Welcome Event Venue Partners!

Wednesday, August 30
MC Genova
Director, Partnership &
VISIT DENVER Foundation
Who is VISIT DENVER?

• Contracted by the City & County of Denver to market Denver as a destination

• Nearly 1,200 partners

• Mix of public funding (Lodger’s Tax) and private dollars (partnership dues, advertising, partnerships)

• VISIT DENVER Foundation; $1.5 million scholarships awarded
What We Do

MARKET DENVER
Meeting Planners
Travel Planners
Tour Operators
Leisure Travelers
Travel Writers
Partners

SELL DENVER

SERVICE VISITORS

VISIT DENVER
VISIT DENVER Partner Benefits

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Destination Services Overview

- Liaison to the Denver Community
- Vendor/Supplier Directory
- Off-Site Venue Assistance
- Site Visits
- Special Activities and Tour Guidance
- Meeting Attendee Microsite
- Attendance Building & Destination Marketing Assistance
Off Site Venue Assistance

1. Partner Referrals/Service Requests (Leads)
2. Website-Venue Search Tool
3. Venue Assistance Form
Referrals and Service Requests (Leads)

All partners receive referrals & service requests from our Convention Services & Tourism Departments

What is a partner referral?
Clients ask VISIT DENVER staff for a list of partners based on a specific set of criteria.

What is a service request?
Clients send VISIT DENVER an RFP and all partners that fit the criteria are sent a “lead” via email

YTD
455 Referrals to 7169 Partners
14 Service Leads to 224 Partners
Venue Search Tool

- 8300 Page Views Annually

- Traffic Drivers
  - Paid Google- 46%
  - Google Organic 40%

- Of all users that visit the Meetings site those that visited the venue page are more engaged which shows a better quality visit.
  - 3.32 pages per visit versus 1.75
  - 4:43 time on site compared to 1:49

https://www.denver.org/meetings/hotels-venues/find-an-event-venue/
Venue Assistance Form

We make it easy to find help with planning your meeting, tradeshow, conference or event.

Fill out this form with all your event requirements and the VISIT DENVER destination services team is ready to assist you with all your meeting planning needs.

If you prefer to contact our vendors directly, refer to our Vendor Guide to view a complete listing of our partner service providers. For meetings that may require a room block, visit the primary Submit an RFP page. For assistance, please contact the VISIT DENVER Convention Services department at conventionservices@visitdenver.com.

[View Vendor Guide] [Email Services]

Contact Information

First Name:
Last Name:
Email Address:
Do we have permission to contact you via email?:
☐ Yes  ☐ No
Telephone:

☐ Send a free Denver Meeting Planner Guide

Tell Us About Your Event

Organization Name:
Meeting Name:
Preferred Start Date:
Preferred End Date:
Estimated Attendees:

[Submit Form]
Best Practices for Listing Your Venue

- Accurate capacities
- Listing individual meeting rooms/spaces
- Venue contact is correct
- Different description for leisure vs. meeting listing
Lisa Bruening
Senior Tourism Sales Manager
Tourism Segments - Leisure

**International**

- Target Markets: Canada, Mexico, United Kingdom, Germany/Switzerland/Austria, France/Benelux, Australia/New Zealand
- Alignment with DEN on International Flights
- Collaboration with CTO and Regional Alliances
- Cooperative Marketing with Brand USA, Airlines and Expedia
- Participation in international Trade Shows

**Domestic Trade**

- Receptive Tour Operators
- Tour Operators
- Tour Colorado
- Travel Agents

**Domestic Groups**

- Weddings
- Reunions
- Students
- Motorcoach Tours

**Domestic Groups**

- Cinco de Mayo Festival at Civic Center Park: May 6-7
- The Denver BBQ Festival at Empower Field: May 27-28
Venue Assistance – Leisure Groups

1. Partner Referrals
2. Website-Venue Search Tool
3. Service Request (Leads)

YTD Tourism Department

- 146 Referrals to 3,727 Partners
- 37 Service Leads to 3,536 Partners
Wedding Webpage & Service Requests (Leads)

- Paid search and social. Main page over 45,000 page views up 207% year on year.
- Find A Hotel – AUTOMATICALLY SENT FROM WEBSITE
- Find A Venue – AUTOMATICALLY SENT FROM WEBSITE

YTD
- 3 Referrals to 46 Partners
- 33 Service Request Leads to 3,496 Partners
- Generated by the client directly from our website
Example of a Service Request Email

WEDDING SERVICE REQUEST LEAD

Visit Denver
1505 California St. Suite 300, Denver, CO 80202
Phone: 303-892-1112

To: Walker Fine Art
From: Lisa Broening
Subject: Service Request Lead

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**Please email your response directly to kyle@kylebchristian.com only if you can accommodate the group***

***This is generated by the client directly from our website.***

**Contact:** Kyle Robinson
**Email:** kylebchristian50@gmail.com
**Group/Event:** Kyle B. Christian Schmidt
**Phone:** (303) 580-0023

**SERVICE REQUIREMENT INFORMATION**

**Event Date(s):** 06/10/2023
**Event Time(s):** -
**Event Location:** Art District on Santa Fe, Capitol Hill/Uptown/East Colfax/City Park, Cherry Creek, Downtown, Golden Triangle/Museum District, Highlands/HIGHLANDS SQUARE/103/Park Hill/Tennyson, North Metro/Rounder, Outside of Denver Metro, South Broadway/Washington Park/South Pearl/25th South Gaylord/Blake, West Metro/Golden
**Number of Attendees:** 100
**Budget:** $30000
**Deadline:** 06/16/2023
**Special Requirements:** I'm为准

My fiance and I are looking to plan our wedding in the Denver area for June-Oct 2023 timeframe and would love to look over some options.

TY :)
Domestic & International Group Referrals
Venue Guide/Search Web Pages

Venue Search page
Wedding & Group section
Lauren Huffer
Partnership Services & Events Manager
Web Listings

Listing on VISITDENVER.com

• Leisure/Convention & Meeting Side
• Ability to upload:
  • Multiple Photos and Videos
  • Deals & Discounts (Special Offers)
  • Amenities
  • Social Media Links
  • Threshold 360 Capture
  • And More!
• Managed via Partner Extranet
• Sample Listing – Mile High Station
1. Go to VISITDENVER.com

2. Click “Partners” in the navigation on the righthand side of the screen
Log-in to the Partner Extranet to update your listing info.
How to Update Your Meeting Space

1. Go to Profile Tab > Accounts

2. Click drop-down arrow under Actions
How to View Your Benefits Summary

1. Go to Profile Tab > My Benefits

2. Click “See Details” next to each benefits graph to receive more information

3. Filter by details as needed
Q: Who receives the Convention & Meeting Schedule?
A. Partners at the Dining, President’s and Chairman’s Club levels
B. Accessed on the Partner Extranet

Q: What is the Convention & Meeting Schedule?
A: 2 year schedule of all conventions coming to Denver including meeting planner contact information

Q: How do I effectively utilize the Convention & Meeting Schedule?
A: Do your research, learn timing, differentiate yourself and attend the “Convention & Meeting Schedule” workshop
Extranet – Deals & Discounts

1. Go to Collateral Tab > Special Offers

2. Select “Add Offer”

3. Uploaded Offers will be featured on Partner Listing and the Deals & Discounts Page
360° Venue Capture

- Capture a 360° of your venue space
- No additional cost
- Features:
  - Uploaded to VISIT DENVER partner listing
  - Uploaded to Google My Business Profile
  - Ability to Embed on Your Own Website
  - Used for client referrals
- Click here to schedule a shoot with our contracts at Threshold360

Click here to view example
Top Things To Do Now!

- Log into the Partner Extranet
- Review and update your:
  - Venue Space
  - Amenities
  - Listing Descriptions
  - Contact Information
- Schedule a virtual 360° tour with Threshold360
- Submit your events to Denver365.com
- Upload Coupons to the Deals & Discounts Page
Thank You to Our Host:
Mile High Station
Thank You to AV Partner:
Inspire Event Solutions
Thank You to Our Event Partners

Today’s Host:

Catering Partner:

AV Partner: