

News From: Denver Metro Convention & Visitors Bureau

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Largest Convention Booking in Denver's History to Draw 20,000 Snow Sports Professionals Every January

Colorado Governor Bill Ritter and Denver Mayor John Hickenlooper joined officials from the Denver Metro Convention & Visitors Bureau and the Colorado Convention Center today to announce the largest convention booking in Denver's history.

SnowSports Industries America (SIA) has announced that after 35 years of holding their annual SIA SnowSports Trade Show in Las Vegas, they will move the show to Denver starting in January 2010. The four-day event attracts 20,000 ski and snow sport retailers and manufacturers and will have an annual economic impact of \$30 million. SIA has signed an agreement to hold the event in Denver for ten years.

"This will be one of the largest conventions held in Denver every year and even better, it comes in January, traditionally the slowest month of the year," said Convention Bureau President & CEO Richard Scharf. "The ten year agreement makes this the largest convention booking in Denver's history. With the growth that is expected in the show, SIA SnowSports Trade Show delegates will spend more money in Denver over the next decade than the original \$350 million cost of expanding the Colorado Convention Center," Scharf said.

Governor Ritter welcomed the SIA SnowSports Trade Show to Colorado. "It's no secret that Colorado is regarded around the world as the snow sports capital of America, so it is a great natural fit for us to host the premiere snow sports industry trade show," he said. "This event will bring great economic benefit to Denver, and it will also generate tremendous interest in snow sports in general, boosting winter tourism throughout Colorado."

Denver Mayor John Hickenlooper stated, "We expanded the Colorado Convention Center so we would have the capacity to attract large events like the SIA SnowSports Trade Show. The 20,000 people that come to this show every year will generate revenues that support local jobs, stimulate our economy, and reduce the tax burden on our local residents. And on the marketing front, 20,000 people will go back to their hometowns every year telling their friends and families about the cultural, recreational and economic vitality of Denver. All in all, this is a tremendous opportunity for Denver and Colorado."

The Bureau has been working on booking this convention for four years, Scharf said. "The Colorado Convention Center was too small for this show before the expansion, but with the expansion opening in December 2004, and the new Hyatt Regency at Colorado Convention Center and the other new hotel development, Denver was able to put together a very attractive package for SIA," Scharf said.

Conventions in the city have been booming since the expansion opened. 2006 was the busiest year on record, 2007 is posed to break that record with 2008 looming on

the horizon as the potential to be the best year ever, highlighted by the Democratic National Convention. That one-time event will attract 35,000 people.

About the Denver Metro Convention & Visitors Bureau

Founded in 1909, the Denver Metro Convention & Visitors Bureau is a nonprofit trade association that contracts with the City of Denver to market Denver as a convention and leisure destination, increasing economic development in the city, creating jobs and generating taxes. Tourism is the second largest industry in Denver, generating \$2.3 billion in annual spending and supporting 65,000 jobs. For more information on Denver call 800-393-8559 or visit Denver's official Web site at www.denver.org.

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