STARTS HERE

THANK YOU / Q&A