



# Travel USA<sup>®</sup> 2023: Denver

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July '24



# Longwoods INTERNATIONAL

Some of our clients include...



## 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 or 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 2023.

## 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 2023:



Overnight Base Size

1,828



Day Base Size

611

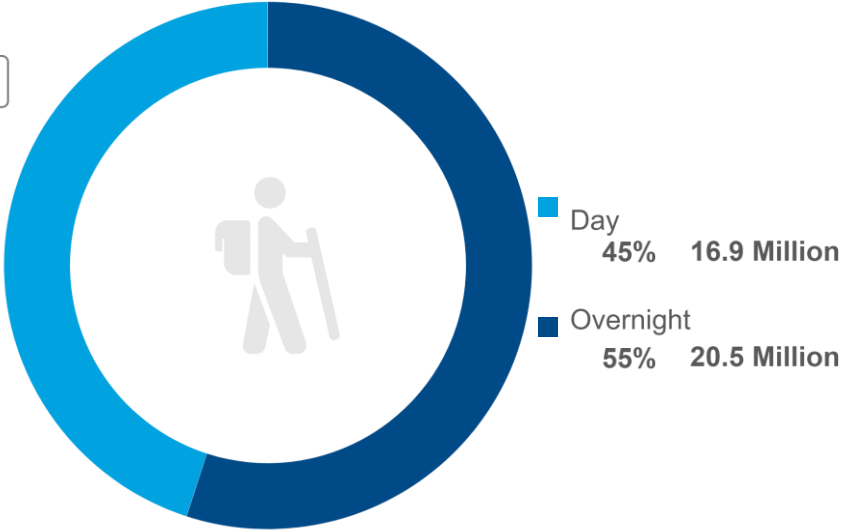
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

## Total Size of Denver 2023 Domestic Travel Market

Total Person-Trips

**37.4 Million**

+3.0% vs. last year

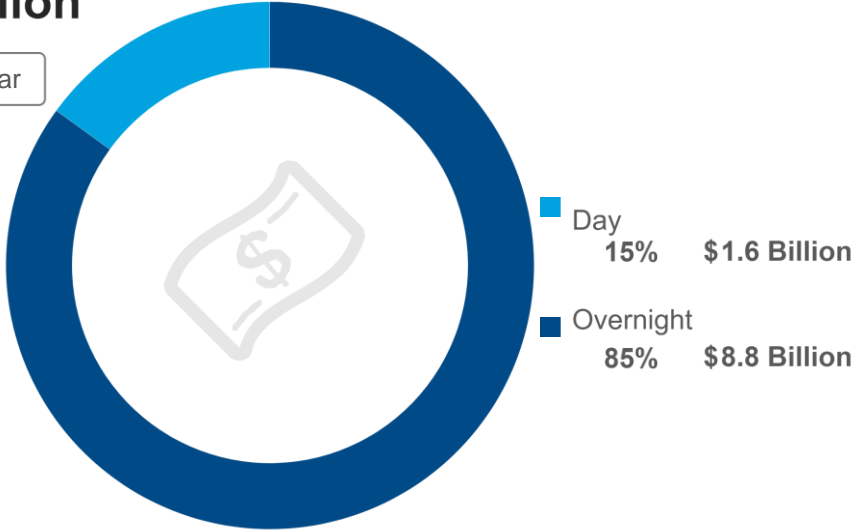


## Total Expenditures for Denver 2023 Domestic Travel Market

Total Spending

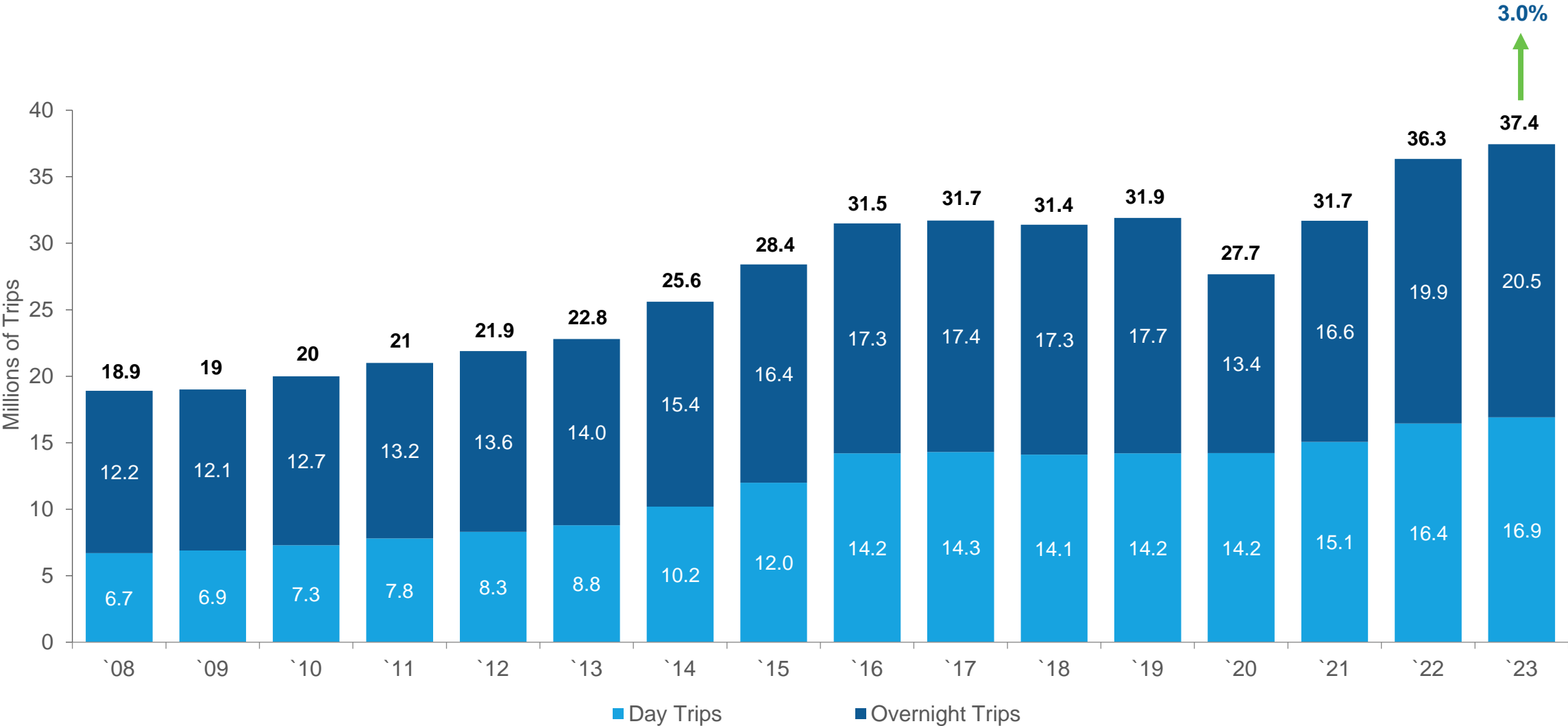
**\$ 10.3 Billion**

+9.6% vs. last year



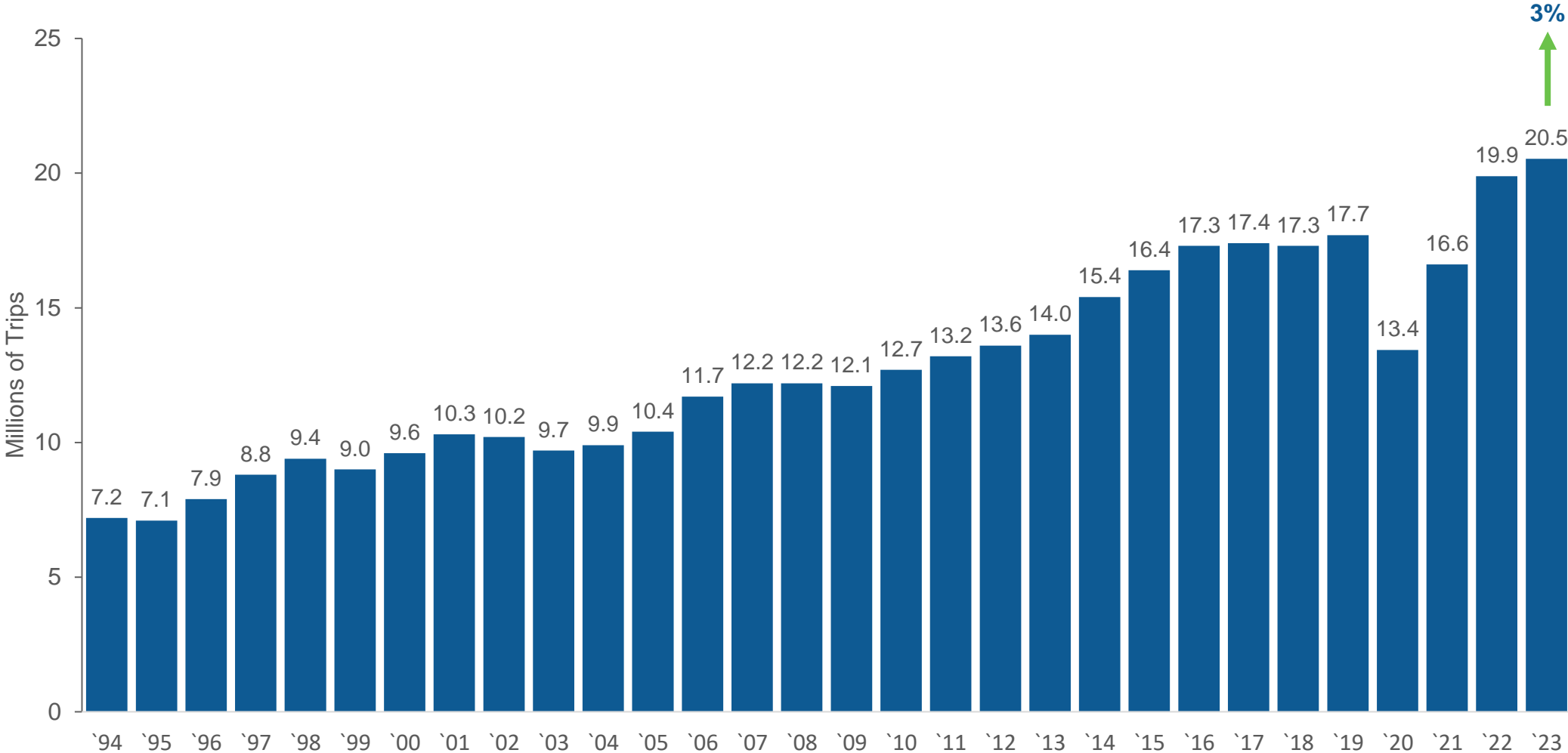
# Structure of Denver's Travel Market

Base: 2023 Person-Trips



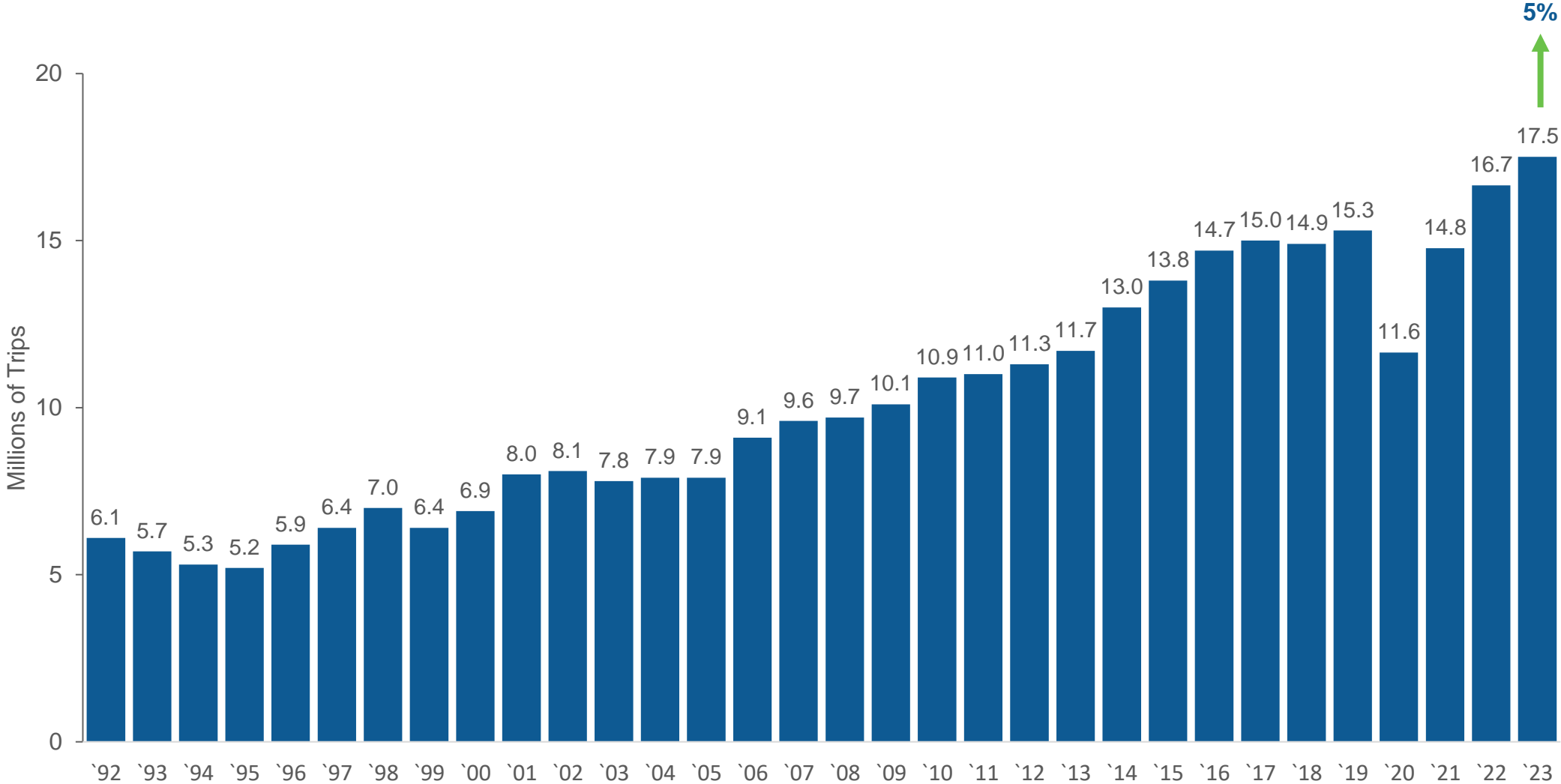
# Total Overnight Trips to Denver: 1994 - 2023

Base: 2023 Overnight Person-Trips



# Overnight Leisure Trips to Denver

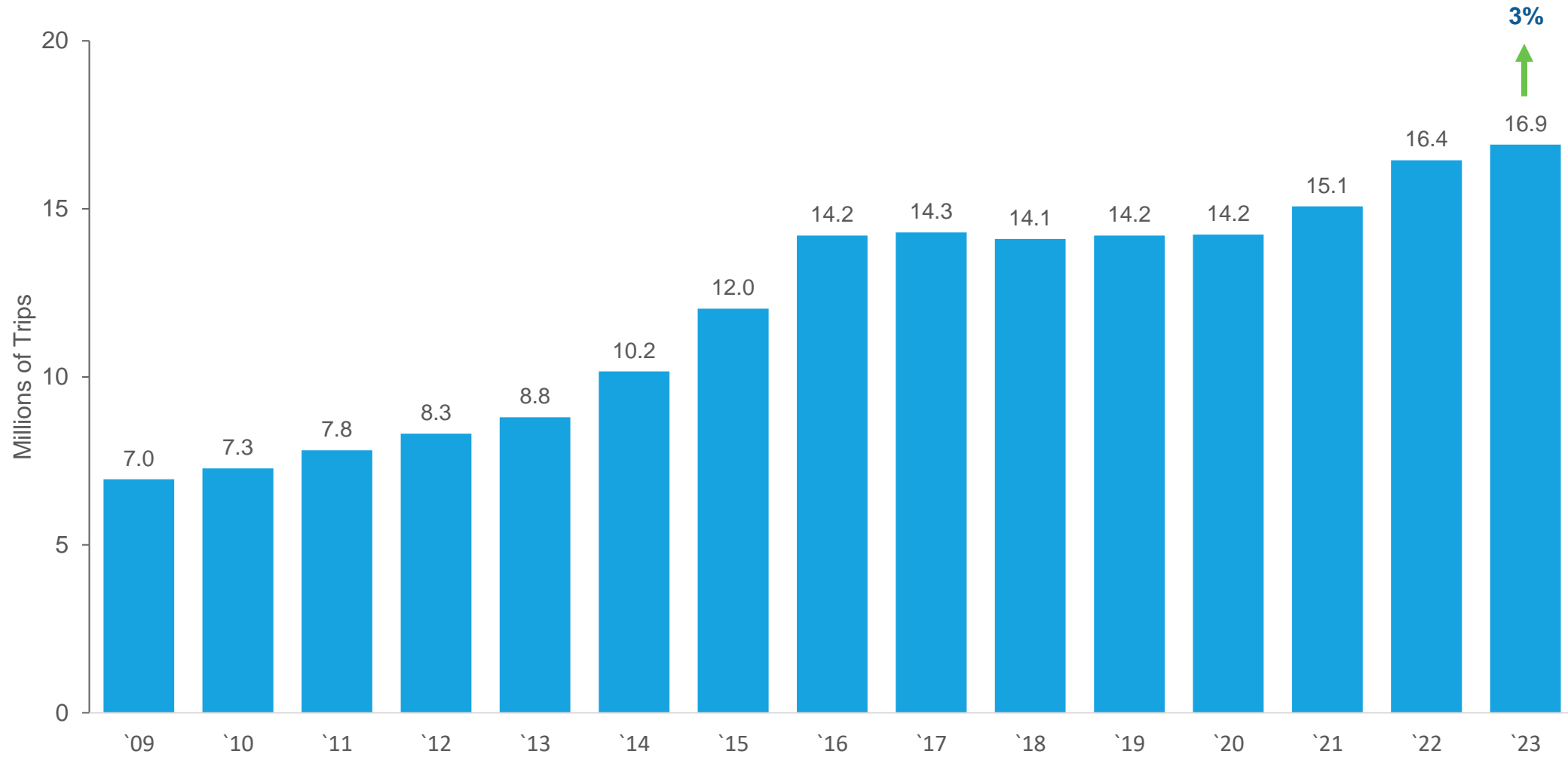
Base: 2023 Overnight Leisure Person-Trips





# Total Day Trips to Denver: 2009 - 2023

Base: 2023 Day Person-Trips



3%



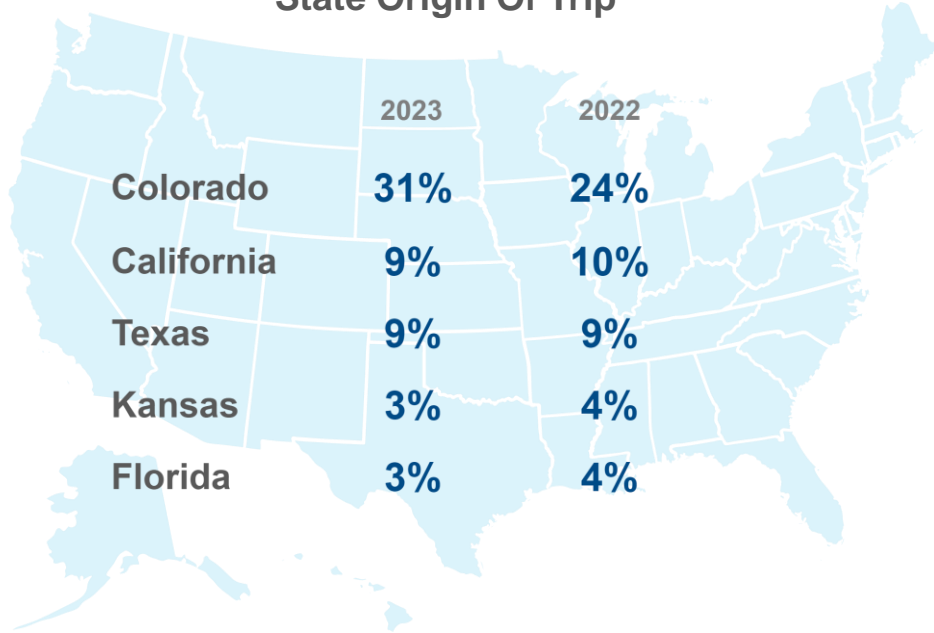
16.9



# Denver's Overnight Trip Characteristics

Base: 2023 Overnight Leisure (incl B/L) Person-Trips

## State Origin Of Trip



## DMA Origin Of Trip\*

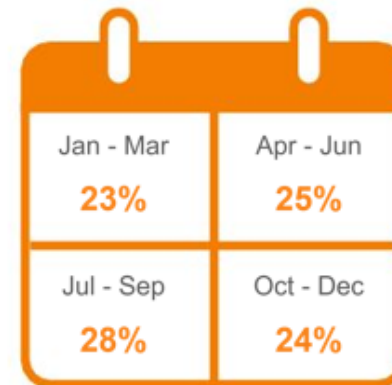
	2023	2022
Colorado Springs-Pueblo, CO	5%	7%
Los Angeles, CA	5%	6%
Albuquerque-Santa Fe, NM	3%	2%
New York, NY	3%	2%
Dallas-Ft. Worth, TX	3%	3%

\*All are VISIT DENVER advertising markets

## Past Visitation to Denver

**83%** of overnight travelers to Denver are repeat visitors

**57%** of overnight travelers to Denver had visited before in the past 12 months



## Season of Trip Total Overnight Person-Trips

Base: 2023 Overnight Person-Trips

## **Attractions Visited – Shopping and Entertainment**

Cherry Creek area (Shopping Center & neighborhood)  
16th Street Mall  
“LoDo” Lower Downtown Historic District  
Denver Pavilions  
Colorado Mills

## **Arts & Performing Arts/Theater**

Red Rocks Park & Amphitheatre  
Arts district/art gallery neighborhood  
Denver Performing Arts Complex

## **Paid Museums & Attractions**

Denver Zoo  
Children’s Museum of Denver  
Downtown Aquarium  
Colorado State Capitol  
Denver Botanic Gardens  
Denver Museum of Nature & Science/Infinity  
Theater  
Coors Brewery  
Meow Wolf  
Denver Art Museum

## **Sports Events/Sports Activities**

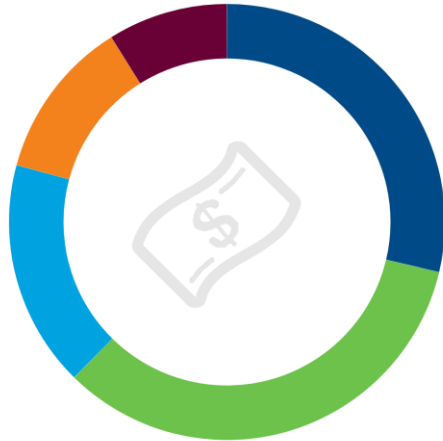
Denver Broncos football  
Colorado Rockies baseball  
Denver Nuggets basketball  
Colorado Mammoth lacrosse  
Colorado Avalanche hockey

## Domestic Overnight Expenditures - by Sector

Total Spending

**\$ 8.760 Billion**

+9.6% vs. last year



Sector	Percentage	Amount
Lodging	29%	\$2,508 Million
Transportation at Destination	34%	\$2,982 Million
Restaurant Food & Beverage	17%	\$1,477 Million
Retail Purchase	12%	\$1,045 Million
Recreation/Entertainment	9%	\$749 Million

vs. last year

+9.1%

+10.7%

+9.7%

+7.8%

+9.3%

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

Average Per Person Per Trip: \$427

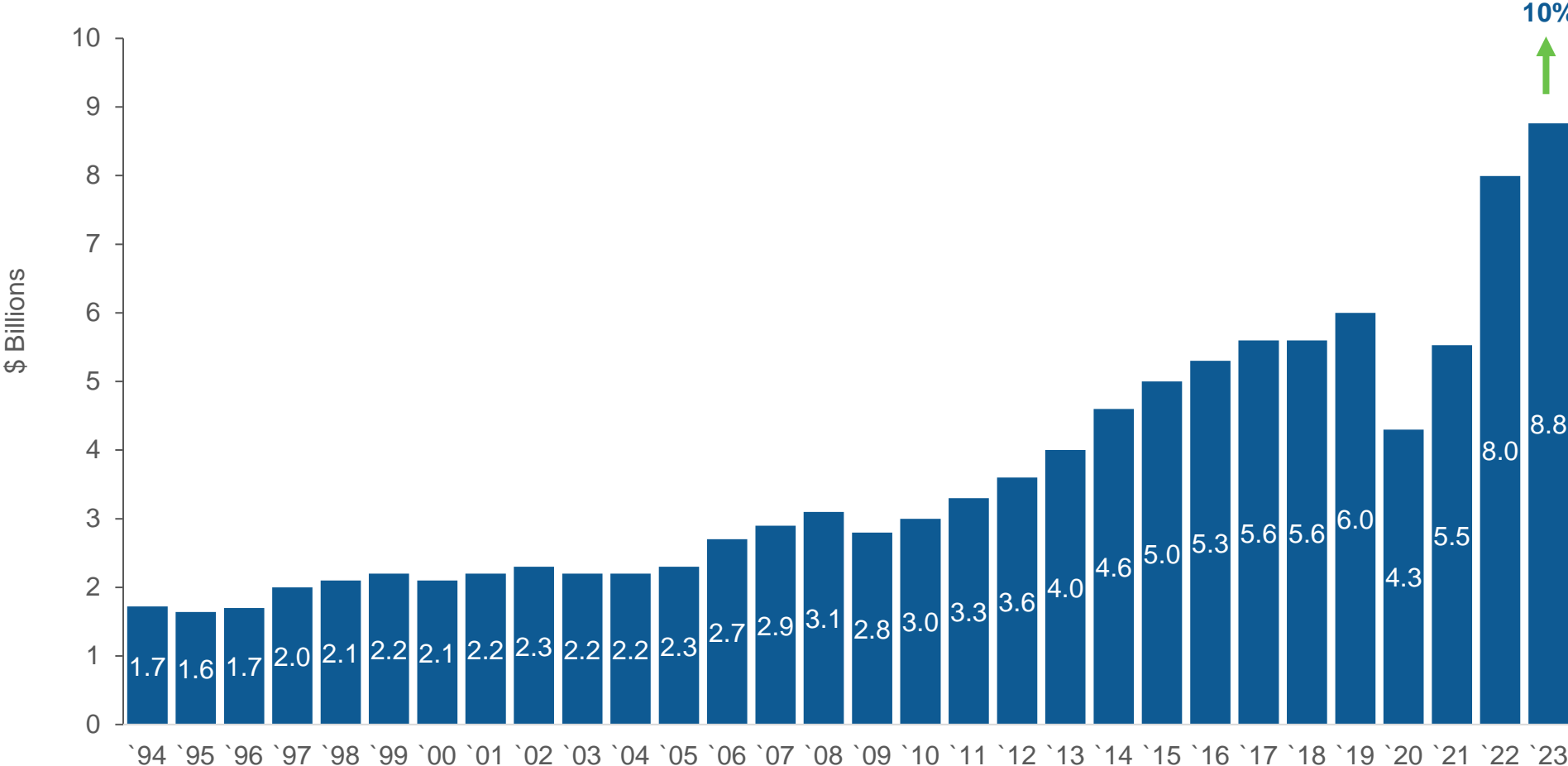
Last year: \$402



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

# Total Travel Spending in Denver — Overnight Trips

Base: 2023 Overnight Person-Trips

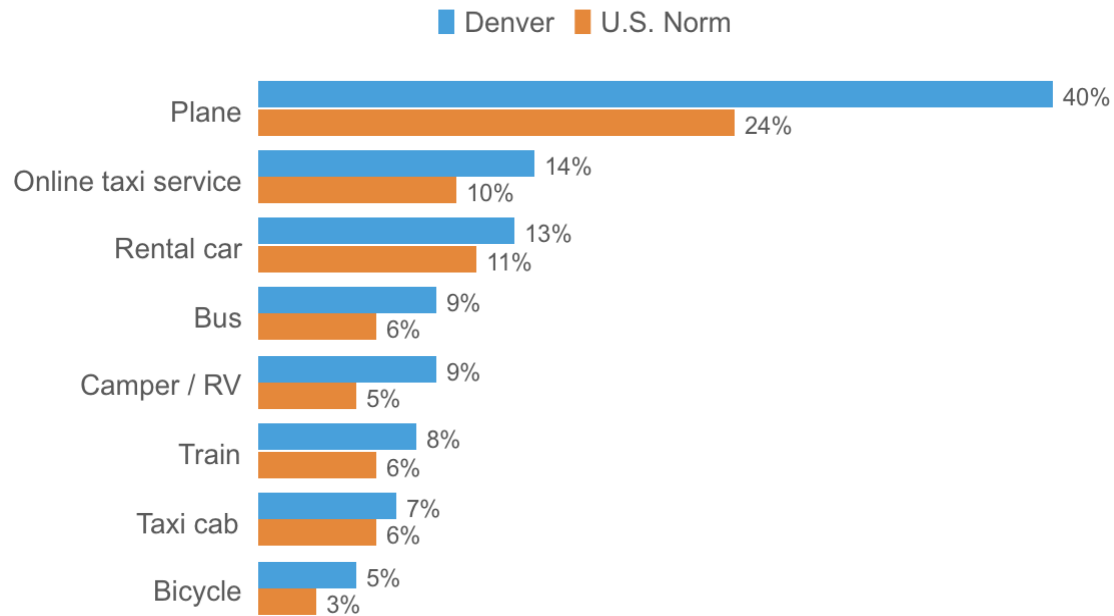


## Transportation Used to get to Destination

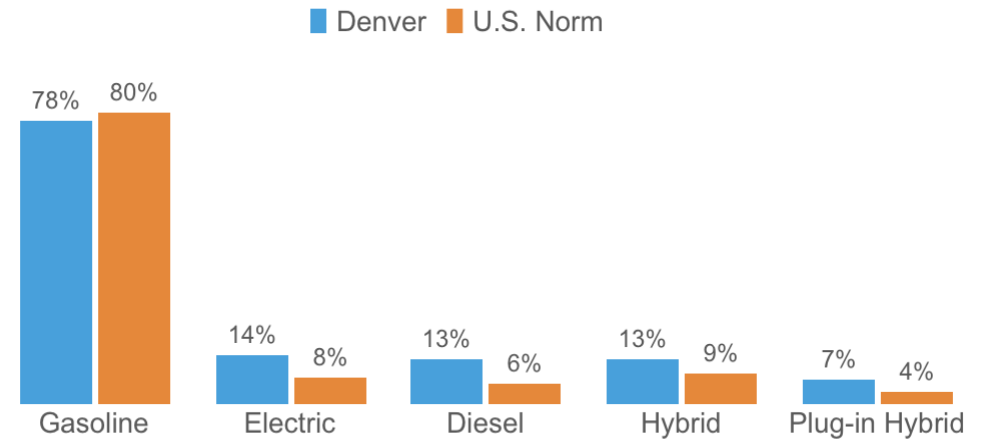
**57%** of overnight travelers use own car/truck to get to their destination



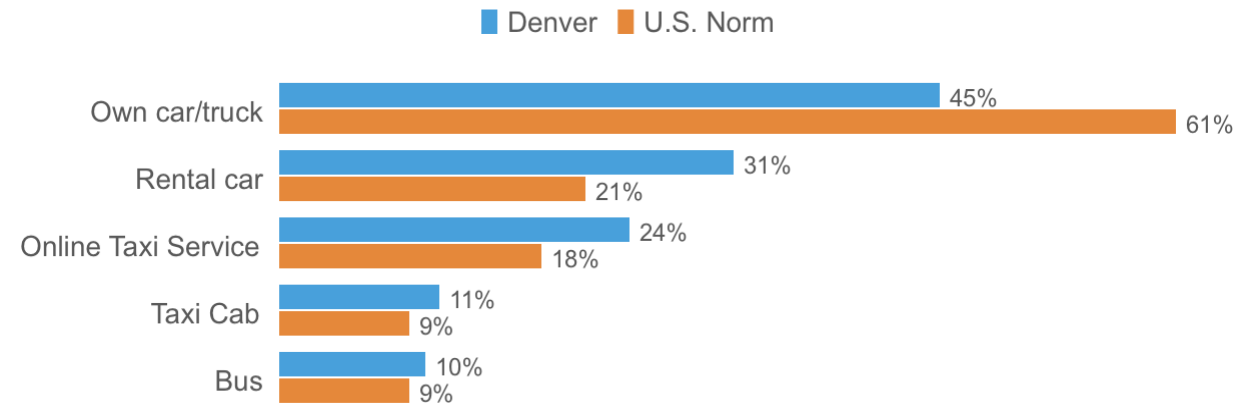
U.S. Norm: 69%



## Type of Vehicle Used to get to Destination



## Transportation Used within Destination



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