

Go the EXTRA Mile Training

Winning Hands in Poker



- Royal Flush (A, K, Q, J, 10)
- Straight Flush (5 Cards in a sequence)
- Four of a Kind
- Full House (3 matching of 1 rank and 2 of another)
- Flush (5 Cards all of the same suit not in order)
- Straight
- Three of a Kind
- Two Pair
- One Pair
- High Card



Understand how and why to go the EXTRA Mile for Denver

To make exceptional hospitality a way of life in Denver. Visitors should leave with positive, memorable experiences to share and the desire to return.

Why Denver?



- Why are you living in Denver?
- Did you choose to be here, or did someone else choose it for you?
- Denver is a unique city and we need to show what makes it great.

The Impact of Tourism



- 13 million overnight leisure visitors
- 2.4 million overnight business visitors
- Visitor spending:
 - The average business visitor spends \$138 per person, per day
 - The average marketable leisure visitor spends \$117 per person, per day
- Total economic impact on the city was \$4.6 billion in 2014!

Conventions in Denver



- 37 city-wide conventions in 2000, with 145,780 attendees
- 75 city-wide conventions in 2010, with 153,483 attendees
- 76 city-wide conventions in 2014, with 289,326 attendees

Top 5 Cities Sending Visitors to Denver



- Los Angeles
- Chicago
- New York
- Albuquerque/Santa Fe
- Phoenix





The Convention & Visitors Bureau

Top 5 States Sending Visitors to Denver



- California
- Texas
- Illinois
- Florida
- Arizona



Top Countries Sending Visitors to Denver



- Canada
- Mexico
- United Kingdom
- Germany/Switzerland/Austria
- France
- China
- Japan

The Visitor Experience



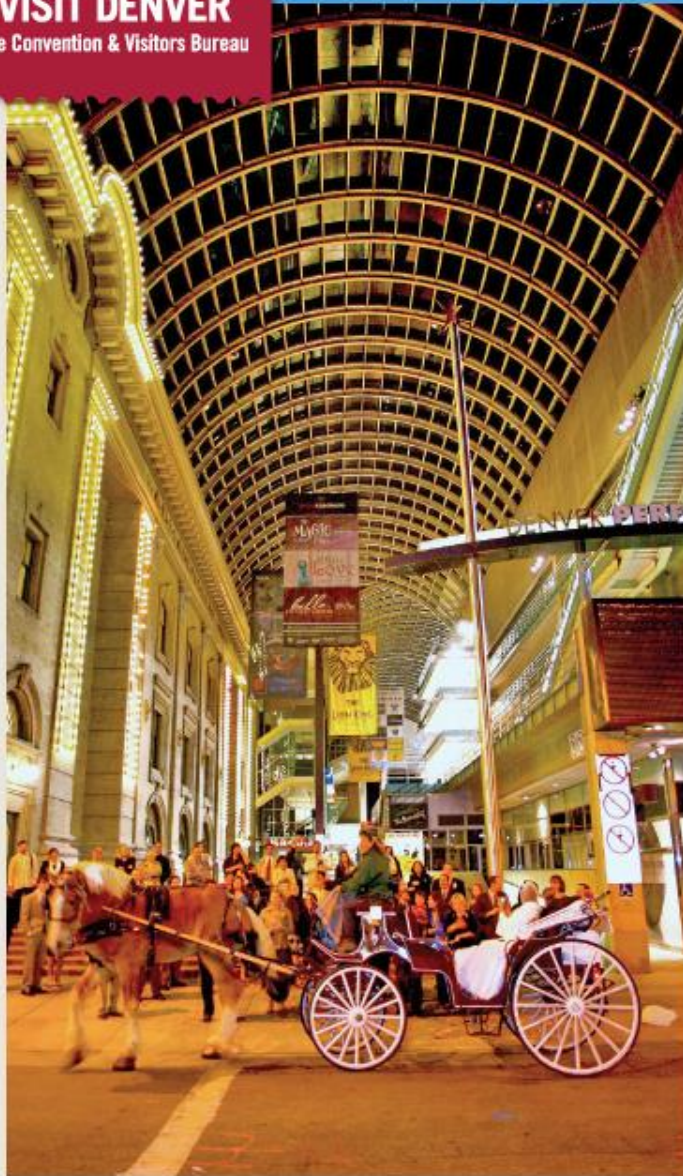
- Customer satisfaction is worthless!
- 75% of customers who chose a new product were either “satisfied” or “very satisfied” with their previous purchase.
- In fact, 8 out of 10 satisfied customers would switch to a new product without hesitation.
- So, if satisfaction isn’t the answer, what is? Very simply, the way to get customers to come back is to exceed expectations!

Why do they come back?



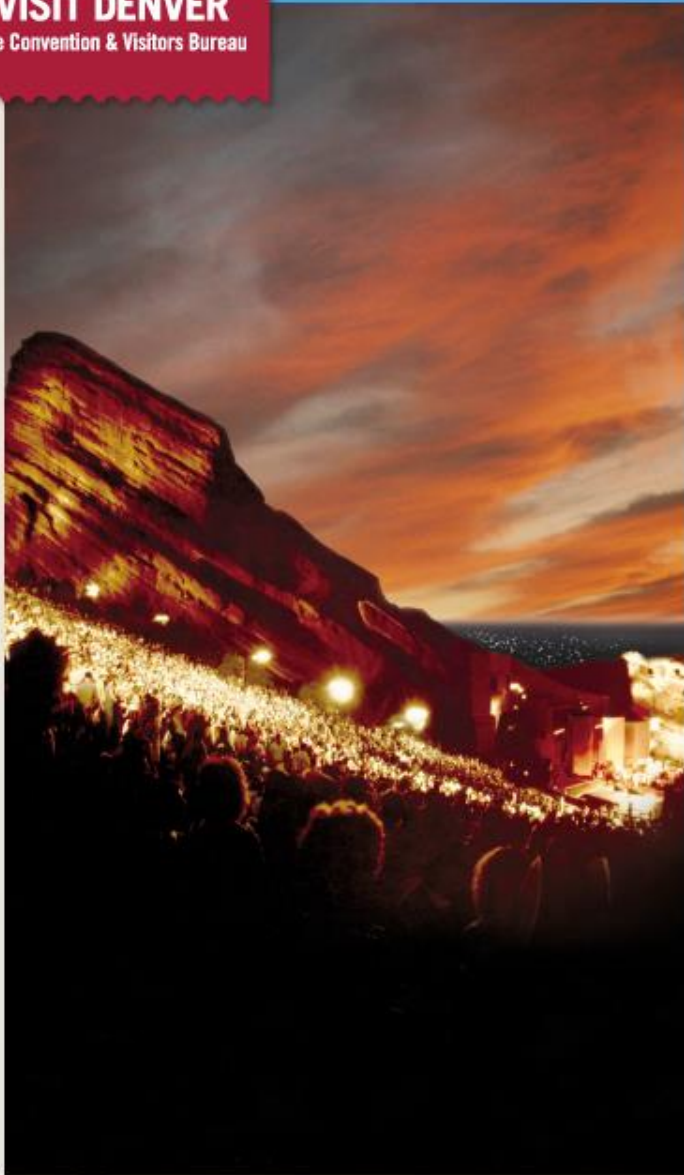
- What makes people want to go back to a hotel, shop, restaurant or city?
- Simply, it exceeded what they expected.
- How do we exceed expectations for people visiting Denver?

Denver's Top Attractions & Shopping



- In 2014, the most popular attractions and events were:
 - 16th Street Mall
 - LoDo
 - Cherry Creek Shopping District
 - Denver Zoo
 - Denver Art Museum
 - Coors Brewery
 - Colorado State Capitol
 - Larimer Square
 - Red Rocks Park & Amphitheatre
 - Denver Botanic Gardens
- Top five shopping destinations:
 - Cherry Creek Shopping Center
 - Colorado Mills
 - Outlets at Castle Rock
 - Denver Pavilions
 - FlatIron Crossing Mall

Your Role



1. Know what the top attractions are.
2. Be able to give an elevator speech about each of them.
3. Know where you can find additional information.
4. Tell others about Denver's attractions, and what makes them unique.



ENERGETICALLY GREET EVERYONE

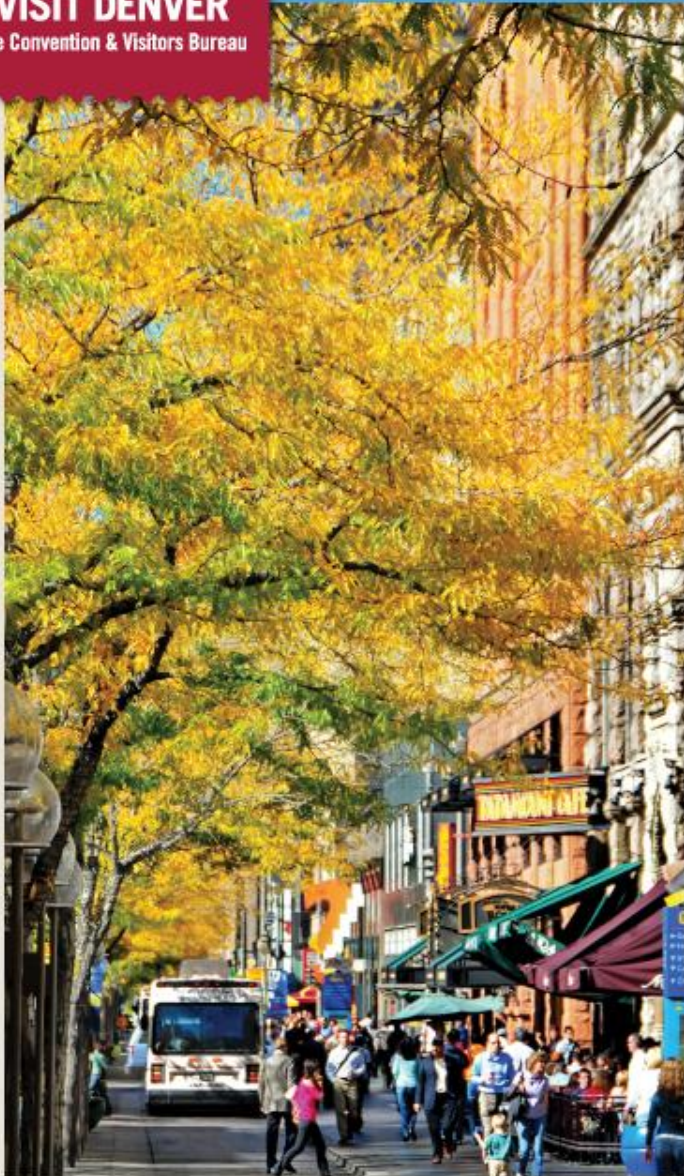
EXPLAIN WHAT MAKES DENVER
GREAT

TAKE TIME TO LISTEN

REDUCE GUESS WORK

ASK IF THERE IS ANYTHING ELSE
THEY NEED

What It Can Do



- By increasing a visitor's impression of Denver by just 5%, they are 75% more likely to come back again.
 - “The Loyalty Effect” by Frederick Reichel
- How much does it cost you to go the **EXTRA** Mile?



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THANK YOU!



VISIT DENVER
The Convention & Visitors Bureau