



Denver 2017 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 2017 travel year: 

Purposes

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

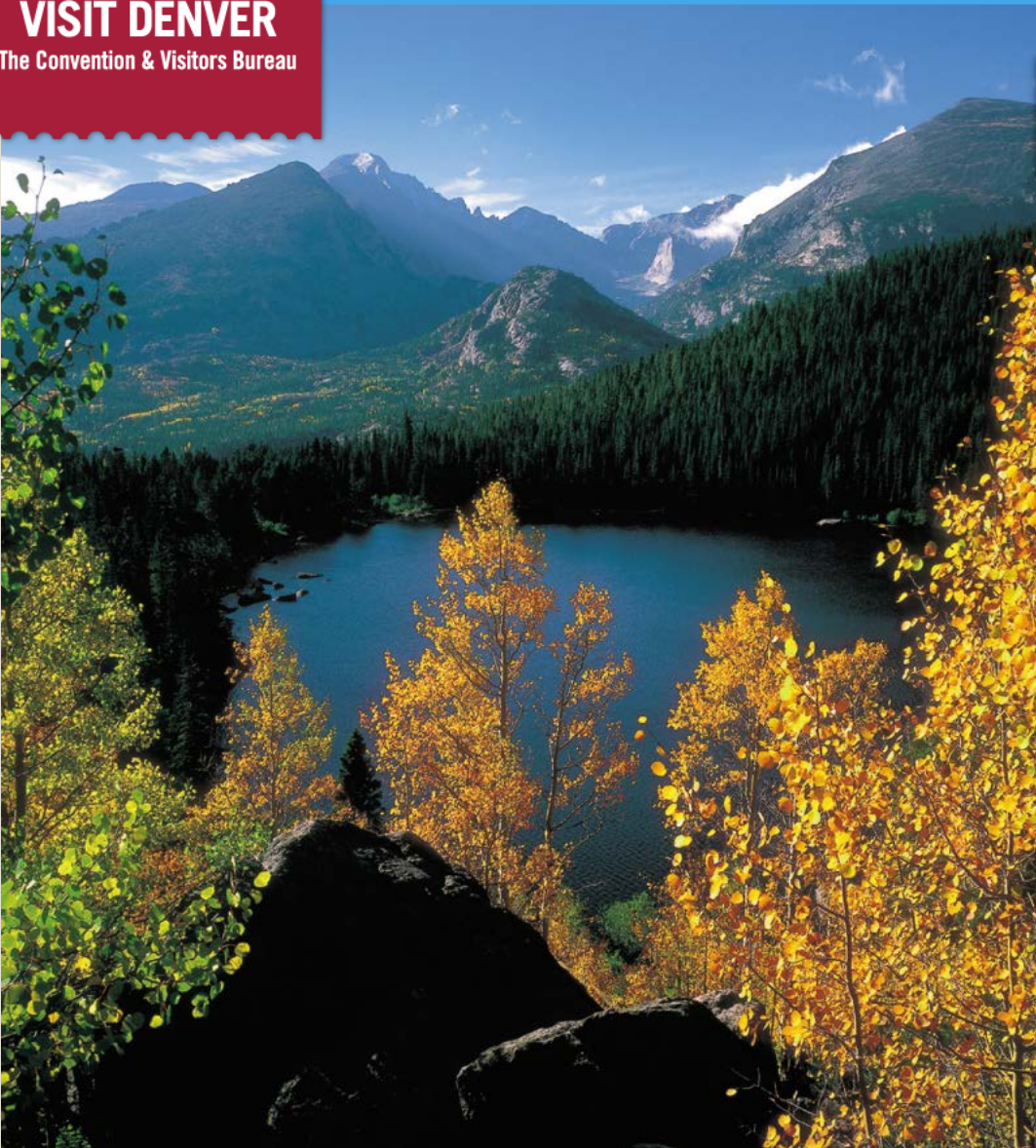


Travel USA[®]

Main focus is overnight travel

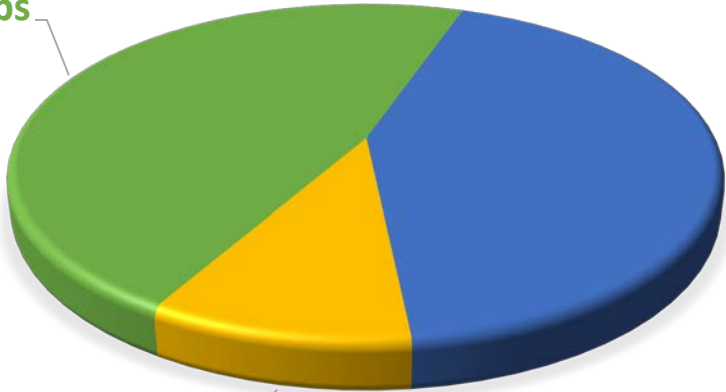
- Quarterly random samples of U.S. adult population
- Consumer online panel
- Profiles of representative sample of 300,000+ overnight and day trips each year
- Overview survey, then a custom follow-up
 - 3,194 Denver visitors completed the survey
 - 1,912 completed detailed follow-up
 - 1,158 overnight
 - 754 day

Structure of the U.S. Travel Market



2017 Overnight Trips

Marketable
Leisure Trips
47%

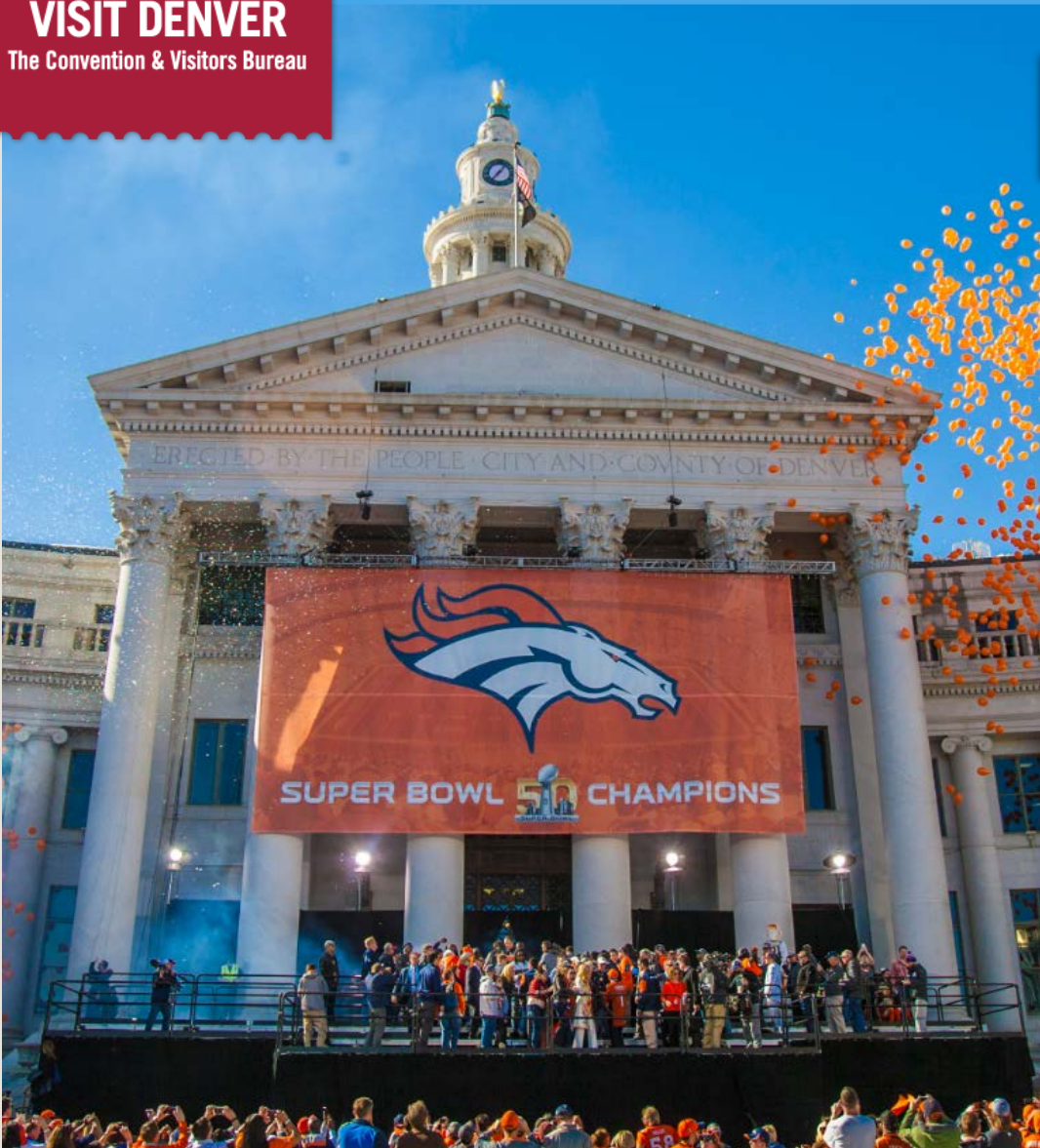


Visits to
Friends/
Relatives
43%

Business
Trips
10%

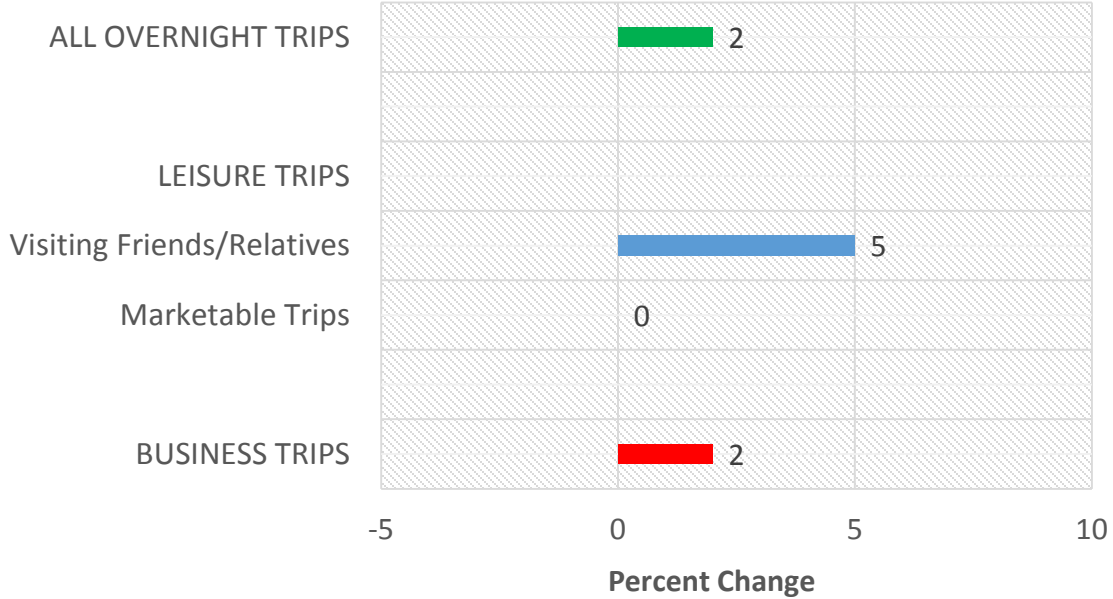


U.S. Market Trends for Overnight Trips



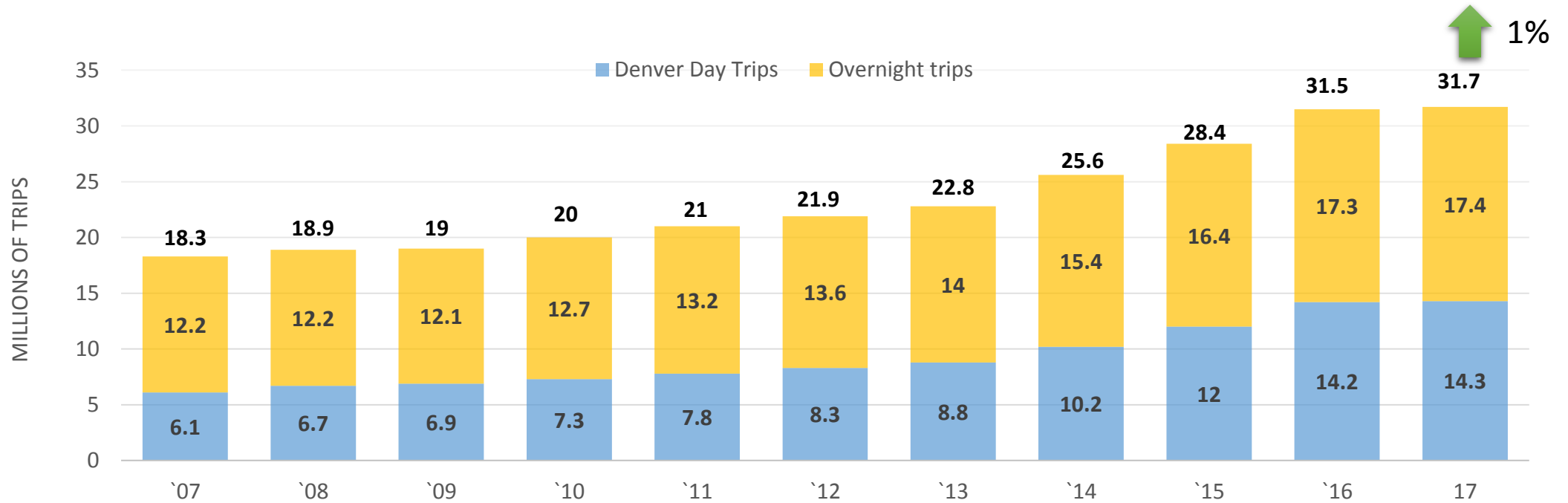
2017 vs. 2016

Base: Adult Overnight Trips

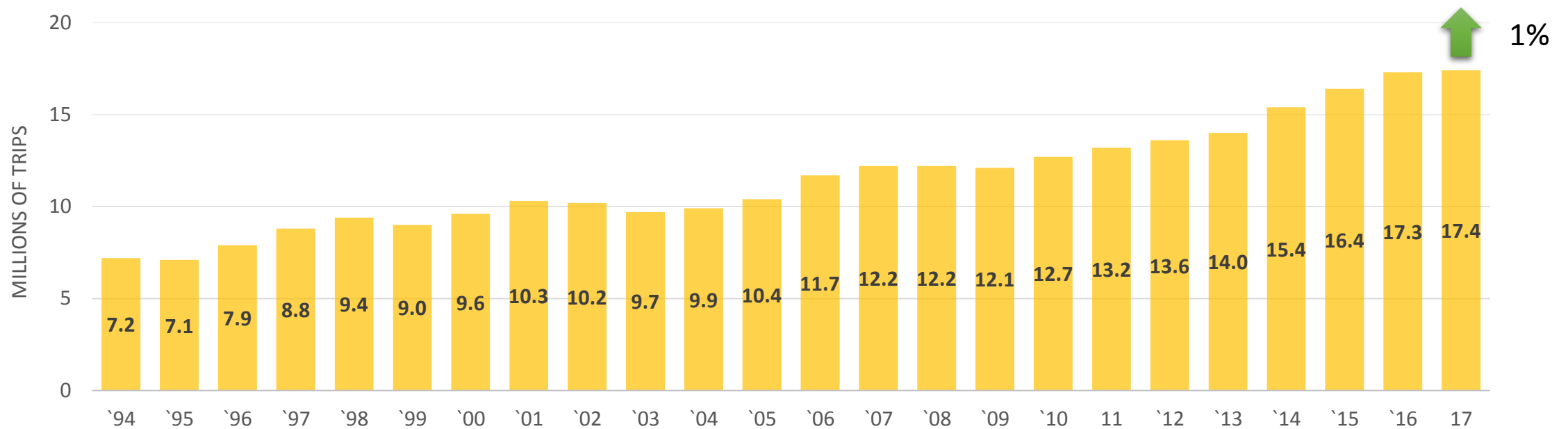




Total Visitors to Denver 2017

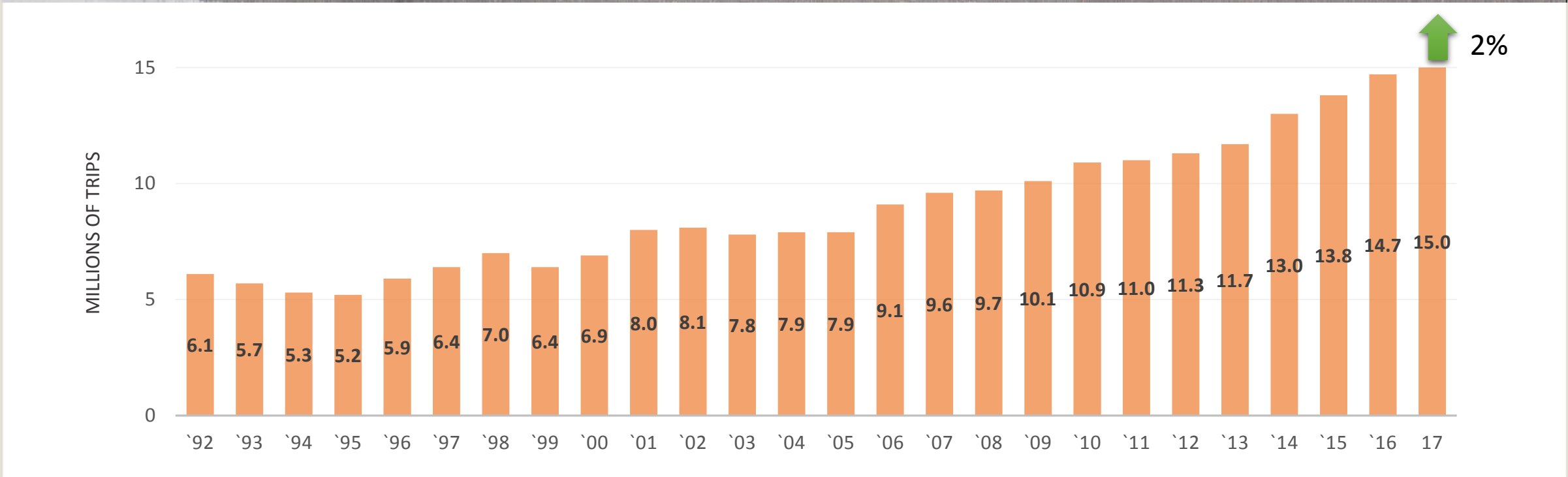


Overnight Trips to Denver



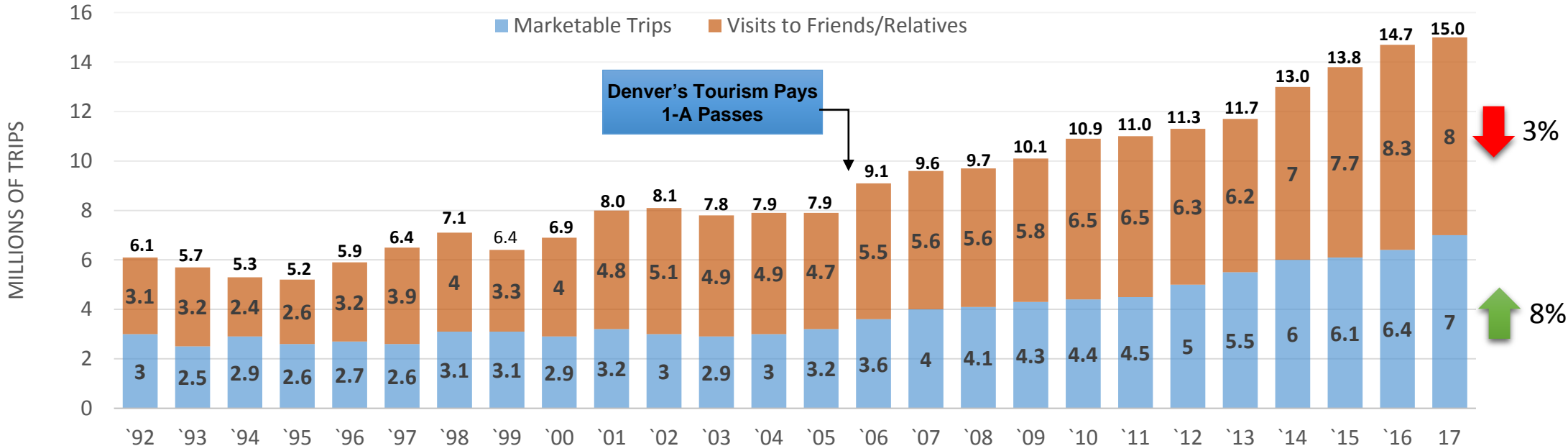


Overnight Leisure Trips to Denver



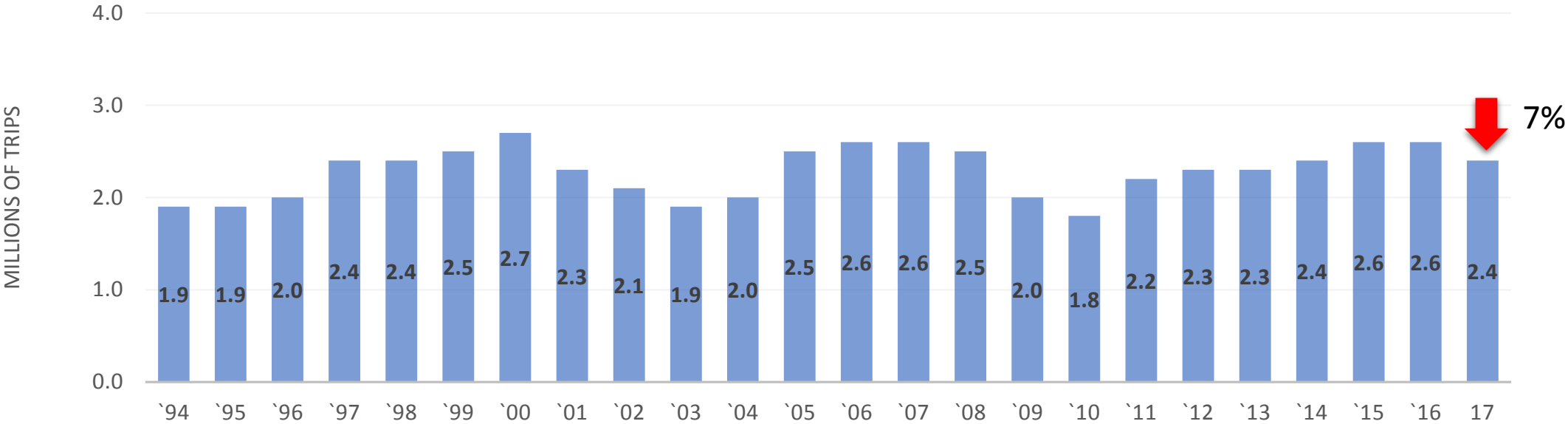


Structure of Denver's Overnight Leisure Travel Market



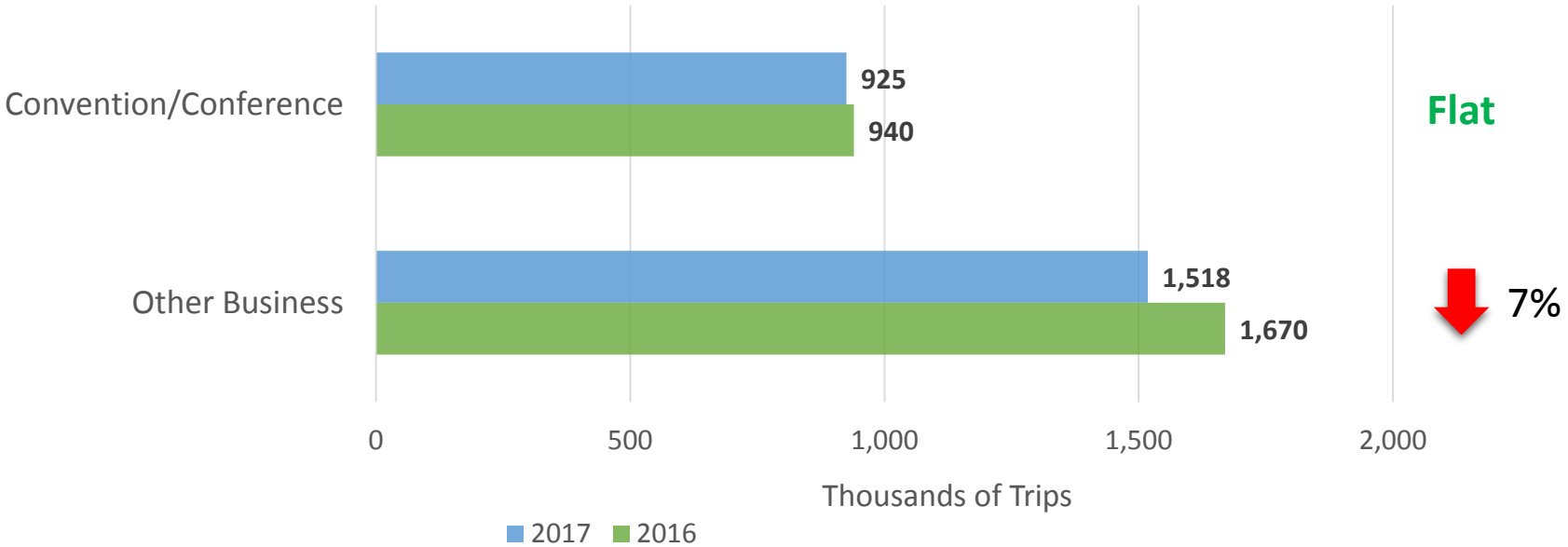


Overnight Business Trips to Denver





Denver's Overnight Business Trips – 2017 vs. 2016

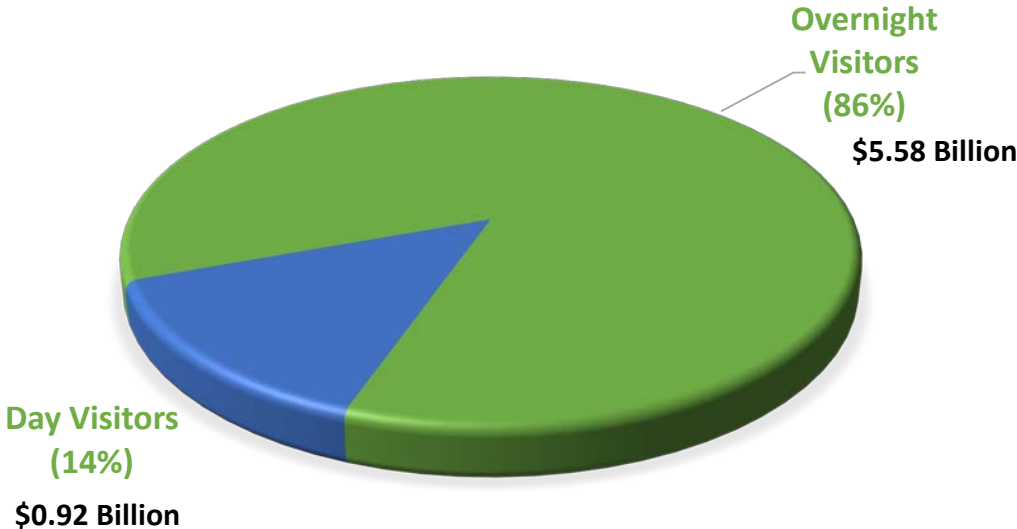




Total Travel Spending in Denver – Day & Overnight

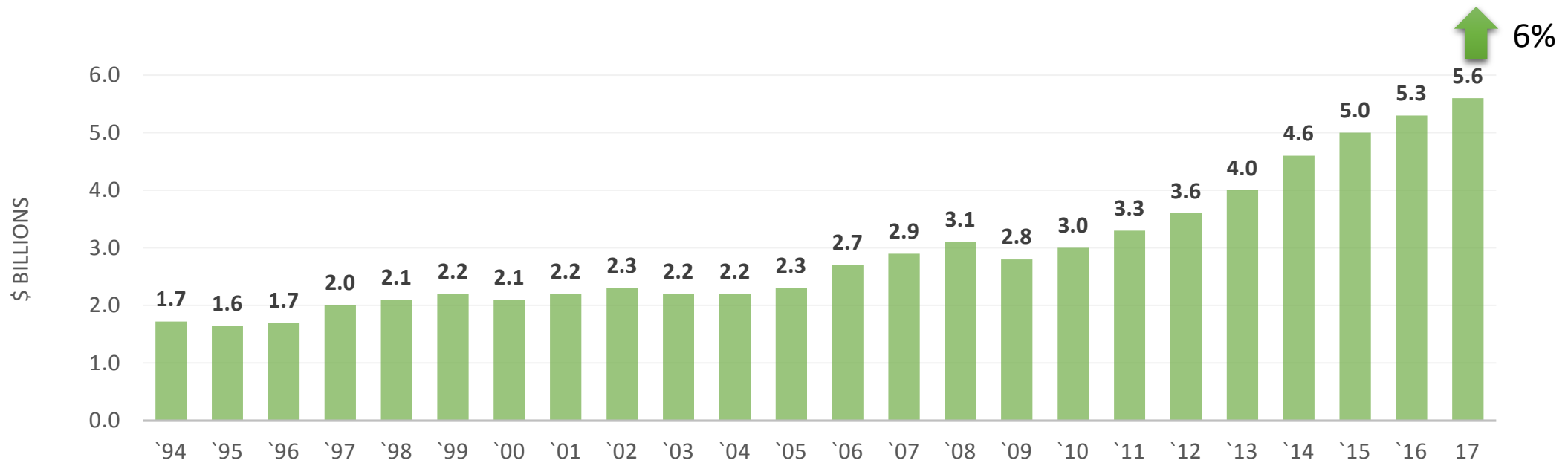


Total Spending = \$6.5 Billion



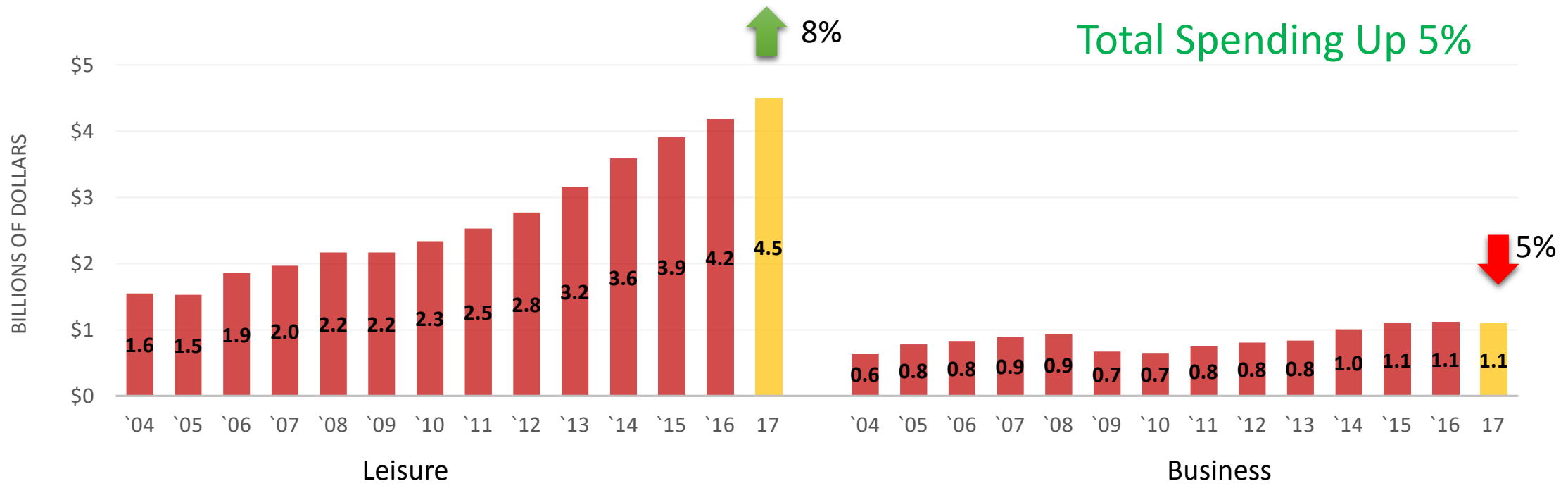


Total Travel Spending in Denver- Overnight Trips





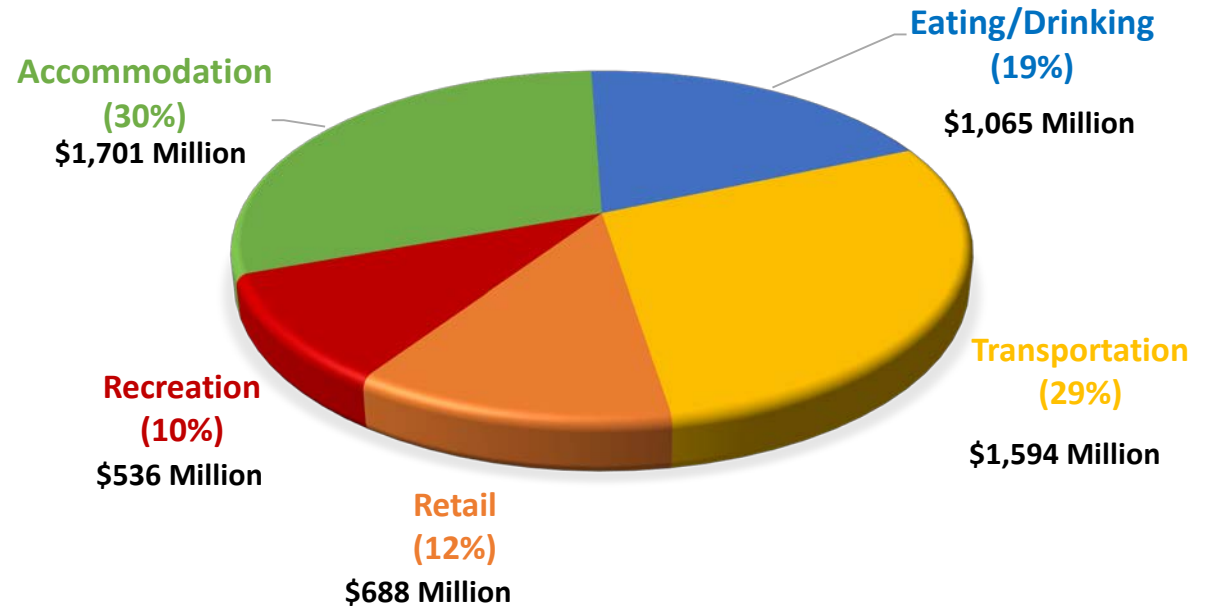
Total Expenditures in Denver- Overnight Trips



Travel Spending by Sector – Overnight Visitors



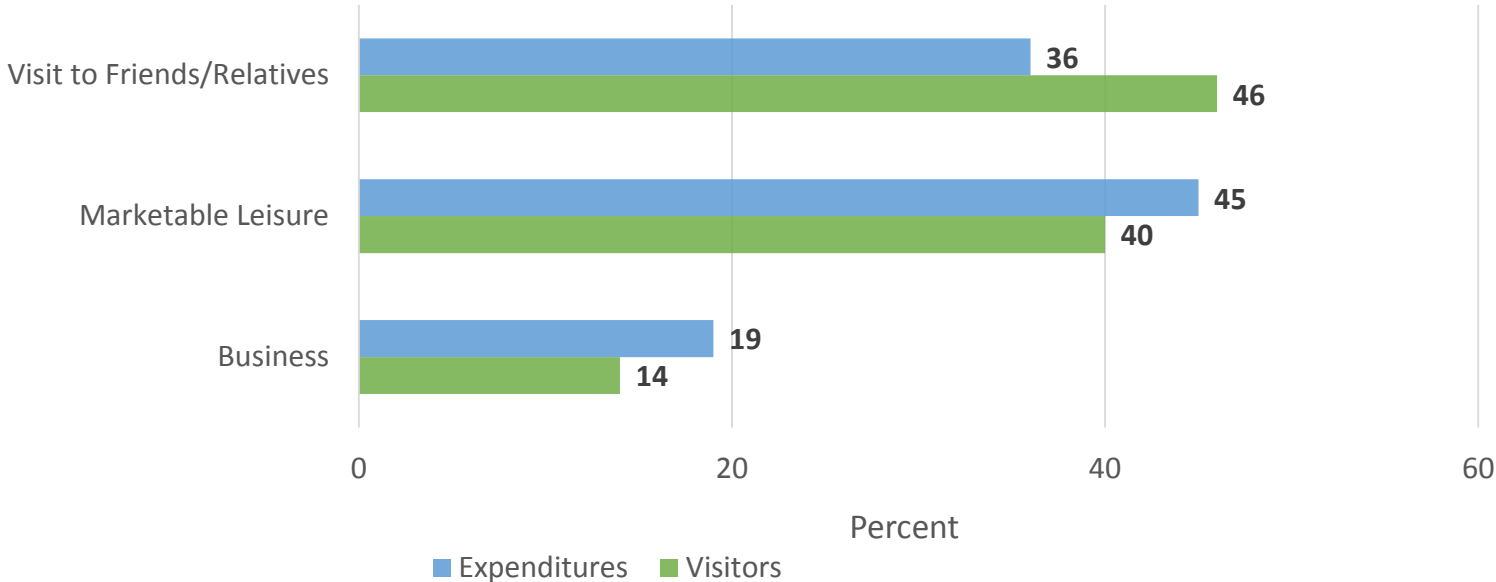
Total Spending = \$5.6 Billion



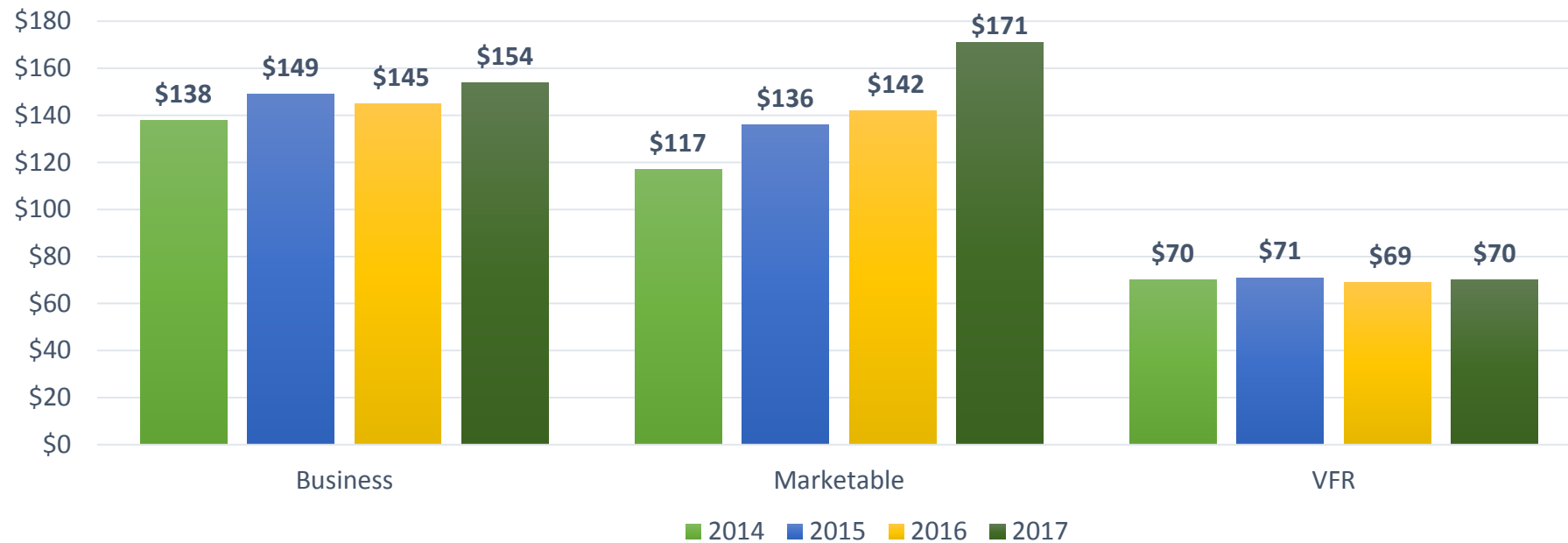
Contributions to Expenditures/Visitor Volumes



Base: Overnight Visitors

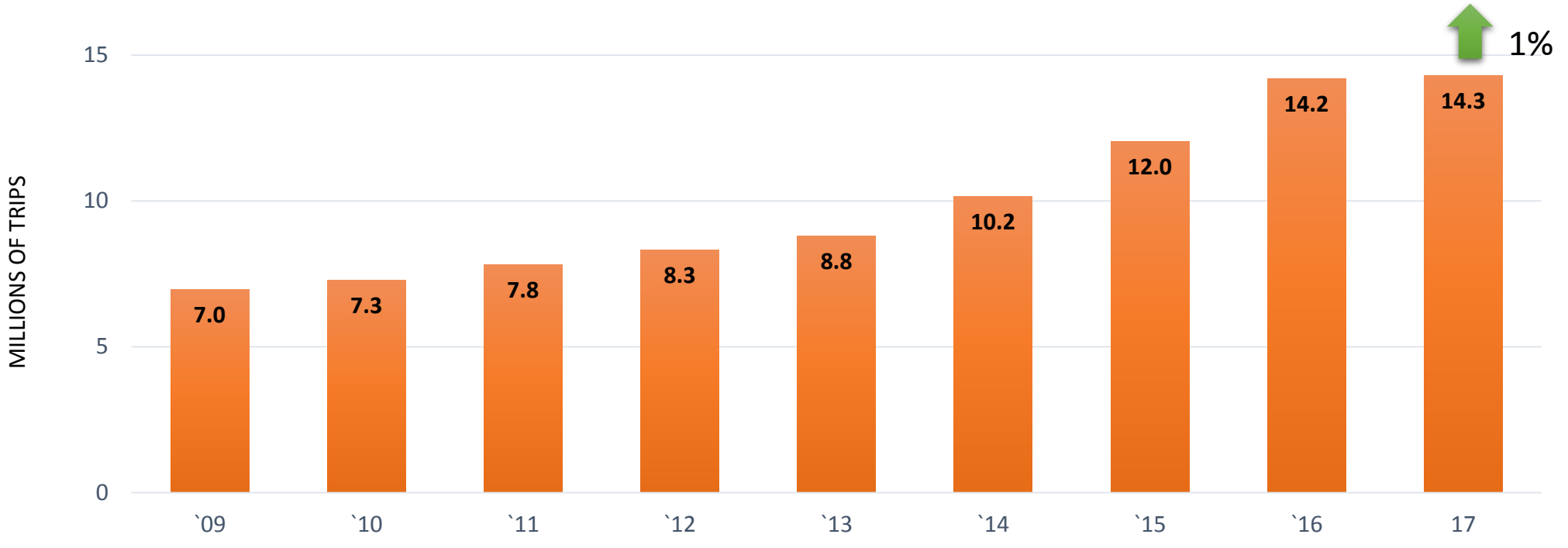


Average Daily Expenditures – Per Visitor





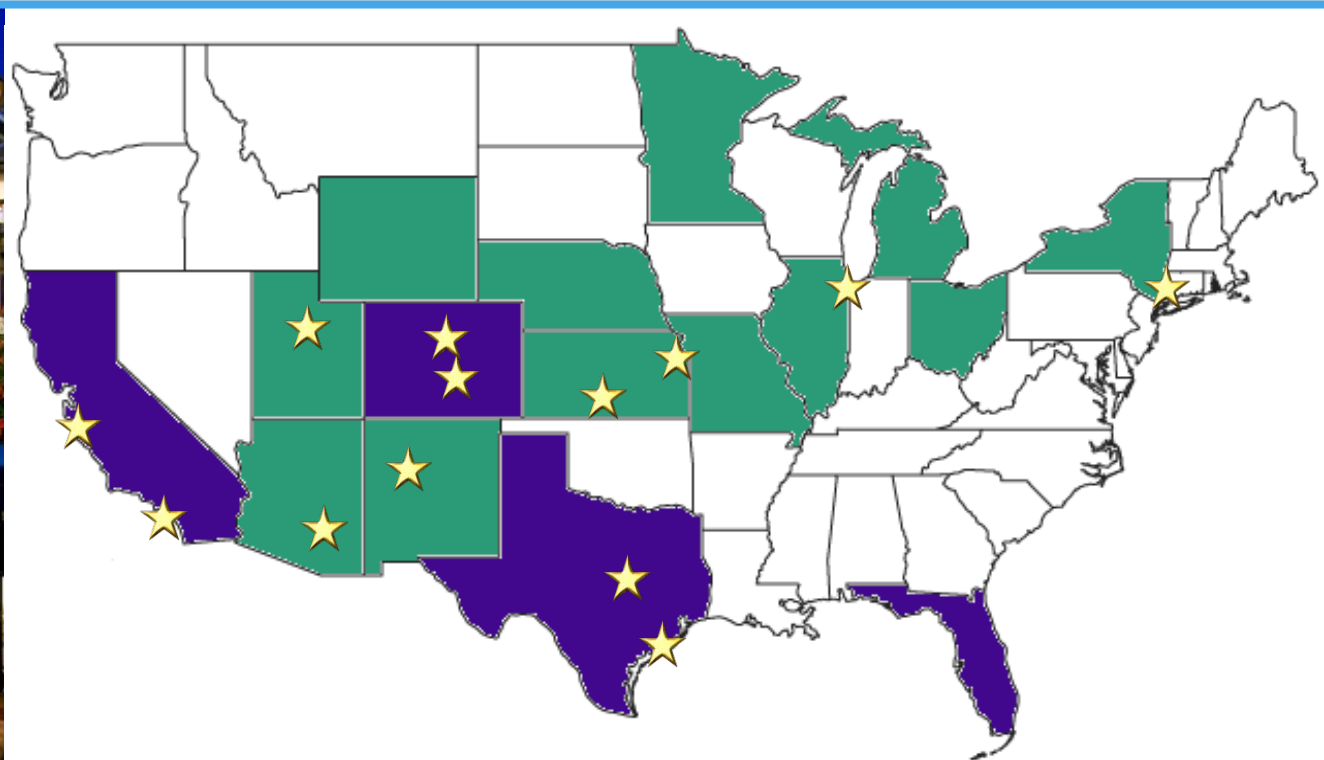
Day Trips to Denver

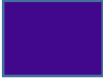
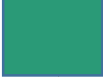



Denver's Source of Business



VISIT DENVER
The Convention & Visitors Bureau

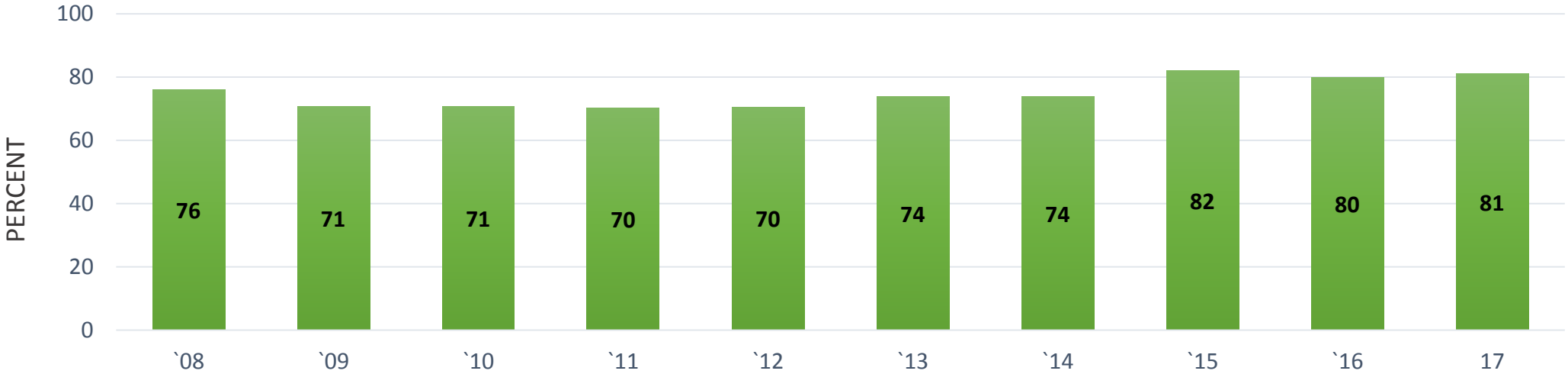


-  States Contributing more than 5%
-  States contributing 2%-5%
-  DMAs contributing more than 2%

Base: Overnight Leisure Trips



Out-of-State Leisure Visitors





Top Sources of Overnight Leisure Trips



- Feeder States**
- California
 - Texas
 - Florida
 - Illinois
 - Wyoming
 - Kansas
 - New York
 - New Mexico
 - Arizona
 - Utah

- Feeder Cities**
- Los Angeles
 - New York
 - Chicago*
 - Albuquerque-Santa Fe*
 - Dallas-Ft. Worth*
 - San Francisco*
 - Salt Lake City*
 - Houston*
 - Wichita-Hutchinson*
 - Kansas City*
- * = Advertising markets

Attractions Visited in Denver



Paid Admissions

- Denver Zoo
- Denver Botanic Gardens
- Denver Museum of Nature & Science/IMAX
- Denver Art Museum
- Colorado Rockies
- Buffalo Bill Museum & Grave
- Colorado Railroad Museum
- Downtown Aquarium
- Dinosaur Ridge
- Children's Museum of Denver

Top 3 Free Admissions

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



Top Shopping/Entertainment Areas Visited in Denver



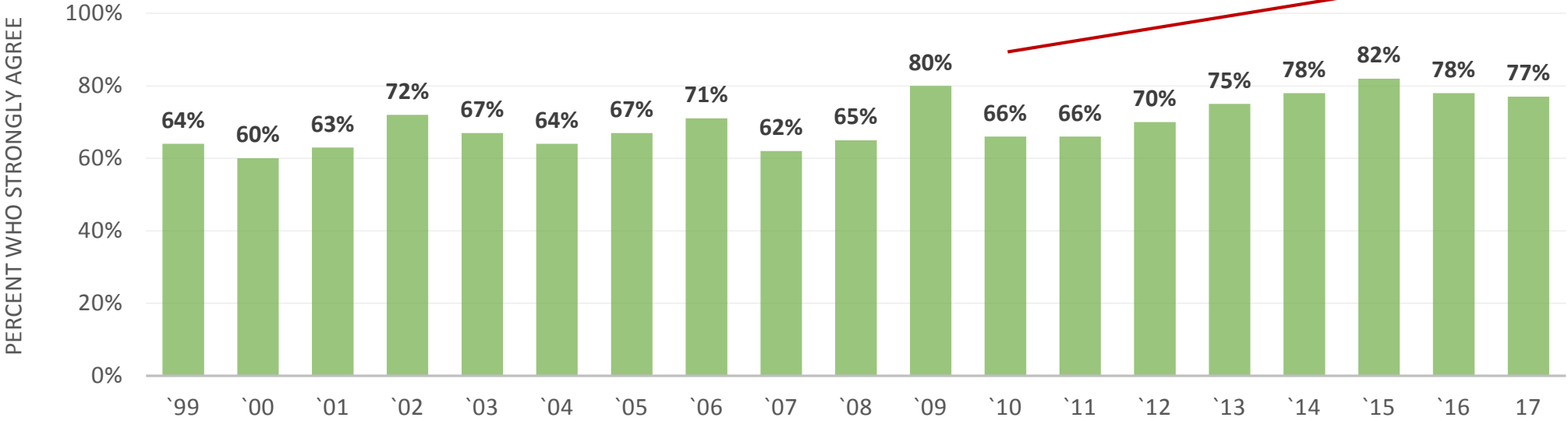
Base: Leisure Visitors

Shopping

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



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 65% vs. 24% nationally since 2006

How? Successful marketing and product delivers on the promise

KEEP UP THE GOOD WORK!





THANK YOU!

