

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Fourth 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
- Airport Passengers: International
- Colorado Welcome Centers
- Skier Visits
- Hunting and Fishing License Sales
- 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

C. PRE-VISIT INTEREST IN COLORADO

- Colorado Vacation Guide Fulfillment
- Colorado.com Website Sessions

The fourth quarter of 2006 produced a mix of economic activity among the indicators being tracked. The hospitality indicators, lodging (14.9 percent) and prepared food and beverage (9.1 percent) sales along with arts/entertainment /recreation (9.7 percent) sales recorded strong growth. Motor fuel consumption (.9 percent) was up less than one percent but car rentals (-5.3 percent) and gaming (-.2 percent) were down for the period.

D. TOURISM ENVIRONMENT

- Consumer Price Index: All Urban
- Consumer Price Index: Urban West
- Travel Price Index
- Consumer Confidence Index
- Personal Income Growth
- Fuel Prices: Colorado vs. National Average
- Year-to-Date Temperature and Precipitation

For calendar year 2006 Colorado's economic tourism activity was very strong compared to 2005. Five of the six indicators recorded growth with motor fuel consumption being down .4 percent. Lodging sales led all indicators with a 14.6 percent increase followed by arts/entertainment/recreation sales (14.0 percent) car rental sales (11.5 percent), prepared food and beverage sales (10.5 percent) and gaming tax revenue (7.3 percent). In the lodging sector, demand for rooms continues to outpace the growth in supply of rooms resulting in higher occupancy rates, room rates and revenue per available room.

E. COLORADO TOURISM REGIONAL

BREAKOUTS

- Denver Metro
- Front Range
- South Central
- Southeast
- Northeast
- Northwest
- Southwest

According to the U.S. Bureau of Economic Analysis, real direct tourism output grew at an annual rate of 8.0 percent in the fourth quarter of 2006, reflecting a rebound in the output growth of traveler accommodations. Real output of traveler accommodations grew 16.7 percent in the fourth quarter. By comparison, real gross domestic product (GDP) grew at an annual rate of 2.2 percent in the fourth quarter. For 2006, real direct output of traveler accommodations grew 3.6 percent while the yearly real direct tourism output increased 3.0 percent.

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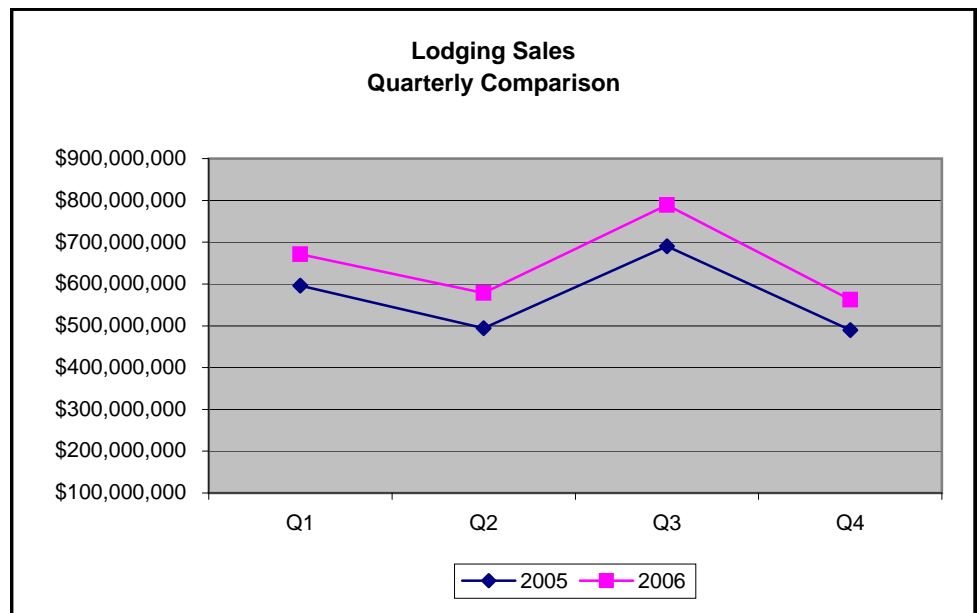
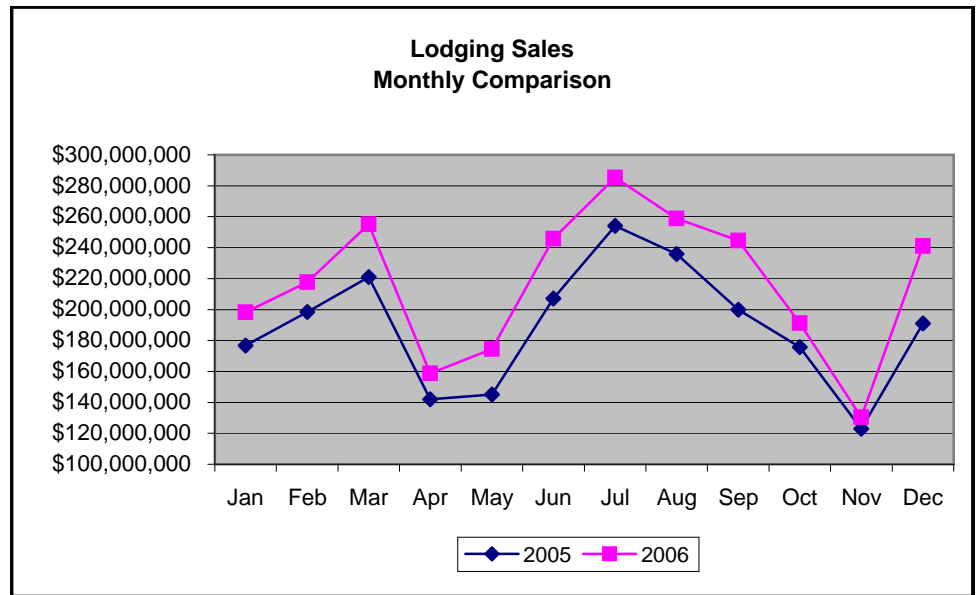
Lodging Sales

Month	2005	2006	% Change
October	\$175,777,000	\$191,156,000	8.7%
November	\$123,035,000	\$130,486,000	6.1%
December	\$191,015,000	\$241,104,000	26.2%
Q4 Total	\$489,827,000	\$562,746,000	14.9%
Index*	110.6	127.0	14.9%
Year 2006 Totals	\$2,270,138,000	\$2,601,259,000	14.6%

* 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
October	58.0%	61.7%	6.4%
November	49.1%	51.2%	4.3%
December	46.8%	50.4%	7.7%
Q4 Avg.	51.4%	54.5%	6.0%
Year 2006 Avg.	59.9%	62.4%	4.2%

Source: Rocky Mountain Lodging Report

Average Room Rate

Month	2005	2006	% Change
October	\$94.28	\$105.72	12.1%
November	\$91.03	\$100.98	10.9%
December	\$127.03	\$134.61	6.0%
Q4 Avg.	\$104.11	\$113.77	9.3%
Year 2006 Avg.	\$105.36	\$113.84	8.0%

Source: Rocky Mountain Lodging Report

Revenue Per Available Room

Month	2005	2006	% Change
October	\$54.73	\$65.22	19.2%
November	\$44.72	\$51.74	15.7%
December	\$59.44	\$67.84	14.1%
Q4 Avg.	\$52.96	\$61.60	16.3%
Year 2006 Avg.	\$63.11	\$71.00	12.5%

Source: Rocky Mountain Lodging Report

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Prepared Food and Beverage Sales

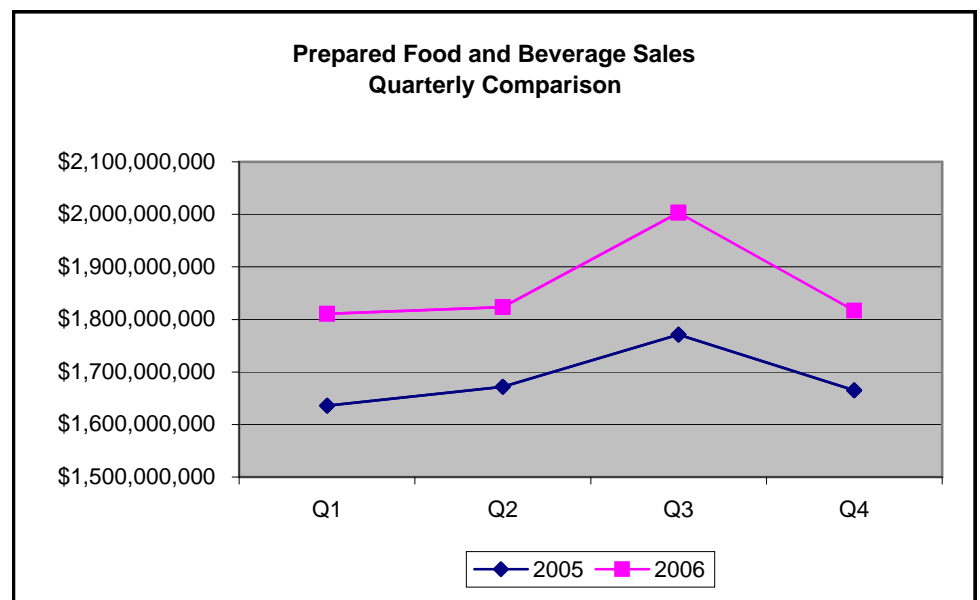
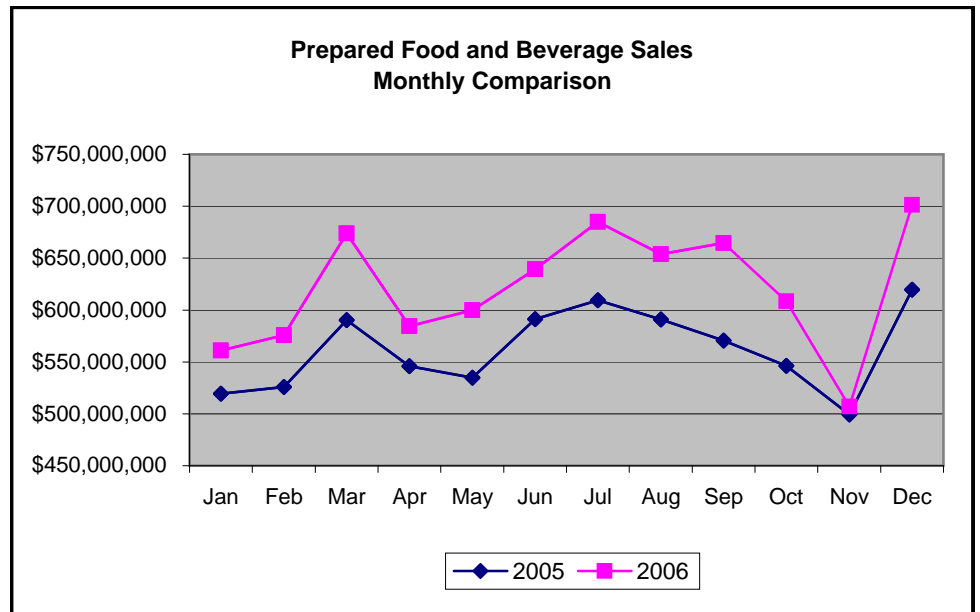
Month	2005	2006	% Change
October	\$546,153,000	\$608,474,000	11.4%
November	\$499,348,000	\$507,010,000	1.5%
December	\$619,490,000	\$701,228,000	13.2%
Q4 Total	\$1,664,991,000	\$1,816,712,000	9.1%
Index*	118.4	129.2	9.1%
Year 2006 Totals	\$6,743,433,000	\$7,454,125,000	10.5%

(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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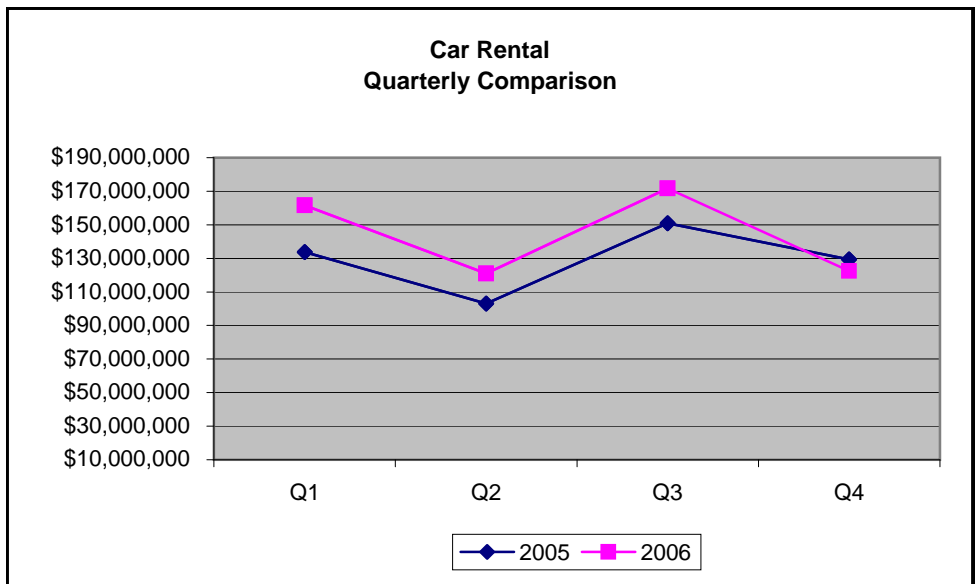
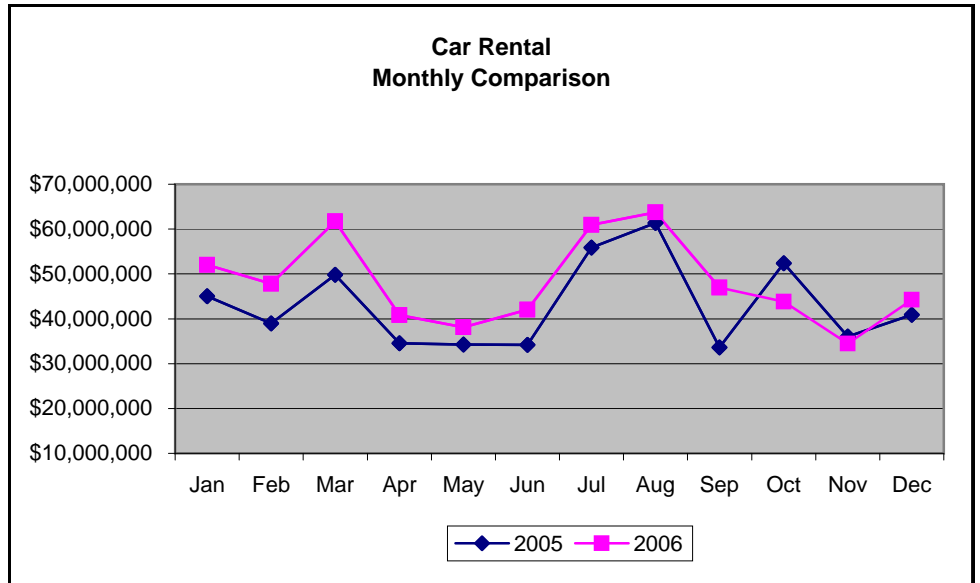
Car Rental Sales

Month	2005	2006	% Change
October	\$52,412,000	\$43,804,000	-16.4%
November	\$36,036,000	\$34,448,000	-4.4%
December	\$40,915,000	\$44,219,000	8.1%
Q4 Total	\$129,363,000	\$122,471,000	-5.3%
Index*	127.1	120.3	-5.3%
Year 2006 Totals	\$517,023,000	\$576,709,000	11.5%

*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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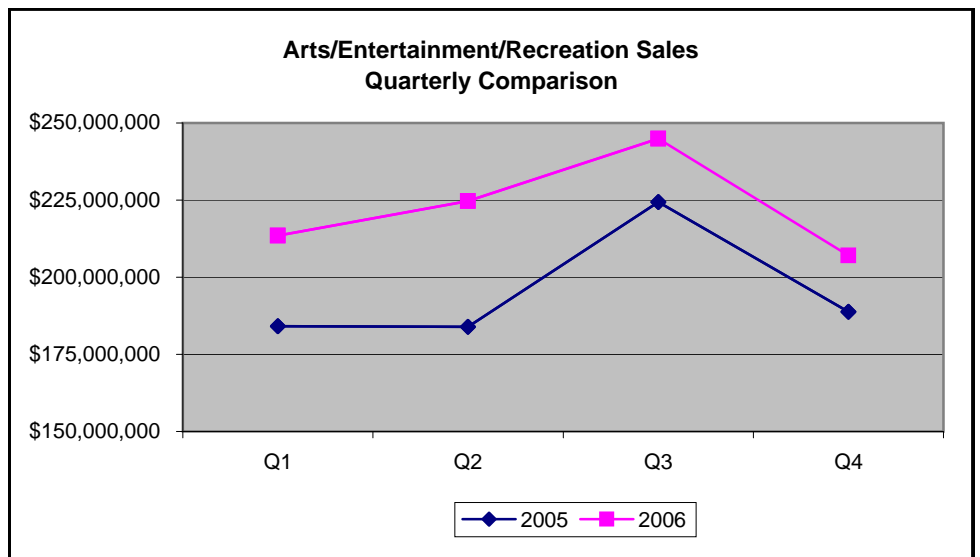
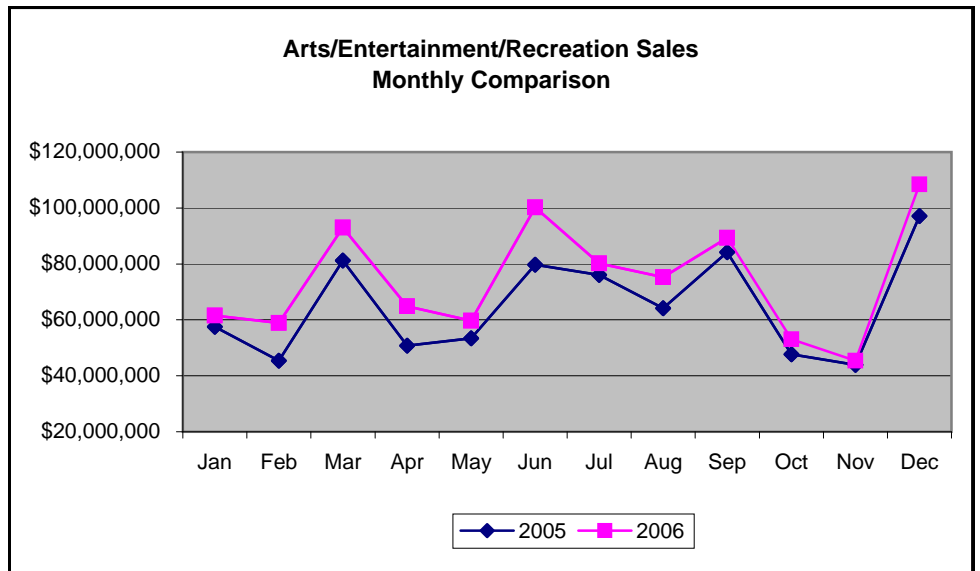
Arts/Entertainment/Recreation Sales

Month	2005	2006	% Change
October	\$47,691,000	\$53,064,000	11.3%
November	\$43,970,000	\$45,446,000	3.4%
December	\$97,085,000	\$108,500,000	11.8%
Q4 Total	\$188,746,000	\$207,010,000	9.7%
Index*	133.7	146.6	9.7%
Year 2006 Totals	\$781,126,000	\$890,101,000	14.0%

*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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Gaming Taxes

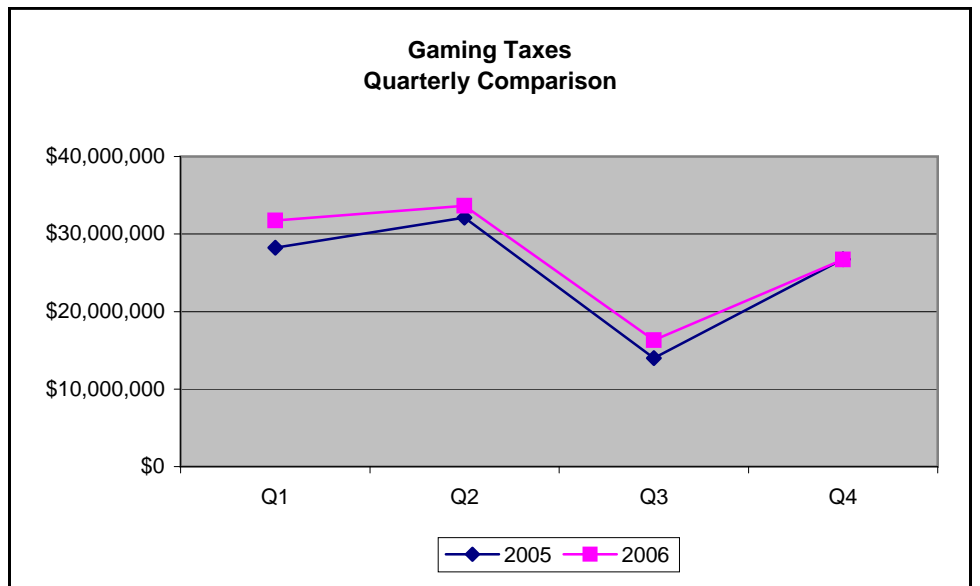
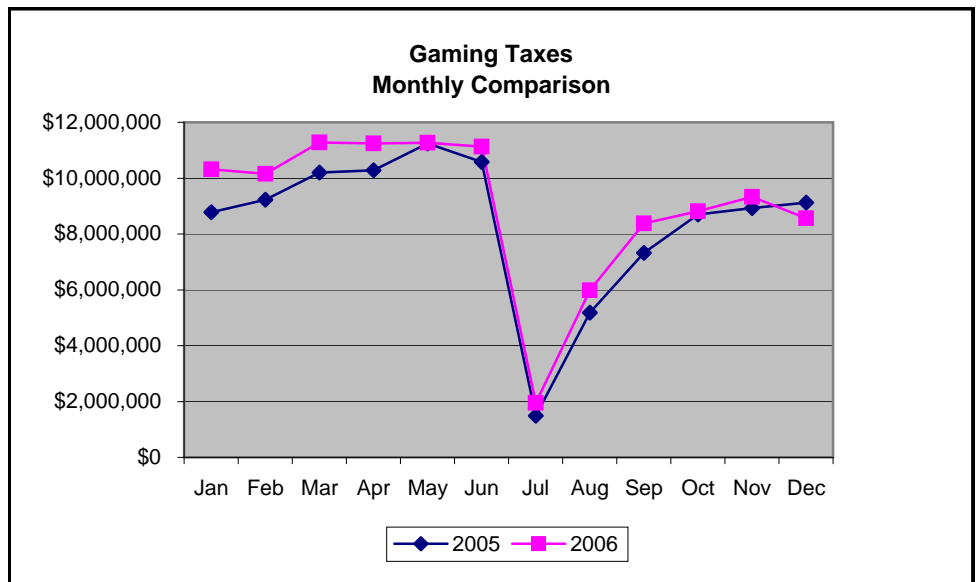
Gaming taxes are graduated starting at a low of .25 percent at the beginning of the fiscal year (July) and increasing with gaming revenue volume to a maximum of 20 percent.

Month	2005	2006	% Change
October	\$8,693,556	\$8,809,473	1.3%
November	\$8,926,633	\$9,329,697	4.5%
December	\$9,122,690	\$8,558,054	-6.2%
Q4 Total	\$26,742,879	\$26,697,224	-0.2%
Index*	119.5	119.3	-0.2%
Year 2006 Totals	\$101,065,398	\$108,398,970	7.3%

*Base Period 2000=100

Source: Colorado Department of Revenue

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



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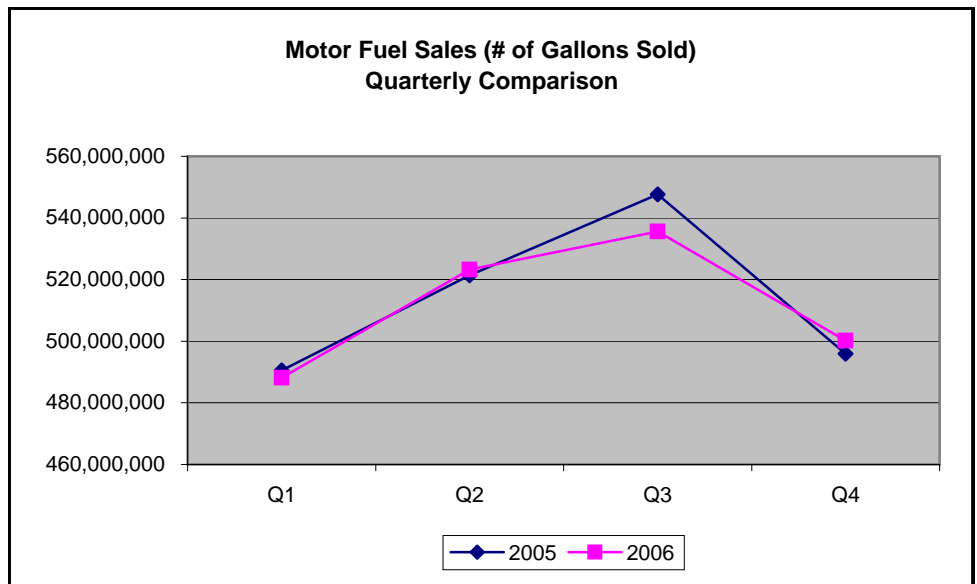
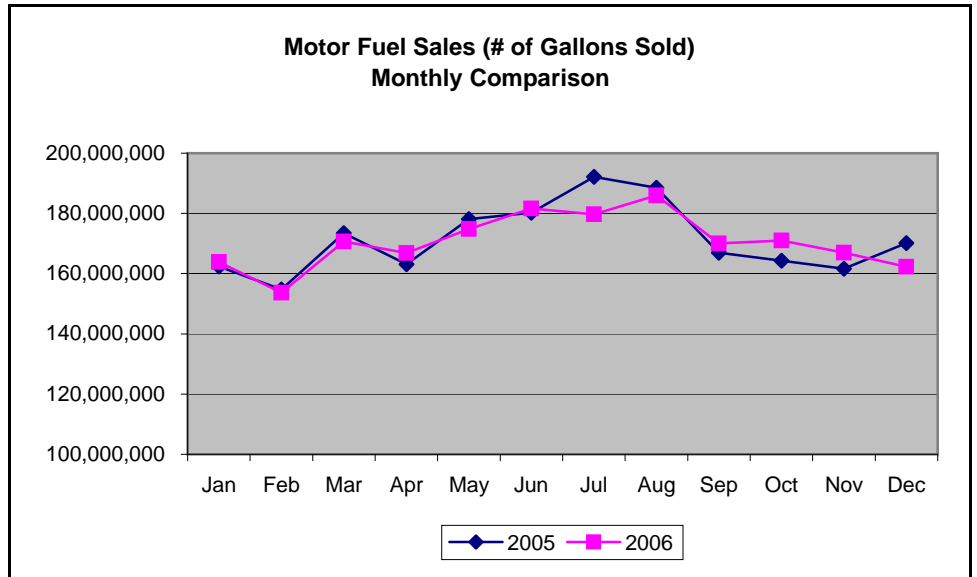
Motor Fuel Sales (# of Gallons Sold)

Month	2005	2006	% Change
October	164,249,489	171,019,290	4.1%
November	161,608,918	166,922,327	3.3%
December	170,085,838	162,288,639	-4.6%
Q4 Total	495,944,245	500,230,256	0.9%
Index*	96.9	97.7	0.9%
Year 2006 Totals	2,055,501,106	2,047,319,394	-0.4%

*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 activities in Colorado during the fourth quarter recorded positive growth except at national and state parks. Despite the disruption caused by the December snow storms, Colorado's airports recorded strong increases in passenger traffic. Total incoming passenger traffic was up 5.8 percent over the same period in 2005 with domestic (5.2 percent) and international (25.3 percent) passenger counts recording nice increases. Colorado's Welcome Centers saw a 5.2 percent increase in visitation over last year. Skier visits for the quarter were up 6.7 percent over the same period last year. Both Colorado's national and state parks recorded visitation declines of 4.8 percent and 3 percent respectively for the quarter.

For the year ending December 31, 2006, Colorado reported substantial increases in airport passenger traffic of 8.7 percent. Domestic incoming passenger traffic increased 8.4 percent with incoming international passenger traffic increasing by 17.7 percent over 2005. Annual revenue from Colorado hunting and fishing licenses increased by 16.5 percent over 2005 with non-resident license sales only increasing .4 percent. The Colorado Welcome Center visitation was even with last year. Colorado's national and state parks both recorded declines in visitation of .2 percent and 2 percent respectively for 2006.

According to the U.S. Bureau of Economic Analysis, real direct tourism output grew at an annual rate of 8.0 percent in the fourth quarter of 2006, reflecting a rebound in the output growth of passenger air transportation. Real direct output of passenger air transportation grew 6.5 percent in the fourth quarter. By comparison, real gross domestic product (GDP) grew at an annual rate of 2.2 percent in the fourth quarter. For 2006, real direct output of passenger air transportation grew 1.7 percent while the yearly real direct tourism output increased 3.0 percent.

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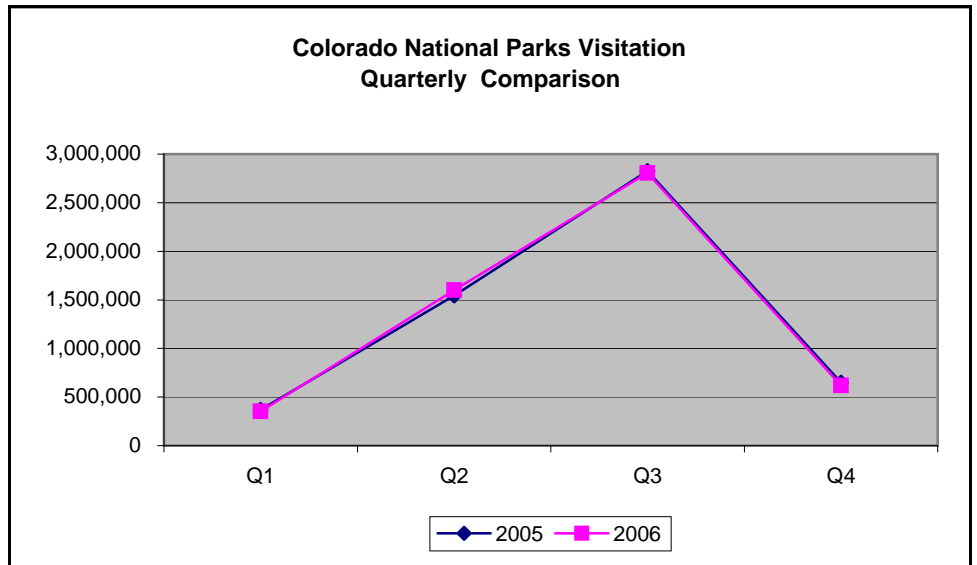
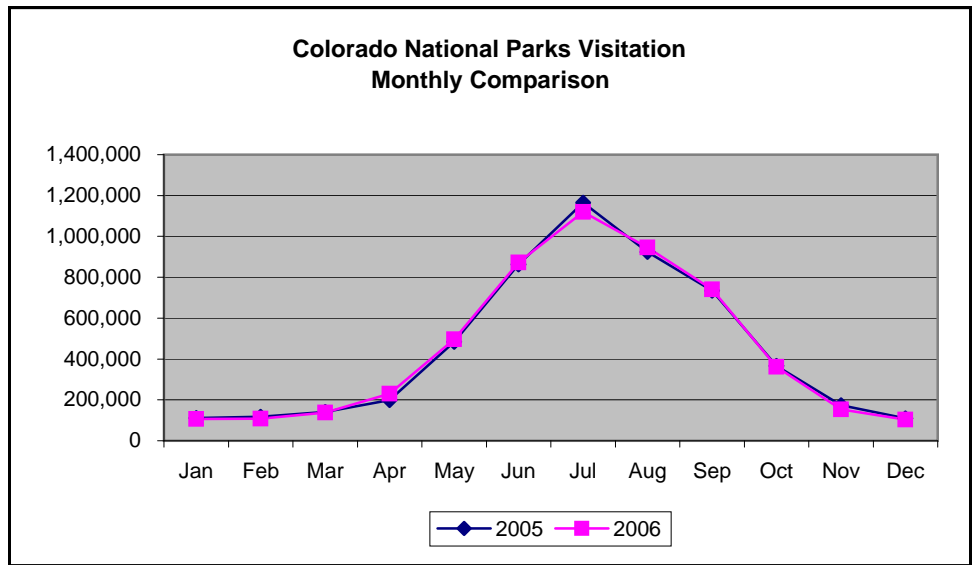
Colorado National Parks Visitation

Month	2005	2006	% Change
October	366,005	361,378	-1.3%
November	174,255	153,593	-11.9%
December	108,912	103,269	-5.2%
Q4 Total	649,172	618,240	-4.8%
Index*	93.0	88.5	-4.8%
Year 2006 Totals	5,387,219	5,376,466	-0.2%

* Base Period 2000=100

Source: National Park Service

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



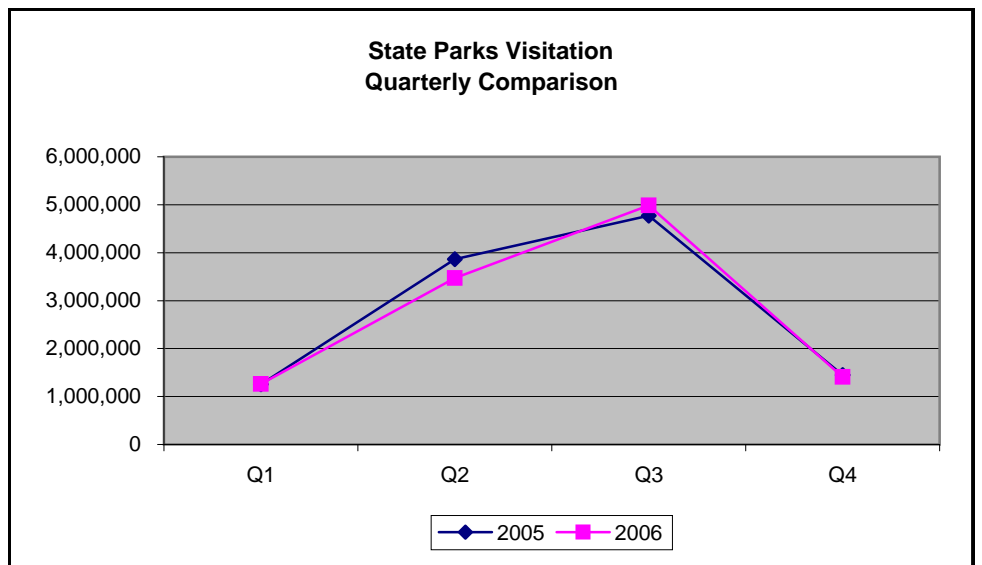
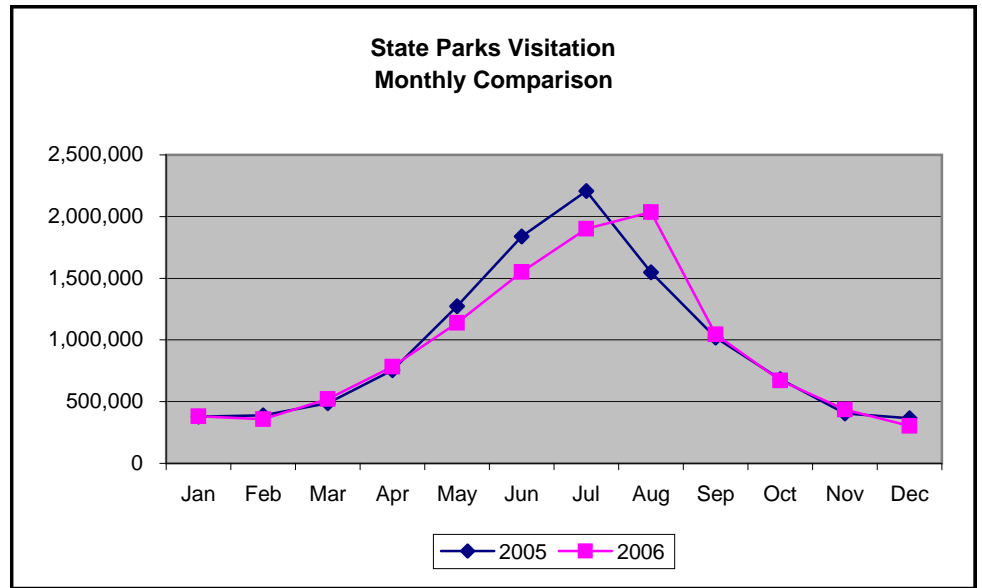
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State Parks Visitation

Month	2005	2006	% Change
October	680,833	671,120	-1.4%
November	405,317	434,732	7.3%
December	365,339	302,280	-17.3%
Q4 Total	1,451,489	1,408,132	-3.0%
Index*	127.5	123.7	-3.0%
Year 2006 Totals	11,347,328	11,121,595	-2.0%

* Base Period 2000=100

Source: Colorado Division of State Parks



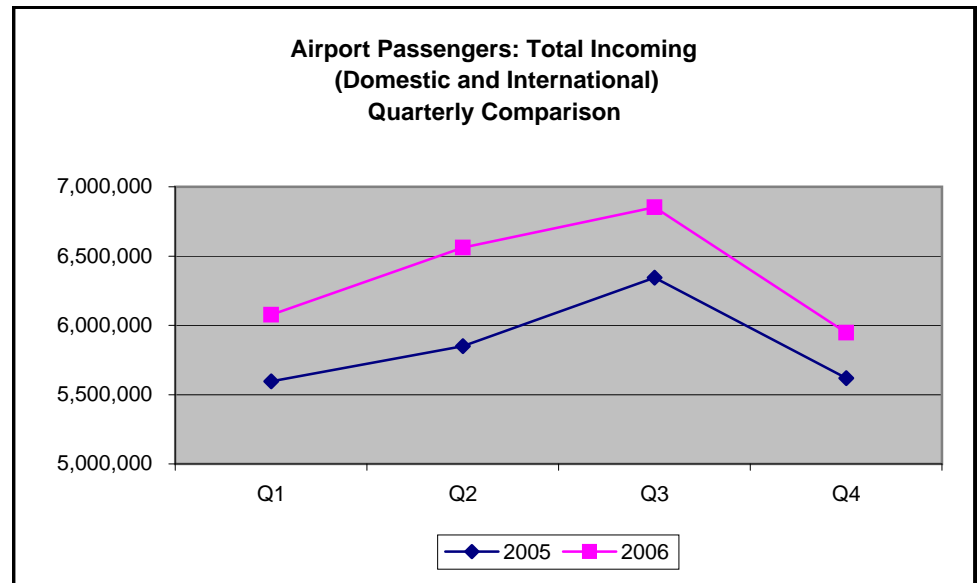
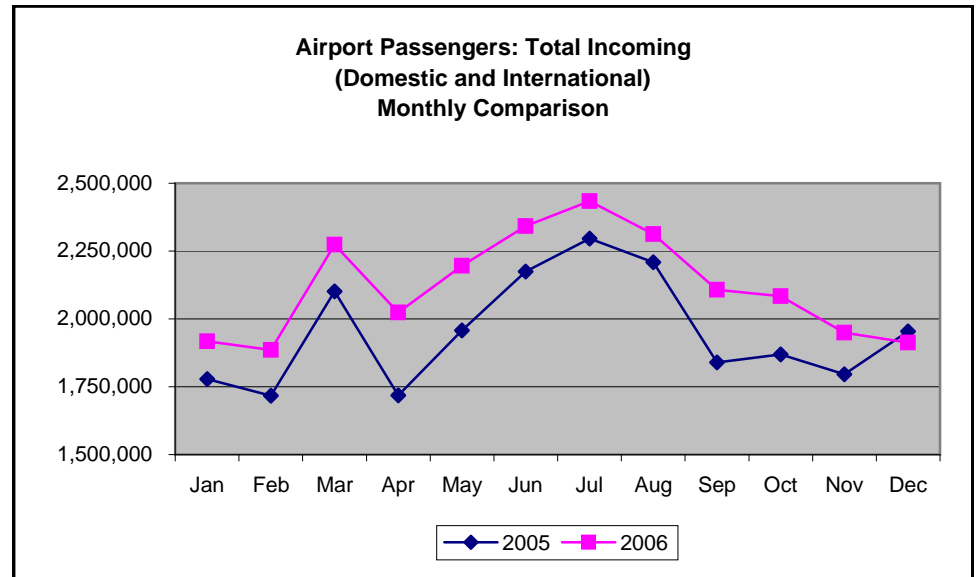
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Airport Passengers - Total Incoming (Domestic & International)

Month	2005	2006	% Change
October	1,869,131	2,084,150	11.5%
November	1,795,666	1,949,101	8.5%
December	1,953,732	1,913,186	-2.1%
Q4 Total	5,618,529	5,946,437	5.8%
Index*	110.5	116.9	5.8%
Year 2006 Totals	23,407,016	25,437,288	8.7%

*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.



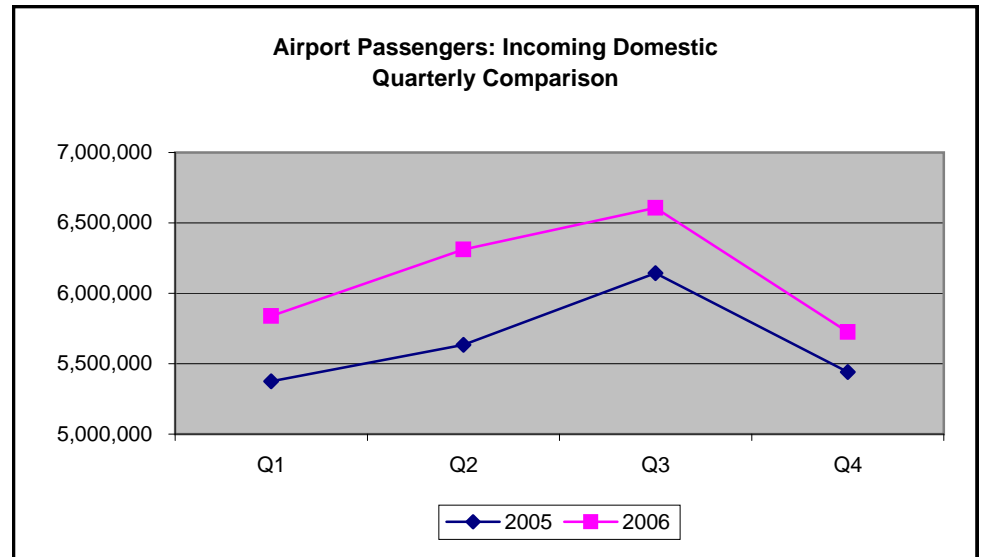
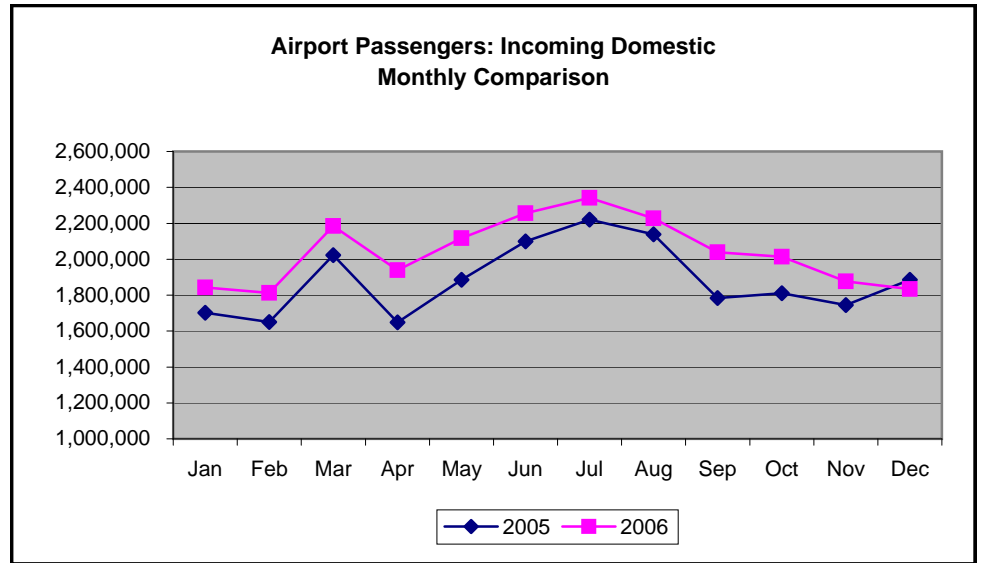
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Airport Passengers - Incoming Domestic

Month	2005	2006	% Change
October	1,809,829	2,013,800	11.3%
November	1,744,738	1,875,995	7.5%
December	1,885,856	1,834,124	-2.7%
Q4 Total	5,440,423	5,723,919	5.2%
Index*	109.0	114.6	5.2%
Year 2006 Totals	22,592,845	24,481,481	8.4%

*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.



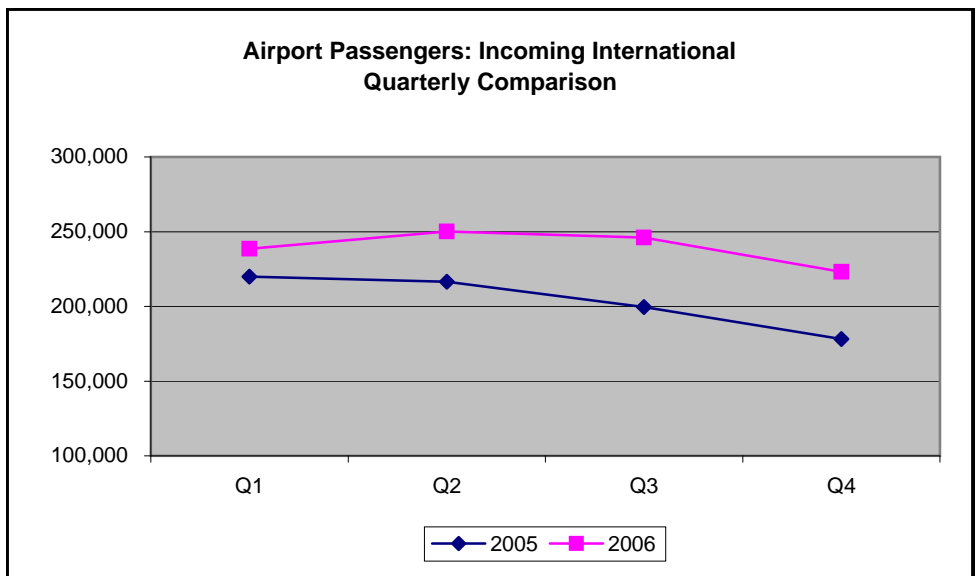
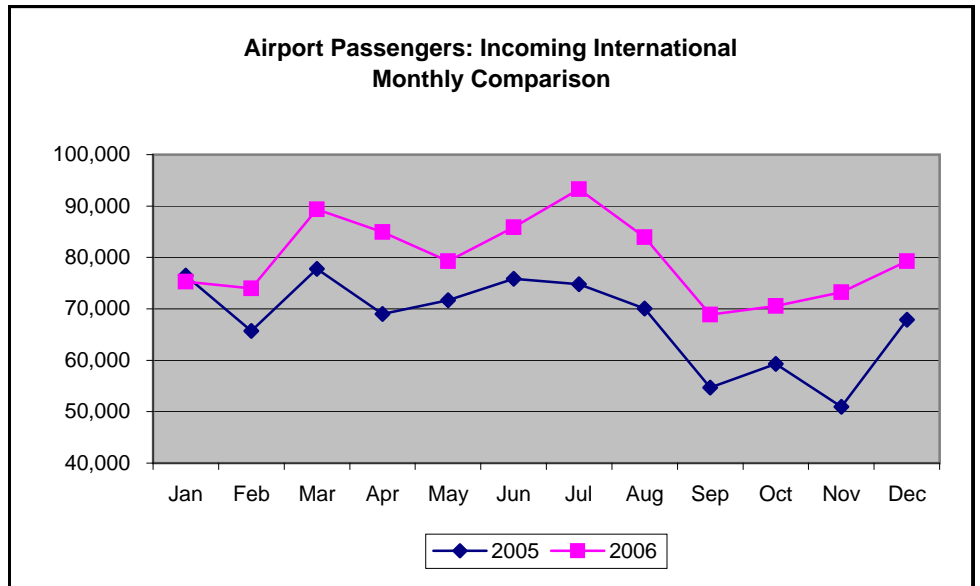
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Airport Passengers - Incoming International

Month	2005	2006	% Change
October	59,302	70,559	19.0%
November	50,928	73,253	43.8%
December	67,876	79,270	16.8%
Q4 Total	178,106	223,082	25.3%
Index*	193.7	242.7	25.3%
Year 2006 Totals	814,171	957,878	17.7%

*Base Period 2000=100

Sources: Denver International Airport



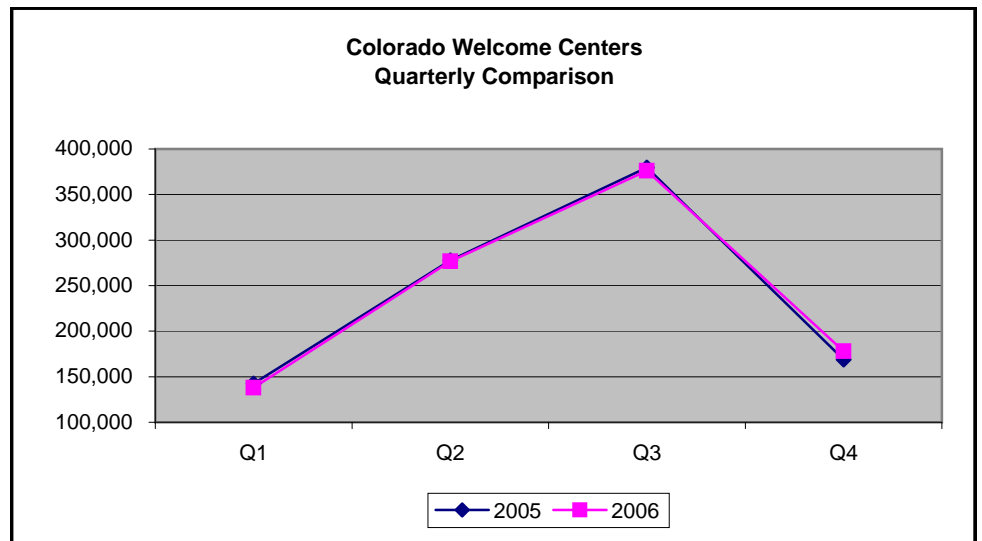
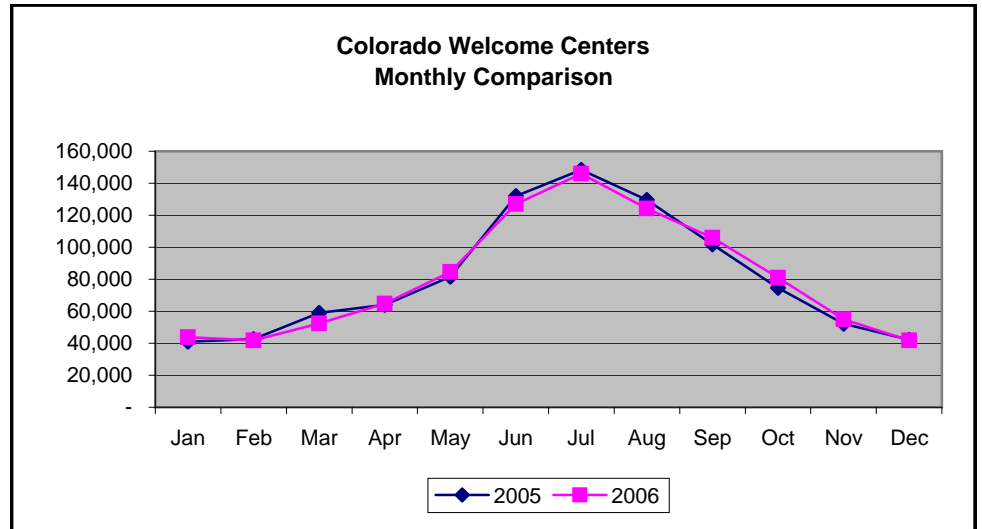
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Colorado Welcome Centers

Month	2005	2006	% Change
October	74,525	81,063	8.8%
November	52,247	54,913	5.1%
December	42,243	41,864	-0.9%
Q4 Total	169,015	177,840	5.2%
Index*	111.0	116.8	5.2%
Year 2006 Totals	968,811	968,591	0.0%

* Base Period 2000=100

Source: Colorado Tourism Office



Attraction Attendance

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

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Skier Visits

Opening through December 31st

Resort Category	2005-06	2006-2007	% Change
Destination Resorts	804,068	900,479	12.0%
Front Range Destination Resorts	1,857,294	1,923,664	3.6%
Gems/Front Range Resorts	416,754	461,506	10.7%
Total	3,078,116	3,285,649	6.7%

Source: Colorado Ski Country USA

www.media-coloradoski.com

Category Breakdowns

- 1) Destination Resorts - Aspen Highlands, Aspen Mountain, Buttermilk, Crested Butte, Durango (Purgatory), Howelsen Hill, Silverton Mountain, Snowmass, Steamboat, Telluride, Wolf Creek
- 2) Front Range Destination Resorts - Beaver Creek, Breckenridge, Copper Mountain, Keystone, Vail, Winter Park
- 3) Gems/Front Range Resorts - Arapahoe Basin, Echo Mountain, Eldora, Loveland, Monarch, Powderhorn, Ski Cooper, SolVista Basin, Sunlight

The numbers stated above are preliminary and subject to change. Colorado Ski Country USA does not release individual resort skier visit totals throughout the season. The decision to release individual numbers is up to each individual resort.

Hunting and Fishing License Sales*

License Category	2005	2006	% Change
Nonresident License Sales	\$48,242,390	\$48,430,541	0.4%
Resident License Sales	\$18,276,343	\$23,913,112	30.8%
Total Revenue**	\$68,892,668	\$80,244,975	16.5%

Source: Colorado Division of Wildlife

*Sales reported annually

**The difference between the total sales revenue and the sum of resident and non resident license sales is the revenue received for stamps and permits.

C. Pre-Visit Interest in Colorado

The fourth quarter of 2006 saw a substantial increase in the number of Colorado Vacation Guides (36.3 percent) sent to prospective visitors. The number of sessions on the Colorado.com website continued to increase by recording a 26 percent jump over the same quarter in 2005.

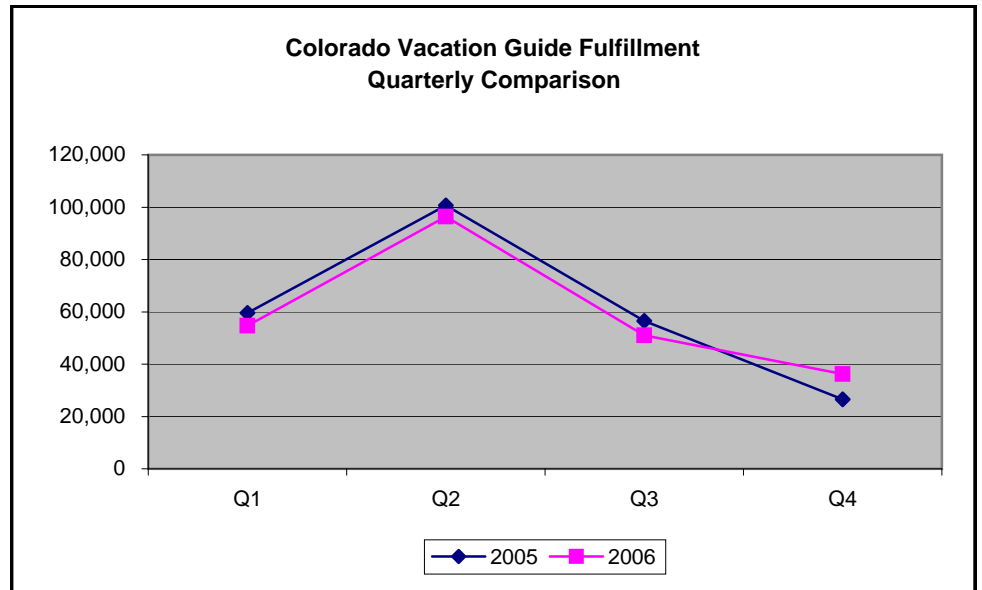
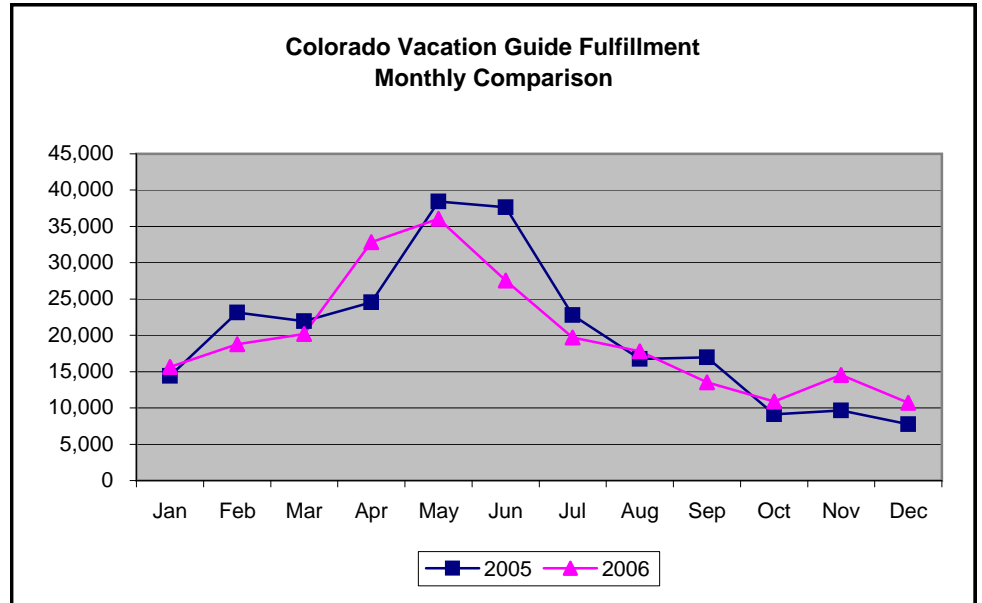
For 2006, Colorado.com website sessions increased 29.1 percent over 2005 with fulfillment of Colorado Vacation Guide requests declining by 2 percent.

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Colorado Vacation Guide Fulfillment

Month	2005	2006	% Change
October	9,110	10,891	19.5%
November	9,661	14,550	50.6%
December	7,755	10,727	38.3%
Q4 Total	26,526	36,168	36.3%
Year 2006 Totals	243,188	238,274	-2.0%

Source: Colorado Tourism Office/Weaver Multimedia Group

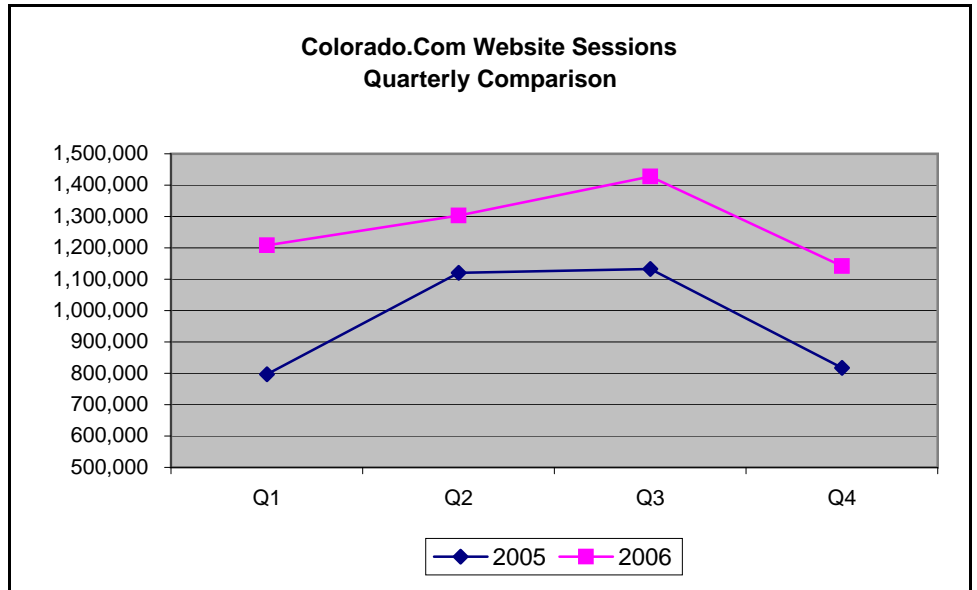
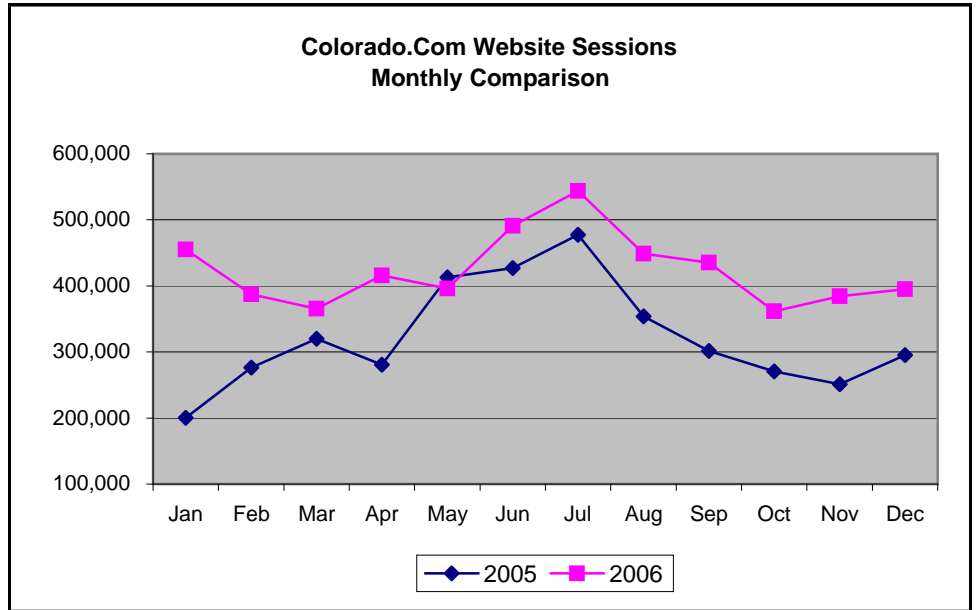


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Colorado.Com Website Sessions

Month	2005	2006	% Change
October	477,631	543,959	13.9%
November	353,652	448,843	26.9%
December	301,590	435,092	44.3%
Q4 Total	1,132,873	1,427,894	26.0%
Year 2006 Totals	3,050,178	3,938,843	29.1%

Source: Colorado Tourism Office/Weaver Multimedia Group



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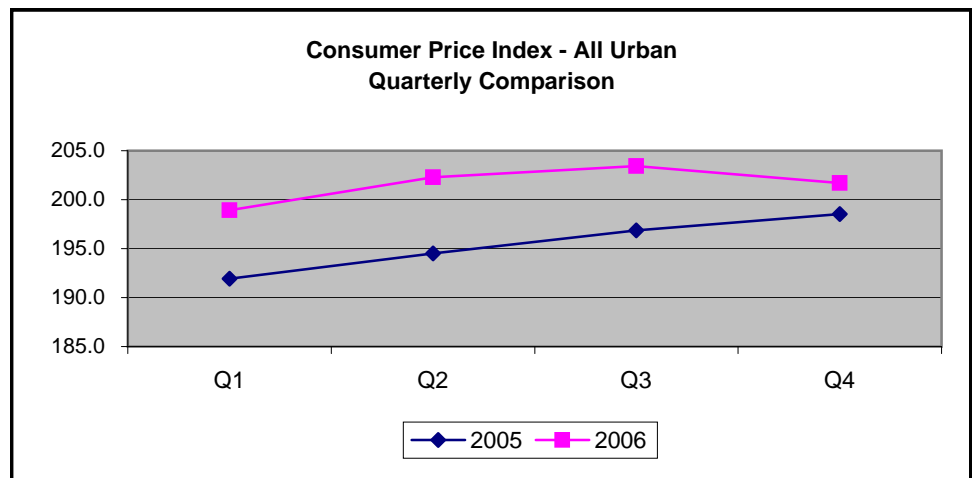
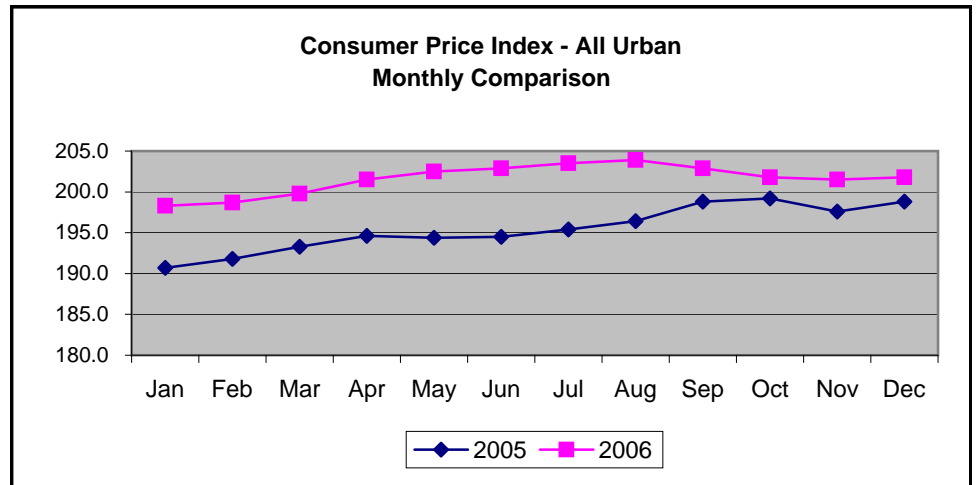
D. Tourism Environment

The national, regional and local tourism performance during the fourth quarter 2006 continued to record growth as compared to the same period in 2005. The Consumer Price Index (CPI) for All Urban areas recorded an increase of 1.6 percent with the Urban West CPI growing 2.6 percent. Travel Price Index (TPI) recorded a quarterly increase of 1.7 percent. The Conference Board Consumer Confidence Index posted a moderate decline in October, remaining relatively unchanged in November, but posted a sharp increase in December. A favorable labor market spurred the December increase. Personal income growth in the U.S. grew 5.9 percent for the quarter with the Rocky Mountain Region and Colorado recording increases of 7.1 and 6.2 percent respectively. According to the AAA Fuel Gauge Report, fuel prices in Colorado were slightly below the national average for the quarter. Colorado recorded below normal temperatures for the September through November 2006 period with above normal precipitation.

Consumer Price Index - All Urban

Month	2005	2006	% Change
October	199.2	201.8	1.3%
November	197.6	201.5	2.0%
December	198.8	201.8	1.5%
Q4 Avg.	198.5	201.7	1.6%

Base Period 1982-84=100 Source: US Dept of Labor, Bureau of Labor Stats
<http://data.bls.gov/cgi-bin/surveymost?cu>



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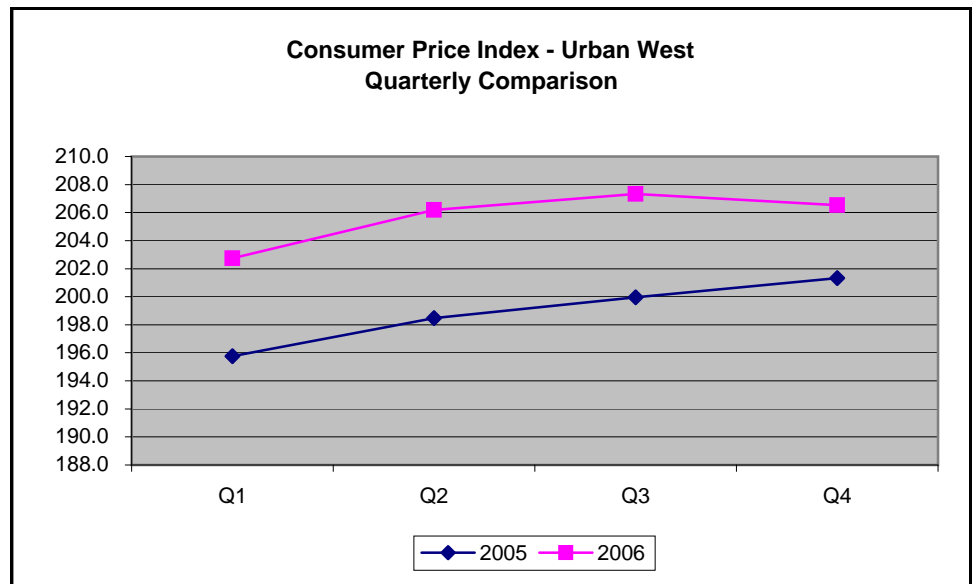
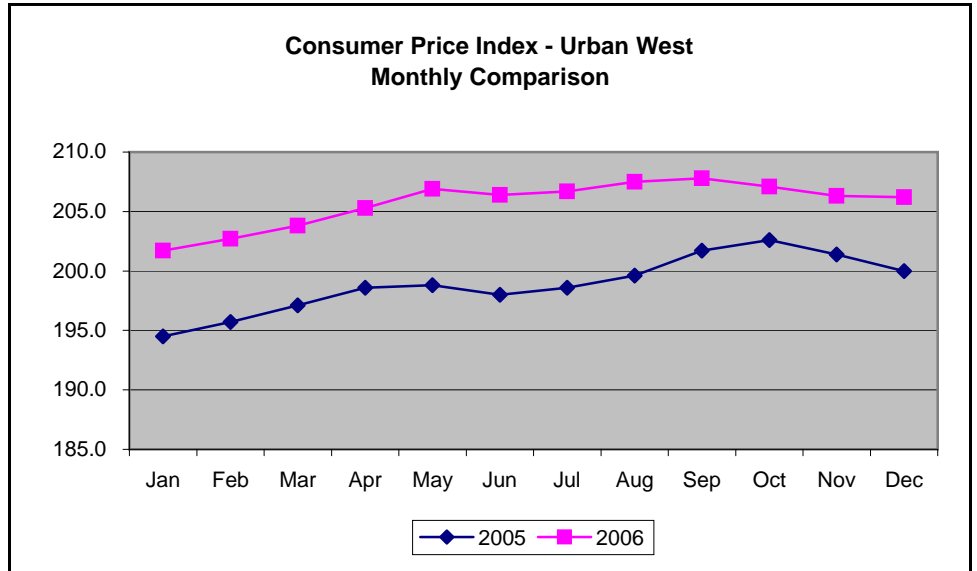
Consumer Price Index - Urban West

Month	2005	2006	% Change
October	202.6	207.1	2.2%
November	201.4	206.3	2.4%
December	200.0	206.2	3.1%
Q4 Avg.	201.3	206.5	2.6%

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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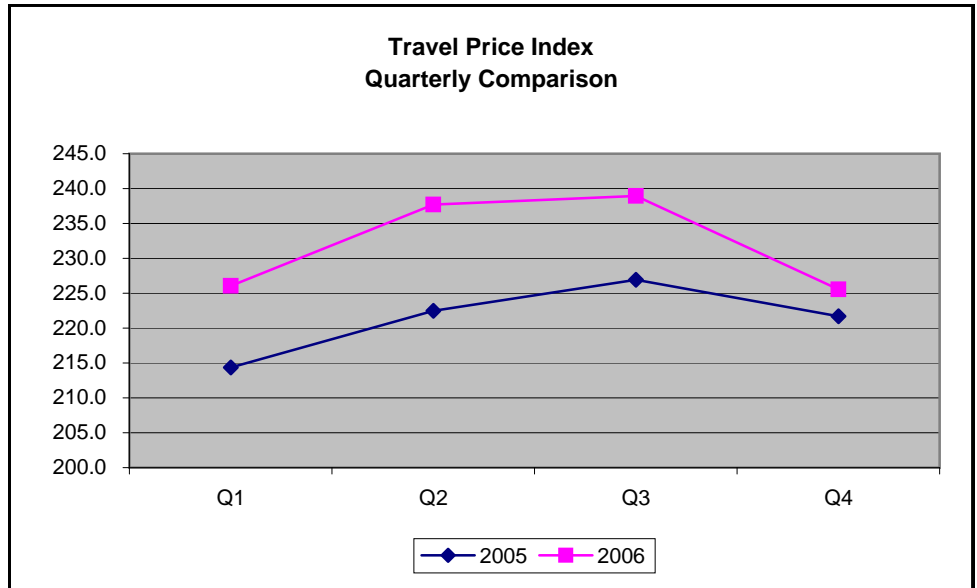
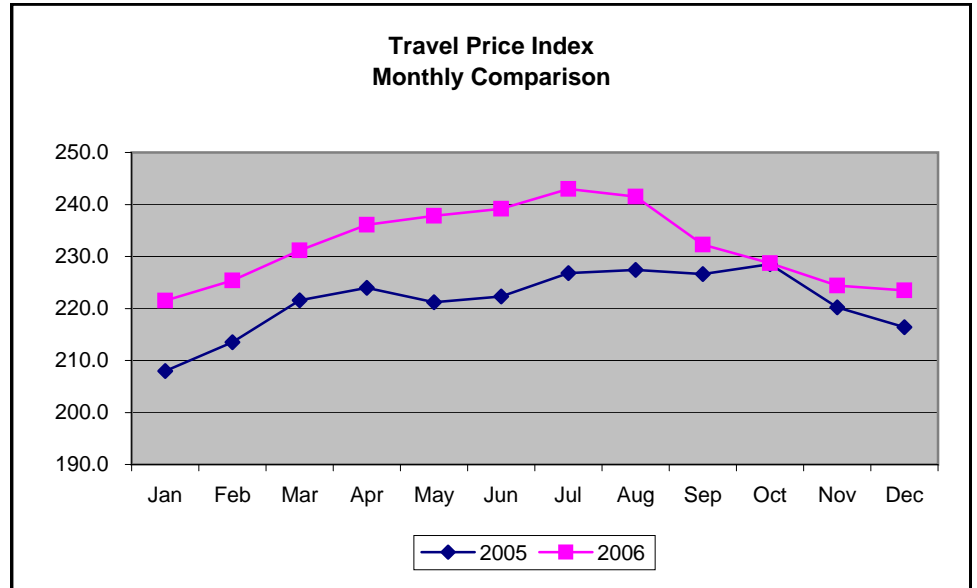
Travel Price Index

Month	2005	2006	% Change
October	228.5	228.7	0.1%
November	220.2	224.4	1.9%
December	216.4	223.5	3.3%
Q4 Avg.	221.7	225.5	1.7%

Base Period 1982-84=100

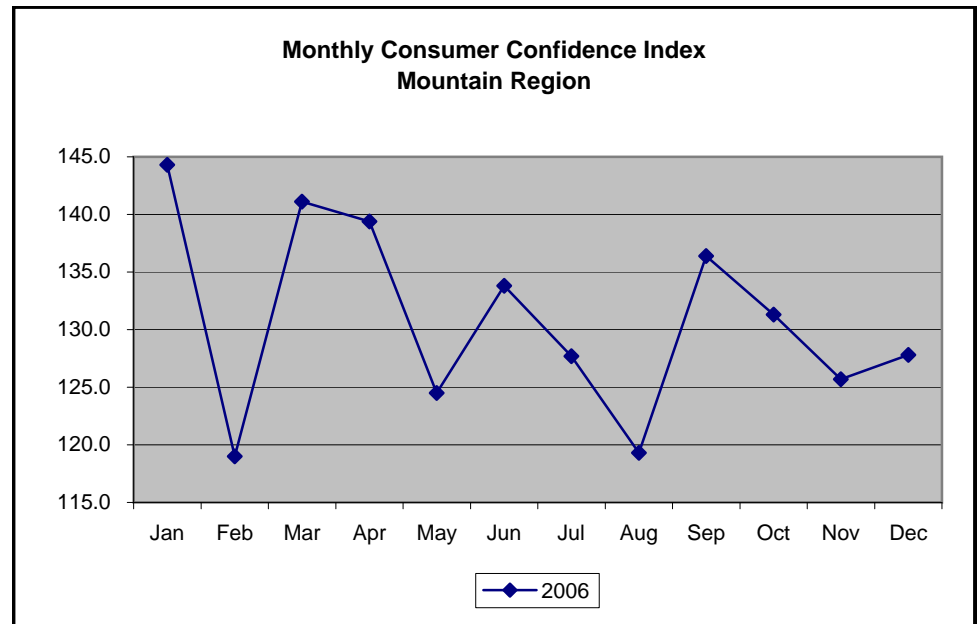
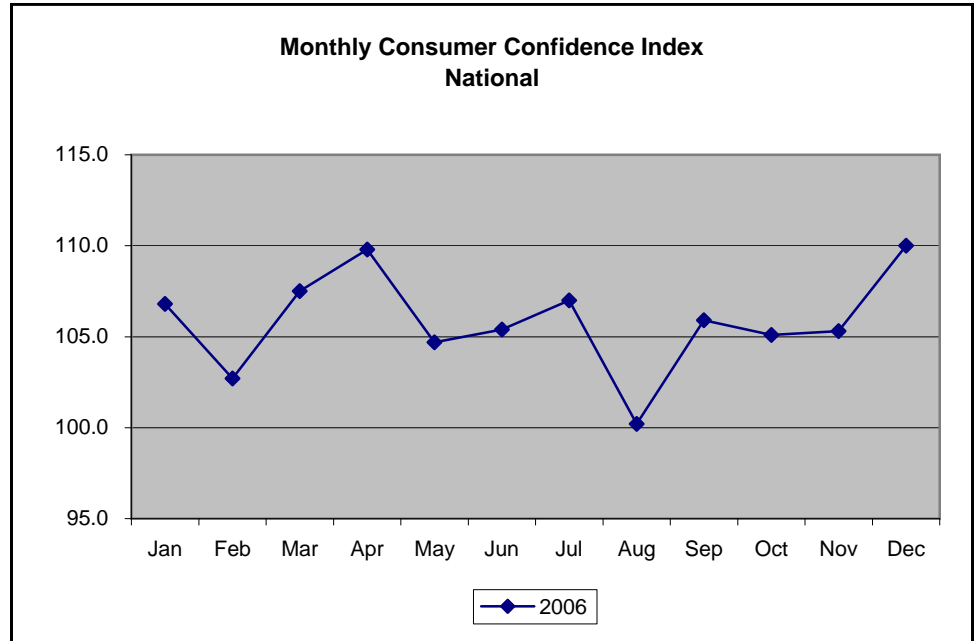
Source: Travel Industry Association of America

http://www.tiao.org/researchpubs/tpi_current_chart/html



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Conference Board Consumer Confidence Index



Source: The Conference Board

www.conference-board.org/economics/consumerconfidence.cfm

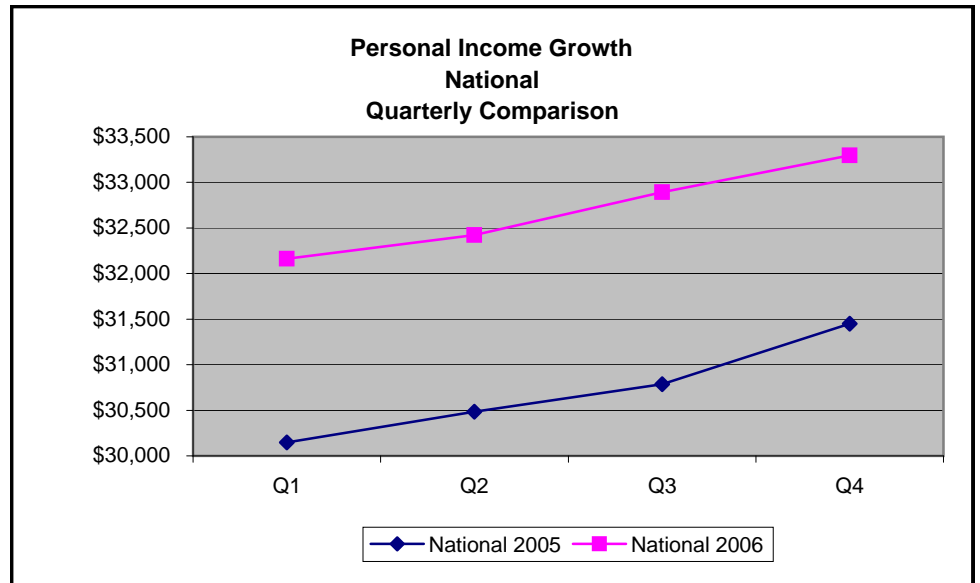
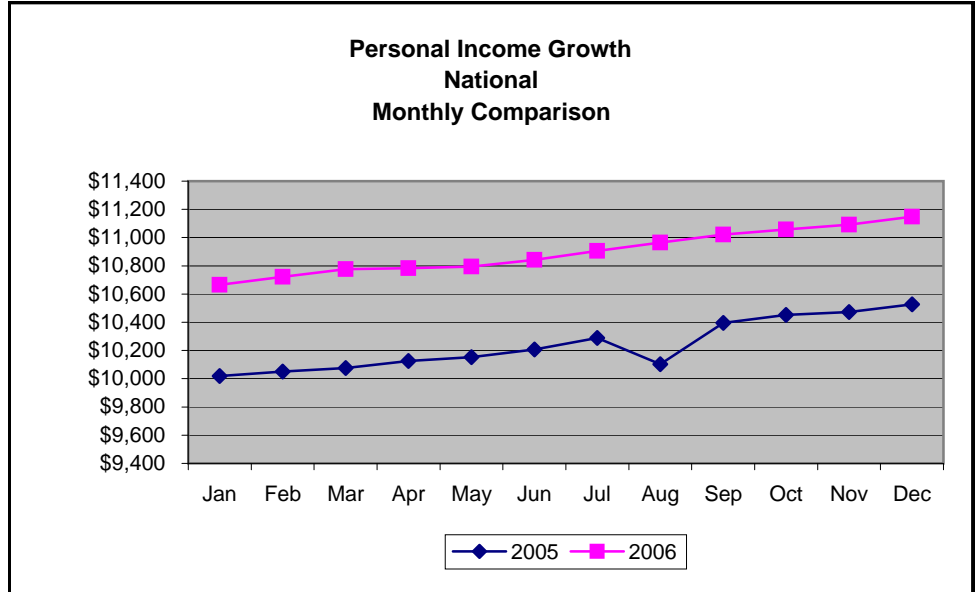
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Personal Income Growth - National (in Billions)

Month	2005	2006	% Change
October	\$104,526	\$110,574	5.8%
November	\$104,724	\$110,912	5.9%
December	\$105,261	\$111,475	5.9%
Q4 Total	\$314,511	\$332,961	5.9%
Year 2006 Totals	\$1,228,700	\$1,307,758	6.4%

Source: US Department of Commerce, Bureau of Economic Analysis

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



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Personal Income Growth - Rocky Mountain Region (In Millions)

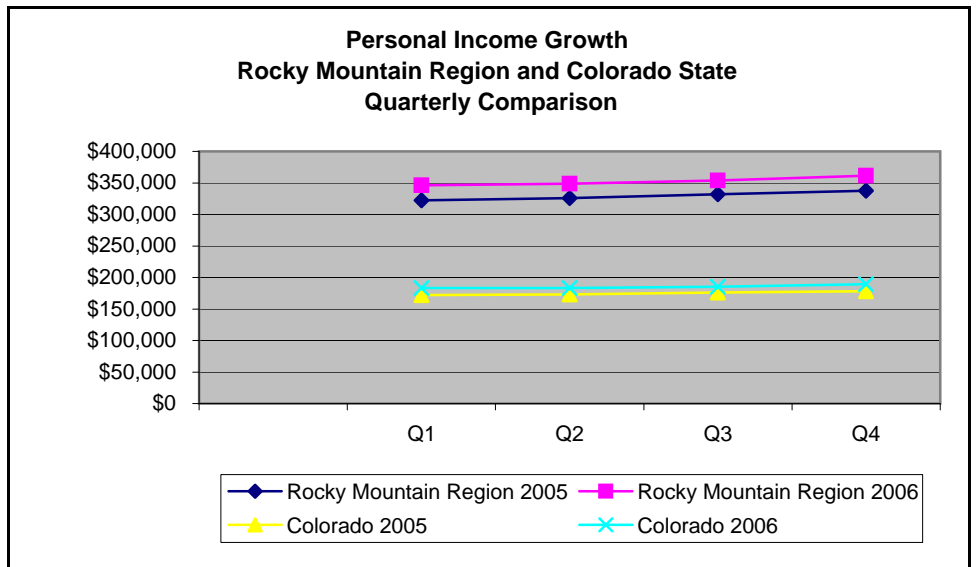
Month	2005	2006	% Change
Q4 Total	\$337,512	\$361,594	7.1%
Year 2006 Totals	\$1,317,871	\$1,410,725	7.0%

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

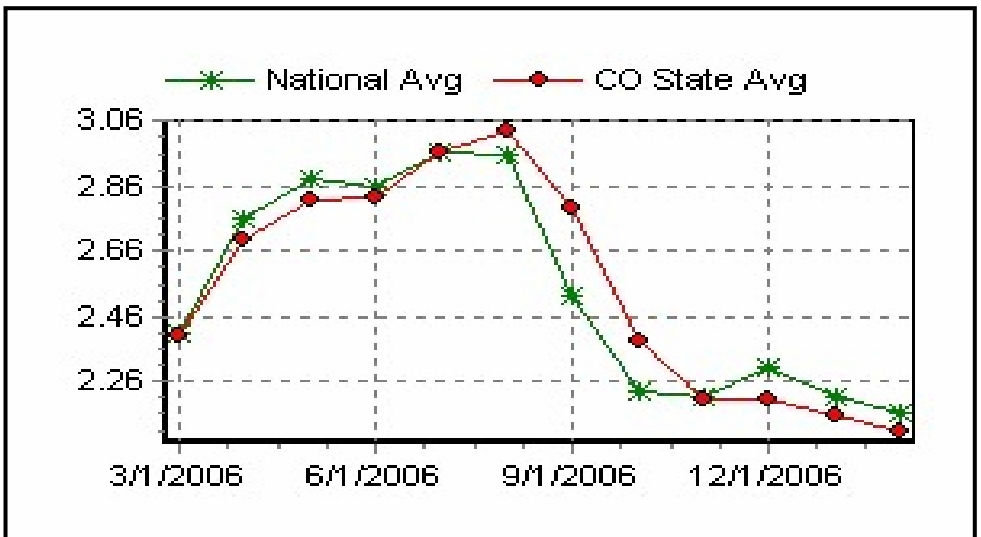
Personal Income Growth - Colorado (In Millions)

Month	2005	2006	% Change
Q4 Total	\$178,302	\$189,307	6.2%
Year 2006 Totals	\$699,472	\$740,742	5.9%

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



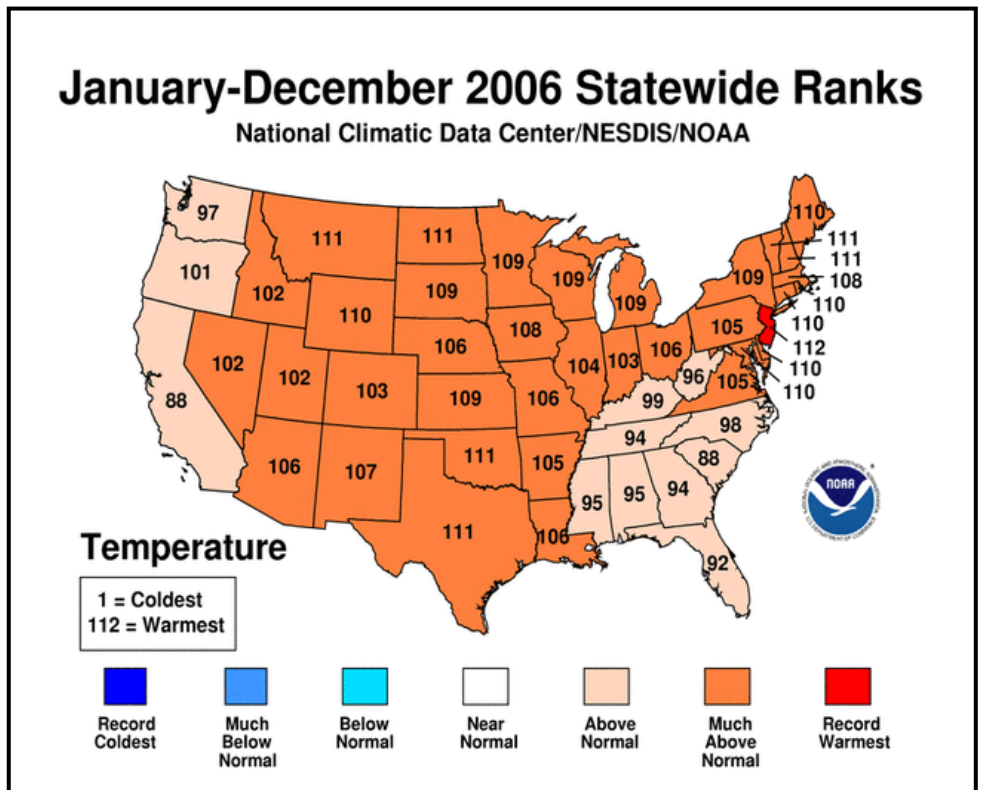
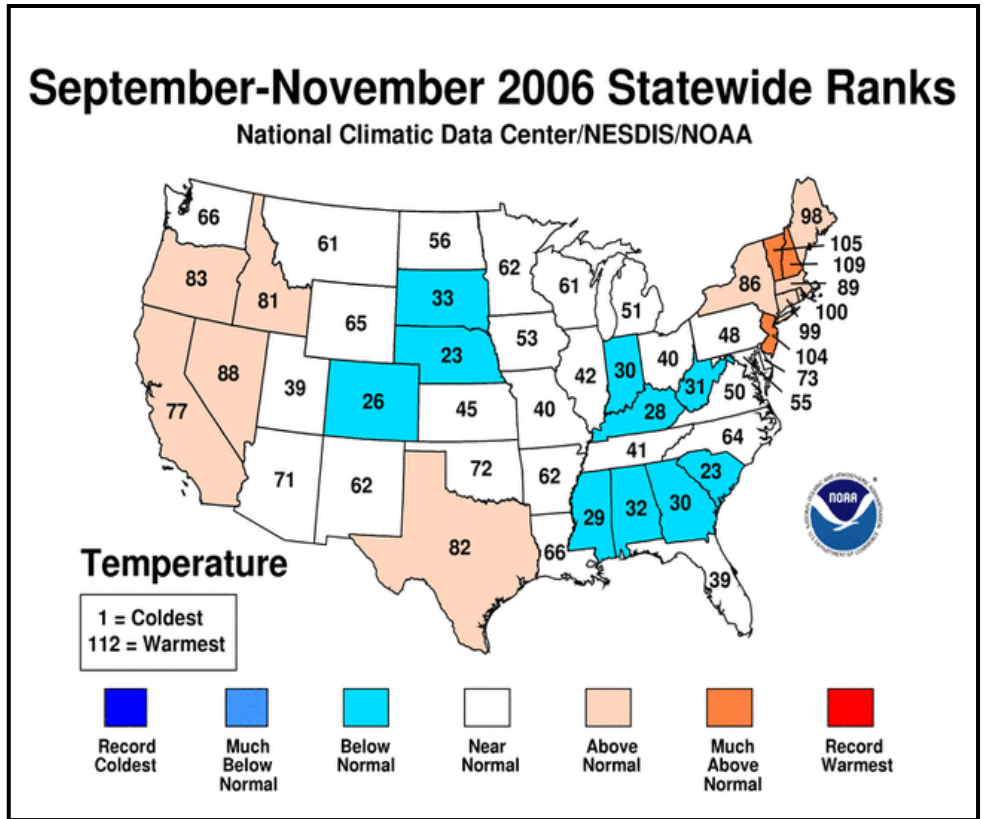
Fuel Prices: Colorado vs. National Average



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

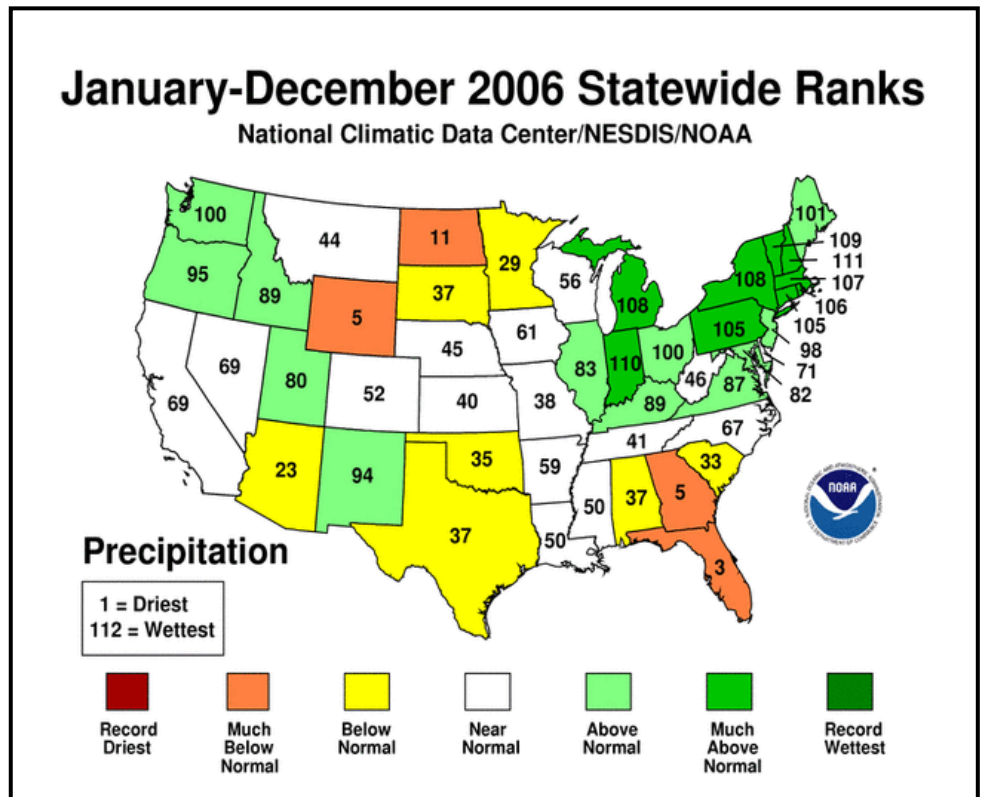
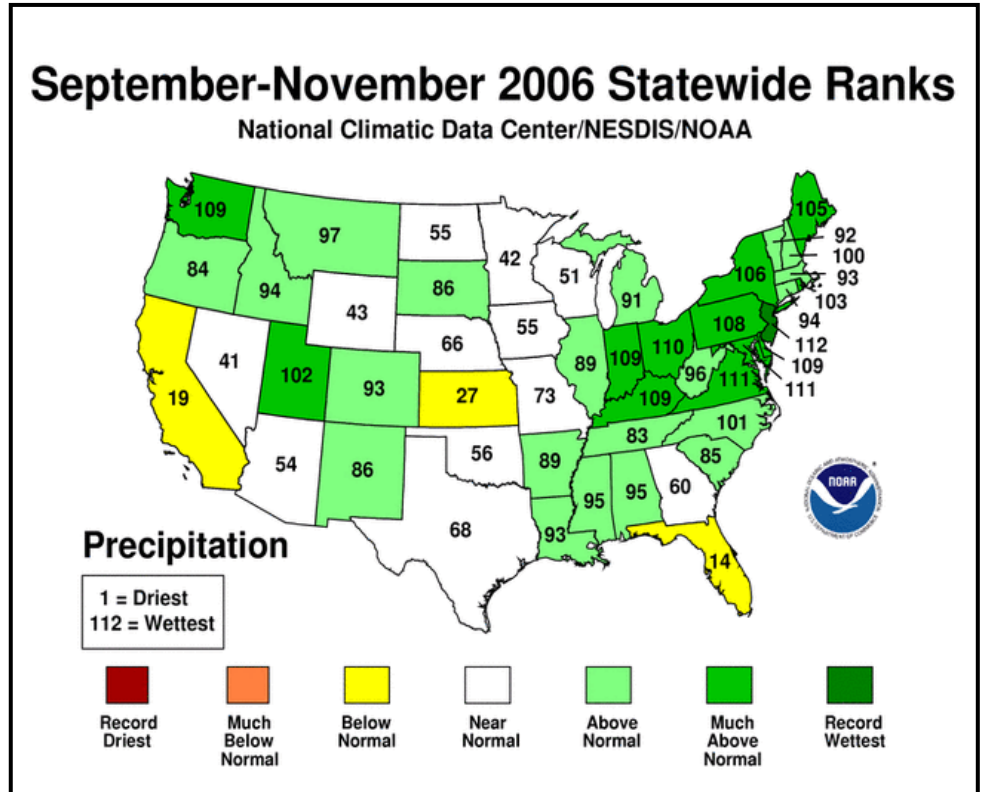
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Year-to-Date Temperature



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Year-to-Date 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 Southwest Region led all regions with strong increases in all industry sectors compared to the fourth quarter of 2005. The Southeast Region recorded significant increases in all areas except welcome center visitation. The Northwest Region recorded strong increases in all sectors, except in arts/entertainment/recreation sales and national park visitation. The Denver Metro Region recorded increases in all industry sectors, except car rental sales and state park visitation. The Northeast Region recorded increases in lodging, prepared food and beverage sales as well as welcome center visitation, but saw declines in arts/entertainment/recreation sales and state park visitation. The South Central Region recorded modest to no growth in prepared food and beverage sales, gaming tax revenue or airport passenger traffic, but saw a nice increase in lodging sales. The region was significantly down in car rental sales, arts/entertainment/recreation sales and national and state park visitation. Except for increases in lodging, prepared food and beverage, and arts/entertainment/recreation sales, the Front Range Region experienced declines in all industry sectors.

Denver Metro

Industry Sector	2005	2006	% Change
Lodging	\$198,956,000	\$243,475,000	22.4%
Prepared Food & Beverage	\$903,943,000	\$975,399,000	7.9%
Car Rental	\$94,307,000	\$87,741,000	-7.0%
Arts/Entertainment/Recreation	\$87,140,000	\$95,304,000	9.4%
State Parks	556,267	504,912	-9.2%
Airports	5,230,719	5,556,034	6.2%
Welcome Centers*	0	7,155	N/A

* Opened in September 2006.

Front Range

Industry Sector	2005	2006	% Change
Lodging	\$43,306,000	\$51,180,000	18.2%
Prepared Food & Beverage	\$254,214,000	\$279,060,000	9.8%
Car Rental	\$6,260,000	\$5,170,000	-17.4%
Arts/Entertainment/Recreation	\$36,890,000	\$39,970,000	8.3%
State Parks	218,284	196,257	-10.1%
Gaming Taxes	\$24,531,808	\$24,483,814	-0.2%
National Parks	337,791	293,130	-13.2%
Welcome Centers	13,169	12,155	-7.7%

South Central

Industry Sector	2005	2006	% Change
Lodging	\$60,580,000	\$72,146,000	19.1%
Prepared Food & Beverage	\$200,356,000	\$209,070,000	4.3%
Car Rental	\$12,558,000	\$10,493,000	-16.4%
Arts/Entertainment/Recreation	\$21,233,000	\$18,852,000	-11.2%
State Parks	122,285	112,216	-8.2%
Gaming Taxes	\$2,211,071	\$2,213,410	0.1%
National Parks	30,500	24,257	-20.5%
Airports	245,539	245,445	0.0%

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E. Colorado Tourism Regional Breakouts - Ctd

Southeast

Industry Sector	2005	2006	% Change
Lodging	\$8,034,000	\$10,031,000	24.9%
Prepared Food & Beverage	\$53,013,000	\$59,777,000	12.8%
Car Rental	\$1,064,000	\$1,580,000	48.5%
Arts/Entertainment/Recreation	\$2,284,000	\$2,506,000	9.7%
State Parks*	305,949	330,902	8.2%
National Parks	3,919	4,283	9.3%
Welcome Centers	18,959	17,319	-8.7%

*John Martin Reservoir has not yet recorded its numbers for Oct-Dec 2006

Northeast

Industry Sector	2005	2006	% Change
Lodging	\$3,523,000	\$4,058,000	15.2%
Prepared Food & Beverage	\$18,944,000	\$19,275,000	1.7%
Arts/Entertainment/Recreation	\$1,612,000	\$841,000	-47.8%
State Parks	14,851	14,496	-2.4%
Welcome Centers	78,696	79,359	0.8%

Northwest

Industry Sector	2005	2006	% Change
Lodging	\$134,480,000	\$152,539,000	13.4%
Prepared Food & Beverage	\$174,401,000	\$210,868,000	20.9%
Car Rental	\$6,881,000	\$7,206,000	4.7%
Arts/Entertainment/Recreation	\$27,259,000	\$20,877,000	-23.4%
State Parks	115,262	125,344	8.7%
National Parks	104,259	99,398	-4.7%
Airports	142,271,000	145,522,000	2.3%
Welcome Centers	51,826	54,198	4.6%

Southwest

Industry Sector	2005	2006	% Change
Lodging	\$24,307,000	\$28,760,000	18.3%
Prepared Food & Beverage	\$54,237,365	\$60,617,000	11.8%
Car Rental	\$6,544,000	\$7,251,000	10.8%
Arts/Entertainment/Recreation	\$5,181,000	\$7,327,000	41.4%
State Parks	58,495	63,785	9.0%
National Parks	172,703	197,172	14.2%
Welcome Centers	6,365	7,654	20.3%

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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The Center for Travel and Tourism
University of Denver
2044 East Evans Avenue
Denver, Colorado 80208
Phone: 303.871.4407
www.daniels.du.edu/ctt

Disclaimer

Information and data appearing in the Quarterly Colorado Travel and 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.