

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Third Quarter 2006

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The Quarterly Colorado Travel and Tourism Indicator is a new information service provided to the state's travel and tourism industry by the Colorado Tourism Office (CTO). The Indicator is prepared by the Center for Travel and Tourism at the University of Denver under contract to the CTO. The CTO publishes the Indicator to serve as a statewide tourism activity tracking tool.

The Indicator is a collection of data and information from many sources. The information presented represents the total activity for each indicator and does not differentiate tourism activity from non-tourism activity. The selected indicators were chosen to give a broad overview of tourism activity in Colorado and do not necessarily correlate to each other or tourism activity specifically.

B. TOURISM ACTIVITY INDICATORS

- Colorado National Parks Visitation
- State Parks Visitation
- Airport Passengers: Total
(Domestic and International)
- Airport Passengers: Domestic
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- Colorado Welcome Centers
- Attraction Attendance (Available 1st QTR 2007)

The report has a statewide and regional focus and does not provide for local breakouts of the information. The narrative portion of the report is kept brief to minimize its length but where possible, live links are provided with the indicators for access to detailed information.

A. Economic Tourism Activity

Tourism economic activity for the third quarter 2006 recorded double digit growth in retail sales over the corresponding period in 2005, which was driven by a strong regional economy and increases in pricing. The only exception was Motor Fuel consumption which recorded a decline of 2.2 percent due to high gasoline prices. Gaming recorded a significant increase in tax revenue of 30.4 percent during July, while expenditures for Arts/Entertainment/Recreation recorded a strong increase of 17.3 percent during August. The industry sectors of Lodging (22.3%), Rental Car (39.7%) and Prepared Food and Beverage (16.5%) recorded exceptionally strong sales during September.

C. PRE-VISIT INTEREST IN COLORADO

- Colorado Vacation Guide Fulfillment
- Colorado.com Website Sessions

D. TOURISM ENVIRONMENT

- Consumer Price Index: All Urban
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**E. COLORADO TOURISM REGIONAL
BREAKOUTS**

- Denver Metro
- Front Range
- South Central
- Southeast
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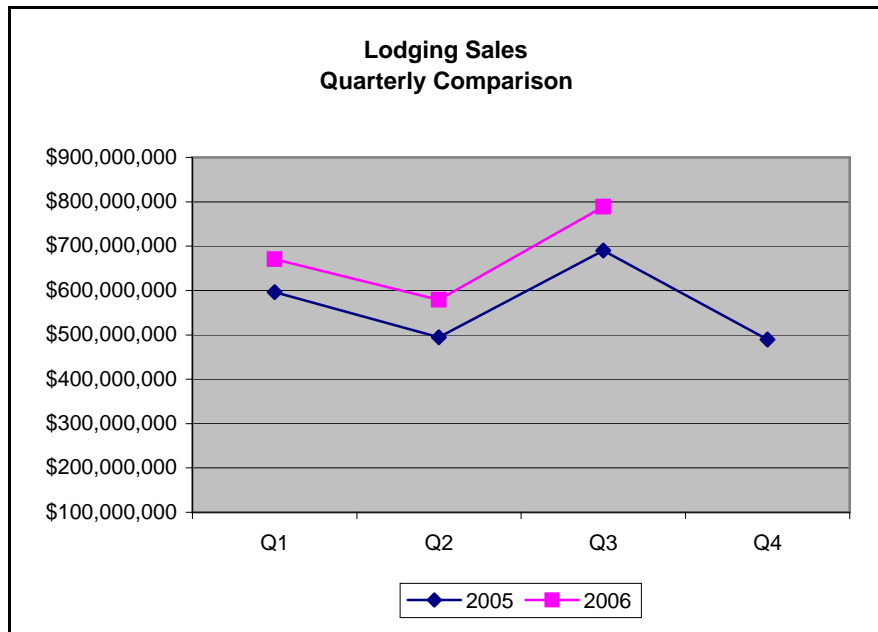
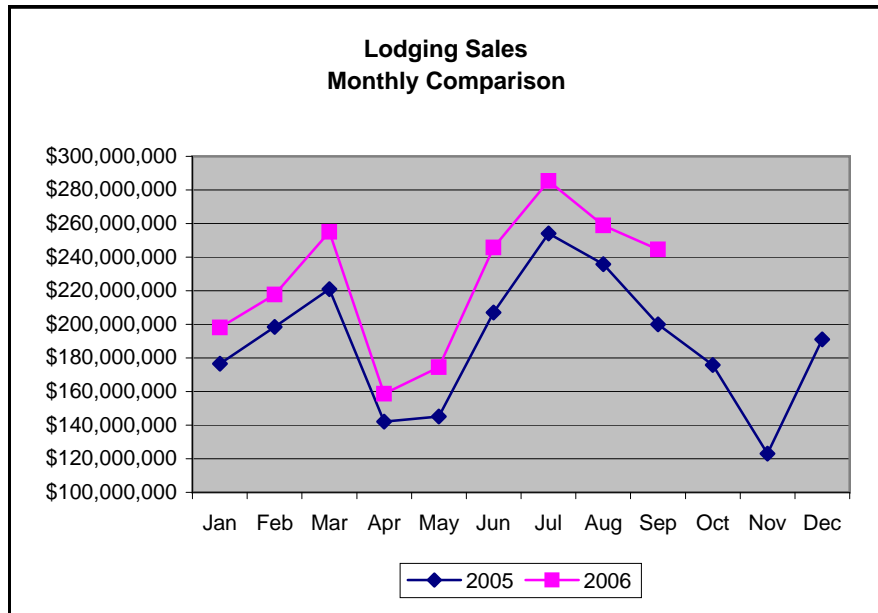
Lodging Sales

| Month | 2005 | 2006 | % Change |
|-----------|-----------------|-----------------|----------|
| July | \$254,174,000 | \$285,288,000 | 12.2% |
| August | \$235,797,000 | \$258,888,000 | 9.8% |
| September | \$199,977,000 | \$244,554,000 | 22.3% |
| Q3 Total | \$689,948,000 | \$788,730,000 | 14.3% |
| Index* | 96.2 | 109.9 | 14.3% |
| YTD Total | \$1,780,311,000 | \$2,038,513,000 | 14.5% |

* Base Period 2000=100

Source: Colorado Department of Revenue

http://www.revenue.state.co.us/stats_dir/wrap.asp?incl=retailsalesreport



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Occupancy Rate

| Month | 2005 | 2006 | % Change |
|--------------|-------------|-------------|-----------------|
| July | 75.4% | 75.4% | 0.0% |
| August | 71.5% | 72.0% | 0.7% |
| September | 64.6% | 67.8% | 5.0% |
| Qtr. Avg. | 70.6% | 71.8% | 1.7% |
| YTD Avg. | 62.7% | 64.9% | 3.5% |

Source: Rocky Mountain Lodging Report

Average Room Rate

| Month | 2005 | 2006 | % Change |
|--------------|-------------|-------------|-----------------|
| July | \$106.33 | \$113.94 | 7.2% |
| August | \$105.74 | \$113.72 | 7.5% |
| September | \$100.10 | \$109.79 | 9.7% |
| Qtr. Avg. | \$104.06 | \$112.48 | 8.1% |
| YTD Avg. | \$105.91 | \$114.01 | 7.6% |

Source: Rocky Mountain Lodging Report

Revenue Per Available Room

| Month | 2005 | 2006 | % Change |
|--------------|-------------|-------------|-----------------|
| July | \$81.18 | \$85.87 | 5.8% |
| August | \$75.63 | \$81.90 | 8.3% |
| September | \$64.70 | \$74.48 | 15.1% |
| Qtr. Avg. | \$73.84 | \$80.75 | 9.4% |
| YTD Avg. | \$66.55 | \$74.05 | 11.3% |

Source: Rocky Mountain Lodging Report

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Prepared Food and Beverage Sales

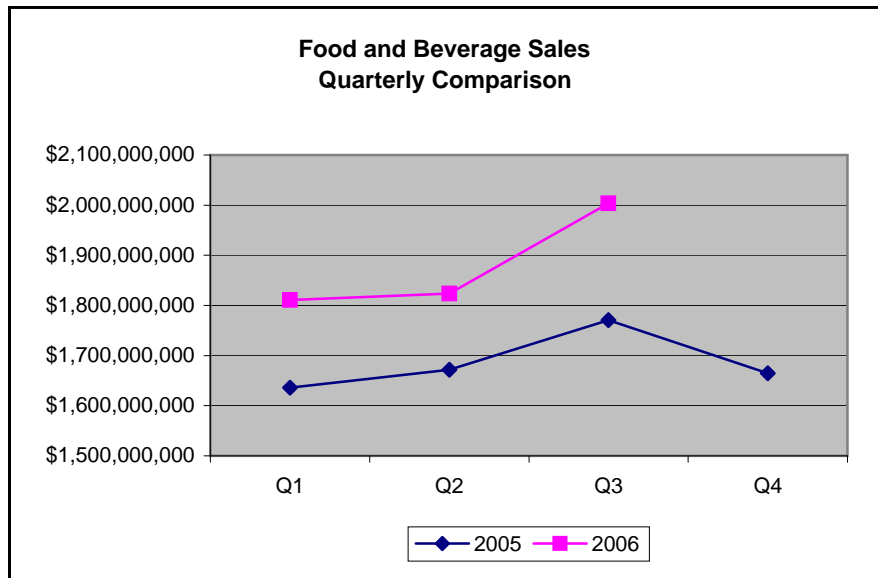
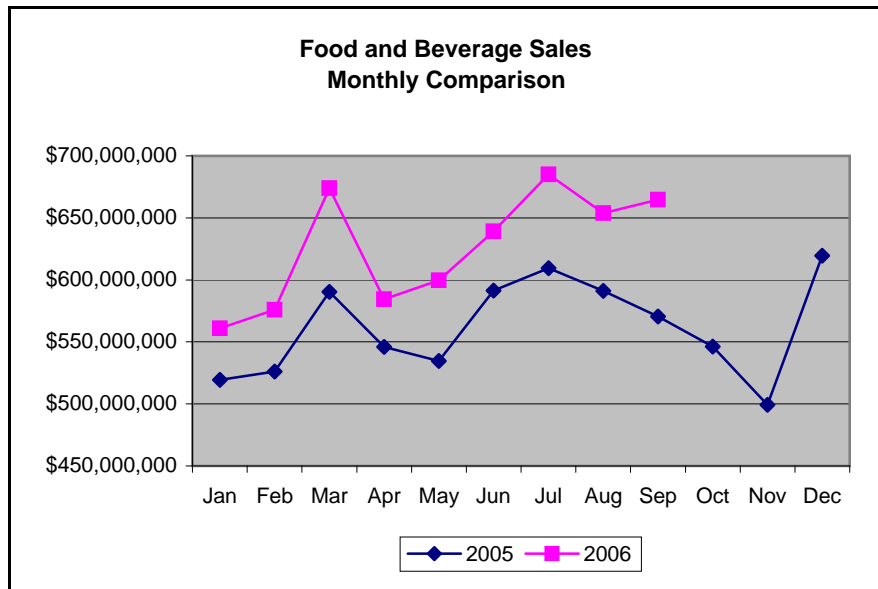
| Month | 2005 | 2006 | % Change |
|-----------|-----------------|-----------------|----------|
| July | \$609,334,000 | \$685,077,000 | 12.4% |
| August | \$591,018,000 | \$653,727,000 | 10.6% |
| September | \$570,459,000 | \$664,606,000 | 16.5% |
| Q3 Total | \$1,770,811,000 | \$2,003,410,000 | 13.1% |
| Index* | 113.1 | 128.0 | 13.1% |
| YTD Total | \$5,078,442,000 | \$5,637,413,000 | 11.0% |

(Approx. 27 percent of all food and beverage sales are attributable to tourism)

*Base Period 2000=100

Source: Colorado Department of Revenue

http://www.revenue.state.co.us/stats_dir/wrap.asp?incl=retailsalesreport



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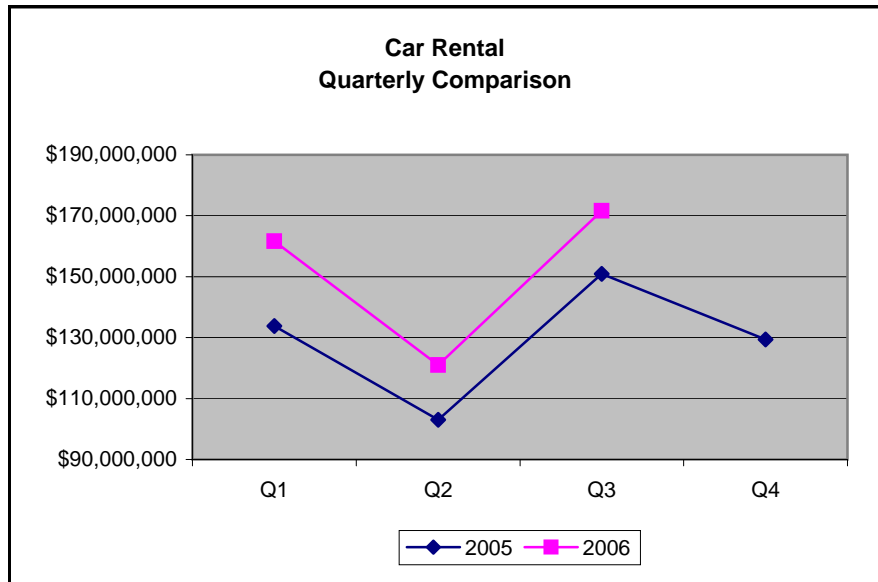
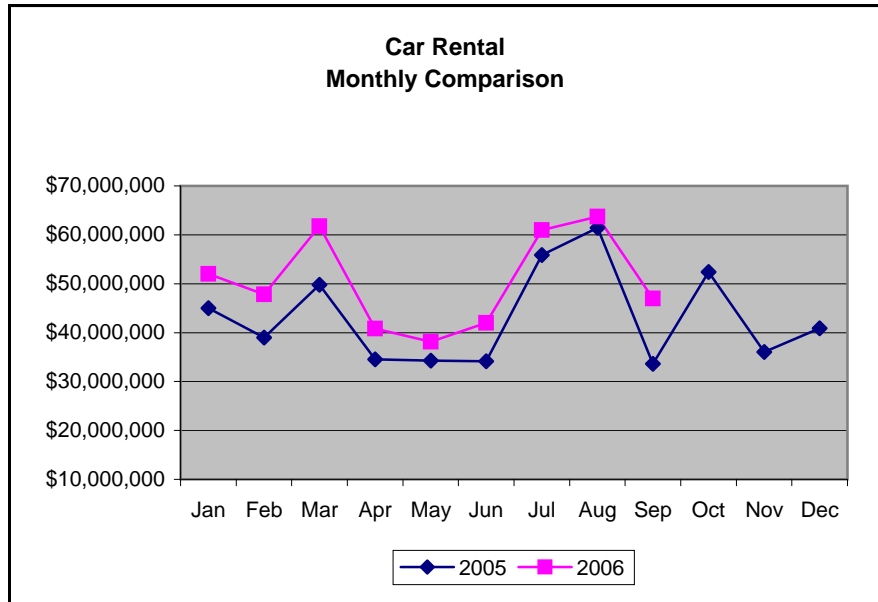
Car Rental Sales

| Month | 2005 | 2006 | % Change |
|-----------|---------------|---------------|----------|
| July | \$55,876,000 | \$60,938,000 | 9.1% |
| August | \$61,402,000 | \$63,740,000 | 3.8% |
| September | \$33,625,000 | \$46,988,000 | 39.7% |
| Q3 Total | \$150,903,000 | \$171,666,000 | 13.8% |
| Index* | 104.2 | 118.5 | 13.8% |
| YTD Total | \$387,660,000 | \$454,238,000 | 17.2% |

*Base Period 2000=100

Source: Colorado Department of Revenue

http://www.revenue.state.co.us/stats_dir/wrap.asp?incl=retailsalesreport



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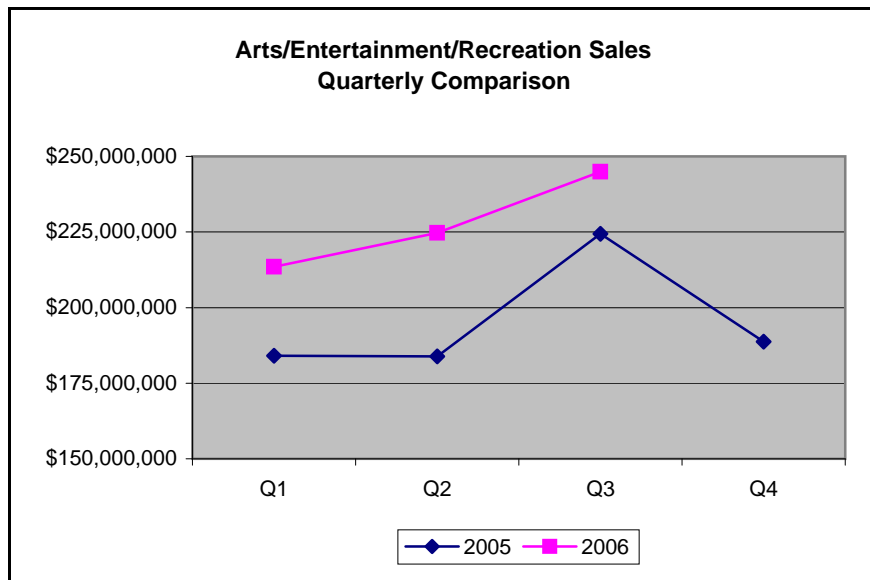
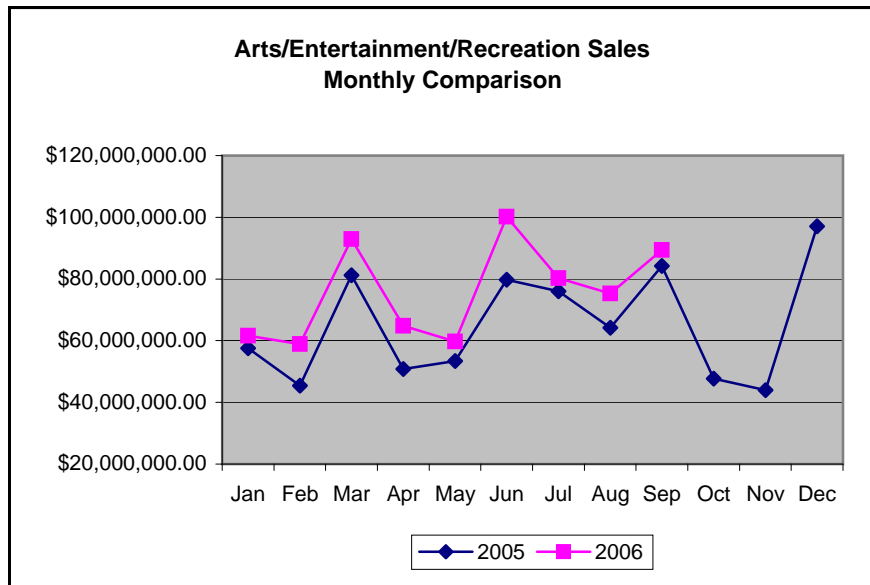
Arts/Entertainment/Recreation Sales

| Month | 2005 | 2006 | % Change |
|-----------|---------------|---------------|----------|
| July | \$76,062,000 | \$80,235,000 | 5.5% |
| August | \$64,159,000 | \$75,286,000 | 17.3% |
| September | \$84,194,000 | \$89,357,000 | 6.1% |
| Q3 Total | \$224,415,000 | \$244,878,000 | 9.1% |
| Index* | 136.6 | 149.1 | 9.1% |
| YTD Total | \$592,380,000 | \$683,091,000 | 15.3% |

*Base Period 2000=100

Source: Colorado Department of Revenue

http://www.revenue.state.co.us/stats_dir/wrap.asp?incl=retailsalesreport



**QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
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Gaming Taxes

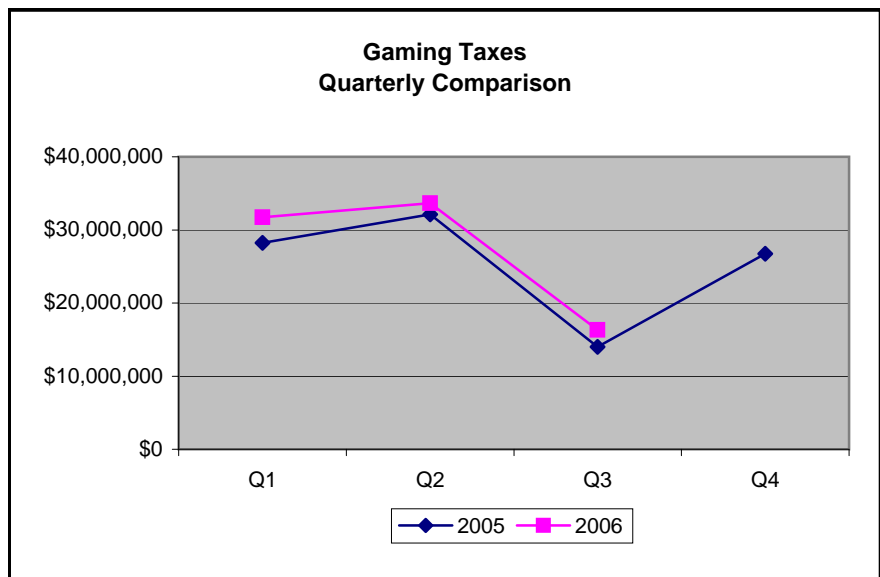
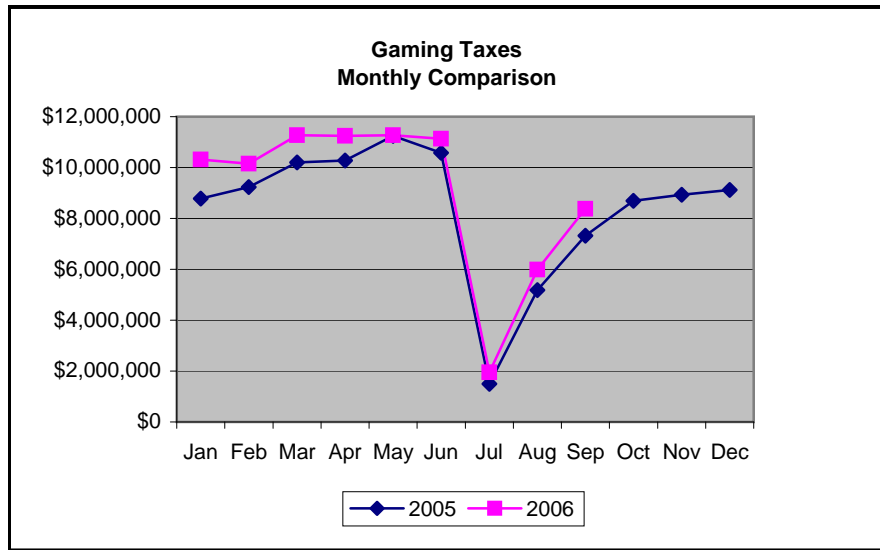
Gaming taxes are graduated starting at a low of .25 percent at the beginning of the fiscal year (July) and increasing with gaming revenue volume to a maximum of 20 percent.

| Month | 2005 | 2006 | % Change |
|-----------|--------------|--------------|----------|
| July | \$1,491,445 | \$1,945,423 | 30.4% |
| August | \$5,179,832 | \$5,983,905 | 15.5% |
| September | \$7,326,778 | \$8,381,894 | 14.4% |
| Q3 Total | \$13,998,055 | \$16,311,221 | 16.5% |
| Index* | 124.3 | 144.9 | 16.5% |
| YTD Total | \$74,322,518 | \$81,701,746 | 9.9% |

*Base Period 2000=100

Source: Colorado Department of Revenue

<http://www.revenue.state.co.us/Gaming/wrap.asp?incl=dogstats>



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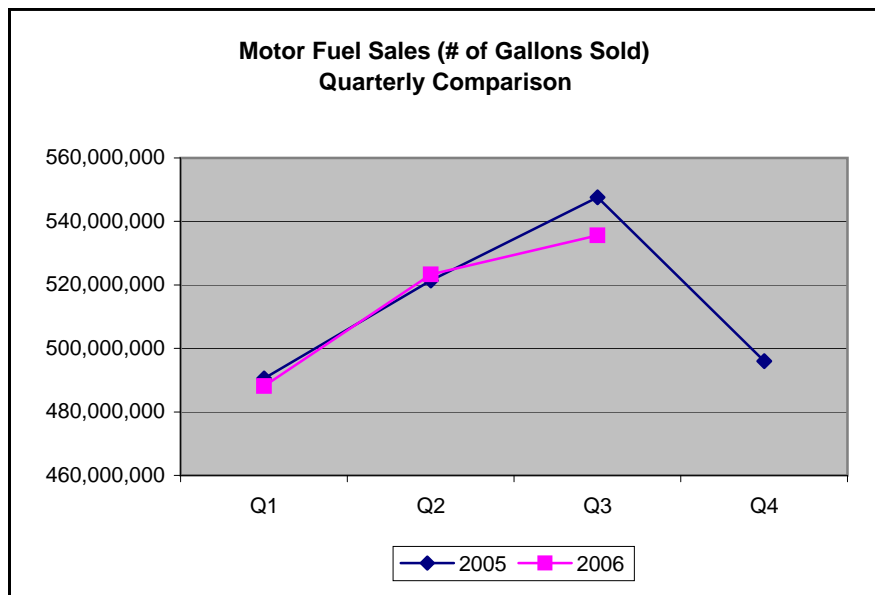
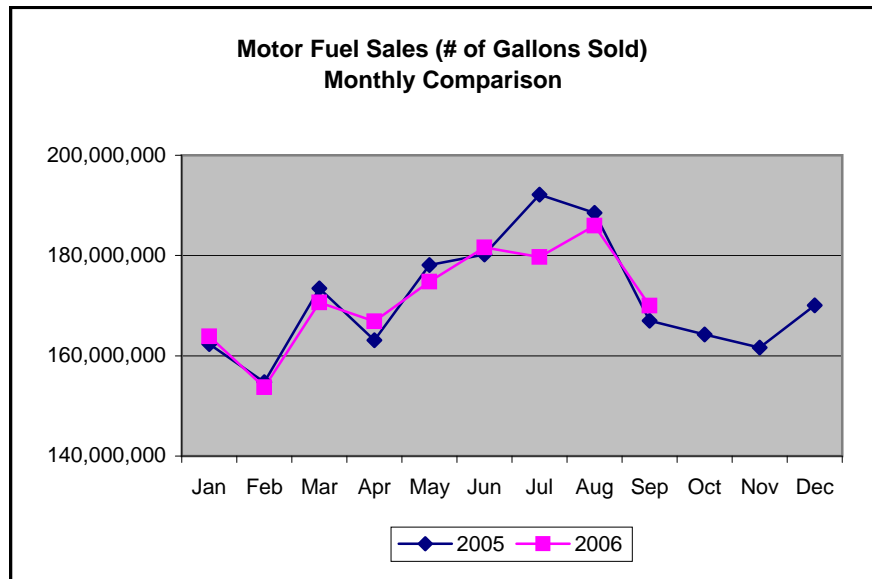
Motor Fuel Sales (# of Gallons Sold)

| Month | 2005 | 2006 | % Change |
|-----------|---------------|---------------|----------|
| July | 192,152,958 | 179,690,123 | -6.5% |
| August | 188,503,828 | 185,946,267 | -1.4% |
| September | 166,977,948 | 170,011,296 | 1.8% |
| Q3 Total | 547,634,734 | 535,647,686 | -2.2% |
| Index* | 102.3 | 100.1 | -2.2% |
| YTD Total | 1,559,556,861 | 1,547,089,678 | -0.8% |

*Base Period 2002=100

Source: Colorado Department of Revenue

http://www.revenue.state.co.us/stats_dir/wrap.asp?incl=motorfuel



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B. Tourism Activity Indicators

Tourism activity, as measured by visitation/traffic, recorded strong increases in air passenger traffic for the third quarter of 2006 as compared to the same period in 2005. Total air passenger traffic at Colorado's six reporting airports was up 8 percent with both international and domestic traffic increasing 23.3 percent and 7.5 percent respectively. Colorado State Parks recorded a moderate increase in visitation of 4.4 percent. Declines were recorded in Colorado National Park visitation (2.1%) and traffic at the state's Welcome Centers (0.9%).

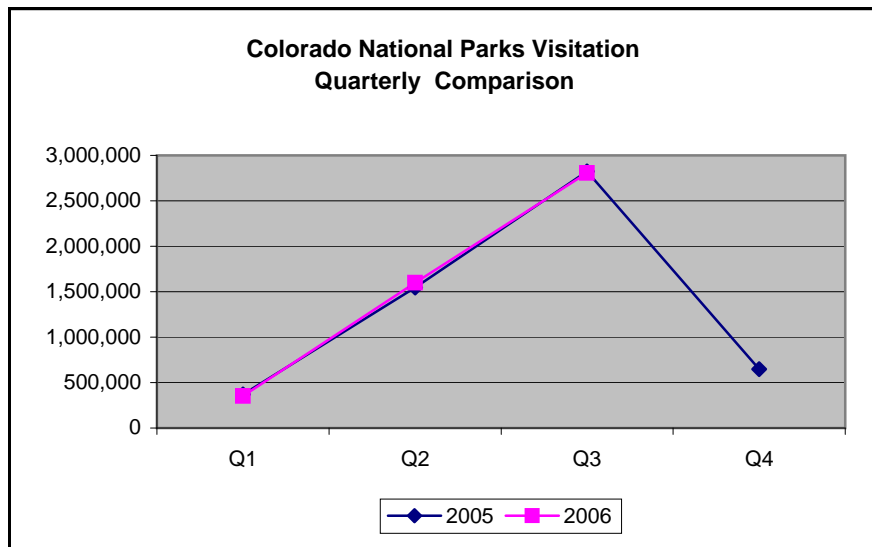
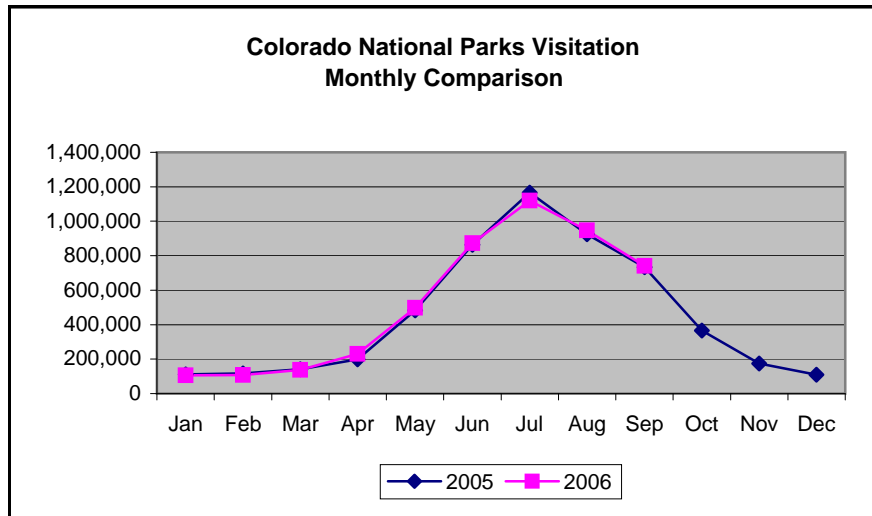
Colorado National Parks Visitation

| Month | 2005 | 2006 | % Change |
|-----------|-----------|-----------|----------|
| July | 1,165,531 | 1,105,298 | -5.2% |
| August | 924,460 | 930,185 | 0.6% |
| September | 733,905 | 727,954 | -0.8% |
| Q3 Total | 2,823,896 | 2,763,437 | -2.1% |
| Index* | 92.4 | 90.5 | -2.1% |
| YTD Total | 4,738,047 | 4,685,161 | -1.1% |

* Base Period 2000=100

Source: National Park Service

http://www2.nature.nps.gov/mpur/reports/summaryreport_bystate.cfm?CFID=2992126&CFTOKEN=39700610



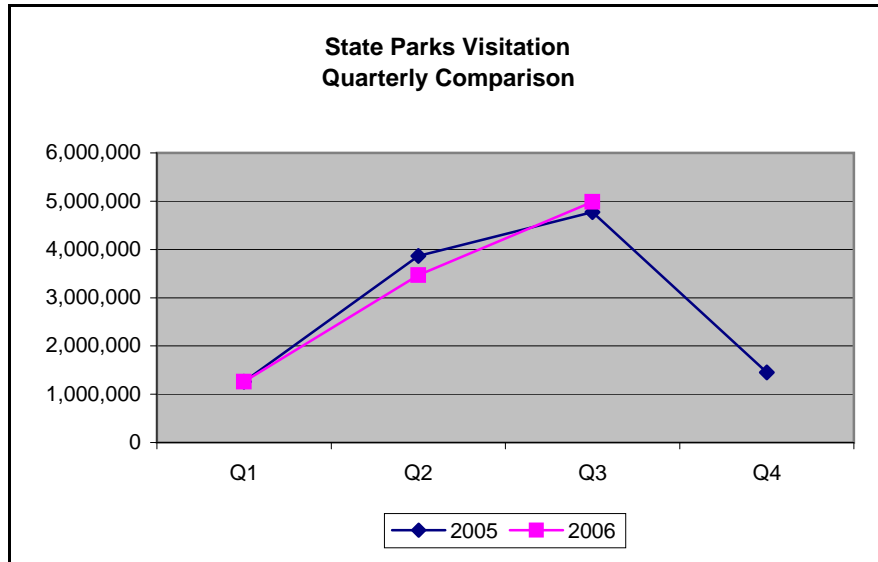
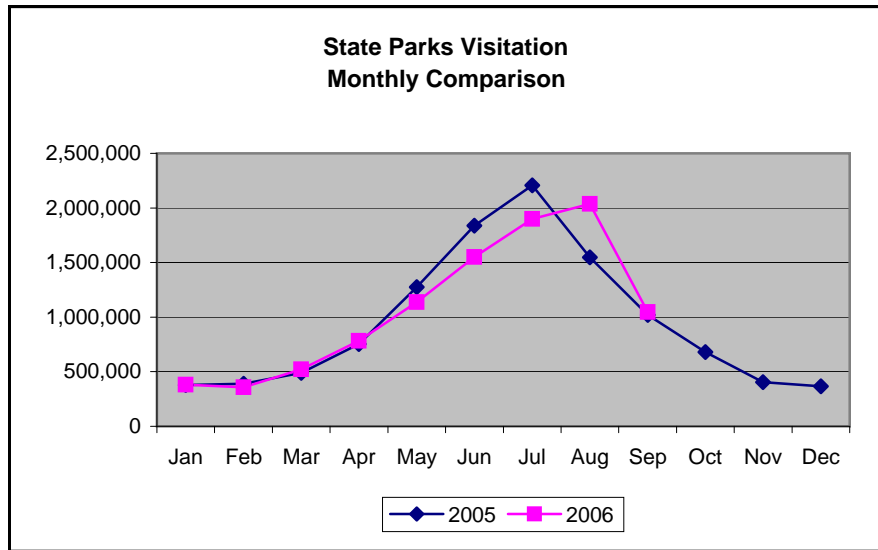
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State Parks Visitation

| Month | 2005 | 2006 | % Change |
|-----------|-----------|-----------|----------|
| July | 2,206,280 | 1,900,002 | -13.9% |
| August | 1,547,413 | 2,036,701 | 31.6% |
| September | 1,020,291 | 1,046,348 | 2.6% |
| Q3 Total | 4,773,984 | 4,983,051 | 4.4% |
| Index* | 105.6 | 110.2 | 4.4% |
| YTD Total | 9,895,839 | 9,713,463 | -1.8% |

* Base Period 2000=100

Source: Colorado Division of State Parks



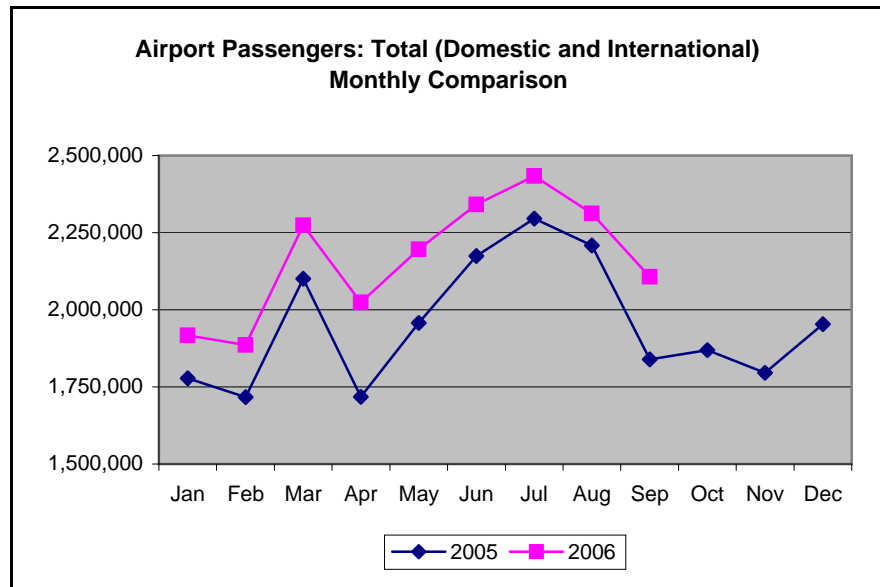
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Airport Passengers - Total Incoming (Domestic & International)

| Month | 2005 | 2006 | % Change |
|-----------|------------|------------|----------|
| July | 2,295,585 | 2,433,907 | 6.0% |
| August | 2,212,688 | 2,314,887 | 4.6% |
| September | 1,841,889 | 2,109,153 | 14.5% |
| Q3 Total | 6,350,162 | 6,857,947 | 8.0% |
| Index* | 114.5 | 123.6 | 8.0% |
| YTD Total | 17,817,796 | 19,116,317 | 7.3% |

*Base Period 2000=100

Sources: Denver International Airport, Colorado Springs Airport, Eagle County Regional Airport, Aspen/Pitkin County Airport, Walker Field/Grand Junction Airport and Yampa Valley Regional Airport.



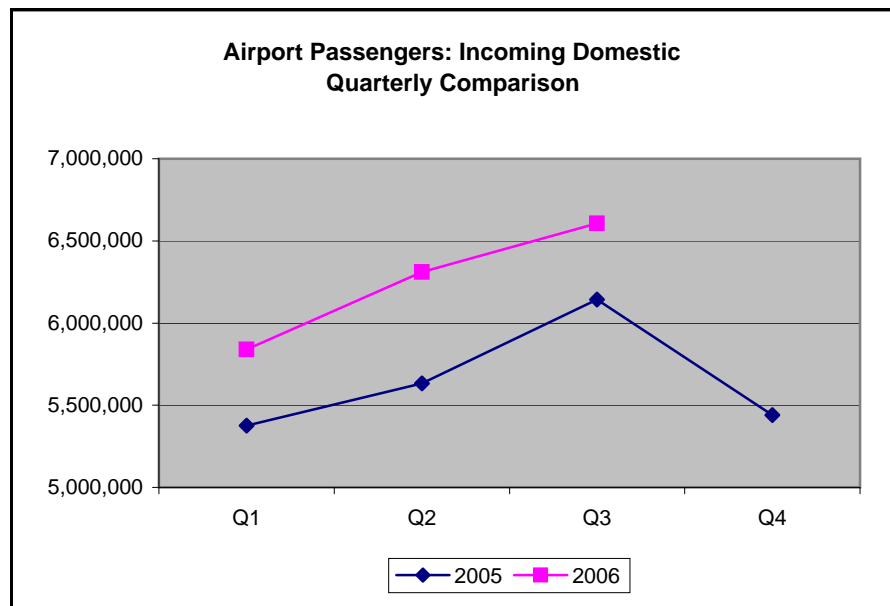
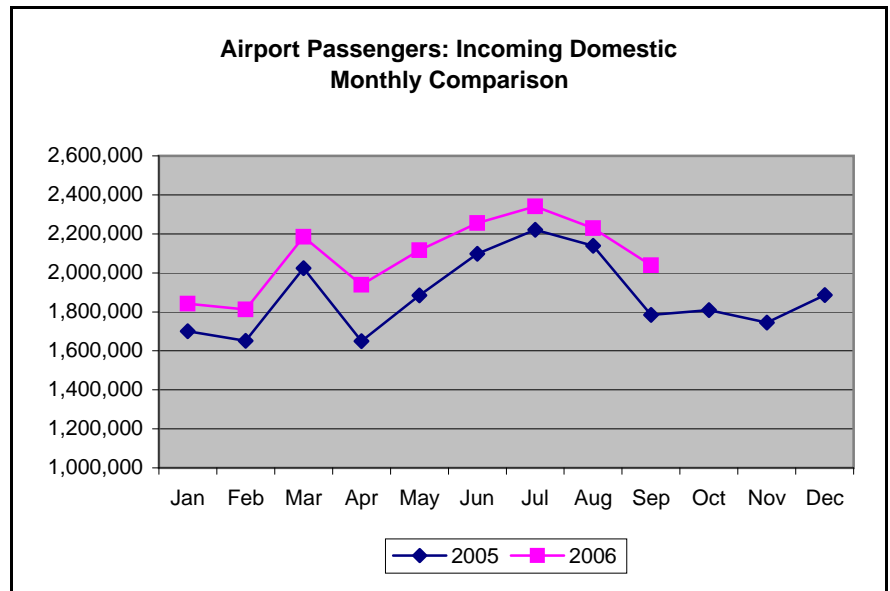
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Airport Passengers - Incoming Domestic

| Month | 2005 | 2006 | % Change |
|-----------|------------|------------|----------|
| July | 2,220,795 | 2,340,615 | 5.4% |
| August | 2,142,615 | 2,230,945 | 4.1% |
| September | 1,787,173 | 2,040,256 | 14.2% |
| Q3 Total | 6,150,583 | 6,611,816 | 7.5% |
| Index* | 123.5 | 132.8 | 7.5% |
| YTD Total | 17,181,731 | 18,780,521 | 9.3% |

*Base Period 2000=100

Sources: Denver International Airport, Colorado Springs Airport, Eagle County Regional Airport, Aspen/Pitkin County Airport, Walker Field/Grand Junction Airport and Yampa Valley Regional Airport.



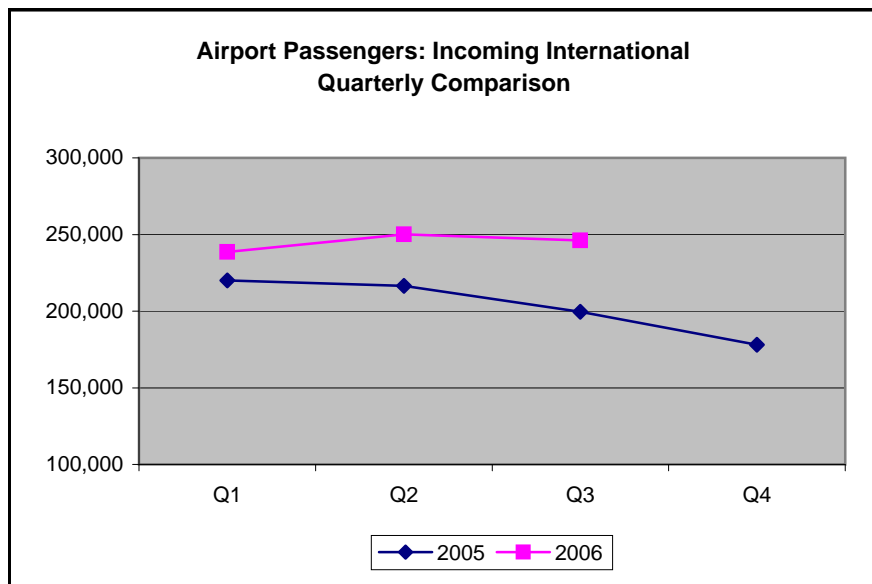
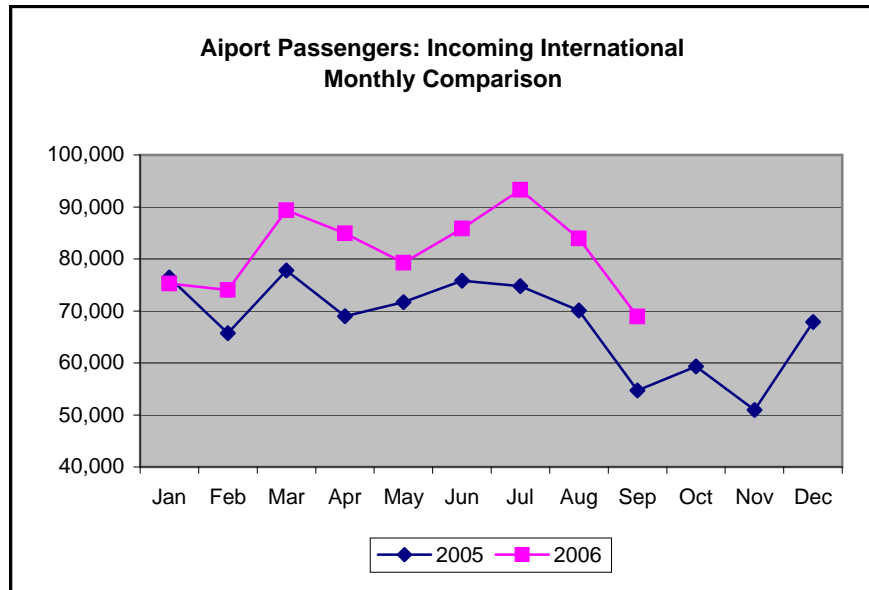
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Airport Passengers - Incoming International

| Month | 2005 | 2006 | % Change |
|-----------|---------|---------|----------|
| July | 74,790 | 93,292 | 24.7% |
| August | 70,073 | 83,942 | 19.8% |
| September | 54,716 | 68,897 | 25.9% |
| Q3 Total | 199,579 | 246,131 | 23.3% |
| Index* | 181.2 | 223.4 | 23.3% |
| YTD Total | 636,065 | 734,796 | 15.5% |

*Base Period 2000=100

Sources: Denver International Airport



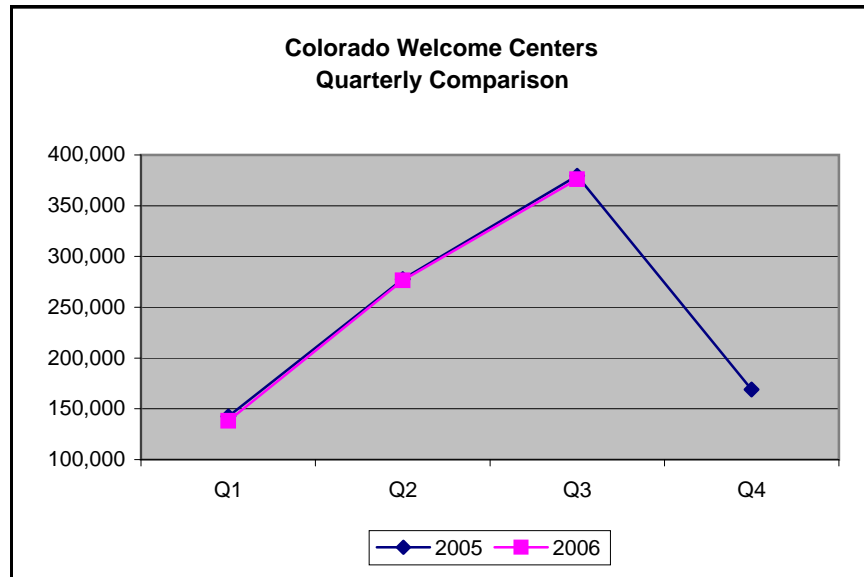
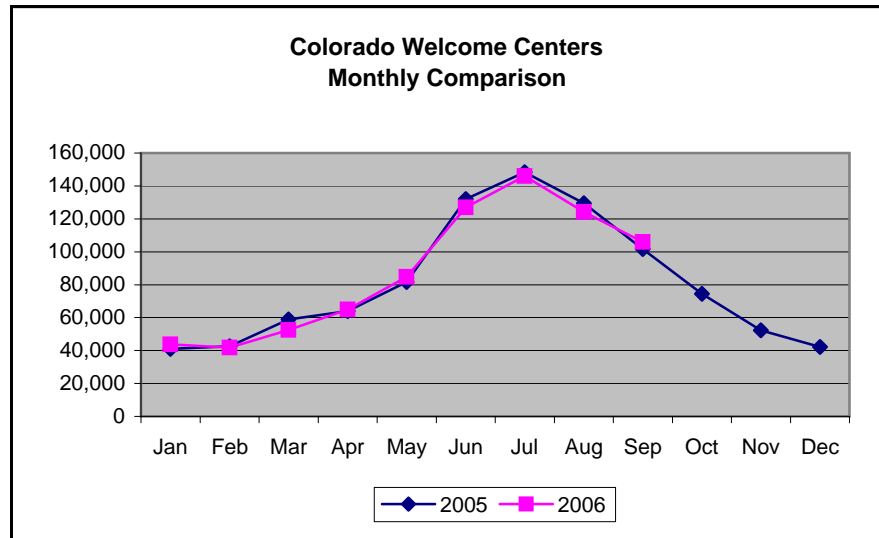
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Colorado Welcome Centers

| Month | 2005 | 2006 | % Change |
|-----------|---------|---------|----------|
| July | 148,313 | 145,942 | -1.6% |
| August | 129,519 | 124,229 | -4.1% |
| September | 101,729 | 106,032 | 4.2% |
| Q3 Total | 379,561 | 376,203 | -0.9% |
| Index* | 96.0 | 95.2 | -0.9% |
| YTD Total | 799,796 | 790,751 | -1.1% |

* Base Period 2000=100

Source: Colorado Tourism Office



Attraction Attendance

Beginning with the first quarter of 2007 a Colorado Attraction Attendance Indicator will be added to the report.

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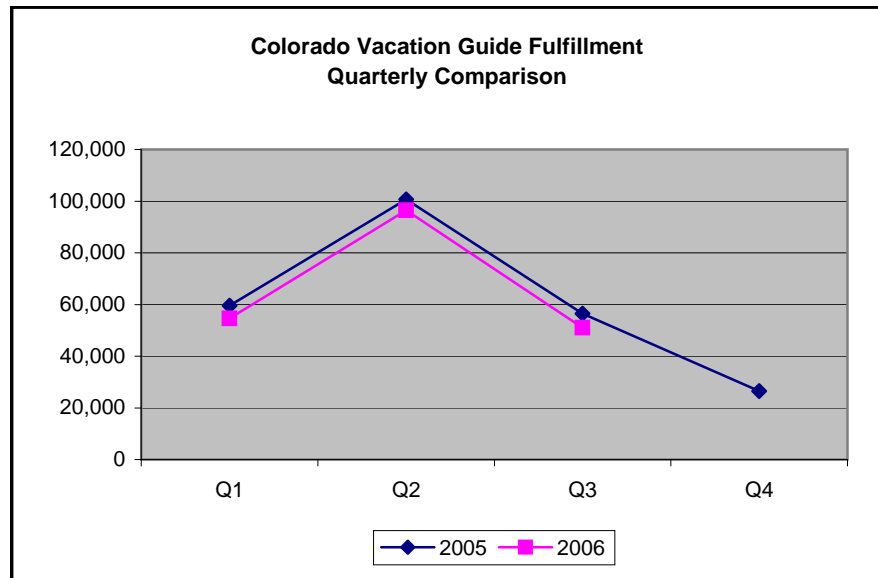
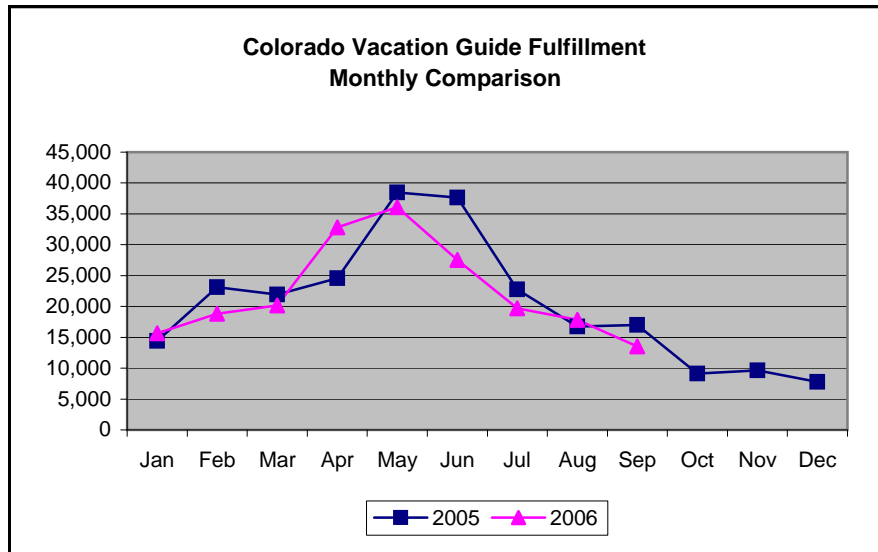
C. Pre-Visit Interest in Colorado

The two Indicators that track consumer interest in visiting Colorado recorded both a decrease and an increase in activity. The number of sessions recorded on Colorado.com increased 26.0 percent for the quarter. Apparently, consumer preferences to receive destination information electronically has resulted in the hardcopy request for the Official State Vacation Guide to decline 9.6 percent.

Colorado Vacation Guide Fulfillment

| Month | 2005 | 2006 | % Change |
|-----------|---------|---------|----------|
| July | 22,778 | 19,691 | -13.6% |
| August | 16,743 | 17,826 | 6.5% |
| September | 16,979 | 13,535 | -20.3% |
| Q3 Total | 56,500 | 51,052 | -9.6% |
| YTD Total | 216,662 | 202,106 | -6.7% |

Source: Colorado Tourism Office/Weaver Multimedia Group

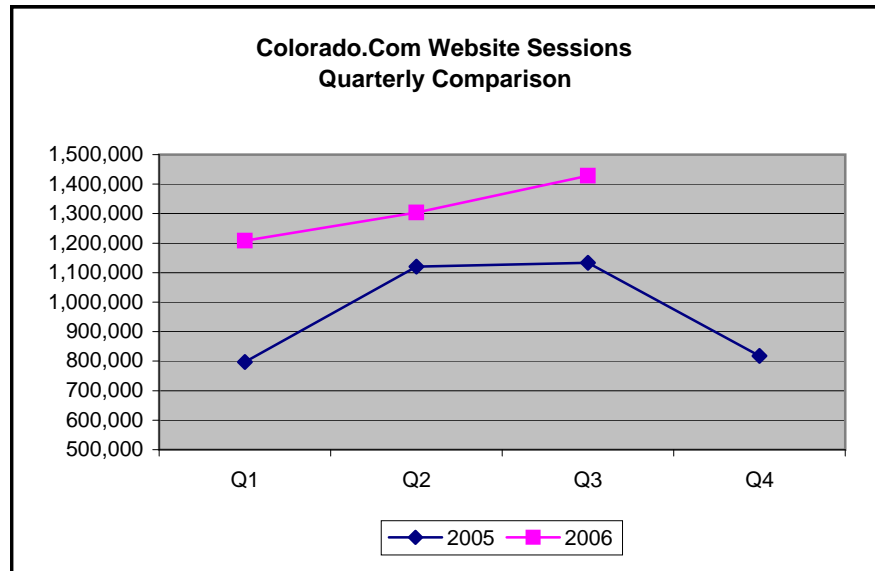
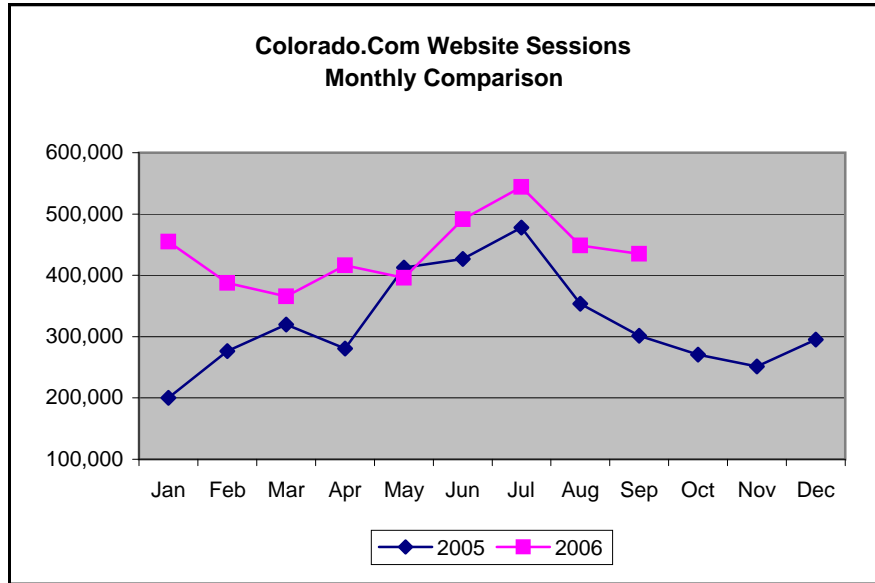


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Colorado.Com Website Sessions

| Month | 2005 | 2006 | % Change |
|-----------|-----------|-----------|----------|
| July | 477,631 | 543,959 | 13.9% |
| August | 353,652 | 448,843 | 26.9% |
| September | 301,590 | 435,092 | 44.3% |
| Q3 Total | 1,132,873 | 1,427,894 | 26.0% |
| YTD Total | 3,050,178 | 3,938,843 | 29.1% |

Source: Colorado Tourism Office/Weaver Multimedia Group



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D. Tourism Environment

The national, regional and local tourism performance during the third quarter 2006 recorded substantial growth as compared to the same period in 2005. Nationally, the Consumer Price Index (CPI) for All Urban areas recorded an increase of 3.3 percent with the Urban West CPI growing 3.7 percent outpacing the U.S. as a whole. The Travel Price Index (TPI) produced by the Travel Industry Association of America , recorded a quarterly increase of 5.3 percent. After posting a slight increase in July, the Conference Board Consumer Confidence Index posted a sharp decline in August to the lowest level in 2006. The decline was a result of less favorable business conditions and job outlook. September saw a rebound in consumer confidence due to a less pessimistic short-term outlook for the economy. Personal Income Growth in the U.S. grew 6.8 percent for the quarter followed by a 6.6 percent increase in the Rocky Mountain Region and 5.2 percent in Colorado. According to the AAA Fuel Gauge Report, fuel prices peaked during the third quarter with average gasoline prices in Colorado being higher than the national average. Average temperatures for the summer in Colorado were considerably above normal along with above normal precipitation.

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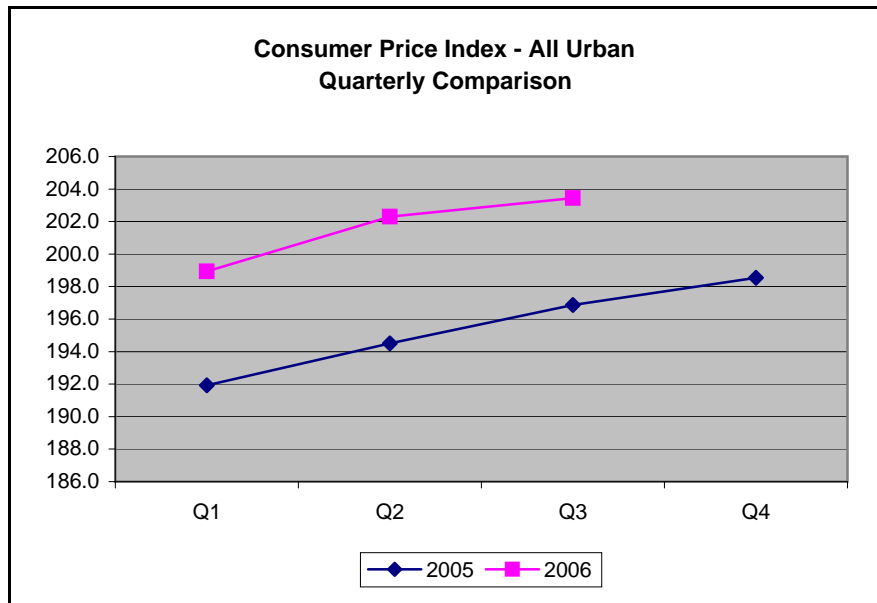
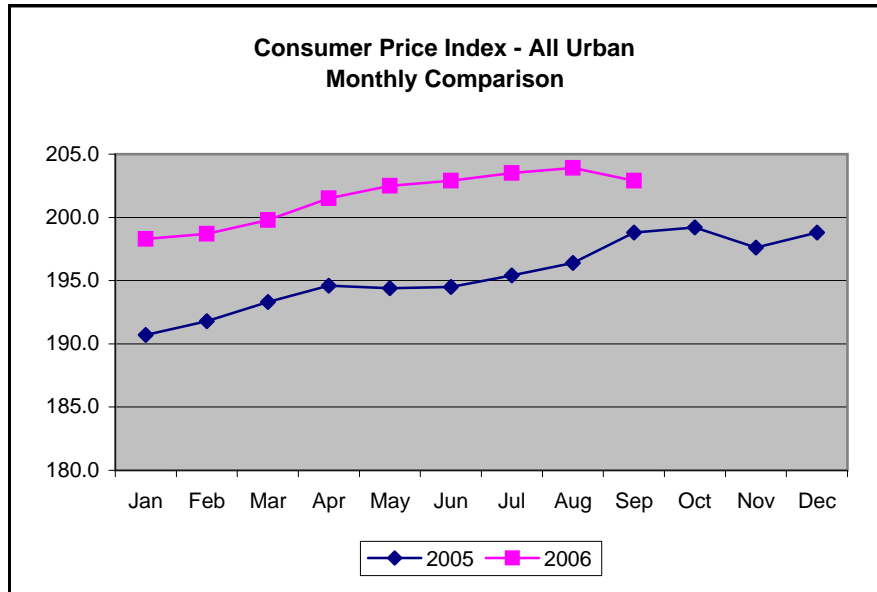
Consumer Price Index - All Urban

| Month | 2005 | 2006 | % Change |
|-----------|-------|-------|----------|
| July | 195.4 | 203.5 | 4.1% |
| August | 196.4 | 203.9 | 3.8% |
| September | 198.8 | 202.9 | 2.1% |
| Q3 Avg. | 196.9 | 203.4 | 3.3% |

Base Period 1982-84=100

Source: US Department of Labor, Bureau of Labor Statistics

<http://data.bls.gov/cgi-bin/surveymost?cu>



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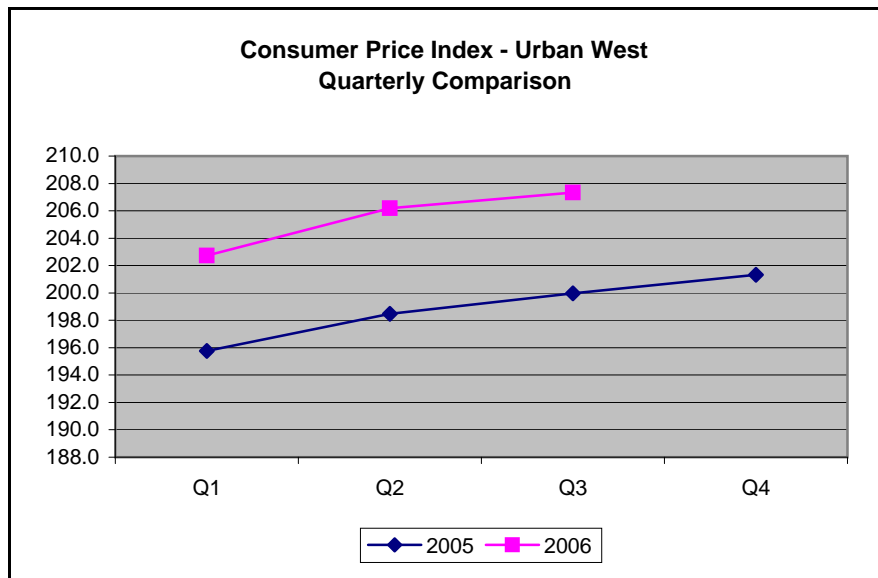
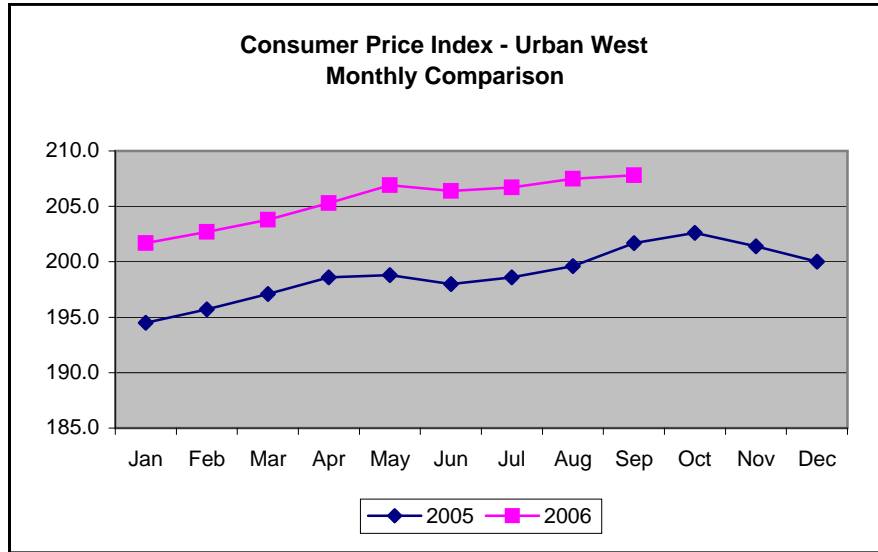
Consumer Price Index - Urban West

| Month | 2005 | 2006 | % Change |
|-----------|-------|-------|----------|
| July | 198.6 | 206.7 | 4.1% |
| August | 199.6 | 207.5 | 4.0% |
| September | 201.7 | 207.8 | 3.0% |
| Q3 Avg. | 200.0 | 207.3 | 3.7% |

Base Period 1982-84=100

Source: US Department of Labor, Bureau of Labor Statistics

<http://data.bls.gov/cgi-bin/surveymost?cu>



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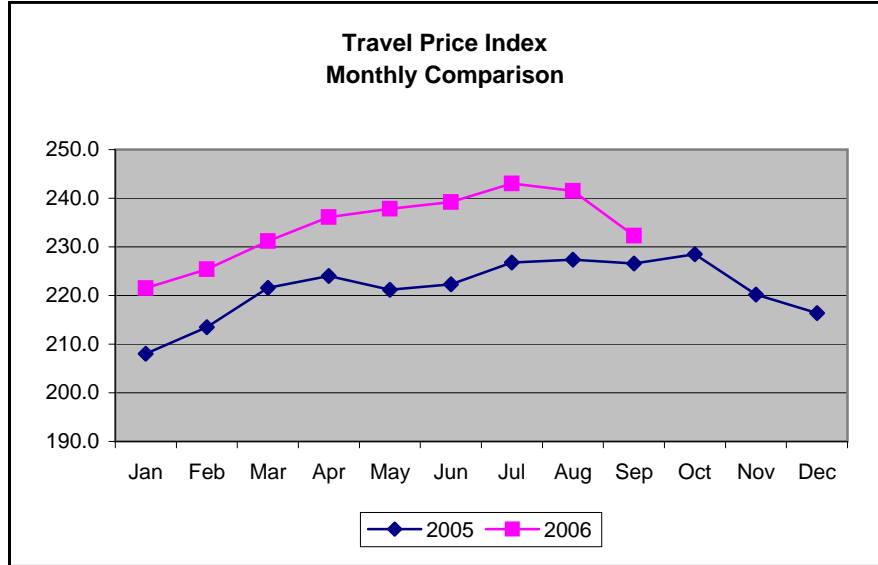
Travel Price Index

| Month | 2005 | 2006 | % Change |
|-----------|-------|-------|----------|
| July | 226.8 | 243.0 | 7.1% |
| August | 227.4 | 241.5 | 6.2% |
| September | 226.6 | 232.3 | 2.5% |
| Q3 Avg. | 226.9 | 238.9 | 5.3% |

Base Period 1982-84=100

Source: Travel Industry Association of America

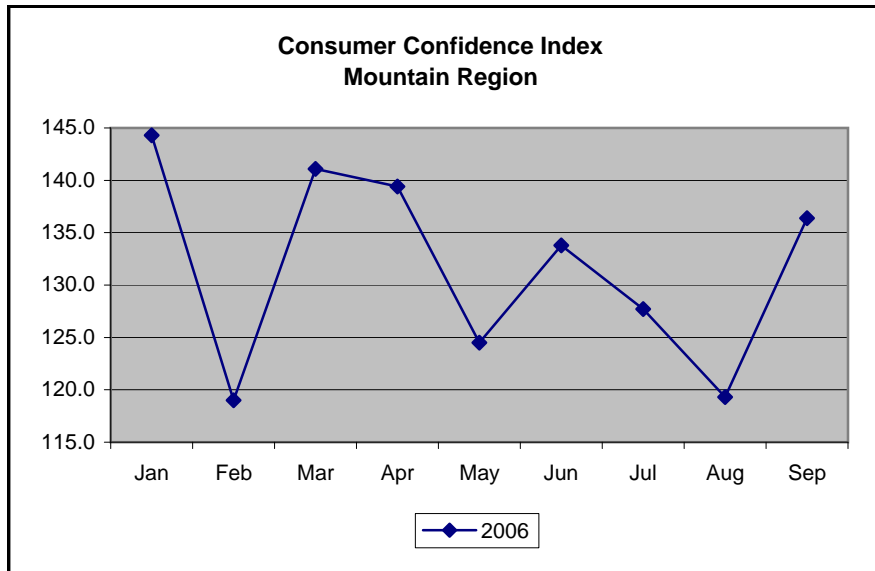
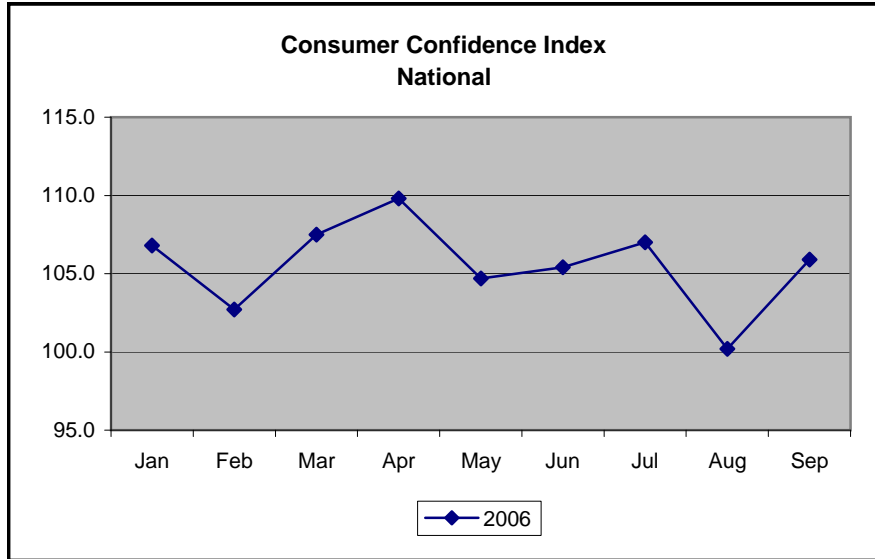
www.tia.org/researchpubs/tpi_current.html



QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
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Conference Board Consumer Confidence Index

The Conference Board Consumer Confidence Index increased 2.1 percent nationally for the third quarter over the second quarter of 2006. The increase came despite August posting a sharp decline to 100.2 (1985=100) which was the lowest level recorded year to date. The August decline can be attributed to less favorable business conditions and a less favorable job outlook. Conversely, the Consumer Confidence Index for the Mountain Region posted a decline of 3.6 percent for the third quarter versus the second quarter of 2006.



Source: The Conference Board
www.conference-board.org/economics/consumerconfidence.cfm

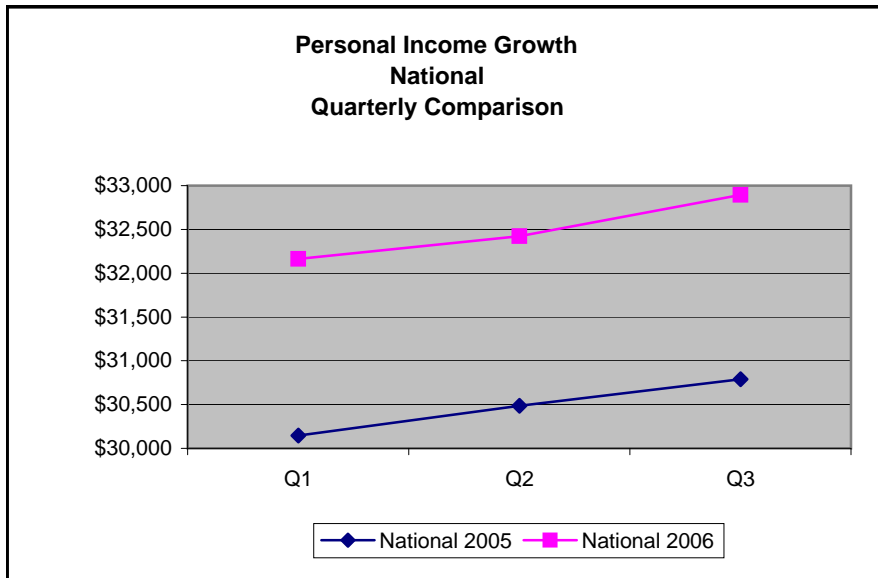
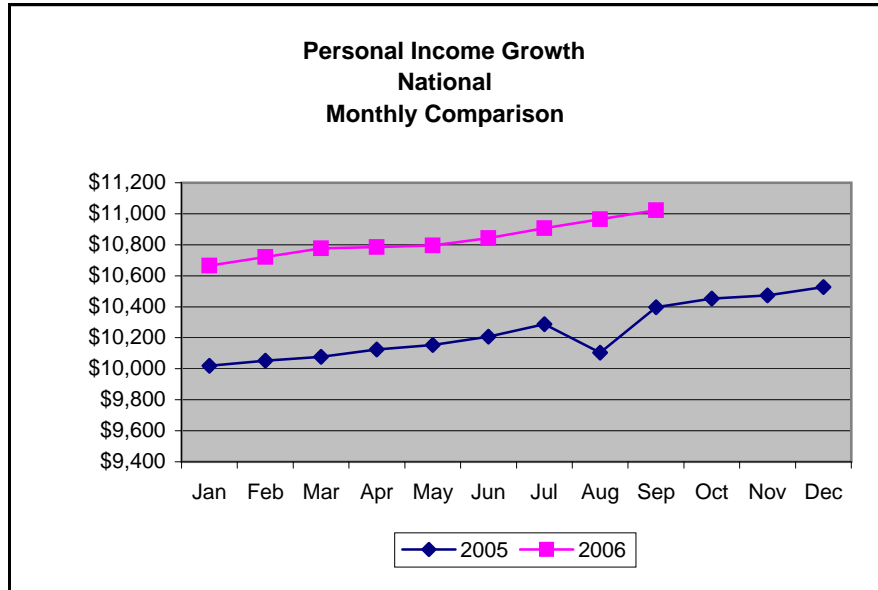
QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
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Personal Income Growth - National (in Billions)

| Month | 2005 | 2006 | % Change |
|-----------|-----------|-----------|----------|
| July | \$10288.3 | \$10906.7 | 6.0% |
| August | \$10103.5 | \$10965.3 | 8.5% |
| September | \$10396.1 | \$11021.7 | 6.0% |
| Q3 | \$30787.9 | \$32893.7 | 6.8% |
| YTD Total | \$91418.9 | \$97479.7 | 6.6% |

Source: US Department of Commerce, Bureau of Economic Analysis

www.bea.gov/newsreleases/national/pi/pinewsrelease.htm



QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
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Personal Income Growth - Rocky Mountain Region (In Millions)

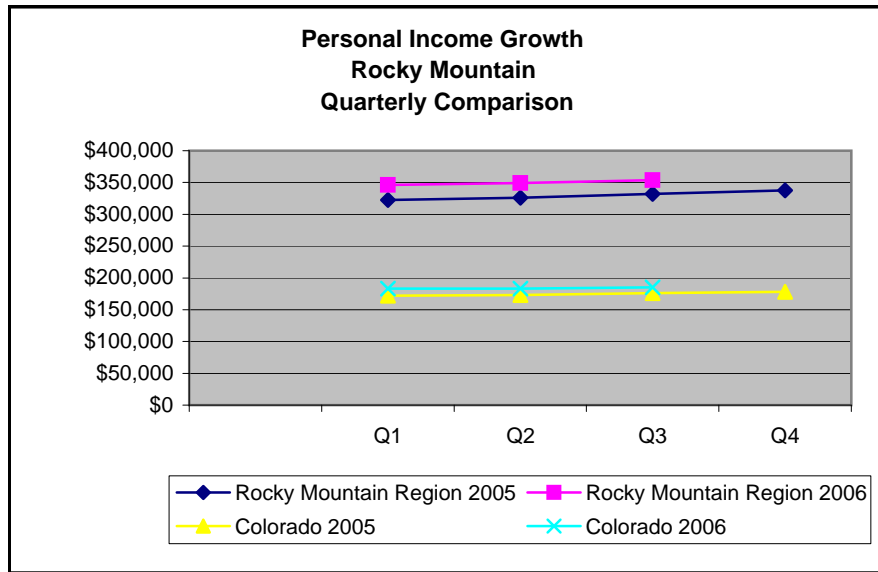
| Month | 2005 | 2006 | % Change |
|-----------|-----------|-------------|----------|
| Q3 | \$332,011 | \$353,816 | 6.6% |
| YTD Total | \$980,359 | \$1,049,131 | 7.0% |

Source: US Department of Commerce, Bureau of Economic Analysis
www.bea.gov/newsreleases/regional/spi/sqpi_newsrelease.htm

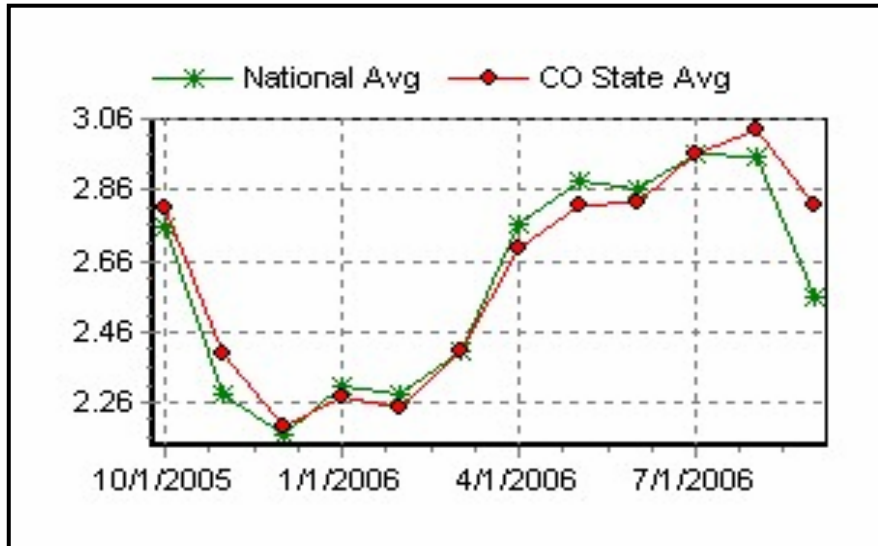
Personal Income Growth - Colorado (In Millions)

| Month | 2005 | 2006 | % Change |
|-----------|-----------|-----------|----------|
| Q3 | \$176,003 | \$185,216 | 5.2% |
| YTD Total | \$521,170 | \$551,435 | 5.8% |

Source: US Department of Commerce, Bureau of Economic Analysis
www.bea.gov/newsreleases/regional/spi/sqpi_newsrelease.htm



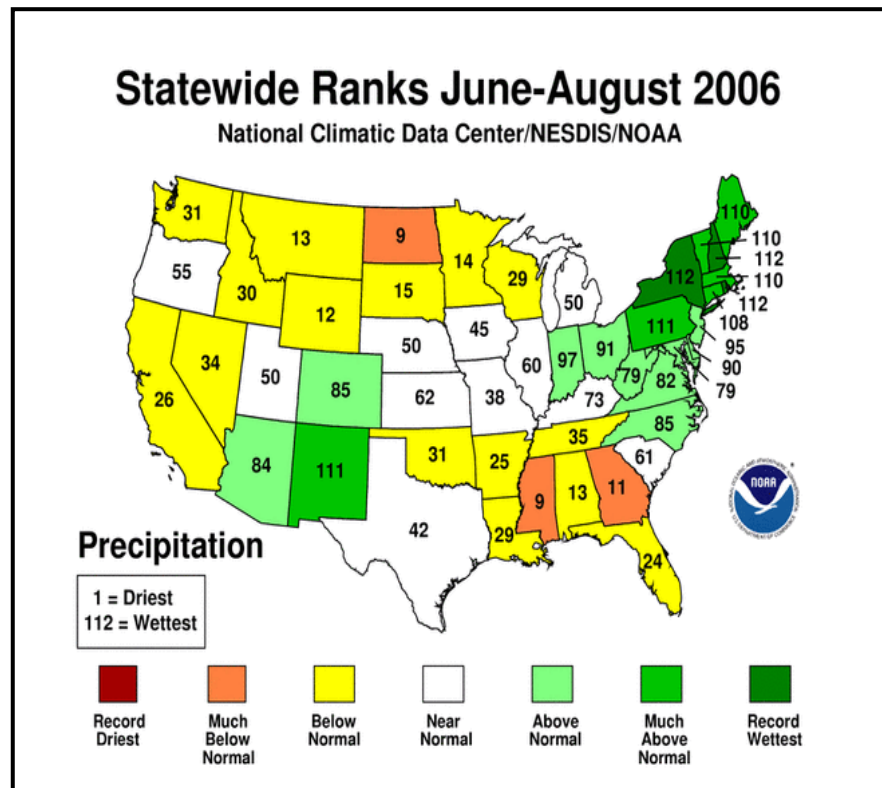
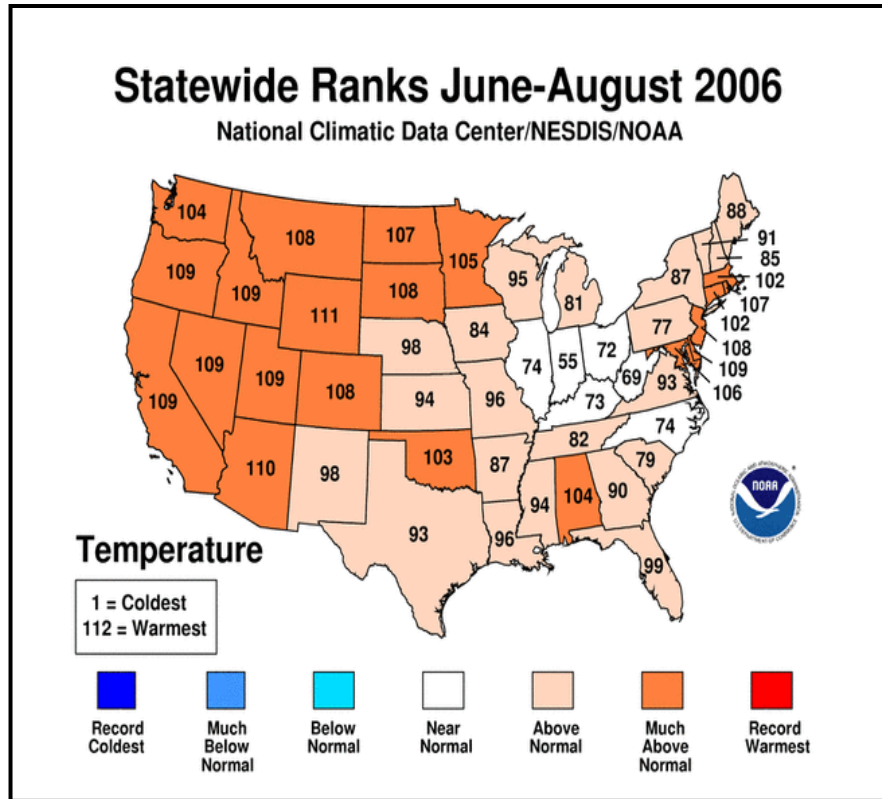
Fuel Prices: Colorado vs. National Average



Source: AAA Fuel Gauge Report
<http://www.fuelgauge.com/COavg.asp>
www.aaa.com

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
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Year-to-Date Temperature and Precipitation



Source: US Department of Commerce, National Climatic Data Center
<http://www.ncdc.noaa.gov/oa/climate/research/2006/cmb-prod-us-2006.html>

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
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E. Colorado Tourism Regional Breakouts

The Denver Metro Region led all regions with strong increases in all industry sectors compared to the third quarter of 2005. The Southwest Region recorded strong increases in all areas except state park and welcome center visitation. The Front Range Region recorded strong increase in all sectors, except in car rental, national and state park visitation. The Northwest Region recorded strong economic activity in all sectors except for the arts/entertainment/recreation sector as well as airport traffic, national park and state welcome center visitation. The lodging, gaming and prepared food and beverage sectors in the South Central Region recorded strong increases with car rental sales, airport traffic and national and state park visitation sectors recording declines. The Northeast and Southeast Regions both had strong prepared food and beverage sales with all other sectors recording declines except arts/entertainment/recreation sales which were strong in the Southeast Region.

Denver Metro

| Industry Sector | 2005 | 2006 | % Change |
|--------------------------|---------------|-----------------|----------|
| Lodging | \$298,259,000 | \$349,295,000 | 17.1% |
| Prepared Food & Beverage | \$922,341,000 | \$1,018,888,000 | 10.5% |
| Car Rental | \$111,960,000 | \$129,757,000 | 15.9% |
| Arts/Entertainment | \$112,973,000 | \$126,131,000 | 11.6% |
| State Parks | 1,403,789 | 1,830,714 | 30.4% |
| Airports | 5,917,591 | 6,449,340 | 9.0% |
| Welcome Centers* | N/A | 1,206 | N/A |

* Opened in September 2006.

Front Range

| Industry Sector | 2005 | 2006 | % Change |
|--------------------------|---------------|---------------|----------|
| Lodging | \$79,541,000 | \$92,110,000 | 15.8% |
| Prepared Food & Beverage | \$269,574,000 | \$306,381,000 | 13.7% |
| Car Rental | \$6,733,000 | \$6,405,000 | -4.9% |
| Arts/Entertainment | \$44,520,000 | \$47,071,000 | 5.7% |
| State Parks | 540,200 | 451,415 | -16.4% |
| Gaming Taxes | \$13,422,549 | \$15,665,056 | 16.7% |
| National Parks | 1,622,028 | 1,570,431 | -3.2% |
| Welcome Centers | 37,131 | 42,264 | 13.8% |

South Central

| Industry Sector | 2005 | 2006 | % Change |
|--------------------------|---------------|---------------|----------|
| Lodging | \$111,416,000 | \$133,187,000 | 19.5% |
| Prepared Food & Beverage | \$218,842,000 | \$244,439,000 | 11.7% |
| Car Rental | \$13,893,000 | \$12,972,000 | -6.6% |
| Arts/Entertainment | \$27,273,000 | \$27,299,000 | 0.1% |
| State Parks | 704,318 | 639,486 | -9.2% |
| Gaming Taxes | \$575,507 | \$646,165 | 12.3% |
| National Parks | 162,851 | 157,697 | -3.2% |
| Airports | 296,456 | 278,985 | -5.9% |

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E. Colorado Tourism Regional Breakouts - Ctd

Southeast

| Industry Sector | 2005 | 2006 | % Change |
|--------------------------|--------------|--------------|----------|
| Lodging | \$13,037,000 | \$12,805,000 | -1.8% |
| Prepared Food & Beverage | \$61,714,000 | \$66,386,000 | 7.6% |
| Car Rental | \$1,671,000 | \$1,406,000 | -15.9% |
| Arts/Entertainment | \$2,975,000 | \$3,190,000 | 7.2% |
| State Parks* | 690,022 | 648,784 | -6.0% |
| National Parks | 9,979 | 9,046 | -9.3% |
| Welcome Centers | 46,179 | 42,949 | -7.0% |

*John Martin Reservoir has not yet recorded its numbers for September 2006

Northeast

| Industry Sector | 2005 | 2006 | % Change |
|--------------------------|--------------|--------------|----------|
| Lodging | \$5,683,000 | \$5,435,000 | -4.4% |
| Prepared Food & Beverage | \$20,805,000 | \$22,876,000 | 10.0% |
| Arts/Entertainment | \$1,142,000 | \$777,000 | -32.0% |
| State Parks | 90,183 | 75,001 | -16.8% |
| Welcome Centers | 167,466 | 162,728 | -2.8% |

Northwest

| Industry Sector | 2005 | 2006 | % Change |
|--------------------------|---------------|---------------|----------|
| Lodging | \$168,466,000 | \$187,950,000 | 11.6% |
| Prepared Food & Beverage | \$197,453,000 | \$255,333,000 | 29.3% |
| Car Rental | \$8,597,000 | \$10,193,000 | 18.6% |
| Arts/Entertainment | \$25,435,000 | \$24,387,000 | -4.1% |
| State Parks | 770,709 | 777,850 | 0.9% |
| National Parks | 234,959 | 216,212 | -8.0% |
| Airports | 136,115 | 129,996 | -4.5% |
| Welcome Centers | 109,393 | 109,099 | -0.3% |

Southwest

| Industry Sector | 2005 | 2006 | % Change |
|--------------------------|--------------|--------------|----------|
| Lodging | \$53,046,000 | \$66,150,000 | 24.7% |
| Prepared Food & Beverage | \$76,748,000 | \$87,184,000 | 13.6% |
| Car Rental | \$6,327,000 | \$8,242,000 | 30.3% |
| Arts/Entertainment | \$7,924,000 | \$9,621,000 | 21.4% |
| State Parks | 407,785 | 398,447 | -2.3% |
| National Parks | 794,079 | 810,051 | 2.0% |
| Welcome Centers | 19,392 | 17,957 | -7.4% |

Source: Center for Travel and Tourism (University of Denver)

Counties comprising each region:

Denver Metro Region: Adams, Arapahoe, Denver, Jefferson, Broomfield and Douglas counties.

Front Range Region: Boulder, Clear Creek, Gilpin, Larimer and Weld counties.

South Central Region: Alamosa, Chaffee, Conejos, Costilla, Custer, El Paso, Fremont, Lake, Mineral, Park, Rio Grande, Saguache and Teller counties.

Southeast Region: Baca, Bent, Crowley, Huerfano, Kiowa, Las Animas, Otero, Prowers and Pueblo counties.

Northeast Region: Cheyenne, Elbert, Kit Carson, Lincoln, Logan, Morgan, Phillips, Sedgwick, Washington and Yuma counties.

Northwest Region: Eagle, Garfield, Grand, Jackson, Mesa, Moffat, Pitkin, Rio Blanco, Routt and Summit counties.

Southwest Region: Archuleta, Delta, Dolores, Gunnison, Hinsdale, La Plata, Montezuma, Montrose, Ouray, San Juan and San Miguel counties.

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Disclaimer

Information and data appearing in the Quarterly Colorado Tourism Indicator has been collected from many sources by the Center for Travel and Tourism. All information and data included in the Indicator was entered as received from the source, therefore, the Center does not guarantee the accuracy or completeness of the information and data. Any conclusions drawn from the information and data are the sole responsibility of the user.

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