



The Convention & Visitors Bureau

## MISSION

To bring conventions and leisure visitors to Denver for the economic benefit of the City, the community and our partners.

[VISITDENVER.COM](http://VISITDENVER.COM)





## WHO WE ARE

In 1908, Denver hosted the Democratic National Convention. In 1909, recognizing the economic benefit that came from this meeting, some farsighted city leaders created a new agency that would come to be called VISIT DENVER. We are celebrating our **114-year anniversary in 2023**.

VISIT DENVER is a private, nonprofit trade association that is responsible for marketing metro Denver as a convention and leisure destination. The Bureau is contracted by the City & County of Denver to act as the official marketing agency for Denver. It is governed by a board of directors, and employs a staff of more than 60 full-time professionals. VISIT DENVER is funded from both private (membership, advertising, and sponsorship) and public sources (voter-approved Lodger's Tax).

## 2022 RESIDENT SENTIMENT SURVEY

In 2022, VISIT DENVER and the Downtown Denver Partnership conducted a Resident Sentiment Survey.

### HIGHLIGHTS INCLUDE:

**Residents Understand the Economic Benefits of Tourism.** A large majority see the benefits for small businesses, local tax revenues and job creation as positives for Denver.

**Visitor Impacts are Viewed Positively in Denver.** Residents understand the economic benefits that tourism provides and do not associate visitors with negative impacts.

When asked what are the **Most Important Issues Facing Denver**, the open-ended responses in order were:

1	CRIME/SAFETY
2	HOMELESSNESS
3	HOUSING/AFFORDABLE HOUSING

(Source: RRC)

## VISIT DENVER PARTNERS

NEARLY 1,200 BUSINESS PARTNERS



245 DINING



208 ATTRACTIONS



191 CONVENTION SERVICES



167 ACCOMMODATIONS



52 SHOPPING



46 TRANSPORTATION & TOUR COMPANIES



57 SPORTS & RECREATION



39 CULTURAL



55 BARS & CLUBS



82 VISITOR SERVICES

## DENVER TOURISM ROADMAP

VISIT DENVER's focus on the Denver Tourism Roadmap, our 10-year destination strategic plan, continues to guide the organization and its goals. Although the pandemic has significantly impacted the tourism and hospitality industry for the past two and a half years, the six goals remain the same.

01



### Expand Meetings & Convention Business and Infrastructure

Plan for priority infrastructure projects to enable Denver to achieve its optimal potential in meetings and conventions.

02



### Attract Visitor-Driven Events

Ensure a mix of demand-generating events throughout the year that are supported by the community.

03



### Create World-Class Attractions and Services

Initiate a destination development strategy to support existing experiences and create new, original tourism concepts.

04



### Enhance Connectivity and Mobility

Provide enhanced intermodal connections for visitors to get to and move around Denver.

05



### Improve Downtown Visitor Experiences

Ensure the downtown is vibrant, safe and inviting for visitors.

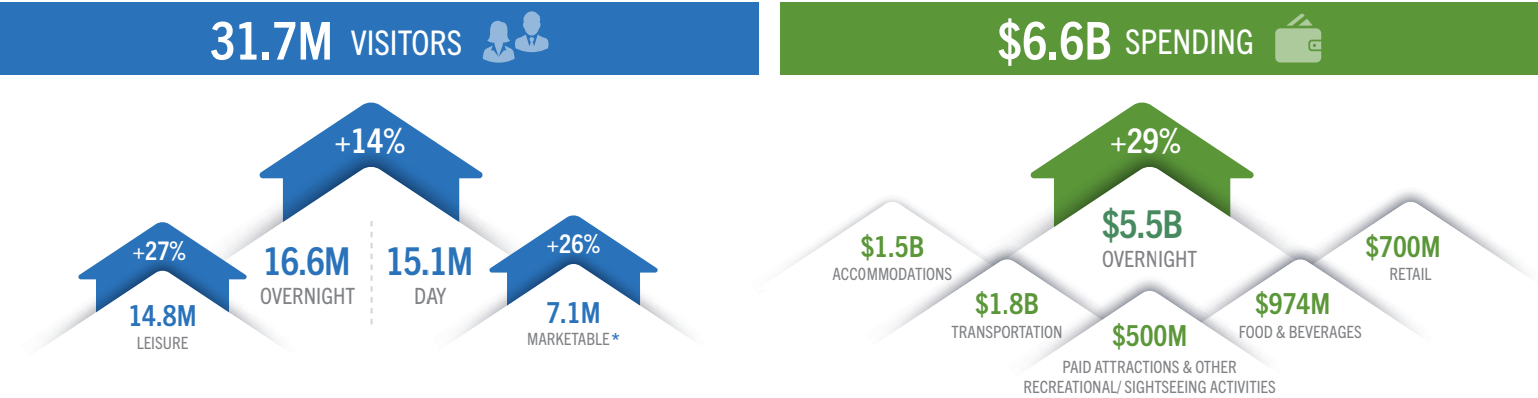
06



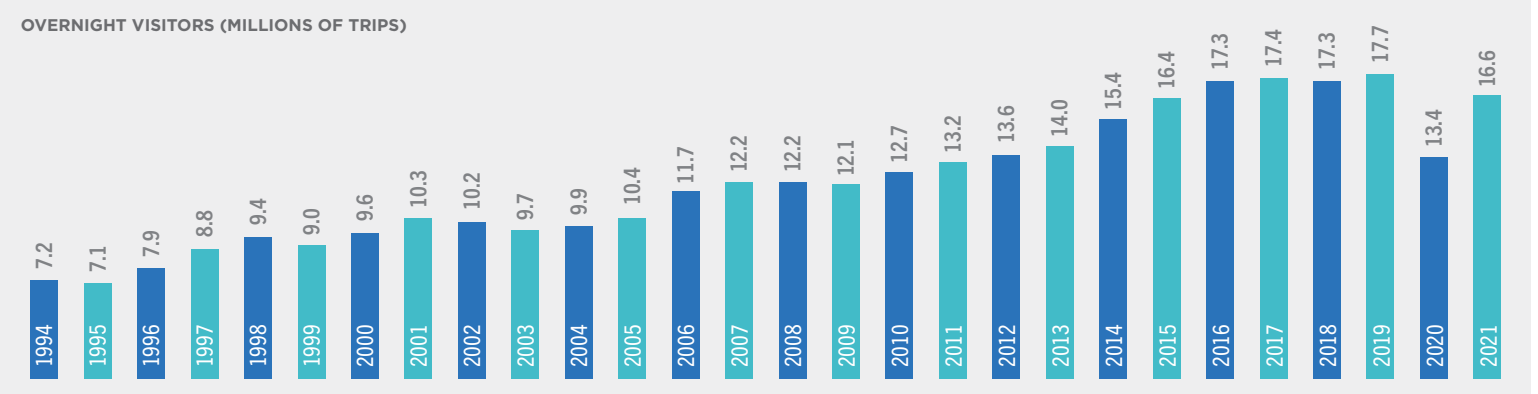
### Strengthen Destination Branding

Deliver a brand experience for Denver that is authentic and unique.

2021 DENVER VISITOR PROFILE

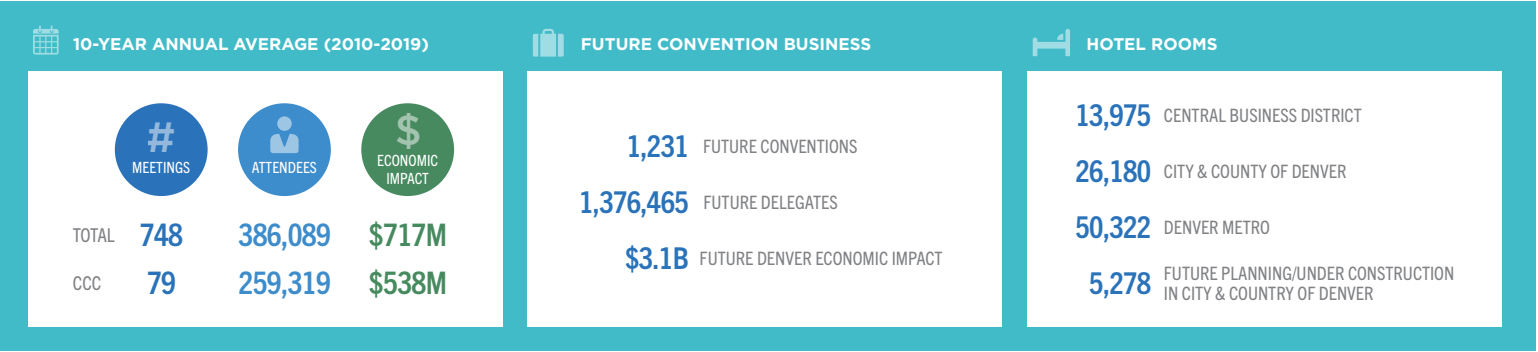


\*This segment has the most discretion on where to vacation and responds to tourism marketing. This audience is the primary focus of much of VISIT DENVER's marketing efforts and spends more time and money in-market than any other leisure visitor type.  
(Source: Longwoods International)



CONVENTIONS

In 2021, the city hosted **414 meetings** booked by VISIT DENVER, attracting **151,070 delegates** who spent **\$313 million**. This included **26 groups** that used the Colorado Convention Center (CCC) and **388 individual hotel groups**.



ECONOMIC BENEFITS OF THE TOURISM INDUSTRY



VISIT DENVER BOARD OF DIRECTORS

<b>Paul Andrews</b> , President and CEO, National Western Stock Show and Rodeo	<b>Greg Feasel</b> , President and COO, Colorado Rockies Baseball Club	<b>Andrea Robertson</b> , Managing Director, Western U.S. Division, United Airlines	<b>Lee Gash-Maxey</b> , Executive Director, Colorado Black Chamber of Commerce
<b>Leon Barnes</b> , Vice President, Human Resources, Comcast Cable Corporation	<b>Brent Fedrizzi</b> , Co-President and COO, AEG Presidents Rocky Mountains & PNW	<b>Manny Rodriguez</b> , Chief Marketing, Experience and Customer Office UCHealth	<b>Debra Johnson</b> , General Manager and CEO, Regional Transportation District
<b>Matt Bell</b> , Sr. Vice President, Venue Operations, Kroenke Sports and Entertainment	<b>Andrew Feinstein</b> , CEO and Managing Partner, EXDO Group Companies	<b>Steve Sander</b> , President, Sander Marketing Group	<b>Deborah Jordy</b> , Executive Director, Scientific and Cultural Facilities District
<b>Luis Benitez</b> , Vice President, Government Affairs and Global Impact, VF Corporation	<b>Jack Finlaw</b> , President and CEO, University of Colorado Foundation	<b>Councilwoman Amanda Sandoval</b> , Denver City Council District 1	<b>Amie Mayhew</b> , President and CEO, Colorado Hotel and Lodging Association
<b>Albus Brooks</b> , Vice President of Business Development and Public Affairs, Milender White	<b>Christopher Heinrich</b> , Frederick and Jan Mayer Director, Denver Art Museum	<b>Daniel Scherer</b> , Senior Vice President, General Management and Marketing Development, OUTFRONT Media	<b>Melanie Mills</b> , President and CEO, Colorado Ski Country USA
<b>Matthew Burkett</b> , CEO and Founder, The Flyfisher Group	<b>Walter L. Isenberg</b> , President and CEO, Sage Hospitality Group	<b>Adam Schlegel</b> , CEO, Cumulus, Etc.	<b>Sonia Riggs</b> , President and CEO, Colorado Restaurant Association
<b>Jennifer Chang</b> , Senior Director, U.S. Federal Civilian, VMware	<b>Bruce A. James</b> , Shareholder, Brownstein Hyatt Farber Schreck, LLP	<b>Frank Schultz</b> , CEO and Owner, Tavern Hospitality Group	<b>Kate Rizzo</b> , General Manager, CCC, Centerplate/Sodexo Live!
<b>Councilman Jolon Clark</b> , Denver City Council District 7	<b>Damani Leech</b> , President, Denver Broncos Football Club	<b>Janice Sinden</b> , President and CEO, Denver Center for the Performing Arts	<b>Phil Washington</b> , CEO, Denver International Airport
<b>Rob Cohen</b> , Chairman and CEO, IMA Financial Group	<b>Nick LeMasters</b> , President and CEO, Cherry Creek North Business Improvement District	<b>Hollie Velasquez-Horvath</b> , Regional Vice President, Xcel Energy	<b>Ginger White</b> , Executive Director, Denver Arts and Venues
<b>David Coors</b> , Vice President, Next Generation Beverages, Molson Coors Brewing Company	<b>Greg Leonard</b> , General Manager, Hyatt Regency at the Colorado Convention Center	<b>Robert Venus</b> , General Manager, FREEMAN	<b>Tim Wolfe</b> , Director, Colorado Tourism Office
<b>David L. Corsun</b> , Director and Association Professor, Fritz Knoebel School of Hospitality Management, University of Denver	<b>Todd D. Munson</b> , Executive Vice President & Director of Banking Services, Vectra Bank Colorado	<b>Sid Wilson</b> , President, A Private Guide, Inc.	<b>LIFETIME</b>
<b>Navin C. Dimond</b> , CEO and Chairman, Stonebridge Companies	<b>Cindy Parsons</b> , Executive Director, ESG and Social Responsibility and Impact, CSG International	<b>COMMUNITY</b>	<b>A. Barry Hirschfeld</b> , President and CEO, A.B. Hirschfeld and Sons
<b>Evan Dreyer</b> , Deputy Chief of Staff, Office of Mayor Michael B. Hancock	<b>Allen Paty</b> , General Manager, Doubletree Hotel Denver Complex	<b>John W. Adams</b> , General Manager, Colorado Convention Center	<b>Ed Gerrity</b> , Retired Delta Airlines
	<b>Denise Pflum</b> , General Manager, Hilton Denver City Center	<b>J.J. Ament</b> , President and CEO, Denver Metro Chamber of Commerce	<b>Edward A. Robinson</b> , Retired
		<b>Kourtney Garrett</b> , President and CEO, Downtown Denver Partnership	<b>Al Timothy</b> , Retired MillerCoors
		<b>Mike Ferrufino</b> , President and CEO, Colorado Hispanic Chamber of Commerce	<b>HONORARY</b>
			<b>Governor Jared Polis</b>
			<b>Mayor Michael B. Hancock</b>

COMMUNITY ORGANIZATIONS & PROGRAMS

Amp the Cause	Community Enrichment Award	Downtown Denver Partnership	NEWSED Civil Rights Awards
Asian Chamber of Commerce	Colorado Restaurant Association	Dr. Martin Luther King, Jr. Colorado Holiday Commission	Rocky Mountain Business Travel Association
Biennial of the Americas	Colorado Remembers 9-11	EAT Denver	Rocky Mountain Chapters of ASAE, IAEE, MPI, PCMA, SGMP
Brand USA	Colorado Ski Country USA	Five Points Jazz Festival	Rocky Mountain Indian Chamber of Commerce
The Center on Colfax & PrideFest	Colorado Society of Association Executives	Girl Scouts of America	Rocky Mountain International
CherryArts & Cherry Creek Arts Festival	Colorado Sports Hall of Fame	Hispanic Chamber of Commerce of Metro Denver	Scientific and Cultural Facilities District (Tier 1, 2 & 3)
Cinco de Mayo Festival	Colorado Tourism Office	I Have a Dream Foundation	Statewide College and University Hospitality Programs
City Club of Denver	Colorado Women's Chamber of Commerce	Inter-Neighborhood Cooperation	Su Teatro Cultural and Performing Arts Center
Civic Center Conservancy & Independence Eve	Denver Architecture Foundation & Doors Open Denver	Japan America Society of Colorado	Tour Colorado
Colfax Marathon Partnership	Denver Department of Housing Stability	Juneteenth Music Festival	Tourism Industry Association of Colorado
Colorado Association of Destination Marketing Organizations	Denver Film Society & Film Festival	Kiwanis Club of Denver	University Programs statewide
Colorado Black Chamber of Commerce	Denver Metro Chamber of Commerce	Meetings Industry Council	United States Travel Association
Colorado Business Committee for the Arts	Denver Police Foundation	Metro Denver Economic Development Corporation	World Trade Center
Colorado Competitive Council	Denver POW WOW	Metro Denver Loading Council	
Colorado Concern	Denver Rescue Mission	Metro Mayors Caucus	
Colorado Dragon Boat Festival	Denver Theatre District	National Western Center	
Colorado Hotel and Lodging Association	Denver Urban Spectrum		
	Destination Colorado		

DEI

DIVERSITY, EQUITY AND INCLUSION

COMMITMENT TO DIVERSITY EQUITY AND INCLUSION (DEI):

At VISIT DENVER, we believe that travel makes the world a smaller and more connected place. It brings people together and fosters interaction among diverse cultures. It builds understanding, appreciation, empathy and respect for one another. This core philosophy is a big part of who we are as a community and why Denver is one of the top destinations in the country to live and to visit.

The Mile High City embraces and celebrates people of all races, ethnicities, abilities, gender identities and sexual orientation. We believe that Black lives matter and we reject any form of racial injustice. We also acknowledge that there remains a long road ahead to achieve true equity for all historically oppressed communities.

With this in mind, VISIT DENVER is pledging a renewed sense of awareness and action to create change, both within our organization and in our city. While VISIT DENVER has consistently supported diversity, equity and inclusion, we also believe that we can, and we must, do better. We are committed to making these core values a way of life for our organization, our partners in the hospitality industry and our visitors.