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 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.

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**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.
Size and Structure of the U.S. Travel Market

Total Size of U.S. Overnight Travel Market

<table>
<thead>
<tr>
<th>Year</th>
<th>Billions</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>1.65</td>
<td>-15.8%</td>
</tr>
<tr>
<td>2019</td>
<td>1.68</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>1.42</td>
<td>+32.9%</td>
</tr>
<tr>
<td>2021</td>
<td>1.88</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>2.10</td>
<td>+11.7%</td>
</tr>
</tbody>
</table>

Total Size of U.S. Day Travel Market

<table>
<thead>
<tr>
<th>Year</th>
<th>Billions</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>2.27</td>
<td>-13.9%</td>
</tr>
<tr>
<td>2019</td>
<td>2.32</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>2.00</td>
<td>+15.0%</td>
</tr>
<tr>
<td>2021</td>
<td>2.29</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>2.34</td>
<td>+1.8%</td>
</tr>
</tbody>
</table>
Size of the Denver Travel Market

Total Size of Denver 2022 Domestic Travel Market

Total Person-Trips
36.3 Million
+14.7% vs. last year

Day
45% 16.4 Million
Overnight
55% 19.9 Million

2021: 31.7 Million

Total Expenditures for Denver 2022 Domestic Travel Market

Total Spending
$9.4 Billion
+42.5% vs. last year

Day
15% $1.4 Billion
Overnight
85% $8.0 Billion

2021: $6.6 Billion
Structure of Denver’s Travel Market

Base: 2022 Person-Trips

Millions of Trips

<table>
<thead>
<tr>
<th>Year</th>
<th>Day Trips</th>
<th>Overnight Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>'08</td>
<td>12.2</td>
<td>6.7</td>
</tr>
<tr>
<td>'09</td>
<td>12.1</td>
<td>6.9</td>
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<tr>
<td>'10</td>
<td>12.7</td>
<td>7.3</td>
</tr>
<tr>
<td>'11</td>
<td>13.2</td>
<td>7.8</td>
</tr>
<tr>
<td>'12</td>
<td>13.6</td>
<td>8.3</td>
</tr>
<tr>
<td>'13</td>
<td>14.0</td>
<td>8.8</td>
</tr>
<tr>
<td>'14</td>
<td>15.4</td>
<td>10.2</td>
</tr>
<tr>
<td>'15</td>
<td>16.4</td>
<td>12.0</td>
</tr>
<tr>
<td>'16</td>
<td>17.3</td>
<td>14.2</td>
</tr>
<tr>
<td>'17</td>
<td>17.4</td>
<td>14.3</td>
</tr>
<tr>
<td>'18</td>
<td>17.3</td>
<td>14.1</td>
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<tr>
<td>'19</td>
<td>17.7</td>
<td>14.2</td>
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<tr>
<td>'20</td>
<td>13.4</td>
<td>14.2</td>
</tr>
<tr>
<td>'21</td>
<td>16.6</td>
<td>15.1</td>
</tr>
<tr>
<td>'22</td>
<td>19.9</td>
<td>16.4</td>
</tr>
</tbody>
</table>

14.7%
Total Overnight Trips to Denver: 1994 - 2022

- Millions of Trips
- Base: 2022 Overnight Person-Trips
- 202%
Structure of Denver’s Overnight Leisure Travel Market

Base: 2022 Overnight Leisure Person-Trips

- Marketable Trips
- Visits to Friends/Relatives

- Millions of Trips

- 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 4.0, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 5.0, 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 6.0, 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.8, 6.9, 7.0, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7, 7.8, 7.9, 8.0, 8.1, 8.2, 8.3

- 0, 2, 4, 6, 8, 10, 12, 14, 16


- 8% increase
- 18% increase
Denver's Overnight Trip Characteristics

**Total Nights Away on Trip**

<table>
<thead>
<tr>
<th>Nights</th>
<th>Denver</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>16%</td>
<td>21%</td>
</tr>
<tr>
<td>2</td>
<td>22%</td>
<td>29%</td>
</tr>
<tr>
<td>3-4</td>
<td>17%</td>
<td>27%</td>
</tr>
<tr>
<td>5-6</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>7-13</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>14+</td>
<td>5%</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Nights Spent in Denver**

- 1 night: 36%
- 2 nights: 24%
- 3-4 nights: 23%
- 5-6 nights: 10%
- 7+ nights: 7%

66% of each trip was spent within the destination.

**Average Nights**

- Denver: 4.6
- U.S. Norm: 3.9

**Average Last Year**

- Average number of nights: 3.0
- Average last year: 3.1
Feeder States and Cities

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

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

Season of Trip

<table>
<thead>
<tr>
<th>Jan - Mar</th>
<th>Apr - Jun</th>
<th>Jul - Sep</th>
<th>Oct - Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>26%</td>
<td>29%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Denver's Overnight Trip Expenditures

Total Spending
$7,993 Billion
+44.6% vs. last year

Domestic Overnight Expenditures - by Sector

- Lodging: 29% ($2,298 Million, +49.7%)
- Transportation at Destination: 34% ($2,694 Million, +47.8%)
- Restaurant Food & Beverage: 17% ($1,346 Million, +38.3%)
- Retail Purchase: 12% ($969 Million, +38.4%)
- Recreation/Entertainment: 9% ($685 Million, +38.0%)

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

- Average Per Person Per Trip: $402 (vs. last year $333)

2022 vs. 2021:
- Transportation at Destination: $116 vs. $49
- Lodging: $135 vs. $68
- Restaurant food & beverage: $34 vs. $42
- Retail Purchase: $92 vs. $59
- Recreation/ Sightseeing/ Entertainment: $30 vs. $42

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%
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

Visit to Friends/Relatives
- 2021: 45% Expenditures, 46% Visitors
- 2022: 33% Expenditures, 42% Visitors

Marketable Leisure
- 2021: 41% Expenditures, 43% Visitors
- 2022: 48% Expenditures, 42% Visitors

Business*
- 2021: 14% Expenditures, 11% Visitors
- 2022: 18% Expenditures, 16% Visitors

~50% of VFR market stayed in commercial lodging

*Caution low sample
Total Day Trips to Denver: 2009 - 2022

Base: 2022 Day Person-Trips

Millions of Trips

- '09: 7.0
- '10: 7.3
- '11: 7.8
- '12: 8.3
- '13: 8.8
- '14: 10.2
- '15: 12.0
- '16: 14.2
- '17: 14.3
- '18: 14.1
- '19: 14.2
- '20: 14.2
- '21: 15.1
- '22: 16.4

Growth: 9%

Base: 2022 Overnight Leisure Person-Trips

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent</th>
</tr>
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<tbody>
<tr>
<td>'08</td>
<td>76</td>
</tr>
<tr>
<td>'09</td>
<td>71</td>
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<tr>
<td>'10</td>
<td>71</td>
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<td>78</td>
</tr>
<tr>
<td>'22</td>
<td>76</td>
</tr>
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89% of overnight travelers were very satisfied or somewhat satisfied with their overall trip experience.
VISIT DENVER 2022
Summer Advertising
ROI Results
The Bottom Line: ROI

Ad Investment
$3.8M

1.8M Incremental Trips

$641M Incremental Visitor Spending

$72M Incremental State + Local Taxes
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!