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)
  o One-quarter comfortable with travel by plane
  o One-third won’t fly until 2021
  o 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
Travelers with Travel Plans in the Next Six Months Comparison

- March 11: 87%
- March 19: 76%
- March 26: 72%
- April 1: 65%
- April 8: 70%
- April 15: 72%
- April 22: 69%
- April 29: 70%

Research fielded 4/29/20
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

Research fielded April 10-12, 2020
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.

Agree, 34.1%

Strongly agree, 36.4%

Strongly disagree, 3.7%

Disagree, 5.4%

Neutral (neither agree nor disagree), 20.3%

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)

Research fielded May 3, 2020
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)
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
Information and Content of Interest to Travelers

- Delivery and takeout food options in your community: 50%
- Ways to support local businesses/organizations and their staff impacted by COVID-19: 49%
- Deals and offers for travel, dining, and entertainment for future use: 49%
- Purchasing merchandise and gift cards from local businesses online: 27%
- Videos of inspirational or interesting travel destinations: 26%
- Online virtual tours of museums, art galleries, and other visitor attractions: 25%
- Live streams of performances by local musicians, artists, or theater groups: 23%
- Sharing travel experiences or ideas with others online during this time: 20%
- 360-degree images/videos or virtual reality experiences of travel destinations: 19%

Research fielded 4/8/20
VISIT DENVER partnered with the Colorado Restaurant Association, Eat Denver – an association of independent restaurateurs – and the Boulder CVB to create 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.
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
More than 90 activities featured on the blog; nearly 160 virtual events on Denver 365 calendar

Promoted via multiple channels
- April “Discover Denver” consumer enewsletter, 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
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 lcompton@visitdenver.com