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Welcome to VISIT DENVER's quarterly *Policy Perspectives* newsletter highlighting local, state and federal issues impacting the tourism and hospitality industry. If you have any questions or would like more information, please contact Carrie Atiyeh, Director of Government & Community Affairs, at catiye@visitdenver.com or (303) 571-9466.



JULY 2018

QUARTERLY POLICY PERSPECTIVES

LOCAL NEWS



- [Denver Tourism Roadmap](#) updates:
 - The Denver and Colorado Olympic and Paralympic Winter Games Exploratory Committee issued its [final report](#) in June. The committee recommends that Denver and Colorado pursue a bid for a future Winter Games, and Mayor Hancock and Governor Hickenlooper accepted the recommendation. The committee also recommended that any future bid effort be endorsed by a statewide vote of the people in 2020 or beyond. The potential of hosting a Winter Games ties to the Roadmap initiative to host global events that put Denver on the international stage that generate tourism economic impact and international recognition.
 - Tied to the same Roadmap initiative as the Winter Games, the [2026 World Cup](#) will be coming to the United States, Mexico and Canada. Denver is a potential U.S. host city with a decision expected in 2020.
 - The City is preparing to issue \$129 million worth of Certificates of Participation (COPs) to fund the Colorado Convention Center (CCC) expansion. In addition, the contractor RFQ has been issued with selection expected later this year. Expansion of the CCC is a priority initiative of the Roadmap.
- Many thanks to our local and state partners for a successful hosting of U.S. Travel Association's [50th anniversary IPW!](#) As a result of hosting IPW, Denver is expected to welcome 700,000 incremental new international visitors in the next three years who will spend \$1.7 billion. An additional thanks to Denver City Council for its [proclamation welcoming IPW](#) delegates to the Mile High City.
- VISIT DENVER is closely tracking potential ballot initiatives at the [local](#) and [state](#) levels that may impact tourism and the visitor experience including sales tax measures to support parks and transportation. More details will be shared in the next newsletter.
- In 2017, Denver welcomed a record 31.7 million visitors who spent \$6.5 billion in 2017, including 17.4 million overnight visitors who spent \$5.6 billion, all new records according to [Longwoods International!](#) The tourism industry provides over 59,000 jobs in the metro area and tourism [saves every Denver metro household \\$543](#) in local and state taxes thanks to visitor spending.
- In June, [Edelweiss](#) launched non-stop flights connecting Zurich and Denver. The flight is projected to generate a \$21 million annual economic impact and deliver more than 7,000 visitors to Denver this year. And in April, Norwegian launched its non-stop service to [Paris](#). In total, 23 international destinations are now available through DEN.

STATE NEWS



- Colorado also had a record breaking tourism year in 2017. The state welcomed [84.7 million visitors](#) (37.9 million overnight) who spent nearly \$21 billion, which saved every Colorado household \$626 in local and state taxes. State tourism supports 171,000 jobs across the state.
- The Colorado Tourism Office (CTO) has launched a unique partnership with the [Leave No Trace](#) Center for Outdoor Ethics to educate visitors about protecting Colorado's special places.
- Spending by residents and visitors for [outdoor recreation](#) in each of Colorado's seven congressional districts topped \$2 billion in 2016. Colorado's 2nd Congressional district including Vail, Boulder and Breckenridge, ranked 3rd nationwide based on resident spending of \$2.51 billion with out of state visitors spending \$12.8 billion in the same area.

FEDERAL NEWS



- [Brand USA](#), the marketing organization for the United States, reported that in 2017 its efforts resulted in over 1 million incremental international visitors who had a total economic impacts of \$8.5 billion, while supporting over 54,000 incremental jobs.
- [Open Skies Agreements](#) between the United States and United Arab Emirates have been preserved. The agreement with Qatar was also recently upheld.
- National parks have a major impact on the national economy and local communities located near parks. In 2017, the [National Park Service](#) reported 331 million visitors to the park system, which generated \$18.2 billion in local community economic impact.
- The Visit U.S. Coalition continues to make progress in Washington to educate lawmakers about the importance and economic benefits of international visitors to the U.S. Learn more about the impact of international travelers and [Visit U.S. Coalition's agenda here](#).
- The U.S. Supreme Court upheld President Trump's travel ban primarily focused on visitors from Muslim countries. The U.S. Travel Association issued a statement urging continued [focus on security](#) while welcoming international visitors.

PARTNER PERSPECTIVES



COLORADO RESTAURANT ASSOCIATION

Please contact Nick Hoover, Government Affairs Coordinator or Sonia Riggs, President & CEO, at 303-830-2972, should you have questions or need further information on anything that CRA is working on.

Common Consumption

The City of Denver will be meeting with industry stakeholders in the next few months to discuss potential ordinance changes that would allow for the creation of common consumption areas and entertainment districts in Denver. Denver departments have been having conversations internally about how the ordinance may be drafted and now they are going to bring in industry partners to start fine tuning the concept and language. The Colorado Restaurant Association will be participating in the working group meetings.

The State Legislature passed laws allowing for the creation of common consumption areas many years ago, but the City of Denver has not yet adopted an ordinance and rules to allow for them. In order for a common consumption area to be created, there has to be at least two on-premise liquor licenses with a minimum of 20,000 square feet of liquor licensed premises included. There are specific requirements that would have to be met before the common consumption license could be approved. Further requirements may be developed over the course of drafting the Denver ordinance. Once the common consumption area is created, customers would be able to leave participating restaurants and bars with beverages and enter the “common consumption” area. Customers would not be allowed to walk into other licenses with their drinks and wouldn't be allowed to leave the common consumption area with a beverage.



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