

DENVER IS

ONE OF THE TOP MEETING DESTINATIONS IN AMERICA*

*2016 Watkins Study



Meeting planners consistently rate Denver as one of the top meeting and convention destinations in the nation. Here's why:

EASY ACCESSIBILITY

Denver is 340 miles from the exact center of the continental United States and served by Denver International Airport (DEN), which the *Wall Street Journal* named the best airport in the U.S. The sixth busiest airport in the nation, DEN offers more than 1,600 daily flights to more than 200 worldwide destinations and a downtown rail line. Plus the compact, walkable downtown makes getting around a snap!

PRACTICAL FACILITIES



The user-friendly Colorado Convention Center has just three levels: 584,000 square feet of contiguous exhibit space and the 5,000-seat Bellco Theatre on the first; 100,000 square feet of meeting space on the second; and two hotel-quality ballrooms on the third. Unique venues like Red Rocks

Amphitheatre and the Denver Art Museum ensure you'll never lack for creative offsite space.

AFFORDABLE

Corporate Travel Index ranked Denver as one of the least expensive cities for business travel (13th – lower is better!) including 20th in hotel costs and 48th in car rentals! Also, DEN fares are 20 percent lower than the U.S. average!

GREAT HOTEL PACKAGE

Downtown Denver has more than 11,000 rooms within walking distance of the center, including Hyatt, Hilton, Sheraton, Westin, Four Seasons, Ritz-Carlton, Magnolia, Embassy Suites, an AC/Le Méridien and many wonderful boutiques. There are nearly 50,000 hotel, resort and spa rooms citywide, with all brands and price points represented including a 519-room Westin at Denver International Airport.



SERVICE

VISIT DENVER has won all major convention industry service awards for the past 26 years. The staff of 63 full-time employees are ready to assist you.

DESTINATION APPEAL

Denver consistently sets and breaks attendance records. With a clean, safe, lively and fun downtown, filled with museums, stadiums, brewpubs and chef-owned restaurants, all centered around a mile-long pedestrian mall, Denver is the perfect city for a convention. And when the meeting is over, the history, beauty and adventure of the Colorado Rocky Mountains is just minutes away.

SAFETY

Downtown Denver is ranked by the FBI as one of the Top 10 safest downtowns in America.

PUBLIC ART



Hug a Bear.

The 40-foot-high Blue Bear – officially known as *I See What You Mean* by local artist Lawrence Argent – in front of the Colorado Convention Center is just one of many public art sculptures to be discovered around town, part of Denver's love of the arts. Metro Denver collects more public money for the arts, per capita, than any other U.S. city. From the nation's second-largest performing arts complex to the amazing Denver Art Museum...in Denver, art is in the air!



DENVER IS ACCESSIBLE



YOUR RIDE'S HERE!



Air to Rail Connection

Denver's billion-dollar rail connection from downtown's historic Union Station to Denver International Airport opened in 2016, making it effortless to travel from the nation's fifth busiest airport to its fourth most walkable downtown. The renovated Denver Union Station is a transportation and entertainment hub, with more than 11,000 nearby hotel rooms, restaurants, shopping and light rail connections to metro Denver. Then hop on free, electric shuttle buses that stop on all corners along the mile-long 16th Street Mall.

Located just 340 miles from the exact center of the continental United States (closer to the center than any other city our size), Denver is accessible:

BY AIR



Denver International Airport (DEN) is in the top three largest domestic networks in the U.S., with more than 1,600 daily flights to 200 worldwide destinations, including 25 international cities. In the last few years, DEN has added nonstops to Tokyo, Paris, London, Reykjavik, Zürich, Panama City and Calgary, joining routes to Munich, Frankfurt and beyond. In 2018, the *Wall Street Journal* named DEN the best U.S. airport. DEN is in the middle of an extensive expansion project that will add nearly 40 gates to the three concourses over the next few years, which will ensure continued accessibility growth. On top of this, the Great Hall expansion will vastly improve the traveler experience.

BY RAIL

RTD's FasTracks program is building the largest light rail initiative in American history. The project includes miles of new commuter and light rail tracks, bus lines, parking spaces and enhanced service.

BY SHUTTLE

The eco-friendly hybrid buses on the 16th Street Mall are free and shuttle 50,000 passengers a day up and down the mile-long promenade, stopping on every corner in the heart of downtown from early morning to late evening.

BY BIKE

Denver was the first city in America to introduce large-scale



bike sharing; today, B-cycle offers more than 700 bikes at nearly 90 stations, now available year-round. For a small fee, hop on at your hotel and leave the bike at your destination. Plus, there are miles of paved, off-street bike trails to explore.

BY FOOT



Denver is the fourth most walkable city in the nation, according to the Brookings Institution. Downtown Denver has more than 11,000 hotel rooms and 300 restaurants within a short walk of the convention center, as well as museums, nightspots, brewpubs, stadiums and parks.

BY BUS

The Regional Transportation District (RTD) offers eco-friendly bus transportation throughout the metro area. RTD also offers SkyRide bus service to and from the Denver International Airport.

BY CAR

Denver is the gateway to Rocky Mountain adventures. Within a short drive, climb the highest paved road in North America, explore the wonders of Rocky Mountain National Park, or discover charming, historic mountain towns. You can also get around Denver by car using one of the many car share options available.

BY PEDICAB

Three-wheeled pedicabs are the descendants of rickshaws and provide a fun, practical mode of green transportation.

ENTERTAINING



DENVER ROCKS



Red Rocks Park & Amphitheatre

Every true music fan should attend a concert under the stars at Red Rocks Amphitheatre, the famed natural rock arena that *Rolling Stone* named the best amphitheater in the country. This National Historic Landmark is worth a visit even when there's no show. Check out the Colorado Music Hall of Fame and the Performers Hall of Fame, dedicated to those who have rocked the Rocks from the Beatles to Bruce Springsteen. Hiking and biking trails, meanwhile, weave through the spectacular red sandstone formations.



From big ticket attractions and events to hidden gems around every corner, there's never a dull moment in Denver.

SHOWTIME



The massive Denver Performing Arts Complex (DPAC) – the second-largest such site in the United States – is home to 10 state-of-the-art venues, seating more than 10,000 people. On any given night, the DPAC (just steps from the Colorado Convention Center) hosts Tony Award-winning theater, blockbuster Broadway musicals, classical music, ballet and opera.

MAGNIFICENT MUSEUMS

Denver is home to numerous world-class museums – and many hidden gems - including the Daniel Libeskind-designed Hamilton Building at the Denver Art Museum, the Denver Museum of Nature & Science, the Museum of Contemporary Art Denver, the Clyfford Still Museum and History Colorado Center.

WILD DENVER

Amazing animals are in abundance in The Mile High City, from Denver Zoo featuring The Edge tiger exhibit, to the



Downtown Aquarium. See wildlife in a natural habitat just a short drive from Denver at the Wild Animal Sanctuary, the Rocky Mountain Arsenal Wildlife Refuge and Genesee Park, where a herd of buffalo roam the Rocky Mountain foothills.

ROCK OUT AT A MILE HIGH

Live music lives in Denver at such legendary venues as Red Rocks Park & Amphitheatre, the Paramount Theatre, the Bluebird Theater, the Ogden Theatre and dozens of smaller clubs showcasing today's top musicians and tomorrow's big stars.

SHOP 'TIL YOU DROP

Spend a day browsing Cherry Creek Shopping District's diverse offerings, including upscale stores like Tiffany and Co. and Tory Burch in the Cherry Creek Shopping Center and the unique boutiques of Cherry Creek North. Hunt for treasures in the city's neighborhood art districts, trendy Larimer Square or on Antique Row, a whopping 18 blocks of antique shops. Find the perfect one-of-a-kind gift at a museum gift store.



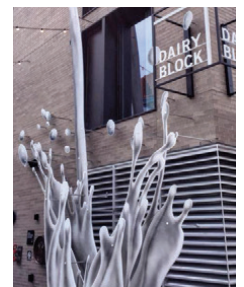
OLD WEST MEETS NEW WEST

Even amidst Denver's fast-paced urban development, everywhere you look, you're sure to find traces of the city's pioneer past. Discover the state's colorful history at the new History Colorado Center. Learn all about Old West icon Buffalo Bill Cody at the Buffalo Bill Museum & Grave.

DENVER IS DELICIOUS



TO MARKET, TO MARKET



Elavated Halls

Discover some of Colorado's best food at gourmet markets! Stop for lunch at Avanti F&B, an innovative food hall offering seven different restaurant concepts and a rooftop patio. Check out The Source's brewery, butcher, taco cantina and more. The Denver Central Market showcases a wood-fired pizzeria, fish market, ice cream shop and more. Zeppelin Station's 10 vendors offer diverse, globally-inspired fare. Stanley Marketplace is home to more than 50 independently owned shops and restaurants. Denver Milk Market serves everything from cocktails and crepes to pasta and poke bowls.

Once known primarily for steakhouses, The Mile High City offers culinary delights and surprises at every turn.

LOCALLY SOURCED

Denver's superstar chefs all have one thing in common: a devotion to the freshest locally produced ingredients. Palisade peaches, heirloom tomatoes, free-range meats and artisan cheeses are just a few of the delectable, Colorado-grown items found on Mile High menus.



DIVERSE DISHES

From Pacific Rim-inspired fusions to creative spins on comfort food classics, Denver restaurants go beyond the ordinary with innovative, globe-spanning tastes.

ROCKSTAR CHEFS

Denver is home to several restaurants owned and operated by James Beard Foundation Award-winning chefs.

Jennifer Jasinski of Rioja and Alex Seidel of Mercantile dining & provision have both won Best Chef: Southwest in recent years. In 2018, Chef Alon Shaya moved to Denver to open the new modern Israeli restaurant Safta in The Source Hotel.

TASTE OF THE OLD WEST

Western cuisine is still thriving in Denver. For a trip back in time in addition to a fine porterhouse, try the Buckhorn Exchange, Denver's oldest restaurant, or The Fort, housed in an 1830s-style adobe fur trading fort. You'll find traditional favorites on the menu, but also bison and game.



CULINARY ADVENTURES



To sample a little of everything, consider booking a food tour. Denver Like a Local Tours, Taste of Denver Food Tours, Local Table Tours and Savor Denver Food Tours all offer curated culinary experiences, perfect for a group activity.



DENVER IS

GREEN



TRANSPORTATION OPTION



DENVER Bcycle



Borrow a Bike

Denver B-cycle was the first large-scale bike-sharing program in the nation. Now, more than 700 bikes are available year-round at nearly 90 stations conveniently located near major attractions, hotels and neighborhoods. Swipe a credit card for a daily access pass and hop on board. Please visit the Denver B-cycle website for pricing information. You can return the bike at any of the stations citywide. Denver has miles of paved bike trails, so you'll never run out of room to ride.

DENVER IS COMMITTED TO SUSTAINABILITY

VISIT DENVER is proud to be the first convention and visitors bureau in the world certified for the event industry APEX Standards for Sustainable Destinations. In 2018, the Bureau was recognized as a Silver Leader in the State of Colorado's Environmental Leadership Program.

SUSTAINABLE HOTELS



Denver's hotels are leading the way in sustainable hospitality. The LEED Silver Certified Embassy Suites by Hilton Denver Downtown Convention Center and LEED Gold Certified Springhill Suites Denver Downtown are leading the charge. More information on the sustainable hotel practices can be found on the VISIT DENVER Green Vendor Directory and Sustainable Hotel Surveys.

A SUSTAINABLE CONVENTION CENTER

The Colorado Convention Center (CCC) in downtown Denver is the premier sustainable meeting space for a meeting or convention. With a dedicated Sustainable Programs Manager, a robust sustainability program and a 300,000 kilowatt solar array, the LEED Gold Certified Existing Building is the ideal location for a green meeting or convention. The CCC is now the largest existing building in the region to attain LEED Gold for an Existing Building Operation and Maintenance (EBOM). Additional certifications include the CCC Environmental

Leadership Gold Leader Recognition by the State of Colorado and ISO 14001 Environmental Management System. Interested in sustainable food and beverage? The on-site Blue Bear Farm features 5,000 square feet of urban garden space and produces 5,000 pounds annually of fruits, vegetables and herbs.



VOLUNTOURISM

VISIT DENVER's voluntourism web page is the perfect tool for meeting professionals interested in providing volunteer opportunities to their attendees. From keeping the city clean and beautiful to working with seniors or youth in need, these opportunities will not only enrich the community and environment of Denver, it will also enhance the attendee experience with memories to last a lifetime.

ECO-FRIENDLY AIRPORT

Denver International Airport (DEN) is dedicated to environmental performance and energy efficiency. With the opening of the University of Colorado A Line, DEN is now just a short train ride from the sustainable Colorado Convention Center and a variety of other conference venues, making Denver a convenient eco-friendly destination for your next event or meeting. DEN is world-renowned for its pioneering Environmental Management System (EMS), which provides a systematic approach to managing the airport's environmental impacts and to promoting and encouraging continual environmental performance improvement.

DENVER IS

WALKABLE



You don't need a car in downtown Denver. Everything is within a few minutes walking time. Starting from the Colorado Convention Center, here are some destinations:

— WITHIN 5 MINUTES WALK —



DENVER PERFORMING ARTS COMPLEX

This is the second-largest performing arts center in the nation with 10 venues seating 10,000 people for Broadway theater, dance, opera and symphony.

16TH STREET MALL

The mile-long pedestrian promenade was designed by I.M. Pei and is lined with dozens of outdoor cafes and hundreds of trees. Free shuttle buses stop on every corner, making everything downtown easy to reach.

DENVER PAVILIONS

The triple-deck shopping center has everything from a new Uniqlo, to the affordable-chic H&M to a 15-screen movie theater, with a variety of bars, restaurants and nightclubs.

— WITHIN 10 MINUTES WALK —

CIVIC CENTER PARK

This cool oasis in the heart of the city has fountains, flower gardens and Denver's largest summer food truck roundup, Civic Center EATS, featuring more than 20 trucks at lunch

every Tuesday, Wednesday and Thursday. It is surrounded by some of the city's top museums and attractions.

DENVER ART MUSEUM

Daniel Libeskind's first U.S. building is the focal point of this acclaimed art center, known for its American Indian collection, Western art and temporary exhibitions.

HISTORY COLORADO CENTER

The History Colorado Center offers a fascinating glimpse of Denver's pioneer past and modern present.

CLYFFORD STILL MUSEUM

This museum showcases the works of one of America's most famous (and little seen) artists – abstract expressionist Clyfford Still. An eccentric, Still seldom sold his work.

LARIMER SQUARE & LODO

This restored Victorian section of Denver's oldest street is filled with trendy chef-owned restaurants, boutiques, nightclubs, a comedy club, and outdoor plazas. Lower Downtown (LoDo) is the city's hip, historic district filled with more than 90 brewpubs, music clubs and rooftop cafes.



— SPORTS ARENAS —

Three of Denver's sports arenas, Coors Field (home of the Rockies), the Pepsi Center (home of the Nuggets and Avalanche) and Broncos Stadium at Mile High (home of the Broncos) are within walking distance of downtown.

WALK (OR JOG) THIS WAY



Walk Around Town

Located in the LoDo neighborhood, Union Station is steps away from breweries, unique shops, performing arts and the mile-long 16th Street pedestrian mall. Head to Rockmount for a one-of-a-kind western shirt then catch a live concert at the Pepsi Center. Or cross the nearby Millennium Bridge for even more shopping and dining options near Denver's scenic Commons Park.

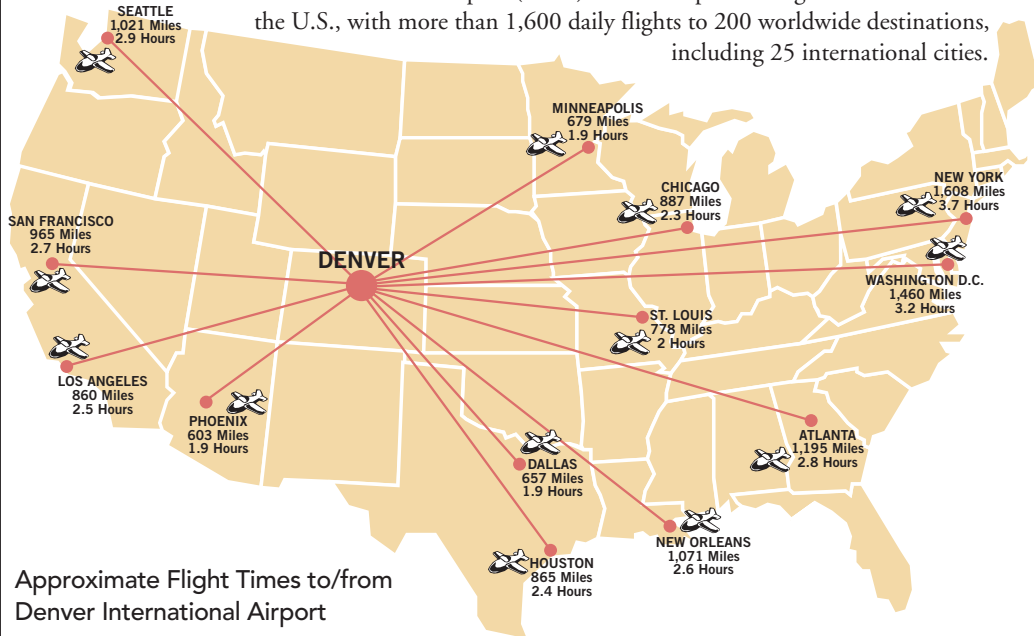
DENVER

BY THE NUMBERS



DENVER INTERNATIONAL AIRPORT

Denver is centrally located in the U.S., and it's never been easier to get here. Denver International Airport (DEN) is in the top three largest domestic networks in the U.S., with more than 1,600 daily flights to 200 worldwide destinations, including 25 international cities.



Approximate Flight Times to/from Denver International Airport

CLIMATE CHART

Month	Temperature Max/Min		% of Humidity AM/PM	Precipitation Inches	Sunshine Noon %
JANUARY	43.9/18.3 F	6.6/-7.6 C	63/49	.51	71
FEBRUARY	45.6/19.4 F	7.6/-7.0 C	67/44	.49	70
MARCH	54.5/26.4 F	2.5/-3.1 C	68/40	1.28	69
APRIL	60.7/33.2 F	15.9/0.7 C	67/35	1.93	67
MAY	70.6/42.9 F	21.4/6.1 C	70/38	2.32	65
JUNE	80.8/51.3 F	27.1/10.7 C	69/35	1.56	71
JULY	89.7/59.9 F	32.1/15.5 C	68/34	2.16	71
AUGUST	87.0/58.0 F	30.6/14.4 C	69/35	1.82	72
SEPTEMBER	78.1/48.7 F	25.6/9.3 C	69/34	1.14	74
OCTOBER	64.7/36.6 F	18.2/2.6 C	65/35	.99	72
NOVEMBER	53.0/26.0 F	11.7/-3.3 C	68/48	.98	65
DECEMBER	43.1/17.9 F	6.2/-7.8 C	65/51	.63	67
ANNUAL AVERAGE	64.3/36.6 F	17.9/2.6 C	67/40	15.81	70

30 year normals (1981-2010); Source: U.S. National Oceanic and Atmospheric Administration

DENVER'S TOP INDUSTRIES

- Aerospace
- Aviation
- Bioscience
- Broadcasting & Telecommunications
- Energy
- Financial Services
- Healthcare & Wellness
- Information Technology-Software

Source: Metro Denver Economic Development Corporation

DOWNTOWN BY THE NUMBERS



- 10th largest downtown in America based on employees and office space
- 4th most walkable downtown according to the Brookings Institution
- 65,000 residents in City Center neighborhoods (1.5-mile radius)
- More than 112,000 downtown employees
- 38 ultra-low emission hybrid-electric shuttles operate on the Mall
- Nearly 50,000 people ride the free 16th Street Mall shuttle daily
- 13 million riders use the Mall shuttle every year
- 200 trees line the mall; 50,000 flowers are planted each spring

2017 POPULATION

DENVER CITY & COUNTY693,292

DENVER METRO
 Arapahoe County637,254
 Jefferson County571,711
 Adams County490,829
 Boulder County319,177
 Douglas County328,330
 Broomfield County66,252

SEVEN COUNTY METRO AREA3 million
 Rank19th in U.S.

COLORADO5,607,154
 Rank21st in U.S.