



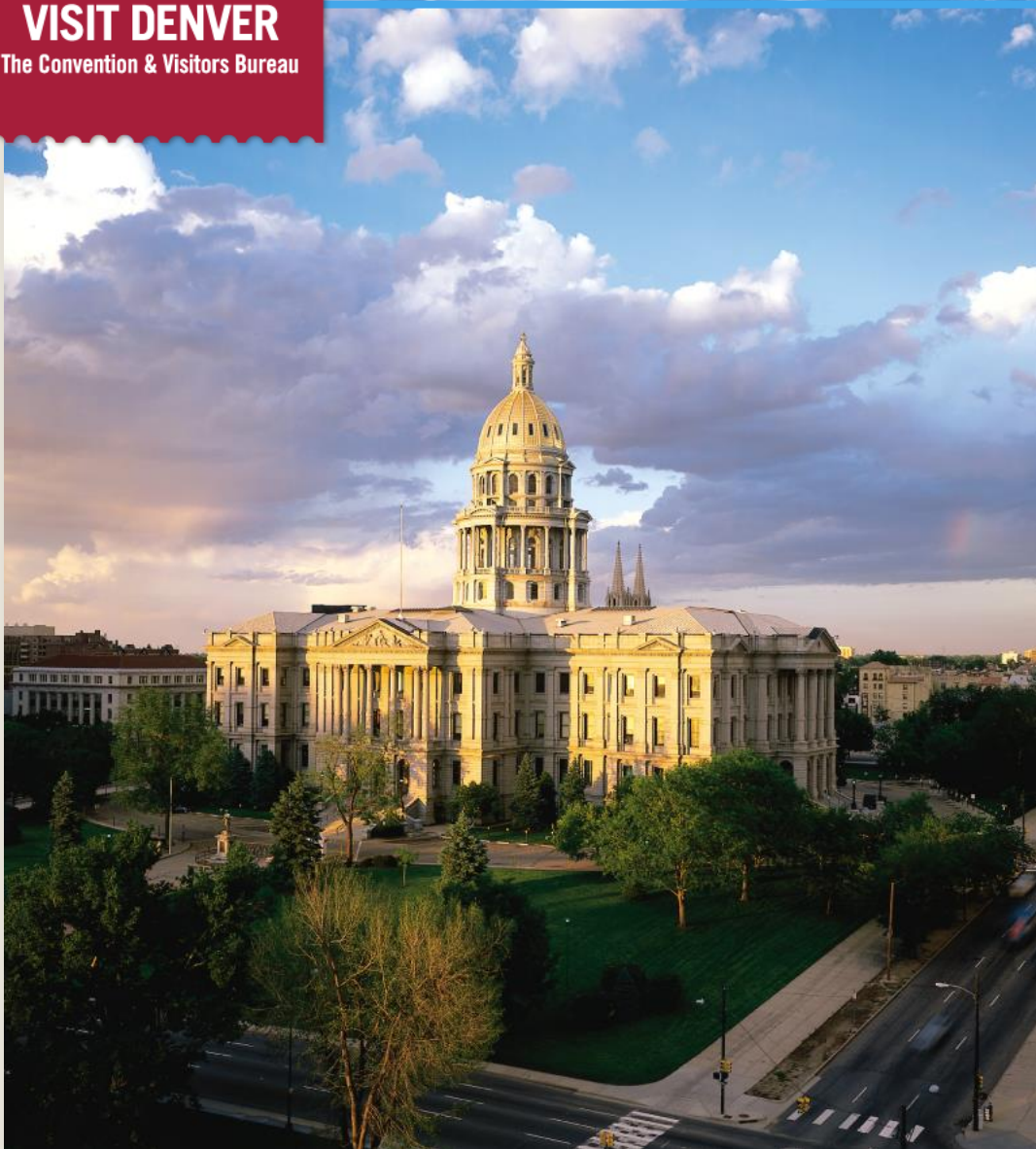
Denver 2016 Travel Year

 **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 2016 travel year:

➤ Purposes

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

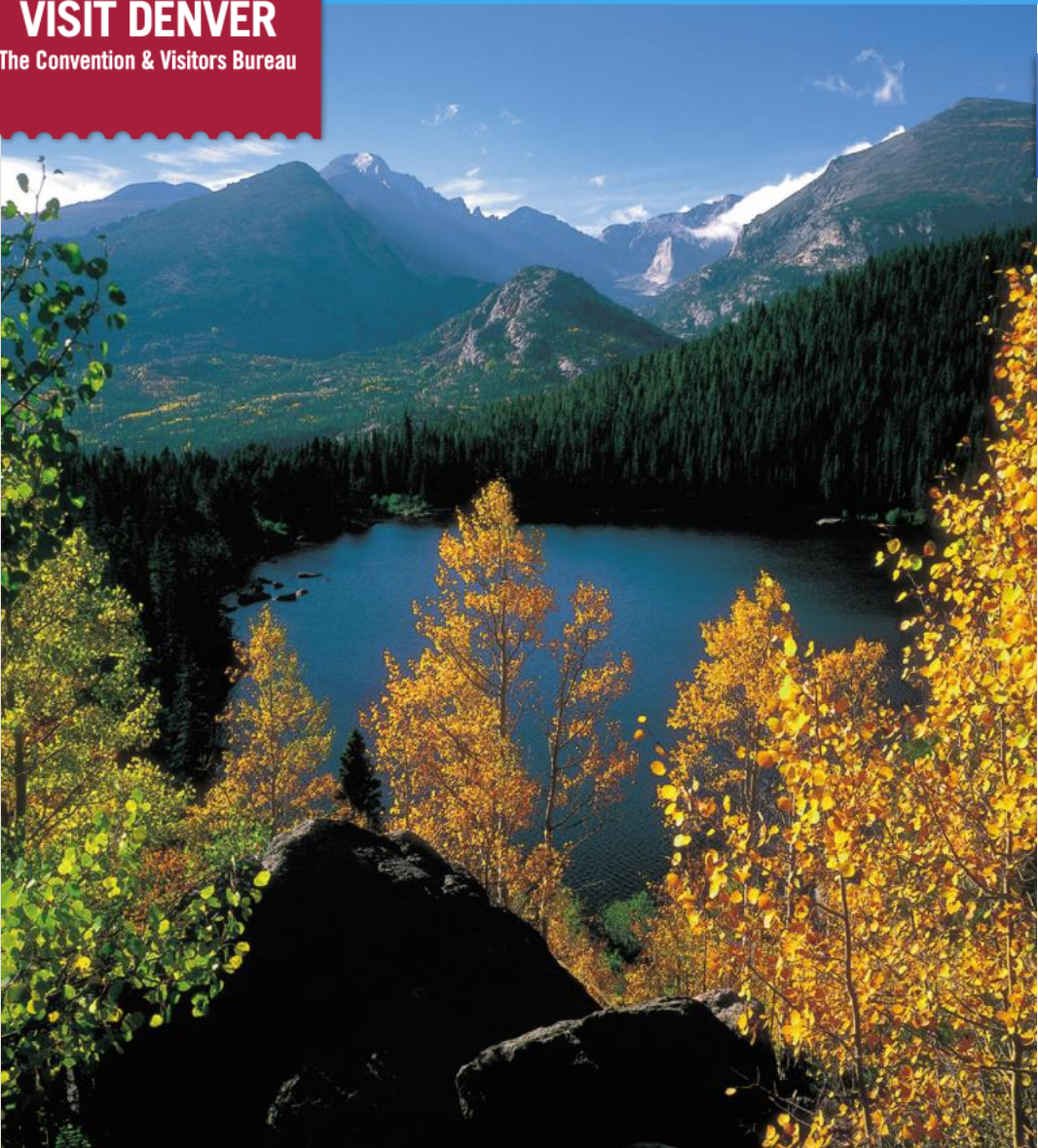


Travel USA[®]

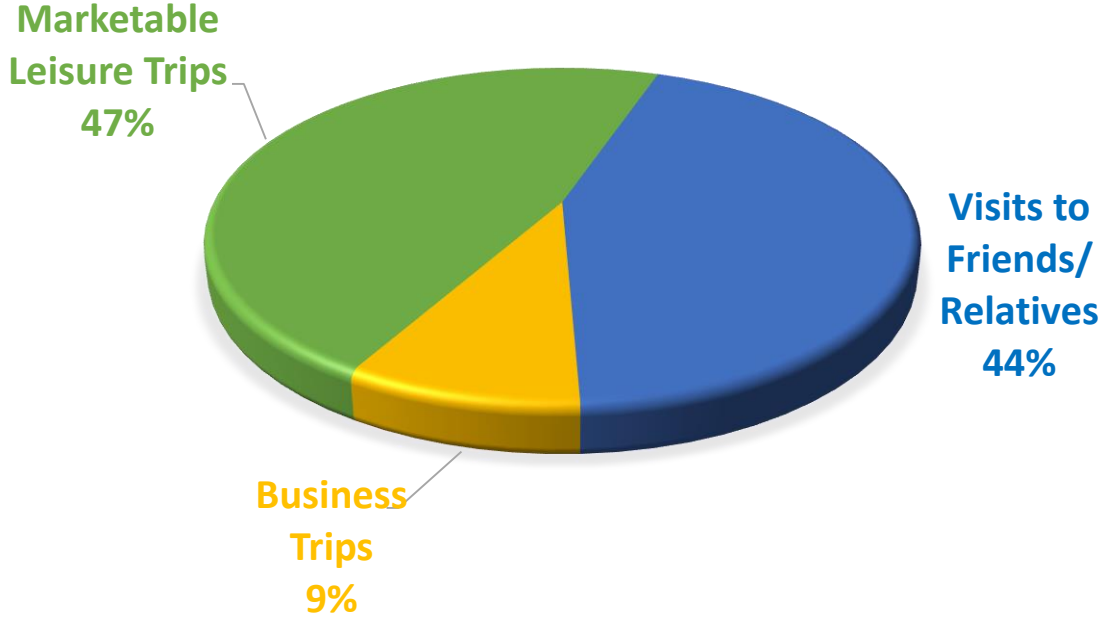
Main focus is overnight travel

- 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
 - 3,057 Denver visitors completed the survey
 - 1,838 completed detailed follow-up
 - 1,089 overnight
 - 749 day

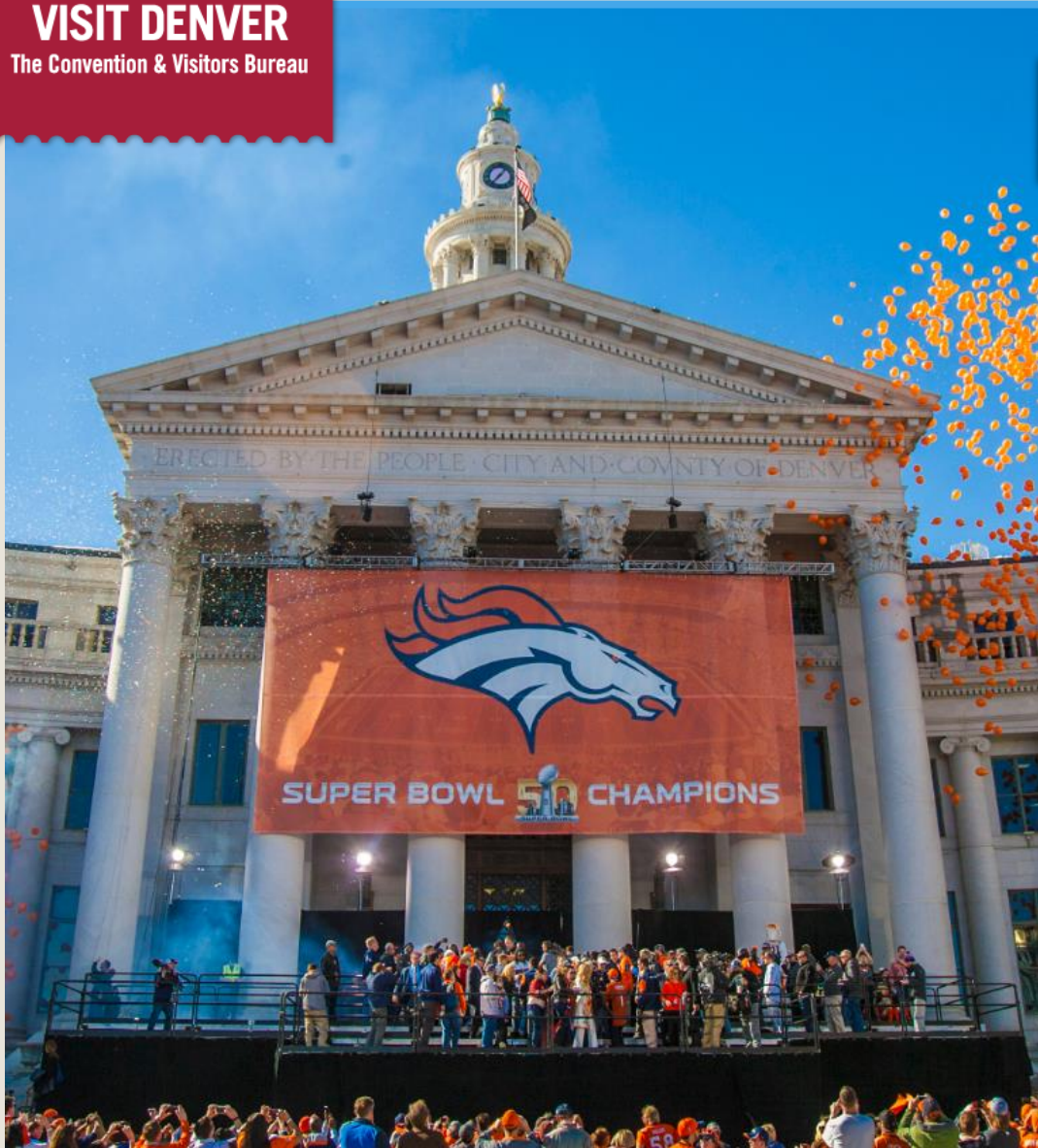
Structure of the U.S. Travel Market



2016 Overnight Trips

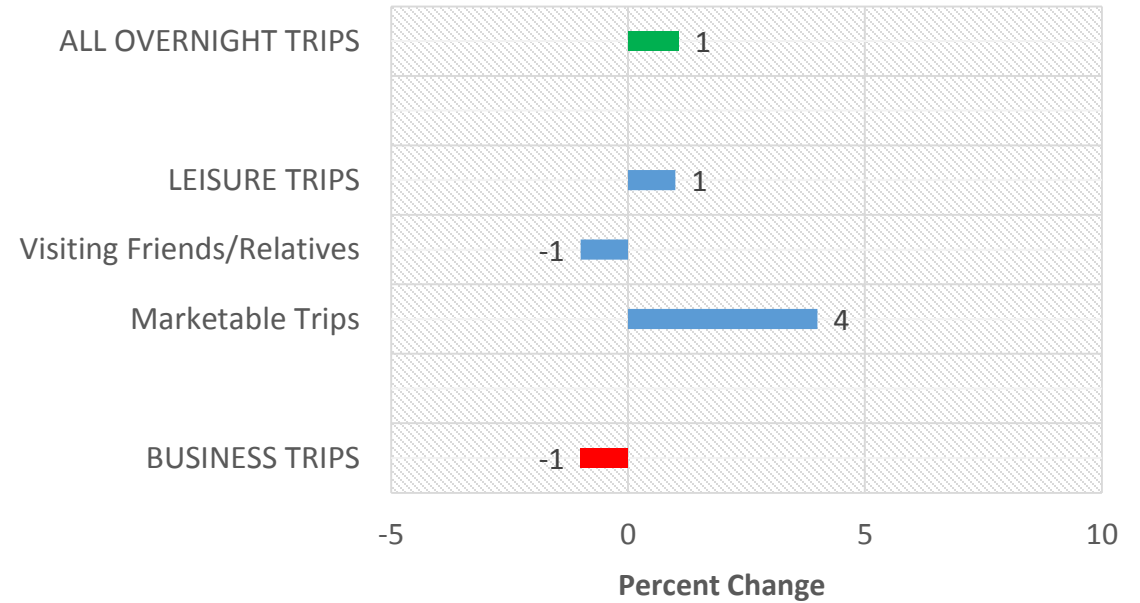


U.S. Market Trends for Overnight Trips



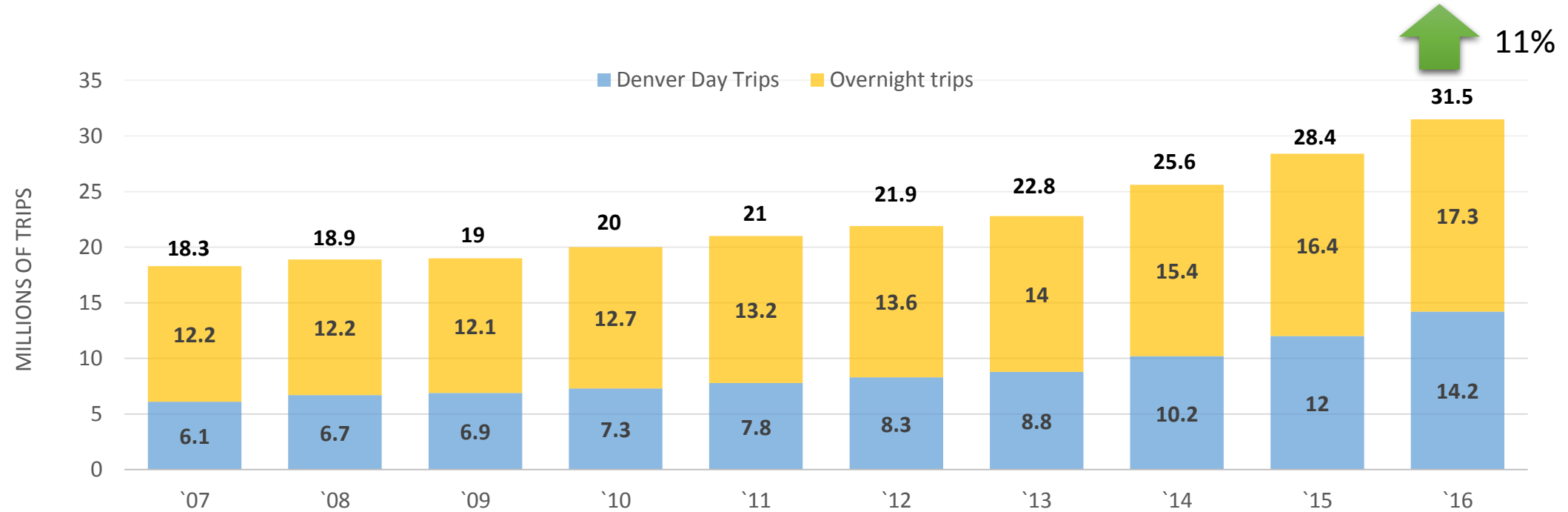
2016 vs. 2015

Base: Adult Overnight Trips

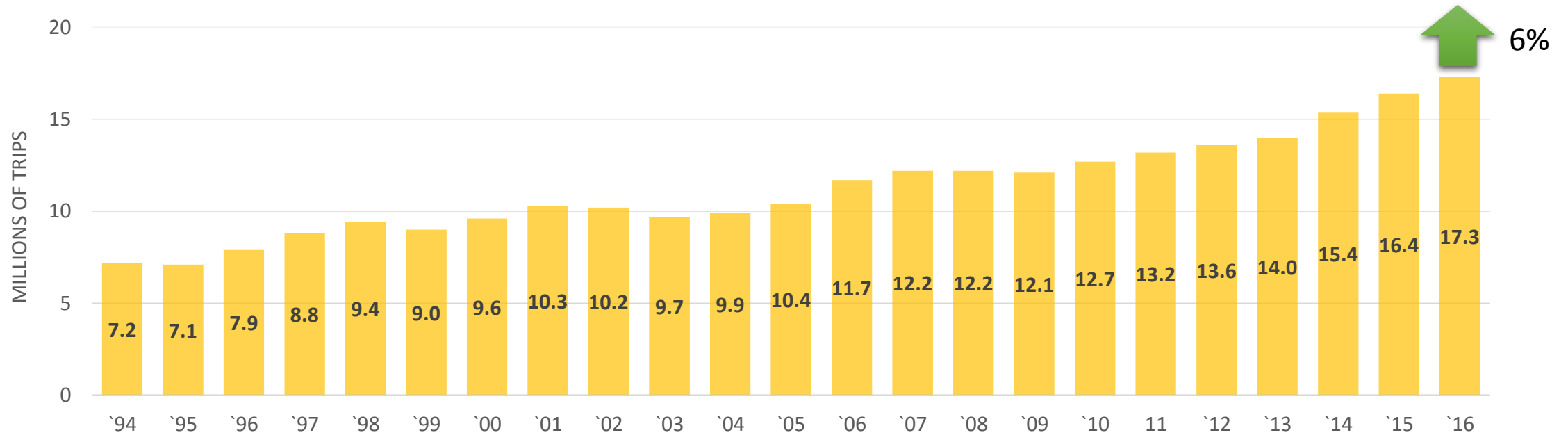




Total Visitors to Denver 2016

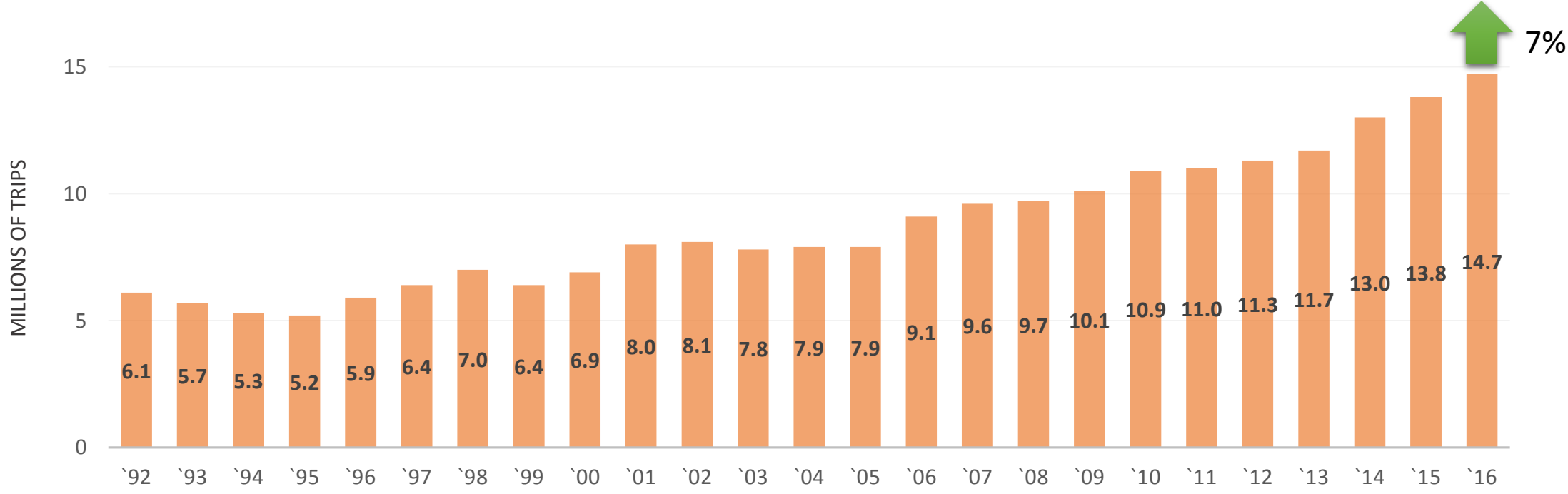


Overnight Trips to Denver



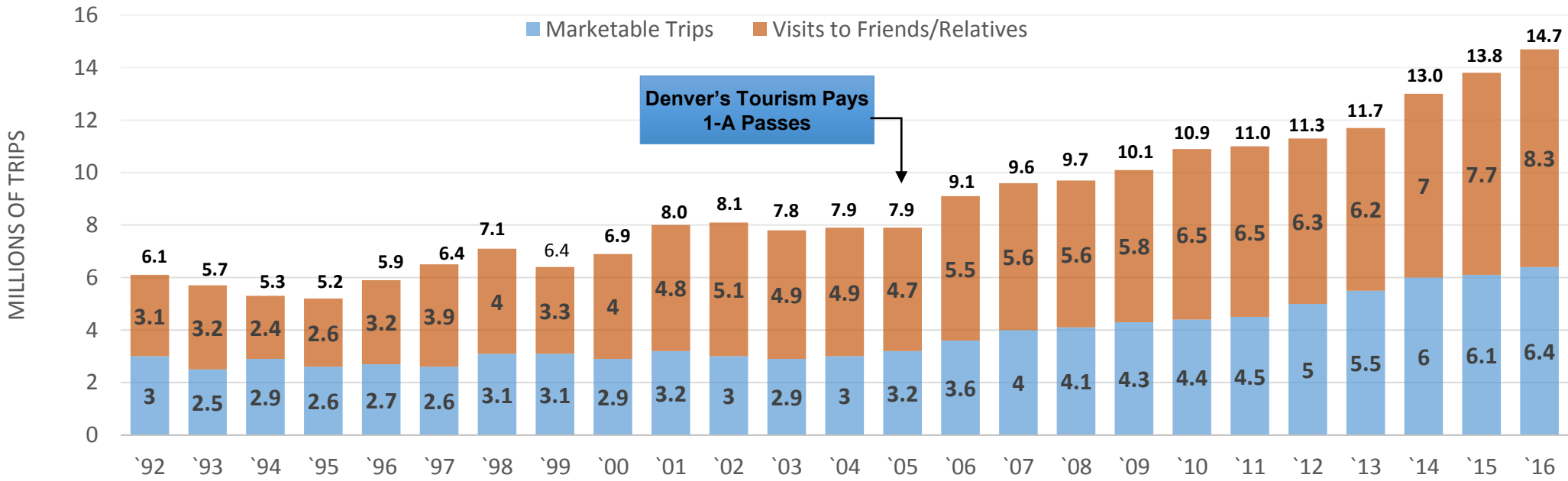


Overnight Leisure Trips to Denver

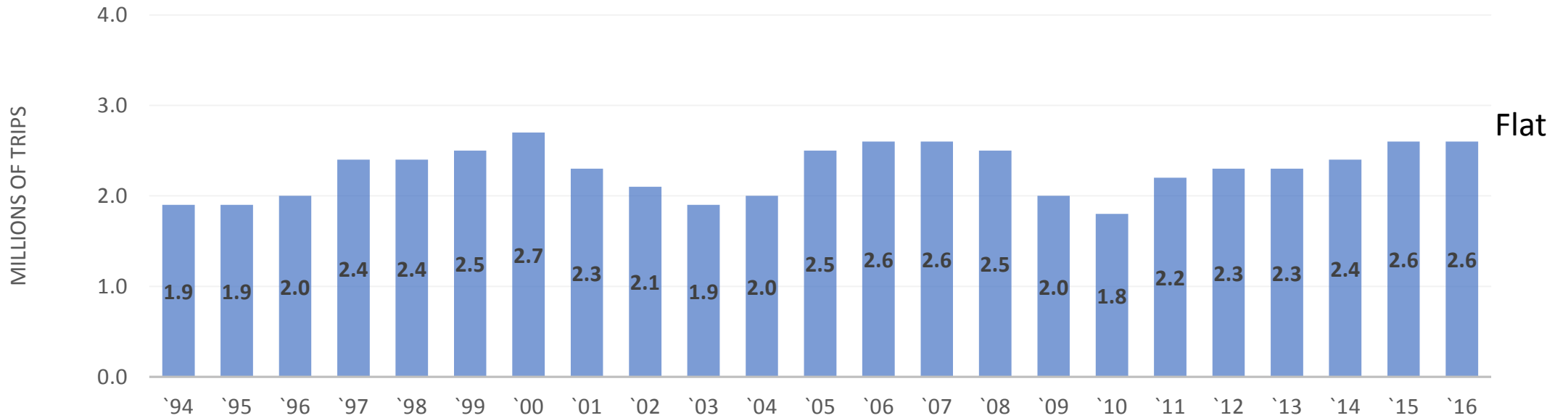




Structure of Denver's Overnight Leisure Travel Market

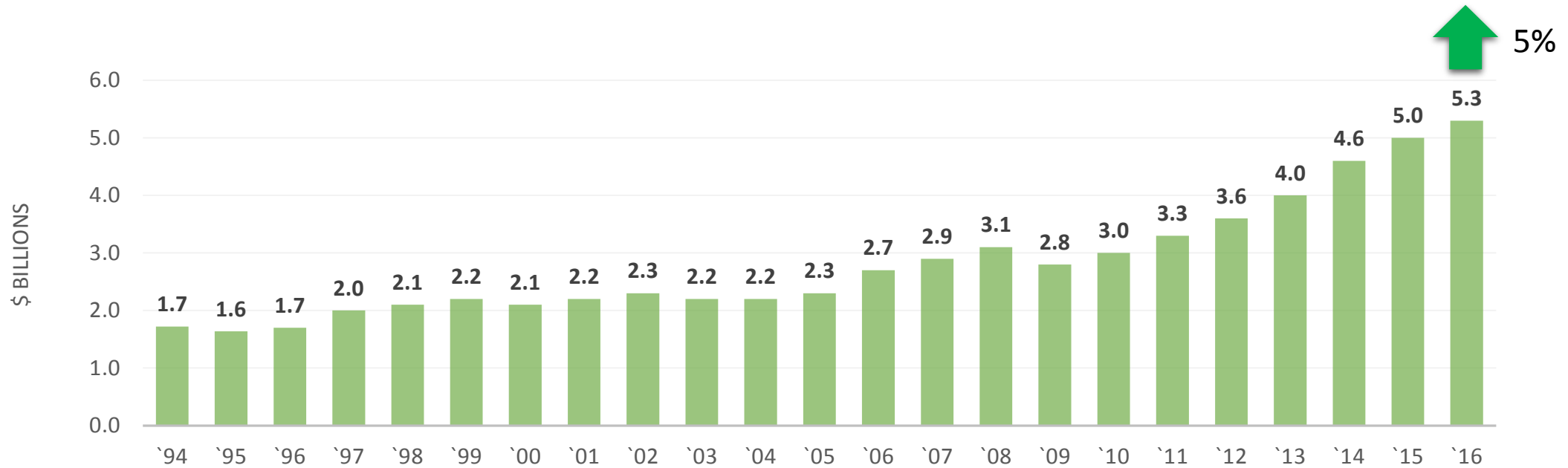


Overnight Business Trips to Denver



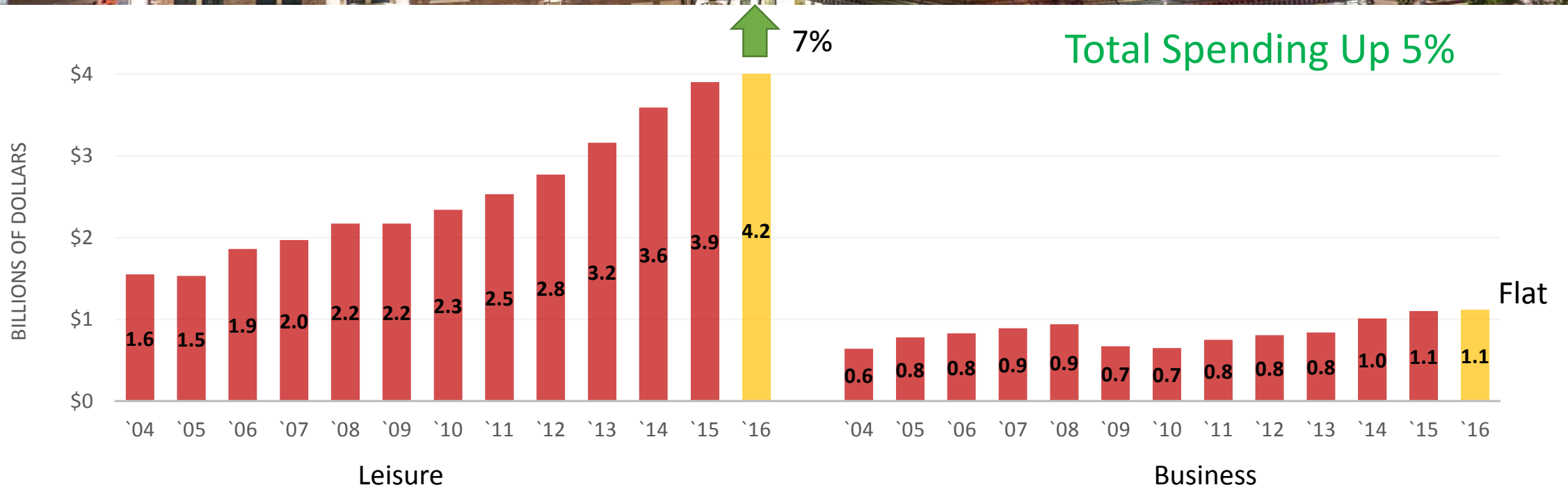


Total Travel Spending in Denver- Overnight Trips





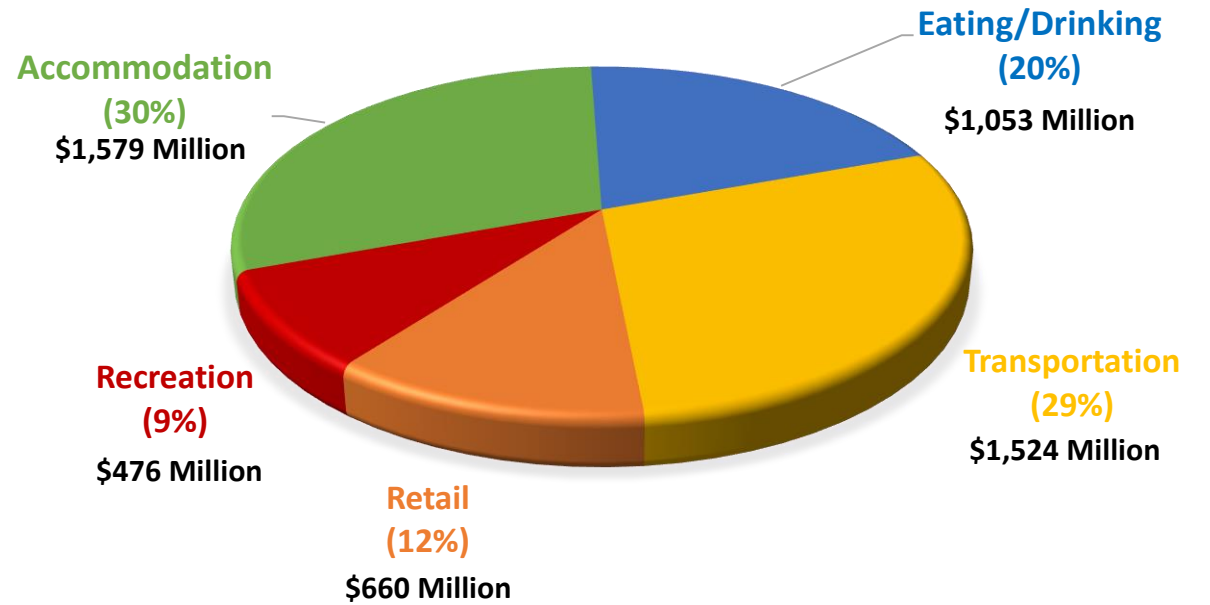
Total Expenditures in Denver- Overnight Trips



Travel Spending by Sector – Overnight Visitors



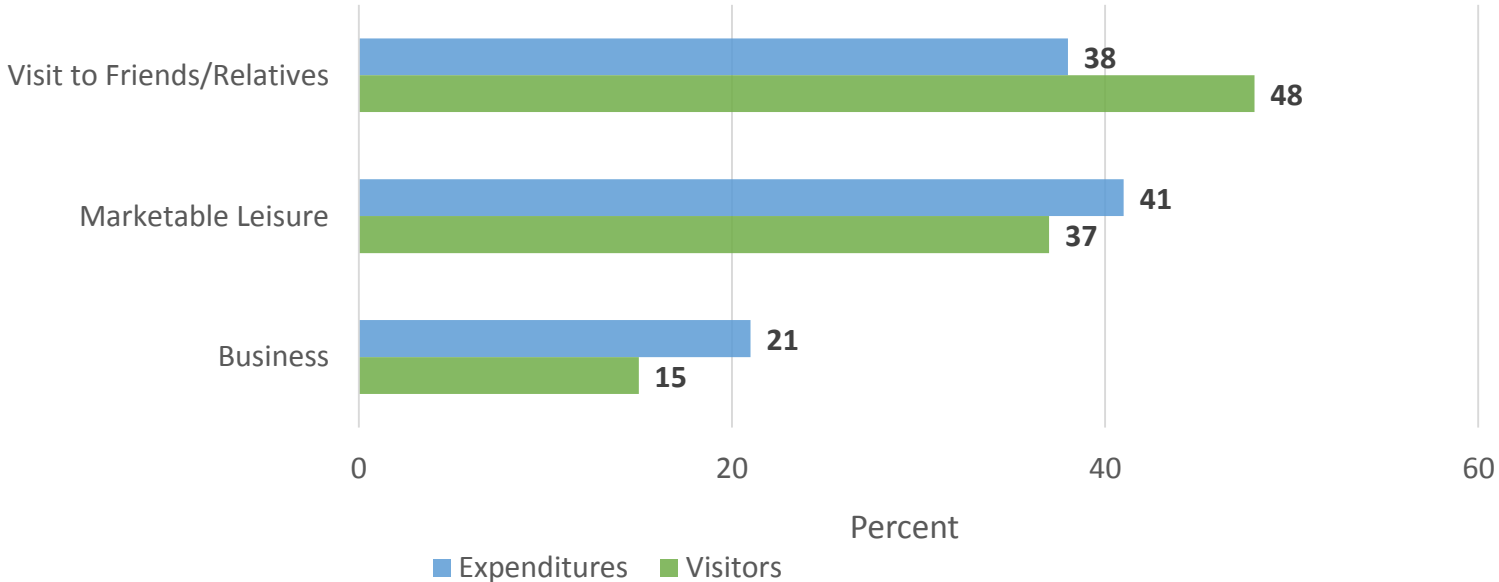
Total Spending = \$5.3 Billion



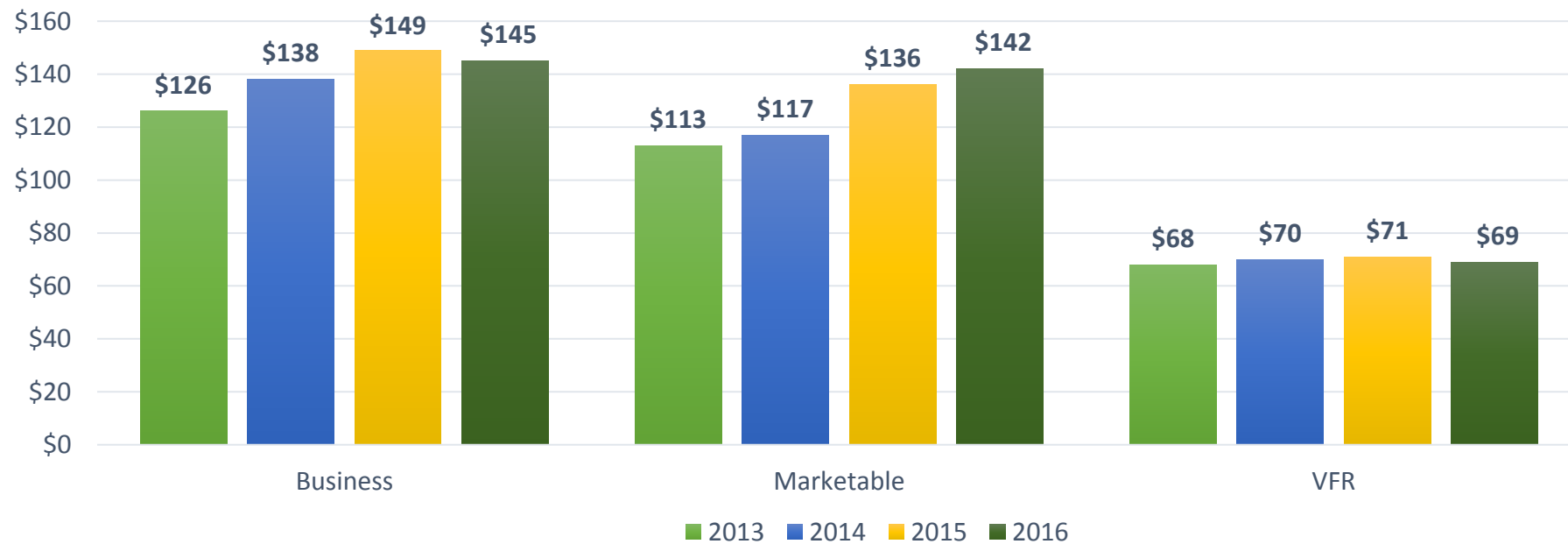
Contributions to Expenditures/Visitor Volumes



Base: Overnight Visitors

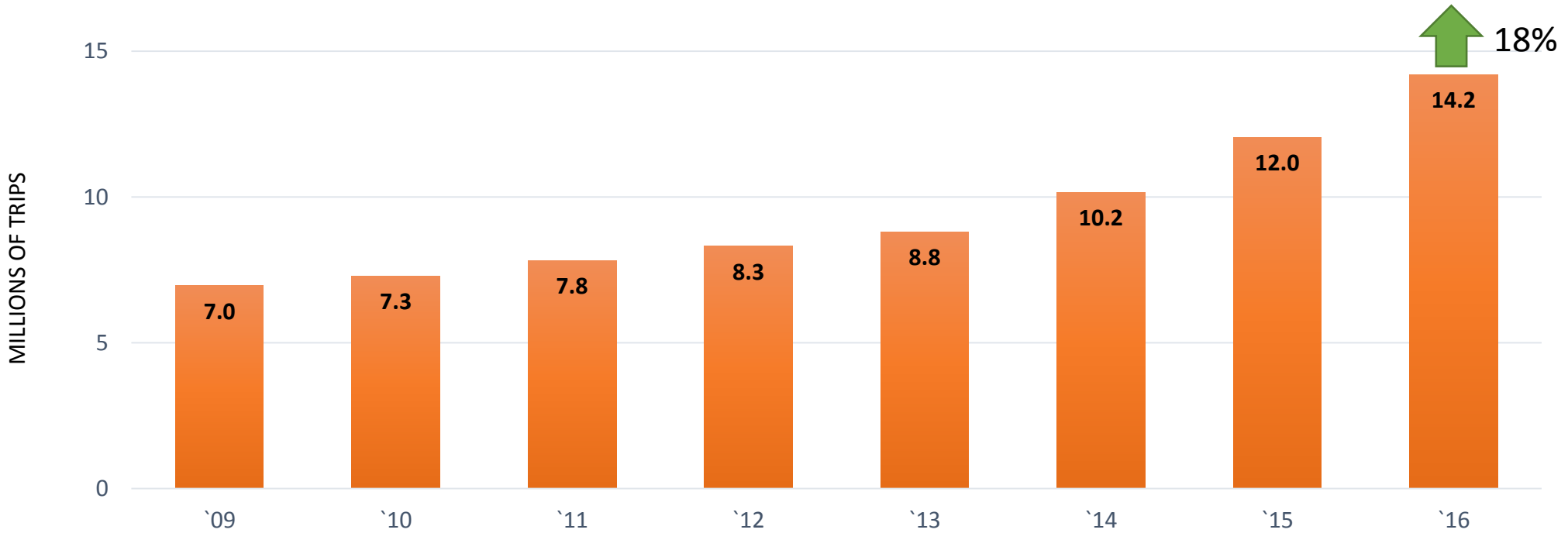


Average Daily Expenditures – Per Visitor

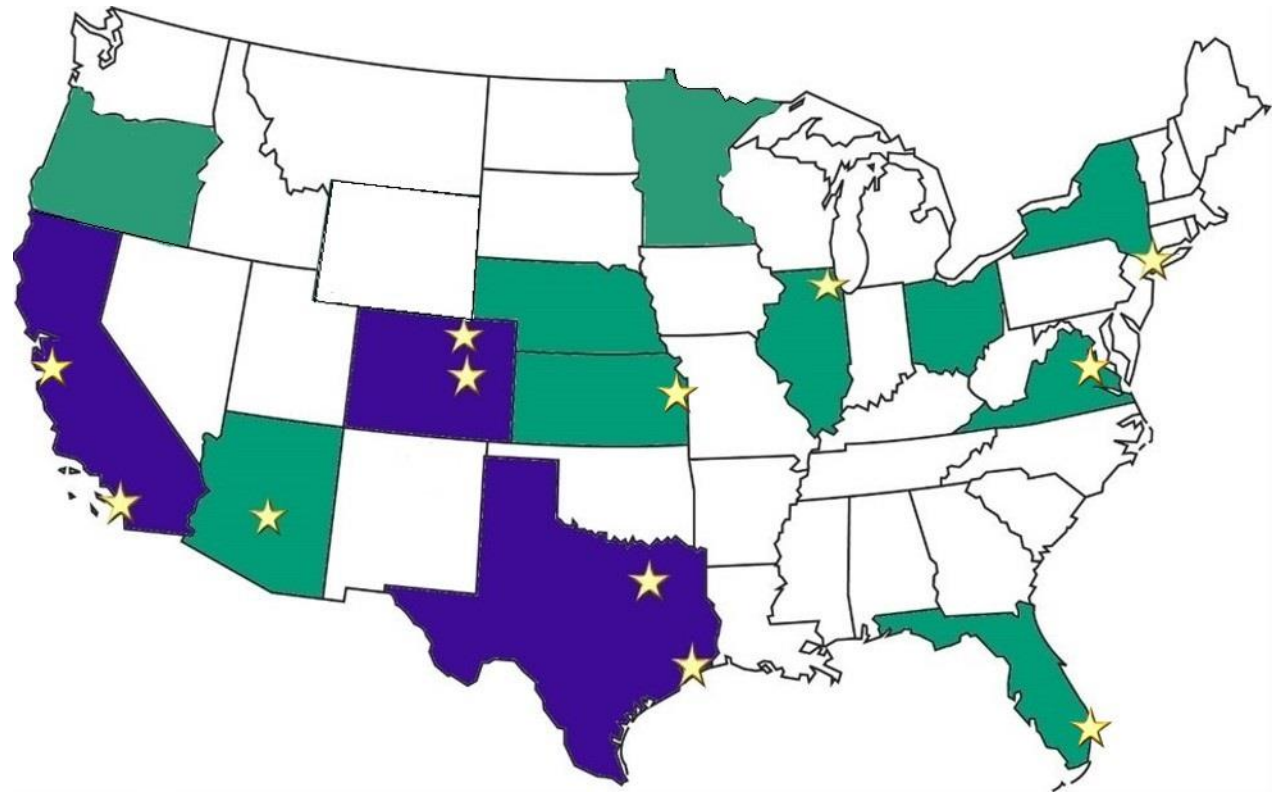


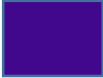




Day Trips to Denver



Denver's Source of Business

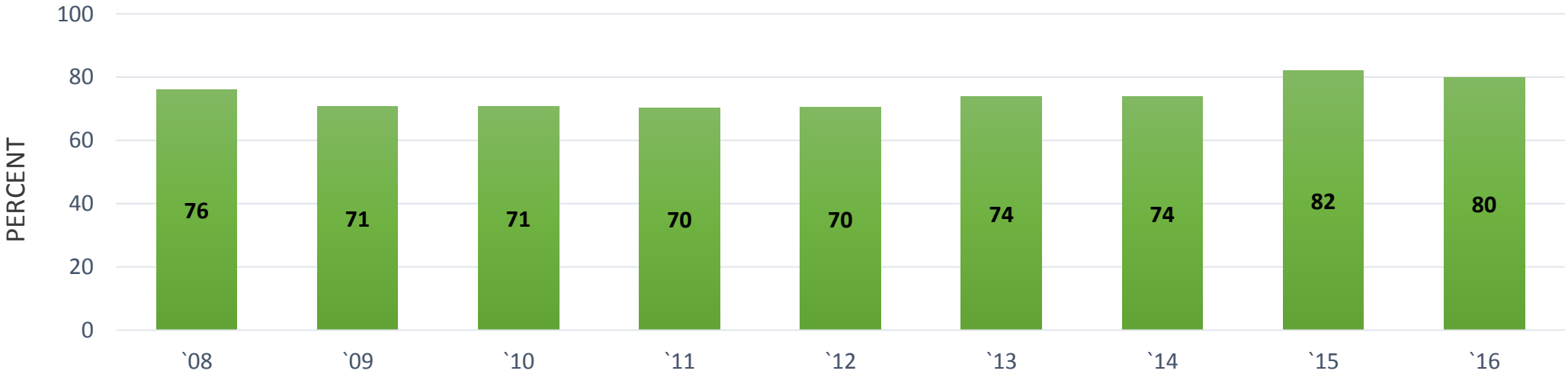


-  States Contributing more than 5%
-  States contributing 2%-5%
-  DMAs contributing more than 2%

Base: Overnight Leisure Trips



Out-of-State Leisure Visitors





Top Sources of Overnight Leisure Trips



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

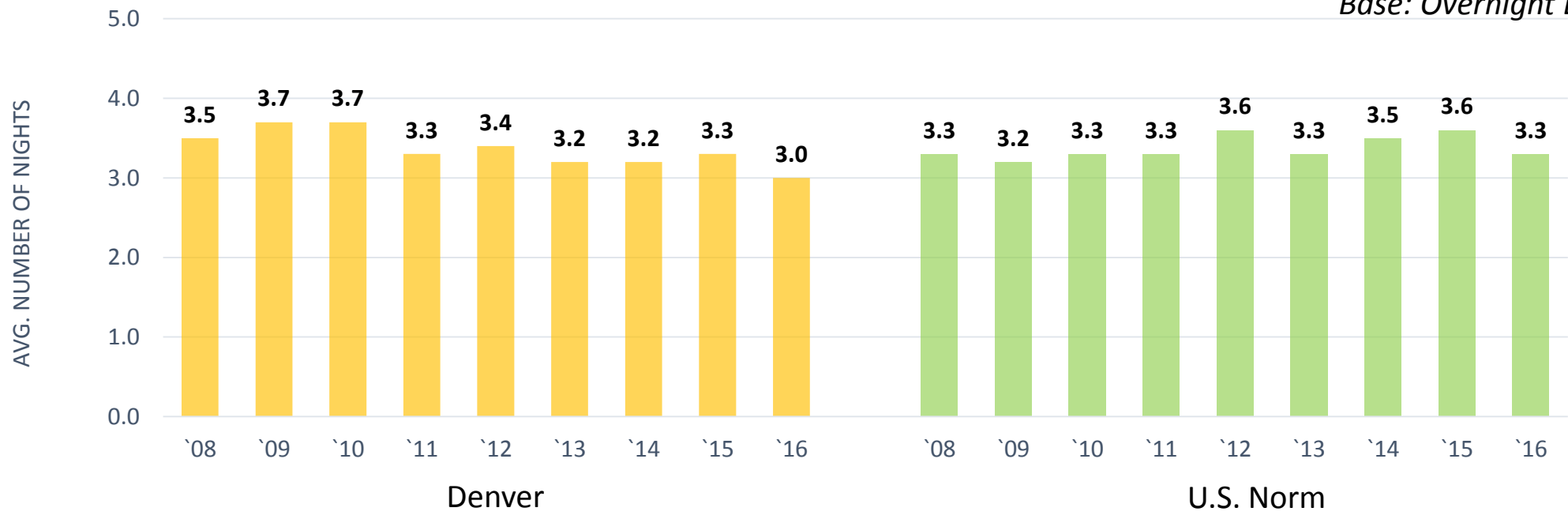
- Feeder Cities**
- Los Angeles
 - New York
 - Chicago
 - Miami
 - San Francisco
 - Dallas
 - Phoenix
 - Kansas City
 - Washington DC
 - Houston



Length of Stay - Leisure



Base: Overnight Leisure Trips





Attractions Visited in Denver



Paid Admissions

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

Top 3 Free Admissions

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



Top Shopping/Entertainment Areas Visited in Denver

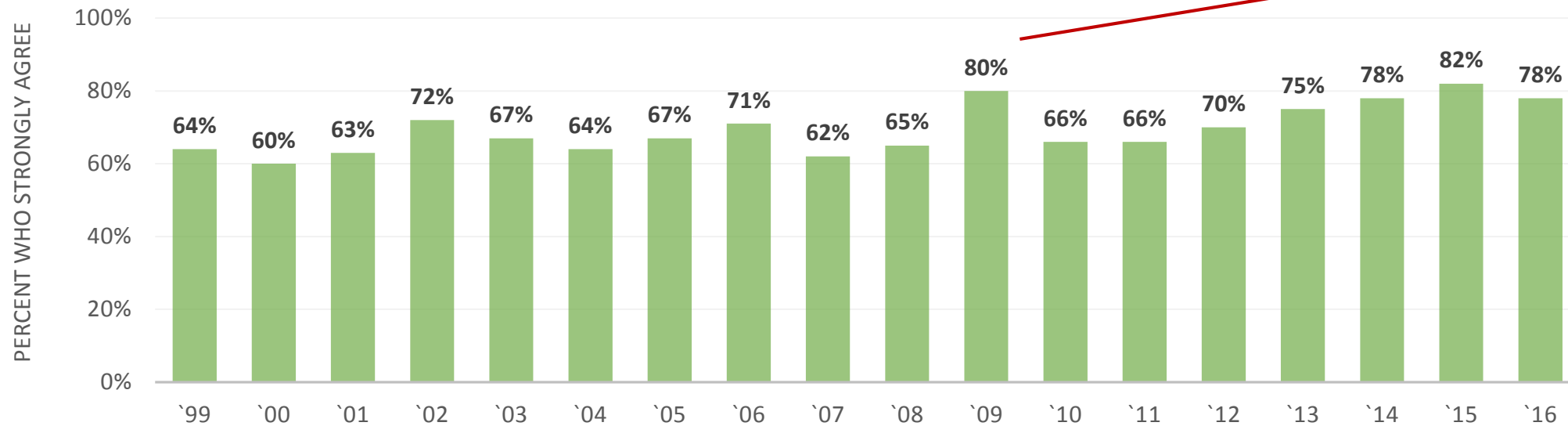


Base: Leisure Visitors

Shopping

- 16th Street Mall
- Cherry Creek
- LoDo “Lower Downtown” Historic District
- Denver Pavilions
- Larimer Square
- Outlets at Castle Rock
- Denver Union Station
- 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 62% vs. 22% nationally since 2006

How? Successful marketing and product delivers on the promise

KEEP UP THE GOOD WORK!



THANK YOU!

