

2009 Longwoods Facts

	2009	2008	2007	2006
<u>Overnight Visitors:</u>				
Number of Overnight Business Visitors	2.0 million	2.5 million	2.6 million	2.6 million
Number of Overnight Pleasure Visitors	10.1 million	9.7 million	9.6 million	9.1 million
Total number of Denver Overnight	12.1 million	12.2 million	12.2 million	11.7 million
<u>Total Spending - Overnight Visitors:</u>				
Accommodations	\$831 million	\$1011 million	\$939 million	\$800 million
Eating/Drinking	\$711 million	\$794 million	\$715 million	\$713 million
Retail	\$461 million	\$463 million	\$458 million	\$430 million
Transportation	\$591 million	\$607 million	\$538 million	\$600 million
Recreation	\$246 million	\$230 million	\$206 million	\$215 million
<u>Average No. Nights spent in Denver:</u>				
	3.7	3.5	3.3	3.3
<u>Day Visitors:</u>				
Total Day Trips to Denver:	6.9 million	6.7 million	6.1 million	no data
Total Spending:	\$271 million	\$370 million	\$330 million	no data
<u>Average Daily Expenditure:</u>				
Business Traveler	\$86	\$102	\$104	\$96
Marketable Traveler	\$89	\$96	\$91	\$93
Visiting Friends/Relatives	\$40	\$48	\$38	\$43
Day Visitor	\$39	\$55	\$38	\$43

In 2009

Planning the Trip: The Internet continues to increase its role in travel planning—52% of Denver visitors used online services to plan their trip, versus 41% nationally.

States Sending Overnight Leisure Visitors to Denver (in order)

California
Texas
Wyoming
Arizona
Illinois
Utah
Missouri
Florida
Nebraska
Kansas

Top Attractions Visited - Overall

16th Street Mall
Cherry Creek Shopping District
LoDo Historic District
Denver Zoo
Red Rocks Park & Amphitheatre
Colorado Rockies
Colorado Mills Shopping Center
Denver Museum of Science & Nature / IMAX
Colorado History Museum
Denver Art Museum

Urban Areas Sending Overnight Leisure Visitors to Denver (in order)

Colorado Springs-Pueblo
Salt Lake City
Los Angeles
Albuquerque-Santa Fe
Phoenix
Chicago
San Francisco-Oakland-San Jose
Grand Junction-Montrose
Kansas City
Dallas-Ft. Worth

Top Attractions Visited - Paid Admission

Denver Zoo
Red Rocks Park & Amphitheatre
Colorado Rockies
Denver Museum of Science & Nature / IMAX
Colorado History Museum
Denver Art Museum
Buffalo Bill's Museum / Grave
Denver Botanic Gardens
Denver Broncos
Colorado Railroad Museum