



May 7, 2020

Agenda

- Presentation on VISIT DENVER's programs and recovery planning
- Staff reports
 - Partnership
 - Tourism
 - Communications
 - Web
 - Social media
- Round robin and discussion

Support of the Industry & Our Partners

- Serving on the Governor's and Mayor's Taskforce representing the hospitality industry
- Sharing updates with our partners each time we learn about Federal, State and Local [resources for small businesses](#)
- Created [ToGoDenver.com](#) to support our restaurants, caterers, breweries, wineries and distilleries who are offering takeout, curbside pick-up and delivery
- Created [Virtually Denver](#) to collect and promote the many partner digital offerings
- Created a **local campaign**, entitled "[Love This City](#)" to remind locals what an exciting, vibrant city we live in and to support you, our partners
- Actively working on recovery planning with agencies and internal teams

10+ Industry Research Resources

- Arrivalist Travel Index
- Adara Traveler Trends, Market Monitor
- Sojern Travel Trends
- Expedia Future Stay Report
- Destination Analysts COVID Study
- Longwoods COVID Study
- MMGY Global COVID Resources
- Resonate
- STR (Smith Travel Research)
- Tourism Economics
- Denver International Airport (DEN)



The State of Travel

National

- Overall travel intent and sentiment impacted as travelers wait for things to improve
- Travelers more optimistic about traveling Fall 2020 or later
- Recovery not “one size fits all” with regional and individual market differences

Denver

- Dramatic declines in searches and bookings (on par with other markets)
- Forecasting this trend to continue for the next 20 weeks
- Searches and bookings shifting to the late summer/fall



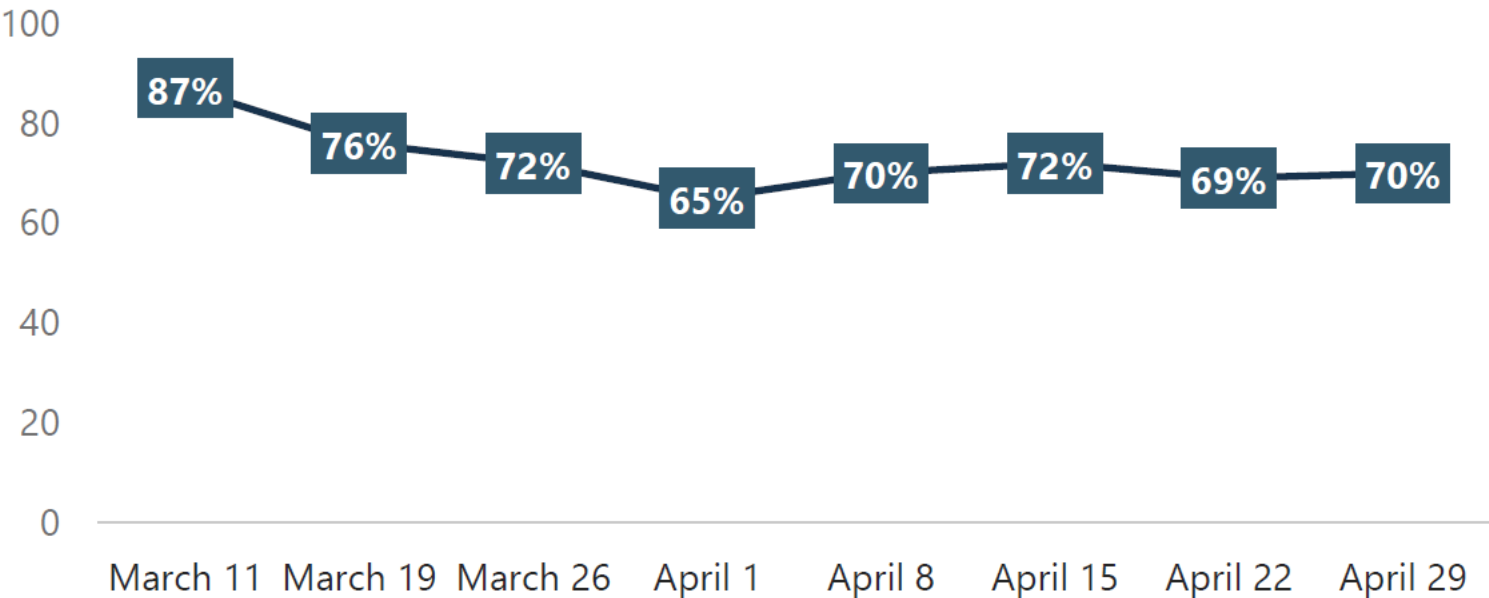
Traveler Sentiment Takeaways

- More than half of Americans say they will be eager to travel for leisure once the pandemic passes *(Source: MMGY Global)*
 - One-quarter comfortable with travel by plane
 - One-third won't fly until 2021
 - One-third are more likely to take a vacation closer to home than before COVID-19
- Travelers appear to be more comfortable with car travel and less crowded spaces
- Desired experiences may focus on open spaces and self-care/wellness
- More than half of travelers are open to destination marketing with the right message
- In-State/Regional/Road Trip travelers may be the first to travel once restrictions are lifted



Longwoods – Consumer Travel Plans

Travelers with Travel Plans in the Next Six Months Comparison



Travel Sentiment Study Wave 8

Destination Analysts – Future Travel

In the period after coronavirus, how are you going to approach getting back into travel?



47.0%

I'll get back in but carefully



39.9%

I'll test the waters first



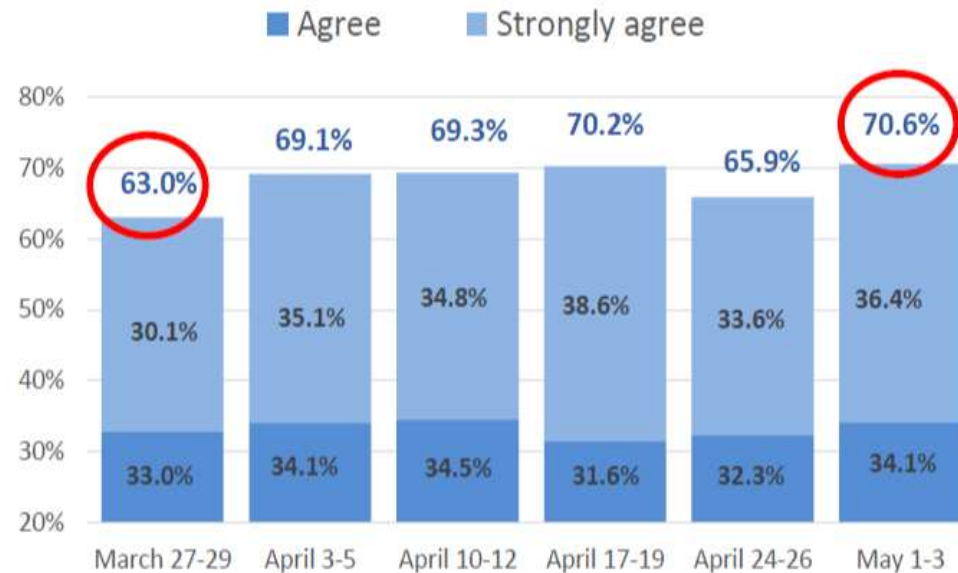
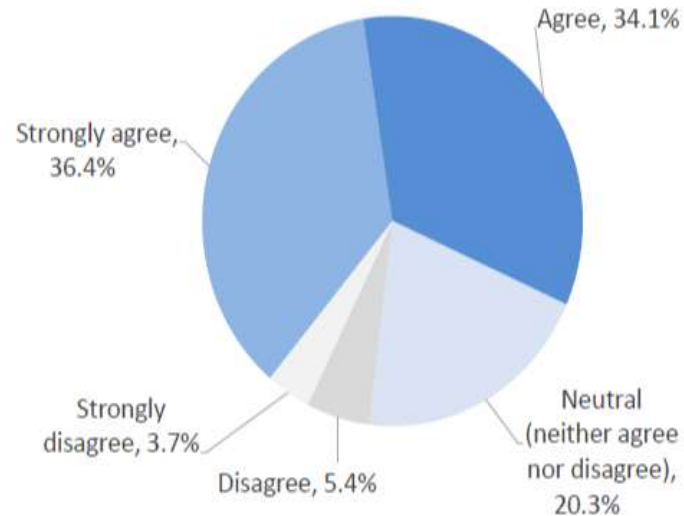
13.1%

I'll jump right back in

Destination Analysts – Travel Interest

How much do you agree with the following statement?

Question: I miss traveling. I can't wait to get out and travel again.



(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208 and 1204 completed surveys. Data collected March 13-15,, 27-29, April 3-5, 10-12, 17-19 and 24-26, 2020)

Destination Analysts
DO YOUR RESEARCH

Research fielded May 1-3, 2020

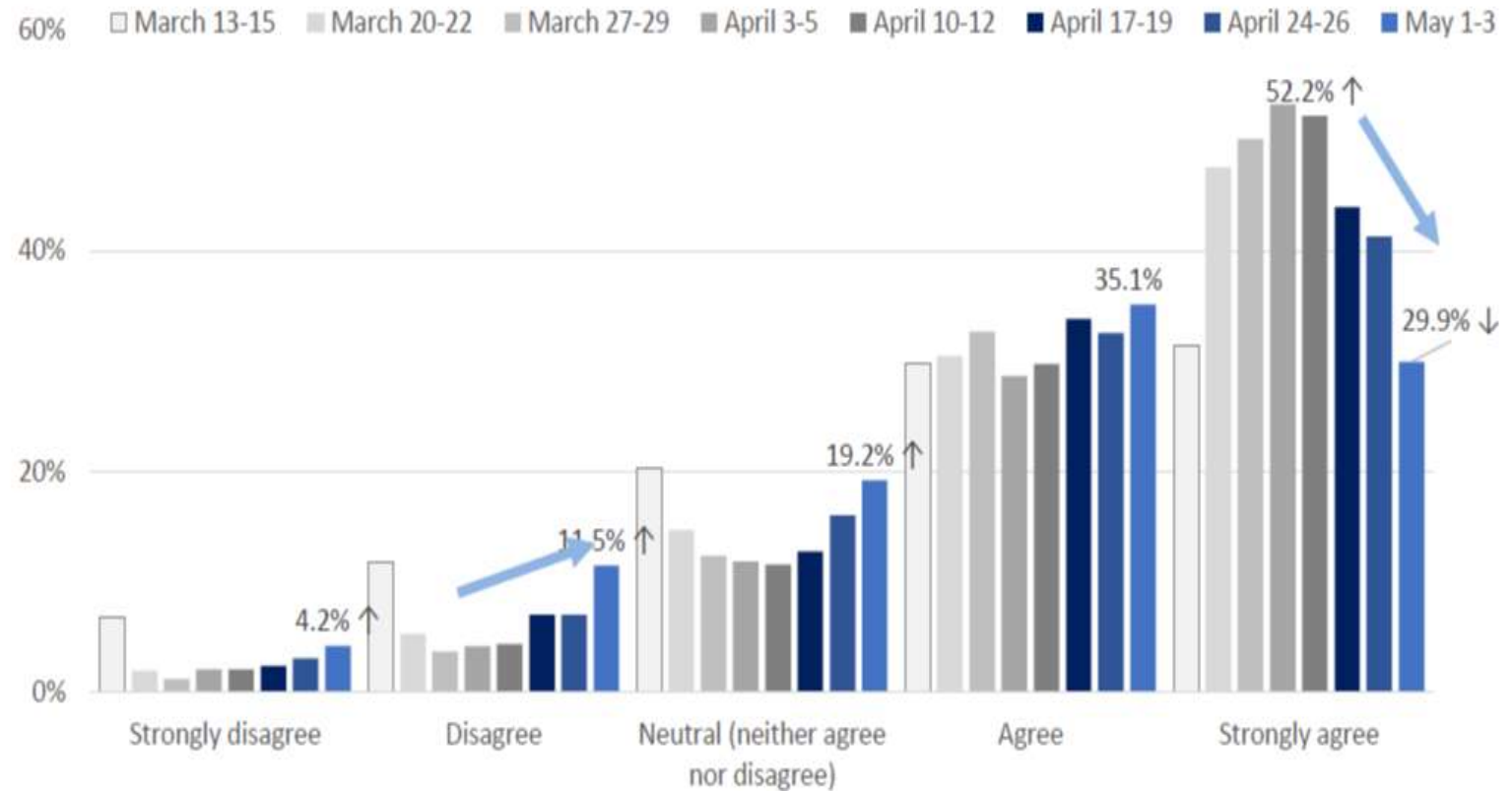


Destination Analysts – Consumer Sentiment

How much do you agree with the following statement?

Statement: I'm planning to avoid all travel until the coronavirus situation blows over.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208 and 1,204 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 2020)

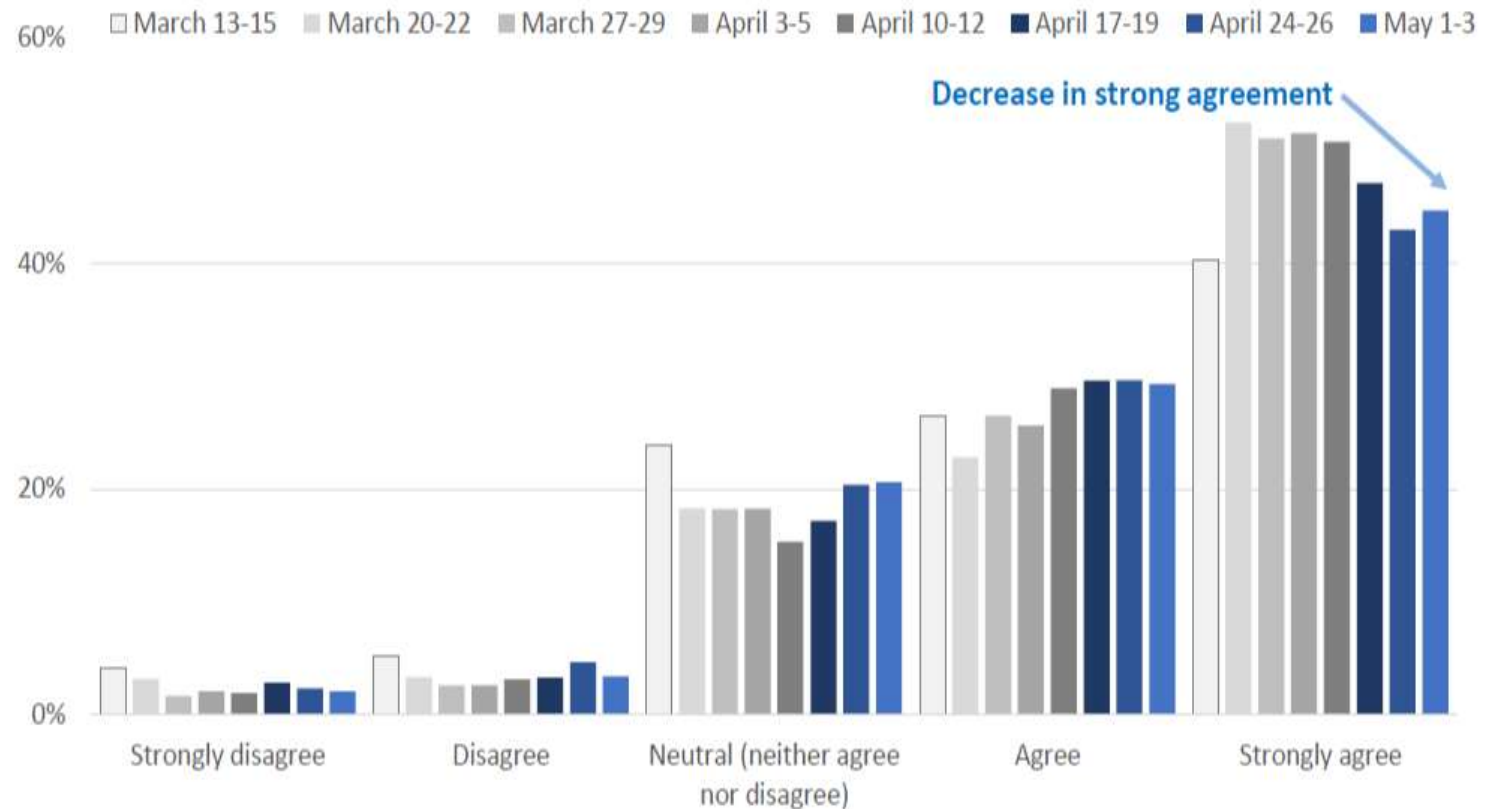


Destination Analysts – Meeting Sentiment

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.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208 and 1,204 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 2020)



Research fielded May 1-3, 2020



Building Strategy for Recovery

PREPARE

- Monitor industry research and consumer sentiment
- Implement local promotions and resources

PIVOT

- Develop new messaging & creative
- Incorporate reassurances of safety & value proposition
- Market to local audiences/staycations

REASSESS

- Evaluate market conditions/consumer sentiment
- Determine in-state/regional drive target markets
- Identify market segments most likely to travel (e.g. solo travelers/singles/couples v. families)

REVIVE

- Launch new in-state/regional marketing efforts
- Focus on Shorter Trips/Weekends, Road Trips, Outdoor Activities, Self-Care/Wellness
- Utilize market research & technology to reach the best target audiences



Longwoods – What Consumers Want Now

Information and Content of Interest to Travelers



Research fielded 4/8/20





ToGoDENVER.com

ToGoDenver.com

- VISIT DENVER partnered with the Colorado Restaurant Association, Eat Denver – an association of independent restaurateurs – and the Boulder CVB to create [ToGoDenver.com](https://www.togodenver.com)
- The program supports restaurants, breweries, distilleries, caterers, etc. offering takeout, curbside pick-up and delivery
- The existing Denver Restaurant Week platform was repurposed to create and launch the website in record time

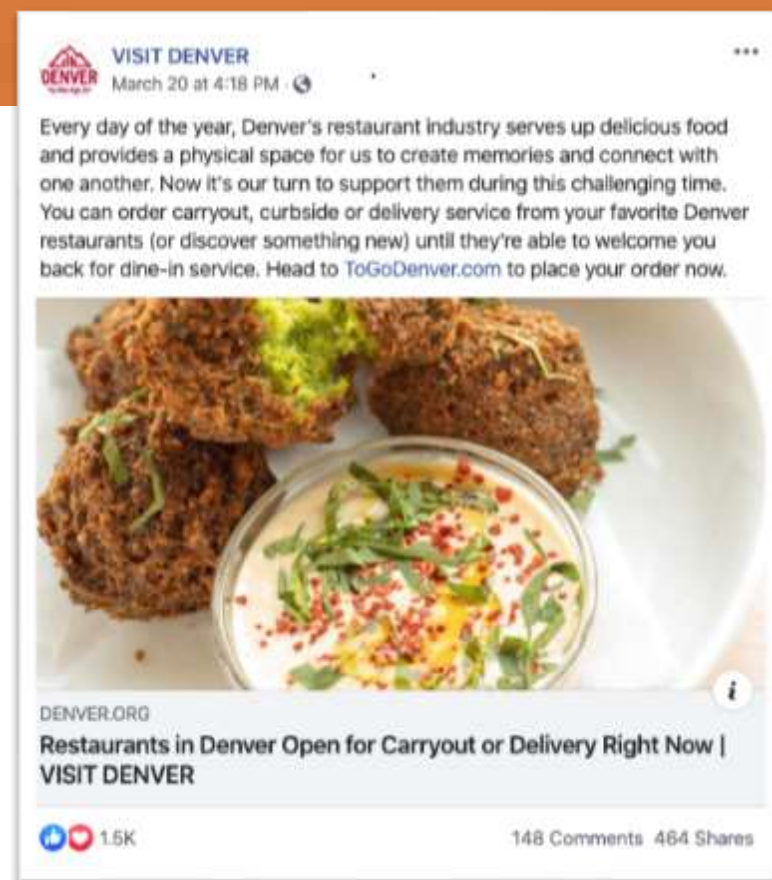


ToGoDENVER.com

FIND METRO DENVER RESTAURANTS
OPEN FOR TAKEOUT OR DELIVERY!



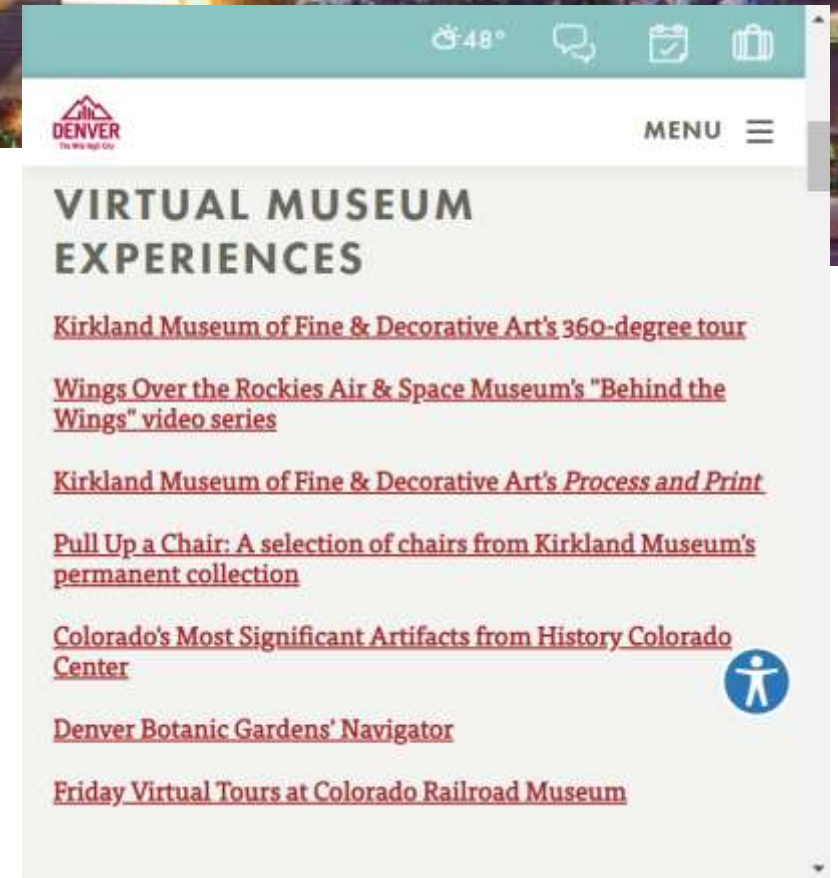
- To-date, nearly 900 participating outlets across the metro area
- Promoted via:
 - Social media (paid & organic)
 - Paid search
 - Public relations
 - Complimentary print & digital advertising placements in local publications and websites (Westword, 5280)
- 210,000+ pageviews to site since launch
- \$2.2 million in media value from PR activities





Virtually Denver

- Created to collect and promote the many virtual and online offerings from partners
- Using [repurposed Weekender blog post](#) that has maintained high traffic levels and on Denver 365 event calendar in new “Virtual & Online” category
- Blog updated weekly; event calendar updated daily
- Free to [submit a virtual event](#)





Virtually Denver

- More than 90 activities featured on the blog; nearly 160 virtual events on Denver 365 calendar
- Promoted via multiple channels
 - April “Discover Denver” consumer newsletter, sent to 100,000+ opt-in subscribers
 - Social media (paid and organic) and using the #VirtuallyDenver hashtag
 - Public relations
- 30,000+ pageviews to site since launch
- \$2 million in media value from PR activities



MENU



360 DEGREE TOUR
MAR 23, 2020 - MAY 11, 2020

ADD TO CALENDAR

QUICK VIEW



Love This City Denver Program

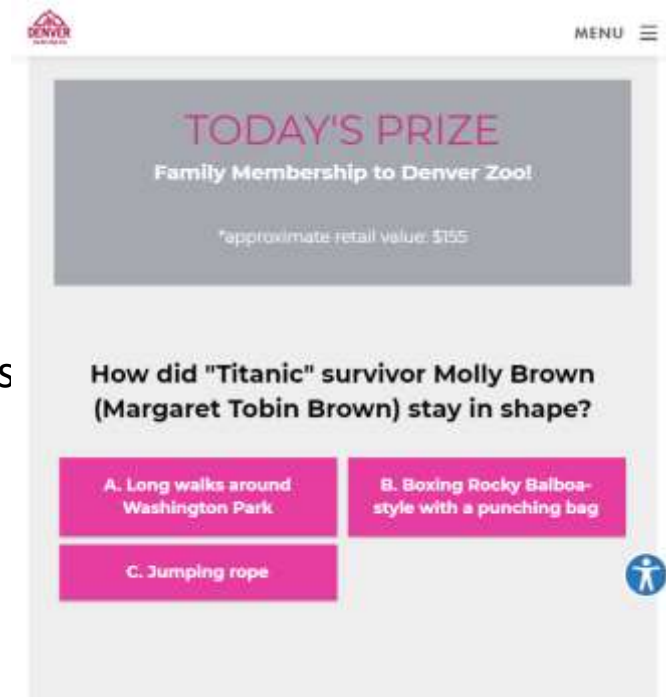
- Program purpose:
 - To remind locals of our exciting and vibrant city
 - To get them excited to experience the city in the (hopefully near!) future
 - To support our partners
- Main components:
 - Seven weeks of Denver trivia questions on LovethisCityDenver.com
 - Daily giveaways from partners
 - Larger, neighborhood packages given away every Friday
 - Two seasonal (winter & summer) grand prizes at end of program





LoveThisCityDenver.com

- Launched Monday, April 20
- Partnership with Pat Milbery/So Gnar Creative Division
- Promoted via:
 - Social media (paid and organic) including cross-promo by gift partners
 - Public relations
 - Media partners like CBS4
- Success so far:
 - 6,300+ entrants over 2.5 weeks
 - More than 14,000 pageviews to site





THANK YOU!

Questions? Contact Lexi Compton at
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