



## DIA Hotel and Transit Center Update



Hotel and Transit Center Update

Completion of the Westin Denver International Airport Hotel and Conference Center is moving quickly and is on schedule for a November 2015 completion. With many of the rooms carpeted, wallpapered, and illuminated, the hotel is a sight to see! The new hotel and conference center will provide many amenities to the metro Denver area and

will be home to several new public art pieces that will be installed this spring.

### Construction Update:

- Pavers are being installed in the plaza located on Terminal Level 5
- Carpet has been laid in both hotel ballrooms
- Exterior doors to both east and west restaurants have been installed on the plaza level
- The tiling for the swimming pool and hot tub is now complete on the 11th floor
- The commuter rail power lines are now live
- The first rail cars arrived at the platform for static testing
- A two-car train made its first trip under its own power from Union Station to DEN on April 17.

We look forward to have even more to share as we race to finish the greatly anticipated hotel during our 20th anniversary.

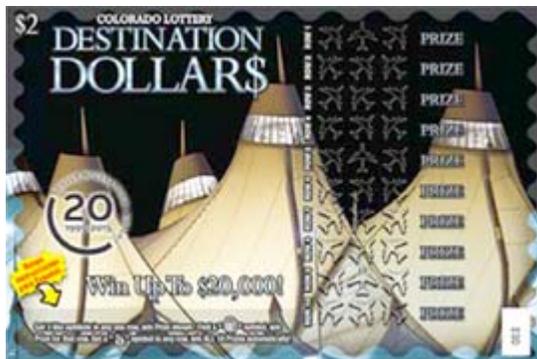


*A FasTracks commuter train—part of the East Rail Line—is parked at its station at Denver International Airport for static testing. The station is located on the first level of the hotel-transit center complex being built just south of Jeppesen Terminal. The East Rail Line connects the airport with Denver’s Union Station and is schedule to start service in spring 2016. Follow this link to see the train pull into the station for the first time under its own power:*

[East Rail Line Train](#)

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## **Colorado Lottery Returns to Denver International Airport with a Chance to Win \$20K and More**



In celebration of Denver International Airport’s 20th anniversary this year, the airport partnered with the Colorado Lottery to launch a DIA-themed Scratch ticket.

The \$2 “Destination Dollars” Scratch game tickets feature four iconic images of the airport and help commemorate two decades of DIA connecting the Rocky Mountain region to the world. With a top prize of \$20,000, the tickets are now

available at a Colorado Lottery kiosk located on the northwest side of Jeppesen

Terminal Level 5 atrium (near the north TSA checkpoint). Tickets are also available at all other Colorado Lottery ticket sale locations throughout the state.

The game also has a Second-Chance Drawing with a chance to win two roundtrip airline tickets on United Airlines or United Express to anywhere in the continental United States, Canada, Mexico, or the Caribbean. Players can read the drawing details and enter their non-winning tickets for Second-Chance starting next week on the Lottery website, [www.coloradolottery.com](http://www.coloradolottery.com), or via the Colorado Lottery mobile app.

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## **DIA Celebrated Earth Day; Highlighting 20 Years of Sustainability**

On April 22, 2015 DIA hosted special events with passengers to recognize the airport's major environmental achievements over the last 20 years. Airport patrons visited an educational booth located in the center of Jeppesen Terminal, and many entered drawings to receive free gifts in celebration of DIA's commitment to sustainability. This year's Earth Day annual event included displays showcasing major DIA environmental milestones since its opening in 1995—from the green features built into the airport to new programs that are helping to further reduce DIA's environmental impact.

"Denver International Airport is celebrating its 20th anniversary this year and reaffirming its commitment to be a leader in airport environmental management," said Scott Morrissey, DIA's director of environmental programs. "Today, we are continuing to make new investments in sustainability by converting thousands of lights on the airfield and in the parking garages to energy-efficient LEDs; hosting new solar arrays; installing additional water bottle filling stations; adding electric vehicle charging stations; and partnering with our restaurants to increase composting. Additionally, we are working with the Federal Aviation Administration to implement cutting-edge aircraft arrival procedures that will save money and reduce emissions. We hope our passengers join us this Earth Day to consider how we can all reduce our impact on the environment."



### **Highlights of DIA's environmental programs include:**

- New water bottle filling stations along the concourses have saved the equivalent of 1.2 million plastic half-liter bottles from going to the landfill since they were installed in 2013
- DIA collected 75 percent of all deicing fluid applied to aircraft during the 2013-14 winter season, an industry-leading percentage

that prevented more than 1.35 million gallons of the fluid from being released into the environment

- DIA's deicing fluid recycling system saved the airport more than \$2 million in 2013-14 compared to the costs of treating the fluid as wastewater
- In 2014, the airport increased the tonnage of municipal solid waste diverted from the landfill by 7.5 percent
- All of Denver's 109 passenger gates include 400 Hz electricity and pre-conditioned air to improve air quality and reduce noise on the airfield, while saving money by allowing aircraft to shut down their auxiliary power units
- recycles more than 20 separate materials – from paper to plastic bottles to restaurant grease and construction debris
- DIA joined 30 other local governments and private-sector organizations in signing a memorandum of understanding to accelerate the deployment of clean-burning natural gas vehicles and natural gas fueling infrastructure in Colorado
- In 2013, DIA became the first commercial airport in the U.S. to design a truly comprehensive plan of Area Navigation (RNAV) that fully utilizes NextGen technology and procedures that allow aircraft to have smoother approaches and fly more efficient routes. The new procedures save 200-800 pounds of fuel per flight, resulting in fewer emissions and less wasted fuel. The airport continues to implement cutting-edge aircraft arrival procedures that are not in use anywhere else in the world
- In 2014, DIA replaced 5,400 parking garage lights with energy-efficient LED fixtures, saving \$327,000 per year in electricity costs
- DIA started composting in 2010, and between the Airport Office Building, terminal restrooms, and participating restaurants, now composts over 100 tons per year of organic waste
- DIA commissioned the first of four on-airport solar arrays in 2008, with the fourth array coming online in 2014. Today, they generate enough electricity to power 2,500 homes
- DIA moved to a single-stream recycling program in 2007, and is now recycling nearly 2,000 tons of cardboard, plastic, aluminum, and wood each year
- In 2013, DIA opened 10 Level 1 electric vehicle charging stations in the public parking garages. This fall, the airport will add an additional 10 Level 2 charging stations in the garages
- DIA became the first commercial service airport in North America to have an internationally certified Environmental Management System covering all operations, and has been recognized as a Gold Level Leader in Colorado's Environmental Leadership Program for 10 years

DIA is very proud of its environmental stewardship efforts. It continues making new investments ensuring its airport operations and passenger footprint remain eco-friendly as we grow to be a more sustainable model for the aviation industry.

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## **Six Golden Rules for Building Your Business with Social Media**

By **Caron\_Beesley**, U.S. Small Business Administration Contributor

Is your small business on social media? Is it working for you? Tried it but not convinced?

Social media is the top online activity in the U.S., according to [Marketing TechBlog](#); it also has a huge influence on consumer buying decisions. Forty-six percent of web users look towards social media when making a purchase, while eight out of 10 SMBs [small and midsize businesses] report that they are using social media to drive growth.



Social media is clearly a proven channel for helping small business find and convert prospects – but it takes time and effort. Small businesses need to find ways to ways to connect, engage and drive actions.

If you're looking for ideas to kick start or continue building your business using social media, here are six golden rules that can help.

### **Integrate your marketing channels**

How do you get found on Twitter, Facebook or any social media platform? Well, it starts by prompting people with visual clues throughout your marketing channels, most notably your website. Ways to do this include:

- Adding “Follow” buttons on your static website banners (see the top of this page)
- Add social share buttons alongside content that you want to promote such as blogs or events (check out the ones on the top left of this blog)
- Embed a feed on your site (take a look at the one on the [SBA.gov homepage](#))
- Don't forget your emails, business cards, store signage and other channels

### **Plan your content**

What should you post about? Well, what do your followers respond to best? This will vary greatly from business to business and takes time to gauge. But as a general rule people, follow brands on social media for the following [top five reasons](#):

1. To get promotions and discounts
2. For the latest product information
3. Customer service (feedback, complaints, queries)
4. Entertaining content
5. The ability to offer feedback

This doesn't mean you should spend your time using social media for promotions, instead strive for balance. Try to apply an 80:20 rule – 80 percent of your posts should focus on driving interactions while 20 percent of your posts can incorporate direct offers.

One of the easiest ways to do this is to scope out the week in advance, for example:

- Mondays – Offer an exclusive promotion that's only available to your social media followers and is redeemable with a unique code.
- Tuesdays – Give a behind-the-scenes look at your business or focus on your people
- Wednesdays – Create a series of helpful tips (link back to your blog to expand on the details)
- Thursdays – Focus on your customers. Whether it's responding to questions or highlighting a positive review.
- Fridays – Feature industry experts or news. Retweet content, share articles or pin images that are relevant to your business.

### **Use photos and videos and other rich media**

A visual is worth a thousand words. Look for ways to integrate images and rich media content into your social media posts. Using rich media like YouTube videos, memes, photos, and infographics can double engagement.

### **Engage your audience**

If you are posting interesting content, engagement will follow naturally. However, there are a few things you can do to encourage these relationships – listen to fans, chime in when you think you can add something, respond to comments, open the doors to shared experiences/needs, offer exclusive content (offers, downloads, etc.), encourage fans to share photos and experiences and always communicate authentically. Think of social media as a form of conversation – it's a two-way dialog. If you're not prepared to listen to what is being said to you, about you, or with you, then you simply aren't "being social."

It takes time to figure out what works. For example, you might think about using polls and surveys to engage with followers, but if you are still growing your network, you might not get the right results – yet. So, keep trying new things until you find a sweet spot.

### **Treat social media as a customer service tool**

Customer service is a very important aspect of social media. Be prepared to monitor and respond to questions and complaints, make a point of recording feedback and sharing it with whoever owns that aspect of your business. These blogs offer more advice on this topic:

- [How to Use Social Media to do a Better Job of Customer Service](#)
- [7 Tips for Dealing with Criticism of Your Business on Social Media](#)

## Measure

Don't forget to measure the impact of your social media efforts. Use third party apps or Facebook's Insights tool to monitor click-through rates. Compare these across posts to see if there's a trend as to the type of content that's popular. Measure engagement by tracking how many likes and shares your posts get (measured by Facebook as "reach"). Use this data to inform and adjust your content strategy.

## Related resources

- [8 Ways to Develop Online Content for Your Business – Even if You Hate to Write](#)
- [6 Quick Ways to Use Social Media for Branding](#)
- [How to Use Trending Topics for Your Content Marketing](#)
- Webinar: Social Media Marketing Made Simple
- Webinar:

## About the Author:

Caron Beesley is a small business owner, a writer, and marketing communications consultant. Caron works with the SBA.gov team to promote essential government resources that help entrepreneurs and small business owner's start-up, grow and succeed. Follow Caron on Twitter: @caronbeesley

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## DIA's "Current Opportunities" and "Meetings & Events" Are Easy to Find



Immediately connect to DIA's commerce activities and business programming by clicking on the "[Business Opportunities](#)" link on the airport's homepage [Flydenver.com](#).

Wondering what current contract opportunities are available, or do you want information about upcoming "pre-bid" meetings or bid openings? Find this information and more on the Business Opportunities website.

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## Airport Business Opportunities—At your Finger Tips

Denver International Airport posts business and contract opportunities on its website, [Flydenver.com](#). Remain informed about airport current business opportunities and upcoming business activities by visiting the [Business Center](#) webpage. Complete the [Concessions](#) and [Project](#) application forms to be electronically notified of contract announcements.

## Contact & Office Location

DEN Commerce Hub  
Jeppesen Terminal, Level 6, West  
Open Monday - Friday, 8 a.m. to 4 p.m.  
(303) 342-2351  
Email: [DIACommerceHub@flydenver.com](mailto:DIACommerceHub@flydenver.com)



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