Quarterly Colorado
Travel and Tourism Indicator
Third 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

Once again, the broader economic picture in the United States influenced quarterly 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 – continued from the first half of the year, reaching all time lows in July. Consumer prices continued to average about a 5% rise year over year nationally and in the urban west, making for a rough quarter. All this bad news was would have been worse, but for September when pricing softened, likely due to declining oil prices. Personal income rose by a hair more than the CPI, but was significantly outpaced by the travel price index, which rose 8.6%. The country's economic situation continued to deteriorate through the quarter as shoe after shoe dropped in the financial sector. Convention and meeting business for hotels has been significantly and negatively affected nationwide. Below the quarterly high- and lowlights are noted by area.

Pre-visit Interest

- Consumers continued to be interested in Colorado as a destination, and their mode of information outreach continued to change significantly.
- Virtual guide fulfillment rose nearly 300% and traditional guide fulfillment fell by 26%.
- Colorado.com website sessions are slightly ahead of 2007's YTD figures, mostly because of increases in Q3 that may have been associated with the DNC.

Lodging

- Lodging revenue increased by 6% in Q3, largely driven by a 12% jump in August when the Democratic National Convention (DNC) was in Denver.
- Occupancy declined 1% for the quarter, but this figure would surely have been significantly worse without the DNC. Even with the DNC, we saw a 0.4% decline in August. Room rates rose 7.6%, mostly because of a 16% rise in August.

Food & Beverage

- Sales rose 1.3% for the quarter, likely due to pricing increases rather than volume. Evidence for this inference can be found in the August increase of only 1.1% despite all the people in town for the DNC.

Transportation

- Car rental revenues, which lagged 2007 revenues through August, surged ahead of '07 revenues in September, when revenues spiked by just under 20% over 2007.
- Fuel consumption declined 5.6%. Consumers continued to drive less even as fuel prices dropped. The decline slowed significantly in September to only 0.8%, most likely because fuel prices were in a free fall that brought them down to less than half of previous highs.
- Airport traffic increased 2.2% for the quarter, with the largest increase in July (3.6%).
- The overall increase in traffic was driven by domestic travelers (up 2.4%) as international traffic declined 1.7%. The slight international decline resulted from a September decline of 6.2%, which

may be associated with the economic woes being experienced in Colorado's international feeder markets as part of the global economic crisis. This September decline may not bode well for Q4 and beyond.

Touristic Activities

- National park visitation slipped 1.4% for the quarter, with no decline in August. August was the first month this year in which there was not a drop in visitation.
- State park visitation also declined all three months, though August was nearly flat. The overall quarterly decline from 2007 was 2.7%.
- Arts/Entertainment/Recreational Sales increased 2.3% for the quarter, despite a 1.3% decline in August. This decline was probably associated with the flight of some Denver residents during the DNC and the fact that DNC attendees were busy with convention activities.
- State gaming tax revenue declined by over 25% for the quarter and is down 13.6% YTD. The continued economic uncertainty likely led people to redirect entertainment dollars away from gaming and into other areas perceived as a better value and/or away from entertainment altogether.
- Colorado vacation guide fulfillment dropped by 26% for the quarter and 46% YTD from 2007 levels. These declines appear to be a function of virtual guide fulfillment. Combined, virtual and traditional guide fulfillment is up about 2,000 units for the year.
- Website sessions rose 4.5% for the quarter and 7% in August. Year to date sessions are up slightly relative to 2007, though they trailed slightly coming into the quarter.

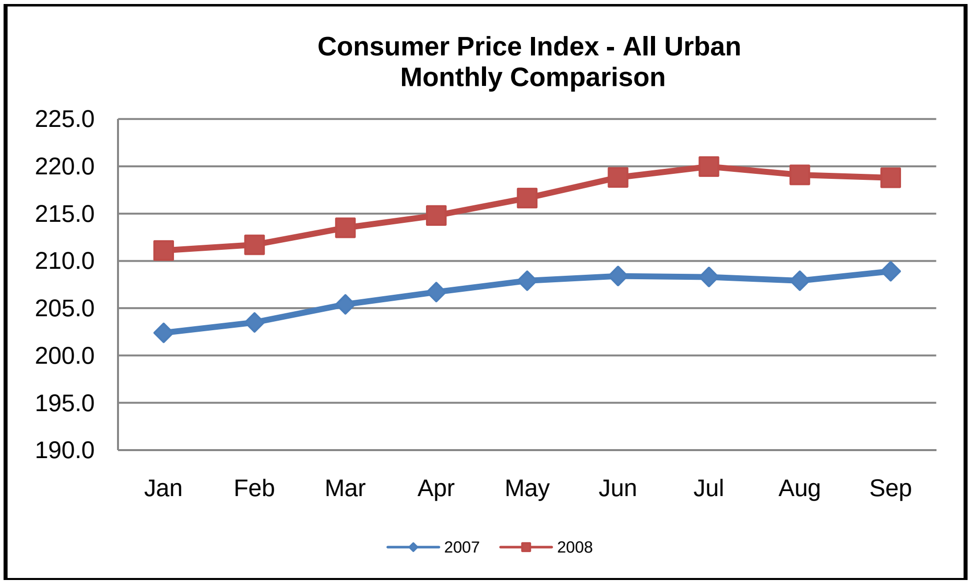
Tourism Environment

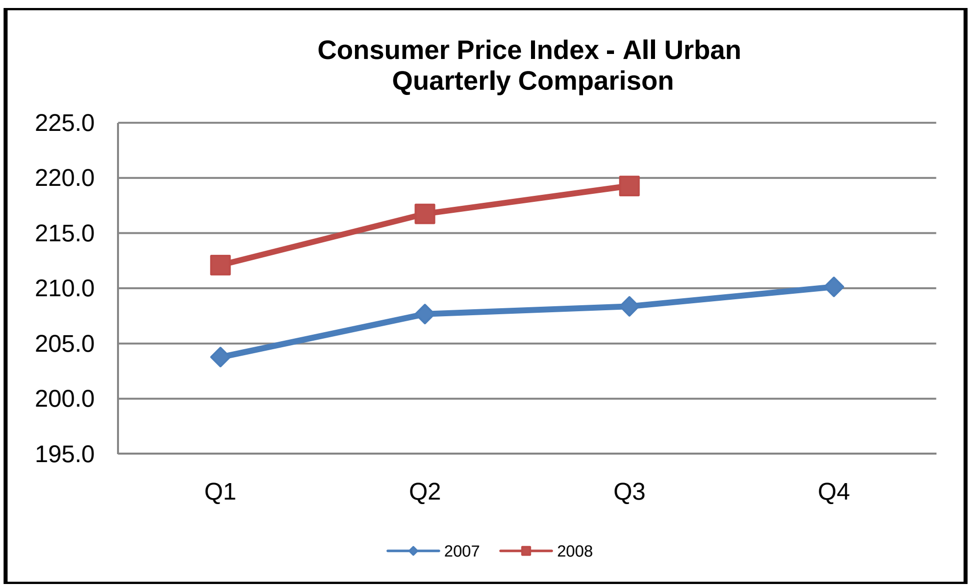
During the third quarter of 2008, the national and regional tourism performance indicators continued to record growth as compared to the same period in 2007. The Consumer Price Index (CPI) for All Urban areas recorded an increase of 5.2 percent, with the Urban West CPI growing 4.9 percent. The Travel Price Index (TPI) recorded a quarterly increase of 8.6 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 3.7 percent for the quarter with the Rocky Mountain region and Colorado recording increases of 4.2 and 4.6 percent respectively. According to the AAA Fuel Gauge Report, fuel prices in Colorado were almost equal to the national average for the quarter. On average, Colorado recorded normal temperatures period, with much above normal precipitation for the same period.

Consumer Price Index - All Urban

Month	2007	2008	% Change
July	208.3	220.0	5.6%
August	207.9	219.1	5.4%
September	208.9	218.8	4.7%
Q3 Avg.	208.4	219.3	5.2%

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

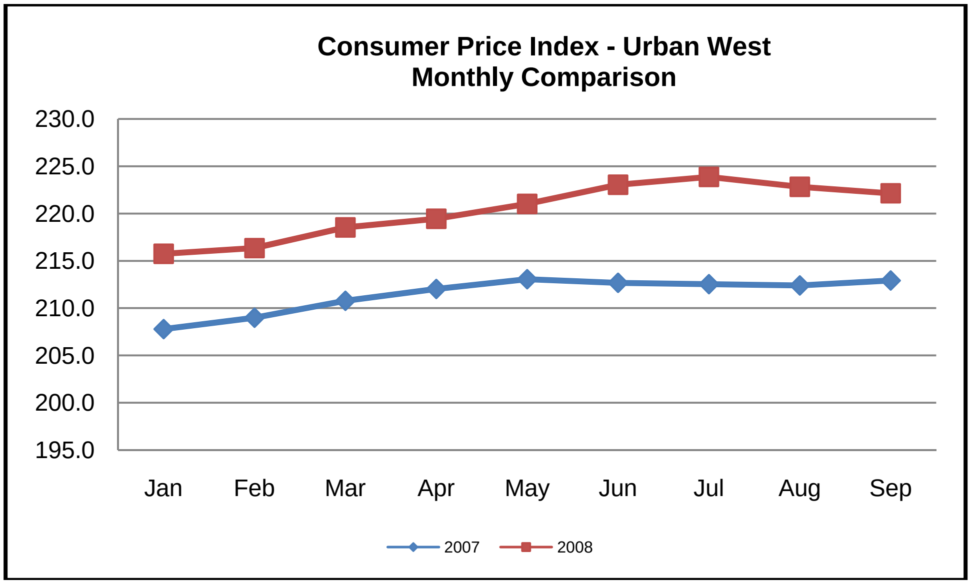


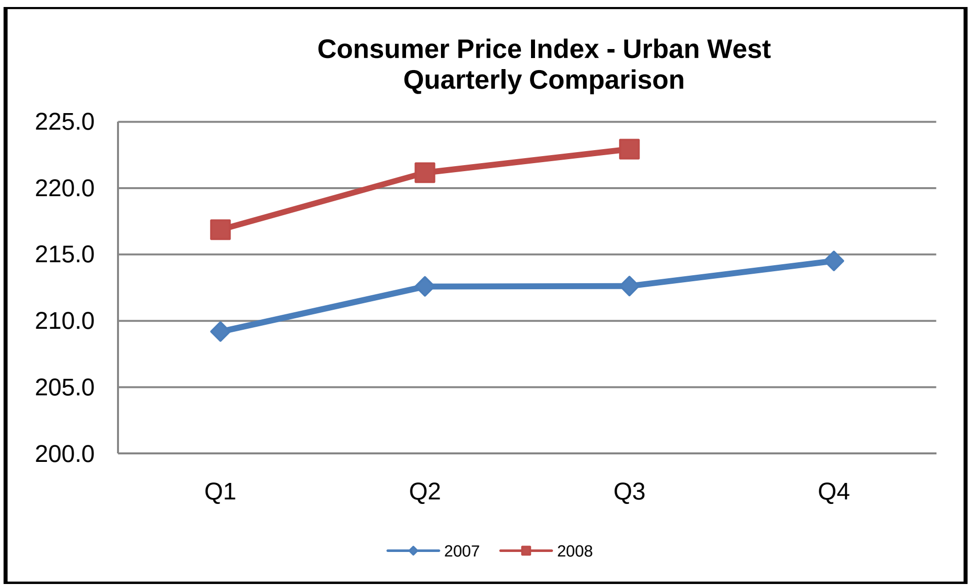


Consumer Price Index - Urban West

Month	2007	2008	% Change
July	212.5	223.9	5.3%
August	212.4	222.8	4.9%
September	212.9	222.1	4.3%
Q3 Avg.	212.6	222.9	4.9%

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

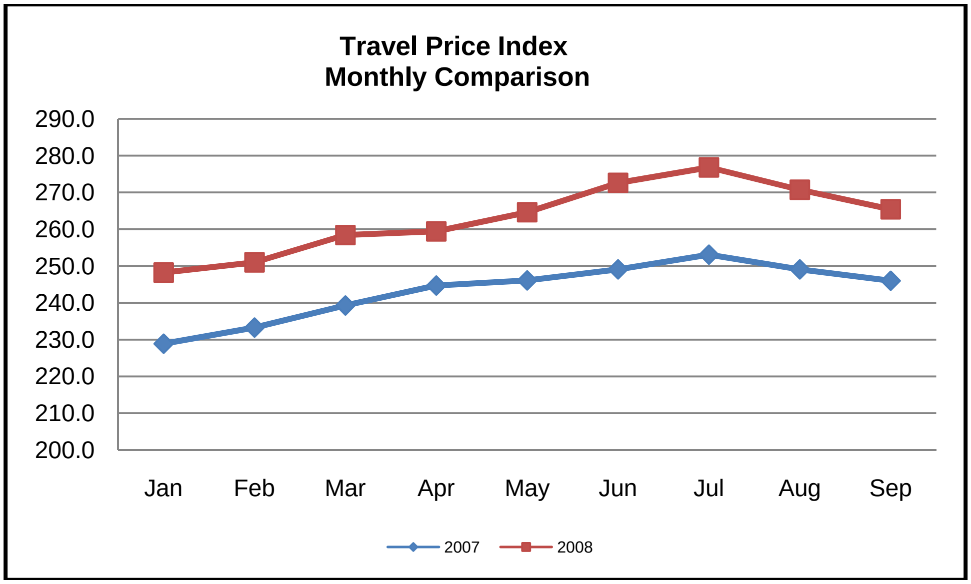


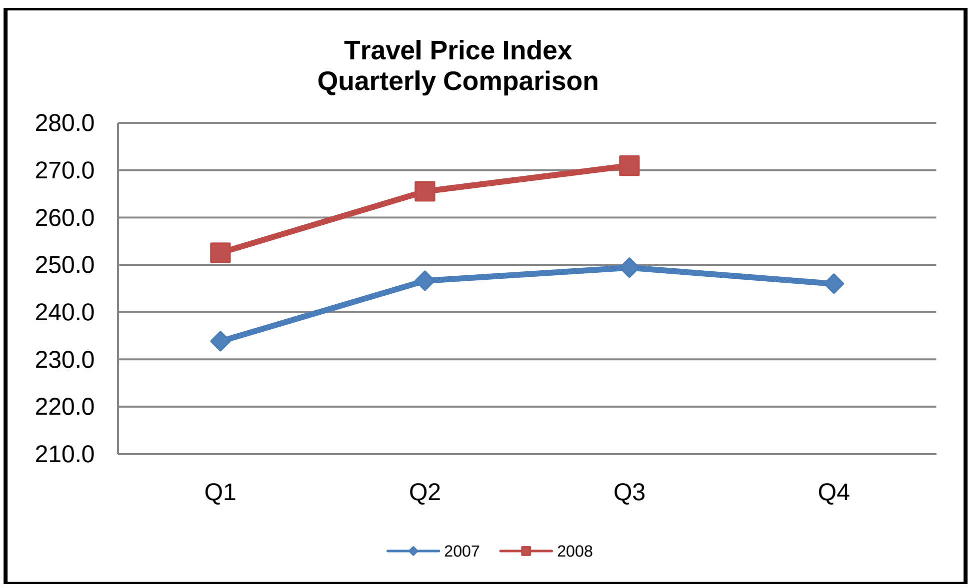


Travel Price Index

Month	2007	2008	% Change
July	253.1	276.8	9.4%
August	249.1	270.7	8.7%
September	246.0	265.4	7.9%
Q3 Avg.	249.4	271.0	8.6%

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





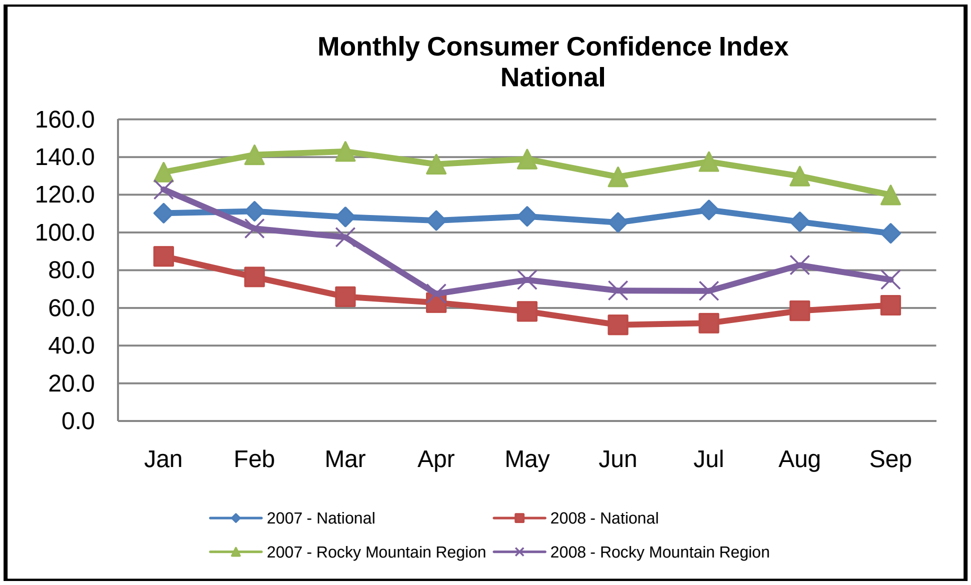
Consumer Confidence Index - National

Month	2007	2008	% Change
July	111.9	51.9	-53.6%
August	105.6	58.5	-44.6%
September	99.5	61.4	-38.3%
Q3 Avg.	105.7	57.3	-45.8%

Consumer Confidence Index - Rocky Mountain Region

Month	2007	2008	% Change
July	137.6	69.0	-49.9%
August	129.9	82.7	-36.3%
September	119.9	75.0	-37.4%
Q3 Avg.	129.1	75.6	-41.5%

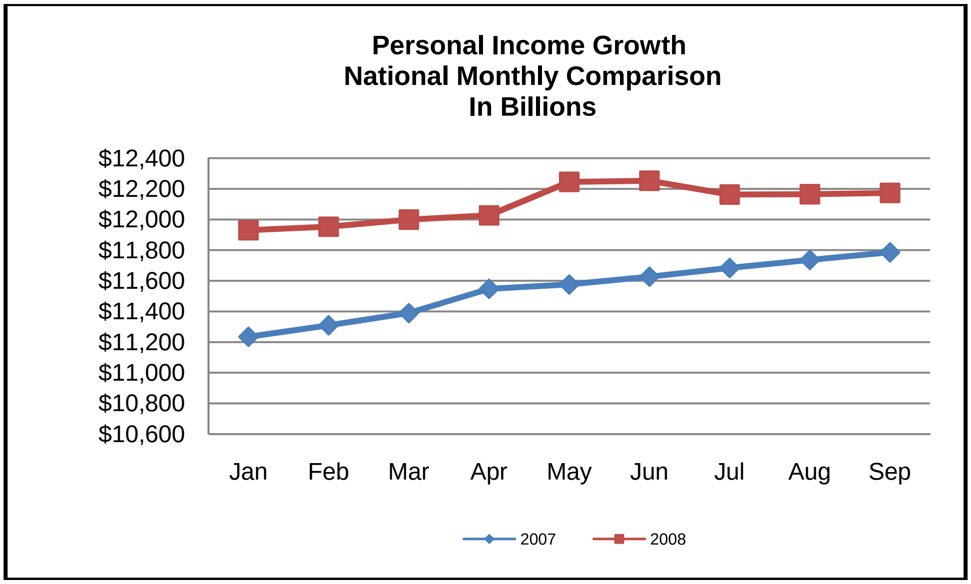
Source: The Conference Board
www.conference-board.org/economics/consumerconfidence.cfm

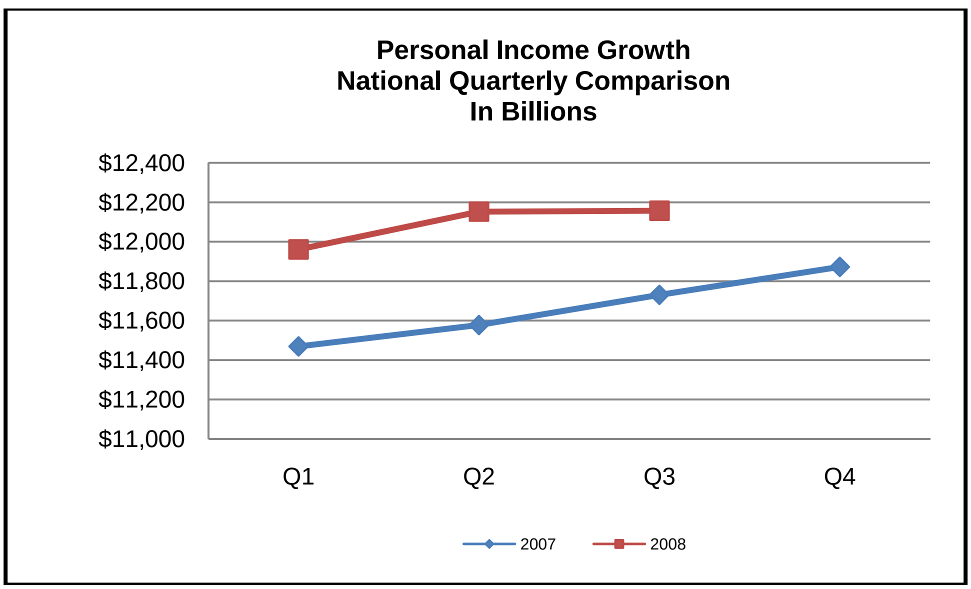


Personal Income Growth - National (in Billions)

Month	2007	2008	% Change
July	$11,684	$12,162	4.1%
August	$11,736	$12,164	3.7%
September	$11,786	$12,172	3.3%
Q3 Total	$35,205	$36,499	3.7%
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)

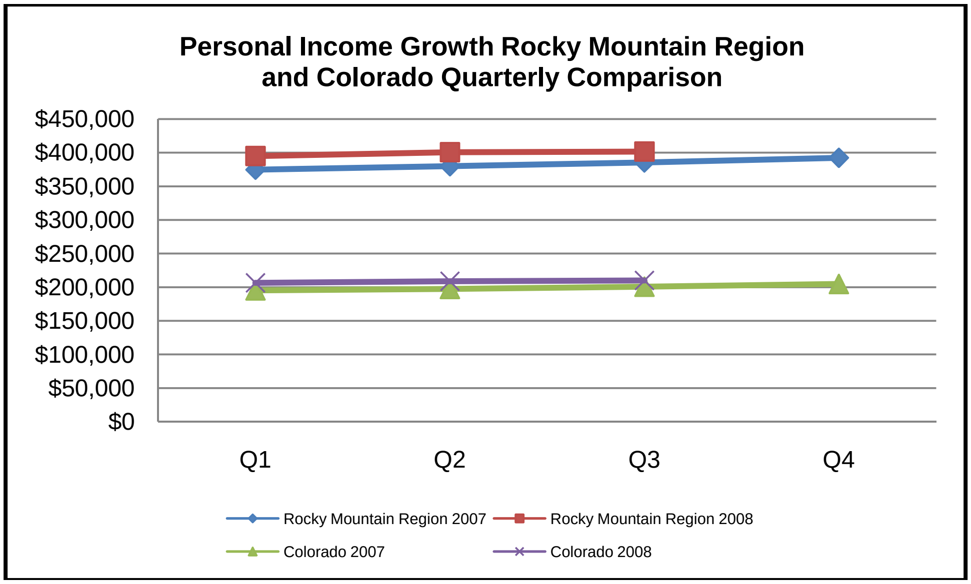
	2007	2008	% Change
Q3 Total	$385,398	$401,576	4.2%
YTD	$1,139,820	$1,197,201	5.0%

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

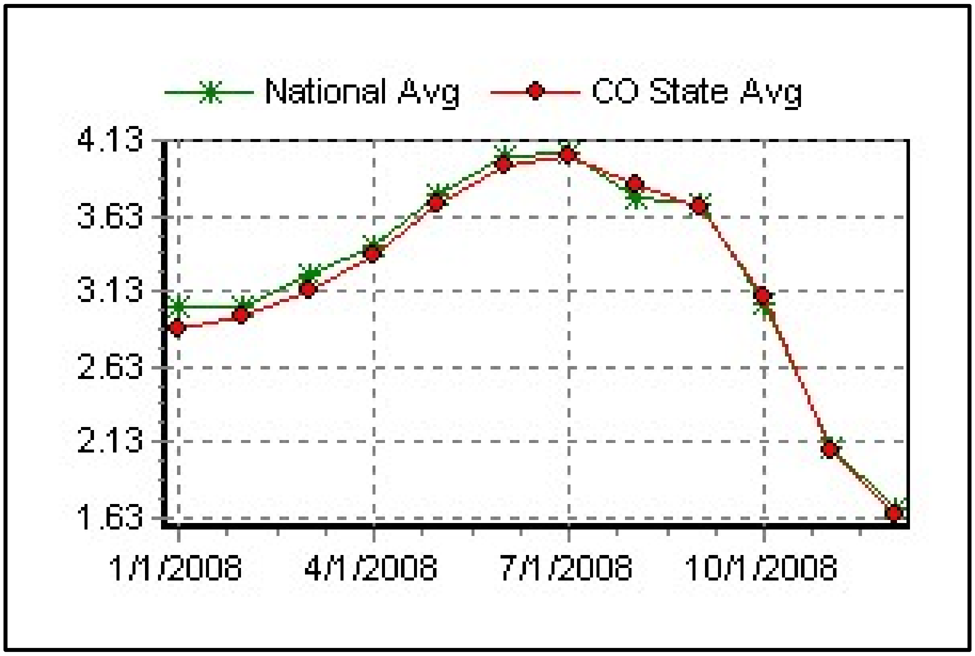
Personal Income Growth - Colorado (In Millions)

	2007	2008	% Change
Q3 Total	$200,794	$209,969	4.6%
YTD	$593,483	$624,126	5.2%

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

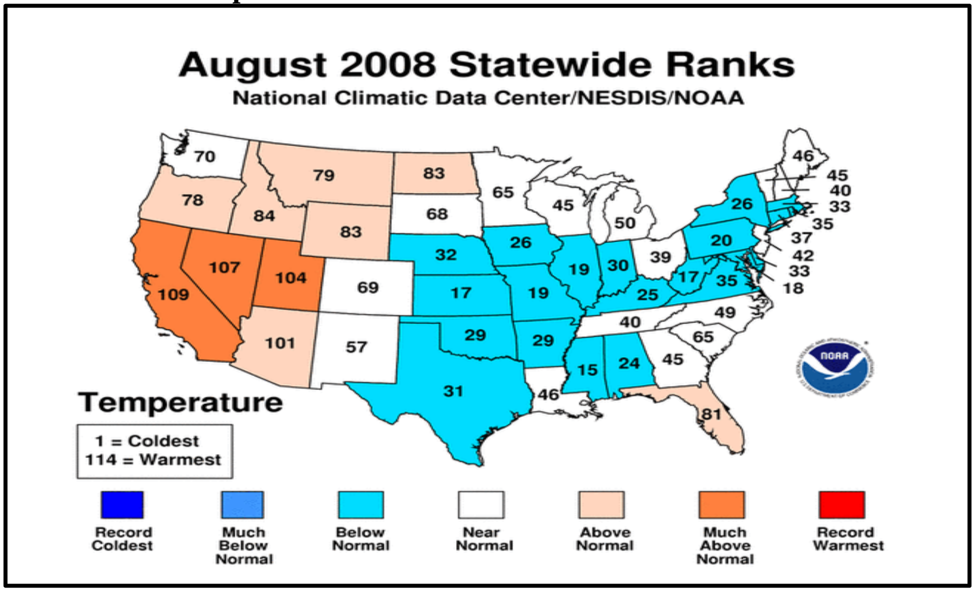


Fuel Prices: Colorado vs. National Average

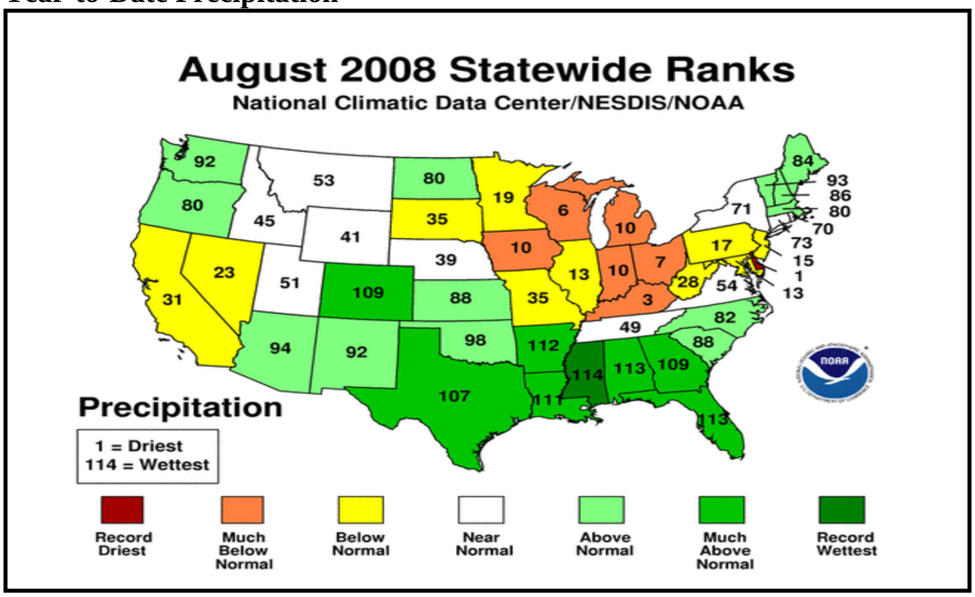


Source: AAA Fuel Gauge Report
http://www.fuelgaugereport.com/COavg.asp
[(www.aaa.com)](http://www.aaa.com)

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

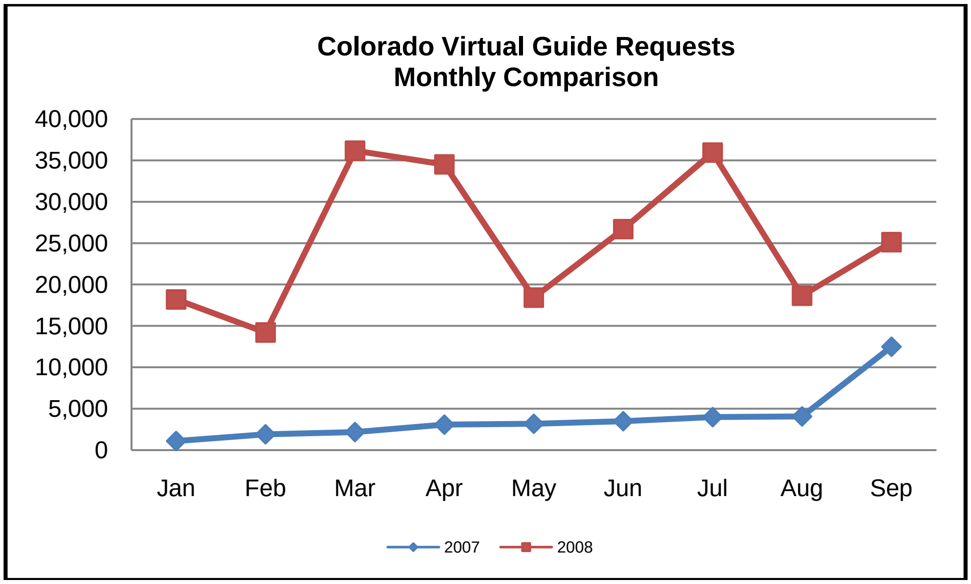
This year, the report added the virtual guide requests in the pre-visit section. Compared to the third quarter of 2007, virtual guide requests increased by a resounding 287.6 percent while website sessions increased by 4.5 percent. However, physical guide requests decreased by 26.0 percent.

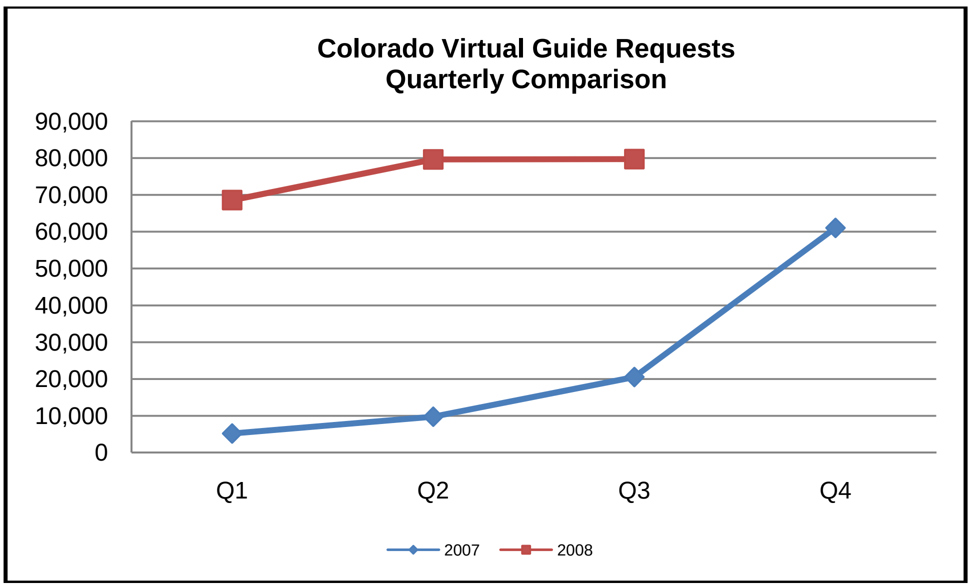
Note: The methodology for recording and reporting the number of vacation guide requests and website sessions was updated for the second quarter of 2007. Although the data previously reported may differ from the data produced by the new reporting system, the percentage of increases/decreases reported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

Colorado Virtual Guide Fulfillment

Month	2007	2008	% Change
July	3,990	35,947	800.9%
August	4,079	18,647	357.1%
September	12,499	25,119	101.0%
Q3 Total	20,568	79,713	287.6%
YTD	35,547	227,901	541.1%

Source: Colorado Tourism Office/Weaver Multimedia Group

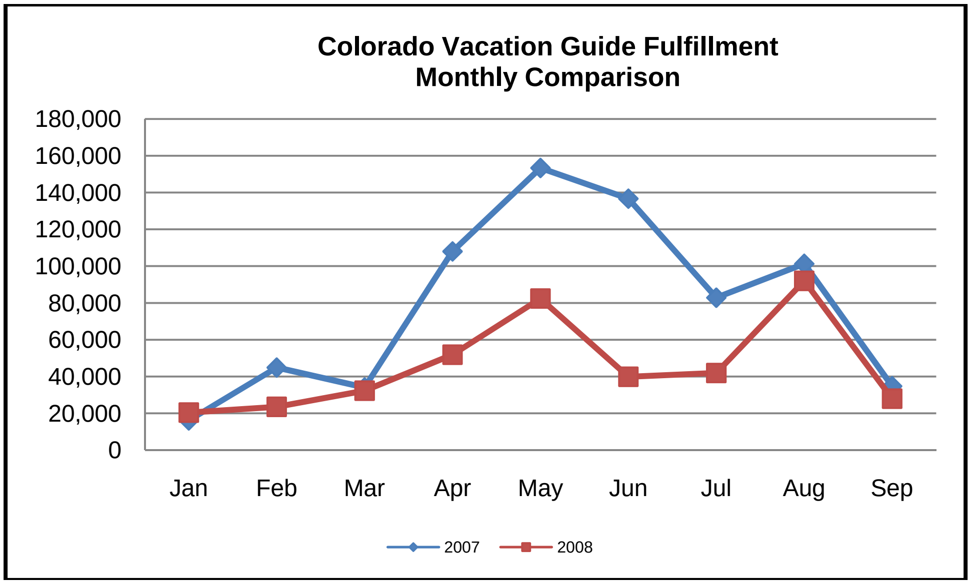


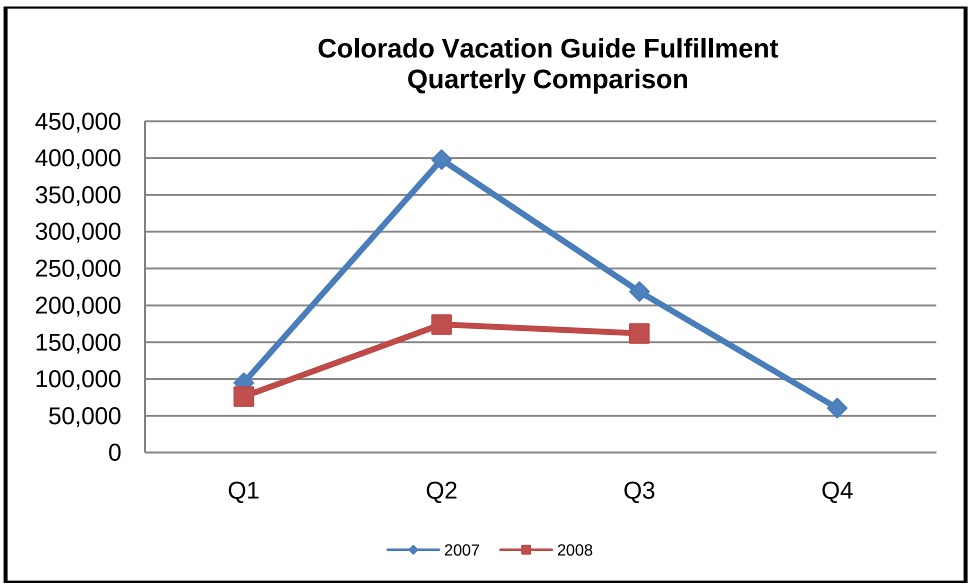


Colorado Vacation Guide Fulfillment

Month	2007	2008	% Change
July	82,809	41,908	-49.4%
August	101,247	92,002	-9.1%
September	34,723	27,922	-19.6%
Q3 Total	218,779	161,832	-26.0%
YTD	711,677	412,115	-42.1%

Source: Colorado Tourism Office/Weaver Multimedia Group

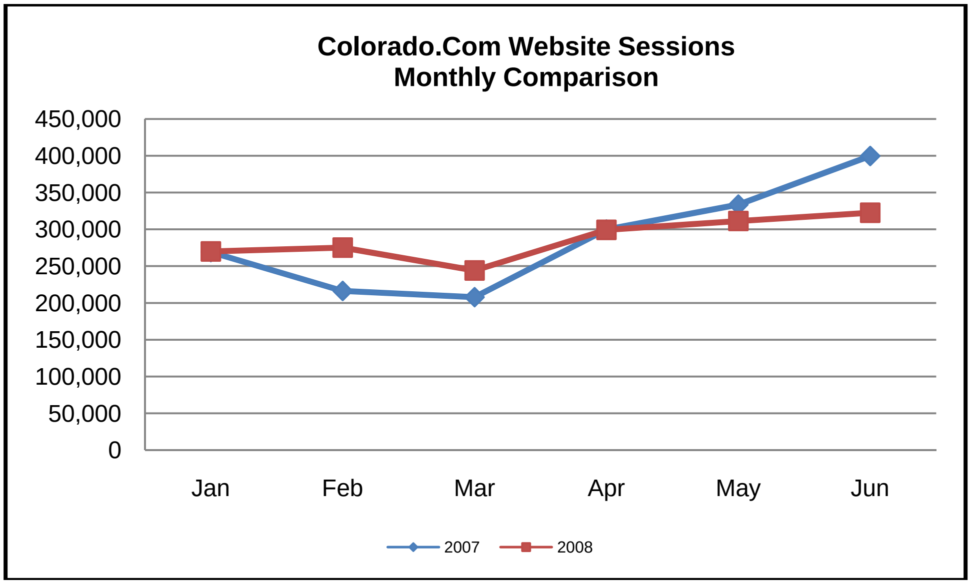


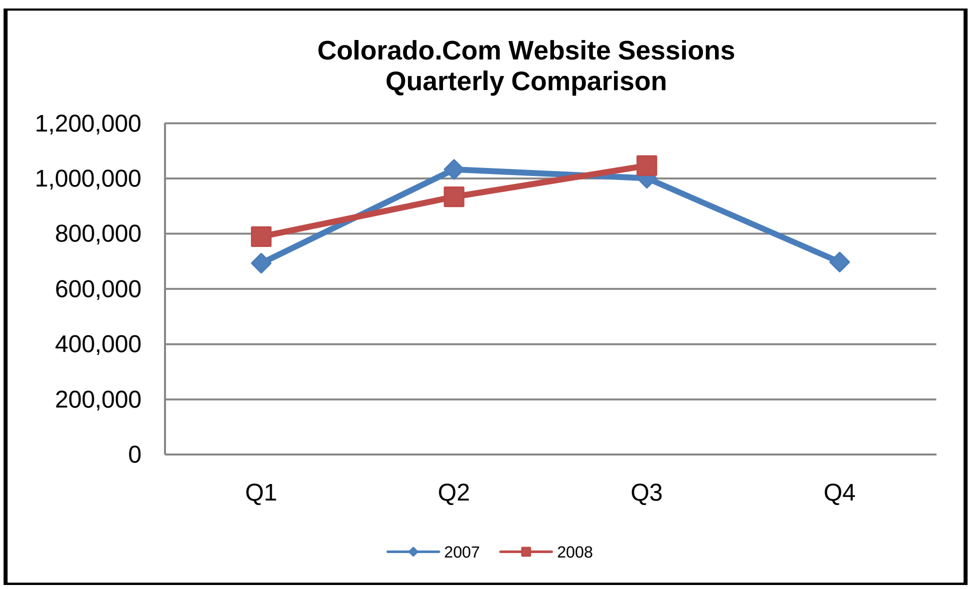


Web Session – Colorado.com

Month	2007	2008	% Change
July	375,070	388,236	3.5%
August	320,782	343,100	7.0%
September	305,136	315,166	3.3%
Q3 Total	1,000,988	1,046,502	4.5%
YTD	2,726,846	2,769,420	1.6%

Source: Colorado Tourism Office/Weaver Multimedia Group





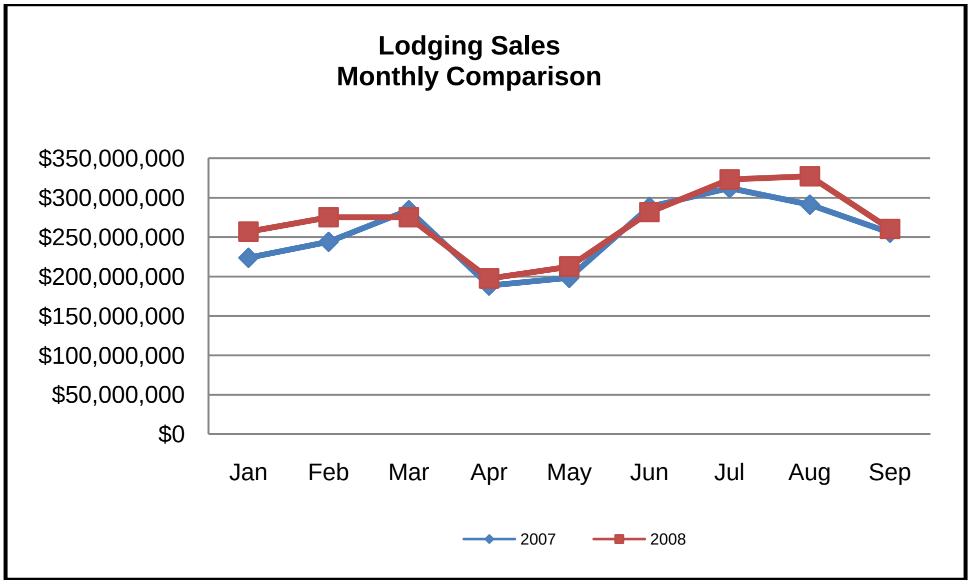
Economic Tourism Activity

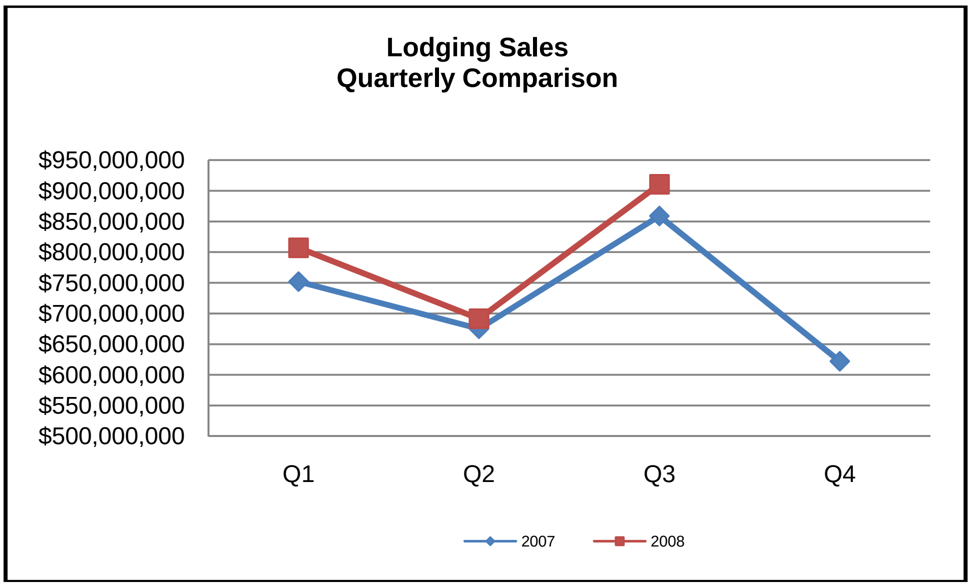
The third quarter of 2008 continued to record growth over 2007 in most areas regarding retail sales of tourism-related goods and services. Car Rental sales recorded the largest increase of 6.8 percent over the same period in 2007. There was an increase in lodging sales of 6.0 percent despite an overall decrease in the occupancy rate of 1.1 percent. There was an increase in the average room rate growth of 7.6 percent and increasing revenue per available room by 6.5 percent. It is important to note that the lodging industry received significant increases in the month of August compared to 2007 due to the Democratic National Convention (DNC). Prepared food and beverage recorded an increase in sales of 1.3 percent. There was a significant decrease in gaming of 25.7 percent for the quarter. Arts/Entertainment/Recreation sales recorded an increase of 2.3 percent. Motor fuel consumption recorded a decrease of 5.6 percent for the quarter.

Lodging Sales

Month	2007	2008	% Change
July	$312,133,000	$323,071,000	3.5%
August	$290,987,000	$327,192,000	12.4%
September	$255,598,000	$260,230,000	1.8%
Q3 Total	$858,718,000	$910,493,000	6.0%
Index*	119.7	126.9	6.0%
YTD Totals	$2,285,542,000	$2,409,052,000	5.4%

*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
July	74.4%	76.2%	2.4%
August	74.3%	74.0%	-0.4%
September	70.5%	66.5%	-5.7%
Q3 Total	73.1%	72.2%	-1.1%
YTD Average	66.6%	65.3%	-2.0%

Source: Rocky Mountain Lodging Report

Average Room Rate

Month	2007	2008	% Change
July	$123.87	$125.72	1.5%
August	$121.92	$141.54	16.1%
September	$118.06	$124.15	5.2%
Q3 Total	$121.28	$130.47	7.6%
YTD Average	$124.45	$132.00	6.1%

Source: Rocky Mountain Lodging Report

Revenue Per Available Room

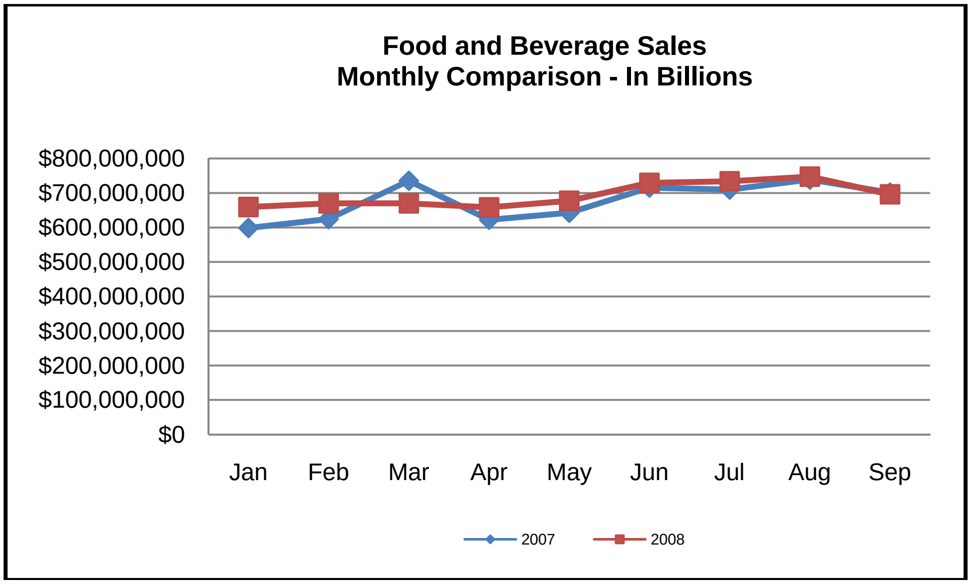
Month	2007	2008	% Change
July	$92.21	$95.85	3.9%
August	$90.60	$104.79	15.7%
September	$83.20	$82.58	-0.7%
Q3 Total	$88.67	$94.41	6.5%
YTD Average	$82.83	$86.24	4.1%

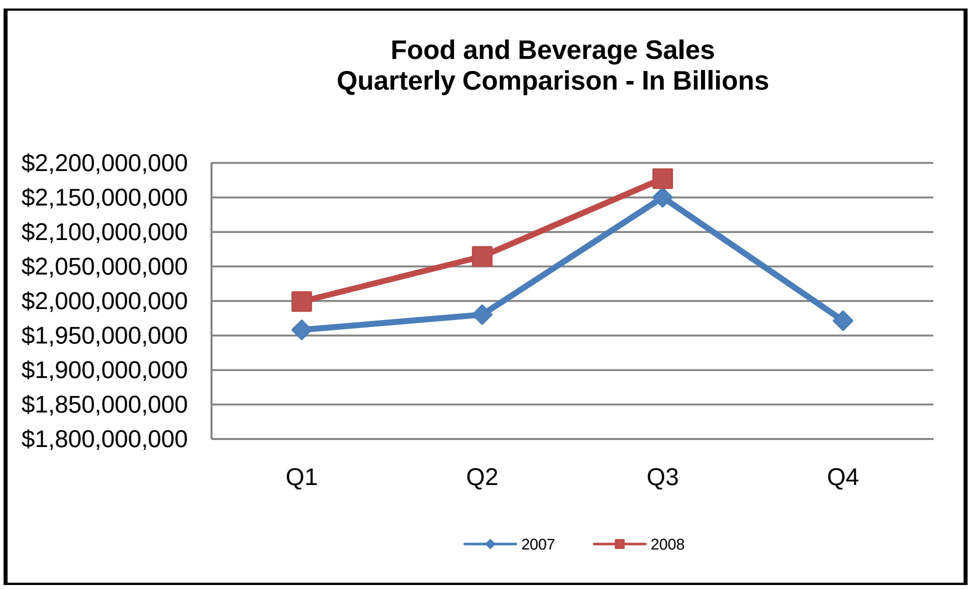
Source: Rocky Mountain Lodging Report

Prepared Food and Beverage Sales

Month	2007	2008	% Change
July	$709,874,000	$733,920,000	3.4%
August	$738,958,000	$747,151,000	1.1%
September	$701,064,000	$695,969,000	-0.7%
Q3 Total	$2,149,896,000	$2,177,040,000	1.3%
Index*	137.4	139.1	1.3%
YTD Totals	$6,088,227,000	$6,240,720,000	2.5%

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

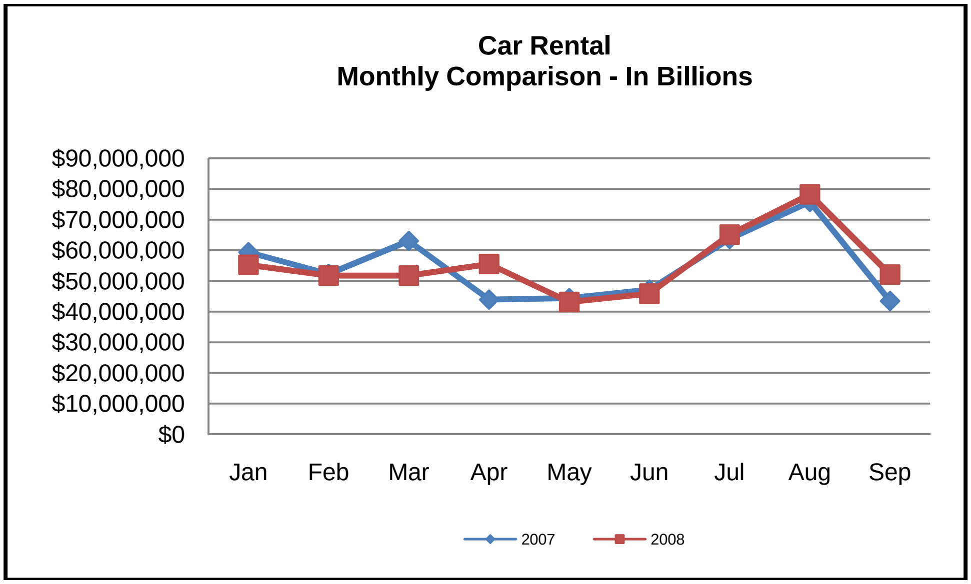


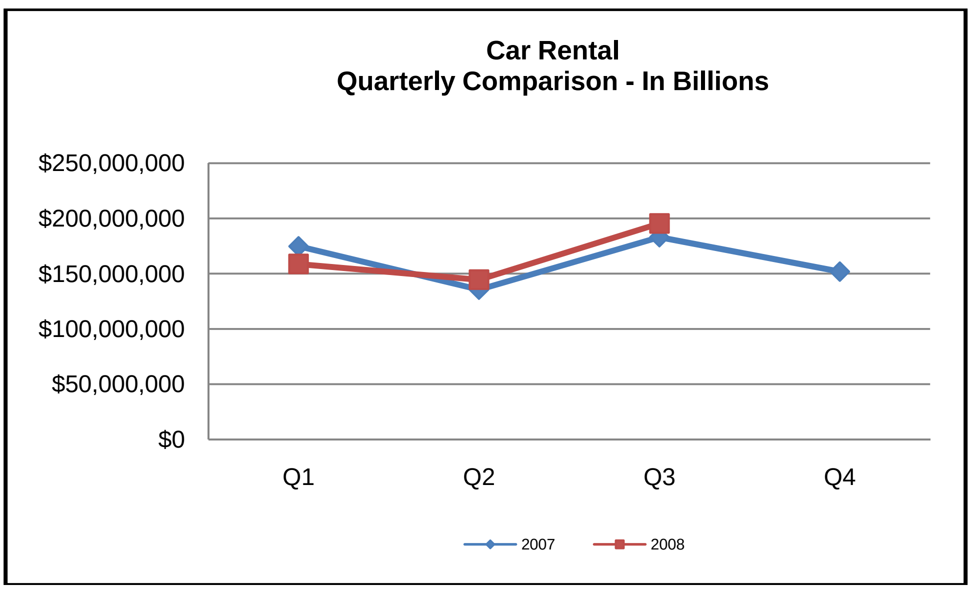


Car Rental Sales

Month	2007	2008	% Change
July	$63,686,000	$65,079,000	2.2%
August	$75,787,000	$78,236,000	3.2%
September	$43,465,000	$52,083,000	19.8%
Q3 Total	$182,938,000	$195,398,000	6.8%
Index*	126.3	134.9	6.8%
YTD Totals	$493,131,000	$498,617,000	1.1%

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

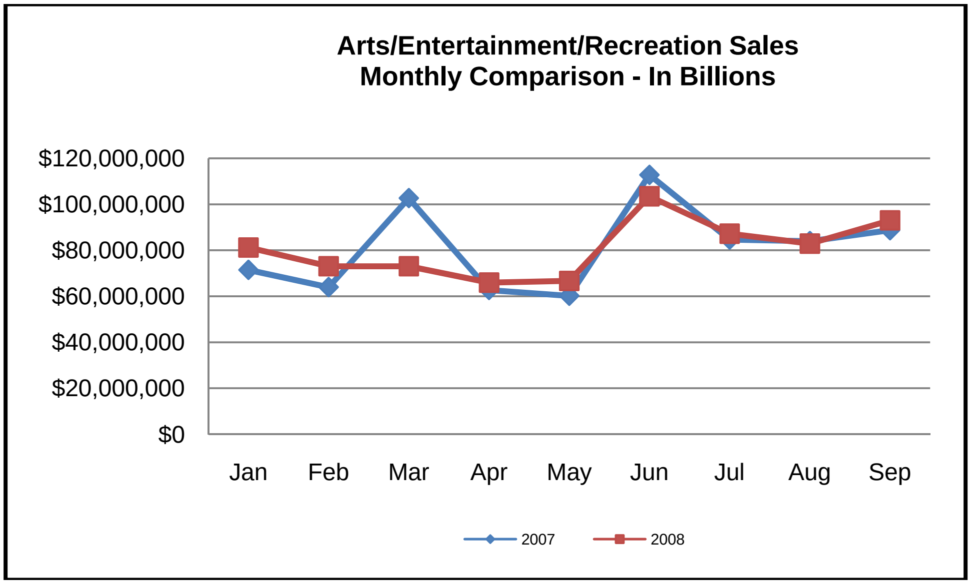


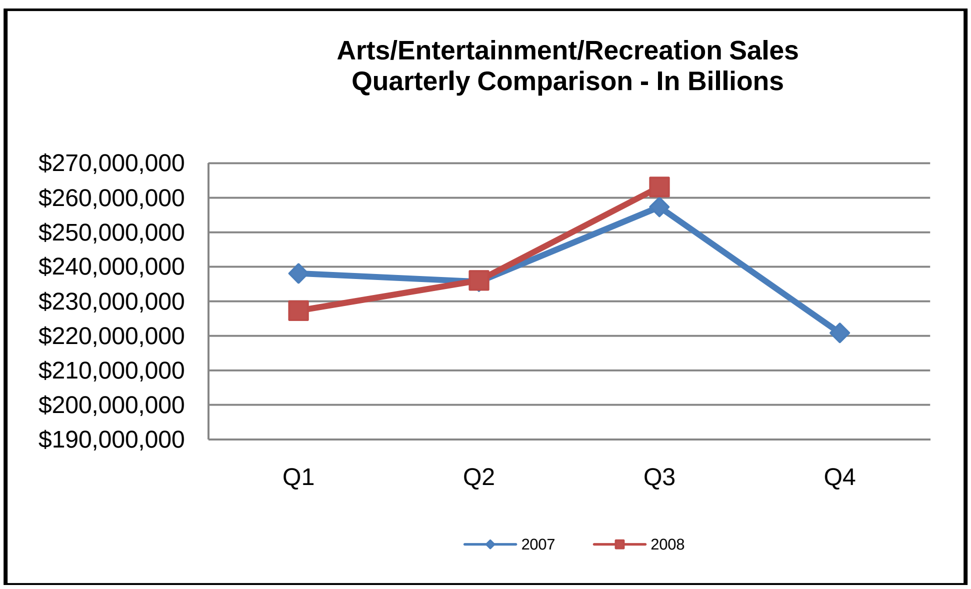


Arts/Entertainment/Recreation Sales

Month	2007	2008	% Change
July	$84,641,000	$87,216,000	3.0%
August	$83,942,000	$82,885,000	-1.3%
September	$88,722,000	$93,010,000	4.8%
Q3 Total	$257,305,000	$263,111,000	2.3%
Index*	156.7	160.2	2.3%
YTD Totals	$731,017,000	$726,436,000	-0.6%

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



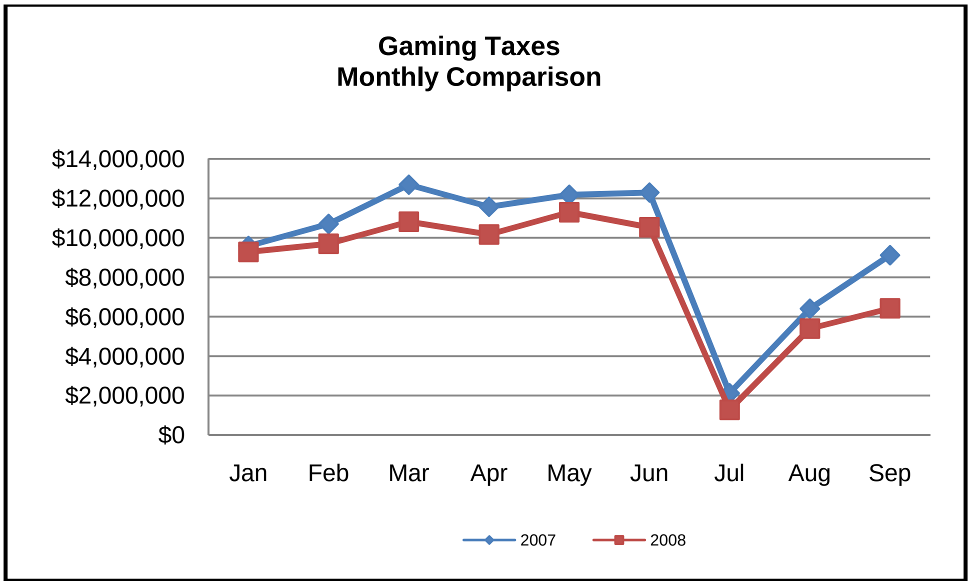


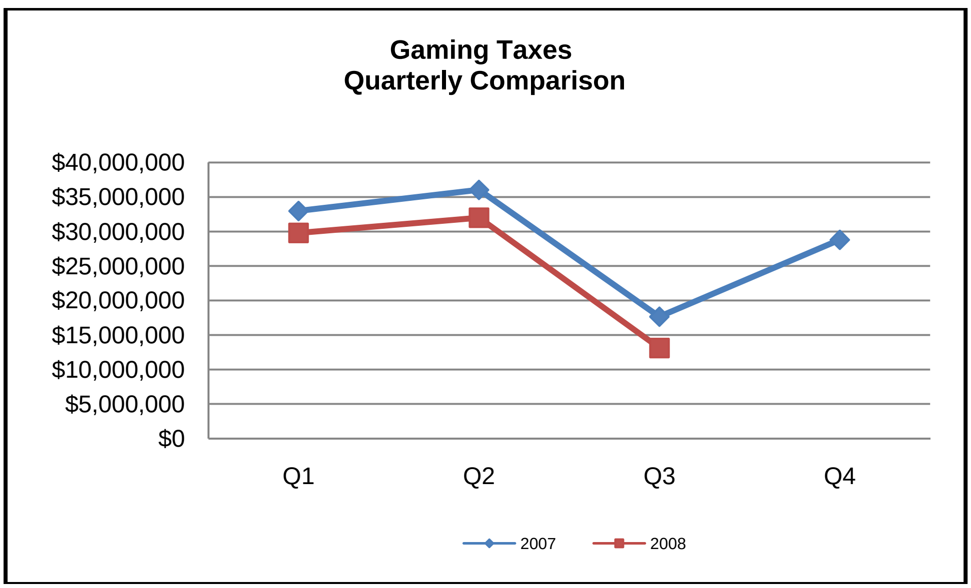
Gaming Taxes

Month	2007	2008	% Change
July	$2,118,872	$1,278,994	-39.6%
August	$6,399,236	$5,396,197	-15.7%
September	$9,113,731	$6,421,543	-29.5%
Q3 Total	$17,631,838	$13,096,734	-25.7%
Index*	156.6	116.3	-25.7%
YTD Totals	$86,628,418	$74,859,751	-13.6%

*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.



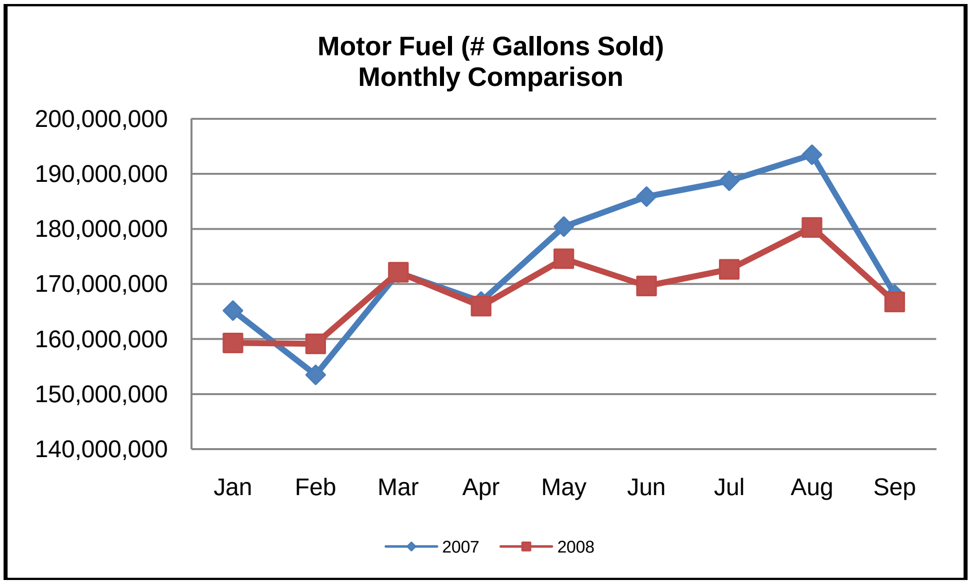


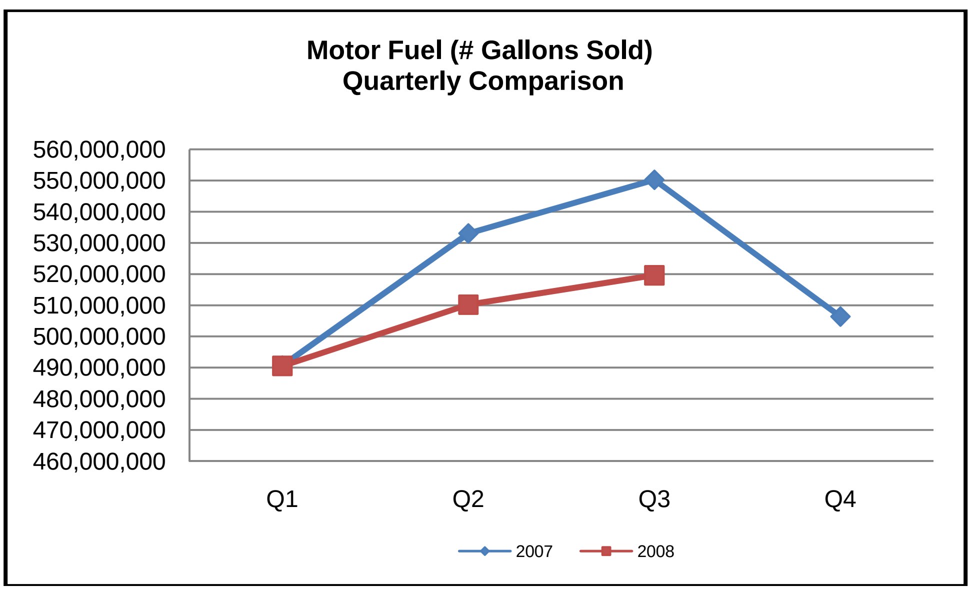
Motor Fuel Sales (# of Gallons Sold)

Month	2007	2008	% Change
July	188,739,879	172,652,218	-8.5%
August	193,468,406	180,260,533	-6.8%
September	168,059,552	166,733,011	-0.8%
Q3 Total	550,267,837	519,645,762	-5.6%
Index*	102.8	97.1	-5.6%
YTD Totals	1,574,024,987	1,520,388,947	-3.4%

*Base Period 2000=100

Source: Colorado Department of Revenue





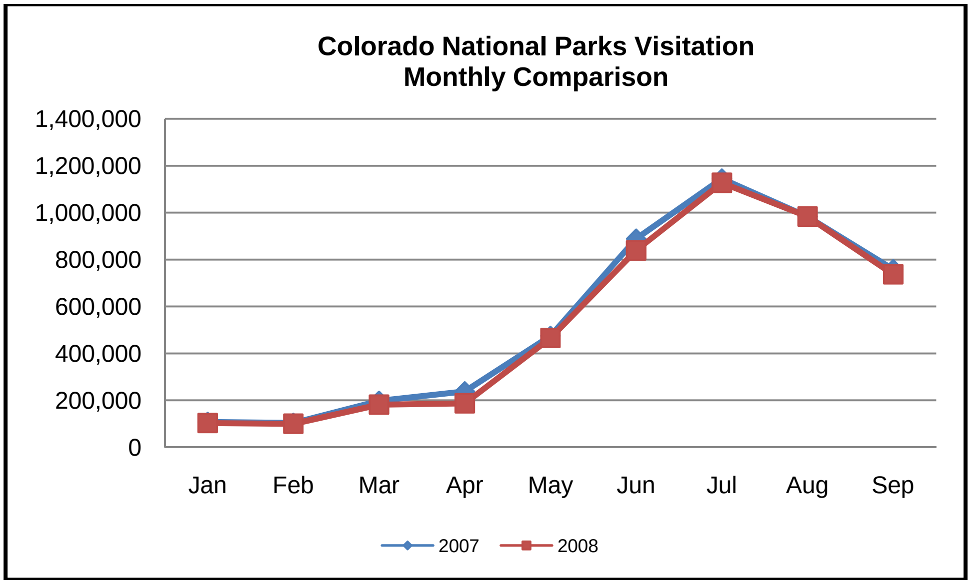
Tourism Activity Indicators

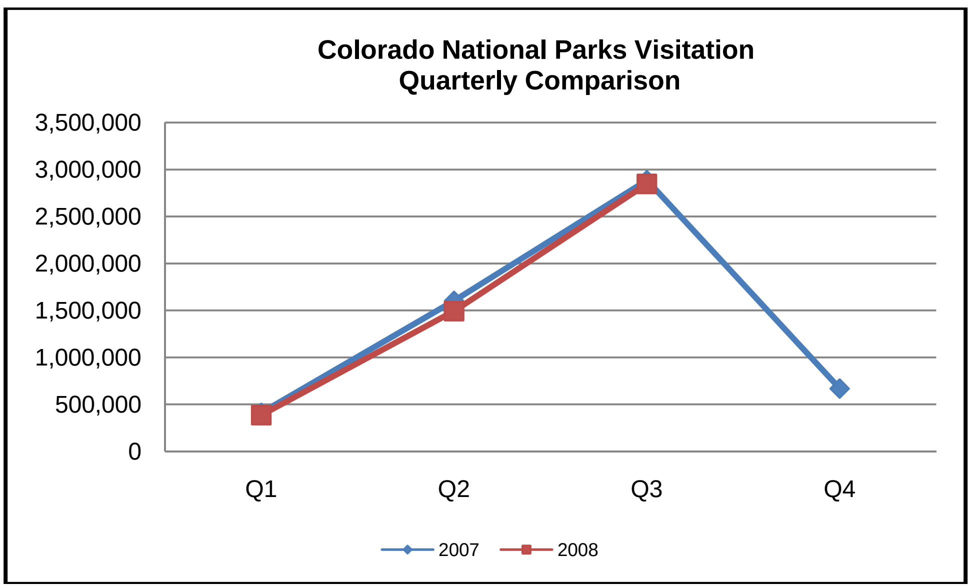
Tourism activity in Colorado during the third quarter of 2008 decreased in almost every area except airline traffic. However, international passenger arrivals decreased by 1.7 percent. Total air passenger continued to grow by 2.2 percent, with domestic air passenger traffic growing by 2.4 percent over the same period in 2007. National parks in Colorado recorded a 1.4 percent visitation decrease for the quarter while state parks experienced a decrease of 2.7 percent. The Colorado Welcome Centers posted a significant 20.2 percent decrease for the period. Thirty-two attractions across Colorado reported attendance of 1,303,106 with two attractions closed for some portion of the quarter This is an increase of one attraction reporting. This is an overall attendance increase of 0.2 percent.

Colorado National Parks Visitation

Month	2007	2008	% Change
July	1,144,804	1,126,840	-1.6%
August	983,307	983,109	0.0%
September	758,208	736,610	-2.8%
Q3 Totals	2,886,319	2,846,559	-1.4%
Index*	94.5	93.2	-1.4%
YTD Totals	4,896,156	4,722,681	-3.5%

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

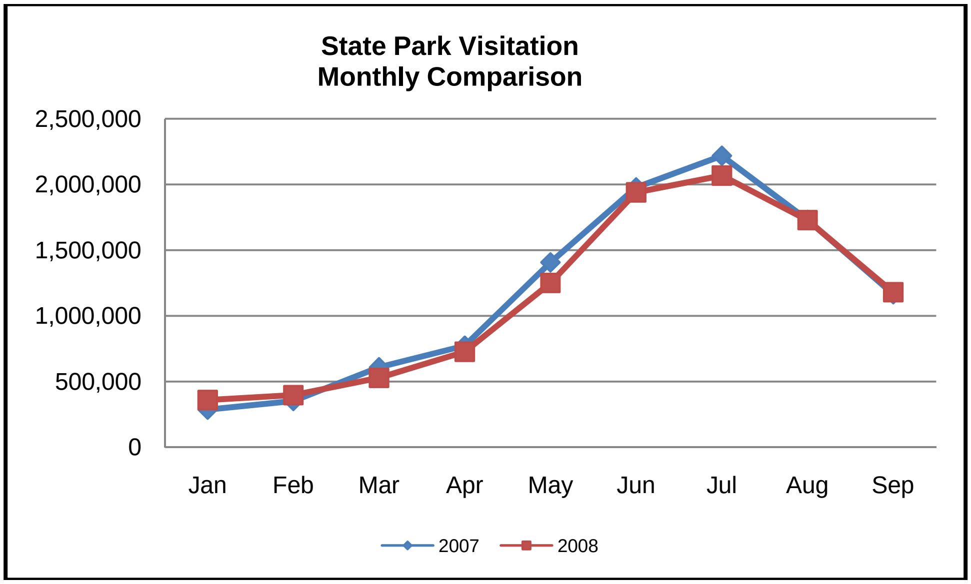


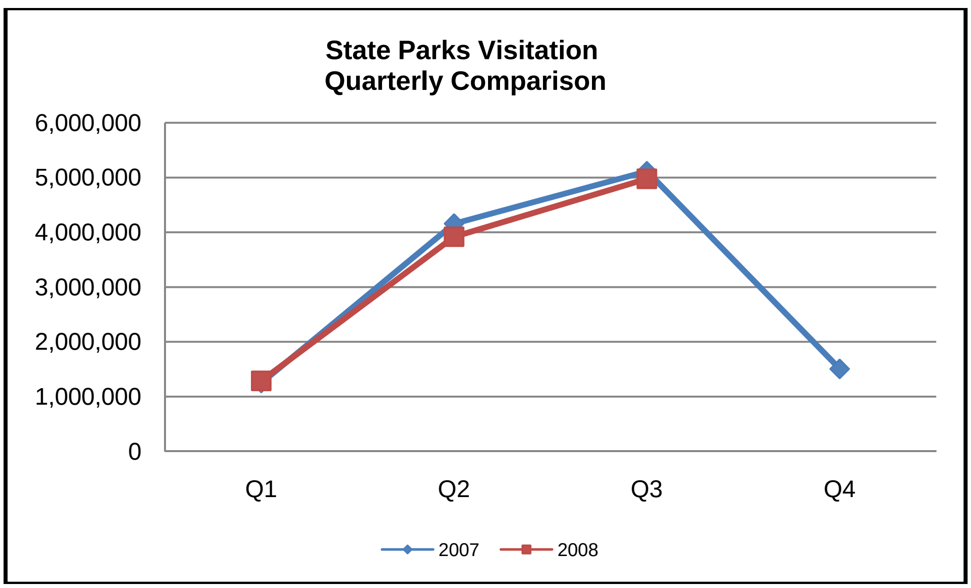


State Parks Visitation

Month	2007	2008	% Change
July	2,217,693	2,067,503	-6.8%
August	1,729,831	1,728,532	-0.1%
September	1,164,716	1,179,980	1.3%
Q3 Totals	5,112,240	4,976,015	-2.7%
Index*	113.1	110.1	-2.7%
YTD Totals	10,516,692	10,177,427	-3.2%

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



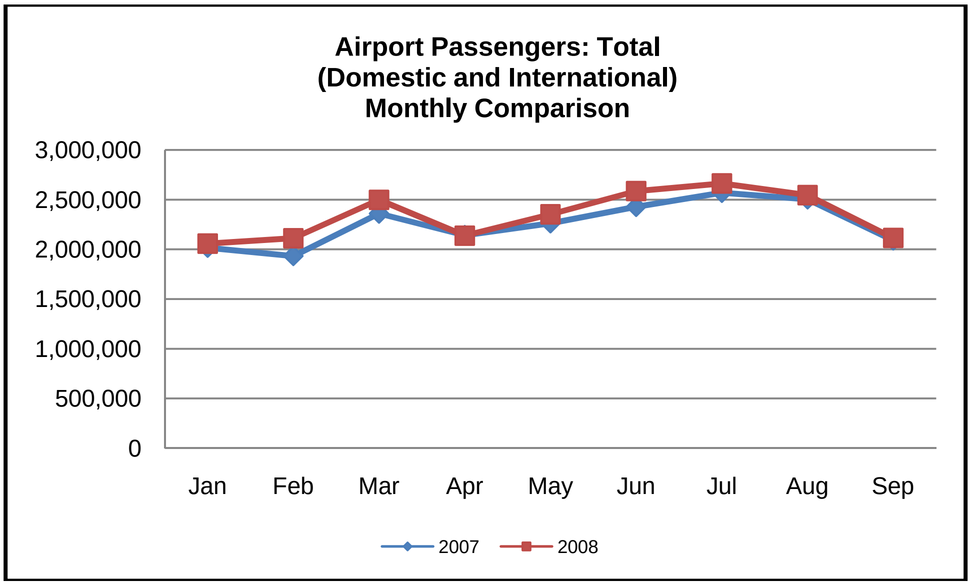


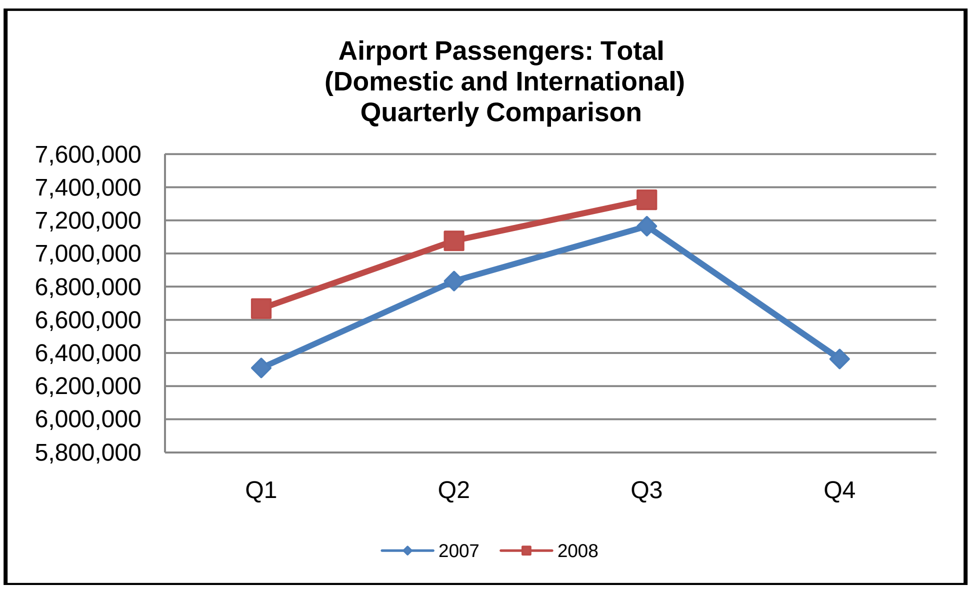
Airport Passengers - Total Incoming (Domestic & International)

Month	2007	2008	% Change
July	2,570,642	2,664,016	3.6%
August	2,504,474	2,545,861	1.7%
September	2,090,522	2,114,450	1.1%
Q3 Totals	7,165,638	7,324,327	2.2%
Index*	129.2	132.1	2.2%
YTD Totals	20,311,145	21,069,036	3.7%

*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.



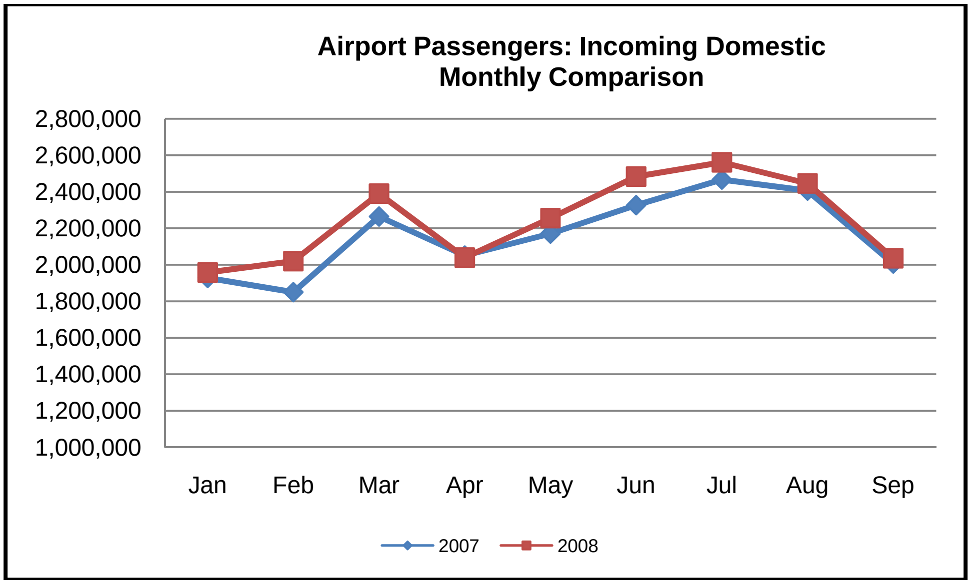


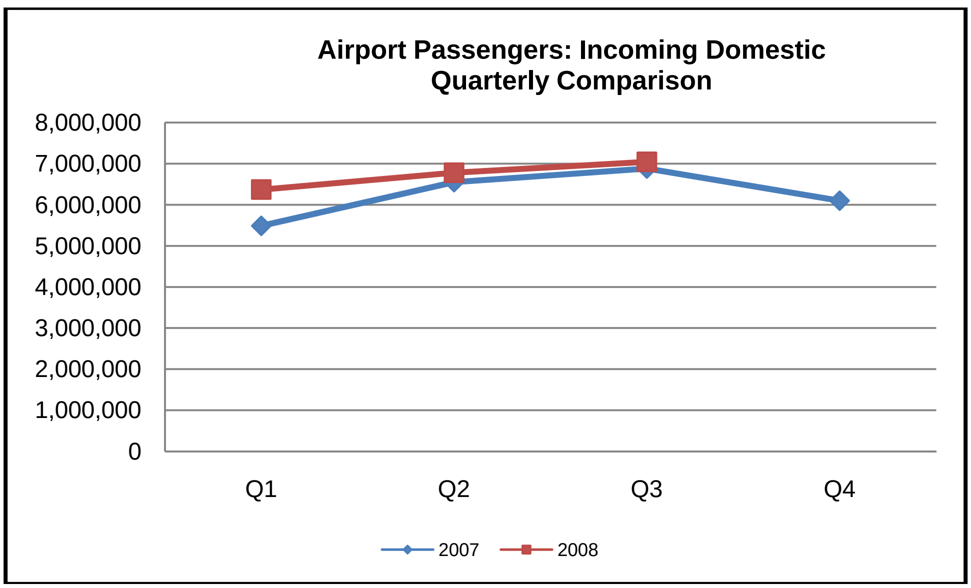
Airport Passengers - Incoming Domestic

Month	2007	2008	% Change
July	2,466,327	2,561,335	3.9%
August	2,405,987	2,445,431	1.6%
September	2,006,821	2,035,916	1.4%
Q3 Totals	6,879,135	7,042,682	2.4%
Index*	126.5	129.6	2.4%
YTD Totals	19,467,930	20,187,717	3.7%

*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.

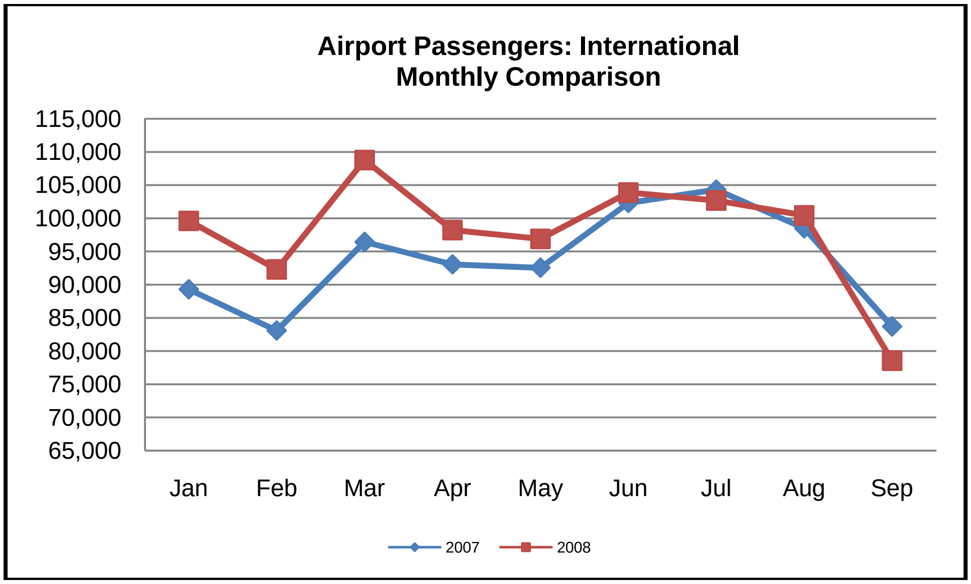


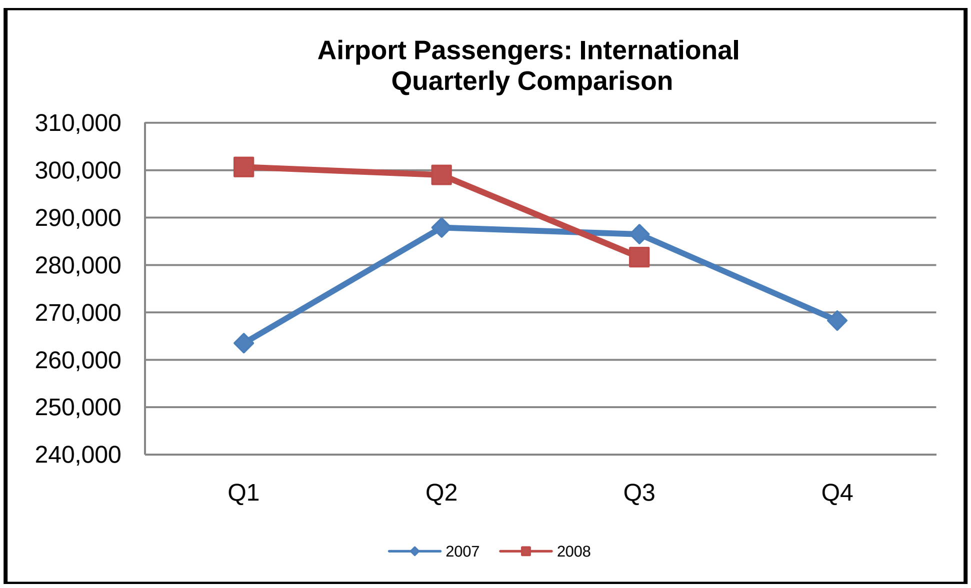


Airport Passengers - Incoming International

Month	2007	2008	% Change
July	104,315	102,681	-1.6%
August	98,487	100,430	2.0%
September	83,701	78,534	-6.2%
Q3 Totals	286,503	281,645	-1.7%
Index*	260.1	255.6	-1.7%
YTD Totals	843,215	881,319	4.5%

*Base Period 2000=100
Source: Denver International Airport

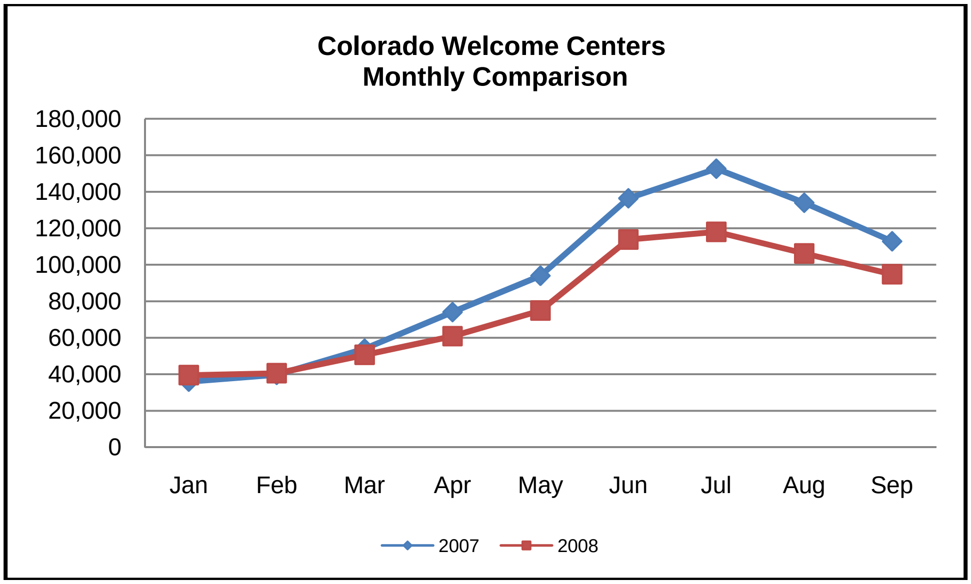


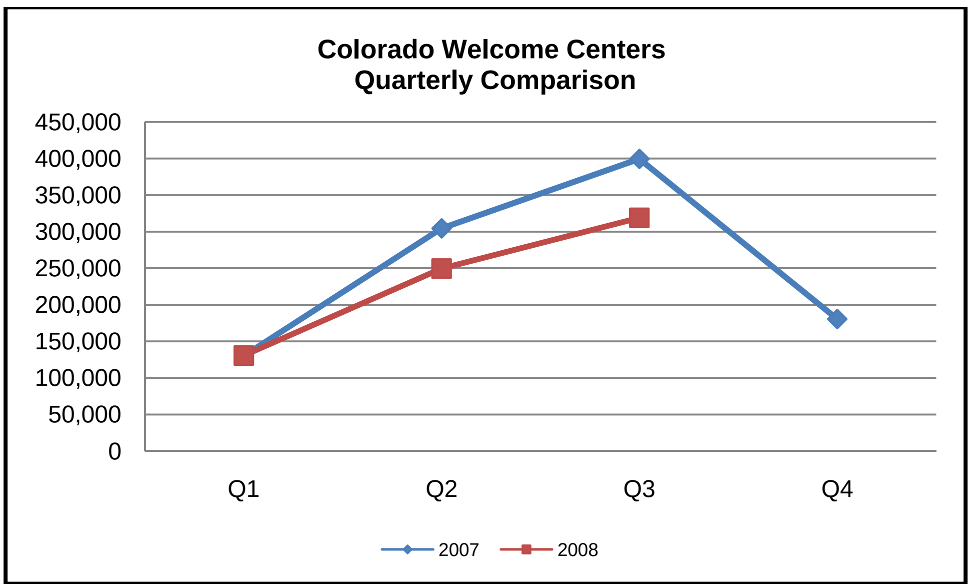


Colorado Welcome Centers

Month	2007	2008	% Change
July	152,640	117,979	-22.7%
August	133,981	106,161	-20.8%
September	112,831	94,733	-16.0%
Q3 Totals	399,452	318,873	-20.2%
Index*	101.1	80.7	-20.2%
YTD Totals	833,439	698,992	-16.1%

*Base Period 2000=100
Source: Colorado Tourism Office





Attraction Attendance*

Month	2007	2008	% Change
July	511,309	461,325	-9.8%
August	417,616	354,339	-15.2%
September	371,738	487,442	31.1%
Q3 Totals	1,300,663	1,303,106	0.2%
YTD Totals	1,200,663	1,303,106	8.5%

Source: 32 Colorado Attractions reporting in 2008; 31 Colorado Attractions reporting in 2007
All regions except Northwest represented
*Please note that in 2008, 4 attraction locations began reporting only quarterly totals and are thus represented in the month of September. Also in 2008, two attractions were closed for some portion of the quarter.

Colorado Tourism Regional Breakouts

The Denver Metro and Southwest tourism regions recorded the most increases in each industry sector as compared to the same period in 2007. The Denver metro region recorded increases in every tourism category including double-digit increases in lodging (12.7%), state park visitation (12.6%), and welcome center visits (24.3%). The Southwest region recorded a double-digit increase in arts/entertainment/recreation sales (36.4%). Despite this increase, the Southwest region experienced double-digit decreases in car rental revenue (10.3%) as well as welcome center visits (18.5%). The Southeast region experienced increased activity in lodging (8.8%), car rental revenue (6.1%), and arts/entertainment/recreation sales (9.8%). The region experienced a large decrease in welcome center visitation (16.4%). The Front Range region experienced a strong increase in car rental revenue (30.8%) as well as sharp decreases in gaming (25.4%) and state park visitation (14.6%). The Northwest region recorded a double-digit increase in car rental revenue (39.0%) and experienced an increase in state park visitation (9.8%). It posted declines in arts/entertainment/recreation sales (6.2%), national park visitation (17.8%) and welcome center visits (30.2%). The South Central region experienced a double-digit decrease in gaming taxes (33.6%). The Northeast region recorded decreases in all sectors expect lodging sales (7.0%).

Denver Metro

Industry Sector	2007	2008	% Change
Lodging	$326,046,000	$367,378,000	12.7%
Prepared Food & Beverage	$1,110,185,000	$1,125,088,000	1.3%
Car Rental	$138,129,000	$145,163,000	5.1%
Arts/Entertainment/Recreation	$127,213,000	$138,647,000	9.0%
State Parks	1,352,350	1,522,800	12.6%
Airports	6,726,227	6,890,060	2.4%
Welcome Centers*	14,361	17,844	24.3%

Front Range

Industry Sector	2007	2008	% Change
Lodging	$99,973,000	$101,121,000	1.1%
Prepared Food & Beverage	$327,712,000	$331,423,000	1.1%
Car Rental	$6,295,000	$8,232,000	30.8%
Arts/Entertainment/Recreation	$49,704,000	$47,063,000	-5.3%
State Parks	593,775	506,866	-14.6%
Gaming Taxes	$16,980,440	$12,664,015	-25.4%
National Parks	1,656,151	1,570,258	-5.2%
Welcome Centers	50,356	44,964	-10.7%

South Central

Industry Sector	2007	2008	% Change
Lodging	$144,564,000	$147,770,000	2.2%
Prepared Food & Beverage	$254,426,000	$256,398,000	0.8%
Car Rental	$13,929,000	$14,616,000	4.9%
Arts/Entertainment/Recreation	$29,400,000	$29,995,000	2.0%
State Parks	665,261	671,034	0.9%
Gaming Taxes	$651,398	$432,719	-33.6%
National Parks	168,407	164,148	-2.5%
Airports	297,933	274,193	-8.0%

Southeast

Industry Sector	2007	2008	% Change
Lodging	$16,684,000	$18,159,000	8.8%
Prepared Food & Beverage	$73,003,000	$70,649,000	-3.2%
Car Rental	$1,825,000	$1,936,000	6.1%
Arts/Entertainment/Recreation	$3,305,000	$3,628,000	9.8%
State Parks*	797,838	758,364	-4.9%
National Parks	8,904	8,165	-8.3%
Welcome Centers	42,840	35,802	-16.4%

Northeast

Industry Sector	2007	2008	% Change
Lodging	$6,721,000	$7,193,000	7.0%
Prepared Food & Beverage	$24,803,000	$24,196,000	-2.4%
Arts/Entertainment/Recreation	$840,000	$725,000	-13.7%
State Parks	78,171	65,831	-15.8%
Welcome Centers	154,444	110,115	-28.7%

Northwest

Industry Sector	2007	2008	% Change
Lodging	$199,561,000	$203,313,000	1.9%
Prepared Food & Beverage	$261,974,000	$272,290,000	3.9%
Car Rental	$12,209,000	$16,974,000	39.0%
Arts/Entertainment/Recreation	$30,433,000	$28,552,000	-6.2%
State Parks	835,769	917,601	9.8%
National Parks	232,834	191,315	-17.8%
Airports	141,478	160,074	13.1%
Welcome Centers	114,279	79,822	-30.2%

Southwest

Industry Sector	2007	2008	% Change
Lodging	$63,294,000	$64,667,000	2.2%
Prepared Food & Beverage	$92,783,000	$93,895,000	1.2%
Car Rental	$7,770,000	$6,969,000	-10.3%
Arts/Entertainment/Recreation	$5,835,000	$7,957,000	36.4%
State Parks	425,056	436,579	2.7%
National Parks	854,392	912,674	6.8%
Welcome Centers	23,172	18,893	-18.5%