



FOR IMMEDIATE RELEASE

PRESIDENT & CEO CELEBRATES ONE YEAR AT VISIT AURORA

AURORA, Co. April 16th, 2018 – Bruce Dalton celebrates one year as Visit Aurora’s President and CEO. As the official Convention and Visitors Bureau, Visit Aurora’s efforts to showcase the city as a premier destination for meetings, conventions, and leisure travel are stronger than ever.

“Since last April, we’ve made some significant changes in the right direction. To start, our team of four has grown to a team of 12 to support 60 hotel properties with more than 10,000 hotel rooms in Aurora and the surrounding Denver Metro,” said Dalton. “Visit Aurora has worked tirelessly to build partnerships with local businesses, vendors, non-profits, and restaurants to put Aurora on the map as a destination – and it’s paying off,” he said.

The visitor industry is a significant economic engine for area businesses and residents. “In 2016 alone, more than \$45 million in local tax revenue from direct tourism spending benefited the City of Aurora. With the addition of Gaylord Rockies and surrounding hotels coming online, we anticipate this community impact to be even larger in the years to come,” said Dalton.

Dalton has championed Aurora’s role in the local meetings and conventions market through fostering relationships with the newest property developments, meeting planners, and must-see visitor attractions. “It’s about building unique opportunities for each and every visitor. In Aurora, we have a variety of offerings for visitors to create a memorable Colorado experience that’s truly their own,” he said.

Dalton explained, “There is research that shows a significant return on investment made by marketing the destination through tourism. With the addition of new guest rooms and meeting space coming to the area, there is an opportunity and need for an enhanced competitive position and significant growth in visitor spending to sustain the developing infrastructure”. Aurora can expect a dramatic expansion in efforts to drive demand and increase in visibility to attract convention and leisure travelers. “Big things are happening in Aurora, and we can’t wait to reveal what’s next,” said Dalton.

About Visit Aurora:

Established in 2010, Visit Aurora is the official destination marketing organization for the City of Aurora, Colorado and acts as the primary liaison between meeting planners and hotel partners. As Aurora's Convention and Visitor's Bureau, Visit Aurora drives overnight visitors and meeting attendees to the city, which in 2017 generated \$79 million in future economic impact for the local community. Visit Aurora's mission is grounded in showcasing Aurora as a premier destination for meetings, business, and leisure travel. For more information on Aurora, upcoming events or meeting facilities, visit www.VisitAurora.com.

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