Colorado Visitors Study 2001

Final Report

May 2002

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Background and Purpose

- Longwoods International was commissioned to conduct research on travel and tourism in Colorado during 2001.
- 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 1,746 travelers to Colorado in 2001 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 1,197 returned the survey for a response rate of 69%.
- 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

- Colorado attracted 24 million overnight visitors from domestic US markets in 2001, including 20.2 million people on leisure trips and 3.8 million business travelers.
- Pleasure trips can be divided into two main groups – trips for the primary purpose of visiting friends and relatives, and other discretionary travel for "marketable" purposes such as touring, attending a special event, visiting a city, skiing, other outdoor pursuits like camping, etc.
- As in the past, visits to friends and relatives comprised about half (50% in 2001) of all pleasure travel to the state in 2001, which was typical for the average destination.
- The other primary reasons people came to Colorado for vacations in 2001 were:
  - *Touring trips (12%)*
  - *Outdoors trips (11%)*
  - *Ski trips (8%)*
  - *Special events (6%)*
  - *Combined business-pleasure trips (6%)*

Market Size and Structure

- Despite the events of September 11 and a nationwide zero-growth situation in leisure travel over the year, Colorado showed an overall improvement in pleasure travel led entirely by the marketable trip segment, which rose by 4% from 9.6 million trips in 2000 to 10 million trips in 2001:
  - *visits to friends and relatives stayed constant at 10.2 million trips each year*
- Nationally, marketable travel contracted by 2% versus 2000, so Colorado’s gain translated into an increase in market share for this type of travel and for all pleasure travel for the first time in almost a decade.
- Colorado was one of a small minority of states to experience an increase in marketable travel over the period.

Market Size and Structure

- The gain in marketable trips occurred primarily in the outdoors segment, but the state also registered slight improvements in touring and city trips; ski and special event travel declined slightly, while combined business-pleasure travel remained about the same.
- In total, Colorado welcomed the following numbers of travelers in these segments:
  - *Touring trips* *2,370,000*
  - *Outdoors trips* *2,170,000*
  - *Ski trips* *1,540,000*
  - *Special event trips* *1,270,000*
  - *Business-pleasure trips* *1,190,000*
  - *City trips* *620,000*

Market Size and Structure

- The overall decline in visitation to Colorado was attributable mainly to a huge drop in business travel, down 22% to 3.8 million visitors.
- These pleasure and business travel volume estimates are based on trips taken by individuals 18 years of age or older, and include 5.7 million trips by residents of Colorado. They do not include day travel to or within the state.

Expenditures

- Travel and tourism continues to be a driving force in Colorado's economy.
- Total spending by overnight visitors rose to $7.0 billion in 2001, an increase of 2% from the $6.9 billion spent in 2000.
- Colorado residents contributed 14% of this total, or $1 billion:
  - *it is important to note that this is spending on overnight travel, and does not include the impacts of day trips originating within the state*
- Vacationers spent $5.6 billion or 80% of the total, while business travelers contributed the remainder ($1.4 billion).
- Expenditures by vacationers rose slightly over the year, in keeping with their higher numbers.
- It was notable that spending by business travelers remained relatively stable despite the substantial decline in visitor volume:
  - *mainly reflecting an increased length of stay*
- One third of visitor expenditures in 2001 were made in Denver, with the rest benefiting other regions of the state.

Expenditures

- People who stayed in commercial accommodations, such as hotels, motels, resorts, inns and B & B's, accounted for 60% of all travel spending in the state:
  - *down somewhat from 2000 (69%), which especially reflects the greater volume of outdoor vacationers who tend not to stay in these types of accommodations*
- The remainder was contributed by people staying in private homes, vacation homes, and private or public campgrounds.
- The lodging and restaurant sectors benefited most from tourism expenditures, followed by transportation, retail and recreation sectors.

Expenditures

- Reflecting mainly the business recession, and to some extent the impacts of 9/11, accommodations expenditures in the state declined from $2.2 billion to $1.9 billion over the year period.
- Retail purchases by travelers in 2001 also contracted slightly, from $1.3 to $1.2 billion.
- The restaurant and transportation (including gas purchases, car rentals and local fares) sectors garnered about the same amounts from visitors as in 2000, yielding $1.6 billion and $1.3 billion in expenditures, respectively.
- What visitors saved in some areas, they more than made up for in recreational expenditures, including admissions to attractions, entertainment, and sports activities:
  - *expenditures on recreation rose sharply to almost $1 billion in 2001, with ski-related spending accounting for about a third of the total ($343 million)*
  - *comparable to levels last seen in 1992*

Expenditures

- The "value" of a visitor in terms of the amount of money spent in Colorado is highly correlated to trip purpose:
  - *business travelers spend more per capita ($95 per person per day) than people on "marketable" pleasure trips ($81) or especially those visiting friends or relatives ($37)*
  - *travelers on marketable pleasure trips account for just 40% of visitors, yet contribute 52% of all expenditures*
  - *skiers are among the most "valuable" of vacationers, spending on average, $129 each on a daily basis.*
  - *skiers' relatively small volume (6% of all visitors) is overshadowed by their spending (15% of expenditures).*

National Travel Trends

- Nationally, overnight travel was down 2% year over year, led by a sharp drop in business travel (down 10%).
- The decline in business travel began after the first quarter of 2001, and continued through year-end.
- While overnight trips to visit friends and relatives (VFR) grew slightly (up 2%), marketable pleasure travel (i.e., discretionary, non-VFR leisure trips) contracted by 2% on an overall basis:
  - *ski trips rose 12% in 2001, rebounding after a relatively poor year in 2000, and casino and beach trips also increased*
  - *most of the other types of travel stayed the same or declined in volume*
  - *combined business-pleasure travel and theme park trips suffered the greatest decreases, dipping 14% and 9% respectively*
- Overnight marketable trips were down slightly through most of 2001. Any decline that resulted from 9/11 was largely erased by the end of the year.

National Travel Trends

- Visits to friends and relatives have surged since September, although they were already starting to exceed 2000 levels by early summer.
- Nationally and in Colorado, opinions about travel measured between November and February suggested that in the near term, consumers were inclined to:
  - *Travel closer to home*
  - *Use the family car to travel rather than commercial transportation, especially airplanes*

Colorado Travel Trends

- Overnight marketable leisure trips to Colorado rose 4%, while visits to friends and relatives remained constant when totaled across the 2001 travel year.
- The increase in marketable travel to the state was largely recorded in the summer months; a decline since September continued through December.
- VFR travel was substantially higher in the spring of 2001 than it was a year earlier, which counter-balanced declines in the early part of the year and over the summer.
- As with the rest of the nation, Colorado could have been optimistic about prospects for business travel until April, when the bottom seemed to fall out of the market:
  - *Sept. 11 clearly exacerbated the situation for business travel to Colorado*
  - *this contraction continued through the end of 2001*

Colorado Travel Trends

- Ski trips to Colorado were down 4% from 2000, while the national ski market grew by 12%.
- Colorado's ski market share slipped as a result, although the state retained number one status among ski destinations.
  - *Colorado's problem was mainly related to weather -- the return of snow to local eastern destinations in early 2001 siphoned off a good portion of the market.*
- Colorado is becoming increasingly reliant on repeat visitors:
  - *in 2001, 90% of all visitors had been to the state before, compared to 79% for the typical destination.*
  - *this gap has gradually appeared over the past 10 years, as less distant markets have become more prominent sources of business*

Sources of Business

- Two-thirds (67%) of Colorado's travel and tourism business in 2001 originated within the region, up somewhat from a year earlier (61%):
    - *likely reflecting a combination of the shift in behavior after 9/11 towards close-to-home travel and the regional focus of the state's marketing efforts*
- In-state travel rebounded sharply in 2001, after several years of decline:
    - *about a quarter of travel in the state is now accounted for by Colorado residents themselves*
- Apart from Colorado itself, the surrounding Mountain, West North Central and West South Central census divisions continue to be the state's primary tourism markets.

Sources of Business

- For pleasure travel in 2001, the states apart from Colorado itself that provided the most tourists were still California and Texas, followed by:
  - *New Mexico*
  - *Nebraska*
  - *Illinois*
- The primary urban markets supplying leisure visitors were the Denver and Colorado Springs DMA's, plus:
  - *Albuquerque-Santa Fe*
  - *Los Angeles*
  - *Dallas-Ft. Worth*
  - *Salt Lake City*
  - *Houston*
  - *Chicago*

Visitor Demographics

- The Colorado vacationer is very similar to the typical U.S. leisure traveler with respect to most demographics:
  - *even split between men and women*
  - *average age is 44, versus the national norm of 43*
  - *a majority (60%) are married or in a common-law relationship*
  - *almost a third have at least one child living in the household*
  - *one half are college grads and most have full time, white collar jobs*
  - *just over half live in households with combined income of $50,000 or more per year*
- The only major difference is related to regional population distribution:
  - *Colorado visitors are less likely than visitors to the average destination to live in very large cities, and are more likely to come from smaller towns and cities.*

Trip Profile

- Despite the regional nature of most leisure travel to the state and the trend towards closer-to-home travel at the end of the year, Colorado visitors still traveled relatively long distances for their vacations in 2001:
  - *two-thirds of Colorado visitors traveled 500+ miles to reach the state – almost double the national average*
- Although the planning cycle for a Colorado vacation tends to be somewhat longer than the US norm, the booking cycle is quite similar:
  - *in 2001, almost two-thirds of Colorado vacationers started planning their trip at least 2 months ahead of time, compared to only half of those going to the average destination*
  - *but booking behavior did not differ substantially between the two groups, with about 2-in-3 trips involving at least some advance booking*

Trip Profile

- Relative to the norm, Colorado vacationers were also more likely to:
  - *fly to their destination*
  - *rent a vehicle once there*
- Use of the internet for leisure trip planning, which had been growing at a very rapid rate for the past few years, stalled for both Colorado and the nation as a whole, likely reflecting the impacts of Sept. 11:
  - *1-in-4 trips to Colorado and other destinations in 2001 were researched in some way on the internet, about the same as in 2000*
- Colorado vacations are somewhat more likely to be booked on line (39% of those booked in advance) than trips to the typical destination (31%).
- At the same time, use of travel agents continued to decline:
  - *only 10% of Colorado trips booked in advance involved a travel agent, down from 19% in 2000*
  - *this approximates the national average*

Trip Profile

- Use of prepaid packages for pleasure travel to Colorado is somewhat underdeveloped relative to the US norm:
  - *6% of Colorado vacations involve a package, compared to 11% nationally*
  - *in 2001, people visiting friends/relatives, skiers and vacationers on touring trips were the groups most likely to take advantage of packages*
- The state attracts about the same proportion of people on escorted tours (3%) as the average destination (4%).
- Trips to Colorado and nationally were somewhat shorter in 2001 than in 2000:
  - *the typical Colorado trip in 2001 was 6.2 nights, down from 6.8 nights; and the national average declined from 5.6 nights to 5.0*
  - *these totals include time at the destination, plus time in other states*
- Although on a national basis this translated into less time spent at the average destination, Colorado bucked the trend -- the actual amount of time spent in the state remained constant from year to year, averaging about five nights (4.9)

Trip Profile

- As for the average destination, about half of Colorado leisure visitors in 2001 stayed in unpaid accommodations such as homes of friend and relatives, second homes, and time shares:
- Hotels and motels were the most popular types of paid accommodations, followed by campsites (private and wilderness) and rented condos:
  - *Colorado vacationers were much less likely than visitors to other destinations to stay in hotels*
- The typical Colorado vacation travel party numbers about three individuals – comprised mainly of adults, most often a spouse, but occasionally friends or adult family members:
  - *children are included on 1 in 4 Colorado vacations*
  - *this is comparable to the national norm, and has not changed a great deal over the past few years*

Trip Profile

- Over a third (37%) of all 2001 Colorado leisure trips occurred in the summer months, slightly ahead of the national average (31%):
  - *Colorado slips very slightly below the national average for travel over the fall and winter seasons*

Trip Experience

- The most popular regions for Colorado vacationers in 2001 were Denver Metro, the Northwest and South Central:
  - *attracting approximately one third of leisure visitors for an overnight stay*
- The other regions also drew substantial numbers of overnight visitors:
  - *North Central (16%)*
  - *Southwest (13%)*
  - *Southeast (5%)*
  - *Northeast (3%)*
- Denver Metro experienced an increase in overnight leisure travel versus 2000; the Southwest and Northeast maintained about the same level from year to year; however the other regions experienced declines in visitation.

Trip Experience

- The most popular attractions for Denver Metro visitors included:
  - *shopping malls, such as the Castle Rock Factory Outlets, Cherry Creek Shopping Center, 16th Street Mall, Park Meadows Retail Resort, and Flatirons Crossing Mall*
  - *sightseeing at the LoDo Historic District, Coors Brewery, Larimer Square, Denver Zoo, the Denver Museum of Nature & Science and its Imax Theater*
  - *sports events, especially a Colorado Rockies baseball game*

Trip Experience

- Visitors to the regions took in the following "main" attractions:
  - *in the Northwest, the various mountain resort towns, including Grand Junction, Breckenridge, Vail/Beaver Creek, Keystone and Glenwood Springs*
  - *the North Central towns of Boulder, Estes Park and Ft. Collins, plus Rocky Mountain National Park and gambling at Central City/Black Hawk*
  - *Ft. Morgan, Sterling, Julesburg and Burlington in the Northeast*
  - *Southwest attractions that drew the most visitors included Durango with its Durango & Silverton Narrow Gauge Railroad, Cortez/Mesa Verde and the Mesa Verde National Park, Montrose and Gunnison/Black Canyon of the Gunnison*
  - *in the South Central region, Colorado Springs was the primary draw, followed by the Garden of the Gods Park, Pikes Peak and Royal Gorge natural attractions, plus the towns of Manitou Springs, Cripple Creek and Canon City*
  - *Pueblo and Trinidad were the most popular areas in the Southeast*

Trip Experience

- The Colorado vacation is a mix of both urban and rural experiences:
  - *of course, mountains figure in most leisure visitors' itinerary, and outdoor pursuits are what sets the Colorado experience apart from other destinations – in fact, 16% of vacationers in 2001 said they hiked during their trip, and 11% went skiing*
  - *but vacationers are as likely to take in Colorado's villages, towns and cities as they are to experience nature and wilderness*
  - *in addition to the state's many national and state parks, and beautiful wilderness areas, Colorado visitors find and take in local landmarks and historic sites, urban parks and gardens, architectural points of interest and museums*
  - *as noted earlier, shopping is a major component of the average Colorado vacation, as it is to most places*
  - *however, Colorado visitors are less likely to experience fine dining, nightlife, or the arts, than they are at other destinations*

Travel Profile by Segment

- Colorado's three main tourism segments – touring vacationers, outdoors vacationers and skiers – have quite distinct profiles.
- The touring vacationer in 2001:
  - *was the least likely of the three groups to be a repeat visitor, although 8-in-10 had visited Colorado previously*
  - *few of these trips originated in-state*
  - *was the oldest of the groups – average age was 48 – and was slightly skewed female, but otherwise resembled the typical touring vacationer on other demographics*
  - *approximated the US norm in terms of planning and booking cycle – half planned their trip at least three months ahead of time, and three-quarters booked at least some trip element in advance*
  - *was the segment most inclined to use print media (books, magazines, newspapers), AAA, government tourist offices/local visitors bureaus*
  - *traveled fairly long distances (80% traveled 500+ miles) to reach Colorado, and generally used the family car*
  - *took the longest duration trip of the three groups (8 nights on average), but spent just over half that time (4.6 nights) in Colorado*
  - *had a travel party that resembled the norm in size (about 3 people), and was the most likely to include kids*

Travel Profile by Segment

- The Colorado outdoors vacation:
  - *skewed slightly male, though not as strongly as the US norm*
  - *the average age is 42, about the same as the US norm for outdoors vacations*
  - *nationally, this segment tends to be downscale in terms of income, education and occupation:*
    - *this holds true for Colorado outdoor vacationers' income, but not on the latter demographics*
  - *almost all (94%) is repeat business, and most trips (57%) originate in-state.*
  - *this is the shortest trip of the three segments, but still much longer than the US average (49% traveled 500+ miles to Colorado vs. 17% to the typical outdoors destination)*
  - *moderate trip duration (6.1 nights), with most time spent in the state (4.6 nights)*
  - *because of distance, the trip was planned and booked ahead to a greater extent than the national norm, but was much more spur-of-the-moment than other Colorado segments*
  - *and plane travel was more common, though most travel was rubber tire*
  - *slightly more use is made of the internet for trip booking than is typical for outdoors vacations, but this segment nationally and for Colorado is the least likely to use any formal information sources for trip preparation, relying mainly on past experience and word of mouth*
  - *the typical travel party size is almost 4 people, but it is less apt to include spouses and kids than the average destination*

Travel Profile by Segment

- The Colorado ski trip segment in 2001:
  - *generally long distance (84% traveled 500+ miles) trips, originating out-of-state (84%) and arriving by air (65%)*
  - *a somewhat older crowd (42, on average) than the typical ski destination (39)*
  - *a male and upscale skew, to an even greater extent than the national norm*
  - *heavy reliance on repeat visitors (88%), much more so than the average ski destination (73%)*
  - *trips were generally planned and booked well in advance – not surprising given the long distances involved*
  - *this was the group most likely to use the internet for trip planning and booking:*
    - *also particularly inclined to get information from airlines, hotels/resorts, toll-free numbers and clubs/associations*
  - *the shortest duration trip among the three segments, but a long ski trip in comparison to the national average (5.7 nights vs. 4.4), and virtually all of it was in Colorado*
  - *the 2001 Colorado ski party consisted of about 5 people, a larger travel party than average:*
    - *more often involving friends, and less often including spouses and children than the norm*

Product Delivery

- Colorado's image among recent visitors, i.e., the state's tourism "product delivery", continues to be extremely positive and far ahead of the average destination.
- In 2001, 90% of visitors strongly agreed with the overall evaluative statement characterizing Colorado as a place they would "really enjoy visiting again", up from 85% in 2000, and returning almost to the 1997 level (93%).
- In addition to the overall measure, visitors evaluated the state on 70 additional criteria which, for ease of presentation and comprehension, have been reduced by statistical analysis into a smaller number of "factors" and ranked in order of importance as predictors of a return visit, the overall evaluative criterion.
- The factors in 2001 that were most strongly associated with wanting to come back to Colorado were:
  - ***adult atmosphere****, i.e., the perceived suitability of Colorado for adults and couples*
  - ***exciting*** *– did Colorado provide a once-in-a-lifetime experience, and a sense of real adventure?*
  - ***family atmosphere****, whether Colorado was able to deliver in terms of suitability for kids and the whole family*

Product Delivery

- It was also relatively important that Colorado was thought to do a good job in terms of providing:
    - *sightseeing opportunities*
    - *a safe, worry-free experience*
    - *perceived popularity*
    - *options for sports and recreation*
- Somewhat lower on people's priority list were:
    - *the availability of luxurious accommodations and dining*
    - *the uniqueness of the experience*
    - *climate/the weather*
    - *affordability*
    - *entertainment options*

Product Delivery

- The reason people gave Colorado such a superb rating overall was that it was perceived to deliver so extremely well on all the top criteria, especially excitement, family atmosphere, sightseeing, safety and sports and recreation.
- Colorado's greatest product strengths, compared to the US norm for destinations, are thought to be:
  - *mountain/wilderness activities, such as mountain climbing, biking, hiking, camping, canoeing and rafting, etc.*
  - *suitable for kids/families, and safe*
  - *amazing scenery*
  - *once-in-a-lifetime adventure*
  - *interesting sightseeing, including towns, landmarks, etc.*
- In fact, the state equaled or exceeded the norm on virtually every one of the 70 criteria evaluated.

Product Delivery

- In fact, the only areas where visitors gave Colorado ratings that were below the national norm were related to:
  - *affordability – including the cost of getting to Colorado, plus the cost of accommodations and food after they arrived*
  - *the availability of facilities/venues for swimming*
  - *options for nightlife and shows*
- On a year to year basis, visitors' perceptions of Colorado improved in almost every area.

Conclusions

- On the positive side:
  - *Marketable leisure travel to Colorado rose in 2001, despite higher gas prices, a business recession and the impacts of September 11.*
  - *As a result, Colorado recorded a small gain in market share for this type of travel, the first "up-tick" in many years.*
  - *Denver contributed a great deal to this increase, with double-digit gains in marketable and VFR travel to the Metro region.*
  - *Colorado attracted more visitors on outdoor trips than it has in recent years.*
  - *Travel and tourism continued to make a major contribution to Colorado's economy, accounting for $7 billion in direct expenditures by visitors, up 2% from 2000.*
  - *Colorado continues to offer a great product as evidenced by the superb ratings the state is given by visitors*

Conclusions

- A few concerns:
  - *Business travel nation-wide has suffered a major slump since the spring of 2001, with Colorado bearing the brunt and more, likely because of the travel distance required to reach the state and the high-tech nature of many businesses.*
  - *Colorado's ski market softened in 2001, even though the state retained first place in market share – the decline was likely the result of improved snow conditions at lower elevation competitive ski destinations, and destinations closer to major markets*
  - *Although the first steps in a turn-around are evident, the state still must play major catch-up to overcome the "deficit" in tourism spending left by inflation and the decline of travel by higher yield segments:*
    - *in inflation adjusted dollars, vacationers in 1992 spent 16% more in the state than visitors in 2001*
  - *Colorado is becoming increasingly reliant on repeat visitors – while this suggests that visitors are satisfied with their experience, there is the possibility that the visitor pool will eventually diminish*

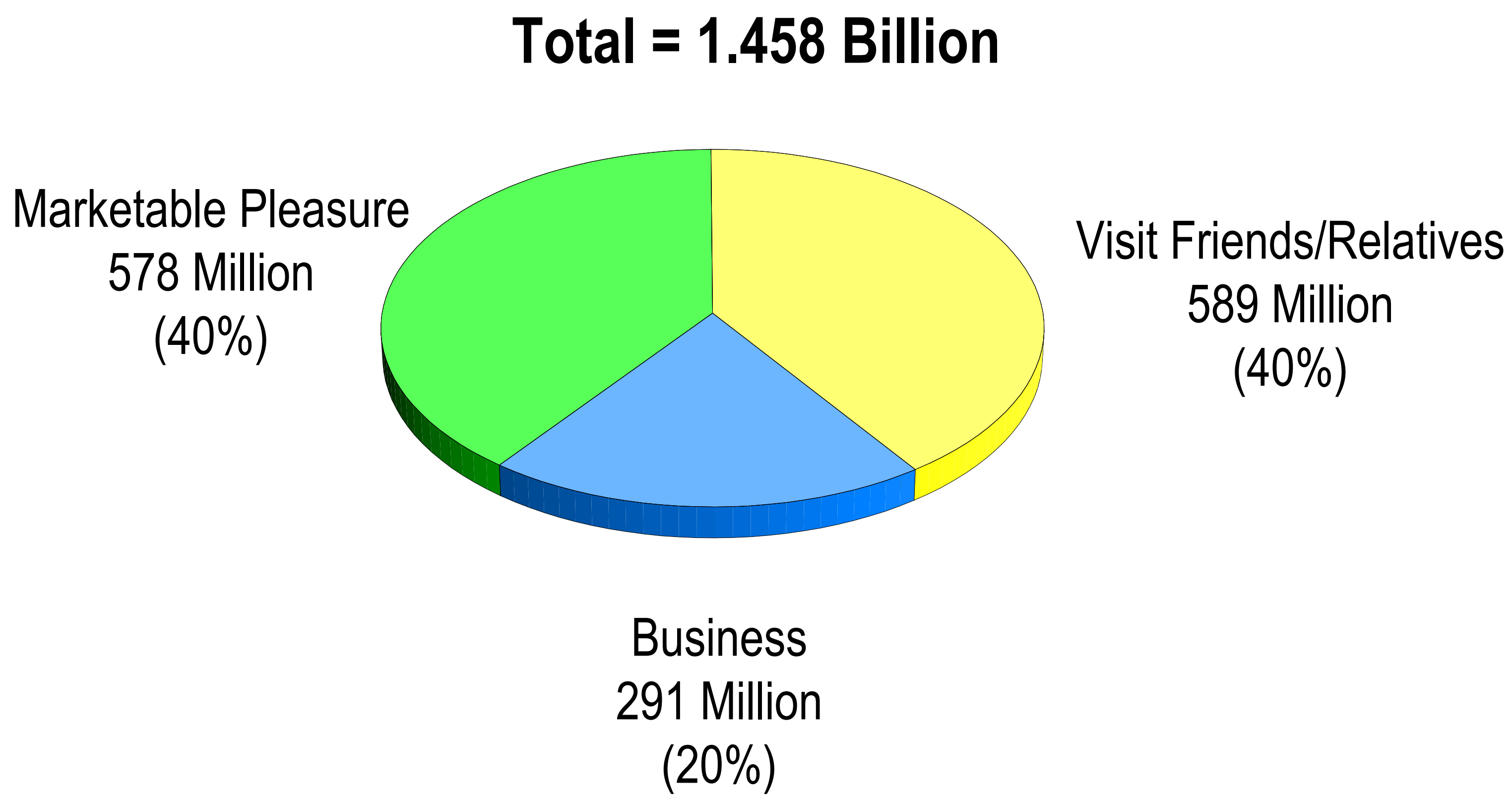
In Summary

- The key challenge for the near term will be to retain the growth experienced in 2001 and build on it.
- The weak business outlook and consumer reticence about taking longer distance trips argue strongly for continued state support and funding for tourism marketing efforts.
- In this difficult time and if the state continues to provide a limited marketing budget, the short term strategy should be to focus on the region, and within the region to target and develop interest in Colorado among the higher yield tourism segments, e.g., skiers, touring vacationers, people attending special events, etc.:
  - *those who fill hotel and motel beds, dine in restaurants and visit local attractions*
- At this point, in the absence of major funding, a return to marketing to the long distance market should be a low priority:
  - *in the current situation, as well, it is taking substantial discounting and packaging efforts to move a fearful and dollar-conscious traveler towards longer distance travel*
- In the longer term, when travel patterns normalize, Colorado needs to consider reestablishing a national marketing presence, in large part to broaden the visitor base and ensure growth for the future.

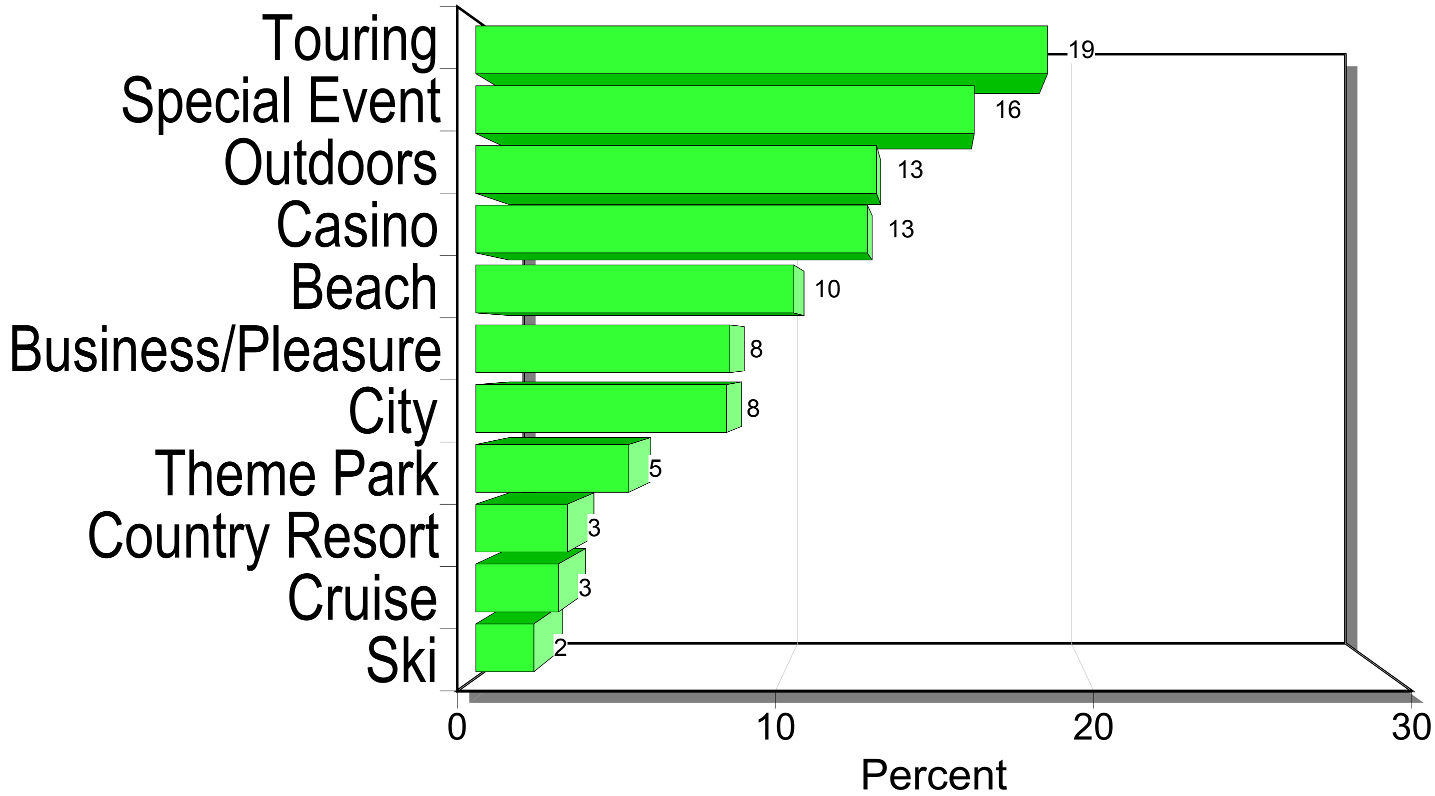
Results in Detail

Size & Structure of the U.S. Travel Market

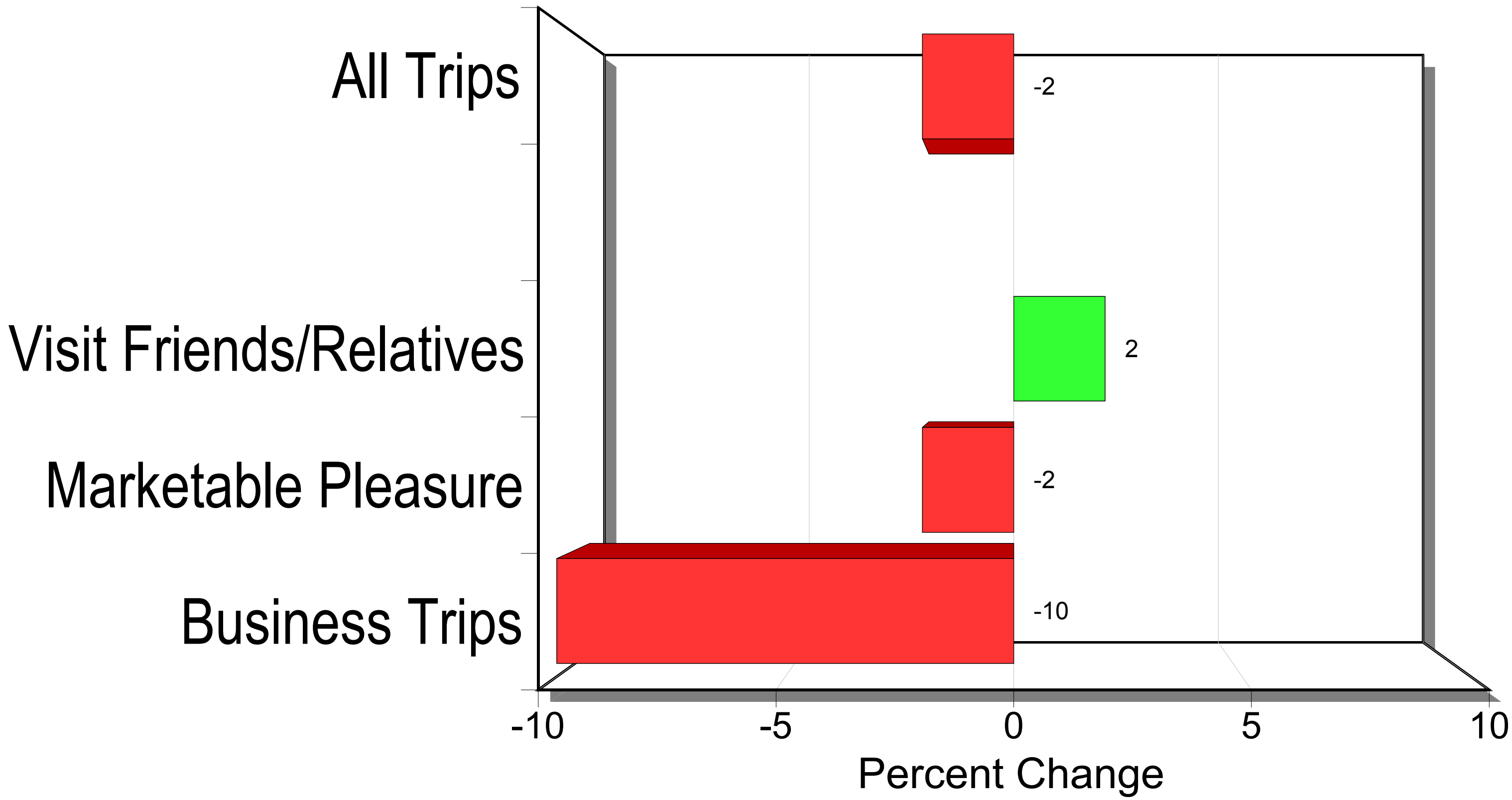
Size of the U.S. Travel Market – 2001 Overnight Trips



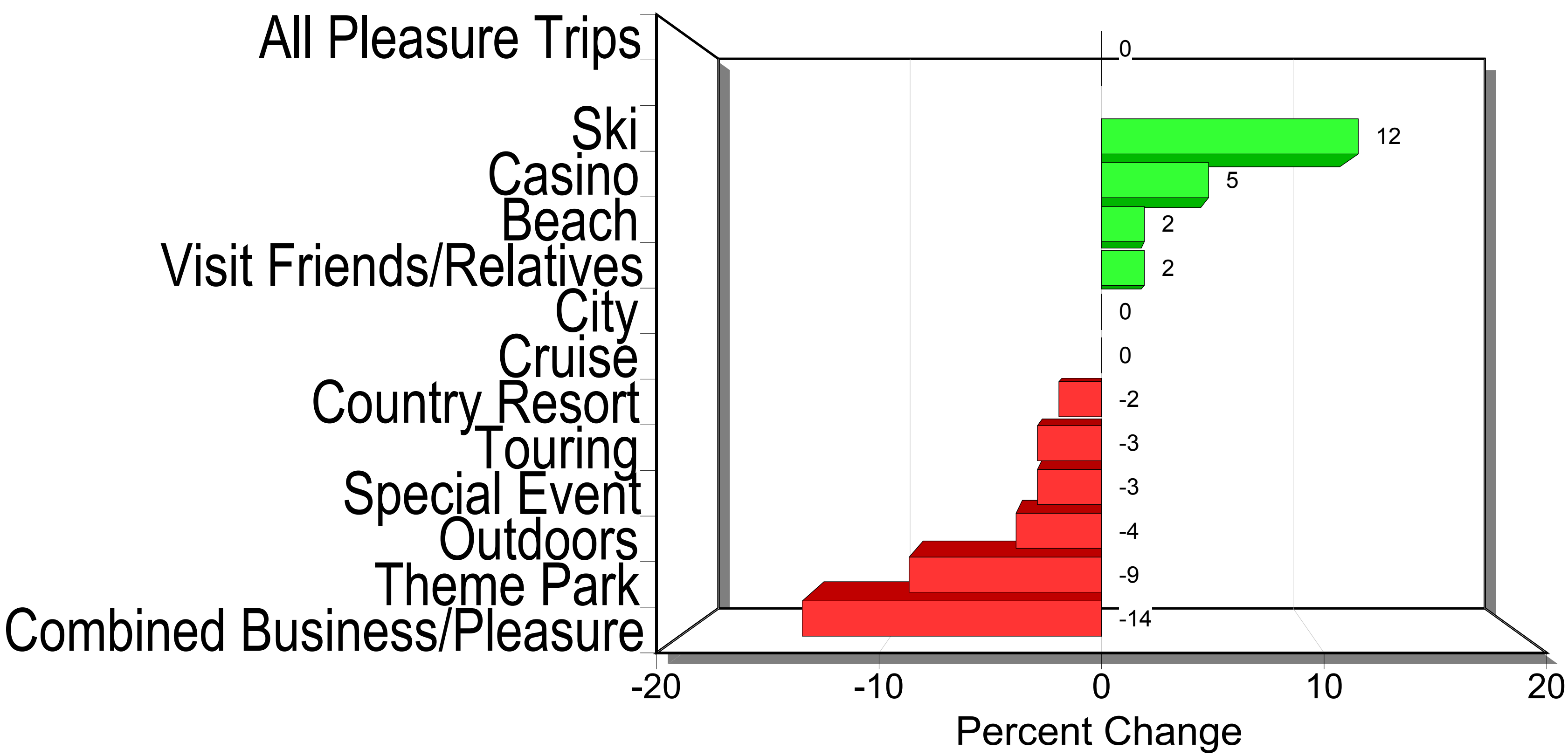
U.S. Overnight Marketable Trip Mix – 2001 Travel Year



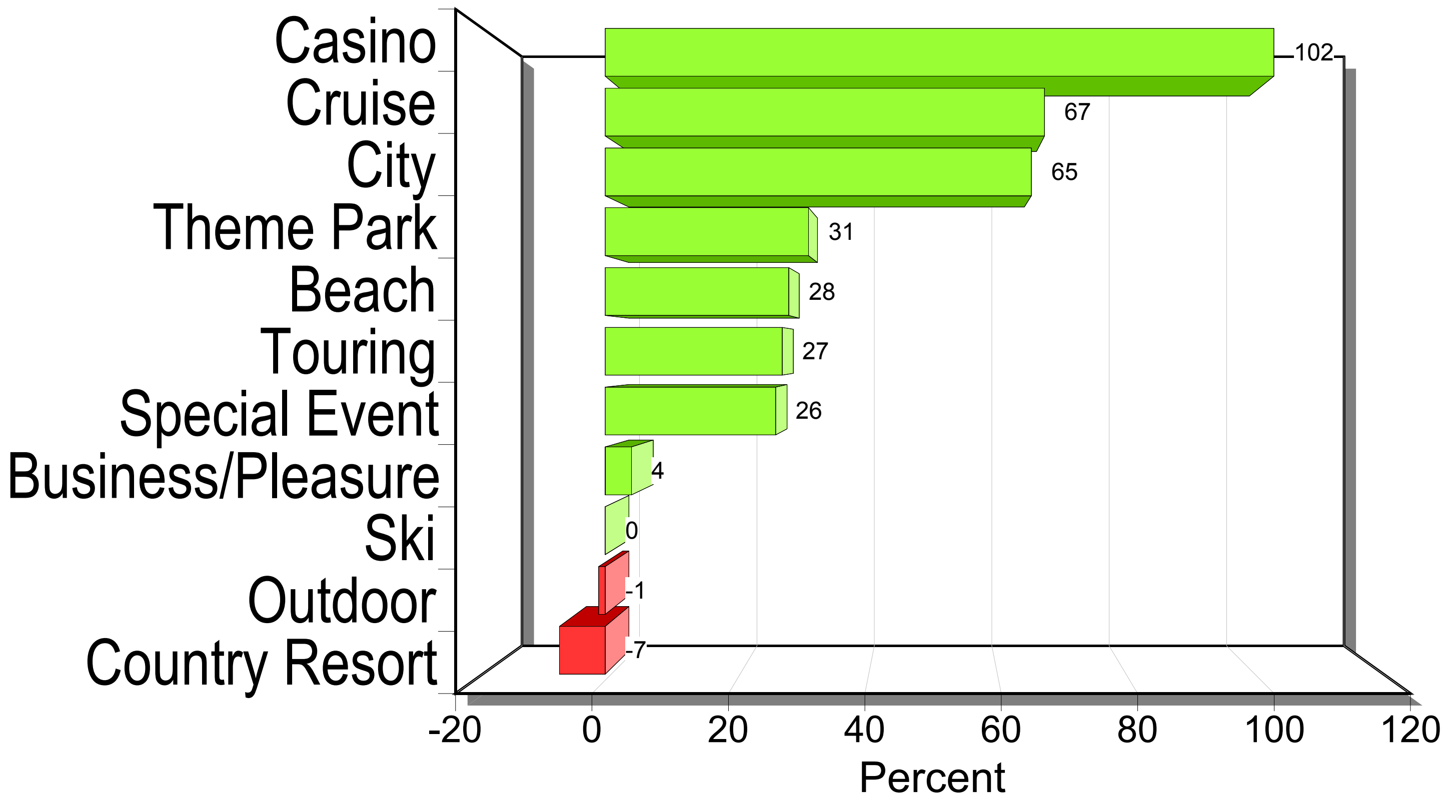
U.S. Market Trends – 2001 vs. 2000



U.S. Market Trends – 2001 vs. 2000

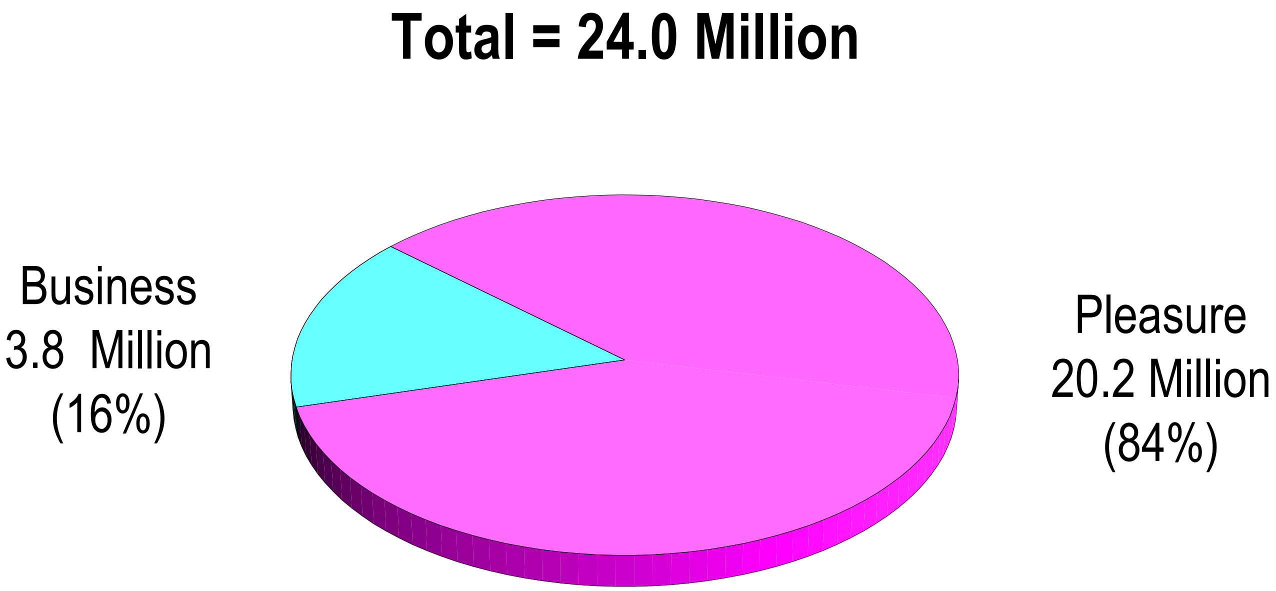


U.S. Marketable Trips
% Change - 2001 vs. 1994



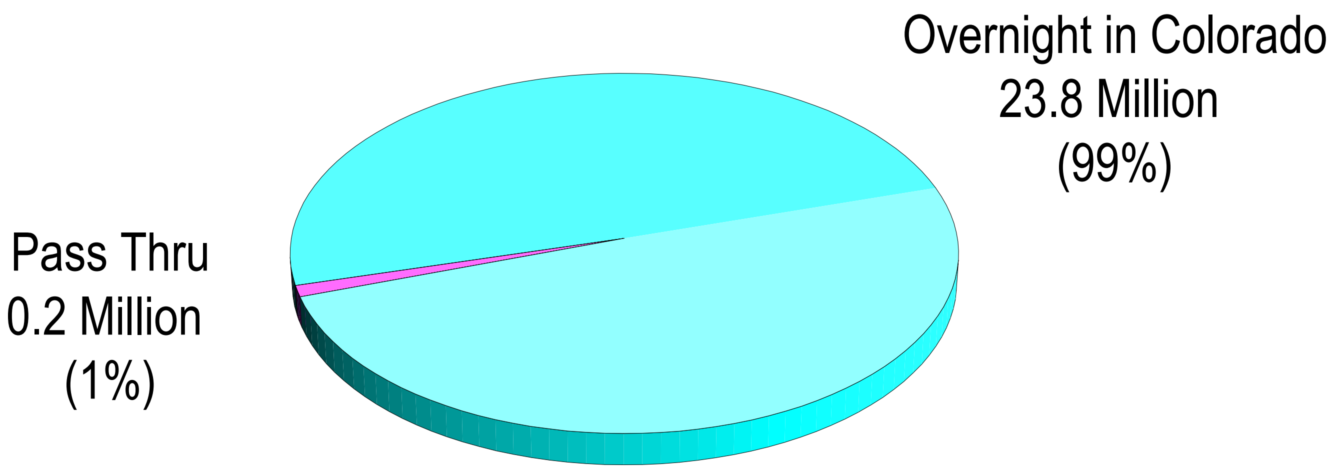
Size & Structure of Colorado's Travel Market

Overnight Trips to Colorado in 2001

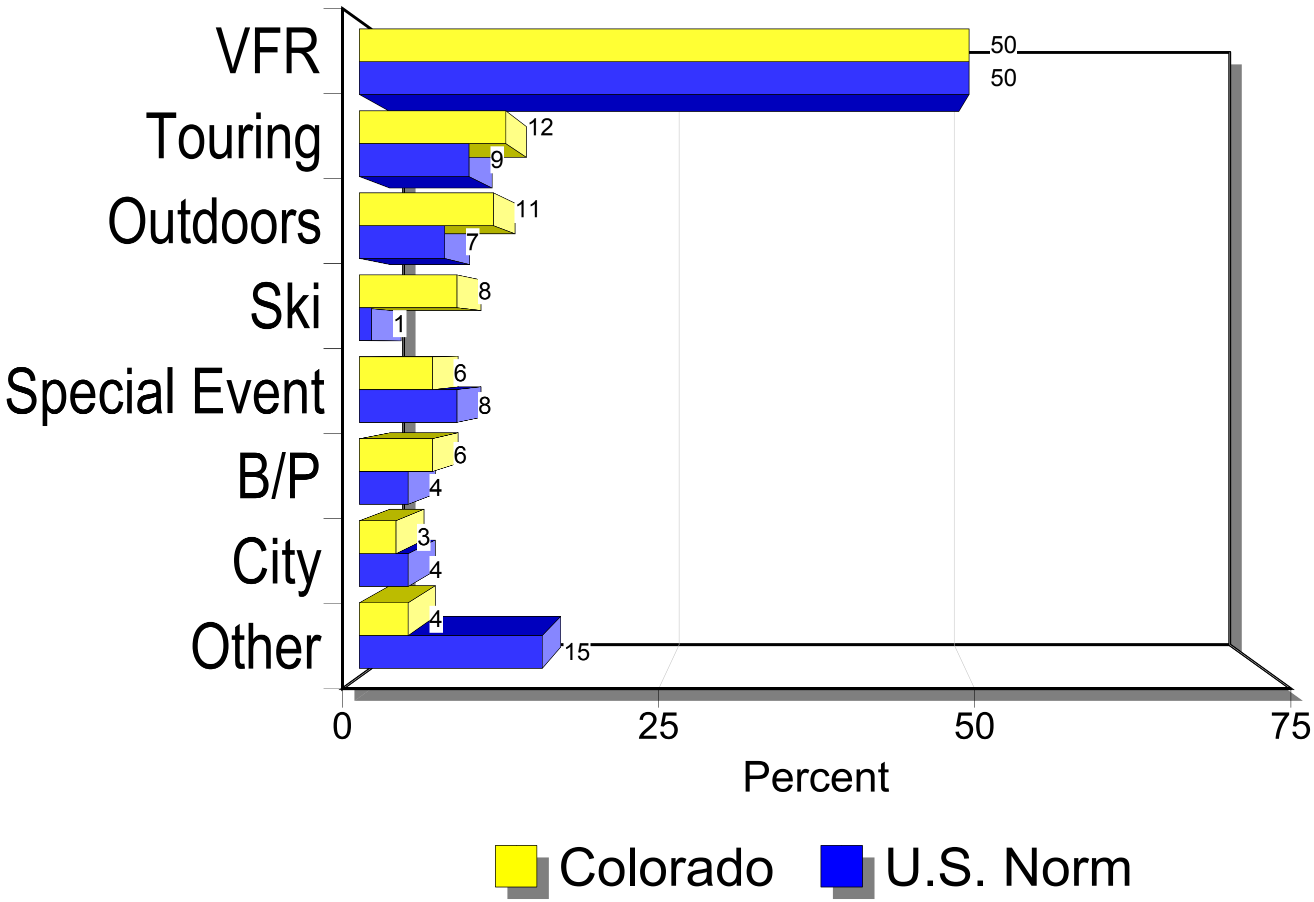


Stayed Overnight in Colorado vs. Pass Thru

Total Trips = 24.0 Million

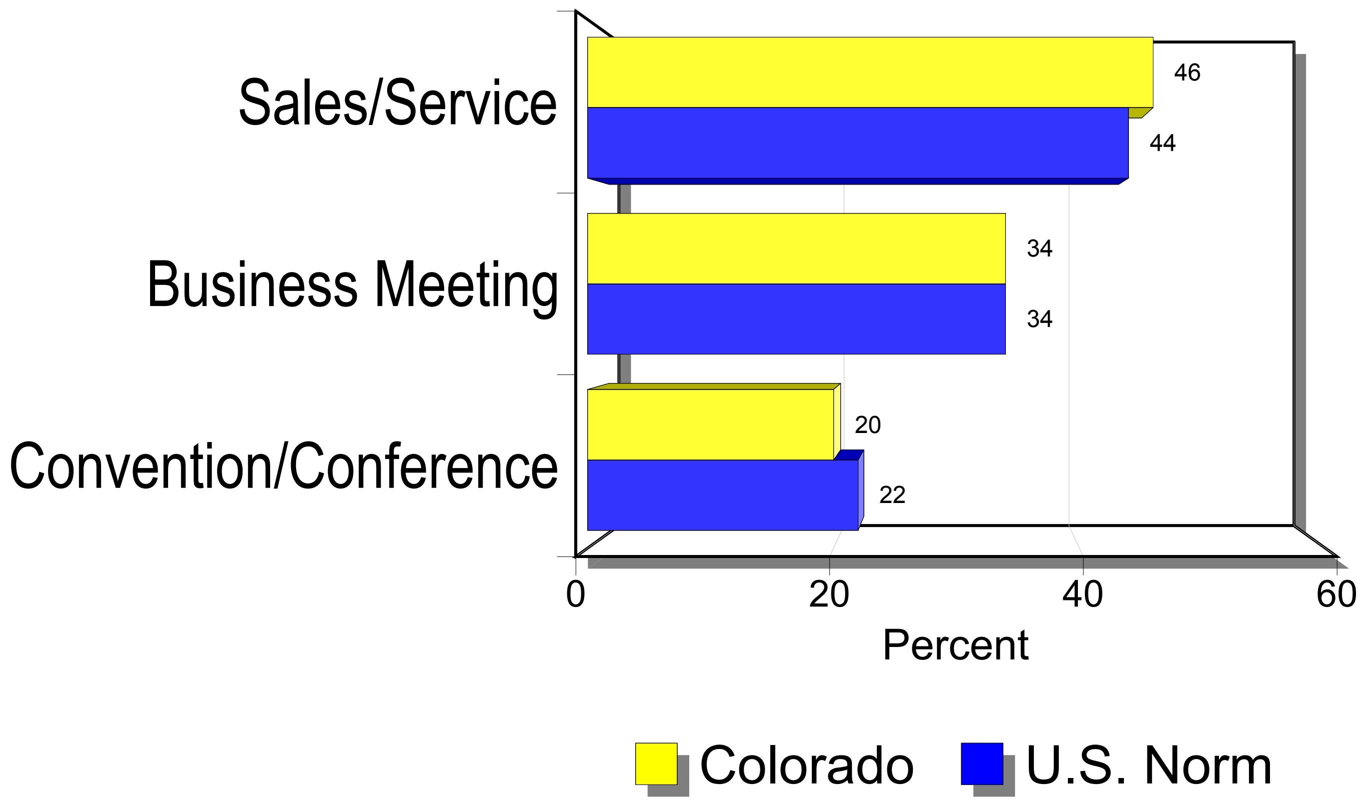


Main Purpose of Pleasure Trips vs. the U.S. Norm

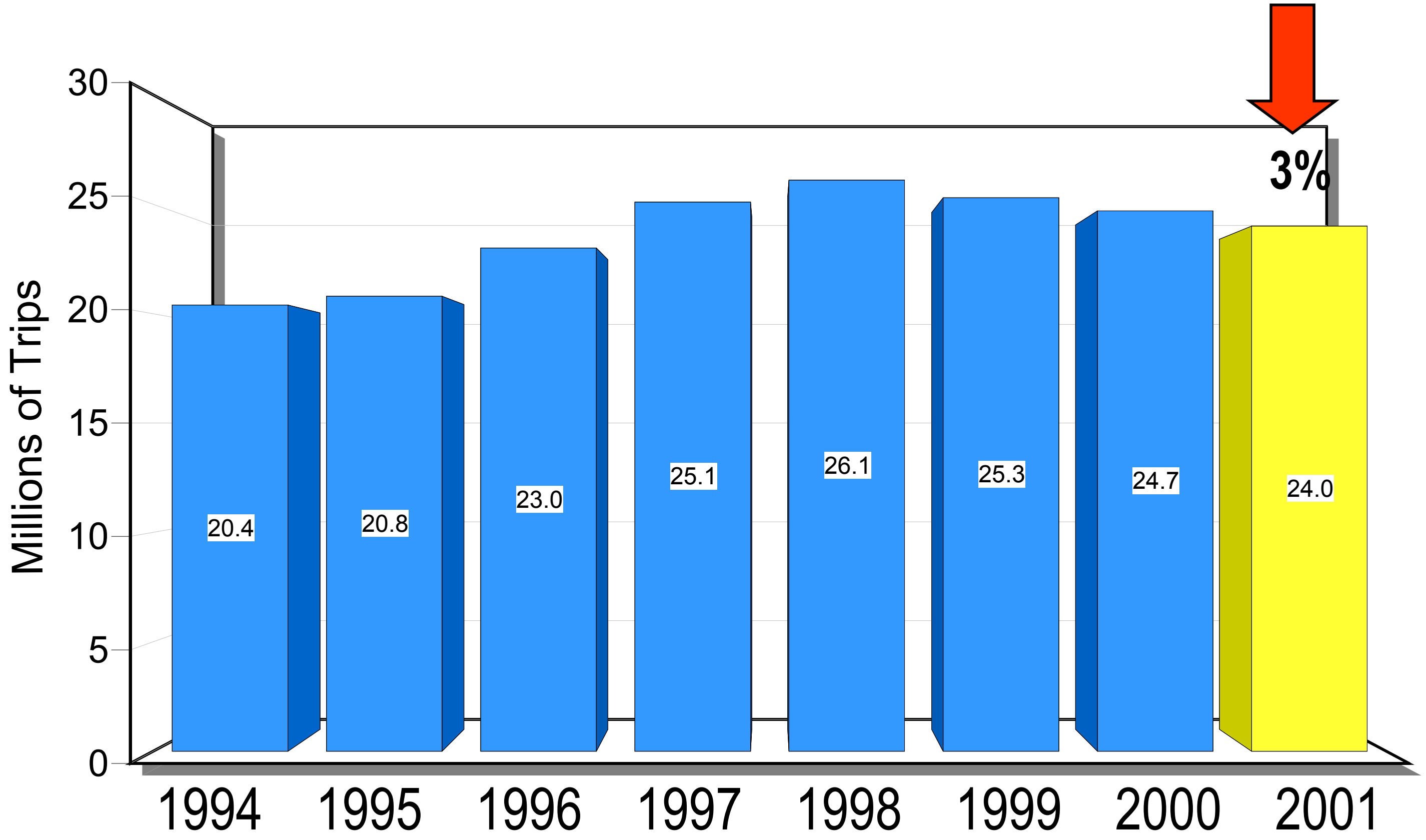


Main Purpose of Business Trips vs. the U.S. Norm

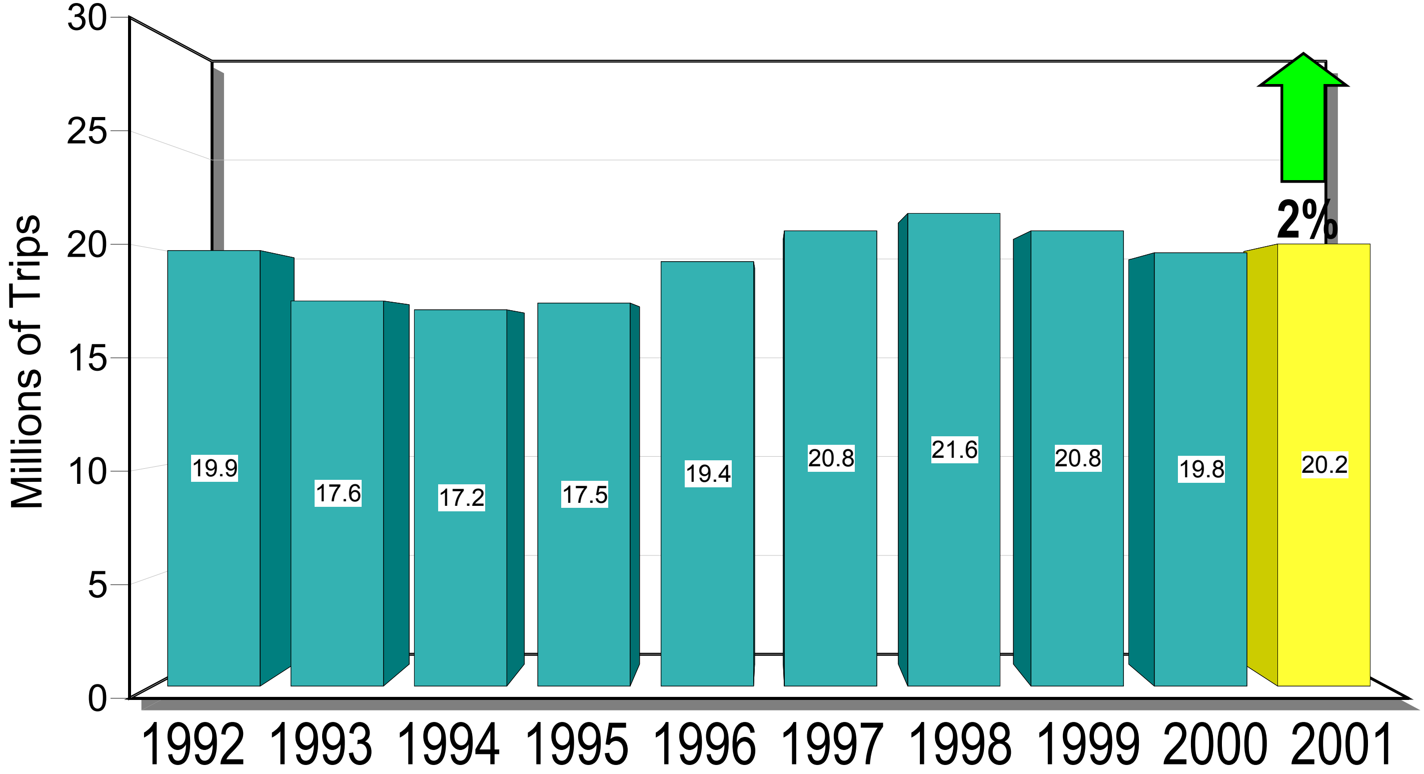
Base: Overnight Business Trips



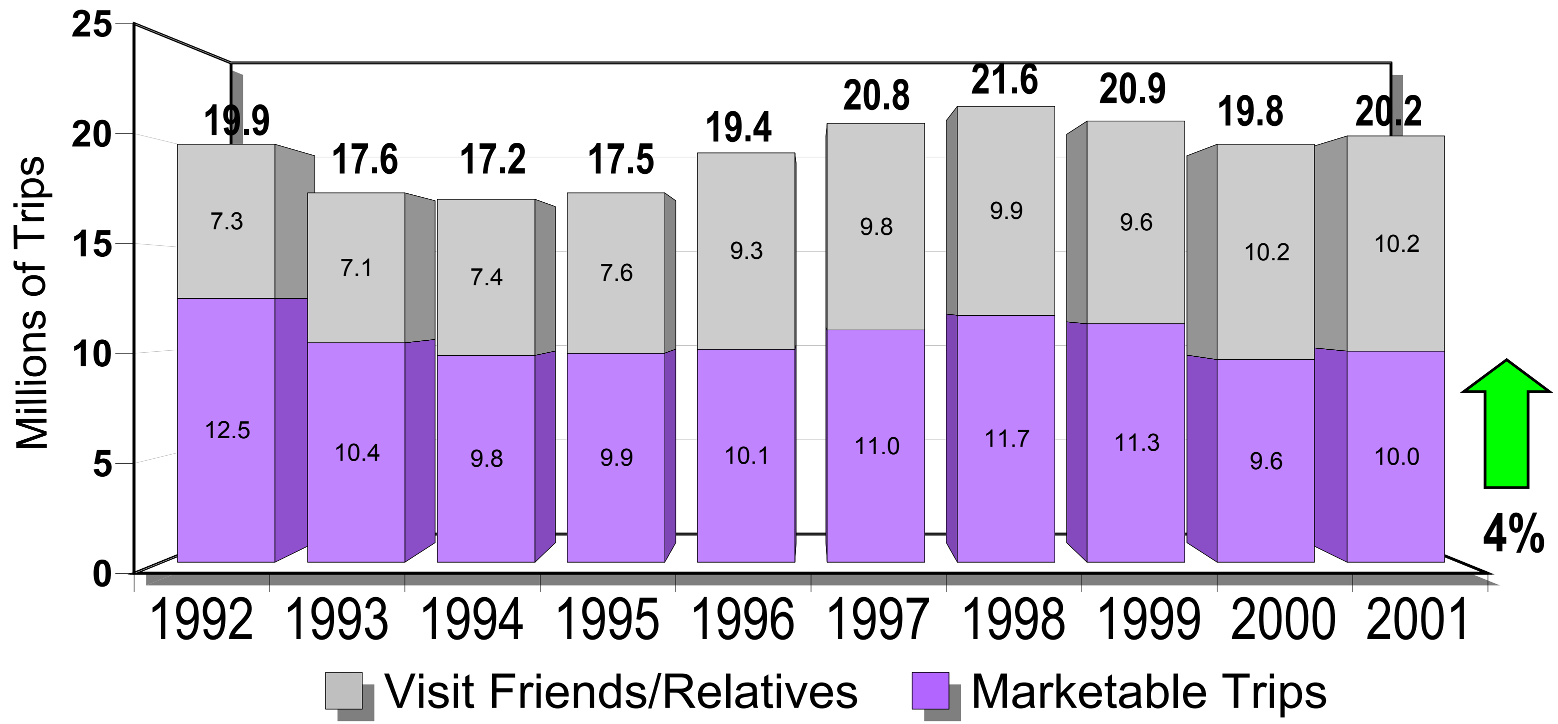
Overnight Trips to Colorado – 1994 to 2001



Overnight Pleasure Trips to Colorado – 1992 to 2001

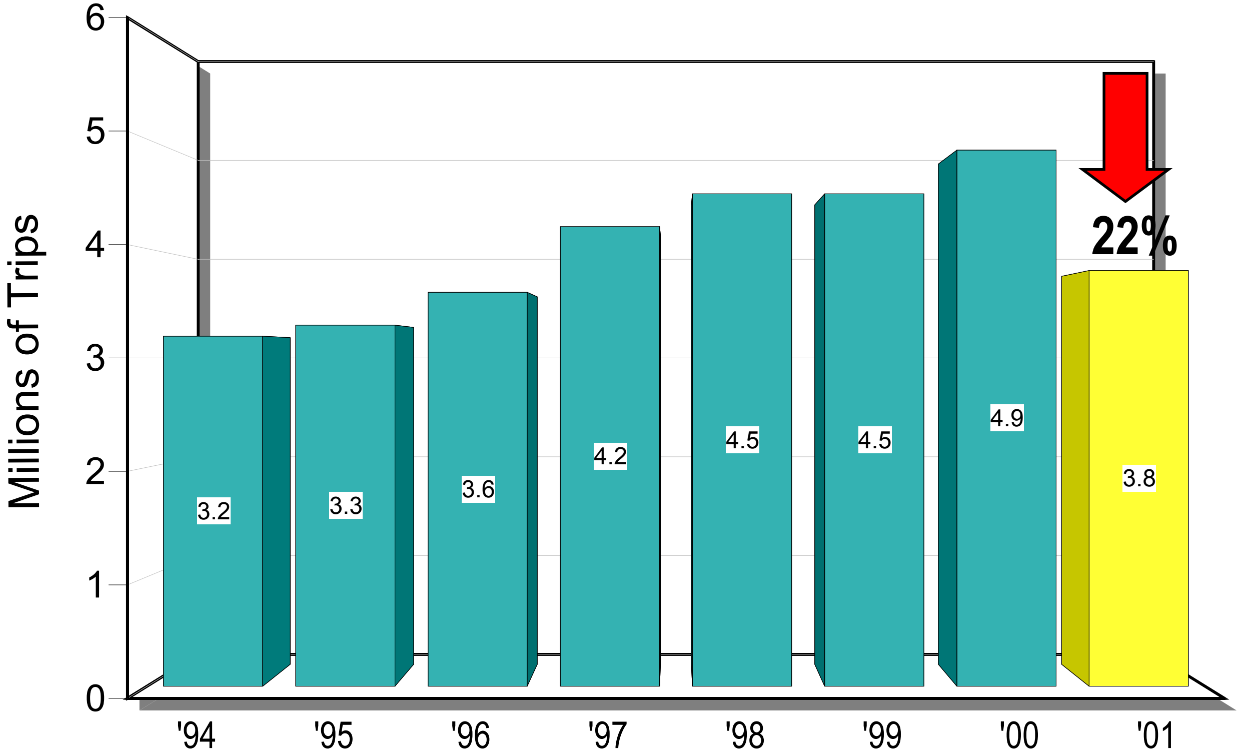


Structure of Colorado's Overnight Pleasure Travel Market

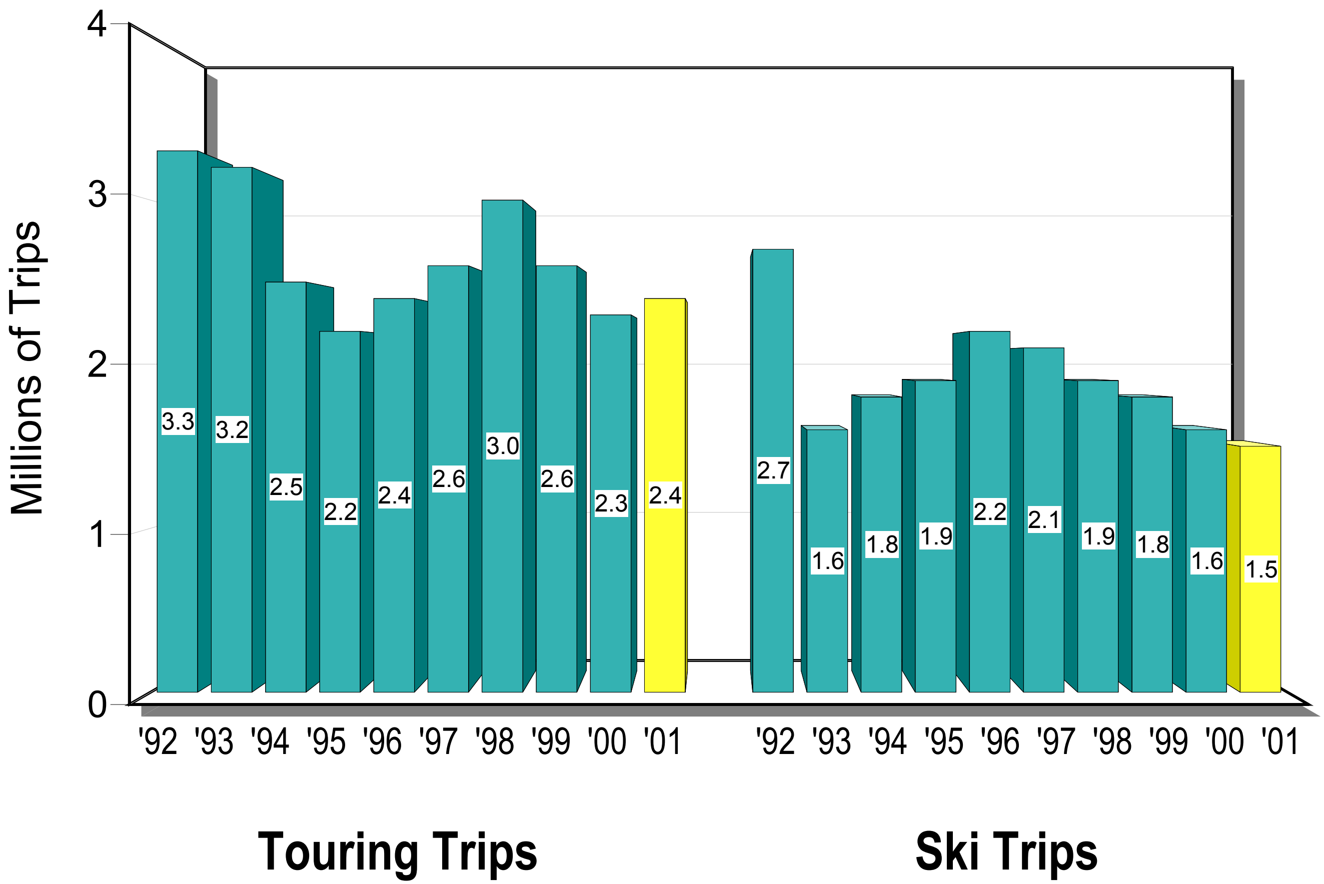


*Data are rounded.

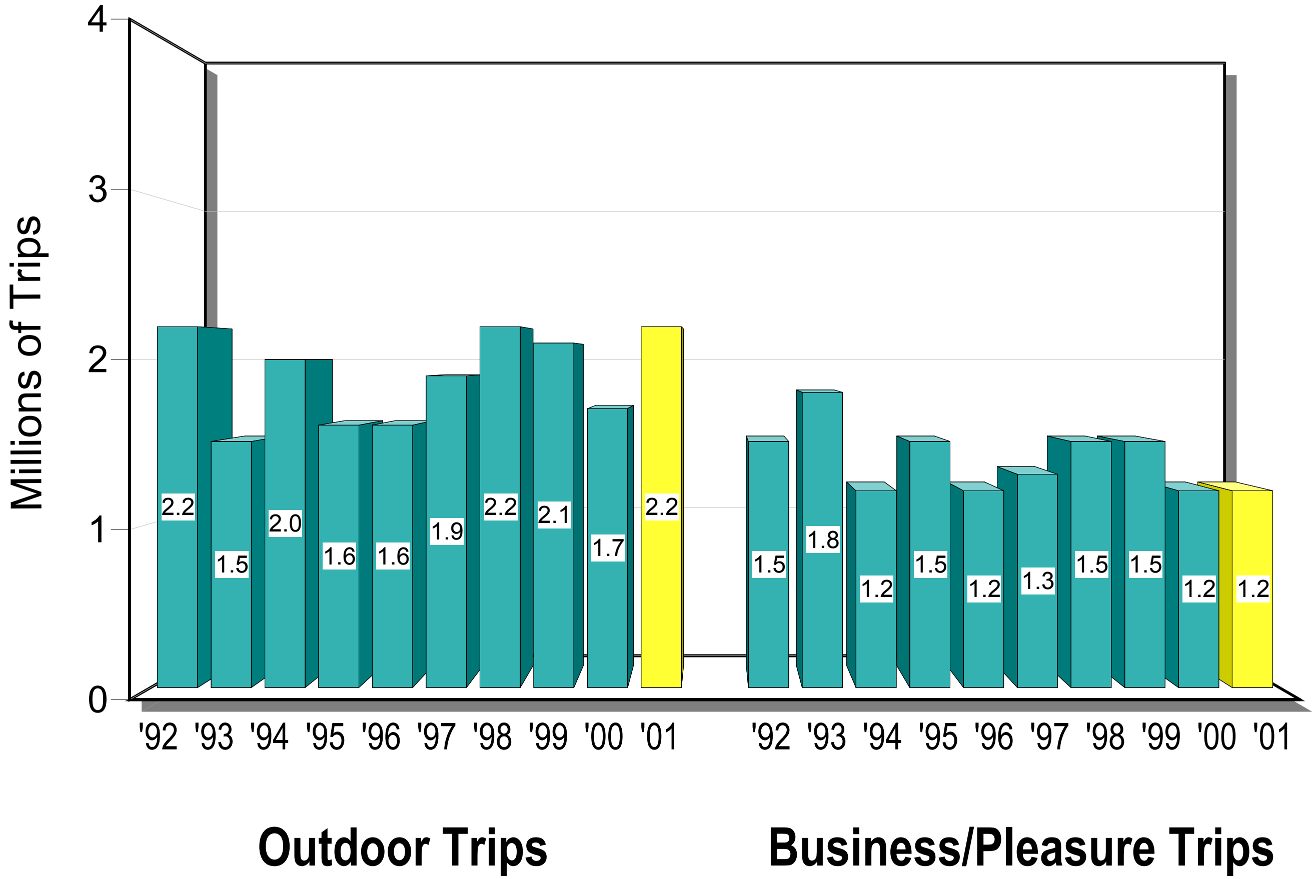
Overnight Business Trips to Colorado – 1994 to 2001



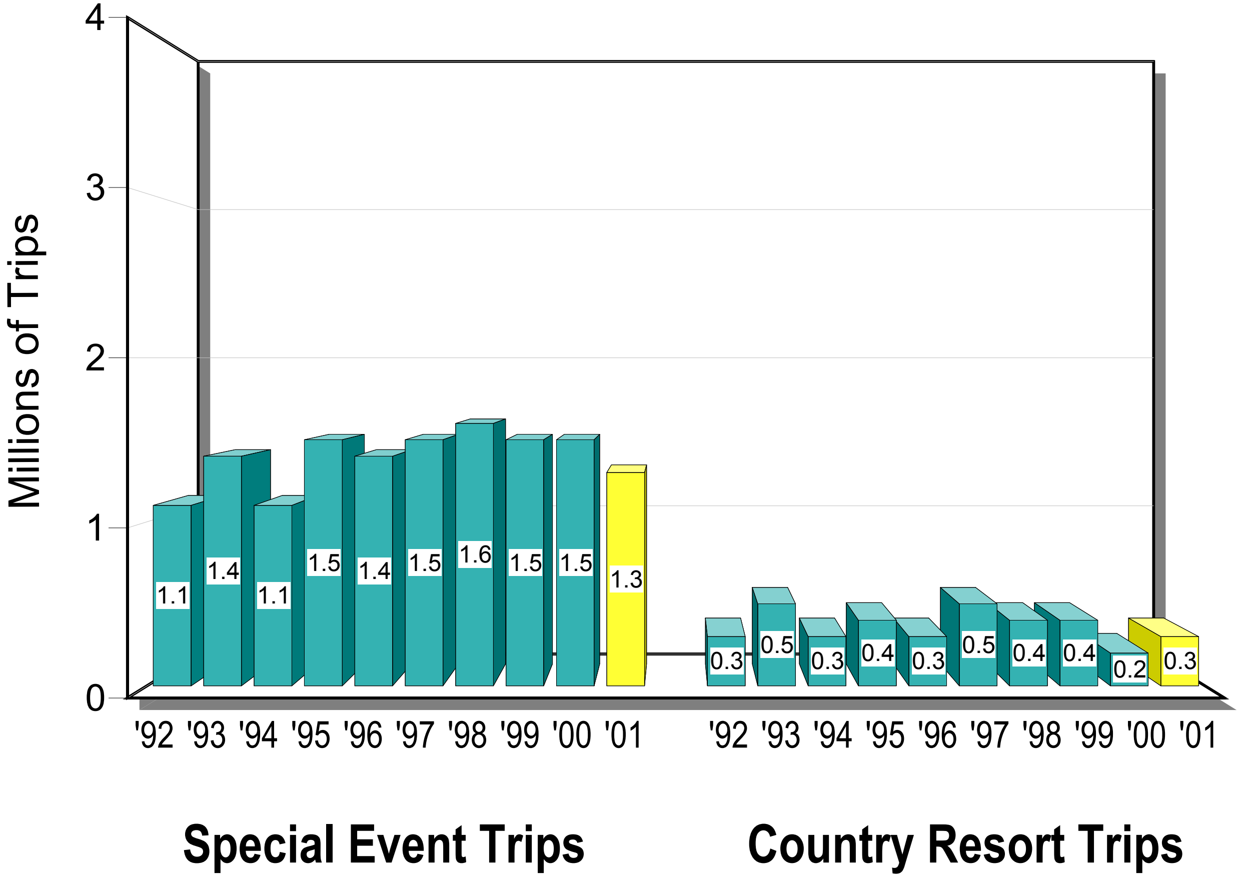
Touring and Ski Trips to Colorado



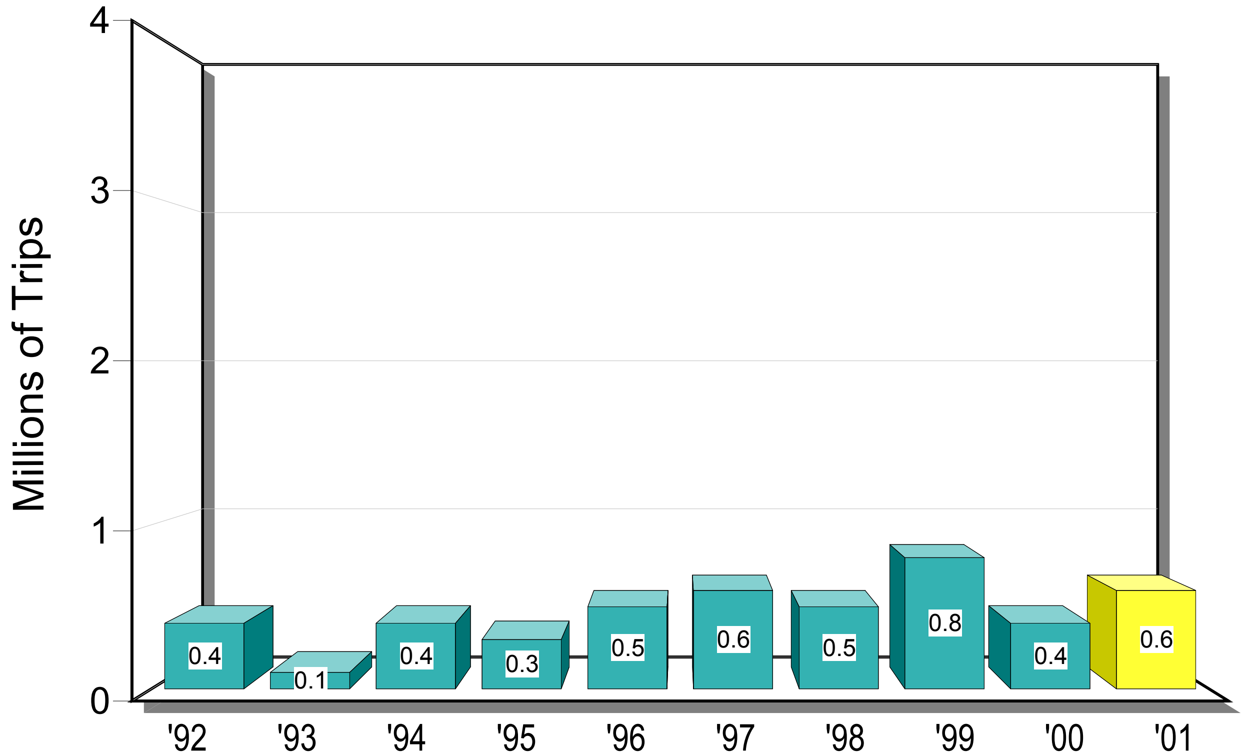
Outdoors and Business/Pleasure Trips to Colorado



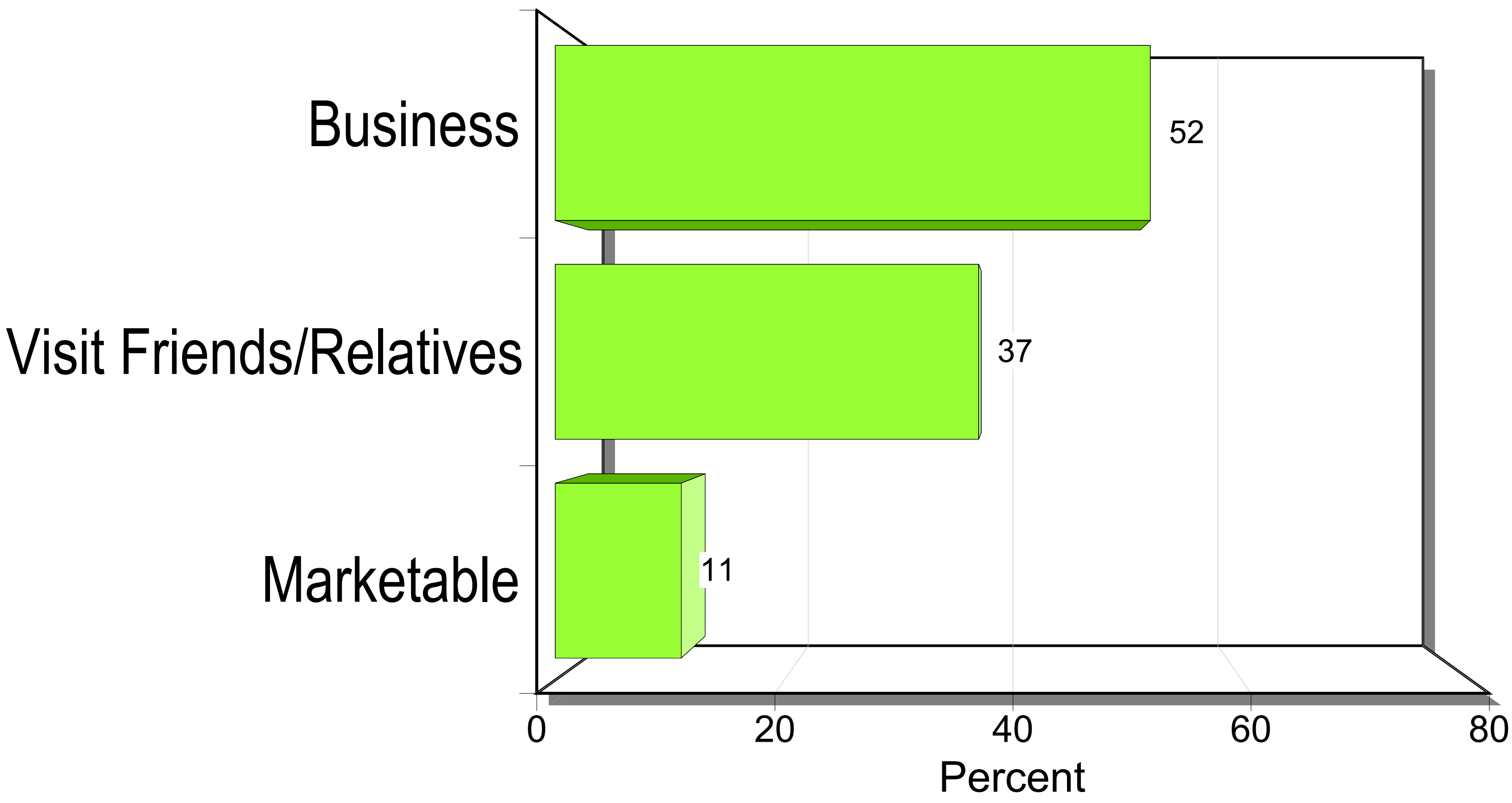
Special Event and Country Resort Trips to Colorado



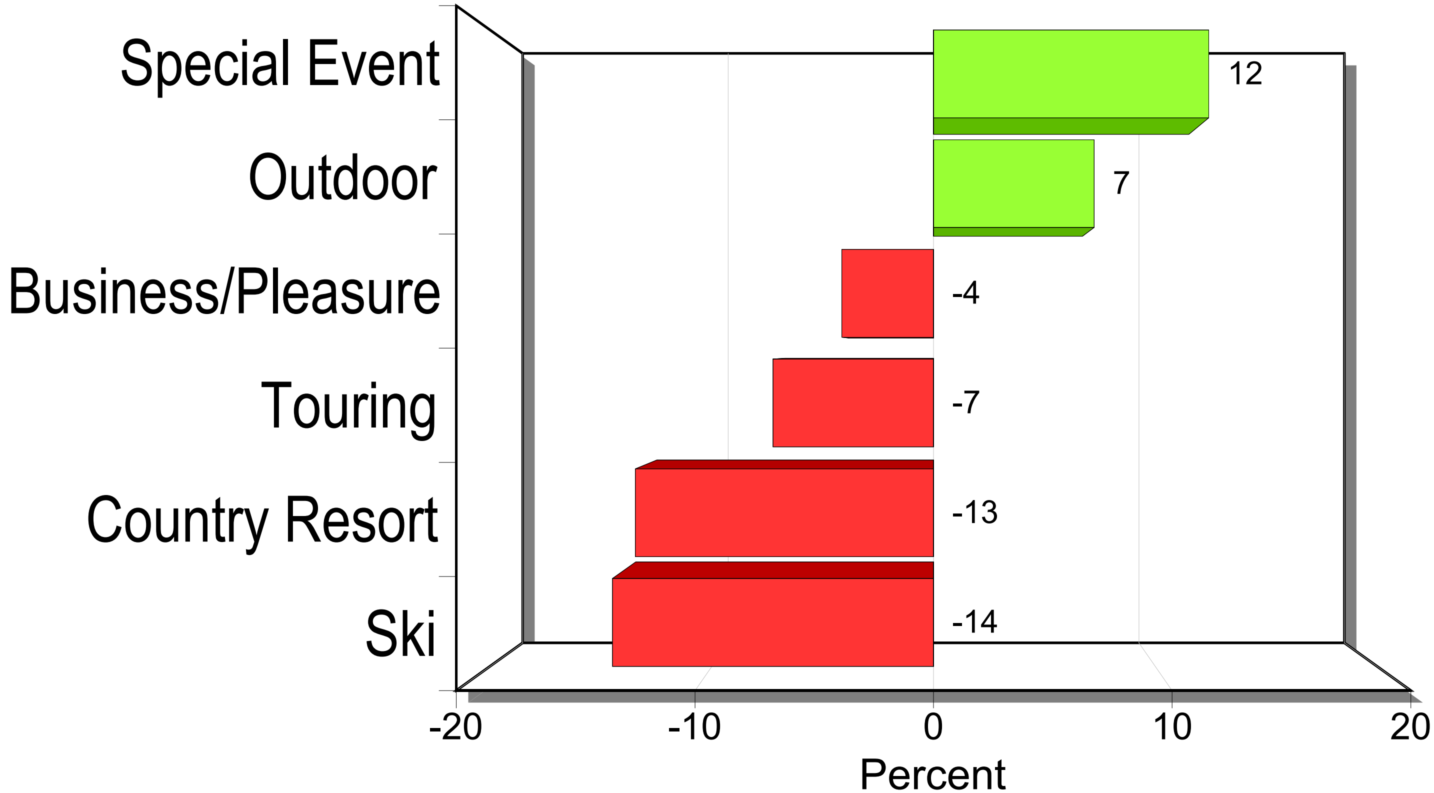
City Trips to Colorado



Colorado Trips –
% Change 2001 vs. 1994

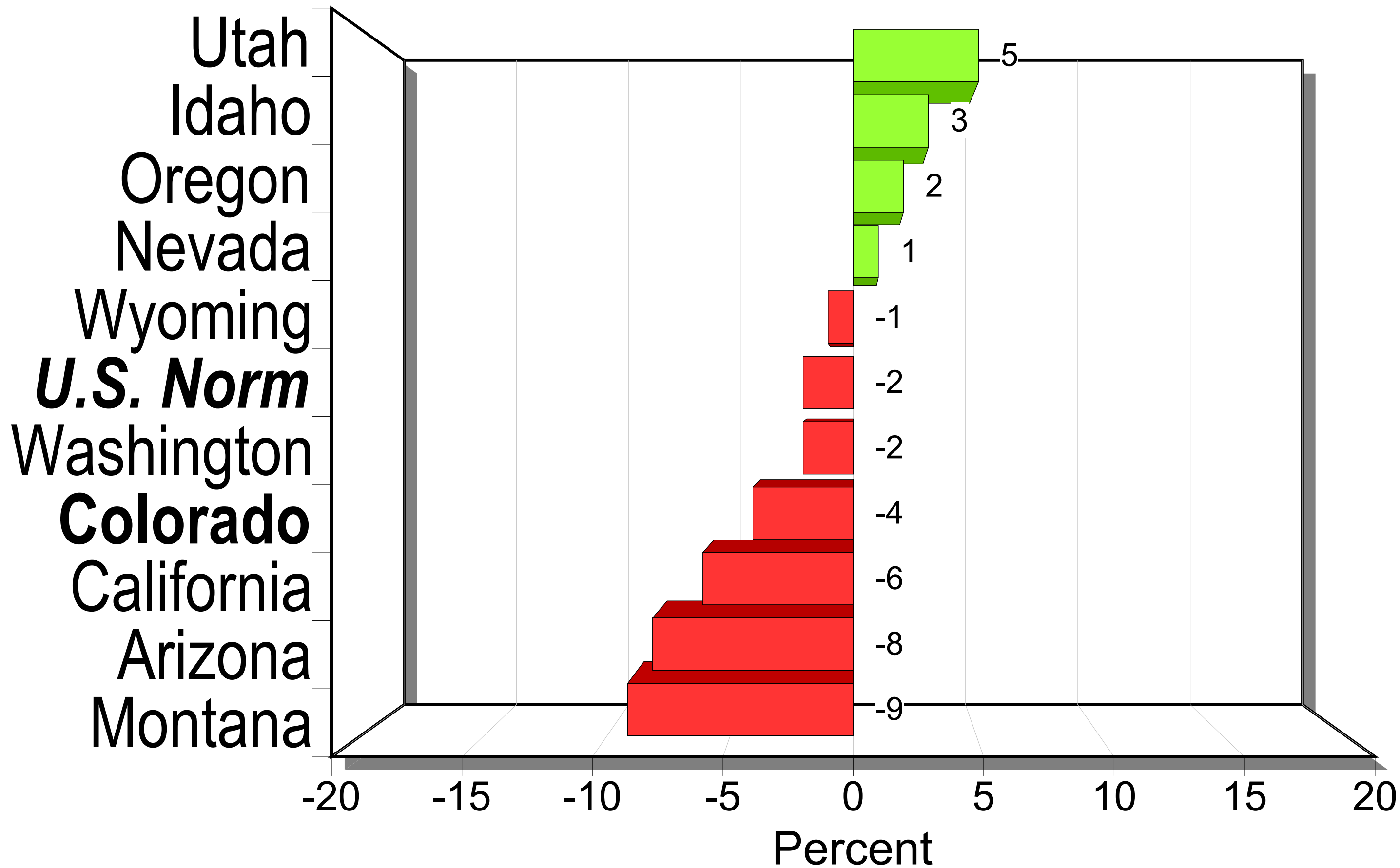


Colorado Marketable Trips – % Change 2001 vs. 1994



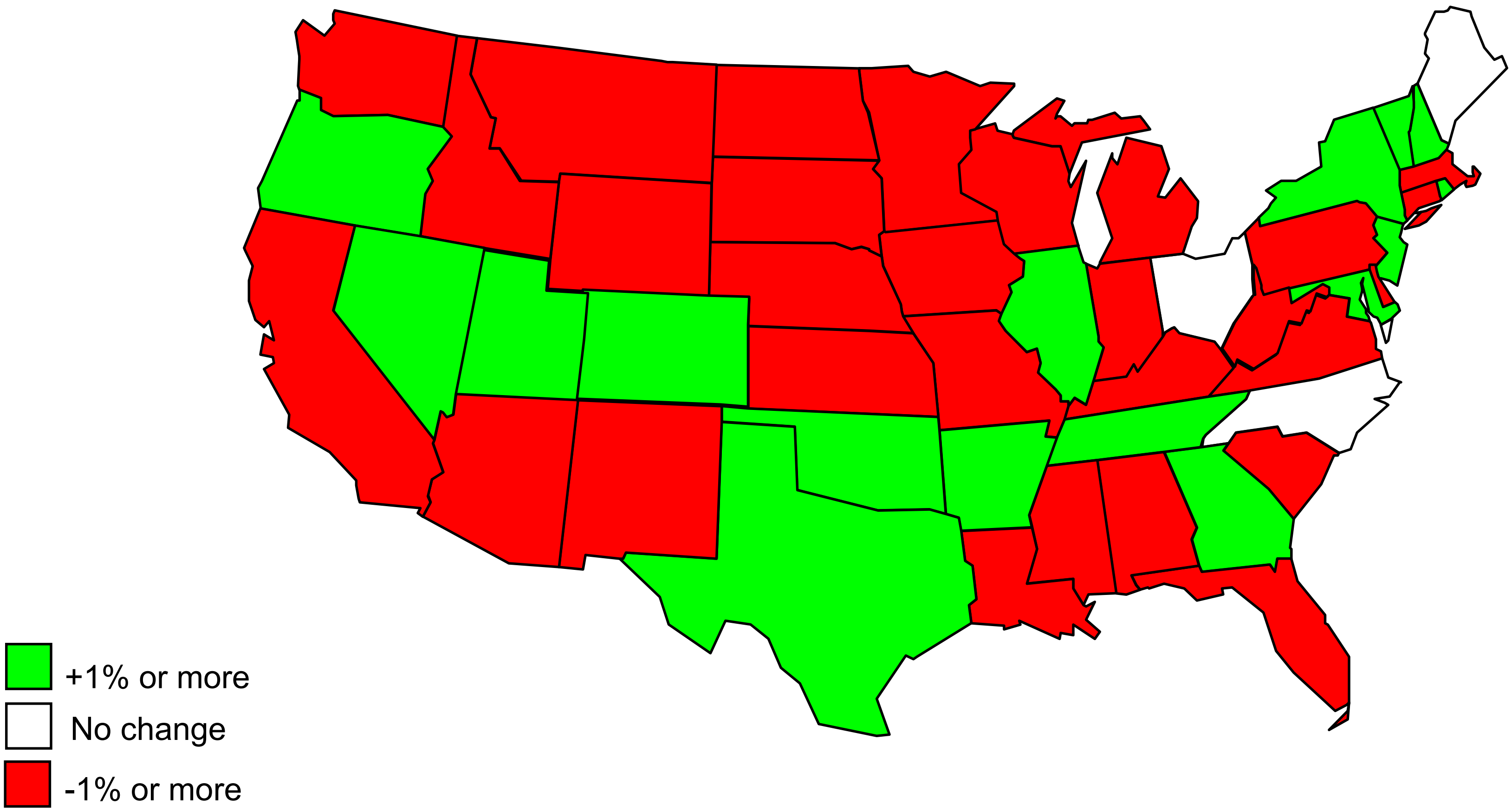
The Competitive Environment

Total Overnight Trips – % Change 2001 vs. 2000

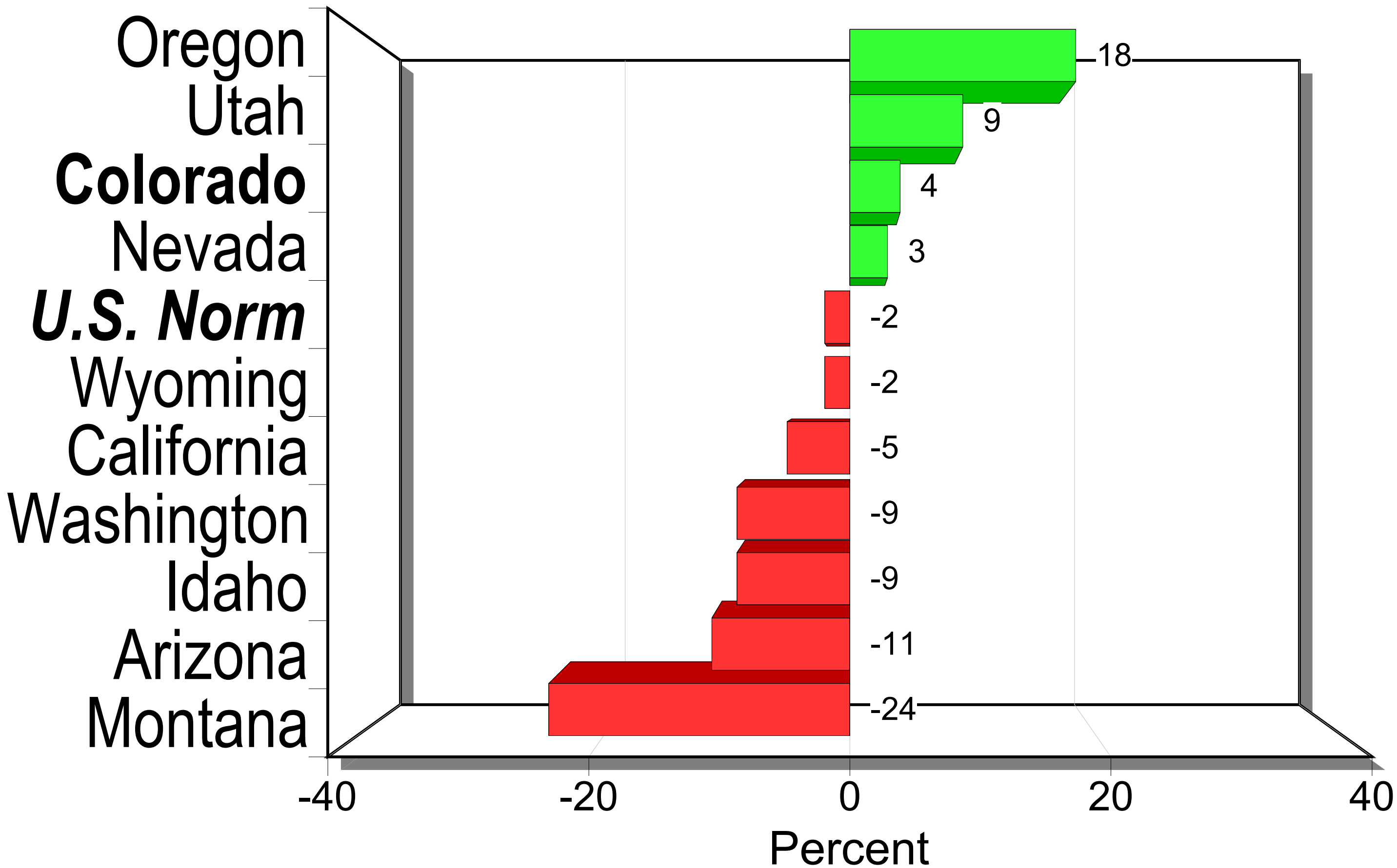


Marketable Trips – 2001 vs. 2000

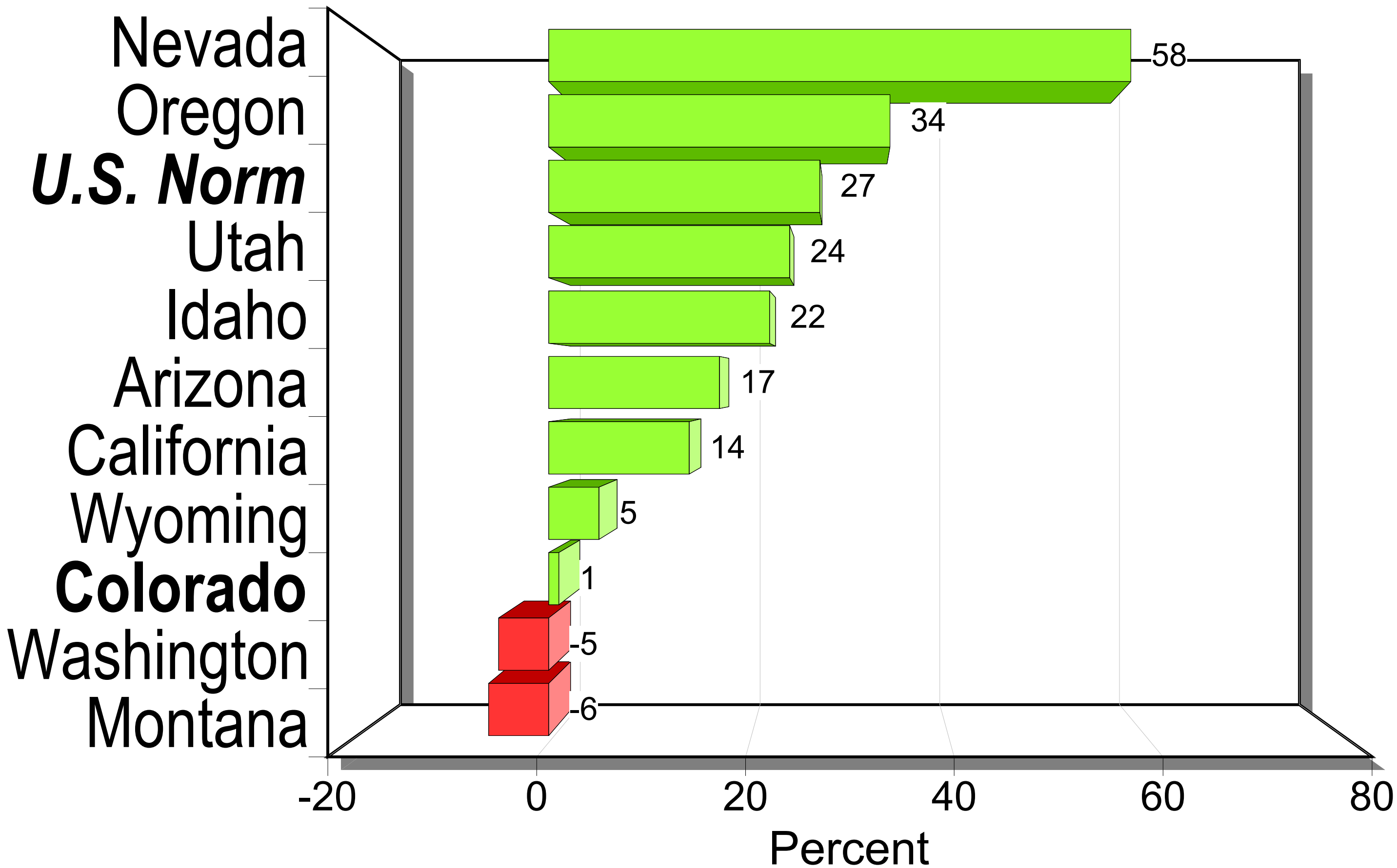
Percent Change Over Time



Total Marketable Trips – % Change 2001 vs. 2000

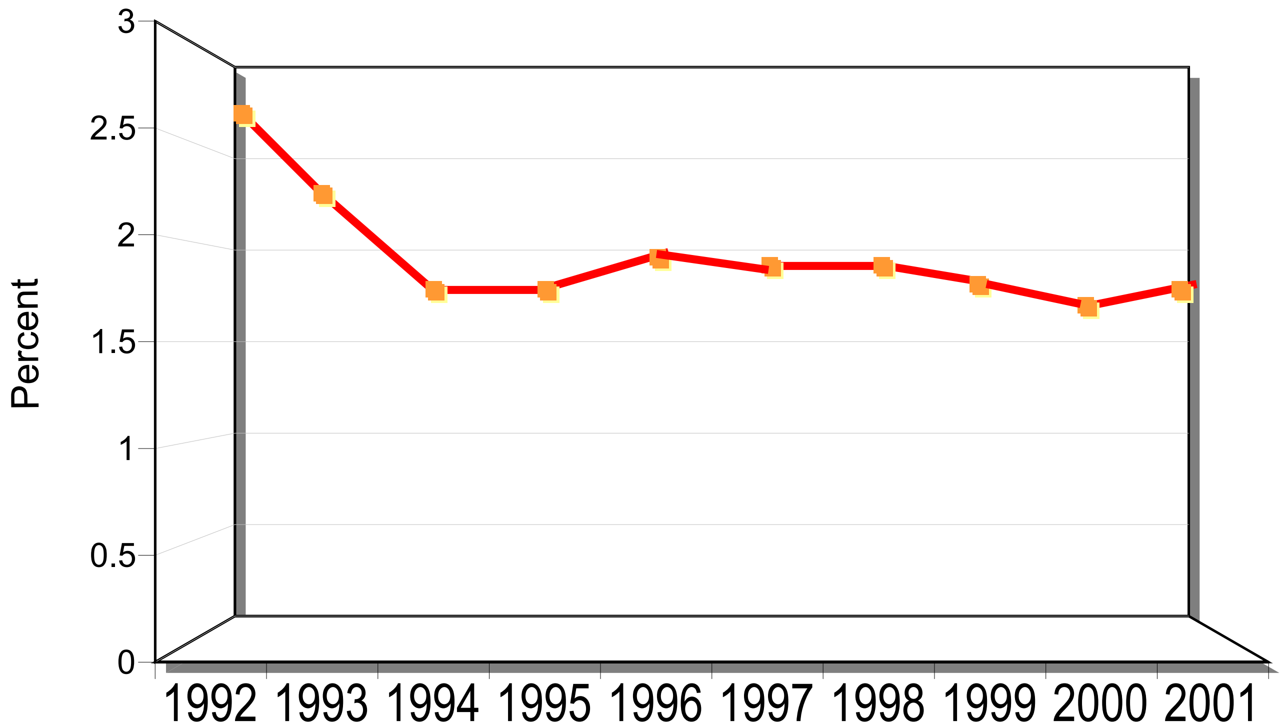


Total Marketable Trips – % Change 2001 vs. 1994

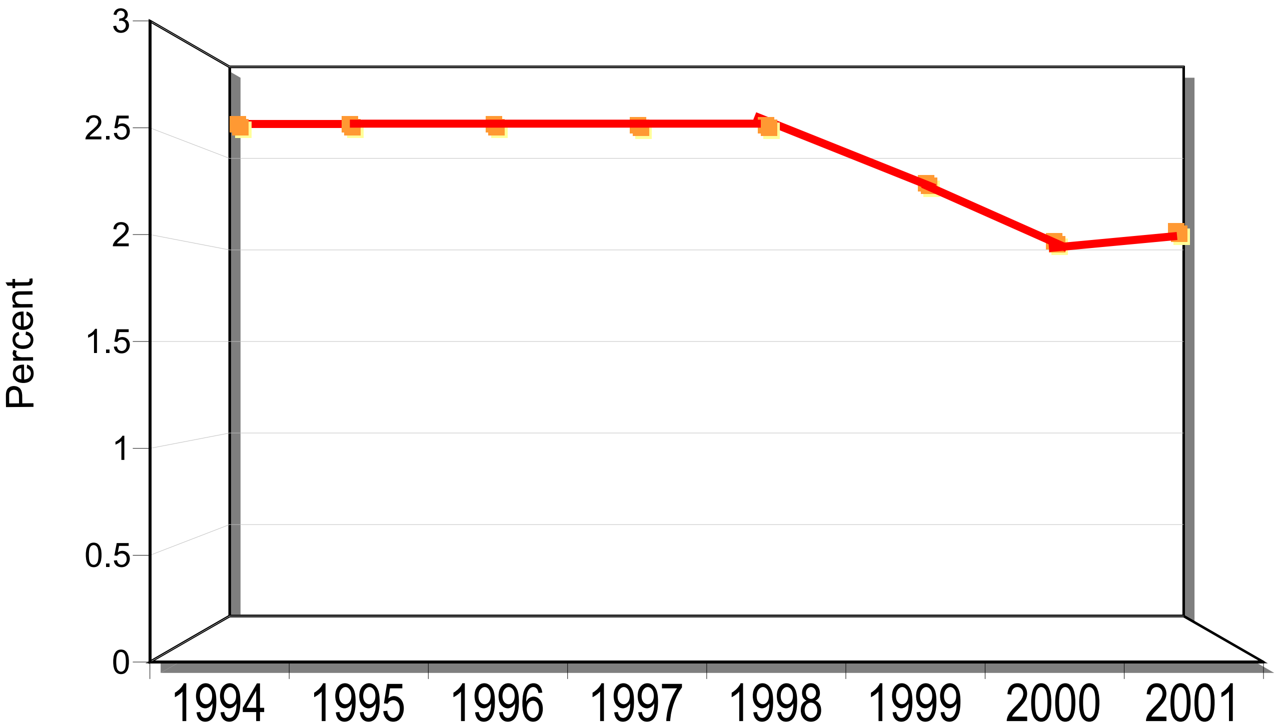


Colorado's Share of U.S. Overnight Pleasure Trips

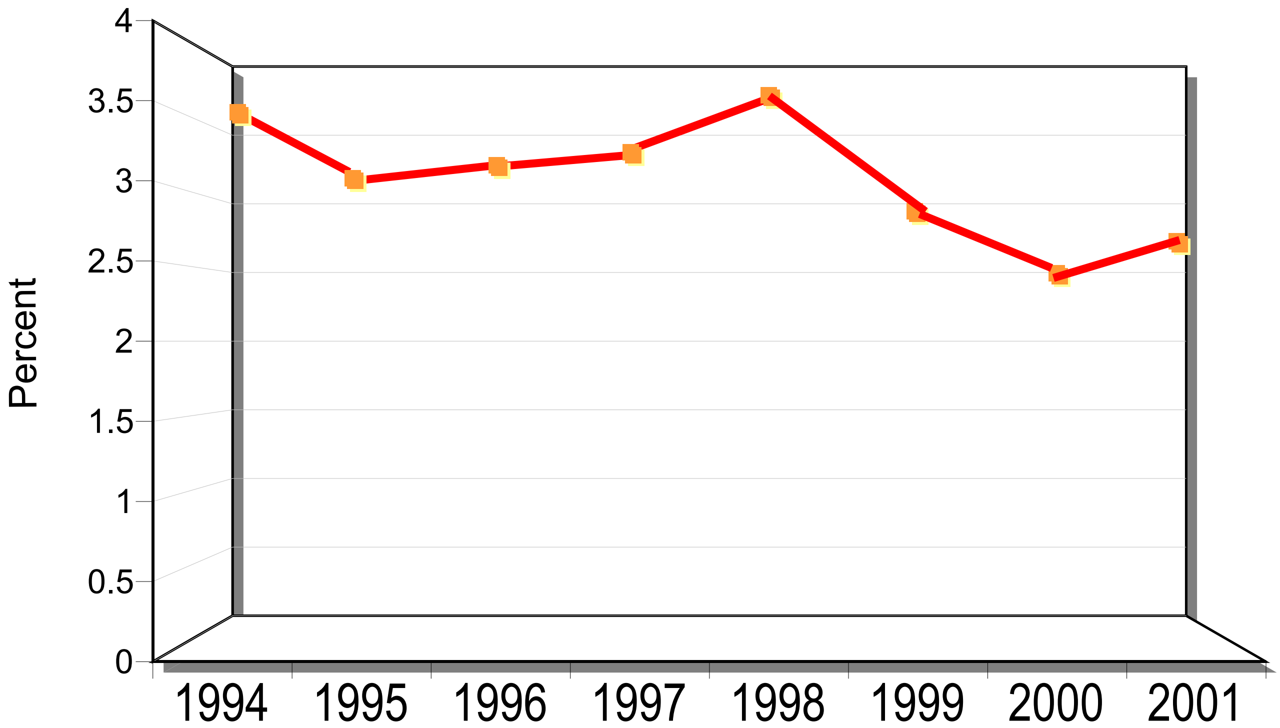
Percent Identifying Colorado as Main Destination of Trip



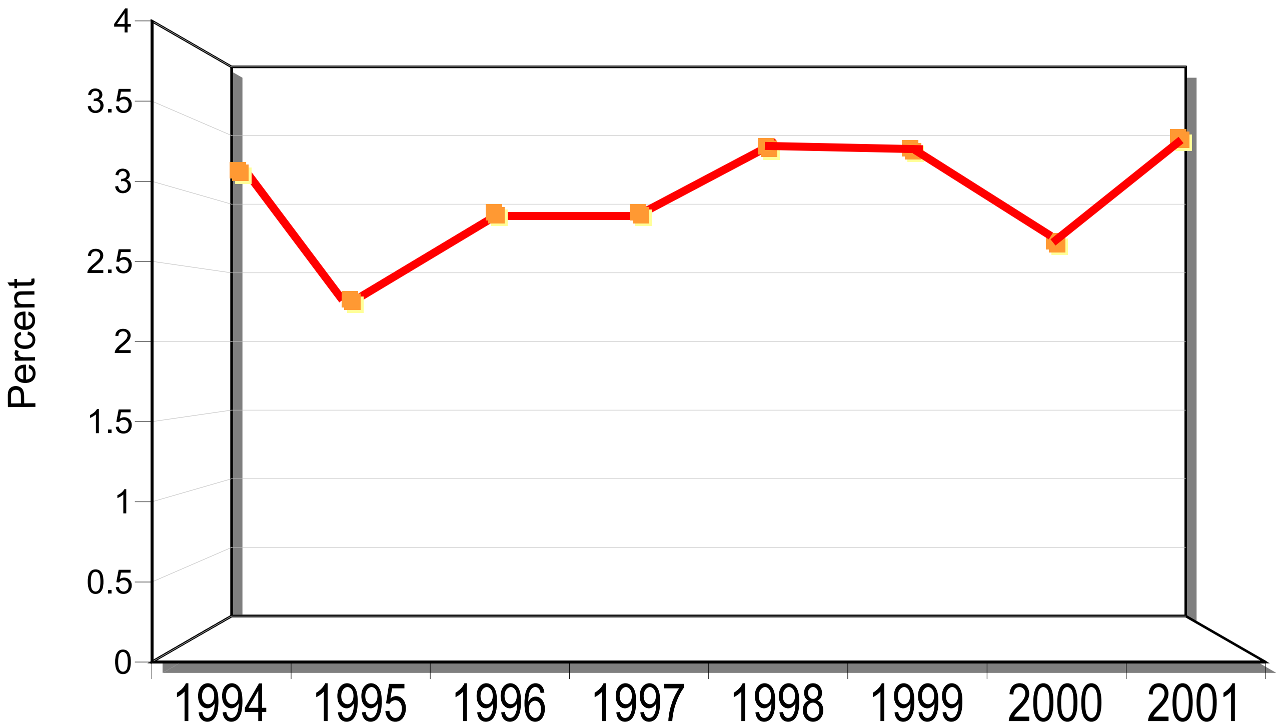
Colorado's Share of All Overnight Marketable Trips



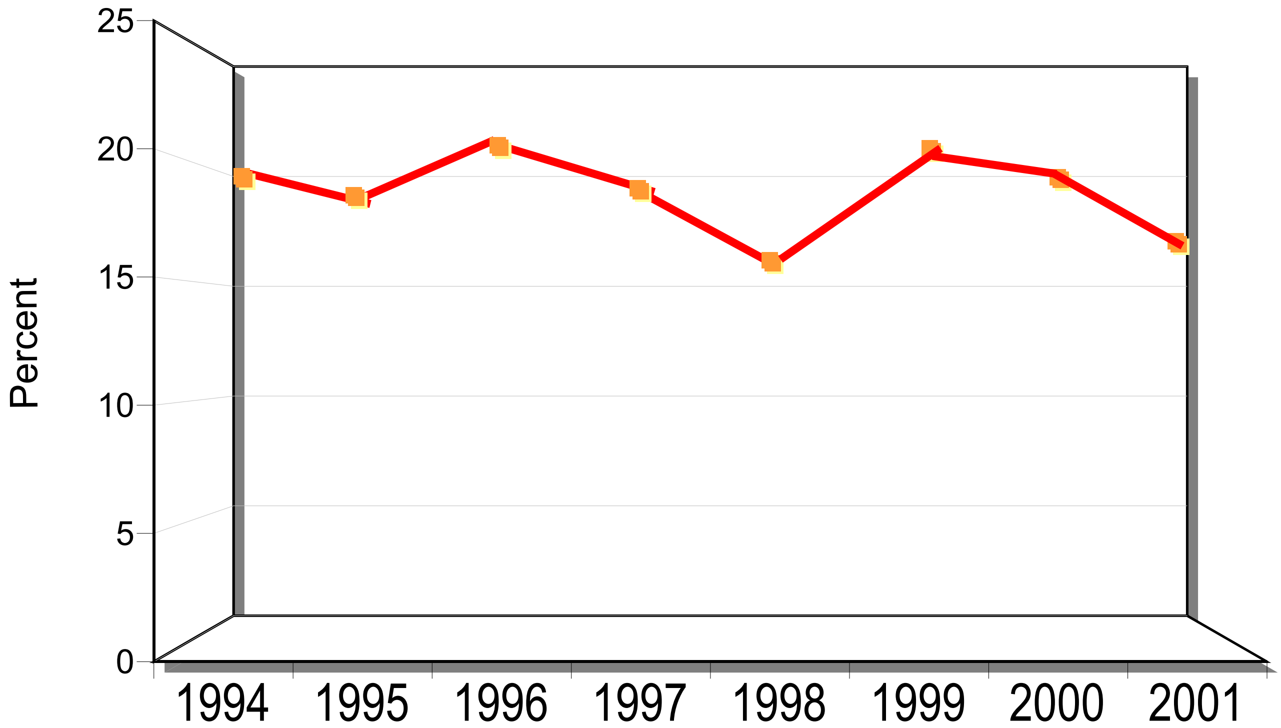
Colorado's Share of All Overnight Touring Trips



Colorado's Share of All Overnight Outdoors Trips



Colorado's Share of All Overnight Ski Trips



Colorado's Share of All Overnight VFR Trips

	2001		2000		1999	
Destination	*Rank**	*Share*	*Rank*	*Share*	*Rank*	*Share*
California	1	9.3%	1	9.4%	1	9.4%
Florida	2	7.4%	2	7.4%	2	7.4%
Texas	3	7.0%	3	6.9%	3	7.4%
New York	4	5.5%	4	5.3%	4	5.2%
Pennsylvania	5	5.3%	5	5.1%	5	4.8%
Georgia	6	4.5%	9	3.7%	8	4.0%
Colorado	**21**	**2.1%**	**23**	**2.1%**	**25**	**2.0%**

*Among 50 U.S. states

Colorado's Share of All Overnight Touring Trips

	2001		2000		1999	
Destination	*Rank**	*Share*	*Rank*	*Share*	*Rank*	*Share*
California	1	9.1%	1	10.0%	1	9.1%
Florida	2	6.7%	2	6.6%	3	5.6%
New York	3	6.4%	3	5.7%	2	5.8%
Nevada	4	5.0%	4	4.9%	5	4.8%
Tennessee	5	4.9%	5	4.2%	4	5.3%
Colorado	**17**	**2.7%**	**20**	**2.5%**	**14**	**3.0%**

*Among 50 U.S. states

Colorado's Share of All Overnight Ski Trips

	2001		2000		1999	
Destination	*Rank**	*Share*	*Rank*	*Share*	*Rank*	*Share*
Colorado	**1**	**16.9%**	**1**	**19.7%**	**1**	**20.8%**
California	2	15.7%	2	13.8%	2	14.7%
Vermont	3	12.2%	3	10.1%	4	7.6%
Nevada	4	7.6%	5	6.6%	3	10.5%
New Hampshire	5	5.0%	7	5.0%	8	5.2%
Utah	6	4.0%	4	6.7%	6	5.4%
Pennsylvania	7	3.8%	6	5.8%	5	5.5%

*Among 50 U.S. states

Colorado's Share of All Overnight Outdoors Trips

	2001		2000		1999	
Destination	*Rank**	*Share*	*Rank*	*Share*	*Rank*	*Share*
California	1	11.6%	1	12.3%	1	12.4%
Wisconsin	2	5.9%	3	5.8%	3	5.4%
Texas	3	5.4%	4	5.5%	2	6.2%
Michigan	4	5.1%	2	6.1%	4	5.3%
Pennsylvania	5	4.9%	5	5.2%	5	4.8%
Washington	6	4.6%	6	4.9%	8	3.6%
Minnesota	7	4.4%	7	4.0%	6	4.0%
Colorado	**10**	**3.5%**	**11**	**2.7%**	**10**	**3.4%**

*Among 50 U.S. states

Colorado's Share of All Overnight Marketable Trips

	2001		2000		1999	
Destination	*Rank**	*Share*	*Rank*	*Share*	*Rank*	*Share*
California	1	9.4%	1	9.6%	1	9.7%
Florida	2	9.1%	2	9.2%	2	8.6%
Nevada	3	8.9%	3	8.4%	3	8.2%
Texas	4	4.8%	4	4.1%	4	4.6%
New York	5	4.3%	5	4.0%	5	4.3%
New Jersey	6	3.9%	7	3.7%	6	3.9%
Pennsylvania	7	3.4%	6	3.8%	7	3.7%
Colorado	**23**	**2.1%**	**24**	**2.0%**	**19**	**2.3%**

*Among 50 U.S. states

National Trends & Impacts of September 11 on Travel

U.S. Overnight Trips – 2001 vs. 2000

Destination	*Rank* in % Change*	*% Change*
U.S. Norm		-2%
Oklahoma	1	+11%
Vermont	2	+10%
Georgia	3	+8%
New Hampshire	4	+7%
Texas	5	+6%
Maine	6	+6%
Utah	7	+5%
Idaho	8	+3%
New York	9	+3%
Maryland	10	+2%
Colorado	**37**	**-3%**

*State ranking

U.S. Overnight VFR Trips – 2001 vs. 2000

Destination	*Rank* in % Change*	*% Change*
U.S. Norm		+2%
Alaska	1	+45%
Mississippi	2	+26%
Hawaii	3	+25%
Georgia	4	+23%
New Hampshire	5	+21%
Nebraska	6	+15%
Vermont	7	+10%
Nevada	8	+8%
Wisconsin	9	+8%
Montana	10	+8%
Colorado	**33**	**0%**

*State ranking

U.S. Overnight Marketable Trips – 2001 vs. 2000

Destination	*Rank* in % Change*	*% Change*
U.S. Norm		-2%
Vermont	1	+20%
Oregon	2	+18%
Texas	3	+13%
Utah	4	+9%
Maryland	5	+9%
Oklahoma	6	+7%
New Hampshire	7	+6%
Illinois	8	+6%
Colorado	**9**	**+4%**
Arkansas	10	+4%

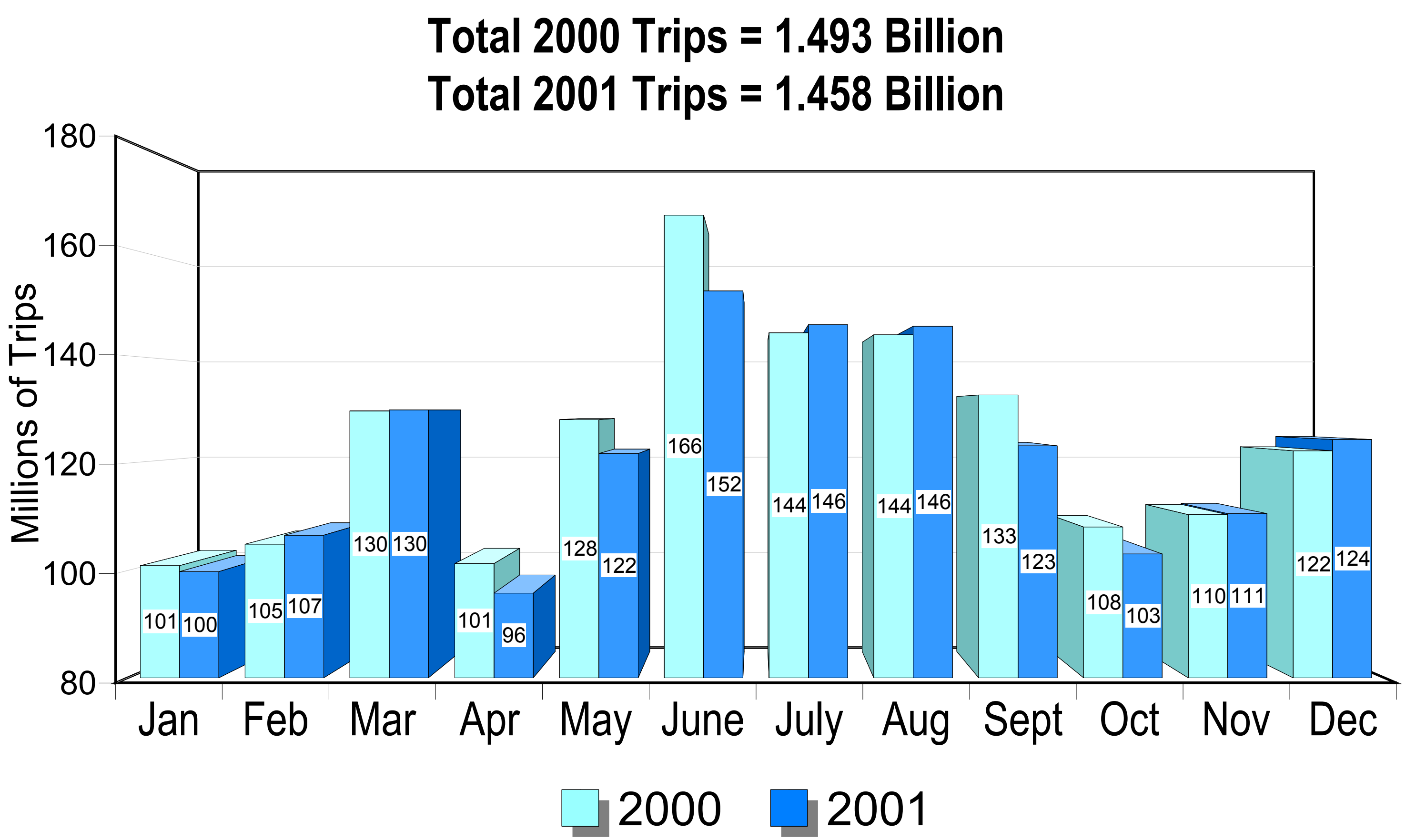
*State ranking

U.S. Overnight Business Trips – 2001 vs. 2000

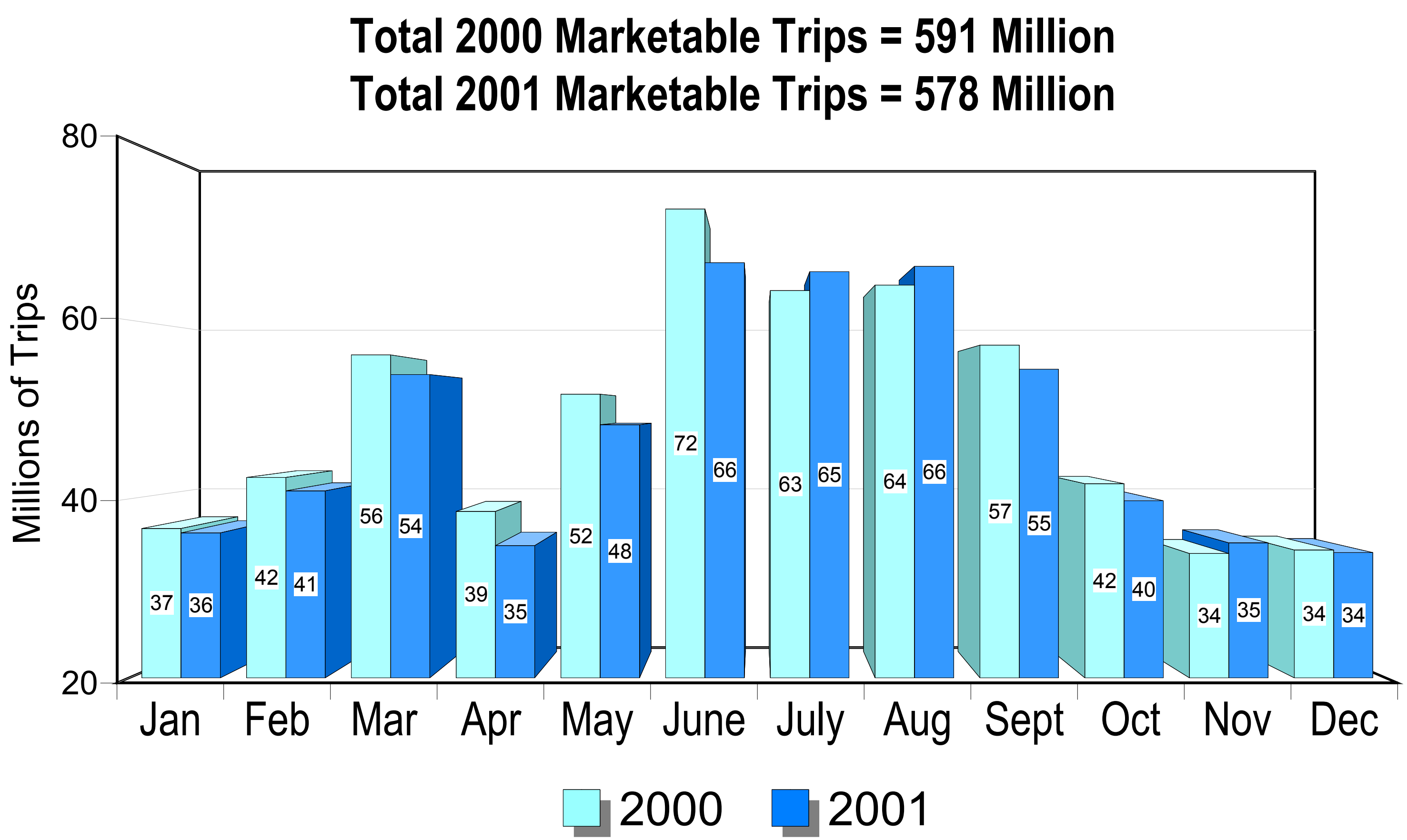
Destination	*Rank* in % Change*	*% Change*
U.S. Norm		-10%
Oklahoma	1	+45%
Idaho	2	+31%
Maine	3	+26%
Alaska	4	+9%
New Jersey	5	+7%
Minnesota	6	+5%
Delaware	7	+4%
Texas	8	+3%
Louisiana	9	+2%
West Virginia	10	+1%
Colorado	**43**	**-22%**

*State ranking

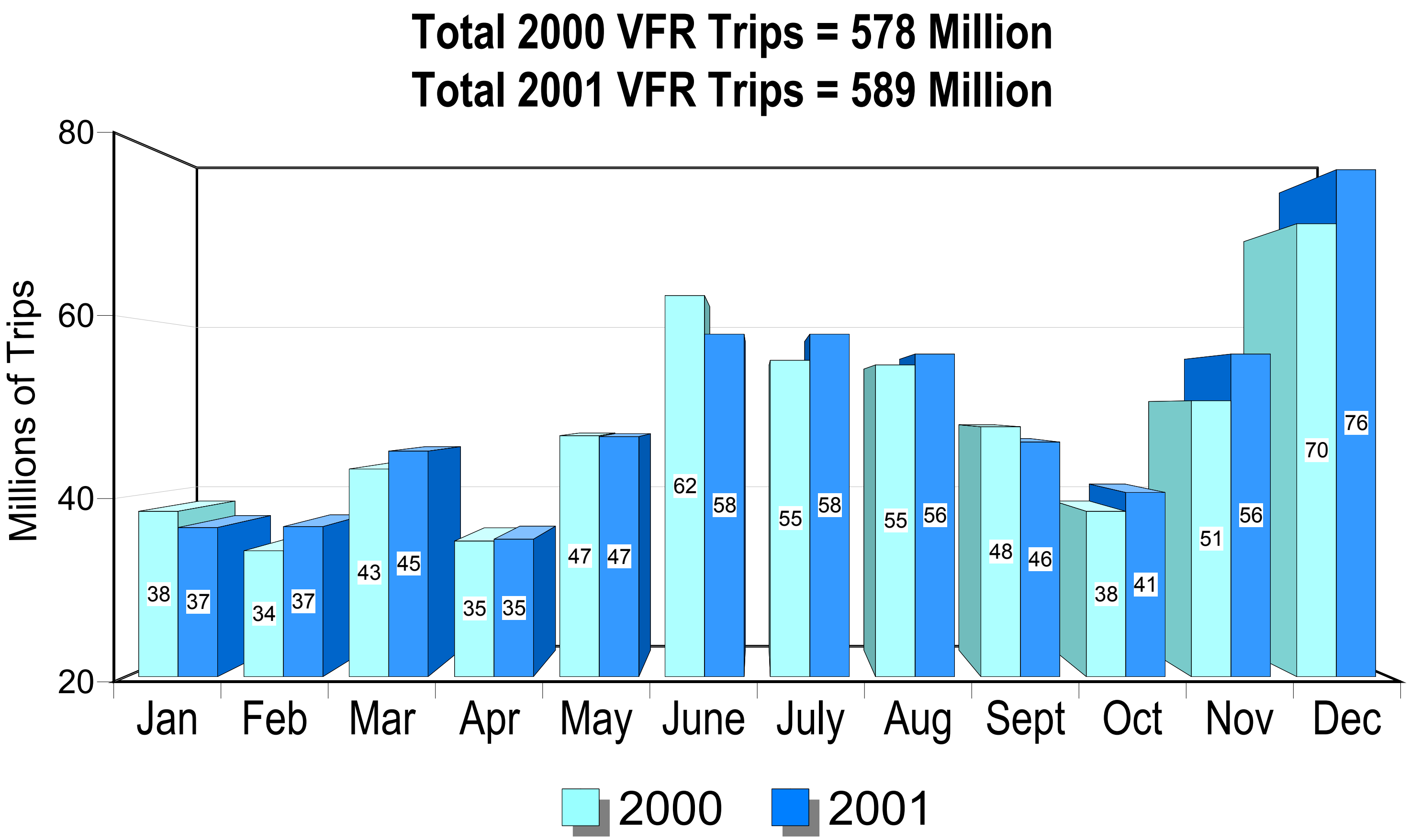
U.S. Overnight Trips by Month – 2001 vs. 2000



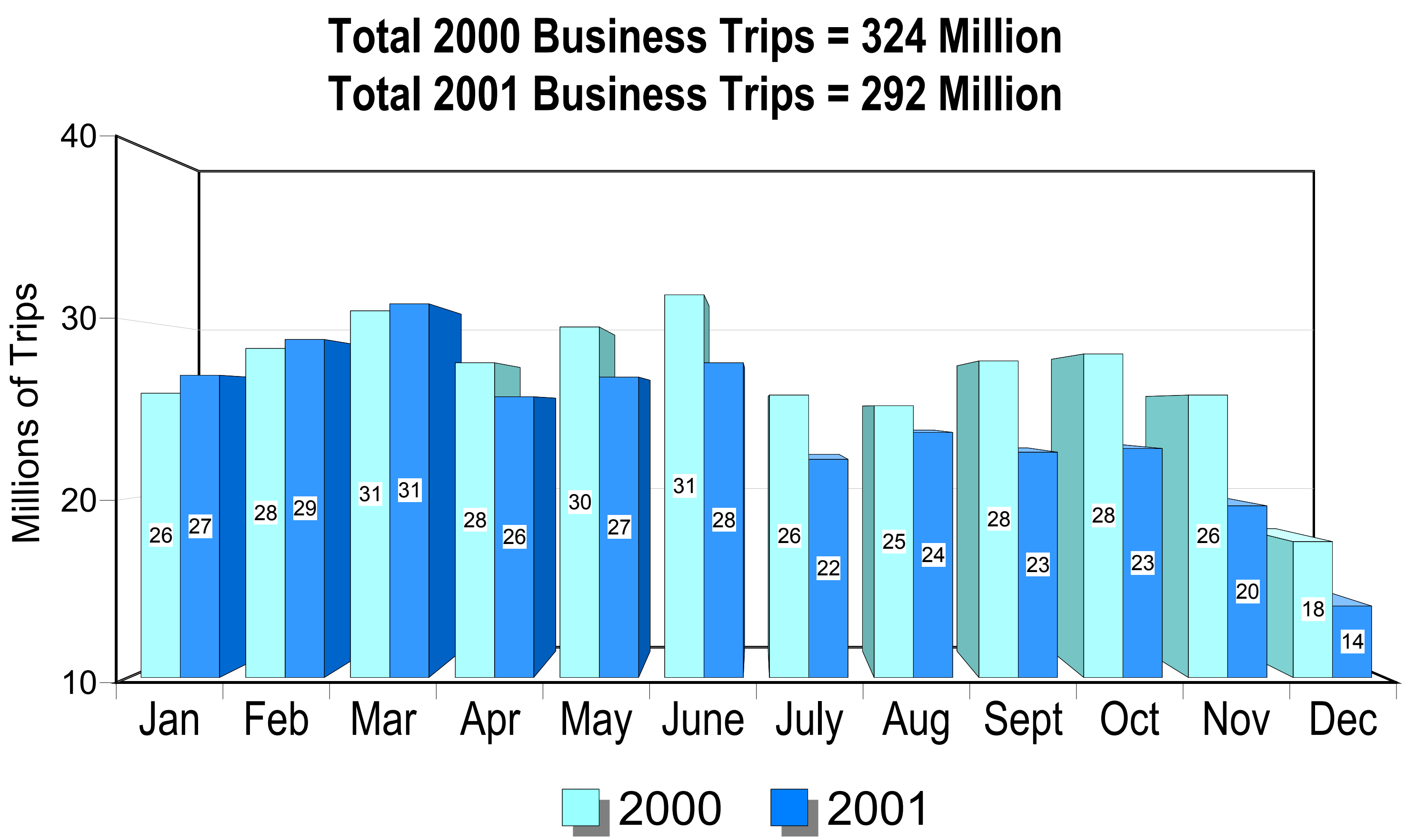
U.S. Overnight Marketable Trips by Month – 2001 vs. 2000



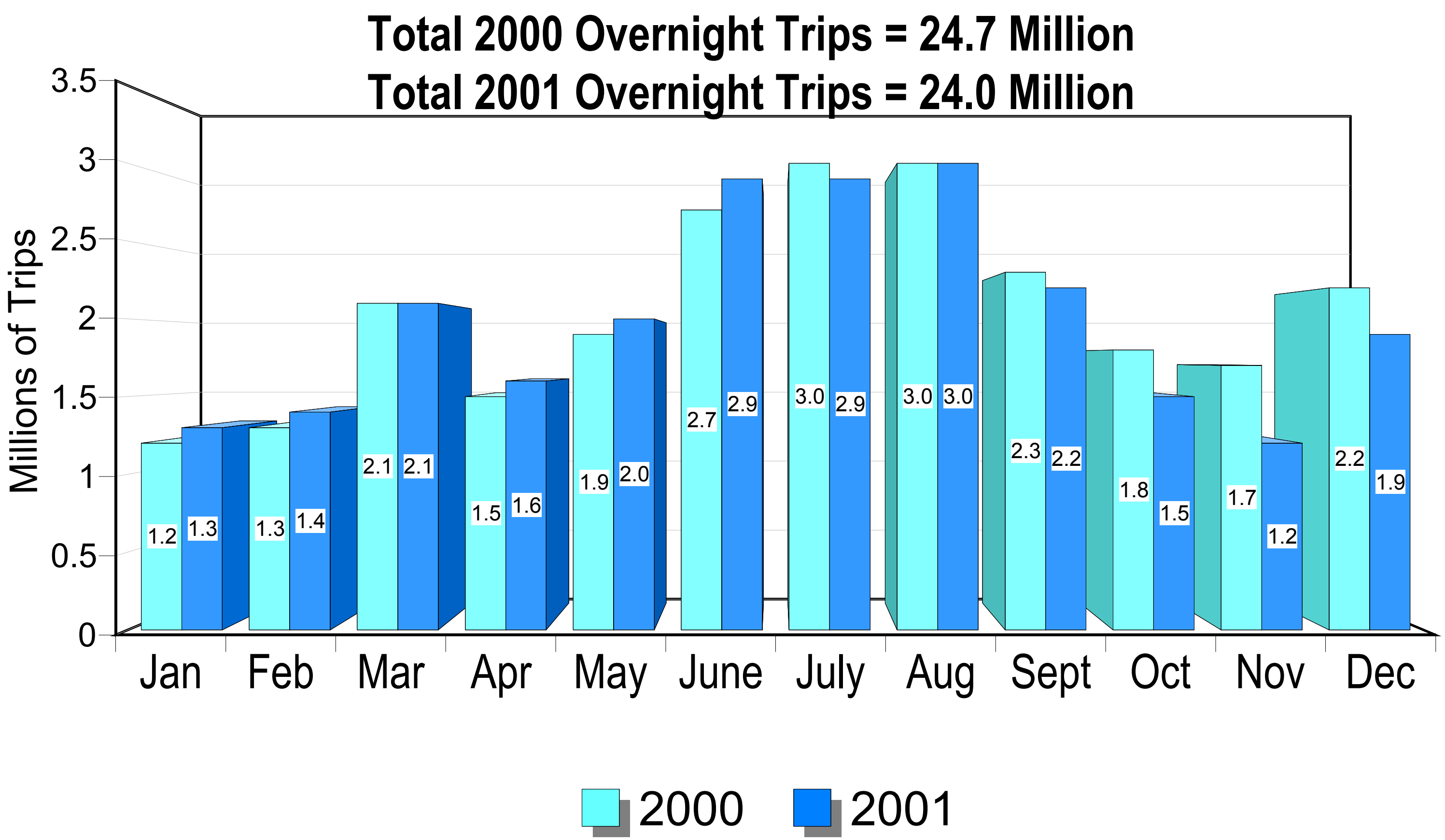
U.S. Overnight VFR Trips by Month – 2001 vs. 2000



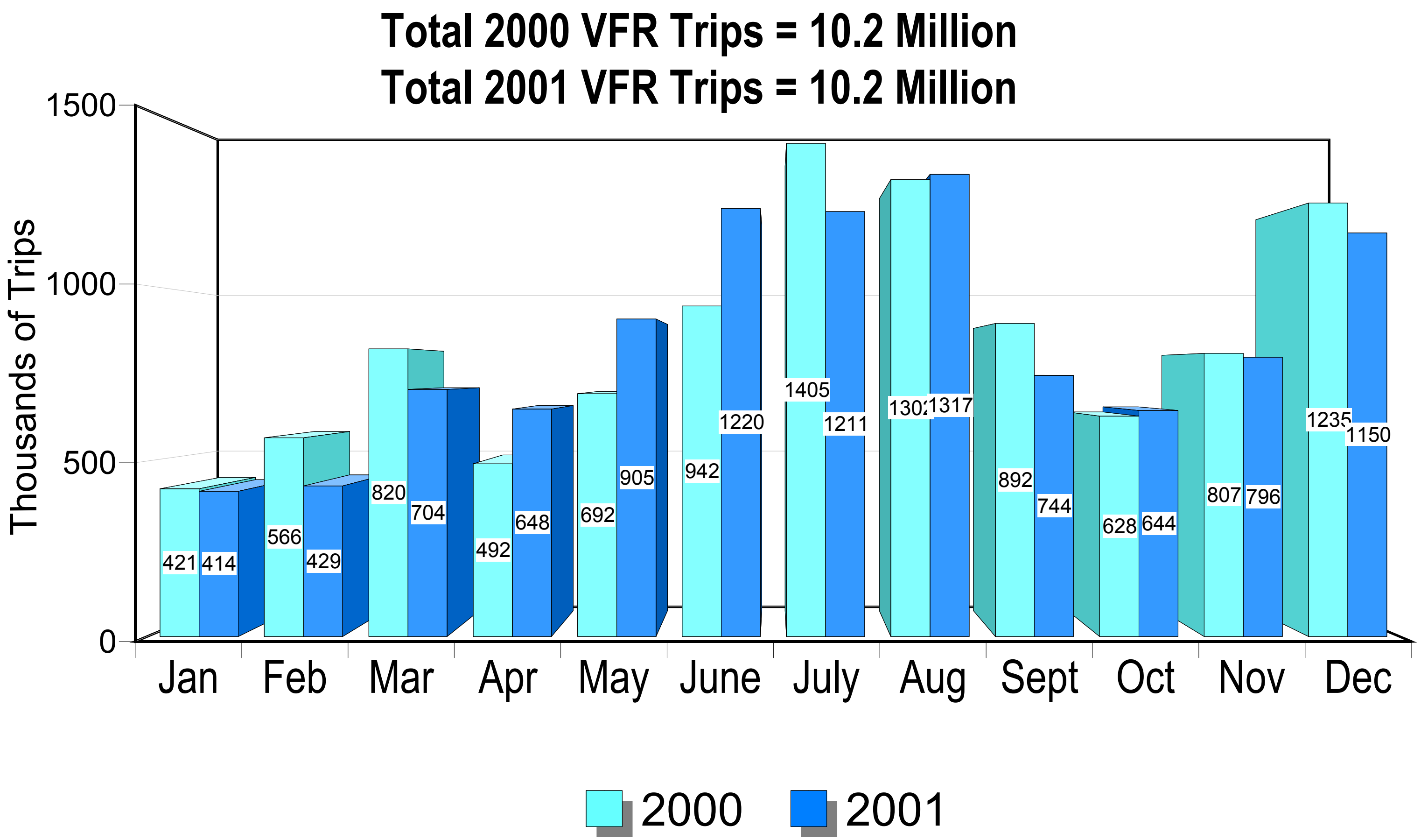
U.S. Overnight Business Trips by Month – 2001 vs. 2000



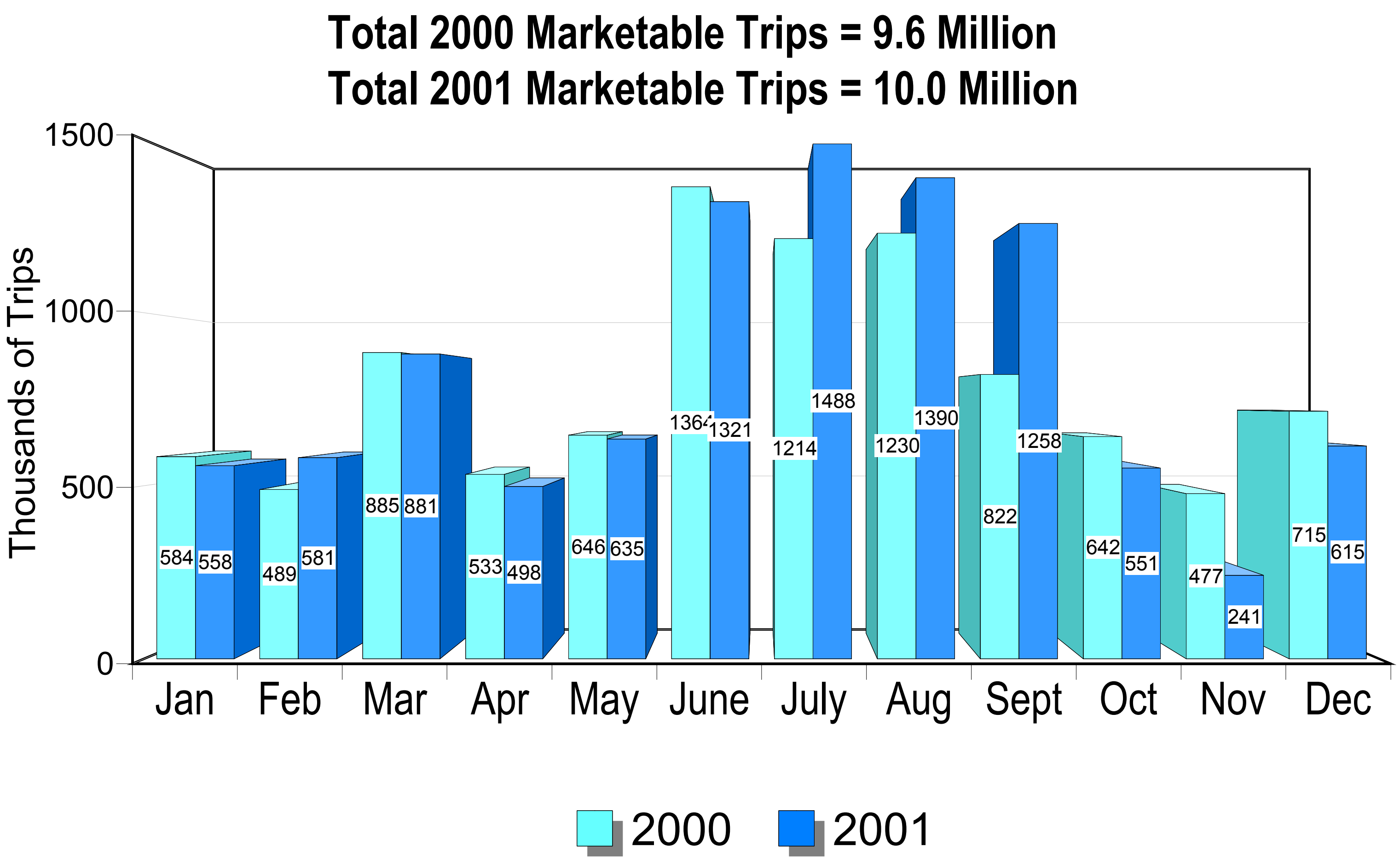
Overnight Trips to Colorado by Month



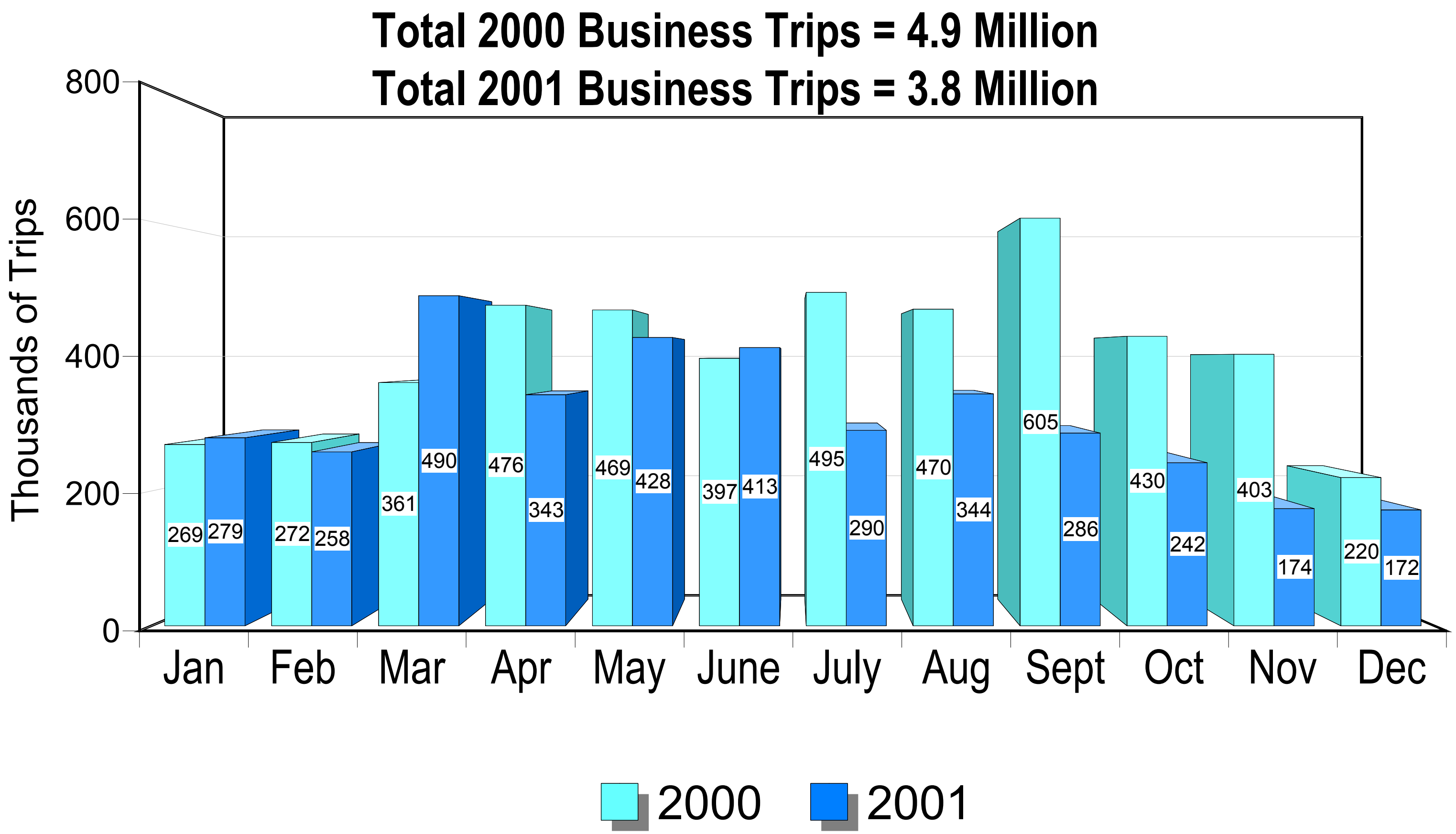
Overnight VFR Trips to Colorado by Month



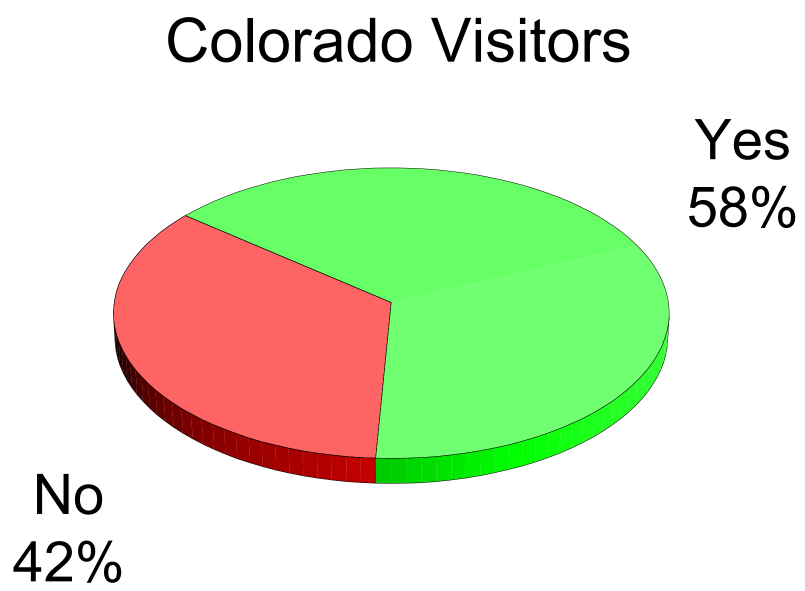
Overnight Marketable Pleasure Trips to Colorado by Month

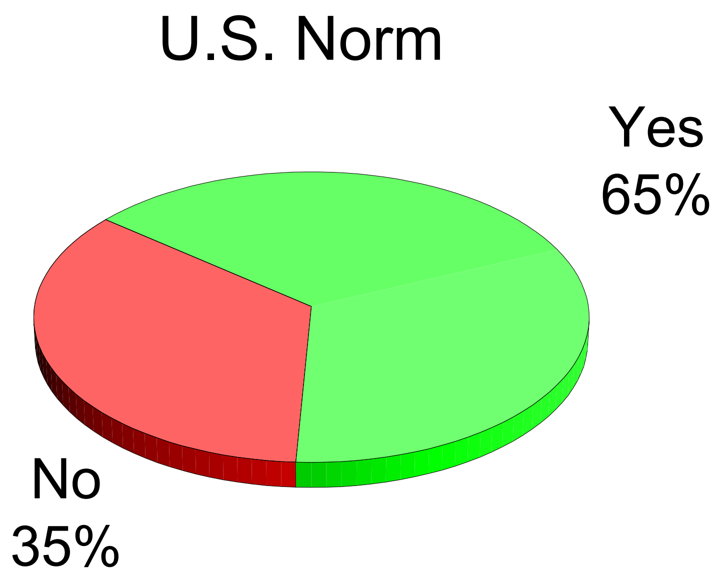


Overnight Business Trips to Colorado by Month



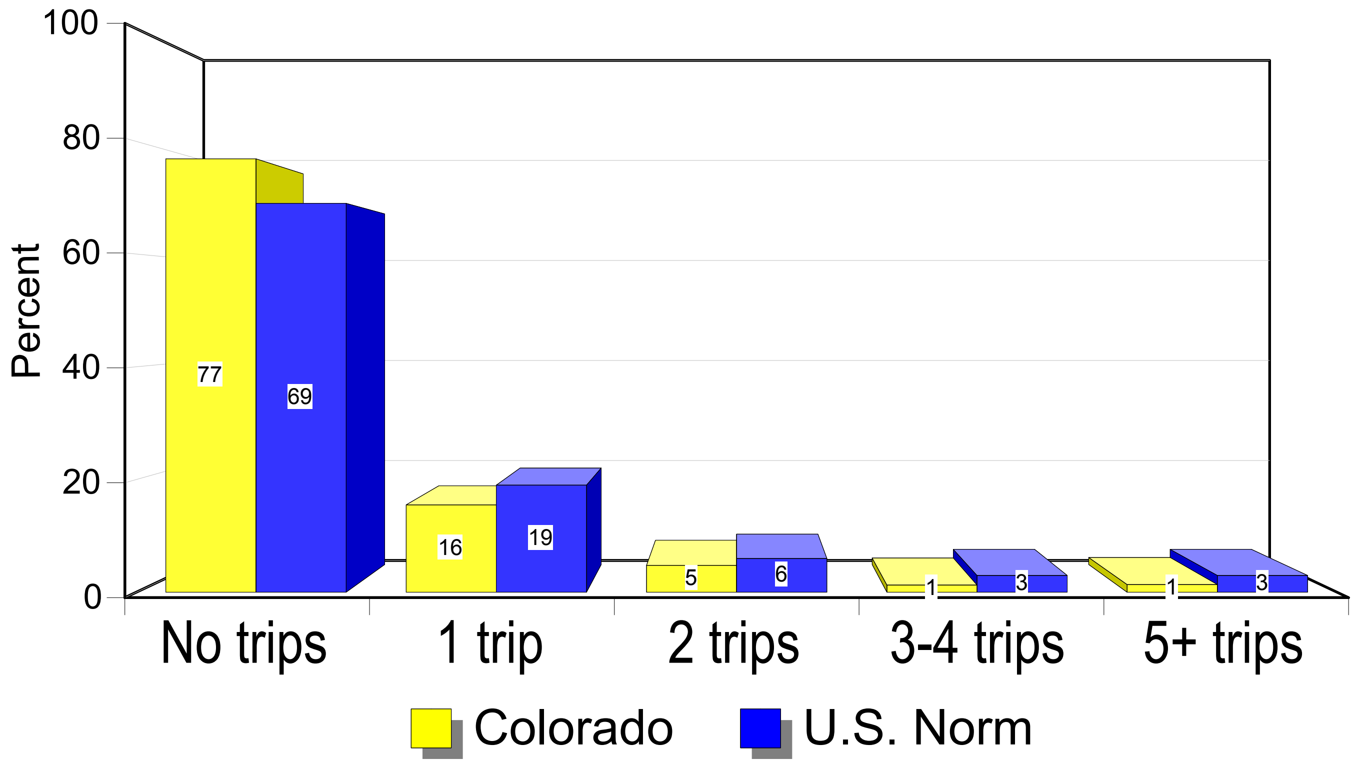
Percent With Any Overnight Trips Planned For End of 2001 Before September 11





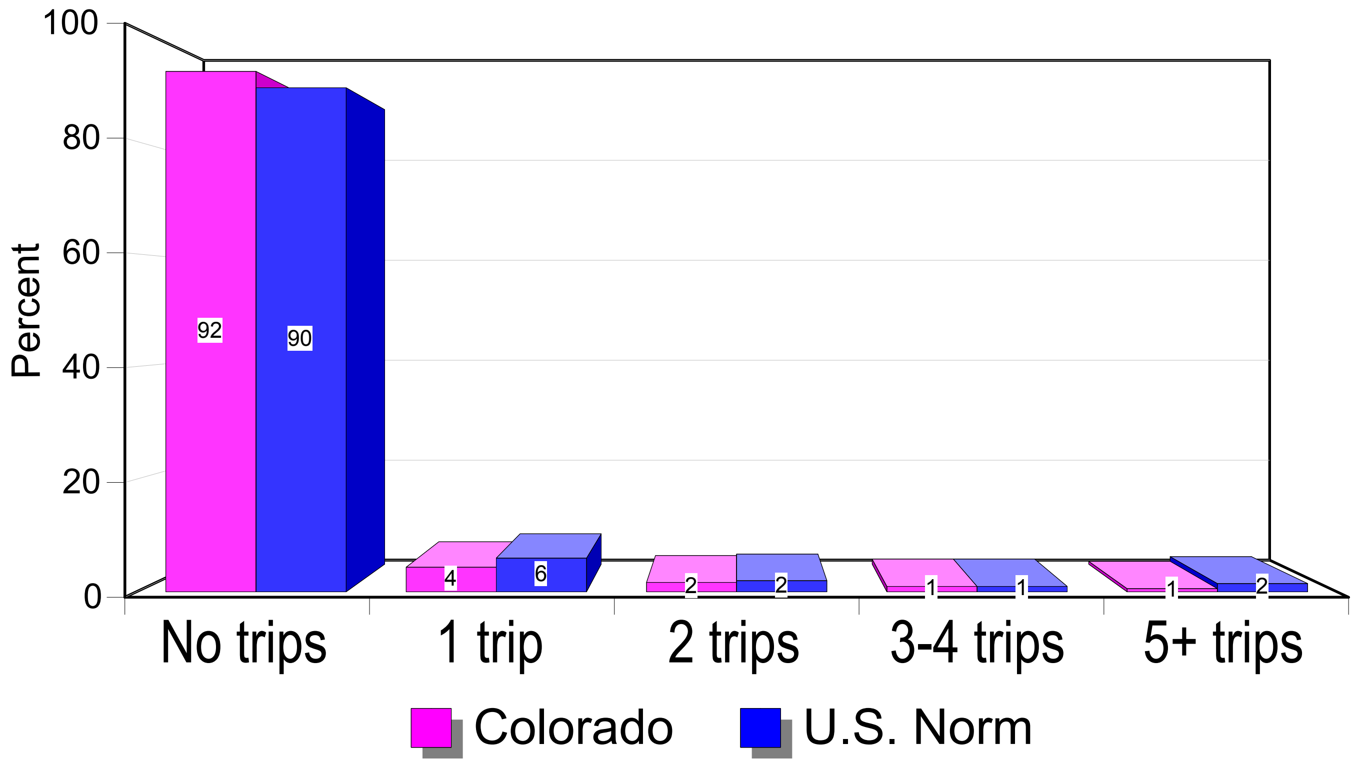
Repeat Pleasure Trips Originally Planned to the Destination for Sept. 11 – Dec. 31

Base: Total overnight visitors



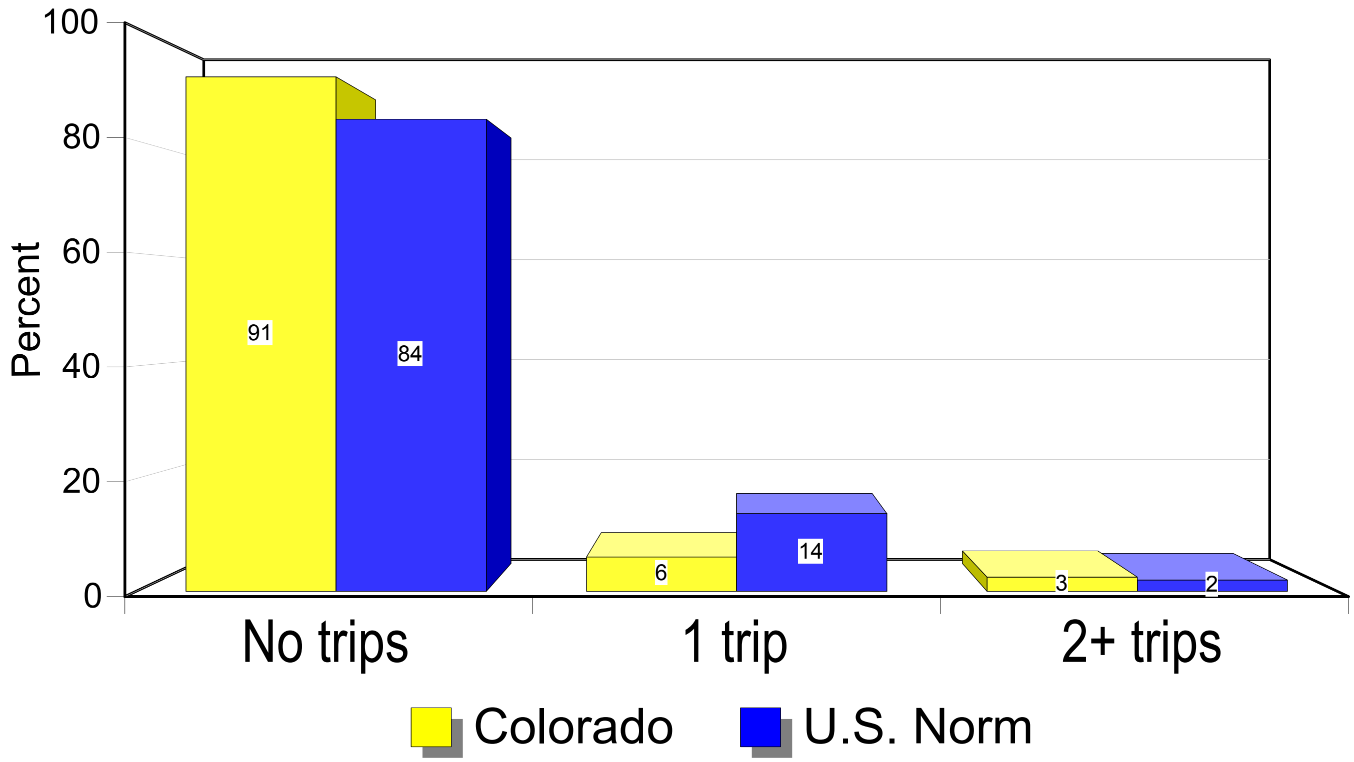
Repeat Business Trips Originally Planned to the Destination for Sept. 11 – Dec. 31

Base: Total overnight visitors



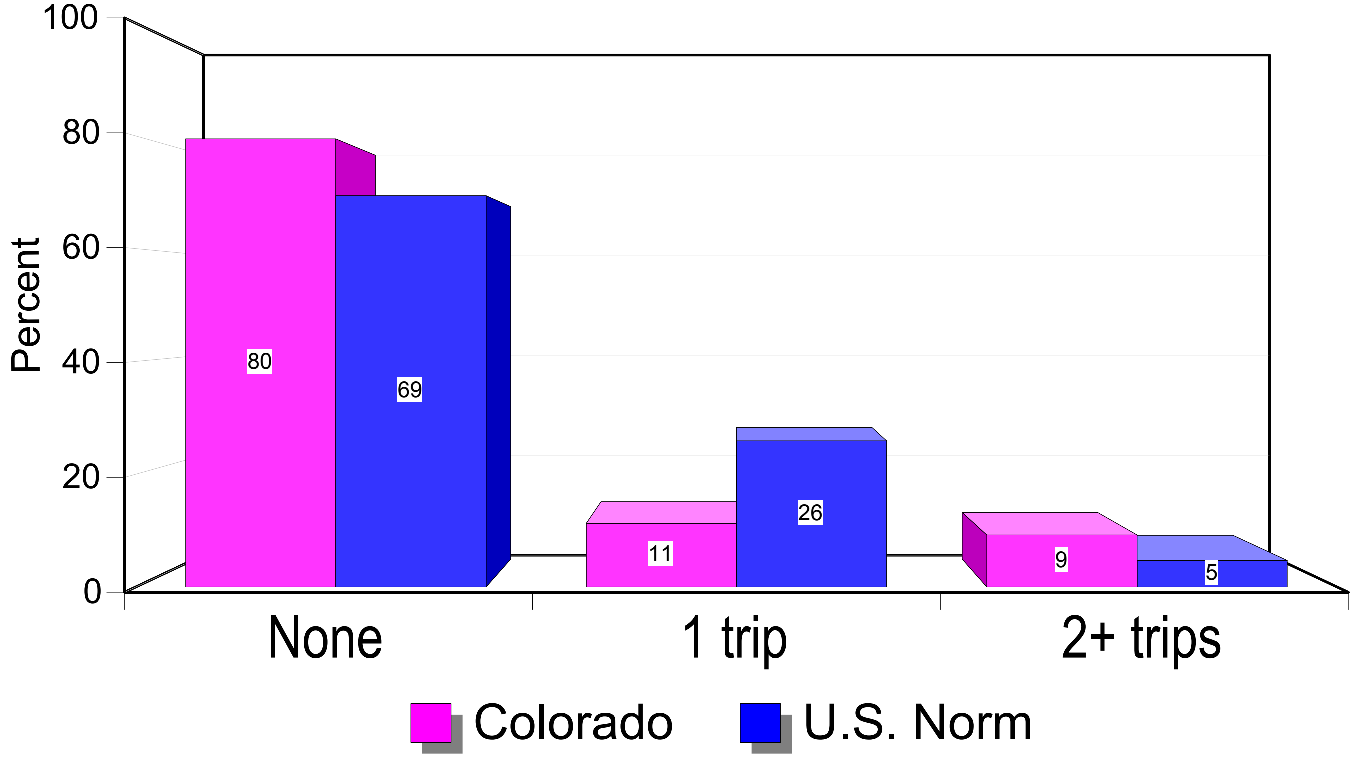
Pleasure Trips Cancelled/Postponed to the Destination Due to September 11

Base: Those who planned a repeat trip to the destination for end of 2001



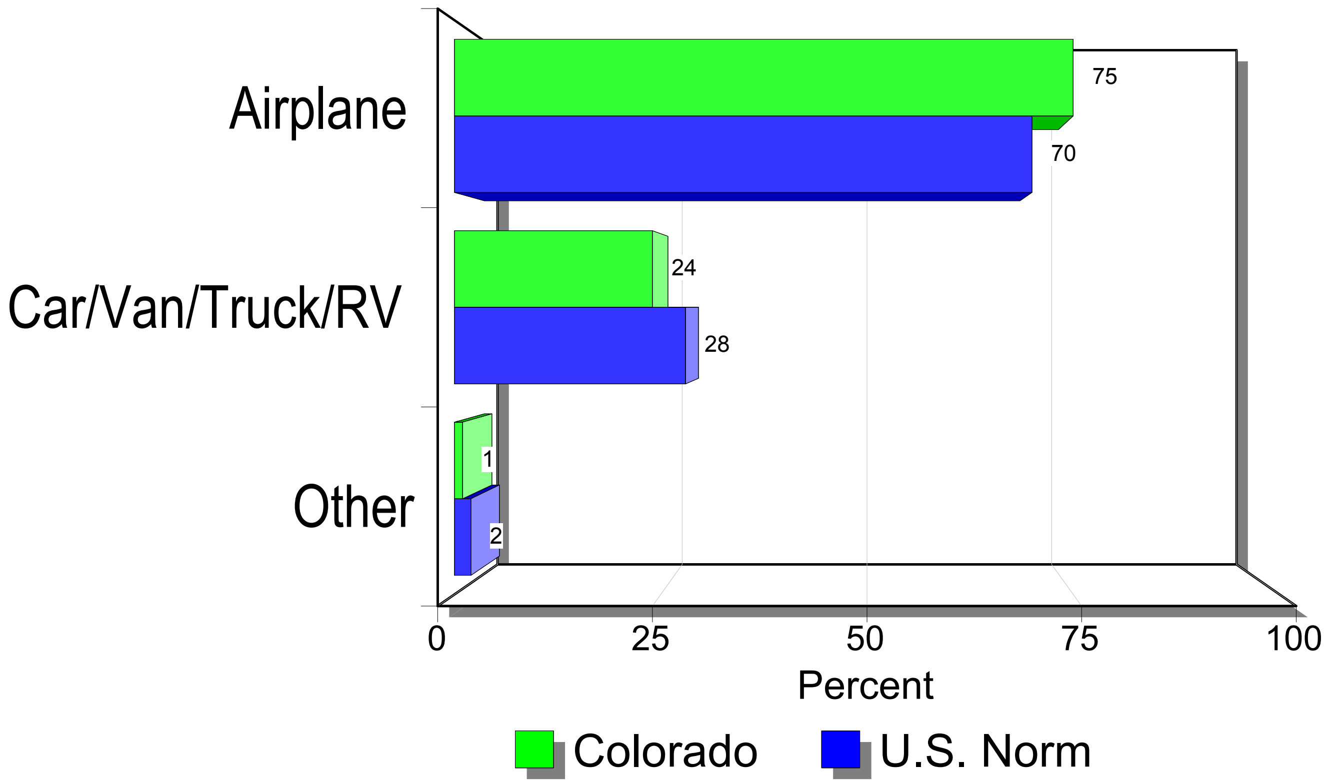
Business Trips Cancelled/Postponed to the Destination Due to September 11

Base: Those who planned a repeat trip to the destination for end of 2001



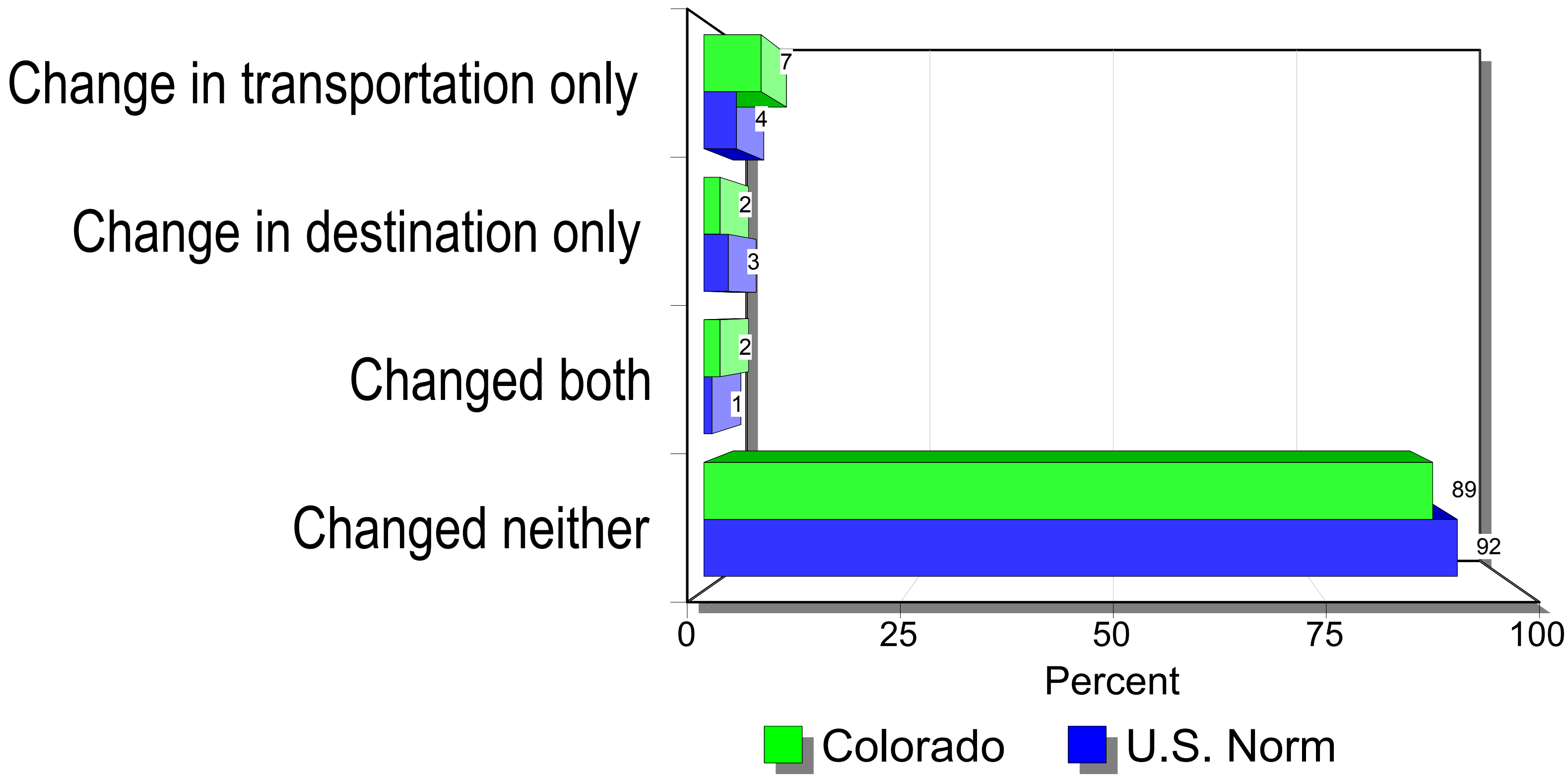
Intended Means of Transportation For Cancelled/Postponed Trips

Base: Those who cancelled/postponed a trip to any destination



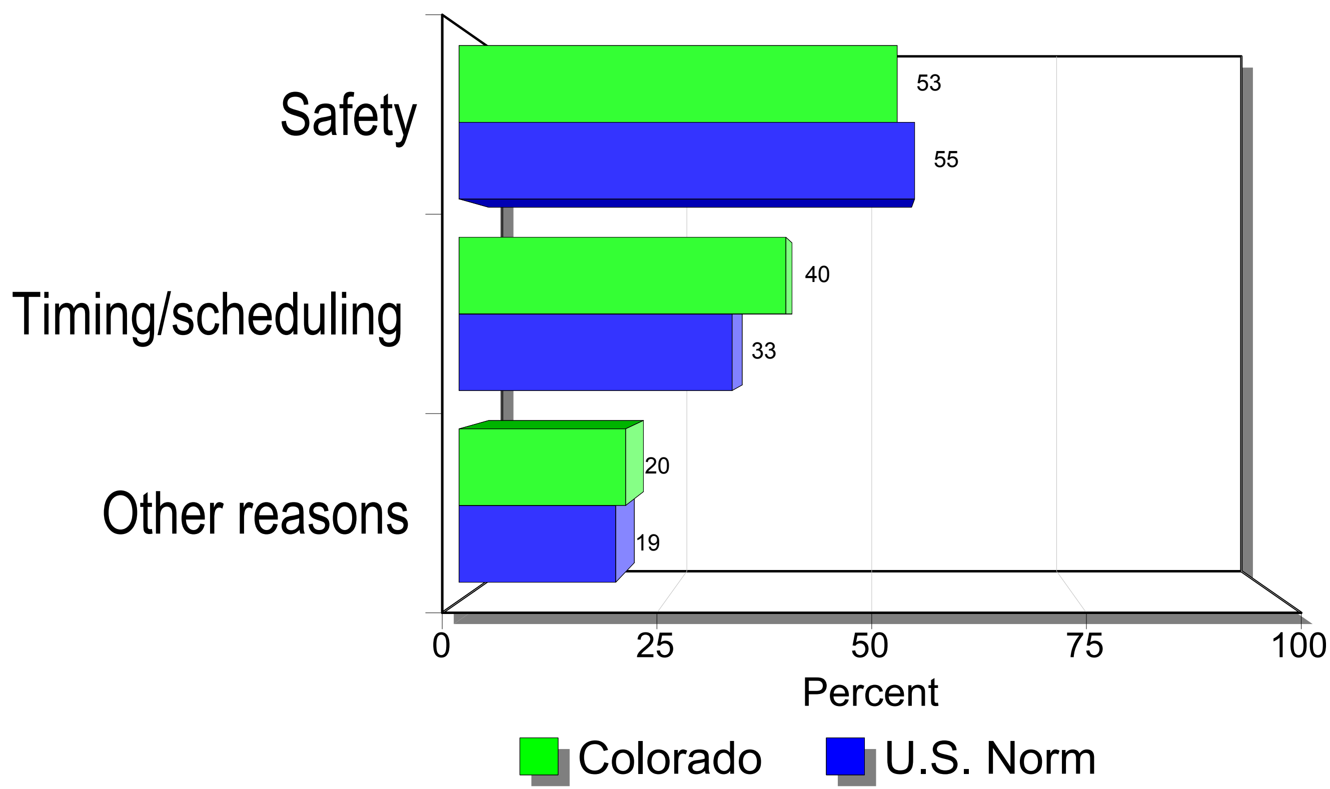
Changes in Travel Plans Due to September 11

Base: Those who took a planned trip to any destination for end of 2001



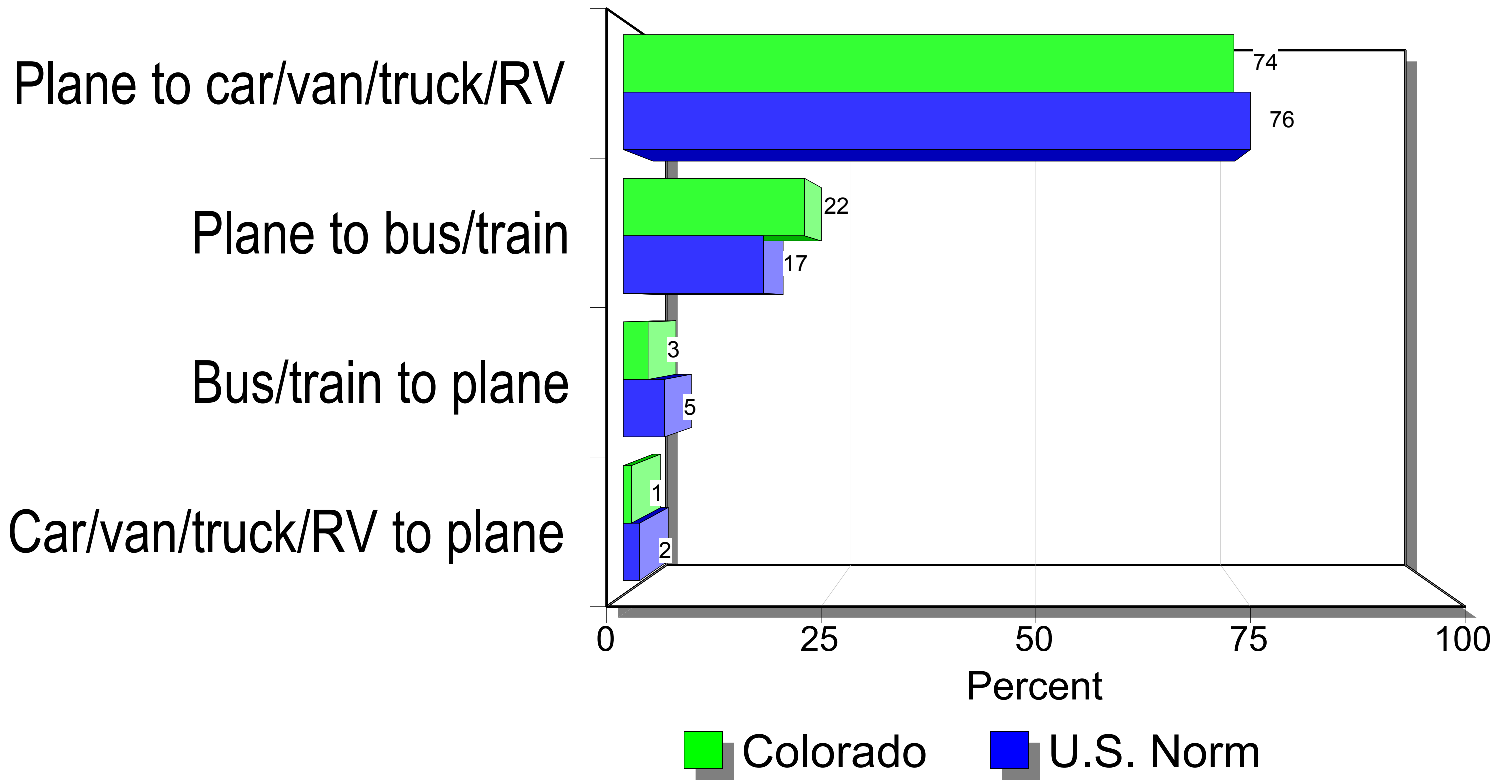
Reasons For Transportation Change

Base: Those who changed transportation of trip



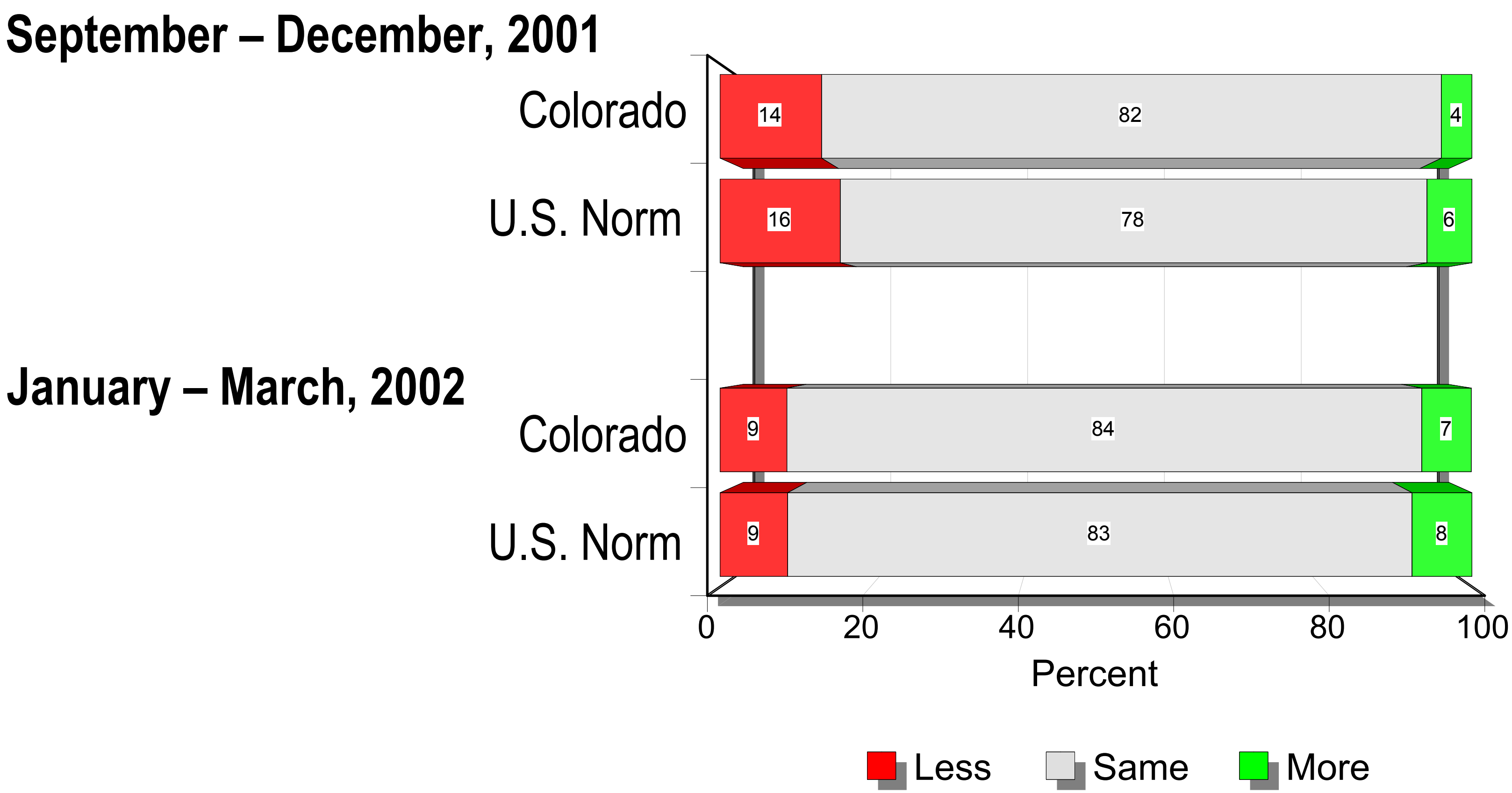
Type of Transportation Change

Base: Those who changed transportation of trip



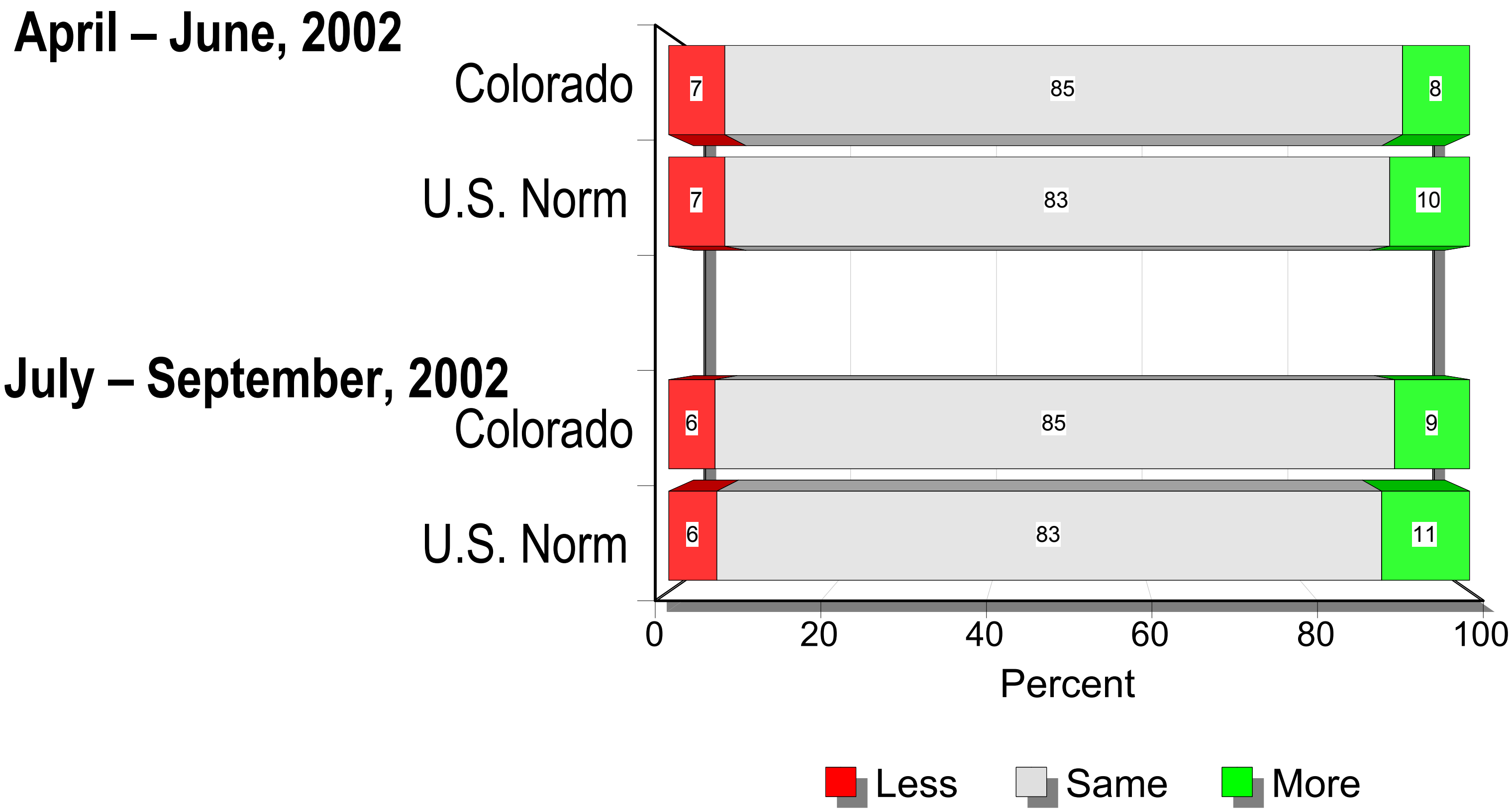
Intent to Travel in Specific Time Periods

Base: Total overnight travelers



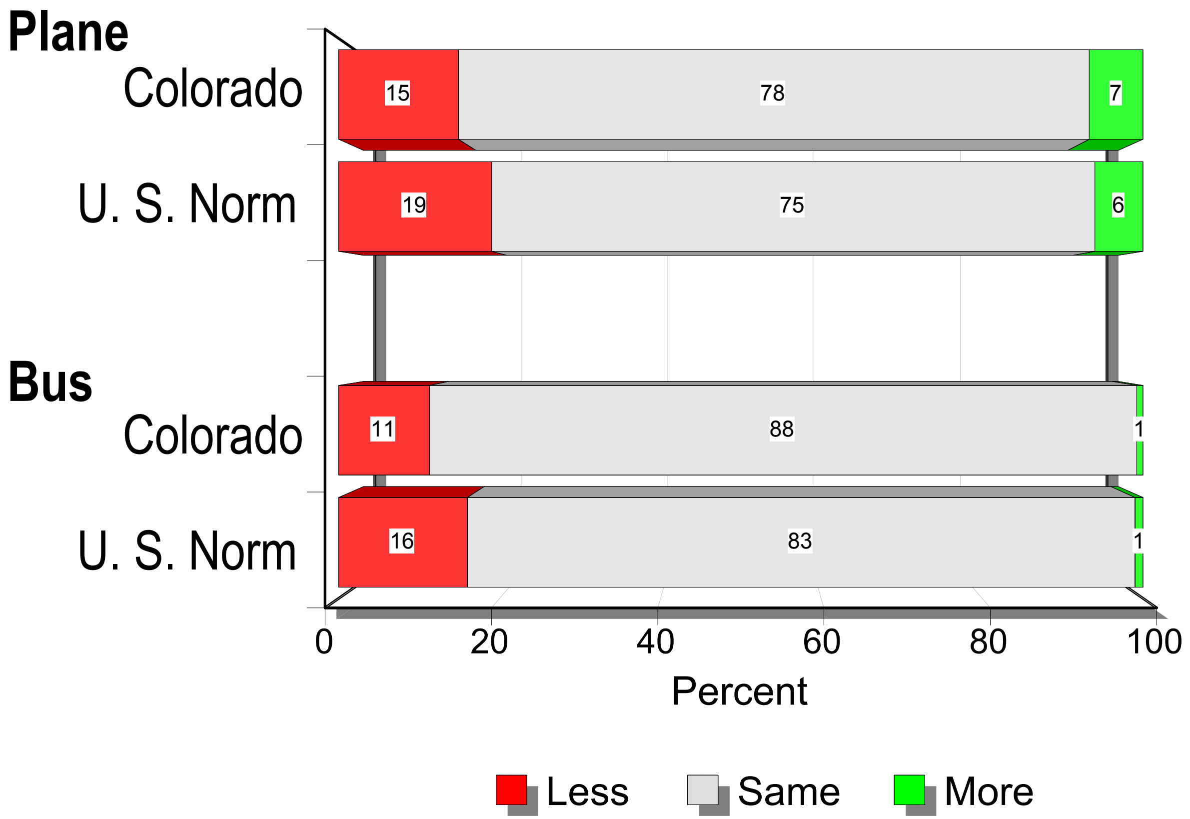
Intent to Travel in Specific Time Periods

Base: Total overnight travelers



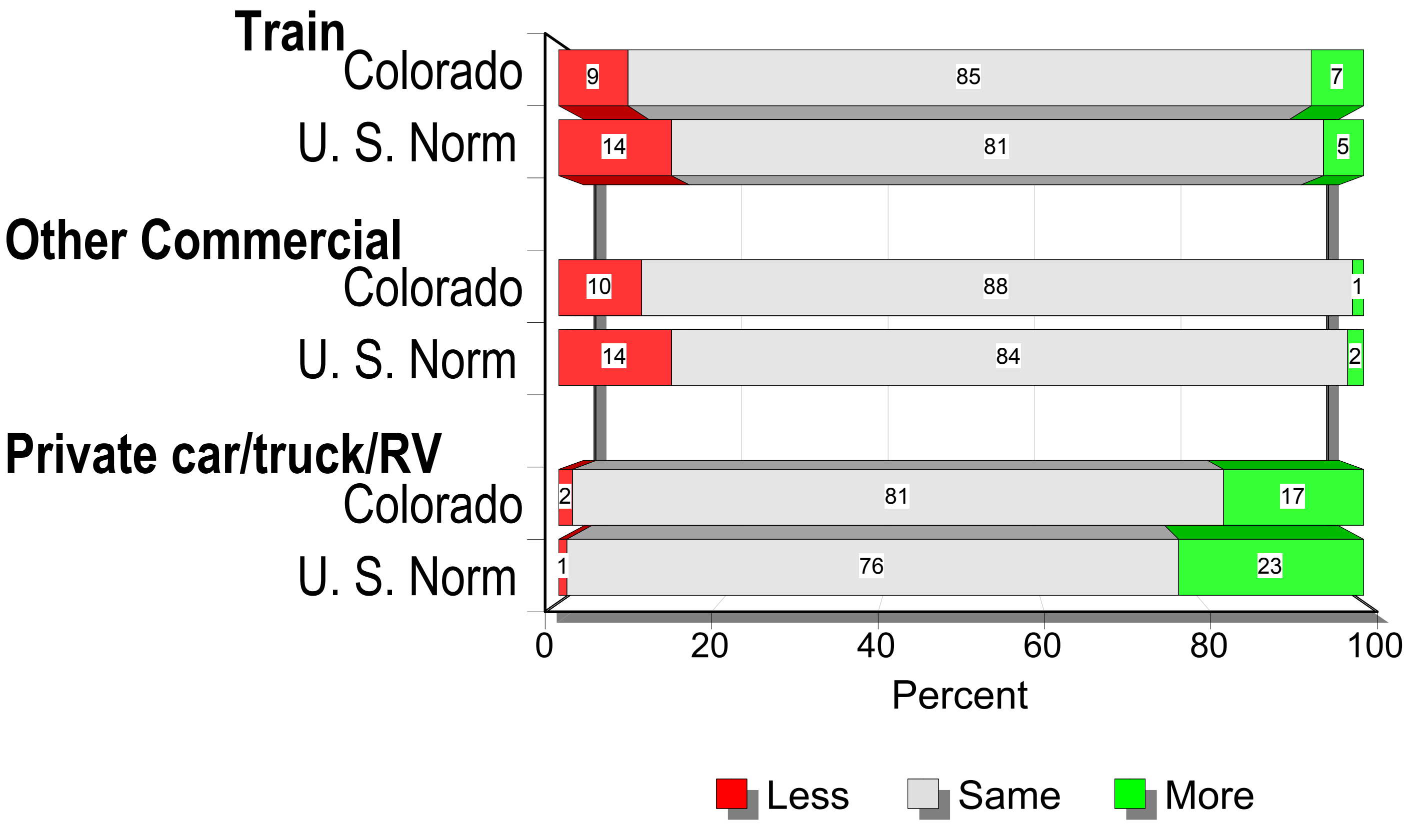
Anticipated Choice of Transportation

Base: Total overnight travelers



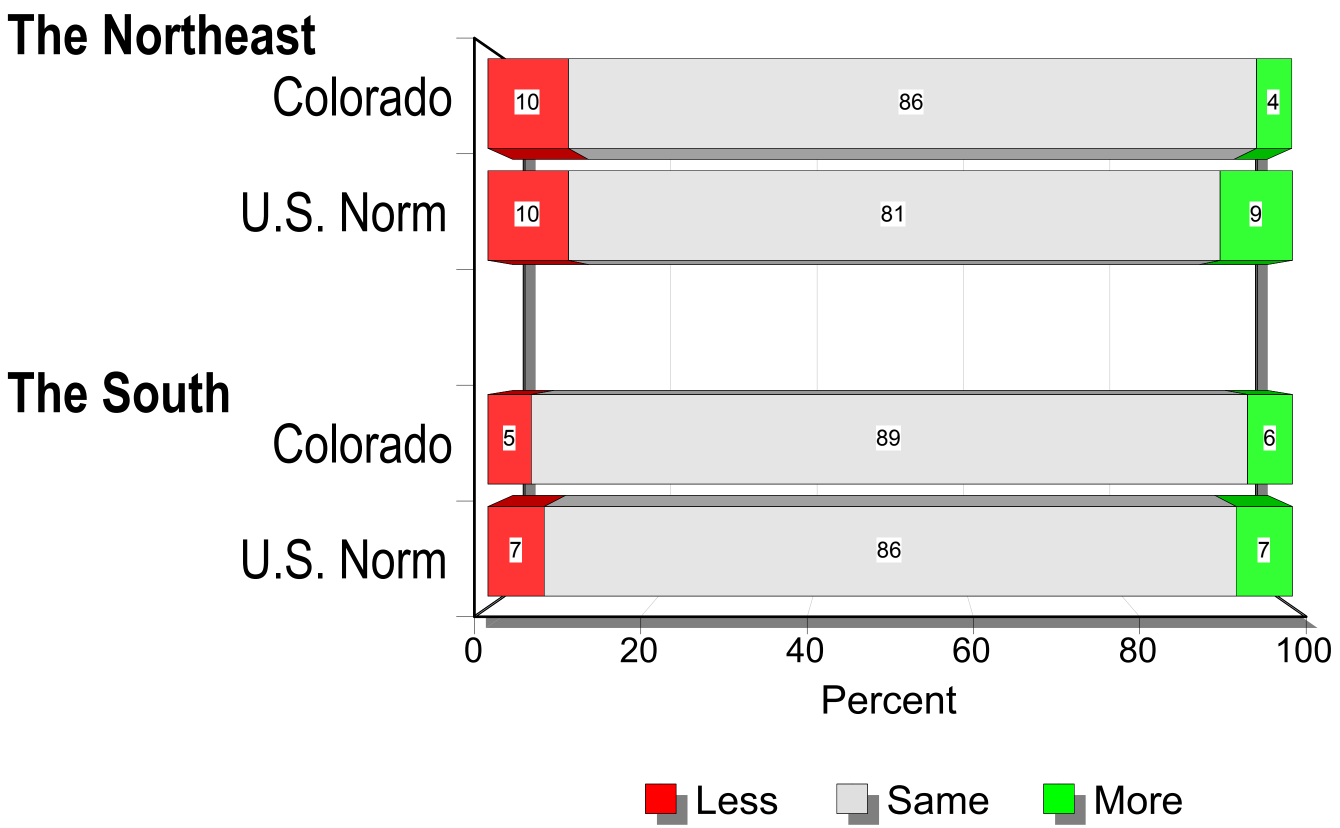
Anticipated Choice of Transportation

Base: Total overnight travelers



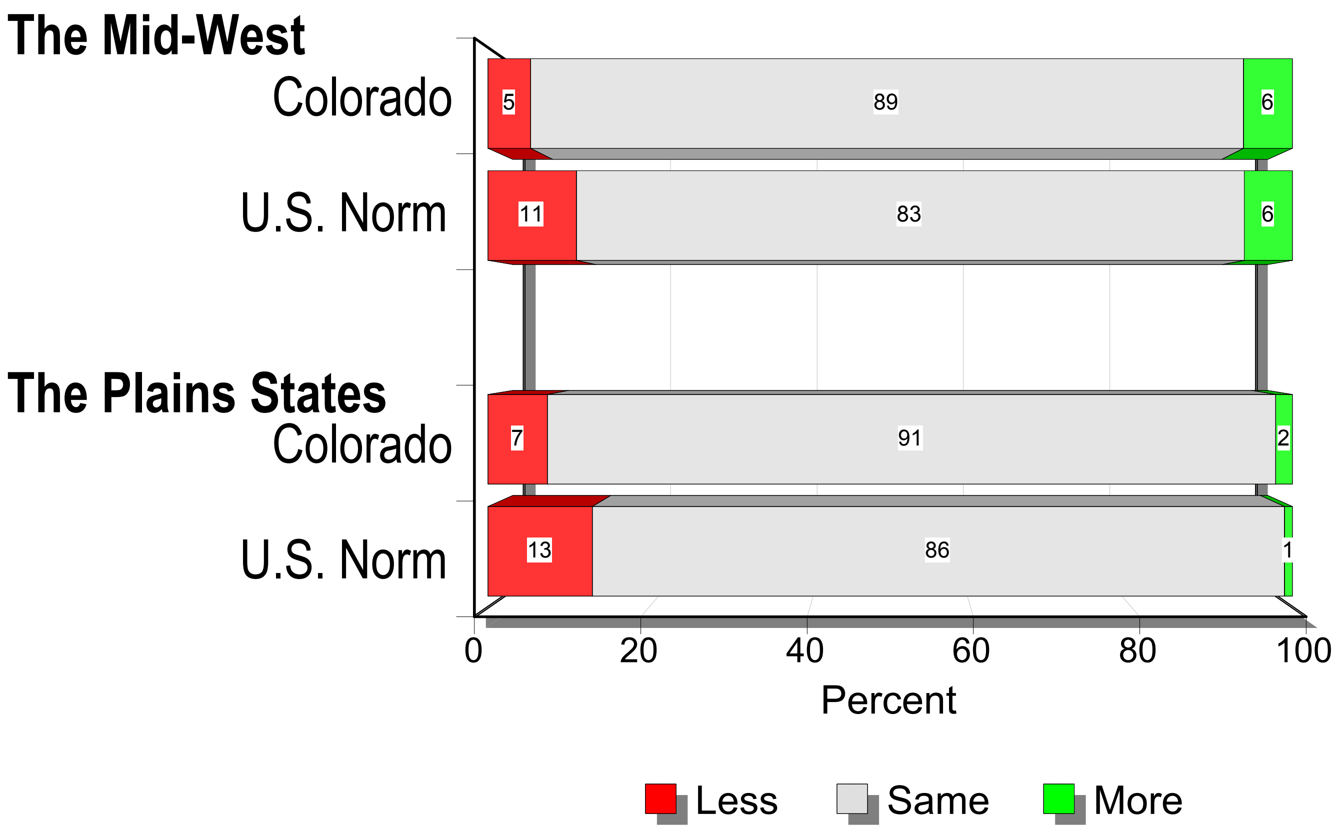
Anticipated Impact on Choice of Destination

Base: Total overnight travelers



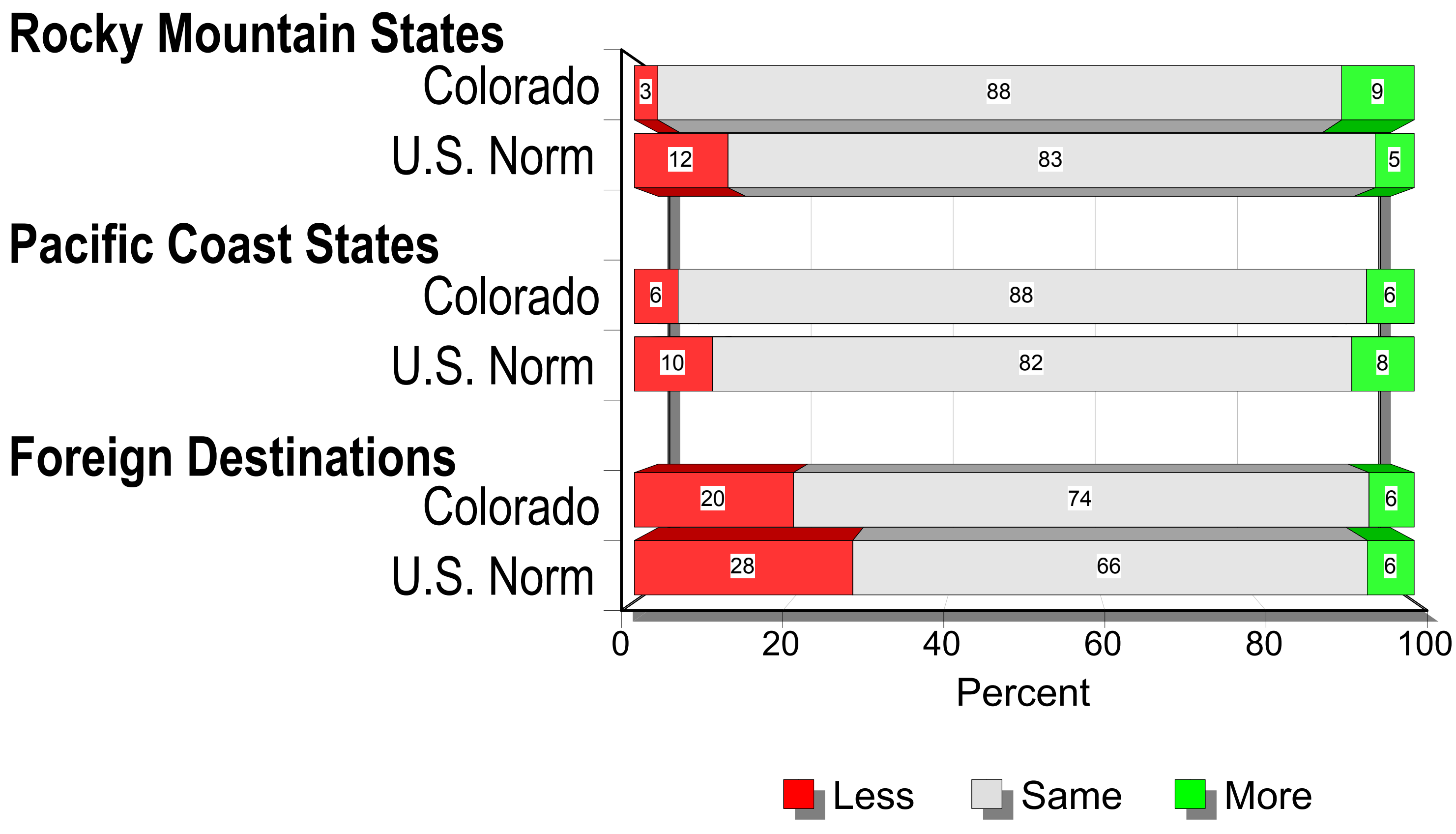
Anticipated Impact on Choice of Destination

Base: Total overnight travelers



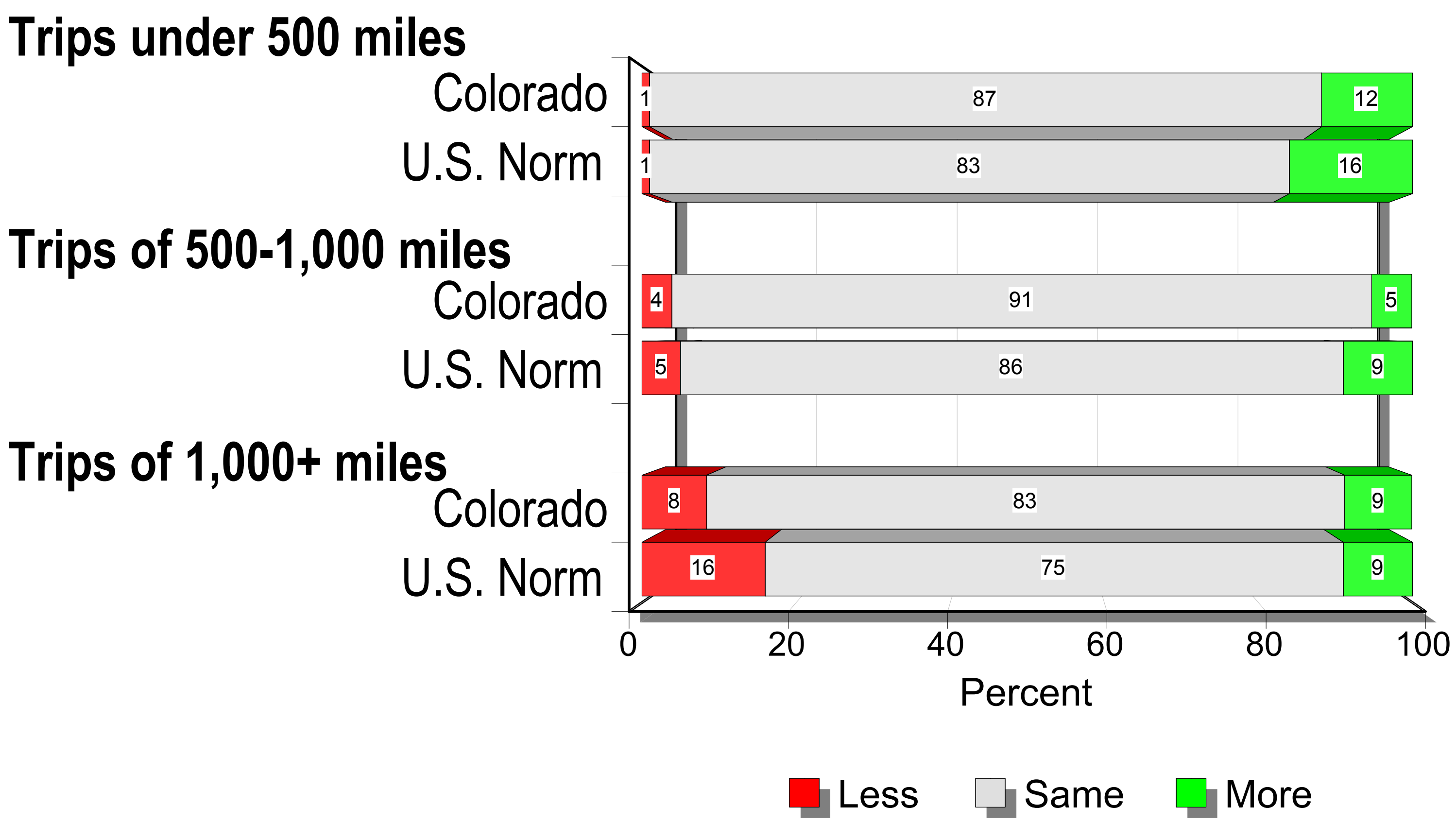
Anticipated Impact on Choice of Destination

Base: Total overnight travelers



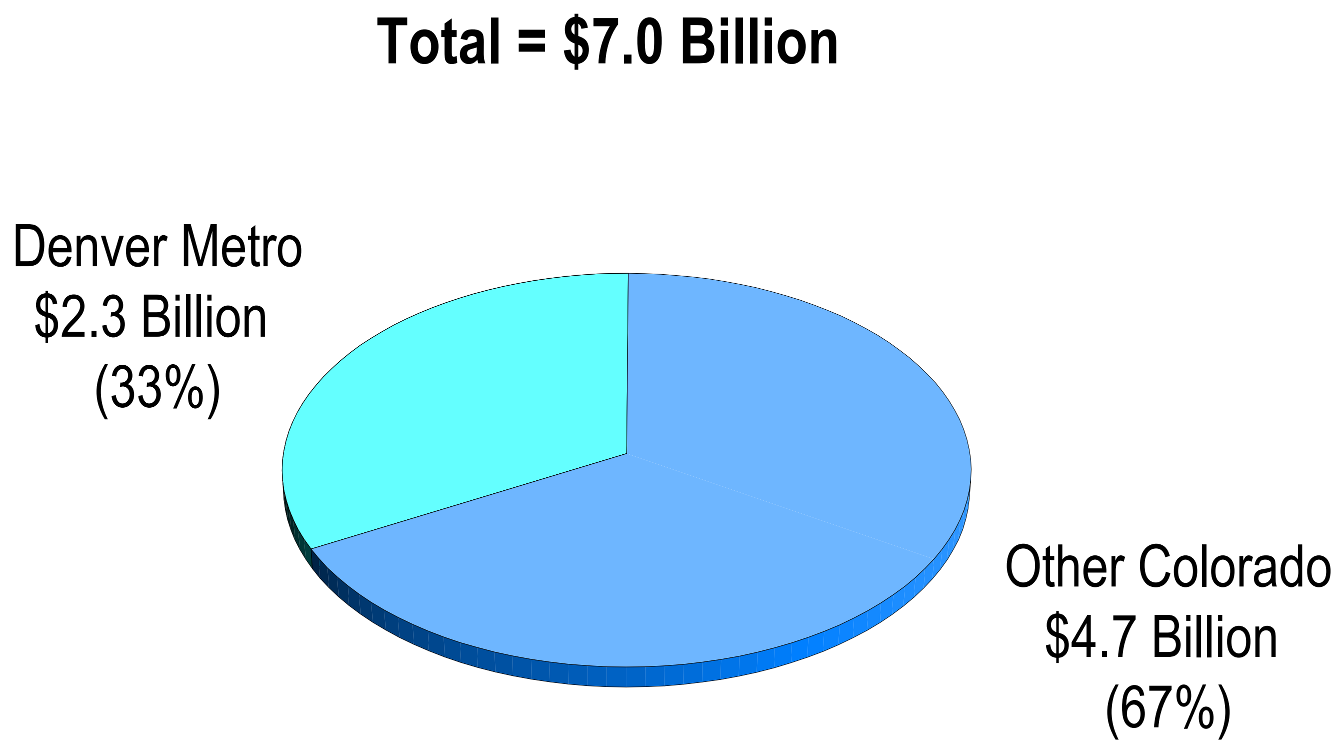
Anticipated Impact on Distance Traveled

Base: Total overnight travelers



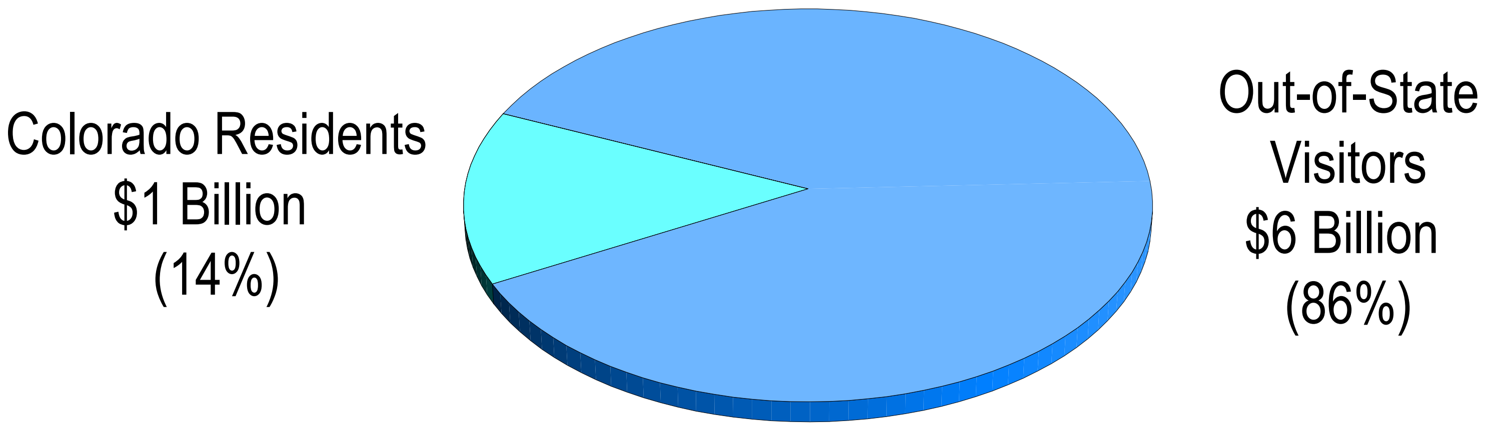
Travel and Tourism Spending in Colorado

Total Travel Spending in Colorado

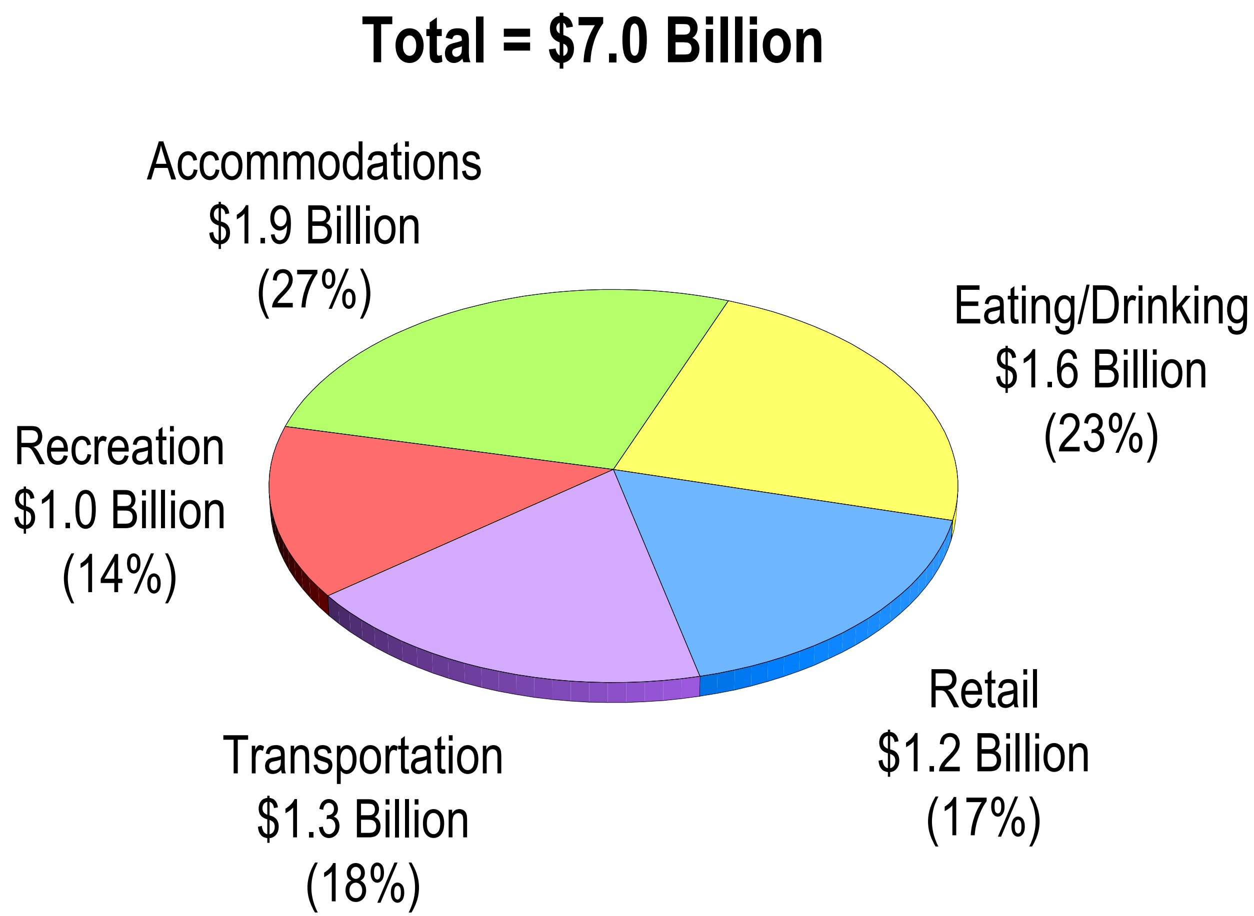


Total Travel Spending in Colorado

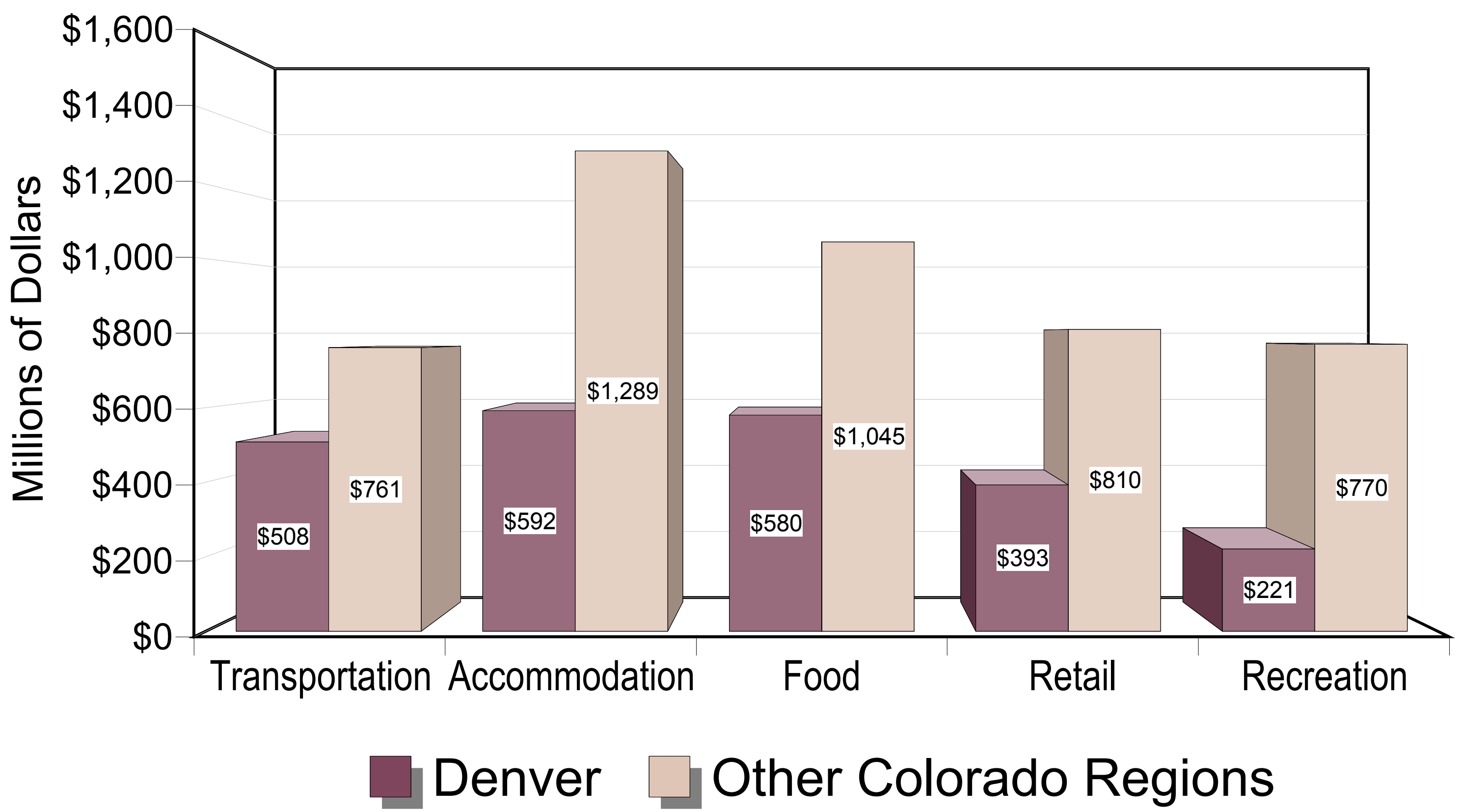
Total = $7.0 Billion



Travel Spending by Sector

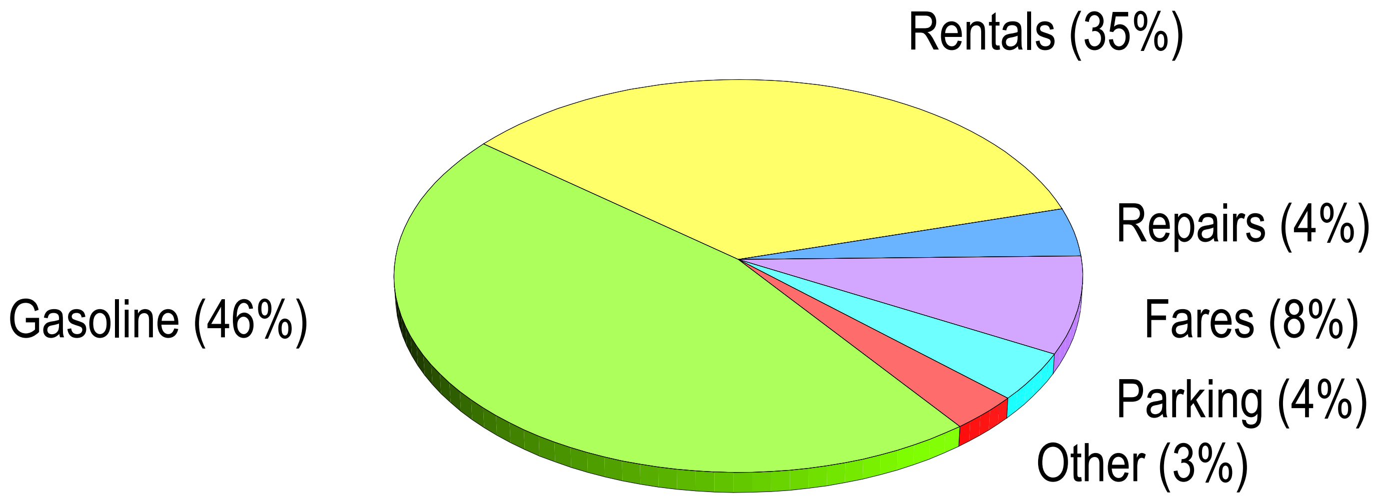


Travel Spending By Sector – Denver vs. Other Colorado Regions

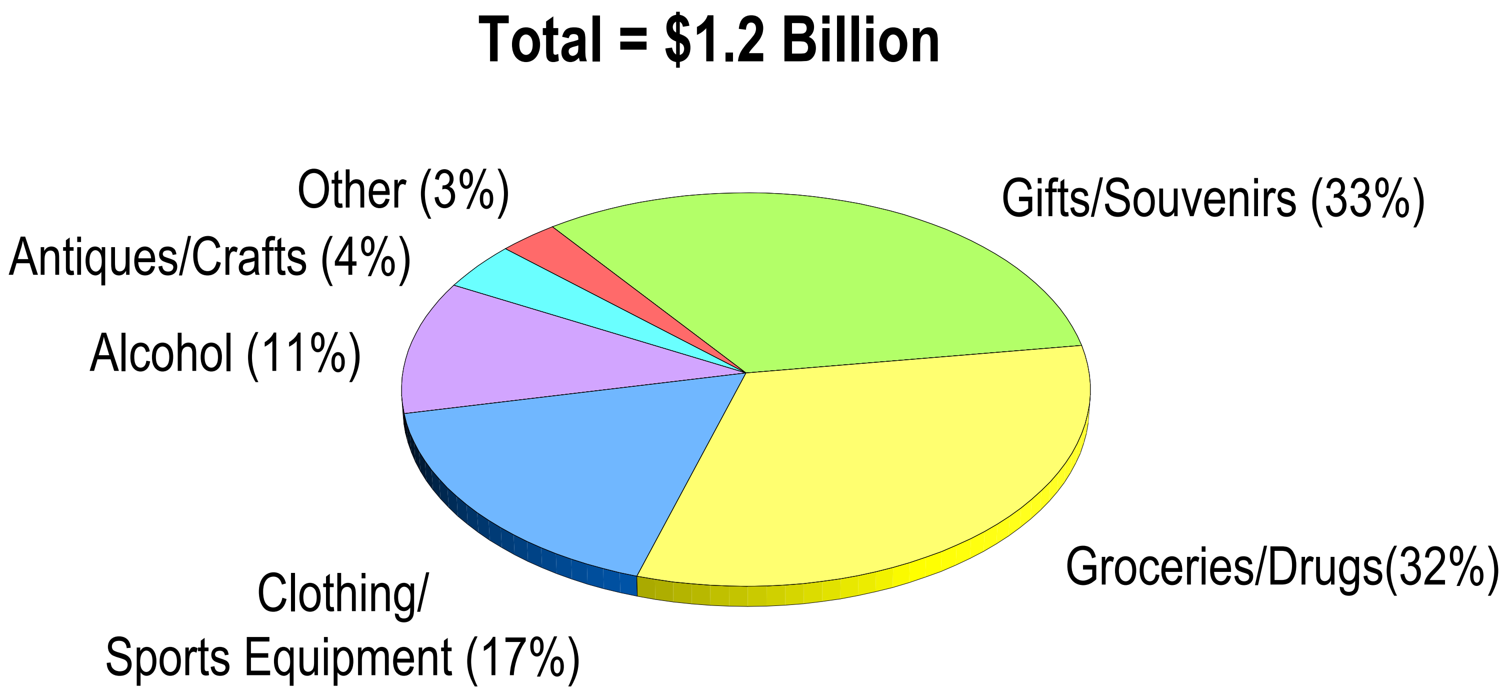


Ground Transportation Expenditures

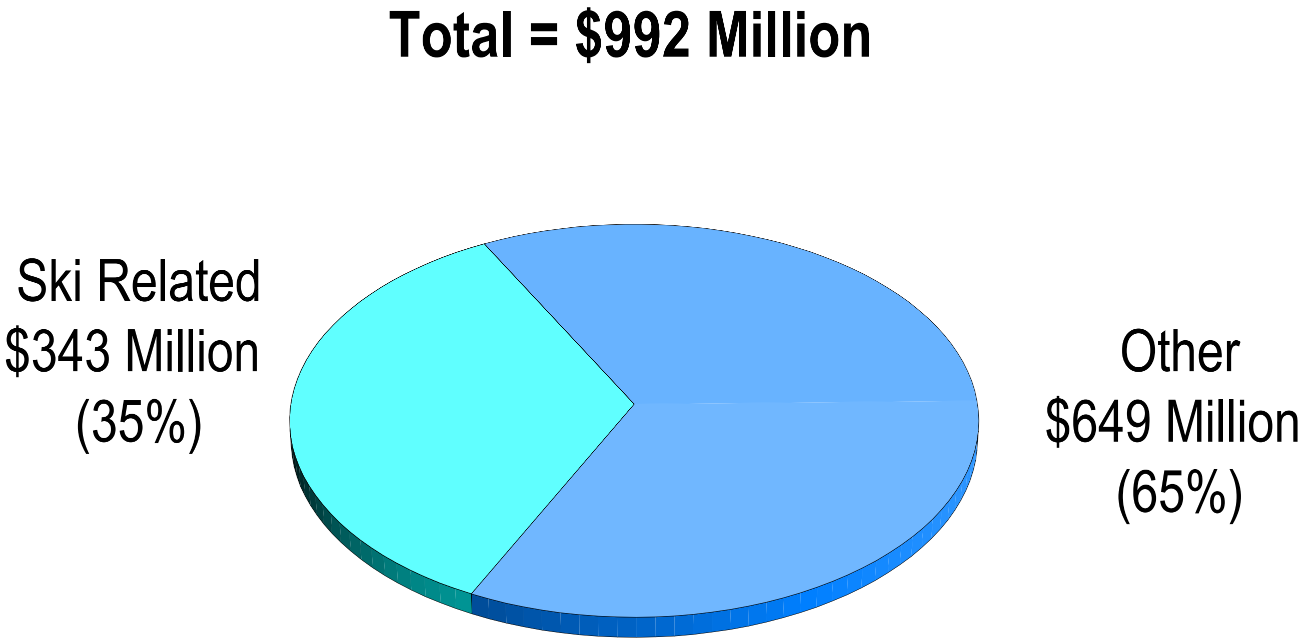
Total = $1.3 Billion



Retail Expenditures

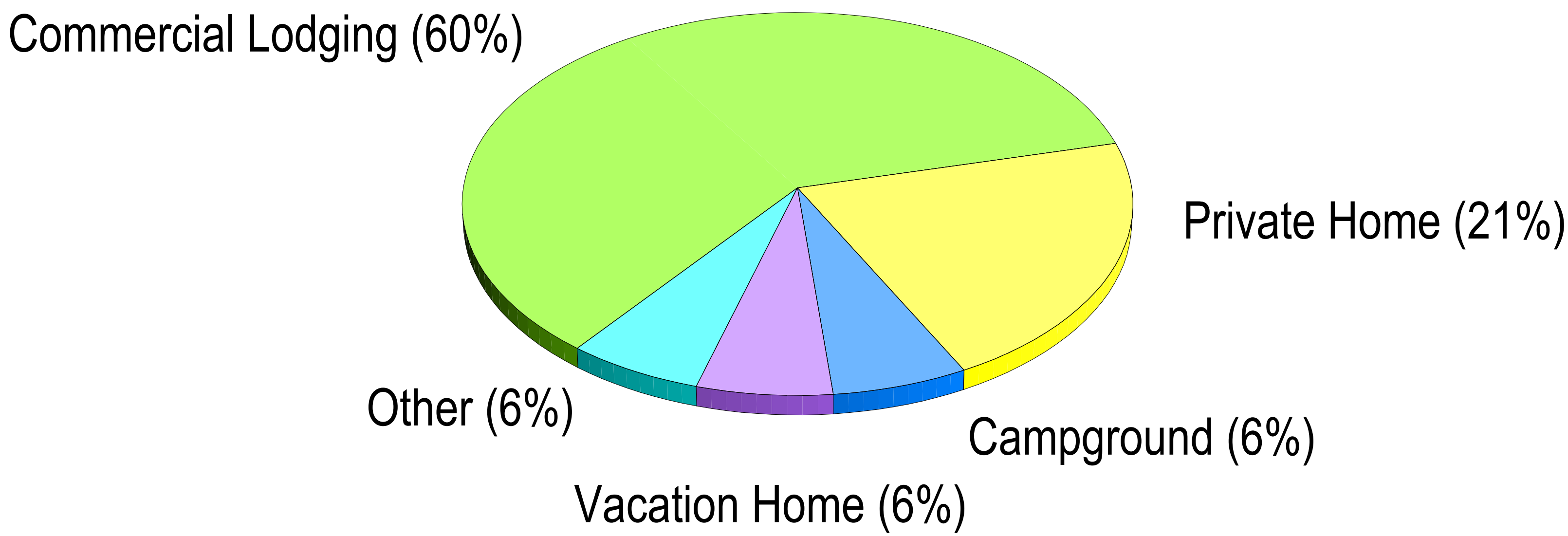


Recreation Expenditures

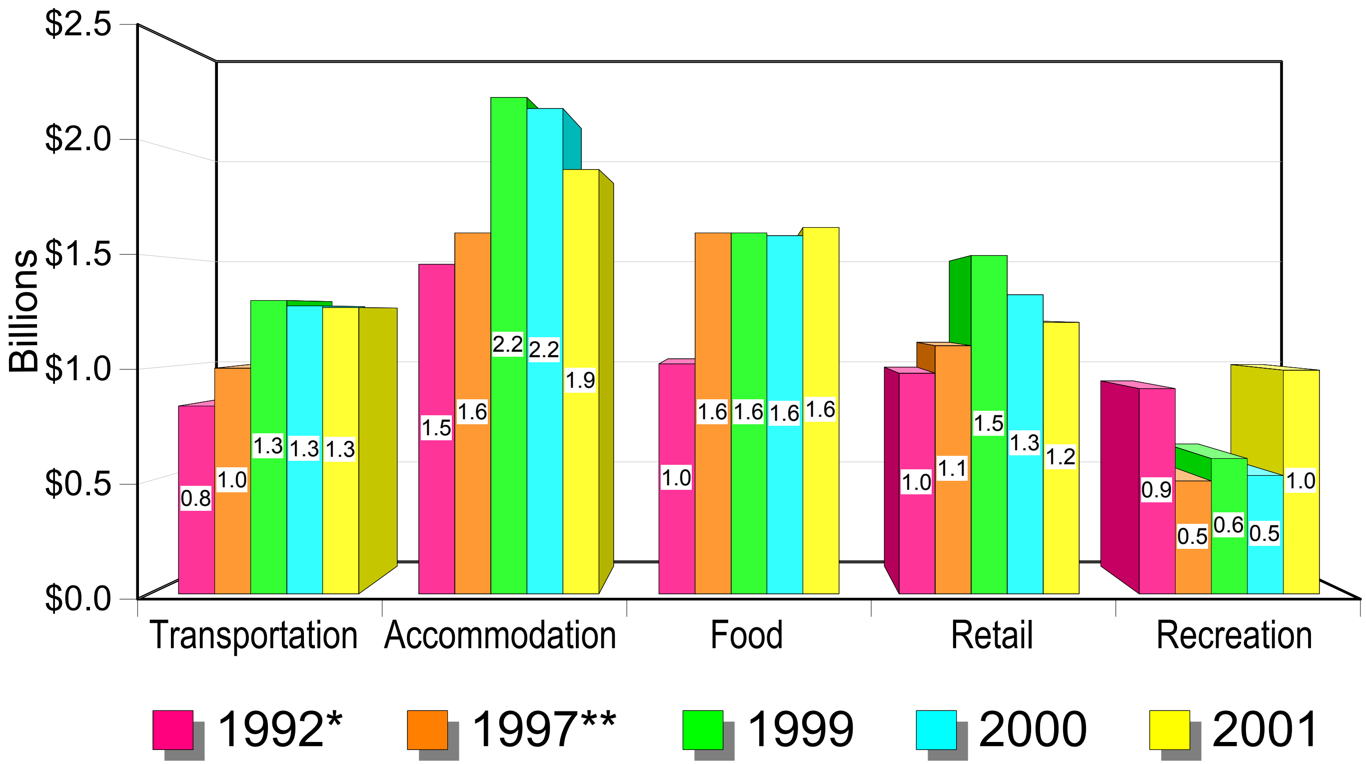


Travel Spending by Type of Accommodation

Total = $1.9 Billion

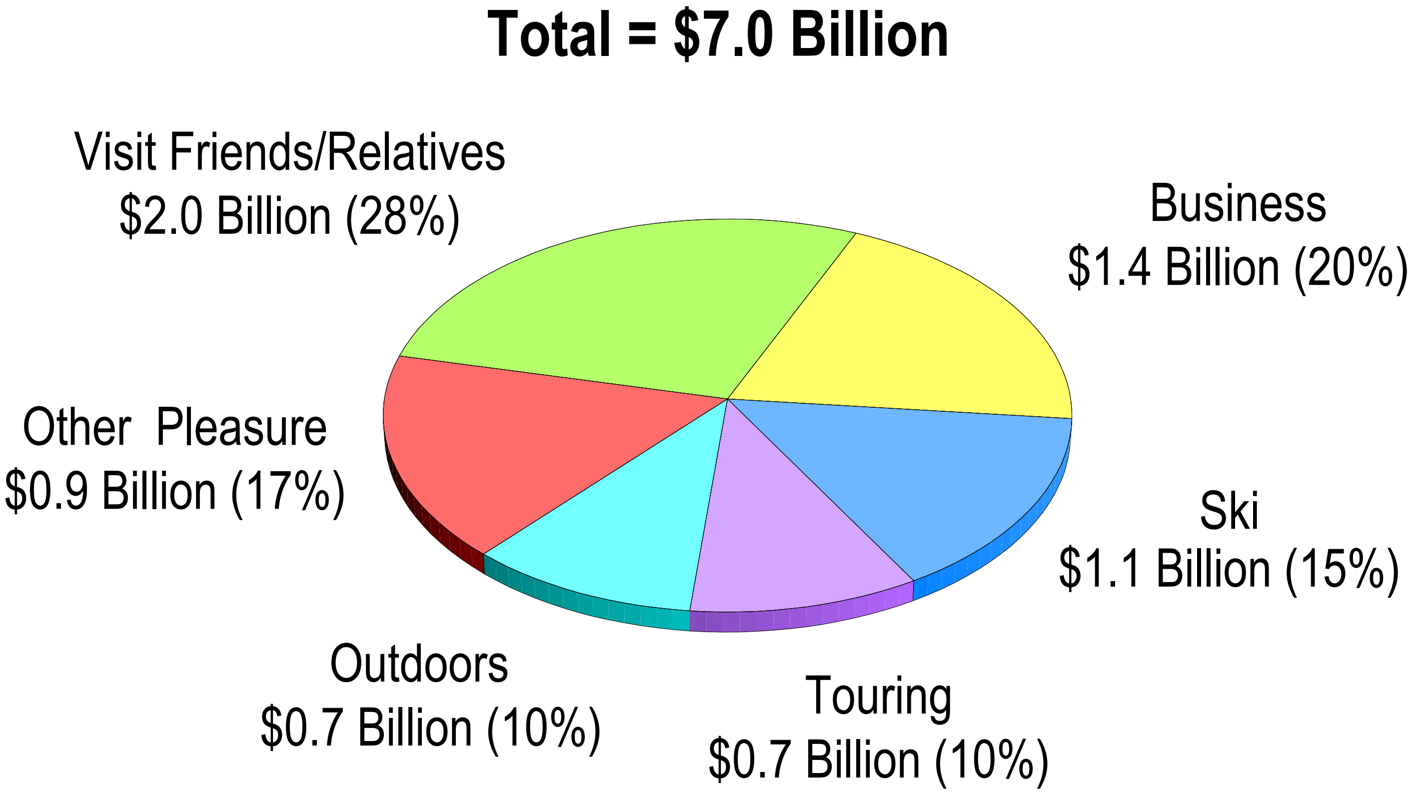


Colorado Expenditure Tracking

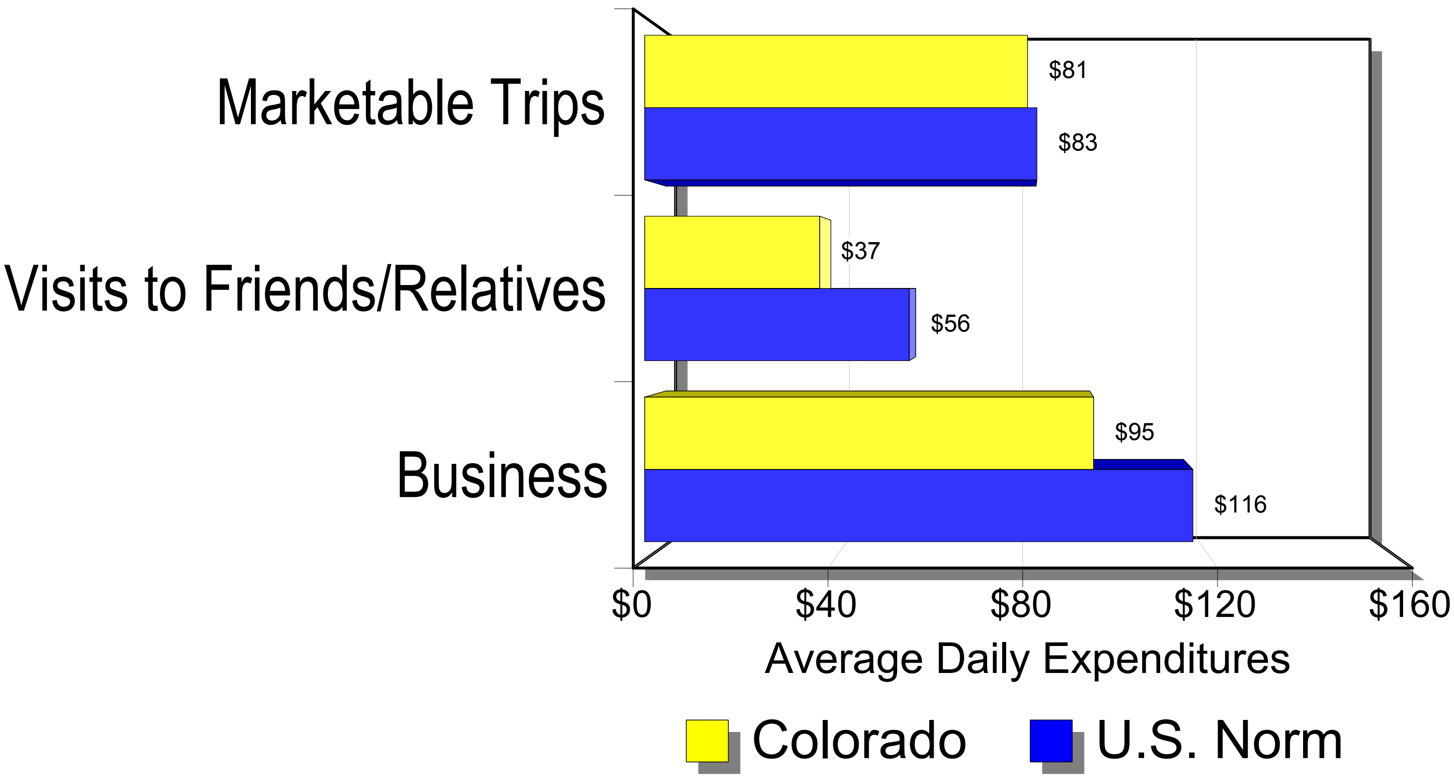


* Pleasure Only
** Source: Dean Runyan & Associates

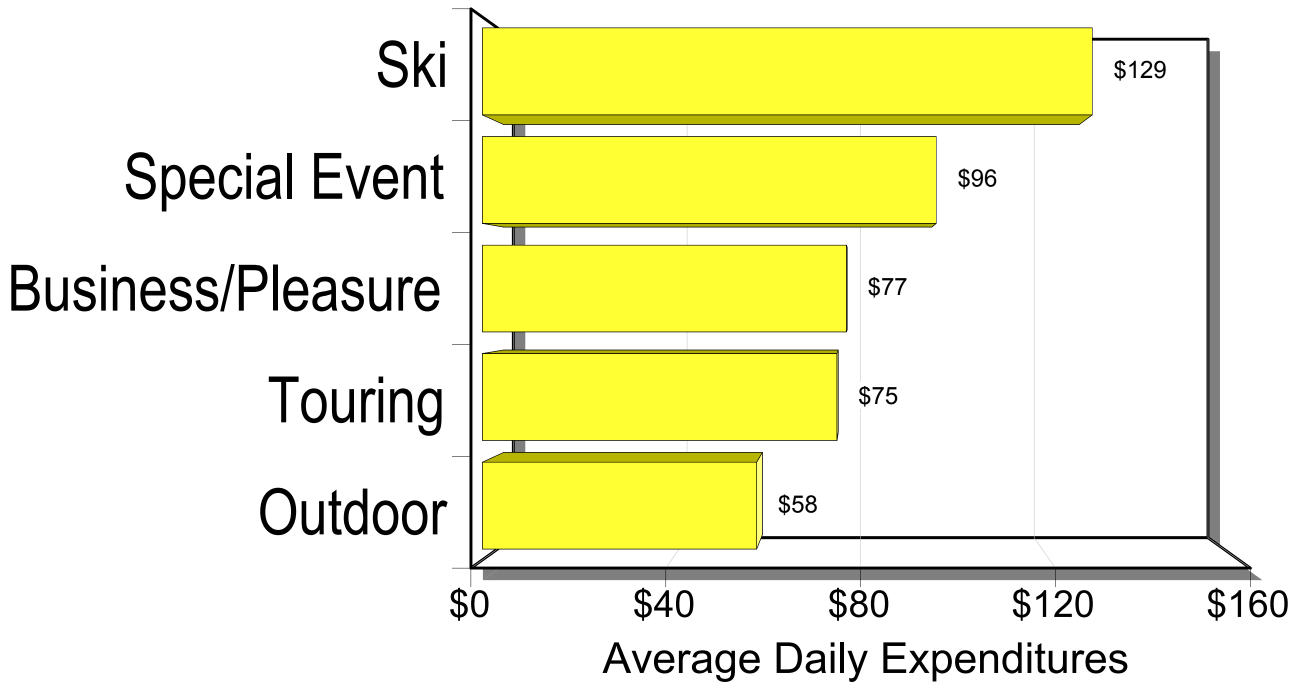
Travel Spending
By Purpose of Trip



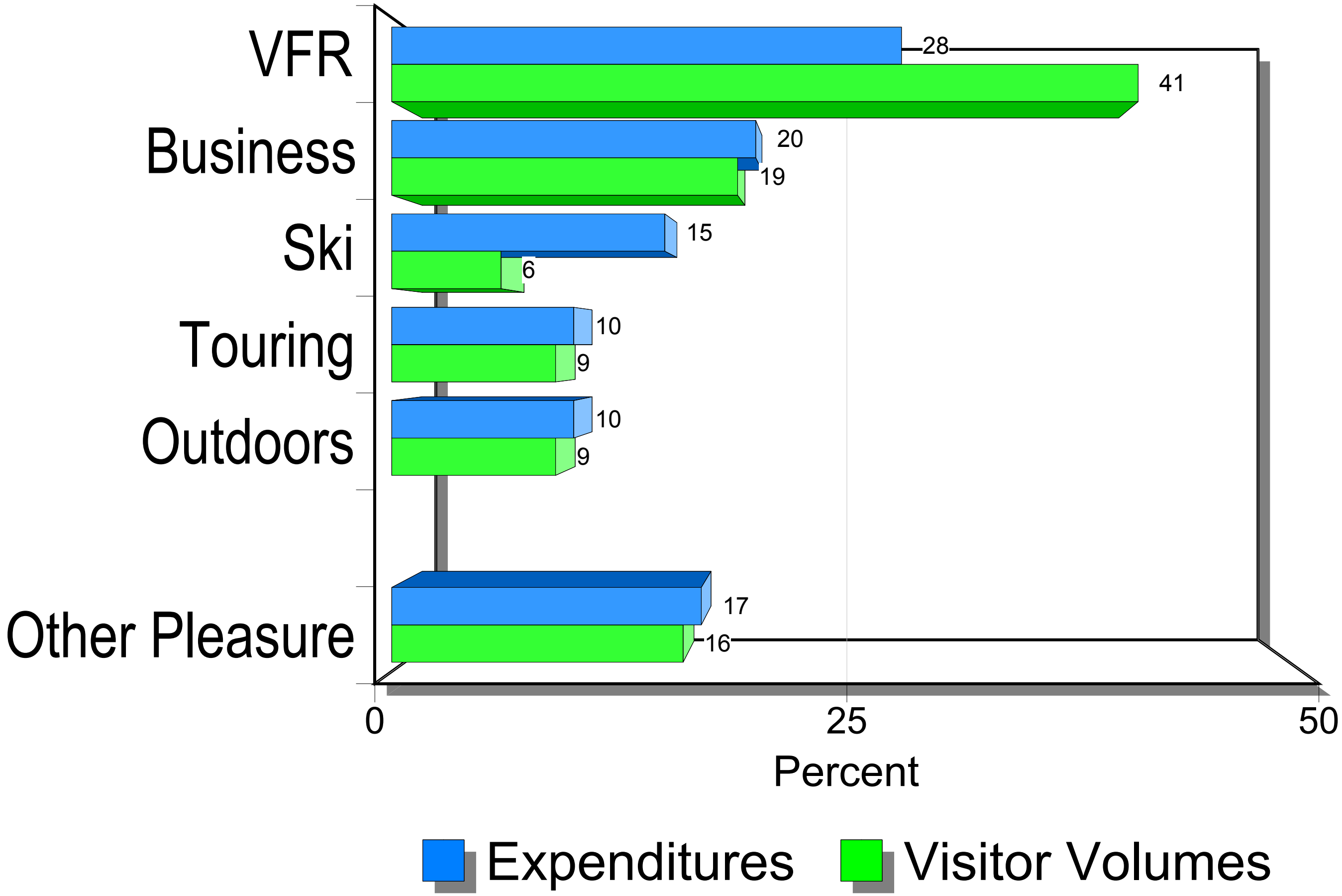
Per Person Per Day Expenditures



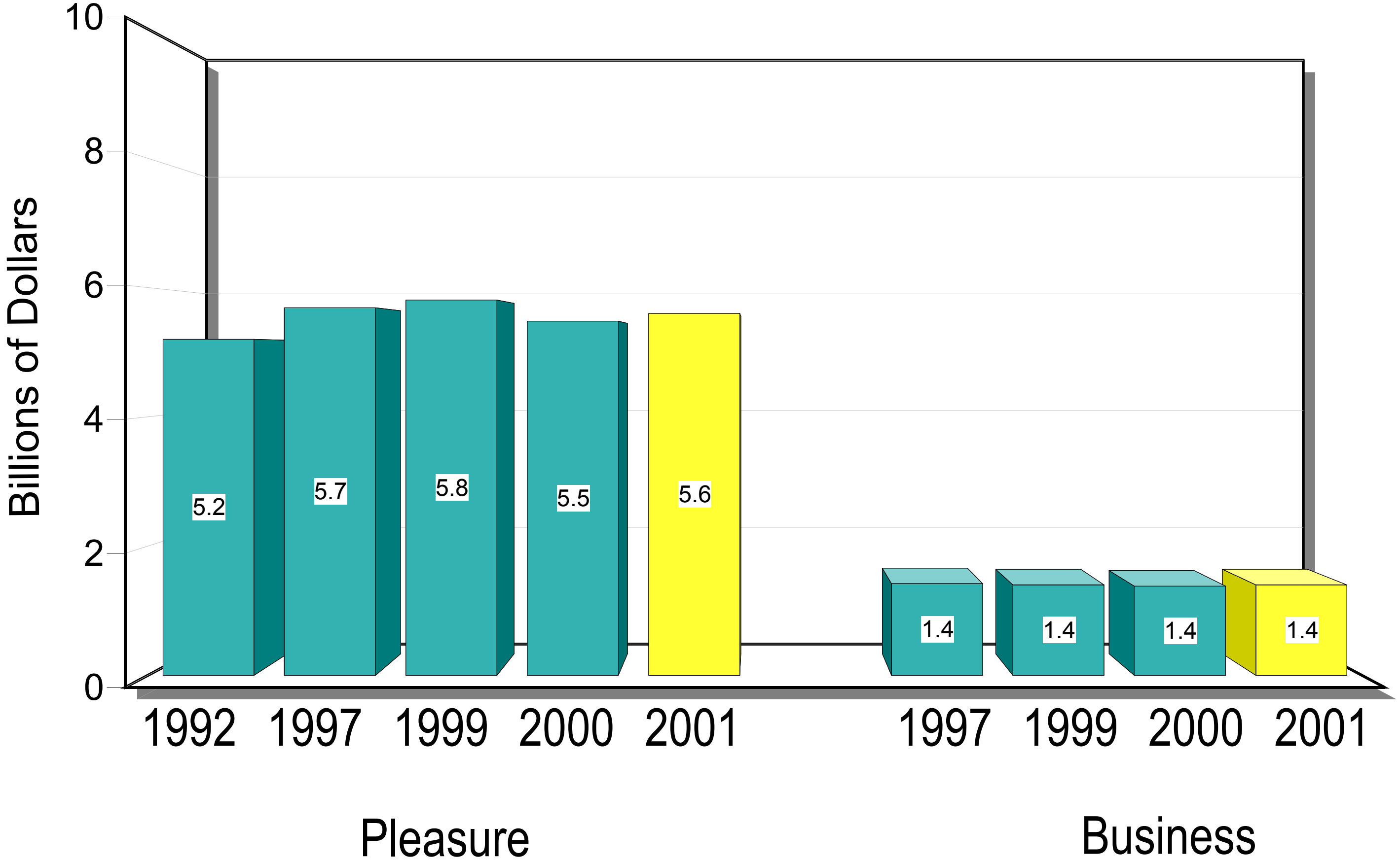
Colorado Marketable Trips – Per Person Per Day Expenditures



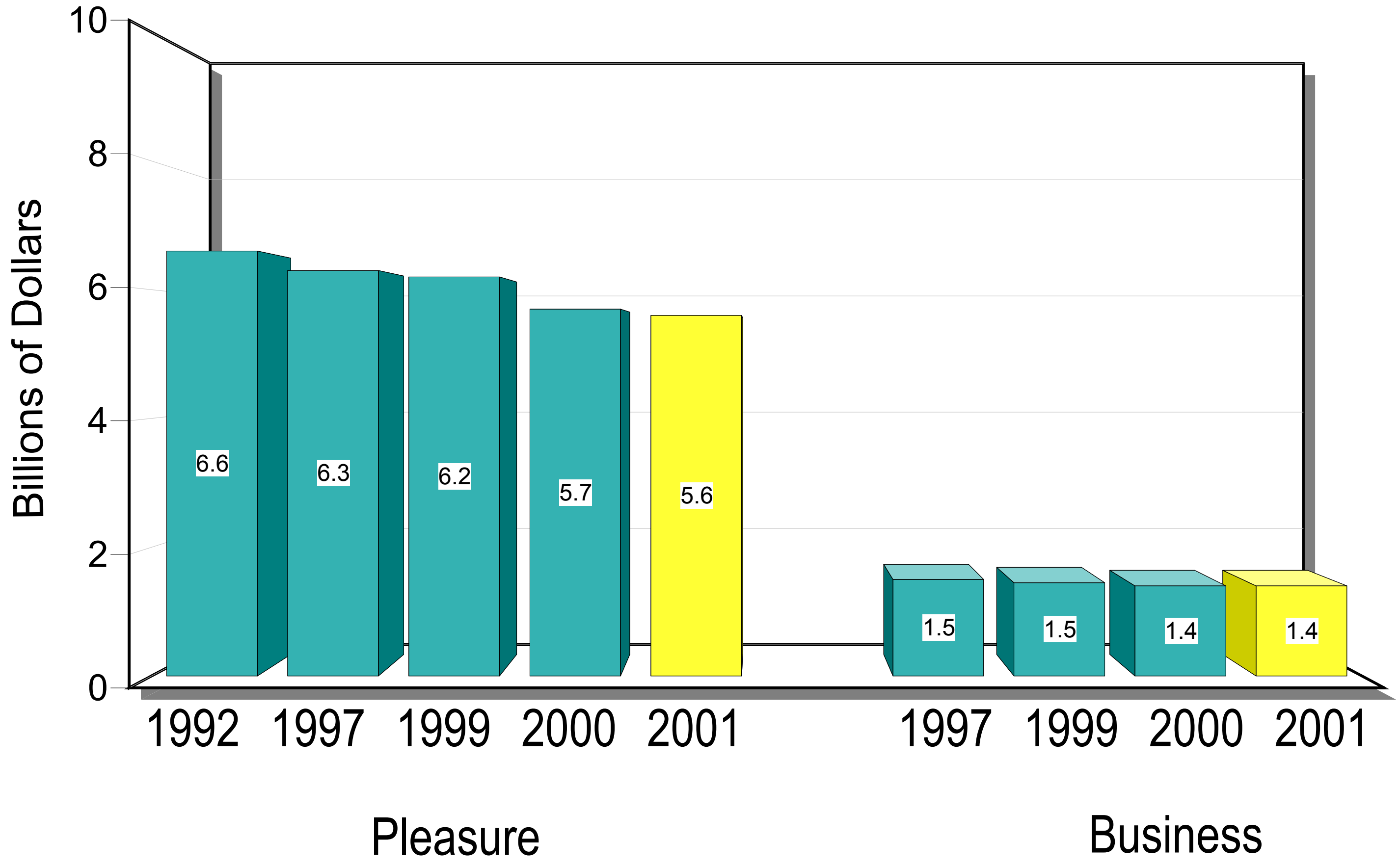
Spending Versus Visitor Volumes



Actual Travel Expenditures – 1992 to 2001



Inflation Adjusted Travel Expenditures – 1992 to 2001

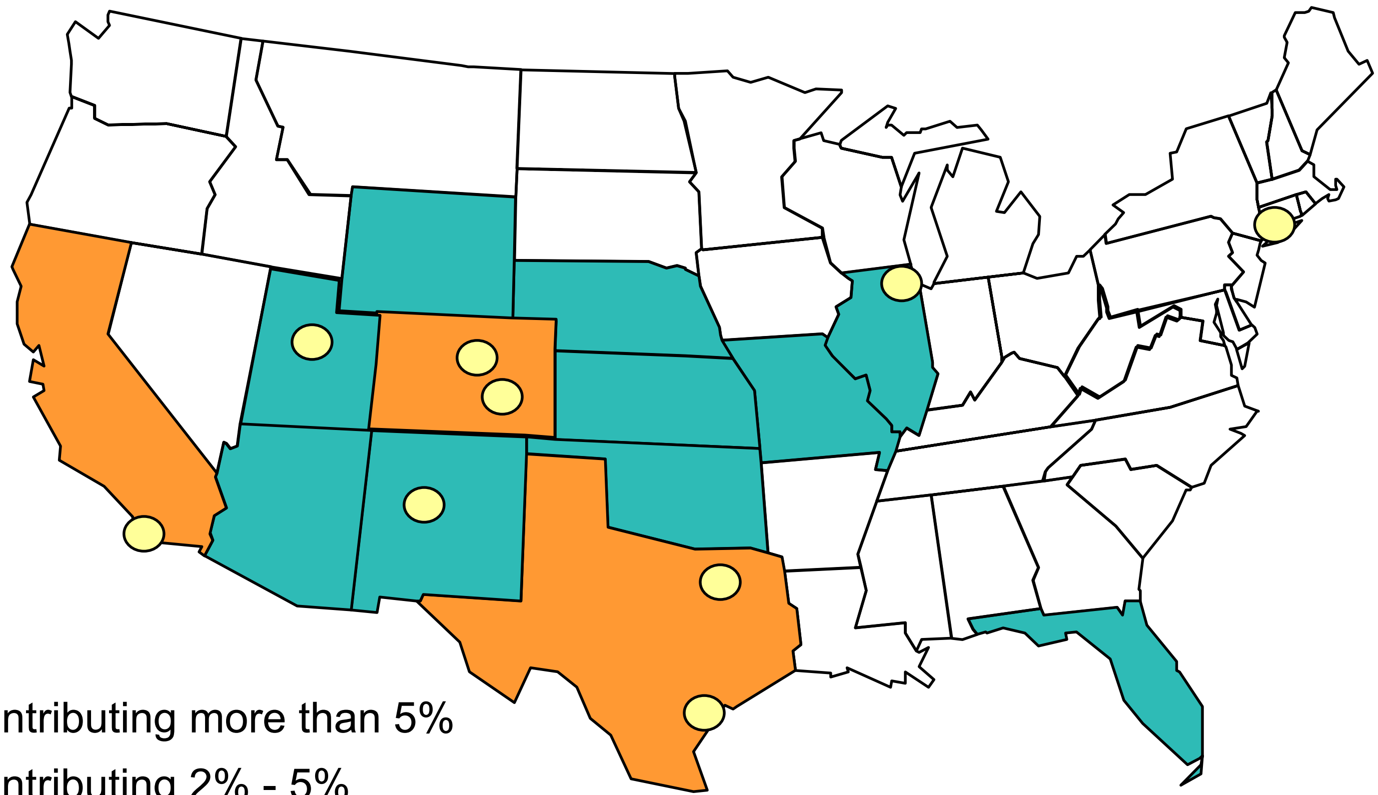


2001 Pleasure Travel Profile

Sources of Pleasure Travel Business

Sources of Business

Base: Overnight Pleasure Trips



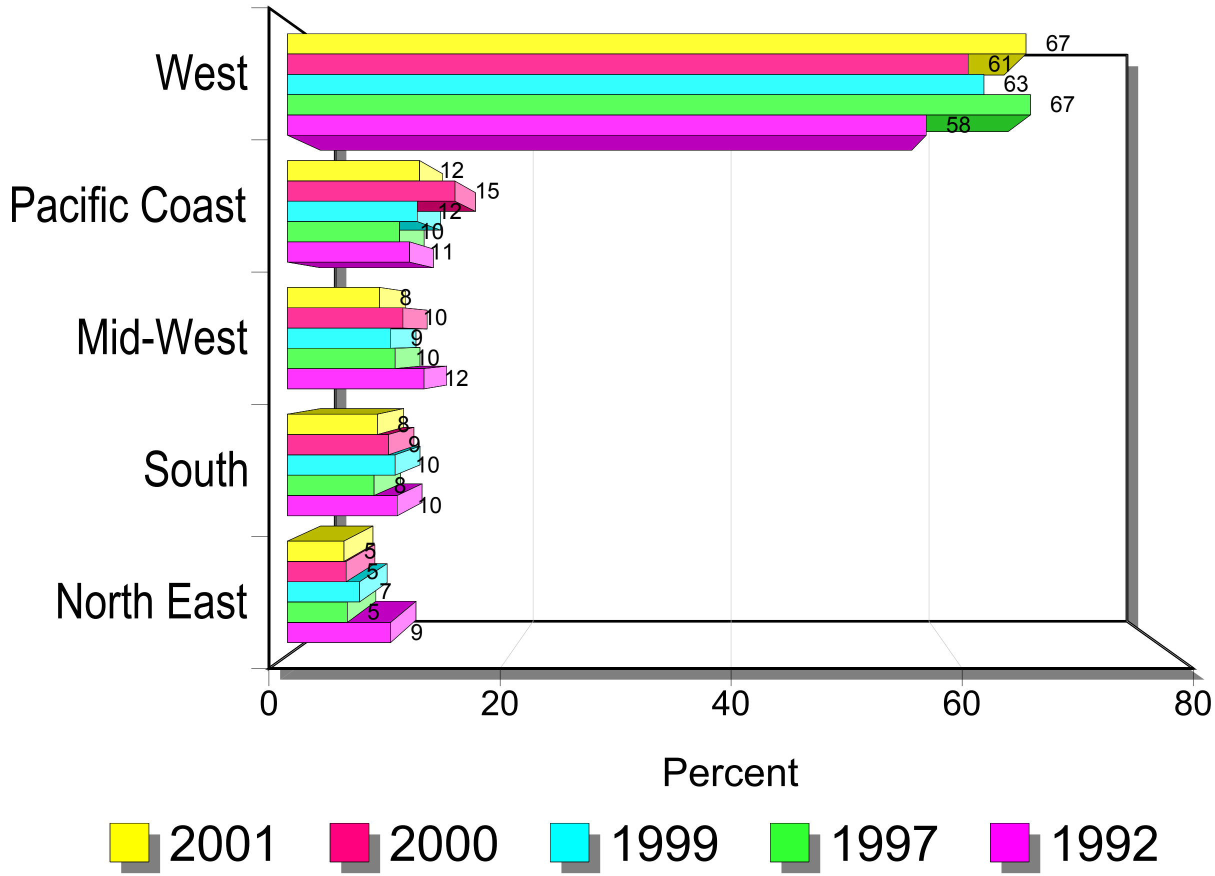
States contributing more than 5%

States contributing 2% - 5%

DMAs contributing more than 2%

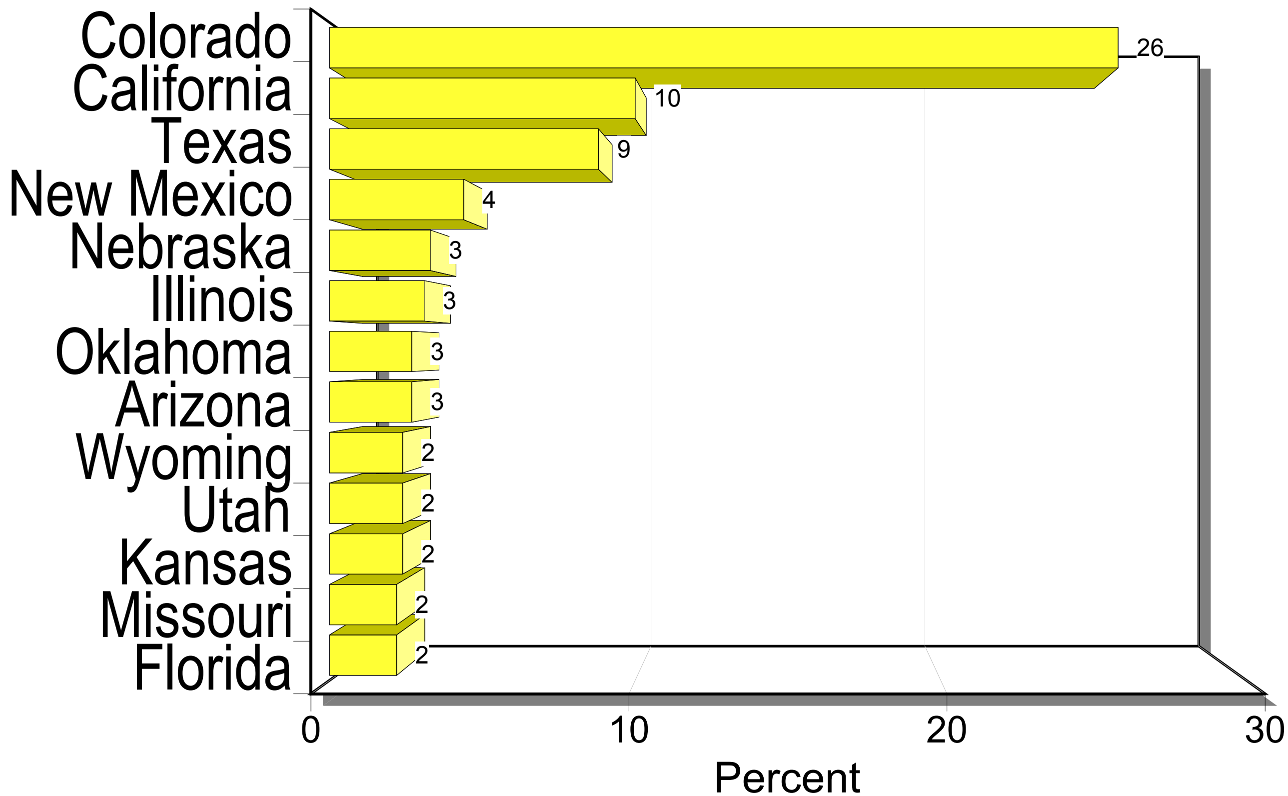
Regional Sources of Business

Base: Overnight Pleasure Trips



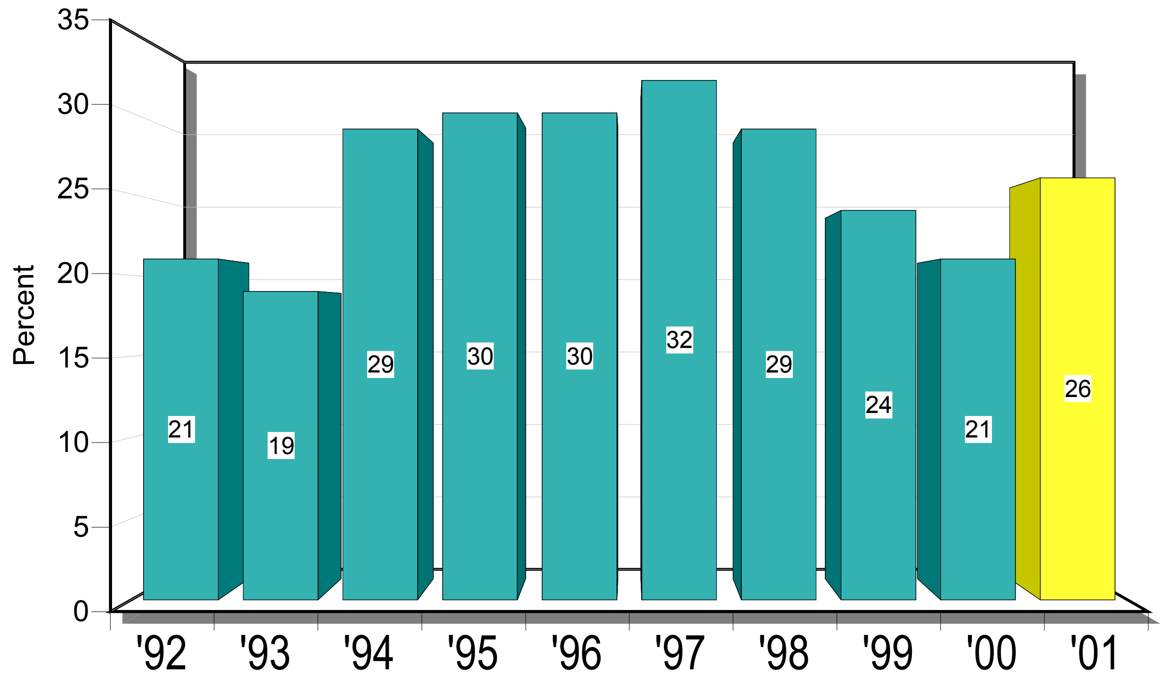
State Sources of Business

Base: Overnight Pleasure Trips



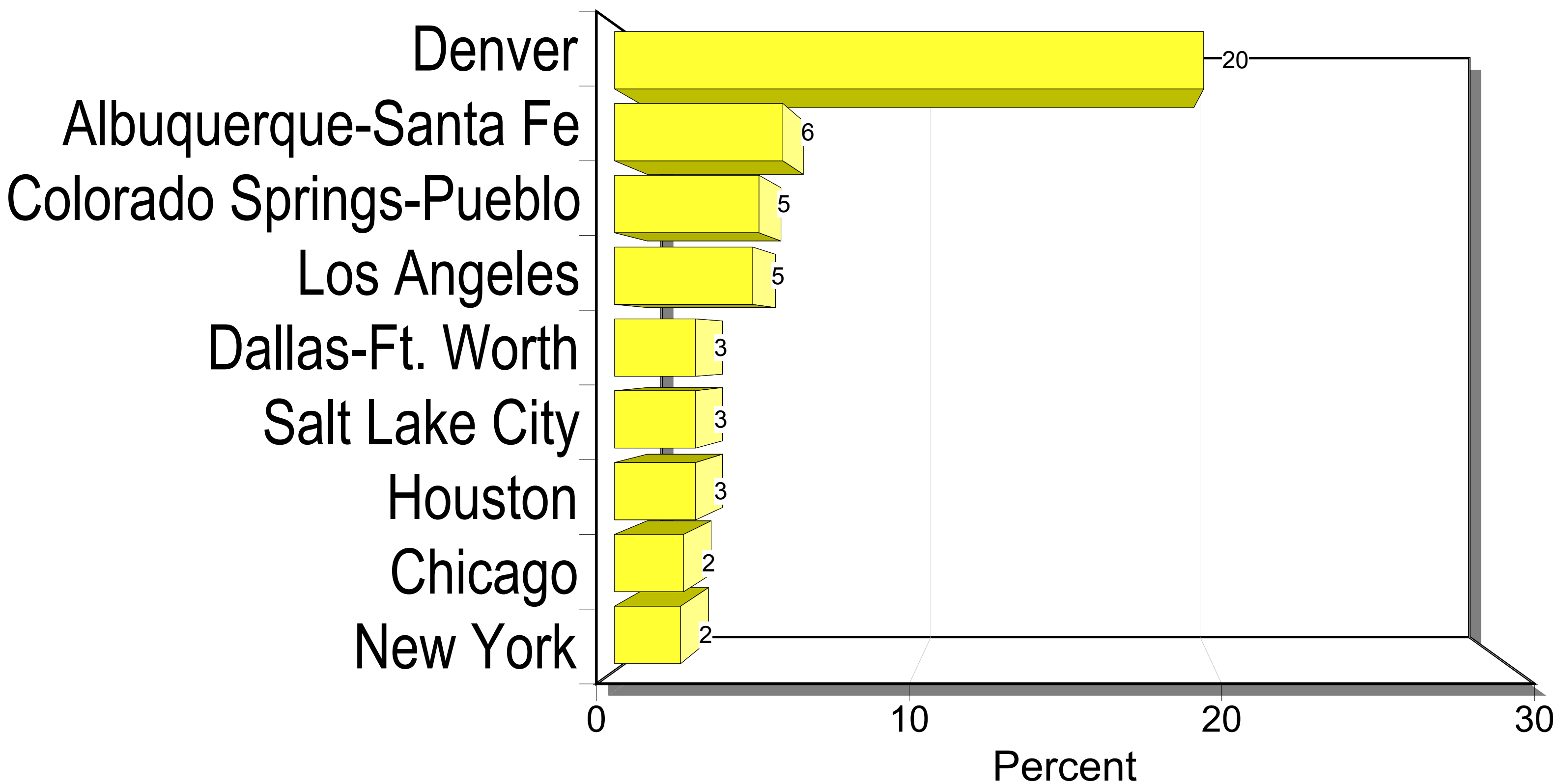
In-state Pleasure Trips

Percent of Pleasure Trips Originating in Colorado



Urban Sources of Business

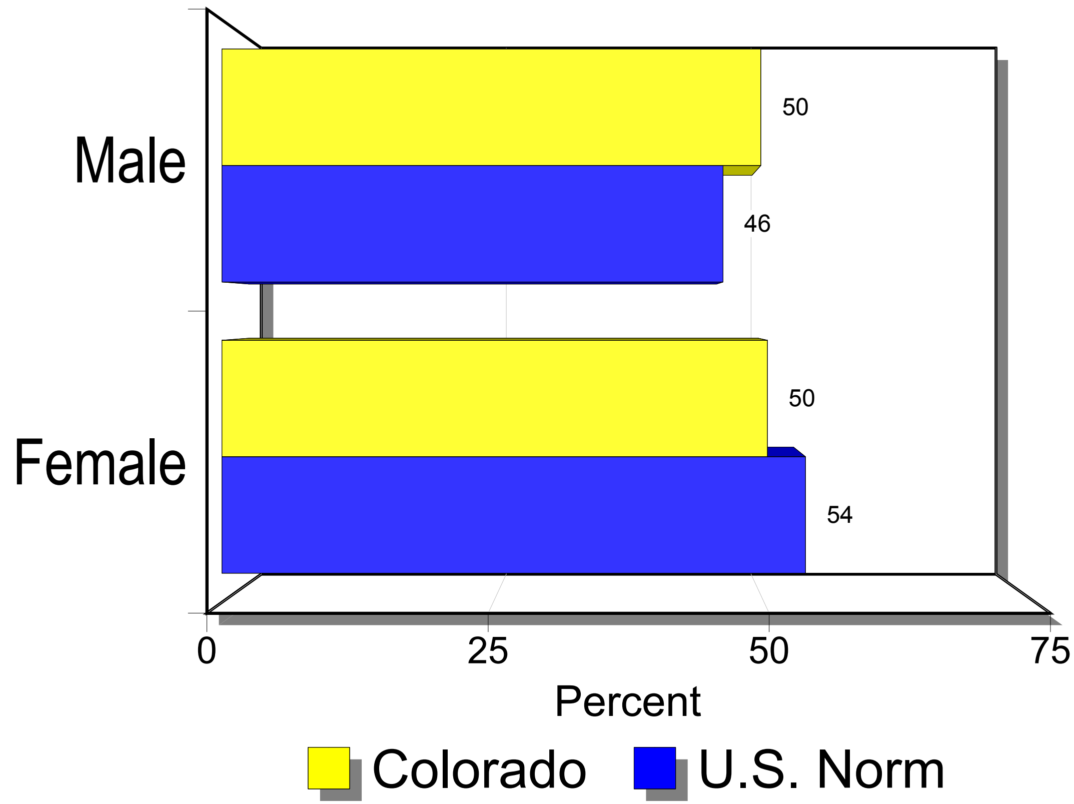
Base: Overnight Pleasure Trips



Pleasure Travel Profile

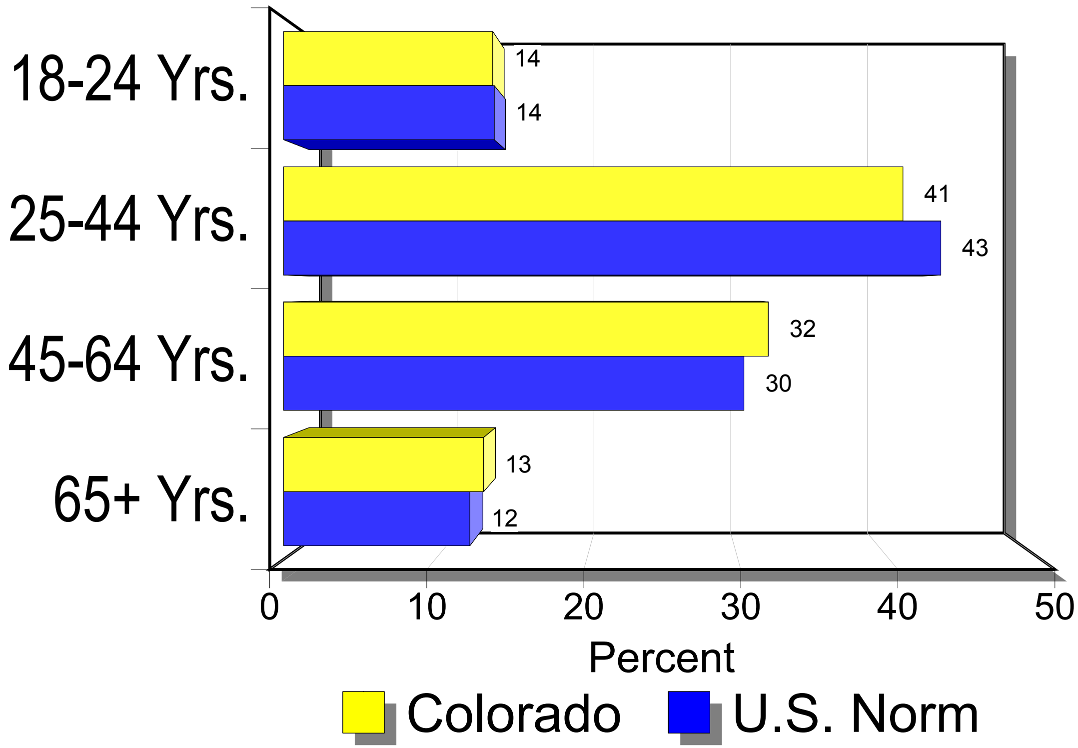
G ender

Base: Overnight Pleasure Trips



Age

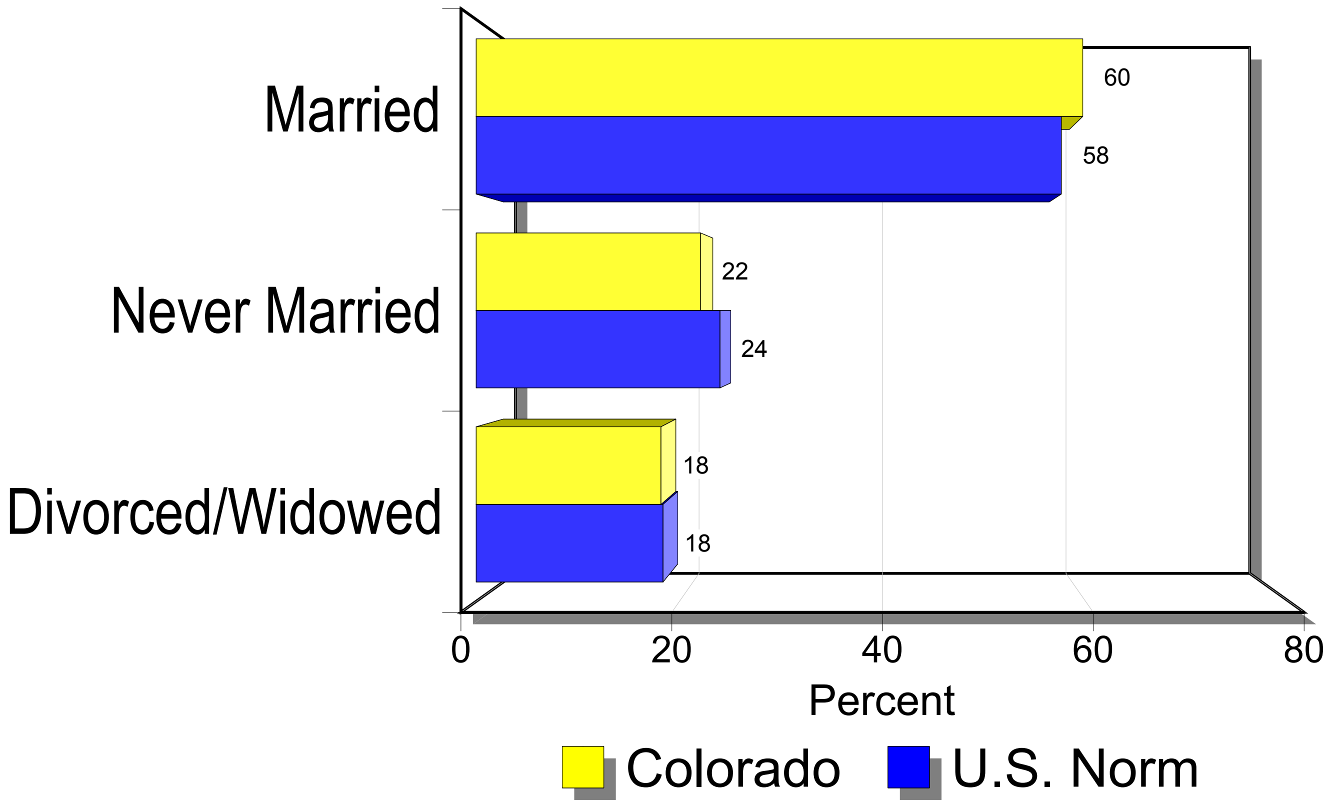
Base: Overnight Pleasure Trips



	Colorado	U.S. Norm
Average Age	44.1	43.1

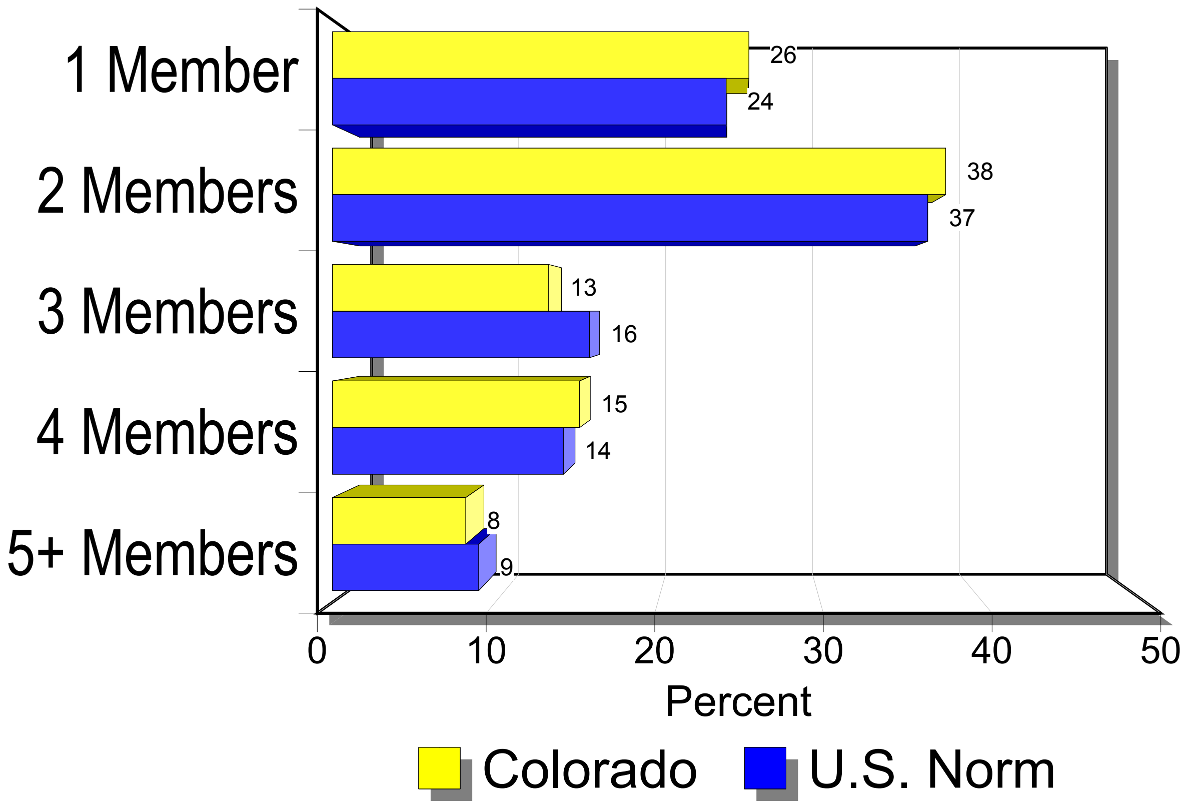
Marital Status

Base: Overnight Pleasure Trips



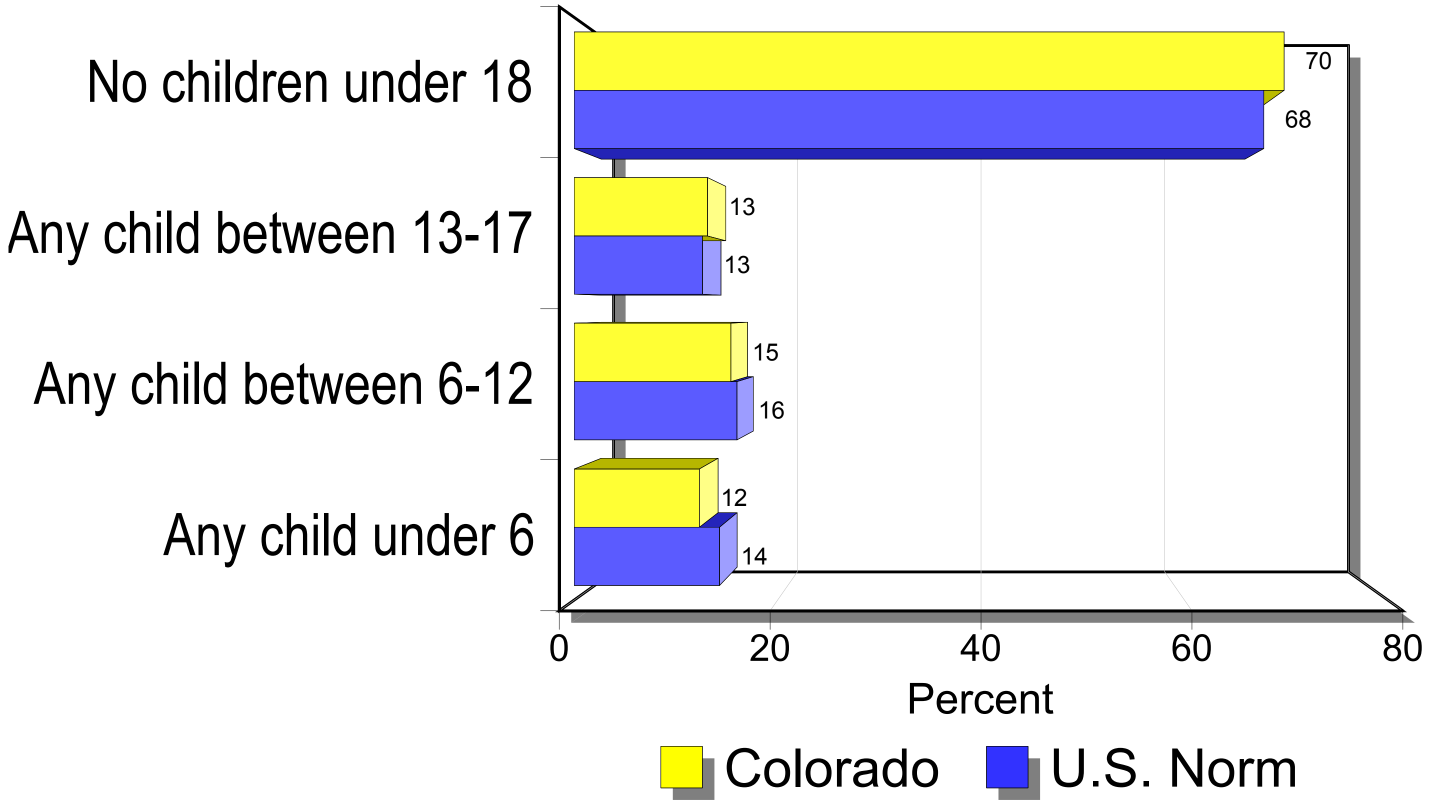
Household Size

Base: Overnight Pleasure Trips



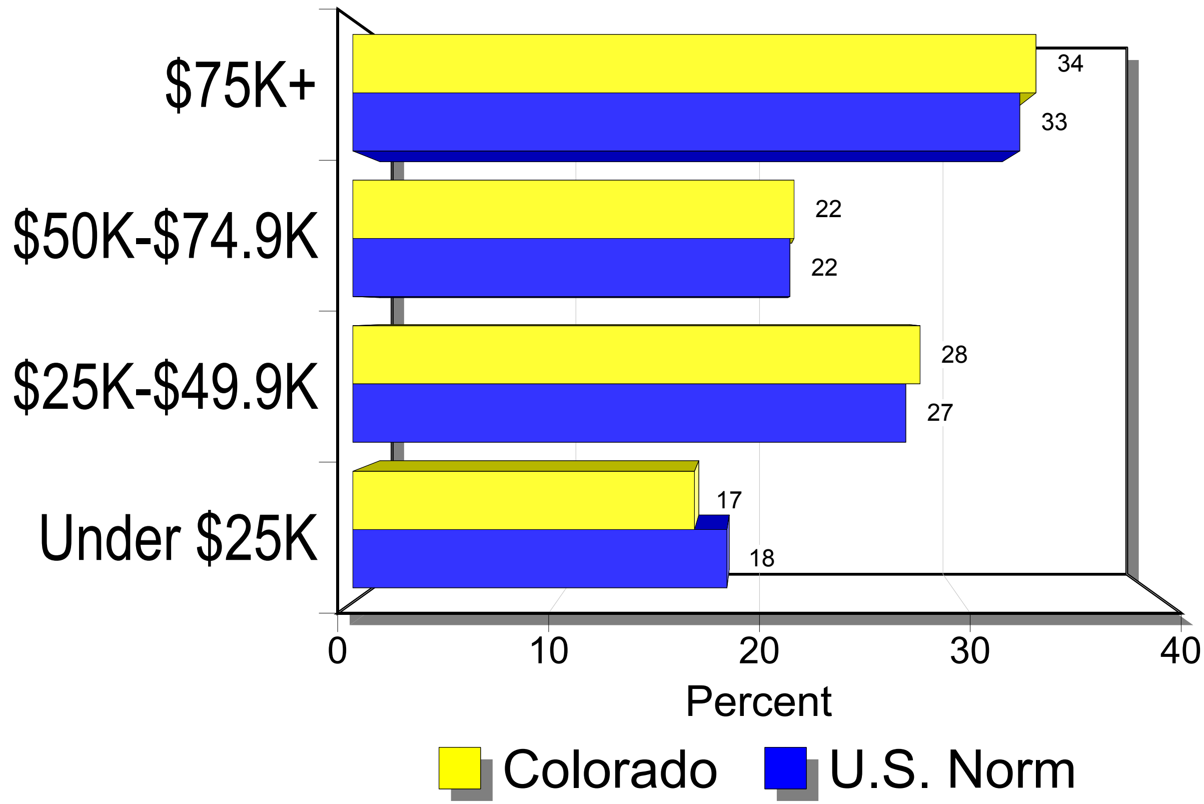
Children in Household

Base: Overnight Pleasure Trips



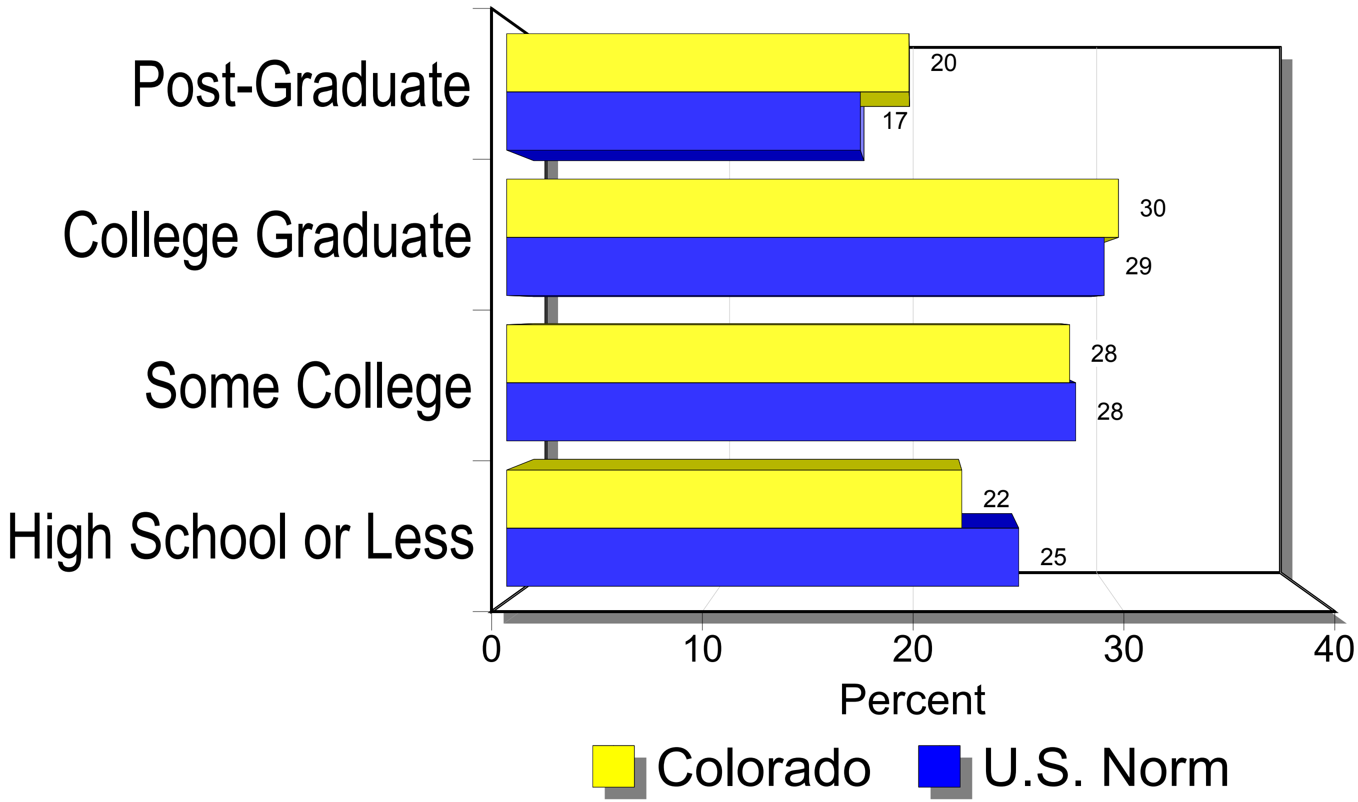
Income

Base: Overnight Pleasure Trips



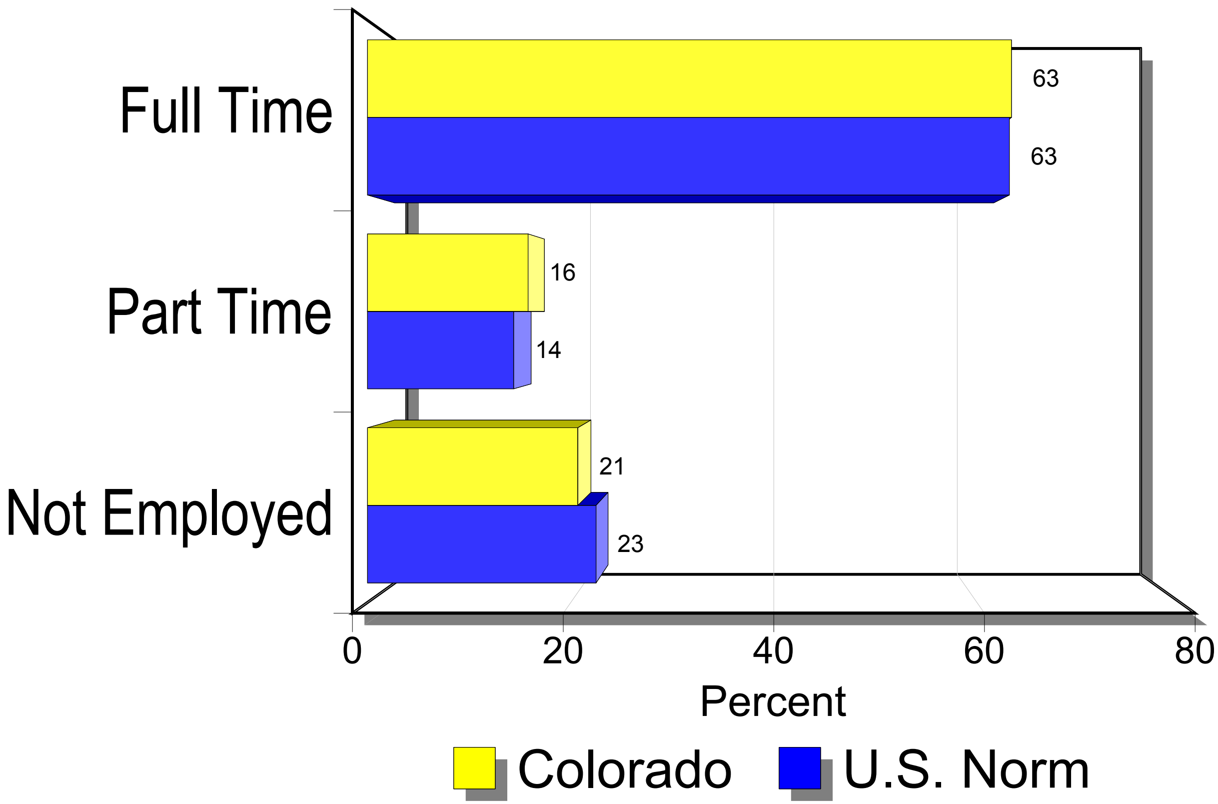
Education

Base: Overnight Pleasure Trips



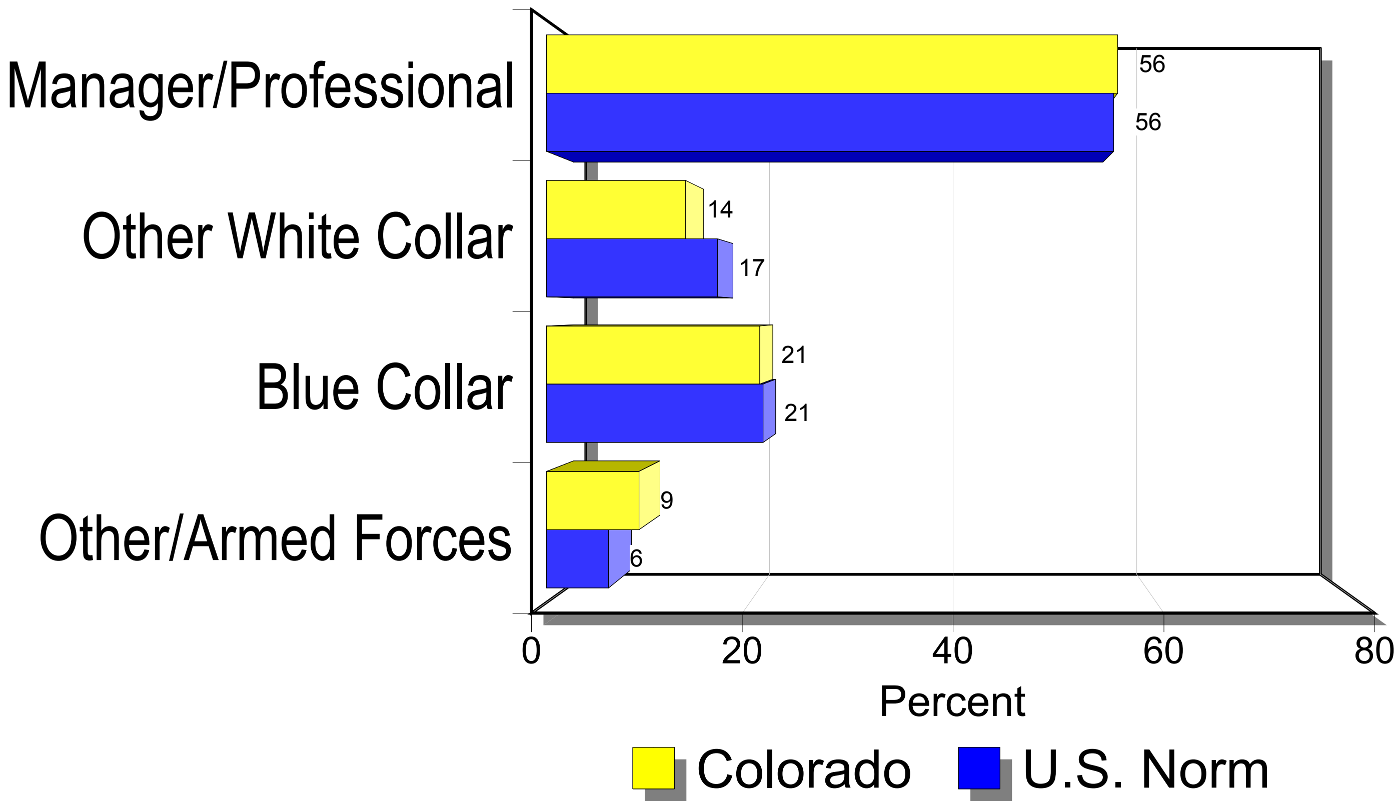
Employment

Base: Overnight Pleasure Trips



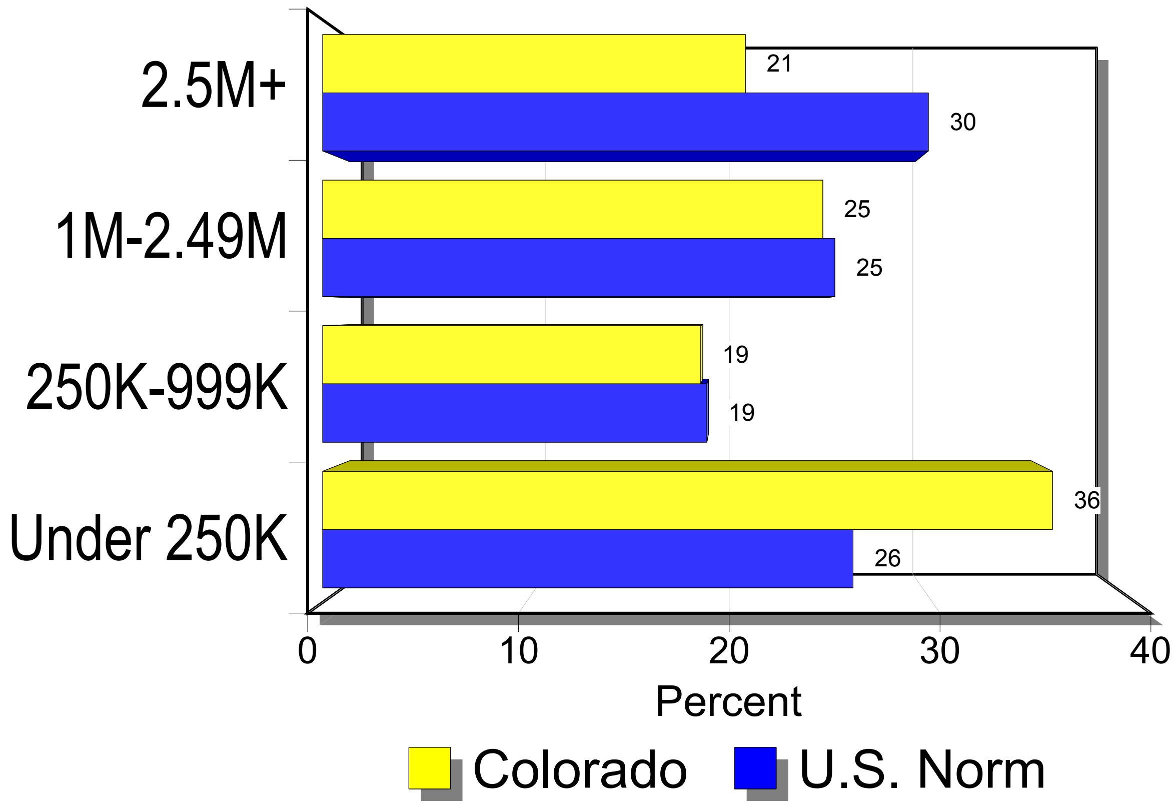
0 ccupation

Base: Overnight Pleasure Trips by Those Who Are Employed

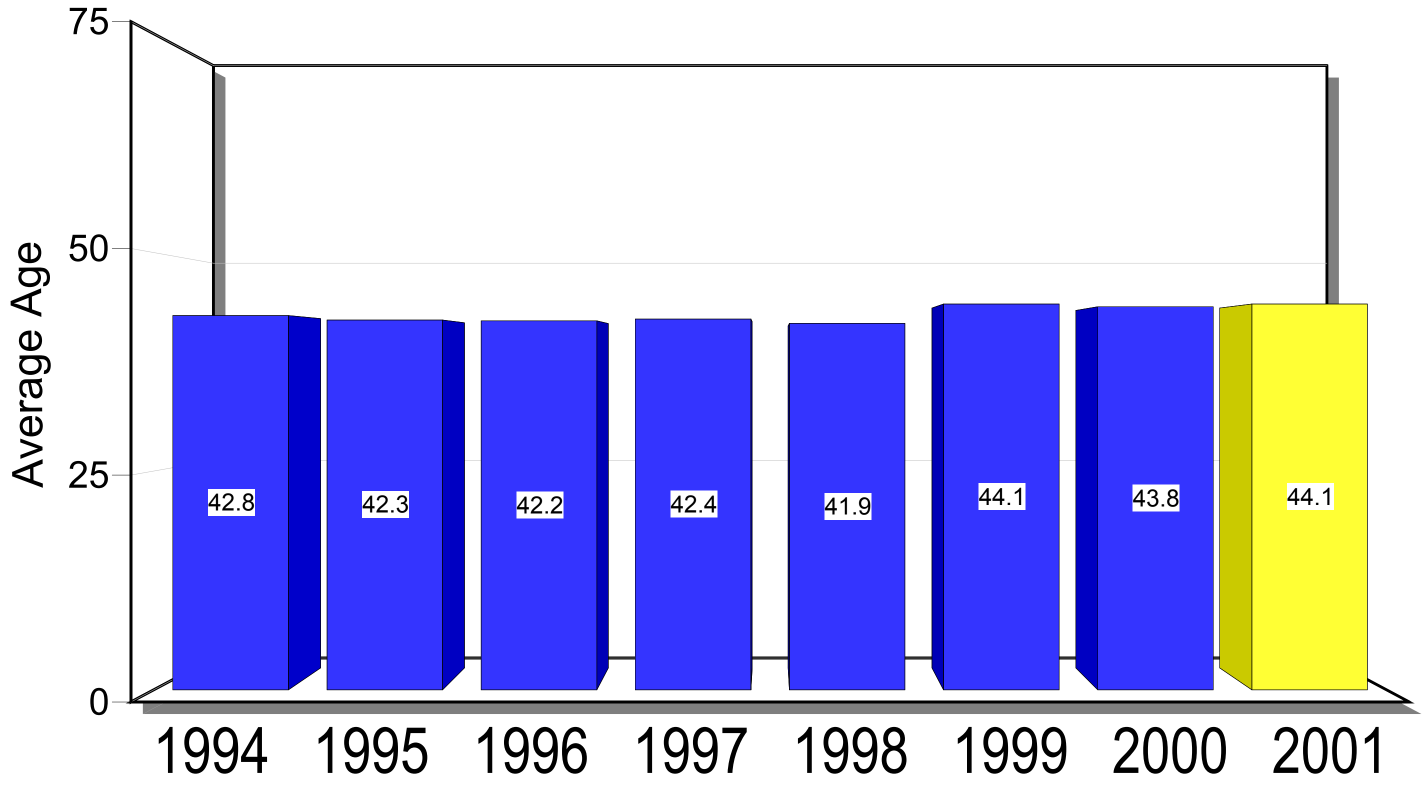


Community Size

Base: Overnight Pleasure Trips

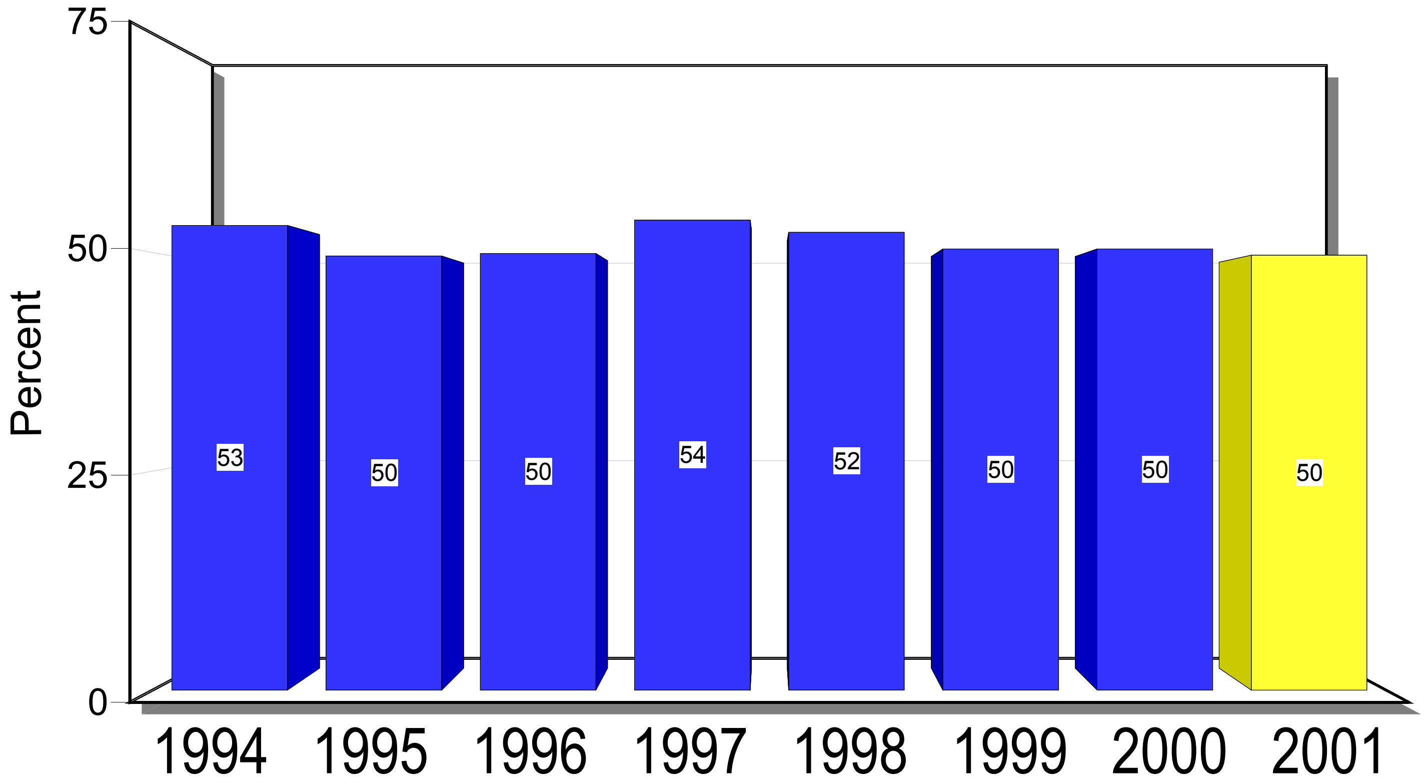


Average Age

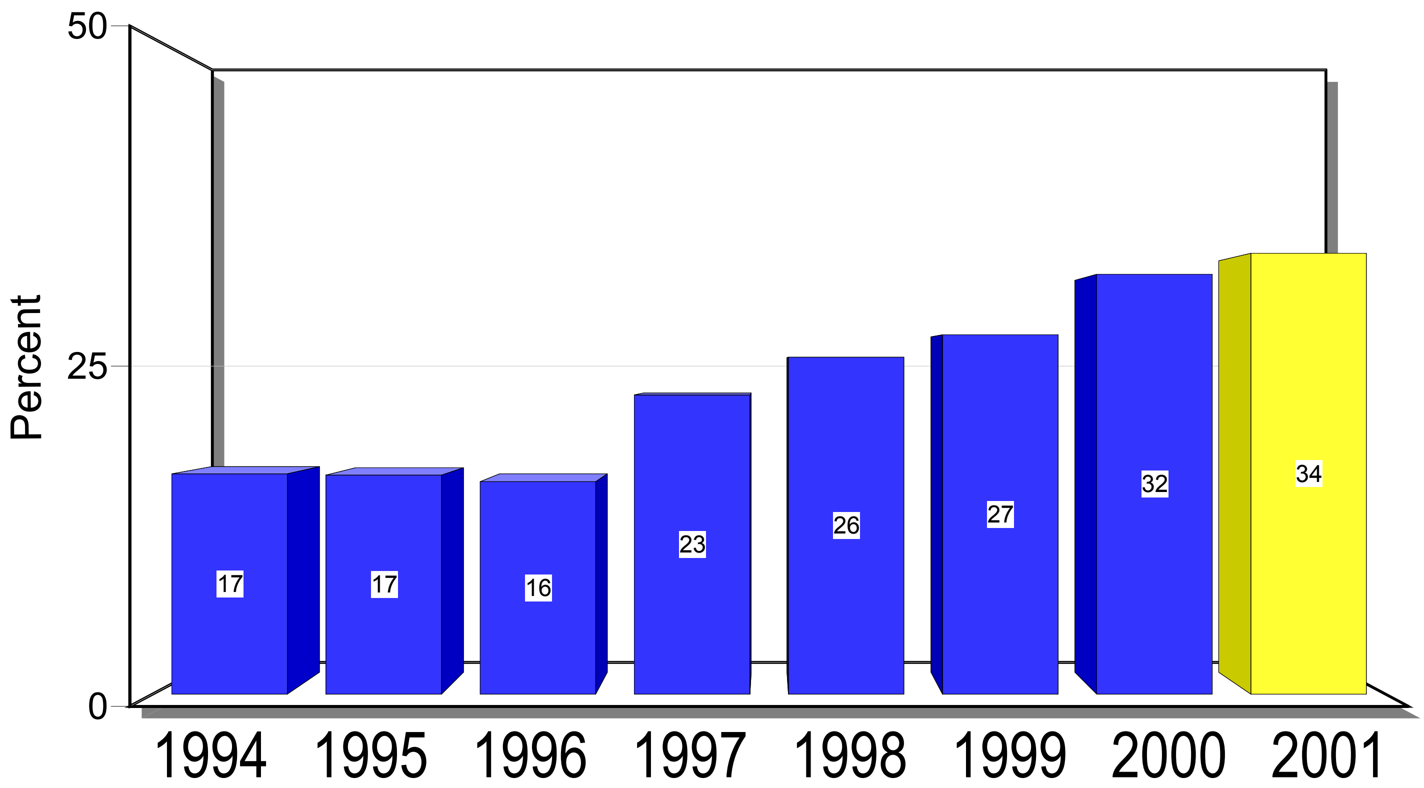


Average Age
75
50
25
0
42.8
42.3
42.2
42.4
41.9
44.1
43.8
44.1
1994
1995
1996
1997
1998
1999
2000
2001

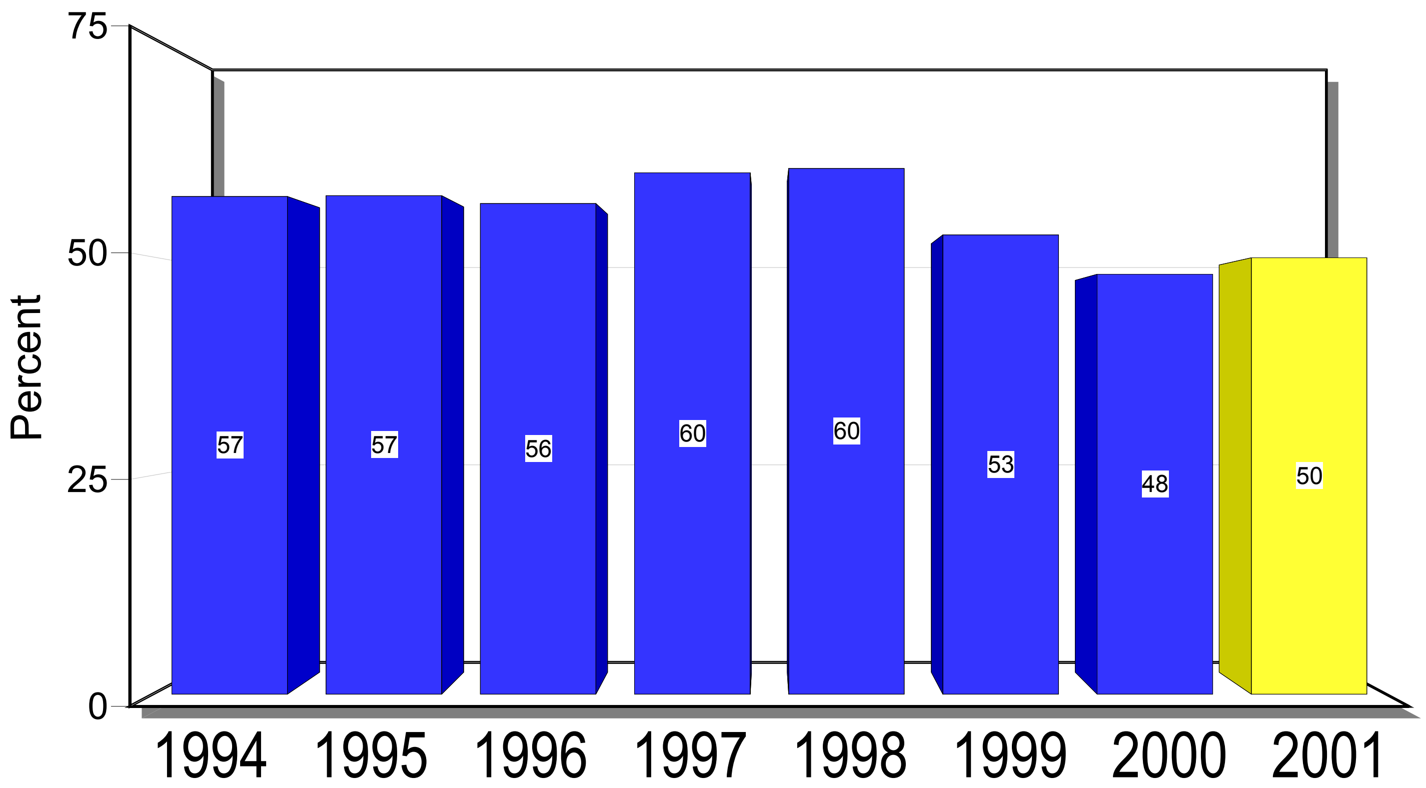
Percent Who Are Male



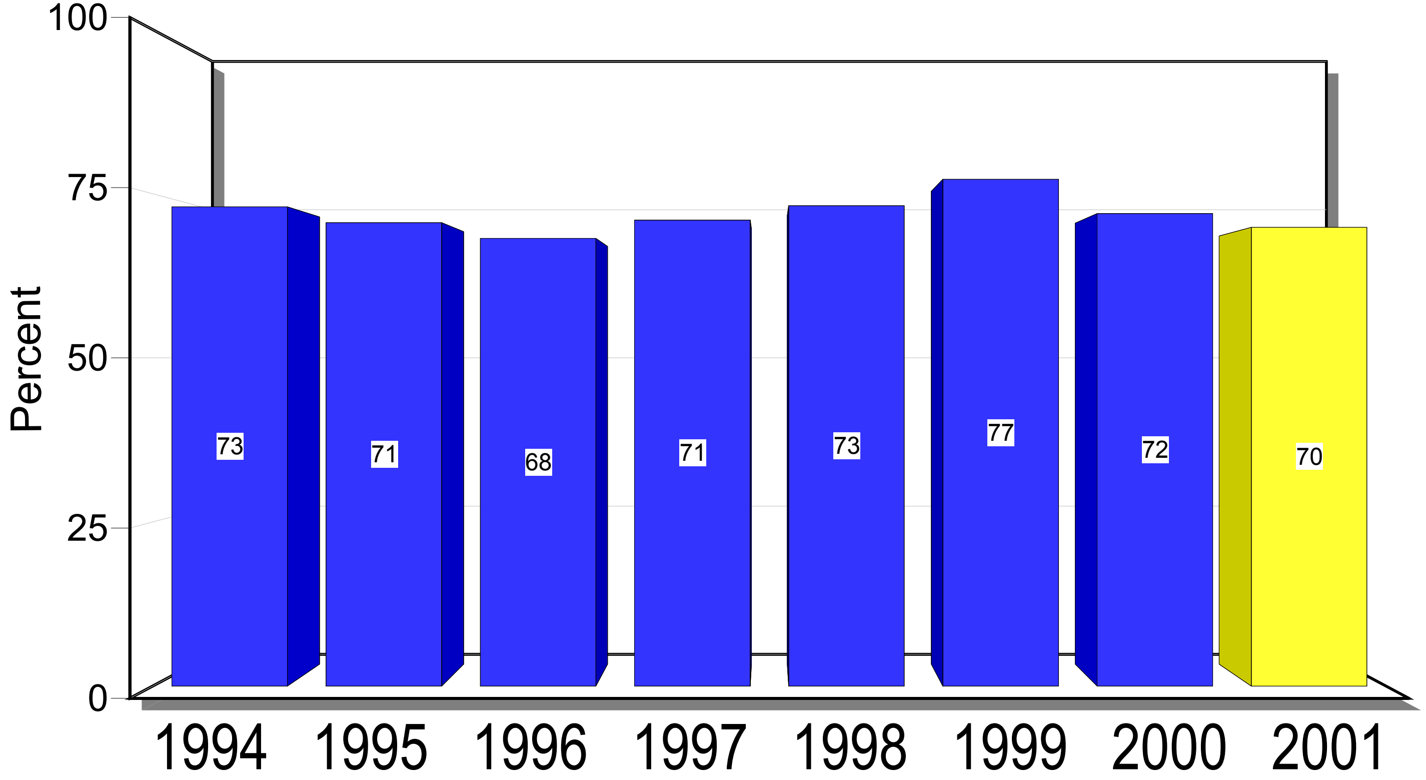
Percent Who Earn Over $75,000



Percent With College Education

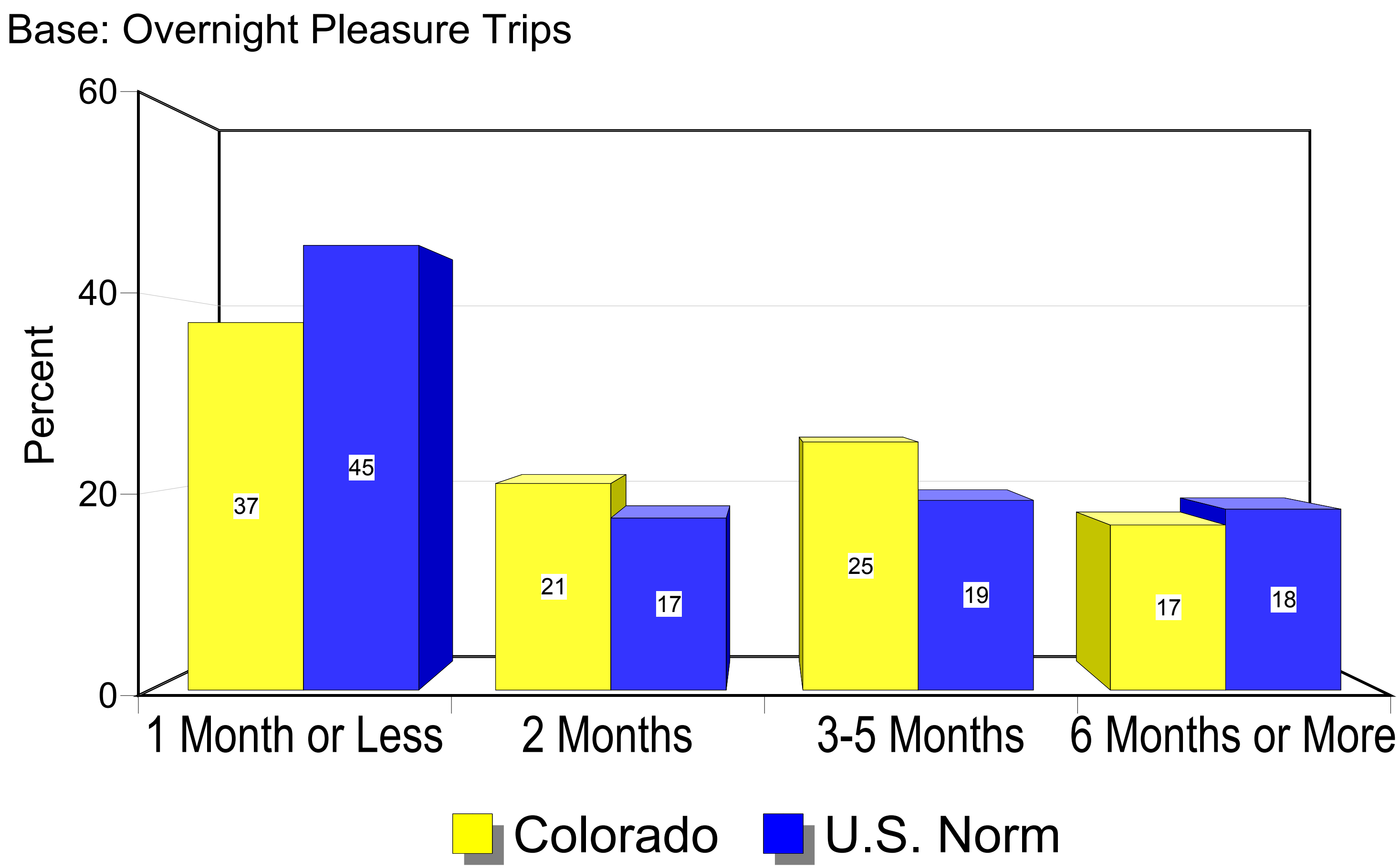


Percent White Collar Occupation

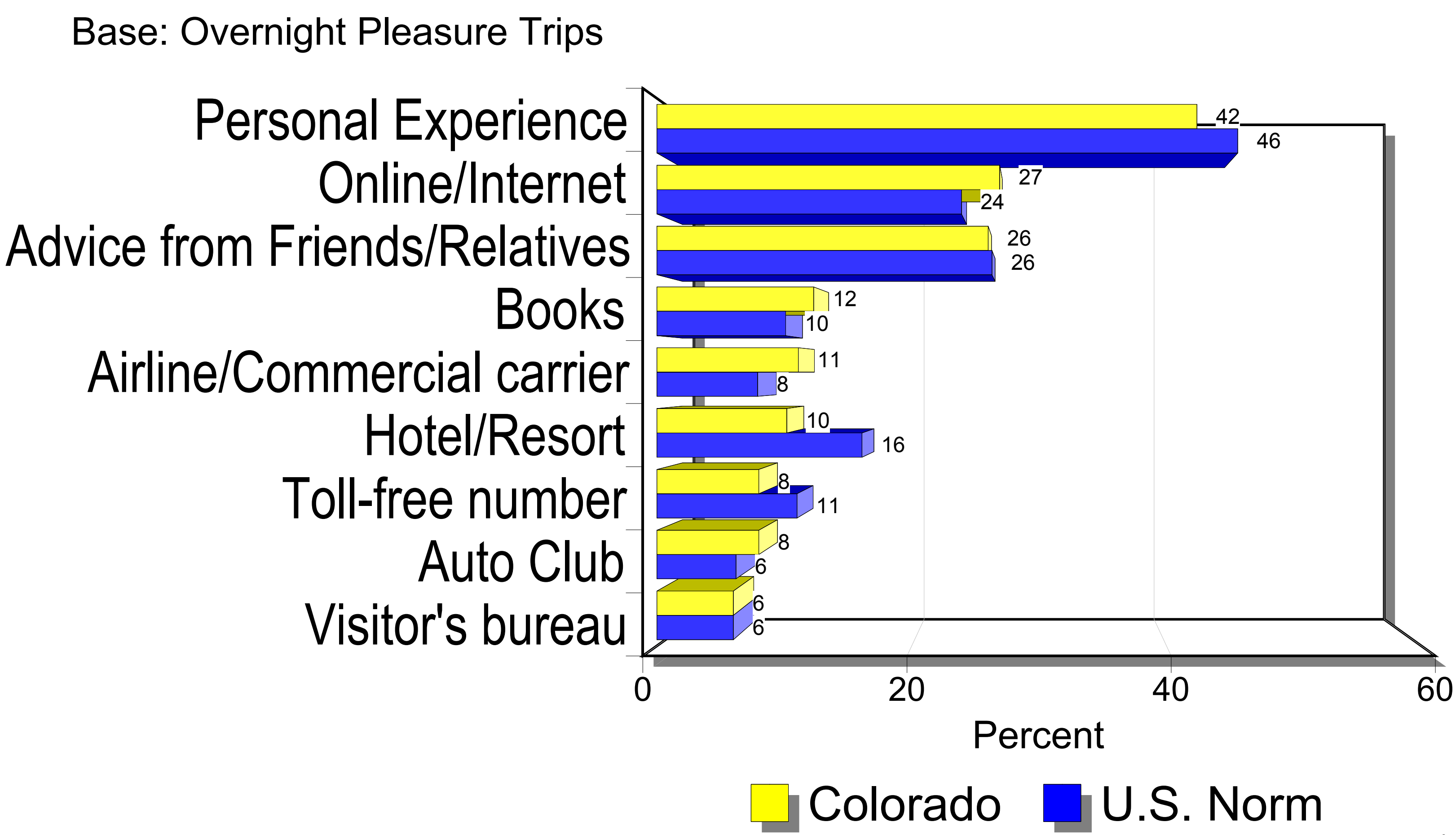


Planning and Booking of Overnight Pleasure Trips

Planning Cycle

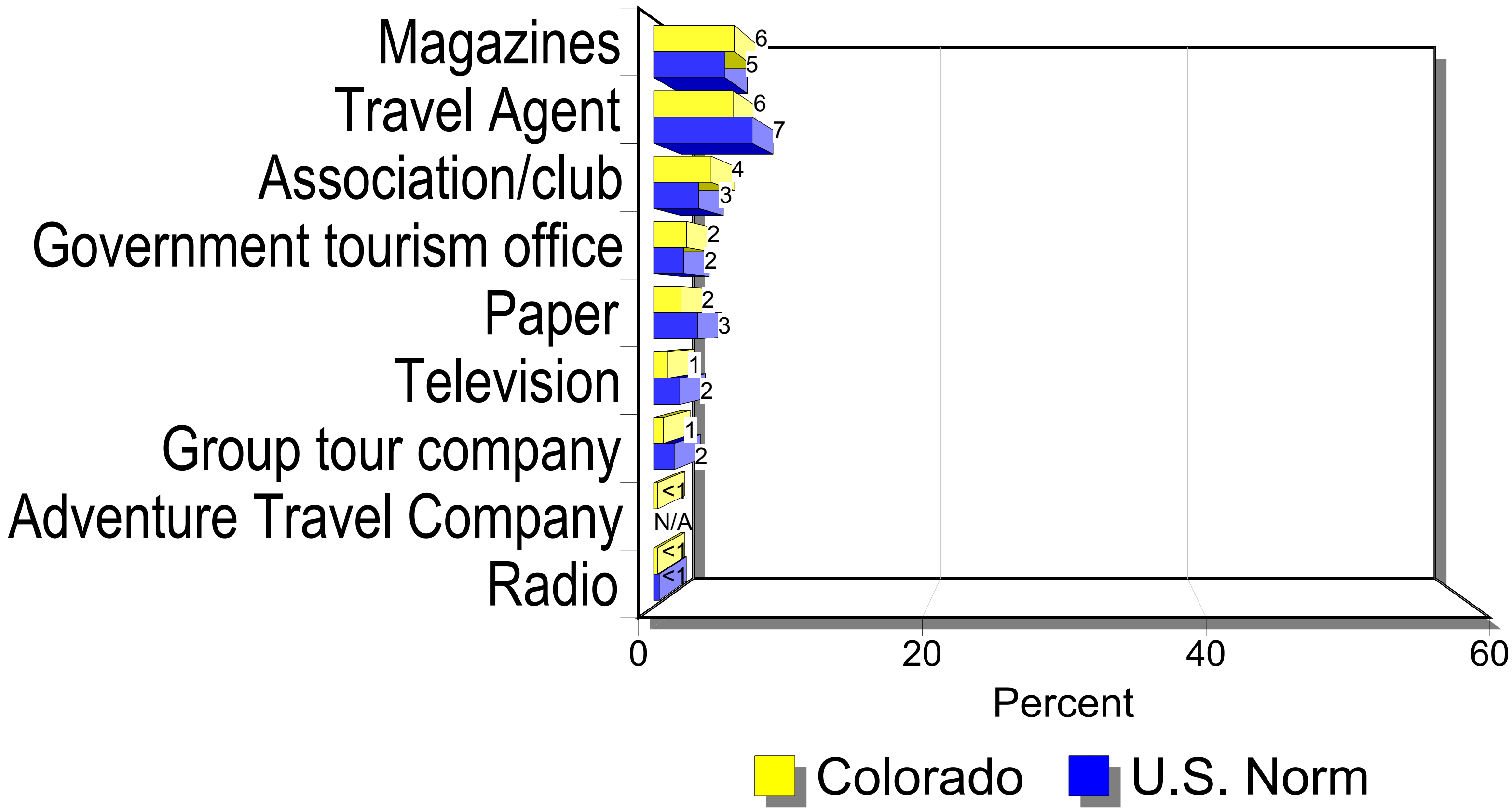


Information Sources Used for Planning



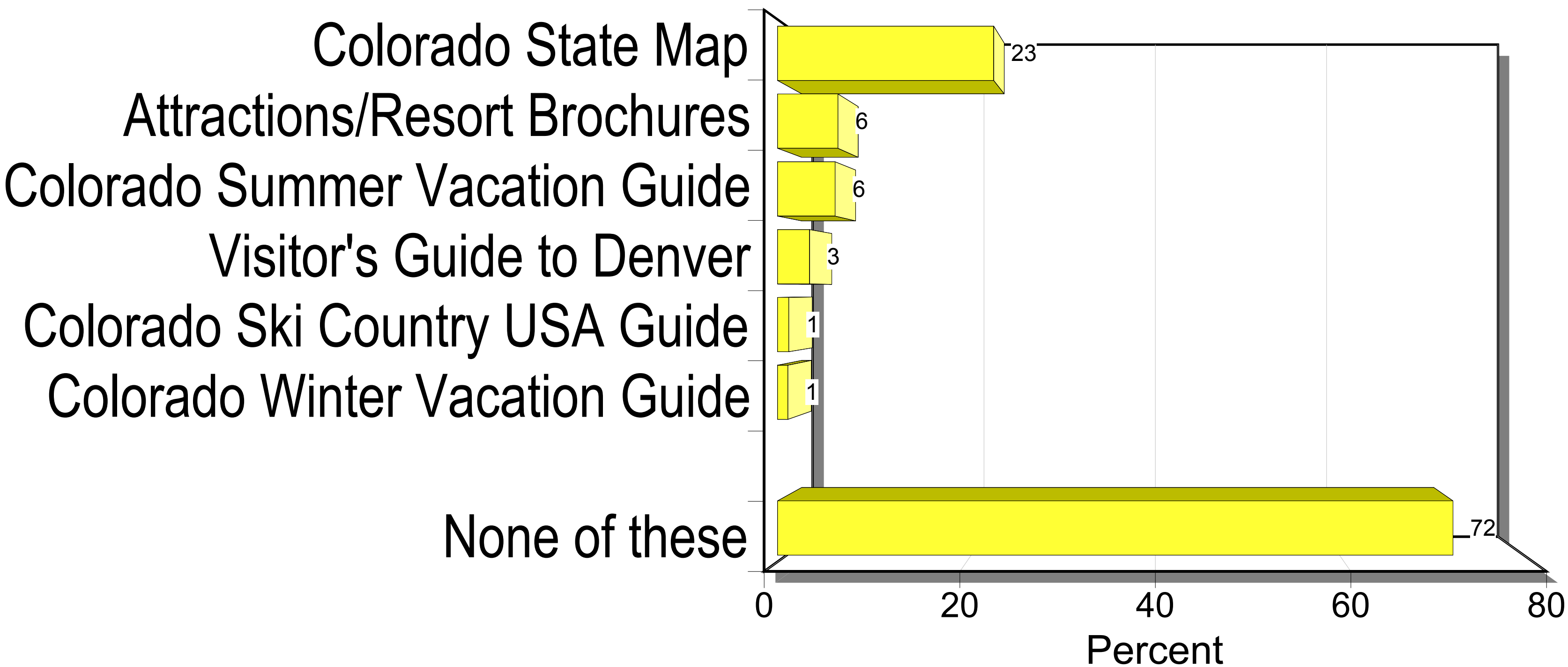
Information Sources Used for Planning (Cont'd)

Base: Overnight Pleasure Trips



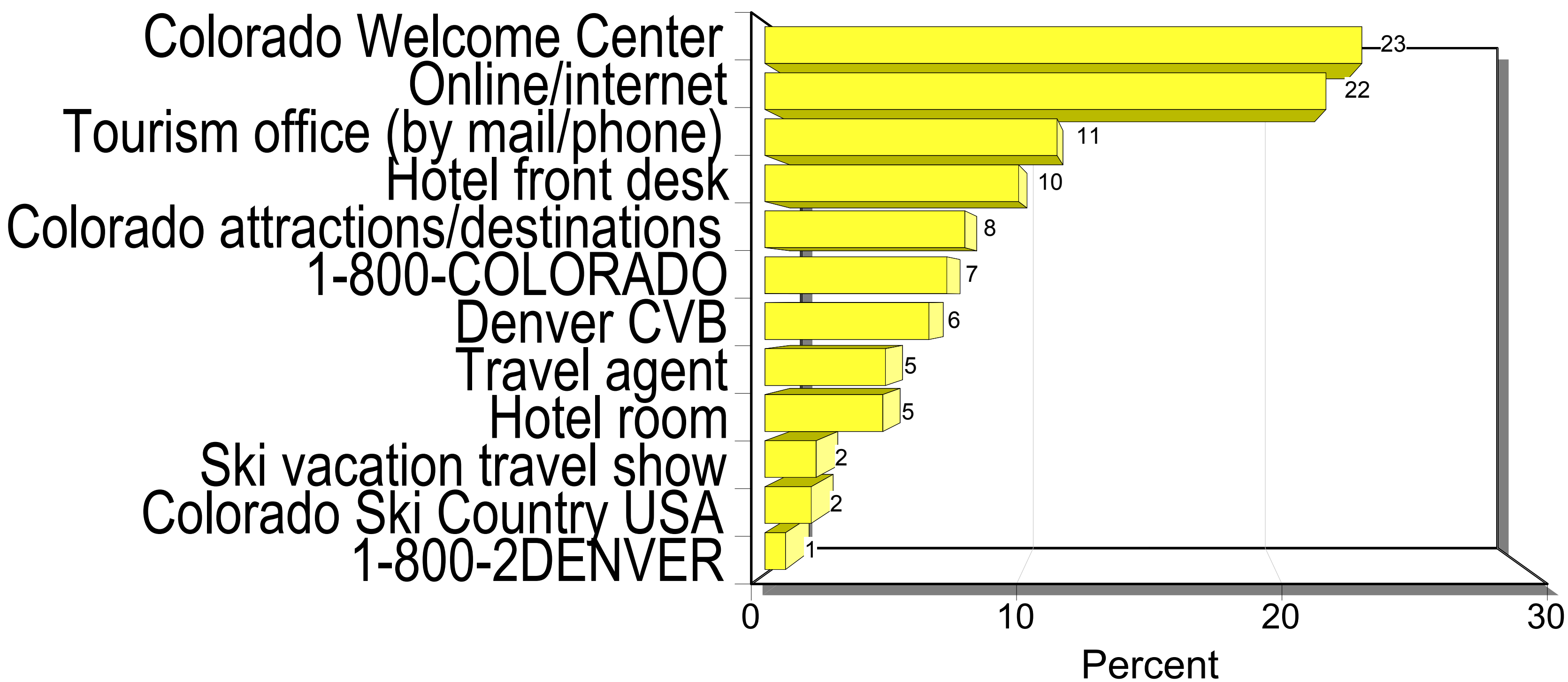
Publications Used for Trip Planning

Base: Overnight Pleasure Trips



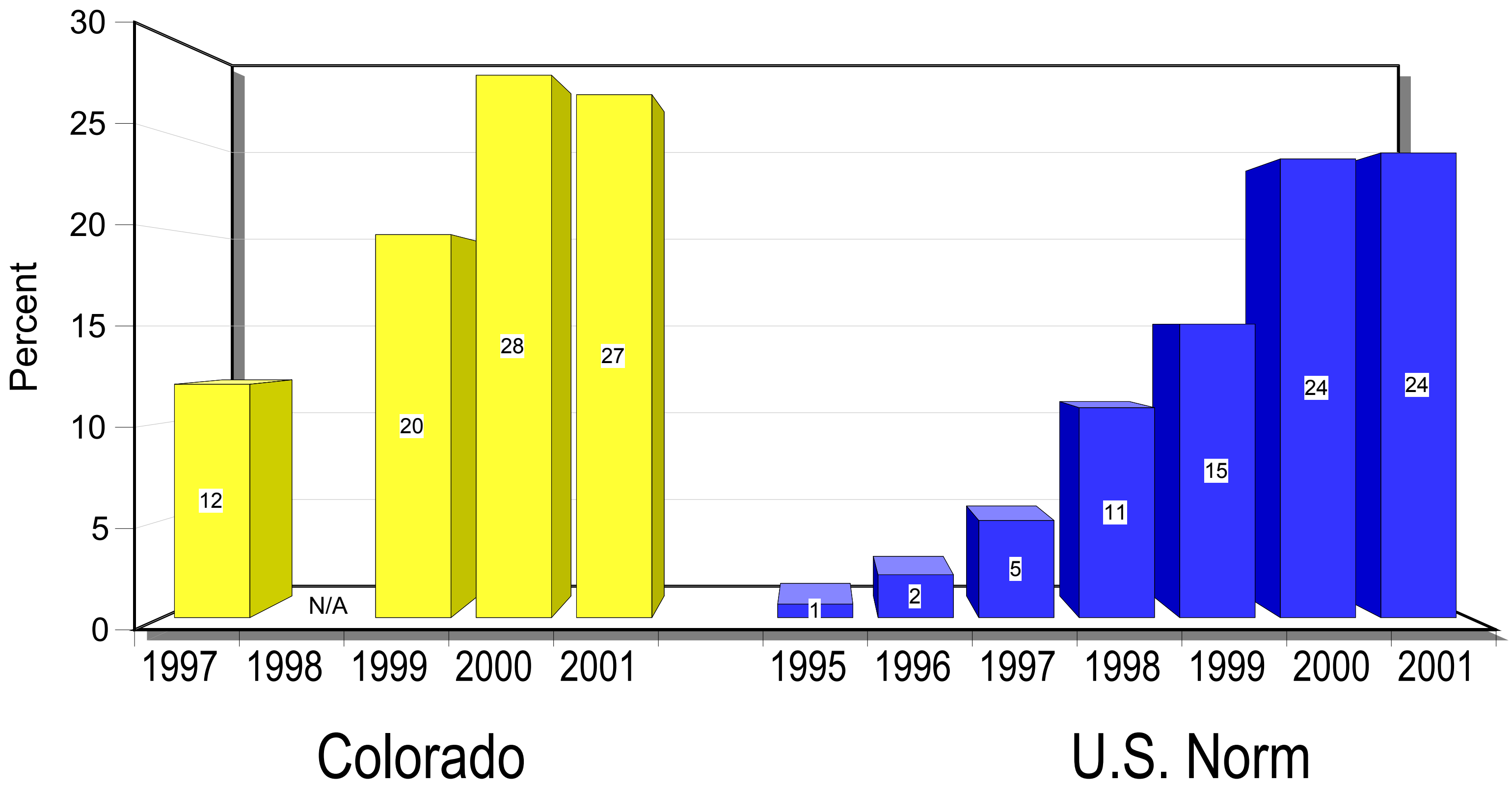
Place Where Publications Were Obtained

Base: Used At Least One Publication



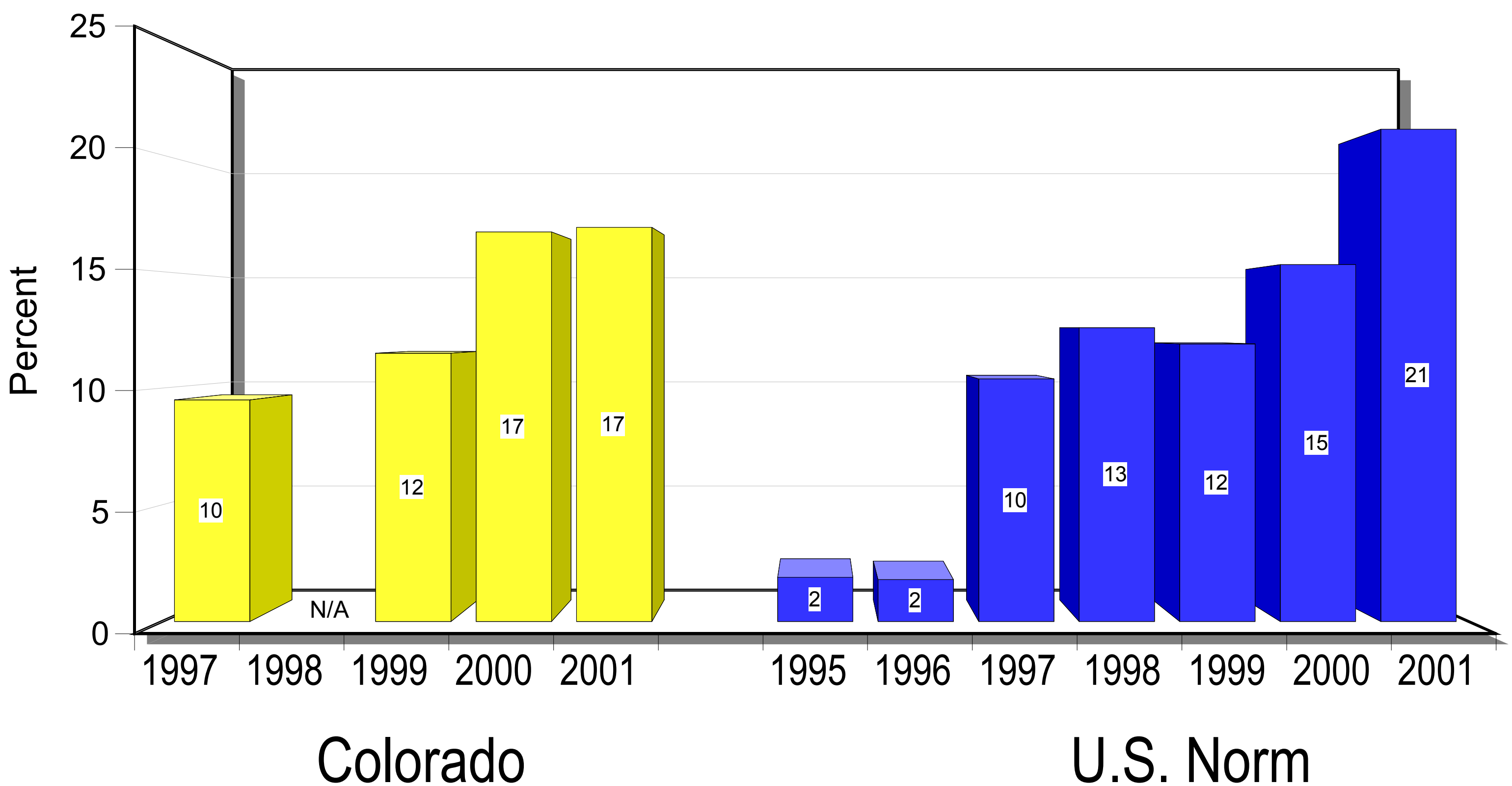
Use of Internet for Trip Planning

Base: Overnight Pleasure Trips

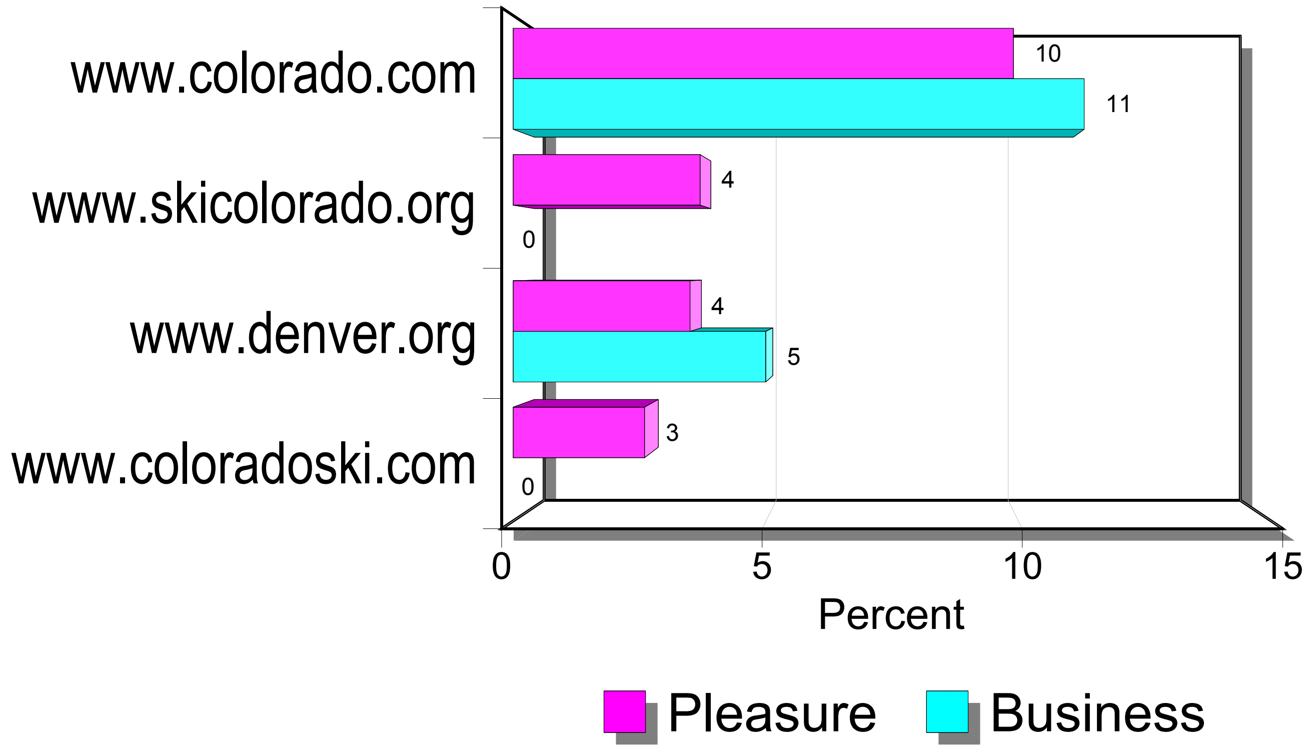


Use of Internet for Trip Planning

Base: Overnight Business Trips

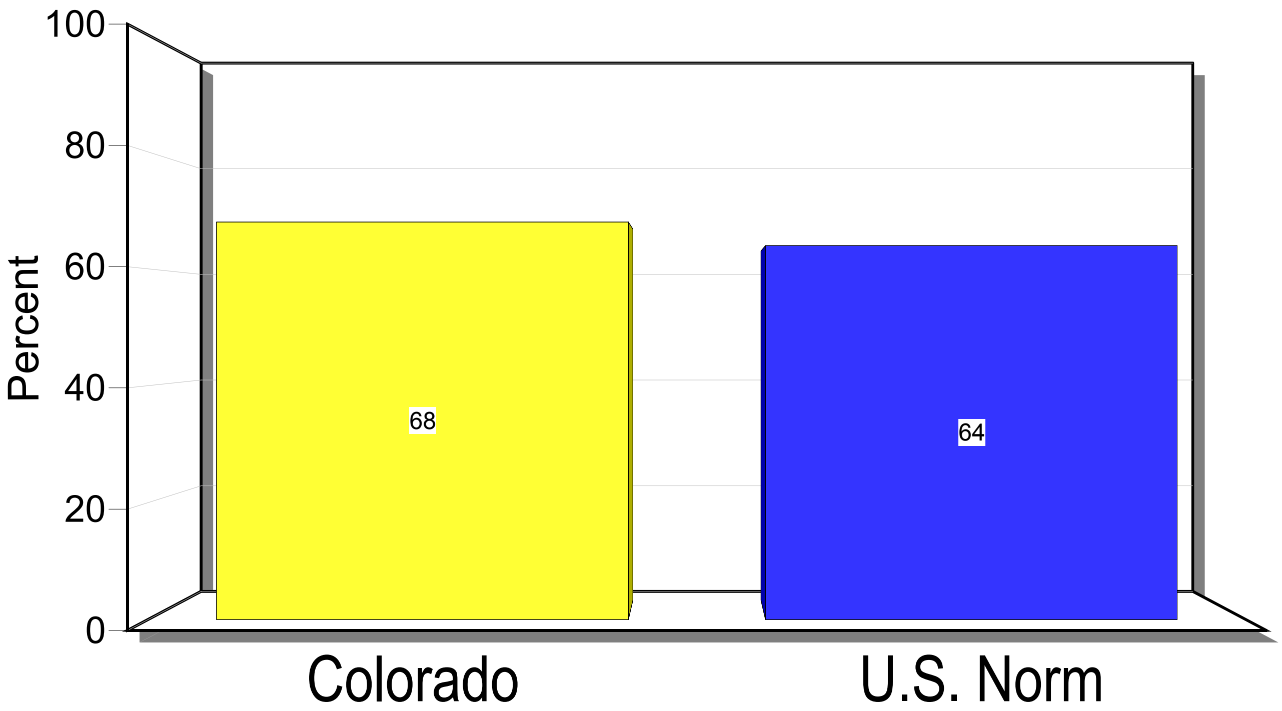


Internet Sites Used When Planning Colorado Trip



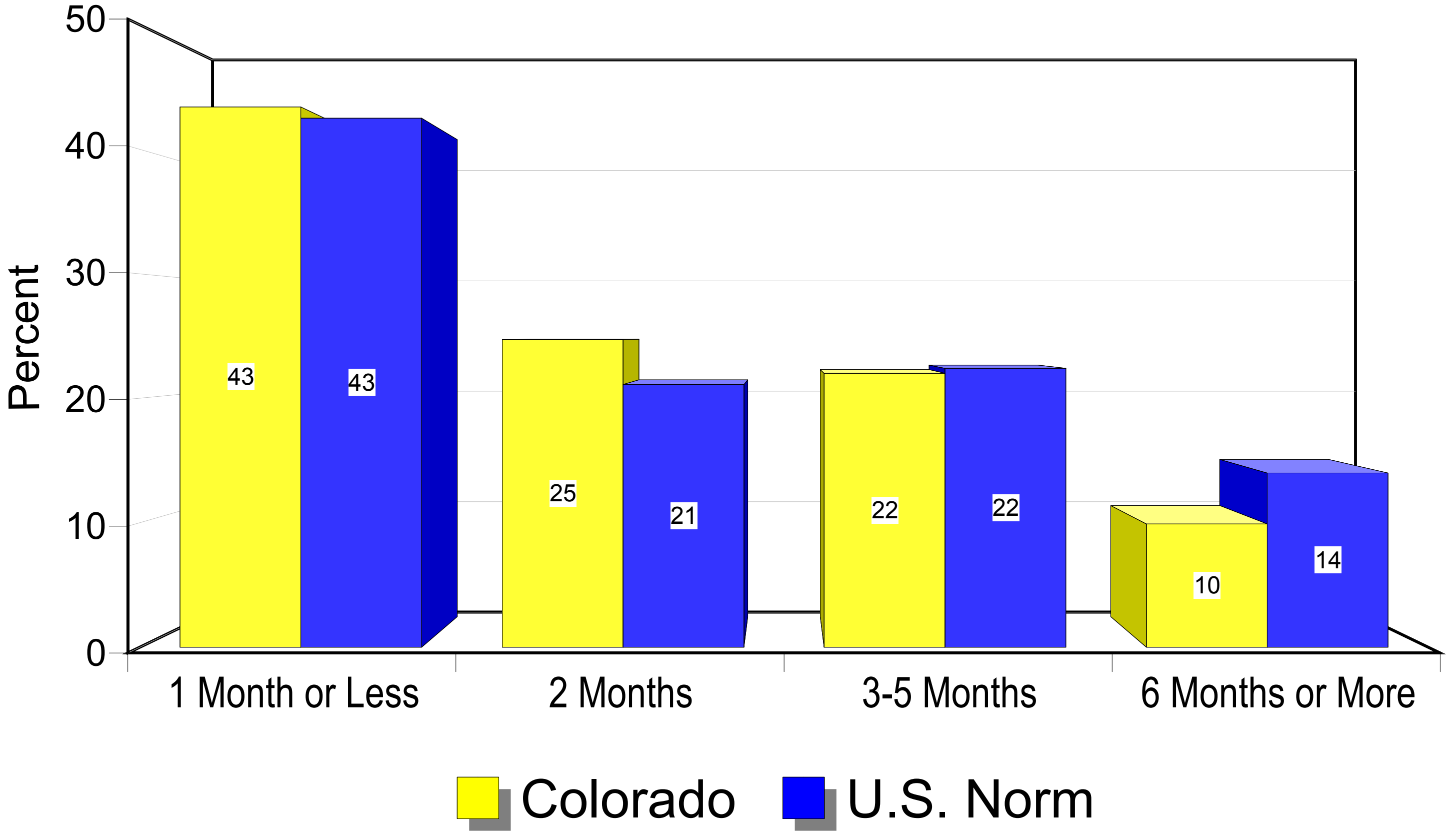
Percent Who Booked In Advance

Base: Overnight Pleasure Trips



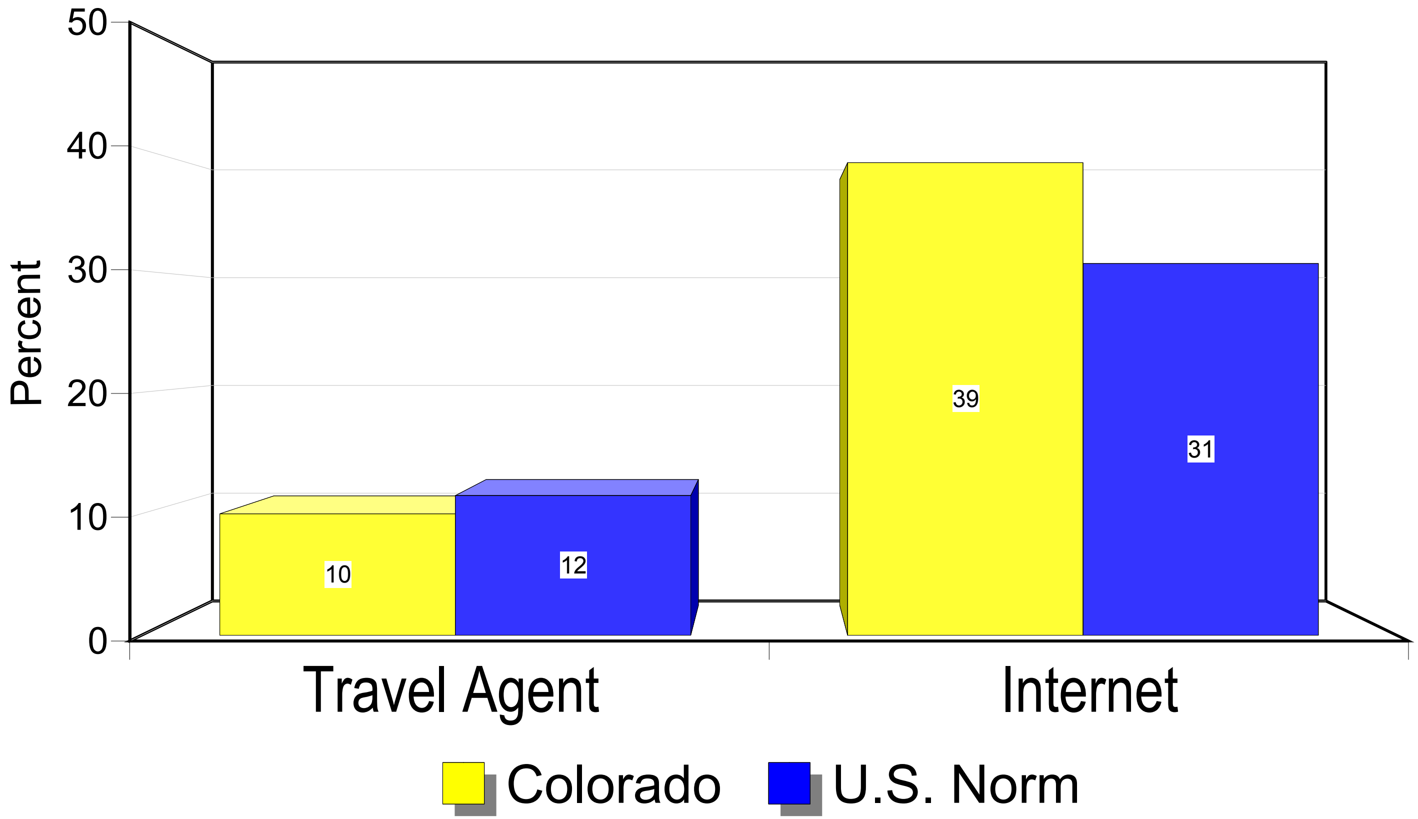
Booking Cycle

Base: Overnight Pleasure Trips Booked in Advance



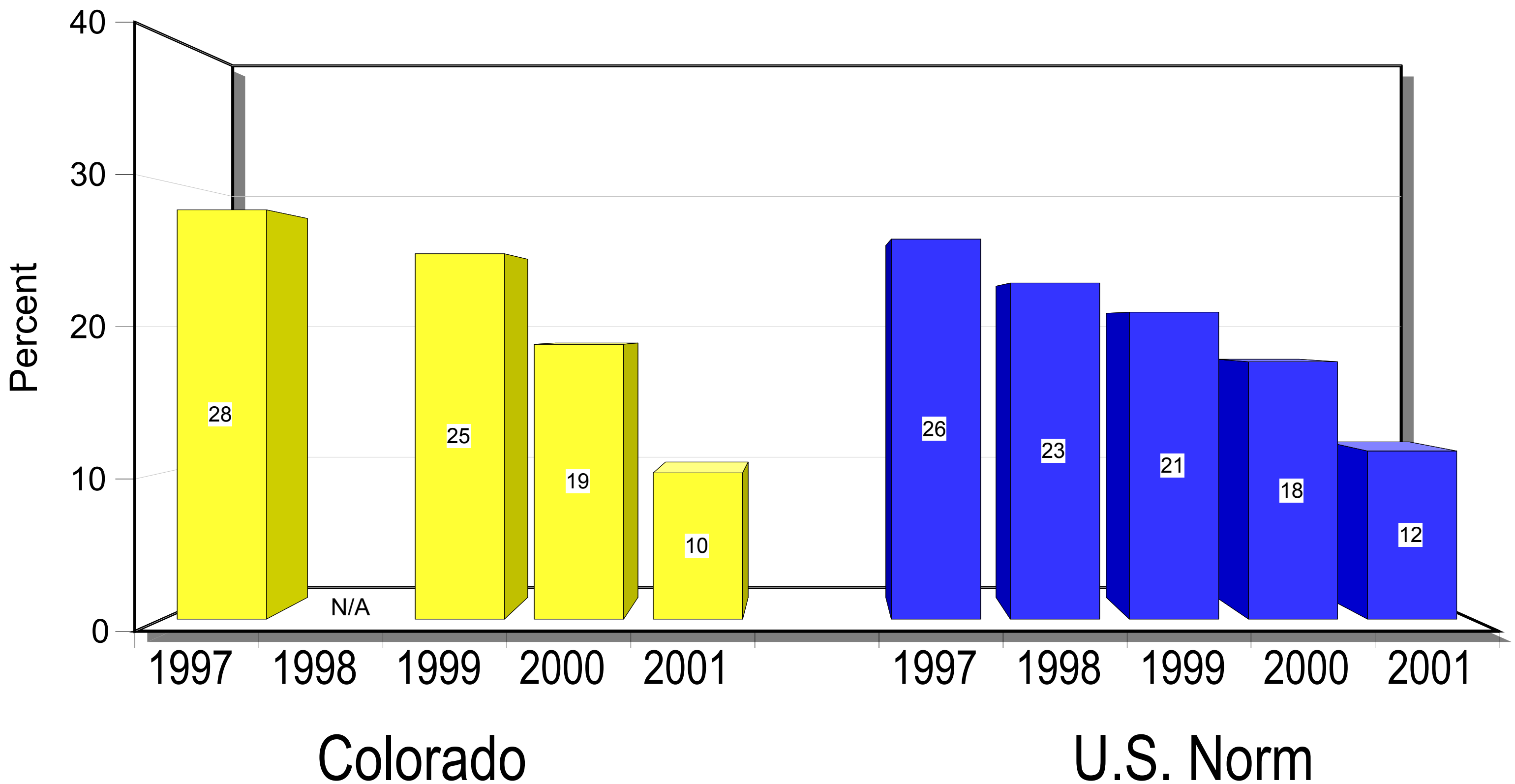
Use of Travel Agents/Internet for Booking

Base: Overnight Pleasure Trips Booked in Advance



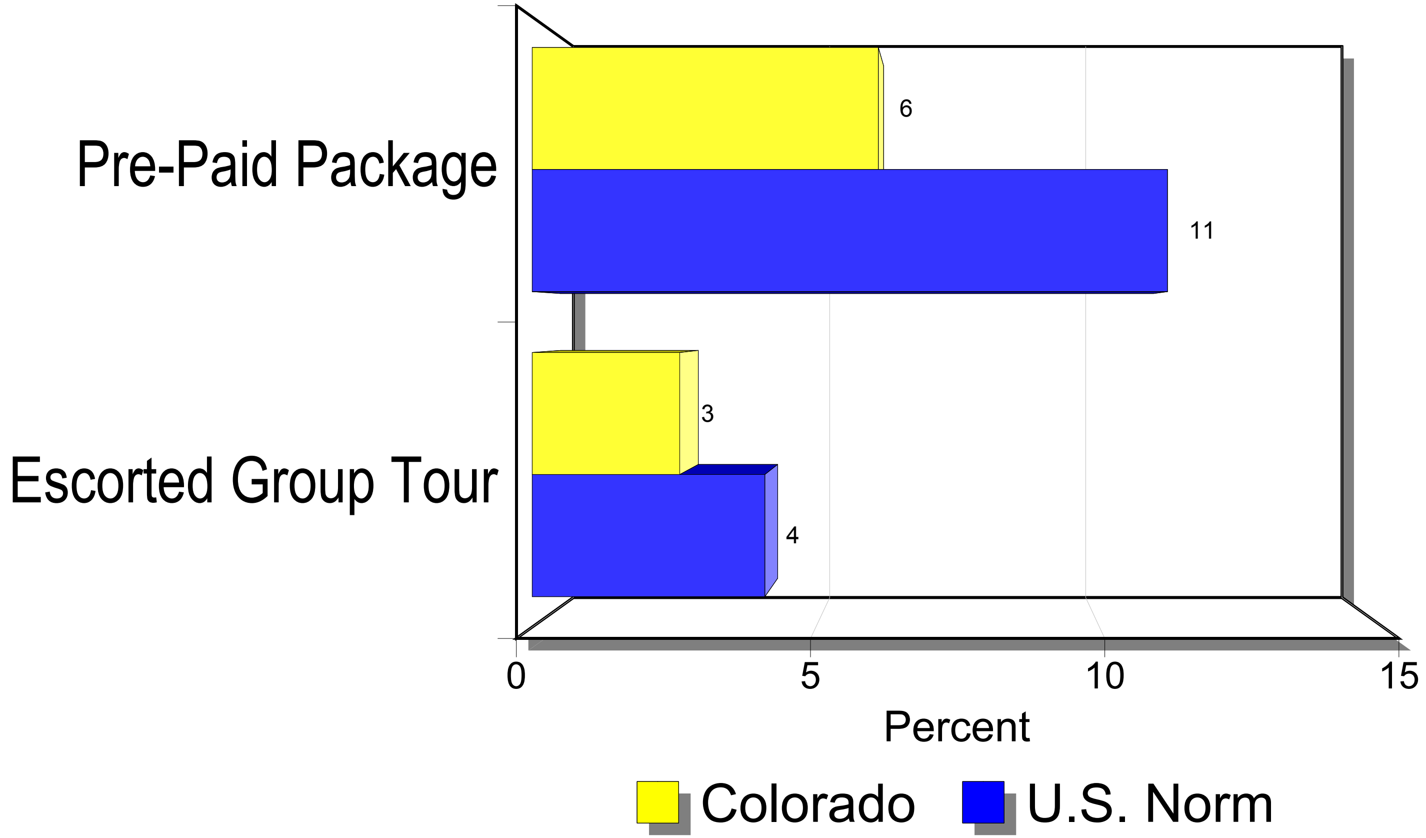
Use of Travel Agent for Trip Booking

Base: Overnight Pleasure Trips Booked in Advance



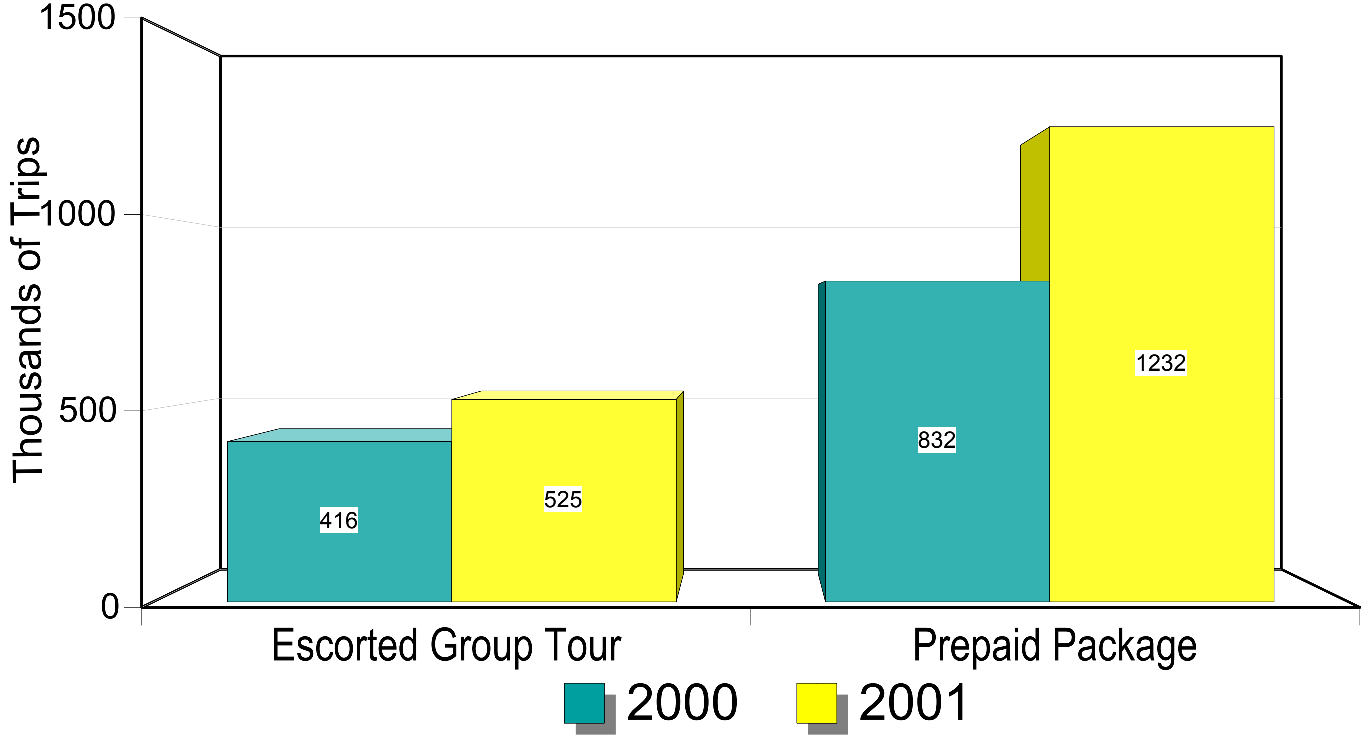
Use of Vacation Packages and Group Travel

Base: Overnight Pleasure Trips

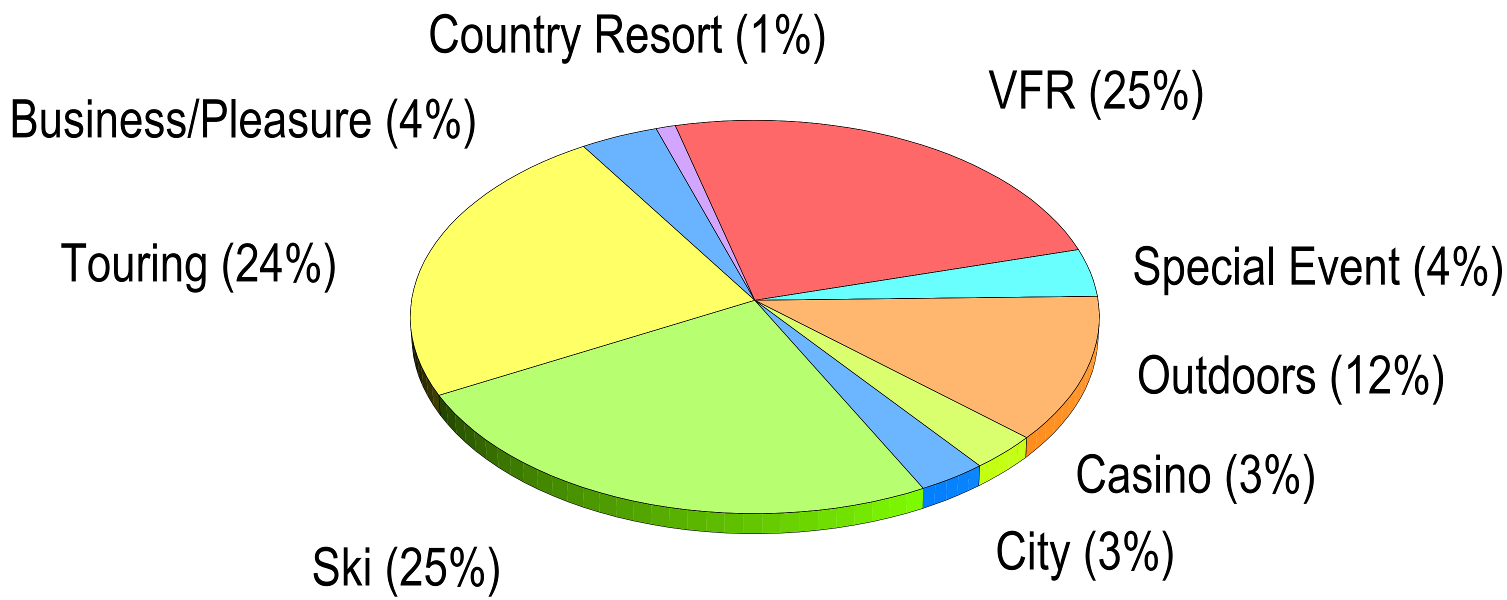


Vacation Packages and Group Travel to Colorado

Base: Overnight Pleasure Trips

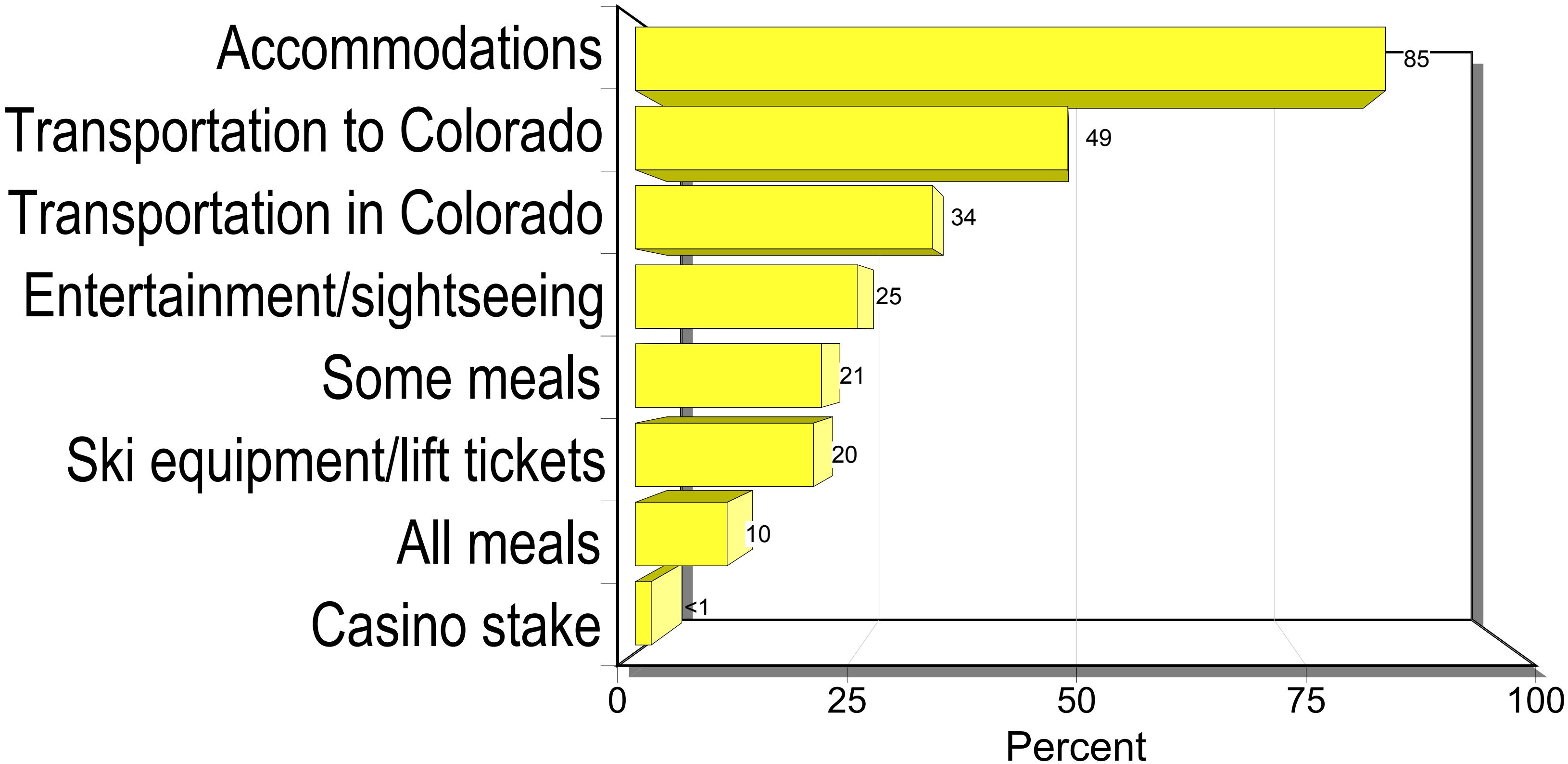


Distribution of Packages – By Purpose of Pleasure Trip



Colorado Package Included ...

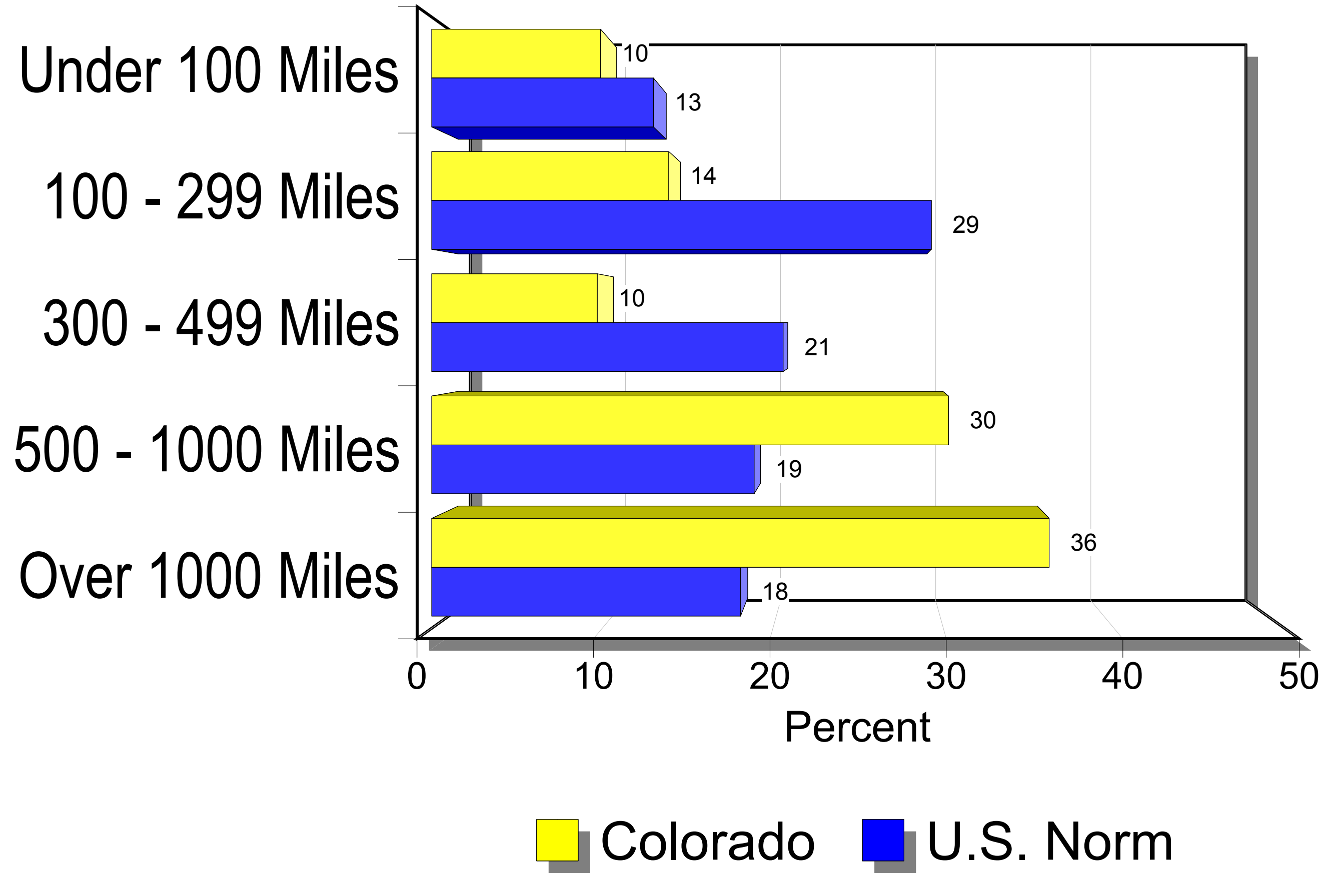
Base: Overnight Pleasure Trips



Pleasure Trip Characteristics

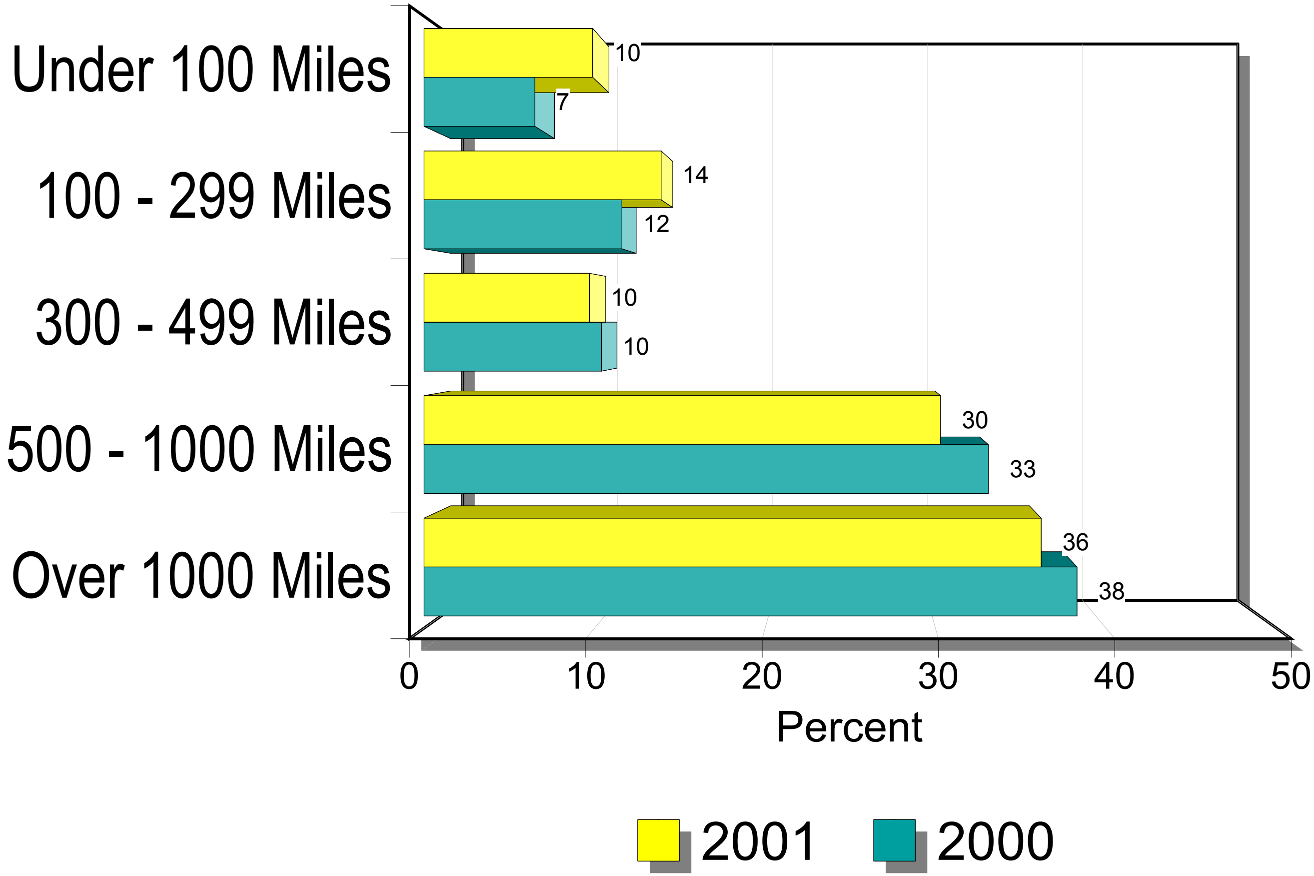
Distance Traveled

Base: Overnight Pleasure Trips



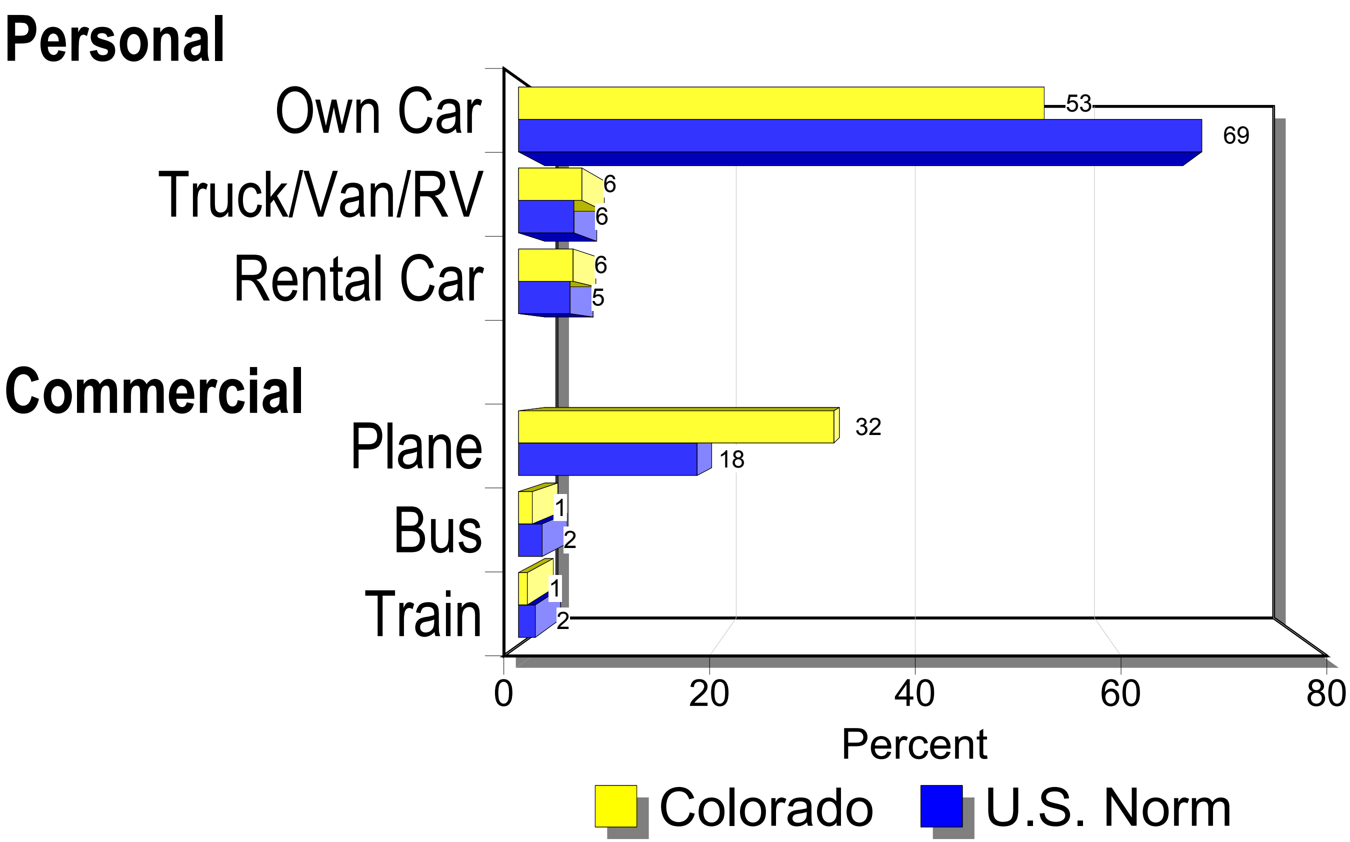
Distance Traveled – 2001 vs. 2000

Base: Overnight Pleasure Trips



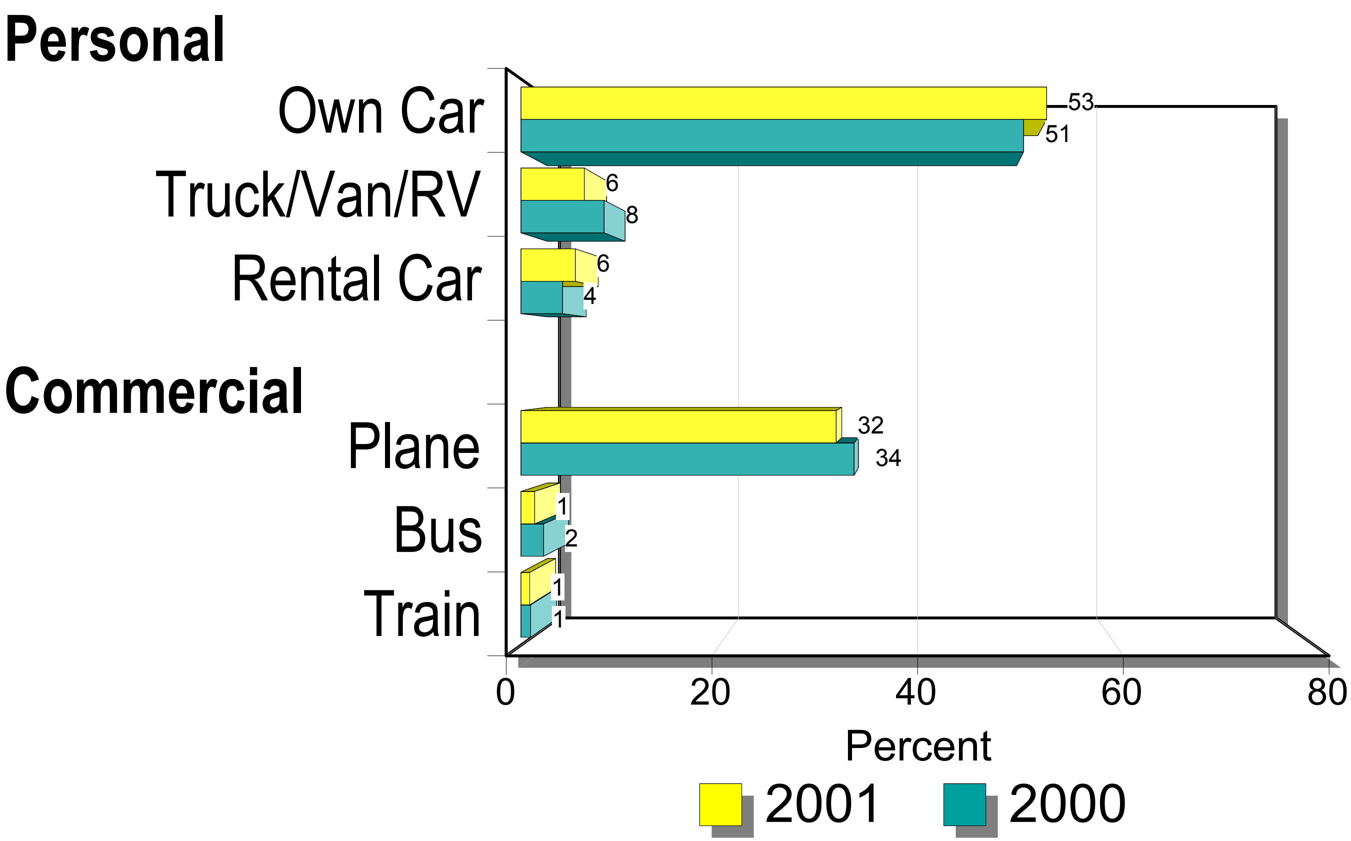
Transportation Used to Enter Colorado

Base: Overnight Pleasure Trips



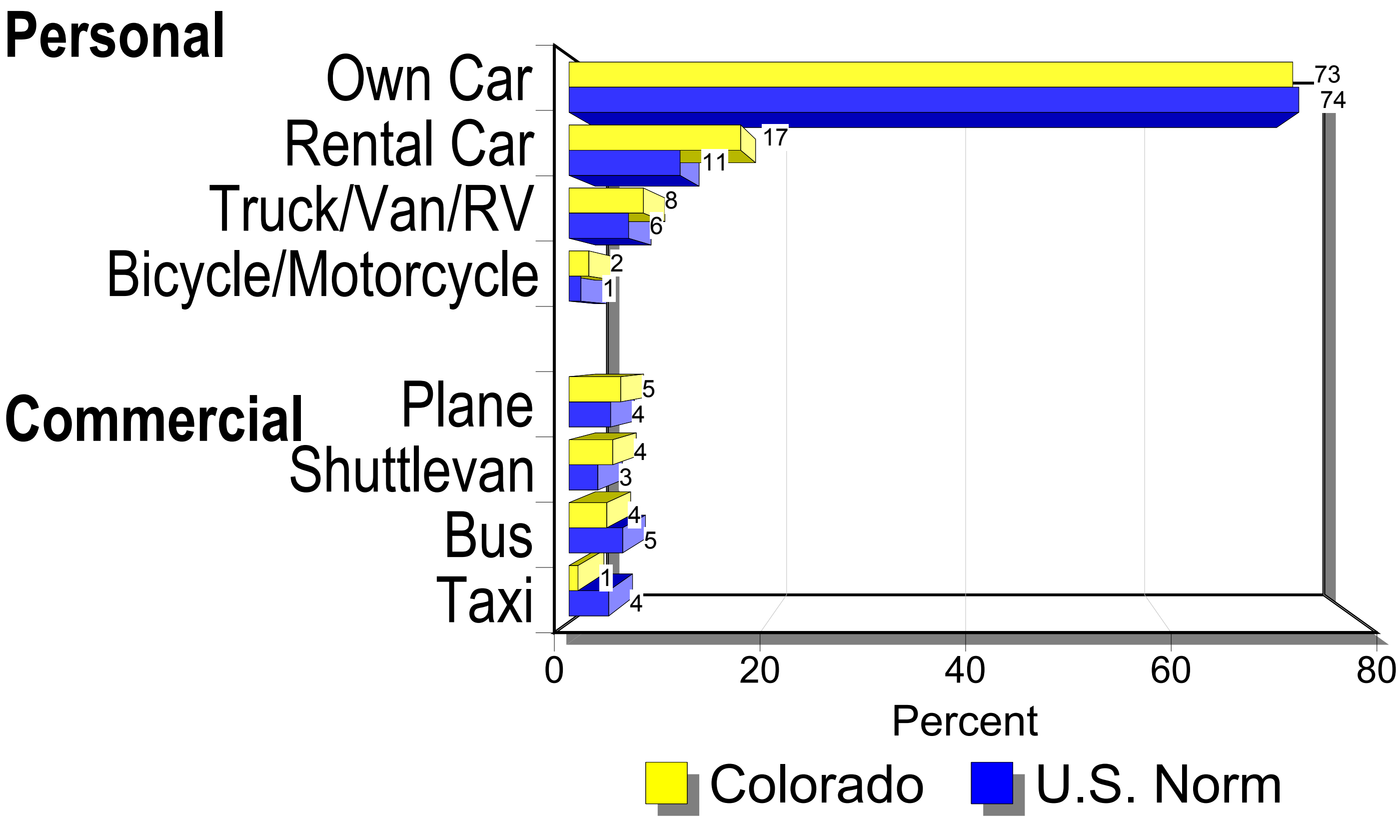
Transportation Used to Enter Colorado – 2001 vs. 2000

Base: Overnight Pleasure Trips



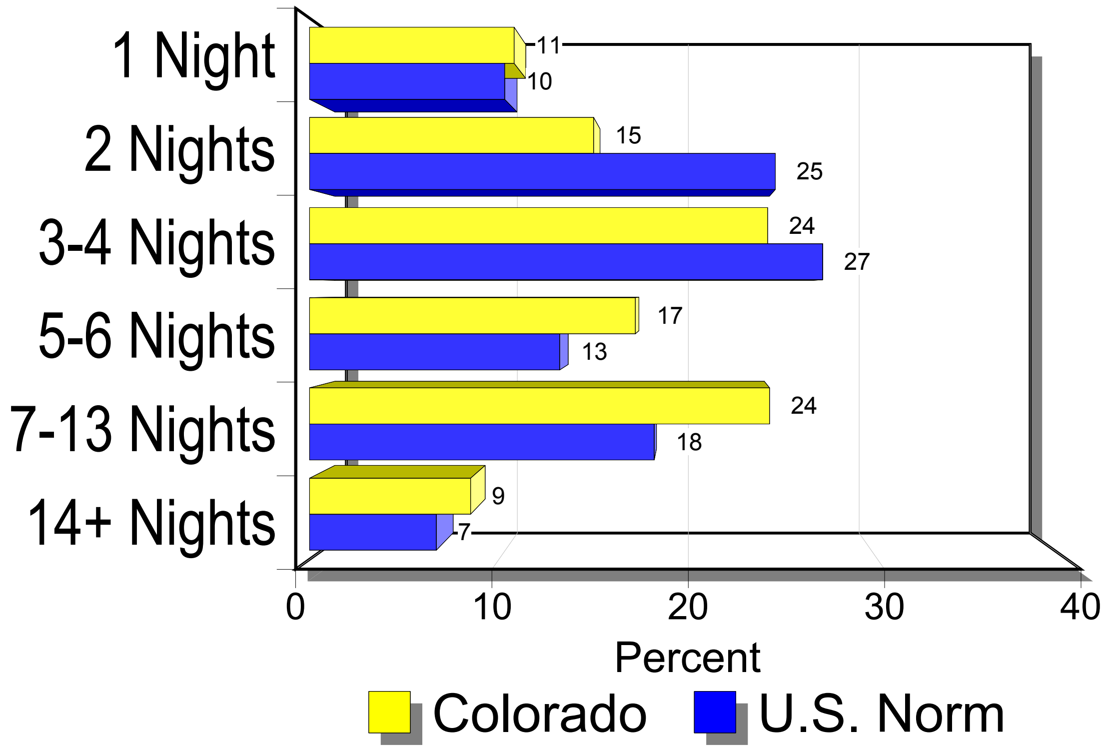
Transportation Used In Colorado

Base: Overnight Pleasure Trips



Total Nights Away

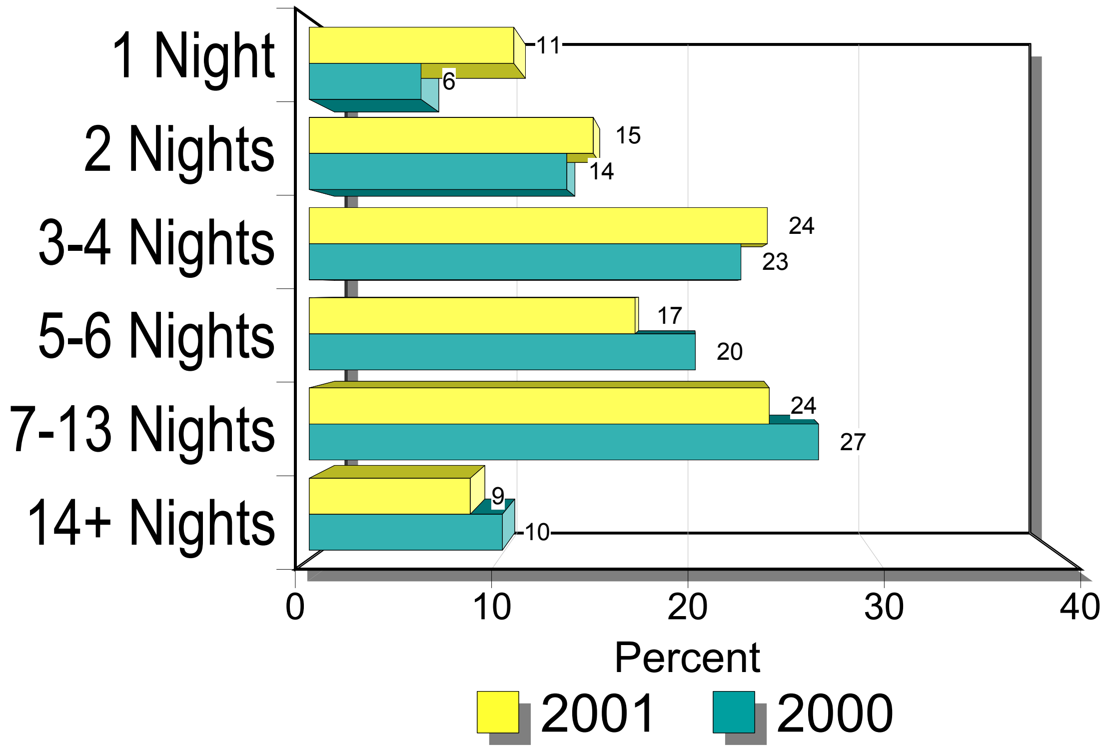
Base: Overnight Pleasure Trips



	Colorado	U.S. Norm
Average Number of Nights Away	6.2	5.0

Total Nights Away

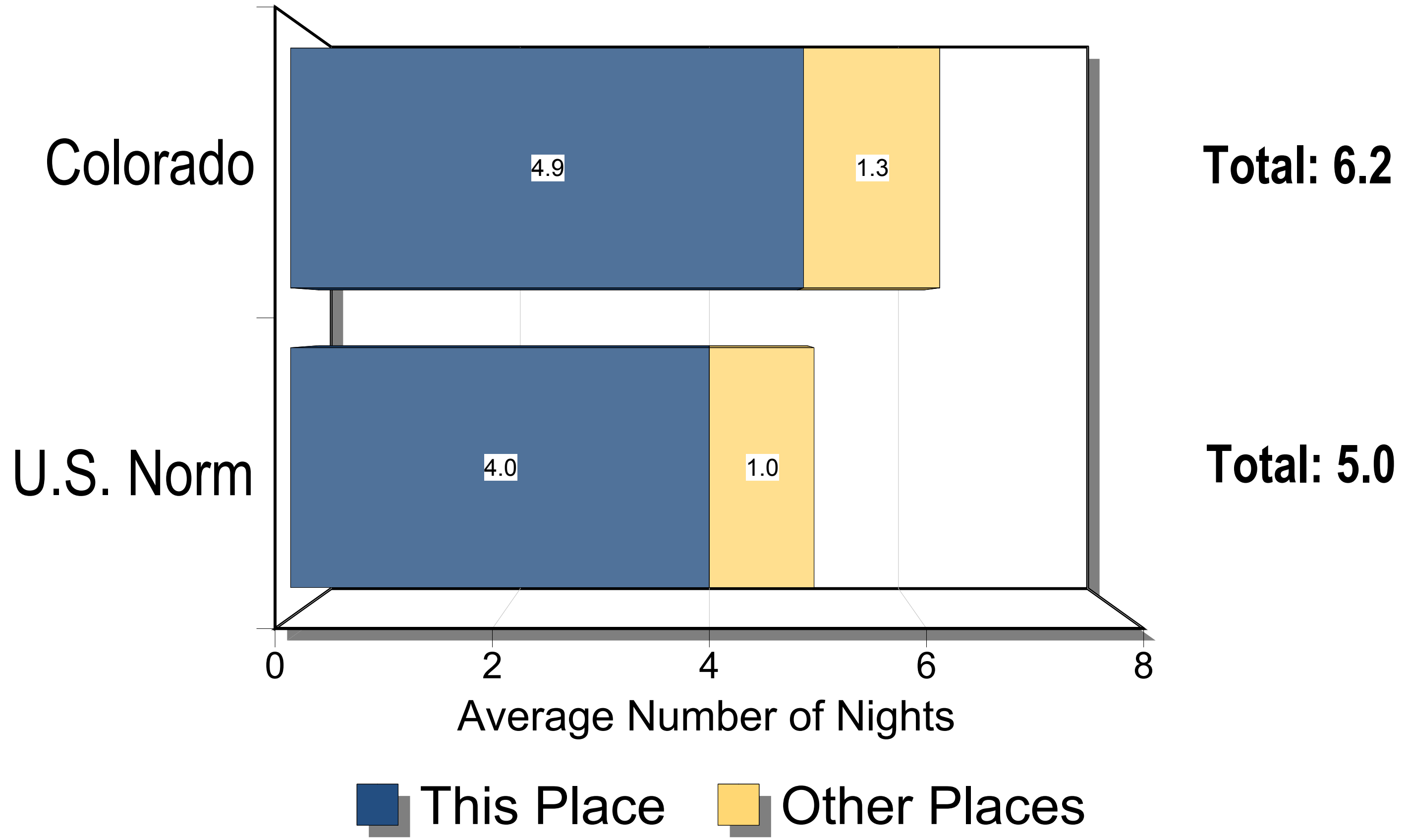
Base: Overnight Pleasure Trips



	2001	2000
Average Number of Nights Away	6.2	6.8

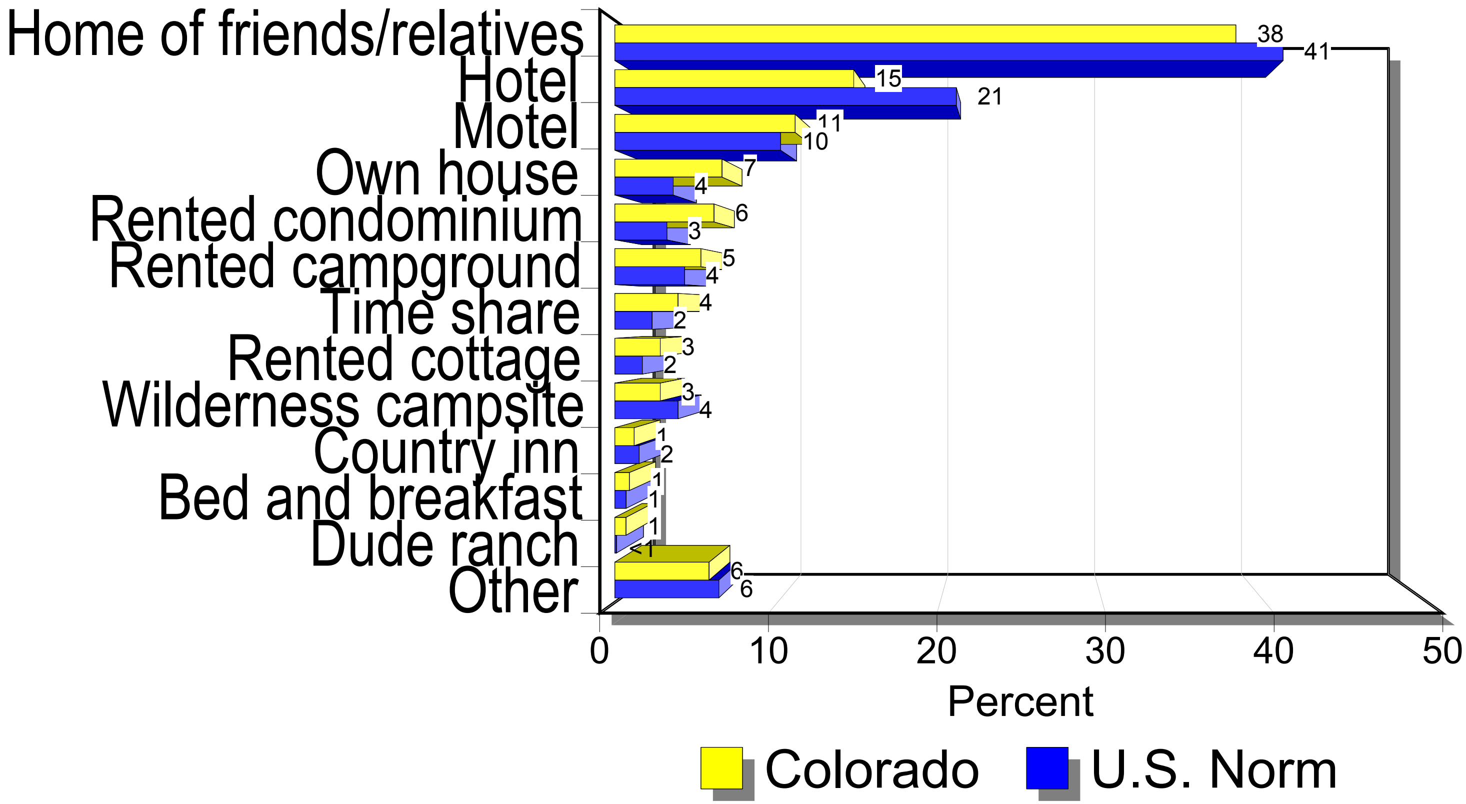
Length of Stay

Base: Overnight Pleasure Trips



Accommodations*

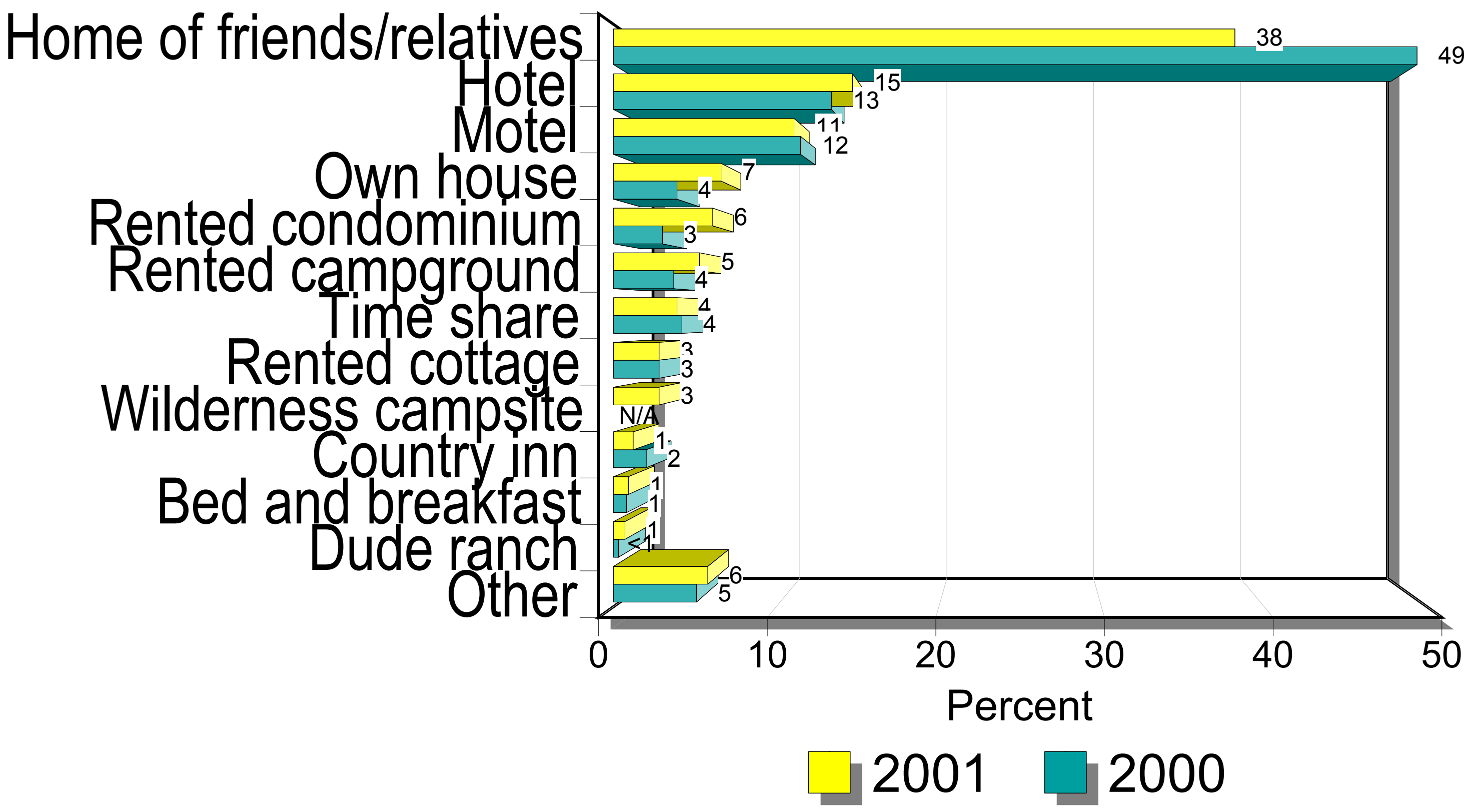
Base: Overnight Pleasure Trips



* Percent of trip nights spent in each type of accommodation

Accommodations* – 2001 vs. 2000

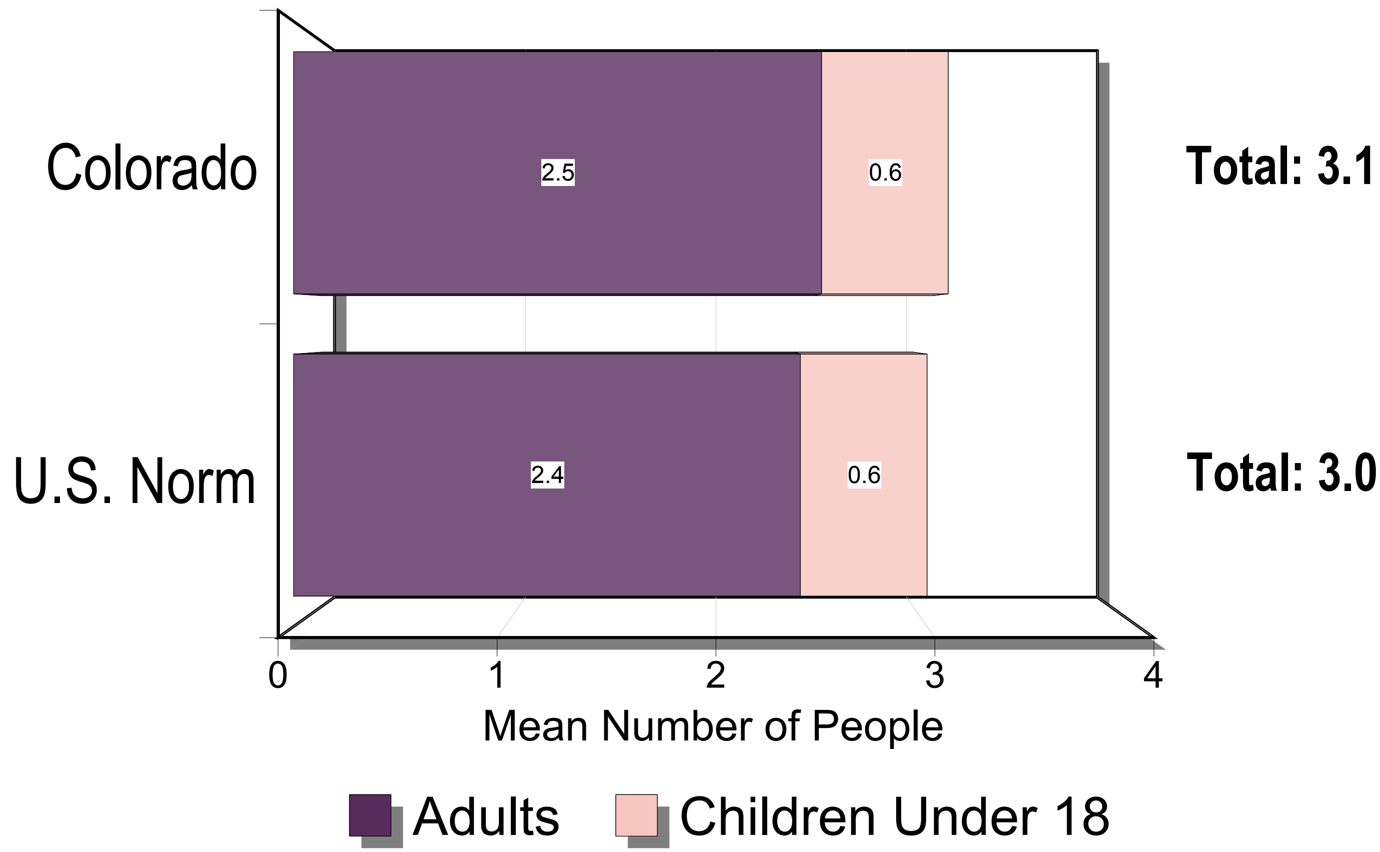
Base: Overnight Pleasure Trips



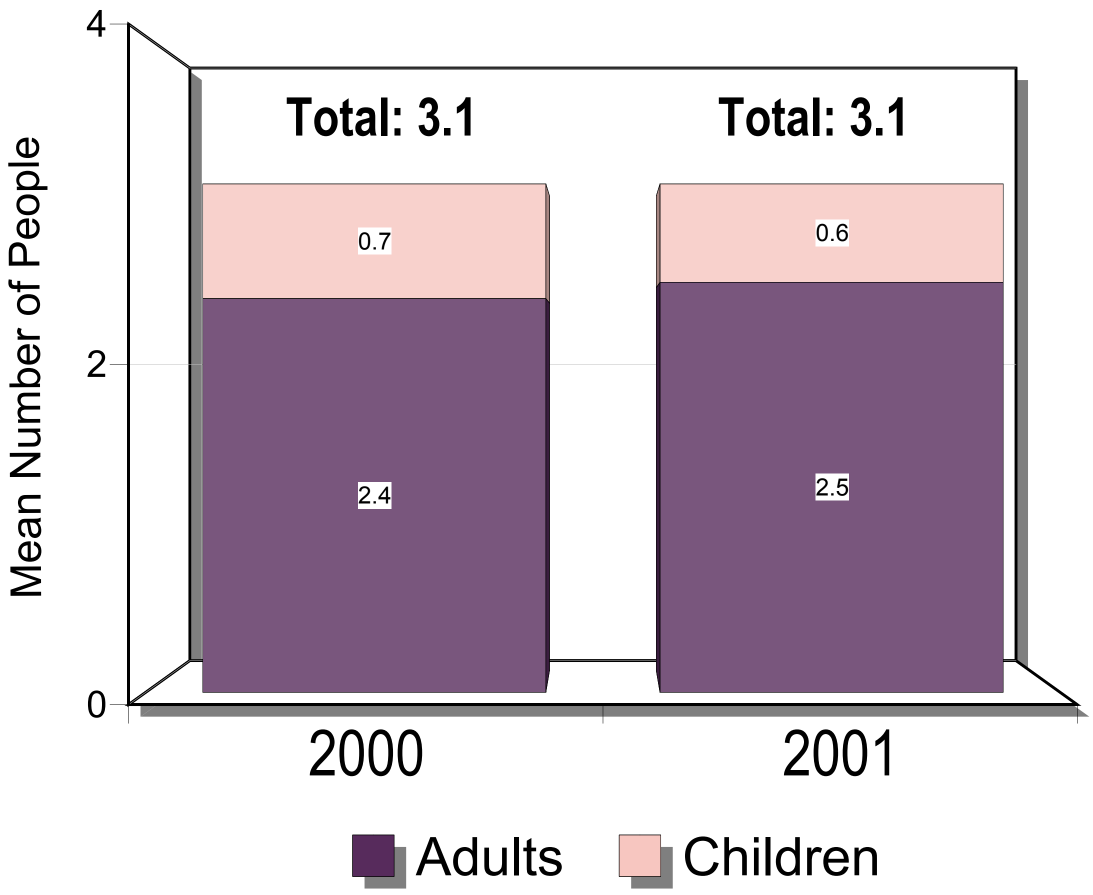
* Percent of trip nights spent in each type of accommodation

Size of Travel Party

Base: Overnight Pleasure Trips

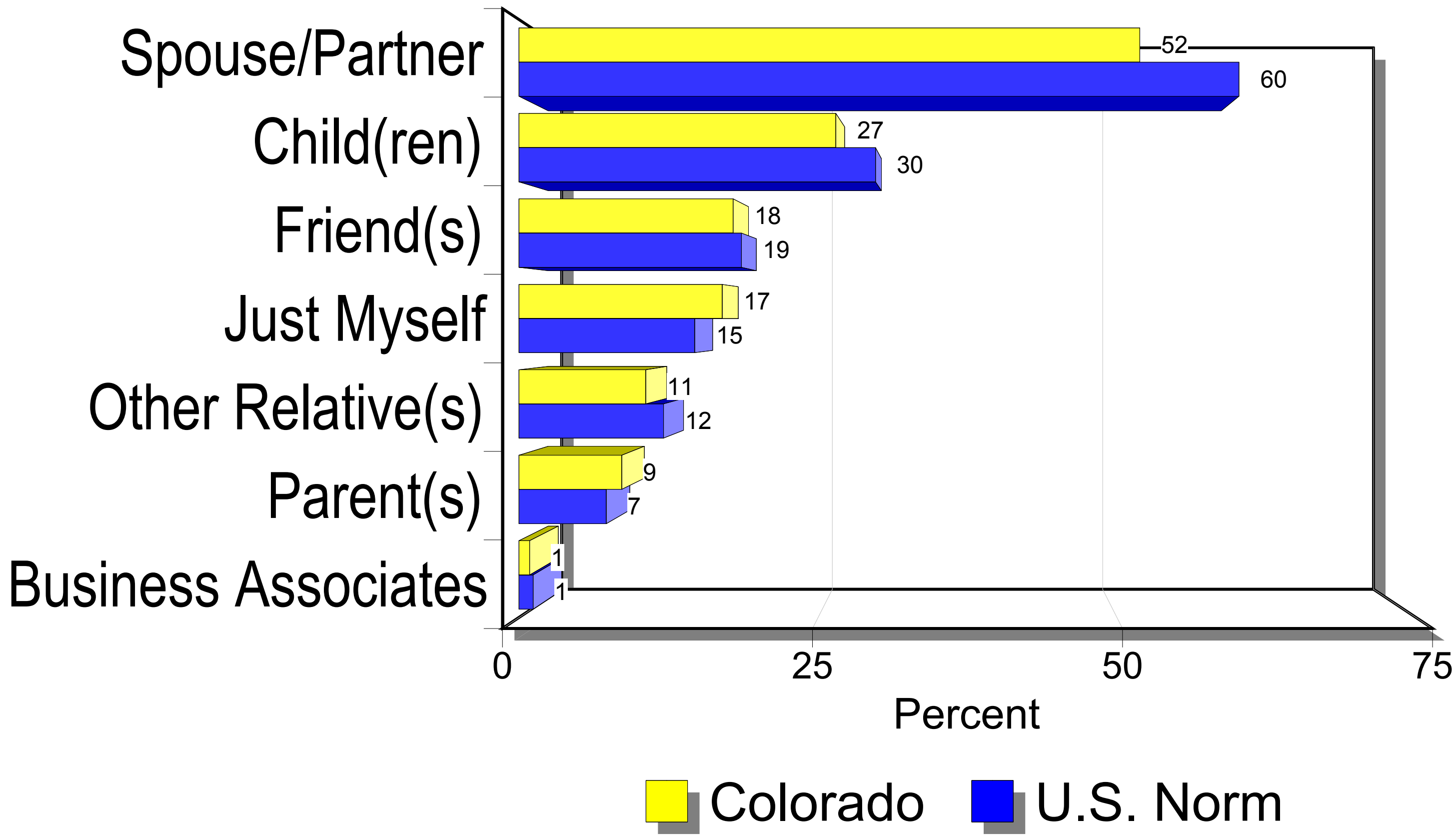


Size of Travel Party – 2001 vs. 2000



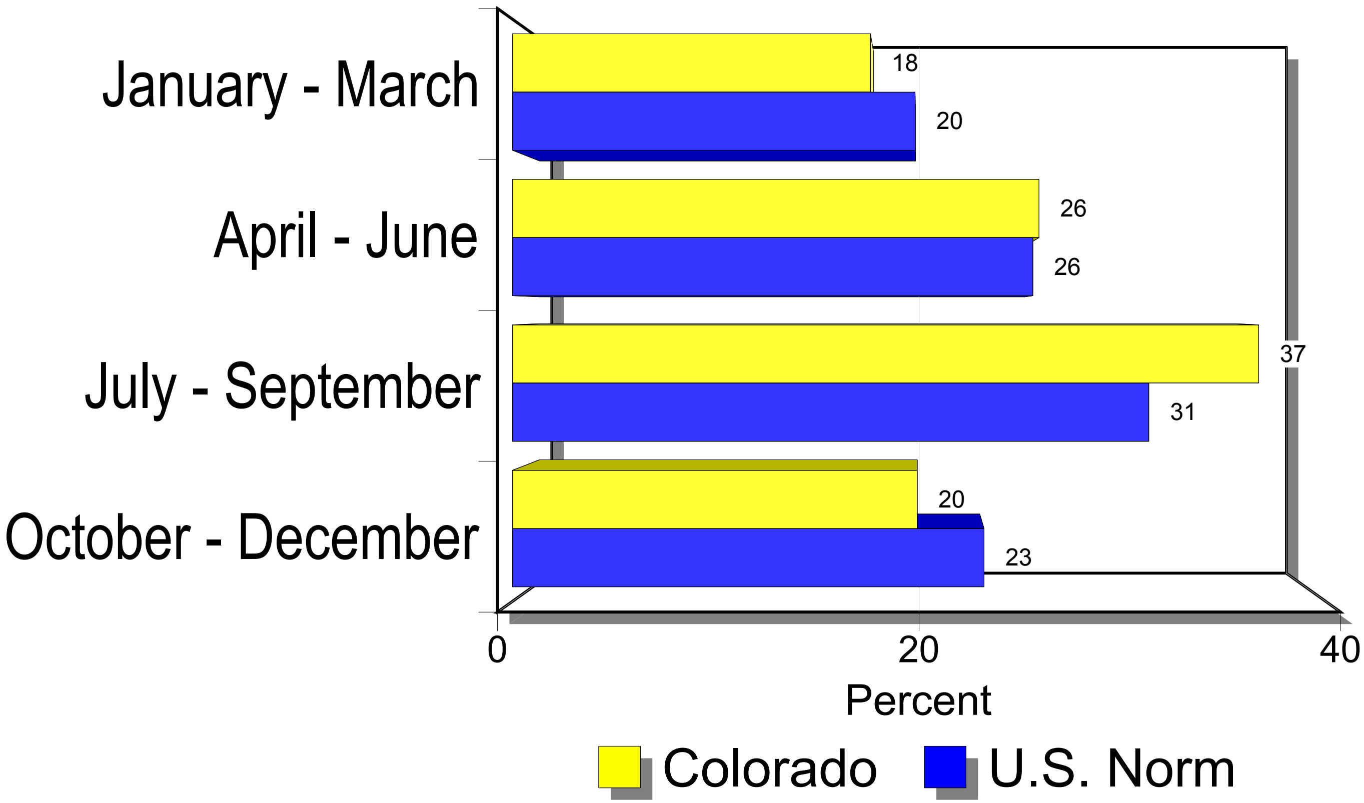
Composition of Travel Party

Base: Overnight Pleasure Trips

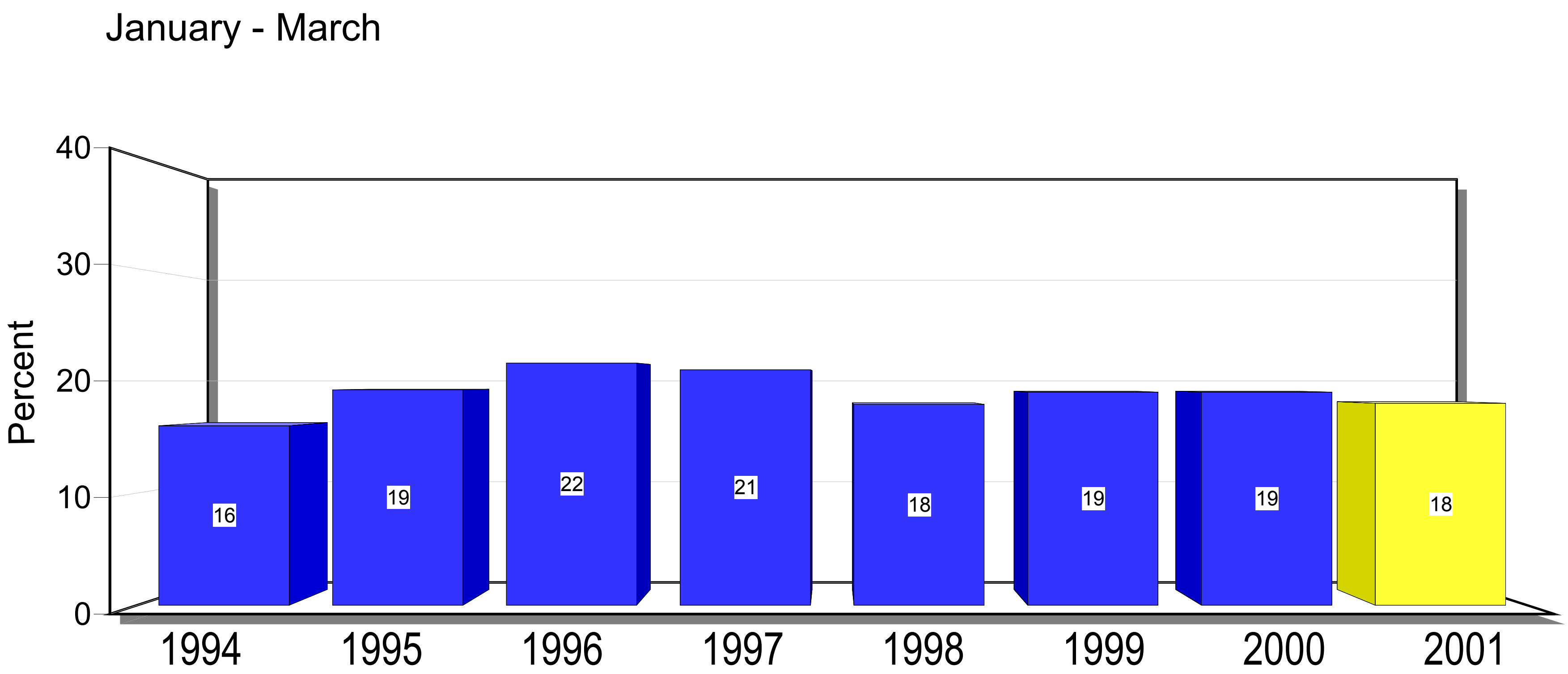


Distribution of Trips By Quarter

Base: Overnight Pleasure Trips

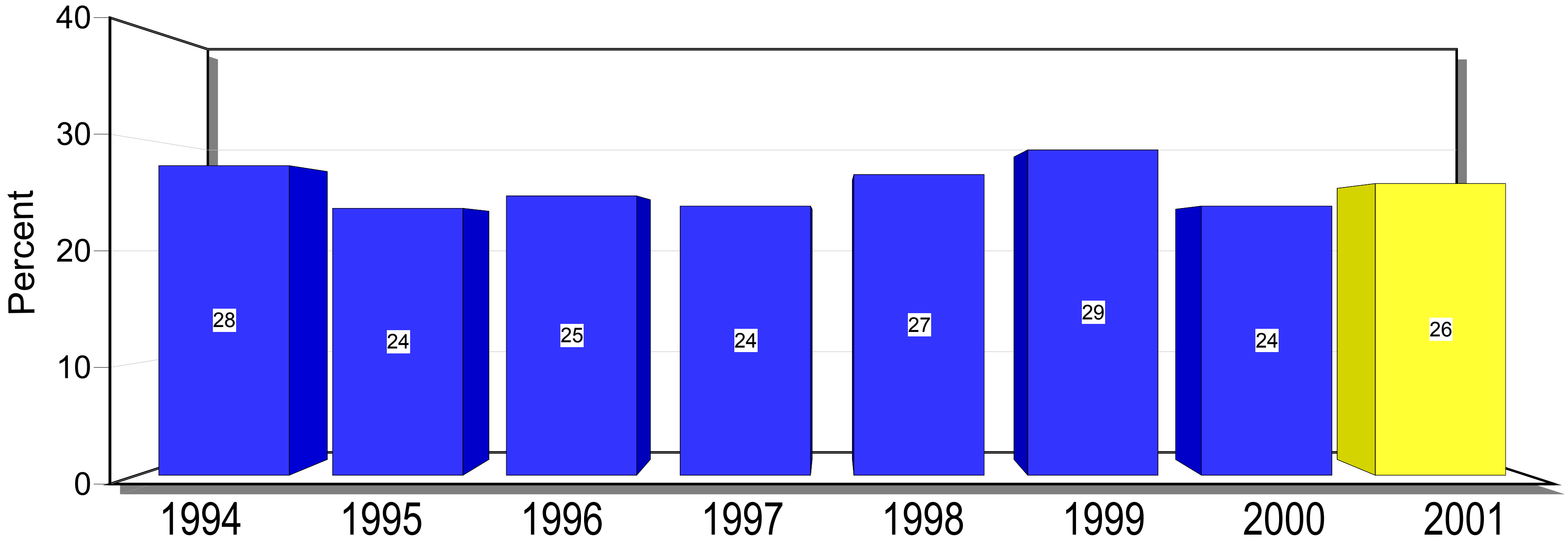


Distribution of Trips By Quarter

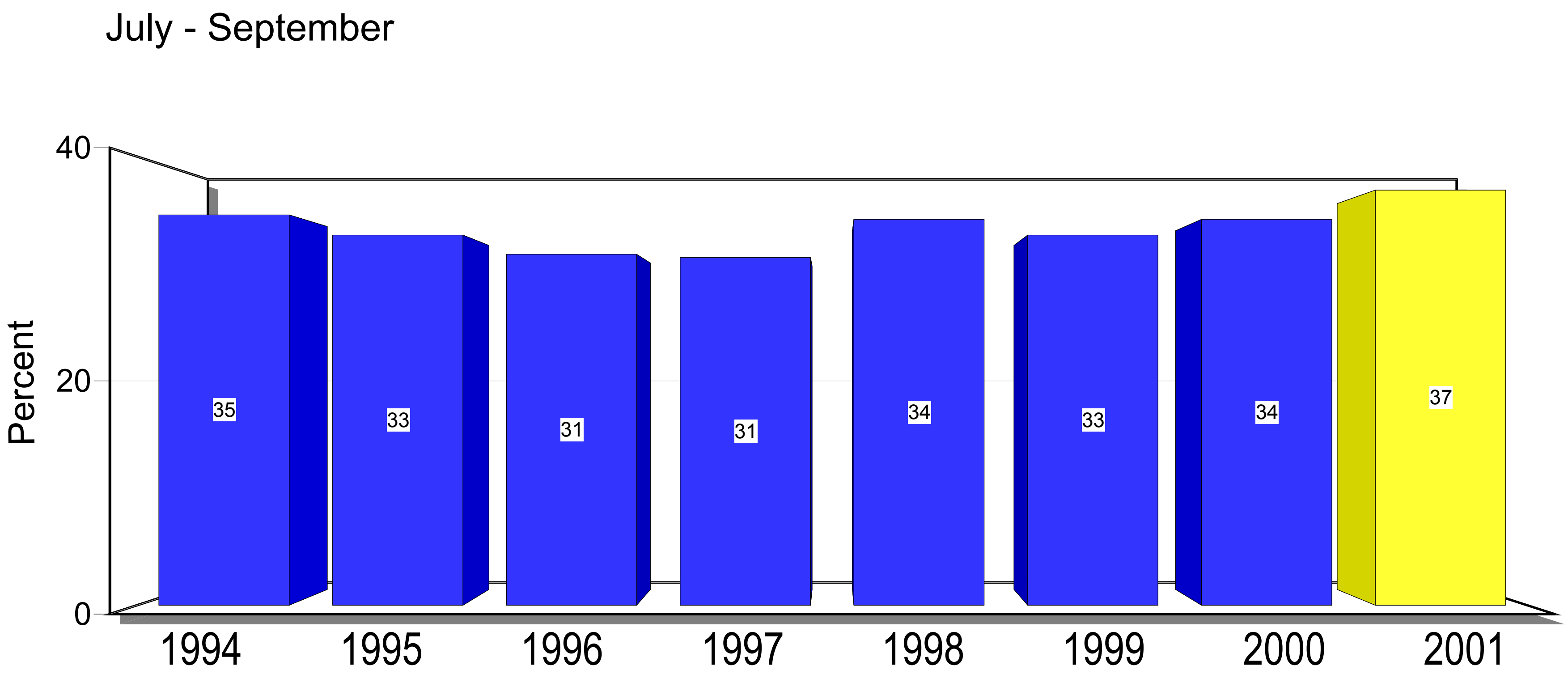


Distribution of Trips By Quarter

April - June

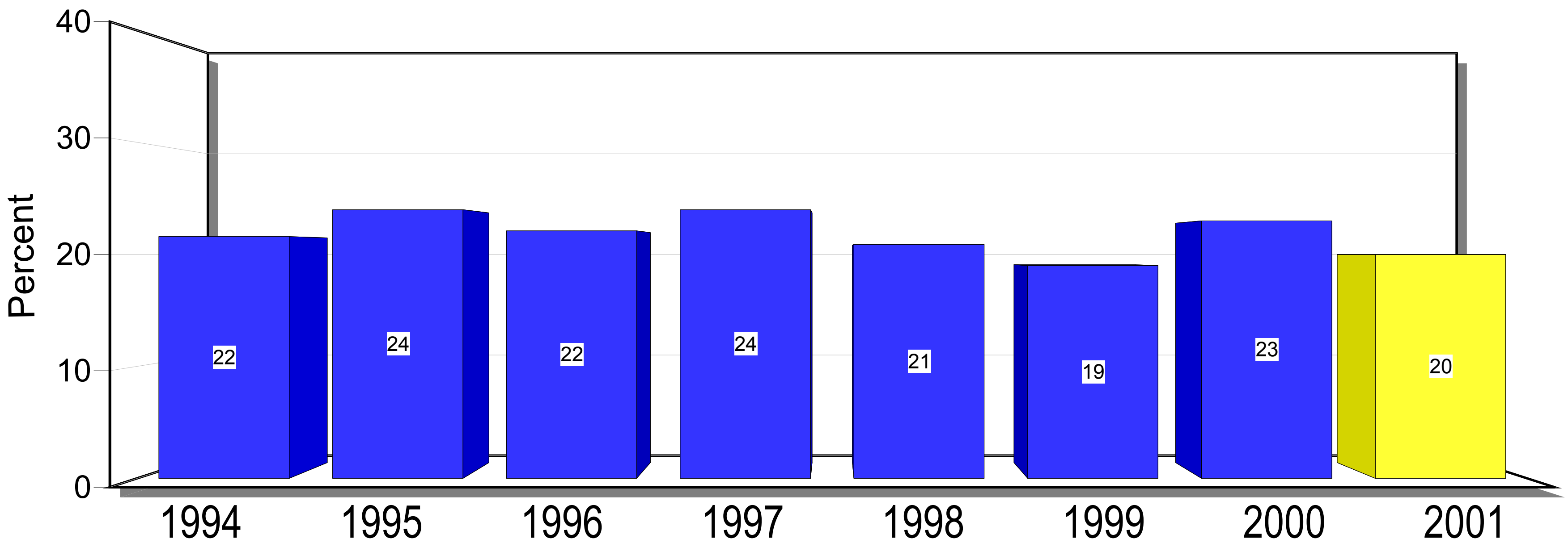


Distribution of Trips By Quarter



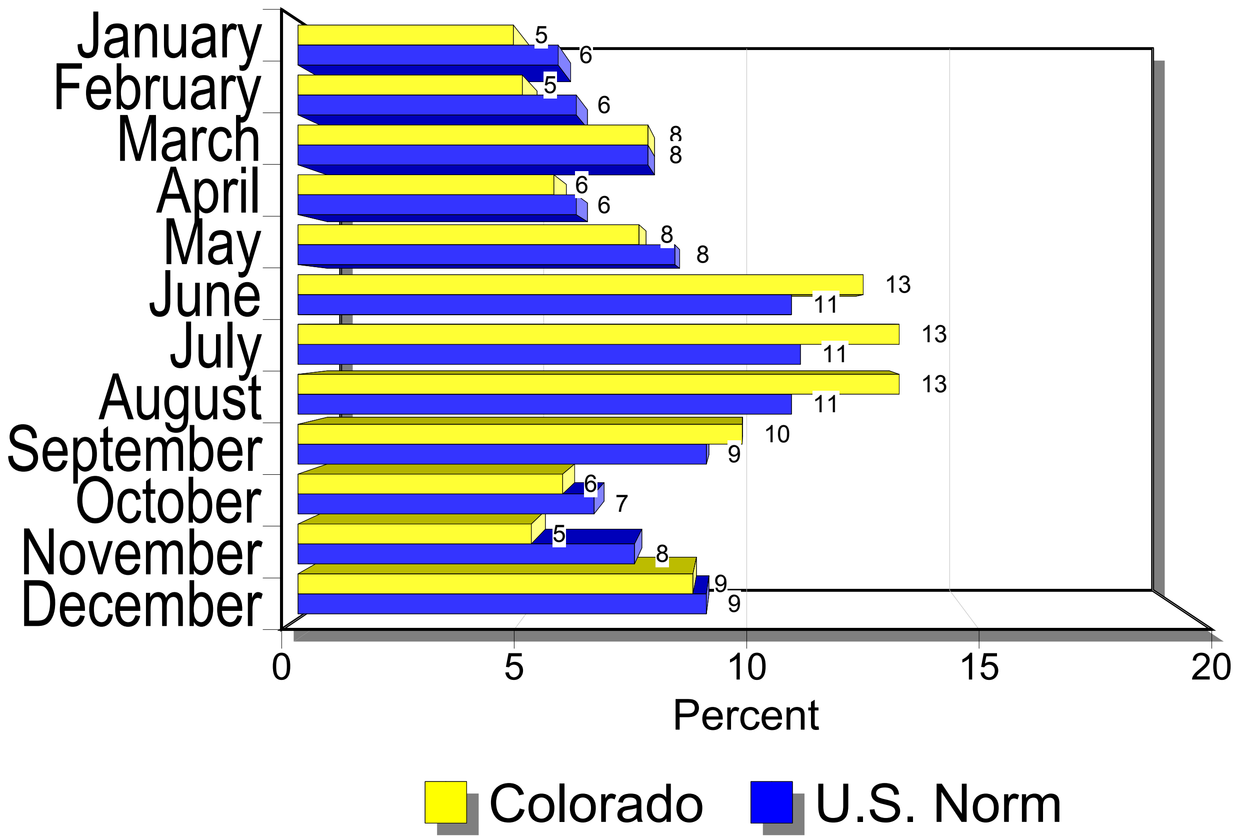
Distribution of Trips By Quarter

October - December



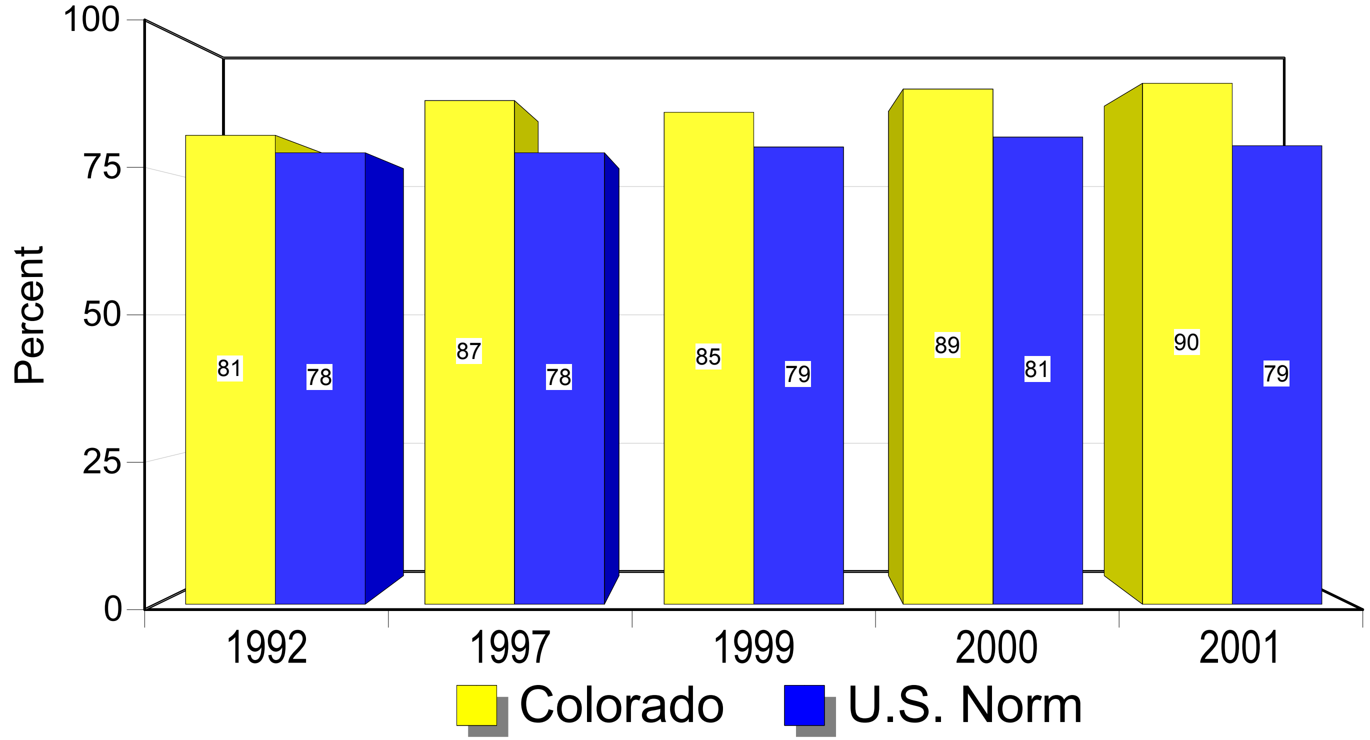
Distribution of Trips by Month

Base: Overnight Pleasure Trips



Incidence of Prior Visitation

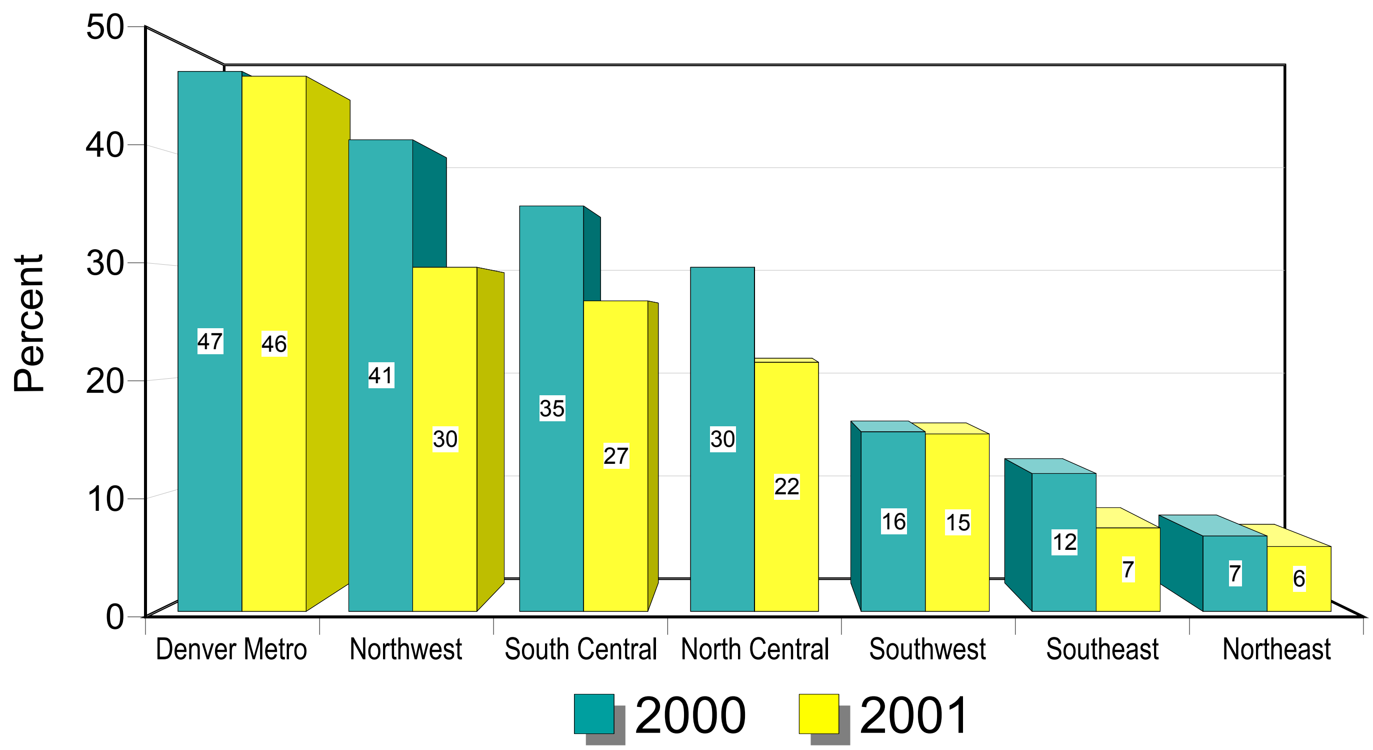
Base: Overnight Pleasure Trips



Pleasure Trip Experiences

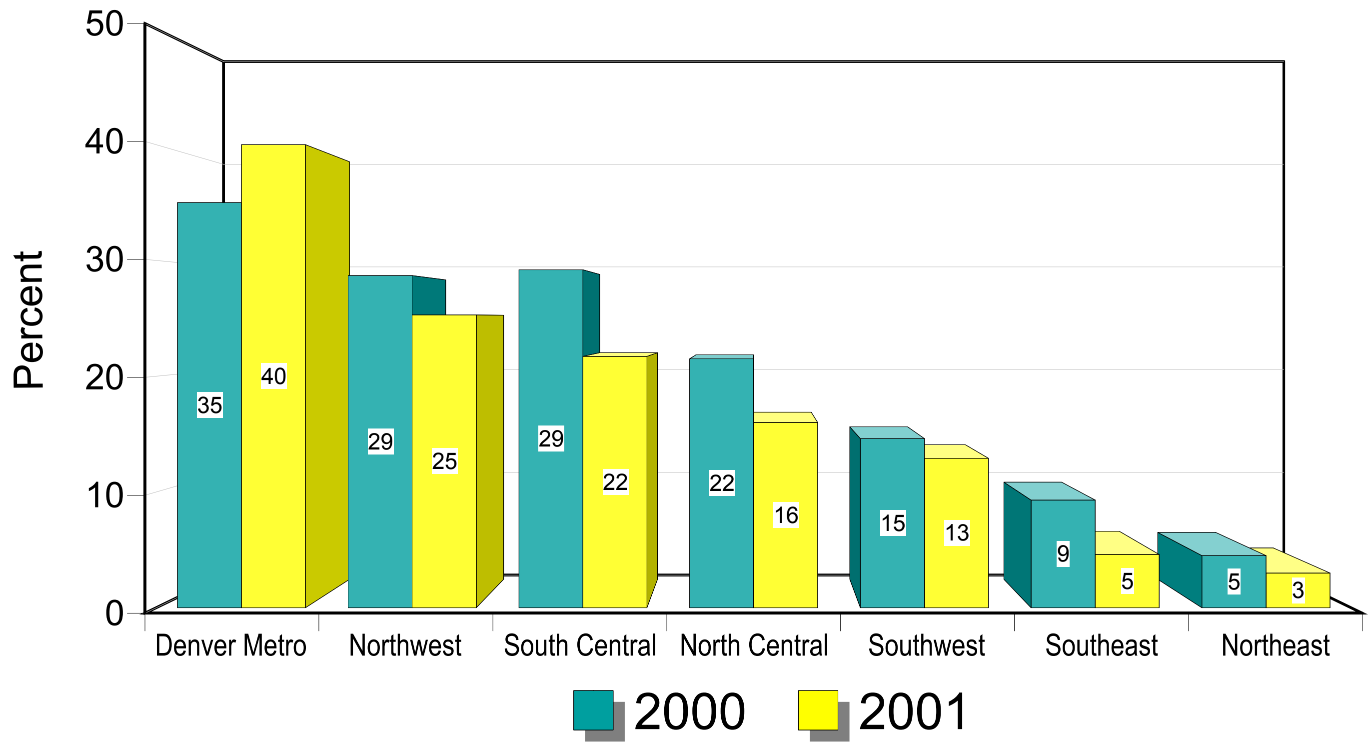
Spent Time in Each Region

Base: Overnight Pleasure Trips



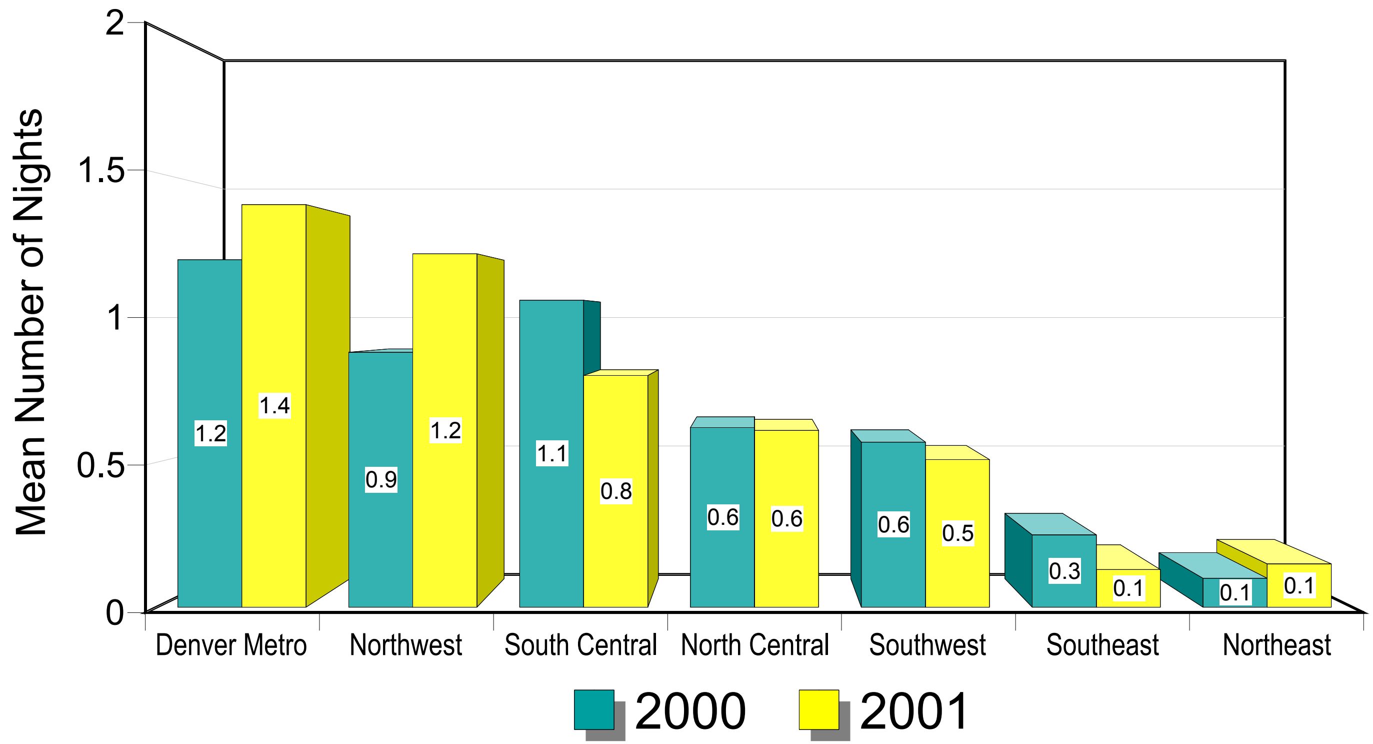
Stayed Overnight in Each Region

Base: Overnight Pleasure Trips



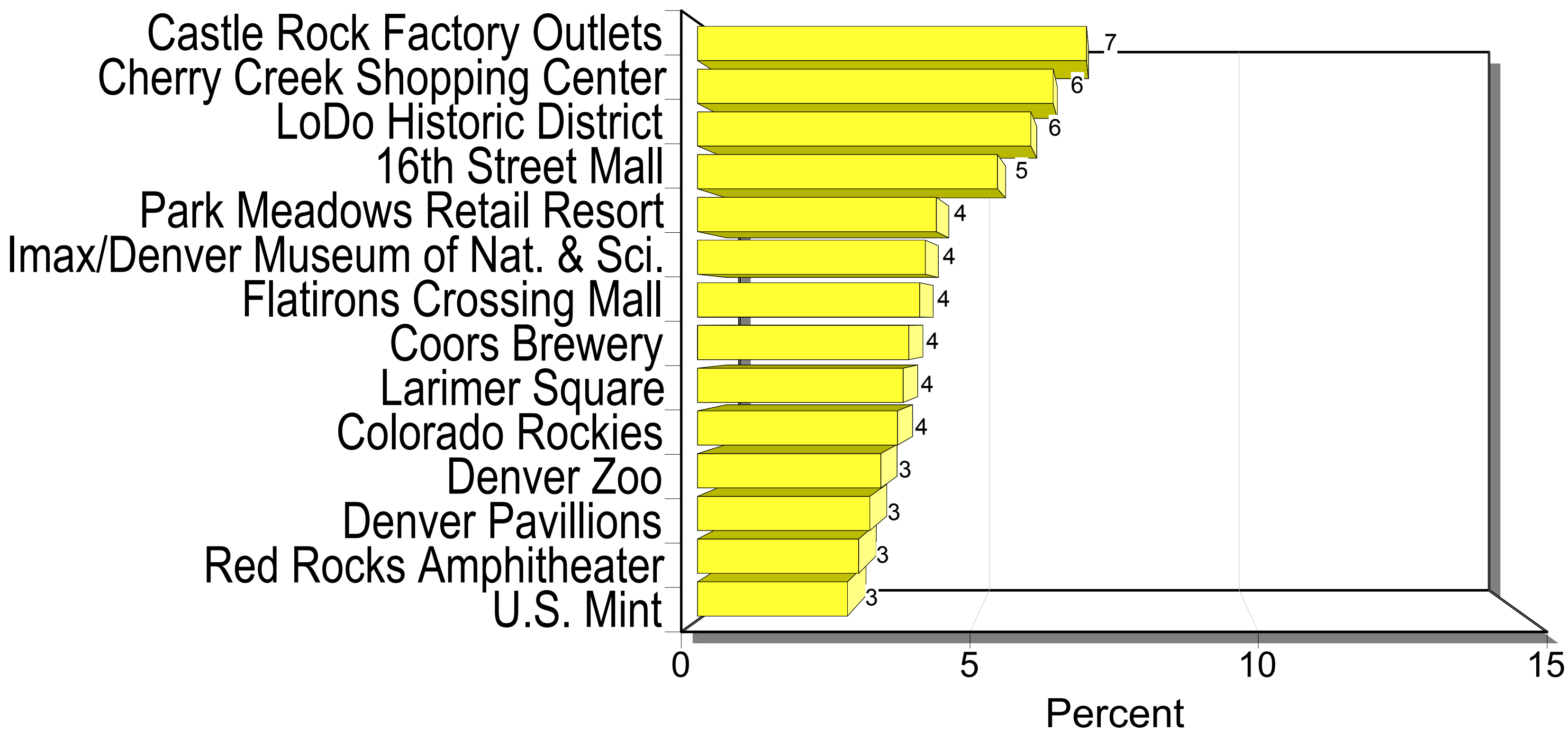
Number of Nights Spent in Each Region of Colorado

Base: Overnight Pleasure Trips



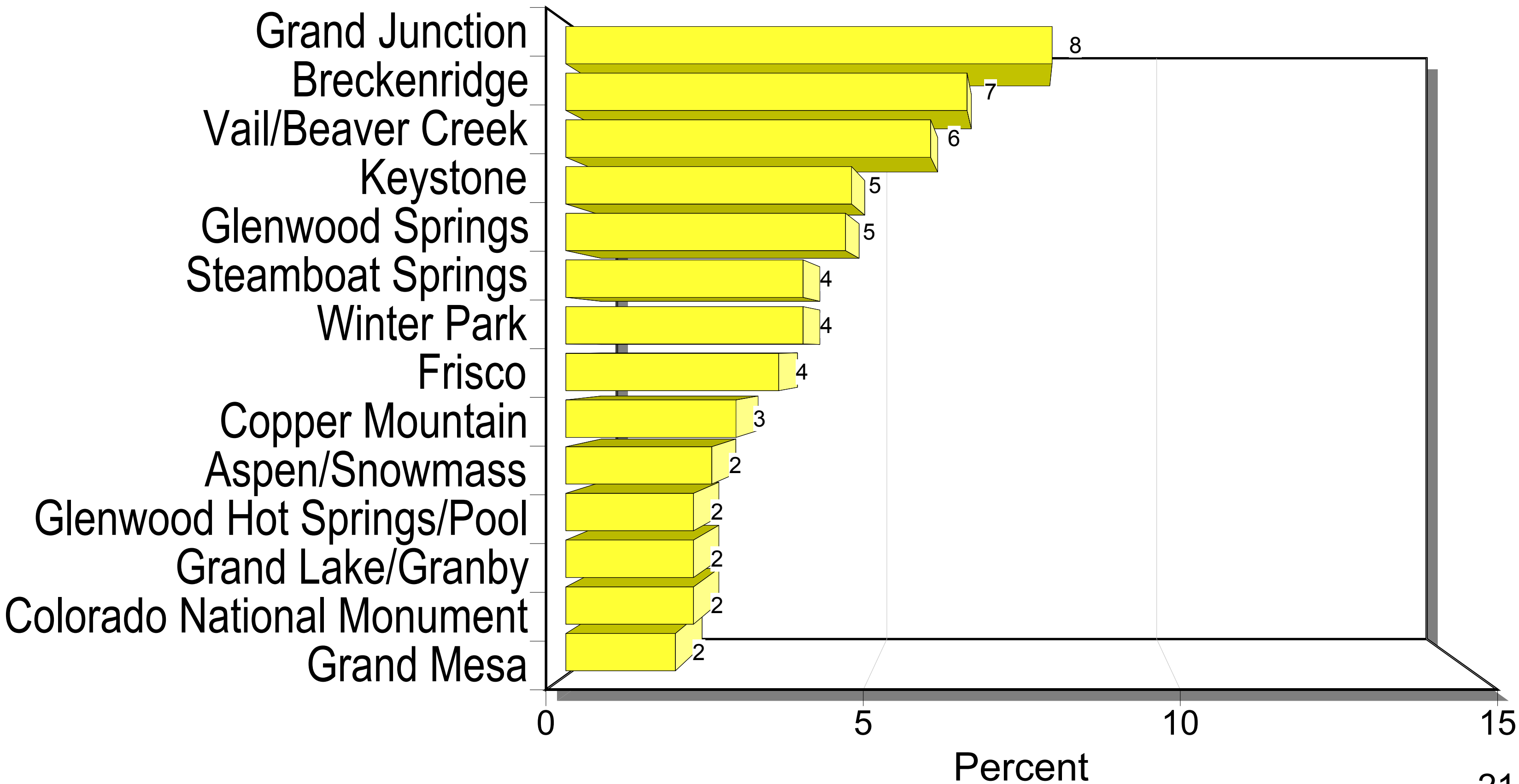
Most Popular Denver Metro Attractions

Base: Overnight Pleasure Trips



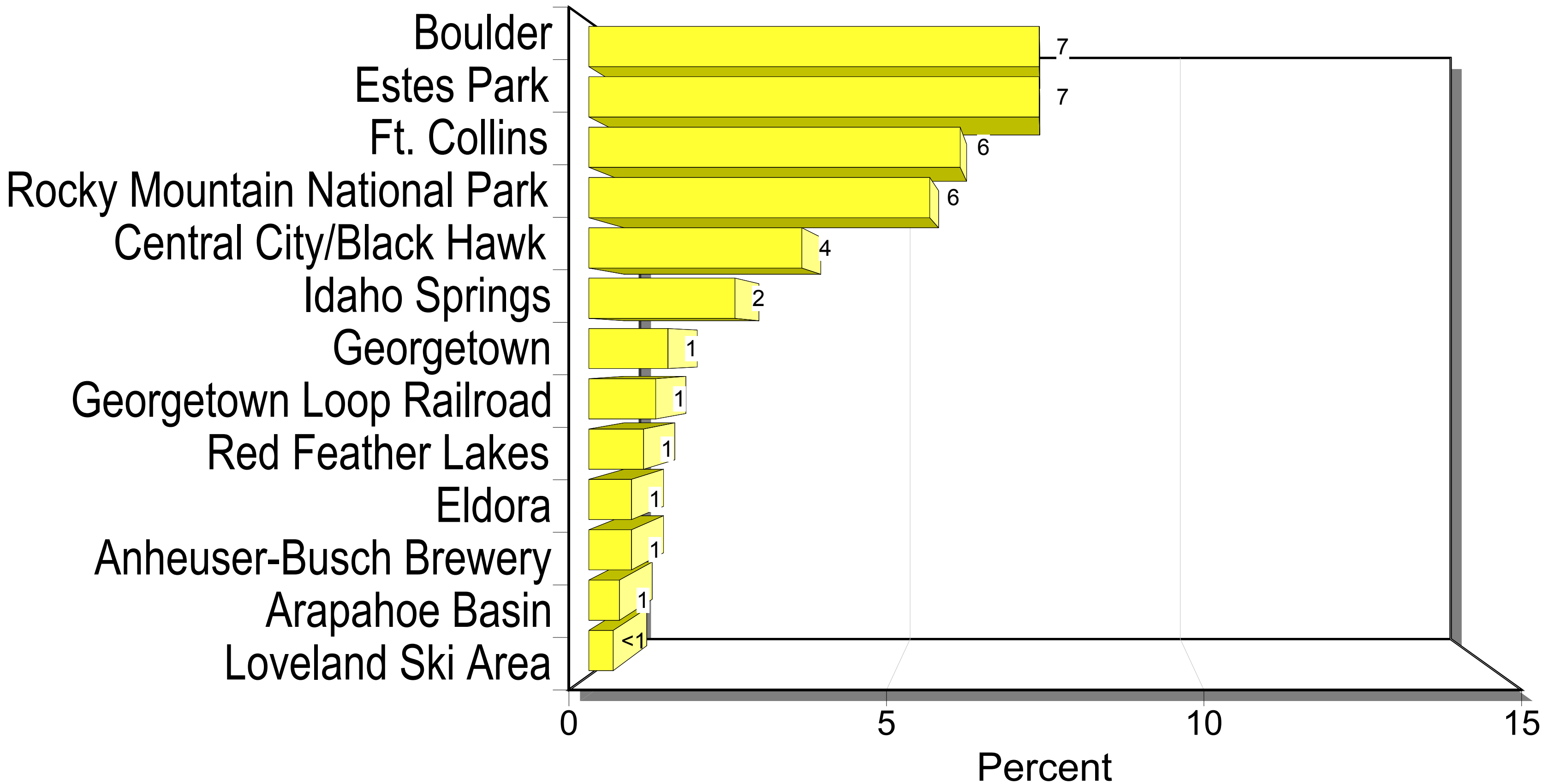
Most Popular Northwest Colorado Attractions

Base: Overnight Pleasure Trips



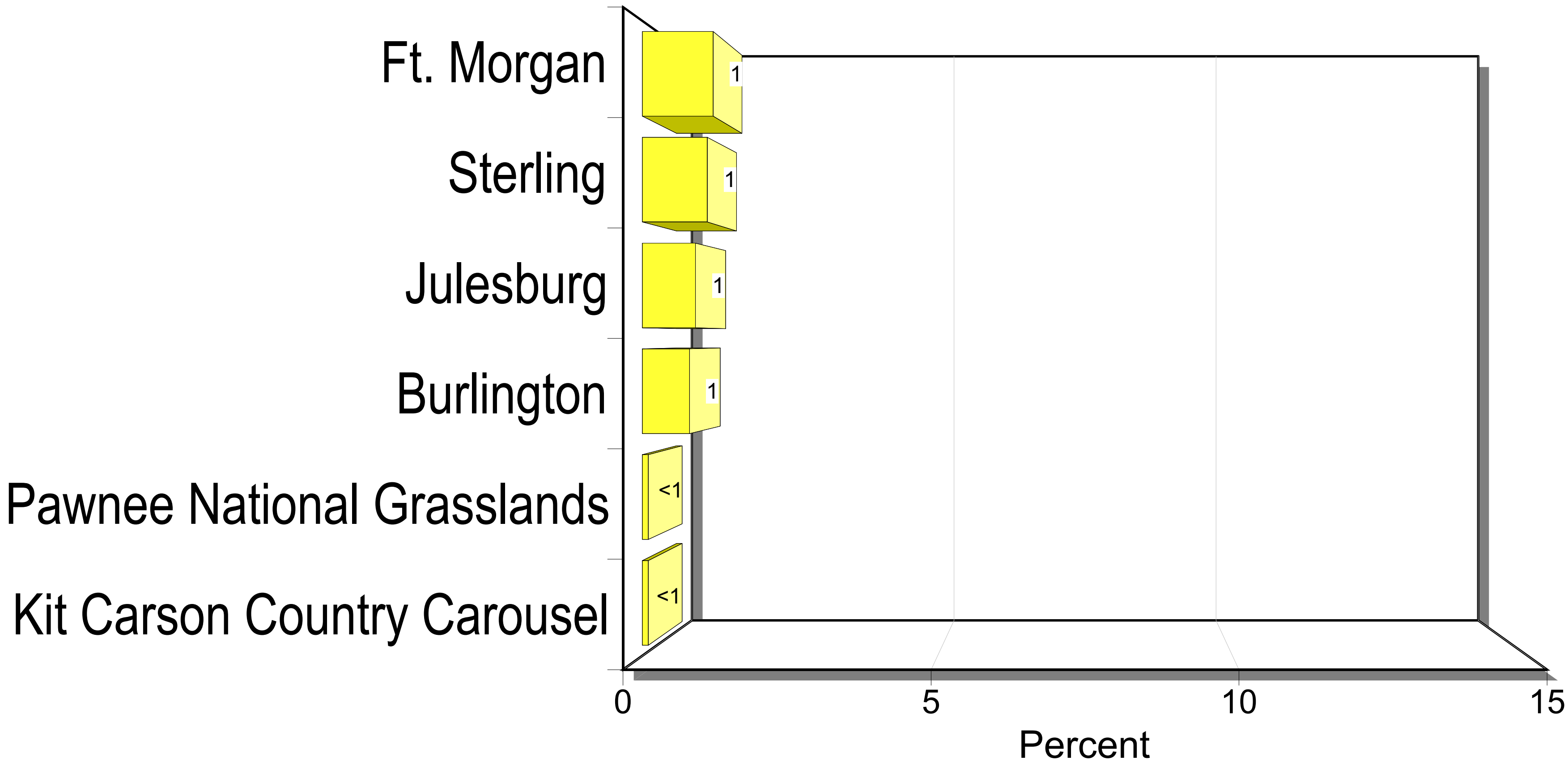
Most Popular North Central Colorado Attractions

Base: Overnight Pleasure Trips



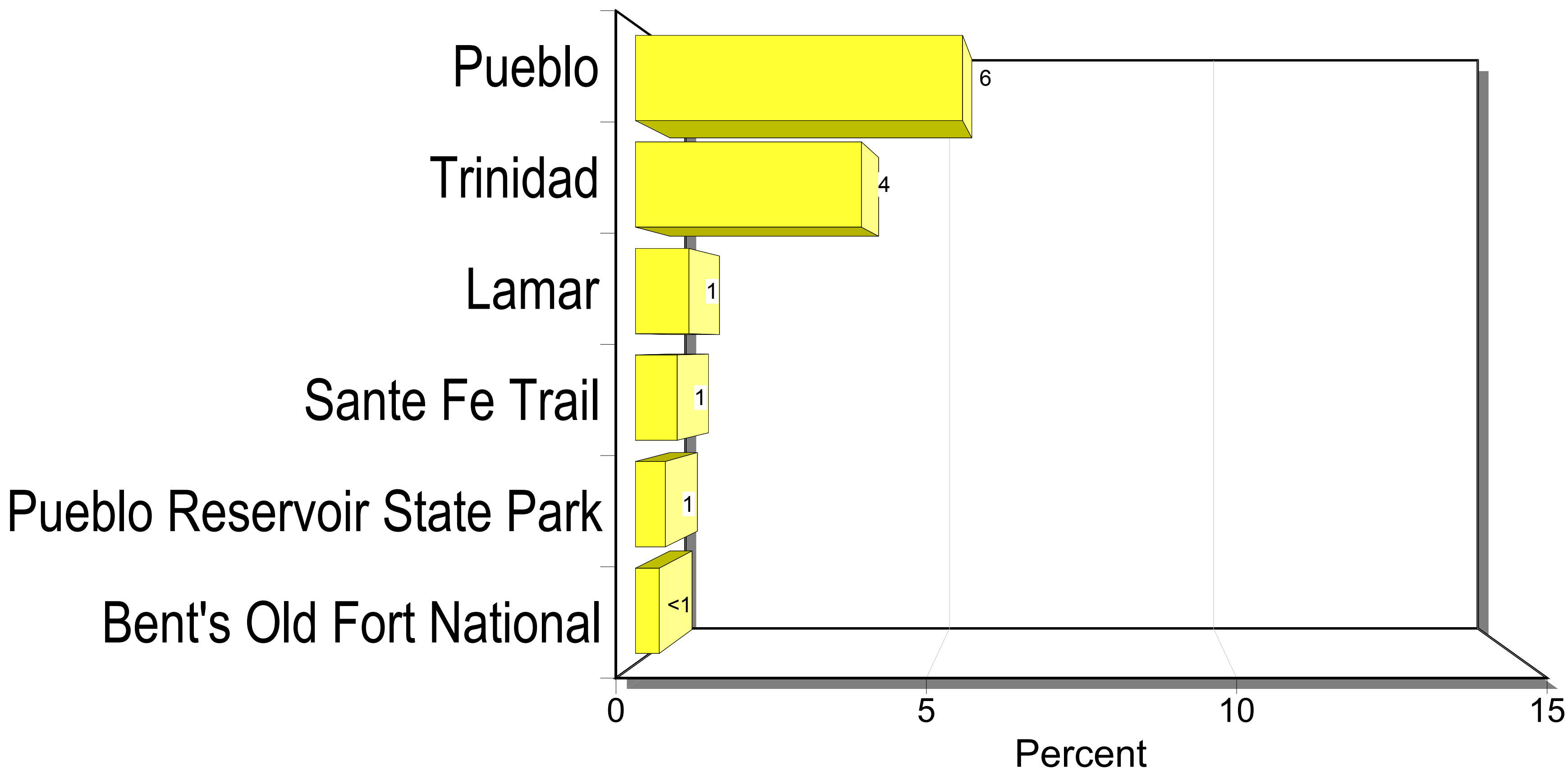
Most Popular Northeast Colorado Attractions

Base: Overnight Pleasure Trips



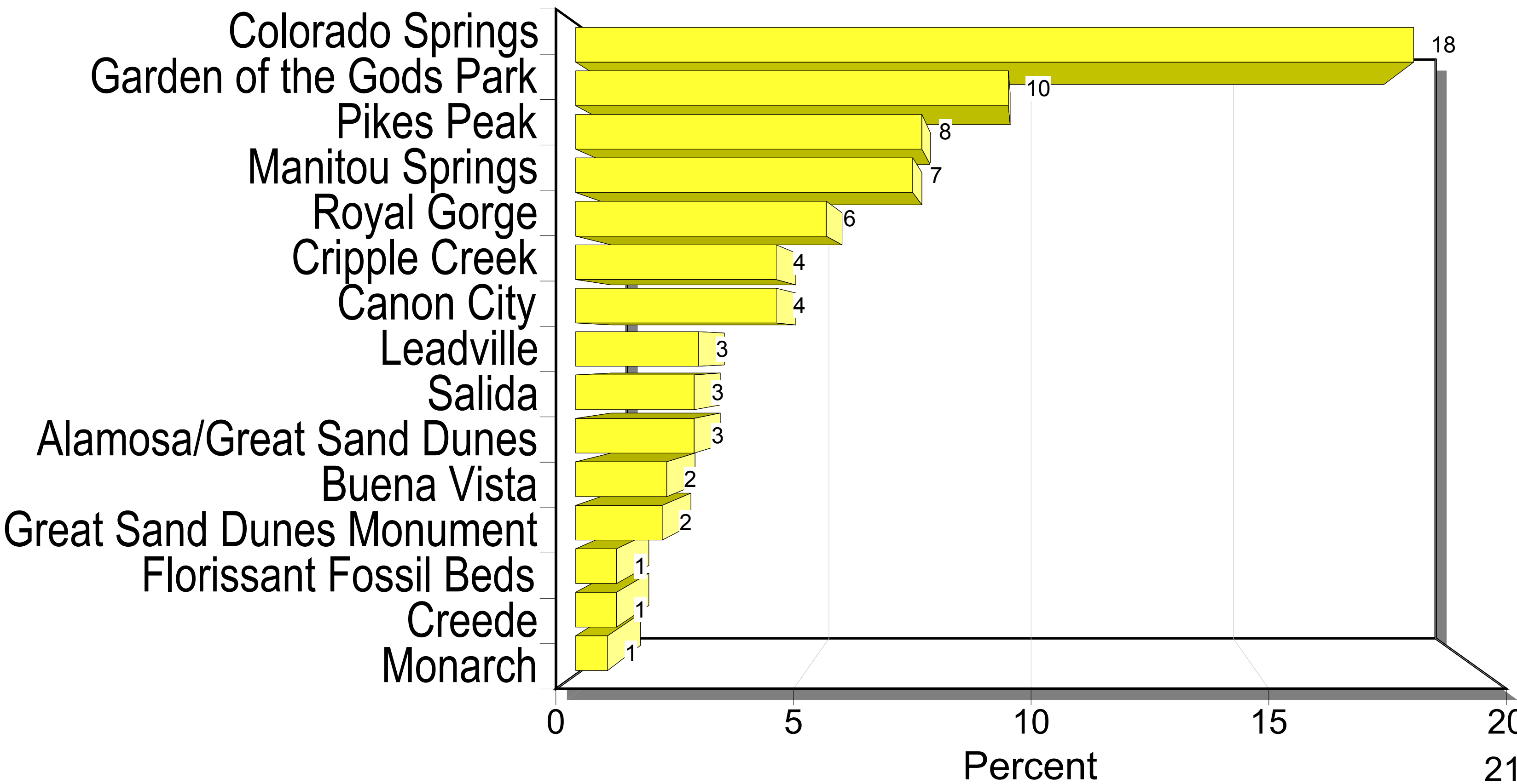
Most Popular Southeast Colorado Attractions

Base: Overnight Pleasure Trips



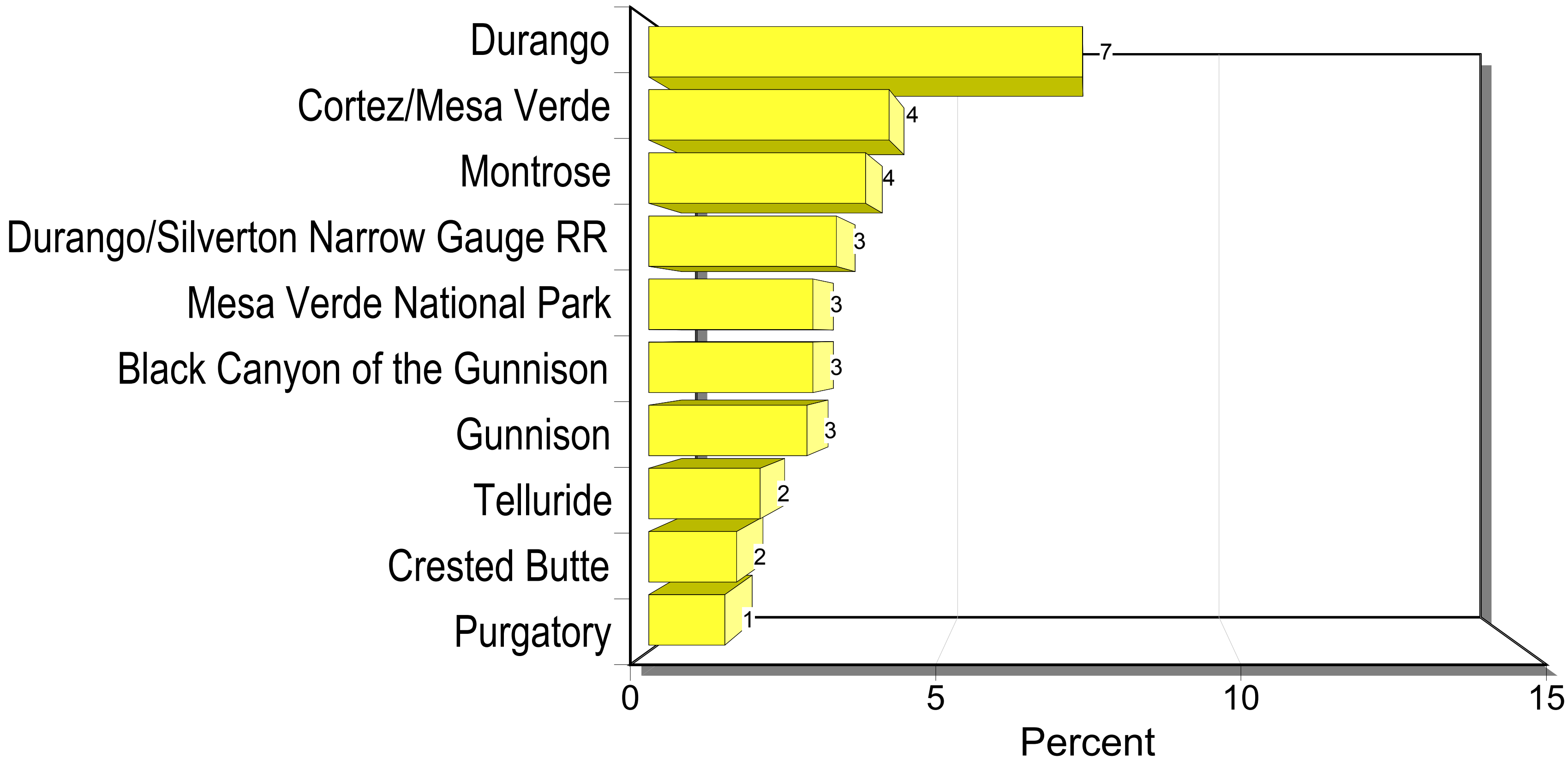
Most Popular South Central Colorado Attractions

Base: Overnight Pleasure Trips



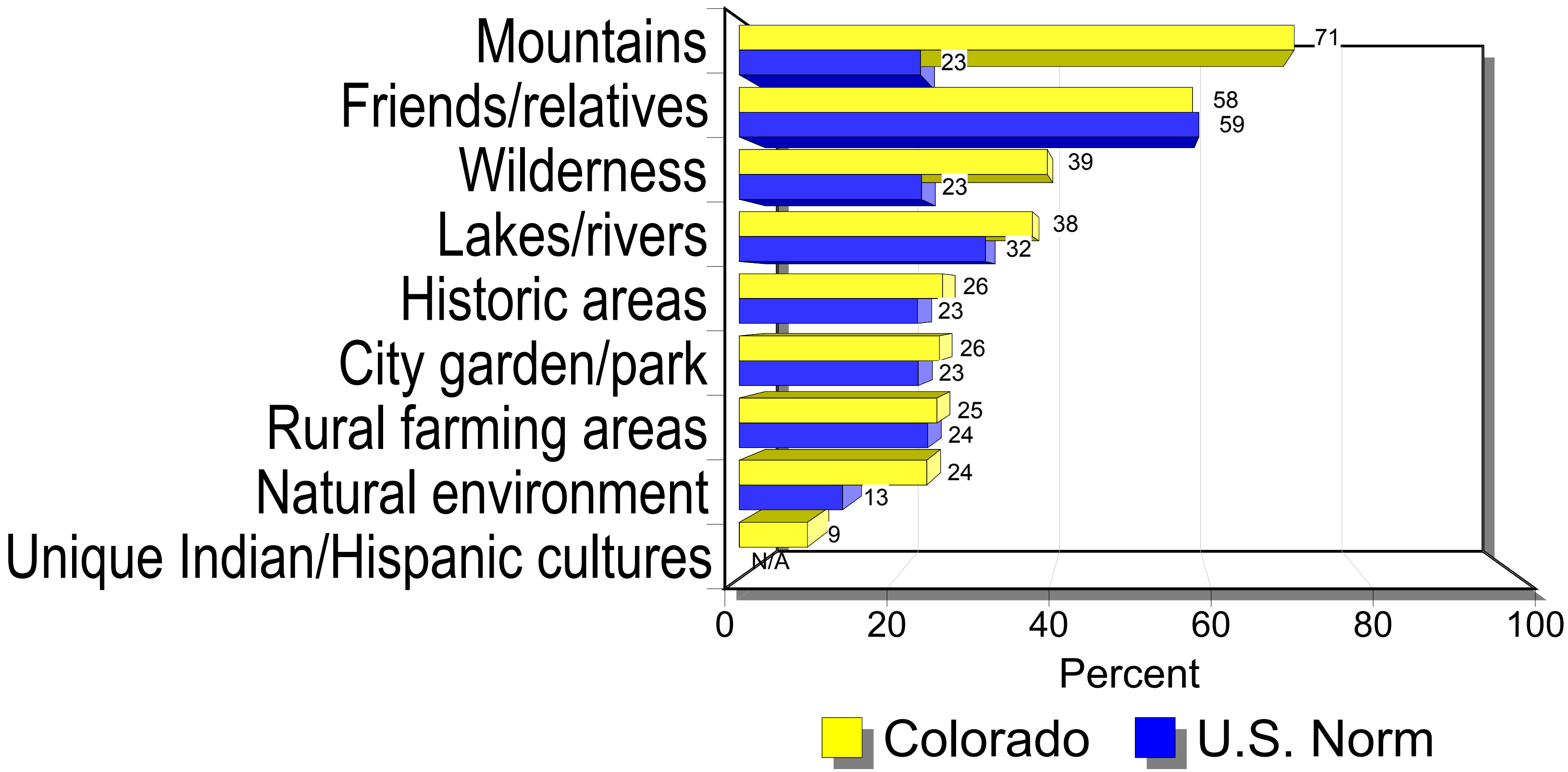
Most Popular Southwest Colorado Attractions

Base: Overnight Pleasure Trips



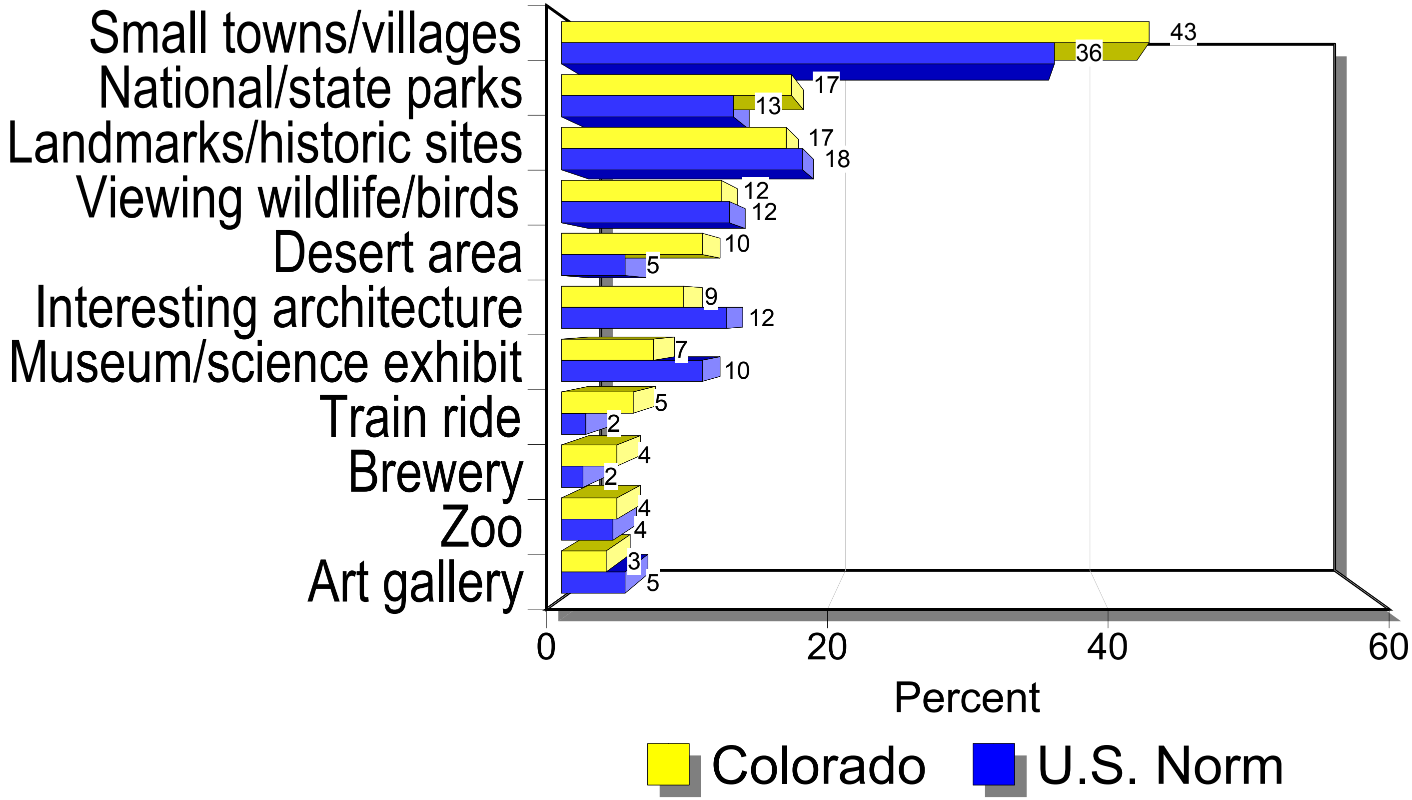
Things Experienced on Trip

Base: Overnight Pleasure Trips



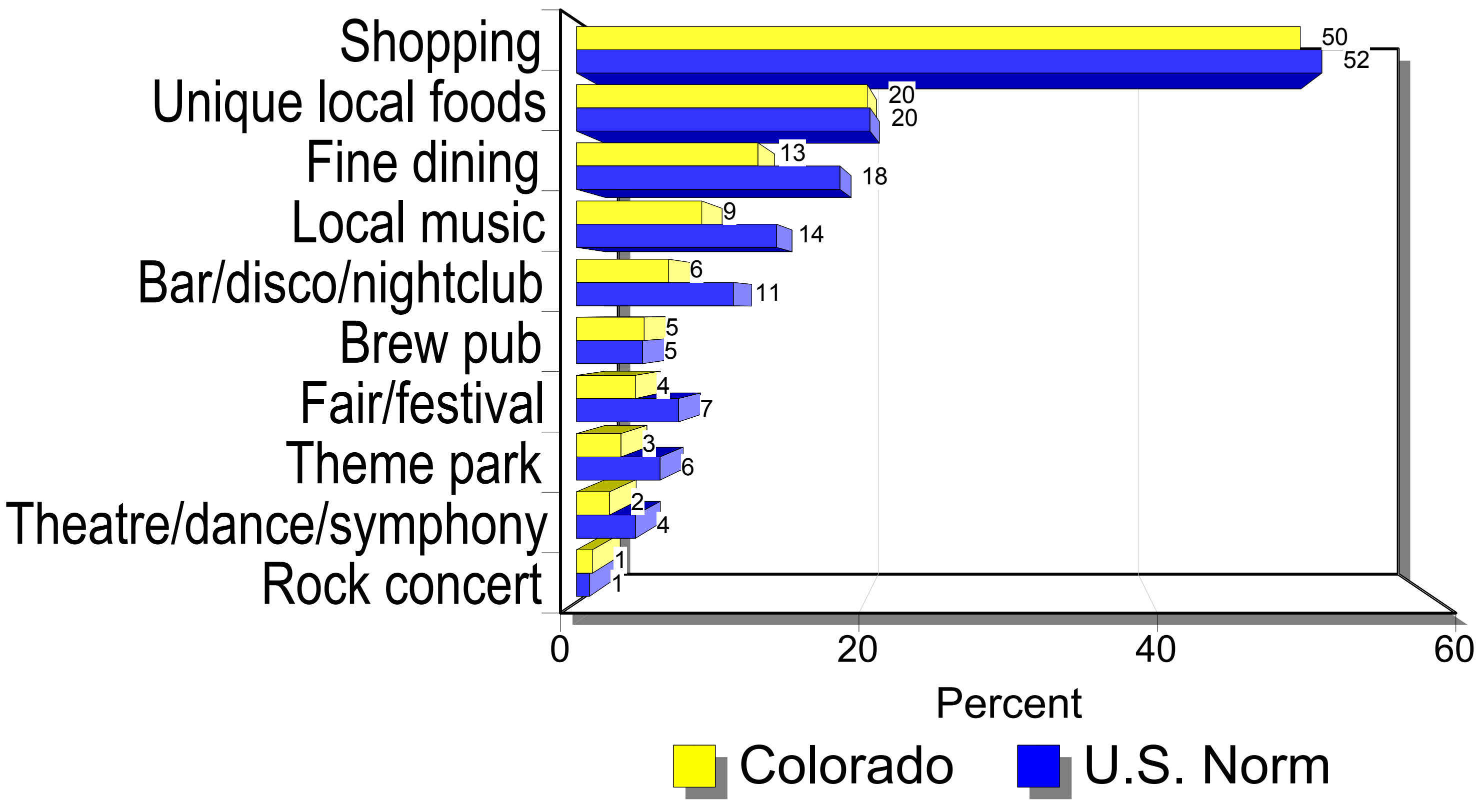
Sightseeing

Base: Overnight Pleasure Trips



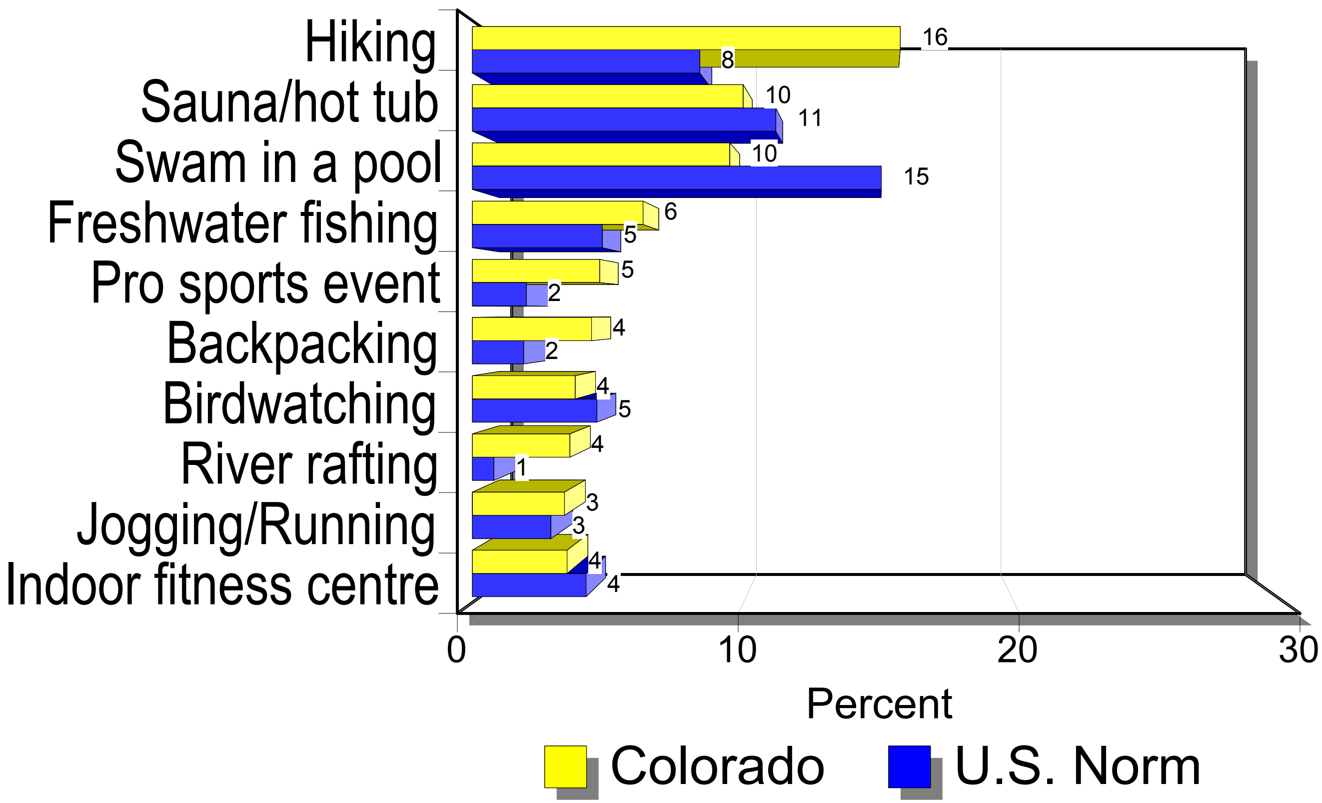
Entertainment

Base: Overnight Pleasure Trips



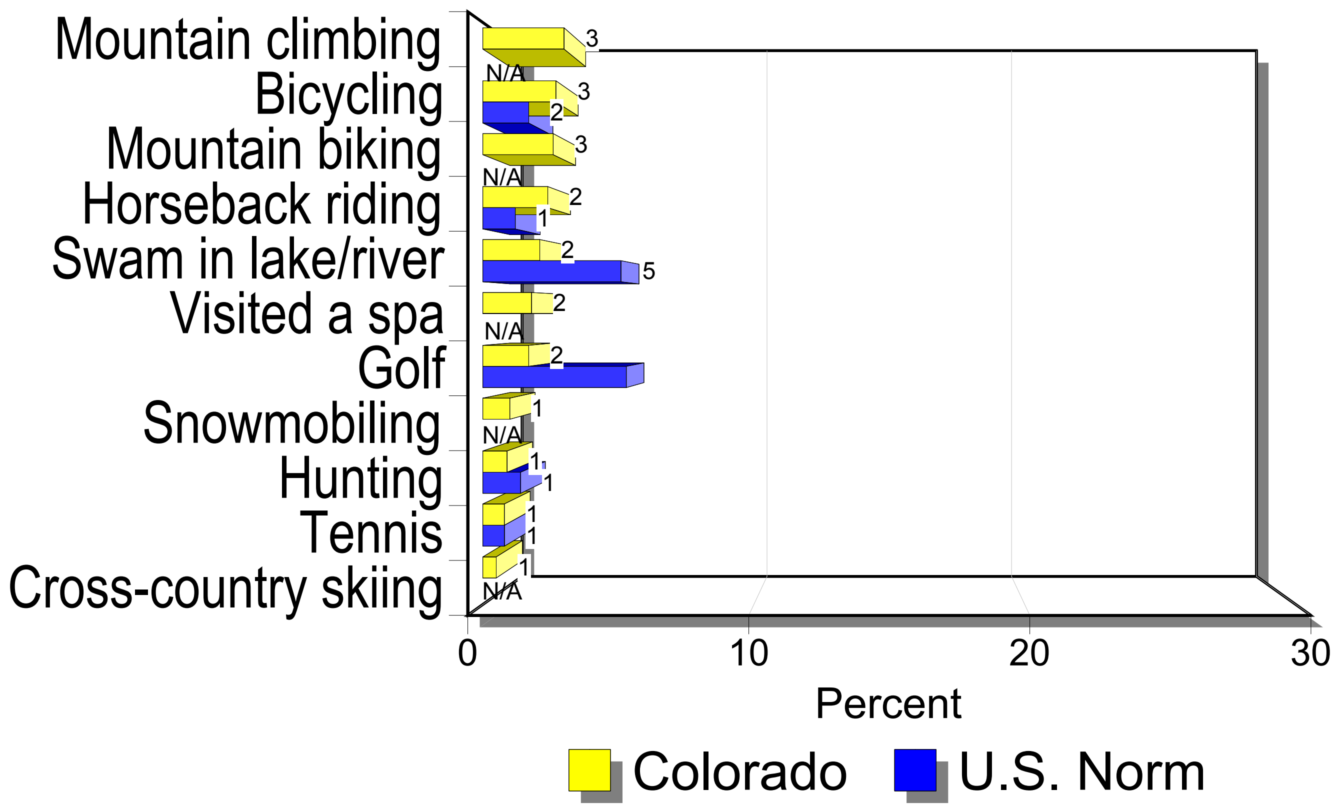
Sports and Recreation

Base: Overnight Pleasure Trips

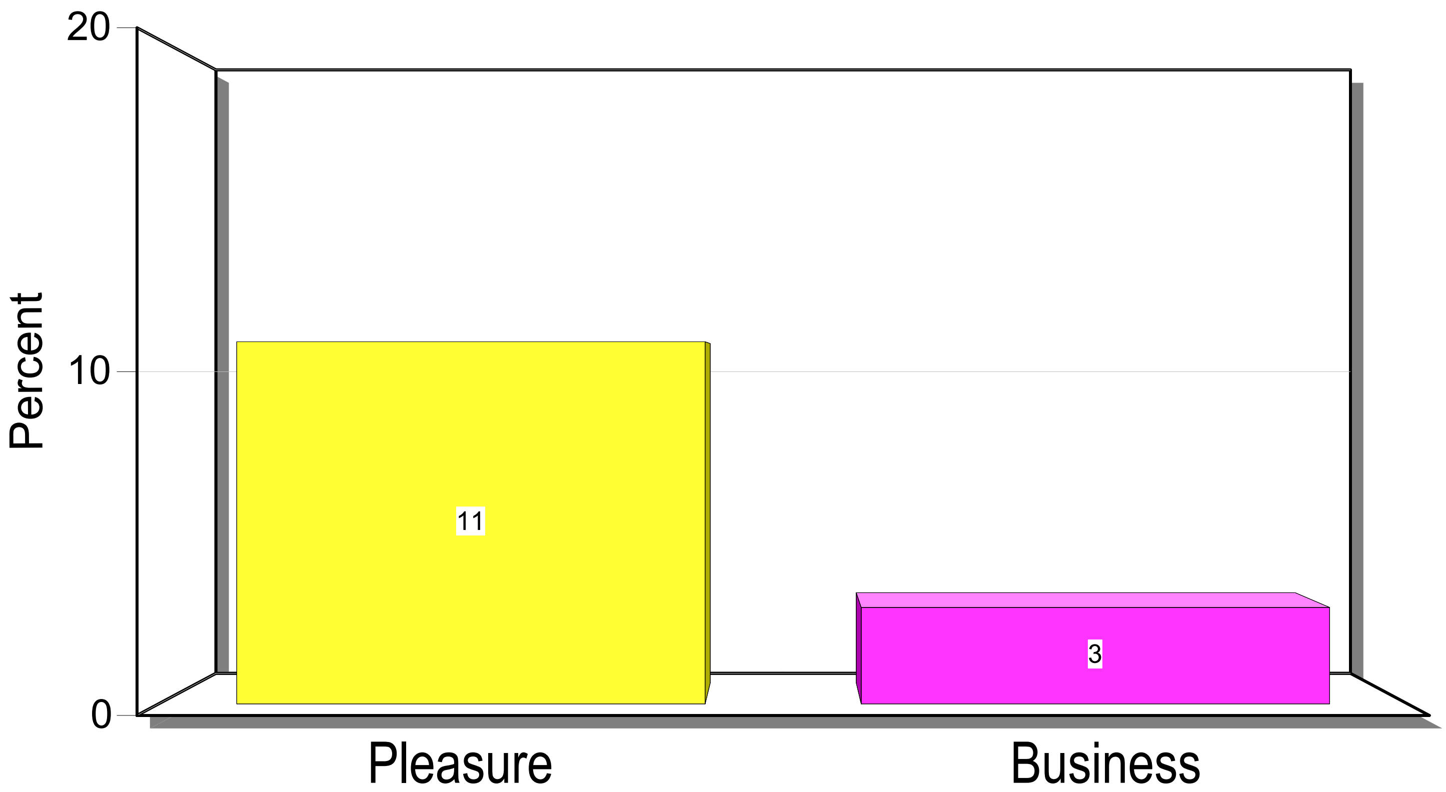


Sports and Recreation (Cont'd)

Base: Overnight Pleasure Trips

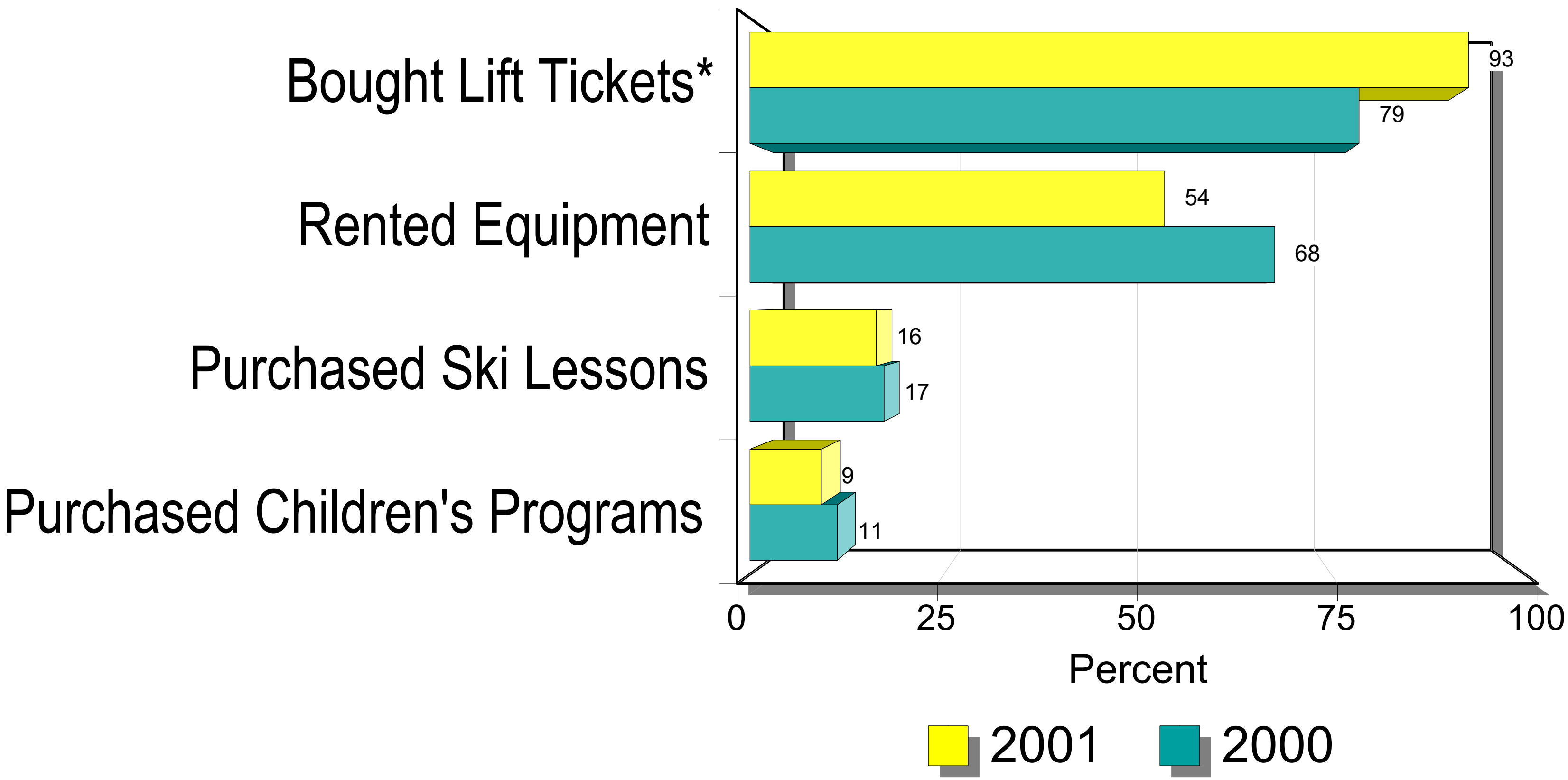


Skiing on Trip



Percent of Skiing/Snowboarding Travel Parties Who . . .

Base: Overnight Pleasure Trips



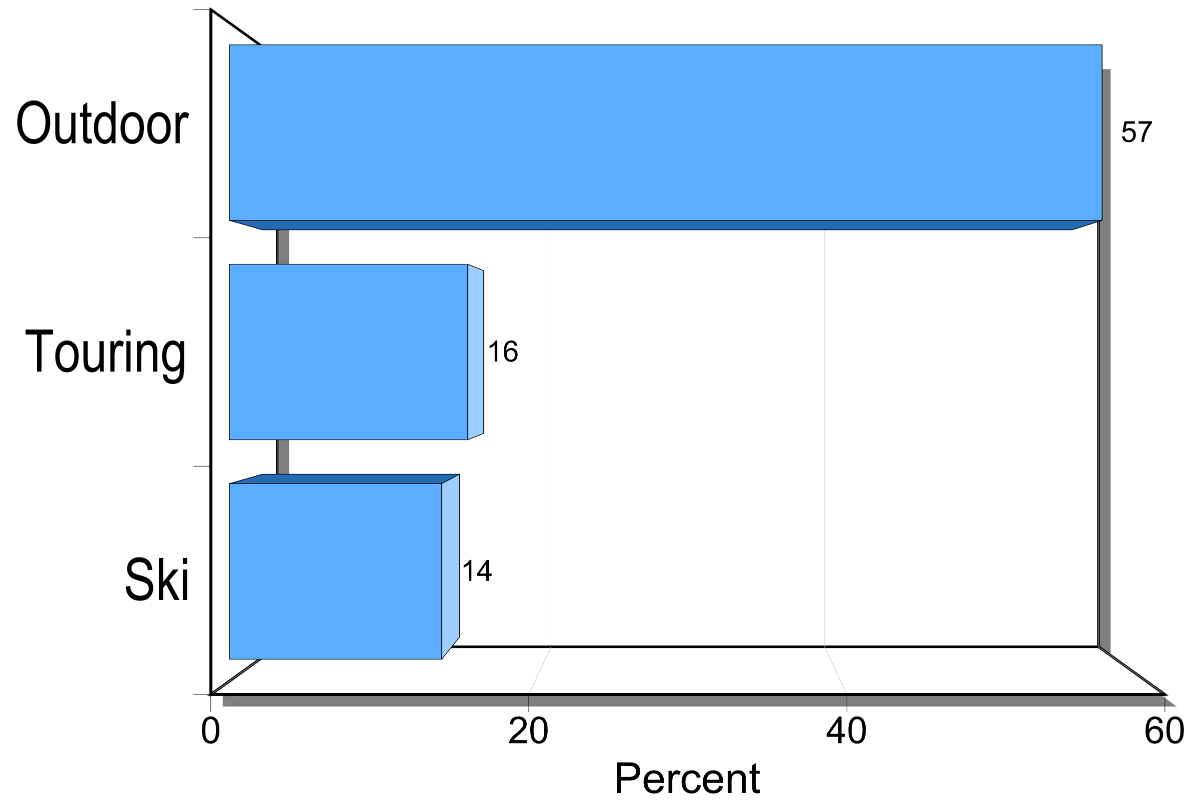
*Does not include those who purchased lift tickets as part of a pre-paid package

Colorado's Key Travel Segments

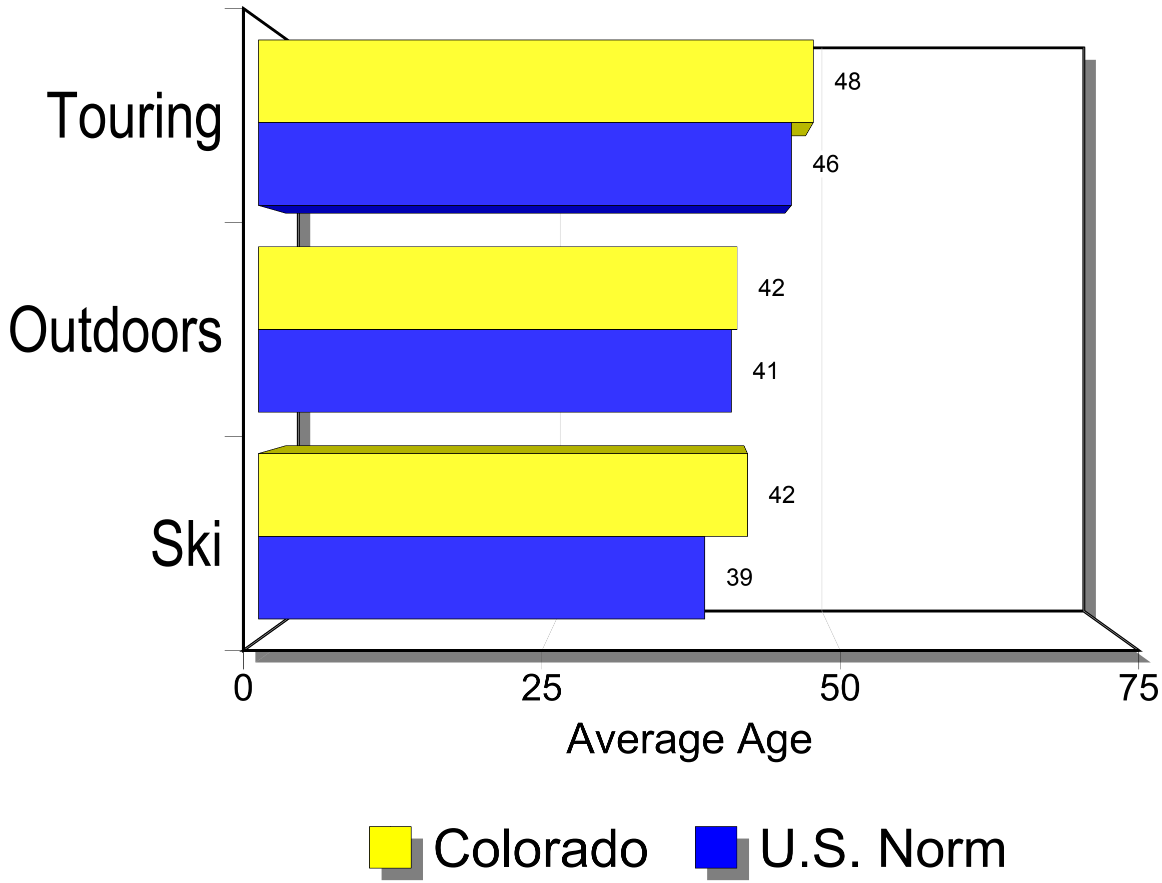
Traveler Profile by Segment

Instate Trips – By Segment

Percent of Pleasure Trips Originating in Colorado

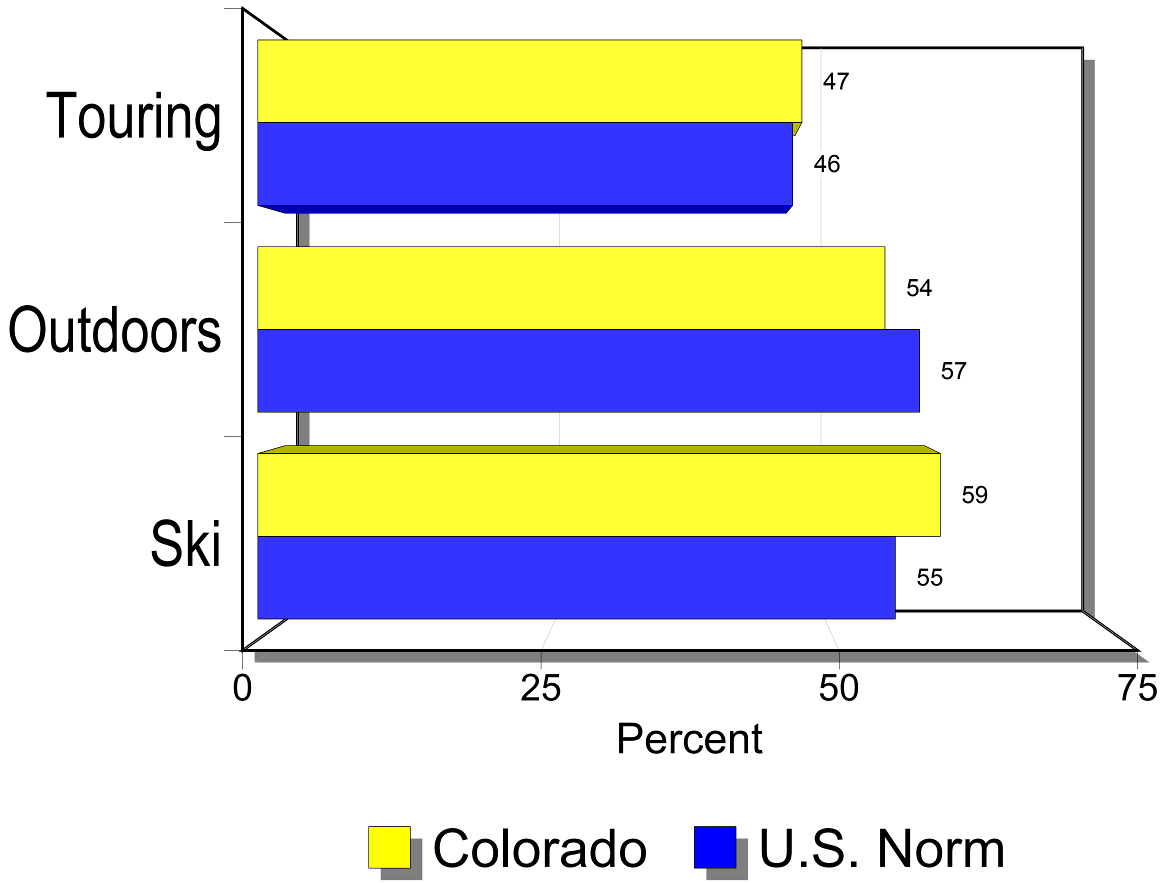


Average Age

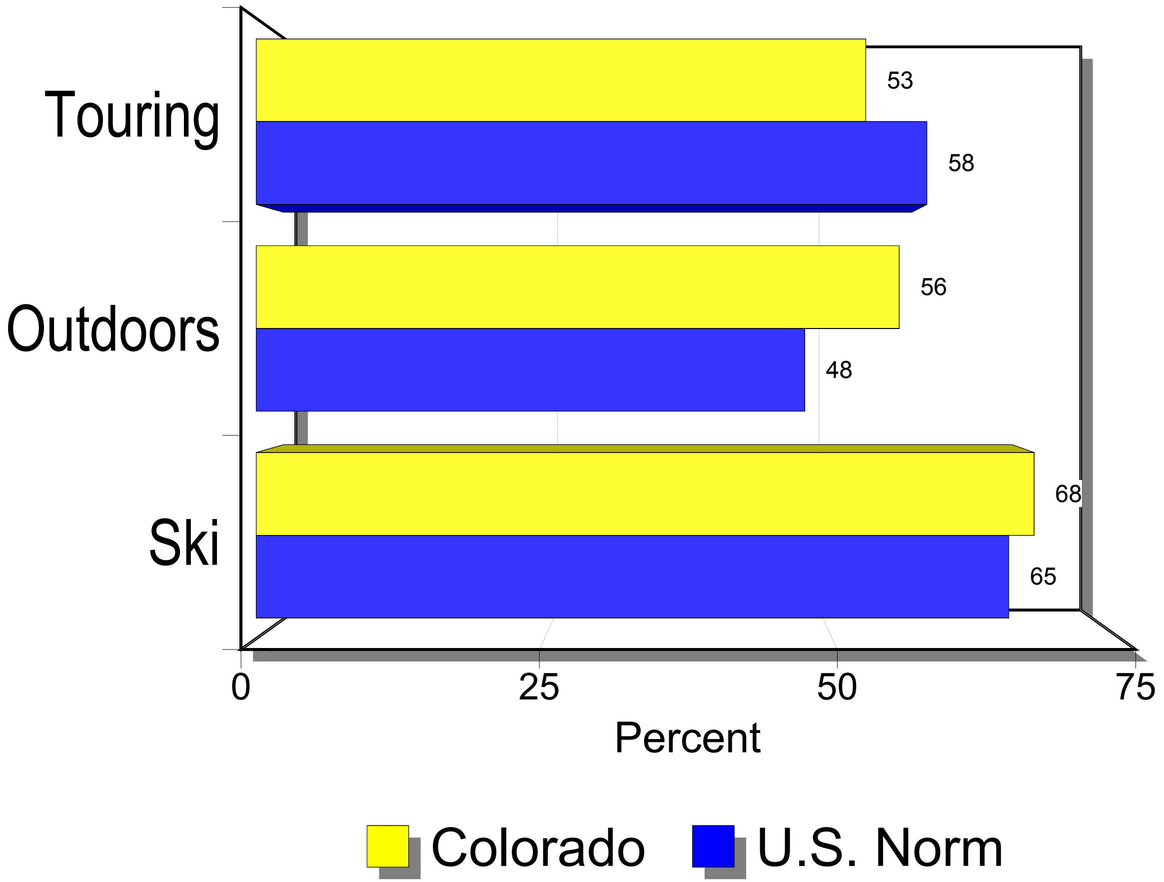


Touring
Outdoors
Ski
48
46
42
41
42
39
0
25
50
75
Average Age
Colorado
U.S. Norm

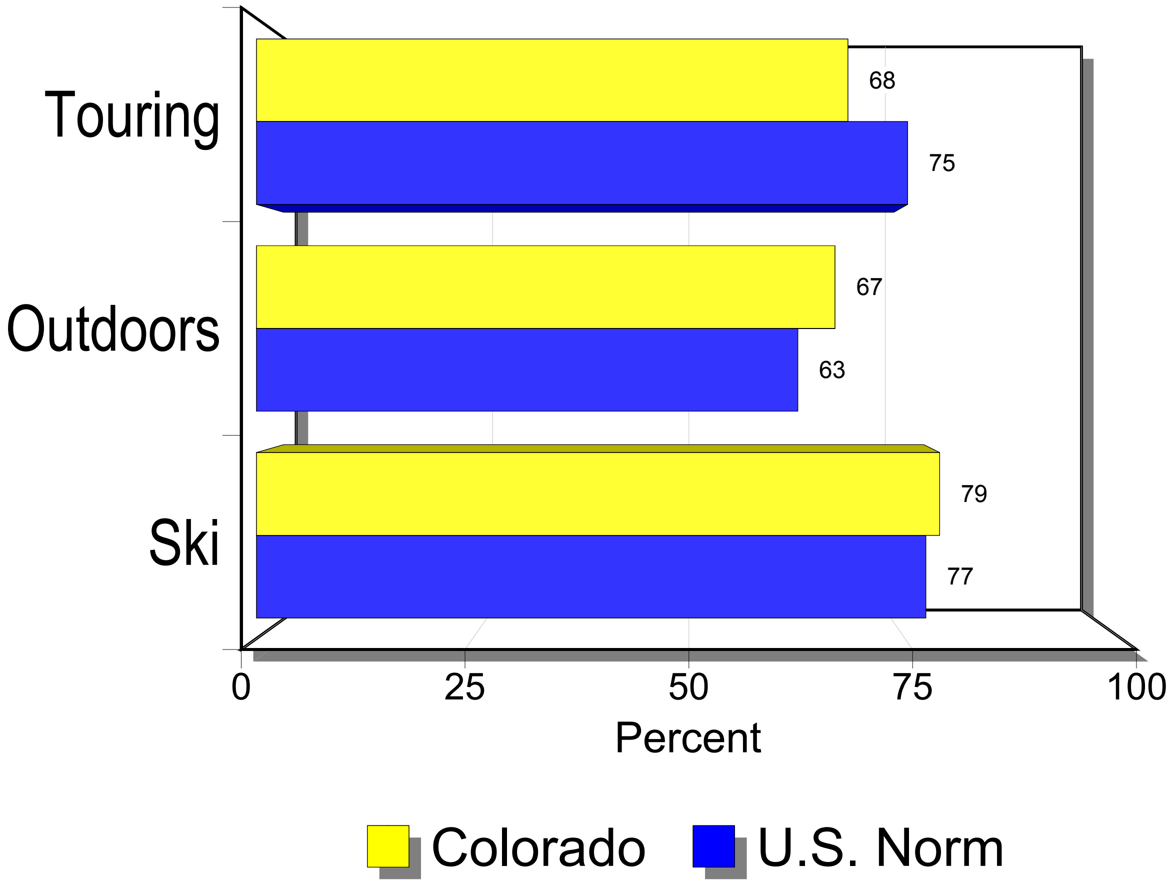
Percent Who Are Male



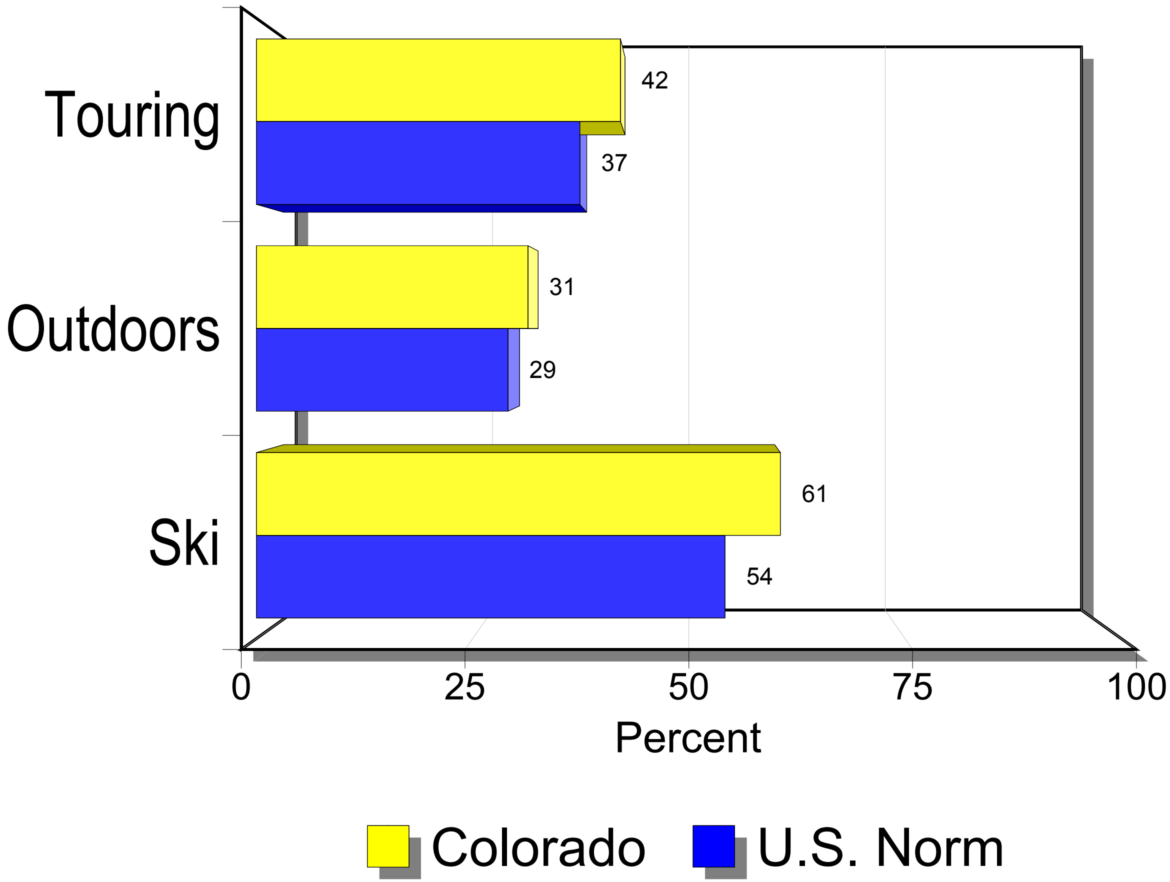
Percent Who Are Managers/Professionals



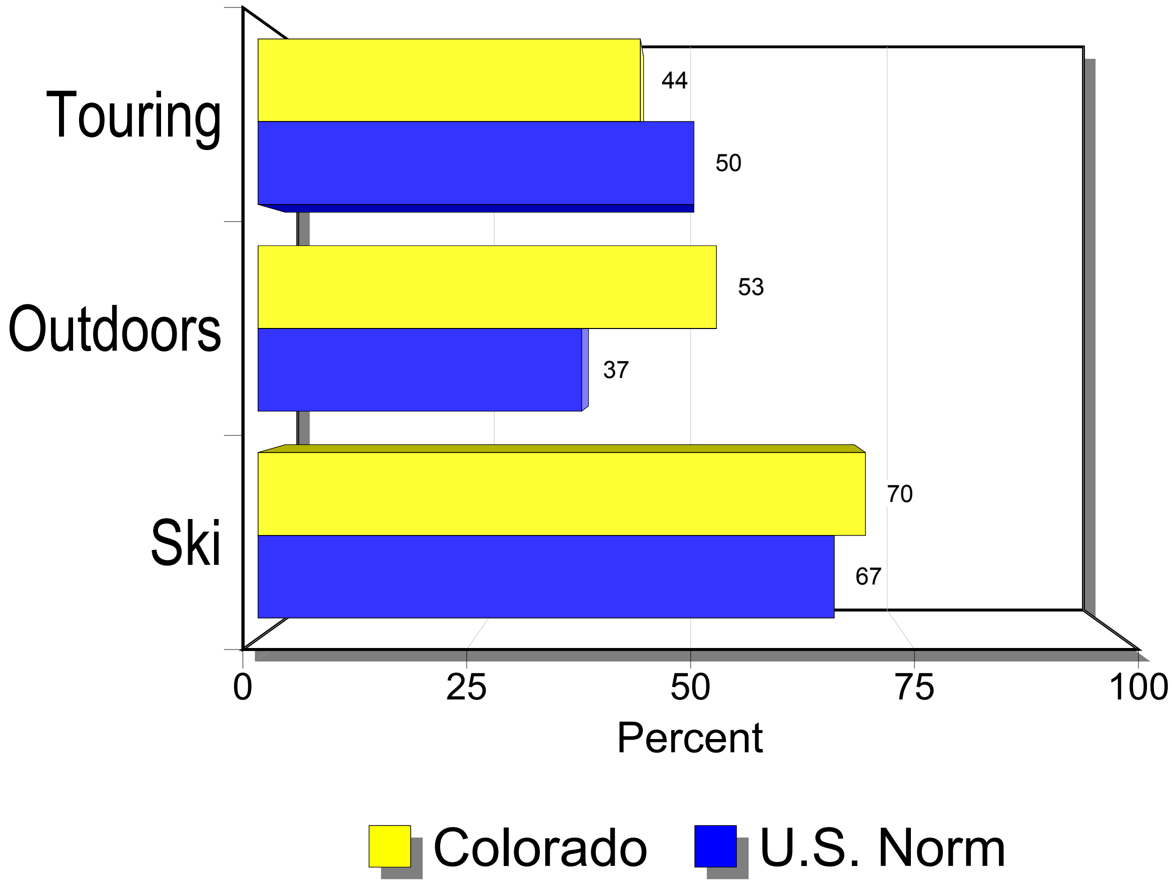
Percent In White Collar Occupation



Percent With Income $75K+

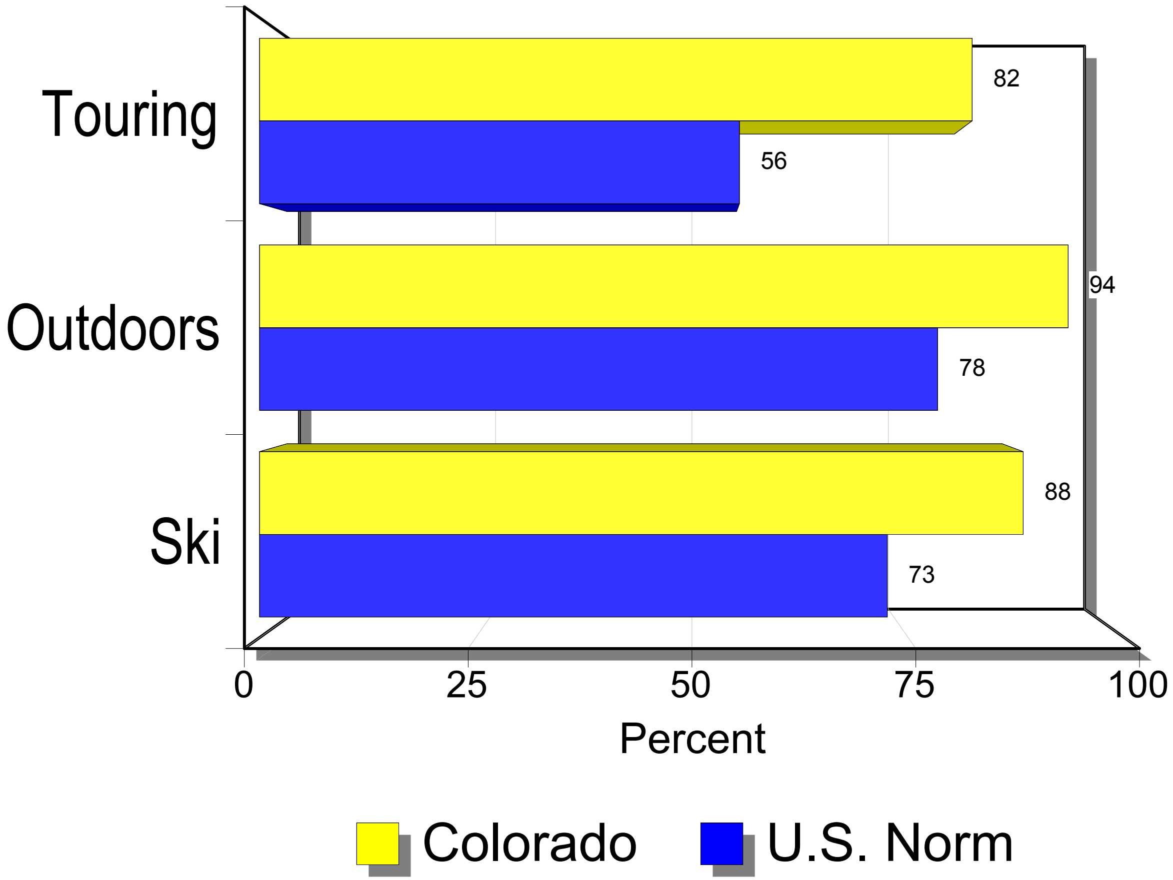


Percent Who Are College Graduates

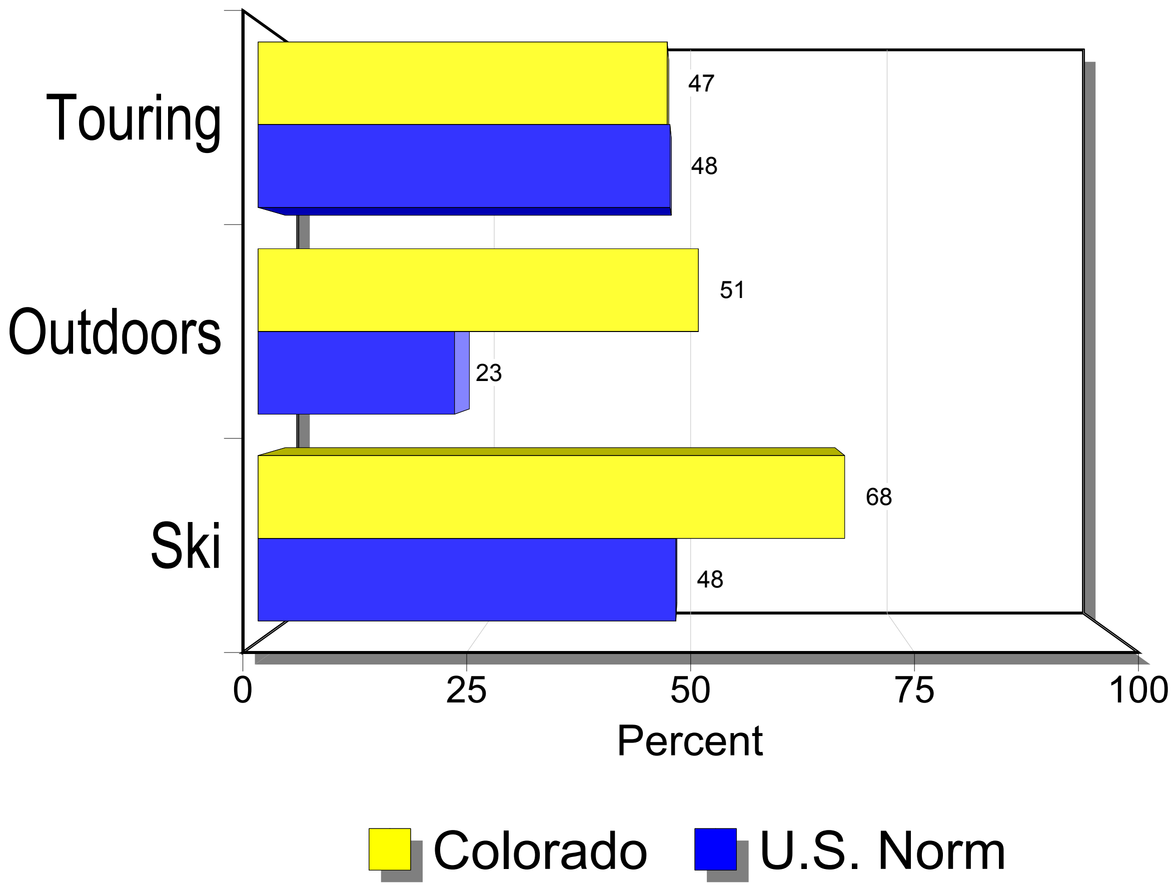


Trip Characteristics By Segment

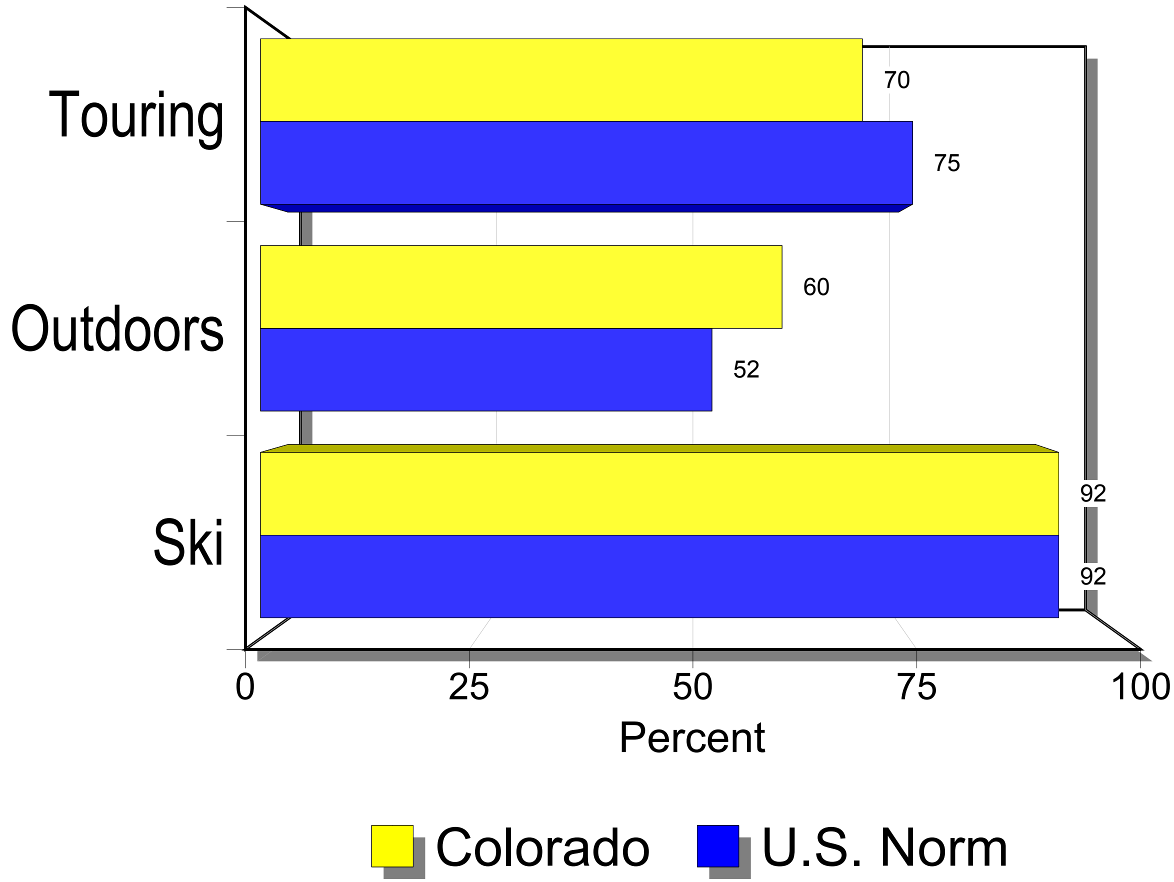
Percent Who Are Repeat Visitors



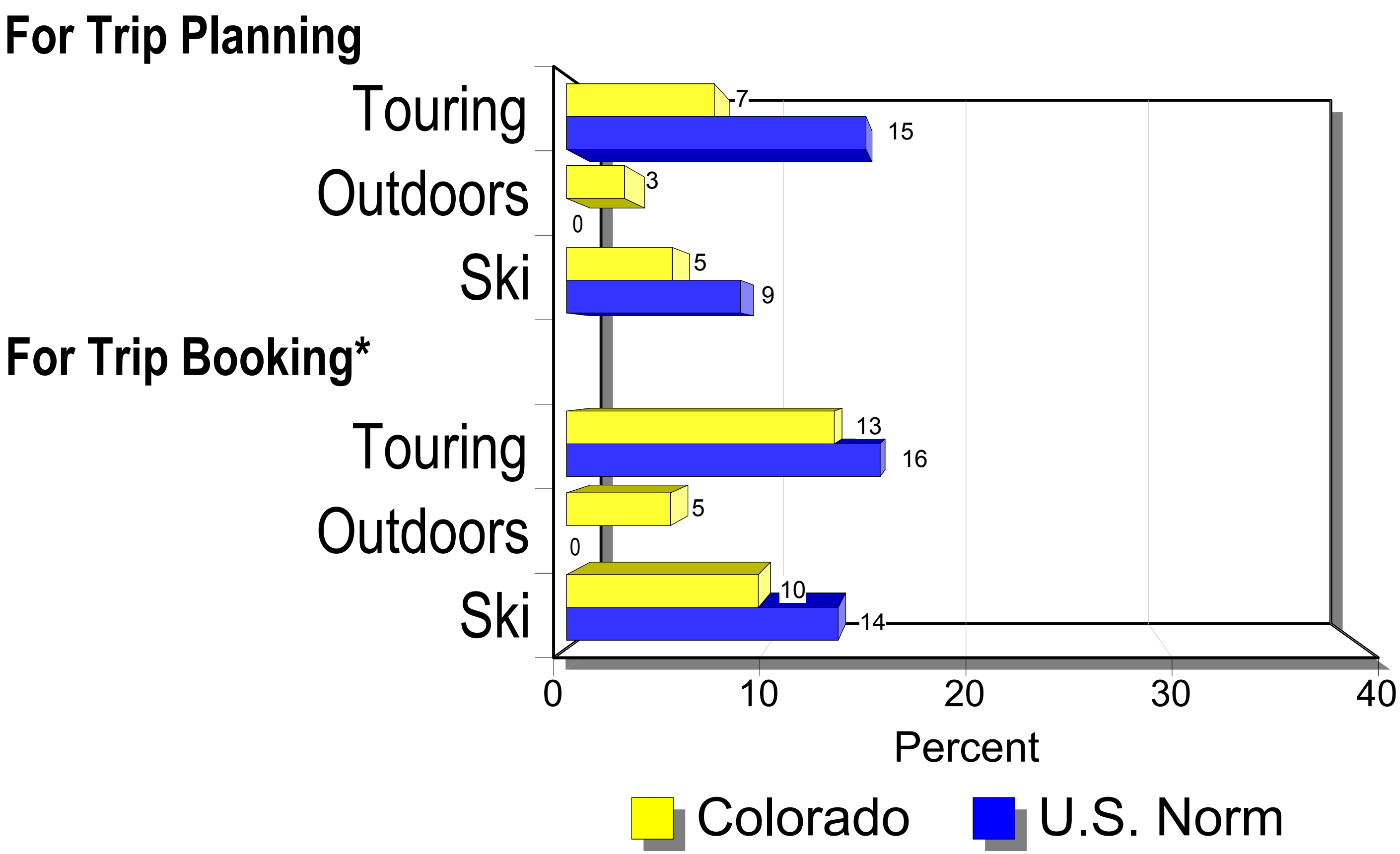
Percent Who Planned Their Trip 3 Months or More in Advance



Percent Who Booked All or Part of Their Trip in Advance

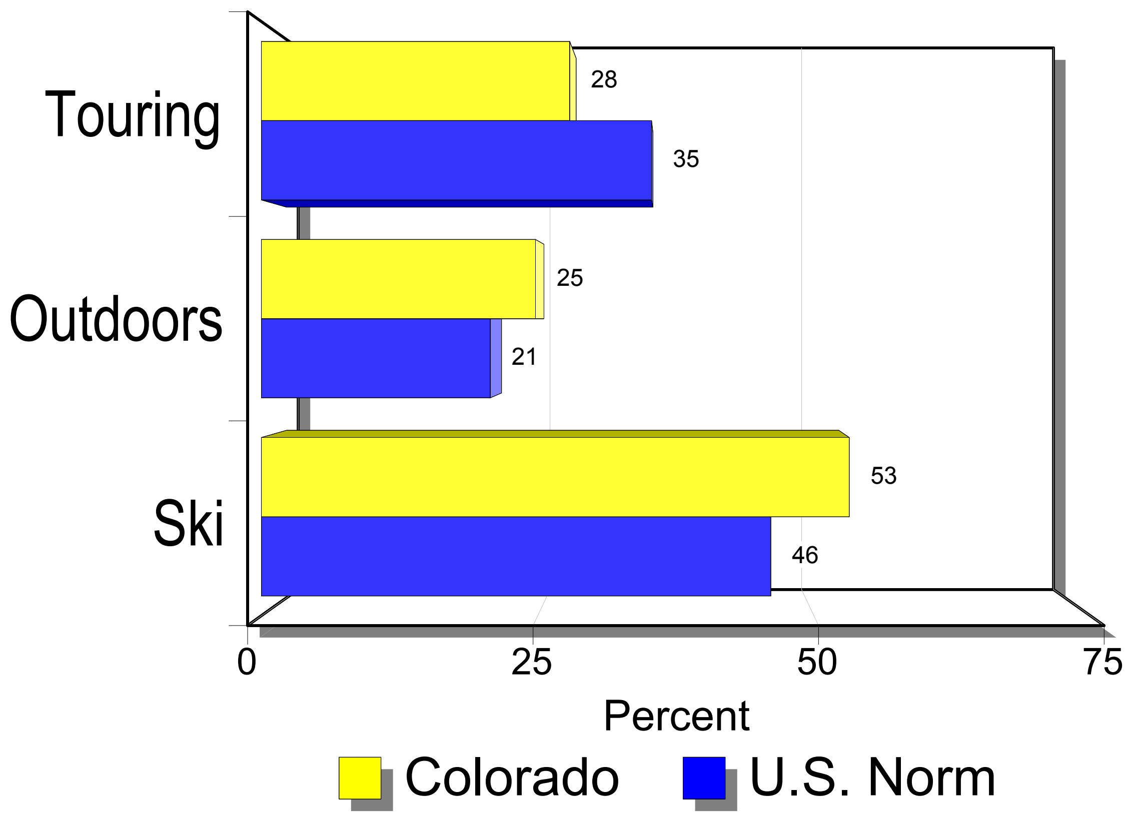


Use of Travel Agents



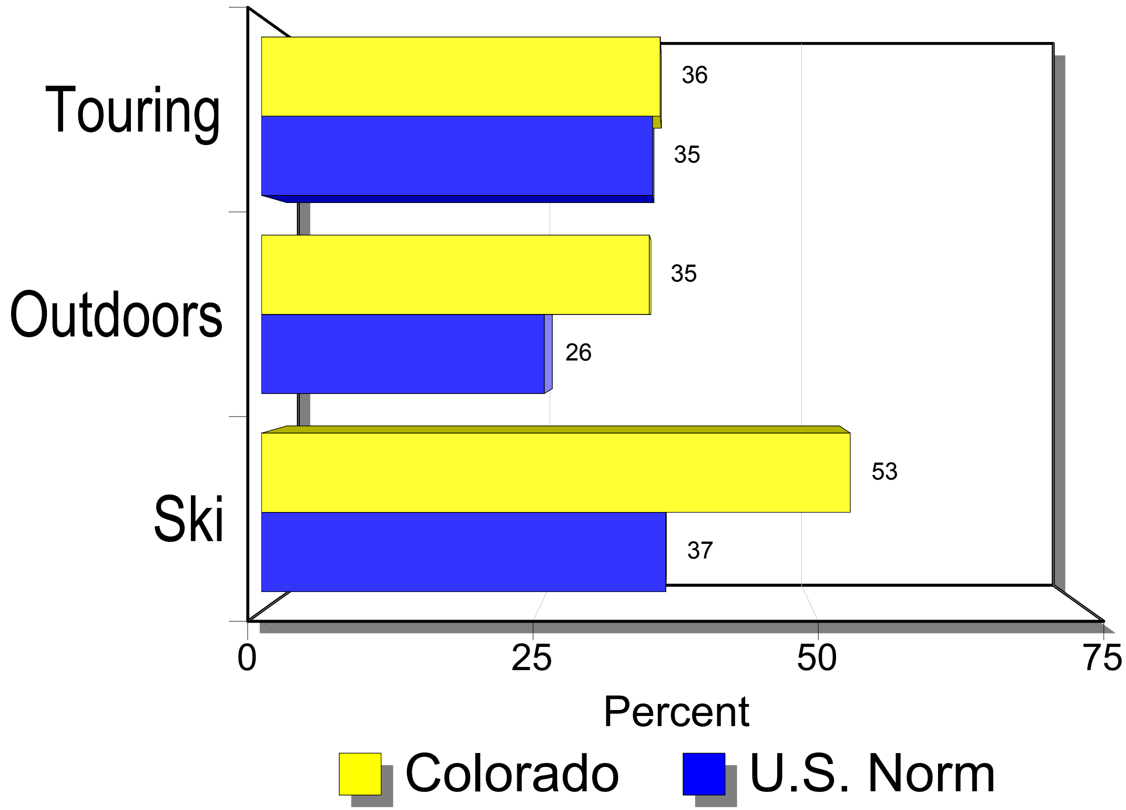
*Base: Those who booked in advance

Use of Internet For Trip Planning

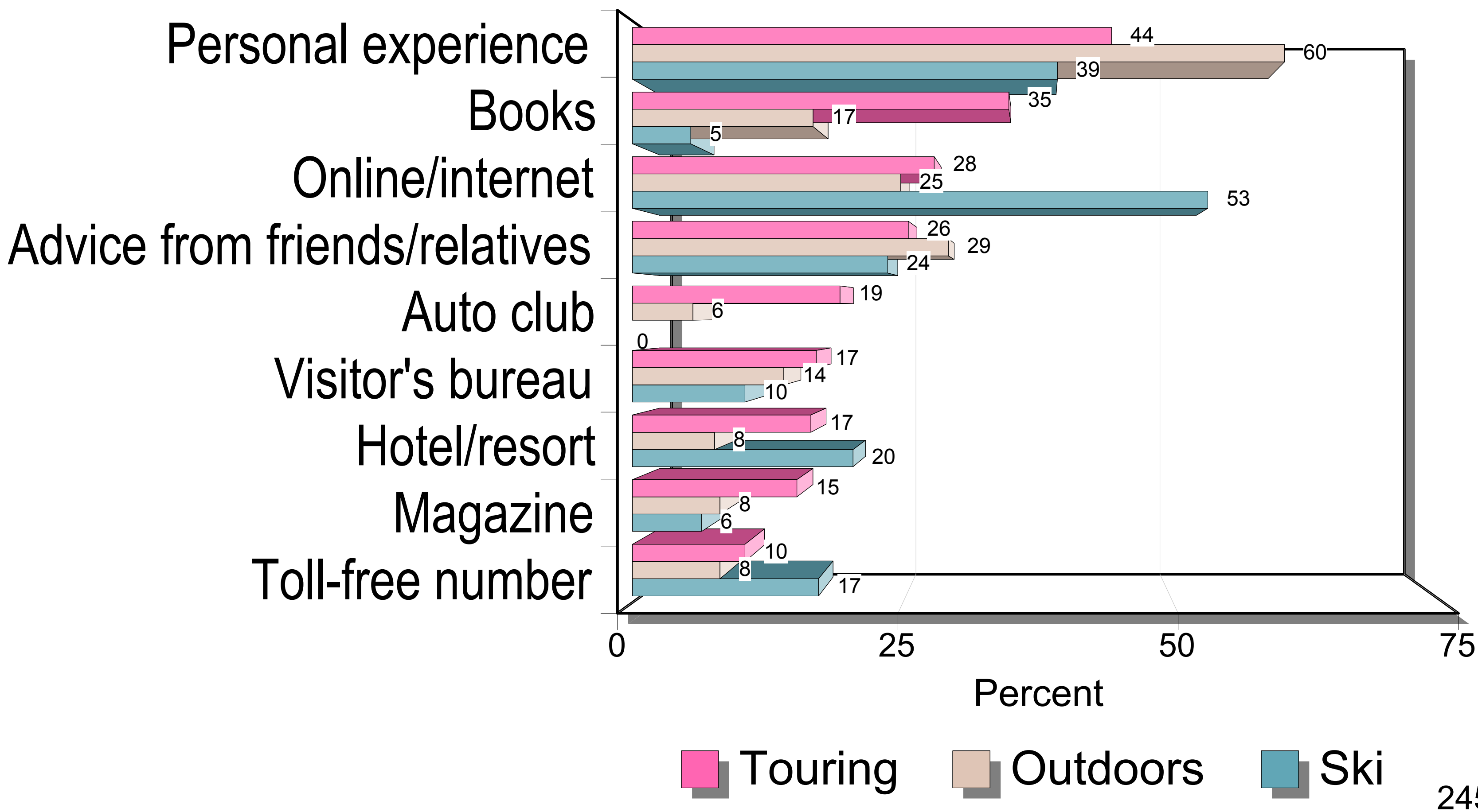


Use of Internet For Trip Booking

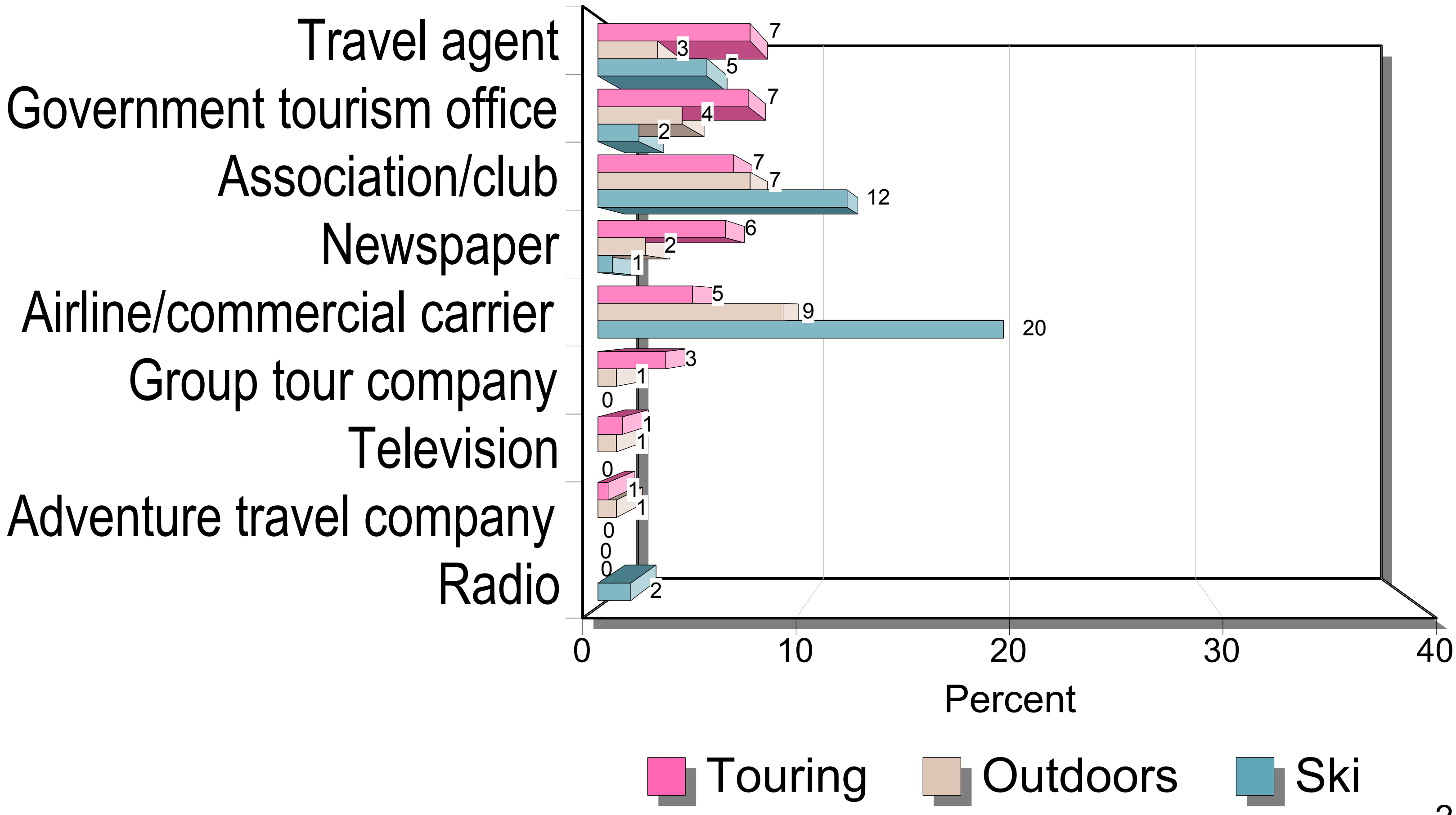
Base: Those Who Booked in Advance



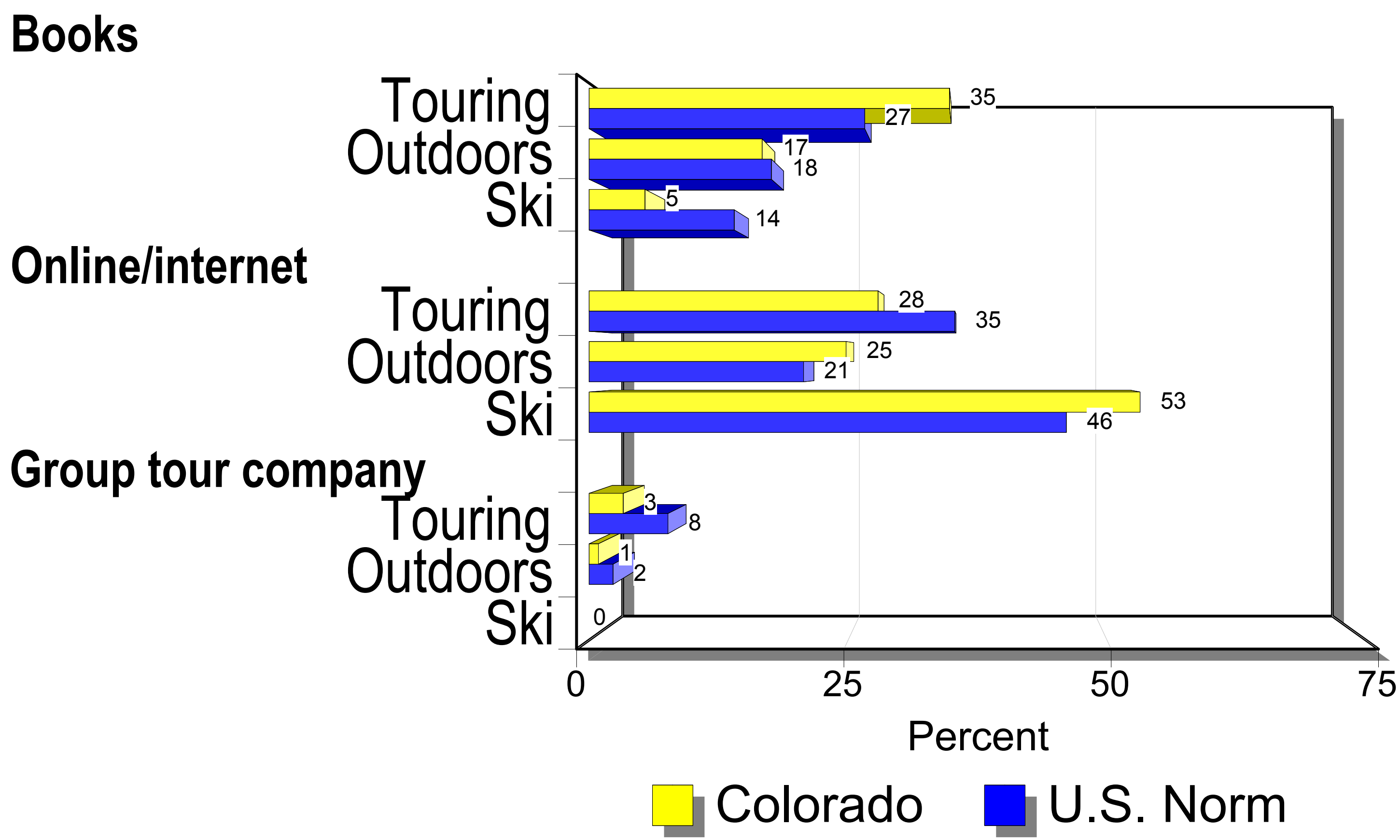
Information Sources for Travel Planning



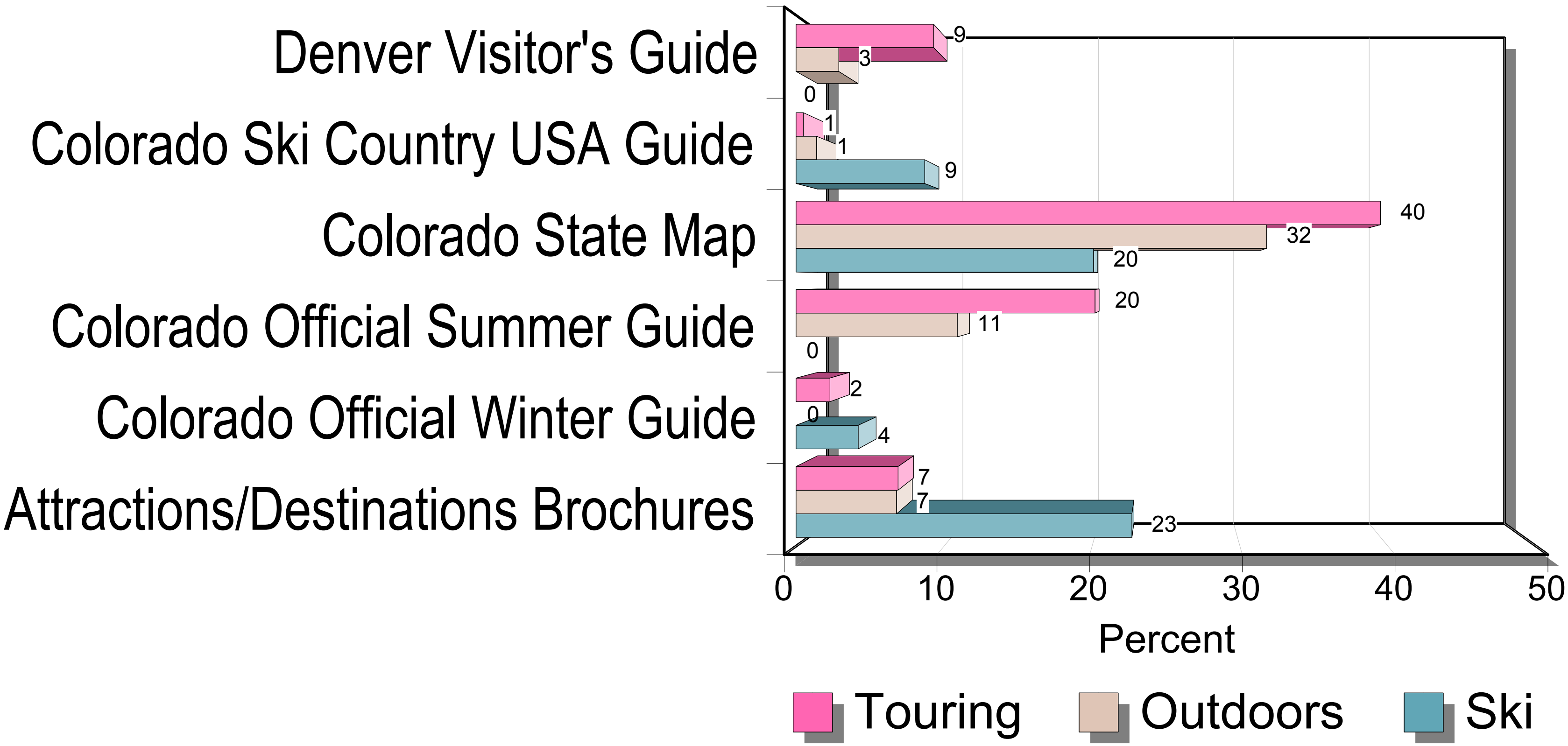
Information Sources for Travel Planning



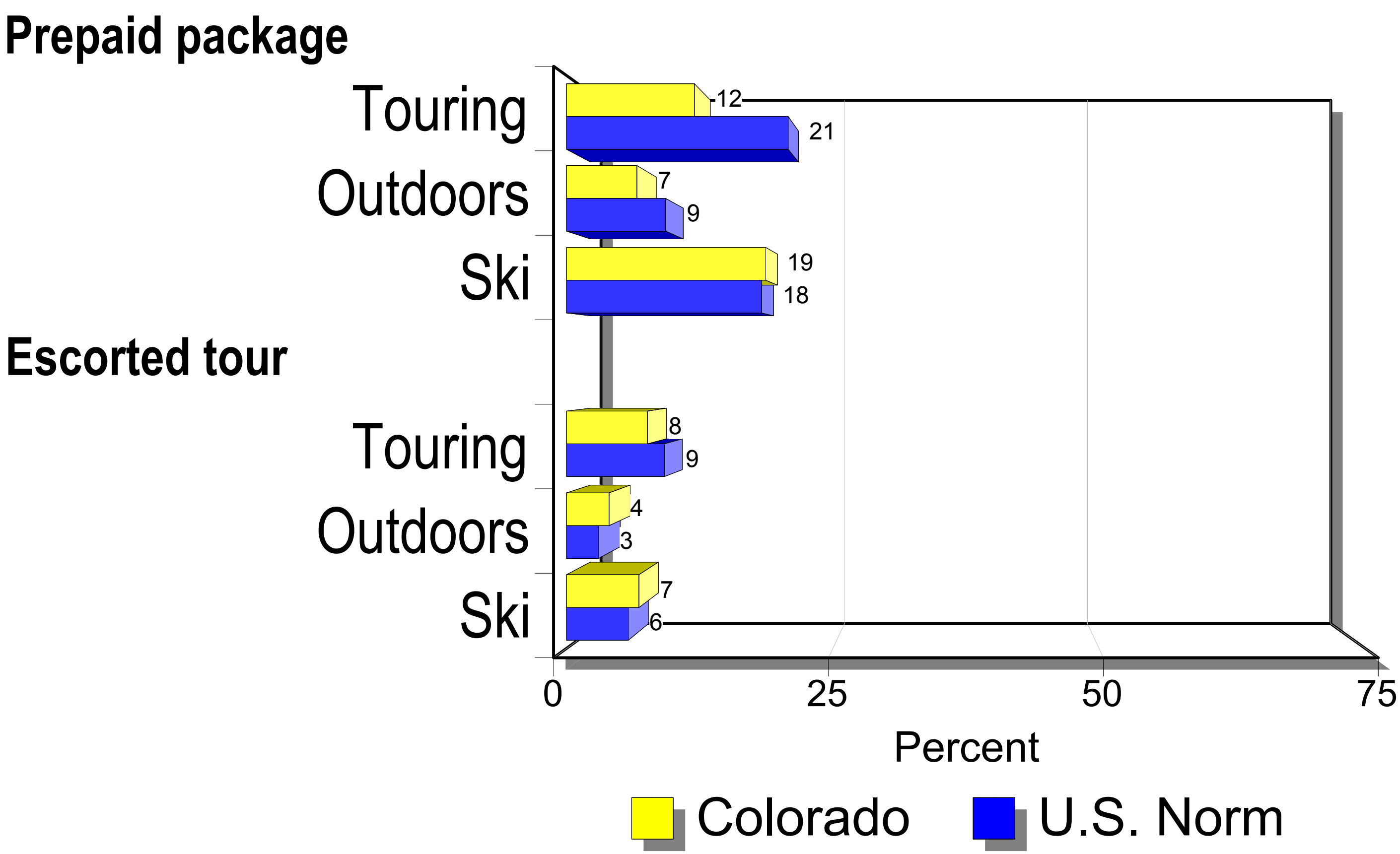
Information Sources for Planning vs. U.S. Norm



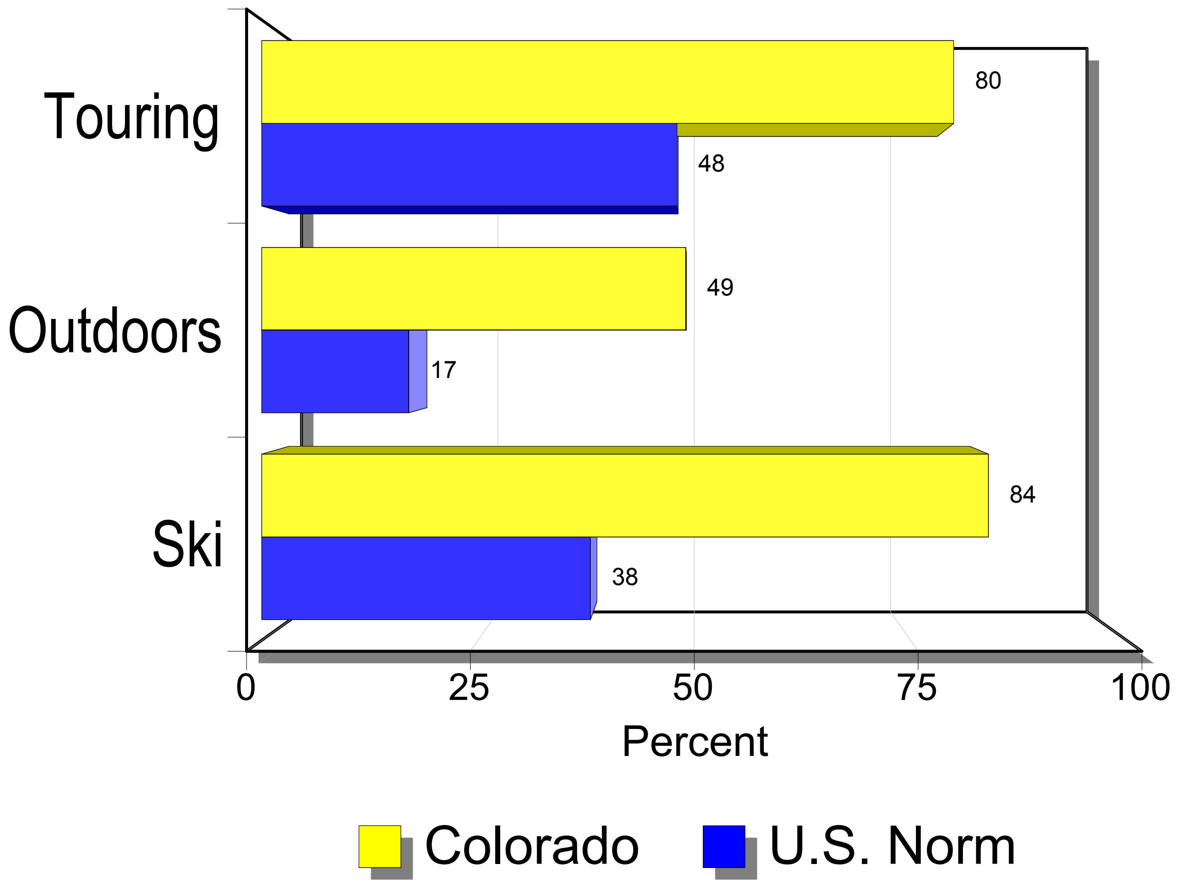
Use of Official Publications



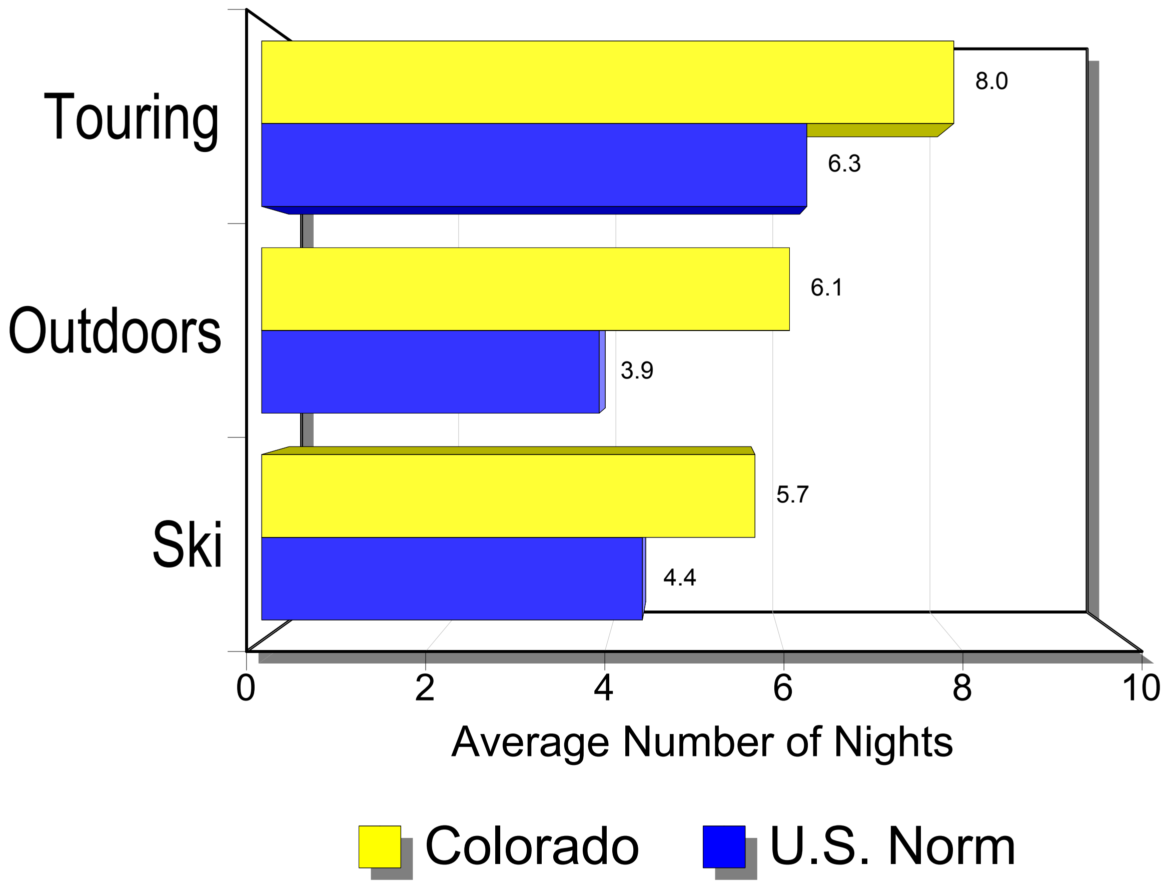
Use of Packages & Escorted Tours



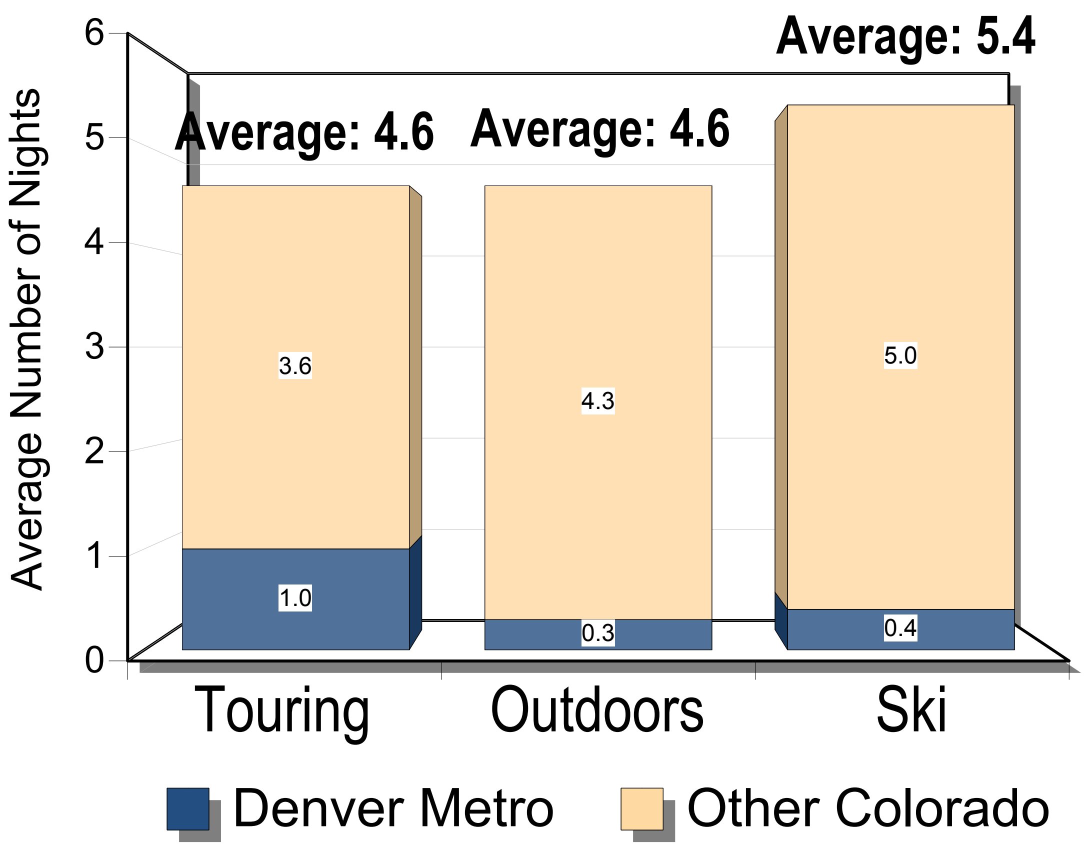
Percent Who Traveled 500+ Miles to Destination



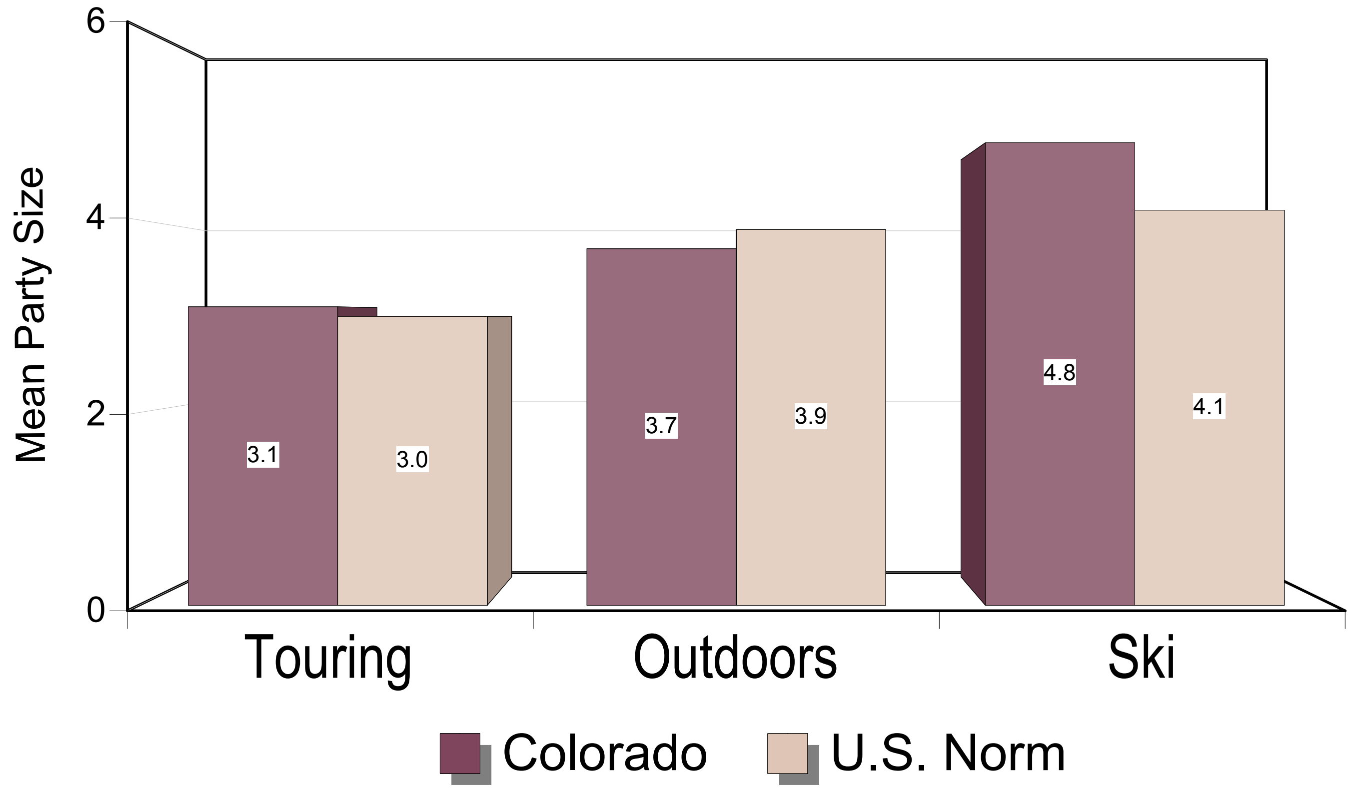
Length of Trip



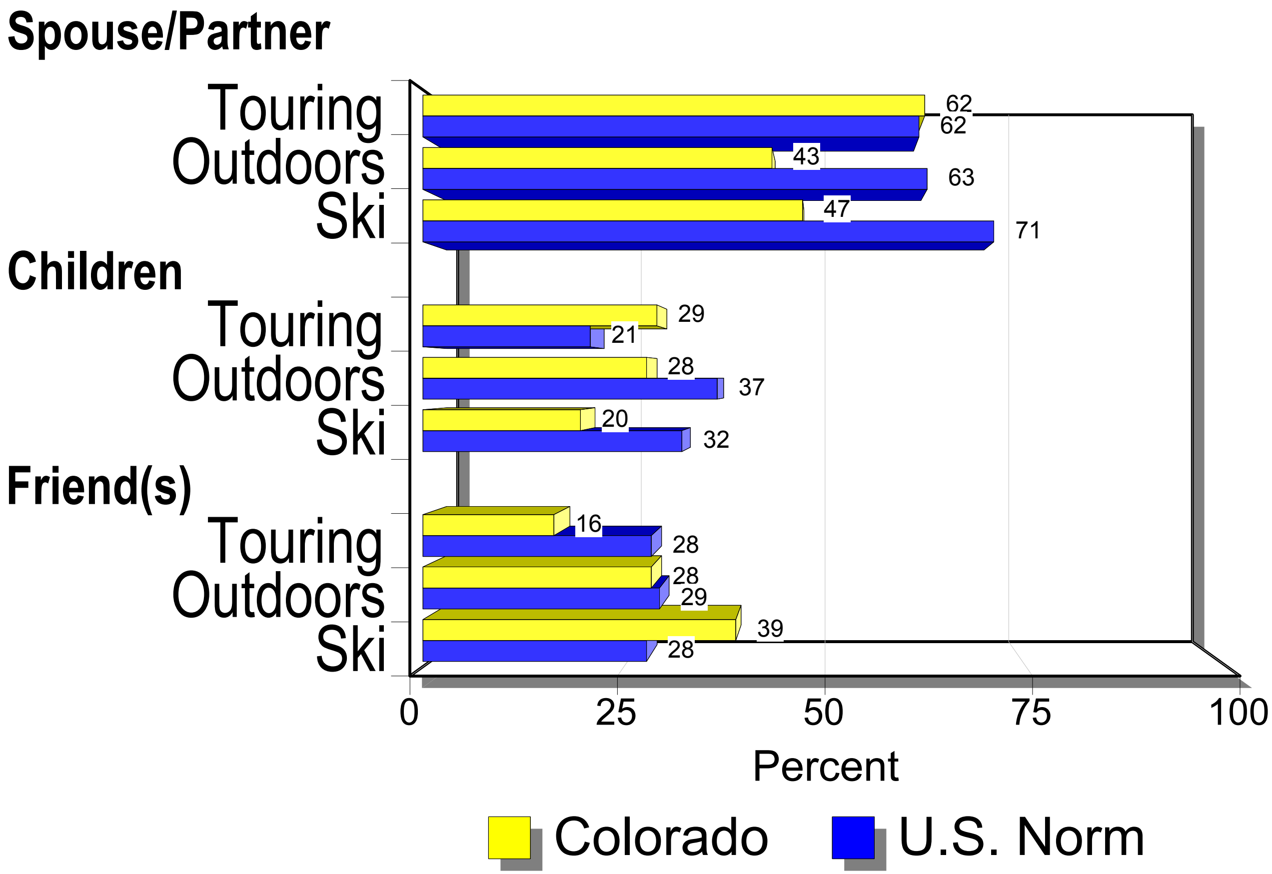
Number of Nights in Colorado



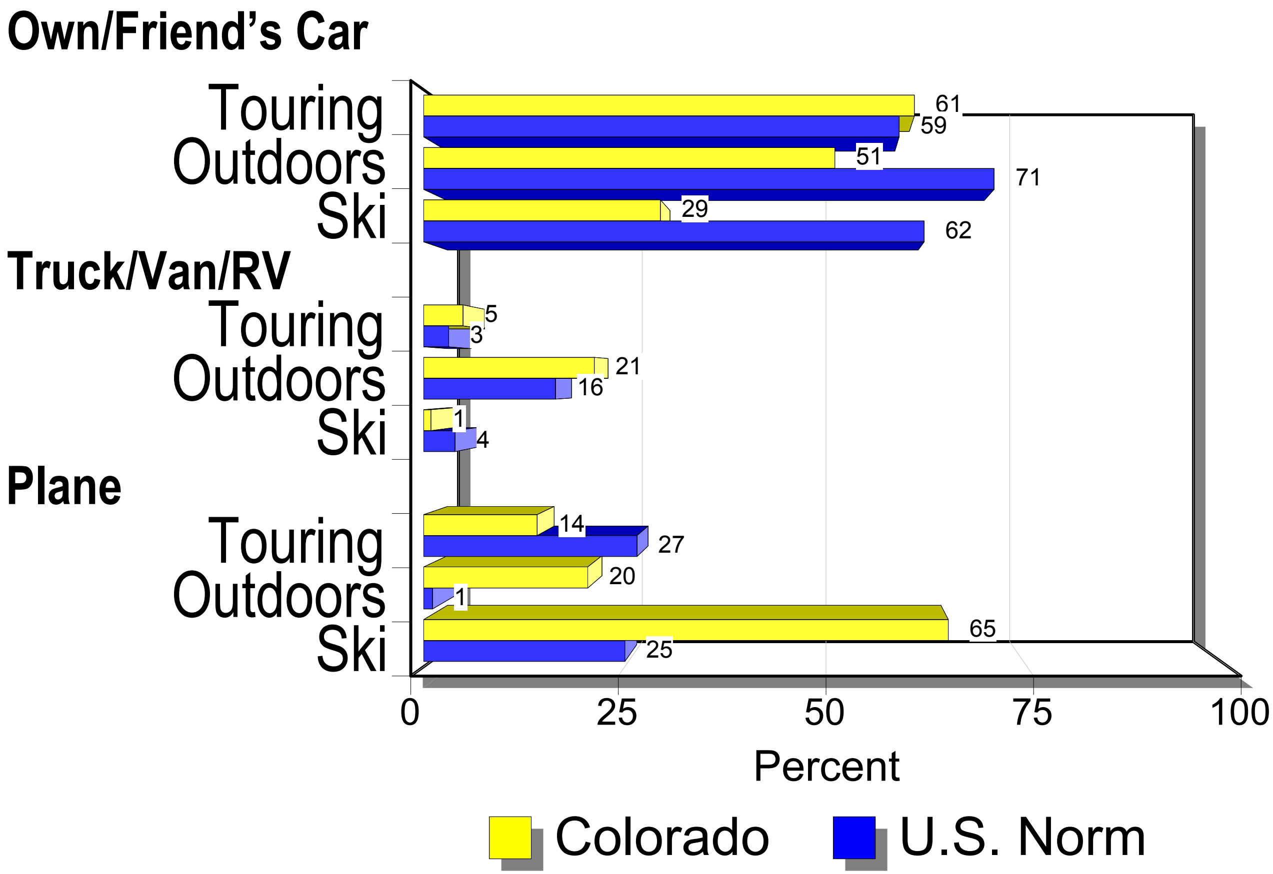
Size of the Travel Party



Party Composition



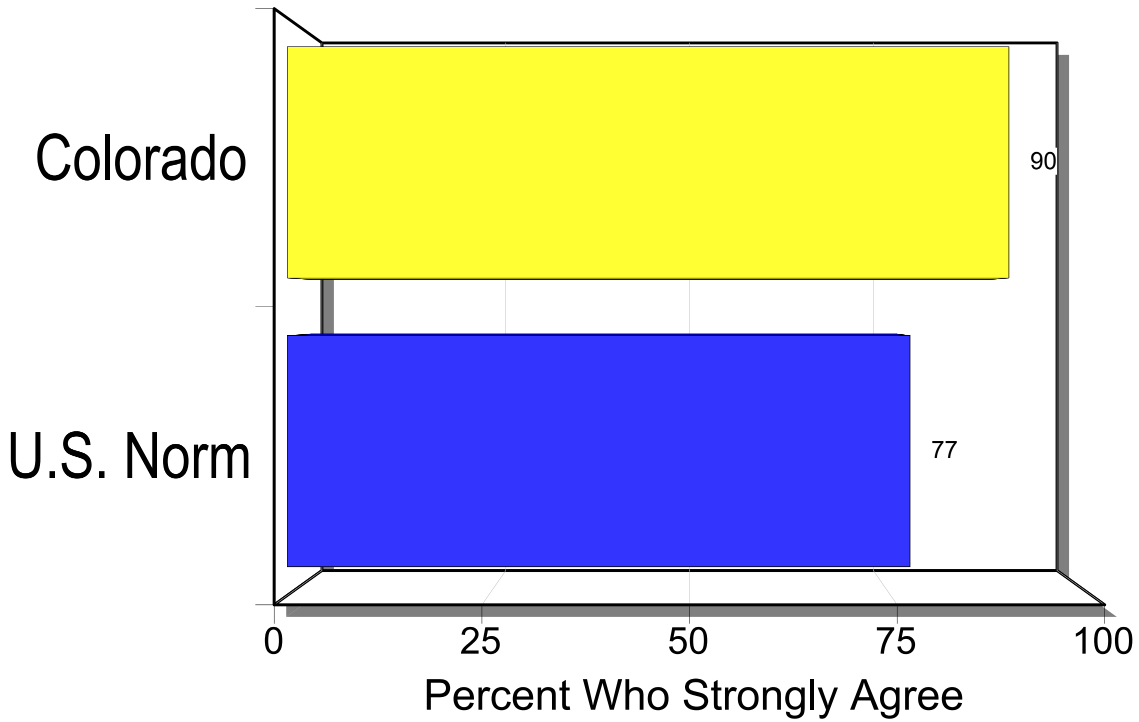
Transportation Used to Enter State



Colorado's Product Delivery

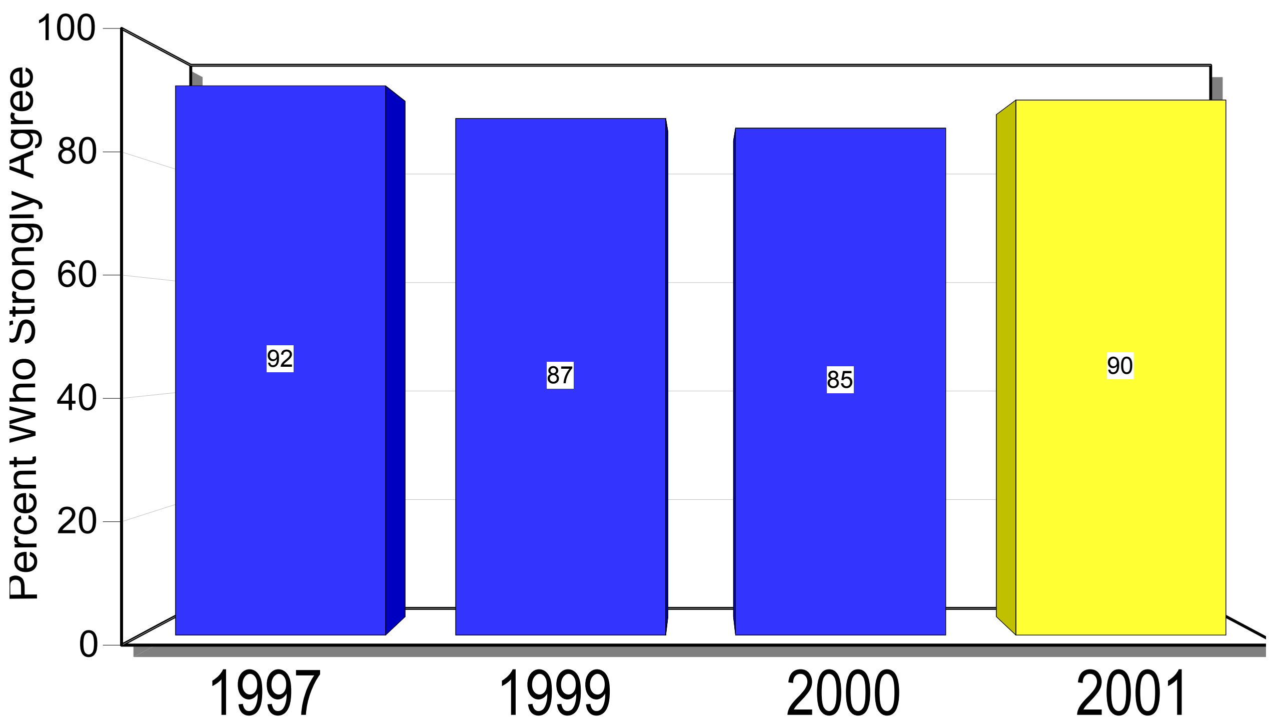
“A Place I Would Really Enjoy Visiting Again”

Base: Overnight Marketable Trips

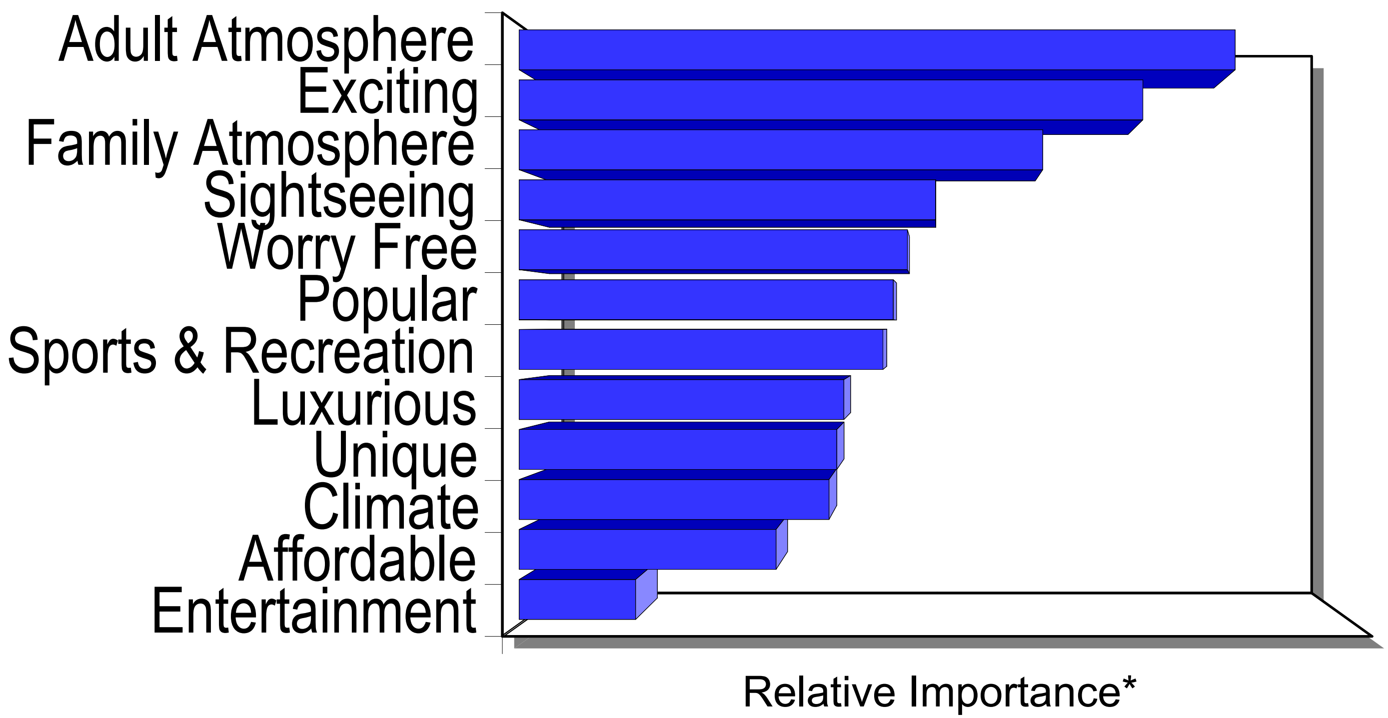


Colorado's Image as "A Place I Would Really Enjoy Visiting Again"

Base: Overnight Marketable Trips



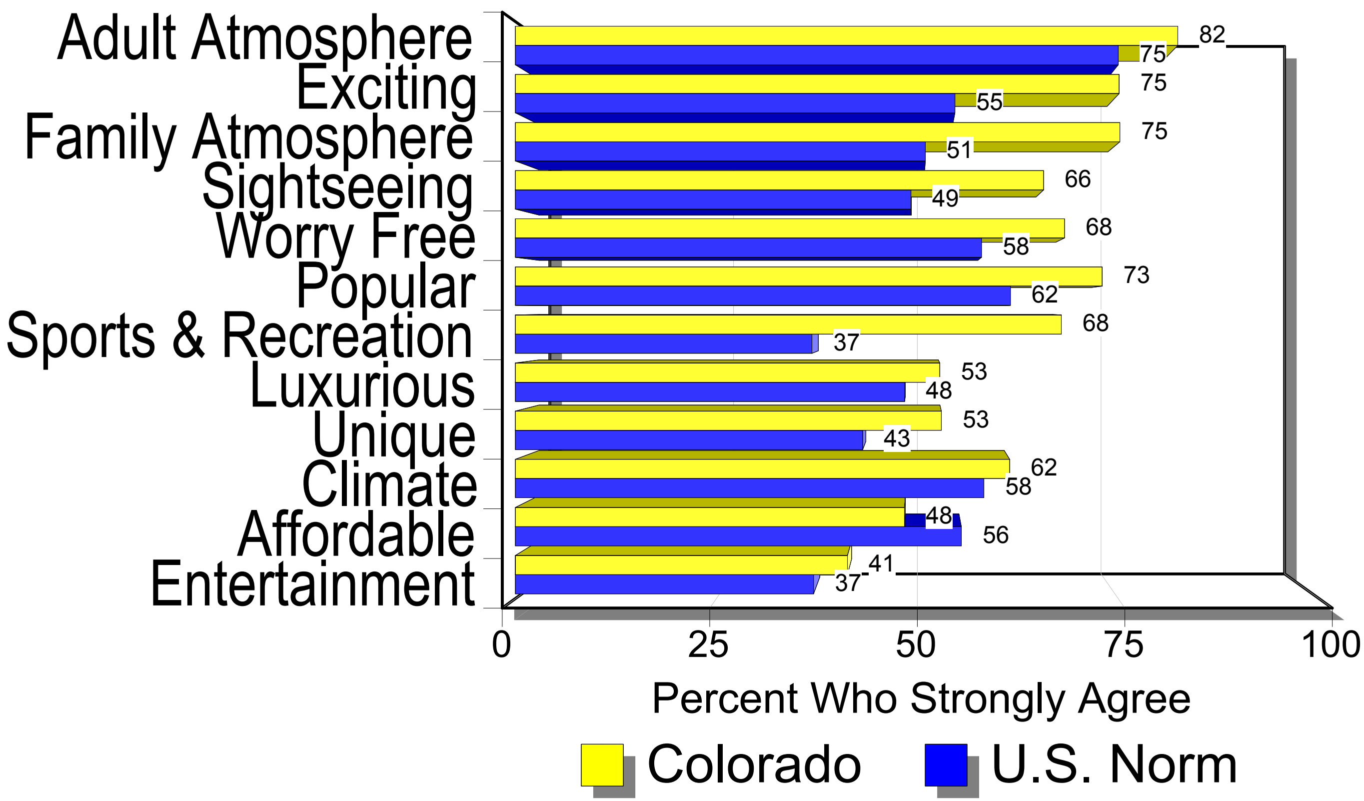
Traveler Priorities



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

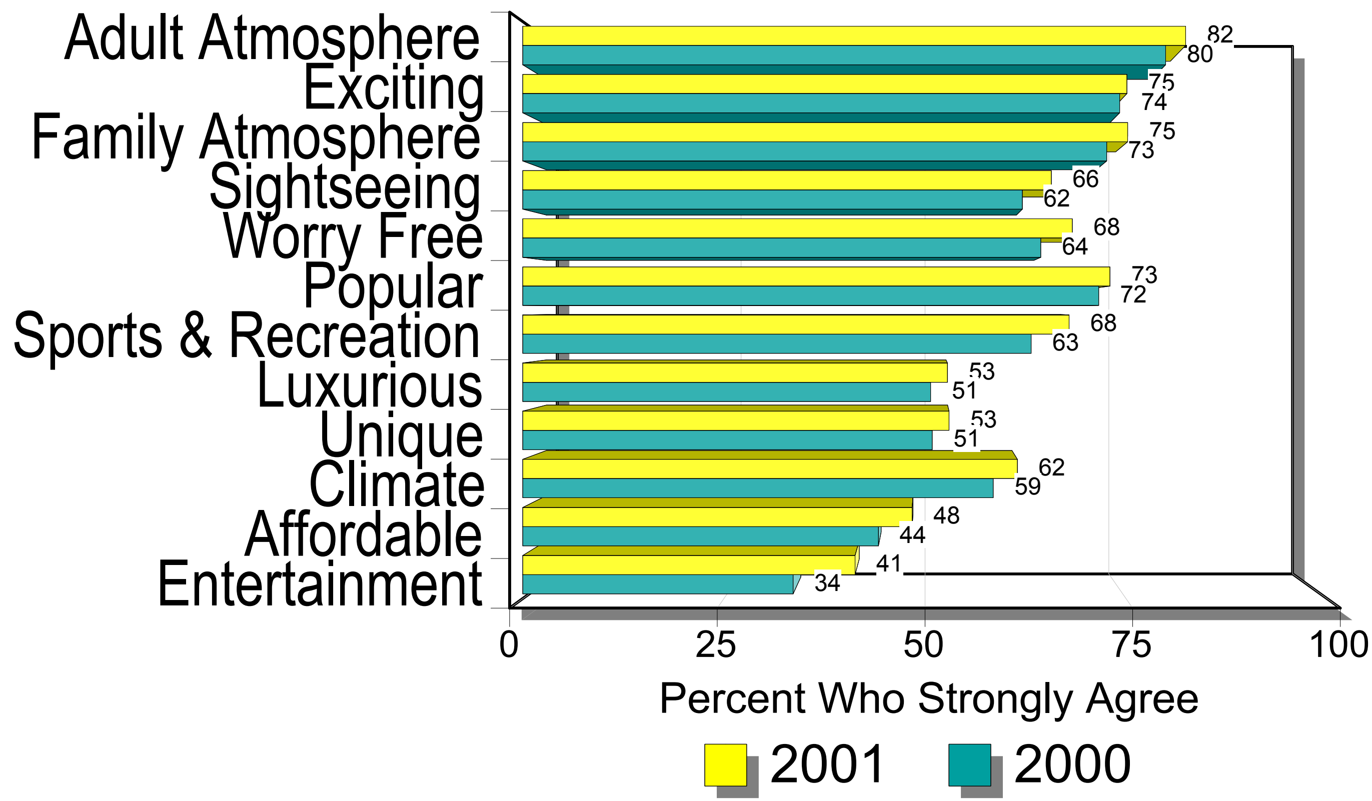
Colorado's Product Delivery

Base: Overnight Marketable Trips



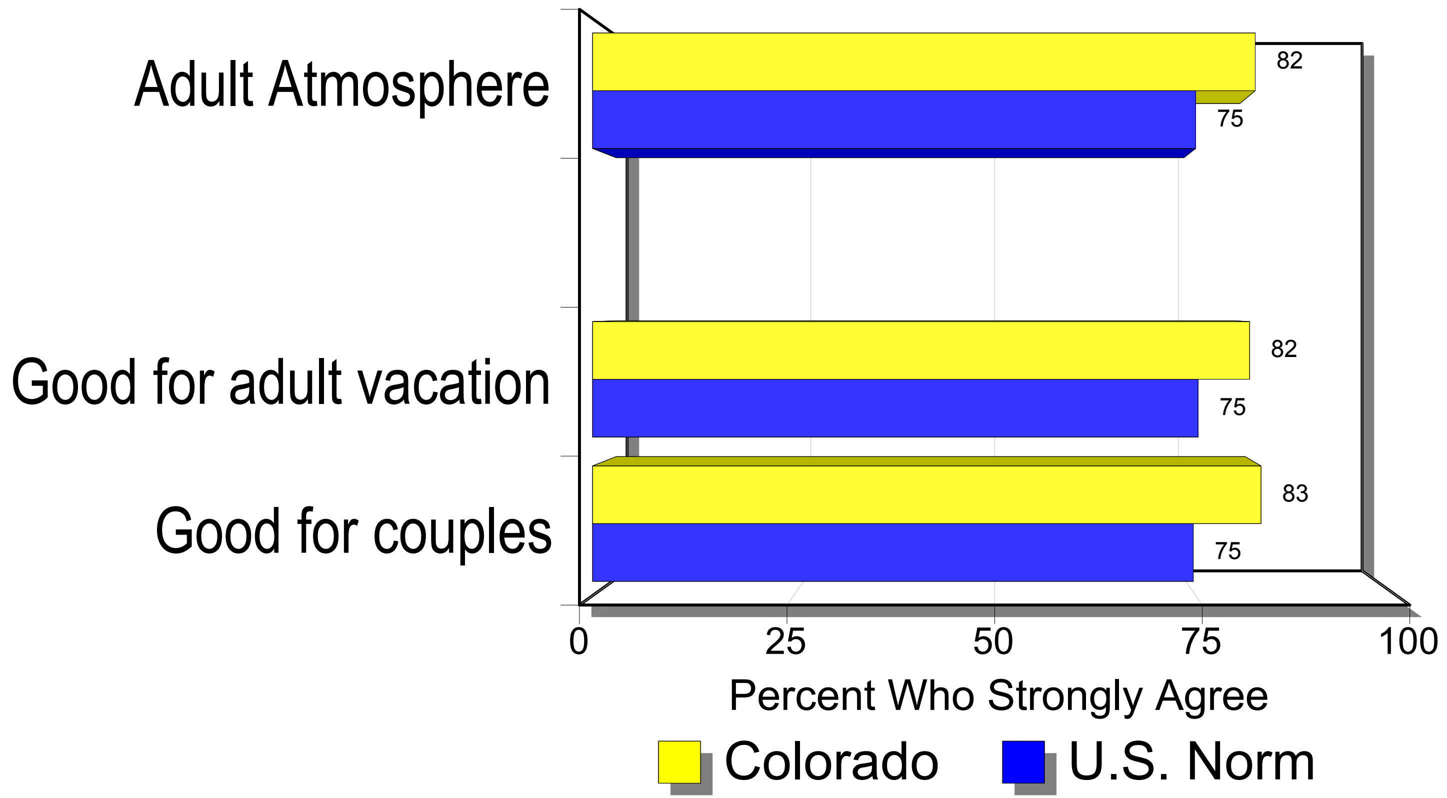
Colorado's Product Delivery – 2001 vs. 2000

Base: Overnight Marketable Trips



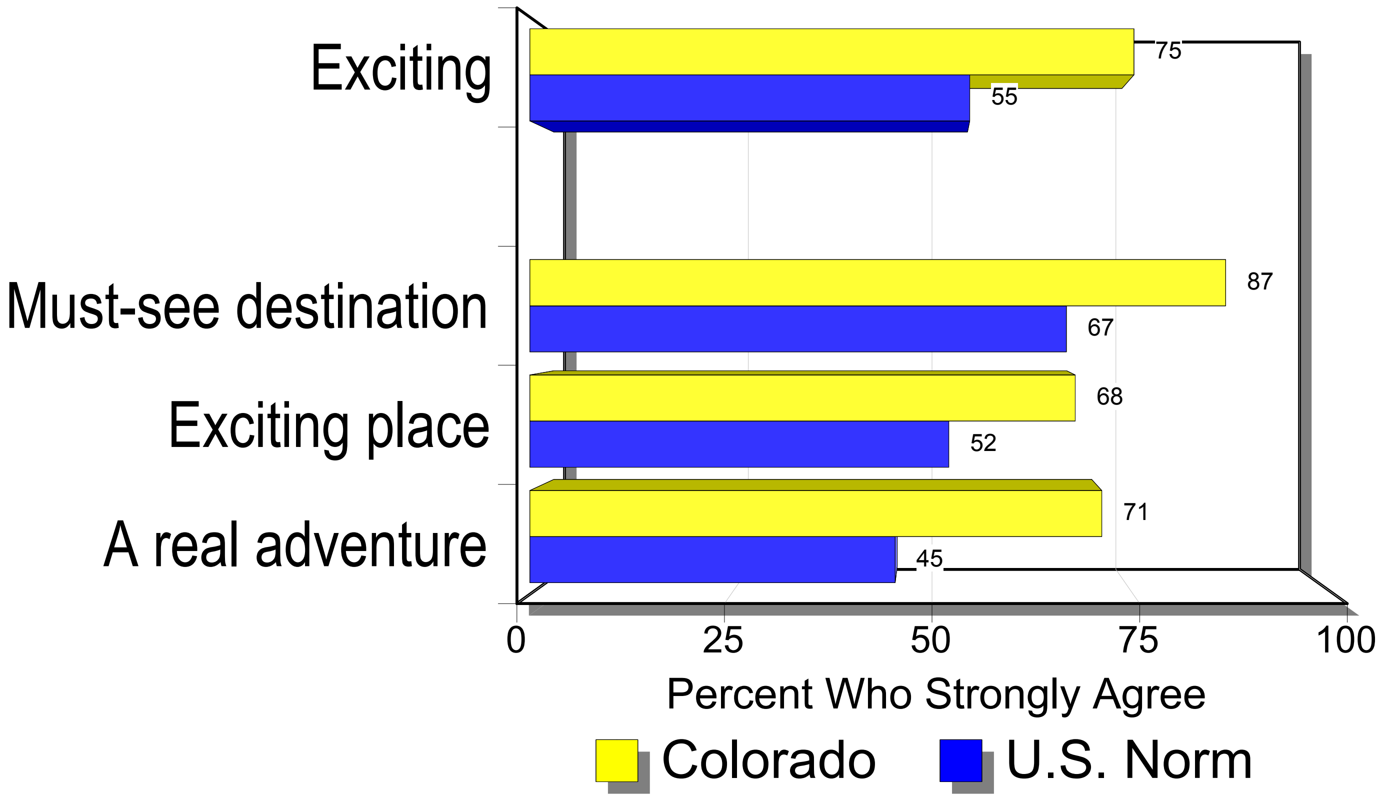
Adult Atmosphere

Base: Overnight Marketable Trips



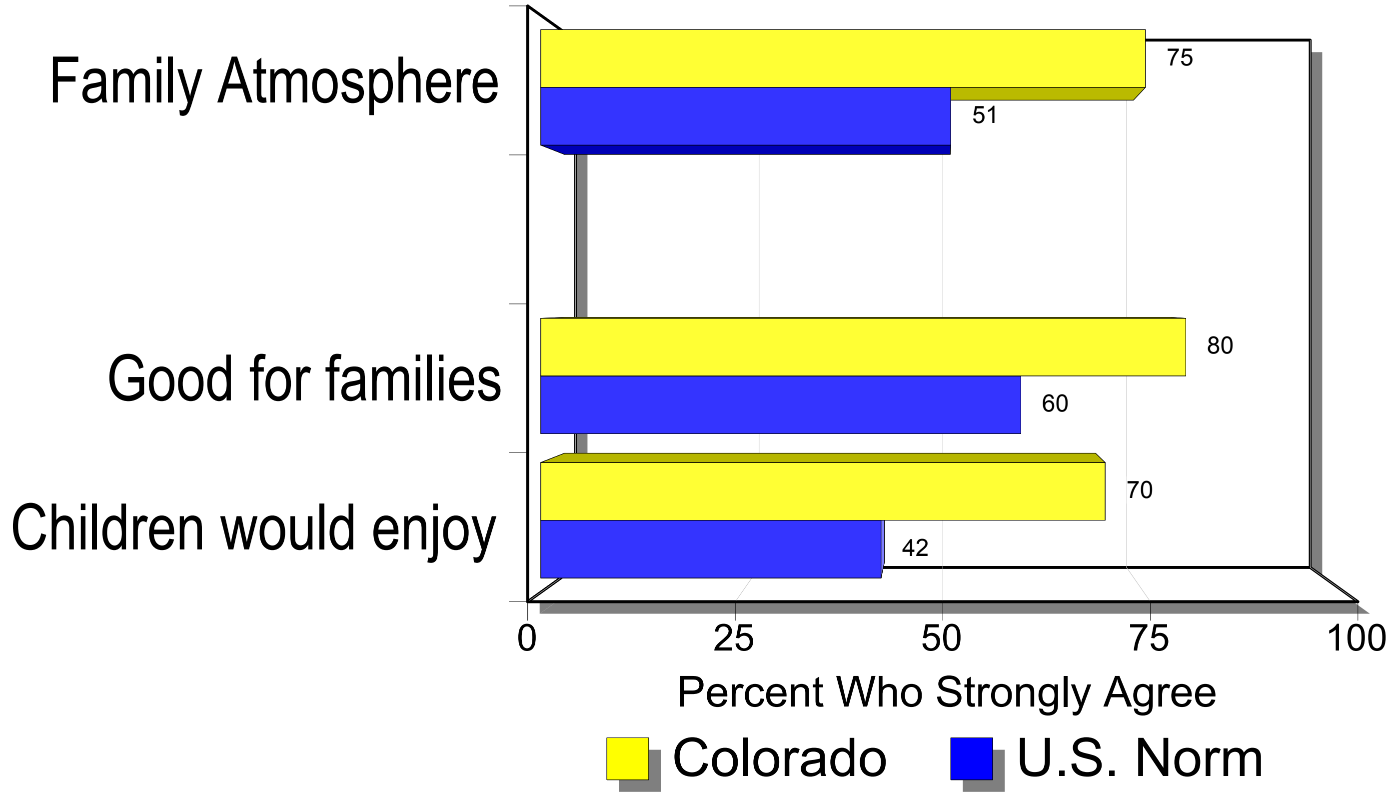
Exciting

Base: Overnight Marketable Trips



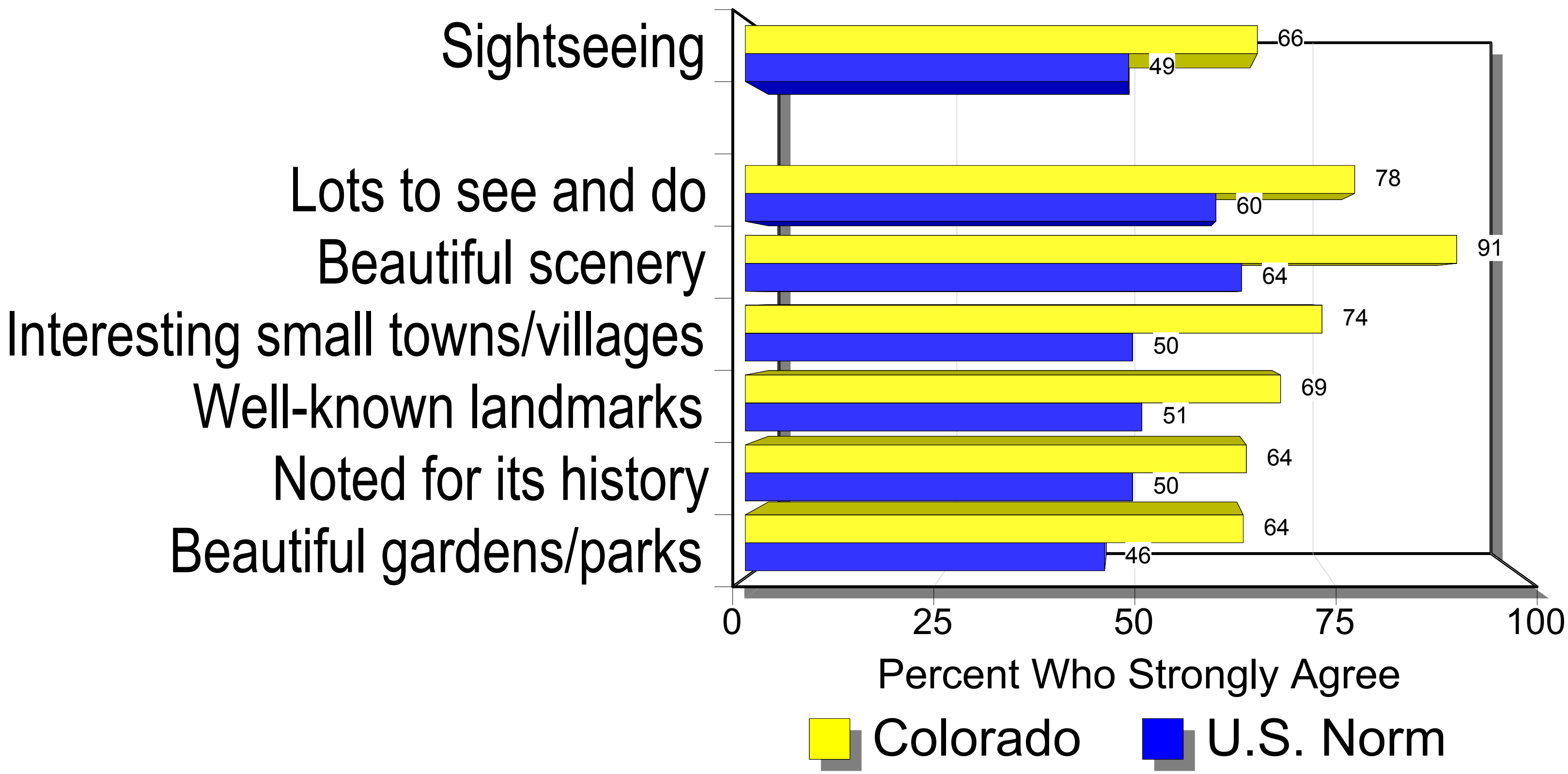
Family Atmosphere

Base: Overnight Marketable Trips



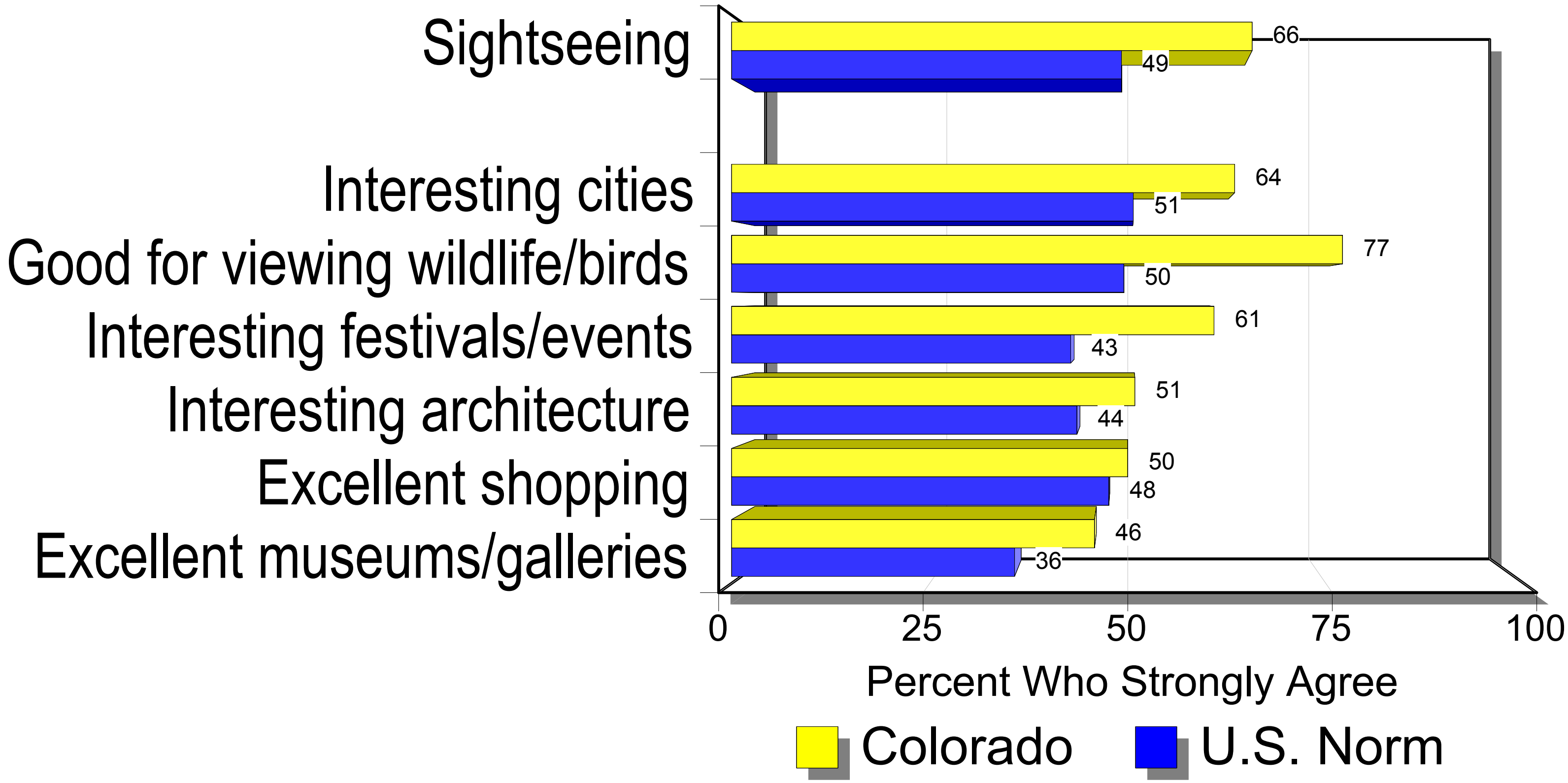
Sightseeing

Base: Overnight Marketable Trips



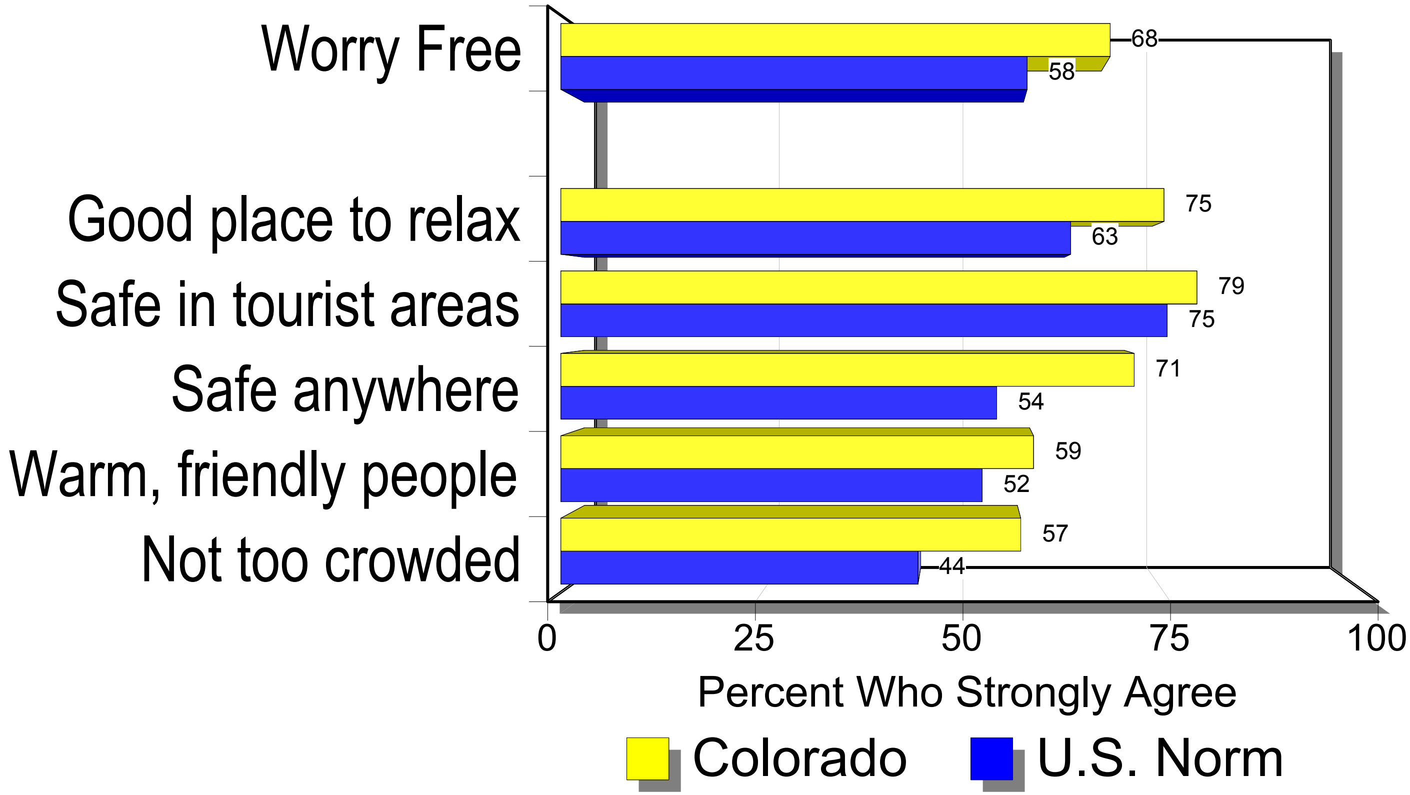
Sightseeing (Cont'd)

Base: Overnight Marketable Trips



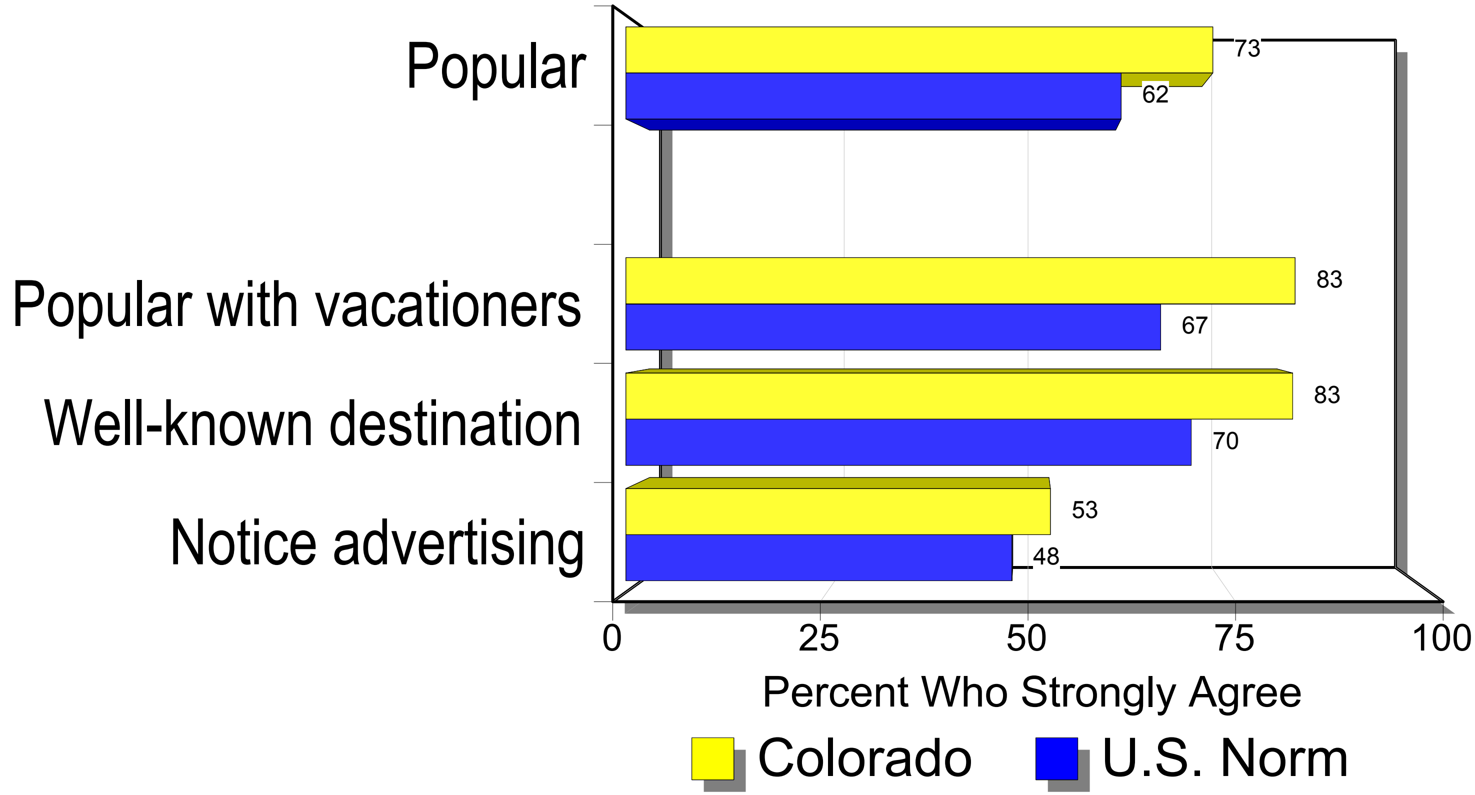
Worry Free

Base: Overnight Marketable Trips



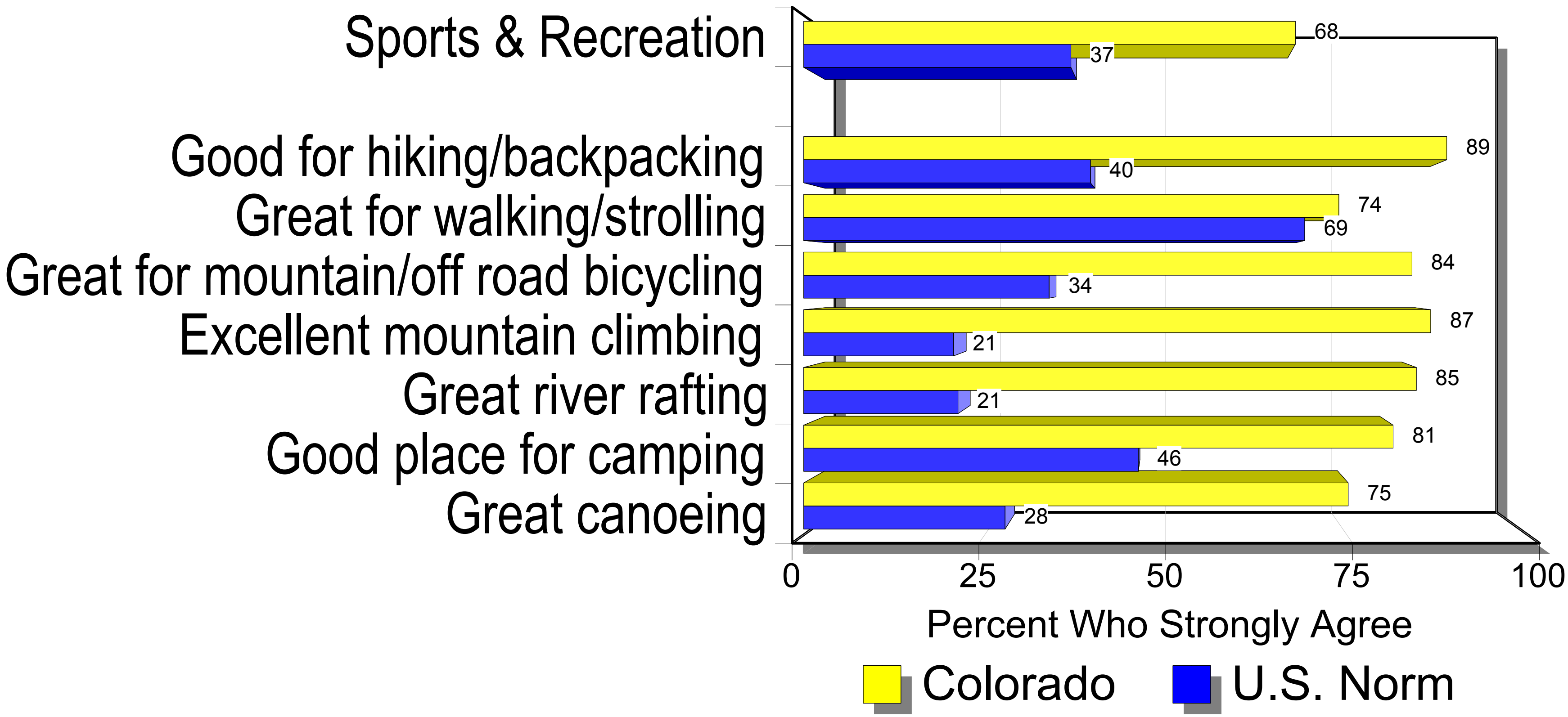
Popular

Base: Overnight Marketable Trips



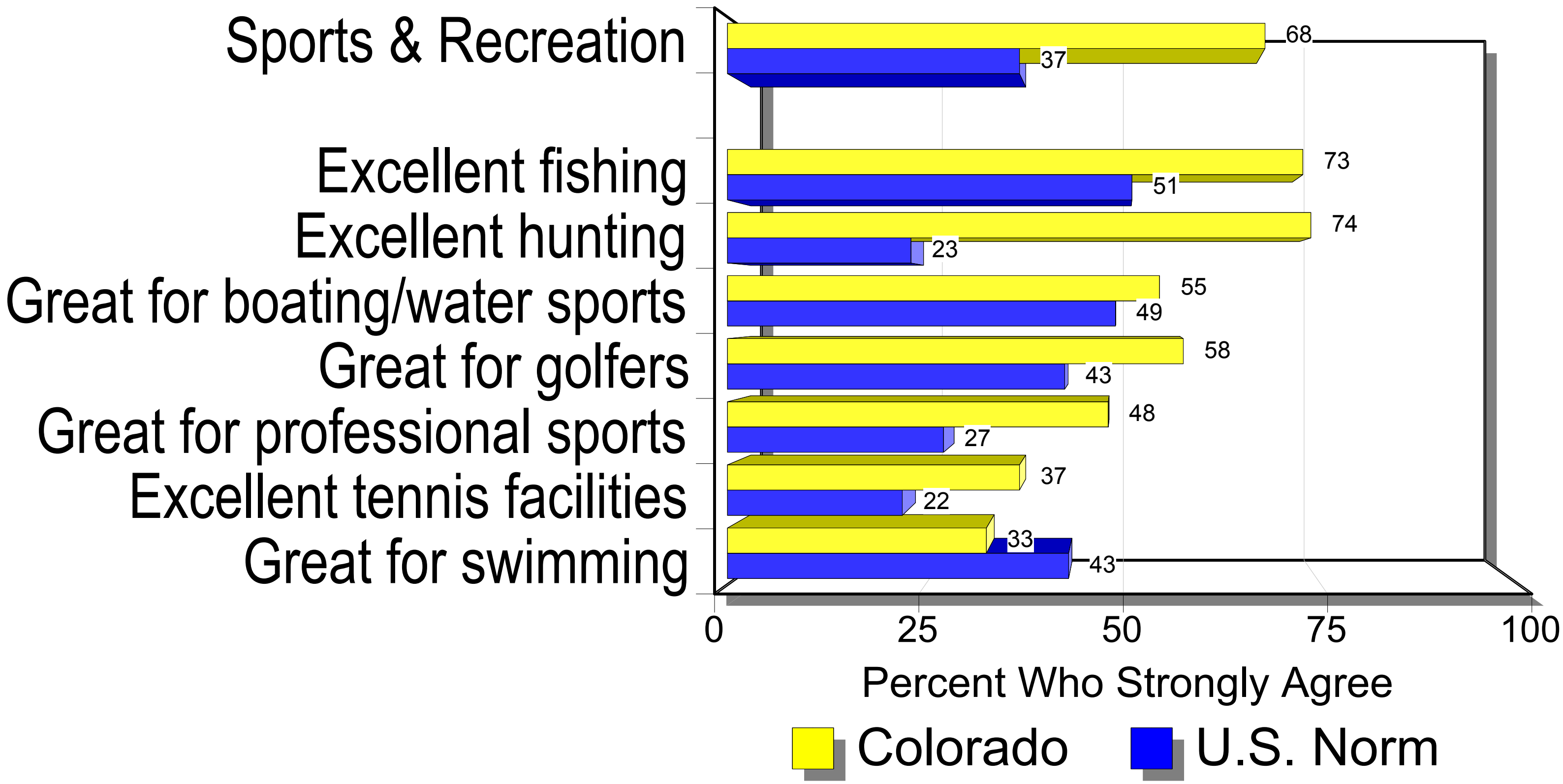
Sports & Recreation

Base: Overnight Marketable Trips



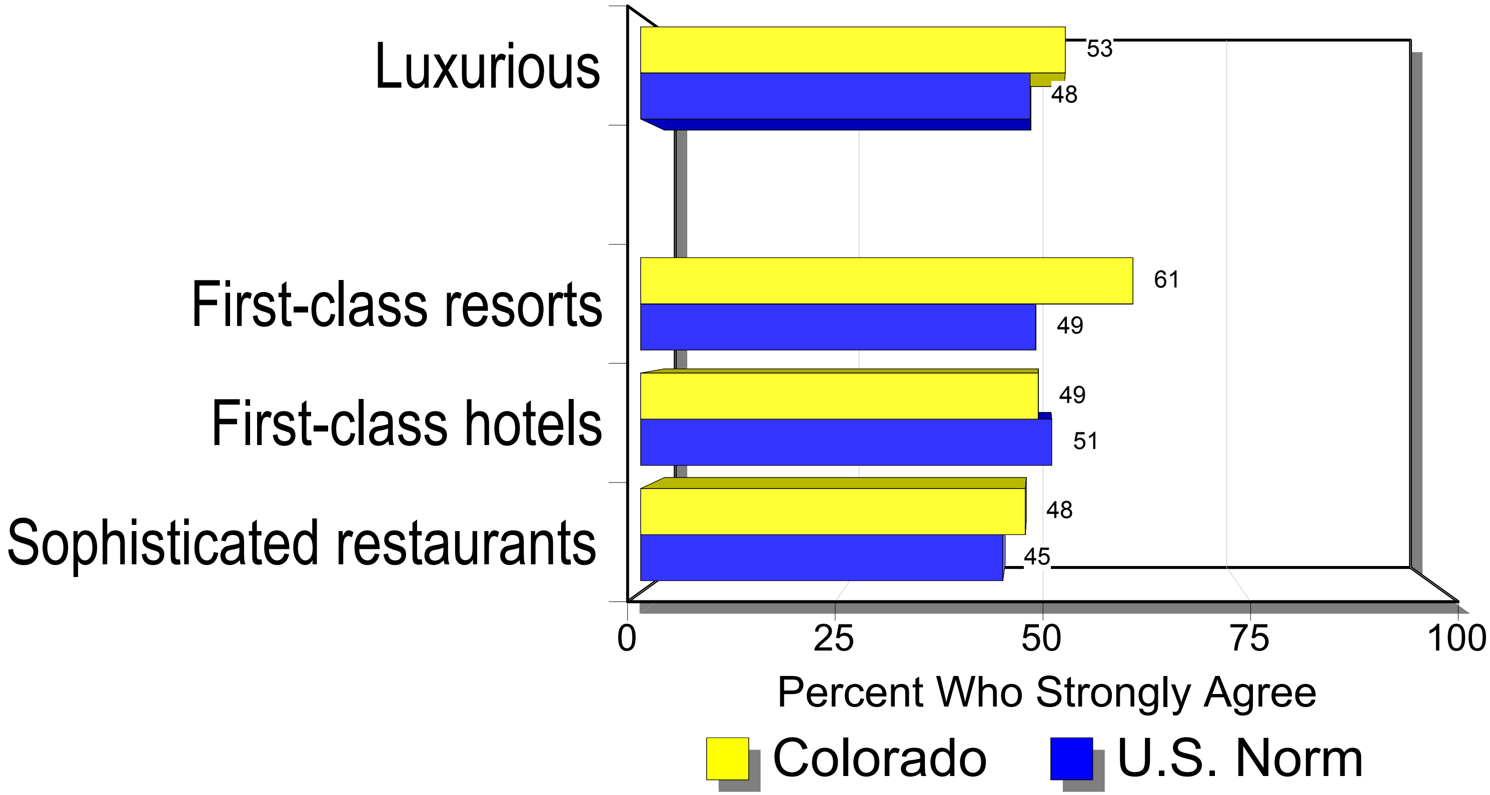
Sports & Recreation (Cont'd)

Base: Overnight Marketable Trips



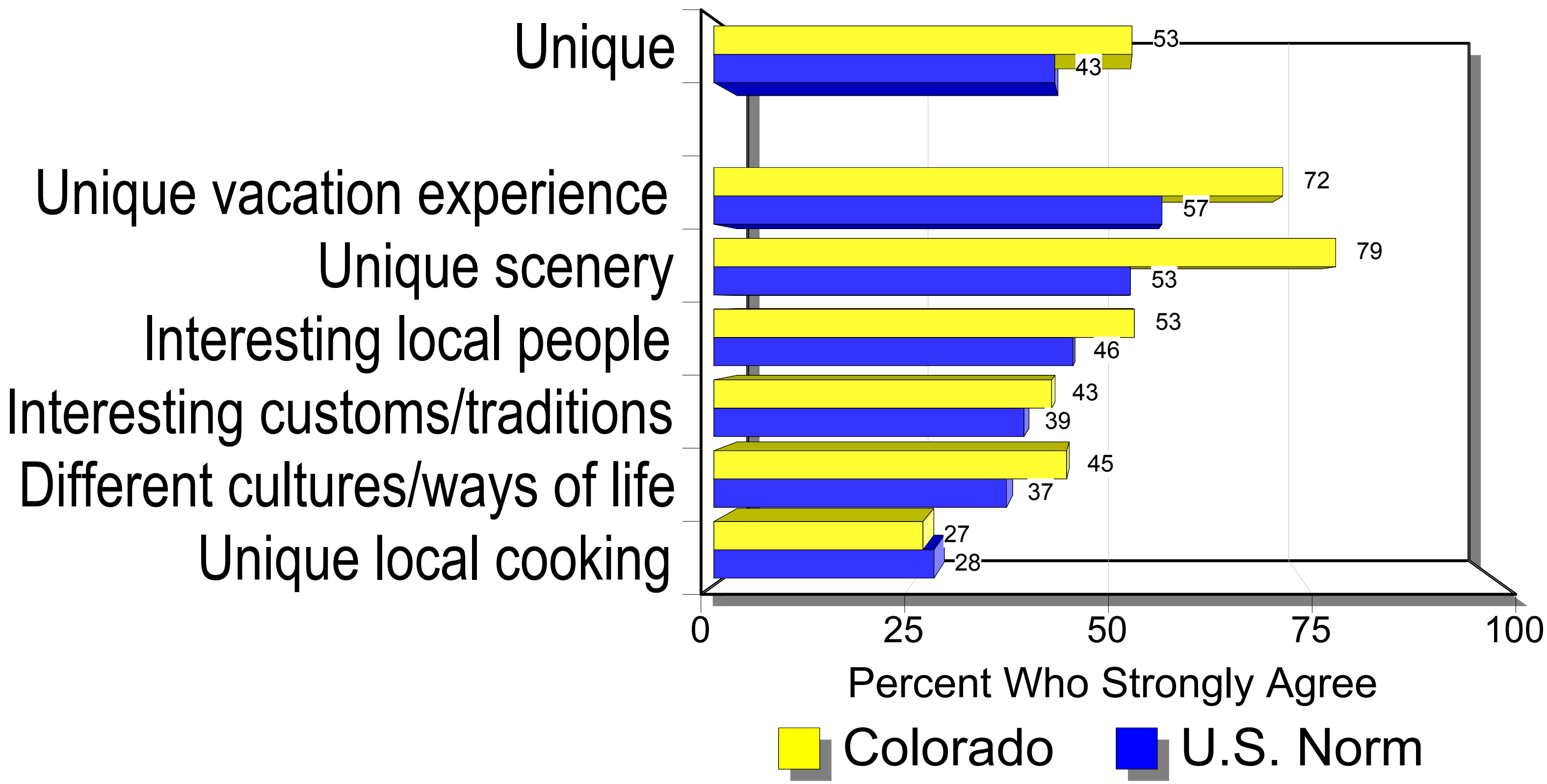
Luxurious

Base: Overnight Marketable Trips



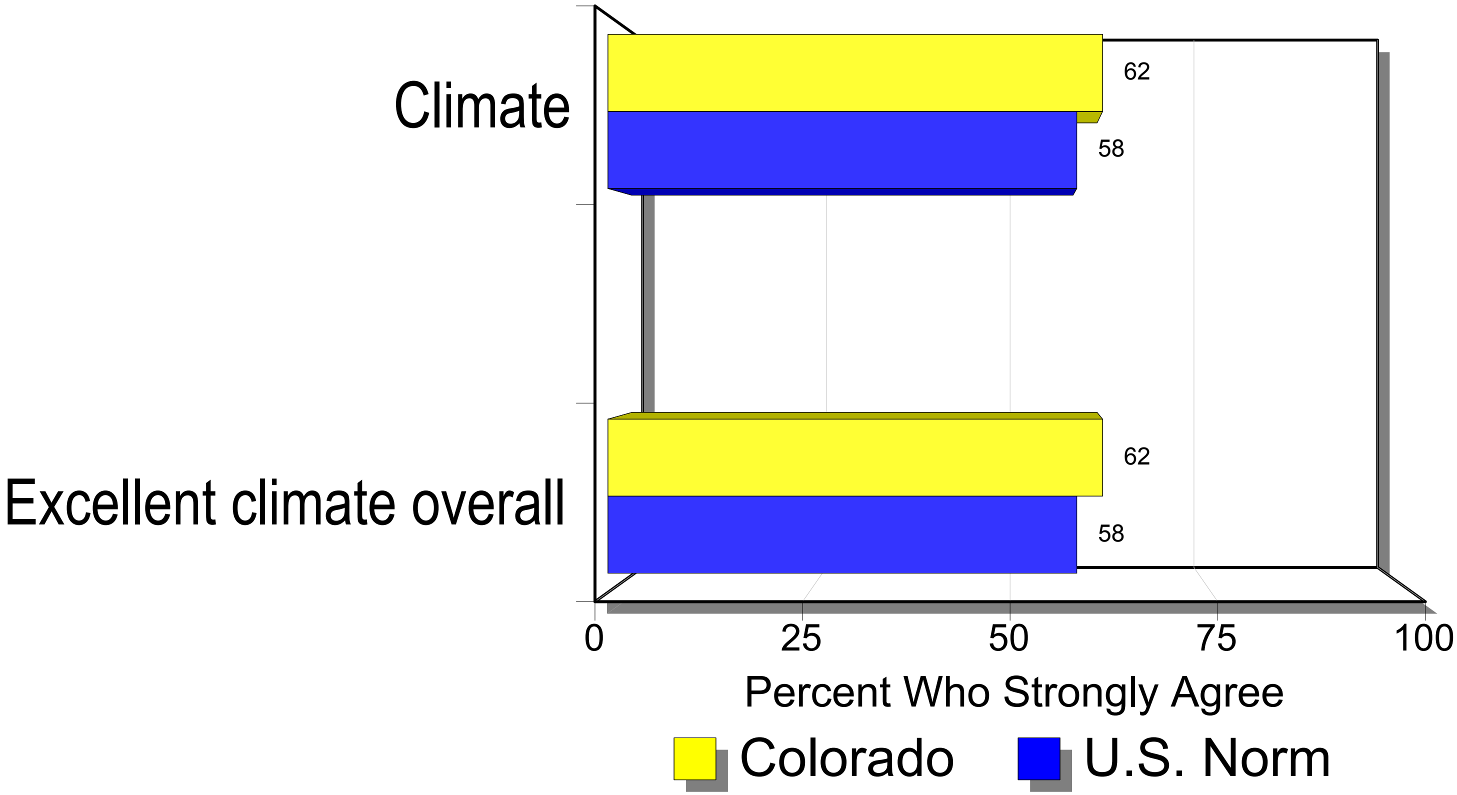
Unique

Base: Overnight Marketable Trips



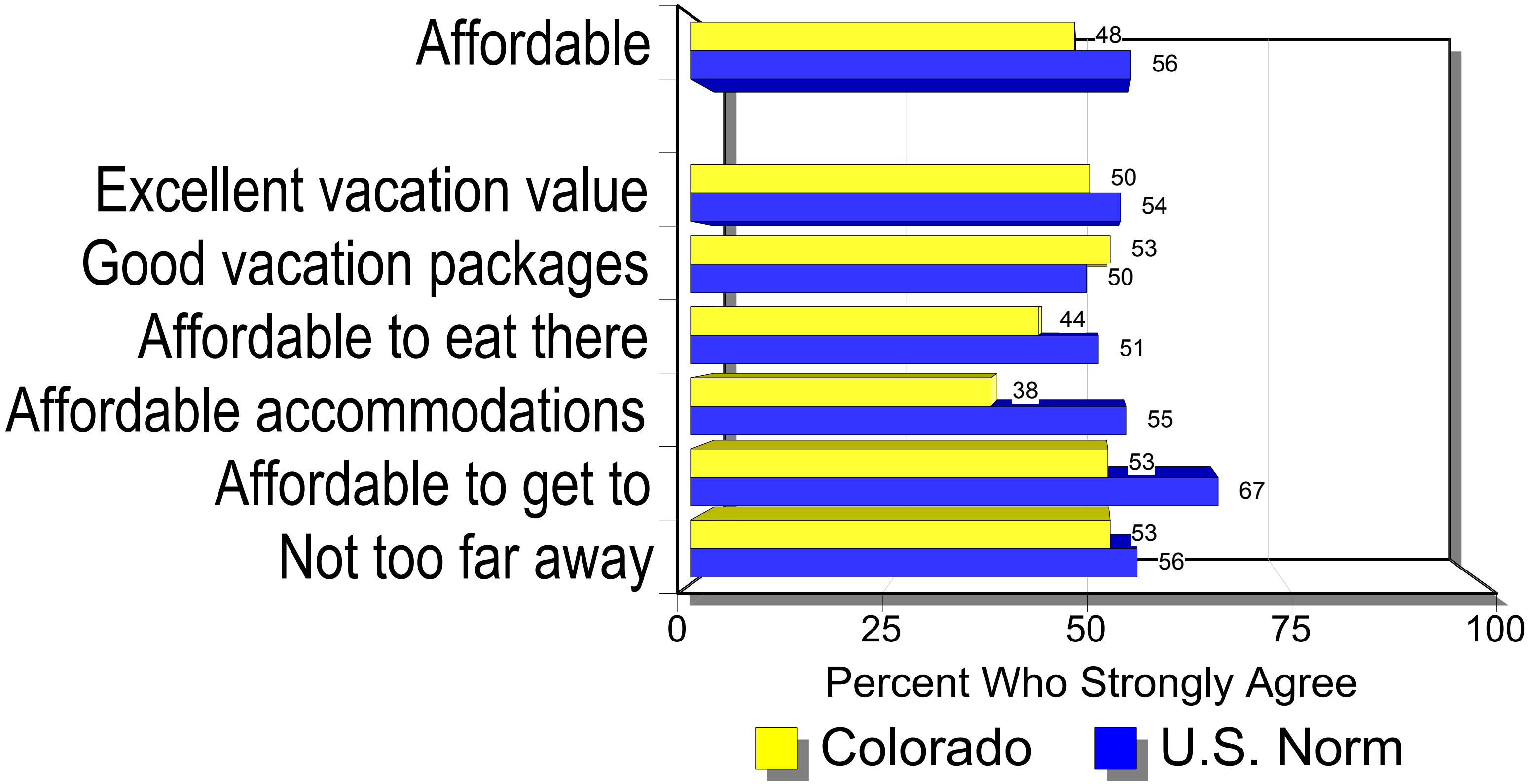
Climate

Base: Overnight Marketable Trips



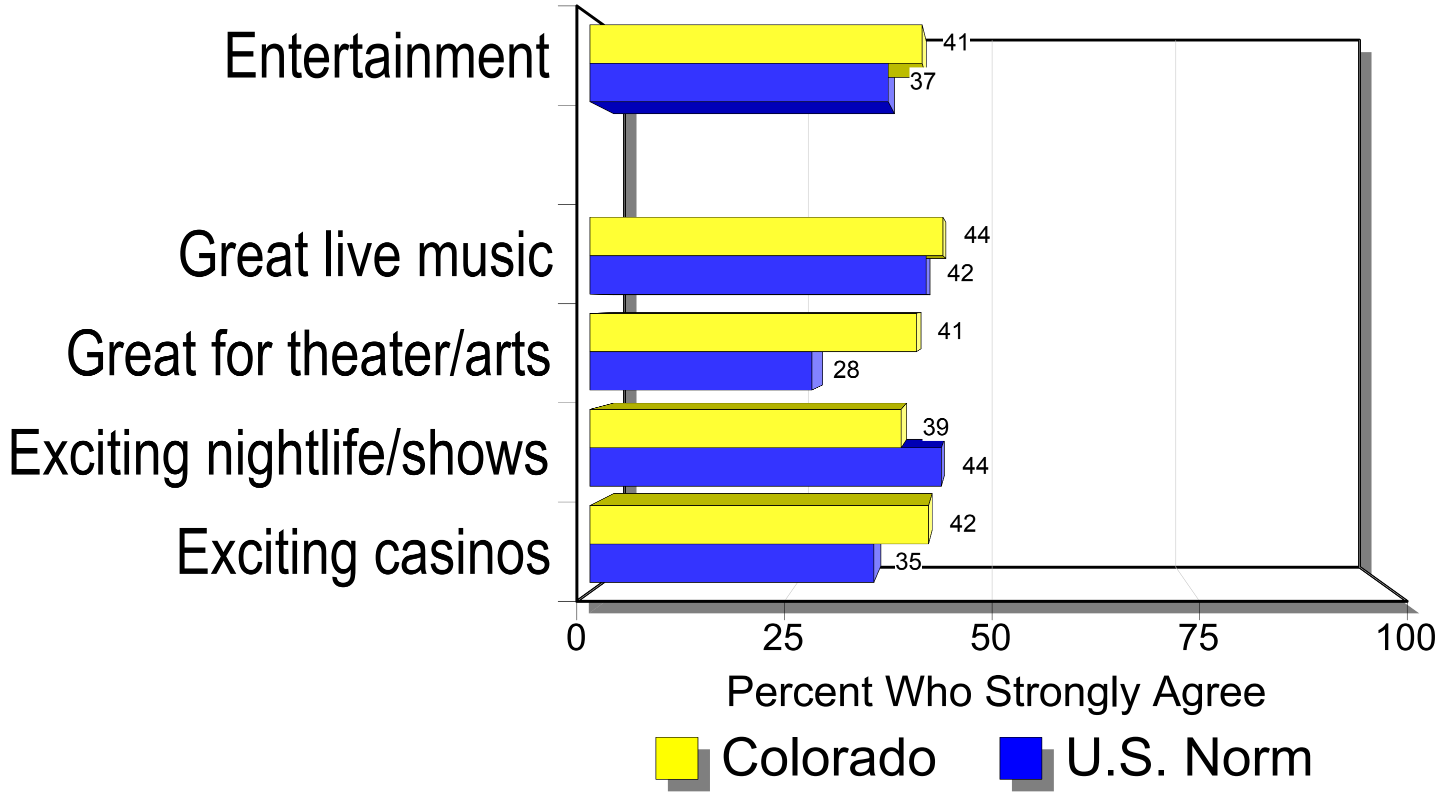
Affordable

Base: Overnight Marketable Trips



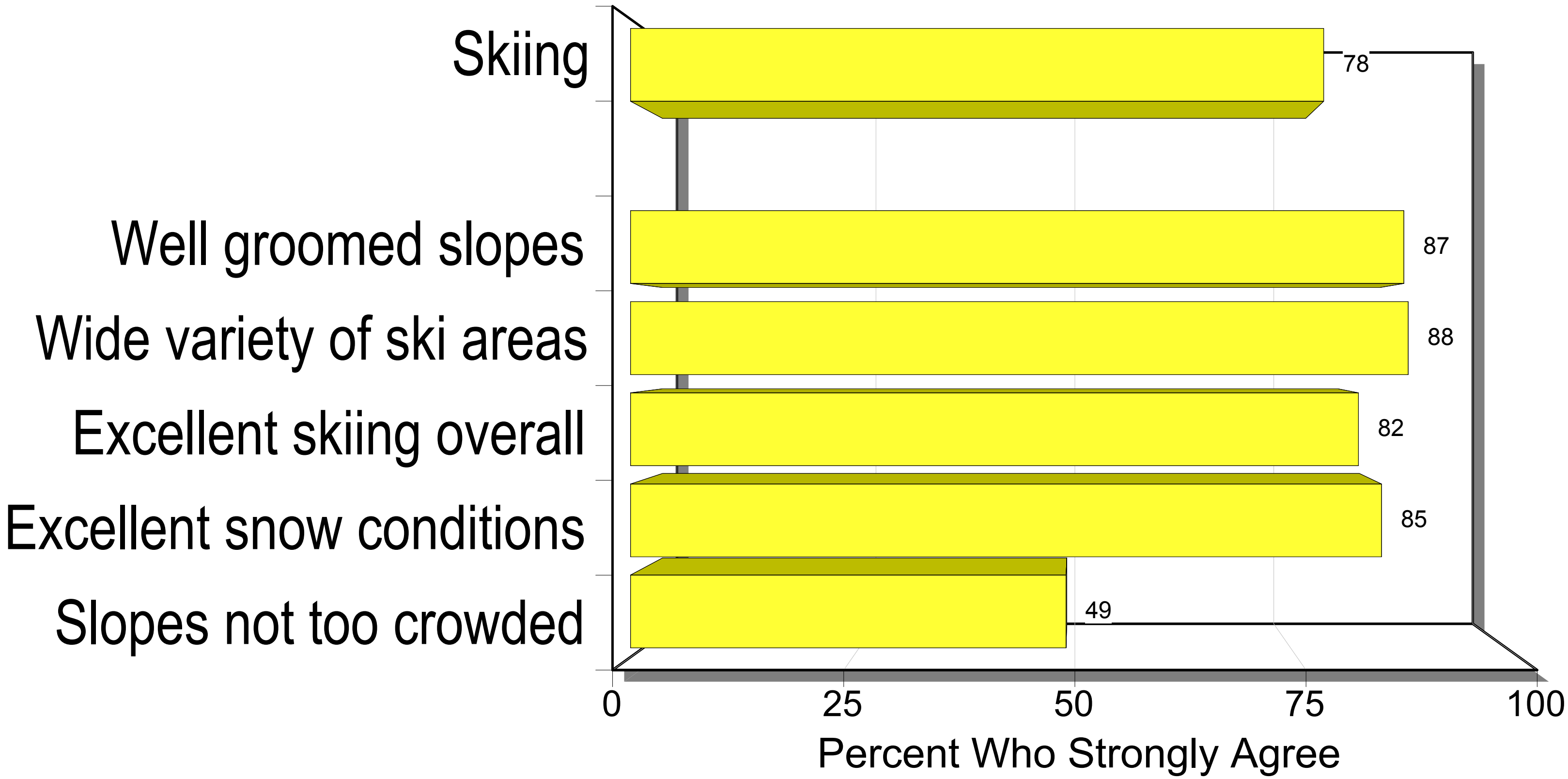
Entertainment

Base: Overnight Marketable Trips



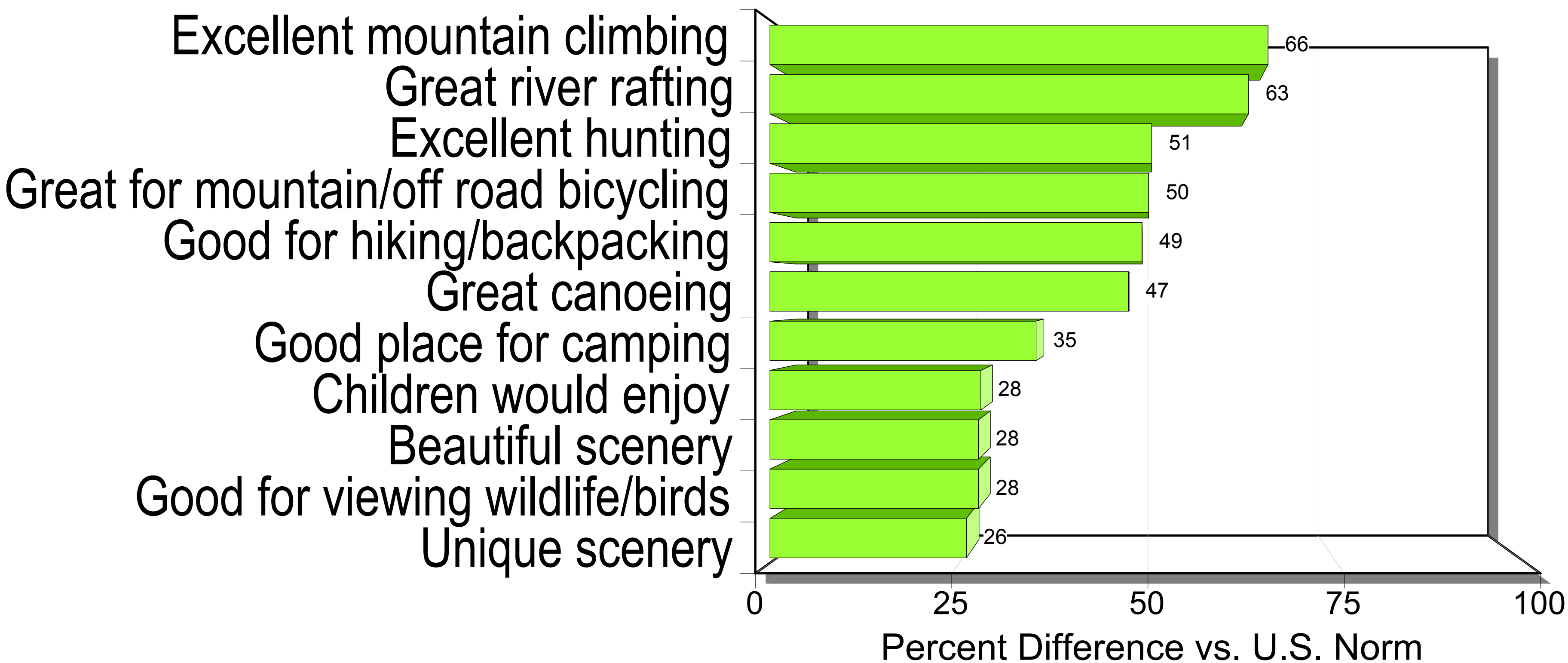
Skiing

Base: Overnight Marketable Trips



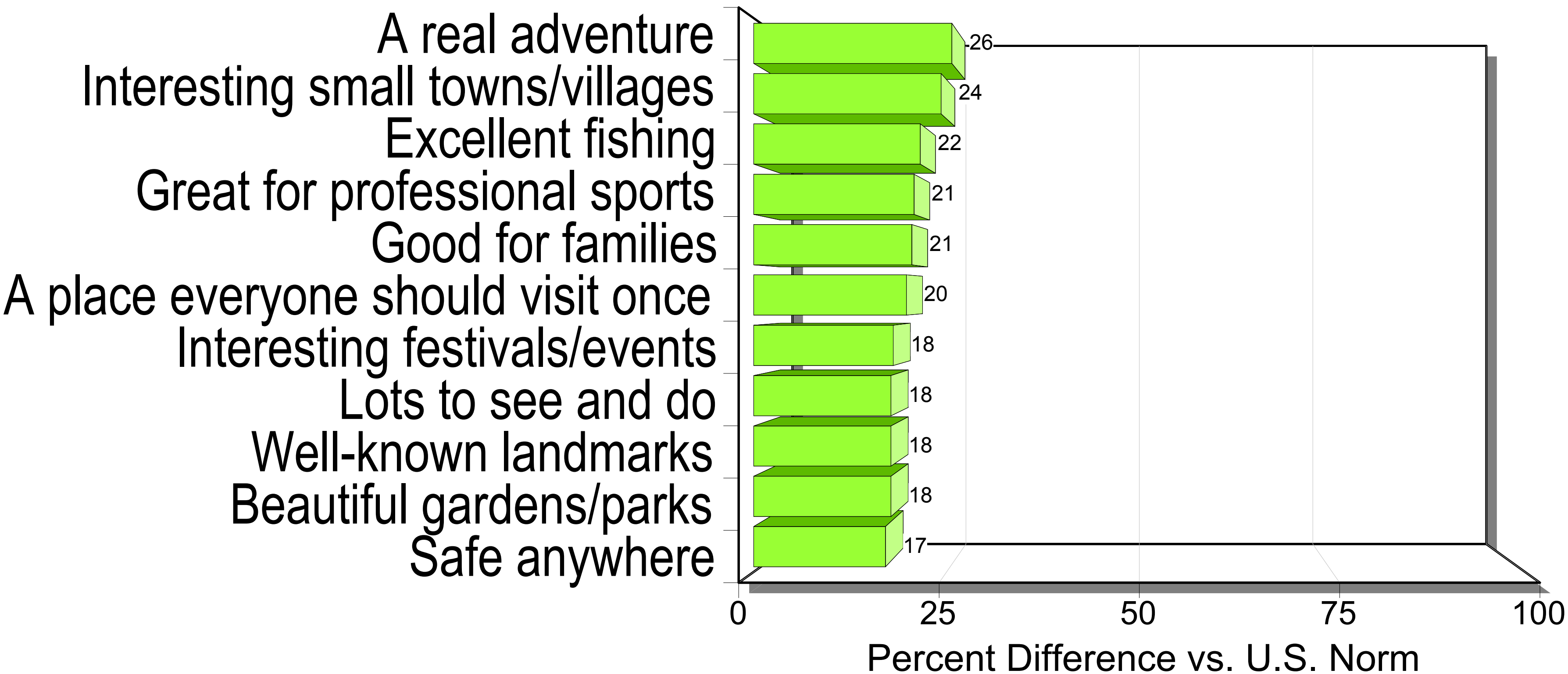
Product Strengths vs. U.S. Norm

Base: Overnight Marketable Trips



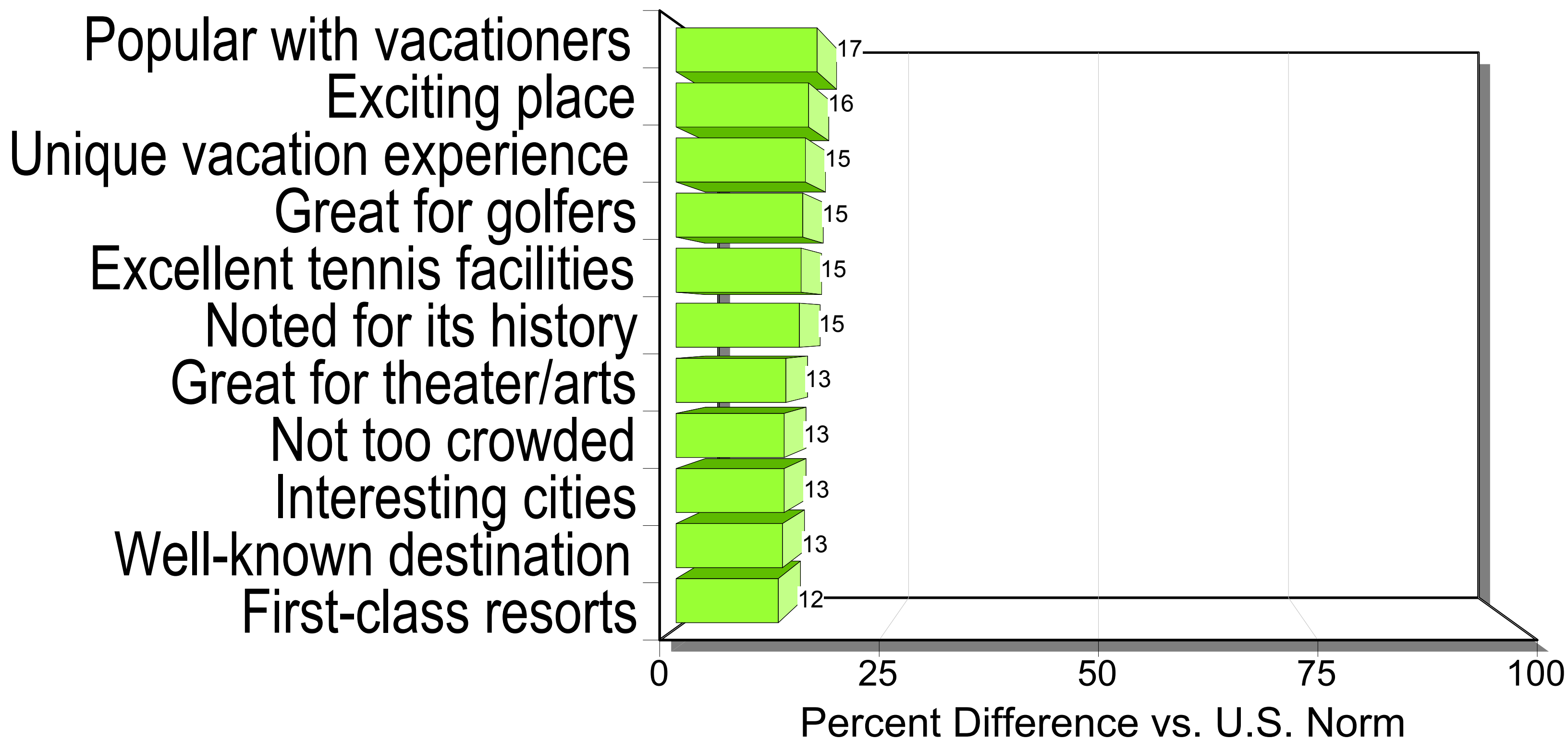
Product Strengths vs. U.S. Norm

Base: Overnight Marketable Trips



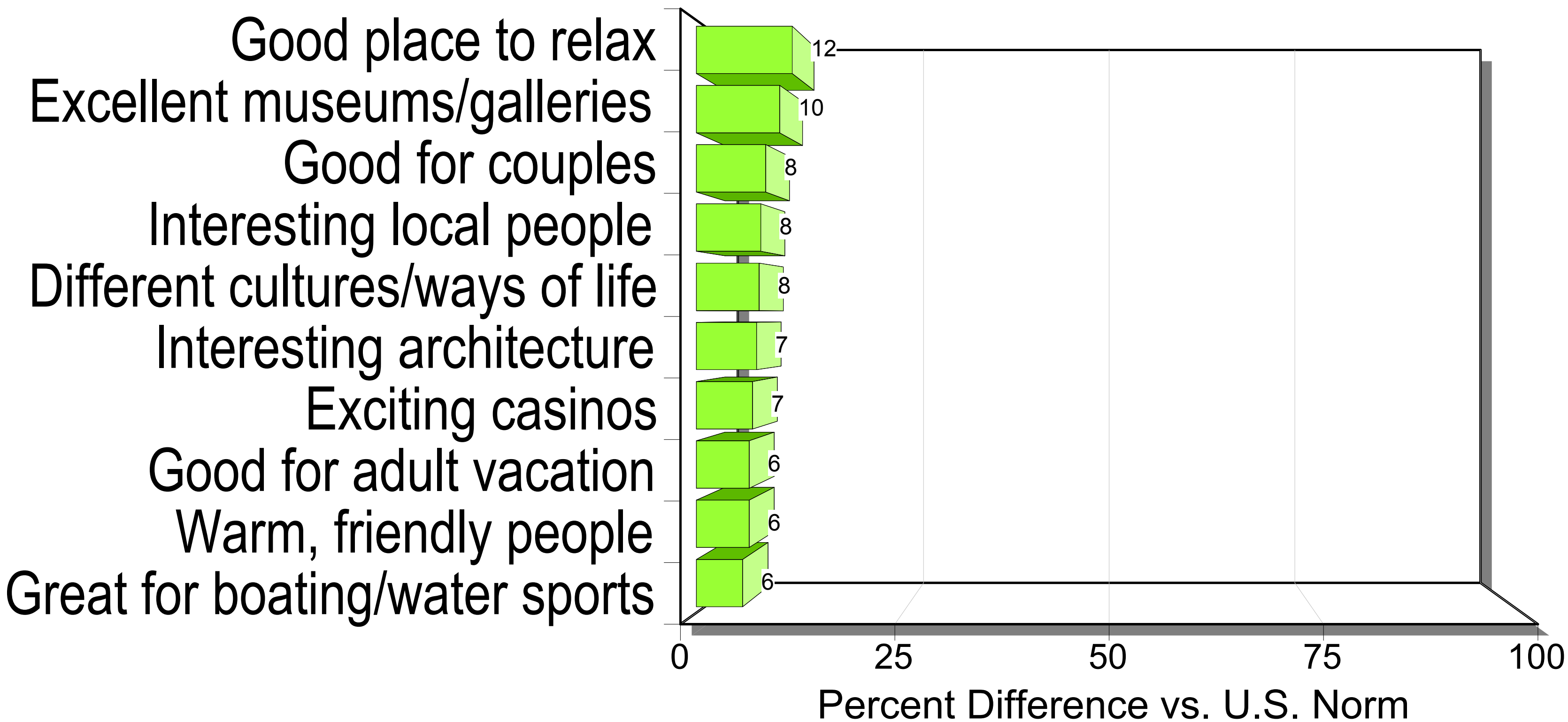
Product Strengths vs. U.S. Norm

Base: Overnight Marketable Trips



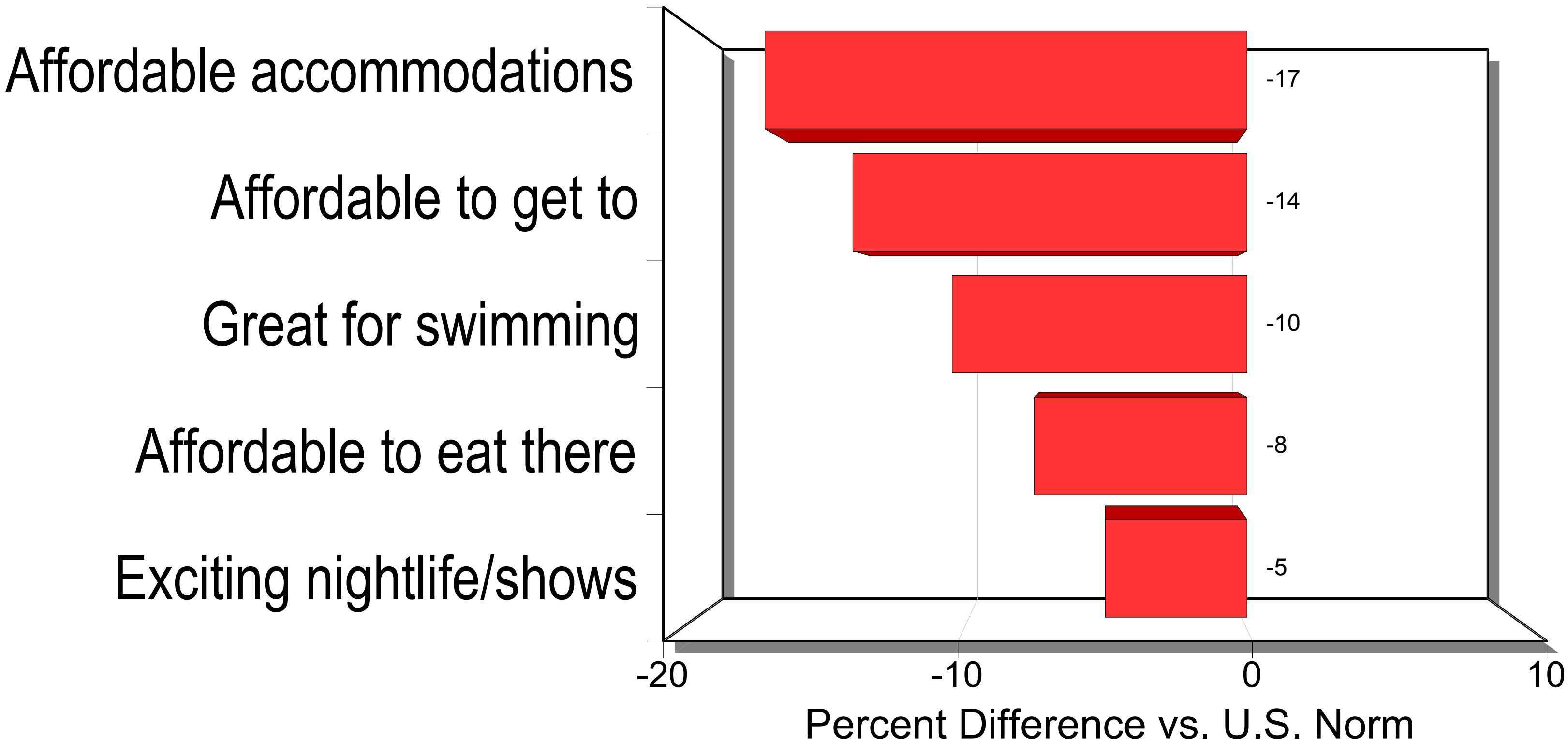
Product Strengths vs. U.S. Norm

Base: Overnight Marketable Trips



Product Weaknesses vs. U.S. Norm

Base: Overnight Marketable Trips



Appendix:
Questionnaire