

2008 Longwoods Facts

	2008	2007	2006	2005
<u>Overnight Visitors:</u>				
Number of Overnight Business Visitors	2.5 million	2.6 million	2.6 million	2.5 million
Number of Overnight Pleasure Visitors	9.7 million	9.6 million	9.1 million	7.9 million
Total number of Denver Overnight	12.2 million	12.2 million	11.7 million	10.4 million
<u>Total Spending - Overnight Visitors:</u>				
	\$3.1 billion	\$2.86 billion	\$2.43 billion	\$2.43 billion
Accommodations	\$1011 million	\$939 million	\$800 million	\$645 million
Eating/Drinking	\$794 million	\$715 million	\$713 million	\$648 million
Retail	\$463 million	\$458 million	\$430 million	\$391 million
Transportation	\$607 million	\$538 million	\$600 million	\$564 million
Recreation	\$230 million	\$206 million	\$215 million	\$182 million
<u>Average No. Nights spent in Denver:</u>				
	3.5	3.3	3.3	2.9
<u>Day Visitors:</u>				
Total Day Trips to Denver:	6.7 million	6.1 million	no data	no data
Total Spending:	\$370 million	\$330 million	no data	no data
<u>Average Daily Expenditure:</u>				
Business Traveler	\$102	\$104	\$96	\$97
Marketable Traveler	\$96	\$91	\$93	\$91
Visiting Friends/Relatives	\$48	\$38	\$43	\$42
Day Visitor	\$55	\$38	\$43	\$42

In 2008

Planning the Trip: The Internet continues to increase its role in travel planning—57% of Denver visitors used online services to plan their trip, versus 42% nationally.

States Sending Overnight Leisure Visitors to Denver (in order)

California
Texas
Florida
Nebraska
Wyoming
Arizona
Missouri
Iowa
Arkansas
Kansas

Top Attractions Visited - Overall

16th Street Mall
Cherry Creek Shopping District
Denver Zoo
Castle Rock Factory Outlets
LoDo Historic District
Larimer Square
Coors Brewery
Colorado Rockies
Colorado State Capitol
Denver's Downtown Aquarium

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

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

Top Attractions Visited - Paid Admission

Denver Zoo
Colorado Rockies
Denver's Downtown Aquarium
Denver Museum of Nature & Science
Denver Art Museum
Colorado History Museum
Children's Museum of Denver
Red Rocks Amphitheatre
Denver Botanic Gardens
Elitch Gardens