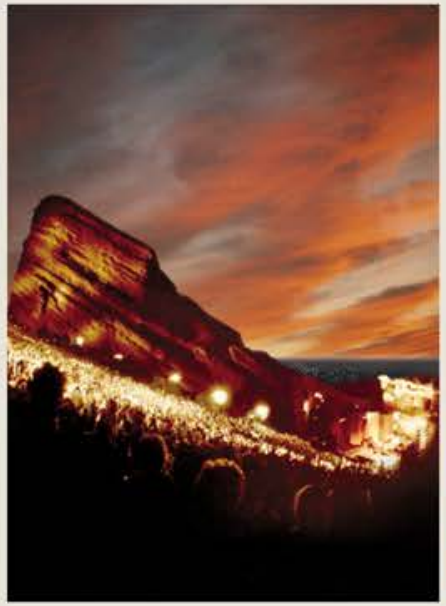


DENVER'S SUMMER MARKETING

eTOURISM SUMMIT, OCTOBER 22, 2015

DENVER
The Mile High City

What We'll Cover

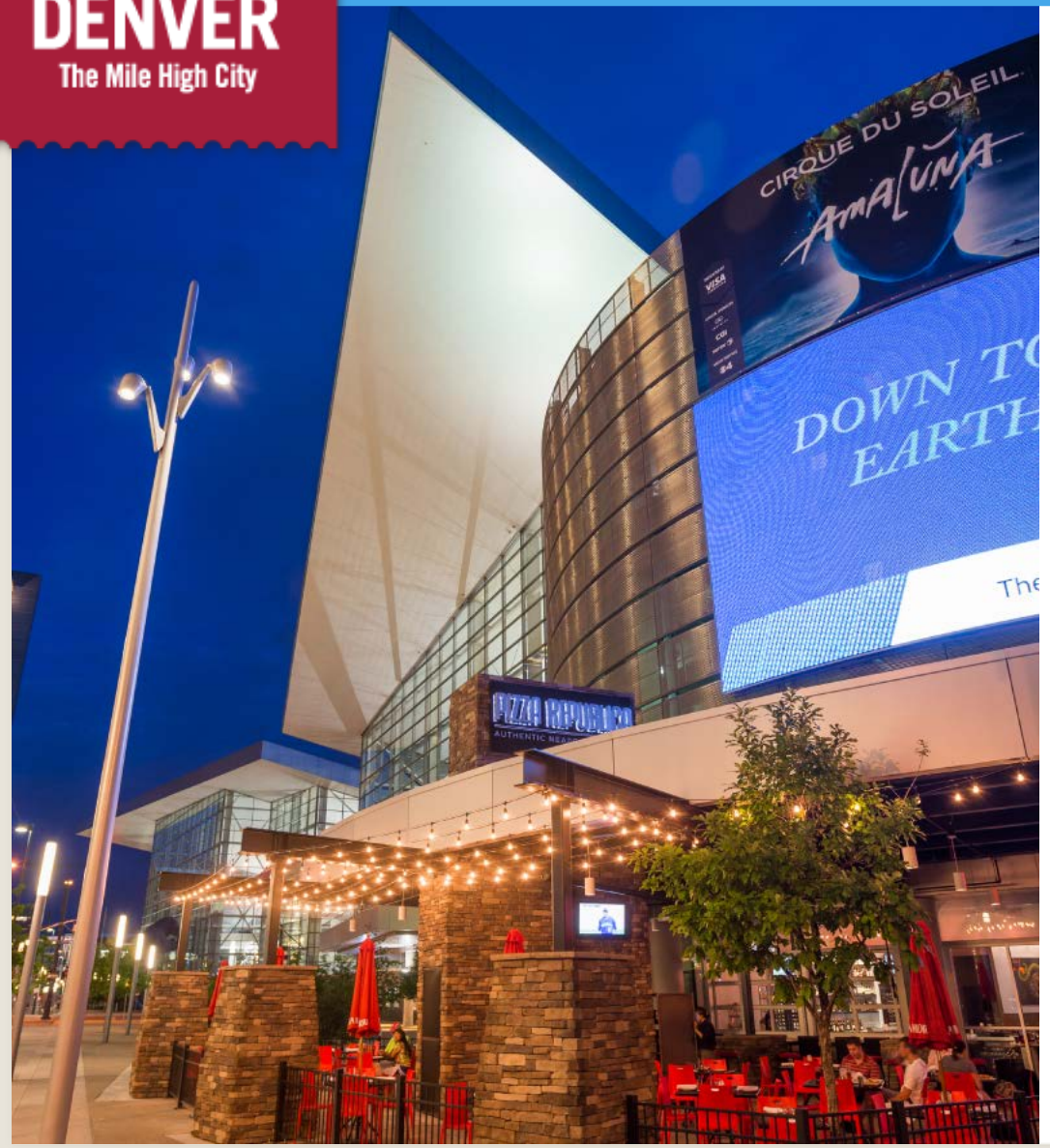
- Content Goals & Strategy
- Content Planning & Examples
- Who's Involved
- Evaluation & Learnings

DENVER
The Mile High City

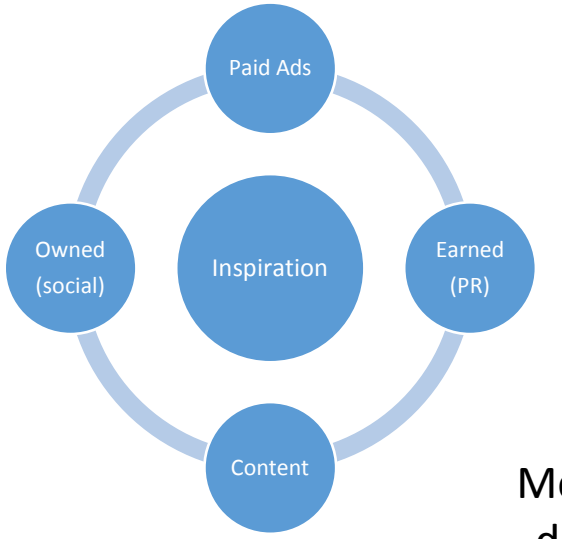
Goals & Strategy – Brand Positioning

Goals & Strategy – Brand Pillars

Goals & Strategy – Campaign Goal



Legs of the Travel Table



Goal:
Move consumers down one rung

Research

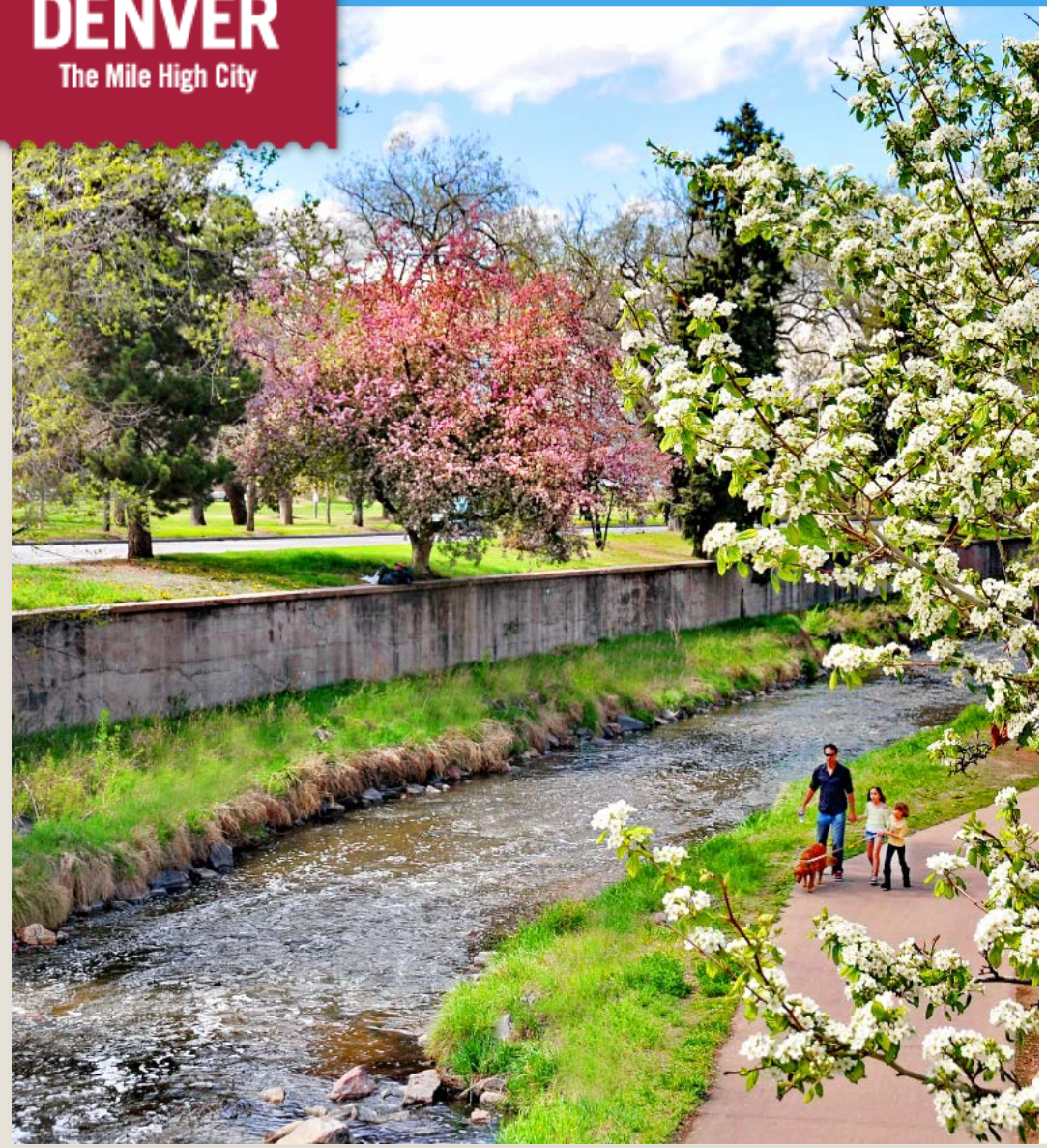
↓

Plan & Book

↓

Experience

Goals & Strategy – Call to Action

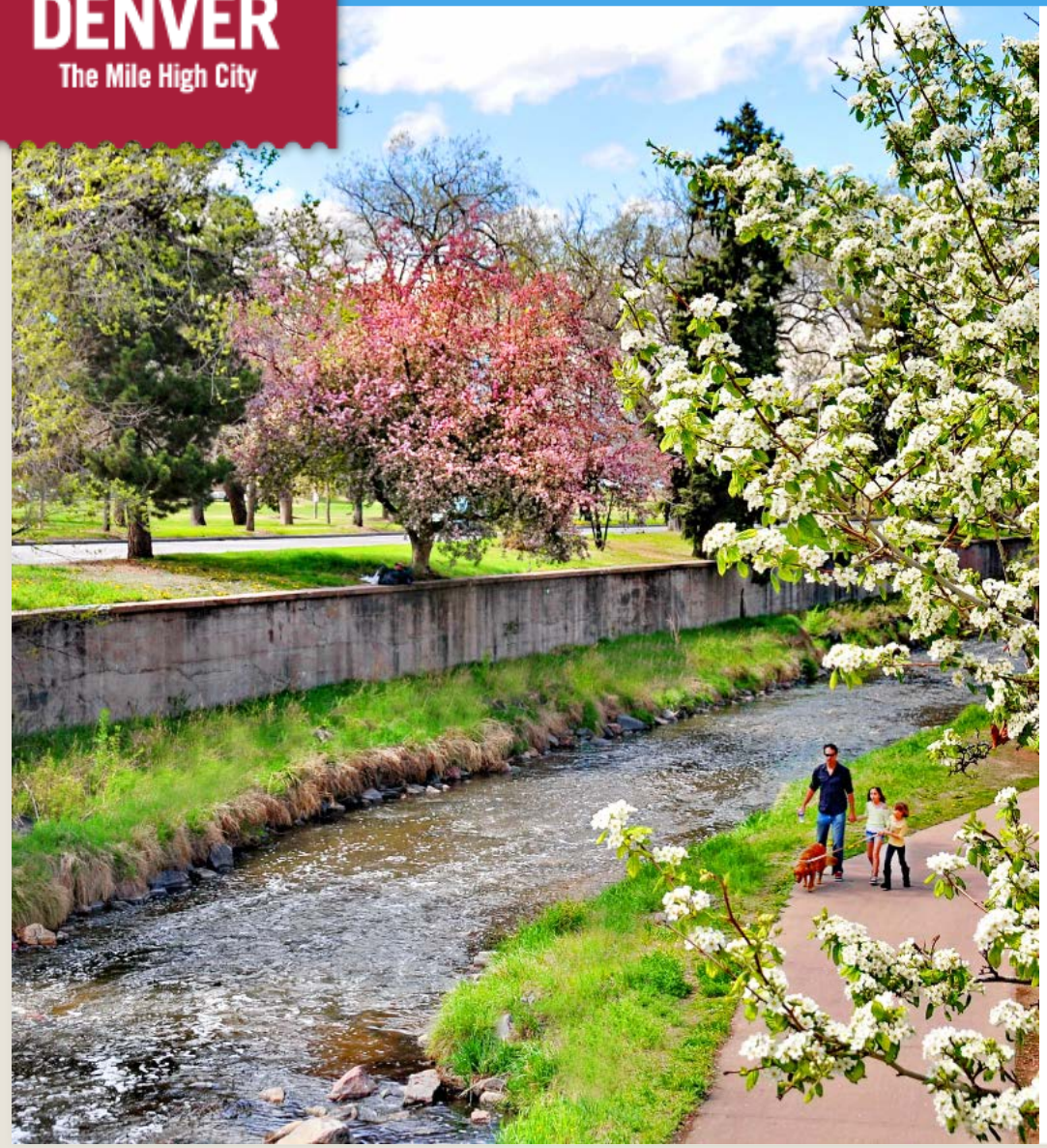


PLAN

YOUR

TRIP

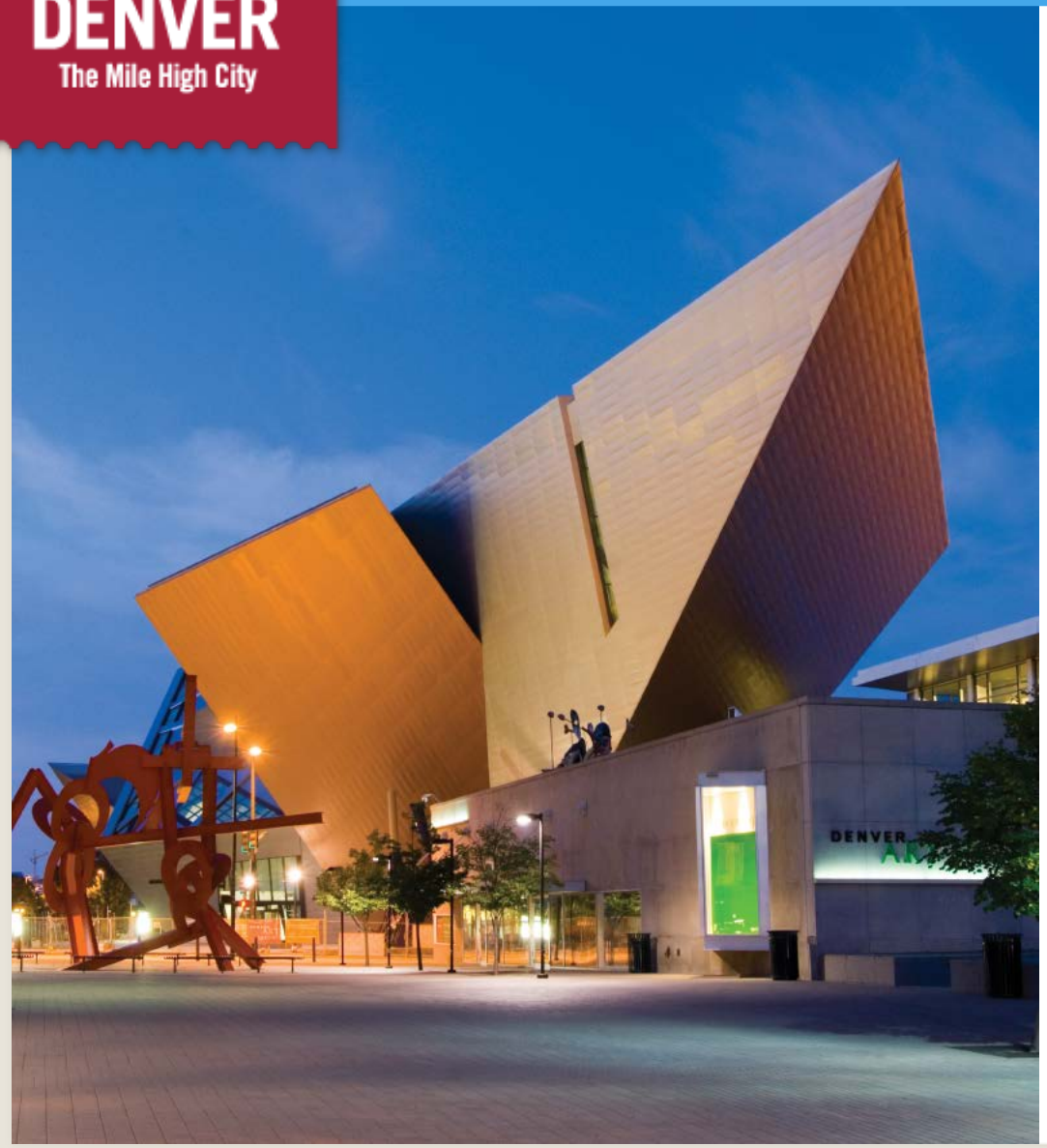
Goals & Strategy – Call to Action



LEARN MORE

Top 10 Lists & Articles

Content Planning – Applying the Pillars



One Story, Six "Buckets"

- Outdoor activities
- Family Fun
- Music & Nightlife
- Dining & Beer
- Arts & Culture
- Beer

Content Planning - Ads

Content Planning – Website Pages

Top 10 Dining & Craft Beer Experiences in Denver

1. GO LOCAL

Long before "farm-to-table" became a cliché Denver chefs have used locally-sourced ingredients. Look out for lamb, mushrooms, goat cheese, and, of course, those famous Palisade peaches – your taste buds will thank you!

2. NAVIGATE THE DENVER BEER TRAIL

The best way to experience Denver's beer scene is to hop on the Denver Beer Trail, pick your route and get tasting! Order a tray of samplers and - just a hint - always drink from light to dark!

30 FREE THINGS TO DO IN DENVER THIS SUMMER!

Sign up to receive our newsletter packed with Denver dining ideas AND get your copy of *30 Free Things To Do in Denver this Summer.*

Email *

Zip Code *

SIGN ME UP

3. SHAKE IT UP

Denver's love of craft libations doesn't stop with beer. Try an Infinite Monkey Theorem canned wine or head to Williams & Graham for a delicious concoction made with Leopold Bro's Rocky Mountain Blackberry Whiskey and (if you're lucky!) shaken by American Bartender of the Year, Sean Kenyon.

4. HOP ON BOARD AT UNION STATION

Fresh oysters at Stoic & Genuine and martini's at the Cooper Lounge make for a classy evening at the Beaux Arts train station. If casual is more your style, slide up to the former ticket booth – now Terminal Bar – and order a local brew.

5. DINE ON DENVER'S OLDEST STREET

As the trendiest, tastiest, and arguably prettiest block in The Mile High City, Larimer Square is a must for any foodies in town. Try the Flash Seared Hamachi (topped off with Pop Rocks) at TAG or the housemade burrata at Osteria Marco that you won't want to share.

8. EXPLORE THE 'HOODS!

Denver is a city of neighborhoods each with own distinct and delicious flavors. With so many places to try, fortunately you can walk or B-cycle from 'hood to 'hood as you eat your way around the city!

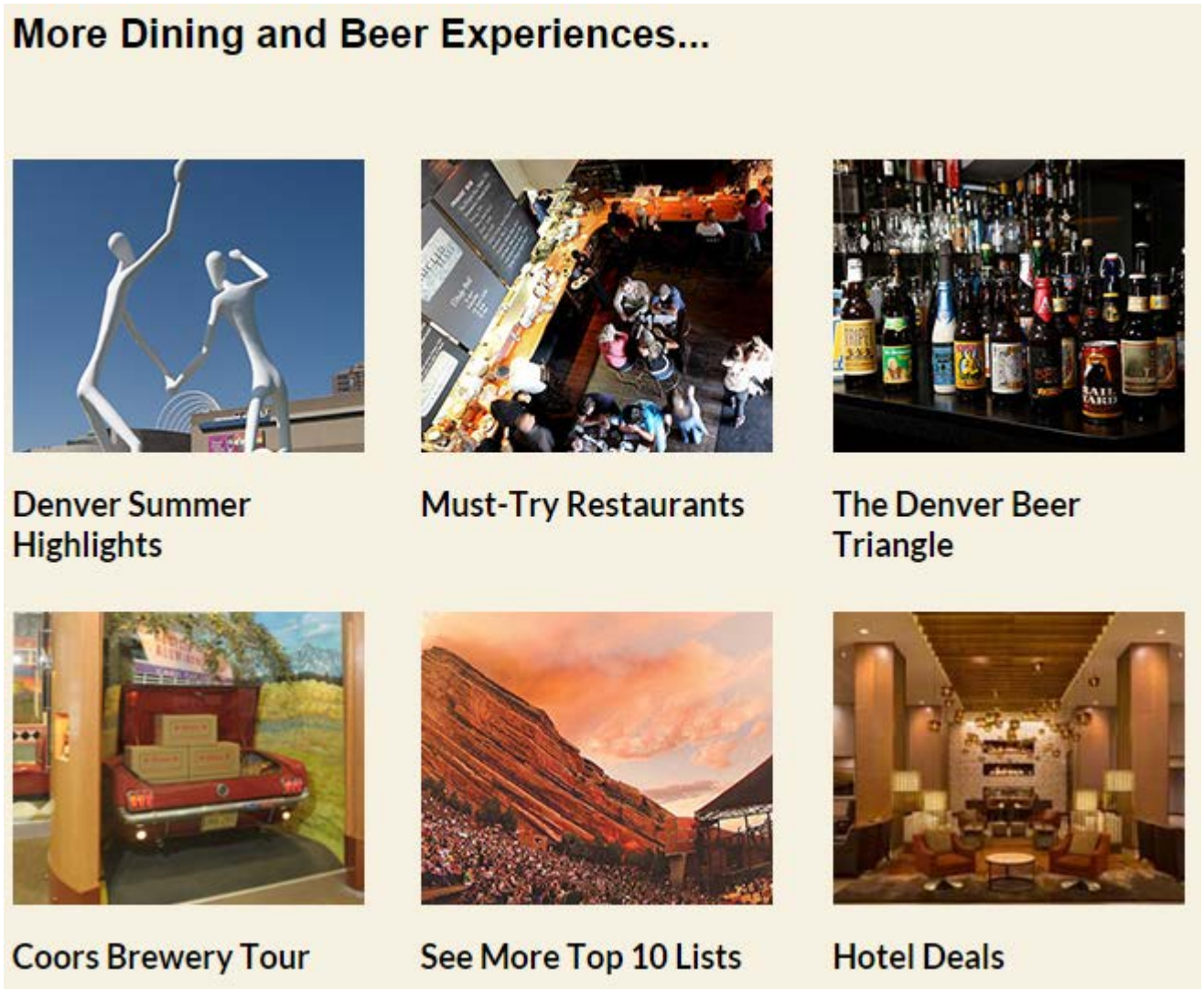
9. GO TO MARKET

Markets in Denver aren't just about stocking up on groceries. Live music, art and family-friendly activities ensure weekly farmers markets are lively events. Meanwhile artisanal markets, like RiNo's The Source, are where to go to sample Colorado's finest foods!

10. SATISFY YOUR SWEET TOOTH

Denver may be one of the fittest cities in the nation, but Denverites devour sweet treats such as Salted Caramel Peanut Butter Cup ice cream from Little Man Ice Cream (how can you resist ice cream served out of a gigantic milk jug?) and Palisade Peach Cobbler from Wednesday's Pie Shop at Green Russell in Larimer Square.

Content Planning – Website Pages



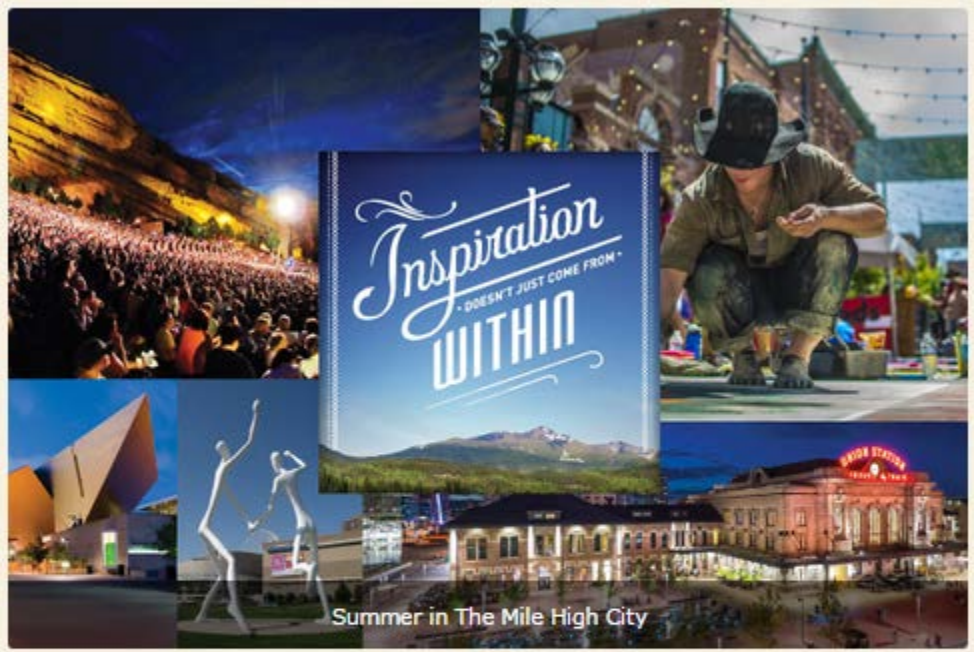
Deliberate Choices

- Category options
- Trip planning options
- More lists
- Ads

Speaking of ads…

- $2,500 from 5 partners for $12,500 in bonus revenue!

Content Planning – Roundup Page



Like 32 Tweet 24

Denver Summer Highlights

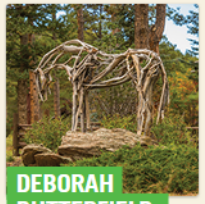
Discover the best of Denver during the Summer of 2015 and explore our lists of the Top 10 things to do in The Mile High City!

Summer Events

MILE HIGH CULTURE PASS

Denver Highlight

7 Attractions. 5 Days. 1 Price. Admission to some of Denver's best attractions for the "Mile High" price of $52.80 More ›



DEBORAH BUTTERFIELD: THE NATURE OF HORSES

See this renowned artist's life-sized cast sculptures of horses placed amid the ... More ›

THE POWER OF POISON

The Power of Poison uses models, objects, interactives, and live animals to expl... More ›

Summer Family Fun

WILD DENVER

Where to see the amazing animals who call Denver home. More ›

KID-FRIENDLY ACTIVITIES

Denver is a year-round playground for families. More ›

Summer Arts & Culture

DENVER IS FOR ART LOVERS

Why Denver is the place to be for all things artsy. More ›

FIRST FRIDAY ART WALKS

Find the pulse of Denver's vibrant creative community. More ›

DENVER ART MUSEUM

The Denver Art Museum is a world-class center for art through the ages. More ›

Summer Music & Nightlife

GLAMOROUS NIGHTLIFE

Get out on the town! More ›

DYNAMIC DENVER MUSIC SCENE

The Mile High City's best local talent. More ›

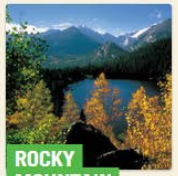
DENVER DATE NIGHT

A guide to romance in The Mile High City. More ›

Summer Outdoor Activities

DENVER DAY TRIPS

Head for the mountains and fill your senses with national parks, historic mining... More ›



ROCKY MOUNTAIN NATIONAL PARK

Explore one of the greatest outdoor attractions in the world, just 70 miles from...

Content Planning – Content eNewsletters

APRIL 2015

Delicious Denver

The Denver foodie scene is booming, and these neighborhood favorites are helping lead the way.

DISCOVER DENVER'S DINING SCENE

Brewery Tours

Get behind-the-scenes looks at Denver and Colorado's thriving beer scene, including the largest single-site brewery in the world, as well as specialty microbreweries.

LEARN MORE

The Best of Denver

Wondering where to start planning your Denver adventure? Here are some of Denver's Mile High Must-Sees – the best of the best!

SEE DENVER'S MUST-SEES

The BEST Denver Day Trips

Denver's big backyard - the spectacular Rocky Mountains - is filled with scenic drives, historic mining towns, awe-inspiring natural beauty and plenty of adventure in the great outdoors.

EXPLORE DENVER DAY TRIPS

Plan Your Trip

Whether you're planning a family vacation, a guys' weekend or a girlfriends' getaway, there's a great hotel deal just for you. Find great rates now!

DENVER
The Mile High City

Content Planning – Planning eNewsletters

DENVER
The Mile High City

DENVER The Mile High City **DISCOVER DENVER**

APRIL 2015

Denver Hotel Deals

The Mile High City is more affordable than ever before! Wondering where to stay? Search no further. Discover great travel deals and discounted hotel packages.

SEE DENVER HOTEL DEALS NOW

Denver 365

No matter when you are in Denver, there's always something fun going on! Check out our event calendar to learn about events happening during your visit.

FIND EVENTS

Mile High Culture Pass

The best way to explore some of the city's most fascinating attractions is for the bargain "Mile High" price of $52.80 for five attractions (a savings of $25) or three attractions for $25.

GET THE PASS

Free Visitors Guide

Our FREE Denver & Colorado Official Visitors Guide is your best resource on how to navigate the Mile High City, with maps and info on attractions, hotels, dining and more!

ORDER YOUR FREE GUIDE NOW!

DENVER
The Mile High City

Content Planning – Social Media Support

VISIT DENVER
Published by VISIT DENVER [?] · June 1 ·

From chalk art in Larimer Square to dragon boats on Sloan's Lake, Denver has a little something for everyone. Here's a list of our favorite festivals to help plan the perfect summer vacation!

Denver Summer Festivals 2015

DENVER.ORG

41,824 people reached **Boost Post**

Like Comment Share

Gary Rose, Hope Cross and 458 others like this. Top Comments

287 shares

VISIT DENVER
Published by VISIT DENVER [?] · May 4 ·

Summer concerts are calling. Will you answer?

Outdoor Summer Music Concerts 2015

Enjoy outdoor summer concerts in Denver all summer. From Red Rocks Summer Concert Series to music festivals, there is something for everyone in Denver.

DENVER.ORG

62,272 people reached **Boost Post**

Like Comment Share

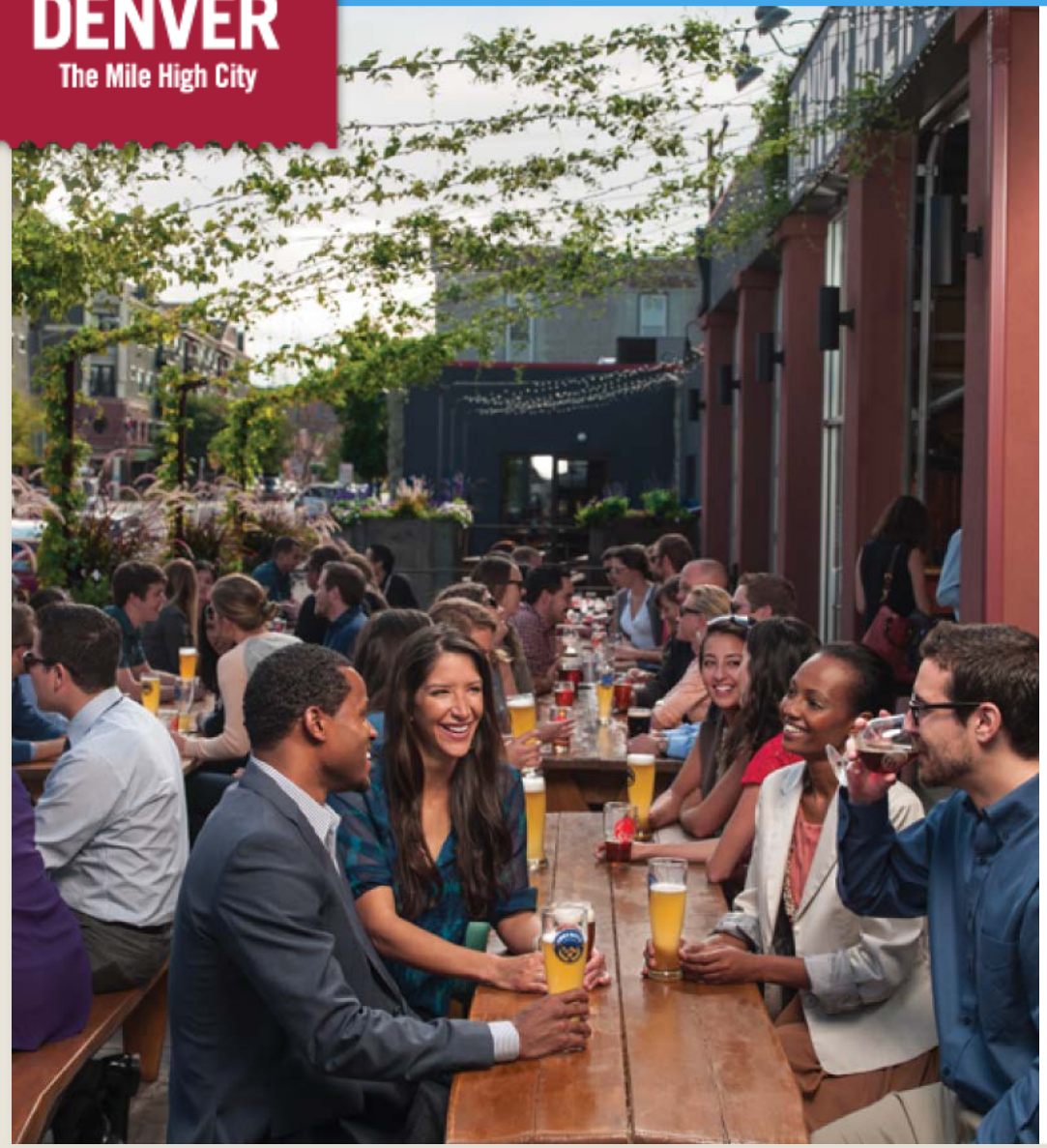
VISIT DENVER, Loretta Alty Murphy, Alex Ziolkowski, Cody Toohey and 1,016 others like this.

265 shares

Who's Involved?

- Project management
- Digital
- Content creators (PR and social media manager)
- Agency: ad buying and planning
- Digital vendors
- Partnership

Evaluations & Learnings



Results

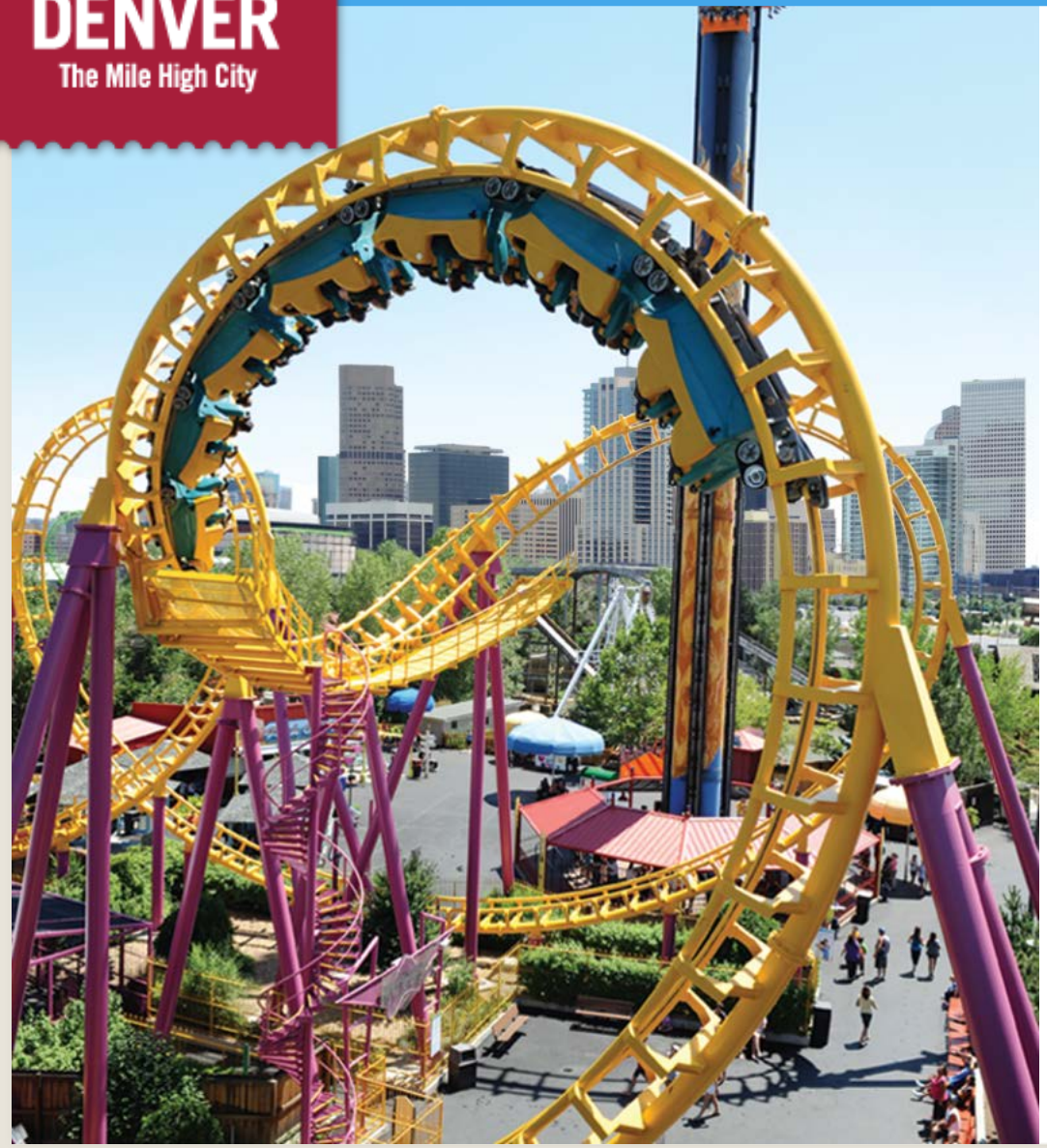
Tactic	Clicks (or video views)	Rate	Other	
Digital Display	130,758	0.10%		
Mobile Display	145,666	1.15%		
Digital Video	69,690		10,638,540	Completed Views
Rich Media	33,031	1.23%	38,154	Engagements
eNewsletters	11,662	2.18%	535,826	Opens
Total Actions	390,807		11,212,520	11,603,327

Email Signups: 167

Evaluations & Learnings

4.6-8.9	Arts & Culture	Family	Family (w/ Button)	Events	Dining & Beer	Music & Nightlife	Outdoors	Universal
Impressions	16,109,313	12,704,889	14,793,591	30,409,354	10,859,150	12,783,845	10,120,836	6,200,203
Clicks	36,726	11,031	12,345	44,986	10,363	9,951	9,101	9,100
CTR	0.23%	0.09%	0.08%	0.15%	0.10%	0.08%	0.09%	0.15%
Conversions	10	21	17	71	9	8	8	2
Conversion Rate	0.03%	0.19%	0.14%	0.16%	0.09%	0.08%	0.09%	0.02%

Evaluations & Learnings



Successes

- Project management is critical
- Enewsletters rock
- Rich media is successful with the right creative
- Pre-roll video
- Endemic travel sites
- Trip Advisor
- OTA/Sojern/Adara = greatest time on site

Improvements

- Email signups didn't work, but those who did performed well
- Unbounce maybe too stark, but very flexible
- Events did really well, generic content did not

THANK YOU!

DENVER
The Mile High City