

QUARTERLY COLORADO TRAVEL AND TOURISM INDICATOR
Fourth 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

Overall, the fourth quarter of 2007 recorded strong retail sales of tourism-related goods and services. Car rental sales led all industry sectors with an increase of 24.0 percent. The lodging sector posted an increase in sales of 10.5 percent. Occupancy rates were up 0.4 percent, with average room rates increasing by 6.1 percent and revenue per available room 6.6 percent over the same period in 2006. Prepared food and beverage sales increased 8.5 percent, along with arts/entertainment/recreation sales of 6.7 percent. Gaming tax revenue increased 7.8 percent with motor fuel consumption increasing 1.2 percent compared to the same period in 2006.

According to the U.S. Bureau of Economic Analysis (BEA), spending on tourism increased at an annual rate of 2.0 percent in the fourth quarter of 2007. The increase reflected a rise in spending on accommodations and food that was partly offset by a decrease in spending on transportation and entertainment. Spending on accommodations turned up strongly, increasing 12.5 percent for the fourth quarter 2007, while prices for accommodations decreased 1.9 percent. Spending on passenger air transportation decreased 1.3 percent during the quarter, while prices for passenger air transportation increased 1.0 percent. Also for the fourth quarter 2007, spending on recreation, entertainment and shopping decreased 0.7 percent, while spending on food and drink grew 1.6 percent.

Yearly Summary:

For the year 2007, Colorado's economic tourism activity continued at a record setting pace compared to last year. Car rental and lodging sales both posted a yearly increase of 11.8 percent. Lodging revenue per available room was up 10.8 percent with average room rates up 8.5 percent and occupancy rates up 2.1 percent. Prepared food and beverage sales recorded an increase of 8.1 percent with arts/entertainment/recreation sales up 6.9 percent for the year. Gaming tax revenues collected posted an increase of 6.5 percent with motor fuel sales up 1.6 percent.

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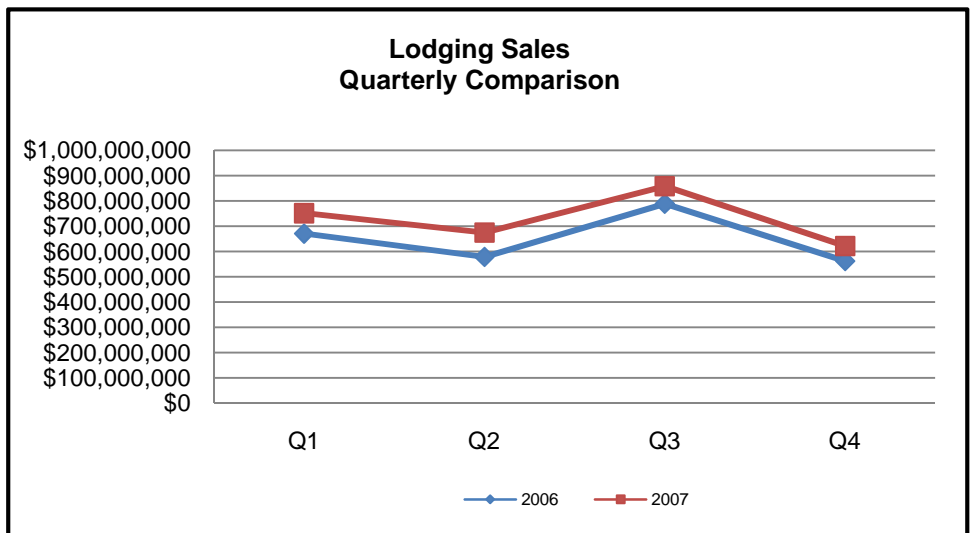
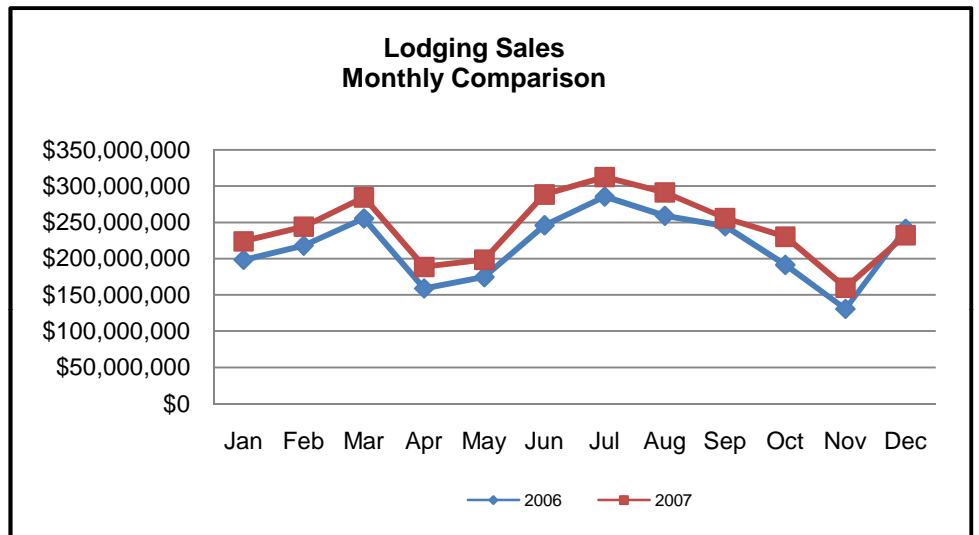
Lodging Sales

Month	2006	2007	% Change
October	\$191,156,000	\$230,145,000	20.4%
November	\$130,486,000	\$159,874,000	22.5%
December	\$241,104,000	\$232,054,000	-3.8%
Q4 Total	\$562,746,000	\$622,073,000	10.5%
Index*	127	140	10.5%
Year 2007 Totals	\$2,601,259,000	\$2,907,615,000	11.8%

* 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
October	61.7%	65.2%	5.7%
November	51.2%	51.1%	-0.2%
December	50.4%	47.9%	-5.0%
Q4 Avg.	54.5%	54.7%	0.4%
Year 2007 Avg.	62.4%	63.7%	2.1%

Source: Rocky Mountain Lodging Report

Average Room Rate

Month	2006	2007	% Change
October	\$105.72	\$115.93	9.7%
November	\$100.98	\$105.44	4.4%
December	\$134.61	\$140.90	4.7%
Q4 Avg.	\$113.77	\$120.76	6.1%
Year 2007 Avg.	\$113.84	\$123.47	8.5%

Source: Rocky Mountain Lodging Report

Revenue Per Available Room

Month	2006	2007	% Change
October	\$65.22	\$75.58	15.9%
November	\$51.74	\$53.92	4.2%
December	\$67.84	\$67.52	-0.5%
Q4 Avg.	\$61.60	\$65.67	6.6%
Year 2007 Avg.	\$71.00	\$78.67	10.8%

Source: Rocky Mountain Lodging Report

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Prepared Food and Beverage Sales

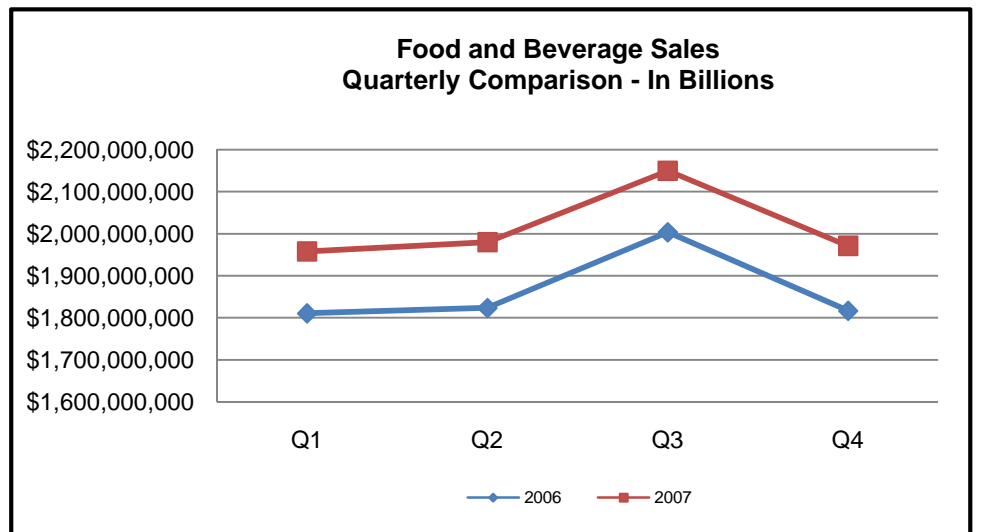
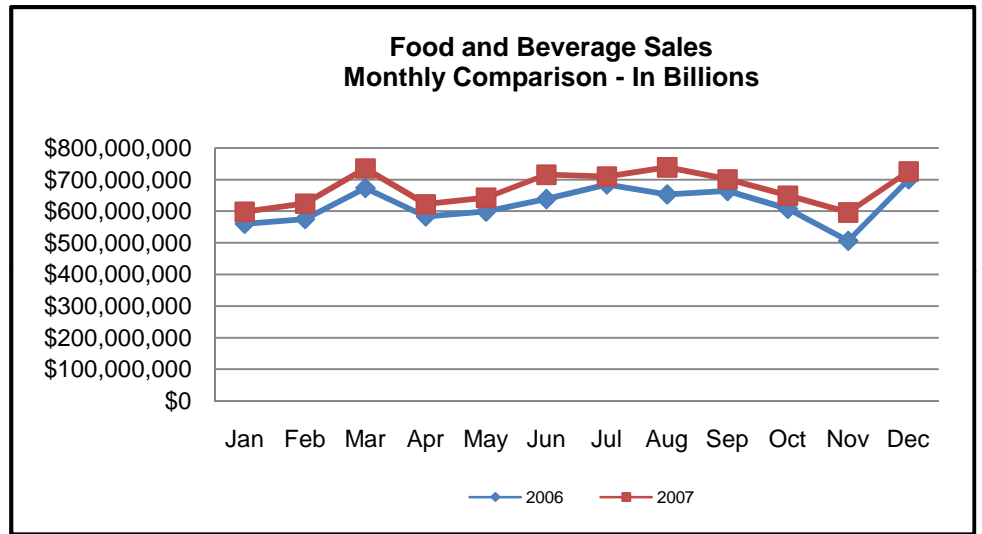
Month	2006	2007	% Change
October	\$608,474,000	\$649,520,000	6.7%
November	\$507,010,000	\$596,132,000	17.6%
December	\$701,288,000	\$725,747,000	3.5%
Q4 Total	\$1,816,772,000	\$1,971,399,000	8.5%
Index*	129.2	140.2	8.5%
Year 2007 Totals	\$7,454,125,000	\$8,059,626,000	8.1%

(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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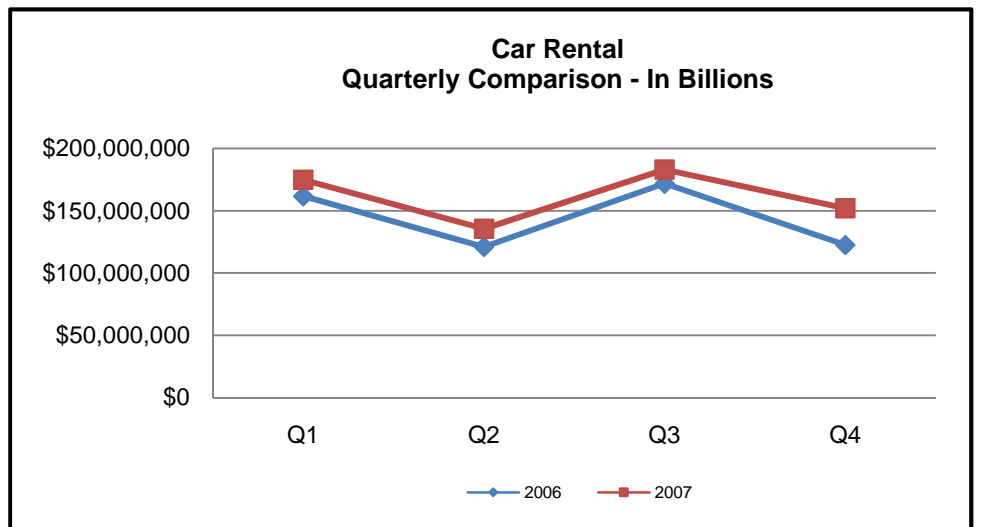
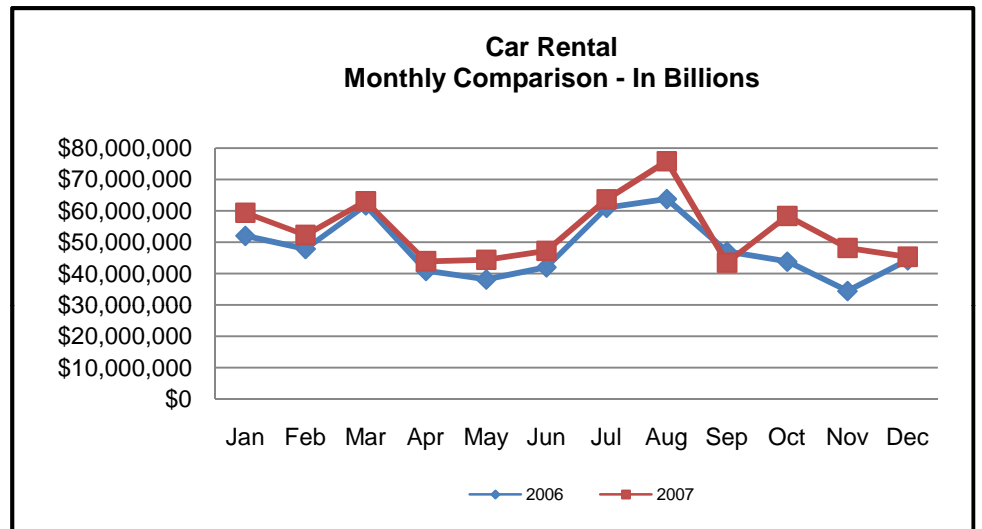
Car Rental Sales

Month	2006	2007	% Change
October	\$43,804,000	\$58,353,000	33.2%
November	\$34,448,000	\$48,120,000	39.7%
December	\$44,219,000	\$45,343,000	2.5%
Q4 Total	\$122,471,000	\$151,816,000	24.0%
Index*	120.3	149.2	24.0%
Year 2007 Totals	\$576,709,000	\$644,947,000	11.8%

*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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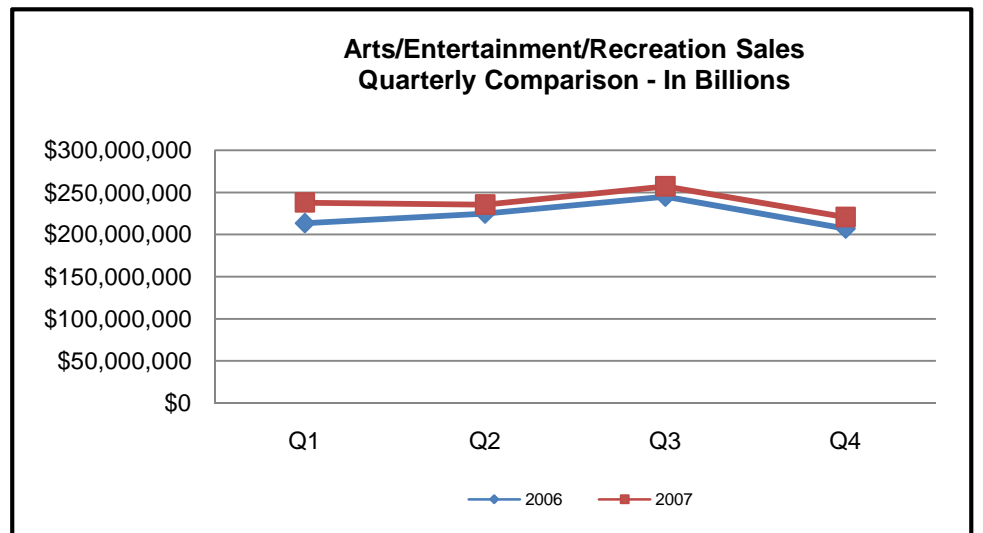
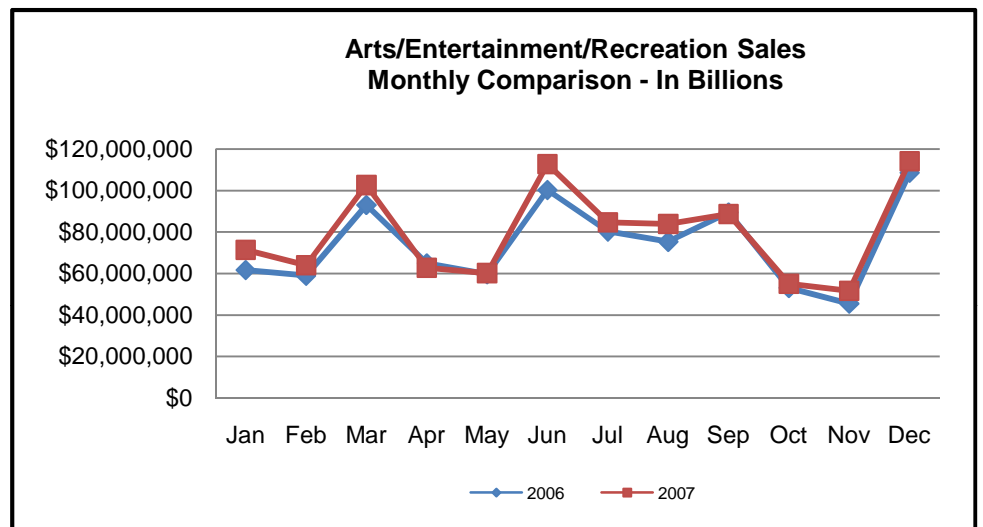
Arts/Entertainment/Recreation Sales

Month	2006	2007	% Change
October	\$53,064,000	\$55,066,000	3.8%
November	\$45,446,000	\$51,640,000	13.6%
December	\$108,500,000	\$114,128,000	5.2%
Q4 Total	\$207,010,000	\$220,834,000	6.7%
Index*	146.6	156.4	6.7%
Year 2007 Totals	\$890,101,000	\$951,851,000	6.9%

*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

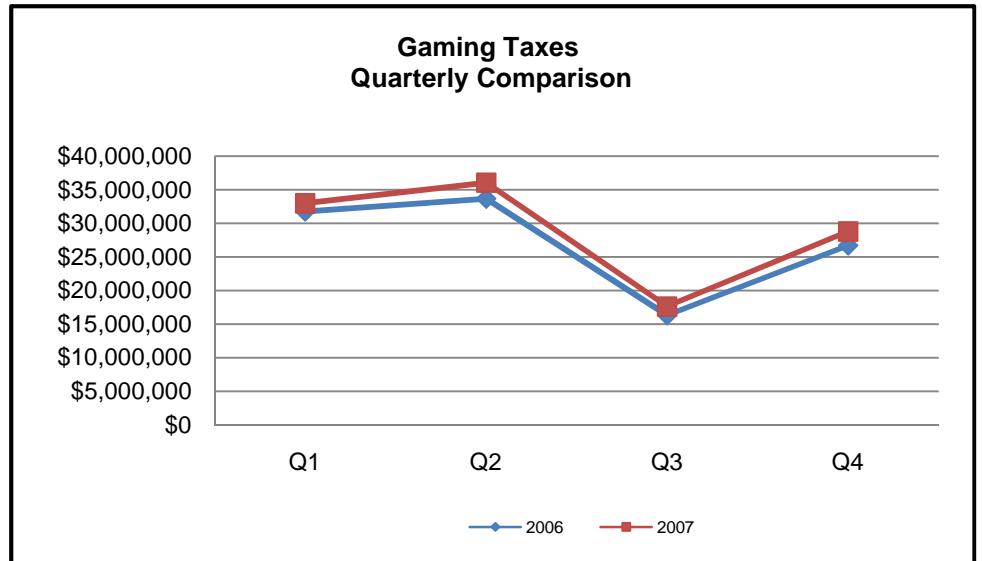
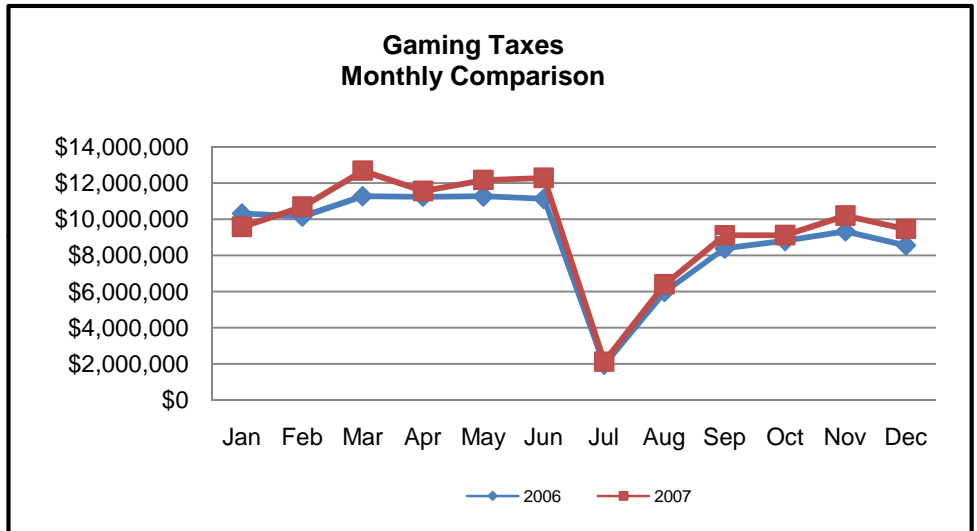
Gaming taxes are graduated starting at a low of .25 percent at the beginning of the fiscal year (July) and increasing with gaming revenue volume to a maximum of 20 percent.

Month	2006	2007	% Change
October	\$8,809,473	\$9,120,165	3.5%
November	\$9,329,697	\$10,201,204	9.3%
December	\$8,558,054	\$9,460,174	10.5%
Q4 Total	\$26,697,224	\$28,781,543	7.8%
Index*	119.3	128.6	7.8%
Year 2007 Totals	\$108,398,971	\$115,409,961	6.5%

*Base Period 2000=100

Source: Colorado Department of Revenue

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



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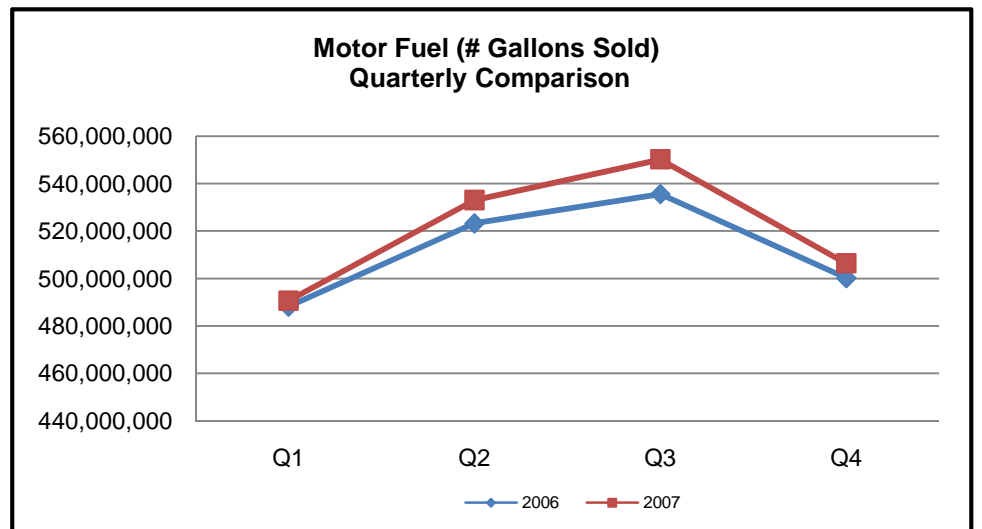
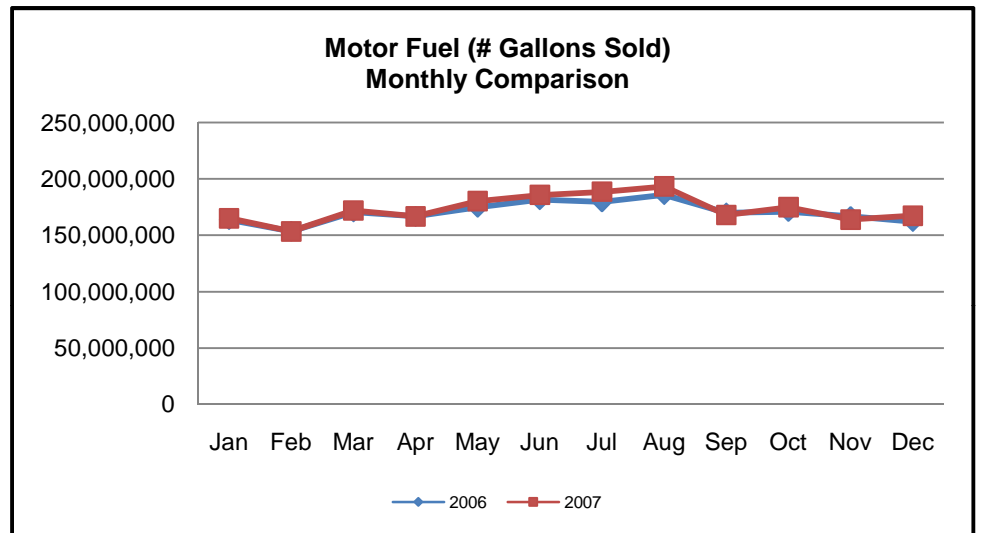
Motor Fuel Sales (# of Gallons Sold)

Month	2006	2007	% Change
October	171,019,290	175,008,083	2.3%
November	166,922,327	164,038,120	-1.7%
December	162,288,639	167,357,689	3.1%
Q4 Total	500,230,256	506,403,892	1.2%
Index*	97.7	98.9	1.2%
Year 2007 Totals	2,047,319,934	2,080,428,879	1.6%

*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 fourth quarter 2007 recorded very positive growth over the same period in 2006, except for skier visits. Colorado's national parks recorded strong increases in visitation of nine percent, followed by an increase in state park visitation of 6.8 percent. The state's airports continue to record strong increases in total air passenger traffic of seven percent. For the quarter, domestic air passenger traffic increased 6.5 percent, while international air passenger arrivals increased an impressive 20.3 percent. Colorado's Welcome Centers experienced a 1.5 percent increase in visitation. Skier visits were down 12.5 percent compared to the same period last year.

Yearly Summary:

Colorado recorded substantial increases in tourism activity for calendar year 2007. Colorado State Park visitation was up 13.3 percent, followed by visitation increases at the state's national parks of 4.6 percent. The state's airports recorded increases in total air passenger traffic of 4.8 percent, domestic air passenger traffic of 4.6 percent and international air passenger traffic of 15.5 percent over 2006. Colorado's Welcome Centers hosted over 1 million visitors, an increase of 10.3 percent. However, annual revenue from Colorado hunting and fishing license sales decreased 1.1 percent over 2006, but non-residential license sales increased one percent.

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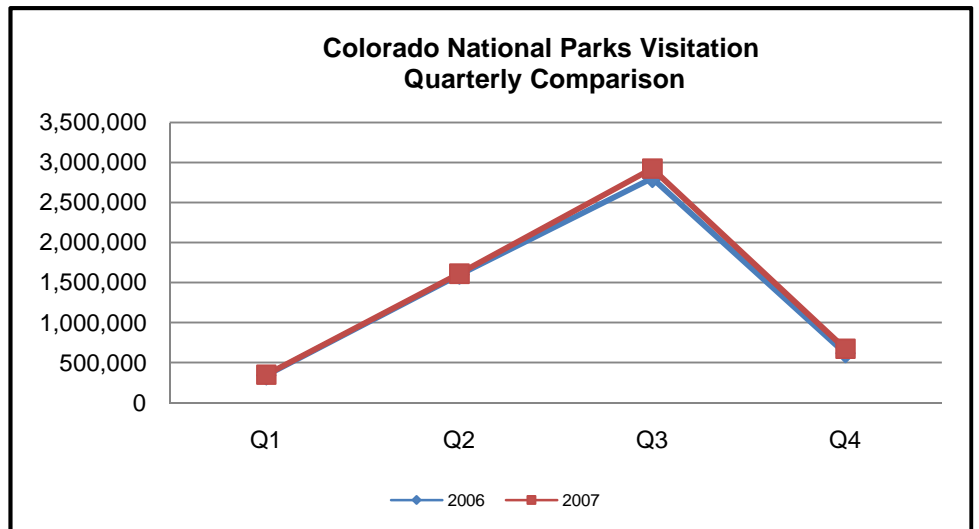
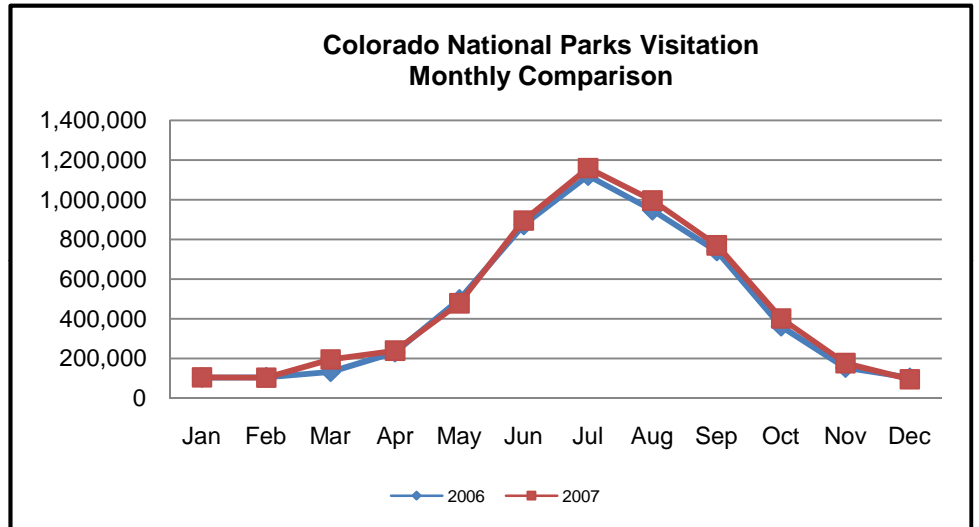
Colorado National Parks Visitation

Month	2006	2007	% Change
October	361,378	401,559	11.1%
November	153,593	176,904	15.2%
December	103,269	95,707	-7.3%
Q4 Total	618,240	674,170	9.0%
Index*	88.5	96.6	9.0%
Year 2007 Totals	5,367,012	5,615,413	4.6%

* Base Period 2000=100

Source: National Park Service

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



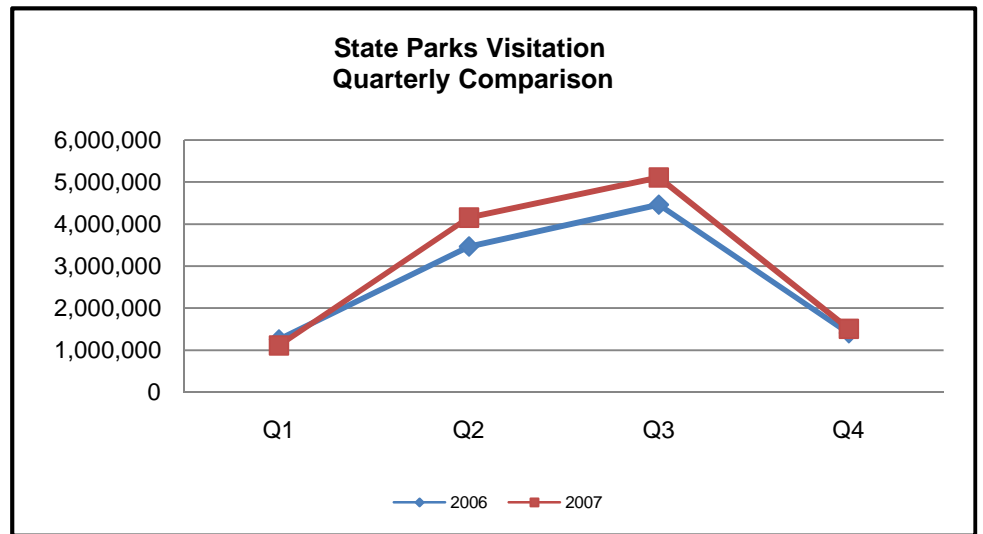
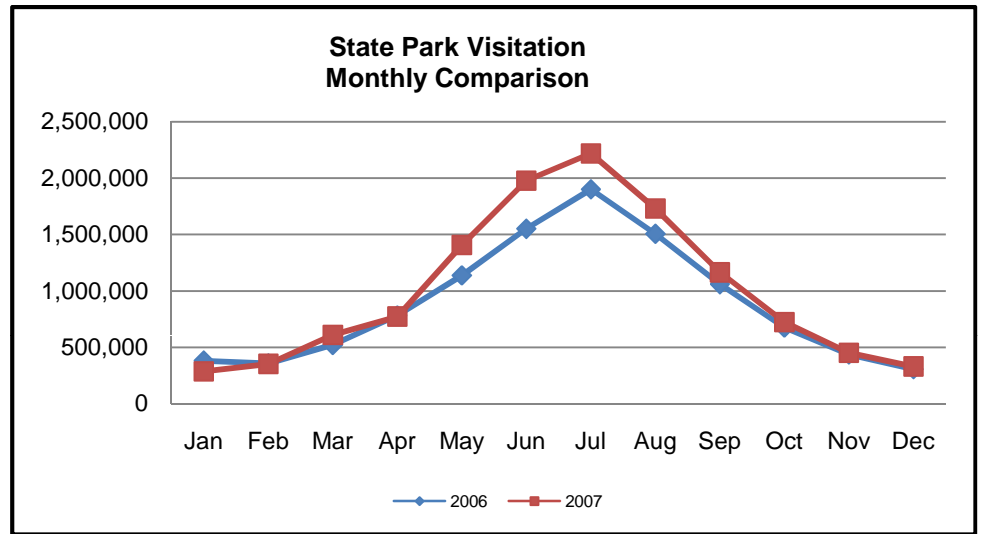
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State Parks Visitation

Month	2006	2007	% Change
October	671,120	723,436	7.8%
November	434,732	450,495	3.6%
December	302,280	330,391	9.3%
Q4 Total	1,408,132	1,504,322	6.8%
Index*	123.7	132.1	6.8%
Year 2007 Totals	10,614,009	12,021,014	13.3%

* Base Period 2000=100

Source: Colorado Division of State Parks



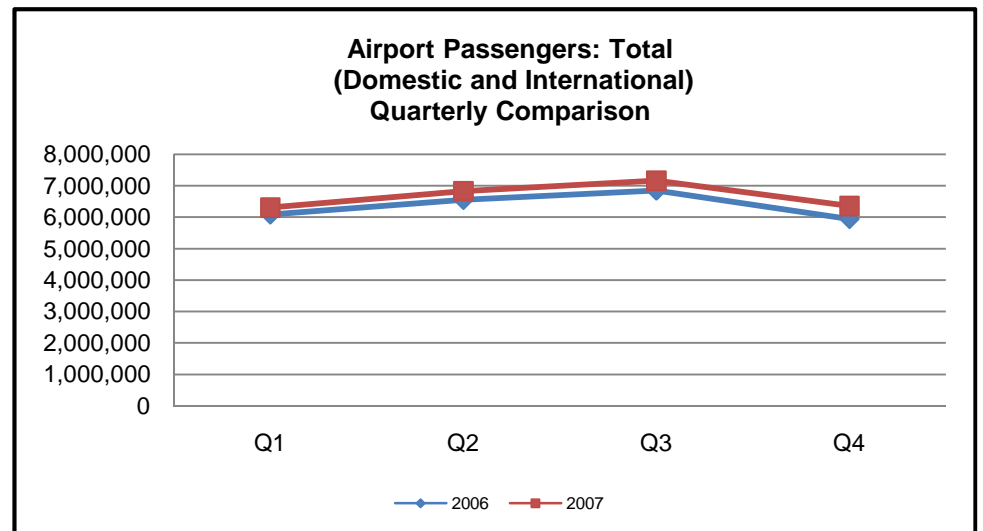
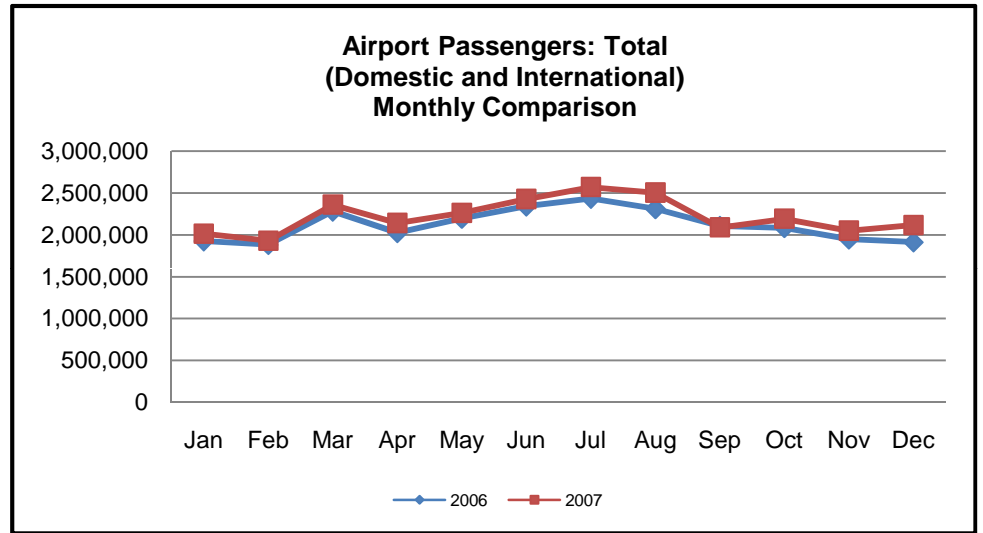
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Airport Passengers - Total Incoming (Domestic & International)

Month	2006	2007	% Change
October	2,084,150	2,193,471	5.2%
November	1,949,101	2,051,546	5.3%
December	1,913,186	2,118,961	10.8%
Q4 Total	5,946,437	6,363,978	7.0%
Index*	116.9	125.1	7.0%
Year 2007 Totals	25,451,348	26,673,540	4.8%

*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.



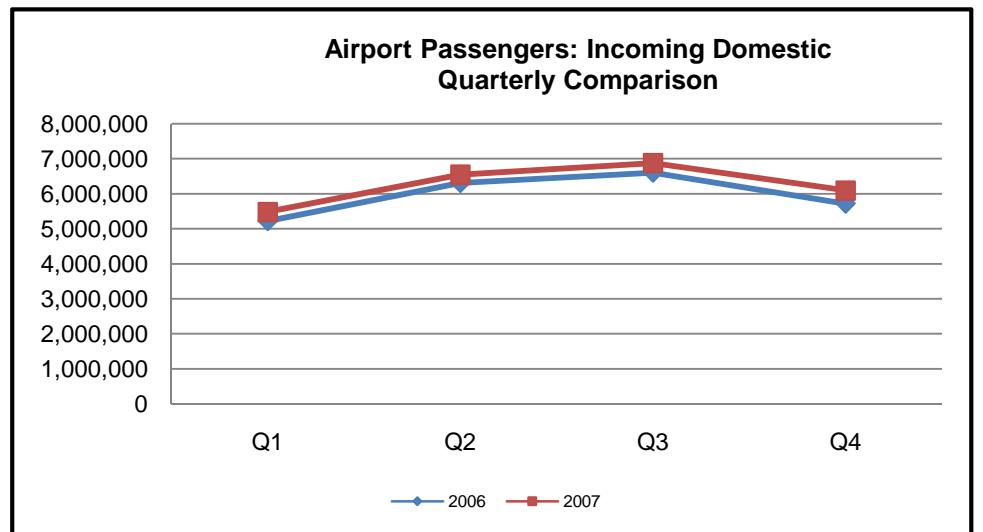
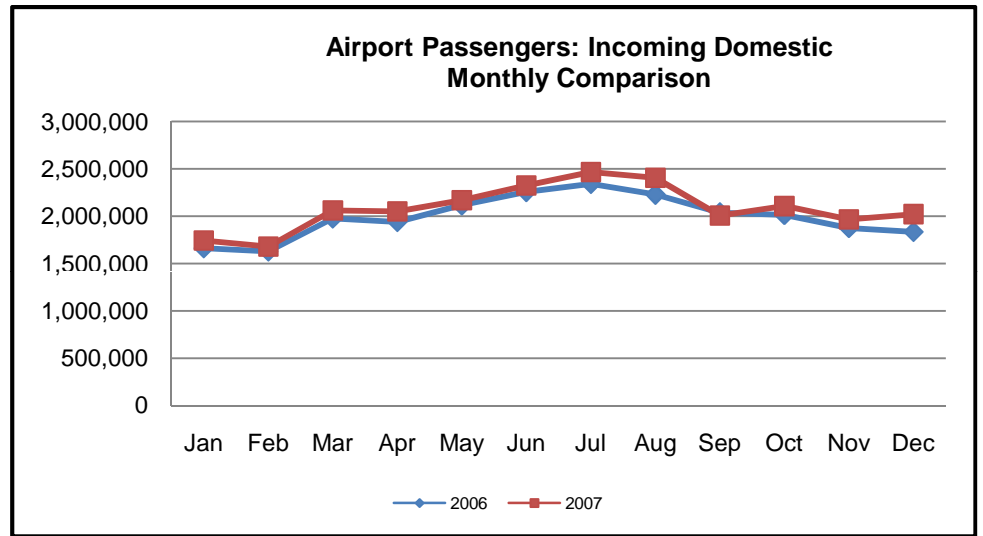
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Airport Passengers - Incoming Domestic

Month	2006	2007	% Change
October	2,013,800	2,107,111	4.6%
November	1,875,995	1,966,321	4.8%
December	1,834,124	2,022,277	10.3%
Q4 Total	5,723,919	6,095,709	6.5%
Index*	114.6	122.1	6.5%
Year 2007 Totals	23,908,848	25,006,281	4.6%

*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.



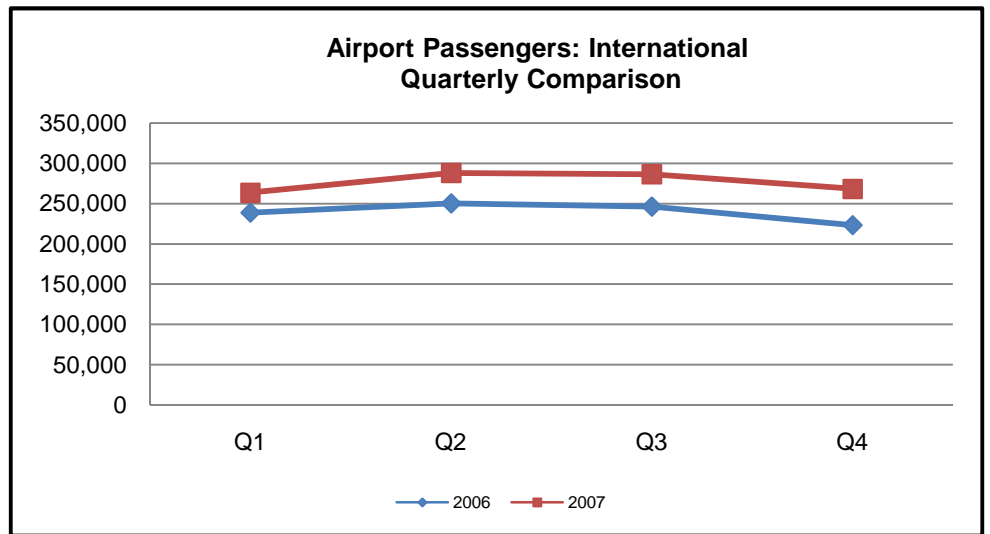
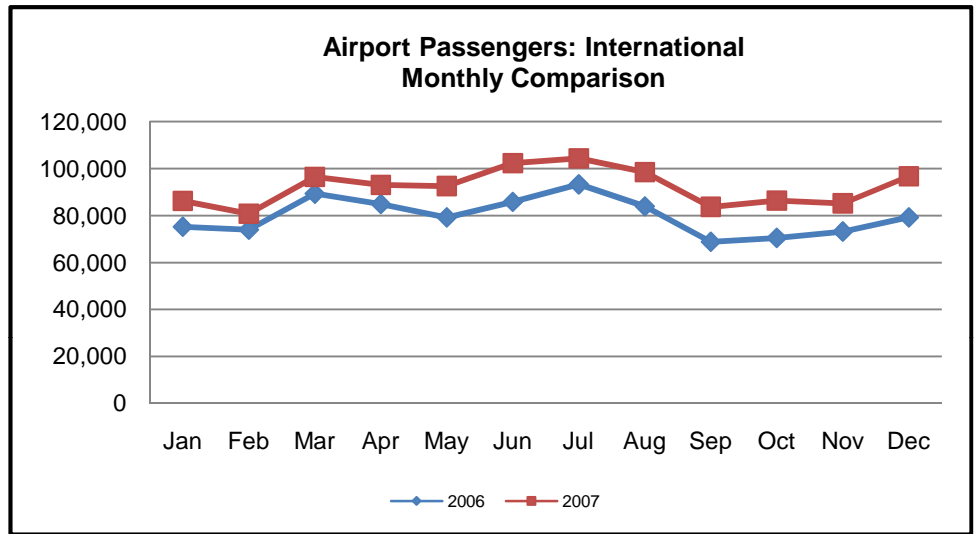
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Airport Passengers - Incoming International

Month	2006	2007	% Change
October	70,559	86,360	22.4%
November	73,253	85,225	16.3%
December	79,270	96,684	22.0%
Q4 Total	223,082	268,269	20.3%
Index*	242.7	291.8	20.3%
Year 2007 Totals	957,878	1,106,169	15.5%

*Base Period 2000=100

Sources: Denver International Airport



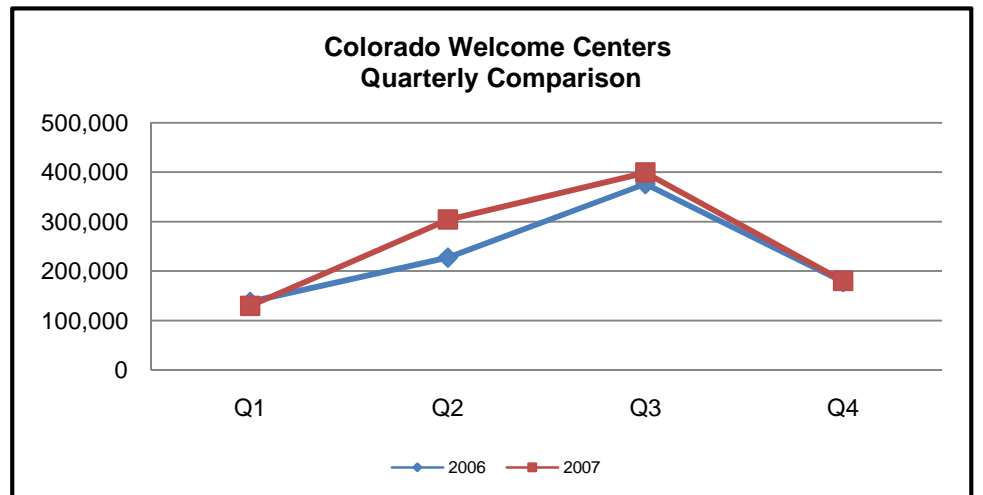
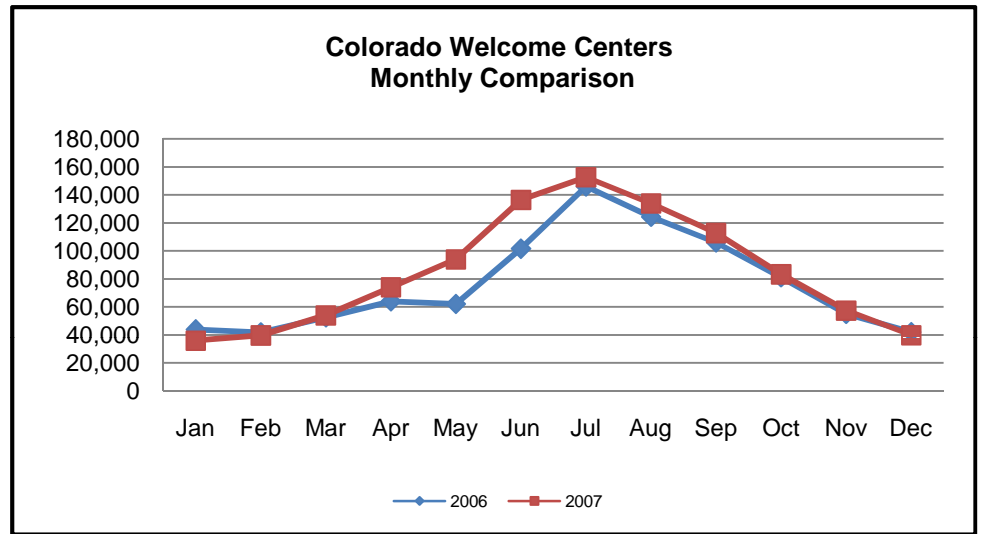
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Colorado Welcome Centers

Month	2006	2007	% Change
October	81,063	83,303	2.8%
November	54,913	57,411	4.5%
December	41,864	39,780	-5.0%
Q4 Total	177,840	180,494	1.5%
Index*	116.8	118.6	1.5%
Year 2007 Totals	919,579	1,013,933	10.3%

* Base Period 2000=100

Source: Colorado Tourism Office



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Attraction Attendance

Month	2006	2007	% Change
October	n/a	138,947	n/a
November	n/a	83,628	n/a
December	n/a	64,760	n/a
Q4 Totals	n/a	287,335	n/a
YTD Totals	n/a	3,987,909	n/a

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

Skier Visits

Opening through December 31st

	2006-2007	2007-2008	% Change
Twenty Six Resorts			
Total Skier Visits	3,285,649	2,873,363	-12.5%

Source: Colorado Ski Country USA

Colorado Ski Country USA only reports period numbers and not monthly breakdowns by resort category. 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 skier visit numbers is up to each individual resort.

Hunting and Fishing License Sales*

License Category	2006	2007	% Change
Nonresident License Sales	\$48,430,541	\$48,903,828	1.0%
Resident License Sales	\$23,913,112	\$23,833,268	-0.3%
Total Revenue**	\$80,244,975	\$79,395,703	-1.1%

Source: Colorado Division of Wildlife

*Sales reported annually

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

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C. Pre-Visit Interest in Colorado

The fourth quarter of 2007 recorded a substantial increase in the number of *Official State Vacation Guides* (67.6 percent) sent to prospective visitors. The number of sessions recorded on the Colorado.com website continued to increase 46 percent over the same quarter in 2006.

Yearly Summary:

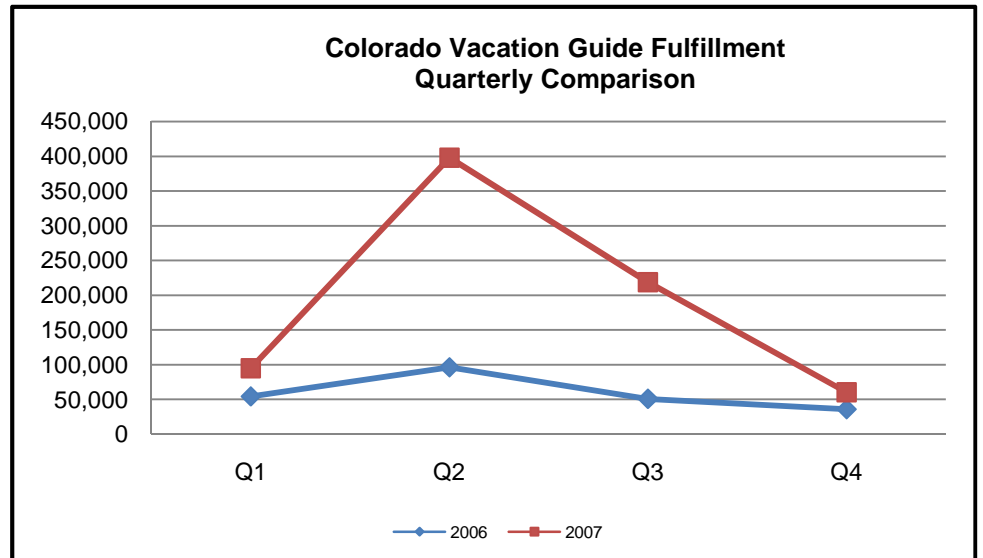
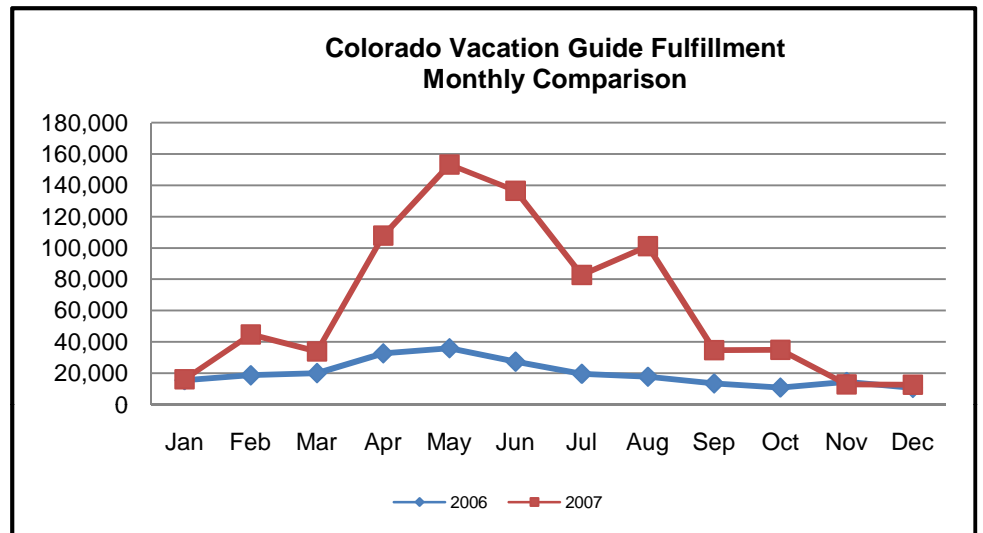
For 2007, fulfillment of *Official State Vacation Guide* requests increased 224.1 percent over 2006. Website sessions on Colorado.com increased 86.5 percent over the previous year. The increases can be attributed to the aggressive advertising campaign. The monthly increases in both request for the *Official State Vacation Guide* and number of sessions on the website Colorado.com corresponded to the media schedule of the advertising campaign.

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Colorado Vacation Guide Fulfillment

Month	2006	2007	% Change
October	10,891	34,954	220.9%
November	14,550	12,946	-11.0%
December	10,727	12,726	18.6%
Q4 Total	36,168	60,626	67.6%
Year 2007 Totals	238,274	772,303	224.1%

Source: Colorado Tourism Office/Weaver Multimedia Group

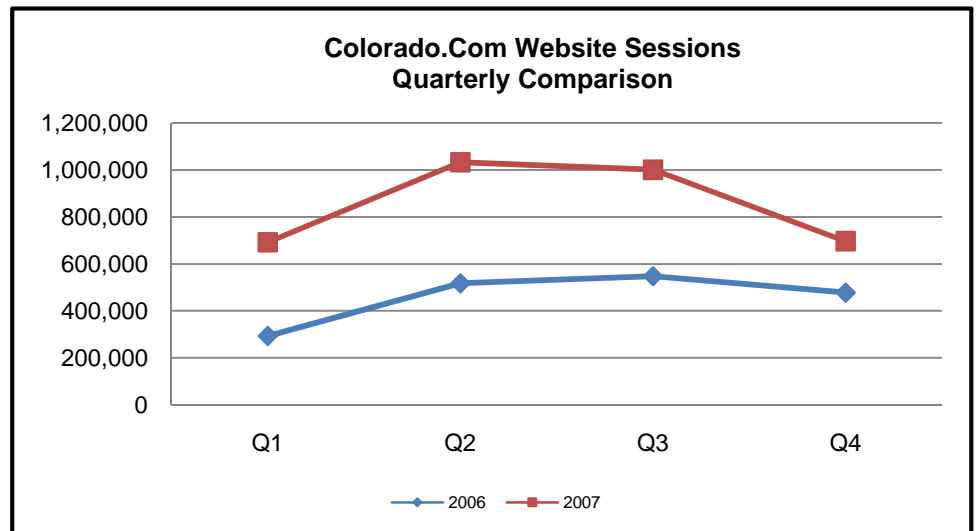
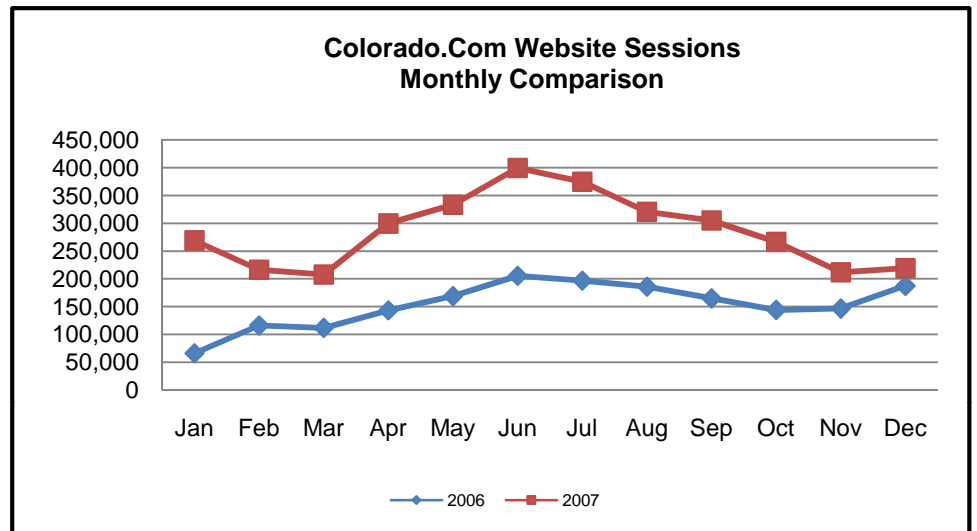


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Colorado.Com Website Sessions

Month	2006	2007	% Change
October	143,934	266,515	85.2%
November	146,403	211,664	44.6%
December	187,206	219,223	17.1%
Q4 Total	477,543	697,402	46.0%
Year 2007 Totals	1,835,624	3,424,248	86.5%

Source: Colorado Tourism Office/Weaver Multimedia Group



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D. Tourism Environment

The national, regional and local tourism performance during the fourth quarter 2007 continued record growth as compared to the same period in 2006. The Consumer Price Index (CPI) for All Urban areas recorded an increase of 3.7 percent with the Urban West CPI growing 3.9 percent. Travel Price Index (TPI) recorded a quarterly increase of 9.1 percent. The Conference Board Consumer Confidence Index (CCI) posted a sharp decline for the quarter. Beginning with August 2007, the CCI declined each consecutive month until December, when it posted a slight increase. The Mountain Region CCI posted an increase for October, but recorded sharp declines for the months of November and December, 2007. The decline in both national and regional CCI is driven by the volatility in the financial markets and higher energy costs. Personal Income Growth in the U.S. grew 5.9 percent for the quarter with the Rocky Mountain Region and Colorado recording increases of 6.5 and 6.3 percents respectively. According to the AAA Fuel Gauge Report, fuel prices in Colorado ranged from above the national average in October to below the average in December. Colorado recorded much above normal temperatures for the September through November, 2007 period, with near normal precipitation.

Yearly Summary:

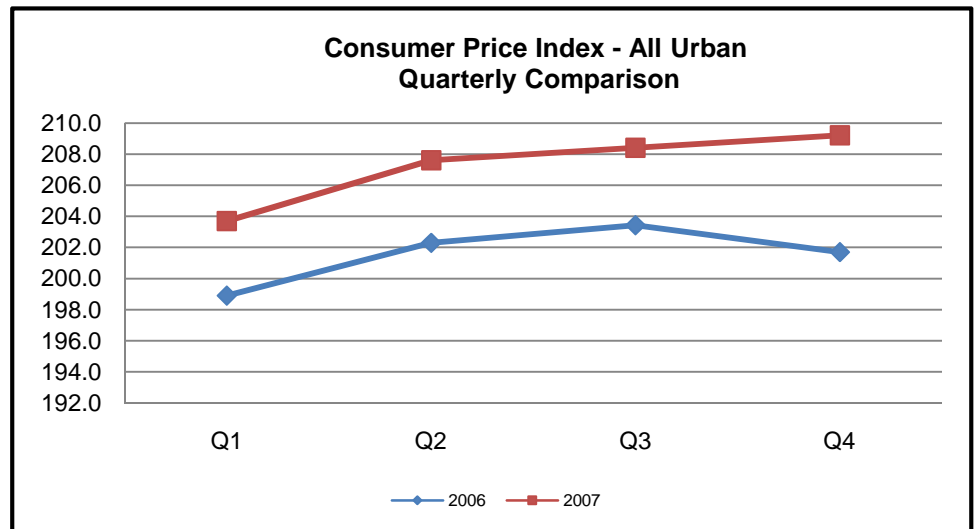
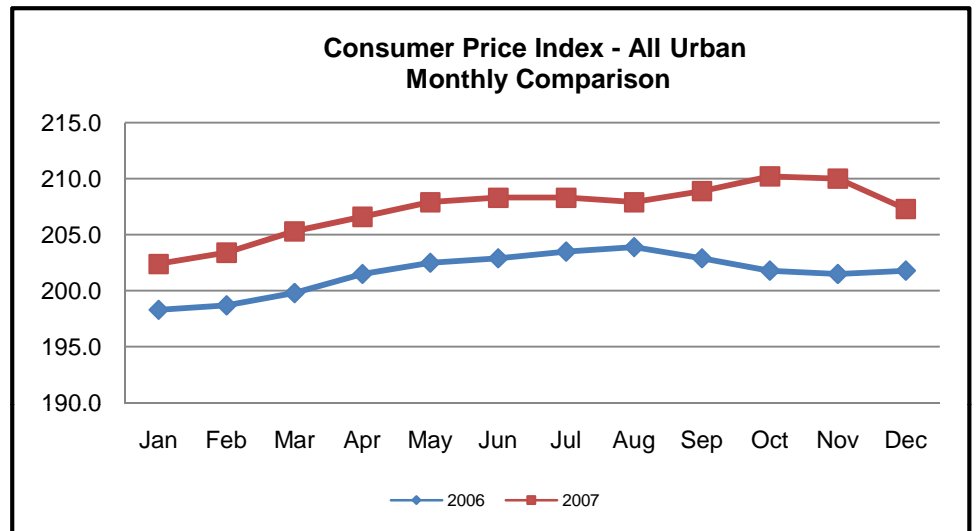
The Consumer Price Index grew 2.6 percent in 2007 for All Urban areas and 2.1 percent in the Urban West. The Travel Price Index grew 4.5 percent for the year driven by lodging and transportation cost. Conference Board Consumer Confidence Index began the year strong peaking in July but steadily falling through November and ending the year hovering near a two year low (October, 2005). Personal Income Growth – National grew 6.2 percent for the year. During 2007 Personal Income Growth increased in the Rocky Mountain Region 6.9 percent and in Colorado 6.0 percent. Gasoline prices went over \$3.00 per gallon in May, 2007 and stayed above \$2.75 for the remainder of the year. Colorado exceeded the national price average from May through November. Colorado experienced above normal temperatures for the year with near normal precipitation.

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Consumer Price Index - All Urban

Month	2006	2007	% Change
October	201.8	210.2	4.2%
November	201.5	210.0	4.2%
December	201.8	207.3	2.7%
Q4 Avg.	201.7	209.2	3.7%

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



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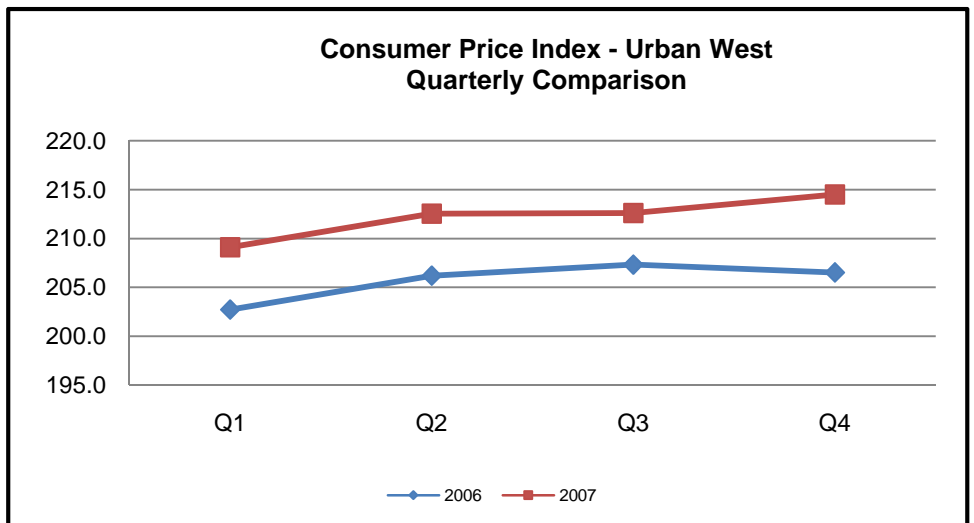
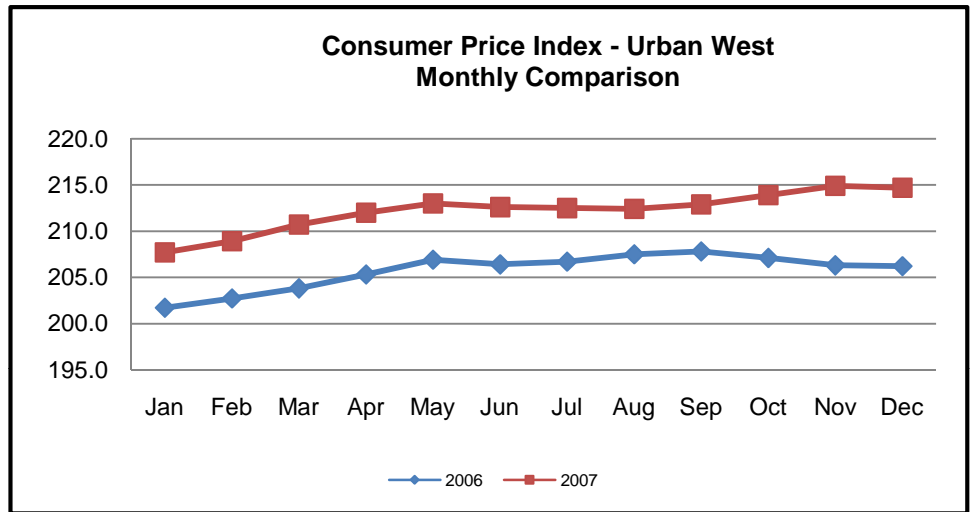
Consumer Price Index - Urban West

Month	2006	2007	% Change
October	207.1	213.9	3.3%
November	206.3	214.9	4.2%
December	206.2	214.7	4.1%
Q4 Avg.	206.5	214.5	3.9%

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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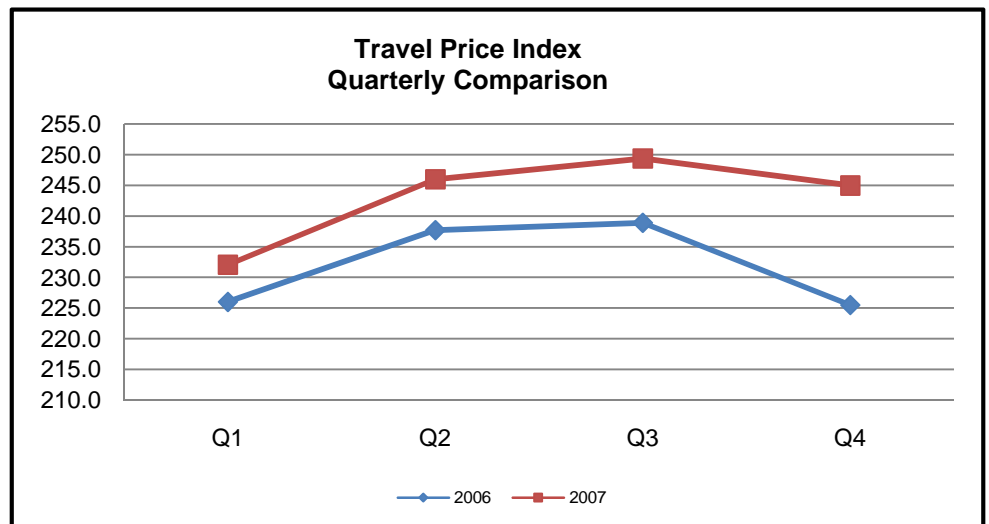
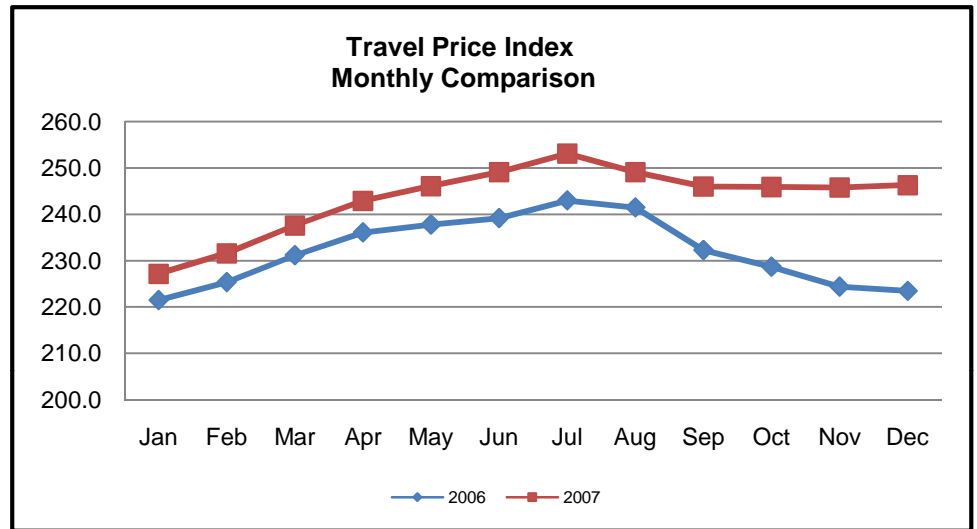
Travel Price Index

Month	2006	2007	% Change
October	228.7	245.9	7.5%
November	224.4	245.8	9.5%
December	223.5	246.3	10.2%
Q4 Avg.	225.5	246.0	9.1%

Base Period 1982-84=100

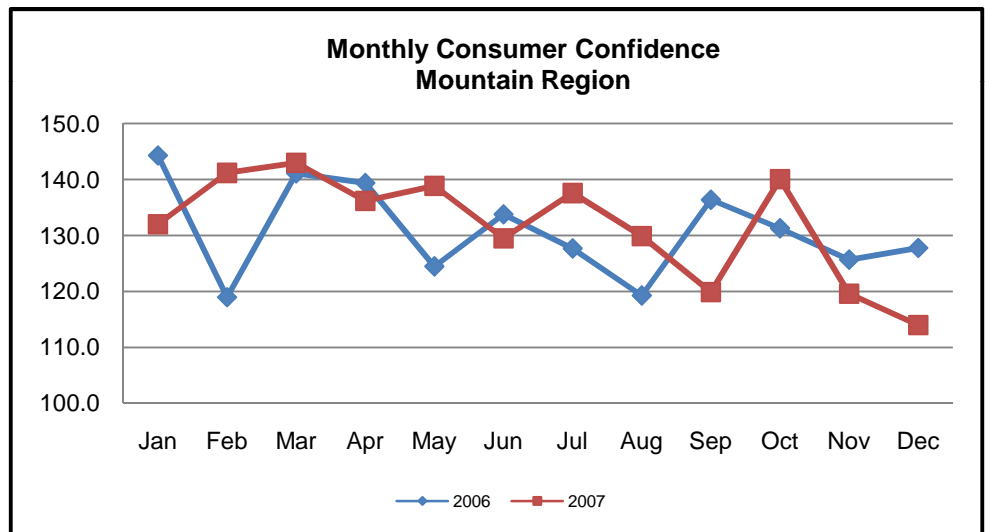
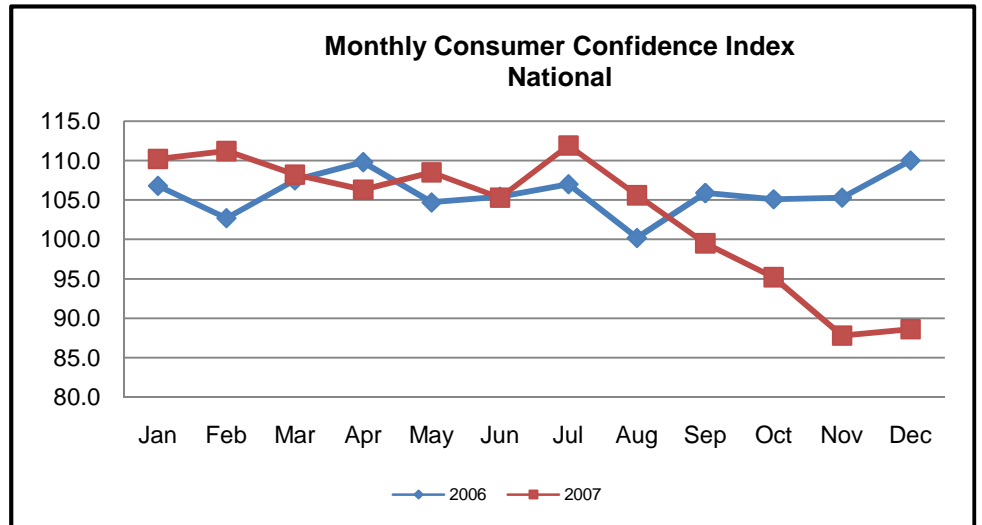
Source: Travel Industry Association of America

http://www.tia.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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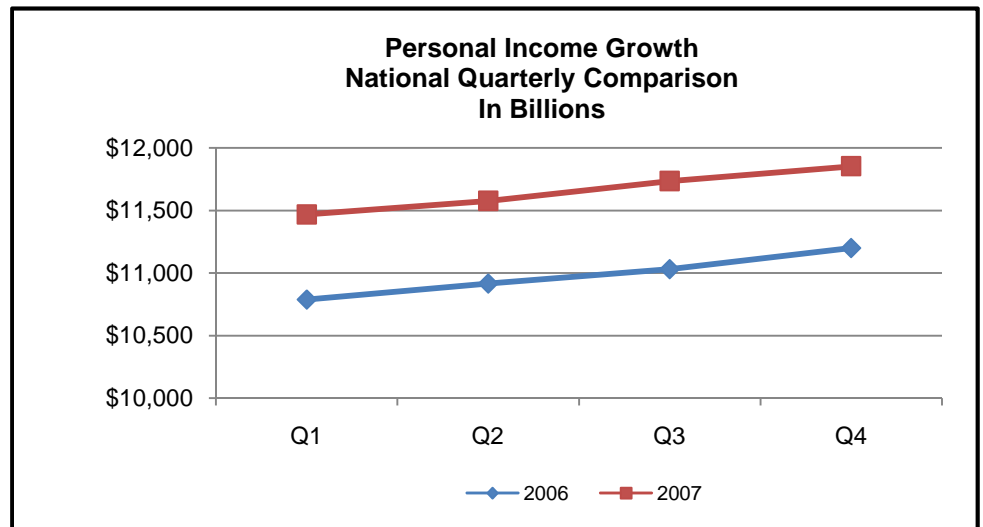
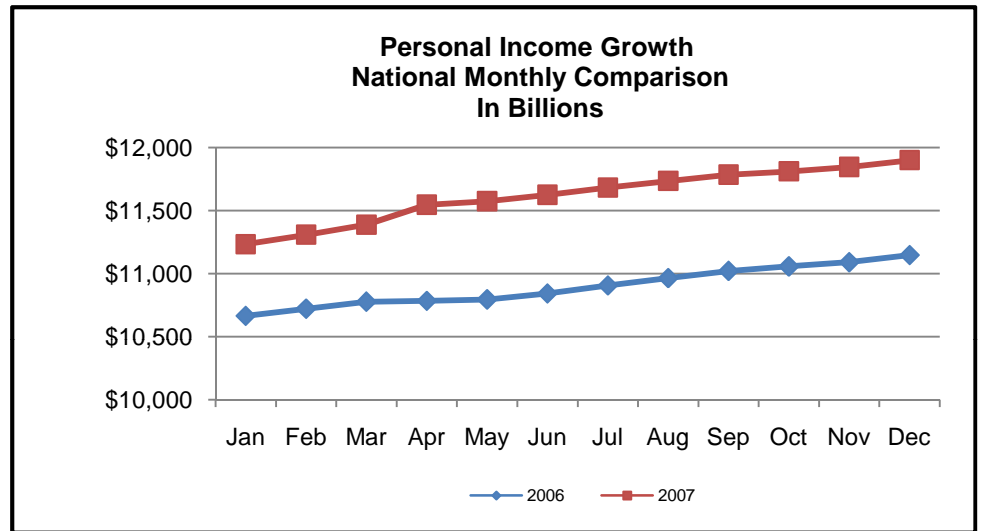
Personal Income Growth - National (in Billions)

Month	2006	2007	% Change
October	\$11,057	\$11,813	6.8%
November	\$11,091	\$11,847	6.8%
December	\$11,148	\$11,901	6.8%
Q4 Total*	\$11,183	\$11,840	5.9%
Year 2007 Totals	\$10,968	\$11,646	6.2%

Source: US Department of Commerce, Bureau of Economic Analysis

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

*Revised



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

Month	2006	2007	% Change
Q4 Total	\$366,276	\$390,249	6.5%
Year 2007 Totals	\$357,873	\$382,498	6.9%

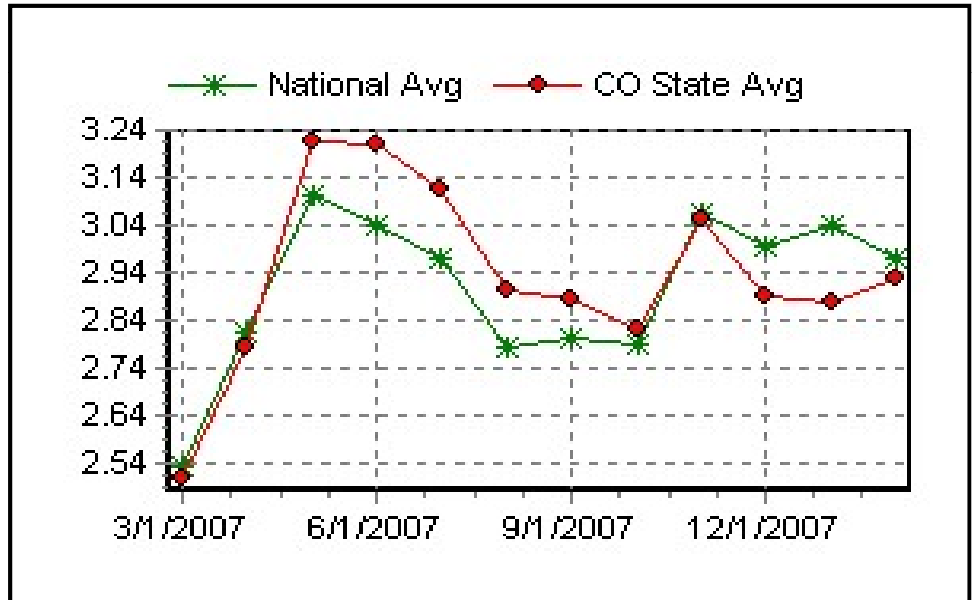
Source: US Department of Commerce, Bureau of Economic Analysis
www.bea.gov/newsreleases/regional/spi/sqpi_newsrelease.htm

Personal Income Growth - Colorado (In Millions)

Month	2006	2007	% Change
Q4 Total	\$191,471	\$203,566	6.3%
Year 2007 Totals	\$188,222	\$199,525	6.0%

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

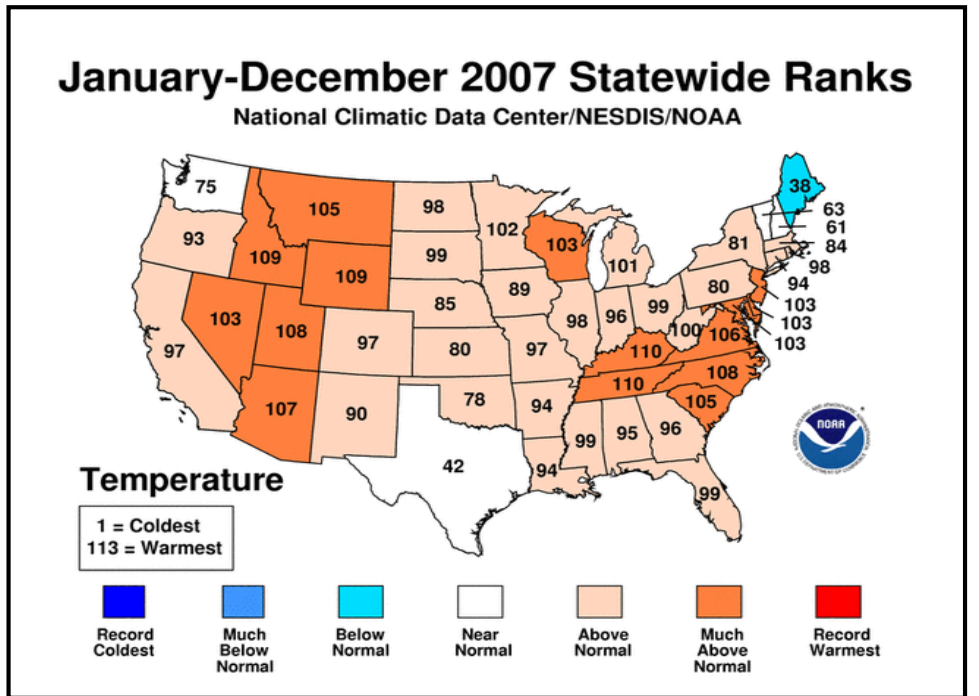
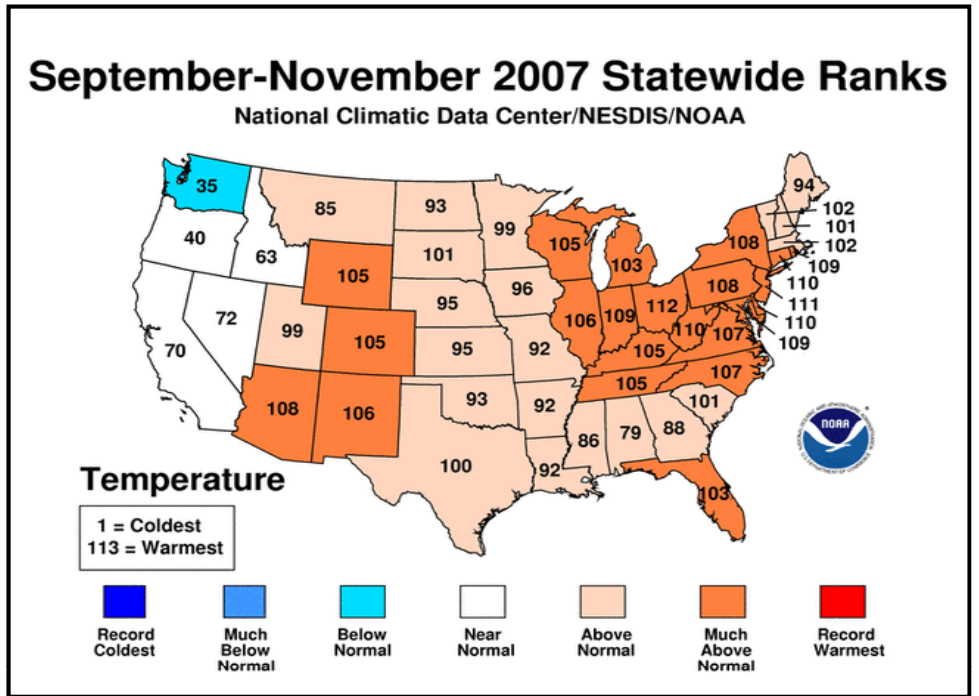
Fuel Prices: Colorado vs. National Average



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

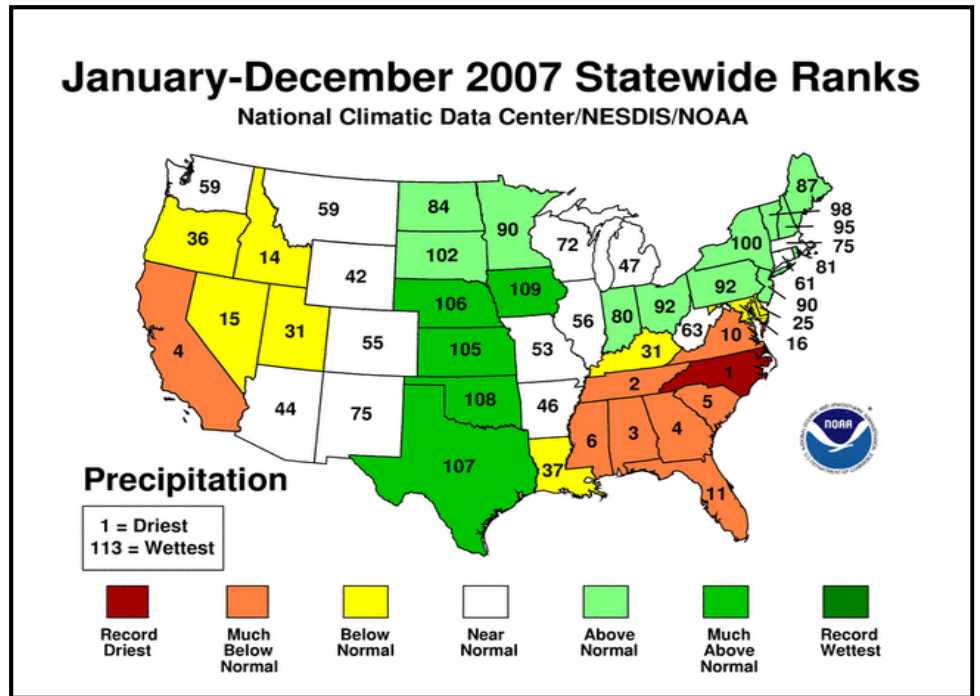
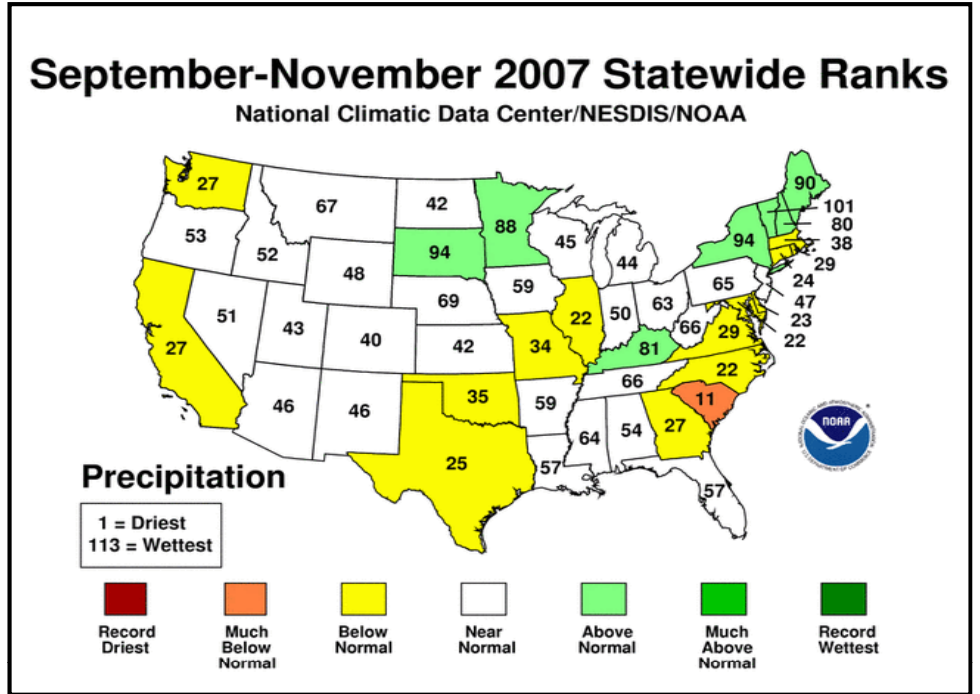
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Year-to-Date Temperature



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Year-to-Date Precipitation



Source: US Department of Commerce, National Climatic Data Center
<http://www.ncdc.noaa.gov/oa/climate/research/2007/cmb-prod-us-2007.html>

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E. Colorado Tourism Regional Breakouts

All seven of Colorado's tourism regions recorded strong growth in the hospitality sectors for the quarter. The Front Range Region recorded steady growth in all sectors, with strong car rental sales and visitation at national parks, state parks and welcome centers. The Denver Metro Region recorded increases in all industry sectors except visitation at their welcome center. The Northwest Region recorded strong increases in all industry sectors except air passenger traffic, which declined 9.2 percent. The South Central Region recorded increases in all sectors except state park visitation. The Southwest Region recorded increases in all sectors except car rental sales and arts/entertainment/recreation sales, which declined 9.7 percent and 33.8 percent respectively. The Southeast Region experienced a mix of tourism activity with increases recorded in car rental, lodging and prepared food and beverage sales, as well as state park visitation. But declines were posted for arts/entertainment/recreation sales, national park and welcome center visitation. Likewise, the Northeast Region recorded a similar performance, with increases in lodging and prepared food and beverage sales. Declines were recorded in arts/entertainment/recreation sales, state park and welcome center visitation.

Denver Metro

Industry Sector	2006	2007	% Change
Lodging	\$243,475,000	\$262,511,000	7.8%
Prepared Food & Beverage	\$975,399,000	\$1,063,168,000	9.0%
Car Rental	\$87,741,000	\$111,982,000	27.6%
Arts/Entertainment/Recreation	\$95,304,000	\$102,514,000	7.6%
State Parks	504,912	518,999	2.8%
Airports	5,556,034	5,976,845	7.6%
Welcome Centers	7,155	5,838	-18.4%

Front Range

Industry Sector	2006	2007	% Change
Lodging	\$51,180,000	\$52,940,000	3.4%
Prepared Food & Beverage	\$279,060,000	\$296,930,000	6.4%
Car Rental	\$5,170,000	\$6,342,000	22.7%
Arts/Entertainment/Recreation	\$39,970,000	\$42,111,000	5.4%
State Parks	196,257	212,124	8.1%
Gaming Taxes	\$24,483,814	\$26,272,697	7.3%
National Parks	293,130	326,510	11.4%
Welcome Centers	12,155	17,200	41.5%

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E. Colorado Tourism Regional Breakouts - Ctd

South Central

Industry Sector	2006	2007	% Change
Lodging	\$72,146,000	\$78,619,000	9.0%
Prepared Food & Beverage	\$209,070,000	\$227,891,000	9.0%
Car Rental	\$10,493,000	\$12,573,000	19.8%
Arts/Entertainment/Recreation	\$18,852,000	\$22,178,000	17.6%
State Parks	112,216	107,977	-3.8%
Gaming Taxes	\$2,213,410	\$2,508,846	13.3%
National Parks	24,257	30,317	25.0%
Airports	245,445	260,853	6.3%

Southeast

Industry Sector	2006	2007	% Change
Lodging	\$10,031,000	\$11,600,000	15.6%
Prepared Food & Beverage	\$59,777,000	\$66,687,000	11.6%
Car Rental	\$1,580,000	\$2,352,000	48.9%
Arts/Entertainment/Recreation	\$2,506,000	\$2,401,000	-4.2%
State Parks	330,902	344,198	4.0%
National Parks	4,283	3,859	-9.9%
Welcome Centers	17,319	17,302	-0.1%

Northeast

Industry Sector	2006	2007	% Change
Lodging	\$4,058,000	\$4,627,000	14.0%
Prepared Food & Beverage	\$19,275,000	\$21,082,000	9.4%
Arts/Entertainment/Recreation	\$841,000	\$607,000	-27.8%
State Parks	14,496	13,078	-9.8%
Welcome Centers	79,359	76,199	-4.0%

Northwest

Industry Sector	2006	2007	% Change
Lodging	\$152,539,000	\$179,957,000	18.0%
Prepared Food & Beverage	\$210,868,000	\$228,530,000	8.4%
Car Rental	\$7,206,000	\$10,954,000	52.0%
Arts/Entertainment/Recreation	\$20,877,000	\$24,796,000	18.8%
State Parks	125,344	146,055	16.5%
National Parks	99,398	100,924	1.5%
Airports	139,000	126,280	-9.2%
Welcome Centers	54,198	56,279	3.8%

Southwest

Industry Sector	2006	2007	% Change
Lodging	\$28,760,000	\$30,881,000	7.4%
Prepared Food & Beverage	\$60,617,000	\$64,590,000	6.6%
Car Rental	\$7,251,000	\$6,551,000	-9.7%
Arts/Entertainment/Recreation	\$7,327,000	\$4,853,000	-33.8%
State Parks	63,785	77,195	21.0%
National Parks	197,172	212,560	7.8%
Welcome Centers	7,654	7,827	2.3%

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

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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

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