Year-Round Consumer Campaign Calendar

- Regional Weekend Marketing Campaign (Year-round)
- Winter Campaign (January-April)
- Denver Restaurant Week (January-March)
- Spring/Summer Campaign (April-September)
- Summer Weekends & Summer Finale (April-September)
- LGBTQ & PrideFest (May-September)
- Denver Beer Fest (September)
- Fall Cultural/Denver Arts Week (September-November)
- Mile High Holidays (Early November-Early December)
- Blockbuster Exhibition Campaign (Varies)
- Hispanic/Latino (Spring/Summer & Mile High Holidays)
Regional Weekend Marketing Campaign

- **Goal:** Drive short-term overnight stays among regional travelers

- **Tactics:**
  - Digital
  - Radio
  - E-blasts
  - TV/OOH
  - Social media/PR
  - Search engine marketing

- **Features:**
  - Weekend highlights

- **Timing:**
  - Year-round

- **Regional Markets:**
  - **In-State:** Statewide (excluding Denver Metro)
  - **Out-of-State:** Albuquerque, Cheyenne, Kansas City, Salt Lake City, Wichita & Phoenix
Winter Marketing Campaign

Goal: Drive regional tourism in first and second quarters, leveraging time-specific events and great hotel rates.

Tactics:
- Print
- Digital
- Radio
- Social media/PR
- Search engine marketing

Features:
- Blockbuster exhibitions
- International Sportsman Expo
- National Western Stock Show & Rodeo
- DCPA Broadway shows
- Winter Park Express Ski Train
- Denver Restaurant Week

Regional Markets:
- In-State: Aspen, Colorado Springs, Durango, Fort Collins, Glenwood Springs, Grand Junction, Greeley, Loveland, Pueblo, Steamboat Springs, Summit County, Vail
- Out-of-State: Albuquerque, Casper, Cheyenne, Kansas City, Salt Lake City, Santa Fe, Wichita, Phoenix
- Target Markets: Red Rocks Summer Concert Series promotion (digital only): Houston, Chicago, Dallas

Timing:
- Jan. – Mar.
Goal: Increase awareness for Denver Restaurant Week with locals, as well as out-of-state visitors.

Tactics:
- TV
- Print
- Digital
- Radio
- Social media/PR

Markets:
- Colorado statewide (incl. Denver Metro)
- Regional markets

Timing:
- Feb. 22-Mar. 3, 2019
Spring/Summer Campaign

➢ Goal: Raise brand awareness of Denver in order to increase overnight visitors

➢ Tactics:
  ▪ Print
  ▪ Digital
  ▪ Social media/PR
  ▪ TV
  ▪ Search engine marketing

➢ Features:
  ▪ Blockbuster exhibitions
  ▪ Red Rocks Summer Concert Series, special events & festivals, arts & culture, sports, dining & nightlife
  ▪ Hispanic/Latino overlay messaging

➢ Markets:
  ▪ Chicago, Houston, Dallas and San Francisco
  ▪ National digital campaign
  ▪ Regional markets (some tactics)

➢ Timing:
  ▪ Late March – Aug.
Summer Weekends & Summer Finale Campaign

- **Tactics:**
  - Print
  - Digital
  - Radio
  - Social media/PR
  - Search engine marketing

- **Features:**
  - Memorial Day Weekend
    - Denver Day of Rock
  - Fourth of July Weekend
    - Independence Eve
    - Cherry Creek Arts Festival
  - Summer Finale
    - Colorado Classic Pro Bike Race
    - Labor Day Weekend
    - A Taste of Colorado
    - Denver Food + Wine Festival
    - GRANDOOZY Music Festival

- **Regional Markets:**
  - In-State: Aspen, Colorado Springs, Fort Collins, Grand Junction, Pueblo, Summit County, Vail
  - Out-of-State: Albuquerque, Cheyenne, Santa Fe

- **Timing:**
  - April – Sept.

- **Goal:** Promote overnights during the need period of summer holiday weekends, and also promote signature events in Aug./Sept.
Goal: Increase LGBTQ visitors by promoting PrideFest weekend and extending Spring/Summer messaging to target markets.

Tactics:
- Print
- Digital
- Social media/PR

Features:
- LGBTQ messaging
- PrideFest (June 15-16, 2019)

Markets:
- PrideFest: Austin, Dallas, Houston, Minneapolis, San Diego
- Spring/Summer: Target Markets

Timing:
- May – Sept.
Cooperative Partner Campaigns

- Goal: Increase visitors by promoting blockbuster exhibitions and hotel packages.


* Additional partnerships TBD in 2019.
Denver Beer Fest

➤ Goal: Raise awareness of Denver’s craft beer culture.

➤ Tactics:
  ▪ Print
  ▪ Digital
  ▪ Social Media/PR

➤ Features:
  ▪ Great American Beer Fest (Oct. 3-5, 2019)
  ▪ Denver Beer Trail

➤ Markets:
  ▪ Denver Metro

➤ Timing:
  ▪ Sept.
Fall Cultural/Denver Arts Week

- **Goal:** Raise awareness and generate new audiences for arts and cultural organizations.

- **Tactics:**
  - Print
  - TV/Cable
  - Radio
  - Digital
  - Social media/PR
  - Search engine marketing

- **Features:**
  - Denver Film Festival
  - Denver Arts Week
  - *Breakin’ Convention* – Denver Center for Performing Arts

- **Regional Markets**
  - In-State: Denver Metro, Colorado Springs, Grand Junction, Fort Collins
  - Out-Of-State: Albuquerque, Cheyenne, Kansas City, Wichita

- **Timing:**
  - Sept. – Nov.
Mile High Holidays

➢ Goal: Increase overnight stays in Denver during a need period.

➢ Tactics:
   ▪ Print
   ▪ Digital
   ▪ Radio
   ▪ TV/Cable
   ▪ Digital
   ▪ Search engine marketing

➢ Regional Markets:
   ▪ In-State: Denver Metro, Aspen, Colorado Springs, Durango, Fort Collins, Glenwood Springs, Grand Junction, Greeley, Loveland, Pueblo, Steamboat, Summit County, Vail
   ▪ Out-of-State: Albuquerque, Cheyenne, Kansas City, Phoenix, Salt Lake City, Santa Fe, Wichita

➢ Features:
   ▪ Thanksgiving Weekend
   ▪ Christmas Weekend
   ▪ New Year’s Eve Weekend
   ▪ National Western Stock Show & Rodeo
   ▪ Hispanic/Latino overlay messaging

➢ Timing:
   ▪ Mile High Holidays: Early Nov. – Early Dec.
   ▪ New Year’s Eve: Dec. 5-25
   ▪ National Western Stock Show & Rodeo: Through mid-Jan.
Goal: Increase overnight stays in Denver during a need period.

Tactics:
- Radio
- Digital

Features:
- NWSS dedicated landing page
- Hispanic/Latino overlay messaging

Markets
- In-State: Colorado Springs, Fort Collins, Grand Junction, Greeley (exclude Denver Metro)
- Out-of-State: Albuquerque, Cheyenne

Timing:
Hispanic/Latino Efforts

- **Goal:** Promote Denver to increase overnight stays among Hispanic/Latino audiences.

- **Tactics:**
  - Radio
  - Digital
  - Social media/PR

- **Markets:**
  - Dallas
  - Houston
  - Austin
  - Phoenix
  - Albuquerque

- **Timing:**
  - Spring/Summer campaign
  - Mile High Holidays
  - National Western Stock Show & Rodeo promotions

- **Xcelente:**
  - Review and evaluate tourism metrics
  - VISITEDENVER.com updates
  - Hablemos Hoy (1150 AM) bi-monthly segment
  - *El Comercio de Colorado* print and digital ads
2019 Upcoming Events

- Blockbuster Exhibitions (more to be announced):

- National Western Stock Show & Rodeo (Jan. 12-27)
- Denver Restaurant Week (Feb. 22-Mar. 3)
- Rodeo All-Star Weekend (April TBA)
- Cinco de Mayo Festival (May 4-5)
- Denver Day of Rock (May 25)
- Denver Pop Culture Con – previously Denver Comic Con (May 31-June 2)

- Denver PrideFest (June 15-16)
- CONCACAF Gold Cup (June 19)
- Cherry Creek Arts Festival (July 5-7)
- Slow Food Nations (July 19-21)
- Colorado Classic & Velorama (dates TBA)
- GRANDOOZY (dates TBA)
- A Taste of Colorado (dates TBA)
- 11th Annual Denver Beer Week (Sept. 27-Oct. 5)
- Great American Beer Festival (Oct. 3-5)
- 42nd Annual Denver Film Festival (dates TBA)
- Denver Arts Week (Nov. 1-9)
- Mile High Holidays (Nov. 22-Jan. 21, 2020)