



## Colorado 2008 Travel Year



# Background and Purpose



- ⊙ Longwoods engaged to conduct research for 2008 travel year:
  - ⊙ *Visitor research*
- ⊙ Purposes:
  - ⊙ *estimate visitor volume and expenditures*
  - ⊙ *provide intelligence on:*
    - ⊙ *competitive environment*
    - ⊙ *sources of business*
    - ⊙ *traveler profile*
    - ⊙ *trip characteristics*
    - ⊙ *product delivery*

# Method

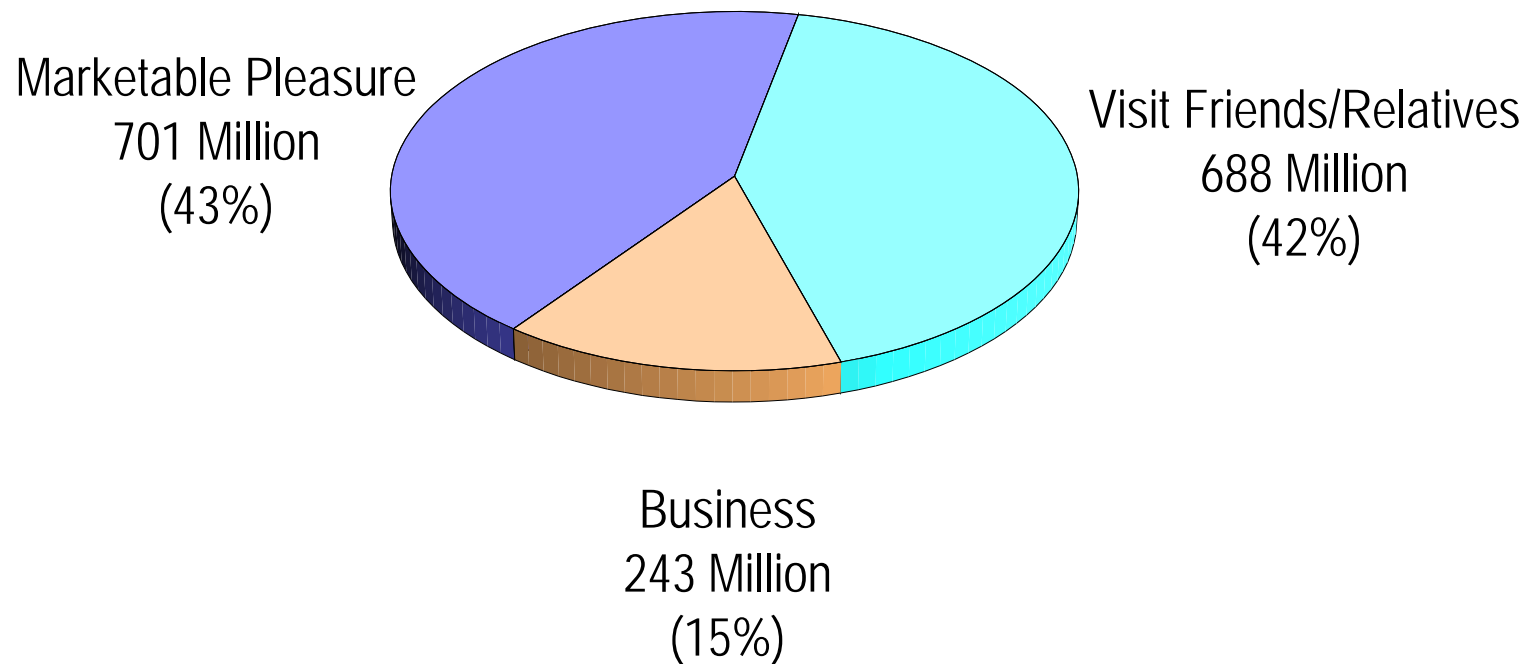


- Travel USA®
  - *quarterly random samples of U.S. adult population*
  - *consumer online panel*
  - *2 million self-completion surveys a year*
  - *short overview survey*
  - *2,547 Colorado visitors completed detailed follow-up*
    - *1,311 overnight; 1,236 day*
    - *high response rate -- 62%*
- Main focus is overnight travel

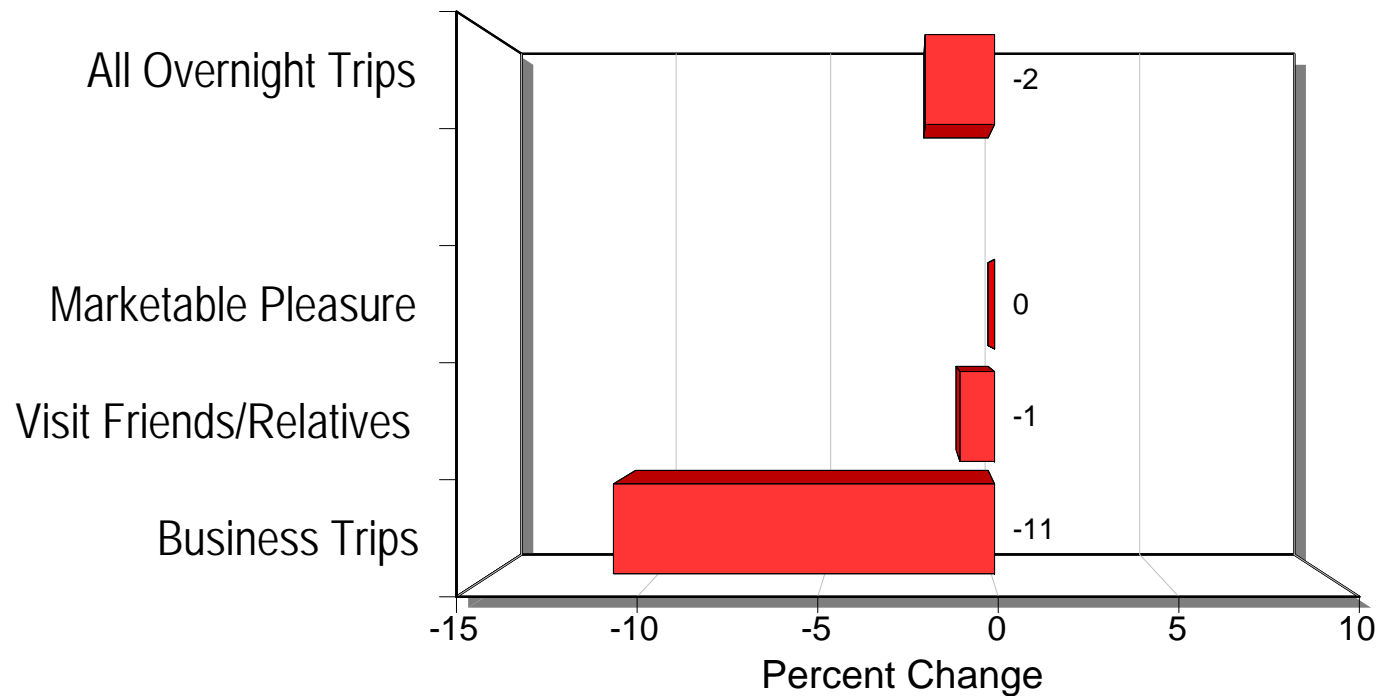
# Size of the U.S. Travel Market — 2008 Overnight Trips



Total = 1.632 Billion



# U.S. Market Trends for Overnight Trips — 2008 vs. 2007



# Colorado 2008 Summary



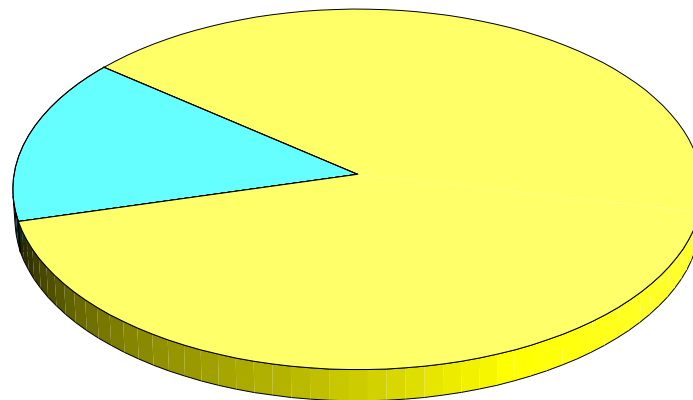
- ⦿ 27.4 million overnight visitors
- ⦿ 23.2 million day visitors
- ⦿ \$10.9 billion spent in the State
- ⦿ 2<sup>nd</sup> highest totals since tracking started in 1992

# Overnight Trips to Colorado in 2008



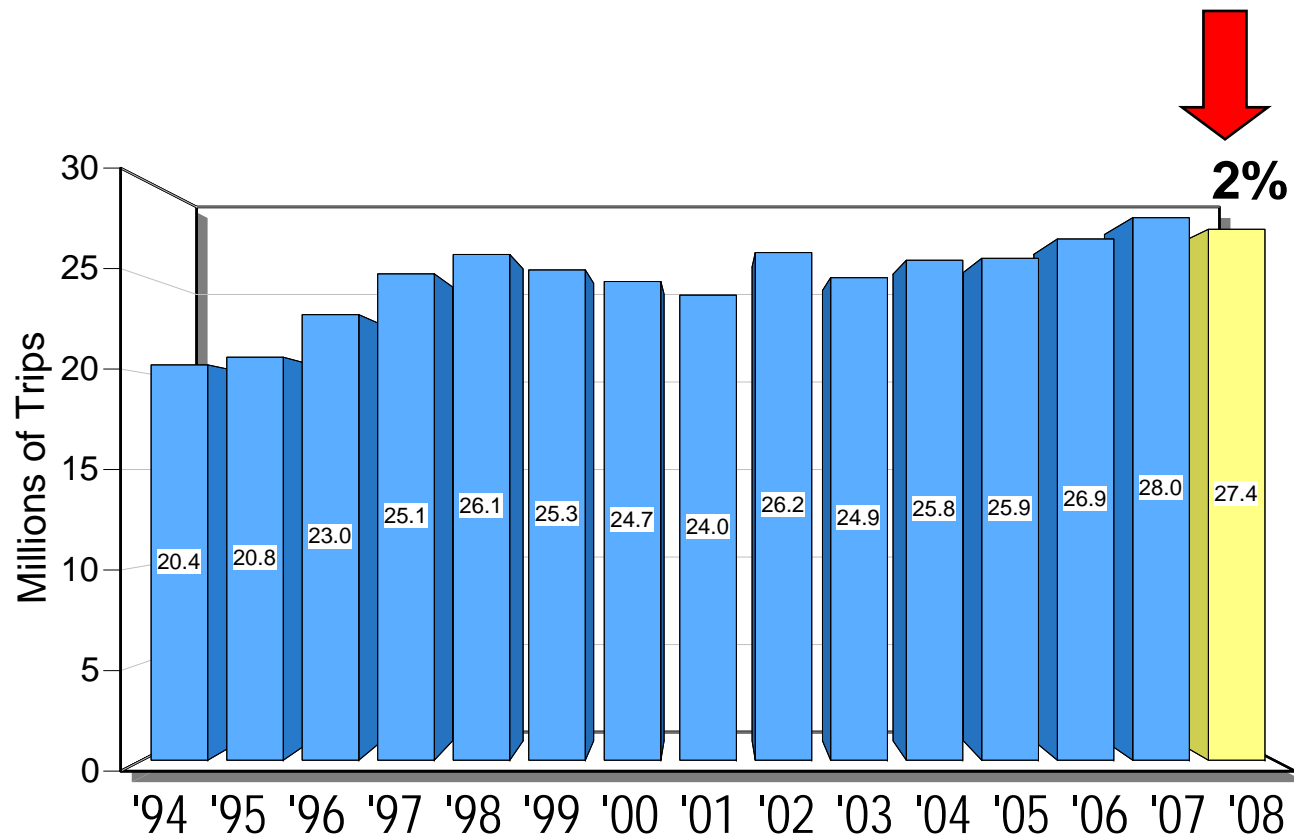
Total = 27.4 Million

Overnight Business  
4.0 Million  
(15%)



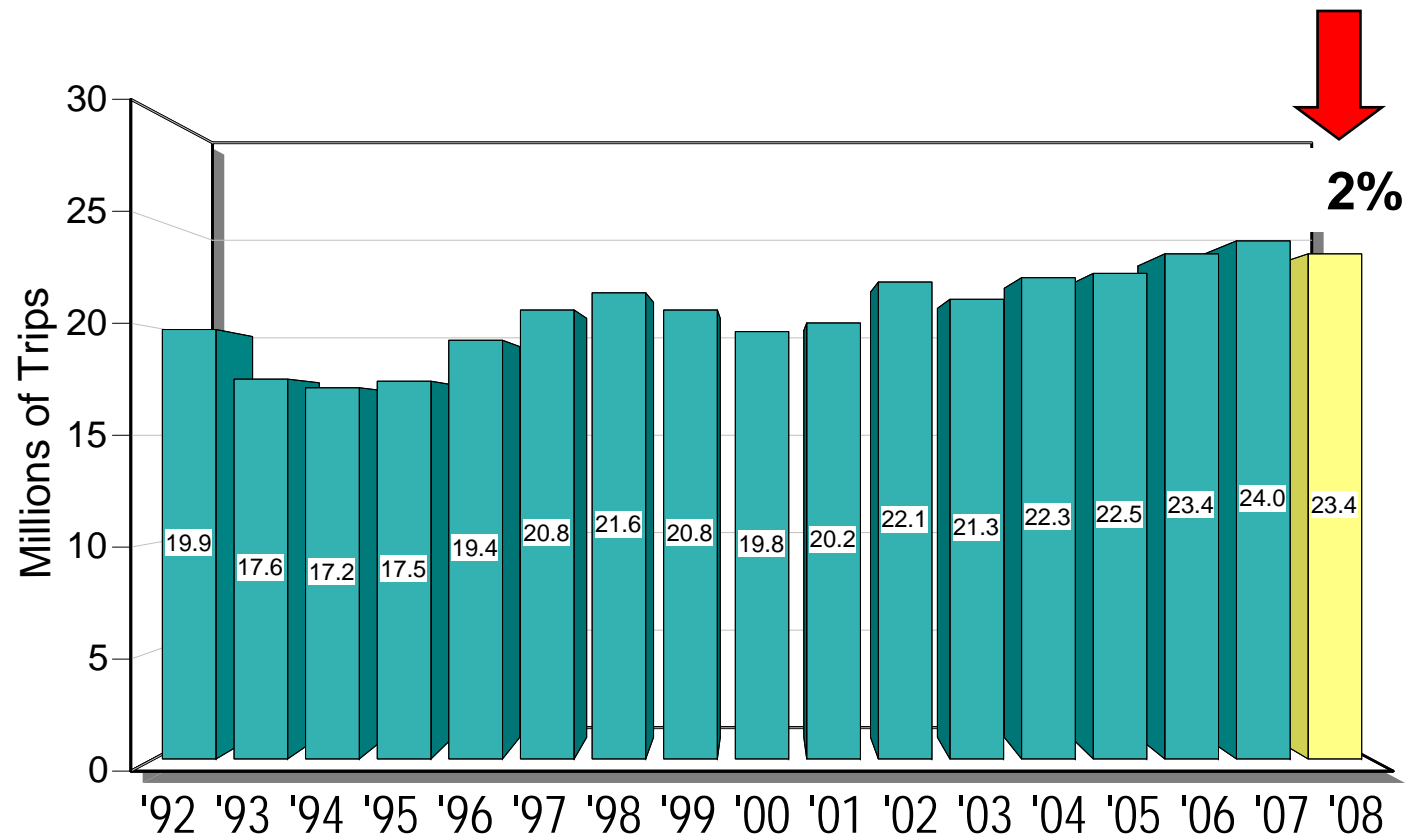
Overnight Leisure  
23.4 Million  
(85%)

# Overnight Trips to Colorado — 1994 to 2008

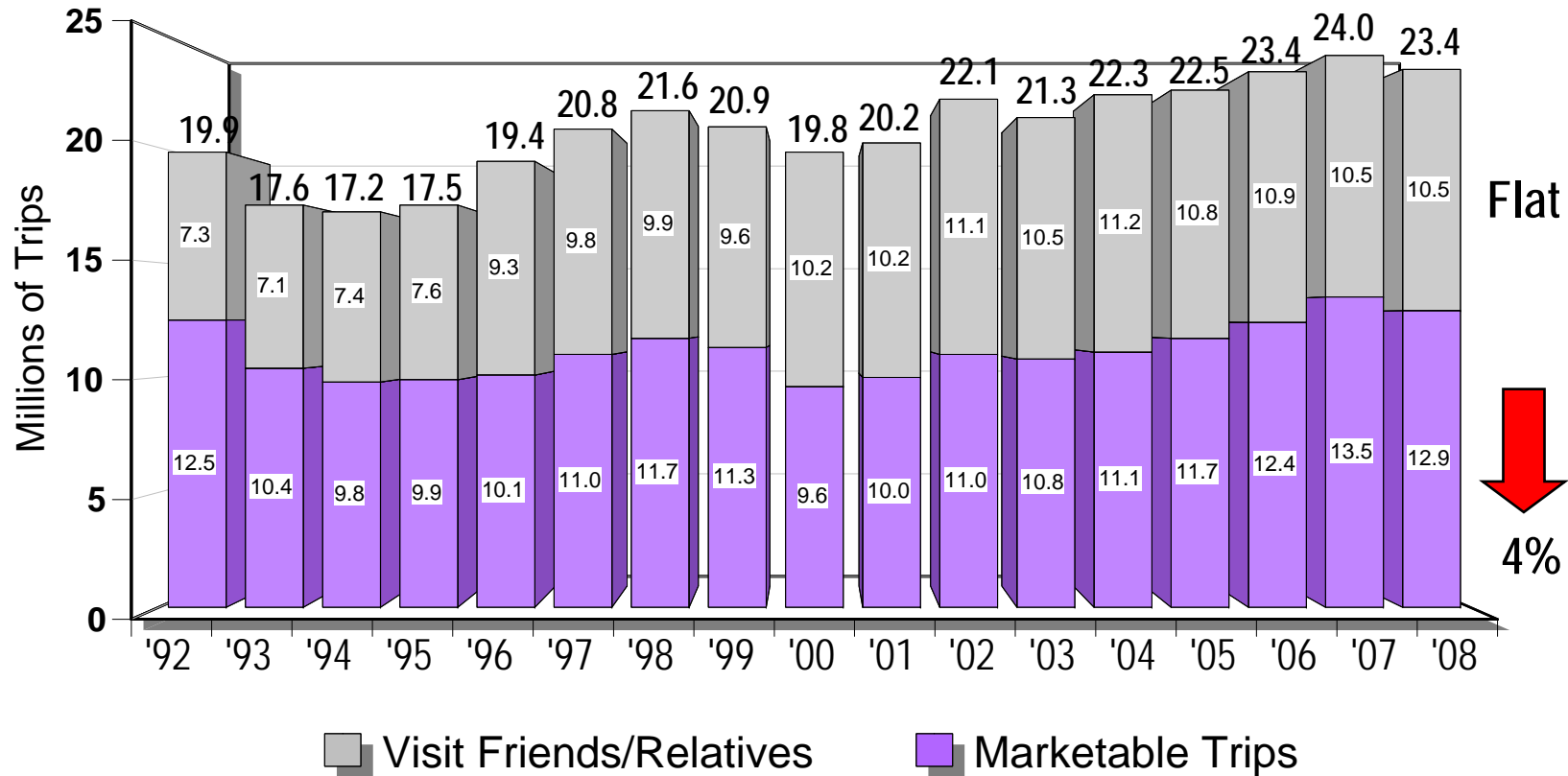




# Overnight Leisure Trips to Colorado — 1992 to 2008

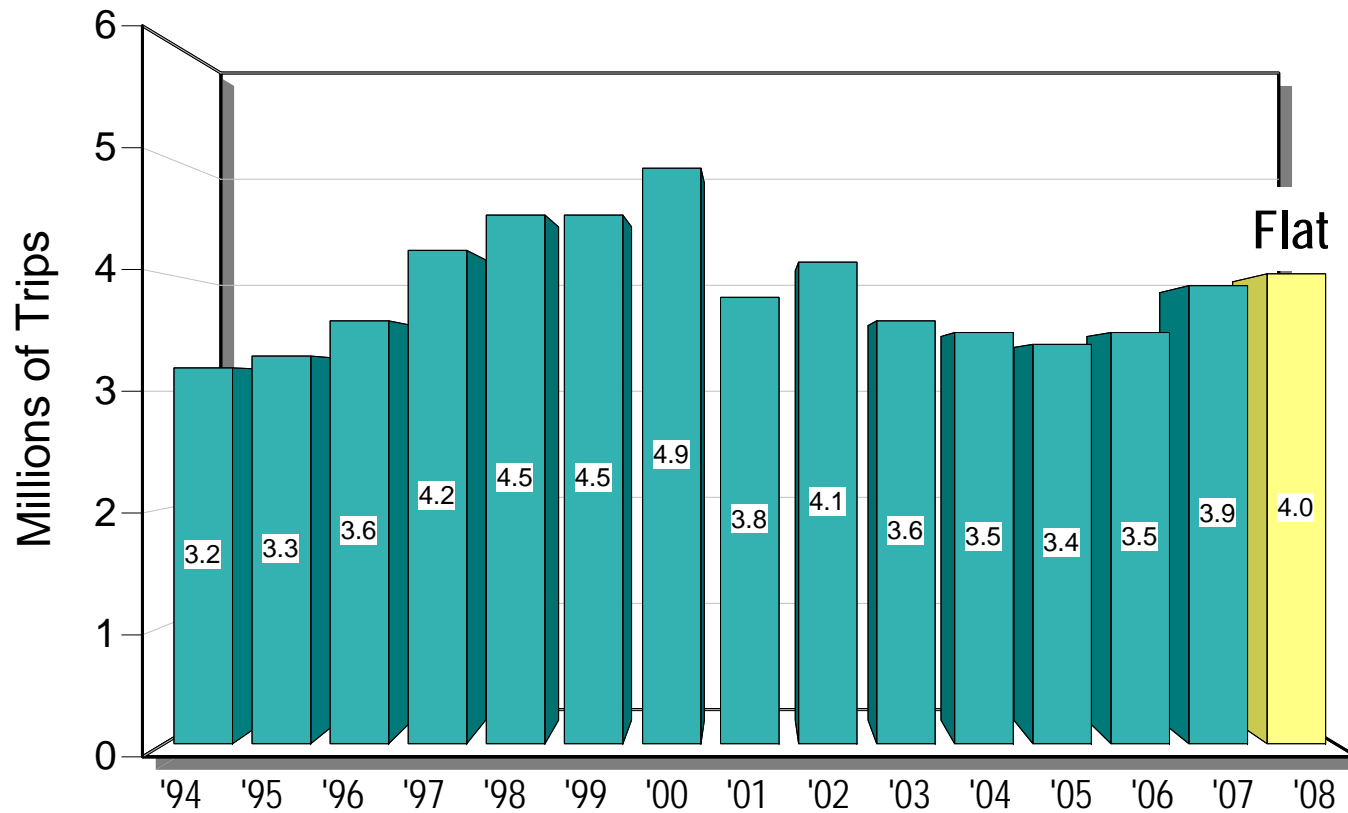


# Structure of Colorado's Overnight Pleasure Travel Market

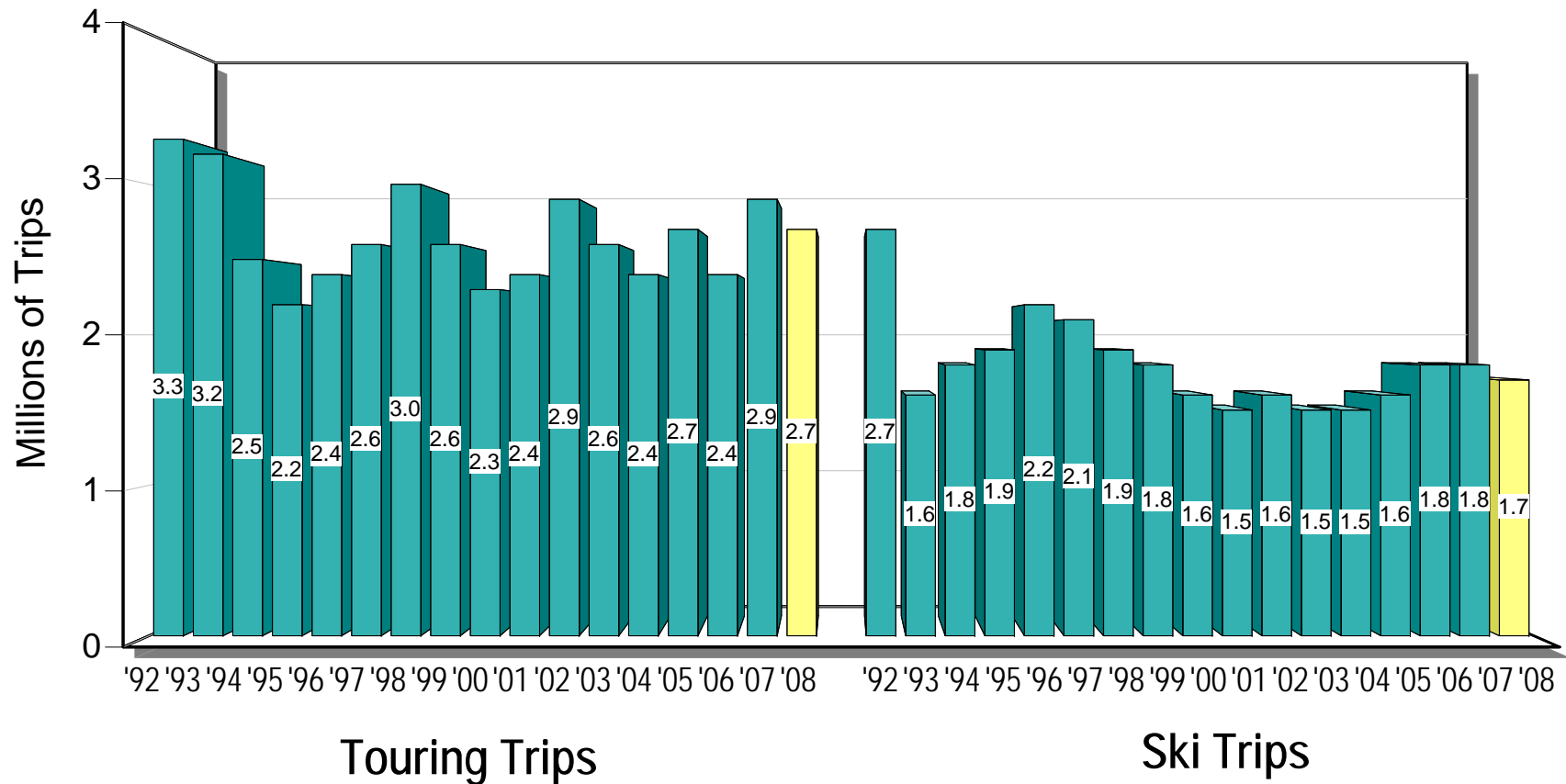


\*Data are rounded.

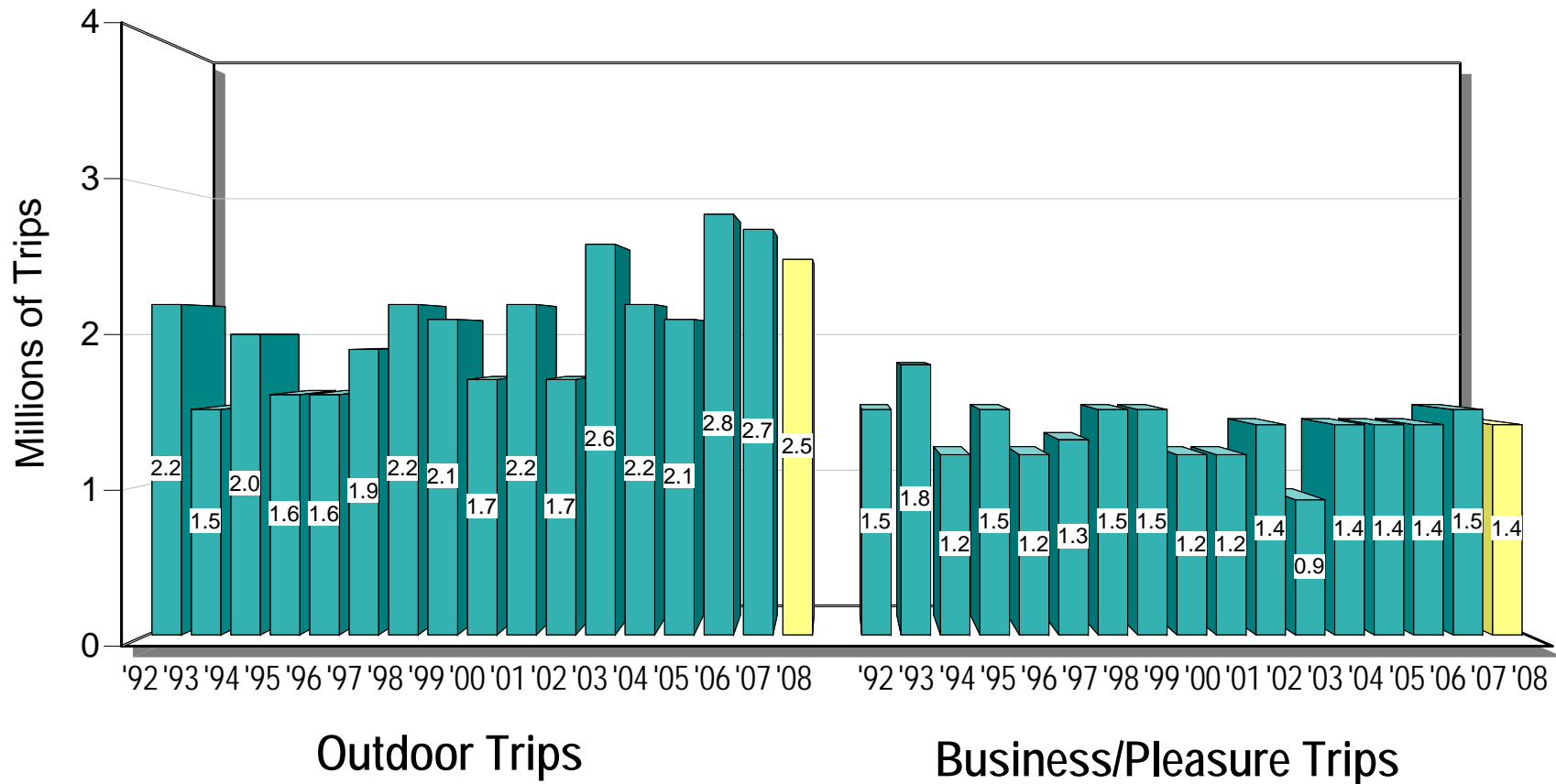
# Overnight Business Trips to Colorado – 1994 to 2008



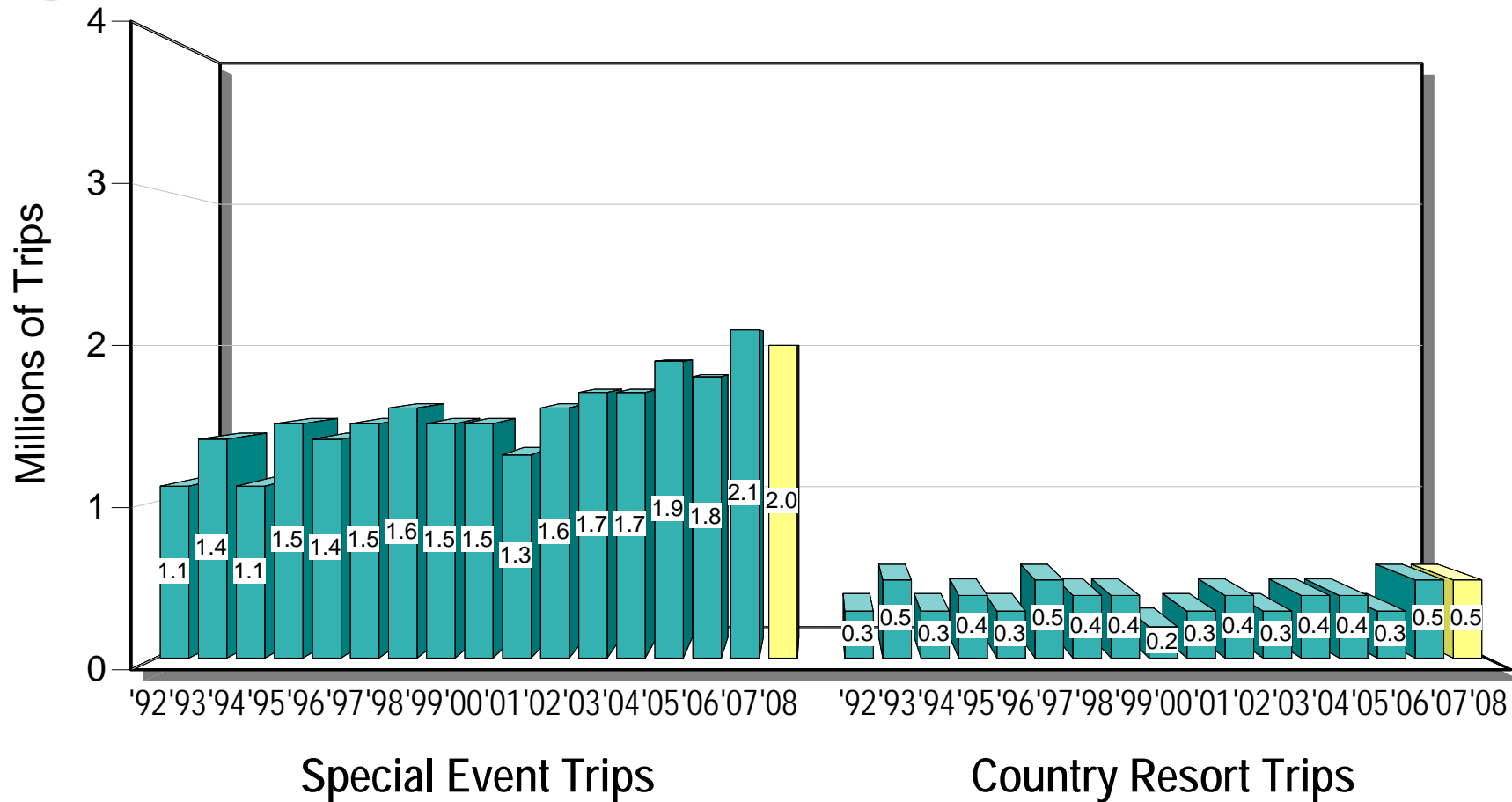
# Overnight Touring and Ski Trips to Colorado



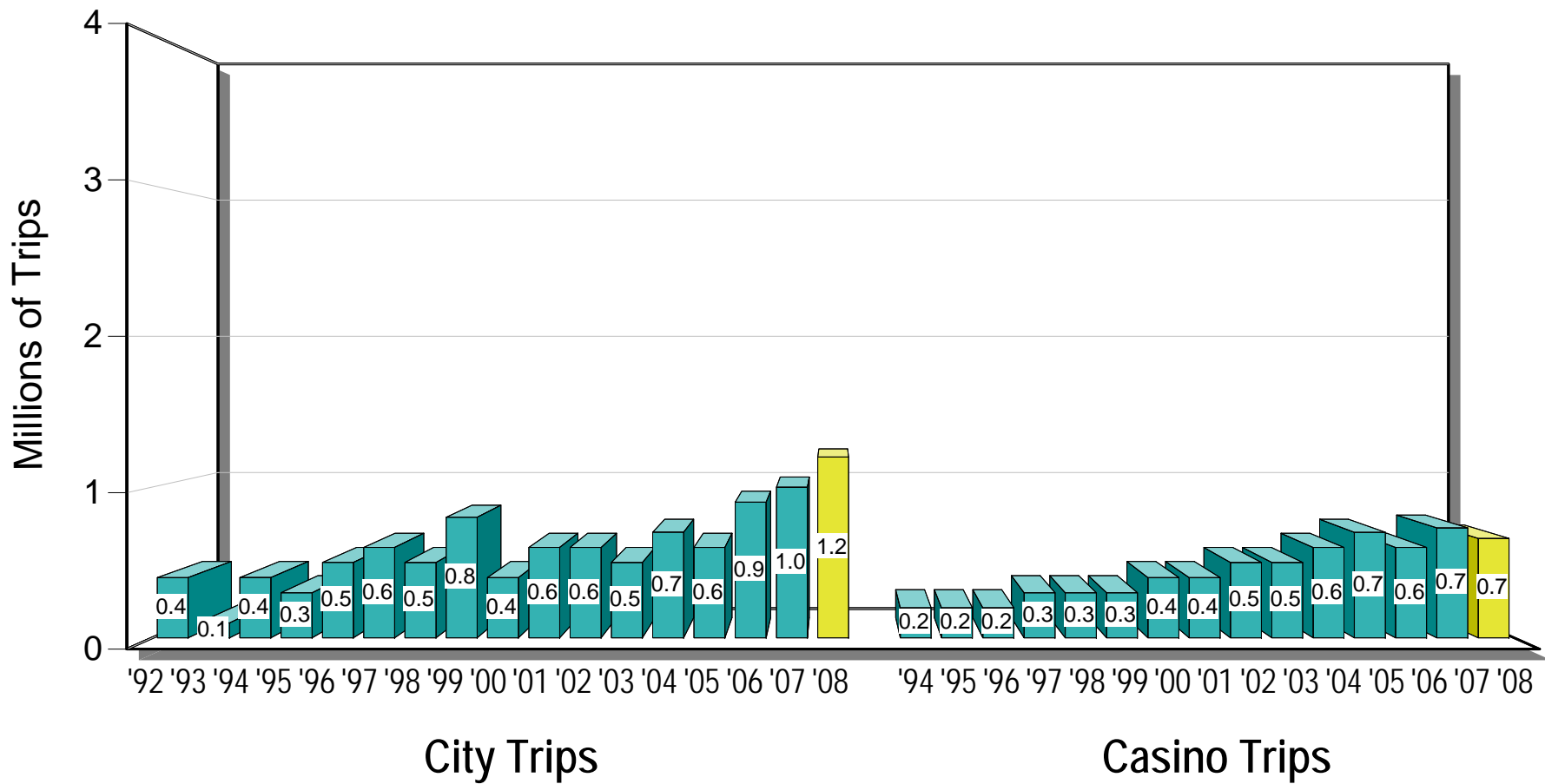
# Overnight Outdoor and Business/Pleasure Trips to Colorado



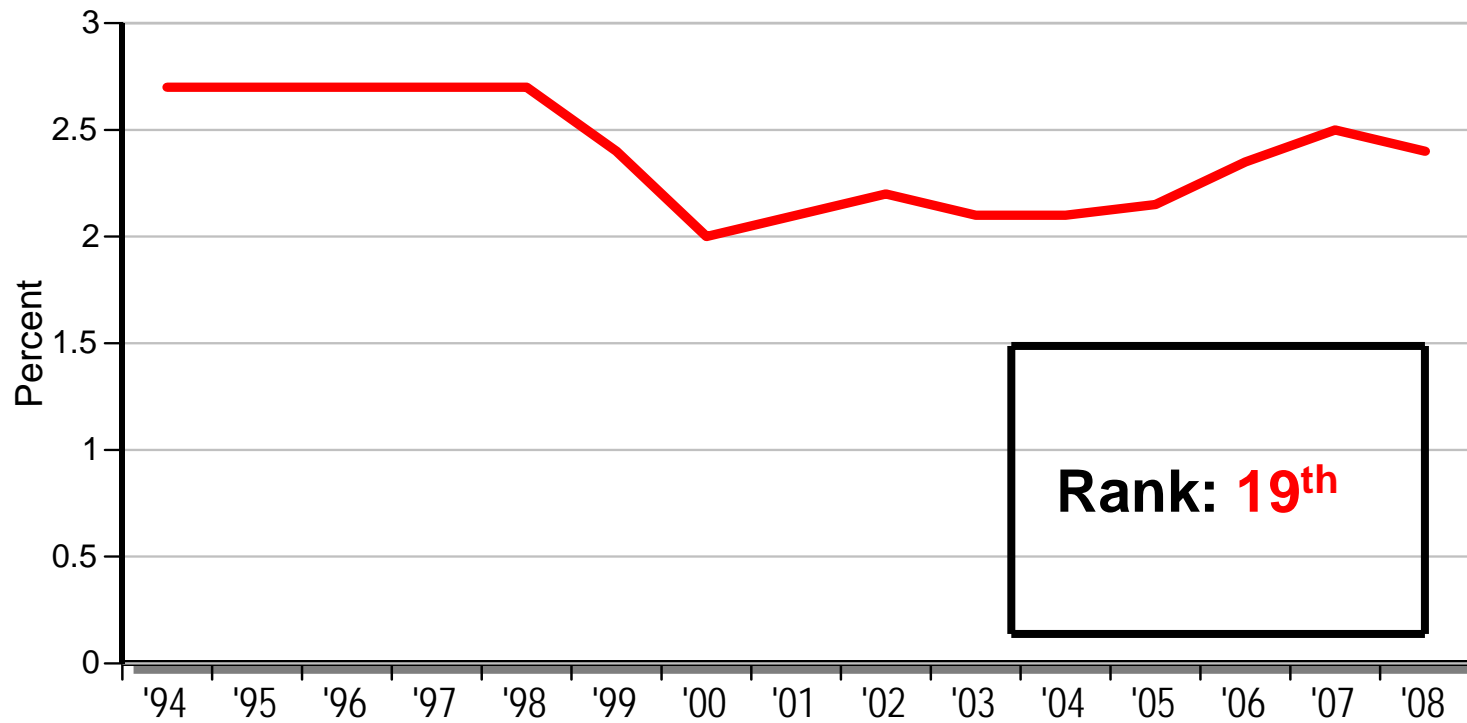
# Overnight Special Event and Country Resort Trips to Colorado



# Overnight City and Casino Trips to Colorado

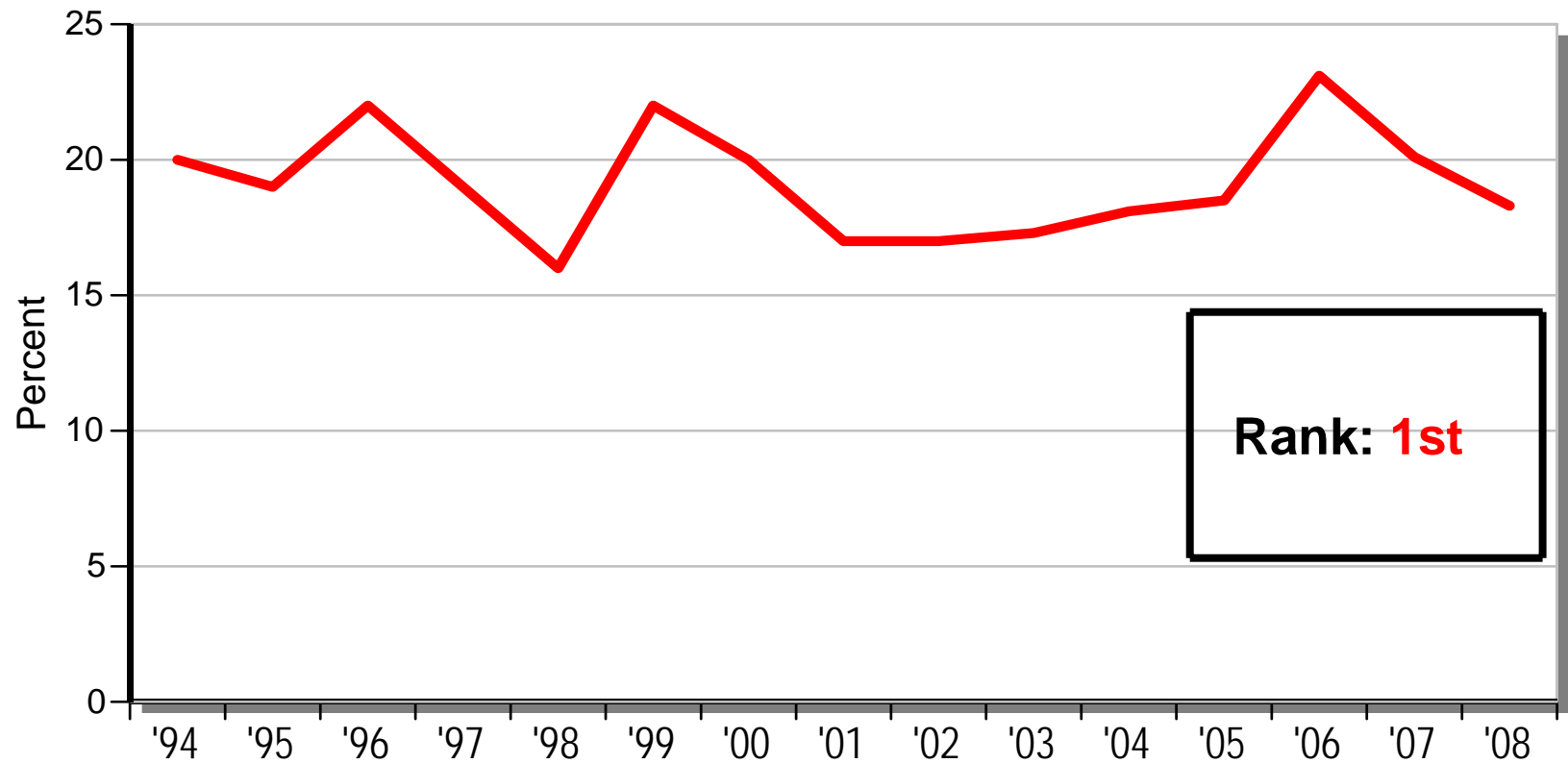


# Colorado's Share of All Overnight Marketable Trips

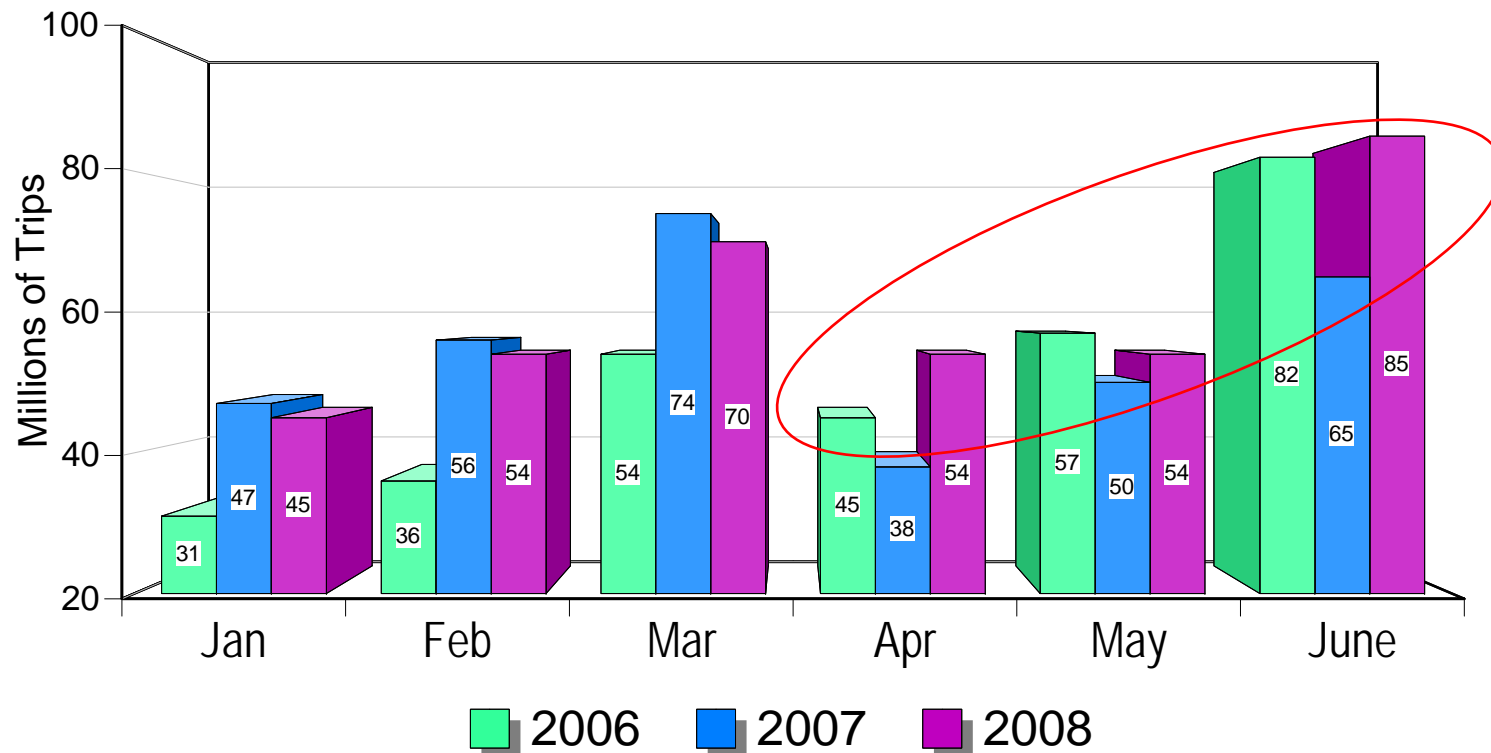




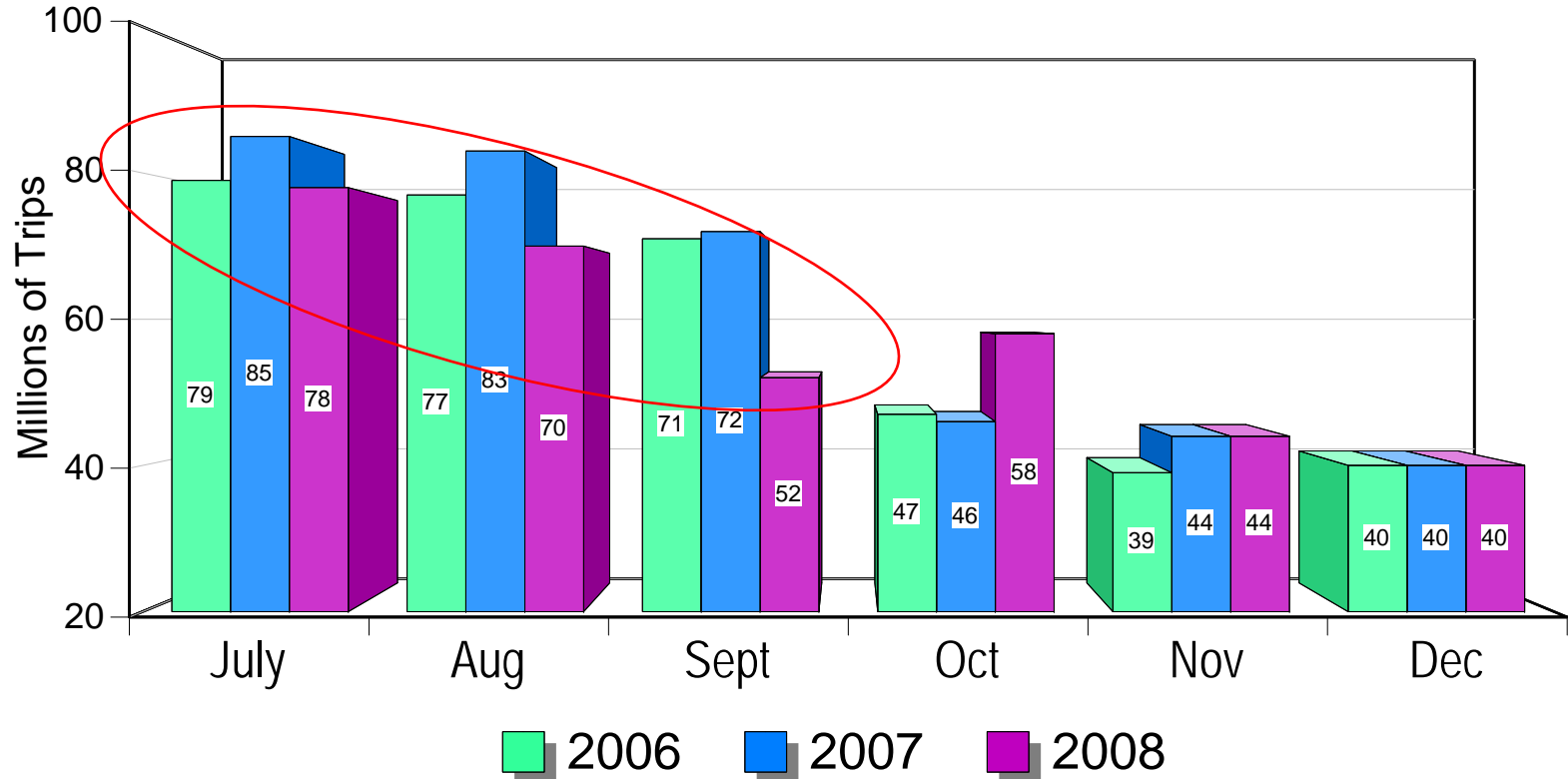
# Colorado's Share of All Overnight Ski Trips



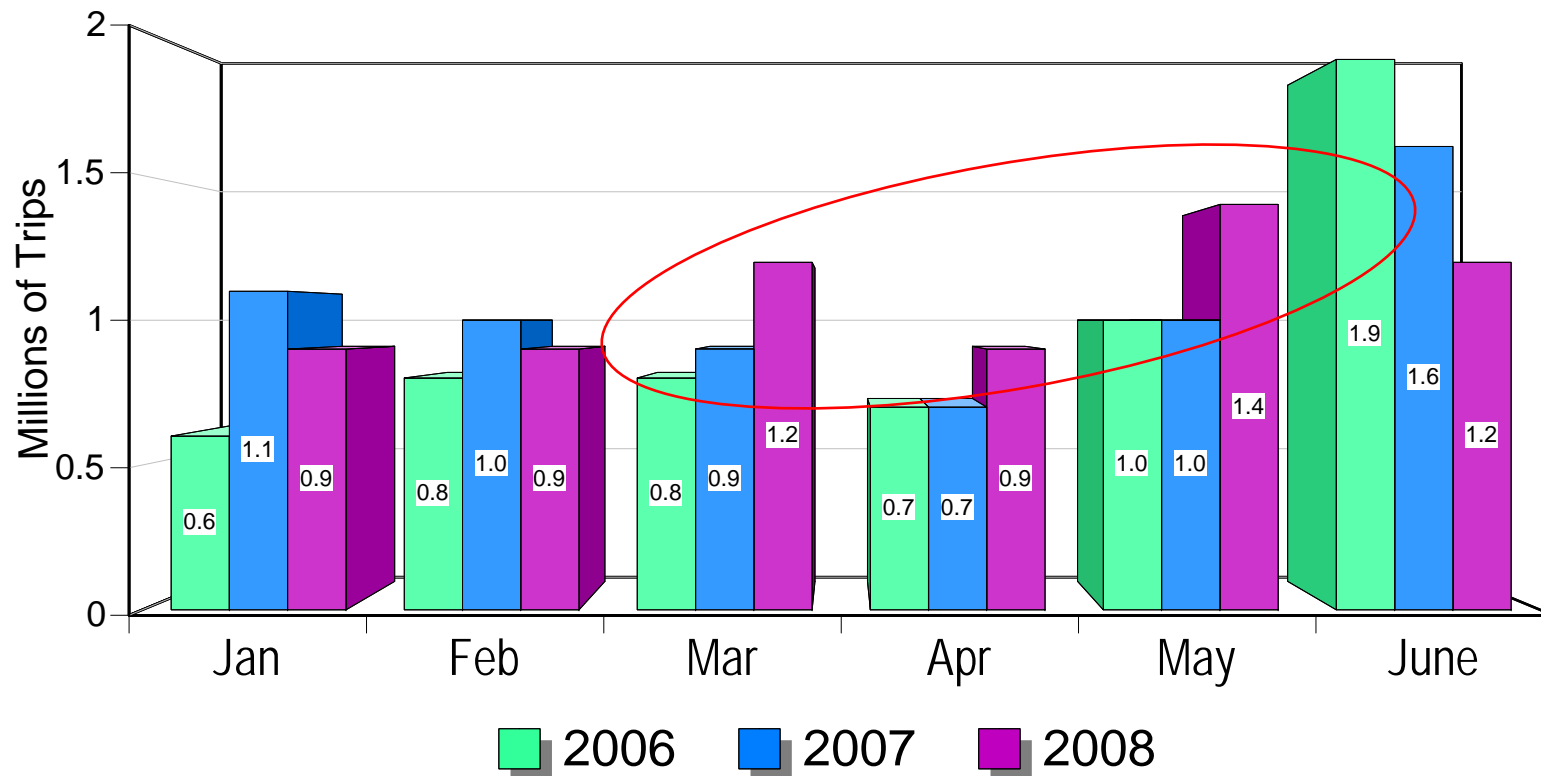
# U.S. Overnight Marketable Leisure Trips by Month



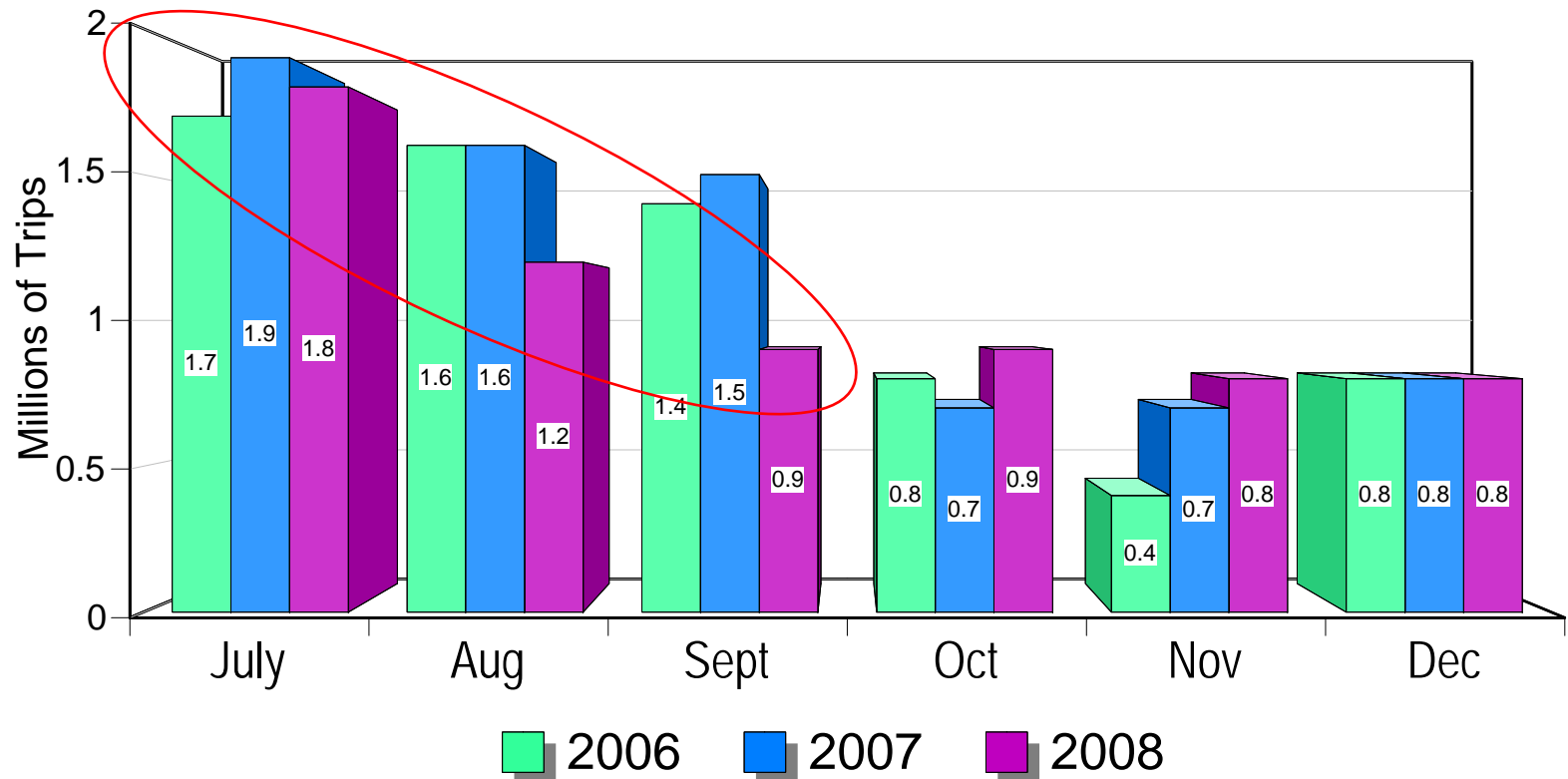
# U.S. Overnight Marketable Leisure Trips by Month (Cont'd)



# Overnight Marketable Leisure Trips to Colorado by Month



# Overnight Marketable Leisure Trips to Colorado by Month (Cont'd)

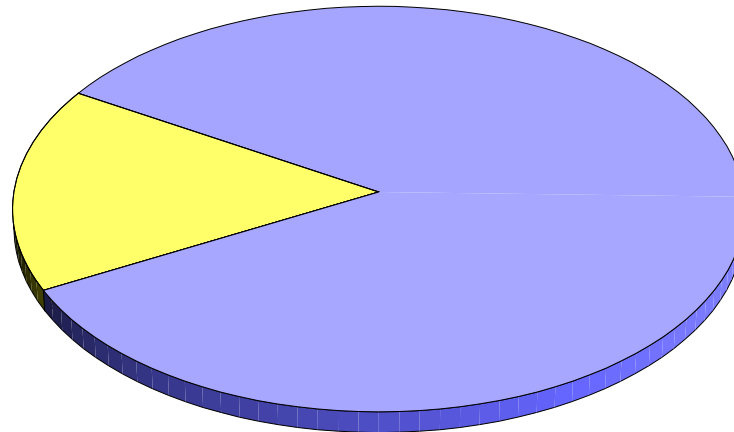


# Travel Spending in Colorado — Overnight Visitors



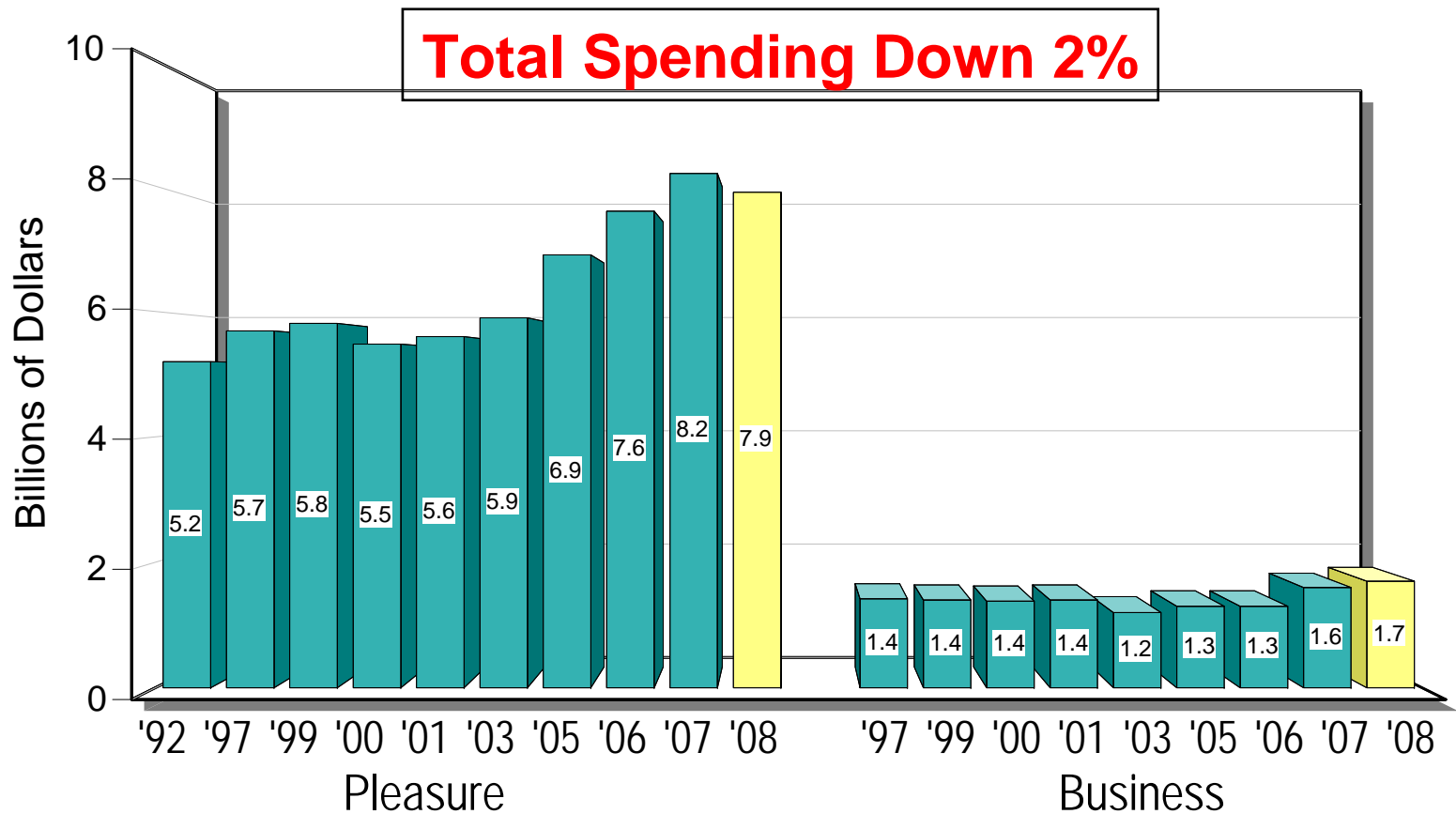
Total = \$9.6 Billion

Business  
\$1.7 Billion  
(18%)



Leisure  
\$7.9 Billion  
(82%)

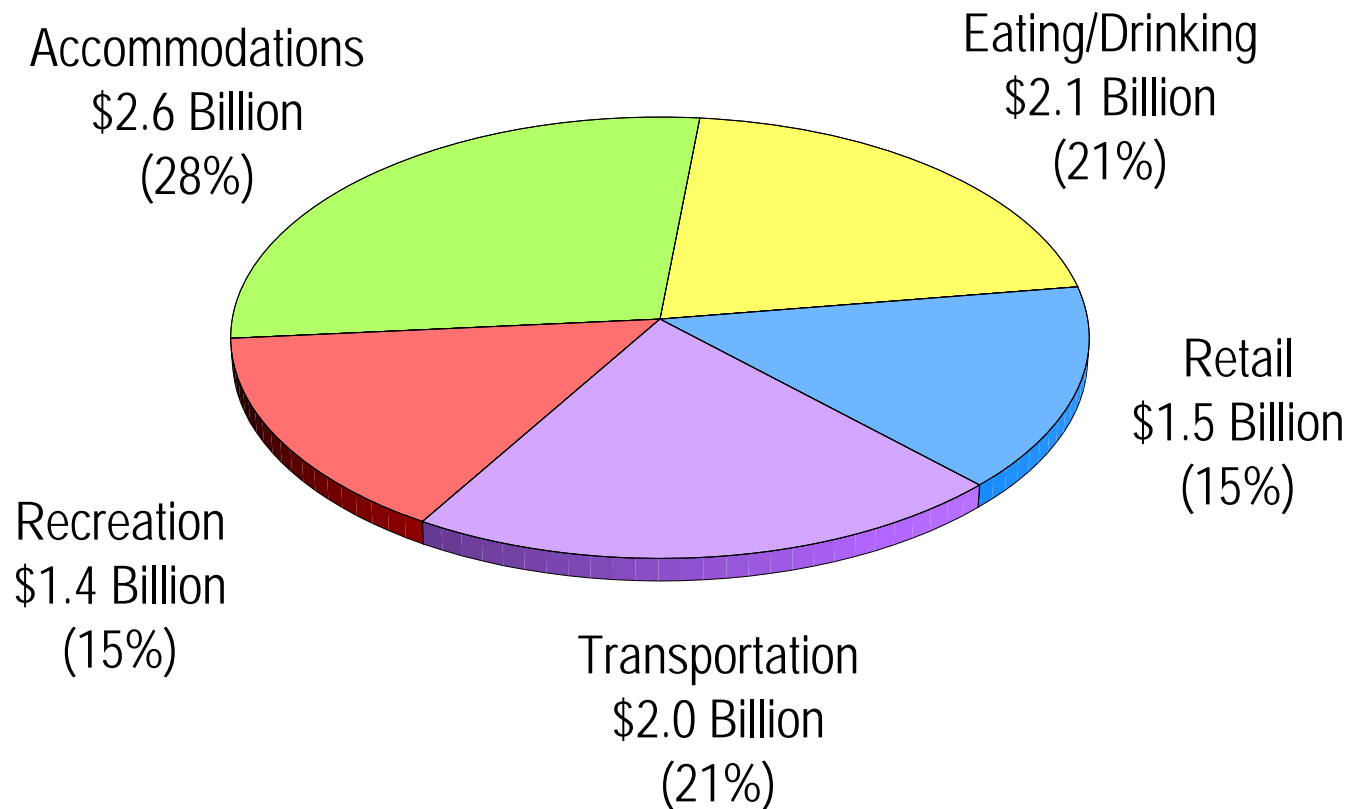
# Actual Travel Expenditures — Overnight Visitors 1992 to 2008



# Travel Spending by Sector - Overnight Visitors

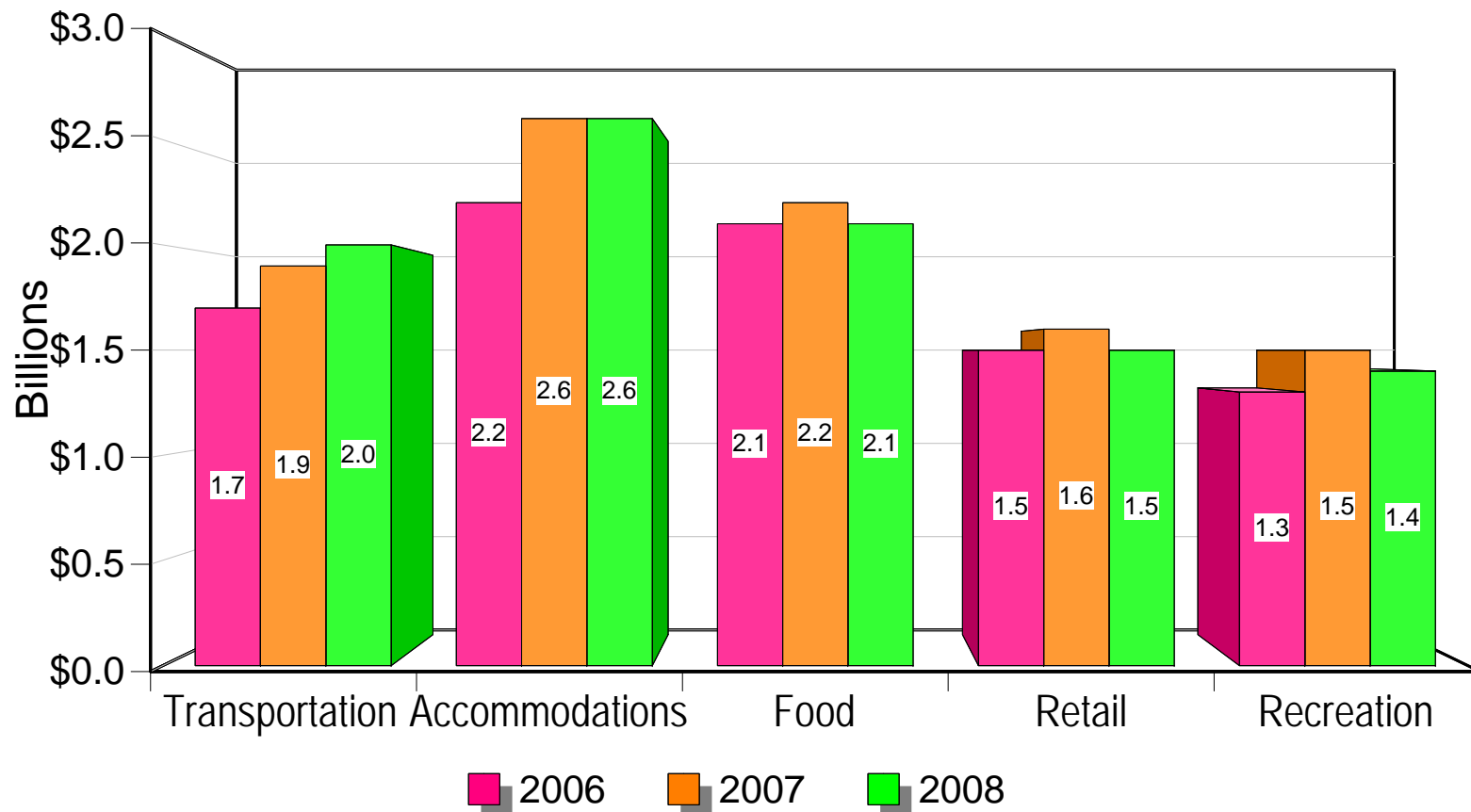


Total = \$9.6 Billion





# Colorado Expenditure Tracking — Overnight Visitors



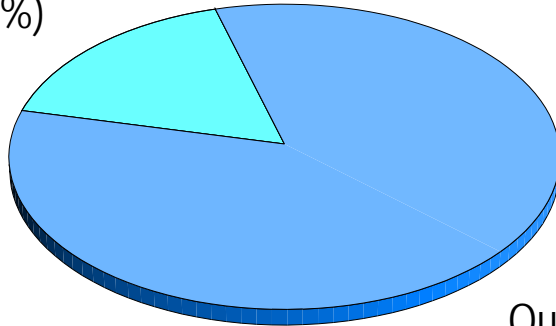
# Travel Spending in Colorado – Overnight Visitors



2007 Total = \$9.8 Billion

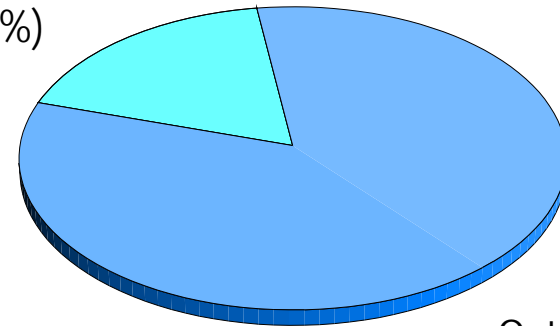
2008 Total = \$9.6 Billion

Colorado Residents  
\$1.7 Billion  
(17%)



Out-of-State  
Visitors  
\$8.1 Billion  
(83%)

Colorado Residents  
\$1.7 Billion  
(18%)



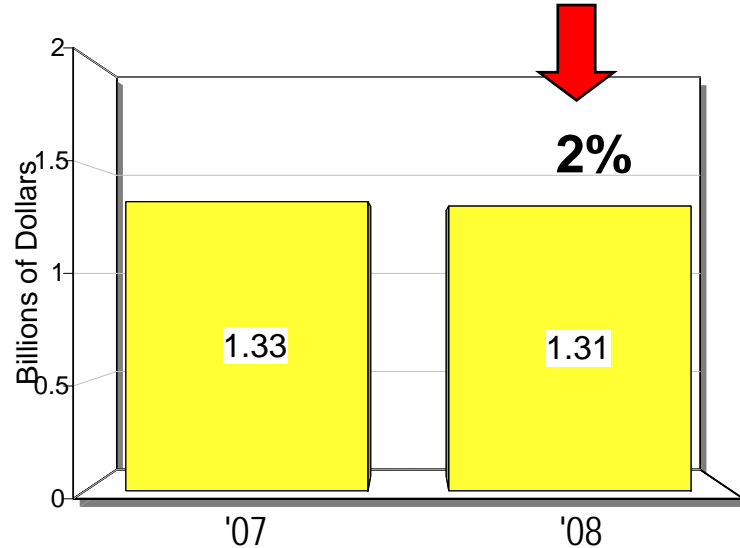
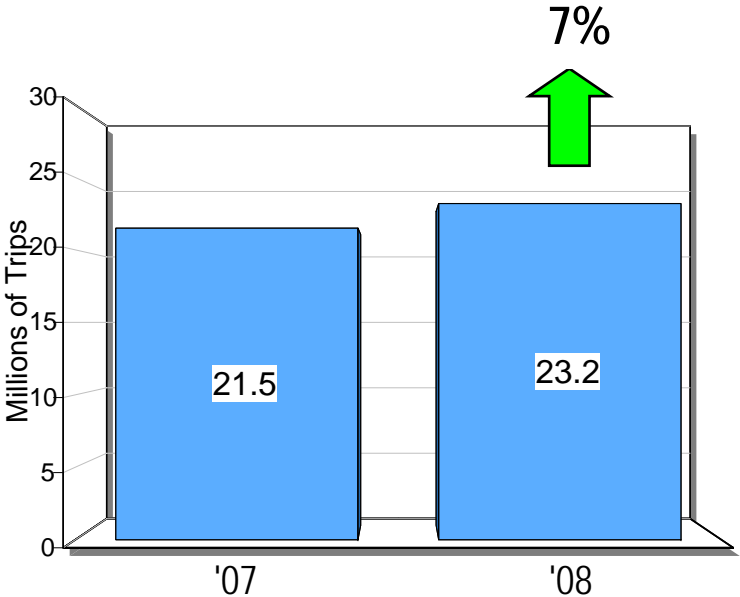
Out-of-State  
Visitors  
\$7.9 Billion  
(82%)

# Colorado Day Trips



Total '08 Trips = 23.2 Million

Total '08 Expenditures = \$1.31 Billion

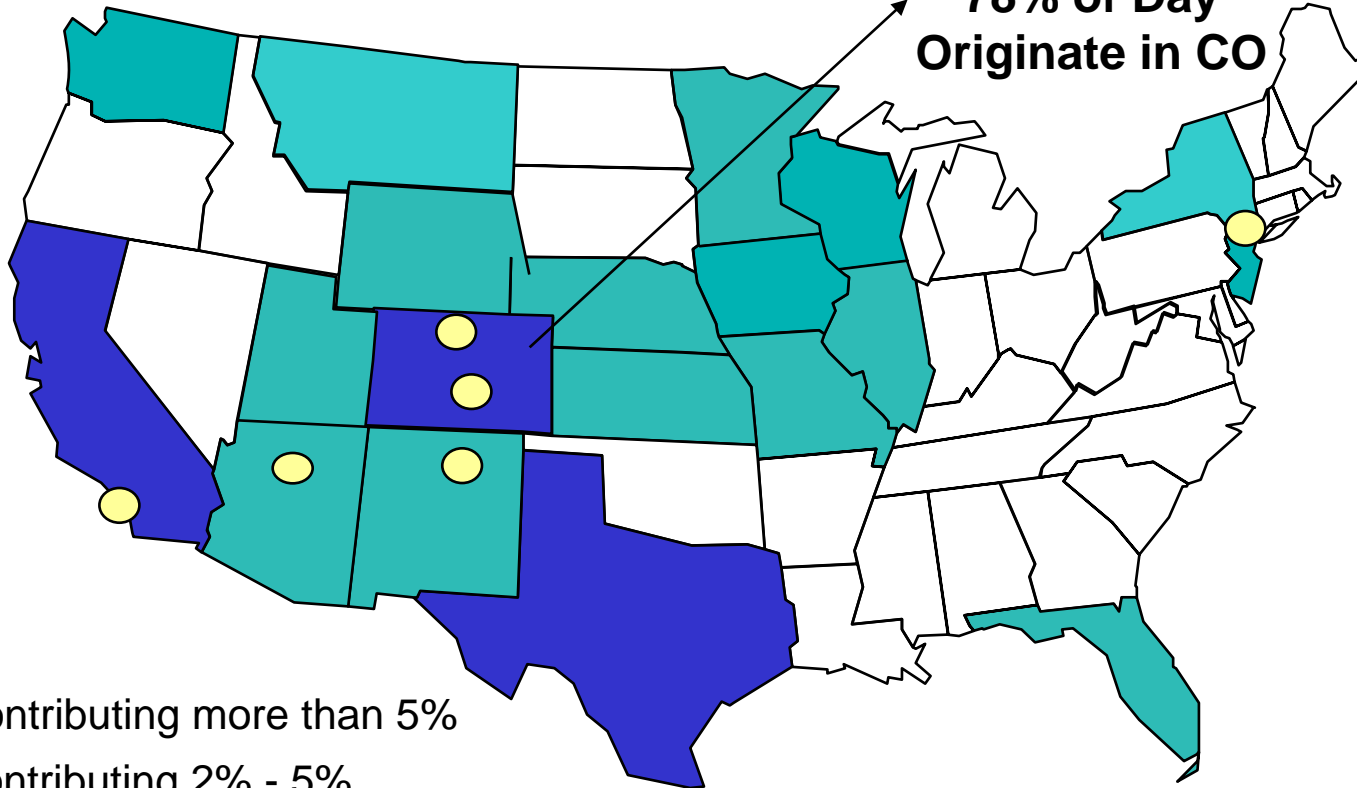


# Sources of Business



Base: Overnight Pleasure Trips

**35% of Overnight  
78% of Day  
Originate in CO**

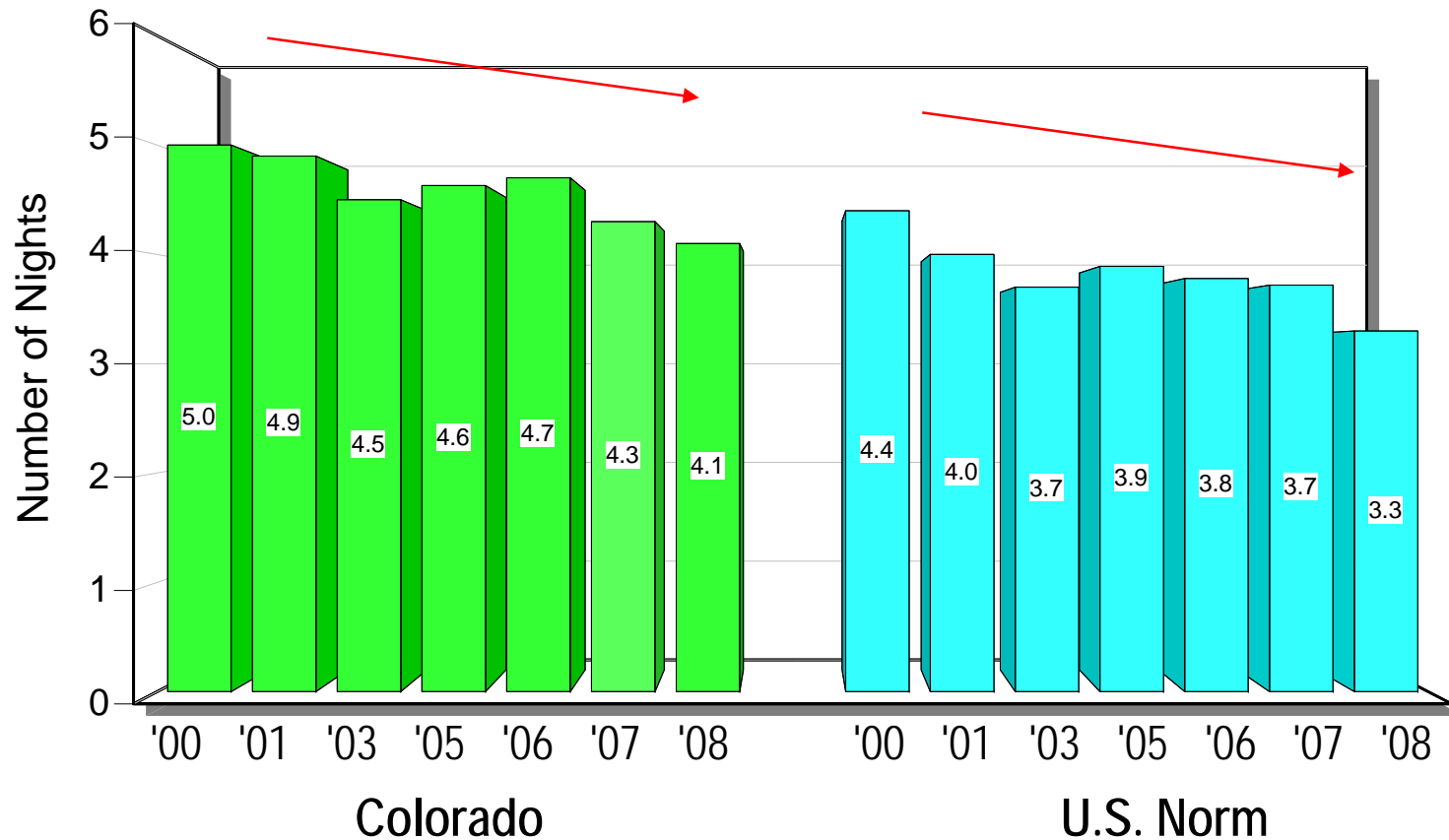


- States contributing more than 5%
- States contributing 2% - 5%
- DMAs contributing more than 2%

# Length of Stay — Colorado vs. U.S. Norm



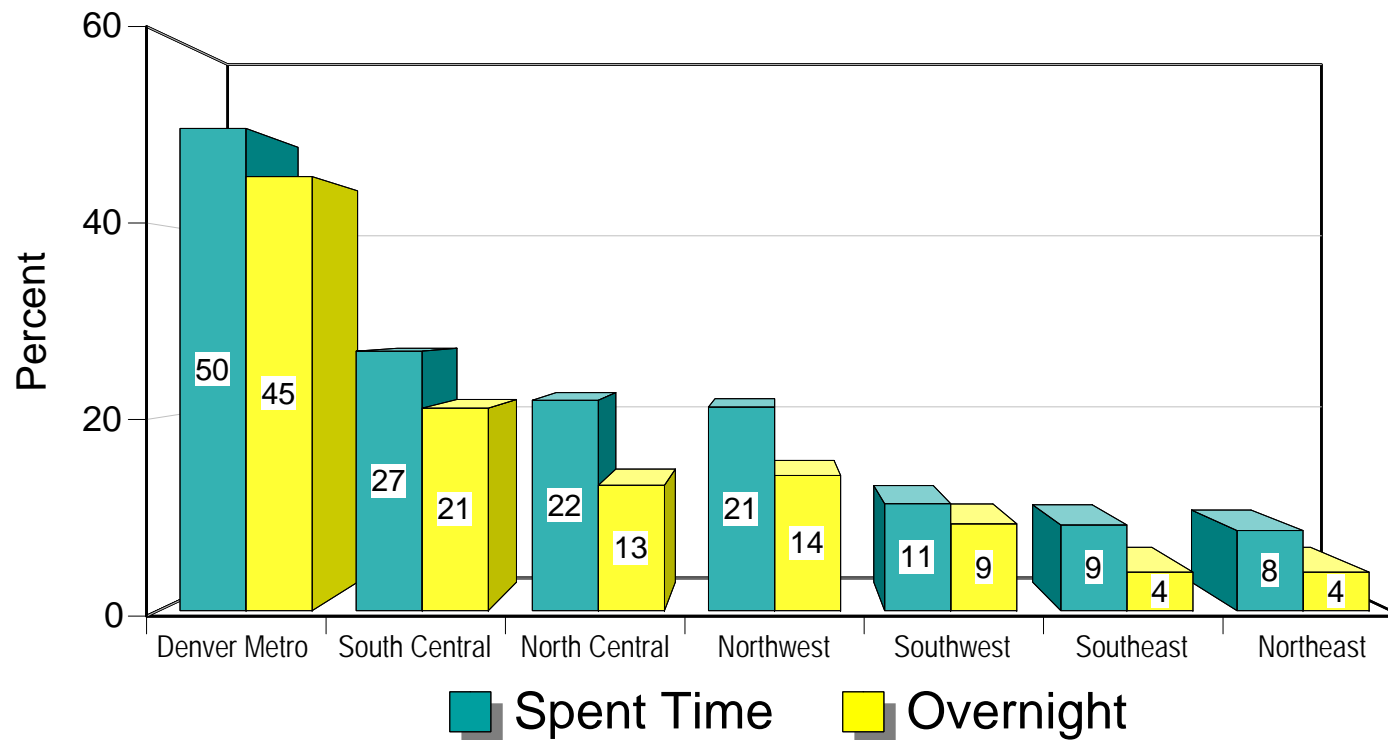
Base: Overnight Leisure Trips



# Spent Time/Overnight in Each Region



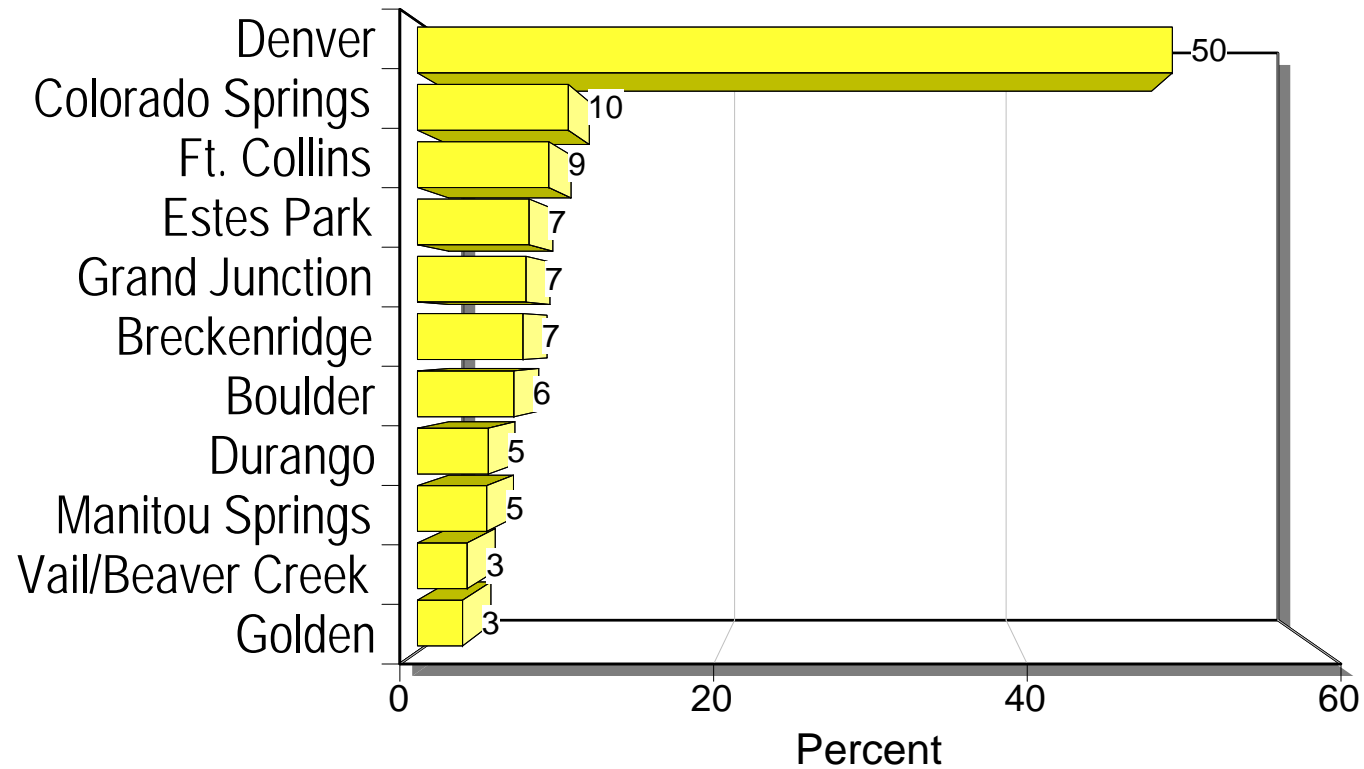
Base: Overnight Pleasure Trips



# Most Popular Places for Visitors



Base: Overnight Pleasure Trips

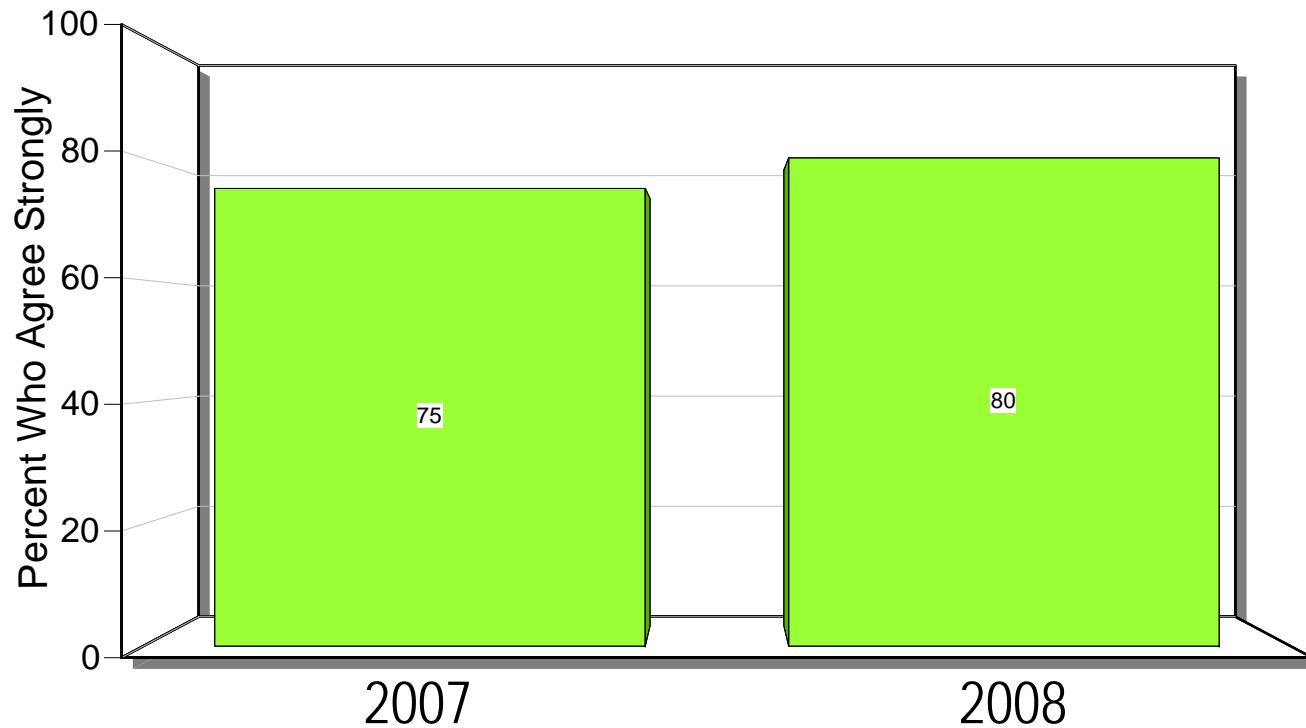


# Colorado's Product Delivery



Base: Overnight Pleasure Trips

**“A place I would really enjoy visiting again”**

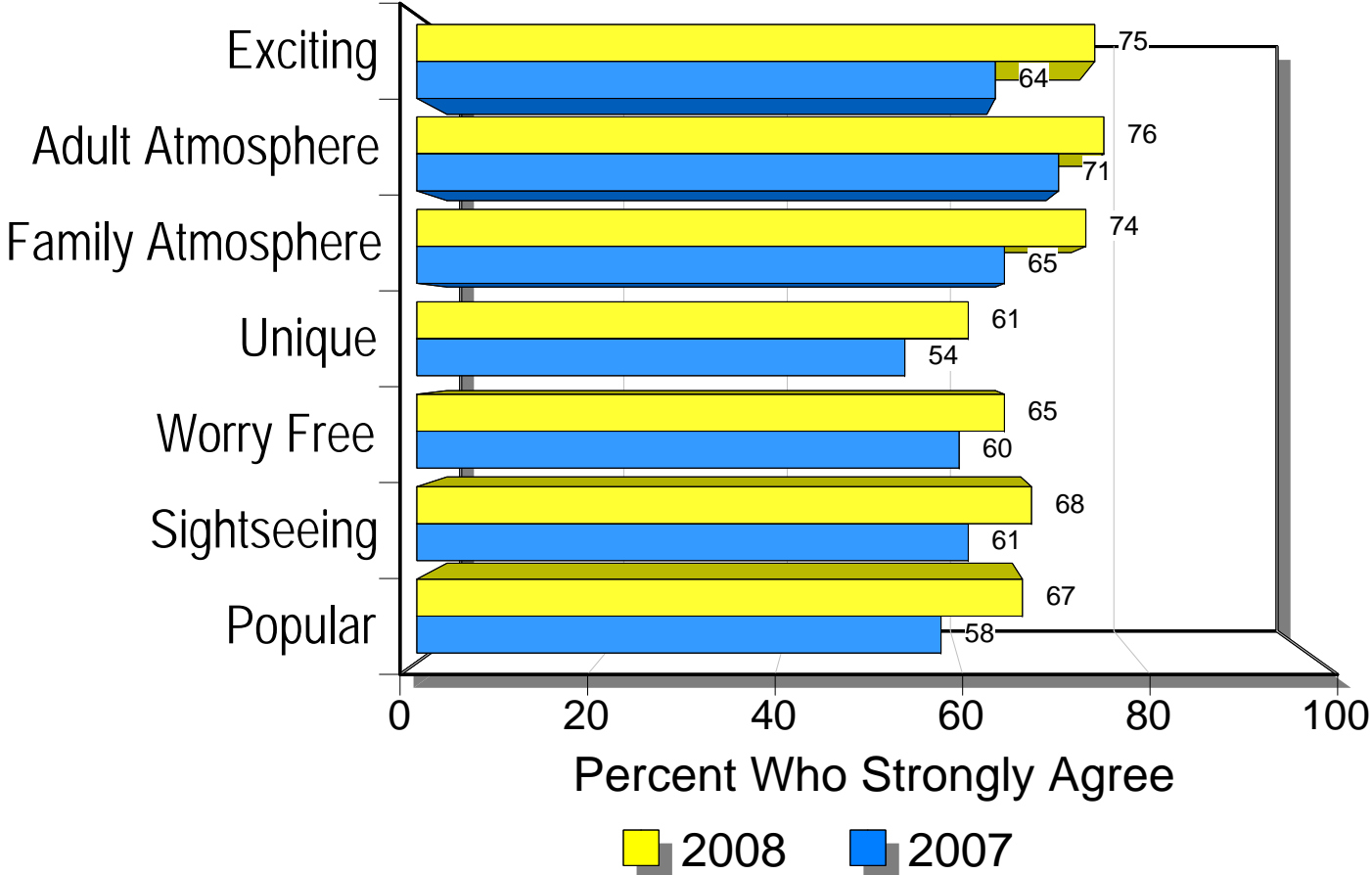




# Product Delivery



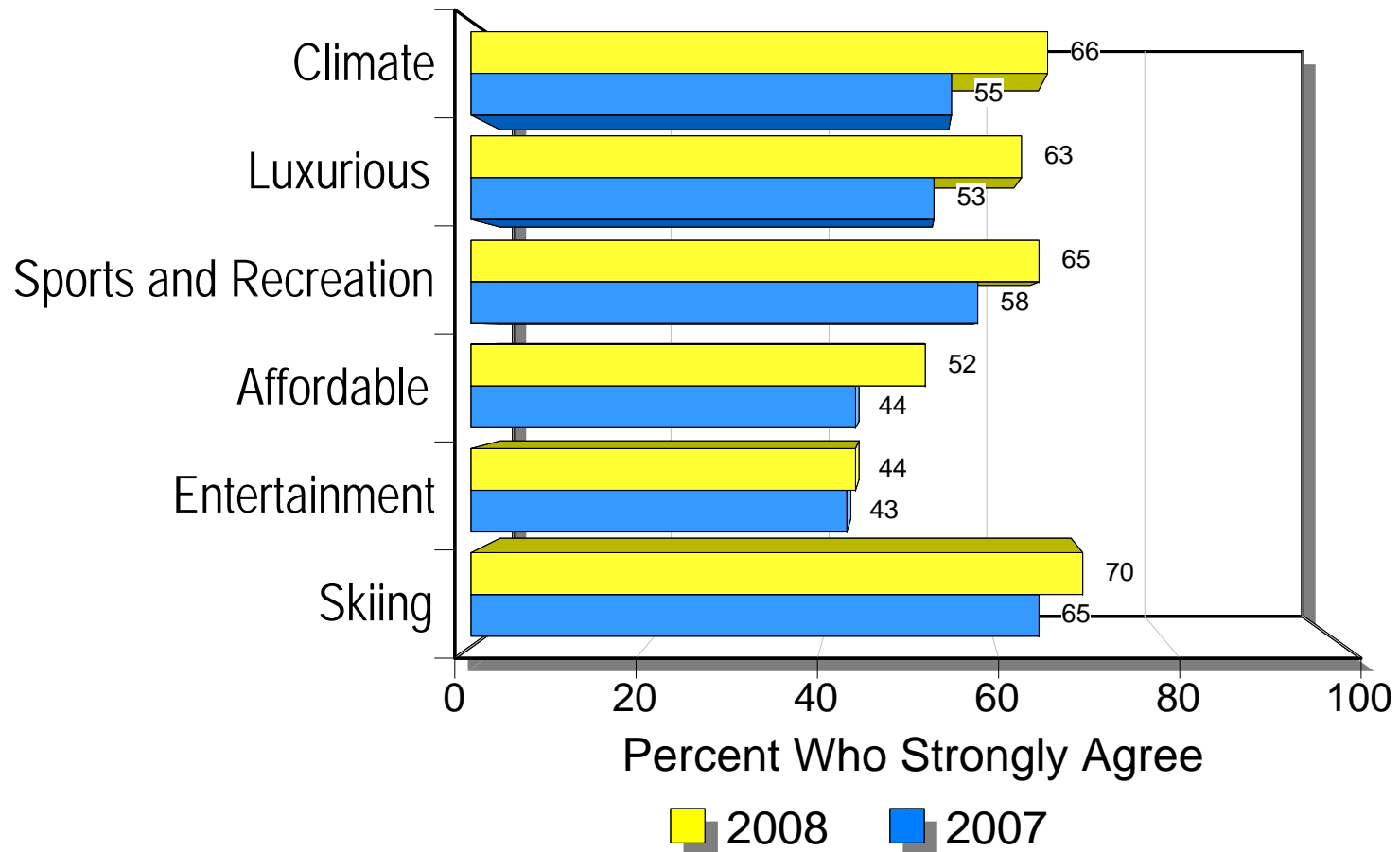
Base: Overnight Pleasure Trips



# Product Delivery (Cont'd)



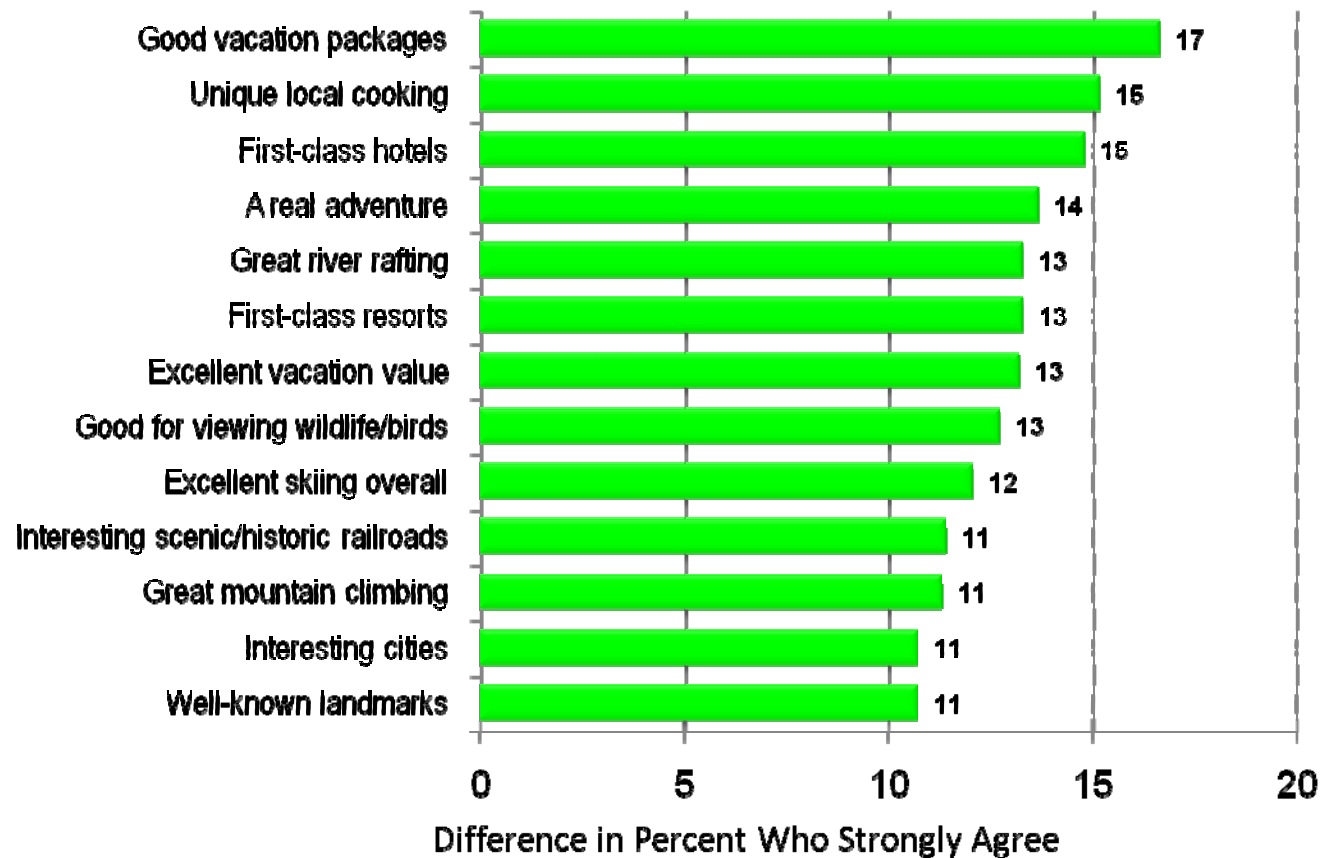
Base: Overnight Pleasure Trips



# Top Product Gains vs. 2007



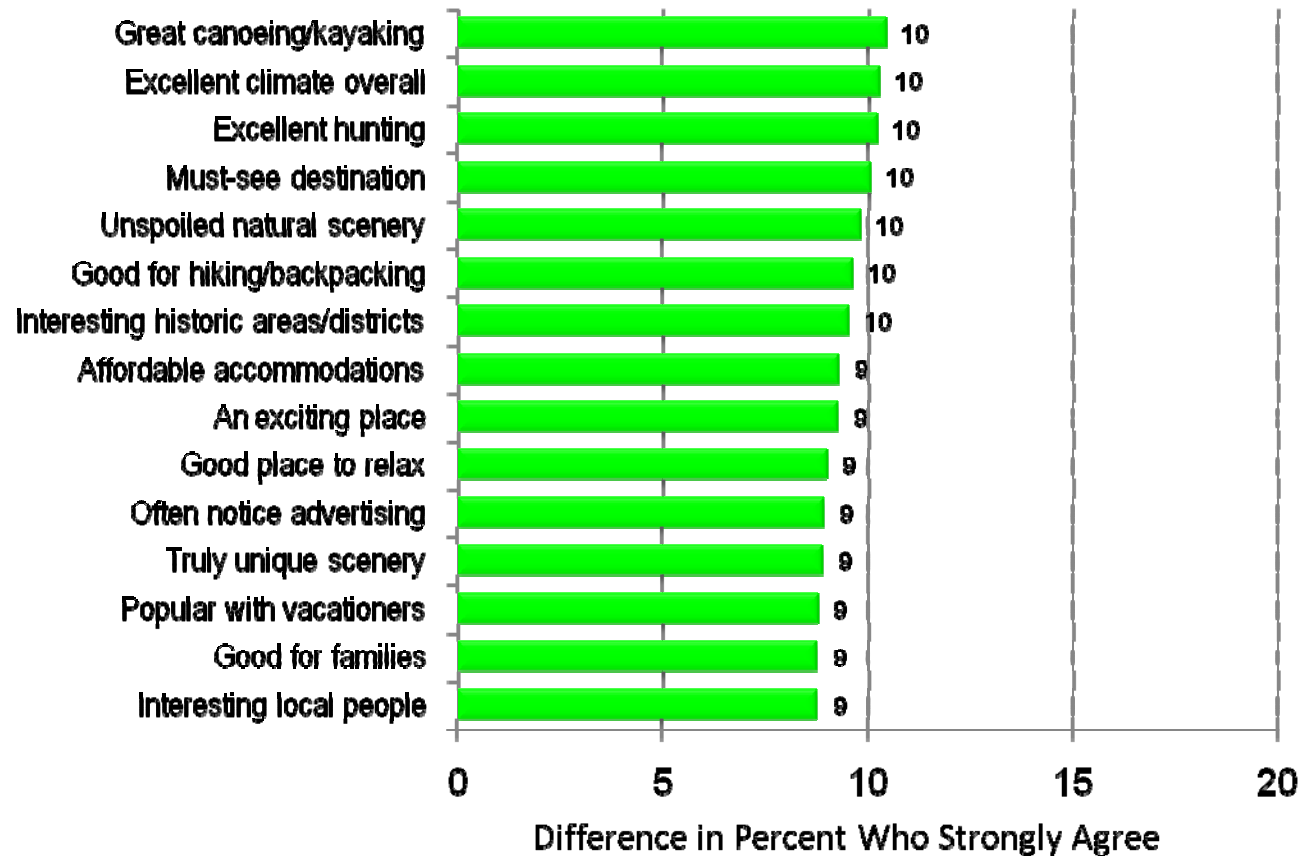
Base: Overnight Pleasure Trips



# Top Product Gains vs. 2007



Base: Overnight Pleasure Trips



# Product Losses vs. 2007



**THERE WERE NO LOSSES IN PRODUCT  
PERCEPTIONS VS. 2007**

# Conclusions & Recommendations



- Just a slight softening in 2008;
- Still, the 2<sup>nd</sup> best year since tracking began in '92  
Day and Overnight trips to Colorado totaled 50.6 million in 2008, a 2% increase over 2007, which totaled 49.5 million.
- Colorado well positioned to meet current challenges.

# Conclusions and Recommendations



- ◉ Despite budget cut, CTO can still mount substantial campaign in '09
- ◉ Out-of-state visitors have spending power:
  - ◉ *important to continue assertive campaign in medium haul markets*
    - ◉ *California, Texas, Mid-West*
- ◉ Aren't Colorado/neighbor states low-hanging fruit?
  - ◉ *Yes...but short-term stop-gap*
  - ◉ *not enough population for long-term*

# Conclusions and Recommendations



- ⦿ “No one is traveling” is not true:
  - ⦿ *people traveling somewhat less*
  - ⦿ *shorter distances*
  - ⦿ *more economically*
- ⦿ Situation may not last
  - ⦿ *signs of air/hotel discounting*



# Conclusions and Recommendations



- ◉ CTO's opportunity:
  - ◉ *ensure up-to-date contact with vendors/partners*
  - ◉ *advertising/fulfillment/website are showcasing "deals".*
- ◉ Most valuable deals vis-à-vis Colorado ...
  - ◉ *involve transportation*
  - ◉ *cost of getting to Colorado a key perceptual barrier*
- ◉ Research shows recent upswing in use of prepaid packages:
  - ◉ *economic hard times/caution*
  - ◉ *continue facilitating package assembly/marketing*

# Conclusions and Recommendations



- ◉ Continue integrating cultural/heritage into mainstream tourism marketing:
  - ◉ *1/3 of tourists interested; 1/2+ participate*
  - ◉ *more out-of-state, spend more*
- ◉ Build awareness of rich history/culture:
  - ◉ *dispel concerns – not much to see/do, lack uniqueness*
  - ◉ *focus on important areas ----- historic areas/towns, unique shopping, cultural events*

# Conclusions and Recommendations



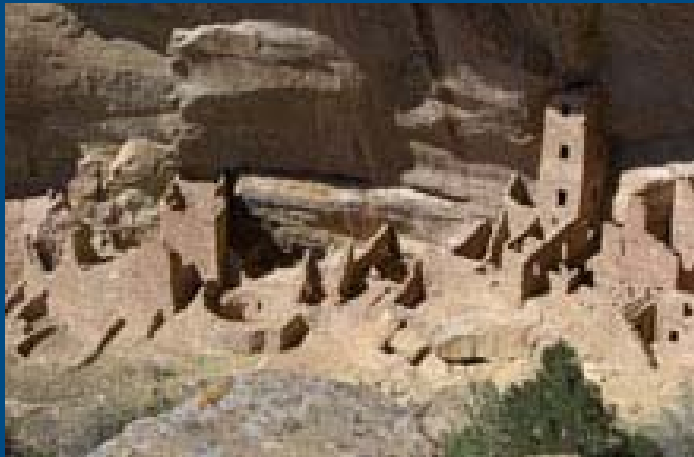
- Growing popularity of city trips:
  - *Nationally, to Colorado*
  - *opportunity to capitalize on*
  - *via enhanced joint marketing efforts*

# In Summary



- ⦿ Another excellent year for travel and tourism in Colorado
- ⦿ Not alone vs. the current challenges
- ⦿ But well-positioned to meet them

KEEP UP THE GOOD WORK!



## Colorado 2008 Travel Year

