



Welcome Event Venue Partners!

Wednesday, August 30



MC Genova

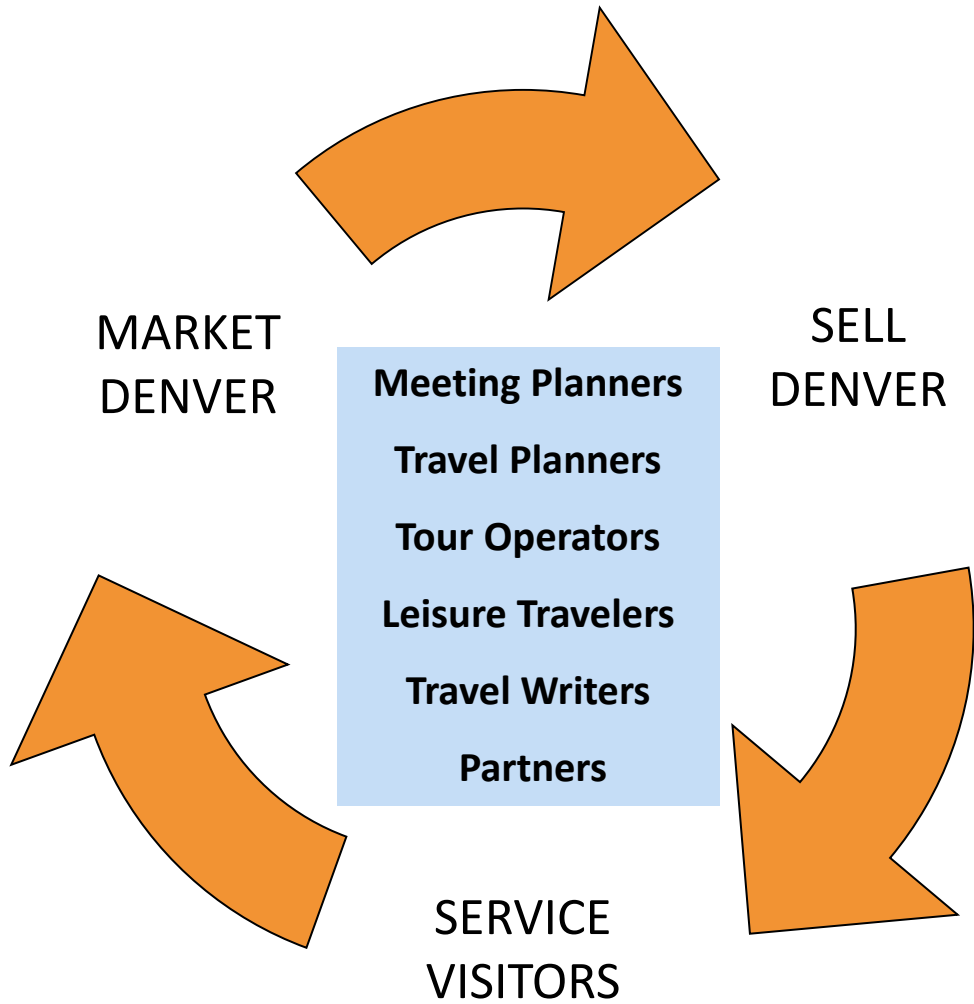
Director, Partnership &
VISIT DENVER Foundation

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



VISIT DENVER Partner Benefits

Web Listings

360° Virtual Tour

**Referrals &
Service Requests**

**Networking &
Educational
Opportunities**

**Convention &
Meeting Schedule**

**Market Research &
Media Contacts**



Tiffany Eck

Associate Director,
Destination Services

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/>

Meeting Rooms

0

Total Sq. Ft.

0

Largest Room

0

Sleeping Rooms

0

Reception Capacity

0

Banquet Capacity

0

Theater Capacity

0

Classroom Capacity

0


Categories

☐ Special Events Venue (384)
☐ Hotel (131)


Where

☐ Downtown / LoDo / Larimer Sq. / Riverfront / RiNo / Five Points (246)
☐ Cherry Creek / Colorado Blvd (35)
☐ Capitol Hill / Uptown / East Colfax / City Park (23)

featured




AEG Presents - The Mission Ballroom
4242 Wynkoop St.
Facilities
Meeting Rooms 1
Total Sq. Ft. 20,000
Largest Room 20,000
Reception Capacity 2,500
Banquet Capacity 700
Theater Capacity 2,200
quickview
Add To Compare




2127 Larimer
2127 Larimer St.
Facilities
Meeting Rooms 4
Total Sq. Ft. 5,150
Largest Room 1,800
Reception Capacity 48
Banquet Capacity 48
Theater Capacity 48
Classroom Capacity 30
quickview
Add To Compare

featured



E5 Events
6800 S. Xanthia St.
quickview
Add To Compare



5280 Burger Bar
16th Street Mall Pavilions
Facilities
Meeting Rooms 2
Reception Capacity 350
Banquet Capacity 350
Classroom Capacity 35
quickview
Add To Compare

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*:

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

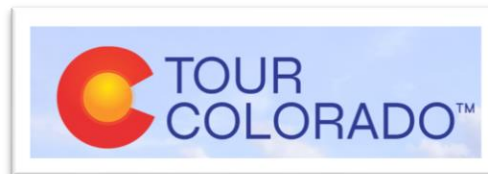
Target Markets: Canada, Mexico, United Kingdom, Germany/Switzerland/Austria, France/Benelux, Australia/New Zealand

- 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



Leisure Events

- 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



YTD Tourism Department

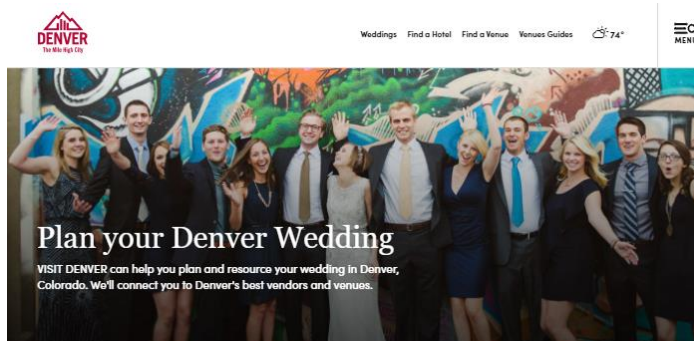
- **146 Referrals to 3,727 Partners**
- **37 Service Leads to 3,536 Partners**

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.**



Whether you're a Colorado native or are planning your dream Denver wedding from 3,000 miles away, this website (and the knowledgeable VISIT DENVER staff) can assist you with a wide array of free Denver wedding planning services like finding a perfect venue or getting the best rates on a hotel room block for out-of-town guests.

Need help with your wedding?

get in touch with our team. →



Find a Hotel

Allow us to help save you time and money. VISIT DENVER will distribute this lead based on your requirements, and hotels will respond directly to you...

[Read More](#)



Find a Venue

Use this form to contact the many partners of VISIT DENVER who are ready to assist you with all your wedding venue needs. VISIT DENVER will distribute...

[Read More](#)



Venues Guides

Our event venues guide is Denver's most comprehensive database of event spaces. Find the perfect location to hold your ceremony or reception...

[Read More](#)

Denver Wedding Venue RFP

weddings [Share](#)

Use this form to contact the many partners of VISIT DENVER who are ready to assist you with all your wedding venue needs. VISIT DENVER will distribute this lead based on your requirements, and venues will respond directly to you via email.

Looking for hotel room blocks for your wedding? [Let us help!](#)

All Red Fields are Required

Contact Information

Wedding Name:

First Name:

Last Name:

Zip Code:

Email:

☐ Yes, it's okay to contact me by email

Example of a Service Request Email

From: tourism@visitdenver.com <tourism@visitdenver.com>

Sent: Friday, June 2, 2023 8:12 PM

To:

Subject: Service Request Lead

WEDDING SERVICE REQUEST LEAD



The Convention & Visitors Bureau

Visit Denver

1555 California St. Suite 300, Denver, CO 80202

Phone: 303-892-1112

To: Walker Fine Art
Date: Friday, June 2, 2023
From: Lisa Bruening
Senior Tourism Sales Manager

Please email your response directly to kylarobison58@gmail.com only if you can accommodate the group

This is generated by the client directly from our website.

ORGANIZATION

Contact: Kyla Robison
Email: kylarobison58@gmail.com
Group/Event: Kyla & Christian Schmidt
Phone: (954) 560-0025

SERVICE REQUIREMENT INFORMATION

Event Date(s): 08/29/2025 -
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/LoHi/Berkeley/Tennyson, North Metro/Boulder, Outside of Denver Metro, South Broadway/Washington Park/South Pearl/Old South Gaylord/Baker, West Metro/Golden
of Attendees: 100
Budget: 30000
Deadline: 06/16/2023
Special Requirements: Hi there!

My fiance and I are looking to plan our wedding in the Denver area for June-Oct 2025 time frame and would love to look over some options

TY :)

***VISIT DENVER's Convention Service and Tourism Lead Program is designed to provide you with qualified leads for potential convention and tourism business. We are providing you with basic information to respond directly to these groups' needs. If there is no phone number, please respond in writing only.

If you have any additional questions or need specific/detailed information, please contact the client directly

This is generated by the client directly from our website

Domestic & International Group Referrals



Venue Guide/Search Web Pages

Venue Search page

Wedding & Group section



weddings

Share

Our event venues guide is Denver's most comprehensive database of event spaces. Find the perfect location to hold your ceremony or reception, whether you're planning something small and intimate or a blow-out bash for hundreds. Let venues contact you directly, by filling out our [venue request form](#)!

Looking for a block of rooms for 10 or more guests? [Let us help!](#)

View:
[Grid](#) [List](#)

Sort:
[Recommended](#) [Near Me](#)


Show Map

Where

- ☐ Downtown / LoDo / Larimer Sq. / Riverfront / RiNo / Five Points (197)
- ☐ Golden Triangle (14)
- ☐ Capitol Hill / Uptown / East Colfax / City Park (22)
- ☐ Cherry Creek / Colorado Blvd (23)
- ☐ Highlands / Highlands Square / LoHi / Berkeley / Tennyson (26)
- ☐ Art District on Santa Fe (9)
- ☐ South Broadway / Washington Park / South Pearl / Old South Gaylord / Baker (15)
- ☐ East Metro / Airport / Central Park / Northfield / Lowry (8)
- ☐ South Metro / DTC / Park Meadows / Littleton (22)
- ☐ West Metro / Golden / Belmar / Lakewood / Olde Towne Arvada (15)
- ☐ Boulder / North Metro (15)
- ☐ Outside of Denver Metro (23)

[show less](#)


featured



AEG Presents - The Mission Ballroom

4242 Wynkoop St.


[visit website](#) [quickview](#)




1134 Broadway

114 N. Broadway

[quickview](#)



DENVER





Lauren Huffer

Partnership Services & Events Manager

Web Listings

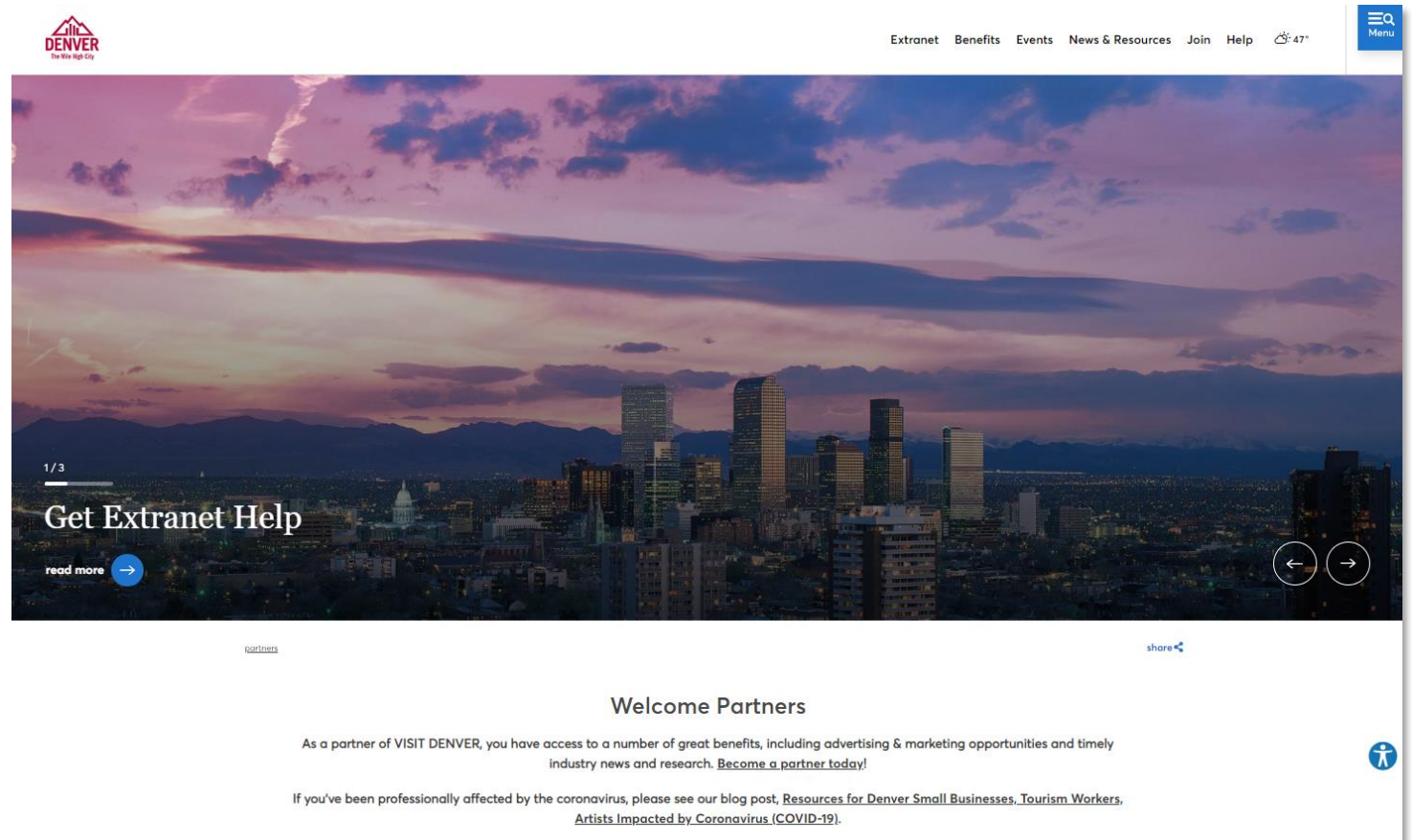
Listing on [VISITDENVER.com](https://www.visitdenver.com)

- 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



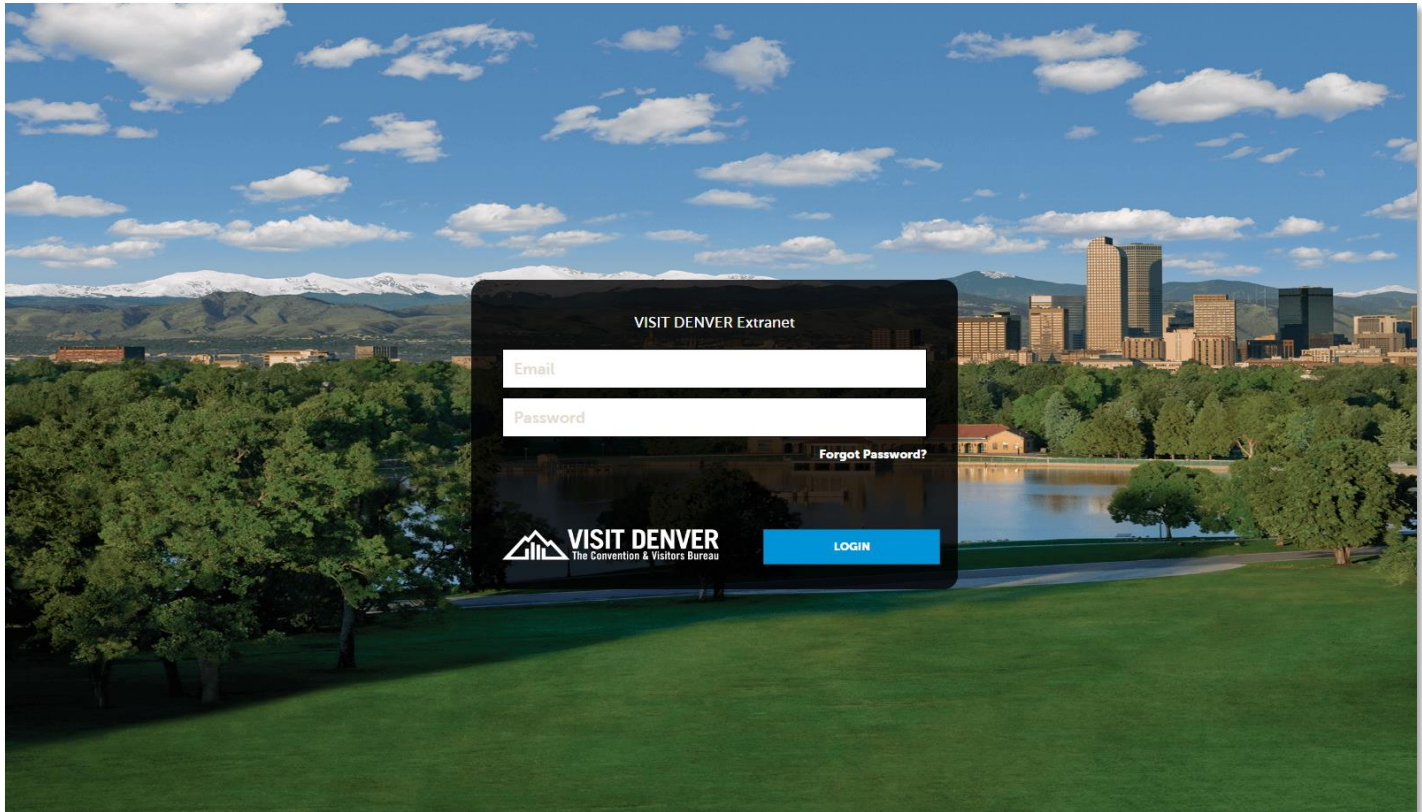
Partner Services Page

1. Go to VISITDENVER.com
2. Click “Partners” in the navigation on the righthand side of the screen



Partner Extranet

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

Accounts

Filters (0) [Manage Filters](#)

Account is one of:

CHOOSE

 Status is one of:

CHOOSE

APPLY FILTERS

Page 1 of 1 Go to Page: 1

Actions	Account	Email	Phone	Address - Line 1	Address - City	Address - State	Address - Zip	
<div><div></div><div></div><div></div></div>	<div>VISIT DENVER, The Convention & Visitors Bureau</div> <div>Manage Amenities</div> <div>Manage Meeting Space</div>	partnership@visitdenver.com	(303) 892-1112	1555 California St.	Denver	CO	80202	

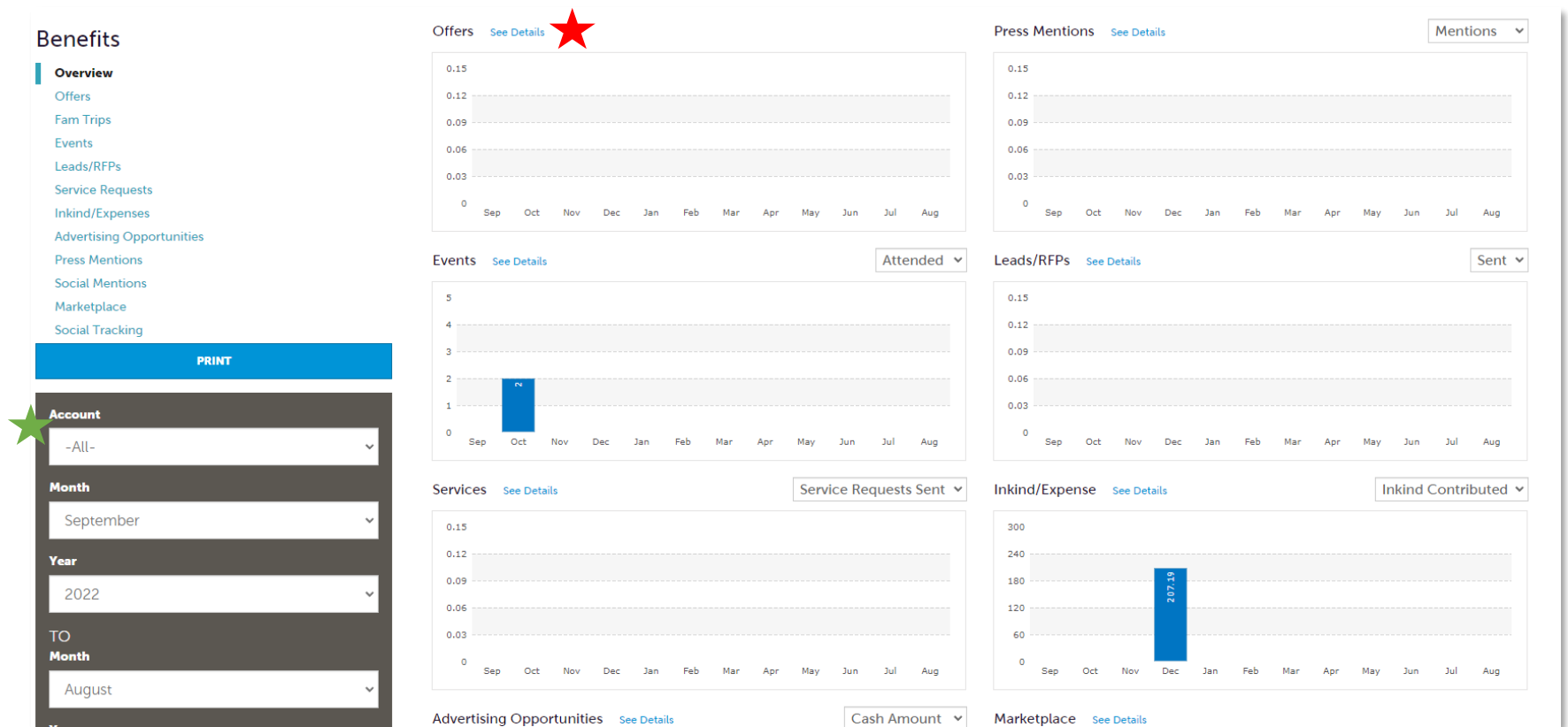
Page 1 of 1 Go to Page: 1

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



Convention & Meeting Schedule

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?

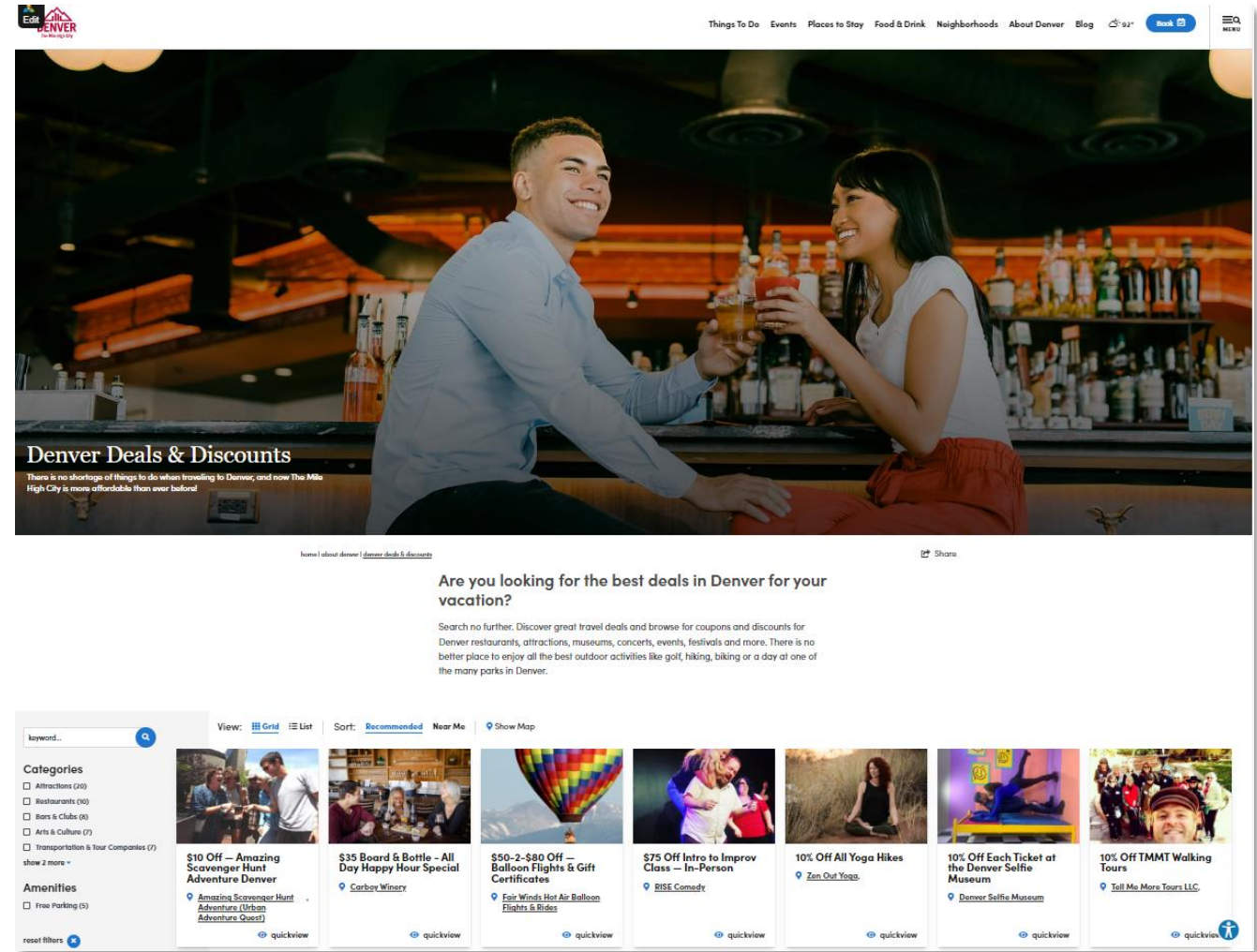
A: 2 year schedule of all conventions coming to Denver including meeting planner contact information

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

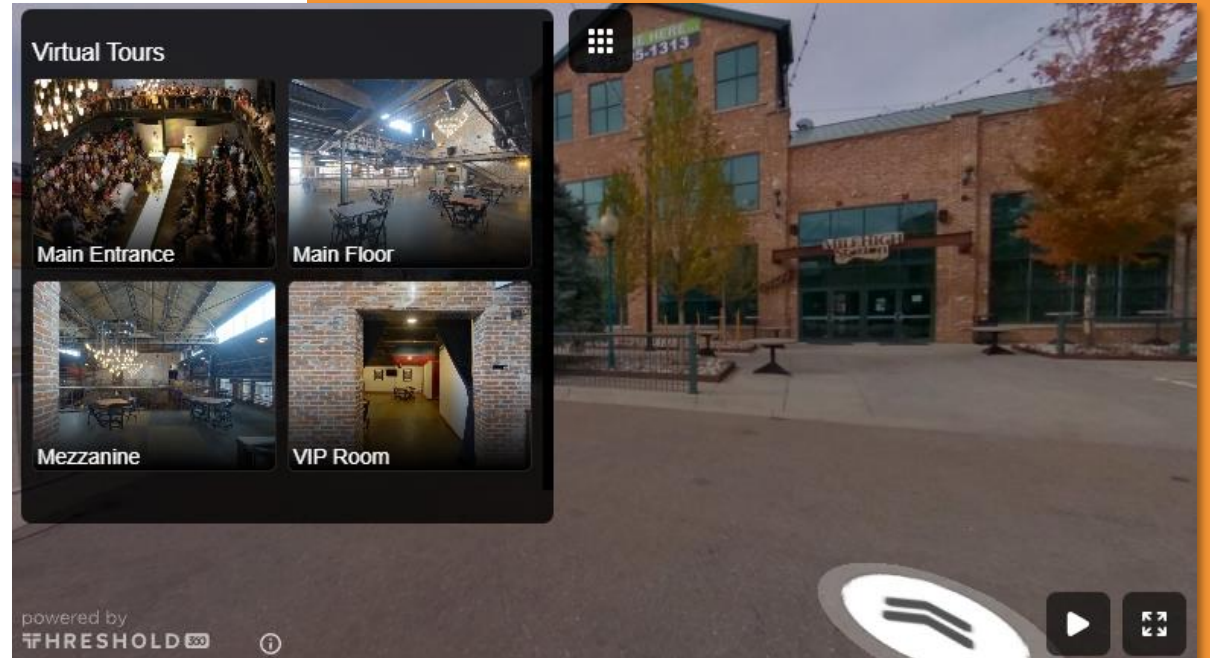
Extranet – Deals & Discounts

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

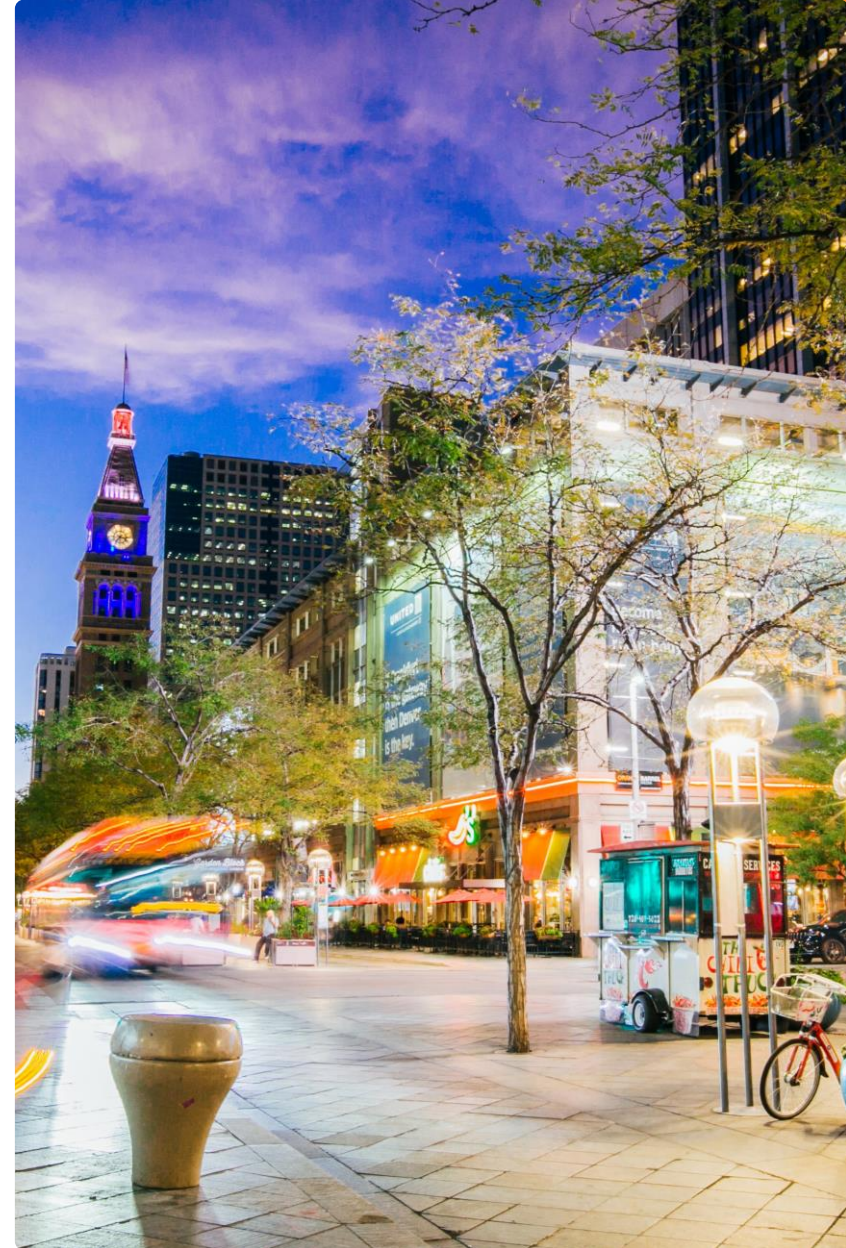
- Capture a 360° of your venue space
- No additional cost
- Features:
 - Uploaded to VISIT DENVER partner listing
 - Uploaded to Google My Business Profile
 - Ability to Embed on Your Own Website
 - Used for client referrals
- [Click here to schedule a shoot](#) with our contracts at Threshold360



[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](https://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:

ePICUREAN
FAMILY OF BUSINESSES
CATERING | SPORTS | E5 EVENTS | RESTAURANTS | VENUES

AV Partner:

