



# VISIT DENVER 2025 RESIDENT SURVEY



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# METHODOLOGY



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## Statistically Valid Survey

Paper survey packets and postcards were mailed to a random sample of households in Denver, with the option to mail back or complete online. The online survey was available in both English and Spanish.

# 773

## Total Surveys Completed

*10.3% Response  
+/- 3.6% Margin of Error*



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**YOU ARE INVITED TO  
PARTICIPATE IN THE  
DENVER RESIDENT  
SURVEY!**

**We want to hear from you!**  
Please participate in the official  
2024 Resident Survey.

Complete the survey for a chance to win one of  
three \$100 Visa gift cards.

**7,499 Postcards & Surveys Mailed**

# DISTRICT RESPONSE



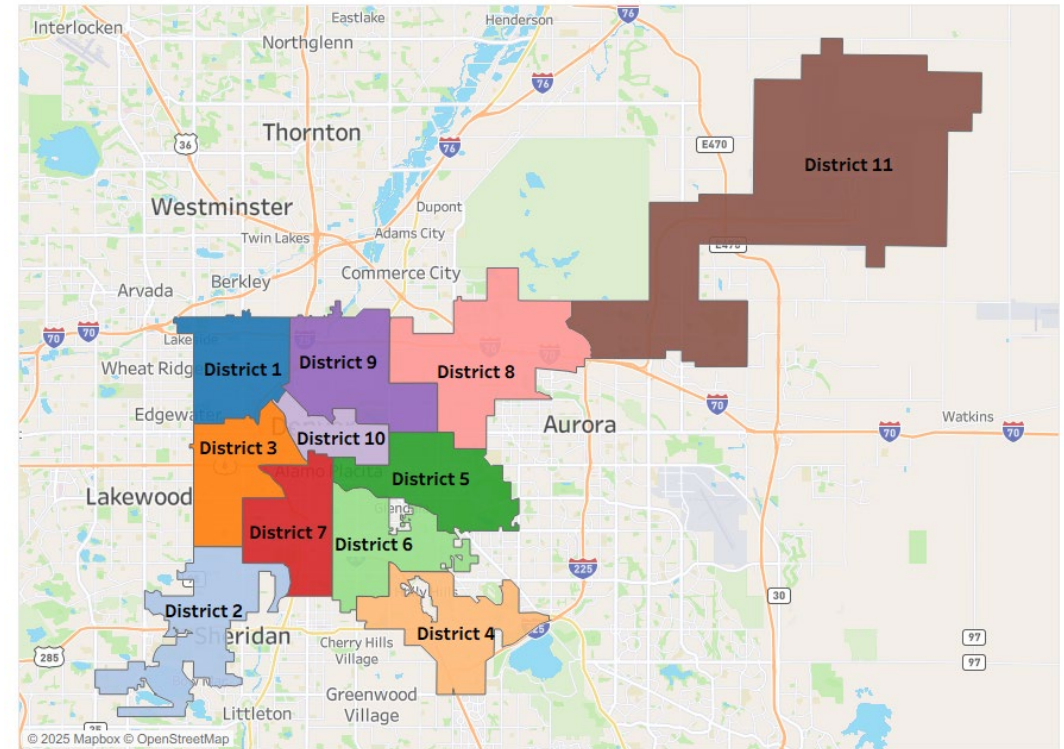
**Response was robust and evenly distributed across the 11 Denver Districts.**

City and County of Denver Council District

	2024	2025
1	16%	9%
2	7%	9%
3	5%	9%
4	9%	9%
6	8%	10%
7	9%	10%
8	10%	8%
9	12%	8%
10	11%	9%
11	5%	10%
n=	619	784

Source: RRC | 2025 Denver Resident Survey

Denver City Council Districts



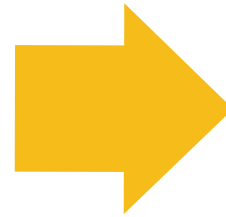
# WEIGHTING THE DATA



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# 1

Responses are weighted to match Denver demographics as measured by the US Census American Community Survey (2023).



# 2

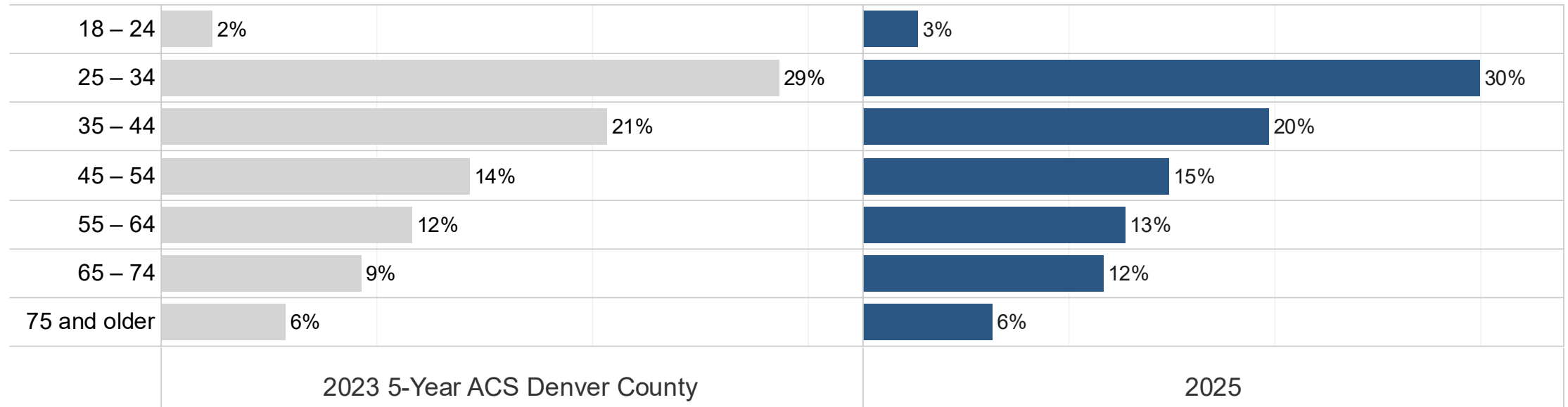
This ensures that combined survey results are representative of the age, income, work status and ethnicity of Denver residents.

# AGE DISTRIBUTION



After weighting, the age distribution of respondents closely tracks the Census numbers.

Which category includes your age?

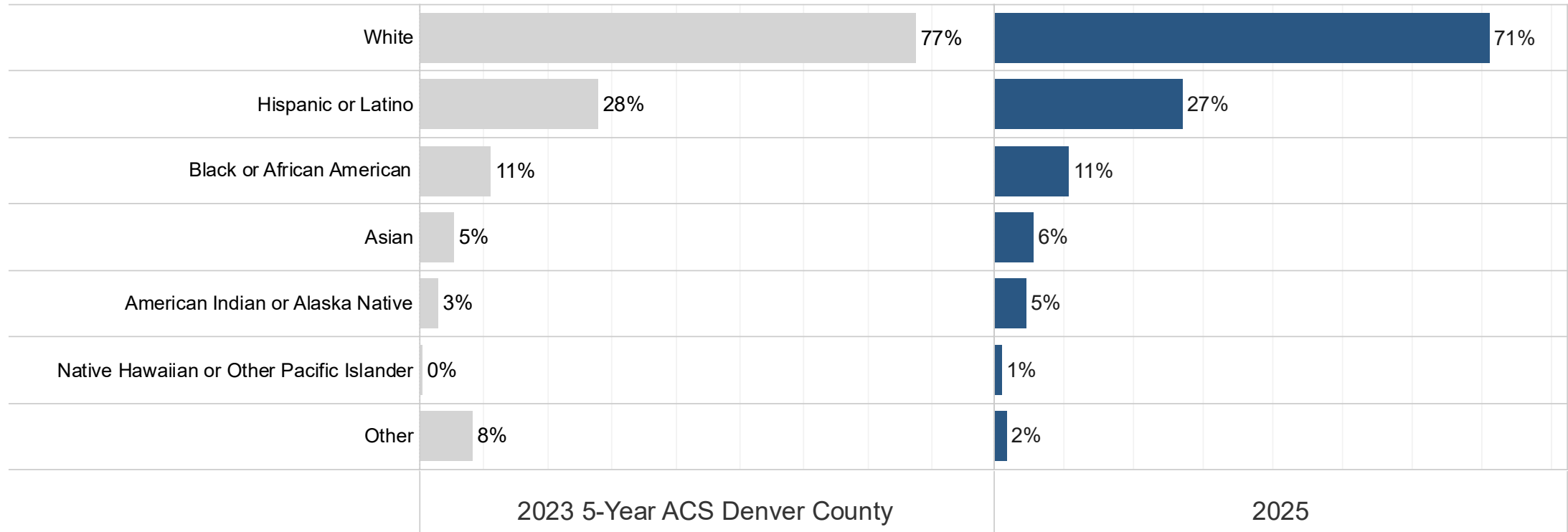


# RACE & ETHNICITY



## Respondent ethnicity aligns with the Census breakout for Denver.

Which race(s) or ethnicity(ies) do you most identify with? (Please select all that apply)





**QUALITY OF LIFE IN DENVER**

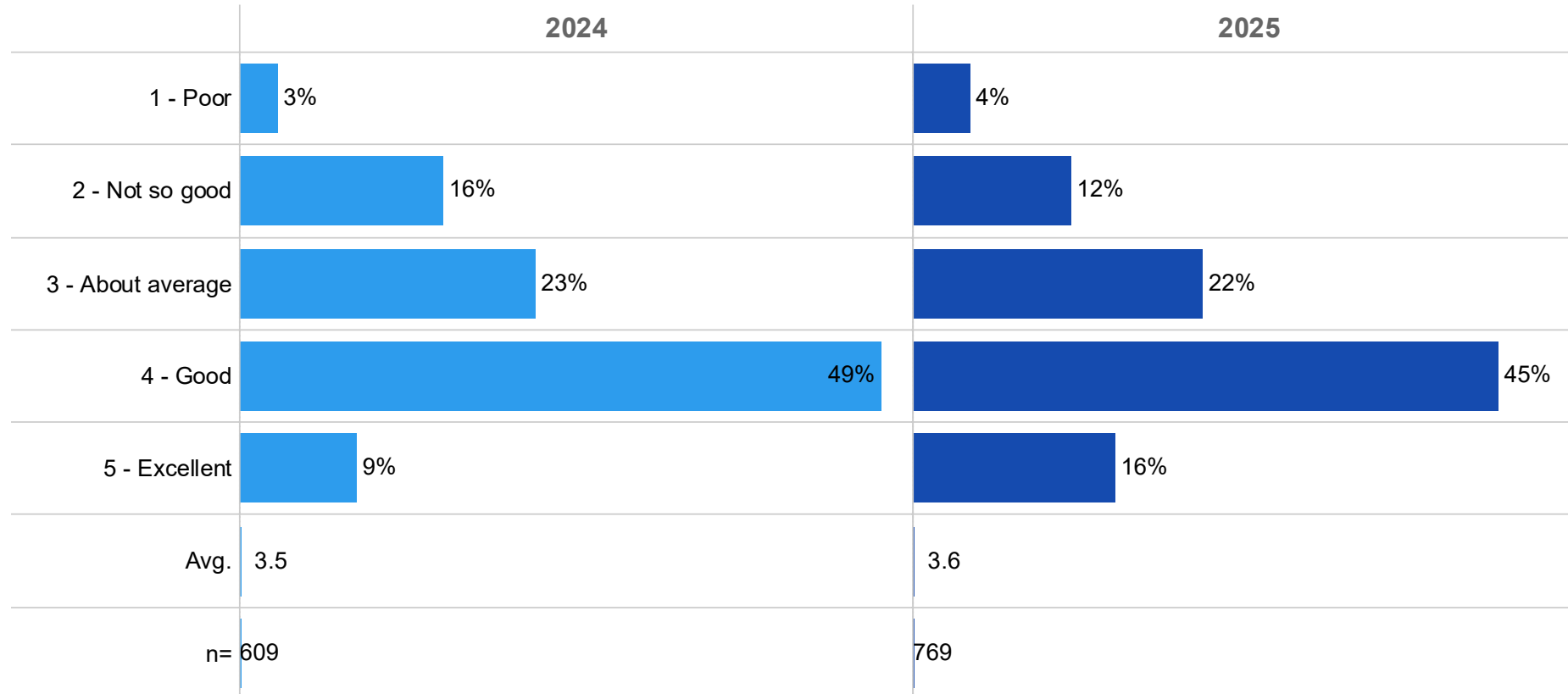
# OVERALL RATING OF QUALITY OF LIFE



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Quality of life edged up slightly from 2024 to 3.6 on a 5-point scale. Those rating it below average dropped from 19% to 16% while the “Excellent” rating grew to 16% from 9%.

How would you rate the overall quality of life in Denver?



# OVERALL RATING OF QUALITY OF LIFE BY AGE

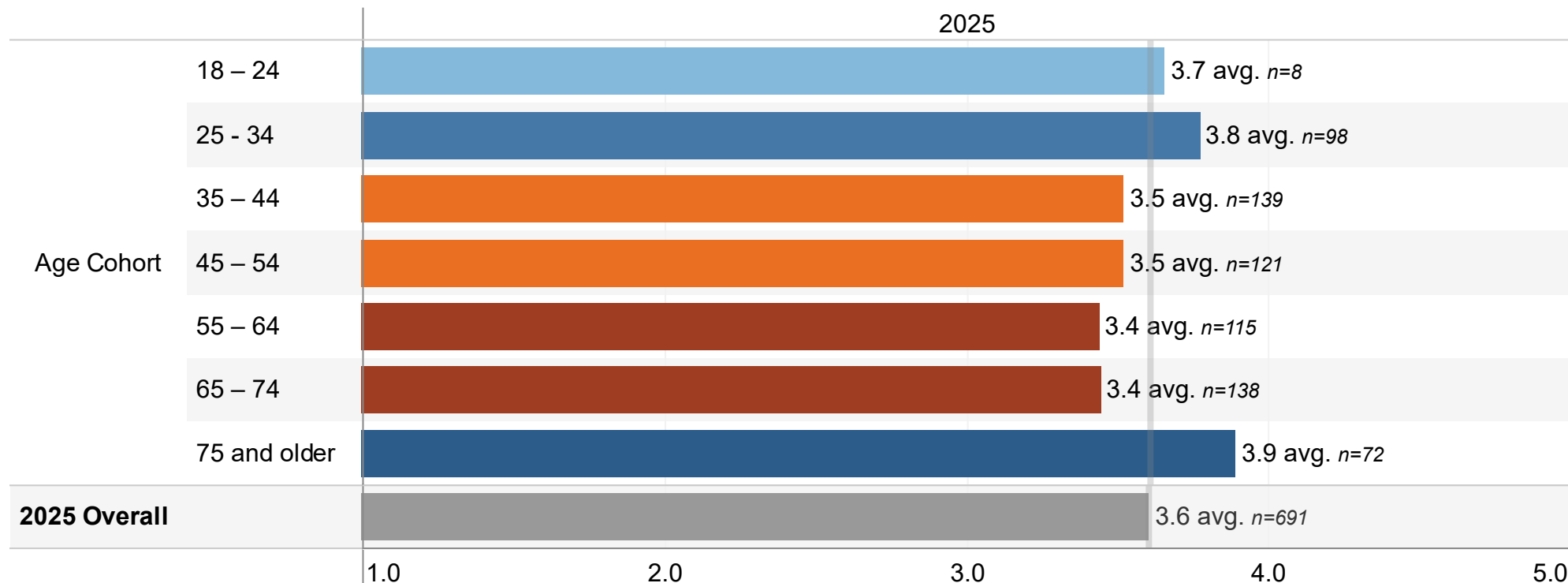


Downtown Denver Partnership

Interestingly, younger people (18-34) and the oldest group (75+) rate Denver the highest in terms of Quality of Life. Those from 55 to 74 gave the lowest ratings.

How would you rate the overall quality of life in Denver?

2025 average rating on a scale from 1 to 5, where 1 = Poor and 5 = Excellent



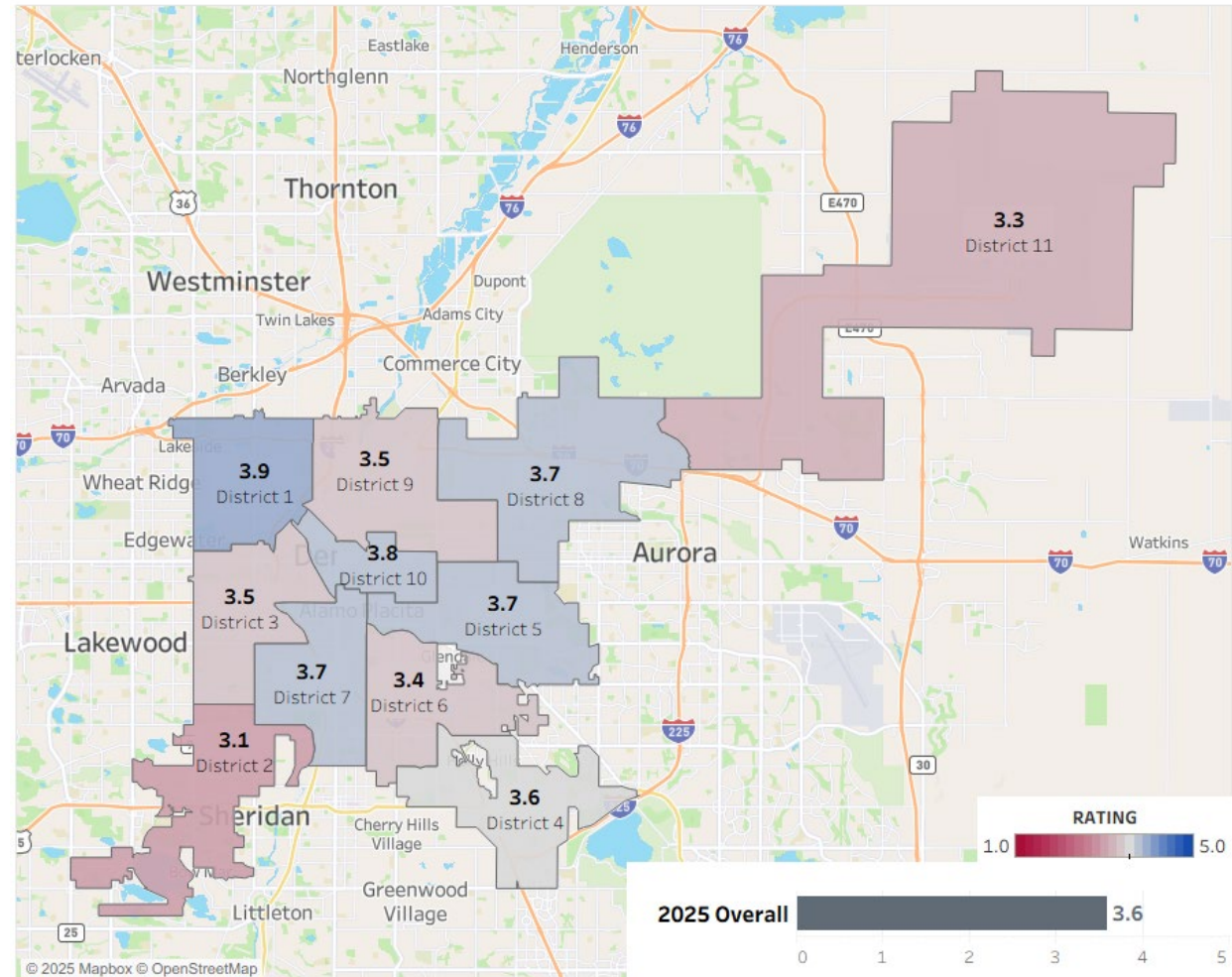
# OVERALL RATING OF QUALITY OF LIFE BY COUNCIL DISTRICT



Downtown Denver Partnership

How would you rate the overall quality of life in Denver?  
2025 average rating on a scale from 1 to 5, where 1 = Poor and 5 = Excellent

Residents in northwest Denver and downtown gave the highest QOL rating while District 2 (southwest) gave the lowest score for the city.



# THE BIG ISSUES IN DENVER

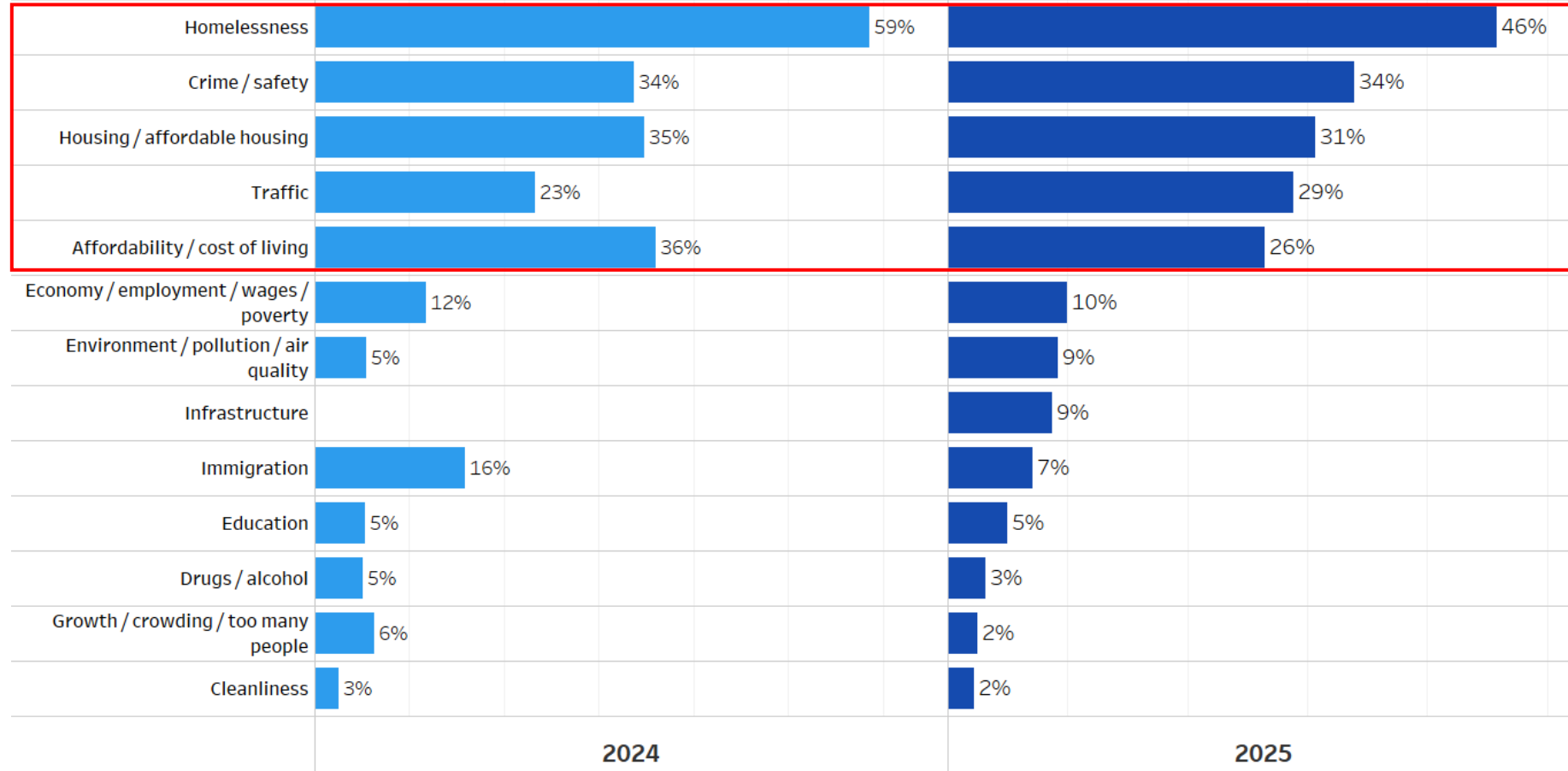
## OPEN-ENDED RESPONSES



Downtown Denver Partnership

- The top issue facing residents continues to be homelessness, though it dropped from last year.
- Immigration, and cost of living were also down this year. Traffic, infrastructure and environmental concerns increased.

What do you feel are the 3 most important issues currently facing Denver?

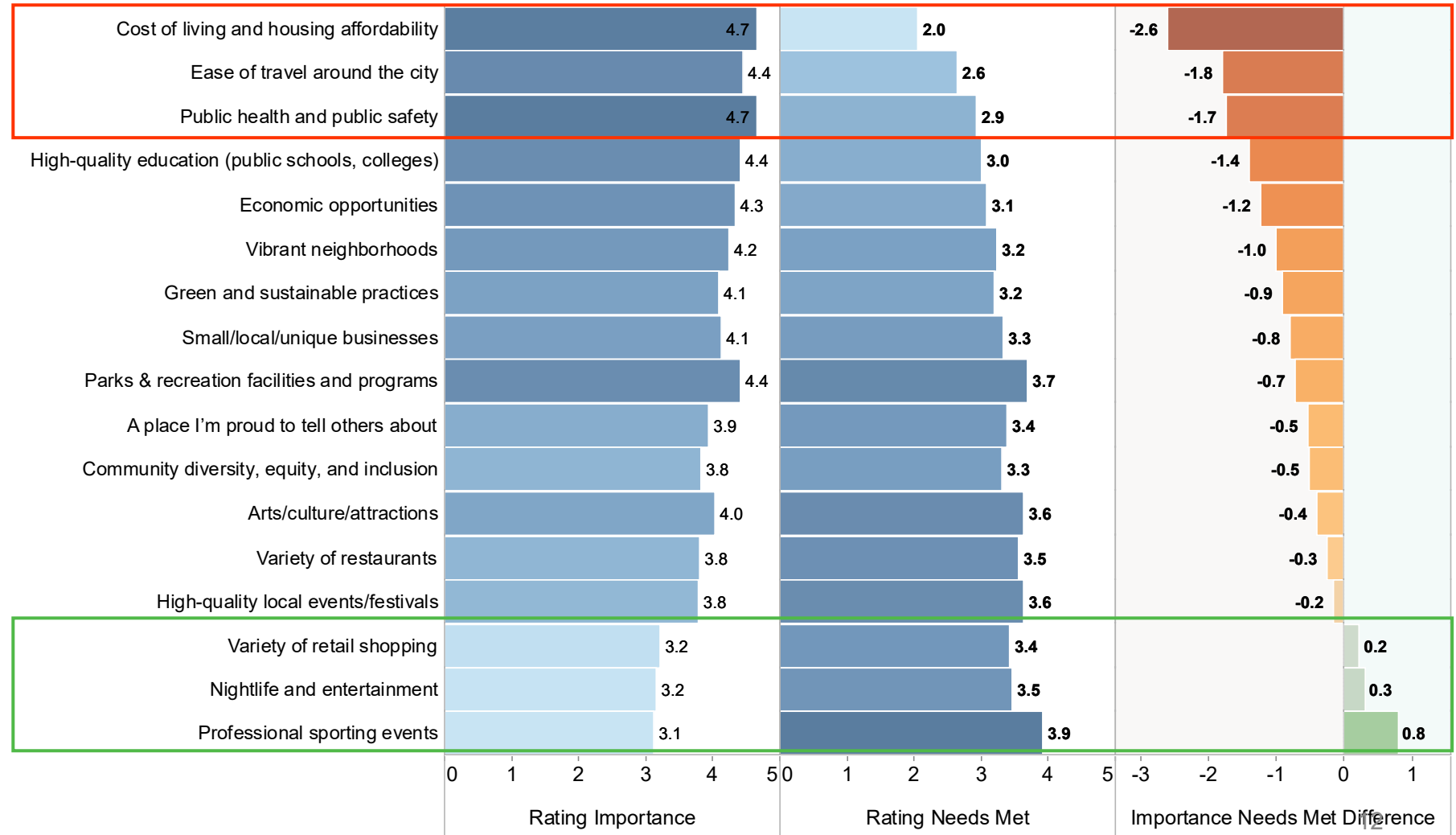


# IMPORTANCE/NEEDS MET 2025



Difference Between Average Rating for Meeting the Needs and Average Importance Rating 2025

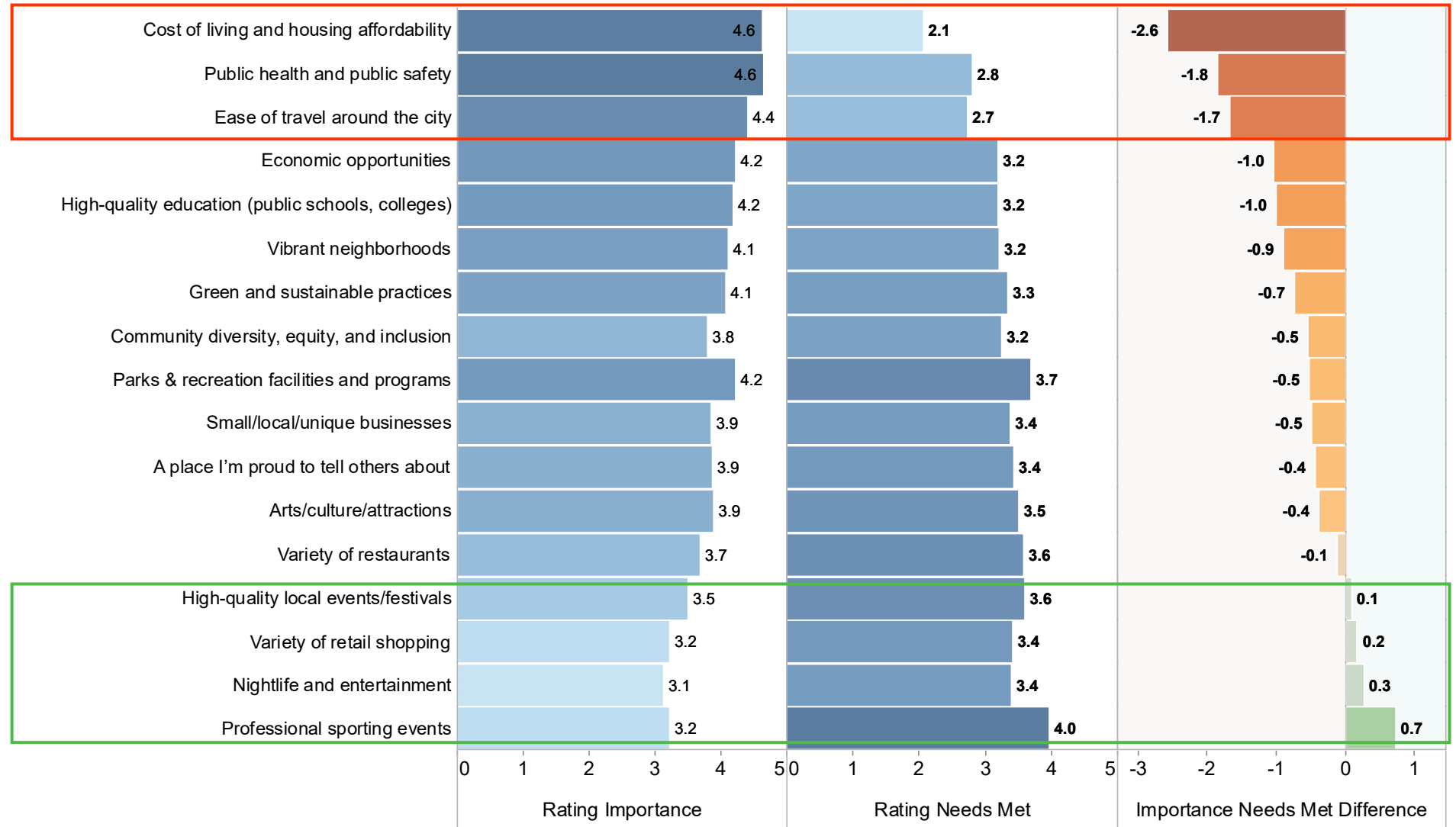
- **Housing, safety and getting around are the top needs to address more urgently.**
- **Shopping, sports and entertainment are strengths of living in Denver – though less important QOL factors.**



# IMPORTANCE/NEEDS MET 2024



Difference Between Average Rating for Meeting the Needs and Average Importance Rating 2024



Both the top and bottom of the scale on priorities vs. needs met are the same from 2024 to 2025.





**DOWNTOWN DENVER**

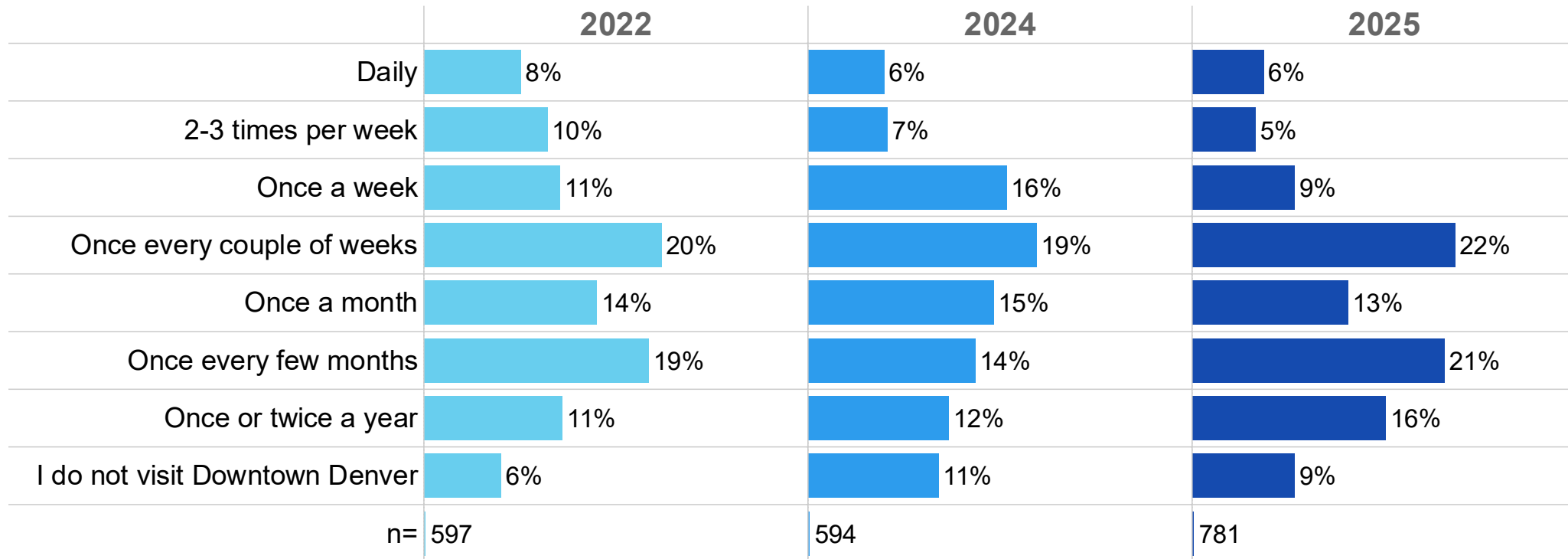
# VISITS TO DOWNTOWN



Downtown Denver Partnership

**Fewer respondents are visiting Downtown regularly in 2025. 55% say they visit at least once a month compared to 63% in 2022 and 2024.**

How often do you typically visit the Downtown area for non-work-related reasons?



Source: RRC | 2025 Denver Resident Survey

# DOWNTOWN EXPERIENCE



**Overall satisfaction with the Downtown experience dropped back to a “below average” rating this year. Those rating it “Good” or “Excellent” dropped from 34% to 21%.**

How would you rate the overall quality of the Downtown Denver experience?

	2022	2024	2025
1 - Poor	12%	8%	21%
2 - Not so good	29%	21%	23%
3 - About average	29%	36%	34%
4 - Good	25%	23%	16%
5 - Excellent	5%	11%	5%
Avg.	2.8	3.1	2.6
n=	576	577	748

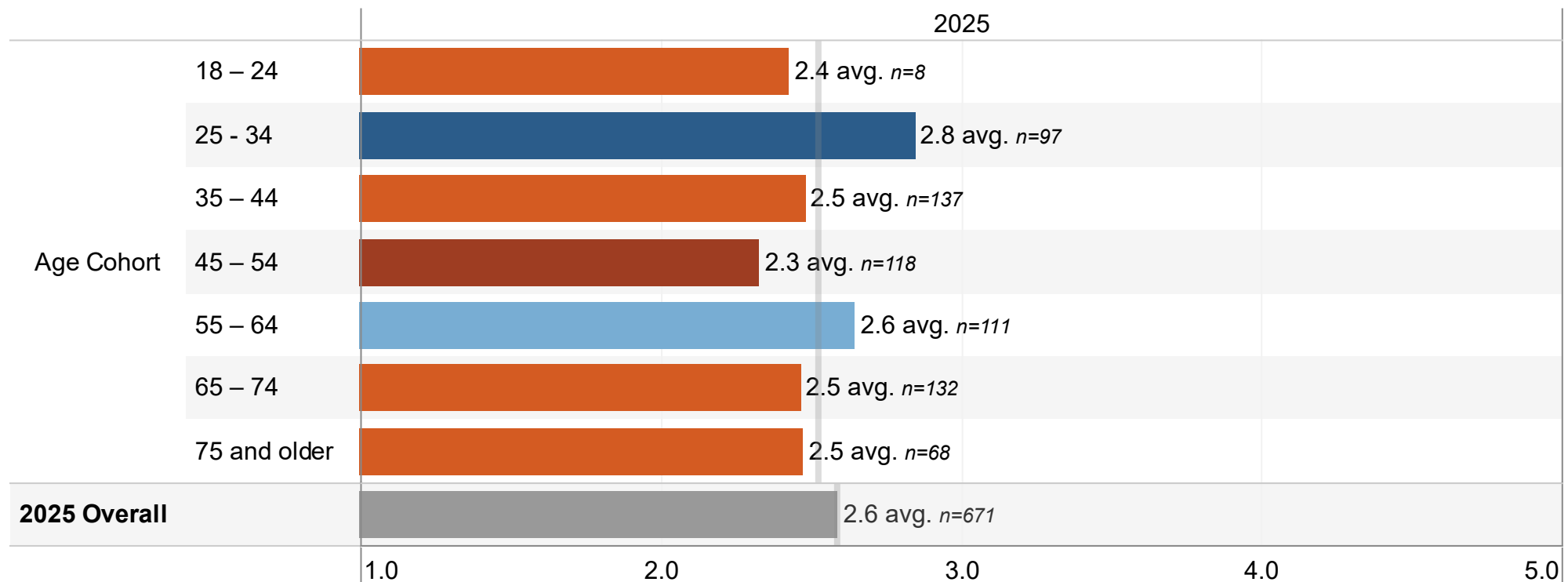
# DOWNTOWN EXPERIENCE BY AGE



**While all age groups rated downtown below average, the most negative score came from those 45-54 years old. The most positive rating was given by the 25-34 age group.**

**How would you rate the overall quality of the Downtown Denver experience?**

2025 average rating on a scale from 1 to 5, where 1 = Poor and 5 = Excellent

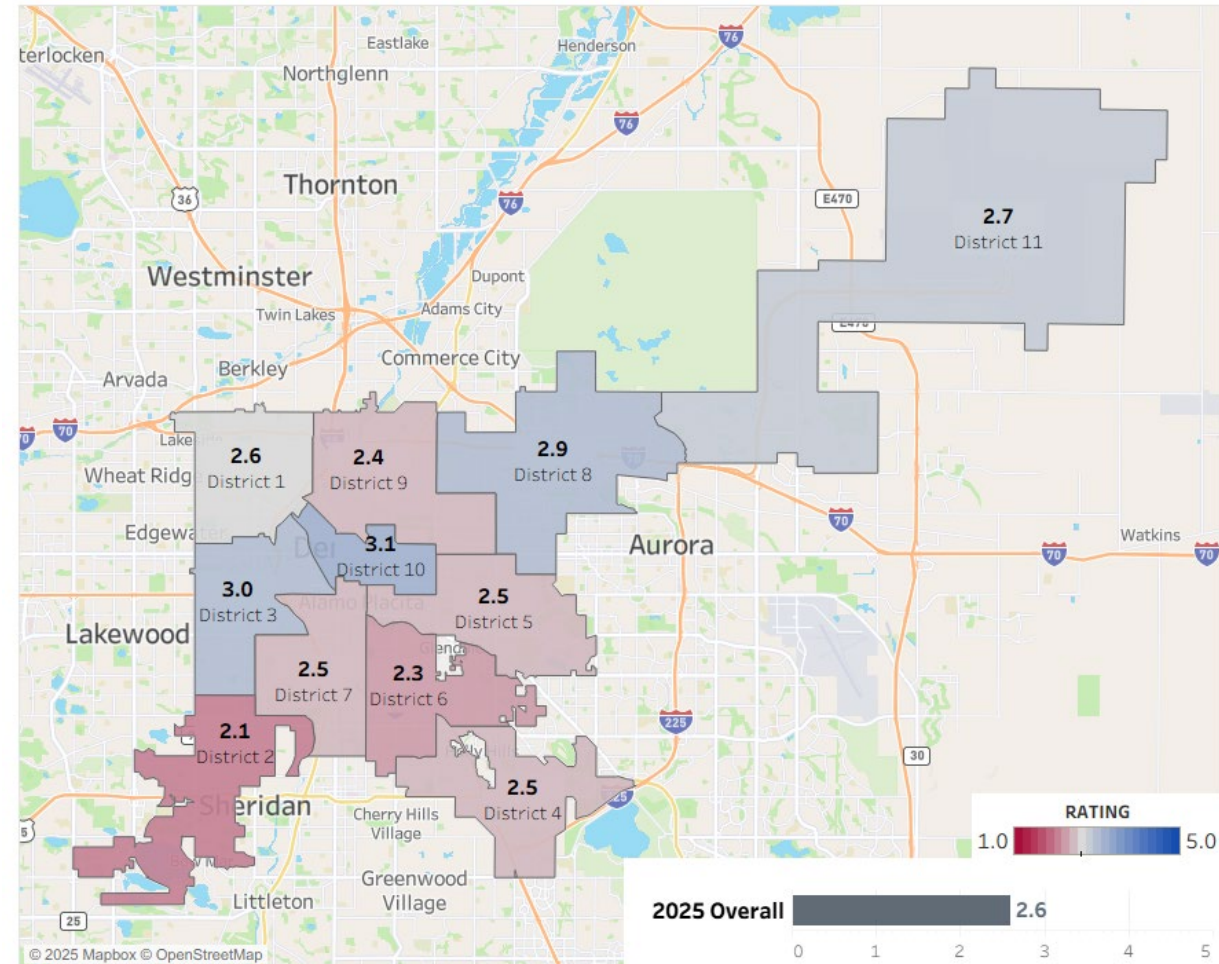


# DOWNTOWN EXPERIENCE BY DISTRICT



**Similar to the quality of life question, District 2 residents in southwest Denver were the most negative on downtown while those in District 10 (which includes downtown) gave the district its highest rating.**

**How would you rate the overall quality of the Downtown Denver experience?**  
2025 average rating on a scale from 1 to 5, where 1 = Poor and 5 = Excellent



# DOWNTOWN RATINGS

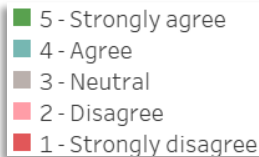


To what extent do you agree or disagree with the following statements? “Downtown Denver ...”

The highest rated aspects of downtown include special events, dining and alternative mode accessibility.

- Similar to 2024, the lowest rated attributes are safety, cleanliness, affordability and parking.
- Most ratings were steady with 2024 or down slightly.

Statement	Year	Avg.	n	Percent Responding:						
				1 & 2	3	4 & 5				
has an appealing mix of events/festivals	2025	Avg. 3.4	n=720	15%	33%	33%	43%	9%	52%	
	2024	Avg. 3.4	n=556	14%	35%	35%	40%	51%		
has an appealing mix of dining options	2025	Avg. 3.3	n=726	14%	19%	31%	31%	43%	50%	
	2024	Avg. 3.4	n=573	16%	28%	28%	45%	56%		
is bike-friendly	2025	Avg. 3.2	n=622	9%	16%	25%	30%	30%	35%	45%
	2024	Avg. 3.2	n=481	21%	28%	32%	32%	29%	11%	40%
has good access by public transportation	2025	Avg. 3.1	n=692	20%	31%	22%	22%	35%	47%	
	2024	Avg. 3.3	n=536	12%	21%	26%	26%	41%	12%	53%
is easy to get around	2025	Avg. 2.9	n=757	14%	26%	40%	28%	28%	24%	32%
	2024	Avg. 3.0	n=585	14%	21%	35%	26%	26%	32%	38%
is a desirable place to work	2025	Avg. 2.8	n=616	18%	23%	41%	30%	30%	22%	28%
	2024	Avg. 2.9	n=483	16%	18%	34%	34%	34%	28%	32%
has an appealing mix of retail stores	2025	Avg. 2.8	n=707	14%	25%	39%	34%	34%	24%	27%
	2024	Avg. 2.8	n=552	15%	28%	42%	29%	29%	18%	29%
is a good place to spend time	2025	Avg. 2.8	n=756	16%	22%	38%	31%	31%	25%	31%
	2024	Avg. 2.8	n=588	15%	18%	33%	42%	42%	20%	25%
makes Denver a more desirable place to live	2025	Avg. 2.7	n=758	19%	26%	45%	28%	28%	20%	28%
	2024	Avg. 2.8	n=585	16%	25%	41%	32%	32%	18%	9%
enhances Denver's reputation	2025	Avg. 2.5	n=753	24%	27%	51%	25%	25%	18%	24%
	2024	Avg. 2.6	n=580	16%	31%	47%	34%	34%	13%	20%
has adequate parking	2025	Avg. 2.5	n=743	26%	30%	56%	23%	23%	15%	21%
	2024	Avg. 2.4	n=571	27%	33%	60%	18%	18%	14%	22%
is clean and safe	2025	Avg. 2.3	n=751	31%	31%	62%	21%	21%	13%	17%
	2024	Avg. 2.1	n=585	35%	35%	70%	21%	21%	9%	
is affordable	2025	Avg. 2.1	n=739	32%	38%	70%	23%	23%	7%	
	2024	Avg. 2.0	n=572	36%	35%	72%	21%	21%	7%	20



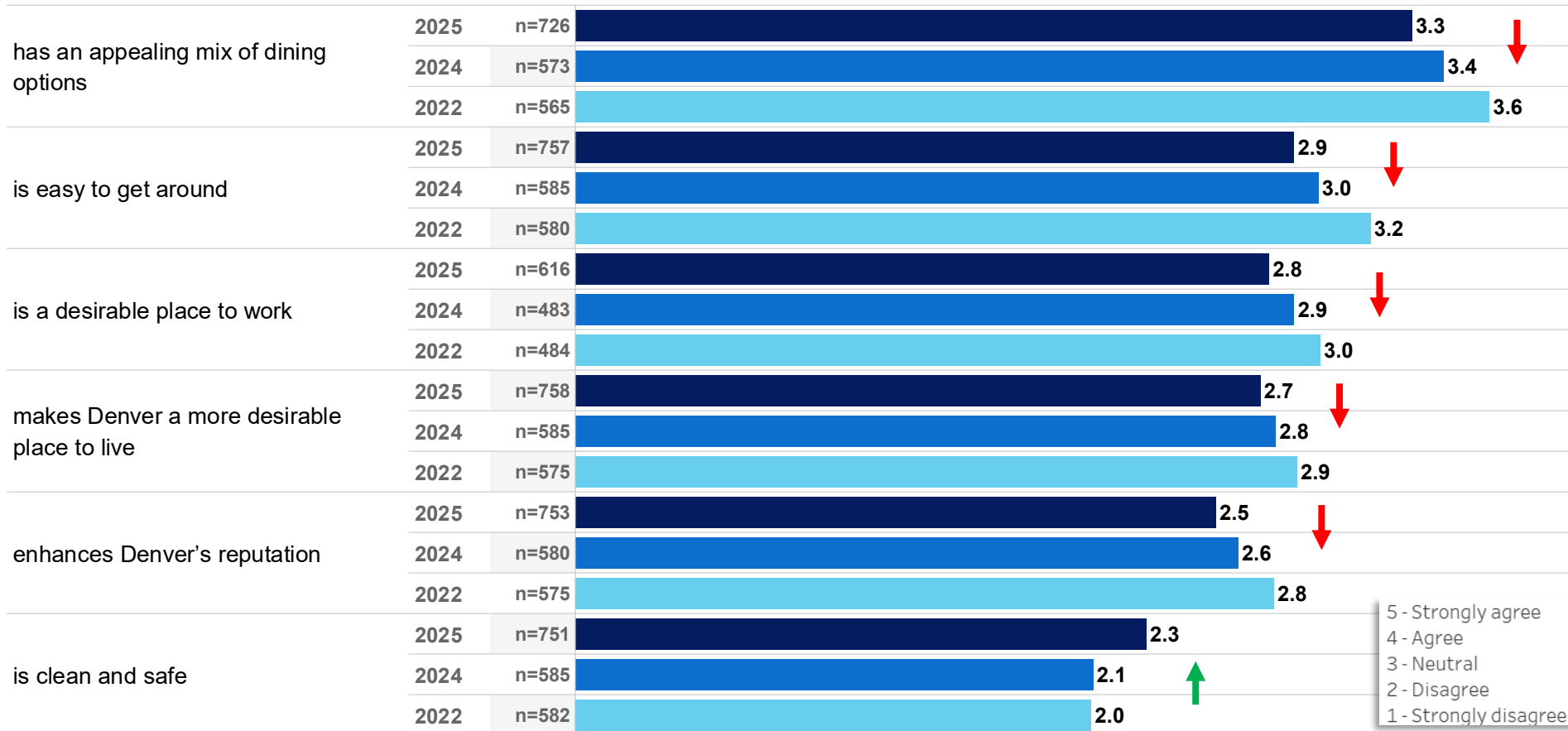
# DOWNTOWN RATINGS TRENDS



Downtown Denver Partnership

**Most Downtown, ratings have declined since 2022.**

To what extent do you agree or disagree with the following statements? “Downtown Denver ...”



5 - Strongly agree  
 4 - Agree  
 3 - Neutral  
 2 - Disagree  
 1 - Strongly disagree

Source: RRC | 2025 Denver Resident Survey





# EVENTS AND FESTIVALS IN DENVER

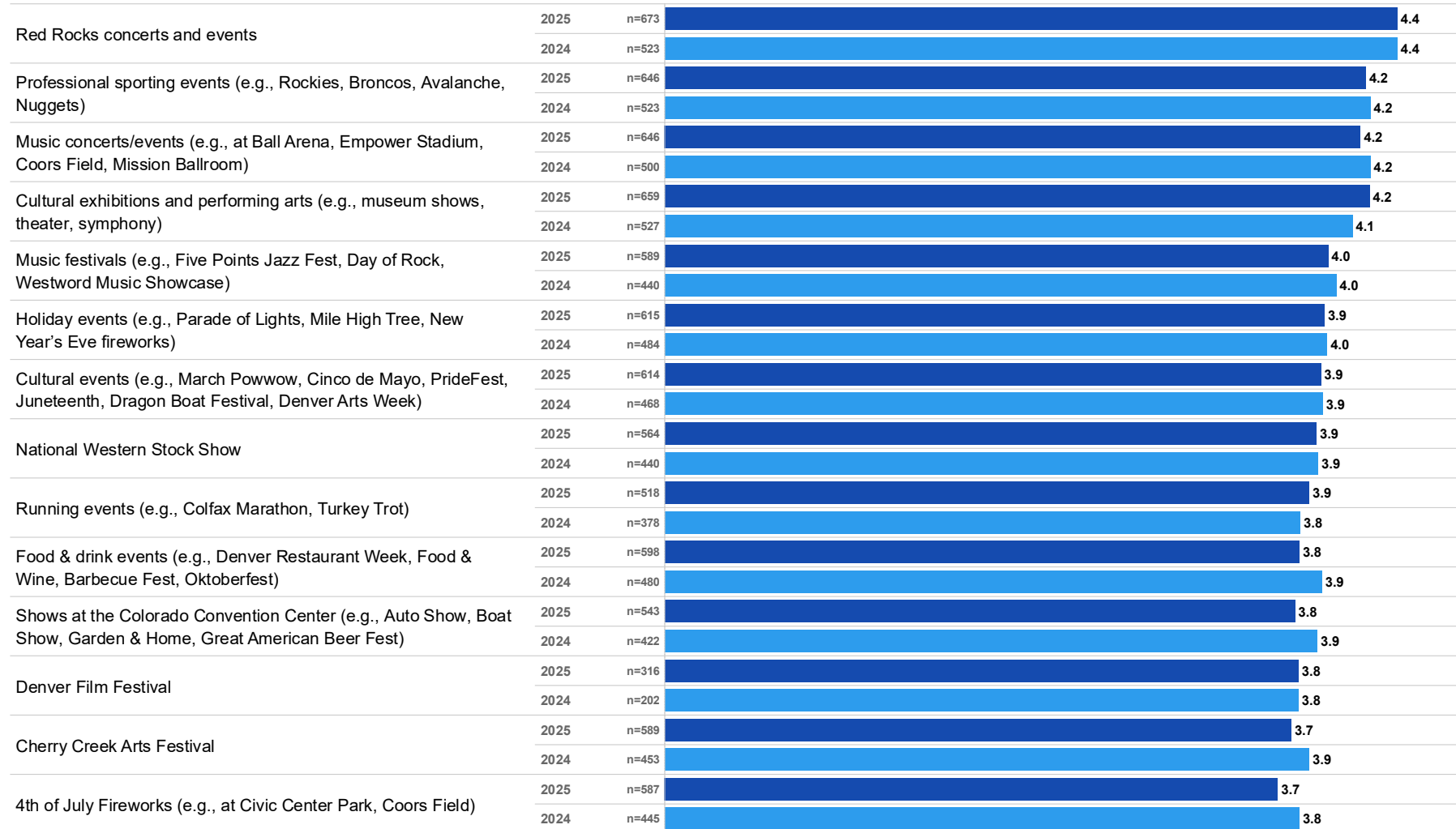
# PERCEPTIONS ON EVENTS



Ratings of events around Denver remain high and consistent with last year.

The highest-rated are still Red Rocks concerts, sporting events, and performing arts.

Please rate your overall perception of the event (whether or not you have attended/participated).



# EVENTS ATTENDED



Please select the event/festivals you have attended in the past 4 years. (Select all that apply.)

	2024	2025
Professional sporting events (e.g., Rockies, Broncos, Avalanche, Nuggets)	72%	73%
Red Rocks concerts and events	68%	70%
Cultural exhibitions and performing arts (e.g., museum shows, theater, symphony)	64%	67%
Music concerts/events (e.g., at Ball Arena, Empower Stadium, Coors Field, Mission Ballroom)	62%	64%
Food & drink events (e.g., Denver Restaurant Week, Food & Wine, Barbecue Fest, Oktoberfest)	56%	54%
Cultural events (e.g., March Powwow, Cinco de Mayo, PrideFest, Juneteenth, Dragon Boat Festival, Denver Arts Week)	55%	52%
Music festivals (e.g., Five Points Jazz Fest, Day of Rock, Westword Music Showcase)	38%	48%
Holiday events (e.g., Parade of Lights, Mile High Tree, New Year's Eve fireworks)	51%	47%
Shows at the Colorado Convention Center (e.g., Auto Show, Boat Show, Garden & Home, Great American Beer Fest)	46%	46%
National Western Stock Show	37%	40%
Cherry Creek Arts Festival	37%	36%
4th of July Fireworks (e.g., at Civic Center Park, Coors Field)	38%	33%
Running events (e.g., Colfax Marathon, Turkey Trot)	17%	19%
n=	505	656

**Event attendance is similar to 2024, with a jump in attendance for music festivals this year.**

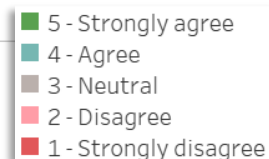
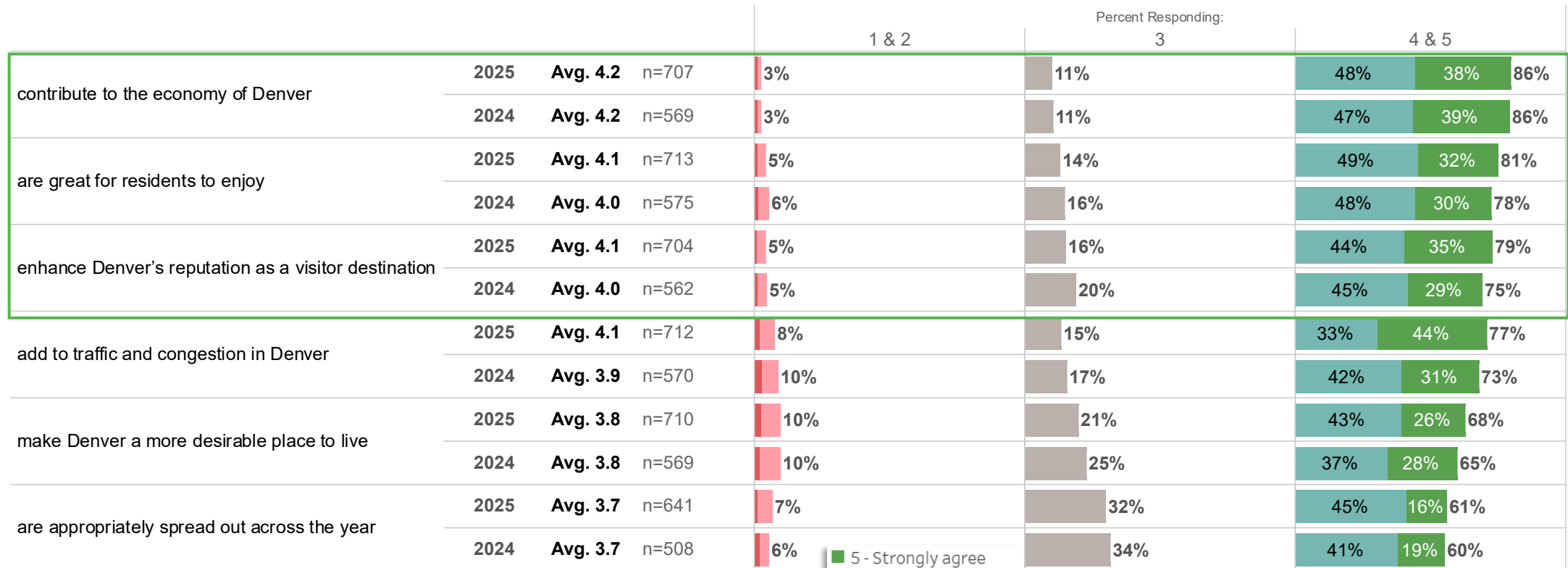


# PERCEPTIONS ON EVENTS



**Residents remain extremely positive about events in Denver. They enjoy them, feel they contribute to the economy, and boost the city’s reputation among visitors.**

To what extent do you agree or disagree with the following statements? “Larger events and festivals...”



Source: RRC | 2025 Denver Resident Survey

# NUMBER OF LARGE EVENTS



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Since 2022, the share of respondents who feel there are too few large events has been increasing while naysayers have remained steady at 5%.

With respect to the number of larger events and festivals in Denver, do you think there are:

	2022	2024	2025
Too many events and festivals	5%	5%	5%
About the right number	65%	62%	61%
Too few events and festivals	13%	18%	19%
Don't know/not sure	17%	15%	14%
n=	518	554	699

Source: RRC | 2025 Denver Resident Survey

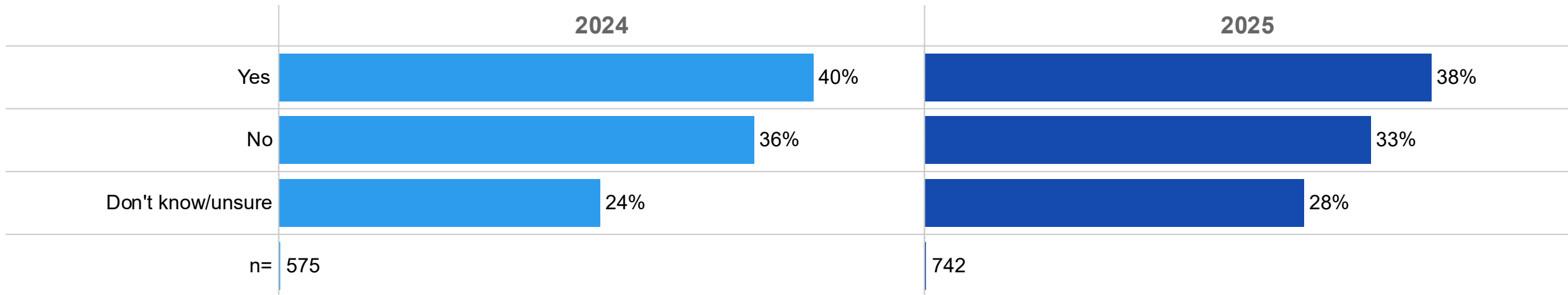
# DEDICATED PARK



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**Support for dedicated large event park in Denver edged down slightly this year with more people saying they are uncertain about the need.**

Understanding that events can impact parks, street and road usage, does Denver need a dedicated park to host events, festivals, fun runs, etc.?



Source: RRC | 2025 Denver Resident Survey



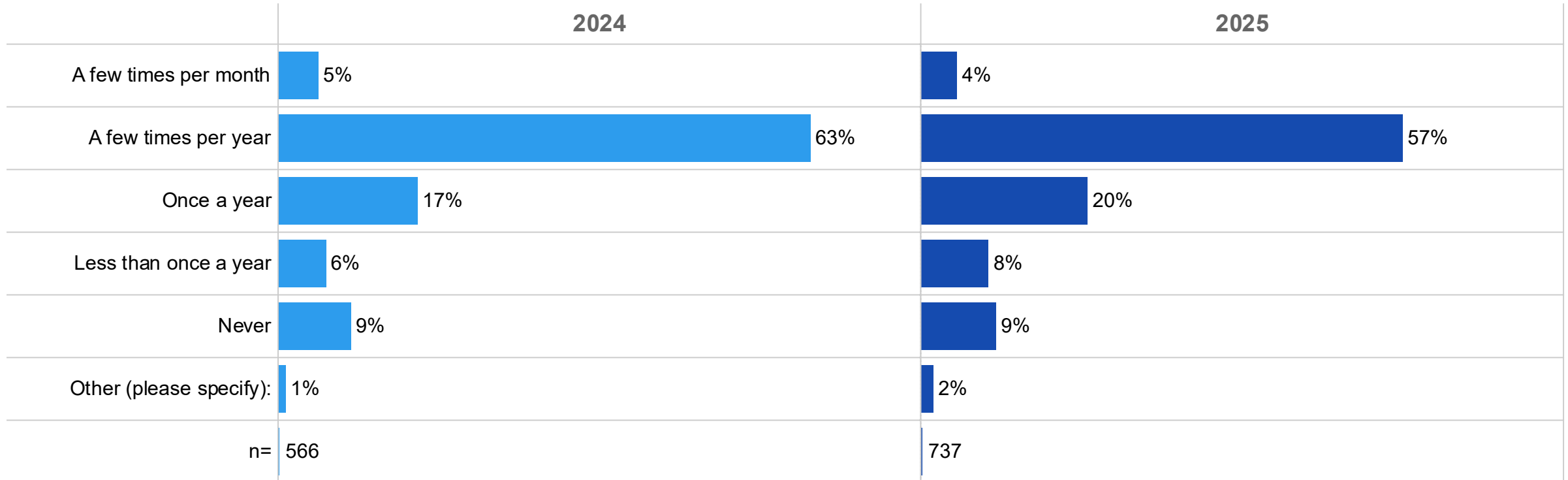
# TOURISM & ATTRACTIONS

# HOSTING VISITORS



**Similar to 2024, most respondents host visitors to Denver a few times per year. 81% say they have guests a least once annually.**

In a typical year, how often do you host out-of-town visitors (friends/family)?



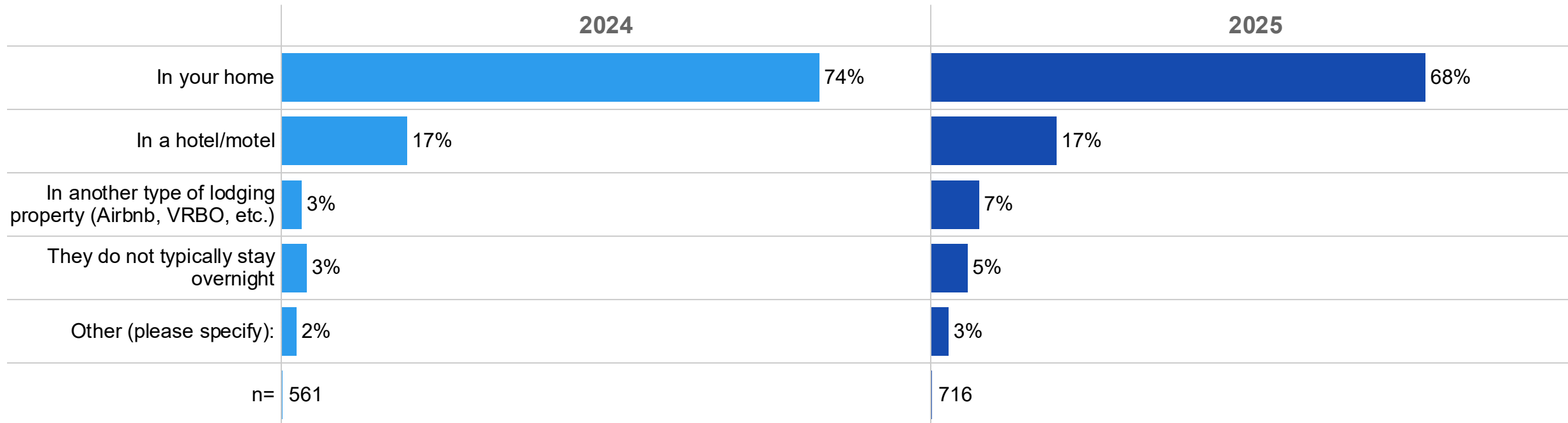
Source: RRC | 2025 Denver Resident Survey

# VISITOR LODGING



**Slightly fewer respondents report visitors are staying in their home this year. More guests are choosing vacation rentals.**

Thinking about your typical visitors (friends/family), do they typically stay:



Source: RRC | 2025 Denver Resident Survey

# DENVER ATTRACTIONS



Do you normally bring or send visitors from out of town to the following Denver attractions? (Please select all that apply)

**Since 2022, outdoor activities and museums have declined while attractions, concerts and visiting marijuana outlets have all increased.**

	2022	2024	2025
Red Rocks Park & Amphitheater	77%	73%	74%
Day trips to nearby cities/towns (e.g., Golden, Boulder)	67%	70%	64%
Outdoor activities (e.g., hiking, biking, rafting)	72%	66%	58%
Cultural attractions (e.g., Denver Zoo, Botanic Gardens)	67%	61%	66%
Museums (e.g., Denver Museum of Nature & Science)	61%	60%	41%
Neighborhoods (e.g., Cherry Creek, Highlands, RiNo)	55%	57%	51%
Professional sports	36%	46%	38%
Craft breweries, distilleries & wineries	56%	43%	56%
Lower Downtown (LoDo)/Ballpark area	37%	38%	23%
Attractions (e.g., Elitch Gardens, Meow Wolf)	31%	37%	50%
Music concerts (e.g., Mission Ballroom, Ball Arena)	26%	35%	48%
Shopping centers (e.g., Cherry Creek, Park Meadows)	20%	25%	17%
Downtown/16th Street Mall area	28%	22%	22%
Marijuana retail outlets	19%	20%	27%
None of the above	2%	5%	9%
n=	573	576	713

# DENVER ATTRACTIONS

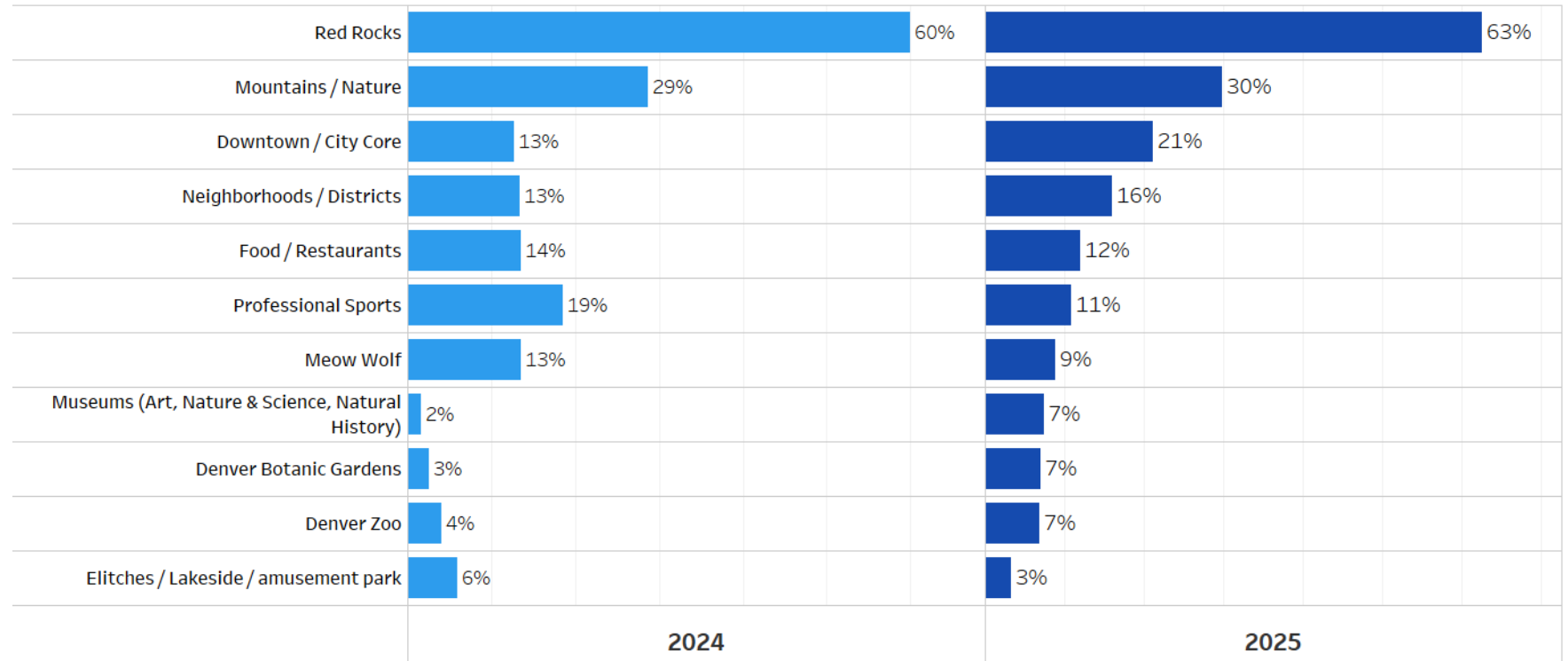
## OPEN-ENDED RESPONSES



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**Among attractions residents would take a new guest to visit, Red Rocks is still dominant, followed by a trip to the mountains and visiting downtown.**

If you had friends visiting Denver for the first time, list the top 3 attractions you think they should experience:

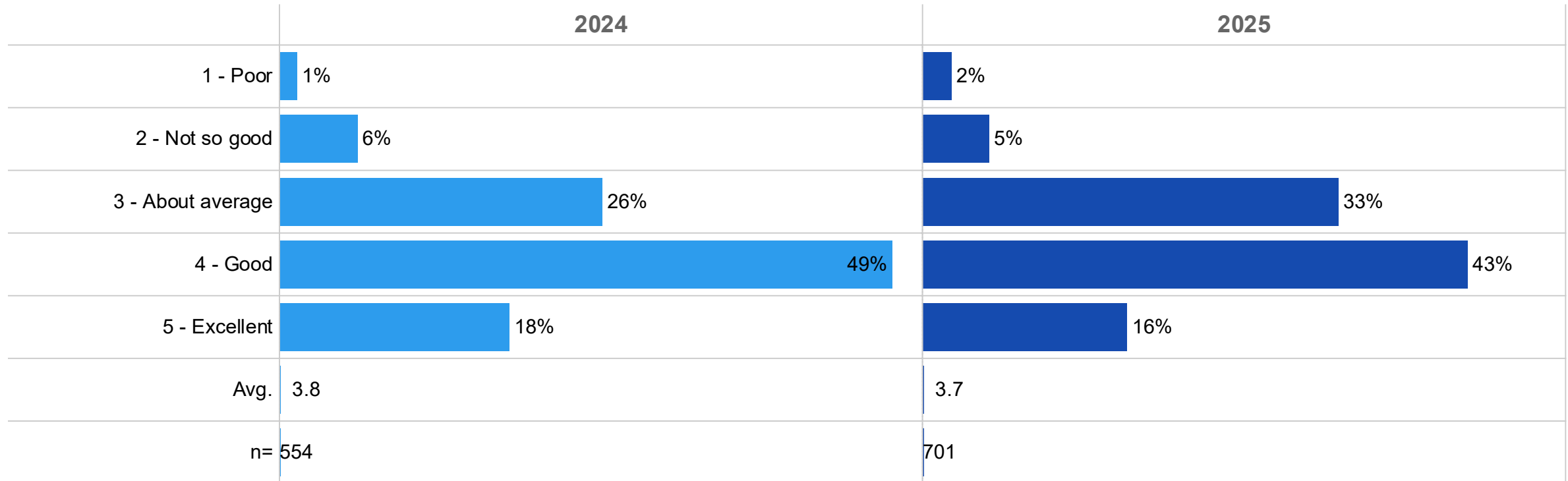


# RATINGS OF DENVER ATTRACTIONS



The average rating of Denver attractions fell just slightly in 2025 vs. last year.

Overall, how would you rate the quality of Denver attractions for visitors coming in from out of town?



Source: RRC | 2025 Denver Resident Survey

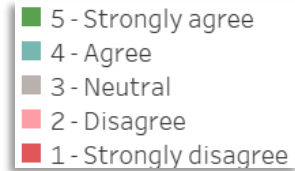
# FEELINGS ABOUT TOURISM



Downtown Denver Partnership

How much do you agree or disagree that...?

				Percent Responding:		
				1 & 2	3	4 & 5
Visitors to Denver benefit our local economy by spending at local businesses like restaurants, cultural attractions, and sports and music venues.	2025	<b>Avg. 4.2</b>	n=706	1%	9%	57% 33% 89%
	2024	<b>Avg. 4.2</b>	n=554	1%	9%	54% 36% 89%
Home-sharing via services like Airbnb or VRBO provide residents with a way to grow their income.	2025	<b>Avg. 3.5</b>	n=640	14%	24%	51% 62%
	2024	<b>Avg. 3.5</b>	n=502	8% 13%	31%	49% 56%
Most jobs in the tourism industry are low-paying.	2025	<b>Avg. 3.6</b>	n=567	12%	28%	41% 18% 60%
	2024	<b>Avg. 3.6</b>	n=434	10%	35%	36% 19% 55%
Tourism creates jobs with good benefits and a career path.	2025	<b>Avg. 3.6</b>	n=673	10%	29%	48% 14% 61%
	2024	<b>Avg. 3.6</b>	n=521	15%	28%	39% 18% 57%
Without the taxes visitors pay, residents would have to pay more taxes for the same basic programs and services.	2025	<b>Avg. 3.5</b>	n=611	17%	27%	40% 15% 56%
	2024	<b>Avg. 3.5</b>	n=452	13% 17%	27%	42% 15% 56%
People home-sharing via services like Airbnb or VRBO has negatively impacted my neighborhood.	2025	<b>Avg. 2.9</b>	n=598	14% 25% 38%	33%	15% 14% 29%
	2024	<b>Avg. 2.9</b>	n=455	14% 26% 40%	31%	16% 13% 29%
The growth in tourism is causing prices to rise, making things less affordable for residents.	2025	<b>Avg. 2.9</b>	n=640	32% 44%	25%	20% 31%
	2024	<b>Avg. 3.1</b>	n=505	25% 35%	23%	31% 42%
Denver is overcrowded and congested because of visitors.	2025	<b>Avg. 2.4</b>	n=691	20% 41% 60%	26%	14%
	2024	<b>Avg. 2.5</b>	n=539	16% 40% 56%	28%	16%
Tourism has caused an increase in crime and social problems, including substance abuse and homelessness.	2025	<b>Avg. 2.3</b>	n=627	27% 38% 65%	21%	14%
	2024	<b>Avg. 2.4</b>	n=490	21% 44% 65%	18%	17%
Visitors in Denver disrupt my quality of life.	2025	<b>Avg. 2.2</b>	n=692	27% 41% 68%	24%	8%
	2024	<b>Avg. 2.3</b>	n=543	20% 45% 65%	25%	10%



## Denver Residents are generally positive in assessing tourism impacts:

- They agree that visitor spending strengthens the local economy.
- Locals feel their taxes would be higher without visitor sales and lodging taxes.
- Respondents do not agree that visitors cause congestion in Denver.
- They generally feel that visitors do not disrupt the quality of life in Denver.
- Residents do not see a connection between visitors and crime or homelessness.
- People are split on whether visitors contribute to higher prices in Denver.

# ADDITIONAL COMMENTS



*Below are the major themes from the 211 open comments when respondents were asked for any closing thoughts on Denver.*



## **Housing Affordability**

- Residents feel priced out of the city due to high housing costs.
- Rent increases and lack of affordable options are frequent concerns.
- Cost of living is straining quality of life, especially for long-term residents.



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## **Safety & Crime**

- Many feel less safe in public areas, especially downtown.
- Concerns include drug use, violence, and lack of enforcement.
- Some say they no longer visit downtown due to safety fears.



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## **Homelessness in the City**

- Widespread frustration with visible homelessness and encampments.
- Residents feel the issue is not being adequately addressed by the city.
- Concerns about behavior, sanitation, and impacts on public spaces.

# ADDITIONAL COMMENTS



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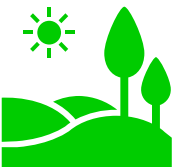
## Cleanliness & Infrastructure Maintenance

- City is frequently described as dirty, especially in high-traffic areas.
  - Trash, graffiti and neglected infrastructure are concerns.
  - Sense that basic maintenance has declined in recent years.
- 



## Tourism & Events are Positives for Denver

- Residents love the wide variety of things to do in the city.
  - Large events are a big part of life in Denver.
  - Respondents recognize the economic benefits provided by visitors.
- 



## Appreciation of the Outdoors & Colorado's Climate

- Access to mountains and trails remains a highlight of living in Denver.
  - Many value the city's temperate/sunny climate and outdoor lifestyle.
  - Natural amenities were often cited as the best part of living in Denver.
-



# KEY FINDINGS

# KEY FINDINGS - GENERAL



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**Responses were robust and evenly distributed across the city.**

Overall, we received more responses than the 2024 survey and each of the 11 districts accounted for 8% to 10% of the survey sample.



**Residents are still positive on the quality of life in Denver.** After a slight dip in 2024, the QOL rating inched back to 3.6 on a 5-point scale. 61% of respondents rate life in Denver as “Good” or “Excellent.”



**Homelessness, public safety, and housing costs** in Denver continue to be the top challenges for residents. While still the biggest concern, homelessness did drop from 59% to 46% of respondents citing it as a top issue. Traffic is also a growing issue among residents.

# KEY FINDINGS - TOURISM



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Denver  
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**Denver residents are positive on tourism.** Consistent with 2024, residents recognize the positive impacts of visitor spending for local businesses and city tax coffers. They also do not associate visitors with crowding in the city or any negative impacts to quality of life.



**Residents continue to rate attractions positively – 3.7 on a 5-point scale.** Visiting Red Rocks, cultural attractions, day trips to nearby cities and getting outdoors are the top ways that residents entertain visitors.



**Locals provide a pipeline of visitors.** More than two thirds host friends and family in Denver at least a few times per year. 25% say their guests normally stay in paid lodging – either hotels or vacation rentals.

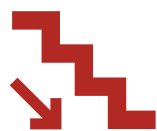
# KEY FINDINGS - DOWNTOWN



Downtown  
Denver  
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**Downtown remains a popular destination.** 55% report they visit at least monthly. However, that is down from 63% in 2022 & 2024. Weekly visits are also down from 29% in the last two surveys to 20% this year.



**The downtown experience rating fell this year.** The average fell from 3.1 in 2024 to 2.6 this year. Concerns about safety, cleanliness, homelessness, Mall construction and empty storefronts all contributed to the drop.



**Downtown events and restaurants are still popular.** Major festivals, pro sports and concerts are significant drivers of downtown visitation. Parking access is a pain point but likely doesn't deter downtown visits.

# KEY FINDINGS - EVENTS



Downtown  
Denver  
Partnership



**Events remain popular in Denver.** All of the major events in the city rate highly with residents. Predictably, Red Rocks tops the list and is followed by professional sports, major concerts, performing arts and holiday events.



**More residents are attending events.** The number of respondents who have been to professional games, Red Rocks, performing arts, stadium concerts and music festivals all increased over last year.



**There is no event fatigue in Denver.** Consistent with 2024, over 60% feel that Denver has about the right number of large events. 19% would like to see more larger events during the year and only 5% think there are too many.



# SUMMER EVENT RESEARCH

# ATTENDEE ORIGINS



**PrideFest and the Outside Festival drew the highest percentage of visitors. Juneteenth had the highest percentage of local attendees at 91%. Overall, 78% local attendance is steady with 2024.**

Visitor Type

	Cinco de Mayo	Outside Festival	Juneteenth	PrideFest	Cherry Creek Art Festival	Average
Local Visitor	80%	73%	91%	72%	78%	78%
Day Visitor from out-of-town	9%	6%	3%	18%	13%	11%
Overnight out-of-town Visitor	12%	21%	6%	10%	9%	11%
n=	198	158	137	252	283	1,028

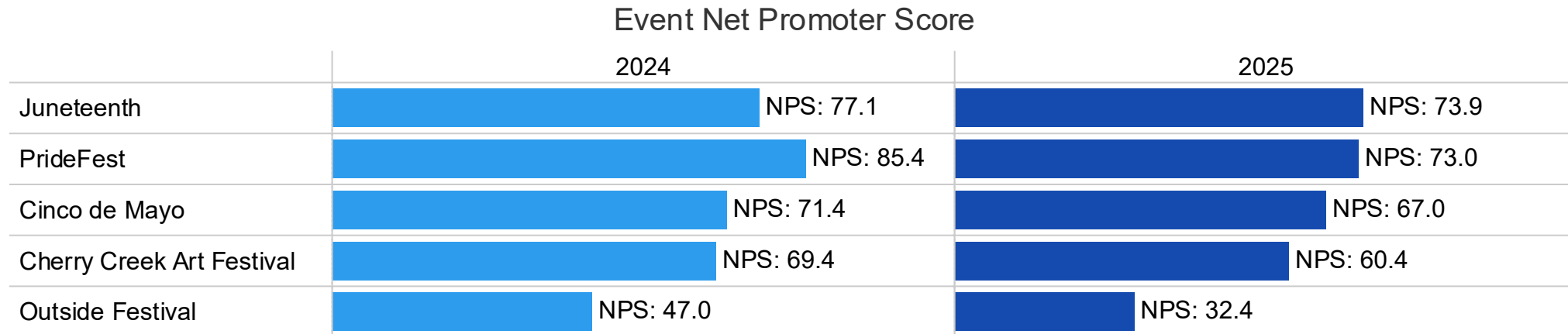
Source: RRC

# NET PROMOTER SCORE OF EVENTS



Downtown  
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**NPS ratings for the summer events were all lower this year than in 2024.**



Source: RRC

# NET PROMOTER SCORE - DENVER



Downtown  
Denver  
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**NPS ratings for Denver as a Destination by summer event attendees increased slightly compared to 2024 but continues to lag behind summer 2023.**

Event Attendee Net Promoter Score: Denver as Destination



Source: RRC



# THANK YOU!



**RRC**

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