



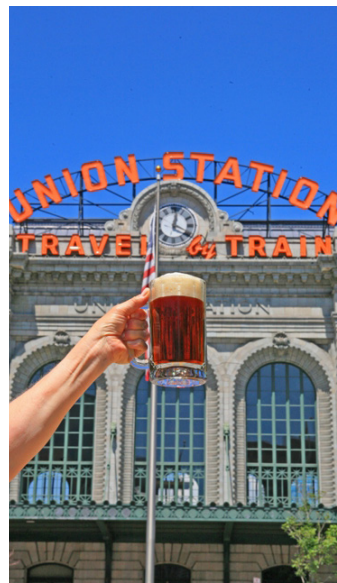
**VISIT DENVER**  
The Convention & Visitors Bureau

VISIT DENVER Media Kit





We are the official marketing organization for the city and county of Denver. Our mission is to bring conventions and leisure visitors to Denver for the economic benefit of the city, our partners and the community.



## We know Denver. We market Denver.

We can help tell your story and get you in front of the larger visitor and meeting planner audiences we serve.

# The Power of Denver Tourism

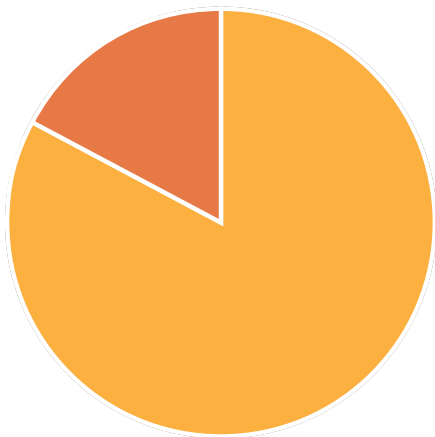


**31.7M**

annual visitors

**16.6M**

overnight visitors



*% of Total Spending*

- Overnight (83%)
- Day Trippers (17%)

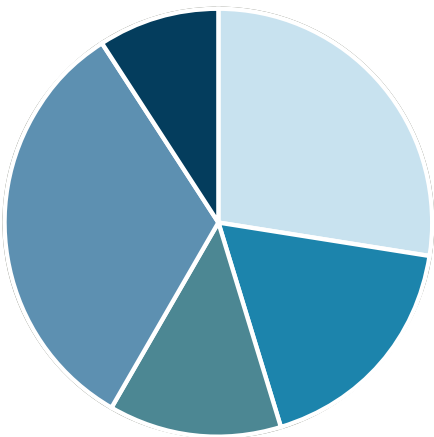


**\$6.6B**

total spending

**\$5.5B**

overnight spending

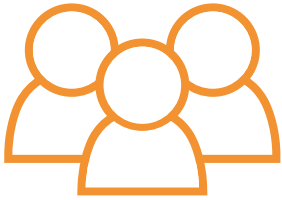


*Overnight Spending*

- Accommodations (\$1.53B)
- Eating/Drinking (\$974M)
- Retail (\$700M)
- Transportation (\$1.82B)
- Recreation (\$497M)

Source: Longwoods International Denver Visitor Profile Report 2021 Travel Year

# Our Visitors



## DEMOGRAPHICS

50% Female    50% Male

Age 18-24 (11%)

Age 25-44 (39%)

Age 45-64 (33%)

Age 65+ (16%)

HHI \$75k+ (37%)



## 3 NIGHTS

average overnight stay in Denver

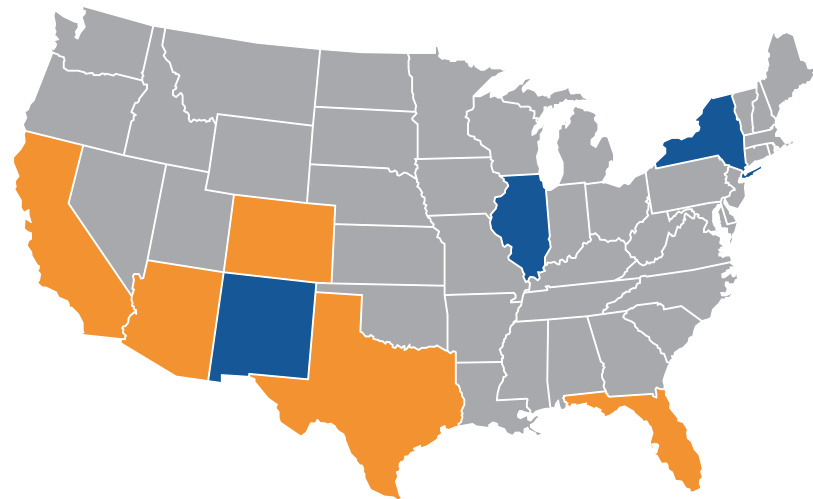


## \$158/PERSON

average dollars per day spent by  
marketable visitors

## TOP MARKETS

1. Colorado
2. Texas
3. California
4. Florida
5. Arizona



Source: Longwoods International Denver Visitor Profile Report 2021 Travel Year

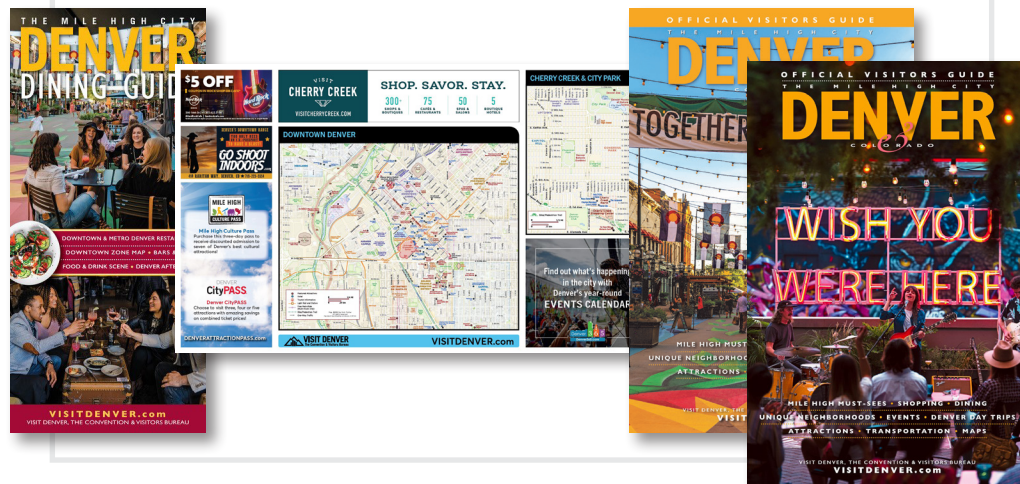
To advertise, contact: Katy Hoch | 817.734.1213 | [khoch@visitdenver.com](mailto:khoch@visitdenver.com) | Partnership Sales Manager



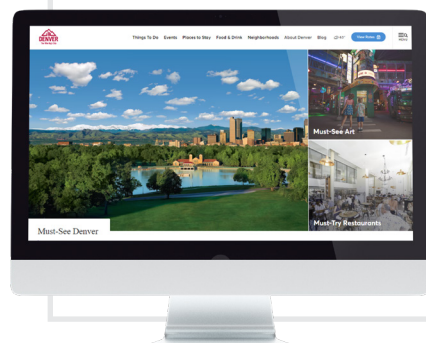
# VISIT DENVER can help you engage with travelers at multiple touchpoints along their planning and booking journey.

Tap into \$6.6B in visitor spending with guaranteed exposure through VISIT DENVER's trusted channels.

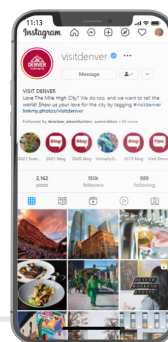
## PRINT



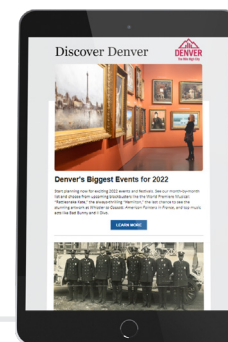
## WEBSITE



## SOCIAL



## NEWSLETTERS



## BROCHURE DISTRIBUTION



To advertise, contact: Katy Hoch | 817.734.1213 | [khoch@visitdenver.com](mailto:khoch@visitdenver.com) | Partnership Sales Manager

# Official Visitors Guide to Denver & Colorado

Print visitor guides remain a powerful planning and booking resource for visitors. Our FREE visitors guide is a must have for travelers planning their Mile High City experience.

## Annual Distribution - 425,000 Copies

## Printed Semi-annually

- Spring/Summer and Fall/Winter
- Print & digital formats

## Direct Fulfillment

- Mailed directly to visitors who are planning their trip to Denver

## In-Market Distribution

- More than 140 Metro Area locations
- Front Range hotels
- Visitor Centers at Union Station and Colorado Convention Center
- State Welcome Centers
- Rental Car Companies
- Domestic and international motorcoach groups
- Media press kits
- Convention attendees
- Denver International Airport Information Desks

## Ad Rates

AD SIZE	1 TIME	2 TIMES
Full page	\$10,180	\$9,251
2/3 page	\$7,840	\$7,130
1/2 page	\$6,130	\$5,570
1/3 page	\$5,080	\$4,621
1/4 page	Co-ops only	Co-ops only
1/6 page	\$3,290	\$2,990
Premium Placement*	\$12,210	\$11,100
Inside Front	\$12,540	\$11,400
Back Cover	\$13,541	\$12,311
Inside Back Cover	\$11,377	\$10,343

*\*Premium placements sell out early and carry right of first refusal*



**DENVER**  
TOGETHER STARTS HERE

OFFICIAL VISITORS GUIDE  
THE MILE HIGH CITY



**WISH YOU WERE HERE**

OFFICIAL VISITORS GUIDE  
THE MILE HIGH CITY



**DENVER**  
TOGETHER STARTS HERE

OFFICIAL VISITORS GUIDE  
THE MILE HIGH CITY

2/3 page	\$7840	\$7130
1/2 page	\$6,130	\$5,570
1/3 page	\$5,080	\$4,621
1/4 page	\$3,290	\$2,990
1/6 page	\$12,210	\$11,100
Premium Placement*	\$12,540	\$11,400
Inside Front	\$13,541	\$12,311
Back Cover	\$11,377	\$10,343

\*Premium placements sell out early and carry right of first refusal

ATTRACTIONS

**THE HISTORIC DENVER COLLEGE**  
The historic Denver College is a 100-year-old building that has been converted into a modern museum. It features a variety of exhibits, including a large mural of the city's history and a collection of historical artifacts. The museum is located in the heart of downtown Denver and is open to the public.

**THE OLYMPIC THEATRE**  
The Olympic Theatre is a historic building that has been converted into a modern theatre. It features a variety of performances, including plays, musicals, and dance. The theatre is located in the heart of downtown Denver and is open to the public.

**THE DENVER BOTANICAL GARDEN**  
The Denver Botanical Garden is a large, beautiful garden that is open to the public. It features a variety of plants, including flowers, trees, and shrubs. The garden is located in the heart of downtown Denver and is open to the public.

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# VISIT DENVER Dining Guide

Pocket sized and easy to use. This dining guide features Denver's restaurants by neighborhood<sup>†</sup> and includes helpful maps and cuisine index. Distributed directly to planners and their meeting attendees as well as the Tourist Information Centers at Union Station and Colorado Convention Center.

## Annual Distribution

- 50,000 Copies

## Ad Rates

AD SIZE	RATES	OVG Advertisers
Back Cover	\$5,000	
Inside Back Cover	\$4,250	
Inside Front Cover	\$4,500	
Full Page	\$4,000	\$2,000*
Half Page	\$2,000	\$1,000*
1/4 page	\$1,000	\$500*

\* Available rate for Official Visitors Guide advertisers

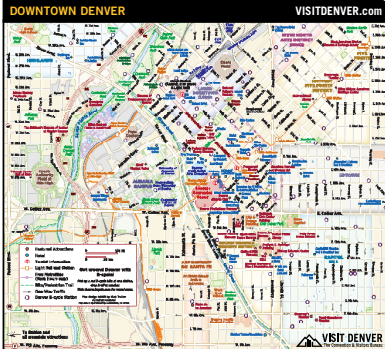
<sup>†</sup> Downtown (LoDo/Larimer Square/Riverfront/RiNo/Five Points)  
South Broadway/Washington Park/South Pearl/South Gaylord  
South Metro/Denver Tech Center/Park Meadows  
Golden Triangle Museum District/Art District on Santa Fe  
Capitol Hill/Uptown/Governor's Park  
Cherry Creek/Colorado Blvd.  
Highlands (Highlands Square/LoHi/Berkeley/Tennyson)  
North Metro/Boulder  
West Metro (Golden/Lakewood/Belmar)



To advertise, contact: Katy Hoch | 817.734.1213 | [khoch@visitdenver.com](mailto:khoch@visitdenver.com) | Partnership Sales Manager


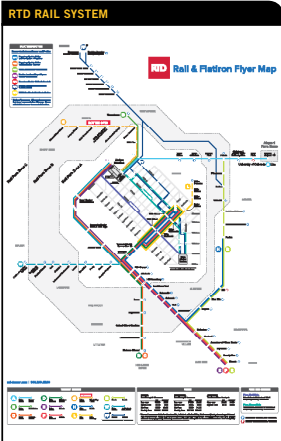
# VISIT DENVER Map Pad

This handy and portable map is distributed at 100+ locations around Denver including hotels and the Tourist Information Centers at Union Station and Colorado Convention Center. **100,000 copies of the map pad are printed two times per year.** Concierges say it is the perfect resource to help visitors navigate the area!


A1	DENVER BANNER SPACE AVAILABLE	B2
A2	<div>DOWNTOWN DENVER</div> 	B3
A3		B4
A4		B5
A5		B6

## Downtown Map Side

- 1 space: \$1,399
- Space B1 has Premium Pricing. See your account executive for details.
- Denver banner space available for \$3,000

C1	C2		
C3	C4		

	
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## Metro Map Side

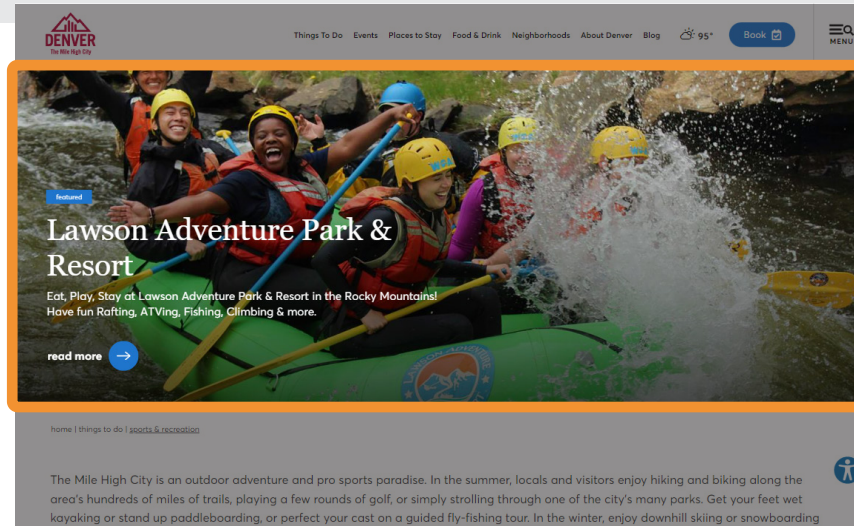
- 1 space: \$999
- Discount for 2 or more spaces



Users are looking for help as they plan their stay, and our highly engaging website provides them all the things to see & do, where to stay, places to dine and more.



# VISITDENVER.com – Header Ads



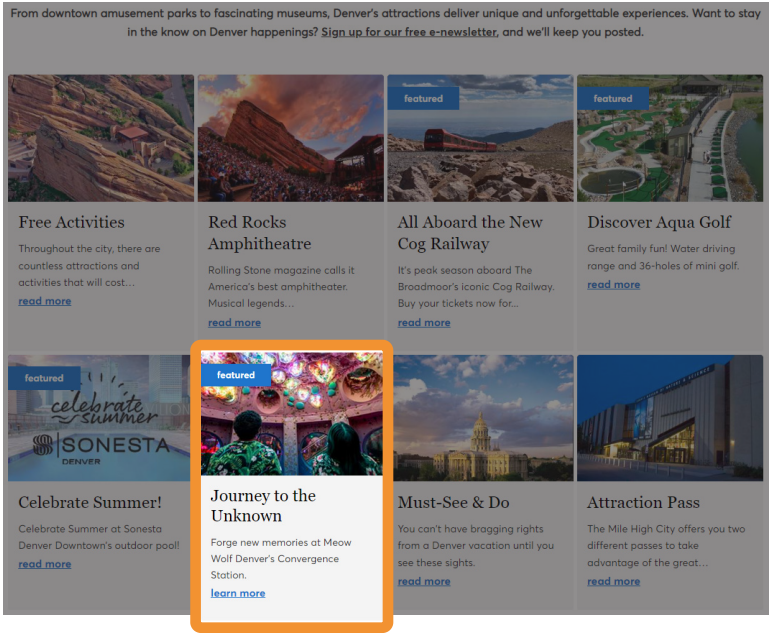
Advertising Option	Location	100% SOV	50% SOV	25% SOV
HEADER AD (RATE PER MONTH)	Things to Do	\$1,800	\$900	\$450
	Attractions	\$800	\$400	\$200
	Day Trips	\$750	\$375	\$188
	Arts & Culture	\$600	\$300	\$150
	Fall & Winter	\$500	\$250	\$125
	Tours	\$500	\$250	\$125
	Family Friendly	\$500	\$250	\$125
	Sports & Recreation	\$330	\$165	\$83
	Shopping	\$330	\$165	\$83
	Nightlife	\$330	\$165	\$83
	Itineraries - Homepage	\$330	\$165	\$83
	Itineraries - Denver in 3 Days	\$330	\$165	\$83
	Food & Drink	\$330	\$165	\$83
	Health & Wellness	\$330	\$165	\$83
	Neighborhoods	\$330	\$165	\$83
	Places to Stay	\$500	\$250	\$125
	Meetings/hotels-venues/find-a-hotel-block	\$500	\$250	\$125

To advertise, contact: Katy Hoch | 817.734.1213 | khoch@visitdenver.com | Partnership Sales Manager



# VISITDENVER.com – Featured Ads

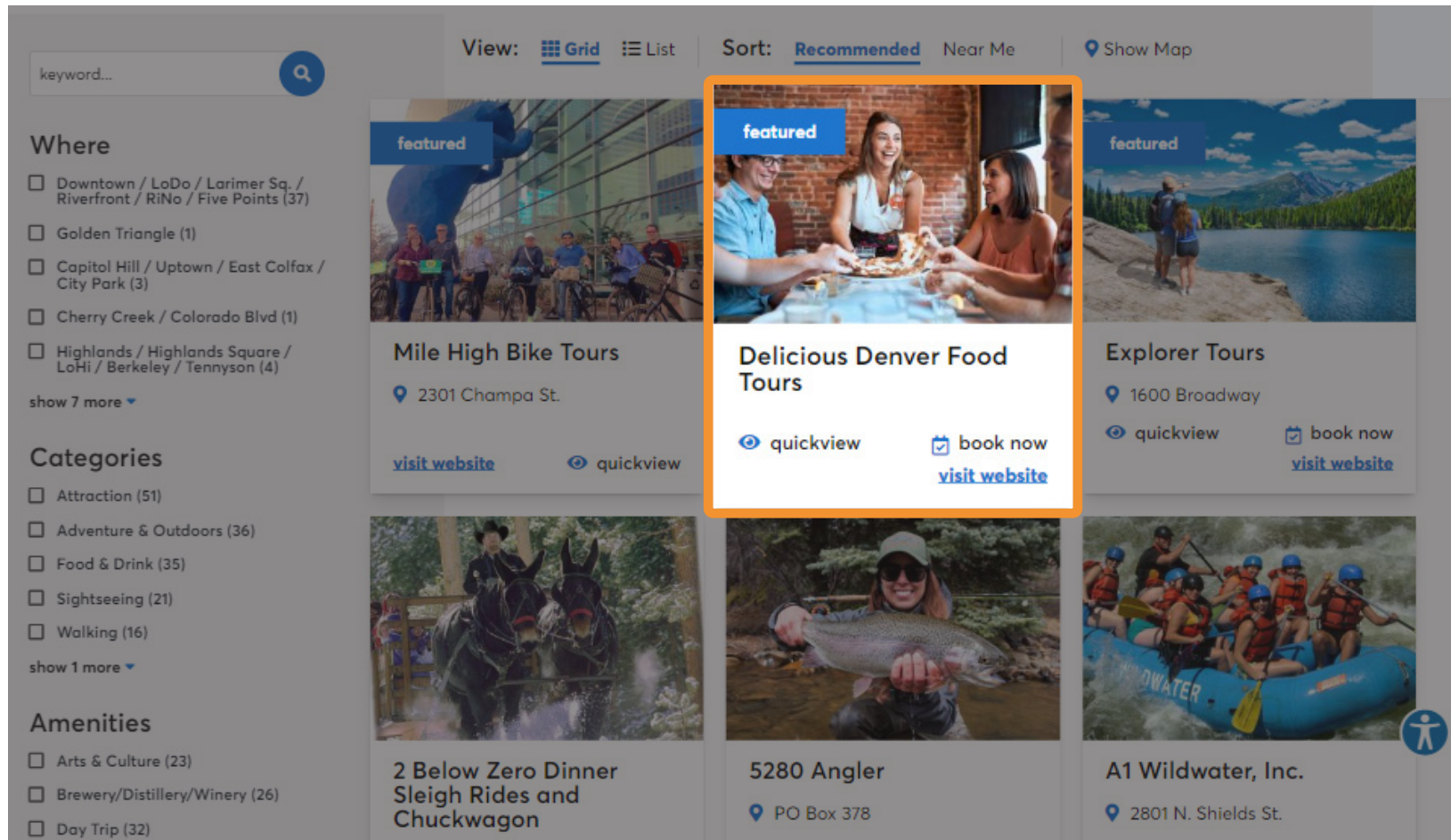
Web advertising allows your business to target the most qualified audience of visitors - those actively engaged in trip planning. Featured ads look like editorial and, because they look like editorial, they get a great click through rate.



Advertising Option	Location	Rate
FEATURED AD (RATE PER MONTH)	Things To Do Homepage	\$600
	Attractions	\$320
	Arts & Culture	\$300
	Family Friendly (Run of Section = Family + Teens + Kids)	\$475
	Basecamp	\$350
	Day Trips Around Colorado	\$260
	Health & Wellness	\$250
	Food & Drink	\$250
	Make A Night of It (Run of Site)	\$750
	Places To Stay (Run of Section = Homepage + Deals + Hotels)	\$500

# VISITDENVER.com – Featured Listings

Stand out among other business listings on VISITDENVER.com with a featured business listing. Our featured business listings place you at the top of a relevant category search, ensuring you are top of mind when visitors are looking and planning.



## Advertising Option

**FEATURED LISTING  
(RATE PER MONTH)**

## Location

Puts your partner listing to the top of one major category or sub-category

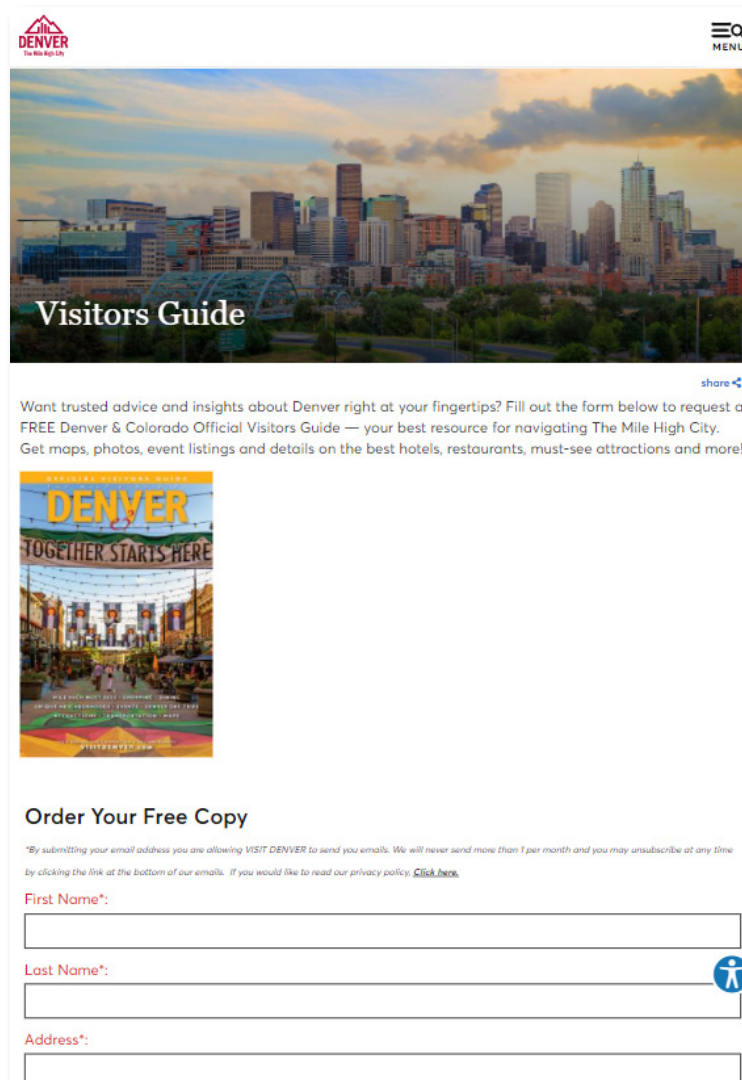
## Rate

\$350



# VISITDENVER.com – Website Leads Program

Our website leads program puts the leads into your hands! Gain exposure and grow your opt-in database. When visitors sign up to receive the *Official Visitors Guide* or subscribe to our monthly eNewsletter, they can request information about your business. Those leads are then sent straight from VISITDENVER.com to you.



The screenshot shows the VISITDENVER.com website. At the top left is the logo with the text "VISIT DENVER The Mile High City". At the top right is a "MENU" icon. The main header features a cityscape image with the text "Visitors Guide". Below this is a "share" icon. The text reads: "Want trusted advice and insights about Denver right at your fingertips? Fill out the form below to request a FREE Denver & Colorado Official Visitors Guide — your best resource for navigating The Mile High City. Get maps, photos, event listings and details on the best hotels, restaurants, must-see attractions and more!". Below the text is a thumbnail image of the "Official Visitors Guide" with the text "DENVER TOGETHER STARTS HERE". Underneath the thumbnail is the heading "Order Your Free Copy" and a disclaimer: "By submitting your email address you are allowing VISIT DENVER to send you emails. We will never send more than 1 per month and you may unsubscribe at any time by clicking the link at the bottom of our emails. If you would like to read our privacy policy, [Click here.](#)". The form fields are labeled "First Name\*", "Last Name\*", and "Address\*", each with a corresponding input box. A blue circular icon with a white person silhouette is located to the right of the "Last Name\*" field.

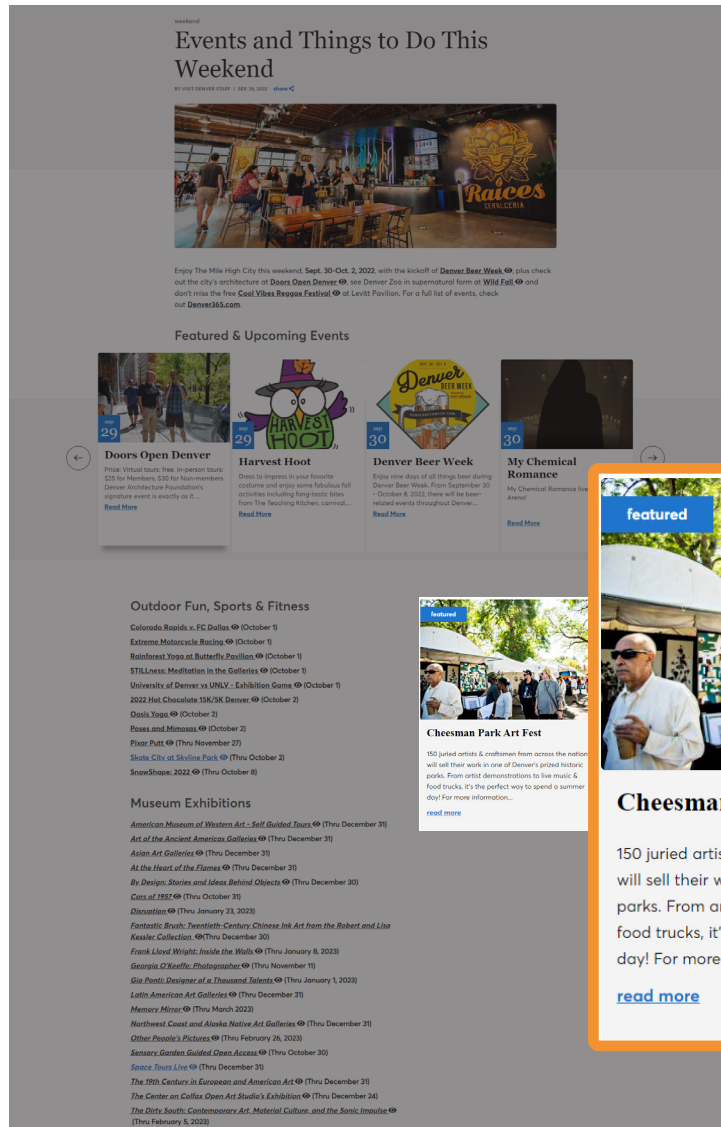
## Rates

- \$1,000 for three months
- \$1,800 for six months
- \$3,200 for twelve months

*\*Rates are subject to change.*

# VISIT DENVER Blog – Weekend Blog Ad

Catch the weekend crowd with a placement on our highly popular "Events and Things to Do This Weekend" blog post. This weekly roundup of events taking place the coming weekend in Denver is heavily promoted through social media.



## Weekend Blog

- Average impressions per month- 45,000
- Average time on page- 5-10 min.

## Rate

- \$1,000/month

## Markets Visiting This Page

- **45% local; 55% regional**
  - » Local: Denver, Aurora, Lakewood, Arvada, Centennial, Westminster, Highlands Ranch, Parker, Thornton, Ken Caryl, Boulder, Littleton, Greenwood Village, Commerce City, Castle Rock, Englewood, Greeley, Loveland, Lone Tree, Longmont, Louisville, Golden, Superior, Lafayette, Erie, Evergreen, Wheat Ridge, Brighton, Castle Pines, Pueblo, Roxborough Park, Glendale, Fort Morgan, Johnstown, Wiggins, Firestone, Windsor, Northglenn, Cherry Hills Village
  - » Regional/National: Dallas, Chicago, Fort Collins, Minneapolis, New York, Houston, San Francisco, Cheyenne, Omaha, Los Angeles, Austin, Sherrelwood, Washington, Kansas City, Nashville, Salt Lake City, Fort Worth, Albuquerque, Breckenridge, Phoenix, Boston, San Antonio, West Pleasant View, Orlando, Charlotte, Estes Park, Coffeyville, Detroit, Columbus, Atlanta, Wichita, San Diego, Seattle, Tampa, Bloomington, Irving, Miami, Indianapolis, Philadelphia, Winter Park, Papillion, Scottsdale, Steamboat Springs, Vail, Cedar Rapids, Cleveland, Ashburn, Keystone, Towson, Parsippany-Troy Hills, Flower Mound, Chantilly, Casper, Woodmoor, Meridian, Missoula



**featured**

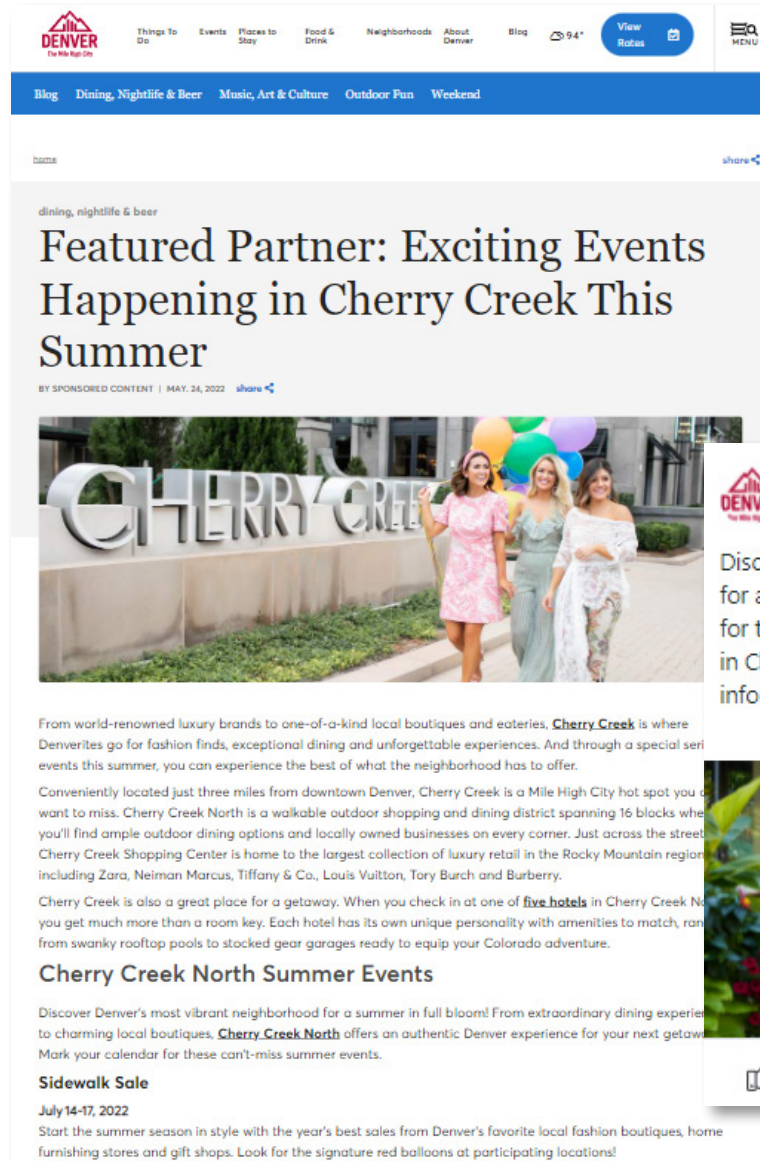
### Cheesman Park Art Fest

150 juried artists & craftsmen from across the nation will sell their work in one of Denver's prized historic parks. From artist demonstrations to live music & food trucks, it's the perfect way to spend a summer day! For more information...

[read more](#)

# VISIT DENVER Blog – Sponsored Blog Post

Tell your unique story on our Blog! #1 in Feedspot's Top 50 Denver Blogs and a 4-minute average time on page.

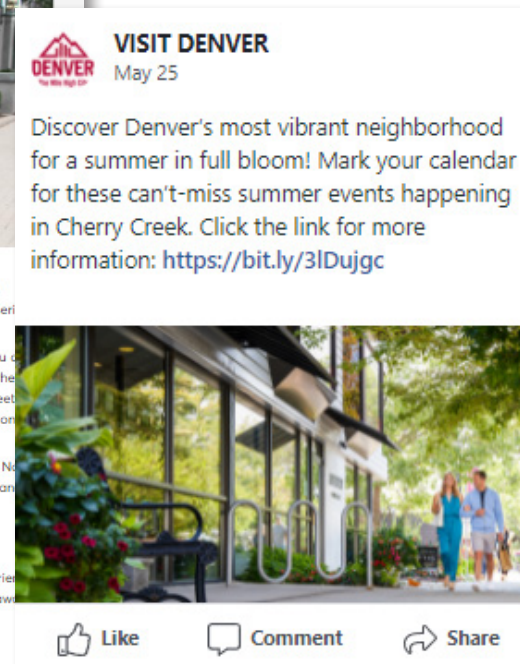


## Sponsored Blog Post

- We can work with you to develop a story that is useful and entertaining to visitors.
- Your story will live on the blog for 6 months.
- VISIT DENVER will promote the post via an organic Facebook Post that links to the sponsored blog post.
- The Facebook Post will be boosted for 2 days.

## Rate

- \$2,500/post





# Leisure eNewsletter – Featured Ad

Our monthly eNewsletter, "Discover Denver," is received by nearly 100,000 opt-in subscribers with an average 30% open rate and reaches an engaged and active travel audience.

## Featured Ad

Gives exposure to your business and content. As one of up to four featured content units in the email, your content gets attention and helps tell your story to consumers.

## Rate

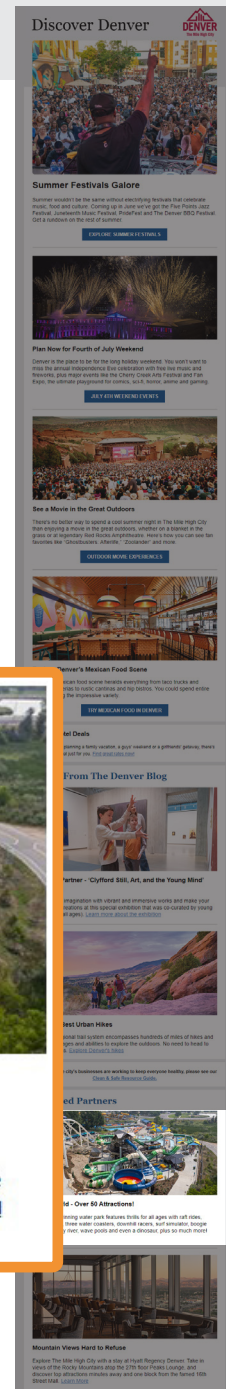
- \$1,000/eNewsletter



### Water World - Over 50 Attractions!

The award-winning water park features thrills for all ages with raft rides, speed slides, three water coasters, downhill racers, surf simulator, boogie boarding, lazy river, wave pools and even a dinosaur, plus so much more!

[Learn More](#)



# Leisure eNewsletter – Dedicated eNewsletter

It's all about you, and whatever you want to promote. Received by nearly 100,000 opt-in subscribers, the "Discover Denver" eNewsletter reaches an engaged and active travel audience.


## Dedicated eNewsletter


- Delivered the third week of the month.
- Labeled "Sponsored Content."
- Advertisers may purchase up to two dedicated eNewsletters per year.

## Rate

- \$2,500/eNewsletter

Discover Denver  
Sponsored Content






### Travel to the Converged Worlds 🌟🚀

People of Earth!

Finally, interdimensional travel enthusiasts everywhere are welcome to explore unknown worlds from Meow Wolf Denver's first earthbound transit stop, *Convergence Station*.


Enjoy full commuter service connecting several unearthly worlds to our own, where you're invited to uncover the epic story of four worlds joined together through a rare cosmic event. Explore the 70+ art installations, rooms and portals within this mind-bending, 4-story immersive exhibit at your leisure. Or, for a deeper dive, purchase a QPASS upon entry to unlock hidden memories, alien technologies and secrets of the unknown worlds. Fun for all ages, join us in the wonderment of quantum entanglement next time you're in Denver!




While you're mapping out your cosmic journey, be sure to look into the many metaphysical memories ready to be made at Meow Wolf Denver's venue, The Perplexplex. When your travel with us concludes, check out the wide array of concerts, events and other earthly happenings.

LEARN MORE

Discover Denver  
Sponsored Content






### A Whiskey Lover's Paradise, Right in Denver

Stranahan's distillery tour ranks on Yelp and TripAdvisor as a top activity in Denver because their guides are great at breaking down the fascinating process of whiskey distilling and aging as they lead you through their live production space and barrel rackhouse. Or maybe it's because you get to taste a selection of whiskeys during the tour.

Explore Stranahan's Distillery Experiences



Stranahan's boasts an impressive lineup of award-winning whiskeys. They also produce limited releases like their [Distillery Exclusives](#) and [Distiller's Experimentals](#) throughout the year like their Extra Añejo Tequila Cask, which are only available at the distillery shop and cocktail lounge.

Explore their introductory [American Single Malt Tour](#) and their more advanced [Top Shelf Tour](#), which includes a tasting straight from the barrel. They also offer food & whiskey pairings, cocktail classes and a selection of guided whiskey tastings where you'll learn how to properly nose and taste their wide selection of whiskeys.

See why the Stranahan's distillery is a Denver bucket list stop.

Explore Stranahan's Distillery Experiences

To advertise, contact: Katy Hoch | 817.734.1213 | [khoch@visitdenver.com](mailto:khoch@visitdenver.com) | Partnership Sales Manager



# VISIT DENVER Social Media – Facebook

VISIT DENVER Facebook- 354,000+ followers

## Facebook Ad

Facebook ads are sponsored ads that appear on the news feeds of readers. They look like a post and denote "sponsored" directly underneath the company's name on the post. VISIT DENVER will boost the Facebook ad and post on Instagram.

- Great for branding and generating likes for your business, and are perfect to promote events.
- For companies that want to:
  - » Reach a highly targeted audience
  - » Partner with reputable brands
  - » Target outside existing followers
- Ad will run for 3 days and will link back to the advertiser's site
- VISIT DENVER will boost the Facebook ad
- Sponsored Facebook ads will not appear in the VISIT DENVER newsfeed
- Advertiser will choose target audience (We encourage partners to choose VISIT DENVER's regional and national markets)

## Rate

- \$1,500/ad



## Facebook "Boosted" Post

Facebook Boosted Posts are posts that you pay to promote so they appear higher on news feeds, giving a post a better chance to reach existing fans and followers. The post appears in fans' news feeds organically – without the "Sponsored" tag.

- Great for promotions, launches, and events
- Reaches audience that has liked the VISIT DENVER page
- Lives on the VISIT DENVER newsfeed
- Links back to advertiser site

## Rate

- \$1,750/post



# VISIT DENVER Social Media – Instagram

VISIT DENVER Instagram- 154,000 followers

## Instagram Post

- Post includes:
  - » Your photo
  - » Your copy
  - » Your hashtag

## Rate

- \$1,000/Post

## Instagram Story

- Story includes:
  - » 1 instance of Instagram Stories (5 photos and/or videos)
  - » 1 Instagram Post to promote
  - » Will link to partner website
  - » May include tagging, hashtags and location

## Rate

- \$1,500/Story

## Instagram Contest

- Prize to be provided and fulfilled by advertiser.
- Post lives on VISIT DENVER Instagram Feed.
- Great for events & openings, attractions, adventure companies and hotels.
- Ideal to reach millennial audience.

## Rate

- \$1,500/contest
- \$3,000 for both a Story and contest



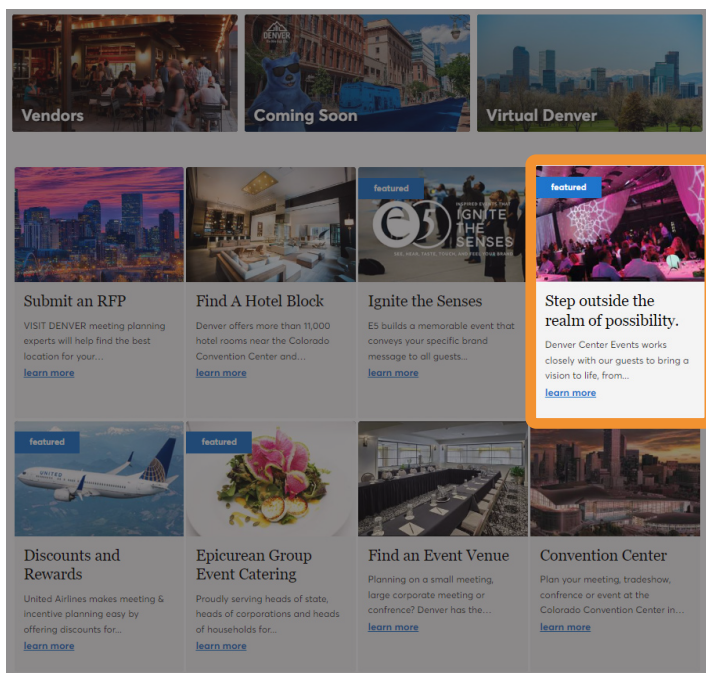


# VISITDENVER.com – Meetings

Get in front of meeting planners!

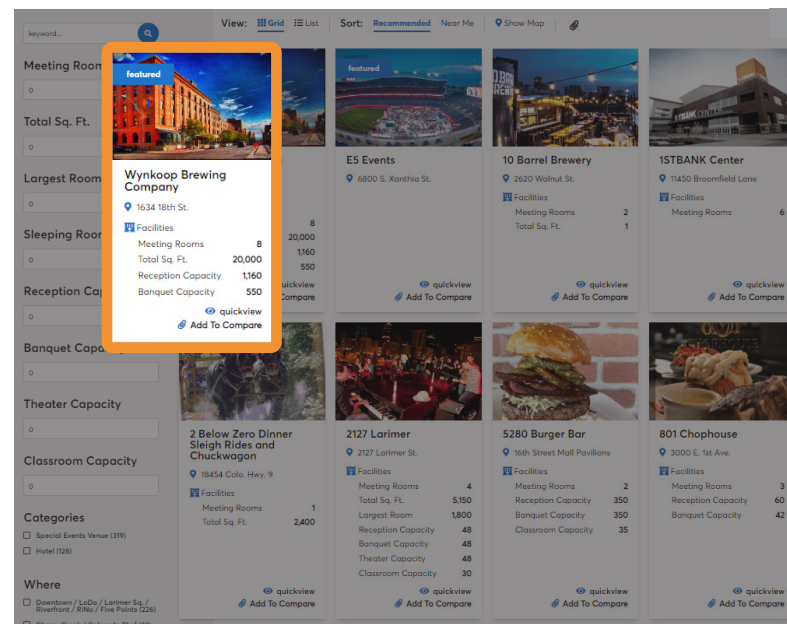
## Featured Ads

Our meetings website is a powerful resource. It houses an array of organic content and information relevant to planners no matter where they are in the cycle.



## Featured Listings

Stand out among other business listings on VISITDENVER.com with a featured business listing. Our featured business listings place you at the top of a relevant category search.



### Advertising Option

**FEATURED AD**  
**(RATE PER MONTH)**

**FEATURED LISTING**  
**(RATE PER MONTH)**

### Location

Meetings Homepage  
Hotels & Venues  
Meeting Services  
Denver Info  
Weddings

Puts your partner listing to the top of one major category or sub-category

### Rate

\$500  
\$500  
\$500  
\$500  
\$500

\$350

To advertise, contact: Katy Hoch | 817.734.1213 | khoch@visitdenver.com | Partnership Sales Manager

## Convention eNewsletter – Featured Ad

Our quarterly eNewsletter, "News From The Mile High City," delivers highlights of all the exciting things taking place in Denver.

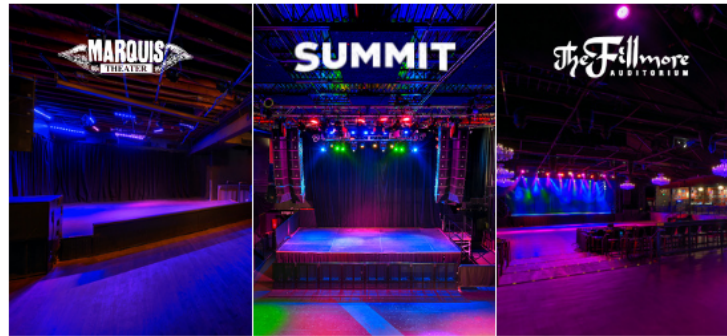
## Featured Ad

- Curated list of 2,500+ meeting planners

## Rate

- \$1,000/eNewsletter

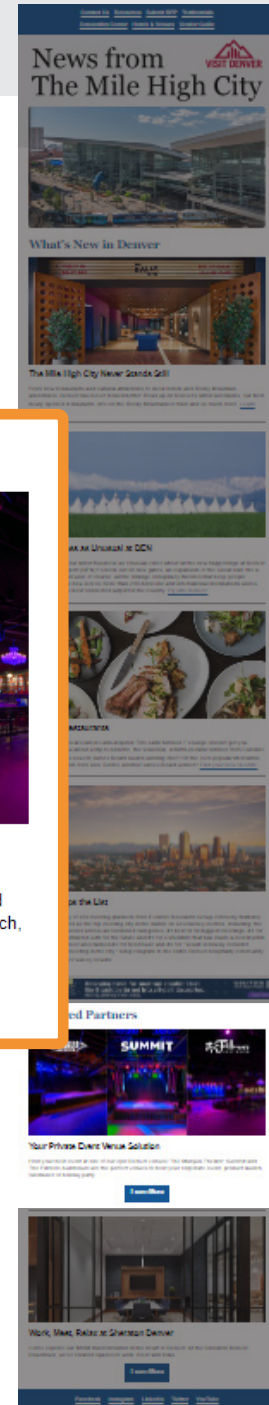
## Featured Partners



## Your Private Event Venue Solution

Host your next event at one of our epic Denver venues! The Marquis Theater, Summit and The Fillmore Auditorium are the perfect venues to host your corporate event, product launch, fundraiser or holiday party.

[Learn More](#)



# Destination Services eBlast – Featured Ad

**A can't miss product** if you're looking to get in front of active buyers!

## Featured Ad

As VISIT DENVER prepares for upcoming meetings, our Destination Services team sends a series of five themed emails to meeting planners who have booked Denver.

This is an opportunity to directly market your business to meeting planners in one or more of these eblasts.

Meeting planners receive information about how to plan their meeting in Denver, off-site event venues and vendors, as well as promoting attractions to their attendees.

## Five eBlasts Available to Choose From:

- Each email is sent to 400 planners of single-hotel meetings throughout the 12-month run.
- 1) Introduction to VISIT DENVER Destination Services
- 2) LET US HELP: Promote Your Meeting
- 3) LET US HELP: Off-Site Planning
- 4) LET US HELP: Last Minute Details
- 5) LET US HELP: Promote Denver to Your Attendees

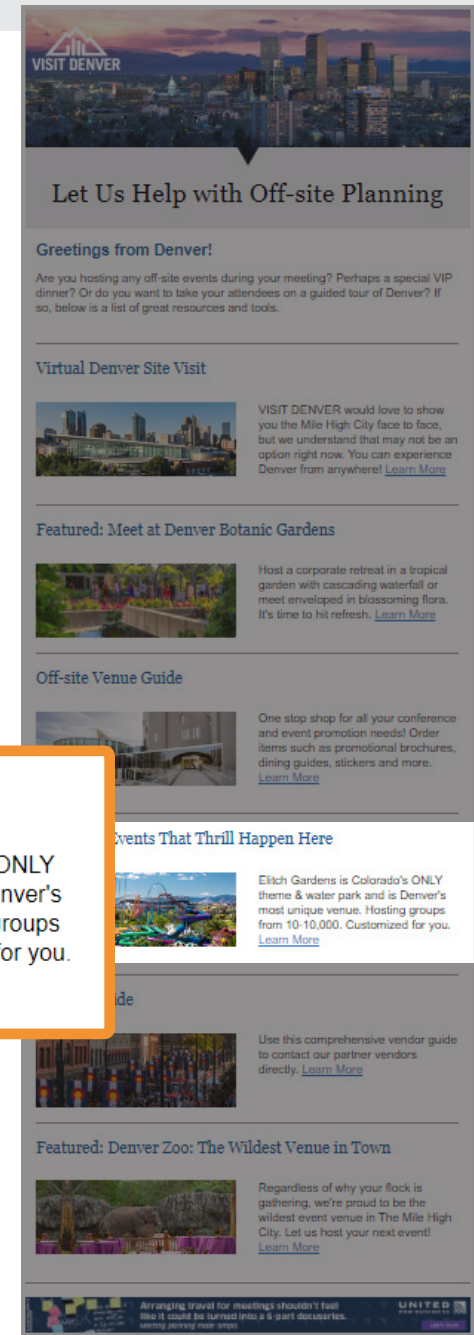
## Rate

- \$1,500/12-month run

### Featured: Events That Thrill Happen Here



Elitch Gardens is Colorado's ONLY theme & water park and is Denver's most unique venue. Hosting groups from 10-10,000. Customized for you. [Learn More](#)





# eTarget Media Eblast – Featured Ad

Reach national meeting planners via eTarget Media eblasts.


## Featured Ad

- Each eTarget Media eblast is sent to a list of 260,000 meeting planners based on job titles
- Each eblast features up to 8 advertisers; ad links back to advertiser website
- Eblasts are sent quarterly (February, May, August, November)

## Rate

- \$2,500/eblast

In Denver It's  
**Business as Unusual**



**HERE WE GO, MEETING PANNERS!**

Check out the video below to find the space you didn't know you were looking for.


Looking for a rooftop event space with an artsy flair? Sounds like you're looking for the Catbird.

Keep Coors Field in view at The Rally Hotel, where you'll get unbeatable views from the private terrace.

Built in a former schoolhouse, The Slate Denver is easily walkable to 16th Street and the Colorado Convention Center.


Hotel Clio (formerly the JW Marriott Cherry Creek) provides luxury restaurants, shops and selfie opps.

[EXPLORE OUR HOTELS](#)




**GRAND HYATT DENVER**

You're sure to have a grand experience at Grand Hyatt Denver with an unparalleled location, spacious ballrooms and Rocky Mountain views.



**HYATT DENVER**

You'll have a grand experience at Grand Hyatt Denver with an unparalleled location, spacious ballrooms and Rocky Mountain views.



**HYATT REGENCY DENVER AT THE COLORADO CONVENTION CENTER**

Hyatt Regency Denver is your place in the city with expansive space overflowing with natural light and scenic outdoor space.

[EXPLORE OUR HOTELS](#)

# Tourist Information Center – Colorado Convention Center

**Backlist Displays & Brochures** – High visibility! High traffic! Get in front of convention goers.



## Digital Signage at the CCC

- Your ad will rotate among 24 screens, back and front, located in the main Lobby/Atrium of the CCC.

## Rate

- \$400/month



## Brochure Distribution at CCC

- FREE brochure distribution with digital sign purchase.

## Rate

- \$500/year

