

Quarterly Colorado Travel and Tourism Indicator First Quarter 2009

Colorado
Tourism Office

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

Disclaimer

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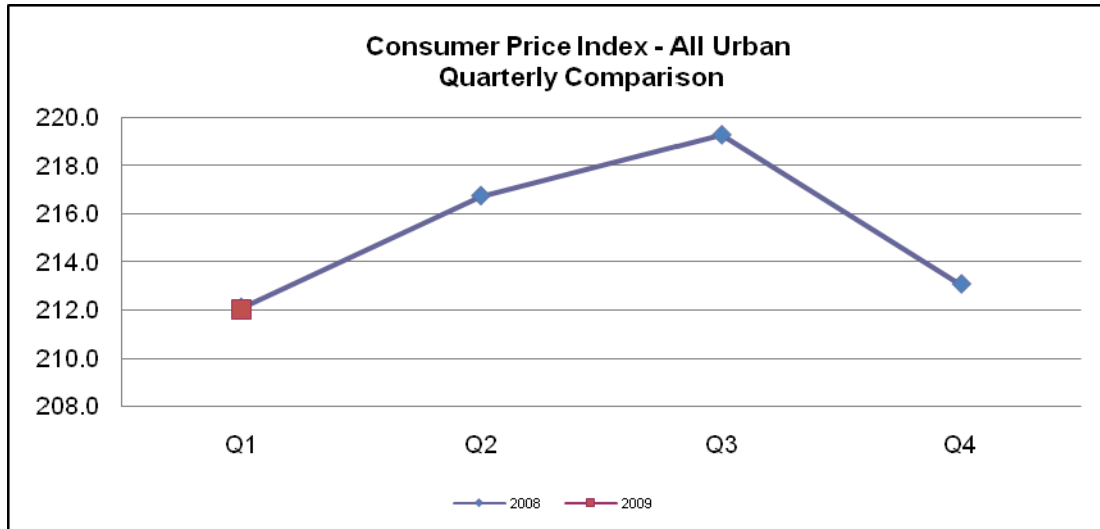
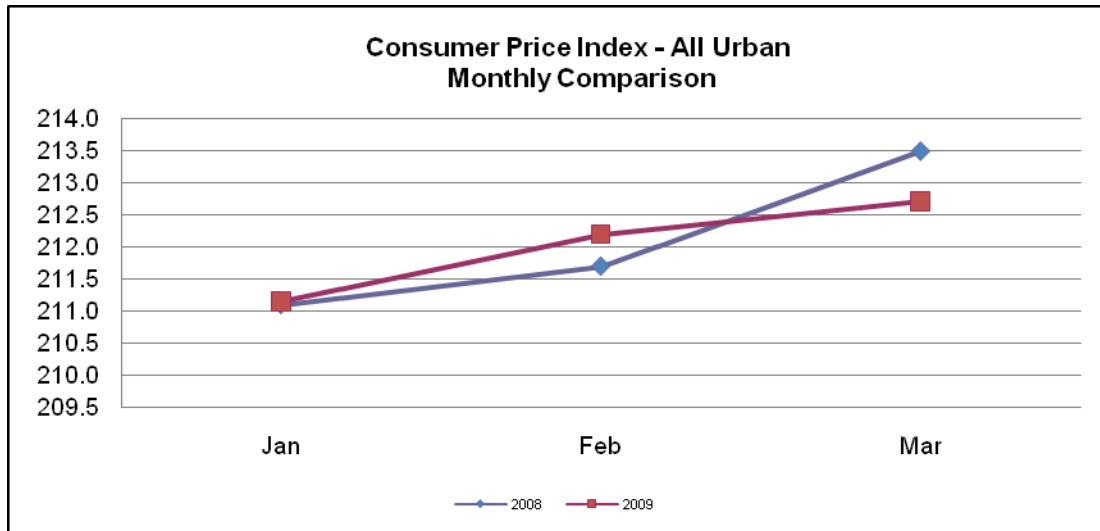
Tourism Environment

Consumer Price Index - All Urban

Month	2008	2009	% Change
January	211.1	211.1	0.0%
February	211.7	212.2	0.2%
March	213.5	212.7	-0.4%
Q1 Total	212.1	212.0	0.0%

Base Period 1982-84=100 Source: US Dept of Labor, Bureau of Labor Statistics

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



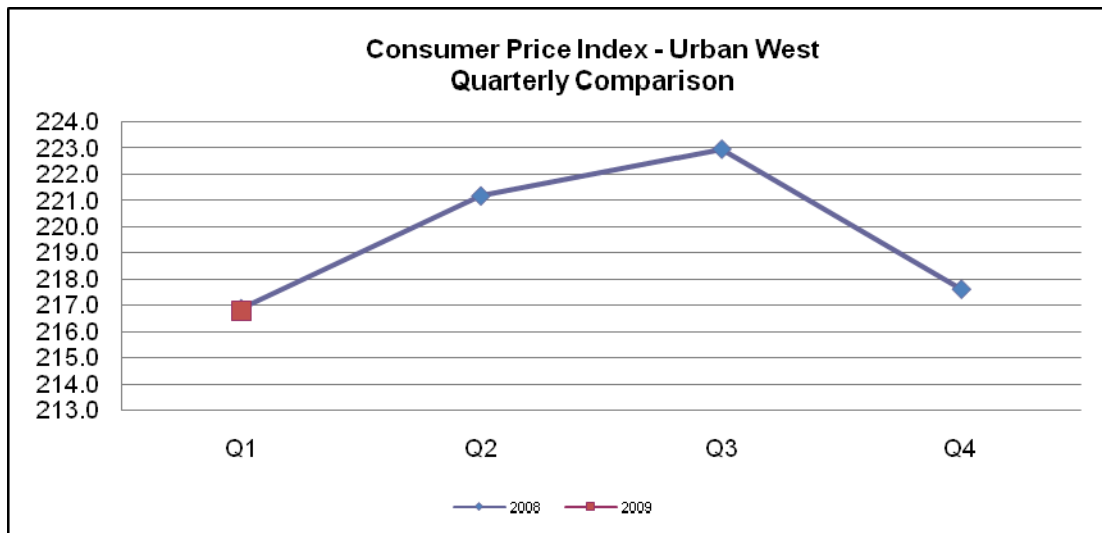
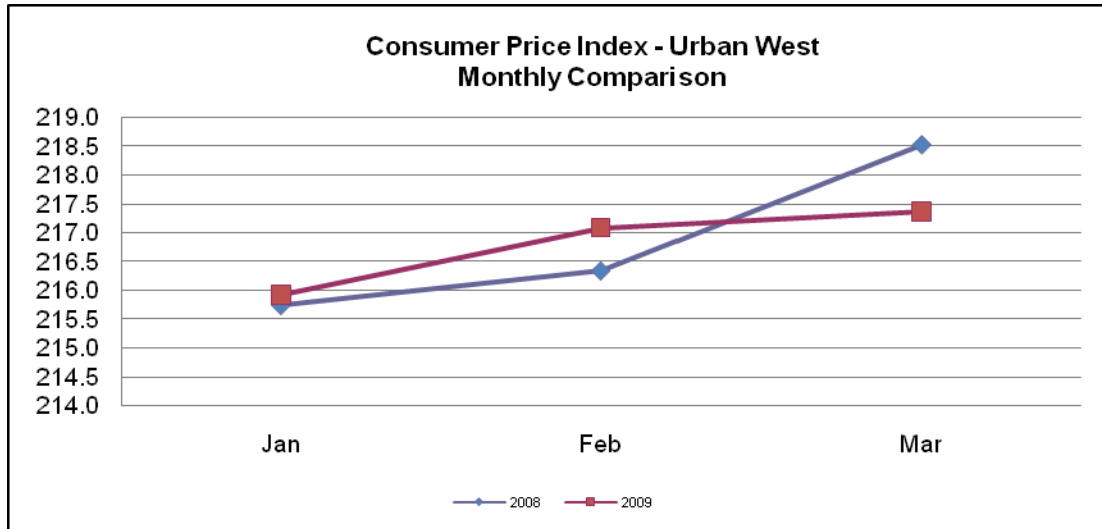
Consumer Price Index - Urban West

Month	2008	2009	% Change
January	215.7	215.9	0.1%
February	216.3	217.1	0.3%
March	218.5	217.4	-0.5%
Q1 Total	216.9	216.8	0.0%

Base Period 1982-84=100

Source: US Department of Labor, Bureau of Labor Statistics

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



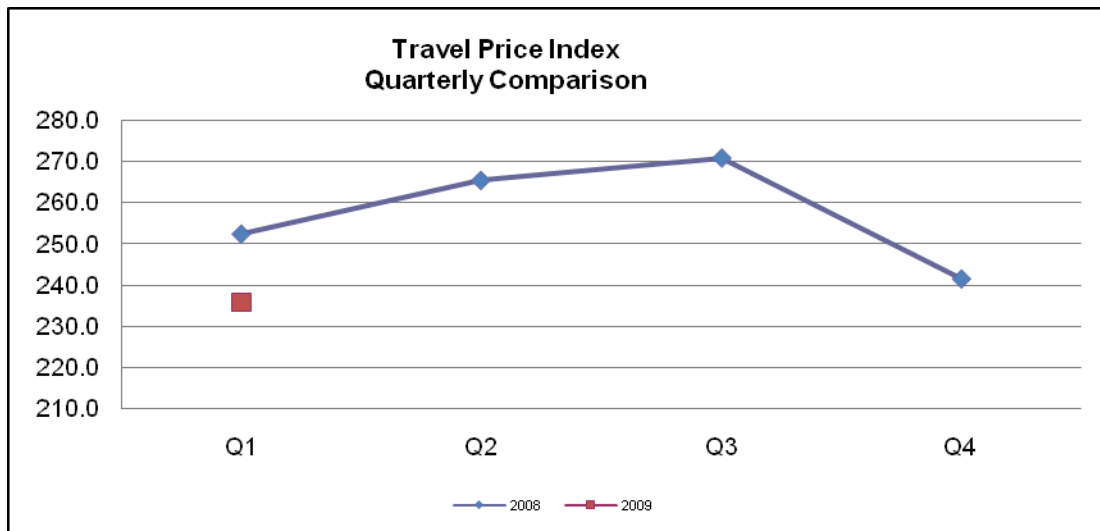
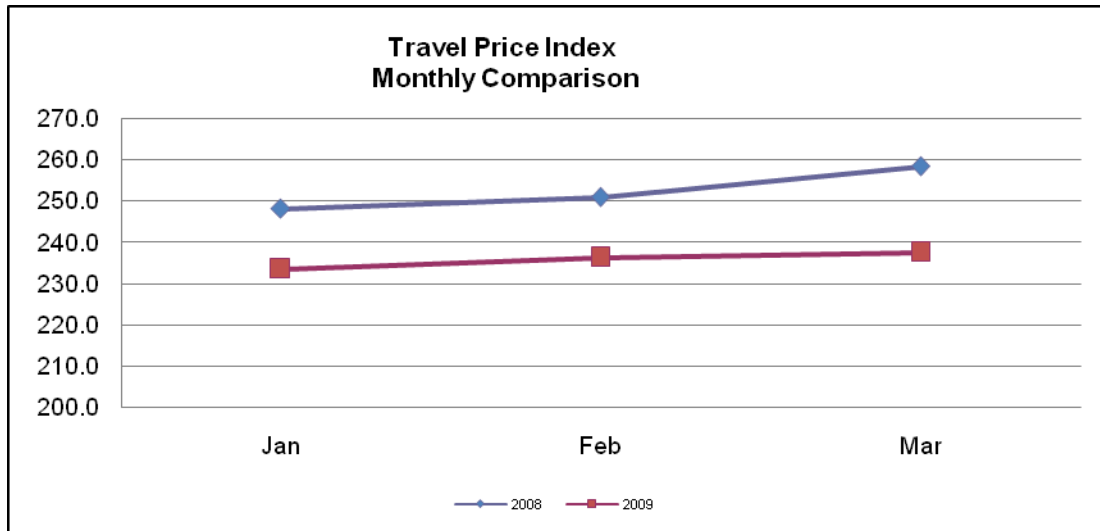
Travel Price Index

Month	2008	2009	% Change
January	248.2	233.5	-5.9%
February	251.0	236.3	-5.9%
March	258.4	237.5	-8.1%
Q1 Total	252.5	235.8	-6.6%

Base Period 1982-84=100

Source: Travel Industry Association of America

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



Consumer Confidence Index - National

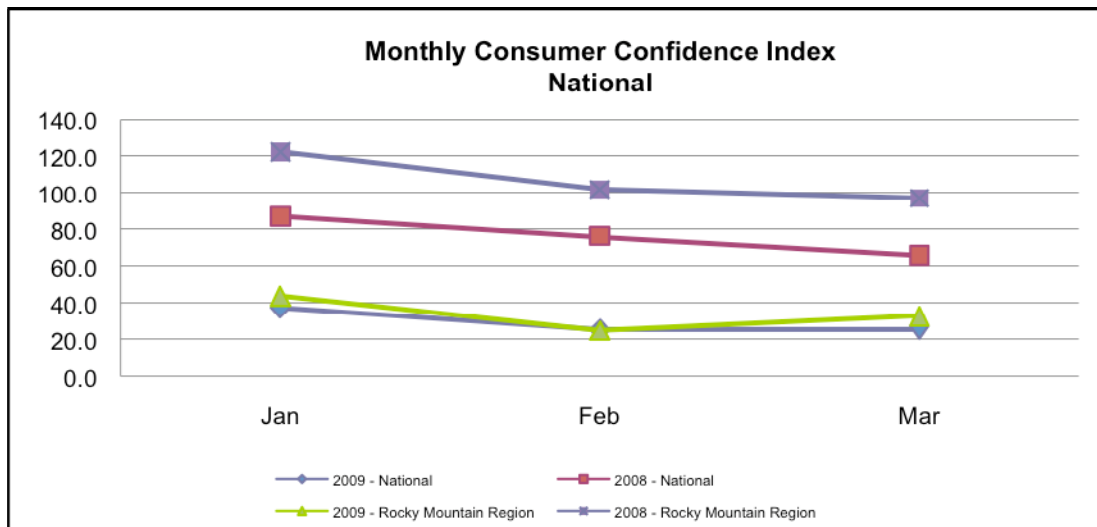
Month	2008	2009	% Change
January	87.3	37.4	-57.2%
February	76.4	25.3	-66.9%
March	65.9	26.9	-59.2%
Q1 Avg.	76.5	29.9	-61.0%

Consumer Confidence Index - Rocky Mountain Region

Month	2008	2009	% Change
January	122.8	44.0	-64.2%
February	102.1	24.8	-75.7%
March	97.5	32.8	-66.4%
Q1 Avg.	107.5	33.9	-68.5%

Source: The Conference Board

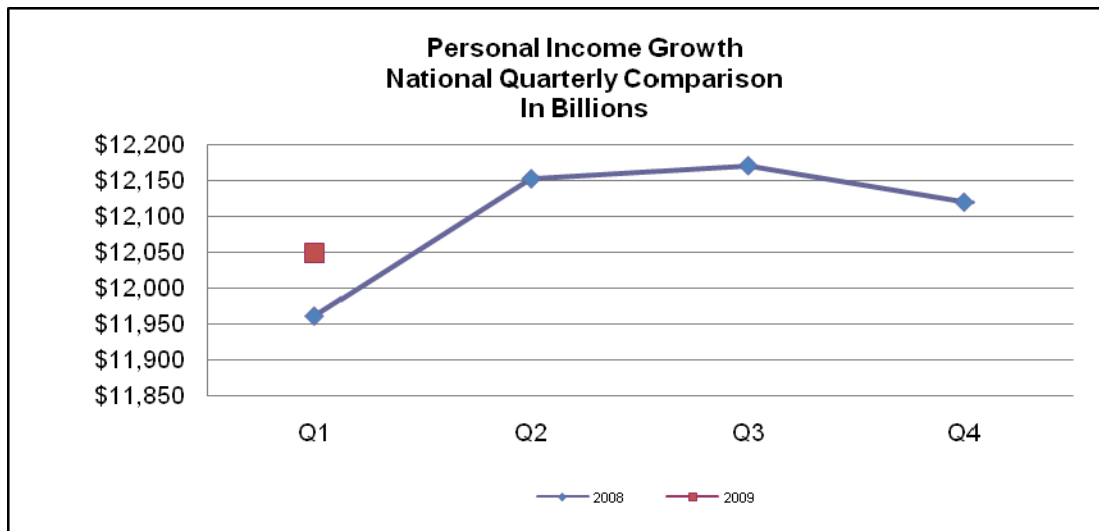
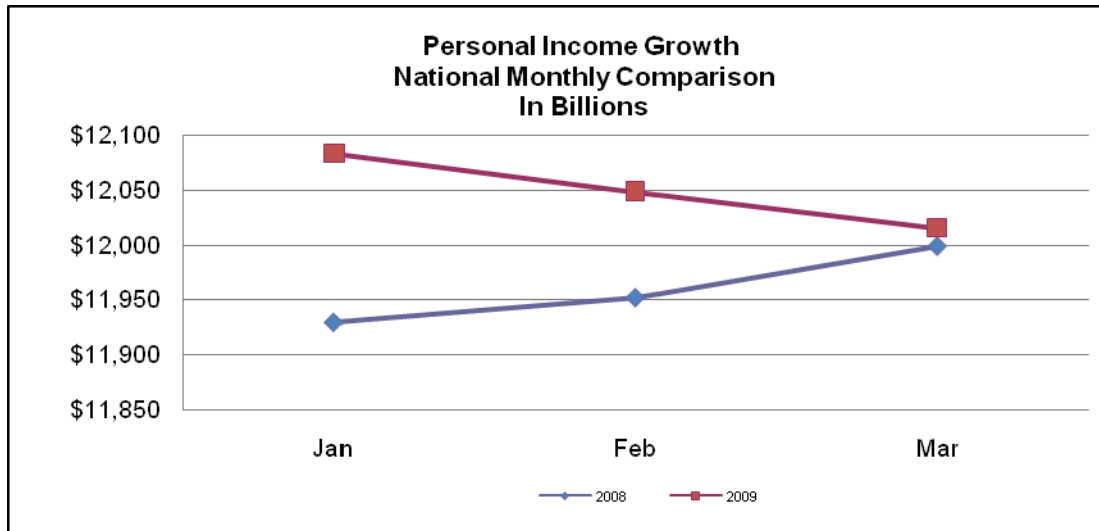
www.conference-board.org/economics/consumerconfidence.cfm



Personal Income Growth - National (in Billions)

Month	2008	2009	% Change
January	\$11,930	\$12,083	1.3%
February	\$11,952	\$12,048	0.8%
March	\$11,999	\$12,015	0.1%
Q1 Total	\$11,960	\$12,049	0.7%

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)

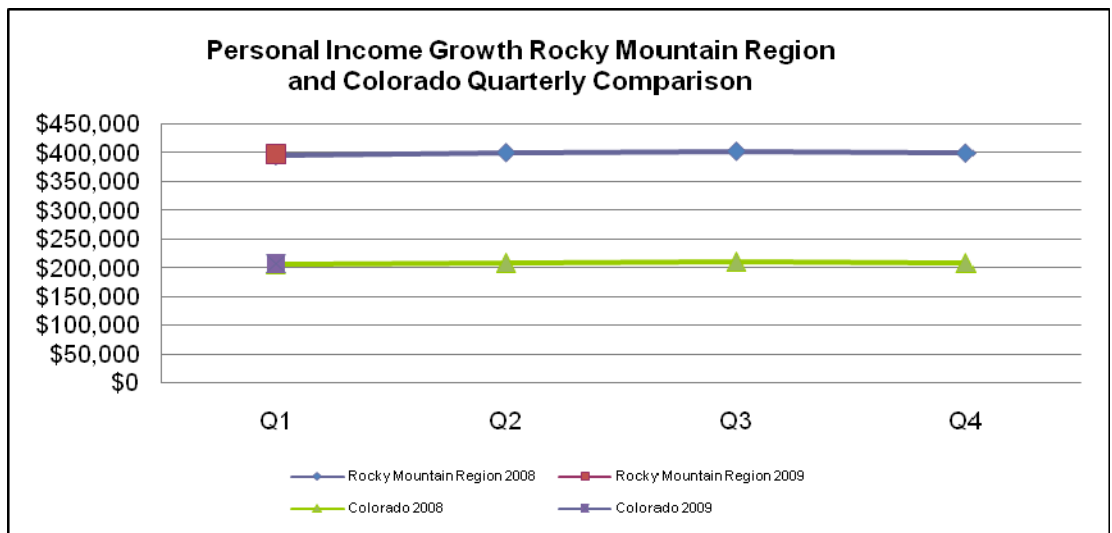
	2008	2009	% Change
Q1 Total	\$395,254	\$397,294	0.5%
YTD Total	\$395,254	\$397,294	0.5%

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

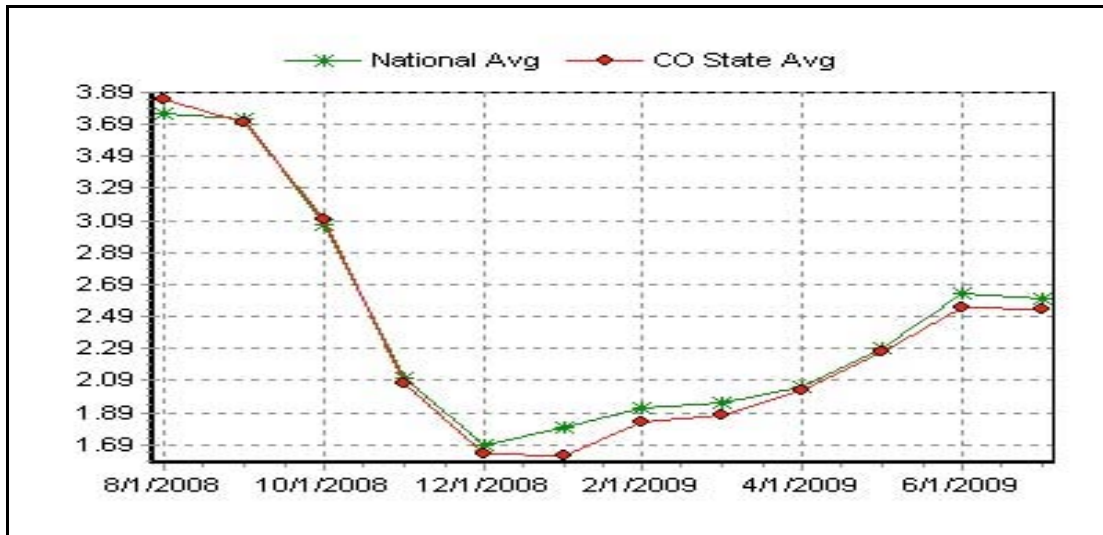
Personal Income Growth - Colorado (In Millions)

	2008	2009	% Change
Q1 Total	\$206,525	\$207,412	0.4%
YTD Total	\$206,525	\$207,412	0.4%

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



Fuel Prices: Colorado vs. National Average



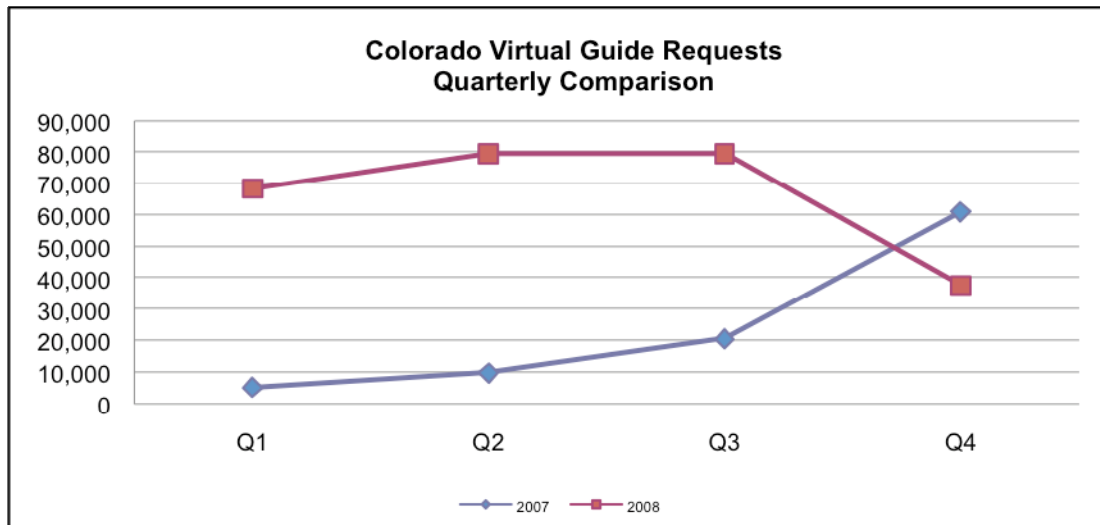
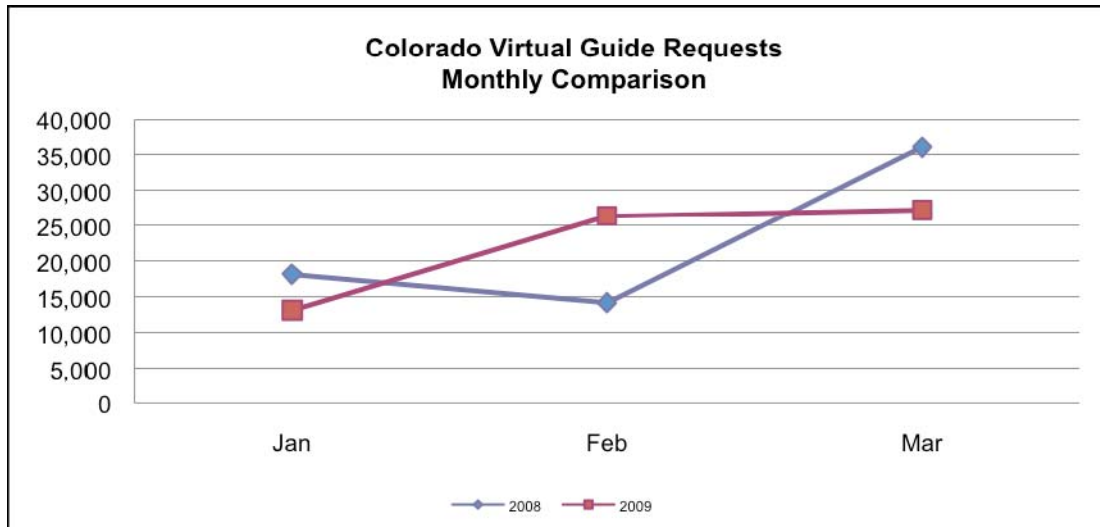
Source: AAA Fuel Gauge Report
<http://www.fuelgauge.com/COavg.asp>
www.aaa.com

Pre-Visit Interest in Colorado

Colorado Virtual Guide Fulfillment

Month	2008	2009	% Change
January	18,194	13,124	-27.9%
February	14,203	26,453	86.2%
March	36,170	27,314	-24.5%
Q1 Totals	68,567	66,891	-2.4%

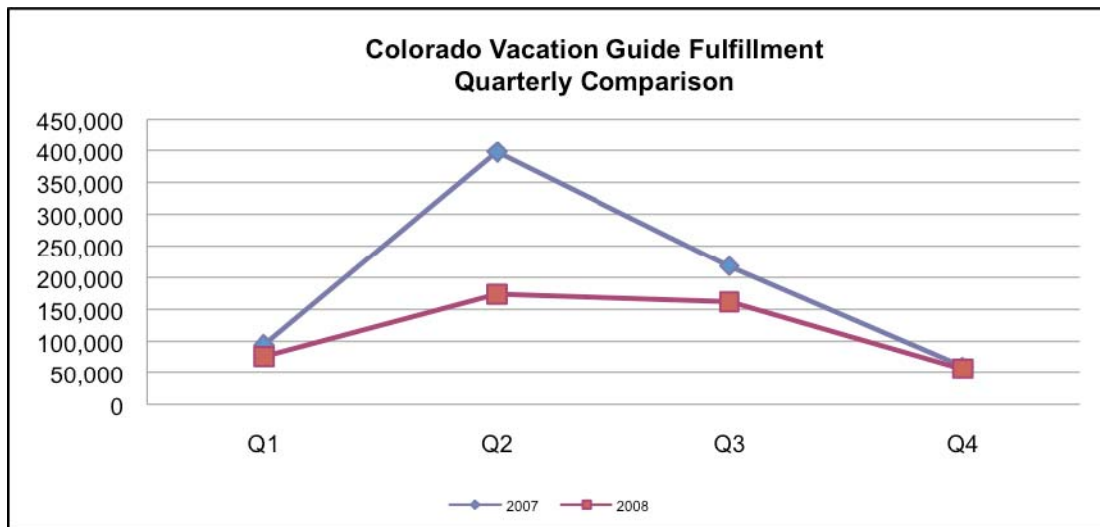
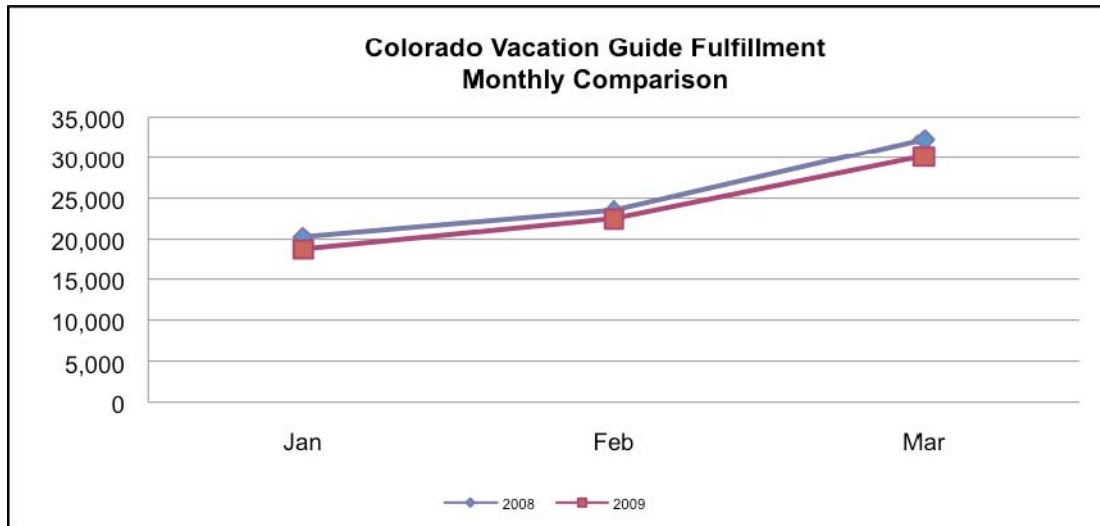
Source: Colorado Tourism Office/Weaver Multimedia Group



Colorado Vacation Guide Fulfillment

Month	2008	2009	% Change
January	20,373	18,891	-7.3%
February	23,538	22,571	-4.1%
March	32,287	30,208	-6.4%
Q1 Total	76,198	71,670	-5.9%

Source: Colorado Tourism Office/Weaver Multimedia Group



Economic Tourism Activity

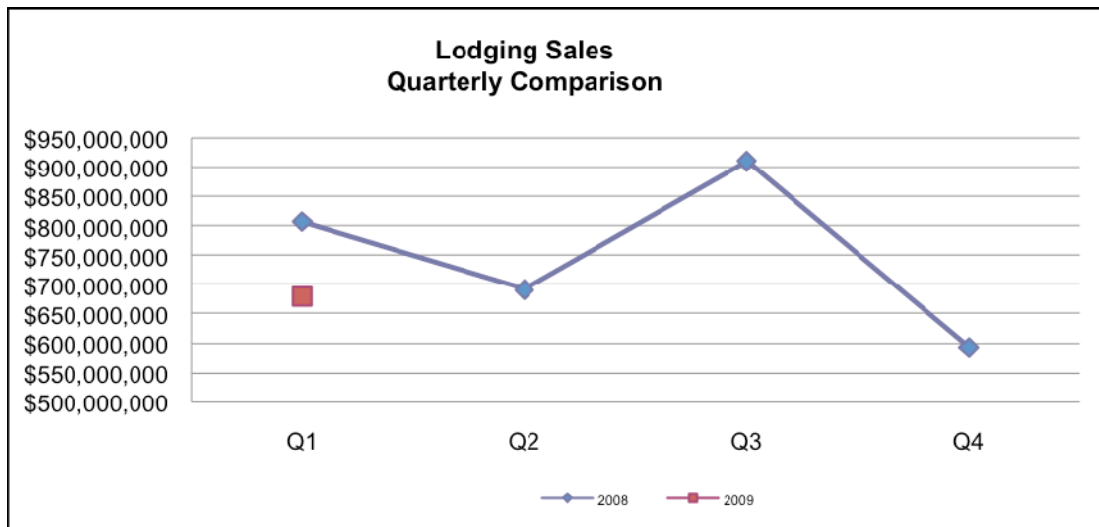
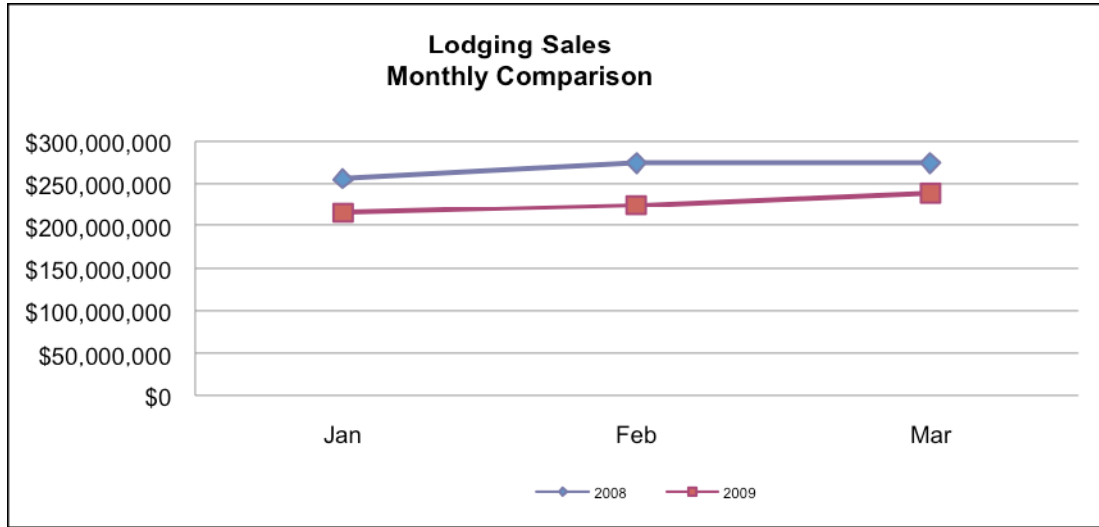
Lodging Sales

Month	2008	2009	% Change
January	\$256,784,000	\$215,738,000	-16.0%
February	\$275,142,000	\$224,343,000	-18.5%
March	\$275,142,000	\$239,607,000	-12.9%
Q1 Total	\$807,068,000	\$679,688,000	-15.8%

*Base Period 2000=100

Source: Colorado Department of Revenue

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



Occupancy Rates

Month	2008	2009	%Change
January	55.3%	49.1%	-11.2%
February	60.9%	52.9%	-13.1%
March	62.9%	54.9%	-12.7%
Q1 Average	59.7%	52.3%	-12.4%
YTD Average	59.7%	52.3%	-12.4%

Source: Rocky Mountain Lodging Report

Average Room Rate

Month	2008	2009	%Change
January	\$145.75	\$139.72	-4.1%
February	\$150.29	\$140.60	-6.4%
March	\$150.32	\$132.95	-11.6%
Q1 Average	\$148.79	\$137.76	-7.4%
YTD Average	\$148.79	\$137.76	-7.4%

Source: Rocky Mountain Lodging Report

Revenue Per Available Room

Month	2008	2009	%Change
January	\$80.60	\$68.62	-14.9%
February	\$91.51	\$74.36	-18.7%
March	\$94.55	\$72.97	-22.8%
Q1 Average	\$88.89	\$71.98	-19.0%
YTD Average	\$88.89	\$71.98	-19.0%

Source: Rocky Mountain Lodging Report

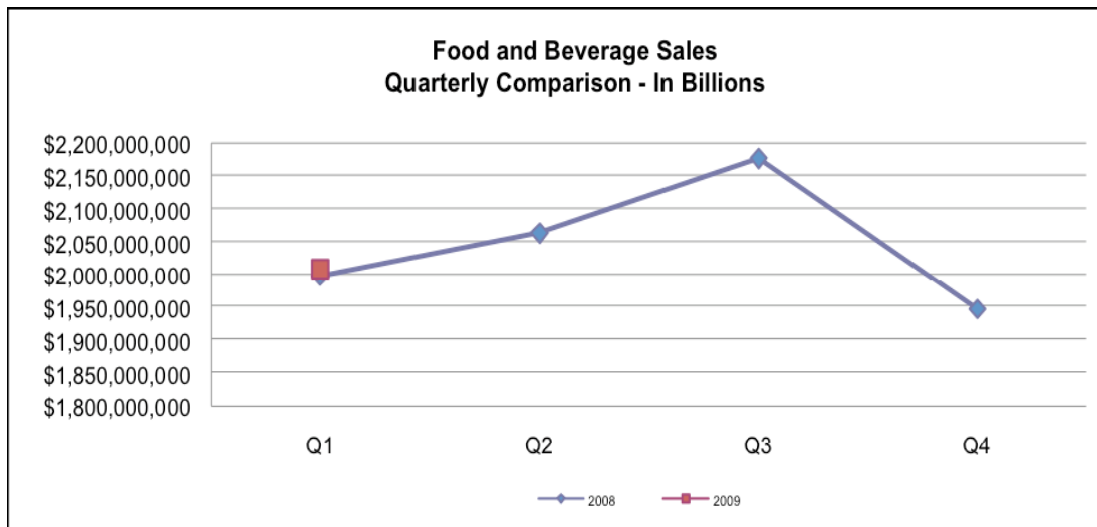
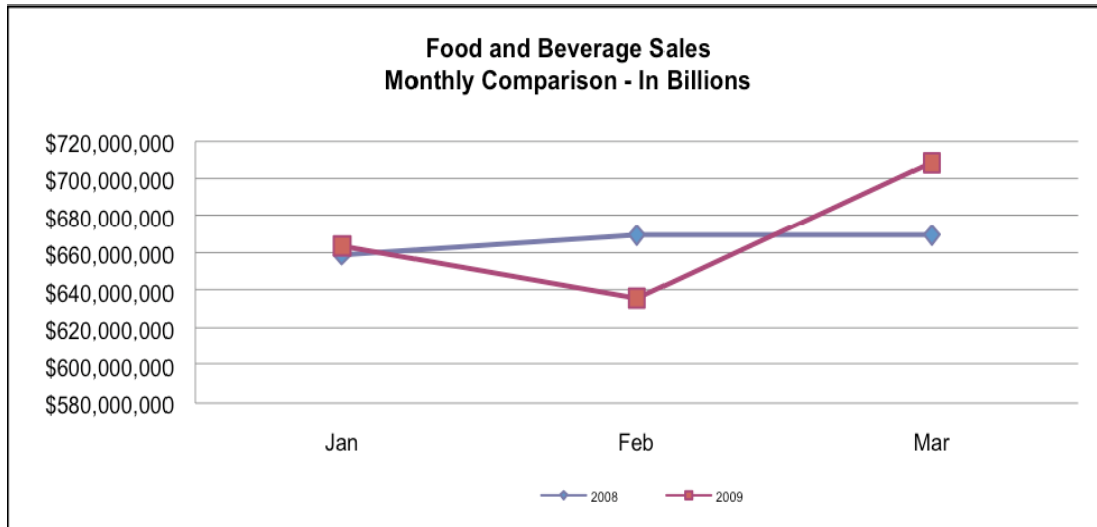
Prepared Food and Beverage Sales

Month	2008	2009	% Change
January	\$659,259,000	\$663,957,000	0.7%
February	\$669,965,000	\$636,183,000	-5.0%
March	\$669,965,000	\$708,800,000	5.8%
Q1 Total	\$1,999,189,000	\$2,008,940,000	0.5%
Index*			
YTD Total	\$1,999,189,000	\$2,008,940,000	0.5%

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

*Base Period 2000=100

Source: Colorado Department of Revenue

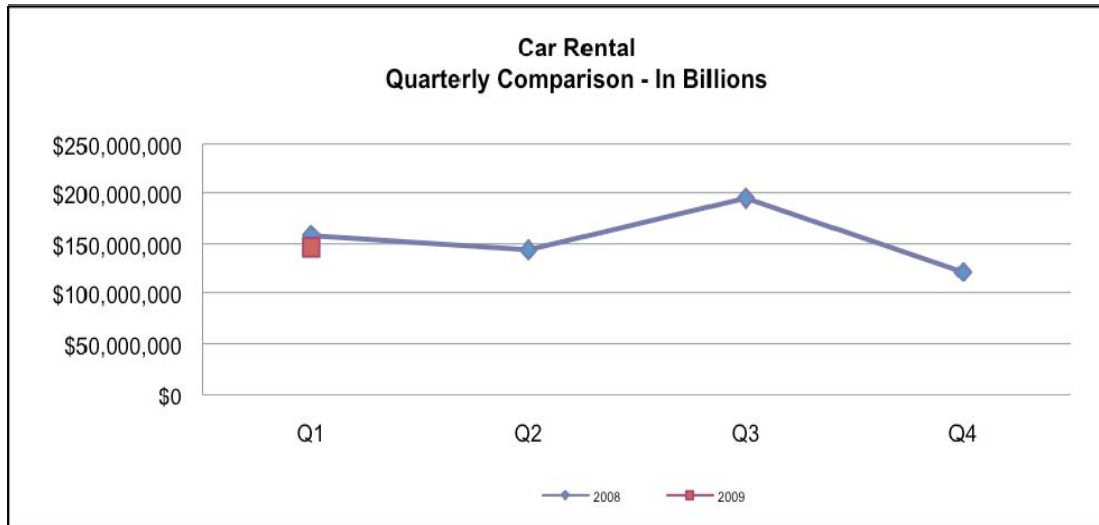
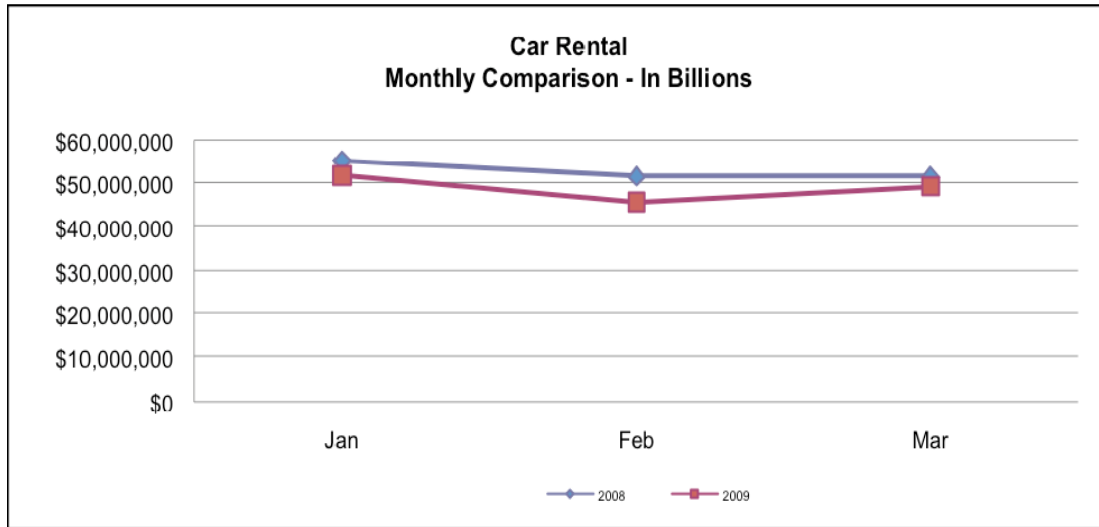


Car Rental Sales

Month	2008	2009	% Change
January	\$55,256,000	\$51,881,000	-6.1%
February	\$51,732,000	\$45,728,000	-11.6%
March	\$51,732,000	\$49,337,000	-4.6%
Q1 Total	\$158,720,000	\$146,946,000	-7.4%
Index*			
YTD Total	\$158,720,000	\$146,946,000	-7.4%

*Base Period 2000=100

Source: Colorado Department of Revenue

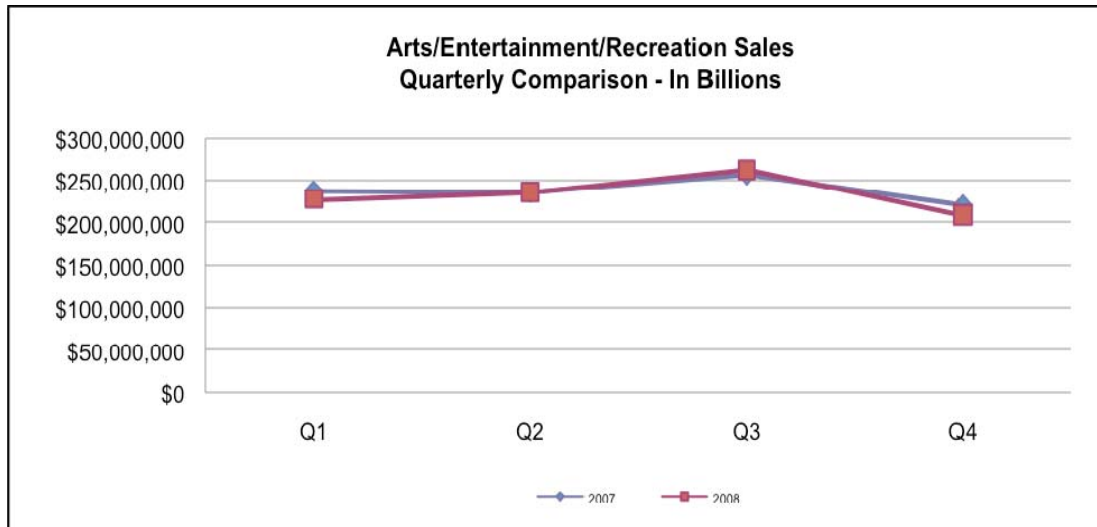
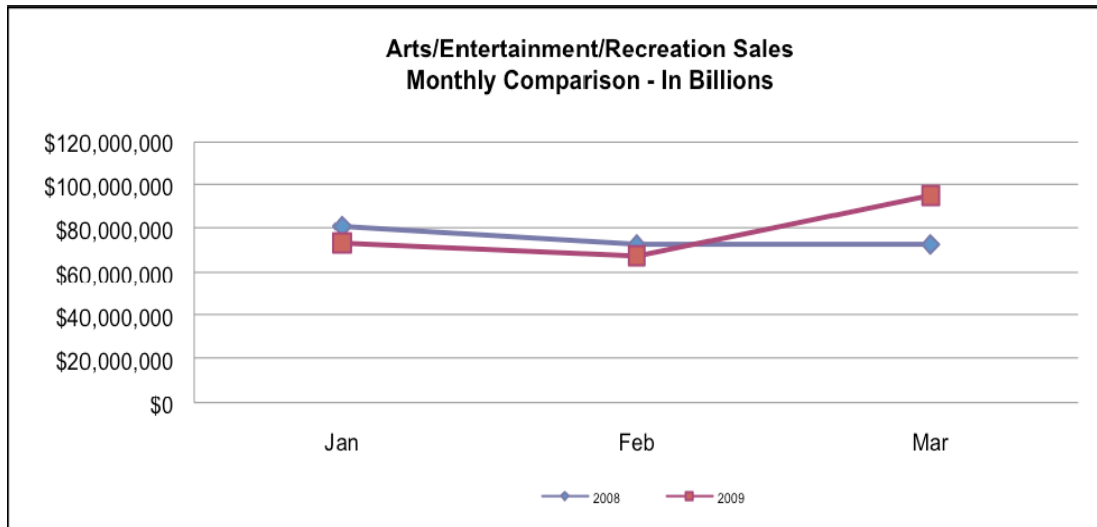


Arts/Entertainment/Recreation Sales

Month	2008	2009	% Change
January	\$81,182,000	\$73,759,000	-9.1%
February	\$73,045,000	\$67,712,000	-7.3%
March	\$73,045,000	\$95,304,000	30.5%
Q1 Total	\$227,272,000	\$236,775,000	4.2%
Index*			
YTD Total	\$227,272,000	\$236,775,000	4.2%

*Base Period 2000=100

Source: Colorado Department of Revenue

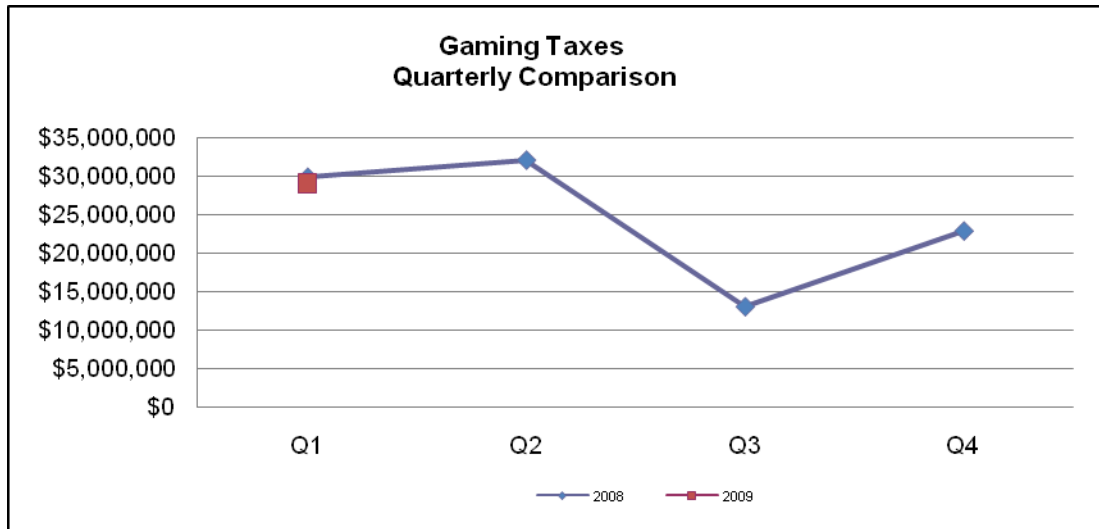
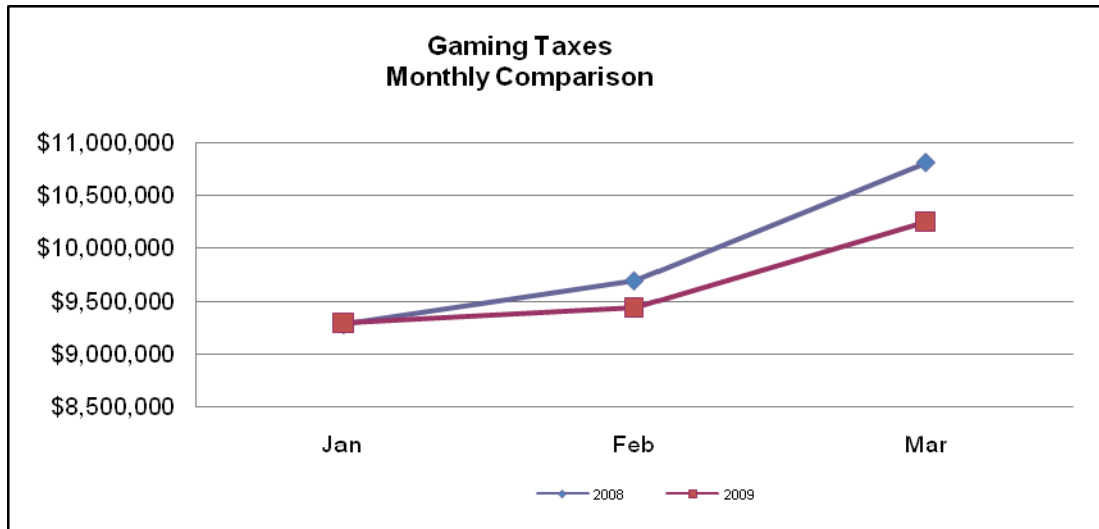


Gaming Taxes

Month	2008	2009	% Change
January	\$9,280,637	\$9,294,275	0.1%
February	\$9,692,421	\$9,439,997	-2.6%
March	\$10,809,726	\$10,254,952	-5.1%
Q1 Total	\$29,782,785	\$28,989,225	-2.7%
Index*			
YTD Total	\$29,782,785	\$28,989,225	-2.7%

*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.

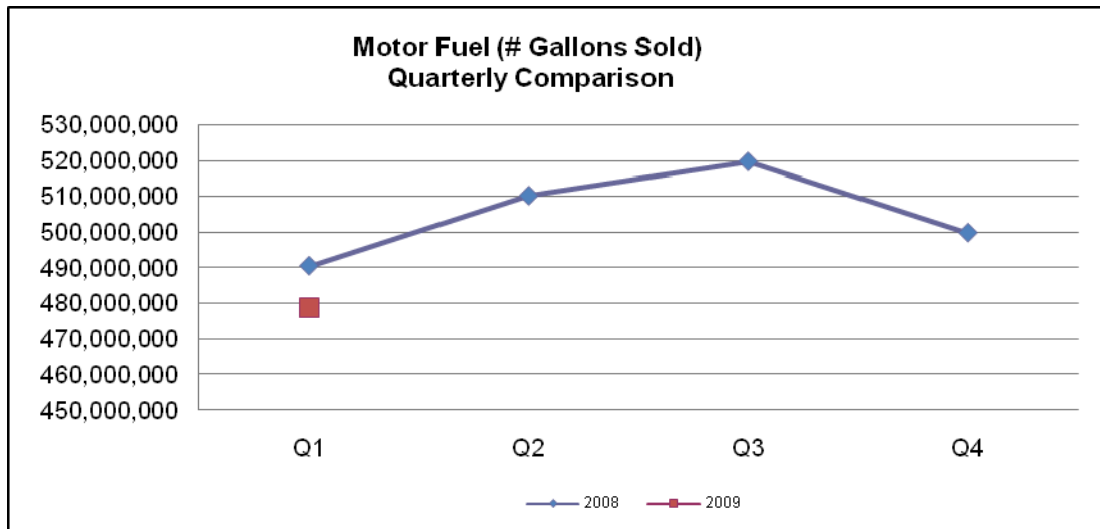
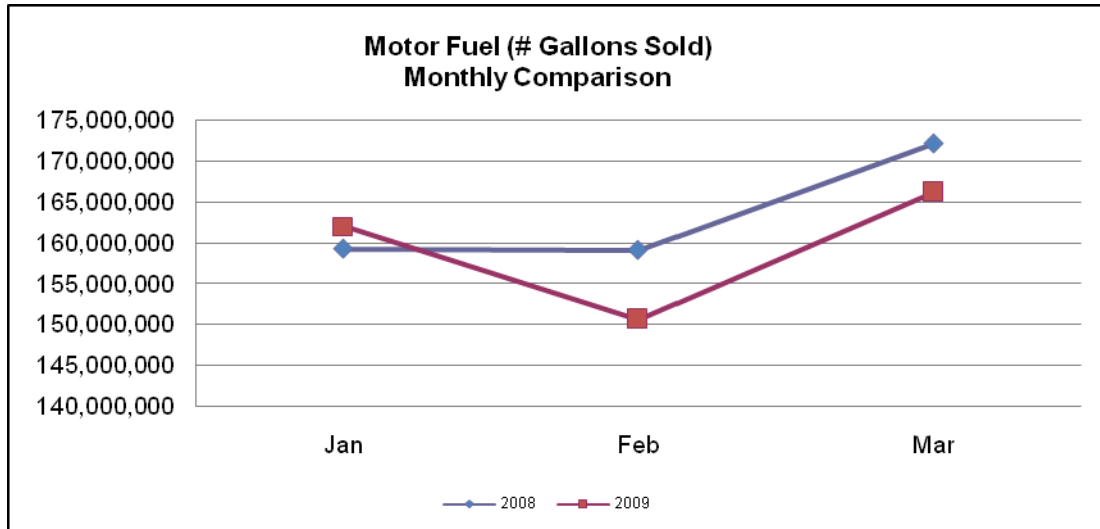


Motor Fuel Sales (# of Gallons Sold)

Month	2008	2009	% Change
January	159,291,429	161,997,169	1.7%
February	159,126,393	150,599,619	-5.4%
March	172,124,433	166,211,732	-3.4%
Q1 Total	490,542,255	478,808,520	-2.4%
Index*			
YTD Total	490,542,255	478,808,520	-2.4%

*Base Period 2000=100

Source: Colorado Department of Revenue



Tourism Activity Indicators

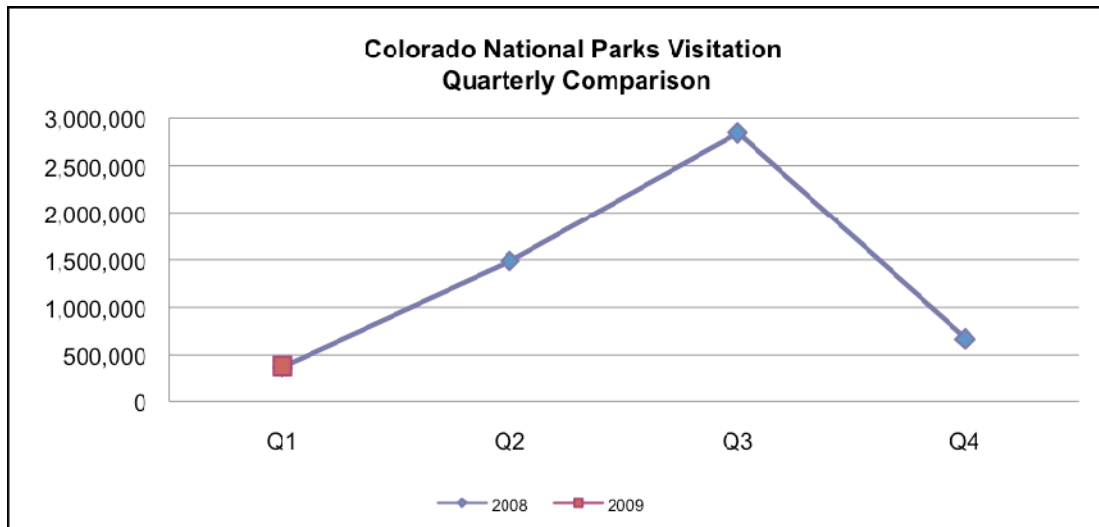
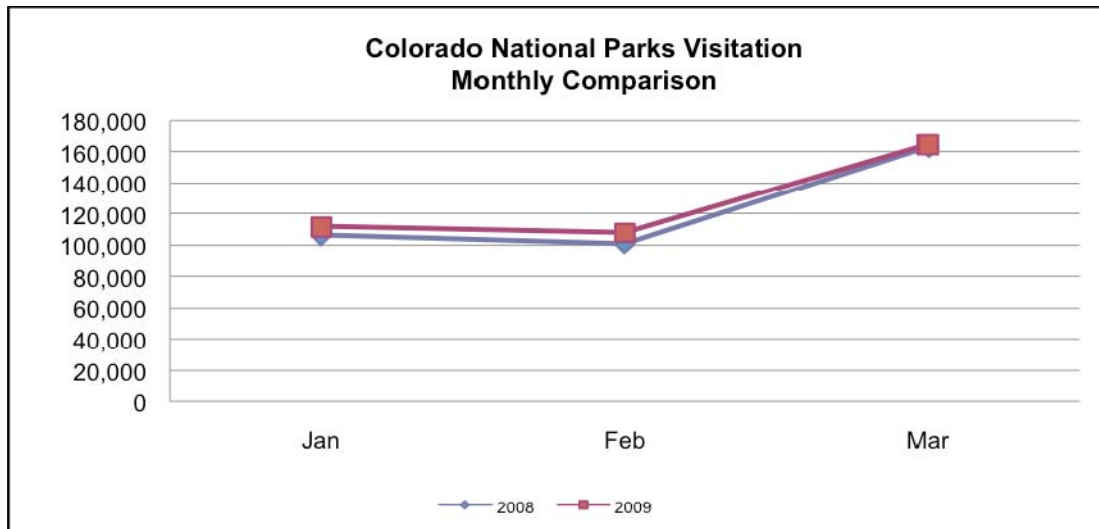
Colorado National Parks Visitation

Month	2008	2009	% Change
January	105,929	111,767	5.5%
February	100,847	108,039	7.1%
March	163,101	164,831	1.1%
Q1 Total	369,877	384,637	4.0%
Index*			
YTD Total	369,877	384,637	4.0%

*Base Period 2000=100

Source: National Park Service

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

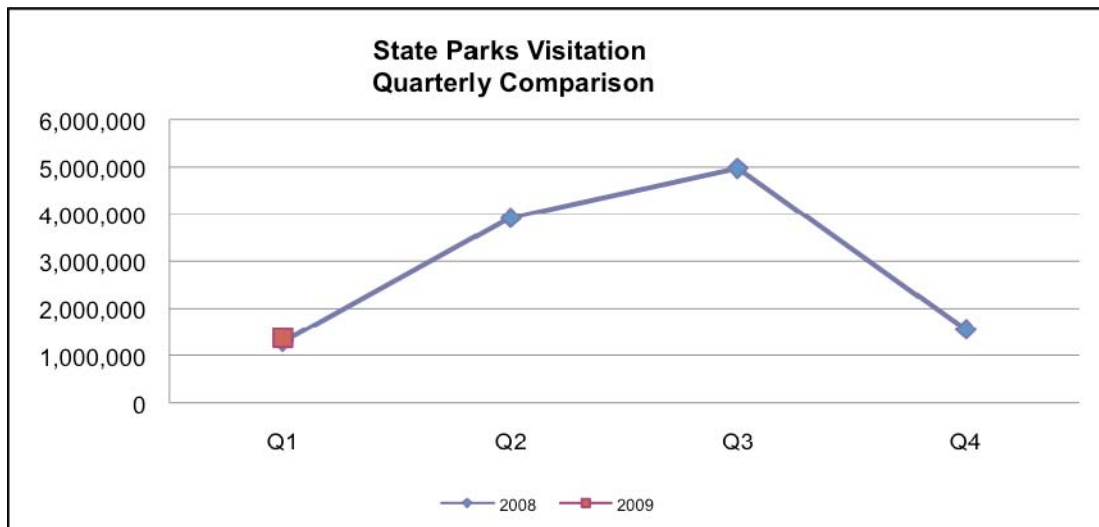
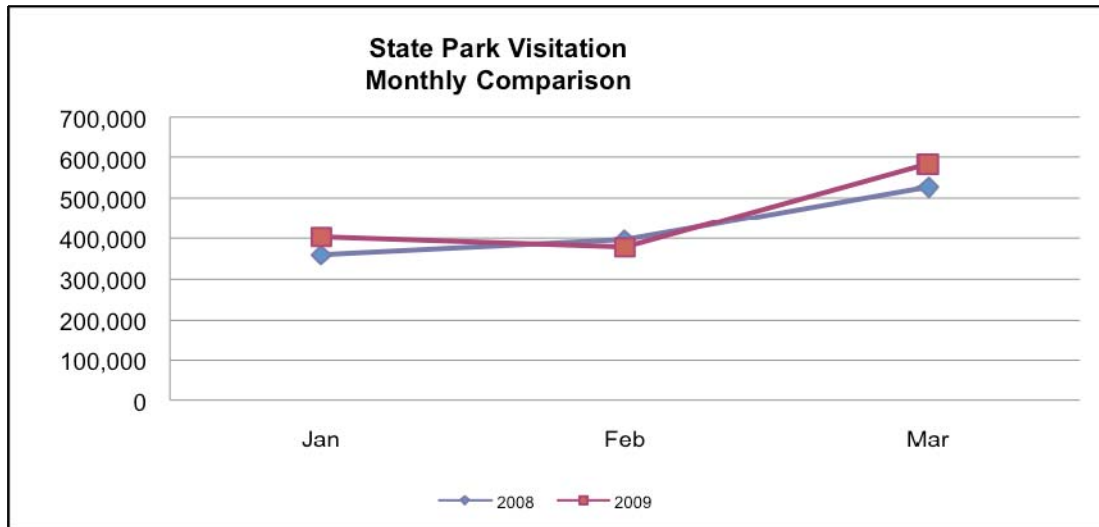


State Parks Visitation

Month	2008	2009	% Change
January	359,532	404,417	12.5%
February	396,666	378,623	-4.5%
March	528,325	585,318	10.8%
Q1 Total	1,284,523	1,368,358	6.5%
Index*			
YTD Total	1,284,523	1,368,358	6.5%

*Base Period 2000=100

Source: Colorado Division of State Parks

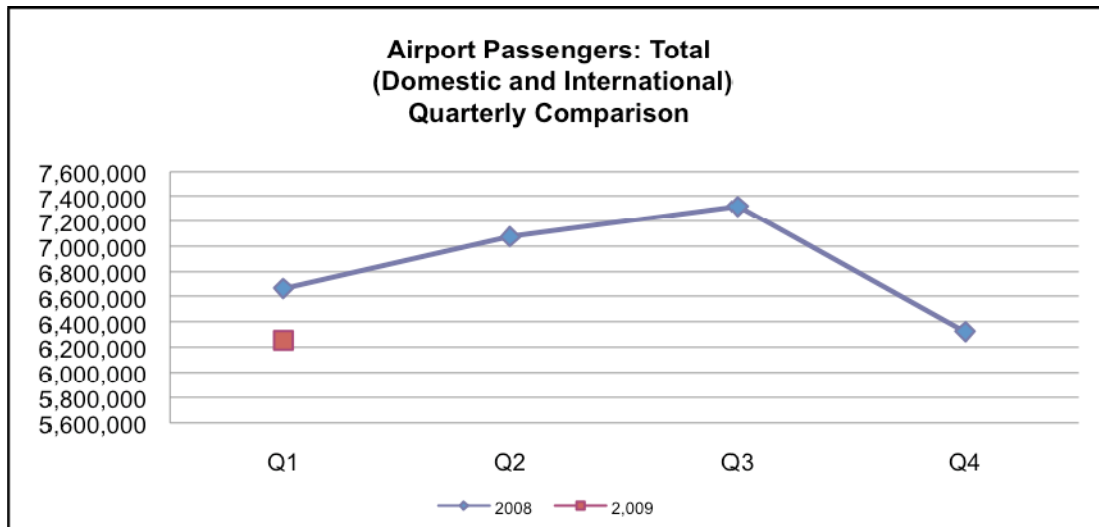
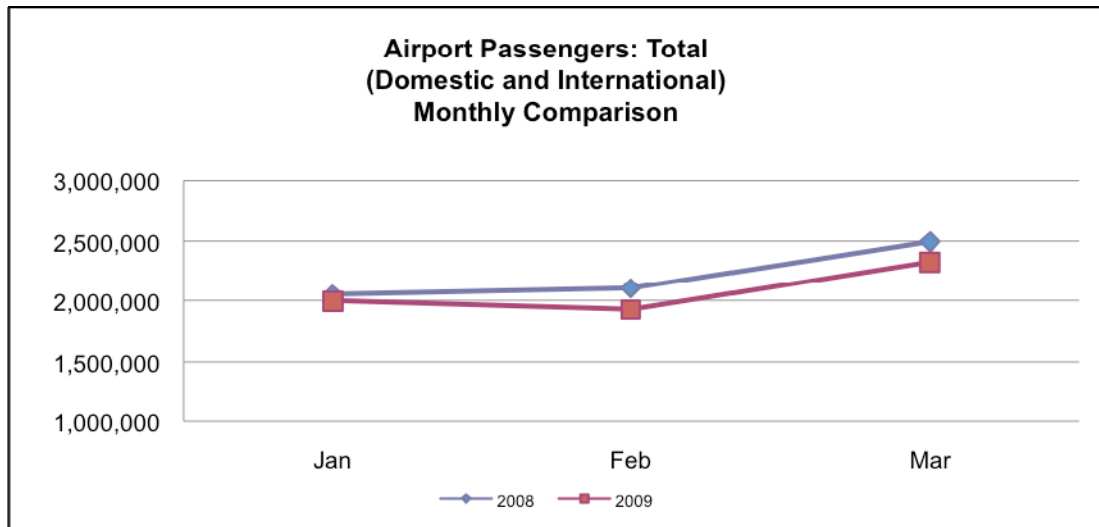


Airport Passengers - Total Incoming (Domestic & International)

Month	2008	2009	% Change
January	2,057,225	1,999,313	-2.8%
February	2,111,958	1,931,799	-8.5%
March	2,498,726	2,329,409	-6.8%
Q1 Total	6,667,909	6,260,521	-6.1%
Index*			
YTD Total	6,667,909	6,260,521	-6.1%

*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.

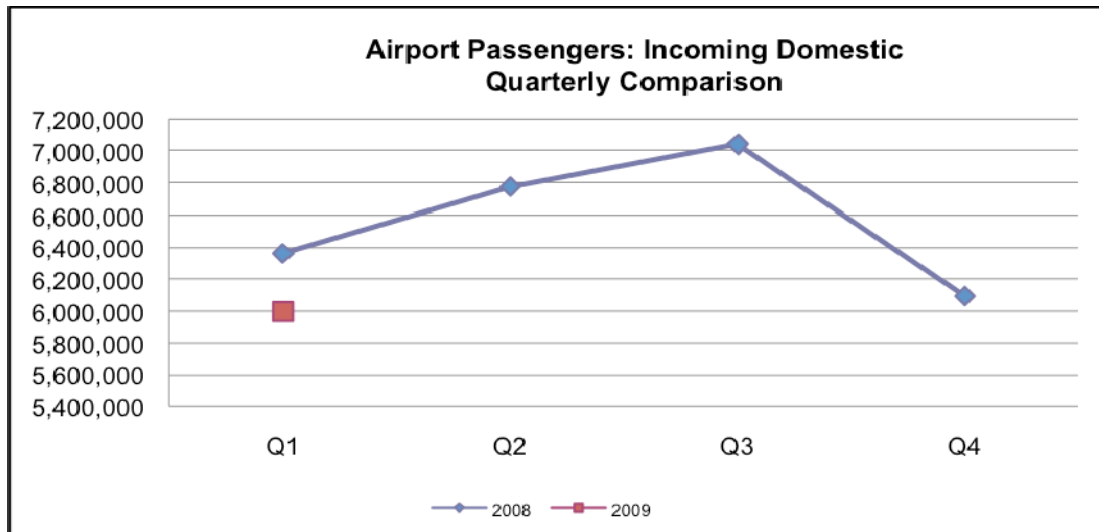


Airport Passengers - Incoming Domestic

Month	2008	2009	% Change
January	1,957,618	1,914,282	-2.2%
February	2,019,663	1,847,775	-8.5%
March	2,389,951	2,235,523	-6.5%
Q1 Total	6,367,232	5,997,580	-5.8%
Index*			
YTD Total	6,367,232	5,997,580	-5.8%

*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.

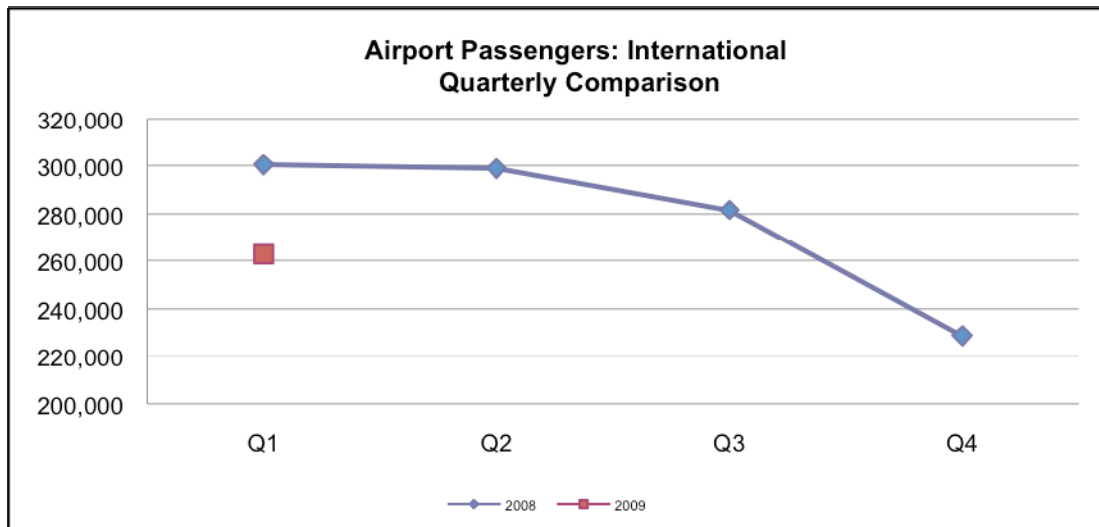


Airport Passengers - Incoming International

Month	2008	2009	% Change
January	99,607	85,030	-14.6%
February	92,295	84,024	-9.0%
March	108,775	93,886	-13.7%
Q1 Total	300,677	262,940	-12.6%
Index*			
YTD Total	300,677	262,940	-12.6%

*Base Period 2000=100

Source: Denver International Airport

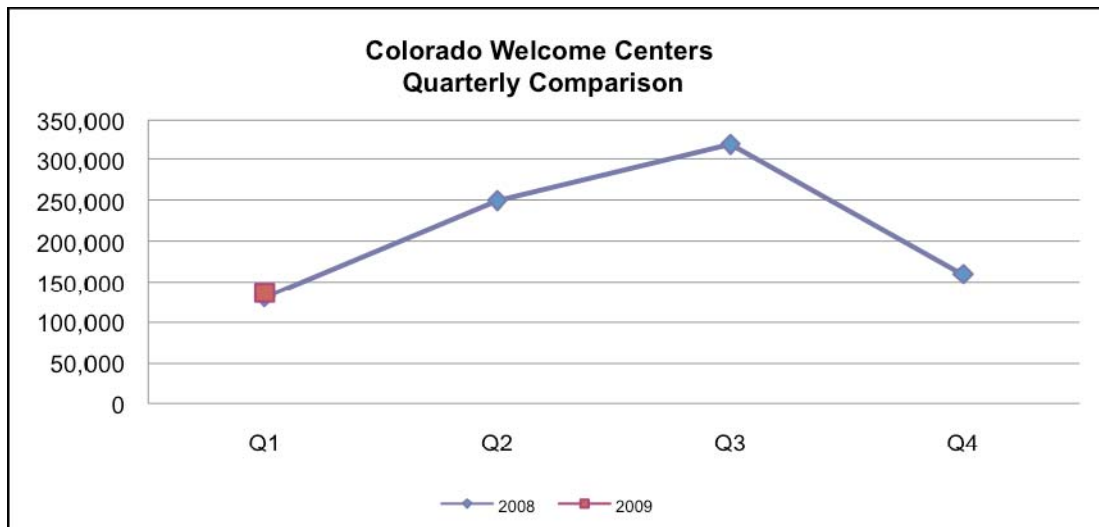
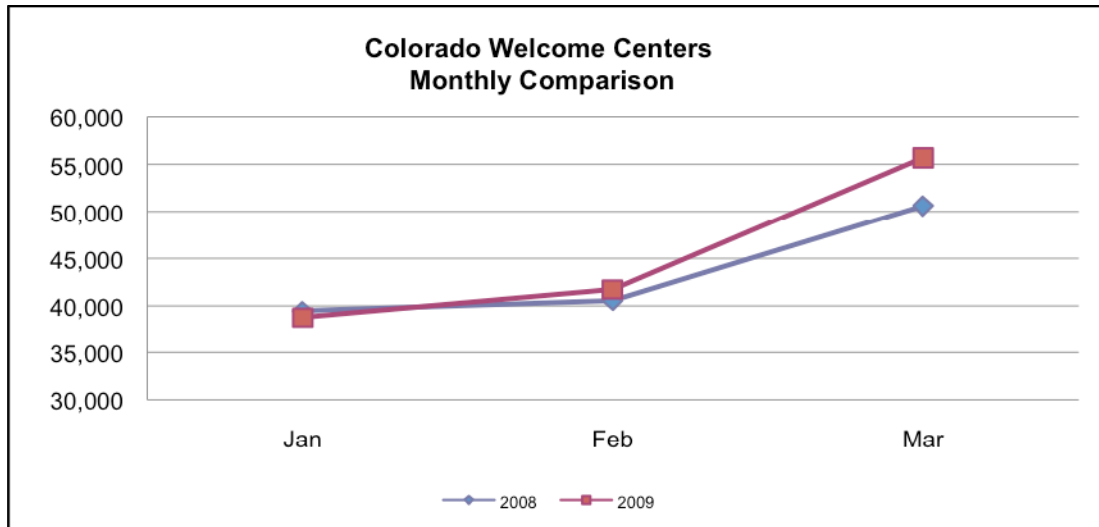


Colorado Welcome Centers

Month	2008	2009	% Change
January	39,483	38,789	-1.8%
February	40,539	41,744	3.0%
March	50,617	55,715	10.1%
Q1 Total	130,639	136,248	4.3%
Index*			
YTD Total	130,639	136,248	4.3%

*Base Period 2000=100

Source: Colorado Tourism Office



Attraction Attendance*

Month	2008	2009	% Change
January	223,299	107,793	-51.7%
February	230,833	96,298	-58.3%
March	512,442	140,874	-72.5%
Q1 Total	966,574	344,965	-64.3%
YTD Total	966,574	344,965	-64.3%

Source: 29 Colorado Attractions reporting in 2008; 10 Colorado Attractions reporting in 2009

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 March.

Further, despite extensive efforts, 19 attractions who reported in the same quarter could not provide monthly or quarterly attendance rates. As such, the large difference in attendance may not be so vast.

Also in each year, 19 attractions were closed for some portion of the quarter.

Skier Visits

Colorado Ski Country USA (CSCUSA) reported that total skier visits at its 22 member resorts were down 7.7 percent during the first period of the 2008-09 ski season, defined as October 15, 2008 through December 31, 2008. However, the first skier visit period does not include four days of the 2009 New Year's week, when resorts experienced high, and in some cases record, volumes of guests.

Twenty Six Resorts	2007-2008	2008-2009	% Change
Total Skier Visits*	2,873,363	2,652,114	-7.7%

Source: Colorado Ski and County

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.

*Please note that Skier Country USA is no longer reporting individual skier visits. The numbers listed above are based on 2007-2008 reported visits (2,873,363) and the estimated visits based on CSCUSA's reported decrease in attendance of 7.7%