

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

Table of Contents

A. ECONOMIC TOURISM ACTIVITY

- Lodging Sales
- Occupancy Rate
- Average Room Rate
- Revenue Per Available Room
- Prepared Food and Beverage Sales
- Car Rental Sales
- Arts/Entertainment/Recreation Sales
- Gaming Taxes
- Motor Fuel Sales (# of Gallons Sold)

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
- Attraction Attendance

C. PRE-VISIT INTEREST IN COLORADO

- Colorado Vacation Guide Fulfillment
- Colorado.com Website Sessions

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

E. COLORADO TOURISM REGIONAL

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

Introduction

The Quarterly Colorado Travel and Tourism Indicator is an 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 second quarter of 2007 continued to record strong growth over 2006 in retail sales of tourism-related goods and services. Lodging sales recorded the largest increase of 16.6 percent over the same period in 2006. Increased lodging sales was driven by an increase in hotel occupancy of 4 percent, average room rate growth of 10.6 percent and increasing revenue per available room by 14.6 percent. Car rental sales also recorded double digit growth at 12 percent. Prepared food and beverage recorded a strong increase in sales of 8.6 percent. Strong activity during May and June gave gaming an increase of 7.1 percent for the quarter. Arts/Entertainment/Recreation sales recorded an increase of 4.9 percent on the back of strong activity during June. Motor fuel consumption recorded an increase of 1.9 percent for the quarter.

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

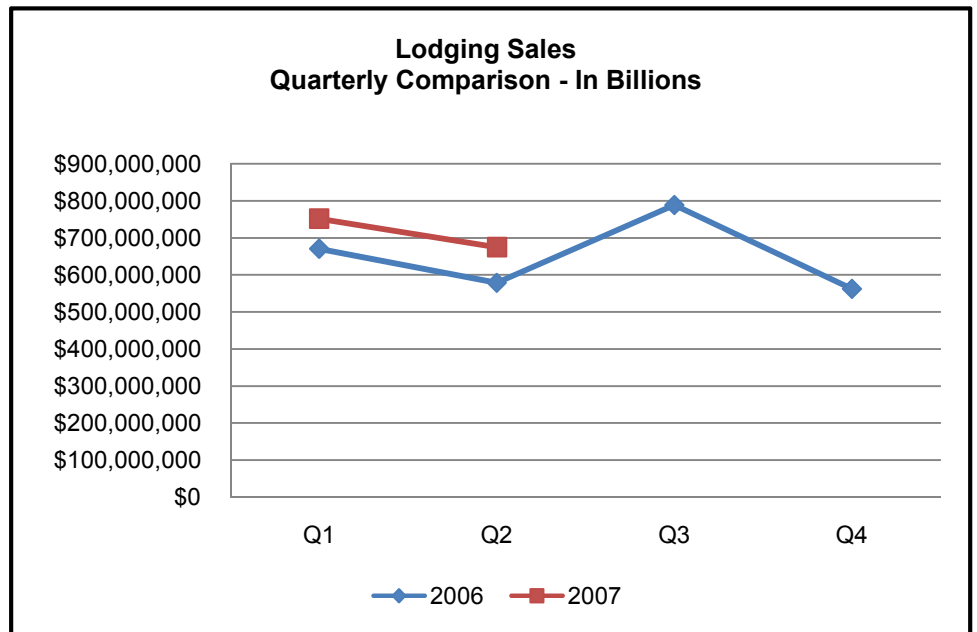
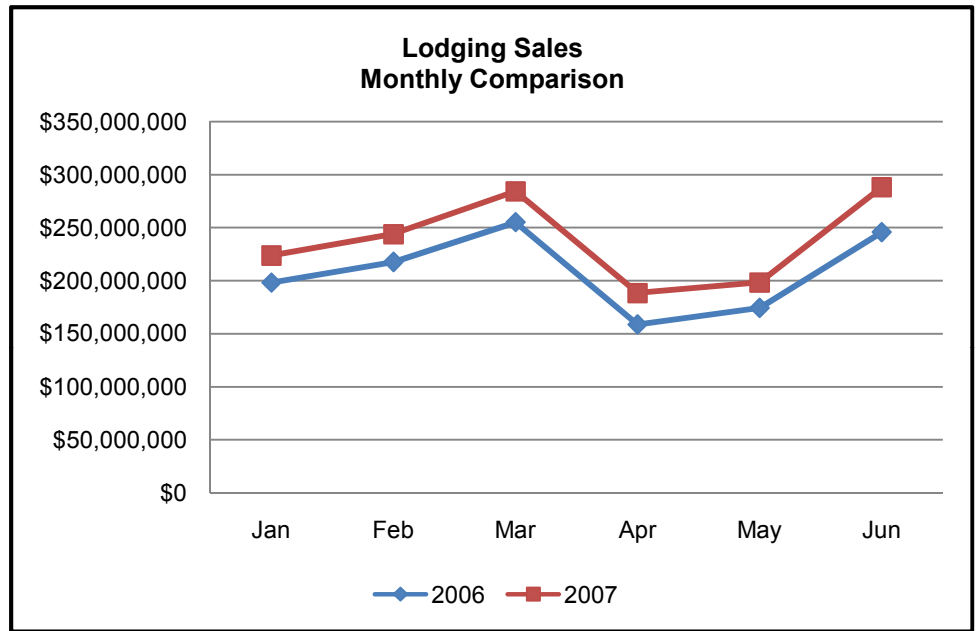
Lodging Sales

Month	2006	2007	% Change
April	\$158,708,000	\$188,457,000	18.7%
May	\$174,383,000	\$198,322,000	13.7%
June	\$245,740,000	\$288,137,000	17.3%
Q2 Total	\$578,831,000	\$674,916,000	16.6%
Index*	109.4	127.5	16.6%
YTD Totals	\$1,249,783,000	\$1,426,824,000	14.2%

* 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
Second Quarter 2007

Occupancy Rate

Month	2006	2007	% Change
April	55.6%	57.9%	4.1%
May	58.4%	61.4%	5.1%
June	72.5%	74.4%	2.6%
Q2 Avg.	62.2%	64.6%	4.0%
YTD Average	61.5%	63.2%	2.8%

Source: Rocky Mountain Lodging Report

Average Room Rate

Month	2006	2007	% Change
April	\$98.60	\$111.02	12.6%
May	\$99.14	\$109.77	10.7%
June	\$109.16	\$118.76	8.8%
Q2 Avg.	\$102.30	\$113.18	10.6%
YTD Average	\$114.77	\$126.21	10.0%

Source: Rocky Mountain Lodging Report

Revenue Per Available Room

Month	2006	2007	% Change
April	\$55.02	\$64.26	16.8%
May	\$57.87	\$67.35	16.4%
June	\$79.11	\$88.36	11.7%
Q2 Avg.	\$64.00	\$73.32	14.6%
YTD Average	\$70.70	\$79.71	12.7%

Source: Rocky Mountain Lodging Report

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

Prepared Food and Beverage Sales

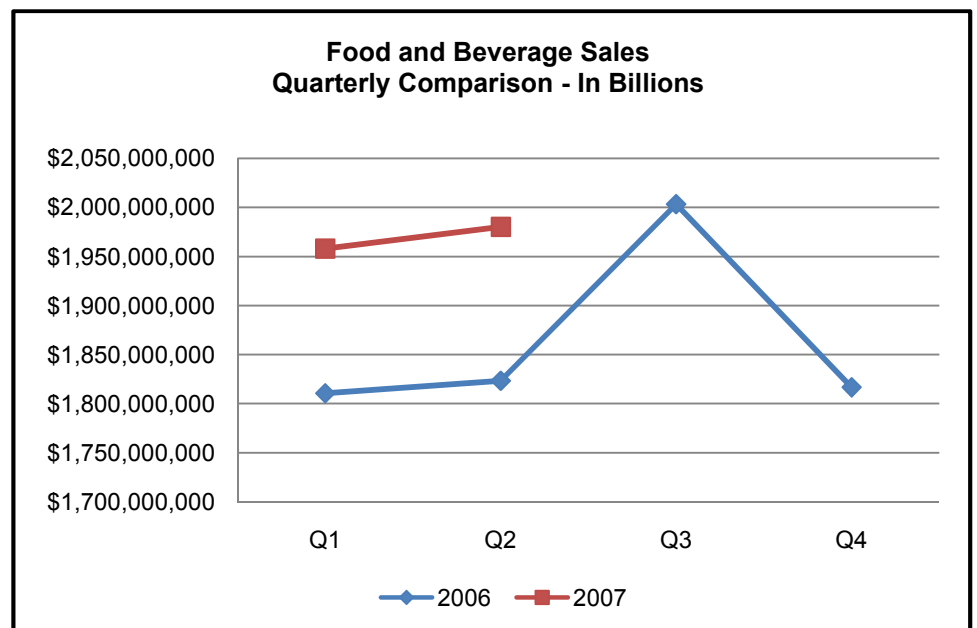
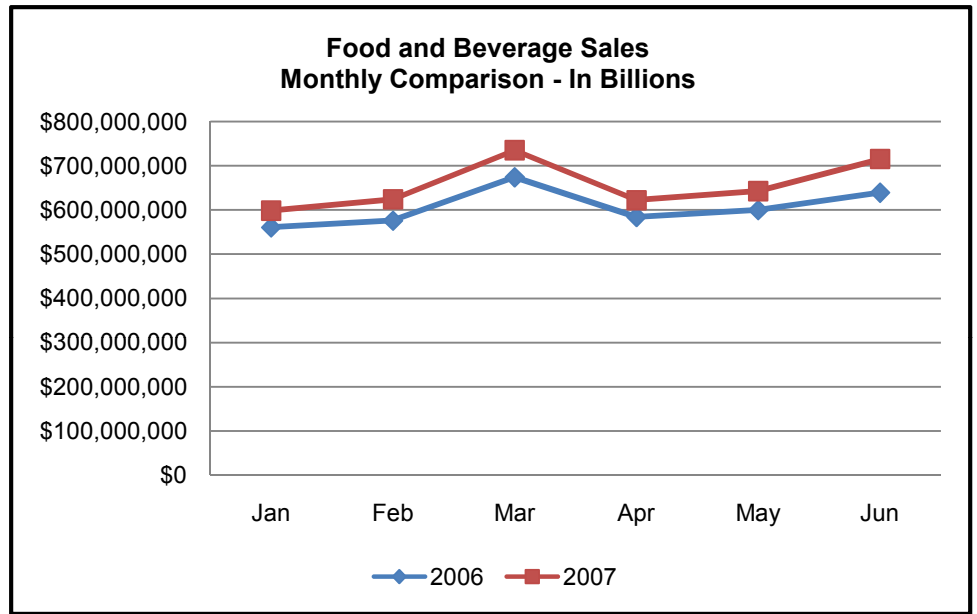
Month	2006	2007	% Change
April	\$584,389,000	\$622,259,000	6.5%
May	\$599,767,000	\$642,634,000	7.1%
June	\$639,172,000	\$715,289,000	11.9%
Q2 Totals	\$1,823,328,000	\$1,980,182,000	8.6%
Index*	125.2	136.0	8.6%
YTD Totals	\$3,634,003,000	\$3,938,331,000	8.4%

(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



QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

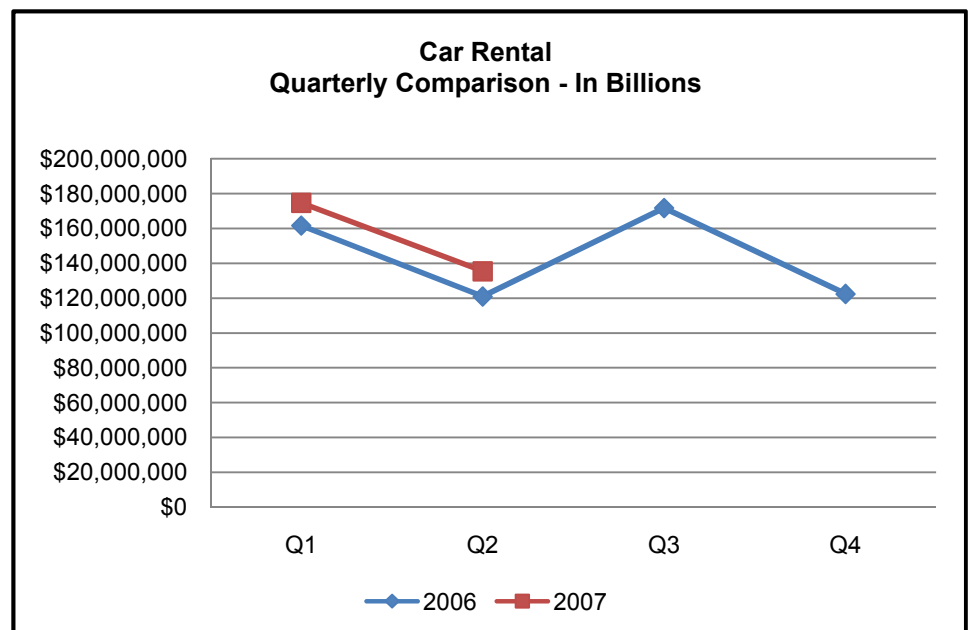
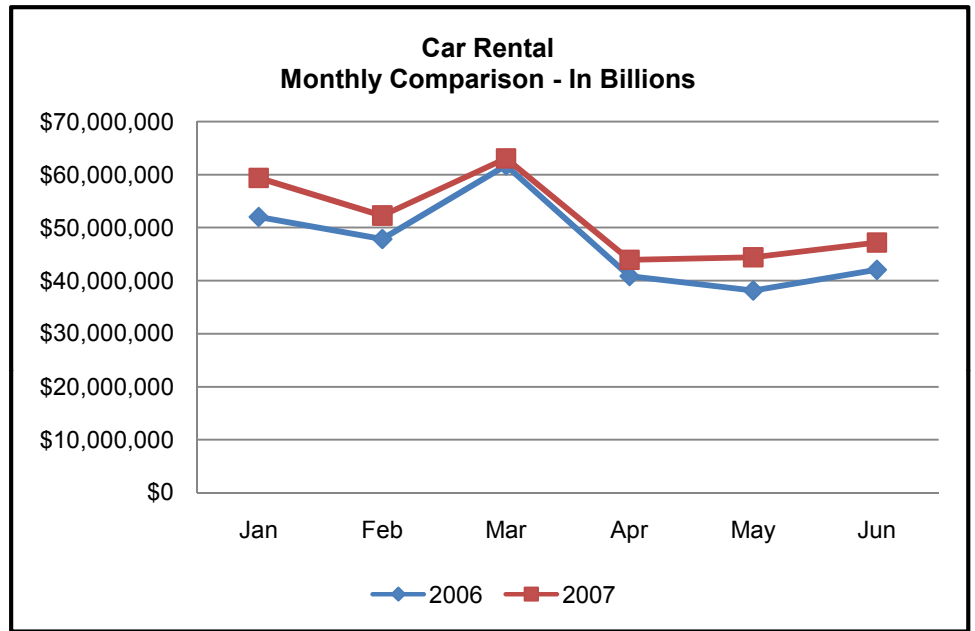
Car Rental Sales

Month	2006	2007	% Change
April	\$40,831,000	\$43,920,000	7.6%
May	\$38,125,000	\$44,389,000	16.4%
June	\$42,021,000	\$47,192,000	12.3%
Q2 Totals	\$120,977,000	\$135,501,000	12.0%
Index*	104.2	116.7	12.0%
YTD Totals	\$282,572,000	\$310,193,000	9.8%

*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
Second Quarter 2007

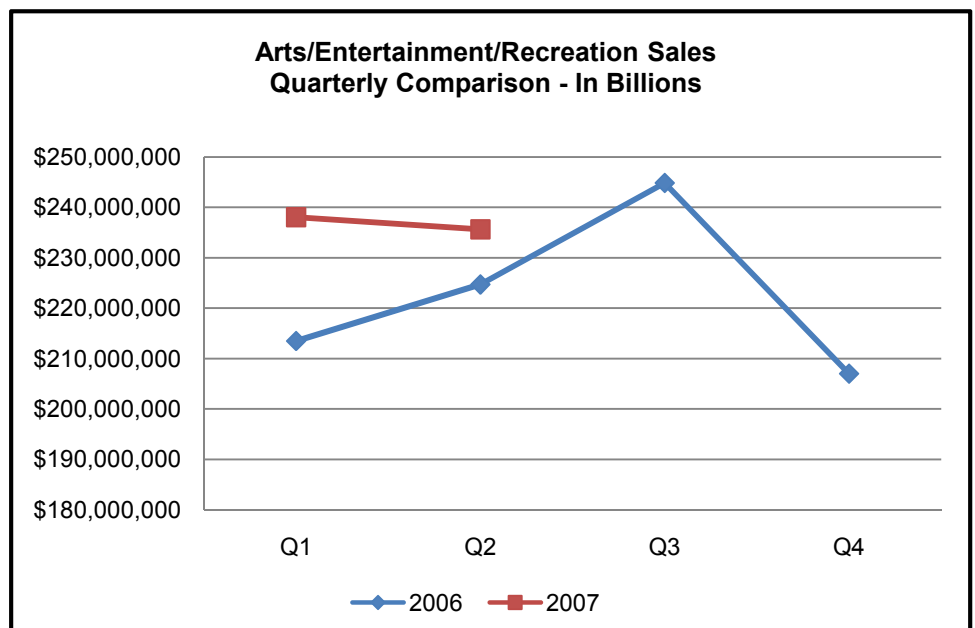
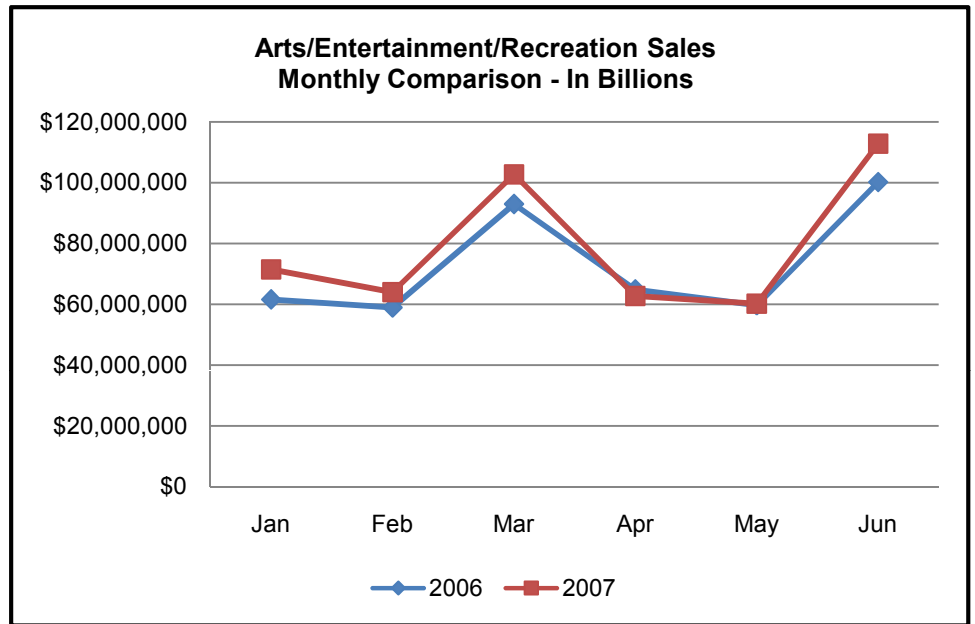
Arts/Entertainment/Recreation Sales

Month	2006	2007	% Change
April	\$64,858,000	\$62,697,000	-3.3%
May	\$59,681,000	\$60,184,000	0.8%
June	\$100,178,000	\$112,781,000	12.6%
Q2 Totals	\$224,717,000	\$235,662,000	4.9%
Index*	151.3	158.7	4.9%
YTD Totals	\$438,213,000	\$473,712,000	8.1%

*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
Second Quarter 2007

Gaming Taxes

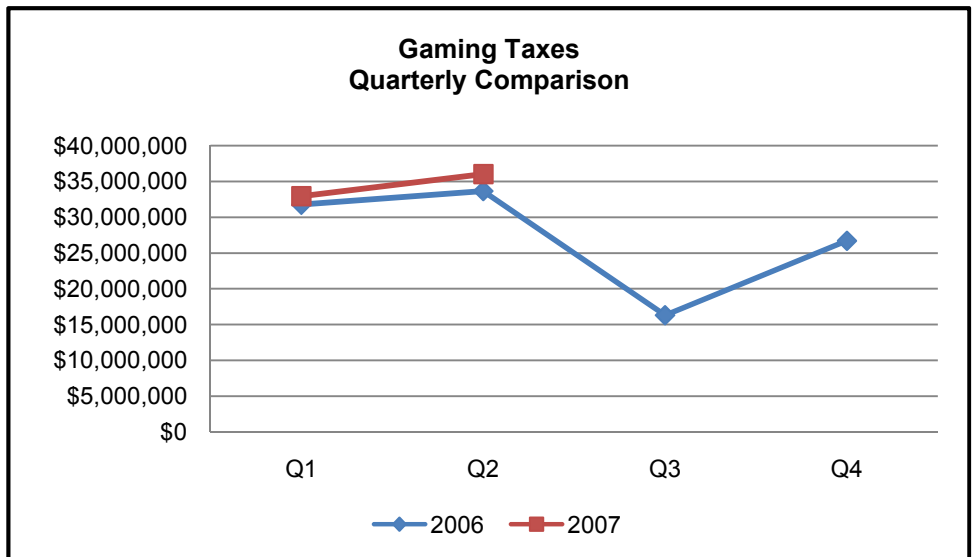
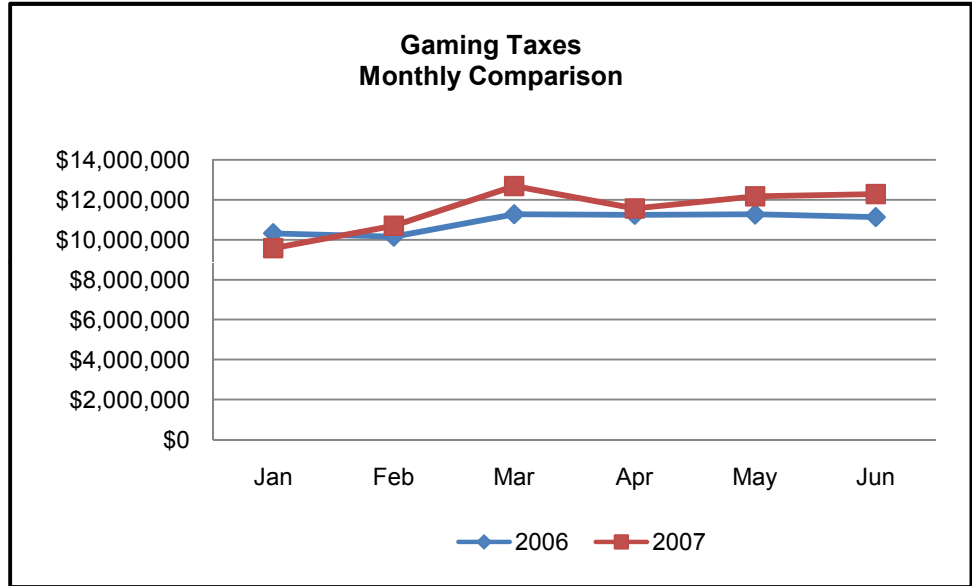
Gaming taxes are graduated starting at a low of .25 percent at the beginning of the fiscal year (July) and increasing with gaming revenue volume to a maximum of 20 percent.

Month	2006	2007	% Change
April	\$11,243,324	\$11,566,439	2.9%
May	\$11,268,057	\$12,174,697	8.0%
June	\$11,130,723	\$12,290,253	10.4%
Q2 Totals	\$33,642,104	\$36,031,389	7.1%
Index*	131.8	141.2	7.1%
YTD Totals	\$65,390,525	\$68,996,580	5.5%

*Base Period 2000=100

Source: Colorado Department of Revenue

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



QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

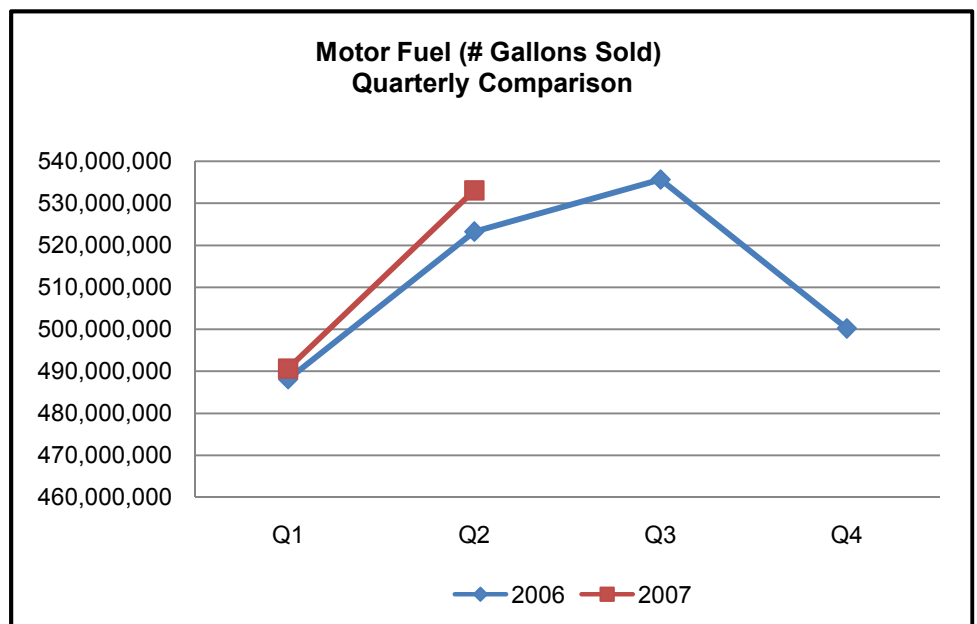
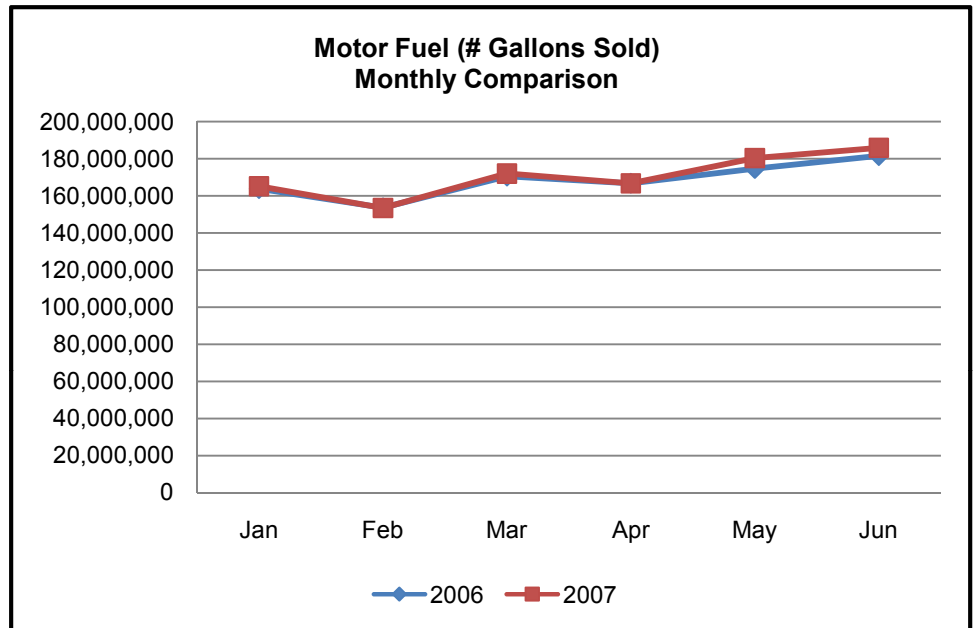
Motor Fuel Sales (# of Gallons Sold)

Month	2006	2007	% Change
April	166,865,239	166,799,364	0.0%
May	174,796,156	180,416,679	3.2%
June	181,616,049	185,865,482	2.3%
Q2 Totals	523,277,444	533,081,525	1.9%
Index*	113.9	116.1	1.9%
YTD Totals	1,011,441,992	1,023,757,150	0.5%

*Base Period 2002=100

Source: Colorado Department of Revenue

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



QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

B. Tourism Activity Indicators

Tourism activity in Colorado during the second quarter of 2007 was very positive led by an increase in international passenger arrivals of 15.1 percent and state park visitation at 7.5 percent. Overall, total air passenger traffic continues to steadily increase at 4.2 percent, with domestic air passenger traffic growing by 3.7 percent over the same period in 2006. National parks in Colorado recorded a 0.8 percent visitation increase for the quarter. The Colorado Welcome Centers posted a 9.2 percent increase in visitation for the period. Thirty-two attractions across Colorado reported attendance of 1,488,901, with 14 attractions closed in April and seven closed in May. Skier visits released by Colorado Ski Country, USA, for the 2006-2007 ski season, posted a record number of skier visits at 12.6 million.

Note: Comparable data for attraction attendance will become available in 2008.

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

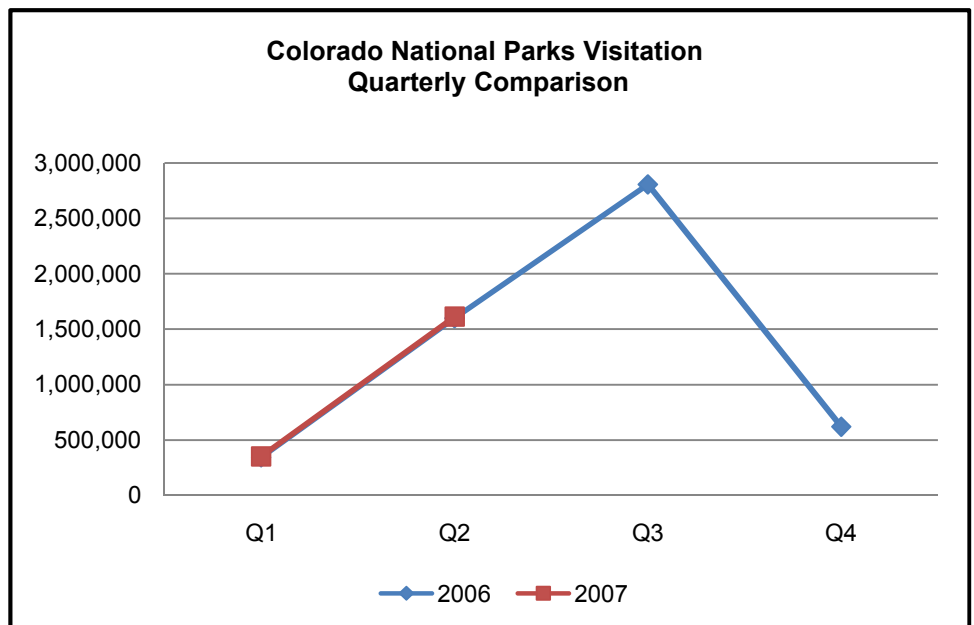
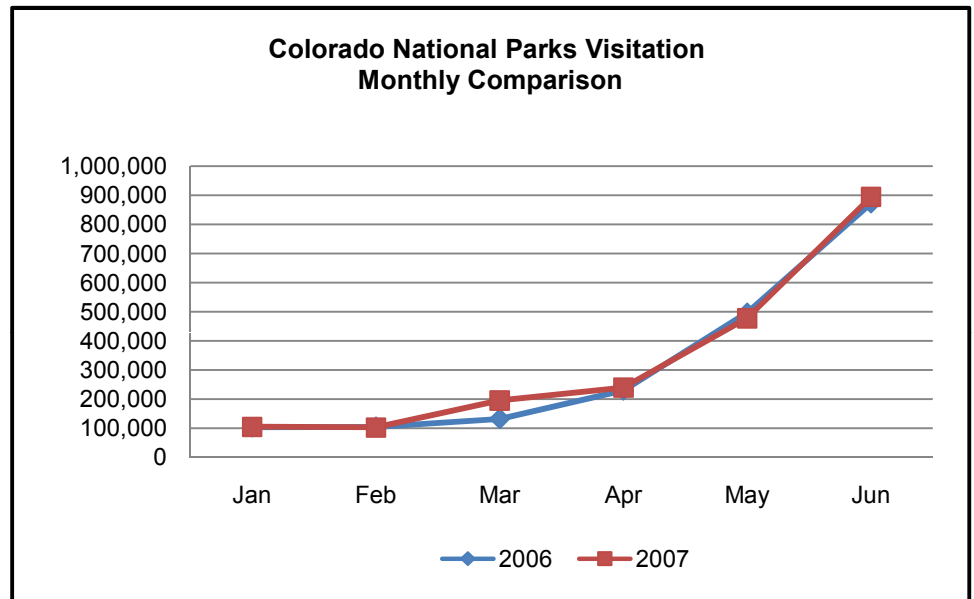
Colorado National Parks Visitation

Month	2006	2007	% Change
April	230,437	239,884	4.1%
May	497,058	478,077	-3.8%
June	872,451	894,486	2.5%
Q2 Totals	1,599,946	1,612,447	0.8%
Index*	96.6	97.3	0.8%
YTD Totals	1,942,019	2,016,239	3.8%

* Base Period 2000=100

Source: National Park Service

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



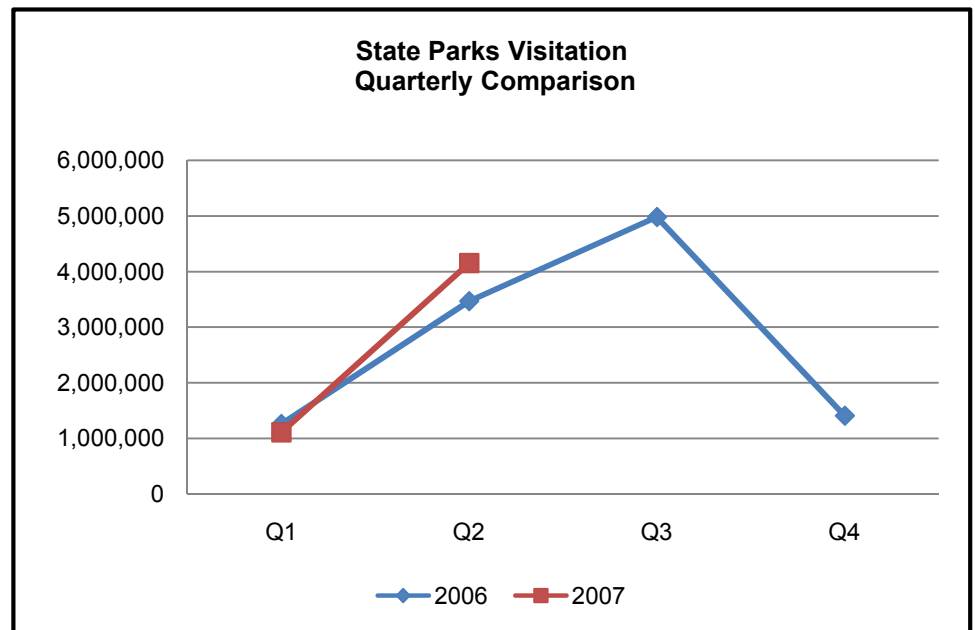
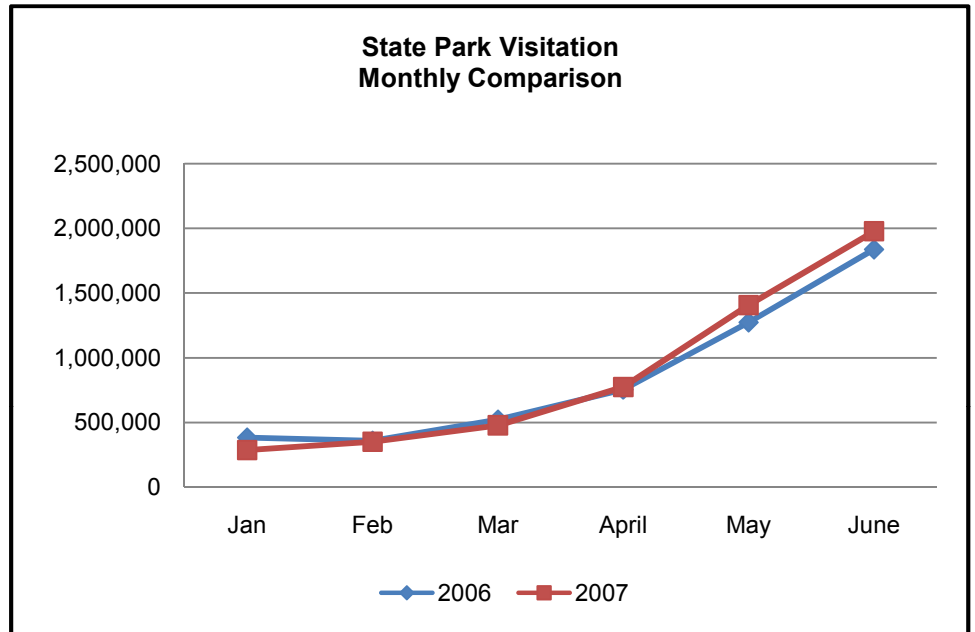
QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

State Parks Visitation

Month	2006	2007	% Change
April	753,403	772,707	2.6%
May	1,273,887	1,406,374	10.4%
June	1,837,876	1,977,053	7.6%
Q2 Totals	3,865,166	4,156,134	7.5%
Index*	107.3	115.3	7.5%
YTD Totals	5,124,952	5,267,438	2.8%

* Base Period 2000=100

Source: Colorado Division of State Parks



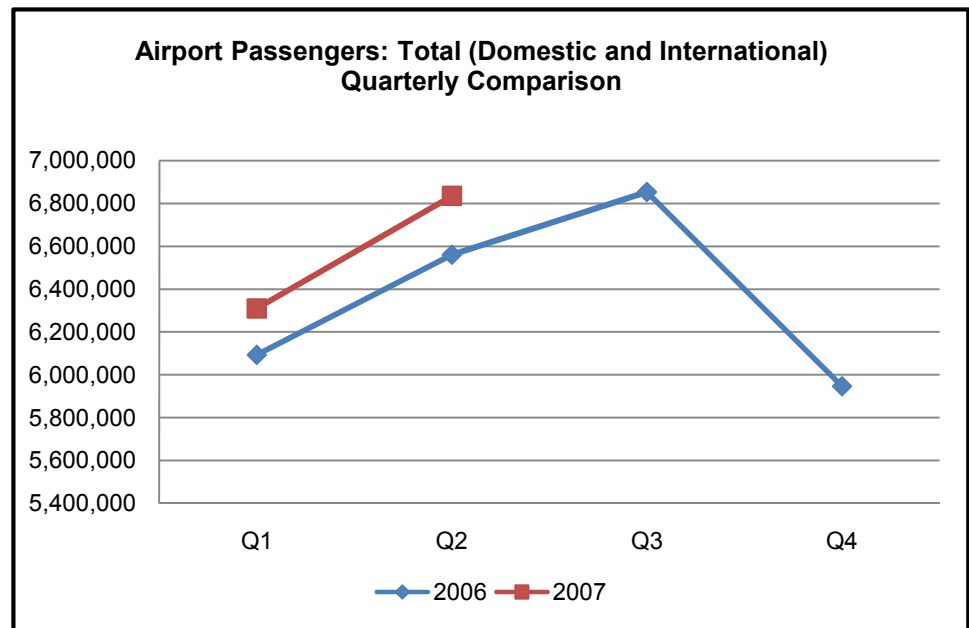
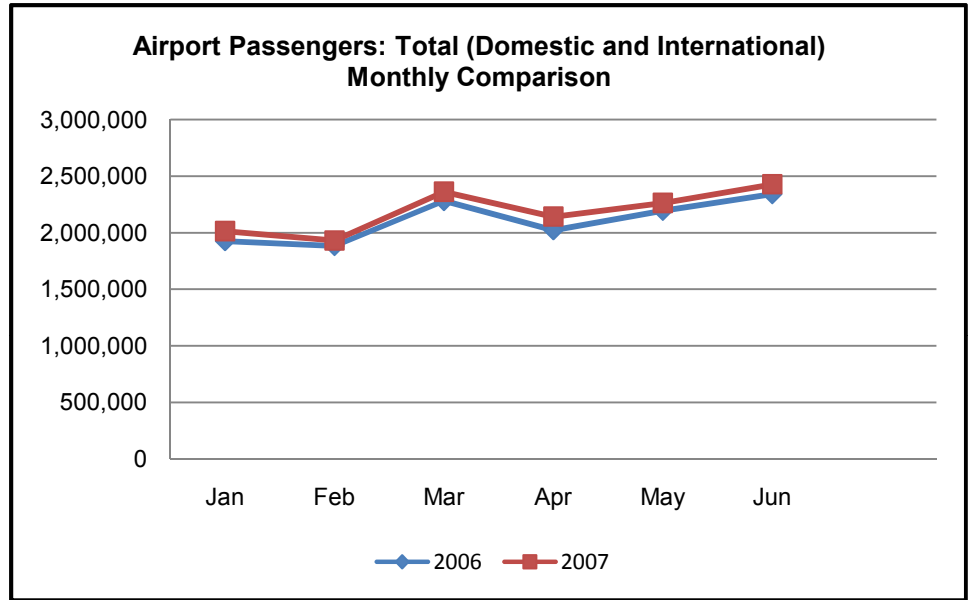
QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

Airport Passengers - Total Incoming (Domestic & International)

Month	2006	2007	% Change
April	2,023,450	2,143,117	5.9%
May	2,195,560	2,263,027	3.1%
June	2,341,512	2,428,253	3.7%
Q2 Totals	6,560,522	6,834,397	4.2%
Index*	122.5	127.6	4.2%
YTD Totals	12,653,042	13,142,924	3.9%

*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.



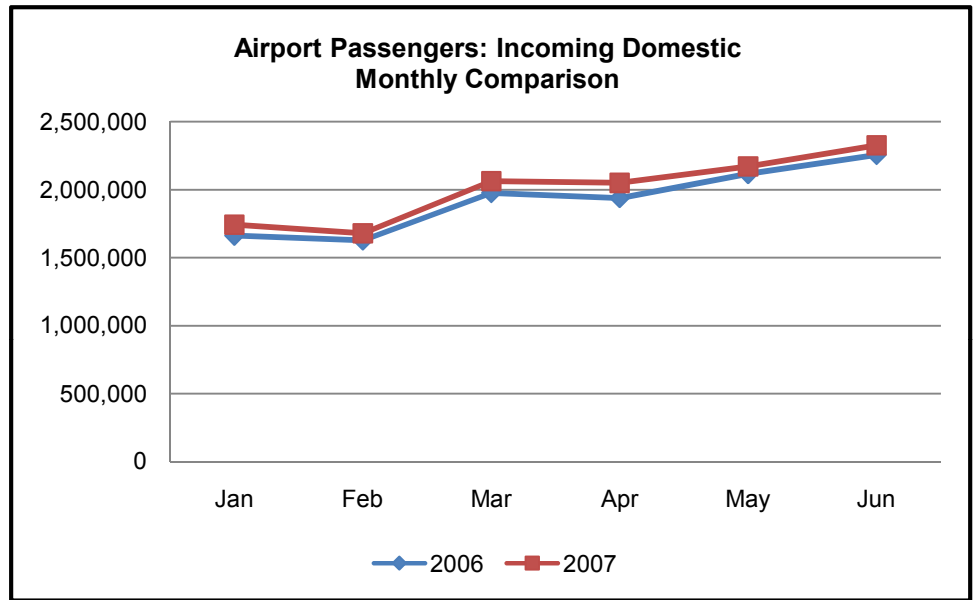
QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

Airport Passengers - Incoming Domestic

Month	2006	2007	% Change
April	1,938,796	2,050,068	5.7%
May	2,116,485	2,170,479	2.6%
June	2,255,706	2,325,946	3.1%
Q2 Totals	6,310,987	6,546,493	3.7%
Index*	120.5	125.0	3.7%
YTD Totals	11,537,500	12,031,437	4.3%

*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.



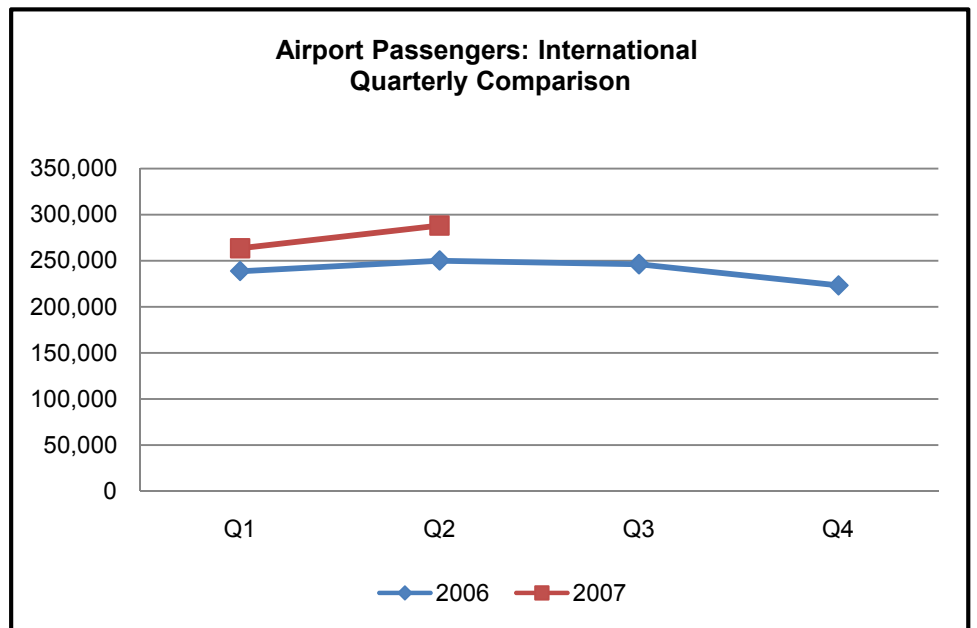
QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

Airport Passengers - Incoming International

Month	2006	2007	% Change
April	84,944	93,049	9.5%
May	79,250	92,548	16.8%
June	85,847	102,307	19.2%
Q2 Totals	250,041	287,904	15.1%
Index*	205.5	236.6	15.1%
YTD Totals	488,665	551,397	12.8%

*Base Period 2000=100

Sources: Denver International Airport



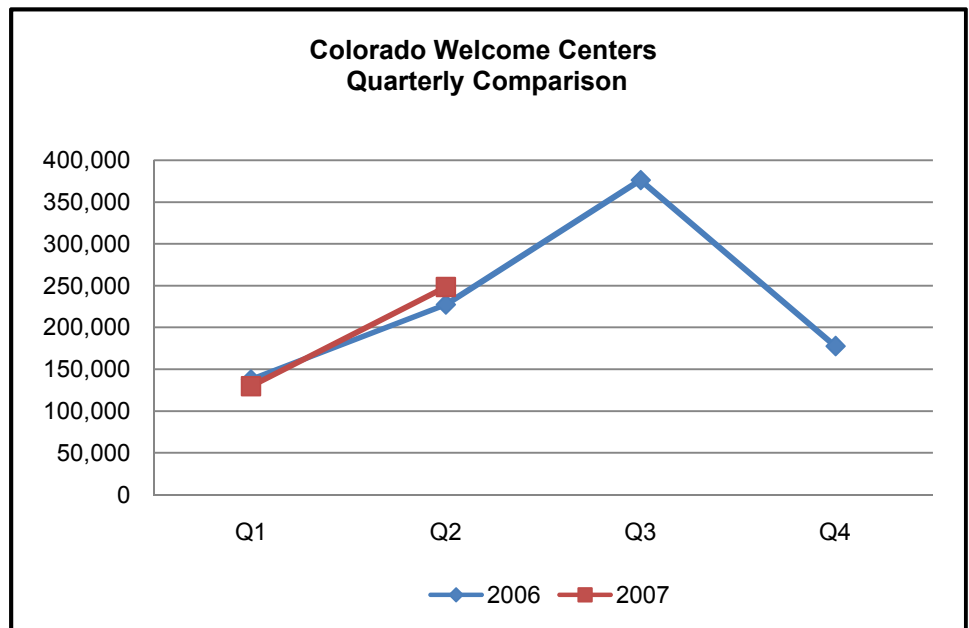
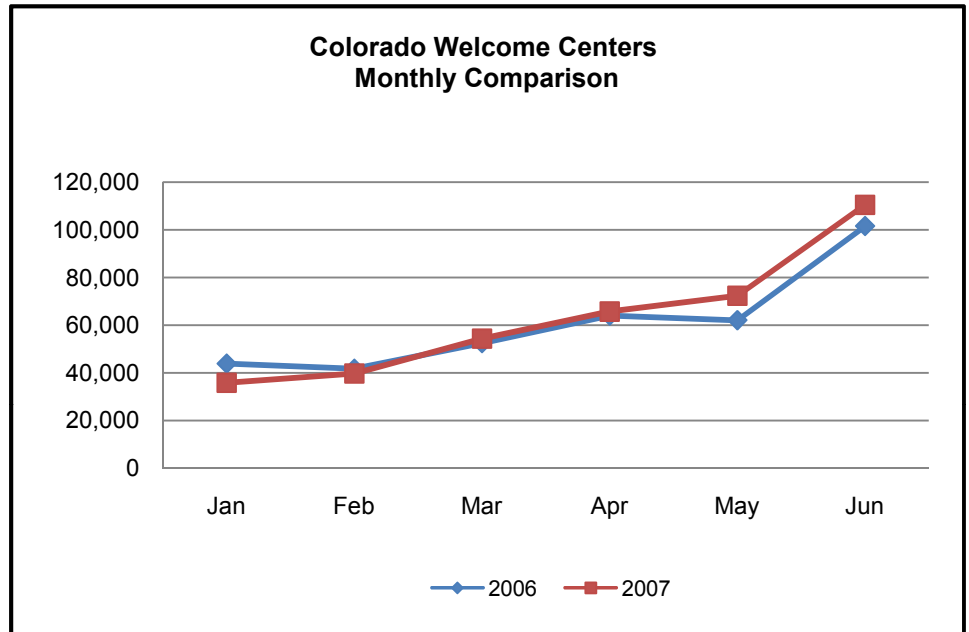
QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

Colorado Welcome Centers

Month	2006	2007	% Change
April	63,979	65,694	2.7%
May	62,053	72,327	16.6%
June	101,524	110,480	8.8%
Q2 Totals	227,556	248,501	9.2%
Index*	82.5	90.1	9.2%
YTD Totals	365,536	378,341	3.5%

* Base Period 2000=100

Source: Colorado Tourism Office



QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

Attraction Attendance*

Month	2006	2007	% Change
April	n/a	376,750	n/a
May	n/a	479,184	n/a
June	n/a	632,967	n/a
Qtr 2 Totals	n/a	1,488,901	n/a
YTD Totals	n/a	2,493,465	n/a

Source: 32 Colorado Attractions, all regions represented except Northeast.

*14 Attractions were closed in April, 7 closed in May.

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

The infusion of dollars into media advertising for Colorado tourism is reflected in the increases recorded for both vacation guide requests and website sessions on Colorado.com. Compared to the second quarter of 2006, the same period in 2007 experienced phenomenal increases in Colorado Vacation Guide fulfillment (322.7%) and Colorado.com website sessions (99.7%).

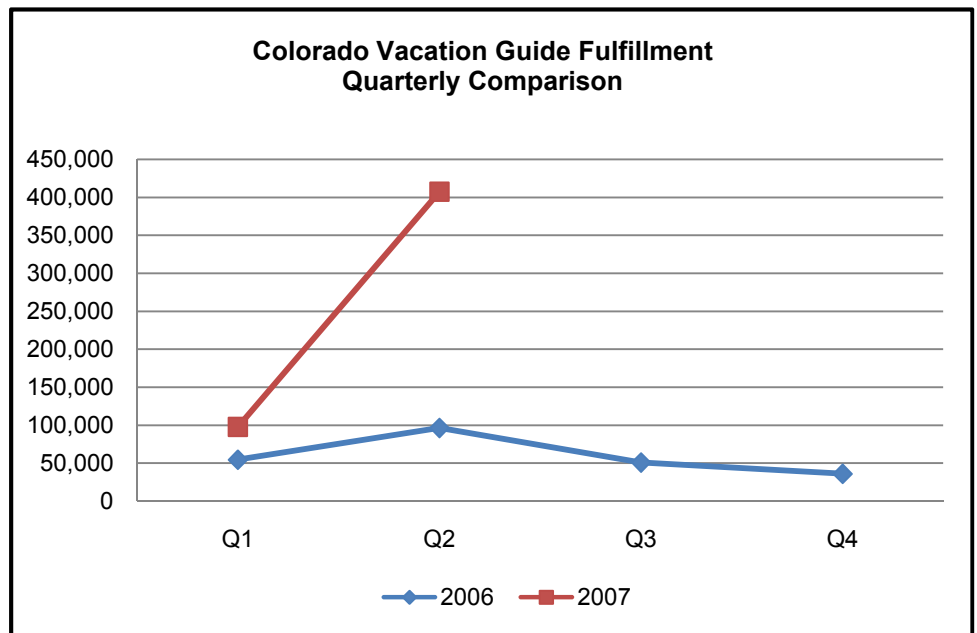
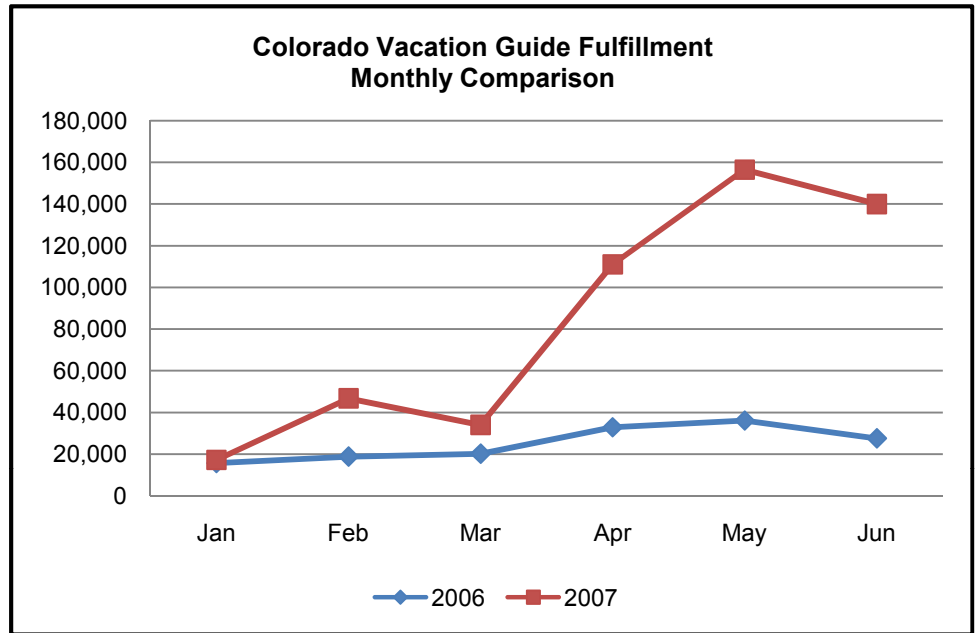
Note: The methodology for recording and reporting the number of vacation guide requests and website sessions was updated for the second quarter of 2007. Although the data previously reported may differ from the data produced by the new reporting system, the percentage of increases/decreases reported will remain relatively the same.

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

Colorado Vacation Guide Fulfillment

Month	2006	2007	% Change
April	32,832	111,038	238.2%
May	36,058	156,510	334.1%
June	27,533	140,038	408.6%
Q2 Total	96,423	407,586	322.7%
YTD	151,054	507,774	236.2%

Source: Colorado Tourism Office/Weaver Multimedia Group

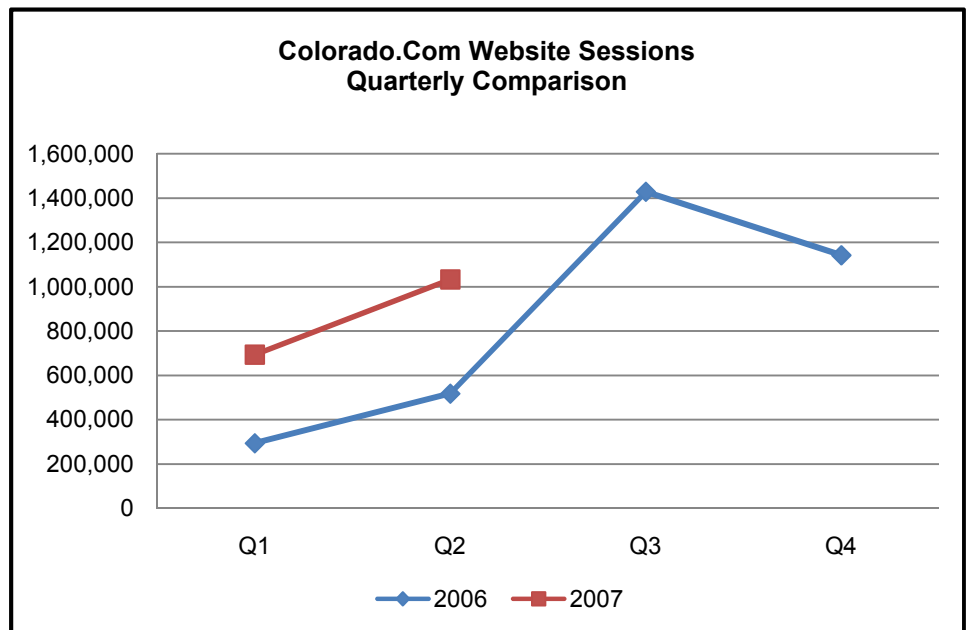
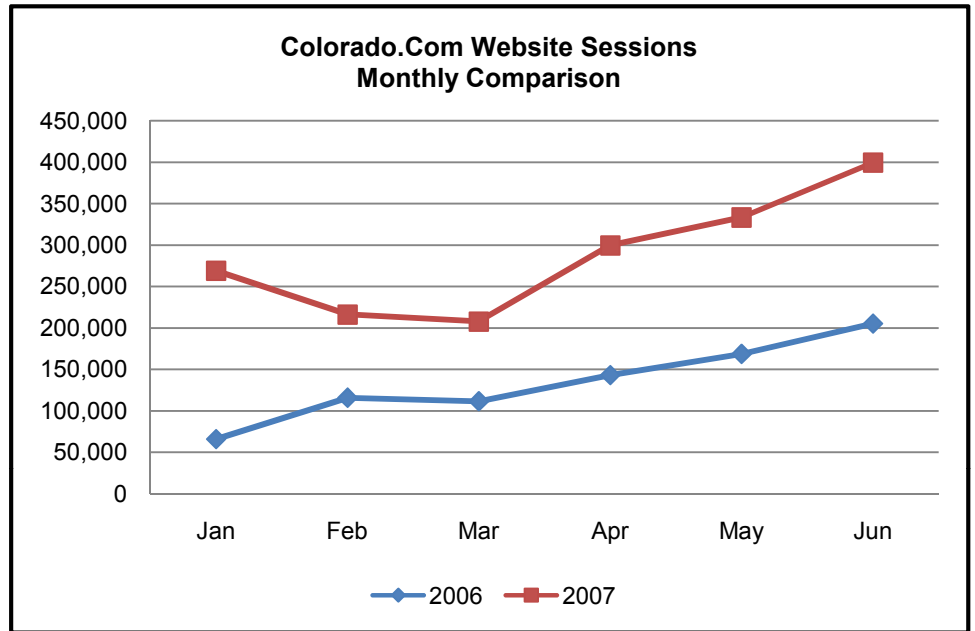


QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

Colorado.Com Website Sessions

Month	2006	2007	% Change
April	143,099	299,668	109.4%
May	168,781	333,488	97.6%
June	205,311	399,584	94.6%
Q2 Total	517,191	1,032,740	99.7%
YTD	810,638	1,725,858	112.9%

Source: Colorado Tourism Office/Weaver Multimedia Group



QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

D. Tourism Environment

During the second quarter of 2007, the national and regional tourism performance indicators 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 2.6 percent, with the Urban West CPI growing 3.1 percent. The Travel Price Index (TPI) recorded a quarterly increase of 3.5 percent. The Conference Board Consumer Confidence Index (CCI) continued to decline during April, with high gas prices playing a key role, increased in May due to an upbeat assessment of present-day business conditions, and declined in June based upon a perceived softening in present-day business and employment conditions. Personal income growth in the U.S. grew 7.3 percent for the quarter. According to the AAA Fuel Gauge Report, fuel prices in Colorado were above the national average for the quarter. Colorado recorded much above normal temperatures for the March through May period, with near normal precipitation.

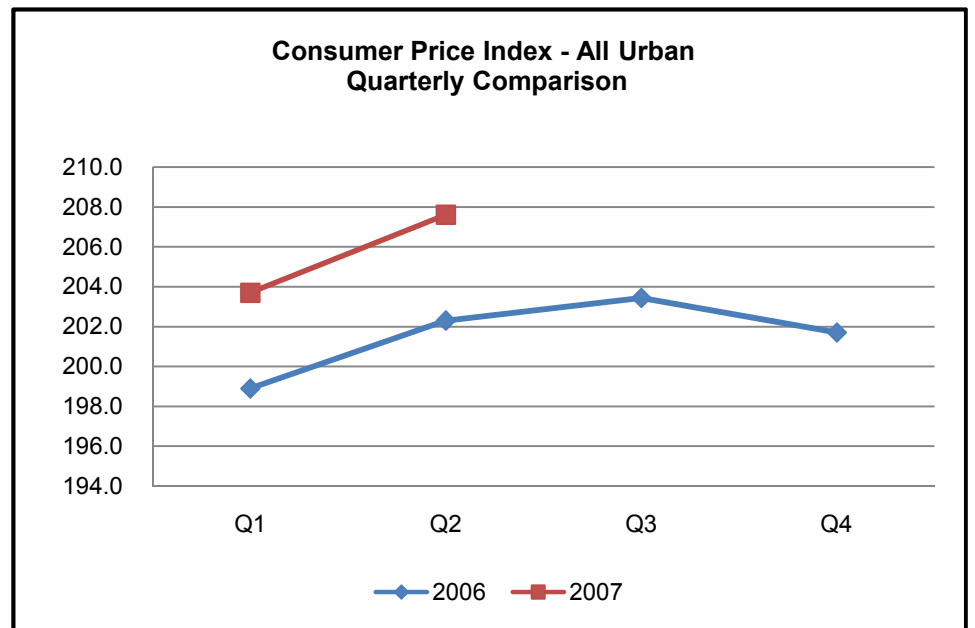
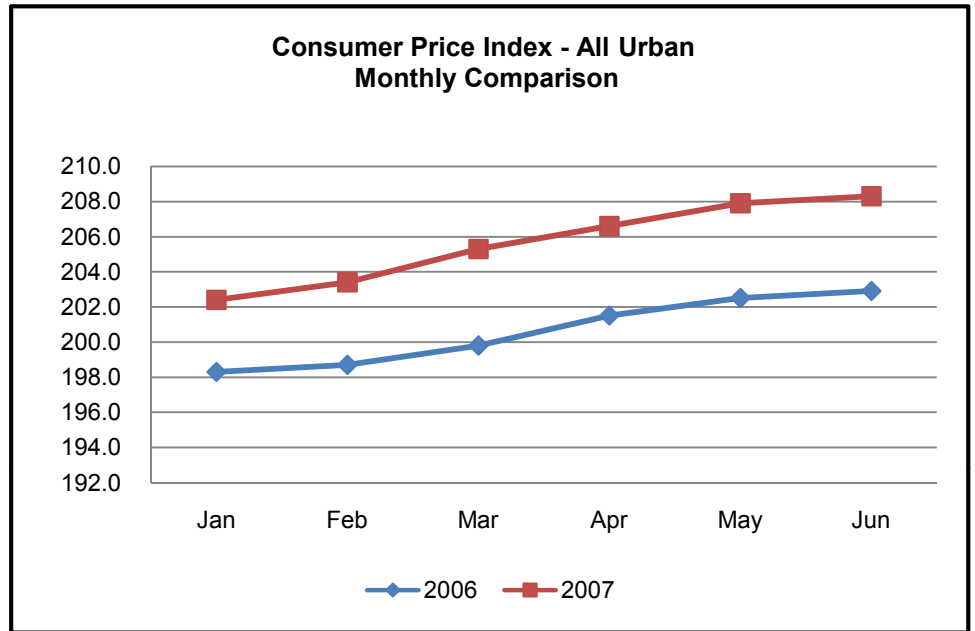
Note: The quarterly personal income growth information for the Rocky Mountain Region and Colorado was not available for this report.

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

Consumer Price Index - All Urban

Month	2006	2007	% Change
April	201.5	206.6	2.5%
May	202.5	207.9	2.7%
June	202.9	208.3	2.7%
Q2 Avg.	202.3	207.6	2.6%

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



QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

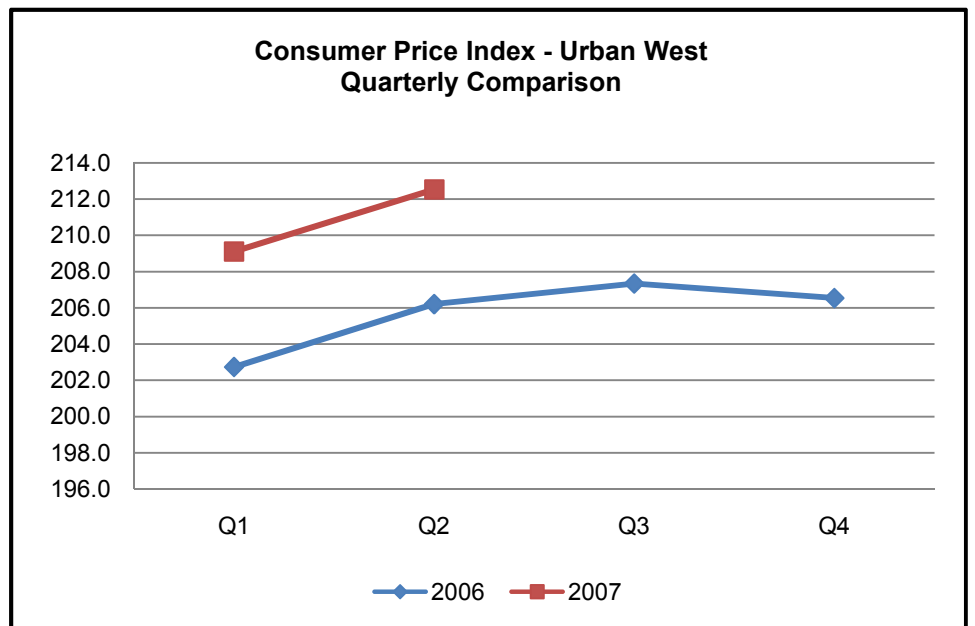
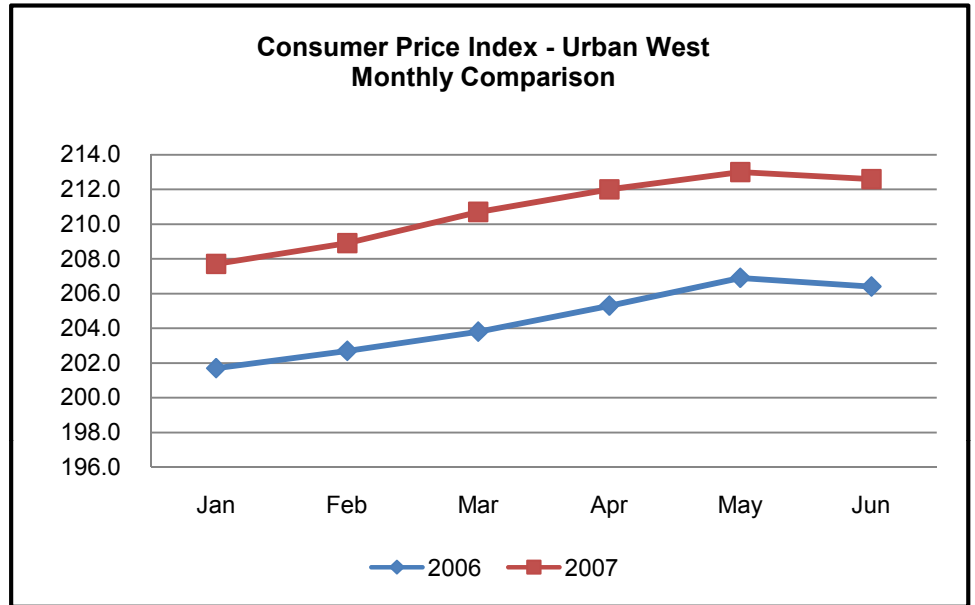
Consumer Price Index - Urban West

Month	2006	2007	% Change
April	205.3	212.0	3.3%
May	206.9	213.0	2.9%
June	206.4	212.6	3.0%
Q2 Avg.	206.2	212.5	3.1%

Base Period 1982-84=100

Source: US Department of Labor, Bureau of Labor Statistics

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



QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

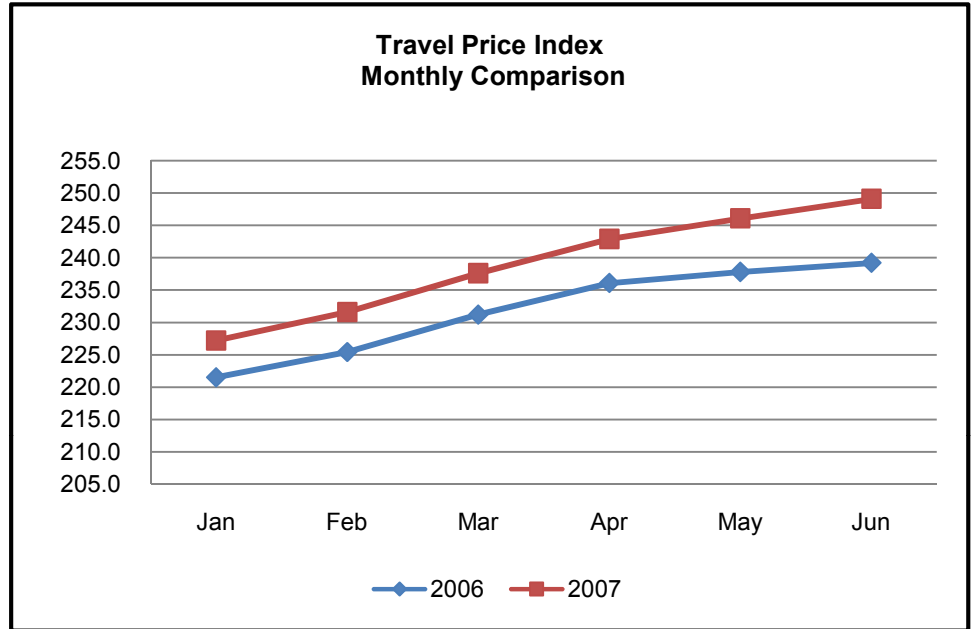
Travel Price Index

Month	2006	2007	% Change
April	236.1	242.9	2.9%
May	237.8	246.1	3.5%
June	239.2	249.1	4.1%
Q2 Avg.	237.7	246.0	3.5%

Base Period 1982-84=100

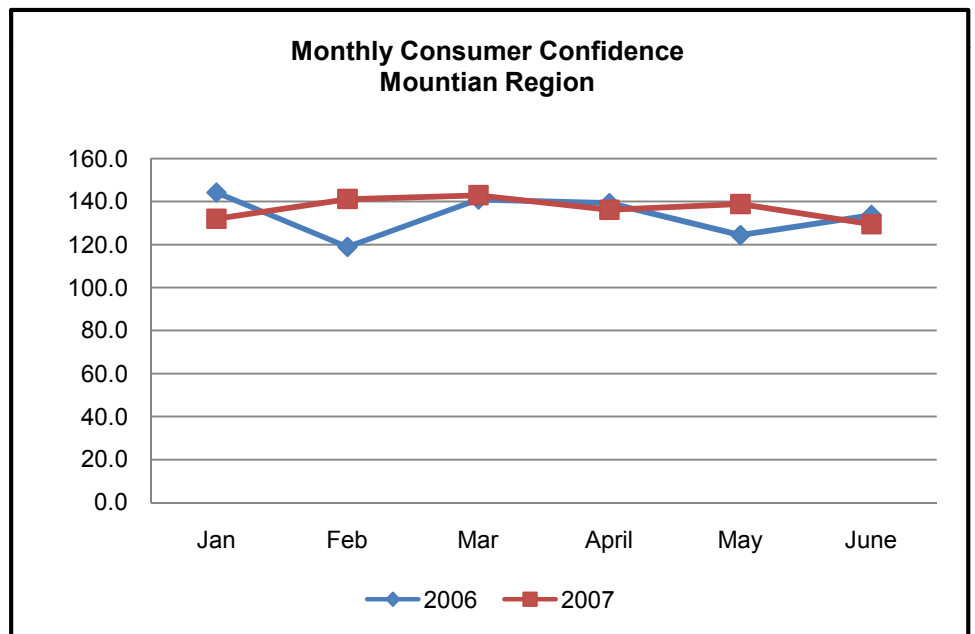
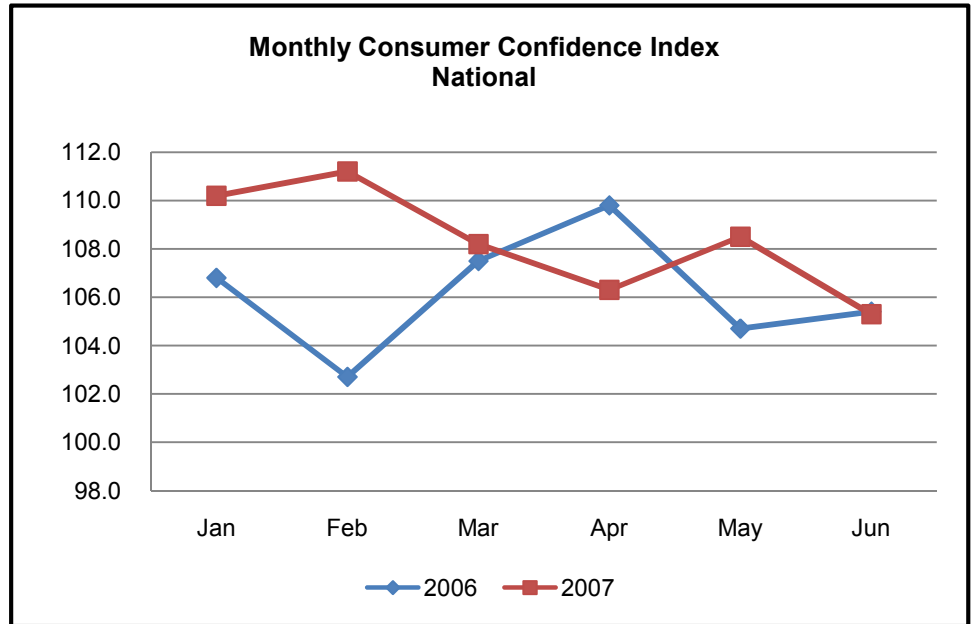
Source: Travel Industry Association of America

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



QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

Conference Board Consumer Confidence Index



Source: The Conference Board

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

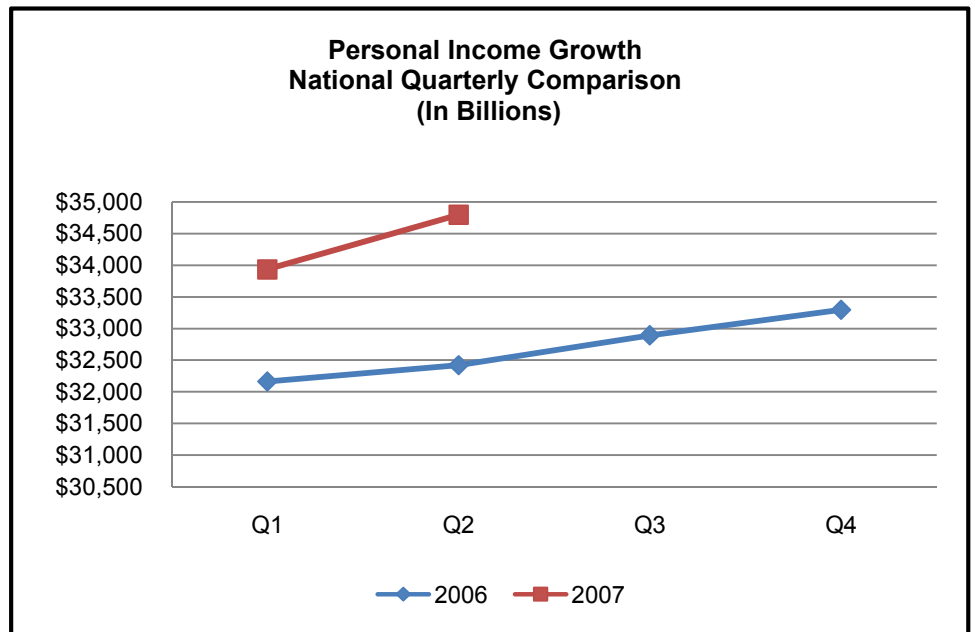
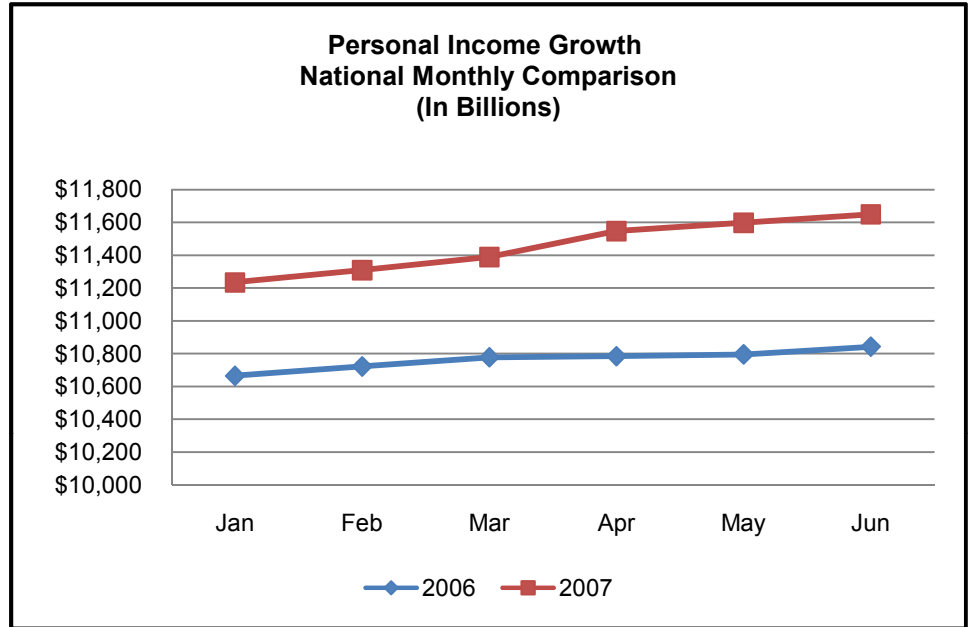
QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

Personal Income Growth - National (in Billions)

Month	2006	2007	% Change
April	\$10,784	\$11,548	7.1%
May	\$10,795	\$11,598	7.4%
June	\$10,842	\$11,650	7.4%
Q2 Total	\$32,422	\$34,795	7.3%
YTD	\$64,586	\$68,730	6.4%

Source: US Department of Commerce, Bureau of Economic Analysis

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



QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

Personal Income Growth - Rocky Mountain Region (In Millions)

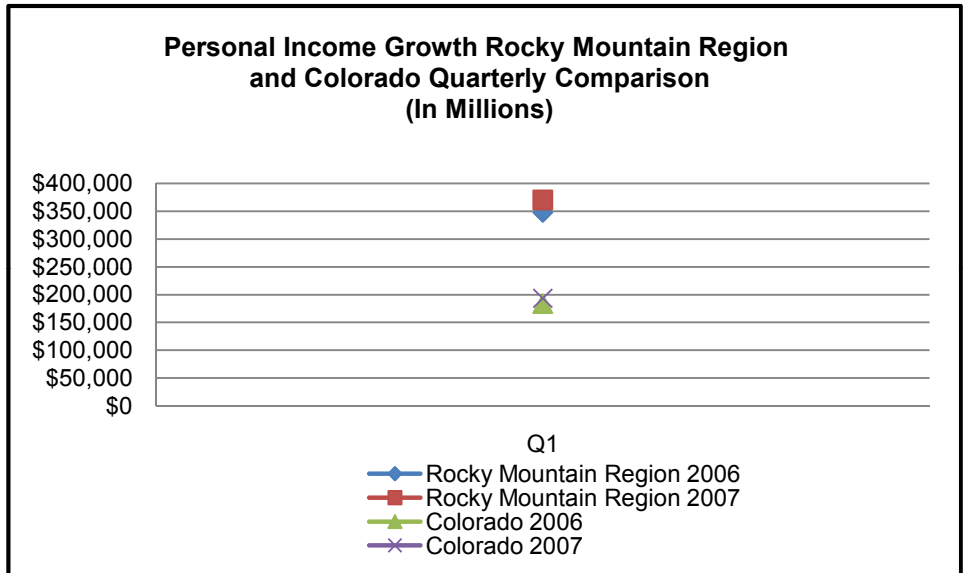
Month	2006	2007	% Change
Q2 Total	N/A	N/A	N/A
YTD	\$347,642	\$370,310	6.5%

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

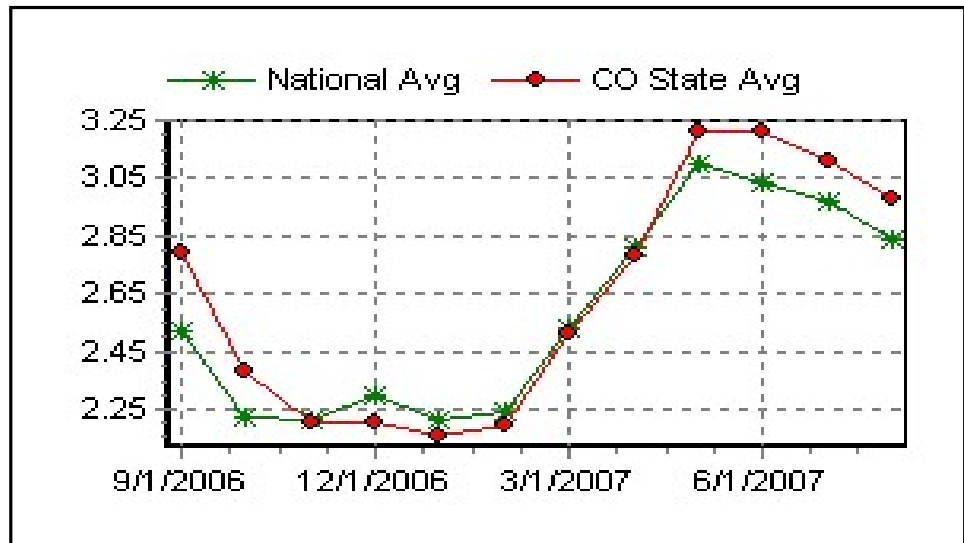
Personal Income Growth - Colorado (In Millions)

Month	2006	2007	% Change
Q2 Total	N/A	N/A	N/A
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



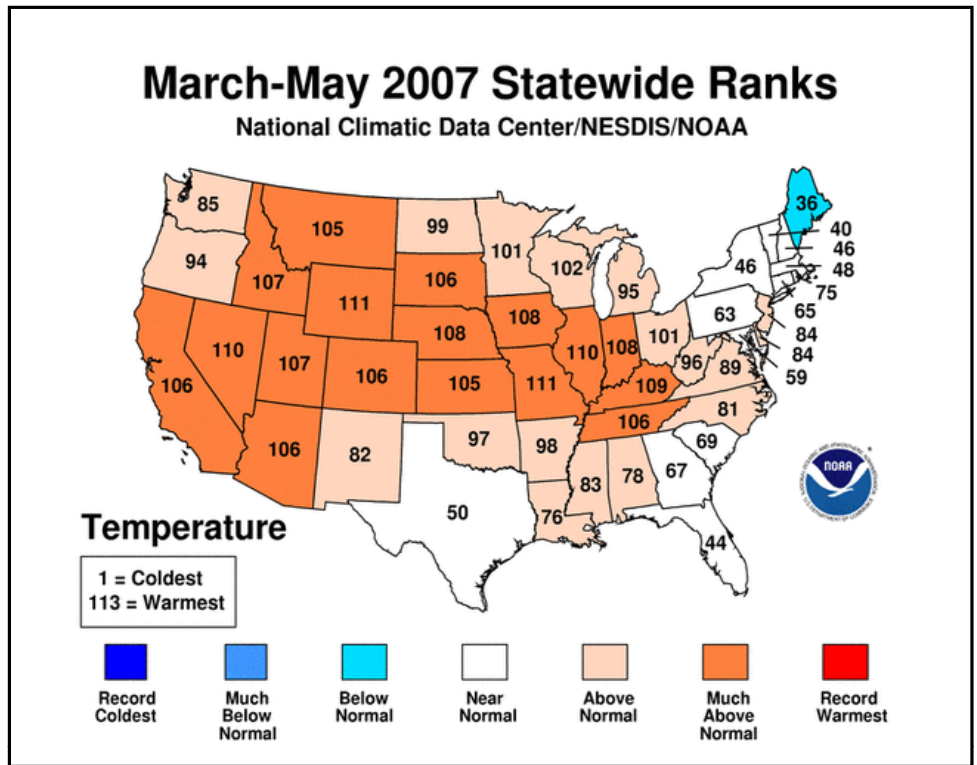
Fuel Prices: Colorado vs. National Average



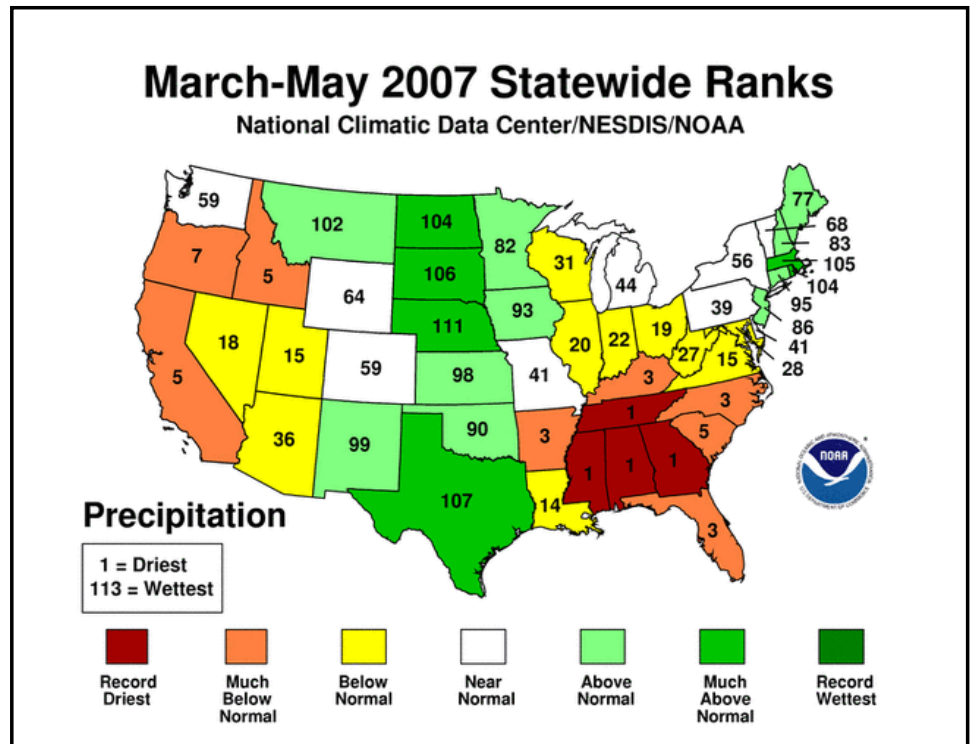
Source: AAA Fuel Gauge Report
<http://www.fuelgauge.com/COavg.asp>
www.aaa.com

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

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>

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

E. Colorado Tourism Regional Breakouts

The Northwest and Denver Metro tourism regions recorded strong increases in each industry sector as compared to the same period in 2006. The Northwest region recorded double-digit increases in lodging (21%), prepared food and beverage (15.2%), car rental (27.3%), arts/entertainment/recreation sales (25.6%), and air passenger traffic (11.5%). The Denver Metro region recorded double-digit increases in lodging (19.6%), car rental (13.1%), and state park visitation (63.7%). The Southwest region experienced strong activity in all industry sectors except arts/entertainment/recreation sales (-25.4%) which declined. Led by double-digit increases in lodging (15.5%) and car rental sales (31.7%), the Front Range region recorded positive results except for prepared food and beverage sales (-6.0%) and state park visitation (-3.6%), which declined from the same period in 2006. The Southwest region recorded double-digit increases in lodging (15.5%), car rental sales (47.4%), and welcome center visitation (12.7%), while posting declines in arts/entertainment/recreation sales (-2.8%), state park (-1.1%) and national park (-10.7%) visitation. The South Central region recorded increases in all industry sectors except car rental sales (-8.6%), national park visitation (-26.3%), and air passenger traffic (-2.7%), which declined. The Northeast region recorded double-digit increases in lodging (15.6%) and prepared food and beverage sales (11.4%), while posting declines in arts/entertainment/recreation sales (-15.8%) and welcome center visitation (-2.2%).

Denver Metro

Industry Sector	2006	2007	% Change
Lodging	\$253,903,000	\$303,576,000	19.6%
Prepared Food & Beverage	\$986,734,000	\$1,069,504,000	8.4%
Car Rental	\$86,324,000	\$97,634,000	13.1%
Arts/Entertainment/Recreation	\$120,578,000	\$124,810,000	3.5%
State Parks	787,118	1,288,585	63.7%
Airports	6,200,329	6,465,902	4.3%
Welcome Centers*	N/A	8,642	N/A

* Opened in September 2006.

Front Range

Industry Sector	2006	2007	% Change
Lodging	\$60,070,000	\$69,355,000	15.5%
Prepared Food & Beverage	\$285,637,000	\$268,446,000	-6.0%
Car Rental	\$5,835,000	\$7,684,000	31.7%
Arts/Entertainment/Recreation	\$43,757,000	\$46,075,000	5.3%
State Parks	481,789	464,288	-3.6%
Gaming Taxes	\$28,678,500	\$30,935,714	7.9%
National Parks	713,029	732,147	2.7%
Welcome Centers	22,940	31,424	37.0%

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

E. Colorado Tourism Regional Breakouts - Ctd

South Central

Industry Sector	2006	2007	% Change
Lodging	\$98,433,000	\$107,656,000	9.4%
Prepared Food & Beverage	\$228,416,000	\$242,661,000	6.2%
Car Rental	\$12,730,000	\$11,636,000	-8.6%
Arts/Entertainment/Recreation	\$21,449,000	\$22,600,000	5.4%
State Parks	420,367	436,005	3.7%
Gaming Taxes	\$4,963,604	\$5,095,578	2.7%
National Parks	169,063	124,615	-26.3%
Airports	271,262	263,950	-2.7%

Southeast

Industry Sector	2006	2007	% Change
Lodging	\$11,860,000	\$13,695,000	15.5%
Prepared Food & Beverage	\$61,431,000	\$65,481,000	6.6%
Car Rental	\$1,200,000	\$1,769,000	47.4%
Arts/Entertainment/Recreation	\$3,391,000	\$3,297,000	-2.8%
State Parks*	685,968	678,746	-1.1%
National Parks	10,682	9,539	-10.7%
Welcome Centers	28,254	31,829	12.7%

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

Northeast

Industry Sector	2006	2007	% Change
Lodging	\$4,424,000	\$5,115,000	15.6%
Prepared Food & Beverage	\$21,474,000	\$23,922,000	11.4%
Arts/Entertainment/Recreation	\$824,000	\$694,000	-15.8%
State Parks	71,208	76,677	7.7%
Welcome Centers	116,612	114,061	-2.2%

Northwest

Industry Sector	2006	2007	% Change
Lodging	\$112,121,000	\$135,657,000	21.0%
Prepared Food & Beverage	\$176,855,000	\$203,723,000	15.2%
Car Rental	\$6,871,000	\$8,749,000	27.3%
Arts/Entertainment/Recreation	\$19,475,000	\$24,464,000	25.6%
State Parks	547,641	601,827	9.9%
National Parks	182,053	193,434	6.3%
Airports	93,765	104,545	11.5%
Welcome Centers	93,666	96,697	3.2%

Southwest

Industry Sector	2006	2007	% Change
Lodging	\$33,112,000	\$36,609,000	10.6%
Prepared Food & Beverage	\$61,881,000	\$69,322,000	12.0%
Car Rental	\$6,422,000	\$6,800,000	5.9%
Arts/Entertainment/Recreation	\$4,996,000	\$3,729,000	-25.4%
State Parks	313,060	392,975	25.5%
National Parks	581,213	683,024	17.5%
Welcome Centers	12,789	14,608	14.2%

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

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Second Quarter 2007

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.



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

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