Quarterly Colorado
Travel and Tourism Indicator
Second Quarter 2008

Colorado
Tourism Office

UNIVERSITY OF DENVER
Daniels College of Business
School of Hotel, Restaurant, & Tourism Management

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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 University of Denver's School of Hotel, Restaurant, & Tourism Management through the Daniels College of Business 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.

Executive Summary

The broader economic picture in the United States appears to have been influential in the second quarter's results. The declines in consumer confidence in the nation and the region – though residents of the region were more optimistic than the country in general – were huge, with both declining by nearly half year over year. Consumer prices rose substantially nationally and in the urban west, making for a rough quarter. Though personal income rose by a hair more than the CPI, it was significantly outpaced by the travel price index. The spring tax rebate the administration hoped would stimulate the economy was not enough to overcome the general economic malaise. Below the quarterly high- and lowlights are noted by area.

Touristic Activities

- Though the monthly and quarterly patterns held, year over year, national park visitation dropped all three months in the second quarter, precipitously in April, marginally in May, and nearly 6% in June. The result for the quarter was a 6.9% decline overall.
- State park visitation also declined all three months, though the steepest decline was in May rather than April. The overall quarterly decline from 2007 was nearly 6%.
- Arts/Entertainment/Recreational Sales increased significantly in April and May, but declined substantially in June resulting in a relatively flat quarter as compared to 2007. The April/May increases may have been associated with residents who stayed home rather than traveling, in addition to those visiting the state. This inference conforms with the April airport traffic decline and the timing of tax rebate check distribution by the IRS.
- State gaming tax revenue declined by over 11% for the quarter. It's likely that people's entertainment dollars were redirected away from gaming and into other areas perceived as a better value and/or away from entertainment altogether.
- There was a very slight decline in skier visits in 2008 from 2007, which was a boom year.
- Colorado vacation guide fulfillment dropped by more than half from 2007 levels, which appears to be a function of virtual guide fulfillment. Combined, virtual and traditional guide fulfillment was up about 25,000 for the quarter.
- Website sessions also declined substantially, mostly driven by a nearly 20% decline in June. This figure would be more telling and more alarming if we were dealing with discrete, individual visits without counting repeat visits. Year to date sessions are about flat relative to 2007.

Lodging

- Increases in room rates were not enough to combat the decline in occupancy and, as a result, revenue declined year over year.
- Year-to-date, however, revenue is up 5% as a result of a 5.2% increase in rates. This figure is part of a national pattern that accounts in part for a 7.9% increase in the travel price index.

Food & Beverage

- In the second quarter and year-to-date, sales are up over 2007, 4.3% and 3.2% respectively. These increases are likely due to pricing increases rather than higher volumes of business as operators were forced to raise prices to keep up with increases in commodity prices as reflected in the CPI (up 4.4% in urban areas and 4.1% in the urban west).

Transportation

- A quarterly increase of 6.6% was driven by April's car rental income as both May and June showed declines.
- April car rentals rose 26% over 2007, possibly driven in part by higher hotel occupancy, though pricing may also have been influential (the data do not permit us to quantify the

influence of pricing). Interestingly, this increase occurred as passenger traffic at DIA decreased.

- Fuel consumption declined, though much of this decline is likely attributable to Colorado residents driving less in response to soaring fuel prices. Gasoline was near $4/gallon during this period. The consumption pattern mirrored that in 2007, with the exception of June, during which consumption declined slightly from May rather than increasing.
- Airport traffic increased in May and June, but declined marginally in April. These declines run counter to the hotel occupancy pattern indicating that either the traffic was driven by people who visited and stayed with friends or family or by residents returning home.
- Both domestic and international traffic increased substantially, though the domestic increase was slightly larger in pure numbers and on a percent basis. International traffic increased all three months, which means the domestic decline in April was responsible for the overall monthly decline. This increase in April international traffic is likely associated with the April car rental increase.

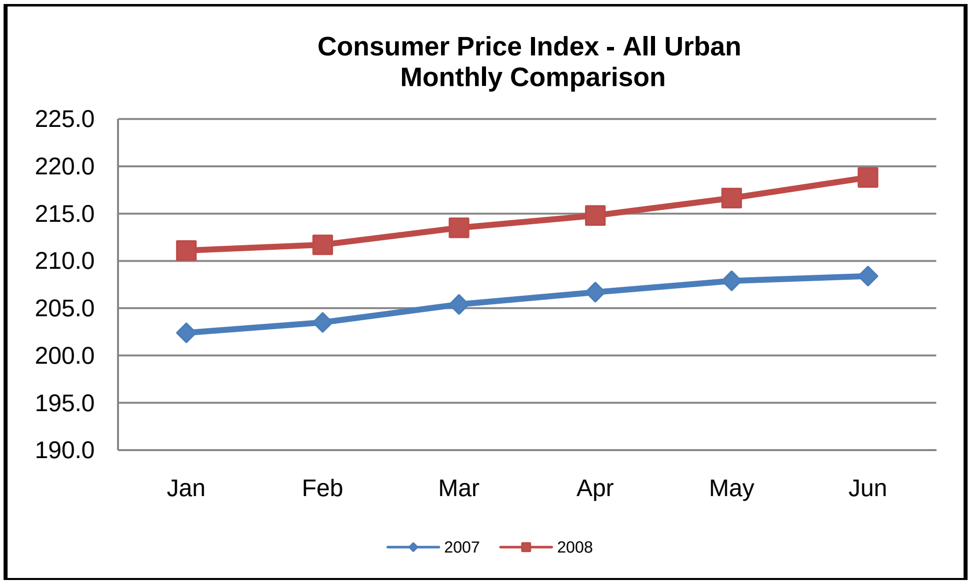
Tourism Environment

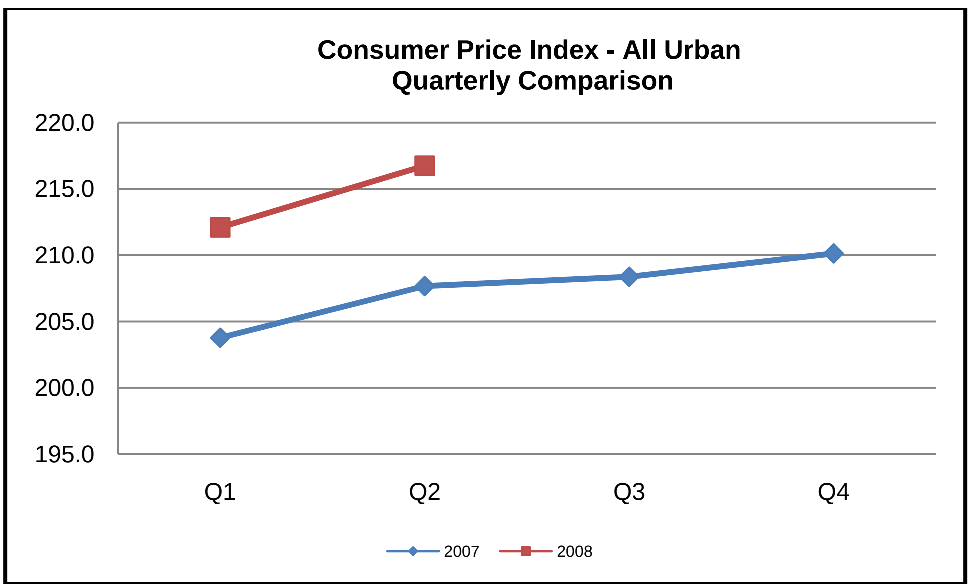
During the second quarter of 2007, the national and regional tourism performance indicators continued to record growth as compared to the same period in 2007. The Consumer Price Index (CPI) for All Urban areas recorded an increase of 4.4 percent, with the Urban West CPI growing 4.1 percent. The Travel Price Index (TPI) recorded a quarterly increase of 7.9 percent. The Conference Board Consumer Confidence Index (CCI) continued to decline throughout the entire quarter, with high gas prices playing a key role, assessment of present-day business conditions, and based upon a perceived softening in present-day business and employment conditions. Personal income growth in the U.S. grew 5.0 percent for the quarter with the Rocky Mountain region and Colorado recording increases of 5.1 and 5.6 percent respectively. According to the AAA Fuel Gauge Report, fuel prices in Colorado were below the national average for the quarter. Colorado recorded normal temperatures for the March through May period, with much below normal precipitation for the same period.

Consumer Price Index - All Urban

Month	2007	2008	% Change
April	206.6	214.8	4.0%
May	207.9	216.6	4.2%
June	208.3	218.8	5.0%
Q2 Avg.	207.6	216.7	4.4%

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

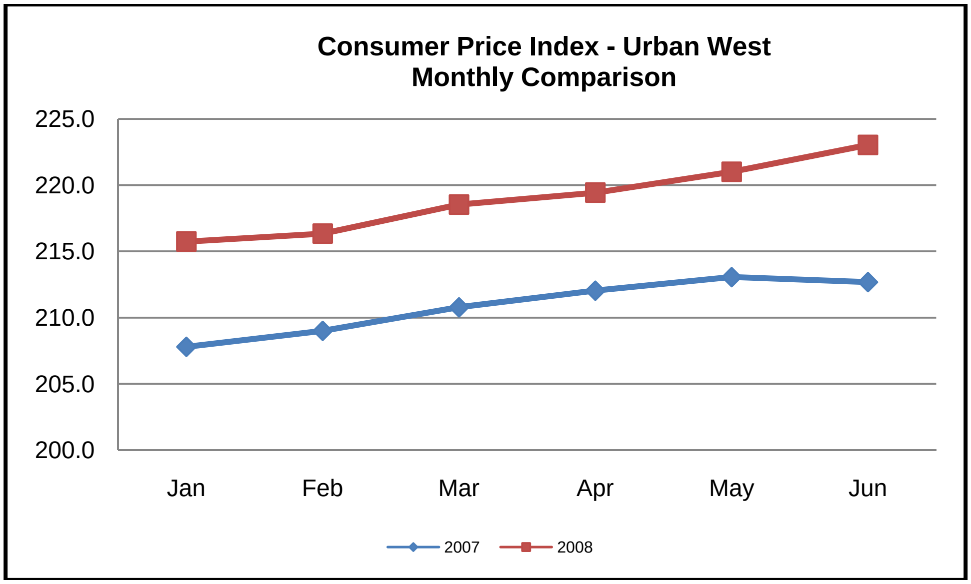


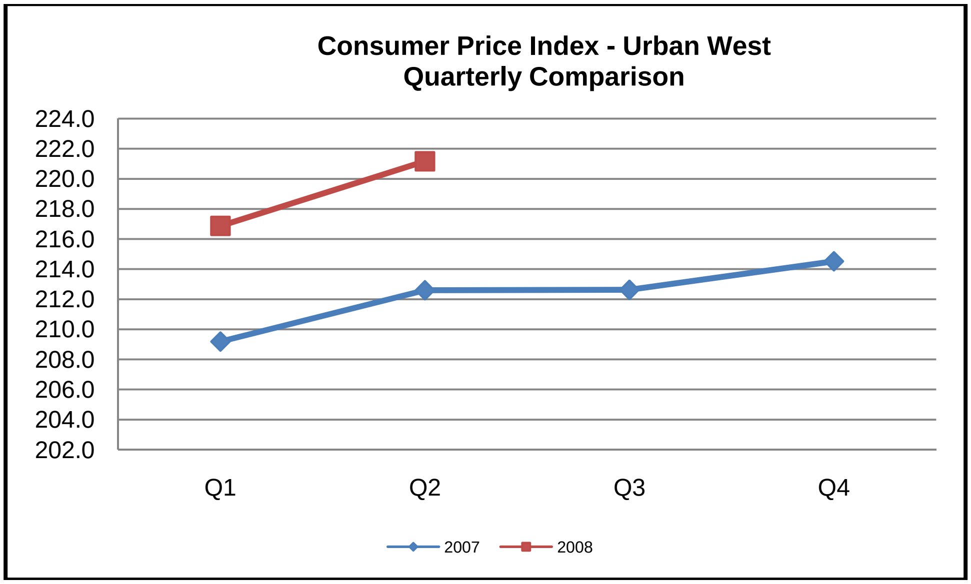


Consumer Price Index - Urban West

Month	2007	2008	% Change
April	212.0	219.4	3.5%
May	213.0	221.0	3.8%
June	212.6	223.0	4.9%
Q2 Avg.	212.5	221.2	4.1%

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

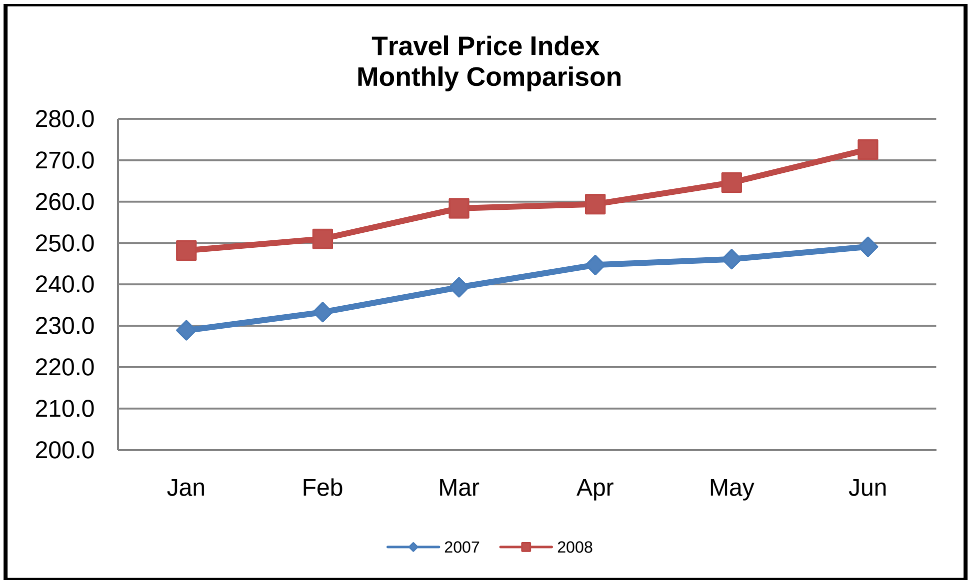


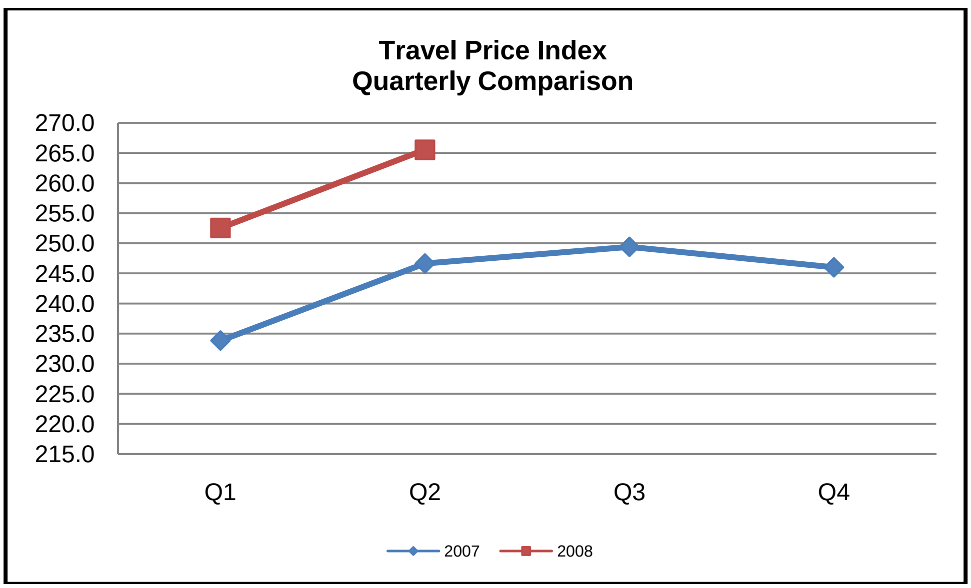


Travel Price Index

Month	2007	2008	% Change
April	242.9	259.4	6.8%
May	246.1	264.6	7.5%
June	249.1	272.6	9.4%
Q2 Avg.	246.0	265.5	7.9%

Base Period 1982-84=100
Source: Travel Industry Association of America
http://www.tiaoorg/researchpubs/tpi_current_chart/html





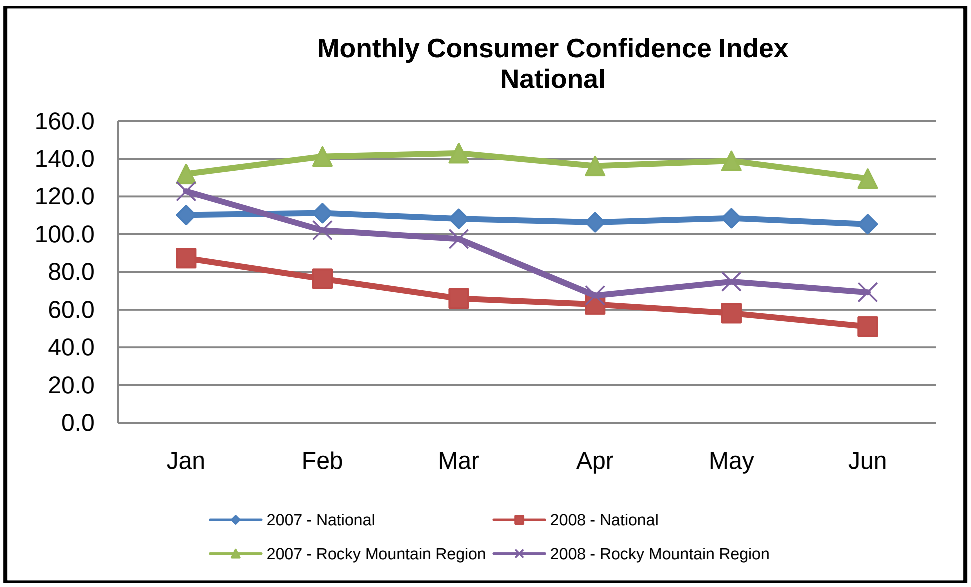
Consumer Confidence Index - National

Month	2007	2008	% Change
April	106.3	62.8	-40.9%
May	108.5	58.1	-46.5%
June	105.3	51.0	-51.6%
Q2 Avg.	106.7	57.3	-46.3%

Consumer Confidence Index - Rocky Mountain Region

Month	2007	2008	% Change
April	136.2	67.5	-50.4%
May	138.9	74.9	-46.1%
June	129.5	69.2	-46.6%
Q2 Avg.	134.9	70.5	-47.7%

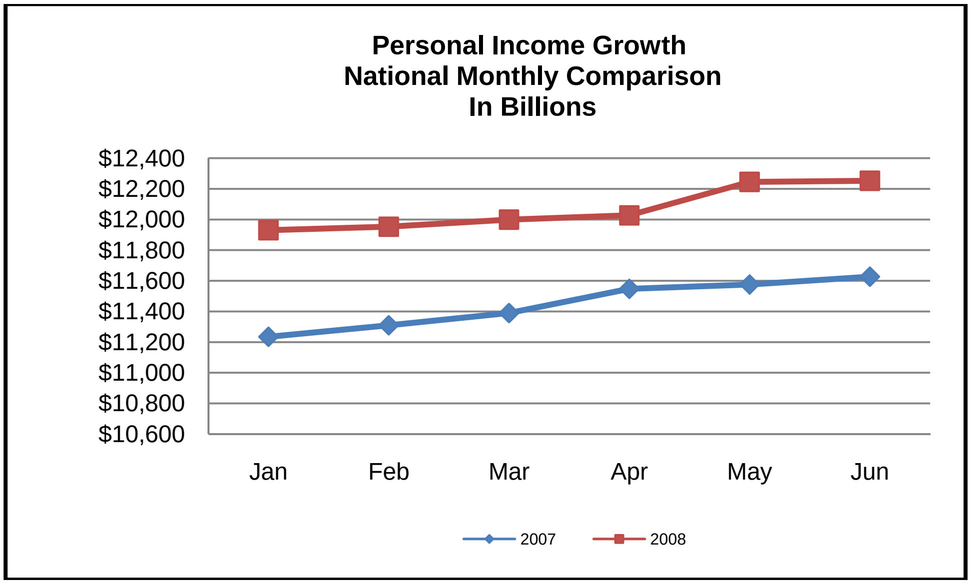
Source: The Conference Board
www.conference-board.org/economics/consumerconfidence.cfm

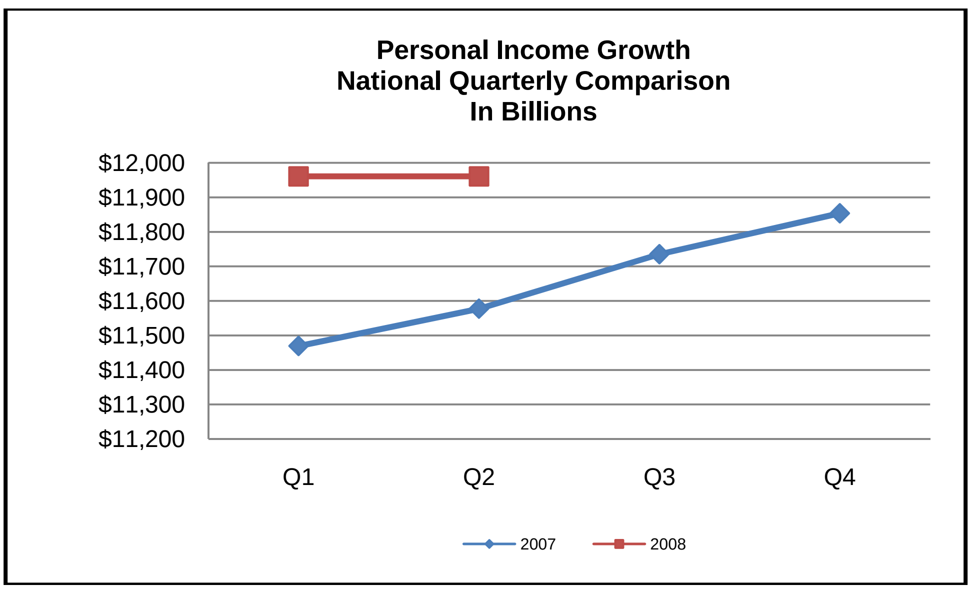


Personal Income Growth - National (in Billions)

Month	2007	2008	% Change
April	$11,548	$12,026	4.1%
May	$11,598	$12,244	5.6%
June	$11,650	$12,252	5.2%
Q2 Total	$34,795	$36,523	5.0%
YTD	$68,730	$72,404	5.3%

Source: US Department of Commerce, Bureau of Economic Analysis
www.bea.gov/newsreleases/national/pi/pinewsrelease.htm





Personal Income Growth - Rocky Mountain Region (In Millions)

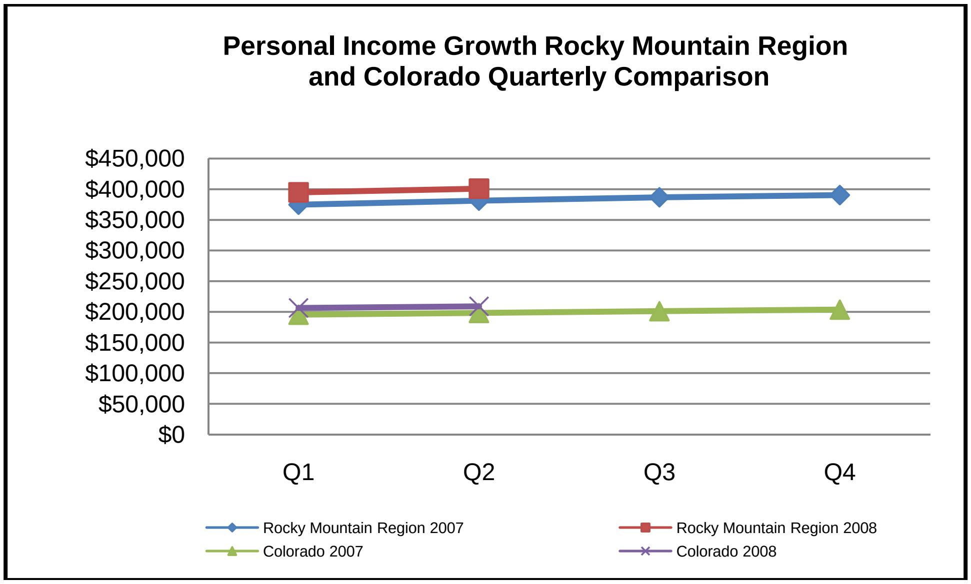
Month	2007	2008	% Change
Q2 Total	$381,131	$400,723	5.1%
YTD	$755,758	$795,543	5.3%

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

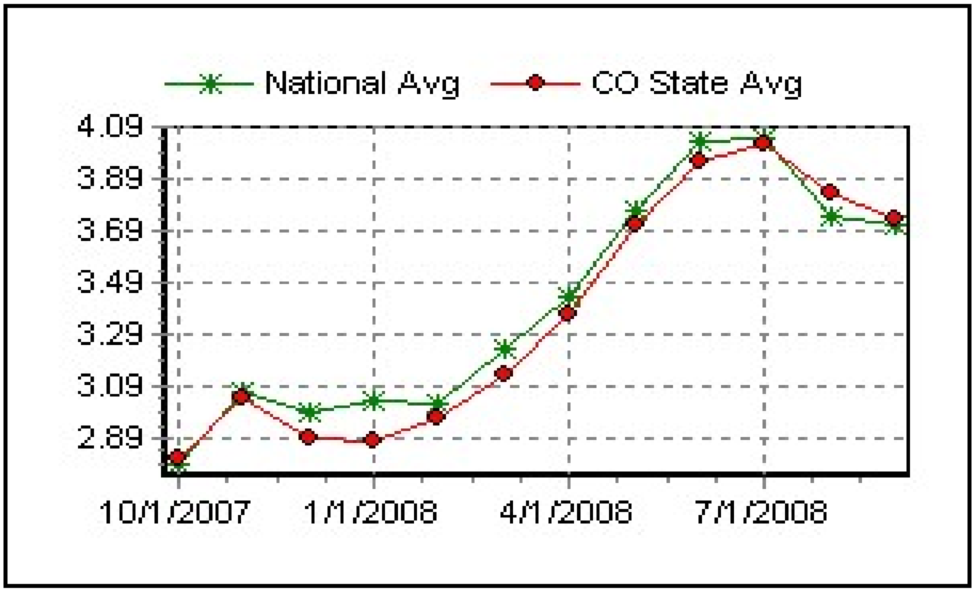
Personal Income Growth - Colorado (In Millions)

Month	2007	2008	% Change
Q2 Total	$195,294	$206,299	5.6%
YTD	$393,445	$415,326	5.6%

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

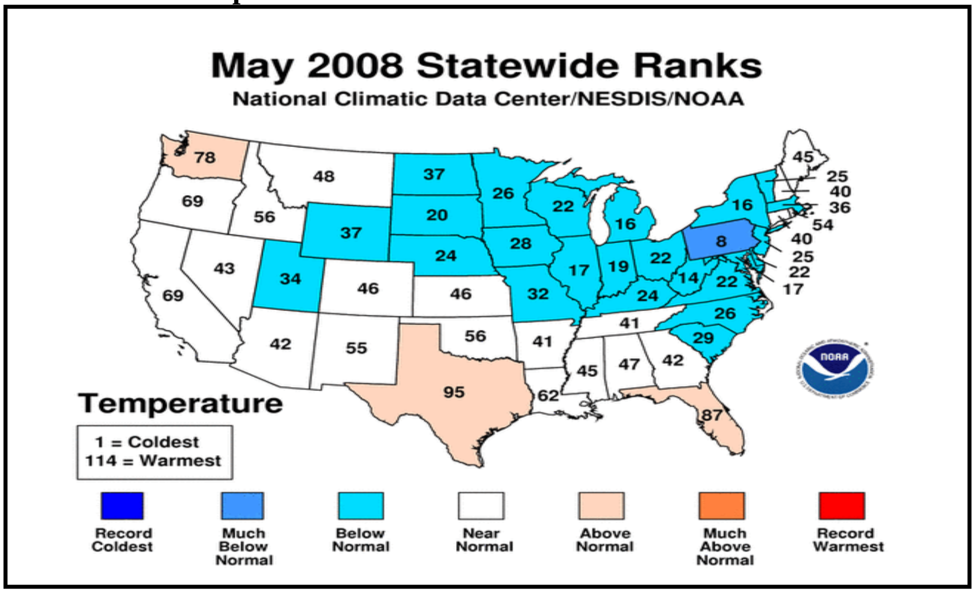


Fuel Prices: Colorado vs. National Average

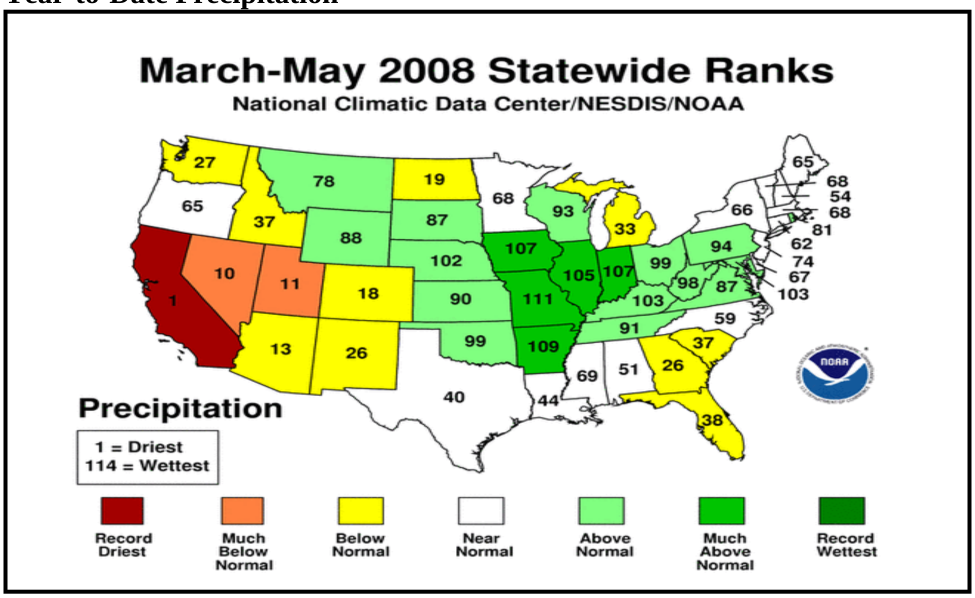


Source: AAA Fuel Gauge Report
http://www.fuelgaugereport.com/COavg.asp
[(www.aaa.com)](http://www.aaa.com)

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

Pre-Visit Interest in Colorado

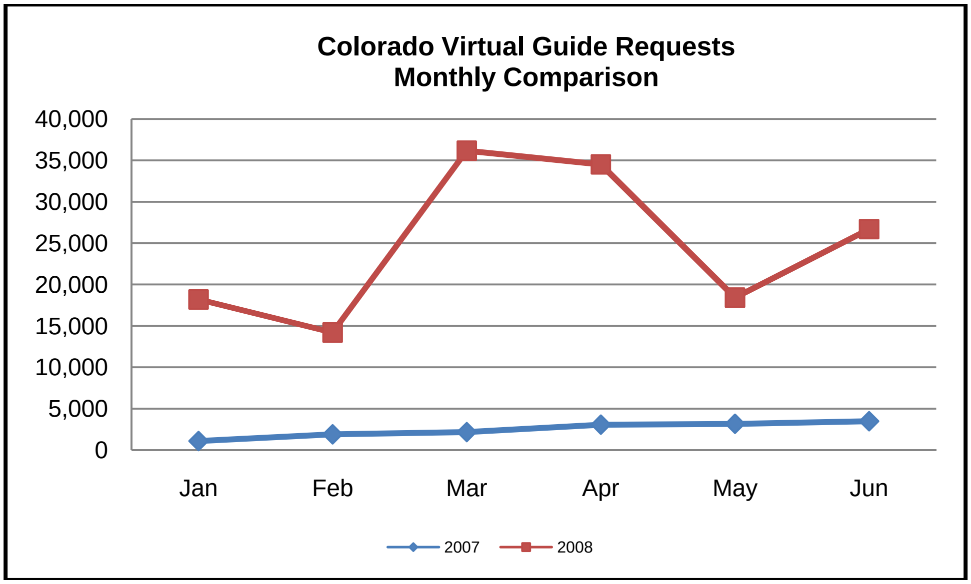
This year, the report added the virtual guide requests in the pre-visit section. Compared to the second quarter of 2007, virtual guide requests increased by a resounding 478.8 percent while both physical guide requests (71.5 percent) and website sessions (9.6 percent) decreased.

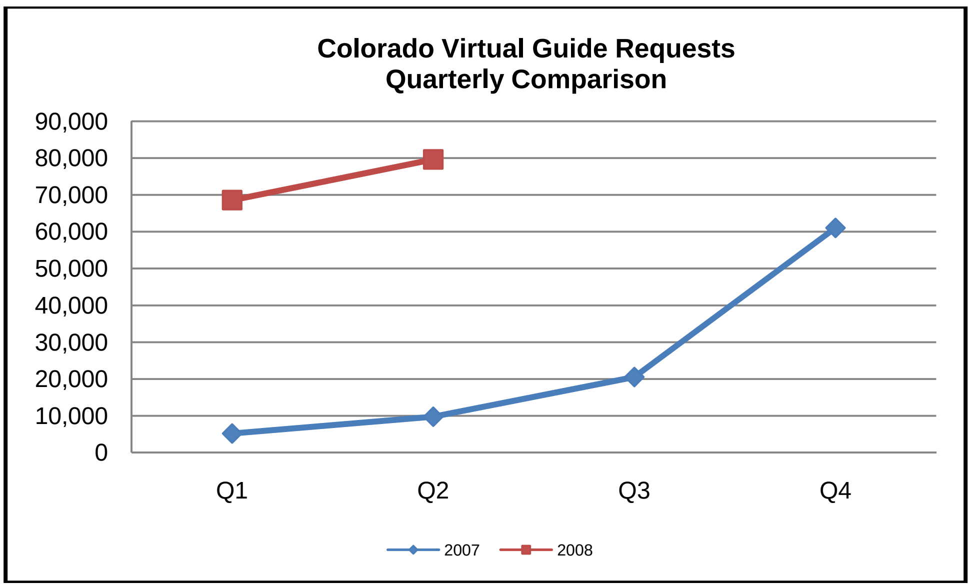
Note: The methodology for recording and reporting the number of vacation guide requests and website sessions was updated for the second quarter of 2007. Although the data previously reported may differ from the data produced by the new reporting system, the percentage of increases/decreases reported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

Colorado Virtual Guide Fulfillment

Month	2007	2008	% Change
April	3,084	34,513	1019.1%
May	3,182	18,418	478.8%
June	3,502	26,690	662.1%
Q2 Total	9,768	79,621	715.1%
YTD	14,979	148,188	889.3%

Source: Colorado Tourism Office/Weaver Multimedia Group

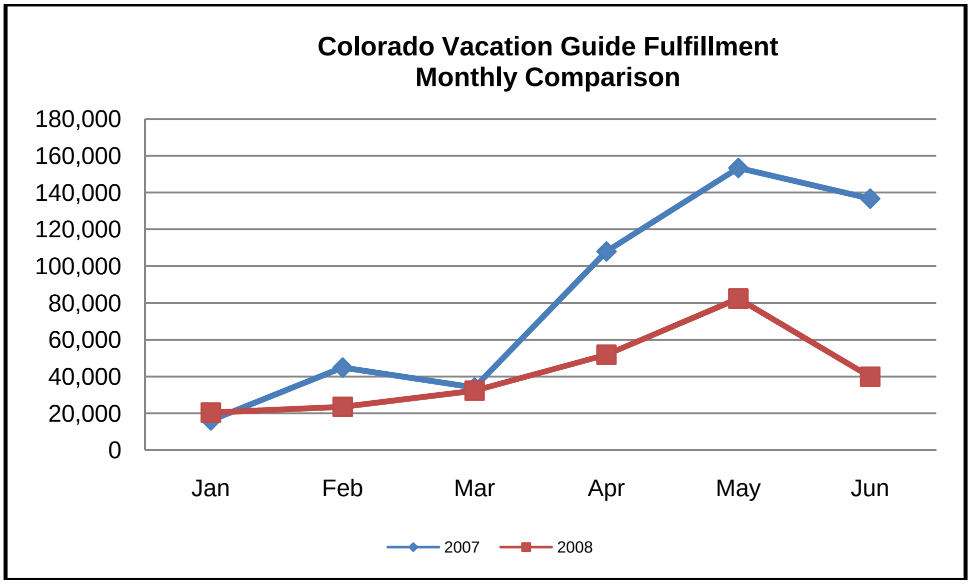


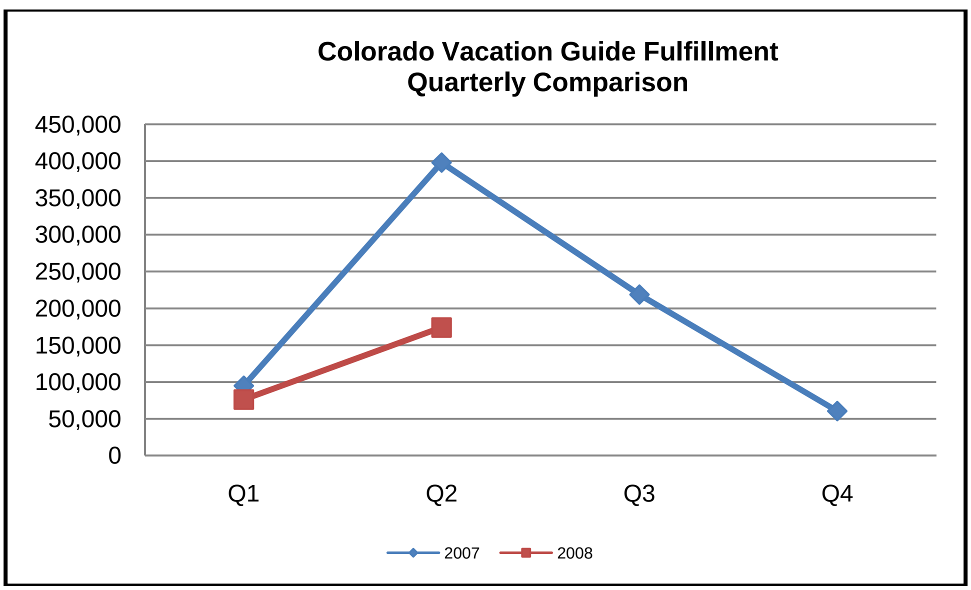


Colorado Vacation Guide Fulfillment

Month	2007	2008	% Change
April	111,038	51,850	-53.3%
May	156,510	82,383	-47.4%
June	140,038	39,852	-71.5%
Q2 Total	407,586	174,085	-57.3%
YTD	507,774	250,283	-50.7%

Source: Colorado Tourism Office/Weaver Multimedia Group

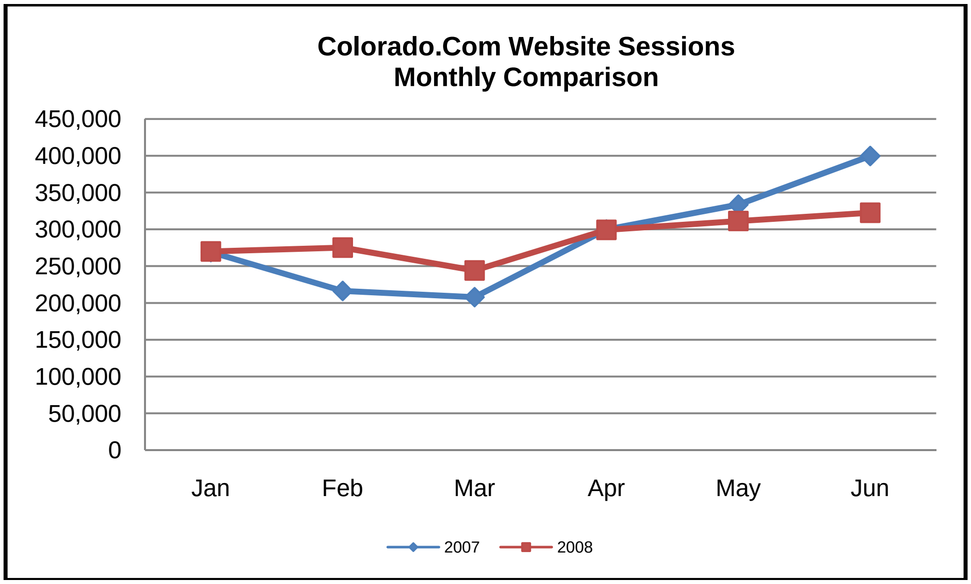


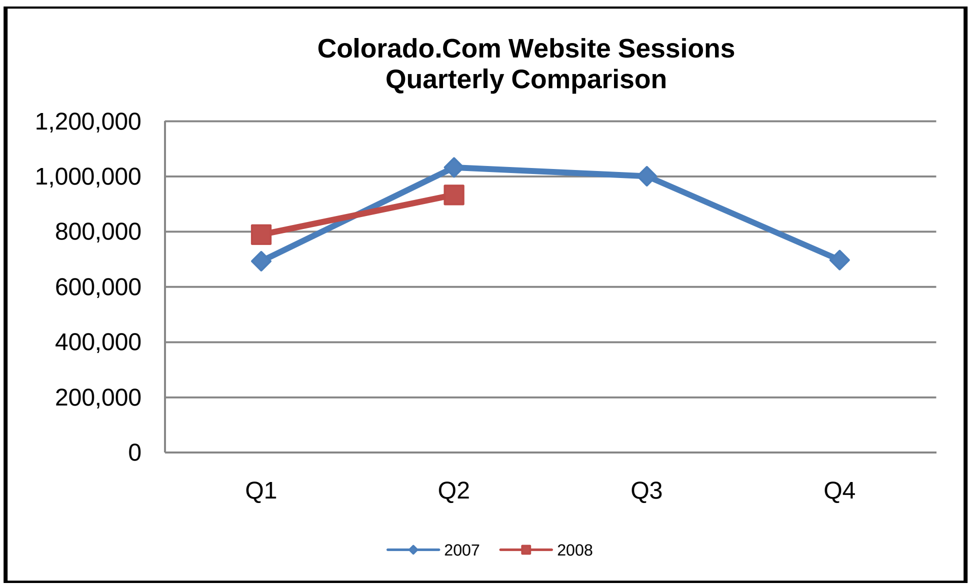


Web Session – Colorado.com

Month	2007	2008	% Change
April	111,038	51,850	-53.3%
May	156,510	82,383	-47.4%
June	140,038	39,852	-71.5%
Q2 Total	407,586	174,085	-57.3%
YTD	507,774	250,283	-50.7%

Source: Colorado Tourism Office/Weaver Multimedia Group





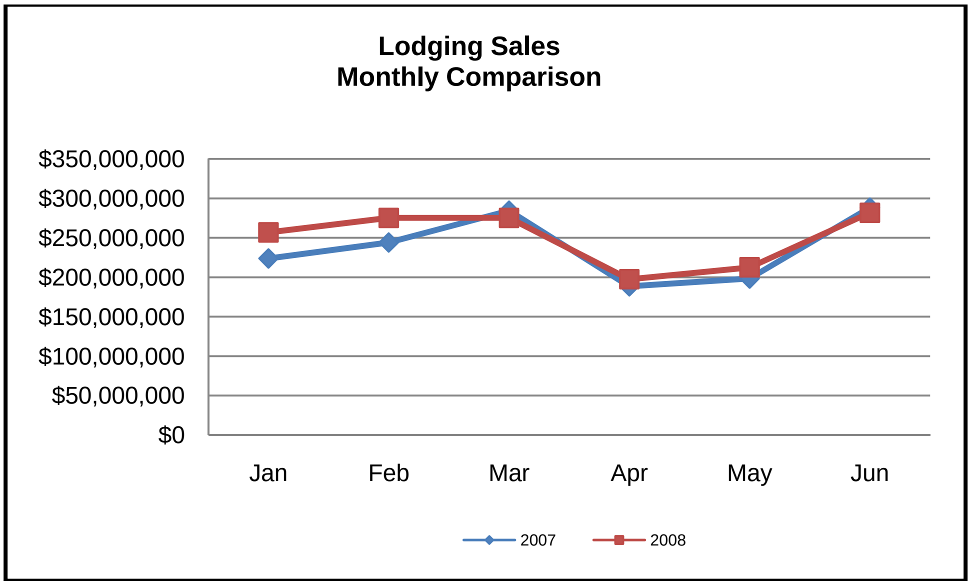
Economic Tourism Activity

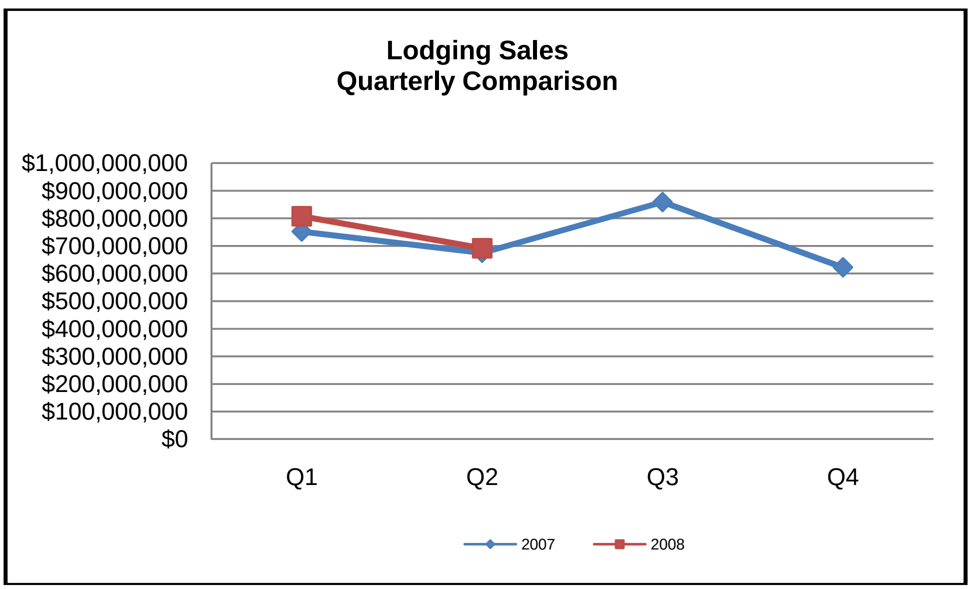
The second quarter of 2008 continued to record growth over 2007 in retail sales of tourism-related goods and services. Car Rental sales recorded the largest increase of 6.6 percent over the same period in 2007. There was an increase in lodging sales of 2.5 percent despite a decrease in the occupancy rate of 1.3 percent. There was an increase in the average room rate growth of 3.8 percent and increasing revenue per available room by 2.4 percent. Prepared food and beverage recorded an increase in sales of 4.3 percent. There was a significant decrease in gaming of 11.2 percent for the quarter. Arts/Entertainment/Recreation sales recorded an increase of 0.2 percent because of strong activity during May. Motor fuel consumption recorded a decrease of 4.3 percent for the quarter.

Lodging Sales

Month	2007	2008	% Change
April	$188,457,000	$197,425,000	4.8%
May	$198,322,000	$212,459,000	7.1%
June	$288,137,000	$281,607,000	-2.3%
Q2 Total	$674,916,000	$691,491,000	2.5%
Index*	127.5	130.6	2.5%
YTD Totals	$1,426,824,000	$1,498,559,000	5.0%

*Base Period 2000=100
Source: Colorado Department of Revenue
http://www.revenue.state.co.us/stats_dir/wrap.asp?incl=retailsalesreport





Occupancy Rates

Month	2007	2008	% Change
April	57.9%	59.9%	3.5%
May	61.4%	60.3%	-1.8%
June	74.4%	71.0%	-4.6%
Q2 Avg.	64.6%	63.7%	-1.3%
YTD Average	63.2%	61.7%	-2.4%

Source: Rocky Mountain Lodging Report

Average Room Rate

Month	2007	2008	% Change
April	$111.02	115.68	4.2%
May	$109.77	112.92	2.9%
June	$118.76	123.82	4.3%
Q2 Avg.	$113.18	$117.47	3.8%
YTD Average	$126.27	132.81	5.2%

Source: Rocky Mountain Lodging Report

Revenue Per Available Room

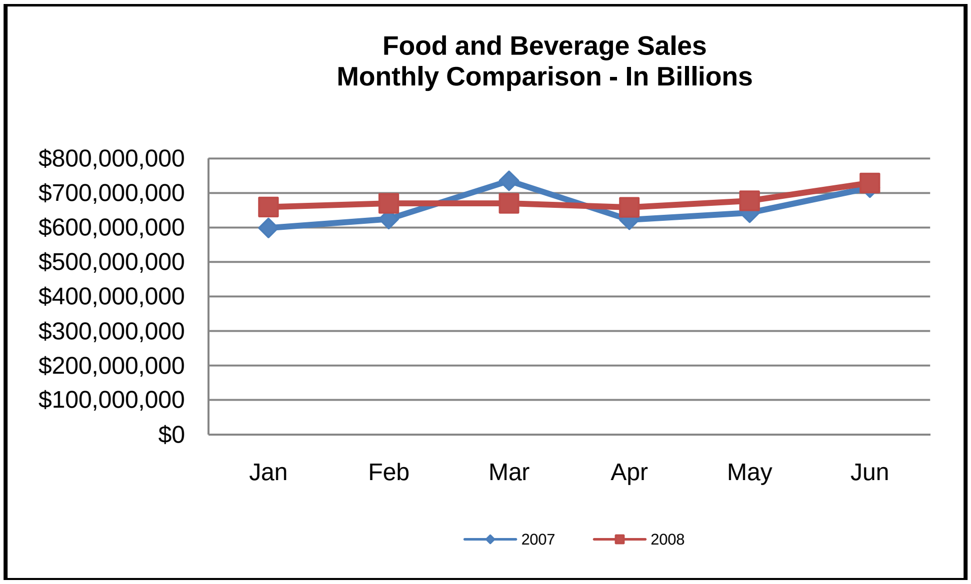
Month	2007	2008	% Change
April	$64.26	69.31	7.9%
May	$67.35	68.08	1.1%
June	$88.36	87.96	-0.5%
Q2 Avg.	$73.32	$75.12	2.4%
YTD Average	$79.78	81.96	2.7%

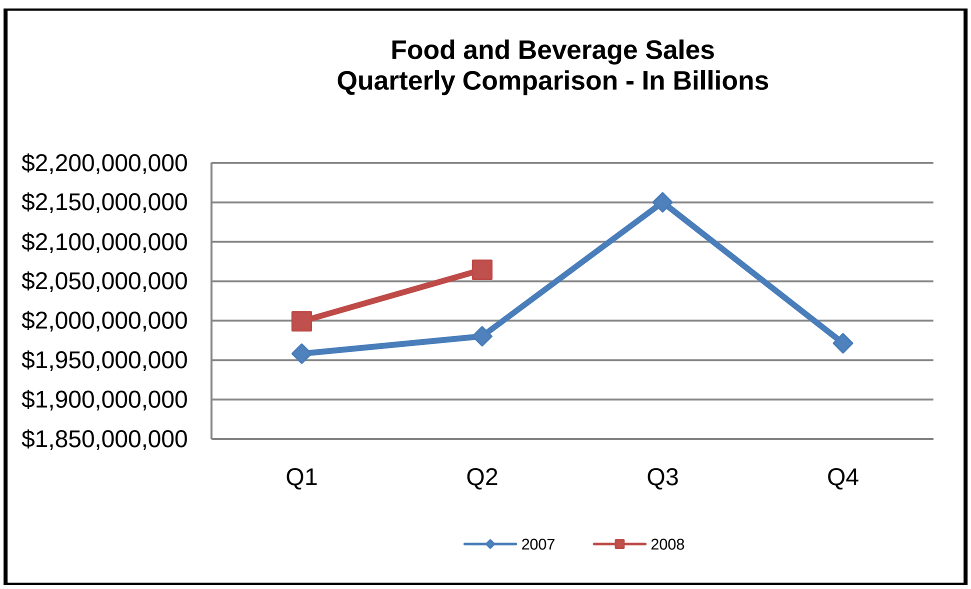
Source: Rocky Mountain Lodging Report

Prepared Food and Beverage Sales

Month	2007	2008	% Change
April	$622,259,000	$658,256,000	5.8%
May	$642,634,000	$677,332,000	5.4%
June	$715,289,000	$728,903,000	1.9%
Q2 Totals	$1,980,182,000	$2,064,491,000	4.3%
Index*	136.0	141.7	4.3%
YTD Totals	$3,938,331,000	$4,063,680,000	3.2%

(Approx. 27 percent of all food and beverage sales are attributable to tourism)
*Base Period 2000=100
Source: Colorado Department of Revenue

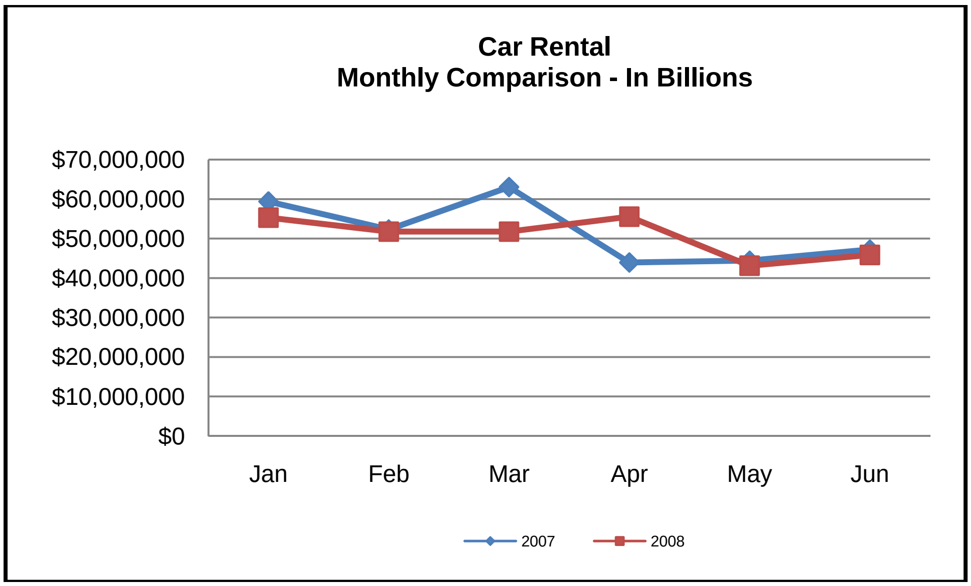


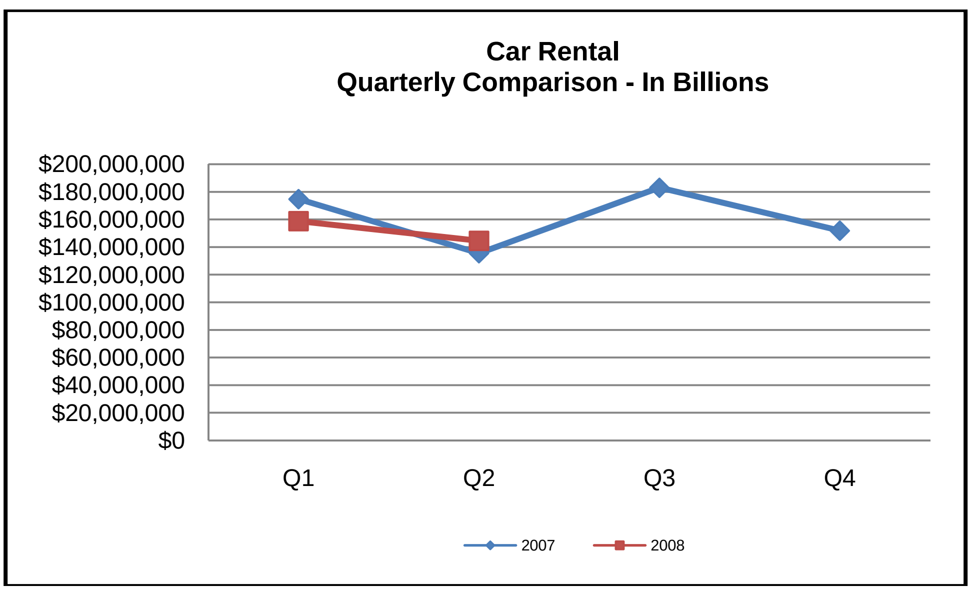


Car Rental Sales

Month	2007	2008	% Change
April	$43,920,000	$55,516,000	26.4%
May	$44,389,000	$43,128,000	-2.8%
June	$47,192,000	$45,855,000	-2.8%
Q2 Totals	$135,501,000	$144,499,000	6.6%
Index*	116.7	124.4	6.6%
YTD Totals	$310,193,000	$303,219,000	-2.2%

*Base Period 2000=100
Source: Colorado Department of Revenue

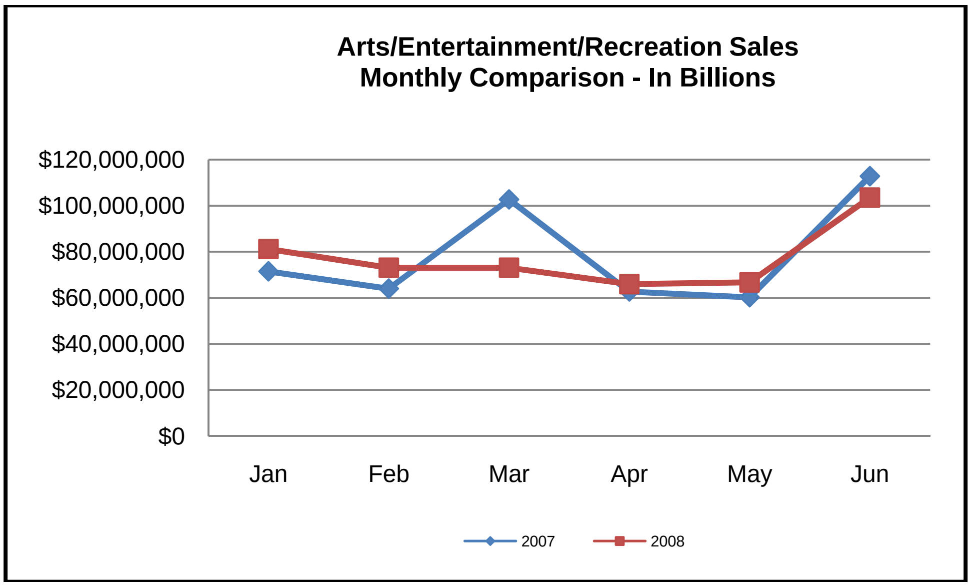


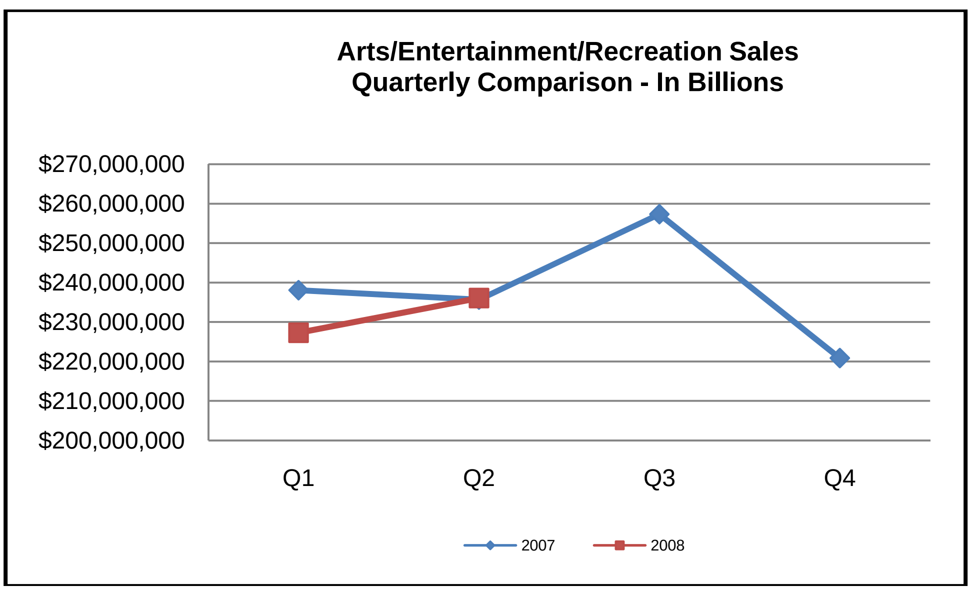


Arts/Entertainment/Recreation Sales

Month	2007	2008	% Change
April	$62,697,000	$65,914,000	5.1%
May	$60,184,000	$66,654,000	10.8%
June	$112,781,000	$103,485,000	-8.2%
Q2 Totals	$235,662,000	$236,053,000	0.2%
Index*	158.7	159.0	0.2%
YTD Totals	$473,712,000	$463,325,000	-2.2%

*Base Period 2000=100
Source: Colorado Department of Revenue





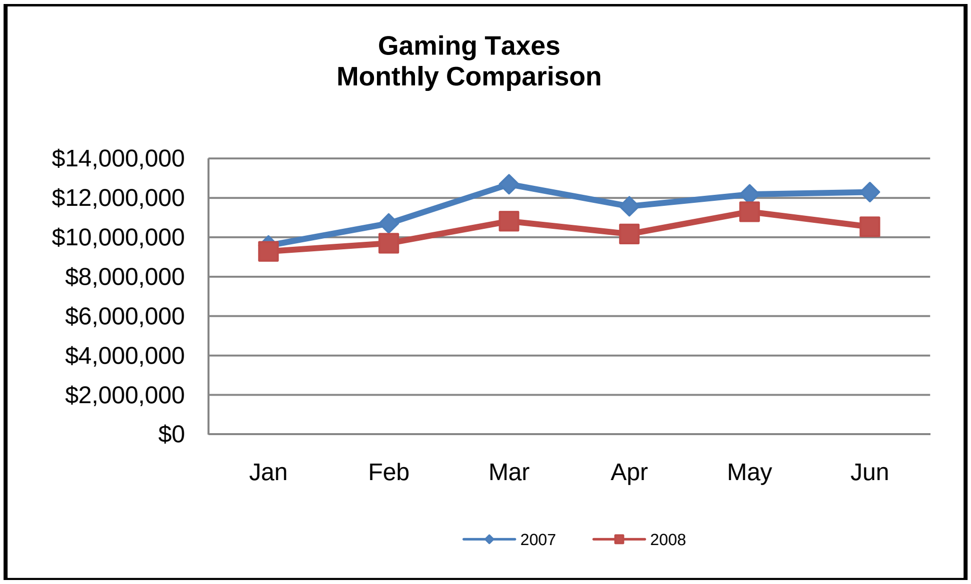
Gaming Taxes

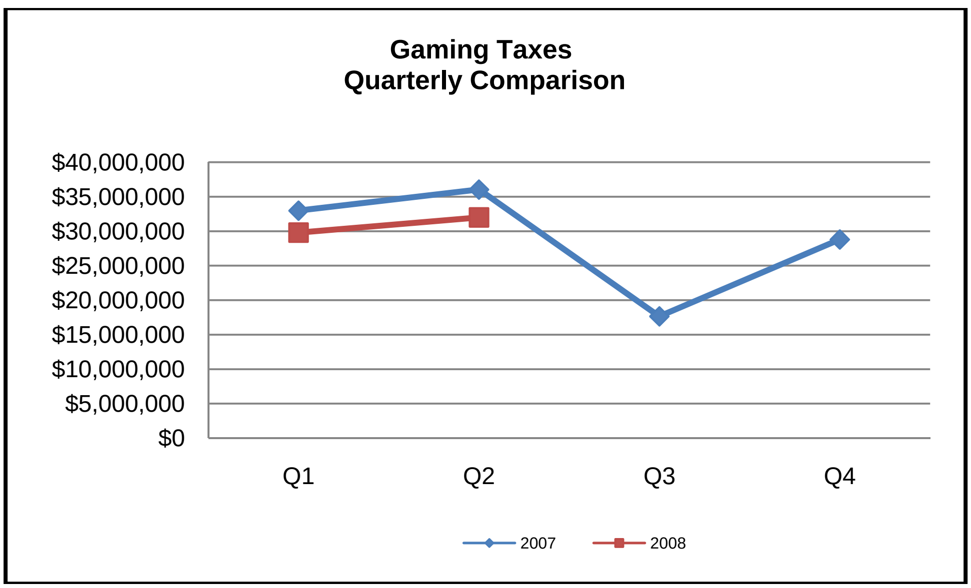
Month	2007	2008	% Change
April	$11,566,439	$10,162,974	-12.1%
May	$12,174,697	$11,290,273	-7.3%
June	$12,290,253	$10,526,985	-14.3%
Q2 Totals	$36,031,389	$31,980,232	-11.2%
Index*	141.2	125.3	-11.2%
YTD Totals	$68,996,580	$61,763,017	-10.5%

*Base Period 2000=100

Source: Colorado Department of Revenue

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.

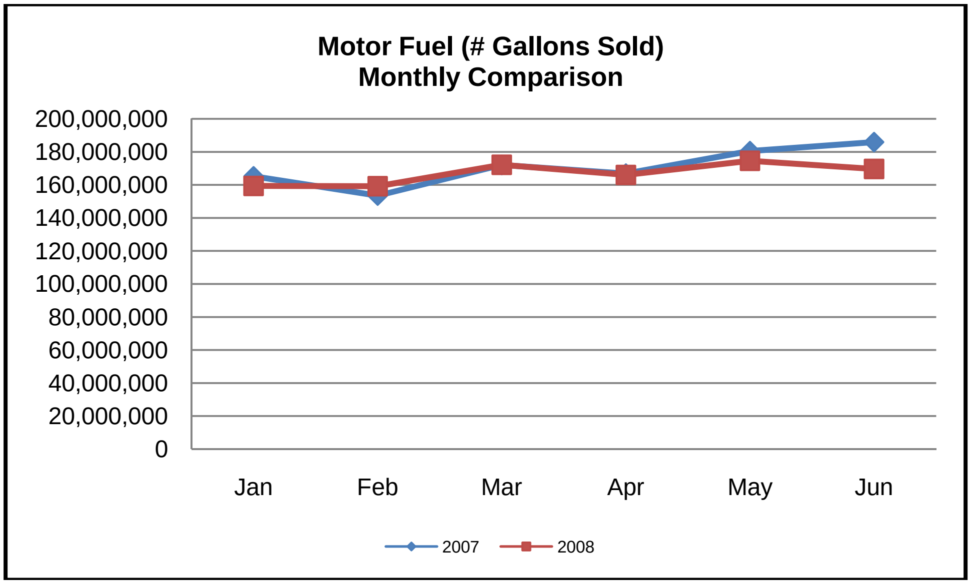


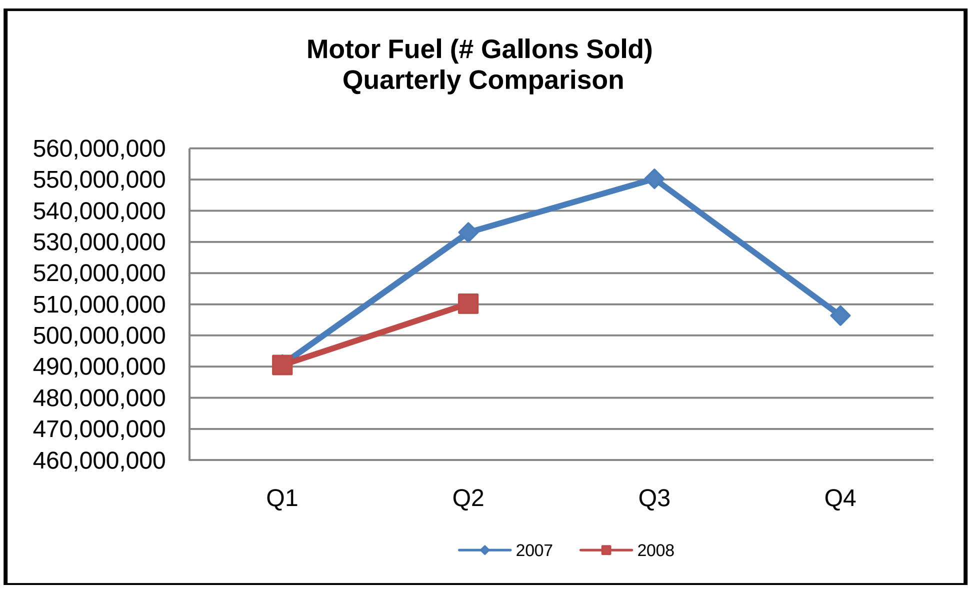


Motor Fuel Sales (# of Gallons Sold)

Month	2007	2008	% Change
April	166,799,364	165,984,744	-0.5%
May	180,416,679	174,581,314	-3.2%
June	185,865,482	169,634,872	-8.7%
Q2 Totals	533,081,525	510,200,930	-4.3%
Index*	116.1	111.1	-4.3%
YTD Totals	1,023,757,150	1,000,743,185	-2.2%

*Base Period 2000=100
Source: Colorado Department of Revenue





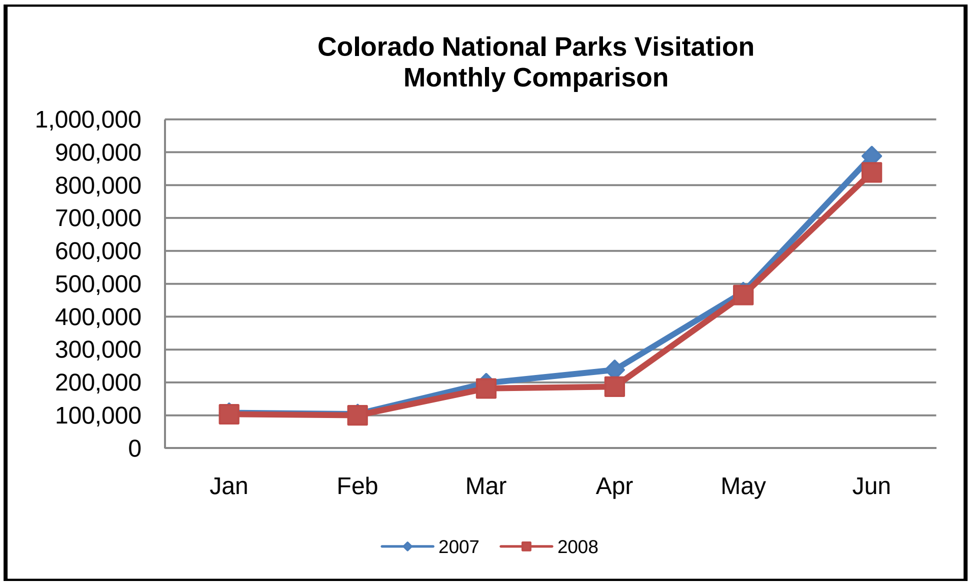
Tourism Activity Indicators

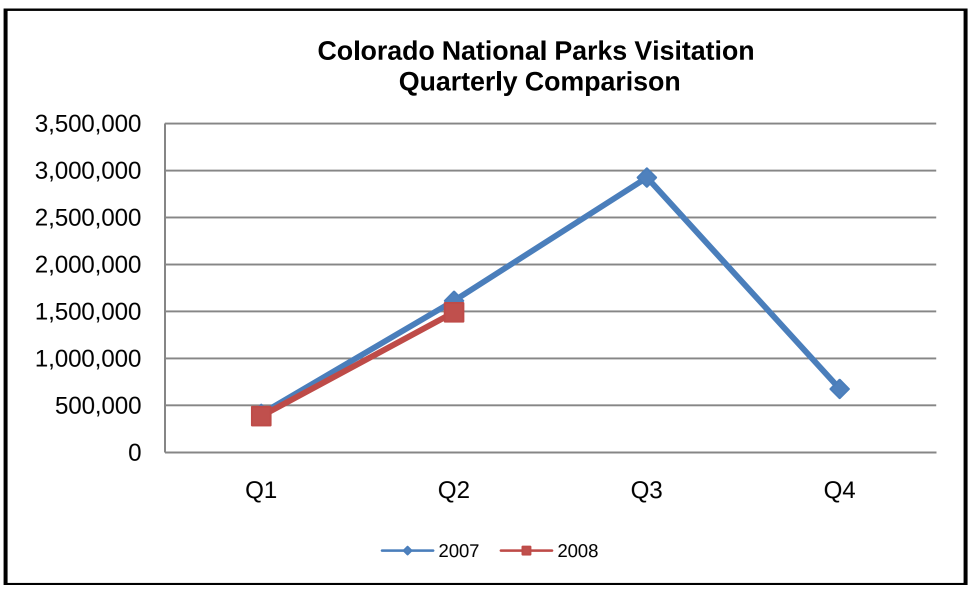
Tourism activity in Colorado during the second quarter of 2008 decreased in almost every area except airline traffic. International passenger arrivals increased by 3.9 percent. Total air passenger continued to grow by 3.5 percent, with domestic air passenger traffic growing by 3.5 percent over the same period in 2007. National parks in Colorado recorded a 6.9 percent visitation decrease for the quarter. The Colorado Welcome Centers posted an 18.0 percent decrease for the period. Twenty-nine attractions across Colorado reported attendance of 1,369,625, with 14 attractions closed in April. This is a decrease of 5 attractions reporting. Skier visits released by Colorado Ski Country, USA, for the 2007-2008 ski season posted skier visits at over 12.5 million.

Colorado National Parks Visitation

Month	2007	2008	% Change
April	238,022	187,153	-21.4%
May	474,656	465,685	-1.9%
June	888,369	838,530	-5.6%
Q2 Totals	1,601,047	1,491,368	-6.9%
Index*	96.6	90.0	-6.9%
YTD Totals	2,009,837	1,876,122	-6.7%

*Base Period 2000=100
Source: National Park Service
http://www2.nature.nps.gov/mpur/reports/summaryreport_bystate.cfm?CFID=2992126&CFTOKEN=39700610

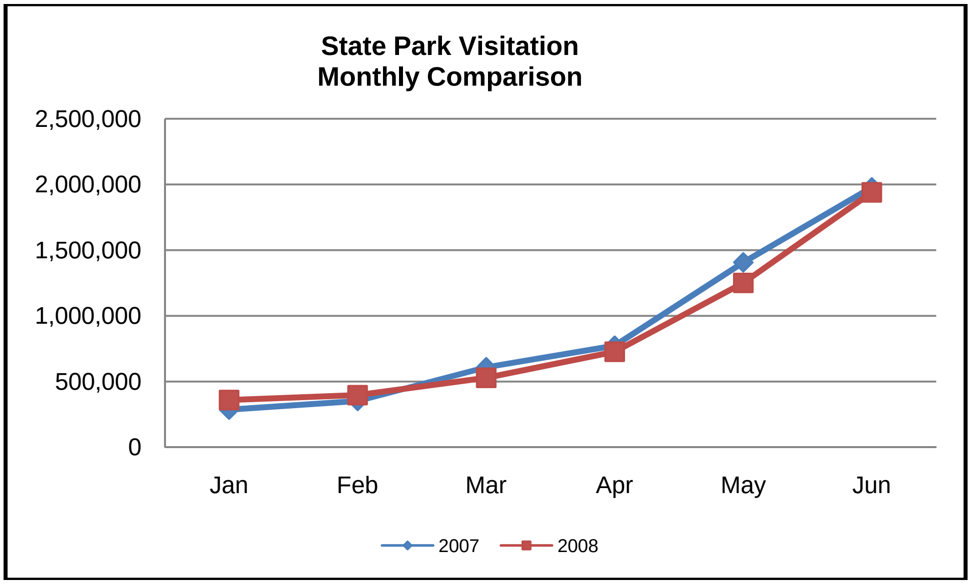


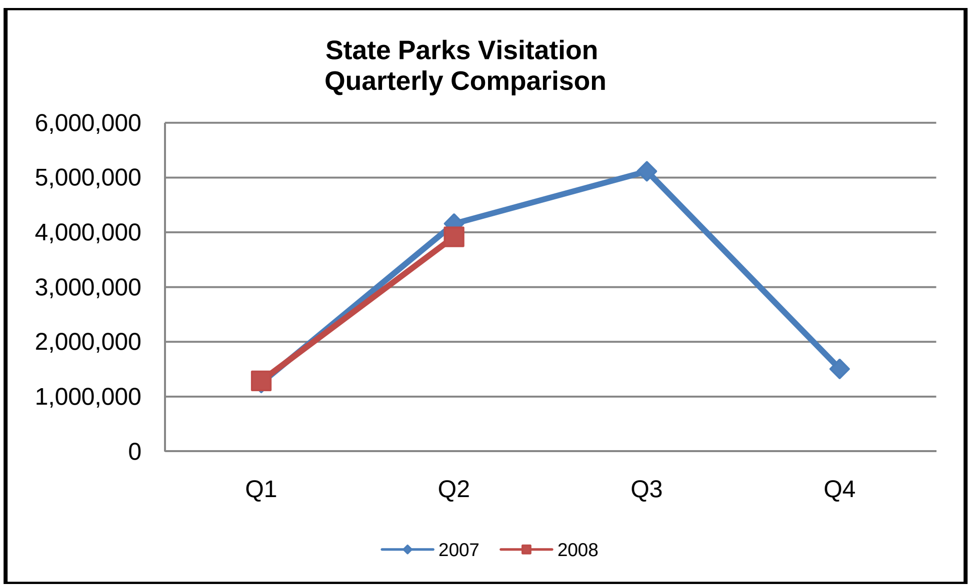


State Parks Visitation

Month	2007	2008	% Change
April	772,707	726,991	-5.9%
May	1,406,374	1,250,538	-11.1%
June	1,977,053	1,939,360	-1.9%
Q2 Totals	4,156,134	3,916,889	-5.8%
Index*	115.3	108.7	-5.8%
YTD Totals	5,267,438	5,201,412	-1.3%

*Base Period 2000=100
Source: Colorado Division of State Parks



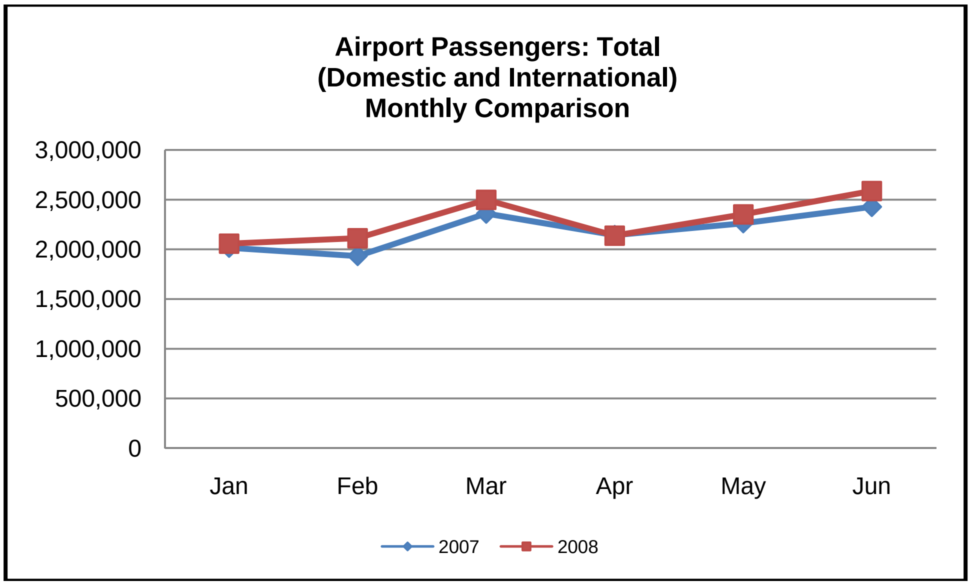


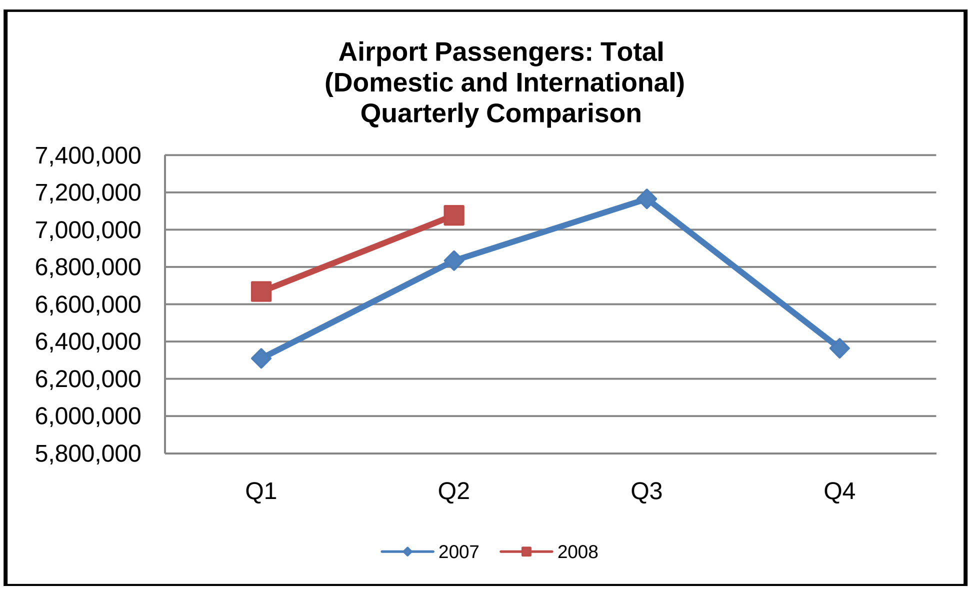
Airport Passengers - Total Incoming (Domestic & International)

Month	2007	2008	% Change
April	2,143,117	2,137,447	-0.3%
May	2,263,027	2,352,331	3.9%
June	2,428,253	2,587,022	6.5%
Q2 Totals	6,834,397	7,076,800	3.5%
Index*	127.6	132.1	3.5%
YTD Totals	13,142,924	13,744,709	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.

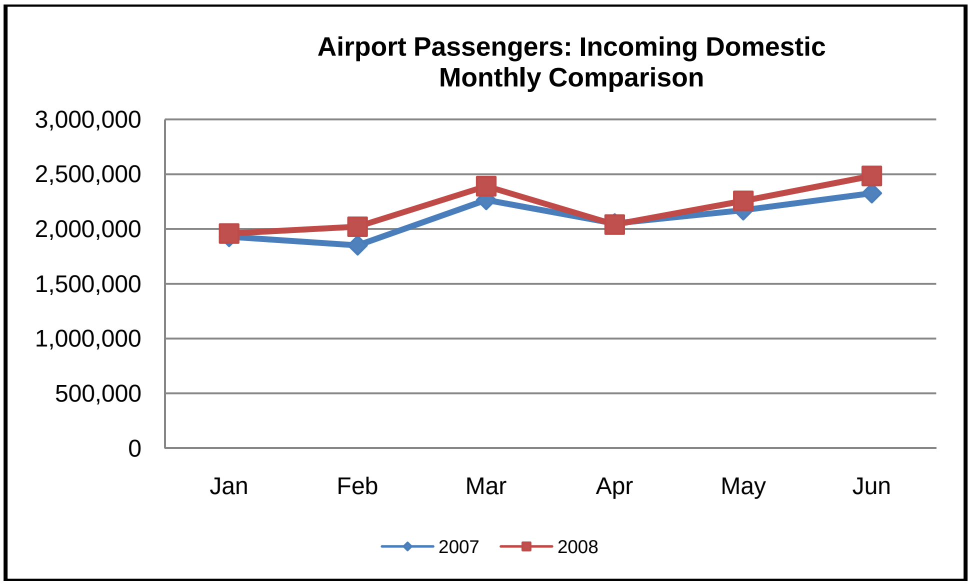


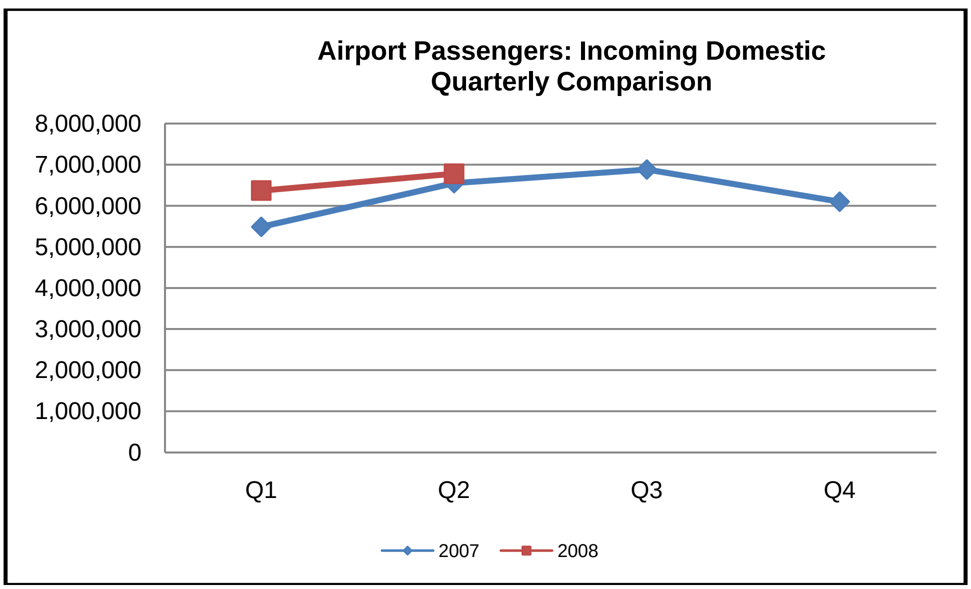


Airport Passengers - Incoming Domestic

Month	2007	2008	% Change
April	2,050,068	2,039,226	-0.5%
May	2,170,479	2,255,440	3.9%
June	2,325,946	2,483,137	6.8%
Q2 Totals	6,546,493	6,777,803	3.5%
Index*	125.0	129.4	3.5%
YTD Totals	12,031,437	13,145,035	9.3%

*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.

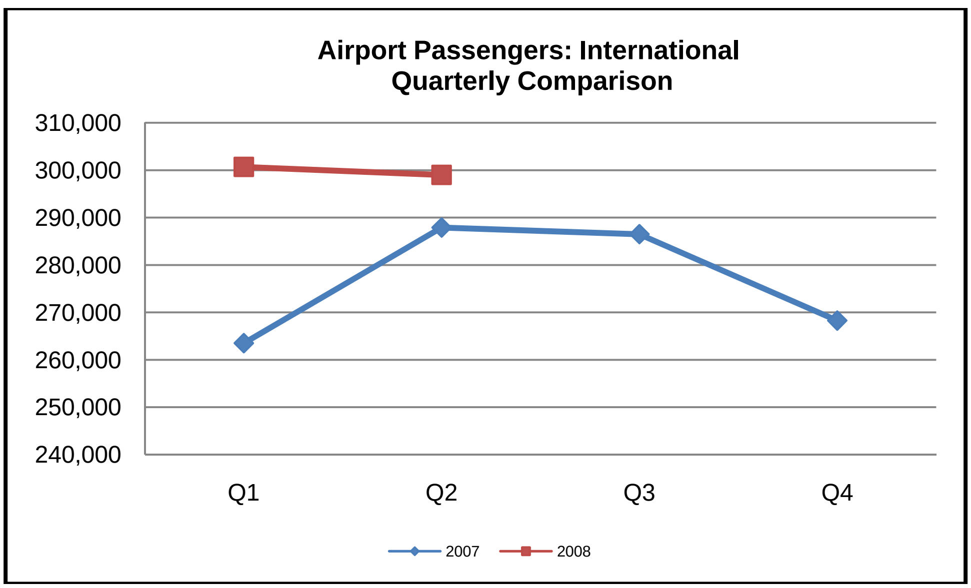




Airport Passengers - Incoming International

Month	2007	2008	% Change
April	93,049	98,221	5.6%
May	92,548	96,891	4.7%
June	102,307	103,885	1.5%
Q2 Totals	287,904	298,997	3.9%
Index*	236.6	245.7	3.9%
YTD Totals	551,397	599,674	8.8%

*Base Period 2000=100
Source: Denver International Airport

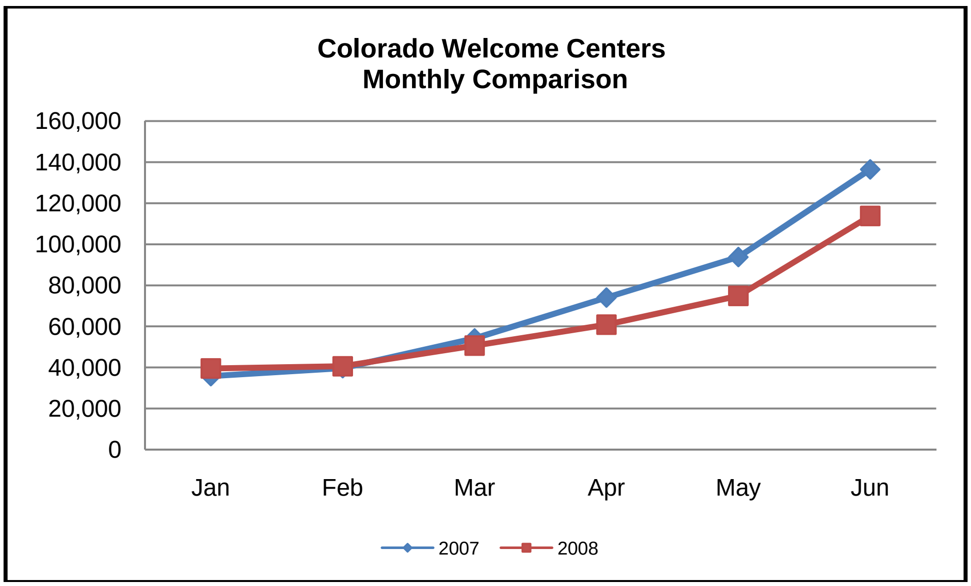


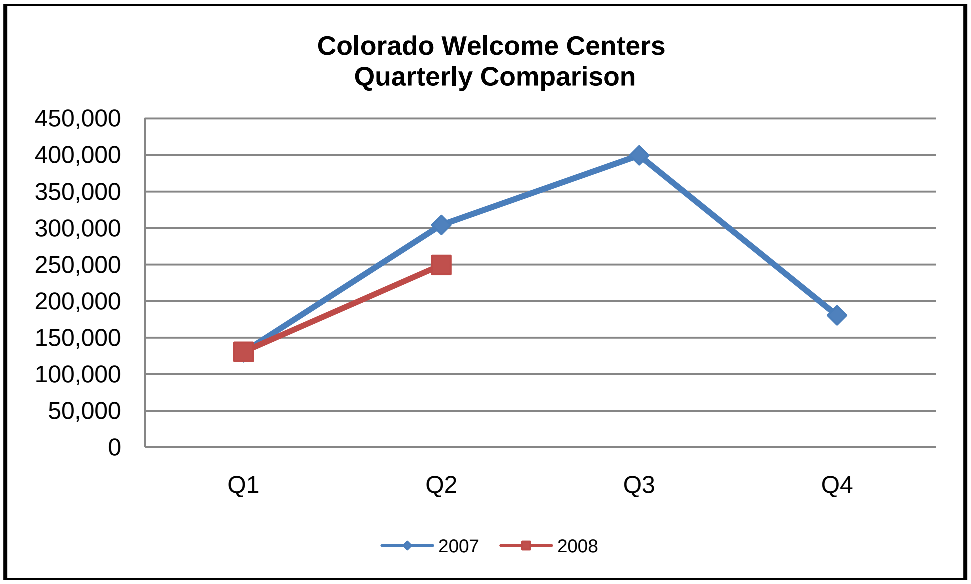
Colorado Welcome Centers

Month	2007	2008	% Change
April	74,029	60,823	-17.8%
May	93,972	74,867	-20.3%
June	136,416	113,790	-16.6%
Q2 Totals	304,417	249,480	-18.0%
Index*	110.4	90.5	-18.0%
YTD Totals	433,987	380,551	-12.3%

*Base Period 2000=100
Source: Colorado Tourism Office

Please Note: In May of 2008, the Welcome Center Program numbers became influenced by the major construction taking place around the Welcome Center in Fruita. Typically, the Center in Fruita has the highest visitation of the ten centers; but beginning in May, the Fruita Center was down in visitation by 53% compared to the May of 07. In June, the Fruita Center was down 48% compared to June of 07. In July, another center with large visitation numbers became impacted by construction around the center. The Center in Burlington had to move to a temporary location. In July, Burlington was down 53% and Fruita was down 44% compared to July of 07. In August, the Burlington Center was down 58% and the Fruita Center was down 28%. In September, the Center in Burlington was down 56% with the Center in Fruita being down 28%. The construction at Fruita was completed in August with all new traffic patterns and signs. Burlington is hoping to be back in their building in late November.




Colorado Welcome Centers
Quarterly Comparison
450,000
400,000
350,000
300,000
250,000
200,000
150,000
100,000
50,000
0
Q1
Q2
Q3
Q4
2007
2008

Attraction Attendance*

Month	2007	2008	% Change
April	376,750	377,573	0.2%
May	479,184	447,139	-6.7%
June	632,967	544,913	-13.9%
Qtr 2 Totals	1,488,901	1,369,625	-8.0%
YTD Totals	2,493,465	2,336,660	-6.3%

Source: 32 Colorado Attractions reporting in 2007; 29 Colorado Attractions reporting in 2008
All regions except Northwest represented
*14 Attractions were closed in April, 7 closed in May.

Skier Visits

Twenty-six resorts	2006-07	2007-08	% Change
Total	12,561,221	12,535,913	-0.2%

Source: Colorado Ski Country USA
www.media-coloradoski.com
Colorado Ski Country USA only reports period numbers and not monthly breakdowns by resort category. The numbers stated above are based on the full season (Oct. 13, 2006 - June 3, 2007 and Oct. 10, 2007 - June 12, 2008). The decision to release skier visit numbers is up each individual resort.

Colorado Tourism Regional Breakouts

The Southeast and Denver Metro tourism regions recorded the most increases in each industry sector as compared to the same period in 2007. The Southeast region recorded double-digit increases in car rental (15.7%). It also experienced increases in food and beverage (5.2%), lodging (7.0%), and arts/entertainment/recreation sales (6.6%). The Denver Metro region recorded a double-digit increase in welcome center visitation (22.7%) as well as increases in lodging (5.8%), car rental (6.2%), food and beverage (5.6%), and airport traffic (3.3%). The Southwest region experienced strong activity in arts/entertainment/recreation sales (35.1%) and state park visitation, which declined (17.0%). The Front Range region experienced strong increase in food and beverage sales (18.6%) as well as sharp decreases in gaming (11.5%) and national park visitation (11.4%). The Northwest region recorded a double-digit increase in car rental (50.5%). It posted declines in lodging (2.7%), arts/entertainment/recreation sales (1.3%), state park visitation (6.2%) and national park visitation (5.1%). The Northeast region experienced a double-digit decrease in state park visitation (21.3%). The South Central region recorded decreases in all sectors expect arts/entertainment/recreation sales (18.1%) and car rental sales (9.6%).

Denver Metro

Industry Sector	2007	2008	% Change
Lodging	$303,576,000	$321,205,000	5.8%
Prepared Food & Beverage	$1,069,504,000	$1,129,874,000	5.6%
Car Rental	$97,634,000	$103,692,000	6.2%
Arts/Entertainment/Recreation	$124,810,000	$121,305,000	-2.8%
State Parks	1,288,585	1,215,480	-5.7%
Airports	6,465,902	6,676,544	3.3%
Welcome Centers*	8,642	10,608	22.7%

Front Range

Industry Sector	2007	2008	% Change
Lodging	$69,355,000	$74,828,000	7.9%
Prepared Food & Beverage	$268,446,000	$318,362,000	18.6%
Car Rental	$7,684,000	$7,033,000	-8.5%
Arts/Entertainment/Recreation	$46,075,000	$46,753,000	1.5%
State Parks	464,288	438,674	-5.5%
Gaming Taxes	$30,935,714	$27,369,147	-11.5%
National Parks	732,147	648,906	-11.4%
Welcome Centers	31,424	30,035	-4.4%

South Central

Industry Sector	2007	2008	% Change
Lodging	$107,656,000	$106,893,000	-0.7%
Prepared Food & Beverage	$242,661,000	$242,412,000	-0.1%
Car Rental	$11,636,000	$12,753,000	9.6%
Arts/Entertainment/Recreation	$22,600,000	$26,686,000	18.1%
State Parks	436,005	416,868	-4.4%
Gaming Taxes	$5,095,578	$4,620,084	-9.3%
National Parks	124,615	120,875	-3.0%
Airports	263,950	268,496	1.7%

Southeast

Industry Sector	2007	2008	% Change
Lodging	$13,695,000	$14,657,000	7.0%
Prepared Food & Beverage	$65,481,000	$68,903,000	5.2%
Car Rental	$1,769,000	$2,046,000	15.7%
Arts/Entertainment/Recreation	$3,297,000	$3,514,000	6.6%
State Parks*	678,746	673,077	-0.8%
National Parks	9,539	10,470	9.8%
Welcome Centers	31,829	25,773	-19.0%

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

Northeast

Industry Sector	2007	2008	% Change
Lodging	$5,115,000	$5,270,000	3.0%
Prepared Food & Beverage	$23,922,000	$23,268,000	-2.7%
Arts/Entertainment/Recreation	$694,000	$749,000	7.9%
State Parks	76,677	60,346	-21.3%
Welcome Centers	114,061	105,337	-7.6%

Northwest

Industry Sector	2007	2008	% Change
Lodging	$135,657,000	$132,005,000	-2.7%
Prepared Food & Beverage	$203,723,000	$207,384,000	1.8%
Car Rental	$8,749,000	$13,170,000	50.5%
Arts/Entertainment/Recreation	$24,464,000	$24,155,000	-1.3%
State Parks	601,827	564,468	-6.2%
National Parks	193,434	183,634	-5.1%
Airports	104,545	111,505	6.7%
Welcome Centers	96,697	59,449	-38.5%

Southwest

Industry Sector	2007	2008	% Change
Lodging	$36,609,000	$35,662,000	-2.6%
Prepared Food & Beverage	$69,322,000	$71,402,000	3.0%
Car Rental	$6,800,000	$6,407,000	-5.8%
Arts/Entertainment/Recreation	$3,729,000	$5,037,000	35.1%
State Parks	392,975	326,236	-17.0%
National Parks	683,024	616,043	-9.8%
Welcome Centers	14,608	15,632	7.0%