

VISIT DENVER

MARKETING PARTNERSHIP



The Convention & Visitors Bureau

ABOUT VISIT DENVER



What We Do

VISIT DENVER, The Convention & Visitors Bureau, is contracted by the city and county of Denver to market Denver as a destination. Using a mix of public funding (Lodger's Tax) and private dollars (partnership investments, advertising, sponsorships), **VISIT DENVER** is the official visitor marketing organization for the Denver Metro area. A record 14 million overnight visitors came to Denver in 2013, spending \$4 billion. We understand how important it is to capture the lucrative visitor market.

We know Denver, we market Denver, and we can help promote your business.

Partner with **VISIT DENVER** to become a part of the visitor's experience as they decide what to see, what to do and where to spend their money.

Our Mission

To bring conventions and leisure visitors to Denver for the economic benefit of the City, our partners and the community.

Want to become a **VISIT DENVER** partner? Carrina Waneka | 303.571.9438 | cwaneka@visitdenver.com | Partnership Sales Manager
Current partner and have questions? Lindsey Riddle | 303.571.9405 | lriddle@visitdenver.com | Partnership Services Manager

VISITDENVER.com

Satellite. 3/15

SATELLITE LEVEL



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Rates

Retail shops and art galleries located in designated art districts, neighborhoods, merchant districts and BIDS may join **VISIT DENVER** as a “Satellite Partner” and receive limited benefits.

Identified locations include:

Merchant District Association = Neighborhood associations identified for the “Neighborhood Initiative”: Five Points, Old South Pearl, Old Gaylord Street, Highlands, Lower Highlands, Highlands Square, Tennyson, Colfax Avenue, Golden, Capitol Hill/Congress Park, South Broadway, Uptown, Riverfront, Historic Downtown Littleton, Old Town Arvada, Stapleton, Belmar, Golden Triangle

Arts District Association = Art District on Santa Fe, Denver Art Dealers Association (DADA), River North Arts District (RINO), Golden Triangle Museum District, Tennyson Arts District

Business Improvement Districts (BIDs) = Cherry Creek North BID, Downtown Boulder BID, Colfax BID, excludes Downtown Denver BID

Shopping malls or districts = Larimer Square, Cherry Creek Shopping Center, Belmar, Northfield, Denver Pavilions, Streets at South Glenn

ART DISTRICTS AND MERCHANT DISTRICTS SATELLITE PARTNERSHIPS.....\$100.00

Business listing on **VISITDENVER.com** and **VISIT DENVER**'s Mobile App

Convention Services & Tourism Leads & Referrals

Networking and educational opportunities with nearly 1,300 partners

Access to annual industry research

Access to **VISIT DENVER** media lists

Access to and listing in the Partnership Directory

Advertising Opportunities in **VISIT DENVER** publications and on **VISITDENVER.com**

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Benefits

Your Satellite Partnership with **VISIT DENVER** includes the following benefits:



Listing on VISITDENVER.com and mobile application

VISITDENVER.com receives more than 6 million visits and 25 million pageviews per year and is the #1 site on Google, Yahoo & Bing for more than 250 tourism and meeting related keywords. Partners receive a listing on **VISITDENVER.com** and **VISIT DENVER's** mobile app. **VISIT DENVER** tracks the number of impressions (how many people view your partner listing) and the number of click-throughs (how many people click-through to your website).

Convention Services & Tourism Referrals

When a client requests event venue or vendor recommendations, our Convention Services & Tourism departments send the client a referral, which is a list of all partners that fit the requested criteria. The client then contacts the partner directly for more detailed information.

Convention Services & Tourism Leads

If a client provides the Convention Services or Tourism departments with a Request for Proposal (RFP), the lead is sent directly to the partner. It is then the partner's responsibility to respond directly to the client.

Networking & Educational Opportunities

VISIT DENVER hosts numerous social and educational events to provide partners the opportunity to network with others and learn valuable marketing skills to increase business.

Online Searchable Event Facilities List

Partner venues can submit information about their facilities for our online searchable list used by meeting planners, group travel planners and brides.

VISIT DENVER Partner Facebook Page

Partners are encouraged to use this page as a place to post discounts, special offers, and share exciting news with fellow partners.

Denver365 Online Events Calendar Listing

Partners who have events that are of interest to tourists and convention delegates are invited to post on the most comprehensive online Denver event calendar (Denver365.com).



Media Relations

Partners have access to **VISIT DENVER** media lists, video footage, local public relations assistance, market research reports and press kits.

Partnership Directory Access

Your listing in the partner directory is an excellent resource for establishing and building partner-to-partner business.



Additional Promotional Opportunities

Throughout the year, **VISIT DENVER** offers various partner marketing opportunities such as Denver Restaurant Week, Denver Arts Week, Denver Beer Fest and Mile High Holidays.

Additional Paid Advertising Opportunities

Only partners can advertise in **VISIT DENVER** marketing materials. Advertising opportunities include the *Official Visitors Guide*, *Destination Planning Guide*, Map Pad, **VISITDENVER.com** website, mobile apps, in-room TV, and backlit displays in the Colorado Convention Center and Visitor Information Centers.

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2013 Longwoods Facts

Overnight Visitors:	2013	2012	2011	2010
Number of Overnight Business Visitors	2.3 million	2.3 million	2.2 million	1.8 million
Number of Overnight Pleasure Visitors	11.7 million	11.3 million	11.0 million	10.9 million
Total number of Denver Overnight	14 million	13.6 million	13.2 million	12.7 million

Total Spending - Overnight Visitors:	\$4 billion	\$3.6 billion	\$3.3 billion	\$3.0 billion
Accommodations	\$1.2 billion	\$1 billion	\$973 million	\$921 million
Eating/Drinking	\$796 million	\$705 million	\$669 million	\$668 million
Retail	\$549 million	\$499 million	\$484 million	\$456 million
Transportation	\$1.2 billion	\$992 million	\$849 million	\$664 million
Recreation	\$373 million	\$353 million	\$310 million	\$285 million

Average No. Nights Spent in Denver:	3.2	3.4	3.3	4.0
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Day Visitors:				
Total Day Trips to Denver	8.8 million	8.3 million	7.8 million	7.3 million
Total Spending	\$551 million	\$444 million	\$421 million	\$342 million

Average Daily Expenditure:				
Business Traveler	\$126	\$112	\$107	\$92
Marketable Traveler	\$113	\$104	\$114	\$107
Visiting Friends/Relatives	\$68	\$49	\$43	\$38
Day Visitor	\$63	\$53	\$54	\$47

In 2013

Planning the Trip: The Internet continues to increase its role in travel planning—two-thirds of both vacationers and business travelers said they planned and booked travel online, and even more if they stayed in commercial lodging.

States Sending Overnight Leisure

Visitors to Denver (in order)

Colorado
California
Texas
Illinois
Nebraska
Florida
New Mexico
Kansas
Minnesota
Arizona

Urban Areas Sending Overnight Leisure

Visitors to Denver (in order)

Colorado Springs/Pueblo, CO
Los Angeles, CA
Chicago, IL
Albuquerque/Santa Fe, NM
Houston, TX
San Diego, CA
Phoenix, AZ
Dallas-Ft. Worth, TX
Minneapolis-St. Paul, MN
New York, NY

Top Attractions Visited – Overall

16th Street Mall
LoDo Historic District
Cherry Creek Shopping District
Denver Zoo
Outlets at Castle Rock
Denver Pavilions
Colorado State Capitol
Park Meadows Retail Resort
Coors Brewery
Red Rocks Park & Amphitheatre

Top Attractions Visited – Paid

Denver Zoo
Red Rocks Park & Amphitheatre
Denver Botanic Gardens
Denver Art Museum
Denver Museum of Nature & Science/IMAX
Colorado Rockies
Elitch Gardens Theme & Water Park
Downtown Aquarium
Buffalo Bill's Museum & Grave
Colorado Railroad Museum



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