

VISIT DENVER 2024 RESIDENT SURVEY



METHODOLOGY





Statistically Valid Survey

- Paper survey packets and postcard were mailed to a random sample of addresses in Denver
- Option to complete paper or online survey
- Online survey available in Spanish and English
- Results weighted to reflect Census demographics for Denver.

619

Total Surveys Completed +/- 3.9% Margin of Error



7,395 Postcards & Surveys were Mailed



WEIGHTING THE DATA





1

Overall responses are weighted to match Denver demographics as measured by US Census American Community Survey (2022).

2



Survey results more closely reflect the profile of Denver residents, including age, gender, income and ethnicity.





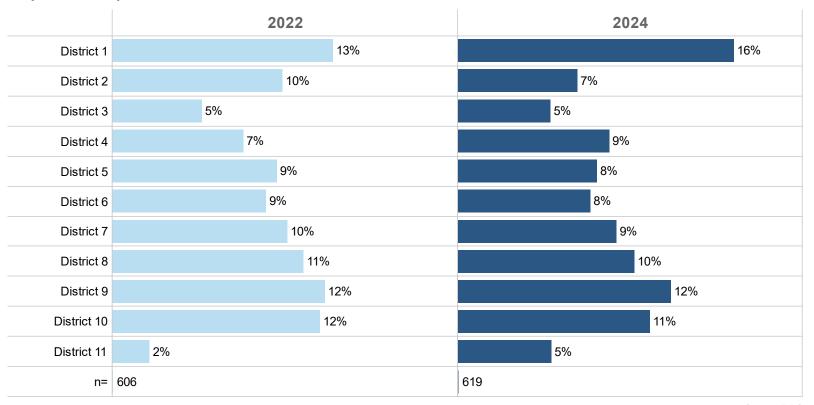
DISTRICT IN DENVER





District representation in the survey results is relatively consistent with 2022.

City and County of Denver Council District



District	Council Member			
1	Amanda Sandoval			
2	Ke vin Flynn			
3	Jamie Torres			
4	Diana Romero Campbell			
5	Amanda Sawyer			
6	Paul Kashmann			
7	Flor Alvidrez			
8	Shontel Lewis			
9	Darrell Watson			
10	Chris Hinds			
11	Stacie Gilmore			
At Large	Sarah Parady			
At Large	Serena Gonzales-Gutierrez			





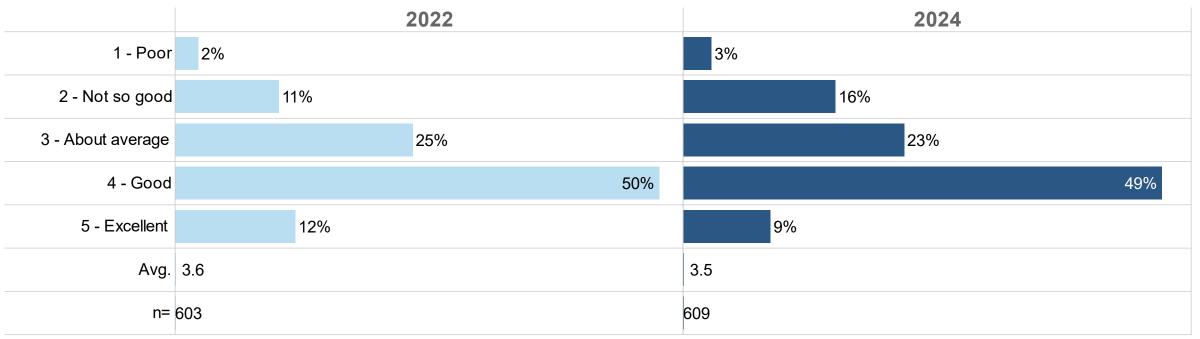
OVERALL RATING OF QUALITY OF LIFE





Quality of life ratings dropped just slightly from 2022 to 3.5 on a 5-point scale. Those rating it below average went up to 19% from 13% two years ago.

How would you rate the overall quality of life in Denver?





ISSUES CURRENTLY FACING DENVER



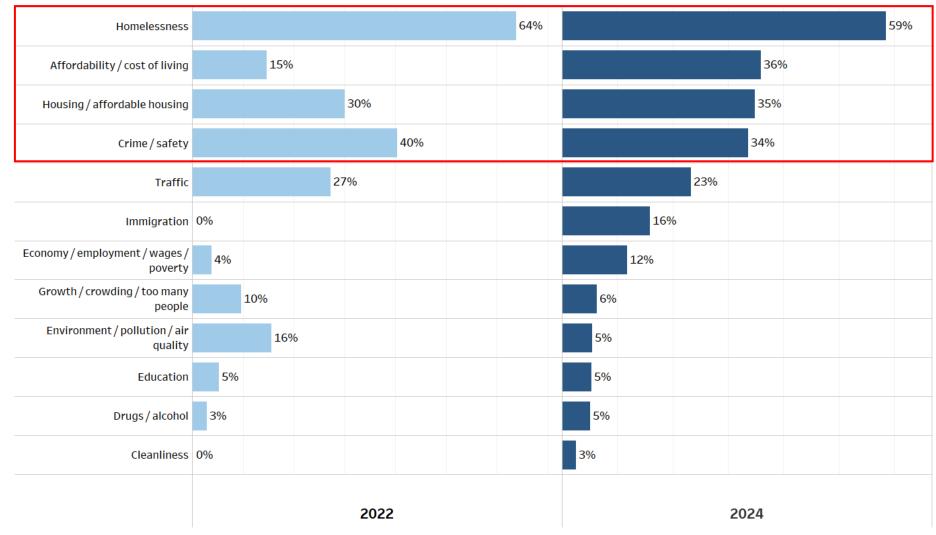


The top issue continues to be homelessness.

Economic challenges increased and surpassed crime.

Immigration also jumped while concerns with environmental issues and growth dropped.

What do you feel are the 3 most important issues currently facing Denver?





IMPORTANCE/NEEDS MET MATRIX

2024

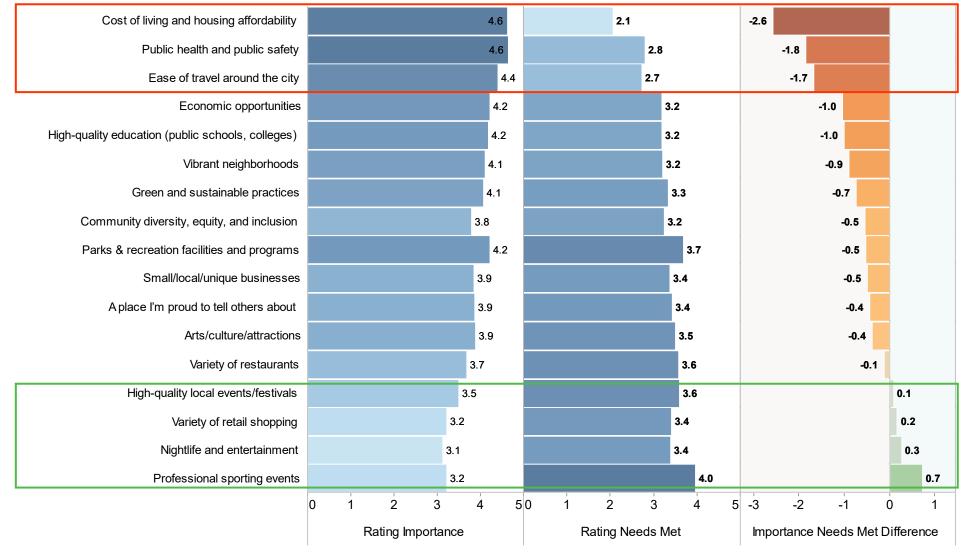




Difference Between Average Rating for Meeting the Needs and Average Importance Rating 2024

Residents feel their top concerns including public safety, affordability, traveling around the city and schools need to be addressed as higher priorities.

They are happy with amenities such as retail, restaurants, special events and pro sports. However, these are lower overall priorities.





IMPORTANCE/NEEDS MET MATRIX



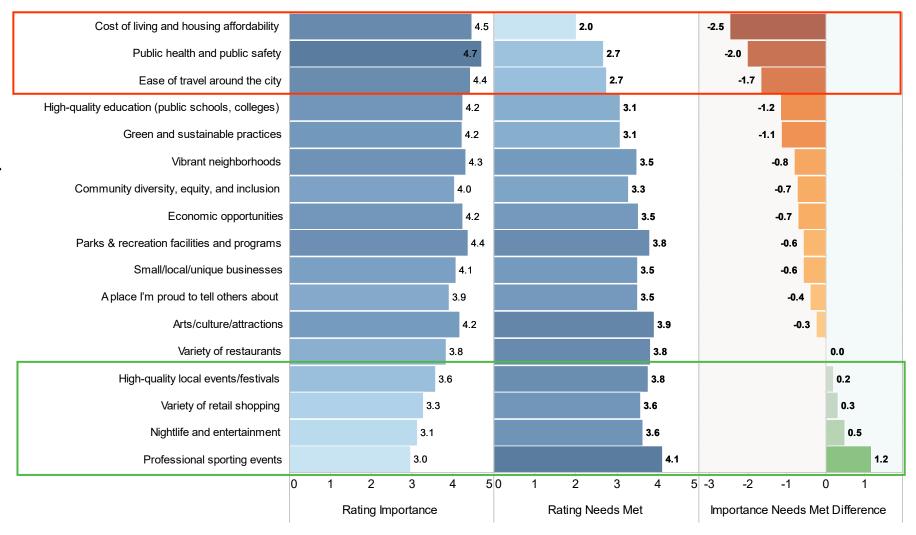




Difference Between Average Rating for Meeting the Needs and Average Importance Rating 2022

Priorities and how well they are being handled in Denver were very similarly ranked in 2022.

Safety, affordability and getting around topped the list of needs to be addressed more urgently.





COMMENTS ON QUALITY OF LIFE IN DENVER





Respondents were asked to elaborate on factors that influence their quality of life in Denver. Some common themes mentioned are:

Outdoor Lifestyles and Recreation:

•Abundance of parks, trails, and convenient access to the mountains

•Sense of Community and Social Life:

•Strong community bonds and vibrant social life.

•Urban Amenities:

•Variety and quality of entertainment, dining options and spectator sports

·Challenges:

•Concerns about public safety, cleanliness, homelessness, cost of housing and traffic







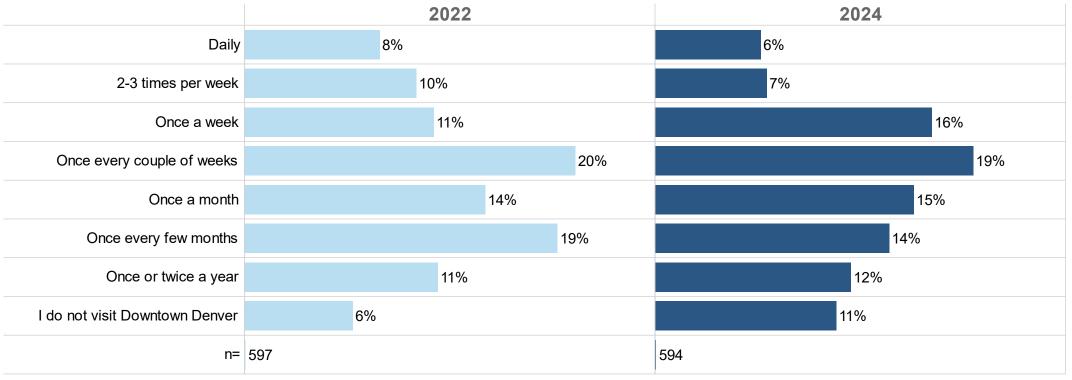
VISITS TO DOWNTOWN





Downtown visitation has held steady. As in 2022, 63% of respondents say they come Downtown at least once a month and 29% are there weekly or more often.

How often do you typically visit the Downtown area for non-work-related reasons?







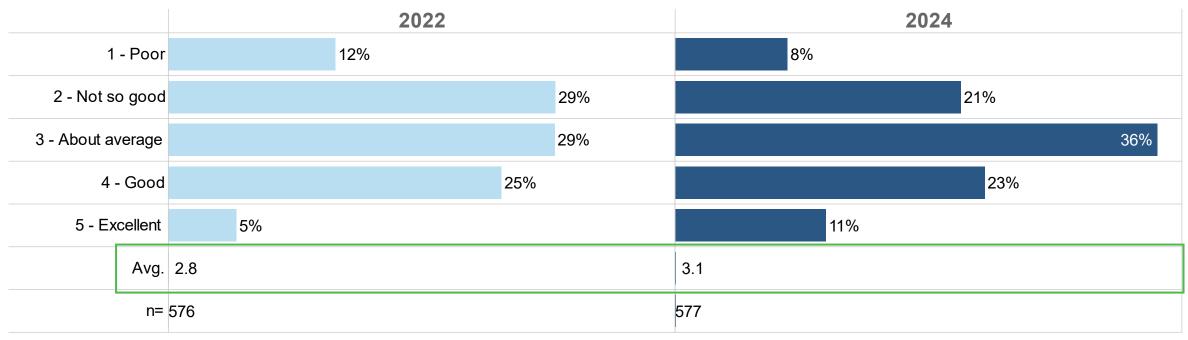
OVERALL QUALITY OF DOWNTOWN





Good news for Downtown: Overall, satisfaction with the Downtown experience is up over 2022. The average rating rose from 2.8 to 3.1 and 70% rated it average or above compared to 59% two years ago.

How would you rate the overall quality of the Downtown Denver experience?





DOWNTOWN RATINGS

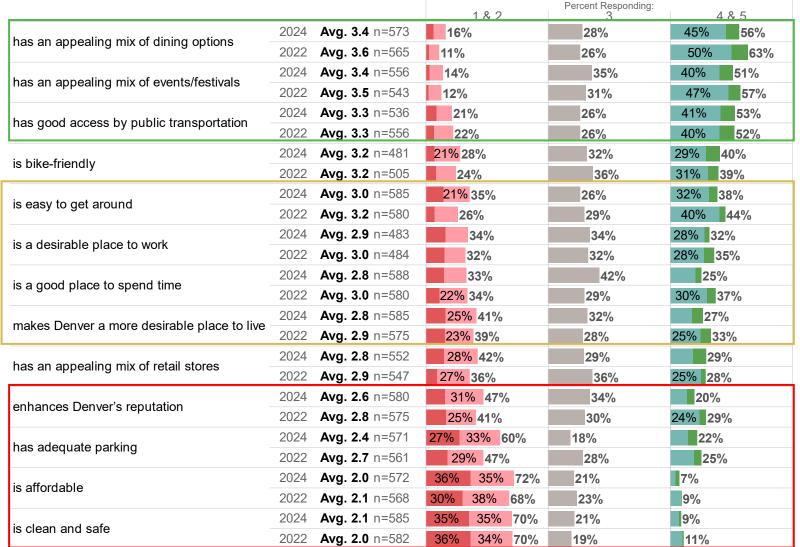


To what extent do you agree or disagree with the following statements? "Downtown Denver ..."

The highest rated aspects of downtown include its mix of dining options, special events and public transit access.

Similar to 2022, the lowest rated attributes are safety, cleanliness, affordability and parking.

Overall desirability ratings all dropped from 2022 to 2024.





COMMENTS ON DOWNTOWN





Respondents had the opportunity to comment on which factors influence their ratings of downtown. The common themes all focused on challenges.

•Homelessness:

•Many respondents mentioned the prevalence of homelessness as a significant concern.

•Safety:

•Safety issues, including feeling unsafe, were frequently cited.

•16th Street Mall:

•Numerous comments focused on the construction and current state of the 16th Street Mall, describing it as a "mess."

•Business Closures:

•Respondents noted the closing of businesses impacting the vibrancy of downtown.

•Cleanliness and Maintenance:

•Concerns about cleanliness and general maintenance of downtown areas were common.





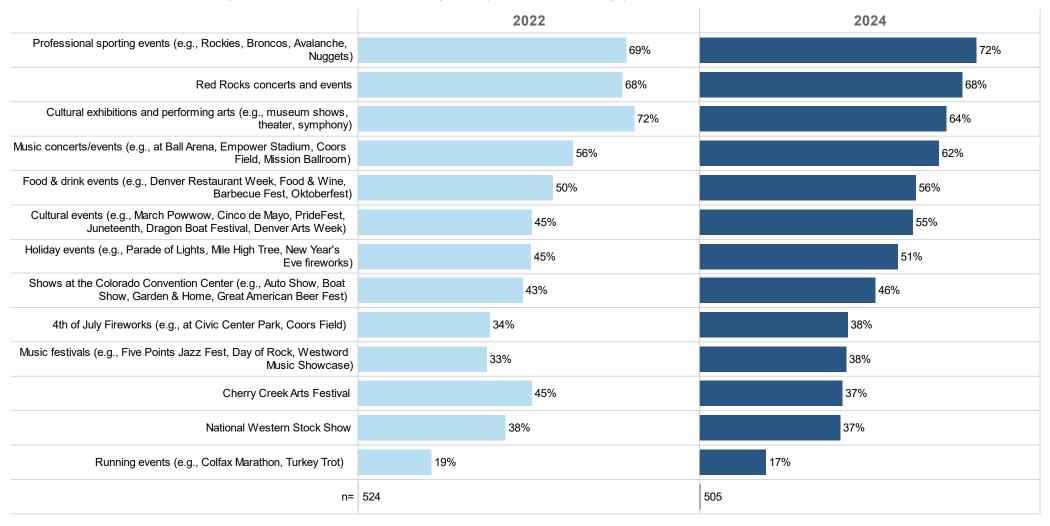


EVENTS ATTENDED



Please select the event/festivals you have attended in the past 4 years. (Select all that apply.)

Most event categories saw increased attendance by residents vs. 2022 as the Covid effect is clearly in the past now. However, performing arts and the Cherry Creek Arts Fest saw declines vs. 2022.





PERCEPTIONS ON EVENTS





As in 2022, residents are extremely positive on events and festivals in Denver. They enjoy them, feel they contribute to the economy, and boost the city's reputation among visitors.

To what extent do you agree or disagree with the following statements? "Larger events and festivals..."

			1 & 2	Percent Responding:	4 & 5
contribute to the economy of Denver	2024	Avg. 4.2 n=569	3%	11%	47% 39% 86%
	2022	Avg. 4.2 n=555	3%	9%	49% 39% 88%
enhance Denver's reputation as a visitor destination	2024	Avg. 4.0 n=562	5%	20%	45% <mark>29%</mark> 75%
	2022	Avg. 4.1 n=555	4%	17%	47% 32% 79%
are great for residents to enjoy	2024	Avg. 4.0 n=575	6%	16%	48% 30% 78%
	2022	Avg. 4.0 n=557	5%	19%	49% <mark>27%</mark> 76%
add to traffic and congestion in Denver	2024	Avg. 3.9 n=570	10%	17%	42% 31% 73%
	2022	Avg. 4.1 n=558	4%	17%	42% 37% 80%
make Denver a more desirable place to live	2024	Avg. 3.8 n=569	10%	25%	37% <mark>28%</mark> 65%
	2022	Avg. 3.7 n=552	12%	24%	41% 64%
are appropriately spread out across the year	2024	Avg. 3.7 n=508	6%	34%	41% 60%
	2022	Avg. 3.7 n=486	4% 5 - Strongly agree 4 - Agree	35%	44% 61%
			3 - Neutral		Source: RRC

1 - Strongly disagree



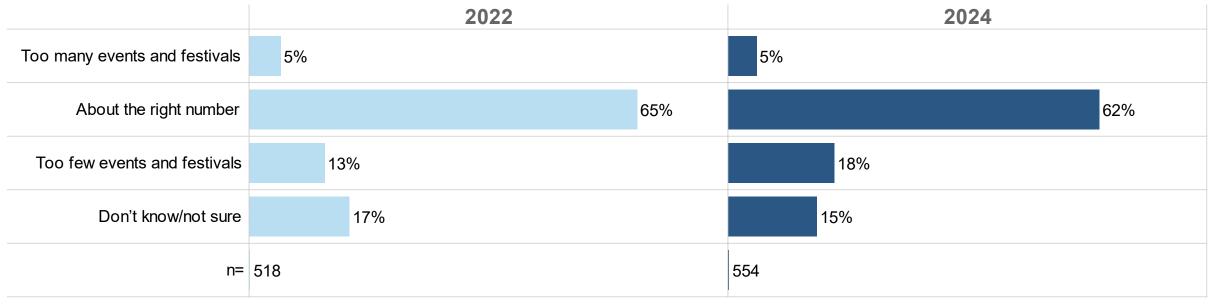
NUMBER OF LARGE EVENTS





Most residents believe the number of large events in the city is about right, and nearly one in five feel Denver benefit from more festivals each year. Just 5% think there are too many.

With respect to the number of larger events and festivals in Denver, do you think there are:





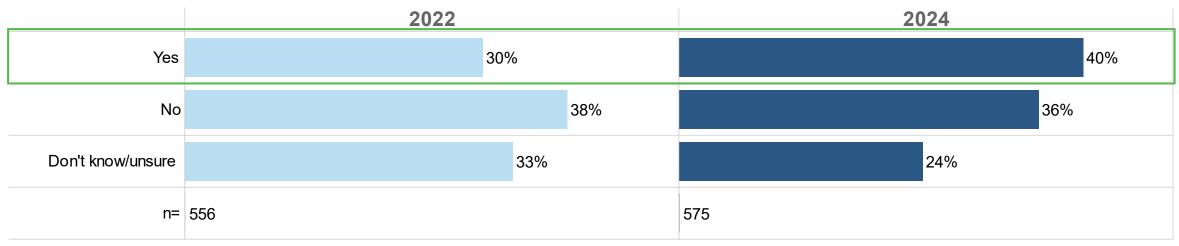
DEDICATED EVENT PARK IN DENVER





A dedicated venue to host large festivals and special events has gained support since 2022.

Understanding that events can impact parks, street and road usage, does Denver need a dedicated park to host events, festivals, fun runs, etc.?







TOURISM SENTIMENTS IN DENVER





How much do you agree or disagree that...?

			1 & 2	Percent Responding:	4 & 5
Visitors to Denver benefit our local economy by spending at local businesses like restaurants, cultural attractions, and s		Avg. 4.2 n=554	1%	9%	54% <mark>36%</mark> 89%
		Avg. 4.2 n=556	1%	8%	57% <mark>34%</mark> 91%
Most jobs in the tourism industry are low-paying.	2024	Avg. 3.6 n=434	10%	35%	36% 55%
	2022	Avg. 3.6 n=457	9%	32%	45% 59%
Home-sharing via services like Airbnb or VRBO provides		Avg. 3.5 n=502	13%	31%	49% 56%
residents with a way to grow their income.	2022	Avg. 3.7 n=518	7%	26%	49% 66%
Tourism creates jobs with good benefits and a career path.	2024	Avg. 3.6 n=521	15%	28%	39% 57%
	2022	Avg. 3.7 n=522	10%	27%	47% 63%
Without the taxes visitors pay, residents would have to pay	2024	Avg. 3.5 n=452	17%	27%	42% 56%
more taxes for the same basic programs and services.	2022	Avg. 3.5 n=469	15%	26%	47% 59%
The growth in tourism is causing prices to rise, making things	2024	Avg. 3.1 n=505	35%	23%	31% 42%
less affordable for residents.	2022	Avg. 2.7 n=508	33% 47%	26%	27%
People home-sharing via services like Airbnb or VRBO has	2024	Avg. 2.9 n=455	40%	31%	29%
negatively impacted my neighborhood.	2022	Avg. 2.8 n=464	44%	29%	27%
Denver is overcrowded and congested because of visitors.	2024	Avg. 2.5 n=539	40% 56%	28%	16%
beniver is evererowated and congested because of visitors.	2022	Avg. 2.3 n=545	37% 60%	27%	13%
Tourism has caused an increase in crime and social problems, including substance abuse and homelessness.	2024	Avg. 2.4 n=490	44% 65%	18%	17%
	2022	Avg. 2.3 n=484	42% 66%	16%	18%
Visitors in Denver disrupt my quality of life.	2024	Avg. 2.3 n=543	45% 65%	25%	10%
visitors in Donver disrupt my quality of me.	2022	Avg. 2.2 n=556	44% 69%	22%	9%



■ 5 - Strongly agree



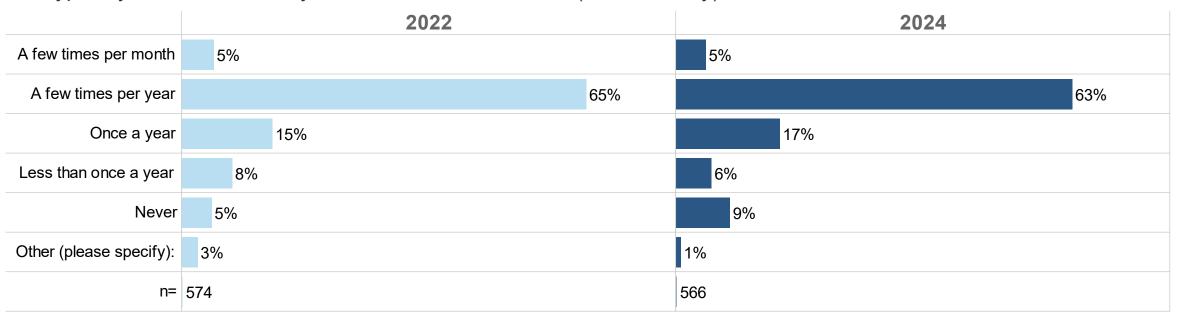
HOSTING VISITORS





Most Denver residents host visitors a few times per year.

In a typical year, how often do you host out-of-town visitors (friends/family)?





VISITOR LODGING





Similar to two years ago, three quarters of visitors stay in the homes of Denver residents.

Thinking about your typical visitors (friends/family), do they typically stay:

		2022		2024
In your home			76%	74%
In a hotel/motel		14%		17%
In another type of lodging property (Airbnb, VRBO, etc.)	5%			3%
They do not typically stay overnight	3%			3%
Other (please specify):	1%			2%
n=	563			561



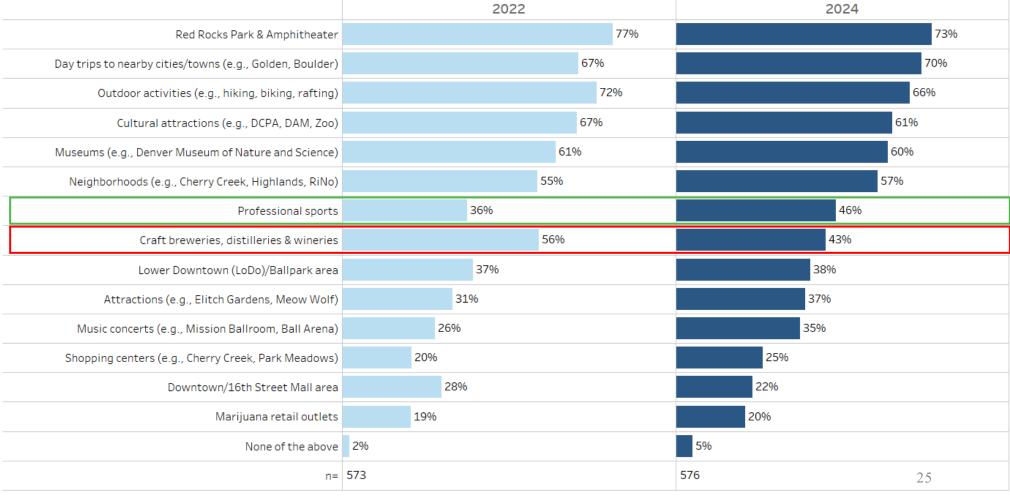
DENVER ATTRACTIONS





Red Rocks, day trips, outdoor activities and cultural attractions continue to be the dominant attractions to entertain guests.

Visiting breweries and downtown both dropped off somewhat in popularity. Do you normally bring or send visitors from out of town to the following Denver attractions? (Please select all that apply)





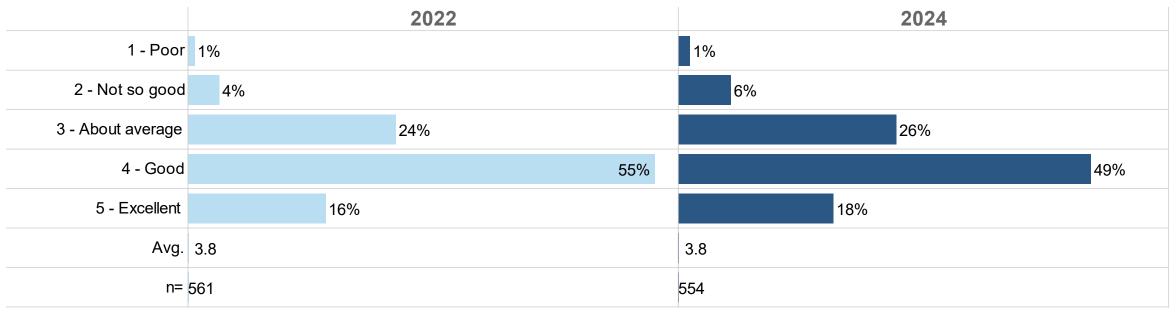
RATINGS OF DENVER ATTRACTIONS





Percentages varied slightly, but the average rating of Denver attractions held steady at 3.8 on a five-point scale in 2024. Two thirds rate them as good or excellent.

Overall, how would you rate the quality of Denver attractions for visitors coming in from out of town?







KEY FINDINGS







Denver residents are supporters of tourism. They agree on the economic benefits for businesses and tax coffers and disagree that visitors cause overcrowding or disrupt quality of life in the city.



Residents feel positively towards the quality of life in Denver, but the average rating dipped slightly from 2022. This year, 58% rated the quality of life as "good" or "excellent" vs. 62% two years ago.



Homelessness, public safety, and the cost of living/housing in Denver continue to be the top challenges from the perspective of residents. Headaches with getting around the city are also a major concern.



KEY FINDINGS







Special events are popular in Denver. A majority attend a variety of larger events and strongly agree they are good for the economy and the city's reputation. Over 60% think the annual number of events is about right and nearly one in five would like to see more of them take place each year.



Top events that residents attend are professional sports, Red Rocks events, performing arts and stadium concerts. Most event categories were up in 2024 over 2022, likely reflecting the post-Covid surge seen nationwide.



Residents rated Denver attractions 3.8 on a five-point scale. Red Rocks remained the most popular choice to entertain visitors followed by day trips to nearby towns. Museums, Botanic Gardens and the Zoo also rated highly.



KEY FINDINGS







Downtown remains a popular destination with 63% reporting they visit at least monthly and an overall rating of 3.1 on a 1-5 scale which is a bump from 2.8 in 2022.



Though down a bit from 2022, downtown dining and special events continue to rate highly. Parking, affordability and public safety all rated slightly worse in 2024. Comments clearly show ongoing issues around homelessness and crime in the downtown area.



A solid majority of respondents host visitors a few times per year and most of those guests stay in residents' homes. However, one in five choose to stay in paid commercial lodging.







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