The Convention Sales Department booked the Outdoor Retailer show, the largest booking in Bureau history that will bring 85,000 delegates and $110 million in economic impact annually.

With the help of Mayor Michael B. Hancock in Washington, D.C., the tourism and communications departments launched Denver’s 2018 IPW host year with promotions, events and a press conference.

"Top Chef" filmed its 15th season in Denver and Colorado, shining a spotlight on the city’s growing culinary scene.

The Convention Sales Department hosted nearly 350 representatives of Maritz, one of the country’s largest third-party meeting planning firms.
Denver’s tourism industry had its best year ever in 2017, with many significant events that will help the industry thrive for decades to come.

Of primary importance was the passage of the new Tourism Improvement District (TID). Thanks to the help of Mayor Michael B. Hancock, the Denver City Council, Colorado Hotel & Lodging Association and especially the support of Denver hotels, the new TID will ensure that Denver stays competitive: the Colorado Convention Center expansion will proceed with the full buildout envisioned by the 2014 SAG study and also give VISIT DENVER additional funds for sales and marketing.

This remarkable achievement is just one of many victories in 2017. Others include:

- The Longwoods study shows that Denver set new tourism records in 2016 (the latest figures available; 2017 numbers will be available in June 2018) with 17.3 million overnight visitors (up 6 percent) who spent a whopping $5.3 billion (up 5 percent).

- The booking of Outdoor Retailer, the largest convention booking in Colorado history. These three shows will annually bring 85,000 delegates to Denver generating an economic impact of nearly $110 million starting in 2018 and continuing for a minimum of five years.

- The hosting of Season 15 of “Top Chef”, shining a spotlight on Denver’s growing culinary scene.

- The announcement of a major new music festival at Overland Park Golf Course produced by Superfly, one of the top festival producers in the world.

- Record convention room nights and record Lodger’s Tax collection in 2017.

- New accolades, with Denver receiving national recognition as a food and tourism destination in everything from “Top Chef” and Trip Advisor to USA Today and Condé Nast Traveler.

- New convention sales records with a total of 989 conventions booked for future years, which will bringing a whopping $1.04 billion in economic impact to Denver in the future.

It has been a great year that would not have possible without the support of our 1,300 partners, Mayor Hancock, Denver City Council, our wonderful hotels and our hardworking staff. Thank you for all that you do for The Mile High City.

Rob Cohen
2017 Chair
Chairman & CEO, IMA Financial Group

Richard W. Scharf
President & CEO
VISIT DENVER

2017 Annual Report | VISIT DENVER
**VISIT DENVER** is a non-profit trade association, contracted by the City & County of Denver to act as the City’s official marketing agency. Tourism is the second largest industry in Denver, generating 31.5 million total visitors (17.3 million overnight visitors) and $6.2 billion in annual spending.

In 2017, the Bureau had a budget of $25.2 million, which comes from a dedicated portion of the Denver Lodger’s Tax, and from advertising, private fundraising and partnership fees. In addition, **VISIT DENVER** contracts with the City and County of Denver to administer marketing funds from the Tourism Improvement District (TID), the expenditure of those funds being governed by a separate TID Board beginning in 2018.

**VISIT DENVER**’s almost 1,300 partners receive an extra edge in soliciting tourism and convention business brought in by the Bureau through:

- Listings in publications and on the Bureau’s website, VISITDENVER.com
- Networking and professional development opportunities
- Advertising and cooperative marketing opportunities
- Leads and referrals about groups coming to Denver

For **VISIT DENVER** partnership information, please contact MC Genova at mcgenova@visitdenver.com or 303-571-9440.

**Mission:**

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

**DENVER ACCOLADES IN 2017**

**Denver is one of the Best Big Cities in the U.S.** Denver was ranked No. 2 in Condé Nast Traveler’s Readers Choice Awards for best big city for a weekend getaway.

**Denver is a Top Year-round Destination.** TripAdvisor named The Mile High City among the Most Affordable 2017 Getaways and Lonely Planet agreed, naming Denver among the Best U.S. Destinations in 2017, while CNBC identified Denver as one of 2017’s vacation hot spots.

**Denver is among the BEST PLACES TO LIVE.** Denver ranked No. 2 on U.S. News & World Report list of the country’s 100 Best Places To Live, based on affordability, job prospects and quality of life.

**Denver is a Foodie and Craft Beverage City.** Denver was named the #4 Most Exciting Food City in the country in 2017 by Zagat and was chosen to host Season 15 of the television series “Top Chef”, while Denver’s Great American Beer Festival was named the Best Beer Festival in the country by USA Today.

**Denver is Good for Business.** Colorado ranks #1 in the nation for its economy, according to U.S. News & World Report and Denver is the #5 top city for business travel, according to a Business Travel Productivity Report.

**Denver is a Convention City.** Successful Meetings ranked Denver among their Top Destinations on the Rise for Meetings in 2017.
The new Tourism Improvement District (TID) will impact every aspect of VISIT DENVER’s operations, from helping to achieve the full vision of the expansion of the Colorado Convention Center (CCC) as recommended in the 2014 Strategic Advisory Group (SAG) study, to providing additional convention and tourism marketing dollars. It will also provide regular funding for future improvements to the CCC.

The approval of the TID took place in November 2017 with collections beginning on January 1, 2018.

Background

In 2017, VISIT DENVER and the Colorado Hotel & Lodging Association (CHLA) worked with Mayor Hancock, Denver City Council and Denver hotels on the preliminary steps to form a TID for the purpose of providing funds to complete the expansion of the CCC, fund technological improvements, provide for continued capital improvement of the facility and create more marketing dollars to continue to generate demand for Denver.

The CCC is a 27-year-old facility; the last major improvements were made in 2004. Studies showed that a build-out of the full vision of the CCC expansion would cost $233 million. This will include 80,000 sq. ft. of flexible meeting space; the addition of 100,000 sq. ft. of new pre-function service space and a 50,000 sq. ft. outdoor terrace with dramatic views of the mountains and downtown; technological improvements; and new and improved networking spaces. Based on a 2014 SAG study, this expansion will generate more than $80 million in new economic impact annually.

Recognizing the importance of this expansion, the City of Denver pledged $185 million. CHLA and VISIT DENVER proposed creating a TID to fund the remaining gap. The TID will add 1 percent to the guest folio of hotels with 50 or more rooms in the City & County of Denver. The TID was approved by 96 percent of voting hotels in the November 2017 election.

Prior to passage, Denver Lodger’s Tax was 14.75 percent, which placed the city 44th in the country. Adding 1 percent will create a total tax of 15.75 percent, making Denver tied for 26th with Akron and below major competitors like Anaheim, Chicago, San Francisco, Atlanta and San Antonio.

How Will the Funds Be Used?

In 2018, the TID will generate an estimated $8.7 million. Of this, up to $3.8 million will be fixed for 30 years to pay bonds to cover the convention center funding gap.

Beginning in year four, 10 percent of the funds will go into a sinking fund to cover future capital improvement and related maintenance to ensure that the facility remains competitive for years to come.

Each year, the remainder, possibly as much as $5 million in 2018, will be used for convention and tourism marketing, which will be administered through VISIT DENVER’s contract with the City & County of Denver and overseen by a TID Governing Board.

TID GOVERNING BOARD

VISIT DENVER thanks the members of the new Tourism Improvement District Governing Board for their time and their commitment to the future success of Denver tourism.

Tom Curley, General Manager, The Westin Denver International Airport Hotel
Navin Dimond, President & CEO, Stonebridge Companies
John Everett, General Manager, Westin Denver Downtown
Walter Isenberg, President & CEO, Sage Hospitality
Greg Leonard, General Manager, Hyatt Regency at the Colorado Convention Center
Bill Ninivaggi, General Manager, Hilton Denver City Center
Allen Paty, General Manager, DoubleTree by Hilton Denver
Richard W. Scharf, President & CEO, VISIT DENVER (ex officio)
The Denver Tourism Roadmap was a year-long study completed in 2016 to create a comprehensive plan designed to maintain responsible tourism growth - and the economic impacts that come with it - in a way that will benefit Bureau partners, visitors and residents for the next 10 years.

VISION STATEMENT 2025

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

TARGETS

Guided by the vision statement, the resulting plan identified key tourism goals with more than 70 initiatives to be achieved over the next decade to grow the number of visitors and spending.

<table>
<thead>
<tr>
<th>CURRENT</th>
<th>2025</th>
<th>CURRENT</th>
<th>2025</th>
<th>CURRENT</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>31.5M</td>
<td>50.0M</td>
<td>17.3M</td>
<td>25.0M</td>
<td>5.3B</td>
<td>9.0B</td>
</tr>
</tbody>
</table>

TOTAL VISITORS, DAY, AND OVERNIGHT

OVERNIGHT VISITORS

ANNUAL SPENDING BY OVERNIGHT VISITORS
THE RESULTS OF THE ROADMAP, LAUNCHED IN 2016, WERE SIX GOALS AND MORE THAN 70 INITIATIVES TO BE COMPLETED OVER THE NEXT DECADE TO HELP DENVER REACH ITS VISION STATEMENT BY 2025.

JUST SOME OF THE ACCOMPLISHMENTS IN 2017 FOR EACH OF THE GOALS WERE:

01 EXPAND MEETING & CONVENTION BUSINESS AND INFRASTRUCTURE

- Created and approved a TID that will ensure full funding for the $233 million expansion of the Colorado Convention Center.
- Selected Fentress Architects for the expansion project.
- Secured Outdoor Retailer, the largest convention booking in Colorado history, which for the next five years will draw 85,000 delegates a year, generating $110 million in annual economic impact.

02 ATTRACT VISITOR-DRIVEN EVENTS

- Helped establish the Colorado Classic, with world class bicycle racing and a music festival. The festival will return in 2018.
- Helped bring a major new Superfly music festival to Overland Park Golf Course beginning in 2018.
- Hosted the first North American Slow Food Nations festival, which will return in 2018.
- Helped bring two Gold Cup soccer matches that sold 50,000 seats.
- Marketed major blockbuster exhibitions and shows like Star Wars™ and the Power of Costume, Vikings: Beyond the Legend, Disney’s Frozen and Calder: Monumental.

03 CREATE WORLD-CLASS ATTRACTIONS AND SERVICES

- Campaigned for successful GO Bond funding that will provide nearly $1 billion for city-wide improvements including investment for the 16th Street Mall, cultural attractions and parks.
- Marketed the first successful return season of the Winter Park Express Ski Train.

04 ENHANCE CONNECTIVITY AND MOBILITY

- Helped add nonstop international flights to London, Central America, Paris, Zürich and more.
- Worked to promote new bike paths.
- Supported new improvements on Brighton Blvd. which will be joined by many new road improvements thanks to the passage of GO Bond.

05 IMPROVE DOWNTOWN VISITOR EXPERIENCES

- Conducted visitor intercept studies.
- Supported development of new retail such as Target and Sephora.

06 STRENGTHEN DOWNTOWN BRANDING

- Secured $5 million more marketing dollars per year with successful passage of TID.
- Strengthened Denver’s brand as a food destination with “Top Chef”, Zagat ranking and other PR efforts.
The Convention Sales Department markets Denver as a meeting destination and is contracted by the City & County of Denver to book the Colorado Convention Center and area hotels for national meetings, conventions and tradeshows. Once a meeting is booked for Denver, the Convention Services Department works with meeting professionals to help with all their local service needs.

VISIT DENVER
booked more future conventions in 2017 than almost any other year in its history, including the largest single booking ever, Outdoor Retailer. In total, the Convention department booked 989 conventions, attracting 510,786 delegates and generating $1.04 billion in spending.

In hosting conventions, 2017 was also a very strong year with 934 meetings attracting 390,074 delegates, who spent $781 million. This included 84 groups that used the Colorado Convention Center and 850 individual hotel groups.

The convention sales team attended more than 50 meeting industry trade shows and client events in 2017, selling directly to top clients who represent billions of dollars of potential meeting business for Denver.

VISIT DENVER hosted two Customer Advisory Board (CAB) meetings in 2017. The CAB is comprised of some of the Bureau’s top meeting clients. These convention professionals donate their time to help the Bureau’s marketing efforts, while offering suggestions on how to improve Denver’s image as a meeting destination.

Among the convention industry trade shows attended in 2017 was Professional Convention Management Association (PCMA) Convening Leaders, where once again the Bureau did a “keycard buyout,” putting the Blue Bear on every delegate’s hotel key card, to remind them of all that Denver offers as a meeting destination.

For the second year, the Bureau hosted a VIP hospitality area at the Taste of Randolph Street festival in Chicago. More than 100 meeting planners representing more than $400 million of future business for Denver stopped by the VIP area to listen to bands playing on the Bureau’s incredible 75-foot long replica of Red Rocks Amphitheatre. Chicago is one of the main cities in the nation for meeting planners and association executives. Events like this help the VISIT DENVER sales team develop relationships with key meeting professionals.

Some of the high-profile large groups that met in 2017 included:

<table>
<thead>
<tr>
<th>SnowSports Industries America (SIA) Snow Show January</th>
<th>American Society of Safety Engineers June</th>
<th>Cardiovascular Research Foundation October</th>
<th>Society of Cable Telecommunications Engineers October</th>
<th>Association for Computing Machinery November</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 was SIA’s eighth year in Denver and brought in more than 18,000 attendees for nearly $33 million of economic impact. In the future, the show will be part of the combined Outdoor Retailer + Snow Show.</td>
<td>Total Attendance: 8,500 Total Rooms: 18,258 EIC: $19,251,520 Rebooked for 2021</td>
<td>Total Attendance: 11,500 Total Rooms: 29,114 EIC: $36,752,627 Bidding on 2030</td>
<td>Total Attendance: 9,000 Total Rooms: 13,731 EIC: $16,268,562 Rebooked for 2020 &amp; 2023</td>
<td>Total Attendance: 11,500 Total Rooms: 25,333 EIC: $31,350,018 Rebooked for 2019, 2023 &amp; 2027</td>
</tr>
</tbody>
</table>
OUTDOOR RETAILER SHOW COMING TO DENVER

Among the biggest news of 2017 was that Denver was named the host city of the Outdoor Retailer winter, summer and new fall shows for five years. This includes hosting the first-ever combined January Outdoor Retailer + Snow Show. Beginning in 2018, the three shows will annually bring about 85,000 delegates to Denver, generating an economic impact of nearly $110 million.

The shows bring together thousands of leaders in the outdoor recreation industry, representing the most iconic and emerging brands, as well as the latest innovations and ideas, while also providing an opportunity for the industry to gather and discuss important policy initiatives. The booking cements Denver’s position as the #1 city in the world for the outdoor industry.

The outdoor industry in Colorado generates $28 billion in annual consumer spending and supports 229,000 jobs in the state. It’s a four-season industry that involves every corner of Colorado.

MARITZ COLLABORATIVE

In August, VISIT DENVER hosted Maritz Travel’s 2017 Collaborative, bringing 349 team members to the city representing 27 countries. Maritz Travel delivers business meeting programs for top corporations. Collaborative is an appointment-based show in which Maritz associates meet with vendors. As the host destination, Denver was able to showcase the city by hosting a hospitality lounge with local amenities, organizing morning fitness activities and accompanying planners on tours of The Mile High City.

AMC BUYER EDUCATION TRIP

During three days in July, VISIT DENVER hosted eight managers from Association Management Center (AMC), which represents 20 different association accounts. The planners visited the Colorado Convention Center, four of the city’s largest hotels and top restaurants. They ended their visit with a craft brewery experience via eTuk and a stop at Red Rocks Park & Amphitheatre!
SALES ACCOMPLISHMENTS 2017

- The Convention Sales Department exceeded all sales 2017 goals, booking 989 future conventions that will attract 510,786 delegates, which represents $1.042 billion of future economic impact for Denver.

- A total of 3,033 leads for individual hotel meetings were sent to partners in 2017.

- As of December 31, 2017, there were a total of 1,580 future conventions scheduled to meet in Denver, attracting a total of 1,808,278 delegates for a total projected future economic impact of $3.9 billion.

2017 RESULTS

- Future meetings booked: 989
- Future delegates: 510,786
- Future economic impact: $1.042 billion

COLORADO CONVENTION CENTER (CCC)

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td># OF GROUPS</td>
<td>84</td>
<td>76</td>
<td>73</td>
<td>66</td>
</tr>
<tr>
<td>ATTENDANCE</td>
<td>265,703</td>
<td>289,326</td>
<td>236,828</td>
<td>242,686</td>
</tr>
<tr>
<td>ROOMS</td>
<td>441,083</td>
<td>493,437</td>
<td>432,253</td>
<td>440,258</td>
</tr>
<tr>
<td>REVENUE</td>
<td>$529.3 mil</td>
<td>$576.3 mil</td>
<td>$546.6 mil</td>
<td>$543.4 mil</td>
</tr>
</tbody>
</table>

NOT USING CCC

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td># OF GROUPS</td>
<td>544</td>
<td>675</td>
<td>674</td>
<td>792</td>
</tr>
<tr>
<td>ATTENDANCE</td>
<td>119,589</td>
<td>140,171</td>
<td>138,450</td>
<td>125,773</td>
</tr>
<tr>
<td>ROOMS</td>
<td>191,622</td>
<td>233,882</td>
<td>250,943</td>
<td>256,303</td>
</tr>
<tr>
<td>REVENUE</td>
<td>$136.5 mil</td>
<td>$159.9 mil</td>
<td>$226.0 mil</td>
<td>$205.2 mil</td>
</tr>
</tbody>
</table>

TOTAL ECONOMIC IMPACT

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL GROUPS</td>
<td>628</td>
<td>733</td>
<td>747</td>
<td>858</td>
<td>934</td>
</tr>
<tr>
<td>$665.7 mil</td>
<td>$736.2 mil</td>
<td>$772.6 mil</td>
<td>$743.7 mil</td>
<td>$781.2 mil</td>
<td></td>
</tr>
<tr>
<td>$235,578</td>
<td>$420,697</td>
<td>$529.1 mil</td>
<td>$300,788</td>
<td>$300,788</td>
<td></td>
</tr>
<tr>
<td>$592,375</td>
<td>$721,894</td>
<td>$1,142.7 mil</td>
<td>$601,584</td>
<td>$601,584</td>
<td></td>
</tr>
</tbody>
</table>

Establishing and maintaining positive relationships with meeting clients is one of VISIT DENVER’s primary goals and is accomplished in numerous ways. The team maintains a database of more than 10,000 meeting planners that hold meetings across the country. Throughout the year, the sales team regularly makes phone calls, emails and personal sales trips to keep in contact with these groups, pitching Denver as the perfect site for conventions. Some of these efforts in 2017 included:

Sales Events
VISIT DENVER staged eight out-of-town sales events in 2017 in the three cities where the bulk of all meeting planners are based. These events included hosting 55 clients in Washington, D.C.; 32 clients in Chicago and hosting 100 clients at the Taste of Randolph festival in Chicago; and hosting 10 clients at the James Beard House in New York City just to name a few! The meeting planners attending these events represented nearly $800 million in potential future economic impact to Denver.

Meeting Planner Site Inspection Trips
Another powerful sales tactic is to bring the meeting planner to Denver so they can see the city in person, tour hotels and meeting venues and dine in Denver restaurants. The sales team conducted 192 site inspection tours of Denver in 2017.

Tradeshows
Tradeshows offer an efficient way to make contact with thousands of clients and meeting planners from all parts of the country. VISIT DENVER sent sales representatives to 44 convention and meeting tradeshows in 2017, holding one-on-one conversations with top clients about bringing their next meeting to Denver. In addition to direct meetings, VISIT DENVER sponsors events, advertising and guerrilla marketing at major shows, such as putting the Blue Bear on all the room keys of all the delegates at PCMA’s Convening Leaders conference and placing a creative Blue Bear holiday message at Holiday Showcase in Chicago.

Some of the shows attended in 2017 include:
PCMA Convening Leaders, where thousands of meeting professionals – including many Denver city-wide clients – gather. The Bureau staged two client events for 25 top customers.

Five team members attended Connect 2017. Connect is the premier hosted-buyer event that brings together planners, suppliers

Third-party meeting planner shows such as Conference Direct’s annual partner meeting and Spring CDX; HelmsBriscoe’s Annual Business Conference; and Experient’s E4.

Specialty market tradeshows include the Society of Government Meeting Professionals’ National Education Conference; the National Coalition of Black Meeting Planners annual conference; Religious Conference Managers Association; and the International Association of Hispanic Meeting Professionals.

Marketing and Advertising
The Bureau conducts a $1 million trade advertising campaign to develop Denver’s brand as a meeting destination and keep the city top-of-mind with meeting planners. Ads in publications such as Meetings & Conventions, Successful Meetings, USAE, Convene and others are mixed with web promotions, guerrilla tactics, direct mail pieces and the annual Destination Planning Guide to help score millions of impressions.

---

### METRO HOTELS OCCUPANCY AND AVERAGE ROOM RATES

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCCUPANCY</td>
<td>75.3%</td>
<td>75.6%</td>
<td>73.6%</td>
<td>73.4%</td>
</tr>
<tr>
<td>AVERAGE ROOM RATE</td>
<td>$112.41</td>
<td>$120.84</td>
<td>$127.48</td>
<td>$131.29</td>
</tr>
</tbody>
</table>

### DOWNTOWN HOTELS OCCUPANCY AND AVERAGE ROOM RATES

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCCUPANCY</td>
<td>76.1%</td>
<td>76.2%</td>
<td>75.9%</td>
<td>76.2%</td>
</tr>
<tr>
<td>AVERAGE ROOM RATE</td>
<td>$168.85</td>
<td>$178.76</td>
<td>$182.87</td>
<td>$180.95</td>
</tr>
</tbody>
</table>

Source: STR
HERE ARE SOME OF THEIR ACCOMPLISHMENTS:

- A Quarter Century of Success! For 25 years straight, the Convention Services Department has helped VISIT DENVER win all major convention industry service awards, including the inaugural Stella Award, combined from Successful Meetings and Meetings & Conventions magazines’ previous awards.

- In 2017, the department sent out more than 838 business referrals and 75 service leads to VISIT DENVER partners.

- To help boost attendance, the department staged 18 pre-promotion events.

- The department also conducted 102 site tours with clients that have future business booked in Denver, and provided assistance to 84 convention center users and hundreds of meeting groups using single hotels.

- Finally, the department helped arrange many of the Bureau’s special meeting planner events such as the Camp Blue Bear for Maritz and the three-day AMC Buyer Educator Trip.
In 2017, a new Convention advertising campaign was launched under the familiar “Conventions Elevated” tagline. Brand research conducted with the Customer Advisory Board helped the Bureau determine a new convention brand: **DIFFERENT ON PURPOSE**.

The new brand underscores VISIT DENVER's commitment to the highest levels of service, while also acknowledging that Denver is still comparatively new on the meetings scene.

It’s underscored by three key pillars:

- The **PEOPLE** of Denver.
- The **PLACES** around Denver that make the city stand out.
- The **PARTNERSHIP** with the top-tier sales and services teams at VISIT DENVER, hotels and other providers.

**TACTICS INCLUDE:**

- Print and digital advertising
- Cover wraps on *Travel + Leisure* magazine to top clients

In 2017, convention advertising generated **5.1 million** impressions.
QUITE SIMPLY, 2017 WAS THE BEST YEAR FOR TOURISM THAT DENVER HAS EVER EXPERIENCED.

- Denver hit record tourism numbers with 31.5 million total visitors in 2016, over three million more than in 2015. This included 17.3 million overnight visitors, a 6 percent year-over-year increase. Additionally, overnight visitor spending hit a new record of $5.3 billion, 5 percent higher than 2015 spending.

- Denver Mayor Michael B. Hancock assisted the Bureau’s promotions at IPW in Washington, D.C., staging a press conference for 250 international journalists encouraging them to come to IPW 2018 in Denver.

- New nonstop flights and interest in IPW has swelled international attention focused on Denver. The Tourism Department hosted 41 international site inspections, and had representatives at 10 international travel trade shows in 2017 in Germany, Iceland, Italy, UK and the U.S. as well as five sales missions to Switzerland, Panama, Chile, United Kingdom and the U.S.

- These efforts led to a record of more than 1,000 journalists, placing 5,867 stories worth a record $74 million in advertising equivalency, including $28.4 million of that in international press.

- Denver’s dining scene continued to grow in national recognition when Zagat named Denver the #4 Most Exciting Food City in the nation, the producers of “Top Chef” selected Colorado and Denver as the location for their 15th season. Additionally, Slow Food Nations held a three-day global food festival with an outdoor culinary stage, family-oriented gardening and cooking activities, author talks and more, all to be repeated in 2018.

- The Tourism Department exceeded all annual goals in 2017, including 438 leads and referrals distributed (141 international and 297 domestic). The department made 1,736 contacts, with 1,575 established at tourism tradeshows, sales missions & educational seminars and 161 from site inspections. Contacts and leads came from 41 international markets, including Australia, Brazil, Canada, China, France, Germany, Iceland, India, Italy, Japan, Mexico, Netherlands, Panama, Russia, Saudi Arabia, Spain, Switzerland, Taiwan, United Arab Emirates, the U.K. and dozens more.

- The Bureau’s four information centers helped 380,405 visitors in 2017 providing them with Official Visitor Guides and planning assistance.

- The year 2017 also saw a record 61 million travelers use Denver International Airport.
DENVER SET NEW TOURISM RECORDS IN 2016 HIGHLIGHTS FOR 2016 INCLUDE:

- Denver welcomed a record 31.5 million total visitors in 2016, including 17.3 million overnight visitors, up 6 percent over the 16.4 million overnight visitors in 2015.

- Overnight leisure visitors totaled 14.7 million, a 7 percent increase over 2015, compared to a national increase of 1 percent.

- Overnight visitors spent a record $5.3 billion in 2016, 5 percent more than in 2015, with increases in all spending categories.

- Nearly eight in 10 visitors agreed strongly that Denver is a place they would “really enjoy visiting again.”

THE TOP 10 CITIES FROM OUTSIDE OF COLORADO SENDING LEISURE VISITORS TO DENVER IN 2016 WERE:

- Los Angeles
- New York City
- Chicago
- Miami
- San Francisco
- Dallas
- Phoenix
- Kansas City
- Washington, D.C.
- Houston

THE TOP 10 STATES SENDING VACATIONERS TO DENVER IN 2016, APART FROM COLORADO ITSELF, WERE:

- California
- Florida
- Texas
- Illinois
- New York
- Kansas
- Arizona
- Ohio
- Oregon
- Virginia

THE TOP 10 CITIES FROM OUTSIDE OF COLORADO SENDING LEISURE VISITORS TO DENVER IN 2016 WERE:

- Los Angeles
- New York City
- Chicago
- Miami
- San Francisco
- Dallas
- Phoenix
- Kansas City
- Washington, D.C.
- Houston

TOP SHOPPING/ENTERTAINMENT AREAS

Shopping and entertainment were popular tourist activities in Denver in 2016. The top shopping and entertainment centers were (in order):

- 16th Street Mall
- Cherry Creek
- Lower Downtown Historic District (LoDo)
- Denver Pavilions
- Larimer Square
- Outlets at Castle Rock
- Denver Union Station
- Park Meadows Retail Resort
- FlatIron Crossing Mall
- Belmar

TOP ATTRACTIONS - PAID ADMISSION

The top paid attractions visited were (in order):

- Denver Zoo
- Red Rocks Park & Amphitheatre
- Denver Art Museum

DENVER OVERNIGHT VISITORS

TOTAL SPENDING $5.3 BILLION
TRAVEL SPENDING IN 2016 BY SECTOR

- EATING/DRINKING
  -$1,053 MILLION
  -20%
- ACCOMMODATIONS
  -$1,579 MILLION
  -30%
- RECREATION
  -$476 MILLION
  -9%
- RETAIL
  -$660 MILLION
  -12%
- TRANSPORTATION
  -$1,524 MILLION
  -29%

OVERNIGHT LEISURE TRIPS TO DENVER MILLIONS OF TRIPS

<table>
<thead>
<tr>
<th>Year</th>
<th>Marketable Trips</th>
<th>Visit Friends/Relatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>'12</td>
<td>6.3</td>
<td>5.0</td>
</tr>
<tr>
<td>'13</td>
<td>6.2</td>
<td>5.5</td>
</tr>
<tr>
<td>'14</td>
<td>7.0</td>
<td>6.0</td>
</tr>
<tr>
<td>'15</td>
<td>7.7</td>
<td>6.1</td>
</tr>
<tr>
<td>'16</td>
<td>8.3</td>
<td>6.4</td>
</tr>
</tbody>
</table>

AVERAGE DAILY EXPENDITURES

- EATING/DRINKING
- ACCOMMODATIONS
- RECREATION
- RETAIL
- TRANSPORTATION

2017 Annual Report | VISIT DENVER
For the second year, VISIT DENVER ran a winter campaign targeting key regional markets, as well as Houston, Dallas and Chicago, to encourage visits to The Mile High City in the first and second quarters of the year.

The winter campaign promoted events taking place in Denver in the early part of 2017, including the Star Wars™ and the Power of Costume exhibition at Denver Art Museum, Vikings: Beyond the Legend at Denver Museum of Nature & Science and The Edge tiger exhibit at Denver Zoo. Denver Restaurant Week and the launch of the Winter Park Express Ski Train were also promoted.

Denver’s annual $6 million tourism summer consumer campaign was the largest in the city’s history, targeting markets in Texas, the Midwest and, for the first time, Portland, Oregon, as well as developing an expanded national presence.

The creative, developed by Karsh Hagan, highlighted summer exhibitions and activities in Denver, including such events as DINOS! Live at Denver Zoo, Calder: Monumental at Denver Botanic Gardens, the Red Rocks Summer Concert Series and family friendly attractions such as Elitch Gardens Theme & Water Park.

Regional ads were placed around Memorial Day Weekend, which featured Denver Day of Rock; July 4th Weekend, which included the Cherry Creek Arts Festival and Independence Eve Fireworks; and an extended Summer Finale/Labor Day period that included the Colorado Classic bike race and music festival, A Taste of Colorado and the Denver Food + Wine Festival.

A fall campaign promoted all things cultural including the Her Paris: Women Artists in the Age of Impressionism exhibition at Denver Art Museum and Nature’s Amazing Machines at Denver Museum of Nature & Science, all leading up to Denver Arts Week.

All tourism campaigns combined generated nearly 650 million combined impressions.
MILE HIGH HOLIDAYS AND CULTURAL TOURISM PROGRAMS

CULTURAL TOURISM PROGRAMS

DENVER 365 ONLINE EVENT CALENDAR

This comprehensive events calendar is the main cultural resource for Denver and a major component of the City’s IMAGINE 2020 citywide cultural plan. Thousands of events are entered into the calendar, providing a great resource for locals and visitors alike. The calendar ensures that all museum and cultural center schedules, upcoming events and shows are centralized for maximum exposure and accessibility. In 2017, the Denver365 section generated more than 2.2 million pageviews.

DENVER 2-FOR-1 TIX

This site works to sell last-minute tickets to increase the number of people using arts facilities. A monthly e-blast is sent in cooperation with Denver Arts & Venues and reaches nearly 16,000 subscribers with an average open rate of nearly 19 percent.

MILE HIGH CULTURE PASS

With the Mile High Culture Pass, tourists receive admission to some of the city’s top attractions, all for a bargain $30 for a three-day pass. Attractions include Denver Zoo, Denver Art Museum, Denver Museum of Nature & Science, Denver Botanic Gardens, History Colorado Center, and the Clyfford Still Museum. Holders of the pass also receive discounts on Denver B-cycle, the Molly Brown House Museum, Butterfly Pavilion and other attractions. In 2017, the popular program sold 5,547 passes, a 46 percent increase over 2016.

MILE HIGH HOLIDAYS

This long-running campaign, now in its 14th year, is designed to increase hotel business at a traditionally slow time of year in December and into January through the National Western Stock Show. In 2017, the campaign was valued at more than $1 million and included promotions for holiday events, shows at Denver Center for Performing Arts like A Christmas Carol, SantaLand Diaries and Waitress, lighting displays and New Year’s Eve fireworks (which VISIT DENVER co-sponsors). Mile High Holidays is supported with a dedicated website, digital advertising, radio and television commercials, direct mail, print ads, RTD ads and newspaper inserts in regional and select in-state markets all promoting the season, and special hotel rates starting at $99.

The campaign also included dedicated advertising and public relations efforts for the Hispanic/Latino market.
TOURISM INITIATIVES

LGBTQ TOURISM MARKET
An LGBTQ Task Force advises VISIT DENVER on marketing efforts to attract LGBTQ travelers. The Task Force provides input on content for websites and brochures, advertising creative and tactics, as well as guidance about marketing for LGBTQ weddings and meetings. In 2017, the Bureau’s marketing efforts to reach LGBTQ travelers in target and regional markets included a brochure, ads, public relations and strong support and marketing of PrideFest’s two-day weekend festival in June, including ads, sponsorship and web promotions. The campaign was awarded an AdPOP Award from the National Gay Media Association. The Bureau also organized an LGBTQ press trip with four journalists and influencers attending.

HISPANIC/LATINO MARKETING EFFORTS
VISIT DENVER continues to integrate Hispanic/Latino marketing efforts into the major spring/summer marketing campaign, as well as in regional summer weekend campaigns. The Communications Department works with a contracted PR agency, Xcelente, who conducted nine live radio and TV interviews on 1150 AM and Telemundo throughout the year and produced three print ads in El Comercio de Colorado/Casa magazine. Xcelente also hosted reporter Francisco Castro from the Los Angeles daily La Opinión over the first weekend in May during the country’s largest two-day Cinco de Mayo festival. They also assisted the Bureau in targeting Dallas, Phoenix, Houston and Los Angeles, along with regional markets, to increase awareness of all there is to see and do in Denver in the summer, fall, and holiday seasons, focusing particularly on what is attractive for families and the region’s Latino heritage.

GROUP TOUR, WEDDINGS & REUNIONS
The Tourism Department attended two domestic group tour tradeshows and sent 297 leads to partners in 2017, including 86 travel trade leads, 141 wedding leads, 41 reunion leads and 29 other small group leads. Weddings and reunions have become a great source for weekend business, and are often held during need periods.
Denver continues to see phenomenal growth as an international destination with the launch of non-stop service from London Gatwick on Norwegian Air (September 2017), Panama City on Copa Airlines (December 2017), London Heathrow on United Airlines (March 2018), Paris on Norwegian Air (April 2018) and Zürich on Edelweiss Air (June 2018).

Denver Mayor Michael B. Hancock and VISIT DENVER’s Vice President of Tourism Jayne Buck joined the delegation to Panama City, Panama in June, promoting The Mile High City as the destination gateway to the American West for travelers coming from both Central and South America.

In 2017, a total of 150 international travel trade representatives visited Denver on 41 site inspections.

Denver was promoted at 10 international tradeshows and five sales missions in 2017.

**Some of the Tourism Travel Tradeshows Attended in 2017 Include:**

**Icelandair Mid-Atlantic Tradeshow (Reykjavík, Iceland):** Appointments were held with travel companies from Europe and Nordic countries. VISIT DENVER and Denver International Airport co-sponsored a 5th Anniversary dinner, which included a Blue Bear appearance and a performance by Denver’s own Spinphony.

**Go West Summit Tradeshow (Reno, NV):** Travel trade appointments generated 111 contacts from 20 countries.

**ITB Tradeshow (Berlin, Germany):** Appointments were held with 121 travel companies and media at this annual tourism tradeshow.

**Showcase USA Tradeshow (Naples, Italy):** Appointments were held with 117 travel companies and media representatives.

**Active America China (Portland, OR):** 33 appointments were held with companies focused on inbound Chinese travel to the U.S.

**U.S. Travel Association IPW (Washington, D.C.):** Denver had 120 pre-scheduled appointments and also participated in the Colorado Tourism Office (CTO) booth where an additional 40 appointments were generated.

**World Travel Market-WTM (London, England):** Appointments were held with 55 contacts in cooperation with the Colorado Tourism Office (CTO). VISIT DENVER attended the Annual British Travel Writers Guild Awards Dinner and conducted joint media appointments with U.S. Travel Association.

**ABOUT IPW**

IPW will be held at the Colorado Convention Center May 19-23, 2018, and will bring more than 1,300 international travel buyers from 70 countries along with more than 500 international travel writers. Studies show that cities that host IPW can expect up to 1 million new international visitors and reap up to $1.7 billion in new international tourism business in the few years after hosting, making the economic impact larger than hosting a Super Bowl.
The Communications Department assisted 1,032 journalists with their Denver stories, generating a record 5,867 media placements. If purchased as advertising, these stories would be worth $74.7 million. Key placements included: New York Times, CNN, Conde Nast Traveler, CBS National Radio – Peter Greenberg, CCTV China, and Forbes Magazine, among others. The team also played a vital role in coordinating the Denver episodes of Bravo’s “Top Chef”, the top culinary show in the country, garnering more than $13 million worth of earned media coverage.

The Communications Department also hosted 125 domestic media on 49 different press familiarization trips, organizing accommodations and tours and developing personalized itineraries that showcase the best of everything Denver has to offer.

In addition, the department hosted 104 international media on a record 54 different press trips from 14 countries including: Argentina, Australia, Brazil, Canada, China, France, Germany, Italy, Japan, Mexico, Netherlands, South Africa, Switzerland and the U.K. As a result, the amount of international media coverage for Denver in 2017 climbed to a record $28.4 million ad equivalency.

This year, the team also distributed 34 press releases and media alerts to local, regional and national media to promote Bureau events and illustrate the importance of the travel industry to Denver’s economy.

The team secured deskside meetings with key media outlets and freelancers in New York City, Washington, D.C., Chicago, and Los Angeles connecting with top travel and trade media in these key feeder markets.

Additionally, communications team members attended key industry conferences including IPW, TravMedia International Media Marketplaces in New York City, London and Berlin, World Travel Market in London, and Travel Bloggers Exchange (TBEX).

The team worked closely with the U.S. Travel Association in 2017 to promote IPW 2018 in Denver, conducting joint media meetings at World Travel Market London and hosting a joint press conference for 250 international journalists at IPW 2017 in Washington, D.C.

To develop relationships with local travel writers, the department also hosts monthly Travel Writer Receptions providing an opportunity to meet with the more than one hundred travel writers who live in Colorado. Receptions in 2017 included Il Posto, Denver Museum of Nature & Science, Hotel Indigo Denver Downtown, Disney’s Frozen (the Broadway show), and the Colorado Railroad Museum, among others.
In its 13th year of promoting dining in Denver, the 2017 Denver Restaurant Week (DRW) continued with the 10-day long format, spanning two full weekends, from February 24 – March 5. At the request of the restaurants, a three-tiered pricing structure was launched: a multi-course dinner for $25, $35 or $45. The new pricing tiers allowed restaurants of all price ranges to participate and provided an opportunity for Denver diners to get out and try a variety of different restaurants. The format was judged a success and will be repeated in 2018.

Denver Beer Fest was created to brand Denver as America’s craft beer capital. It is staged around the Great American Beer Festival (GABF), the largest beer competition in the world. Denver Beer Fest includes a regional campaign promoting all the beer-related events that happen around GABF. In 2017, Beer Fest had a record 260 events. As part of Denver Beer Fest, the popular Denver Beer Trail brochure was expanded to include all of VISIT DENVER’s 35 craft brewery partners. This handy guide has maps and craft beer selections for each featured brewery, and is distributed at Bureau information centers all year long. Media efforts associated with Denver Beer Fest generated more than $2.8 million in earned media coverage and involved hosting a Denver Beer Trail tour for 16 beer journalists.

Denver Arts Week was created to promote Denver’s vibrant arts scene locally and regionally.

In its 11th year of operation in 2017, Denver Arts Week put on a special nine-day celebration of all things art in The Mile High City. There were more than 180 participating organizations, 300 cultural events, and 27 museums participating in what has become one of Denver’s largest arts festivals.

Events included:

- The popular “Night at the Museums” attracted a record crowd of more than 33,000 visitors to 17 area museums, which stayed open on a Saturday night for free. This has become the biggest night of the year for many of the area’s museums.

- The opening weekend also featured “Know Your Arts First Friday Art Walk” with more than 100 galleries and organizations participating in seven neighborhood arts districts.

- Breakin’ Convention, a hip hop dance theater festival showcasing the very best from around the world.

- There were 109,288 pageviews on the DAW website.

10 days
255 participating restaurants
$25 $35 $45 new pricing structure

260 events
16 writers on brewery tour
$2.8 million in ad value

300 cultural events
180 participating organizations
33,800 at night at the museums
SOCIAL MEDIA

In 2017, VISIT DENVER continued to set new social media records with 1.9 million social media engagements, the majority from Facebook, but with a growing number from Instagram.

VISITDENVER.COM AND BLOG

Traffic to VISITDENVER.com remained strong in 2017, once again topping 8 million visits. The big news in 2017 was the new VISIT DENVER blog that had more than 317,000 pageviews from more than 100 posts, including a popular weekly events post and “Only in Denver” posts that highlight unique things across the city.

SOCIAL MEDIA VIDEOS

VISIT DENVER developed a series of nearly 20 short “social” videos, each one focused on a single topic like the city’s cocktail culture, outdoor activities and chef-driven dining. The videos were posted all year long on social media and produced amazing results, with more than 1.1 million views.

PUBLICATION HIGHLIGHTS 2017

The Bureau prints 540,000 copies of the Official Visitors Guide in two editions: Spring/Summer and Fall/Winter editions. The guide is distributed at the Bureau’s four tourist information centers, as well as inside nearly 20,000 hotel rooms.

The Bureau also printed 16,000 copies of the 2017 Destination Planning Guide (DPG), which is distributed directly to a list of key meeting planners, tour operators and international travel professionals.

In addition, VISIT DENVER continually updates and prints guides to the city in Chinese, French, German, Italian, Japanese, Korean, Portuguese, Spanish and English.

The Denver Dining Guide catalogs all partner restaurants by neighborhood, while the Denver Beer Trail guide does the same for breweries. The Bureau also produces special niche guides for the African-American, Hispanic and LGBTQ markets and maintains the VISIT DENVER TV channel in more than 19,000 hotel rooms across the city.
2017 was a very productive year for the Denver Sports Commission, an affiliate of VISIT DENVER, as staff worked to book new sports events for Denver and prepare for major international events coming to The Mile High City. A brief review:

**COLORADO CLASSIC**
Colorado once again hosted a high-profile professional international cycling race that brought 100+ men and women cyclists competing in circuit races in Colorado Springs, Breckenridge and Denver in August. The three-day race also included the Velorama Music Festival featuring big-name acts like Wilco and Death Cab for Cutie to a huge festival area in RiNo (River North) Art District. The Classic will be brought back in 2018.

**NCAA**
In April 2017, Denver was awarded several national NCAA championships that will showcase different sports, including:
- **Men's Basketball** – 2021 Division I West Regional - Pepsi Center
- **Women's Gymnastics** – 2020 Division I Regional – University of Denver
- **Women's Softball** – 2019, 2021 & 2022 Division II College World Series – Metropolitan State University
- **Women's Volleyball** – 2019 Division II National Championships – Metropolitan State University
- **M&W Cross Country** – 2018 & 2020 Division II Regional – Washington Park

**GOLD CUP**
Sports Authority Field at Mile High hosted a 2017 CONCACAF Gold Cup group stage doubleheader in July including the Mexican national team and teams from Curacao, El Salvador and Jamaica. Nearly 50,000 seats were sold, positioning Denver for future success in soccer.

**UNITED STATES SOCCER**
In June, Dick’s Sporting Goods Park hosted a World Cup Qualifier that featured the U.S. Men’s National Team versus Trinidad & Tobago. U.S. Soccer, the organizers of the event, were pleased with the capacity crowd of 19,188. The Women’s National Team also played in Denver, facing New Zealand in a September match. The sports commission helped with several activations downtown to generate attention for both games.

**USA RUGBY NATIONAL DEVELOPMENT SUMMIT**
USA Rugby announced they would host their National Development Summit in Denver in January 2018. This annual conference brings together more than 600 key decision-makers and contributors to the development of rugby in the U.S.

**TRADESHOWS**
The Sports Commission represented Denver at several international sports conferences, including ACES Winter Meeting in Cincinnati, National Association of Sports Commissions in Sacramento, ConnectSPORTS in New Orleans and SportAccord in Denmark, promoting Denver as the perfect destination for sporting events.

**WORLD CUP**
Denver is participating in the bidding process with the United Bid Committee involving the 2026 FIFA World Cup tournament. The Denver Sports Commission, along with a local host city committee, is currently pushing Denver’s ability to host large scale events and is working toward a March 16th deadline for the official bid to FIFA.

**OLYMPIC EXPLORATORY EFFORTS**

**OLYMPICS**
In December 2017, Denver Mayor Michael B. Hancock, with the support of Colorado Governor John Hickenlooper, assembled a group of civic and community leaders from around Colorado to determine whether Denver should submit a bid for a future Olympic and Paralympic Winter Games when the United States Olympic Committee (USOC) issues a call for U.S. candidates.

Denver’s exploratory committee will determine if hosting a future Games would be good for Denver and Colorado. That includes identifying ways for the Games to be financed privately, while still meeting all of the requirements of the International Olympic Committee (IOC). The committee will also determine what legacy a Games would leave behind, as well as establish the appropriate forums for community input. The Sports Commission will work closely with this committee throughout the process.
The Partnership Department is responsible for generating private revenue for VISIT DENVER’s marketing efforts – more than $3.3 million in 2017 – and for ensuring that VISIT DENVER partners receive full value from their partnership investment. The Government & Community Affairs Department works to establish positive relationships between VISIT DENVER and elected government officials, local communities, and neighborhoods. The Finance & Administration Department works to assist all other VISIT DENVER departments and to provide an efficient work environment.

2017 PARTNERSHIP HIGHLIGHTS

In 2017, the Partnership Department hosted 47 partner events, including New Partner Orientation to help partners learn more about how VISIT DENVER markets and sells Denver and how to get the most from their benefits; Spotlight, which allows partners to showcase their product and services to other partners and VISIT DENVER staff; and Connecting Hospitality and Tourism (C.H.A.T.), a monthly networking opportunity held at different venues throughout Denver. The department also staged various workshops to help partners learn more about how to market their business and stay connected to VISIT DENVER staff and other partners.

GOLF TOURNAMENT

The 31st Annual VISIT DENVER Chairman’s Cup and Partnership Open Golf Tournament attracted 124 golfers to Arrowhead Golf Club in June. The event raised nearly $30,000 in scholarship funds for students pursuing higher education in the tourism industry. Tournament sponsors included: AEG Presents, Denver International Airport, Multimedia Audio Visual, Hertz, Otra Vez, Karsh Hagan, Denver Broncos Football Club, MillerCoors and OneTouchPoint.

VISIT DENVER FOUNDATION

Nearly 500 partners turned out for VISIT DENVER’s 18th Annual Tourism Hall of Fame Dinner on March 8, 2017 at the Seawell Ballroom at the Denver Performing Arts Complex. Inducted into the Hall of Fame were Joe Ellis, President & CEO of the Denver Broncos; Holly Arnold Kinney, owner of The Fort Restaurant; and former Colorado Governor Roy Romer. A special posthumous award went to Buffalo Bill Cody.

Eight “Tourism Star” awards were presented to organizations, attractions, events and teams that had a significant impact on Denver’s tourism industry during the preceding year. Winning “Tourism Stars” for their contributions in 2016 in the areas of art, culture, entertainment and science were three of Denver’s cultural attractions: Denver Art Museum, Denver Zoo and Red Rocks Amphitheatre, which celebrated its 75th Anniversary.

In sports, three major events brought worldwide attention to Denver in 2016: Denver Outlaws for winning the Major League Lacrosse Championship, NCAA Division II National Championships Festival and the 2016 Coors Light NHL Stadium Series at Coors Field, the first outdoor NHL game in the city’s history. Winning the eighth “Tourism Star” was Denver PrideFest, produced by the GLBT Community Center of Colorado.

Event sponsors were EKS&H, Cherry Creek Shopping Center, Brownstein Hyatt Farber Schreck, Johnson & Wales University, MillerCoors, Colorado Tourism Office, Dazbog Coffee Company, Impact Productions, Seawell Ballroom and Epicurean Group. Event Partners included 9News, Black Cherry Photo, Bouquets, CEAVCO Audio Visual, The Curtis, Dark Horse Winery, Denver Center for the Performing Arts Event Services, FREEMAN, Greater Than Entertainment, Kimotion and OneTouchPoint.

In 2017, a total of $71,000 in scholarship money was presented to 22 students from Johnson & Wales University, Colorado State University, Metropolitan State University of Denver and the University of Denver. Since 2000, the VISIT DENVER Foundation has awarded a total of $913,000 in scholarships to 332 students. The 2017 event generated more than $30,000 for future tourism scholarships.
**Local Level**

VISIT DENVER worked extensively on the creation of the new Tourism Improvement District, which had the unanimous support of Denver City Council and was authorized in November 2017 by Denver hotels. VISIT DENVER was active in advocating for tourism-related projects in the 2017 GO Bond ballot measures, which were all overwhelmingly passed by Denver voters.

VISIT DENVER participated in the Downtown Denver Partnership’s Urban Exploration leadership trip to Portland, Oregon. Participants met with Portland leaders and learned how growth, affordability, homelessness and transportation issues are being addressed there in order to bring best practices back to Denver. In addition, VISIT DENVER had a representative in the Downtown Denver Partnership’s Leadership Program, a group of 100 professionals from all business sectors, who focused on the development of the 5280 Loop.

For the 13th consecutive year, VISIT DENVER was proud to be the Presenting Sponsor for the annual Inter-Neighborhood Cooperation (INC) dinner. The dinner drew several hundred neighborhood association representatives and elected officials.

To make the 16th Street Mall a world-class attraction as detailed in the Roadmap, VISIT DENVER supported the Breathe Easy ordinance to prohibit smoking along the 16th Street Mall and participated in stakeholder meetings regarding future physical modifications. To elevate Denver’s music brand, VISIT DENVER supported the effort to bring a multi-day music festival to Denver beginning in 2018, which was passed by City Council.

**State Level**

In early 2017, the Colorado Tourism Office’s (CTO) budget was at risk of receiving reduced funding, being cut back from the current level of $19 million. Thanks to the efforts of the Tourism Industry Association of Colorado (TIAC), a state-wide tourism advocacy organization, the CTO’s budget was preserved for FY18. TIAC, which VISIT DENVER strongly supports, also engaged in broader issues impacting the tourism industry during the legislative session, including working for increased statewide transportation funding.

**Federal Level**

The U.S. Travel Association held its annual legislative fly-in in Washington, D.C. with approximately 325 travel industry partners from across the country attending. Denver and Colorado tourism representatives met with the Colorado legislative delegation to share details about the state’s strong tourism economy, need for airport modernization and importance of international travel.

**Proud Members and Partners 2017**

- Asian Chamber of Commerce
- Association of Chief Executives for Sport
- Brand USA
- C3: Colorado Competitive Council
- City Club Denver
- Colorado Association of Destination Marketing Organization Board (CADMO)
- Colorado Black Chamber of Commerce
- Colorado Business Committee for the Arts (CBCA)
- Colorado Concern
- Colorado Hotel and Lodging Association/Metro Denver Lodging Council
- Colorado Restaurant Association
- Colorado Ski Country
- Colorado Sports Hall of Fame
- Colorado Springs Conventions & Visitors Bureau
- Colorado Tourism Office (CTO)
- Colorado Women’s Chamber of Commerce
- Conifer Area Chamber of Commerce
- ConnectSports
- Denver Gay and Lesbian Chamber of Commerce
- Denver Hispanic Chamber of Commerce
- Denver Metro Chamber of Commerce
- Denver Theater District
- Denver Urban League
- Destination Colorado
- Destinations International
- Downtown Denver Partnership
- Event Services Professional Association
- Evergreen Area Chamber of Commerce
- Girl Scouts of America
- Greater Brighton Chamber of Commerce
- Greater Glendale Chamber of Commerce
- Healthcare Convention and Exhibitors Association
- Historic Denver, Inc.
- Hospitality Sales and Marketing Association International
- Japan America Society of Colorado
- Kellen Foundation
- Kiwanis Club of Denver
- LoDo District, Inc.
- Metro Denver Economic Development Corporation (MDEC)
- Metro Mayors Caucus
- Meetings Industry Council (MIC)
- National Association of Sports Commissions (NASC)
- National Coalition of Black Meeting Planners
- Religious Conference Management Association
- Rocky Mountain Business Travel Association
- Rocky Mountain International
- Rocky Mountain Chapters of ASAE, MPI, PCMA, IAEE
- Scientific & Cultural Facilities District (SCFD)
- Denver County Cultural Council
- Society for Government Meeting Professionals
- South Metro Denver Chamber
- Tour Colorado
- Tourism Industry Association of Colorado (TIAC)
- U.S. Olympic Committee
- U.S. Travel Association (USTA)
- West Chamber Serving Jefferson County

**Community Service Participation**

The Bureau actively supports the following community efforts and programs:

- Biennial of the Americas
- Cherry Creek Arts Festival
- Colfax Marathon
- Concerts for Kids
- Civic Center Conservatory
- Denver Day of Rock
- Denver Film Festival
- Denver’s Road Home
- Doors Open Denver
- Downtown Denver Partnership Ambassador Program and Security Action Plan
- The Greenway Foundation
- Inter Neighborhood Cooperation
- Latinas First Foundation
- Martin Luther King Jr. Business Awards
- Mizel Institute
- National Western Center Citizen Advisory Committee
- PrideFest
- University programs – local and regional
<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Andrews</td>
<td>President &amp; CEO, National Western Stock Show Association</td>
</tr>
<tr>
<td>Scott Bemis</td>
<td>Director of Business and Community Partnerships, EKS&amp;H</td>
</tr>
<tr>
<td>The Honorable Albus</td>
<td>Council President, District 9, Denver City Council</td>
</tr>
<tr>
<td>Matthew Burkett</td>
<td>Founder &amp; CEO, The Flyfisher Group</td>
</tr>
<tr>
<td>Rob Cohen</td>
<td>Chairman &amp; CEO, IMA Financial Group</td>
</tr>
<tr>
<td>David L. Corsun</td>
<td>Director &amp; Associate Professor, Fritz Knoebel School of Hospitality Management, University of Denver</td>
</tr>
<tr>
<td>Tom Curley</td>
<td>General Manager, The Westin Denver International Airport</td>
</tr>
<tr>
<td>Jerome E. Davis</td>
<td>Regional Vice President, Xcel Energy</td>
</tr>
<tr>
<td>Navin C. Dimond</td>
<td>President &amp; CEO, Stonebridge Companies</td>
</tr>
<tr>
<td>Joe Ellis</td>
<td>President &amp; CEO, Denver Broncos Football Club</td>
</tr>
<tr>
<td>Greg Feasel</td>
<td>Chief Operating Officer, Colorado Rockies Baseball Club</td>
</tr>
<tr>
<td>Brent Fedrizzi</td>
<td>COO/Promoter, AEG Live</td>
</tr>
<tr>
<td>Jack Finlaw</td>
<td>President &amp; CEO, University of Colorado Foundation</td>
</tr>
<tr>
<td>Andrea Guendelman</td>
<td>Co-Founder &amp; CEO, BeVisible</td>
</tr>
<tr>
<td>Walter L. Isenberg</td>
<td>President &amp; CEO, Sage Hospitality Resources, LLC</td>
</tr>
<tr>
<td>Bruce A. James</td>
<td>Shareholder, Brownstein Hyatt Farber Schreck, LLP</td>
</tr>
<tr>
<td>Pat Lee</td>
<td>President, Pat Lee &amp; Associates</td>
</tr>
<tr>
<td>Nick LeMasters</td>
<td>General Manager, Management Office, Cherry Creek Shopping Center</td>
</tr>
<tr>
<td>Greg Leonard</td>
<td>General Manager, Hyatt Regency Denver at the Colorado Convention Center</td>
</tr>
<tr>
<td>Randle “Randy” Loveland, CTE</td>
<td>Director, Regional Sales - Denver United Airlines</td>
</tr>
<tr>
<td>Jim Martin</td>
<td>President &amp; CEO, Kroenke Sports &amp; Entertainment</td>
</tr>
<tr>
<td>Todd D. Munson</td>
<td>Executive Vice President, Director of Commercial Banking, Vectra Bank</td>
</tr>
<tr>
<td>Jennifer Nealson</td>
<td>Executive Director of Global Marketing, Teletech</td>
</tr>
<tr>
<td>Cindy Parsons</td>
<td>Executive Director of Planning &amp; Strategy, Comcast Corporate</td>
</tr>
<tr>
<td>Allen Paty</td>
<td>General Manager, DoubleTree by Hilton Denver, DoubleTree by Hilton Denver-Stapleton North</td>
</tr>
<tr>
<td>Steve Sander</td>
<td>President, Sander Marketing Group</td>
</tr>
<tr>
<td>Dan Scherer</td>
<td>General Manager, Outfront Media</td>
</tr>
<tr>
<td>Frank Schultz</td>
<td>CEO / OWNER, Tavern Hospitality Group</td>
</tr>
<tr>
<td>Janice Sinden</td>
<td>President &amp; CEO, Denver Center for the Performing Arts</td>
</tr>
<tr>
<td>George Sparks</td>
<td>President &amp; CEO, Denver Museum of Nature &amp; Science</td>
</tr>
<tr>
<td>Shane Stickel</td>
<td>President &amp; CEO, Presidential Worldwide Transportation</td>
</tr>
<tr>
<td>The Honorable Mary Beth Susan</td>
<td>Councilwoman, District 5, Denver City Council</td>
</tr>
<tr>
<td>Julie Underdahl</td>
<td>President &amp; CEO, Cherry Creek North Business Improvement District (BID)</td>
</tr>
<tr>
<td>Rob Venus</td>
<td>General Manager, FREEMAN</td>
</tr>
<tr>
<td>Scott Wilson</td>
<td>Global VP Corporate Affairs, Molson Coors Brewing Company</td>
</tr>
<tr>
<td>Sid Wilson</td>
<td>President, A Private Guide, Inc.</td>
</tr>
<tr>
<td>Richard Wiscott, Ph.D</td>
<td>President, Johnson &amp; Wales University</td>
</tr>
<tr>
<td>Kevin Taylor</td>
<td>2017 Owner, Kevin Taylor Restaurant Group</td>
</tr>
<tr>
<td>Kent Rice</td>
<td>Executive Director, Denver Arts &amp; Venues, City &amp; County of Denver</td>
</tr>
<tr>
<td>Sonia Rigs, CAE</td>
<td>President &amp; CEO, Colorado Restaurant Association</td>
</tr>
<tr>
<td>Cathy Ritter</td>
<td>Director, Colorado Tourism Office</td>
</tr>
<tr>
<td>Laurence Rua</td>
<td>Regional VP, Centerplate</td>
</tr>
<tr>
<td>Jo Tezak</td>
<td>Executive Director, Colorado Society of Association Executives</td>
</tr>
<tr>
<td>Joy Burns</td>
<td>Former President &amp; Owner, The Burnsley Hotel</td>
</tr>
<tr>
<td>A. Barry Hirschfeld</td>
<td>President, A.B. Hirschfeld &amp; Sons</td>
</tr>
<tr>
<td>Edward A. Robinson</td>
<td>Co-Chief Executive Officer, Robinson Management, LLC</td>
</tr>
<tr>
<td>Galen Drake</td>
<td></td>
</tr>
<tr>
<td>Ed Gerrity</td>
<td></td>
</tr>
<tr>
<td>Jerry Goodwin</td>
<td></td>
</tr>
<tr>
<td>Al Timothy</td>
<td></td>
</tr>
<tr>
<td>Governor John W. Hickenlooper</td>
<td></td>
</tr>
<tr>
<td>Mayor Michael B. Hancock</td>
<td></td>
</tr>
</tbody>
</table>
EXECUTIVE
Richard W. Scharf
President & CEO
303-571-9415
rscharf@visitdenver.com
Matthew Payne
Executive Director of Denver Sports
303-571-9460
mpayne@visitdenver.com
Carrie Atiyeh
Director of Government & Community Affairs
303-571-9466
catiyeh@visitdenver.com
Hannah LaForest
Executive Assistant to the President & CEO
303-571-9462
hlaforest@visitdenver.com
Phil W aneka
President & CEO
Accounting Assistant
pw aneka@visitdenver.com
303-571-9416
Specialist
Executive Assistant to the Director of Accounting
303-571-9409
Director of Government & Public Relations
jruffe@visitdenver.com
303-571-9415
Jeff Ruffe
Senior Vice President of Finance & Administration
303-571-9413
jruffe@visitdenver.com
Paige Ranum
Director of Human Resources
303-571-9411
blogan@visitdenver.com
Gabbie Romano
Director of Accounting
303-571-9409
gromano@visitdenver.com
Phil Waneka
Information Technology Specialist
303-571-9416
pwanken@visitdenver.com
Valerie Farrell
Accounting Assistant
303-571-9437
vfarrell@visitdenver.com
Aron Roberts
Administrative Coordinator
303-571-9459
aroberts@visitdenver.com
Joyce Shedid
Receptionist
303-892-1112
jshedid@visitdenver.com
Communications
Jesse Davis
Director of PR & Communications
303-571-9450
jdavis@visitdenver.com
Ashley Geisheker
PR & Communications Manager
303-571-9451
ageisheker@visitdenver.com
Rochelle Jones
PR & Communications Coordinator
303-571-9418
rjones@visitdenver.com
CONVENTION SALES
Rachel Benedick
Vice President of Sales & Services
303-571-9417
rbenedick@visitdenver.com
Jason Lusk, CMP
Associate Vice President of Convention Sales
303-571-9424
jlusk@visitdenver.com
Cahal Mowery, CMP
Director of Convention Sales
303-571-9443
cmowery@visitdenver.com
Tim Litherland, CMP
Director of Special Events & Marketing
303-571-9429
tlitherland@visitdenver.com
Tyler Adams
Corporate Citywide Sales Manager
303-571-9419
fadams@visitdenver.com
Chandra Braeger
Association Executive Meetings Manager, West Region
303-571-9420
cbaeger@visitdenver.com
Sophia Chan
Corporate Executive Meetings Manager, East Region
303-571-9444
schang@visitdenver.com
Karolyn Conner
Convention Sales Manager, Washington, D.C.
303-571-9426
kconner@visitdenver.com
Kiley Dougherty
Association Executive Meetings Manager, West Region
303-571-9471
kdougherty@visitdenver.com
Harry Emerson
Sales Information Analyst
303-571-9425
hemerson@visitdenver.com
Gysela Fillingham, CMP
Citywide Sales Manager, West Region
303-571-9461
gfillingham@visitdenver.com
Karrie Garcia
Corporate Executive Meetings Manager, East Region
303-571-9484
kgarcia@visitdenver.com
Clay Perry
Corporate Sales Manager, West Region
303-571-9455
cperry@visitdenver.com
Amanda Rodriguez, CMP
Citywide Sales Manager, East Region
303-571-9441
arodriguez@visitdenver.com
Tina Selix
Convention Sales Manager, Mid-Region
303-571-9407
tselix@visitdenver.com
Brittany Tebben, CGMP
Conventions Sales Manager, West Region
303-571-9422
btebben@visitdenver.com
Lesli Vasek
Corporate Sales Manager, East Region
303-571-9489
lvasek@visitdenver.com
Elissa Hellestre, CMP
Executive Assistant, Conventions & Denver Sports
303-571-9406
elhelstre@visitdenver.com
Deanna Bonnaire
Convention Sales Coordinator, Mid-Region
303-571-9427
dbonnaire@visitdenver.com
Sarah Choo
Convention Sales Coordinator, Mid-Region
303-571-9439
schoo@visitdenver.com
Sammy Verrill
Convention Sales Coordinator, West Region
303-571-9403
sverrill@visitdenver.com
CONVENTION SALES WASHINGTON, D.C.
Andrea McFadden
Sales Director, Washington, D.C.
303-206-8639
amcfadden@visitdenver.com
CONVENTION SALES CHICAGO
Toni Kosaris
Sales Director, Midwest Region
303-322-9970
tkosaris@visitdenver.com
CONVENTION SERVICES
Vikki Kelly, CMP
Director of Convention Services
303-571-9414
vkkelly@visitdenver.com
Tiffany Eck, CMP
Associate Director of Convention Services
303-571-9449
tteck@visitdenver.com
Theresa Blankenau
Convention Services Manager
303-571-9428
tblckenau@visitdenver.com
Lissa Hutchinson
Convention Services Manager
303-571-9421
lhutchinson@visitdenver.com
Melissa Ryland, CMP
Convention Services Manager
303-571-9404
mryland@visitdenver.com
Erin Frazier
Convention Services Coordinator
303-571-9447
efrazier@visitdenver.com
Liz Perrott
Convention Services Coordinator
303-571-9464
lperrott@visitdenver.com
MARKETING
Justin Bresler
Vice President of Marketing & Business Development
303-571-9408
jbresler@visitdenver.com
Amanda Watkins
Associate Director of Marketing
303-571-9436
awatkins@visitdenver.com
Nate Ferguson
Account Manager
303-571-9470
nferguson@visitdenver.com
Emily Sievert
Social Media Manager
303-571-9468
esievert@visitdenver.com
Jessica Weissman
Web Manager
303-571-9496
jweissman@visitdenver.com
Chelsie Reins
Marketing Coordinator
303-571-9448
creins@visitdenver.com
PARTNERSHIP
MC Genova
Director of Partnership & Business Development
303-571-9440
mogenova@visitdenver.com
Meagan Logan
Partnership Services Manager
303-571-9405
mlogan@visitdenver.com
Melissa Ramirez
Partnership & Data Systems Coordinator
303-571-9481
mramirez@visitdenver.com
Katy Hoch
Partnership Services Manager
817-734-1213
kichoch@visitdenver.com
TOURISM
Jaye Buck
Vice President of Tourism
303-571-9442
jbuck@visitdenver.com
Lisa Bruening
Senior Tourism Sales Manager
303-571-9445
lbruening@visitdenver.com
Jenna Crafton
Cultural Tourism Manager
303-571-9423
jcrafton@visitdenver.com
Jenna VanOort
Tourism Manager
303-571-9446
jvanoort@visitdenver.com
Leah Gutstein
Tourism Coordinator
303-571-9482
lgutstein@visitdenver.com
TOURIST INFORMATION CENTERS
Chrysal Ray
Tourist Information Centers Manager
303-571-9456
cdray@visitdenver.com
Kathleen Chappell
Downtown Tourist Services Coordinator
303-892-1505
kchappell@visitdenver.com
Jeff Miller
Downtown Tourist Services Coordinator
303-892-1505
jmiller@visitdenver.com
Terrie Nall
Downtown Tourist Services Coordinator
303-892-1505
tnall@visitdenver.com
Kelsey Santistevan
Downtown Tourist Services Coordinator
303-892-1505
ksantistevan@visitdenver.com
Jim Watson
Downtown Tourist Services Coordinator
303-892-1505
jwatson@visitdenver.com