



Site Tour Workshop

April 20, 2022

Agenda

Poll Question **1**

Type of VISIT DENVER Site Visits **2**

Purpose of Site Visits **3**

In-Person Site Visits **4**

Virtual Site Visits **5**

Follow Up **6**

Partnership Reminder **7**

Poll Question

Which of the following best describes the company I work for?

- Hotel
- Event Facility
- Restaurant



Site Tour

VISIT DENVER is responsible for promoting Denver, and this often includes hosting meeting planners, travel writers, travel trade companies, airline representatives, or other guests.



VISIT DENVER departments that could ask for a site visit:

 **Tourism**

 **Communications/ PR**

 **Sales**

 **Services**

Site Tours: Tourism & Communications

Tourism Department

Tourism's site inspection participants are international and domestic travel trade companies or airline representatives. These companies are focused on learning about the attraction options in the area. Other special requests will be made directly to the attraction.

Communications/ PR

Communications is hosting writers who will be most interested in touring venues and hotel as a potential story for a publication.



Site Tours: Convention Department

Sales Sites

Convention Sales is focused on booking new meeting business in Denver.

They have not confirmed Denver, so we are trying to convince them to bring the business to our city and not one of our competitor cities.

Services Sites

The organization has chosen Denver, The VISIT DENVER sales team has turned the account to the Destination Services Team at VISIT DENVER within a 2-year window of the organizations event date.

The VISIT DENVER Destination Services Team is responsible for supporting the planner for all aspects of their meeting, conference or event.

Poll Question

Which departments at VISIT DENVER do you work with on site inspections? (Select ALL that Apply)

- Sales
- Services
- Tourism
- PR
- Unsure



What is the purpose of a Site?

- ✓ Inspect space at the CCC and hotels
- View offsite venues for potential events ✓
- ✓ Select overflow hotel options
- Meet with potential vendors ✓
- ✓ Meet contacts and establish relationship
- Get a feel for the city ✓



Site Tour Stats

YTD

Sales Sites: 57

Services Sites: 34

2021

Sales Sites: 95

Services Sites: 50

2019

Sales Sites: 254/80

Services Sites: 85/49

How are hotels, venues and vendors chosen for a site?

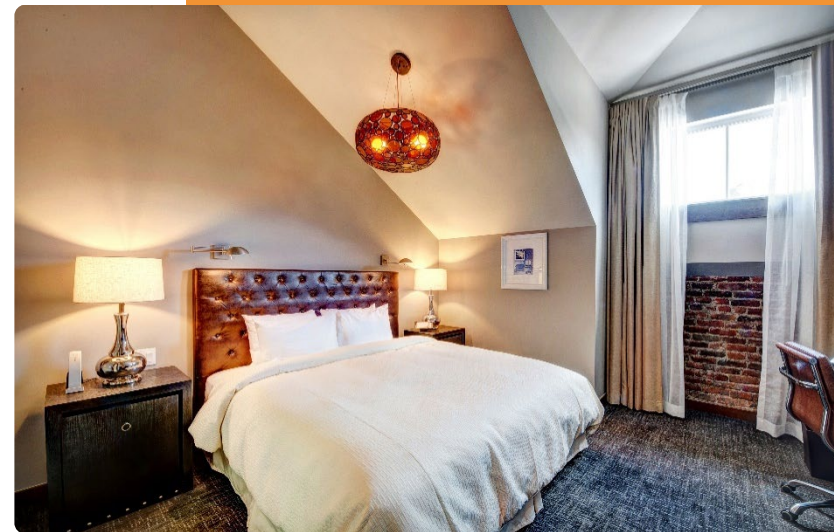
- VISIT DENVER's Destination Planning Guide, Official Visitor's Guide and website
- Discussions with VISIT DENVER Sales & Services Manager
- Referrals and leads



IMPORTANT TIP: Make sure all your information is current in the partnership extranet!

Building the Site Itin

- Dates
- Purpose
- Priorities
- Timing
- Route
- Availability



Site Planning 101

VISIT DENVER Resources

- ✓ VISIT DENVER Staff
- ✓ Organization Website
 - ✓ Itinerary



Site Visit Basics

Check your availability & other in-house groups
Know your competition
Be creative!

In-Person Site Visits

1

Health and Safety Guidelines

2

Read the itin!

- Group HQ
- Purpose
- Route/ Timing

3

Walking vs. Driving

- Collateral / Floor plans
- Amenities/ Gifts
- Beverages

4

Site Logistics

- Flow based on purpose
- Staff/ Elevators
- Visual Aides
- Internal Calendar/ Availability during event dates

5

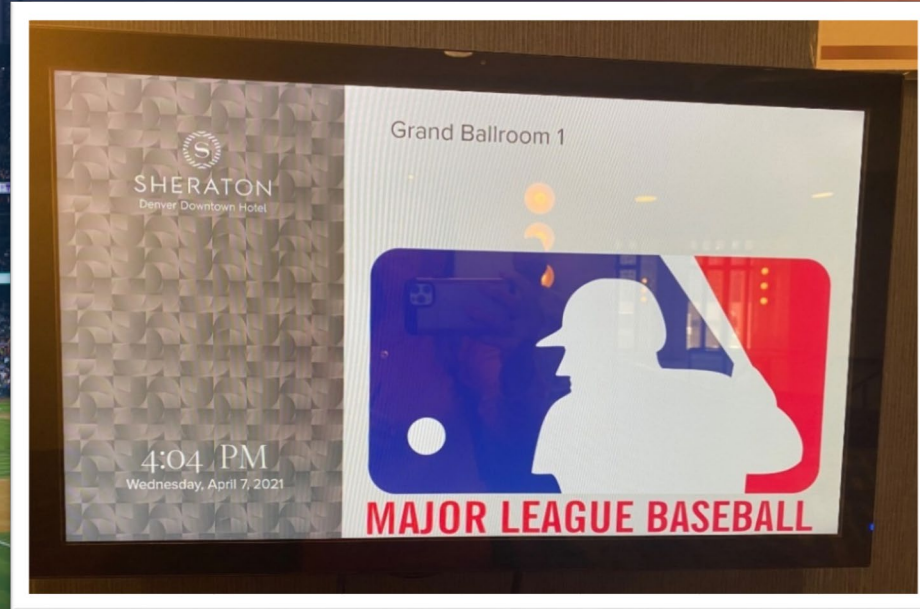
Please make sure you are available 15 minutes +/- your scheduled time to account for timing issues.

6

Misc.

- Outlet / F&B options onsite
- Vendor Updates (i.e. AV and COVID policies)

Unique Branding



Virtual Sites – Video/Zoom Site Prep

1

Use Mobile Device

Use a mobile device such as a tablet or whatever has the best camera. Make sure the device is fully charge.



2

Test your Wi-Fi

Test “dead zones” in your space (i.e. Elevators). Inform clients when approaching dead zones.



3

Sales Kits

Send any sales kits to the client prior to the site.



4

Multiple Staff

If staffing levels permit, have 2 staff available.: tour guide and a camera person will follow the tour guide.



Additional tips for multiple tour guides:

- a) If you have wireless headphones (i.e. AirPods), the tour guide should connect them to the mobile device that the operator is holding.
- b) If you do not have wireless headphones, dial into the conference line and use headphones so that the end users can always hear you.
- c) If options (a) and (b) are not available to you, omit the camera person and flip your screen or make sure you stay very close to the camera.

Virtual Presentation Tips



Photos



360 Photos



Floor Plans



◀ BACK TO PREVIOUS

COLORADO CONVENTION CENTER

📍 700 14th St., Denver, CO 80202

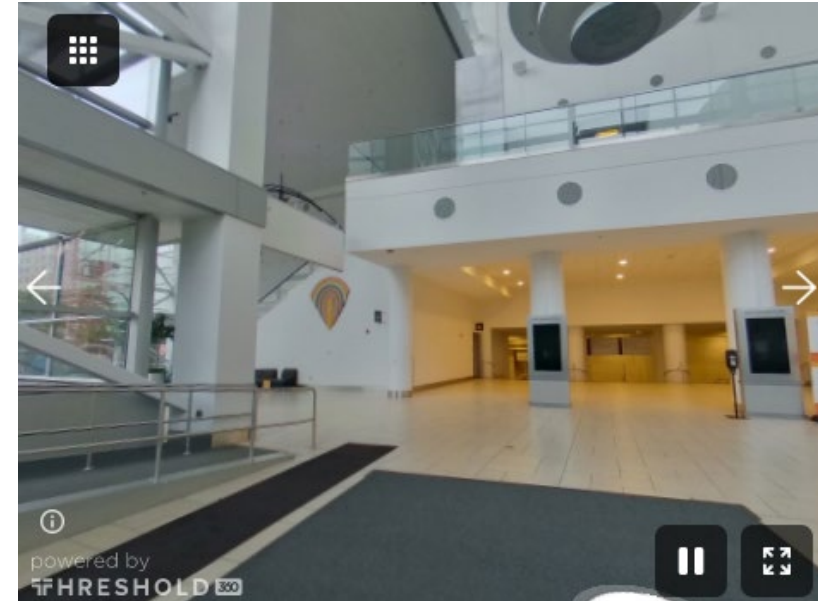
📞 (303) 228-8099

📄 VISIT WEBSITE

FOLLOW:



🛒 ADD TO MY TRIP



Free VISIT DENVER Partner Benefit!

Contact: Lauren Huffer

Email: Lhuffer@visitdenver.com

Virtual Sites – Video/Zoom Day-Of Tips

✓ Welcome the group

✓ Develop concise route

✓ Start the tour from the exterior

✓ Continual orientation is key!

✓ Stop for questions

✓ Look at the Camera

✓ Speak slowly and clearly

✓ Have floor plans as a reference

✓ Multiple floors = Leapfrog space



How to Follow-Up and Win the Business

1

Contact

Find out who you should follow up with: VISIT DENVER or client

Customization

Customize a proposal to the group

2

3

Timing

Follow-up in a timely manner

Decision Date

Ask the group for a decision date

4



Industry Update + C.H.A.T- TONIGHT!

Industry Update + C.H.A.T.

Wednesday, April 20, 3:30 – 5:30pm

Hyatt Centric Denver Downtown

3:30 - 4:00pm - Industry Update + Outlook

4:00 - 5:30pm - C.H.A.T. Networking

Join President & CEO, Richard Scharf, and VISIT DENVER's Leadership Team to learn what is happening in the Mile High City! We will share information about upcoming conventions, marketing campaigns, and events in Denver. Be sure to stay after the update to network and reconnect with fellow VISIT DENVER partners and staff.

For questions, contact Lauren Huffer at lhuffer@visitdenver.com or **303-515-1220**.





Excellent customer service brings our customers back!

What can VISIT
DENVER do to help
you? QUESTIONS?



THANK YOU!



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