

VISIT DENVER

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





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.



Expand Meetings & Convention Business and Infrastructure

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



Attract Visitor-Driven Events

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



Create World-Class Attractions and Services

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



Enhance Connectivity and Mobility

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



Improve Downtown Visitor Experiences

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



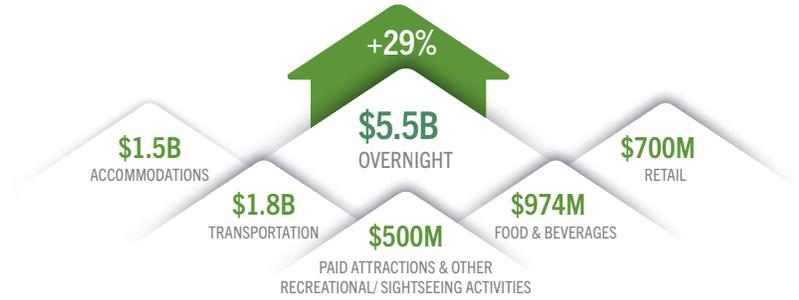
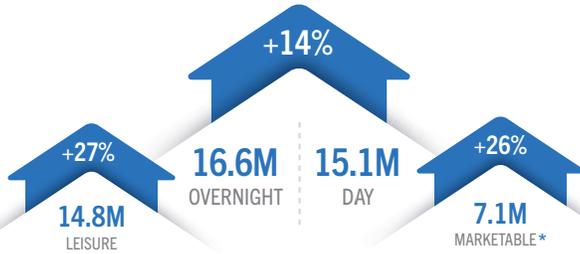
Strengthen Destination Branding

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

2021 DENVER VISITOR PROFILE

31.7M VISITORS 

\$6.6B SPENDING 



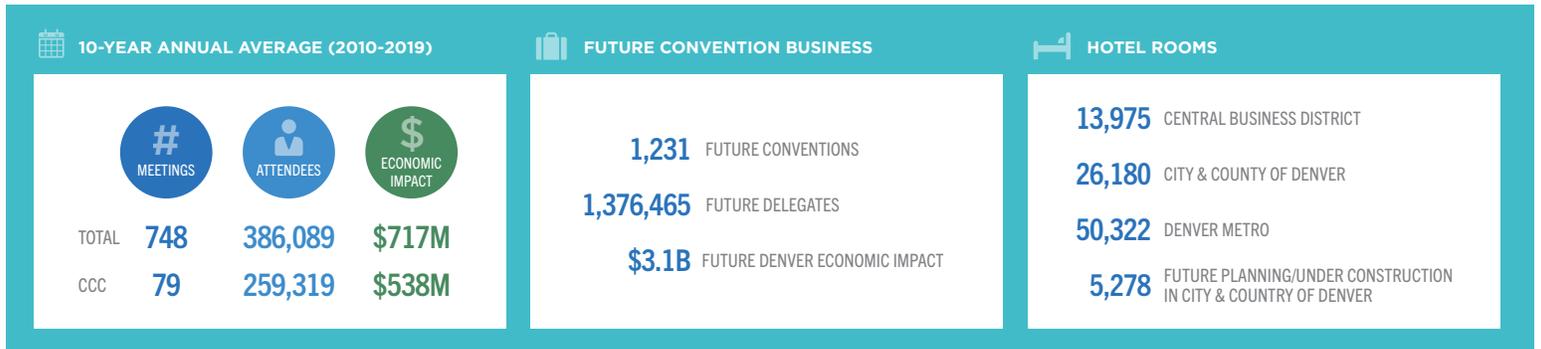
*This segment has the most discretion on where to vacation and responds to tourism marketing. This audience is the primary focus of much of VISIT DENVER's marketing efforts and spends more time and money in-market than any other leisure visitor type. (Source: Longwoods International)

OVERNIGHT VISITORS (MILLIONS OF TRIPS)



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



(Source: Dean Runyan Associates, 2021, U.S. Census)

Cost/Benefit Analysis of the Value of Tourism

DENVER RESIDENT BENEFIT

In 2019, the tourism economy generated a **net benefit of \$2.8 billion** in personal income for city residents or **\$9,333 per household**.

(Source: Oxford Economics)

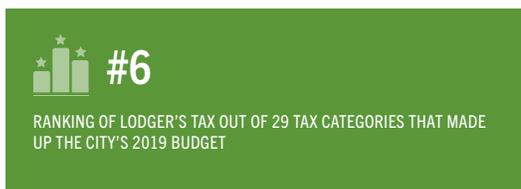
The positive impacts of tourism on Denver are felt by the City and residents in a variety of other ways:



(Source: Oxford Economics, 2019)



(Source: Dean Runyan Associates, 2021, U.S. Census)



(Source: City & County of Denver)



(Source: Denver International Airport)

VISIT DENVER BOARD OF DIRECTORS

Paul Andrews, President and CEO, National Western Stock Show and Rodeo

Leon Barnes, Vice President, Human Resources, Comcast Cable Corporation

Matt Bell, Sr., Vice President, Venue Operations, Kroenke Sports and Entertainment

Luis Benitez, Vice President, Government Affairs and Global Impact, VF Corporation

Albus Brooks, Vice President of Business Development and Public Affairs, Milender White

Matthew Burkett, CEO and Founder, The Flyfisher Group

Jennifer Chang, Senior Director, U.S. Federal Civilian, VMware

Councilman Jolon Clark, Denver City Council District 7

Rob Cohen, Chairman and CEO, IMA Financial Group

David Coors, Vice President, Next Generation Beverages, Molson Coors Brewing Company

David L. Corsun, Director and Association Professor, Fritz Knoebel School of Hospitality Management, University of Denver

Navin C. Dimond, CEO and Chairman, Stonebridge Companies

Evan Dreyer, Deputy Chief of Staff, Office of Mayor Michael B. Hancock

Greg Feasel, President and COO, Colorado Rockies Baseball Club

Brent Fedrizzi, Co-President and COO, AEG Presidents Rocky Mountains & PNW

Andrew Feinstein, CEO and Managing Partner, EXDO Group Companies

Jack Finlaw, President and CEO, University of Colorado Foundation

Christopher Heinrich, Frederick and Jan Mayer Director, Denver Art Museum

Walter L. Isenberg, President and CEO, Sage Hospitality Group

Bruce A. James, Shareholder, Brownstein Hyatt Farber Schreck, LLP

Damani Leech, President, Denver Broncos Football Club

Nick LeMasters, President and CEO, Cherry Creek North Business Improvement District

Greg Leonard, General Manager, Hyatt Regency at the Colorado Convention Center

Todd D. Munson, Executive Vice President & Director of Banking Services, Vectra Bank Colorado

Cindy Parsons, Executive Director, ESG and Social Responsibility and Impact, CSG International

Allen Paty, General Manager, Doubletree Hotel Denver Complex

Denise Pflum, General Manager, Hilton Denver City Center

Andrea Robertson, Managing Director, Western U.S. Division, United Airlines

Manny Rodriguez, Chief Marketing, Experience and Customer Office UHealth

Steve Sander, President, Sander Marketing Group

Councilwoman Amanda Sandoval, Denver City Council District 1

Daniel Scherer, Senior Vice President, General Management and Marketing Development, OUTFRONT Media

Adam Schlegel, CEO, Cumulus, Etc.

Frank Schultz, CEO and Owner, Tavern Hospitality Group

Janice Sinden, President and CEO, Denver Center for the Performing Arts

Hollie Velasquez-Horvath, Regional Vice President, Xcel Energy

Robert Venus, General Manager, FREEMAN

Sid Wilson, President, A Private Guide, Inc.

COMMUNITY

John W. Adams, General Manager, Colorado Convention Center

J.J. Ament, President and CEO, Denver Metro Chamber of Commerce

Kourtney Garrett, President and CEO, Downtown Denver Partnership

Mike Ferrufino, President and CEO, Colorado Hispanic Chamber of Commerce

Lee Gash-Maxey, Executive Director, Colorado Black Chamber of Commerce

Debra Johnson, General Manager and CEO, Regional Transportation District

Deborah Jordy, Executive Director, Scientific and Cultural Facilities District

Amie Mayhew, President and CEO, Colorado Hotel and Lodging Association

Melanie Mills, President and CEO, Colorado Ski Country USA

Sonia Riggs, President and CEO, Colorado Restaurant Association

Kate Rizzo, General Manager, CCC, Centerplate/Sodexo Live!

Phil Washington, CEO, Denver International Airport

Ginger White, Executive Director, Denver Arts and Venues

Tim Wolfe, Director, Colorado Tourism Office

LIFETIME

A. Barry Hirschfeld, President and CEO, A.B. Hirschfeld and Sons

Ed Gerrity, Retired Delta Airlines

Edward A. Robinson, Retired

Al Timothy, Retired MillerCoors

HONORARY

Governor Jared Polis

Mayor Michael B. Hancock

COMMUNITY ORGANIZATIONS & PROGRAMS

Amp the Cause

Asian Chamber of Commerce

Biennial of the Americas

Brand USA

The Center on Colfax & PrideFest

CherryArts & Cherry Creek Arts Festival

Cinco de Mayo Festival

City Club of Denver

Civic Center Conservancy & Independence Eve

Colfax Marathon Partnership

Colorado Association of Destination Marketing Organizations

Colorado Black Chamber of Commerce

Colorado Business Committee for the Arts

Colorado Competitive Council

Colorado Concern

Colorado Dragon Boat Festival

Colorado Hotel and Lodging Association

Community Enrichment Award

Colorado Restaurant Association

Colorado Remembers 9-11

Colorado Ski Country USA

Colorado Society of Association Executives

Colorado Sports Hall of Fame

Colorado Tourism Office

Colorado Women's Chamber of Commerce

Denver Architecture Foundation & Doors Open Denver

Denver Department of Housing Stability

Denver Film Society & Film Festival

Denver Metro Chamber of Commerce

Denver Police Foundation

Denver POW WOW

Denver Rescue Mission

Denver Theatre District

Denver Urban Spectrum

Destination Colorado

Downtown Denver Partnership

Dr. Martin Luther King, Jr. Colorado Holiday Commission

EAT Denver

Five Points Jazz Festival

Girl Scouts of America

Hispanic Chamber of Commerce of Metro Denver

I Have a Dream Foundation

Inter-Neighborhood Cooperation

Japan America Society of Colorado

Juneteenth Music Festival

Kiwanis Club of Denver

Meetings Industry Council

Metro Denver Economic Development Corporation

Metro Denver Loading Council

Metro Mayors Caucus

National Western Center

NEWSED Civil Rights Awards

Rocky Mountain Business Travel Association

Rocky Mountain Chapters of ASAE, IAEE, MPI, PCMA, SGMP

Rocky Mountain Indian Chamber of Commerce

Rocky Mountain International Scientific and Cultural Facilities District (Tier 1, 2 & 3)

Statewide College and University Hospitality Programs

Su Teatro Cultural and Performing Arts Center

Tour Colorado

Tourism Industry Association of Colorado

University Programs statewide

United States Travel Association

World Trade Center

+ AND MANY OTHERS

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.

DEI

DIVERSITY, EQUITY
AND INCLUSION

