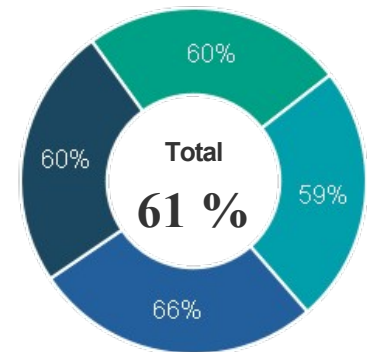
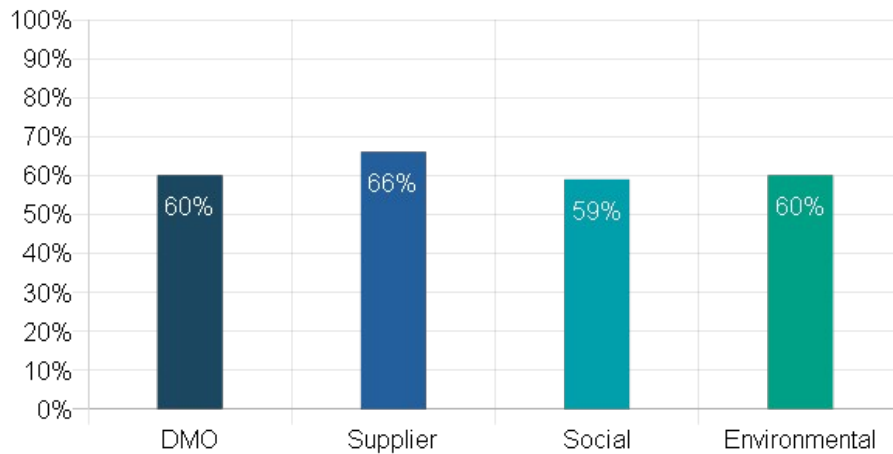


# Denver 2019 GDS-Index Report

## Performance Overview (2019)

● DMO ● Supplier ● Social ● Environmental

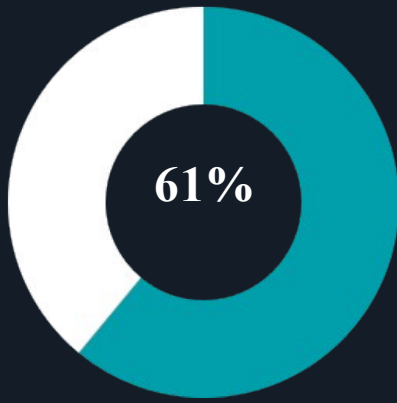


## DMO Performance Highlights

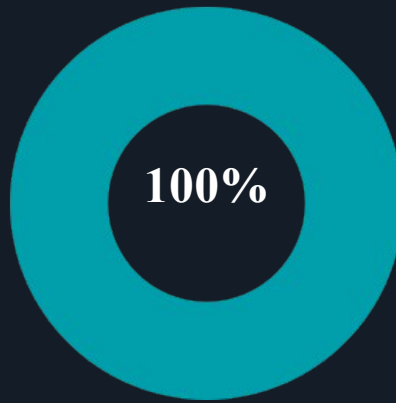
- ✓ Does [DMO] have a Sustainability Strategy?
- ✗ Does [CITY] have a sustainable destination certificate?
- ✗ Does [DMO] report on its sustainability performance?

## Supplier Performance Highlights

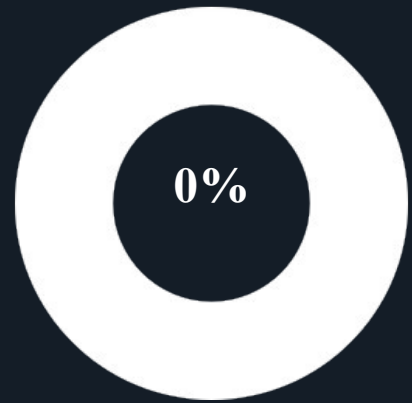
VISIT DENVER has all of the tools, a sustainable convention center, eco-friendly transportation and other resources to assist meeting planners in implementing green practices through reducing, reusing, recycling and giving back. Additionally, the Colorado Convention Center (CCC) in downtown Denver is the premier green meeting space for a sustainable meeting. 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 premier sustainable conference center and ideal location for a green meeting or convention. The (CCC) is now the largest existing building in the region to attain LEED Gold within the Existing Building Operation and Maintenance (EBOM) criteria through recertification. Since 2015, the CCC has been recognized by the CDPHE Environmental Gold Leader program by the Colorado Department of Public Health and Environment (CDPHE). The on-site Blue Bear Farm grows 5,000 pounds annually of fruits, vegetable and herbs.



OF SUSTAINABILITY CERTIFIED  
HOTELS



OF SUSTAINABILITY CERTIFIED  
VENUES



OF SUSTAINABILITY CERTIFIED  
PCOS/DMCS

## Social Performance Highlights

Many of Denver's businesses are committed to giving back to the community. From restaurants that donate regularly to local children's charities to animal rescues focused on saving wildlife populations, Denver's organizations try to make the world better. Groups coming to The Mile High City have an opportunity to do the same. VISIT DENVER's voluntourism program connects visitors and meeting attendees with local food banks, environmental causes, blood donation events and more.

### SDG IMPLEMENTATION SCORE



### SCORE ON SOCIAL PROGRESS INDEX

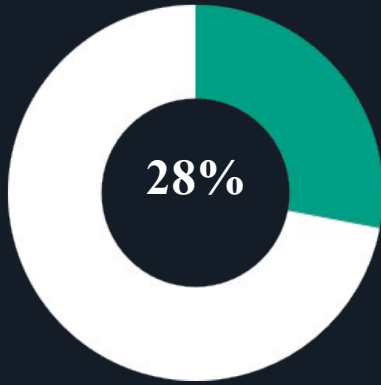


### SCORE ON CORRUPTION PERCEPTION INDEX

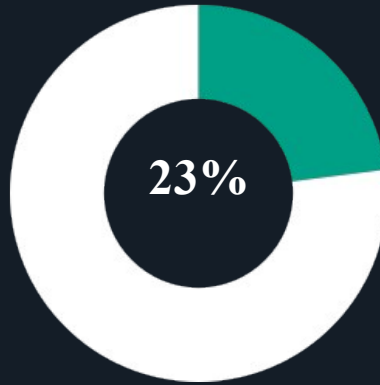


## Environmental Performance Highlights

VISIT DENVER, The Convention & Visitors Bureau was the first convention and visitor's bureau to achieve the ASTM/APEX Level Two certification for a sustainable meeting destination. The criteria within the certification includes a prioritization to sustainable procurement, assisting planners with options for donations and volunteer opportunities, and working with partner organizations to assist in their sustainability journey. In 2019, VISIT DENVER was proud to have been certified to the Colorado Environmental Leadership Program at the Gold Level. This program focuses on the tracking of company metrics and implementing a sustainability plan for the organization. The City and County of Denver is also committed to demonstrating their sustainability performance through certifications. The City agencies have been certified to the ISO 14001 Environmental Management System since 2009. In spring 2019, the City achieved LEED for Cities Platinum level.



OF ELECTRICITY FROM  
RENEWABLES



OF WASTE  
RECYCLED

**376 ha**

HECTARES OF GREEN AREA PER 100  
000 POPULATION

For more information









Contact : Tiffany Eck ([teck@visitdenver.com](mailto:teck@visitdenver.com))

Organisation : Visit Denver ([visitdenver.com](http://visitdenver.com))

## About the GDS-Index

The Global Destination Sustainability Index ([GDS-Index](#)) is a destination level programme that measures, benchmarks and improves the sustainability strategy and performance of meetings, events and business tourism destinations. The mission of the programme is to engage, inspire and enable destinations to become more sustainable places to visit, meet in and thrive in.

**Criteria** : The 2019 GDS-Index uses 70 indicators that evaluate the destinations across four key areas and against the UN Sustainable Development Goals:

 <h3>City Environmental Performance</h3>	 <h3>City Social Performance</h3>	 <h3>Supplier Performance</h3>	 <h3>Destination Management Performance</h3>
<p>Climate, Energy and Emissions Waste Air Quality Water Transportation Green Areas</p> 	<p>Sustainable Development Goals (SDGs) Corruption Social Progress Transportation Overtourism</p> 	<p>Hotels Airport Agencies (PCOs &amp; DMCs) Restaurants Venues</p> 	<p>Destination Strategy Policy &amp; Certification Governance Staff Engagement &amp; Capacity Building Measurement and Reporting Sales and Marketing Client Support Accessibility Community Action &amp; Collaboration</p> 

Find out more about our methodology, criteria and data verification [here](#)

**Ownership** : The GDS-Index is not owned by any one organisation. It is operated as a multi-stakeholder partnership founded and endorsed by IMEX, MCI, the International Congress and Convention Association (ICCA) and European Cities Marketing. Gubi Consulting and Guy Bigwood is responsible for the management of the Secretariat. For more [information](#).