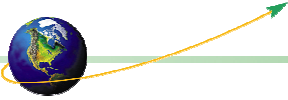


Colorado Visitors Study

Final Report

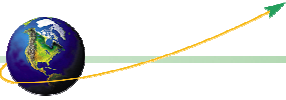
May 2001

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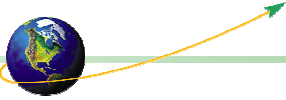
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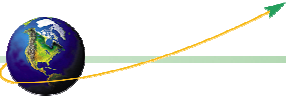
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Background and Purpose



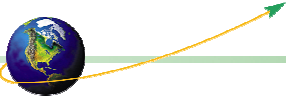
- Longwoods International was commissioned to conduct research on travel and tourism in Colorado during 2000.
- The research updates previous studies of Colorado's travel profile.
- The purpose of the research is to provide data on:
 - *the size of Colorado's travel market and the volume of expenditures it generates*
- The study also provides intelligence on:
 - *Colorado's key sources of business*
 - *the Colorado traveler profile*
 - *trip characteristics*
 - *trip planning, transportation, accommodations, dining, sports, recreation, sightseeing, entertainment, etc.*
 - *Colorado's product delivery in terms of over 60 destination attributes.*

Background and Purpose



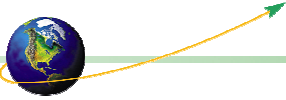
- ⦿ Throughout this report we emphasize pleasure travel to the state, especially the ski trips, touring trips and outdoors trips that are Colorado's largest vacation travel segments.
- ⦿ Where appropriate, comparisons are made with data from previous research.
- ⦿ In addition, U.S. travel norms are provided to put the data for Colorado in perspective.
- ⦿ The study focuses on overnight travel; day trips are not included.

Method



- A representative sample of Colorado visitors was identified through **Travel USA®**, Longwoods' annual syndicated survey of the U.S. travel market.
- **Travel USA®** contacts 200,000 U.S. households annually.
- The households are members of a major consumer mail panel which is balanced statistically to be representative of the U.S. in terms of key demographic characteristics.
- **Travel USA®** is conducted quarterly and the travel patterns of a randomly selected adult (18+) member of the household are identified.

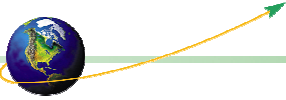
Method



- ◉ To obtain more details on the Colorado trip, including information on their expenditures in Colorado, a sample of 1,952 travelers to Colorado in 2000 was sent a detailed follow-up survey.
- ◉ Included with the survey was a map of Colorado to help respondents identify the places they had visited.
- ◉ A total of 1,442 returned the survey for a response rate of 74%.
- ◉ A parallel survey was sent to a representative sample of US travelers to provide normative data.
- ◉ Please see the appendix for a copy of the questionnaires.

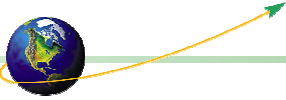
Highlights and Conclusions

Market Size and Structure



- ◉ U.S. residents took an estimated 24.7 million overnight trips to Colorado during 2000 – including 19.8 million pleasure trips and 4.9 million business trips.
- ◉ Pleasure travel consists of two distinct groups – trips to visit friends/relatives and “marketable” pleasure trips, i.e. trips for the purpose of touring, skiing, visiting a city, etc.
- ◉ Visiting friends and relatives continues to be by far the most common reason for pleasure travel to the state (52%), followed by:
 - ◉ *Touring trips (11%)*
 - ◉ *Outdoors trips (9%)*
 - ◉ *Ski trips (8%)*
 - ◉ *Special event trips (8%)*

Market Size and Structure



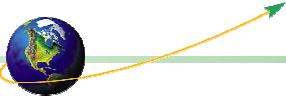
- ◉ Pleasure travel to Colorado decreased for the second consecutive year. This decrease was accounted for by the marketable trip segment.
 - ◉ *Marketable trips dropped to 9.6 million visits from 11.3 million in 1999, while visits to friends and relatives rose from 9.6 million to 10.2 million, its highest level ever.*
- ◉ As a result, Colorado's market share for pleasure travel overall, and for marketable trips, continued to decline in 2000.

Market Size and Structure



- ◉ While pleasure travel to Colorado declined in 2000, business travel rose 8% versus 1999 to 4.9 million overnight visitors.
- ◉ These pleasure and business travel volume estimates are based on trips taken by individuals 18 years of age or older, and include 4.9 million trips by residents of Colorado. They do not include day travel.

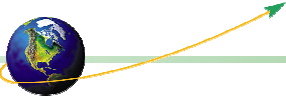
Purpose of Trip



- People coming to visit friends and relatives continued to be the single largest segment of overnight pleasure visitors to Colorado:
 - *Colorado has now become somewhat more reliant on VFR travel than the typical U.S. destination (52% of Colorado pleasure travel vs. 49% nationally).*
- Looking at other pleasure trips in more detail, the volumes of visitors in Colorado's key marketable tourism segments in 2000 were as follows:

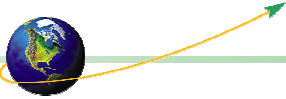
○ <i>Touring trips</i>	<i>2,260,000</i>
○ <i>Outdoor trips</i>	<i>1,740,000</i>
○ <i>Ski trips</i>	<i>1,600,000</i>
○ <i>Special event trips</i>	<i>1,540,000</i>
○ <i>Combined business/pleasure trips</i>	<i>1,240,000</i>
○ <i>City trips</i>	<i>380,000</i>

Purpose of Trip



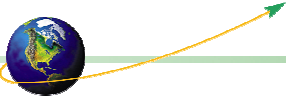
- ◉ The decrease in marketable trips to Colorado occurred in five of these top six segments.
- ◉ The exception was special event trips, which increased slightly.

Expenditures



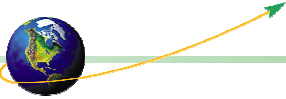
- In 2000, overnight travelers spent \$6.9 billion in Colorado - \$5.5 billion by pleasure travelers and \$1.4 billion by business visitors.
 - *\$2.2 billion of the total was spent in Denver, and \$4.7 billion in other regions of Colorado*
- Travel spending decreased 4% from \$7.2 billion in 1999, mainly reflecting the decline in people on marketable trips and higher numbers of people visiting friends and relatives:
 - *people visiting friends and relatives spend considerably less than those on marketable trips*
- Travelers staying in commercial accommodations such as hotels, motels, inns, resort and other rental accommodations contributed 69% of visitor expenditures.
- The remainder was accounted for by people staying in private homes of friends and relatives, in vacation homes, and in public or private campgrounds.

Expenditures



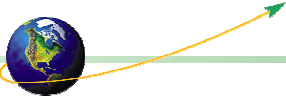
- ◉ Tourism and travel expenditures benefited a variety of Colorado businesses.
- ◉ The accommodations and restaurant sectors shared over half of all visitor spending in 2000, garnering \$2.2 billion and \$1.6 billion, respectively.
- ◉ Substantial amounts were also spent on:
 - ◉ *Retail purchases (\$1.3 billion)*
 - ◉ *Local transportation, including car rentals, gasoline purchases and public transportation (\$1.3 billion)*
 - ◉ *Skiing, including lift charges and equipment rental (\$312 million)*
 - ◉ *Other sightseeing, recreation and entertainment activities (\$212 million)*

Expenditures



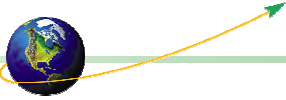
- ◉ The purpose of the trip had a big influence on the amount of money a traveler spent in Colorado:
 - ◉ *The average business traveler to Colorado spent \$83 per person per day, while people on “marketable” pleasure trips spent \$78 daily.*
 - ◉ *Skiers were the vacationers who spent the most per capita (\$142 per person per day) – despite comprising only 6% of all Colorado visitors, they contributed 19% of visitor expenditures.*
 - ◉ *The lowest expenditures were among people coming to visit friends and relatives – their daily per person spending totaled only \$37.*

Colorado Travel Trends



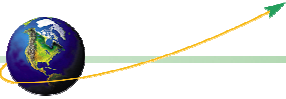
- ◉ Although state funding for marketing is now on stream for the first time in 9 years through the CTO, Colorado must still play major catch-up in terms of visitor volumes and spending.
 - ◉ *Since the wind-up of the Colorado Tourism Board in 1992, pleasure visitor numbers declined sharply then made a slow recovery until 1998.*
 - ◉ *After peaking in 1998, pleasure visitor numbers were down 4% in 1999 and a further 5% in 2000.*
- ◉ The decrease in tourism in 2000 was likely a reaction to higher gasoline prices, a problem affecting most Mountain states which, like Colorado, are long distance destinations.
 - ◉ *But other states in the region had generally kept pace with national growth in tourism until last year, while Colorado has not.*

Colorado Travel Trends



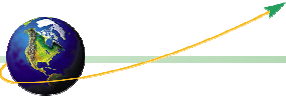
- ⊙ For the first time in 2000, Colorado was more reliant on people visiting friends and relatives than on people visiting for other types of vacations, such as touring, ski, and outdoor trips.
 - ⊙ *In 2000, visits to friends and relatives and business travel rose versus 1999*
 - ⊙ *However, in-state travel and marketable pleasure trips dropped off*
- ⊙ The combination of Colorado's decline with growth in travel nationally meant that Colorado's market share continued to diminish in 2000.

Colorado Travel Trends



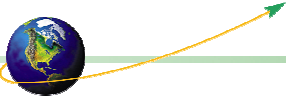
- Ski travel to Colorado was down slightly for the year.
- Nonetheless, the state retained its number one ranking as a ski destination, drawing close to 20% of the overnight ski travel market.
- Travel expenditures by tourists in 2000 were down 4% from 1999:
 - *When inflation is factored in, the decrease amounts to 7%*
 - *in inflation adjusted dollars, 2000 tourism expenditures were 14% lower than in 1992*

Sources of Business



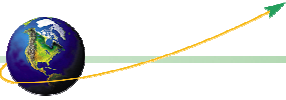
- Most Colorado visitors over the past several years have come from the Western states comprising the Mountain, West North Central and West South Central census divisions.
- However, the proportion of visitation from within and outside this region has changed over time:
 - *In 1992, 42% of Colorado visitors were from outside the region, but by 1997 the level had dropped to only 33%.*
 - *It now appears that 1997 was the bottom of the trend.*
 - *2000 data indicate a continuing shift towards re-broadening the State's tourism base, particularly within the Pacific Coast region.*

Sources of Business



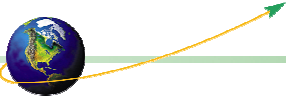
- ⊙ The top state sources of tourism, other than Colorado itself, were:
 - ⊙ *California*
 - ⊙ *Texas*
 - ⊙ *Illinois*
 - ⊙ *Arizona*
- ⊙ The key out-of-state urban markets in 2000 were:
 - ⊙ *Los Angeles*
 - ⊙ *Dallas/Fort Worth*
 - ⊙ *Chicago*
 - ⊙ *Kansas City*
 - ⊙ *Phoenix*

Visitor Profile



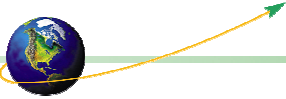
- The demographic profile of Colorado's overnight pleasure visitors in 2000 was very similar to the national norm for travelers:
 - *average age of 44*
 - *a majority (62%) are married*
 - *About 3 in 10 have children under 18 living at home*
 - *half are college graduates and have family incomes of more than \$50,000 a year*
- The only exception:
 - *Colorado travelers are more likely to live in smaller towns and cities as opposed to very large urban centers – which is consistent with the population distribution of the region*

Trip Profile



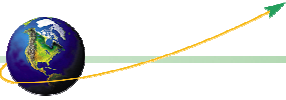
- ◉ Compared to the national average, far more Colorado vacationers (71% vs. 42%) traveled 500 miles or more to reach their destination.
- ◉ These greater travel distances meant that compared to the U.S. travel norms, Colorado tourists were more likely to:
 - ◉ *Plan and book their trip well in advance, with over 60% booking all or part of their Colorado trip at least two months in advance.*
 - ◉ *Consult various information sources when planning their trip, including the internet, books, and airlines.*
 - ◉ *Fly rather than drive to their destination, and rent a car upon arrival.*

Trip Profile



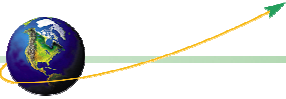
- ◉ Internet usage for trip planning continued to rise in 2000, with 28% of Colorado pleasure visitors and 17% of business visitors using the internet to plan their trip.
 - ◉ *Both of these numbers are slightly higher than the U.S. norm.*
- ◉ Internet usage for trip booking is also increasing in popularity, now surpassing the use of travel agents for advance booking, among both Colorado visitors and travelers nation-wide.
 - ◉ *37% of Colorado visitors used the internet to book all or part of their trip in 2000, compared to 26% nationally.*
 - ◉ *19% of Colorado visitors used a travel agent to book all or part of their trip, compared to the norm of 18%.*

Trip Profile



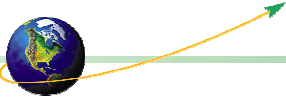
- ⊙ About 6% of pleasure travel to Colorado involved some form of prepaid package, which is somewhat below the U.S. norm (9%):
 - ⊙ *Ski vacationers were the segment most likely to take advantage of package deals, followed by touring vacationers.*
- ⊙ An average of 5.0 nights were spent in-state by Colorado visitors in 2000:
 - ⊙ *The total trip length for Colorado travelers was longer than the national norm, and slightly longer than in 1999.*
- ⊙ As in 1999, almost half of all visitor nights in Colorado were spent in the homes of friends and relatives, which is higher than the U.S. average:
 - ⊙ *Compared to 1999 (17%) and the national norm (21%), hotel stays in 2000 were much lower at 13% of trip nights.*

Trip Profile



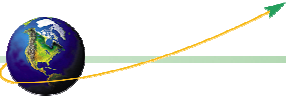
- The Colorado vacation travel party is very similar to that to other destinations, typically consisting of about 3 people, with a spouse plus a child, another relative or a friend.
- About one third of travel to Colorado occurred in the summer months, slightly more than the national norm.
- A very high proportion of Colorado visitors (89%) had visited the state previously:
 - *This was up to its highest level since 1992, with Colorado being considerably more reliant on repeat visitation than the average destination..*

Trip Experience



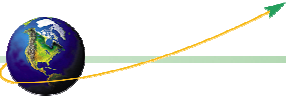
- ◉ Denver Metro was the most popular region for Colorado vacationers in 2000, followed closely by the Northwest and South Central regions:
 - ◉ *Each attracted about 3 in 10 visitors for an overnight stay*
- ◉ The popularity of the other regions was about the same as in 1999, ranked as follows with respect to attracting overnight visits:
 - ◉ *North Central (22%)*
 - ◉ *Southwest (15%)*
 - ◉ *Southeast (9%)*
 - ◉ *Northeast (5%)*

Trip Experience



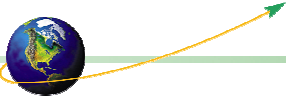
- Visitors to the Denver Metro region often enjoyed:
 - *Shopping at one of the city's many malls and outlets – mainly the 16th Street Mall, Cherry Creek Shopping Center and Castle Rock Factory Outlets.*
 - *Visiting local sights such as the LoDo Historic District, Colorado State Capitol, or Coors Brewery.*
 - *Attending a sporting event such as Colorado Rockies baseball.*

Trip Experience



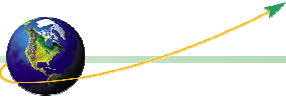
- The most popular tourist spots for vacationers who ventured to other regions of Colorado included:
 - *Several ski resort towns in the Northwest, including Breckenridge, Grand Junction, Vail, and Glenwood Springs.*
 - *North Central destinations such as Boulder, Fort Collins, Estes Park and Rocky Mountain National Park.*
 - *Garden of the Gods drew the most visitors in the South Central region, followed by Pikes Peak, Manitou Springs and Royal Gorge.*
 - *Durango and Pueblo were the most visited places in the remaining southern parts of the state, while Fort Morgan was most popular in the Northeast.*

Trip Experience



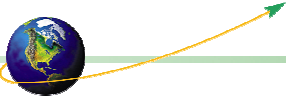
- A visit to Colorado includes a great deal of variety in terms of activities and sightseeing:
 - *Naturally Colorado visitors were much more likely than those to other destinations to experience the mountains, as well as the wilderness and outdoors activities.*
 - *Colorado vacationers experienced landmarks, historic areas and museums to about the same extent as the norm for other destinations.*
 - *Activities such as fine dining, nightlife and live entertainment were less often part of the Colorado experience than they would be for the typical destination.*

Travel Profile by Segment



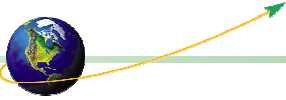
- ◉ Colorado's three key travel segments – touring, outdoors and ski trips – have quite distinct profiles.
- ◉ Touring travelers to Colorado in 2000 had the following characteristics:
 - ◉ *the oldest group of the three segments*
 - ◉ *well-educated, but otherwise the least upscale of the three groups and less upscale than the touring norm with respect to their occupation and income.*
 - ◉ *planned their trip furthest in advance, and made extensive use of the internet and other information sources for planning.*
 - ◉ *took the longest trips, but spent the least amount of time in Colorado itself*
 - ◉ *most reliant on the car for transportation.*
 - ◉ *much more independent travel and fewer packages compared to the U.S. norm.*

Travel Profile by Segment



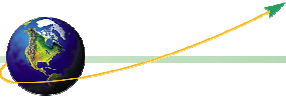
- Colorado's outdoors vacationers were:
 - *Older than the norm, and skewed male to an even greater extent than is typical for outdoor travelers.*
 - *More upscale in terms of occupation, income, and education than the national average.*
 - *Much more likely than the norm to plan and book their trip using the internet.*
 - *The smallest travel party size, but take fairly long trips.*
 - *More likely to fly to Colorado than is usual for other destinations.*

Travel Profile by Segment



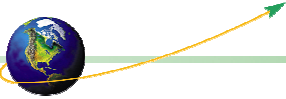
- Colorado's ski vacationers were:
 - *The youngest group, and skewed male.*
 - *Very upscale compared to other segments and the ski norm.*
 - *Most likely to book their trip in advance, use travel agents, and fly to Colorado.*
 - *Most likely to use packages and group tours.*
- Compared to national norms, all three segments were especially likely to be repeat visitors to the state, and all trips involved far greater travel distances than the national average.

Product Delivery



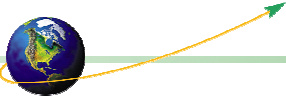
- Colorado's "product delivery" or image as a travel destination among recent visitors is still strong in 2000.
- Colorado's overall satisfaction rating was very high, with 85% of visitors agreeing that they would "really enjoy visiting again", compared to the national norm of 76%.
- In order for Colorado to be considered so favorably for future travel, it had to perform well on a number of image variables that are very important in predicting whether or not a person wishes to return:
 - *Suitability for various members of their travel party including both adults and children*
 - *Excitement – the ability of the destination to deliver a once-in-a-lifetime experience and an overall sense of adventure.*

Product Delivery



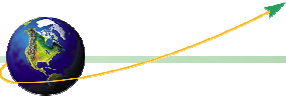
- Other variables that are somewhat important drivers of interest in returning to a destination are:
 - *The perceived popularity of the destination*
 - *Availability of sightseeing activities*
 - *How worry-free the experience was in terms of stress and perceived safety*
 - *The availability of first-class accommodations and dining*
 - *Options for sports and recreation*
 - *Uniqueness of the experience*
 - *Climate*
- Perceptions of affordability and availability of entertainment are relatively unimportant at this consideration stage; however, affordability will increase in importance if and when people start the planning and booking process.

Product Delivery



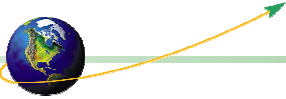
- The high percentage of interest in repeat visitation to Colorado can be explained by the state's ability to outperform the average destination in virtually every area, especially:
 - *Excitement*
 - *Being a family destination*
 - *Outstanding sightseeing including the state's beautiful scenery and the variety of things to see and do*
 - *Availability of sports and recreation activities such as mountain climbing, skiing, hiking, river rafting and camping*
 - *Great resorts*
 - *Being relaxed, safe and uncrowded*

Product Delivery



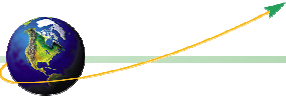
- ⦿ Colorado's climate is considered to be roughly on par with other destinations.
- ⦿ Colorado fell short of the average destination in only a few areas:
 - ⦿ *Affordability – due to costs associated with travel distance as well as accommodations, dining, and packages*
 - ⦿ *Entertainment options available, particularly live music and nightlife*
 - ⦿ *Unique cuisine*
 - ⦿ *The existence of first-class hotels and elegant dining.*

Conclusions



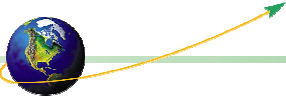
- On the positive side:
 - *Tourism made a major contribution to Colorado's economy in 2000, generating \$6.9 billion in direct expenditures by pleasure and business visitors.*
 - *Business travel to the state continued to rise, as growth in the national economy was maintained.*
 - *Colorado was still the top ski destination in America, suffering only a slight loss of market share as snow returned to the non-Mountain states at the end of 2000.*
 - *Colorado's product delivery is superb – the state's image among recent visitors is extremely positive, showing that visitors' expectations are surpassed in almost every way.*

Conclusions



- The other side of the coin is:
 - *Pleasure visitor volumes in 2000 continued their slide back to 1996 levels, after showing some promise of rallying over the past few years.*
 - *The state has grown even more reliant in the past on low yield visits to friends and relatives.*
 - *Although a limited advertising campaign was mounted in 2000, it is not surprising that the slump in visits by people on other “marketable” types of trips and by in-state travelers was ongoing.*
 - *Market share for pleasure travel to the state continued its slide.*
 - *Pleasure visitor spending, after inflation is taken into account, was 14% lower than in 1992.*

Conclusions

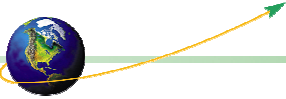


- ◉ Colorado's main challenges for the future will be to:
 - ◉ *Ensure marketing is given a level of financial support that allows the state to equal or exceed the growth in tourism achieved by competitive states in the region.*
 - ◉ *Mount an offence to the impact of rising oil prices on travel planning and destination choice:*
 - ◉ *This may mean a greater focus on the regional and in-state market in the short term until prices stabilize and consumers adjust.*
 - ◉ *Rebuild leisure visitor numbers and spending, targeting people on marketable trips who spend a lot more than those visiting friends and relatives.*
 - ◉ *In the longer term, rebuild the national market and, in doing so, attract new visitors to reduce dependence on repeat traffic.*

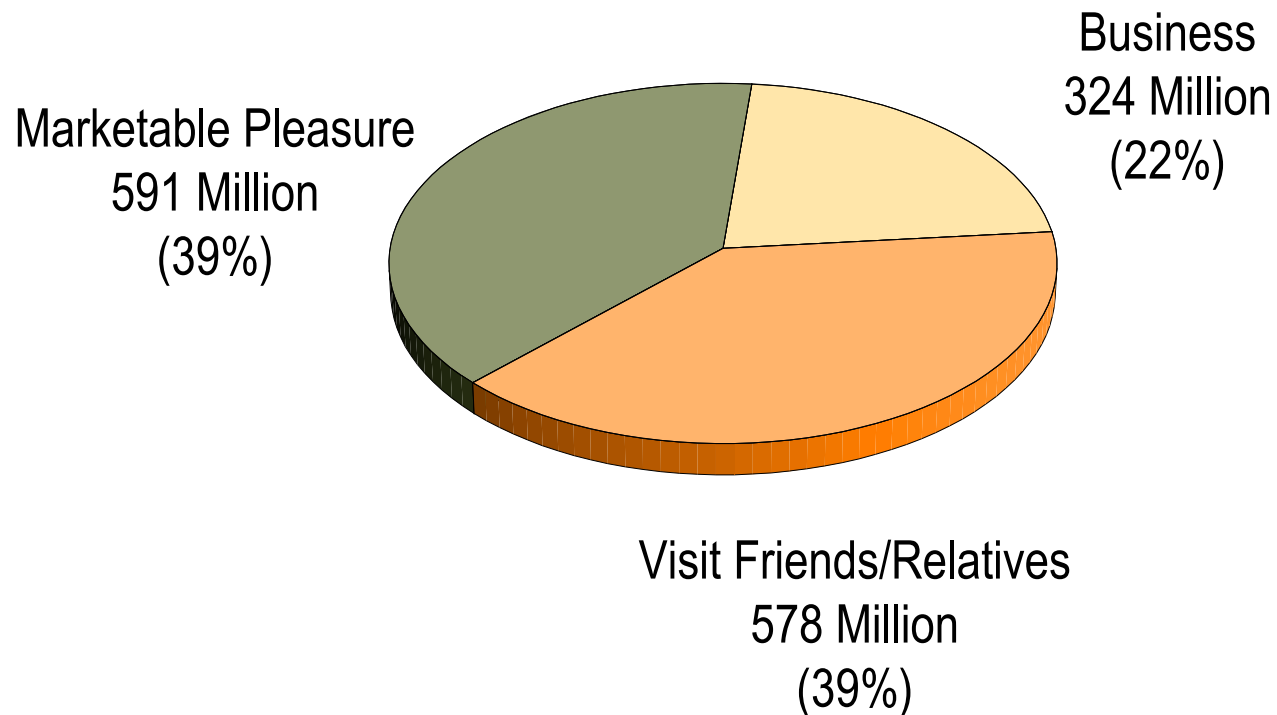
Results in Detail

Size & Structure of the U.S. Travel Market

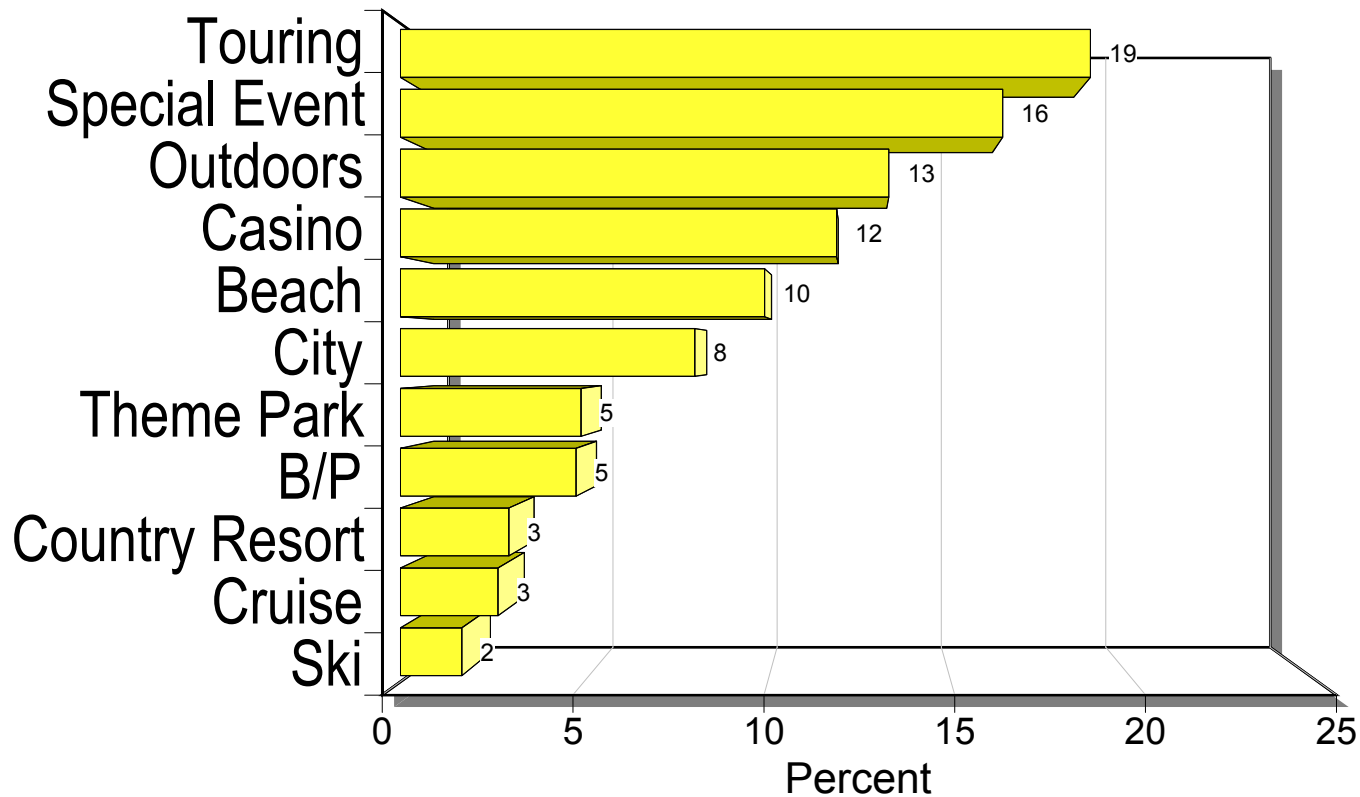
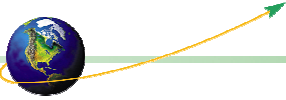
Size of the U.S. Travel Market — 2000 Overnight Trips



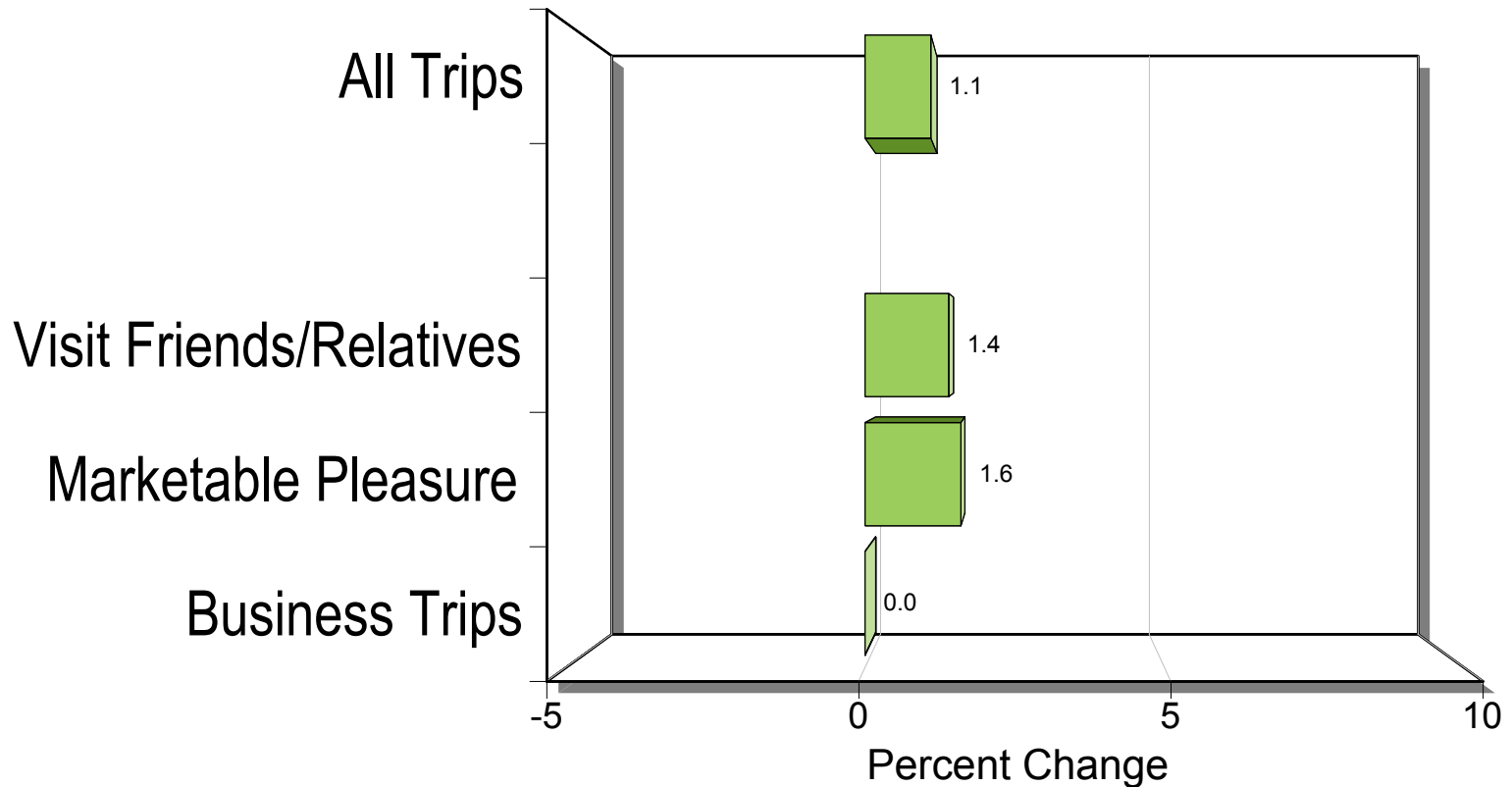
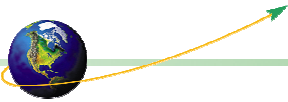
Total = 1.493 Billion



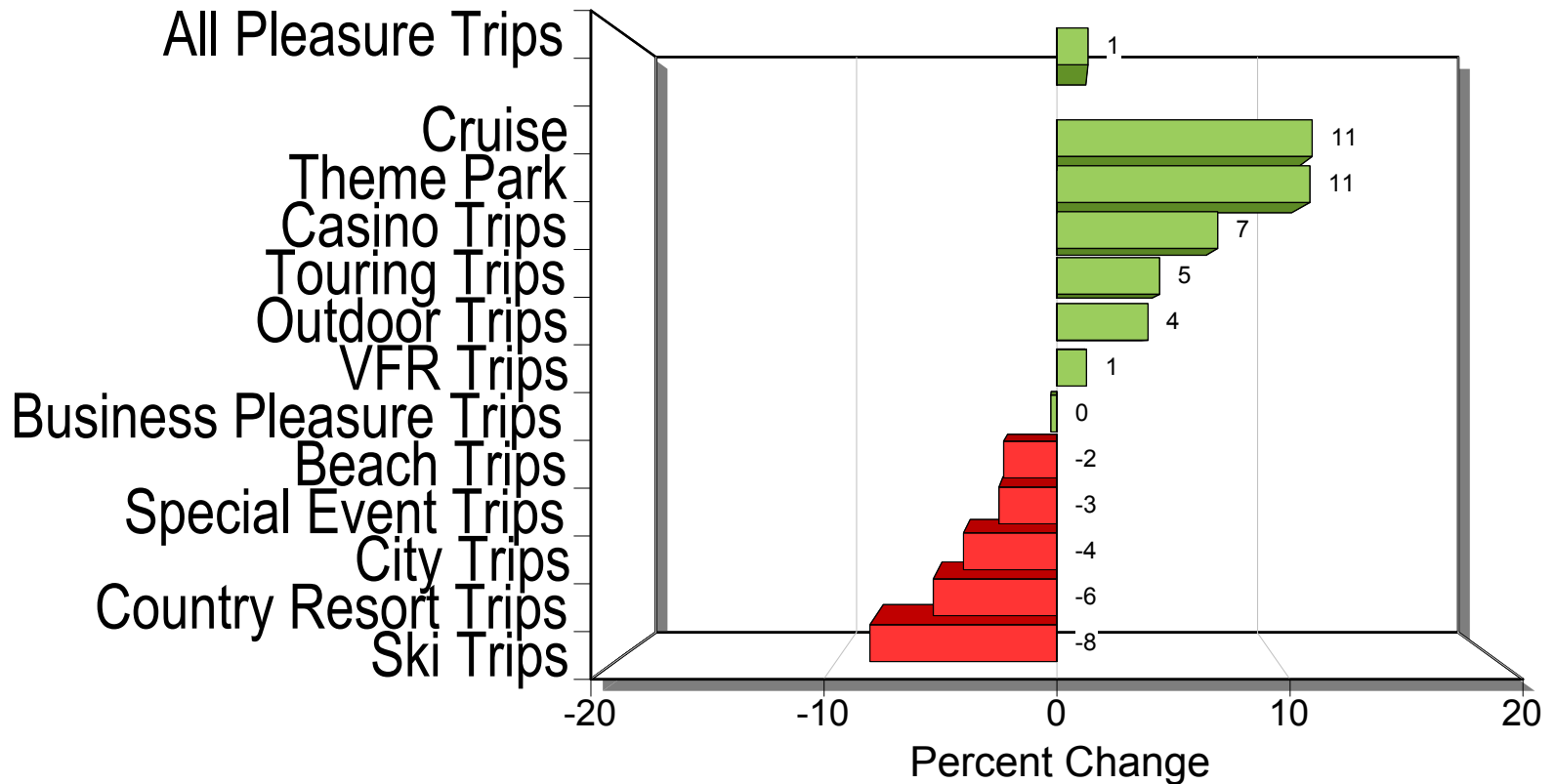
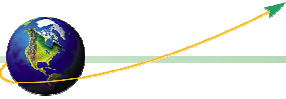
U.S. Overnight Marketable Trip Mix — 2000 Travel Year



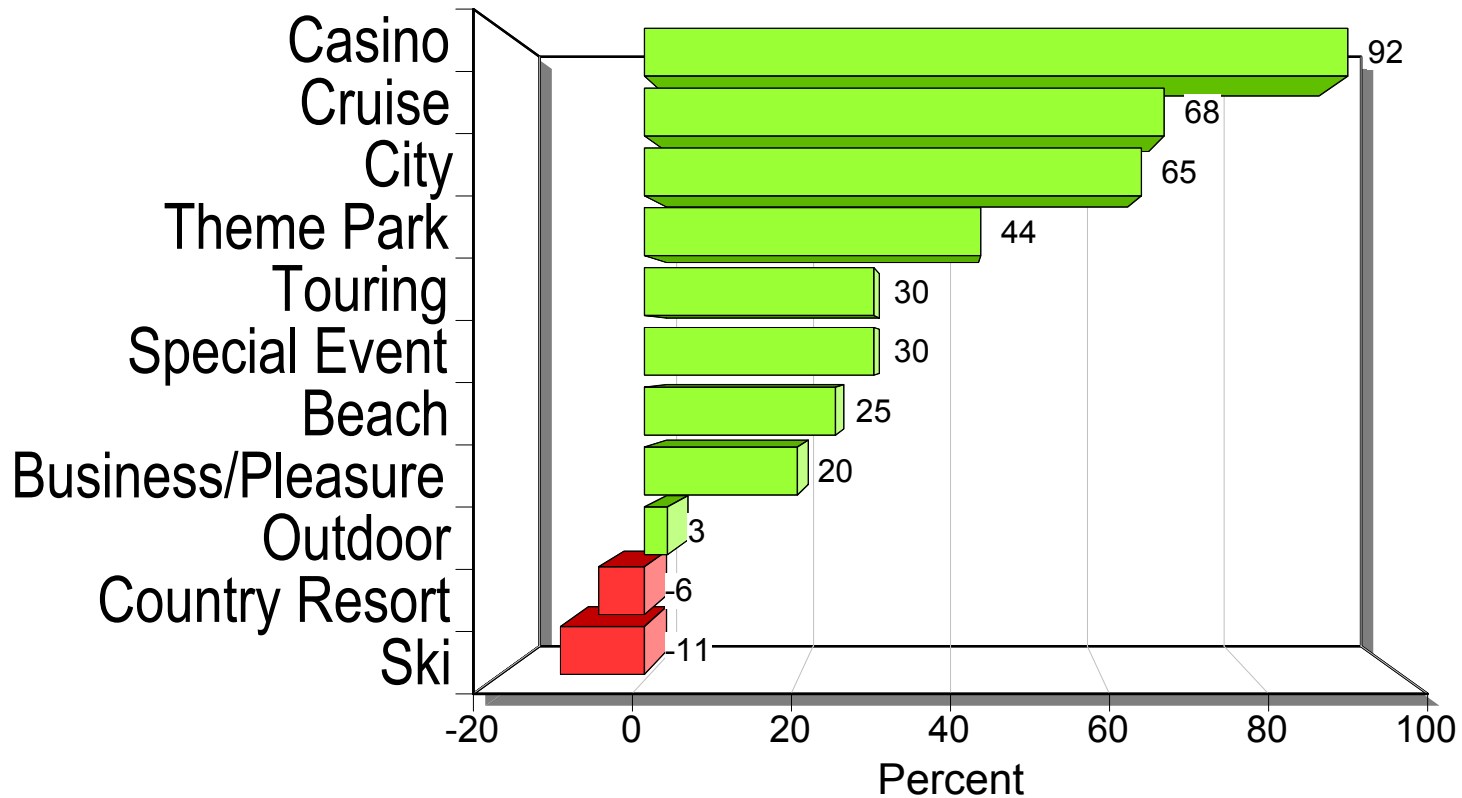
U.S. Market Trends – 2000 vs. 1999



U.S. Market Trends – 2000 vs. 1999

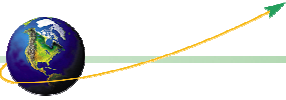


U.S. Marketable Trips % Change - 2000 vs. 1994



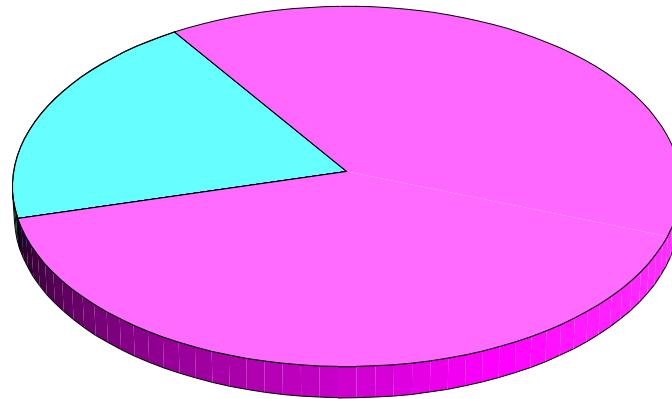
Size & Structure of Colorado's Travel Market

Overnight Trips to Colorado in 2000



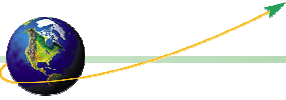
Total = 24.7 Million

Business
4.9 Million



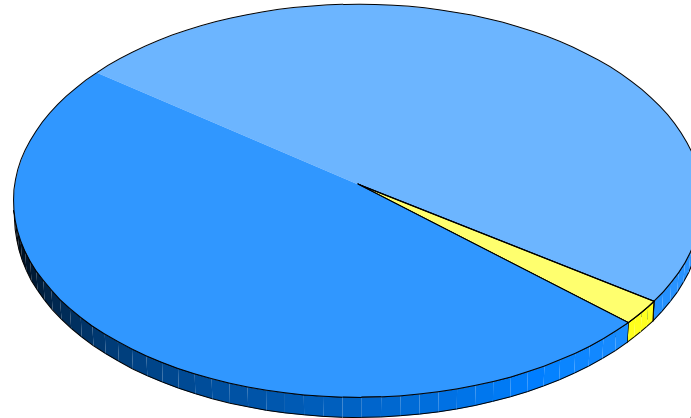
Pleasure
19.8 Million

Stayed Overnight in Colorado vs. Pass Thru



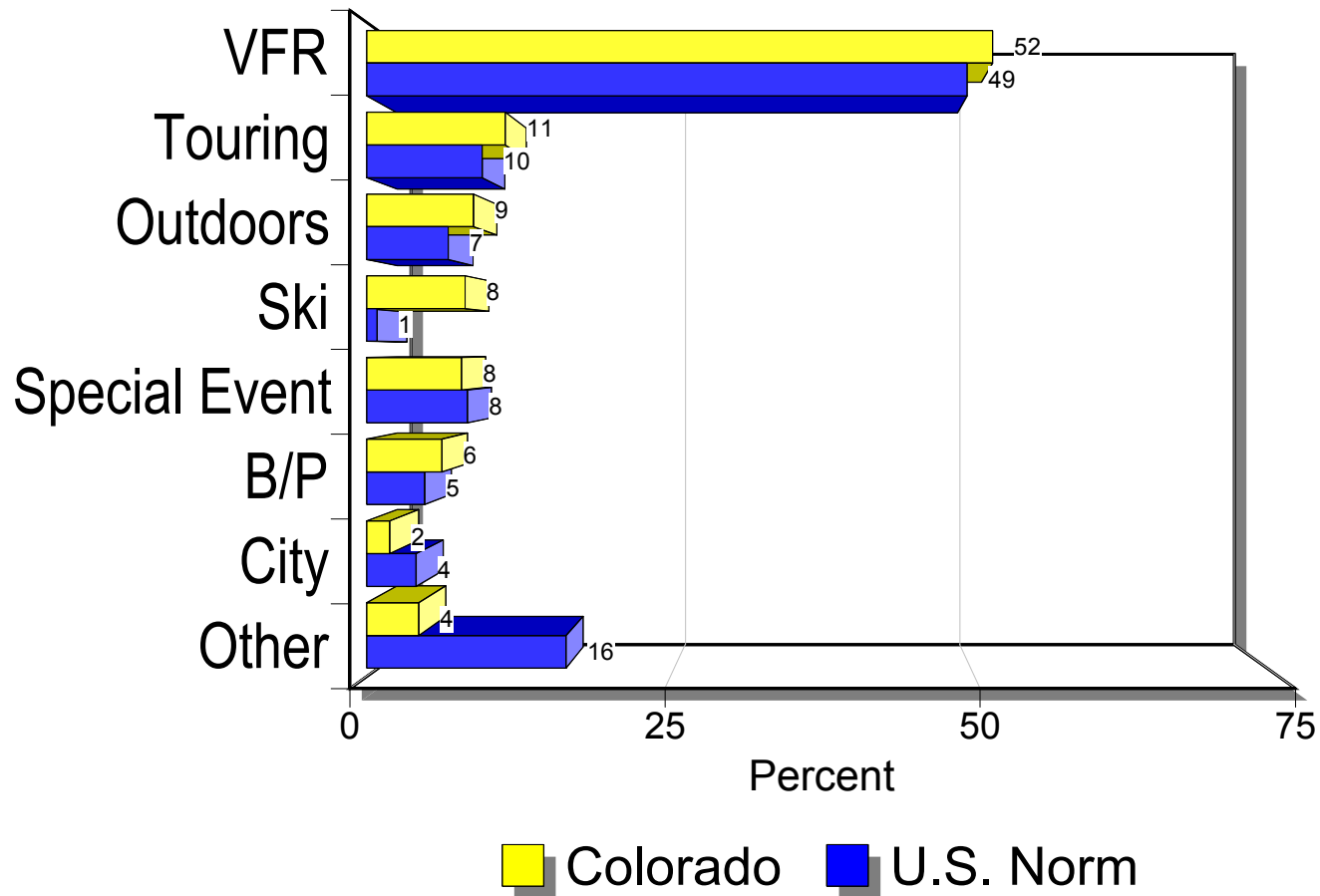
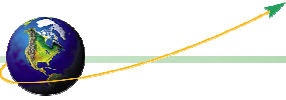
Total Trips = 24.7 Million

Overnight in Colorado
24.3 Million
(98%)

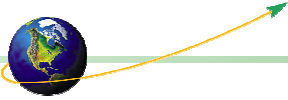


Pass Thru
0.4 Million
(2%)

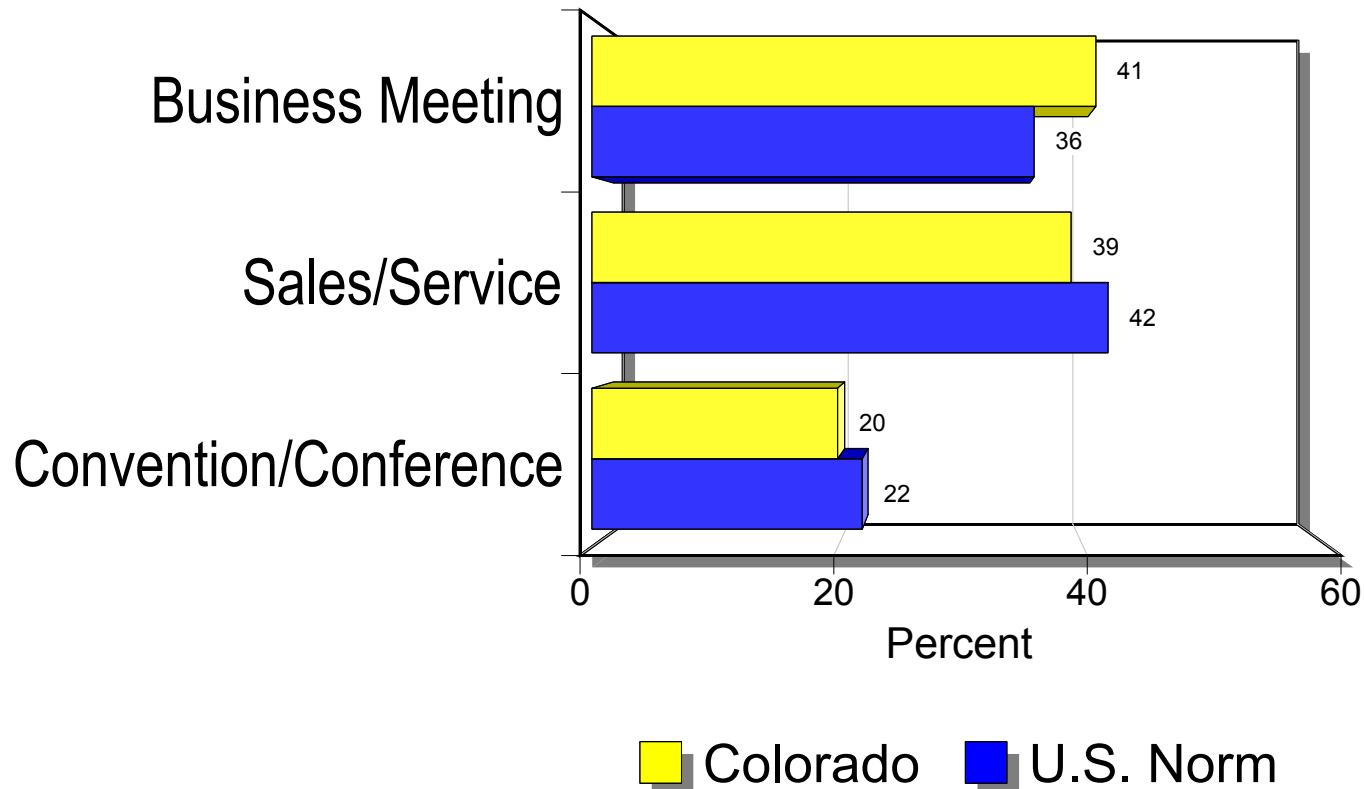
Main Purpose of Pleasure Trips vs. the U.S. Norm



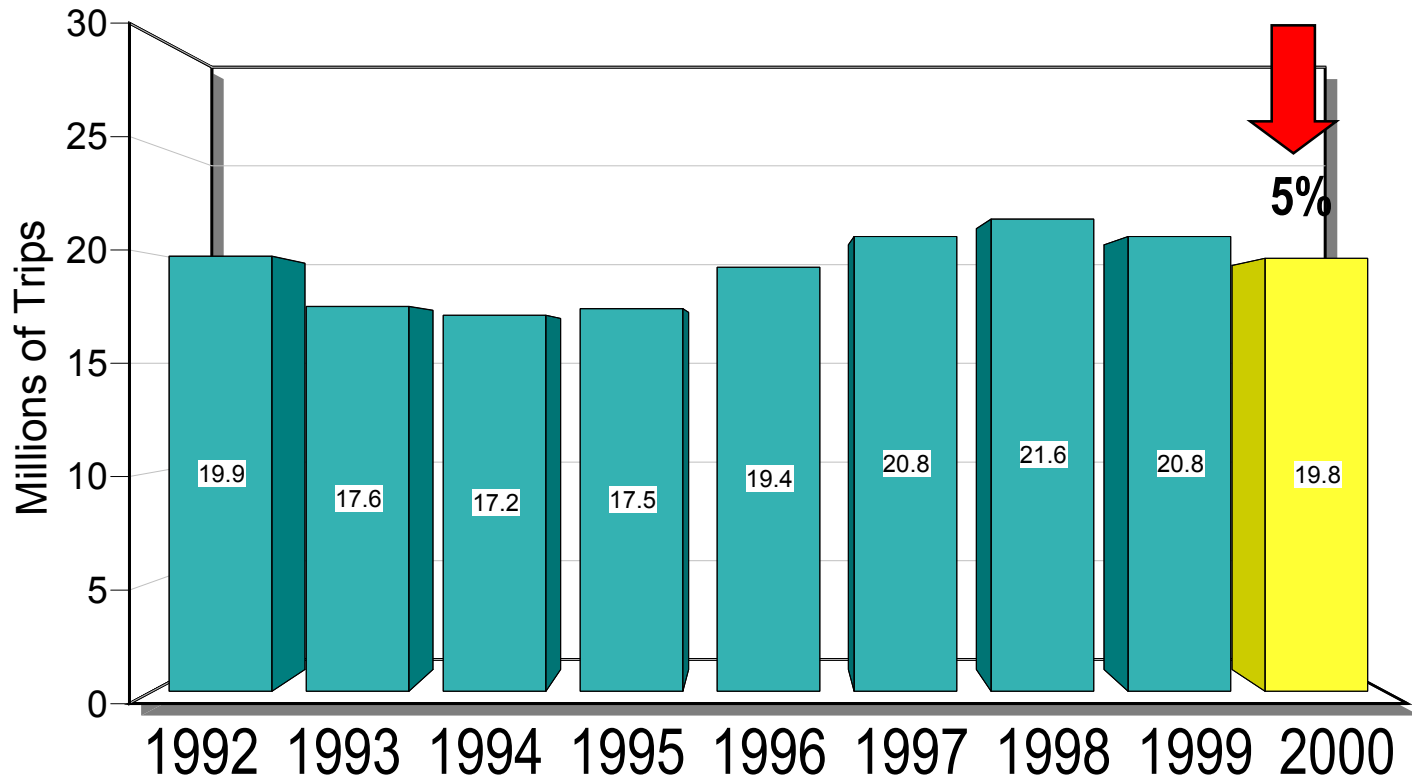
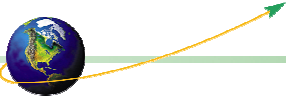
Main Purpose of Business Trips vs. the U.S. Norm



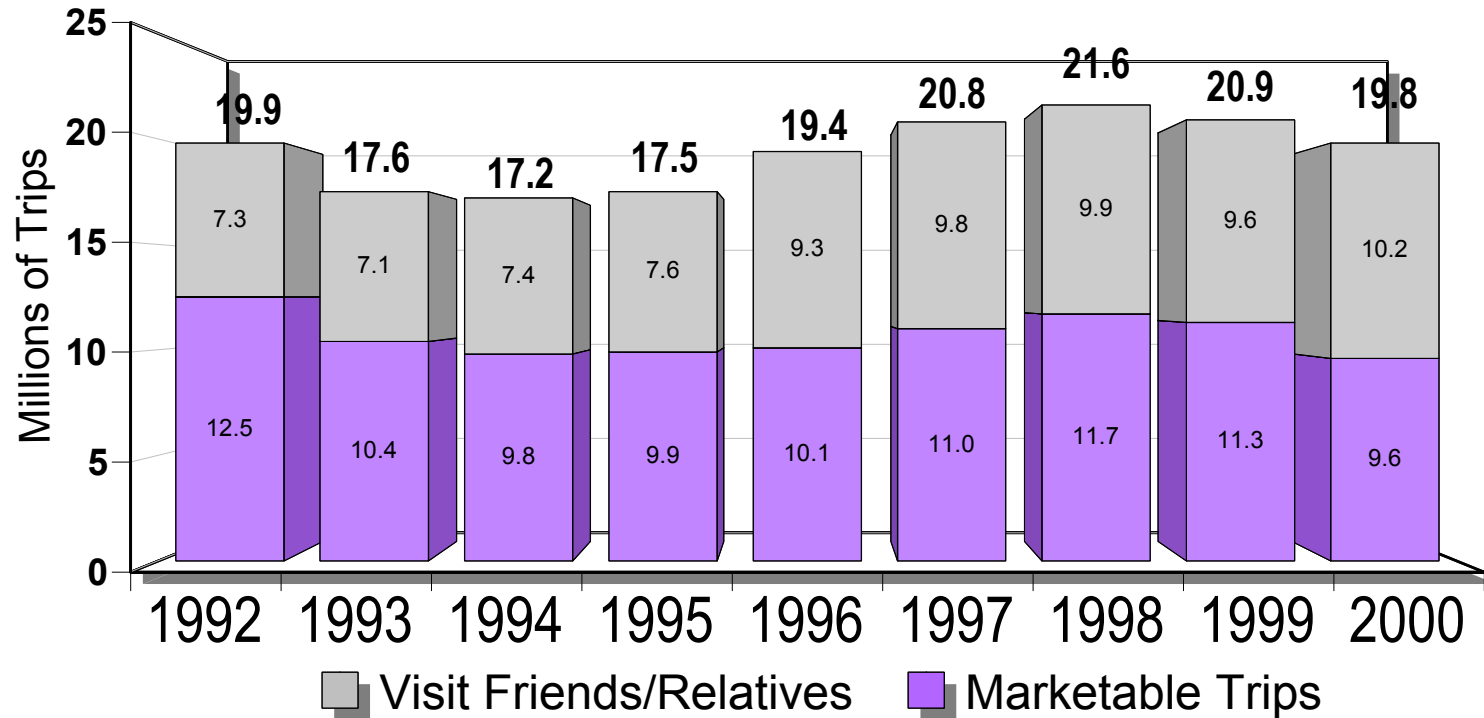
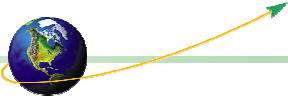
Base: Overnight Business Trips



Overnight Pleasure Trips to Colorado — 1992 to 2000

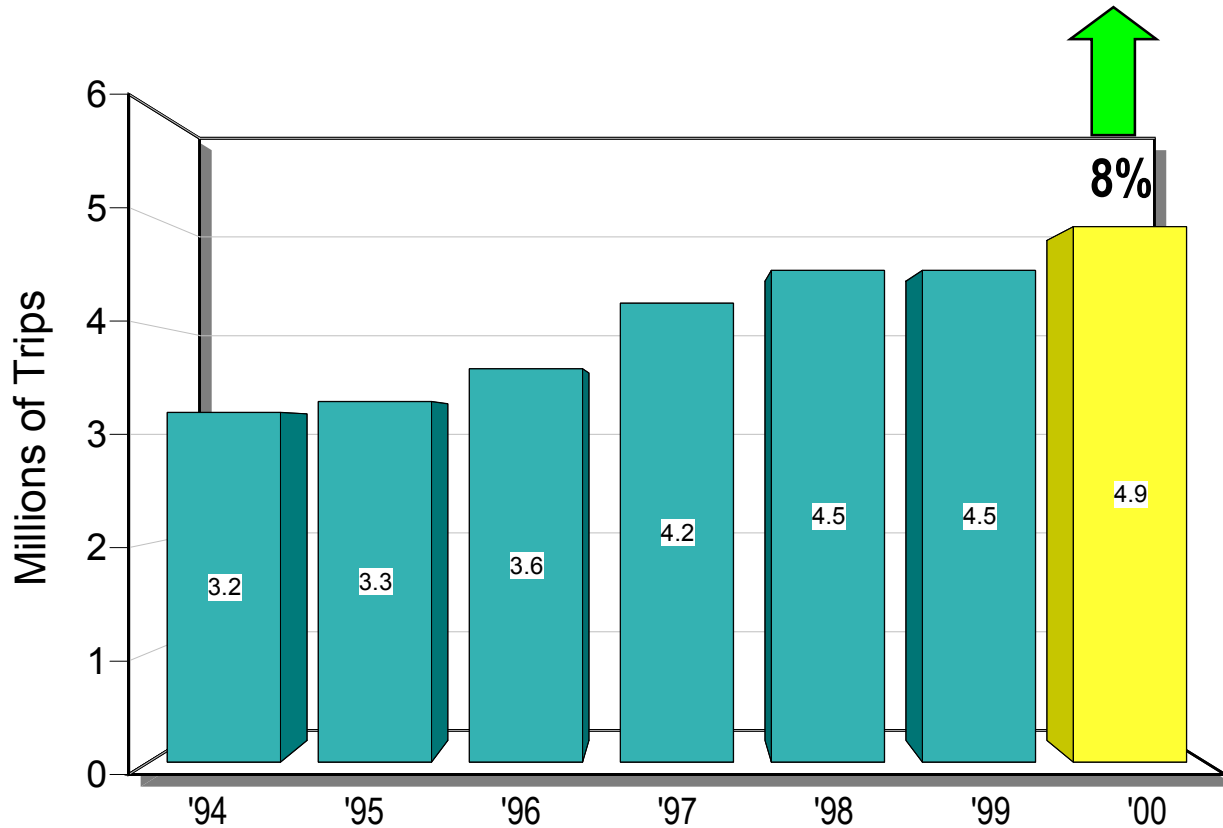
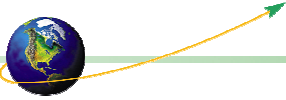


Structure of Colorado's Overnight Pleasure Travel Market

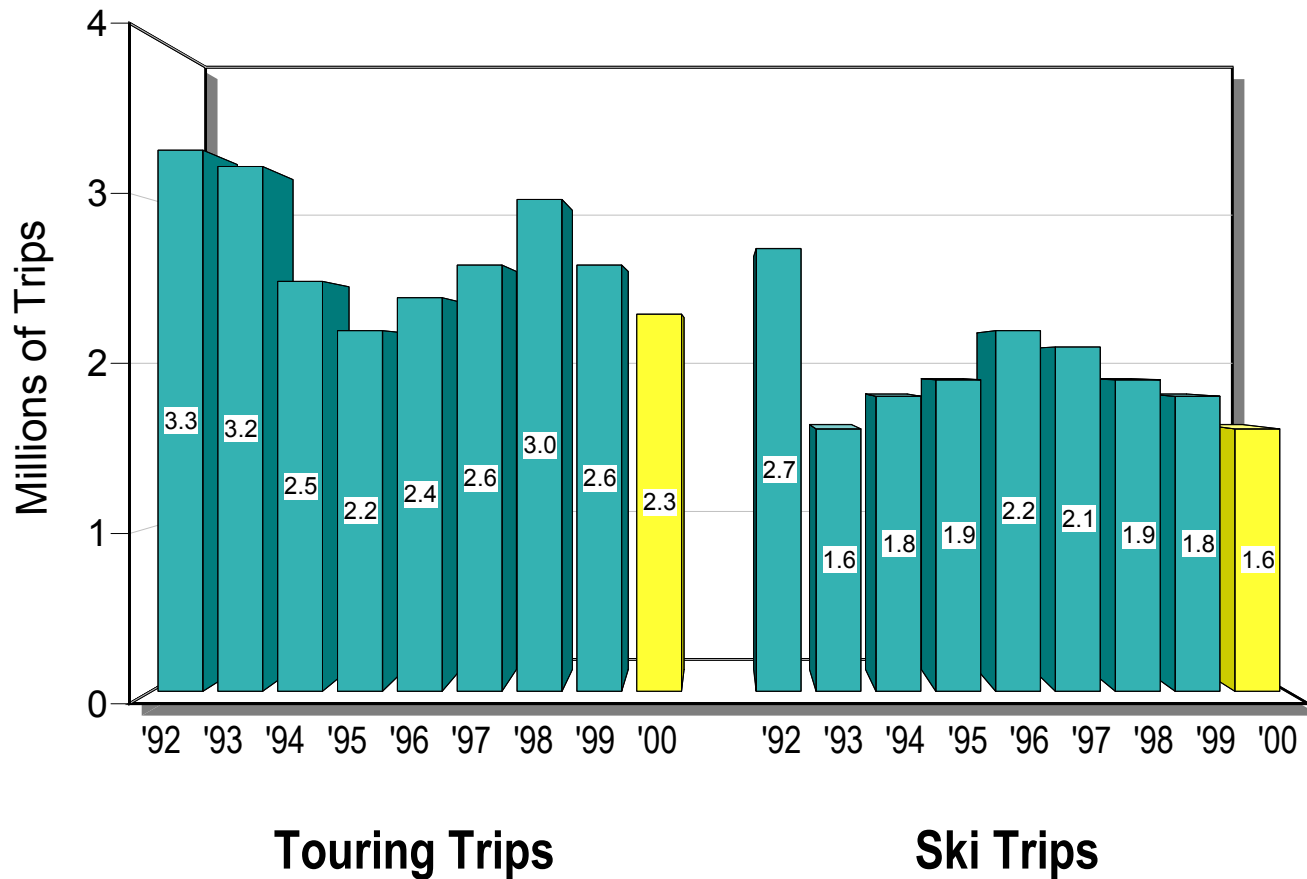
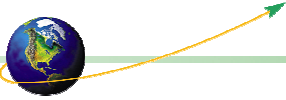


*Data are rounded.

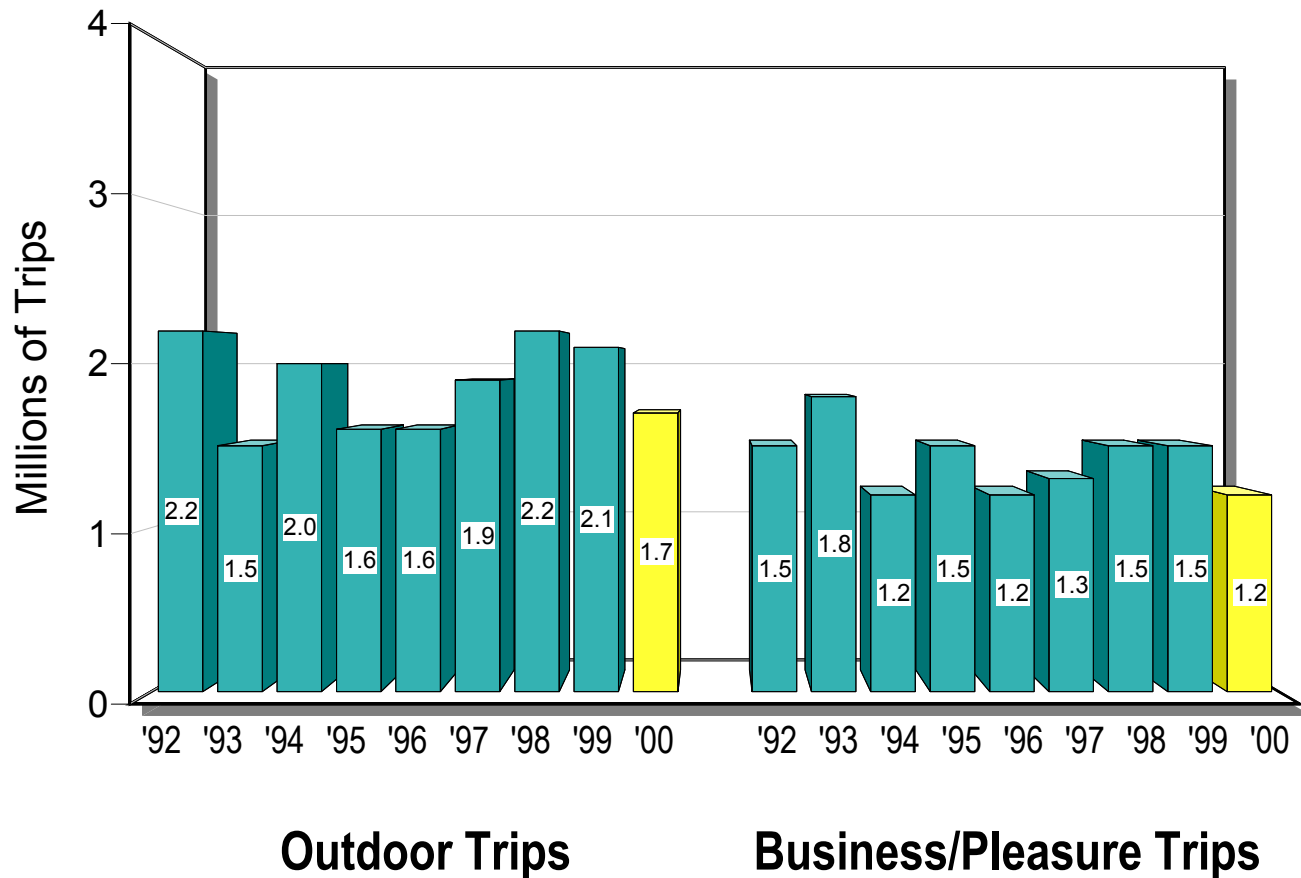
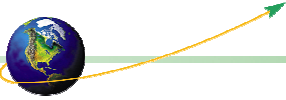
Overnight Business Trips to Colorado - 1994 to 2000



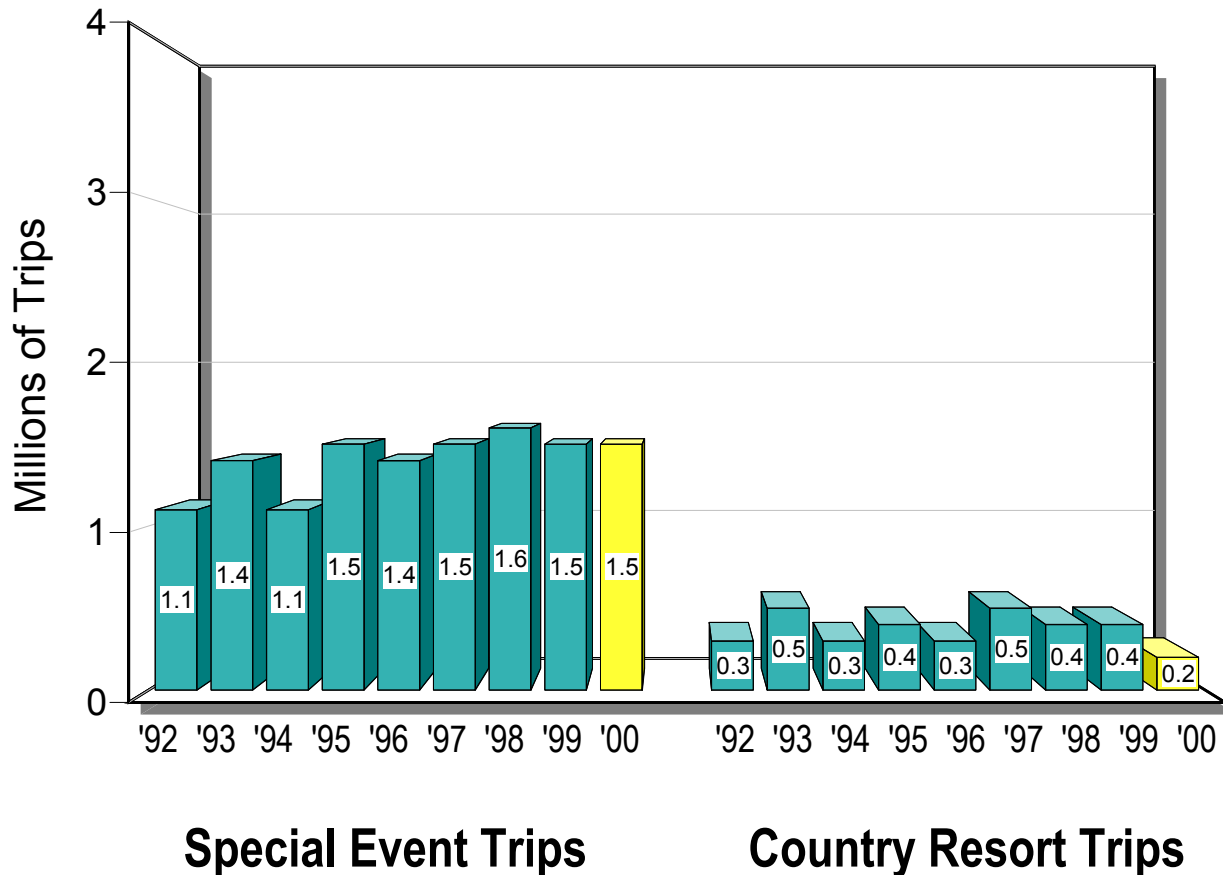
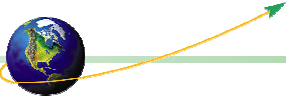
Touring and Ski Trips to Colorado



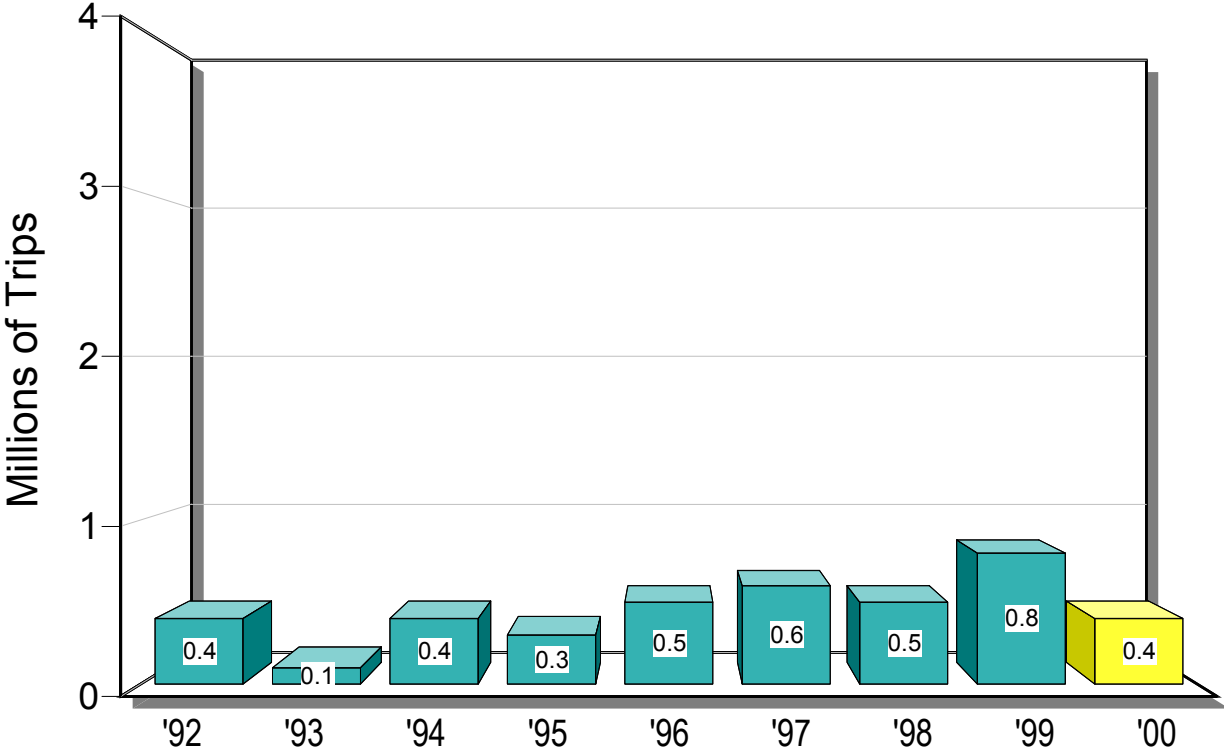
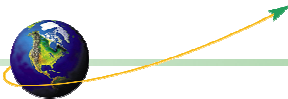
Outdoors and Business/Pleasure Trips to Colorado



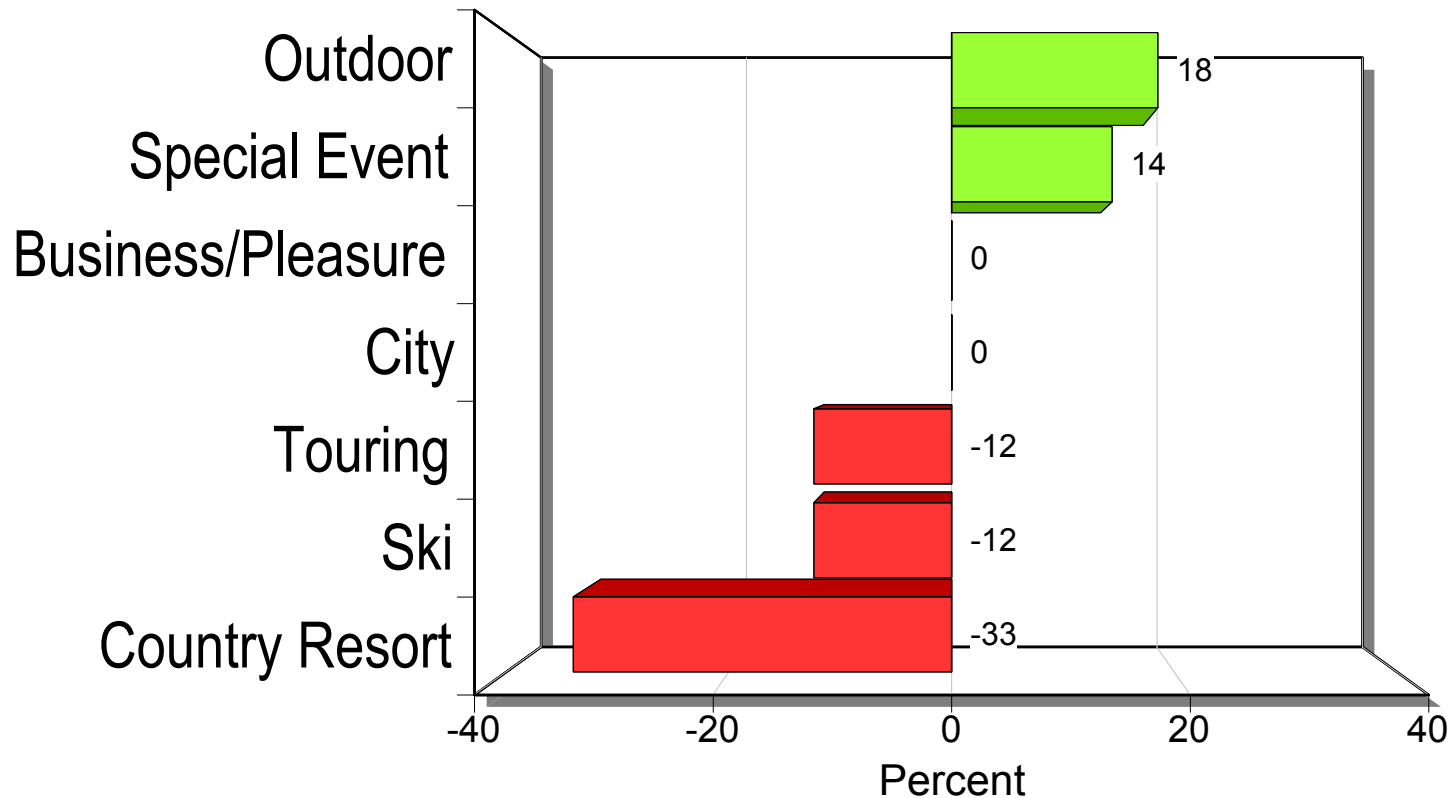
Special Event and Country Resort Trips to Colorado



City Trips to Colorado

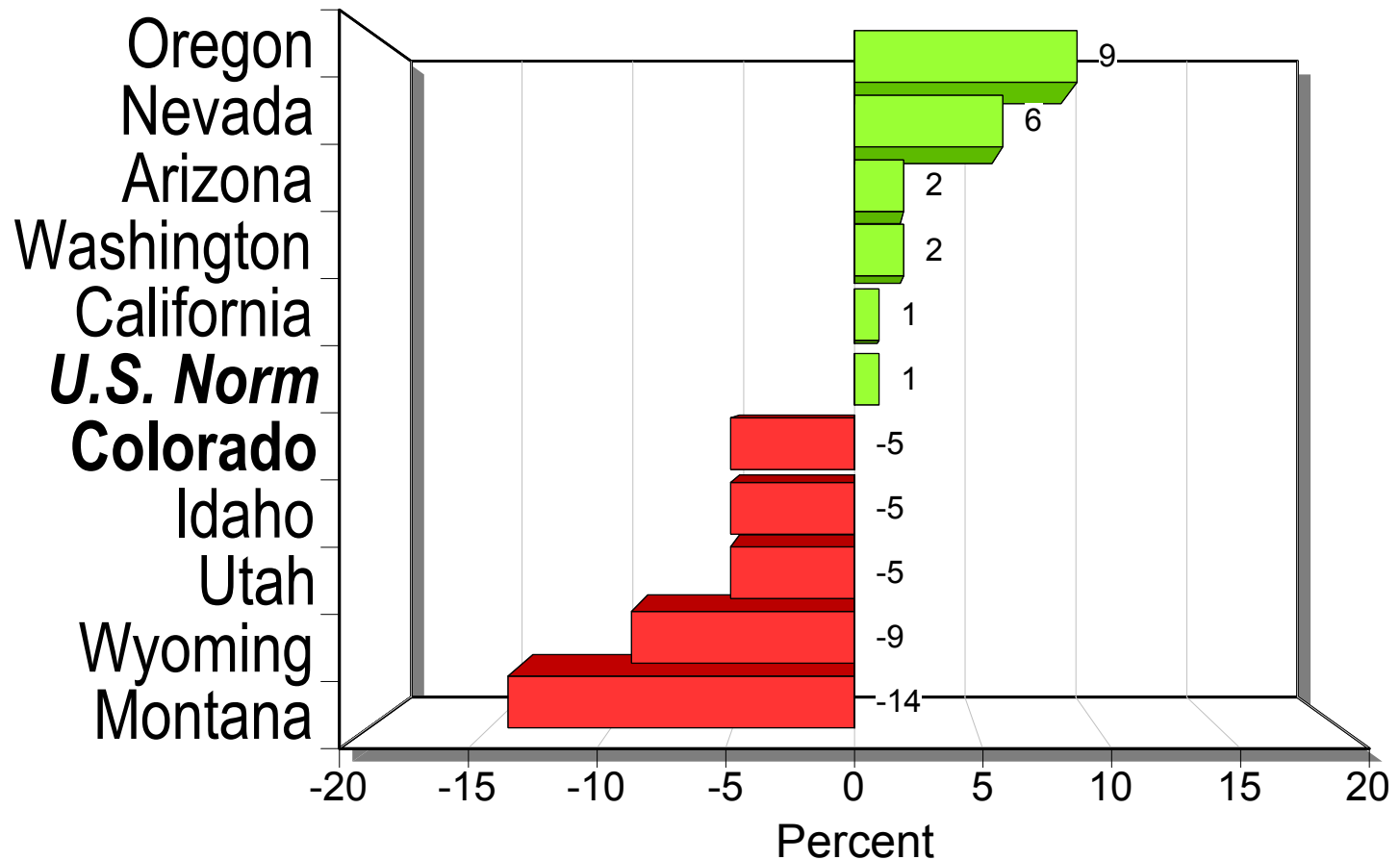


Colorado Marketable Trips – % Change 2000 vs. 1994

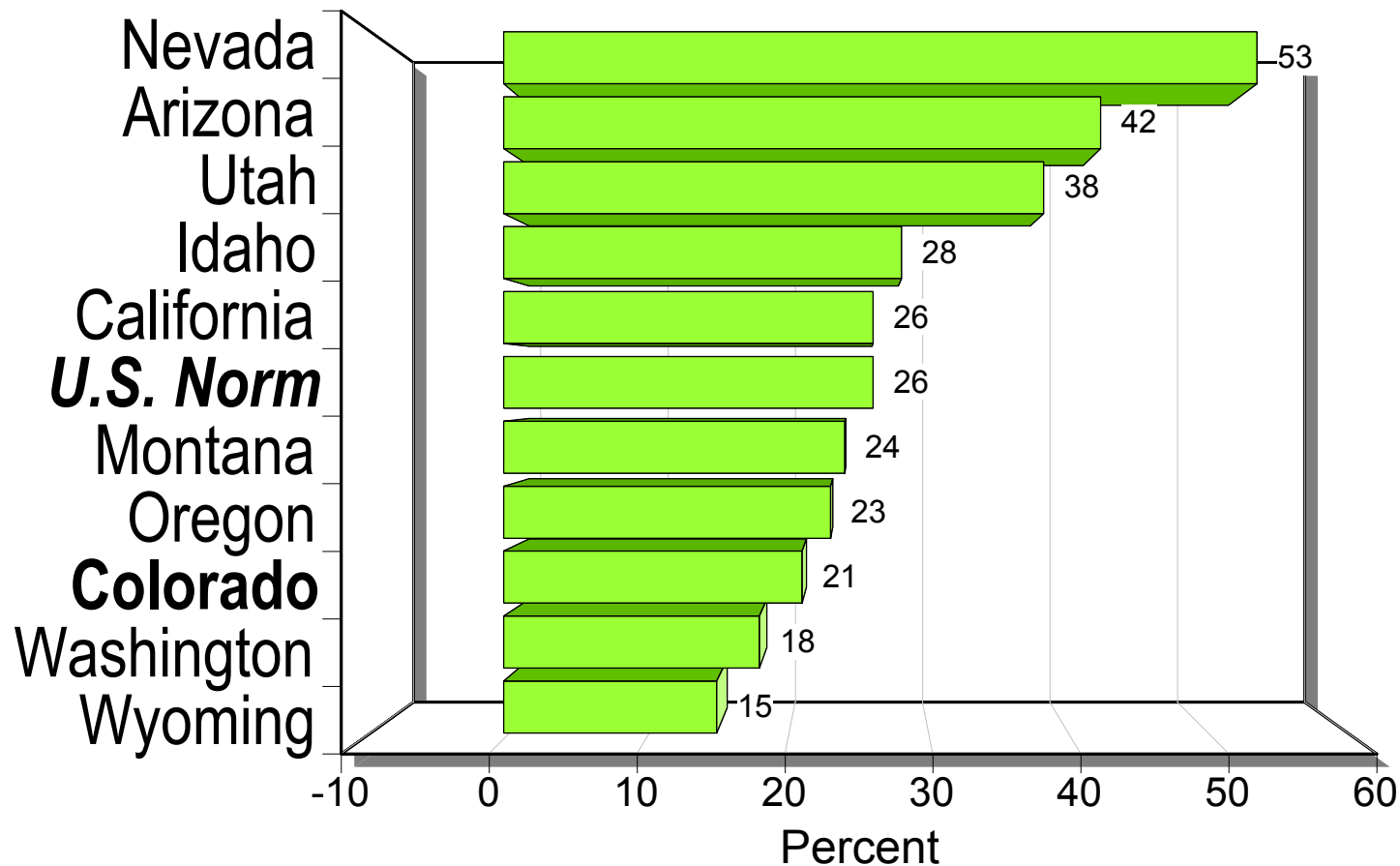
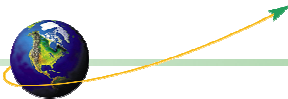


The Competitive Environment

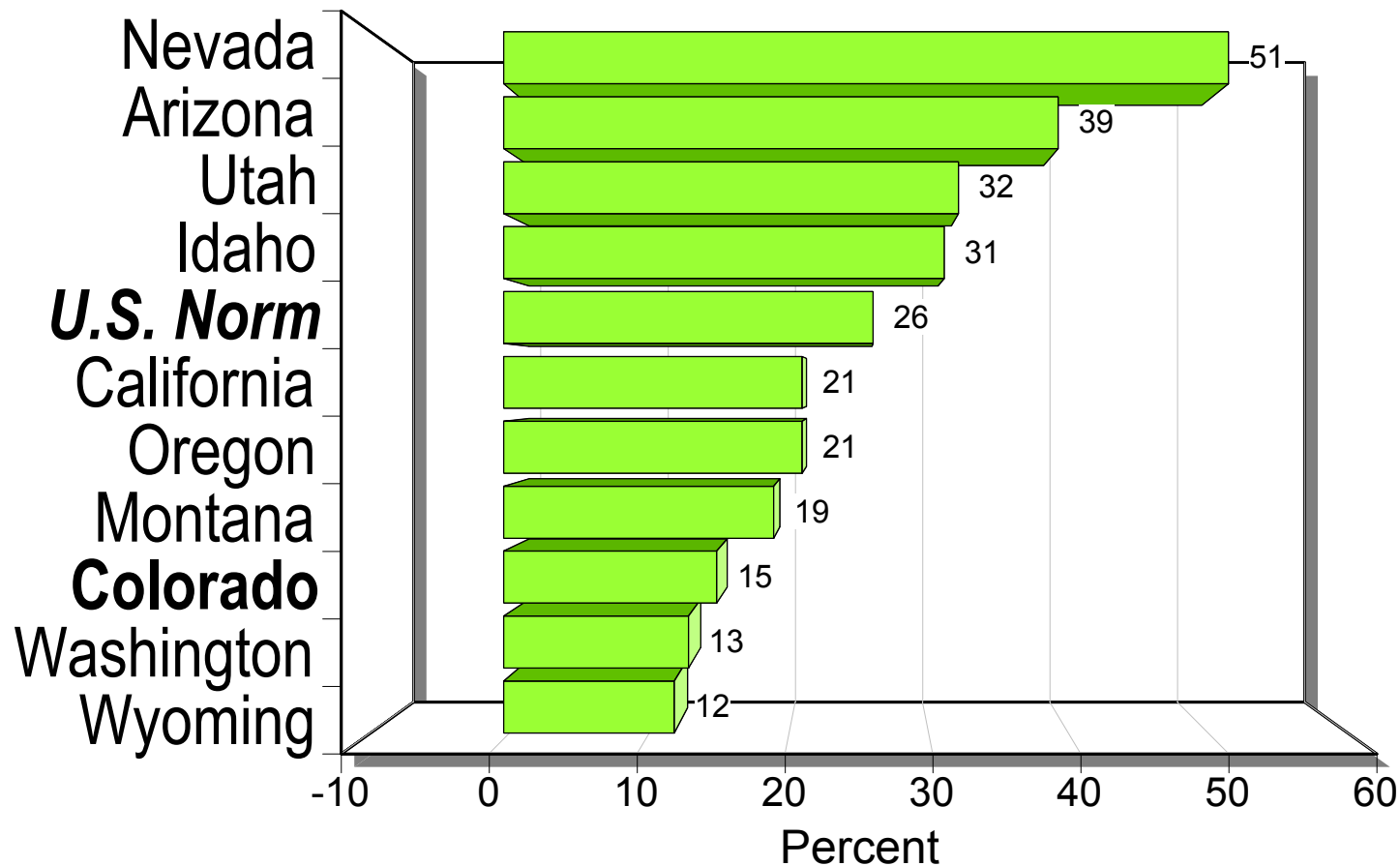
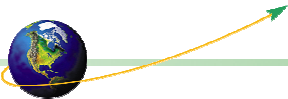
Total Overnight Trips – % Change 2000 vs. 1999



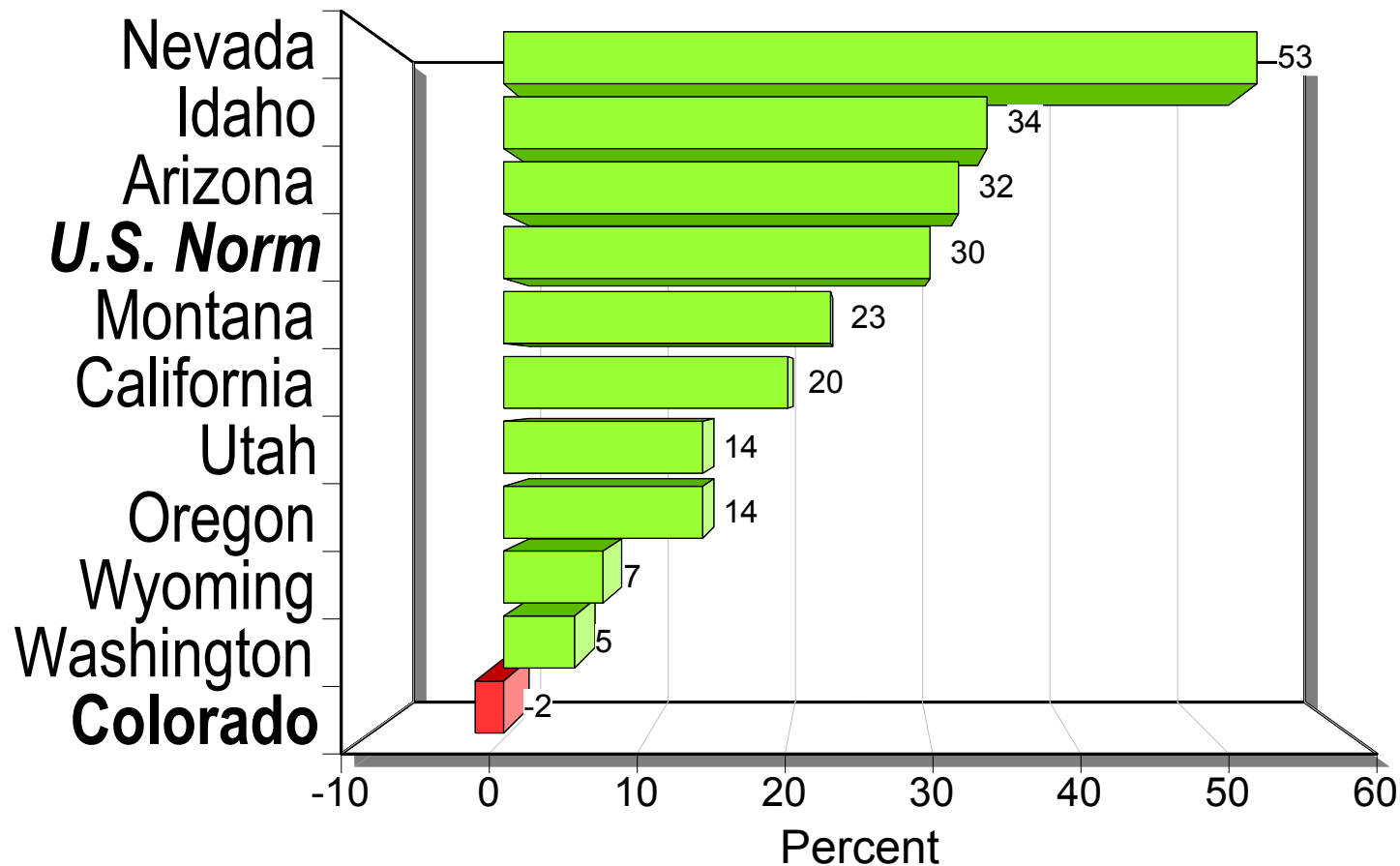
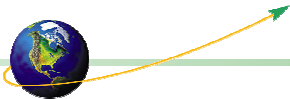
Total Overnight Trips – % Change 2000 vs. 1994



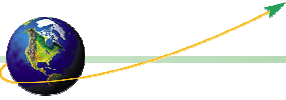
Total Pleasure Trips – % Change 2000 vs. 1994



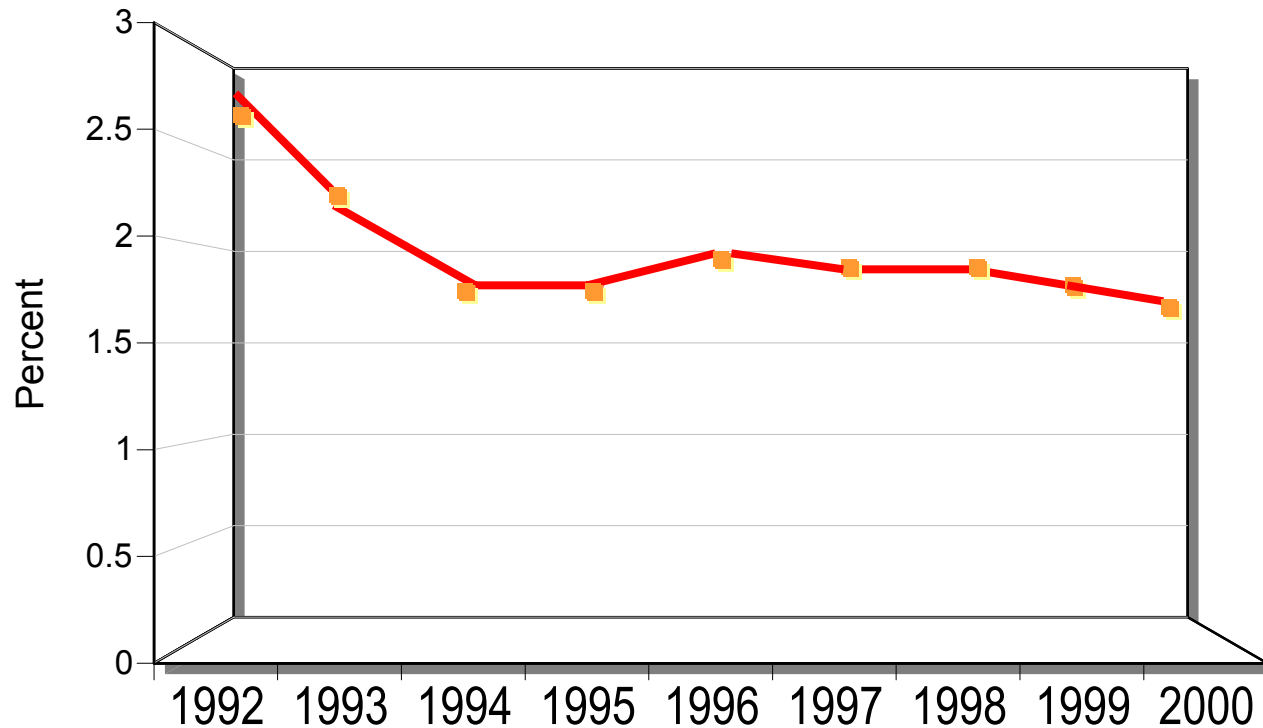
Total Marketable Trips – % Change 2000 vs. 1994



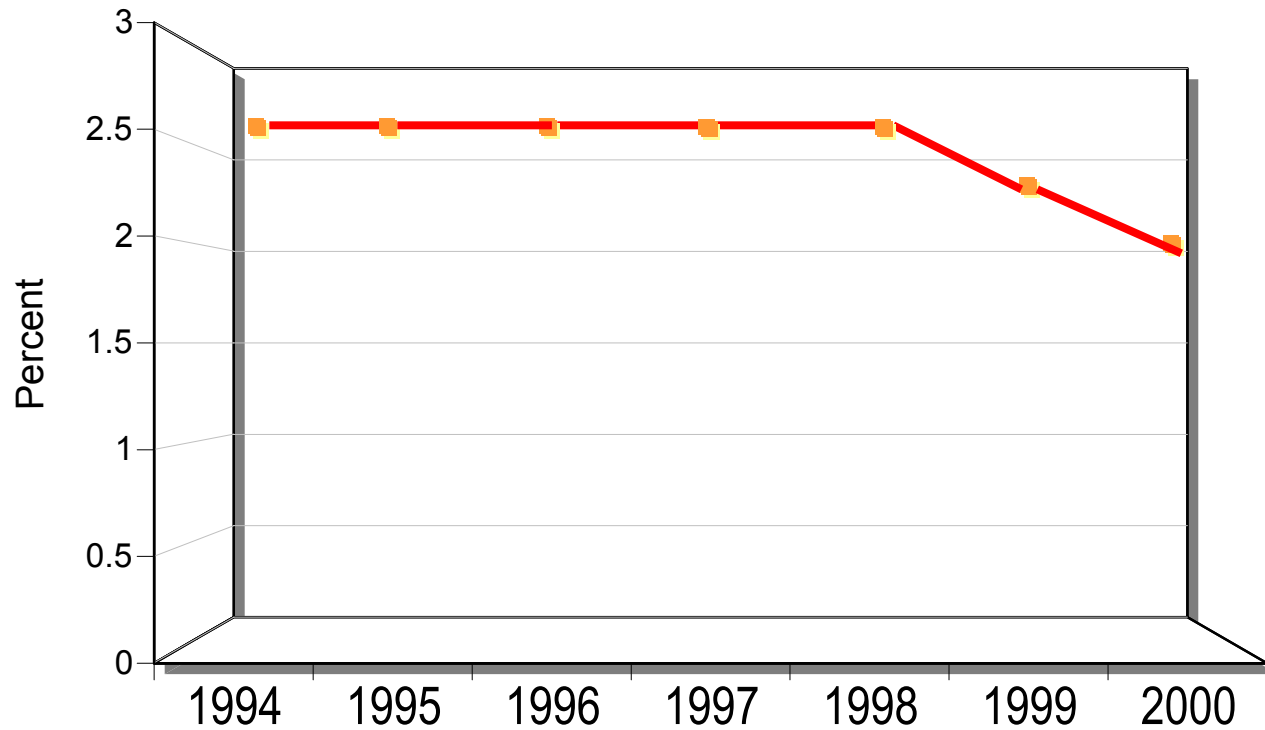
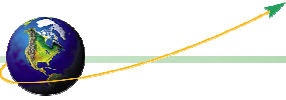
Colorado's Share of U.S. Overnight Pleasure Trips



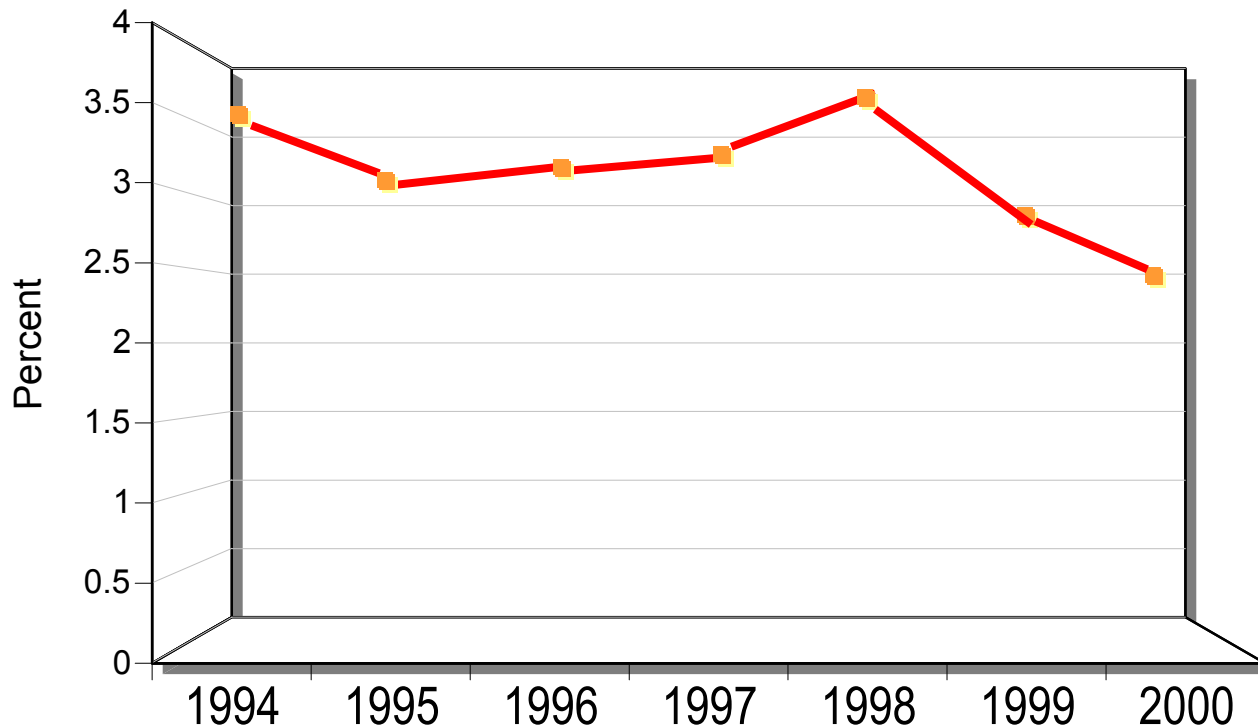
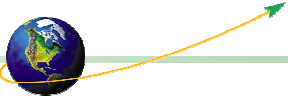
Percent Identifying Colorado as Main Destination of Trip



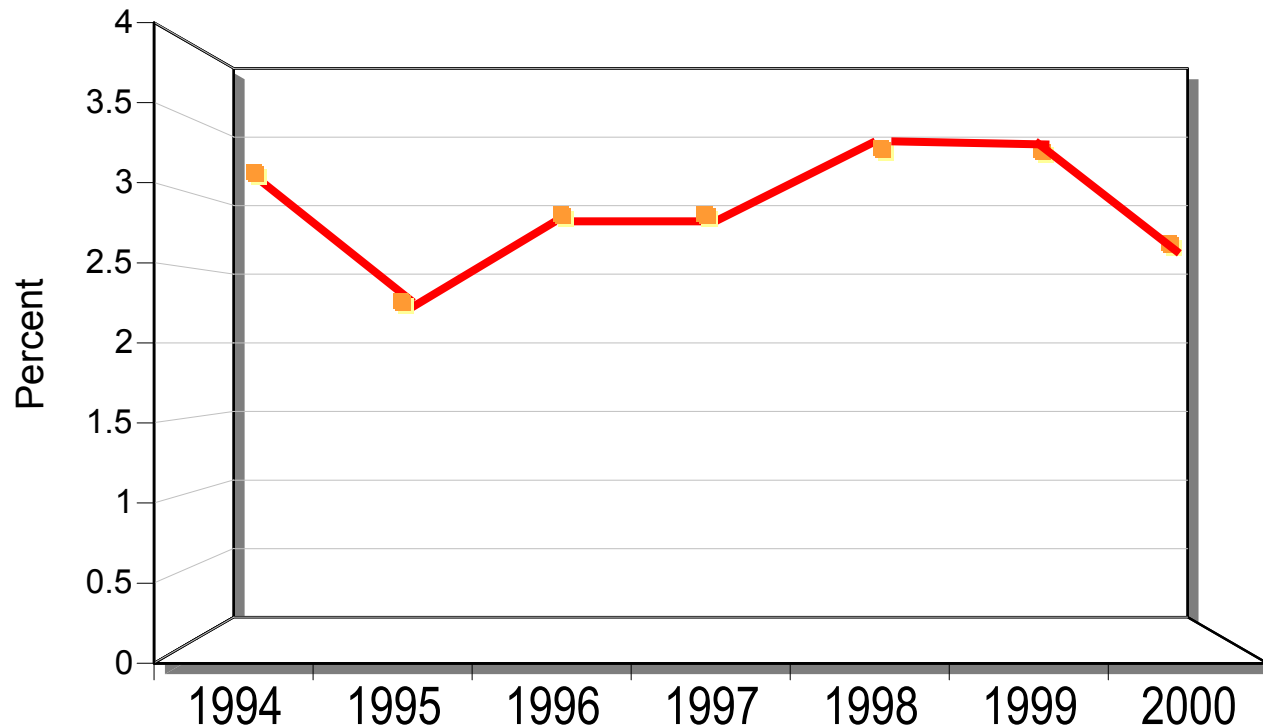
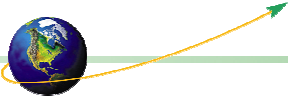
Colorado's Share of All Overnight Marketable Trips



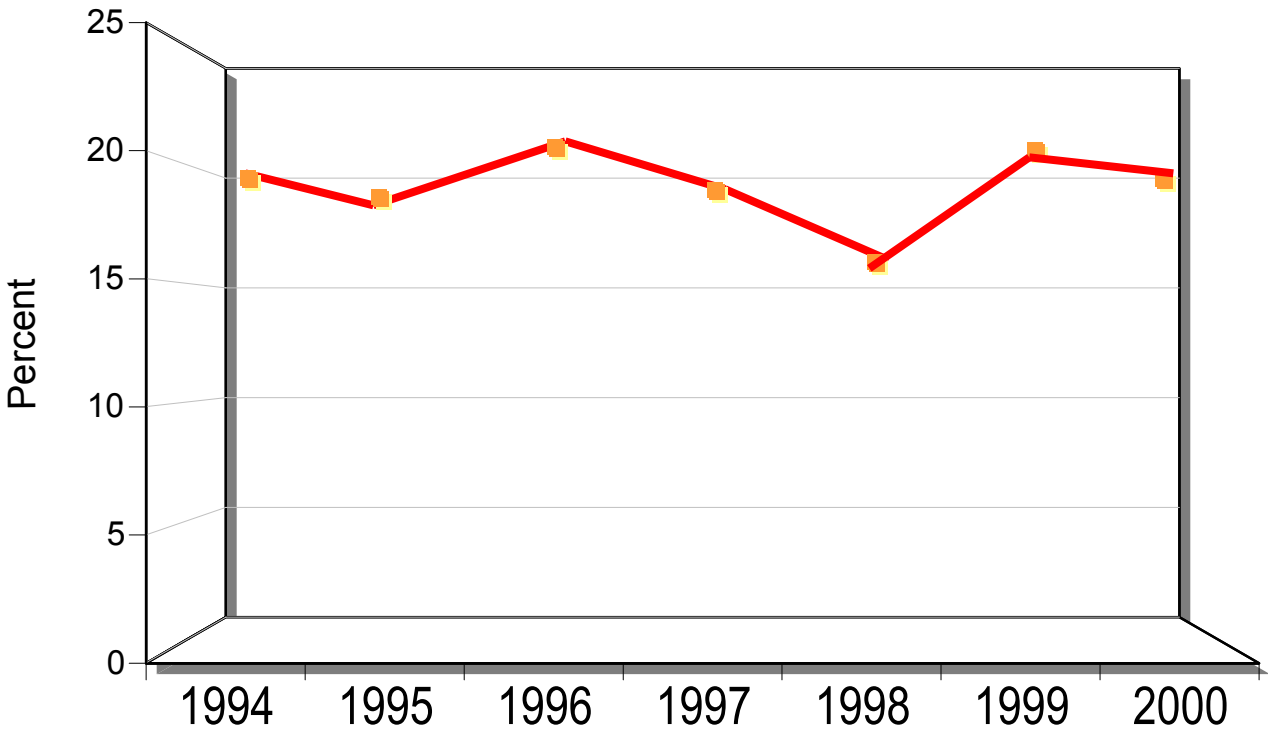
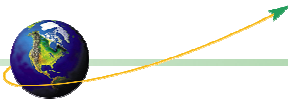
Colorado's Share of All Overnight Touring Trips



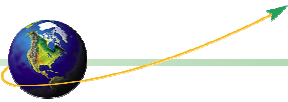
Colorado's Share of All Overnight Outdoors Trips



Colorado's Share of All Overnight Ski Trips



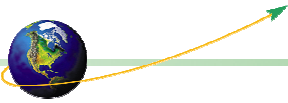
Colorado's Share of All Overnight VFR Trips



<i>Destination</i>	<i>Rank*</i>	2000 <i>Share</i>	<i>Rank</i>	1999 <i>Share</i>	<i>Rank</i>	1998 <i>Share</i>
California	1	9.4%	1	9.4%	1	8.8%
Florida	2	7.4%	2	7.4%	3	6.6%
Texas	3	6.9%	3	7.4%	2	6.8%
New York	4	5.3%	4	5.2%	4	5.2%
Pennsylvania	5	5.1%	5	4.8%	5	5.1%
Illinois	6	4.3%	6	4.3%	7	4.1%
Colorado	23	2.1%	25	2.0%	22	2.1%

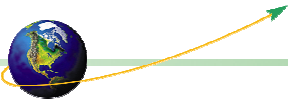
*Among 50 U.S. states

Colorado's Share of All Overnight Touring Trips



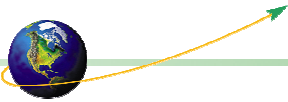
<i>Destination</i>	<i>Rank*</i>	2000 <i>Share</i>	<i>Rank</i>	1999 <i>Share</i>	<i>Rank</i>	1998 <i>Share</i>
California	1	10.0%	1	9.1%	1	10.1%
Florida	2	6.6%	3	5.6%	3	5.2%
New York	3	5.7%	2	5.8%	2	5.7%
Nevada	4	4.9%	5	4.8%	8	3.9%
Tennessee	5	4.2%	4	5.3%	4	4.7%
Colorado	20	2.5%	14	3.0%	10	3.7%

Colorado's Share of All Overnight Ski Trips



	2000		1999		1998	
<i>Destination</i>	<i>Rank*</i>	<i>Share</i>	<i>Rank</i>	<i>Share</i>	<i>Rank</i>	<i>Share</i>
Colorado	1	19.7%	1	20.8%	2	16.2%
California	2	13.8%	2	14.7%	1	17.1%
Vermont	3	10.1%	4	7.6%	4	6.9%
Utah	4	6.7%	6	5.4%	5	4.5%
Nevada	5	6.6%	3	10.5%	3	8.4%
Pennsylvania	6	5.8%	5	5.5%	8	3.8%
New Hampshire	7	5.0%	8	5.2%	9	3.8%
New York	8	4.4%	7	5.4%	6	4.4%

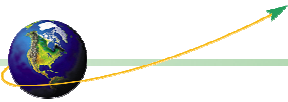
Colorado's Share of All Overnight Outdoors Trips



<i>Destination</i>	2000		1999		1998	
	<i>Rank*</i>	<i>Share</i>	<i>Rank</i>	<i>Share</i>	<i>Rank</i>	<i>Share</i>
California	1	12.3%	1	12.4%	1	12.8%
Michigan	2	6.1%	4	5.3%	2	6.1%
Wisconsin	3	5.8%	3	5.4%	3	5.5%
Texas	4	5.5%	2	6.2%	4	5.4%
Pennsylvania	5	5.2%	5	4.8%	7	3.6%
Washington	6	4.9%	8	3.6%	5	3.9%
Minnesota	7	4.0%	6	4.0%	9	3.5%
Colorado	11	2.7%	10	3.4%	11	3.4%

*Among 50 U.S. states

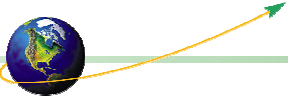
Colorado's Share of All Overnight Marketable Trips



<i>Destination</i>	<i>Rank*</i>	2000 <i>Share</i>	<i>Rank</i>	1999 <i>Share</i>	<i>Rank</i>	1998 <i>Share</i>
California	1	9.6%	1	9.7%	1	9.9%
Florida	2	9.2%	2	8.6%	2	8.3%
Nevada	3	8.4%	3	8.2%	3	7.2%
Texas	4	4.1%	4	4.6%	5	4.1%
New York	5	4.0%	5	4.3%	4	4.2%
Pennsylvania	6	3.8%	7	3.7%	8	3.3%
New Jersey	7	3.7%	6	3.9%	6	3.5%
Colorado	24	2.0%	19	2.3%	18	2.6%

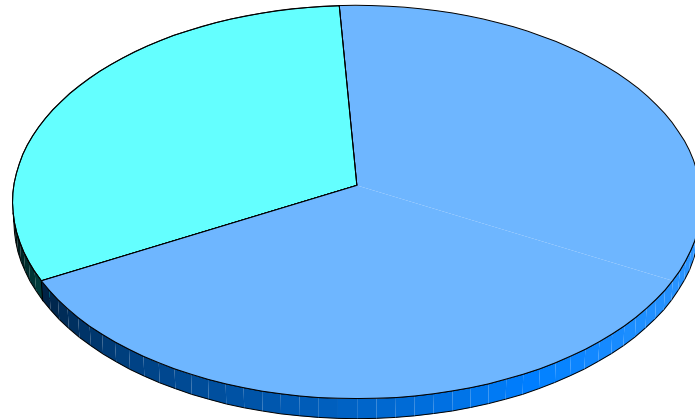
Travel and Tourism Spending in Colorado

Total Travel Spending in Colorado



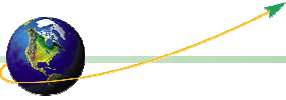
Total = \$6.9 Billion

Denver Metro
\$2.2 Billion
(32%)

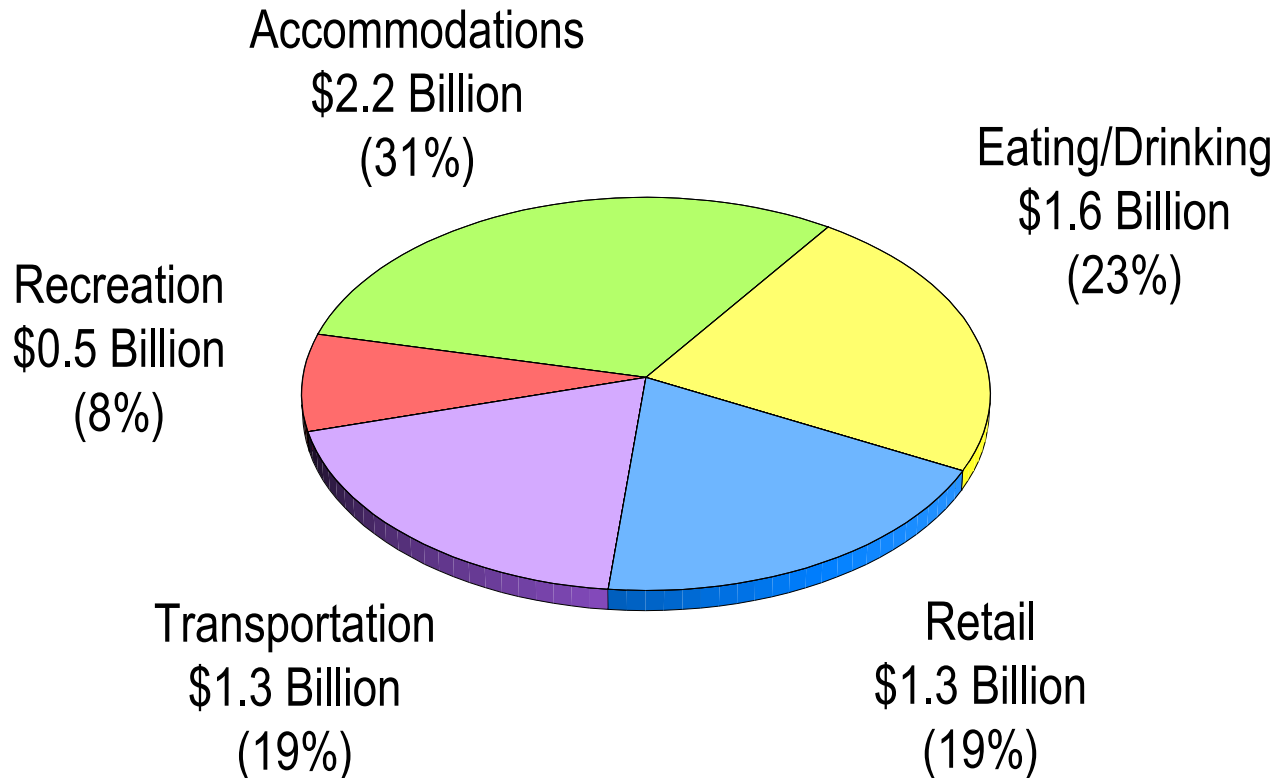


Other Colorado
\$4.7 Billion
(68%)

Travel Spending by Sector

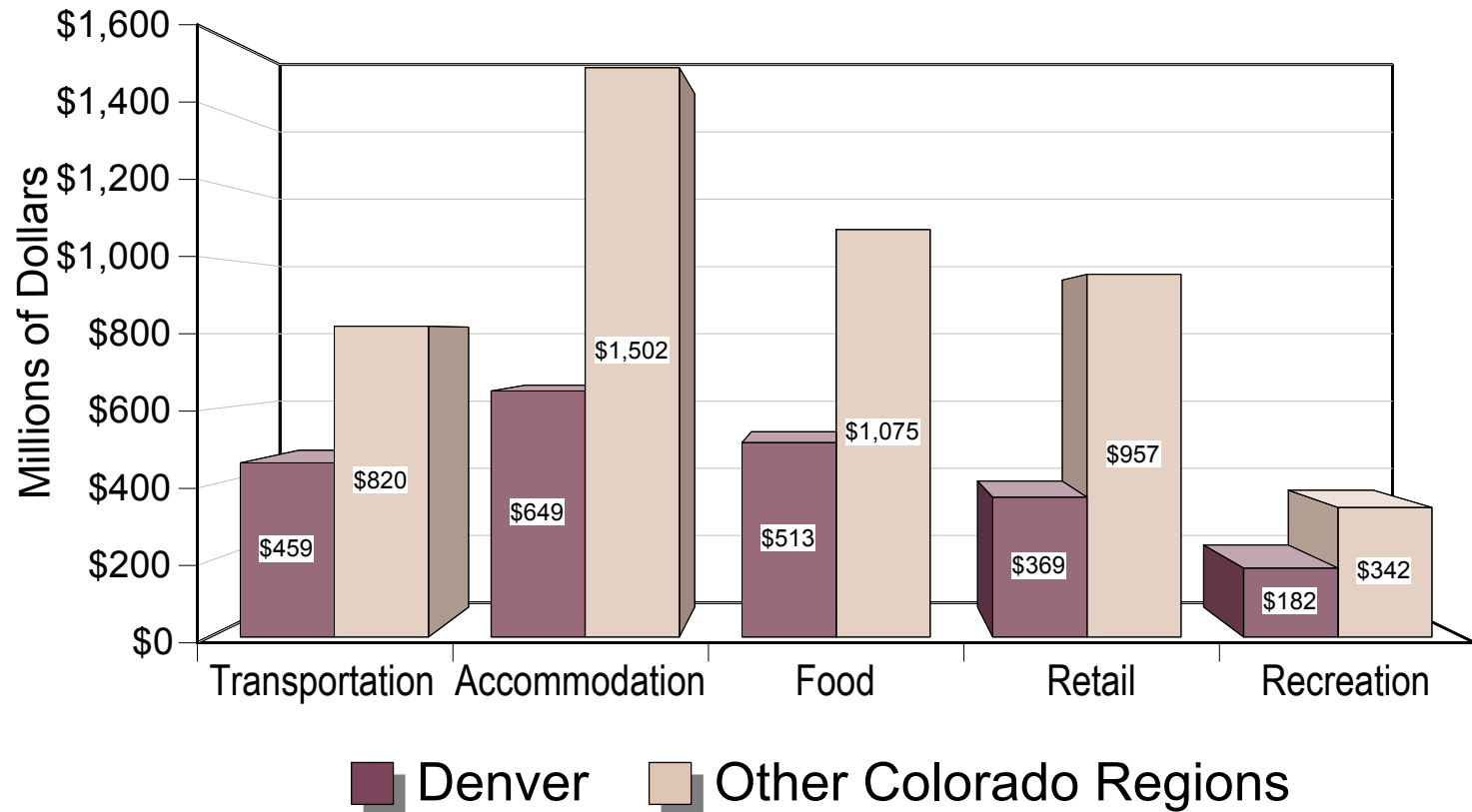


Total = \$6.9 Billion

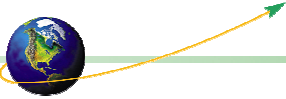


Travel Spending By Sector

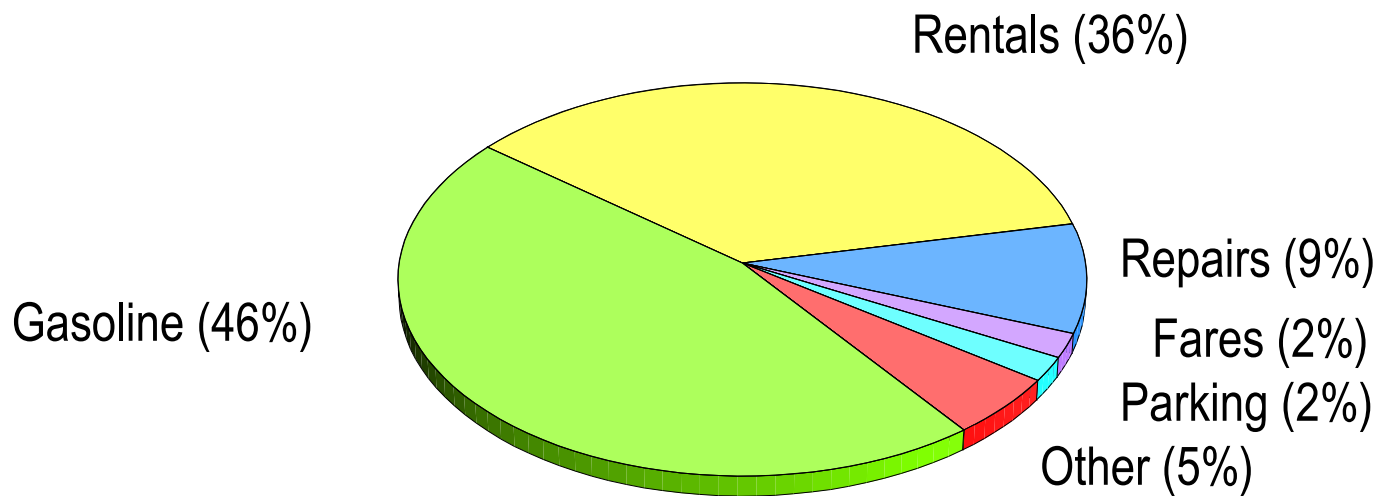
– Denver vs. Other Colorado Regions



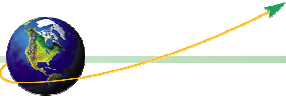
Ground Transportation Expenditures



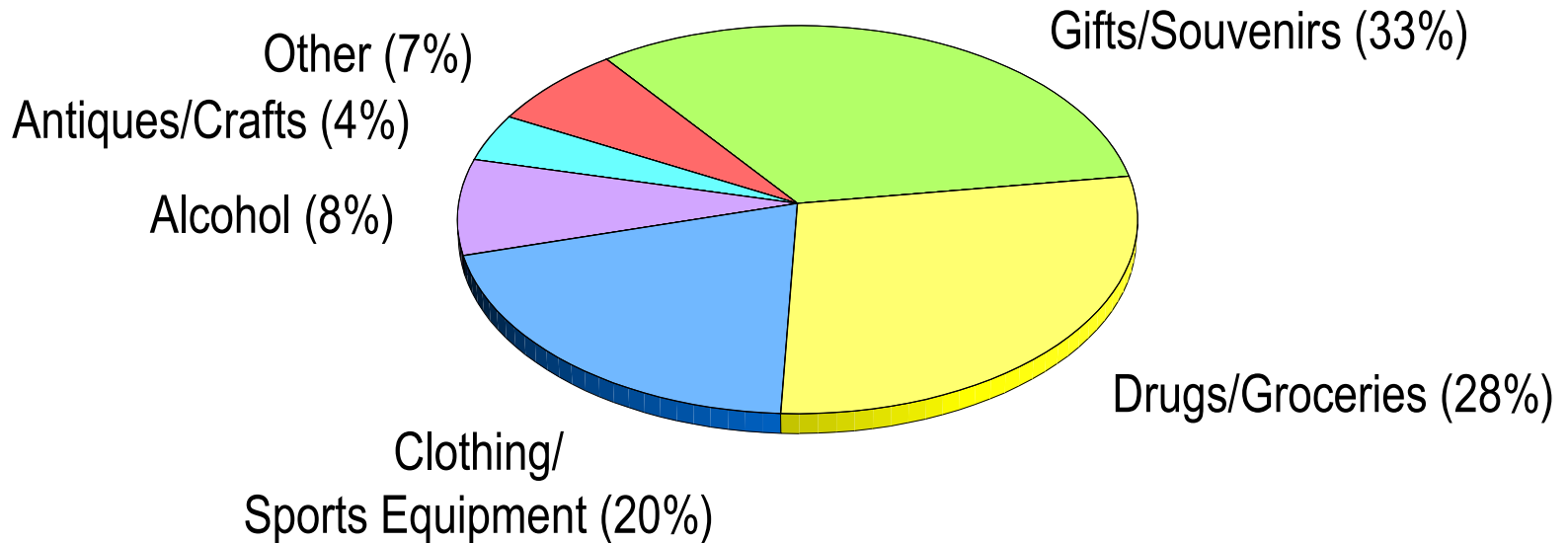
Total = \$1.3 Billion



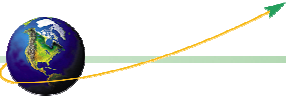
Retail Expenditures



Total = \$1.3 Billion

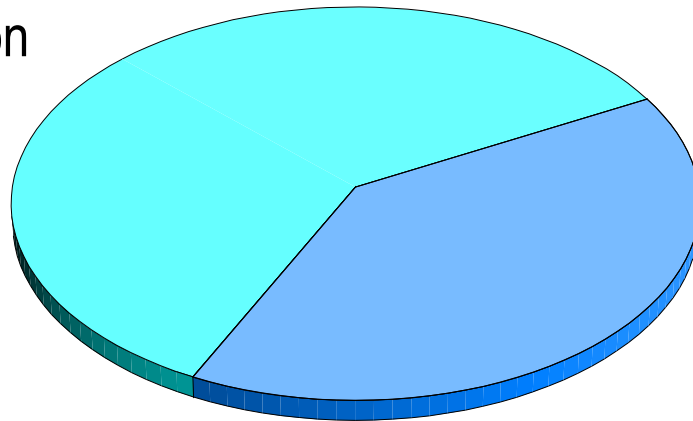


Recreation Expenditures



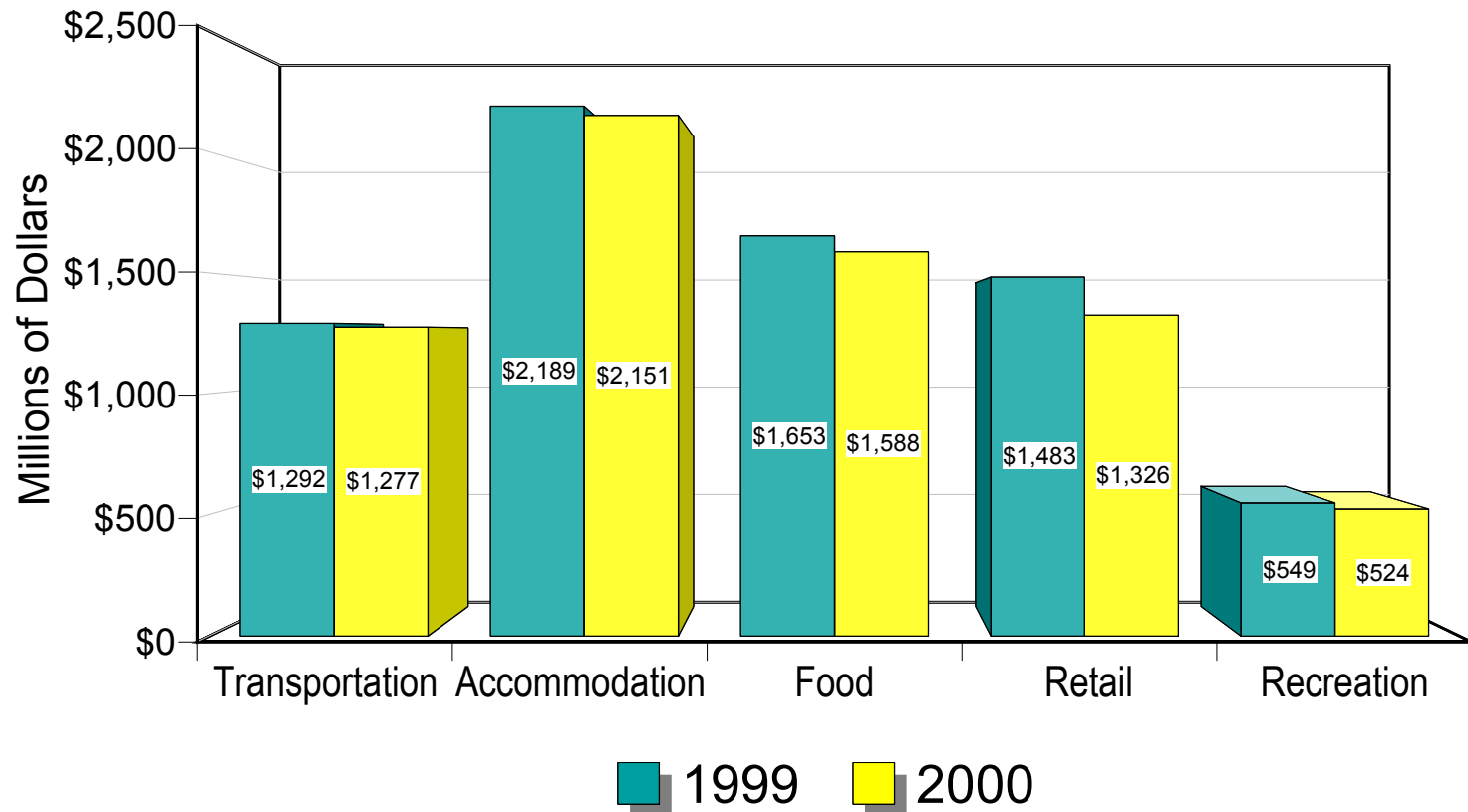
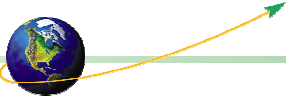
Total = \$524 Million

Ski Related
\$312 Million
(60%)

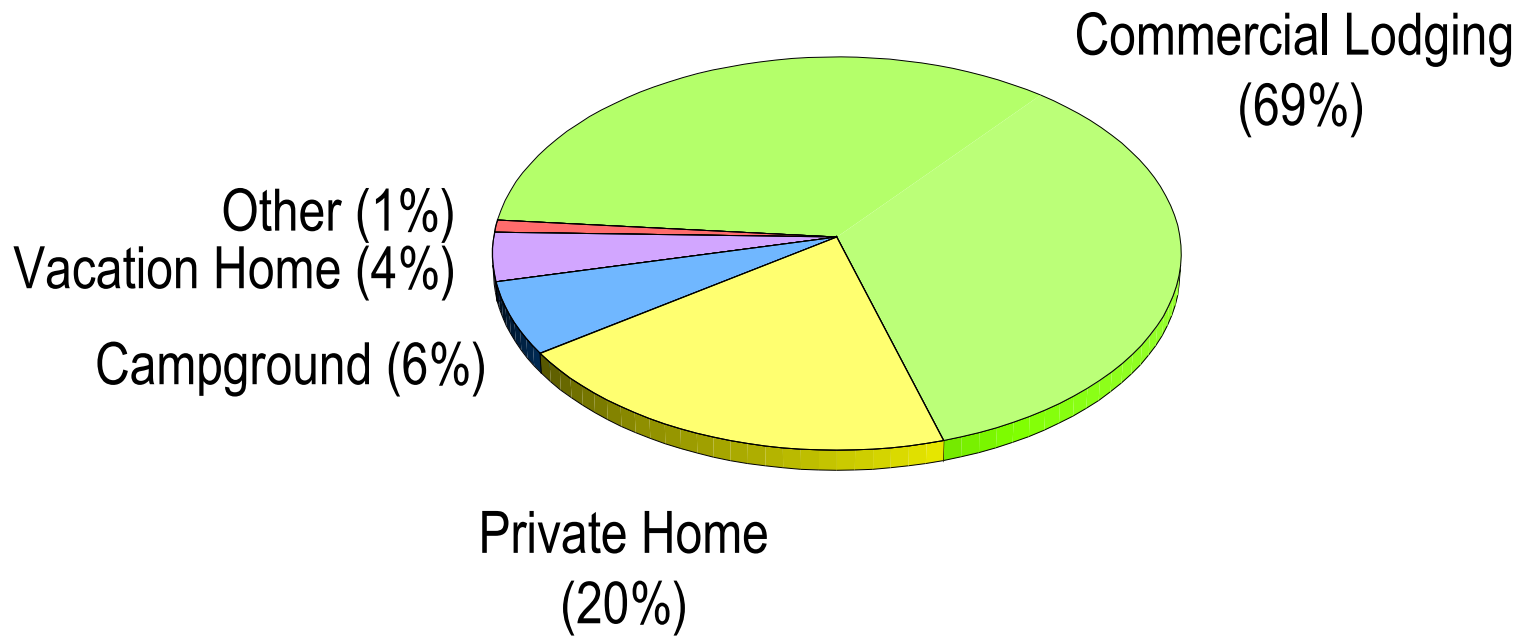
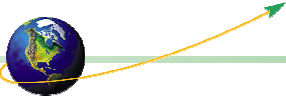


Other
\$212 Million
(40%)

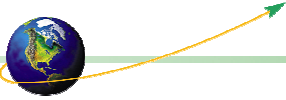
Travel Spending By Sector — 1999 vs. 2000



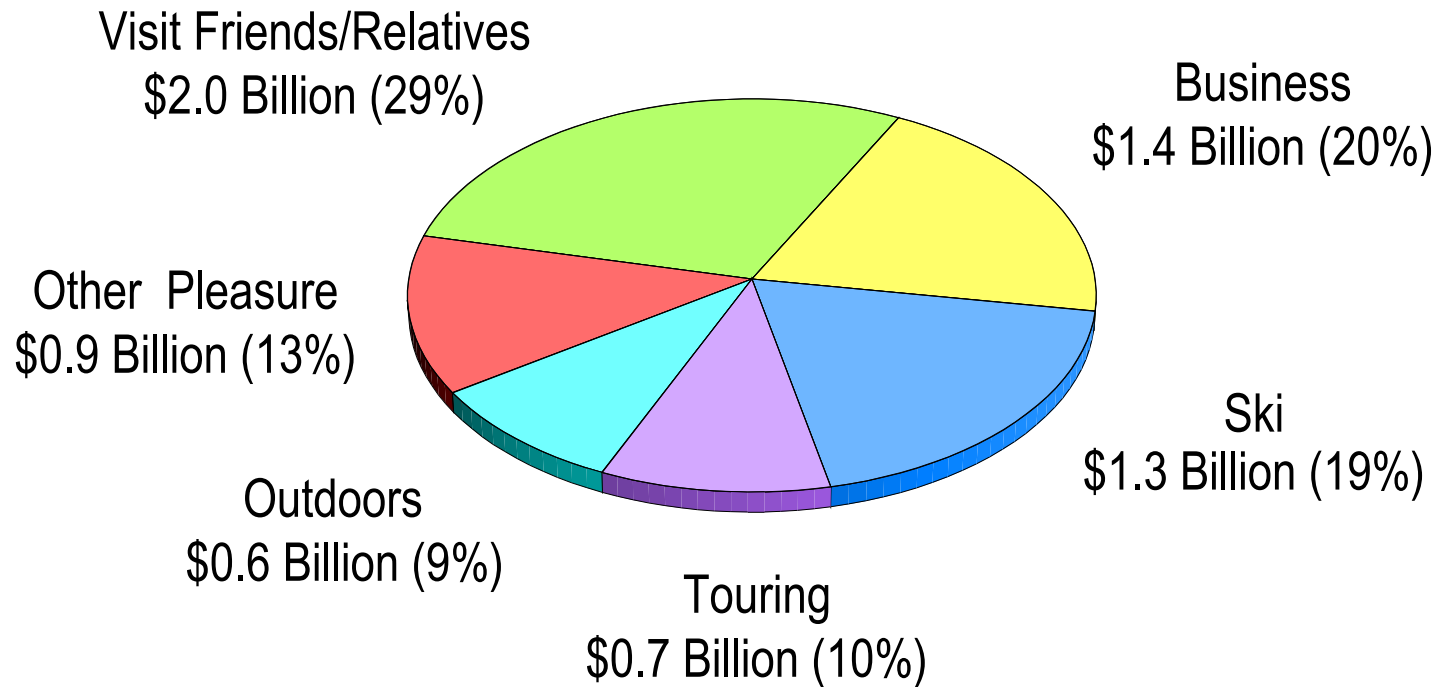
Travel Spending by Type of Accommodation



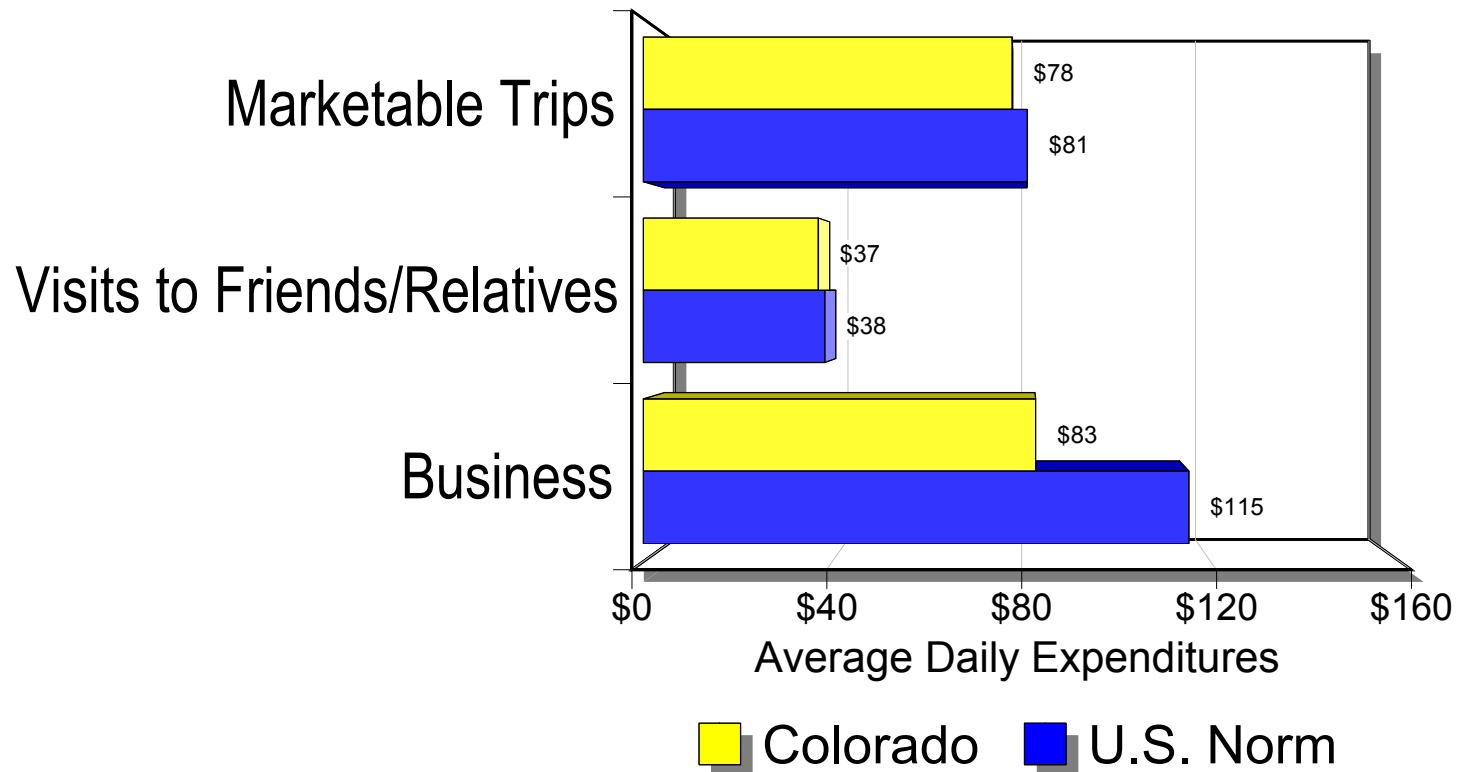
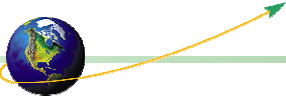
Travel Spending By Purpose of Trip



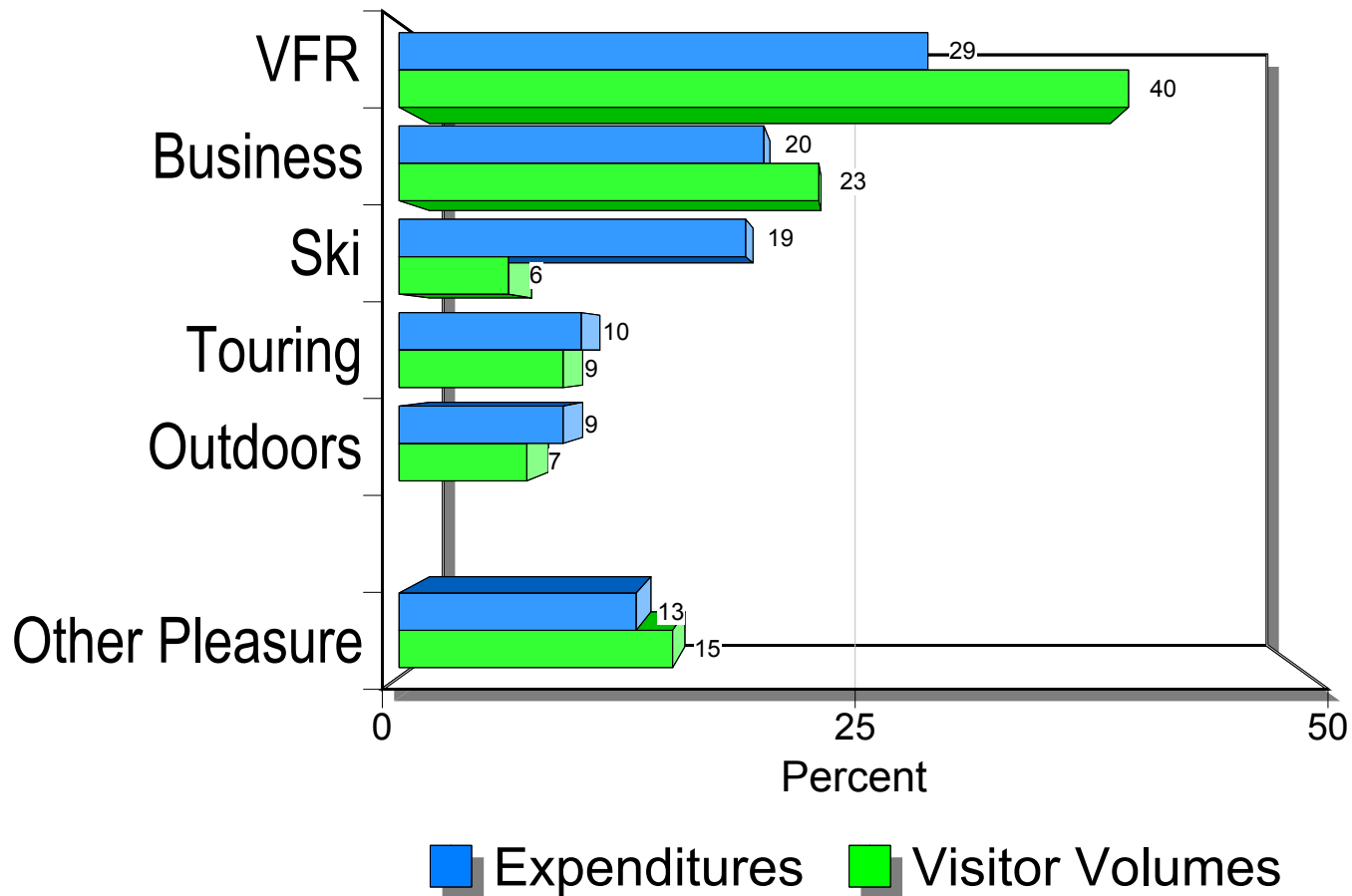
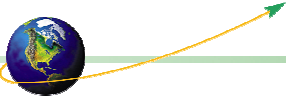
Total = \$6.9 Billion



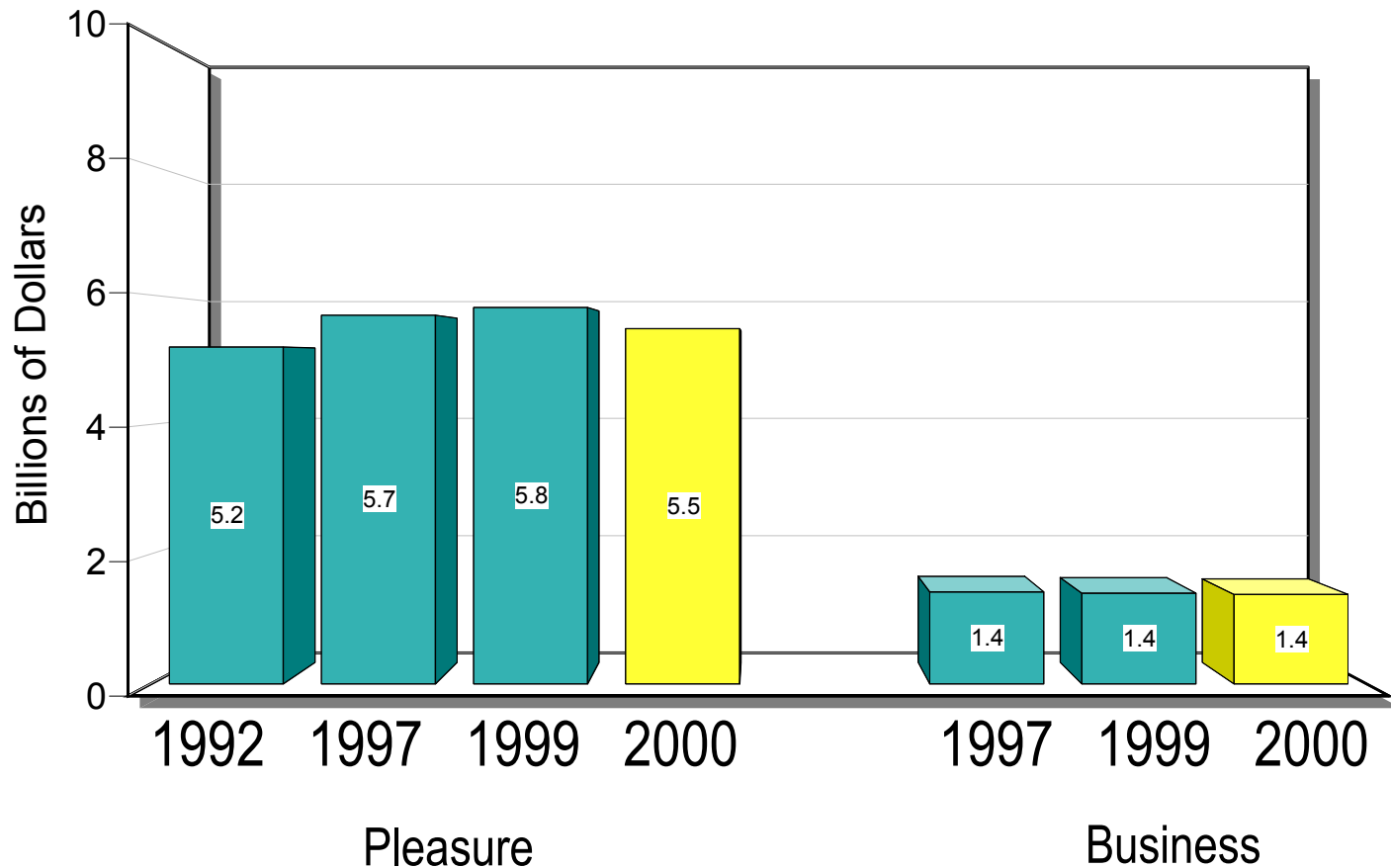
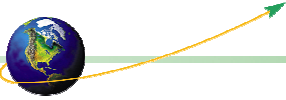
Per Person Per Day Expenditures



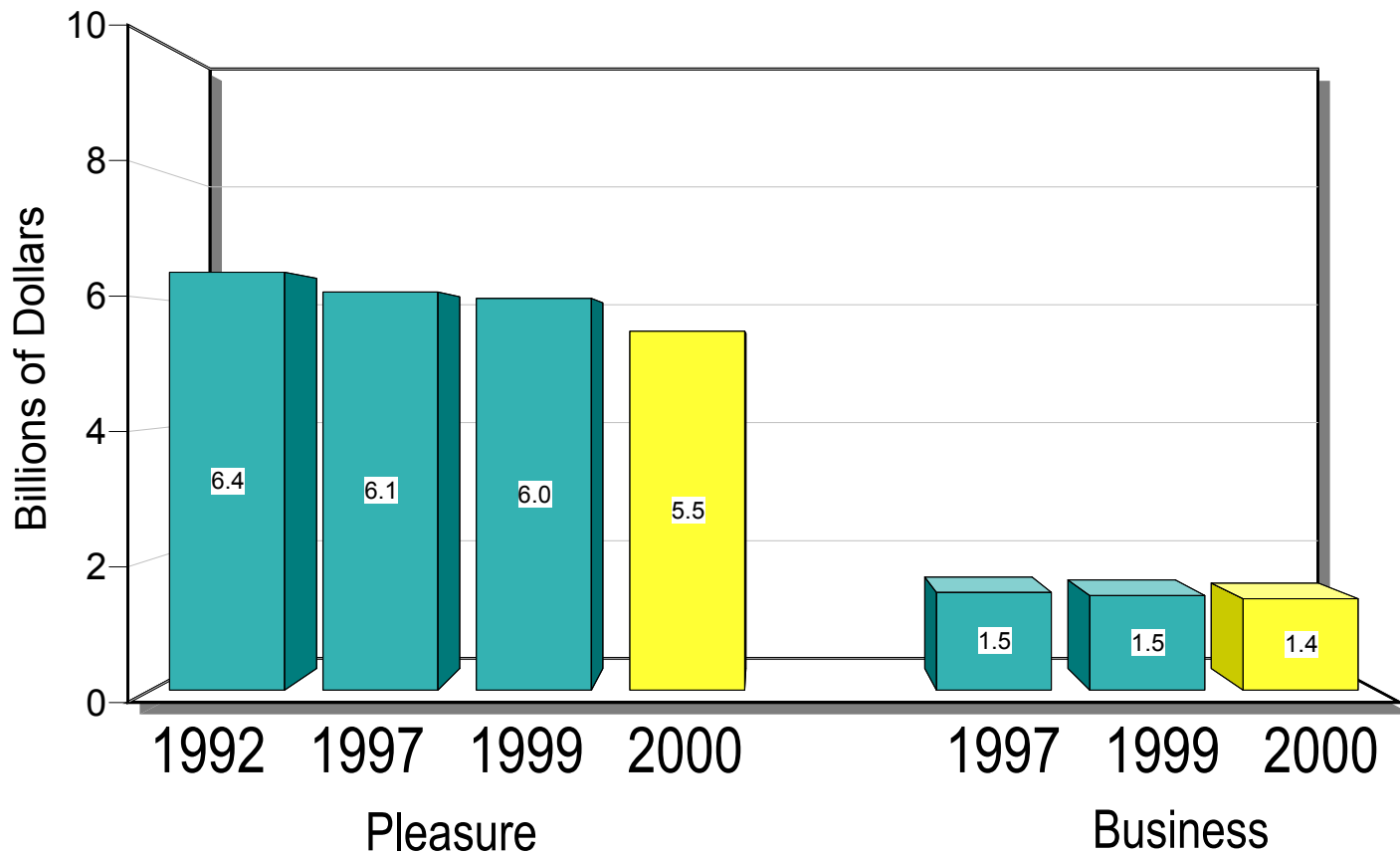
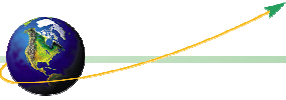
Spending Versus Visitor Volumes



Actual Travel Expenditures — 1992 to 2000



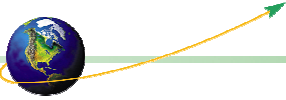
Inflation Adjusted Travel Expenditures — 1992 to 2000



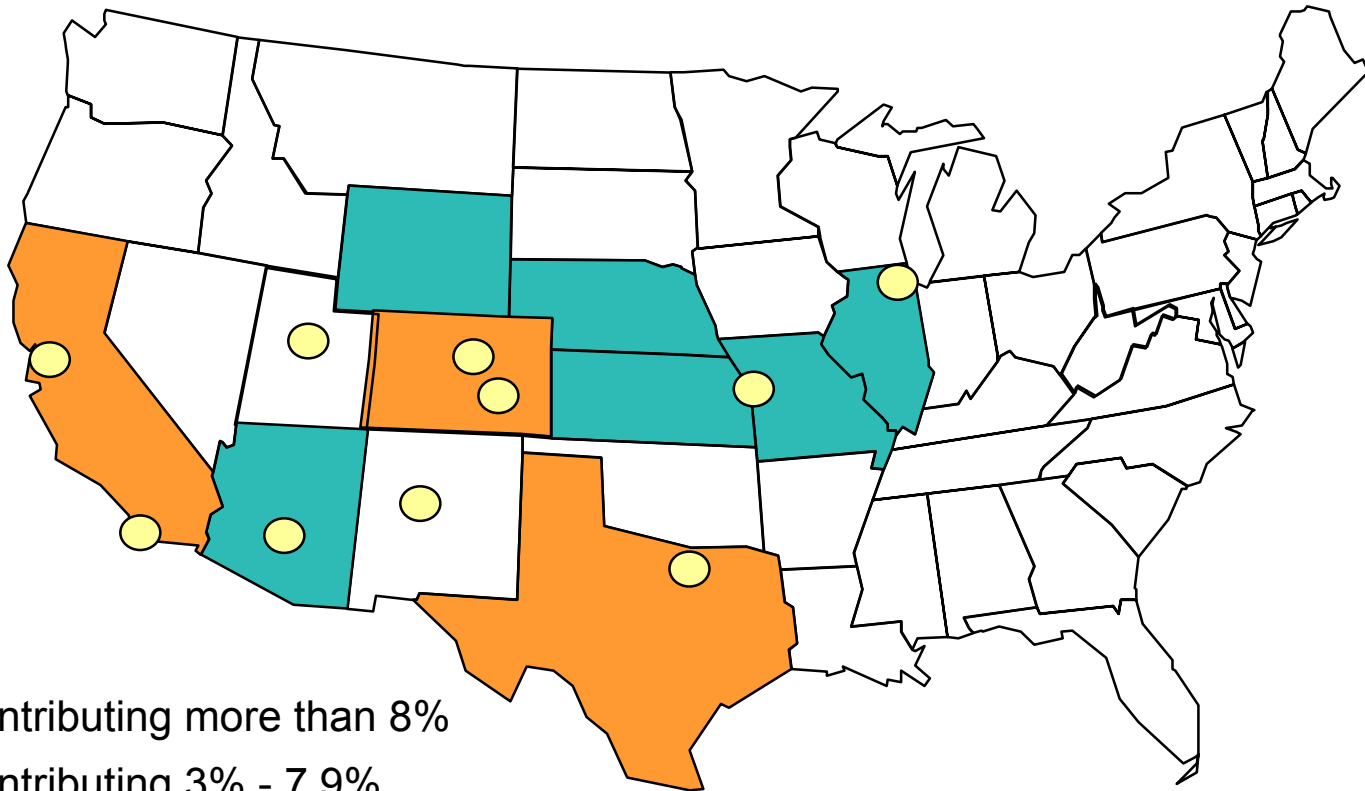
2000 Pleasure Travel Profile

Sources of Pleasure Travel Business

Sources of Business

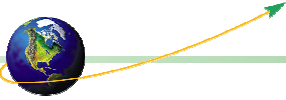


Base: Overnight Pleasure Trips

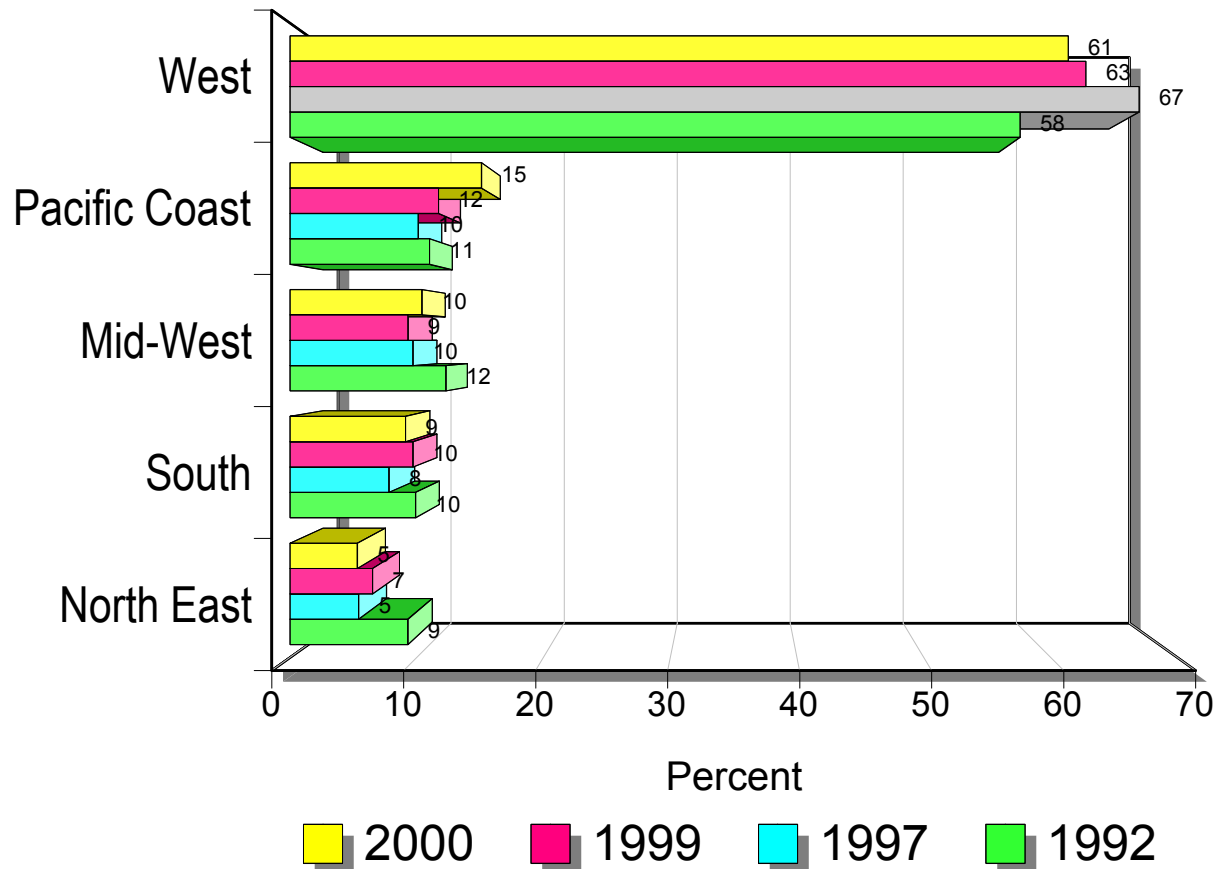


- States contributing more than 8%
- States contributing 3% - 7.9%
- DMAs contributing more than 2%

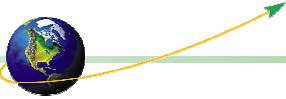
Regional Sources of Business



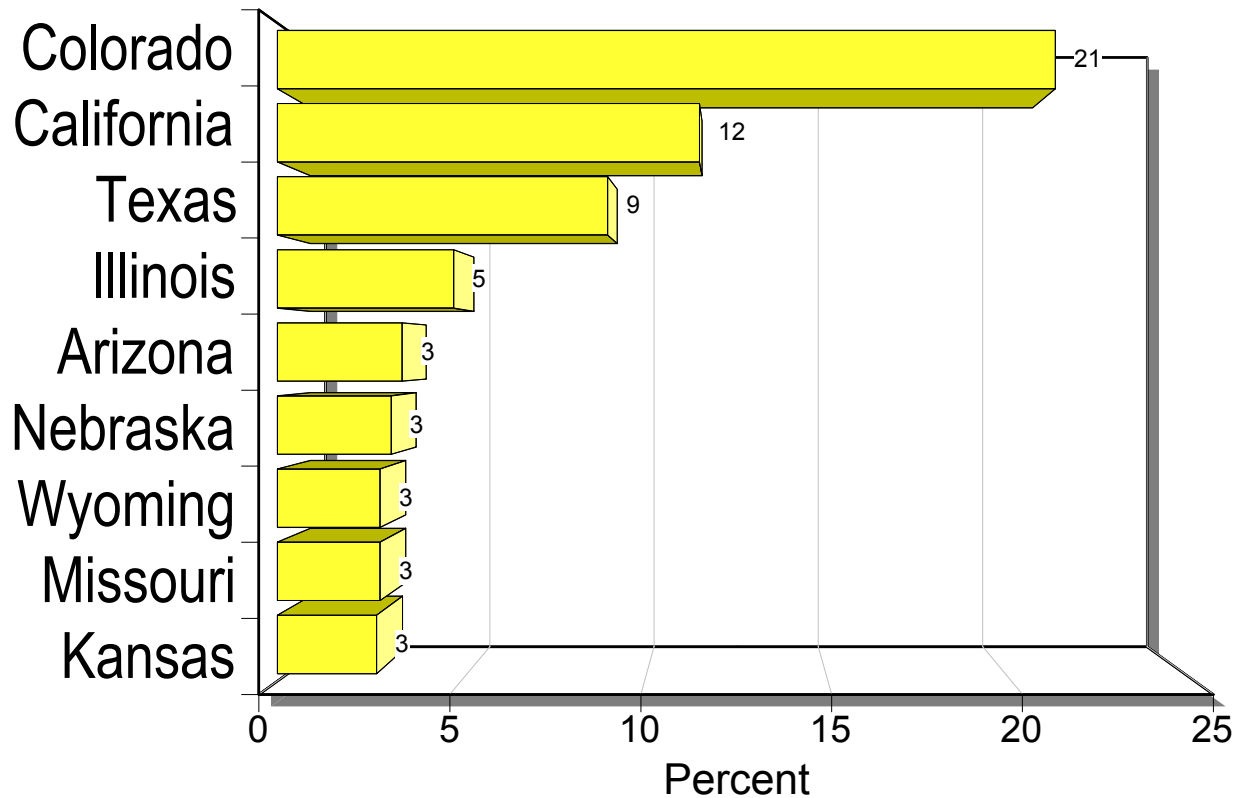
Base: Overnight Pleasure Trips



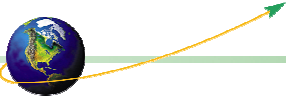
State Sources of Business



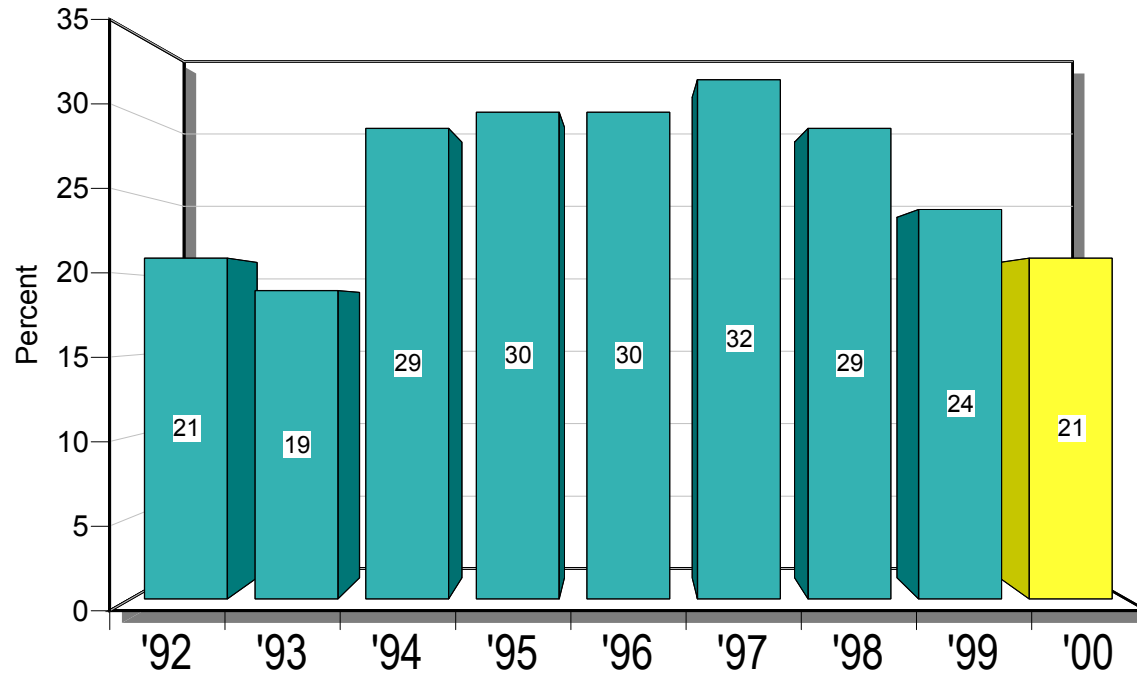
Base: Overnight Pleasure Trips



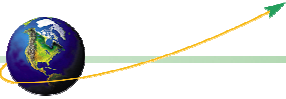
In-state Pleasure Trips



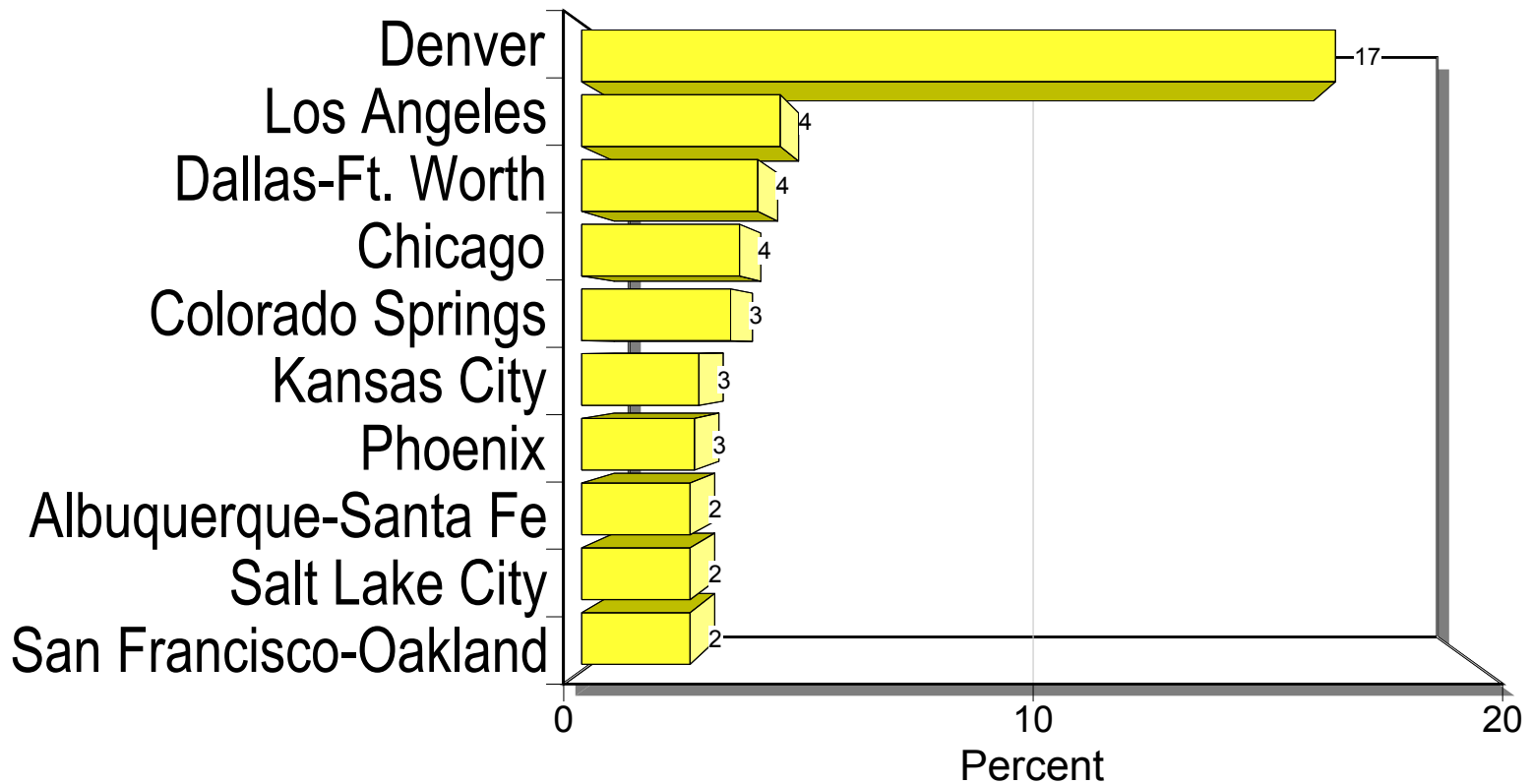
Percent of Pleasure Trips Originating in Colorado



Urban Sources of Business

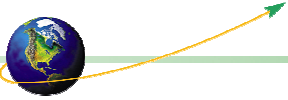


Base: Overnight Pleasure Trips

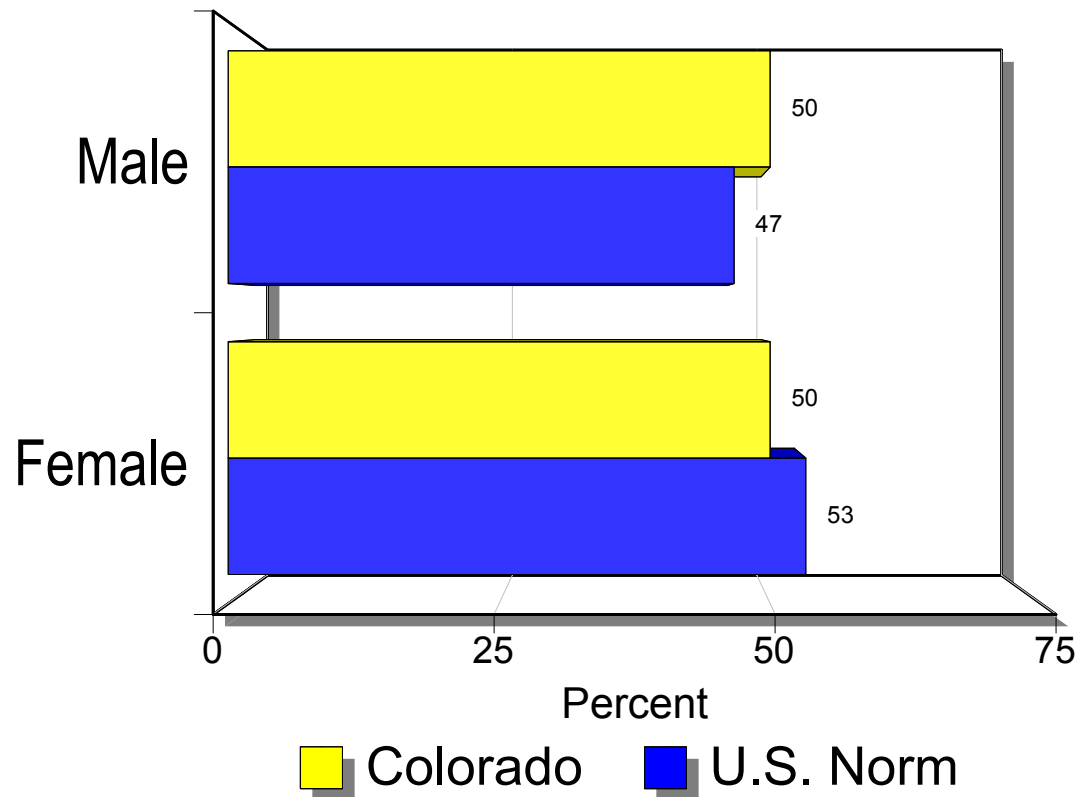


Pleasure Travel Profile

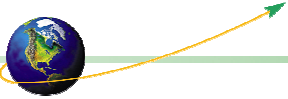
Gender



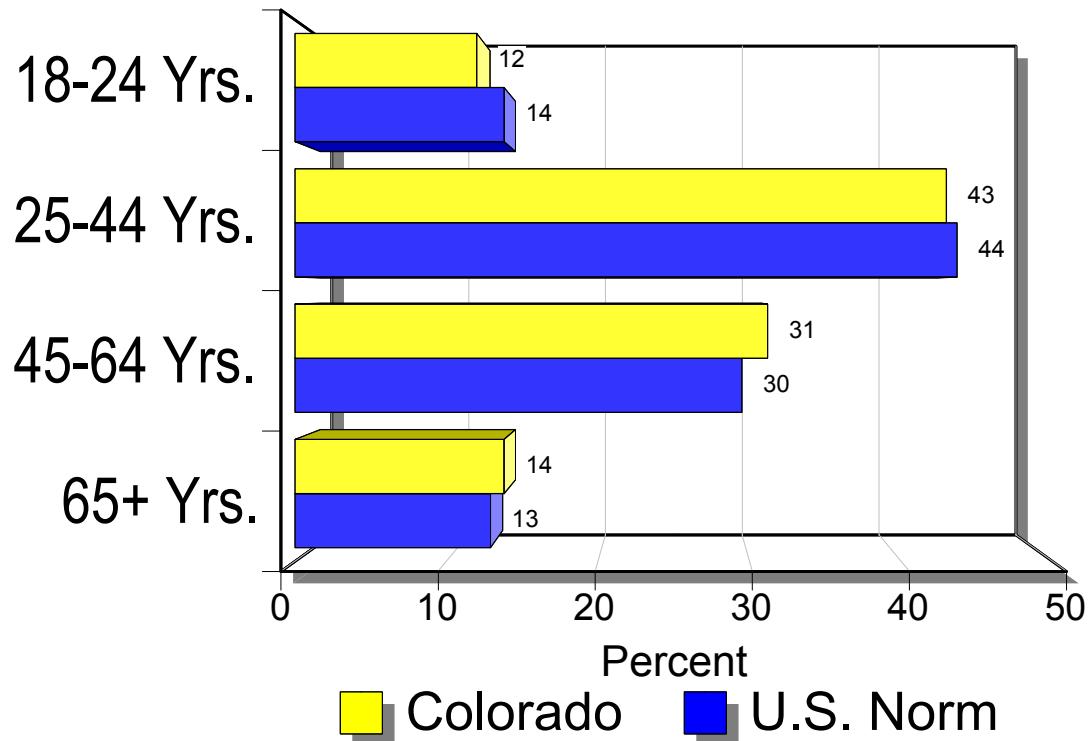
Base: Overnight Pleasure Trips



Age

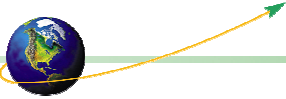


Base: Overnight Pleasure Trips

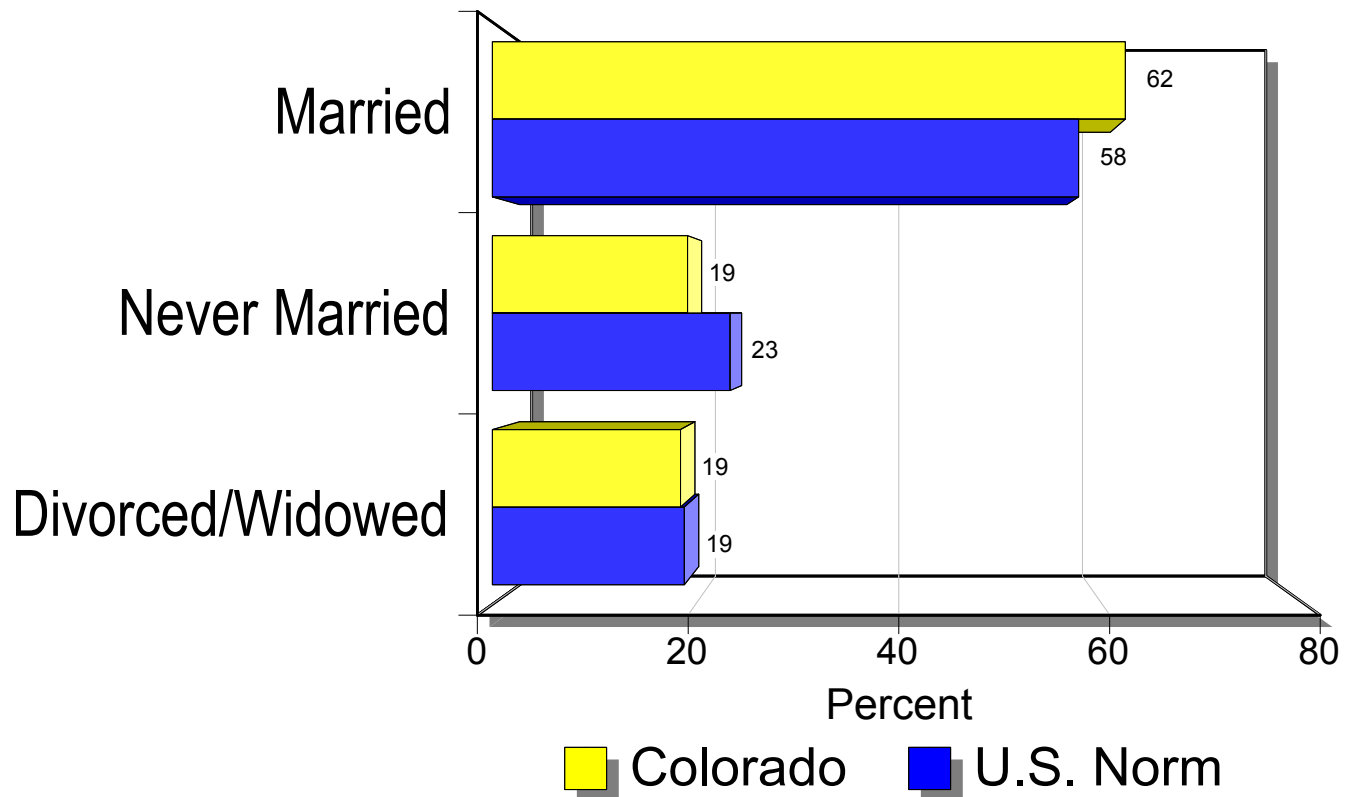


	Colorado	U.S. Norm
Average Age	43.8	43.1

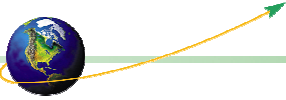
Marital Status



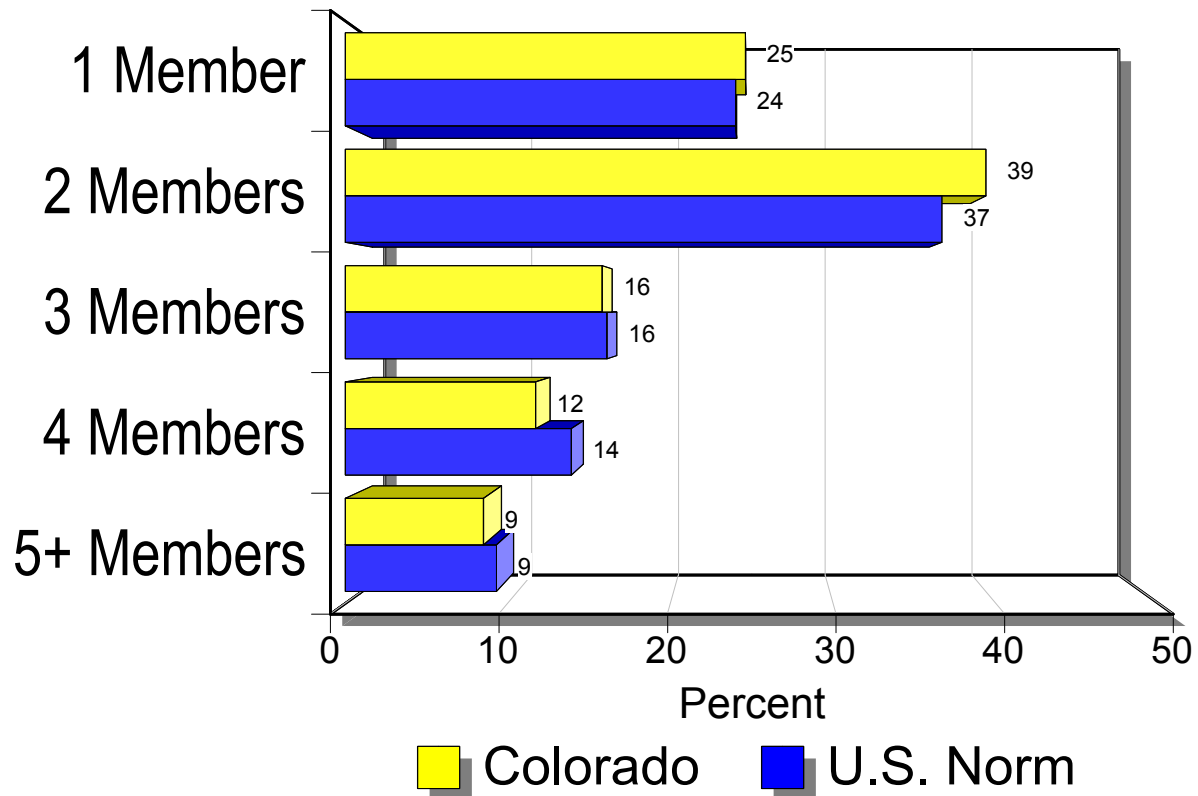
Base: Overnight Pleasure Trips



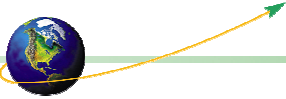
Household Size



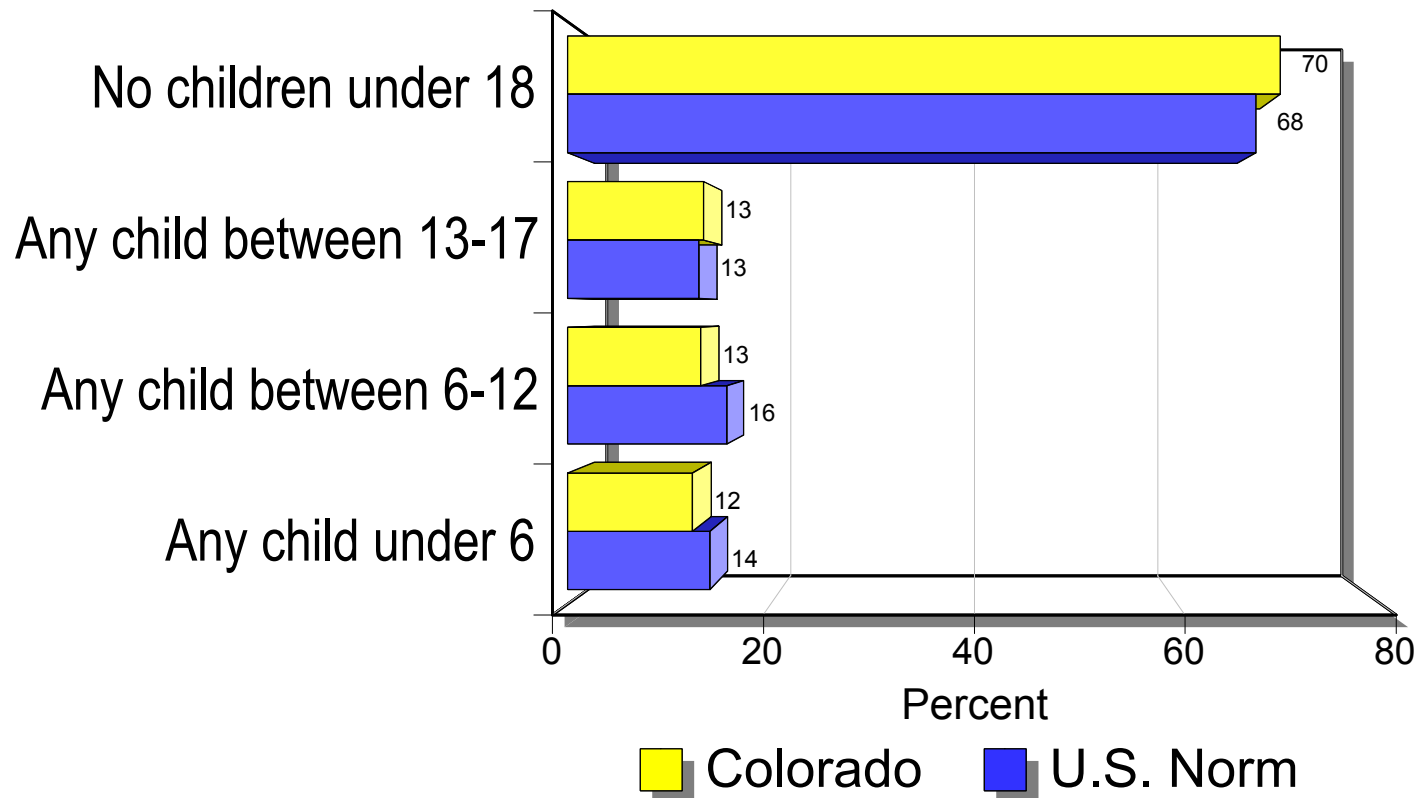
Base: Overnight Pleasure Trips



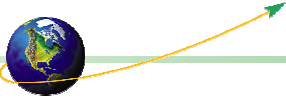
Children in Household



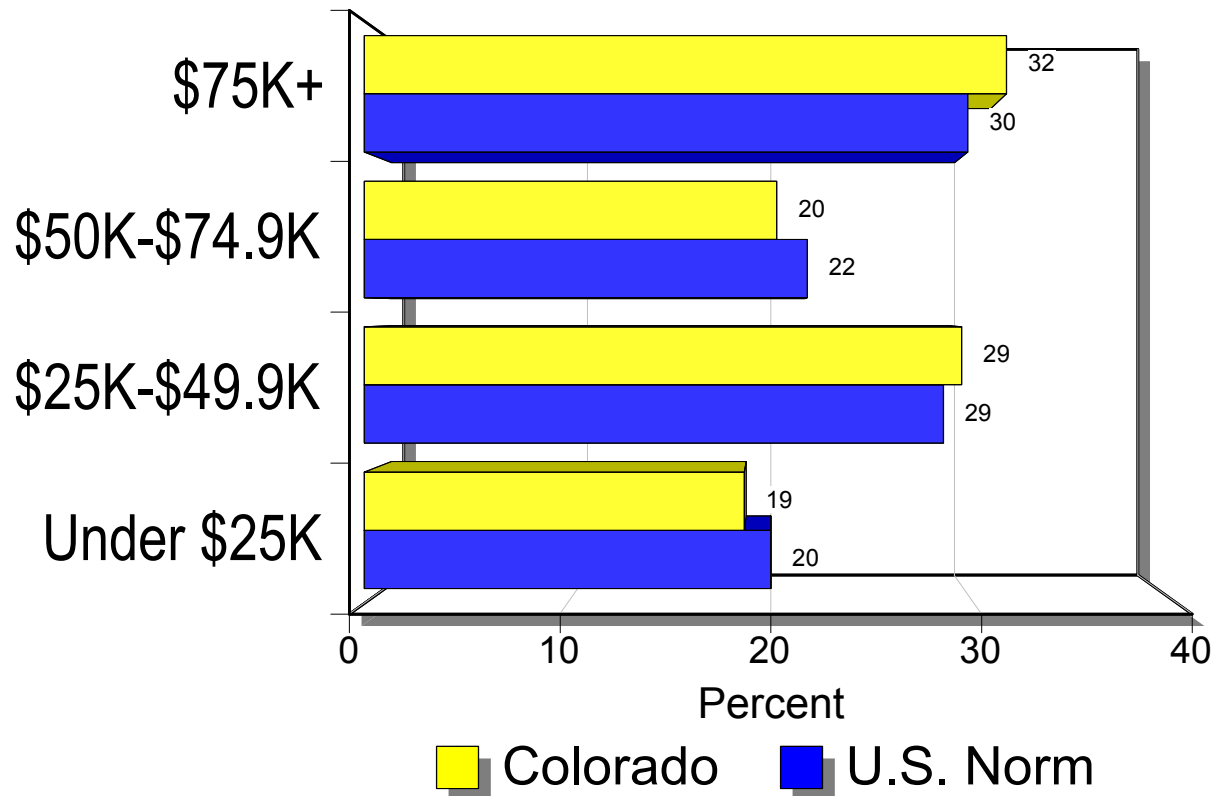
Base: Overnight Pleasure Trips



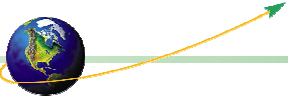
Income



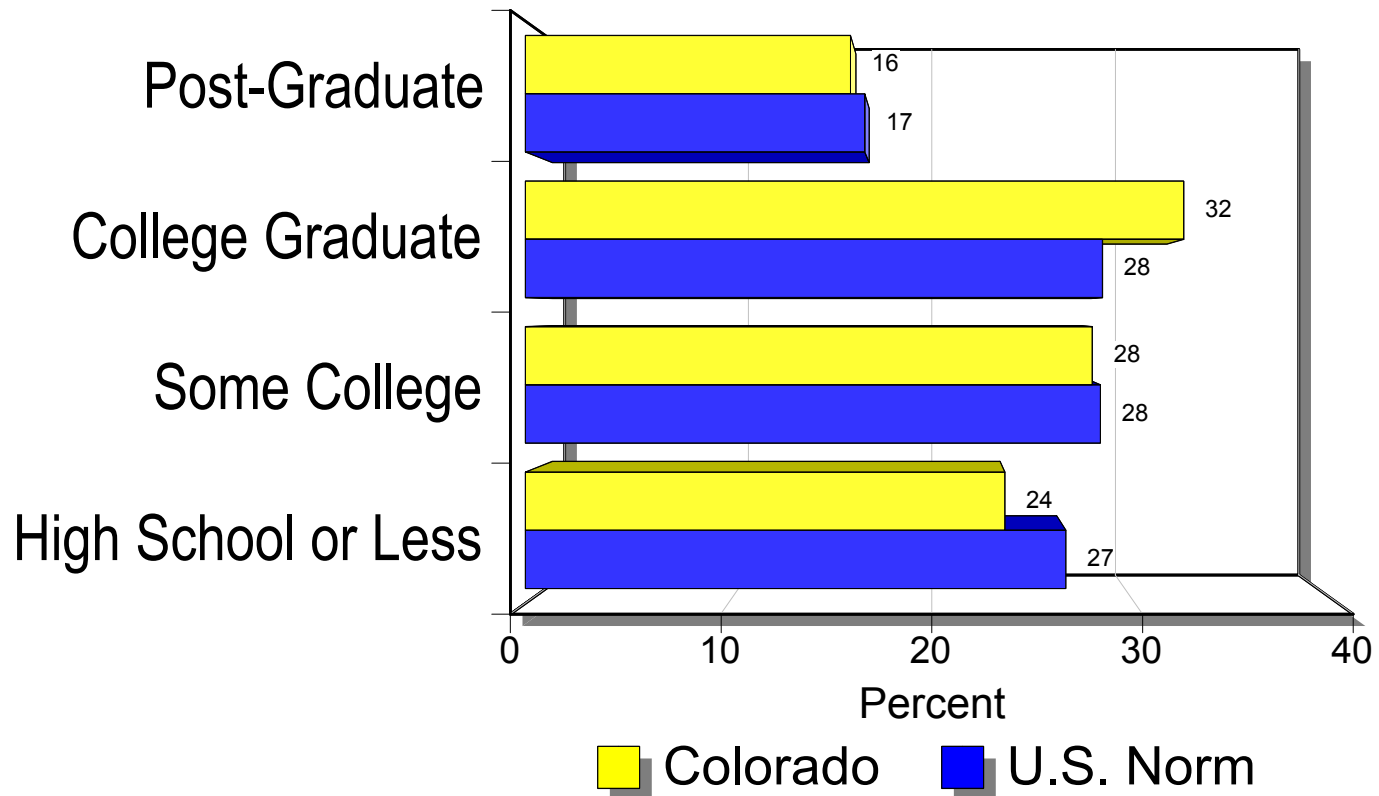
Base: Overnight Pleasure Trips



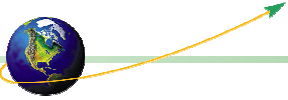
Education



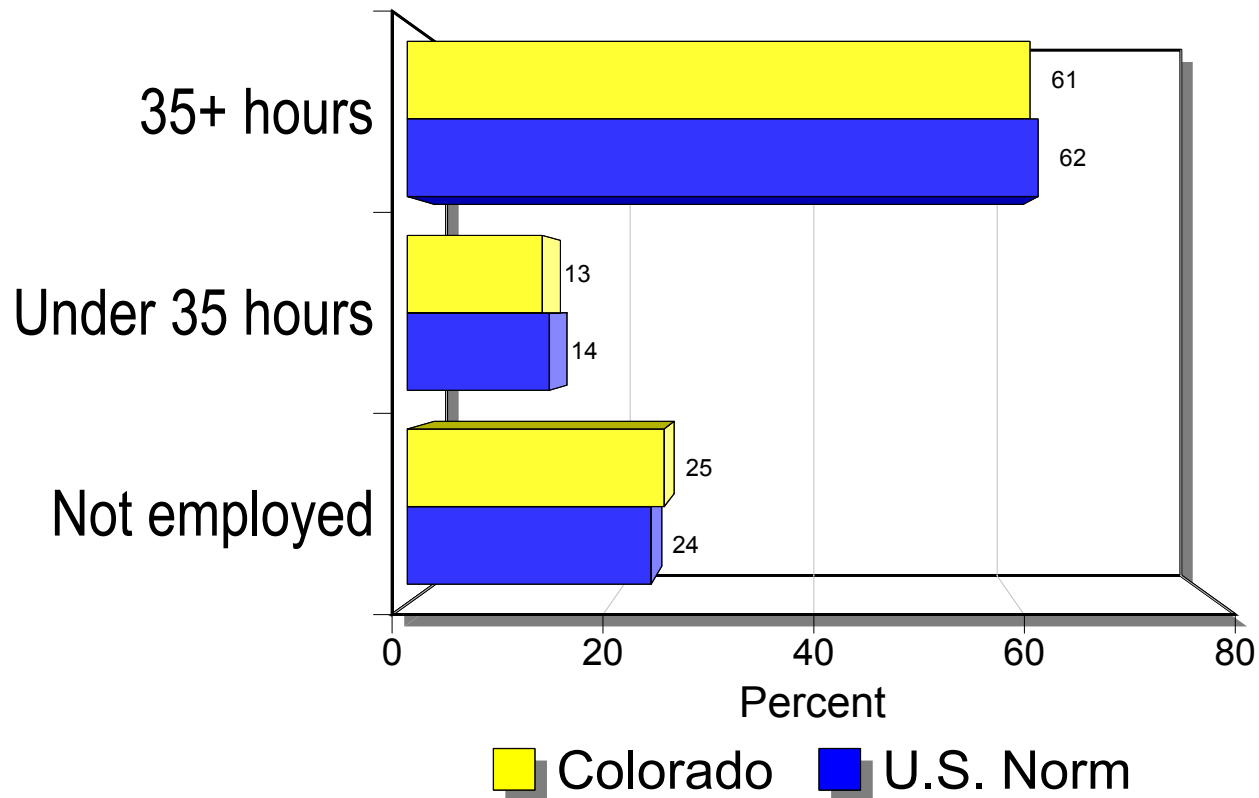
Base: Overnight Pleasure Trips



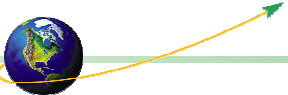
Employment



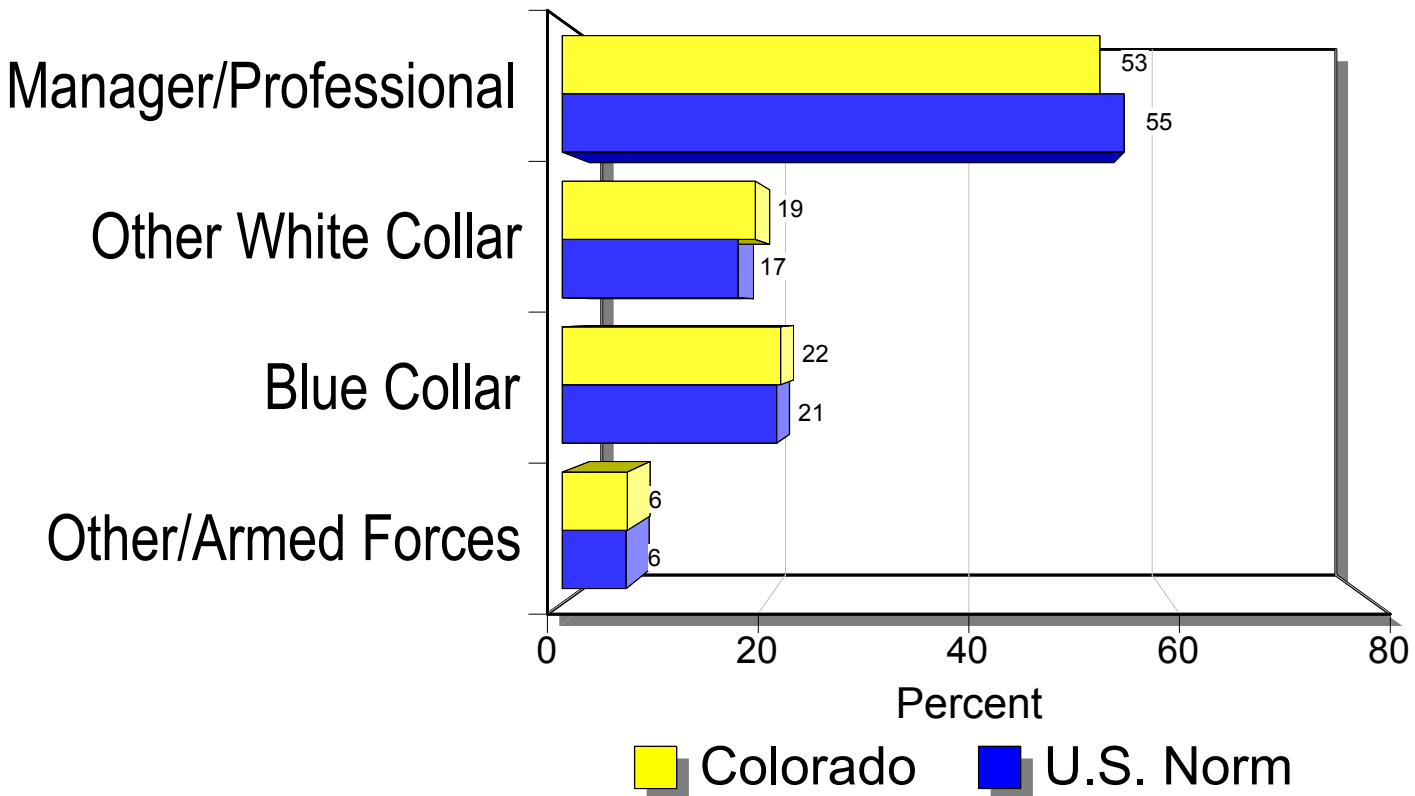
Base: Overnight Pleasure Trips



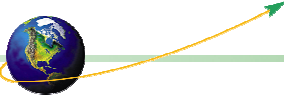
Occupation



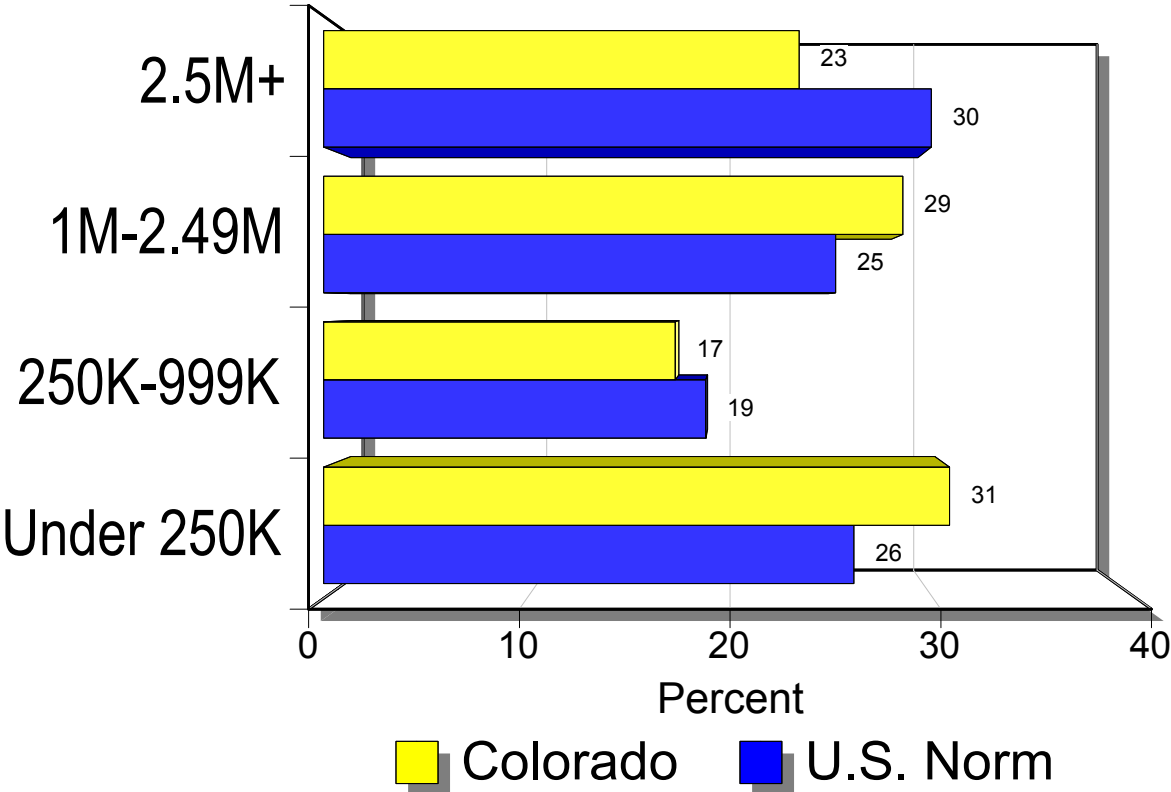
Base: Overnight Pleasure Trips by Those Who Are Employed



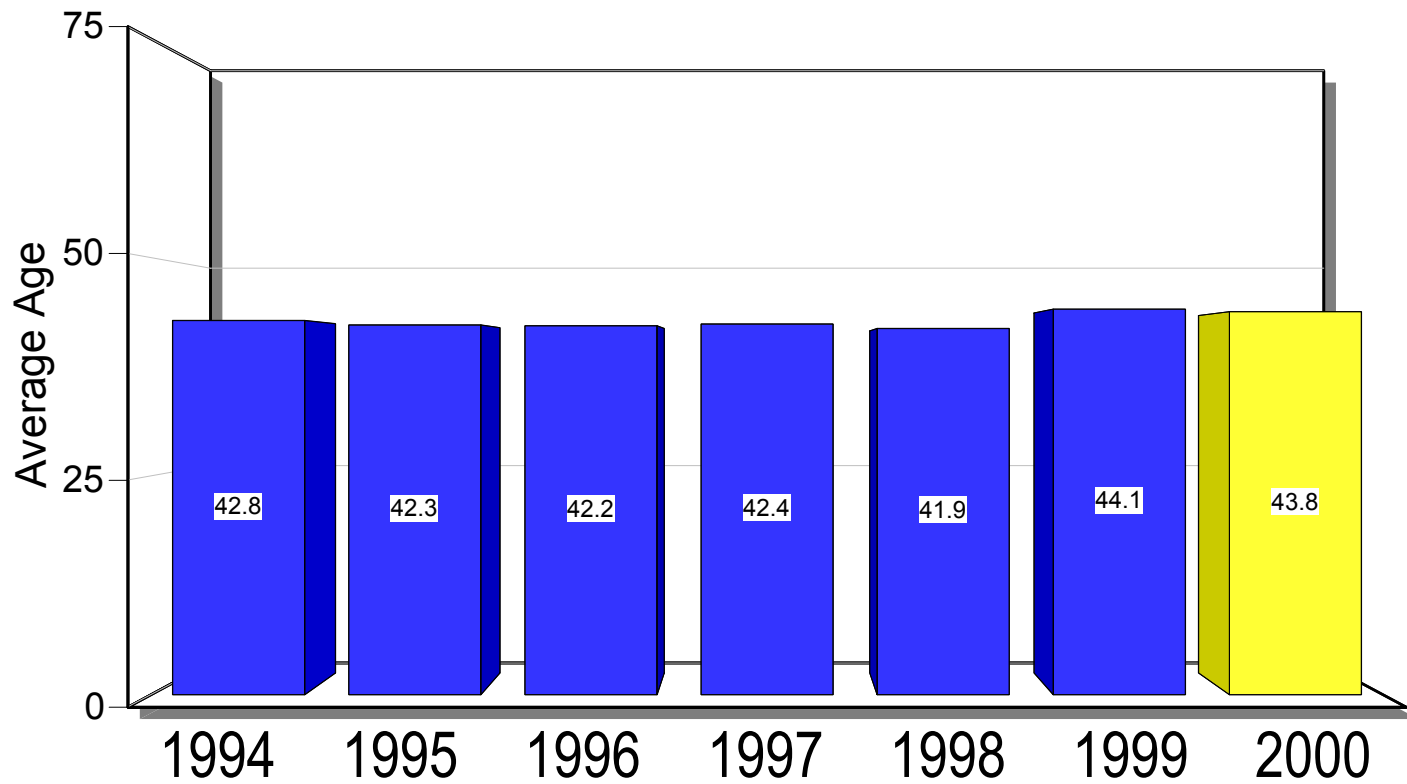
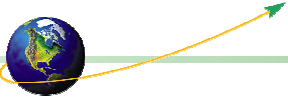
Community Size



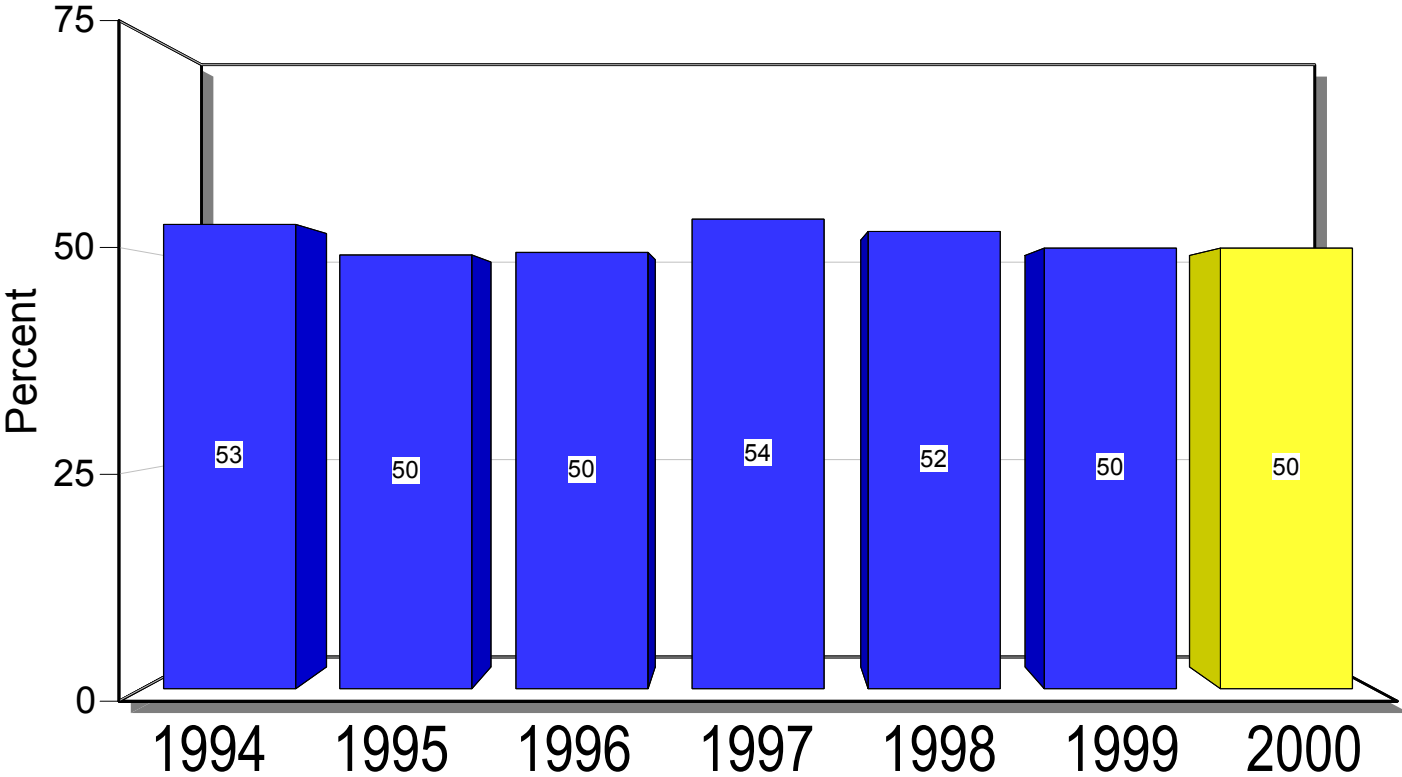
Base: Overnight Pleasure Trips



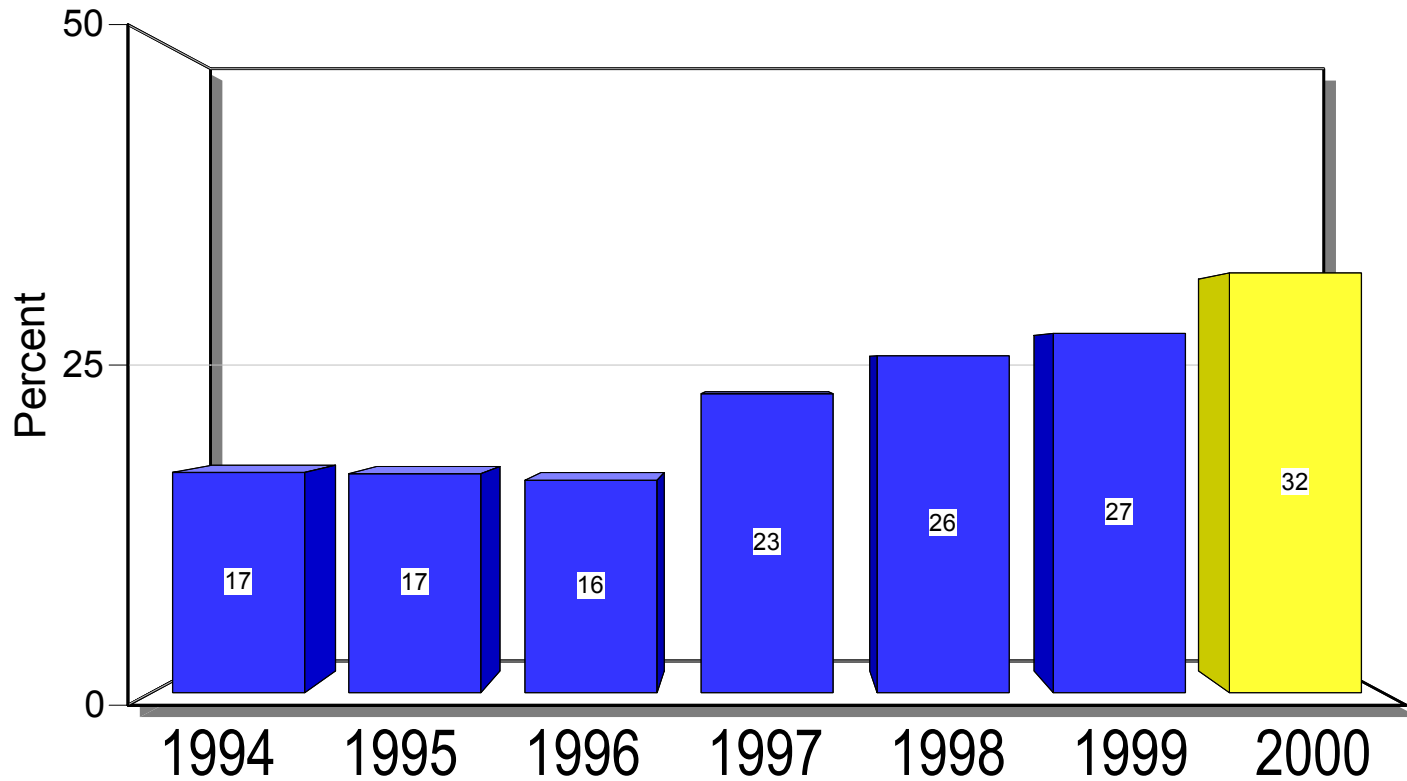
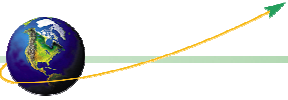
Average Age



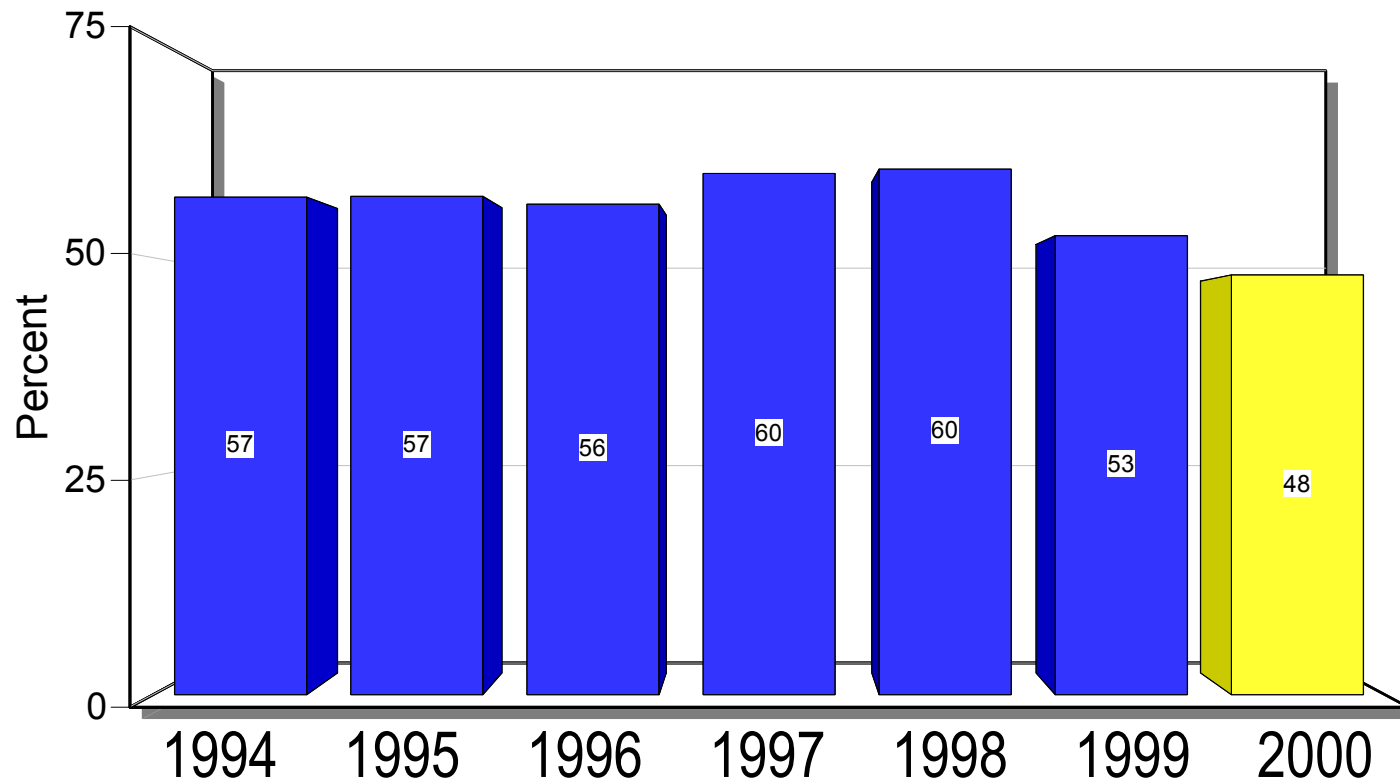
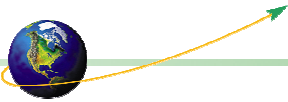
Percent Who Are Male



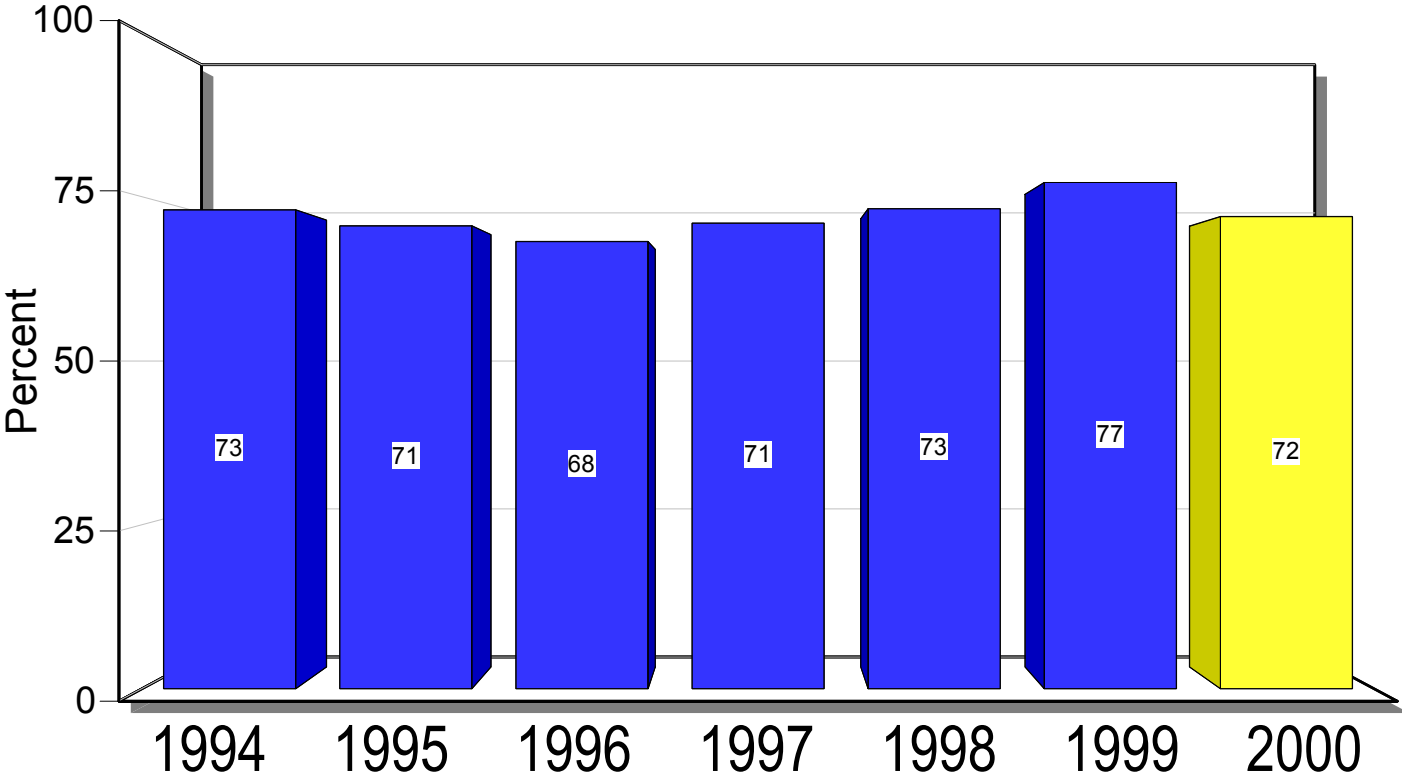
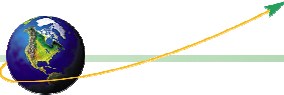
Percent Who Earn Over \$75,000



Percent With College Education

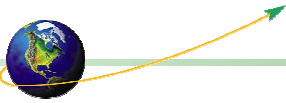


Percent White Collar Occupation

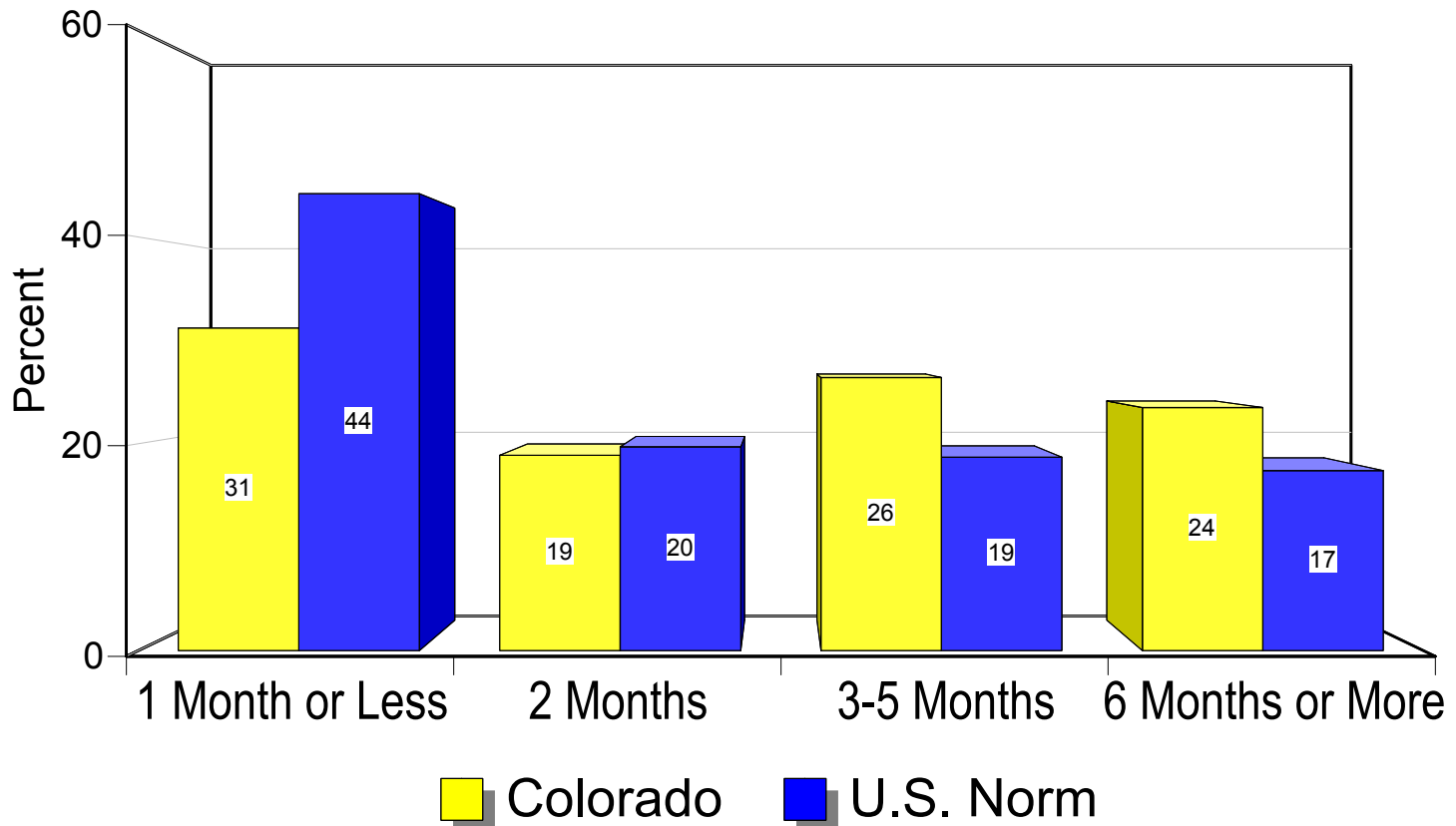


Planning and Booking of Overnight Pleasure Trips

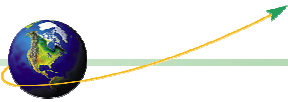
Planning Cycle



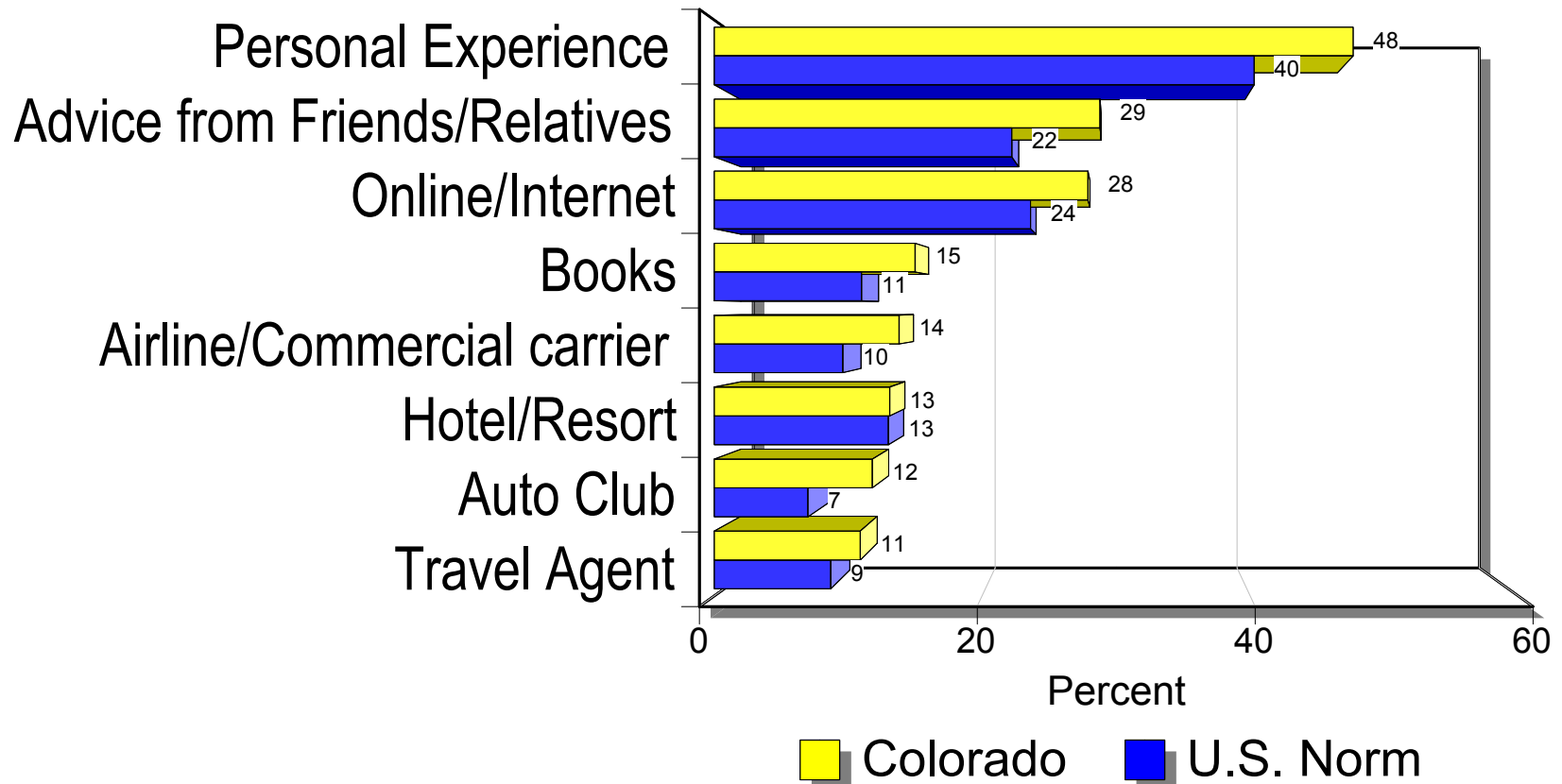
Base: Overnight Pleasure Trips



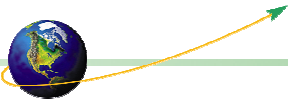
Information Sources Used for Planning



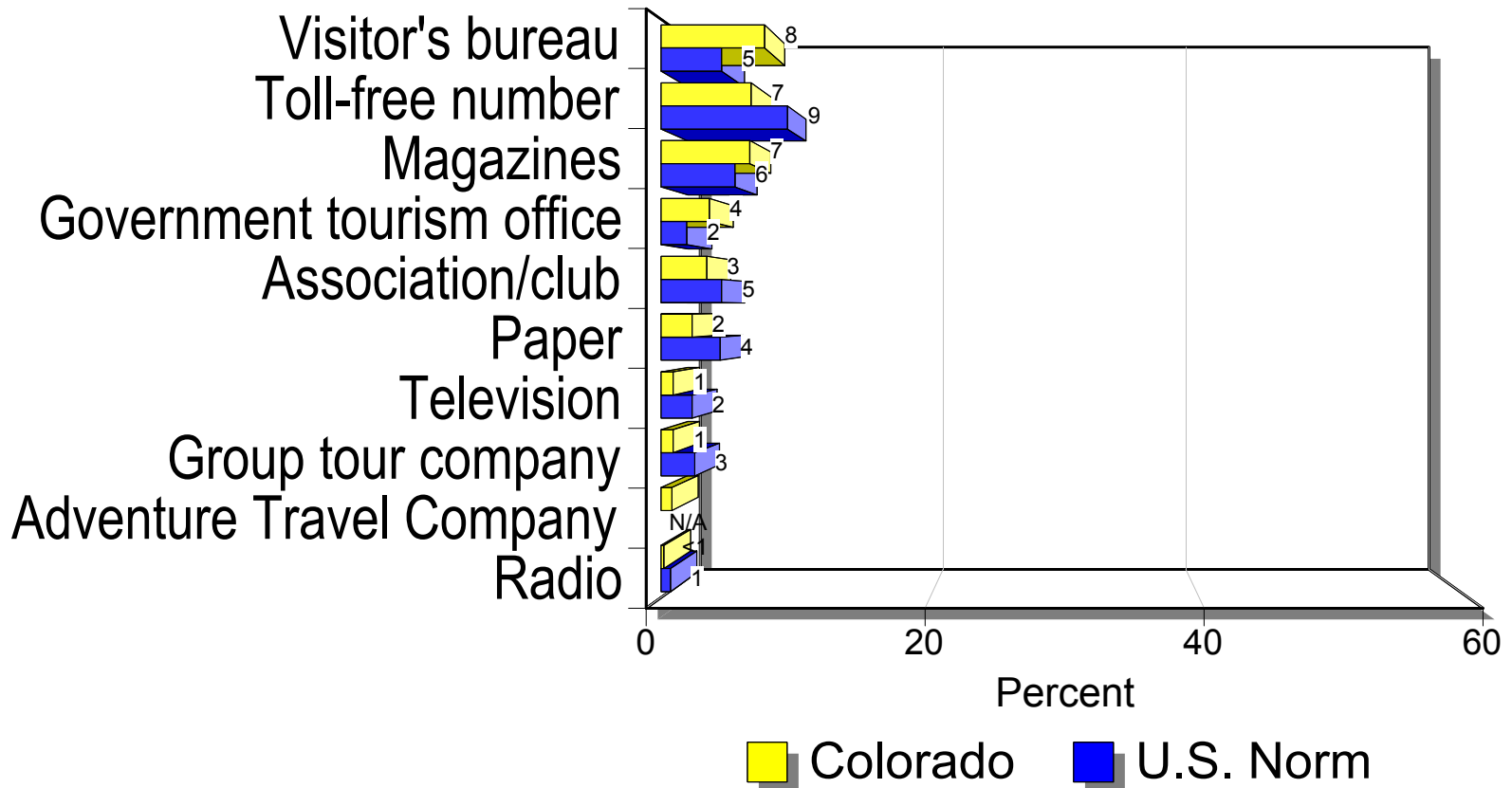
Base: Overnight Pleasure Trips



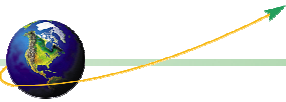
Information Sources Used for Planning (Cont'd)



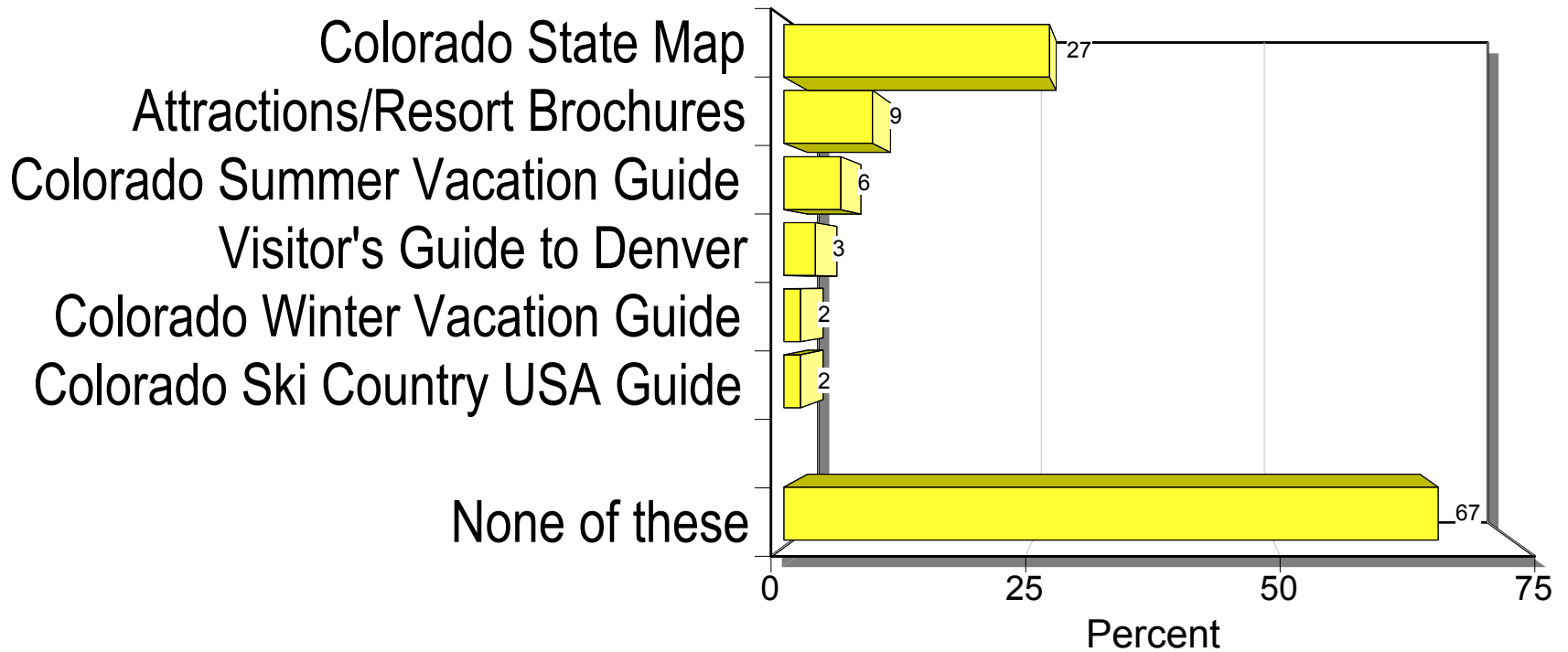
Base: Overnight Pleasure Trips



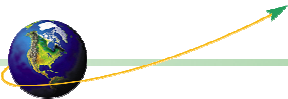
Publications Used for Trip Planning



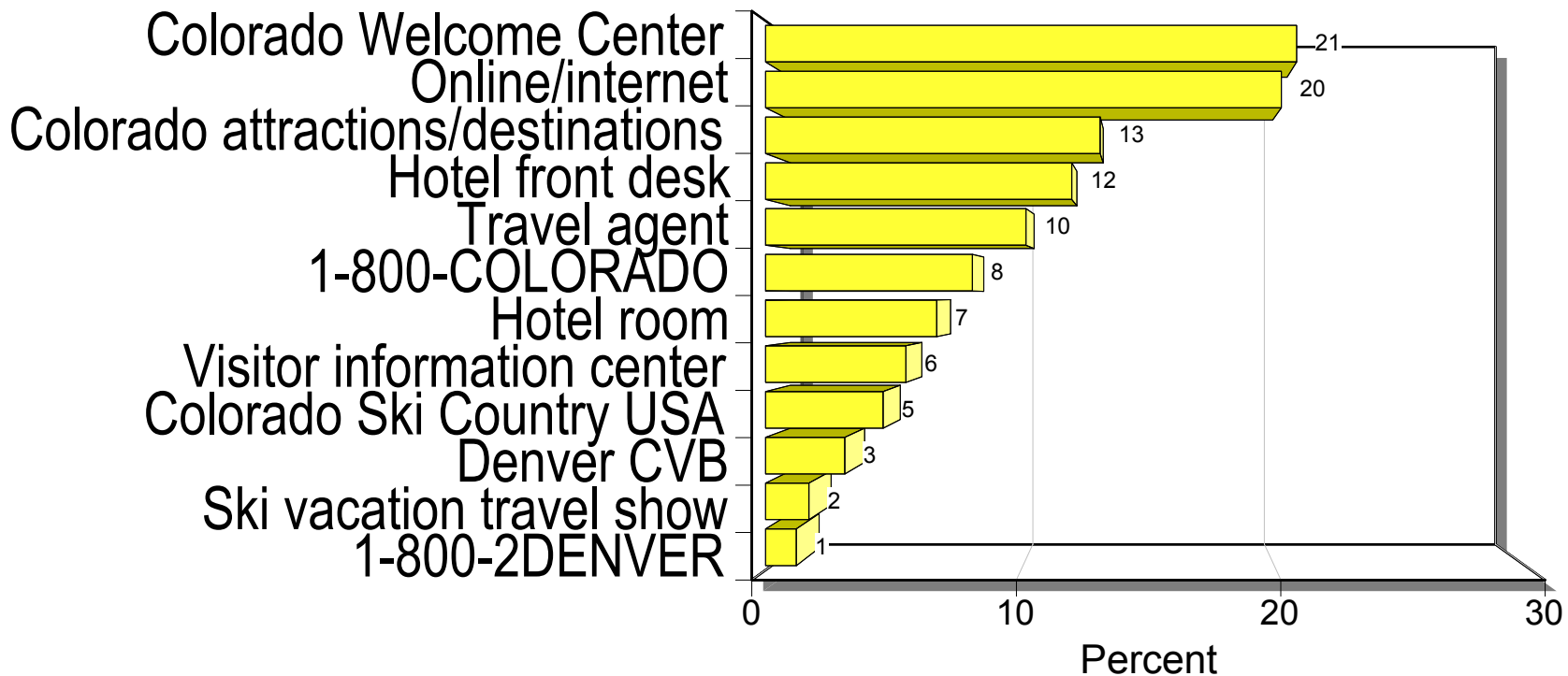
Base: Overnight Pleasure Trips



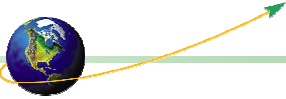
Place Where Publications Were Obtained



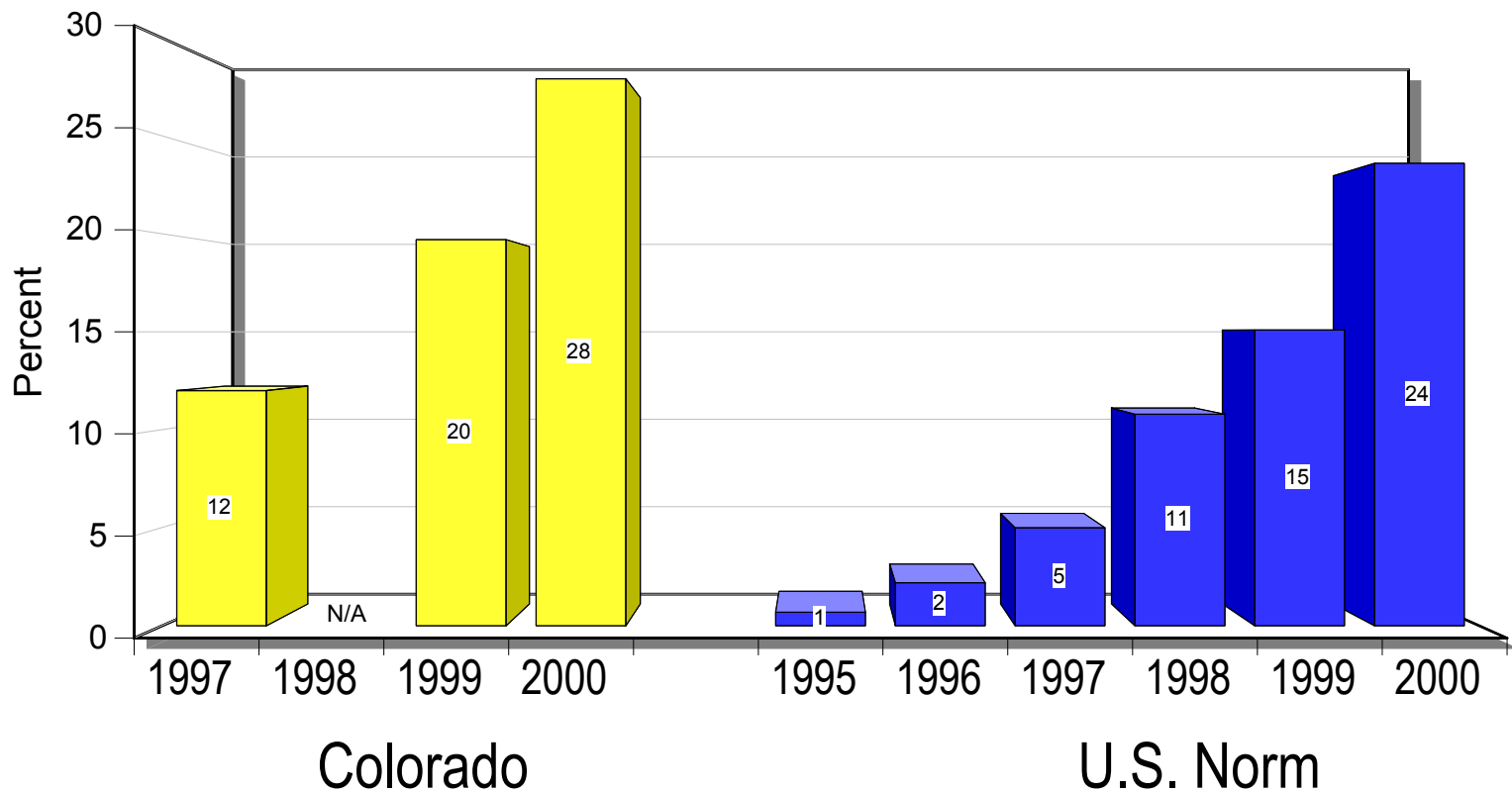
Base: Used At Least One Publication



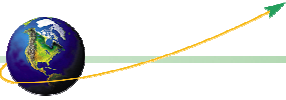
Use of Internet for Trip Planning



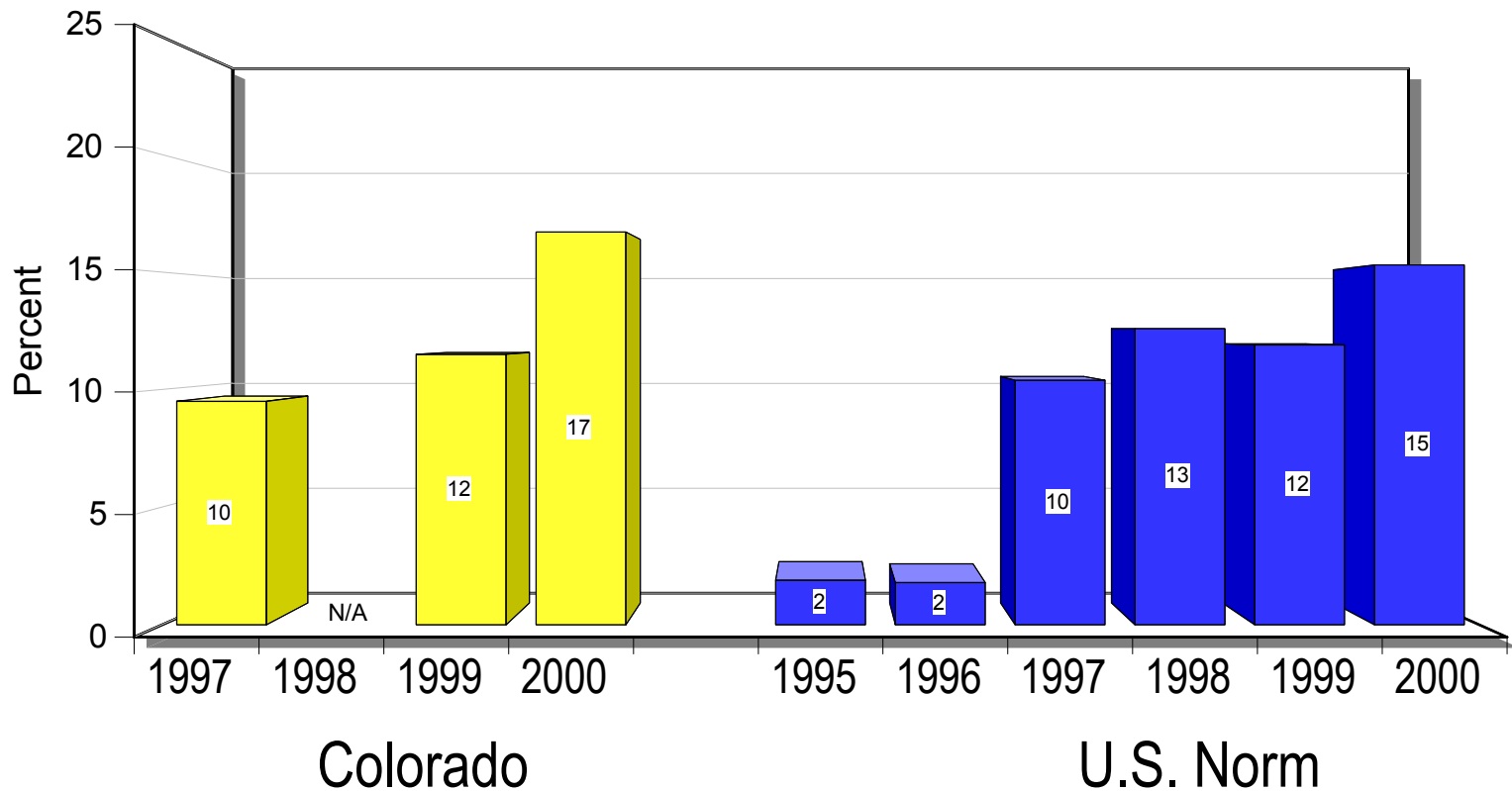
Base: Overnight Pleasure Trips



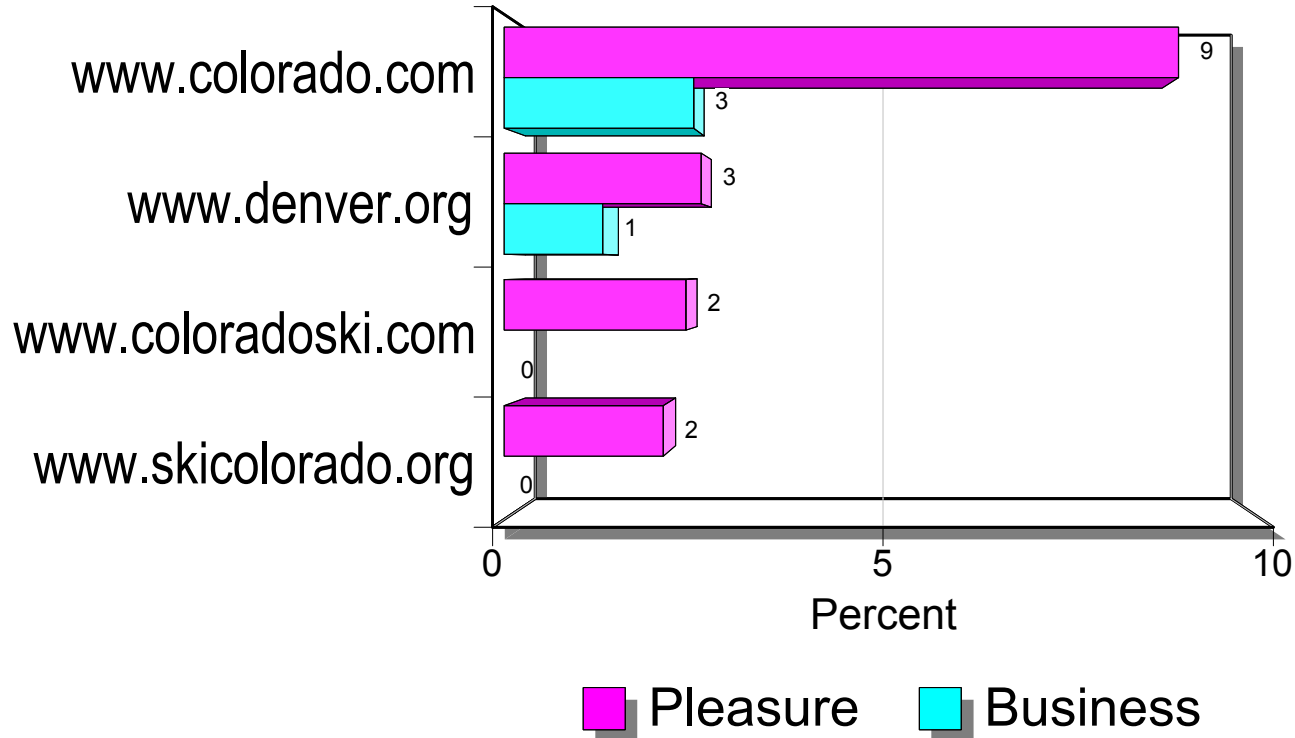
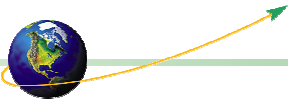
Use of Internet for Trip Planning



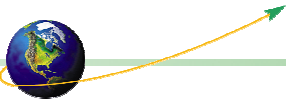
Base: Overnight Business Trips



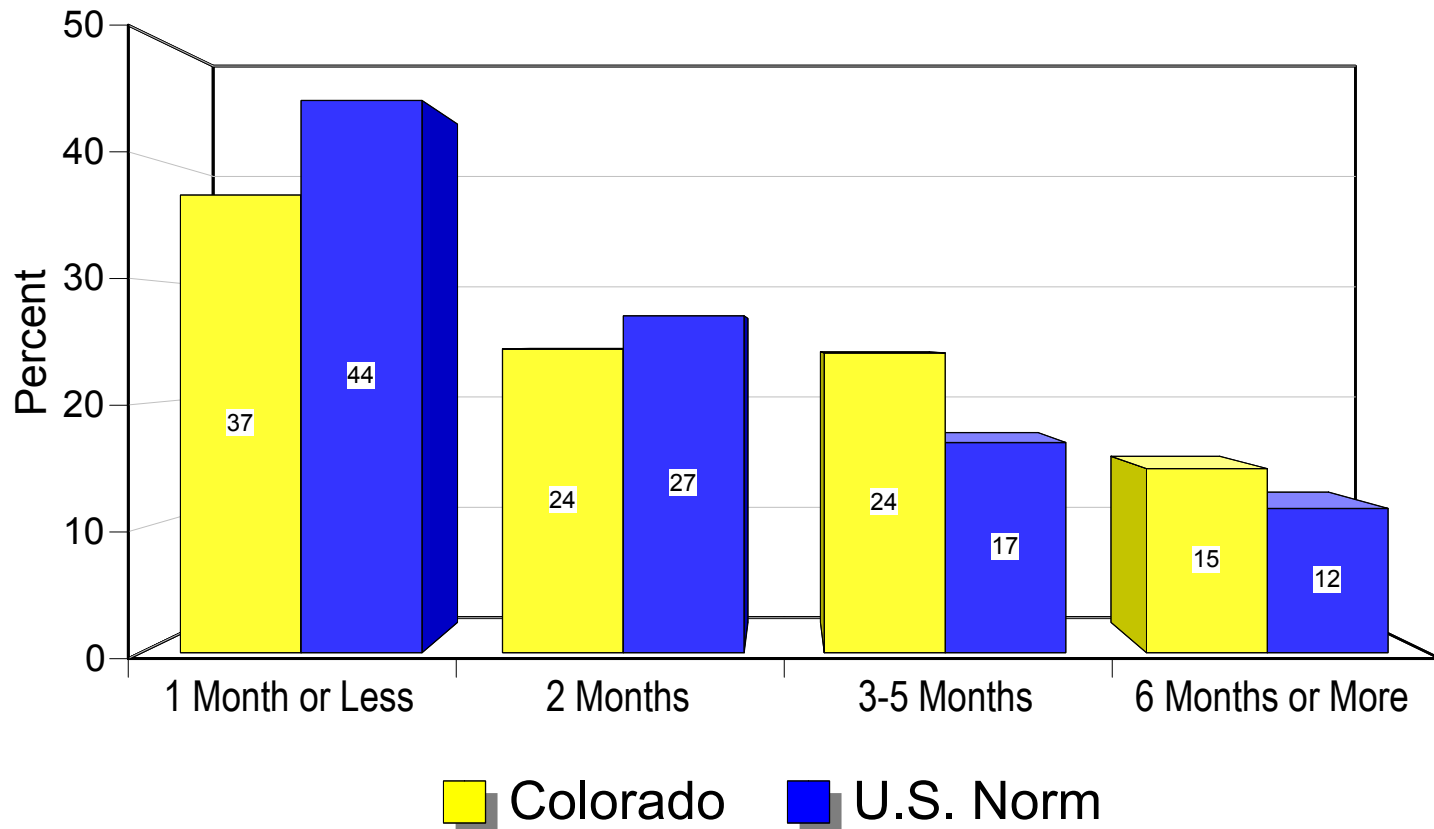
Internet Sites Used When Planning Colorado Trip



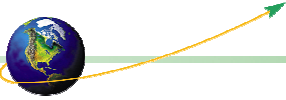
Booking Cycle



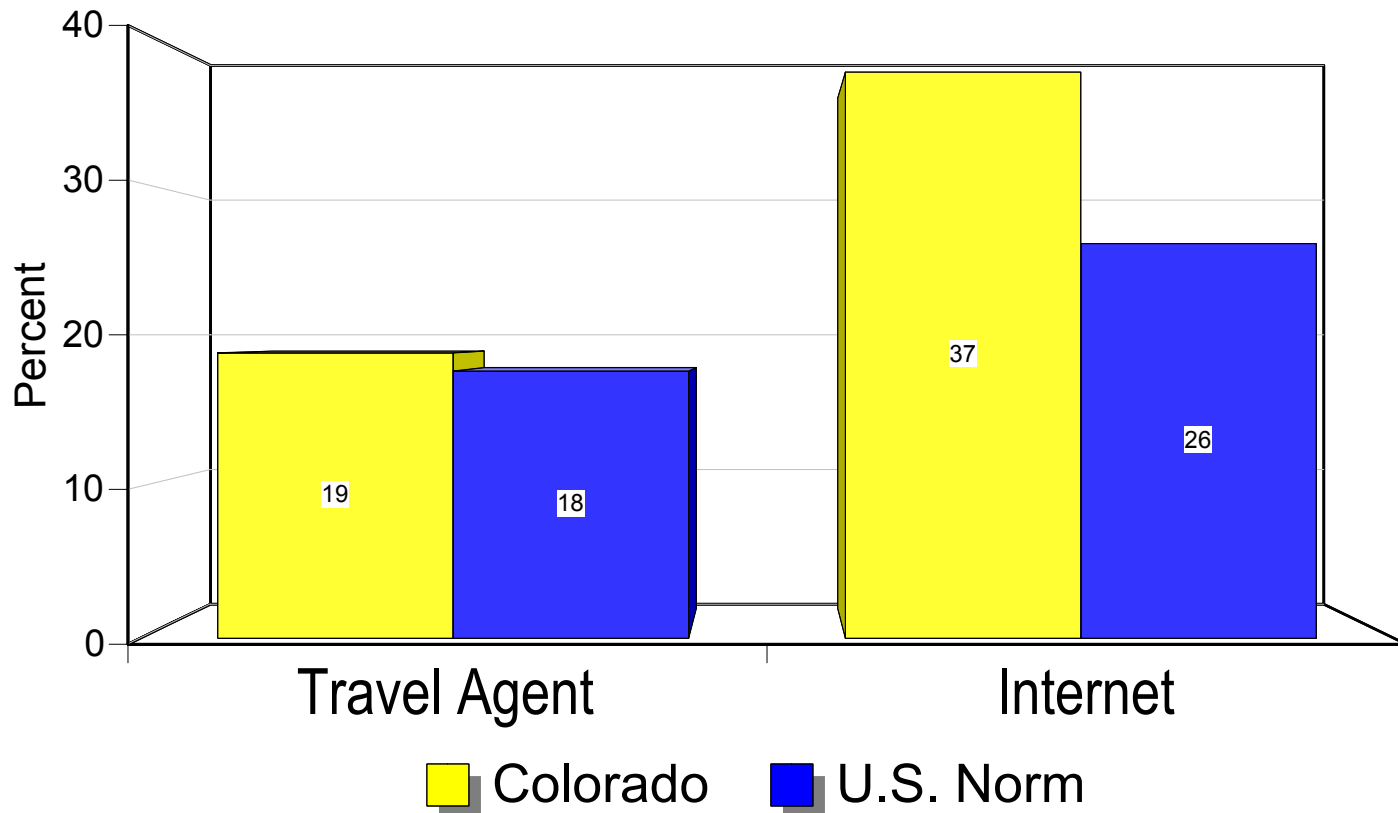
Base: Overnight Pleasure Trips Booked in Advance



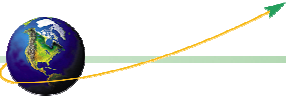
Use of Travel Agents/Internet for Booking



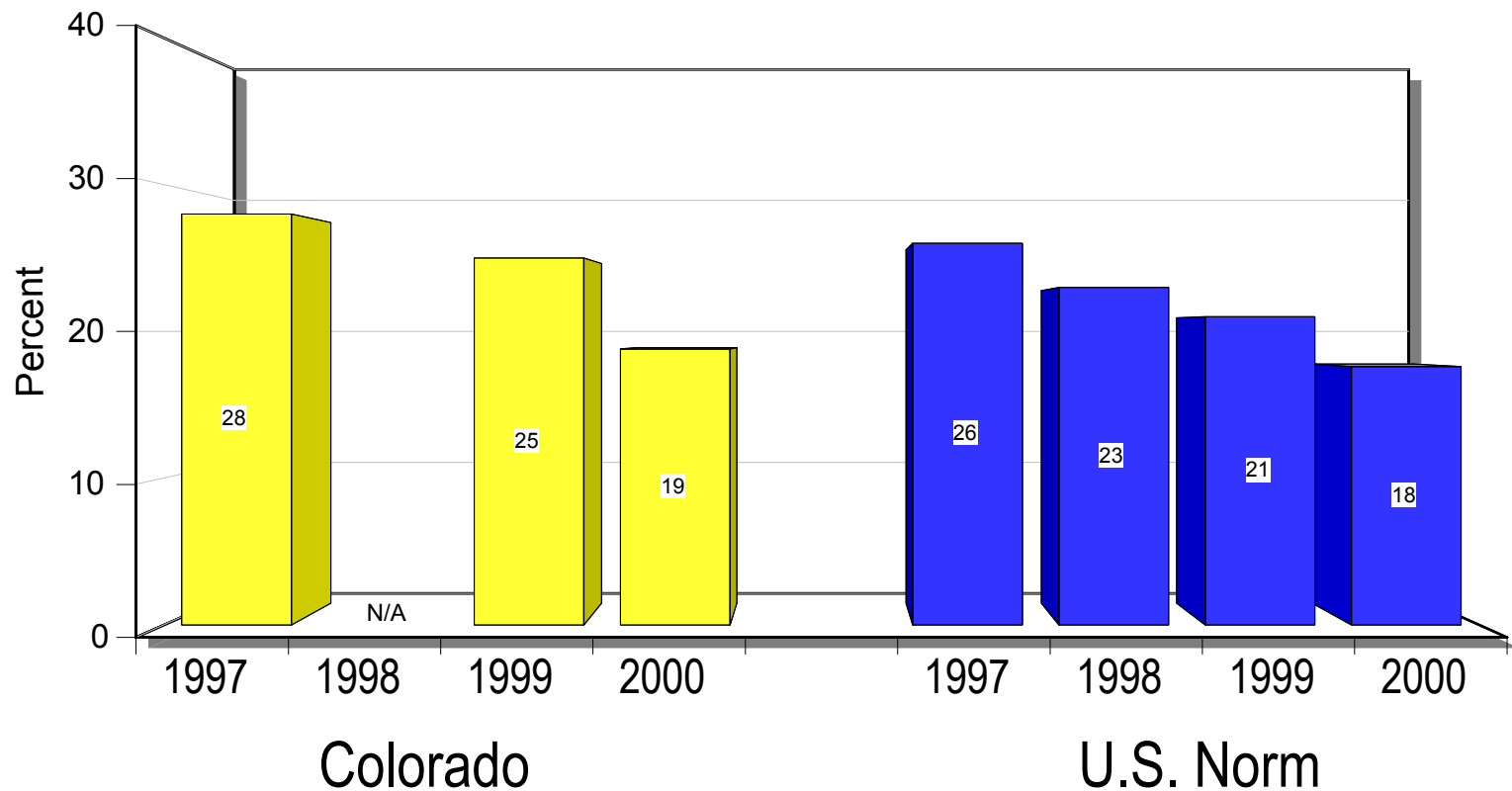
Base: Overnight Pleasure Trips Booked in Advance



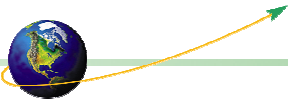
Use of Travel Agent for Trip Booking



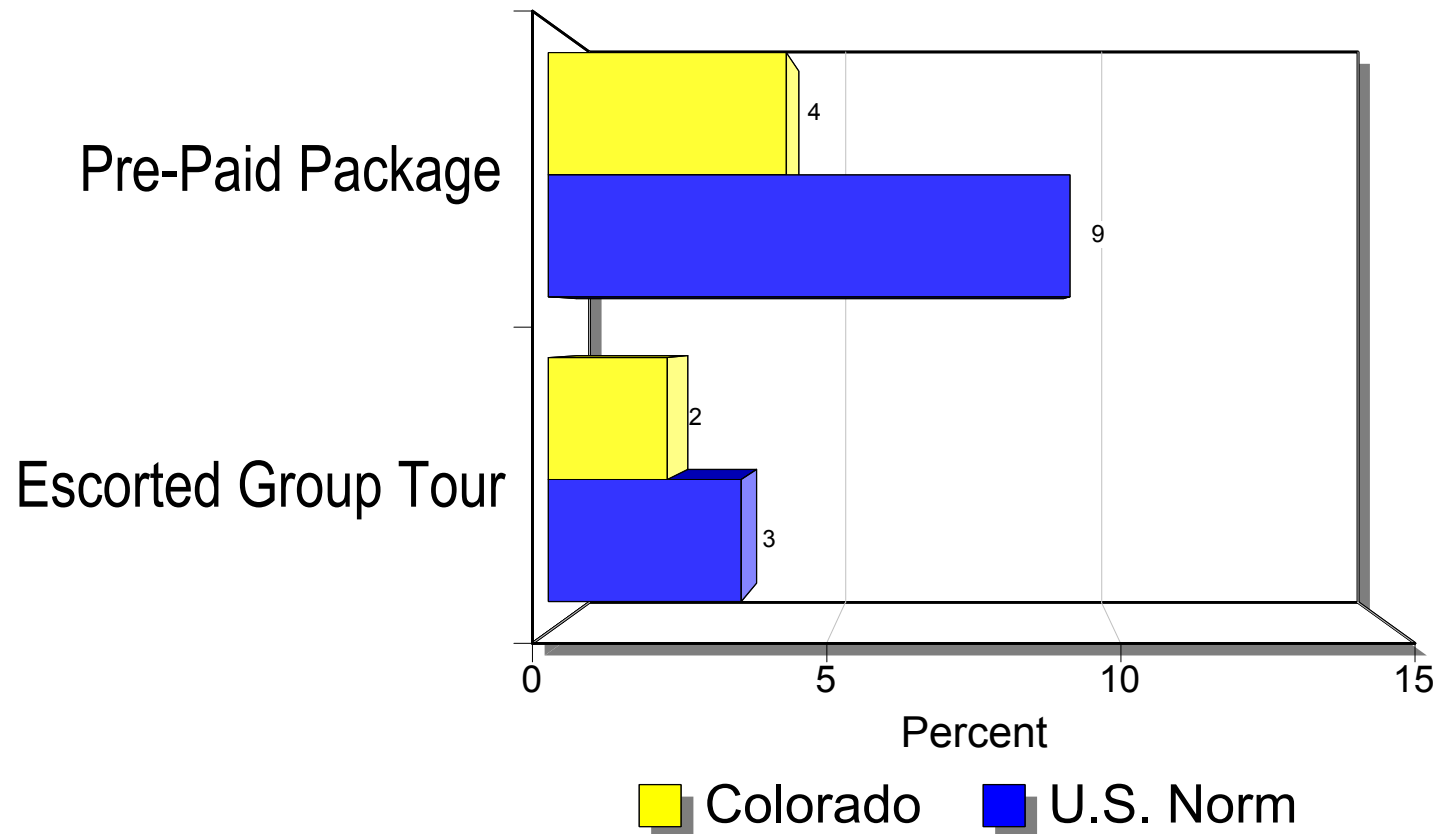
Base: Overnight Pleasure Trips Booked in Advance



Use of Vacation Packages and Group Travel



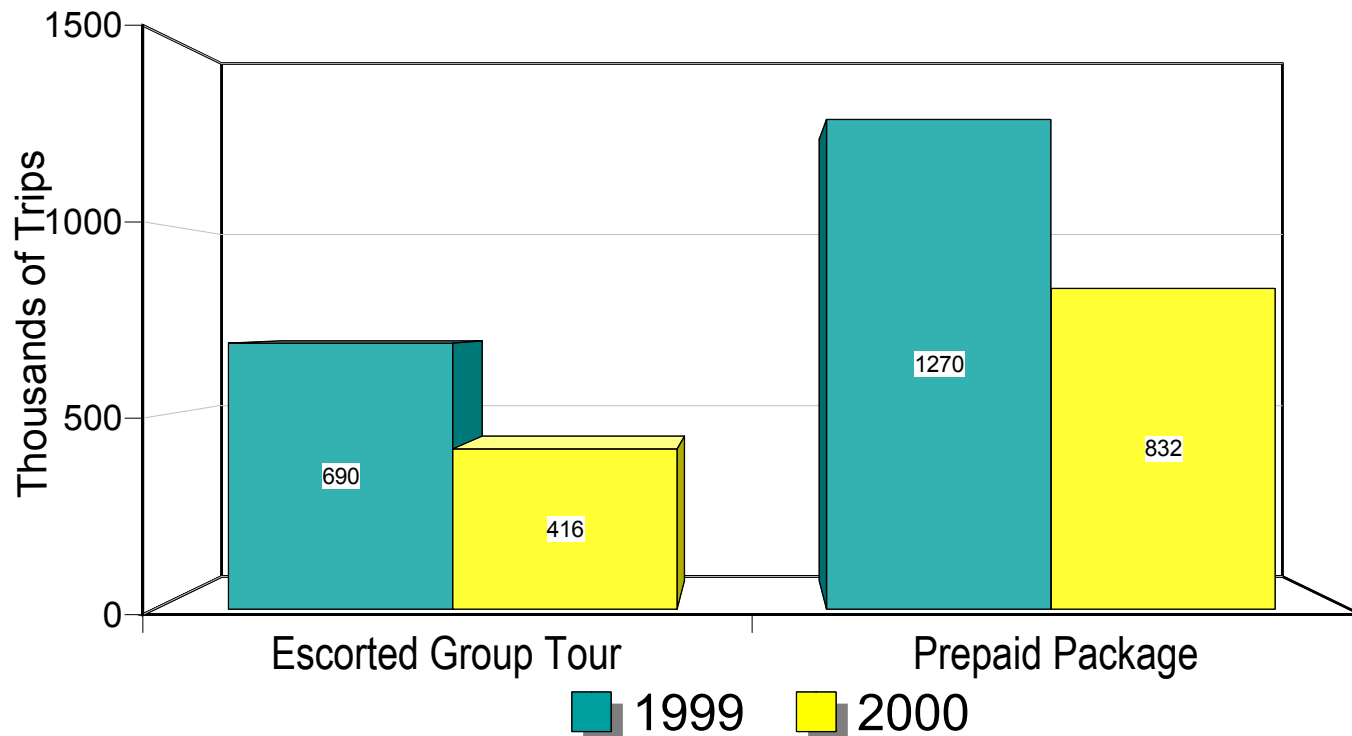
Base: Overnight Pleasure Trips



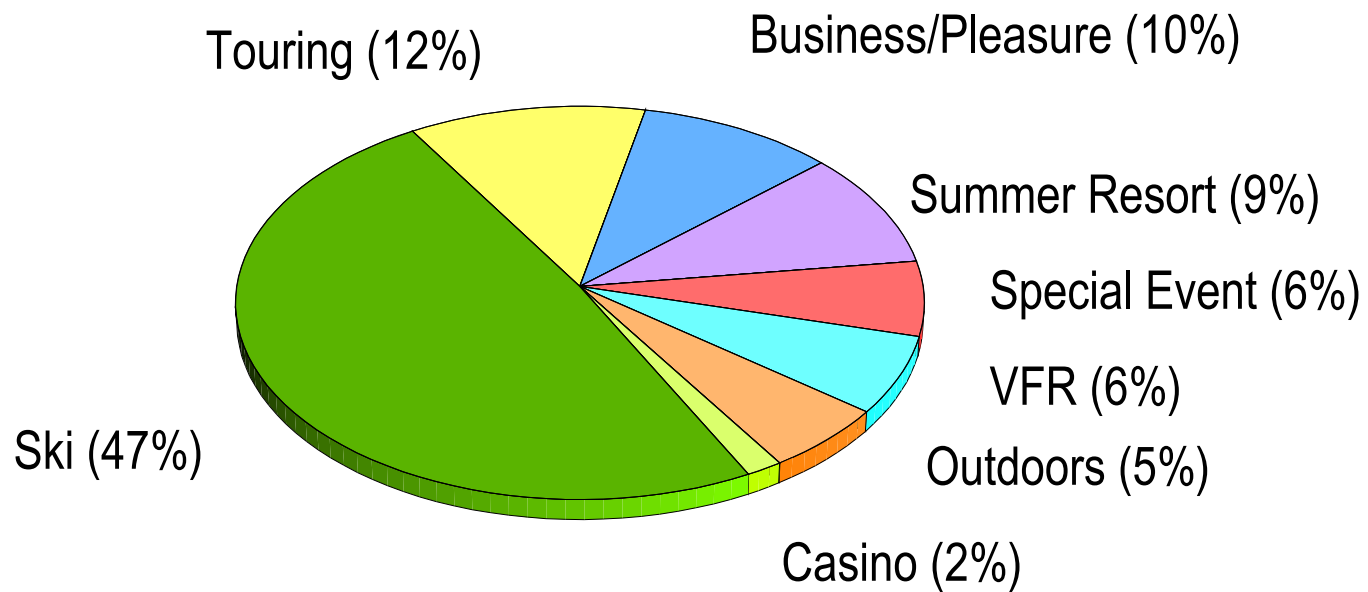
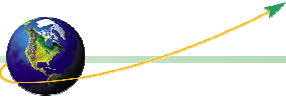
Vacation Packages and Group Travel to Colorado



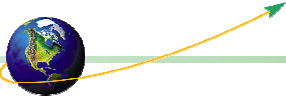
Base: Overnight Pleasure Trips



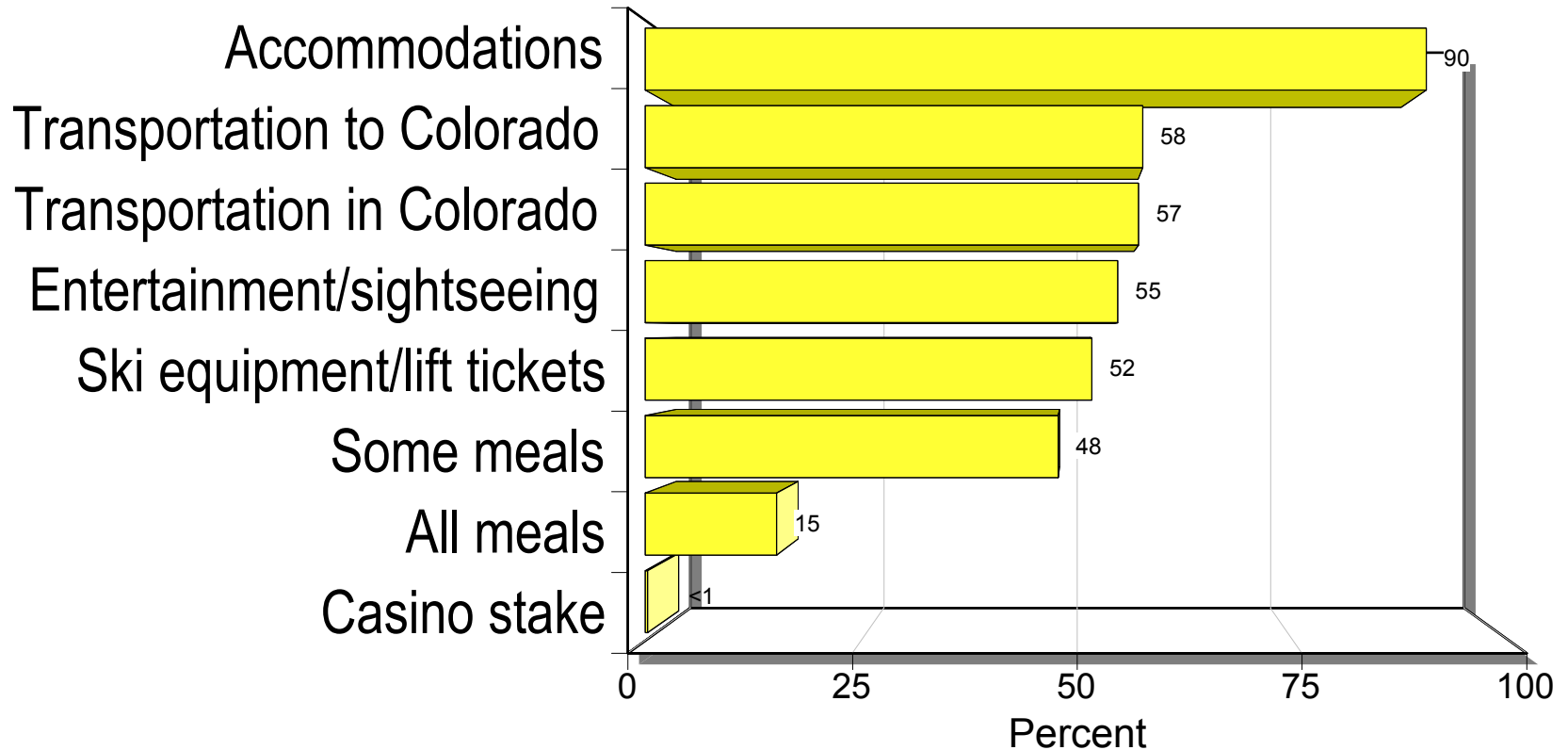
Distribution of Packages – By Purpose of Pleasure Trip



Colorado Package Included . . .

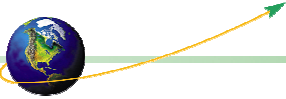


Base: Overnight Pleasure Trips

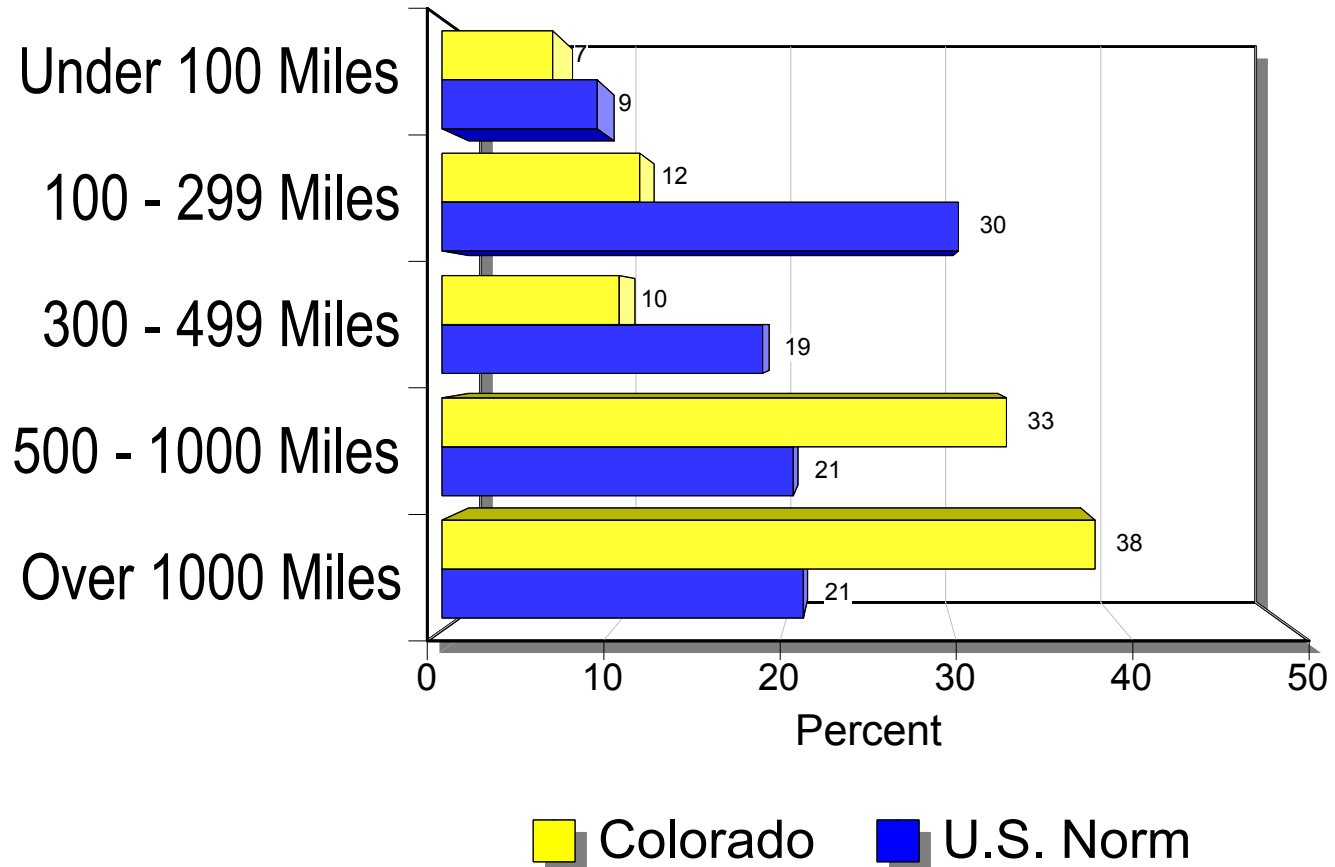


Pleasure Trip Characteristics

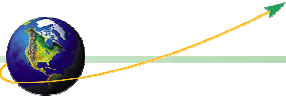
Distance Traveled



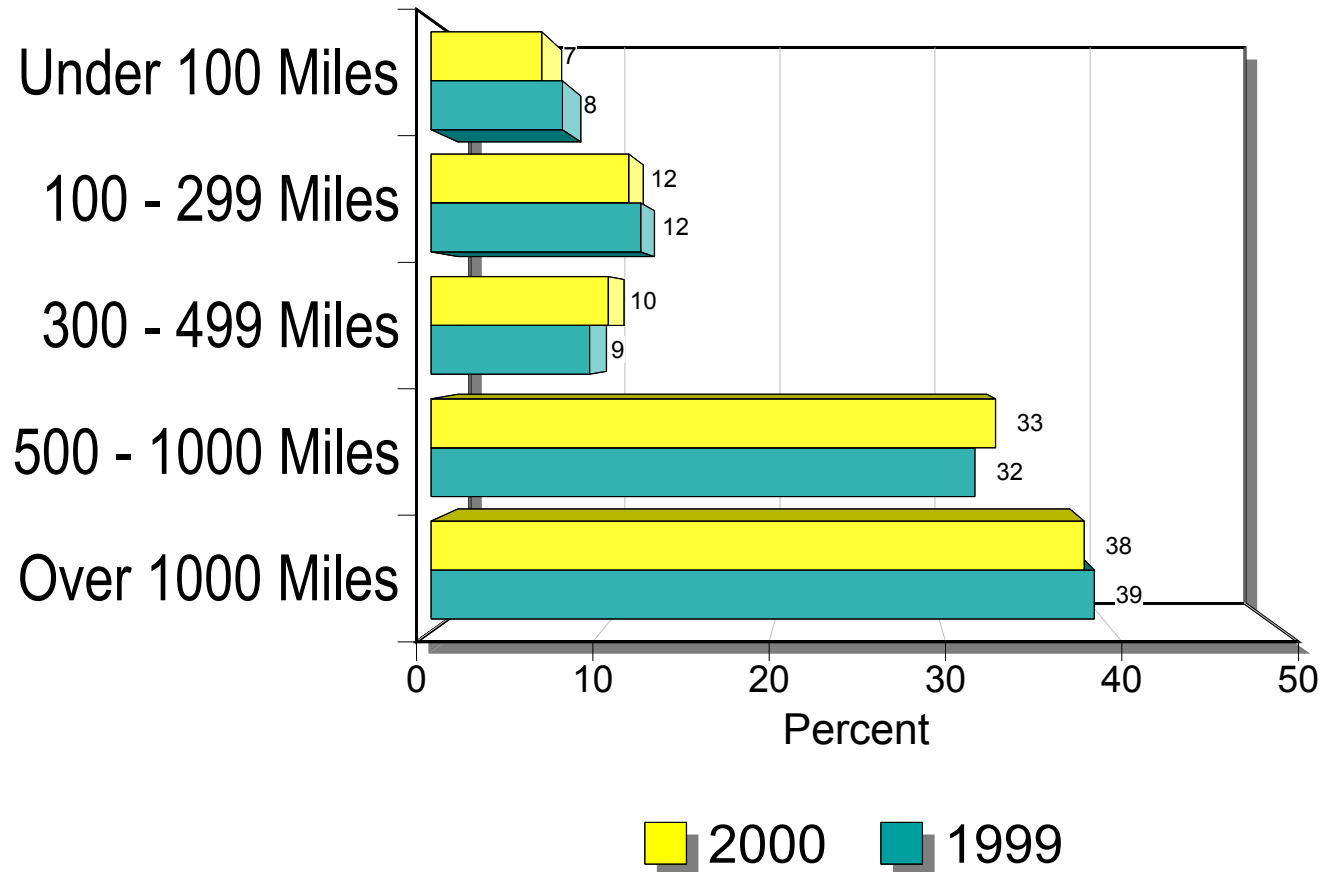
Base: Overnight Pleasure Trips



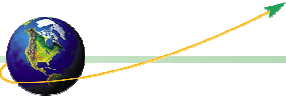
Distance Traveled — 2000 vs. 1999



Base: Overnight Pleasure Trips

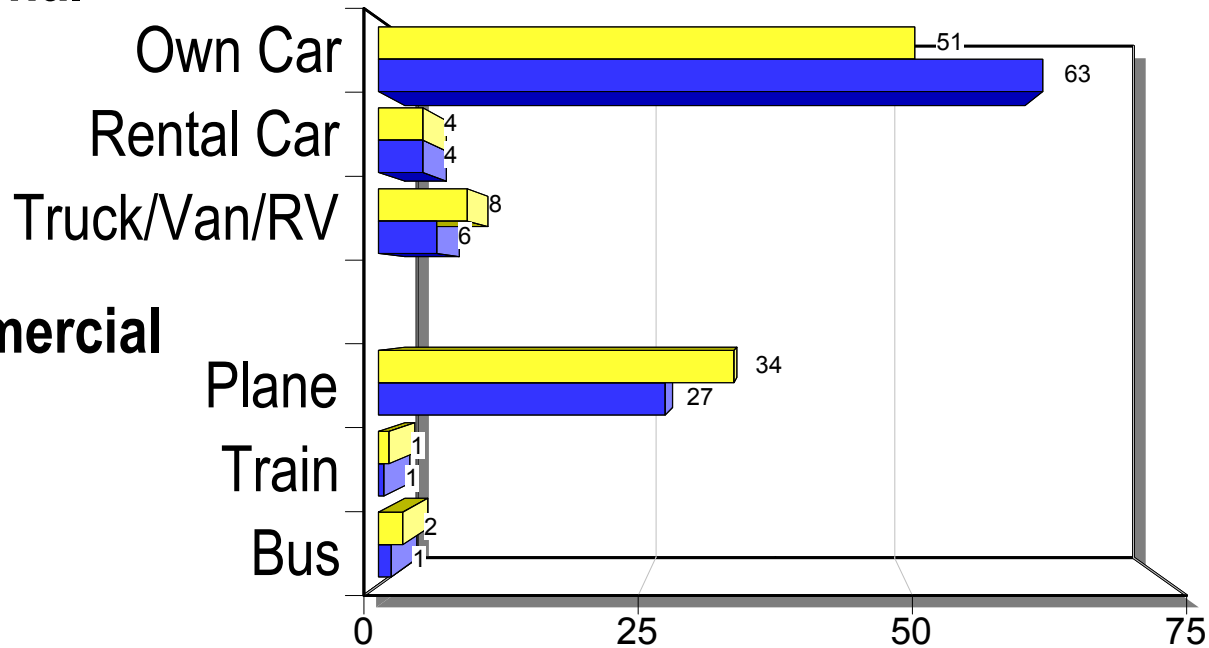


Transportation Used to Enter Colorado



Base: Overnight Pleasure Trips

Personal



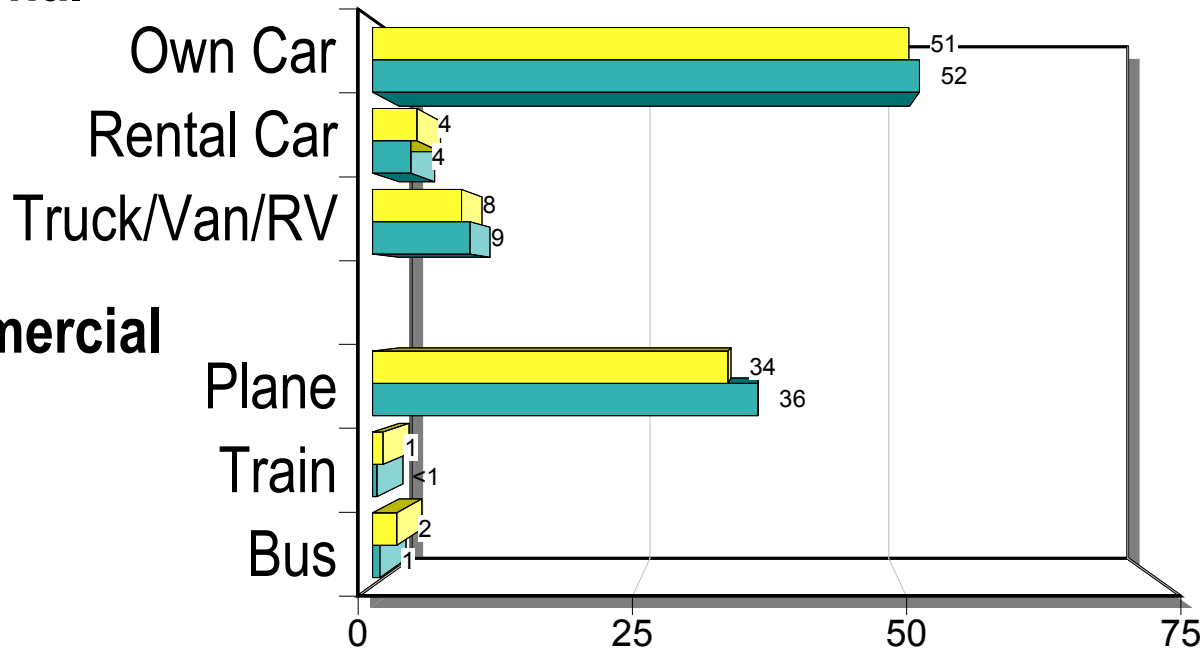
Percent
Colorado U.S. Norm

Transportation Used to Enter Colorado – 2000 vs. 1999



Base: Overnight Pleasure Trips

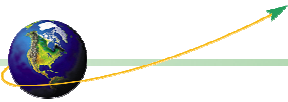
Personal



Percent

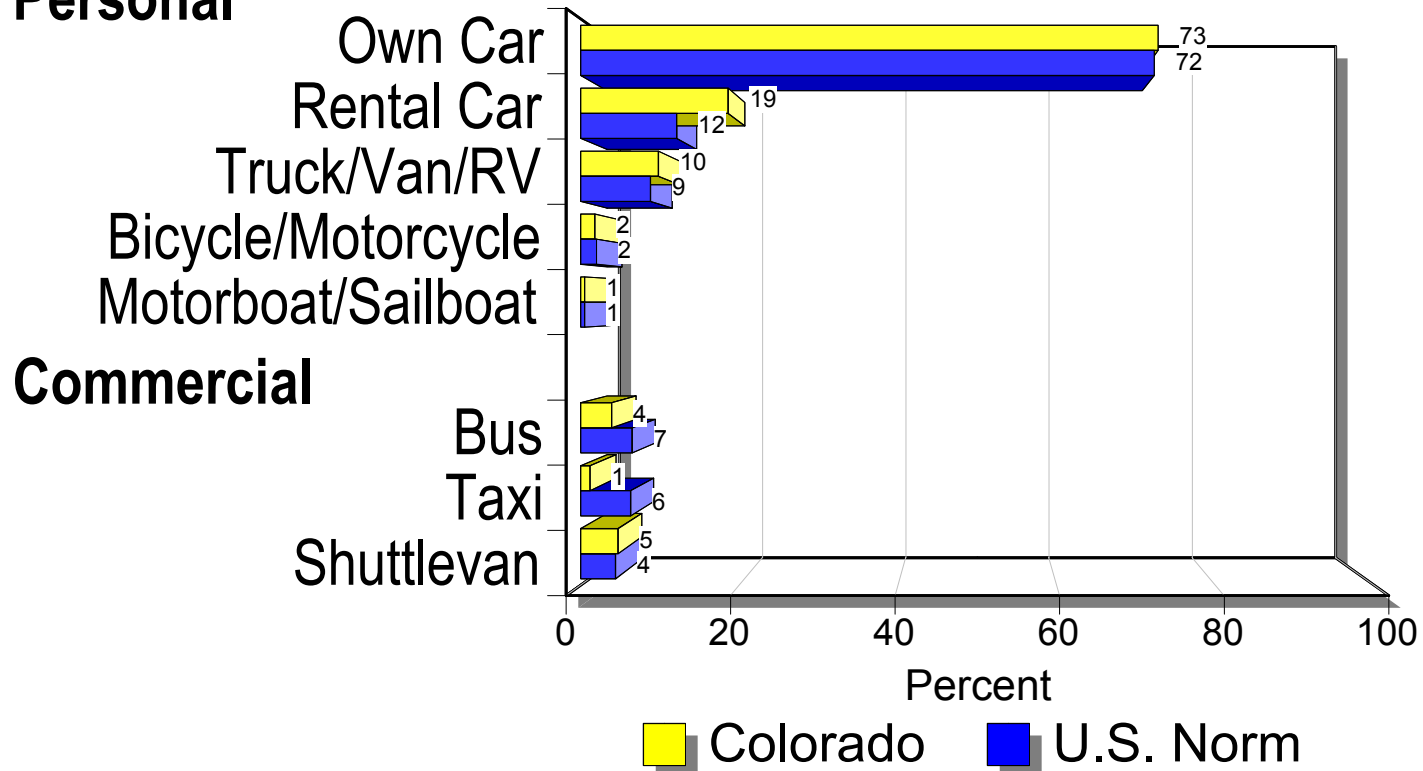
2000 1999

Transportation Used In Colorado

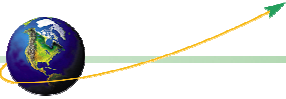


Base: Overnight Pleasure Trips

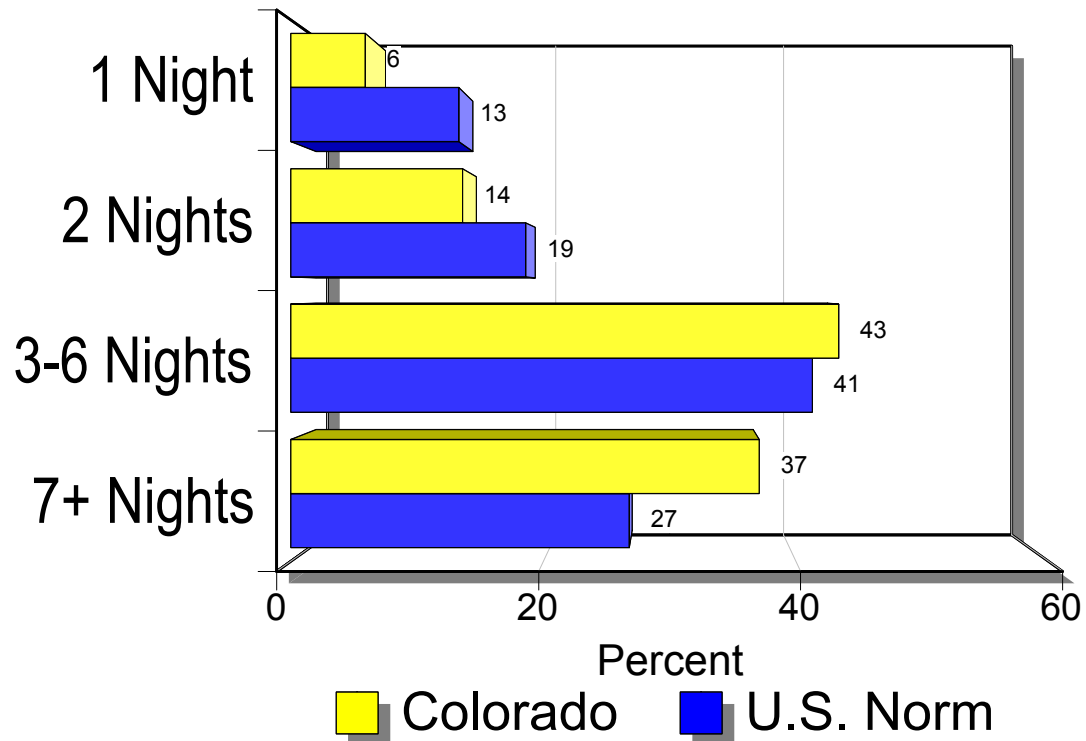
Personal



Total Nights Away

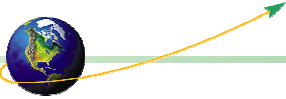


Base: Overnight Pleasure Trips

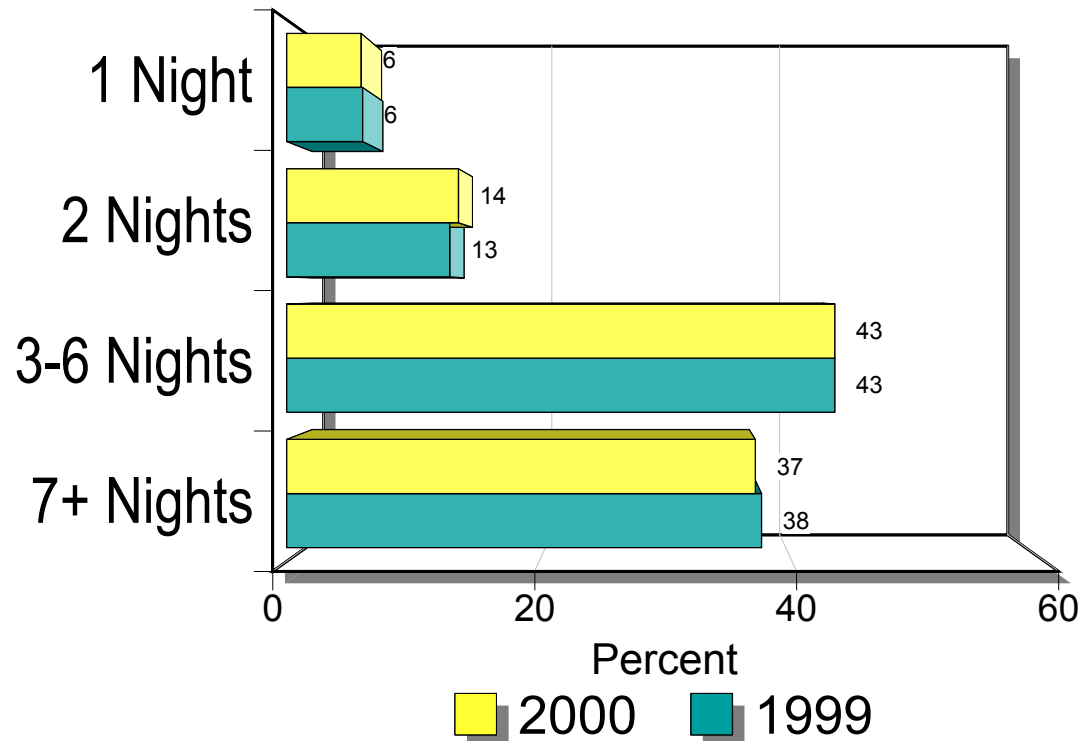


	<u>Colorado</u>	<u>U.S. Norm</u>
Average Number of Nights Away	6.8	5.6

Total Nights Away

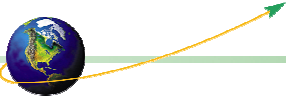


Base: Overnight Pleasure Trips

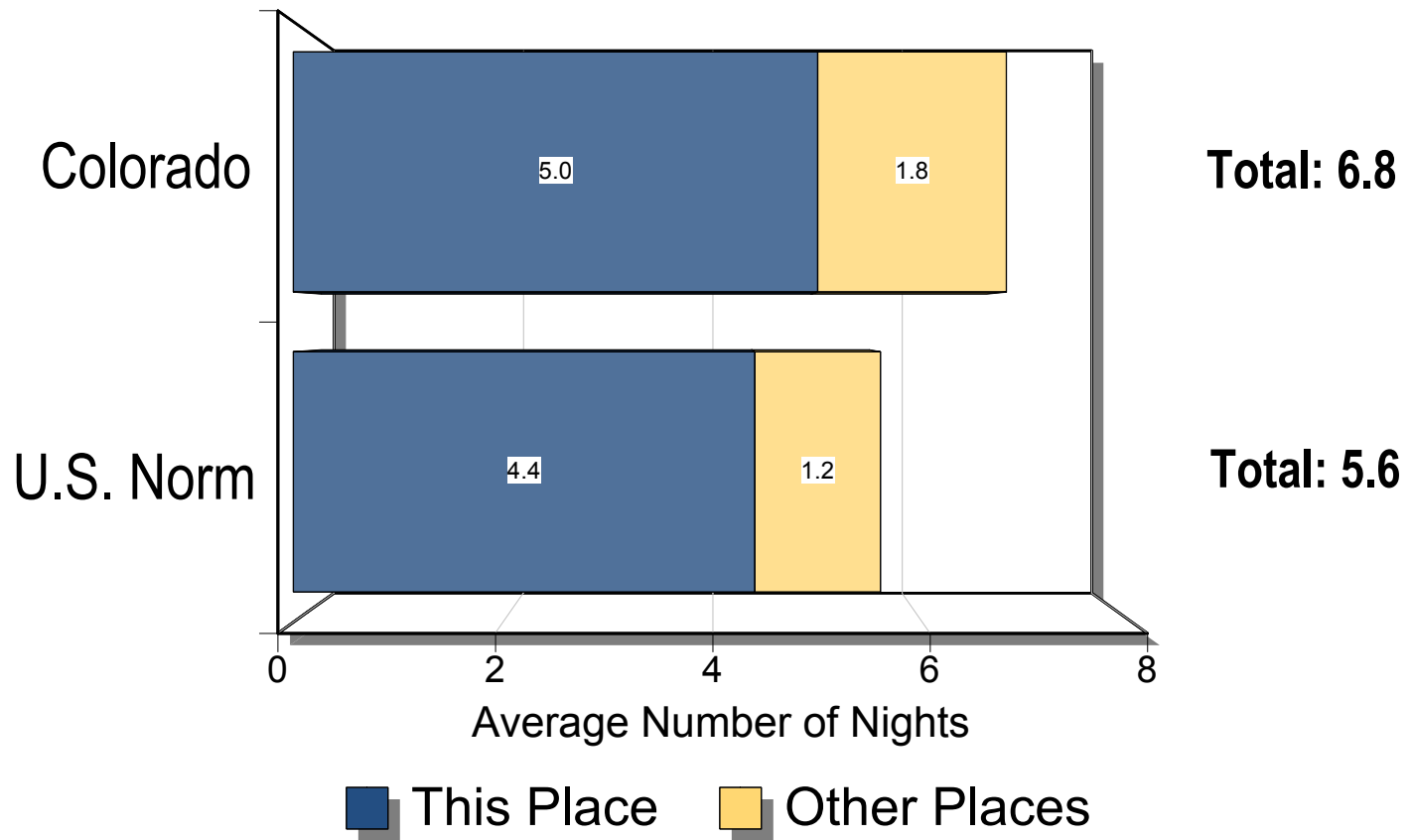


	<u>2000</u>	<u>1999</u>
Average Number of Nights Away	6.8	6.5

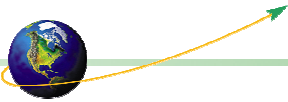
Length of Stay



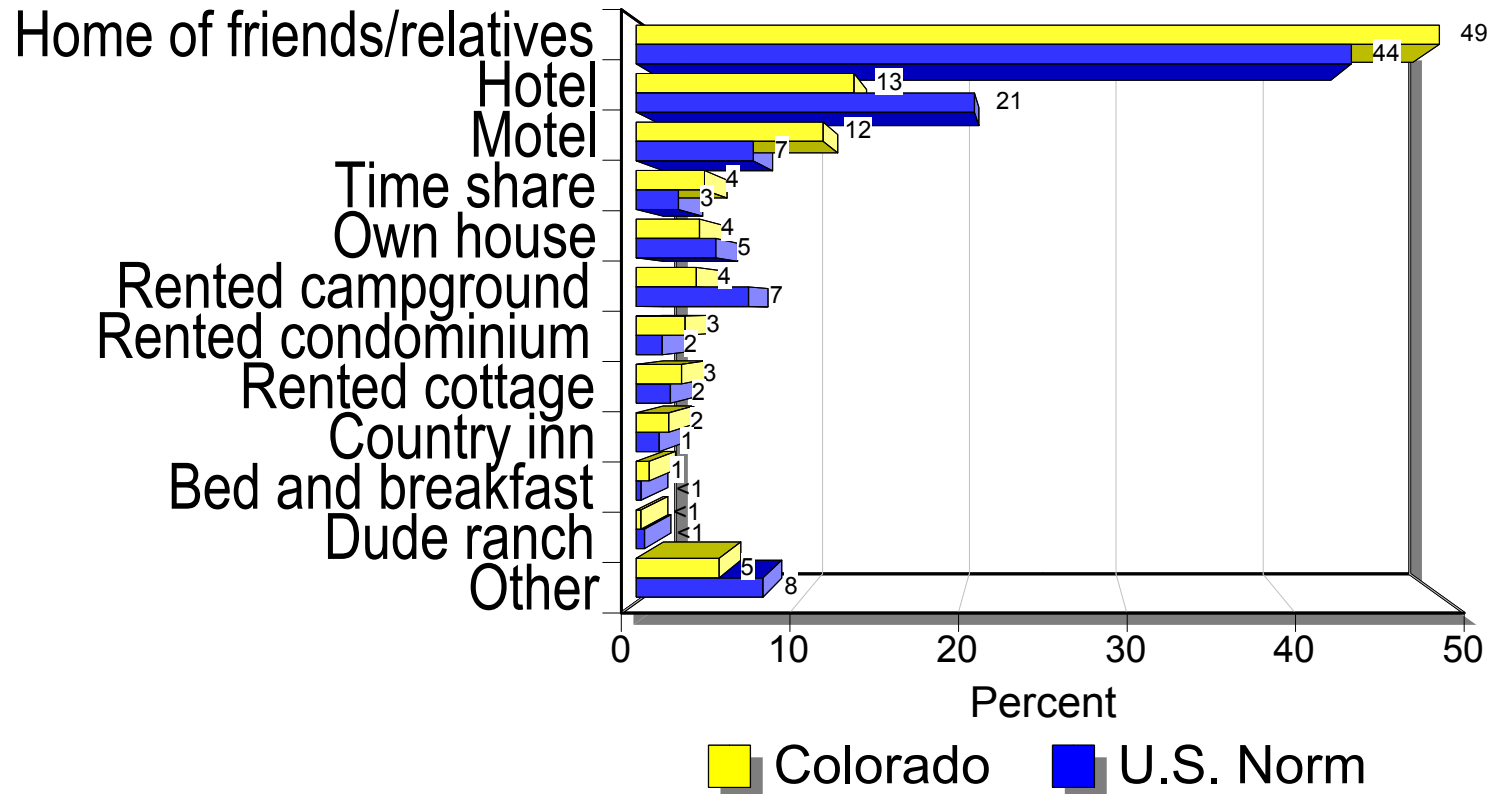
Base: Overnight Pleasure Trips



Accommodations*



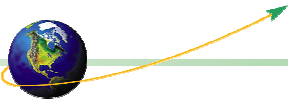
Base: Overnight Pleasure Trips



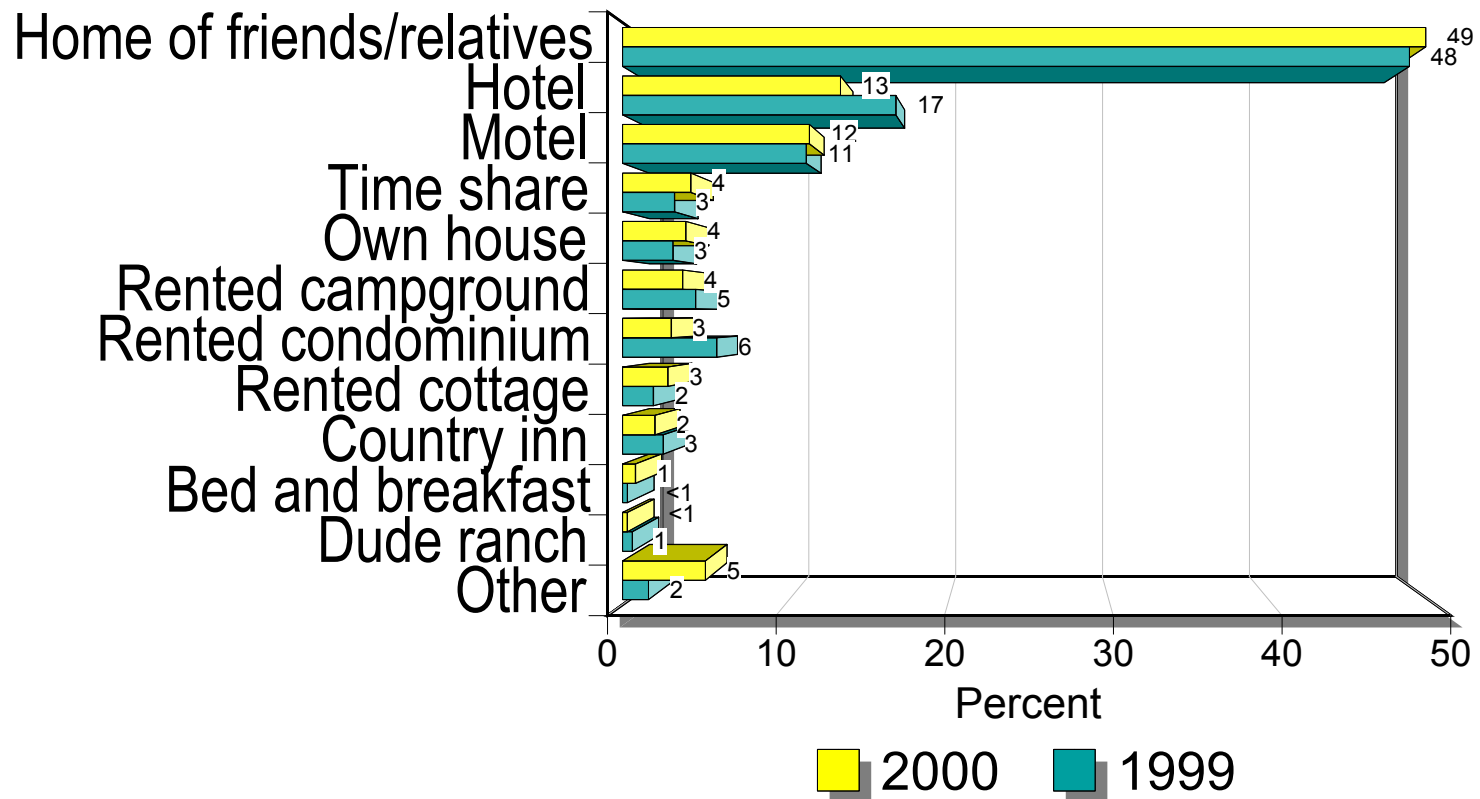
* Percent of trip nights spent in each type of accommodation

Accommodations*

— 2000 vs. 1999

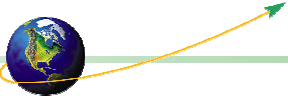


Base: Overnight Pleasure Trips

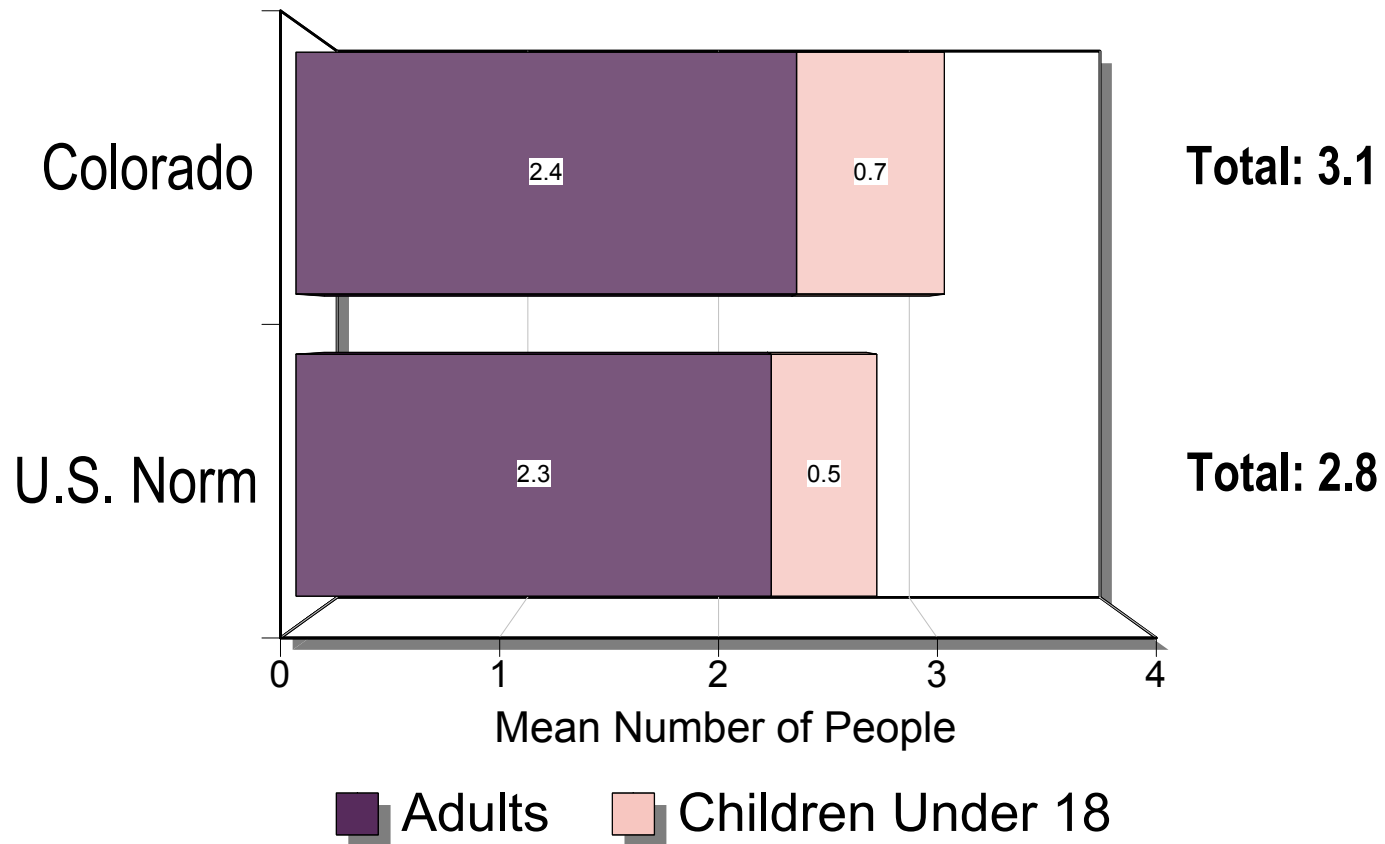


* Percent of trip nights spent in each type of accommodation

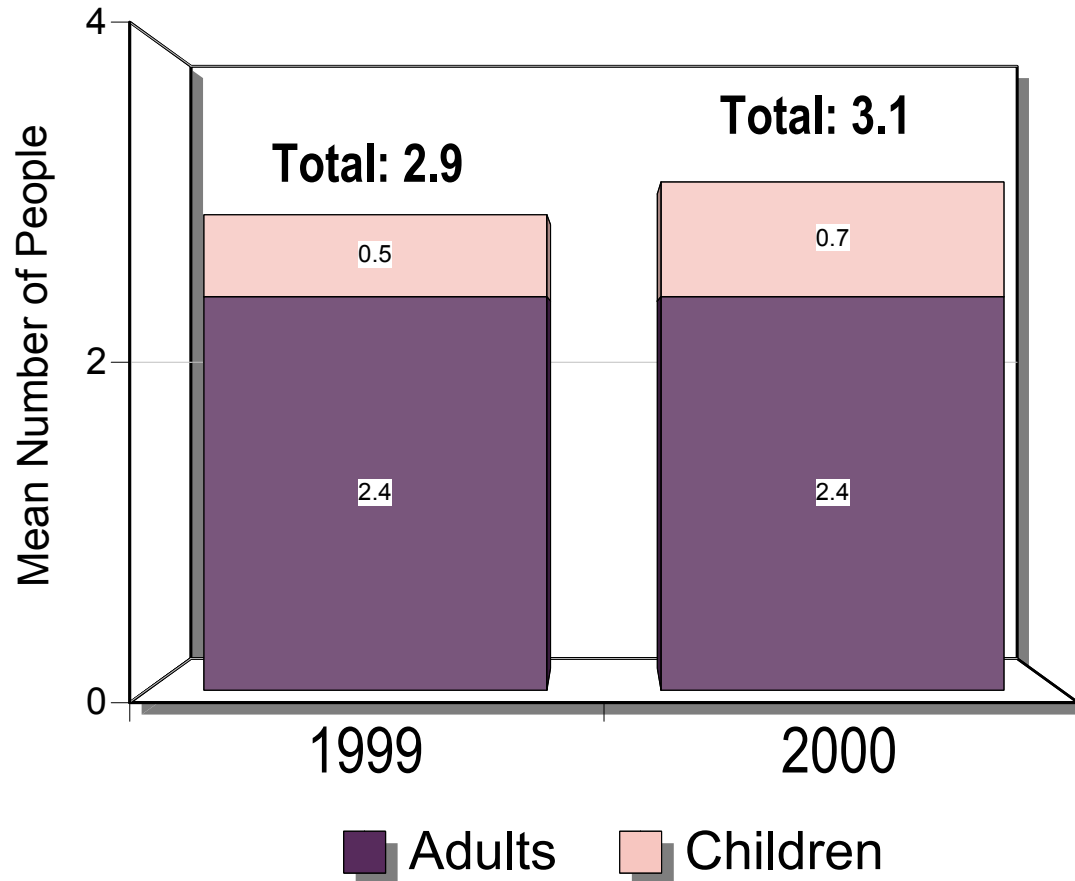
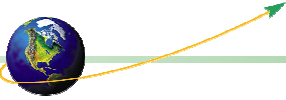
Size of Travel Party



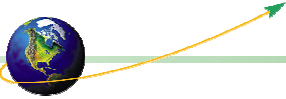
Base: Overnight Pleasure Trips



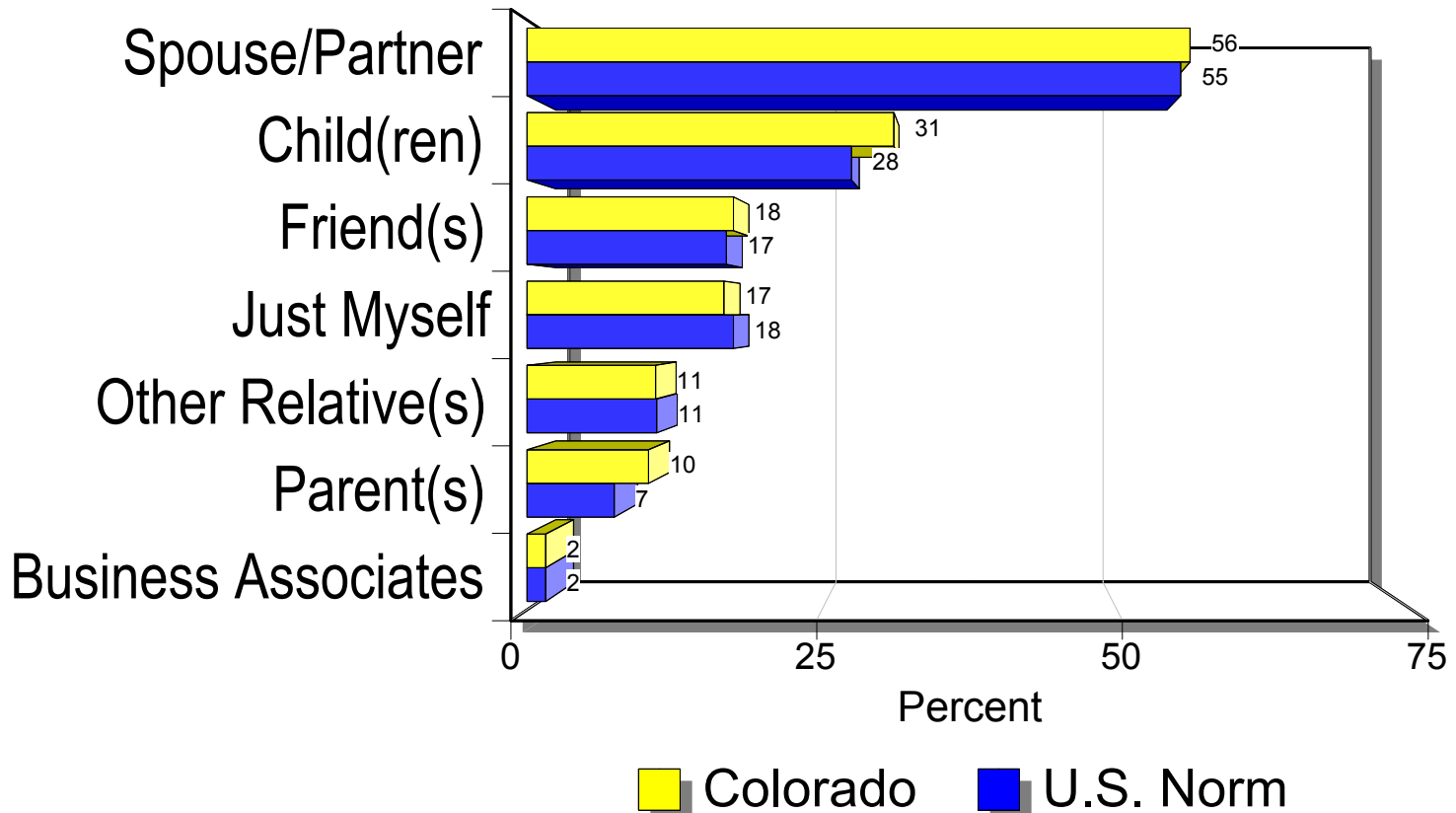
Size of Travel Party — 2000 vs. 1999



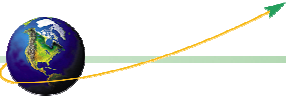
Composition of Travel Party



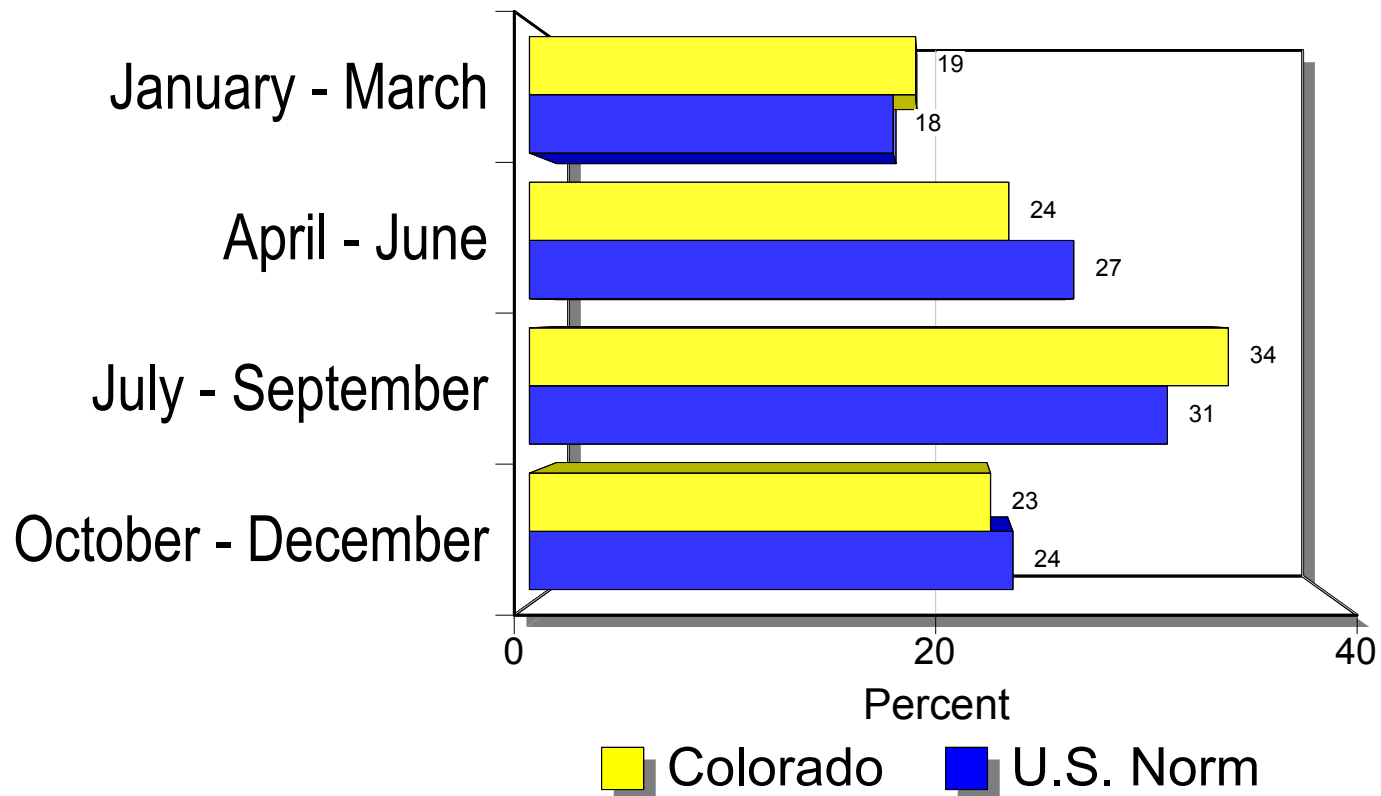
Base: Overnight Pleasure Trips



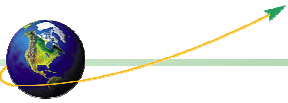
Distribution of Trips By Quarter



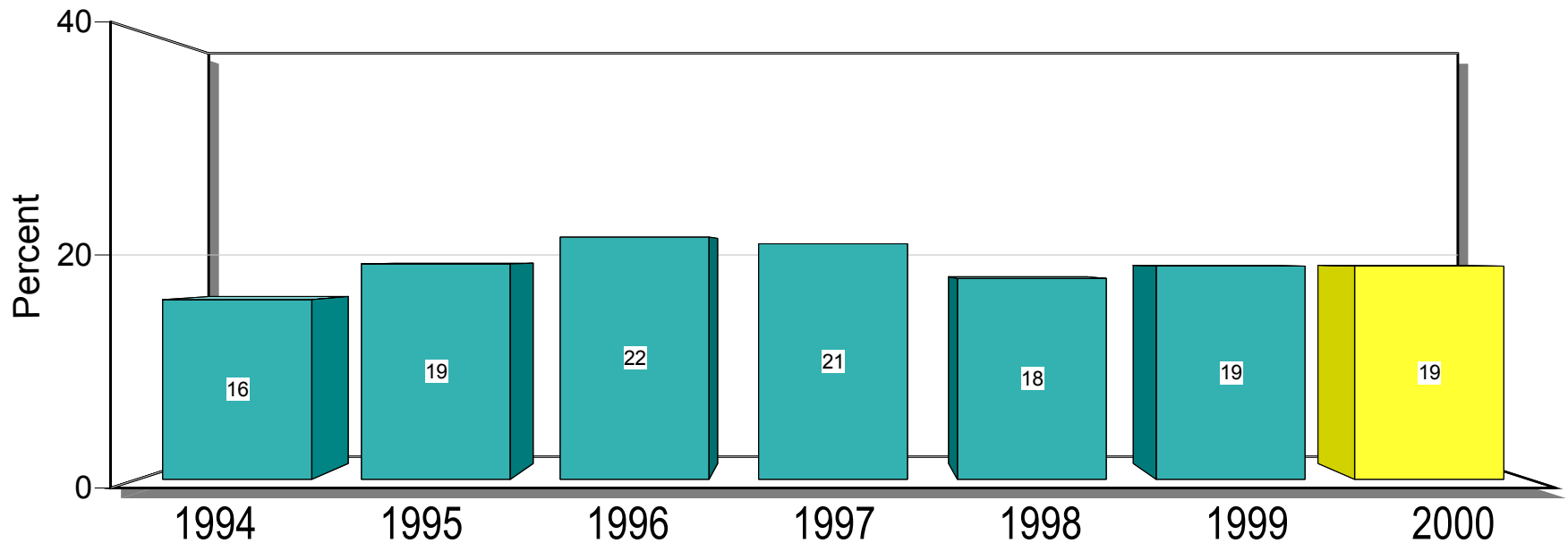
Base: Overnight Pleasure Trips



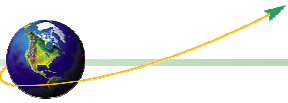
Distribution of Trips By Quarter



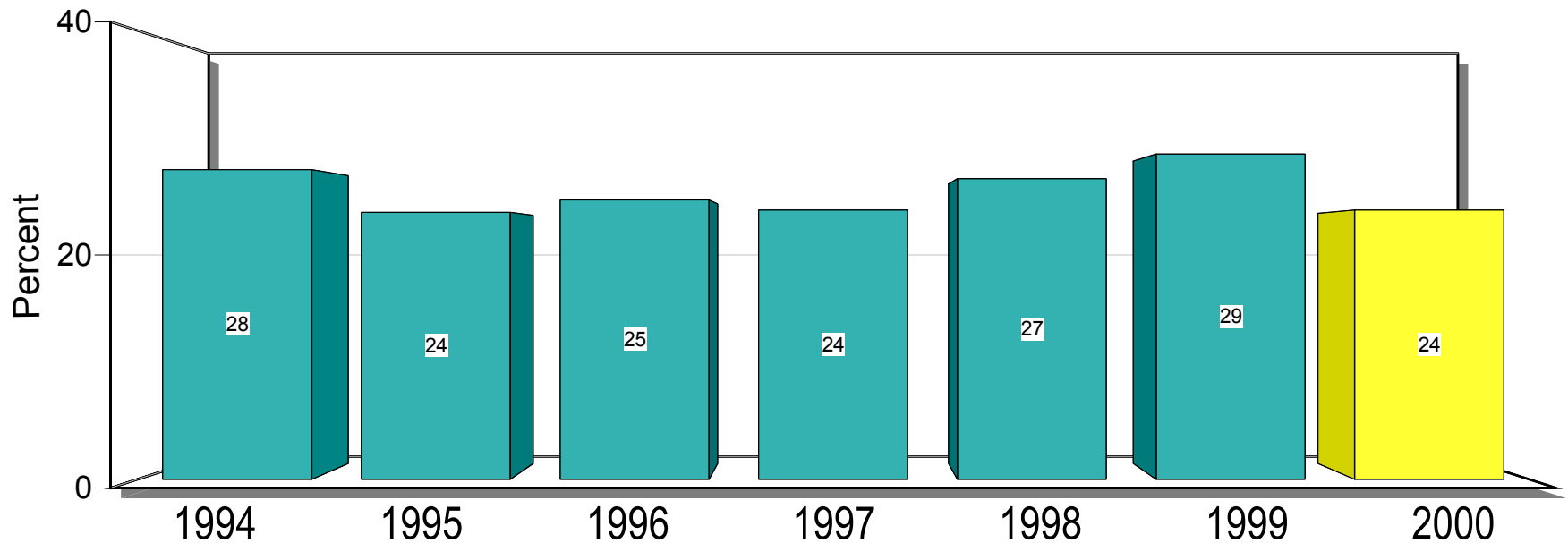
January - March



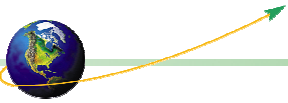
Distribution of Trips By Quarter



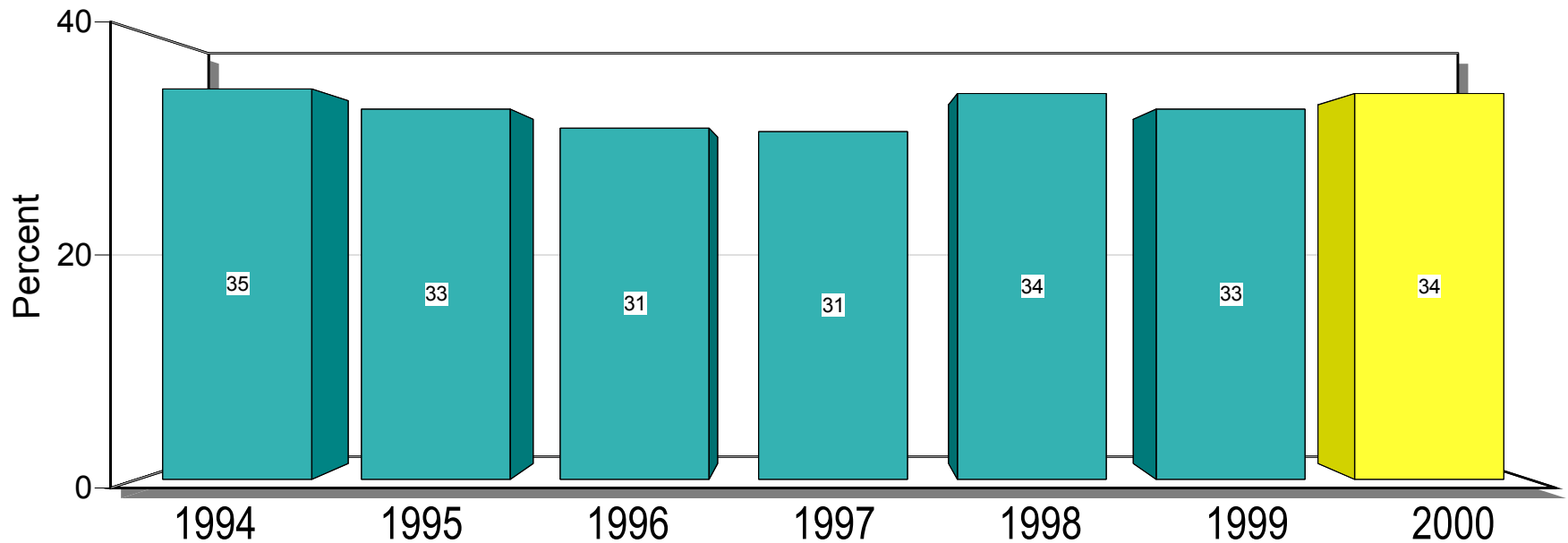
April - June



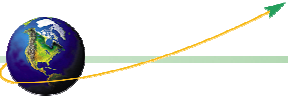
Distribution of Trips By Quarter



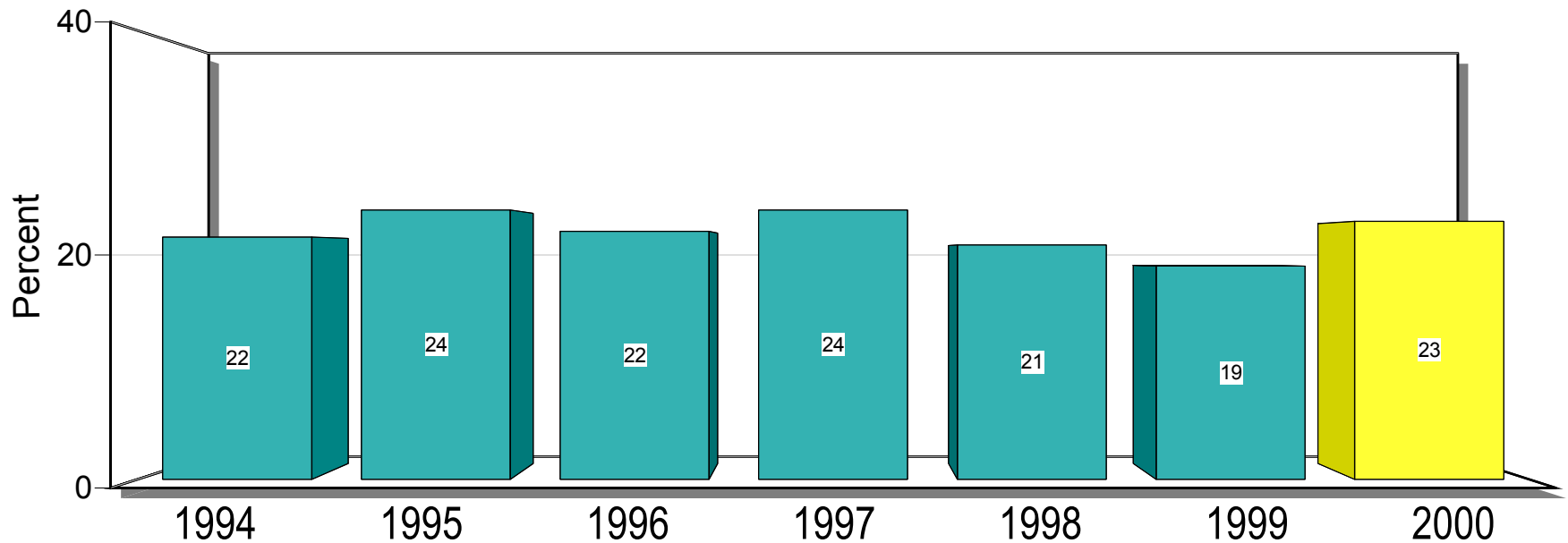
July - September



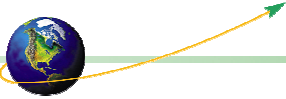
Distribution of Trips By Quarter



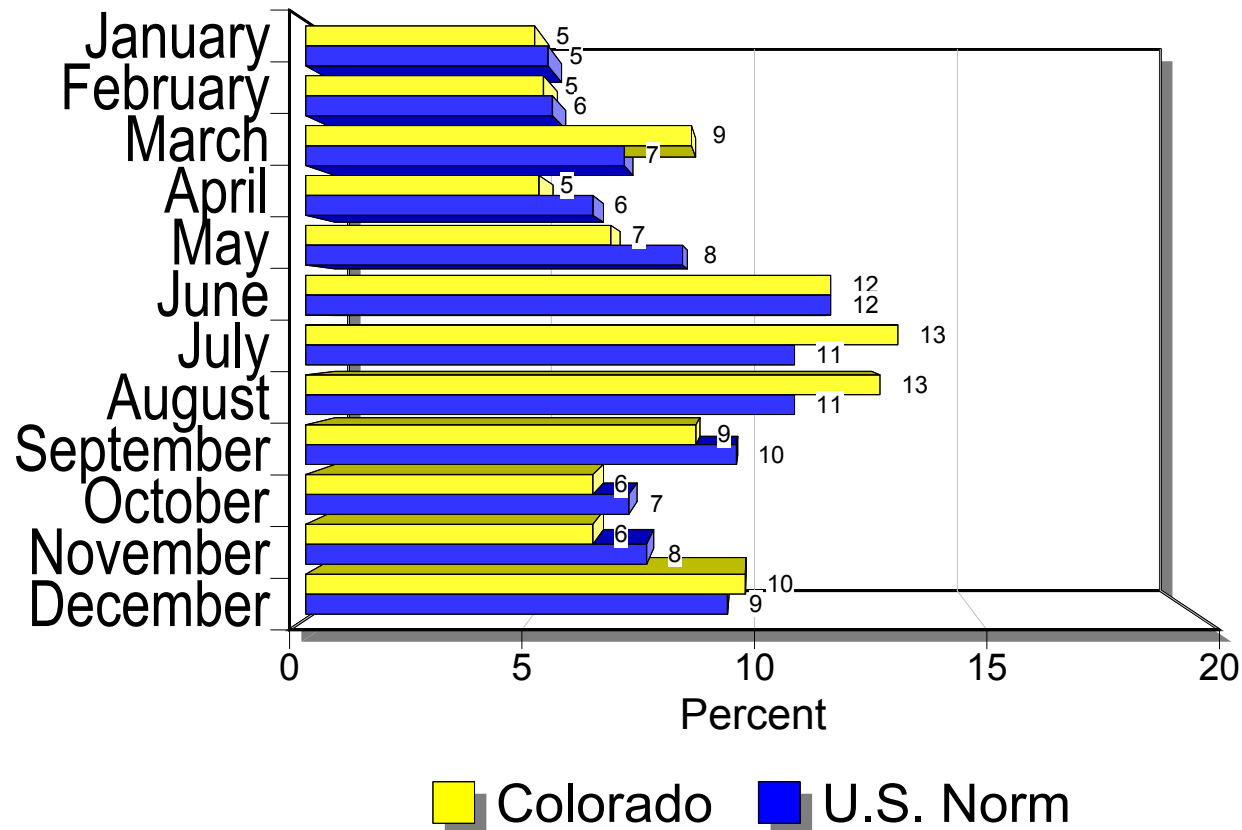
October - December



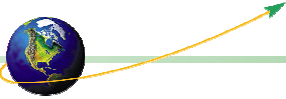
Distribution of Trips by Month



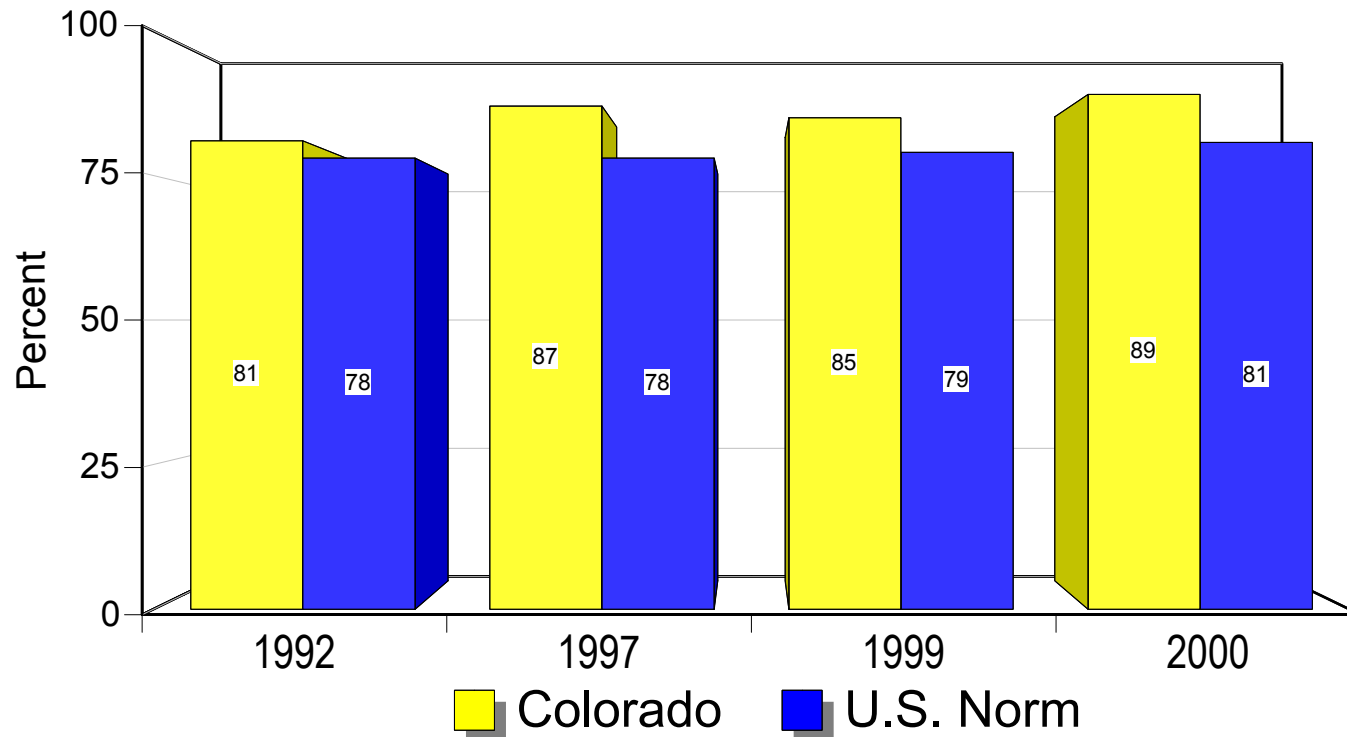
Base: Overnight Pleasure Trips



Incidence of Prior Visitation

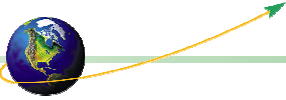


Base: Overnight Pleasure Trips

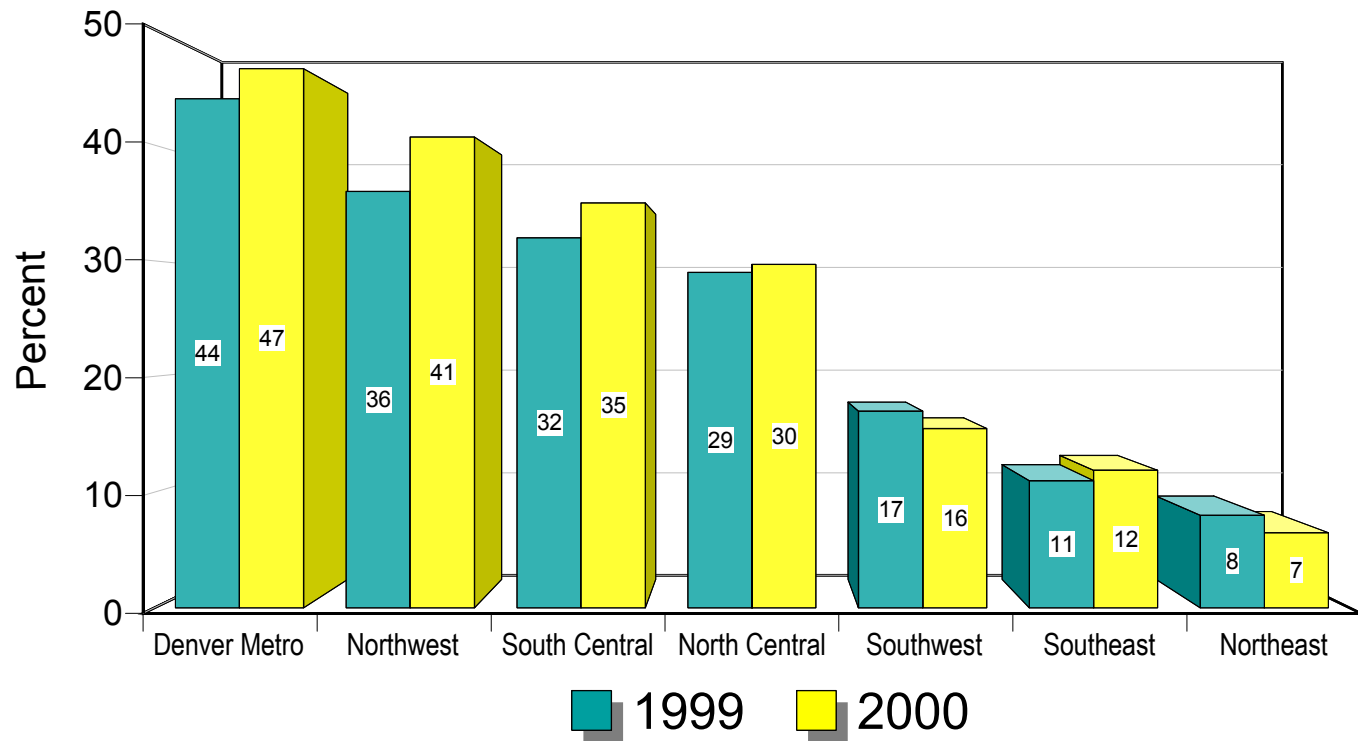


Pleasure Trip Experiences

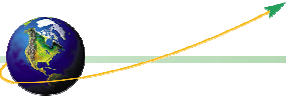
Spent Time in Each Region



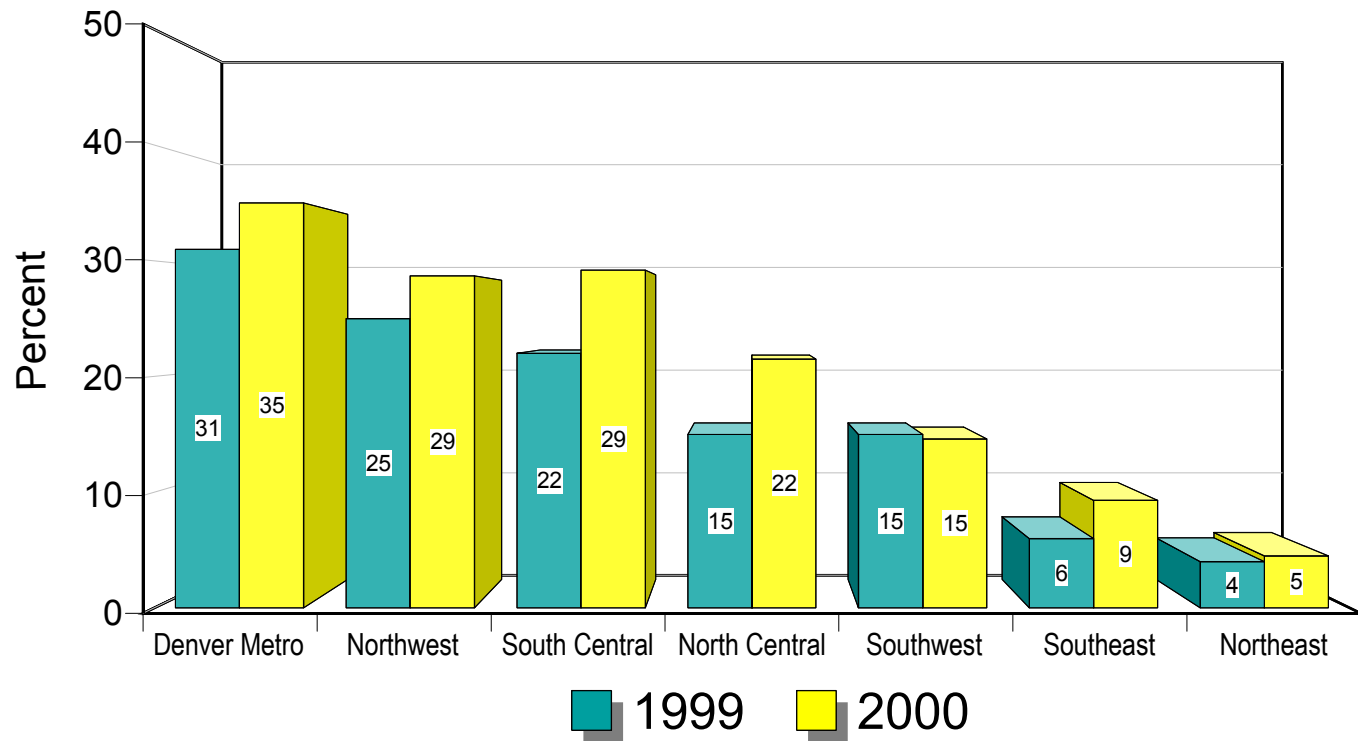
Base: Overnight Pleasure Trips



Stayed Overnight in Each Region



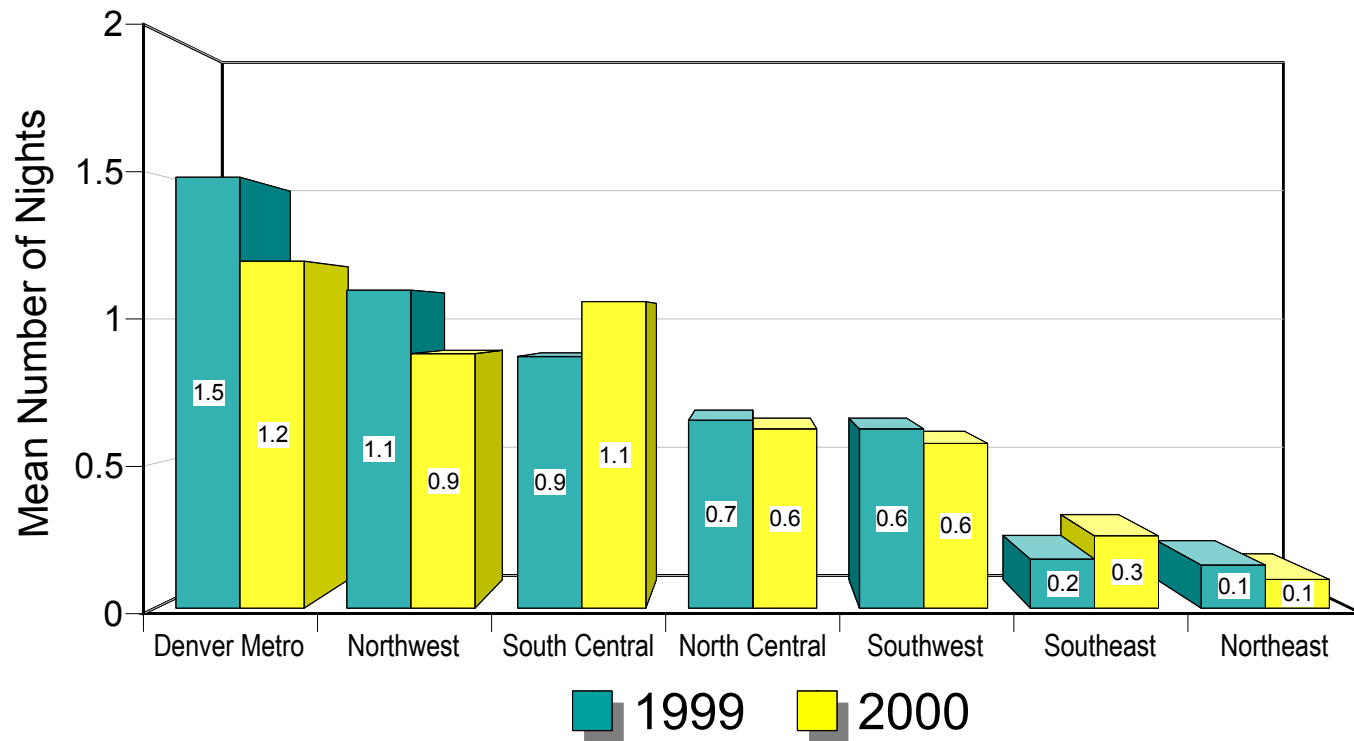
Base: Overnight Pleasure Trips



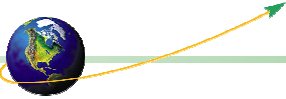
Number of Nights Spent in Each Region of Colorado



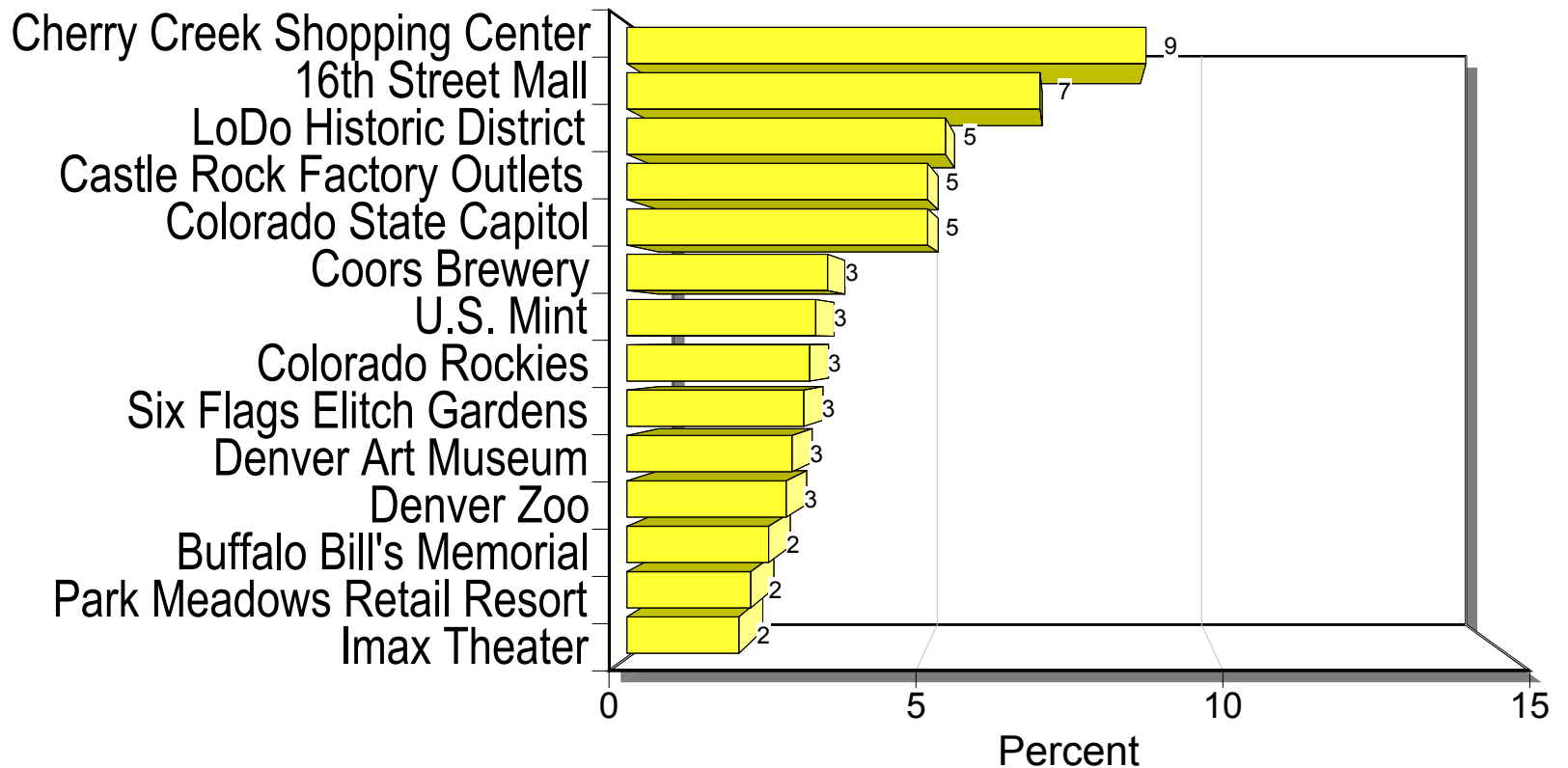
Base: Overnight Pleasure Trips



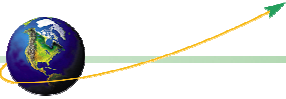
Most Popular Denver Metro Attractions



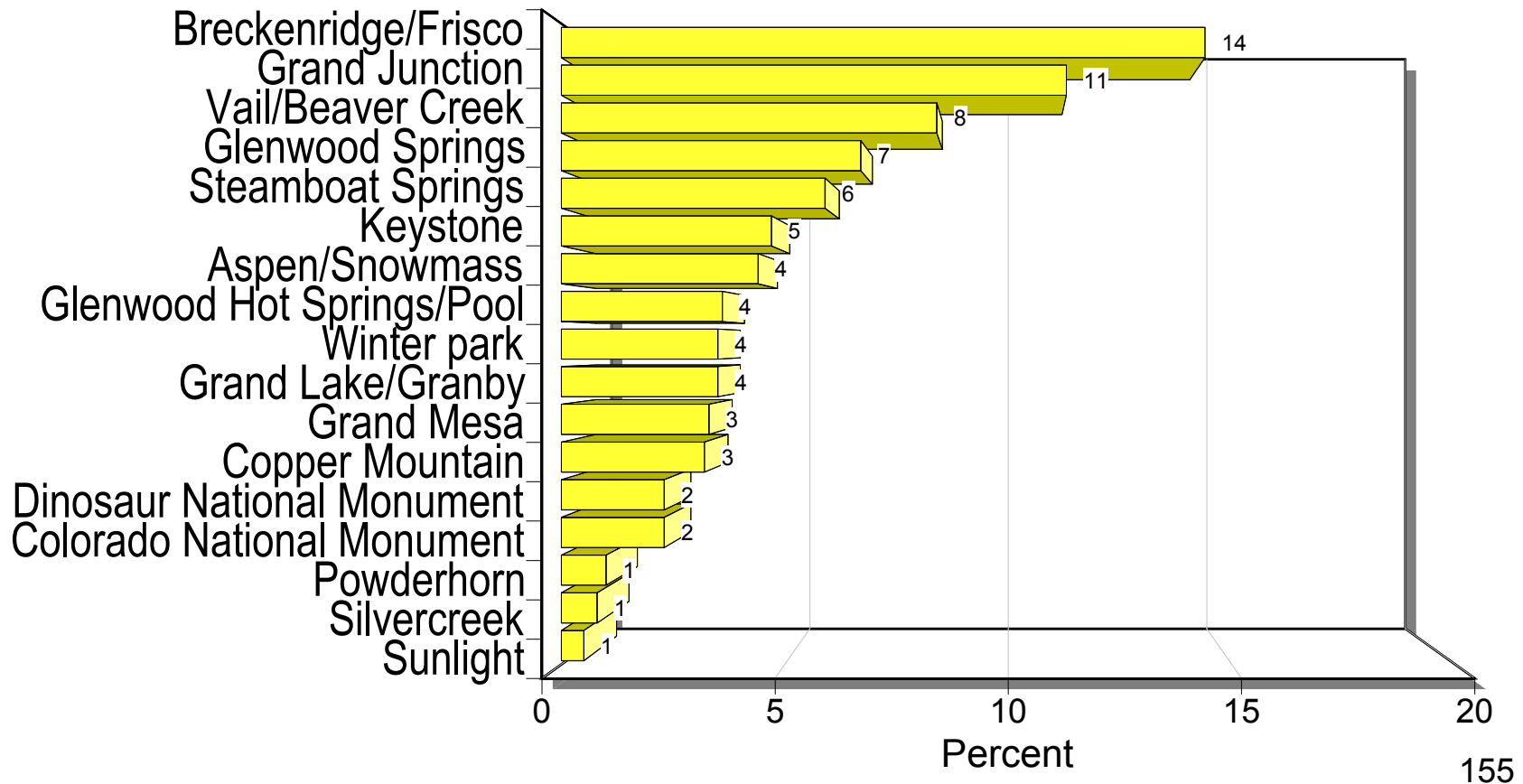
Base: Overnight Pleasure Trips



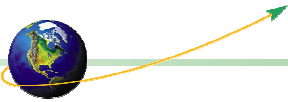
Most Popular Northwest Colorado Attractions



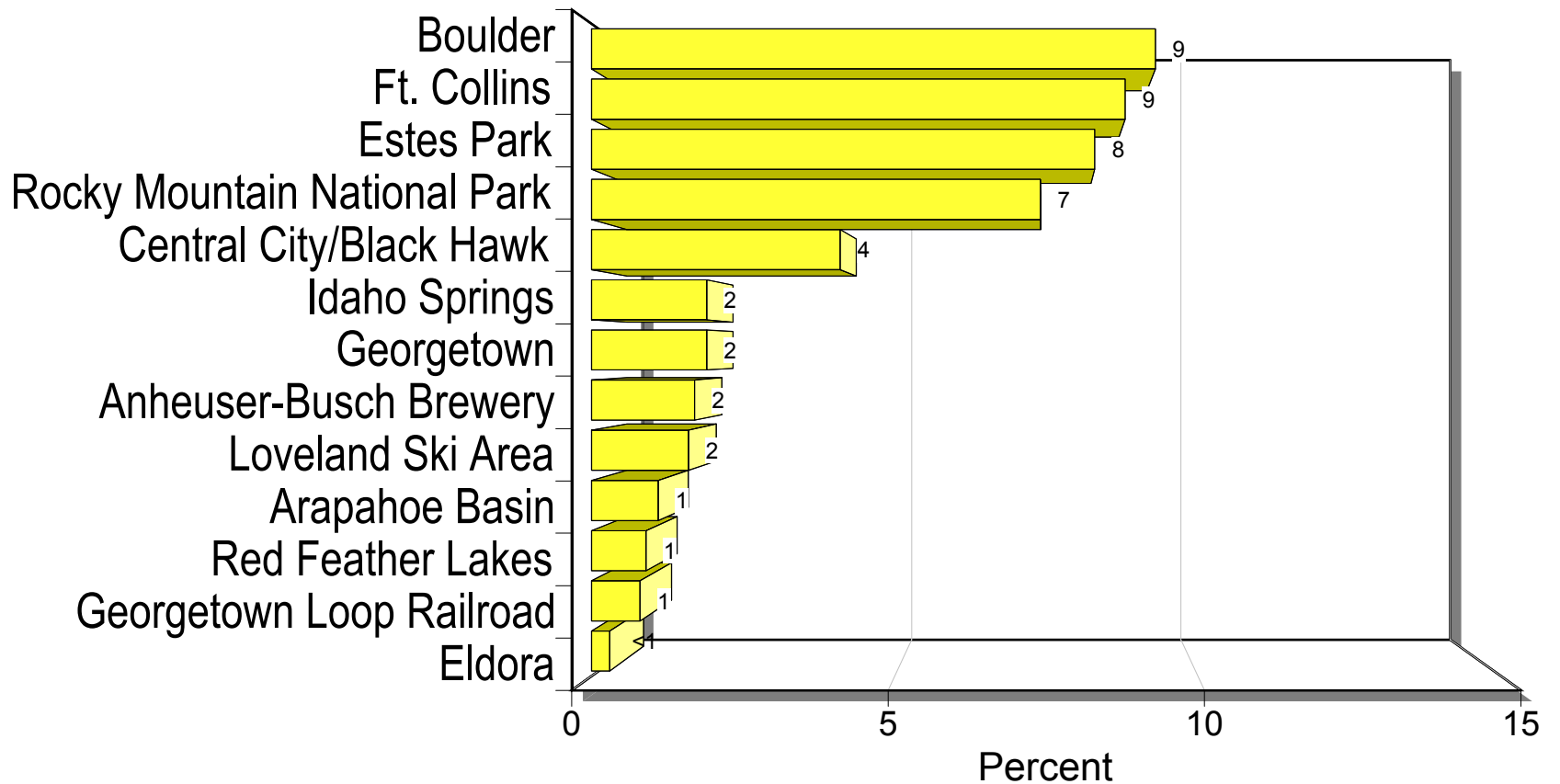
Base: Overnight Pleasure Trips



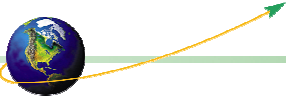
Most Popular North Central Colorado Attractions



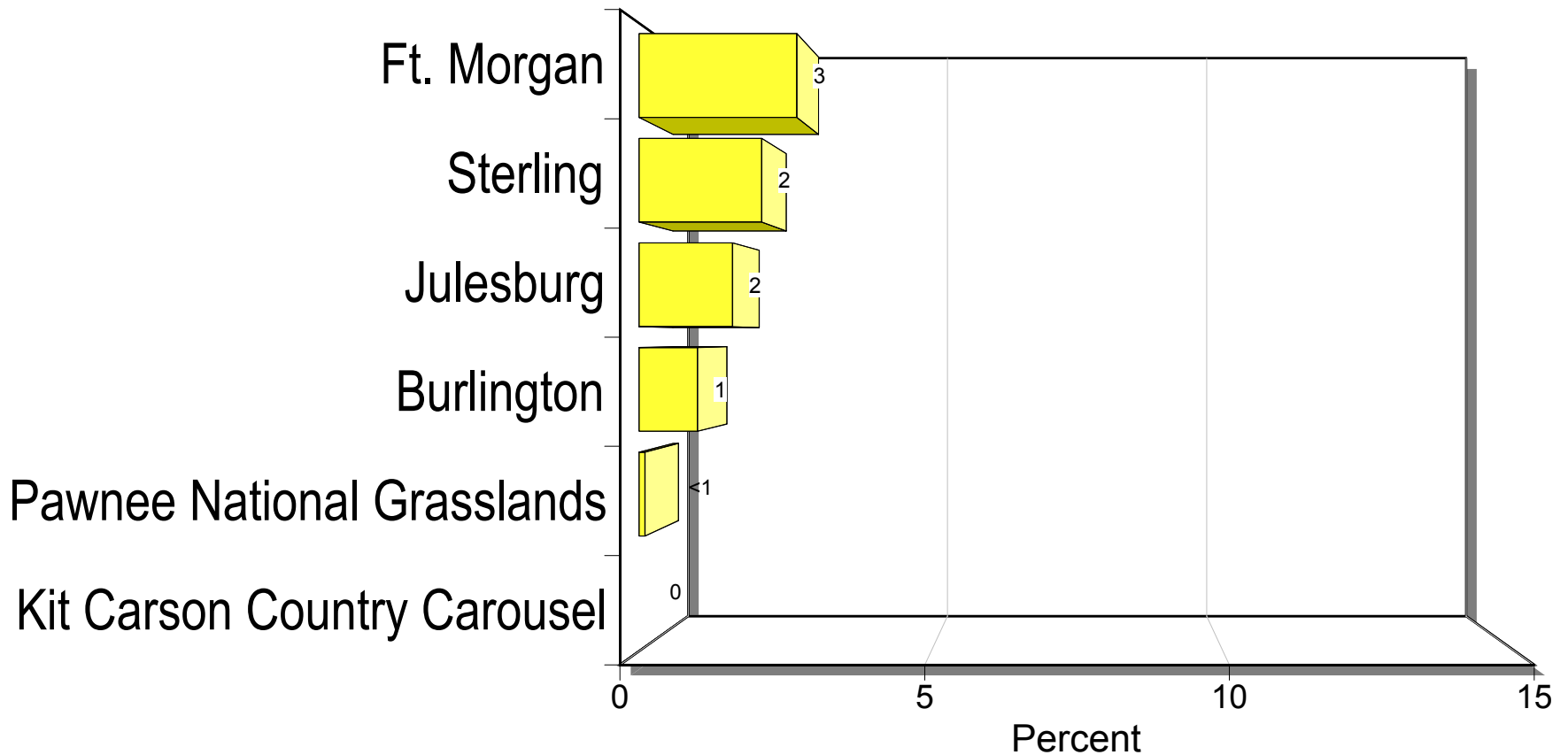
Base: Overnight Pleasure Trips



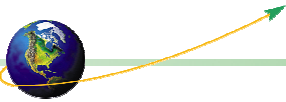
Most Popular Northeast Colorado Attractions



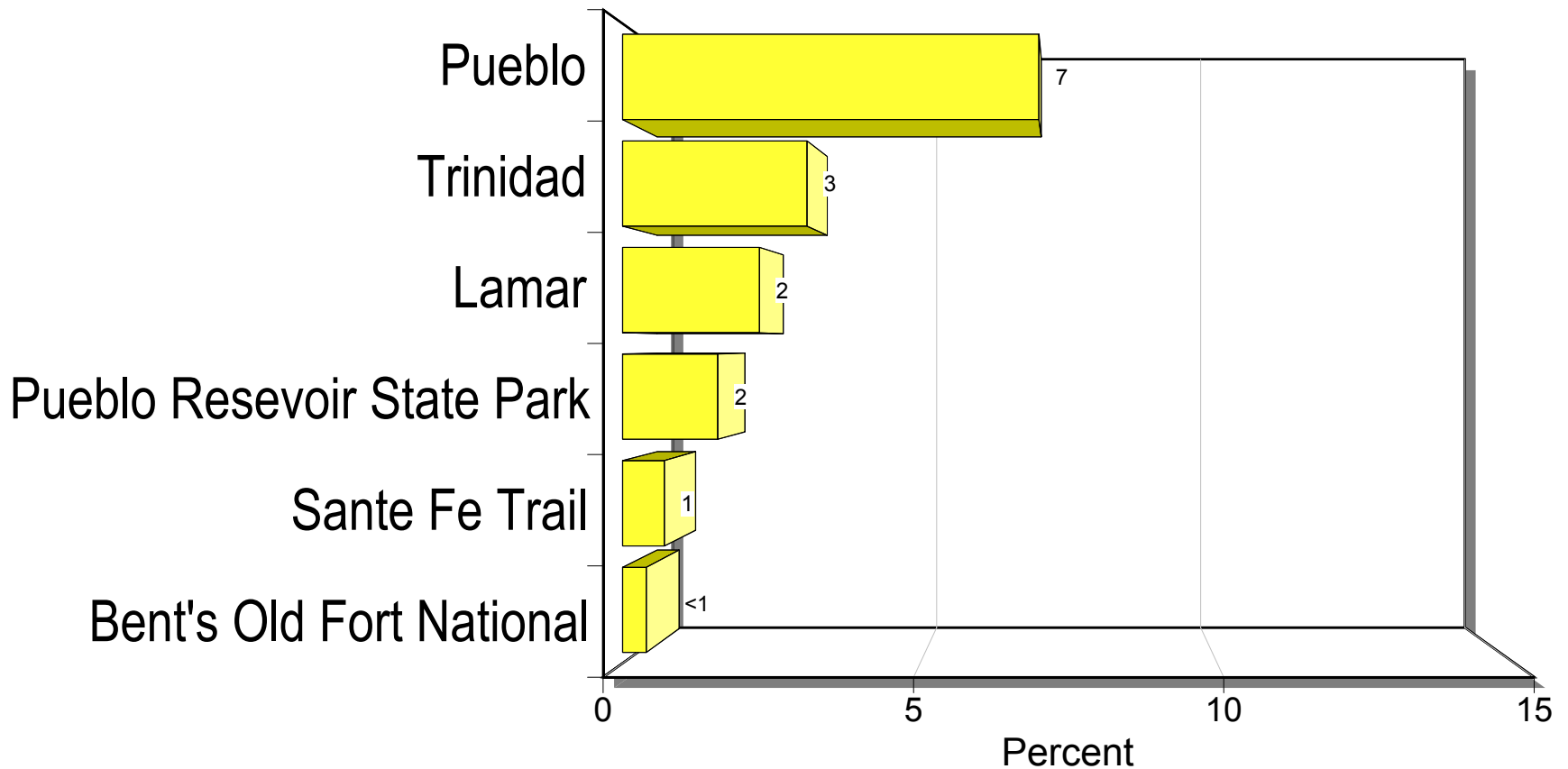
Base: Overnight Pleasure Trips



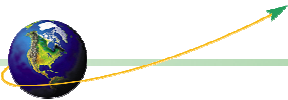
Most Popular Southeast Colorado Attractions



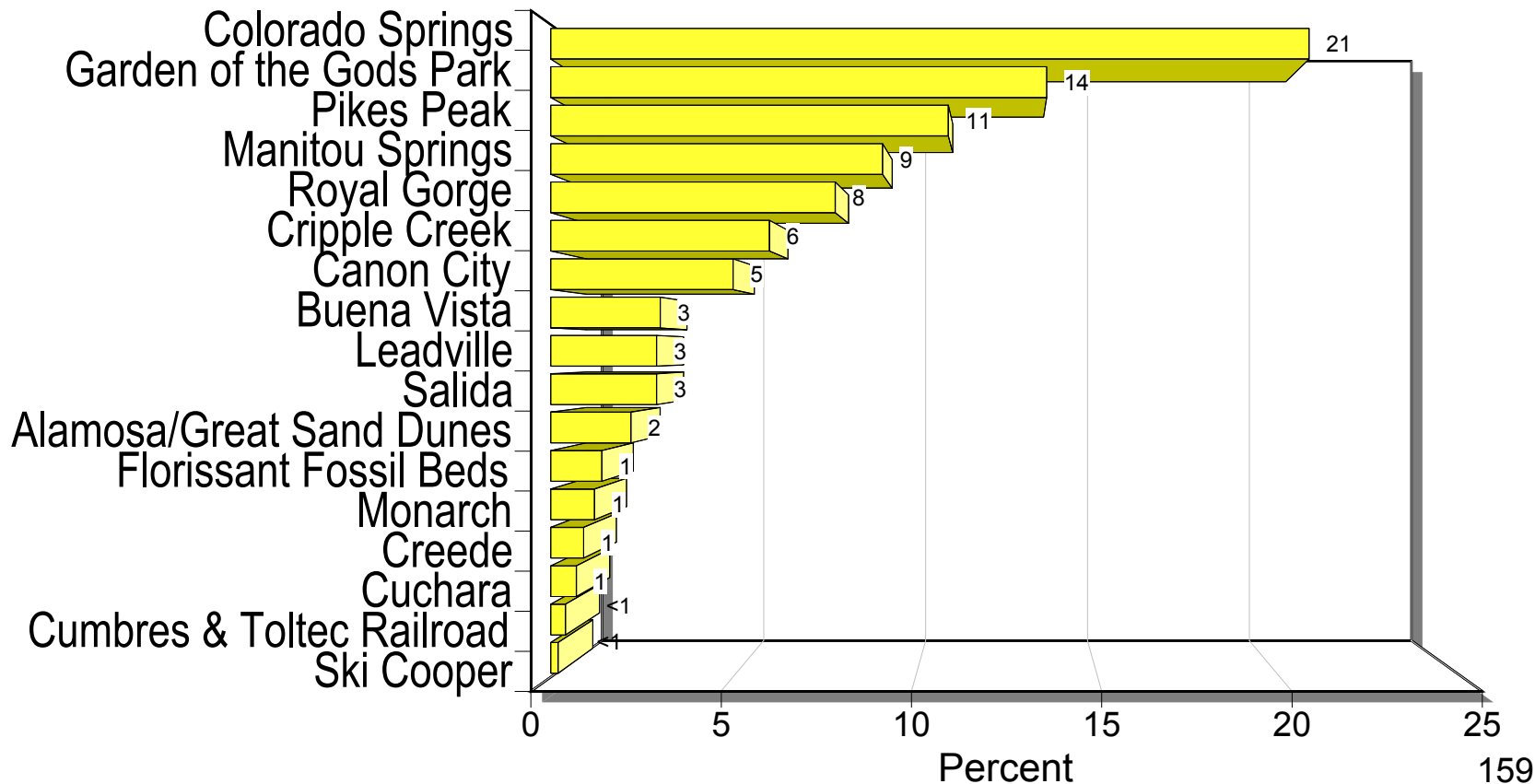
Base: Overnight Pleasure Trips



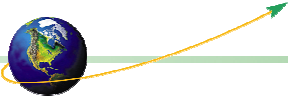
Most Popular South Central Colorado Attractions



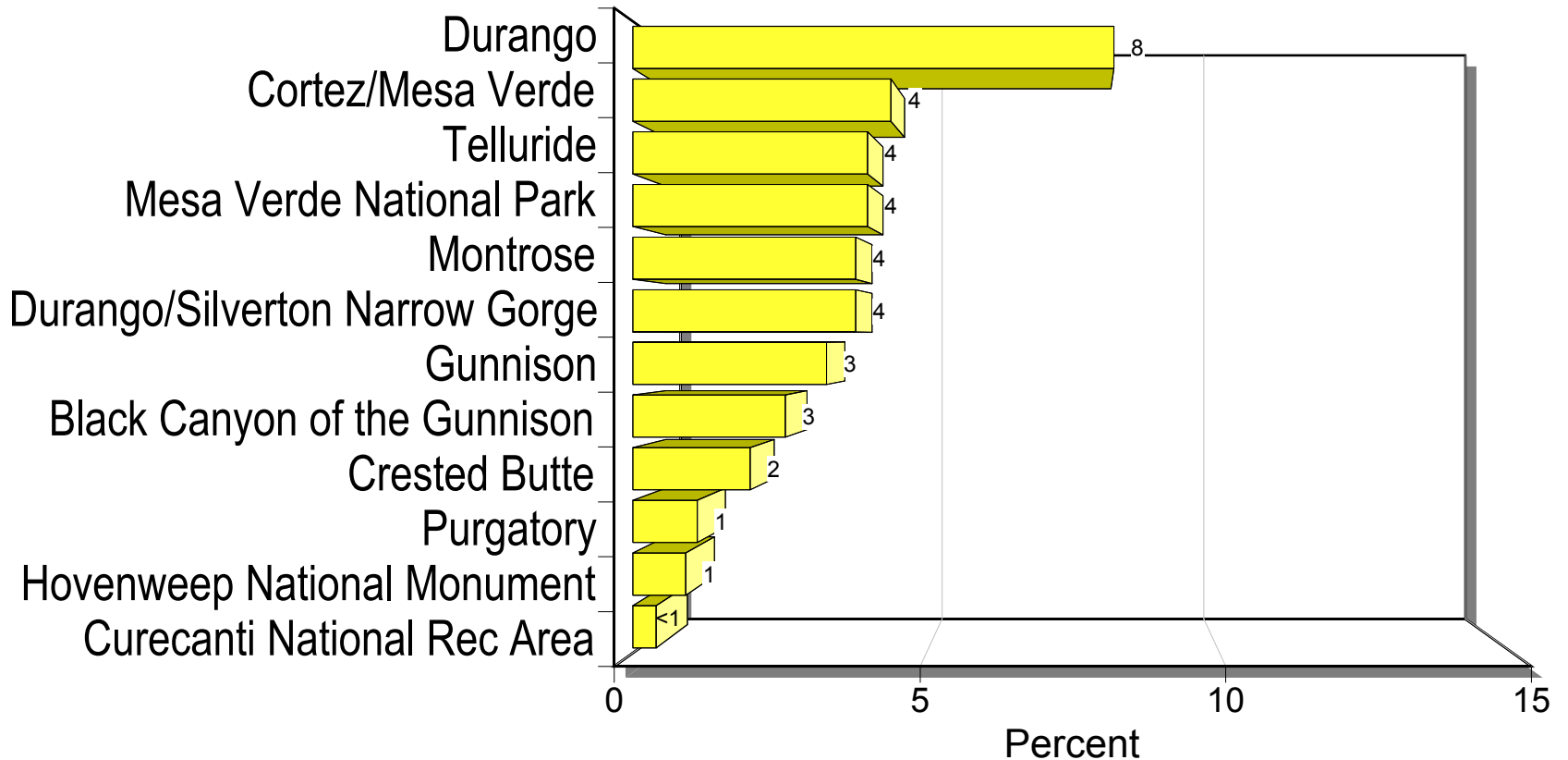
Base: Overnight Pleasure Trips



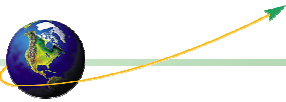
Most Popular Southwest Colorado Attractions



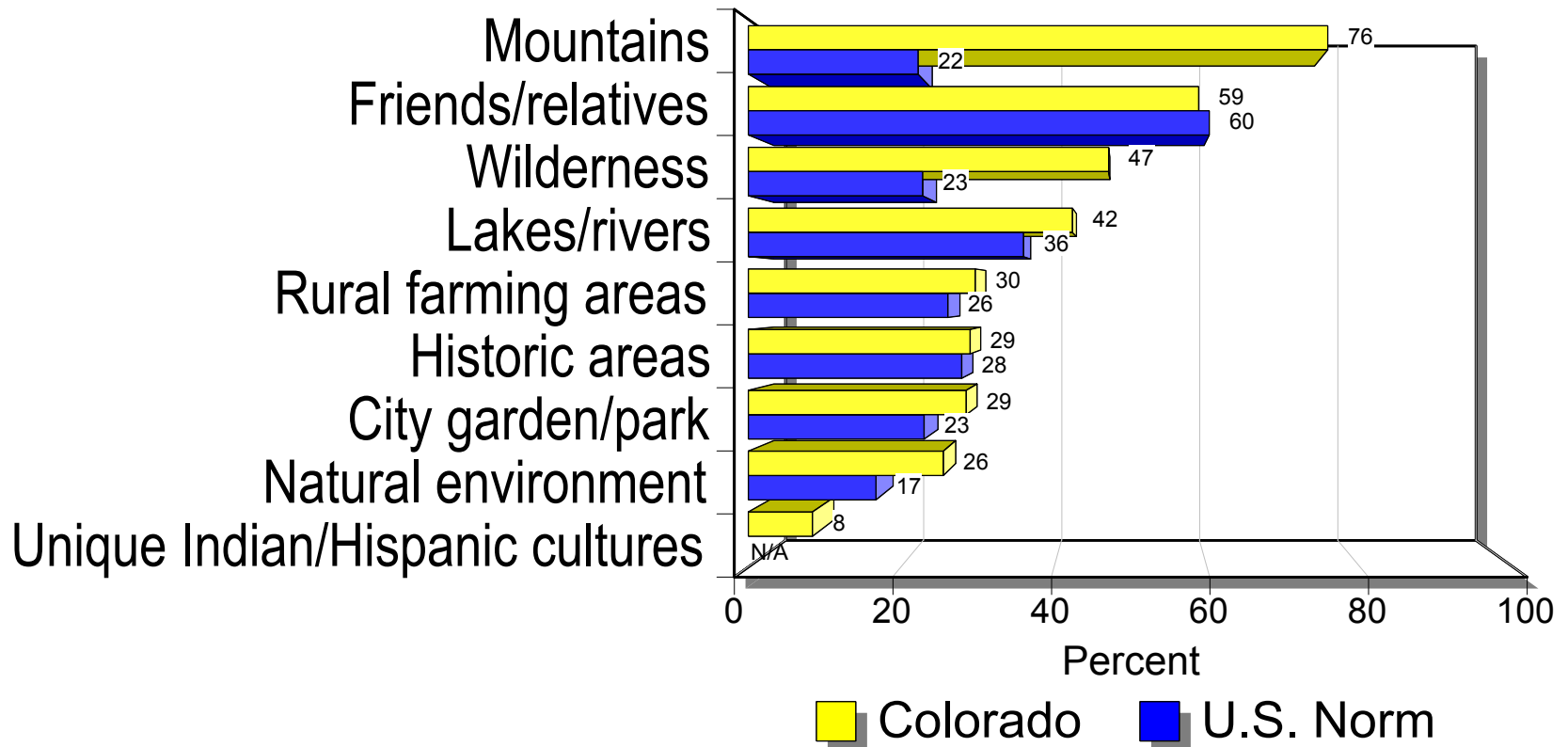
Base: Overnight Pleasure Trips



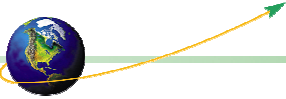
Things Experienced on Trip



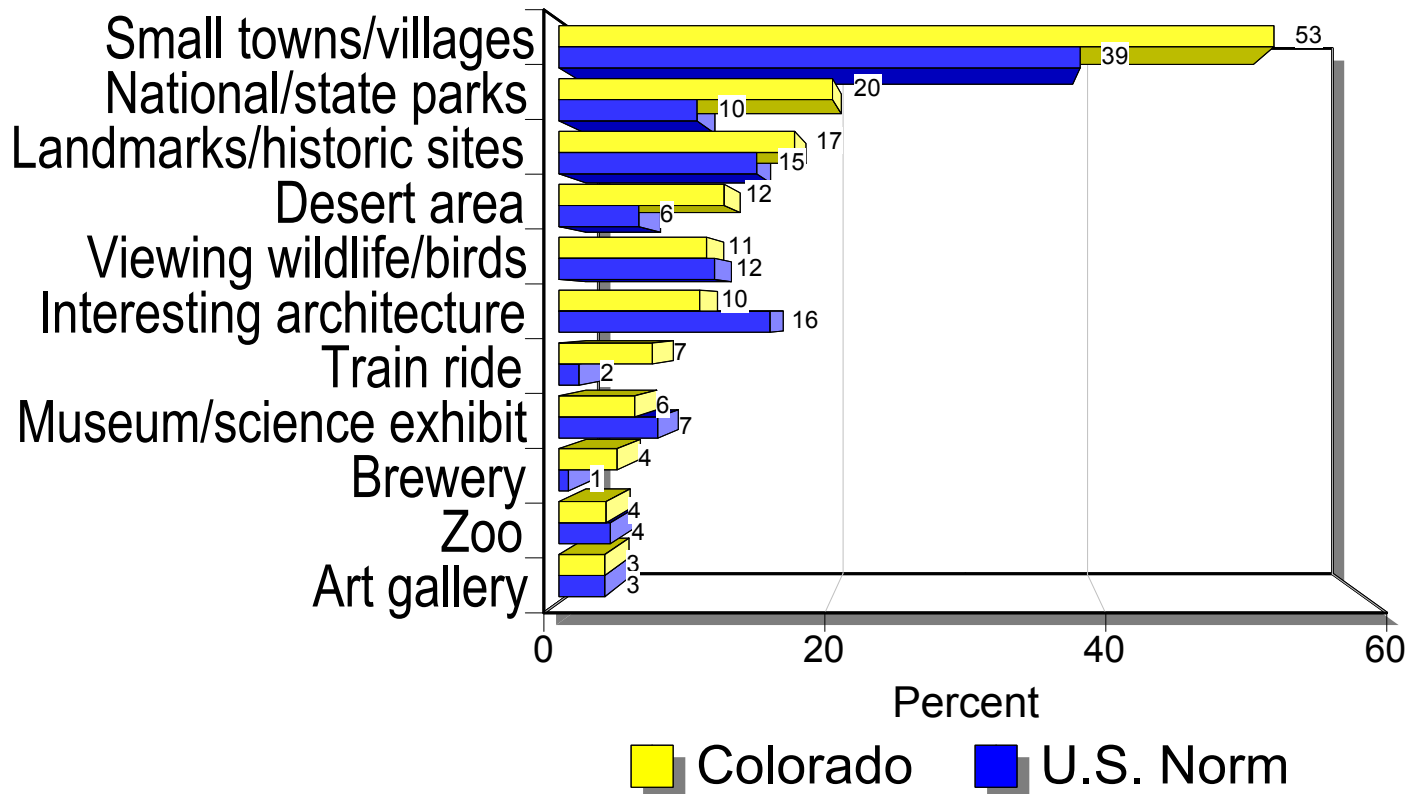
Base: Overnight Pleasure Trips



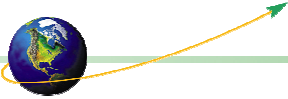
Sightseeing



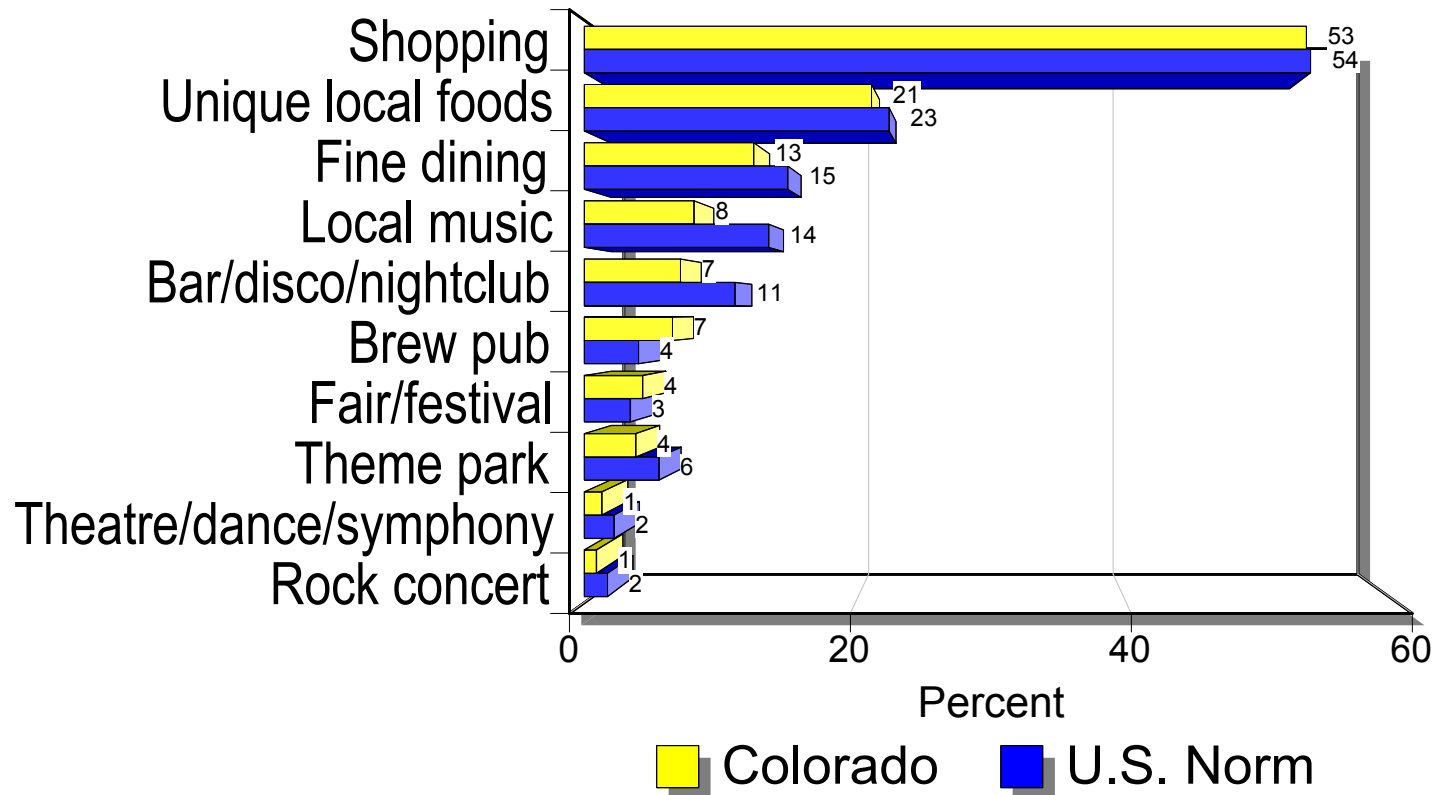
Base: Overnight Pleasure Trips



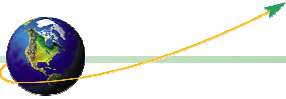
Entertainment



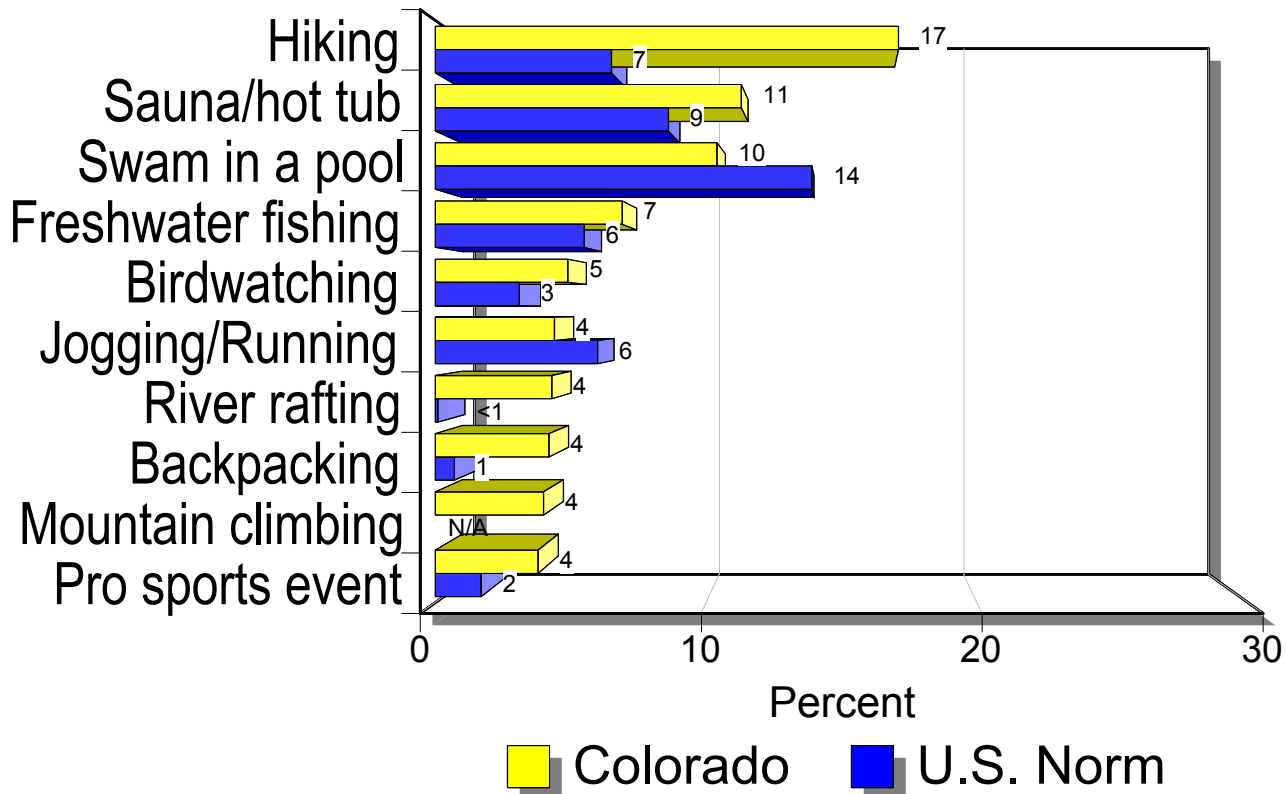
Base: Overnight Pleasure Trips



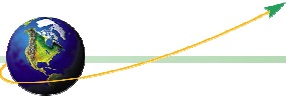
Sports and Recreation



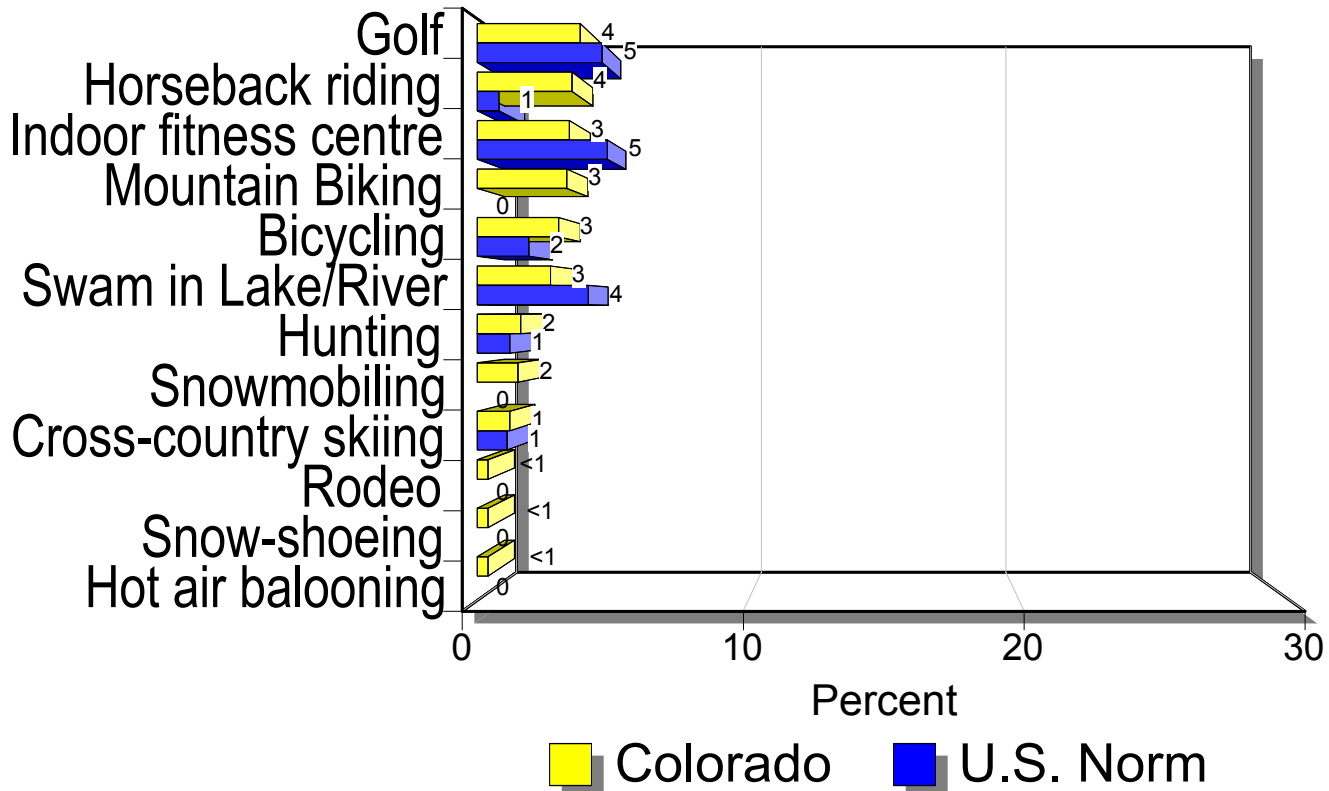
Base: Overnight Pleasure Trips



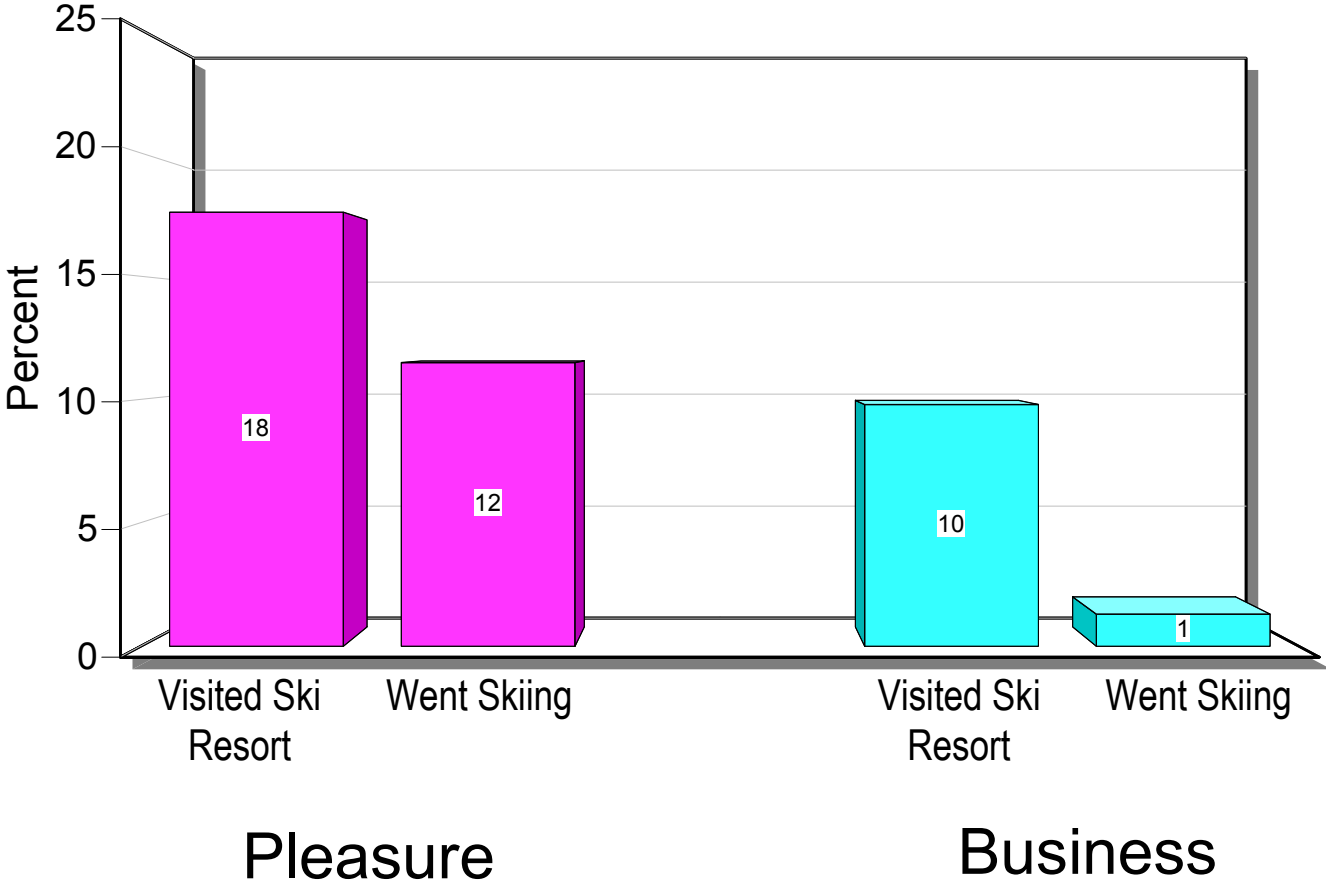
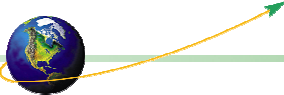
Sports and Recreation (Cont'd)



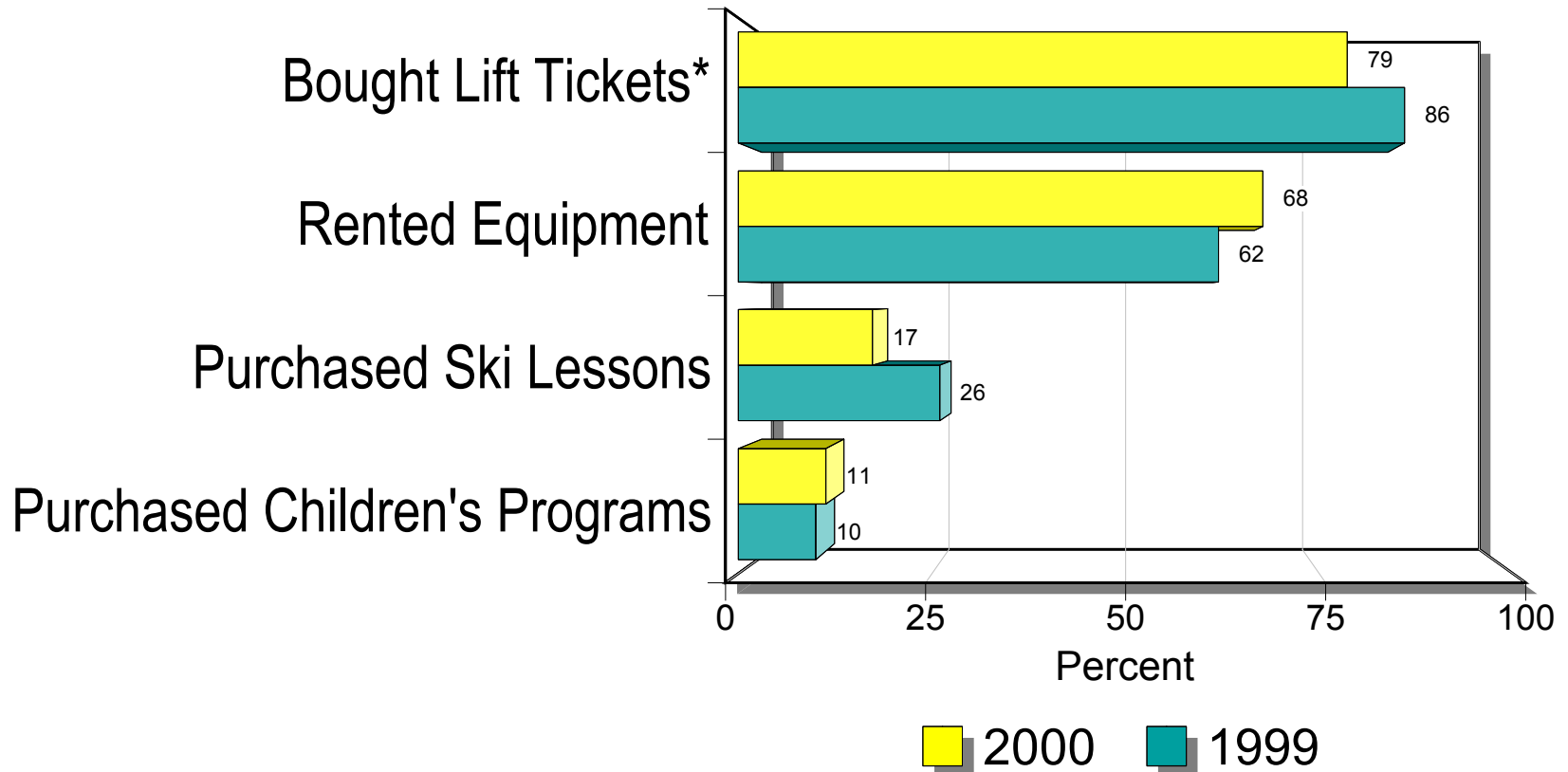
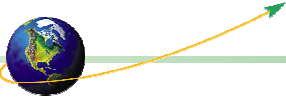
Base: Overnight Pleasure Trips



Skiing on Trip



Percent of Skiing/Snowboarding Travel Parties Who ...

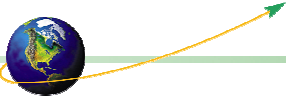


*Does not include those who purchased lift tickets as part of a pre-paid package

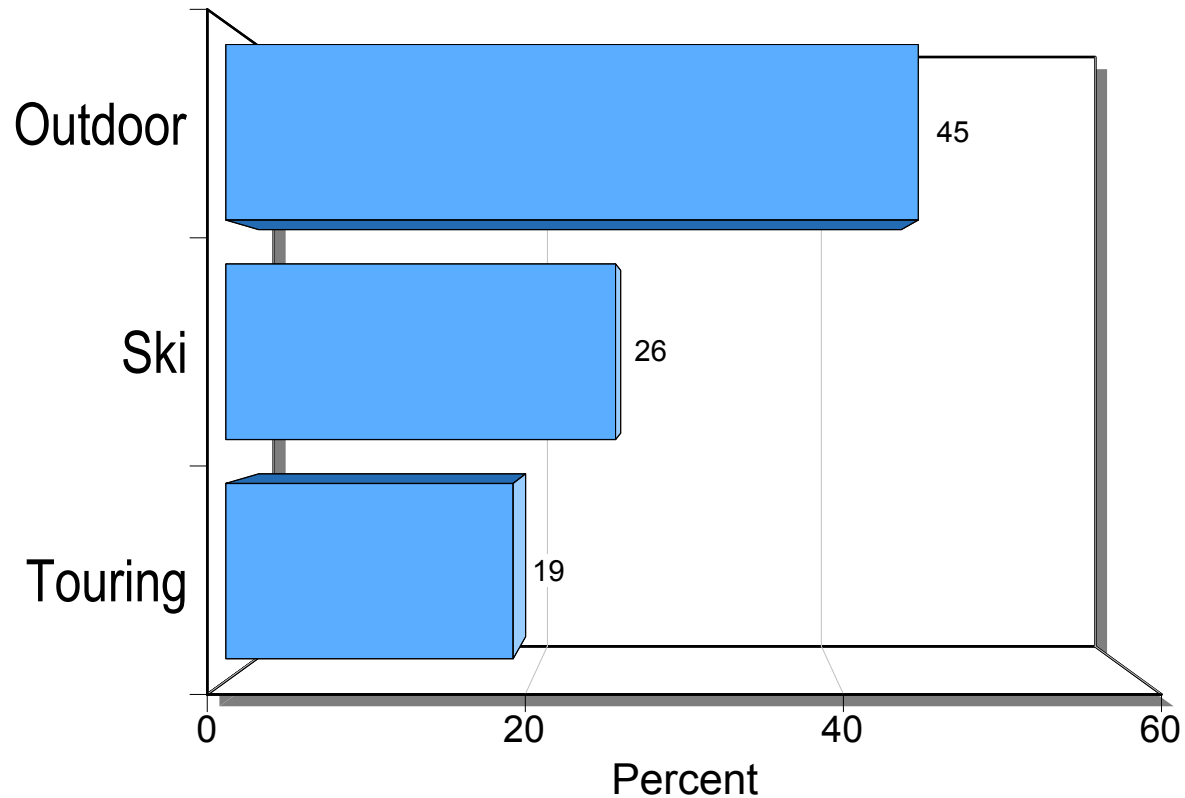
Colorado's Key Travel Segments

Traveler Profile by Segment

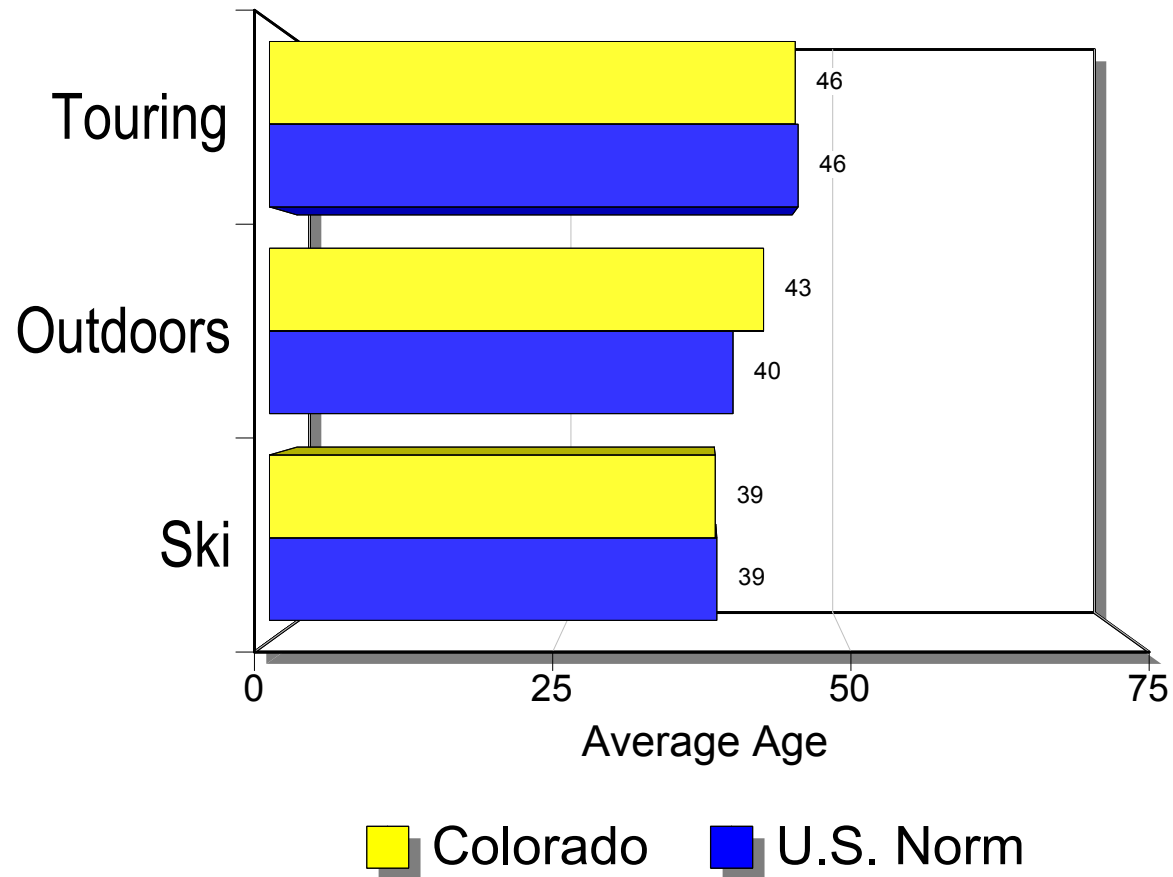
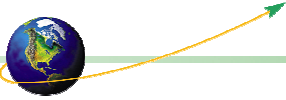
Instate Trips – By Segment



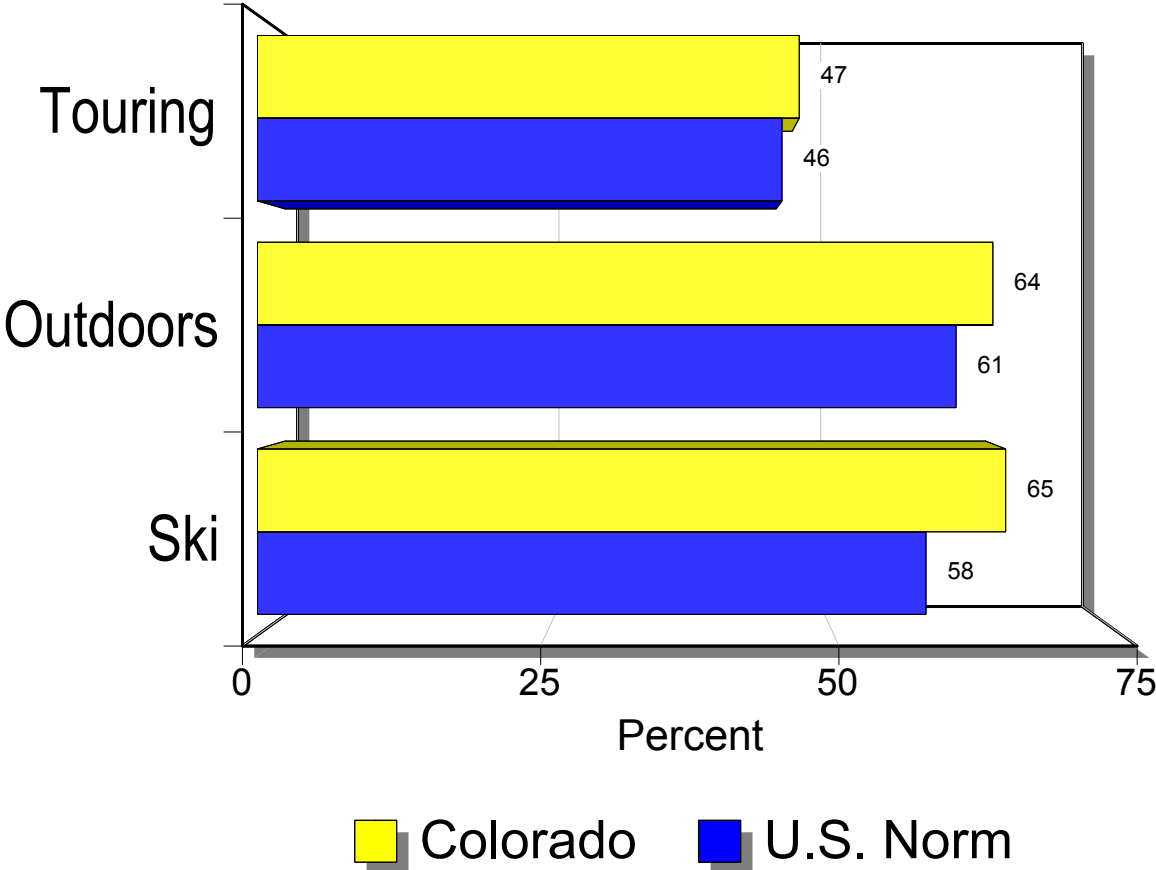
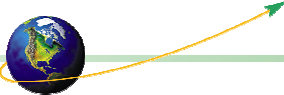
Percent of Pleasure Trips Originating in Colorado



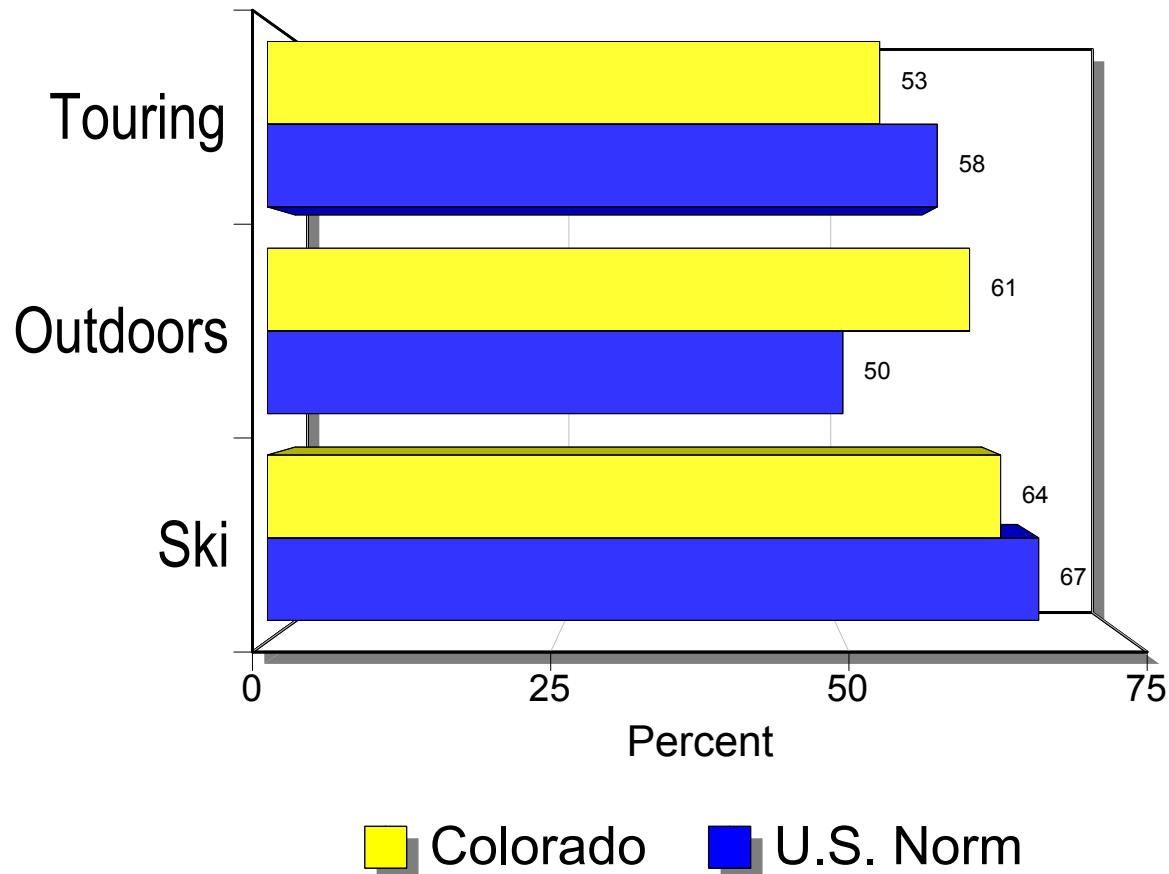
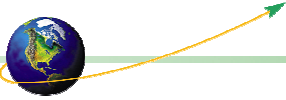
Average Age



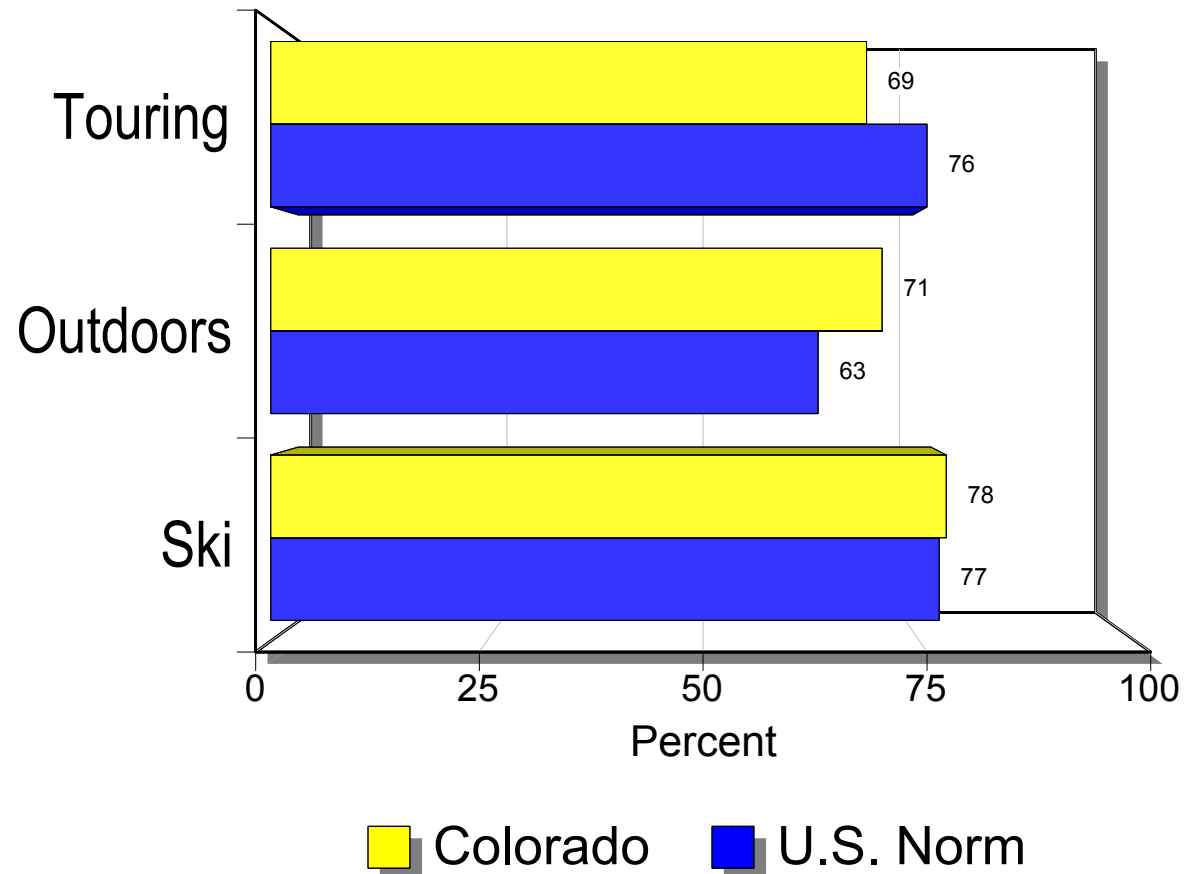
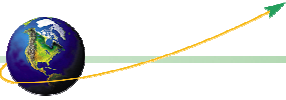
Percent Who Are Male



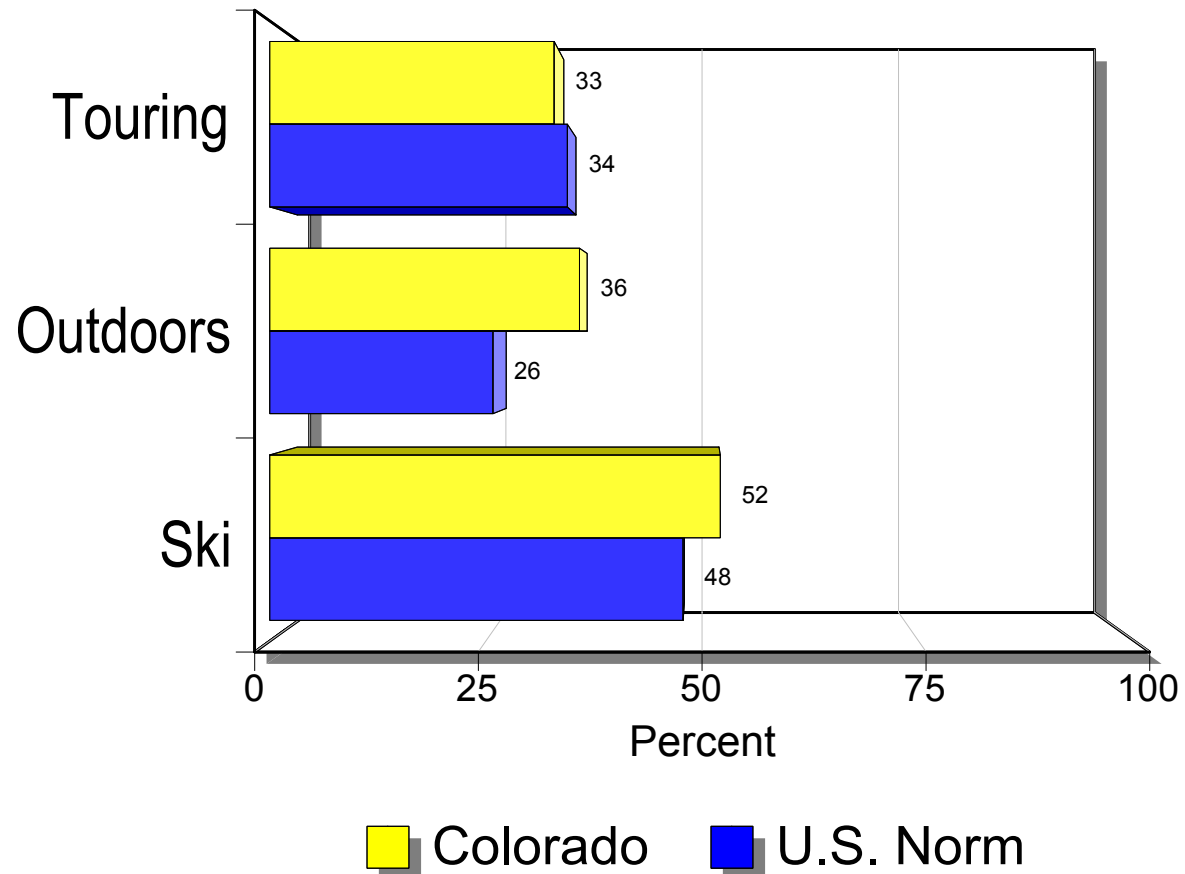
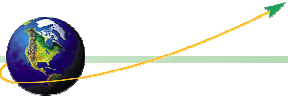
Percent Who Are Managers/Professionals



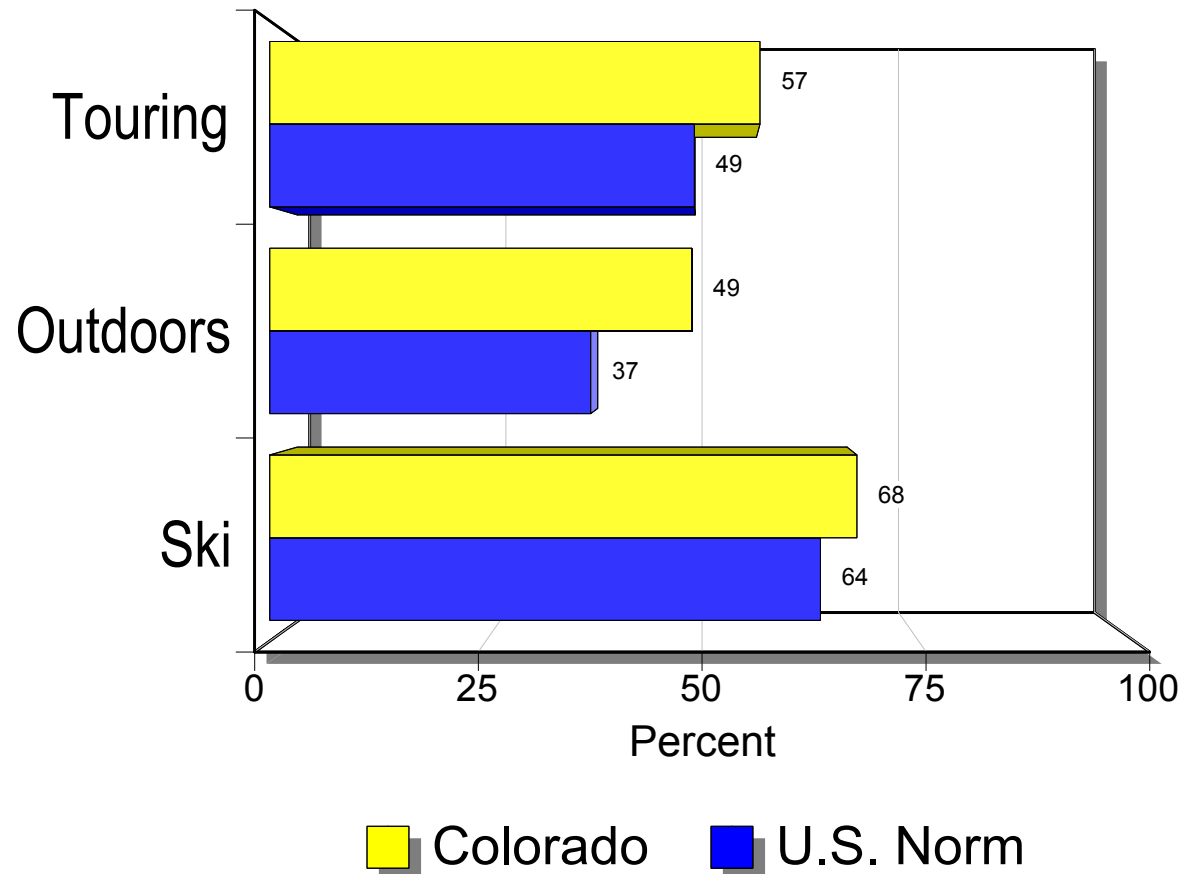
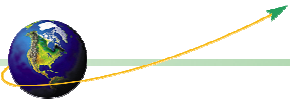
Percent In White Collar Occupation



Percent With Income \$75K+

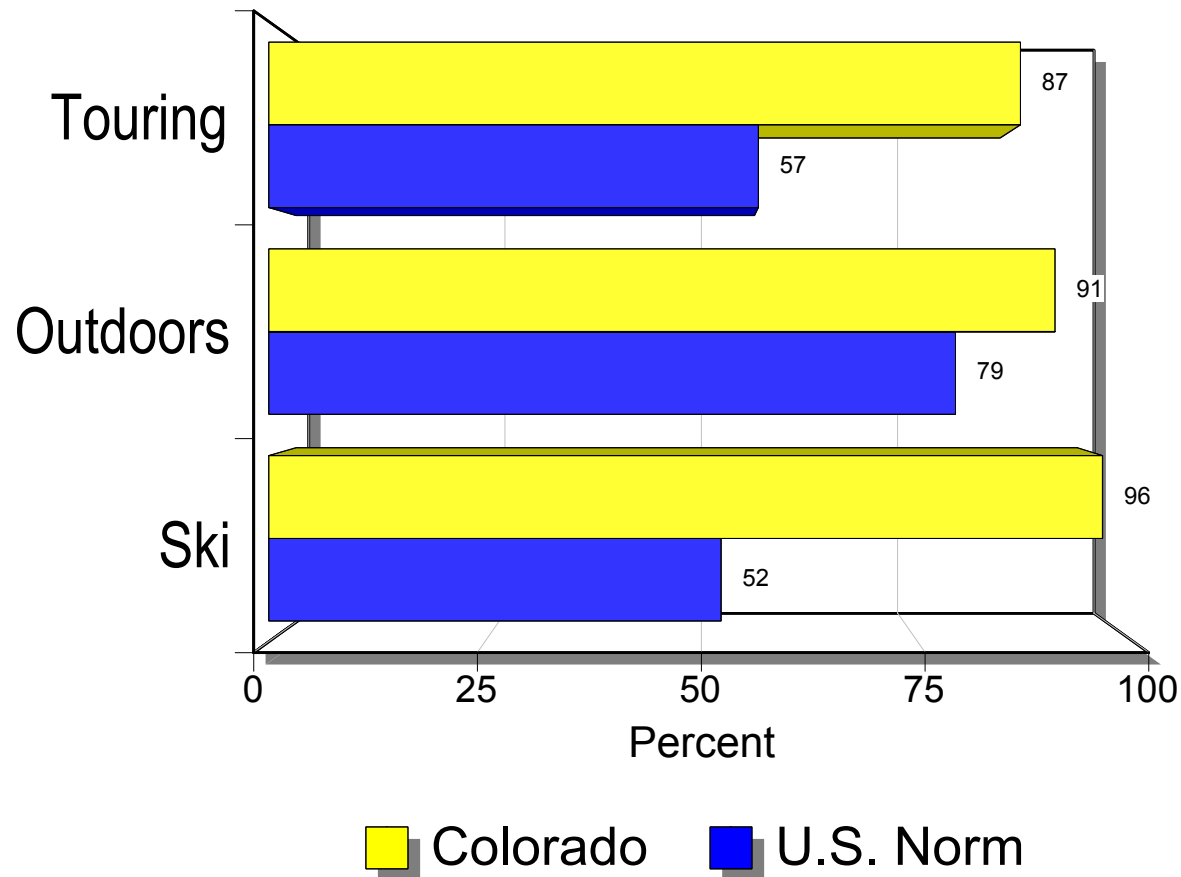
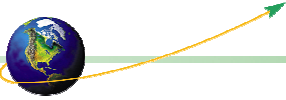


Percent Who Are College Graduates

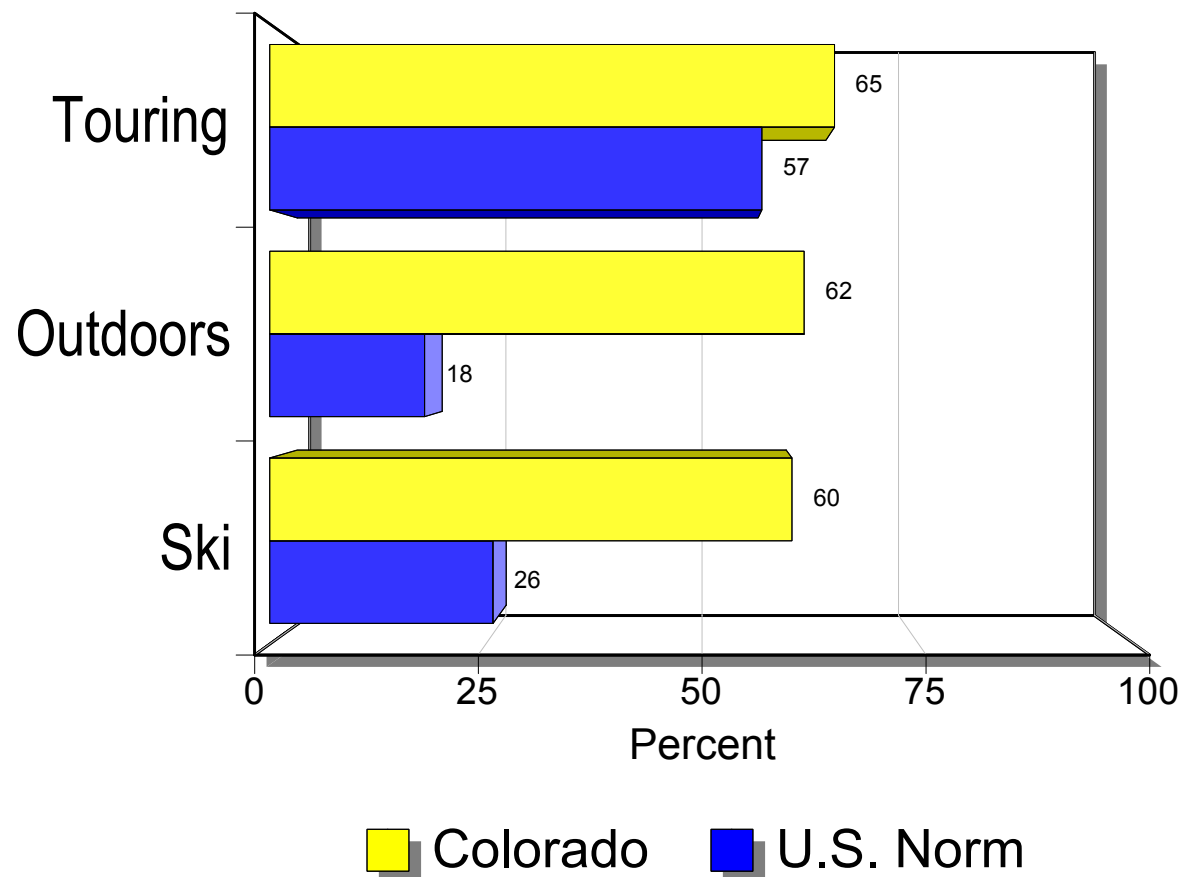


Trip Characteristics By Segment

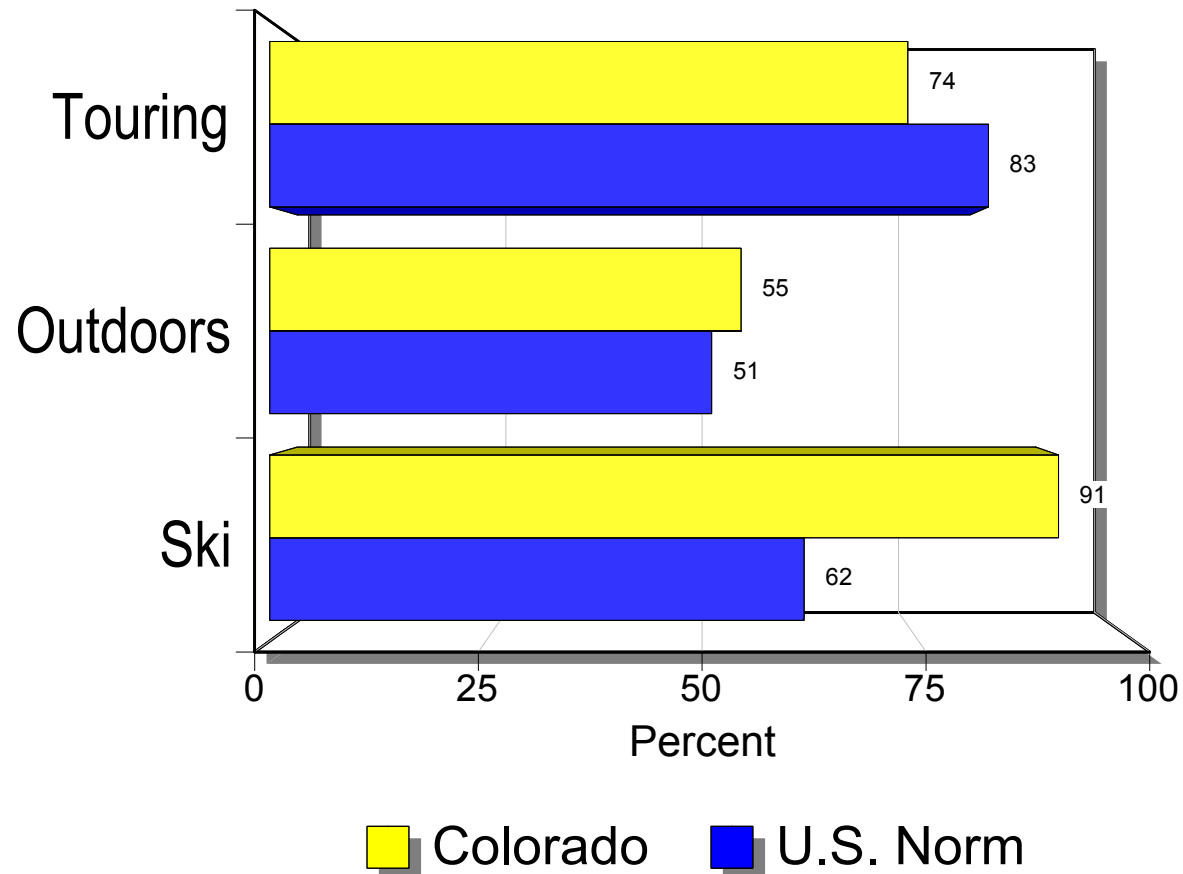
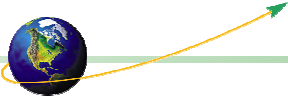
Percent Who Are Repeat Visitors



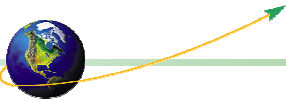
Percent Who Planned Their Trip 3 Months or More in Advance



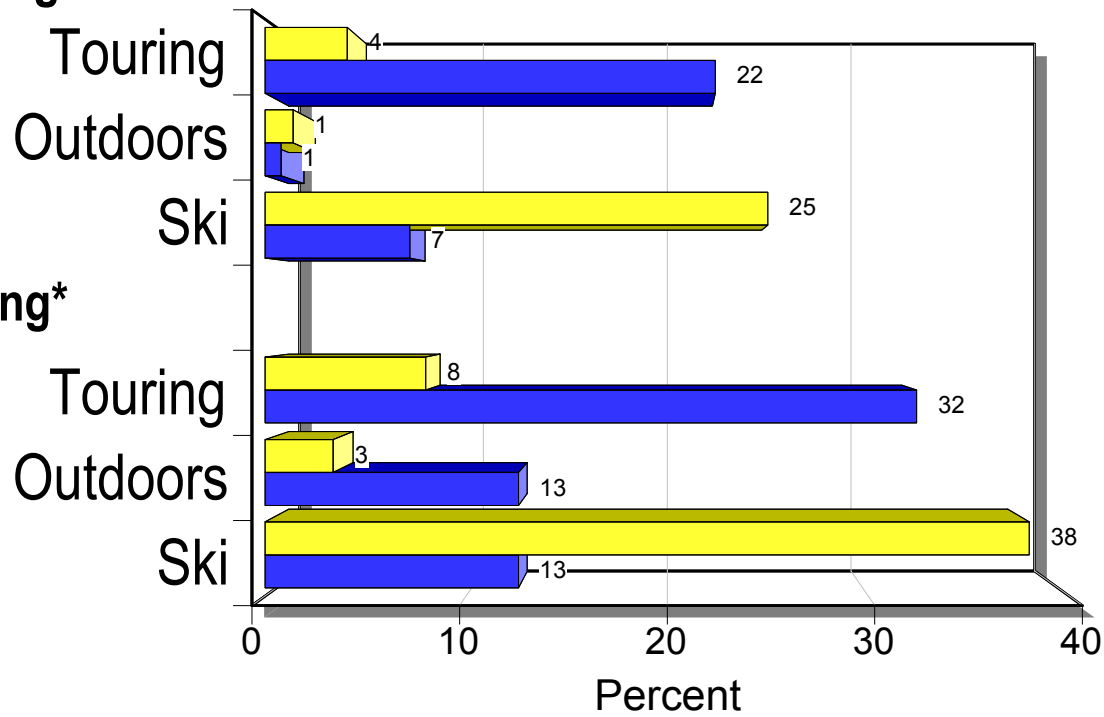
Percent Who Booked All or Part of Their Trip in Advance



Use of Travel Agents



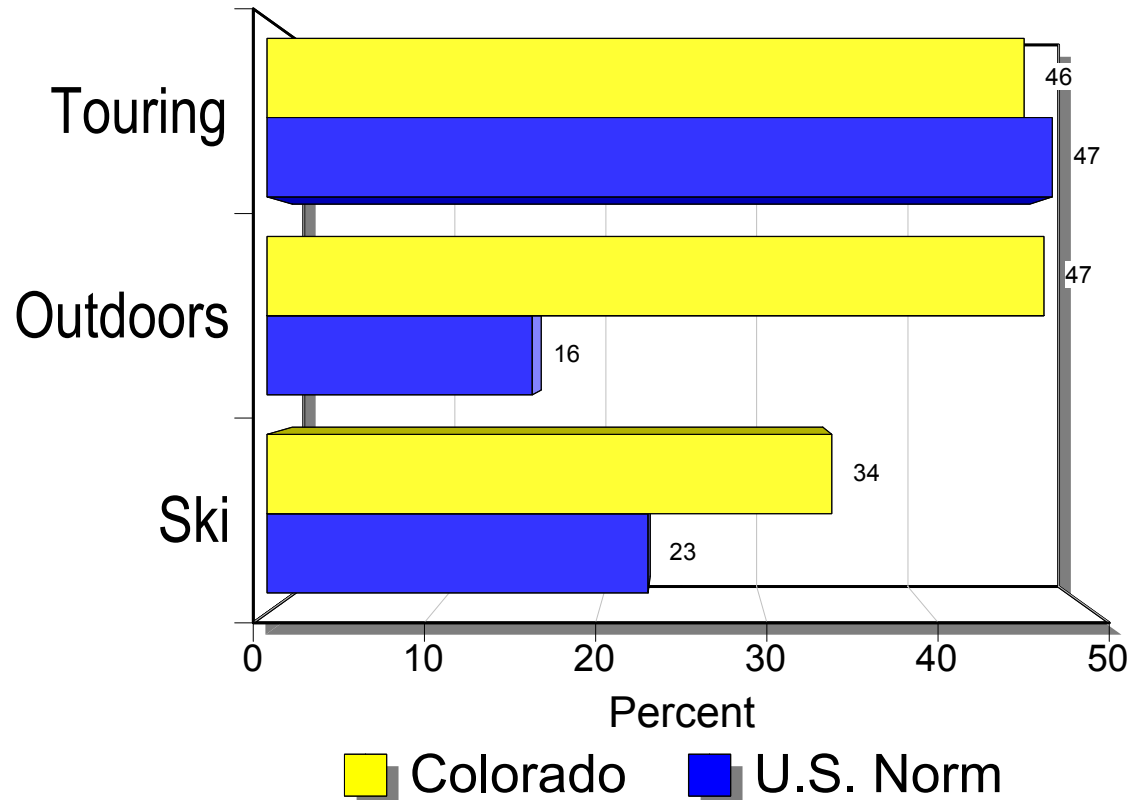
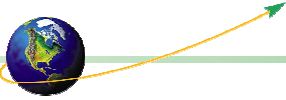
For Trip Planning



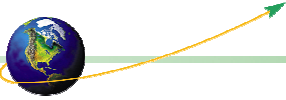
Colorado U.S. Norm

*Base: Those who booked in advance

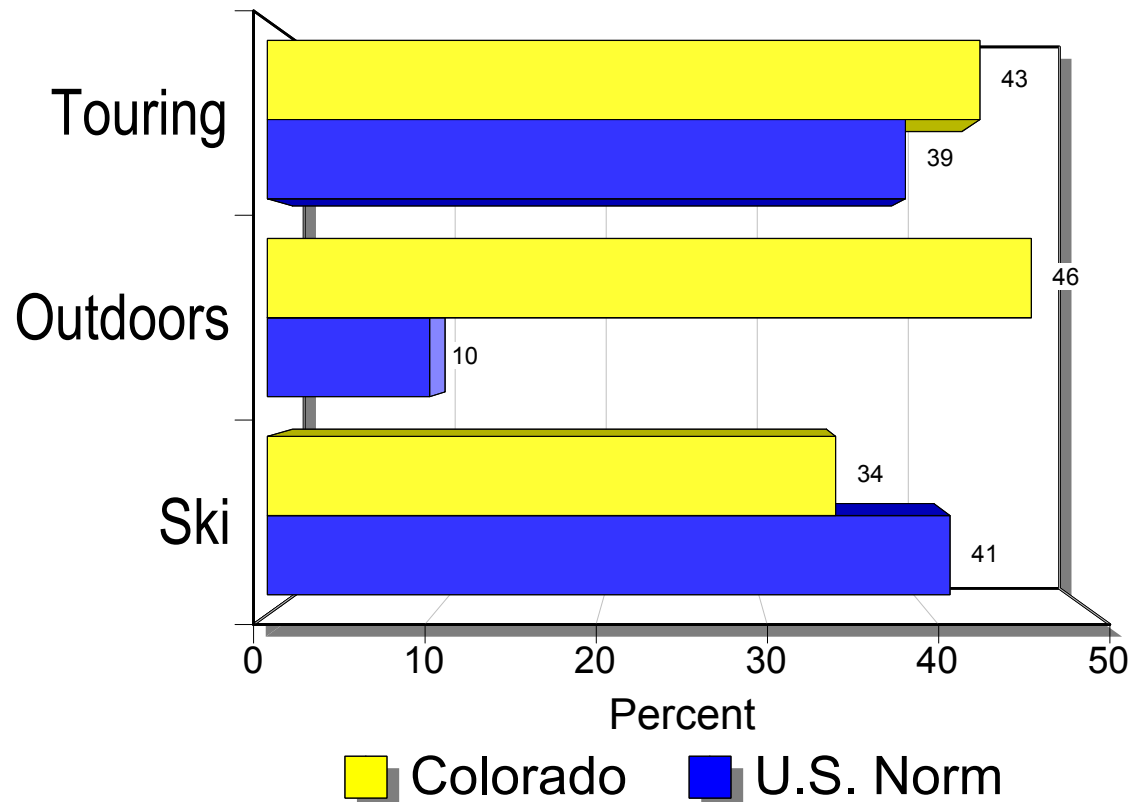
Use of Internet For Trip Planning



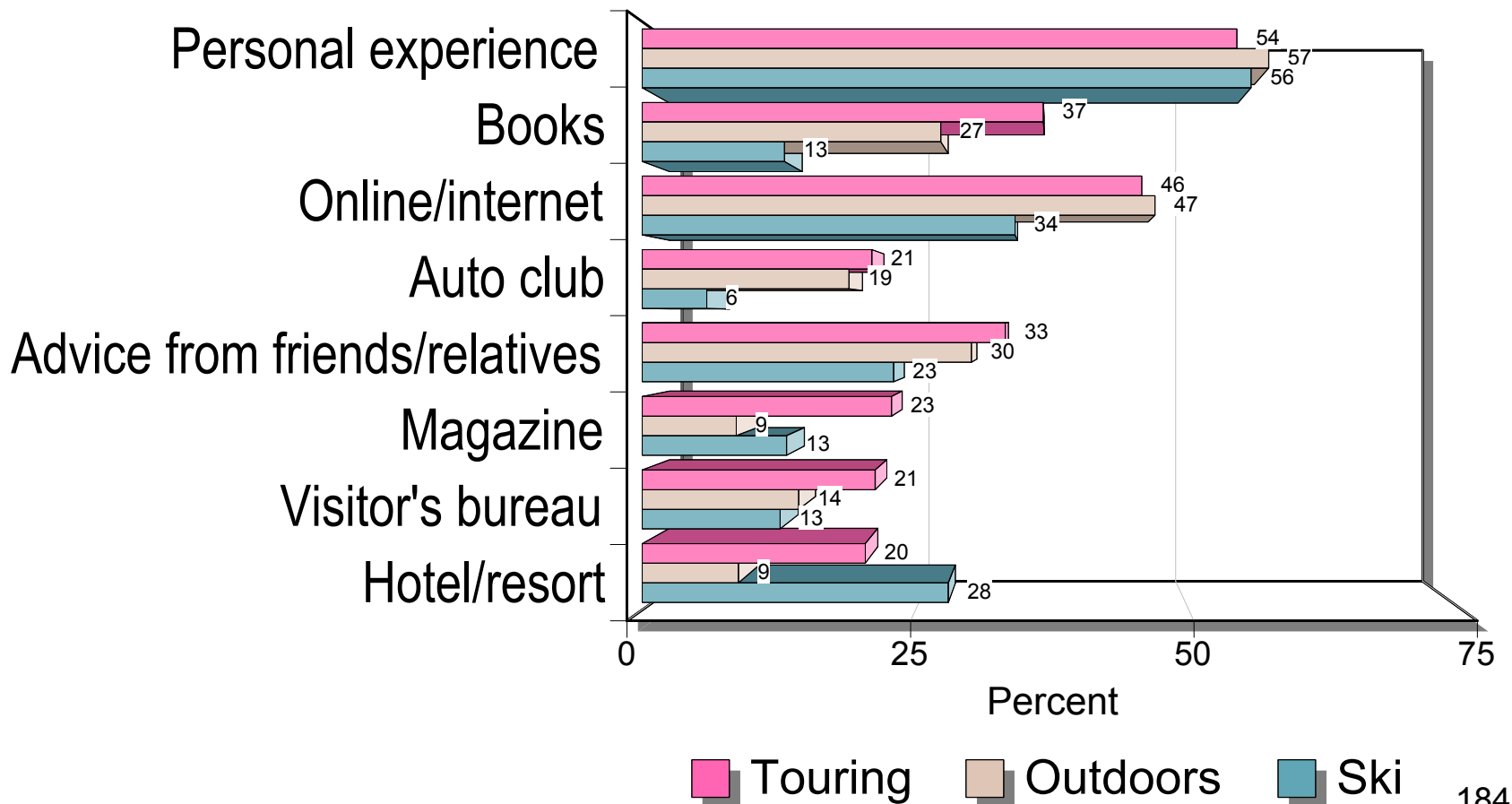
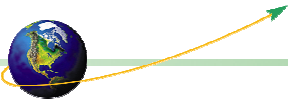
Use of Internet For Trip Booking



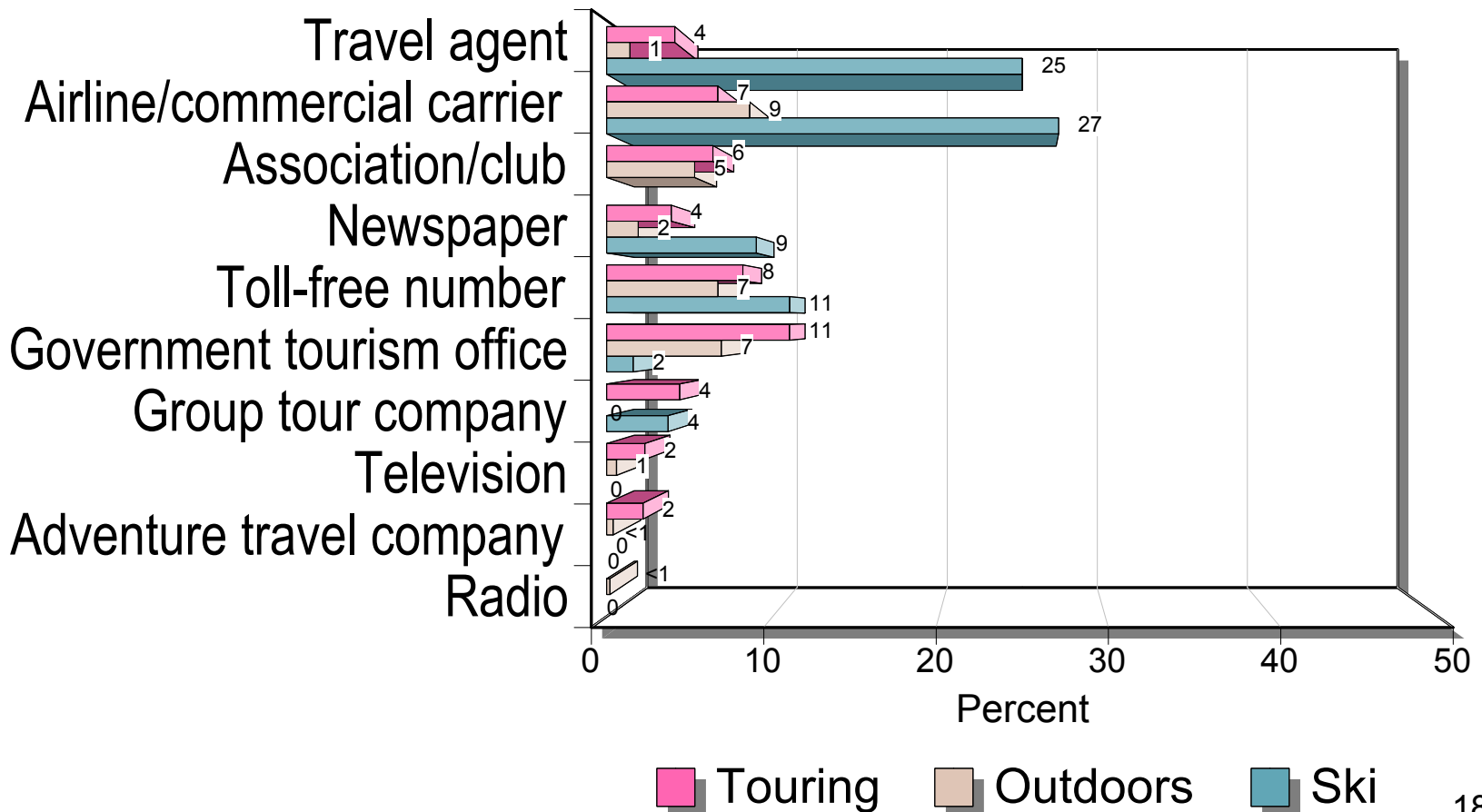
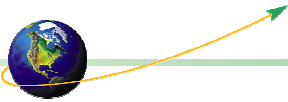
Base: Those Who Booked in Advance



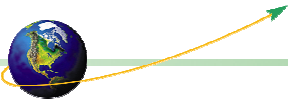
Information Sources for Travel Planning



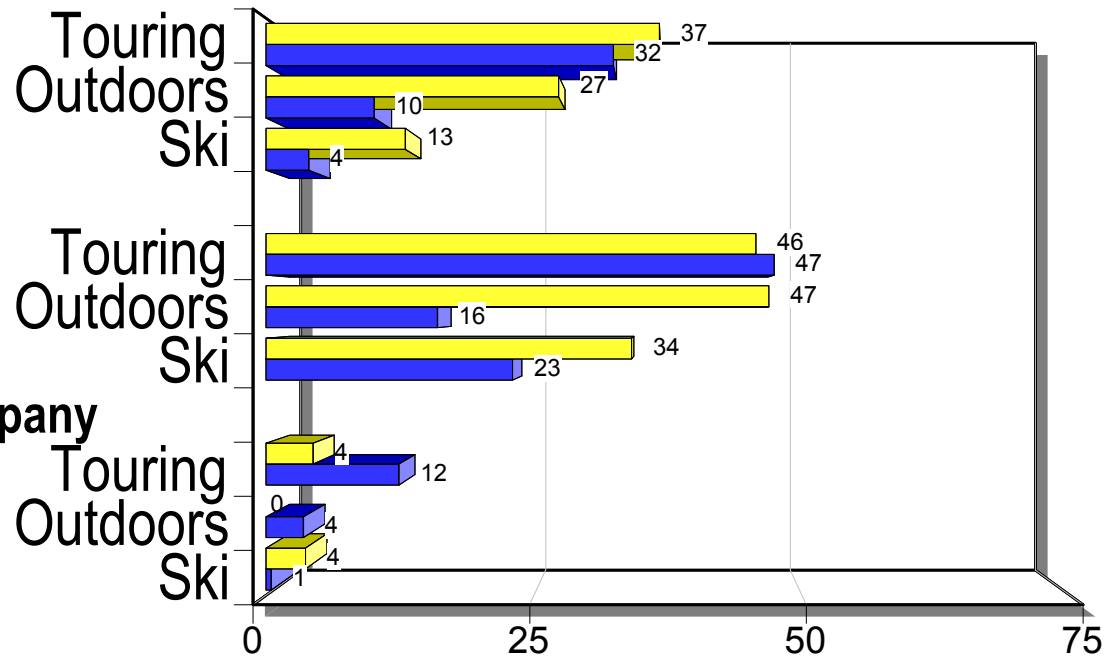
Information Sources for Travel Planning



Information Sources for Planning vs. U.S. Norm

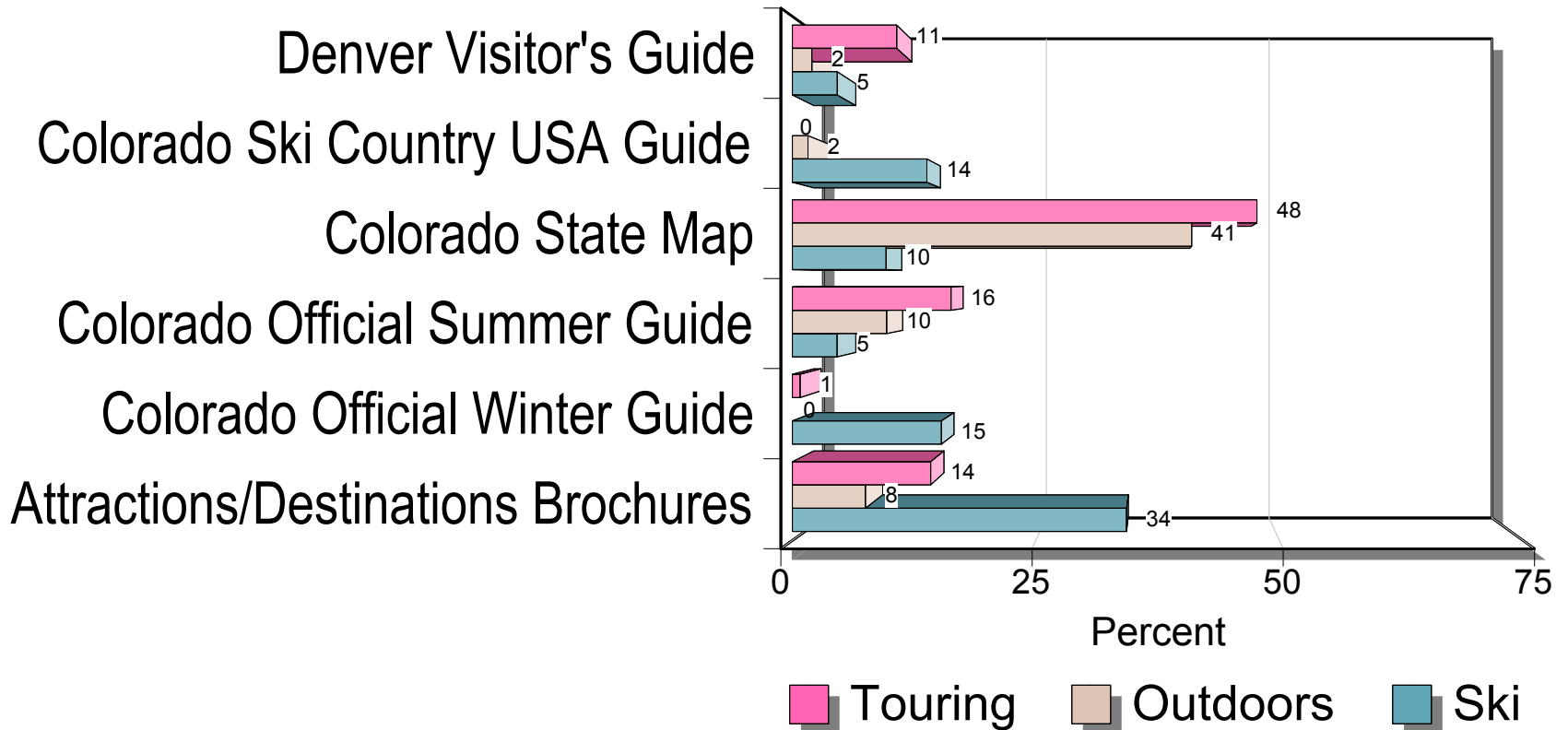
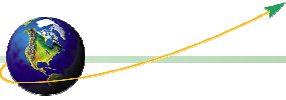


Books

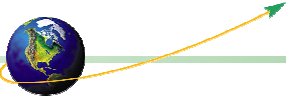


Colorado
 U.S. Norm

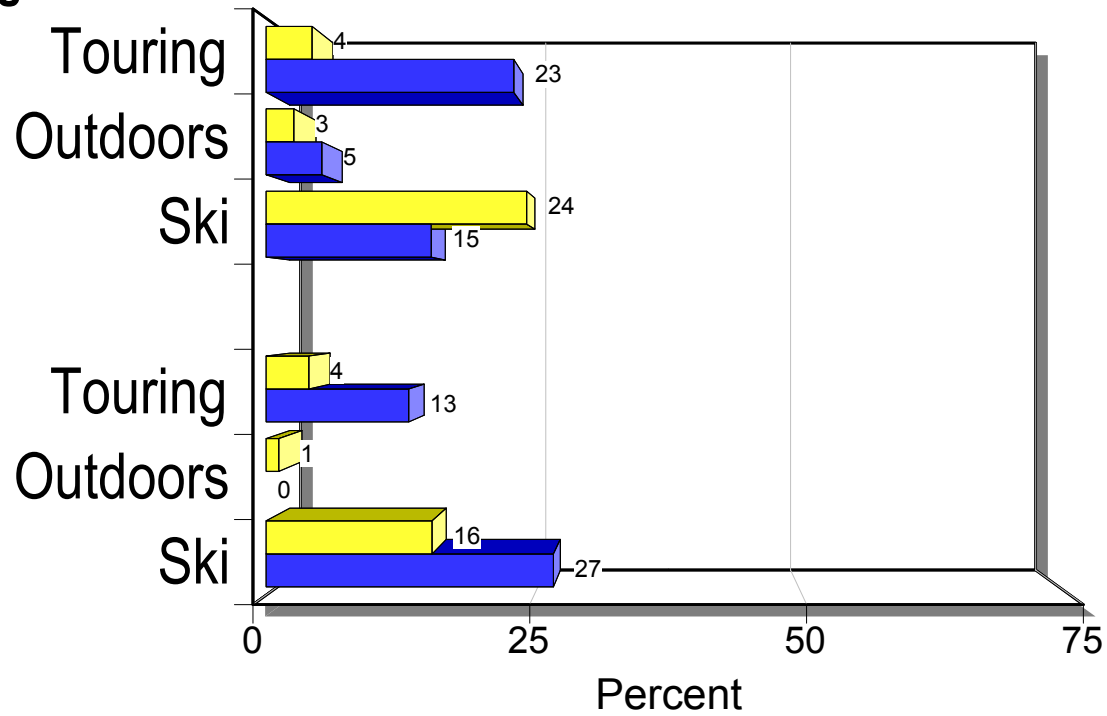
Use of Official Publications



Use of Packages & Escorted Tours

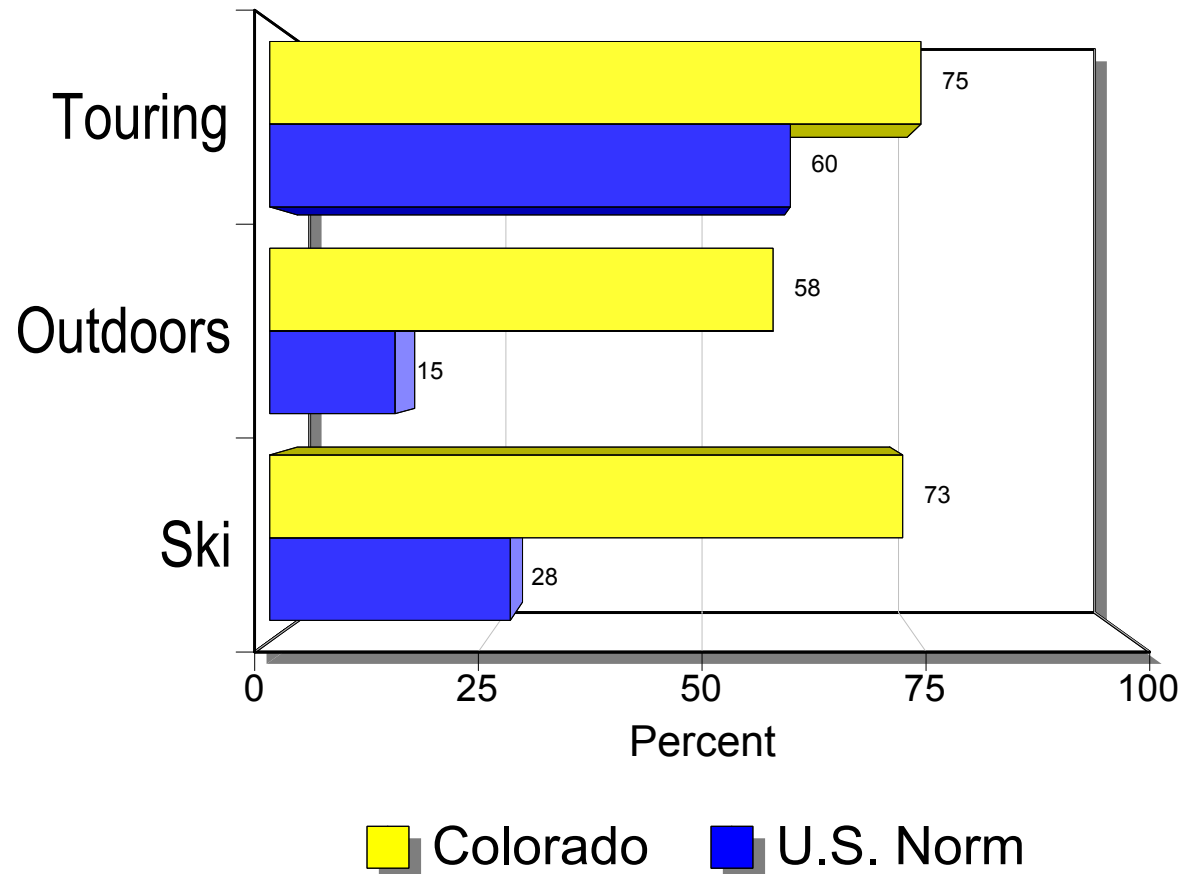
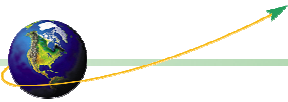


Prepaid package

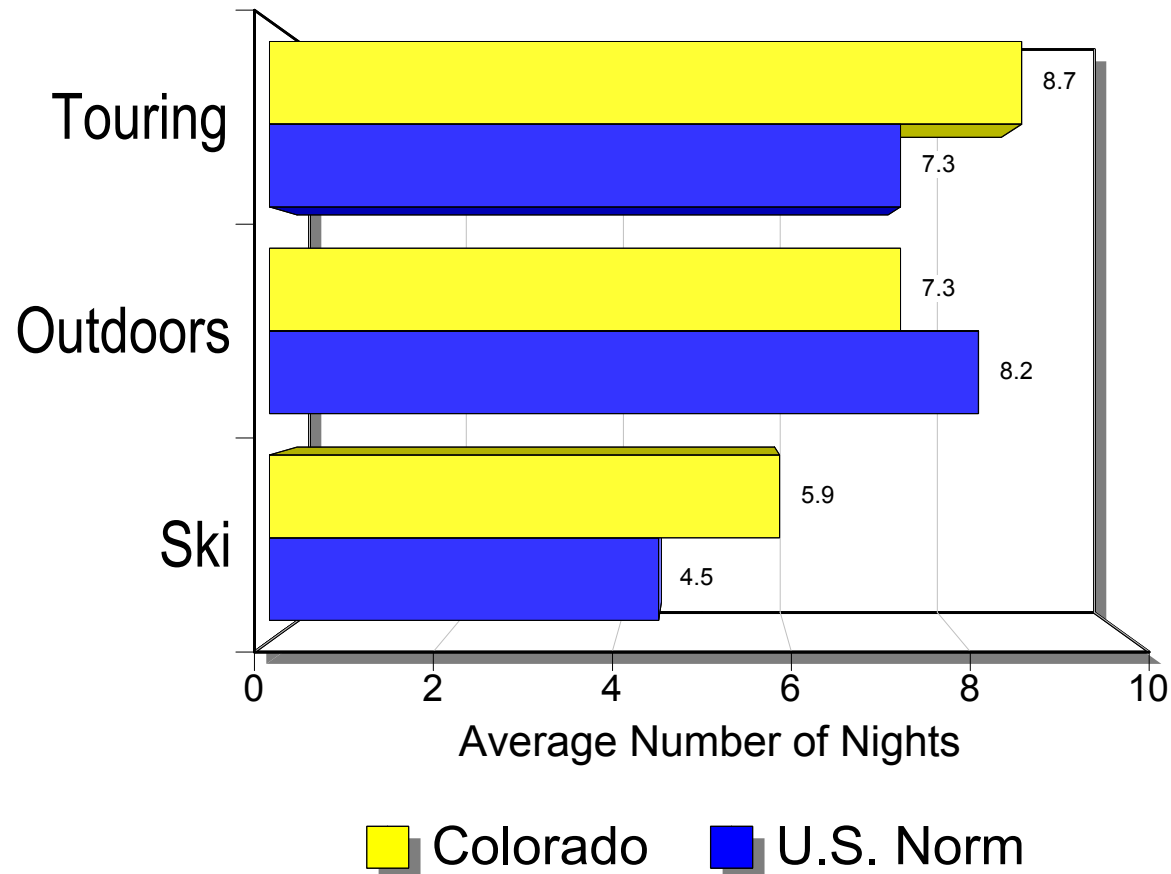
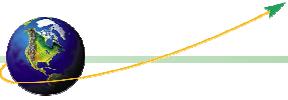


Colorado U.S. Norm

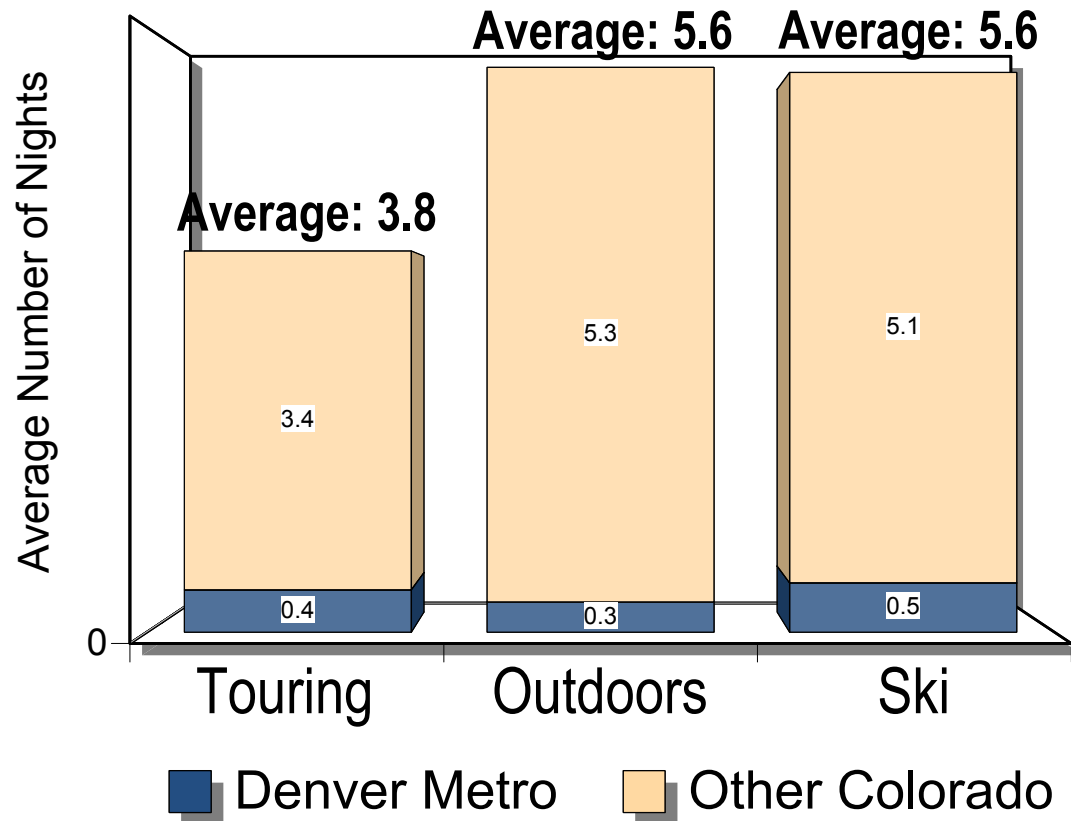
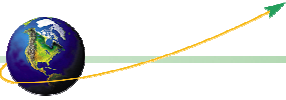
Percent Who Traveled 500+ Miles to Destination



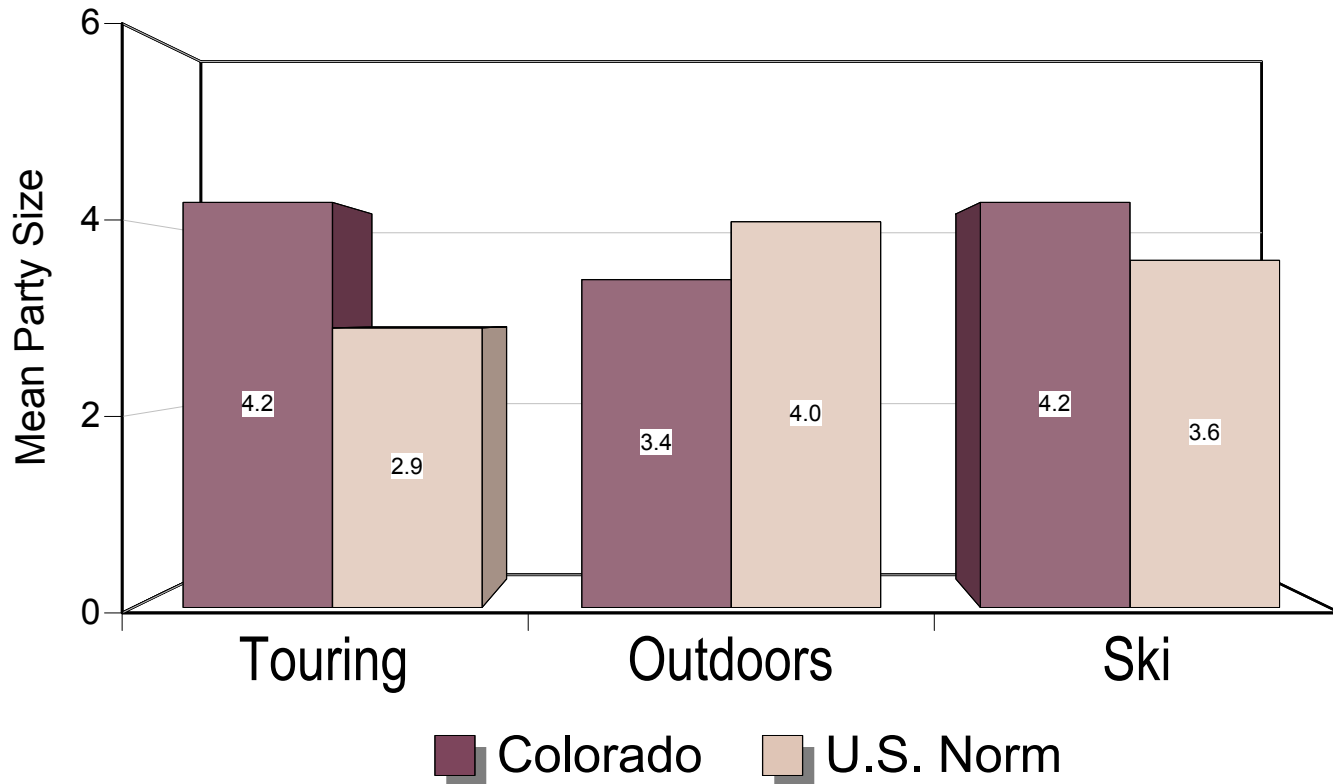
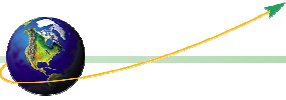
Length of Trip



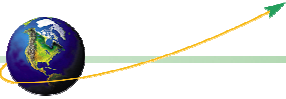
Number of Nights in Colorado



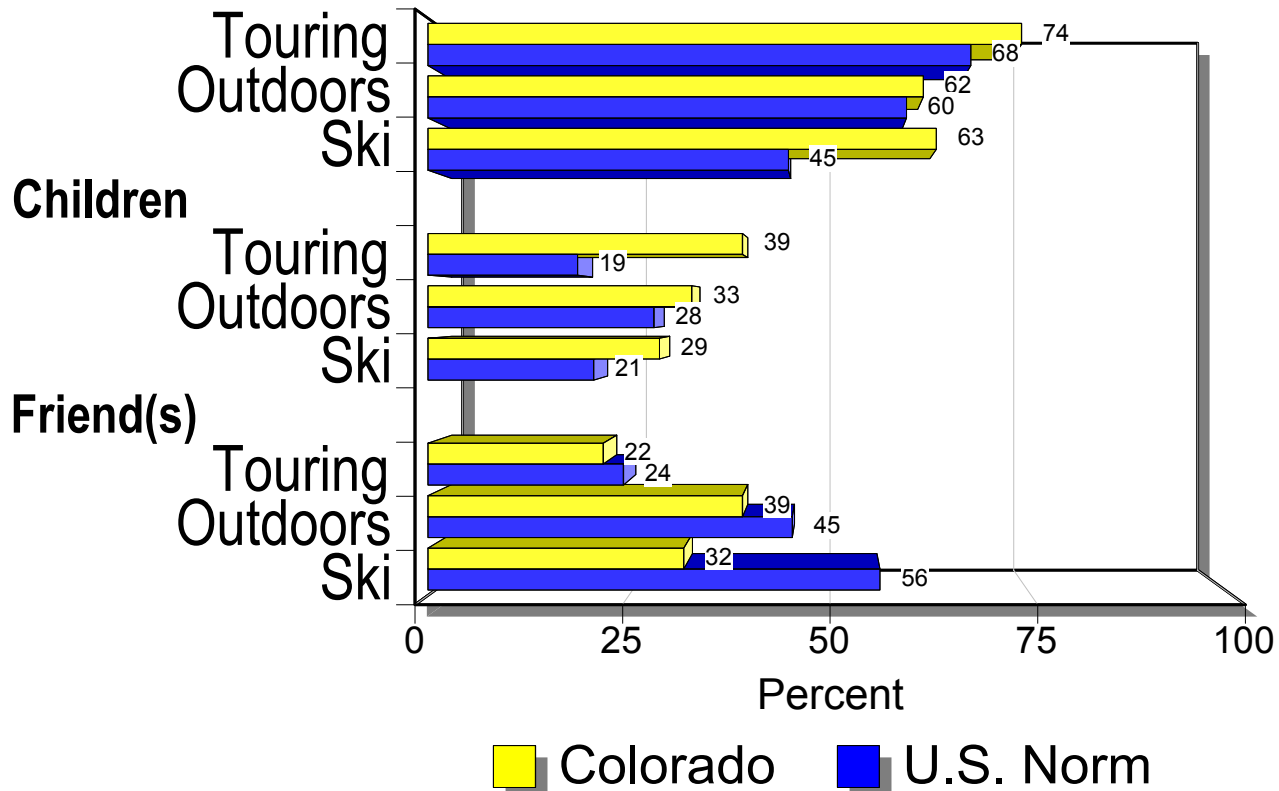
Size of the Travel Party



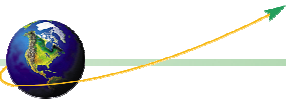
Party Composition



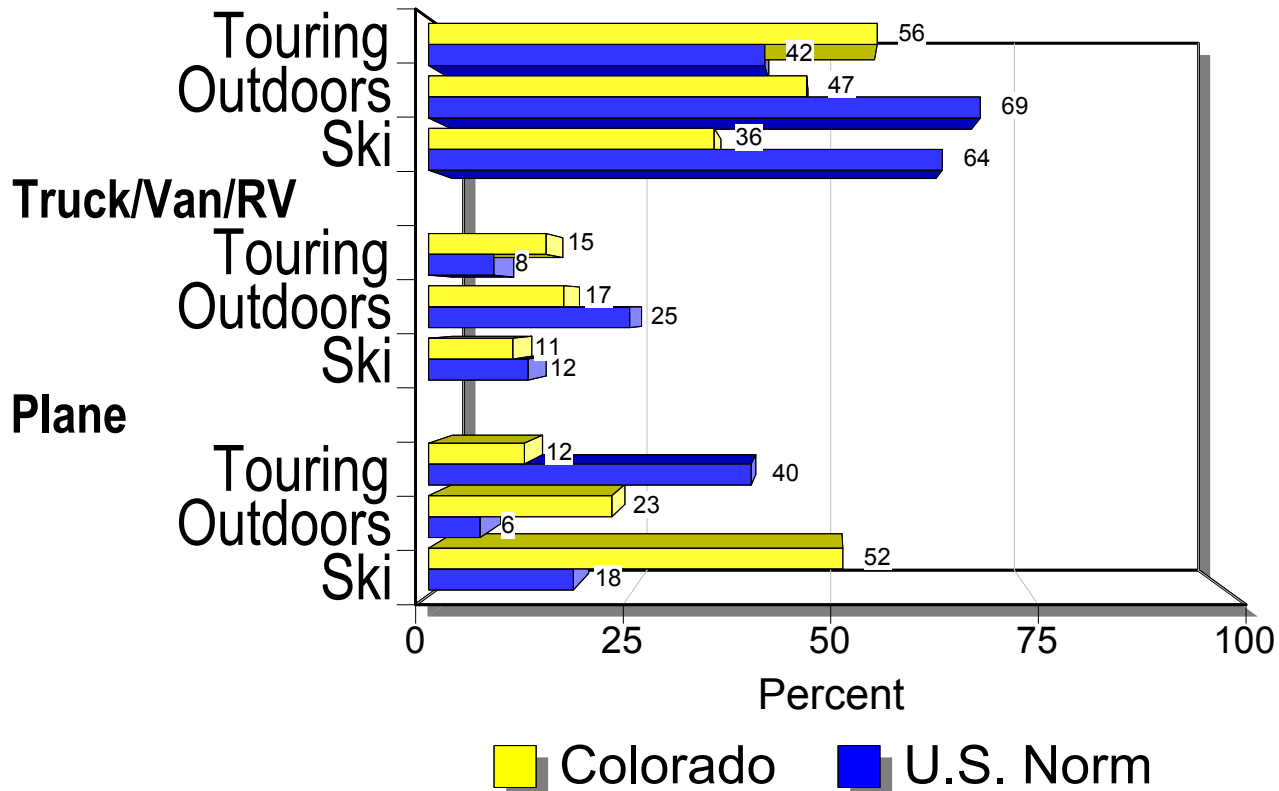
Spouse/Partner



Transportation Used to Enter State

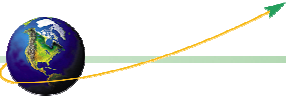


Own/Friend's Car

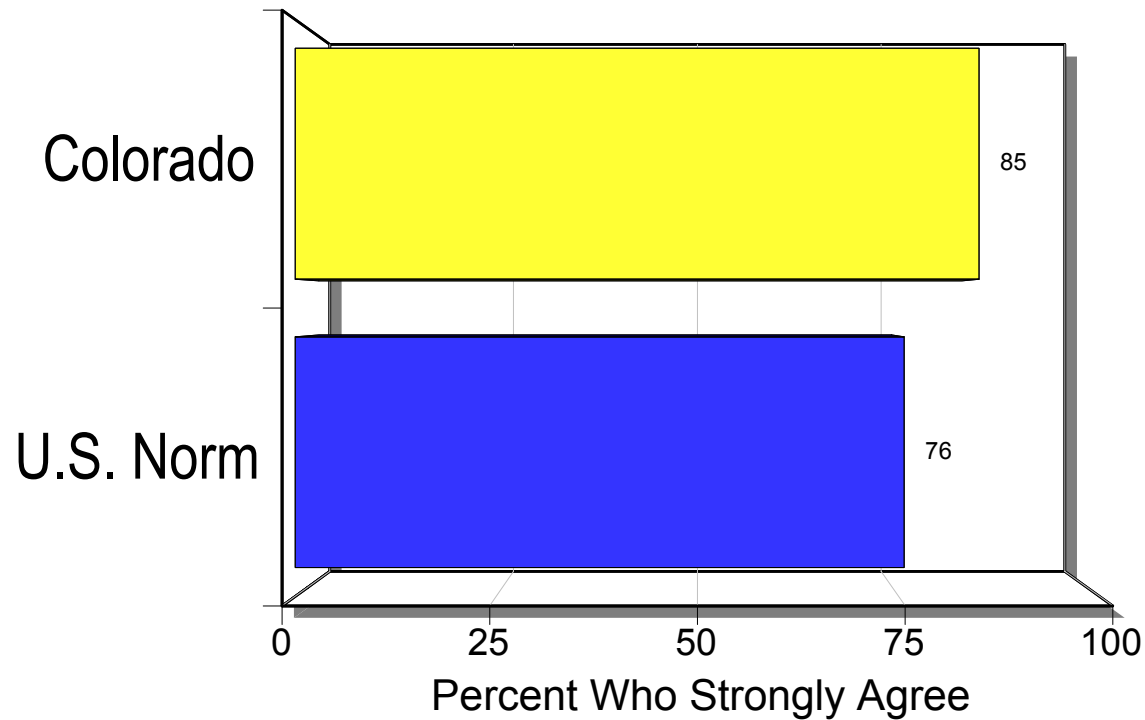


Colorado's Product Delivery

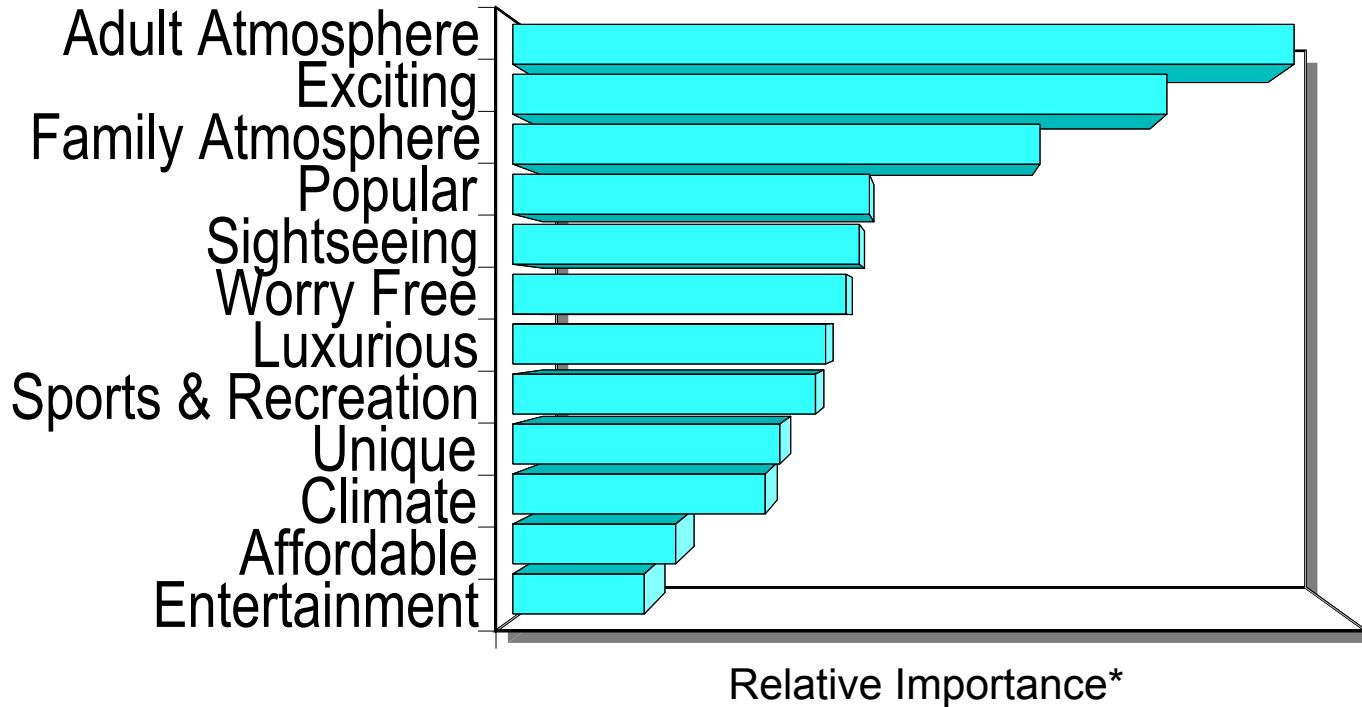
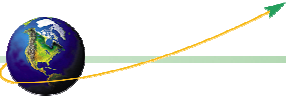
“A Place I Would Really Enjoy Visiting Again”



Base: Overnight Marketable Trips

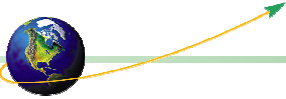


Traveler Priorities

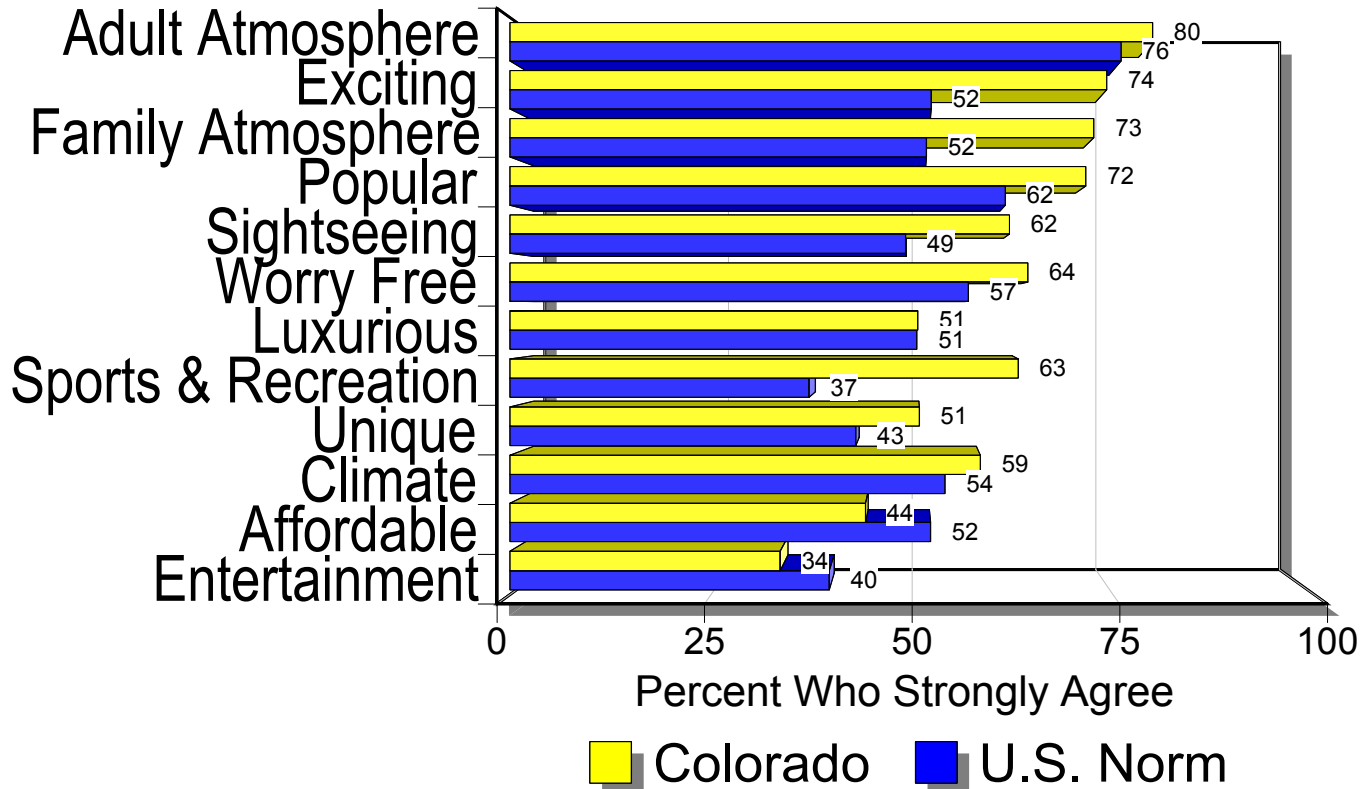


* A measure of the association between each factor and whether Colorado is a place "I would really enjoy visiting again" 197

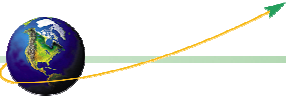
Colorado's Product Delivery



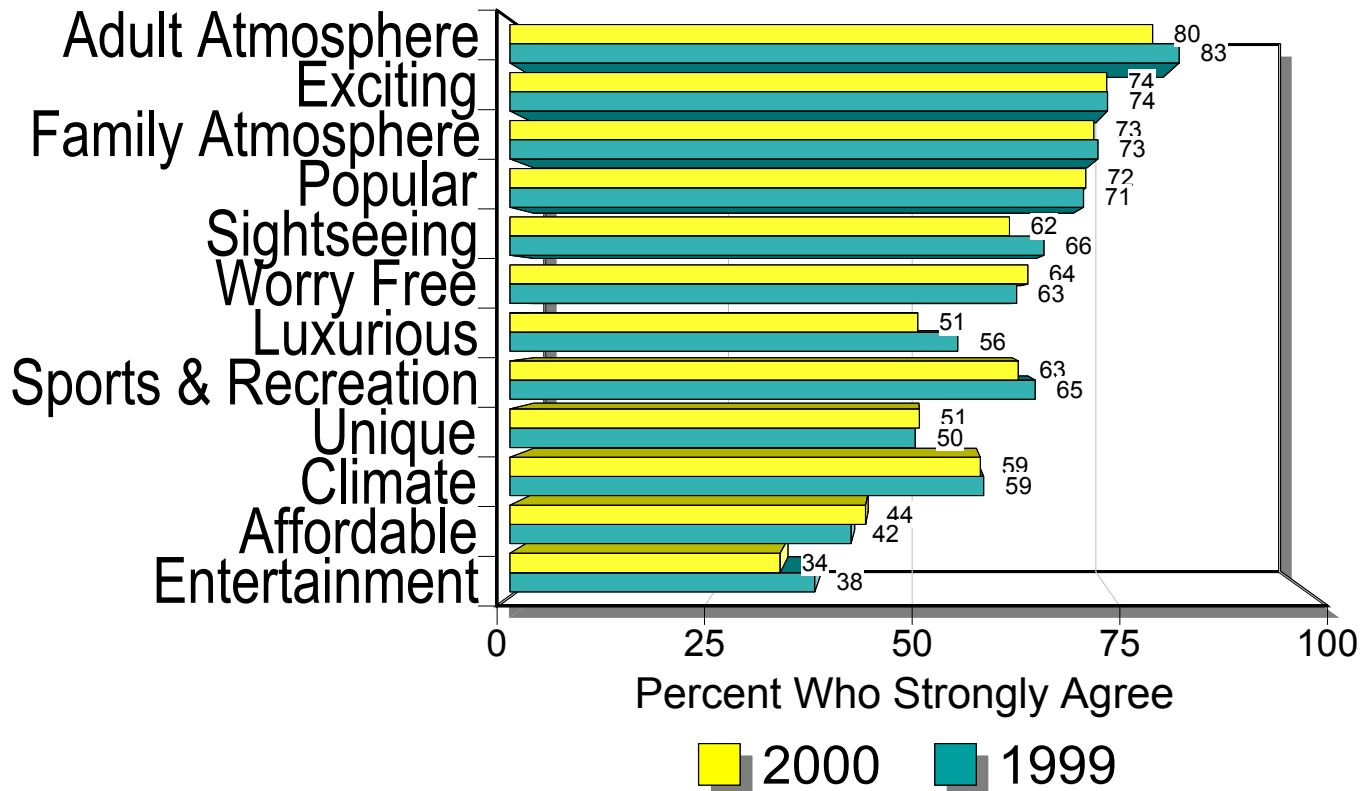
Base: Overnight Marketable Trips



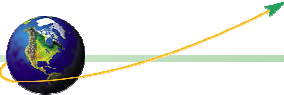
Colorado's Product Delivery — 2000 vs. 1999



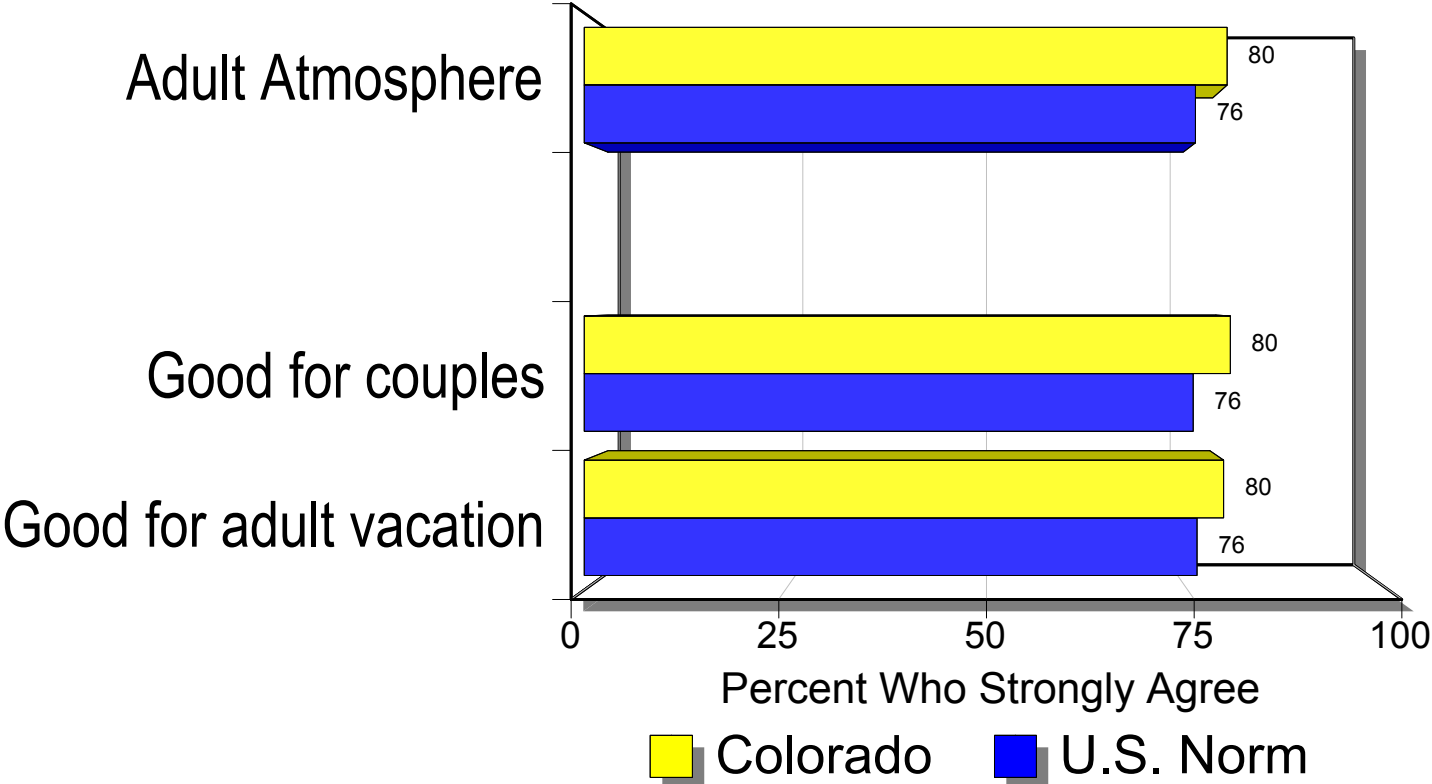
Base: Overnight Marketable Trips



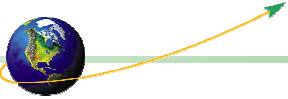
Adult Atmosphere



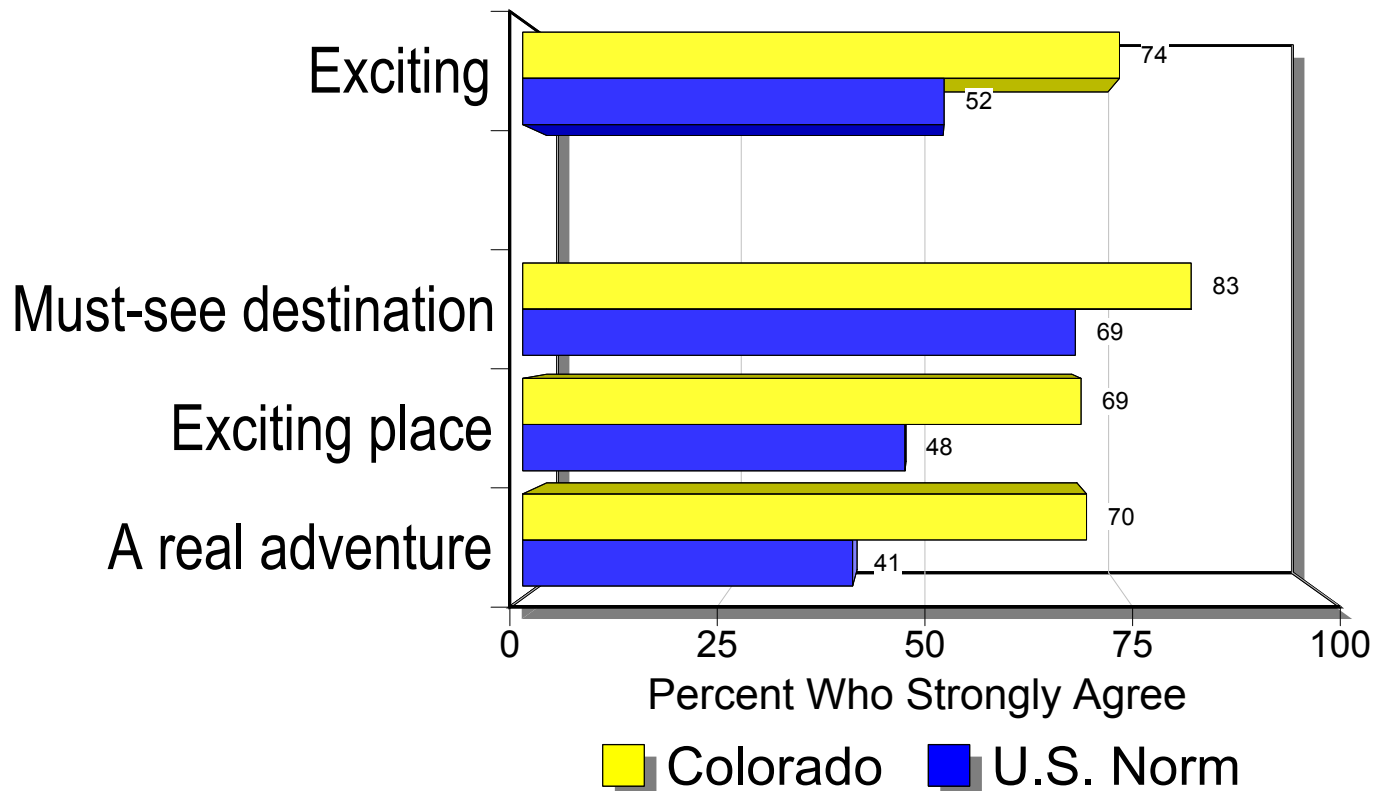
Base: Overnight Marketable Trips



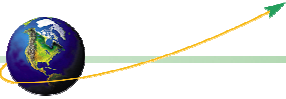
Exciting



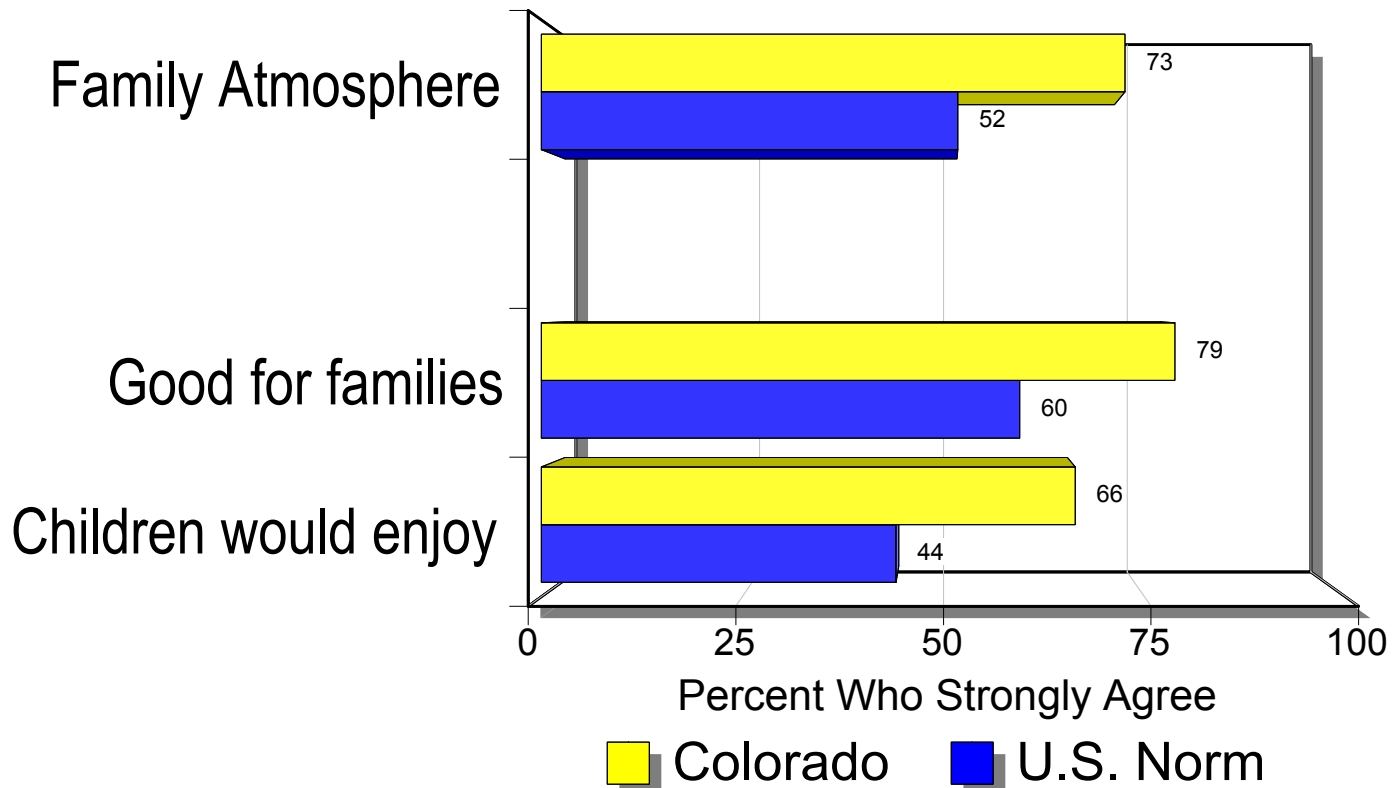
Base: Overnight Marketable Trips



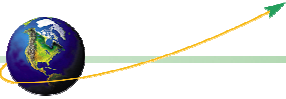
Family Atmosphere



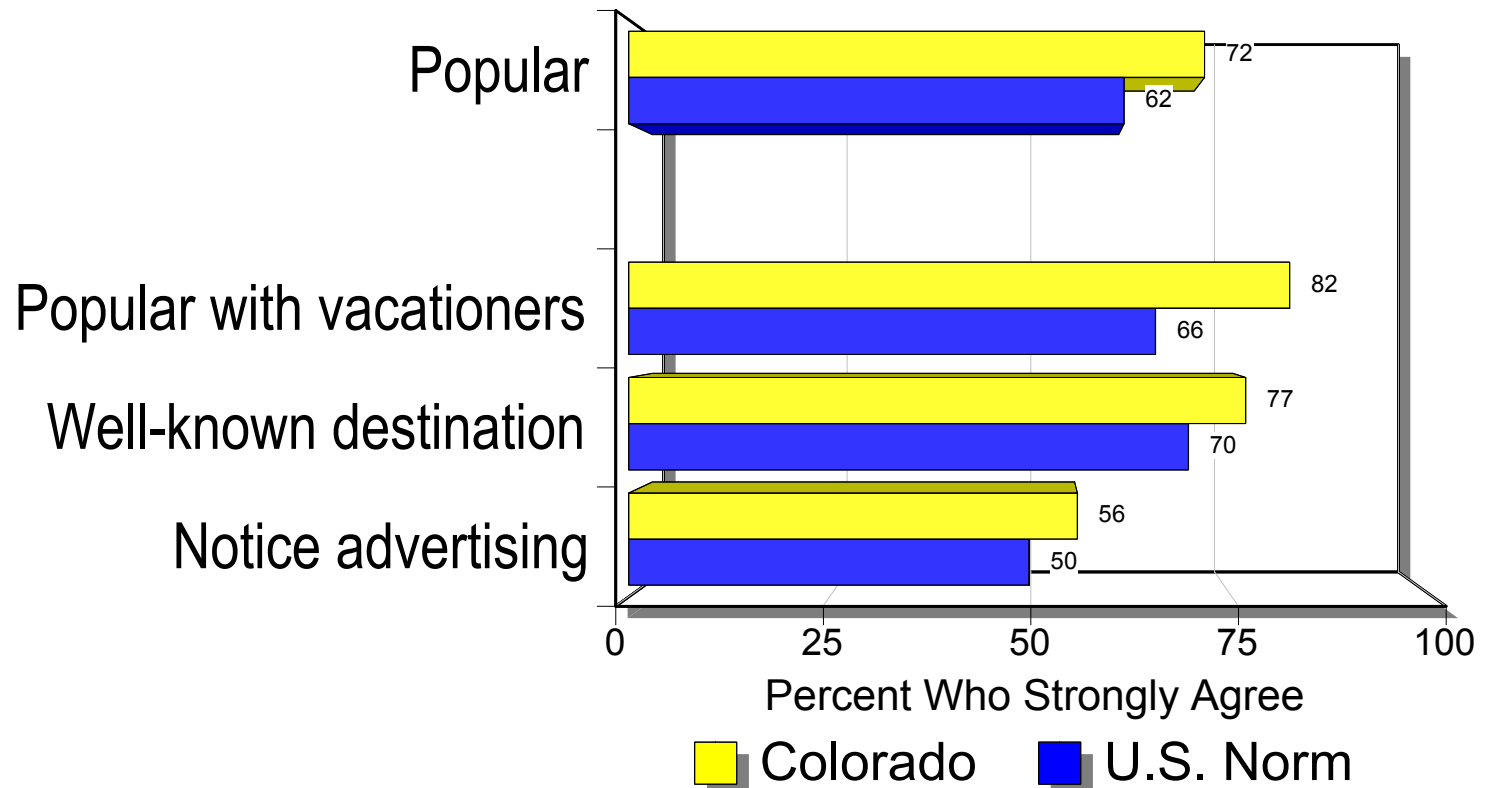
Base: Overnight Marketable Trips



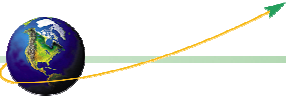
Popular



Base: Overnight Marketable Trips



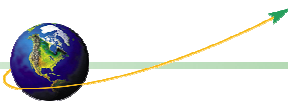
Sightseeing



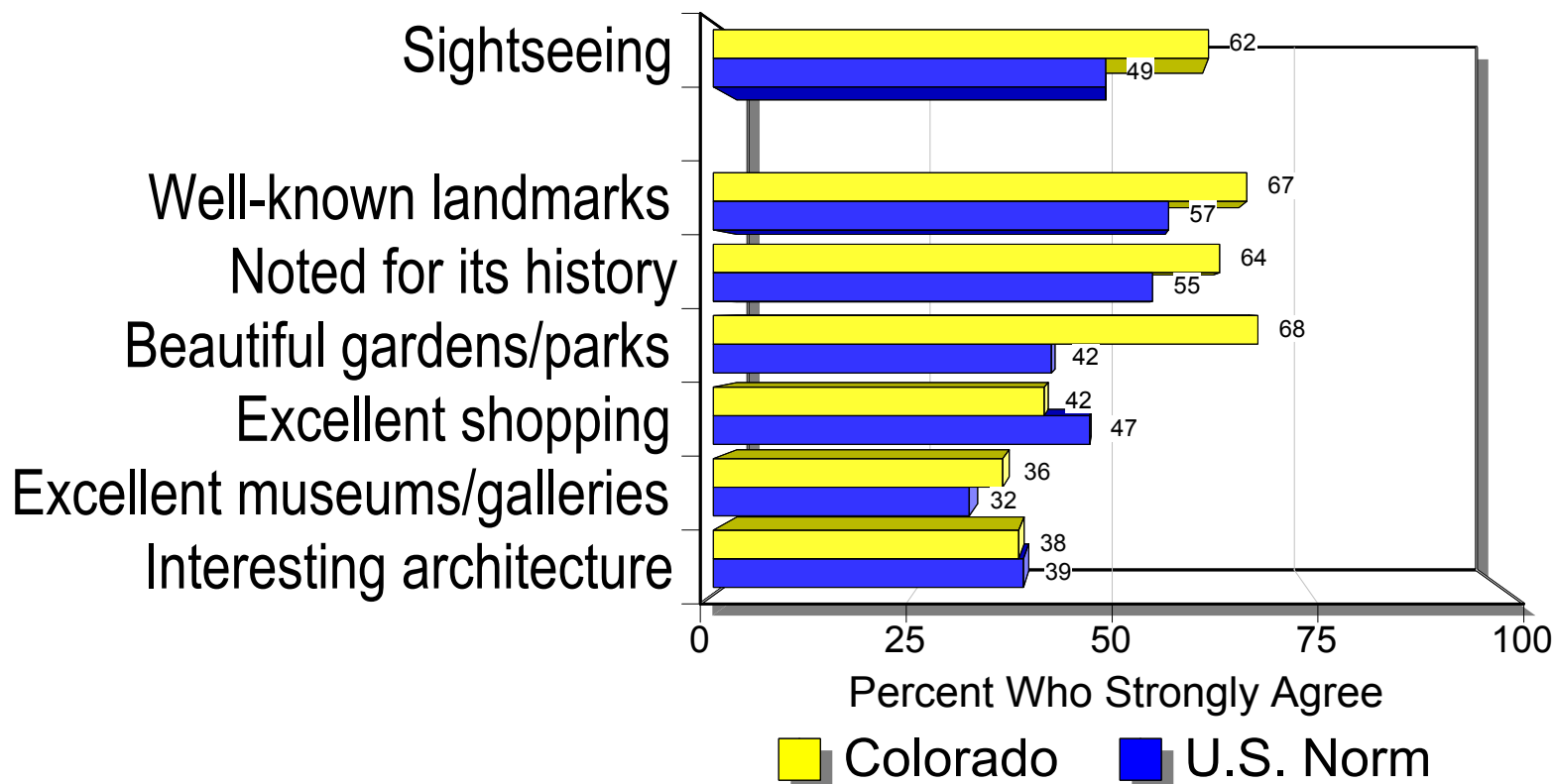
Base: Overnight Marketable Trips



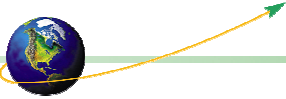
Sightseeing (Cont'd)



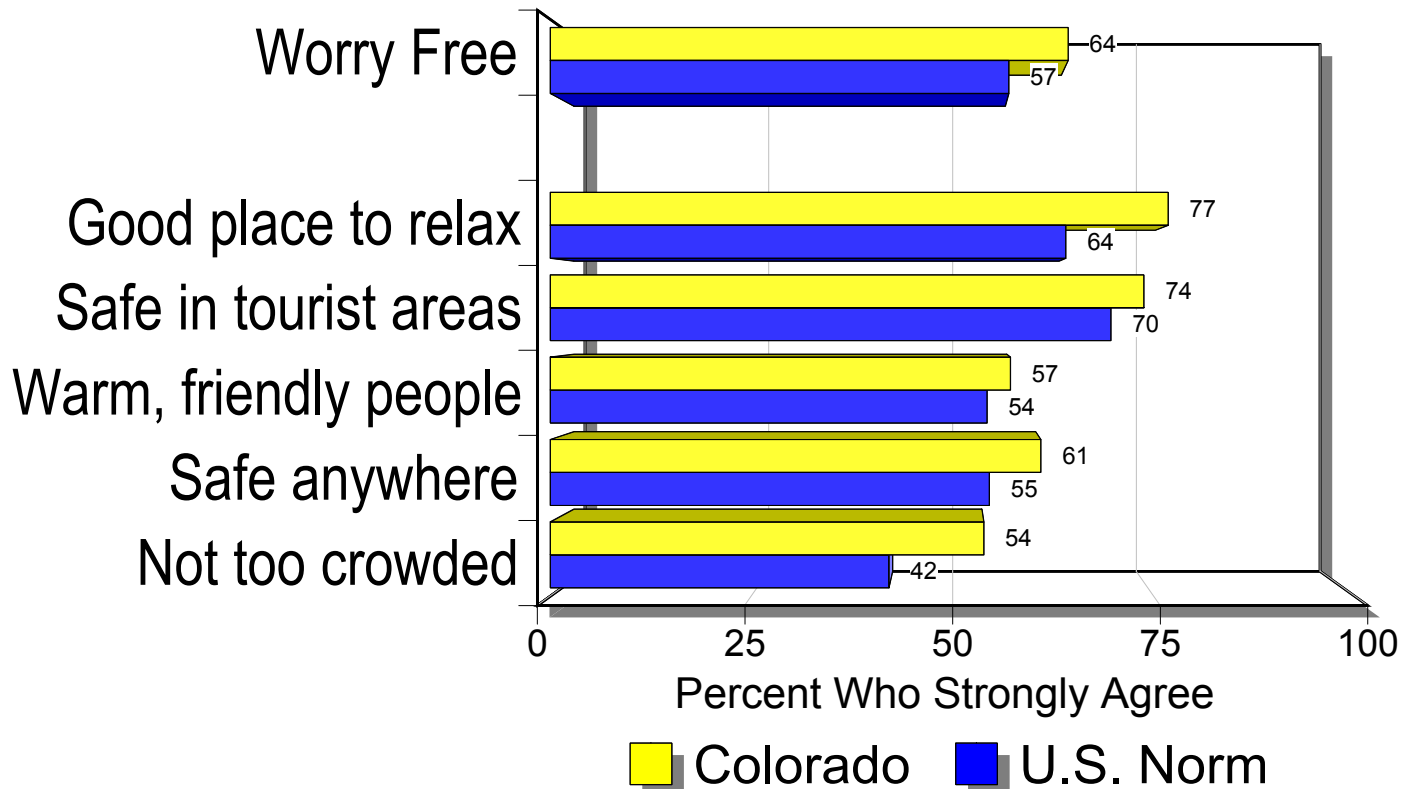
Base: Overnight Marketable Trips



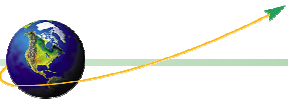
Worry Free



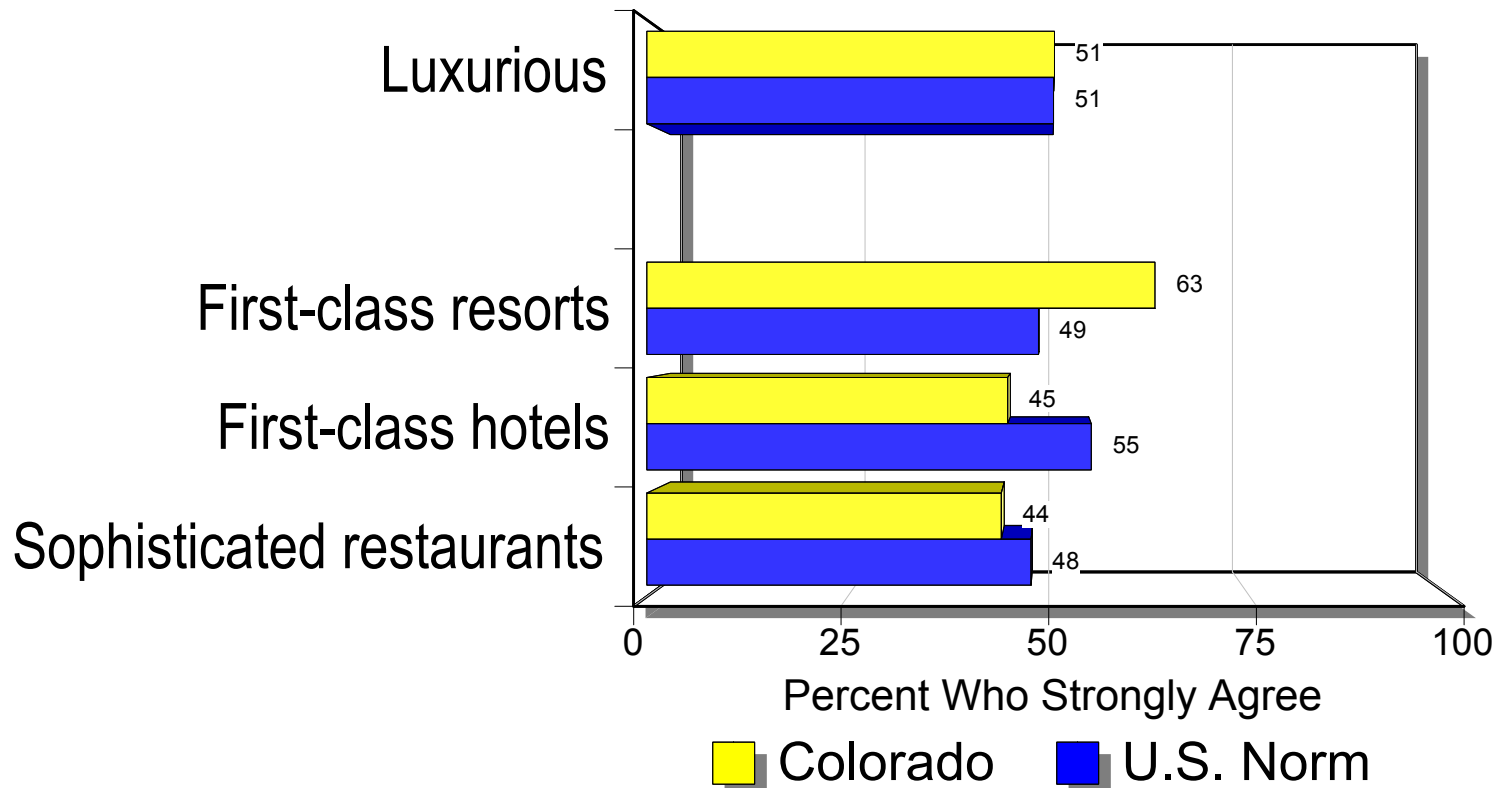
Base: Overnight Marketable Trips



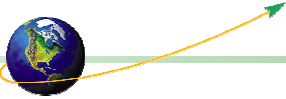
Luxurious



Base: Overnight Marketable Trips

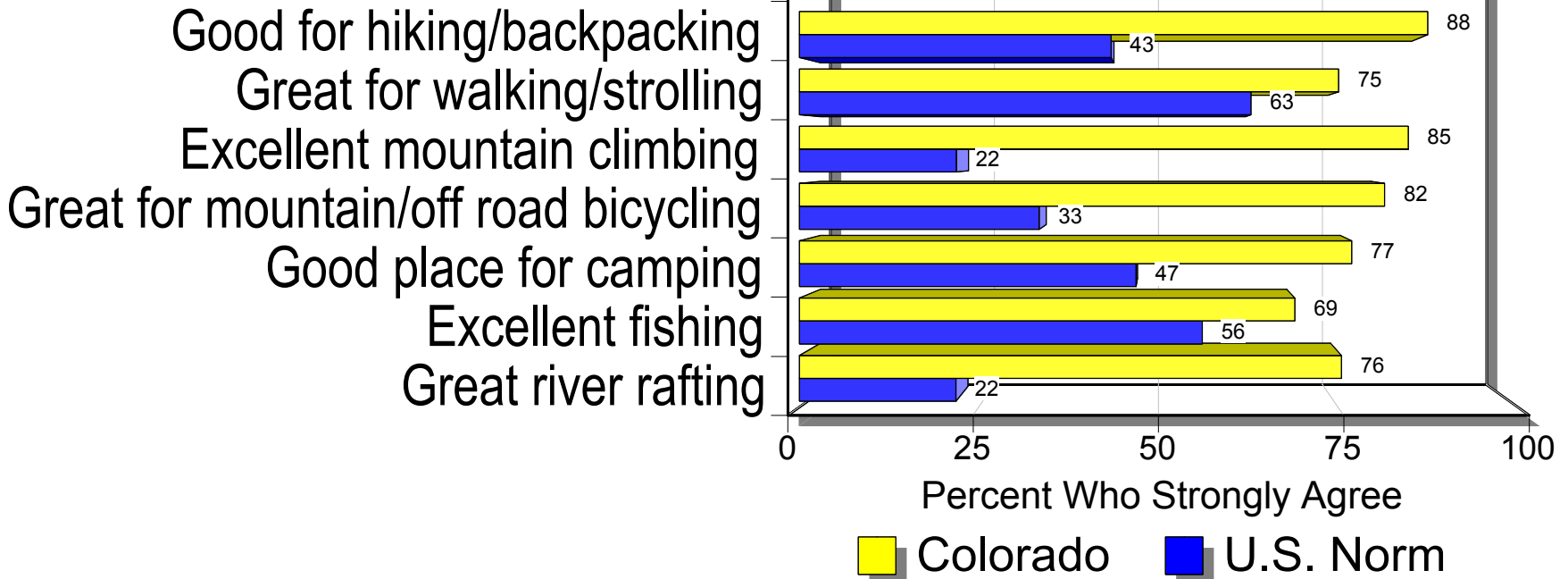


Sports & Recreation

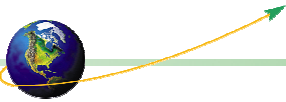


Base: Overnight Marketable Trips

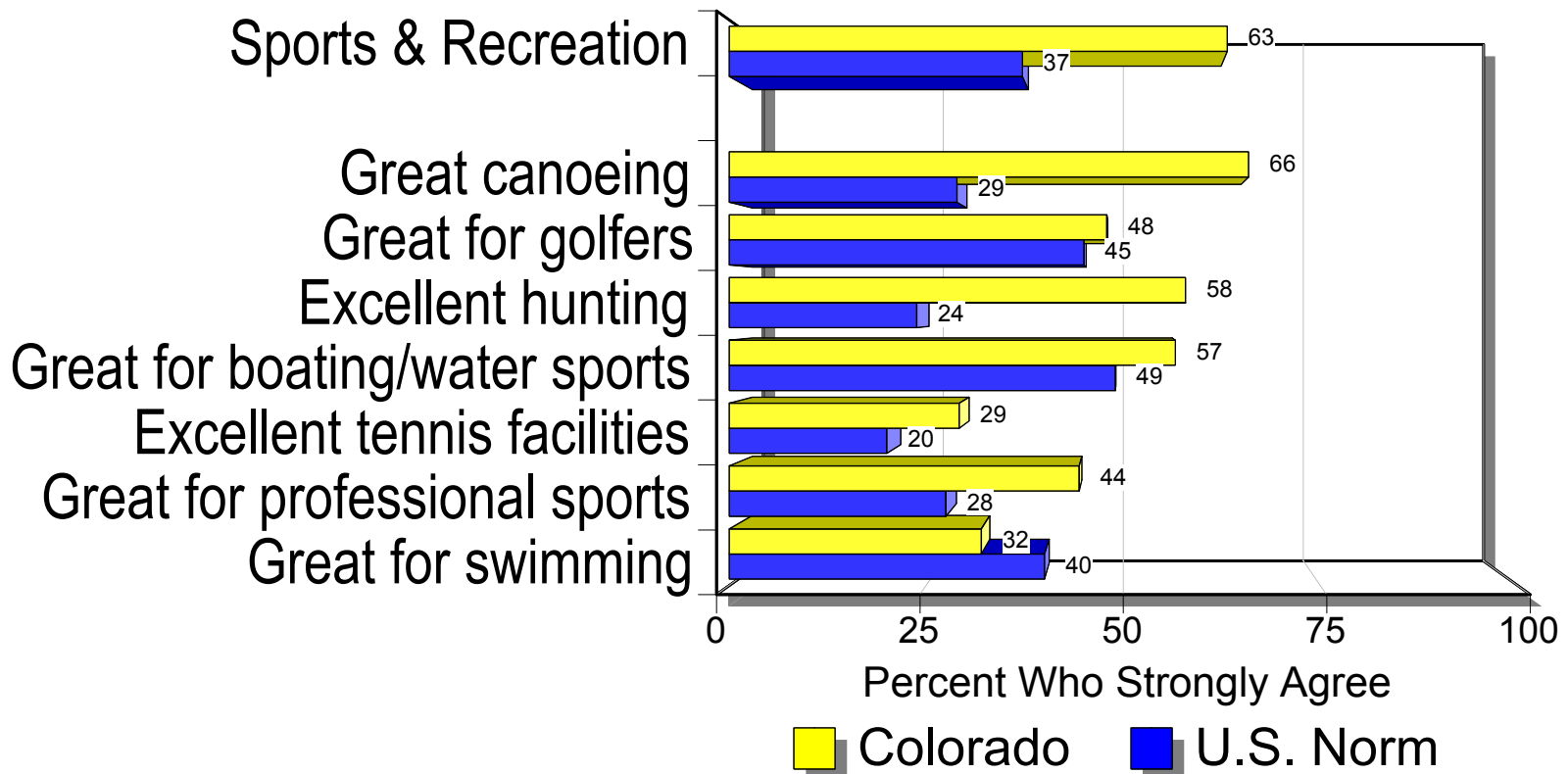
Sports & Recreation



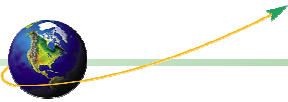
Sports & Recreation (Cont'd)



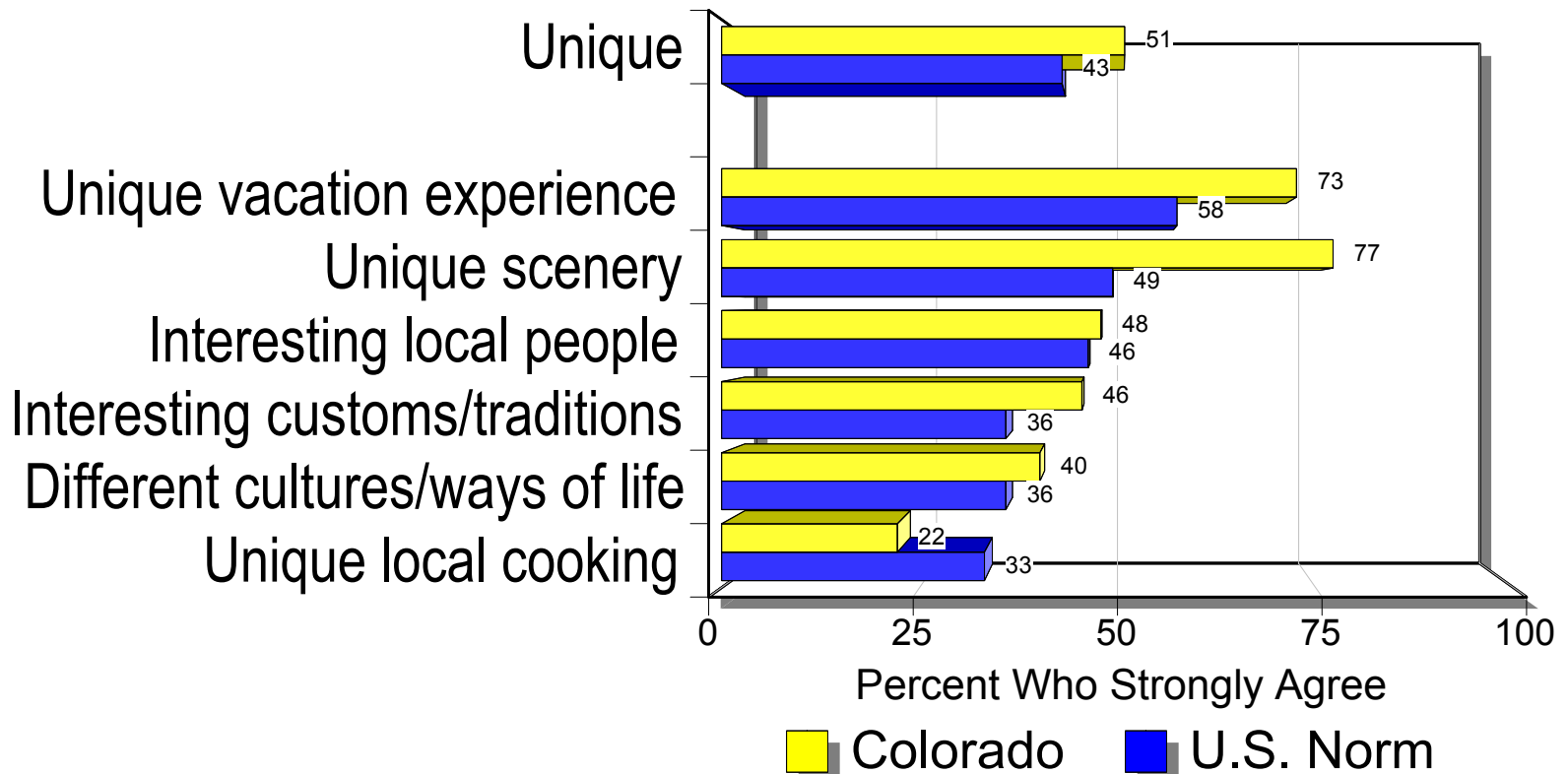
Base: Overnight Marketable Trips



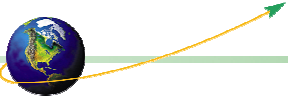
Unique



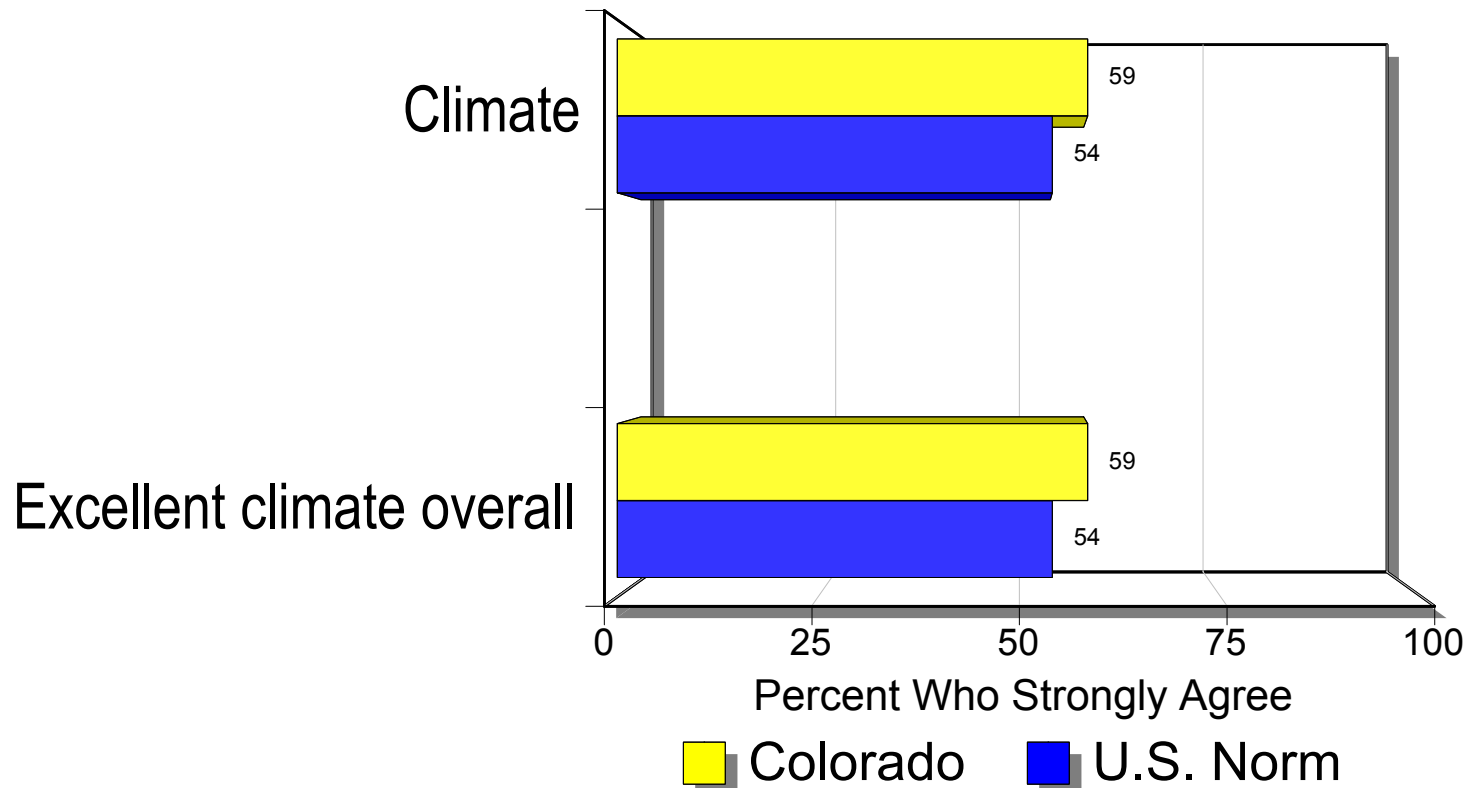
Base: Overnight Marketable Trips



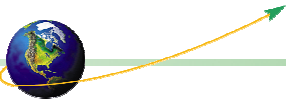
Climate



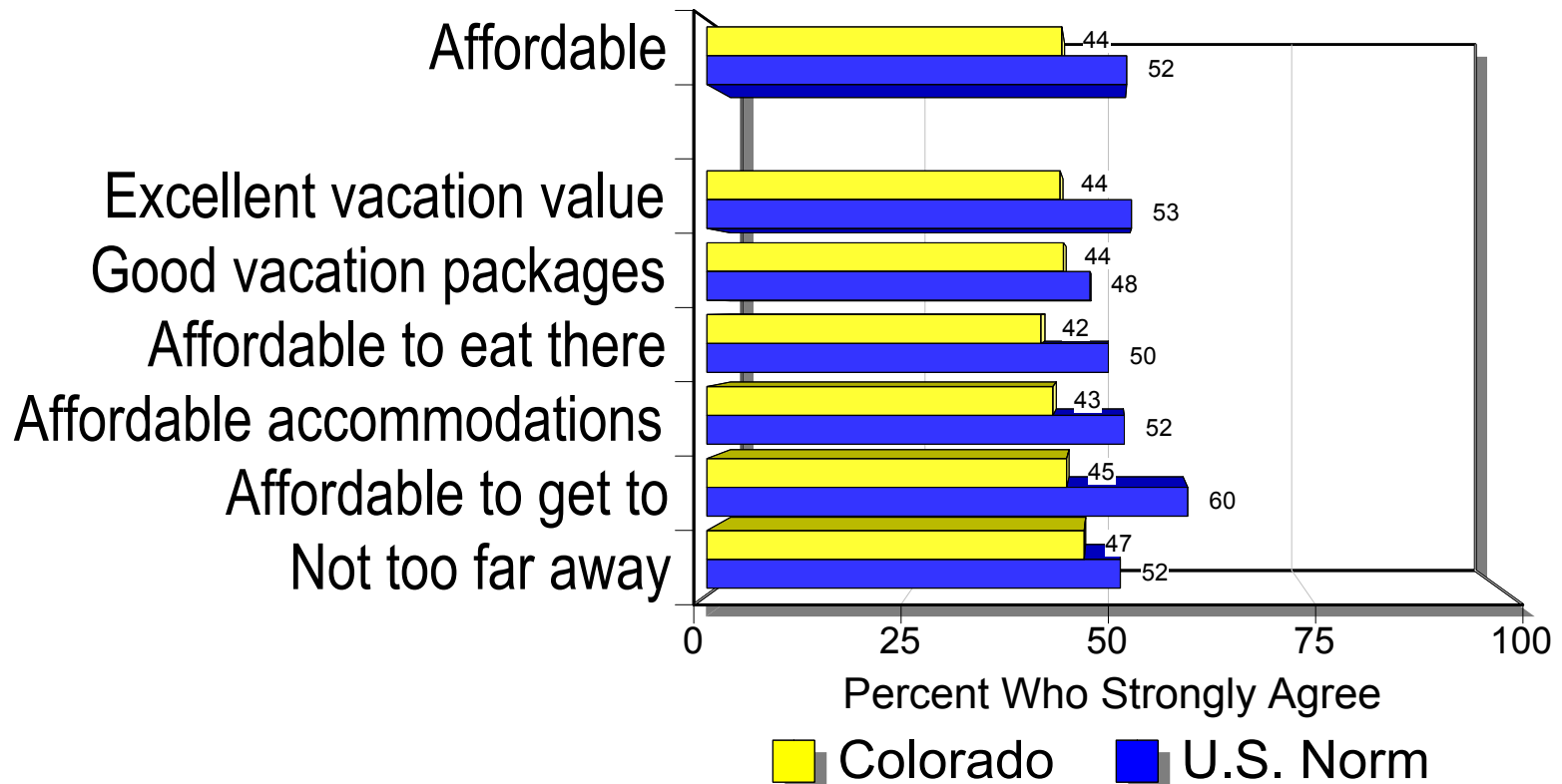
Base: Overnight Marketable Trips



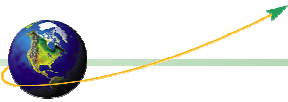
Affordable



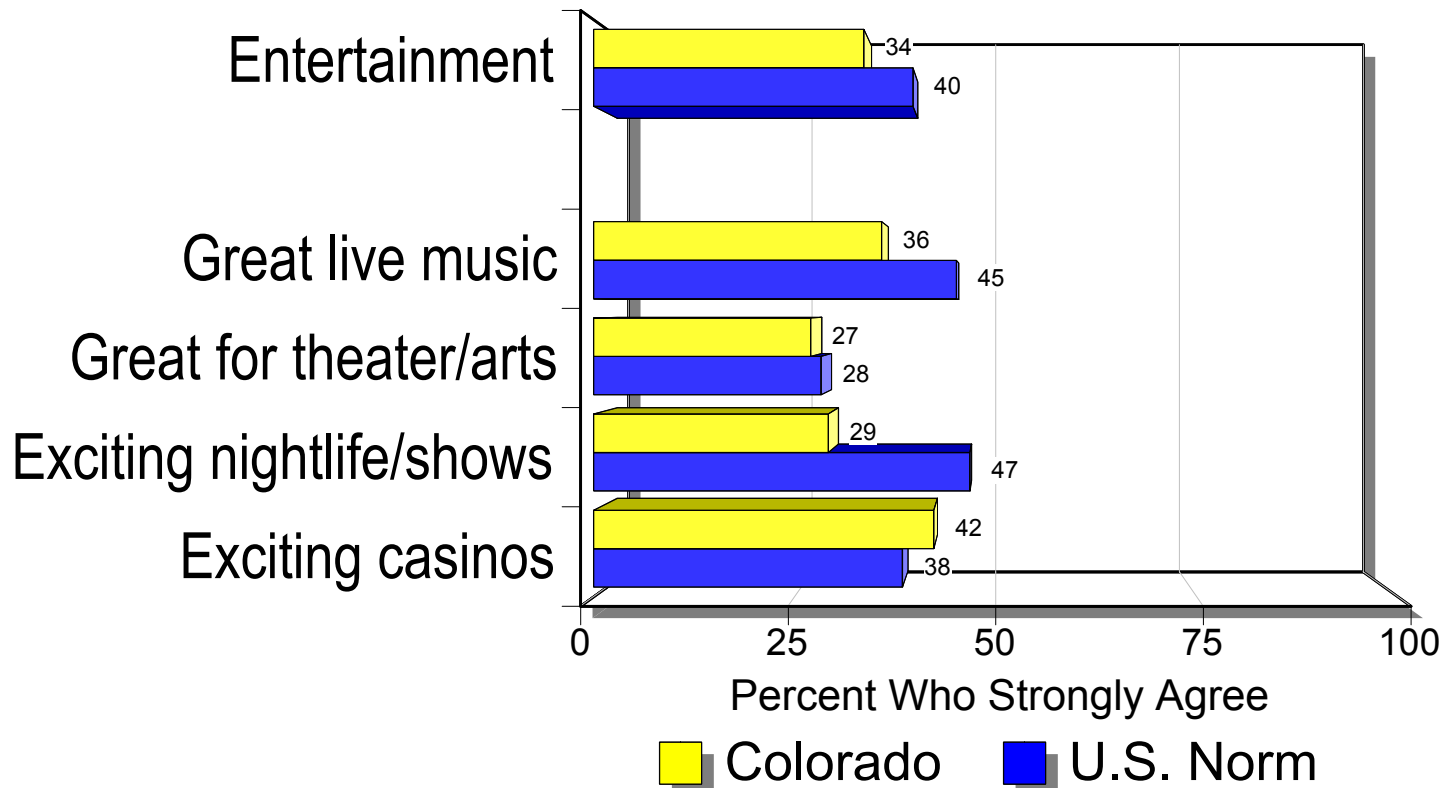
Base: Overnight Marketable Trips



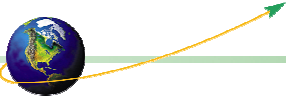
Entertainment



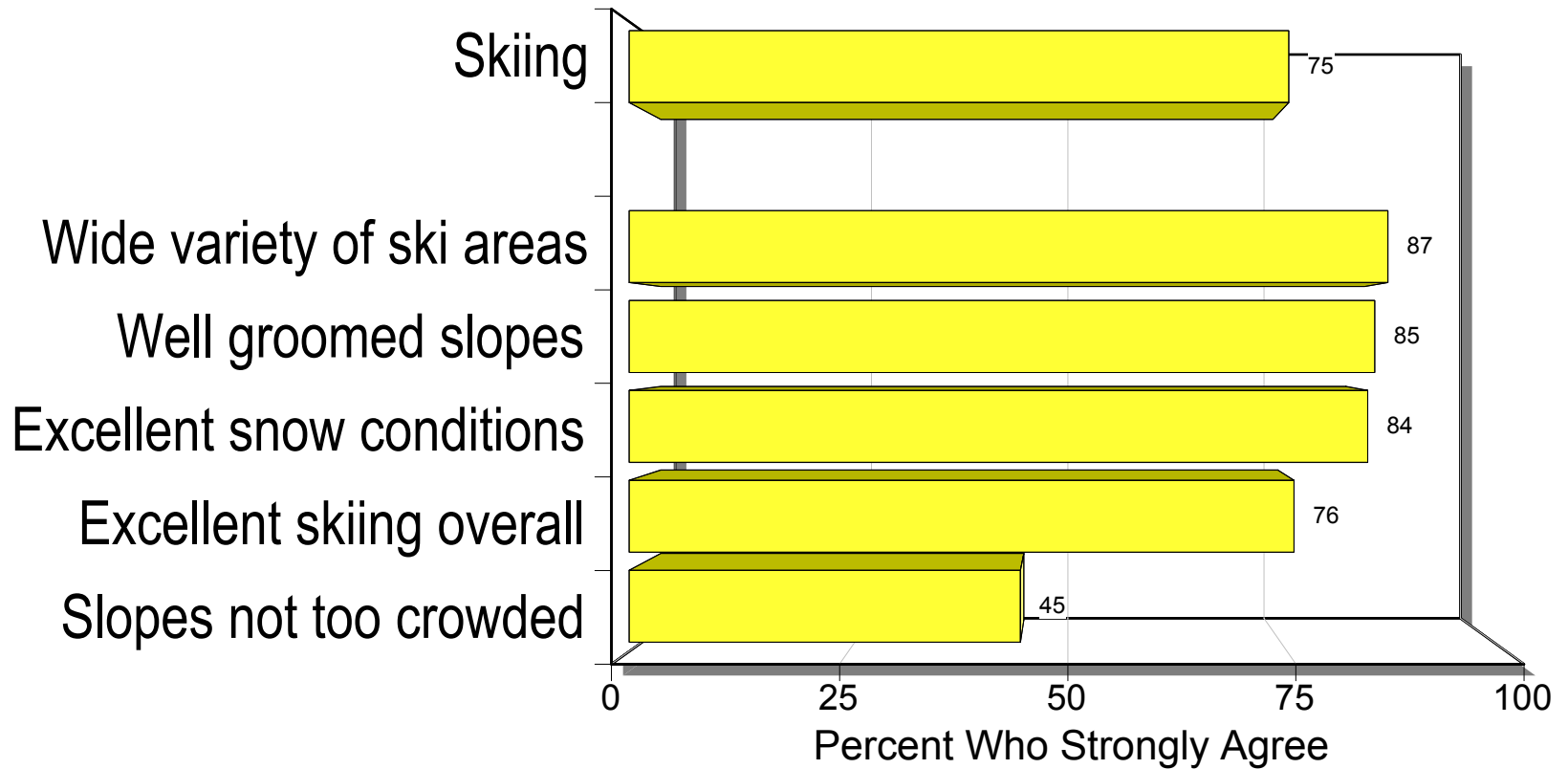
Base: Overnight Marketable Trips



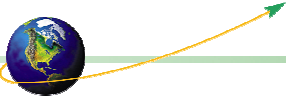
Skiing



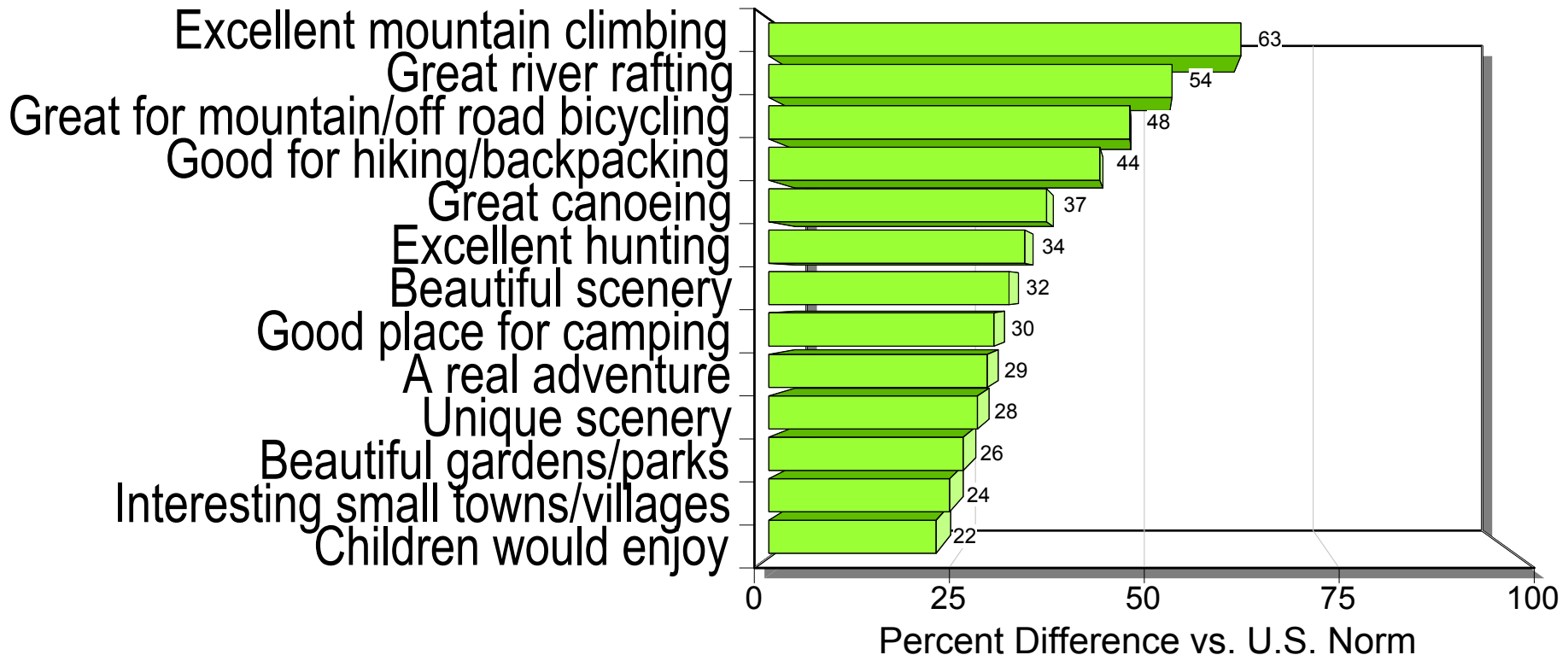
Base: Overnight Marketable Trips



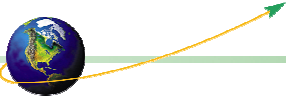
Product Strengths vs. U.S. Norm



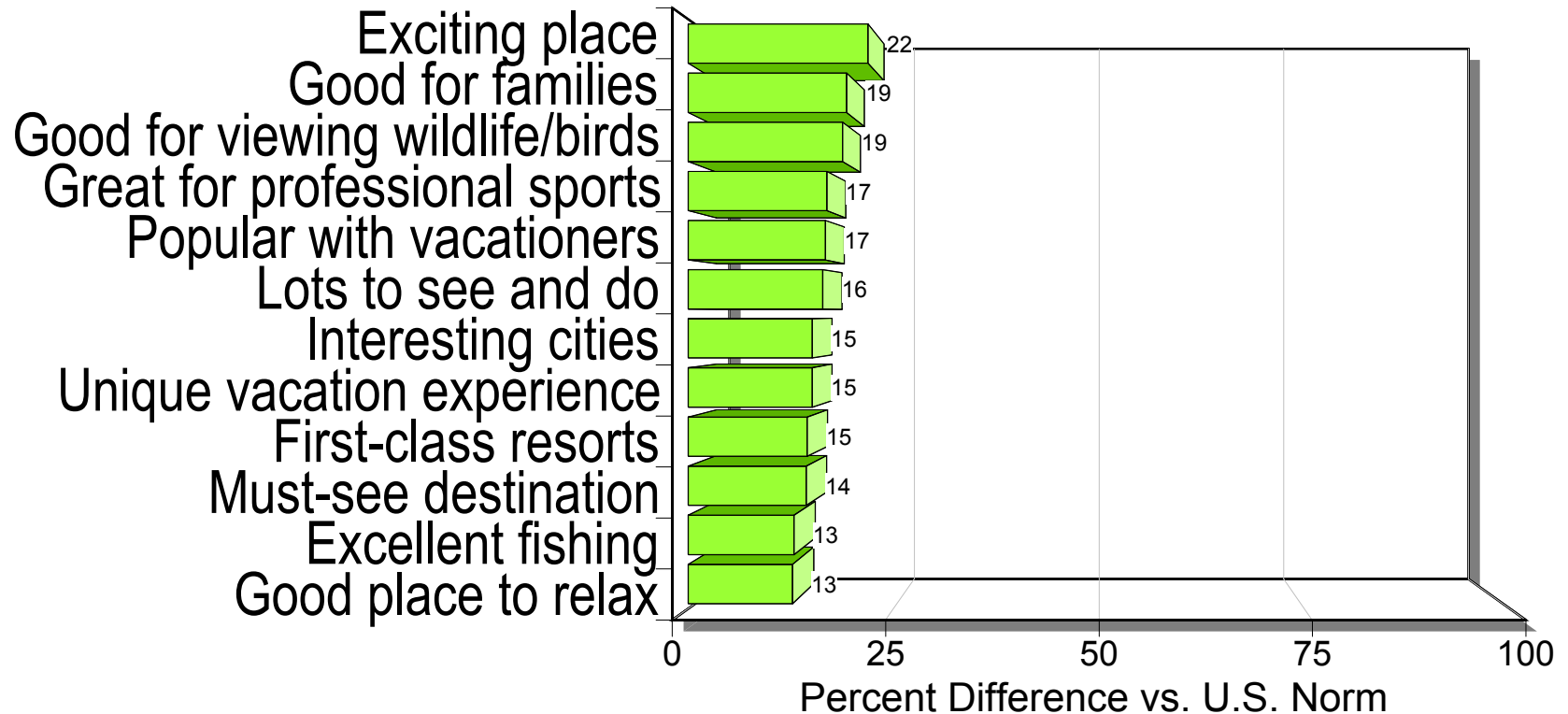
Base: Overnight Marketable Trips



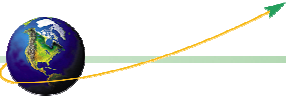
Product Strengths vs. U.S. Norm



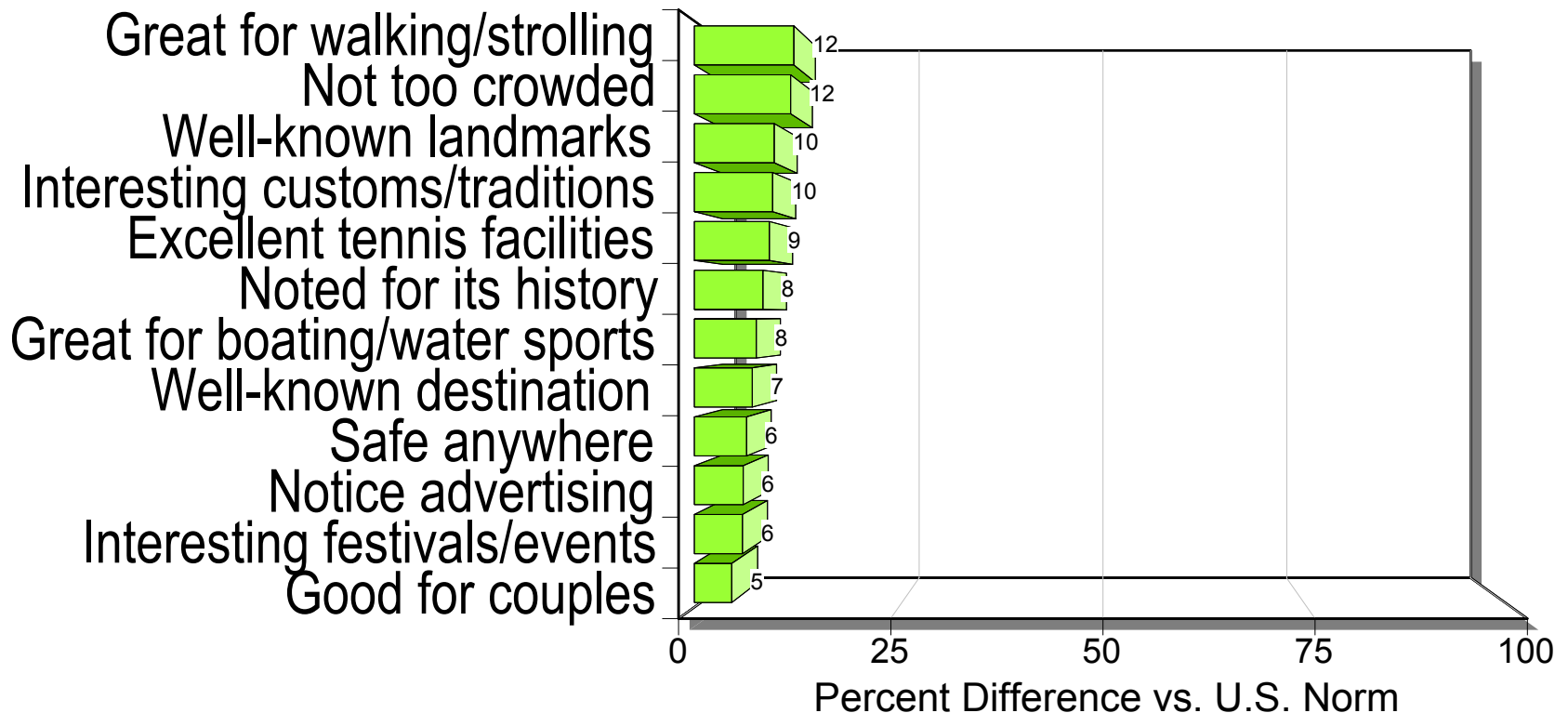
Base: Overnight Marketable Trips



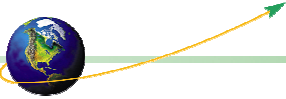
Product Strengths vs. U.S. Norm



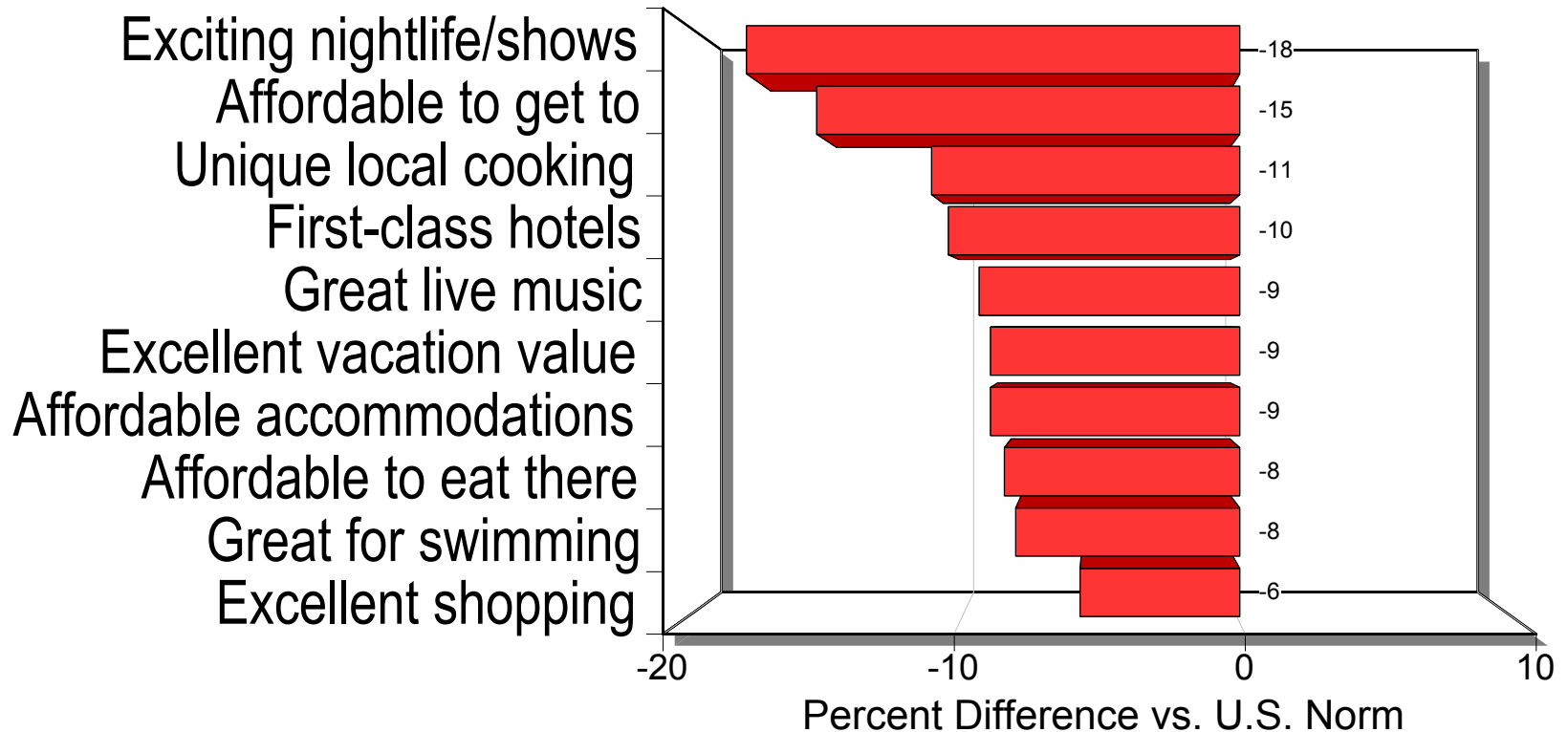
Base: Overnight Marketable Trips



Product Weaknesses vs. U.S. Norm



Base: Overnight Marketable Trips



Appendix: Questionnaire