

Colorado & Denver 2007 Travel Year



Background and Purpose



- ⊙ Longwoods engaged to conduct research for 2007 travel year:
 - ⊙ *Visitor research*
- ⊙ Purposes:
 - ⊙ *estimate visitor volume and expenditures*
 - ⊙ *provide intelligence on:*
 - ⊙ *competitive environment*
 - ⊙ *sources of business*
 - ⊙ *traveler profile*
 - ⊙ *trip characteristics*
 - ⊙ *product delivery*

Method



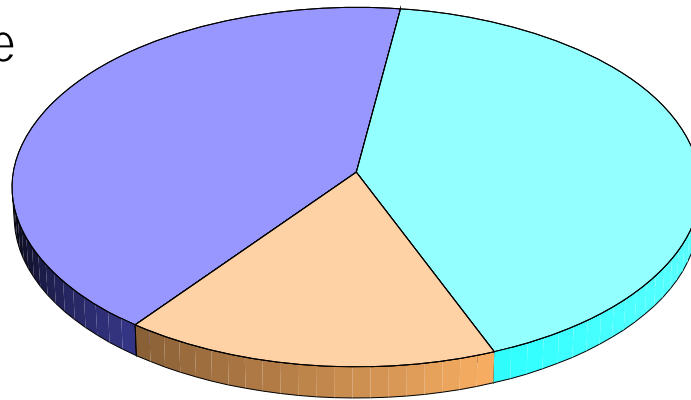
- ⊙ Travel USA®
 - ⊙ *quarterly random samples of U.S. adult population*
 - ⊙ *consumer online panel*
 - ⊙ *2 million surveys a year*
 - ⊙ *short overview survey*
 - ⊙ *1,708 Colorado visitors completed detailed follow-up survey*
 - ⊙ *925 Denver visitors*
 - ⊙ *high response rate -- 56%*
- ⊙ Main focus is overnight travel

Size of the U.S. Travel Market — 2007 Overnight Trips



Total = 1.7 Billion Trips

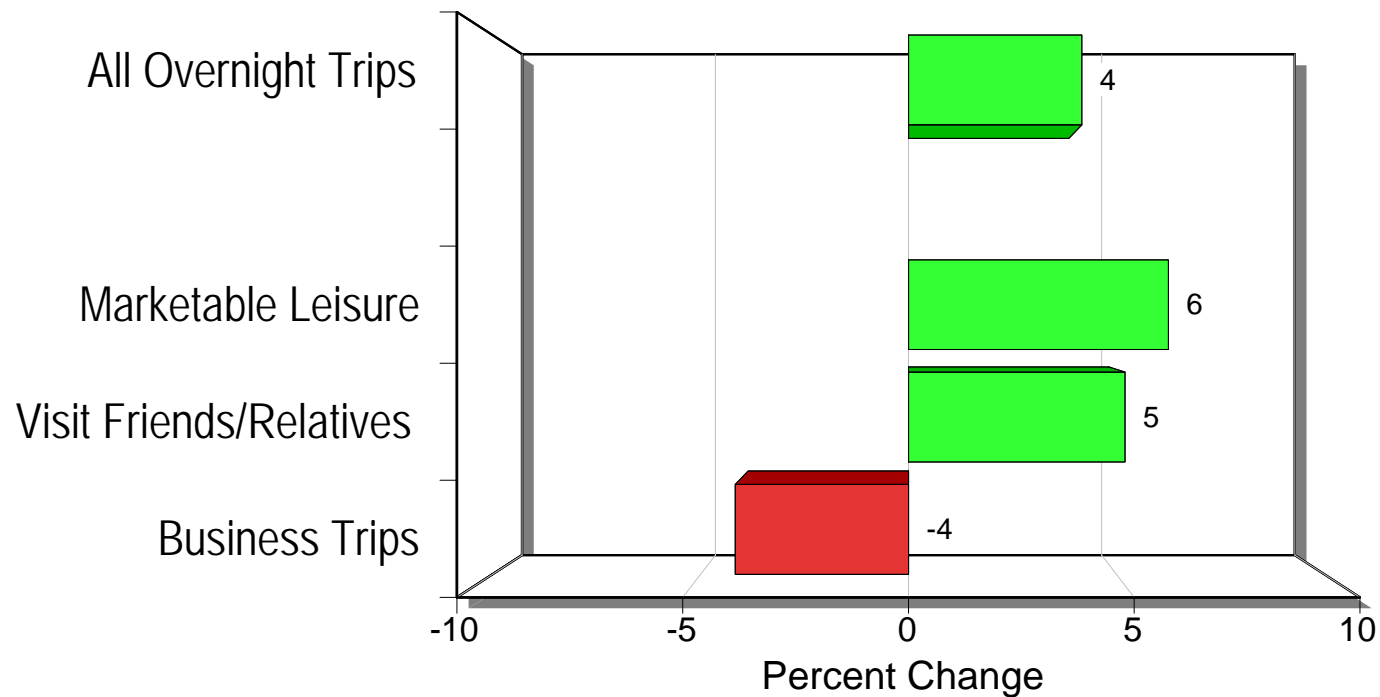
Marketable Leisure
(42%)



Visit Friends/Relatives
(42%)

Business
(16%)

U.S. Market Trends for Overnight Trips — 2007 vs. 2006

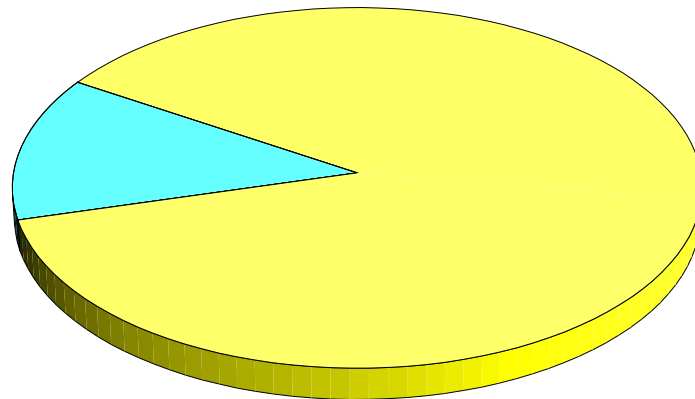


Overnight Trips to Colorado in 2007



Total = 28.0 Million

Overnight Business
4.0 Million
(16%)



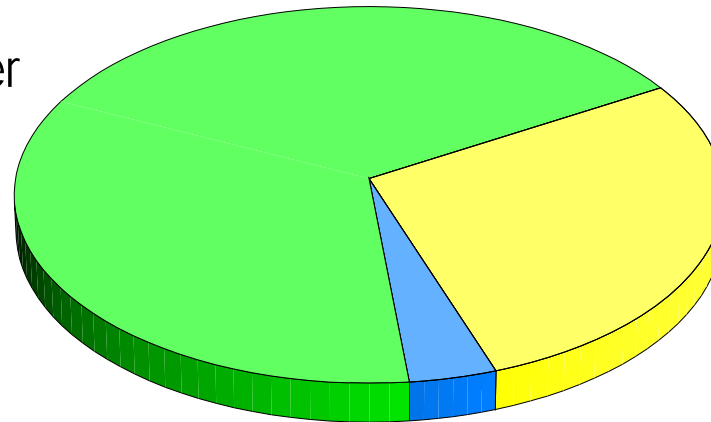
Overnight Leisure
24.0 Million
(84%)

Role of Denver on a Colorado Overnight Trip



Total Colorado Trips = 28.0 Million

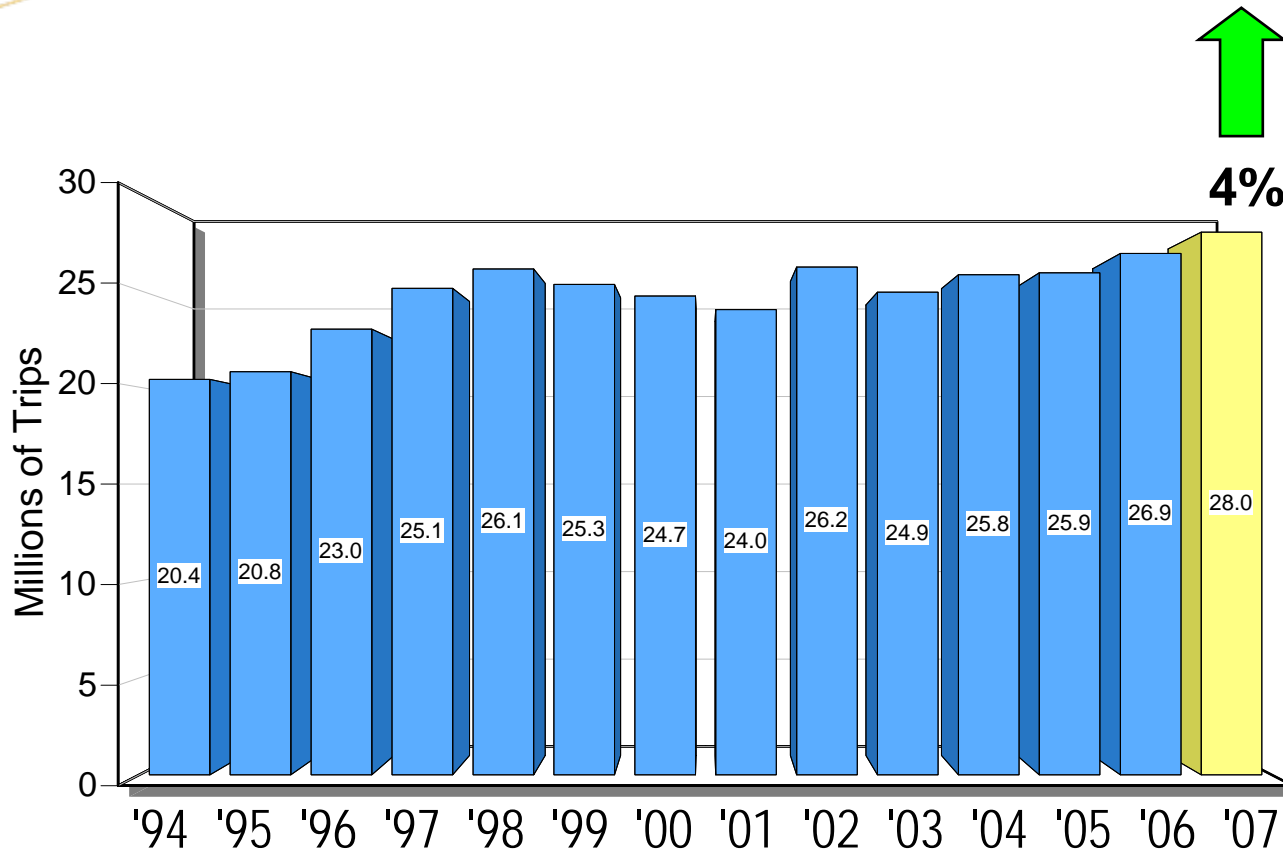
Did Not Visit Denver
14.2 Million



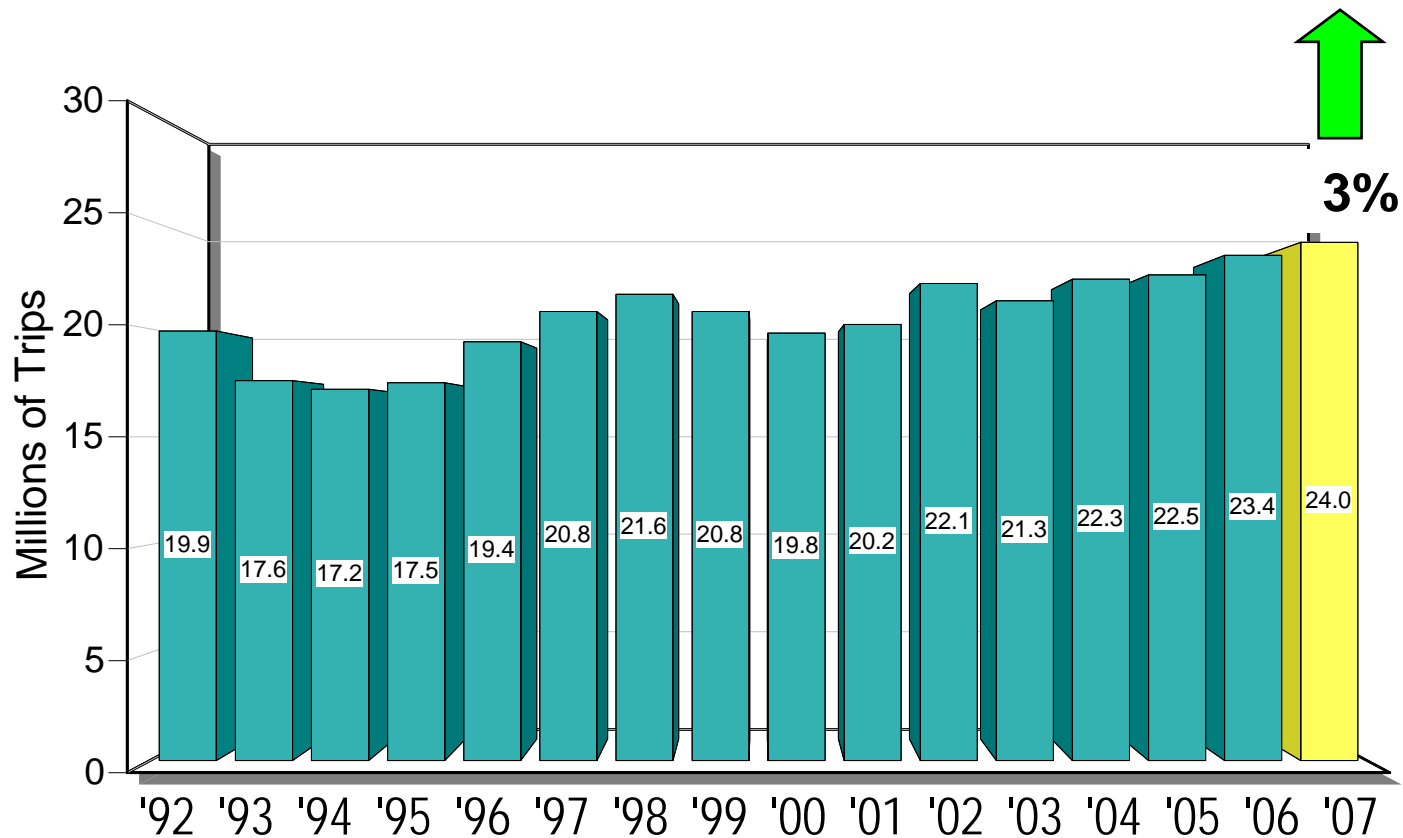
Denver Overnight
12.2 Million

Spent Time
1.6 Million

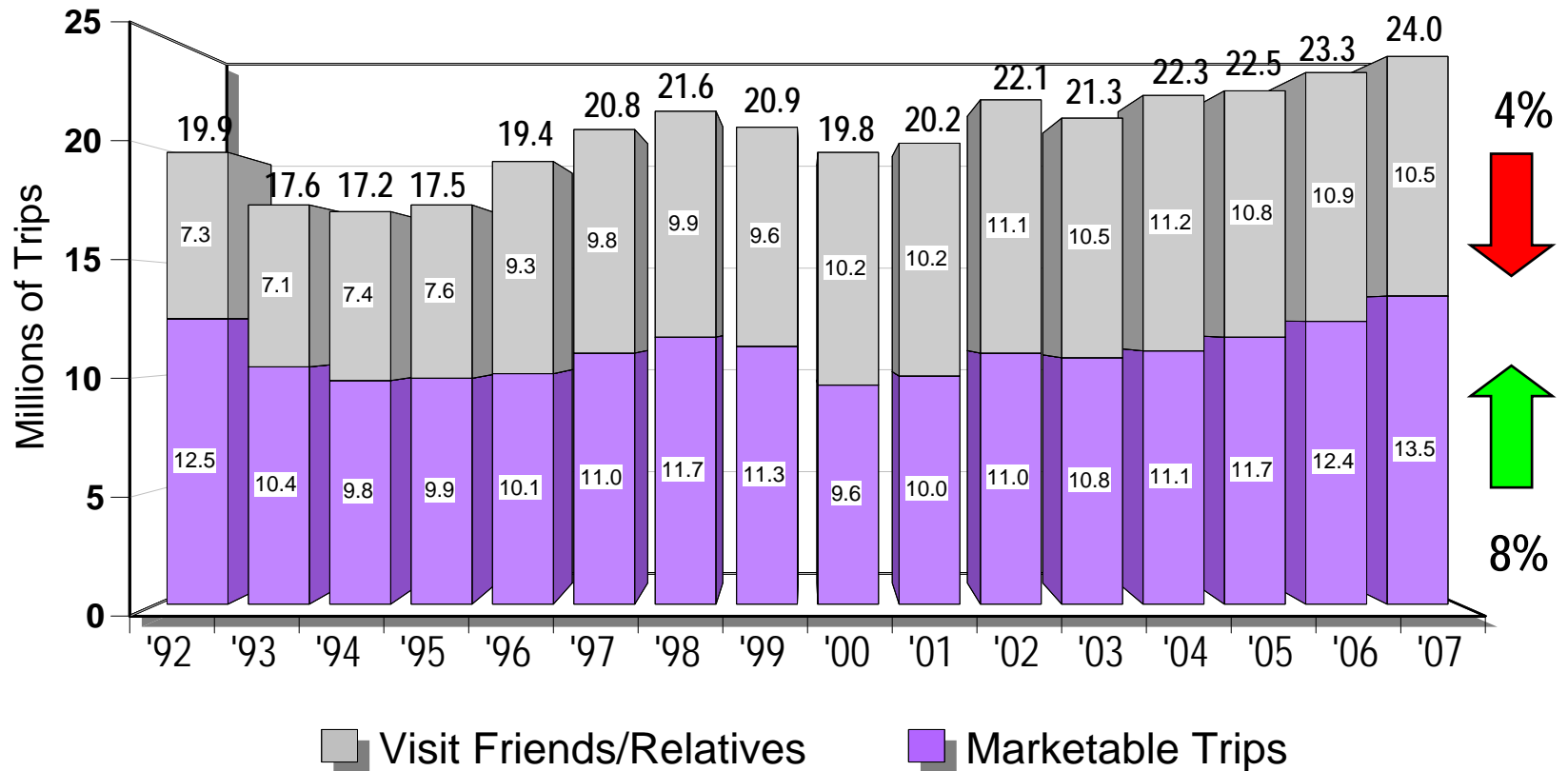
Overnight Trips to Colorado — 1994 to 2007



Overnight Leisure Trips to Colorado — 1992 to 2007

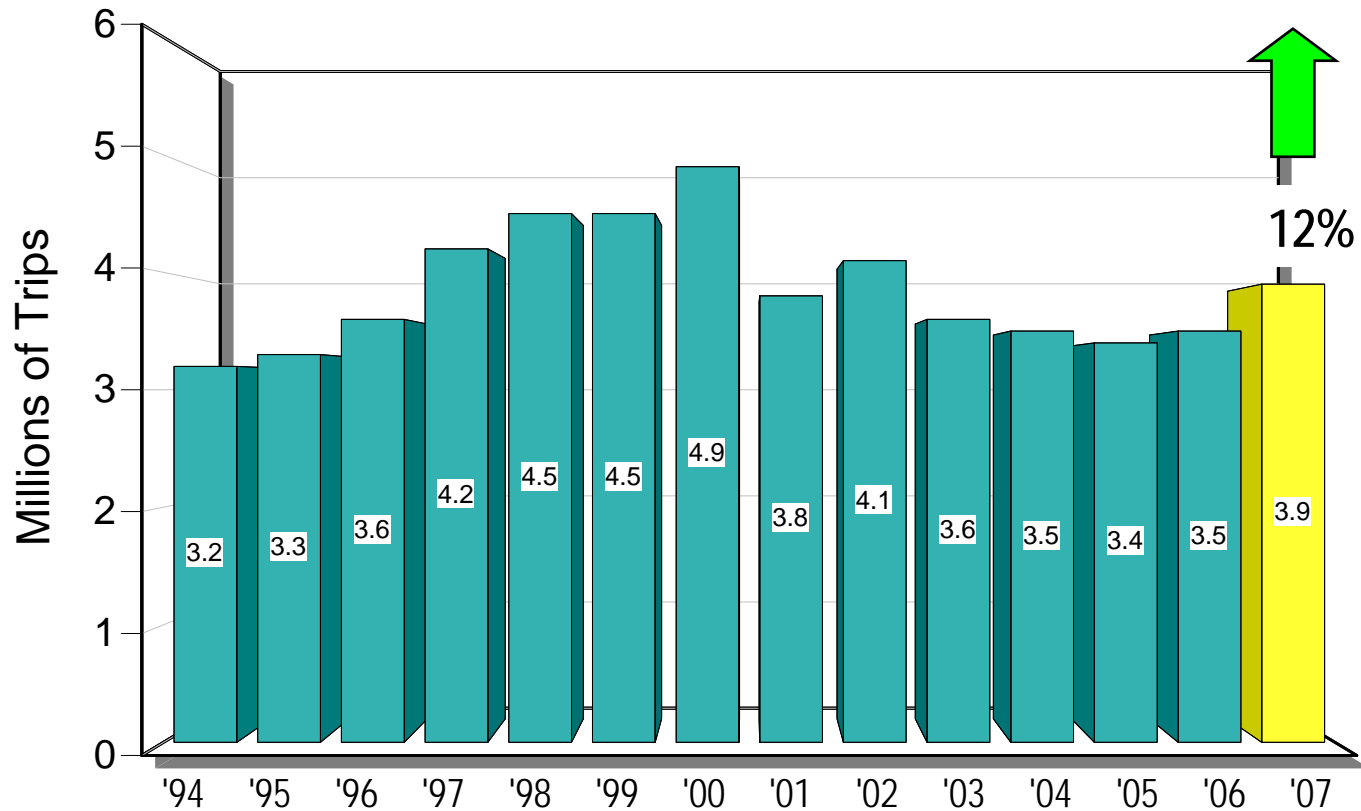


Structure of Colorado's Overnight Leisure Travel Market

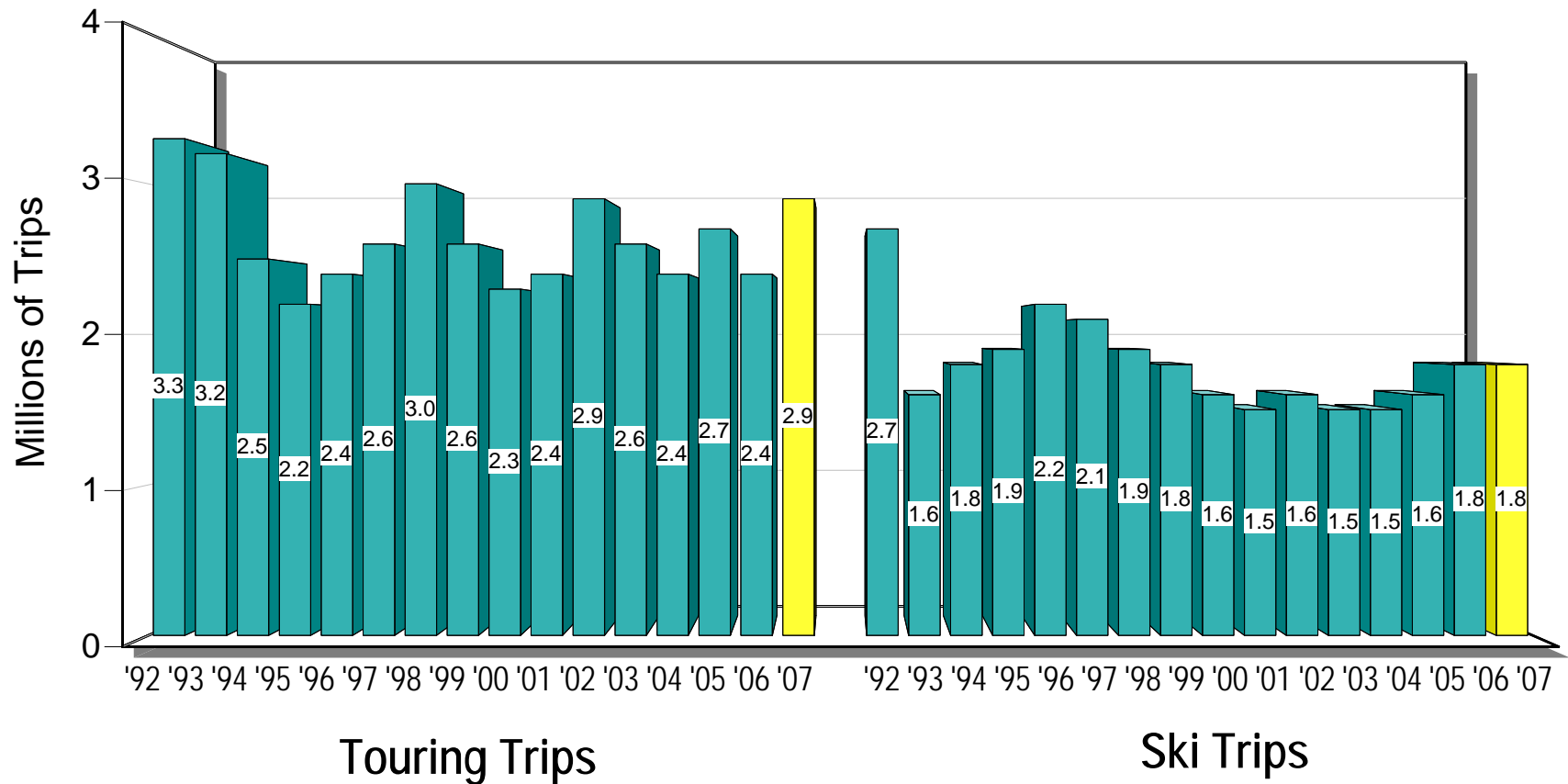


*Data are rounded.

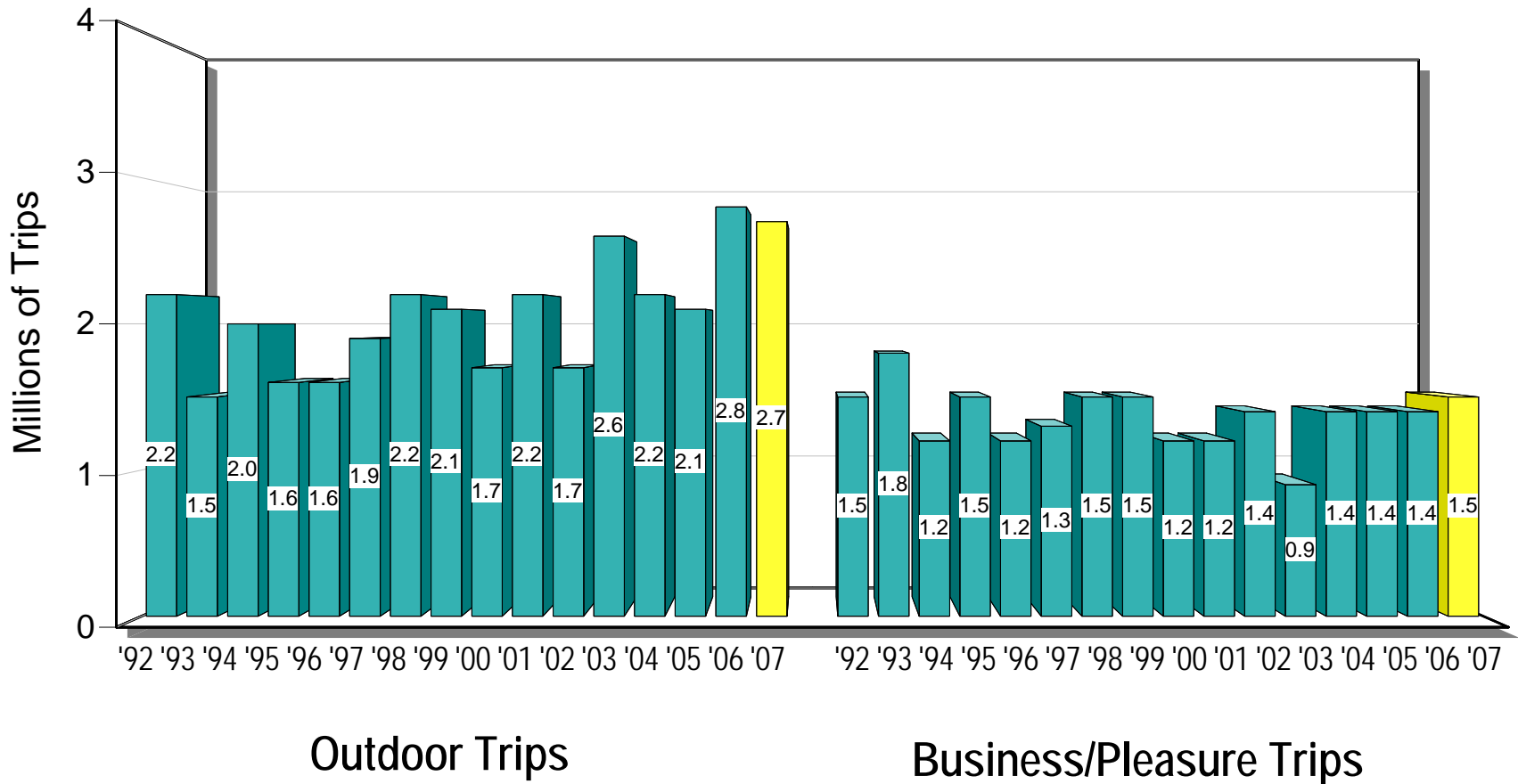
Overnight Business Trips to Colorado – 1994 to 2007



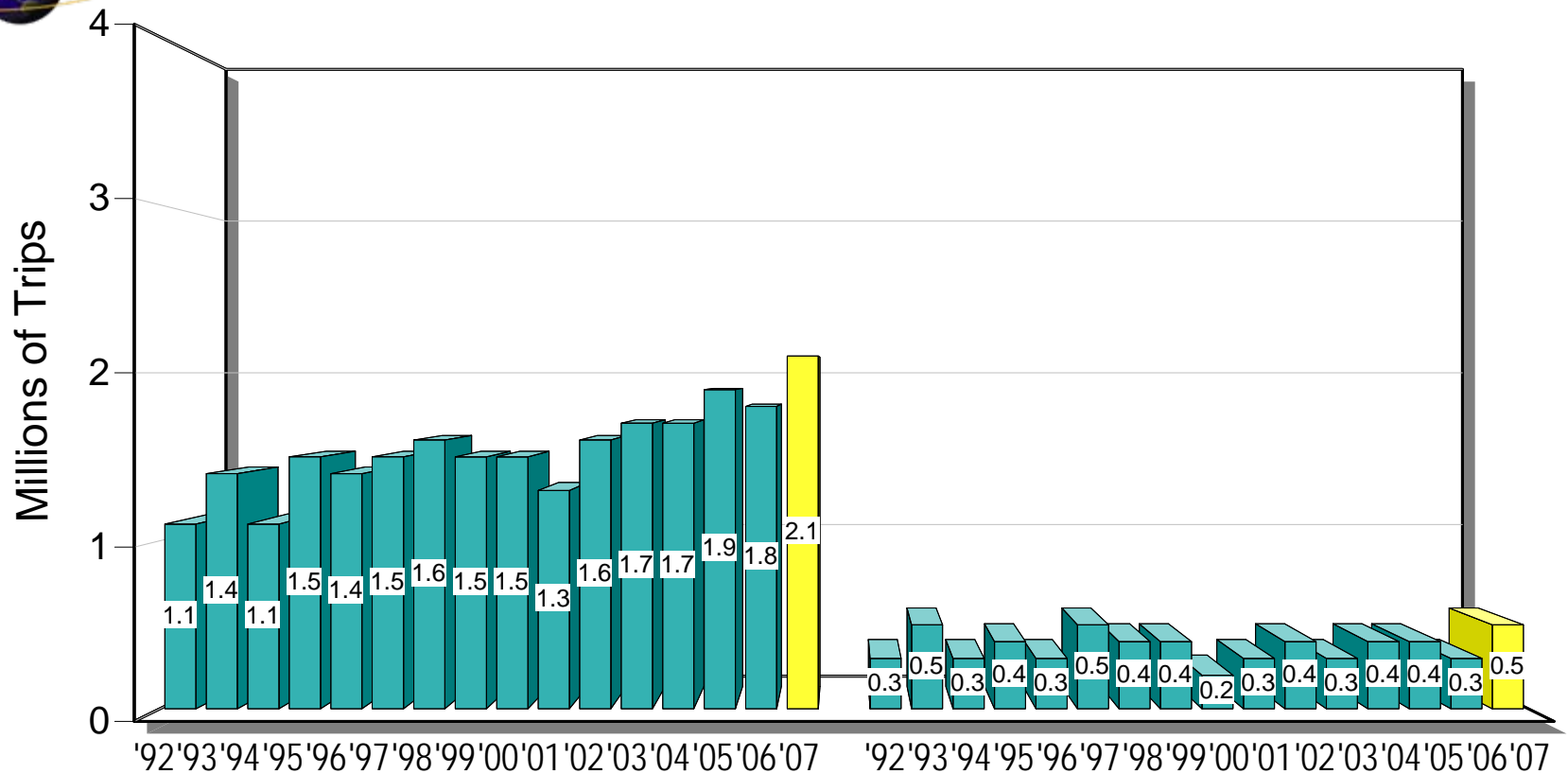
Overnight Touring and Ski Trips to Colorado



Overnight Outdoor and Business/Pleasure Trips to Colorado



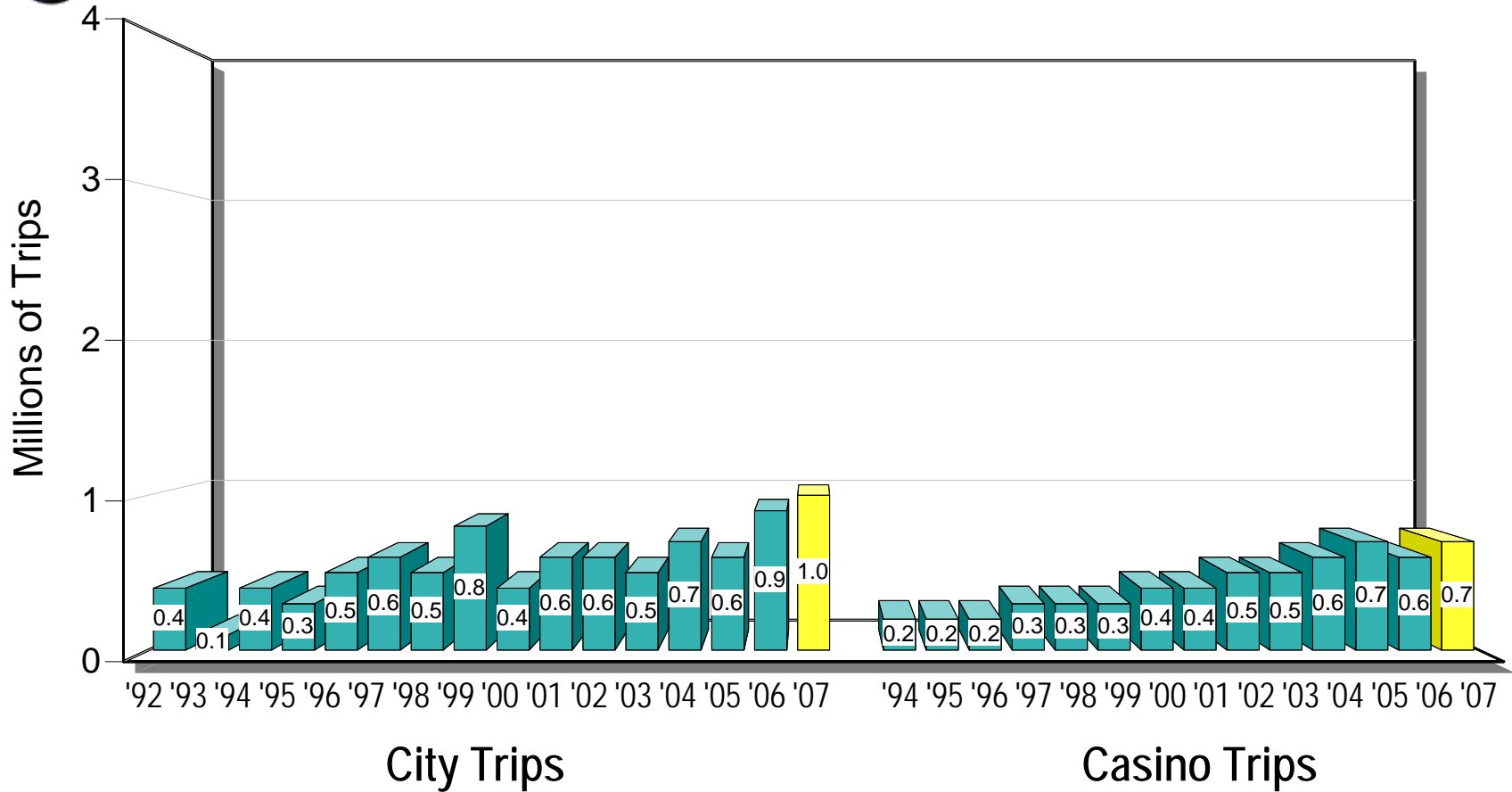
Overnight Special Event and Country Resort Trips to Colorado



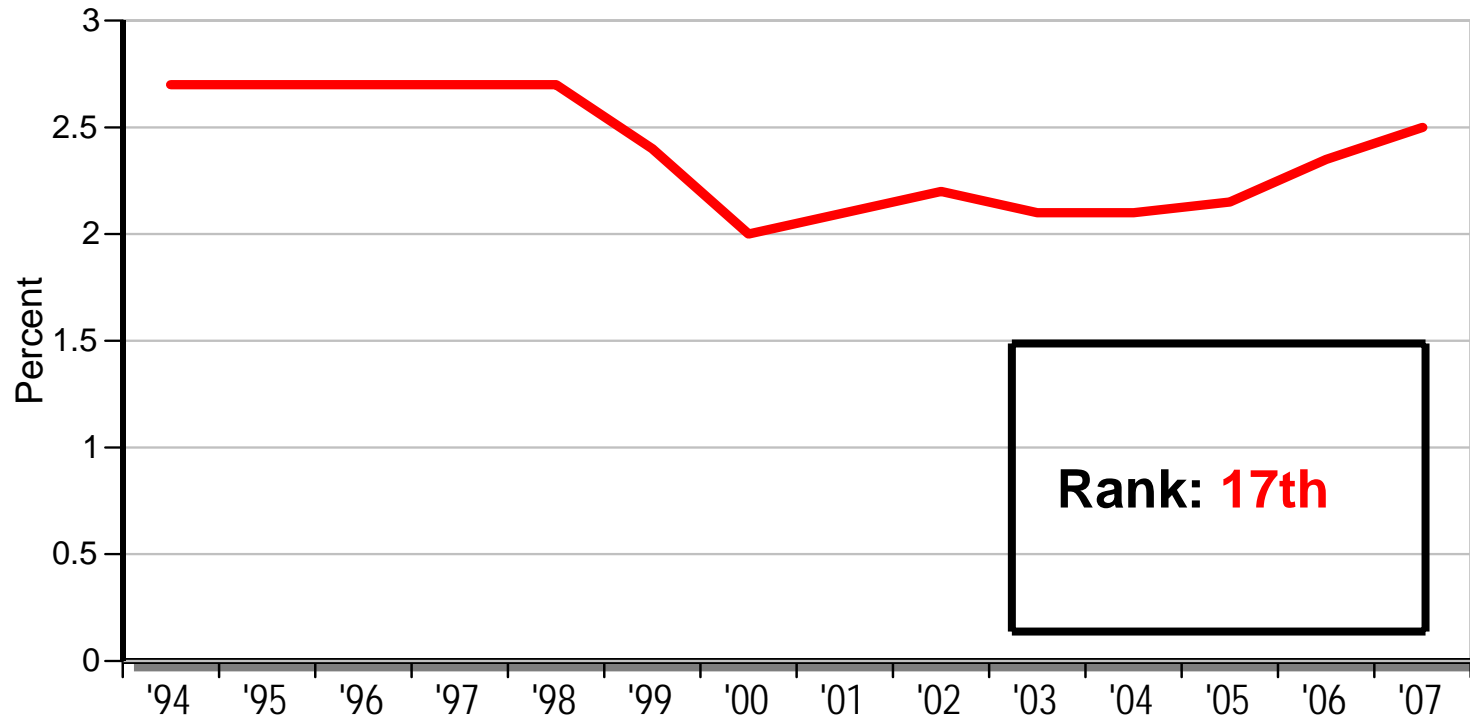
Special Event Trips

Country Resort Trips

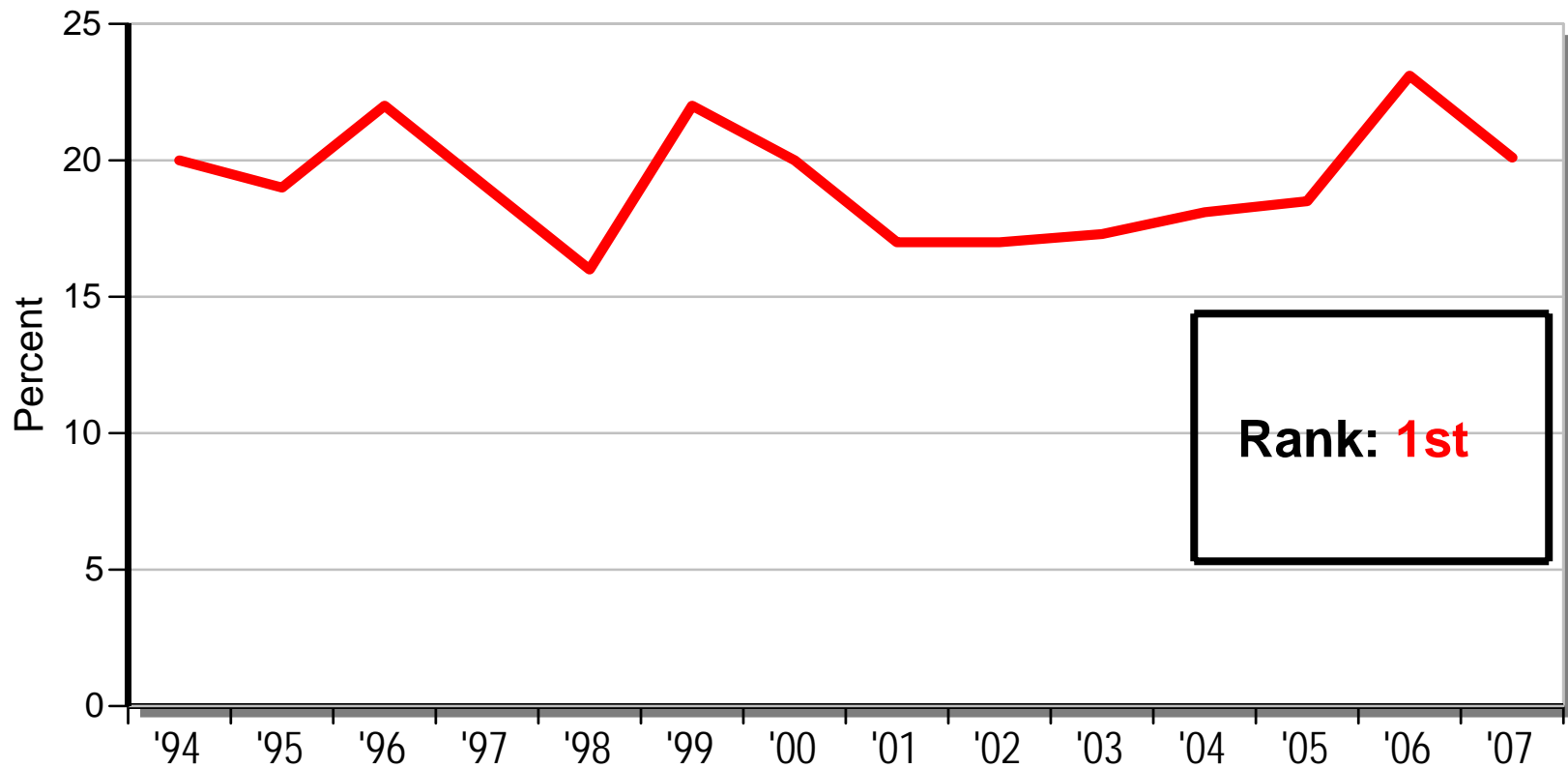
Overnight City and Casino Trips to Colorado



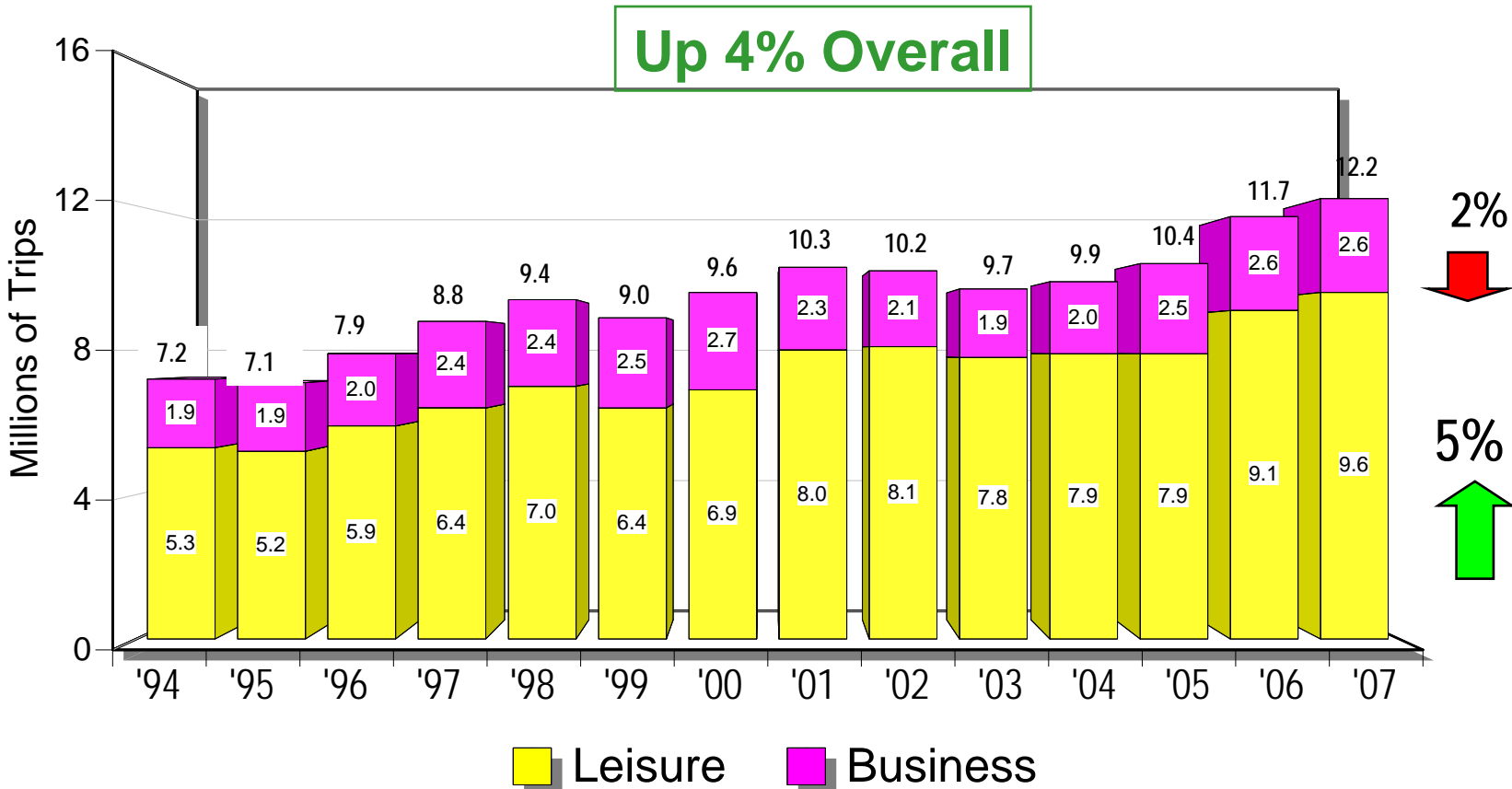
Colorado's Share of All Overnight Marketable Trips



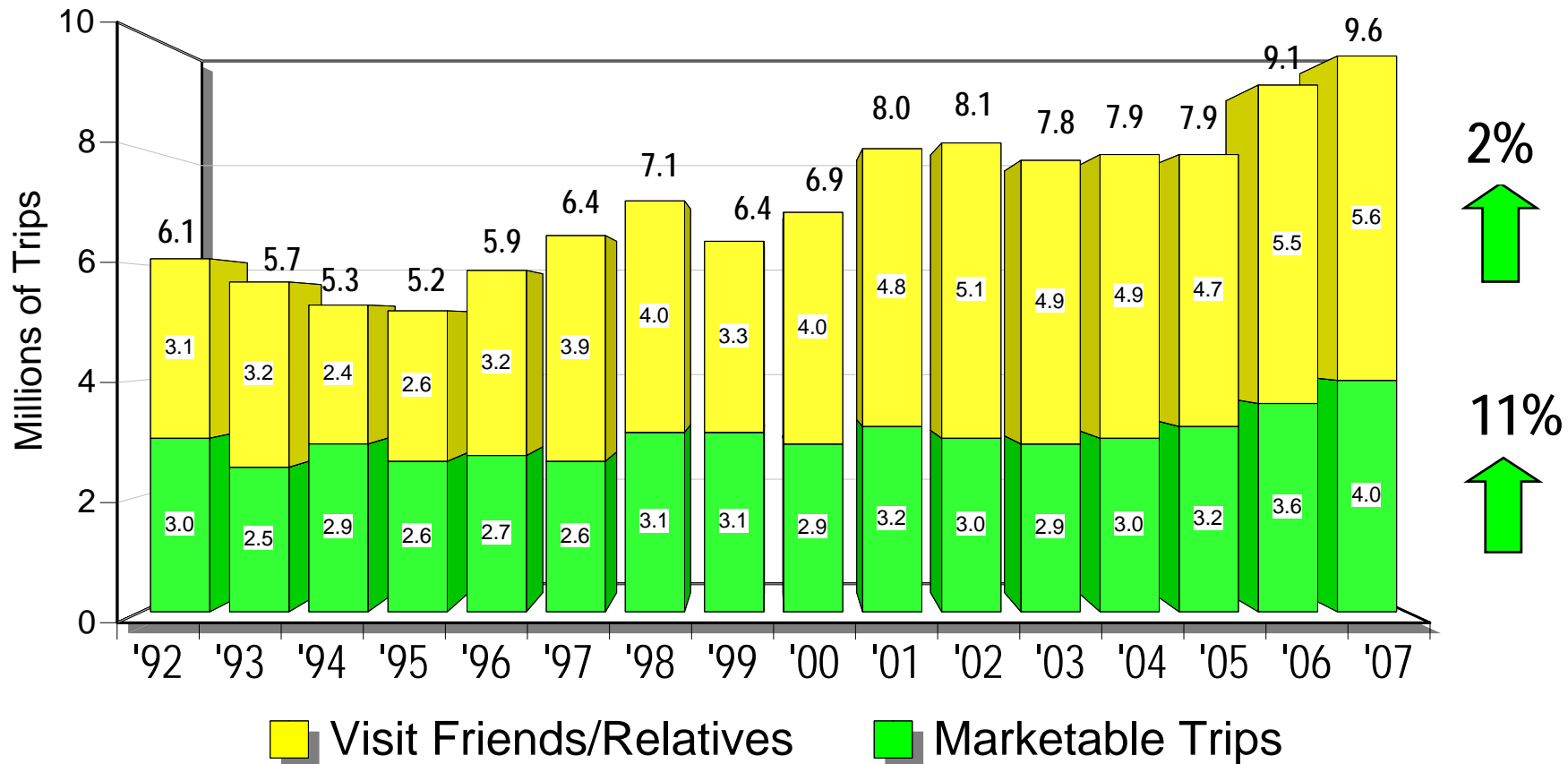
Colorado's Share of All Overnight Ski Trips



Total Overnight Trips to Denver — 1994 to 2007



Structure of Denver's Overnight Leisure Travel Market



Overnight Trips to Denver — 2007 vs. 2006

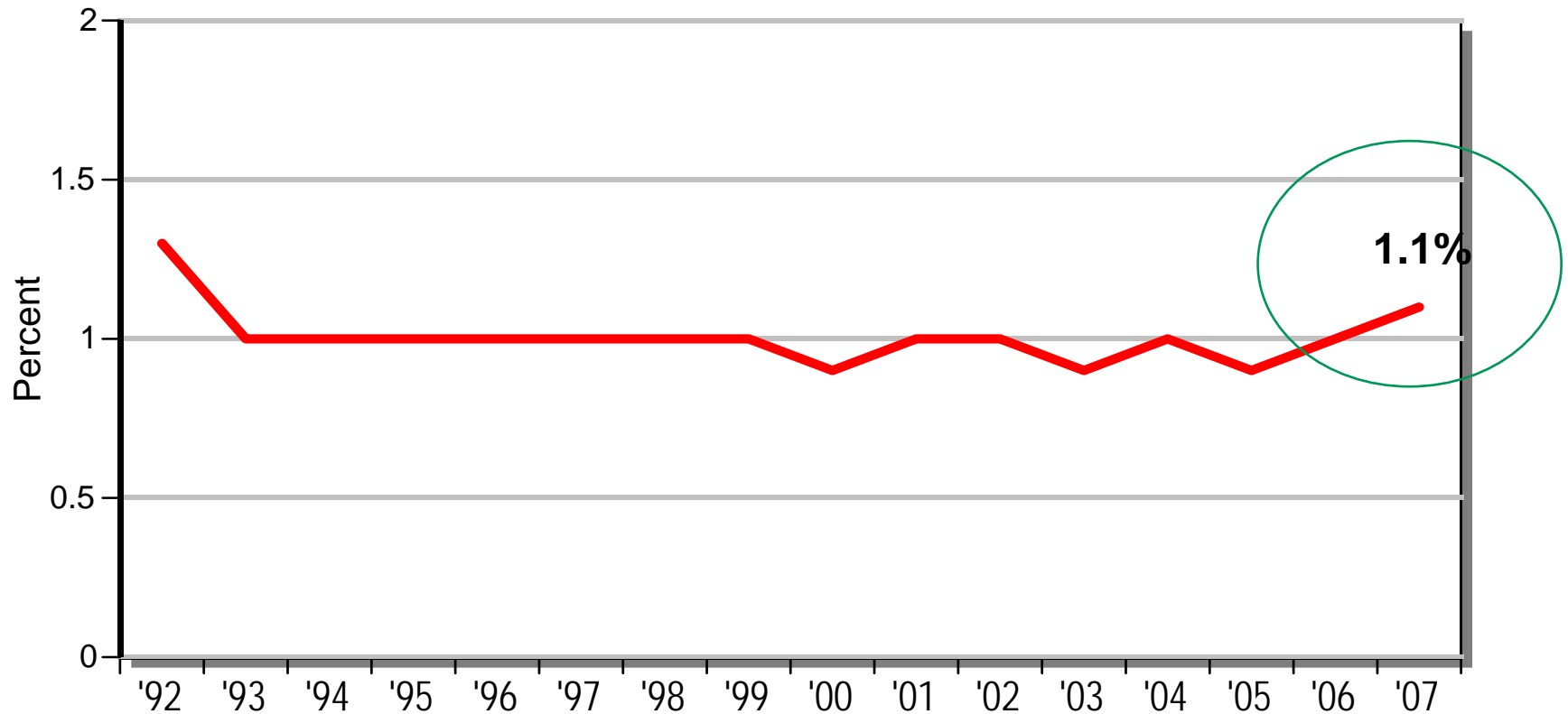


- ◉ Up – Special Event, City, Combined Business-Pleasure, Ski, Outdoors, Convention/Conference
- ◉ Flat – VFR, Touring
- ◉ Down – General Business

Denver's Travel Market Share



Percent Identifying Denver as Main Destination of Leisure Trip

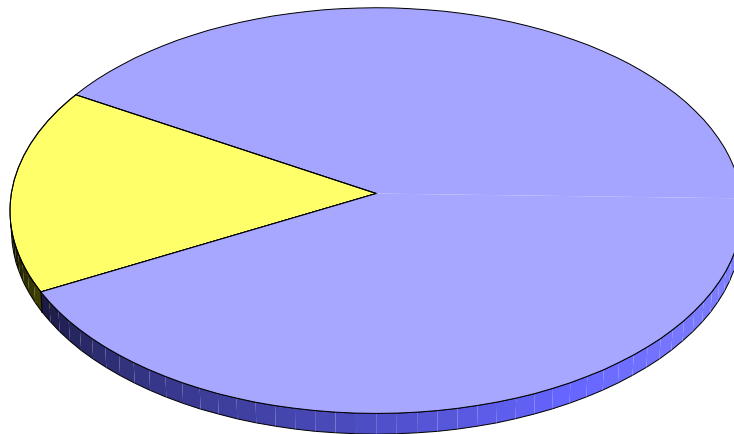


Travel Spending in Colorado — Overnight Visitors



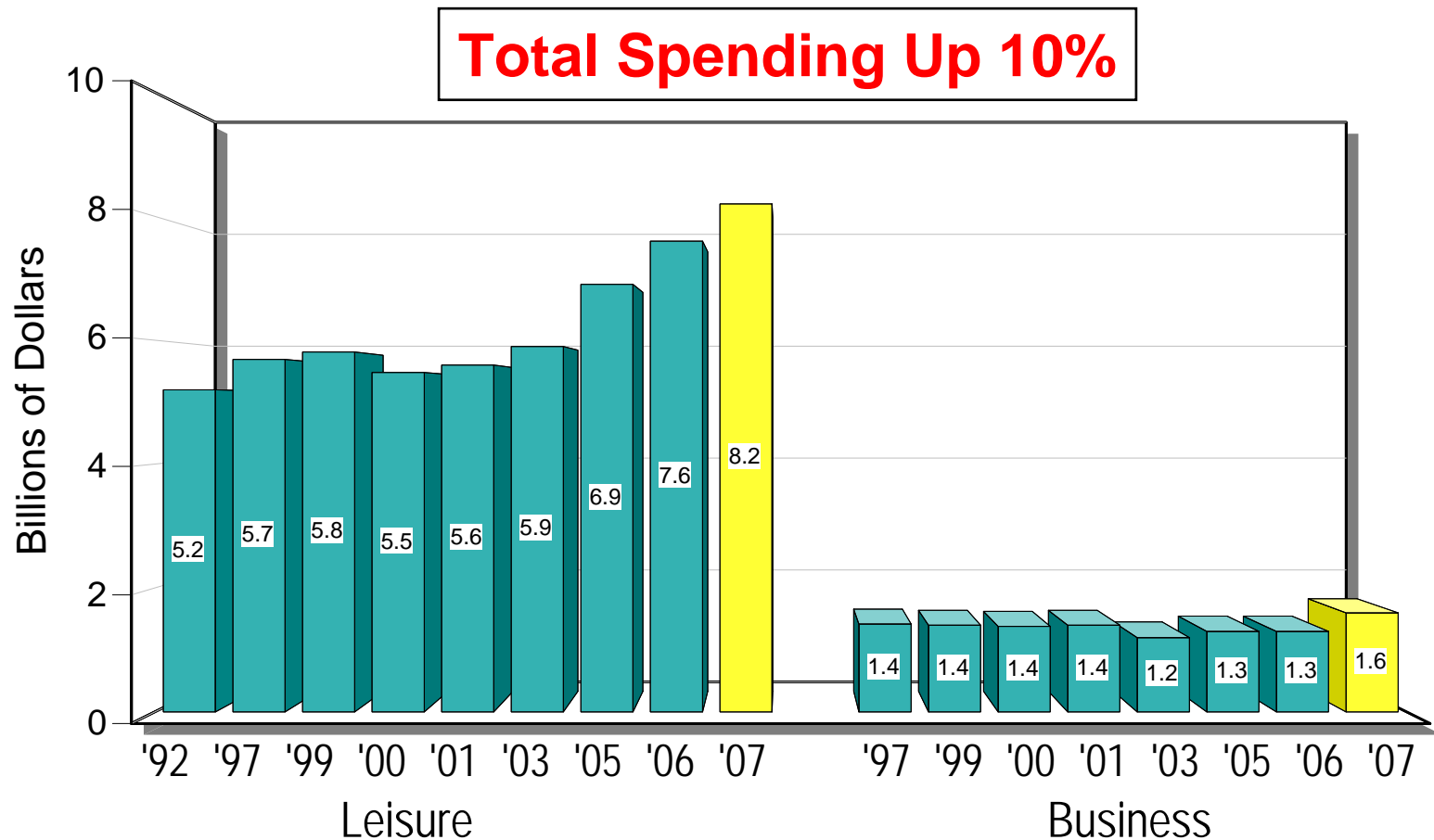
Total = \$9.8 Billion

Business
\$1.6 Billion
(16%)



Leisure
\$8.2 Billion
(84%)

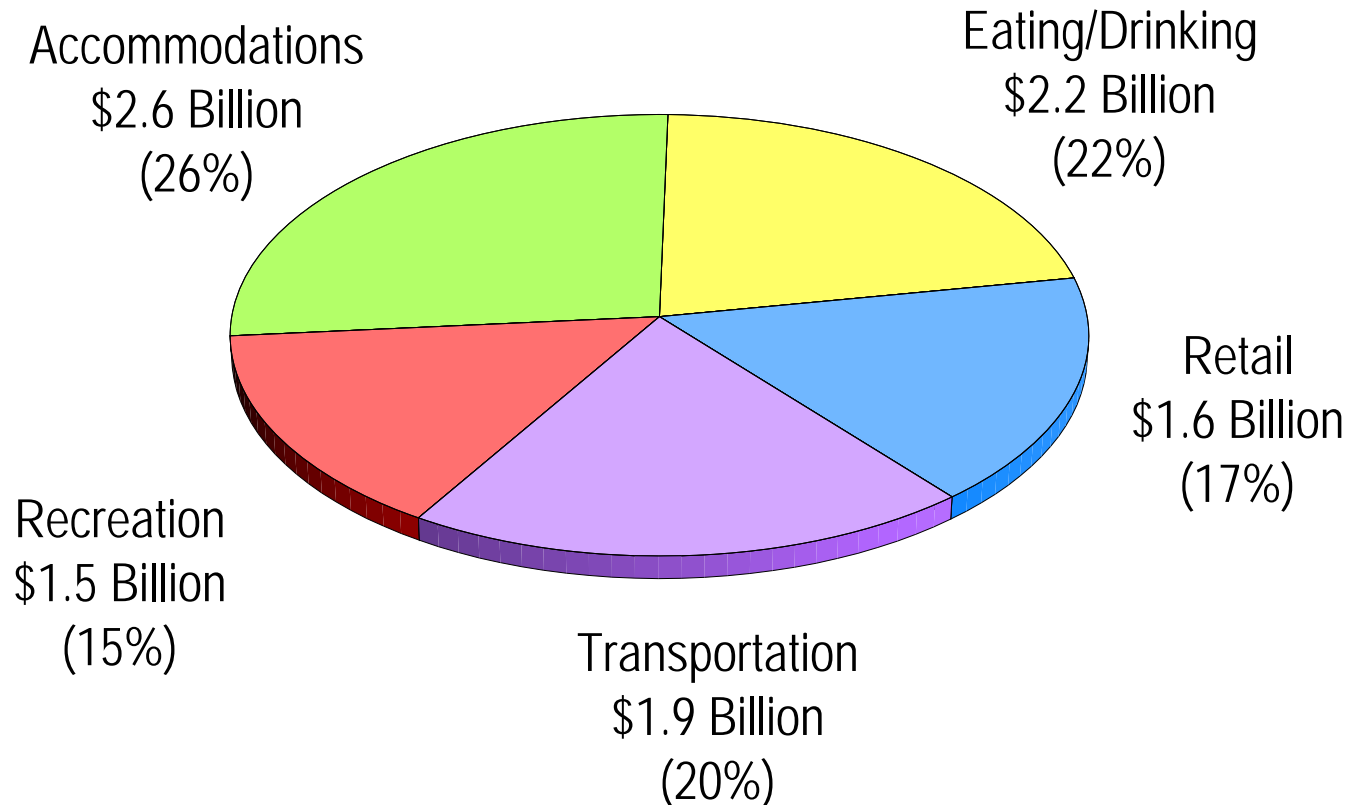
Colorado Travel Expenditures — Overnight Visitors



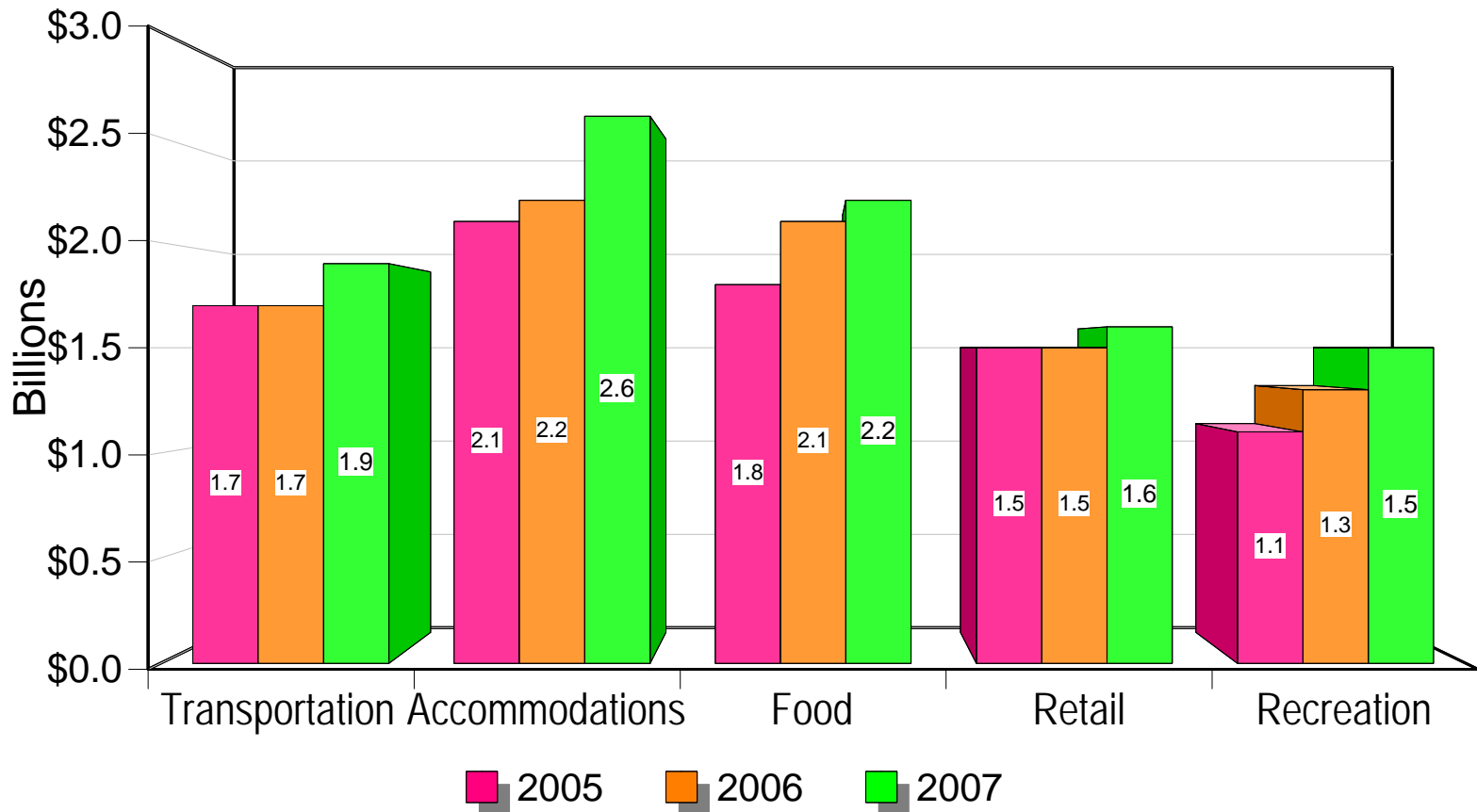
Colorado Travel Spending by Sector — Overnight Visitors



Total = \$9.8 Billion



Colorado Expenditure Tracking — Overnight Visitors

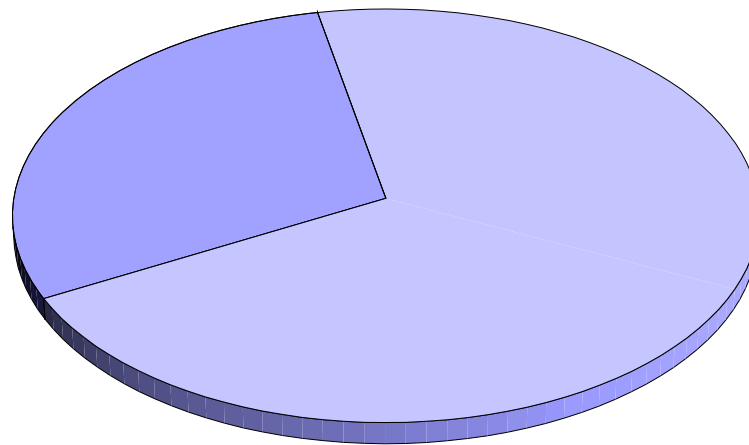


Travel Spending in Colorado — Overnight Visitors



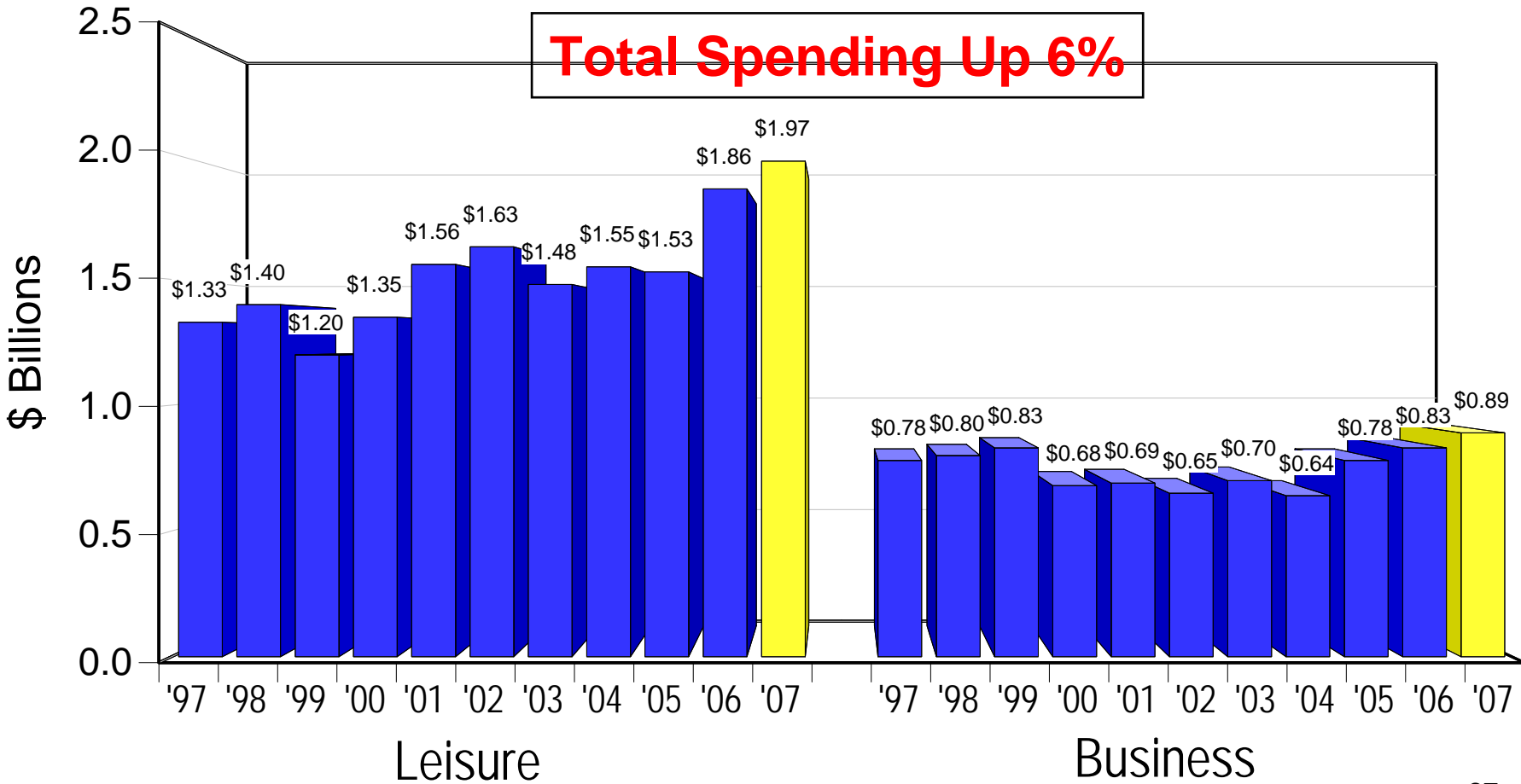
Total = \$9.8 Billion

Denver Metro
\$2.9 Billion
(30%)



Other Colorado
\$6.9 Billion
(70%)

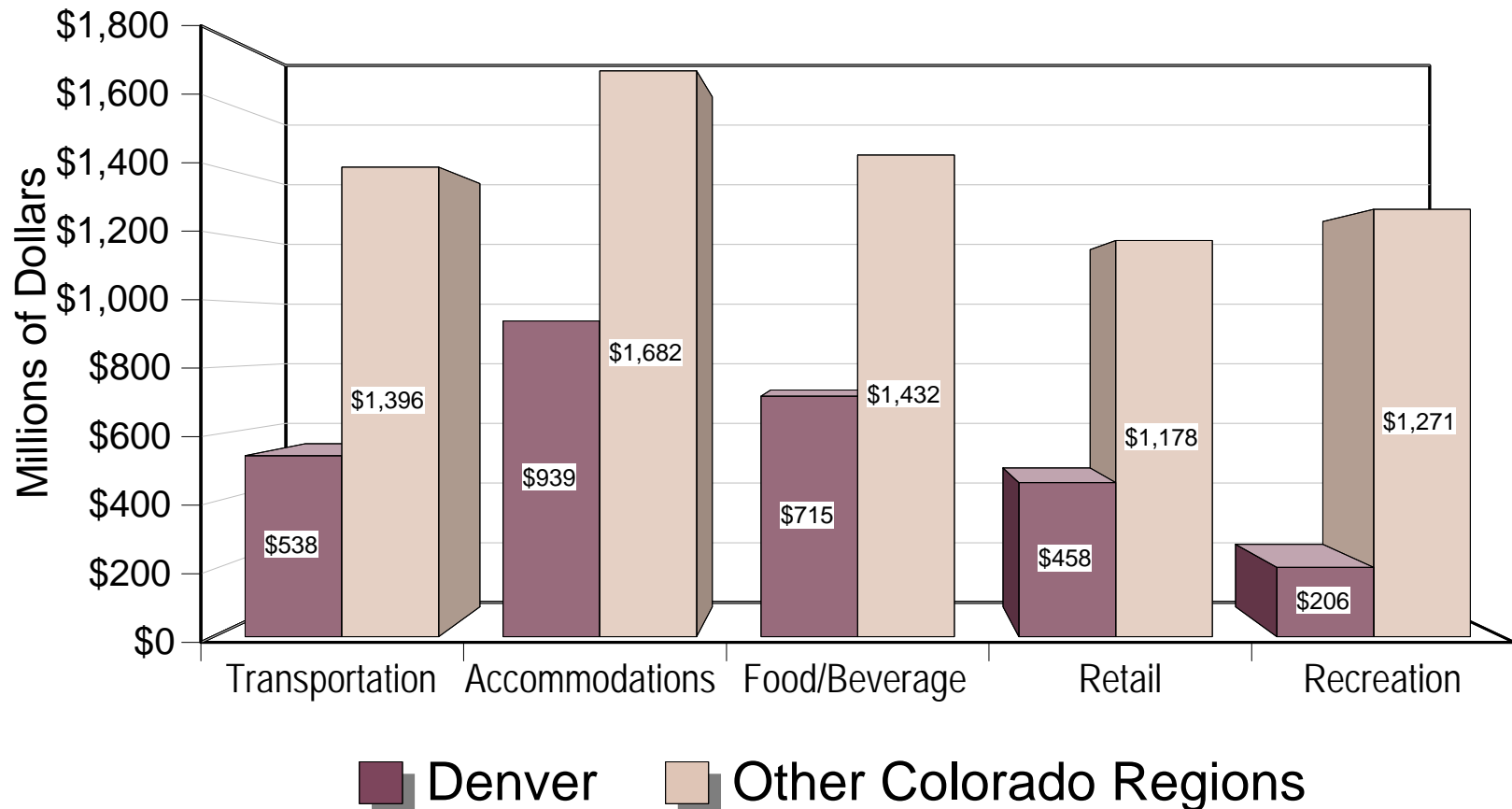
Travel Spending* in Denver — Overnight Trips



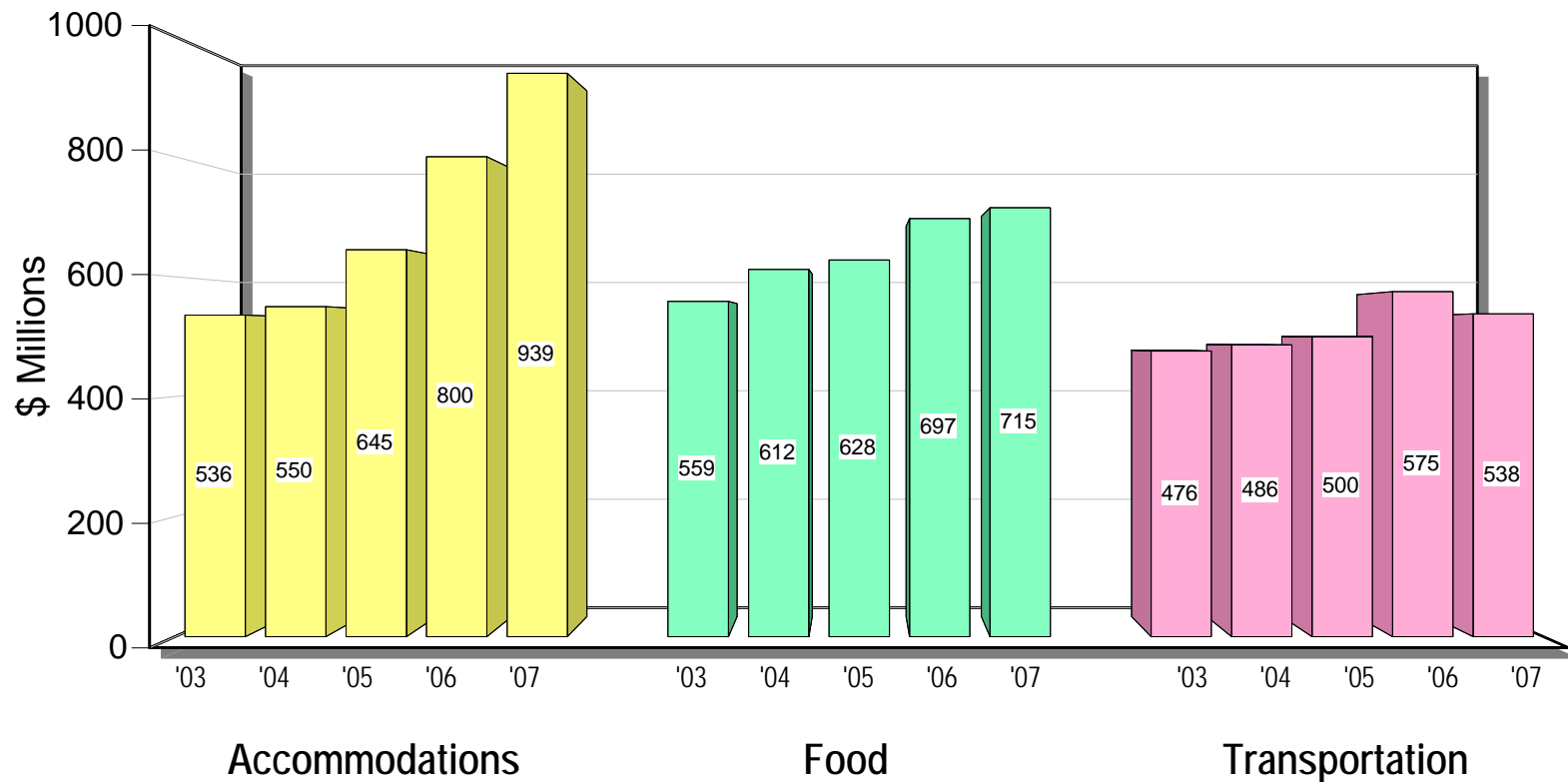
Overnight Travel Spending By Sector — Denver vs. Other Colorado Regions



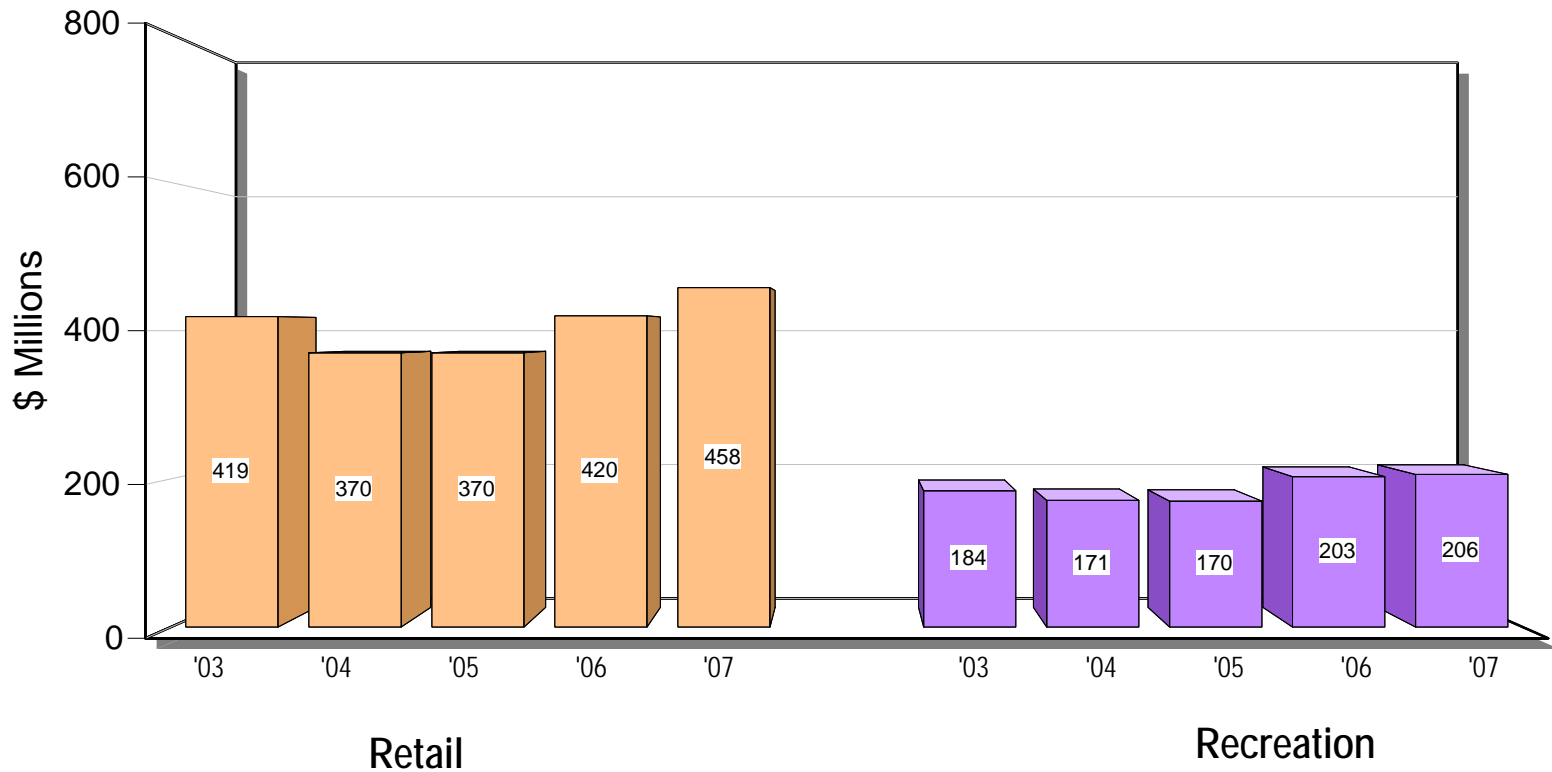
Base: Overnight Visitors



Denver Travel Spending by Sector — Overnight Trips



Denver Travel Spending by Sector — Overnight Trips (Cont'd)



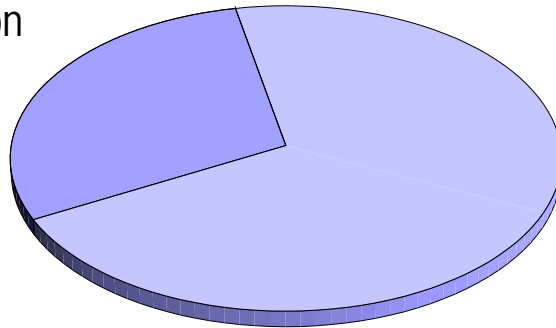
Colorado Day Trips



Total Trips = 21.5 Million

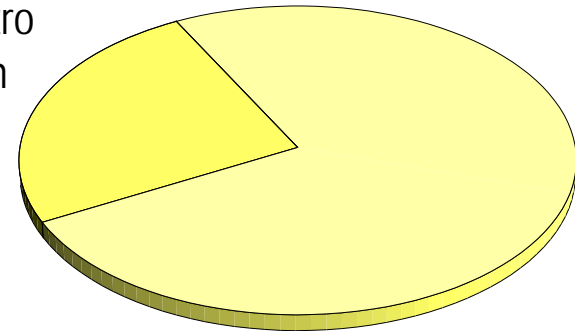
Total Expenditures = \$1.3 Billion

Denver Metro
6.1 Million
(28%)



Other Colorado
15.4 Million
(70%)

Denver Metro
\$0.3 Billion
(25%)



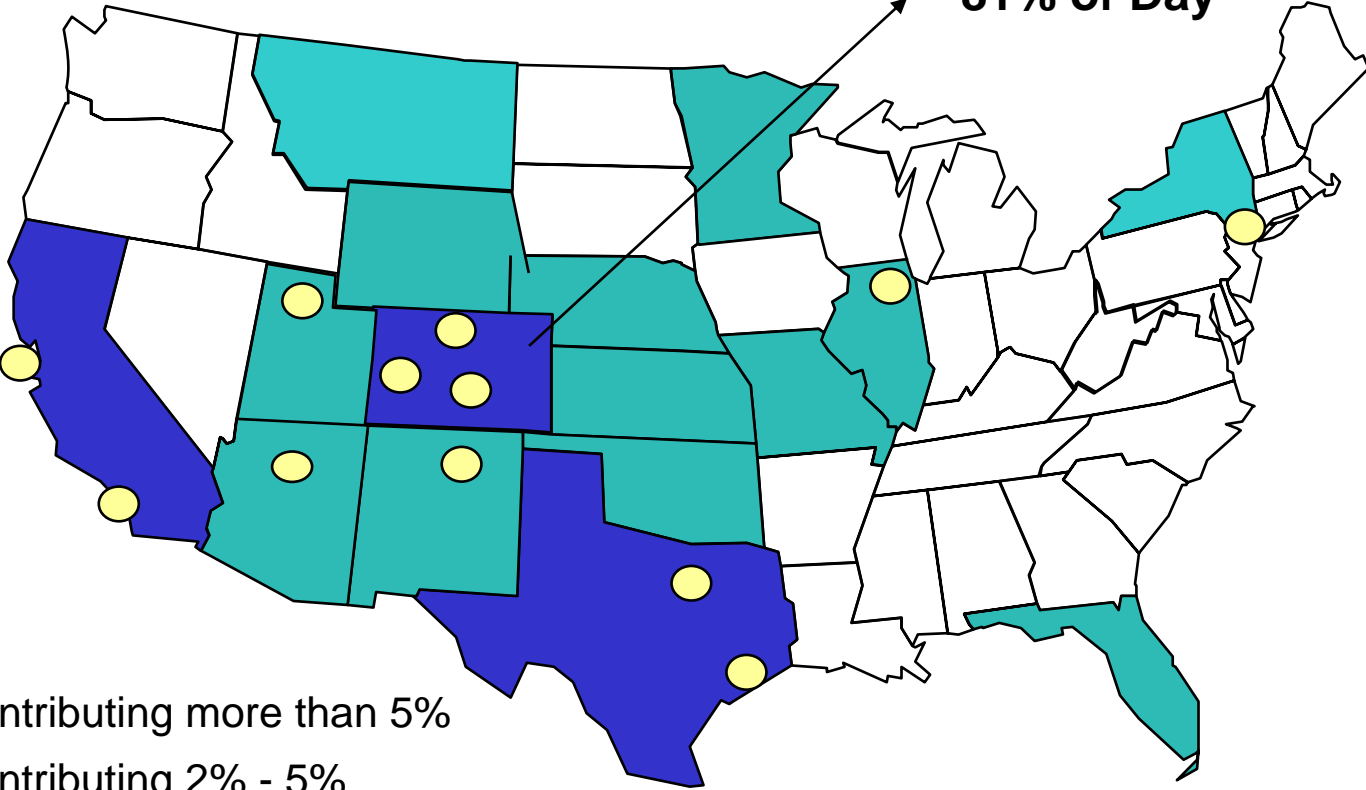
Other Colorado
\$1.0 Billion
(75%)

Colorado's Sources of Business



Base: Overnight Leisure Trips

**33% of Overnight
81% of Day**

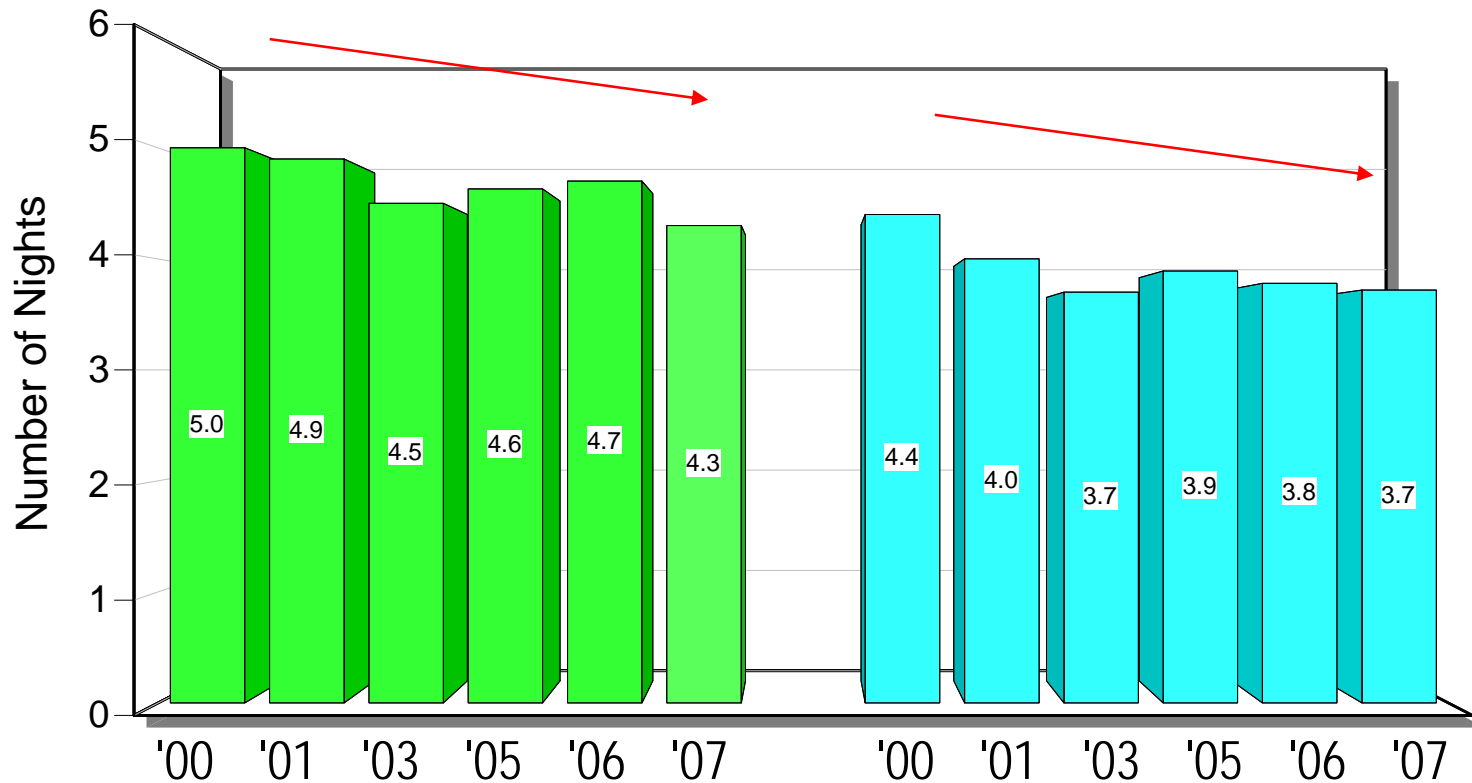


- States contributing more than 5%
- States contributing 2% - 5%
- DMAs contributing more than 2%

Length of Stay — Colorado vs. U.S. Norm



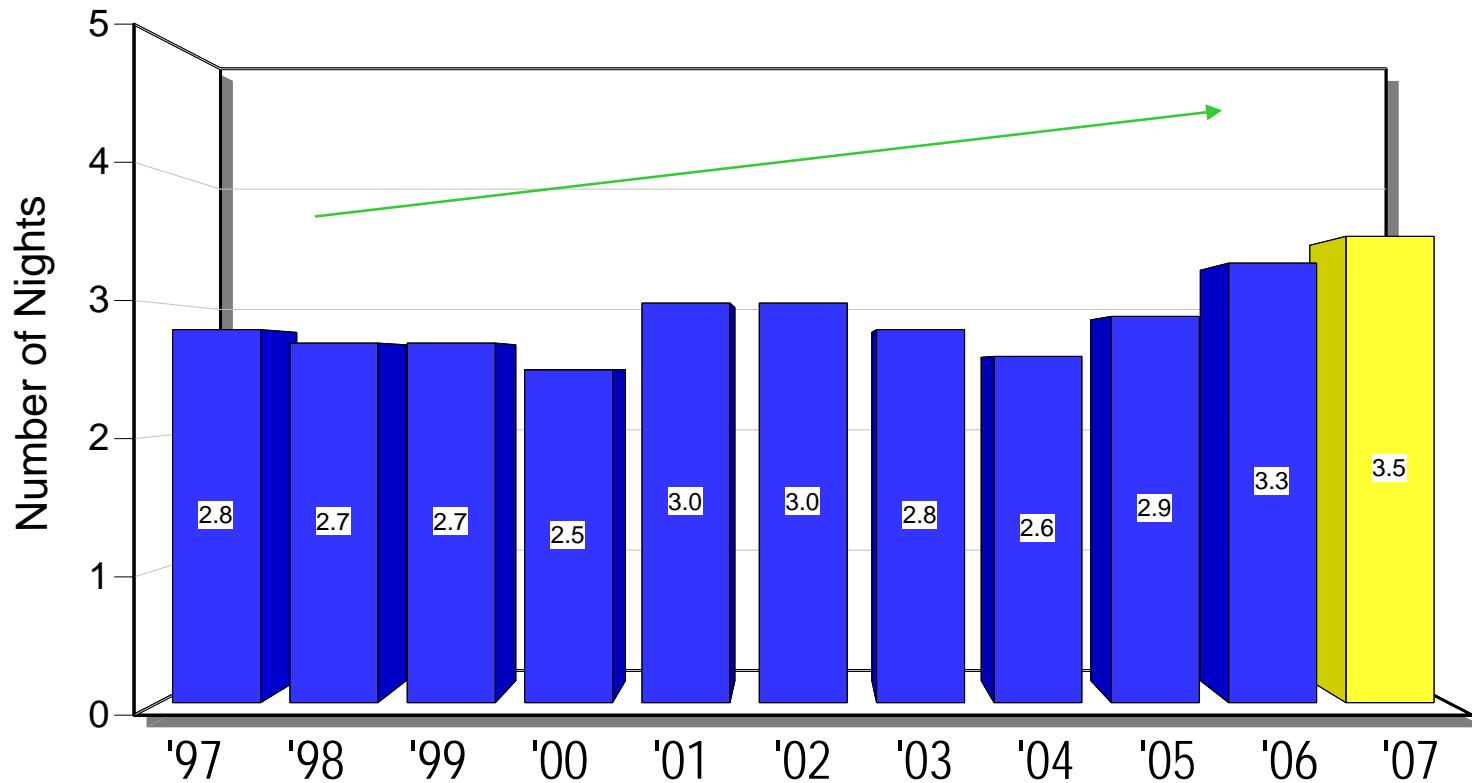
Base: Overnight Leisure Trips



Length of Stay — Denver



Base: Overnight Leisure Trips



Number of Nights Spent in Denver — Leisure Trips



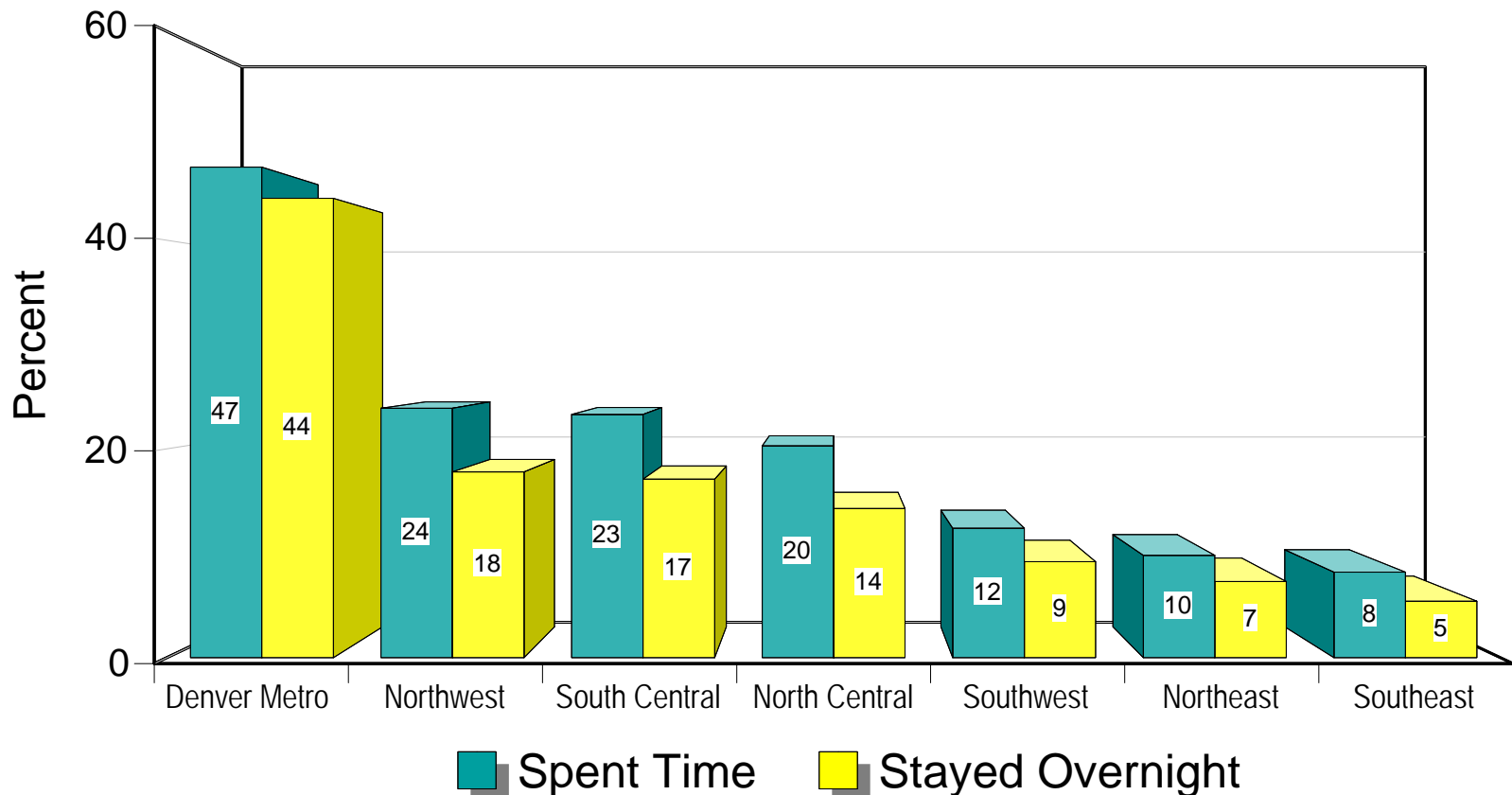
	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>
Percent of Total Time in Colorado Spent in Denver	55%	58%	65%	74%
Percent of Entire Trip Spent in Denver	45%	47%	54%	58%

A large green arrow pointing from the 2004 column towards the 2007 column, positioned between the two rows of data.

Spent Time/Overnight in Each Region



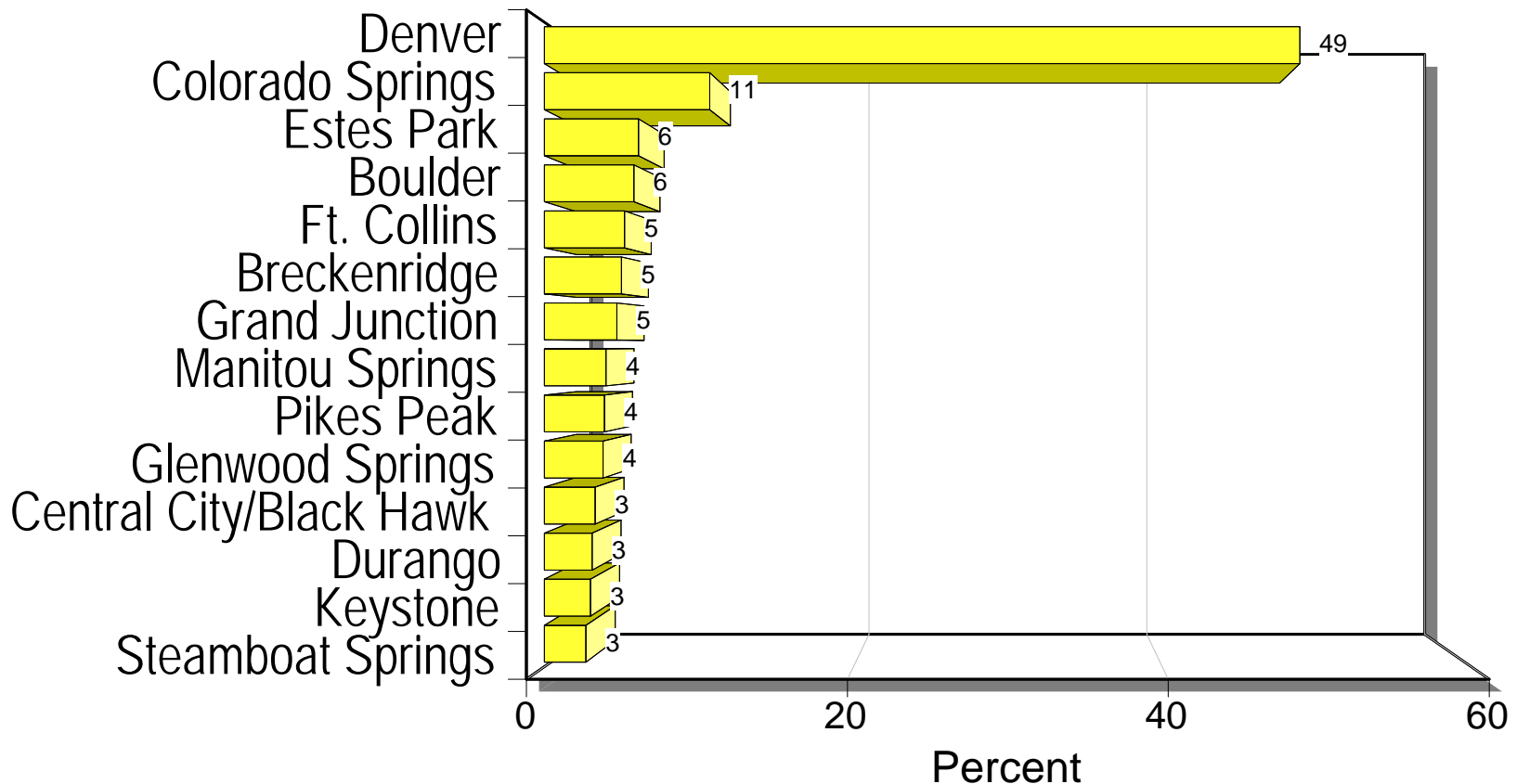
Base: Overnight Leisure Trips



Most Popular Places for Visitors



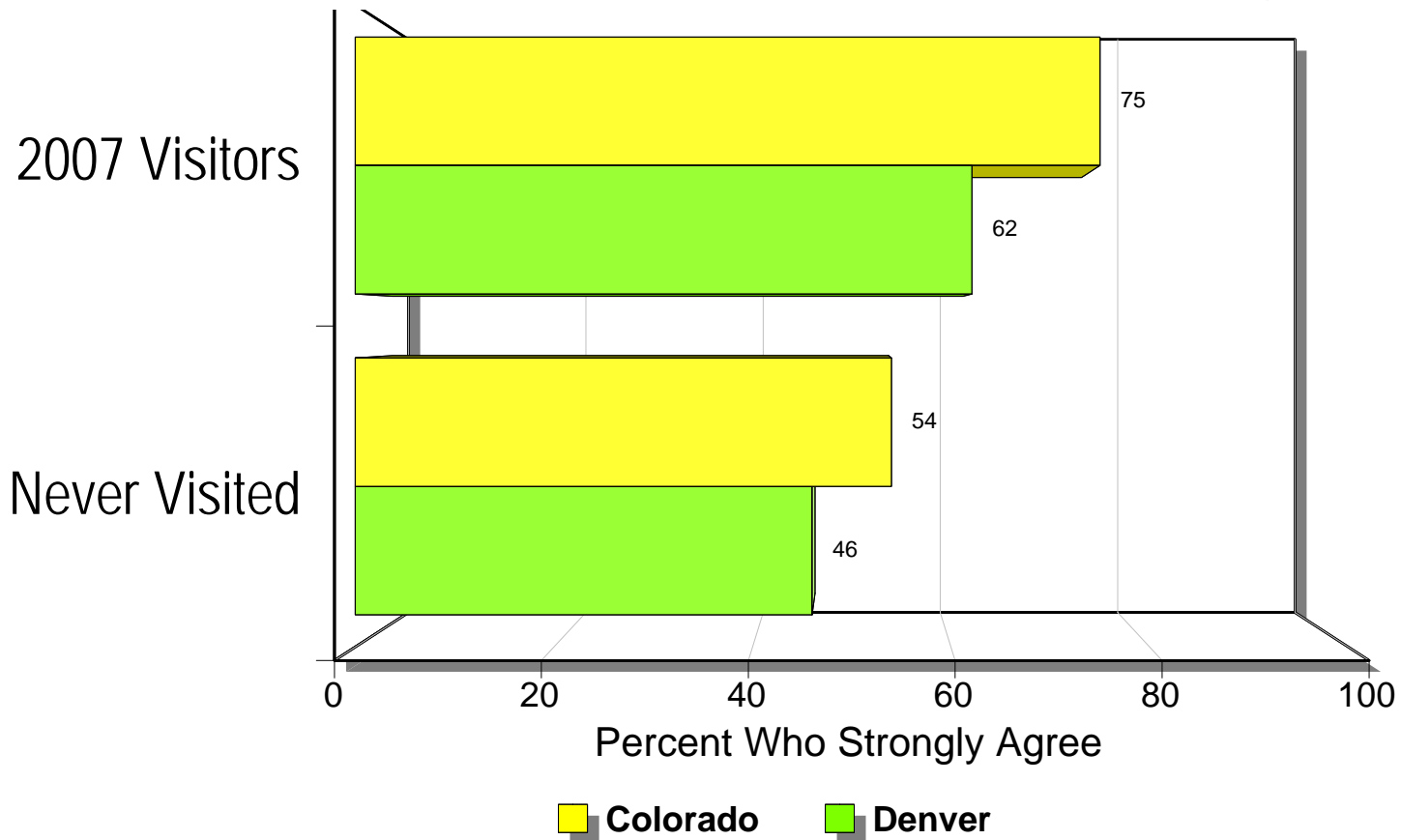
Base: Overnight Leisure Trips



Colorado/Denver Product Delivery



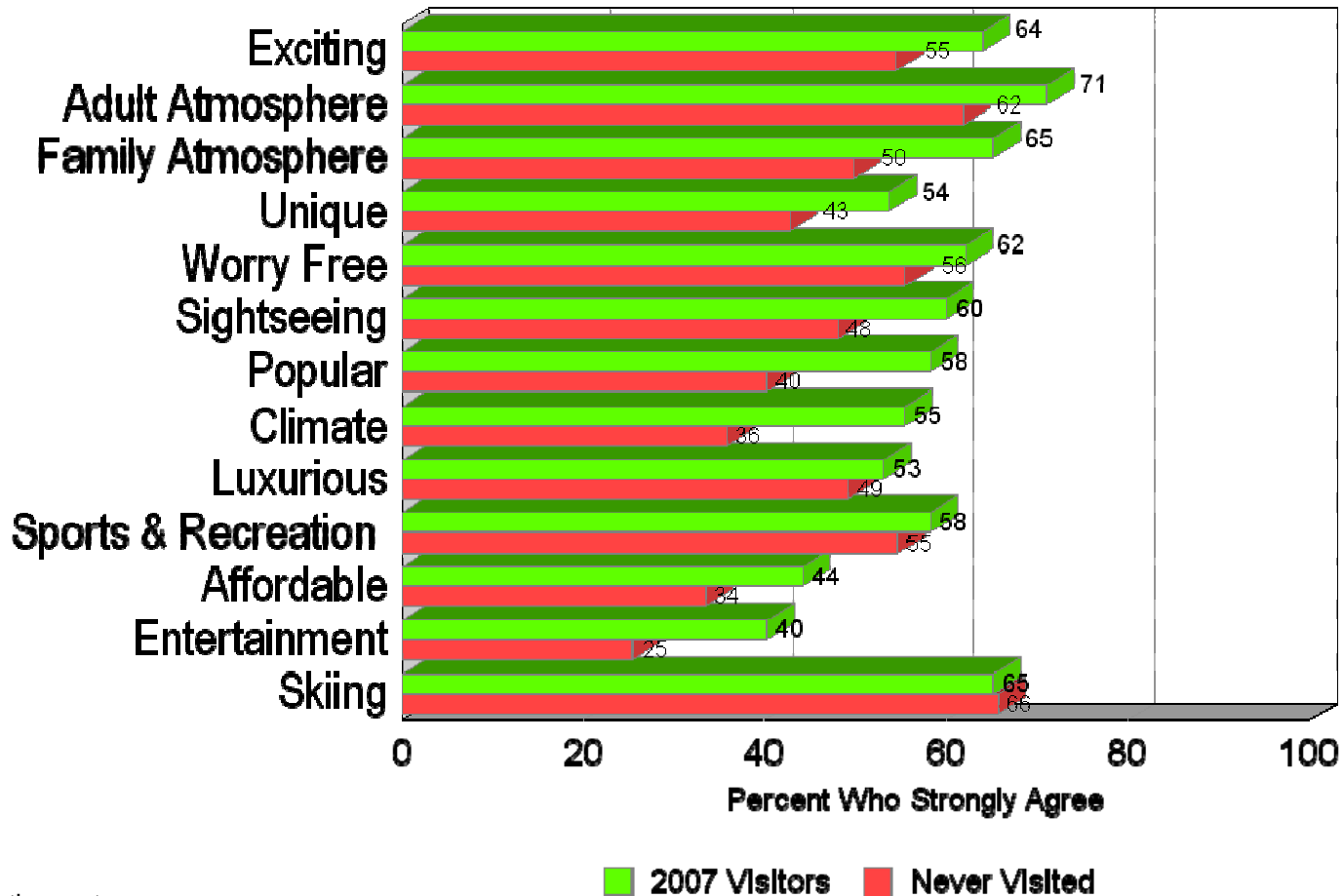
“A place I would really enjoy visiting”



Colorado's Product vs. Image



Base: Overnight Leisure Trips

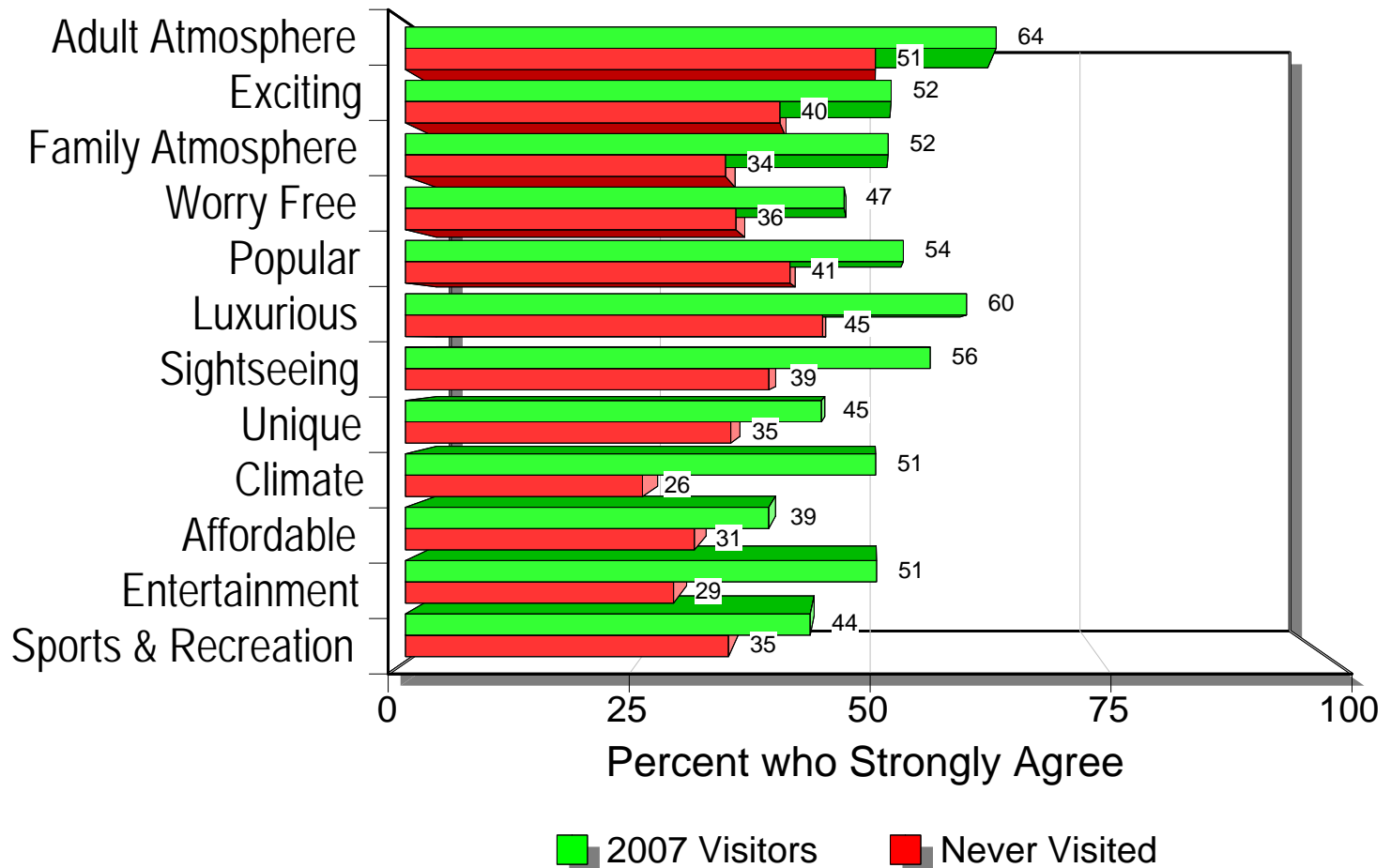


*Visited within the past year

Denver's Product vs. Image



Base: Overnight Leisure Trips



In Summary



- ◉ More records for Colorado and Denver in 2007
- ◉ Fourth successive year of visitor gains:
 - ◉ *both Colorado and Denver reaching all-time highs*
- ◉ Much of the increase due to marketable leisure:
 - ◉ *also business travel “catch-up” for state*
 - ◉ *and Denver’s conventions/conferences*
- ◉ Important “marketable” milestones:
 - ◉ *Colorado now above '92 record*
 - ◉ *both state and city had market share increases in very competitive marketplace*

In Summary



- ⦿ Record spending by overnight visitors
- ⦿ Spending hike helped most sectors
- ⦿ Denver tourists and business travelers lengthened stay
- ⦿ Positive visitor experience
- ⦿ Day visitors boosted visitor counts, added some dollars

In Summary



- ⊙ Only a few minor concerns:
 - ⊙ *shorter visitor stay for Colorado outside Denver*
 - ⊙ *Colorado's perceived lack of affordability*
 - ⊙ *disappears once here*
 - ⊙ *barrier in tough times*
 - ⊙ *drop in visitation from the Mid-West*
- ⊙ Success in line with:
 - ⊙ *higher budgets*
 - ⊙ *enhanced marketing efforts*

CONGRATULATIONS!

Colorado & Denver 2007 Travel Year

