



Travel USA® 2021: Denver

JUNE 22, 2022



Longwoods International works with over 150 destinations and brands...

PURE MICHIGAN®

Ohio find it here.

VISIT Jackson!
MISSISSIPPI

m
EXPLORE
MINNESOTA™

KC
VISIT KC

ARIZONA

NEW MEXICO True

BERMUDA

DESTINATION
CANADA

COLORADO®
COME TO LIFE

I ♥ NY.

DALLAS
BIG THINGS HAPPEN HERE

Pennsylvania
pursue your happiness™

WEST
VIRGINIA

HAWAII
Visitors & Convention Bureau

TRAVEL
OREGON

coastal
MISSISSIPPI
The Secret Coast

San
Francisco
Travel

IDAHO
TOURISM

VISIT
SAVANNAH
EST. 1733

South Dakota
GREAT FACES. GREAT PLACES.

NC

DENVER
The Mile High City

WITH
LOVE
PHILADELPHIA
XOXO

LAS
Vegas

Oklahoma!
COME SEE FOR YOURSELF!
TRAVELOK.COM

MESA
CITY LIMITLESS®

VISIT PHOENIX

EXPERIENCE
COLUMBUS

VISIT
MISSISSIPPI

Los Angeles
TOURISM & CONVENTION BOARD

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 2021.

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 2021:



Overnight Base Size

1,511



Day Base Size

442

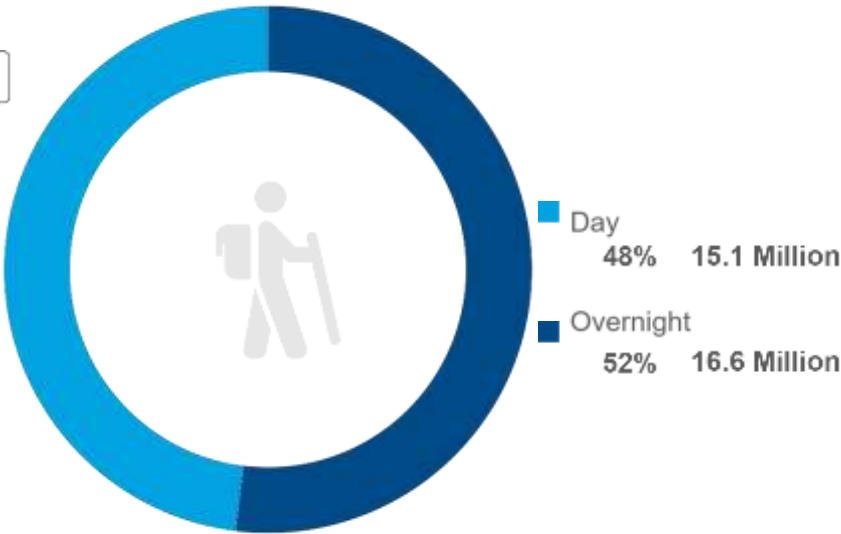
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Denver 2021 Domestic Travel Market

Total Person-Trips

31.7 Million

+14.5% vs. last year



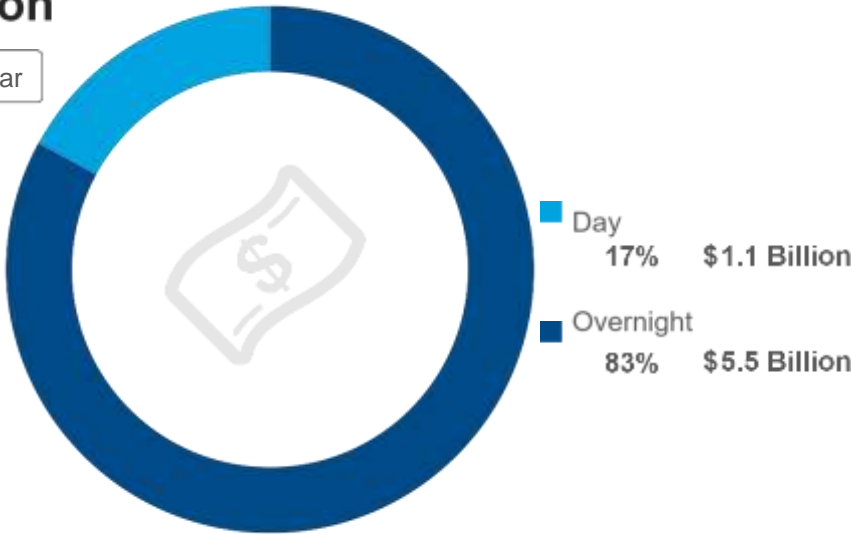
2020: 27.6 Million

Total Expenditures for Denver 2021 Domestic Travel Market

Total Spending

\$ 6.6 Billion

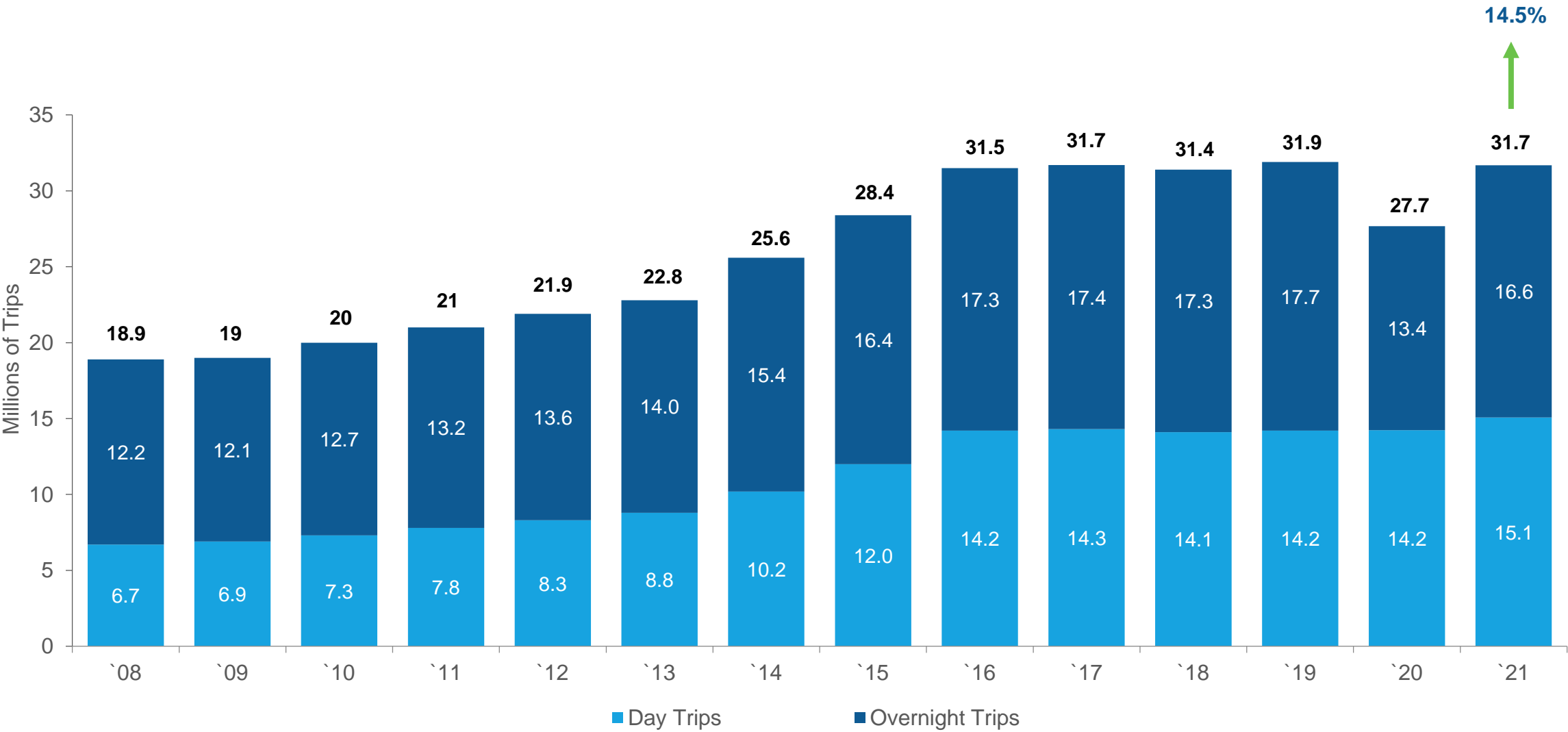
+26.2% vs. last year



2020: \$5.3 Billion

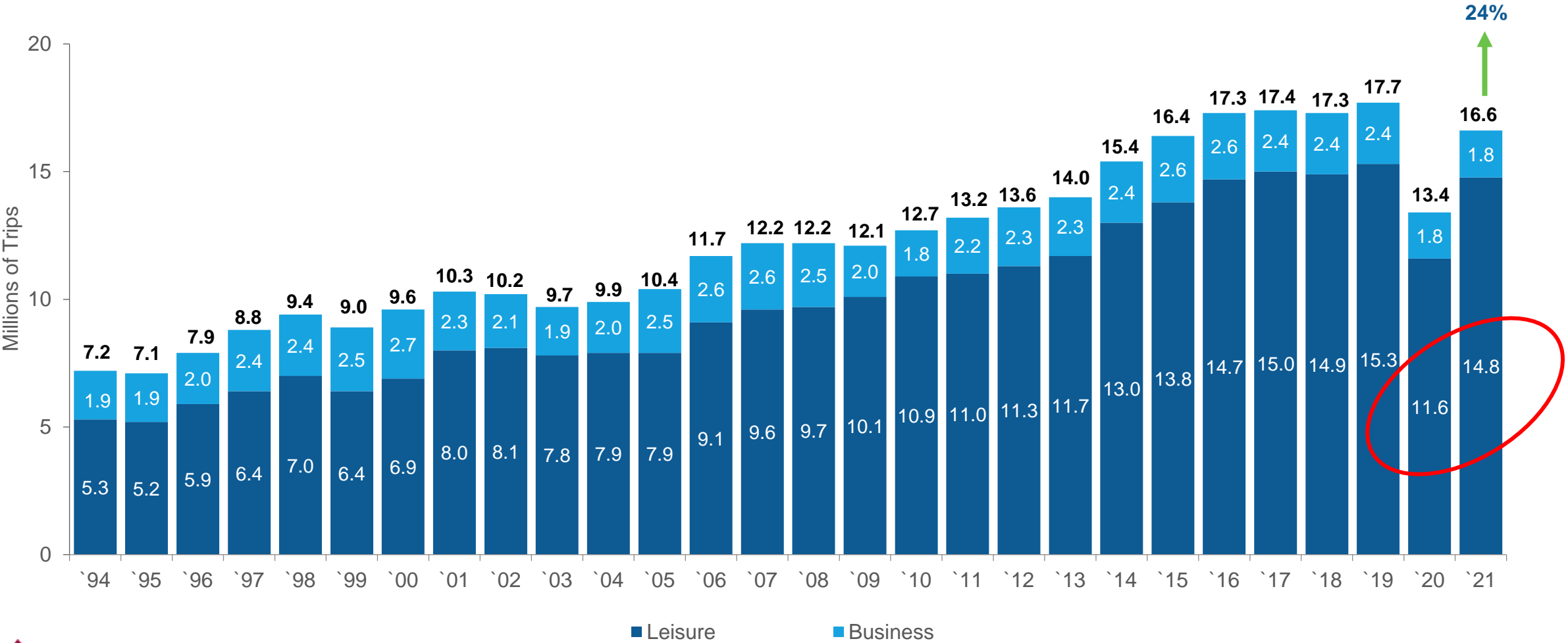
Structure of Denver's Travel Market

Base: 2021 Person-Trips



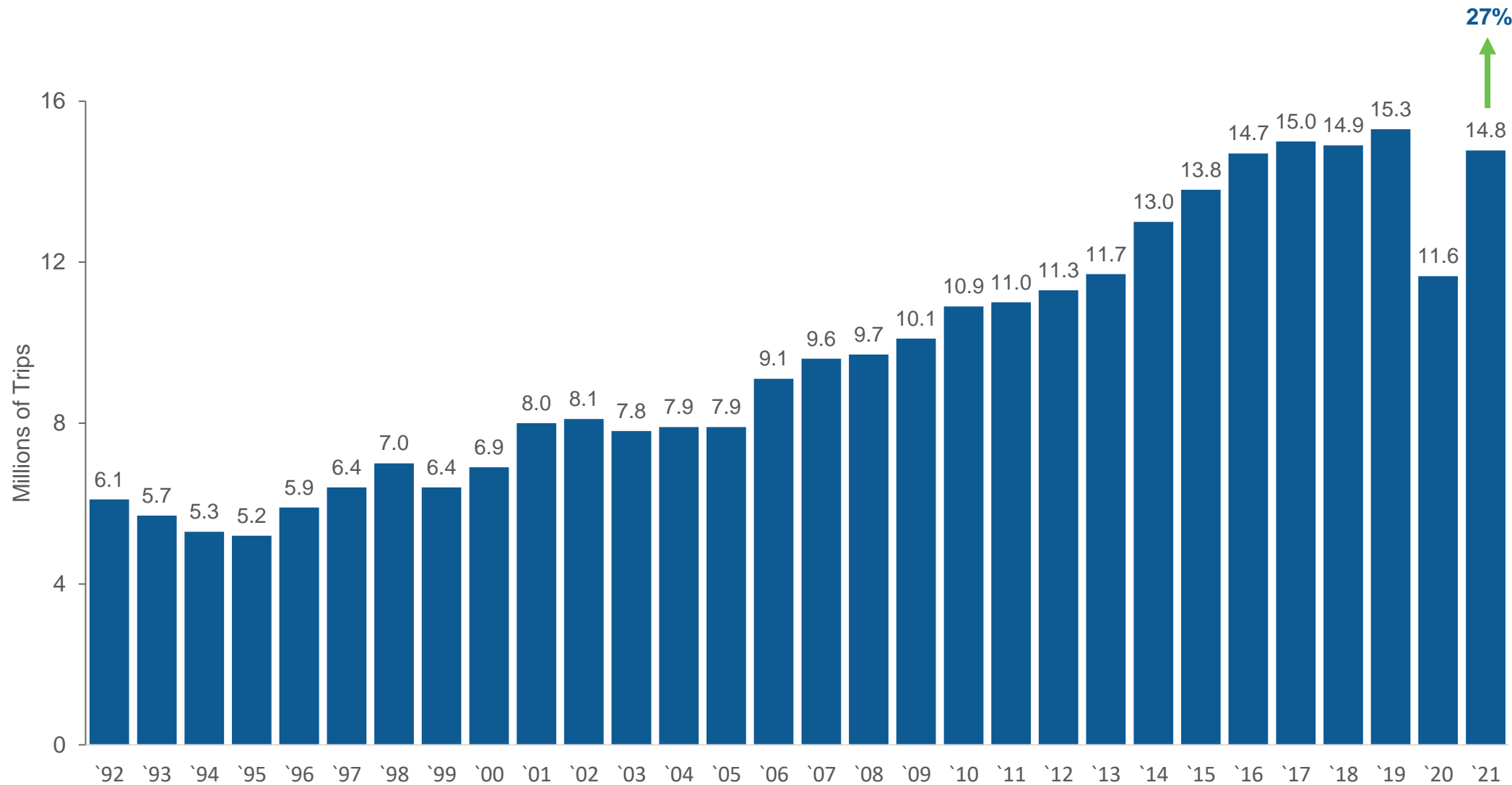
Structure of Denver's Overnight Travel Market

Base: 2021 Overnight Person-Trips



Overnight Leisure Trips to Denver

Base: 2021 Overnight Leisure Person-Trips

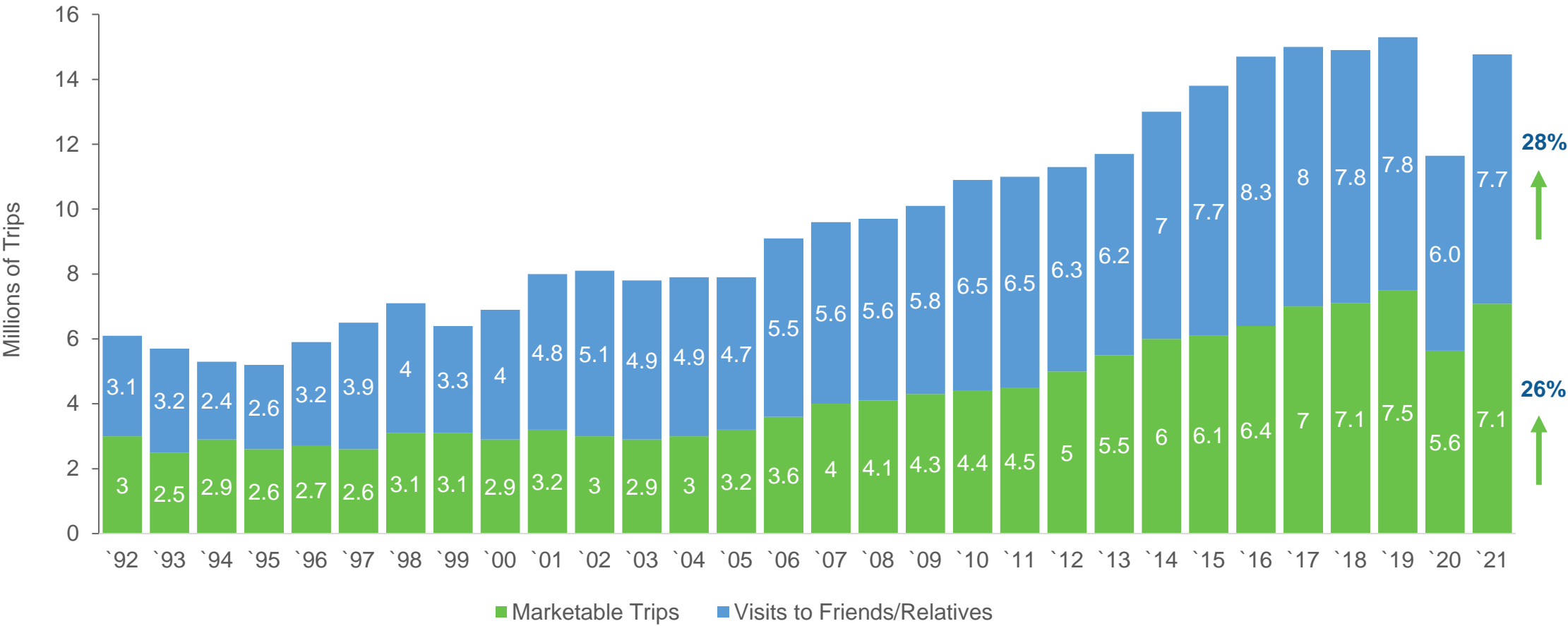


27%

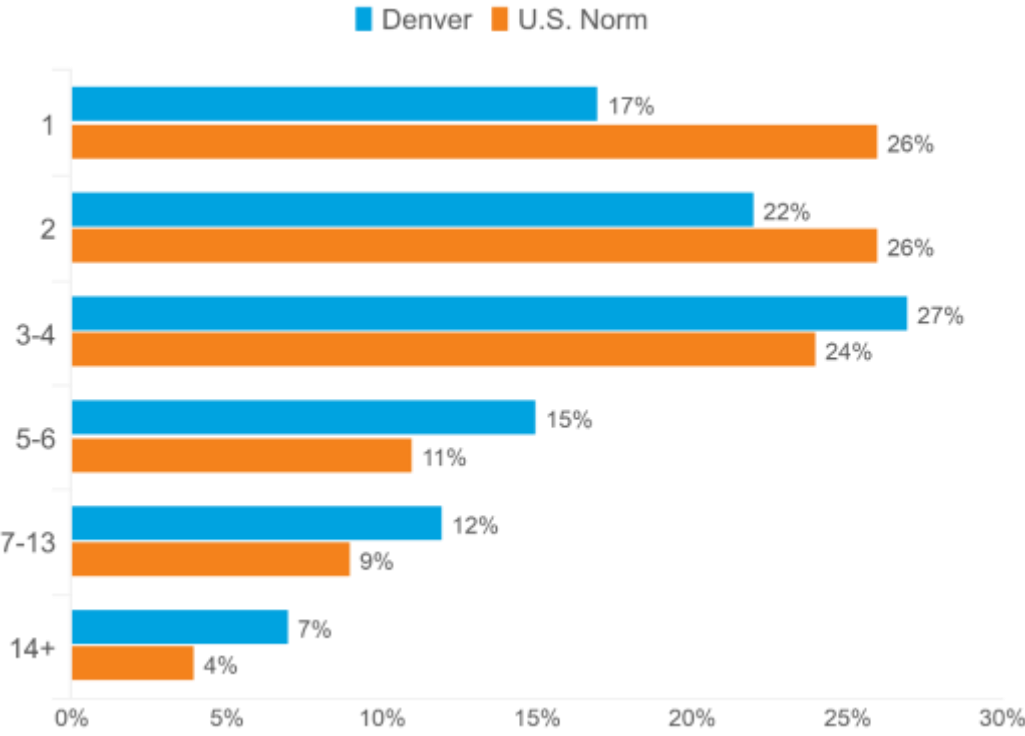


Structure of Denver's Overnight Leisure Travel Market

Base: 2021 Overnight Leisure Person-Trips



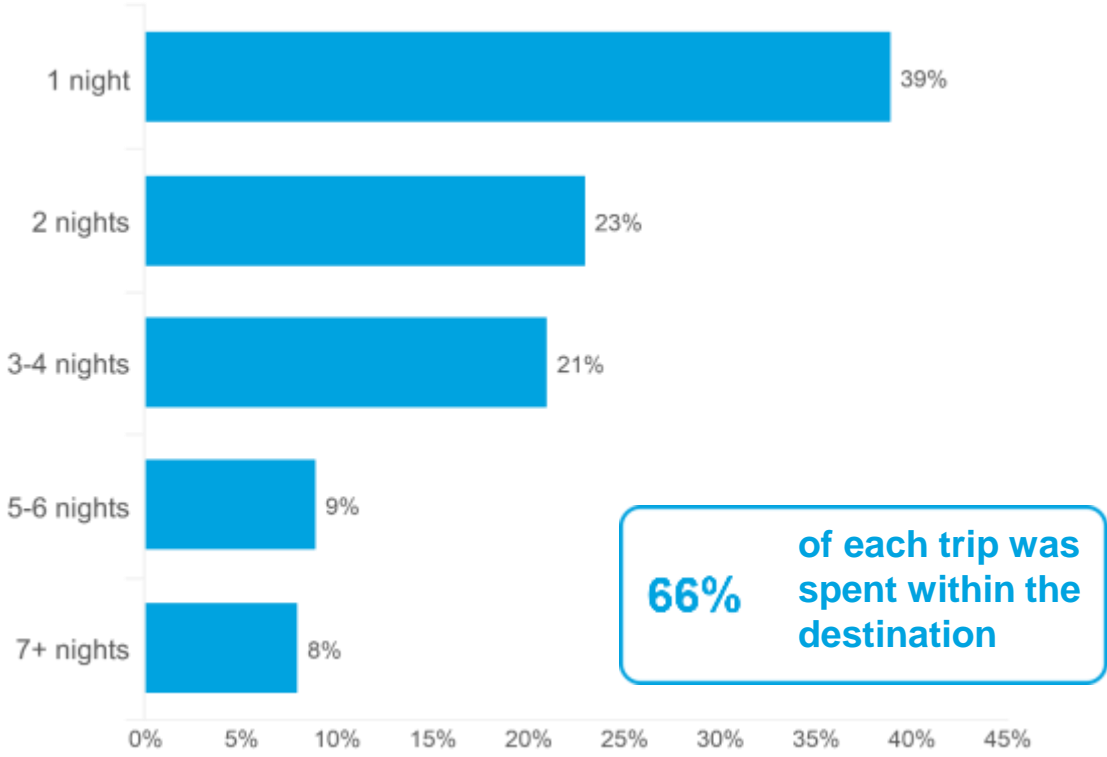
Total Nights Away on Trip



Denver
4.8
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Denver



66% of each trip was spent within the destination

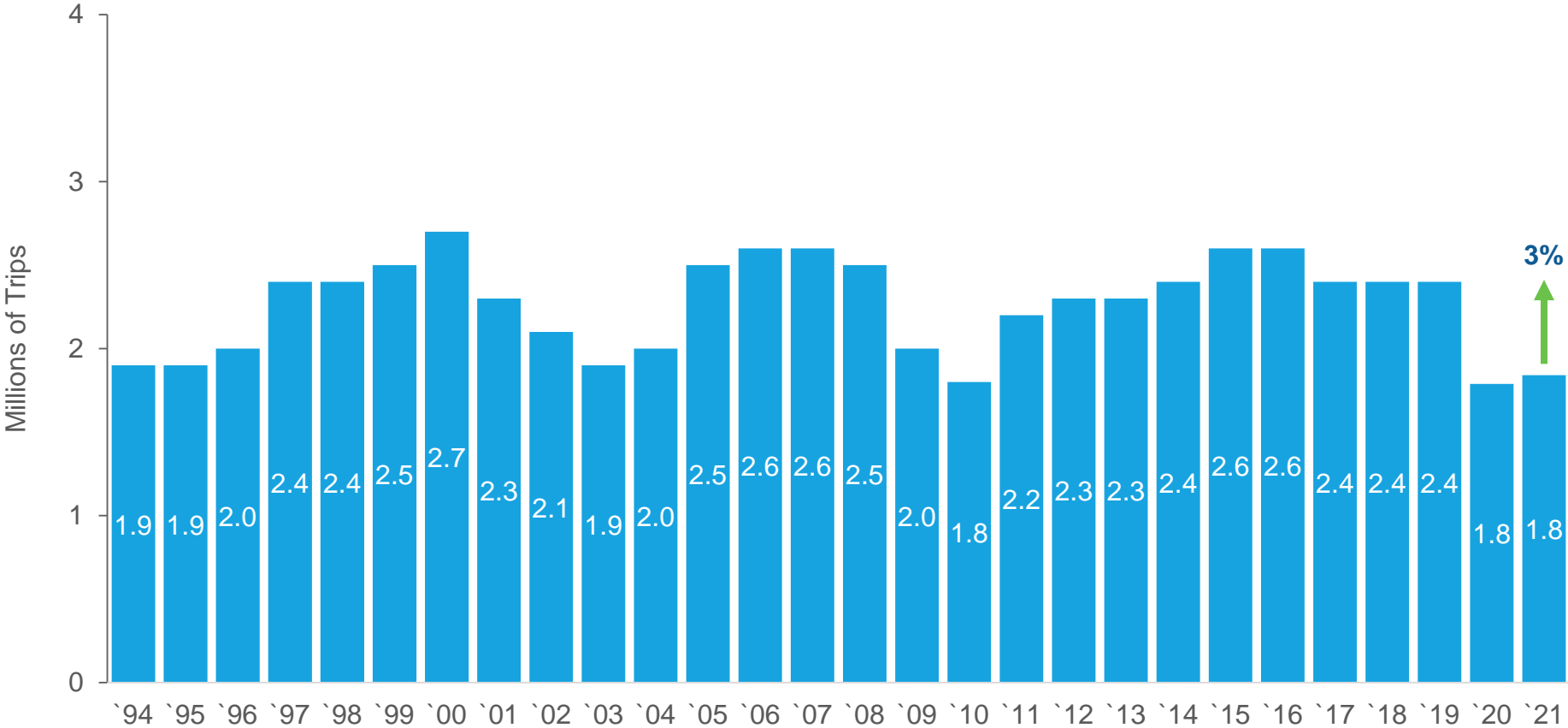
Average number of nights
3.1

Average last year
2.9



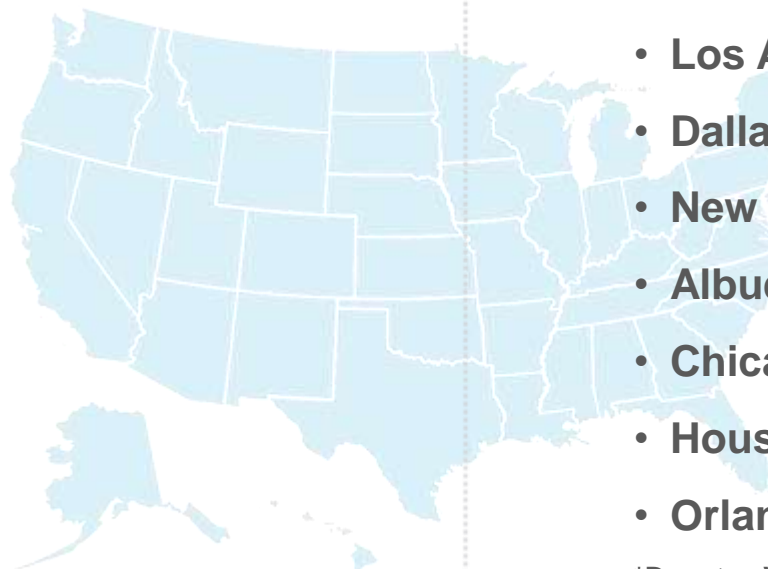
Overnight Business Trips to Denver

Base: 2021 Overnight Business Person-Trips



Top Feeder States (not Colorado)

- Texas – 11%
- California – 10%
- Florida – 6%
- Arizona – 3%



Top Feeder Cities (not Colorado)

- Los Angeles, CA – 5%
- Dallas-Ft. Worth, TX* – 3%
- New York, NY – 3%
- Albuquerque-Santa Fe, NM* – 2%
- Chicago, IL* – 2%
- Houston, TX* – 2%
- Orlando-Daytona Beach-Melbrn, FL – 2%

*Denotes VISIT DENVER advertising market



Season of Trip Total Overnight Person-Trips

Base: 2021 Overnight Person-Trips

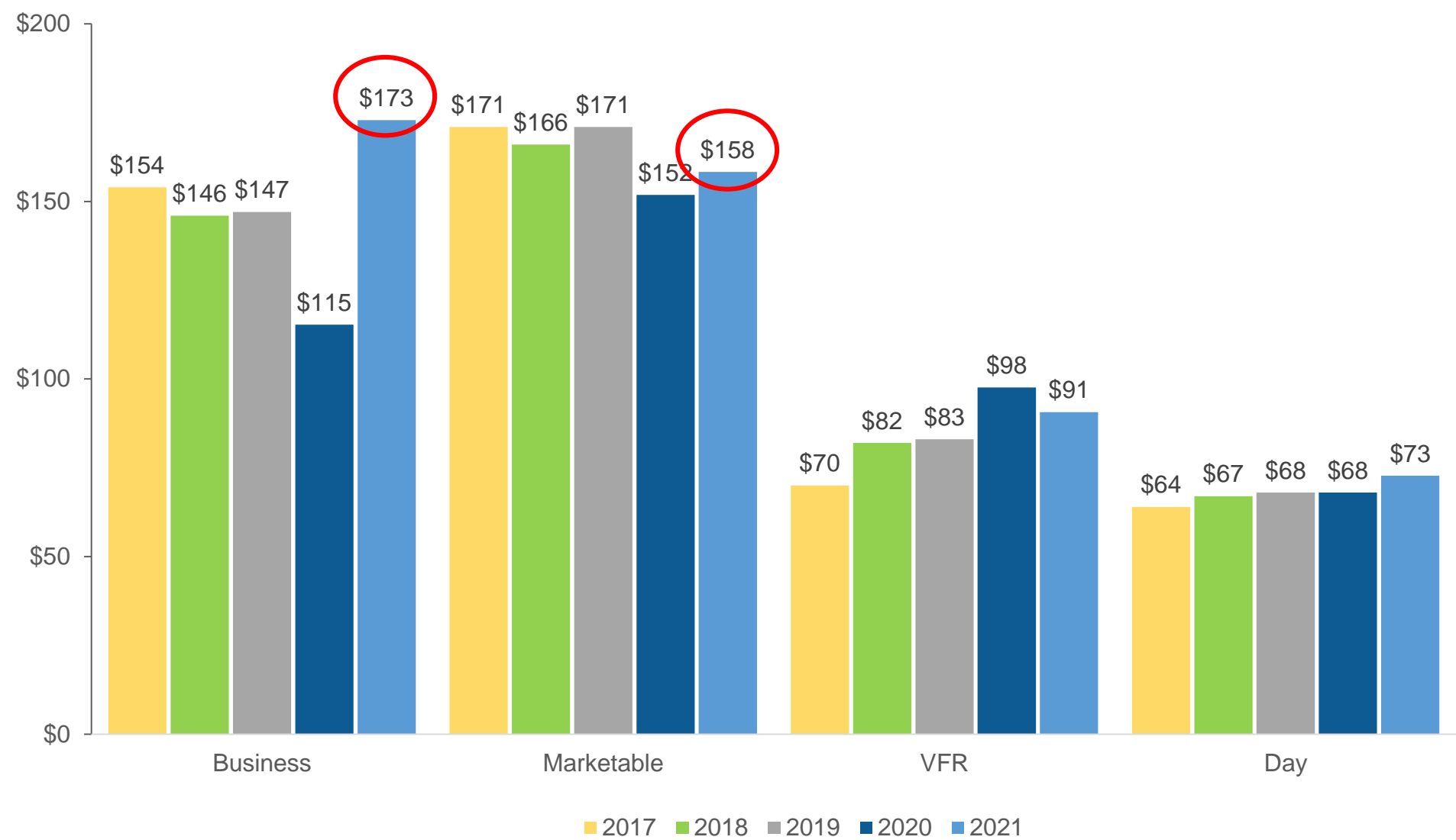
Past Visitation to Denver

79% of overnight travelers to Denver are repeat visitors

52% of overnight travelers to Denver had visited before in the past 12 months

Average Daily Expenditures — Per Visitor

Base: 2021 Person-Trips



Domestic Overnight Expenditures - by Sector

Total Spending
\$ 5.528 Billion

+29.1% vs. last year



Lodging	28%	\$1,535 Million
Transportation at Destination	33%	\$1,823 Million
Restaurant Food & Beverage	18%	\$974 Million
Retail Purchase	13%	\$700 Million
Recreation/Entertainment	9%	\$497 Million

vs. last year

+31.4%

+26.9%

+33.1%

+23.4%

+31.0%

Average Per Person Expenditures on Domestic Overnight Trips - by Sector

Average Per Person: **\$ 333**

Last year: \$319



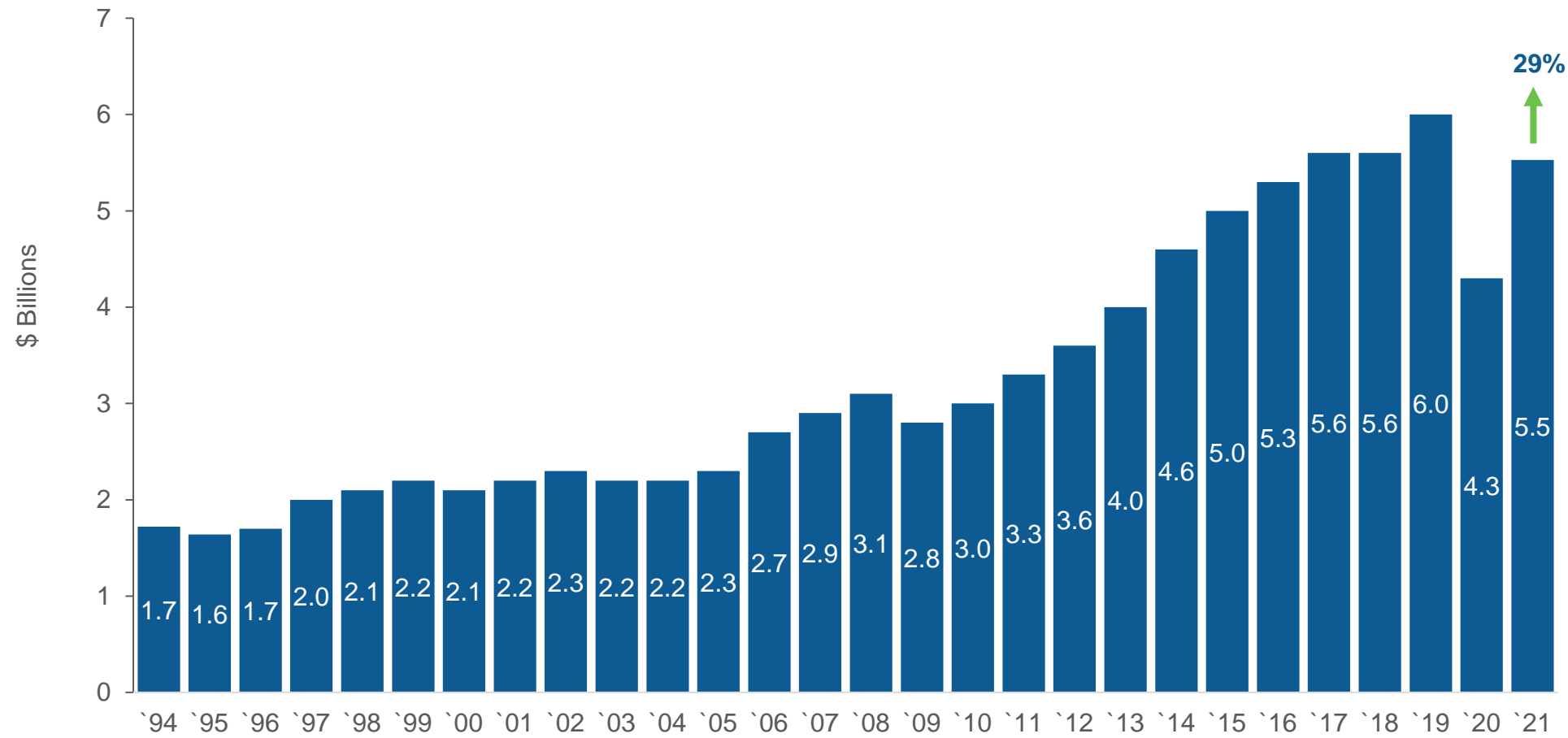
Average Per Person:

Leisure \$325

Business \$426

Total Travel Spending in Denver — Overnight Trips

Base: 2021 Overnight Person-Trips



29%



5.5

4.3

6.0

5.6

5.6

5.3

5.0

4.6

4.0

3.6

3.3

3.0

2.8

3.1

2.9

2.7

2.3

2.2

2.2

2.2

2.1

2.2

2.1

2.2

2.3

2.2

2.2

1.7

1.6

1.7

2.0

2.1

2.2

2.1

2.2

2.3

2.2

2.2

2.3

2.7

2.9

3.1

2.8

3.0

3.3

3.6

4.0

4.6

5.0

5.3

5.6

5.6

6.0

4.3

5.5

29%

Green arrow pointing up

Base: 2021 Overnight Person-Trips

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

Denver

The Mile High City

Longwoods International

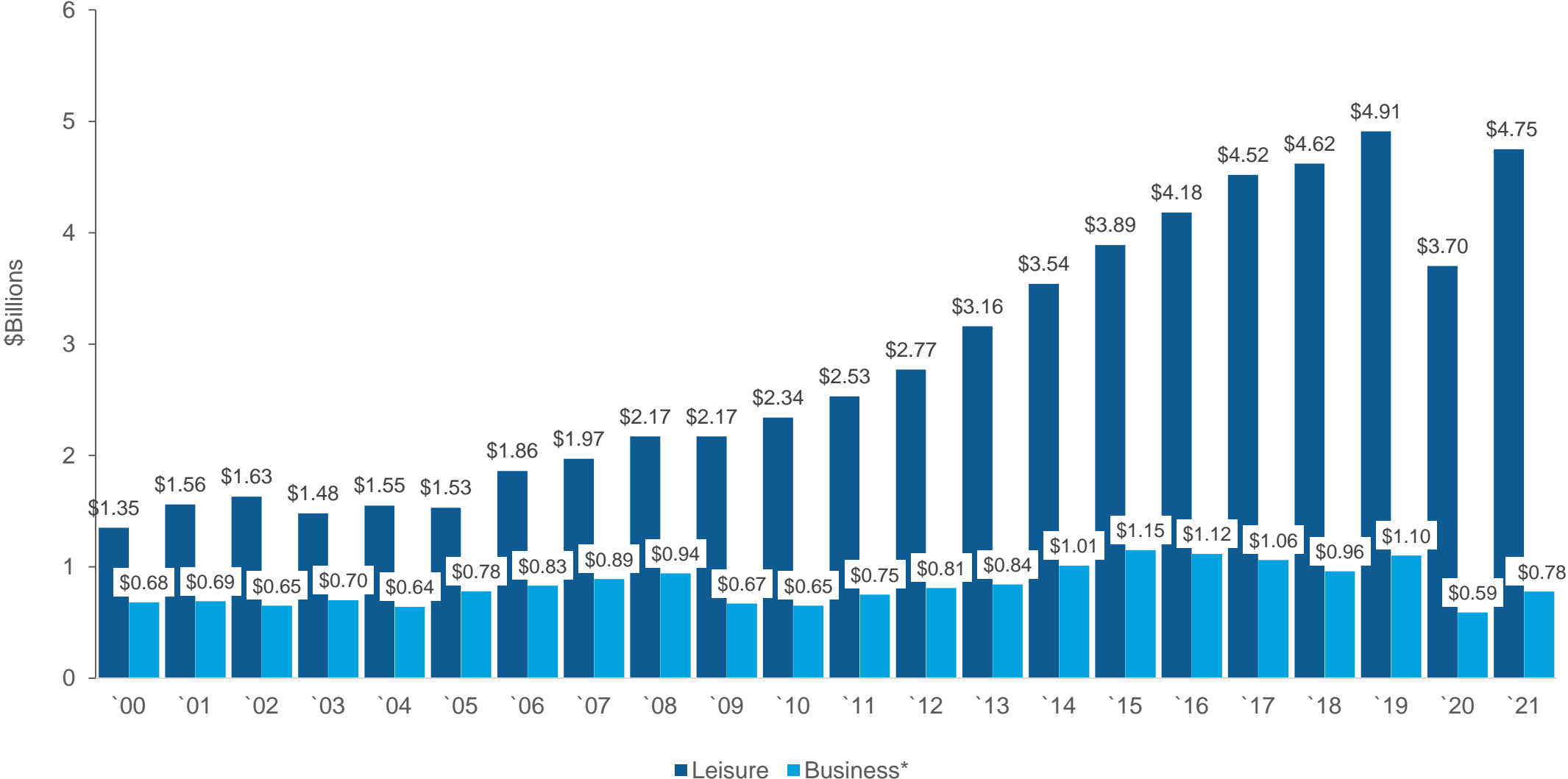
Denver

The Mile High City

Longwoods International

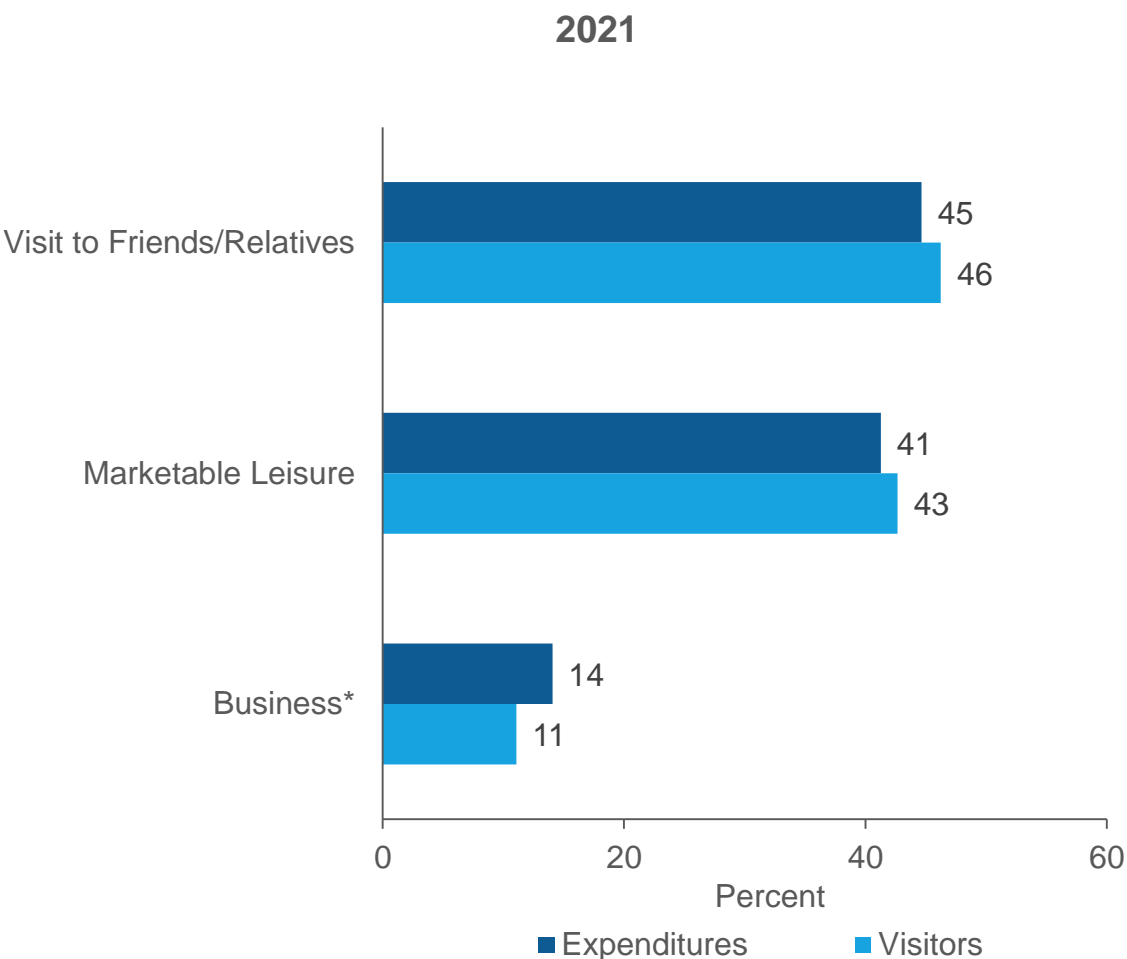
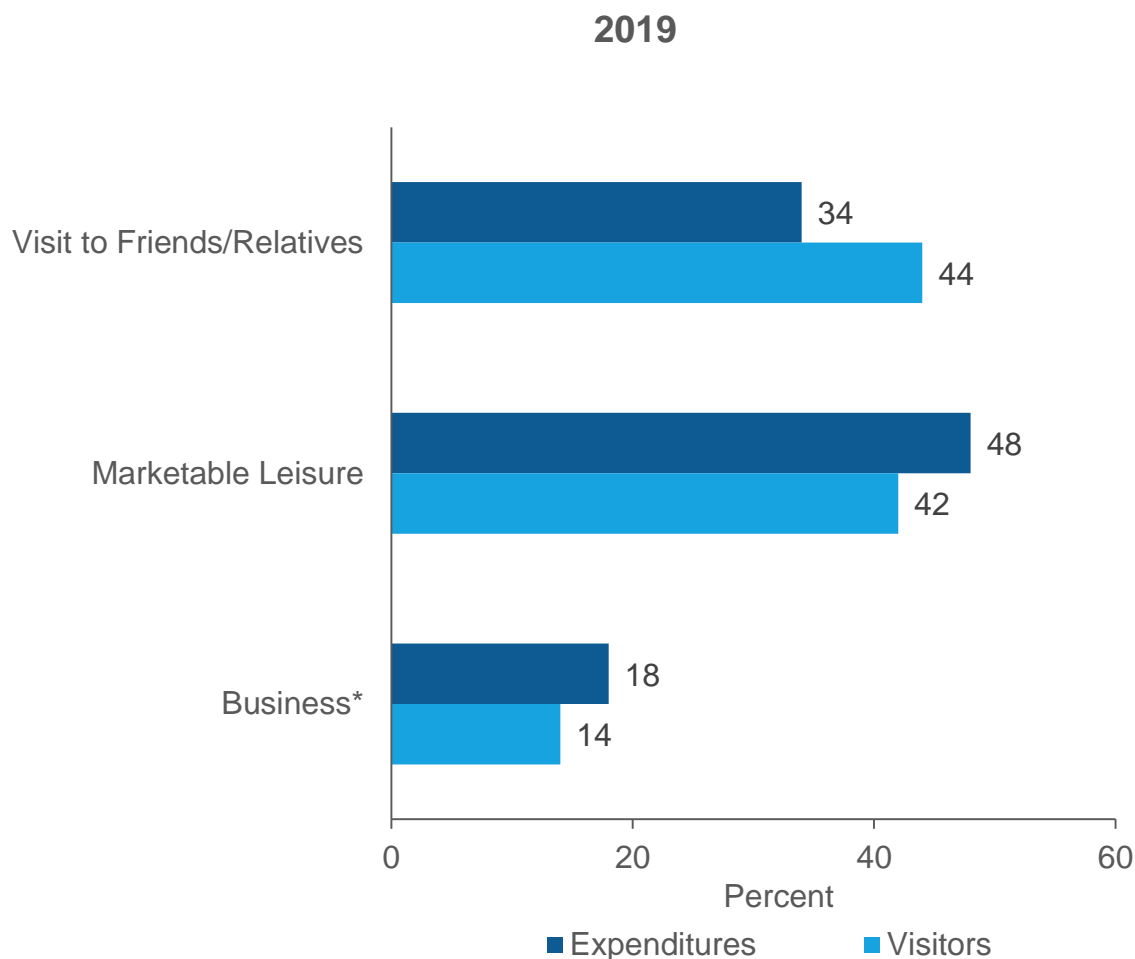
Total Travel Spending in Denver — Overnight Trips: Leisure v. Business

Base: 2021 Overnight Person-Trips



Contribution to Expenditures/Visitor Volumes

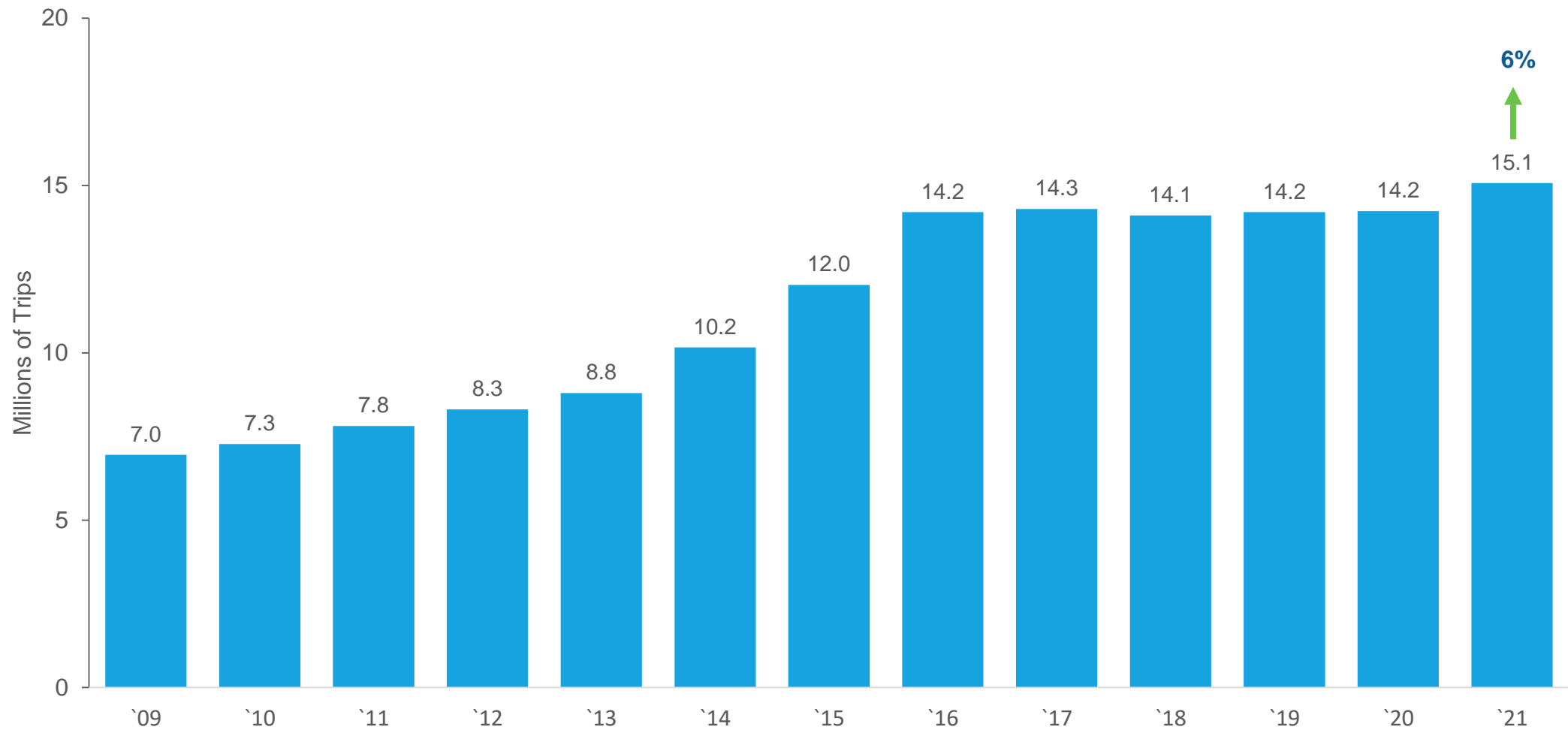
Base: Overnight Person-Trips



78% of VFR market stayed in commercial lodging

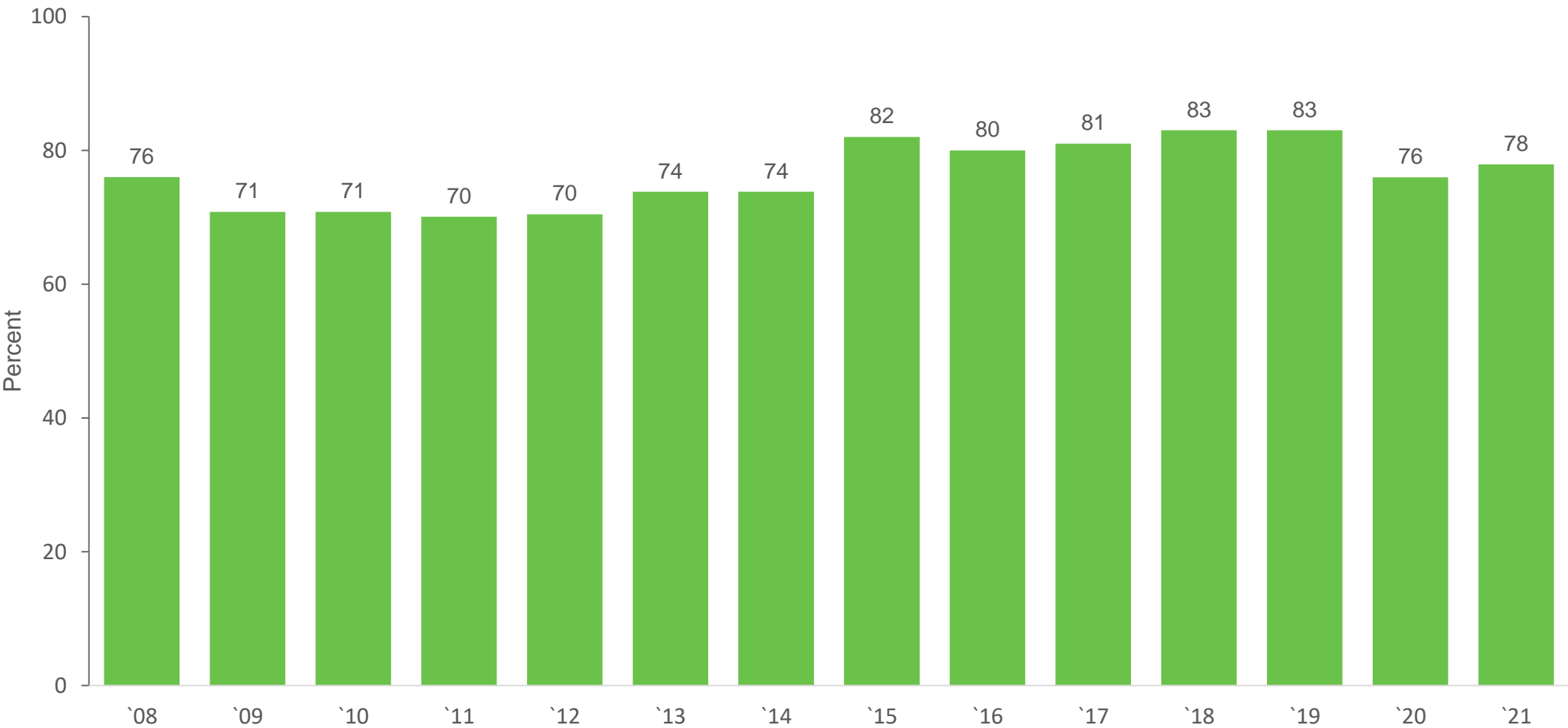
Total Day Trips to Denver: 2009 - 2021

Base: 2021 Day Person-Trips



Overnight Leisure Out-of-State Visitors: 2008 - 2021

Base: 2021 Overnight Leisure Person-Trips



Top 2021 Visitor Attractions*

- Red Rocks Park & Amphitheatre
- Denver Art Museum
- Denver Zoo
- Colorado Rockies
- Water World
- Denver Botanic Gardens
- Elitch Gardens Theme & Water Park
- Downtown Aquarium
- Colorado State Capitol
- Denver Broncos
- Denver Museum of Nature & Science/IMAX Theater
- Buffalo Bill's Museum/Grave
- Denver Nuggets
- Butterfly Pavilion
- History Colorado Center
- Colorado Railroad Museum
- Children's Museum of Denver
- Colorado Avalanche
- Colorado Rapids
- Museum of Contemporary Art (MCA)

*Based on survey responses

Top 2021 Shopping/Entertainment Areas*

- 16th Street Mall
- Cherry Creek
- Denver Pavilions
- Denver Union Station
- Park Meadows Retail Resort
- Larimer Square

*Based on survey responses



88%
of overnight travelers were
very satisfied or somewhat
satisfied with their overall trip
experience



Quality of accommodations



Quality of food



Sightseeing/attractions



Friendliness of people



Cleanliness



Value for money



Safety/security

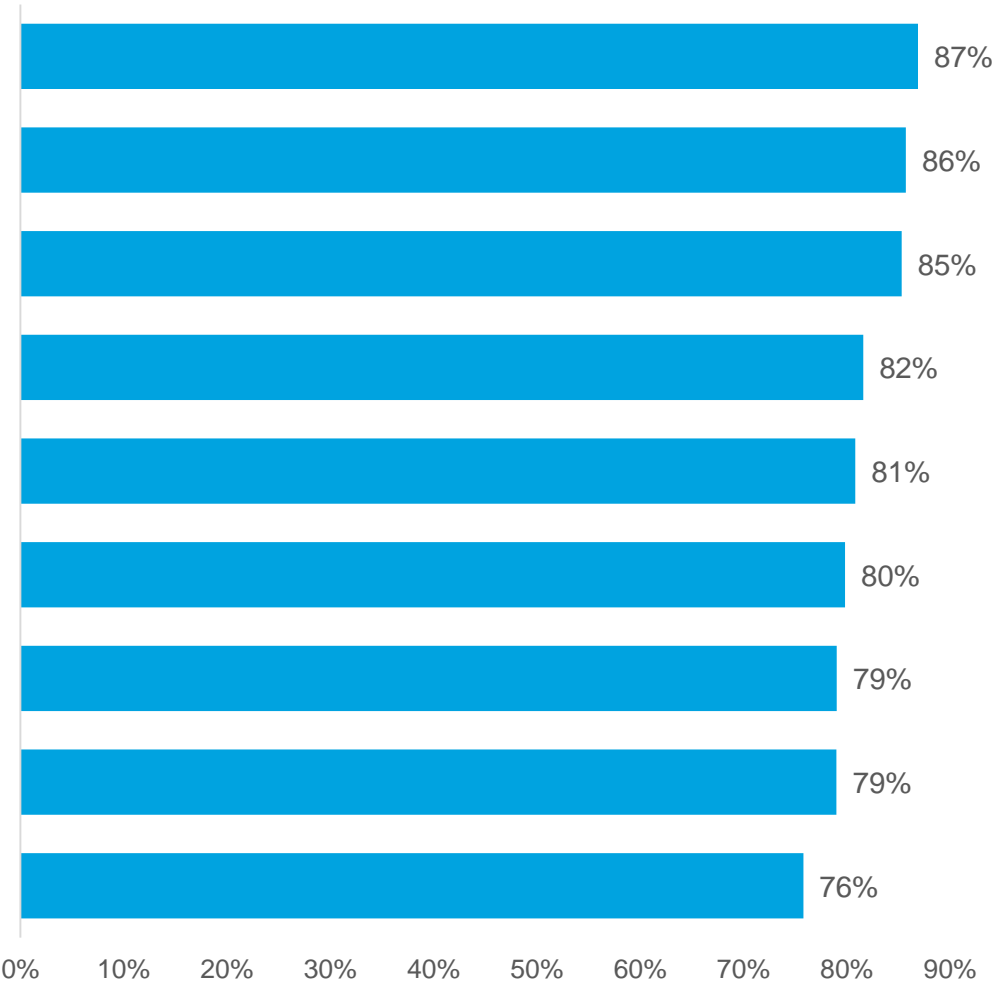


Music/nightlife/entertainment



Public transportation

% Very Satisfied or Somewhat Satisfied with Trip





VISIT DENVER 2021 Summer Advertising ROI Results

JUNE 22, 2022



Denver: 2021 Campaign Creative Overview: “You Deserve Some Denver”

Non-Family Millennials



Families



Non-Family Boomers



Events (Regional Only)



**Ad Campaign
Investment**



1.2M

**Incremental
Trips**

\$338M

**Incremental Visitor
Spending**

\$38M

**Incremental
State + Local Taxes**

**\$1 in
Advertising
Investment**



\$151

Spending ROI

\$17

Tax ROI

Every \$1 invested in the 2021 VISIT DENVER summer advertising campaign generated \$151 in direct visitor spending and \$17 in taxes

On the Rebound!



Despite ongoing challenges, the Tourism industry stepped up in 2021, particularly in leisure market.



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



2022 headwinds: group & business travel, inflation, workforce, international visitors are a long ramp-up.

THANK YOU!

