



Travel USA® 2024: Denver

June '25





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

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 2024.

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 2024:



Overnight Base Size
2,020



Day Base Size
748

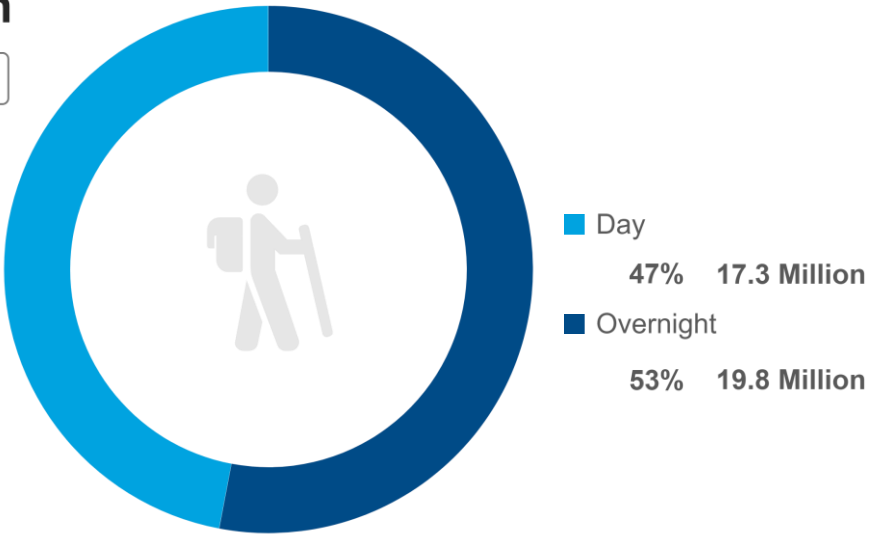
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Denver 2024 Domestic Travel Market

Total Person-Trips

37.1 Million

-0.9% vs. last year

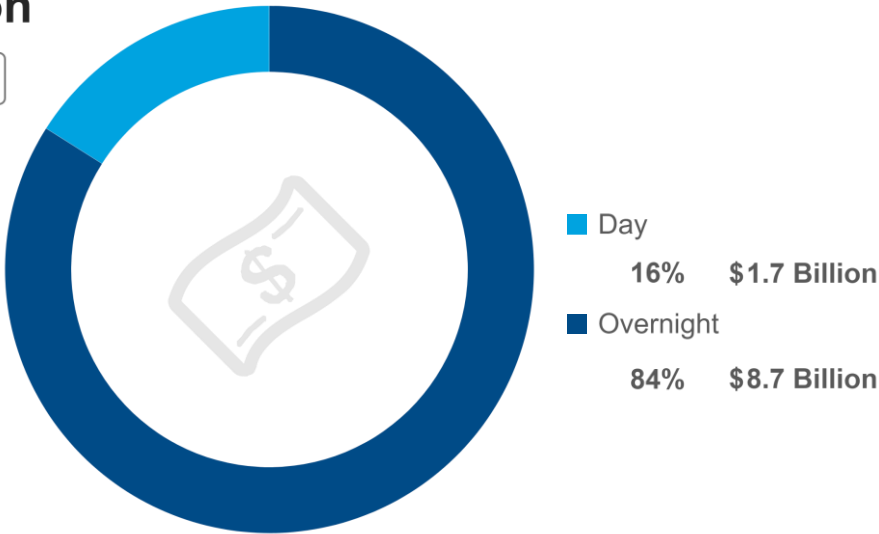


Total Expenditures for Denver 2024 Domestic Travel Market

Total Spending

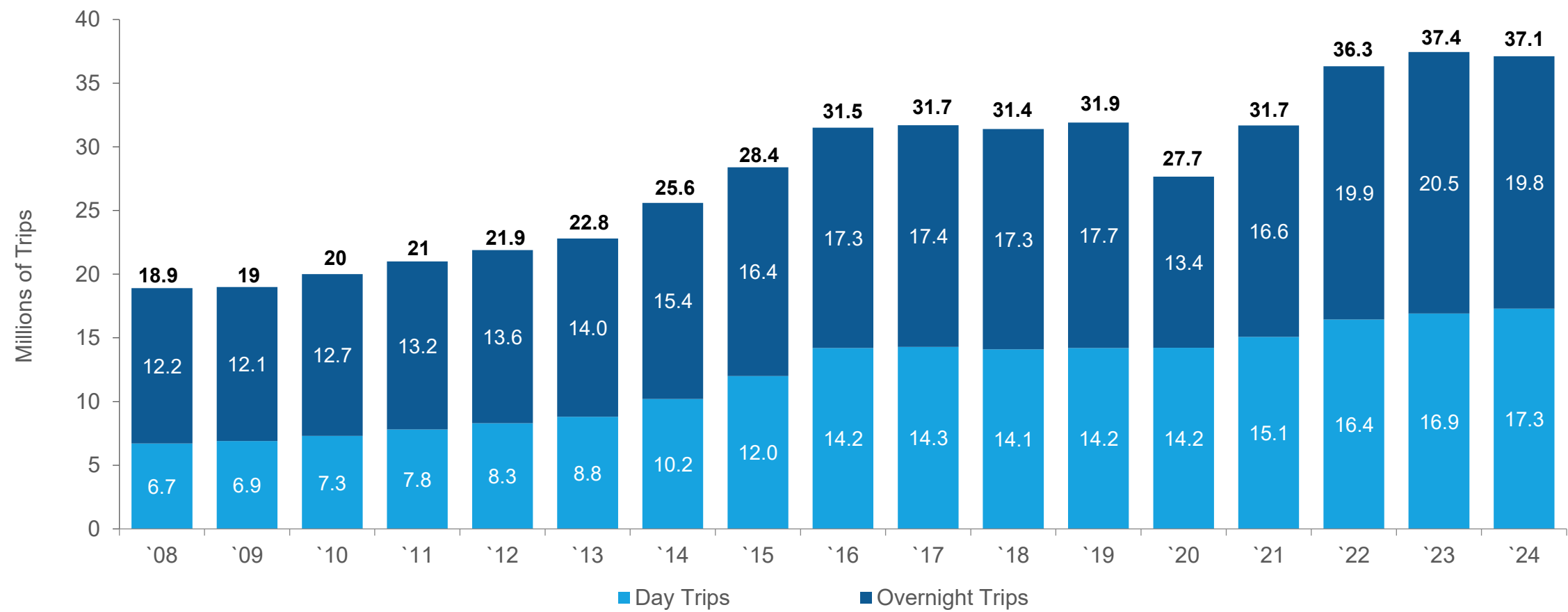
\$ 10.3 Billion

-0.1% vs. last year



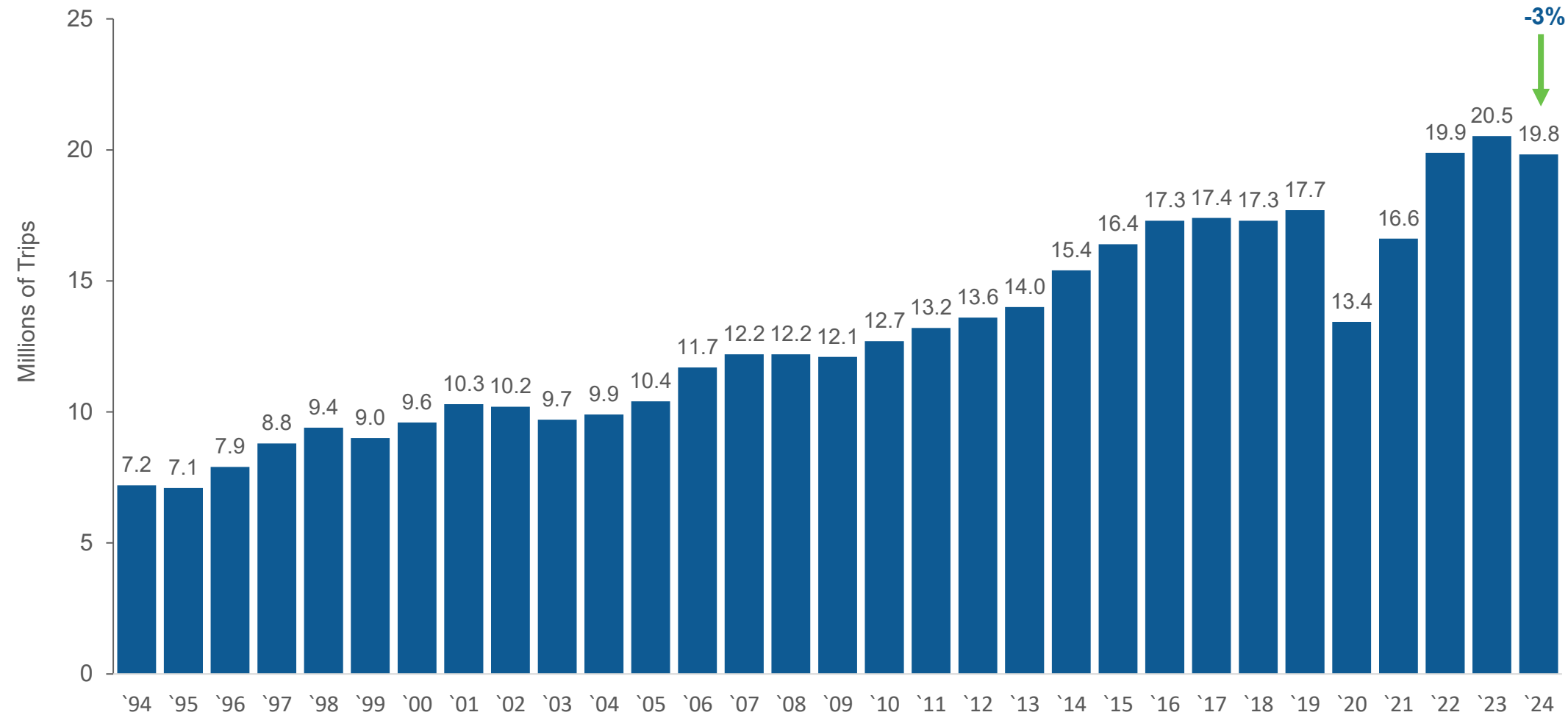
Structure of Denver's Travel Market

Base: 2024 Person-Trips



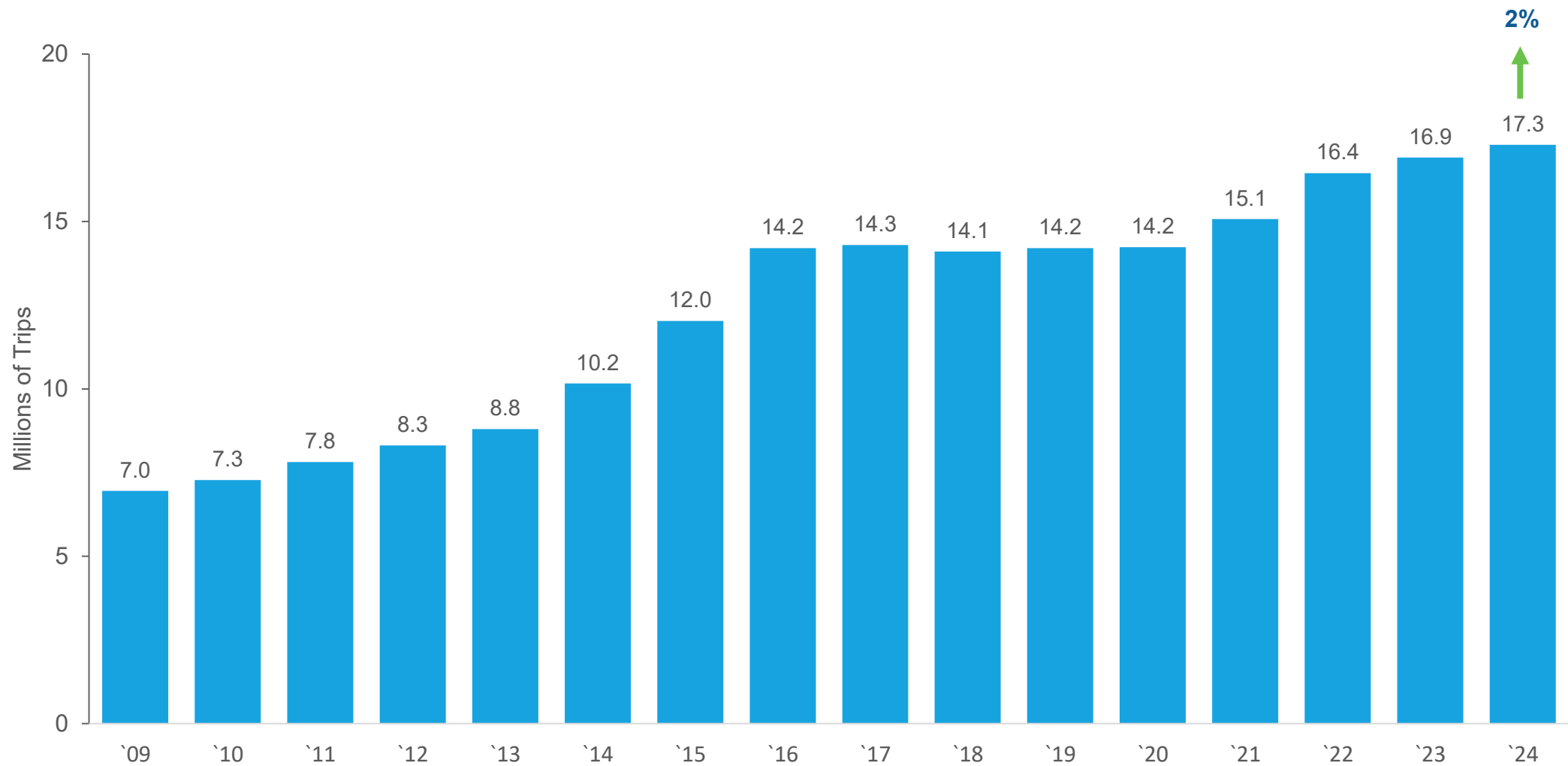
Total Overnight Trips to Denver: 1994 - 2024

Base: 2024 Overnight Person-Trips



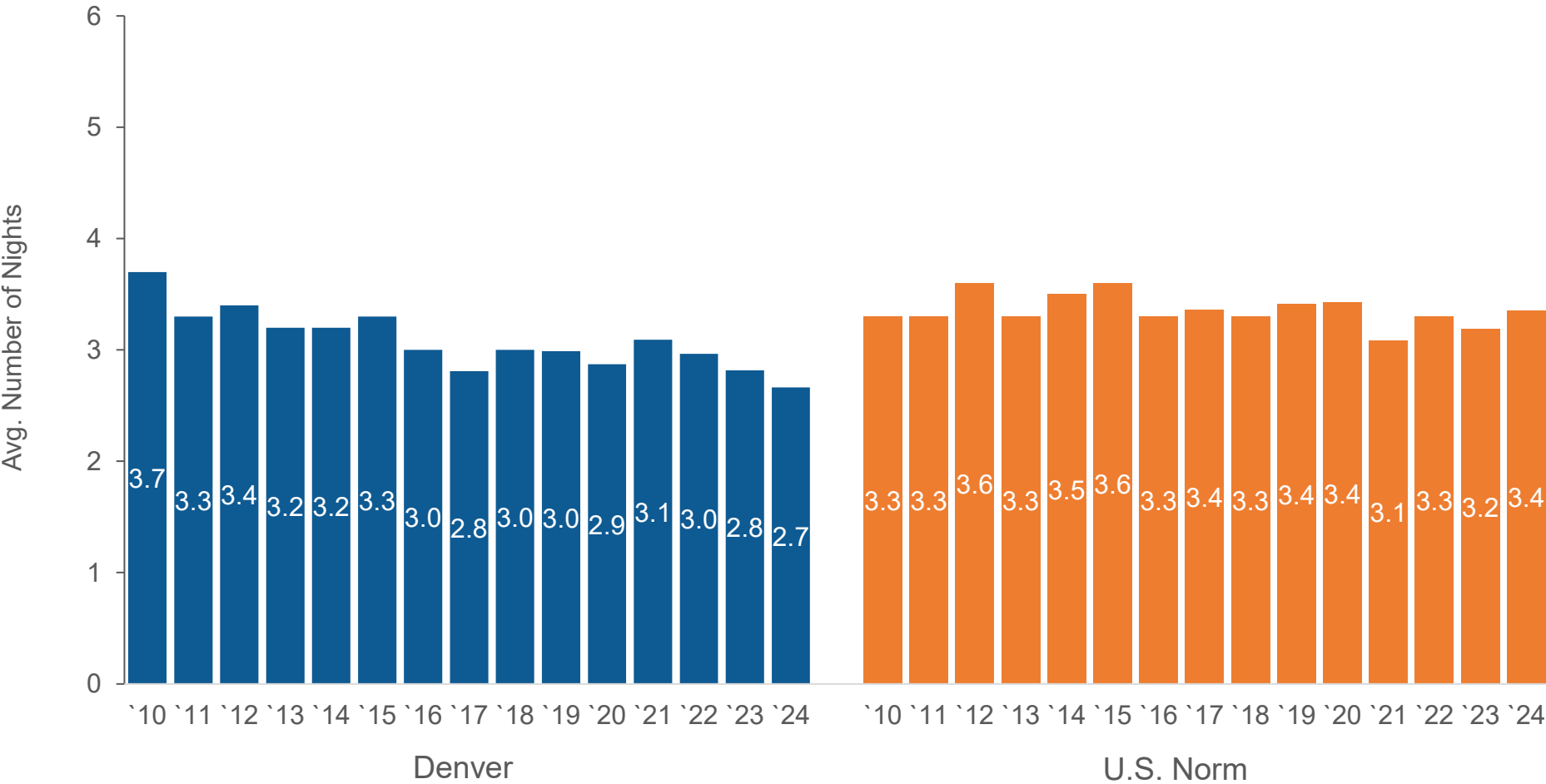
Total Day Trips to Denver: 2009 - 2024

Base: 2024 Day Person-Trips



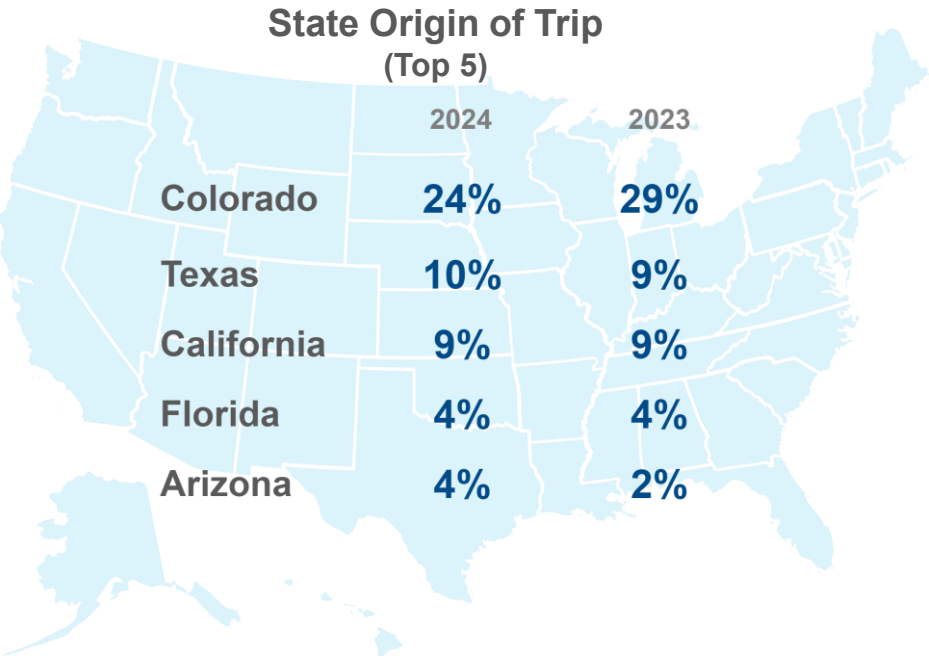
Length of Stay — Leisure

Base: 2024 Overnight Leisure (incl B/L) Person-Trips



Denver's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips



DMA Origin of Trip*

Los Angeles, CA	5%	6%
Colorado Springs-Pueblo, CO	4%	6%
New York, NY	3%	3%
Dallas-Ft. Worth, TX	3%	3%
Phoenix, AZ	3%	2%
Chicago, IL	3%	2%

Past Visitation to Denver

- 80% of overnight travelers to Denver are repeat visitors
- 59% of overnight travelers to Denver had visited before in the past 12 months

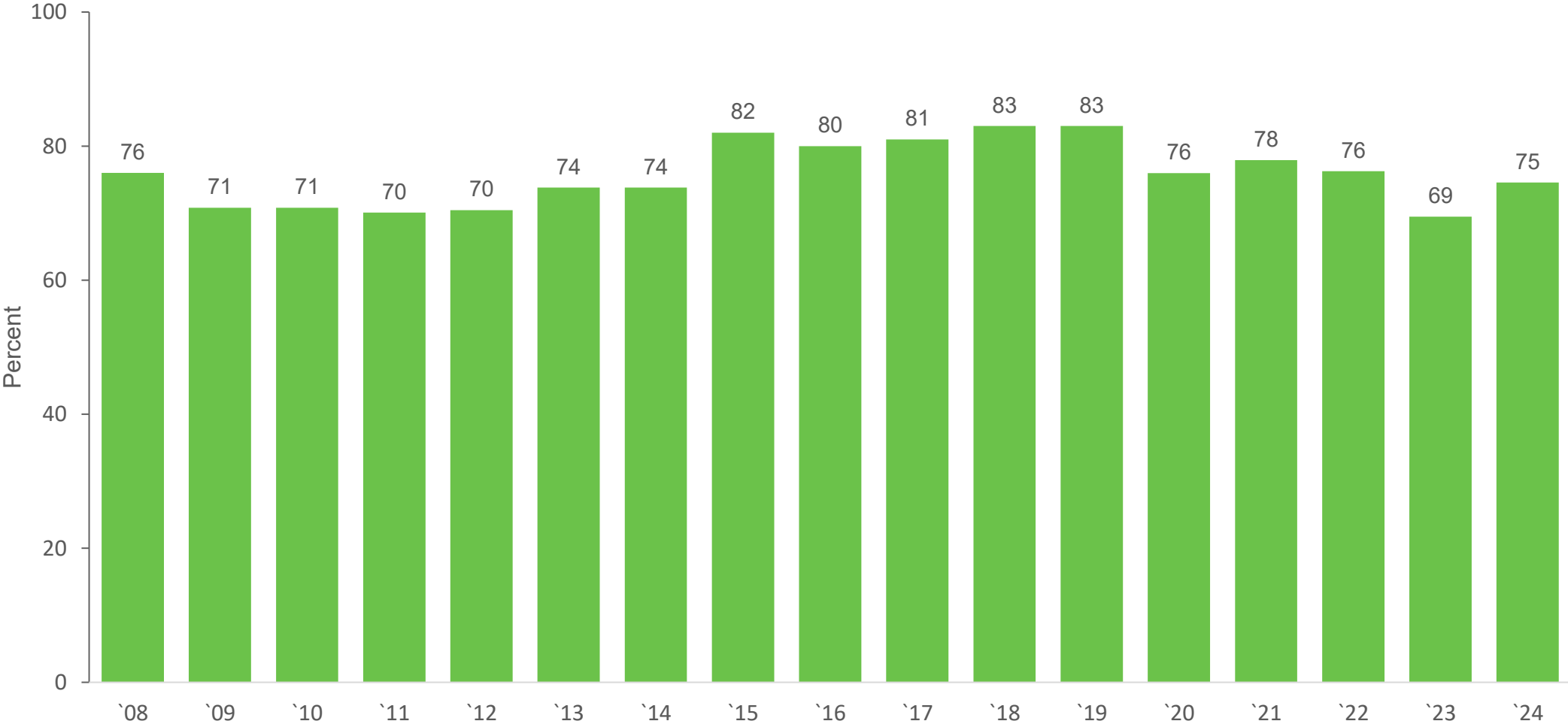
*All are VISIT DENVER advertising markets



Season of Trip
Total Overnight Person-Trips

Overnight Leisure Out-of-State Visitors: 2008 - 2024

Base: 2024 Overnight Leisure (incl B/L) Person-Trips



Attractions Visited – Shopping and Entertainment

Cherry Creek area (Shopping Center & North/neighborhood)
16th Street Mall
“LoDo” Lower Downtown Historic District
Denver Pavilions
Colorado Mills
Denver Premium Outlets in Thornton
Outlets at Castle Rock
Park Meadows Retail Resort
Shops at Northfield/Stapleton
FlatIron Crossing Mall
Larimer Square
Belmar Shopping District

Arts & Performing Arts/Theater

Red Rocks Park & Amphitheatre
Arts district/art gallery neighborhood
Denver Performing Arts Complex
Touring “Broadway” Show

Museums & Attractions

Denver Zoo
Denver Union Station
Children's Museum of Denver
Downtown Aquarium
Colorado State Capitol
Denver Botanic Gardens
Denver Museum of Nature & Science/IMAX Theater
Coors Brewery
Meow Wolf
Denver Art Museum
Museum of Outdoor Art
The Wild Animal Sanctuary
Elitch Gardens Theme & Water Park
Museum of Contemporary Art/MCA Denver

Butterfly Pavilion
Buffalo Bill's Museum/Grave
Dinosaur Ridge
Water World
Molly Brown House Museum
Museum of Miniatures, Dolls & Toys
Denver Firefighters Museum
Lakeside Amusement Park
Colorado Railroad Museum
National Ballpark Museum

Sports Events/Sports Activities

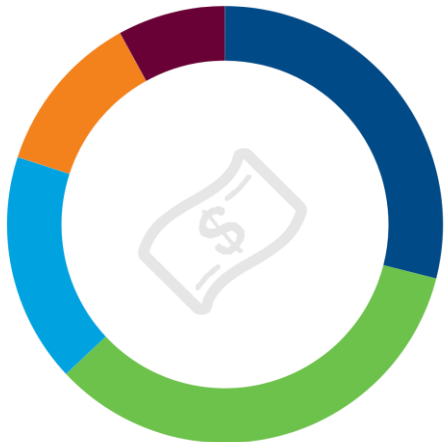
Denver Broncos football
Colorado Rockies baseball
Denver Nuggets basketball
A golf event/tournament as a spectator
Colorado Mammoth lacrosse
Colorado Avalanche hockey
A running race as a spectator

Events and Holidays

Food/Wine/Beer Festival
Labor Day Weekend
Cultural or Ethnic Festival
A New Year's Event (Dec 31, 2024, e.g. fireworks)
National Western Stock Show & Rodeo
July 4th Weekend
Memorial Day Weekend

Domestic Overnight Expenditures - by Sector

Total Spending
\$ 8.666 Billion
-1.1% vs. last year



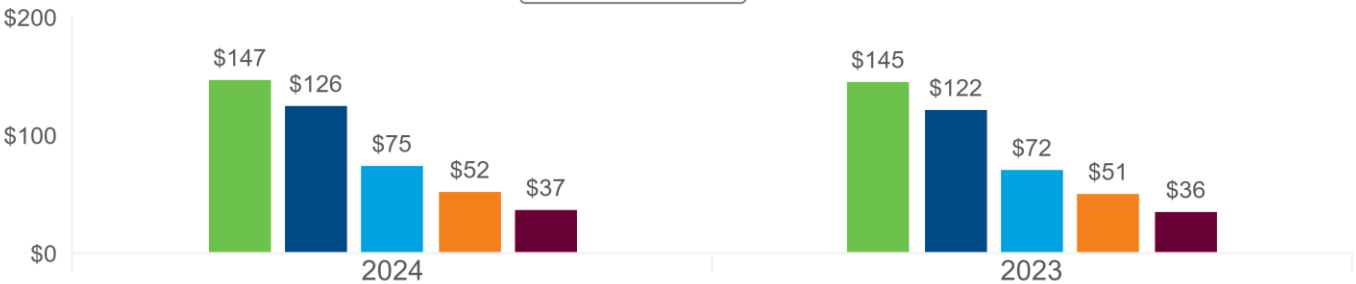
Lodging	29%	\$2,490 Million
Transportation at Destination	34%	\$2,910 Million
Restaurant Food & Beverage	17%	\$1,496 Million
Retail Purchase	12%	\$1,036 Million
Recreation/Entertainment	8%	\$735 Million

vs. last year
-0.7%
-2.4%
+1.3%
-0.8%
-1.9%

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

Average Per Person Per Trip: \$437

Last year: \$427

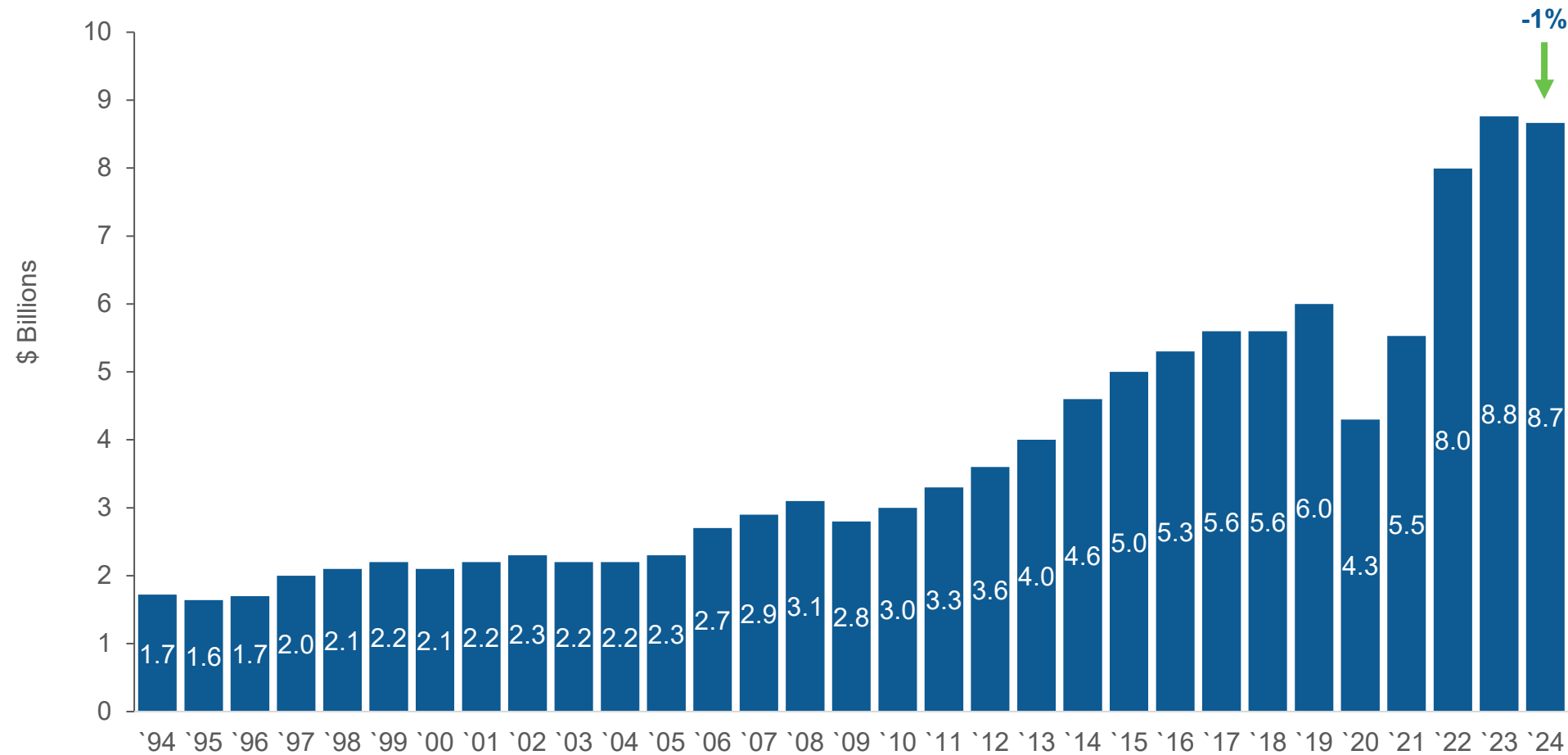


Average Per Person Per Trip:

Leisure \$435
Business \$445

Total Travel Spending in Denver — Overnight Trips

Base: 2024 Overnight Person-Trips



Transportation Used to Get to Destination

52% used their own car/truck to get to their destination

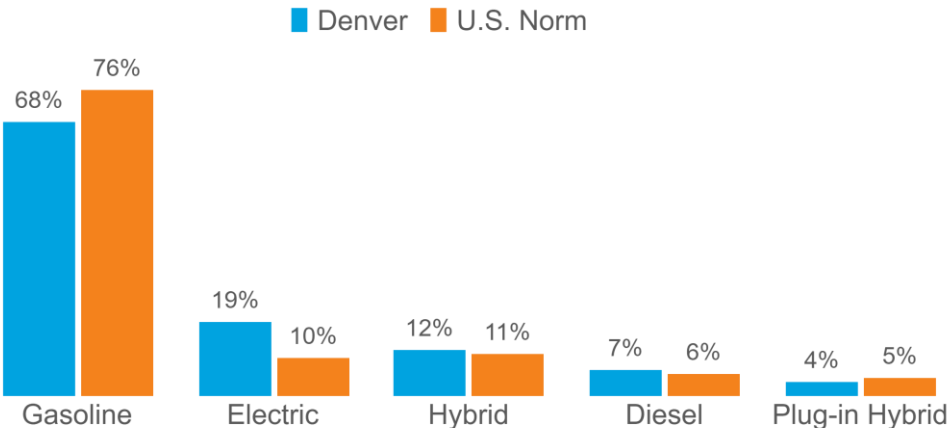
Previous year: **57%**

16% used a rental car to get to their destination

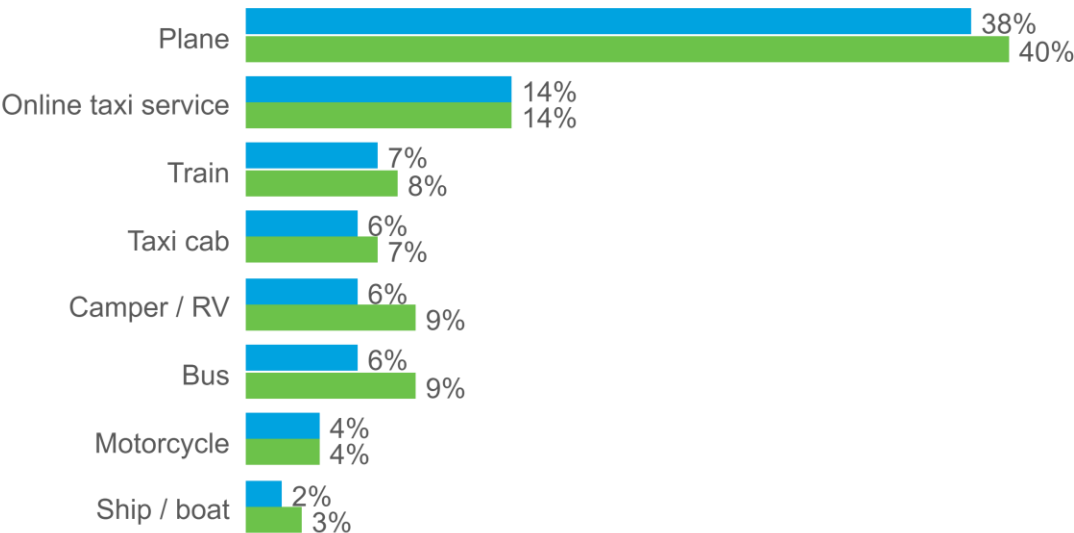
Previous year: **13%**



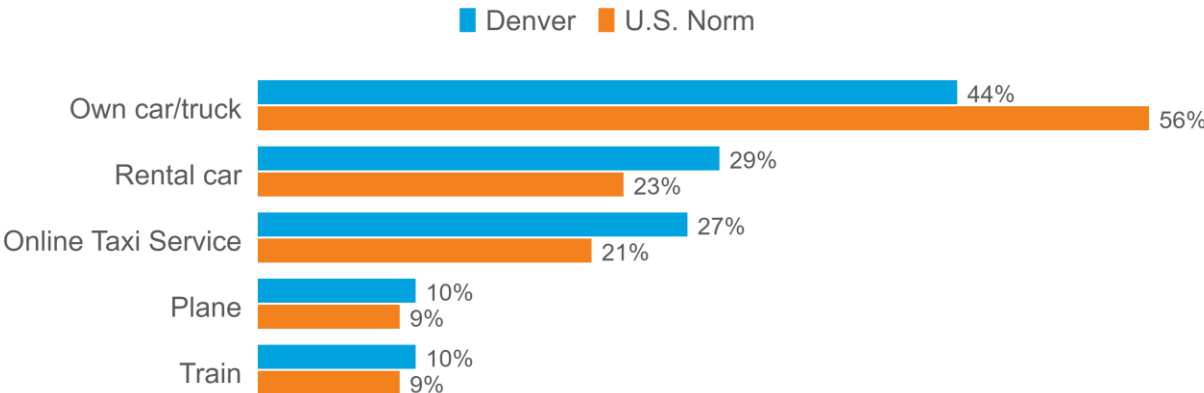
Type of Vehicle Used to Get to Destination



■ 2024 ■ 2023



Transportation Used Within Destination (Top 5)





2024 Summer Campaign ROI Results

Methodology Overview

- Summer is largest campaign of the year
- Markets: Chicago, New York, Los Angeles, Dallas, Minneapolis, Austin, Houston, Seattle, Tampa, Orlando, Phoenix, San Francisco, Detroit, Milwaukee, St. Louis and National
- 100% digital media
- Agency creates ads and media plan
- VISIT DENVER supplements with extensive public relations & social media
- Methodology is classic test/control (n=3,700)

Short-Term Incremental Trips, Spending and Taxes Due to Advertising

	Target Cities	Test Markets	National
Ad Investment	\$1.6M	\$1.3M	\$2.9M
Incremental Trips	1.5M	721K	780K
Incremental Visitor Spending	\$619M	\$312M	\$336M
Incremental State & Local Taxes	\$70M	\$35M	\$38M
Incremental Local Taxes	\$52.0M	\$26.1M	\$28.2M
Incremental State Taxes	\$18.0M	\$9.0M	\$9.7M

The Visit Denver summer campaign generated positive **incremental visitor spending** in all markets: Target Cities, Test Markets, and National markets.

Advertising in these markets generated, **1.5M incremental trips** from Target Cities, **721K trips** from Test Markets, and **780K trips** out of National markets to Denver.

Total Incremental Trips: 3 million

Total Incremental Spending: \$1.3 BILLION

Total Incremental Taxes: \$143 million

The Bottom Line

	Target Cities	Test Markets	National
Spending ROI	\$381	\$240	\$115
State & Local Tax ROI	\$43	\$27	\$13
Local Tax ROI	\$32	\$20	\$10
State Tax ROI	\$11	\$7	\$3

Every **\$1 invested** in the Visit Denver 2024 summer campaign had a positive ROI in both visitor spending and state and local tax revenues.

- **Visitor Spending:**

- Target Markets: **\$381** in visitor spending
- Test Markets: **\$240** in visitor spending
- National Markets: **\$115** in visitor spending
- **Combined ROI: \$217 in visitor spending**

- **Taxes:**

- Target Markets: **\$43** return in state and local taxes
- Test Markets: **\$27** return in state and local taxes
- National Markets: **\$13** return in state and local taxes
- **Combined ROI: \$24 in total taxes, including \$18 in local taxes**

Thank You!

