America's Competitiveness Exchange
August 2, 2021

Who is VISIT DENVER?

- 112-years old
- Contracted by the City & County of Denver to market Denver as a destination
- Nearly 1,300 partners
- Mix of public funding (Lodger's Tax) and private dollars (partnership dues, advertising, partnerships)- 2019 $42M budget

Direct & Indirect Impact of Travel

What We Do

MARKET DENVER

Meeting Planners

Travel Planners

Tour Operators

Leisure Travelers

Travel Writers

Partners

SELL DENVER

SERVICES FOR VISITORS

Vision:

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

Recent Accolades

#2 Ranking Best Places to Work

#9 Best Cities for an Active Lifestyle & Colorado Top 10 Best States for Millennials & #9 for 2021 Healthiest Cities in America

Lonely Planet: Top Ten Cities in the World to Visit

Top ten cities best-positioned to recover from coronavirus in the U.S

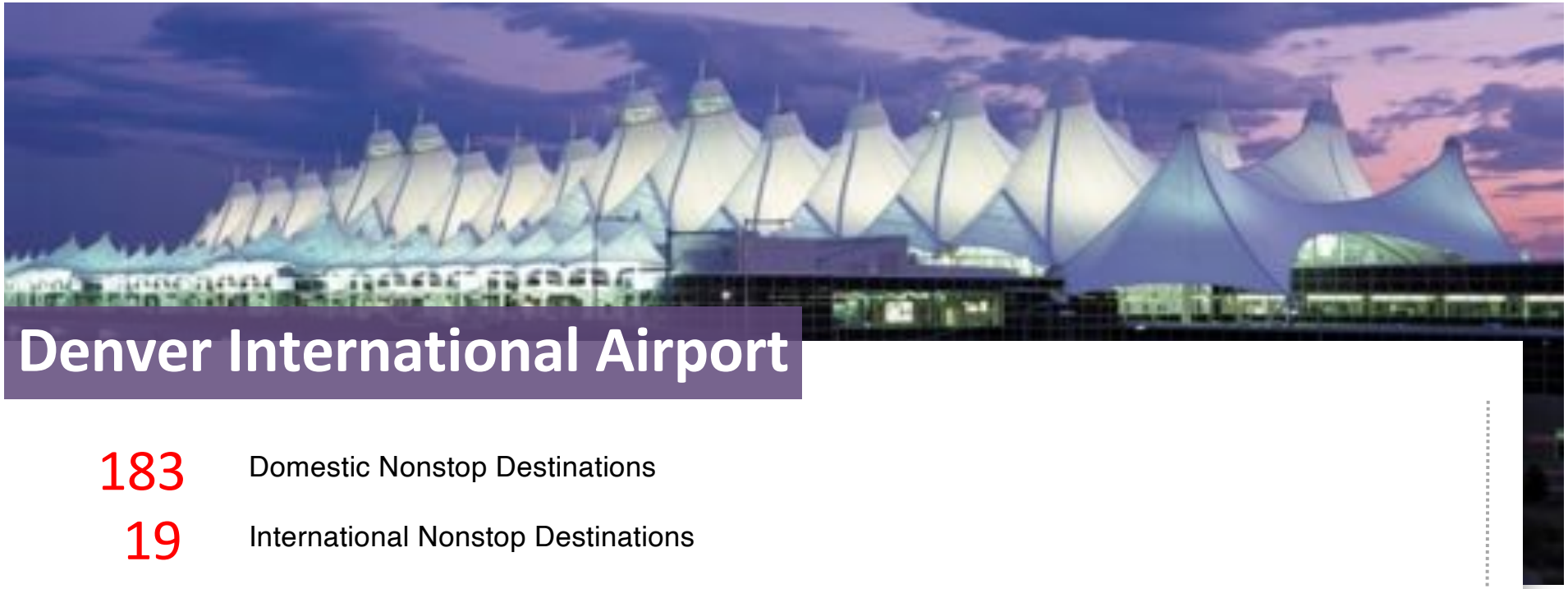
Global Trade Magazine: One of the Top Three Convention Cities in the Southwest

Black American West Museum as Final Stop on U.S. Civil Rights Tour

CompTIA: the IT industry trade association: #10 “Top Tech Town

Top 100 World’s Greatest Places for 2021

#4 Sustainable Destination in the World for 2021



Denver International Airport

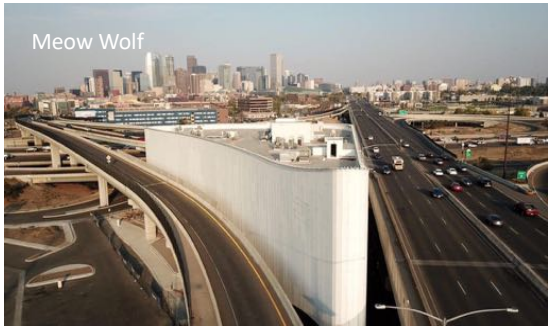
183	Domestic Nonstop Destinations
19	International Nonstop Destinations
202	Total Nonstop Destinations by 24 airlines
6th	Busiest airport in the world (Jan-Mar 2021); only 43 fewer average daily flights in 2021 than in 2019

SOURCE: Denver International Airport, ACI rankings

DEN Passenger Traffic

January to May 2017 – 2021

SOURCE: Denver International Airport



$7B of New Investments

Denver Union Station

- Historic Landmark
- Transit Hub
  - Amtrak
  - Rail & Bus Service
- Boutique Hotel
- Restaurants/Retail Shops

Convention Center Expansion

Current:

- 584,000 Sq. Ft. of Exhibits
- 2 Ballrooms – 50K & 35K Sq. ft.
- 5,000 - Seat Theater

Rooftop Expansion:

- 80,000 Sq. ft. Ballroom
- 35,000 Sq. ft. Pre-function
- 20,000 Sq. ft. Outdoor deck
- Technology enhancements

Denver Art Museum Revitalization

Gio Ponti's "tube" entrance

- Opening 2021
- $150 M Project

Mission Ballroom Music Venue

Entertainment Districts/Neighborhoods

Residential units, retail, restaurants, offices & hotels

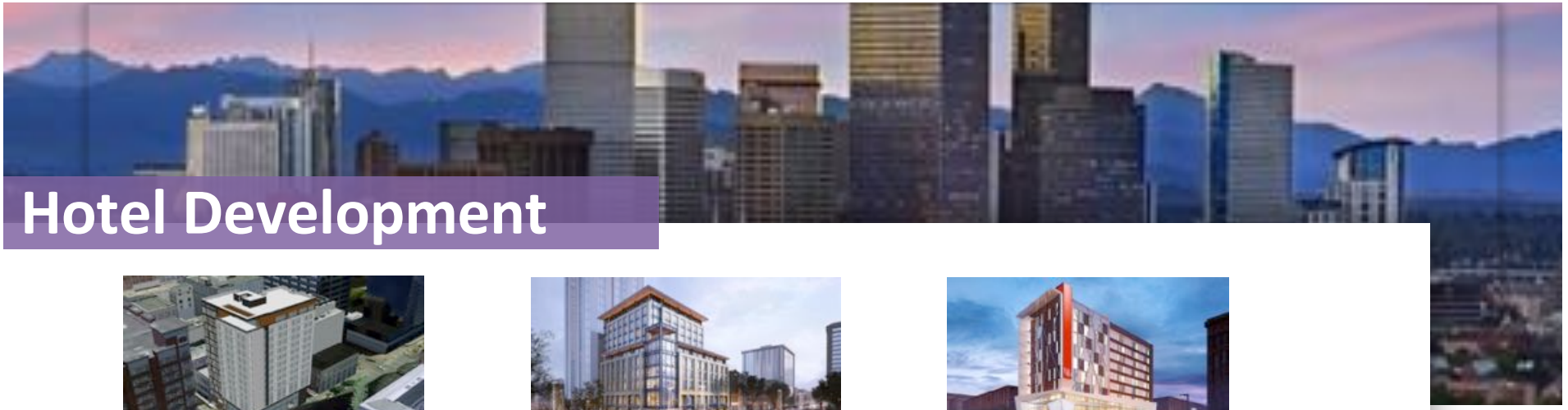
16th Street Mall

More than $100 Million Reconstruction

National Western Center

$1-Billion Facility – Creating a year-round entertainment, education and recreation venue

- Equestrian Center
- Colorado State University Facility
- 20-acre South Platte River Park



Hotel Development

Hyatt Centric, 2021
263 rooms

Thompson Denver, by Hyatt, 2021
216 rooms

Vib by Best Western Hotel & Resorts, 2021
140 rooms

The Clayton, 2021
63 rooms

The Rossonian
105 rooms

McGregor Square Hotel,
Rockies Ballpark Development, 2021
176 rooms

54,000
# of rooms
in Denver Metro

11,000+
# of rooms
Downtown

3,200
# of rooms within
1 block of the Colorado
Convention Center

4,775
Hotel rooms under construction
or in final planning stage for late
2020 – 2025 (Metro)

Three Major Visitor Market Segments

- Business Travel
- Group
- Leisure

Economic Development Nexus

- Bring thought leaders together from around the world to increase long term economic development
- Experts and creatives are in our city, they collide and cross-pollinate with locals and Denver gains from that
- Seeds are planted during conventions that can grow into great opportunities over time
- VISIT DENVER promotes expertise in priority sectors, and leaders in those sectors as a primary sales strategy to engage meeting planners & differentiate Denver's value proposition

Industry Cluster Alignment With Conventions

Broadcasting and Telecommunications
- Society of Cable Telecommunications Engineers
- NTCA The Rural Broadband Association
- International Communication Association

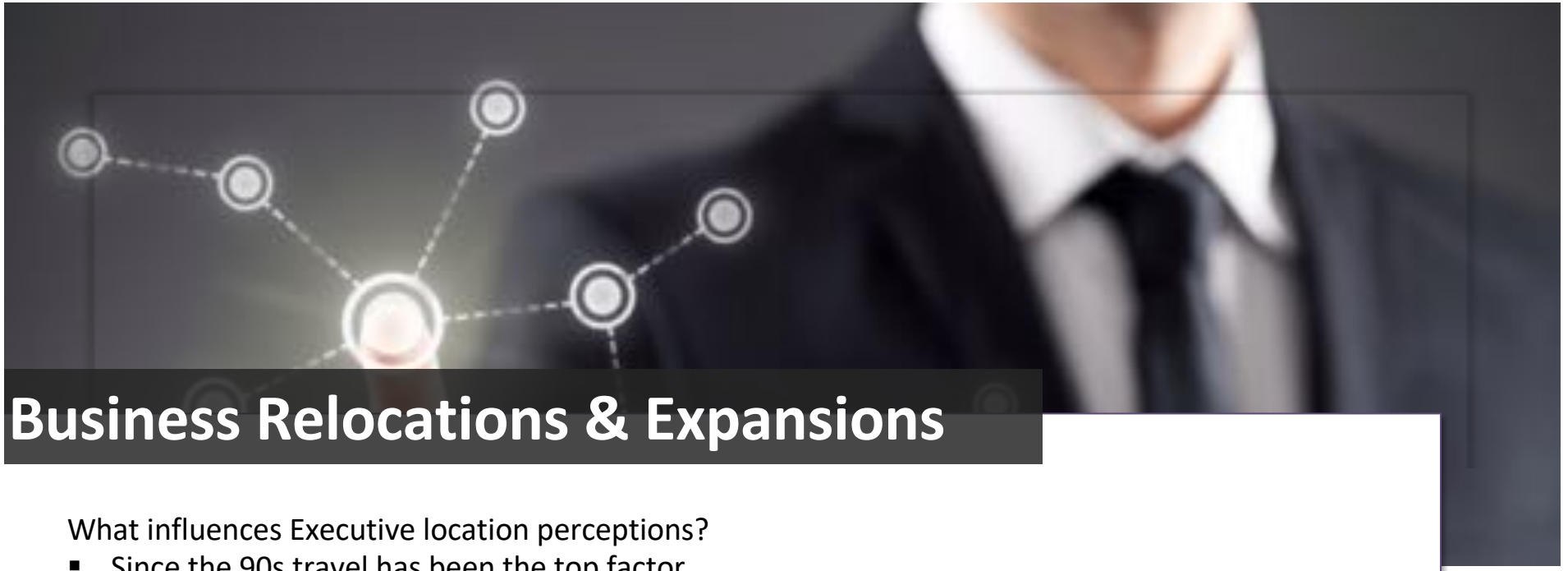
Heath care and Wellness
- Cardinal Health
- DaVita
- Cardiovascular Research Foundation

Information Technology Software
- Microsoft
- Ellucian
- Hewlett-Packard
- Association for Computing Machinery
- SAS Institute Inc
- International Society for Technology in Education

Energy
- Society for Mining, Metallurgy & Exploration
- Wind Energy
- American Association of Petroleum Geologists
- Society for Mining, Metallurgy & Exploration

Financial Services
- LPL Financial
- Charles Schwab
- Mortgage Bankers Association
- New York Life
- Association for Financial Professionals

Bioscience
- Society of Nuclear Medicine
- American Association of Physicists in Medicine



Business Relocations & Expansions

What influences Executive location perceptions?

- Since the 90s travel has been the top factor
- 59% said travel, both business and personal has influenced their decision on location for their business

Note: Survey of site selectors indicated more than 80% executives future selection process started due to a vacation or meeting

Source: Destination Counselors International DCI & MDEDC

Employee Job and/or Relocation Decisions

How talent forms location perceptions?

- 76% Cite first-hand experiences

What would be the best relocation tools to use?

- 80% Cite the chance to visit
- 44% Social media plays major role

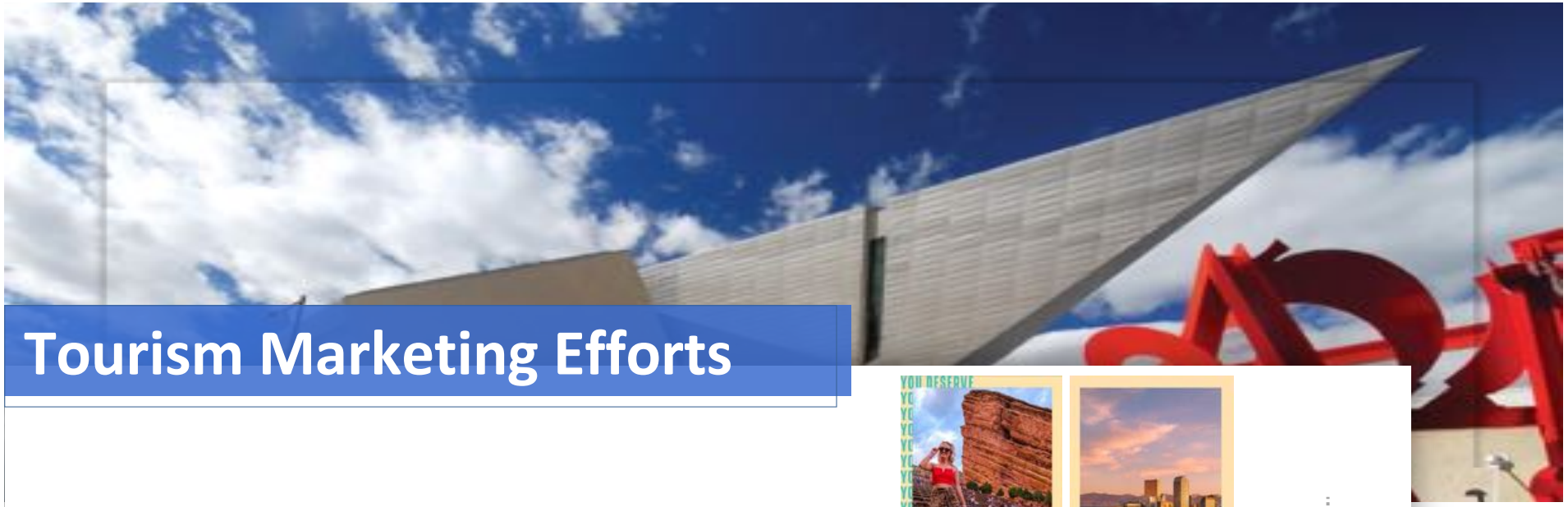
Source: Destination Counselors International DCI

Tourism Efforts

- Year-round regional, national & international marketing campaigns
- International tradeshows & sales missions
- $80M annually in media from PR efforts
- International flight development
- Collaborate with partners, USTA, State, Ski Country, DEN, City and region
- Local branding programs (E.g. Denver Restaurant Week)

Top Countries Sending Visitors

- Canada
- United Kingdom
- Mexico
- Germany
- Australia
- France
- China
- Japan
- Brazil



Tourism Marketing Efforts

Year-Round Campaigns

- $12-$15 million in marketing, advertising & PR
- Winter, Spring/Summer, Fall/Cultural, Mile High Holidays
- Summer holiday weekends
- Dedicated blockbuster exhibition promotions

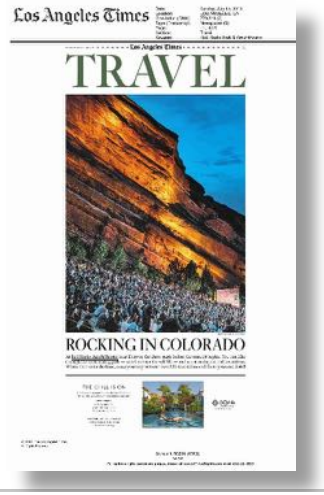
Marketing Programs

622,500 **Visitor Guides**, Dining & Mtg Planning Guides & Beer Trails

Active with all **social media** channels

- +1.7M engagements

$86M in **annual press**



VISITDENVER.com website

- #1 Denver tourism site

Regional & Local Branding

DENVER RESTAURANT WEEK

One of largest in country
~200 restaurants

14,000+ subscribers
26% email open rate

denver arts week
NOVEMBER 2-10, 2018

More than 400 events at
150 participating orgs

MILE HIGH CULTURE PASS

3 days $32.50

Denver Beer Fest

Nearly 250 events
$2.4 million+ in PR value

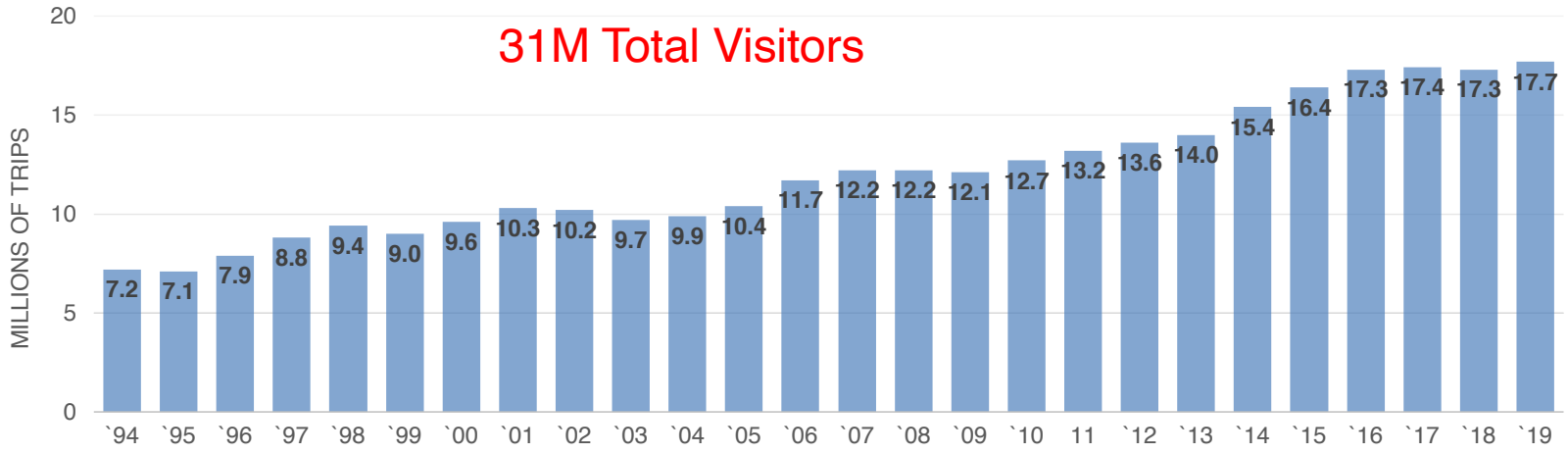
DENVER CityPASS

3, 4 or 5 attractions,
over 7 days

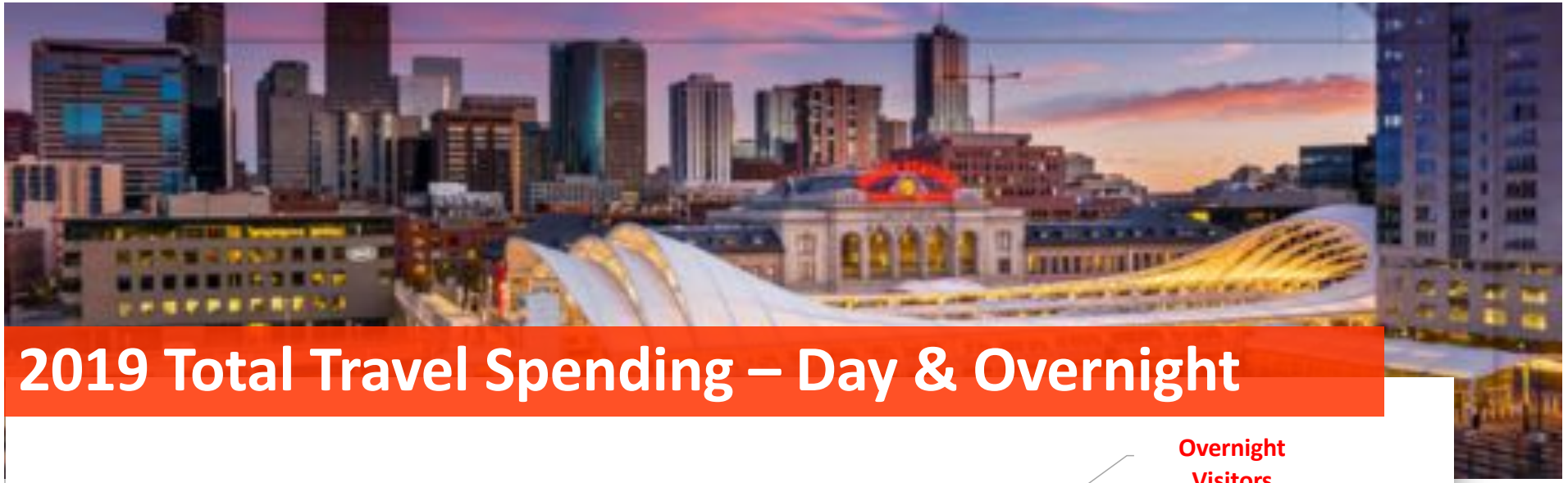
Denver 365
Denver365.com

Citywide event calendar
2nd most-visited section on website

2019 Overnight Trips to Denver

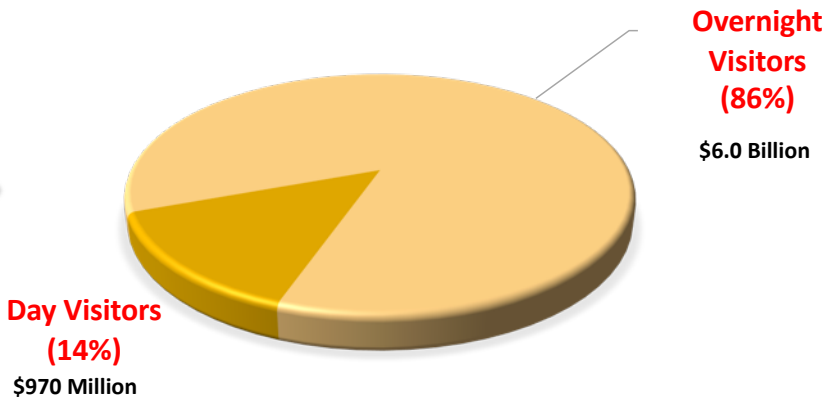


Source: Longwoods Int'l



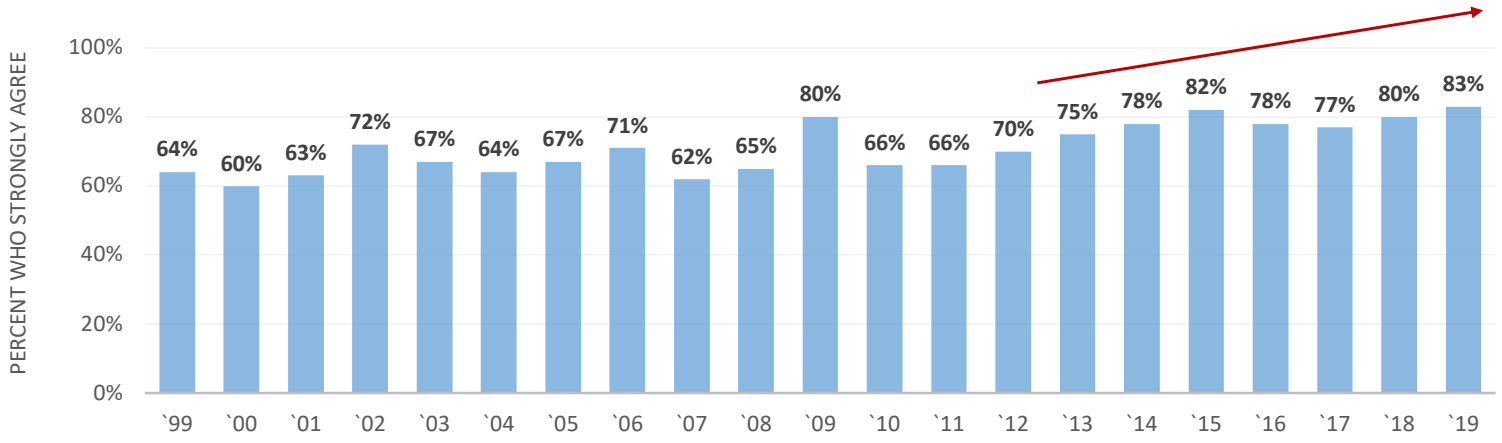
2019 Total Travel Spending – Day & Overnight

Total Spending = $7.0 Billion



Source: Longwoods Int'l

Denver's Product – "Would Really Enjoy Visiting Again"

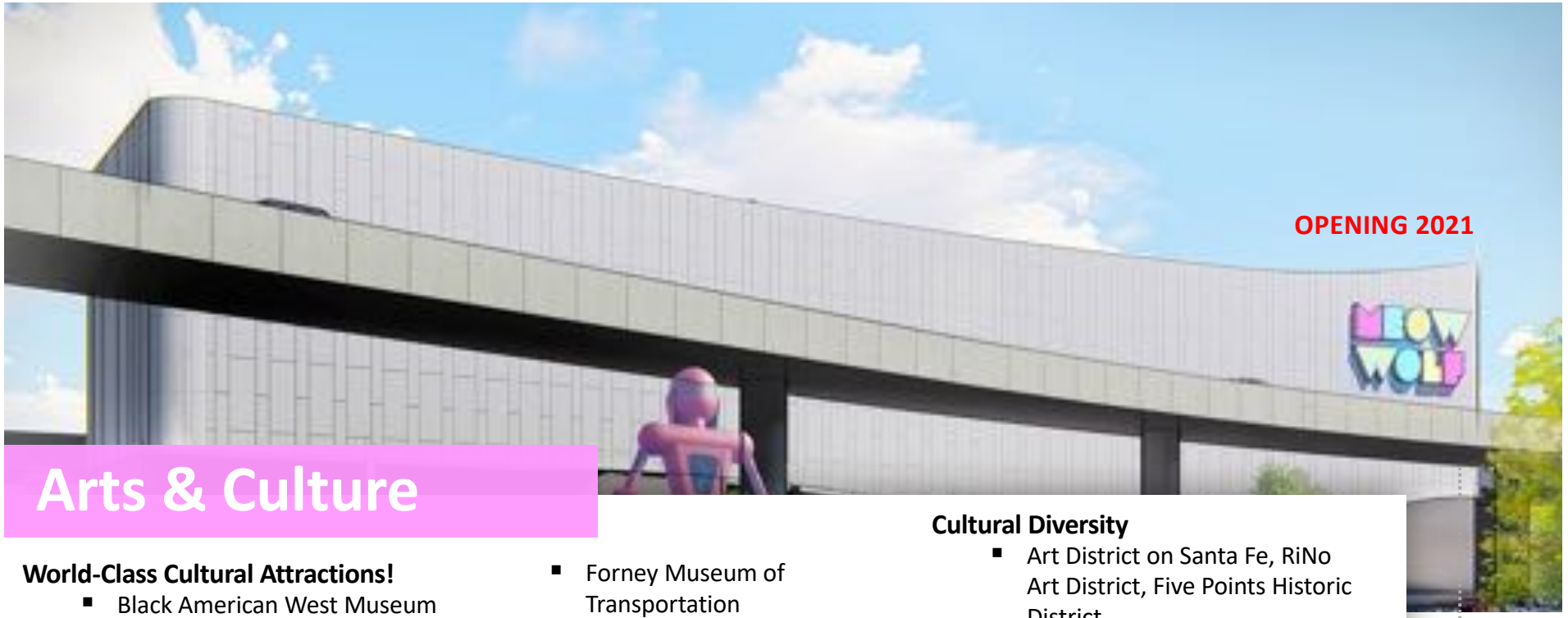


Source: Longwoods Int'l

+65%
INCREASE
DENVER TOURISM
+24%
INCREASE
U.S. TOURISM
Leisure Tourism Growth (Since 2005)
Source: Longwoods International

Arts & Culture Support

- 1% metro tax funds the Scientific & Cultural Facilities District (SCFD) generating more than $60M annually
- Supports more than 300 metro arts and cultural organizations



Arts & Culture

World-Class Cultural Attractions!

- Black American West Museum
- Children's Museum
- Clyfford Still Museum
- Denver Art Museum
- Denver Botanic Gardens
- Denver Museum of Nature & Science
- Forney Museum of Transportation
- History Colorado Center
- Kirkland Museum of Fine & Decorative Art
- MCA Denver
- Molly Brown House Museum
- Museo de las Americas
- Wings Over the Rockies Air & Space Museum

Cultural Diversity

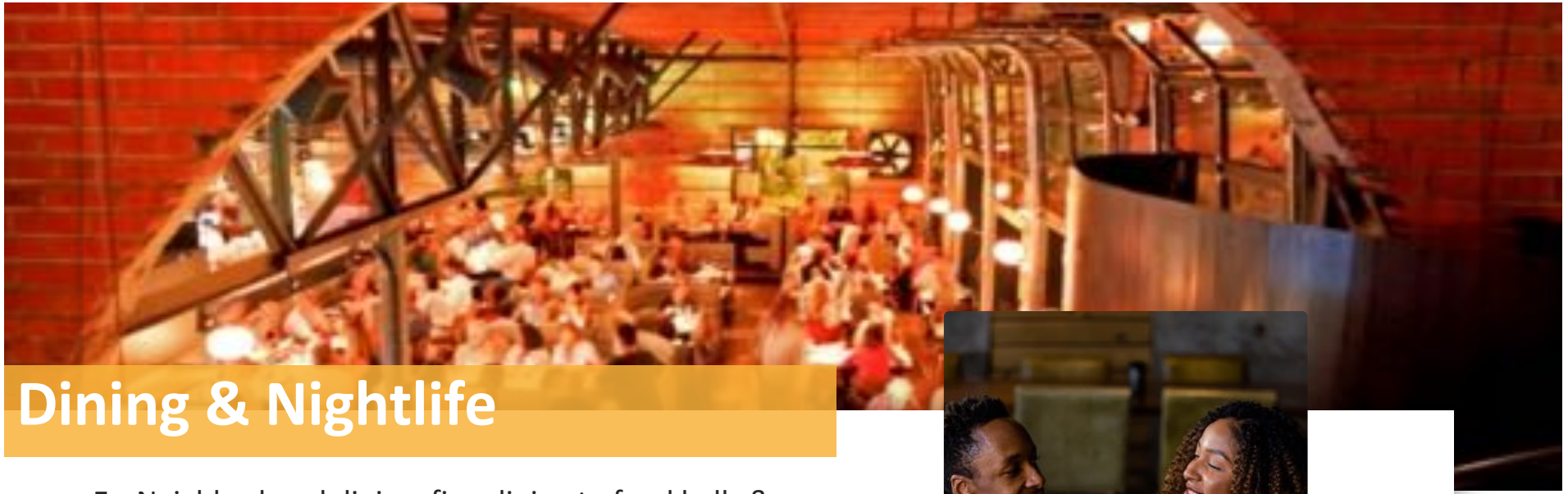
- Art District on Santa Fe, RiNo Art District, Five Points Historic District
- March Powwow, Cinco de Mayo, Black Love Mural Festival, Juneteenth, PrideFest, Babe Walls, Dragon Boat Festival and others
- Vibrant street art throughout diverse neighborhoods

Other Top Attractions & Shopping

- Denver Zoo
- Buffalo Bill Museum & Grave
- Colorado Railroad Museum
- Elitches Amusement Park
- Downtown Aquarium

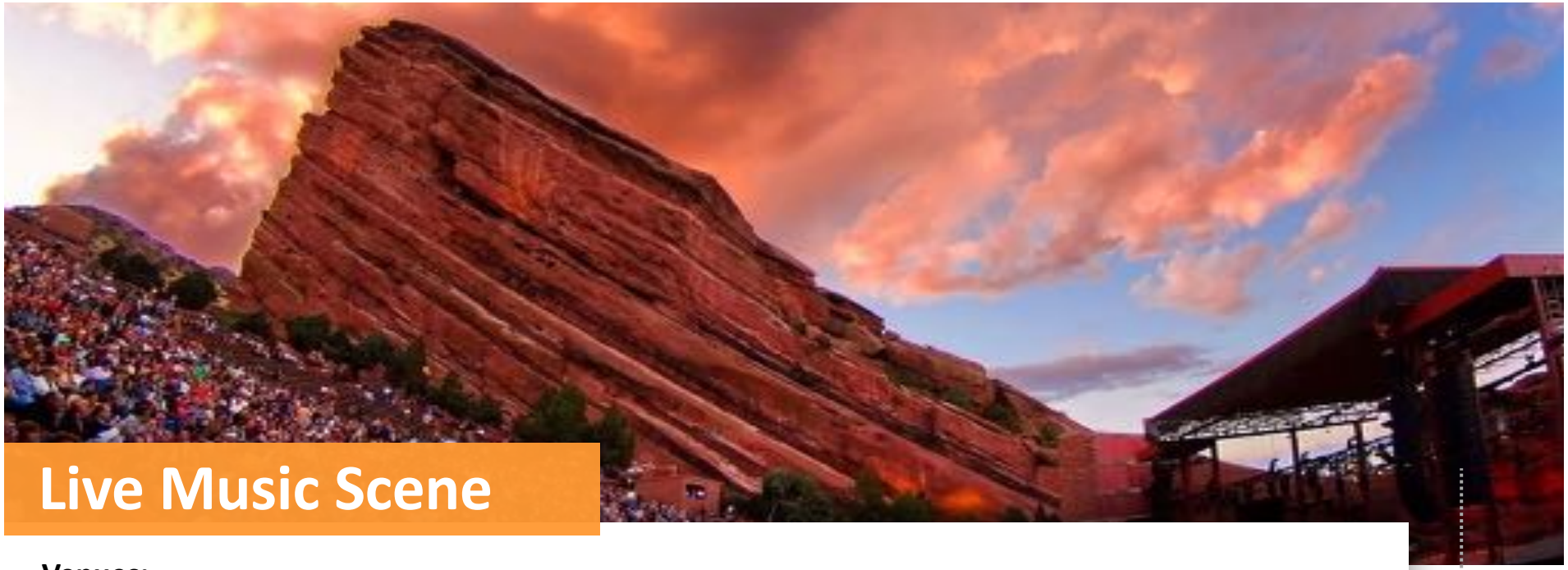
- Cherry Creek District Shopping
- Denver Pavilions Shops
- Larimer Square Shops
- Several Neighborhood Shopping Districts

Source: Longwoods



Dining & Nightlife

- Neighborhood dining, fine dining to food halls & gourmet markets
- James Beard Award-Winning Chefs
- Food events all year long
- 100+ Brewpubs & Microbreweries!



Live Music Scene

Venues:

- Red Rocks Amphitheatre
- Levitt Pavilion
- Number Thirty Eight, Bluebird Theater, Clocktower Cabaret, Dazzle, Fiddler's Green Amphitheatre, Fillmore Auditorium, Gothic Theatre, Grizzly Rose, Marquis Theater, Nocturne, Ogden Theatre, Ophelia's Electric Soapbox, Paramount Theatre, Summit Music

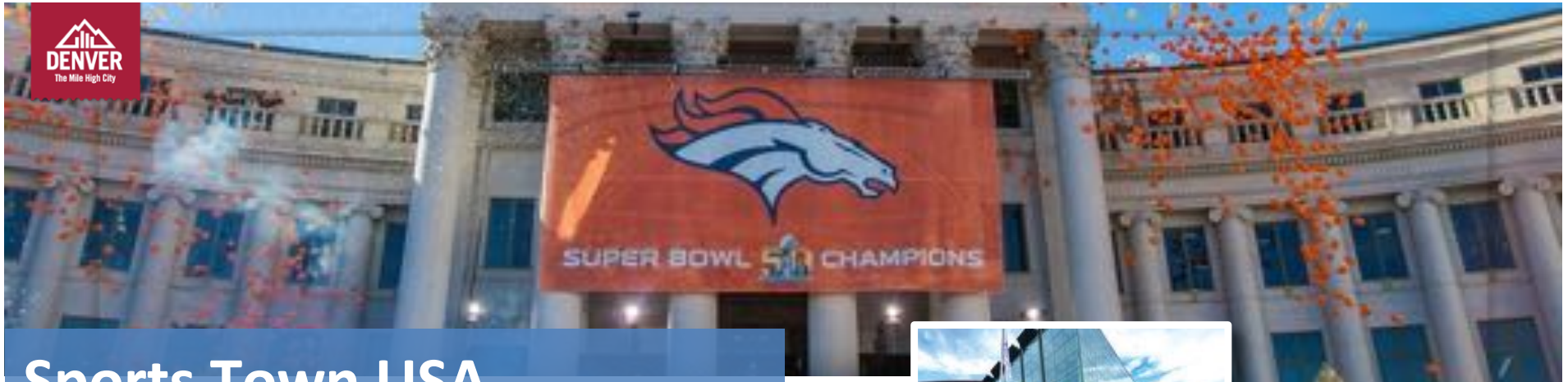
Local & National Talent:

- Nathaniel Rateliff & the Night Sweats, OneRepublic, the Lumineers, the Fray, Gregory Alan Isakov, Tennis and many more!

Diverse Denver

Denver has a rich history and wonderfully diverse cultural landscape

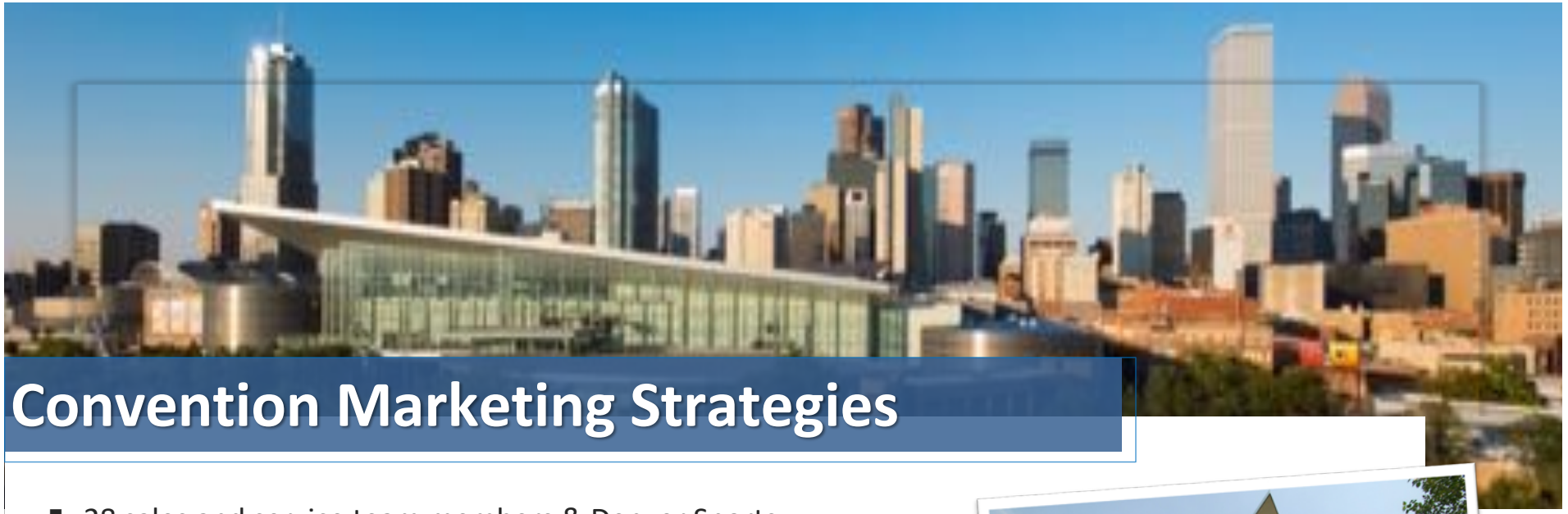
- Indigenous Peoples
  - Extensive Indigenous Arts of North America collection at Denver Art Museum
  - Denver March Powwow
- Black Denver
  - Five Points Historic District: Black American West Museum, Stiles African American Heritage Center, Blair-Caldwell African American Research Library, Cleo Parker Robinson Dance
  - Juneteenth, Five Points Jazz Festival, Black Love Mural Festival
- Latinx Community
  - Art District on Santa Fe: First Friday Art Walks, Museo de las Americas
  - Cinco de Mayo
- Asian American and Pacific Islander Community
  - Cherry Blossom Festival, Dragon Boat Festival
- LGBTQ+ Community
  - The Center
  - PrideFest, CinemaQ Film Festival, Rocky Mountain Regional Gay Rodeo



Sports Town USA

DENVER HAS 6 PROFESSIONAL SPORTS TEAMS:

- Denver Broncos (NFL)
- Denver Nuggets (NBA)
- Colorado Rockies (MLB)
- Colorado Avalanche (NHL)
- Colorado Mammoth (NLL)
- Colorado Rapids (MLS)



Convention Marketing Strategies

- 28 sales and service team members & Denver Sports
- Sales office in DC and Chicago
- Annually book $700M in corporate & association business
- Rank high in US for convention business/destination
- Sell accessibility; facilities; affordability; safety; service; and destination appeal

Dominate Economic Sectors

- Greatest gross domestic product (GDP)
- Largest employment

New space age — *Dominant before 3000*
Spacecraft, exploration, travel, resource gathering, astrophysics

New atomic age — *Dominant by 2250-2500*
Fusion, lasers, hydrogen & helium isotopes

Mega-materials — *Dominant 2100-2300*
Quantum physics, nano-tech, high-pressure physics

Life sciences — *Dominant by 2100*
Bio-tech, genetics, cloning

Leisure — *Dominant commencing 2015*
Hospitality, recreation, entertainment

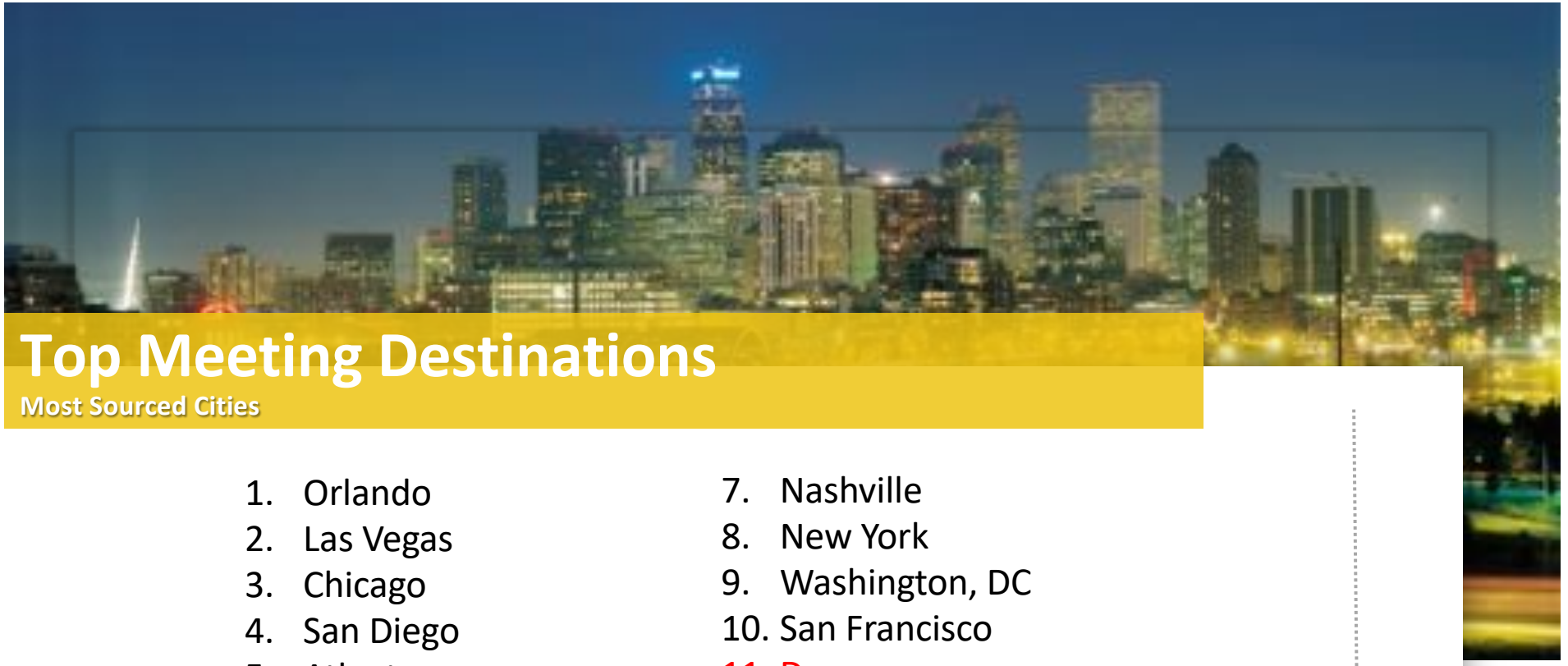
Information — *Dominant since 1976*
Knowledge, information, education – computers, communications, silicon

Services — *Declining since 1956*
Retail, professional, specialties, menial

Industrial — *Declining since late-1920's*
Textiles, steel, machinery, rail, motor cars, chemicals

Agricultural — *Declining since 1880's*
Crop production, animal husbandry

Source article: *Emerging Economic Sectors in the Third Millennium: Introduction & Overview of the 'Big Five'* by Graham T.T . Molitor, 2000

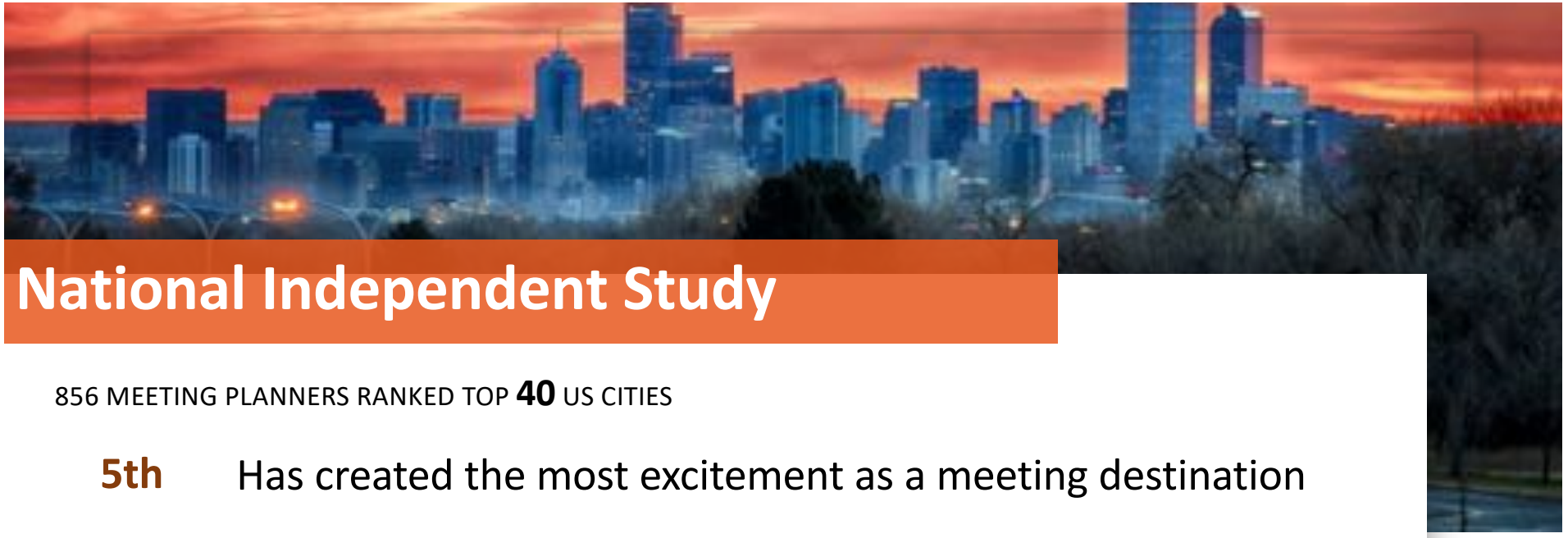


Top Meeting Destinations

Most Sourced Cities

1. Orlando
2. Las Vegas
3. Chicago
4. San Diego
5. Atlanta
6. Dallas
7. Nashville
8. New York
9. Washington, DC
10. San Francisco
11. Denver
12. Phoenix

2019 Cvent - Technology provider with more than 4,000 employees, 25,000 customers, and 300,000 users worldwide.



National Independent Study

856 MEETING PLANNERS RANKED TOP **40** US CITIES

5th Has created the most excitement as a meeting destination

2nd Best fit for large and small meetings

7th Most recent city you have held a major meeting?

Source: 2019 Watkins

Denver Sports Commission

To attract sporting events and sports-related business opportunities that :

- Generate economic impact & exposure
- Engage our community
- Support Denver's brand as a healthy, active city

DENVER SPORTS COMMISSION
An Affiliate of VISIT DENVER

Concacaf NATIONS LEAGUE FINALS

2021 ALL-STAR GAME COLORADO

USA RUGBY

DENVER 2026

NCAA

NFL DRAFT

2016 STADIUM SERIES

USA

USAVolleyball

GOLD CUP

Andrea Blankenship
Director, International Tourism & Office of Economic Development

VISIT DENVER

CTO for ACE

Current status of Tourism Industry

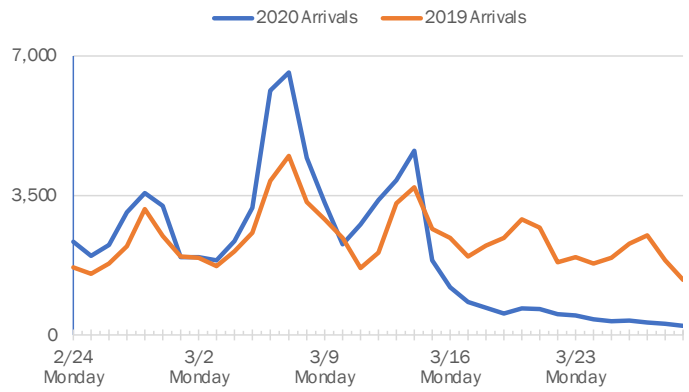
02.08.2021.

Distribution of lost jobs

A PROMISING START TO 2020 UNDONE BY CORONAVIRUS

Following a record year 2019, Out-of-State Arrivals Plunged in Mid-March

- Unemployment: 39%
- CO Traveler spending: down 50.1% in 2020
- Statewide hotel occupancy:
  - 44% in 2020; 69.7% in 2019
  - $133.16 in 2020; $160.21 in 2019
  - REVPAR about half

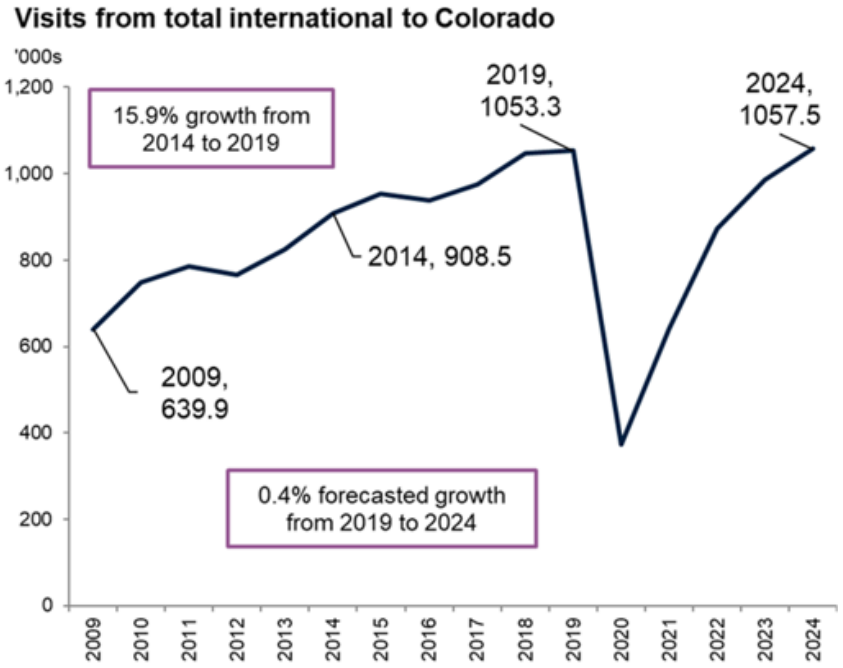


Source: Arrivalist

International Tourism

COVID-19 IMPACTS

- International visitation is expected to be down 65% in 2020 vs 2019
- Recovery is expected over the next five years, slowed down by closed borders in 2021
- **71% growth is forecast for 2022, 36% for 2023, with recovery by 2025.**



Source: Tourism Economics

International Flights

ROAD TO RECOVERY

- Denver has regained nonstop service to 13 international destinations in 6 countries (previously 23 destinations in 10 countries), one new destination has been added (San Jose, CR), and one announced – Air France to Paris
- Awaiting the return of long haul service – schedules continue to be pushed back

INDUSTRY SUPPORT

- Responsible Tourism
- Funding and Grants for Growth
- Meetings & Events
- Welcoming back International Tourists