Travel USA® 2023: Denver

July '24
Some of our clients include…
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.

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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 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)
  - Day: 45% 16.9 Million
  - Overnight: 55% 20.5 Million

Total Expenditures for Denver 2023 Domestic Travel Market

- Total Spending: $10.3 Billion (+9.6% vs. last year)
  - Day: 15% $1.6 Billion
  - Overnight: 85% $8.8 Billion
Total Overnight Trips to Denver: 1994 - 2023

Base: 2023 Overnight Person-Trips

3%
Total Day Trips to Denver: 2009 - 2023

Base: 2023 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
- '23: 16.9

Growth: 3%
Denver's Overnight Trip Characteristics

State Origin Of Trip

<table>
<thead>
<tr>
<th>State</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorado</td>
<td>31%</td>
<td>24%</td>
</tr>
<tr>
<td>California</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Texas</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Kansas</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Florida</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>

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

DMA Origin Of Trip*

<table>
<thead>
<tr>
<th>Area</th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorado Springs-Pueblo, CO</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Albuquerque-Santa Fe, NM</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>New York, NY</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Dallas-Ft. Worth, TX</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

*All are VISIT DENVER advertising markets

Season of Trip
Total Overnight Person-Trips

<table>
<thead>
<tr>
<th>Season</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan - Mar</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>Apr - Jun</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jul - Sep</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>Oct - Dec</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Attractions Visited

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
Denver's Overnight Trip Expenditures

Domestic Overnight Expenditures - by Sector

Total Spending
$8.760 Billion
+9.6% vs. last year

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

Average Per Person Per Trip: $427

Last year: $402

vs. last year
+9.1%
+10.7%
+9.7%
+7.8%
+9.3%
Denver's Overnight Trip Characteristics

Transportation Used to get to Destination

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

U.S. Norm: 69%

<table>
<thead>
<tr>
<th>Mode</th>
<th>Denver</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plane</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Online taxi service</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Rental car</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Bus</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Camper / RV</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Train</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Taxi cab</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Bicycle</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>

Type of Vehicle Used to get to Destination

- Gasoline
- Electric
- Diesel
- Hybrid
- Plug-in Hybrid

<table>
<thead>
<tr>
<th>Type</th>
<th>Denver</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gasoline</td>
<td>78%</td>
<td>80%</td>
</tr>
<tr>
<td>Electric</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Diesel</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Hybrid</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Plug-in Hybrid</td>
<td>7%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Transportation Used within Destination

- Own car/truck
- Rental car
- Online Taxi Service
- Taxi Cab
- Bus

<table>
<thead>
<tr>
<th>Mode</th>
<th>Denver</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own car/truck</td>
<td>45%</td>
<td>61%</td>
</tr>
<tr>
<td>Rental car</td>
<td>31%</td>
<td>21%</td>
</tr>
<tr>
<td>Online Taxi Service</td>
<td>24%</td>
<td>18%</td>
</tr>
<tr>
<td>Taxi Cab</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Bus</td>
<td>10%</td>
<td>9%</td>
</tr>
</tbody>
</table>