

# DENVER TOURISM ROADMAP FACT SHEET



## WHAT IS THE TOURISM ROADMAP?

The Denver Tourism Roadmap is a comprehensive plan designed to maintain responsible tourism growth, and the economic impact that comes with it, in a way that will benefit both visitors and residents.

### COMMUNITY ENGAGEMENT

The Denver Tourism Roadmap was created through a year-long community-wide process whereby tourism experts studied competitive cities, interviewed elected officials, surveyed more than 1,000 residents, visitors and meeting planners, met with local tourism officials and cultural ambassadors, and evaluated worldwide tourism industry trends.



**90**  
**Participants**

*Board Meetings and Staff Workshops*



**141**  
**Participants**

*Nine Focus Groups and Asset Mapping Sessions*



**27**  
**Participants**

*One-on-One Interviews*



**68**  
**Responses**

*Meeting Planner Customer Advisory Board*



**48**  
**Responses**

*Tour Operators*



**902**  
**Responses**

*Public Online Sentiment Survey*

## VISION STATEMENT 2025

**Denver is America's leading outdoor city, known to visitors for its urban, active, and cultural experiences**

## GOALS

Guided by the vision statement, the resulting plan identified key tourism goals with more than 70 initiatives to be achieved over the next decade. **The complete version of the Denver Tourism Roadmap can be viewed at [DenverTourismRoadmap.com](http://DenverTourismRoadmap.com)**

**01**

### Expand Meetings & Convention Business and Infrastructure

- Ensure the Colorado Convention Center (CCC) expansion moves forward in timely manner and in alignment with recommendations outlined in SAG study and CCC Master Plan, and develop the National Western Center (NWC) as a multipurpose facility that drives overnight demand and addresses customer needs.
- Ensure strategic future headquarter hotel development is considered as identified in the City's Colorado Convention Center (CCC) Master Plan and SAG study.

**02**

### Attract Visitor-Driven Events

- Pursue signature events and festivals that draw overnight visitors (e.g. Day of Rock, Great American Beer Festival).
- Leverage the opportunity of hosting IPW 2018, the largest international tourism marketplace in the U.S.

**03**

### Create World-Class Attractions and Services

- Enhance visitor signage from "arrival to departure" (starting at DEN and continuing throughout the city).
- Create and promote branded tours and trails (e.g. culture, beer and history/heritage).

**04**

### Enhance Connectivity and Mobility

- Expand international air service.
- Improve intermodal connectivity between downtown, neighborhoods and attractions.

**05**

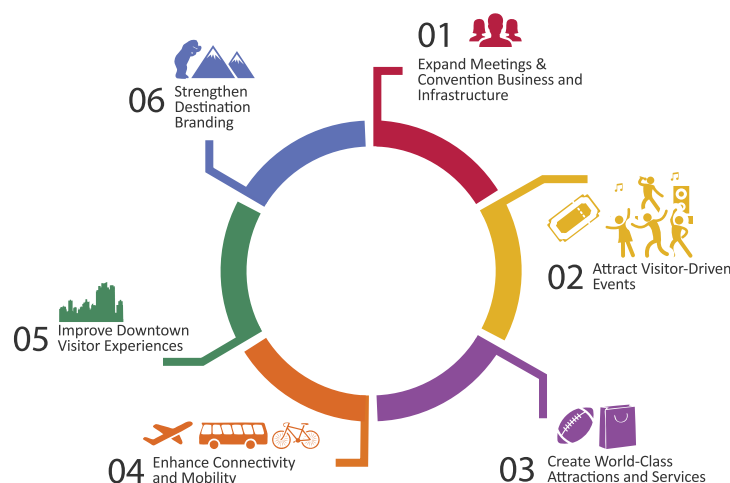
### Improve Downtown Visitor Experiences

- Develop the 16th Street Mall into a world-class attraction by enhancing both physical and social aspects of the experience.
- Create a turn-key street closure program for events and conventions that minimizes impact on businesses and residents.

**06**

### Strengthen Destination Branding

- Create brand alignment with government, business and industry stakeholders and educate on the value of tourism.
- Evaluate future Denver and Colorado tourism marketing funding to ensure growth of economic development, jobs and tax revenue.

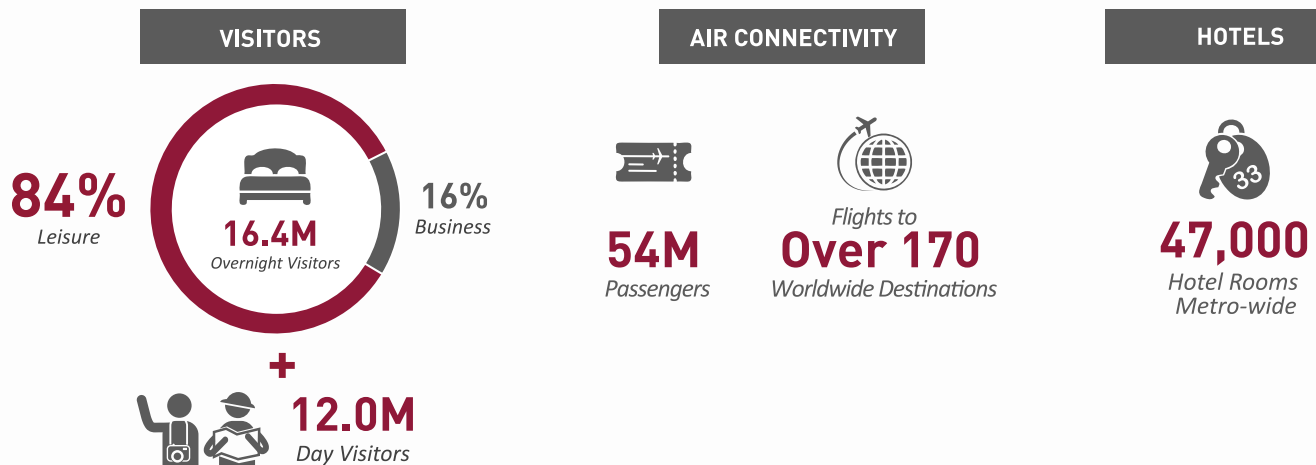


**“With Denver’s growing supply of new hotel rooms, airline seats, restaurants and attractions, it’s hard to overstate the significance of tourism as an economic driver for our city. The Denver Tourism Roadmap provides a smart growth strategy to drive demand for new tourists while enhancing the quality of life for our residents.”**

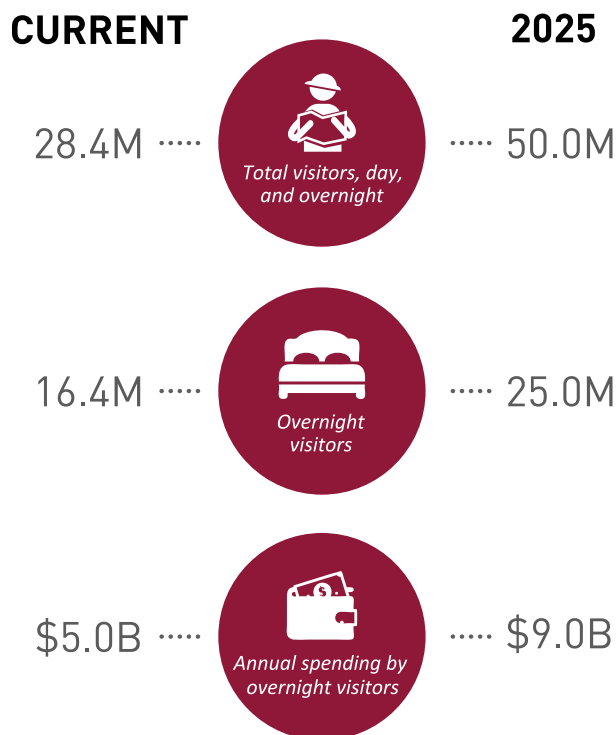
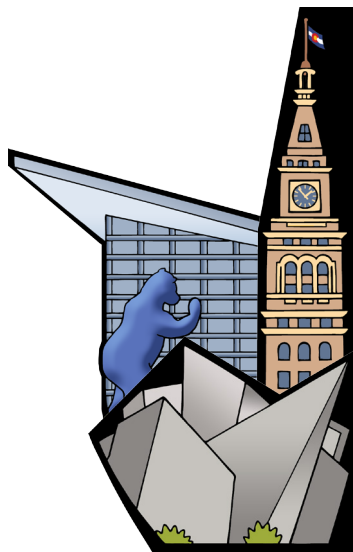
*- Richard W. Scharf, President & CEO, VISIT DENVER*

## DENVER TOURISM PROFILE

According to Longwoods International, in 2015, Denver hosted 16.4 million overnight visitors, a 6 percent increase over 2014. Of the total overnight visitors, 84 percent were for leisure trips and 16 percent for business trips. In addition, Denver also hosted 12 million same-day visitors.



## TARGETS



**VISIT DENVER**  
The Convention & Visitors Bureau

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