



Travel USA® 2022: Denver

JULY '23





WHO WE ARE

Established in 1978 as a
market research
consultancy

Headquartered in
Columbus, OH and
Toronto, ON

Focused in
tourism since
1985

Working with over
175 Destinations
and Brands

Longwoods
INTERNATIONAL

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Denver’s domestic tourism business in 2022.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Denver, the following sample was achieved in 2022:



Overnight Base Size

1,815

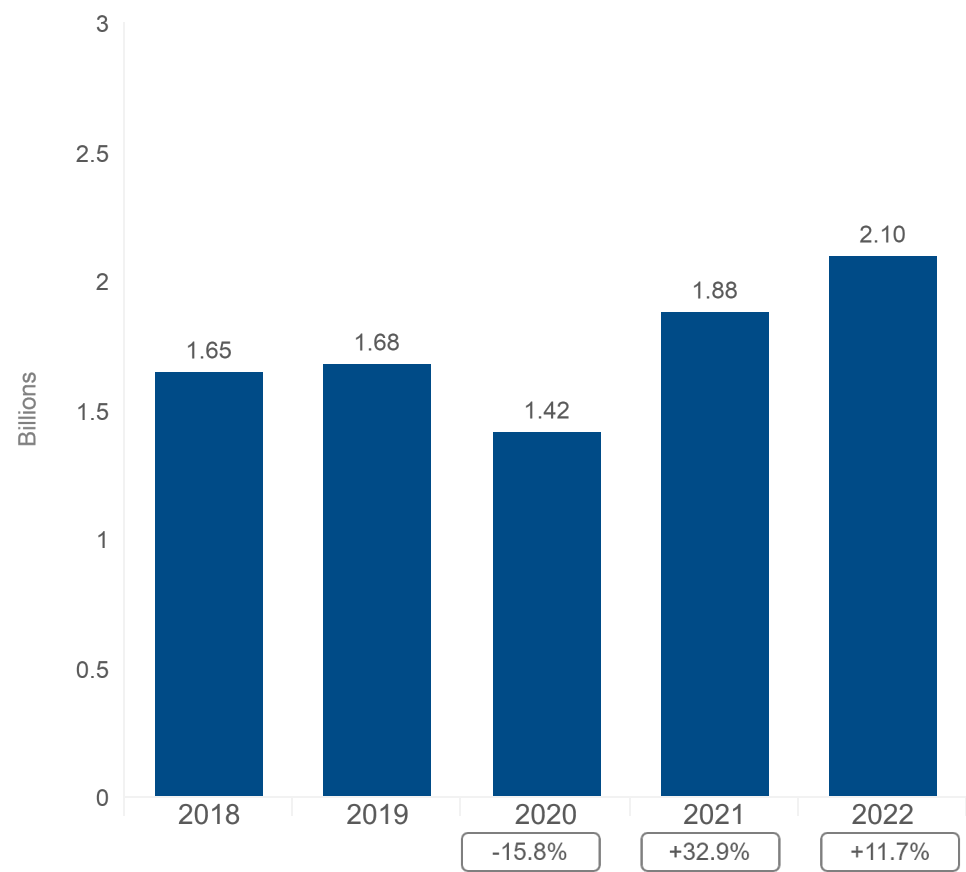


Day Base Size

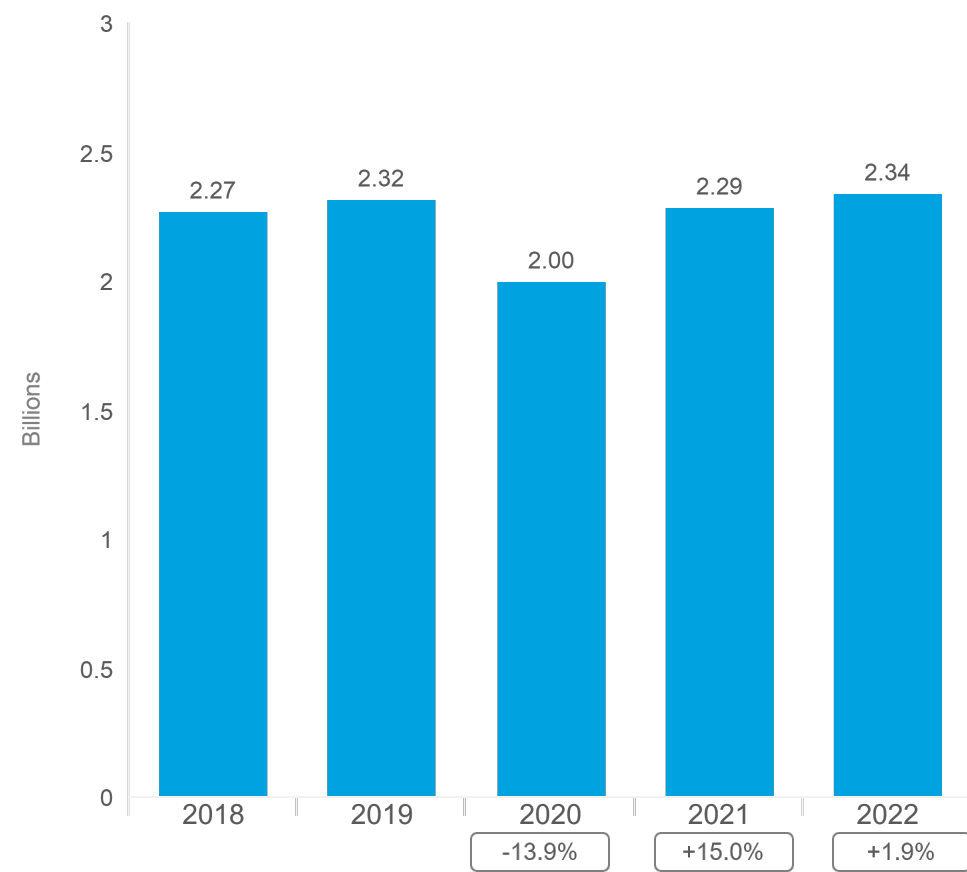
511

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of U.S. Overnight Travel Market



Total Size of U.S. Day Travel Market

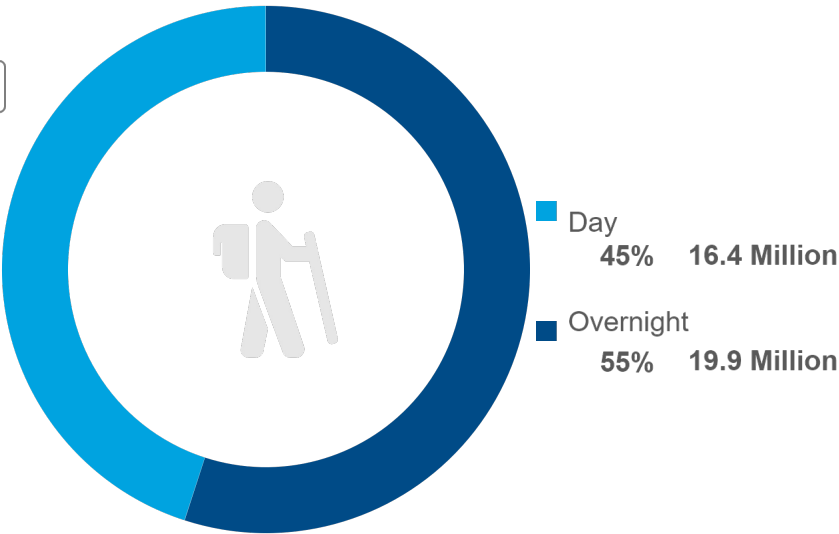


Total Size of Denver 2022 Domestic Travel Market

Total Person-Trips

36.3 Million

+14.7% vs. last year



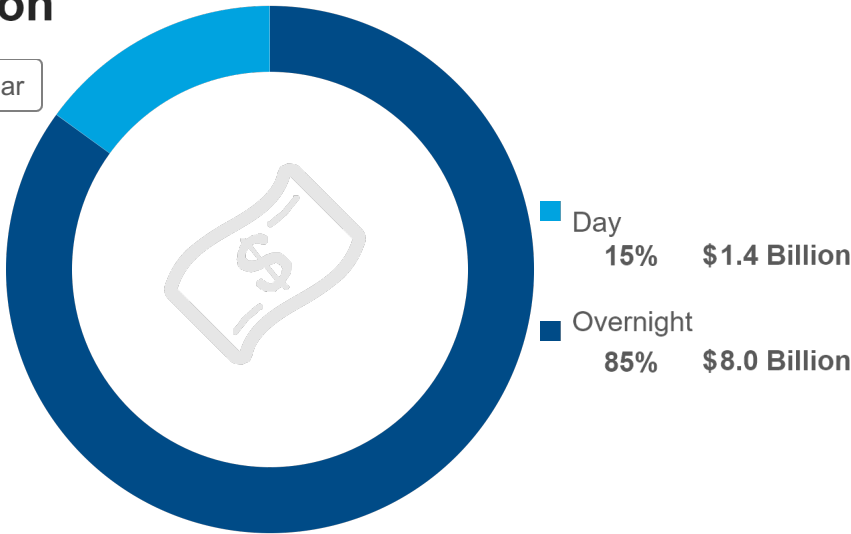
2021: 31.7 Million

Total Expenditures for Denver 2022 Domestic Travel Market

Total Spending

\$ 9.4 Billion

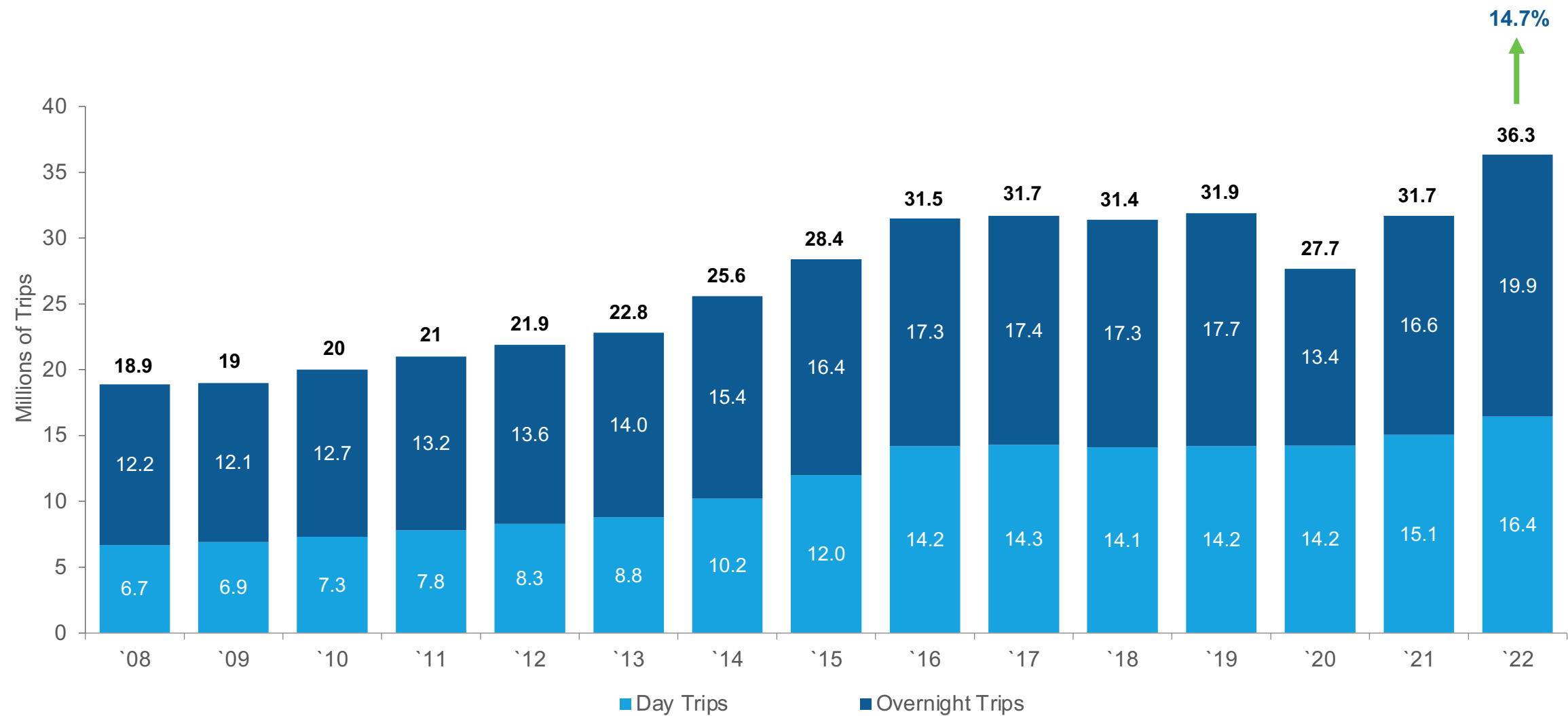
+42.5% vs. last year



2021: \$6.6 Billion

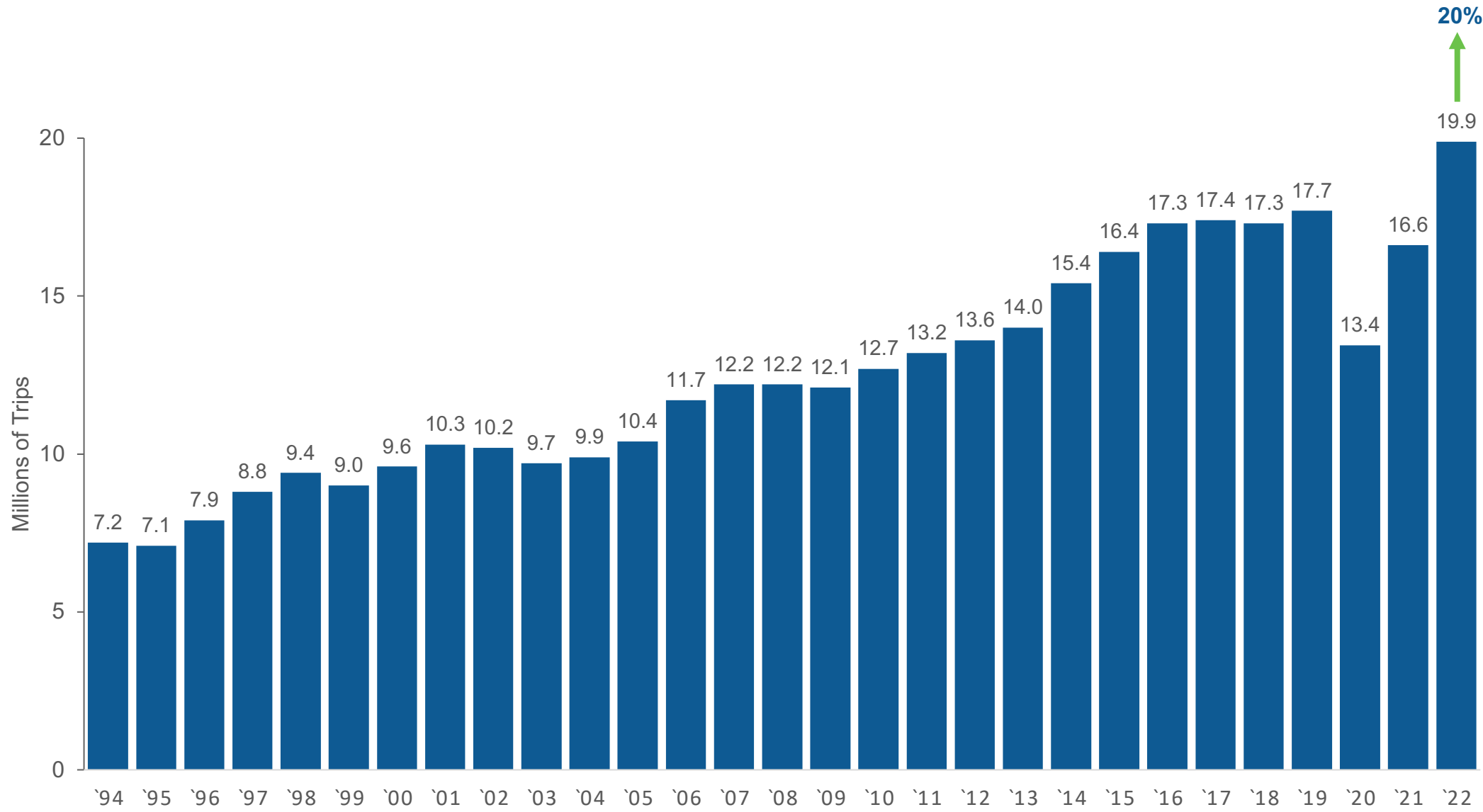
Structure of Denver's Travel Market

Base: 2022 Person-Trips



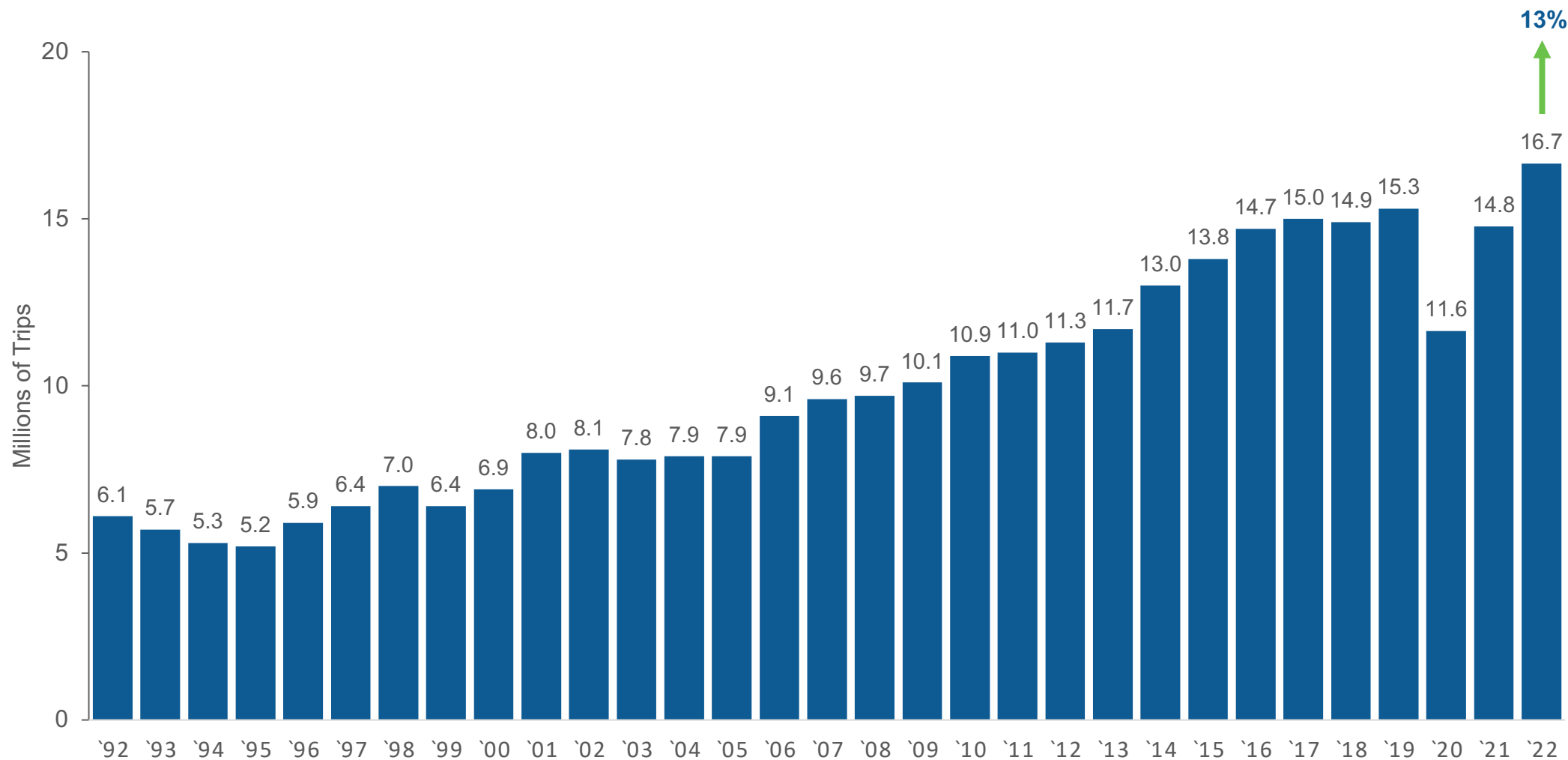
Total Overnight Trips to Denver: 1994 - 2022

Base: 2022 Overnight Person-Trips



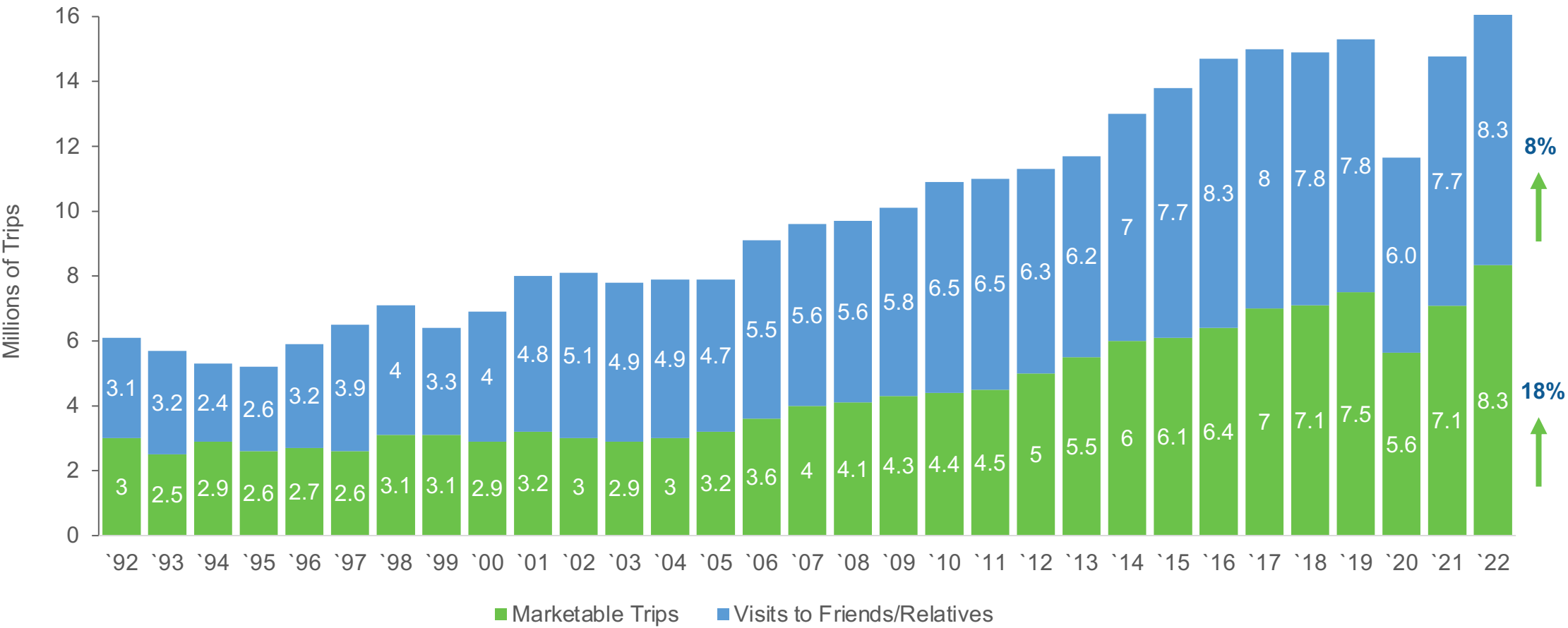
Overnight Leisure Trips to Denver

Base: 2022 Overnight Leisure Person-Trips

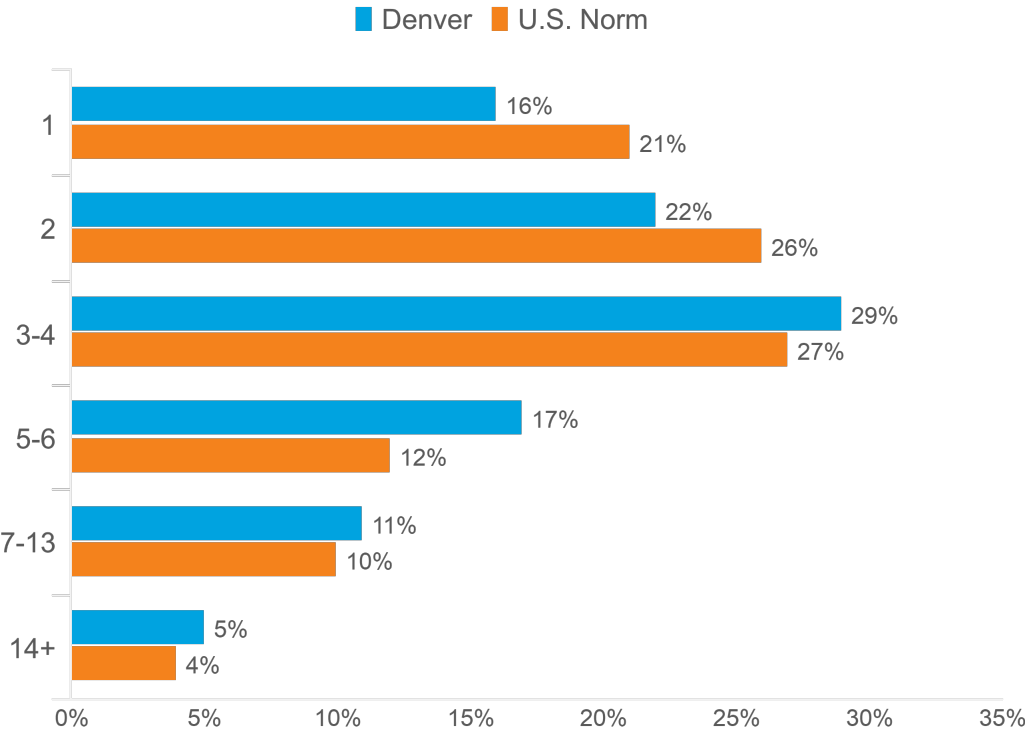


Structure of Denver's Overnight Leisure Travel Market

Base: 2022 Overnight Leisure Person-Trips



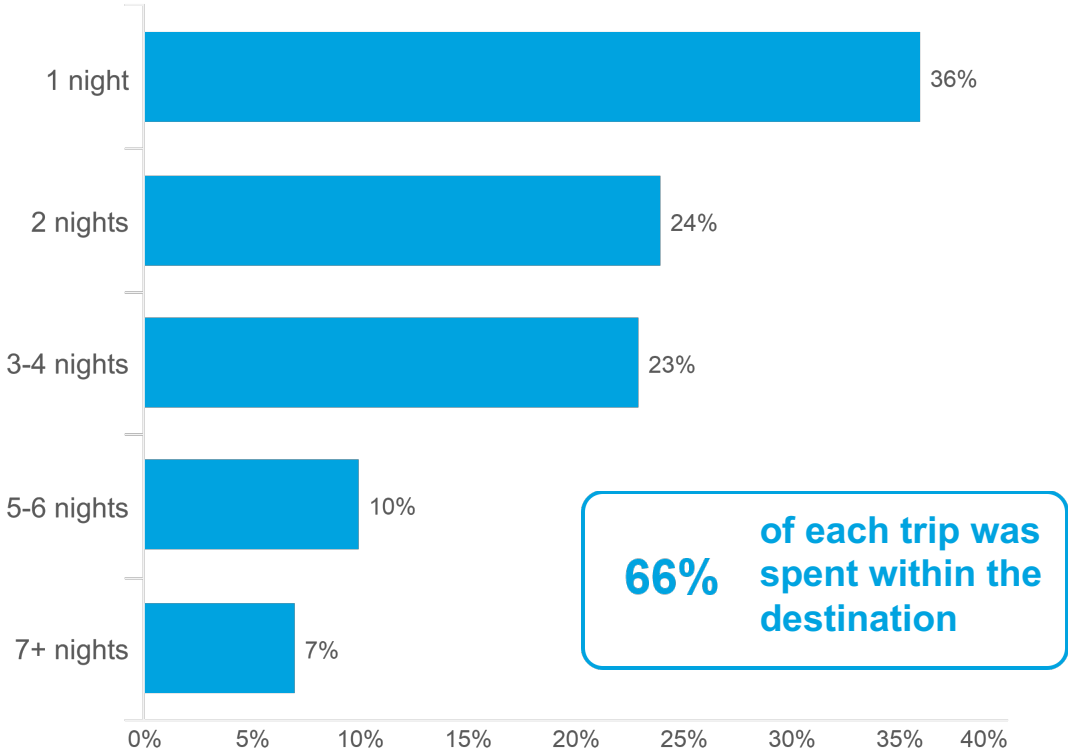
Total Nights Away on Trip



Denver
4.6
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Denver

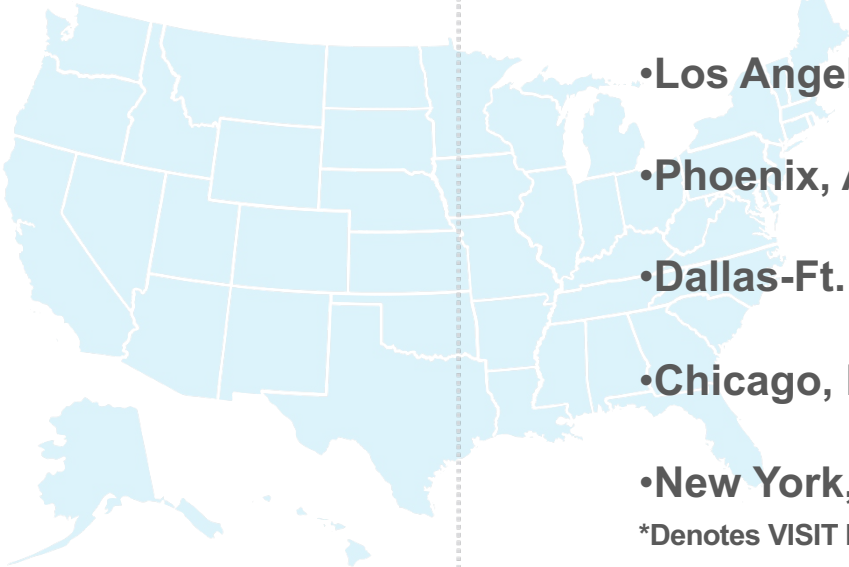


Average number of nights
3.0

Average last year
3.1

Top Feeder States (not Colorado)

- California – 10%
- Texas – 9%
- Arizona - 5%
- Florida – 4%
- Kansas – 4%



Top Feeder Cities (not Colorado)

- Los Angeles, CA* – 6%
- Phoenix, AZ* – 4%
- Dallas-Ft. Worth, TX* – 3%
- Chicago, IL* – 3%
- New York, NY* – 2%

*Denotes VISIT DENVER advertising market



Season of Trip
Total Overnight Person-Trips

Base: 2022 Overnight Person-Trips

Past Visitation to Denver

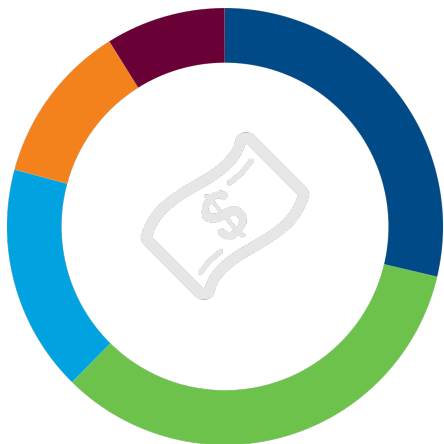
- 77%** of overnight travelers to Denver are repeat visitors
- 52%** of overnight travelers to Denver had visited before in the past 12 months

Domestic Overnight Expenditures - by Sector

Total Spending

\$ 7.993 Billion

+44.6% vs. last year



Lodging	29%	\$2,298 Million
Transportation at Destination	34%	\$2,694 Million
Restaurant Food & Beverage	17%	\$1,346 Million
Retail Purchase	12%	\$969 Million
Recreation/Entertainment	9%	\$685 Million

vs. last year

+49.7%

+47.8%

+38.3%

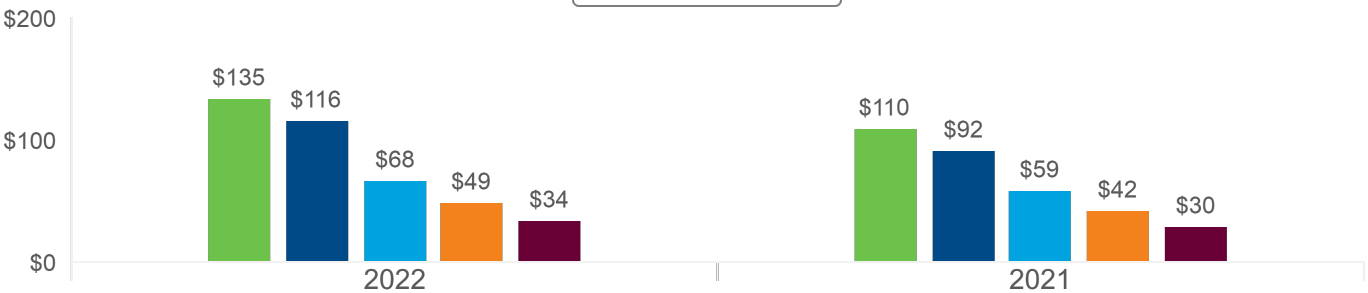
+38.4%

+38.0%

Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector

Average Per Person Per Trip: \$402

Last year: \$333



Transportation at Destination Lodging Restaurant food & beverage Retail Purchase
Recreation/ Sightseeing/ Entertainment

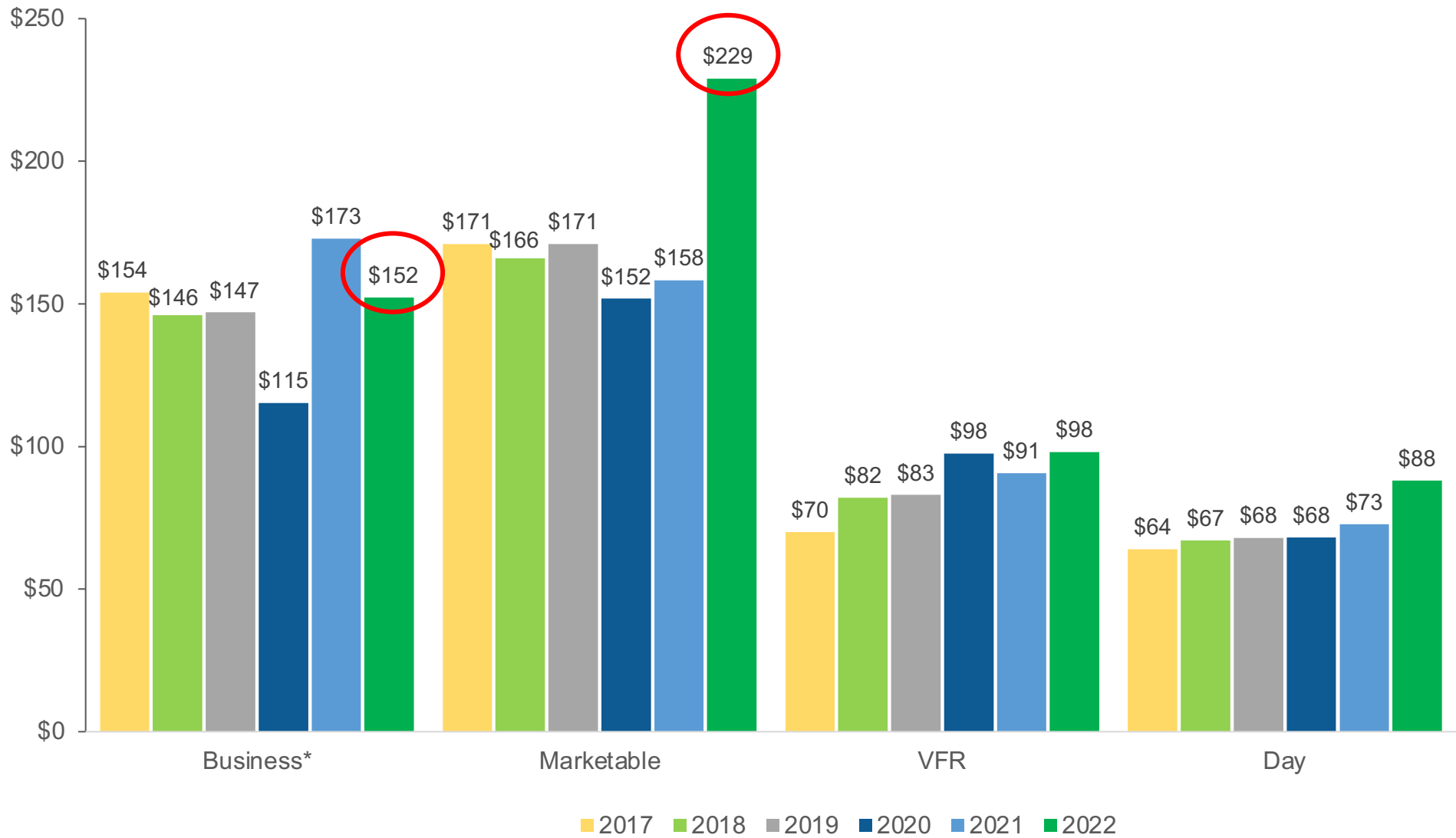
**Average Per Person
Per Trip:**

Leisure \$392

Business \$456

Average Daily Expenditures — Per Visitor

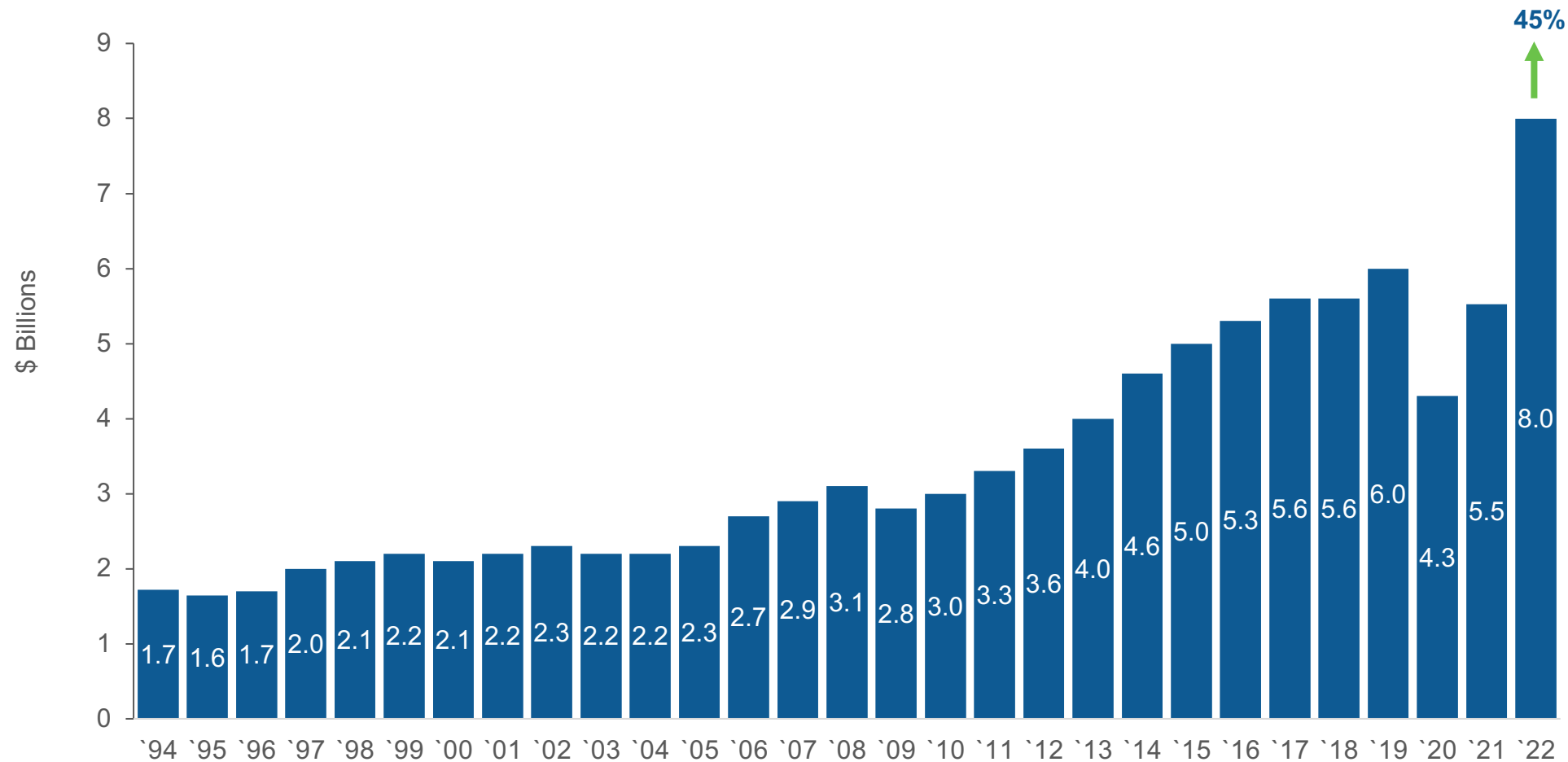
Base: 2022 Person-Trips



*Caution low sample

Total Travel Spending in Denver — Overnight Trips

Base: 2022 Overnight Person-Trips

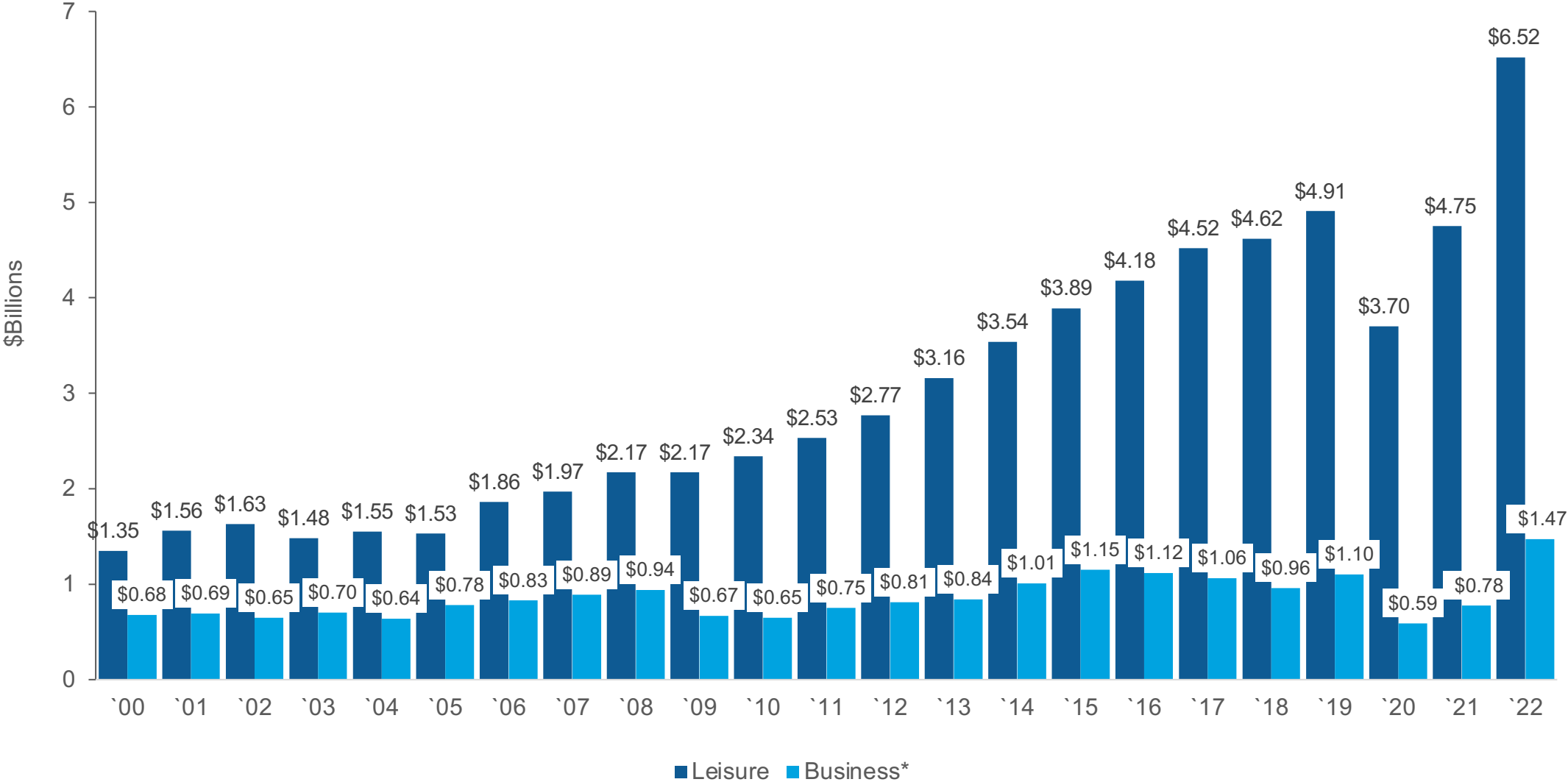


45%

8.0

Total Travel Spending in Denver — Overnight Trips: Leisure v. Business

Base: 2022 Overnight Person-Trips

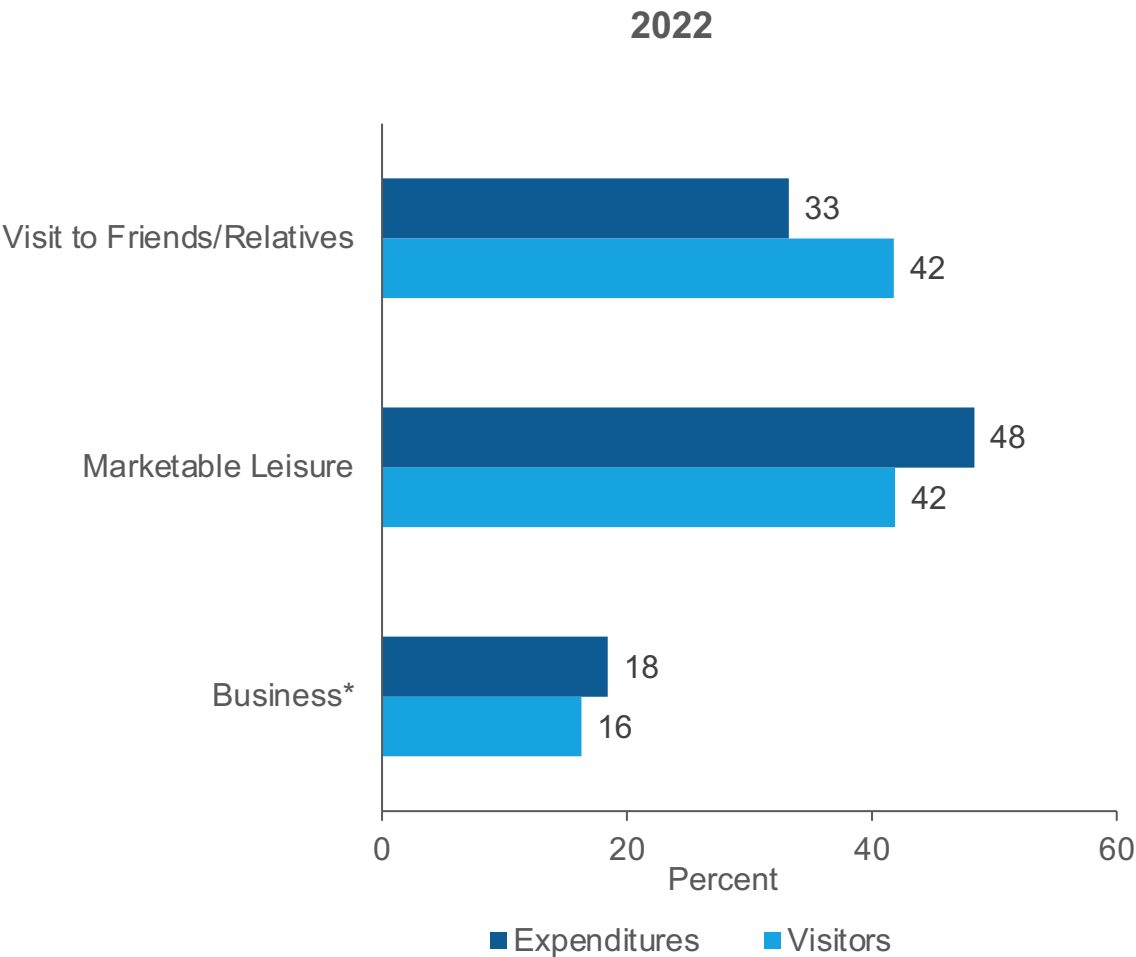
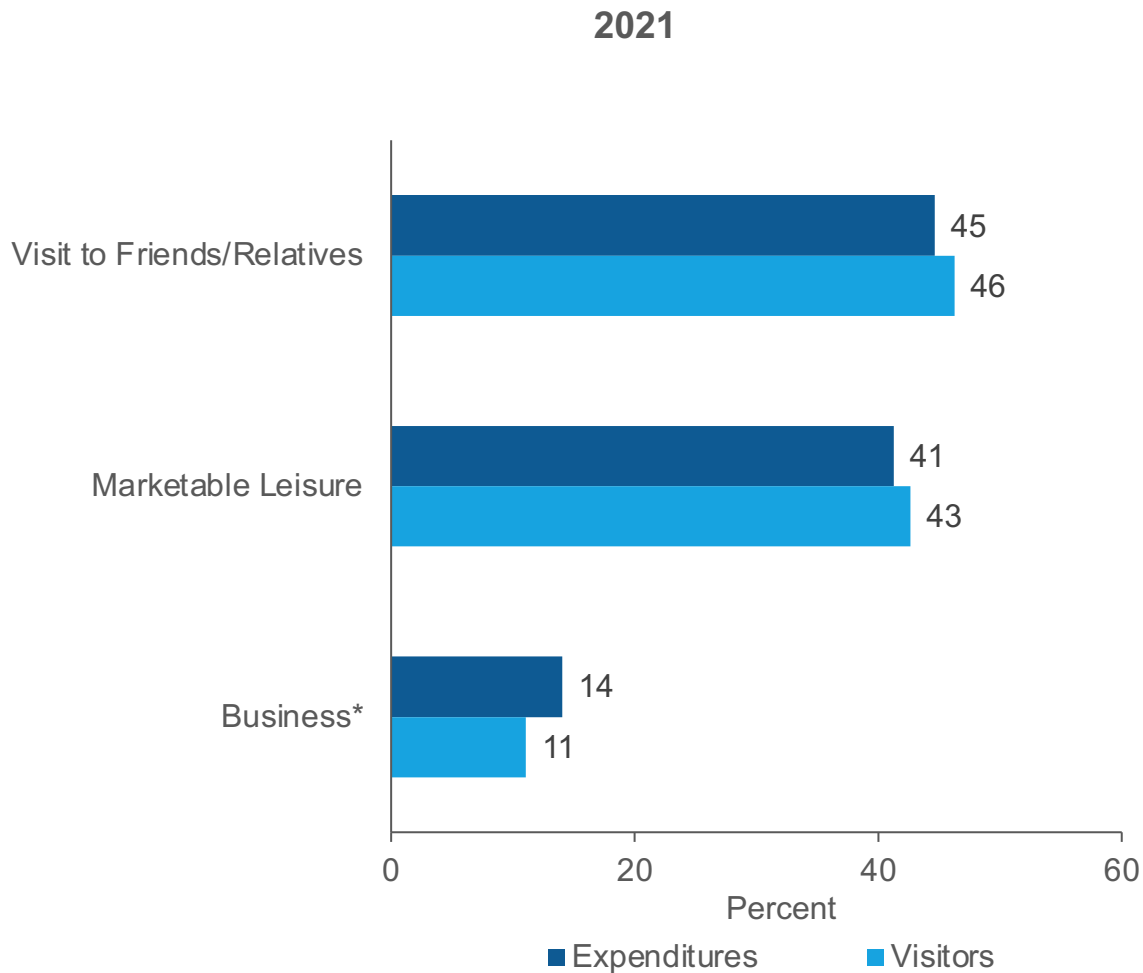


*Caution low sample



Contribution to Expenditures/Visitor Volumes

Base: 2022 Overnight Person-Trips

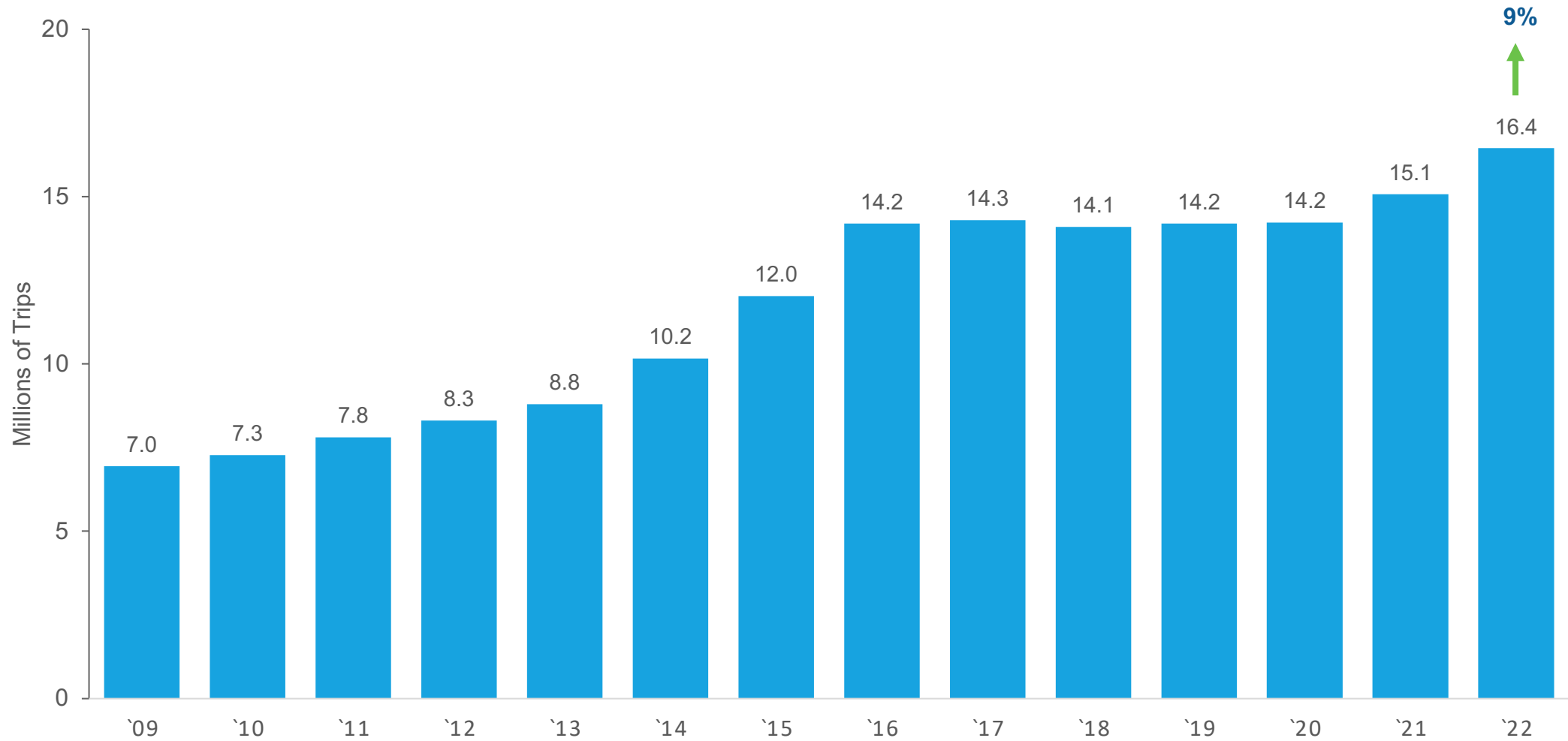


~50% of VFR market stayed in commercial lodging

*Caution low sample

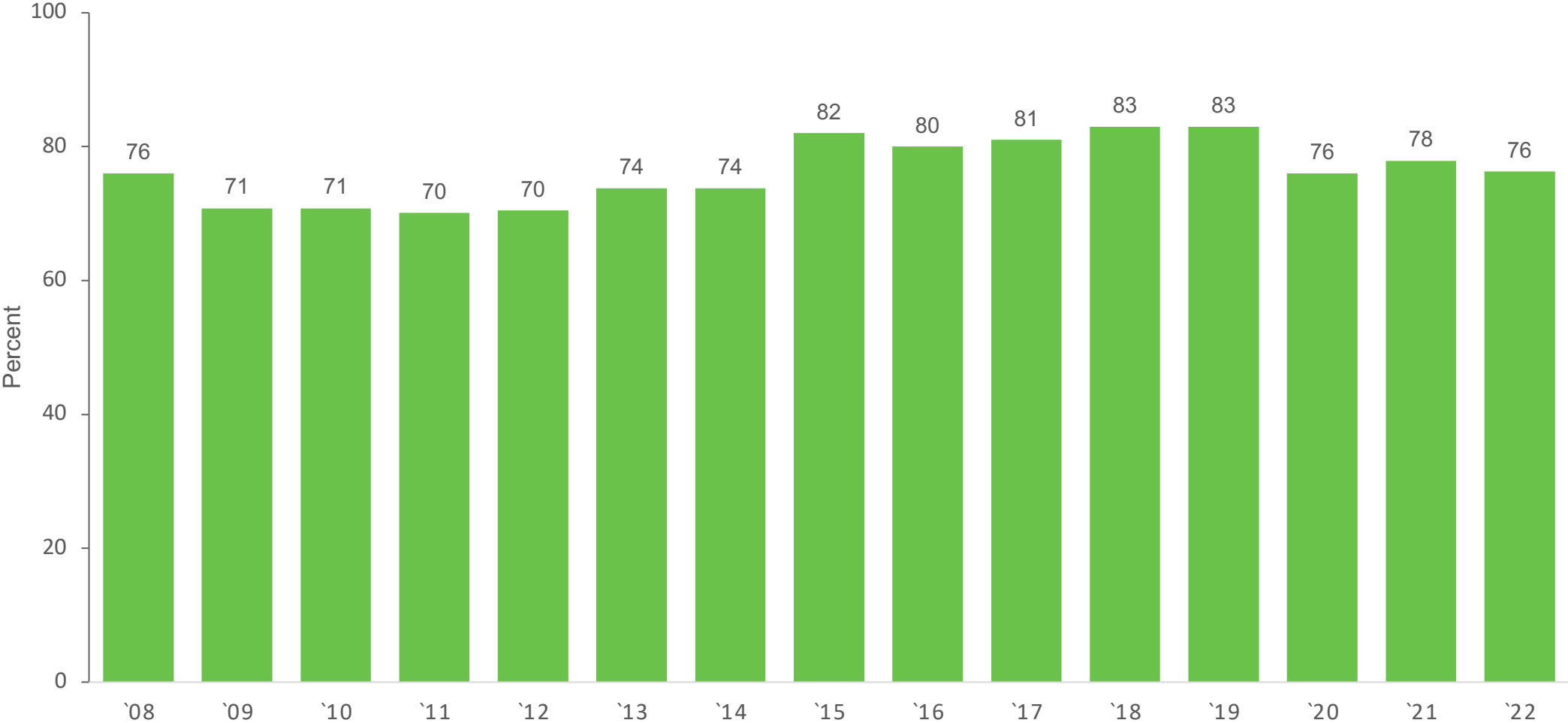
Total Day Trips to Denver: 2009 - 2022

Base: 2022 Day Person-Trips



Overnight Leisure Out-of-State Visitors: 2008 - 2022

Base: 2022 Overnight Leisure Person-Trips

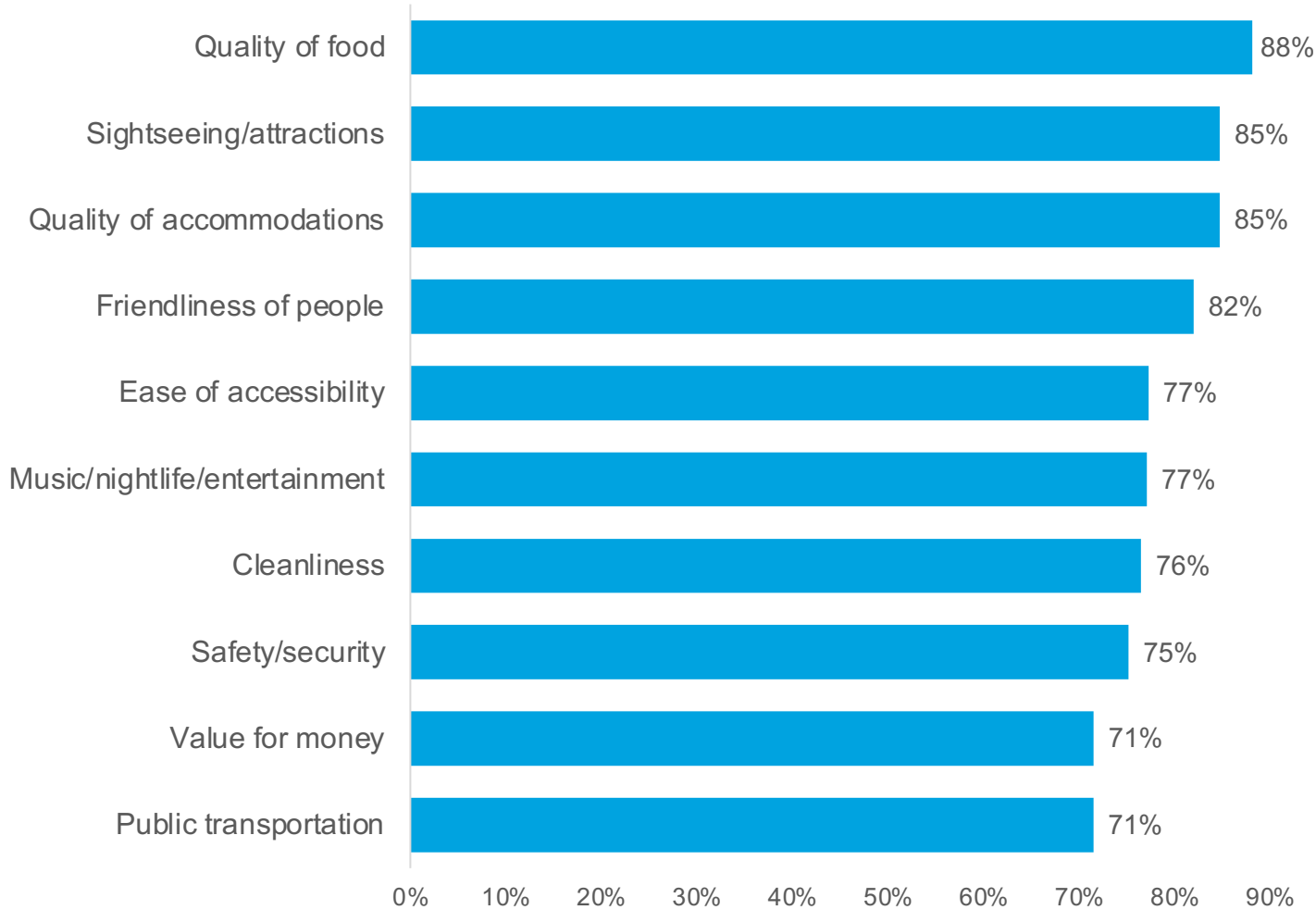




89%
of overnight travelers were
very satisfied or somewhat
satisfied with their overall trip
experience



% Very Satisfied or Somewhat Satisfied with Trip





VISIT DENVER 2022 Summer Advertising ROI Results

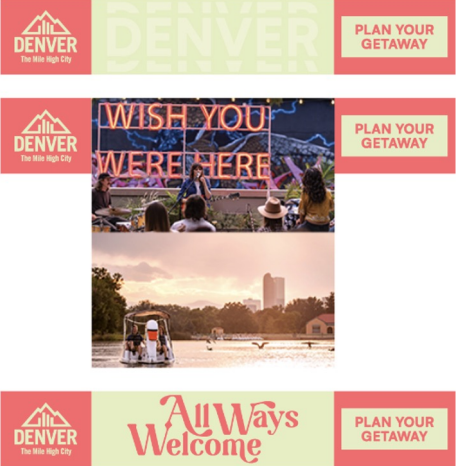


Denver: 2022 Campaign Creative Overview: “All Ways Welcome”

Family



Adult



**Ad Investment
\$3.8M**



1.8M

**Incremental
Trips**

\$641M

**Incremental Visitor
Spending**

\$72M

**Incremental
State + Local Taxes**

\$1
in advertising
investment



\$167 Spending ROI

\$19 Tax ROI

Every \$1 invested in the 2022 VISIT DENVER Spring/Summer advertising campaign generated \$167 in direct visitor spending and \$19 in taxes

Surging Forward!



The leisure travel market continues to dominate travel to Denver, but all segments saw robust growth.

Denver's strongest growth came from its best customers.

VISIT DENVER'S marketing work is generating a strong ROI for the community!

Product impressions remain high.

Stay the course! Travel prices, economic concerns and industry labor shortages should all still be monitored, but what you're doing is working!

