



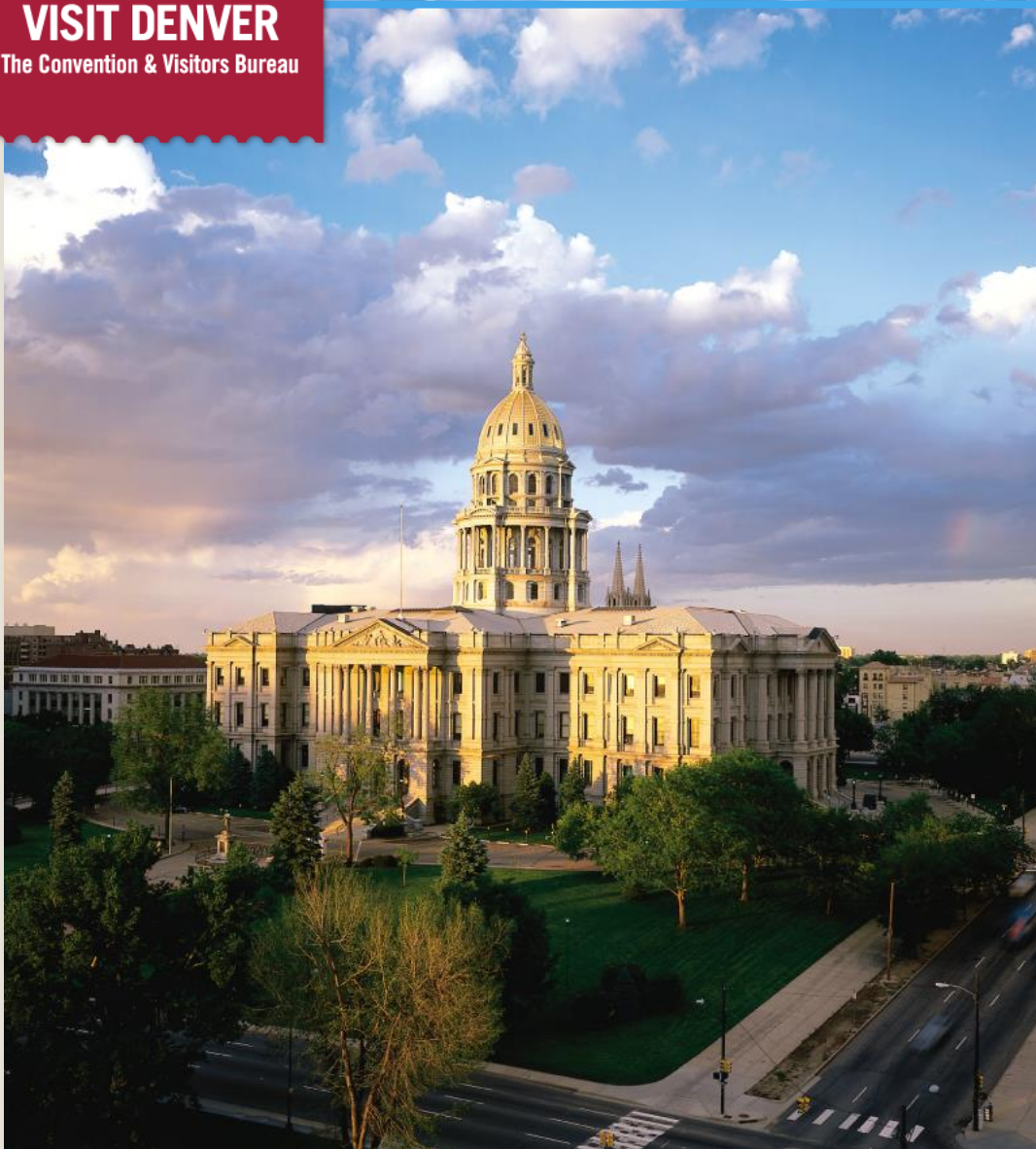
# Denver 2015 Travel Year

 **Longwoods**  
INTERNATIONAL

Prepared For:  
**VISIT DENVER**  
The Convention & Visitors Bureau

# Longwoods : Travel Clients

INTERNATIONAL



find it here.








# Background & Purpose



Longwoods engaged to conduct visitor research for 2015 travel year: 

## Purposes

- *Estimate visitor volume and expenditures*
- *Provide intelligence on:*
  -  *competitive environment*
  -  *sources of business*
  -  *traveler profile*
  -  *trip characteristics*
  -  *product delivery*

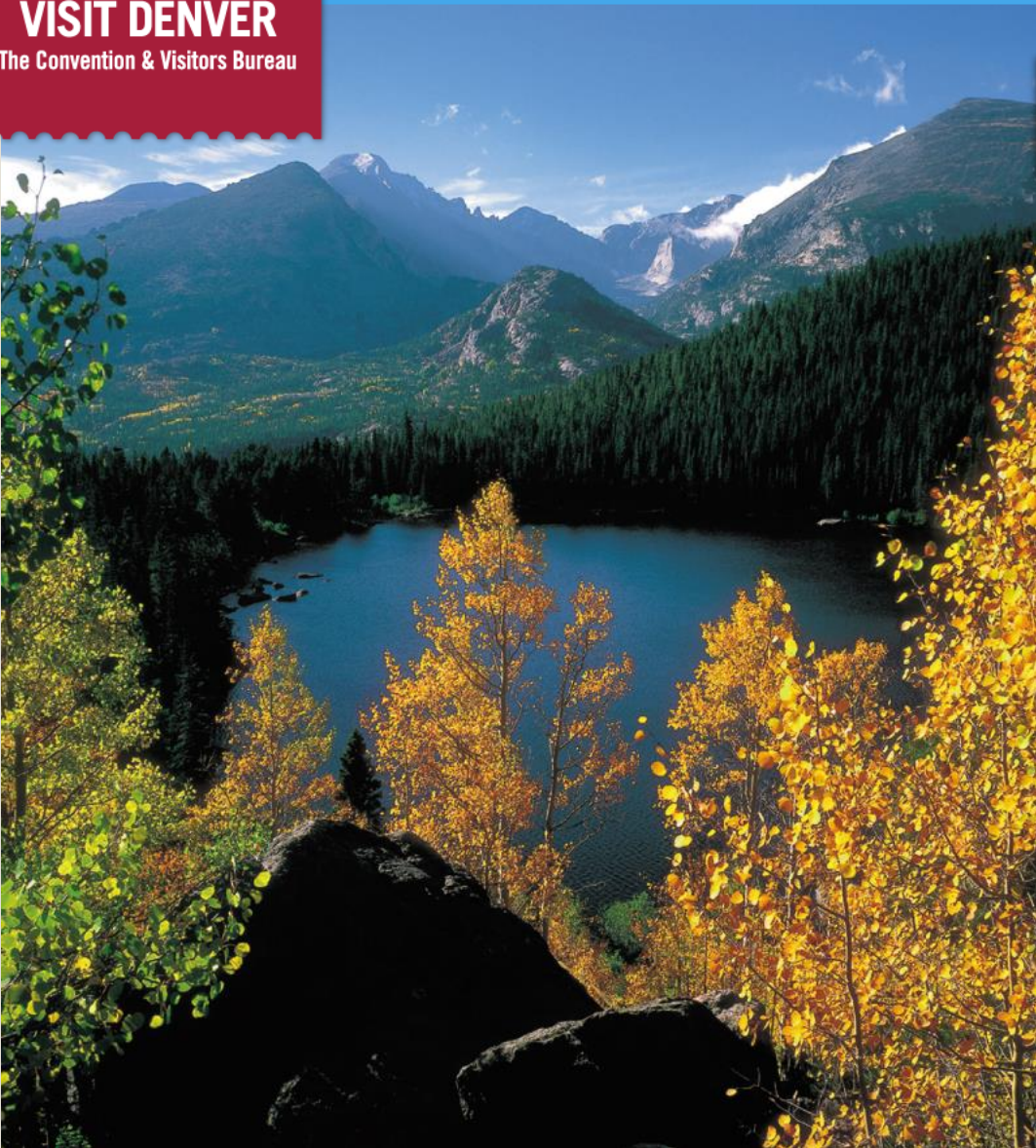


## Travel USA<sup>®</sup>

*Main focus is overnight travel*

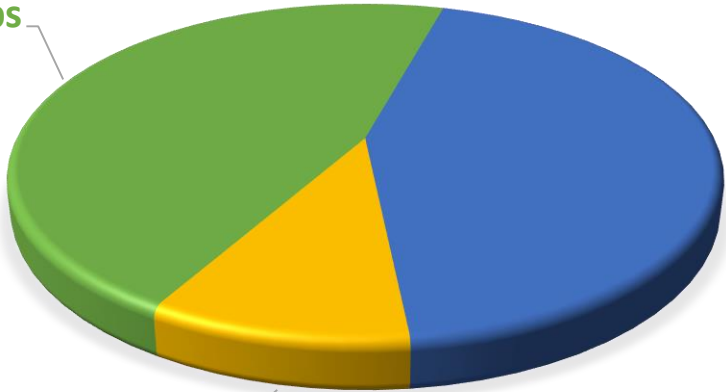
- Quarterly random samples of U.S. adult population
- Consumer online panel
- Profiles of representative sample of 300,000+ overnight and day trips each year
- Overview survey, then a custom follow-up
  - 3,077 Denver visitors completed the survey
  - 1,881 completed detailed follow-up
    - 1,178 overnight
    - 703 day

# Structure of the U.S. Travel Market



## 2015 Overnight Trips

Marketable  
Leisure Trips  
46%

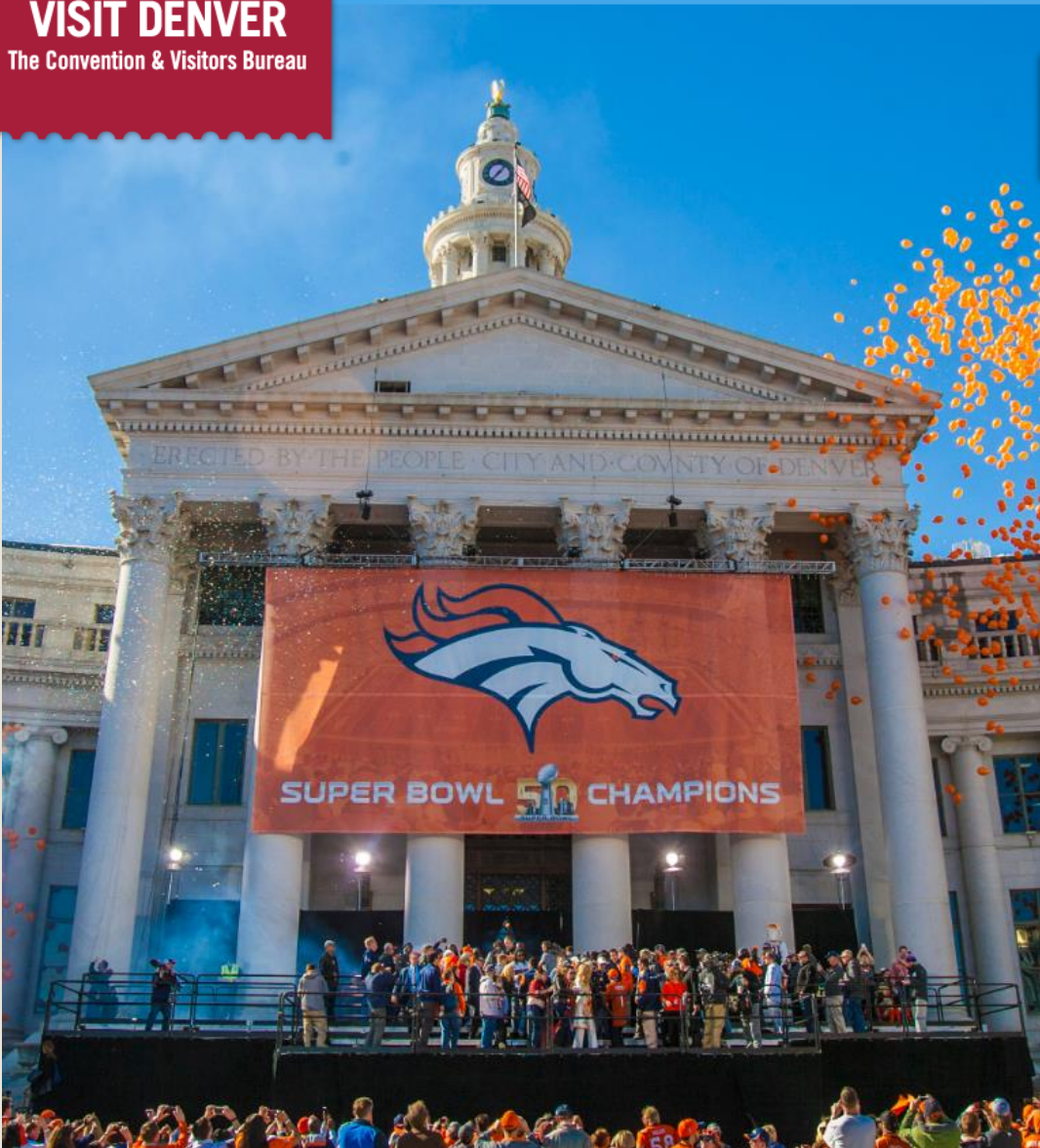


Visits to  
Friends/  
Relatives  
44%

Business  
Trips  
10%

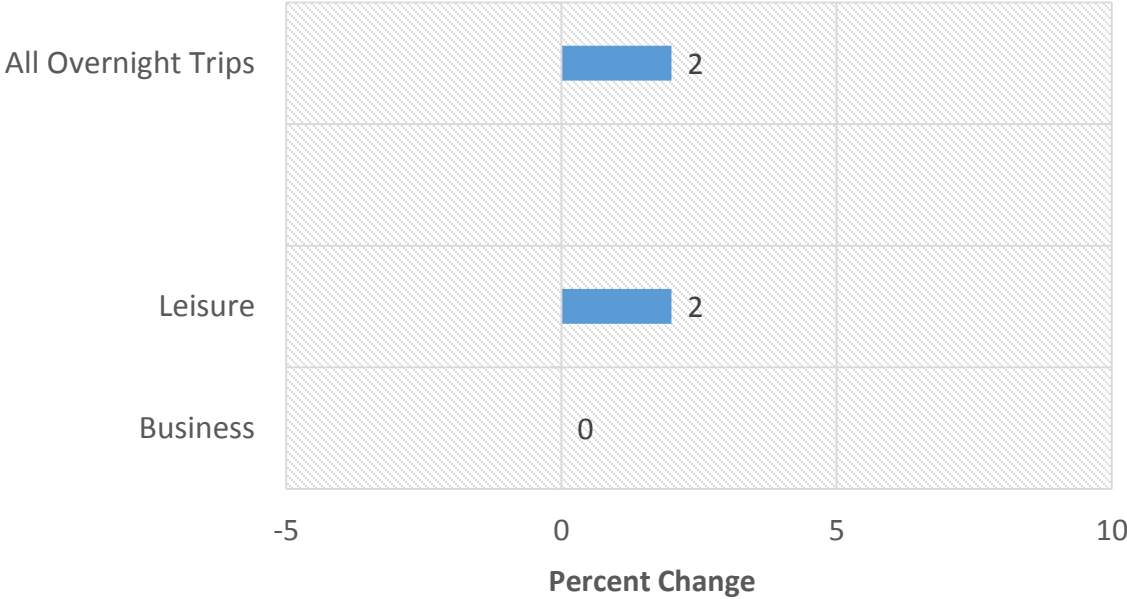


# U.S. Market Trends for Overnight Trips

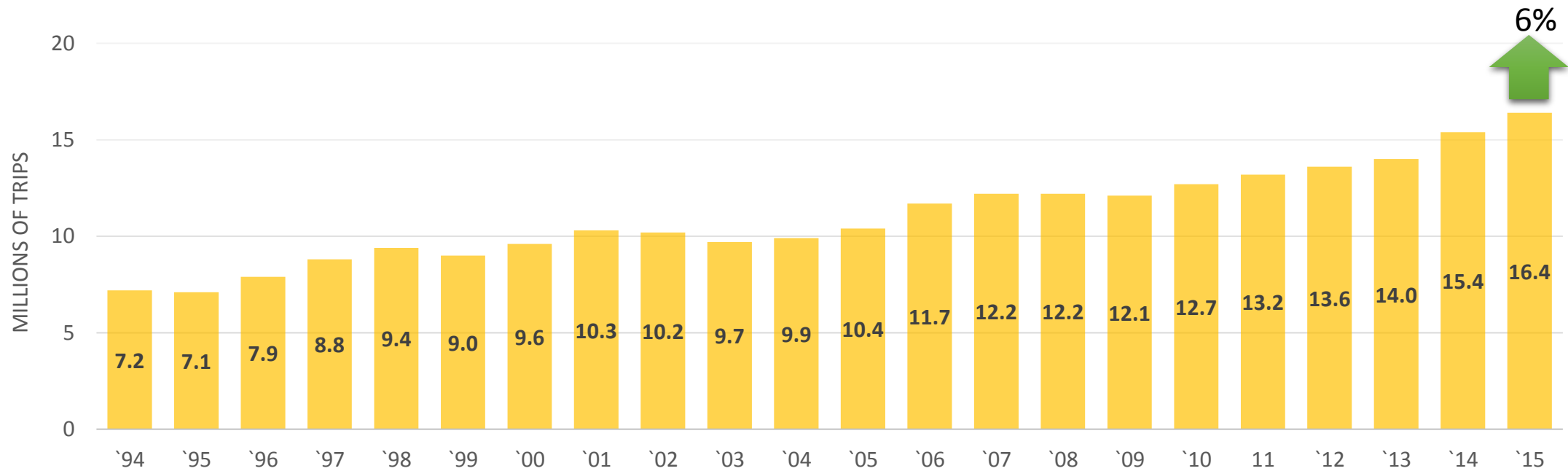


## 2015 vs. 2014

Base: Adult Overnight Trips

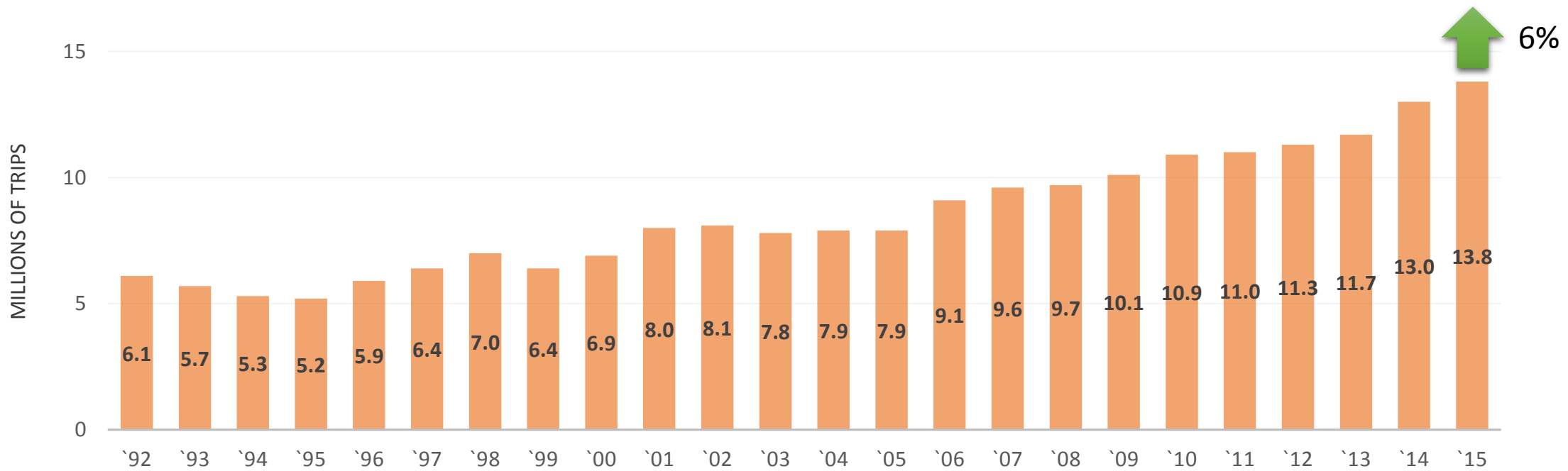


# Overnight Trips to Denver





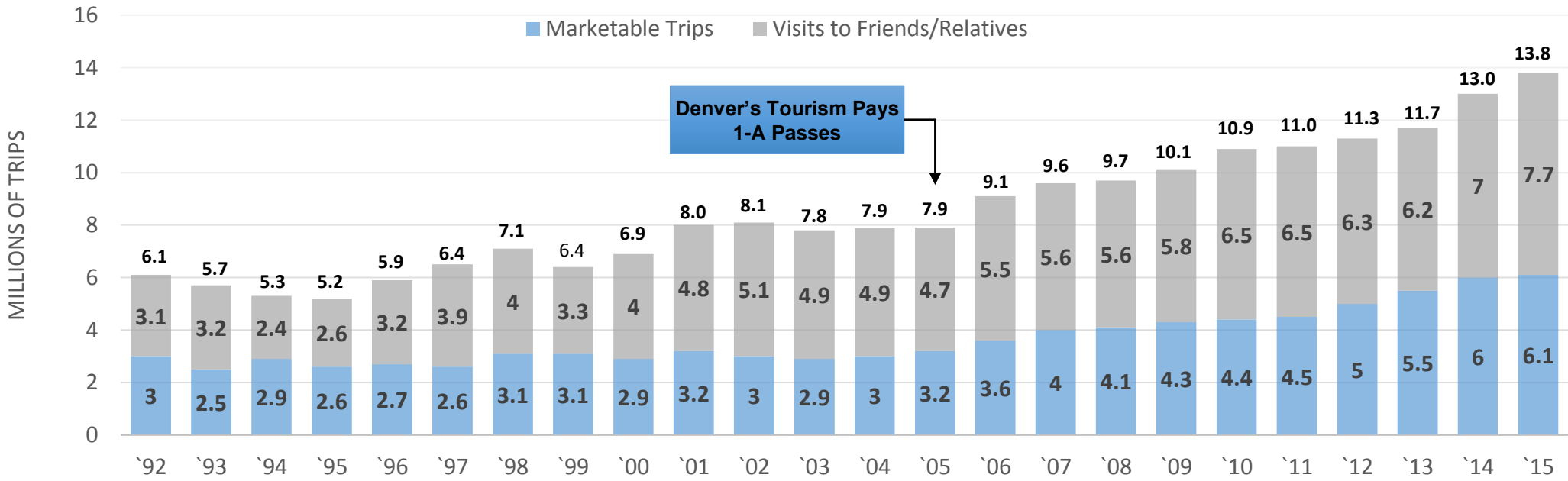
# Overnight Leisure Trips to Denver



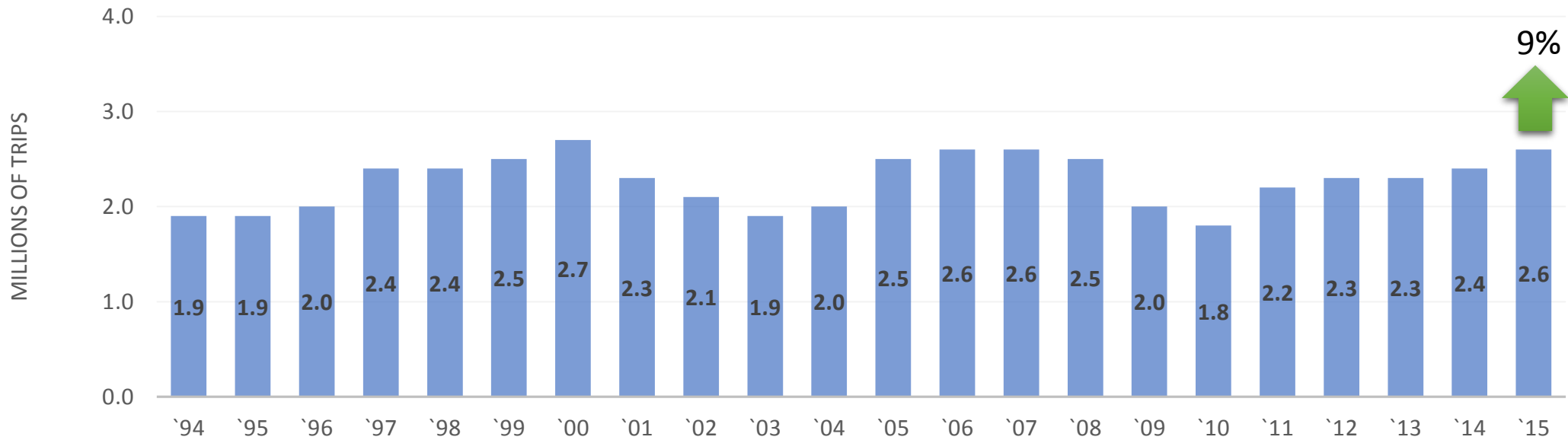




# Structure of Denver's Overnight Leisure Travel Market

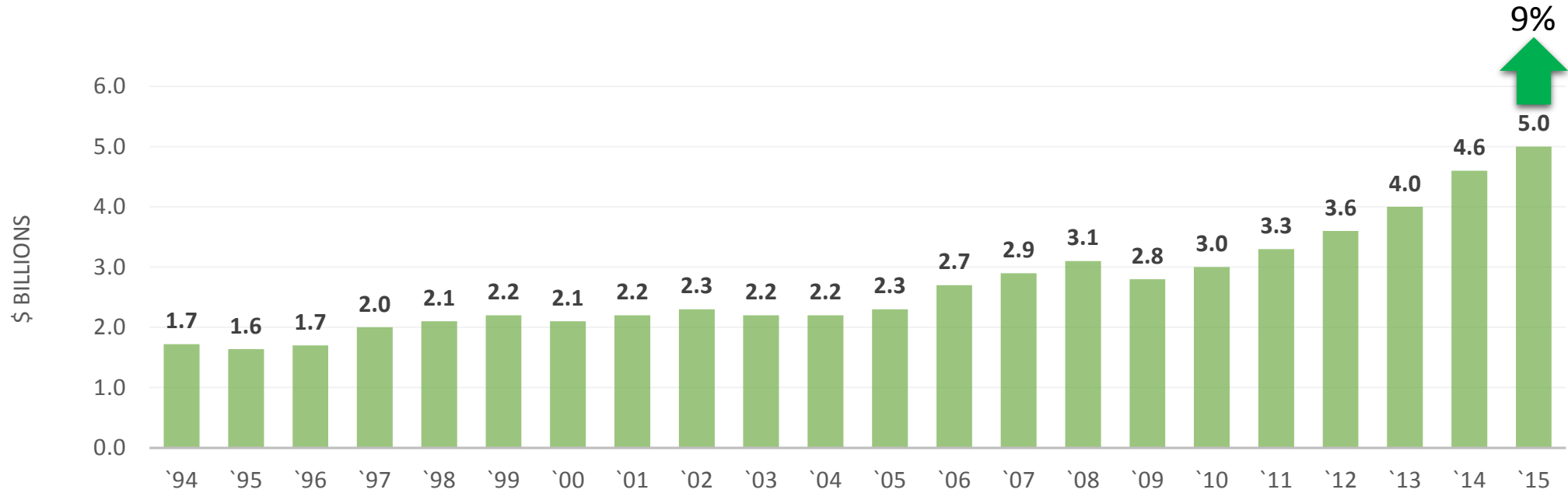


# Overnight Business Trips to Denver



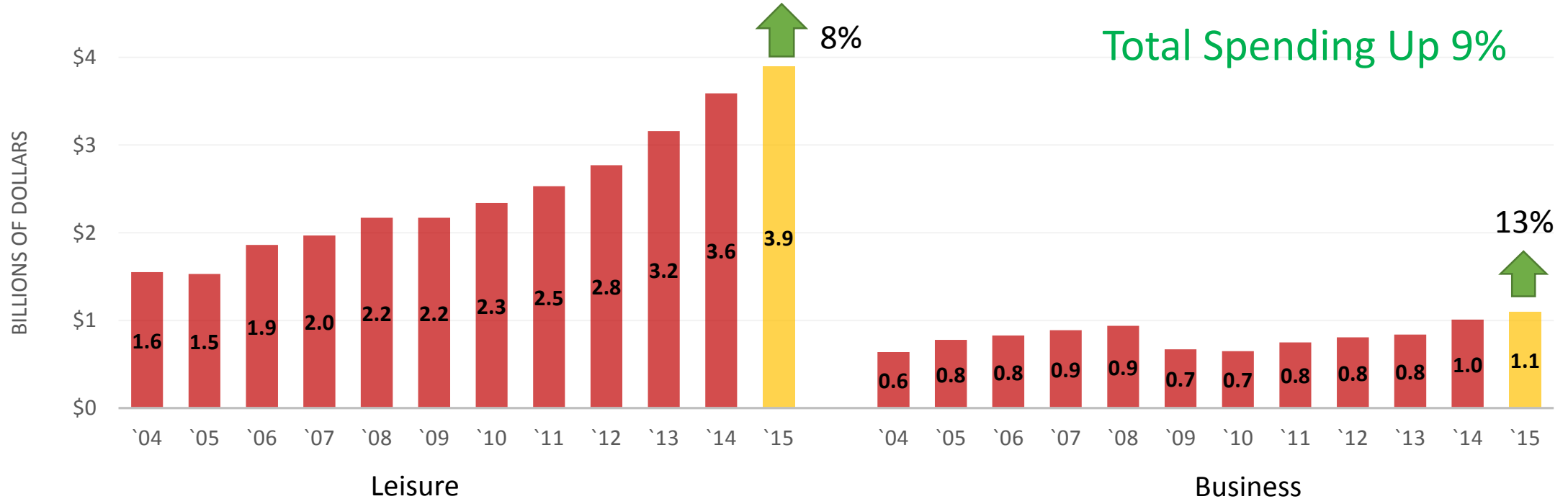


# Total Travel Spending in Denver- Overnight Trips





# Total Expenditures in Denver- Overnight Trips

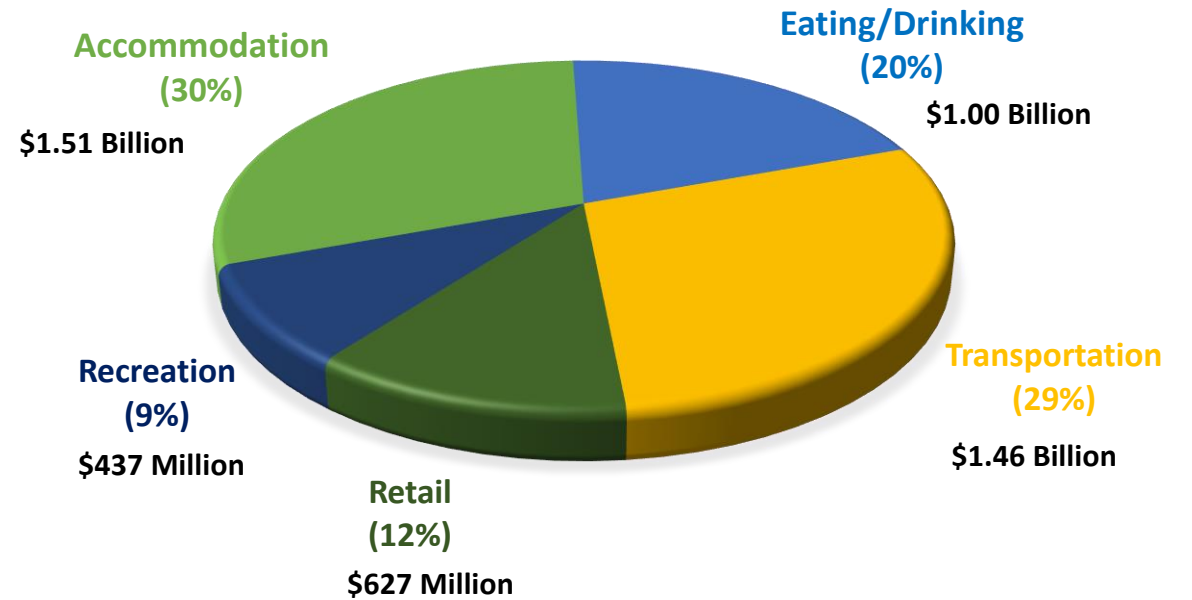




# Travel Spending by Sector – Overnight Visitors



Total Spending = \$5 Billion

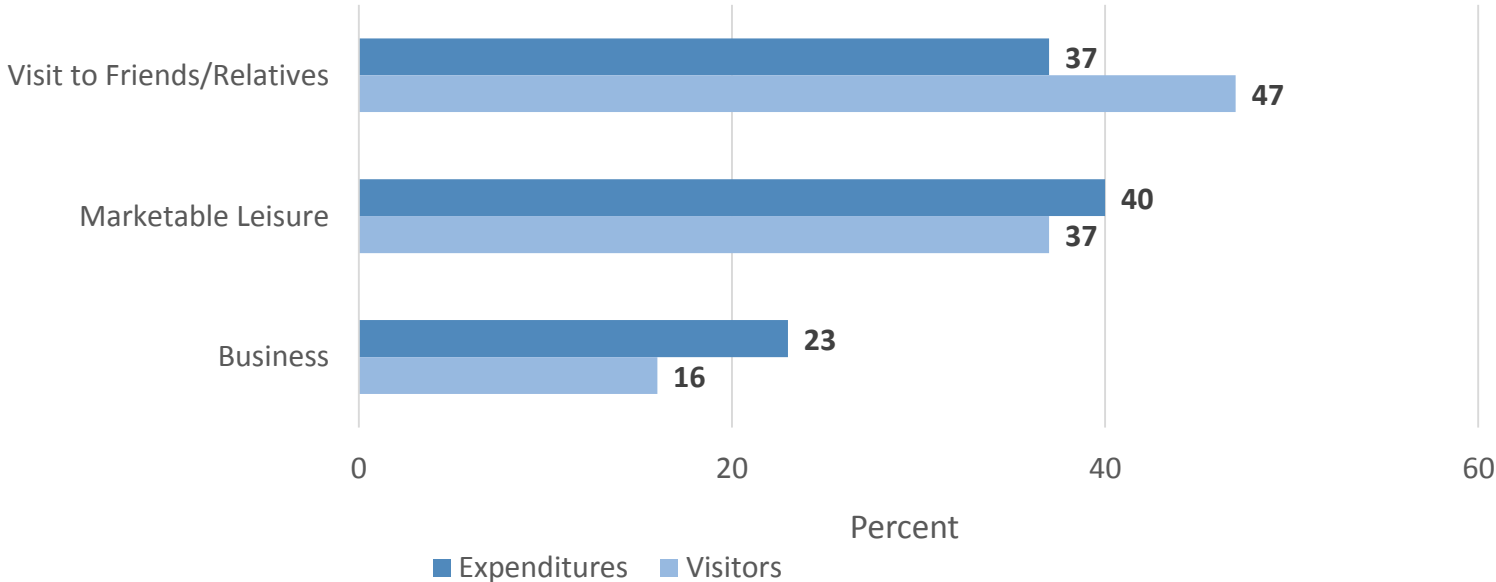




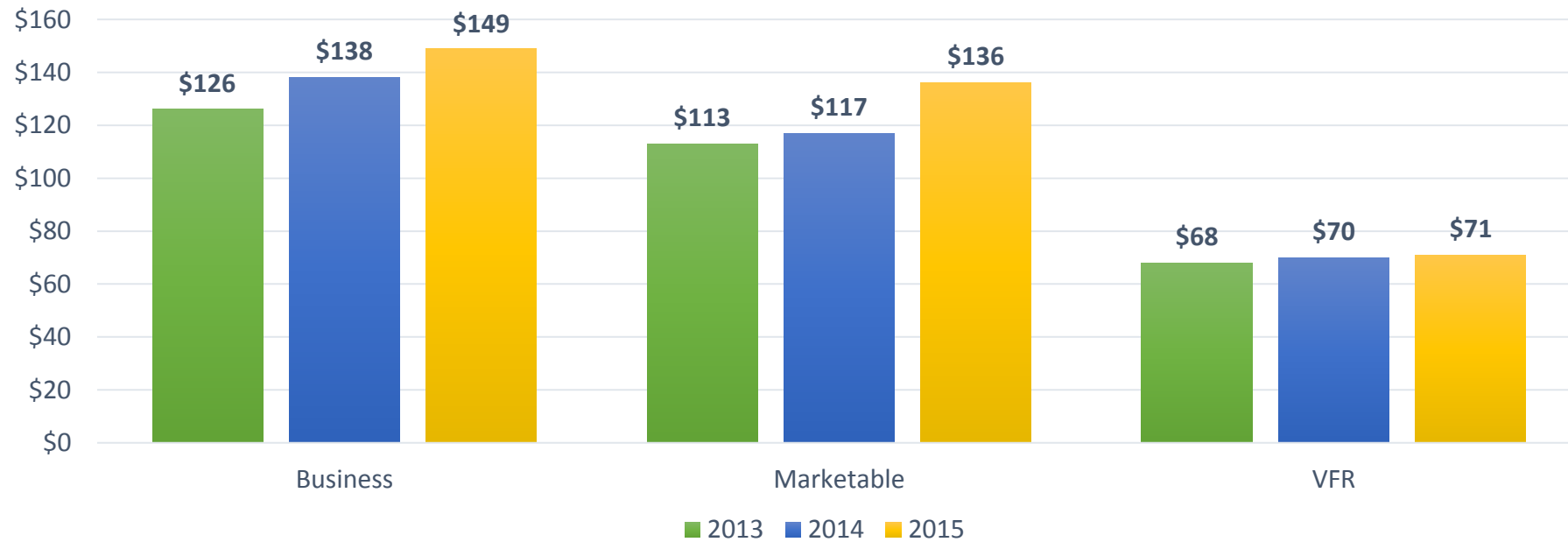
# Contributions to Expenditures/Visitor Volumes



*Base: Overnight Visitors*

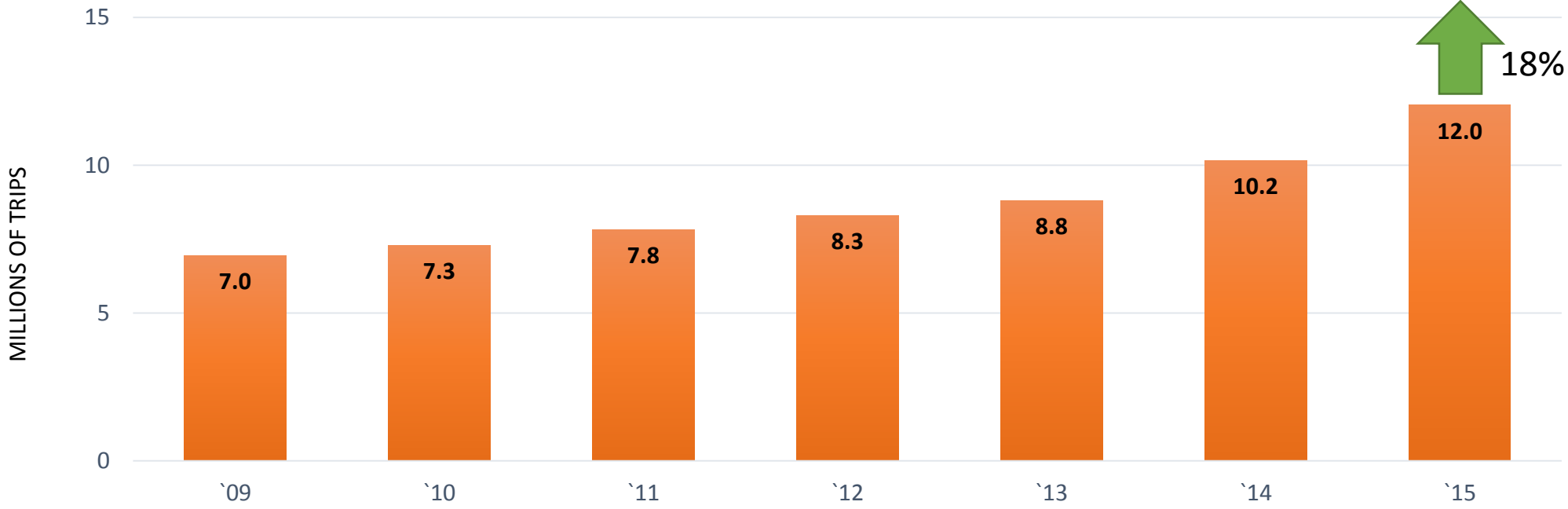


# Average Daily Expenditures – Per Visitor





# Day Trips to Denver

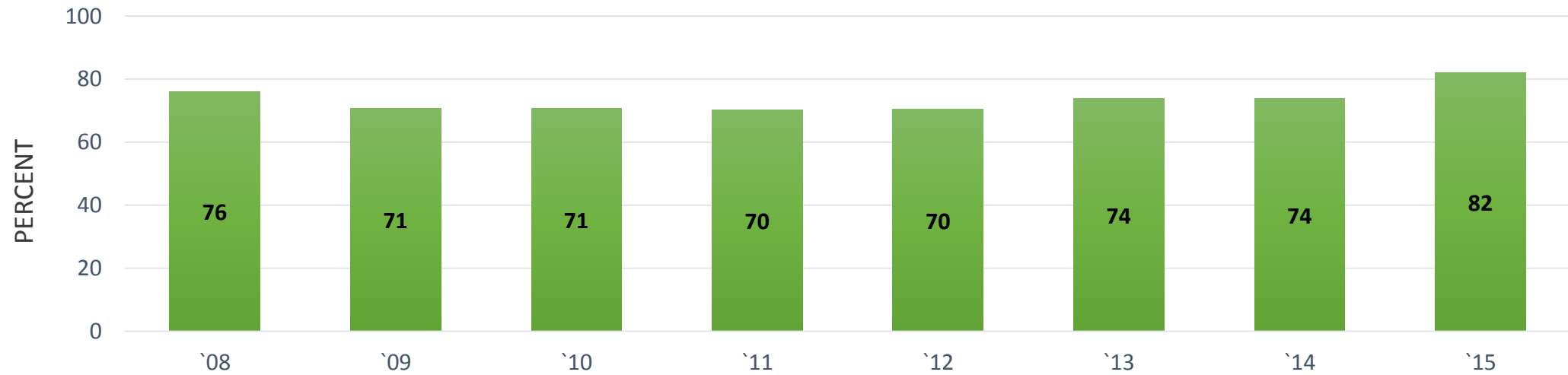








# More Out-of-State Leisure Visitors





# Top Sources of Overnight Leisure Trips



- Feeder States**
- California
  - Texas
  - Florida
  - Illinois
  - Arizona
  - New York
  - Nebraska
  - Kansas
  - Virginia
  - Ohio

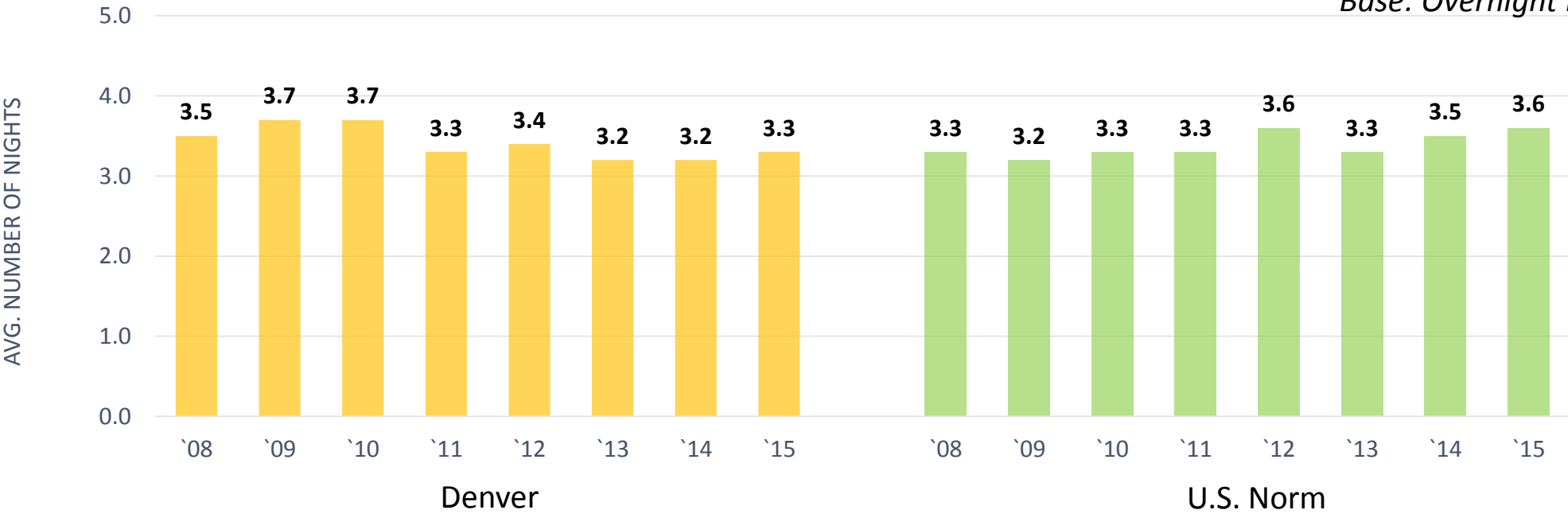
- Feeder Cities**
- Los Angeles
  - New York City
  - Chicago
  - Phoenix
  - Houston
  - Albuquerque
  - Dallas/Ft. Worth
  - Salt Lake City
  - San Francisco
  - Washington DC



# Length of Stay - Leisure



Base: Overnight Leisure Trips





# Top Shopping/Entertainment Areas Visited in Denver



*Base: Non-residents of Colorado State*

## Shopping

- 16<sup>th</sup> Street Mall
- LoDo “Lower Downtown”
- Historic District
- Cherry Creek
- Denver Pavilions
- Park Meadows Retail Resort
- Larimer Square
- Outlets at Castle Rock
- Belmar
- FlatIron Crossing Mall



# Attractions Visited in Denver



## Paid Admissions

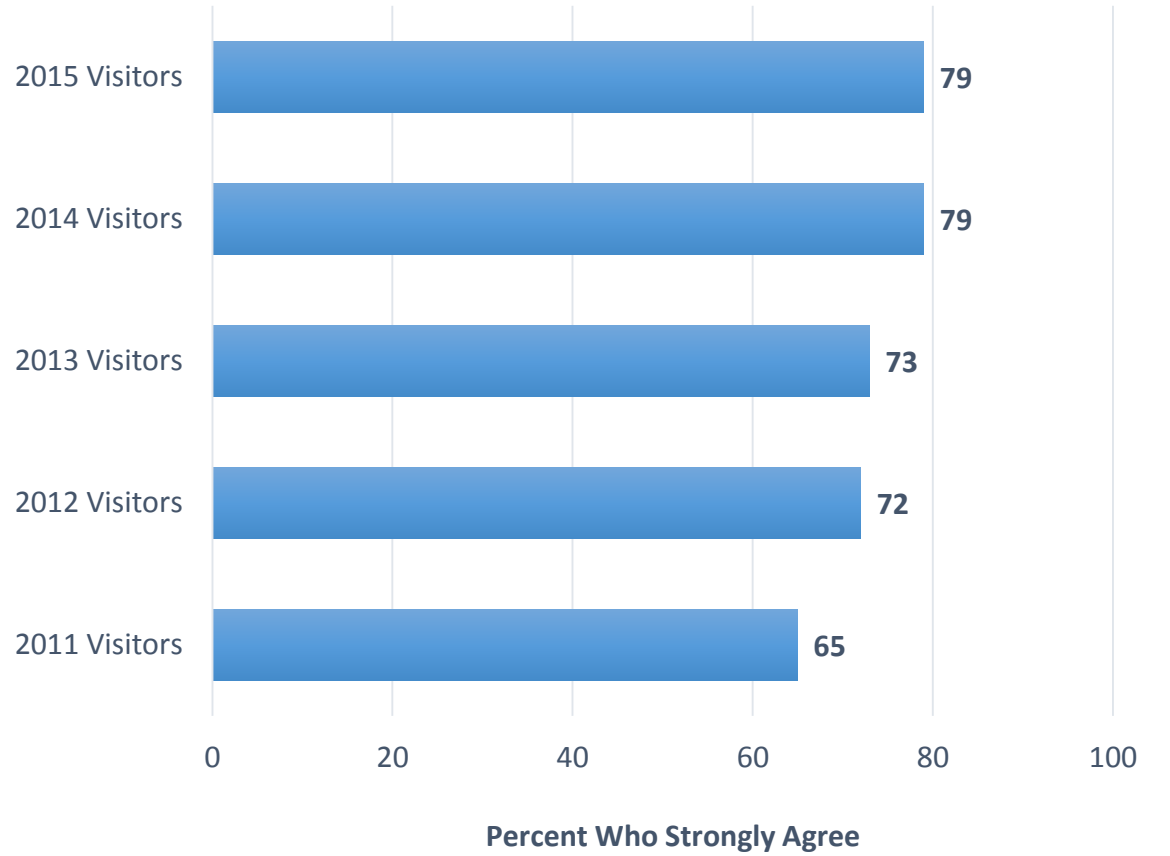
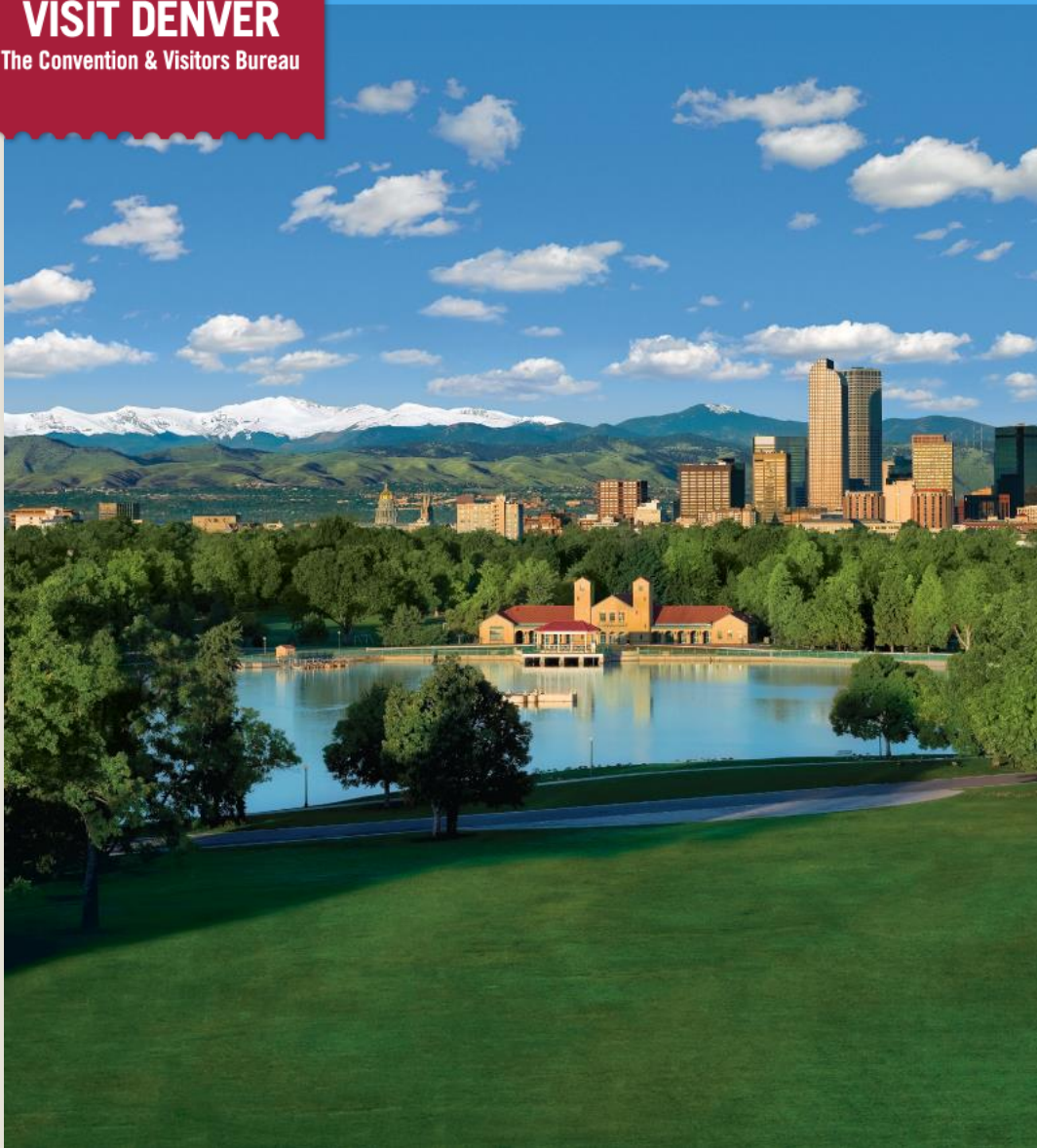
- Denver Zoo
- Denver Art Museum
- Red Rocks Park & Amphitheatre
- Denver Botanic Gardens
- Buffalo Bill Museum & Grave
- Denver Museum of Nature & Science/IMAX
- Downtown Aquarium
- Colorado Railroad Museum
- Colorado Rockies
- Butterfly Pavilion
- Children’s Museum of Denver
- Denver Broncos

## Top 3 Free Admissions

- Red Rocks Park & Amphitheatre
- Coors Brewery
- Colorado State Capitol



# Denver's Product – “Would Really Enjoy Visiting Again”





# Another Banner Year!

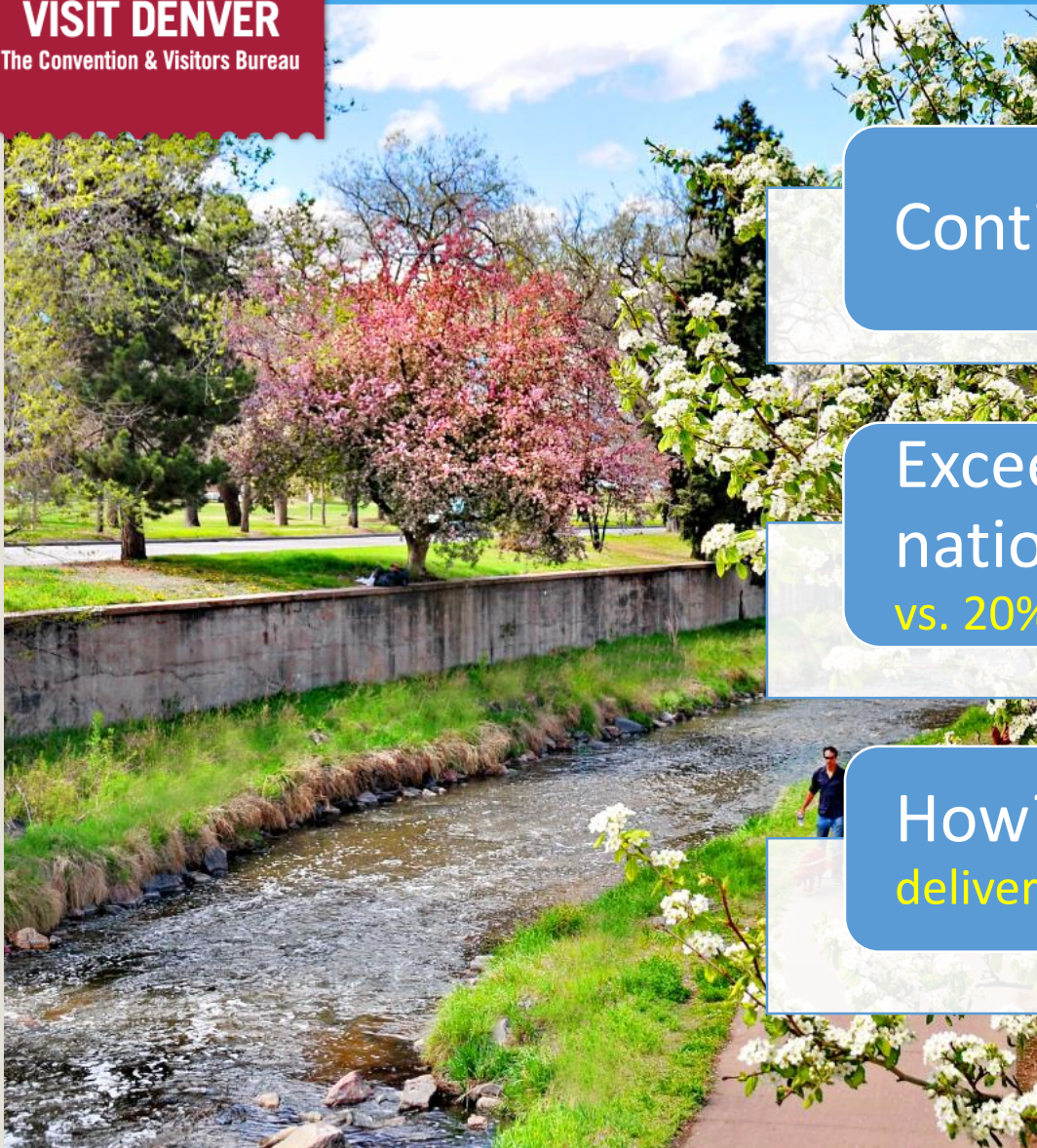
*Tourism is important to Denver's economy!*

Continuing to break records

Exceeding, not just matching national trends...Leisure visits up 52% vs. 20% nationally since 2005

How? Successful Marketing, product delivers on the promise

***KEEP UP THE GOOD WORK!***







**THANK YOU!**

