

2015 Longwoods Facts

<u>Overnight Visitors:</u>	2015	2014	2013	2012
Number of Overnight Business Visitors	2.6 million	2.4 million	2.3 million	2.3 million
Number of Overnight Pleasure Visitors	13.8 million	13 million	11.7 million	11.3 million
Total number of Denver Overnight	16.4 million	15.4 million	14 million	13.6 million

<u>Total Spending - Overnight Visitors:</u>	\$5.04 billion	\$4.6 billion	\$4 billion	\$3.6 billion
Accommodations	\$1.51 billion	\$1.3 billion	\$1.2 billion	\$1 billion
Eating/Drinking	\$1.00 billion	\$913 million	\$796 million	\$705 million
Retail	\$627 million	\$579 million	\$549 million	\$499 million
Transportation	\$1.46 billion	\$1.4 billion	\$1.2 billion	\$992 million
Recreation	\$437 million	\$398 million	\$373 million	\$353 million

<u>Average No. Nights Spent in Denver:</u>	3.3	3.2	3.2	3.4
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<u>Day Visitors:</u>				
Total Day Trips to Denver	12.0 million	10.2 million	8.8 million	8.3 million
Total Spending	\$677 million	\$670 million	\$551 million	\$444 million

<u>Average Daily Expenditure:</u>				
Business Traveler	\$149	\$138	\$126	\$112
Marketable Traveler	\$136	\$117	\$113	\$104
Visiting Friends/Relatives	\$71	\$70	\$68	\$49
Day Visitor	\$66	\$66	\$63	\$53

In 2015

States Sending Overnight Leisure

Visitors to Denver (in order)

Colorado
California
Texas
Illinois
Arizona
New York
Nebraska
Kansas
Virginia
Ohio

Urban Areas Sending Overnight Leisure

Visitors to Denver (in order) – excluding Colorado

Los Angeles, CA
New York, NY
Chicago, IL
Phoenix, AZ
Houston, TX
Albuquerque, NM
Dallas/Ft. Worth, TX
Salt Lake City, UT
San Francisco, CA
Washington DC

Top Shopping/Entertainment

16th 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

Top Free Admission

Red Rocks Park & Amphitheatre
Coors Brewery
Colorado State Capitol

Top Attractions Visited – Paid

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