

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Third Quarter 2007

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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 third quarter of 2007 recorded strong growth over 2006 in retail sales of tourism-related goods and services. **Lodging Sales** continues to lead all economic indicators with an increase of 8.9 percent over the same period in 2006. Increased lodging sales was supported by an increase in hotel occupancy of 2.5 percent, average room rate growth of 7.8 percent and increasing revenue per available room by 9.8 percent. **Gaming tax revenue** recorded an 8.1 percent increase for the quarter. **Prepared food and beverage sales** recorded a strong increase of 7.3 percent. **Car rental sales** followed close behind, recording an increase of 6.6 percent. **Arts/Entertainment/Recreation sales** finished the quarter up 5.1 percent. **Motor fuel consumption** recorded a nice increase of 2.7 percent. The third quarter tourism economic activity continued the record-setting pace observed during the first half of 2007.

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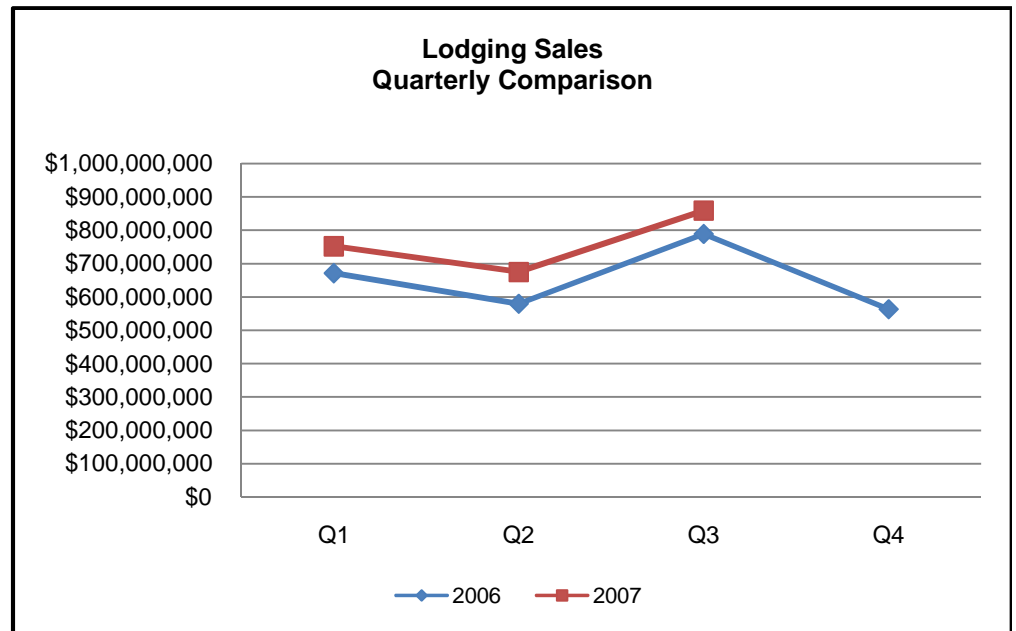
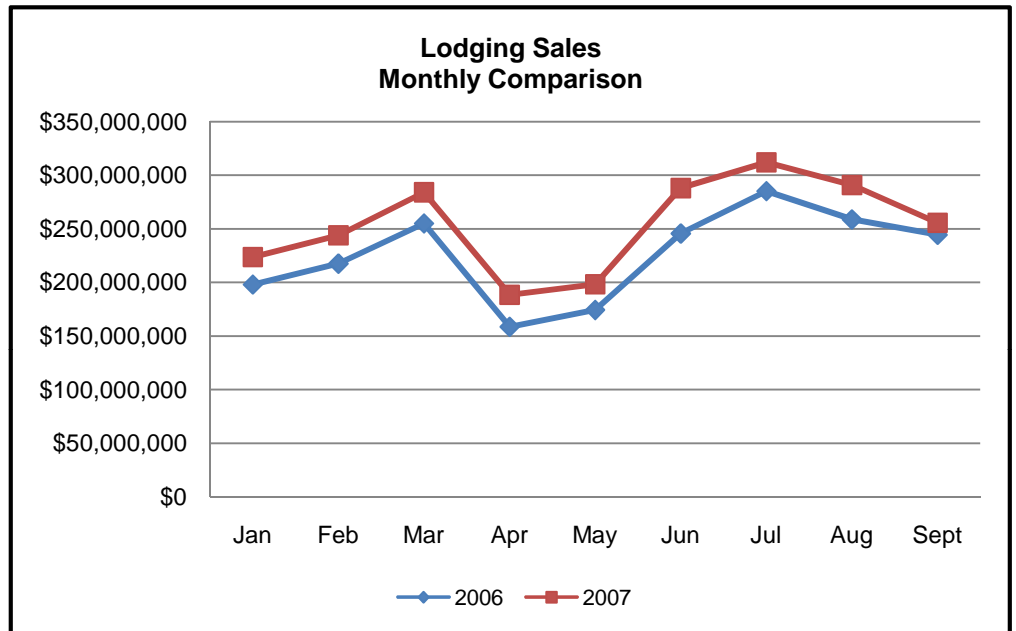
Lodging Sales

Month	2006	2007	% Change
July	\$285,288,000	\$312,133,000	9.4%
August	\$258,888,000	\$290,987,000	12.4%
September	\$244,554,000	\$255,598,000	4.5%
Q3 Total	\$788,730,000	\$858,718,000	8.9%
Index*	109.9	119.7	8.9%
YTD Totals	\$2,038,513,000	\$2,285,542,000	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
July	75.4%	74.4%	-1.3%
August	72.0%	75.4%	4.7%
September	67.8%	70.5%	4.0%
Q3 Avg.	71.7%	73.4%	2.5%
YTD Average	61.5%	63.2%	2.8%

Source: Rocky Mountain Lodging Report

Average Room Rate

Month	2006	2007	% Change
July	\$113.94	\$123.87	8.7%
August	\$113.72	\$121.92	7.2%
September	\$109.79	\$118.06	7.5%
Q3 Avg.	\$112.48	\$121.28	7.8%
YTD Average	\$114.77	\$126.21	10.0%

Source: Rocky Mountain Lodging Report

Revenue Per Available Room

Month	2006	2007	% Change
July	\$85.87	\$92.23	7.4%
August	\$81.90	\$90.60	10.6%
September	\$74.48	\$83.20	11.7%
Q3 Avg.	\$80.75	\$88.68	9.8%
YTD Average	\$70.70	\$79.71	12.7%

Source: Rocky Mountain Lodging Report

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Prepared Food and Beverage Sales

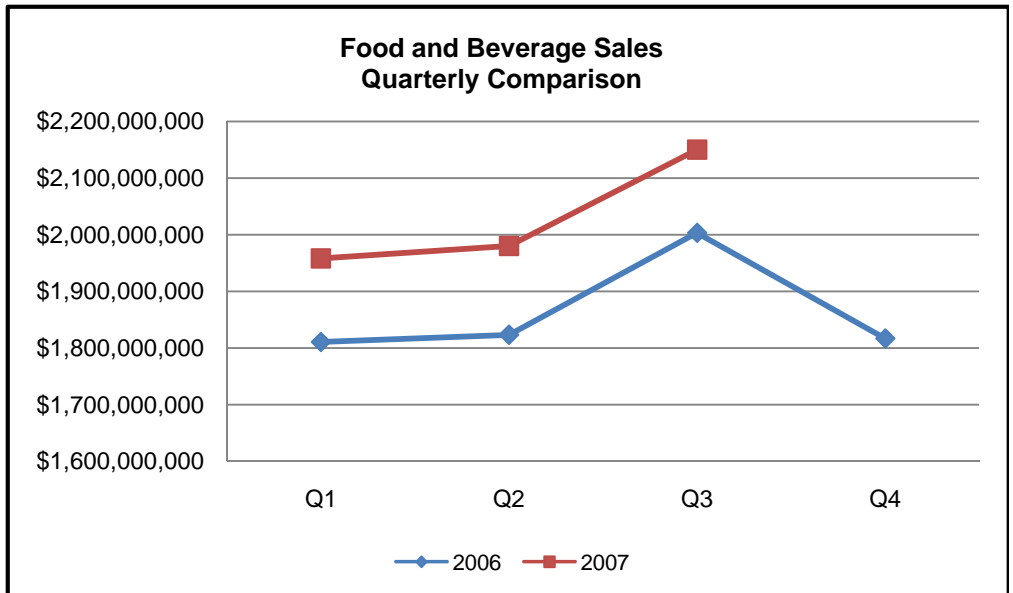
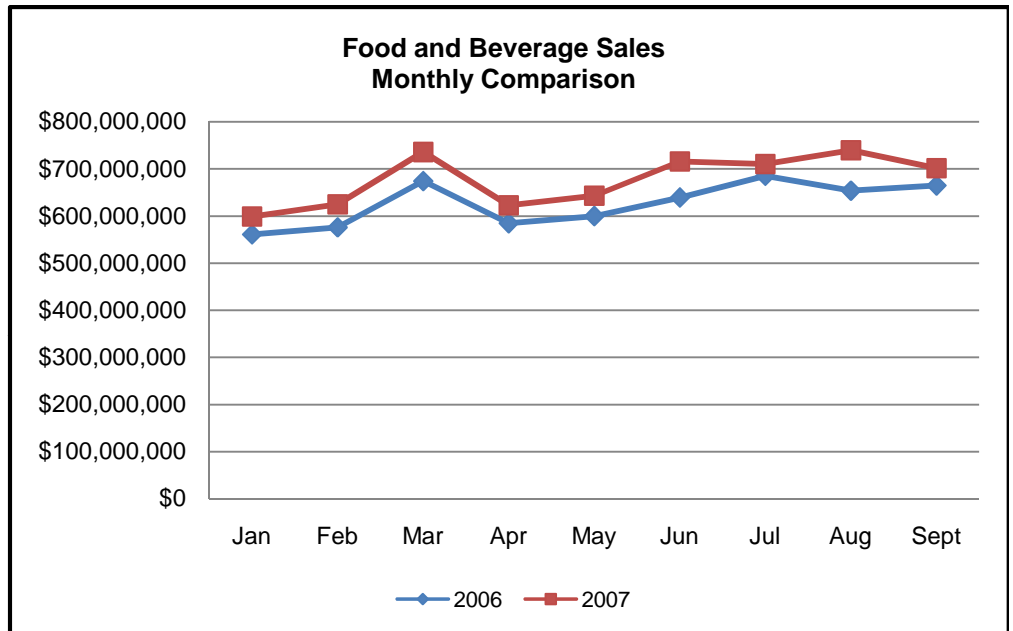
Month	2006	2007	% Change
July	\$685,077,000	\$709,874,000	3.6%
August	\$653,727,000	\$738,958,000	13.0%
September	\$664,606,000	\$701,064,000	5.5%
Q3 Totals	\$2,003,410,000	\$2,149,896,000	7.3%
Index*	128.0	137.4	7.3%
YTD Totals	\$5,637,413,000	\$6,088,277,000	8.0%

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

*Base Period 2000=100

Source: Colorado Department of Revenue

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



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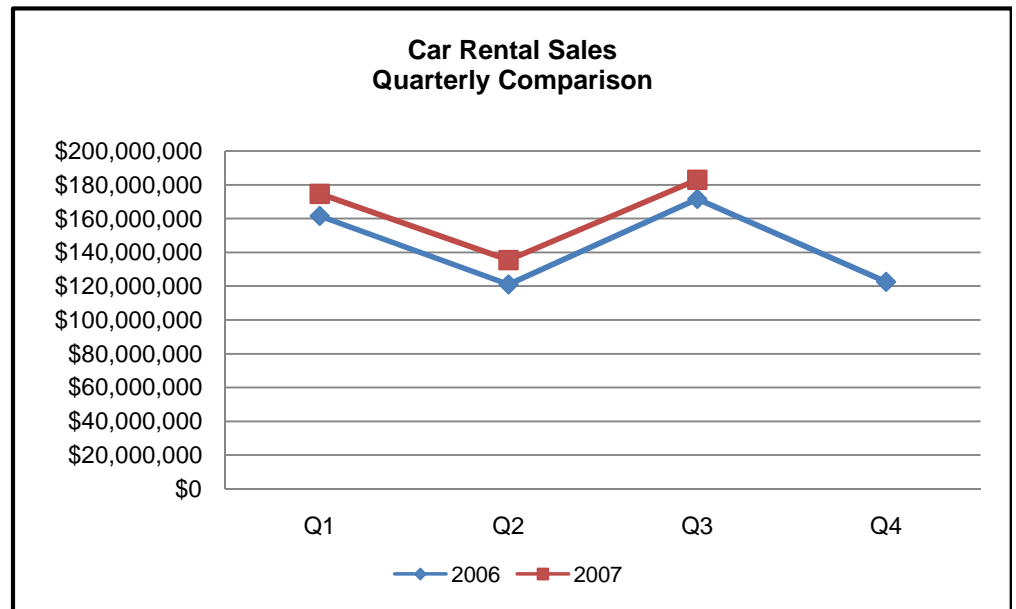
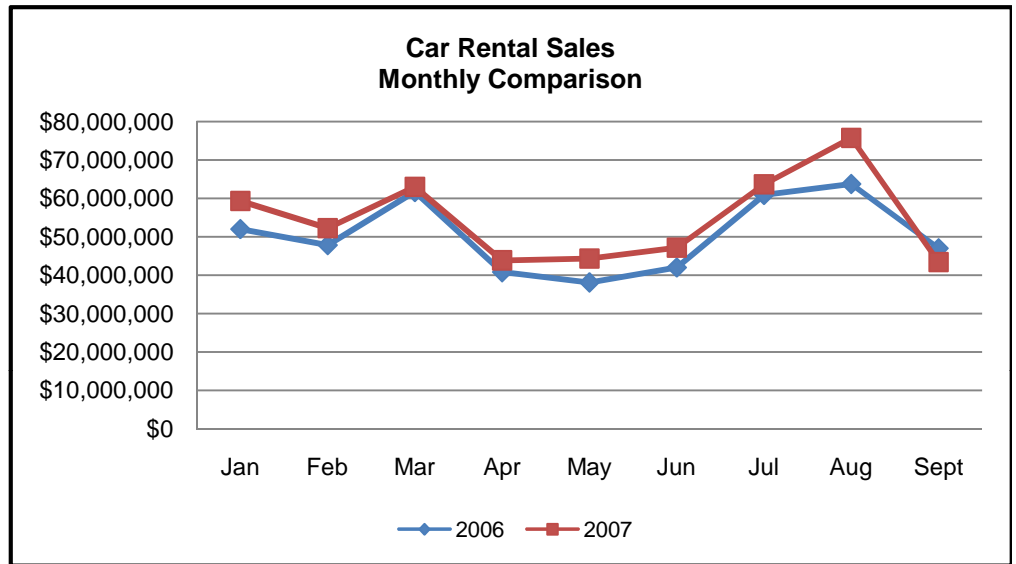
Car Rental Sales

Month	2006	2007	% Change
July	\$60,938,000	\$63,686,000	4.5%
August	\$63,740,000	\$75,787,000	18.9%
September	\$46,988,000	\$43,465,000	-7.5%
Q3 Totals	\$171,666,000	\$182,938,000	6.6%
Index*	118.5	126.3	6.6%
YTD Totals	\$454,238,000	\$493,131,000	8.6%

*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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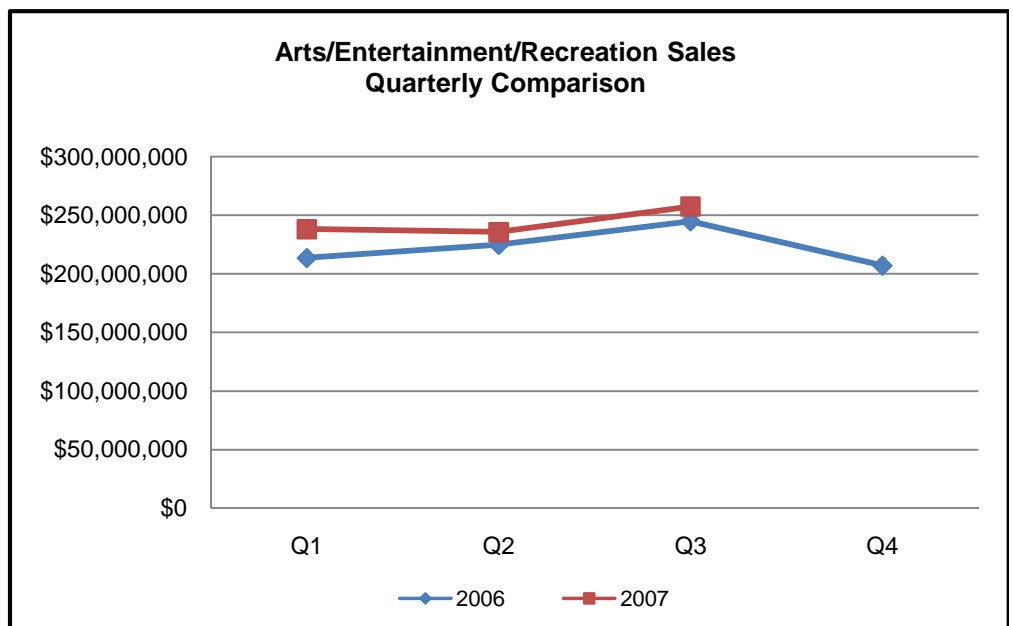
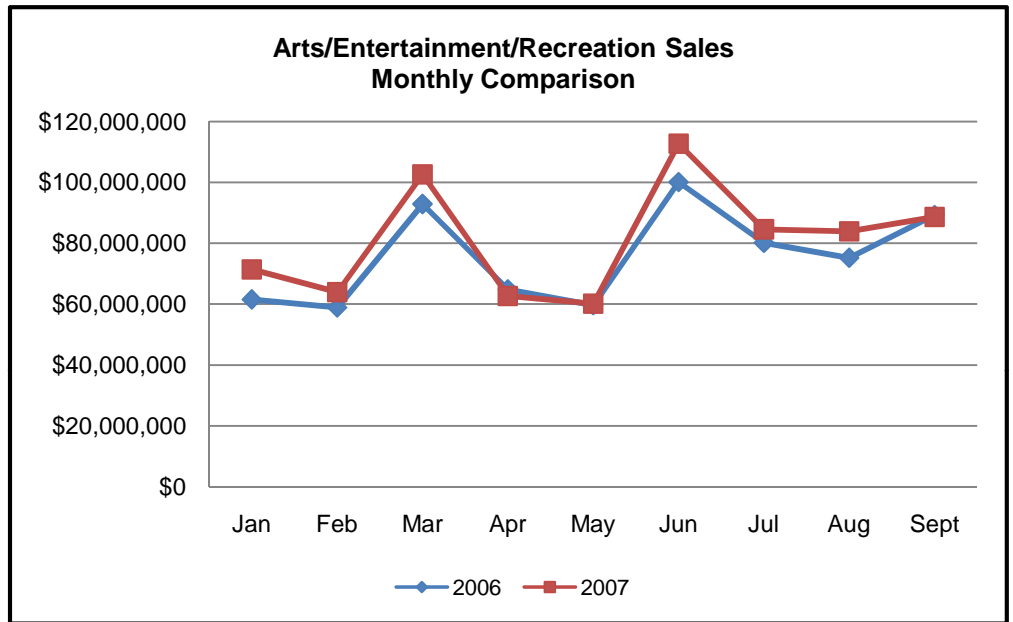
Arts/Entertainment/Recreation Sales

Month	2006	2007	% Change
July	\$80,235,000	\$84,641,000	5.5%
August	\$75,286,000	\$83,942,000	11.5%
September	\$89,357,000	\$88,722,000	-0.7%
Q3 Totals	\$244,878,000	\$257,305,000	5.1%
Index*	149.1	156.7	5.1%
YTD Totals	\$683,091,000	\$731,017,000	7.0%

*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

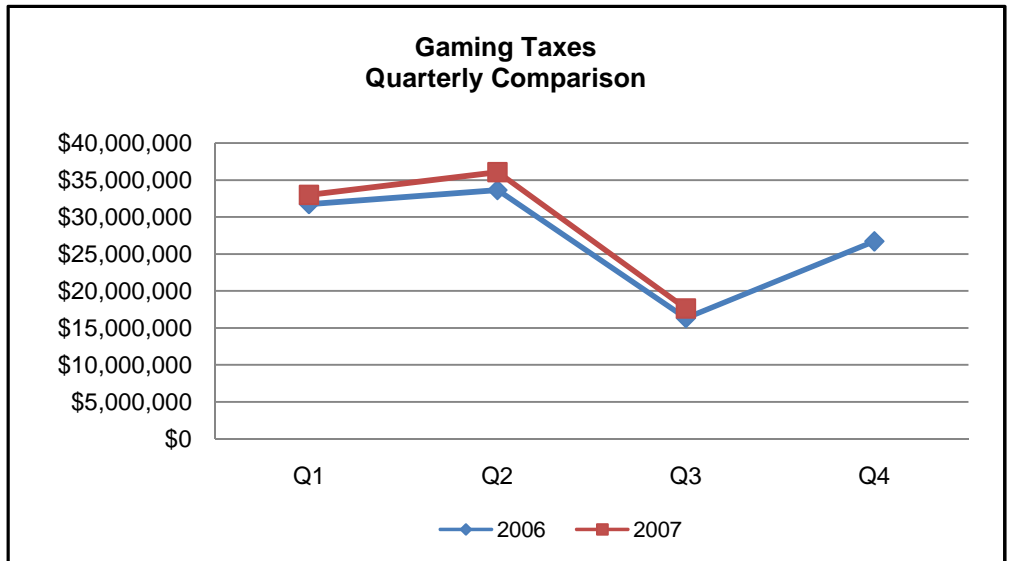
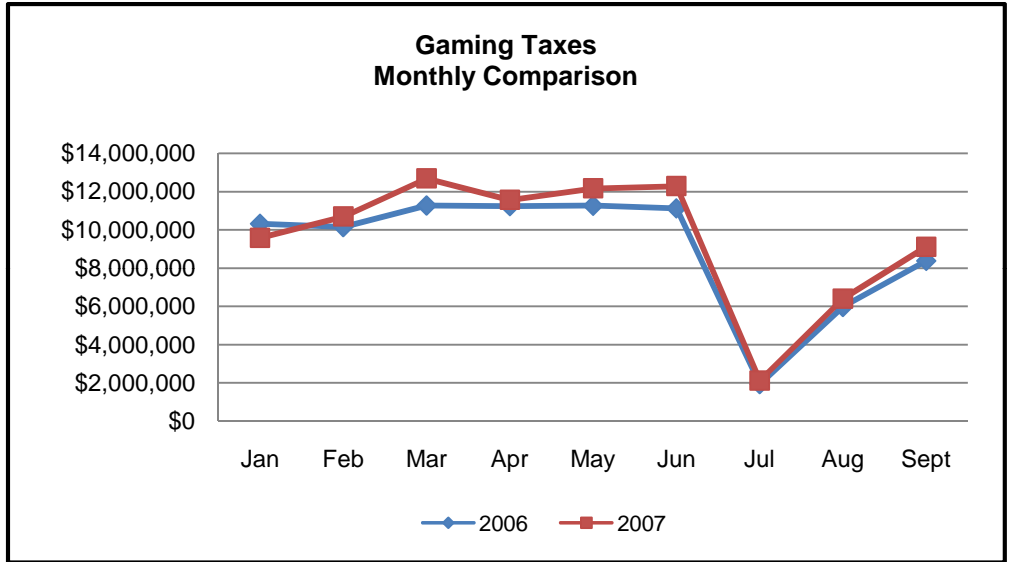
Gaming taxes are graduated starting at a low of .25 percent at the beginning of the fiscal year (July) and increasing with gaming revenue volume to a maximum of 20 percent.

Month	2006	2007	% Change
July	\$1,945,423	\$2,118,872	8.9%
August	\$5,983,905	\$6,399,236	6.9%
September	\$8,381,894	\$9,113,731	8.7%
Q3 Totals	\$16,311,221	\$17,631,838	8.1%
Index*	144.9	156.6	8.1%
YTD Totals	\$81,701,746	\$86,628,418	6.0%

*Base Period 2000=100

Source: Colorado Department of Revenue

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



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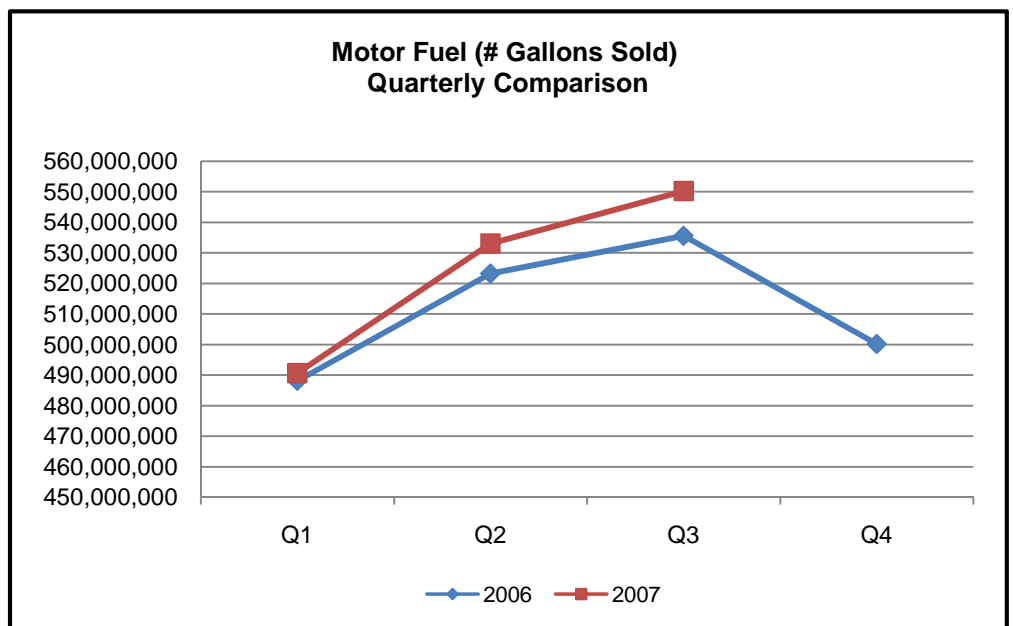
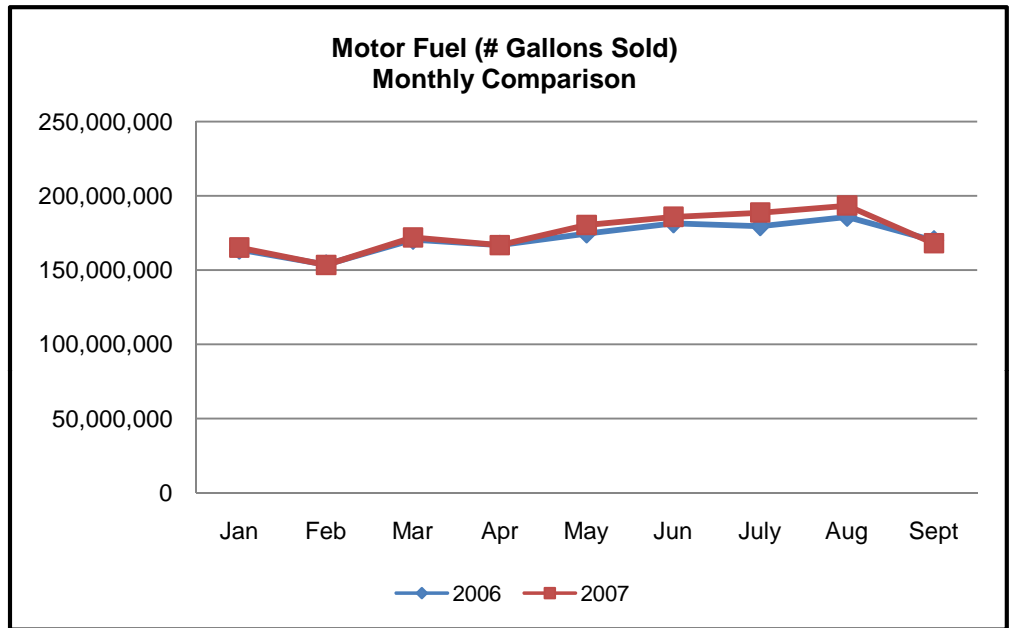
Motor Fuel Sales (# of Gallons Sold)

Month	2006	2007	% Change
July	179,690,123	188,739,879	5.0%
August	185,946,267	193,468,406	4.0%
September	170,011,296	168,059,552	-1.1%
Q3 Totals	535,647,686	550,267,837	2.7%
Index*	100.1	102.8	2.7%
YTD Totals	1,547,089,678	1,574,024,987	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 in Colorado during the third quarter of 2007 continued to be very positive compared to the same period in 2006. Again, **international passenger arrivals** led all categories with an increase of 17.2 percent. Overall, total **air passenger traffic** continues to steadily increase at 4.6 percent, with **domestic air passenger traffic** growing by 4.1 percent. **National parks** in Colorado recorded a nice 4.2 percent increase in visitation with **state parks** doing even better posting an increase in visitation of 11.5 percent for the quarter. The **Colorado Welcome Centers** posted a 6.2 percent increase in visitation. Thirty major **attractions** across Colorado reported attendance of 1,179,777.

Note: Comparable data for attendance will be available in the first quarter of 2008.

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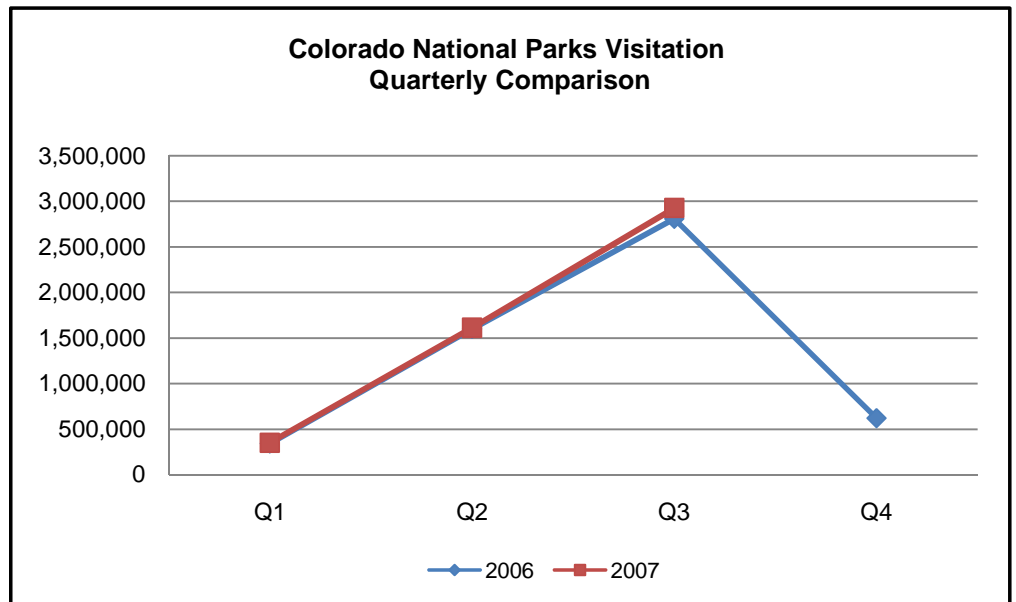
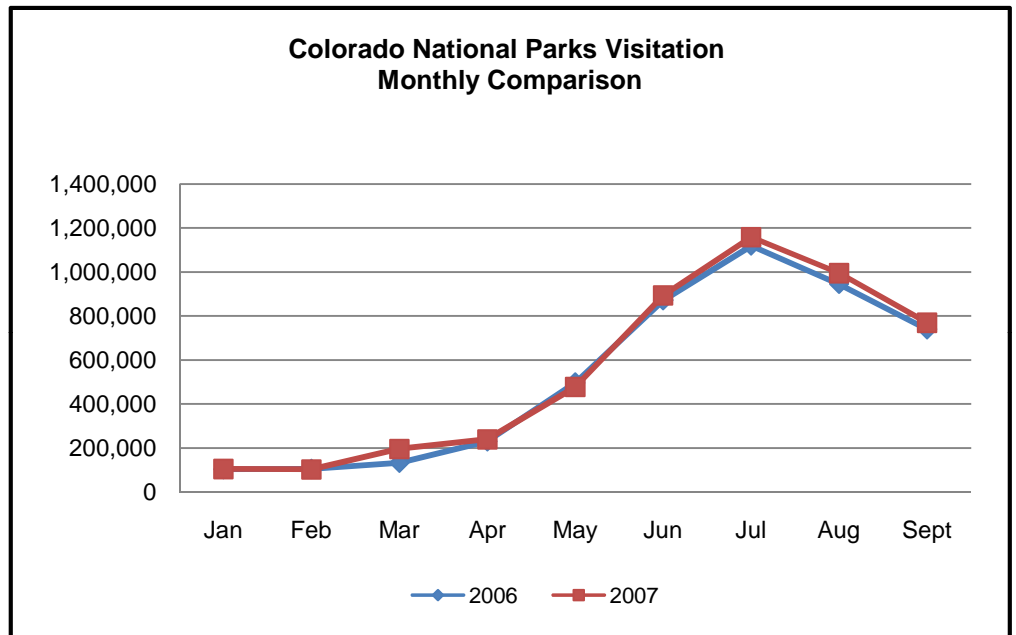
Colorado National Parks Visitation

Month	2006	2007	% Change
July	1,120,350	1,159,162	3.5%
August	946,084	995,740	5.2%
September	740,319	770,102	4.0%
Q3 Totals	2,806,753	2,925,004	4.2%
Index*	91.9	95.7	4.2%
YTD Totals	4,748,772	4,888,978	3.0%

* Base Period 2000=100

Source: National Park Service

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



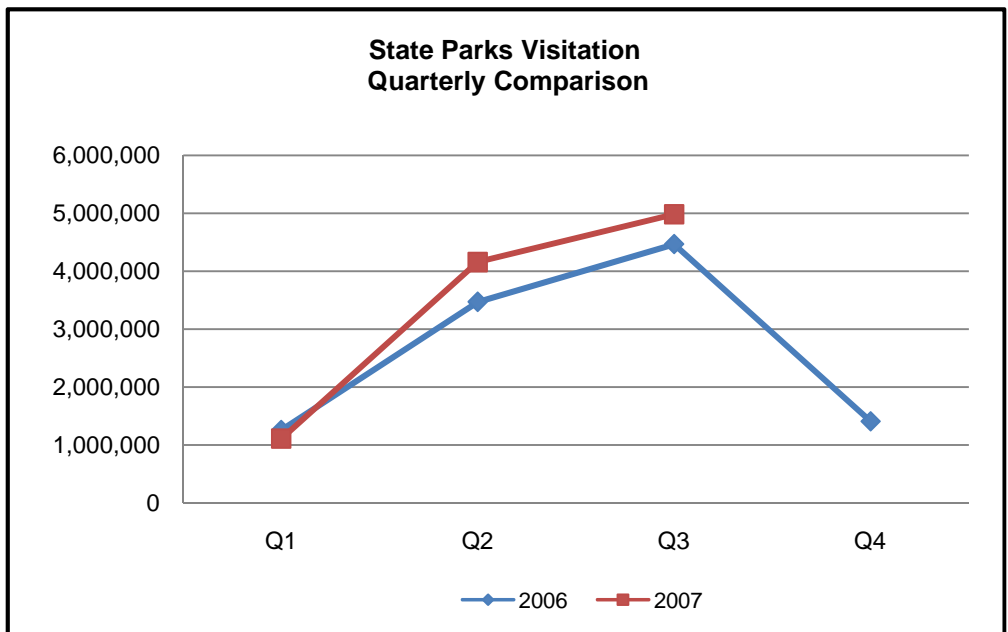
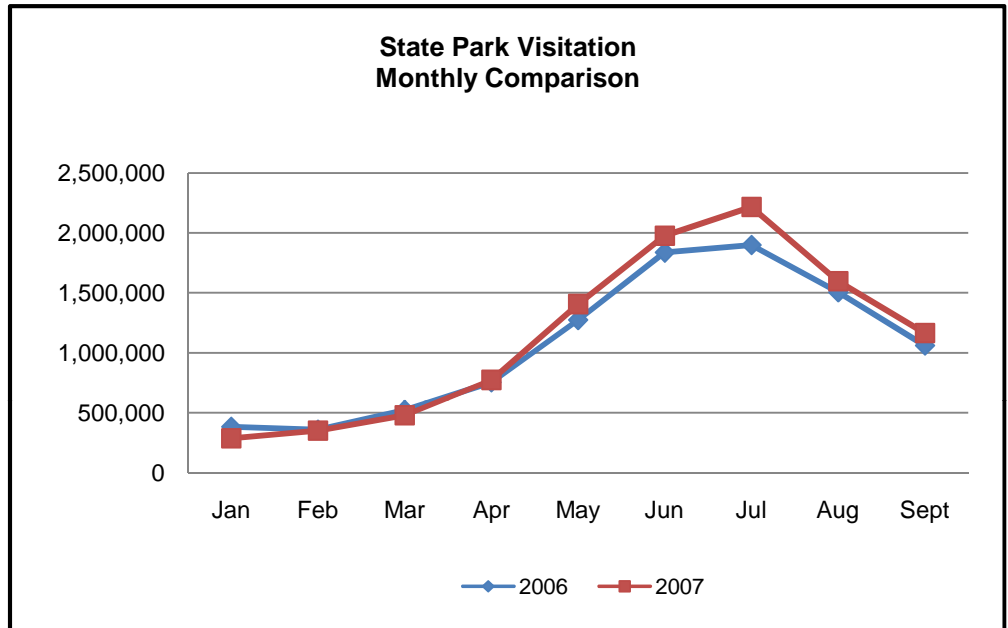
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State Parks Visitation

Month	2006	2007	% Change
July	1,900,002	2,217,693	16.7%
August	1,505,746	1,598,606	6.2%
September	1,059,928	1,164,716	9.9%
Q3 Totals	4,465,676	4,981,015	11.5%
Index*	98.8	110.2	11.5%
YTD Totals	9,713,463	10,248,450	5.5%

* Base Period 2000=100

Source: Colorado Division of State Parks



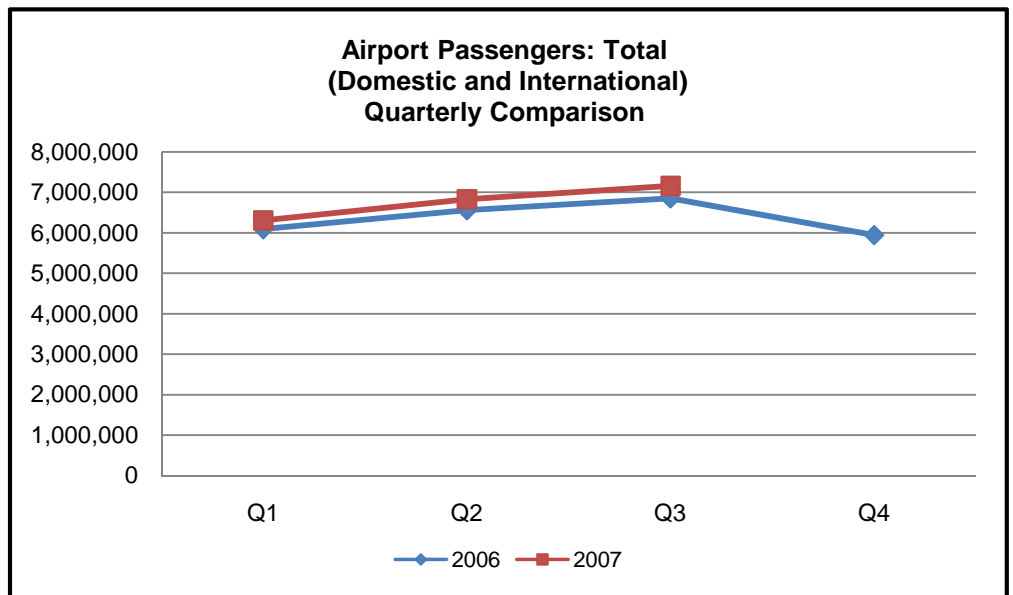
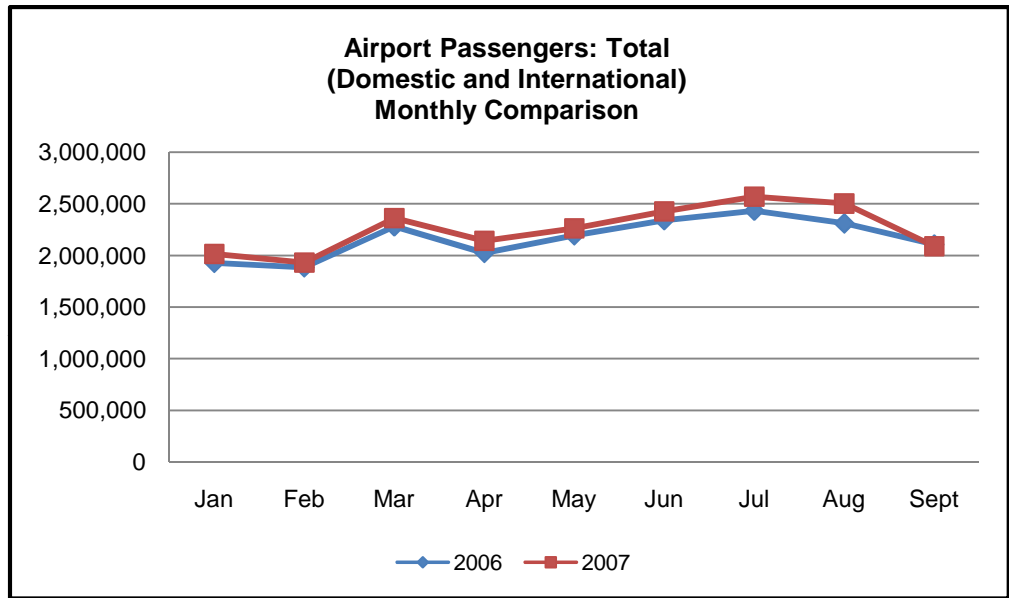
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Airport Passengers - Total Incoming (Domestic & International)

Month	2006	2007	% Change
July	2,434,100	2,570,642	5.4%
August	2,311,533	2,504,474	8.0%
September	2,106,236	2,091,125	-1.5%
Q3 Totals	6,851,869	7,166,241	4.6%
Index*	123.5	129.2	4.6%
YTD Totals	19,790,340	20,313,858	2.2%

*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.



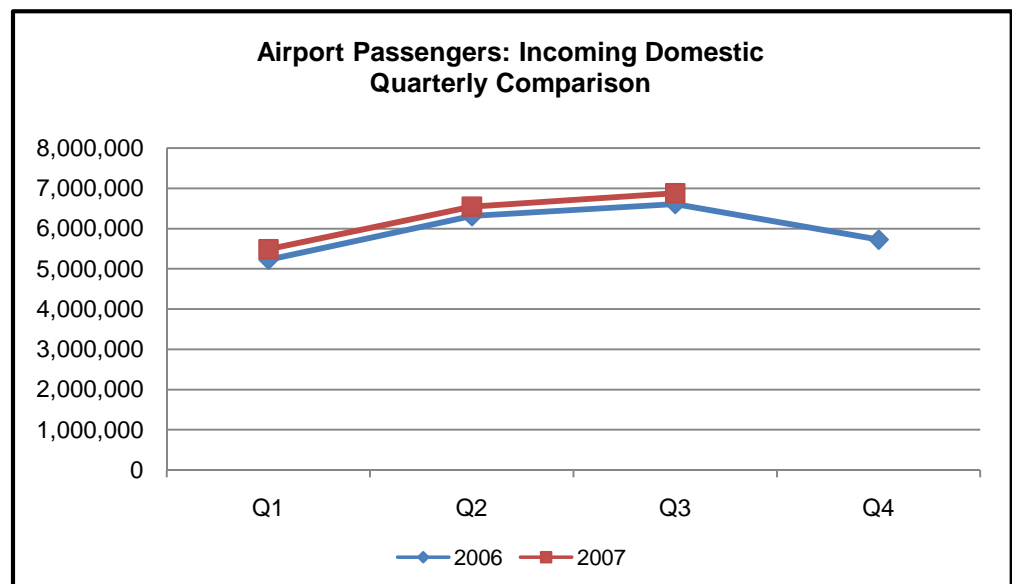
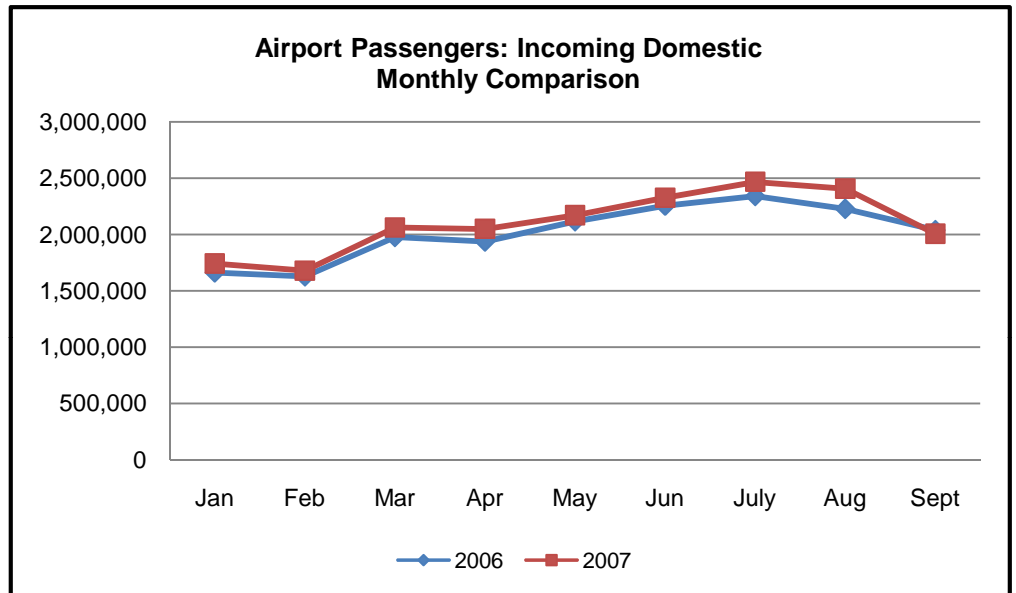
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Airport Passengers - Incoming Domestic

Month	2006	2007	% Change
July	2,340,808	2,466,327	5.4%
August	2,228,333	2,405,987	8.0%
September	2,038,288	2,007,424	-1.5%
Q3 Totals	6,607,429	6,879,738	4.1%
Index*	121.5	126.6	4.1%
YTD Totals	19,047,083	19,470,643	2.2%

*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.



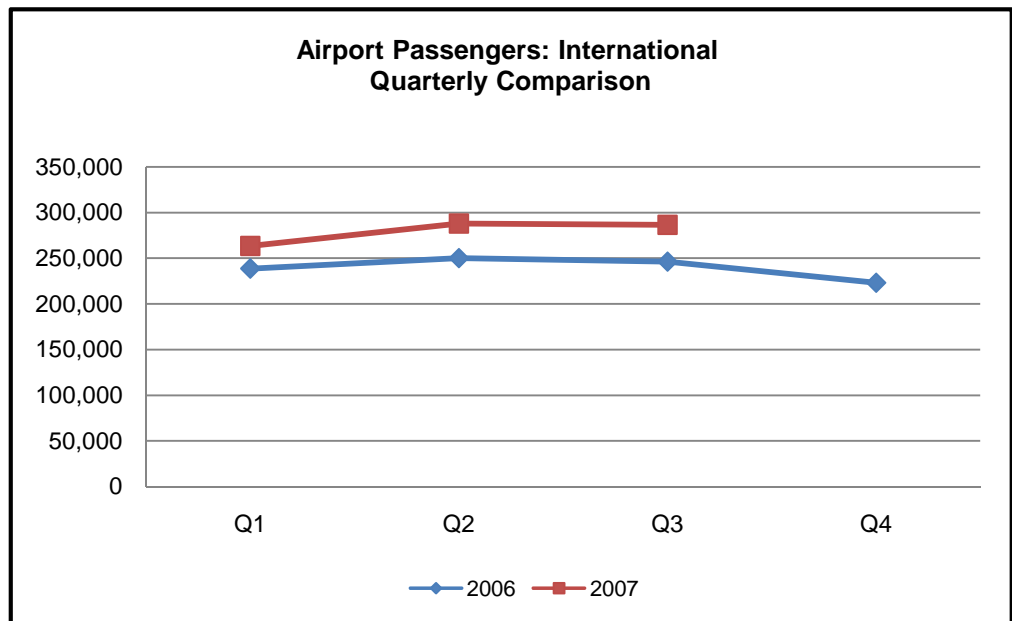
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Airport Passengers - Incoming International

Month	2006	2007	% Change
July	93,292	104,315	11.8%
August	83,200	98,487	18.4%
September	67,948	83,701	23.2%
Q3 Totals	244,440	286,503	17.2%
Index*	221.9	260.1	17.2%
YTD Totals	743,257	843,215	13.5%

*Base Period 2000=100

Sources: Denver International Airport



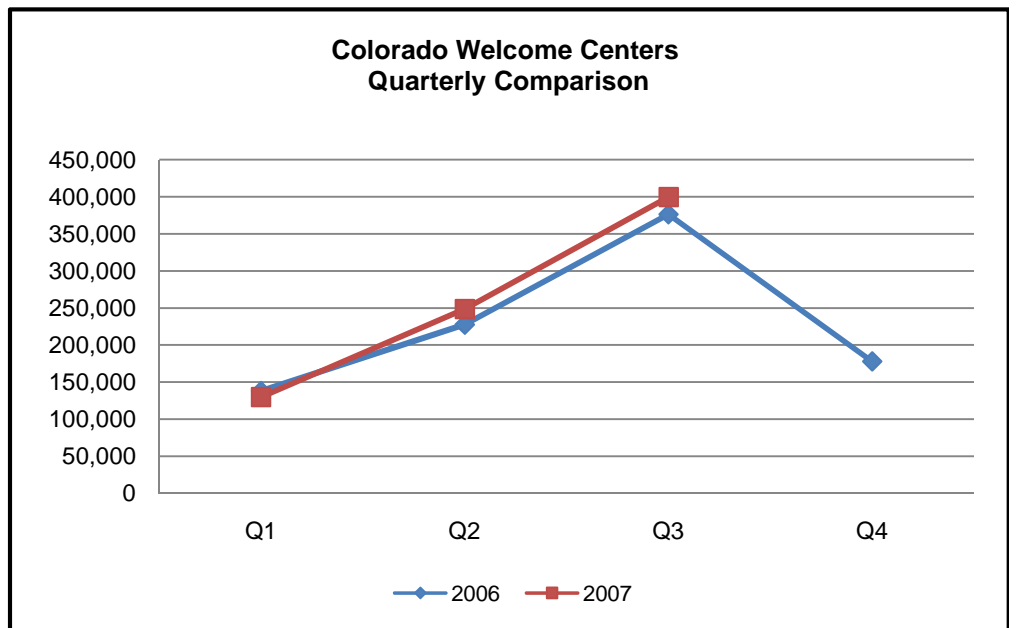
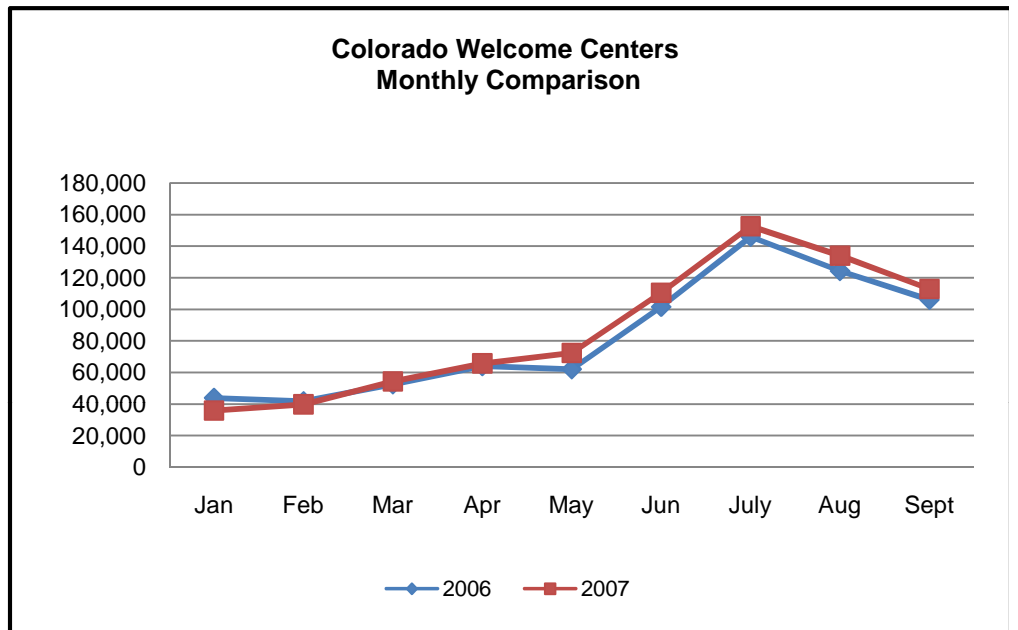
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Colorado Welcome Centers

Month	2006	2007	% Change
July	145,942	152,640	4.6%
August	124,229	133,981	7.9%
September	106,032	112,831	6.4%
Q3 Totals	376,203	399,452	6.2%
Index*	95.2	101.1	6.2%
YTD Totals	787,676	824,476	4.7%

* Base Period 2000=100

Source: Colorado Tourism Office



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Attraction Attendance

Month	2006	2007	% Change
July	n/a	500,314	n/a
August	n/a	412,338	n/a
September	n/a	267,125	n/a
Q3 Totals	n/a	1,179,777	n/a
YTD Totals	n/a	4,853,019	n/a

Source: 30 Colorado Attractions, all regions represented except Northeast.

C. Pre-Visit Interest in Colorado

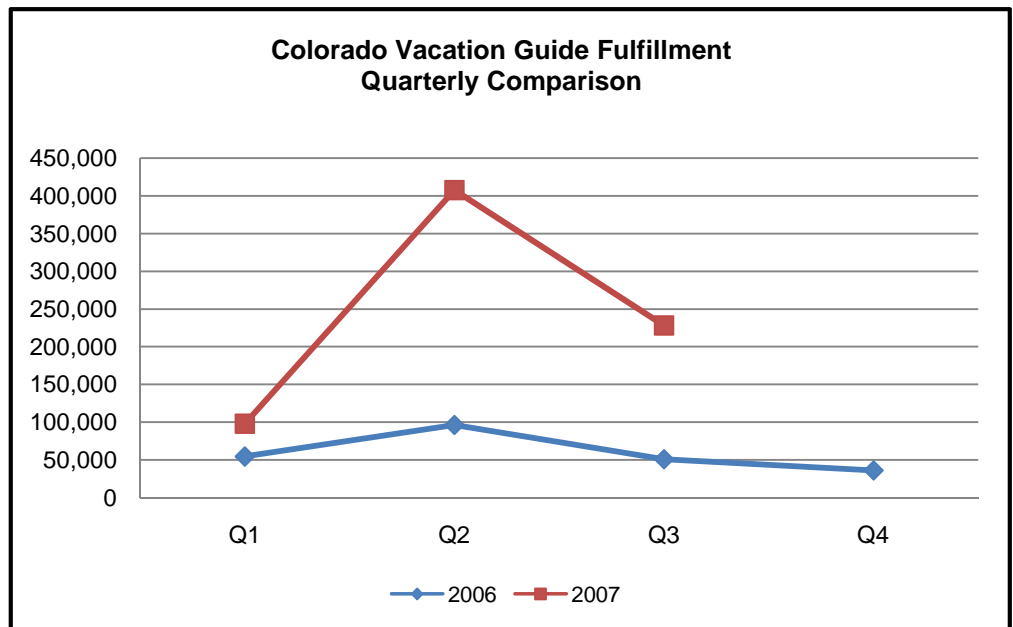
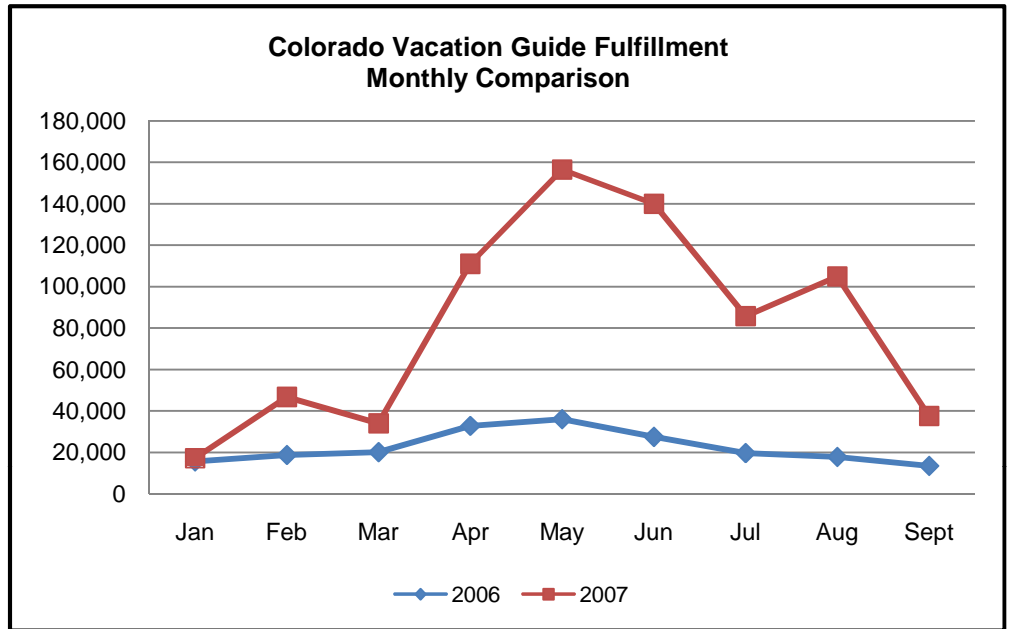
The aggressive media advertising campaign for Colorado tourism is apparently producing very strong responses for travel information about the state. Significant increases in requests for Colorado Vacation Guides and the number of sessions posted on the Colorado.com website were recorded. Compared to the third quarter of 2006, the same period in 2007 experienced phenomenal increases in **Colorado Vacation Guides fulfillment** of 347 percent and Colorado.com **website sessions** of 82.8 percent.

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Colorado Vacation Guide Fulfillment

Month	2006	2007	% Change
July	19,691	85,764	335.5%
August	17,826	104,911	488.5%
September	13,535	37,540	177.4%
Q3 Total	51,052	228,215	347.0%
YTD	202,106	733,797	263.1%

Source: Colorado Tourism Office/Weaver Multimedia Group

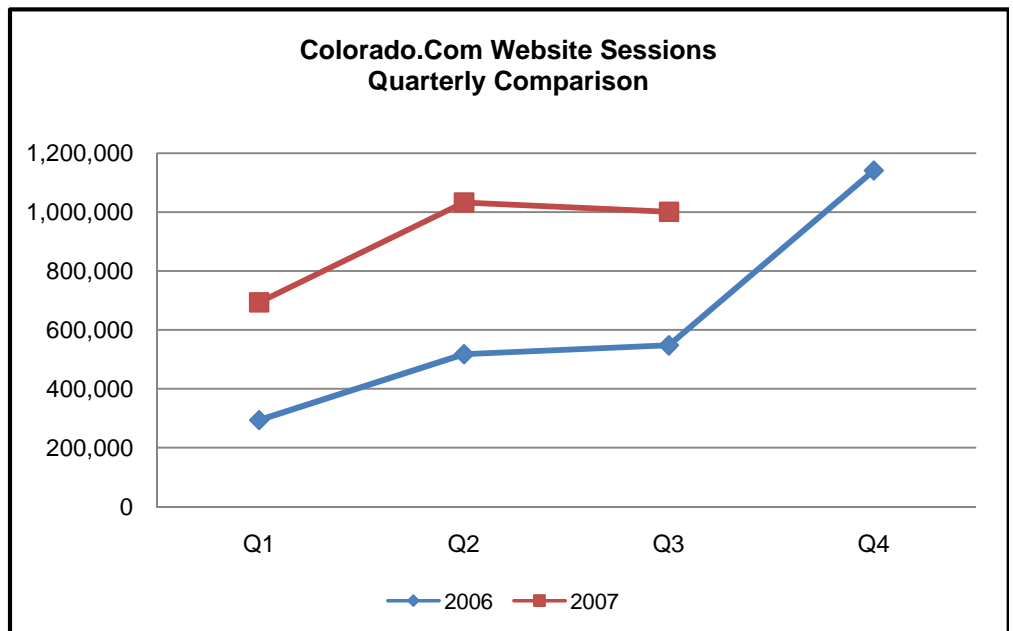
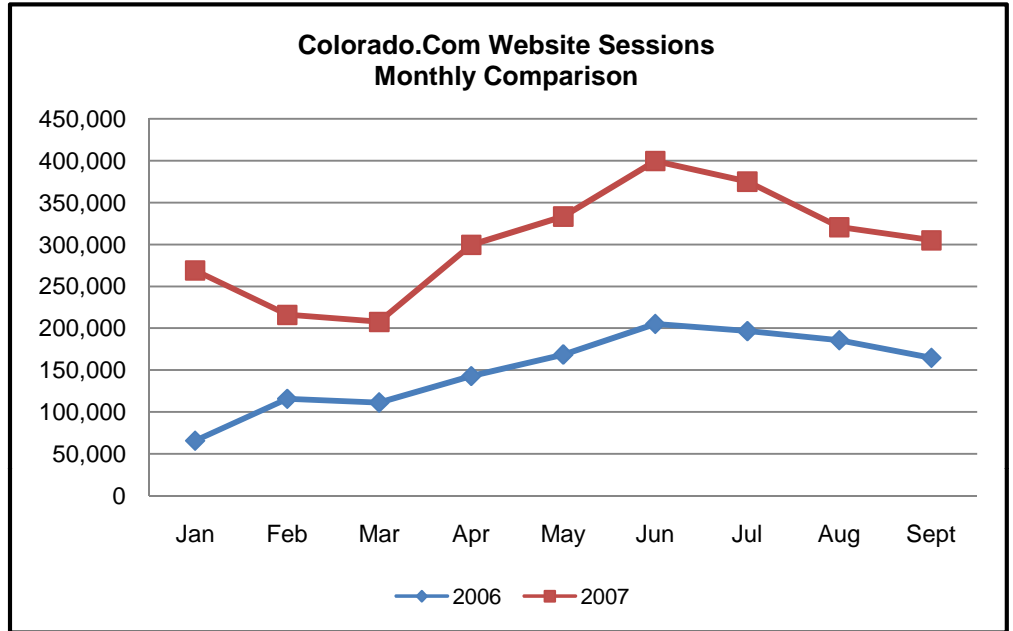


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Colorado.Com Website Sessions

Month	2006	2007	% Change
July	196,780	375,070	90.6%
August	185,857	320,782	72.6%
September	164,806	305,136	85.1%
Q3 Total	547,443	1,000,988	82.8%
YTD	1,358,081	2,726,846	100.8%

Source: Colorado Tourism Office/Weaver Multimedia Group



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D. Tourism Environment

During the third quarter of 2007, the national and regional tourism performance indicators continued to post 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 2.5 percent. The **Travel Price Index** (TPI) recorded a quarterly increase of 4.4 percent. The **Conference Board Consumer Confidence Index** (CCI) rebounded in July from a drop in June. After increasing in July, the CCI dropped in August, and fell further in September. The drop in CCI is attributed to the softening in business and labor market conditions. The volatility in the financial markets and continued sub-prime housing woes may have played a role in the decline. Consumer confidence in the Mountain Region continued to be more positive in July and August than the rest of the U.S., but dropped below the national CCI for September.

Personal Income Growth in the U.S. grew 7.1 percent for the quarter, with the Rocky Mountain Region and Colorado recording increases of 7.1 and 5.9 percents respectively. 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 June through August period, with near normal **precipitation**.

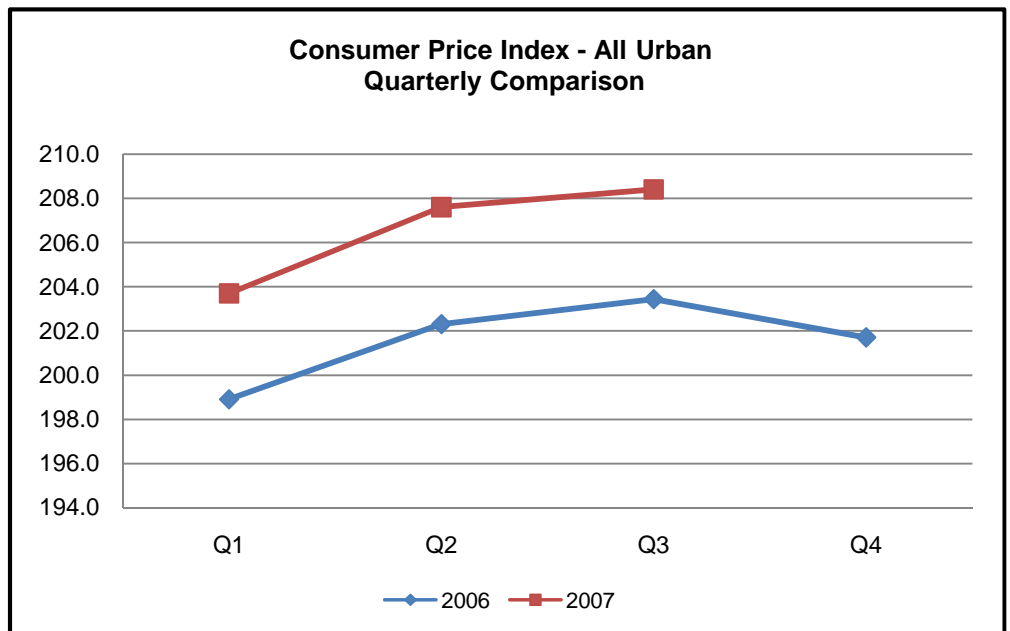
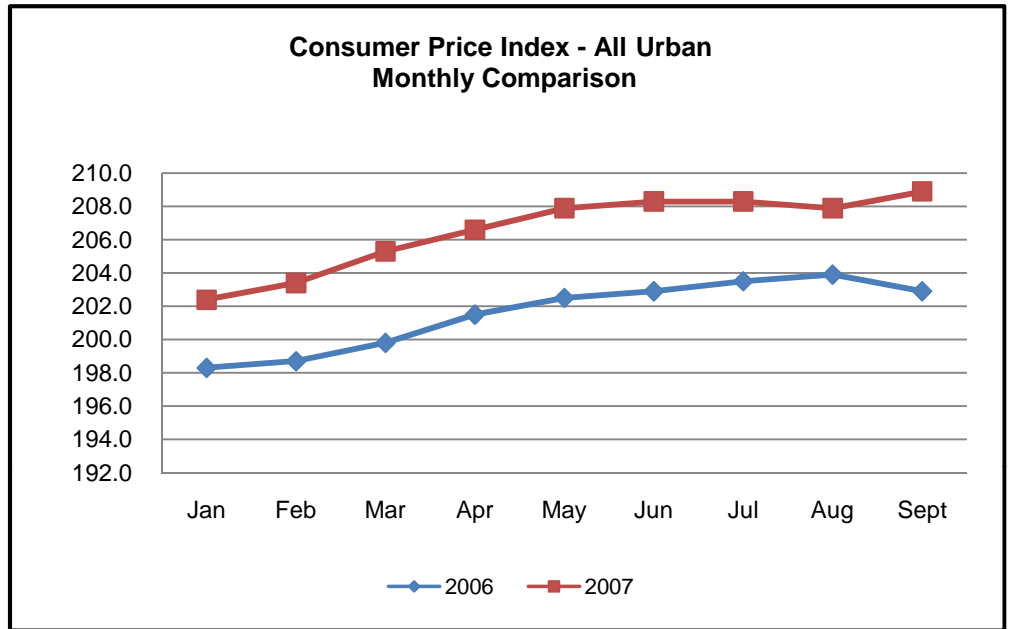
The Bureau of Economic Analysis reported that real tourism spending increased at an annual rate of 1.6 percent in the third quarter of 2007. By comparison, real gross domestic product (GDP) grew at an annual rate of 4.9 percent in the third quarter of 2007.

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Consumer Price Index - All Urban

Month	2006	2007	% Change
July	203.5	208.3	2.4%
August	203.9	207.9	2.0%
September	202.9	208.9	3.0%
Q3 Avg.	203.4	208.4	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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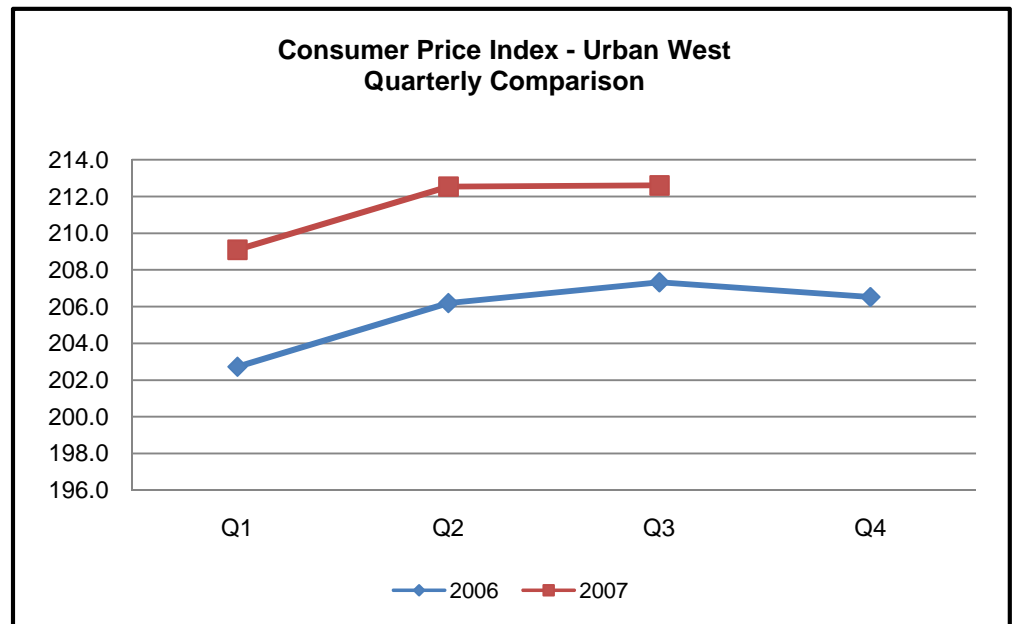
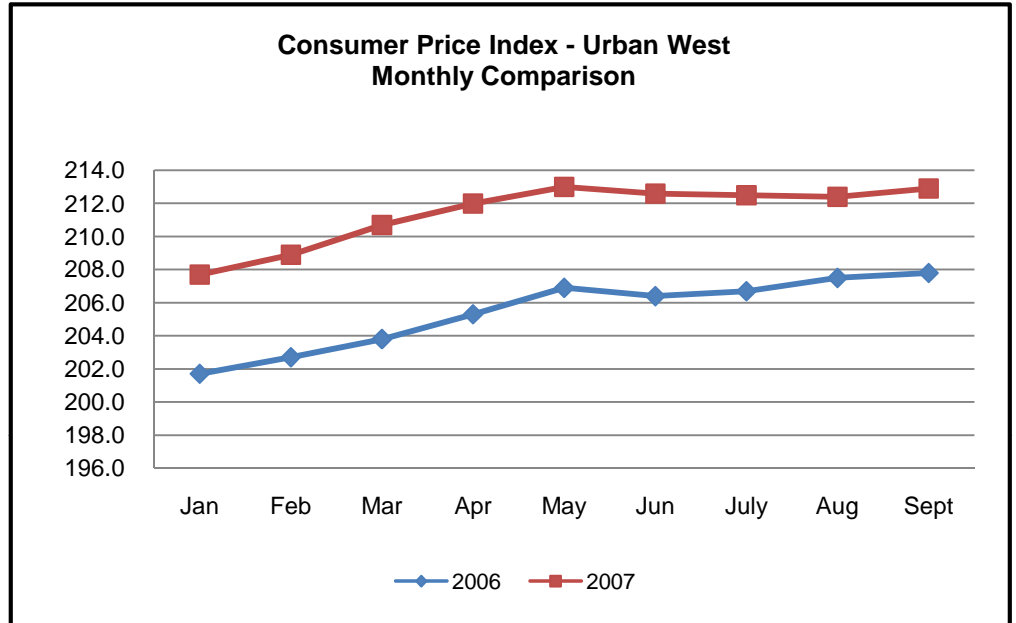
Consumer Price Index - Urban West

Month	2006	2007	% Change
July	206.7	212.5	2.8%
August	207.5	212.4	2.4%
September	207.8	212.9	2.5%
Q3 Avg.	207.3	212.6	2.5%

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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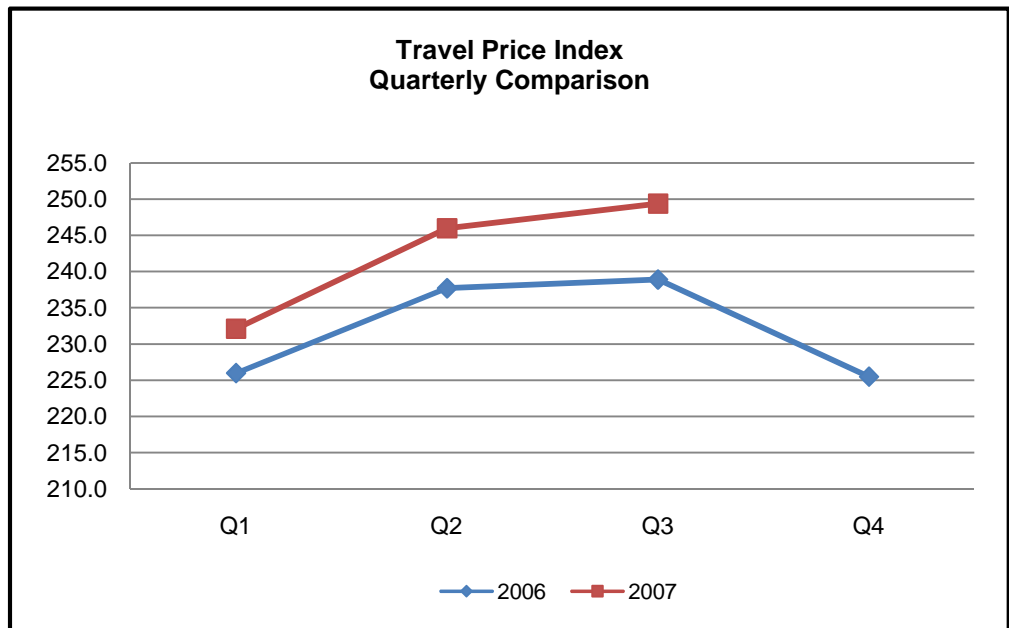
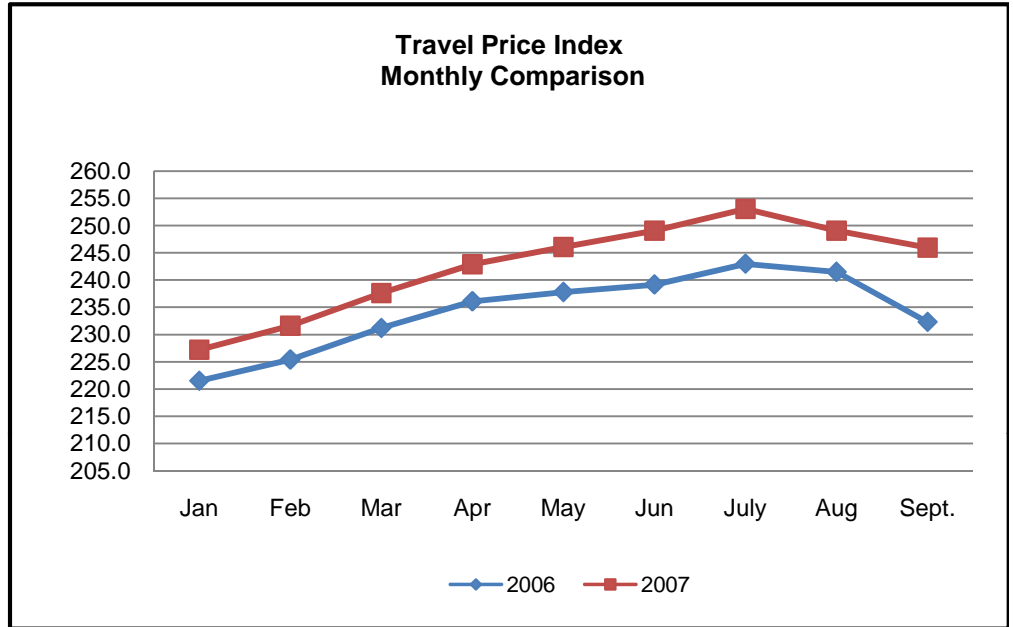
Travel Price Index

Month	2006	2007	% Change
July	243.0	253.1	4.2%
August	241.5	249.1	3.1%
September	232.3	246.0	5.9%
Q3 Avg.	238.9	249.4	4.4%

Base Period 1982-84=100

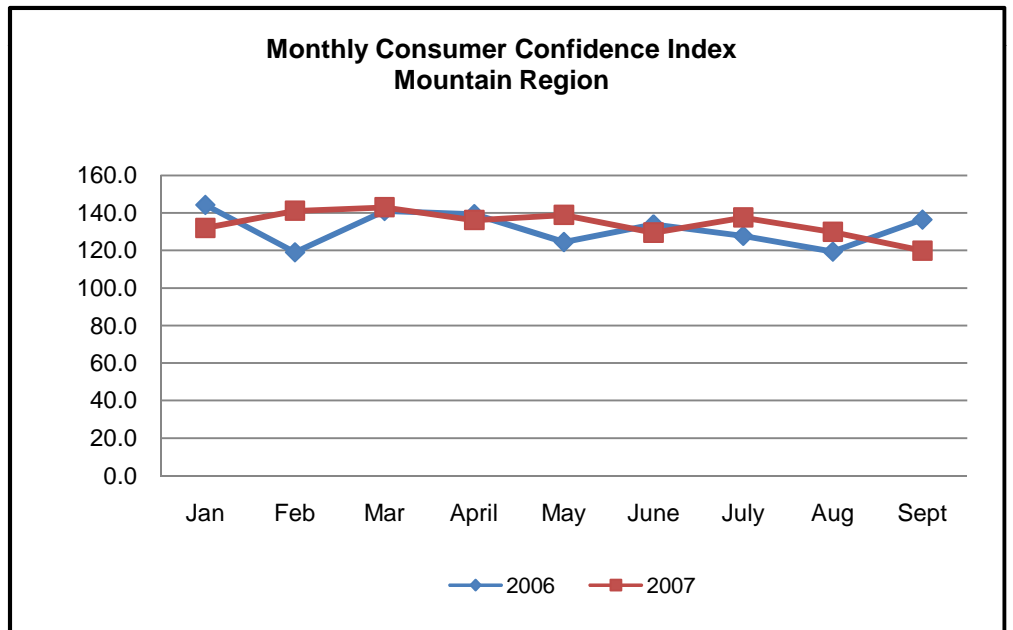
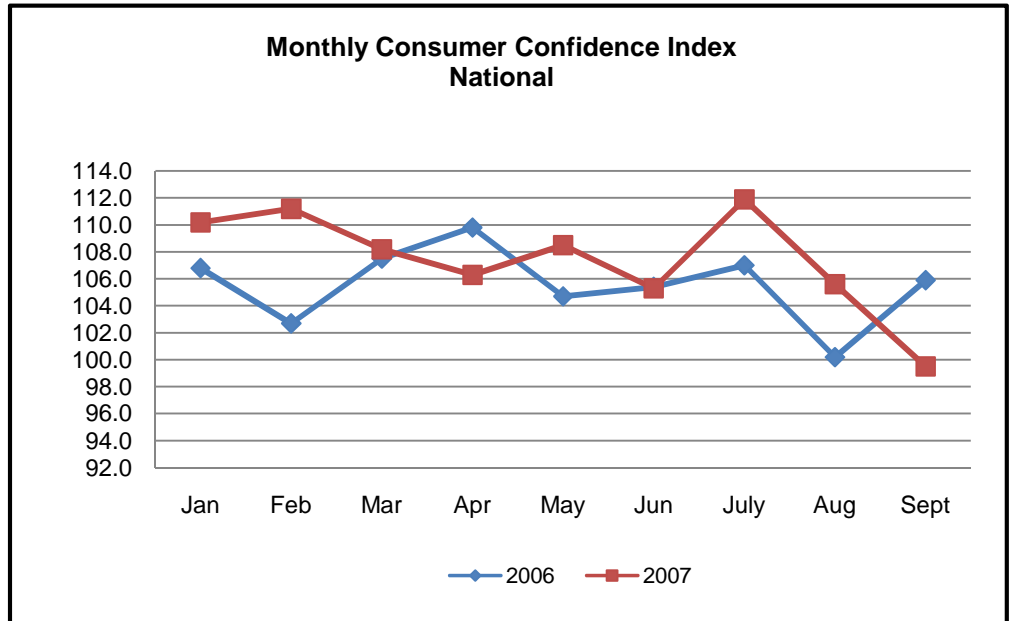
Source: Travel Industry Association of America

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



QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
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Conference Board Consumer Confidence Index



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

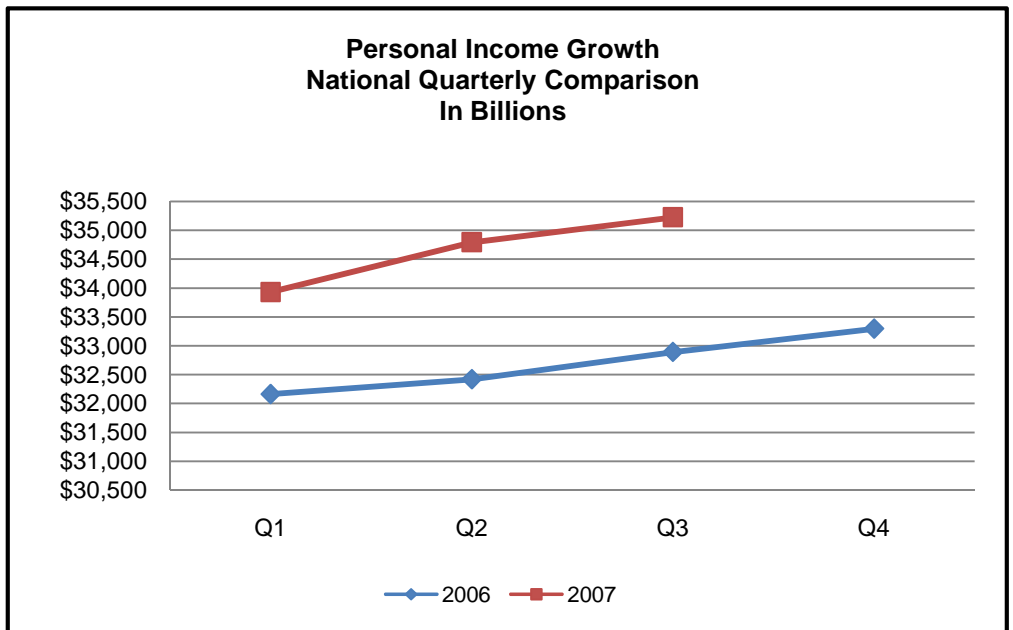
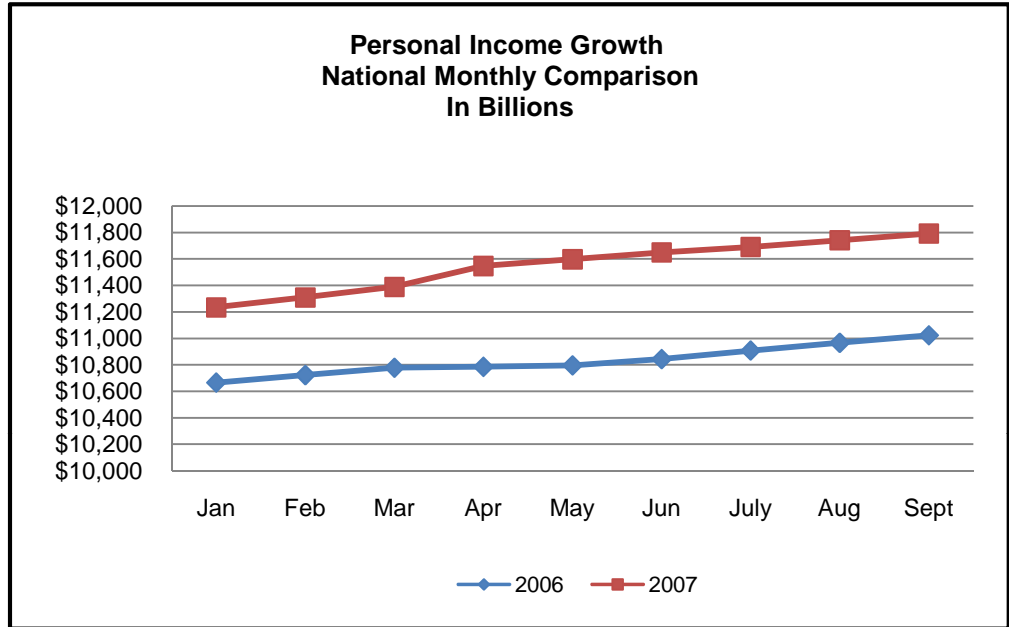
QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
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Personal Income Growth - National (in Billions)

Month	2006	2007	% Change
July	\$10,907	\$11,691	7.2%
August	\$10,965	\$11,742	7.1%
September	\$11,022	\$11,792	7.0%
Q3 Total	\$32,894	\$35,225	7.1%
YTD	\$97,480	\$103,955	6.6%

Source: US Department of Commerce, Bureau of Economic Analysis

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



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

Month	2006	2007	% Change
Q3 Total	\$361,004	\$386,665	7.1%
YTD	\$1,063,668	\$1,142,413	7.4%

Source: US Department of Commerce, Bureau of Economic Analysis

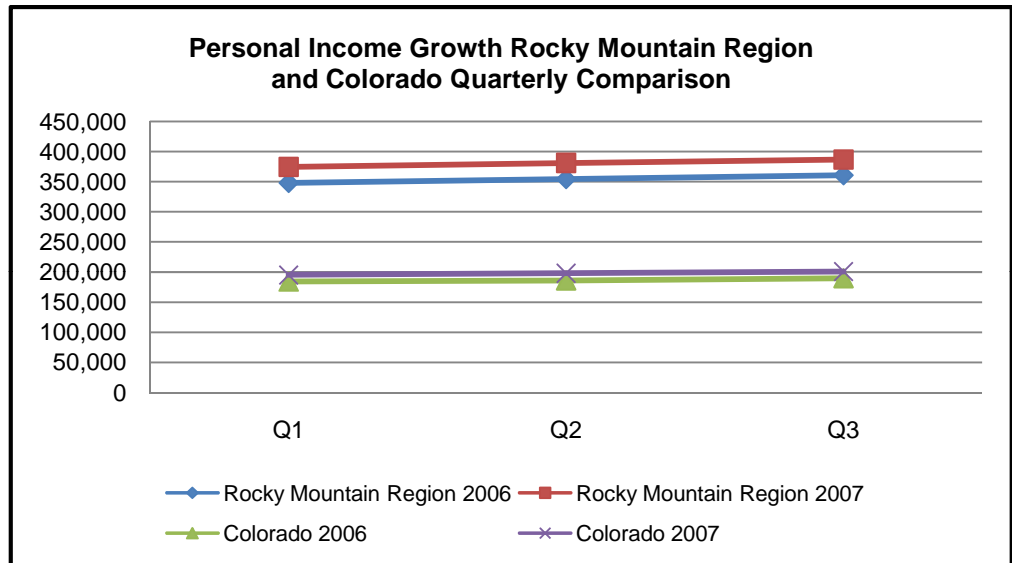
www.bea.gov/newsreleases/regional/spi/sqpi_newsrelease.htm

Personal Income Growth - Colorado (In Millions)

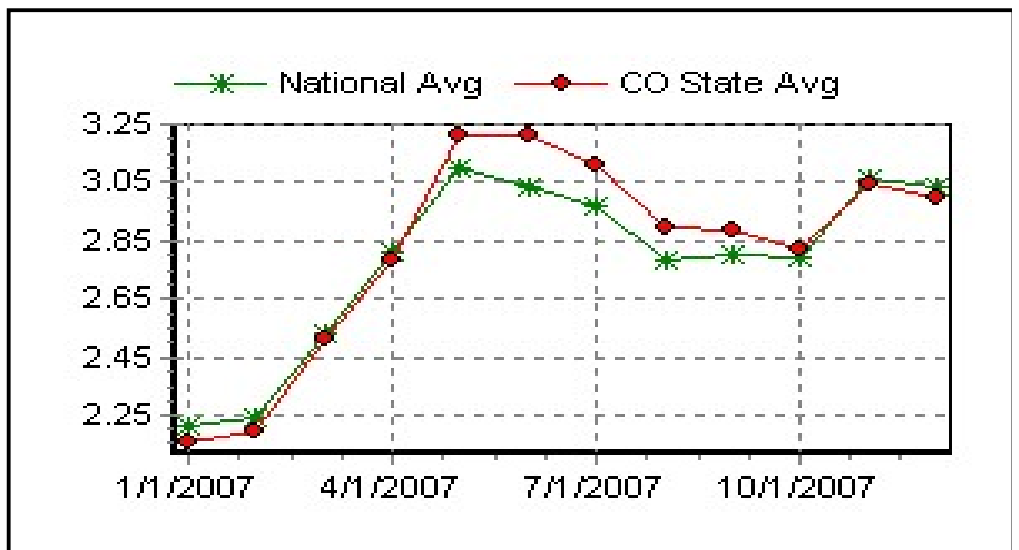
Month	2006	2007	% Change
Q3 Total	\$189,798	\$201,043	5.9%
YTD	\$560,237	\$594,488	6.1%

Source: US Department of Commerce, Bureau of Economic Analysis

www.bea.gov/newsreleases/regional/spi/sqpi_newsrelease.htm



Fuel Prices: Colorado vs. National Average



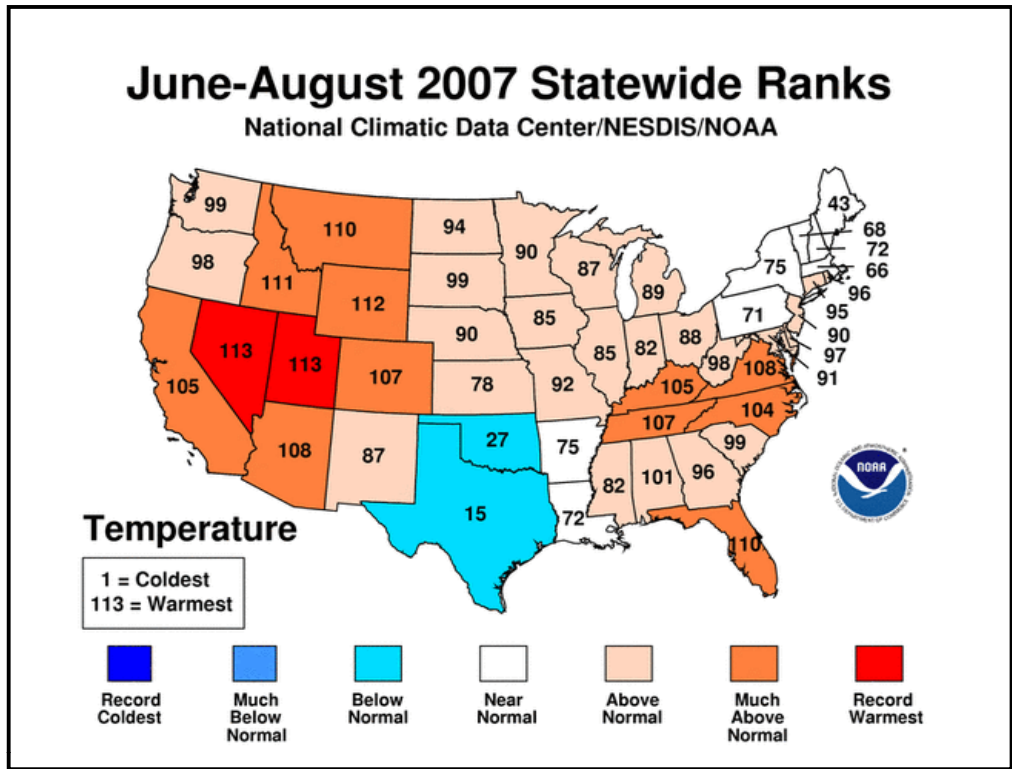
Source: AAA Fuel Gauge Report

<http://www.fuelgauge.com/COavg.asp>

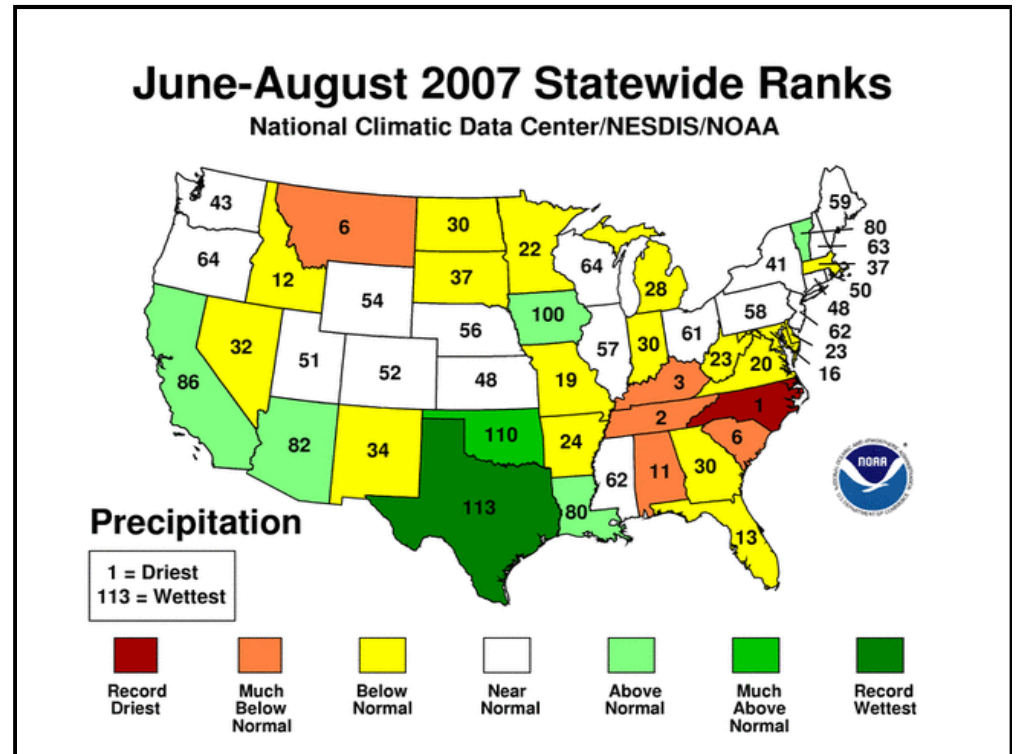
www.aaa.com

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



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 South Central, Northwest, Denver Metro and Southeast tourism regions recorded overall strong performance for the third quarter of 2007 as compared to the same period in 2006. The **South Central** region recorded steady growth in national park visitation (6.8%), lodging sales (8.5%), arts/entertainment/recreation sales (7.7%), car rental sales (7.4%) and prepared food and beverage sales (4.1%). The **Northwest** region recorded double-digit growth in arts/entertainment/recreation sales (24.8%), car rental sales (19.8%) and welcome center visitation (19.0%). Steady growth was also posted in air passenger traffic (8.8%), national park (7.7%) and state park (7.4%) visitation and lodging sales (6.2%). The **Denver Metro** tourism region recorded double-digit growth in lodging sales (12.3%) with steady growth in prepared food and beverage sales (9.0%), car rental sales (6.5%) and air passenger traffic (5.6%). The **Southeast** region recorded significant double-digit growth in lodging sales (30.3%), car rental sales (29.8%), prepared food and beverage sales (10.0%) and state park visitation (20.5%). The **Front Range** region recorded double-digit growth in welcome center (19.1%) and state park (31.5%) visitation for the quarter. Steady growth was also posted for lodging sales (9.7%), gaming (8.4%), prepared food and beverage sales (7.0%) and arts/entertainment/recreation sales (5.6%). The **Northeast** tourism region recorded strong growth in lodging sales (23.7%) and prepared food and beverage sales (8.4%). The **Southwest** region recorded a mixed performance of tourism activity. It experienced steady growth in prepared food and beverage sales (6.4%), state park (6.7%), national park (6.0%) and welcome center (29.0%) visitation. Conversely, the region experienced declines in lodging sales (4.3%), car rental sales (5.7%) and arts/entertainment/recreation sales (39.4%).

Denver Metro

Industry Sector	2006	2007	% Change
Lodging	\$290,299,000	\$326,046,000	12.3%
Prepared Food & Beverage	\$1,018,888,000	\$1,110,185,000	9.0%
Car Rental	\$129,757,000	\$138,129,000	6.5%
Arts/Entertainment/Recreation	\$126,131,000	\$127,213,000	0.9%
State Parks	1,299,759	1,352,350	4.0%
Airports	6,370,379	6,726,830	5.6%
Welcome Centers*	N/A	34,070	N/A

* Opened in September 2006.

Front Range

Industry Sector	2006	2007	% Change
Lodging	\$91,110,000	\$99,973,000	9.7%
Prepared Food & Beverage	\$306,381,000	\$327,712,000	7.0%
Car Rental	\$6,405,000	\$6,295,000	-1.7%
Arts/Entertainment/Recreation	\$47,071,000	\$49,704,000	5.6%
State Parks	451,415	593,775	31.5%
Gaming Taxes	\$15,665,056	\$16,980,440	8.4%
National Parks	1,570,431	1,656,151	5.5%
Welcome Centers	42,264	50,356	19.1%

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E. Colorado Tourism Regional Breakouts - Ctd

South Central

Industry Sector	2006	2007	% Change
Lodging	\$133,187,000	\$144,564,000	8.5%
Prepared Food & Beverage	\$244,439,000	\$254,425,000	4.1%
Car Rental	\$12,972,000	\$13,929,000	7.4%
Arts/Entertainment/Recreation	\$27,299,000	\$29,400,000	7.7%
State Parks	639,486	665,261	4.0%
Gaming Taxes	646,165	651,398	0.8%
National Parks	157,697	168,405	6.8%
Airports	297,985	297,933	0.0%

Southeast

Industry Sector	2006	2007	% Change
Lodging	\$12,805,000	\$16,684,000	30.3%
Prepared Food & Beverage	\$66,386,000	\$73,003,000	10.0%
Car Rental	\$1,406,000	\$1,825,000	29.8%
Arts/Entertainment/Recreation	\$3,190,000	\$3,305,000	3.6%
State Parks*	662,364	797,838	20.5%
National Parks	9,046	8,904	-1.6%
Welcome Centers	42,949	42,840	-0.3%

Northeast

Industry Sector	2006	2007	% Change
Lodging	\$5,435,000	\$6,721,000	23.7%
Prepared Food & Beverage	\$22,876,000	\$24,803,000	8.4%
Arts/Entertainment/Recreation	\$859,000	\$840,000	-2.2%
State Parks	75,001	78,171	4.2%
Welcome Centers	162,728	154,444	-5.1%

Northwest

Industry Sector	2006	2007	% Change
Lodging	\$187,950,000	\$199,561,000	6.2%
Prepared Food & Beverage	\$255,333,000	\$261,974,000	2.6%
Car Rental	\$10,193,000	\$12,209,000	19.8%
Arts/Entertainment/Recreation	\$24,387,000	\$30,433,000	24.8%
State Parks	777,850	835,769	7.4%
National Parks	216,212	232,831	7.7%
Airports	129,996	141,478	8.8%
Welcome Centers	96,014	114,279	19.0%

Southwest

Industry Sector	2006	2007	% Change
Lodging	\$66,150,000	\$63,294,000	-4.3%
Prepared Food & Beverage	\$87,184,000	\$92,783,000	6.4%
Car Rental	\$8,242,000	\$7,770,000	-5.7%
Arts/Entertainment/Recreation	\$9,621,000	\$5,835,000	-39.4%
State Parks	398,447	425,056	6.7%
National Parks	810,051	858,713	6.0%
Welcome Centers	17,957	23,172	29.0%

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

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
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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

Disclaimer

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