

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
First Quarter 2007

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Introduction

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.

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

The first quarter of 2007 recorded strong growth over 2006 in retail sales. Lodging sales experienced a 12.1 percent average increase for the quarter with hotel occupancy up 1.7 percent, average room rate up 9.5 percent and revenue per available room recording an 11.5 percent increase. Arts/Entertainment/Recreation sales also recorded a double digit average of 11.5 percent. Prepared food and beverage and car rental sales did very well with both recording 8.1 percent increases. After a slow January, gaming recovered to post an average quarterly increase of 3.8 percent. Motor fuel consumption recorded a slight average increase of .5 percent for the quarter.

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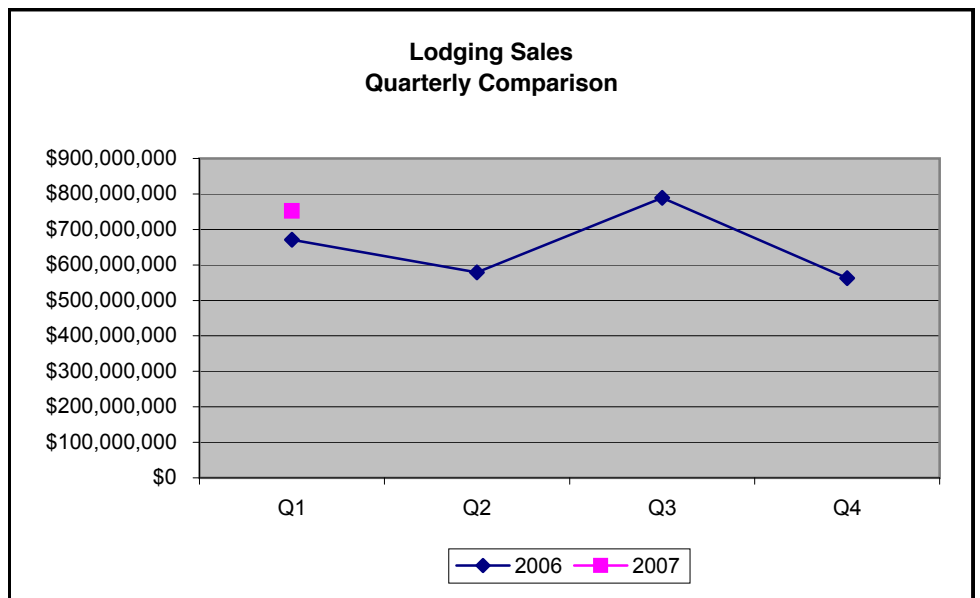
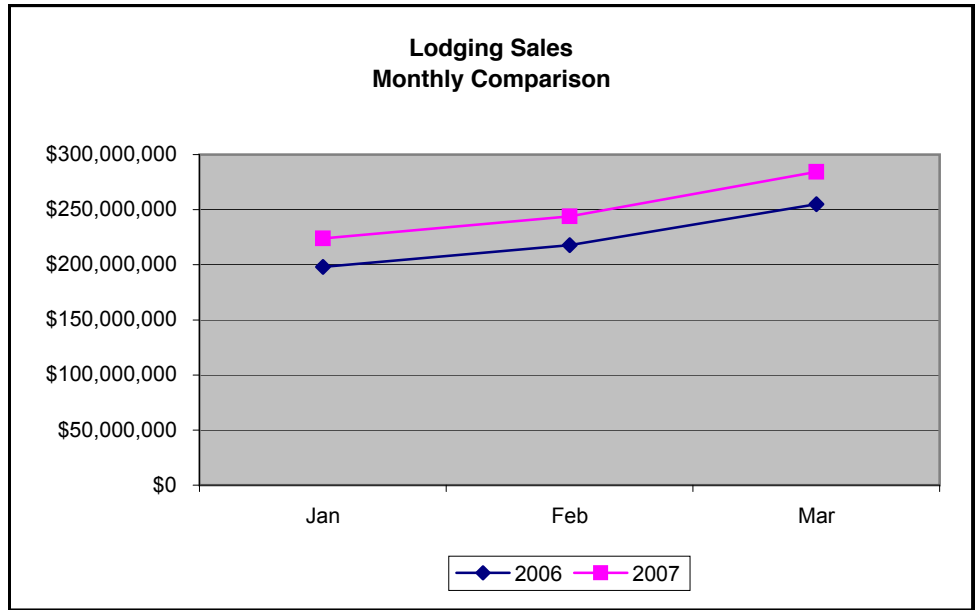
Lodging Sales

Month	2006	2007	% Change
January	\$198,156,000	\$223,782,000	12.9%
February	\$217,676,000	\$243,932,000	12.1%
March	\$255,120,000	\$284,194,000	11.4%
Q1 Total	\$670,952,000	\$751,908,000	12.1%
Index*	130.5	146.3	12.1%
YTD Totals	\$670,952,000	\$751,908,000	12.1%

* 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	2006	2007	% Change
January	55.7%	56.8%	2.0%
February	61.2%	61.9%	1.1%
March	65.4%	66.7%	2.0%
Q1 Avg.	60.8%	61.8%	1.7%
YTD Average	60.8%	61.8%	1.7%

Source: Rocky Mountain Lodging Report

Average Room Rate

Month	2006	2007	% Change
January	\$120.68	\$135.14	12.0%
February	\$130.84	\$142.39	8.8%
March	\$129.82	\$140.18	8.0%
Q1 Avg.	\$127.11	\$139.24	9.5%
YTD Average	\$127.11	\$139.24	9.5%

Source: Rocky Mountain Lodging Report

Revenue Per Available Room

Month	2006	2007	% Change
January	\$67.22	\$76.72	14.1%
February	\$80.05	\$88.10	10.1%
March	\$84.91	\$93.45	10.1%
Q1 Avg.	\$77.39	\$86.09	11.2%
YTD Average	\$77.39	\$86.09	11.2%

Source: Rocky Mountain Lodging Report

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Prepared Food and Beverage Sales

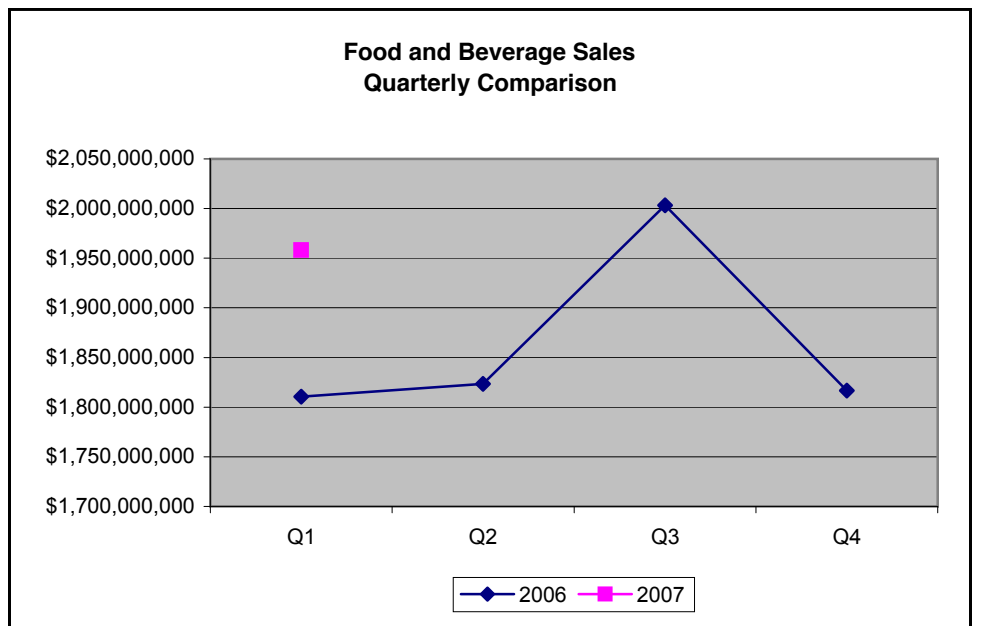
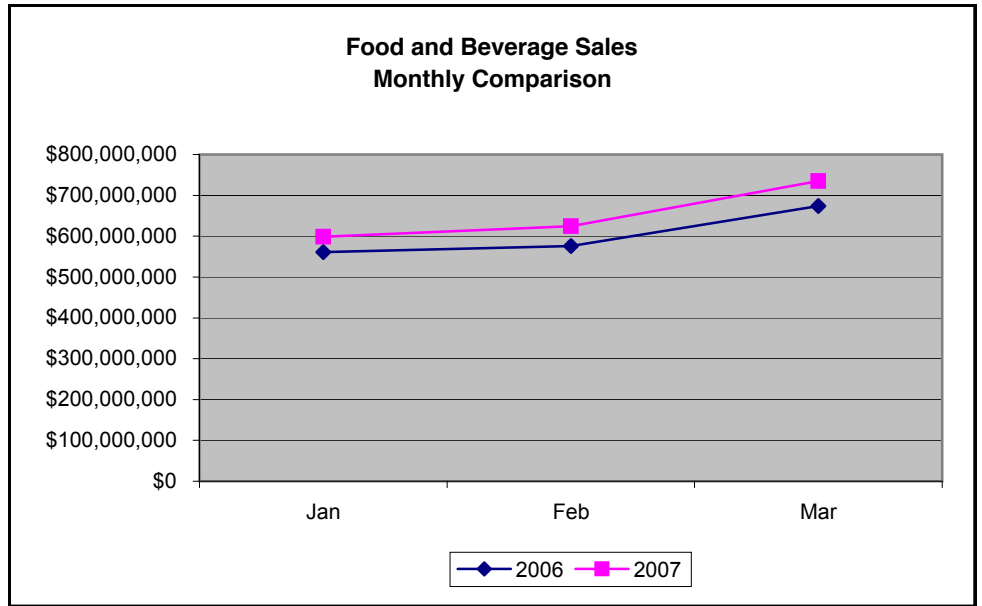
Month	2006	2007	% Change
January	\$560,882,000	\$598,553,000	6.7%
February	\$575,862,000	\$624,295,000	8.4%
March	\$673,931,000	\$735,301,000	9.1%
Q1 Totals	\$1,810,675,000	\$1,958,149,000	8.1%
Index*	131.6	142.3	8.1%
YTD Totals	\$1,810,675,000	\$1,958,149,000	8.1%

(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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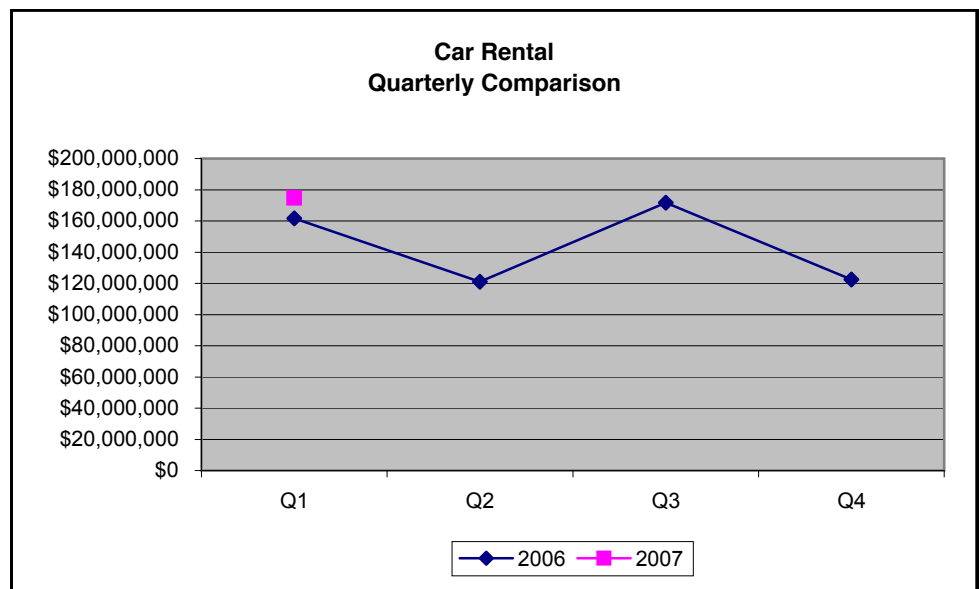
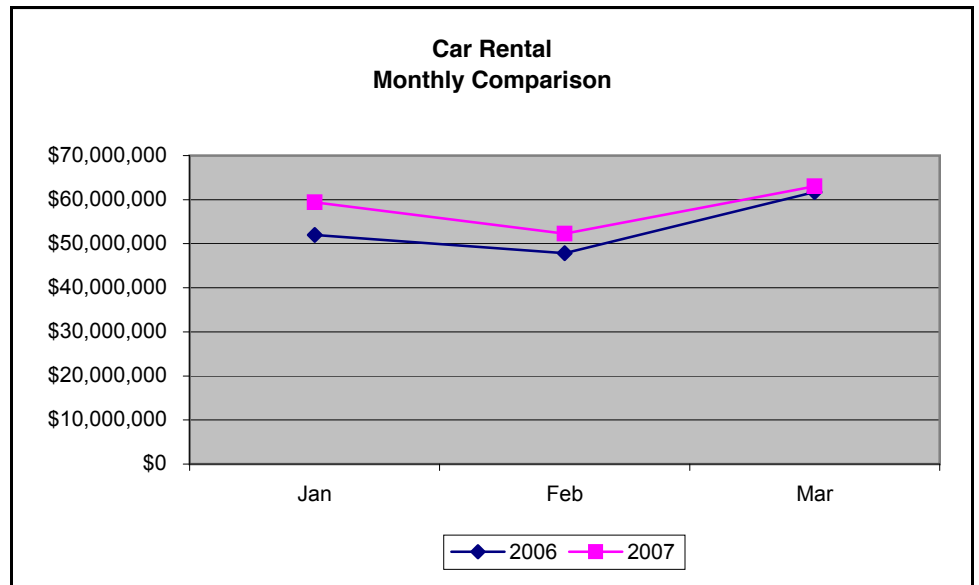
Car Rental Sales

Month	2006	2007	% Change
January	\$52,017,000	\$59,370,000	14.1%
February	\$47,845,000	\$52,275,000	9.3%
March	\$61,733,000	\$63,047,000	2.1%
Q1 Totals	\$161,595,000	\$174,692,000	8.1%
Index*	160.4	173.4	8.1%
YTD Totals	\$161,595,000	\$174,692,000	8.1%

*Base Period 2000=100

Source: Colorado Department of Revenue

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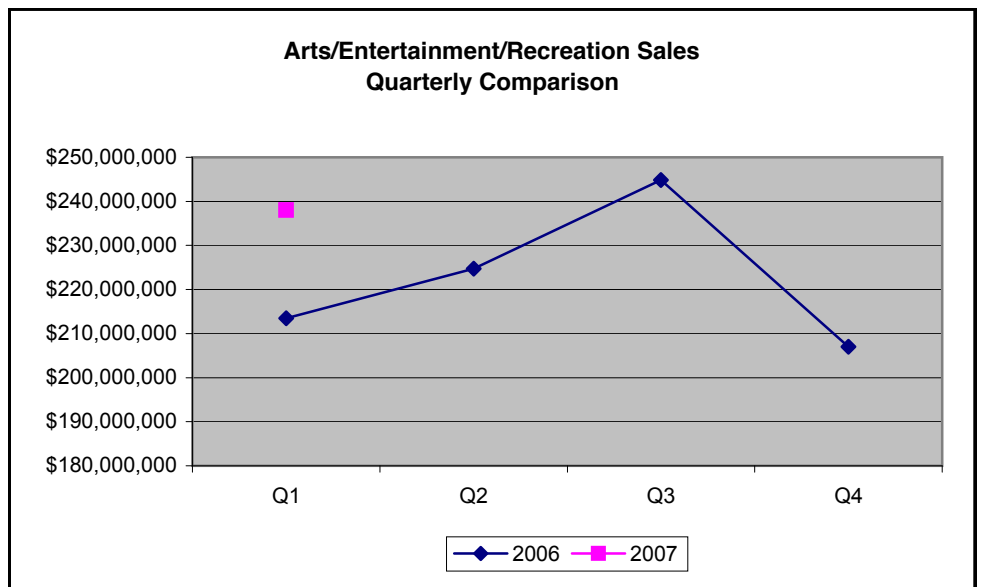
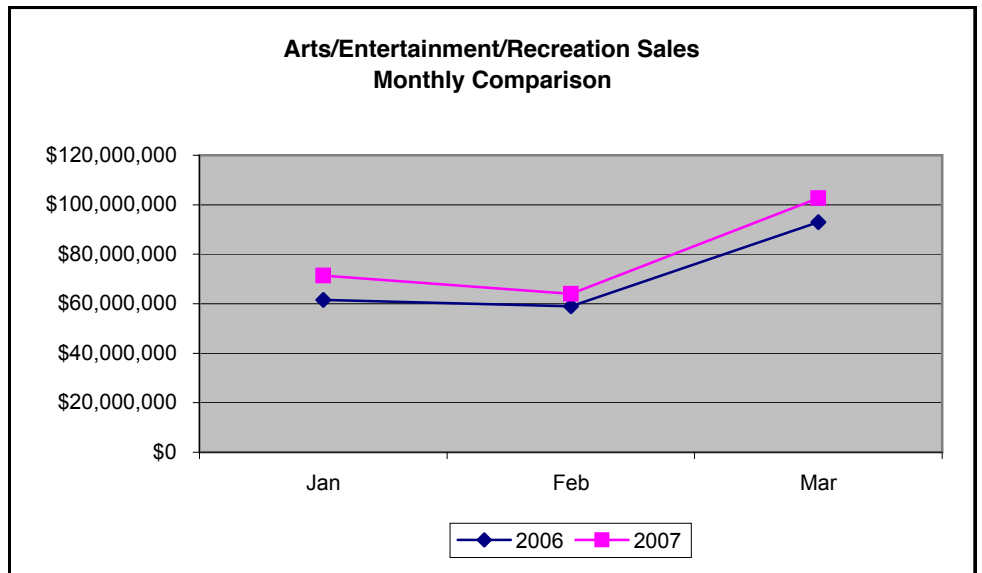
Arts/Entertainment/Recreation Sales

Month	2006	2007	% Change
January	\$61,588,000	\$71,433,000	16.0%
February	\$58,937,000	\$63,954,000	8.5%
March	\$92,971,000	\$102,663,000	10.4%
Q1 Totals	\$213,496,000	\$238,050,000	11.5%
Index*	189.7	211.5	11.5%
YTD Totals	\$213,496,000	\$238,050,000	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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Gaming Taxes

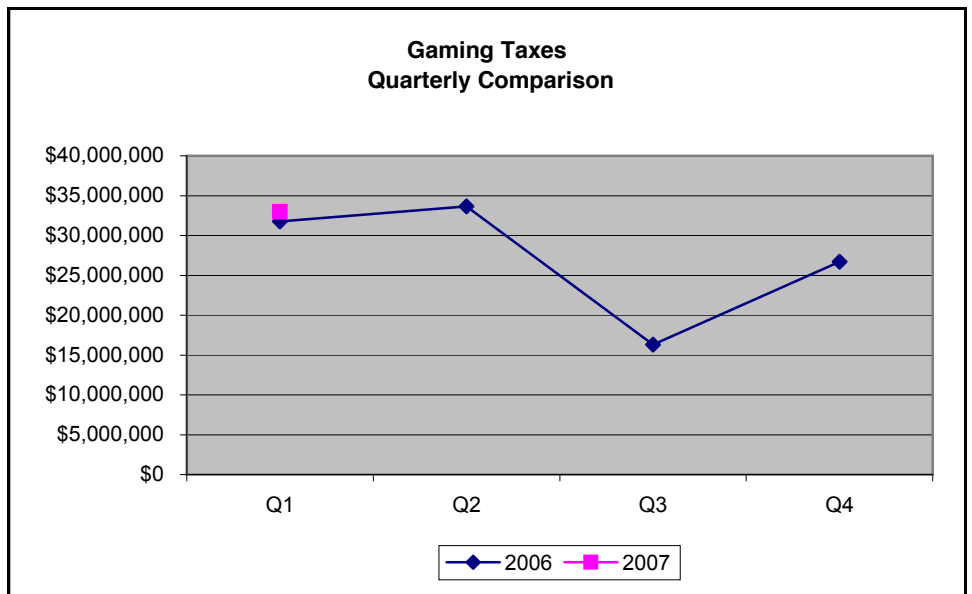
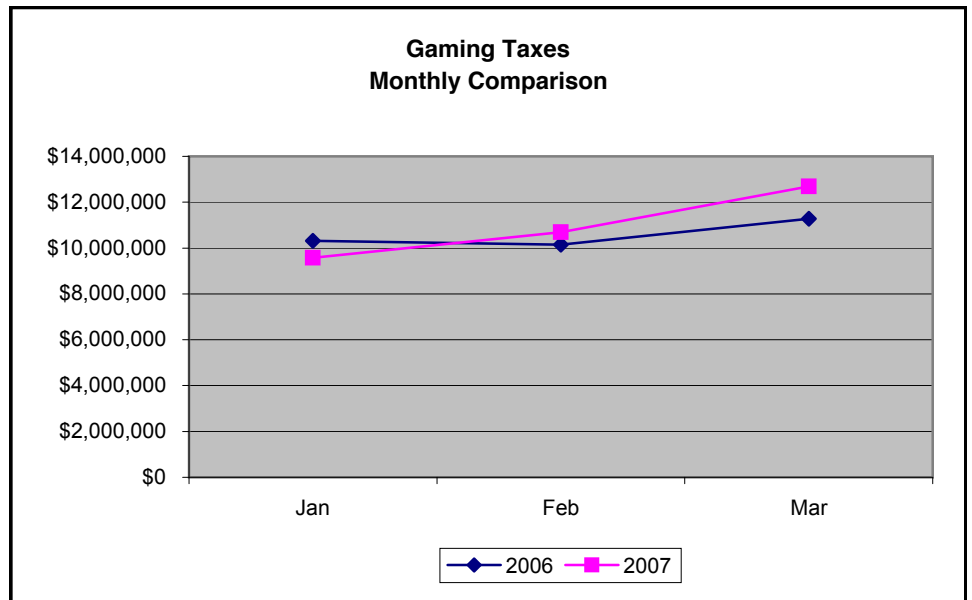
Gaming taxes are graduated starting at a low of .25 percent at the beginning of the fiscal year (July) and increasing with gaming revenue volume to a maximum of 20 percent.

Month	2006	2007	% Change
January	\$10,319,119	\$9,581,530	-7.1%
February	\$10,153,391	\$10,697,585	5.4%
March	\$11,275,911	\$12,686,076	12.5%
Q1 Totals	\$31,748,421	\$32,965,191	3.8%
Index*	138.2	143.5	3.8%
YTD Totals	\$31,748,421	\$32,965,191	3.8%

*Base Period 2000=100

Source: Colorado Department of Revenue

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



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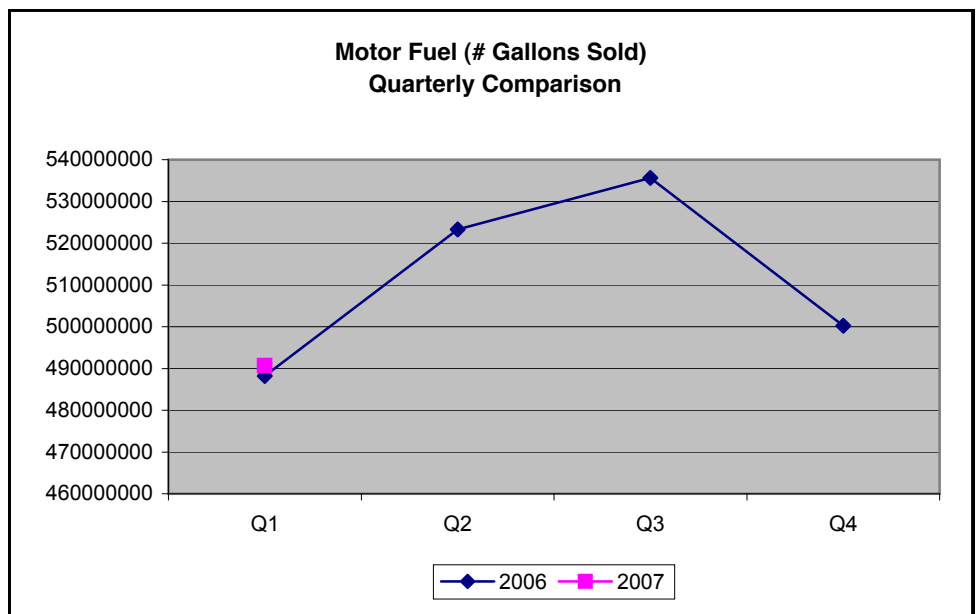
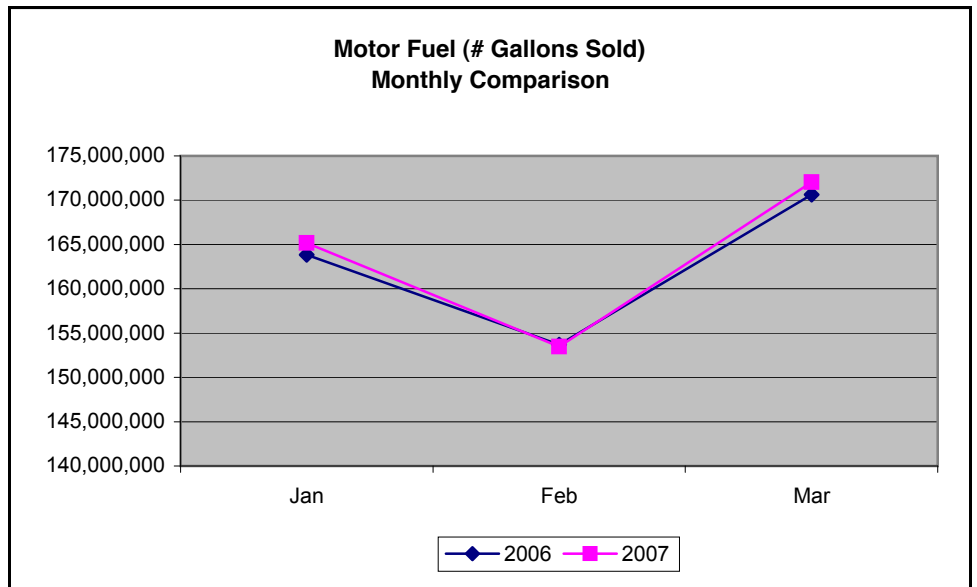
Motor Fuel Sales (# of Gallons Sold)

Month	2006	2007	% Change
January	163,841,018	165,160,368	0.8%
February	153,703,249	153,486,590	-0.1%
March	170,620,281	172,028,667	0.8%
Q1 Totals	488,164,548	490,675,625	0.5%
Index*	105.3	105.9	0.5%
YTD Totals	488,164,548	490,675,625	0.5%

*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 during the first quarter of 2007 was generally positive led by National Park visitation (17.7%), air passenger traffic (3.6%), and skier visits. National Park visitation posted a 47.4 percent increase in March as a result of strong visitation at the Black Canyon of the Gunnison NP, Colorado National Monument and Curecanti National Recreation Area. Skier visits are presented as reported by Colorado Ski Country USA which is for the entire 2006-2007 ski season. Colorado ski resorts hosted 12.6 million skier visits which was a record. Destination Resorts and Gems/Front Range Resorts posted increases while Front Range Destination Resorts recorded a decline. International air passenger traffic was up 10.4 percent over the same period last year with domestic traffic increasing 4.1 percent. The much above normal precipitation, and below normal temperatures recorded during the first quarter is being credited for the decline in State Parks visitation (-11.8%) and Welcome Center visitation (-5.9%). Appearing for the first time in the Travel and Tourism Indicator is attendance at statewide attractions. Sixty five attractions reported for the quarter with 23 reporting being closed for the period and one being closed in January. Comparative data will become available in 2008.

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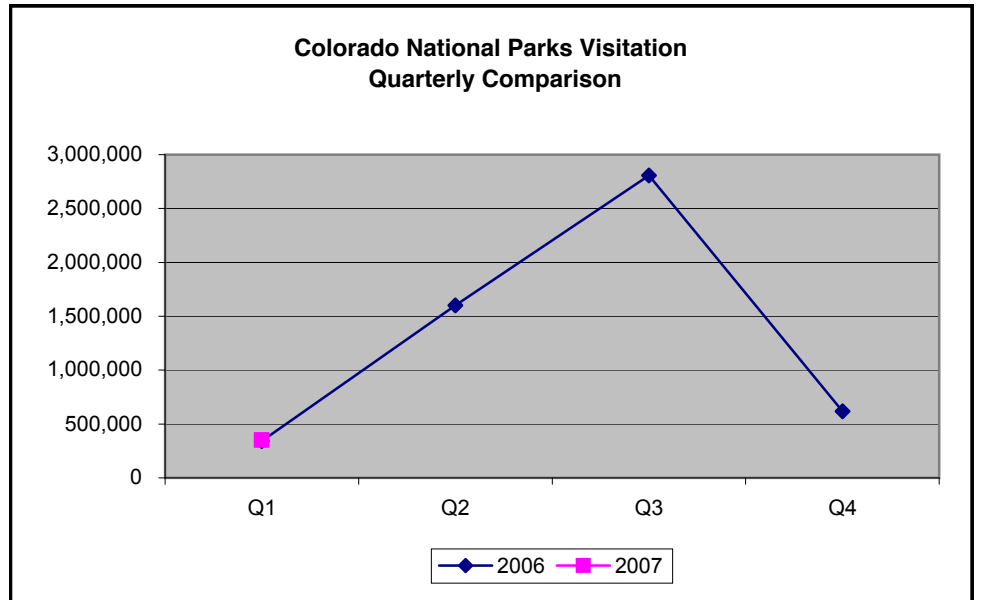
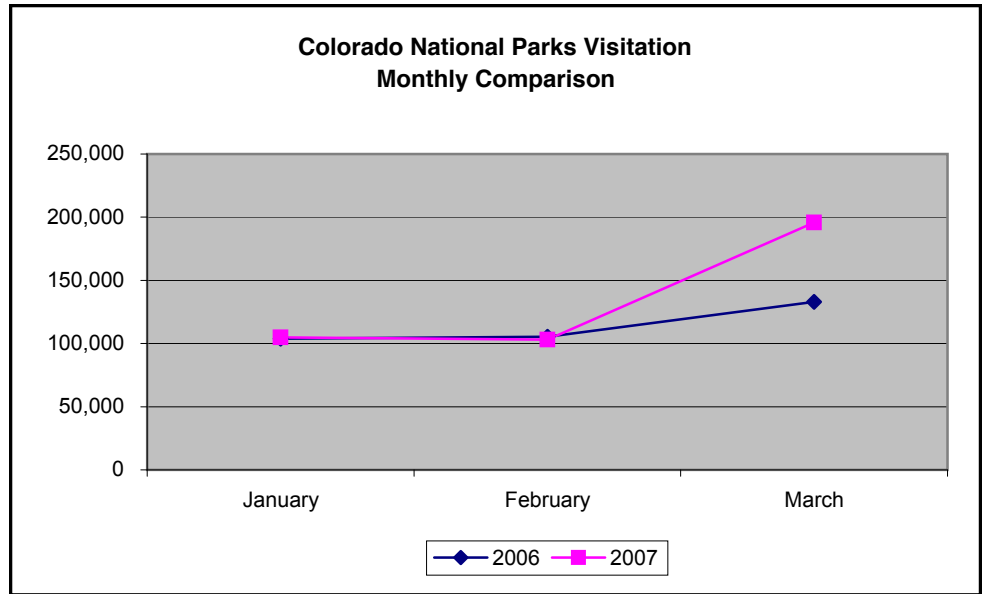
Colorado National Parks Visitation

Month	2006	2007	% Change
January	103,936	104,813	0.8%
February	105,247	103,113	-2.0%
March	132,890	195,866	47.4%
Q1 Totals	342,073	403,792	18.0%
Index*	86.1	101.6	18.0%
YTD Totals	342,073	403,792	18.0%

* Base Period 2000=100

Source: National Park Service

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



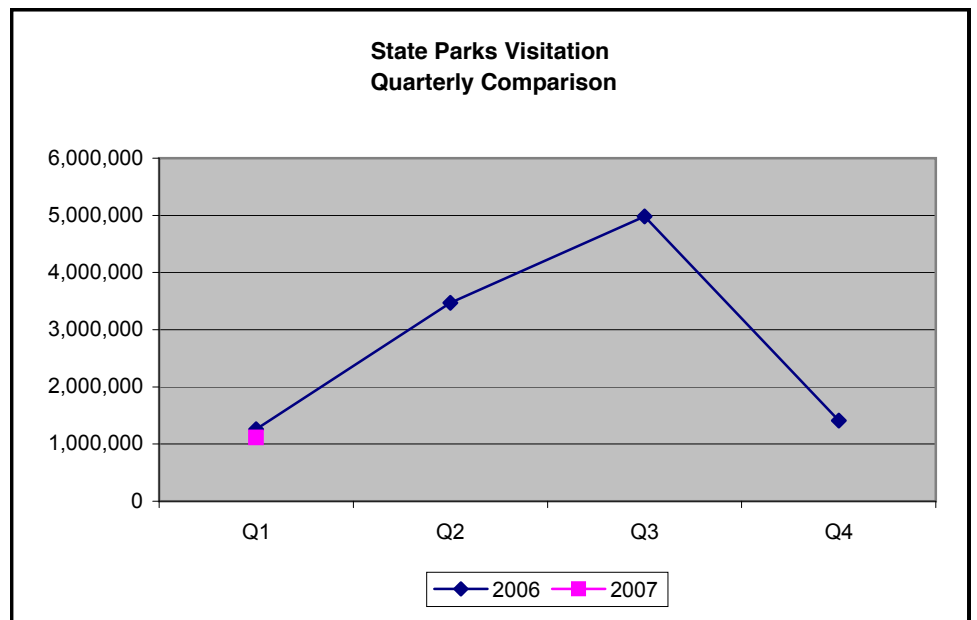
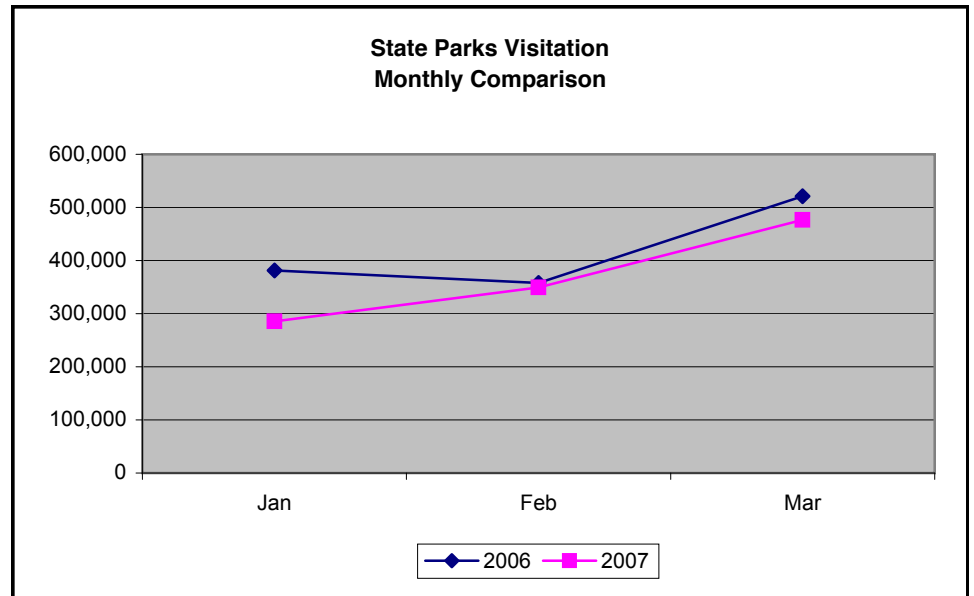
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State Parks Visitation

Month	2006	2007	% Change
January	381,171	285,324	-25.1%
February	357,546	349,172	-2.3%
March	521,069	476,805	-8.5%
Q1 Totals	1,259,786	1,111,301	-11.8%
Index*	114.6	101.1	-11.8%
YTD Totals	1,259,786	1,111,301	-11.8%

* Base Period 2000=100

Source: Colorado Division of State Parks



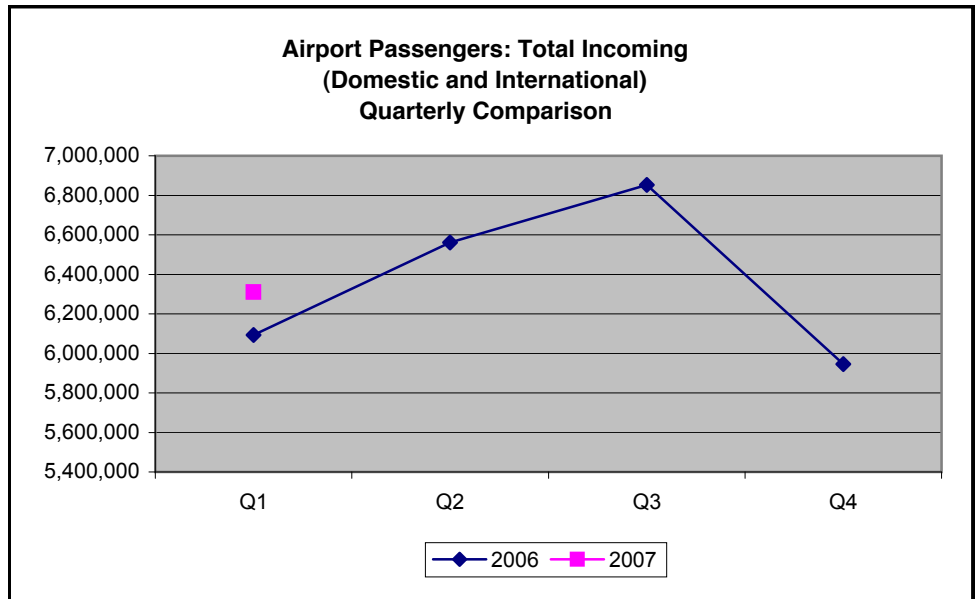
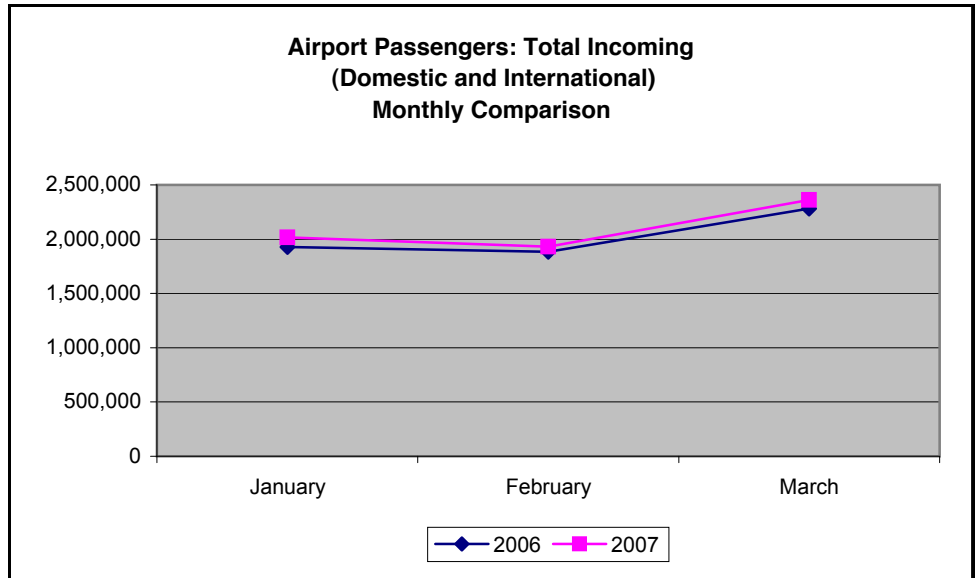
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Airport Passengers - Total Incoming (Domestic & International)

Month	2006	2007	% Change
January	1,927,138	2,015,047	4.6%
February	1,883,744	1,932,253	2.6%
March	2,281,638	2,362,227	3.5%
Q1 Totals	6,092,520	6,309,527	3.6%
Index*	109.8	113.8	3.6%
YTD Totals	6,092,520	6,309,527	3.6%

*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.



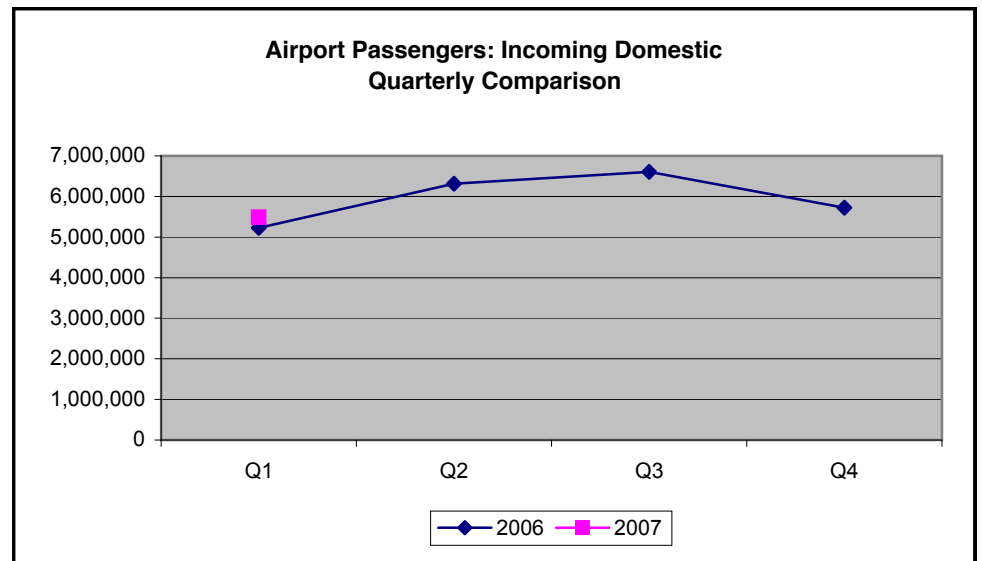
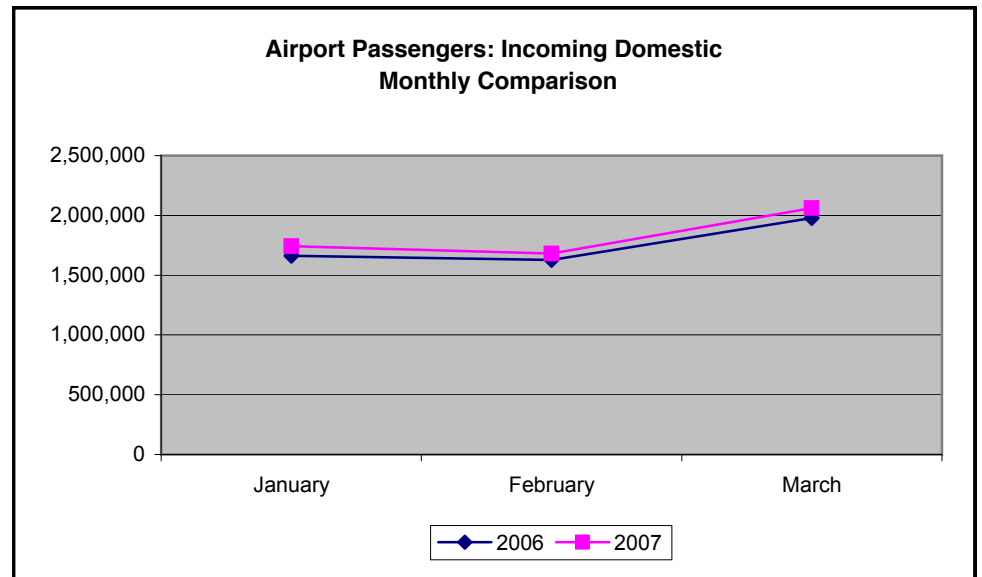
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Airport Passengers - Incoming Domestic

Month	2006	2007	% Change
January	1,661,978	1,743,085	4.9%
February	1,627,745	1,679,681	3.2%
March	1,976,790	2,062,178	4.3%
Q1 Totals	5,266,513	5,484,944	4.1%
Index*	102.5	106.8	4.1%
YTD Totals	5,266,513	5,484,944	4.1%

*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.



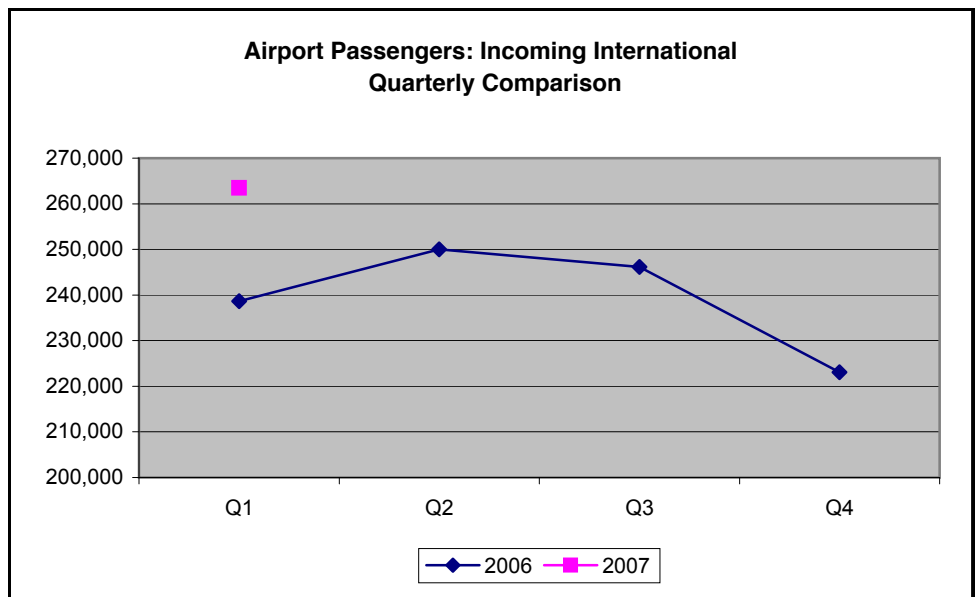
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Airport Passengers - Incoming International

Month	2006	2007	% Change
January	75,274	86,234	14.6%
February	74,011	80,828	9.2%
March	89,339	96,431	7.9%
Q1 Totals	238,624	263,493	10.4%
Index*	221.7	244.8	10.4%
YTD Totals	238,624	263,493	10.4%

*Base Period 2000=100

Sources: Denver International Airport



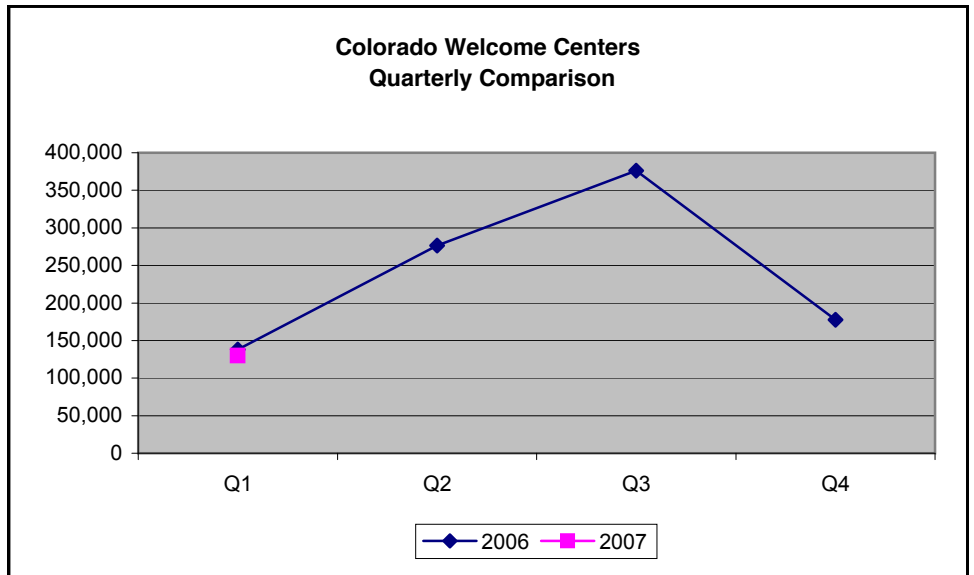
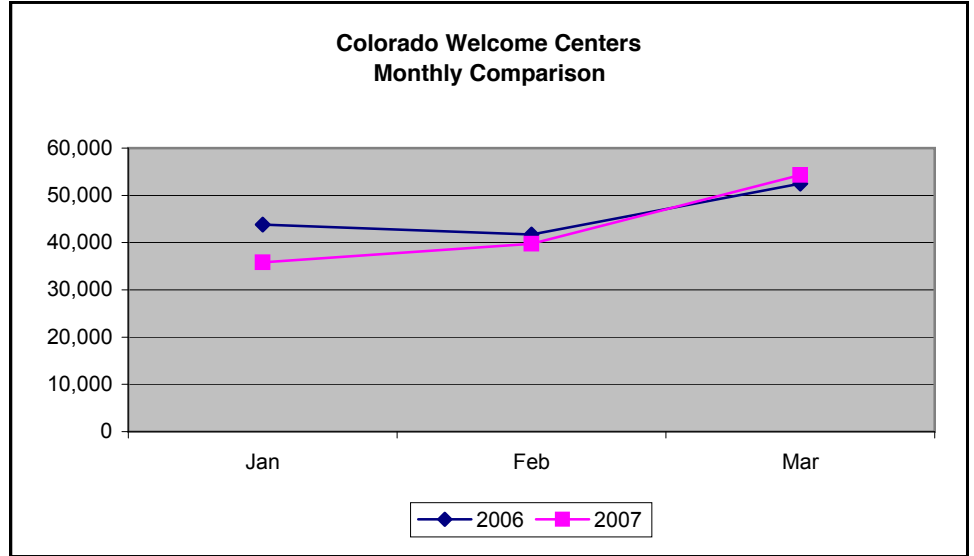
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Colorado Welcome Centers

Month	2006	2007	% Change
January	43,810	35,813	-18.3%
February	41,706	39,737	-4.7%
March	52,464	54,290	3.5%
Q1 Totals	137,980	129,840	-5.9%
Index*	103.8	97.7	-5.9%
YTD Totals	137,980	129,840	-5.9%

* Base Period 2000=100

Source: Colorado Tourism Office



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Attraction Attendance*

Month	2006	2007	% Change
January	n/a	212,404	n/a
February	n/a	298,037	n/a
March	n/a	494,123	n/a
Total	n/a	1,004,564	n/a

Source: 65 Colorado Attractions in 7 regions reporting individually.

*23 Attractions were closed 1st quarter 2007, 1 closed in January only.

Skier Visits

October 13, 2006 through June 3, 2007

Resort Category	2005-06	2006-07	% Change
Destination Resorts	3,723,898	3,808,225	2.26%
Front Range Destination Resorts	7,473,578	7,373,588	-1.34%
Gems/Front Range Resorts	1,335,632	1,379,408	3.28%
Total	12,533,108	12,561,221	0.22%

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. Skier visits from previous years can be found at www.media-coloradoski.com.

C. Pre-Visit Interest in Colorado

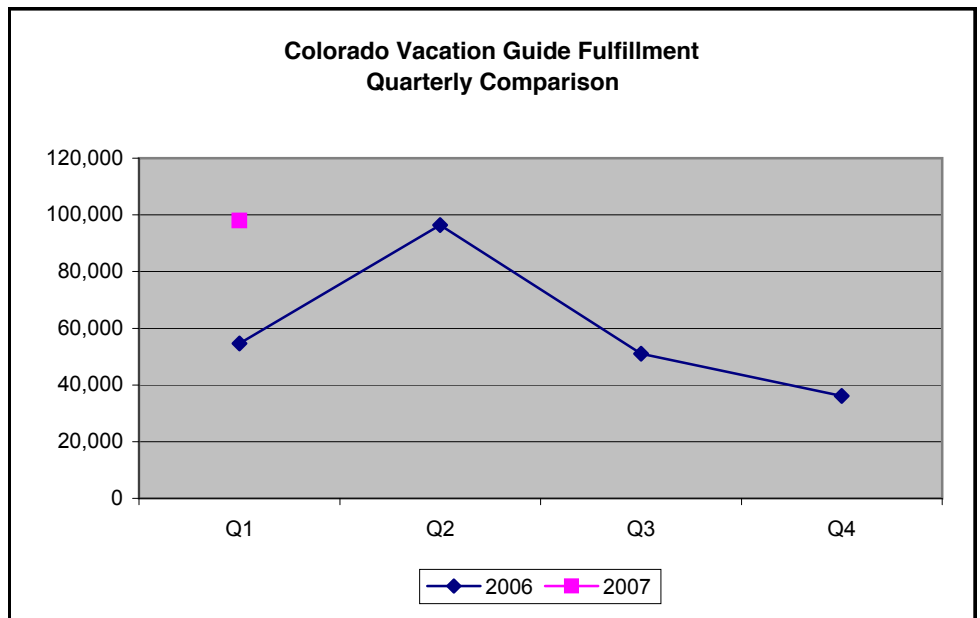
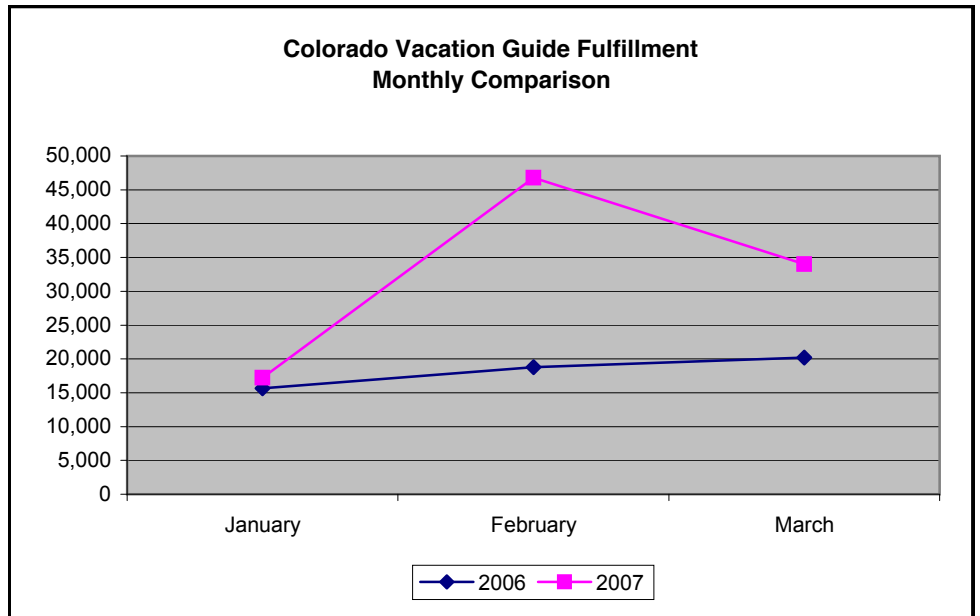
Compared to the first quarter of 2006, the same period in 2007 experienced substantial growth in Colorado Vacation Guide Fulfillment (79.4%) and Colorado.com website sessions (25.8%). During February, guide fulfillment posted a 148.8 percent increase as a result of a major advertising expenditure. The impact of increased advertising expenditures is being credited for the increases.

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Colorado Vacation Guide Fulfillment

Month	2006	2007	% Change
January	15,657	17,214	9.9%
February	18,797	46,761	148.8%
March	20,177	34,021	68.6%
Q1 Total	54,631	97,996	79.4%
YTD	54,631	97,996	79.4%

Source: Colorado Tourism Office/Weaver Multimedia Group

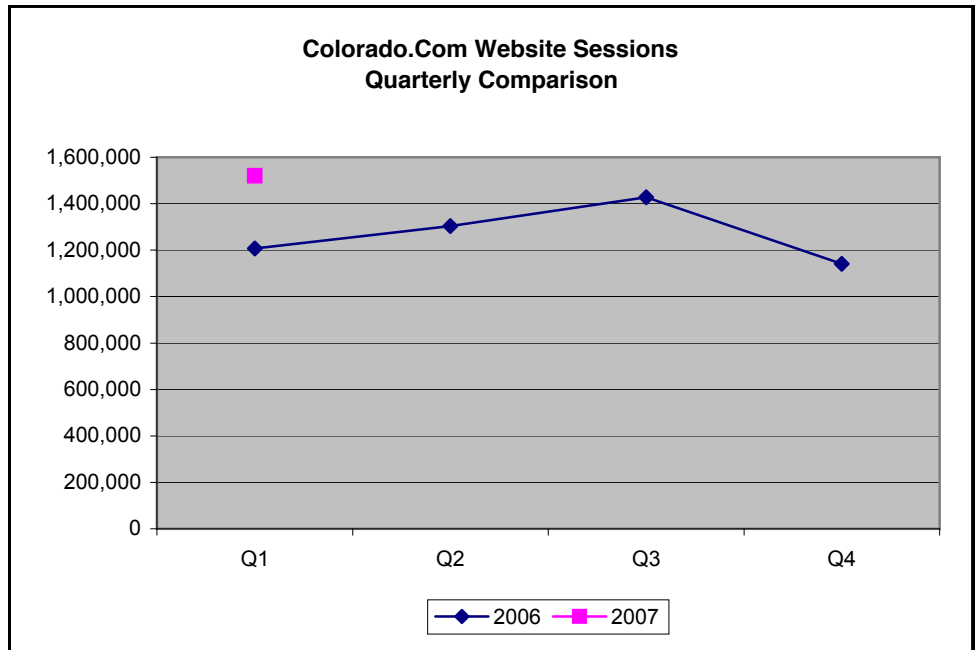
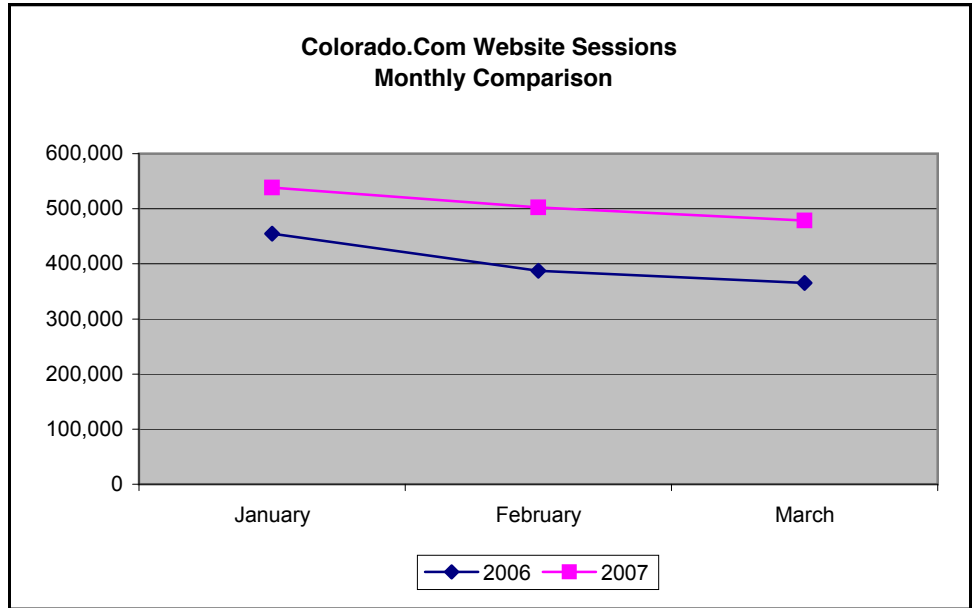


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Colorado.Com Website Sessions

Month	2006	2007	% Change
January	454,896	538,548	18.4%
February	387,464	502,388	29.7%
March	365,401	478,526	31.0%
Q1 Total	1,207,761	1,519,462	25.8%
YTD	1,207,761	1,519,462	25.8%

Source: Colorado Tourism Office/Weaver Multimedia Group



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D. Tourism Environment

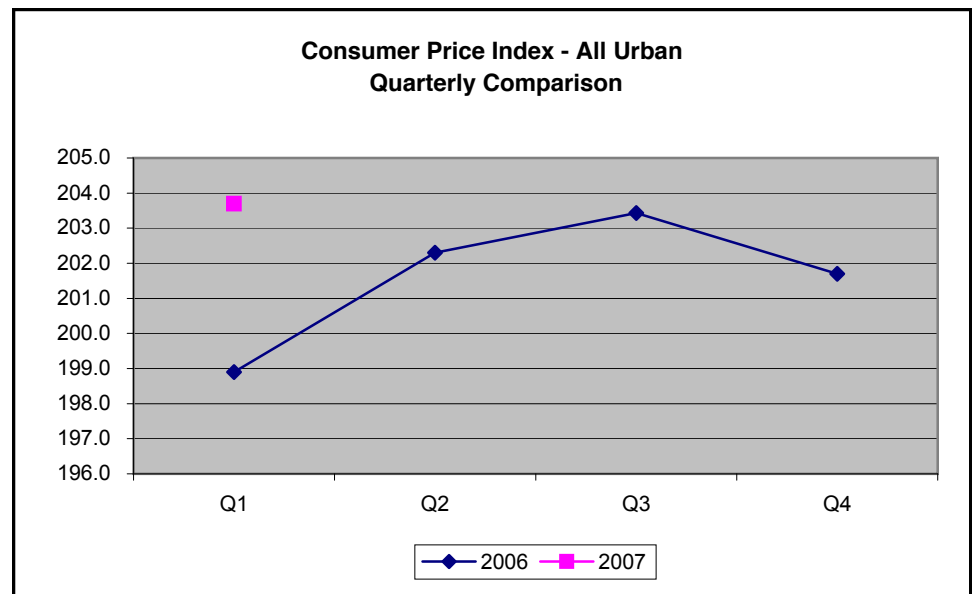
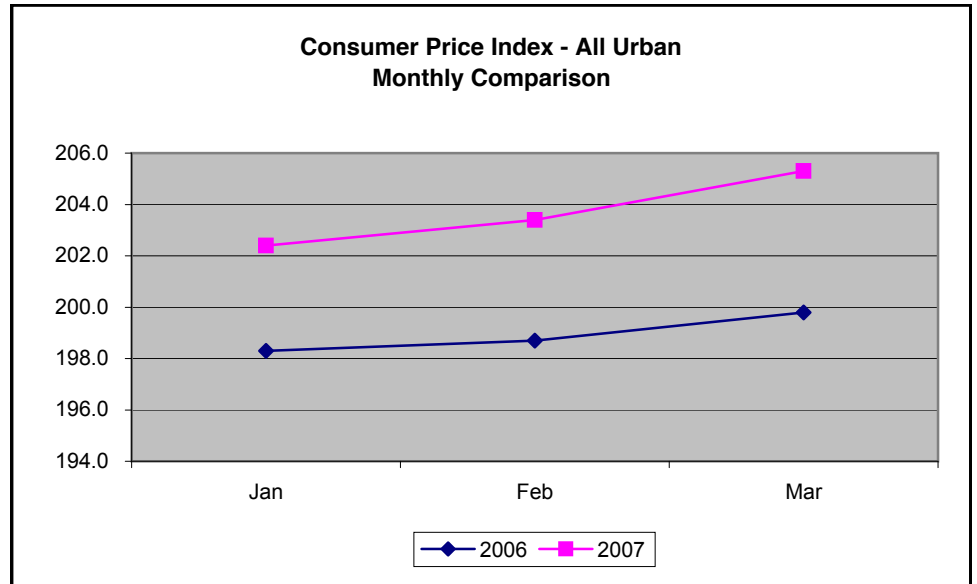
The national, regional and local tourism performance during the first quarter of 2007 continued to record growth as compared to the same period in 2006. The Consumer Price Index (CPI) for All Urban areas recorded an increase of 2.4 percent with the Urban West CPI growing 3.1 percent. Travel Price Index (TPI) recorded a quarterly increase of 2.7 percent. The Conference Board Consumer Confidence Index which increased in both January and February, to a five and a half year high, retreated in March. Personal income growth in the U.S. grew 5.5 percent for the quarter with the Rocky Mountain Region and Colorado recording increases of 6.5 percent and 5.2 percent respectively. According to the AAA Fuel Gauge Report, fuel prices in Colorado were slightly below to even with the national average for the quarter. Colorado recorded below normal temperatures for the December 2006 through February 2007 period with much above normal precipitation.

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Consumer Price Index - All Urban

Month	2006	2007	% Change
January	198.3	202.4	2.1%
February	198.7	203.4	2.4%
March	199.8	205.3	2.8%
Q1 Avg.	198.9	203.7	2.4%

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



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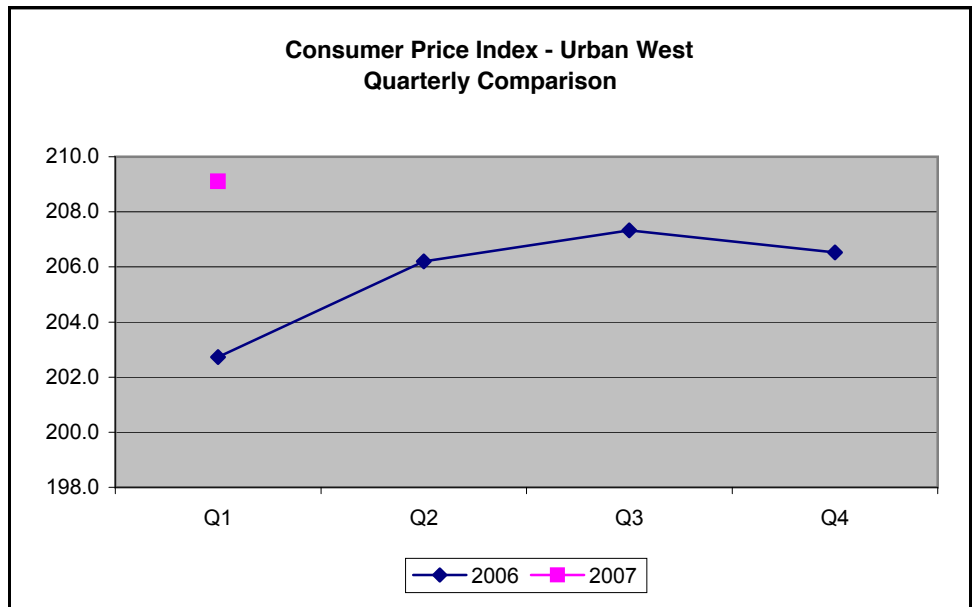
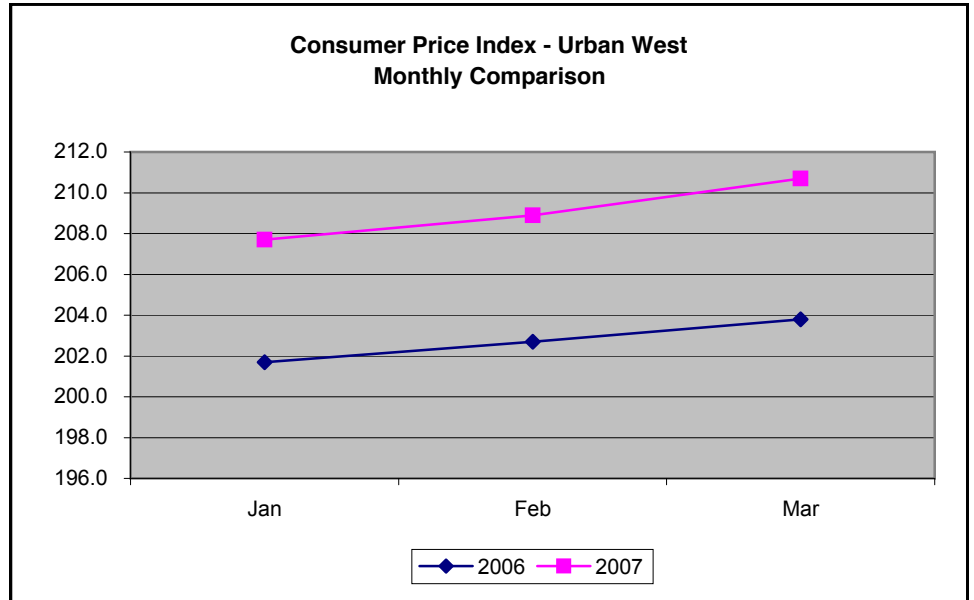
Consumer Price Index - Urban West

Month	2006	2007	% Change
January	201.7	207.7	3.0%
February	202.7	208.9	3.1%
March	203.8	210.7	3.4%
Q1 Avg.	202.7	209.1	3.1%

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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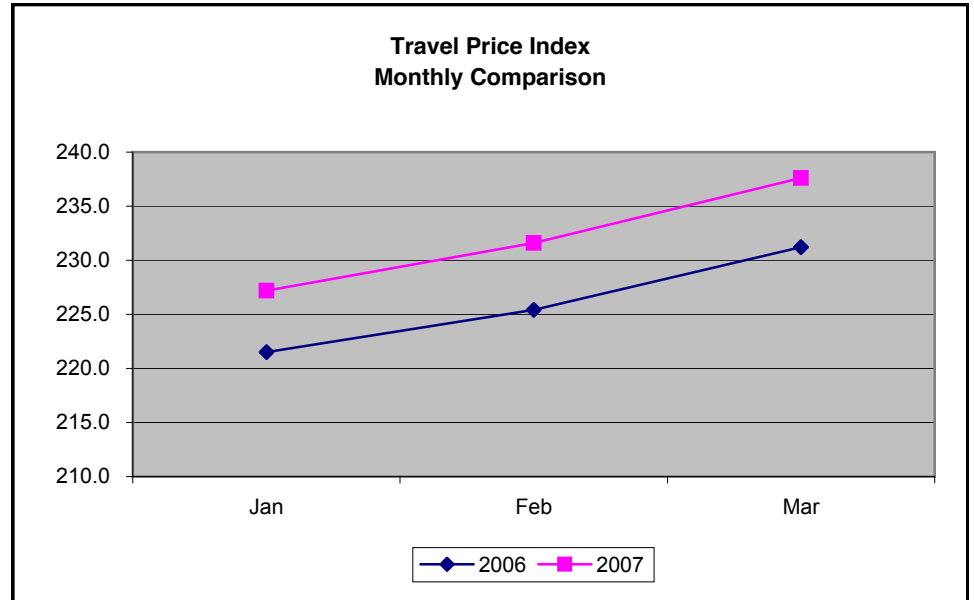
Travel Price Index

Month	2006	2007	% Change
January	221.5	227.2	2.6%
February	225.4	231.6	2.8%
March	231.2	237.6	2.8%
Q1 Avg.	226.0	232.1	2.7%

Base Period 1982-84=100

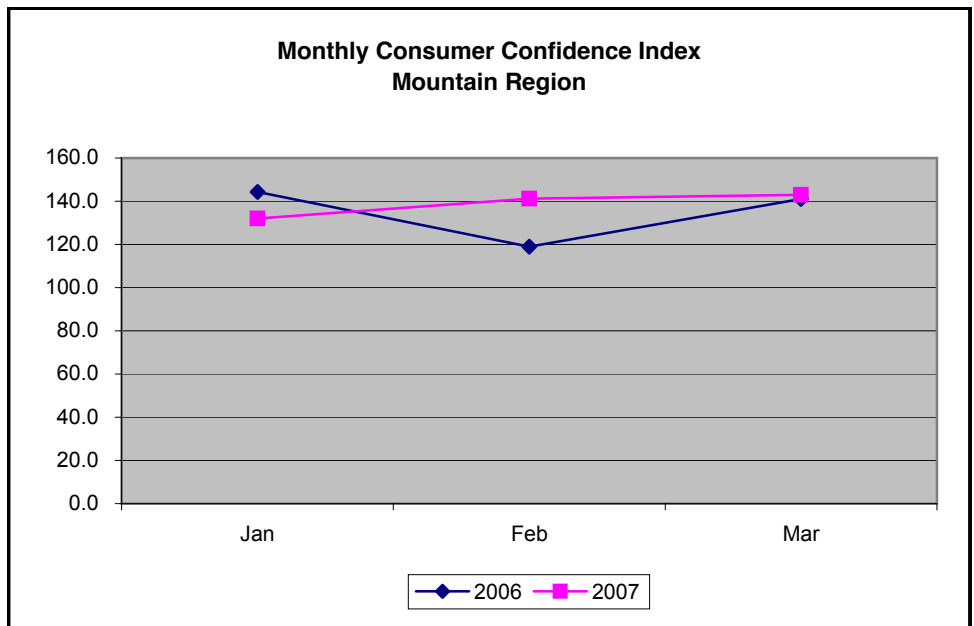
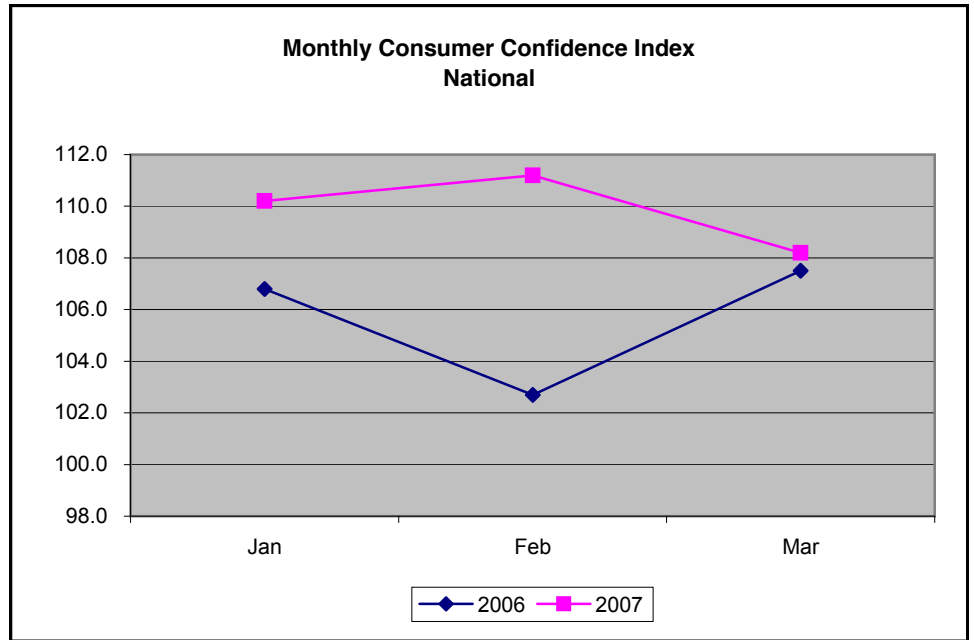
Source: Travel Industry Association of America

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

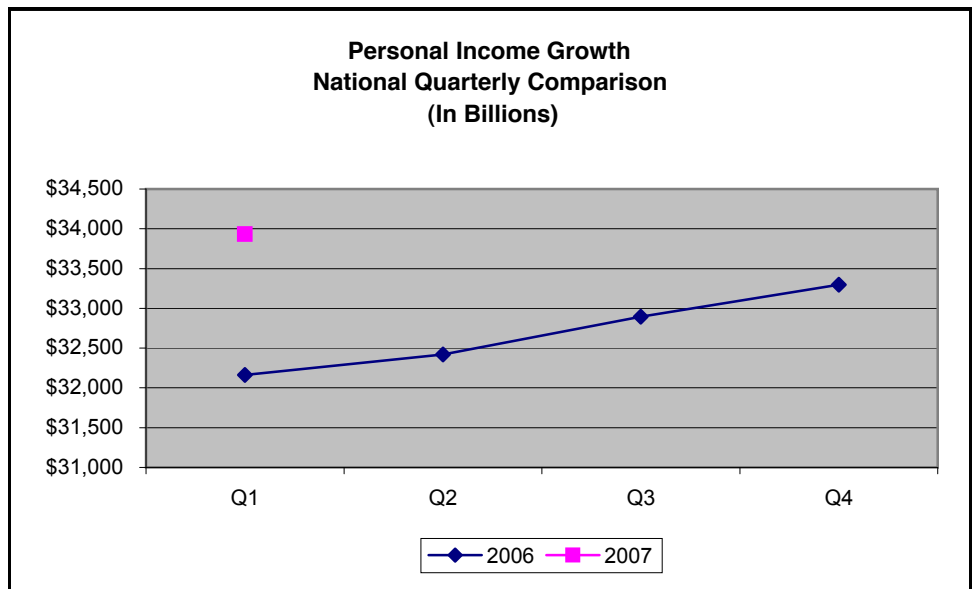
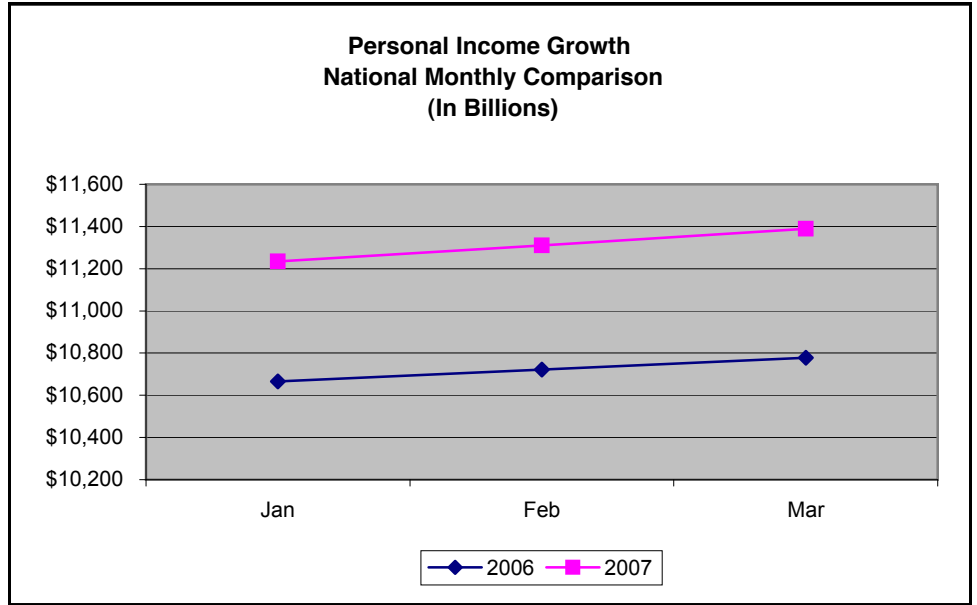
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Personal Income Growth - National (in Billions)

Month	2006	2007	% Change
January	\$10,665	\$11,235	5.3%
February	\$10,722	\$11,310	5.5%
March	\$10,777	\$11,390	5.7%
Q1 Total	\$32,164	\$33,935	5.5%
YTD	\$32,164	\$33,935	5.5%

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)

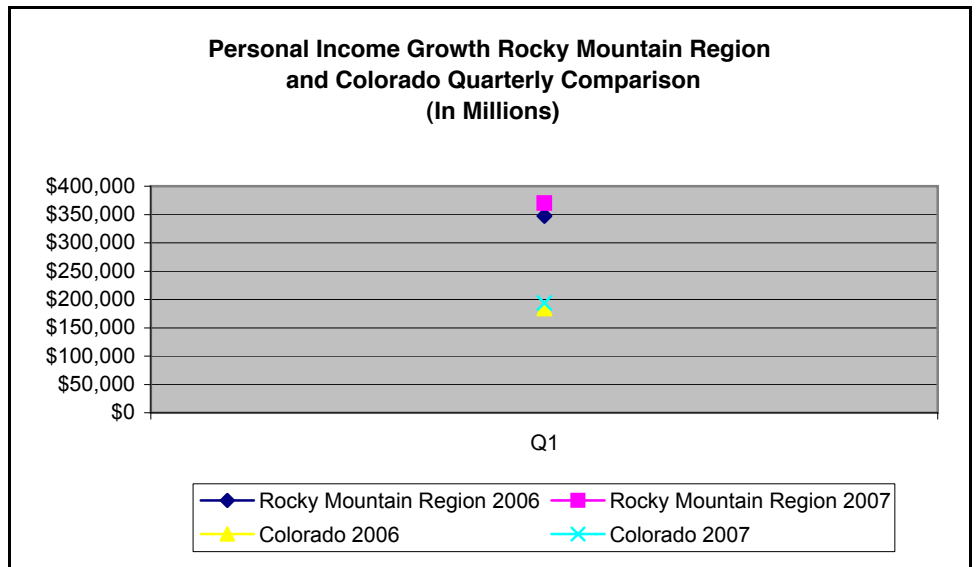
Month	2006	2007	% Change
Q1 Total	\$347,642	\$370,310	6.5%
YTD	\$347,642	\$370,310	6.5%

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

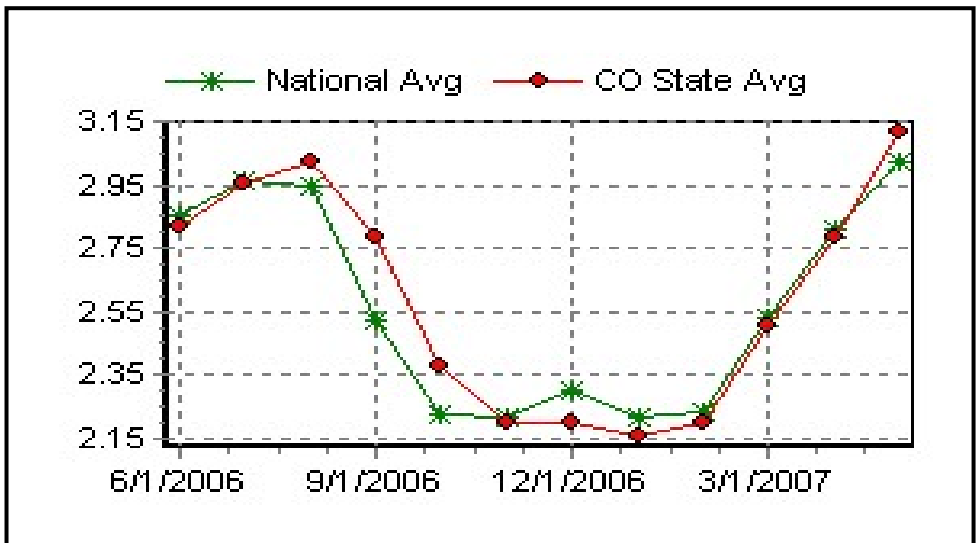
Personal Income Growth - Colorado (In Millions)

Month	2006	2007	% Change
Q1 Total	\$184,015	\$193,503	5.2%
YTD	\$184,015	\$193,503	5.2%

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



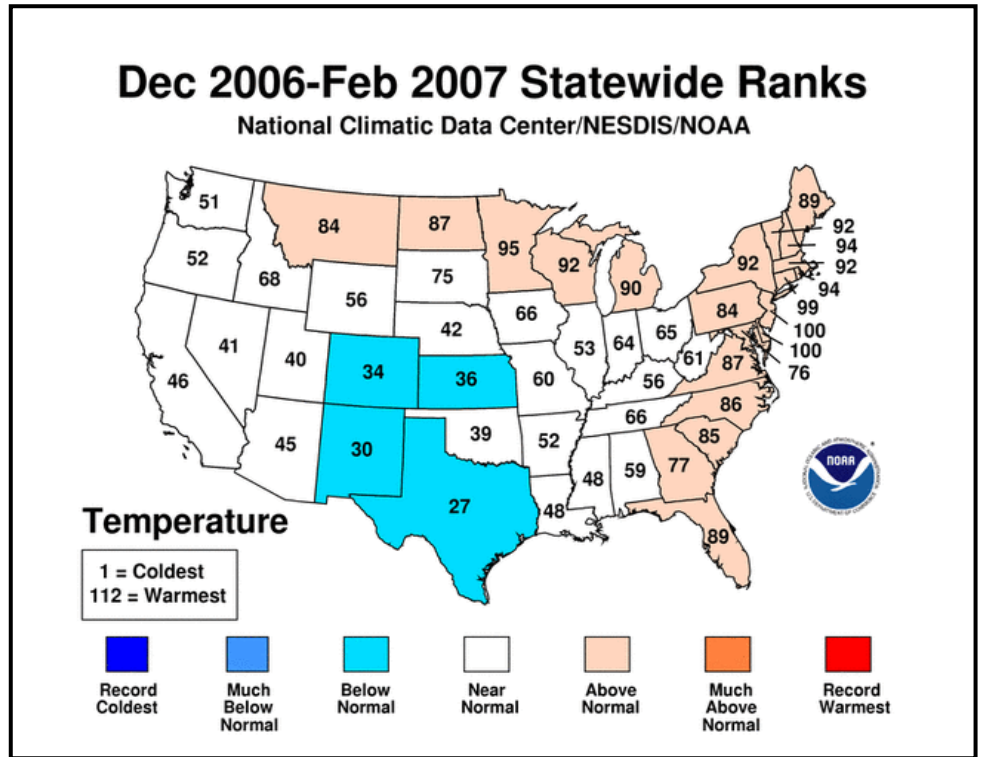
Fuel Prices: Colorado vs. National Average



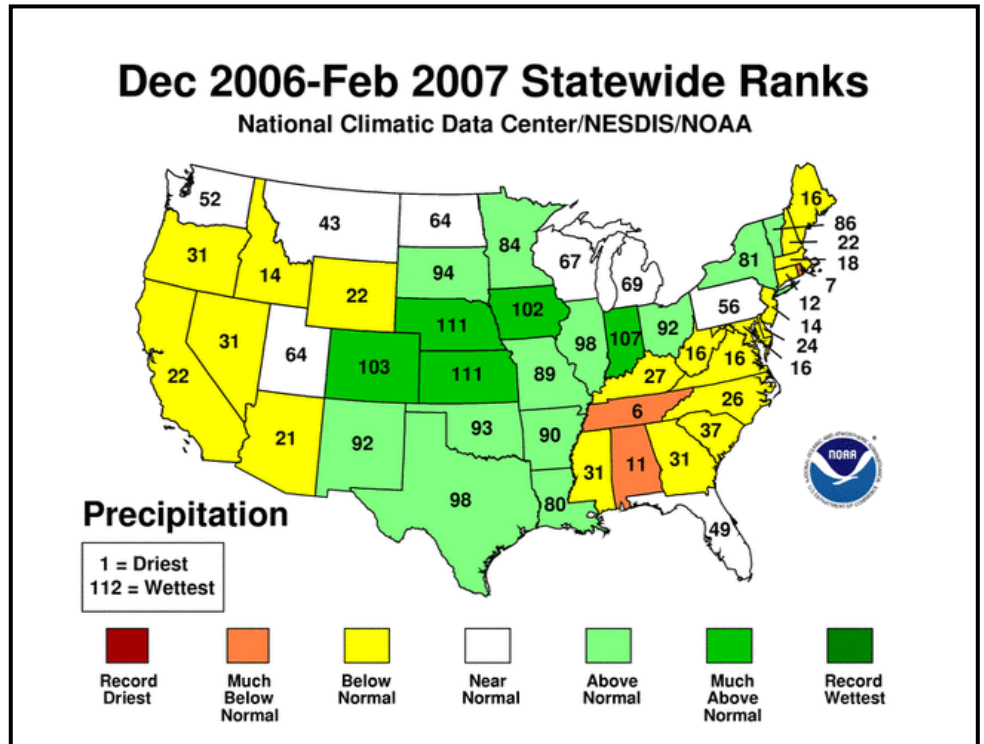
Source: AAA Fuel Gauge Report
<http://www.fuelgauge.com/COavg.asp>
www.aaa.com

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Year-to-Date Temperature



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>

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E. Colorado Tourism Regional Breakouts

The Northwest Region led all regions with strong increases in each industry sector except State Park visitation as compared to the first quarter of 2006. The Front Range Region recorded steady growth for the period with a slight decline in Rental Car sales (-.8%). The Southeast Region experienced exceptional increases in lodging (34%) and rental car (237.7%) sales. The Denver Metro Region posted increases in all areas except Prepared Food and Beverage (-19.3%) and State Park visitation (-26%). The South Central Region recorded a mix of tourism activity recording increases in Lodging (11.9%), Prepared Food and Beverage (6.3%) and Arts/Entertainment/Recreation (32%) sales with declines in Gaming (-5.3%) and the other industry indicators. The Northeast Region recorded a strong increase in Lodging (41.9%) followed by Prepared Food and Beverage (8.5%) with decreases in other areas. The Southwest Region recorded strong National Park Visitation (53.5%), Prepared Food and Beverage (10.8%) and Rental Car (12.3%) sales with all other industry sectors recording double digit declines.

Denver Metro

Industry Sector	2006	2007	% Change
Lodging	\$215,615,000	\$241,293,000	11.9%
Prepared Food & Beverage	\$1,209,514,000	\$975,917,000	-19.3%
Car Rental	\$114,887,000	\$123,640,000	7.6%
Arts/Entertainment/Recreation	\$73,893,000	\$88,533,000	19.8%
State Parks	477,362	353,417	-26.0%
Airports	5,505,137,000	5,748,437,000	4.4%
Welcome Centers*	N/A	3,922	N/A

* Opened in September 2006.

Front Range

Industry Sector	2006	2007	% Change
Lodging	\$40,763,000	\$41,623,000	2.1%
Prepared Food & Beverage	\$257,706,000	\$278,034,000	7.9%
Car Rental	\$6,300,000	\$6,252,000	-0.8%
Arts/Entertainment/Recreation	\$33,657,000	\$37,420,000	11.2%
State Parks	133,780	142,475	6.5%
Gaming Taxes	\$27,820,312	\$29,244,735	5.1%
National Parks	167,086	180,575	8.1%
Welcome Centers	9,698	10,336	6.6%

South Central

Industry Sector	2006	2007	% Change
Lodging	\$54,167,000	\$60,597,000	11.9%
Prepared Food & Beverage	\$199,598,000	\$212,257,000	6.3%
Car Rental	\$11,982,000	\$10,581,000	-11.7%
Arts/Entertainment/Recreation	\$17,600,000	\$23,227,000	32.0%
State Parks	90,634	84,140	-7.2%
Gaming Taxes	\$3,928,108	\$3,720,455	-5.3%
National Parks	19,830	17,770	-10.4%
Airports	230,448,000	210,742,000	-8.6%

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E. Colorado Tourism Regional Breakouts - Ctd

Southeast

Industry Sector	2006	2007	% Change
Lodging	\$7,396,000	\$9,910,000	34.0%
Prepared Food & Beverage	\$57,234,000	\$58,969,000	3.0%
Car Rental	\$977,000	\$3,299,000	237.7%
Arts/Entertainment/Recreation	\$2,248,000	\$2,639,000	17.4%
State Parks*	334,263	315,214	-5.7%
National Parks	2,472	1,650	-33.3%
Welcome Centers	15,416	10,931	-29.1%

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

Northeast

Industry Sector	2006	2007	% Change
Lodging	\$2,669,000	\$3,788,000	41.9%
Prepared Food & Beverage	\$18,609,000	\$20,194,000	8.5%
Arts/Entertainment/Recreation	\$859,000	\$504,000	-41.3%
State Parks	11,658	9,306	-20.2%
Welcome Centers	67,442	57,929	-14.1%

Northwest

Industry Sector	2006	2007	% Change
Lodging	\$310,132,000	\$358,020,000	15.4%
Prepared Food & Beverage	\$290,679,000	\$338,053,000	16.3%
Car Rental	\$16,431,000	\$21,730,000	32.3%
Arts/Entertainment/Recreation	\$29,132,000	\$35,252,000	21.0%
State Parks	112,863	106,175	-5.9%
National Parks	67,785	73,485	8.4%
Airports	357,562,000	432,090,000	20.8%
Welcome Centers	41,763	43,381	3.9%

Southwest

Industry Sector	2006	2007	% Change
Lodging	\$40,856,000	\$34,766,000	-14.9%
Prepared Food & Beverage	\$62,769,000	\$69,535,000	10.8%
Car Rental	\$7,254,000	\$8,145,000	12.3%
Arts/Entertainment/Recreation	\$9,365,000	\$4,680,000	-50.0%
State Parks	48,802	42,267	-13.4%
National Parks	84,900	130,312	53.5%
Welcome Centers	3,661	2,482	-32.2%

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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Daniels College of Business
School of Hotel Restaurant & Tourism Management
Center for Travel and Tourism

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.