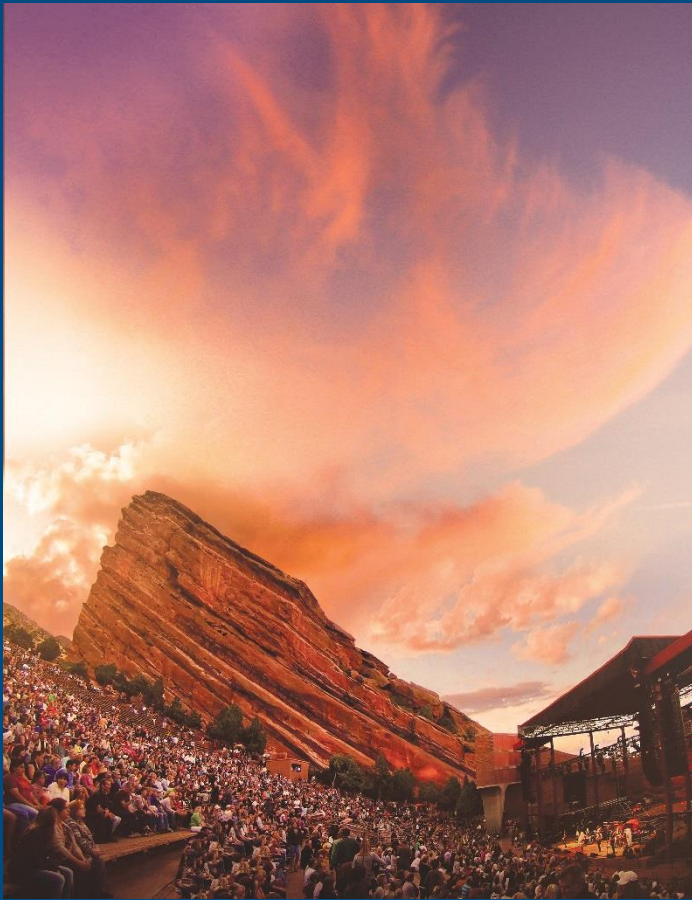


## Denver 2015 Travel Year



# Longwoods Travel Clients



find it here.



# Background and Purpose



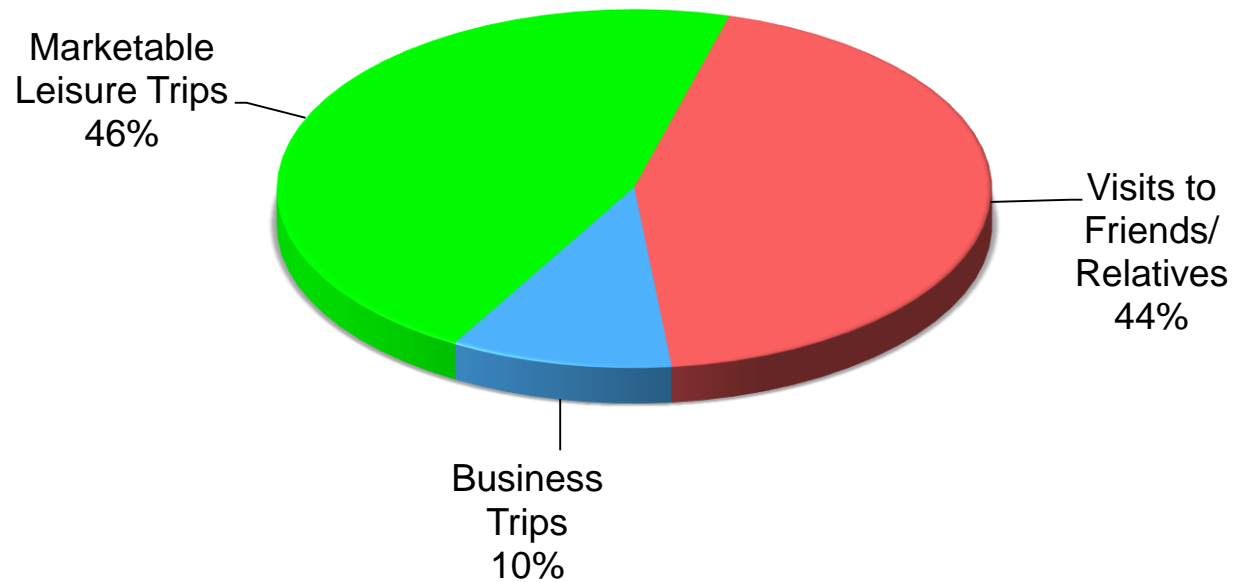
- Longwoods engaged to conduct visitor research for 2015 travel year
- Purposes:
  - *Estimate visitor volume and expenditures*
  - *Provide intelligence on:*
    - *competitive environment*
    - *sources of business*
    - *traveler profile*
    - *trip characteristics*
    - *product delivery*

# Method



- ◉ Travel USA®
  - ◉ *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 the detailed follow-up*
    - ◉ *1,178 overnight; 703 day*
- ◉ Main focus is overnight travel

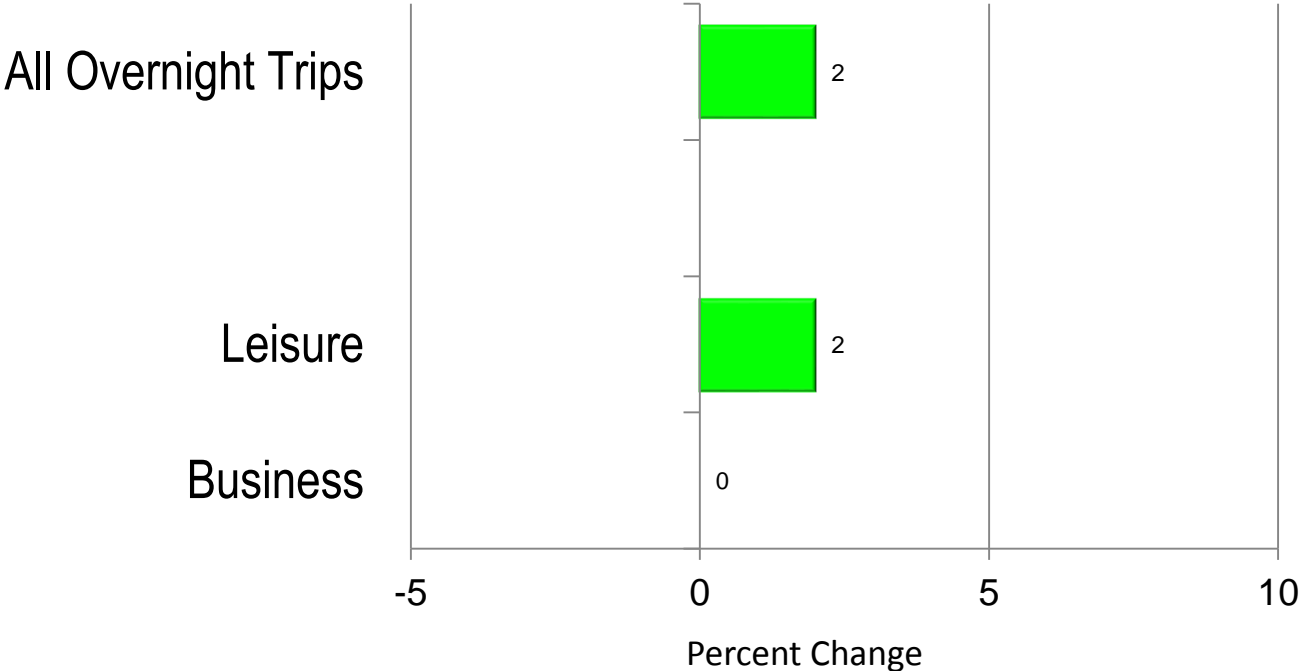
# Structure of the U.S. Travel Market — 2015 Overnight Trips



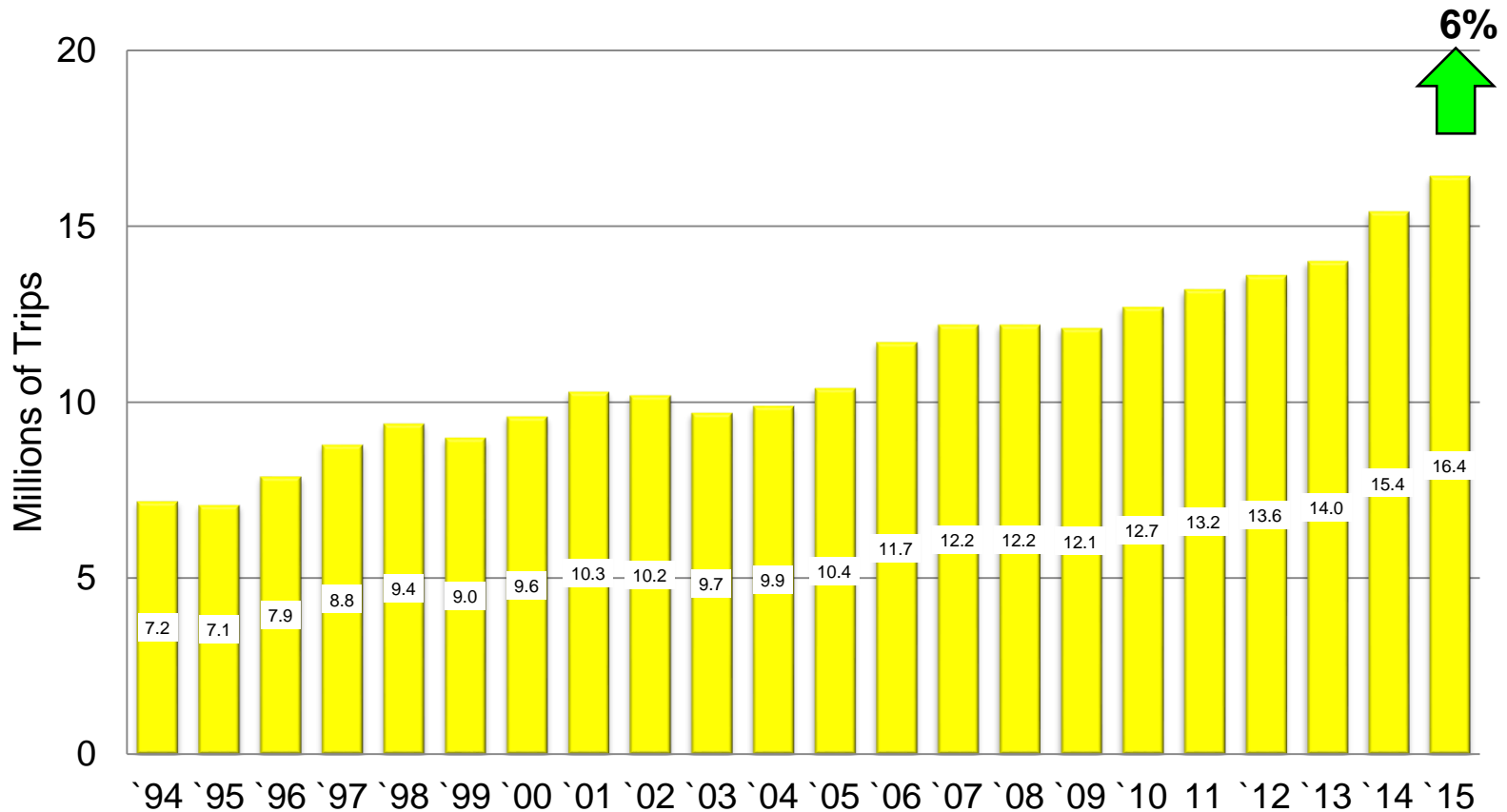
# U.S. Market Trends for Overnight Trips — 2015 vs. 2014



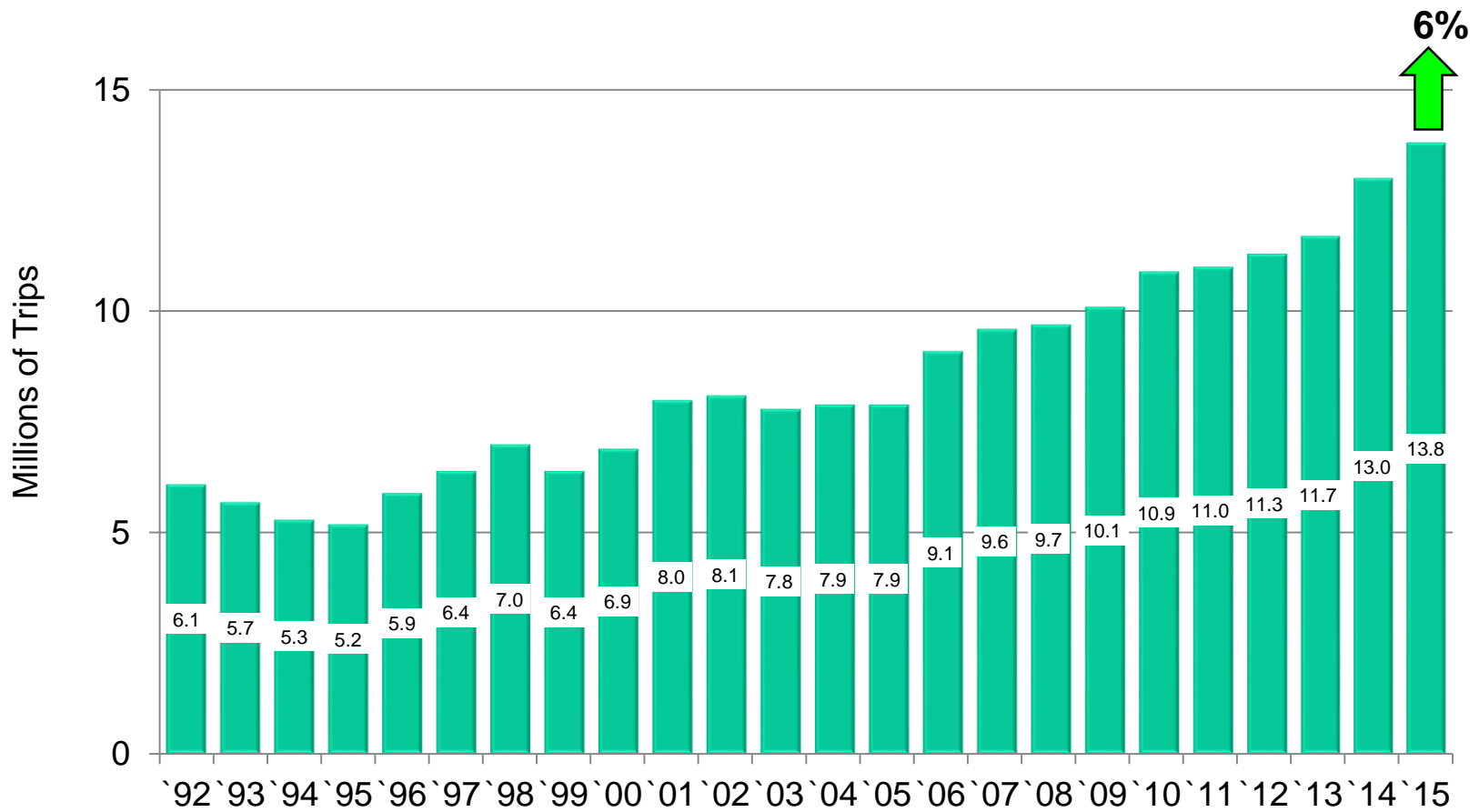
Base: Adult Overnight Trips



# Overnight Trips to Denver

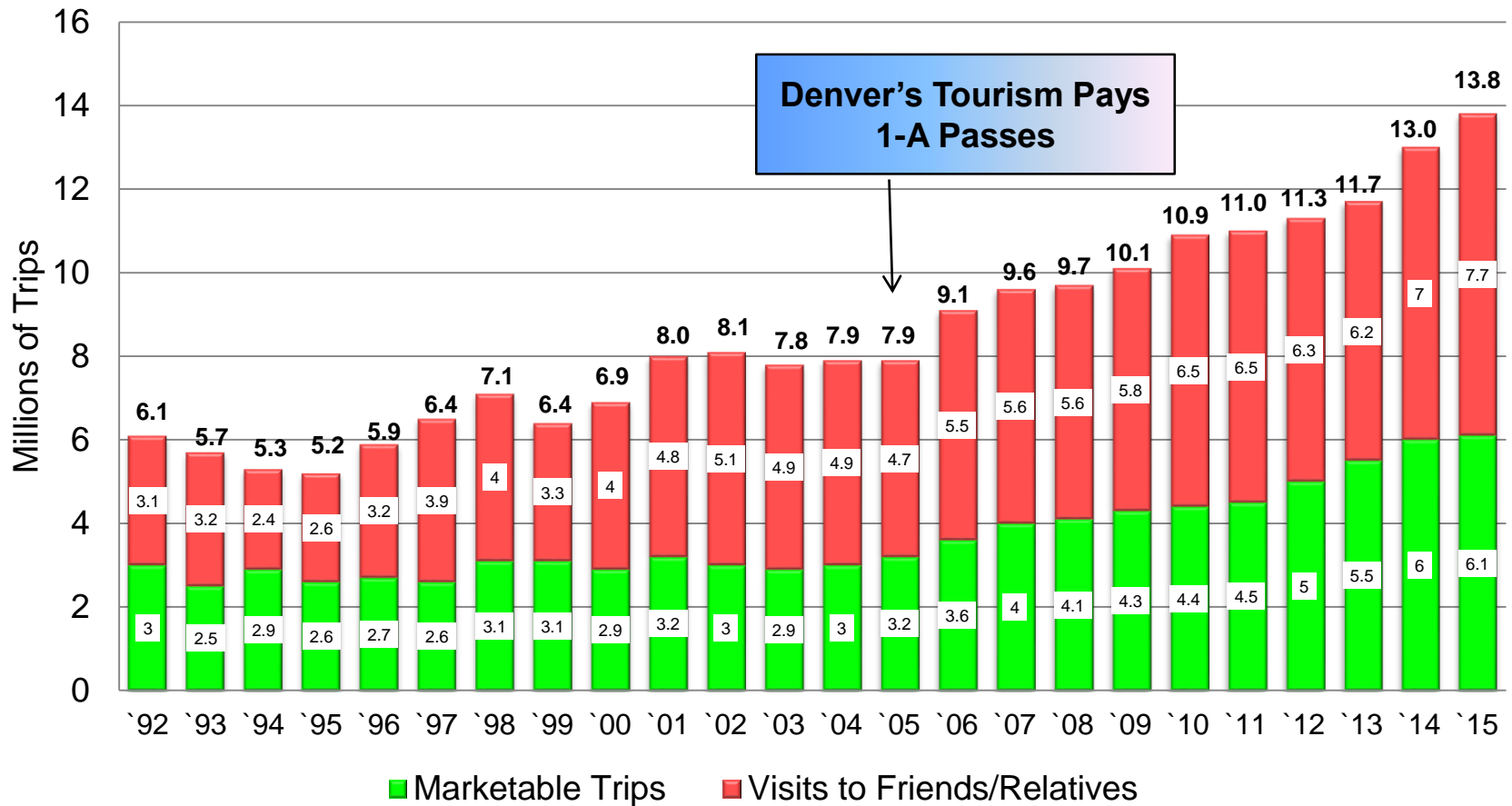


# Overnight Leisure Trips to Denver

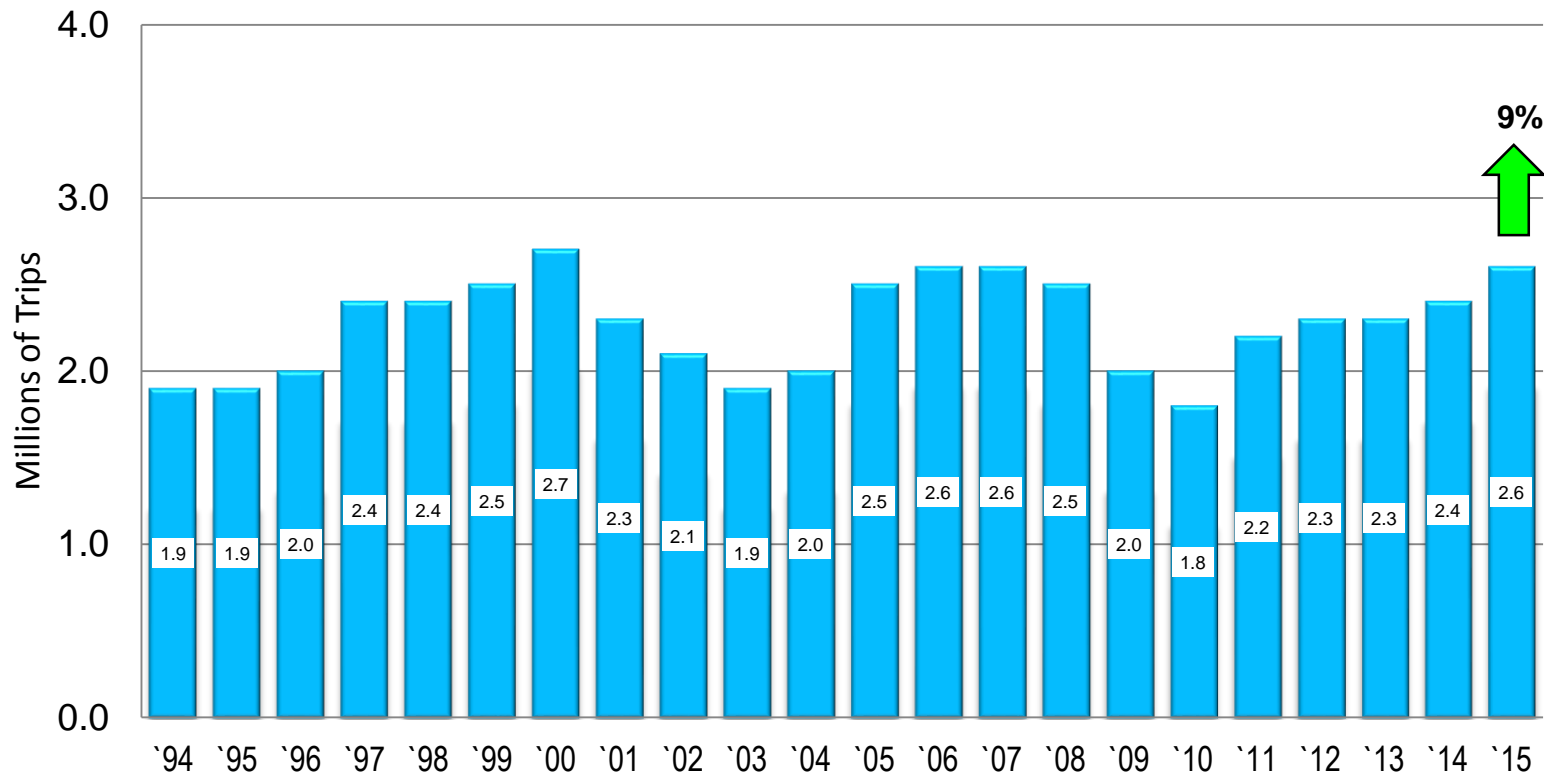




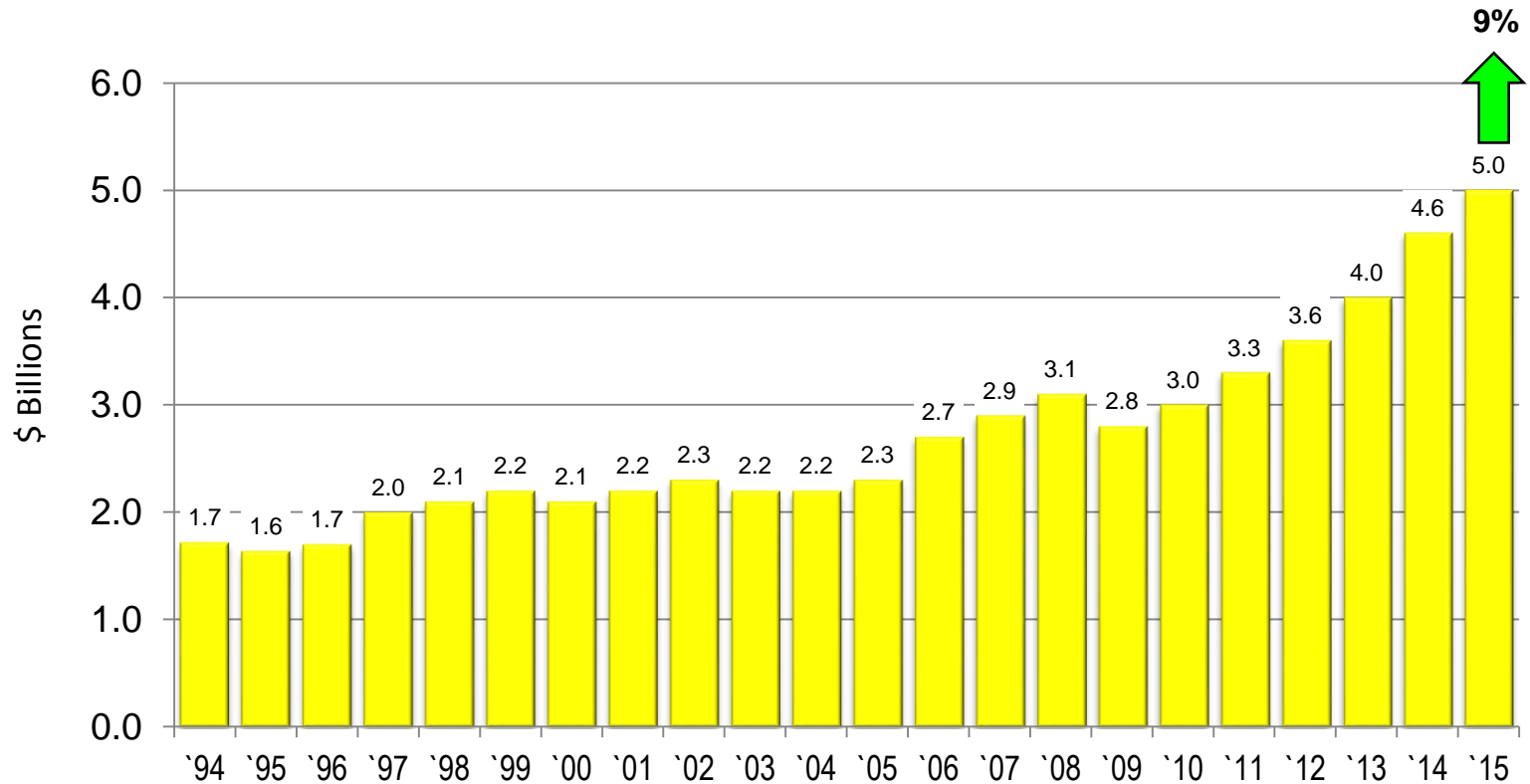
# Structure of Denver's Overnight Leisure Travel Market



# Overnight Business Trips to Denver



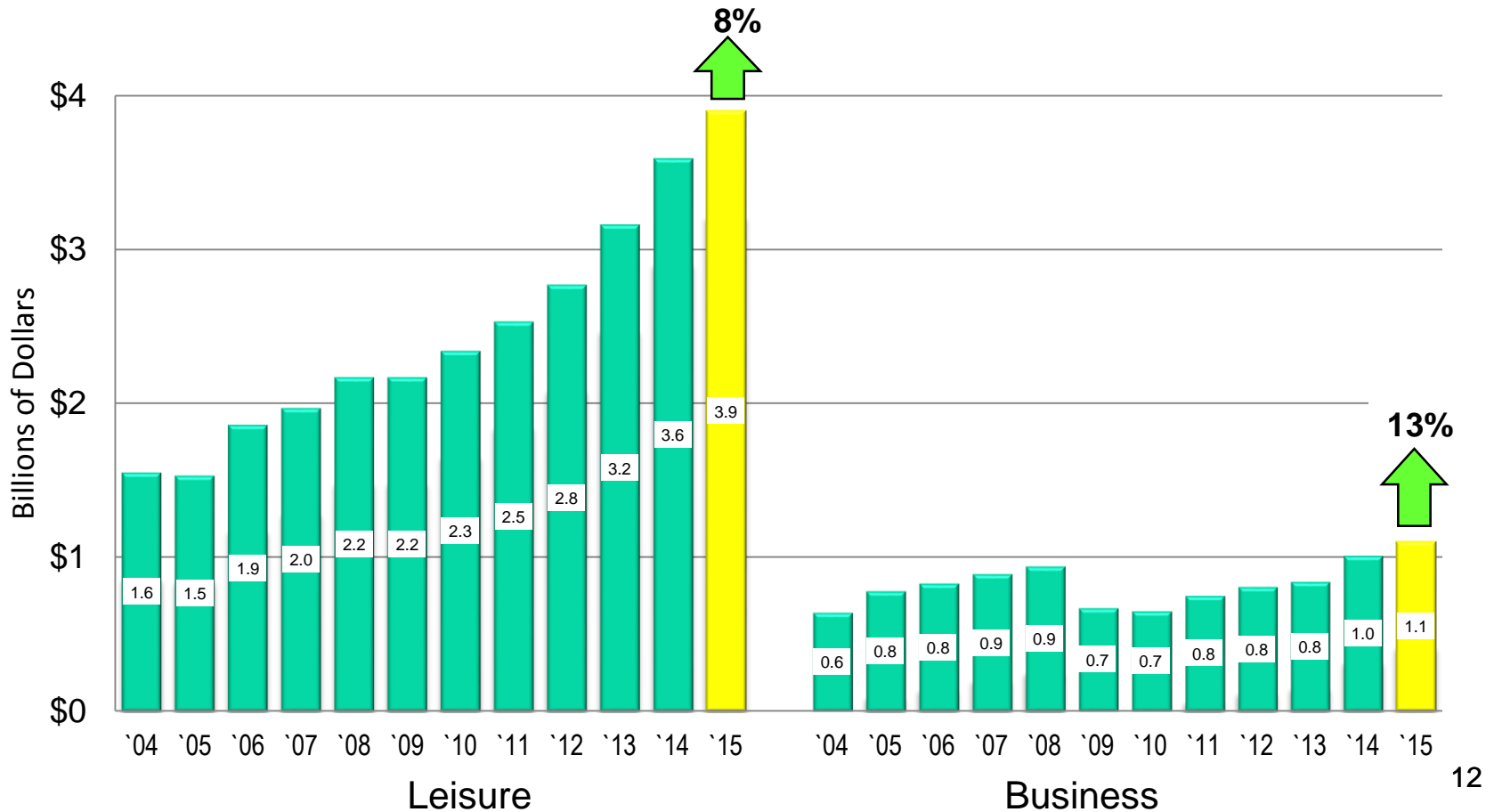
# Total Travel Spending\* in Denver – Overnight Trips



# Travel Expenditures in Denver on Overnight Trips



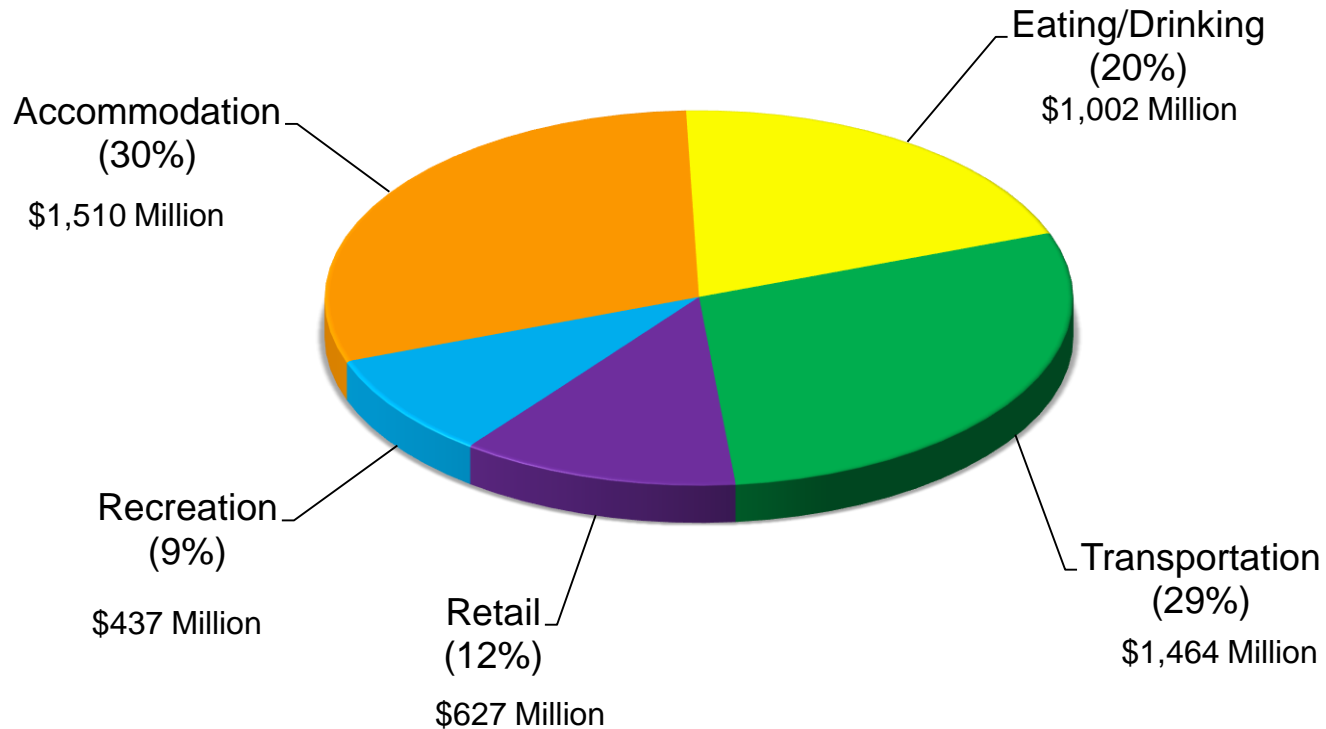
**Total Spending Up 9%**



# Travel Spending by Sector – Overnight Visitors



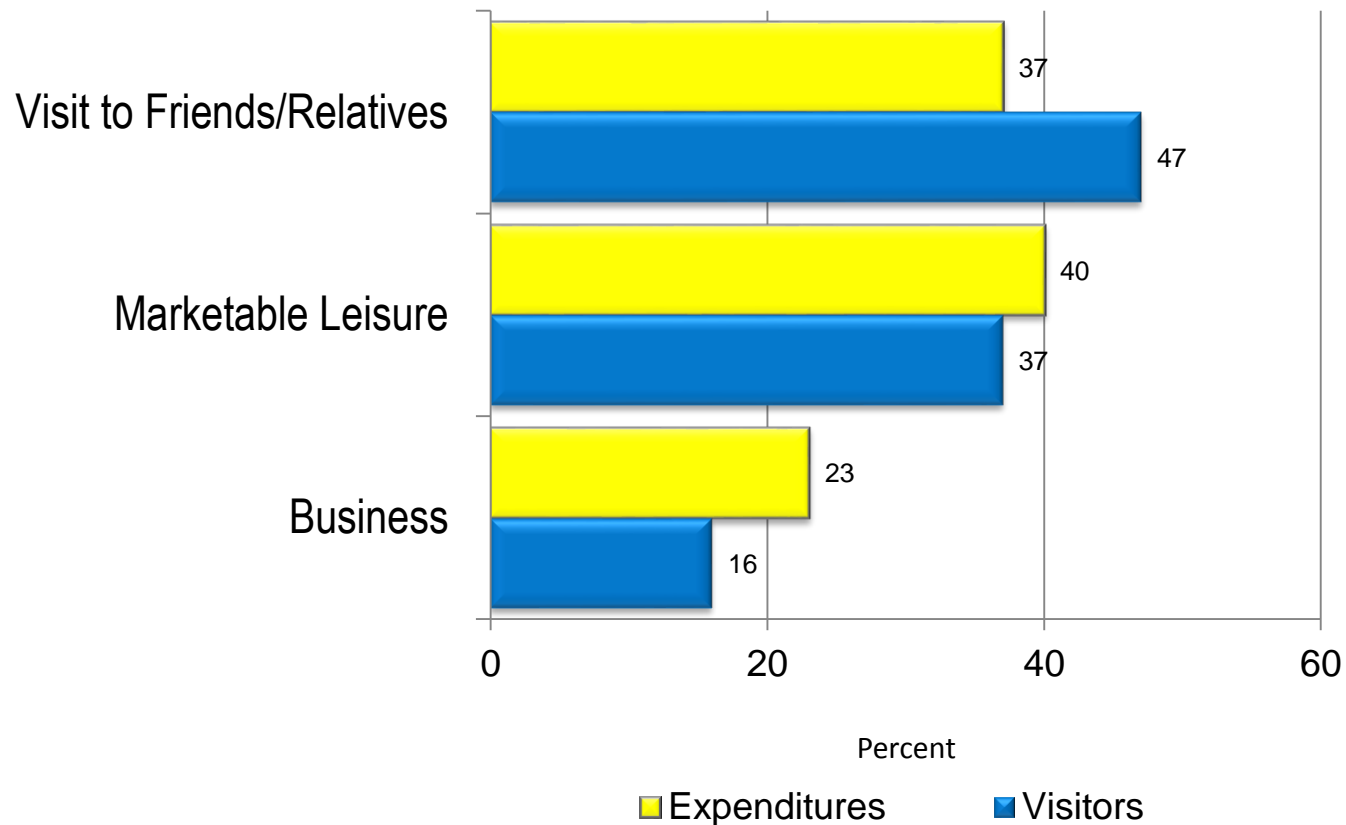
**Total Spending = \$5.0 Billion**



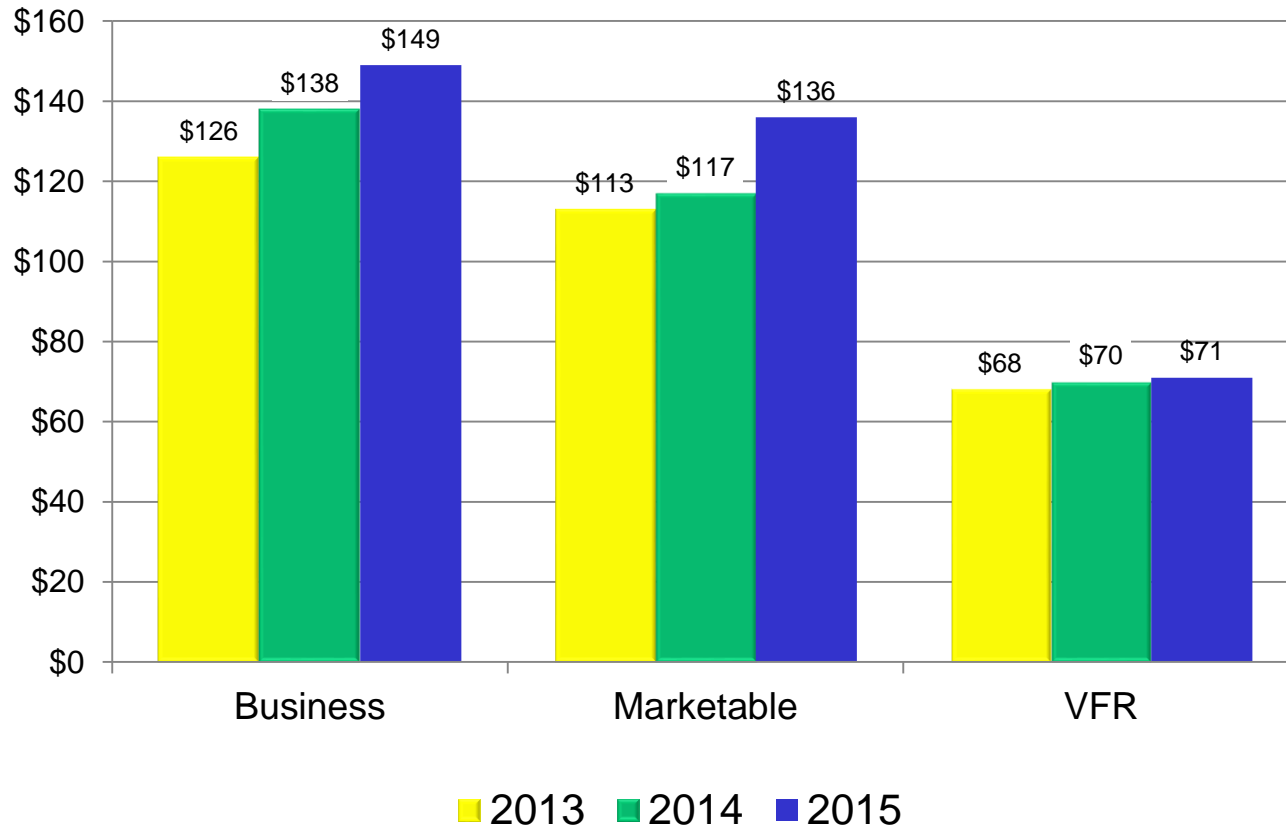
# Contribution to Expenditures/Visitor Volumes



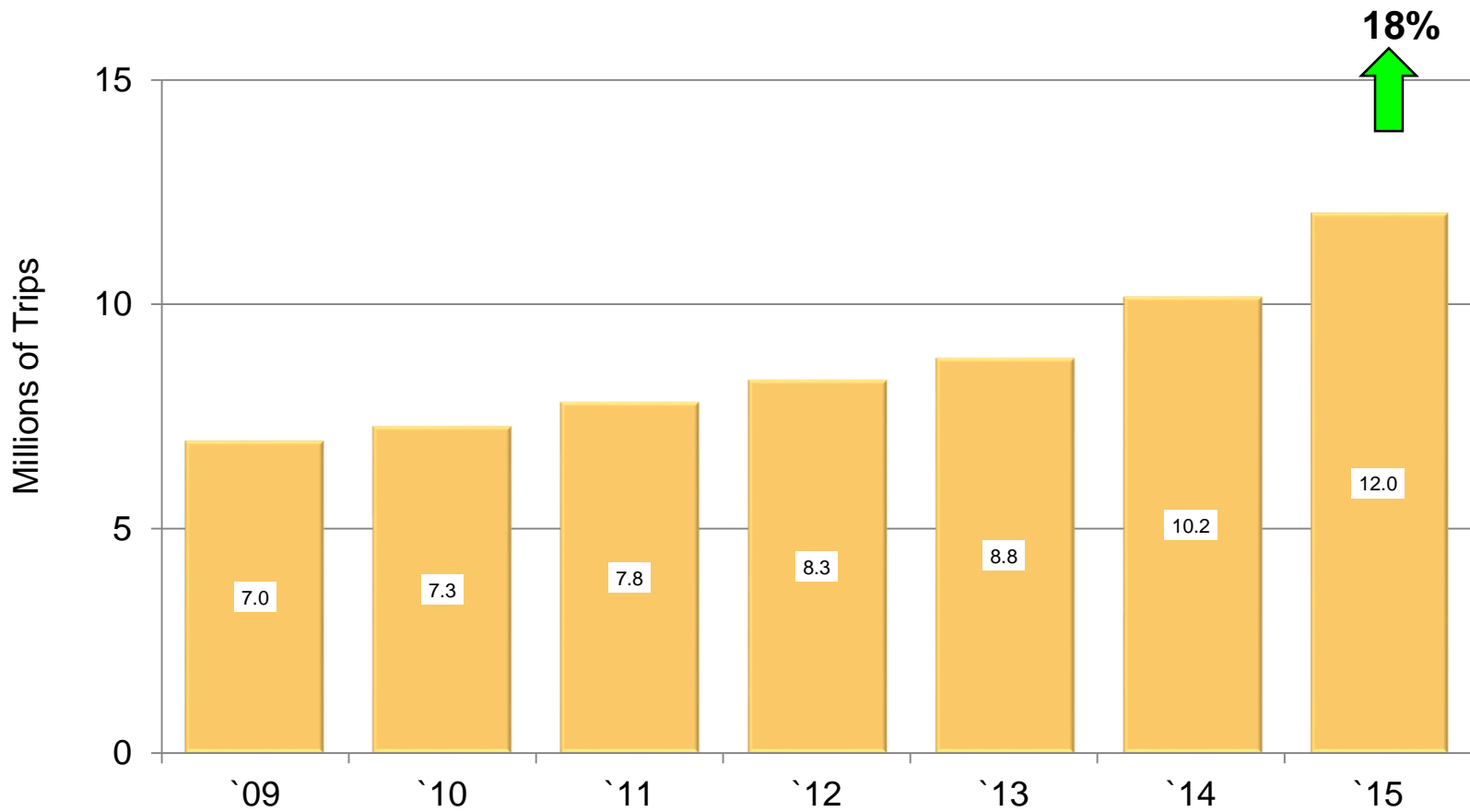
Base: Overnight Visitors



# Average Daily Expenditures — Per Visitor



# Day Trips to Denver

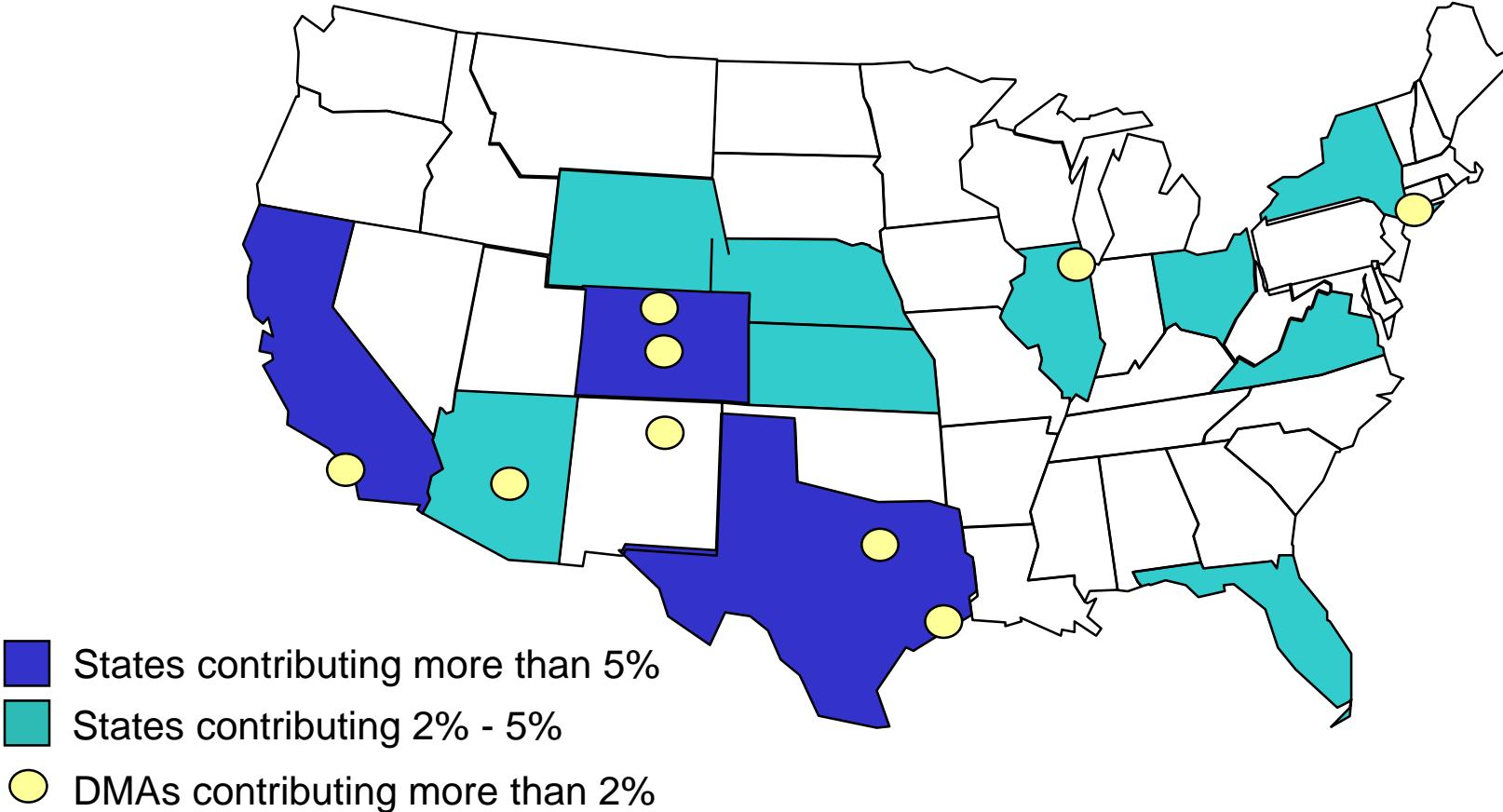




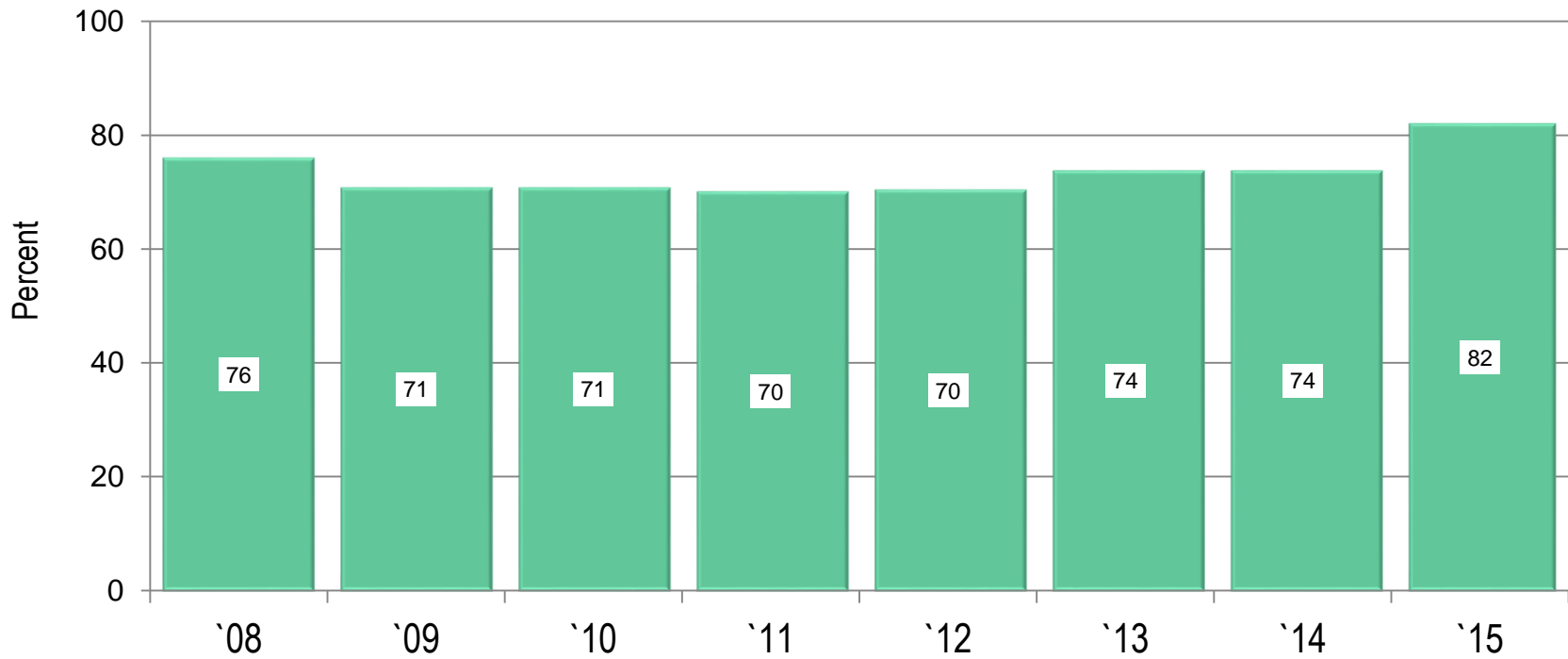
# Denver's Sources of Business



Base: Overnight Leisure Trips



# More Out-of-State Leisure Visitors



# Top Sources of Overnight Leisure Trips



## Feeder States

1. California
2. Texas
3. Florida
4. Illinois
5. Arizona
6. New York
7. Nebraska
8. Kansas
9. Virginia
10. Ohio

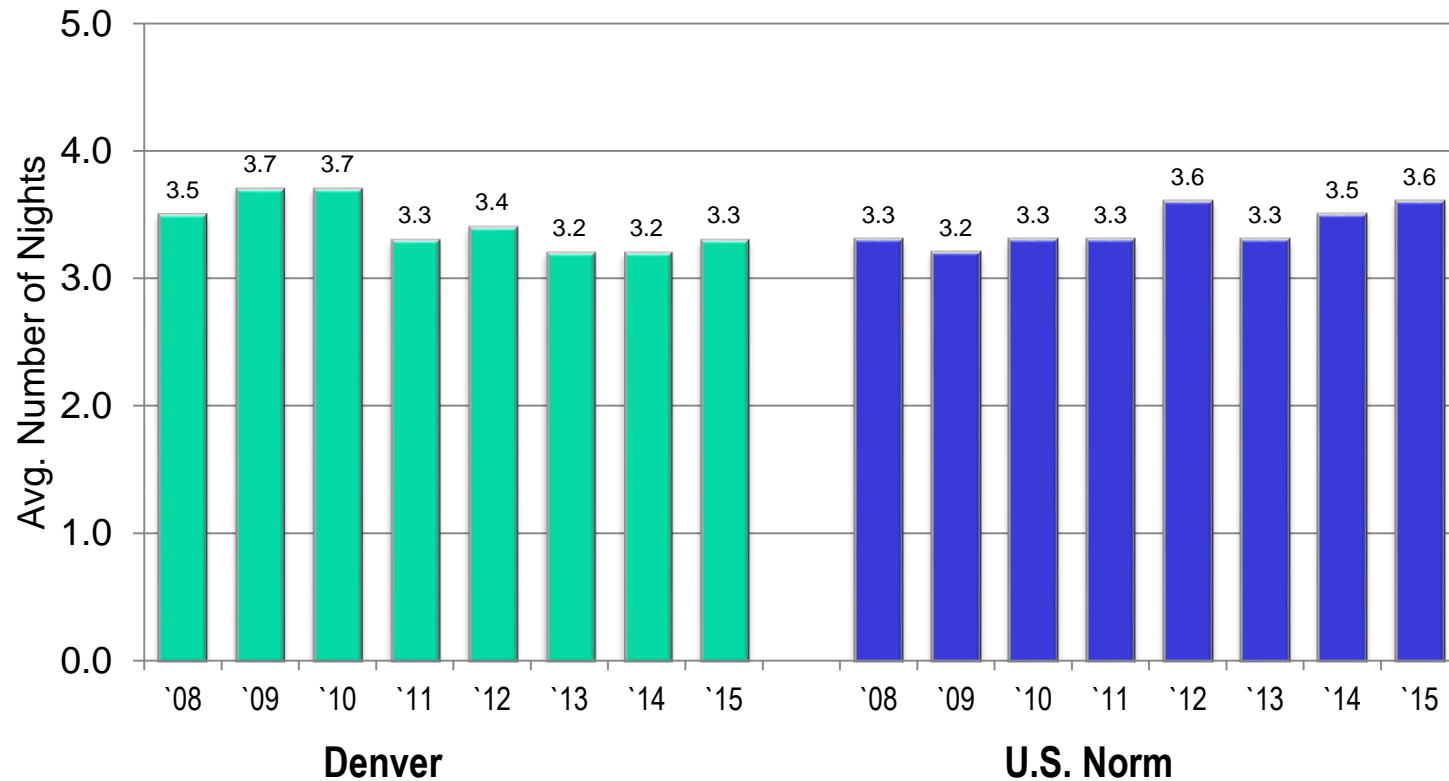
## Feeder Cities

1. Los Angeles
2. New York City
3. Chicago
4. Phoenix
5. Houston
6. Albuquerque
7. Dallas/Ft. Worth
8. Salt Lake City
9. San Francisco
10. Washington DC

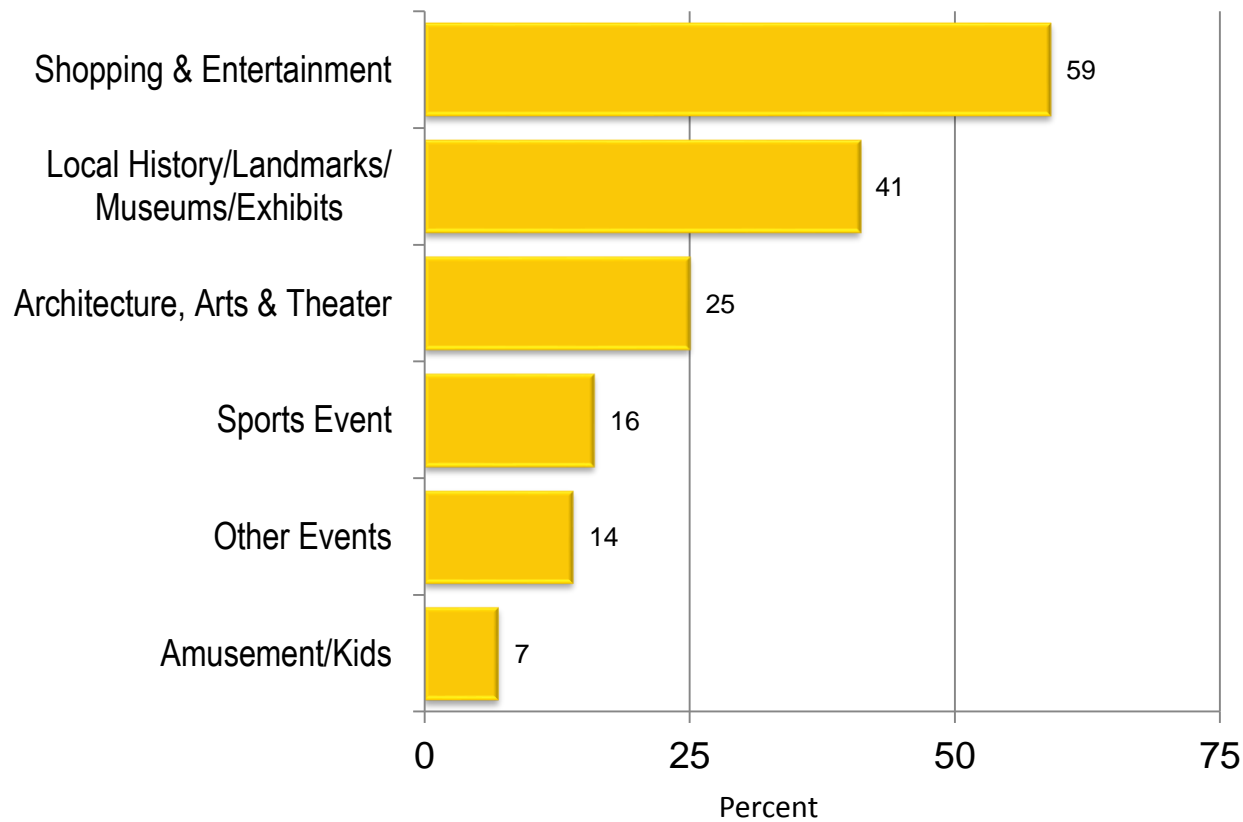
# Length of Stay – Leisure



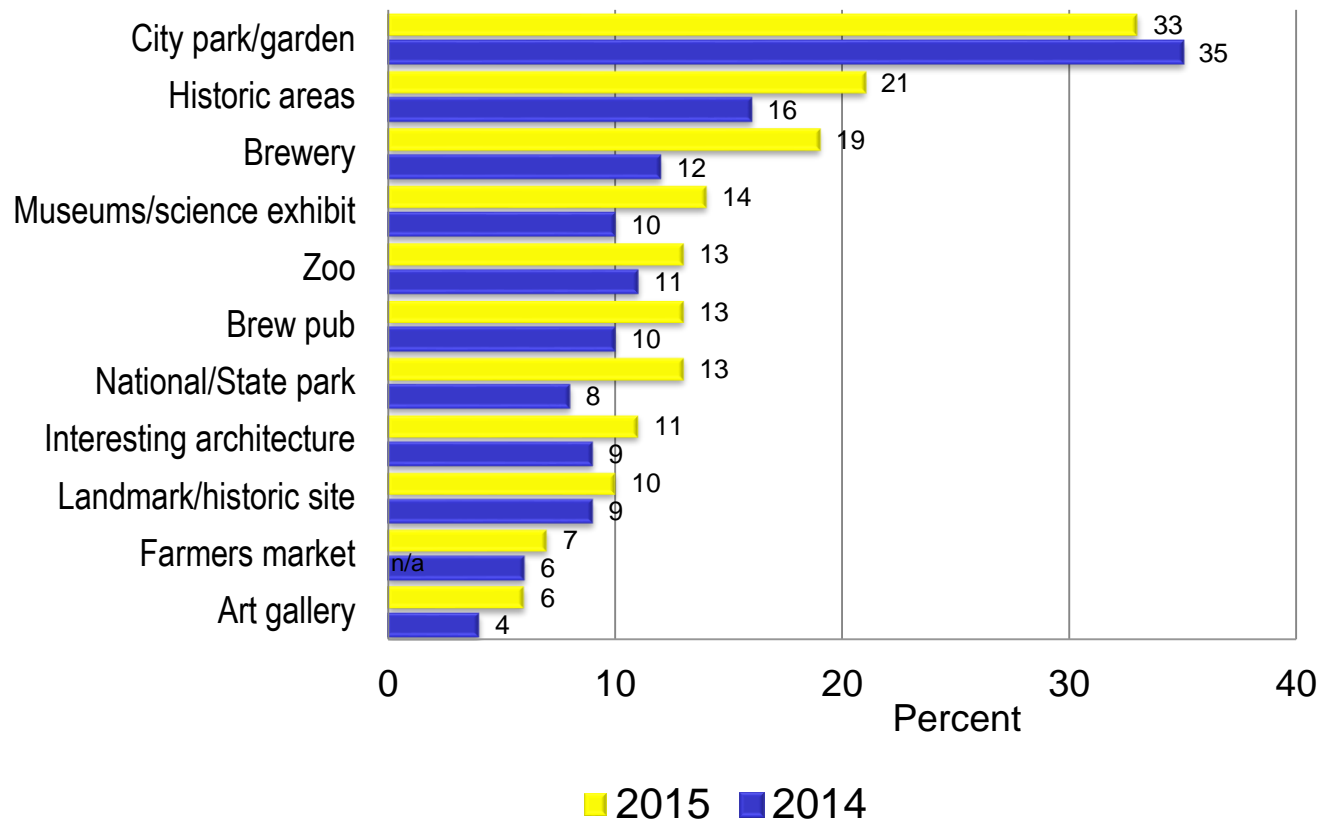
Base: Overnight Leisure Trips



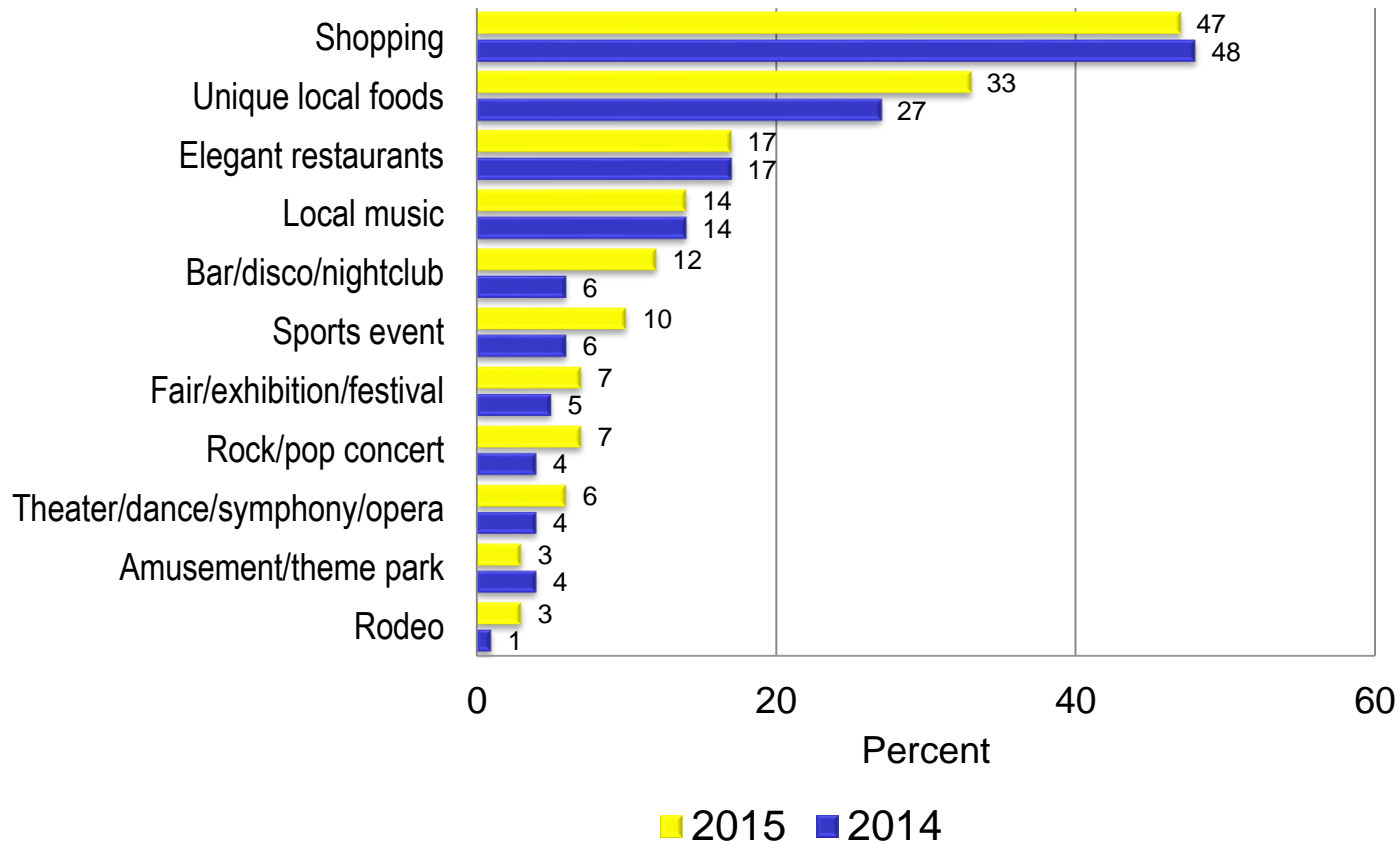
# Types of Attractions Visited in Denver



# Sightseeing on Overnight Leisure Trip



# Entertainment on Overnight Leisure Trip



# Top Shopping/Entertainment Areas Visited in Denver



Base: Non-residents of Colorado State

- 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



Base: Non-residents of Colorado State

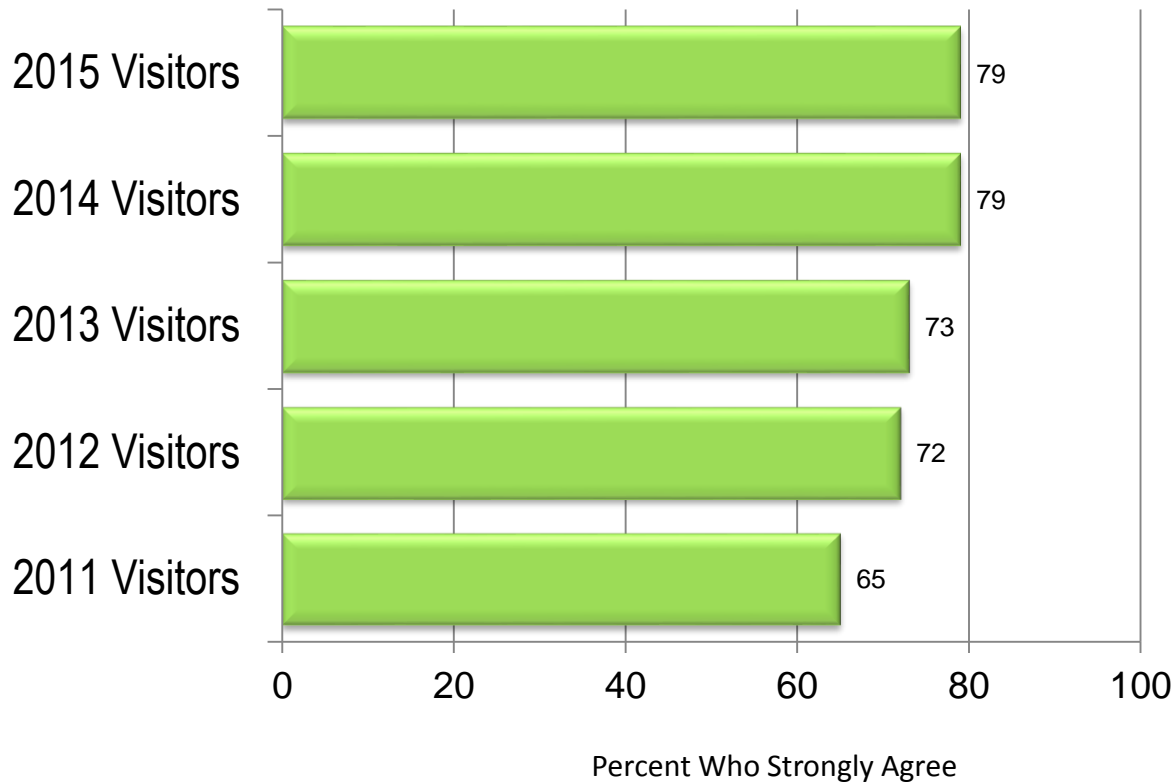
## Paid Admission

- 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 Admission

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

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



## Denver 2015 Travel Year

