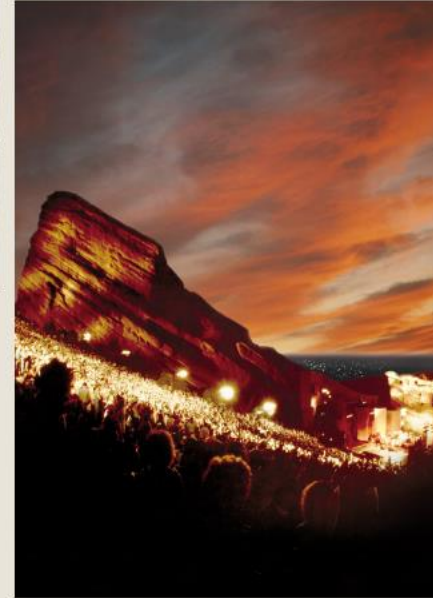




Denver 2019 Travel Year

Longwoods
INTERNATIONAL

Prepared For:
VISIT DENVER
The Convention & Visitors Bureau



Longwoods : Travel Clients

INTERNATIONAL



find it here.

wASHINGTON



Background & Purpose



Longwoods engaged to conduct visitor research for 2019 travel year:

» Purposes

- *Estimate visitor volume and expenditures*
- *Provide intelligence on:*
 - » *competitive environment*
 - » *sources of business*
 - » *traveler profile*
 - » *trip characteristics*
 - » *product delivery*

Method

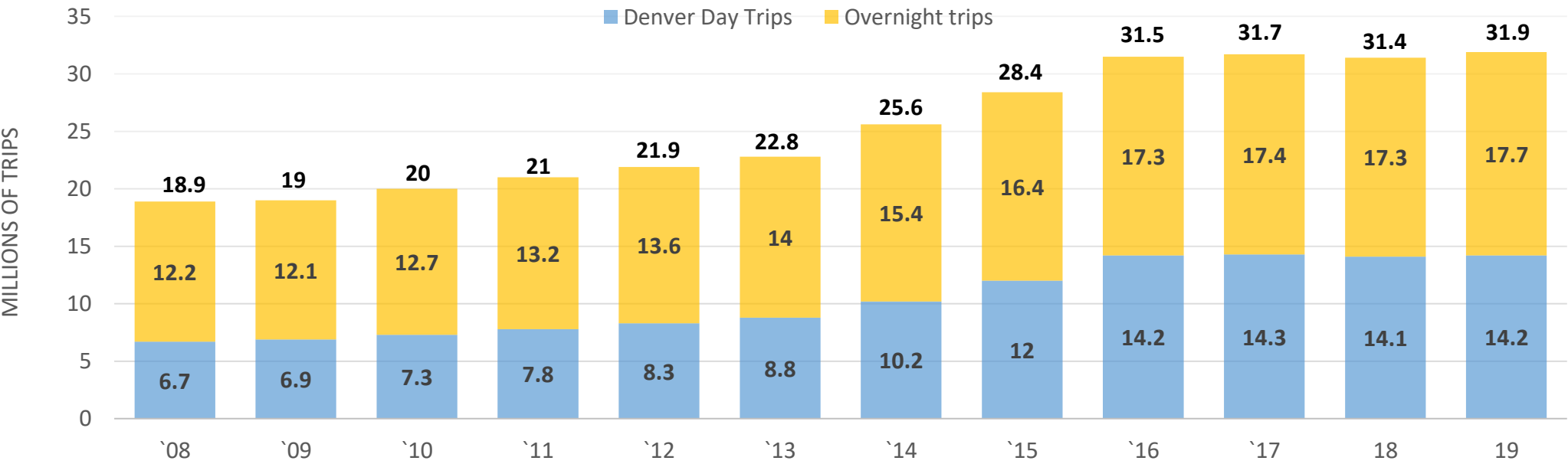


Travel USA®

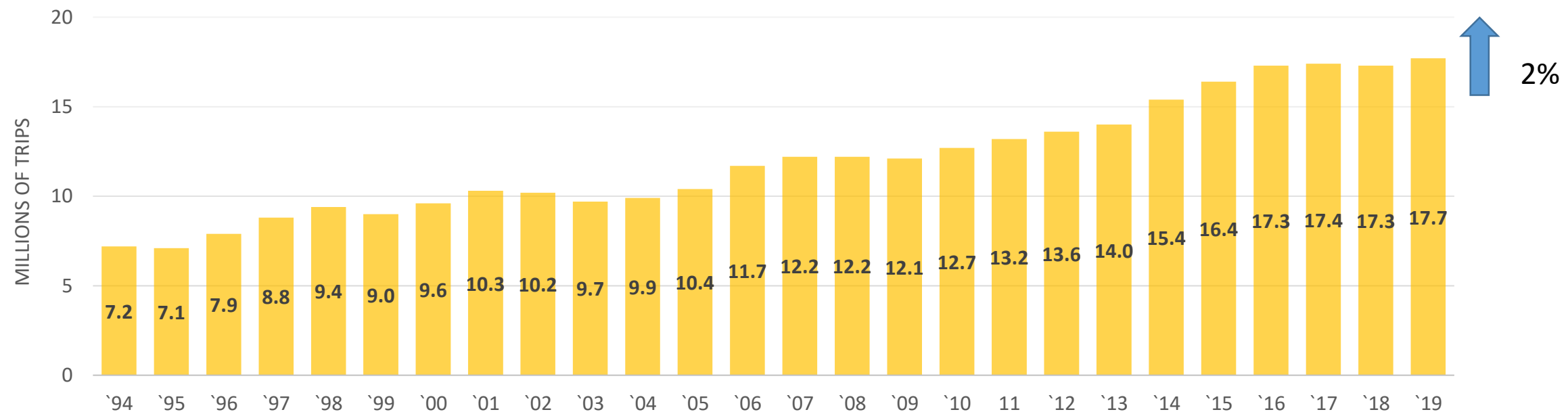
Main focus is overnight travel

- Quarterly random samples of U.S. adult population
- Consumer online panel
- Profiles of representative sample of 300,000+ overnight and day trips each year
- Overview survey, then a custom follow-up
 - 2,356 Denver visitors completed the survey
 - 1,355 completed detailed follow-up
 - 860 overnight
 - 495 day

Total Visitors to Denver 2019 – Day & Overnight



Overnight Trips to Denver

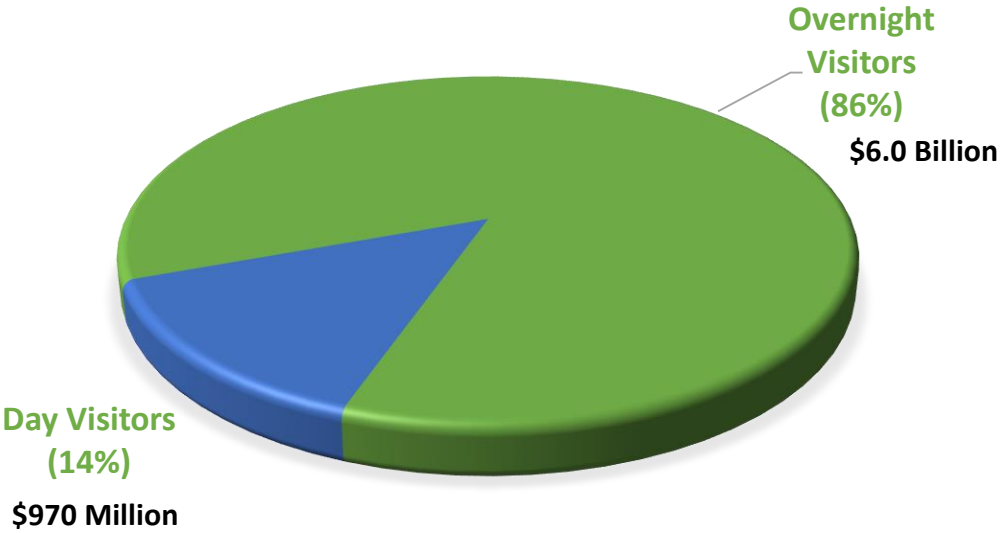




Total Travel Spending in Denver – Day & Overnight

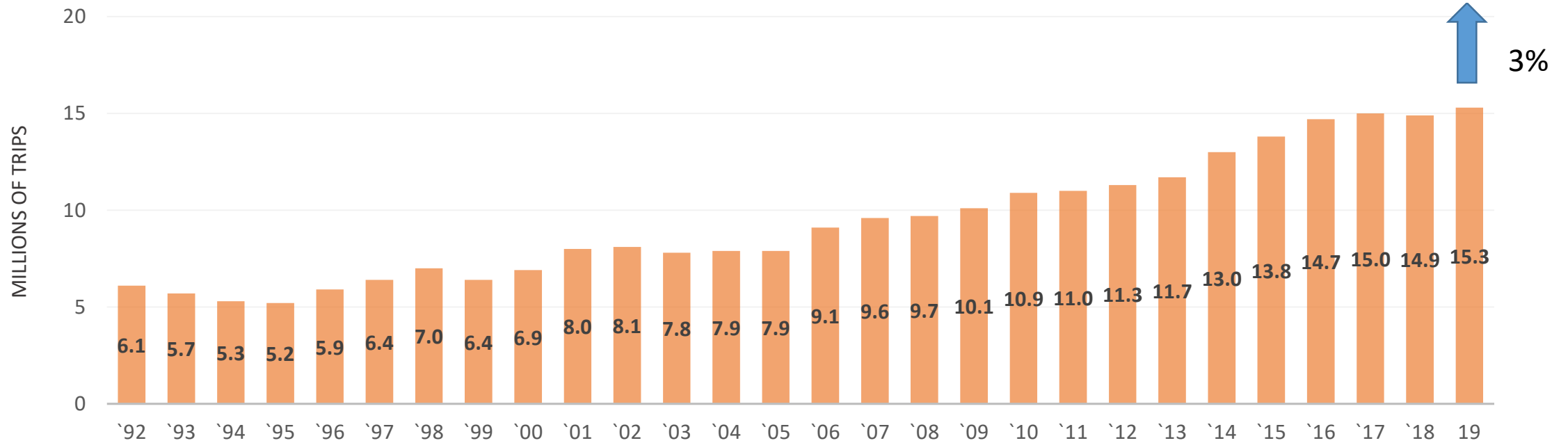
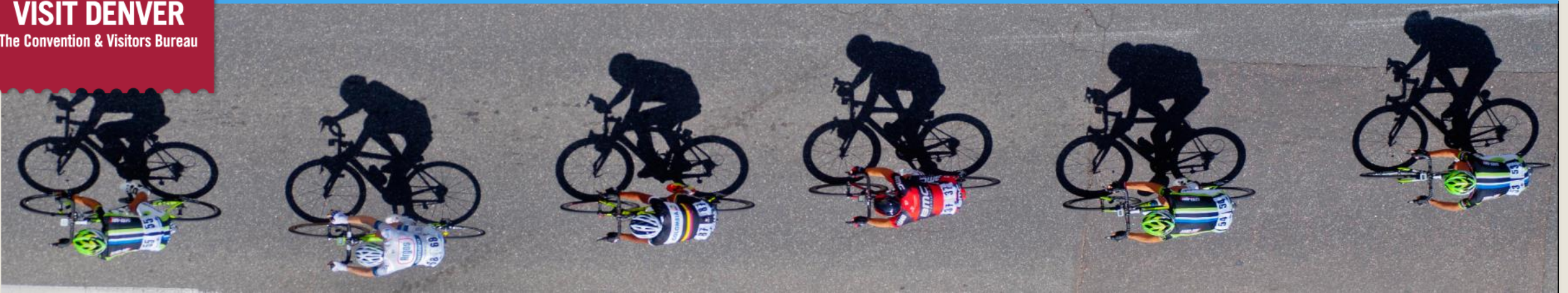


Total Spending = \$7.0 Billion

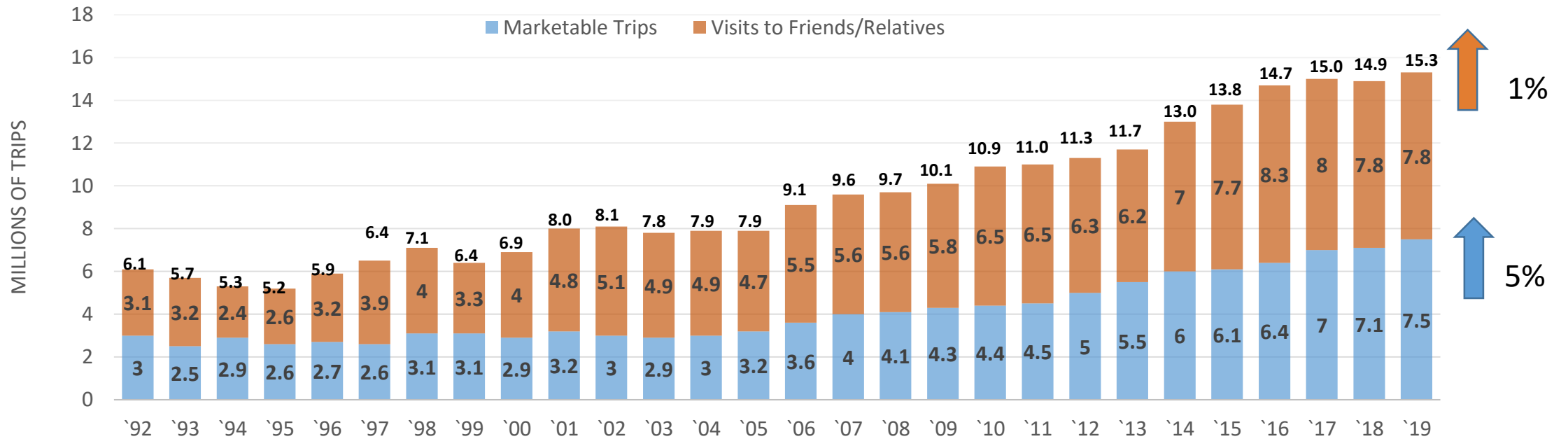


Overnight Visitor Spending – Up 8% year over year

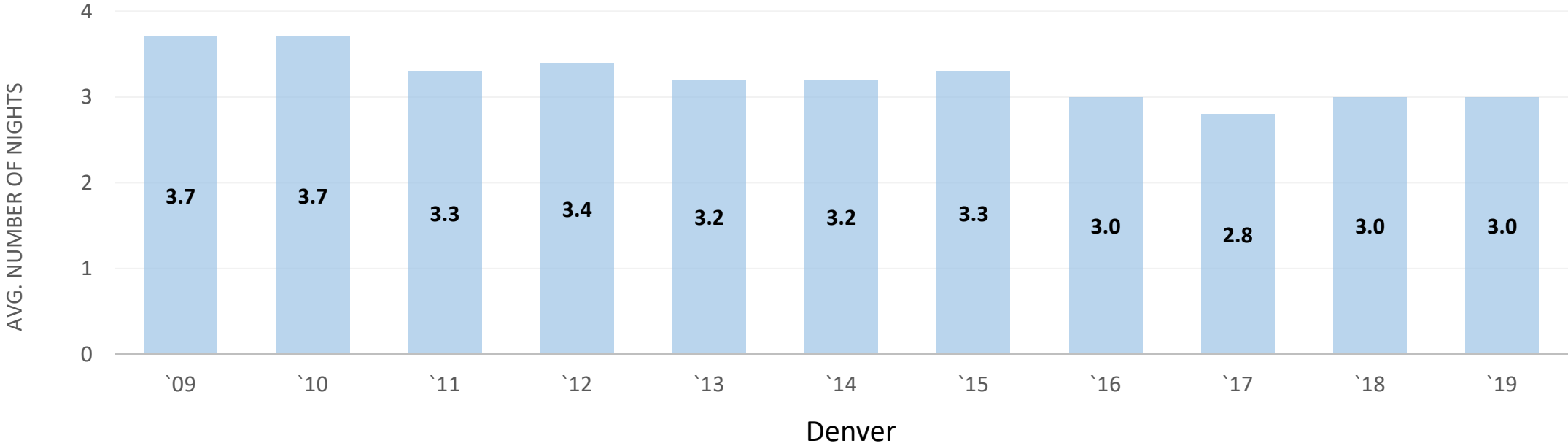
Overnight Leisure Trips to Denver



Structure of Denver's Overnight Leisure Travel Market



Length of Stay – Overnight Leisure Trips



Top Sources of Overnight Leisure Trips



Feeder Cities

Los Angeles

Albuquerque-Santa Fe*

Dallas-Ft. Worth*

New York

San Francisco*

Chicago*

* = Advertising markets

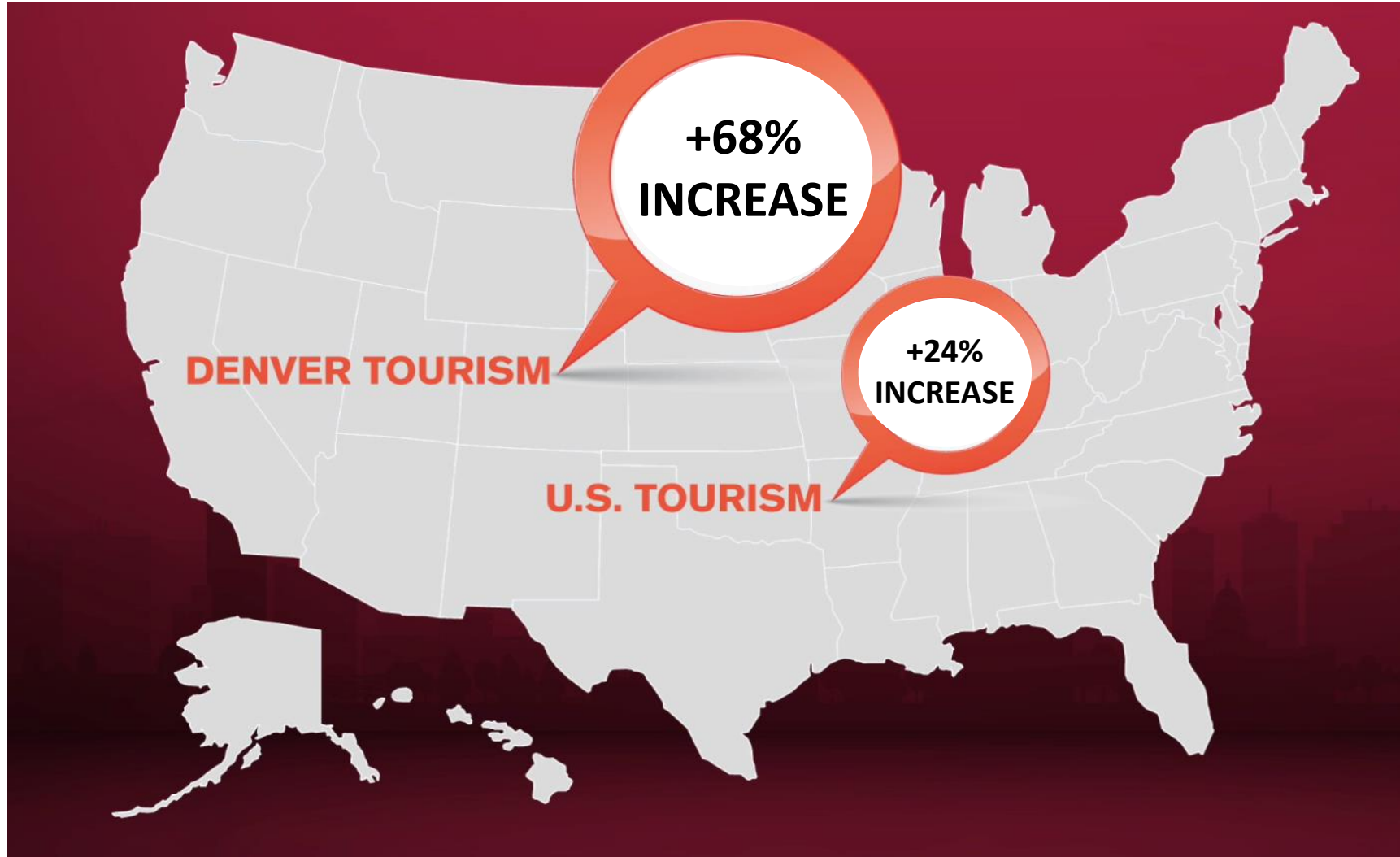
Top Sources of Overnight Leisure Trips

Feeder States

California
Texas
Florida
Illinois
Arizona
Nebraska
New Mexico
Kansas
Minnesota
New York

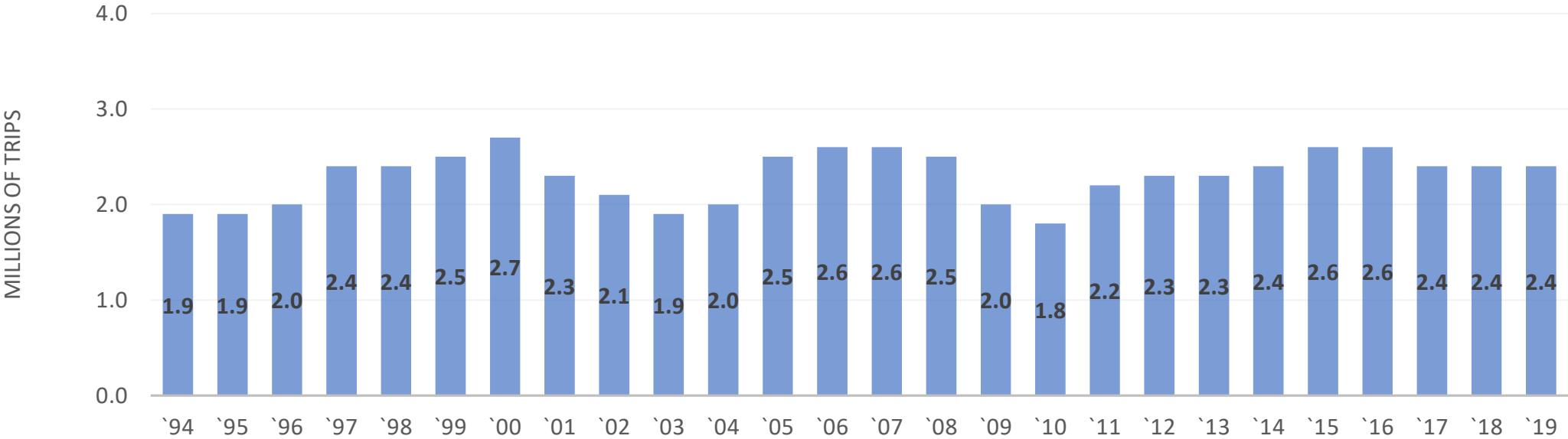


Leisure Tourism Growth (Since 2006)

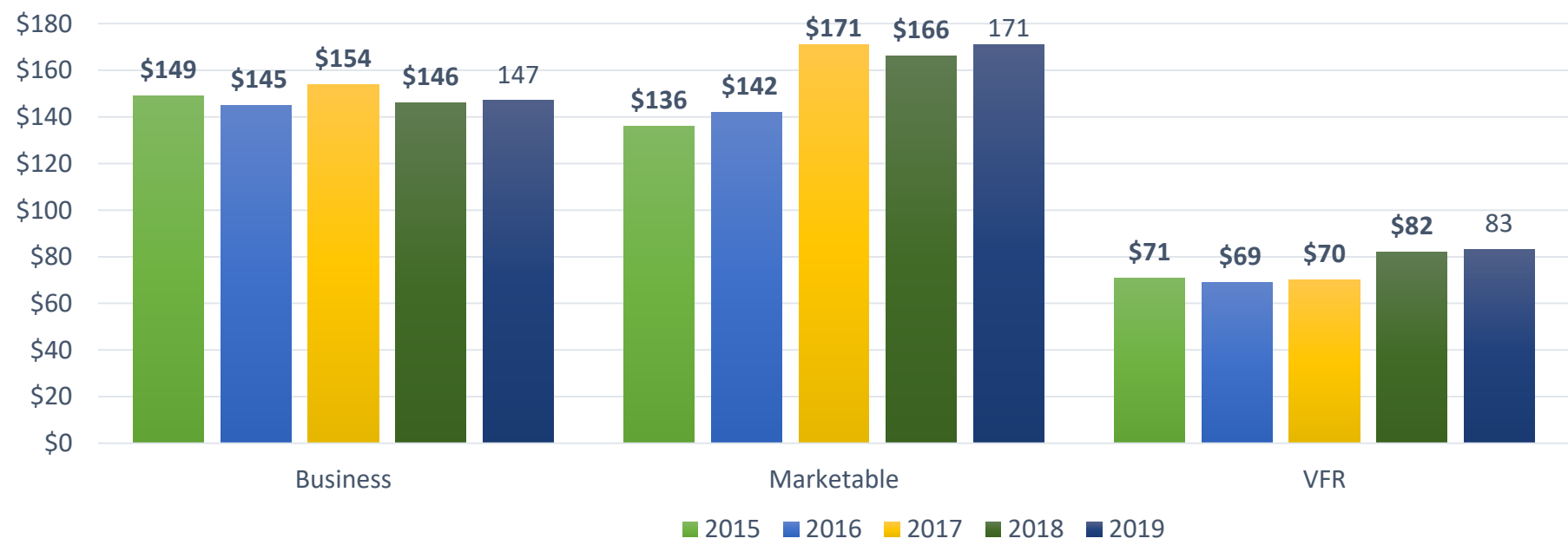




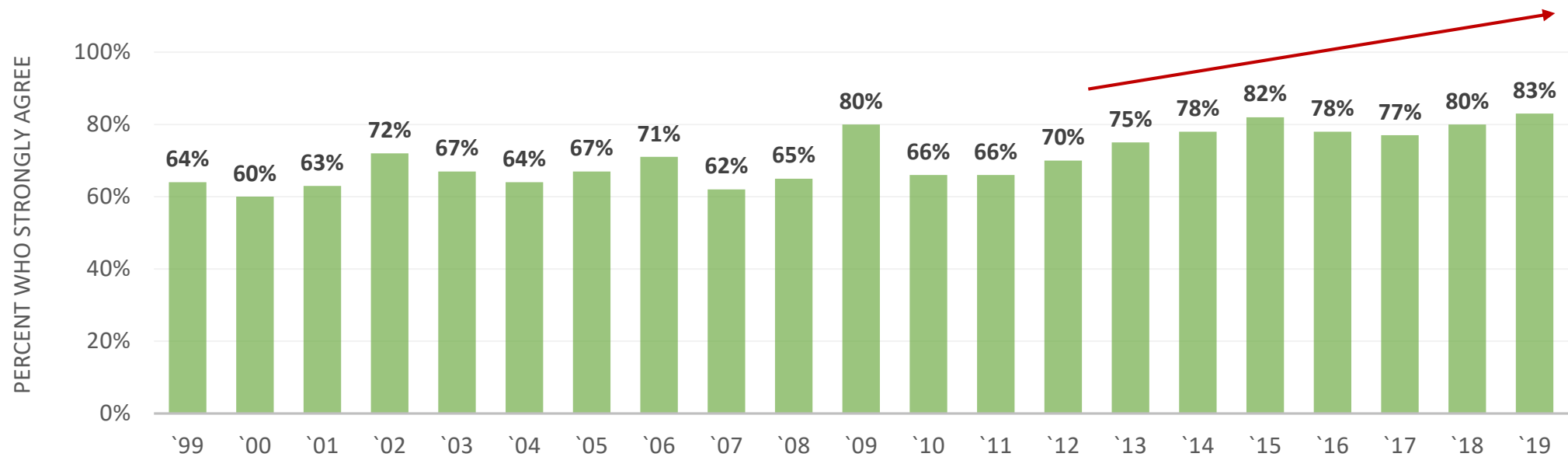
Overnight Business Trips to Denver



Average Daily Expenditures – Per Overnight Visitor



Denver's Product – “Would Really Enjoy Visiting Again”





Another Record-Breaking Year!

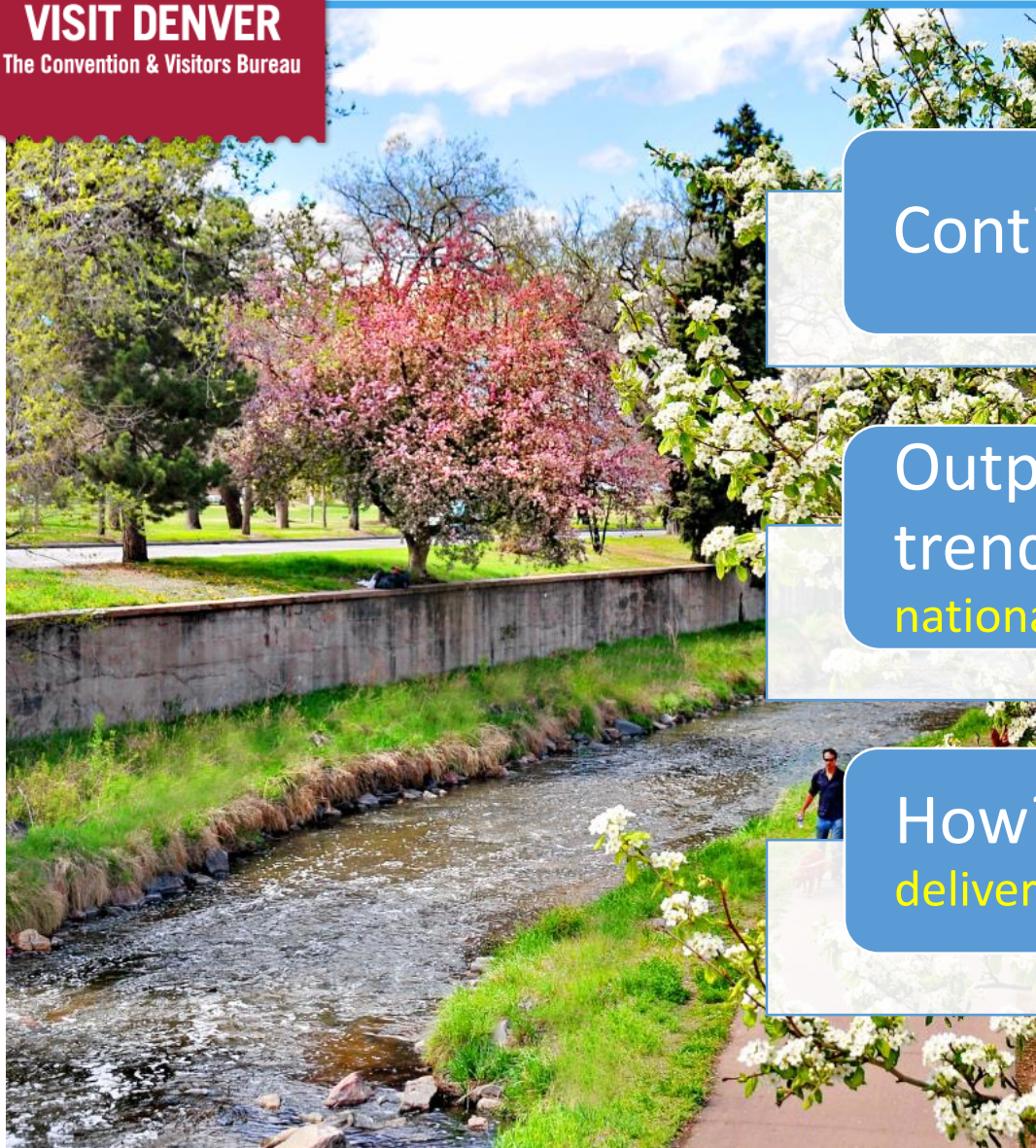
Tourism is important to Denver's economy!

Continuing to set new records

Outpacing national trends...Leisure visits up 68% vs. 24% nationally since 2006

How? Successful marketing and product delivers on the promise

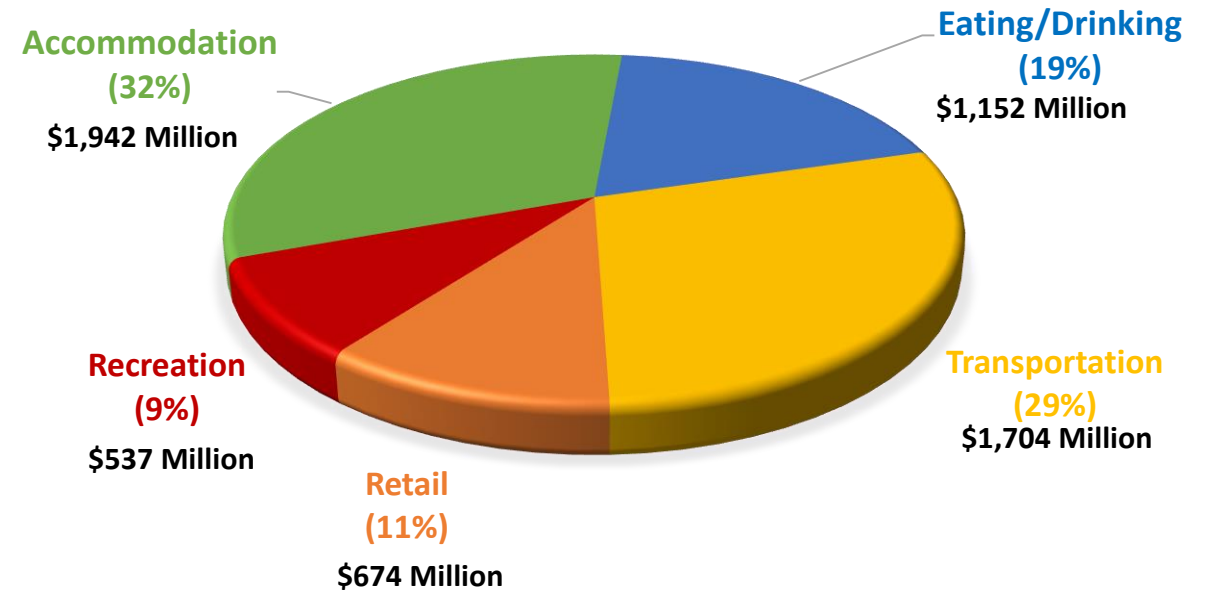
KEEP UP THE GOOD WORK!



Travel Spending by Sector – Overnight Visitors

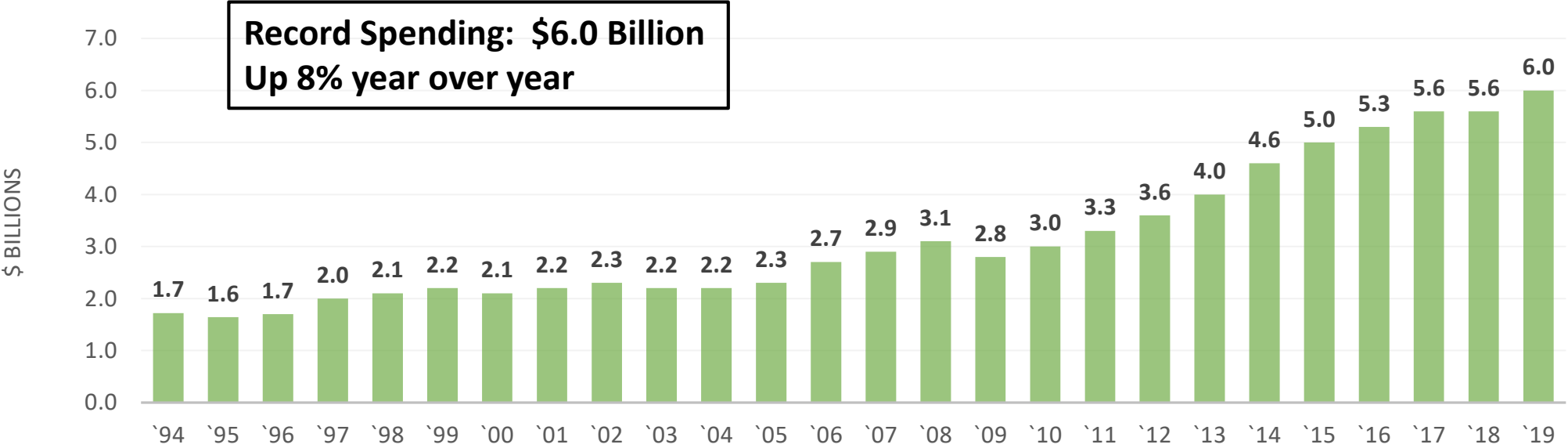


Total Spending = \$6.0 Billion

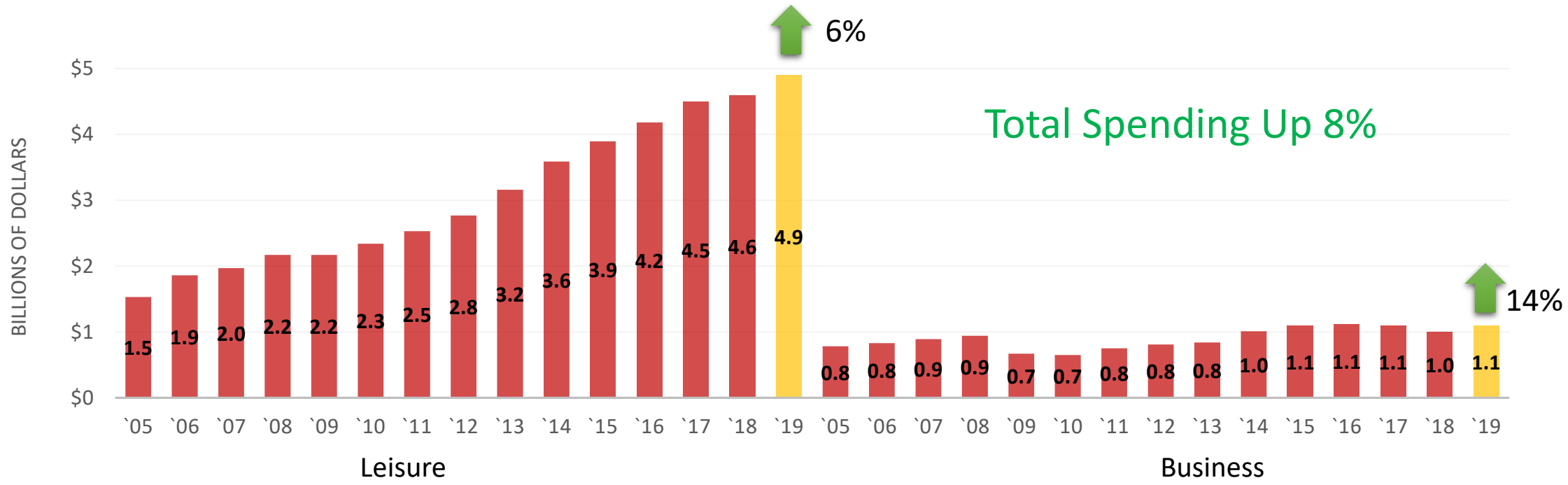




Total Travel Spending in 2019 - Overnight Trips



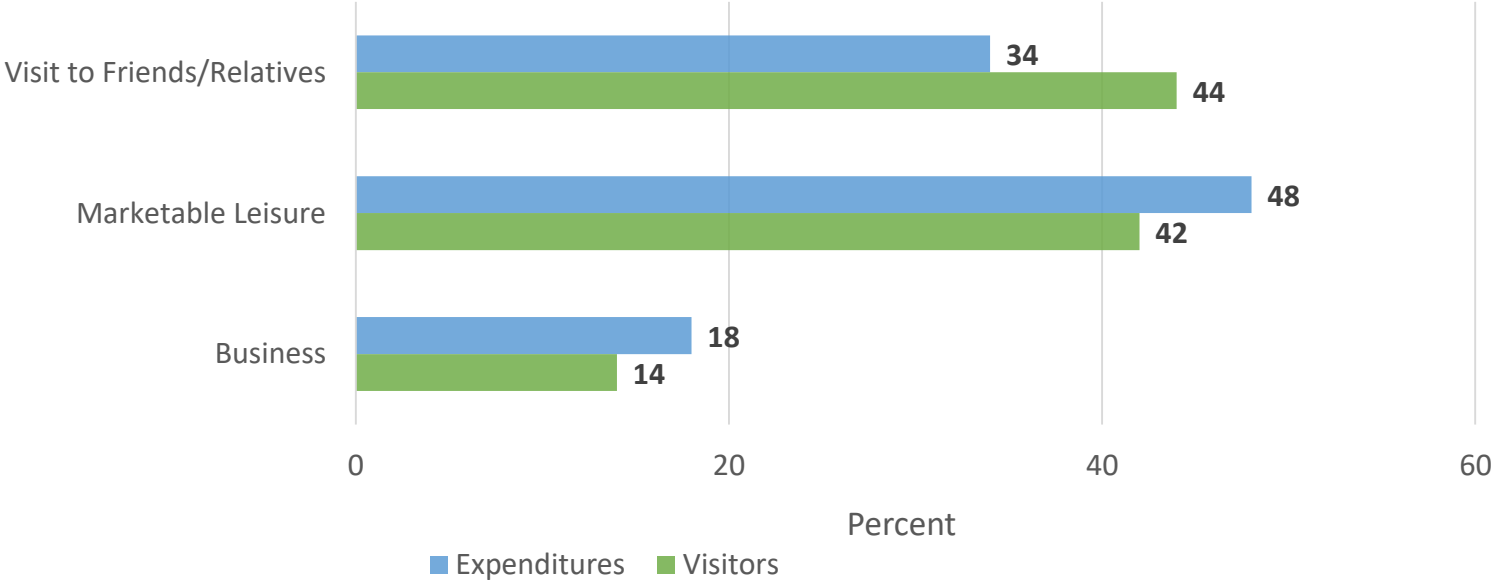
Total Expenditures in 2019 - Overnight Trips



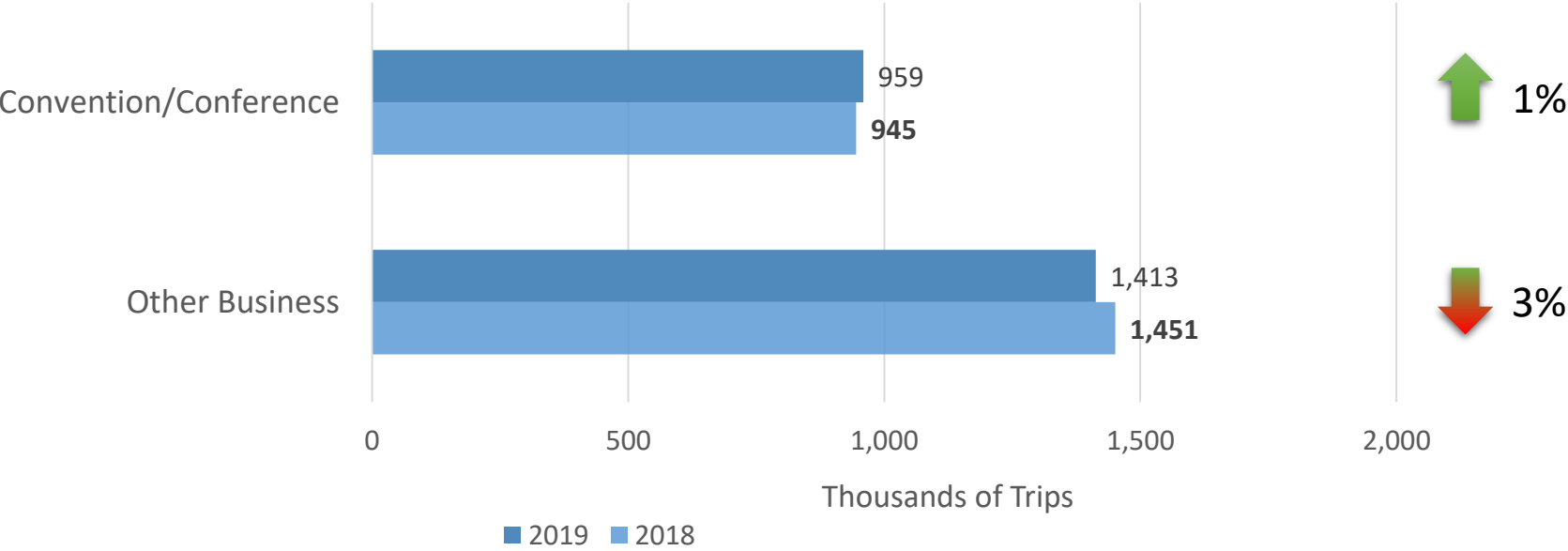
Contributions to Expenditures/Visitor Volumes



Base: Overnight Visitors

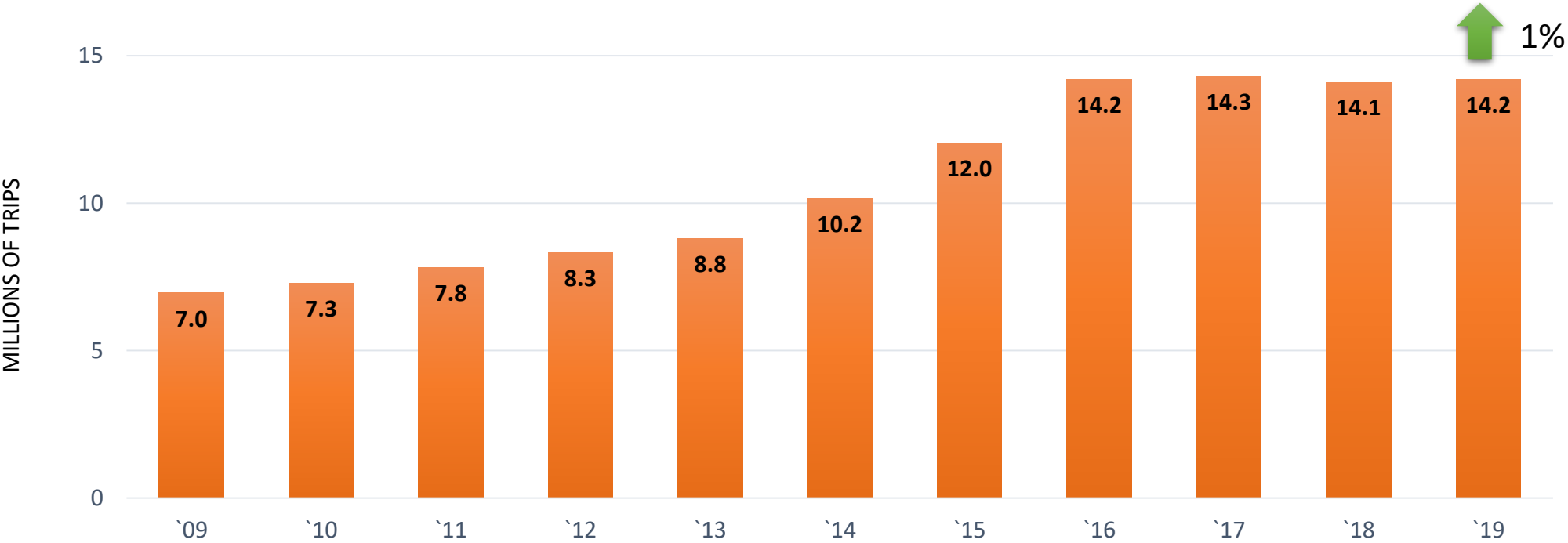


Denver’s Overnight Business Trips – 2018 vs. 2017



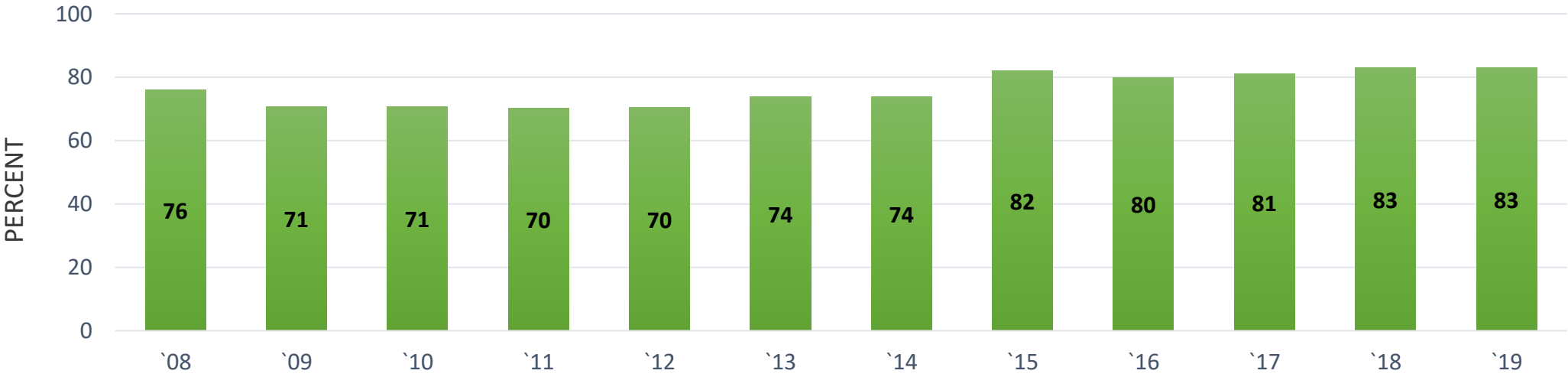


Day Trips to Denver





Out-of-State Leisure Visitors



Attractions Visited in Denver

Paid Admissions

- Denver Zoo
- Buffalo Bill Museum & Grave
- Colorado Rockies
- Denver Botanic Gardens
- Denver Art Museum
- Denver Museum of Nature & Science/IMAX
- Colorado Railroad Museum
- Denver Broncos
- Lakeside Amusement Park
- Downtown Aquarium

Top 3 Free Admissions

- Red Rocks Park & Amphitheatre
- Coors Brewery
- Colorado State Capitol



Top Shopping/Entertainment Areas Visited in Denver



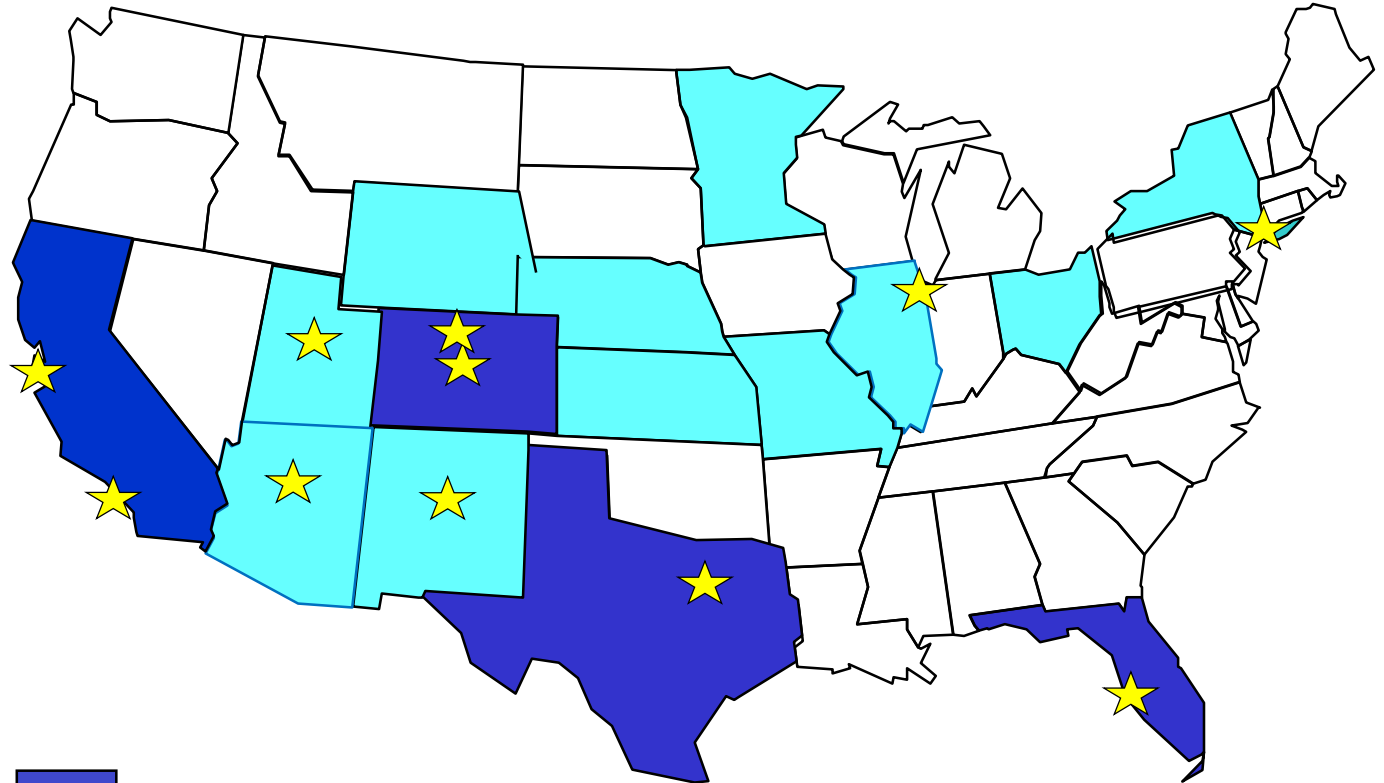
Base: Leisure Visitors

Shopping

16th Street Mall
Denver Union Station
LoDo “Lower Downtown” Historic District
Cherry Creek
Denver Pavilions
Larimer Square
Denver Premium Outlets
Outlets at Castle Rock
FlatIron Crossing Mall
Park Meadows Retail Resort
Belmar
Shops at Northfield/Stapleton



Denver's Source of Business



- States Contributing more than 5%
- States contributing 2% - 5%
- DMAs contributing more than 2%

Base: Overnight Leisure Trips



THANK YOU!

