

Colorado Travel Year 2011

Online Report

June, 2012

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Background and Purpose



- Longwoods International was engaged by the Colorado Tourism Office to conduct a program of visitor research for the 2011 travel year.
- The purposes of the visitor research were to:
 - *provide data on the size of Colorado's travel market and the volume of expenditures it generates*
 - *provide intelligence on:*
 - *the competitive environment*
 - *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 70 destination attributes*

Background and Purpose



- Throughout this report we emphasize leisure travel to the state, especially the ski trips, touring trips and outdoors trips that are Colorado's largest vacation travel segments.
- Since 2007, day trips have been included in the reporting on a limited basis. Information on day trip visitor volume, expenditures and demographics is provided. Nonetheless, the primary focus of the study remains on overnight travel.
- 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.

Method



○ Overview

- *The Visitor Study consists of quarterly random samples drawn from the MarketTools online consumer panel which comprises 5,000,000 U.S. households recruited to match population characteristics (parameters include sex, age, income, household size/composition, and geographics, within census division). The panel is continuously refreshed to maintain this balance.*
 - *For this study, to achieve as close to a representative sample as possible, a random sample of respondents is drawn each quarter*
- *Panelists are not paid per se, but provided with points which they can redeem for a selection of goods and services.*
- *MarketTools has established guidelines to minimize over-participation of respondents in surveys through the course of a year, including prohibition of more than one travel-related survey (or any other category) in a 12-month period. And the panel is refreshed with new respondents on a continual basis, with a general estimate of 100% refreshment over a two year period.*
- *Participants in Longwoods surveys are not pre-notified that they will be asked to complete a travel-related survey.*

Method



Visitor Research

- *A representative sample of Colorado visitors was identified through Travel USA®, Longwoods' annual syndicated survey of the U.S. travel market.*
- *Travel USA® contacts 2 million U.S. households annually.*
- *The respondents are members of the MarketTools consumer online panel which is balanced statistically to be representative of the U.S. online population in terms of key demographic characteristics:*
 - *because the online population differs in some respects from the general population, we draw samples based on general population characteristics and weight final data to Census data on various demographics, including age, gender, income, household composition and population density*
- *Travel USA® is conducted quarterly and the travel patterns of a randomly selected sample of adult (18+) panel members are identified.*
- *From these quarterly studies we identified 2,797 Colorado overnight visitors In 2011, who completed a survey about their trip.*
 - *For a sample of this size, the error range within the sample at the 95% confidence level is $+/- 2.0$, based on statistical probability. When comparing results on a year-to-year basis, the interval is $+/- 2.8\%$,*
- *Travel USA® also identified and surveyed 1,249 Colorado day visitors in 2011.*
- *Colorado's overnight visitor numbers are tracked to a baseline established in 1992 using the annual rate of change in market share data (i.e., Colorado's share of all U.S. trips, projected to the U.S. population)*

Highlights & Conclusions

Highlights & Conclusions



- For the second year in a row, U.S. travel has continued its rebound from the downturns of 2008 and 2009.
- Travel volume grew by 3% overall in 2011, mainly reflecting a 4% increase in visits to friends and relatives and a 3% improvement in business travel.
- The recovery still seems hesitant as both of these increases are lower than what we saw in 2010, and discretionary leisure trips, i.e., the ones where consumers actually choose their destination and thus can be considered “marketable”, grew by only 1%.
- At the same time, we see hopeful signs in a return to growth for some of the “higher budget” trip types like city trips, country resort trips and theme park trips.
- Although other leisure trip purpose segments did not grow in 2011, the good news was that they mainly stayed flat or declined only slightly – a welcome change versus the sharp declines of prior years.

Highlights & Conclusions



- The year 2011 was one of mixed results for Colorado in terms of visitor volume.
- Although total overnight trip numbers remained the same as the year earlier, the total of 28.9 million trips still stands as the record for visitors in a single year.
- The number of visitors coming to Colorado on marketable leisure trips and business trips rose by 4%:
 - *And at 14.3 million, the number of marketable leisure visitors set a new record.*
- However, the counterbalance, and the reason for a flat overall picture, was a drop of 6% in the number of people coming to the state to visit friends and relatives.
- In 2011, Colorado welcomed more people on outdoors, special event, mountain resort and casino trips. Volumes of ski and city trips declined, while touring trips and combined business-leisure travel were flat.
- As marketable leisure travel to Colorado rose at a greater rate than this type of travel nationwide, Colorado's overall share of marketable trips rose from 2.6% to 2.7%.
- Colorado continued to lead all states in the competitive overnight ski travel market, garnering just under 19% of all trips in 2011.

Highlights & Conclusions



- Overnight visitors' expenditures rose by 6% in 2011 to \$9.4 billion, led by tourists who spent 7% more than in 2010:
 - *The expenditures of people visiting Colorado on marketable trips reached \$5.3 billion, 5% more than in 2010*
 - *A 7% increase in the spending of people visiting friends and relatives brought total expenditures for that segment to \$3.0 billion for the year*
- There was also a 1% increase in spending by business visitors.
- The rise in spending benefited all five of the main business sectors affected by travel and tourism.
 - *Expenditures on transportation rose the most, gaining 13%, and spending on lodging rose 7%.*
 - *Retail purchases by travelers increased 4% in 2011, while spending on food/ beverage and on recreation, sightseeing and attractions each grew by 3%.*

Highlights & Conclusions



- Following several years of declines in the proportion of leisure visitors visiting from out-of-state, the level stabilized in 2011, and we see some instances of shifts towards more inbound travel, most notably in the key ski trip segment.
- The number of day trips to and within the state rose by 10% in 2011 to 28.9 million trips.
- And there was a 4% improvement in overall spending on those trips – daytrippers spent a total of \$1.4 billion in the state, up from \$1.3 billion a year earlier.

Highlights & Conclusions



- ◉ In summary, 2011 was, on balance, a good year for travel and tourism in Colorado:
 - ◉ *On the leisure side, balancing out a downturn in VFR travel, growth in marketable trips and market share in this segment can be attributed in part to the positive effects of maintaining a substantial budget for promoting the state, and the effectiveness of the CTO's marketing efforts using those dollars.*
 - ◉ *Business travel continued to rebound*
 - ◉ *Consumers seem to be leading the way in terms of increasing what they spend on travel to Colorado*
- ◉ All of these indicators argue for continued strong support for funding of the CTO and its marketing programs.
- ◉ In terms of marketing focus and segmentation, the research clearly shows that the top segments of interest, value and opportunity for Colorado continue to be skiers in winter and touring vacationers in summer.

Highlights & Conclusions



- The challenges in marketing Colorado to skiers include their low incidence, plus the fact that they are very resort-focused, i.e., they don't do much beyond skiing. In addition, our earlier research on Colorado's image as a ski destination suggests that image is not an issue – Colorado is the platinum standard. Therefore, the focus for the CTO in winter advertising should be on ensuring Colorado remains top-of-mind, and ultimately on helping to close the sale, since the state is a relatively long-haul destination.
- For spring/summer marketing, touring vacationers remain the logical choice around whom to focus targeting and messaging. With their relatively high vacation budgets and interest in a broad spectrum of experiences, from urban pursuits to nature and the outdoors, touring vacationers are the segment most likely to bring the benefits of tourism to every part of the state. In order to maximize the potential of this segment (right now, they are not staying very long in the state), the CTO needs to ensure that these travelers become more familiar with the broad range of urban and rural attractions and activities available to them. In addition, it is worthwhile considering the development and promotion of groupings/packages of similar product, driving routes, etc. that simplify way-finding for vacationers and encourage them to stay longer.

Key Findings

National Trends in Tourism



- Following the economic belt-tightening of 2008 and 2009, leisure travel nationwide in 2011 continued the upward momentum of 2010 and recovered some more of the ground lost during the recession:
 - *nationally, visits to friends and relatives rose by 3% versus 2010*
 - *There was a 1% increase in overnight “marketable” leisure trips, i.e., the discretionary leisure trips most subject to influence by marketing and promotional activity*
- Business travel also continued its national rebound in 2011, growing by 3%, and adding to the gain of the previous year:
 - *Though still remaining 30% below the last peak in this type of travel recorded in 2000 and 2001*

National Trends in Tourism



- ◉ Looking at the marketable leisure trip segments of interest to Colorado, we observe the following trends:
 - ◉ *The market for ski trips across the country continued to contract, dropping 4% in 2011 – likely the result of a late Easter and warm early winter weather in the Northeast in the latter part of the year*
 - ◉ *Special event travel slipped 2%, while outdoor and casino trips dropped 1% over the year*
 - ◉ *Gas prices started rising again, so we see that touring trips remained flat on a year-to-year basis*
 - ◉ *A great deal of the gains in marketable travel were due to sharp increases in city trips and country resort trips, both of which were hit hard during the economic downturn:*
 - ◉ *Both were up 11% in 2011*
 - ◉ *And there were upticks in theme park vacations (4% higher) and combined business-leisure trips (up 1%).*
 - ◉ *All of these gains were among the types of travel with typically higher than average spending, which suggests that spending belts may be loosening, and pent-up demand being released.*

Colorado Travel in 2011



- Travel to Colorado on overnight trips in 2011 remained flat at the previous year's record of 28.9 million visitors, reflecting mixed results across the major travel segments.
- On the positive side:
 - *Marketable trips grew by 4% to 14.3 million visits, setting a new record.*
 - *Business travel increased at the same rate.*
- However, after setting a record in 2010, the number of trips to visit friends and relatives in Colorado softened by 6% to 11.0 million visits over the year.
- Day travel to and within Colorado continued to improve, rising by 10% to 28.9 million trips in 2011.

Colorado's Key Segments



- Colorado welcomed the following number of visitors in each of the state's core "marketable" overnight travel segments:

	<u>2010</u>	<u>2011</u>
○ <i>Touring trips</i>	3,060,000	3,120,000
○ <i>Outdoor trips</i>	2,680,000	2,890,000
○ <i>Special event trips</i>	2,000,000	2,140,000
○ <i>Ski trips</i>	1,470,000	1,330,000
○ <i>Combined business-leisure trips</i>	1,440,000	1,440,000
○ <i>City trips</i>	1,190,000	1,080,000
○ <i>Casino</i>	910,000	1,090,000
○ <i>Country resort trips</i>	630,000	770,000

Colorado's Key Segments



- On a year-to-year basis, Colorado recorded the following changes in the various segments shown above:
 - *By and large Colorado moved opposite to national trends, posting gains in the outdoors, touring, special event, and casino segments in 2011. Country resort trips also rose as they did nationwide.*
 - *Conversely, while the country as a whole experienced an increase in city and business-leisure trips, city trips to Colorado dipped slightly and business-leisure travel was flat.*
 - *Overnight ski trips were also down. At the same time it should be pointed out that the incidence of skiing while on a Colorado trip, regardless of main trip purpose remained constant at approximately 8% in 2011.*

Colorado's Key Segments



- Longer term trends in these segments are as follows:
 - *The national ski market last peaked in the 2006-2008 period, with consistent decline since then. The year-over-year declines in overnight ski visitor volumes for Colorado are consistent with this trend.*
 - *Although the volume of touring trips nationwide flattened out in 2011, touring trips to Colorado have increased for the past three years, setting a new record in 2011 of over 3.1 million visitors.*
 - *Although there seems to be a nationwide resurgence in city trips just in the past year, Colorado peaked in this segment in 2009 and has seen a downward trend since then.*
 - *In the past few years, outdoor trips across the country increased as people sought to save money on travel. This type of travel leveled off nationally in 2011 as people shifted to other types of more urban vacations. In contrast, outdoor trips to Colorado have grown steadily over the past two years, rising to a record level in 2011.*

Colorado's Key Segments



- Longer term segment trends (cont'd):
 - *Despite a nationwide uptick in 2011 for resort trips, the longer-term trend seems to be fairly flat. Nonetheless, Colorado continues to add visitors in this segment, more than doubling visitor numbers in this segment over the past 5 years or so.*
 - *After several years of plateau, special event travel on a national basis fell in both 2010 and 2011. The longer term trend for Colorado appears to be fairly steady despite small annual shifts up and down.*
 - *The longer term trend for casino trips nationally has been relatively flat for several years, likely a reflection of the economic situation. Despite the broad national picture, this segment continues to grow strongly in Colorado.*
 - *The trends in combined business-leisure trips for both the nation and Colorado continue to be quite flat over the long term. A slight improvement at the national level in 2011 may signal a potential return to growth in this segment as the economy improves and demand increases.*

Market Share



- Colorado's overnight marketable trips rose 4% year over year, while this type of travel increased 1% on a national basis. As a consequence Colorado increased its overall share of the national market for this discretionary type of travel to 2.7%:
 - *In 2011, Colorado gained a ranking of 16th among the 50 states as a destination for marketable leisure trips, up from 17th the prior year*
- Colorado's share of overnight touring trips rose to 3.5%, the same as a prior peak in 2007. Colorado ranked 11th among the states as a touring destination in 2011 .
- Colorado's share of outdoor trips increased to 3.9% which ranked it 9th among the states for this type of travel.
- In 2011, Colorado retained its number one ranking for ski trips across the country with an 18.6% share, which was down somewhat from 2010 (20%). Close-to-home ski destinations in the East picked up share from long haul destinations like Colorado.
- These pleasure and business travel volume estimates are based on trips taken by individuals 18 years of age or older, and include 11.7 million trips by residents of Colorado.
- Colorado had a 2.0% share of day trips nationwide in 2011.

Expenditures



- Total spending by domestic visitors to Colorado amounted to \$10.76 billion in 2011, 6% more than the \$10.15 billion spent in 2010.
- Overnight visitors' expenditures increased with their numbers, rising by 6% to \$9.4 billion in 2011.
- Spending improved among both leisure and business visitors:
 - *The expenditures of people visiting Colorado on marketable trips topped \$5.3 billion, 5% more than in 2010*
 - *A 7% increase in the spending of people visiting friends and relatives brought total expenditures for that segment to \$3.0 billion for the year*
 - *And business travelers spent \$1.1 billion in the state, a 1% increase over the prior year.*
- Day visitors' spending rose to \$1.38 billion in 2011, a 4% increase over 2010.
 - *Colorado residents, the majority (83%) of day visitors, accounted for 80% of day visitors' expenditures in the state*

Expenditures



- The increase in spending by overnight visitors benefited all of the five main business sectors affected by travel and tourism.
- Expenditures on transportation rose the most, gaining 13% to reach \$2.15 billion in 2011, a reflection of higher car rental rates and gas prices.
- And spending on lodging rose 7% to \$2.65 billion, a function of higher occupancy levels and increased room rates.
- Expenditures on food and beverage improved by 3% to \$1.84 billion
- Spending on recreation, sightseeing and attractions grew by a similar amount (3%) to \$1.46 billion.
- And retail purchases by travelers increased 4% to \$1.29 billion in 2011.

Expenditures



- People staying in commercial accommodations when traveling in 2011 tended to spend more on things apart from lodging than those staying with friends/relatives or in other types of accommodations, and this also applied to Colorado visitors:
 - *in 2010, those staying in commercial lodging accounted for 68% of all travel spending in the state*
 - *people staying in private homes and vacation properties contributed 23% of all travel expenditures*
 - *5% was spent by people staying in private or public campgrounds*
 - *The remaining 3% was contributed by people staying in other types of accommodations*
- People visiting Colorado in 2011 on marketable leisure trips spent, on average, \$370 per person in the state over the course of their trip. In comparison, the typical business visitor spent \$299, and a person on a VFR trip spent an average of only \$271.
 - *The most valuable among the marketable trip segments were people on ski trips spending \$1001 per capita, followed by country resort visitors (\$427), touring vacationers (\$371), and people on city trips (\$341)*

Expenditures



- *Colorado visitors on business-leisure and special event trips spent \$322 and \$303 per person, respectively, while people on outdoor trips (\$286) and casino trips (\$163) were the most economical in their spending*
- As we observed in prior years, the per capita expenditures of Colorado vacationers in both marketable and VFR segments were higher than their respective national averages:
- However, business travelers to Colorado in 2011 spent somewhat less than the norm for destinations (\$299 in Colorado vs. \$349 on a national basis).
- In 2011, the average expenditures of Colorado day visitors were also somewhat lower than the national average (\$48 vs. \$56).
- The higher leisure visitor spending in 2011 kept the inflation-adjusted total at parity with the 1992 benchmark.
- After regaining some ground lost against the benchmark as lately as 2008, subsequent declines in spending and increasing inflation have left business traveler spending at a substantial disadvantage to this benchmark.

Sources of Business



- In 2011 the West, consisting of the Mountain, West North Central and West South Central census regions, continued to provide the majority of Colorado's tourists:
 - *71% of all overnight leisure trips originated in this broad region in 2011*
- Colorado itself remained the top provider of vacationers:
 - *Contributing 41% of overnight leisure travelers about the same level as in 2010*
- California and Texas continued to be the top out-of-state markets for overnight Colorado vacations, followed by:
 - *Arizona*
 - *New Mexico*
 - *Illinois*
 - *Kansas*
 - *New York*
 - *Florida*
 - *Nebraska*
 - *Utah*

Sources of Business



- In 2011, 1 in 10 Colorado overnight tourists originated from the Pacific region, with somewhat fewer coming from the South and Midwest.
- Only 1 in 20 vacationers visited Colorado from the Northeast.
- The top urban areas generating Colorado's overnight tourists in 2011 were:
 - *Denver*
 - *Colorado Springs – Pueblo*
 - *Albuquerque – Santa Fe*
 - *Grand Junction - Montrose*
 - *Phoenix*
 - *Los Angeles*
 - *Dallas – Ft. Worth*
 - *Chicago*
 - *Salt Lake City*
 - *New York City*

Sources of Business



- A very high proportion (83%) of Colorado day trips in 2011 originated within the state itself, similar to what we found in 2010 (83%).
- Most of the remaining day trippers visited from neighboring states such as Wyoming, New Mexico, Utah, and Nebraska.
- The list of states providing day visitors also includes more distant places such as California and Texas, whose residents included Colorado on a day trip from a neighboring state or while passing through the region on a longer trip.
- The top urban sources of Colorado day trips in 2011 were the larger in-state urban centers of Denver, Colorado Springs/Pueblo and Grand Junction/Montrose – with the main regional out-of-state markets being Albuquerque/Santa Fe, Phoenix, Cheyenne/Scottsbluff and Salt Lake City:
 - *Other long haul markets made the “top ten” list (e.g., LA, Houston, Chicago, etc.), simply because of their size, but they should not be regarded as primary targets for marketing of day travel*

Colorado's Overnight Leisure Travel Profile



- Colorado's overnight leisure visitors in 2011 were demographically very similar to vacationers nationwide in a number of respects:
 - *average age of 46*
 - *almost two-thirds are married*
 - *4 in 10 have kids/teens living at home*
 - *over half have a college degree*
- There were just a few slight skews – Colorado overnight vacationers in 2011 were:
 - *split fairly evenly by gender vs. a slight female skew nationally*
 - *living in smaller households*
 - *slightly lower household income*

Colorado's Day Trip Profile



- In 2011, people taking day trips to or within Colorado resembled daytrippers nationally in terms of:
 - *gender, i.e. skewed slightly female*
 - *marital status – a majority are married*
 - *presence of children in the household*
 - *Income*
 - *employment*
 - *education*
- People on Colorado day trips had the following differences compared to the norm:
 - *age – average of 45 years old, slightly younger than the norm of 46*
 - *slightly smaller households*

Overnight Leisure Trip Characteristics



- Using the internet for trip planning is more prevalent among Colorado leisure visitors than it is among U.S. vacationers in general
 - *Half of Colorado visitors indicated they used the internet to help plan their trip 2011 trip, and to actually make a booking, compared to only 4 in 10 of their counterparts going to the typical destination*
 - *Usage of the internet for these purposes for both Colorado and the U.S. in general appears to have plateaued*
- In the Longwoods Travel USA™ survey in 2010, we added a series of questions about usage of “social media” to help plan and converse about travel. The questions were not trip-specific, but rather about usage “in the past 3 months”:
 - *Our on-going research for other destinations has shown that use of social media for/on specific trips is still very low, i.e., less than 5% using social media sites, phone apps, etc, so in order to make incidence numbers more meaningful, we made the time frame for the questions broader than just a single trip*
- In 2011, just under half (48%) of Colorado leisure visitors and American vacationers in general indicated that they engaged in some travel-related activity via social media (a list of 14 common activities was provided), up slightly from 2010 (44%).

Overnight Leisure Trip Characteristics



- The most common uses for social media “in the past 3 months” in this general context in 2011 for both Colorado vacationers and those visiting the average destination were:
 - *Using a smartphone while traveling (no specific purpose was specified) – this has increased sharply since a year ago from 1 in 10 to 1 in 6 vacationers*
 - *Posting travel photos and videos on social media websites*
 - *Reading travel reviews*
 - *Looking at other people’s travel photos*
- As was the case in 2010, relatively few people get more involved or seek out specific information, such as:
 - *Learning about travel deals/promotions*
 - *Seeking out or giving travel advice via social networking*
 - *Reading/writing a travel blog or contributing travel reviews*
 - *Subscribing to a travel newsletter*
 - *Connecting with others interested in travel*
 - *Following a destination on Facebook/Twitter*
 - *Tweeting about a trip*
- However, for most of these activities, the general directional trend seems to be towards slightly increased usage relative to 2010.

Overnight Leisure Trip Characteristics



- The length of vacation trips to Colorado remained stable in 2011:
 - *the average Colorado leisure trip lasted just under 5 nights away from home, about the same as in 2010, though still well below the 7 nights average in 2000*
 - *the average U.S. leisure trip remained constant as well, remaining at 3.6 nights away from home for the past 4 years*
- Approximately 6 in 10 visitors who came to Colorado from out-of-state drove their own car or truck, while 4 in 10 arrived by plane:
 - *About one-quarter of non-Colorado residents rented a vehicle while visiting*
- In 2011, about 6 in 10 Colorado vacationers stayed in some form of commercial accommodation (hotel, motel, inn, B & B) on their trip, while a third stayed with friends/relatives:
 - *These proportions are the same as in 2010*
- Just under 1 in 10 rented a home, condo or cottage/cabin, or stayed in a campground, while a similar number stayed at a second home/timeshare.

Overnight Leisure Trip Characteristics



- The typical Colorado leisure travel party numbered approximately 3 people in 2011:
 - *about the same as the national norm and unchanged versus 2010*
- The ratio of adults to children in the average Colorado and national travel party continued to be approximately 3 to 1.
- As we have observed for many years, the peak season for Colorado leisure travel is summer, and this held true for 2011 as well:
 - *Comparing 2011 to 2010, there was a very slight increase in winter and fall visitation and a corresponding drop in spring and summer traffic.*

Overnight Leisure Trip Characteristics



- In the Travel USA™ survey, respondents are asked about their participation in 38 different sightseeing, recreation, sports, and entertainment activities.
- On their trip in 2011, the most common pursuits for Colorado leisure visitors were:
 - *Shopping (37%)*
 - *Visiting a national or state park (25%)*
 - *Fine dining (21%)*
 - *Visiting a famous landmark or historic site (19%)*
 - *Hiking/backpacking (19%)*
- Other activities that vacationers less frequently took part in or visited included:
 - *Outdoor recreational activities such as swimming, camping, fishing, skiing and bicycling*
 - *Local cultural venues including museums , art galleries and theater*
 - *Breweries*
 - *Places for entertainment and nightlife, e.g., bars/nightclubs, casinos, festivals/fairs*
 - *Attractions such as zoos and theme parks*

Overnight Leisure Trip Characteristics



- Compared to the typical American vacation, a trip to Colorado more often includes activities and pastimes related to the mountains, such as visiting the national and state parks, hiking/backpacking, skiing, camping, fishing, biking, mountain climbing, etc.
- In addition, Colorado tourists are more likely to take in a landmark or historic site, museum, brewery, spa, or zoo than other travelers.
- The types of activities that Colorado vacationers enjoyed in 2011 were virtually the same as what we saw in 2010, with the only difference being a slightly higher level of participation in shopping.

Overnight Leisure Trip Characteristics



- In addition to enumerating the activities they engaged in, travelers were asked to identify which of several specific interests they had on their trip.
- Consistent with what we reported for the 2010 travel year, 3 in 10 Colorado vacationers in 2011 indicated that they were specifically interested in historic places on their trip, and almost as many said they were had an interest in cultural activities and attractions.
- There was a much lower level of expressed interest in culinary or wine experiences, eco-tourism or traveling with grand-children.
- The level of interest in cultural activities/attractions, culinary experiences and eco-tourism rose slightly versus 2010..
- Versus the national norm, Colorado vacationers seem more interested in all of these types of travel but particularly historic, cultural and eco-tourism.

Segment Profiles – Outdoor Trips



- Most of Colorado's outdoor vacation trips in 2011 originated instate (60%)
- The outdoor travelers in 2011 tended to be:
 - *The same age as outdoor vacationers nationally and Colorado tourists in general*
 - *The average age increased somewhat over the year (from 42 to 45)*
 - *Skewed male (versus and even split in 2010)*
 - *Average in terms of income – and lower than in 2010*
 - *Lower education level among Colorado visitors but above average for this type of travel nationally – again with a decline in education level versus 2010*
- The year over year changes seem to mark a return to the more typical profile of this segment we have seen in the past.

Segment Profiles – Outdoor Trips



- The trip characteristics of this segment in 2011:
 - *Among Colorado's three key vacation segments, the least likely to use the internet for Colorado trip planning/booking, though above average versus to the US norm:*
 - *A relatively short trip (about 4 nights)*
 - *A larger than average travel party size compared to the typical Colorado vacation (3.8 people vs. 2.9), though slightly fewer than the national norm (4.1)*
 - *Mainly a drive vacation with little fly-in.*
 - *Compared to other segments, much greater use of campgrounds and less use of commercial accommodations*

Segment Profiles – Outdoor Trips



- In 2011, the activities and interests that outdoor vacationers most often took part in included:
 - *Hiking/backpacking (49%)*
 - *Camping (48%)*
 - *Visiting a national/state park (37%)*
 - *Fishing (31%)*
- Colorado's outdoor vacationers occasionally experienced:
 - *Historic places/historic tourism*
 - *Cultural tourism*
 - *Shopping*
 - *Biking*
 - *Eco-tourism*
 - *Water activities like swimming, rafting, boating,*
 - *Skiing/snowboarding*
 - *Mountain climbing*
 - *Hunting*

Segment Profiles – Touring Trips



- ◉ Most Colorado touring vacationers in 2011 visited from out-of-state:
 - ◉ *In 2011 , 7 in 10 lived outside Colorado, about the same as in 2010*
- ◉ Touring vacationers nationally tended to be slightly older than other vacationers, and Colorado touring vacationers were skewed even older, averaging 49 years of age
- ◉ In terms of other demographics, this segment in 2011 :
 - ◉ *Was skewed male – previously more female*
 - ◉ *Had average income and education:*
 - ◉ *Reflecting improvement from below par over the year*
- ◉ This segment made extensive use of the internet for planning and booking elements of their Colorado trip:
 - ◉ *They were also one of the segments most likely to use a travel agent, with 8% indicating use at the planning and booking stages of their travels*

Segment Profiles – Touring Trips



- The touring trip to Colorado in 2011, at 4.9 nights away from home, was longer than the average U.S. touring trip (4.2 nights) and the same as the typical Colorado trip (4.9 nights):
 - *As noted last year, it is important to remember that the actual stay in the state (not measured in 2010 or 2011) is typically only half of the trip length for this segment*
- The party size for Colorado touring trips in 2011 was slightly higher than the leisure trip average for the state (3.3 people vs. 2.9); however, it was similar to the national touring norm.
- For most touring vacationers, the Colorado trip in 2011 was a driving vacation:
 - *7 in 10 arrived in their own vehicle*
 - *About 2 in 10 flew in, then rented a car for their touring*
- As in prior years, touring vacationers to Colorado in 2011 were the leisure segment making the greatest use of commercial accommodations.
- As we have seen before for both Colorado and the nation as a whole, the touring vacation is about variety – touring vacationers tend to do a lot more and see more things than other segments

Segment Profiles – Touring Trips



- The top activities and specific interests for touring vacationers in 2011 included:
 - *Visiting a national or state park (62%)*
 - *Visiting a landmark or historic site (53%)*
 - *75% indicated they were particularly interested in historic places on their trip*
 - *Shopping (46%)*
- Among Colorado's key leisure segments, they were the group most likely to seek out/visit:
 - *Cultural activities and attractions, including museums or art galleries, theater*
 - *Fine dining, exceptional culinary experiences , wine and brewery tours/tasting*
 - *Casinos*
 - *Nightlife, such as bars, discos and nightclubs*
 - *Festivals/fairs*
 - *Zoos*
- In addition to sightseeing and entertainment, touring vacationers in Colorado often participated in outdoor activities such as hiking/backpacking, swimming, mountain climbing, camping, etc.

Segment Profiles – Ski Trips



- In 2011, we observe a return to the more typical demographic profile for ski vacationers in a number of respects:
 - *Three-quarters of overnight trips are from out-of-state – vs. 6-in-10 in 2010*
 - *A strong male skew vs. a more even gender split a year earlier*
 - *An upscale income and education profile, though not as extreme as in 2010*
- Colorado ski vacationers in 2011 continued to be younger than other vacationers, which is typical of skiers across the country.
- With the greater influx of out-of-state skiers we also see higher than average use of the internet and travel agents for trip planning and booking compared to Colorado visitors generally.
- Colorado ski trips averaged 4.5 nights away from home in 2011, about the same as the year before.
- Colorado ski parties tended to be larger than the typical Colorado visitor party, at about 4 individuals.

Segment Profiles – Ski Trips



- In 2011, ski vacationers were slightly more likely to drive to their destination in the state (55%) than fly in (43%):
 - *about 3 in 10 made use of rental cars, and a few (7%) traveled by bus*
- The accommodations used by ski vacationers in 2011 reflect a mix of commercial accommodations, rentals, second homes and unpaid accommodations:
 - *About half stayed in hotels, motels and/or inns/lodges*
 - *1 in 3 rented a condo, home or cottage*
 - *1 in 10 used their own home or time share*
 - *And 2 in 10 stayed with friends and relatives*

Segment Profiles – Ski Trips

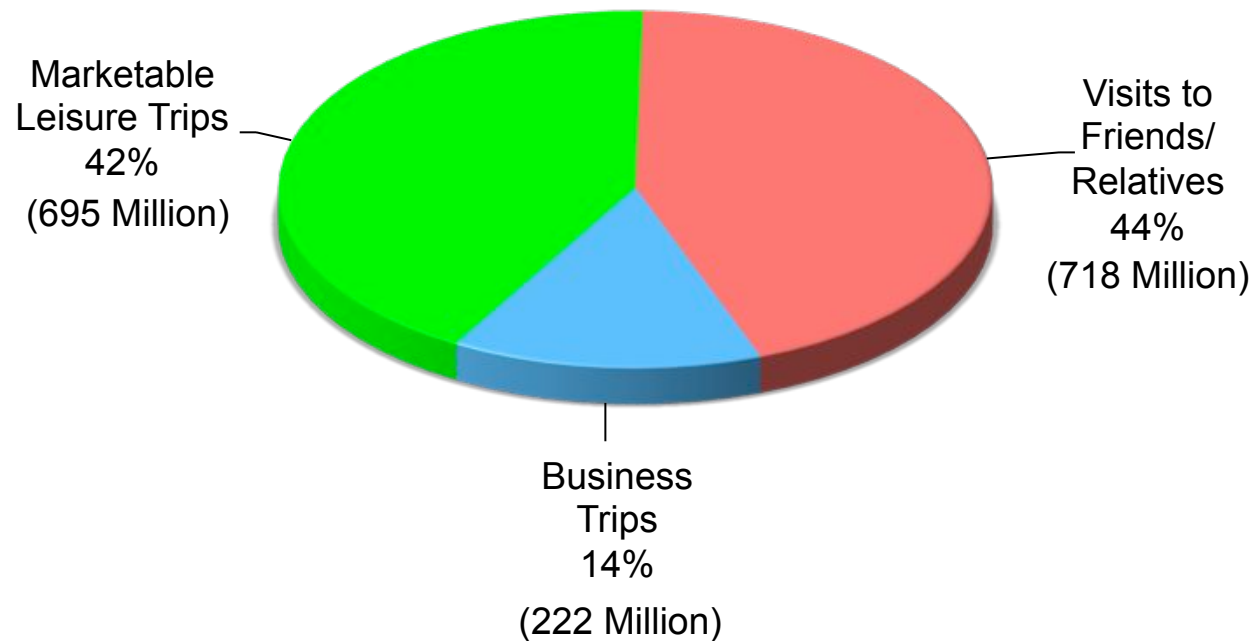


- The activities that ski vacationers most often took part in while visiting during 2011, apart from skiing itself, were:
 - *Shopping (31%)*
 - *Brewery (21%)*
 - *Fine dining (14%)*
 - *Nightlife including a bar, disco or nightclub (14%)*
- About 1 in 10 also took in a landmark/historic site, national or state park, spa, or hiking.
- With the exception of culinary experiences, these visitors had below average interest in the rest of the specific types of experiences we asked about on the survey, e.g., historic, cultural or eco-tourism, or wine.

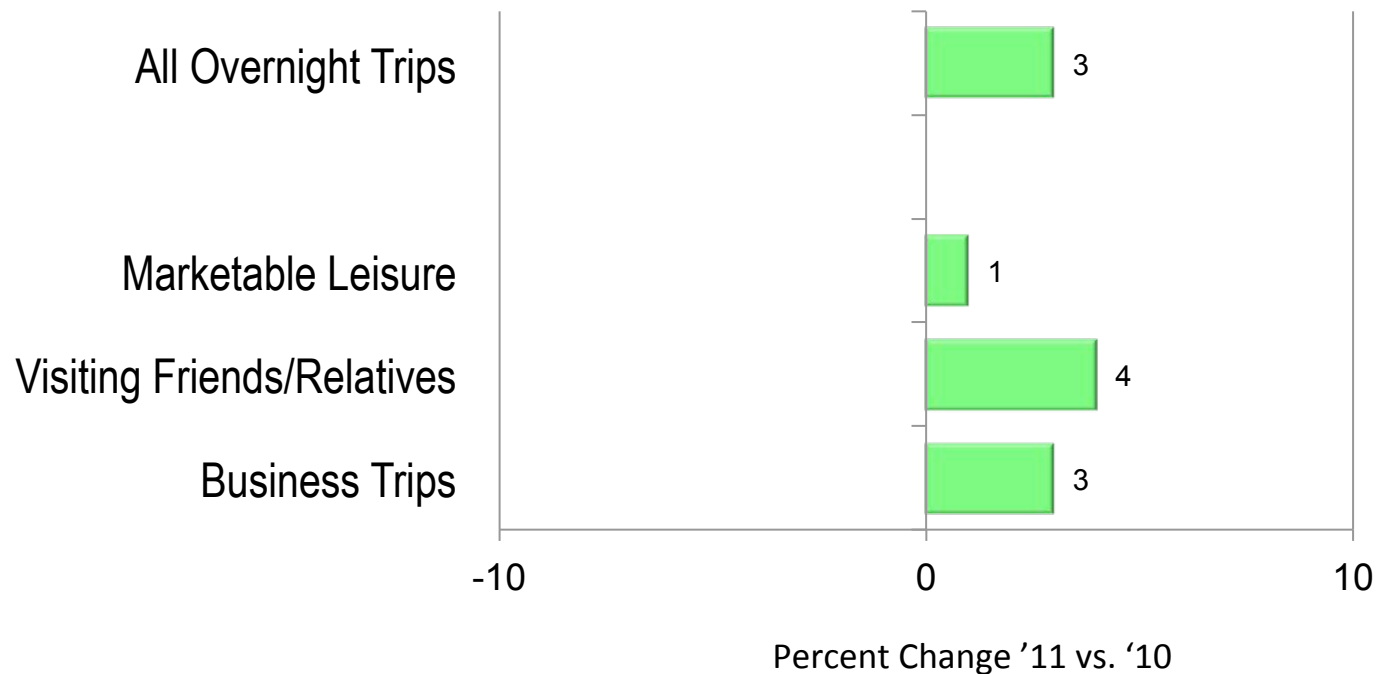
Detailed Findings

Size & Structure of the U.S. Travel Market

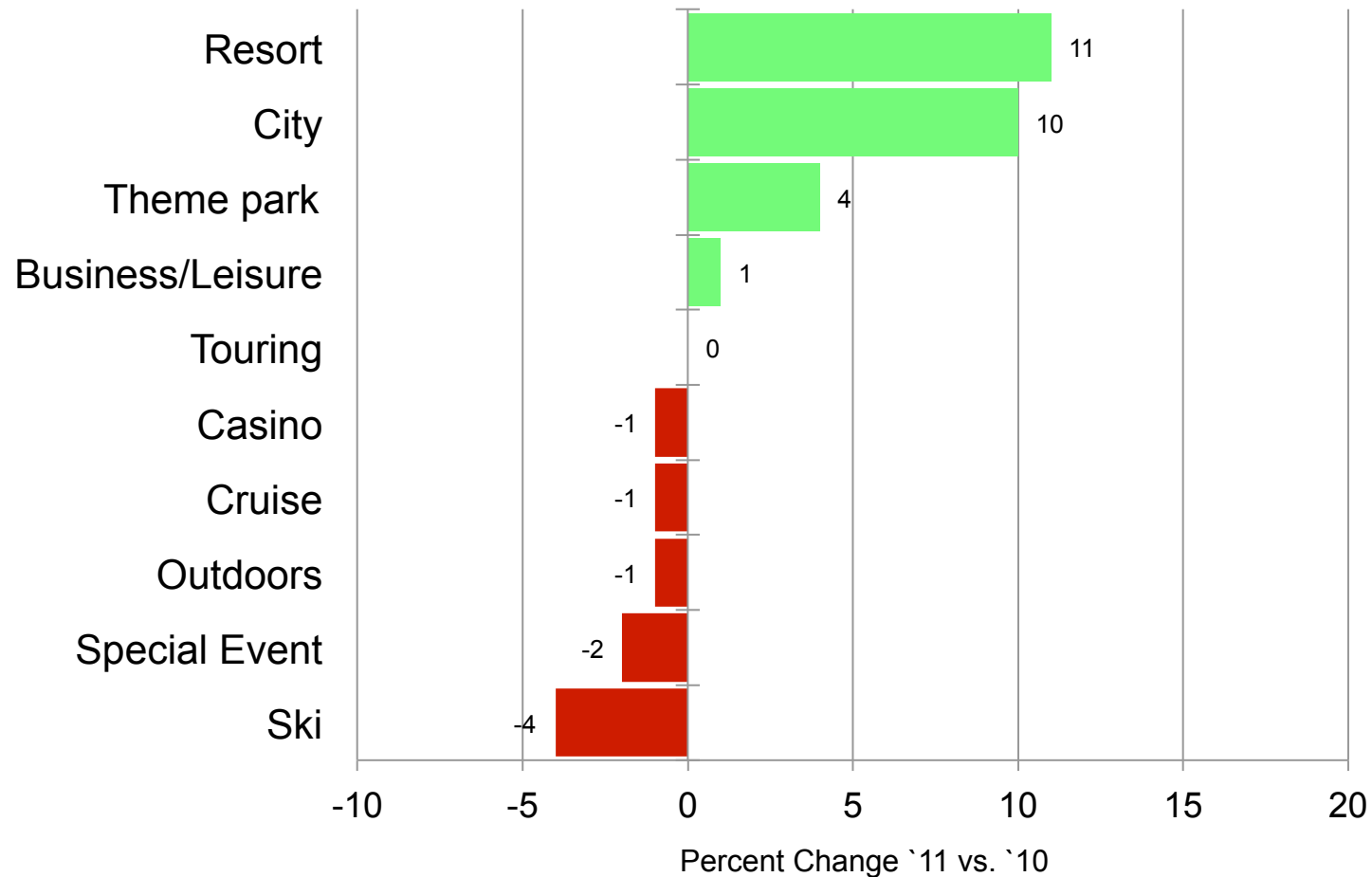
Size of the U.S. Travel Market — 2011 Overnight Trips



U.S. Market Trends for Overnight Trips — 2011 vs. 2010



U.S. Overnight Marketable Trip Trends — 2011 Travel Year



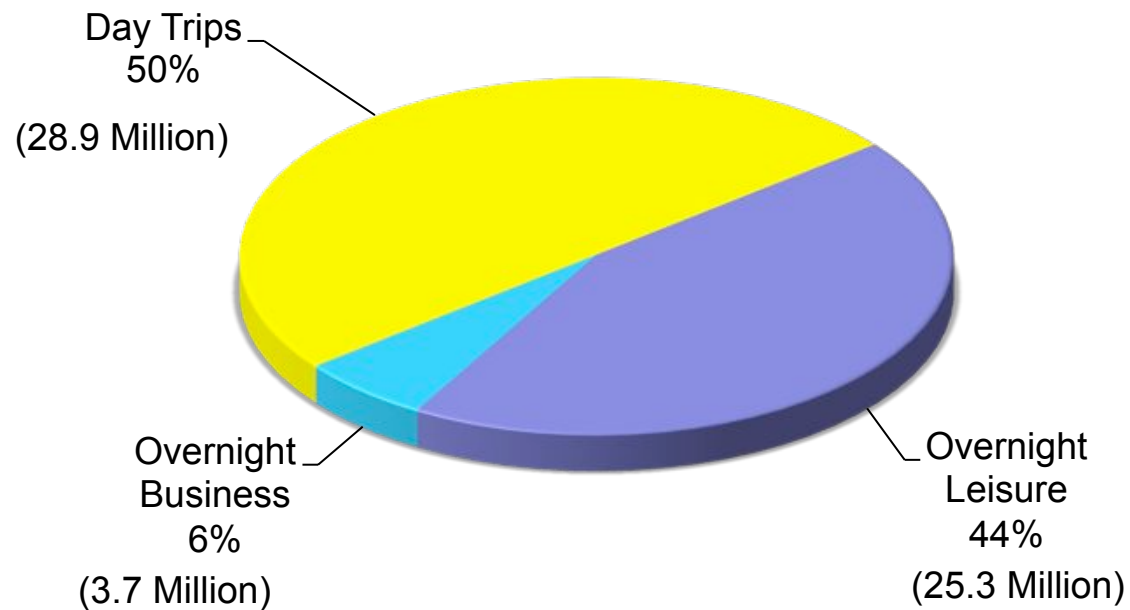


Size & Structure of Colorado's Travel Market

Day & Overnight Trips to Colorado in 2011



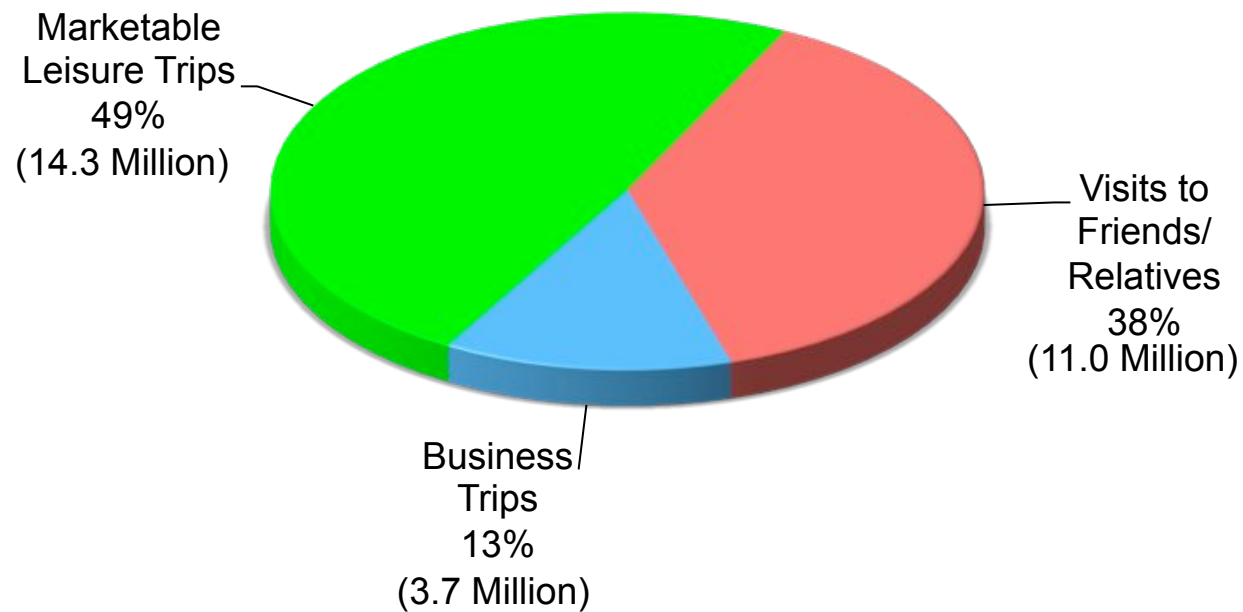
Total Trips = 57.9 Million



Size of Colorado's Travel Market — 2011 Overnight Trips



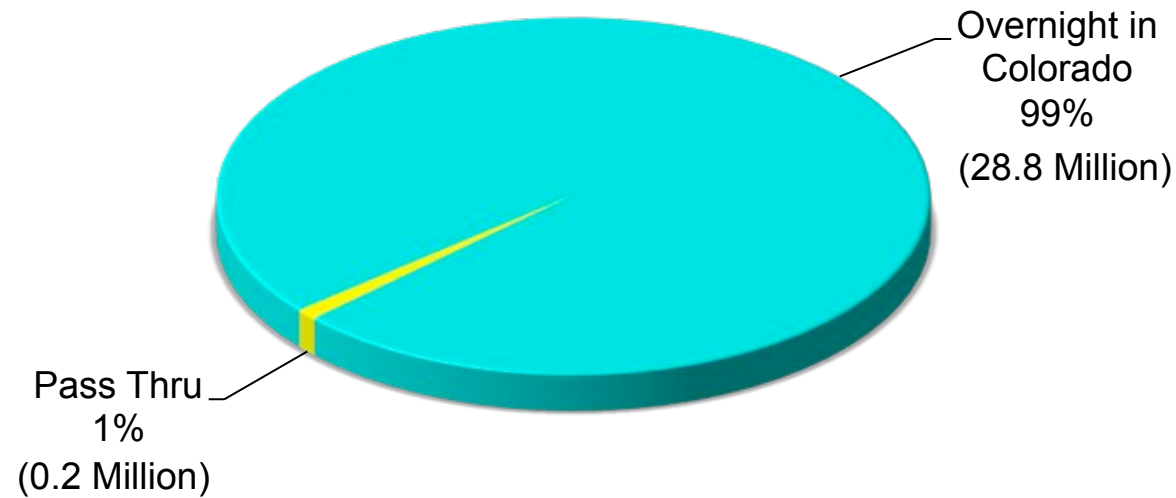
Total Trips = 29.0 Million



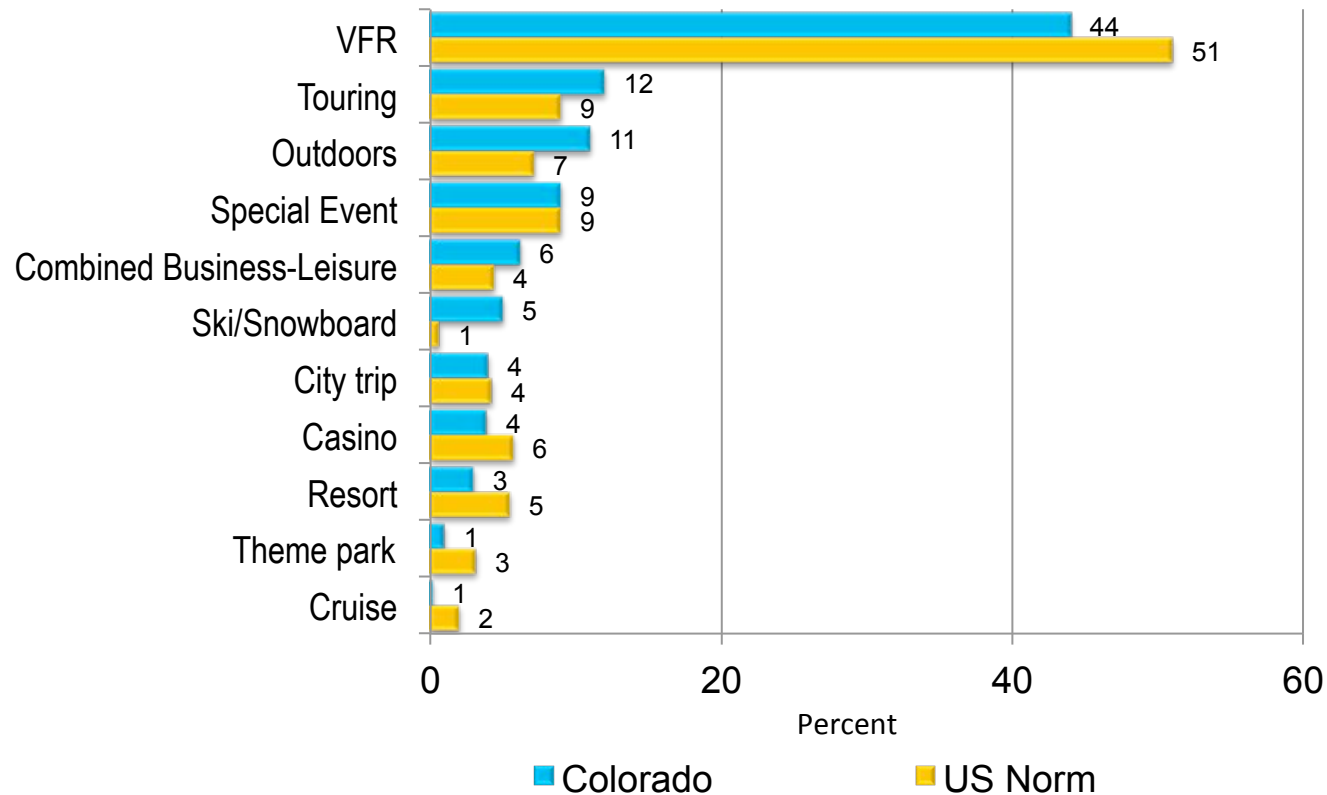
Overnight Trips Including Colorado in 2011



Total Trips = 29.0 Million



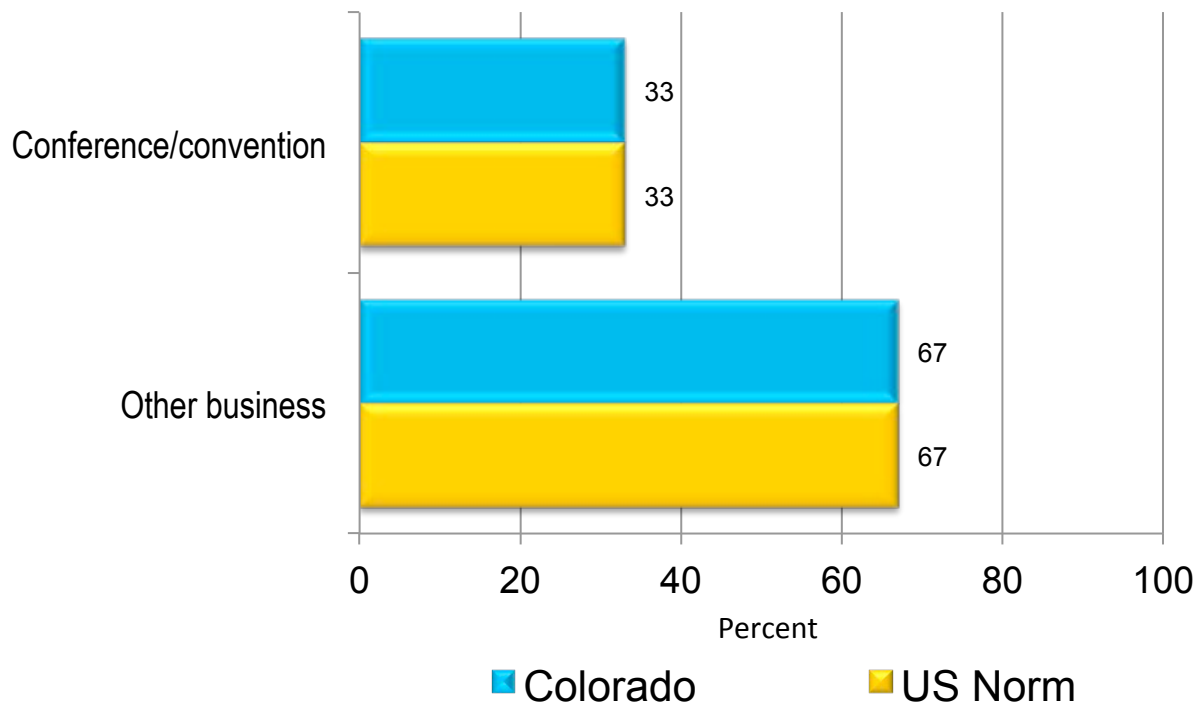
Main Purpose of 2011 Overnight Leisure Trips vs. the U.S. Norm



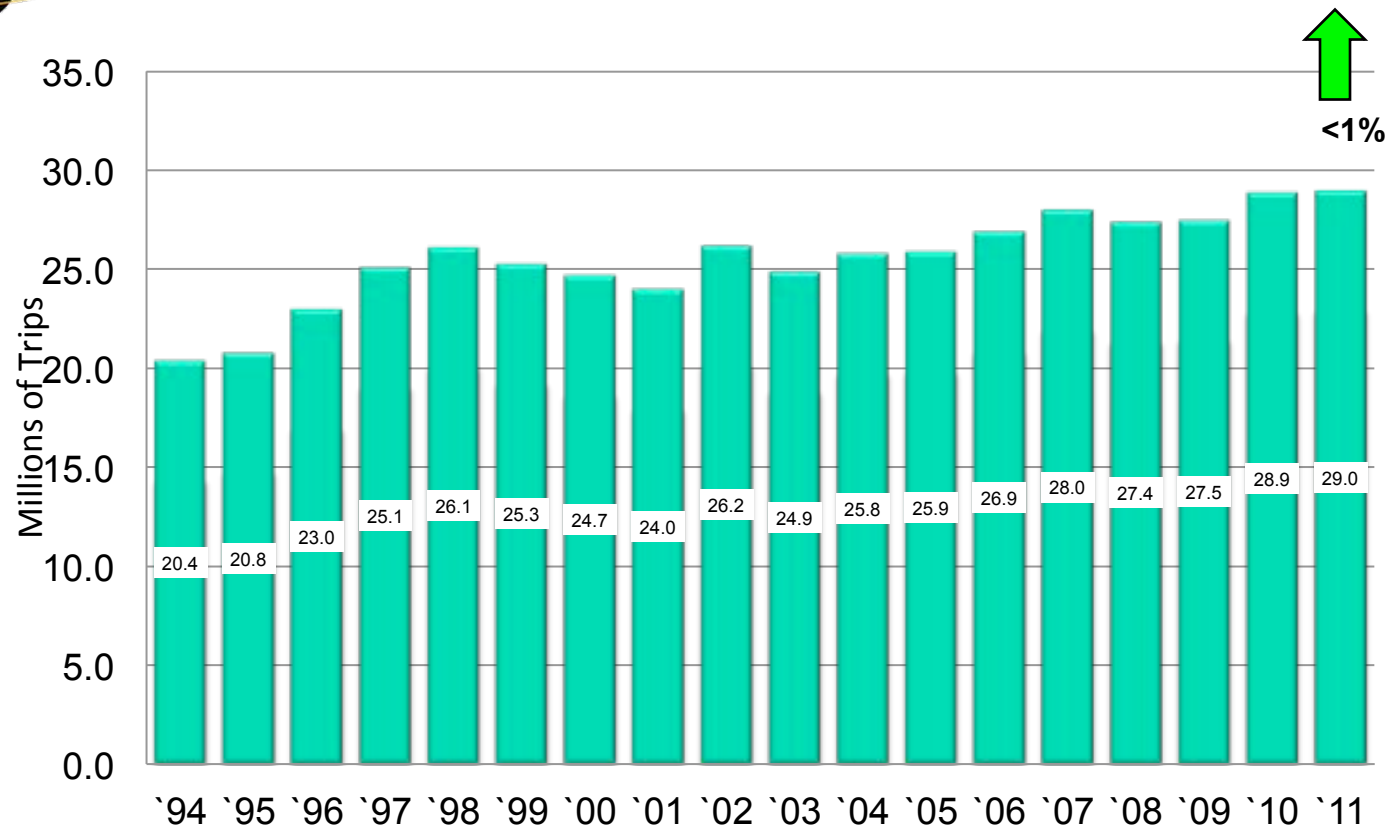
Main Purpose of 2011 Overnight Business Trips vs. the U.S. Norm



Base: Overnight Business Trips

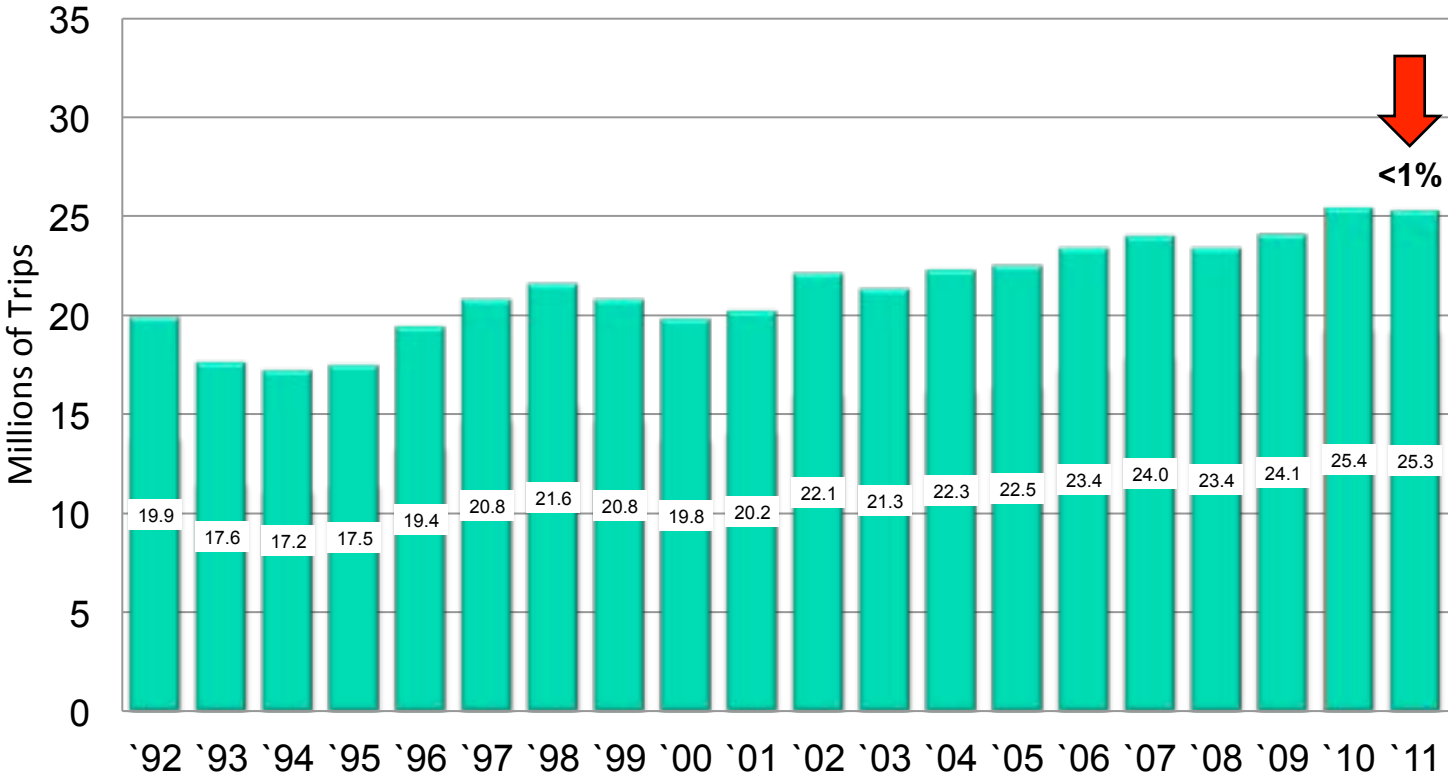


Overnight Trips to Colorado — 1994 to 2011

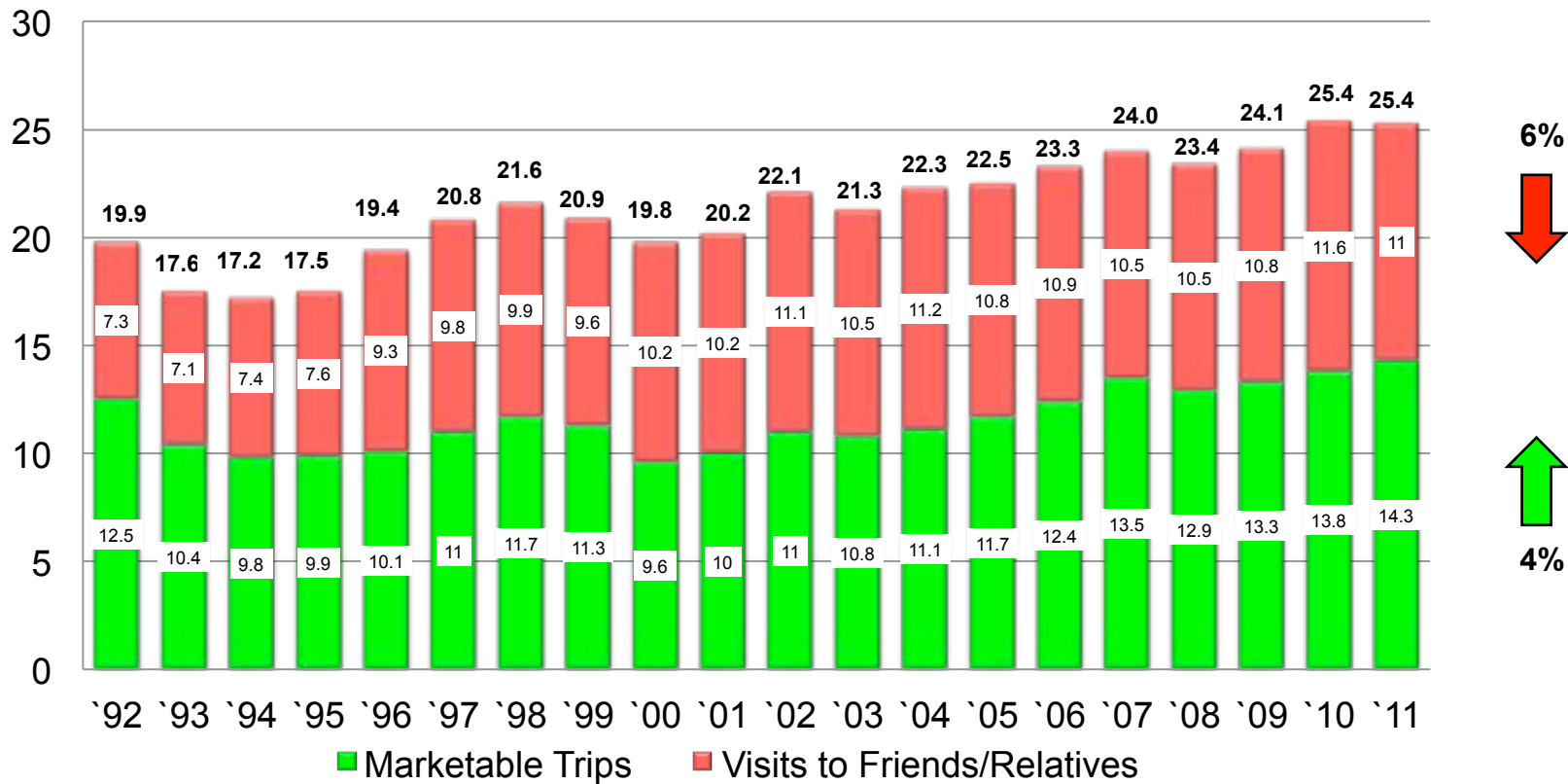


Note: Referencing this and subsequent charts showing annual trends, the Travel USA® survey was standardized for Leisure travel starting in 1992, so all charts about Leisure travel begin with that year. Questions about business trips were added in 1994; so charts about business travel or that show a total of Leisure and business start with 1994 data.

Overnight Leisure Trips to Colorado — 1992 to 2011

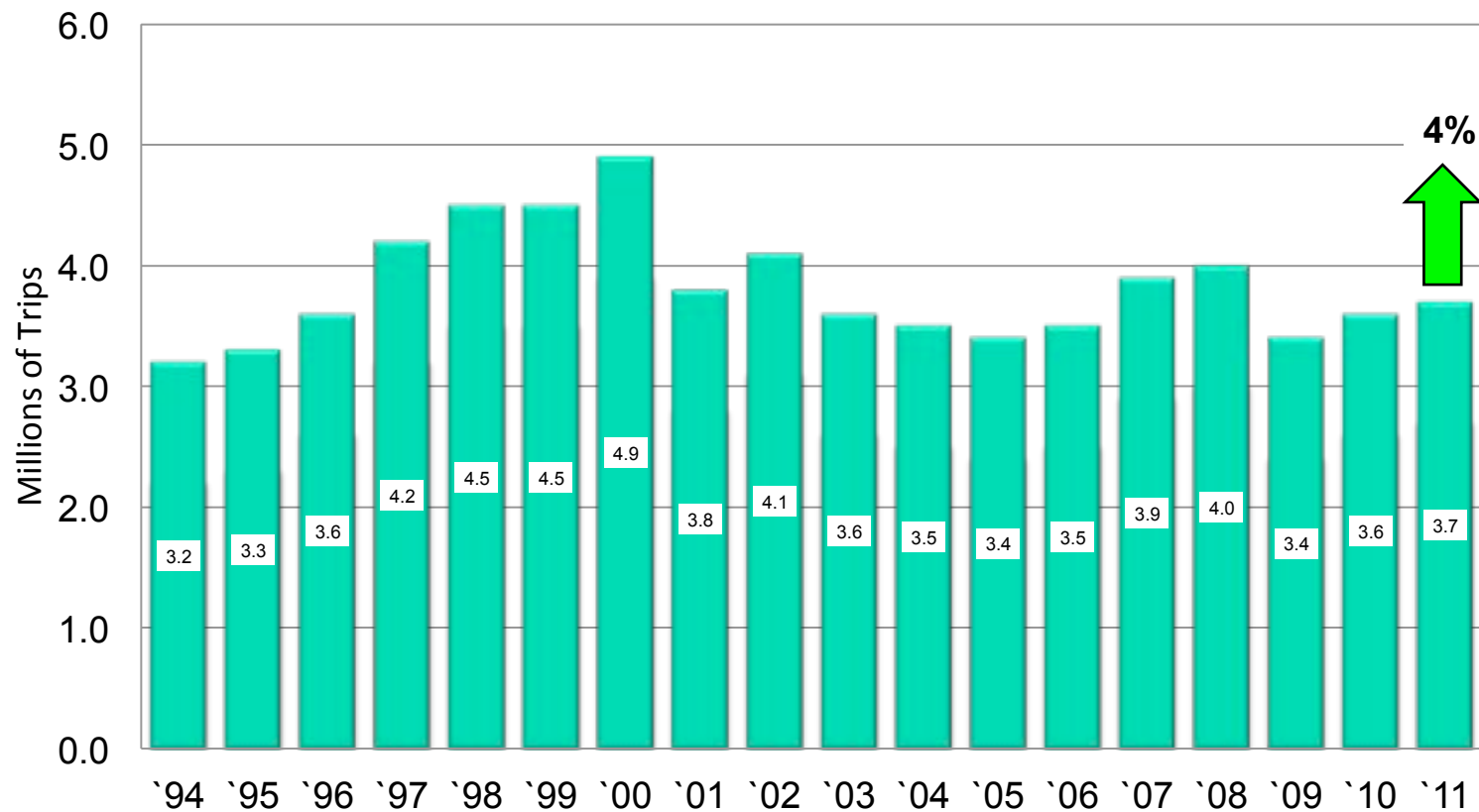


Structure of Colorado's Overnight Leisure Travel Market

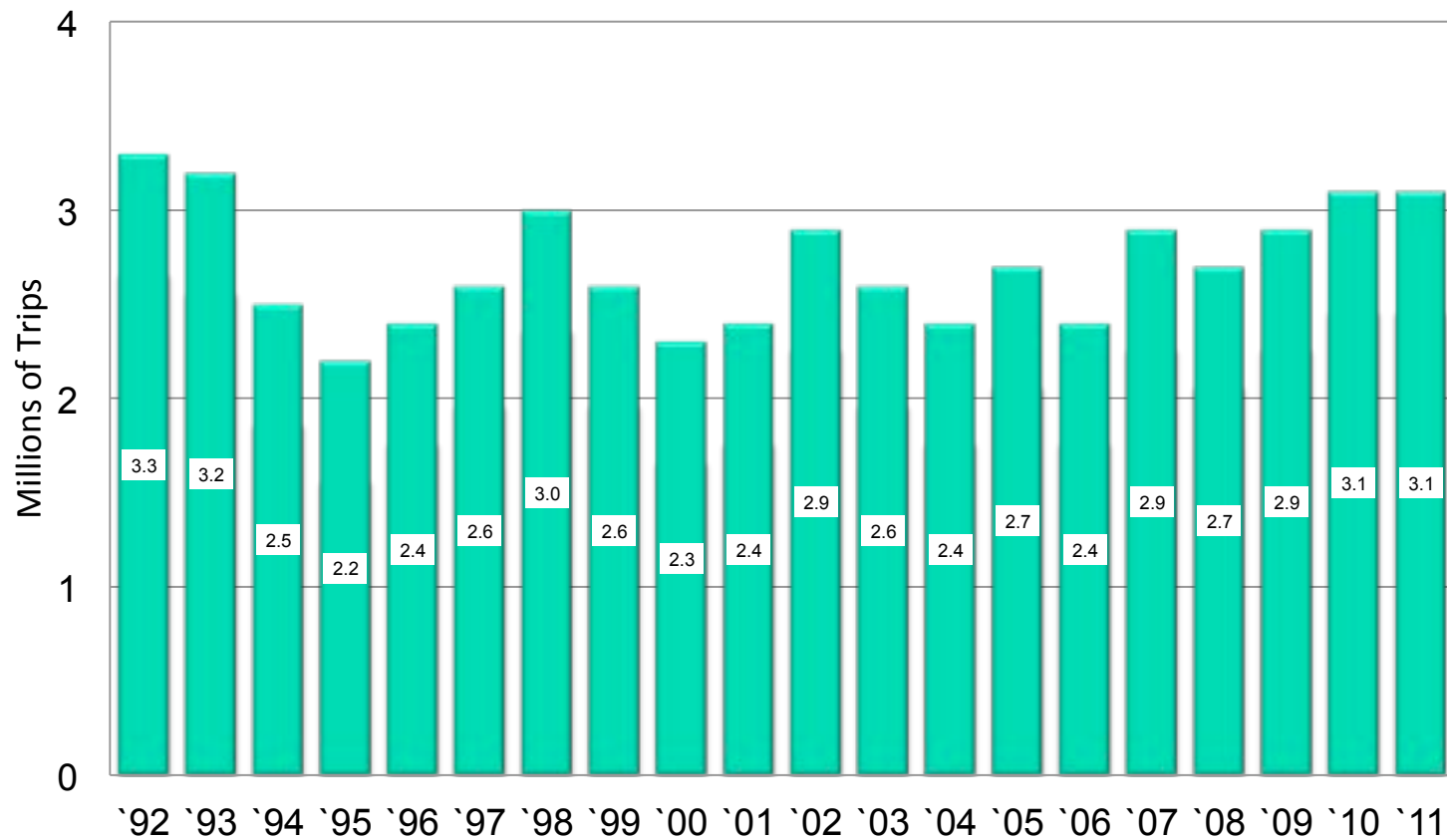


*Data are rounded.

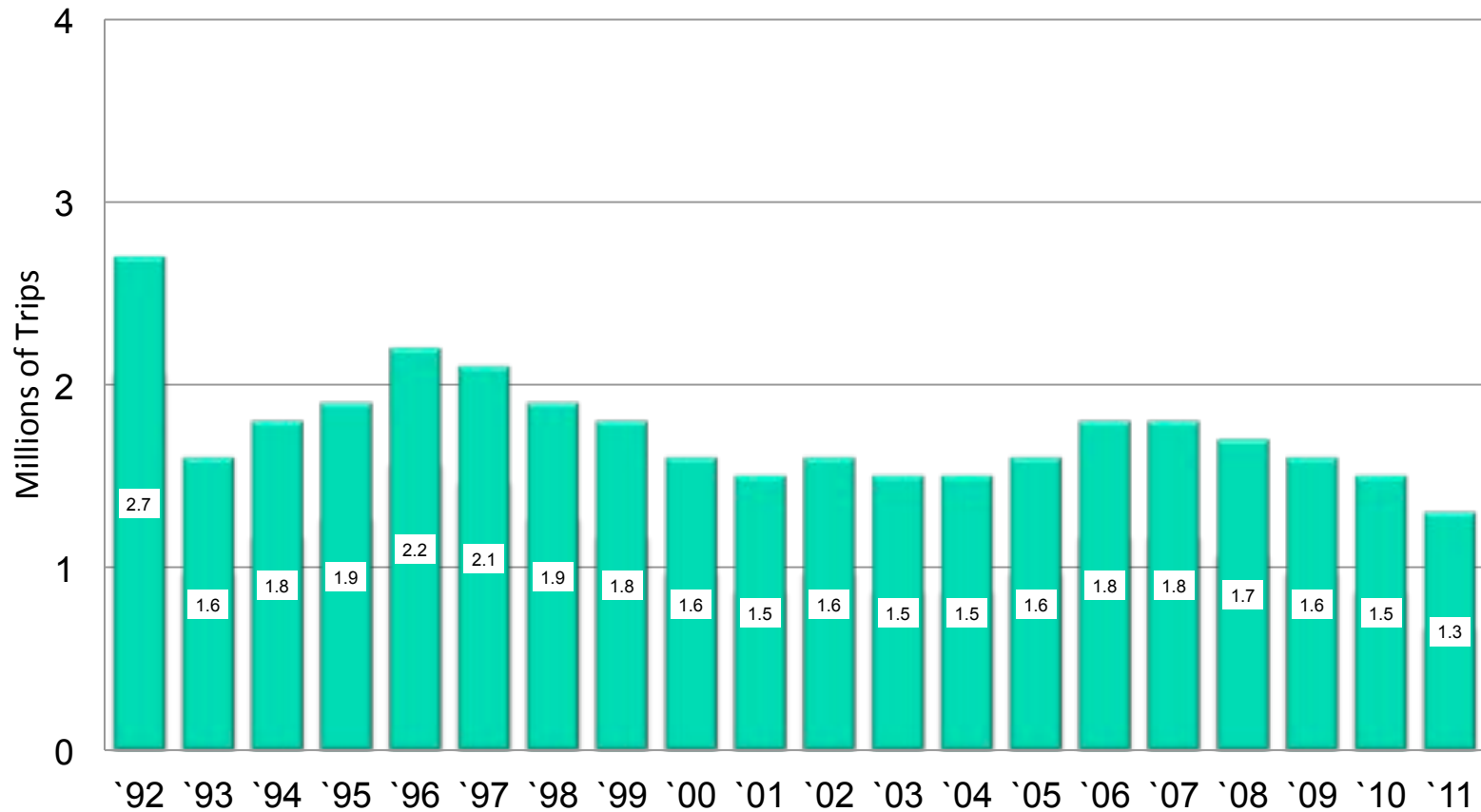
Overnight Business Trips to Colorado — 1994 to 2011



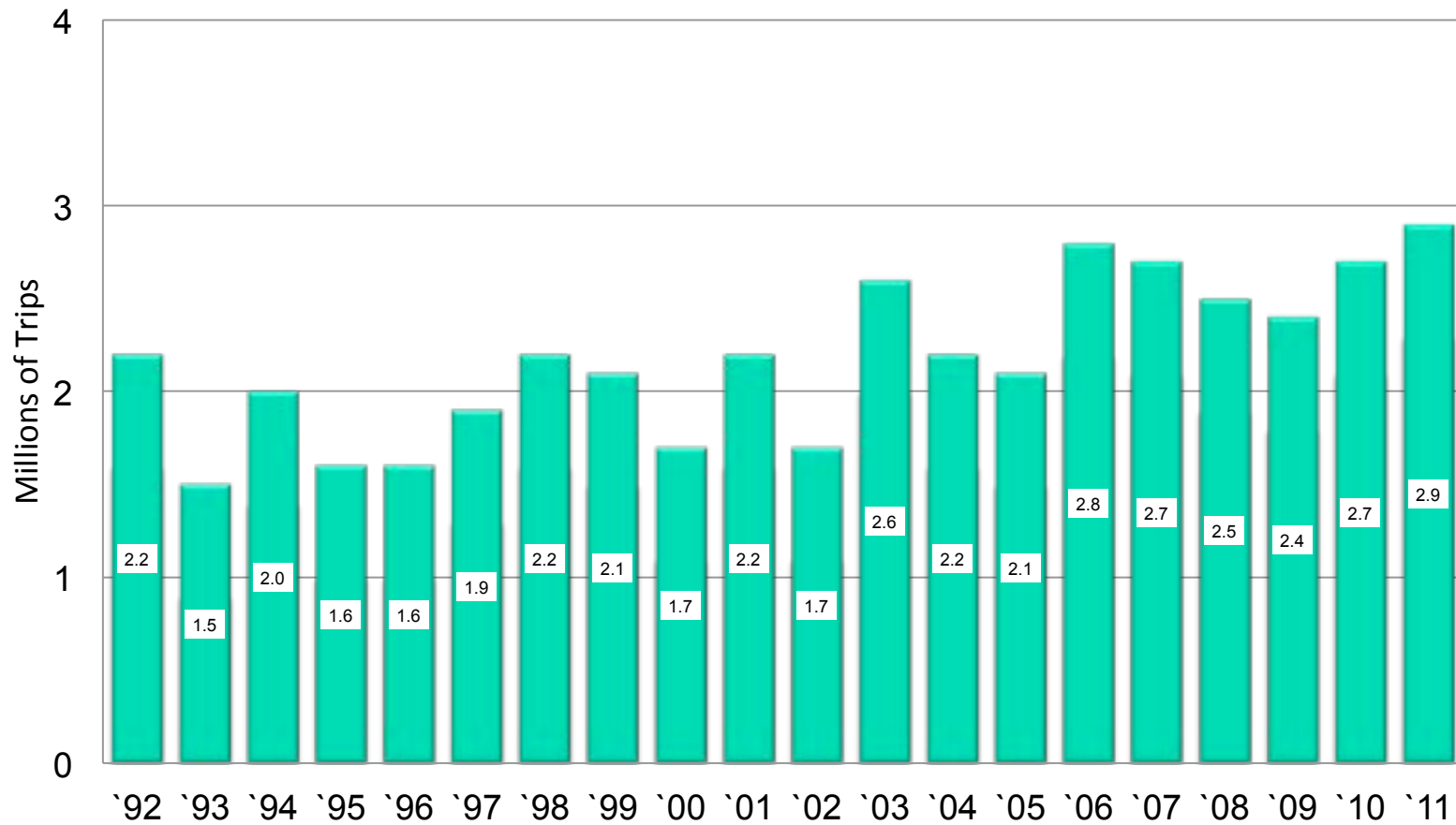
Overnight Touring Trips to Colorado



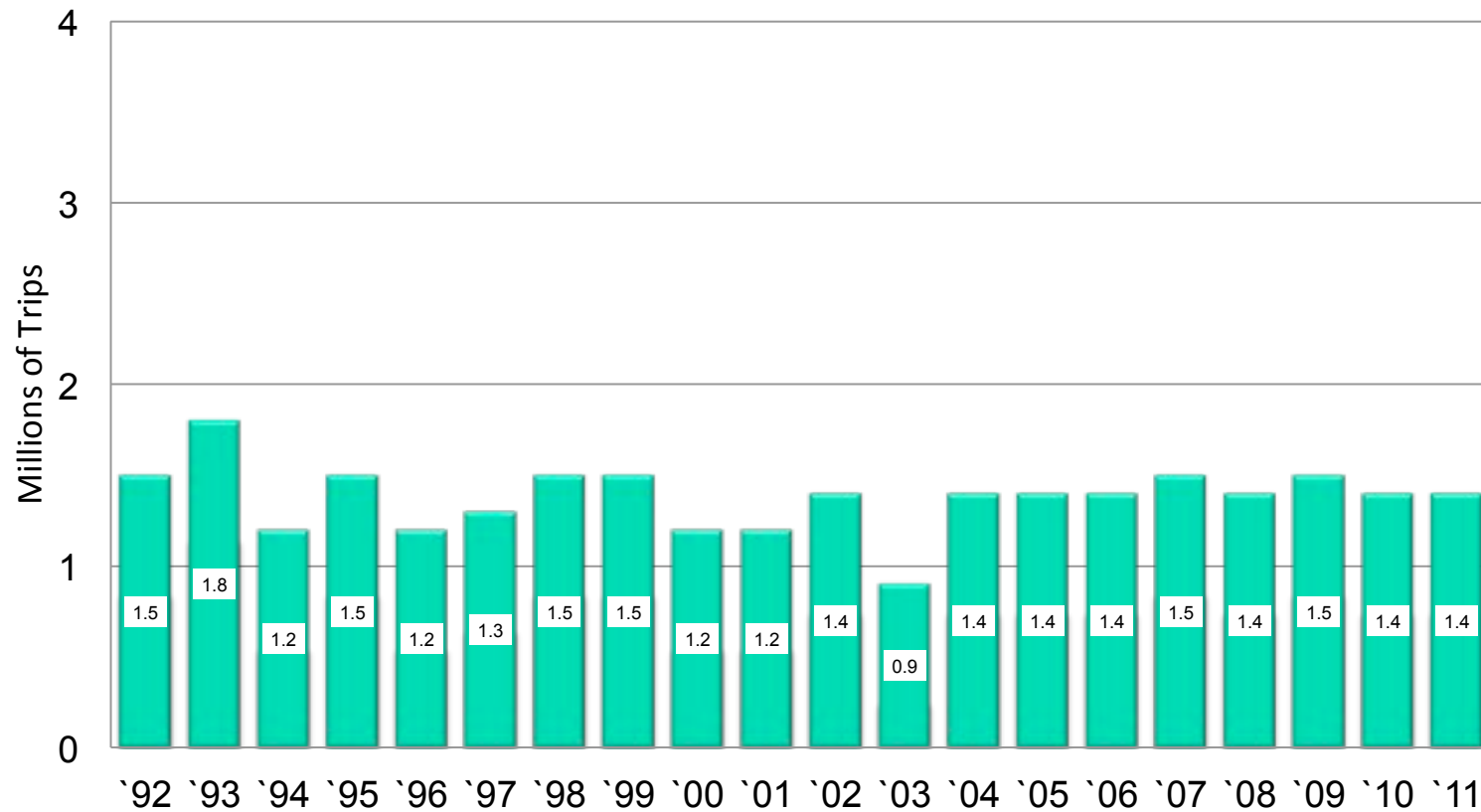
Overnight Ski Trips to Colorado



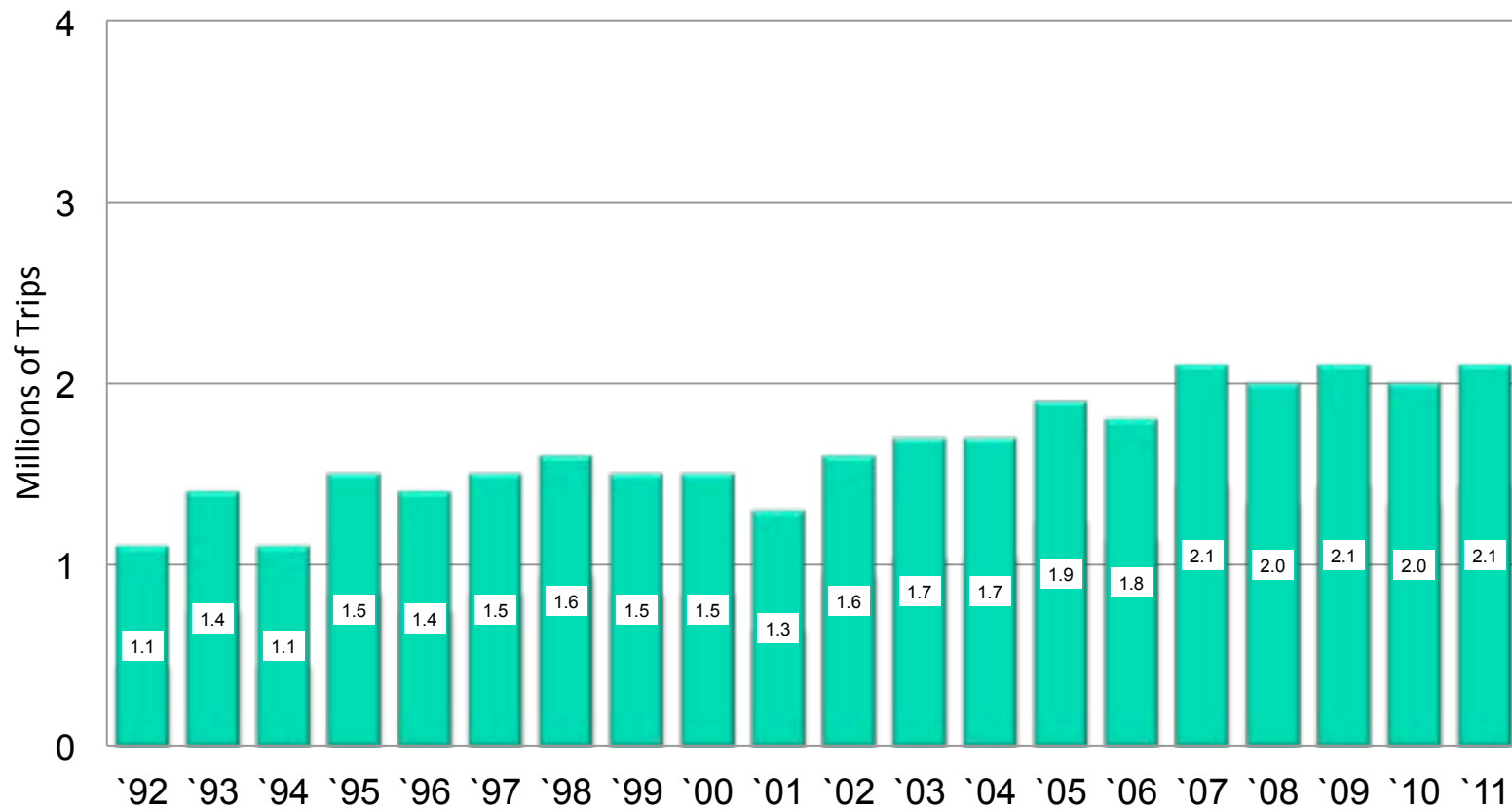
Overnight Outdoor Trips to Colorado



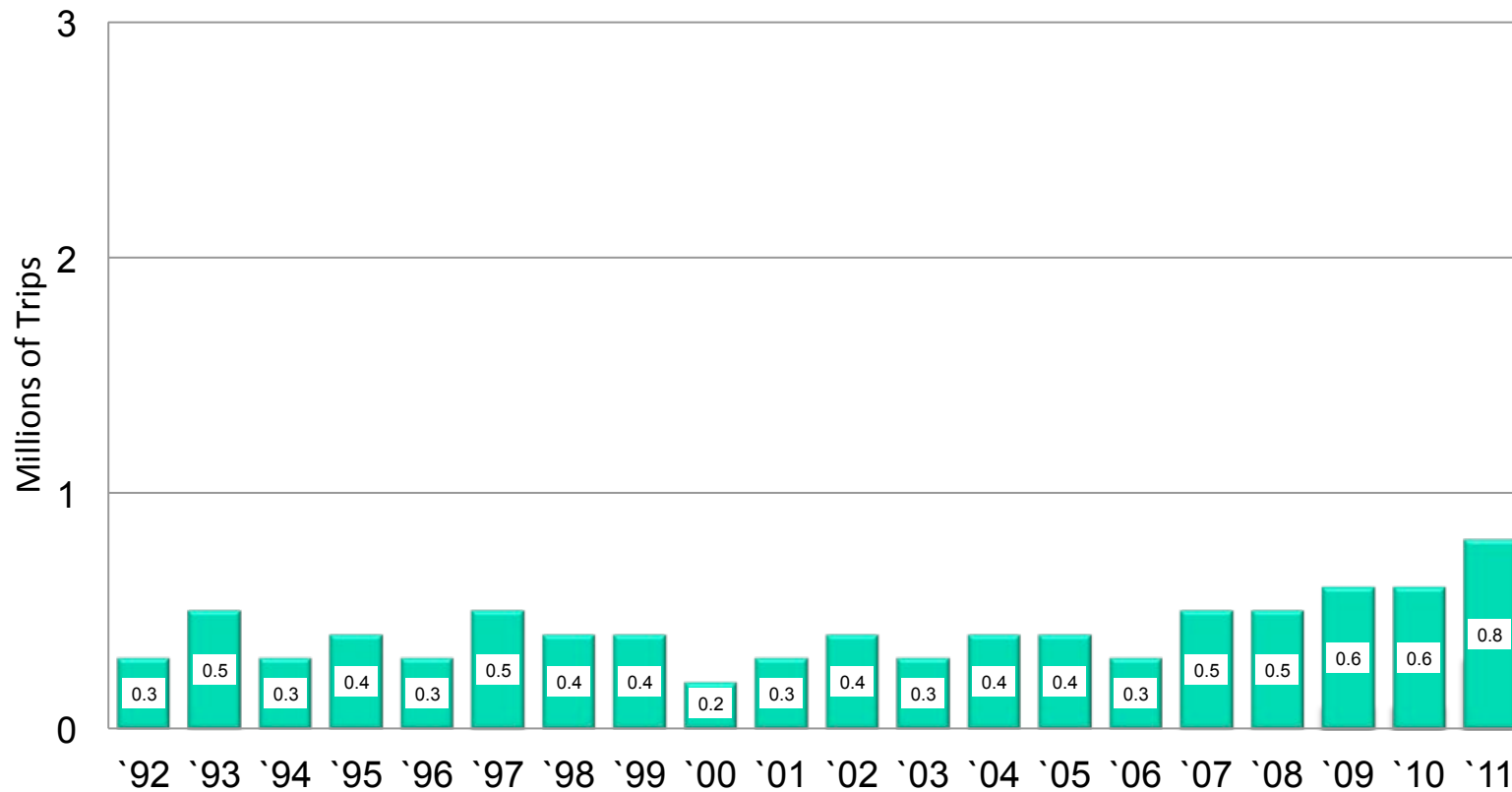
Overnight Business-Leisure Trips to Colorado



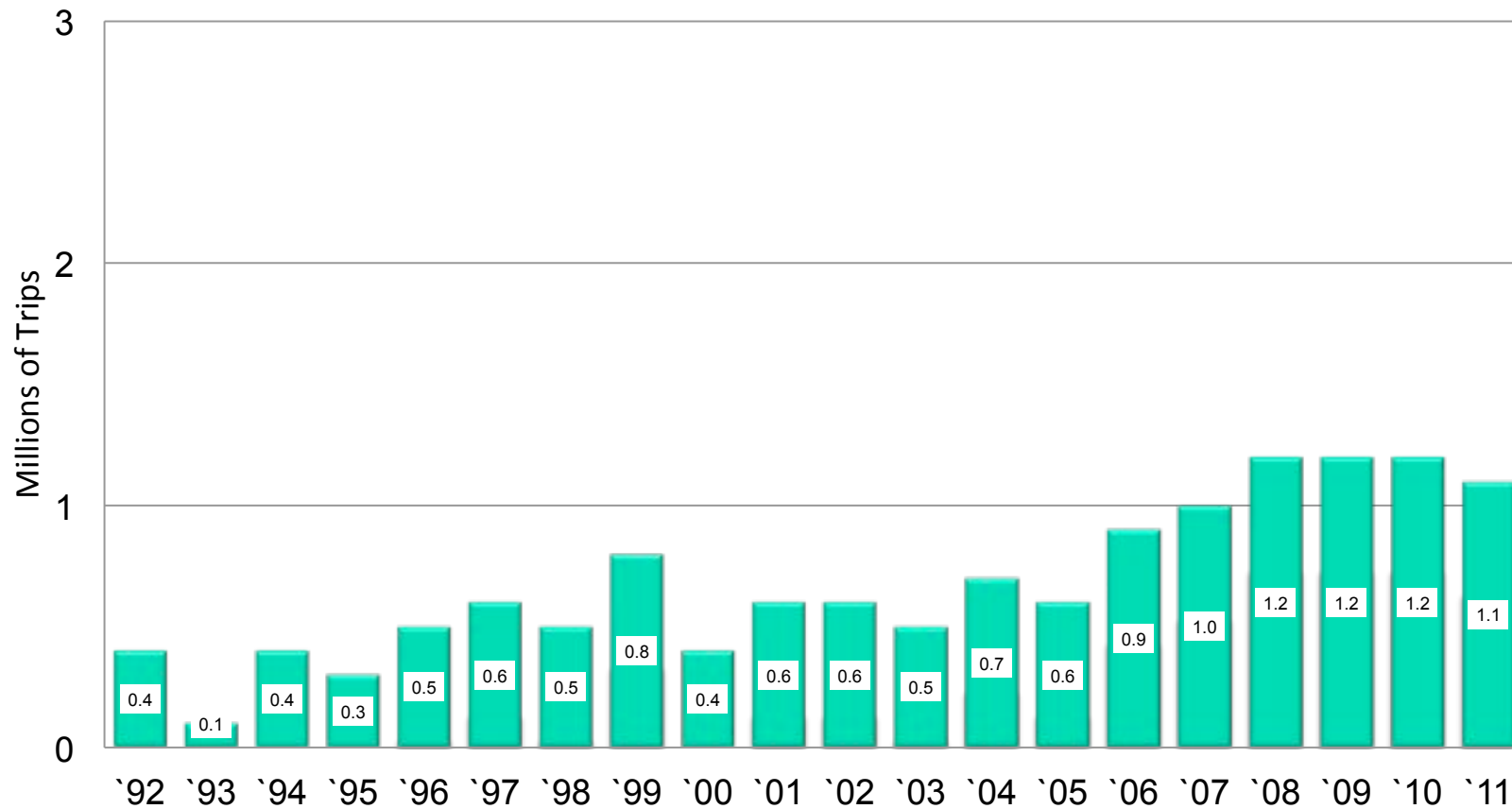
Overnight Special Event Trips to Colorado



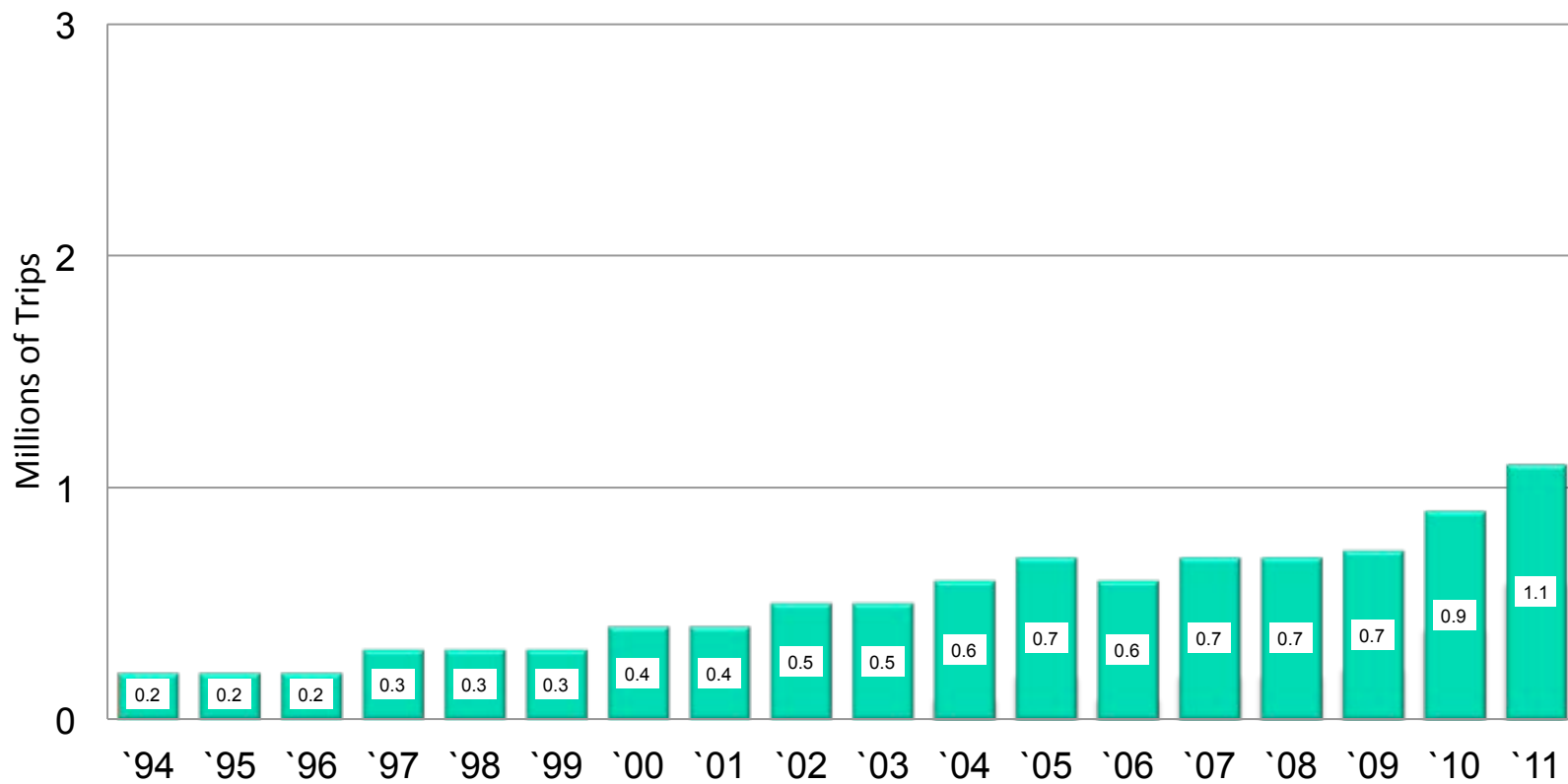
Overnight Country Resort Trips to Colorado



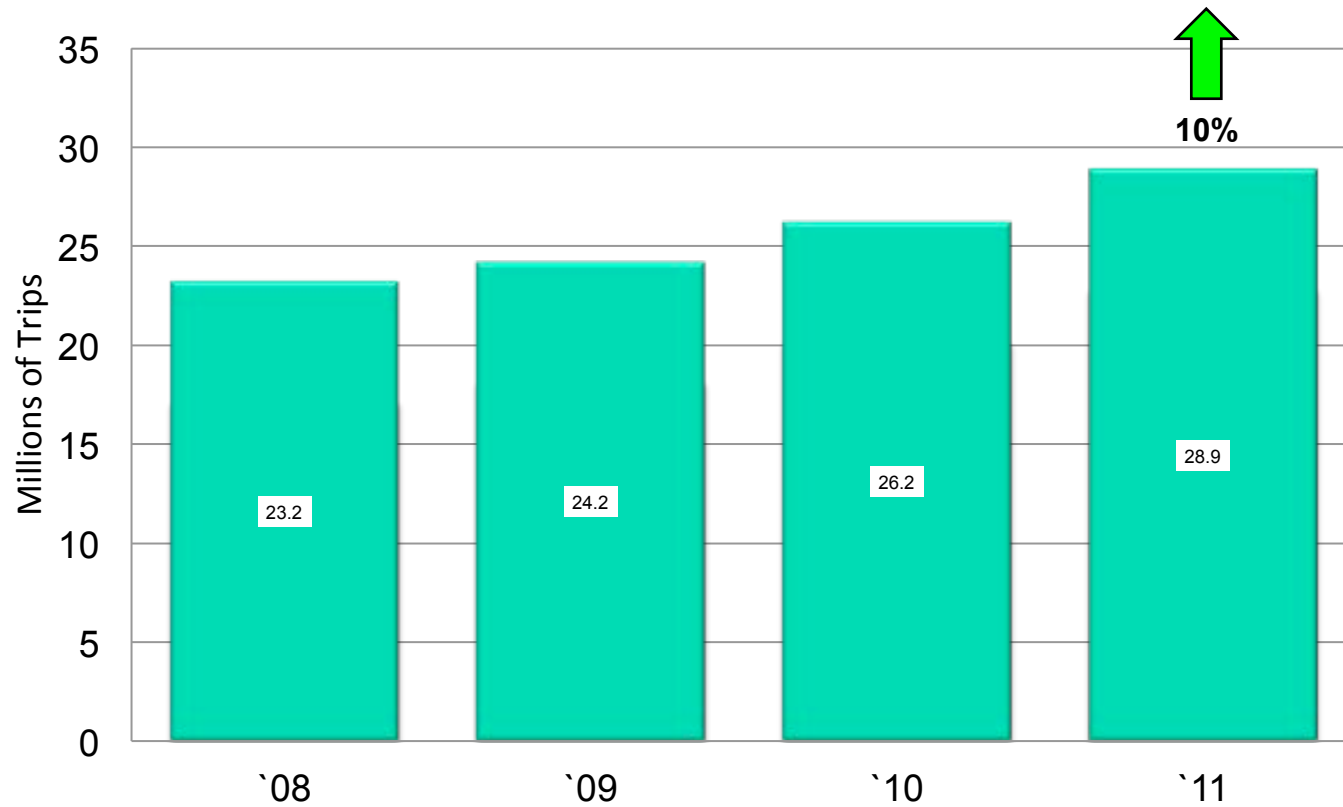
Overnight City Trips to Colorado



Overnight Casino Trips to Colorado



Day Trips To/Within Colorado

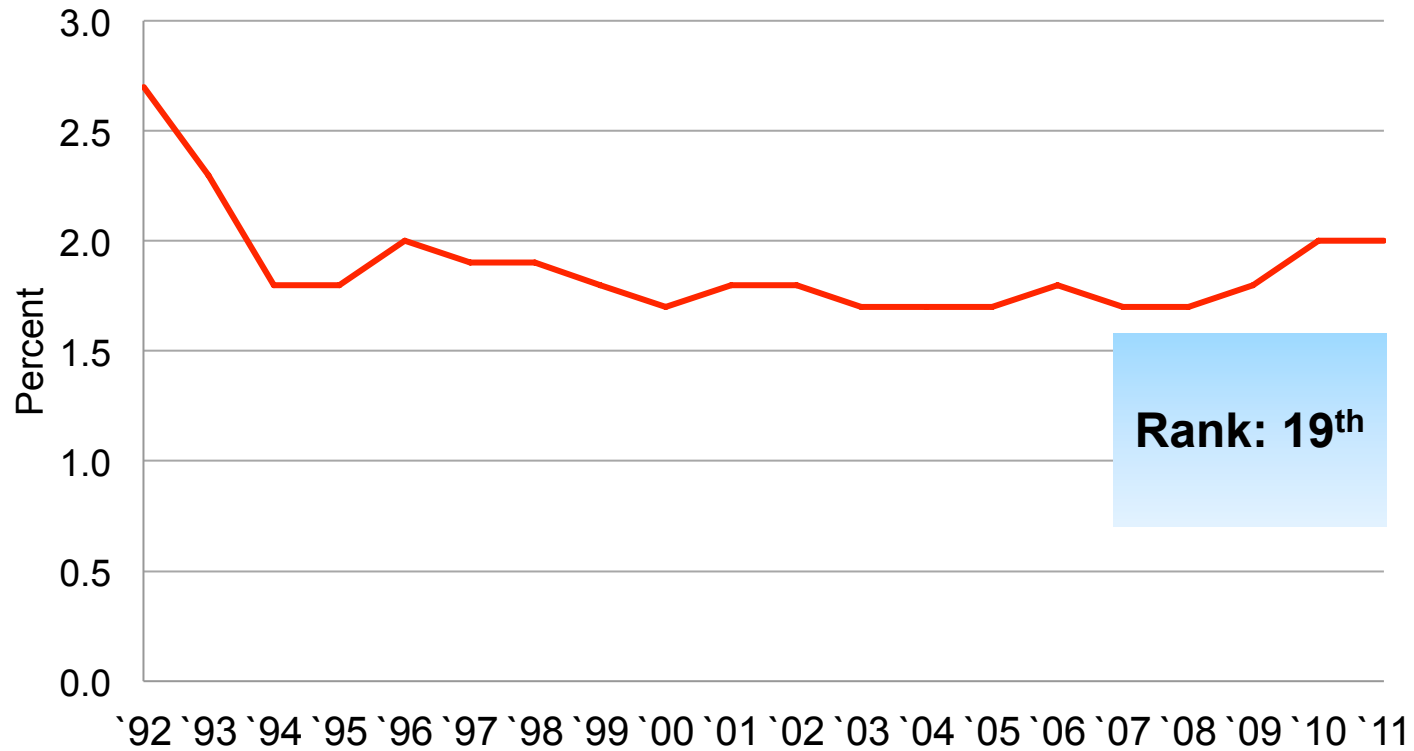


The Competitive Environment

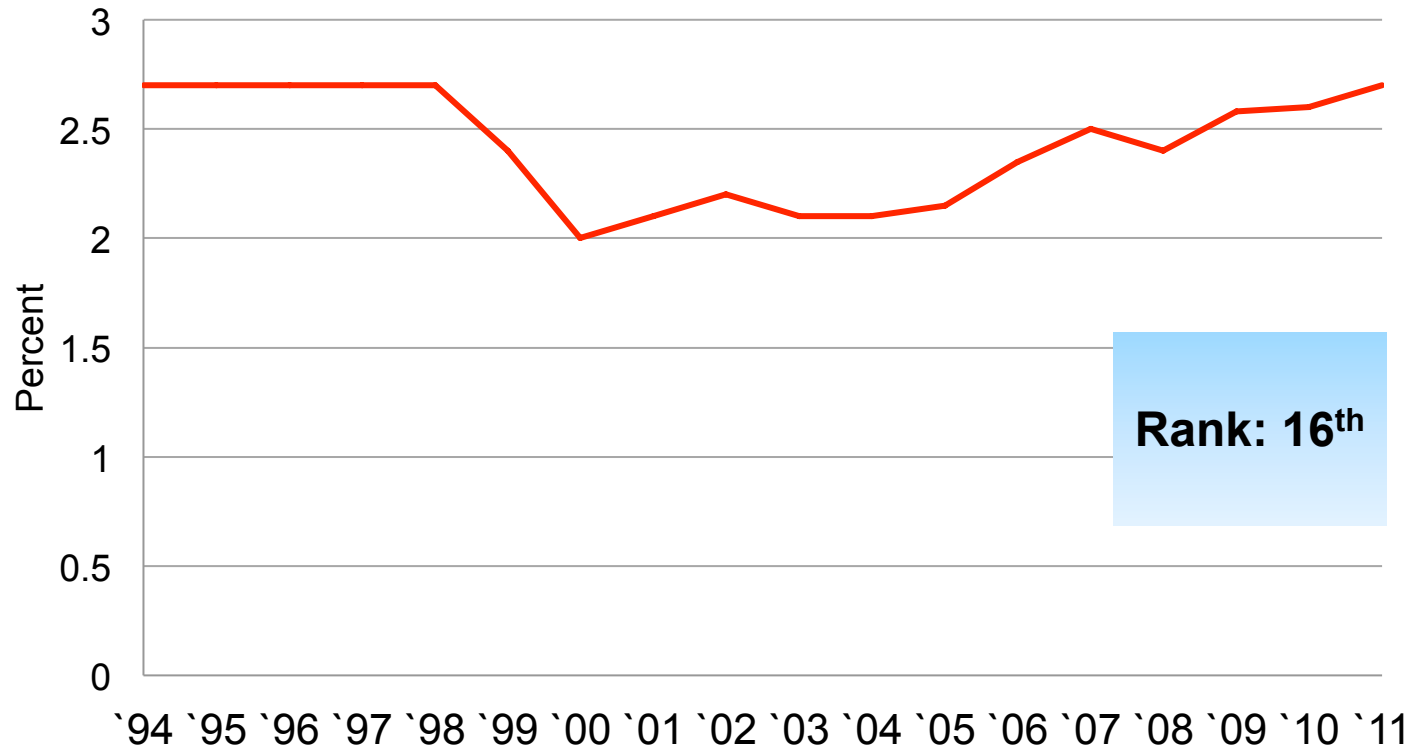
Colorado's Share of U.S. Overnight Leisure Trips



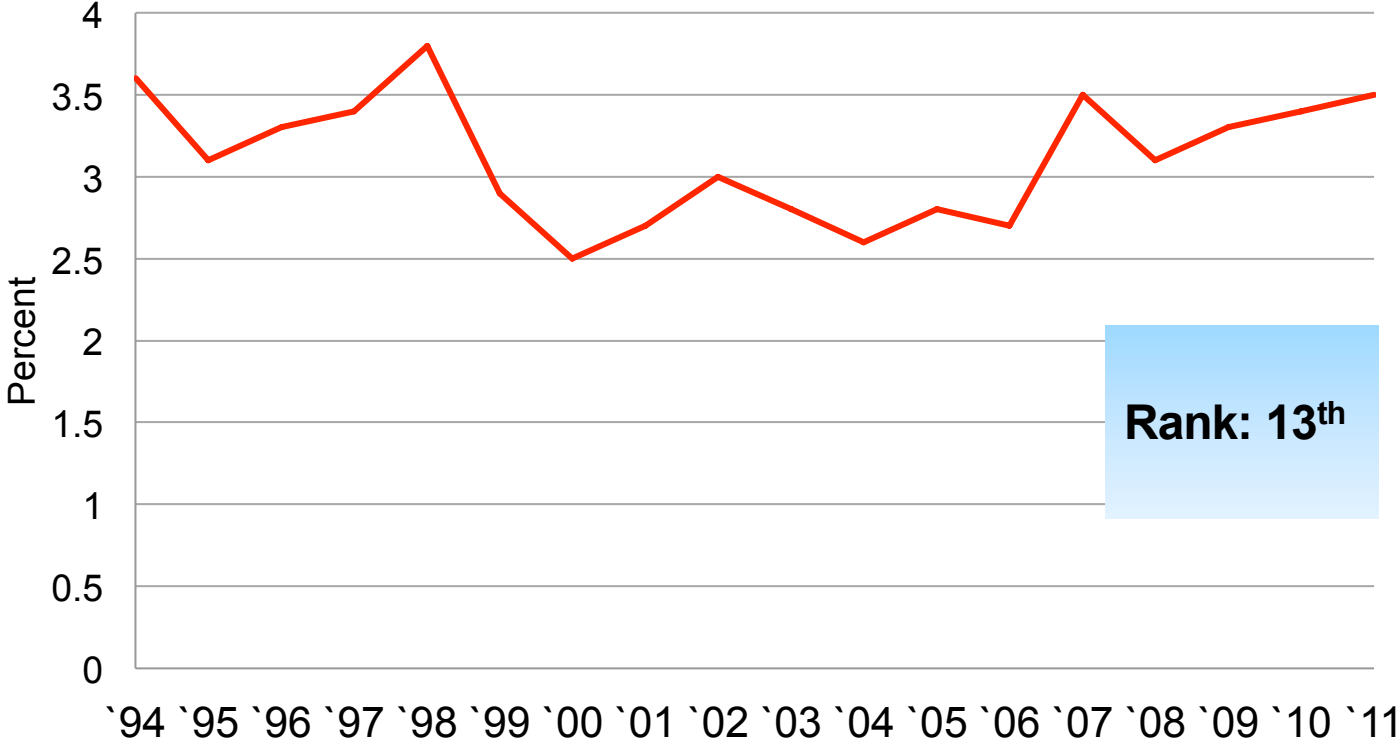
Percent Identifying Colorado as Main Destination of Trip



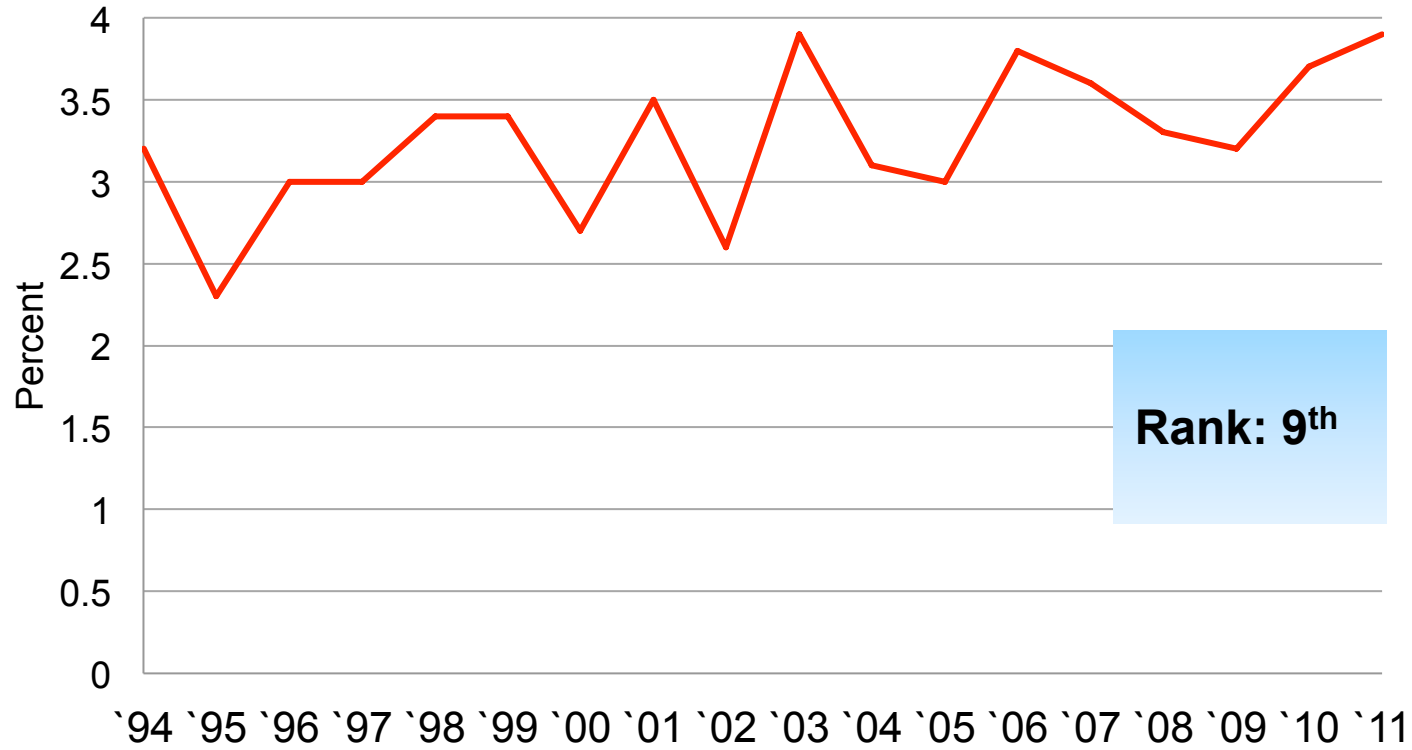
Colorado's Share of All U.S. Overnight Marketable Trips



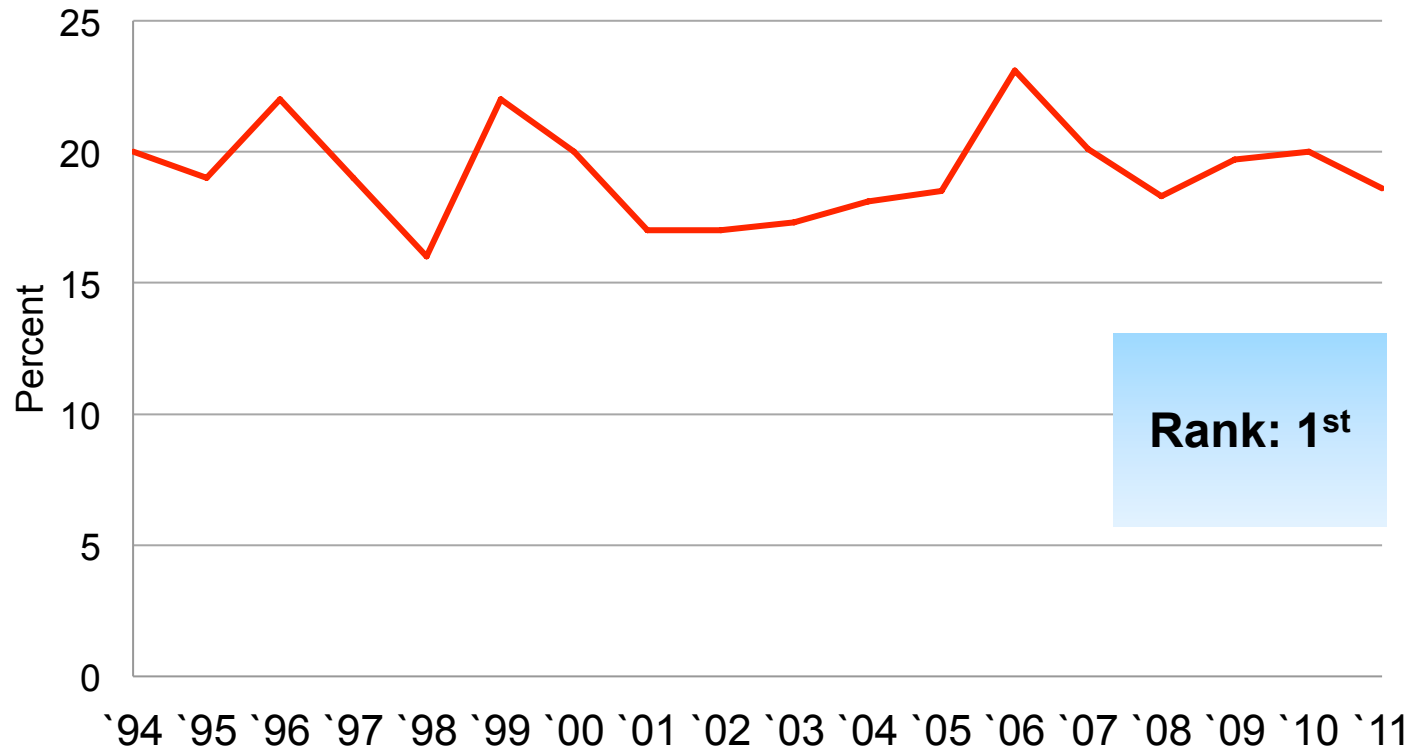
Colorado's Share of All Overnight Touring Trips



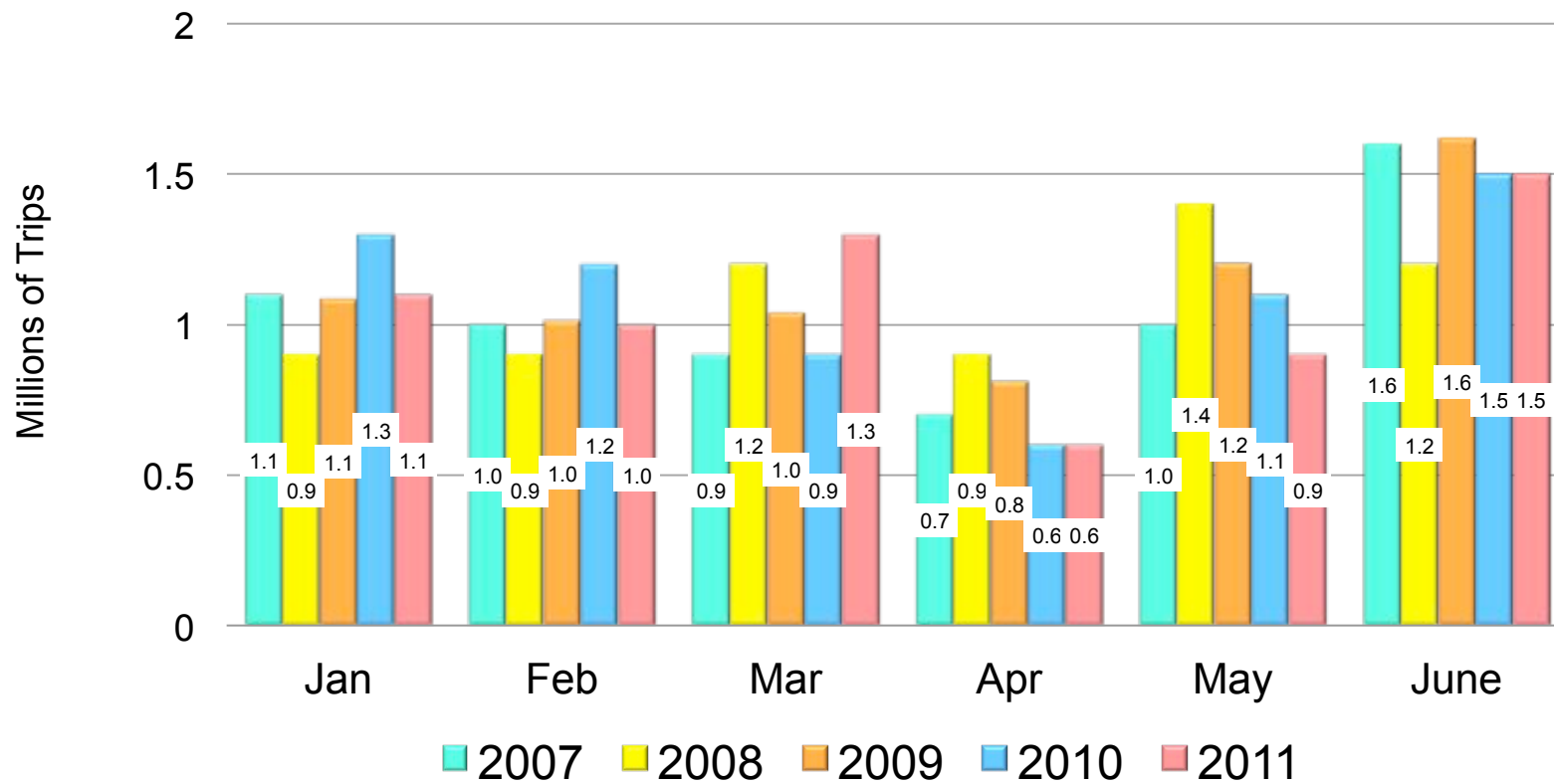
Colorado's Share of All Overnight Outdoor Trips



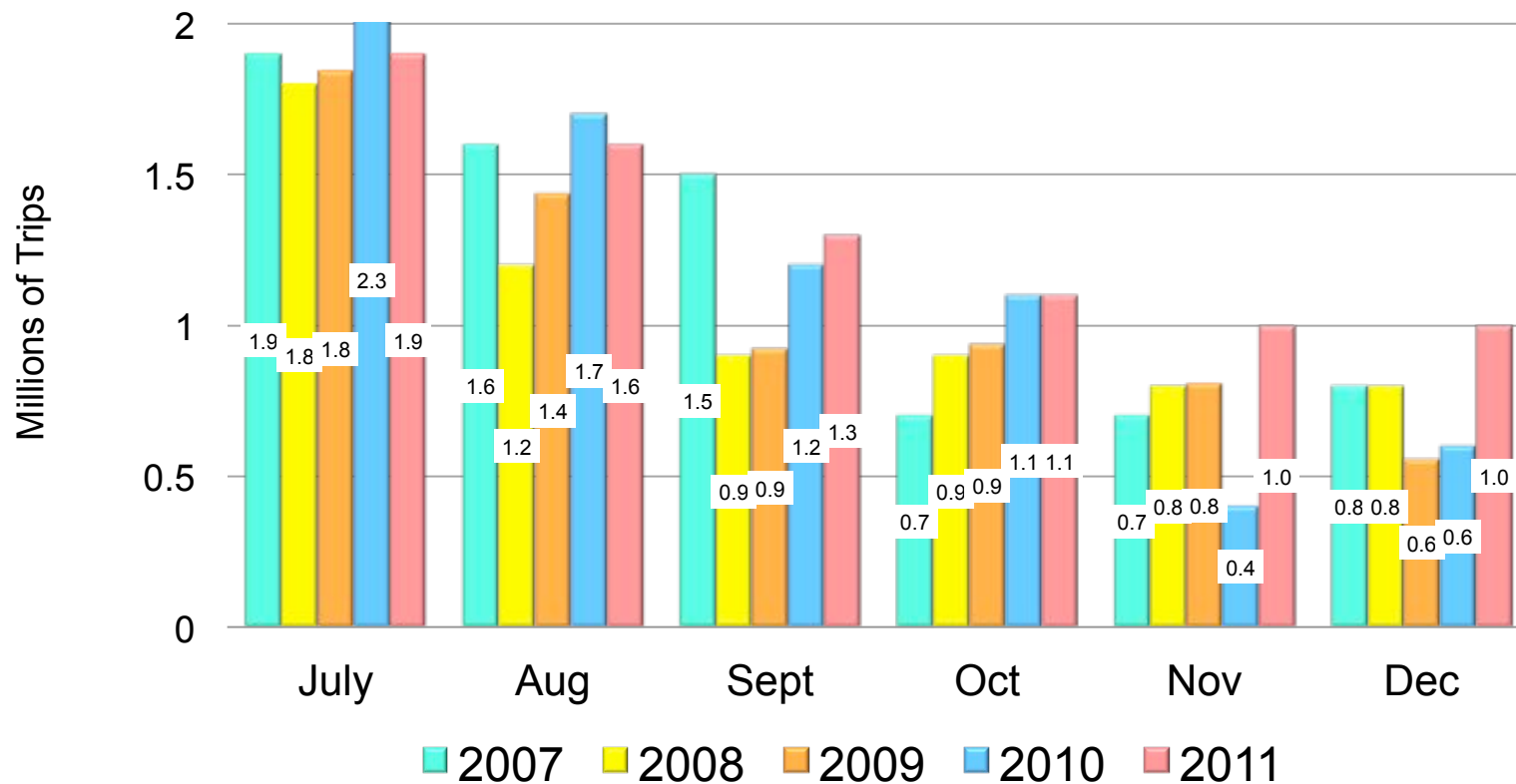
Colorado's Share of All Overnight Ski Trips



Overnight Marketable Leisure Trips to Colorado by Month



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

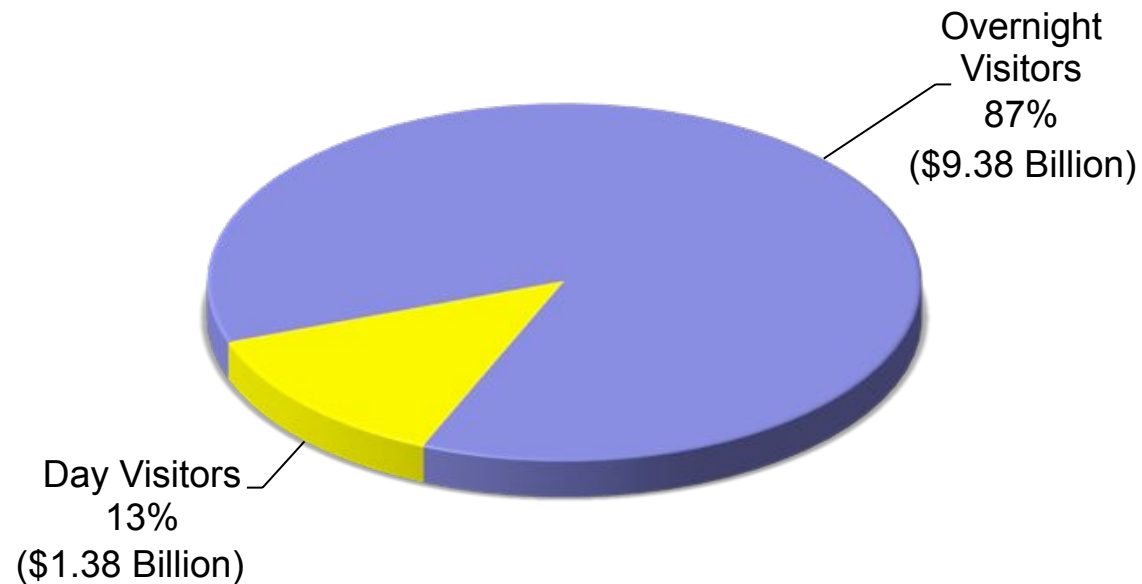


Travel and Tourism Spending in Colorado

Total Travel Spending in Colorado in 2011



Total = \$10.76 Billion

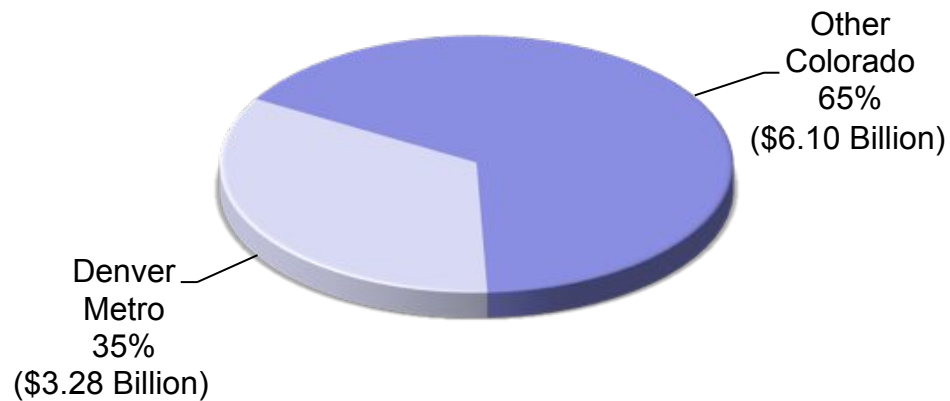


Total Travel Spending in Colorado in 2011

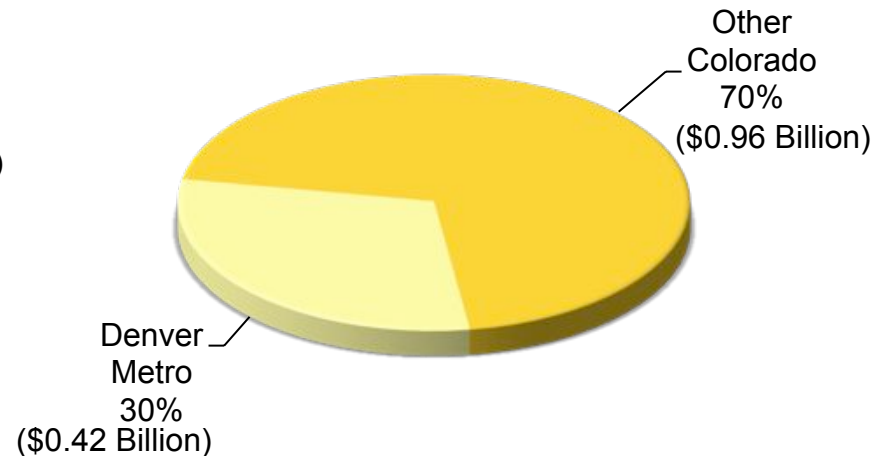


Overall Total = \$10.76 Billion

Total Overnight = \$9.38 Billion



Total Day = \$1.38 Billion

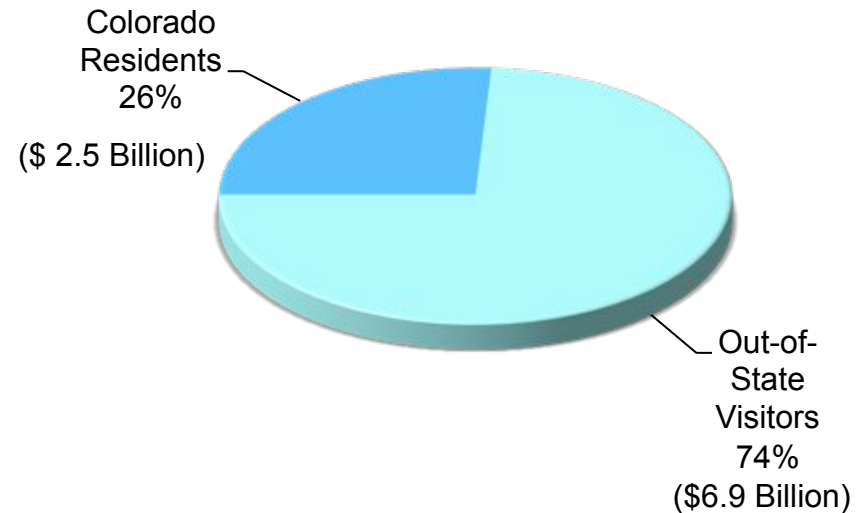
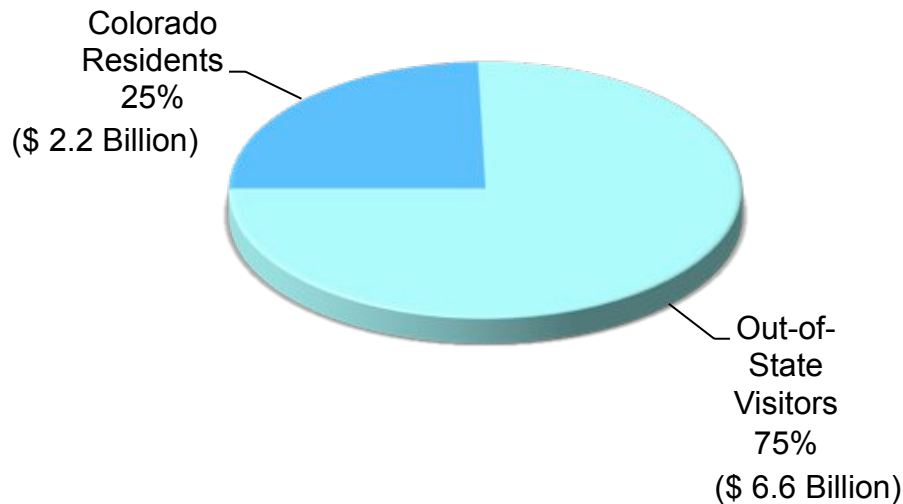


Total Travel Spending in Colorado — Overnight Visitors



2010 Total= \$8.8 Billion

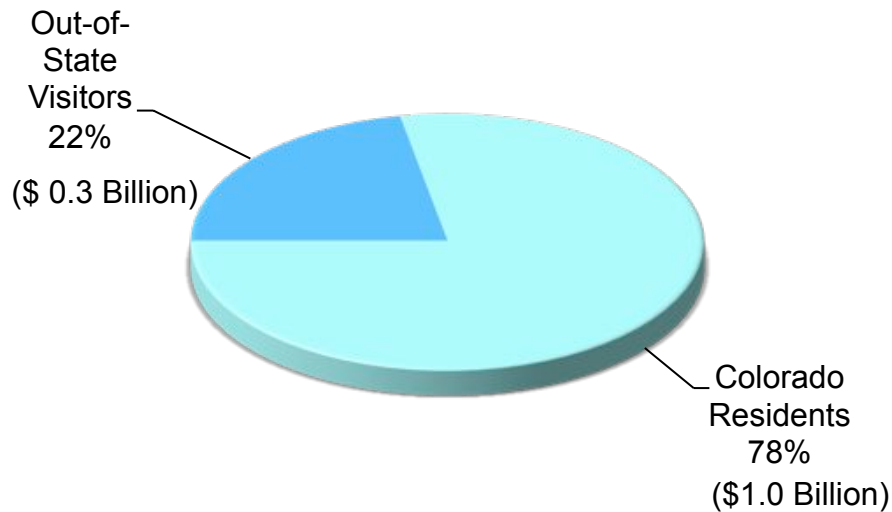
2011 Total= \$9.4 Billion



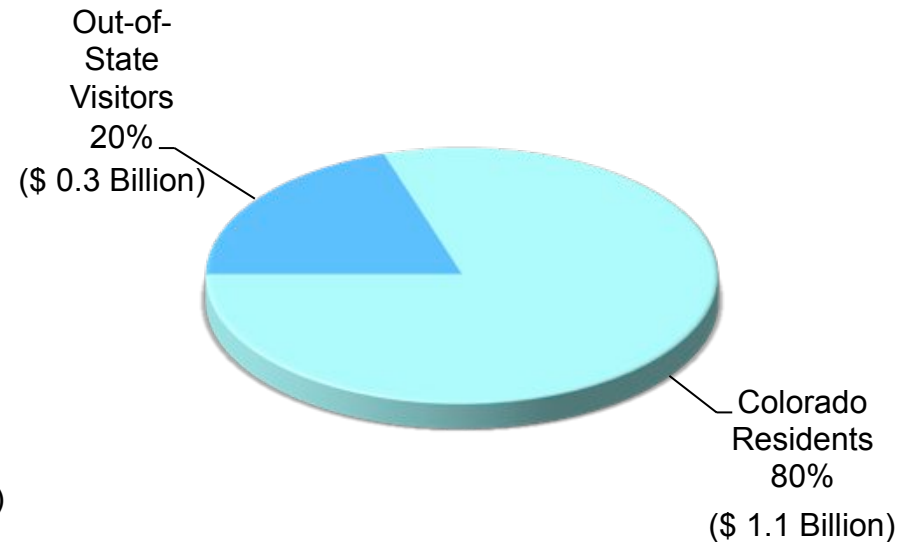
Total Travel Spending in Colorado — Day Visitors



2010 Total= \$1.3 Billion



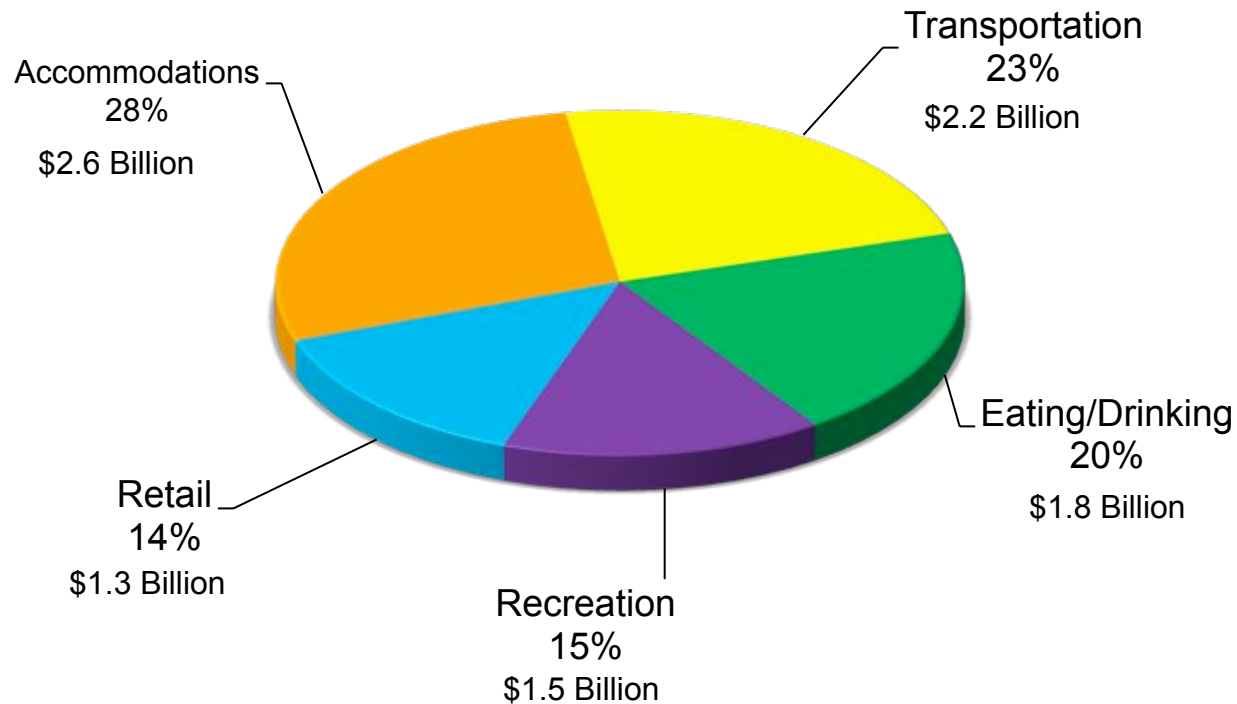
2011 Total= \$1.4 Billion



Total Spending in 2011 by Sector — Overnight Visitors



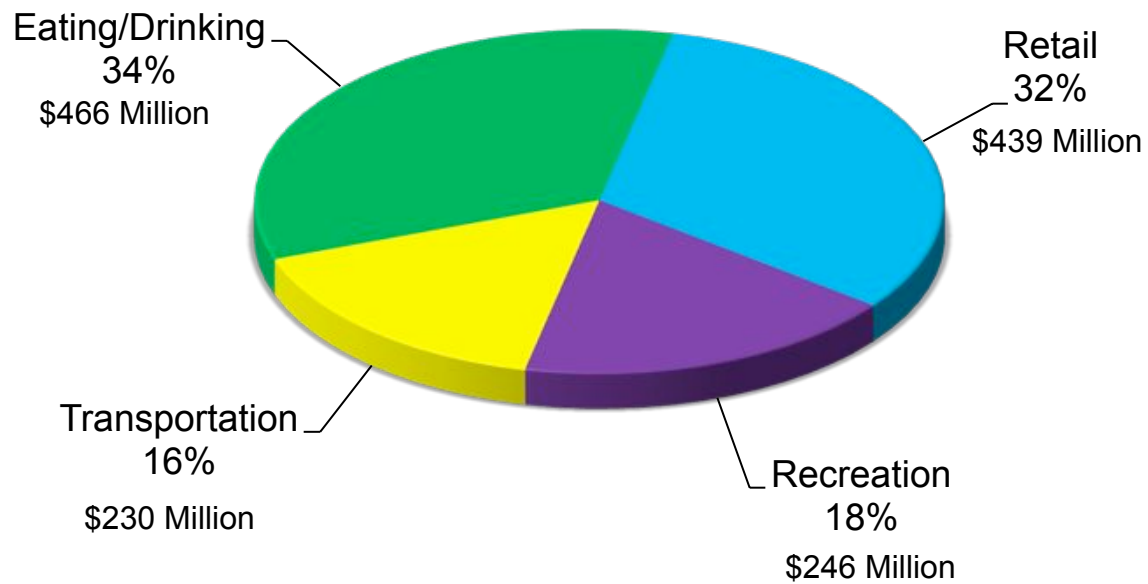
Total Spending = \$9.4 Billion



Total Spending in 2011 by Sector — Day Visitors



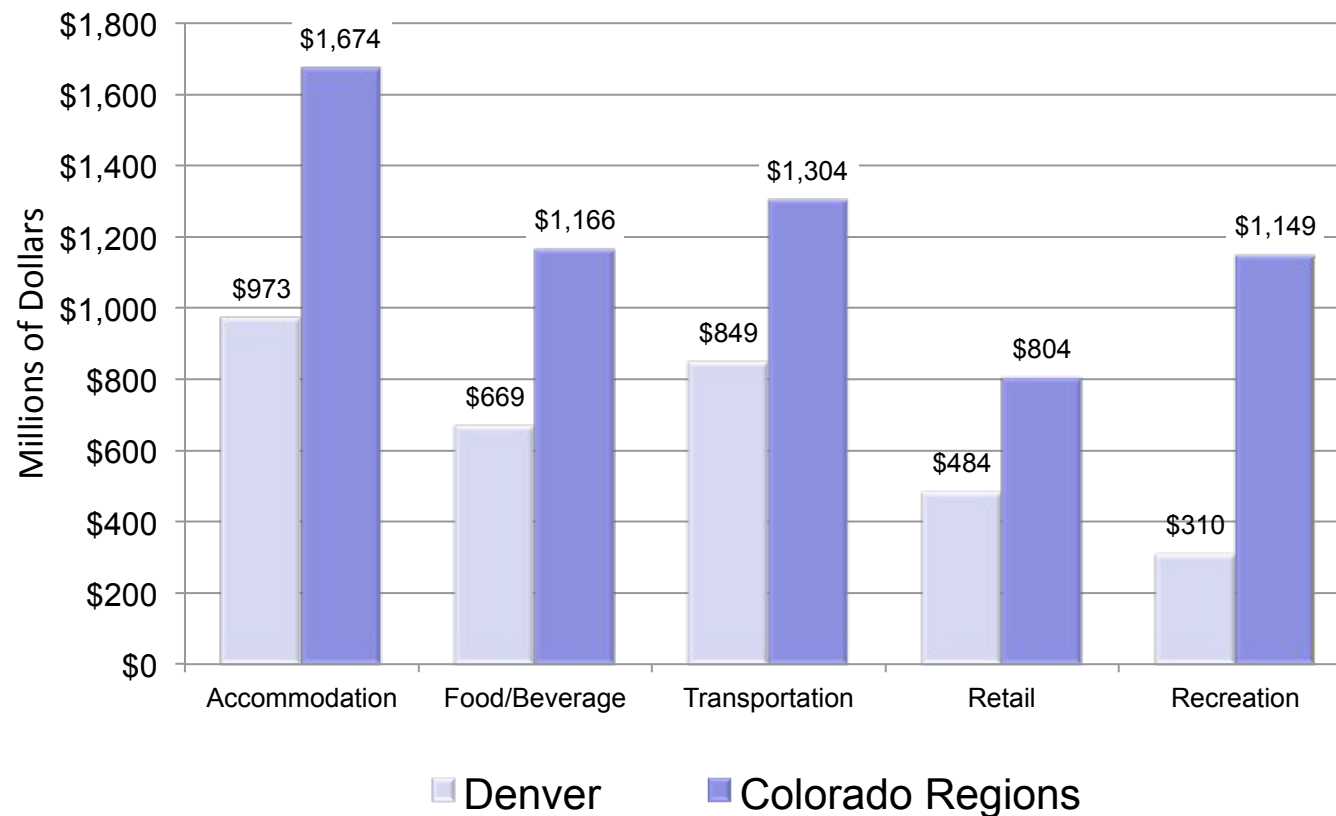
Total Spending = \$1.4 Billion



Overnight Travel Spending in 2011 By Sector — Denver vs. Other Colorado Regions



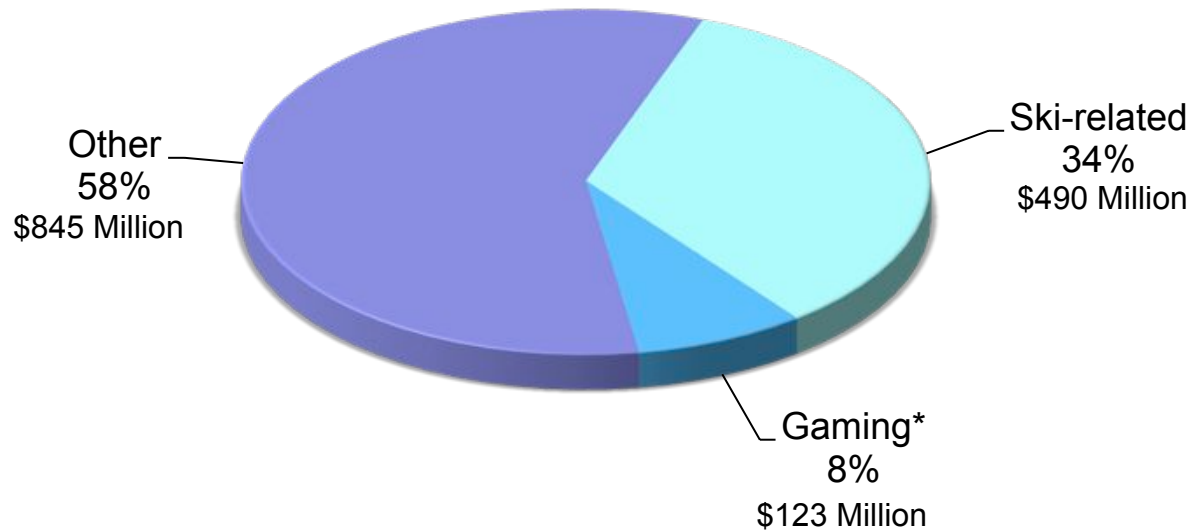
Base: Overnight Visitors



Recreation Expenditures in 2011 — Overnight Visitors

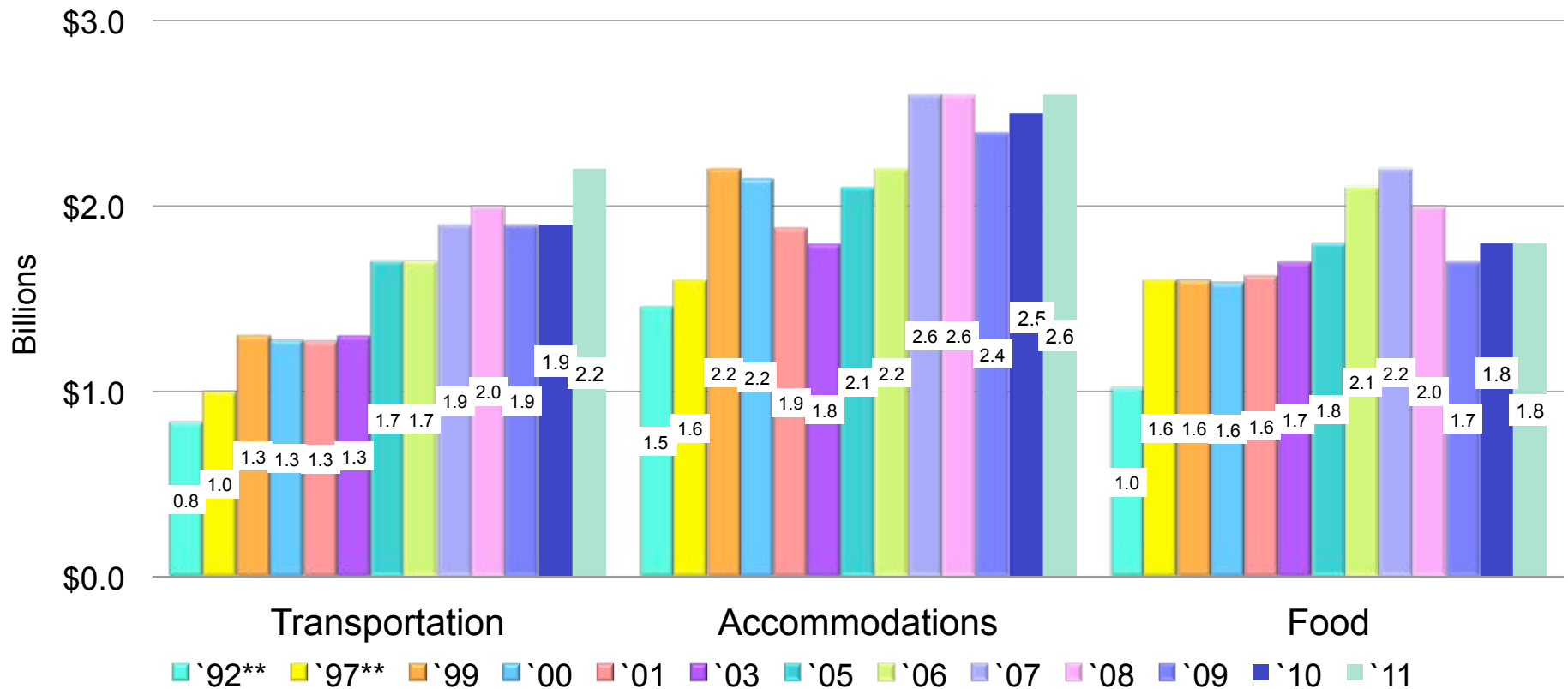


Total = \$1.5 Billion



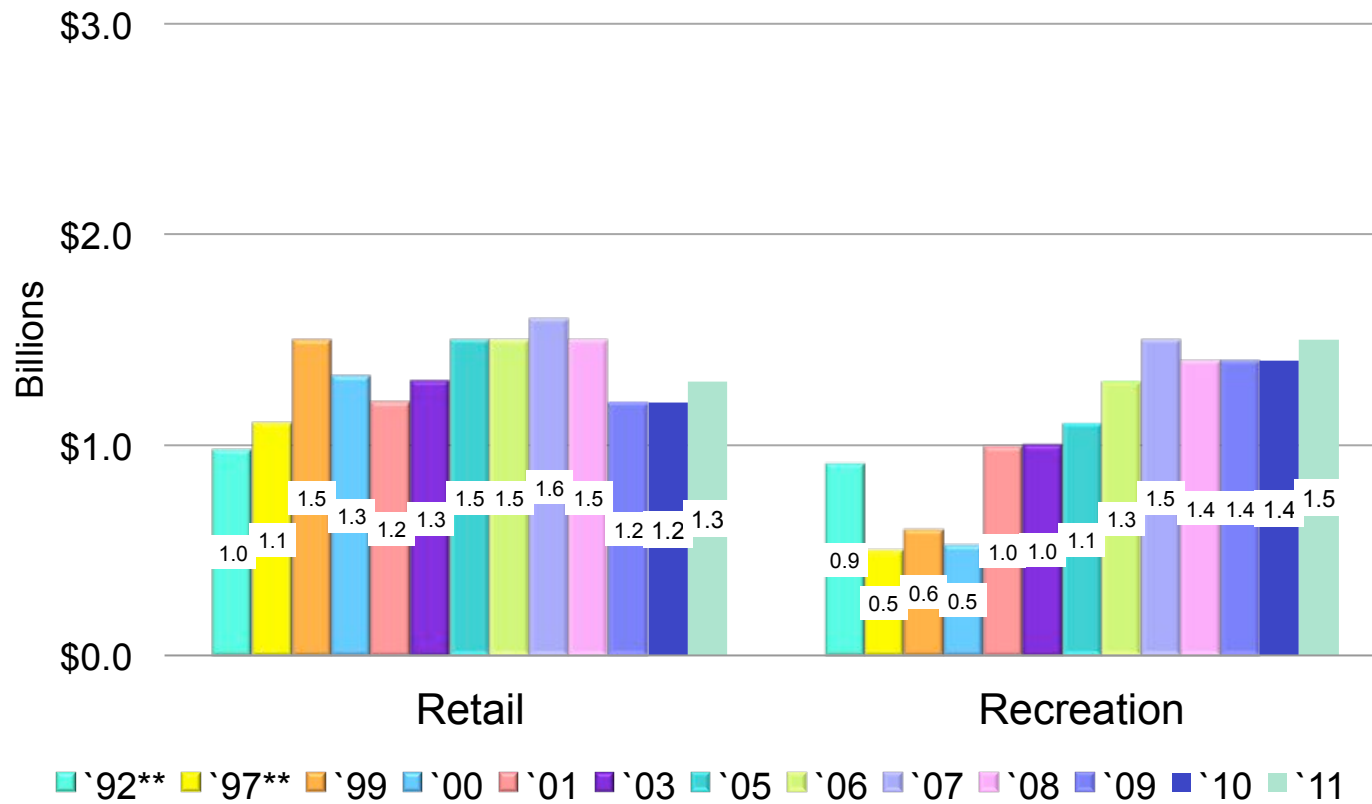
*Gaming expenditures are routinely included in the "Recreation" category, one of the five standard groupings used by economists to analyze travel and tourism expenditures.

Colorado Expenditure Tracking — Overnight Visitors



** Source: Dean Runyan & Associates

Colorado Expenditure Tracking — Overnight Visitors

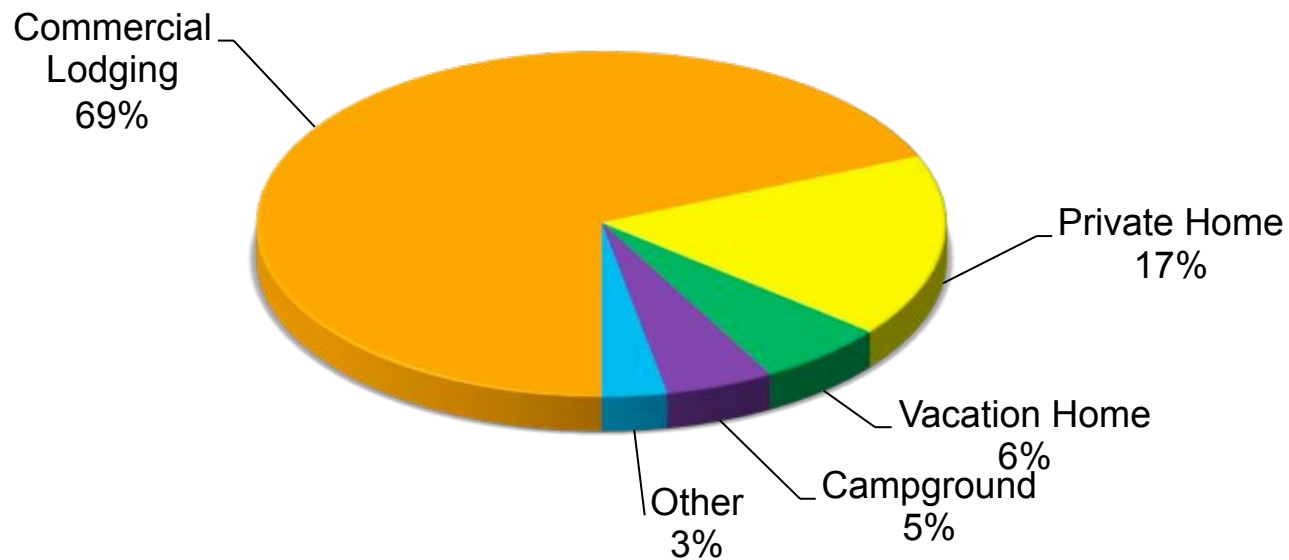


** Source: Dean Runyan & Associates

Total Spending in 2011 by Type of Accommodations — Overnight Trips



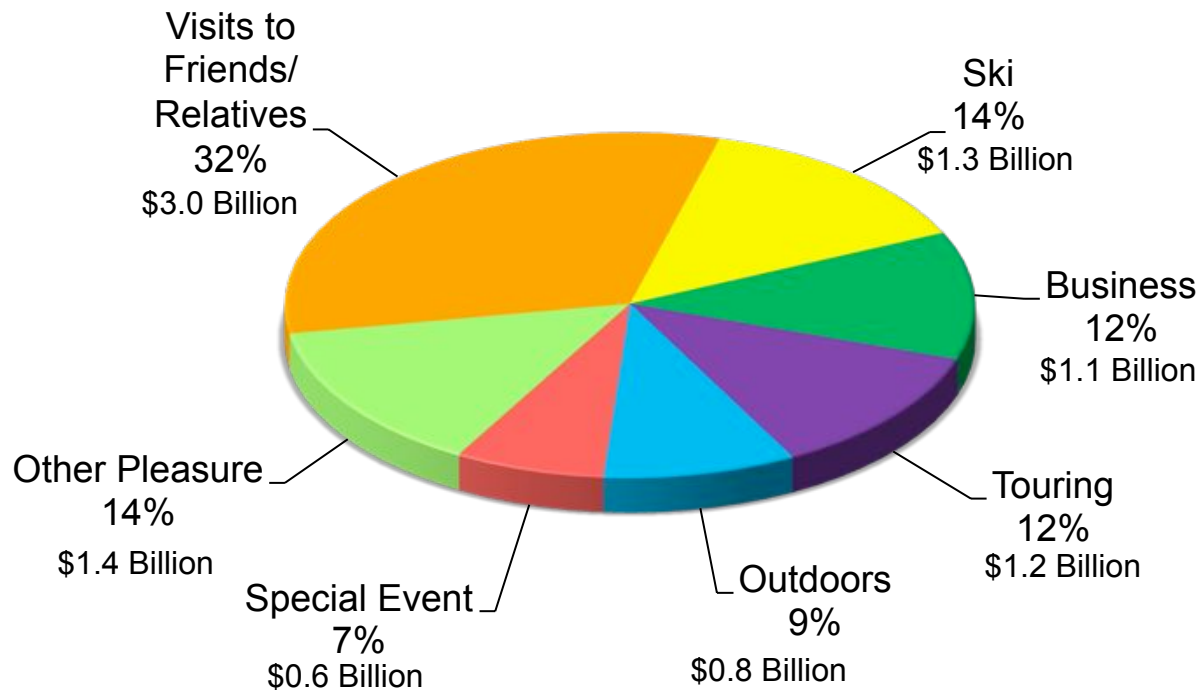
Total = \$9.4 Billion



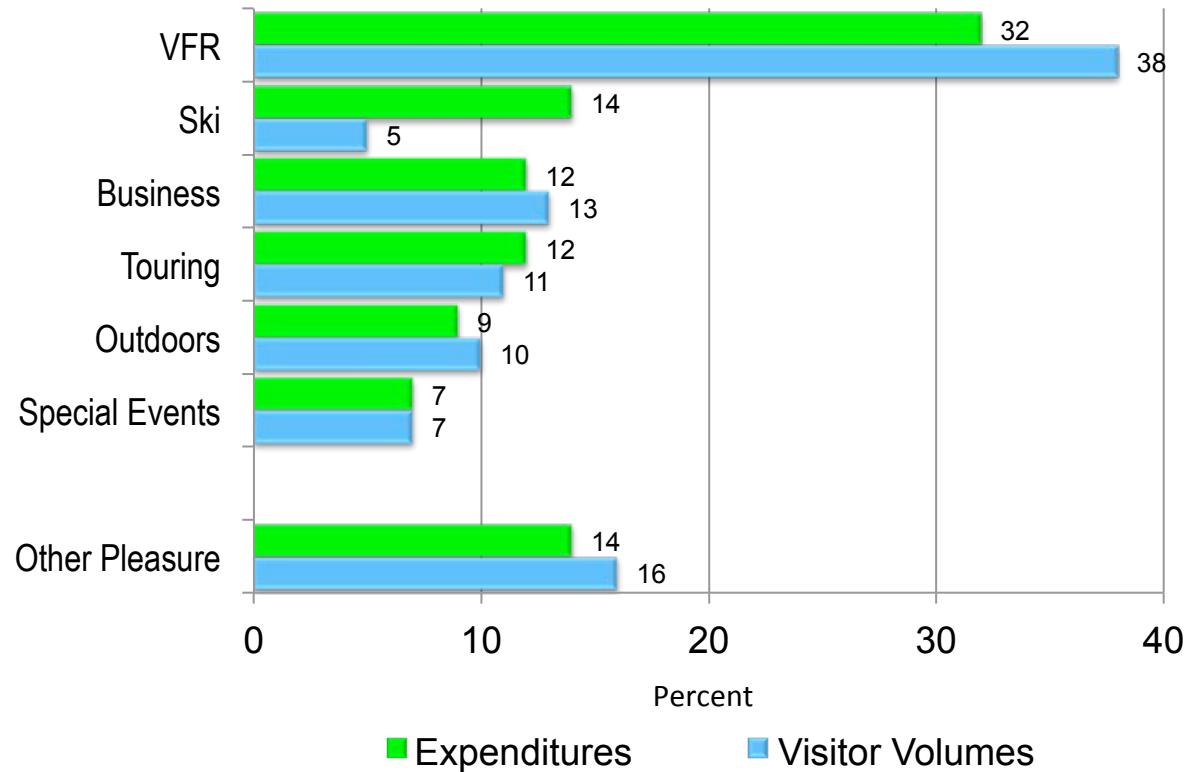
Total Spending in 2011 by Purpose of Trip — Overnight Visitors



Total = \$9.4 Billion



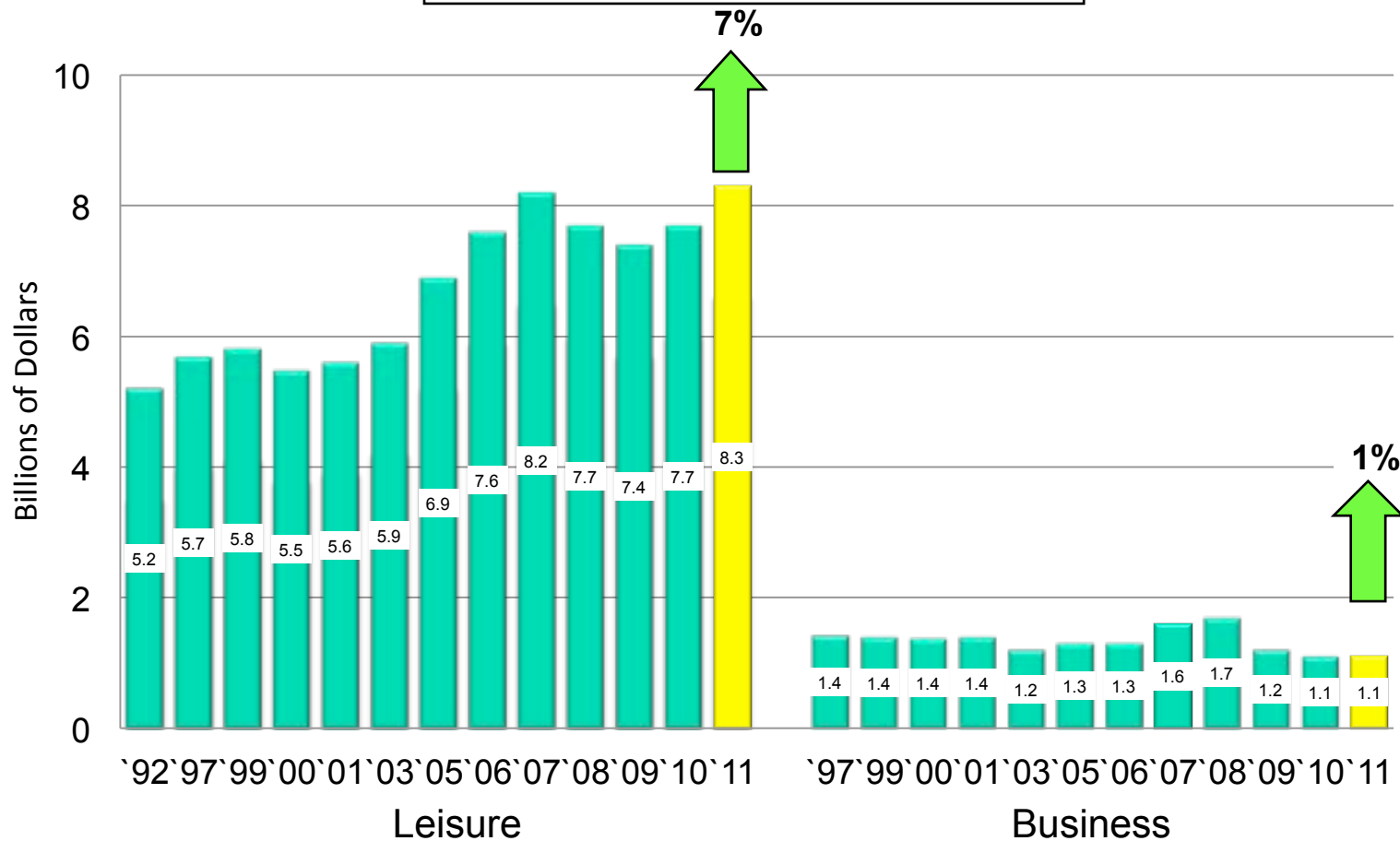
Spending Versus Overnight Visitor Volumes in 2011



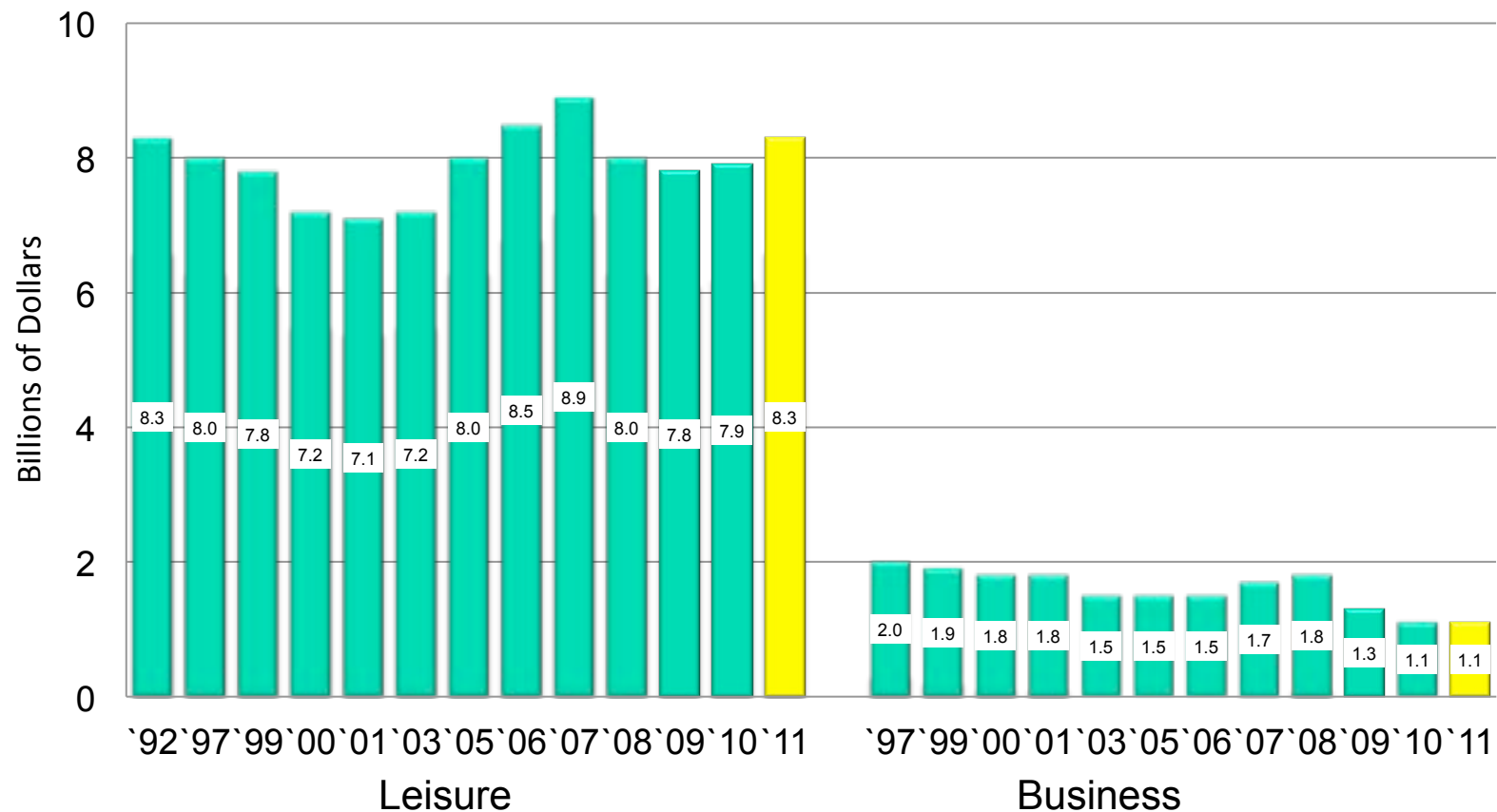
Actual Travel Expenditures on Overnight Trips — 1992 to 2011



Total Spending Up 6%



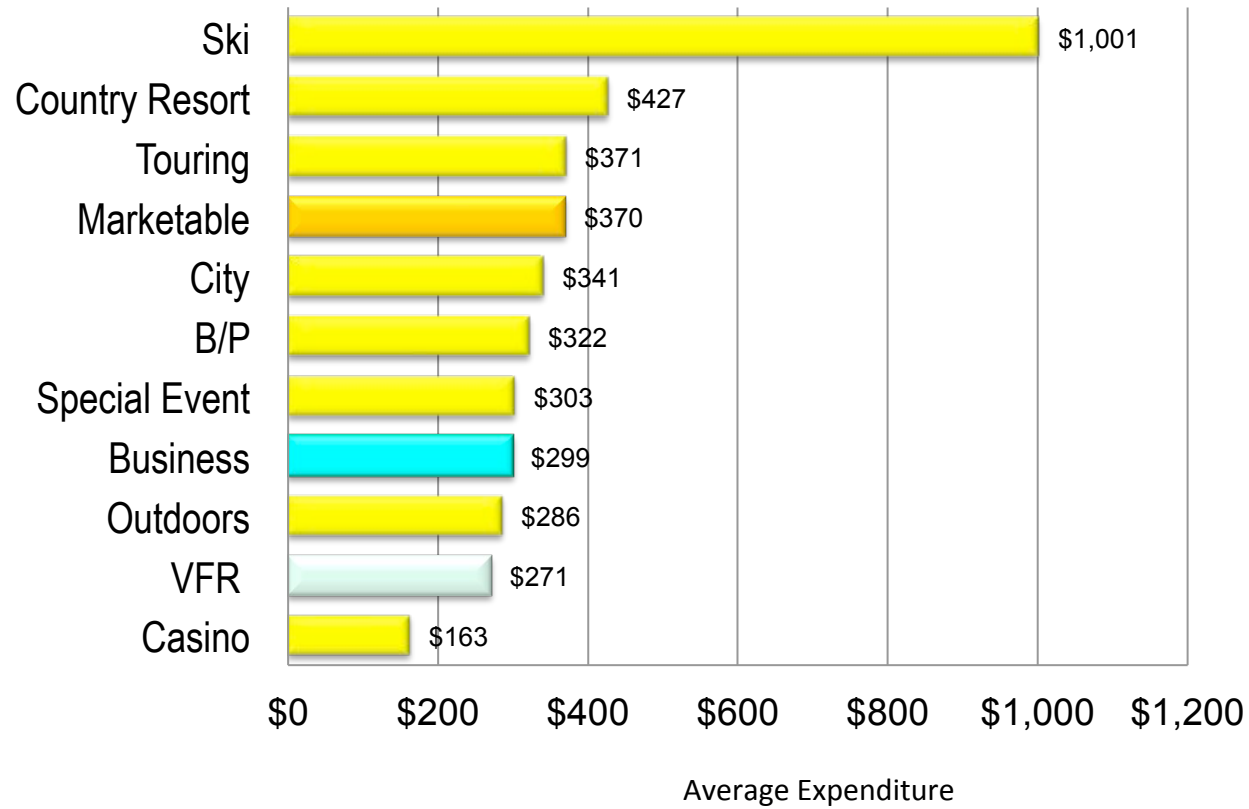
Inflation Adjusted Travel Expenditures — Overnight 1992 to 2011



Per Person Expenditures by Trip Purpose



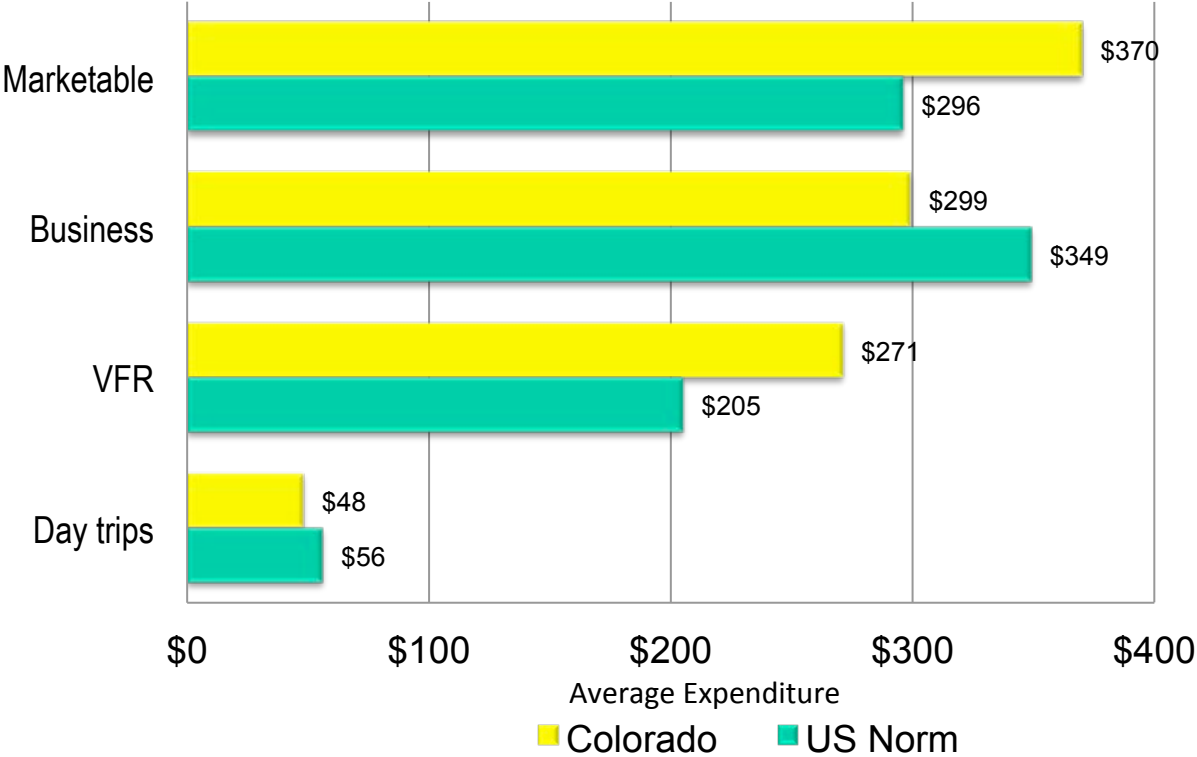
Base: Overnight Trips



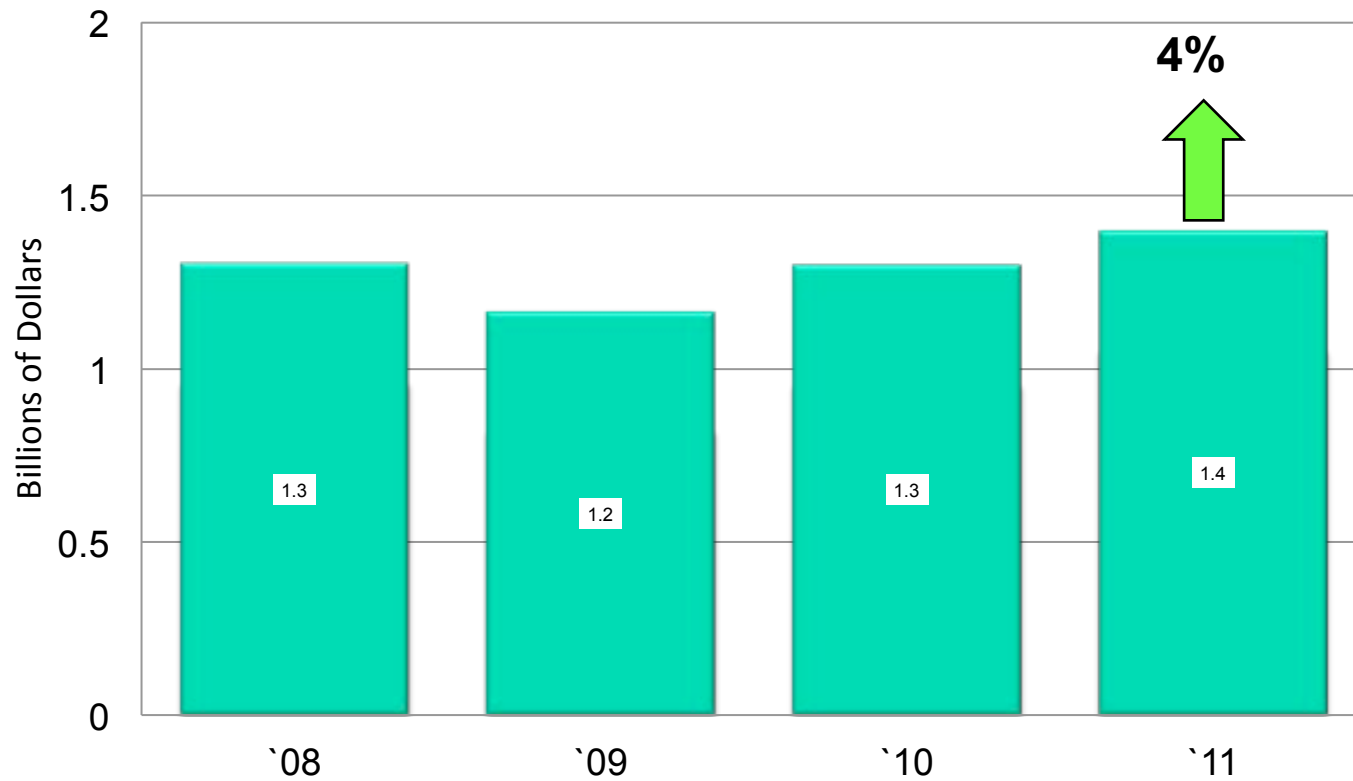
Per Person Expenditures



Base: Overnight Leisure Trips



Expenditures on Day Trips



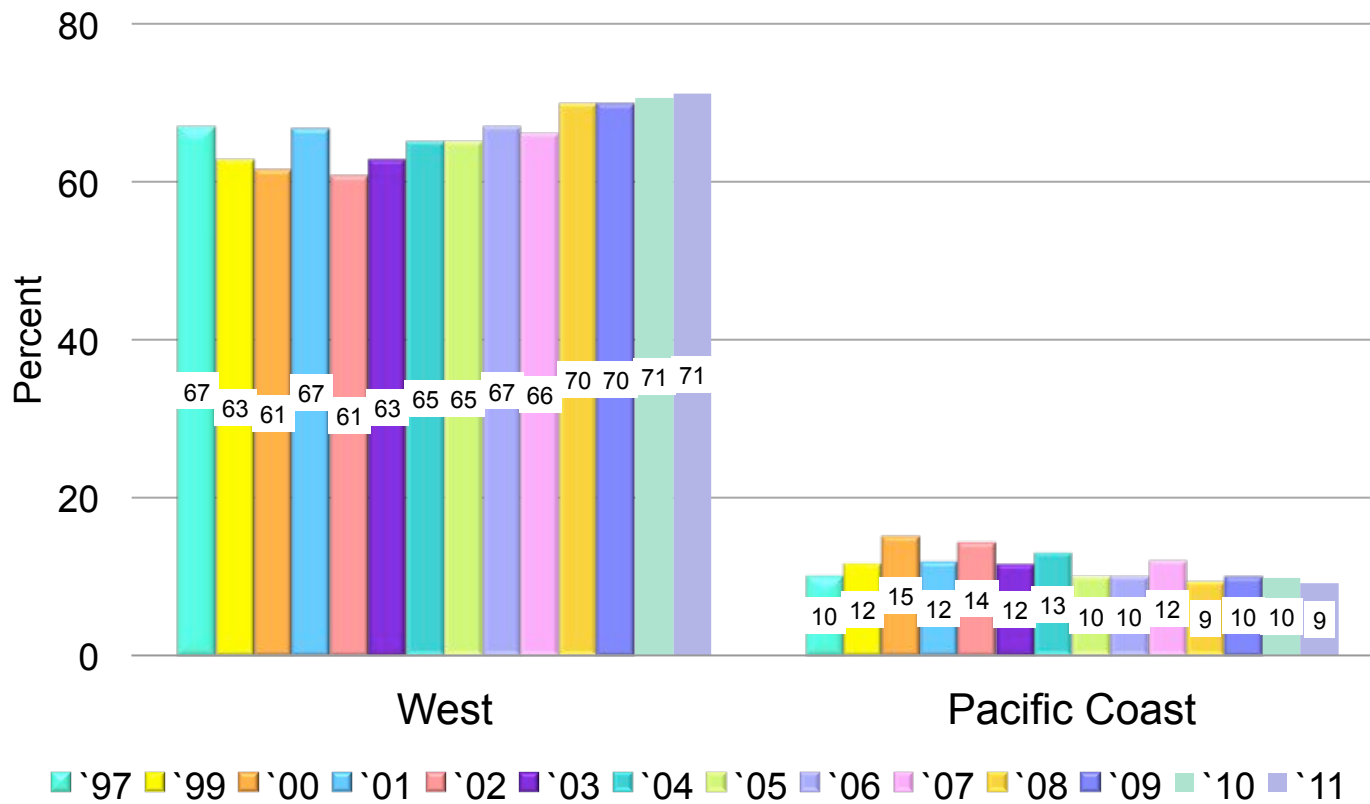
2011 Leisure Travel Profile

Sources of Leisure Travel Business

Regional Sources of Business



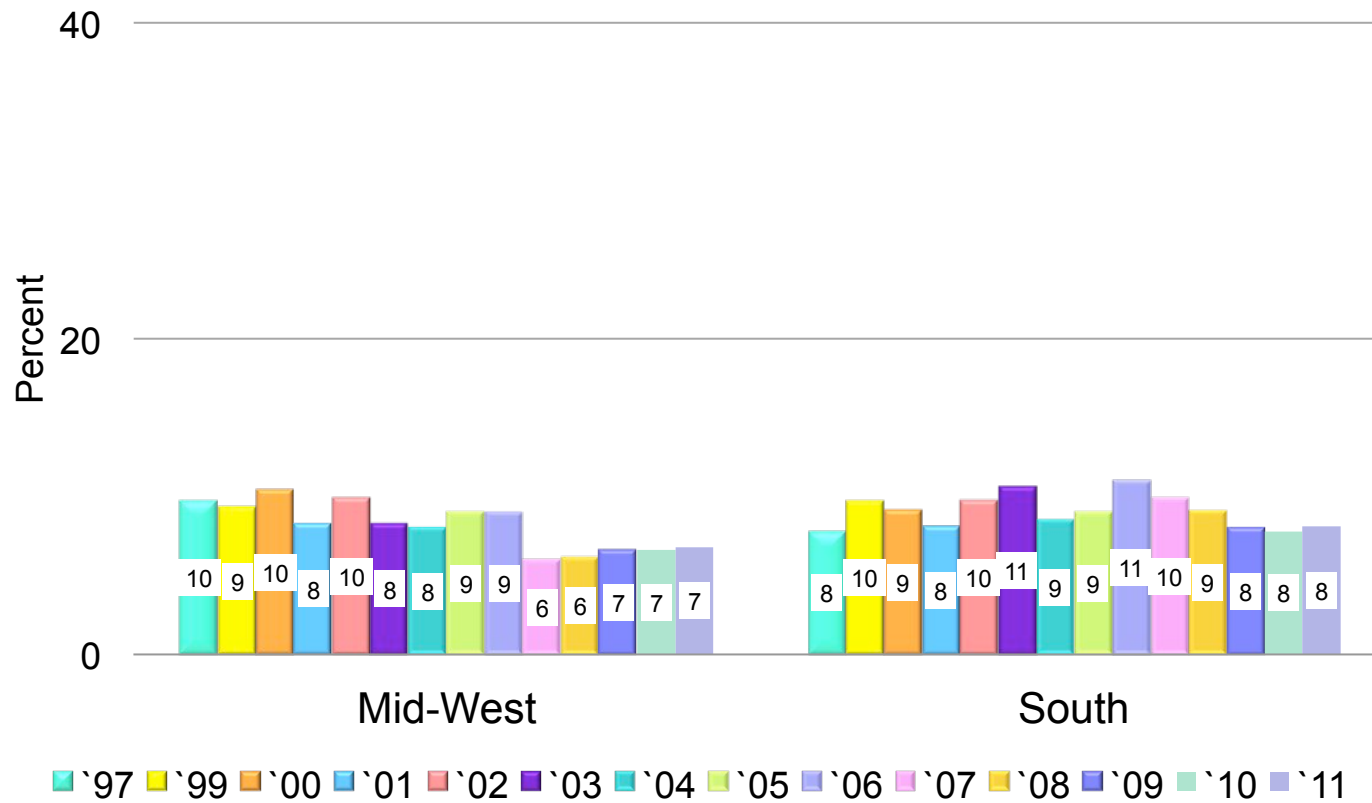
Base: Overnight Leisure Trips



Regional Sources of Business



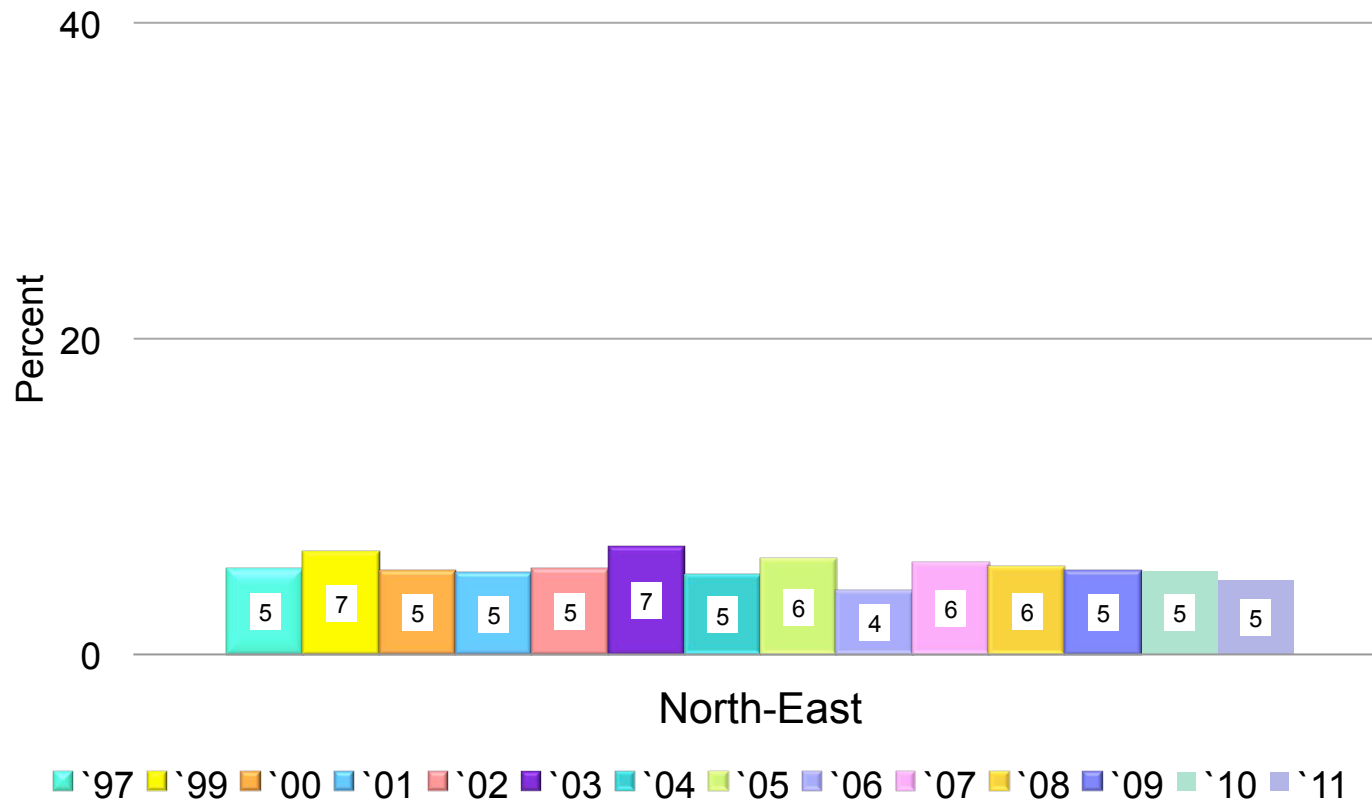
Base: Overnight Leisure Trips



Regional Sources of Business



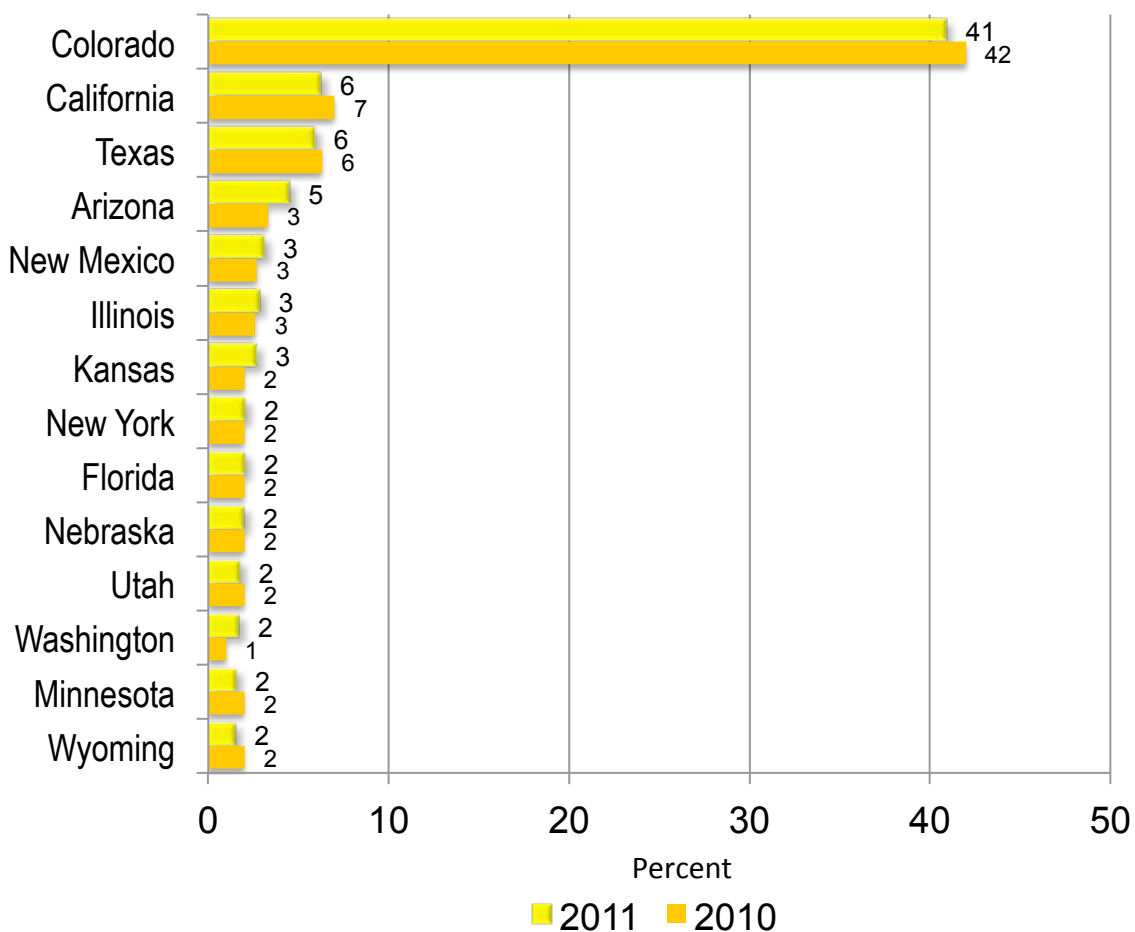
Base: Overnight Leisure Trips



State Sources Of Overnight Trips



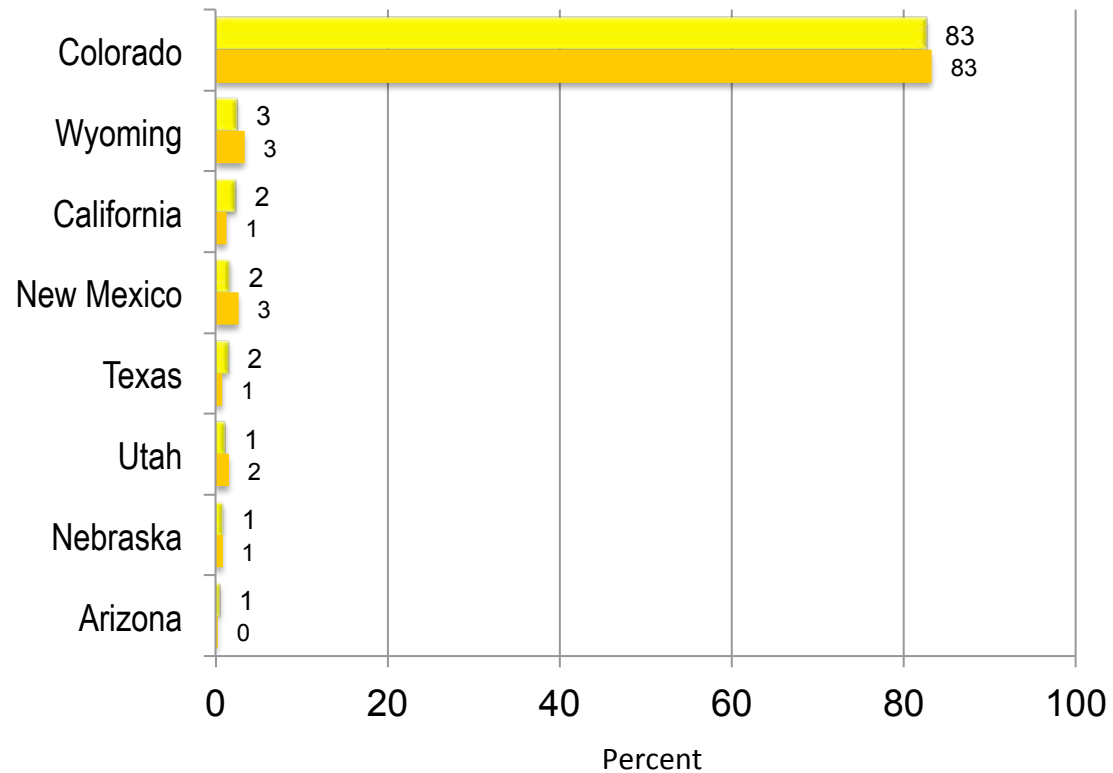
Base: Overnight Leisure Trips



State Sources Of Day Trips



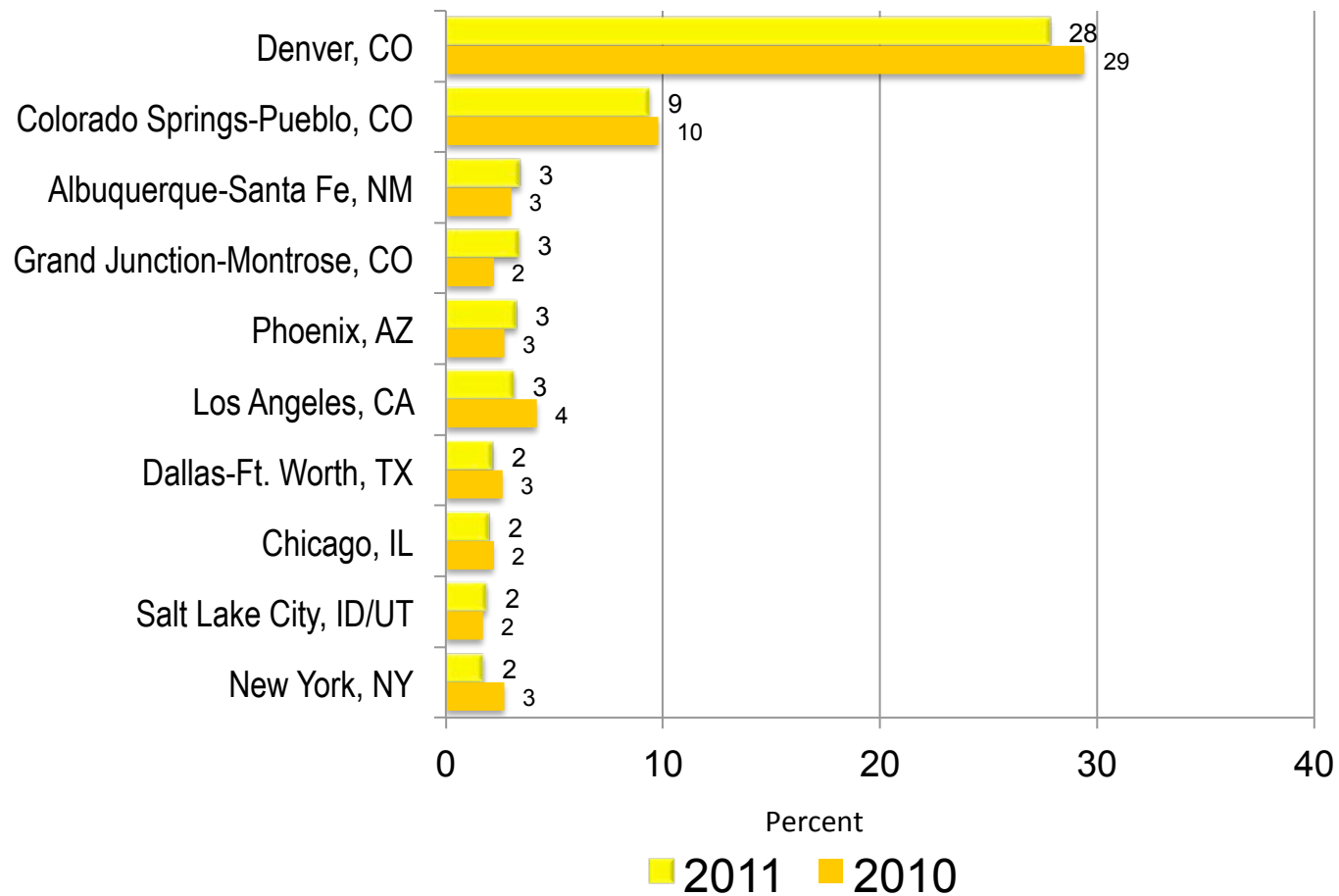
Base: Day Leisure Trips



Urban Sources of Overnight Trips



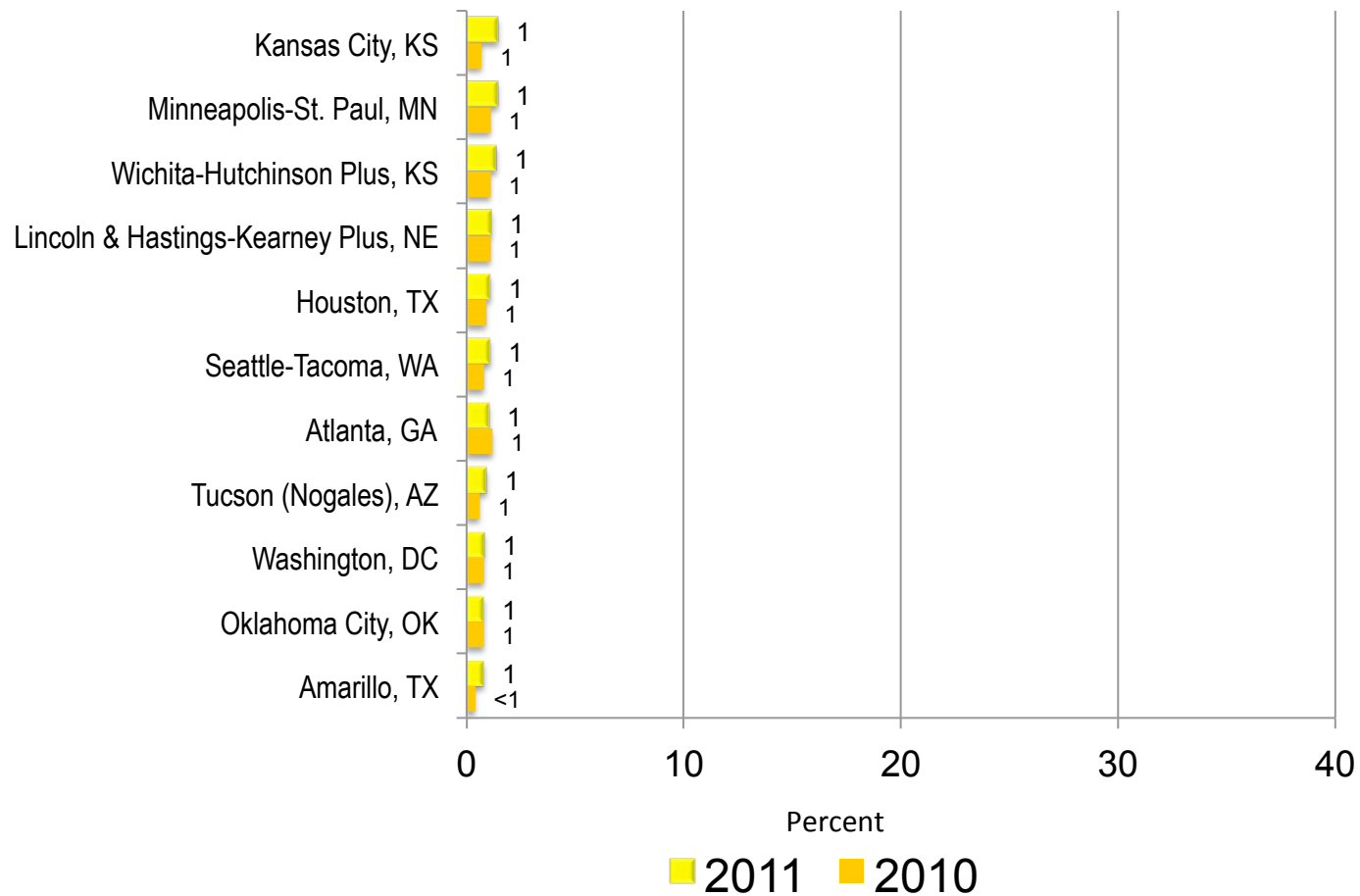
Base: Overnight Leisure Trips



Urban Sources of Overnight Trips (Cont'd)



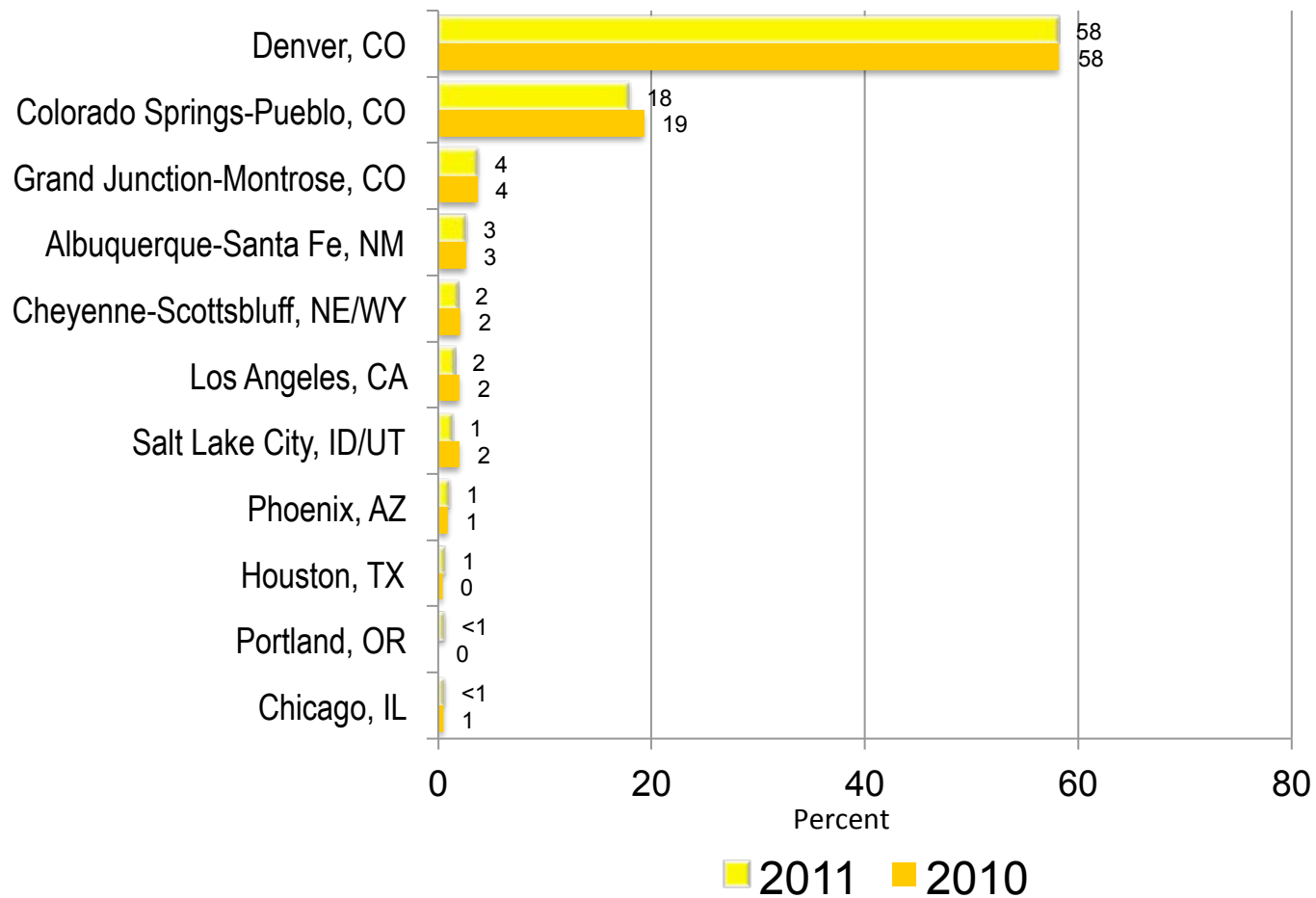
Base: Overnight Leisure Trips



Urban Sources of Day Trips



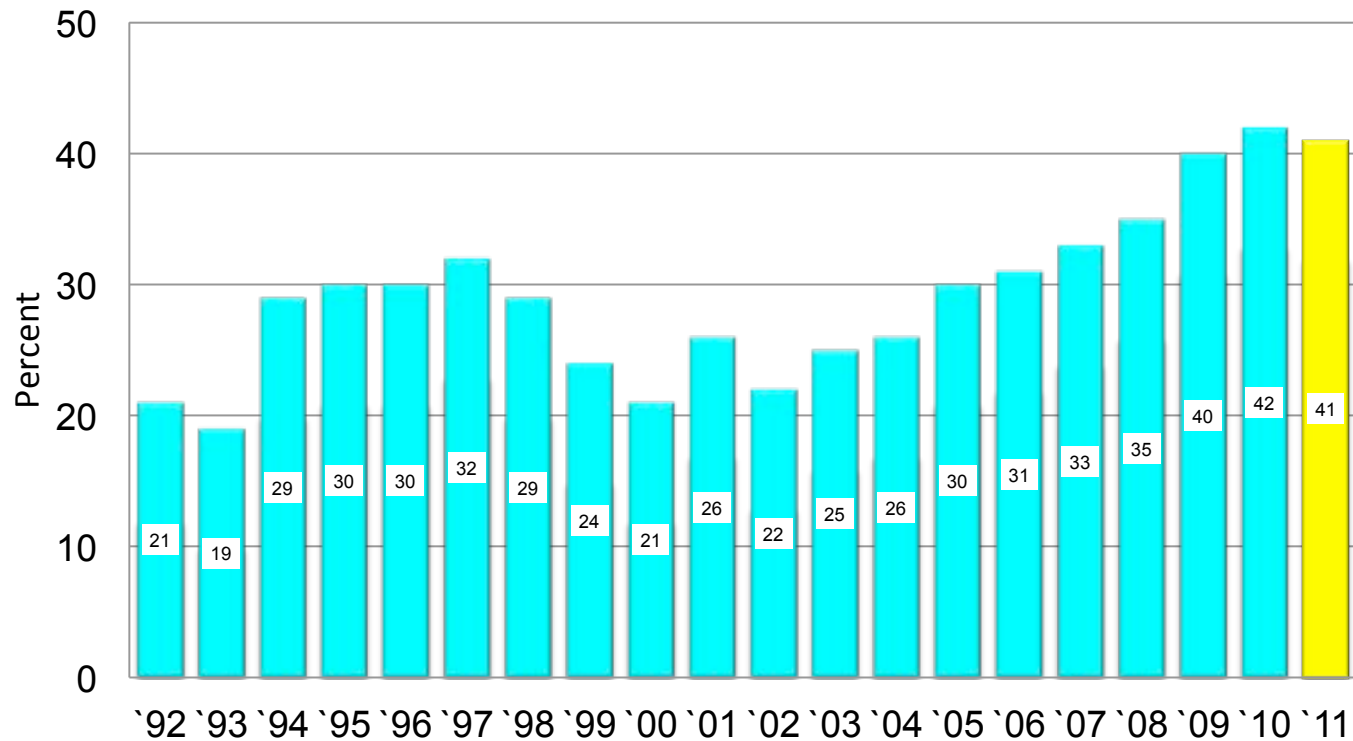
Base: Day Leisure Trips



Instate Overnight Leisure Trips



Percent of Overnight Leisure Trips Originating in Colorado

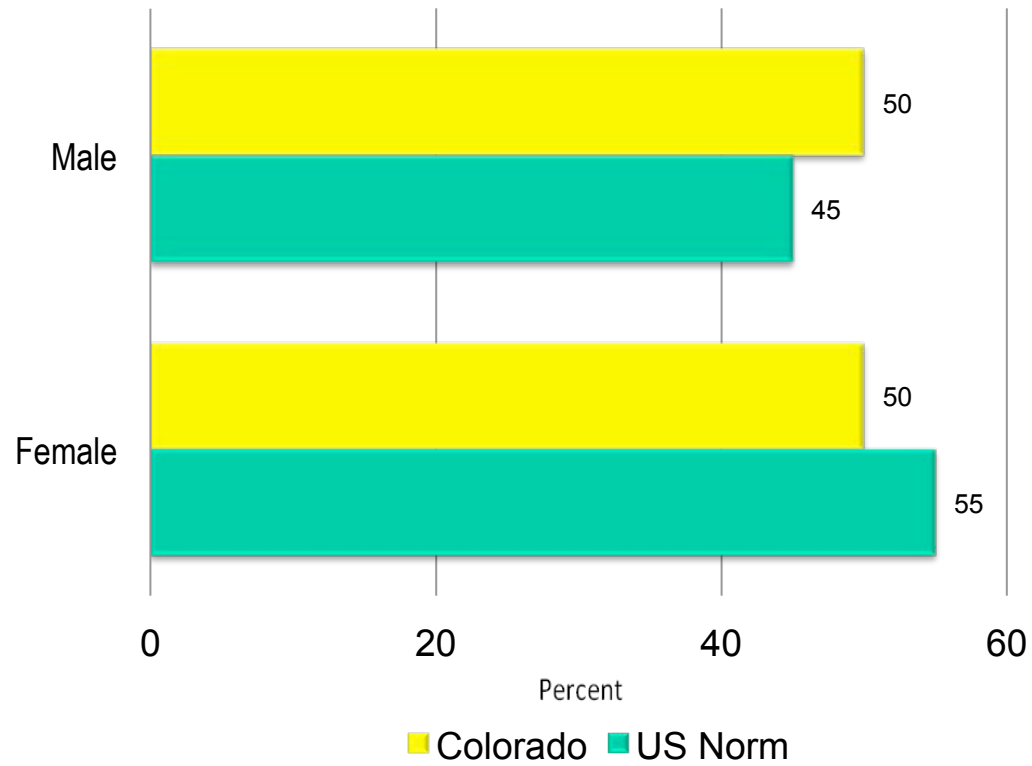


Visitor Profile

Gender



Base: Overnight Leisure Trips



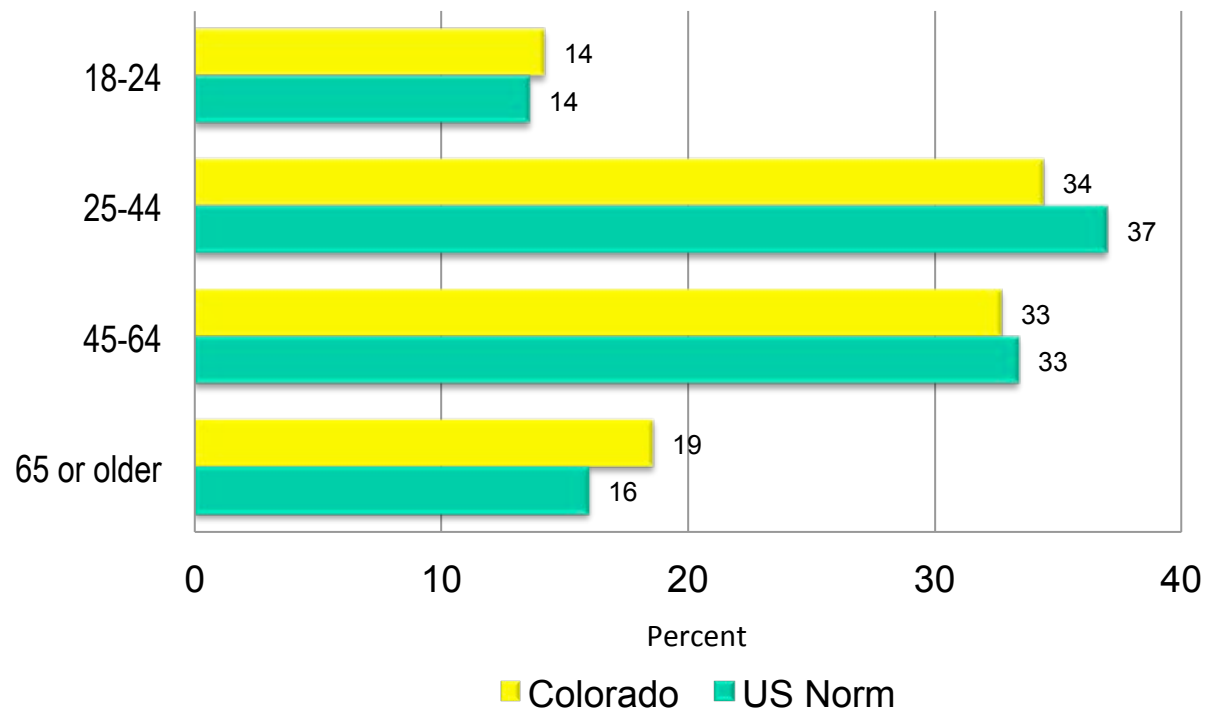
Age



Base: Overnight Leisure Trips

**Average Age Colorado
= 45.7**

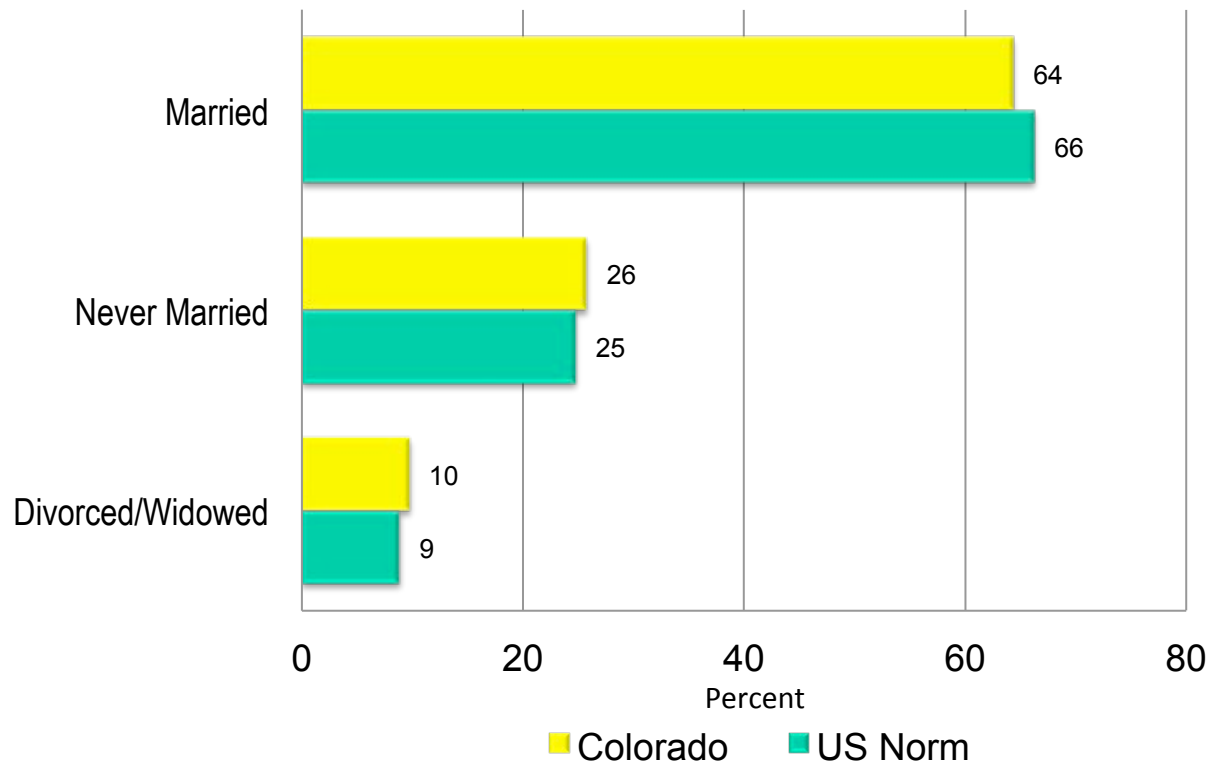
**Average Age U.S. Norm
= 45.2**



Marital Status



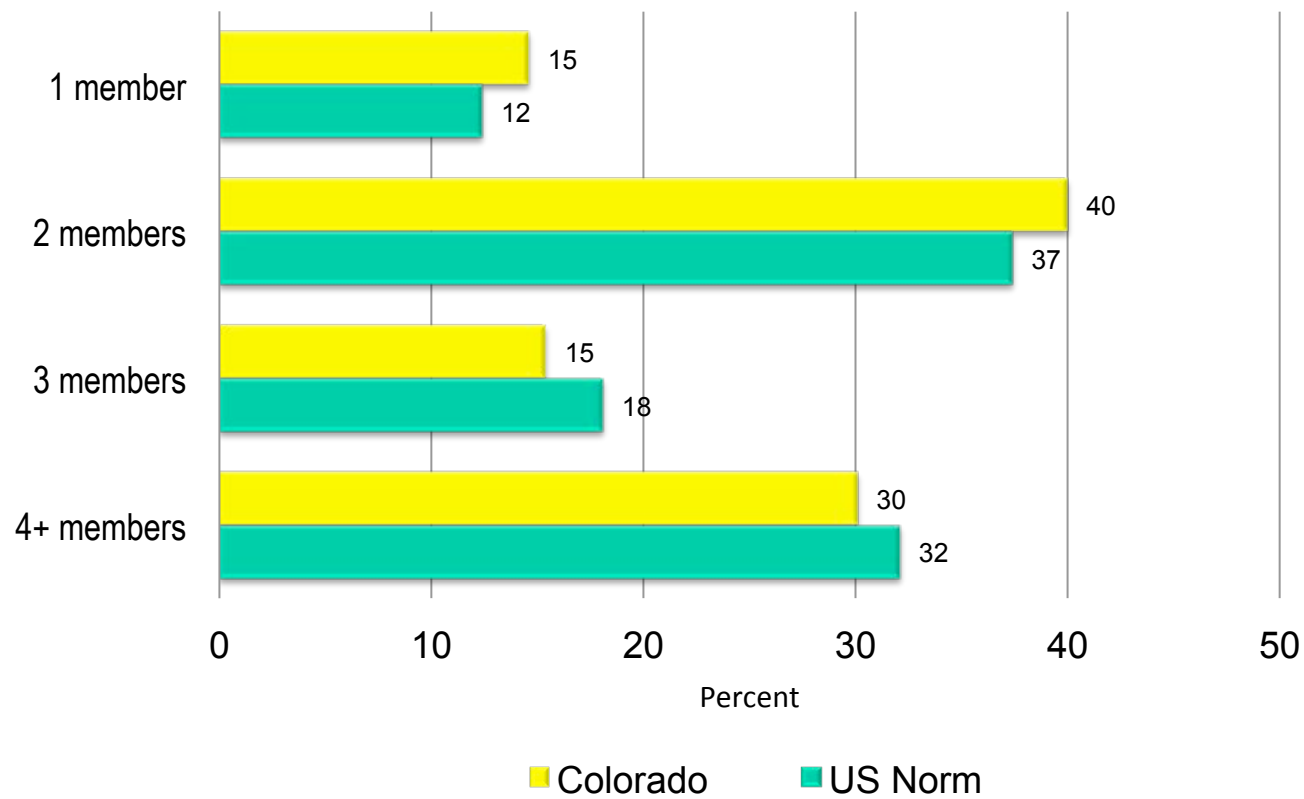
Base: Overnight Leisure Trips



Household Size



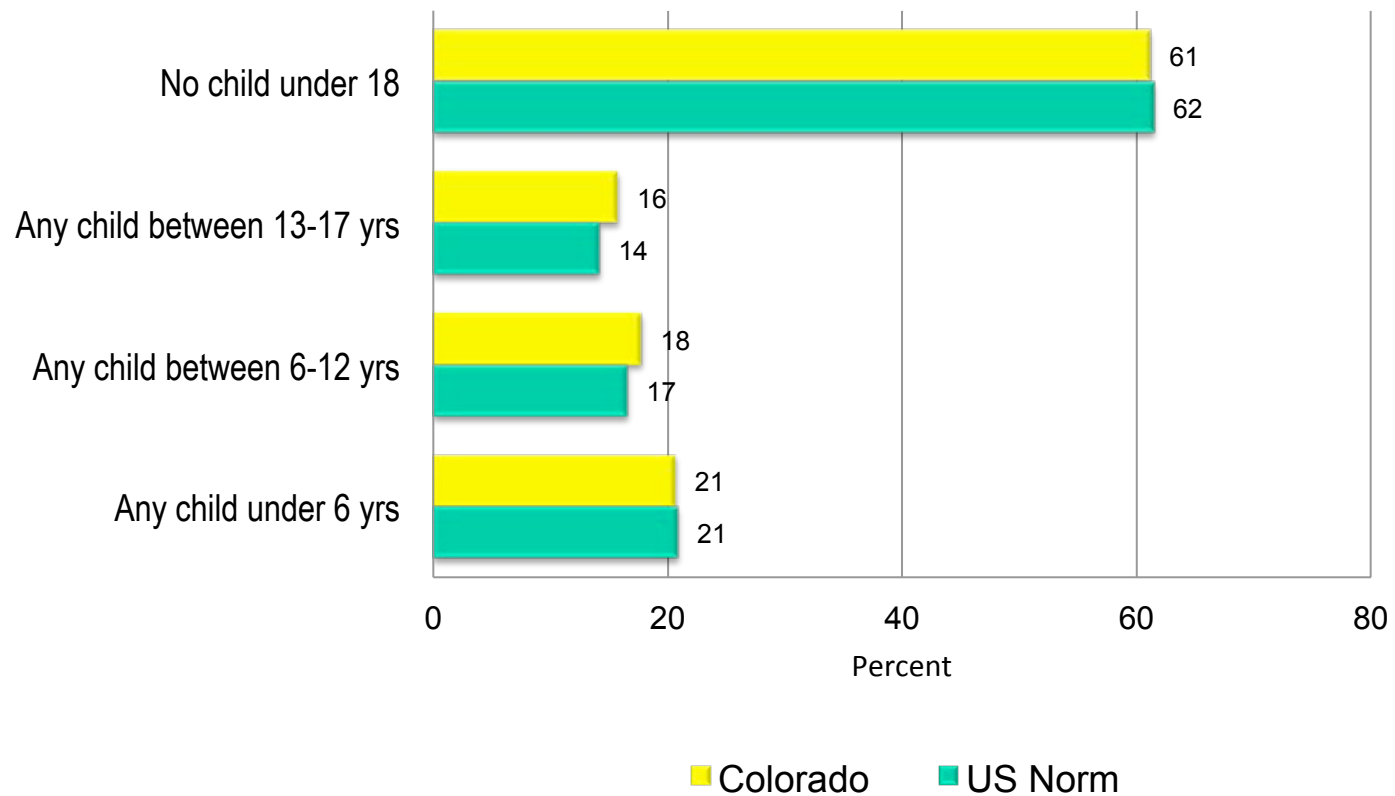
Base: Overnight Leisure Trips



Children in Household



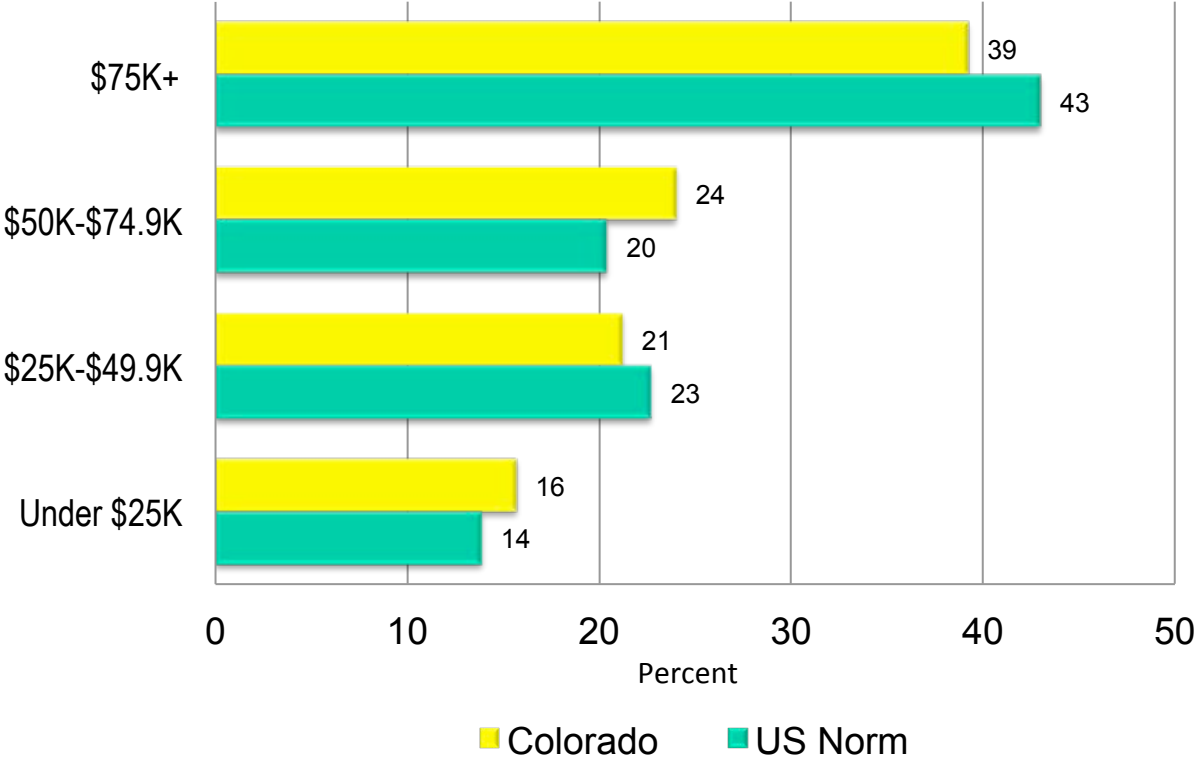
Base: Overnight Leisure Trips



Income



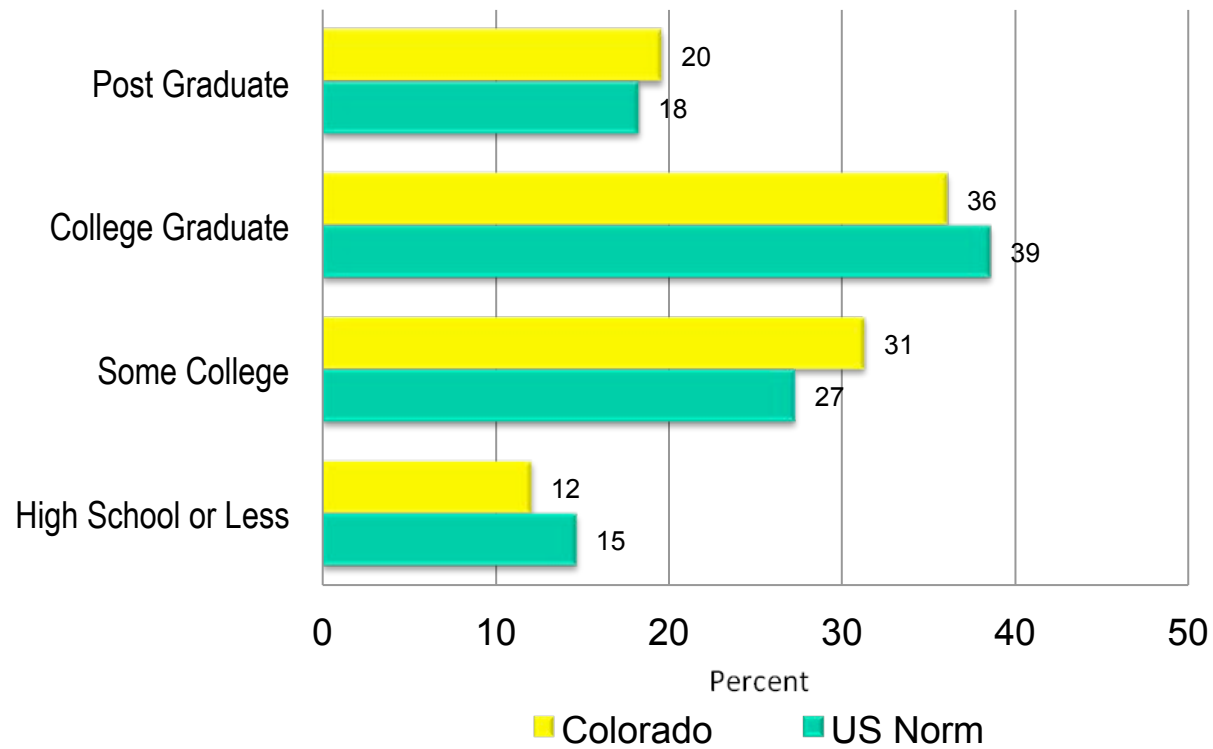
Base: Overnight Leisure Trips



Education



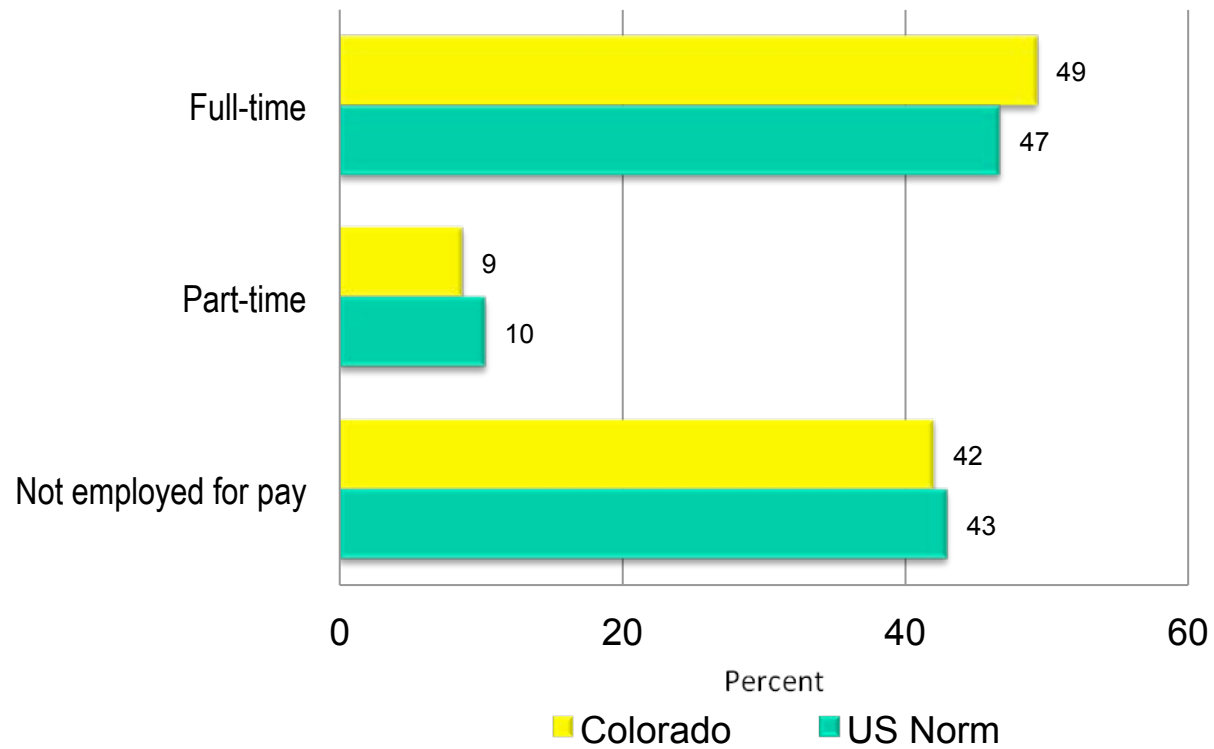
Base: Overnight Leisure Trips



Employment



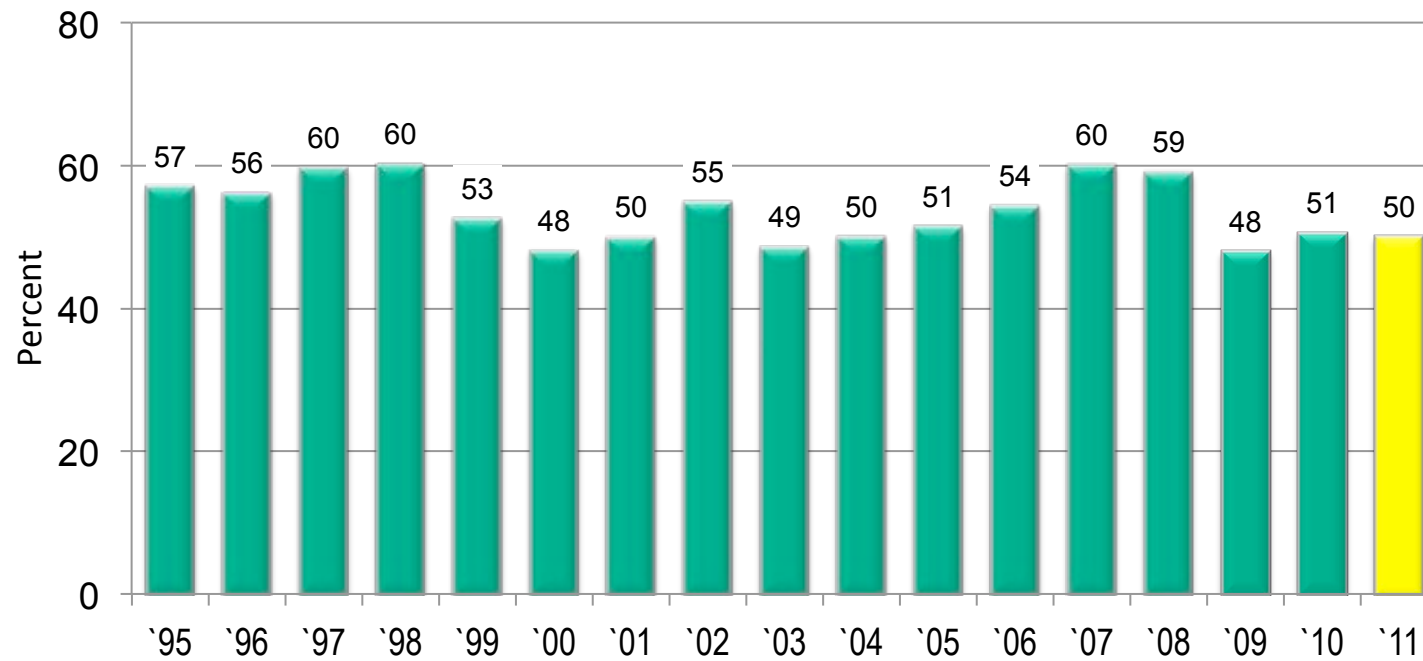
Base: Overnight Leisure Trips



Percent Who Are Male



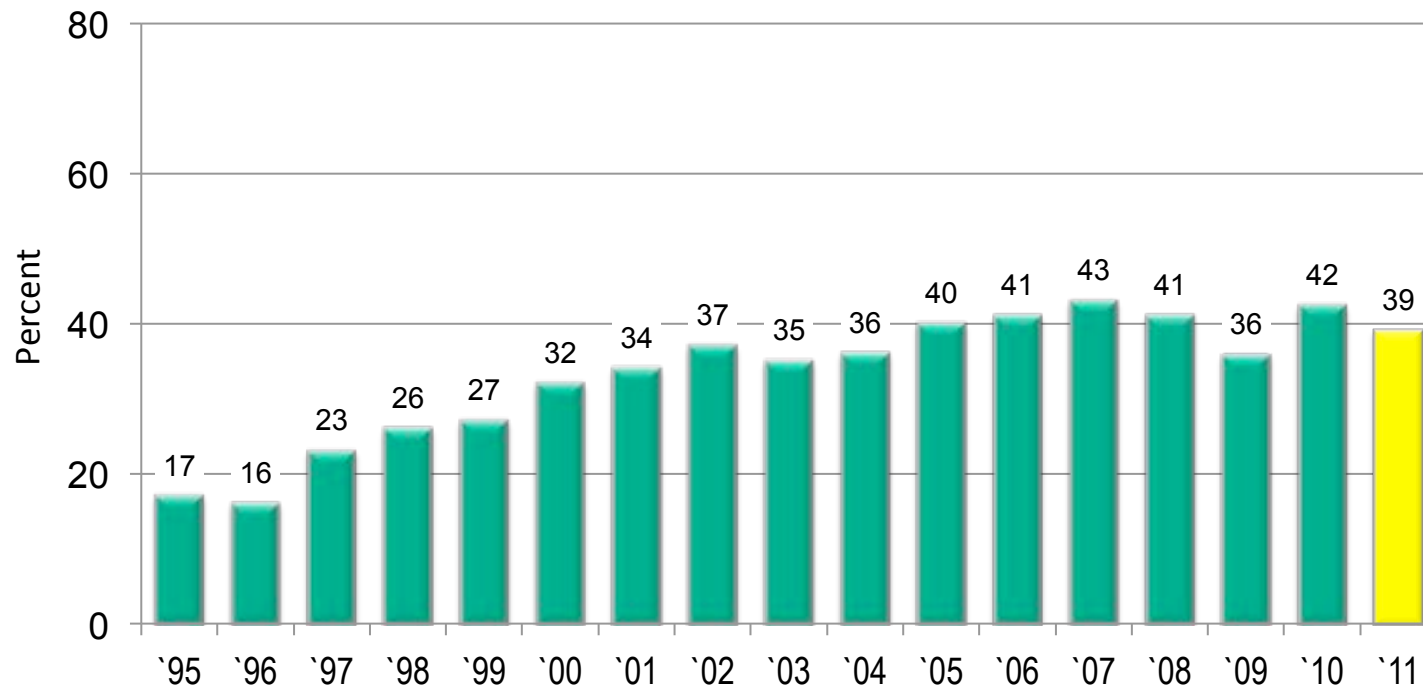
Base: Overnight Leisure Trips



Percent Who Earn Over \$75,000



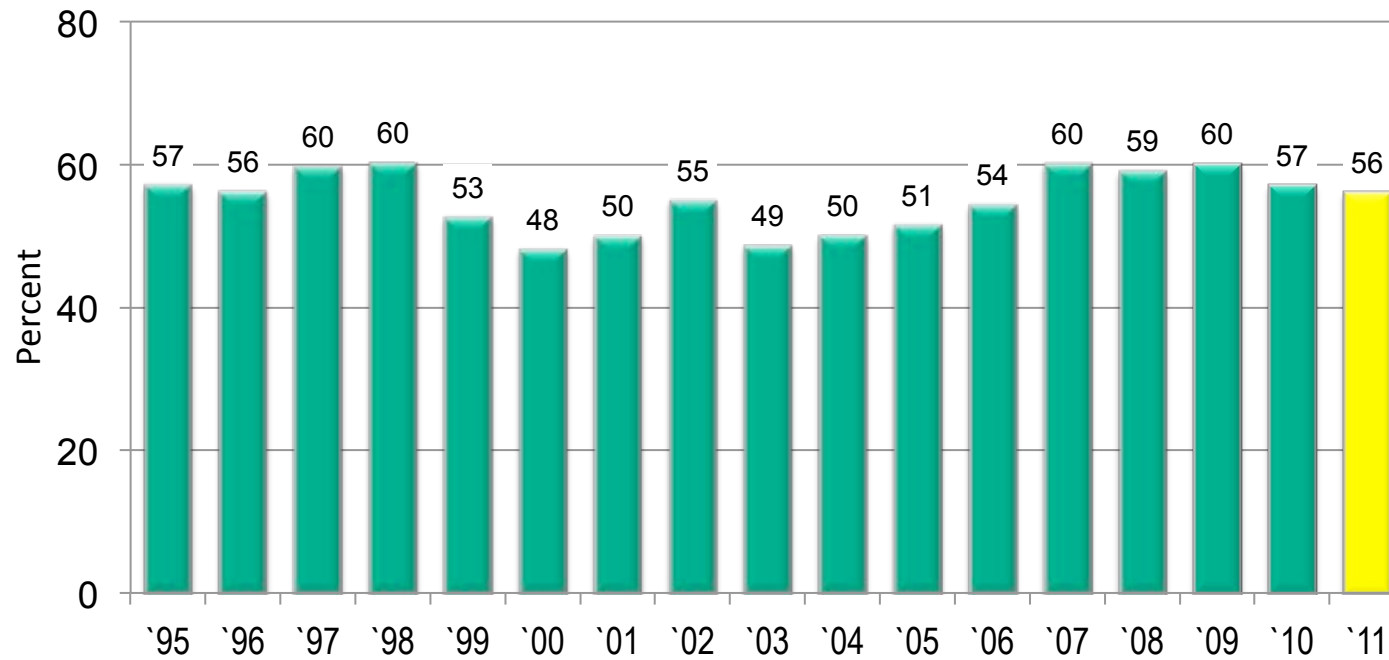
Base: Overnight Leisure Trips



Percent With College Education



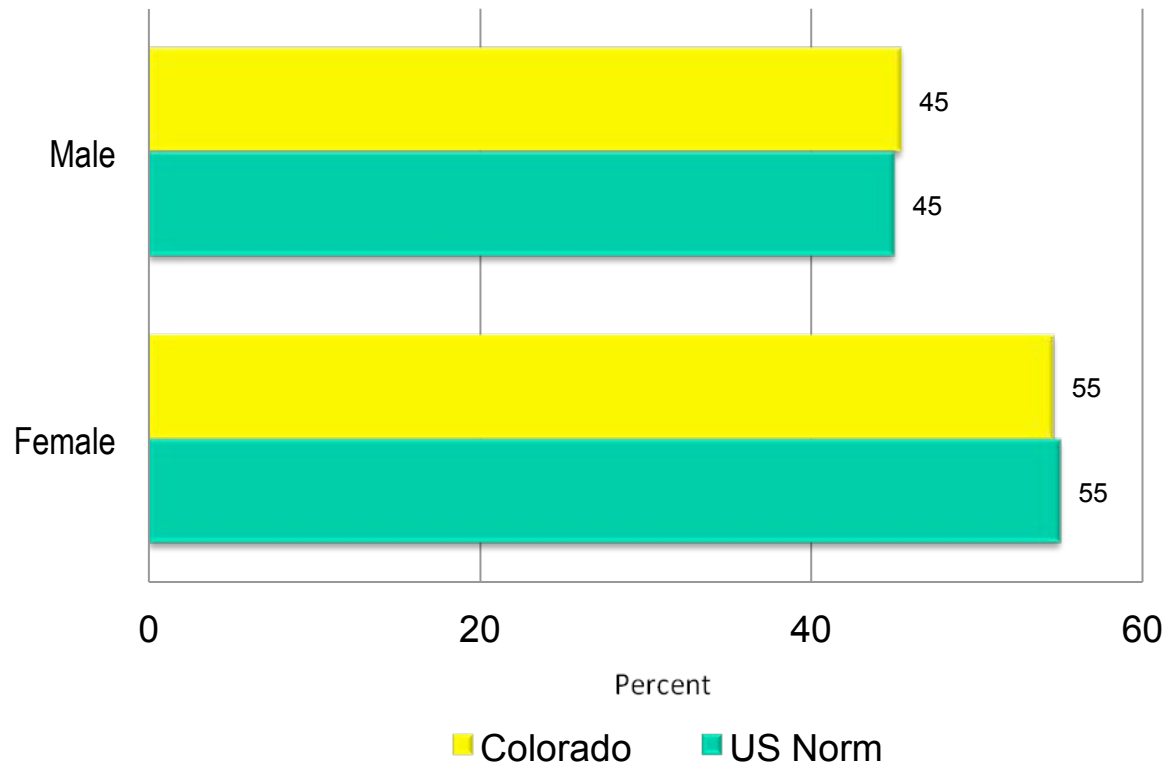
Base: Overnight Leisure Trips



Gender



Base: Day Leisure Trips



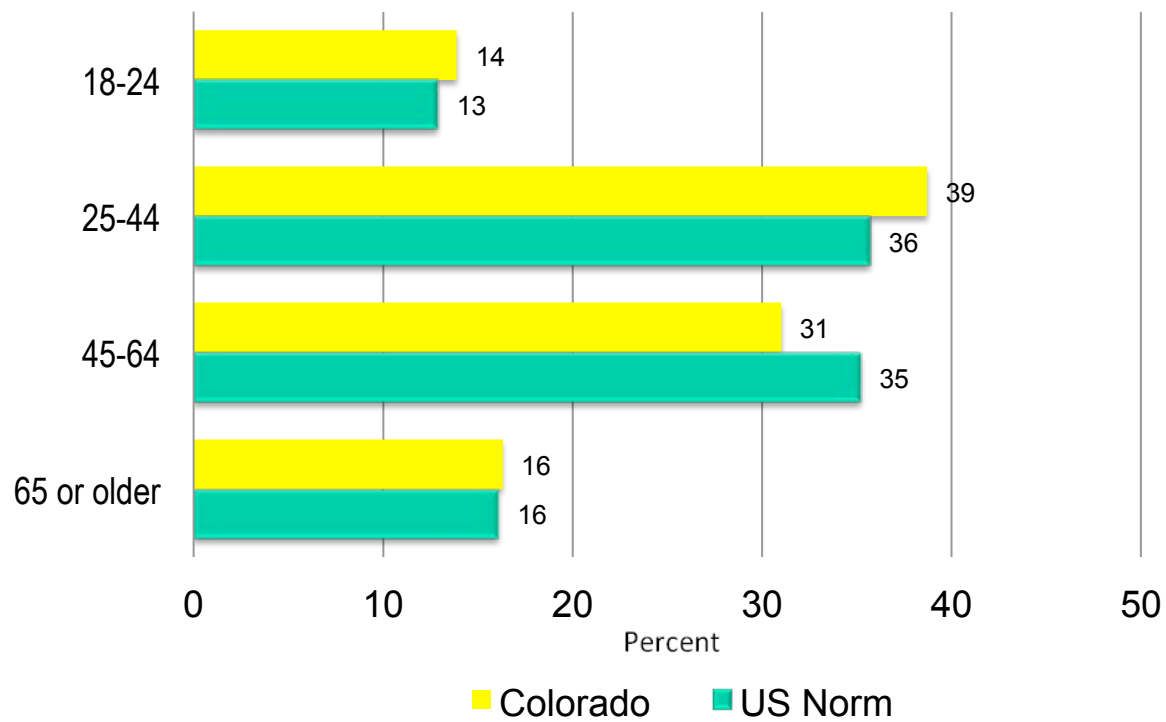
Age



Base: Day Leisure Trips

**Average Age Colorado
= 44.8**

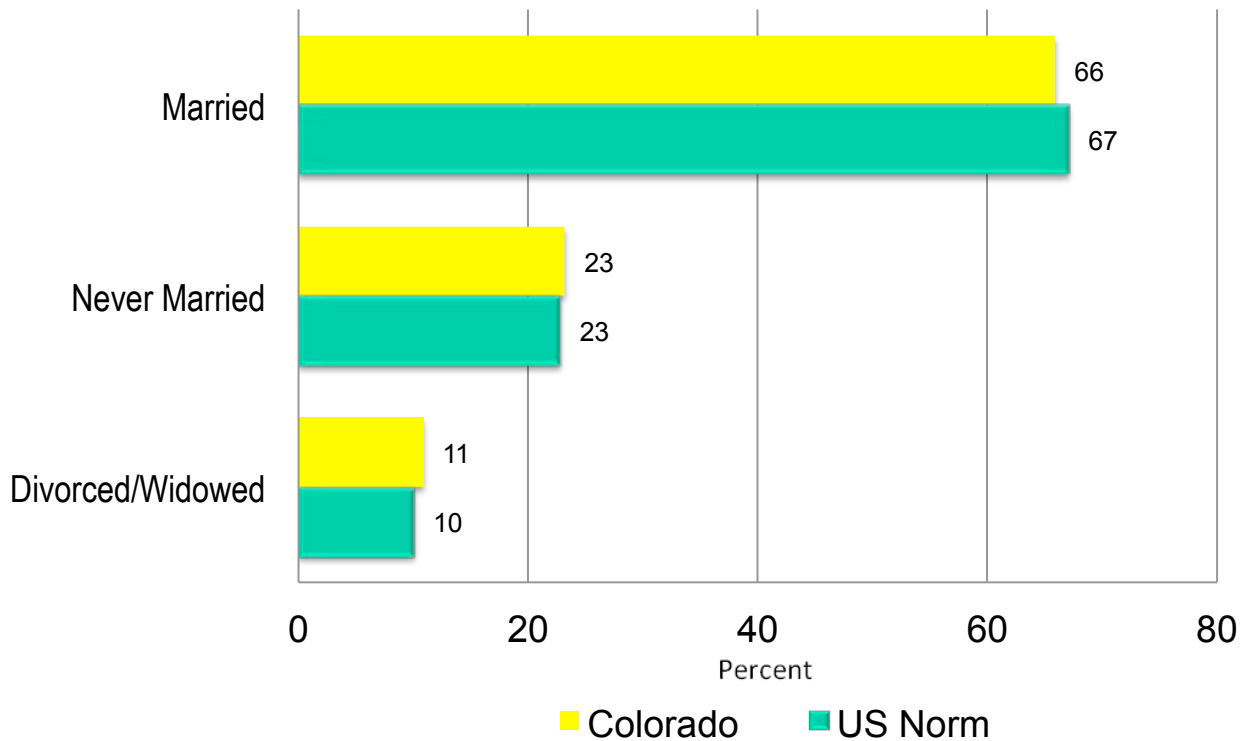
**Average Age U.S. Norm
= 45.8**



Marital Status



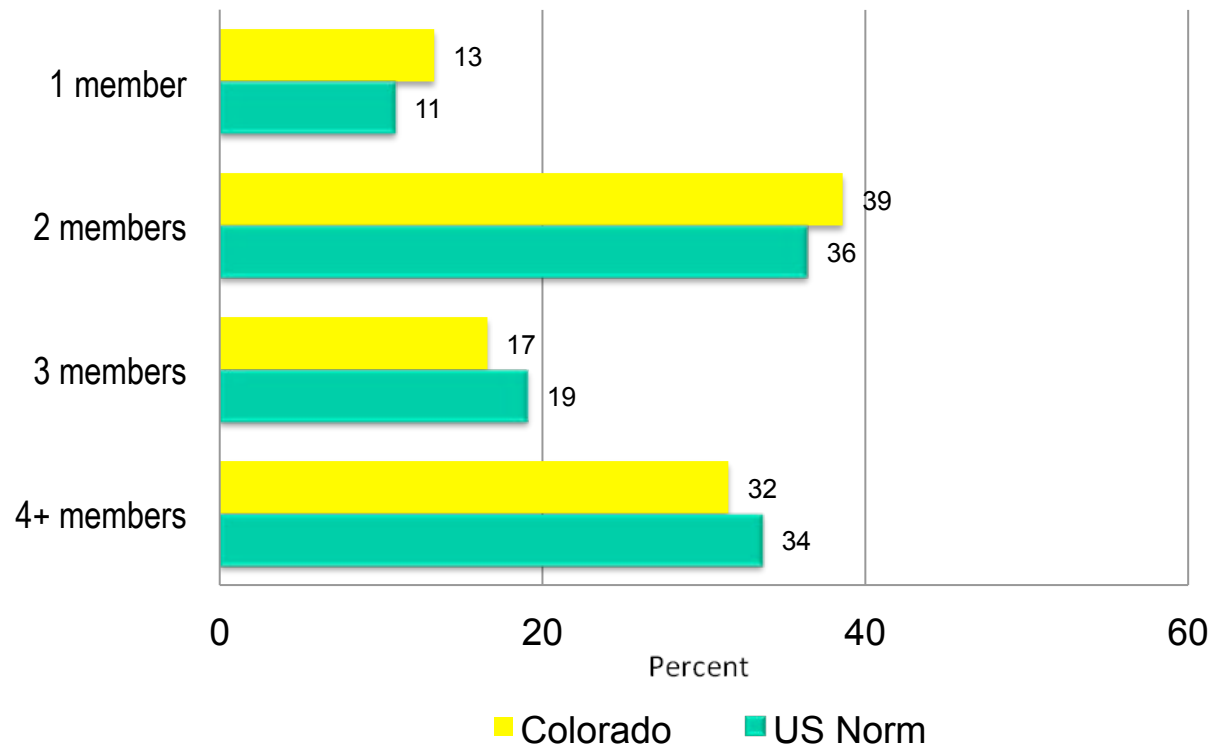
Base: Day Leisure Trips



Household Size



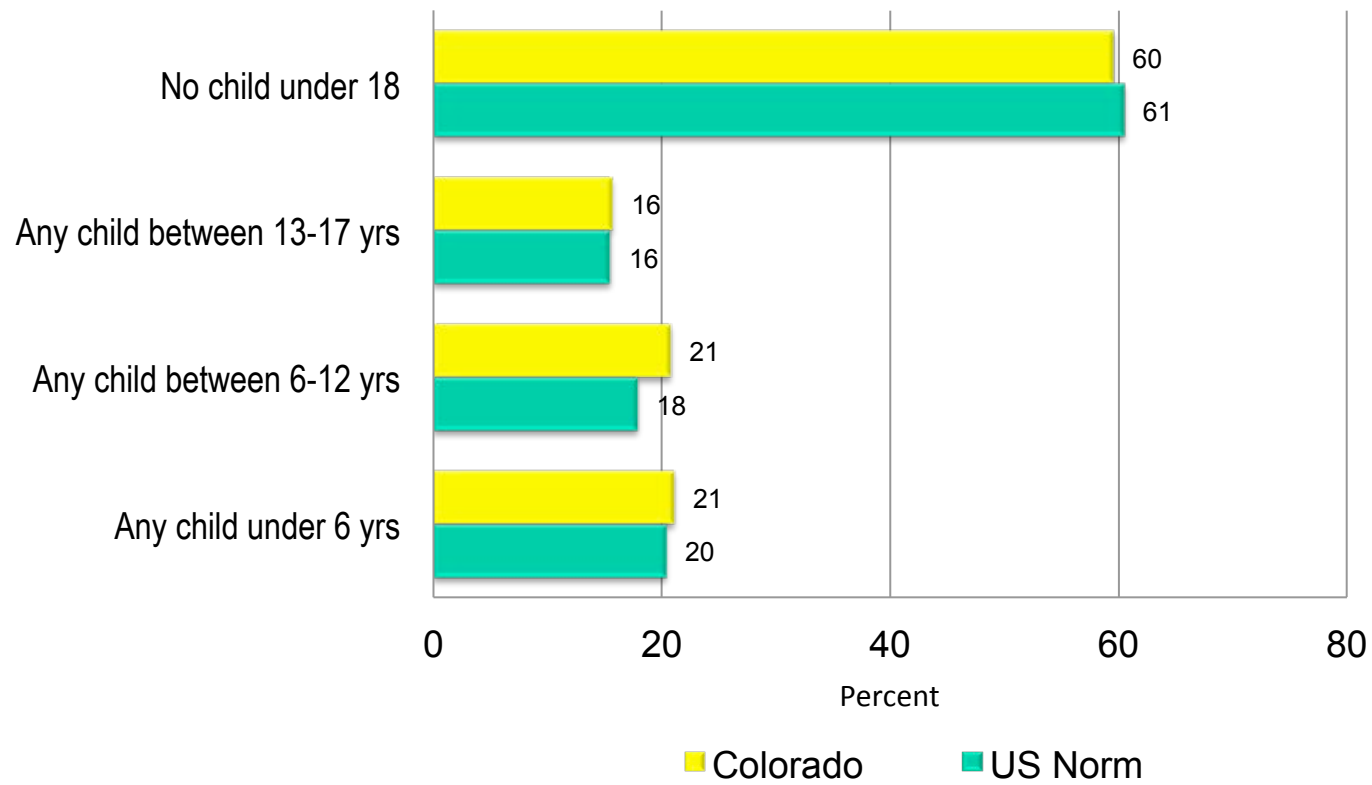
Base: Day Leisure Trips



Children in Household



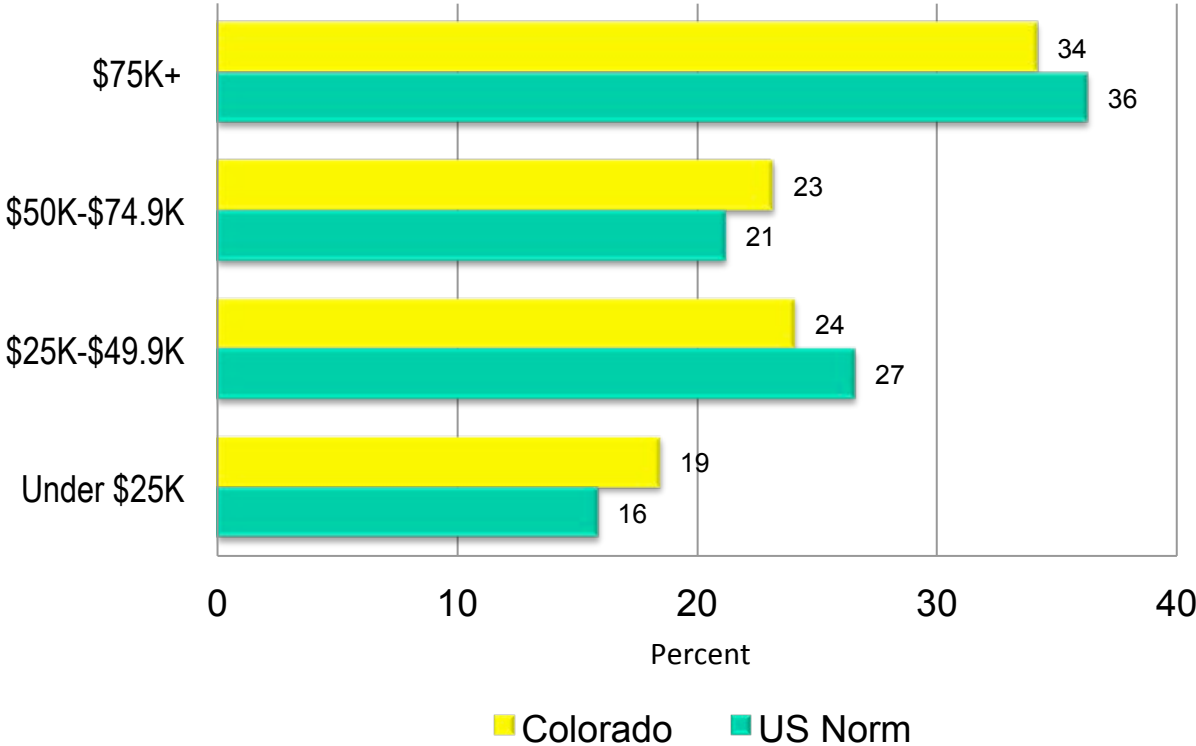
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Income



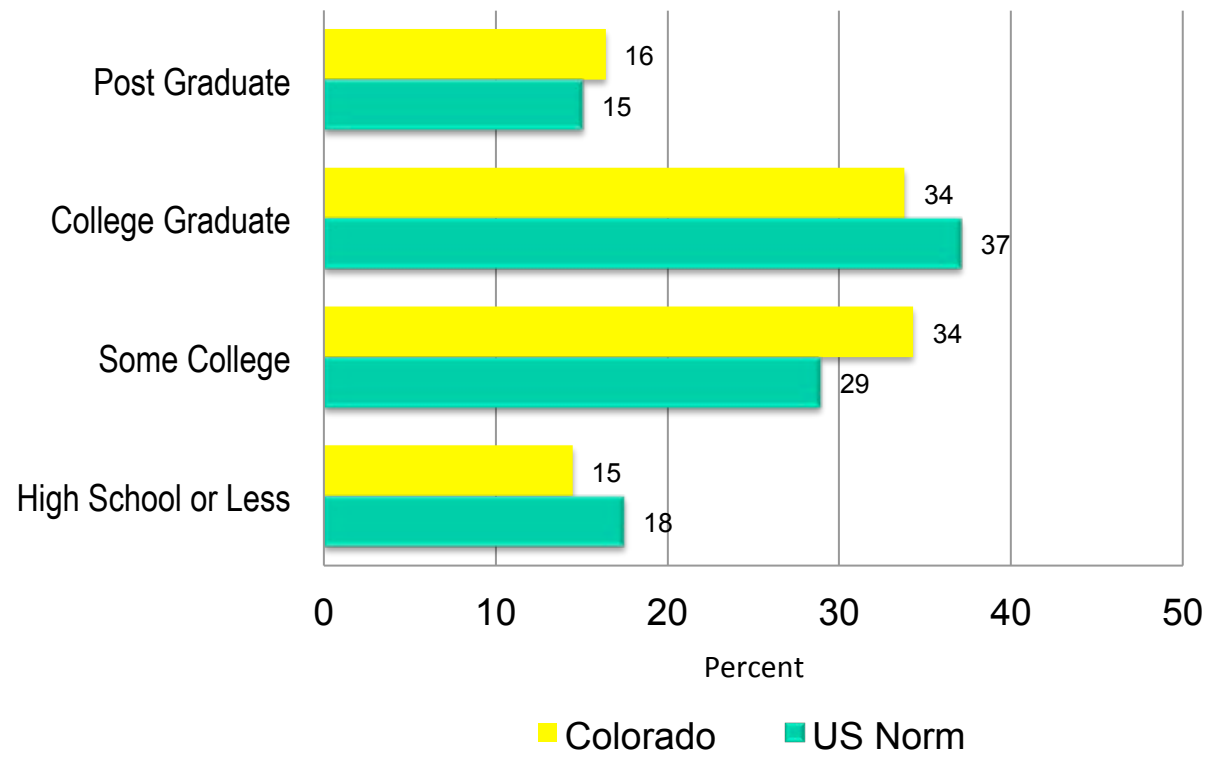
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Education



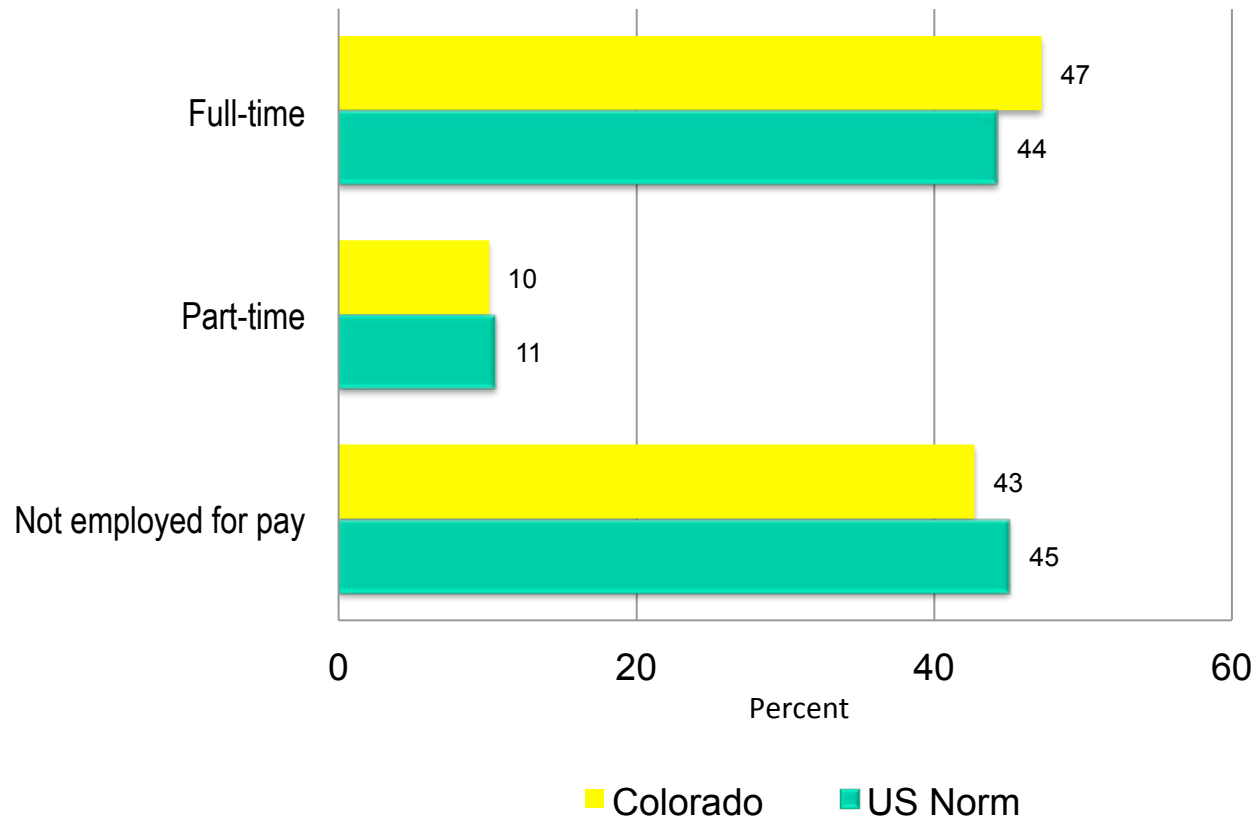
Base: Day Leisure Trips



Employment



Base: Day Leisure Trips

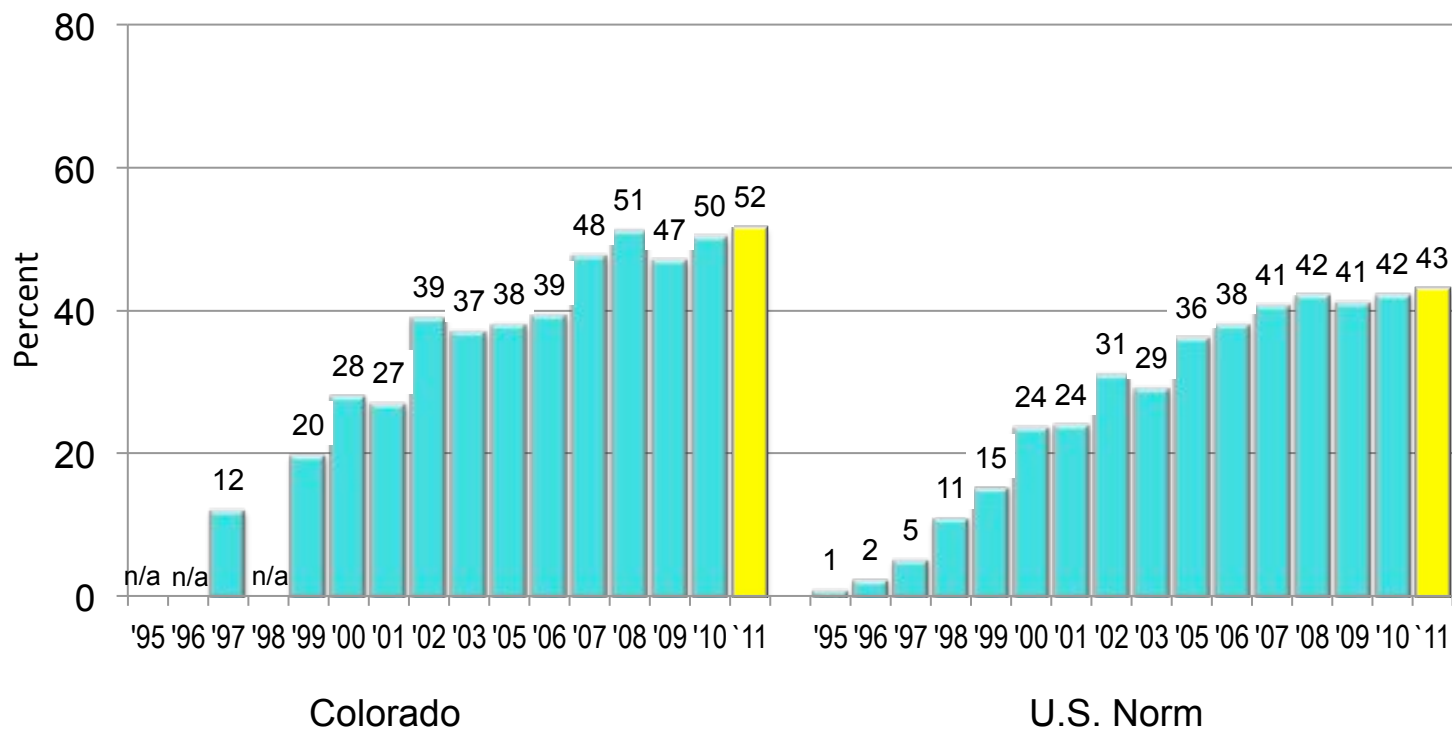


Trip Characteristics

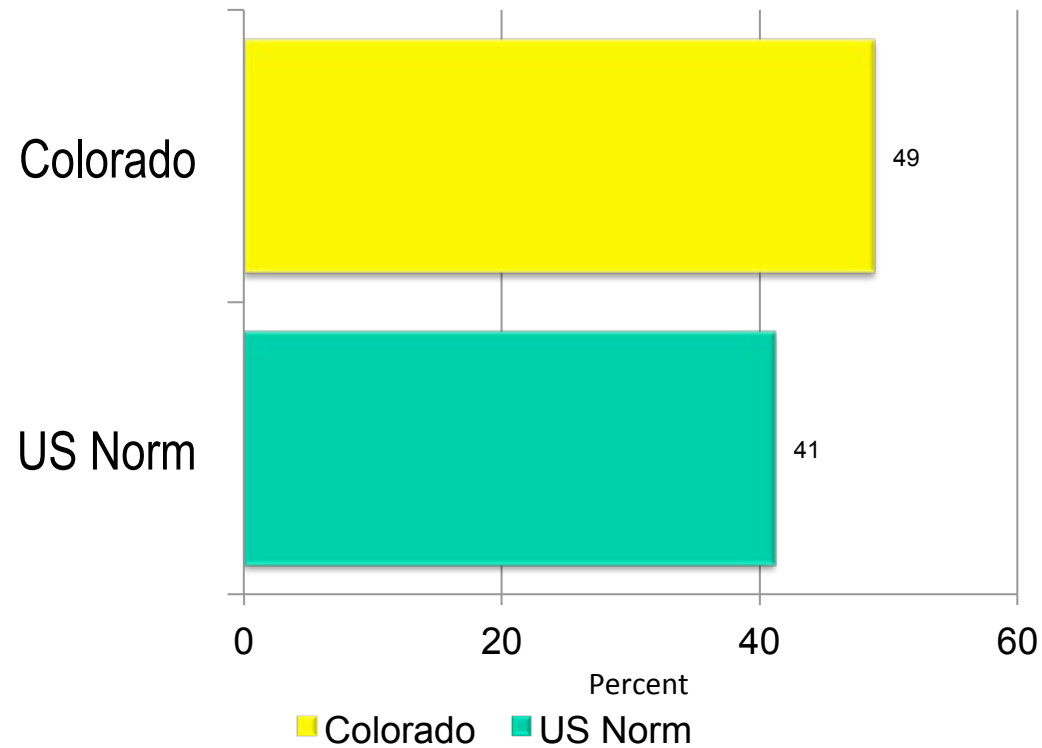
Use of Internet For Trip Planning



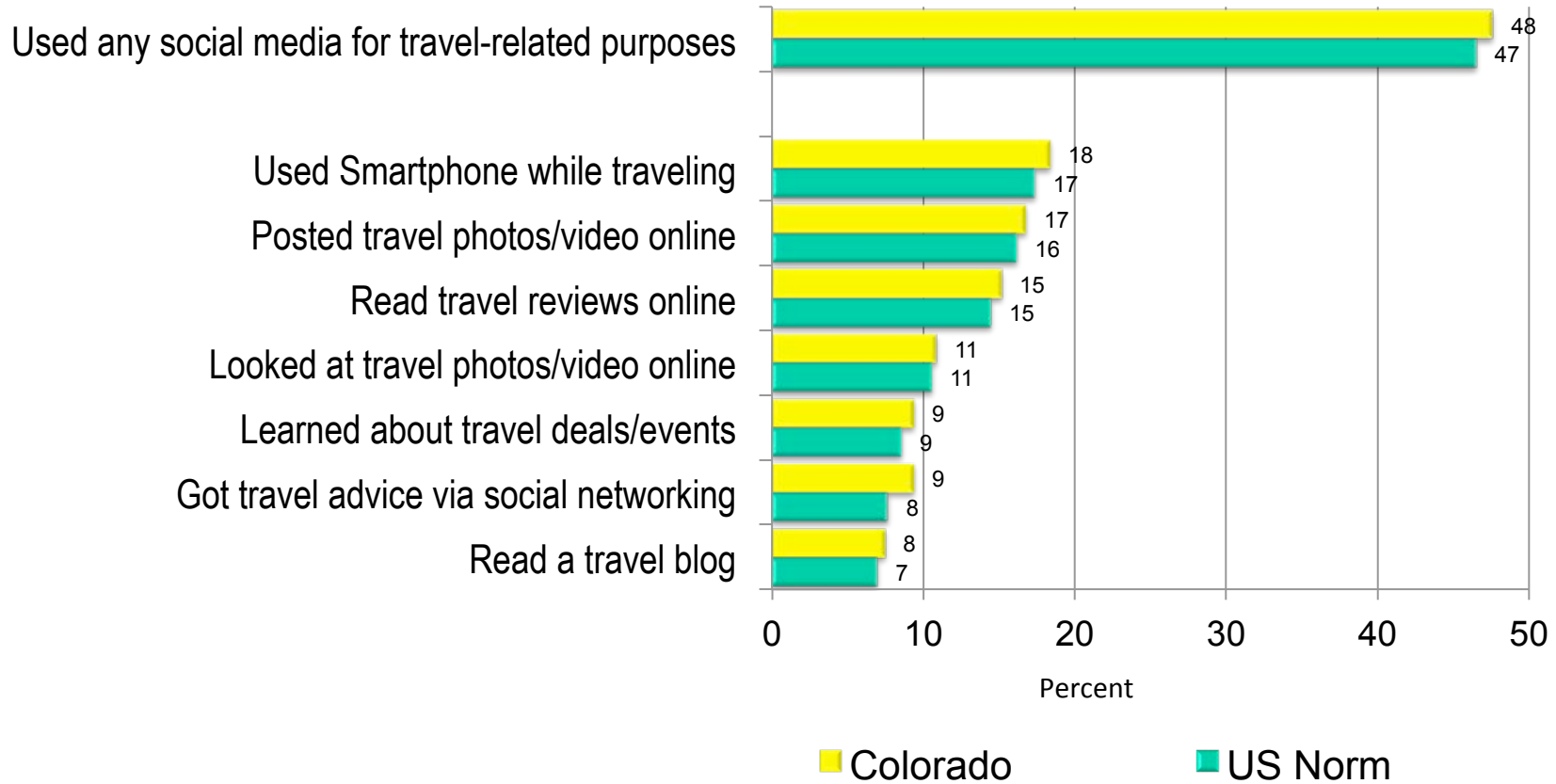
Base: Overnight Leisure Trips



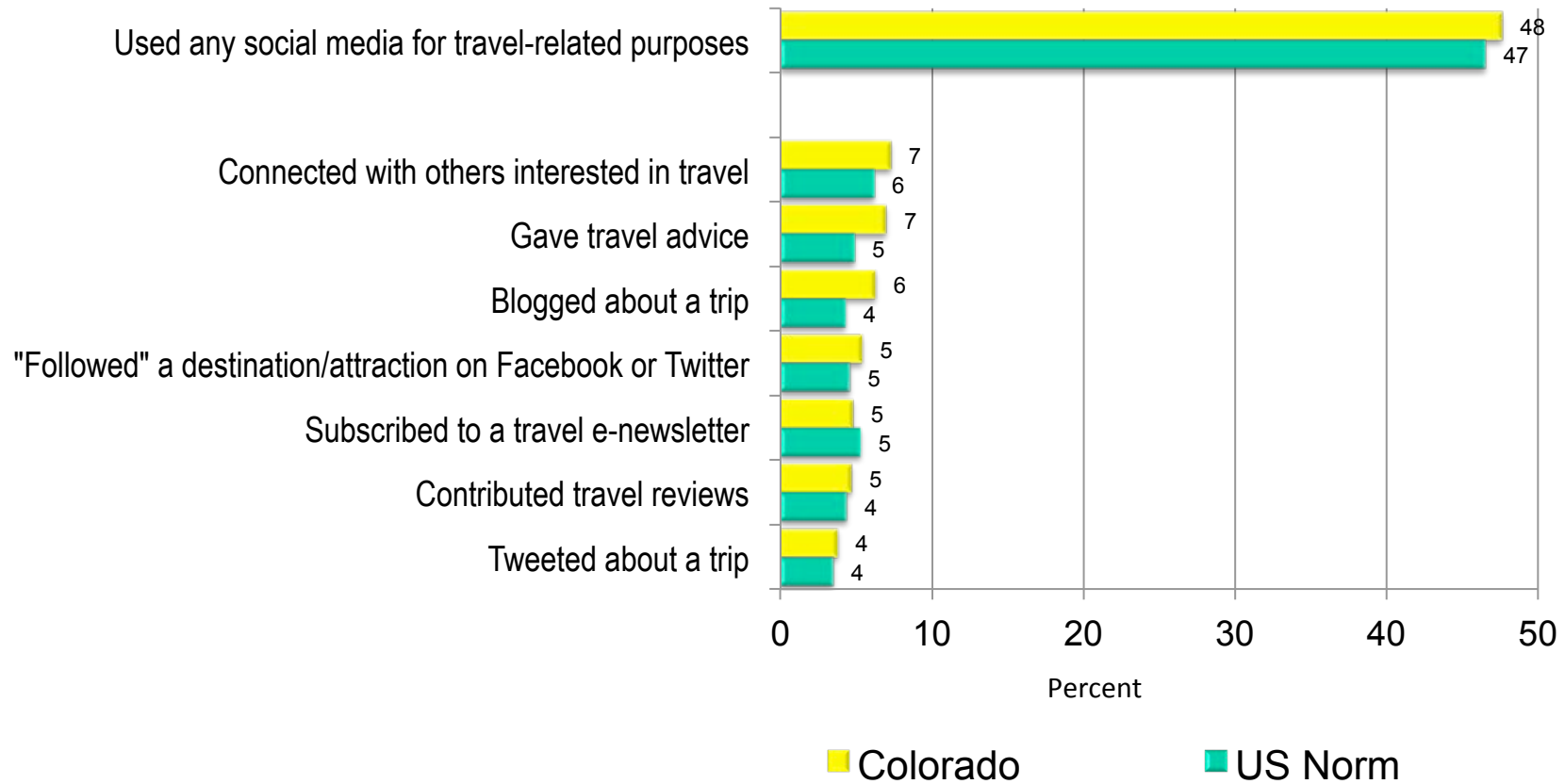
Used Internet to Book All/Part of Trip



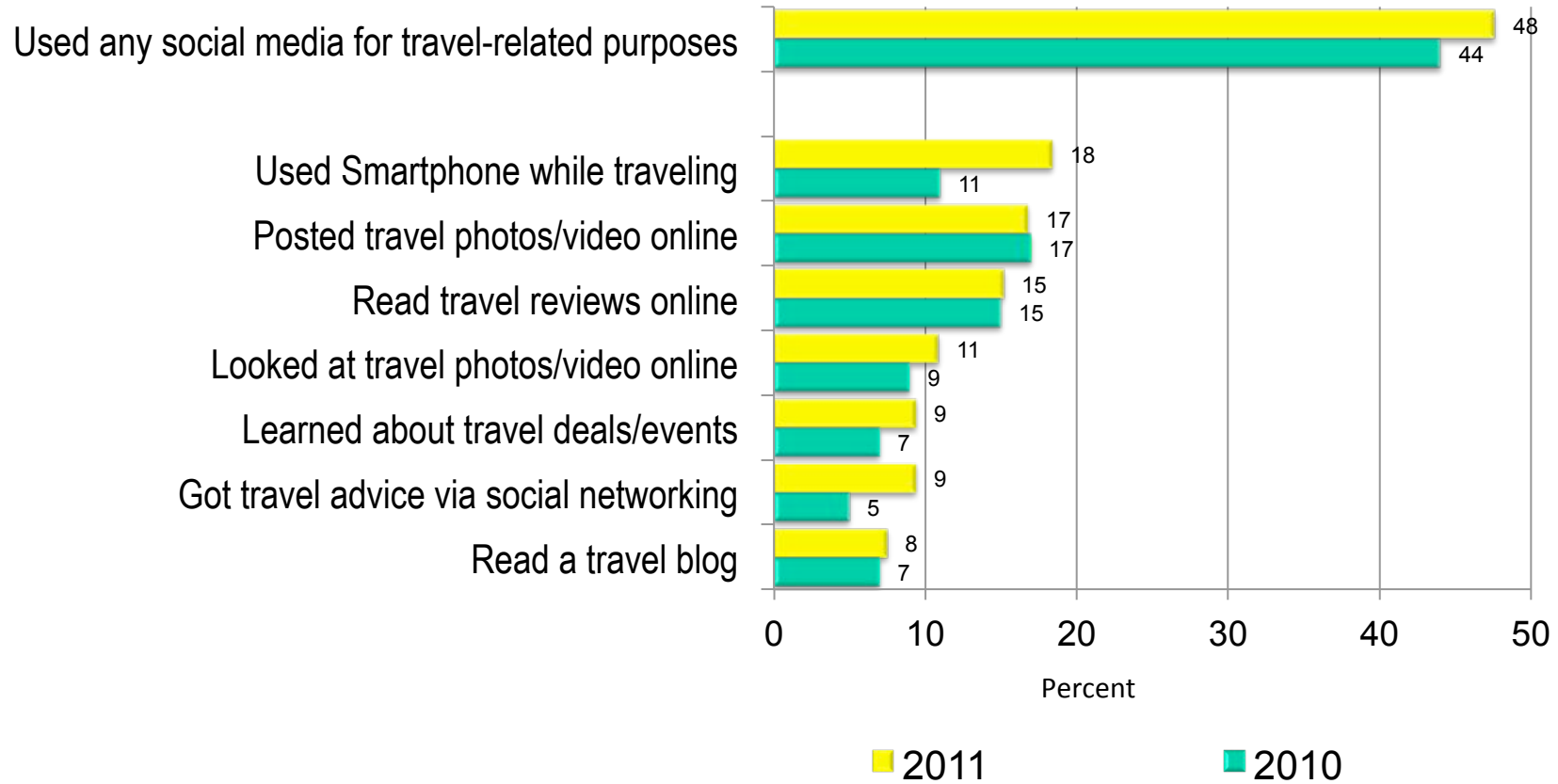
Social Media Used in the Past 3 Months



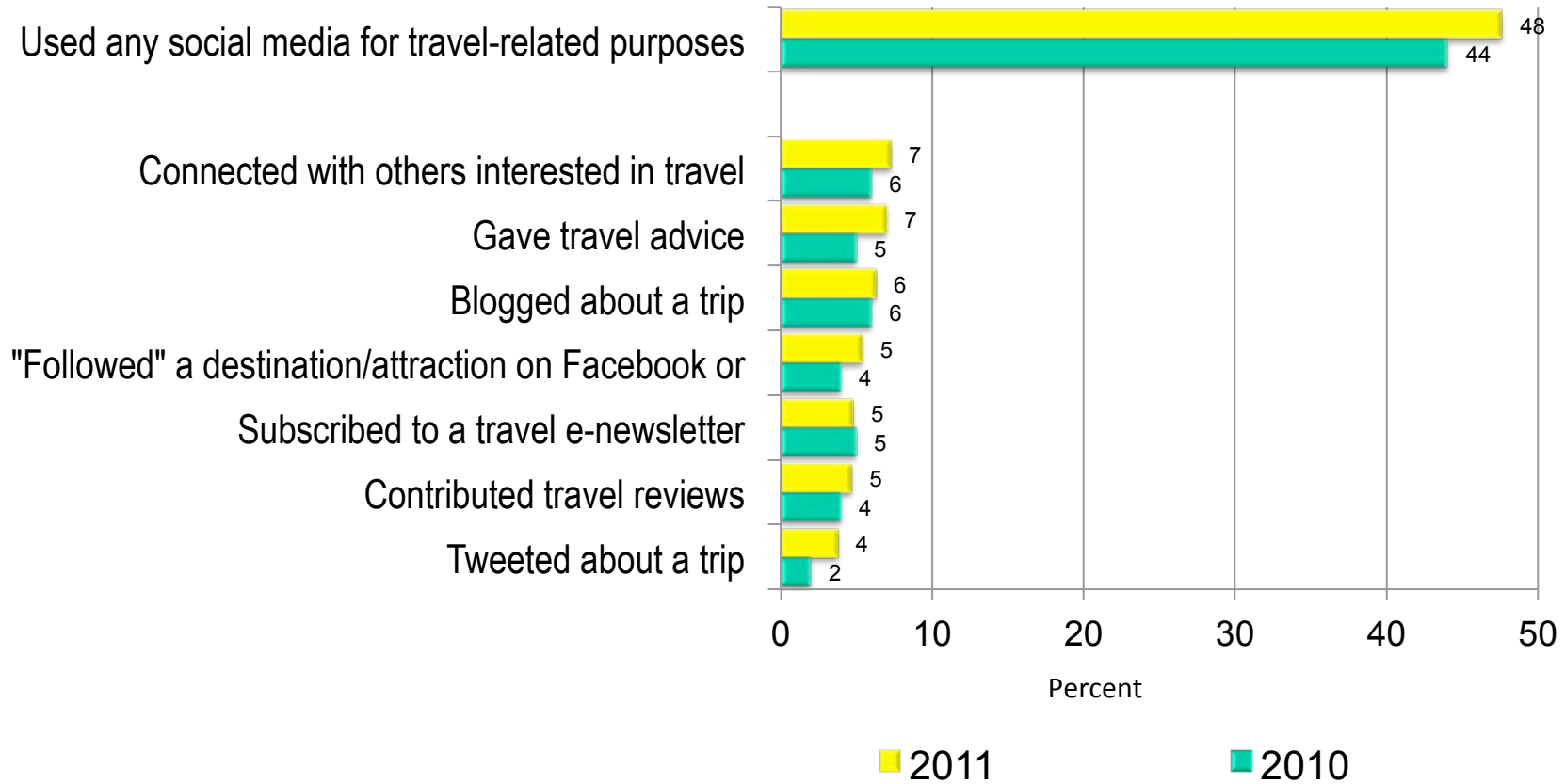
Social Media Used in the Past 3 Months



Social Media Used in the Past 3 Months, 2011 vs. 2010



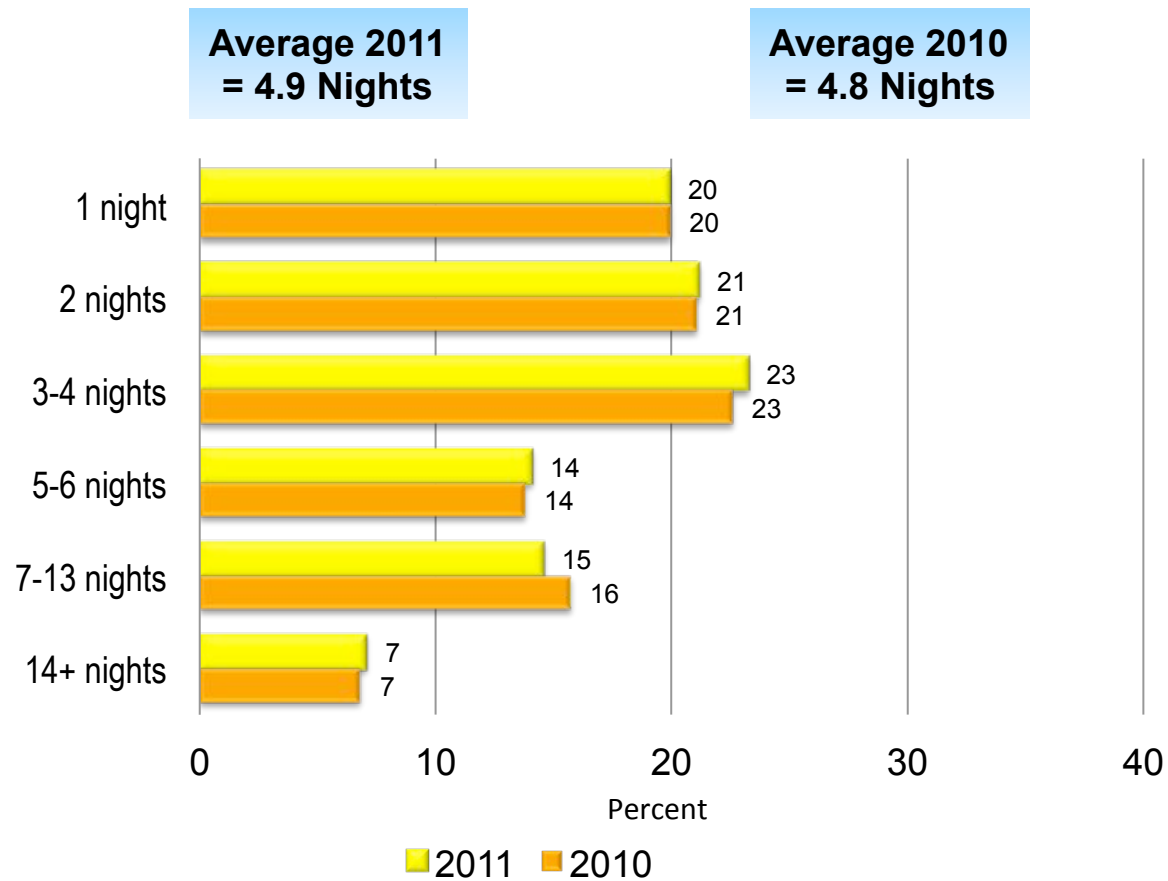
Social Media Used in the Past 3 Months, 2011 vs. 2010



Length of Colorado Trip



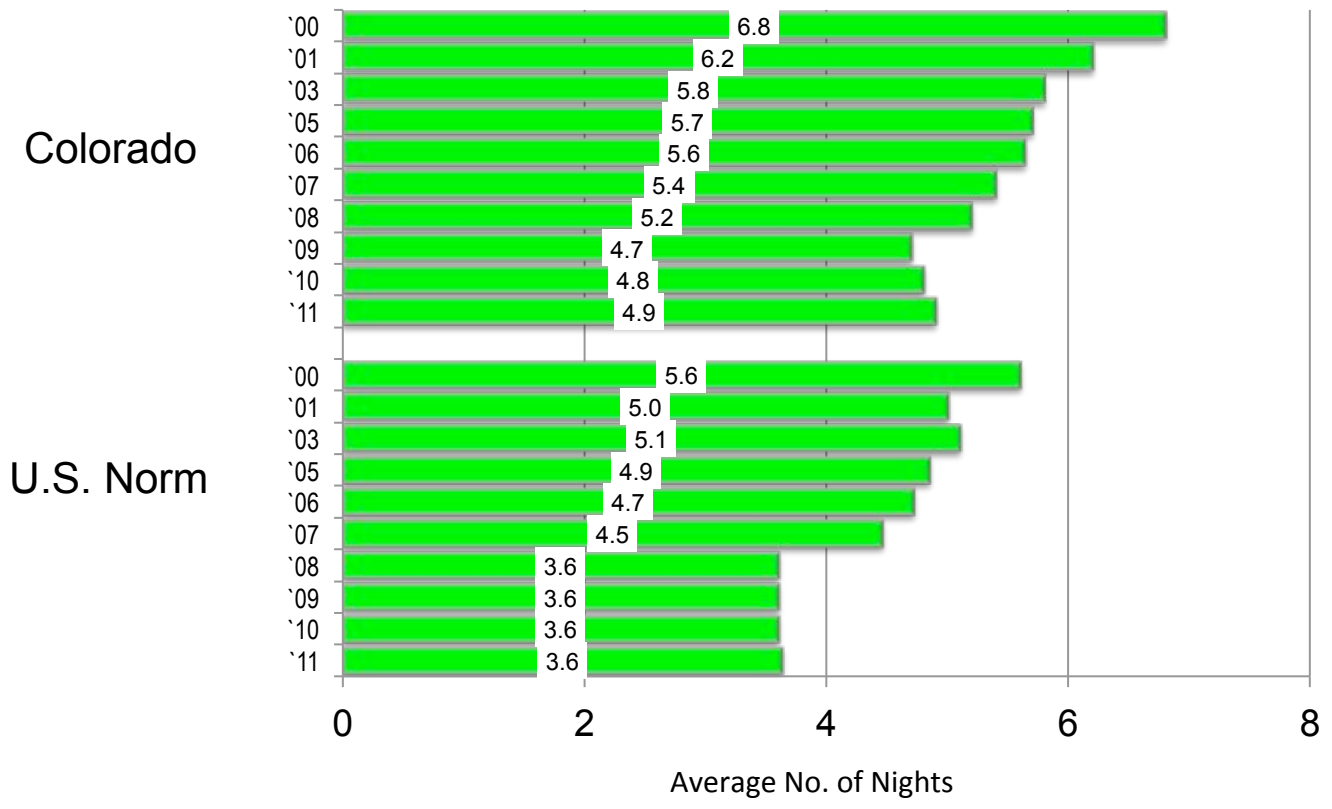
Base: Overnight Leisure Trips



Length of Trip



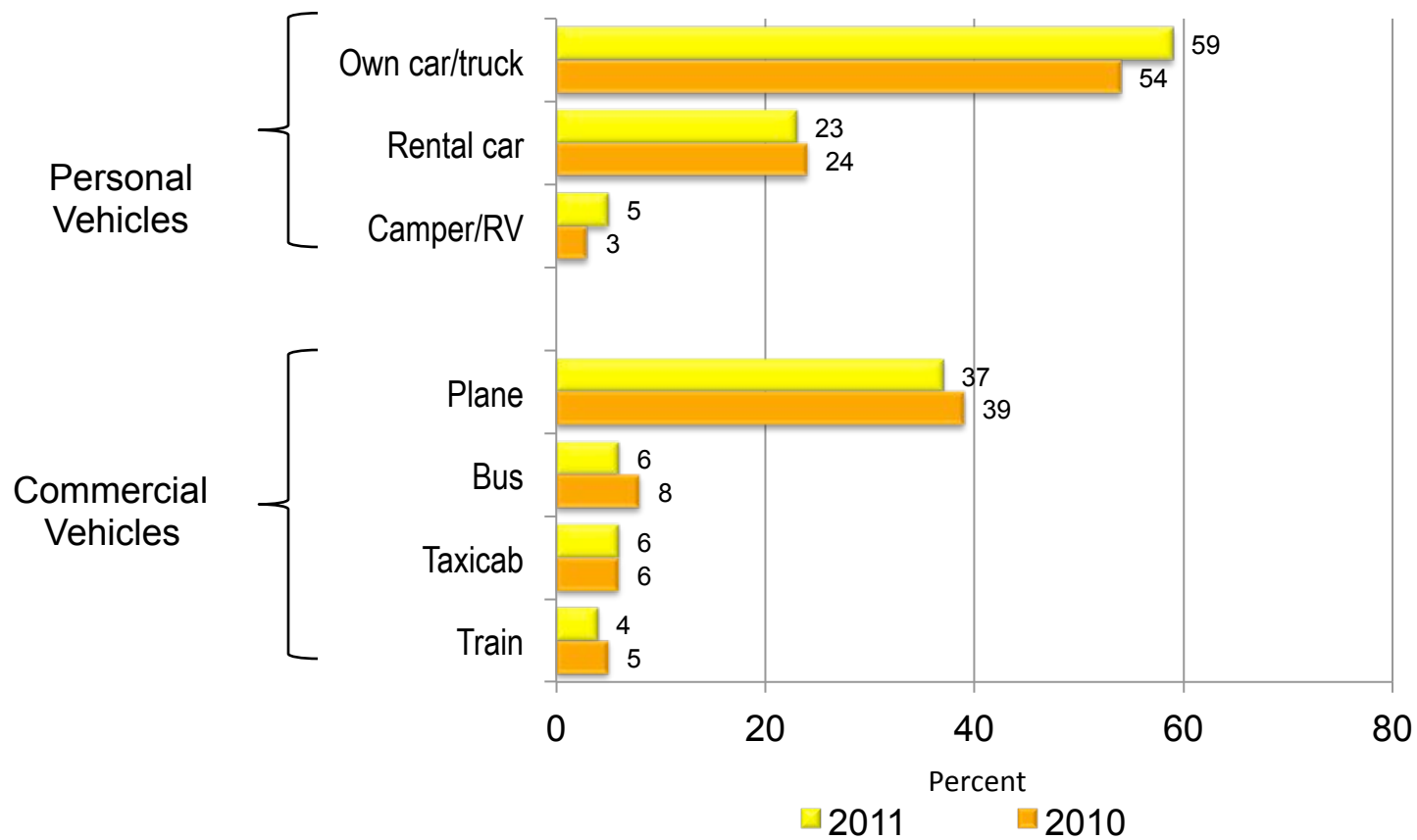
Base: Overnight Leisure Trips



Transportation Used on Colorado Trip



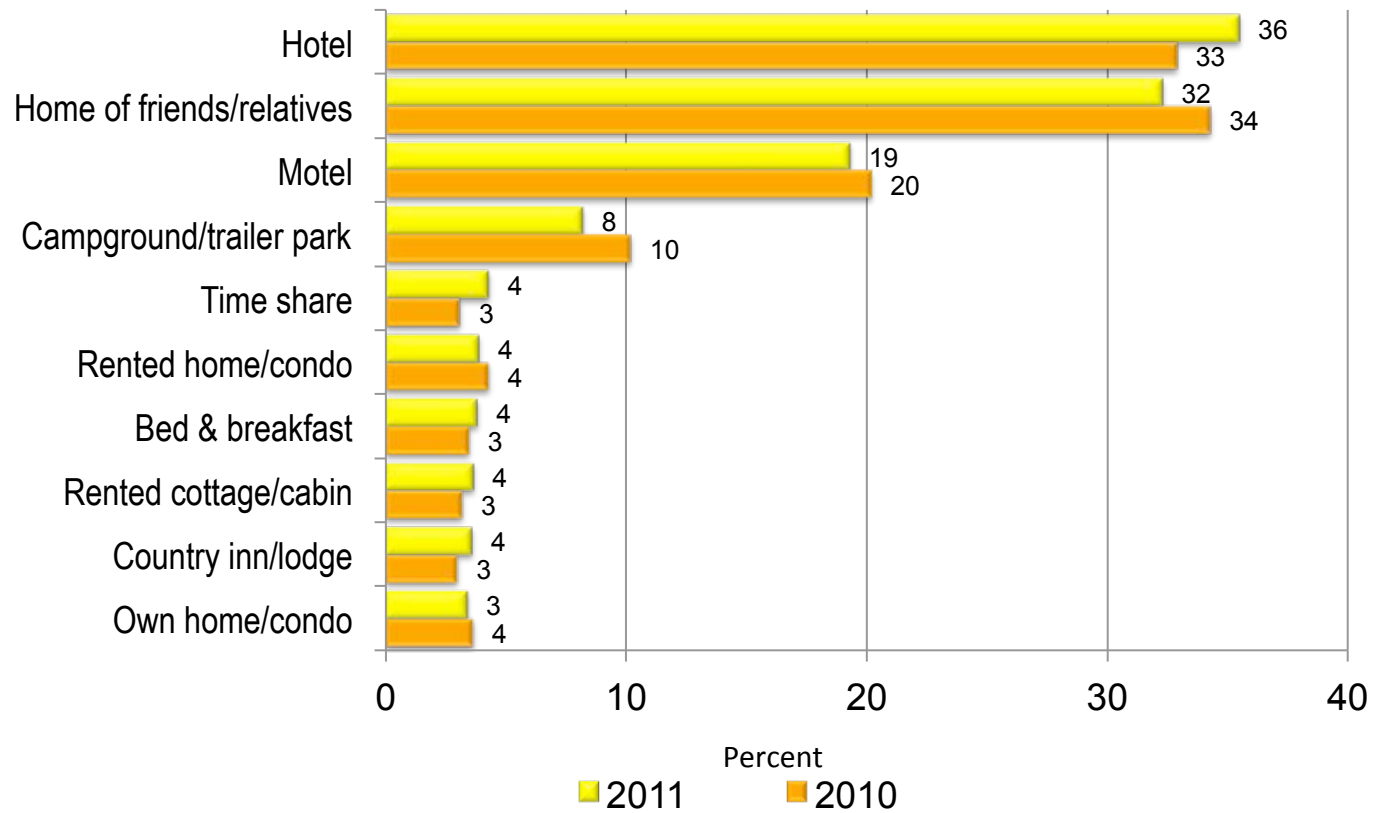
Base: Overnight Leisure Trips Originating Out of State



Accommodations Used on Trip



Base: Overnight Leisure Trips

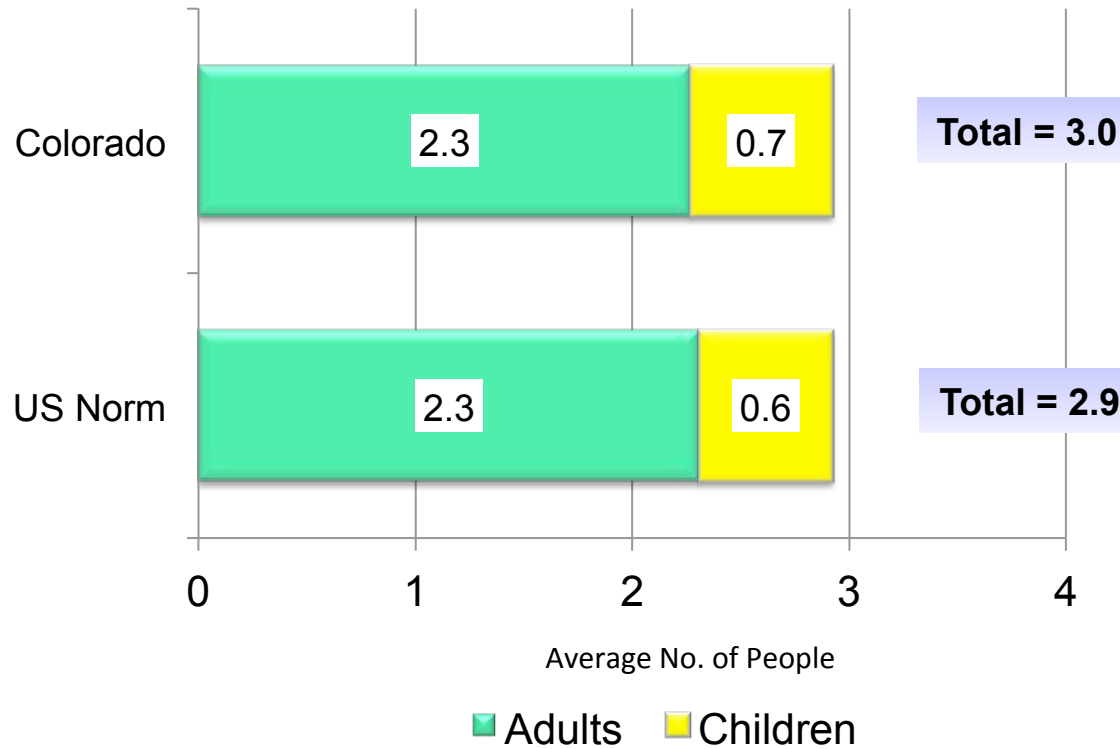


* Values may add to more than 100% because of usage of multiple types of accommodations

Size of Travel Party



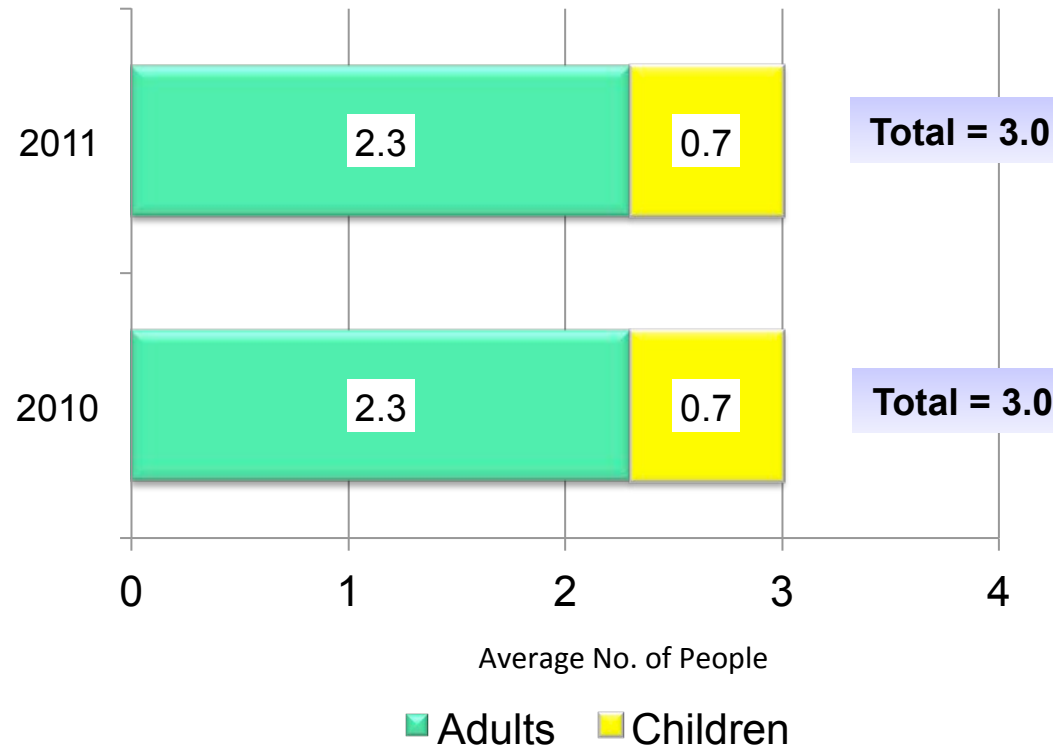
Base: Overnight Leisure Trips



Size of Travel Party



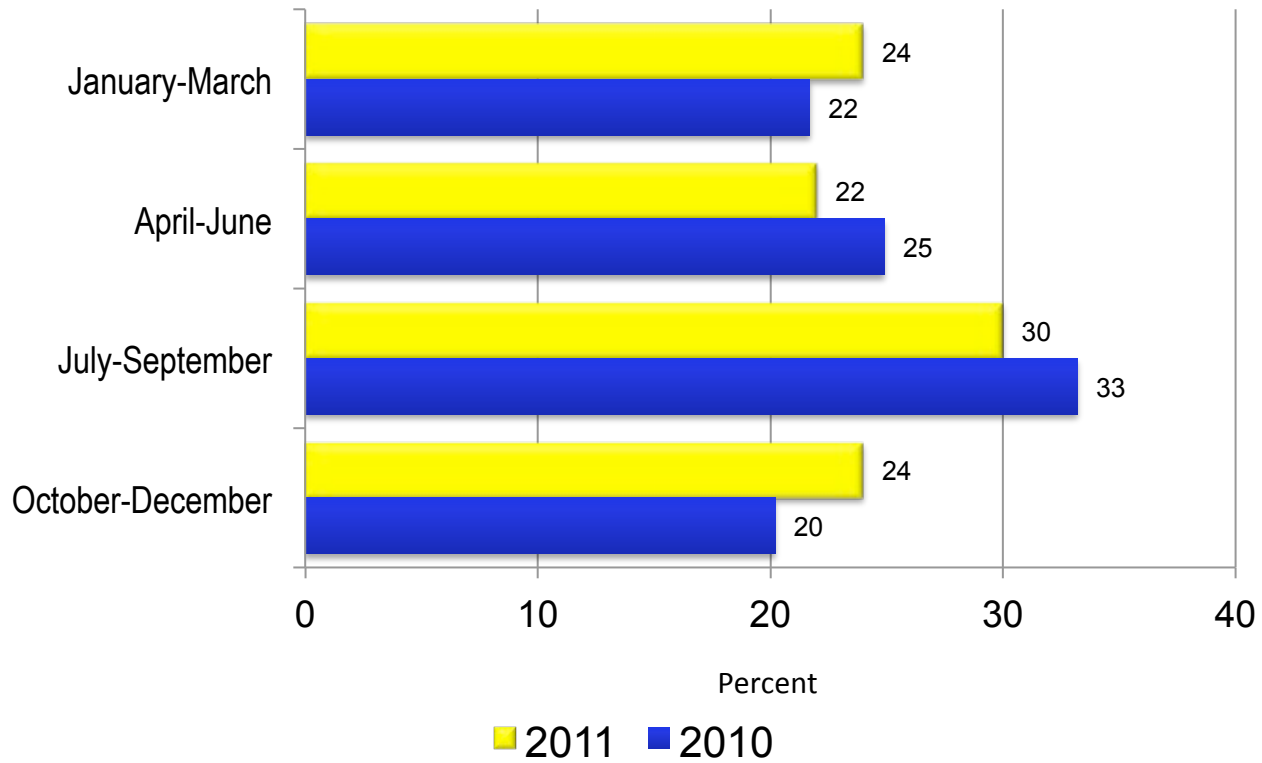
Base: Overnight Leisure Trips



Distribution of Trips by Quarter



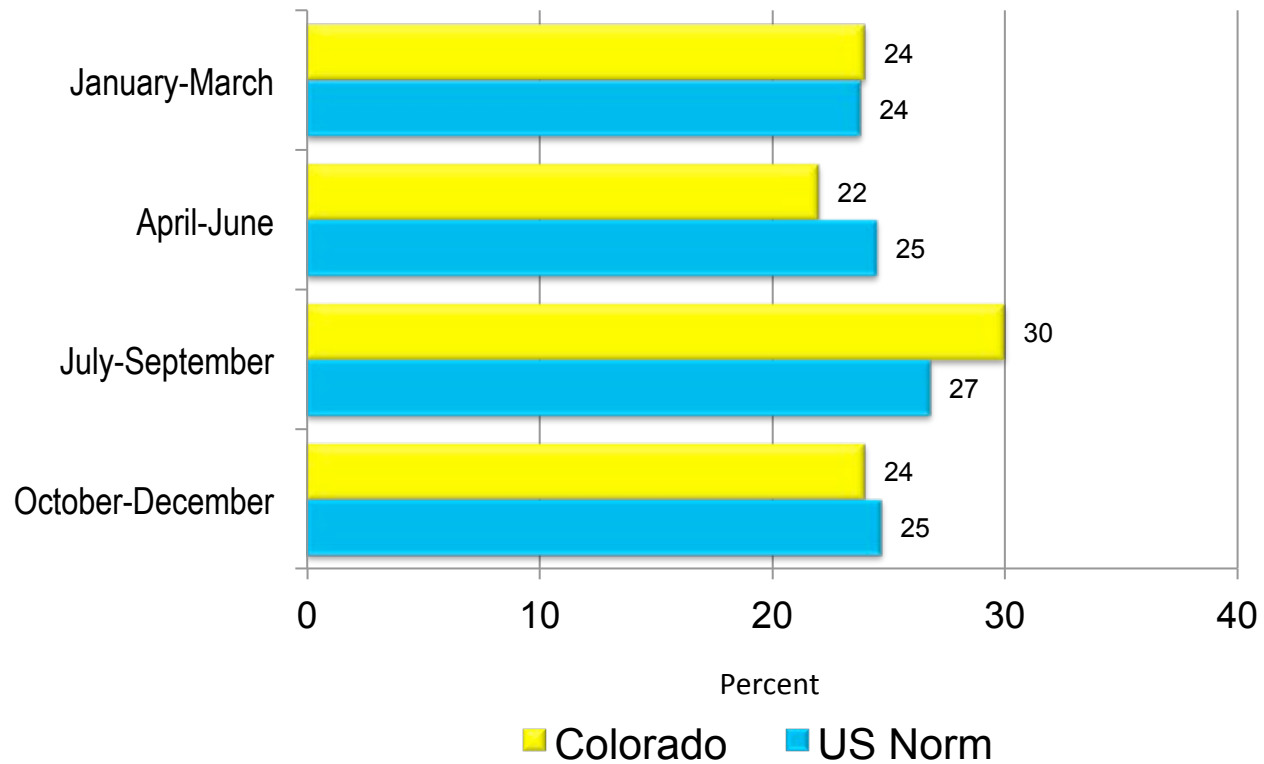
Base: Overnight Leisure Trips



Distribution of Trips by Quarter



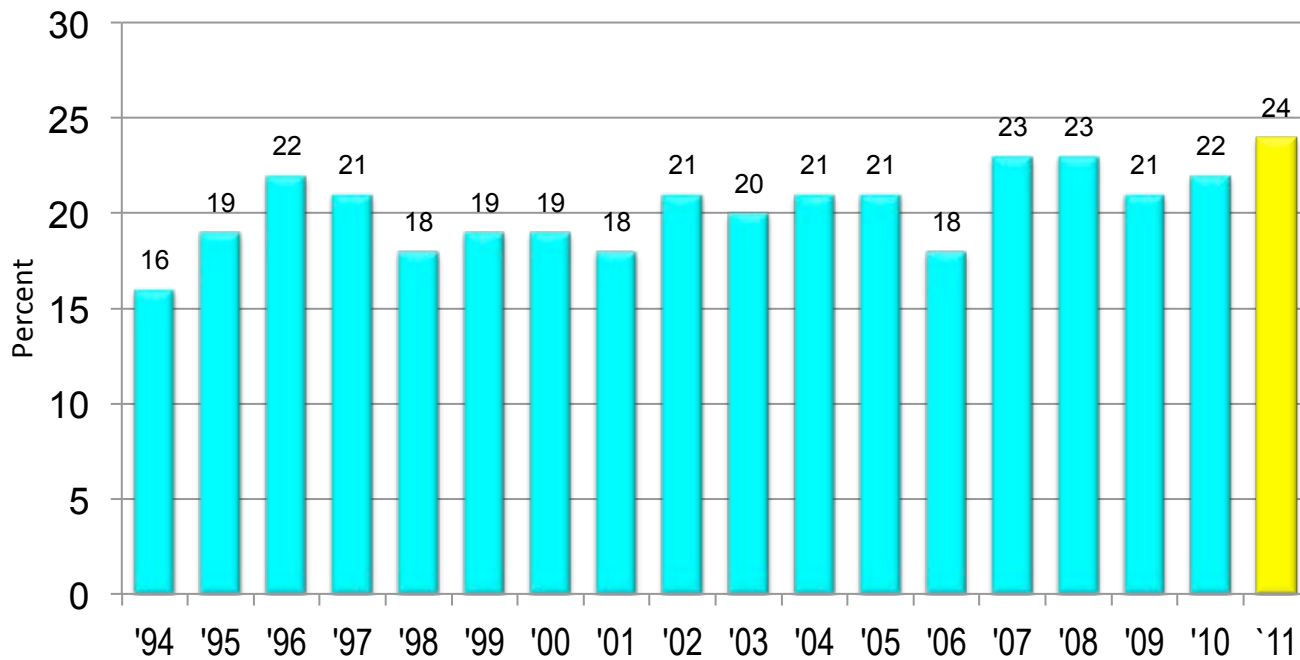
Base: Overnight Leisure Trips



Distribution of Trips by Quarter — January to March



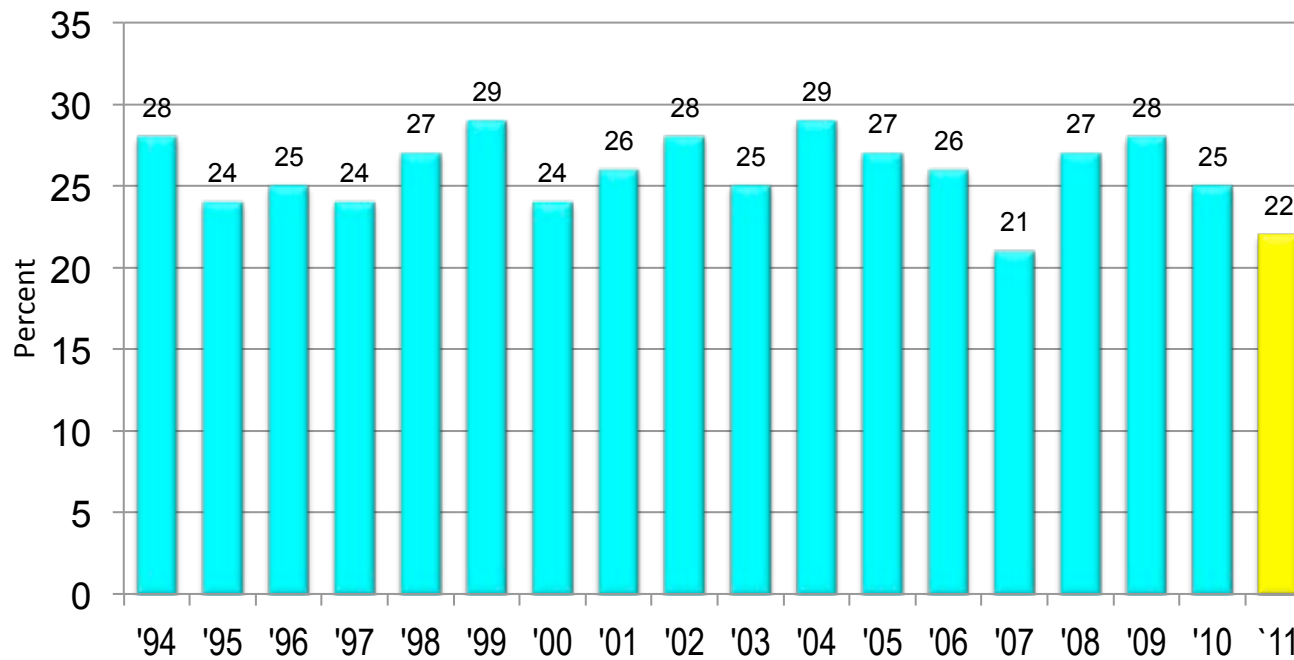
Base: Overnight Leisure Trips



Distribution of Trips by Quarter — April to June



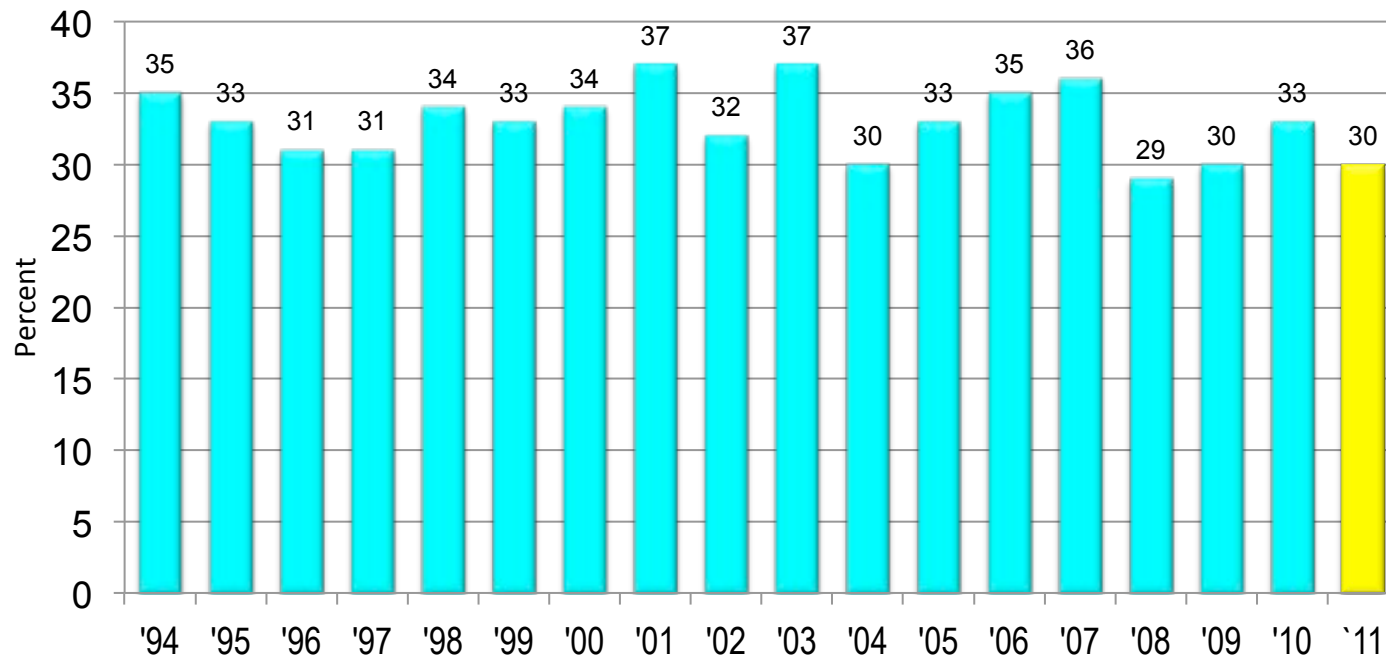
Base: Overnight Leisure Trips



Distribution of Trips by Quarter — July to September



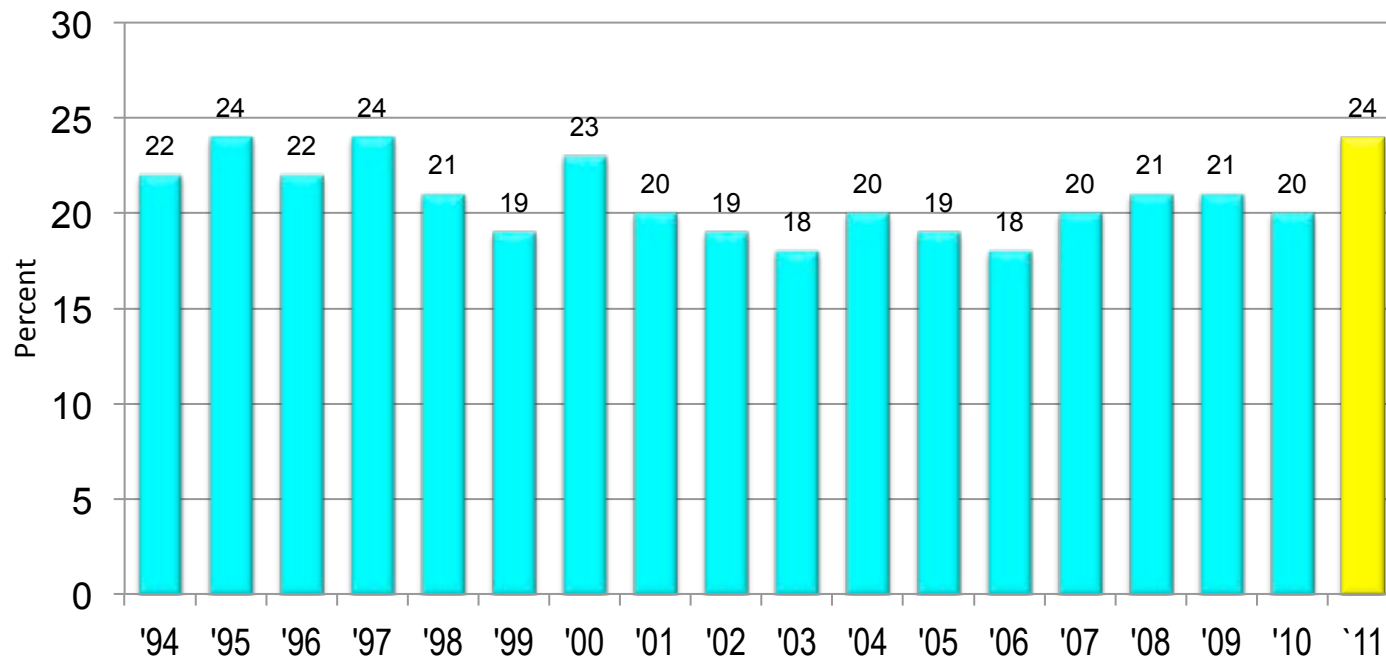
Base: Overnight Leisure Trips



Distribution of Trips by Quarter — October to December



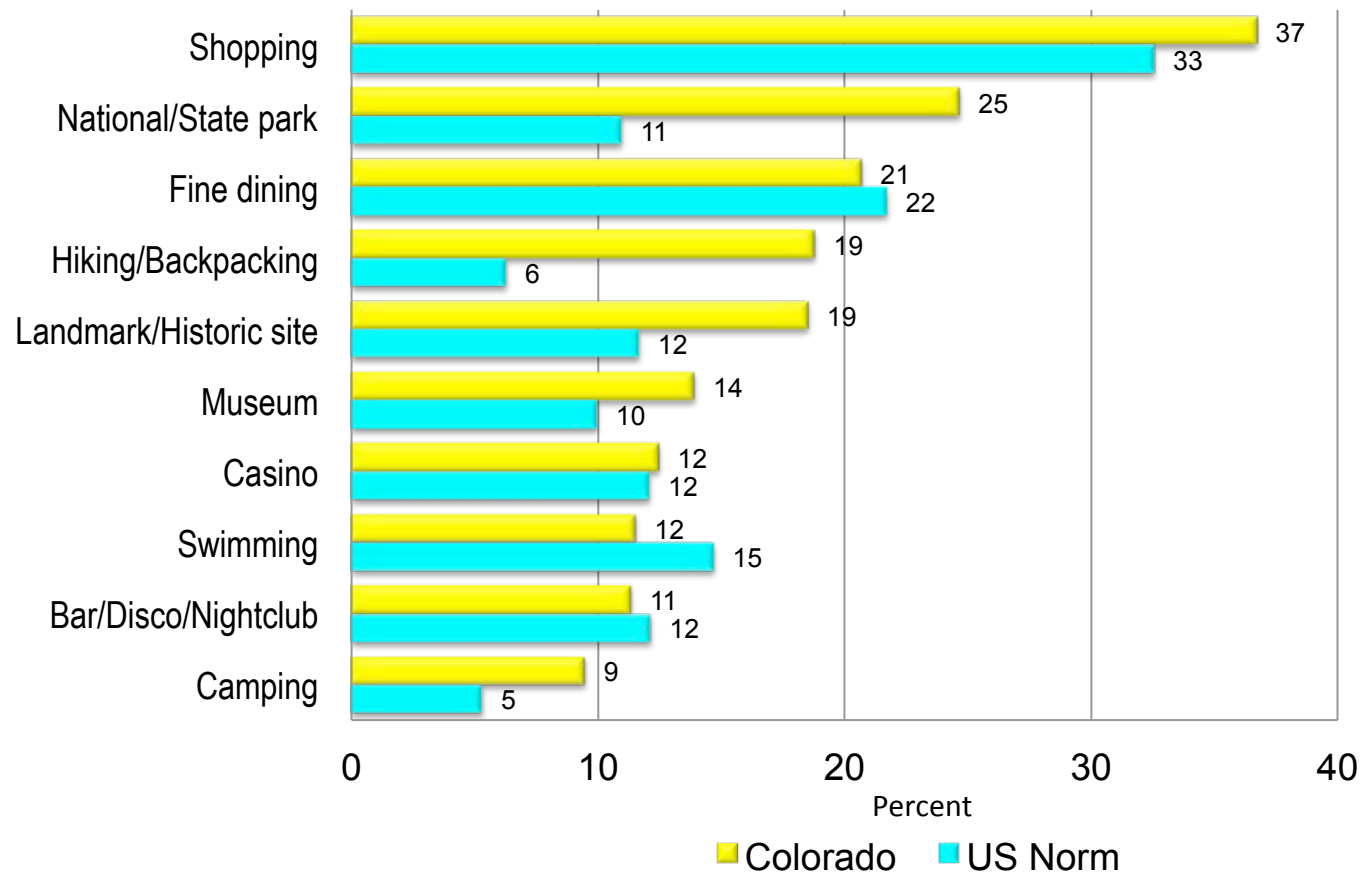
Base: Overnight Leisure Trips



Activities on Trip



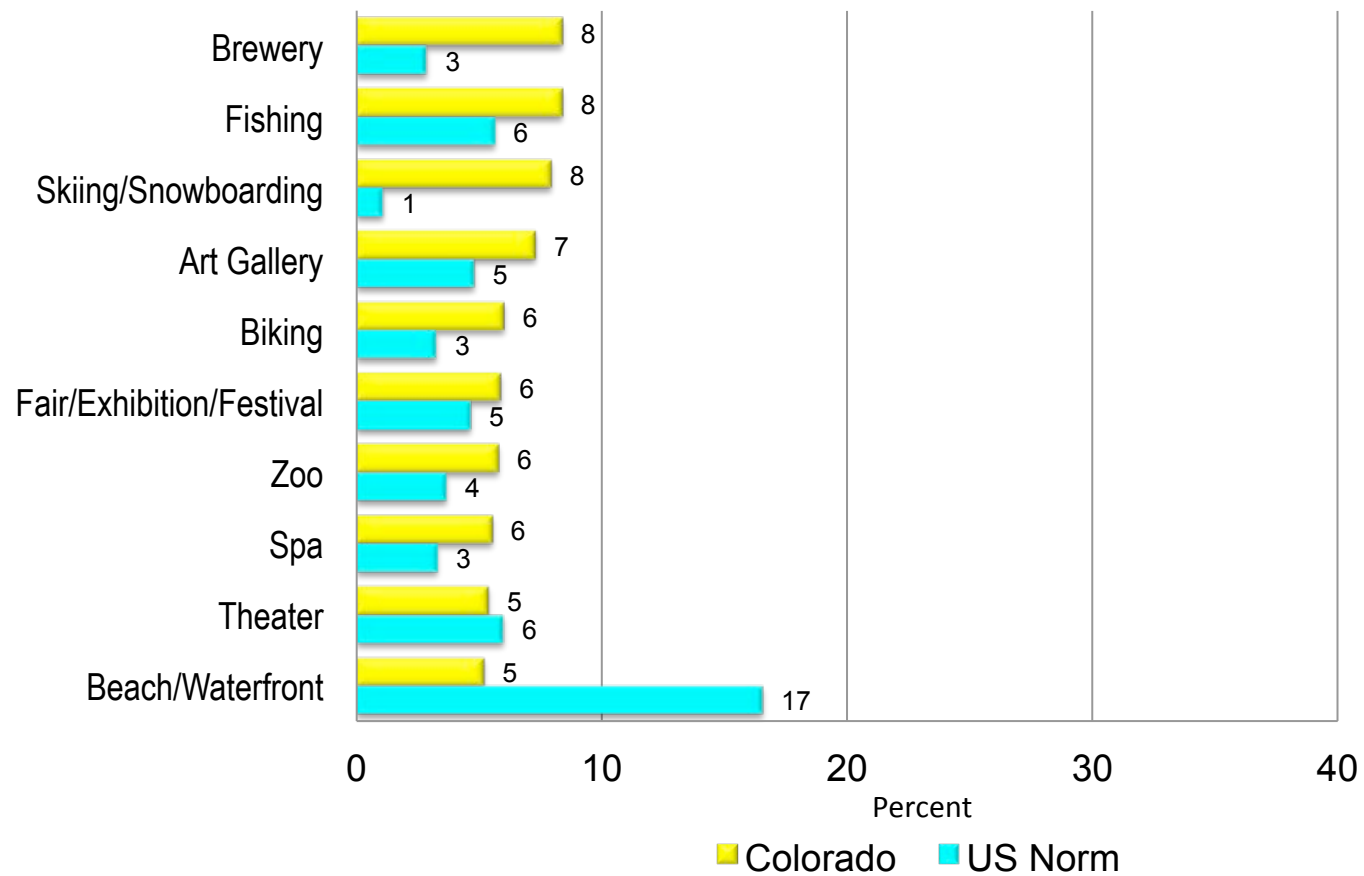
Base: Overnight Leisure Trips



Activities on Trip (Cont'd)



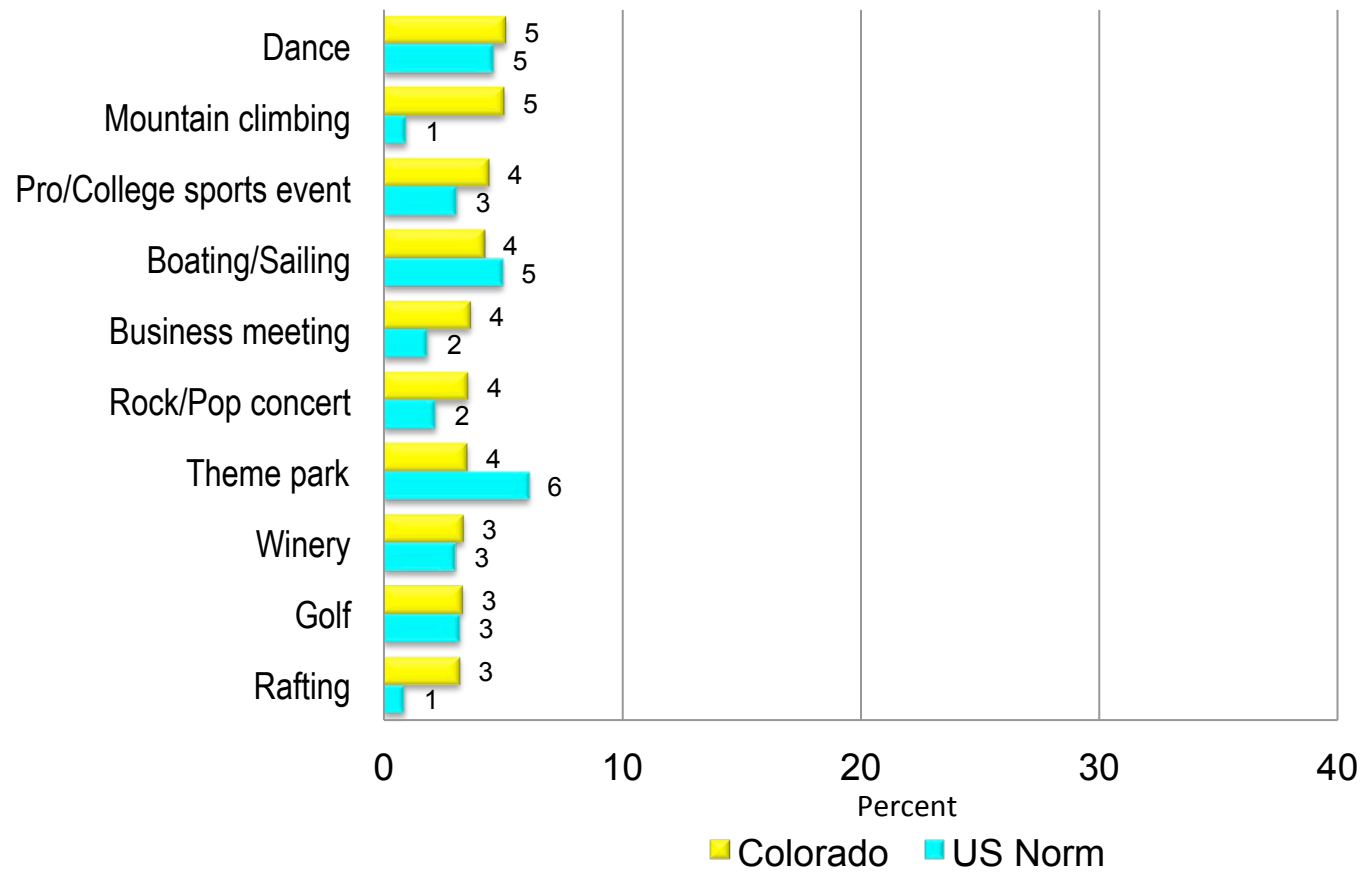
Base: Overnight Leisure Trips



Activities on Trip (Cont'd)



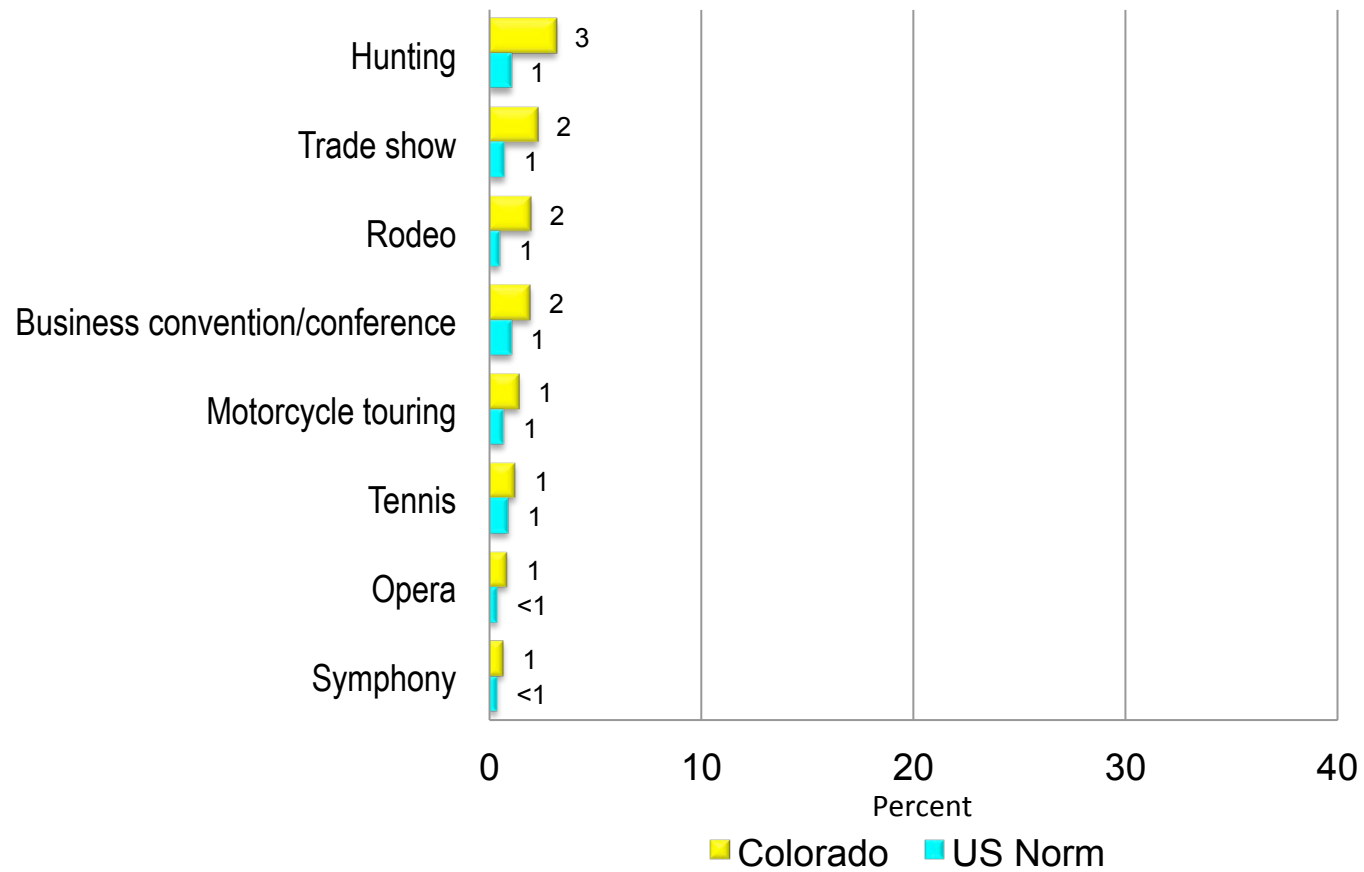
Base: Overnight Leisure Trips



Activities on Trip (Cont'd)



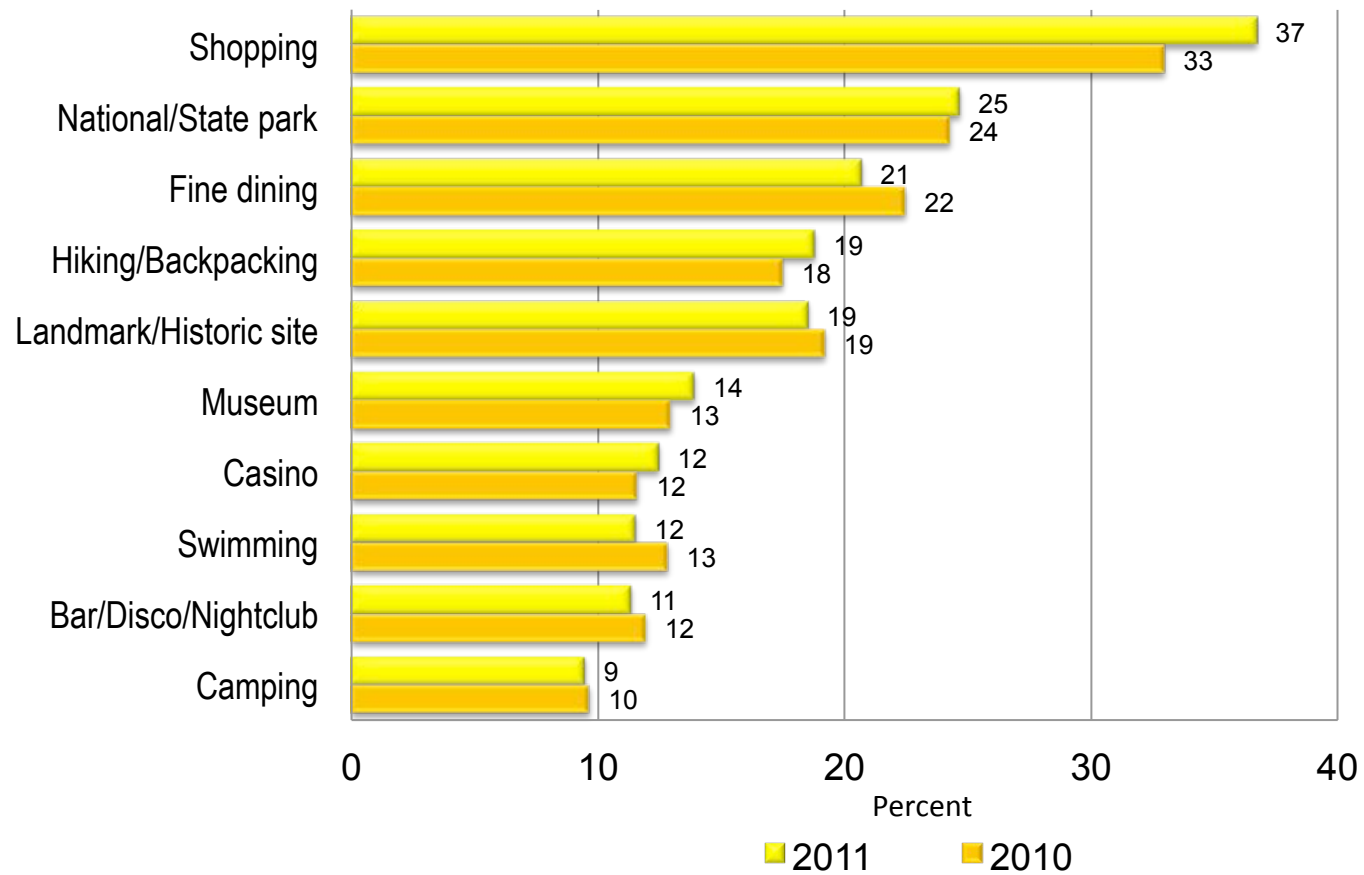
Base: Overnight Leisure Trips



Activities on Trip



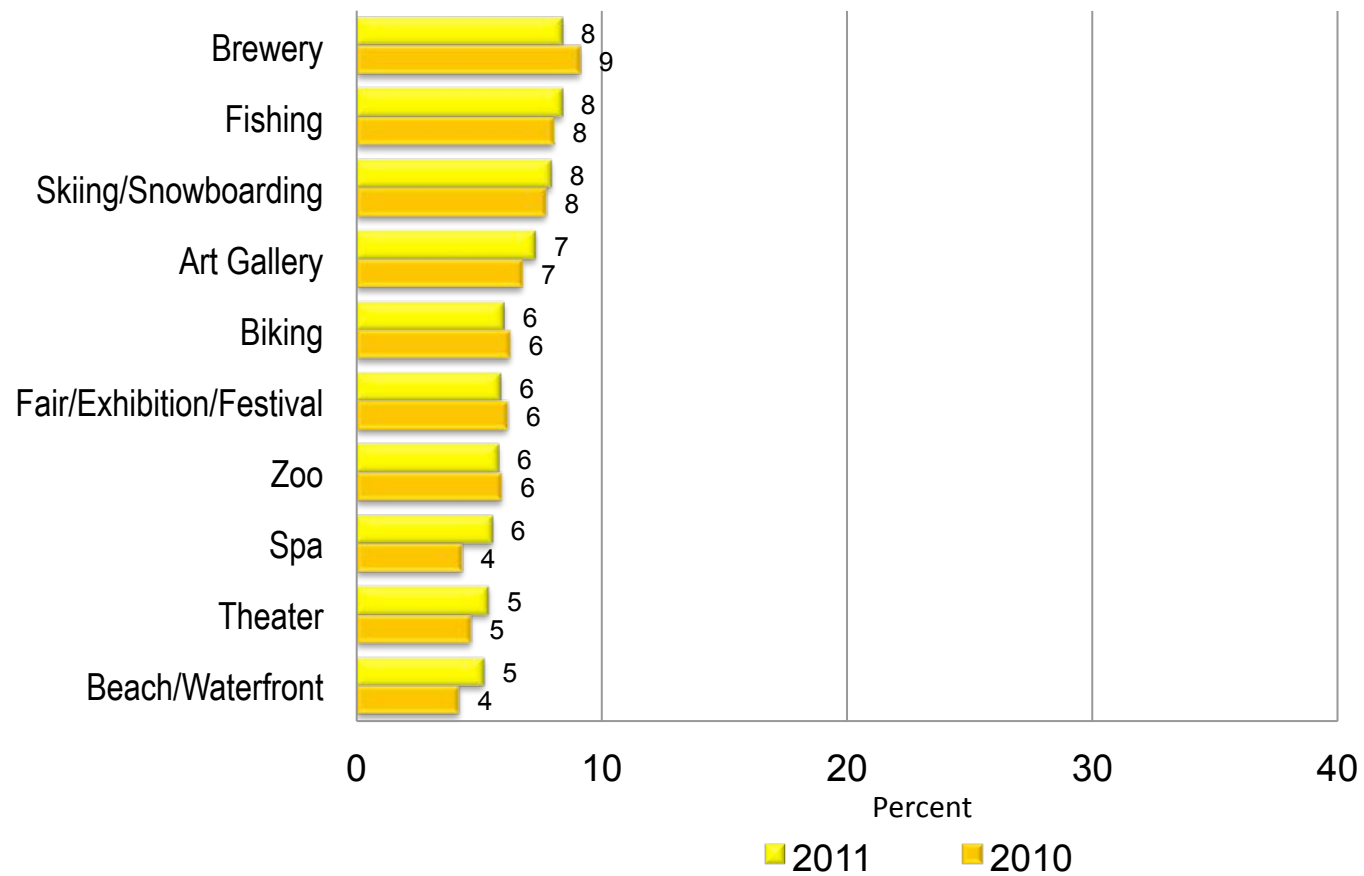
Base: Overnight Leisure Trips



Activities on Trip



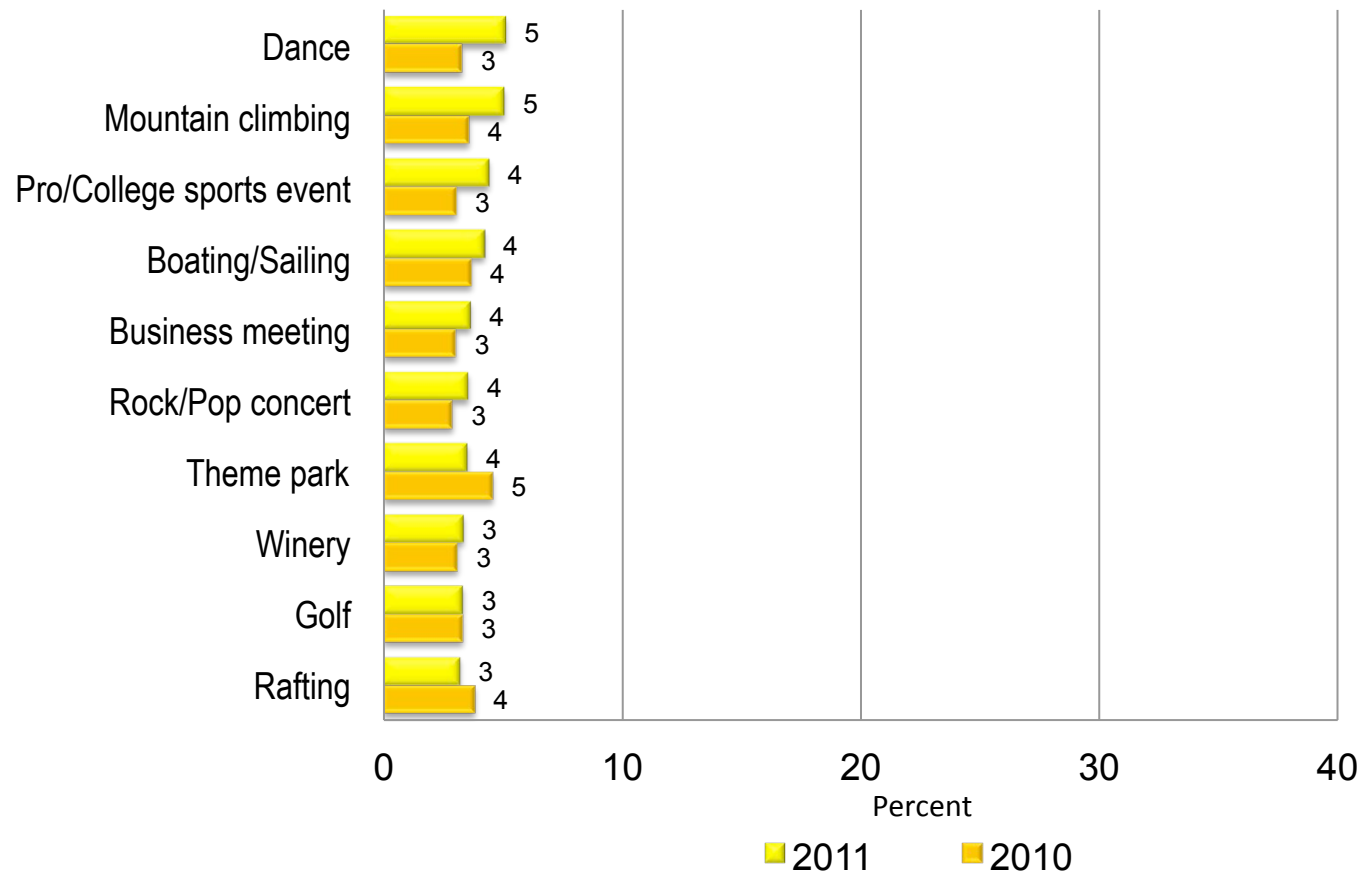
Base: Overnight Leisure Trips



Activities on Trip



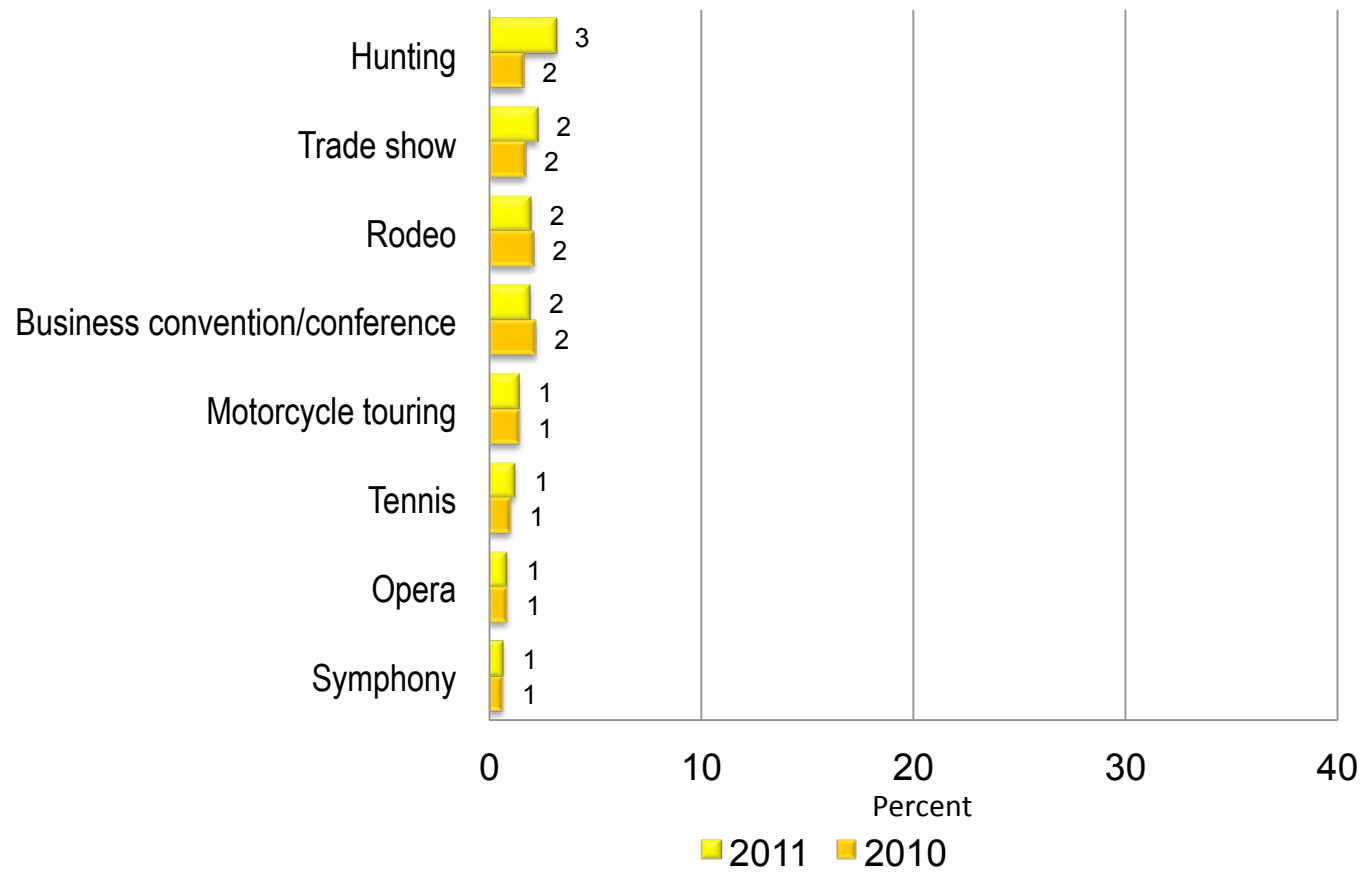
Base: Overnight Leisure Trips



Activities on Trip



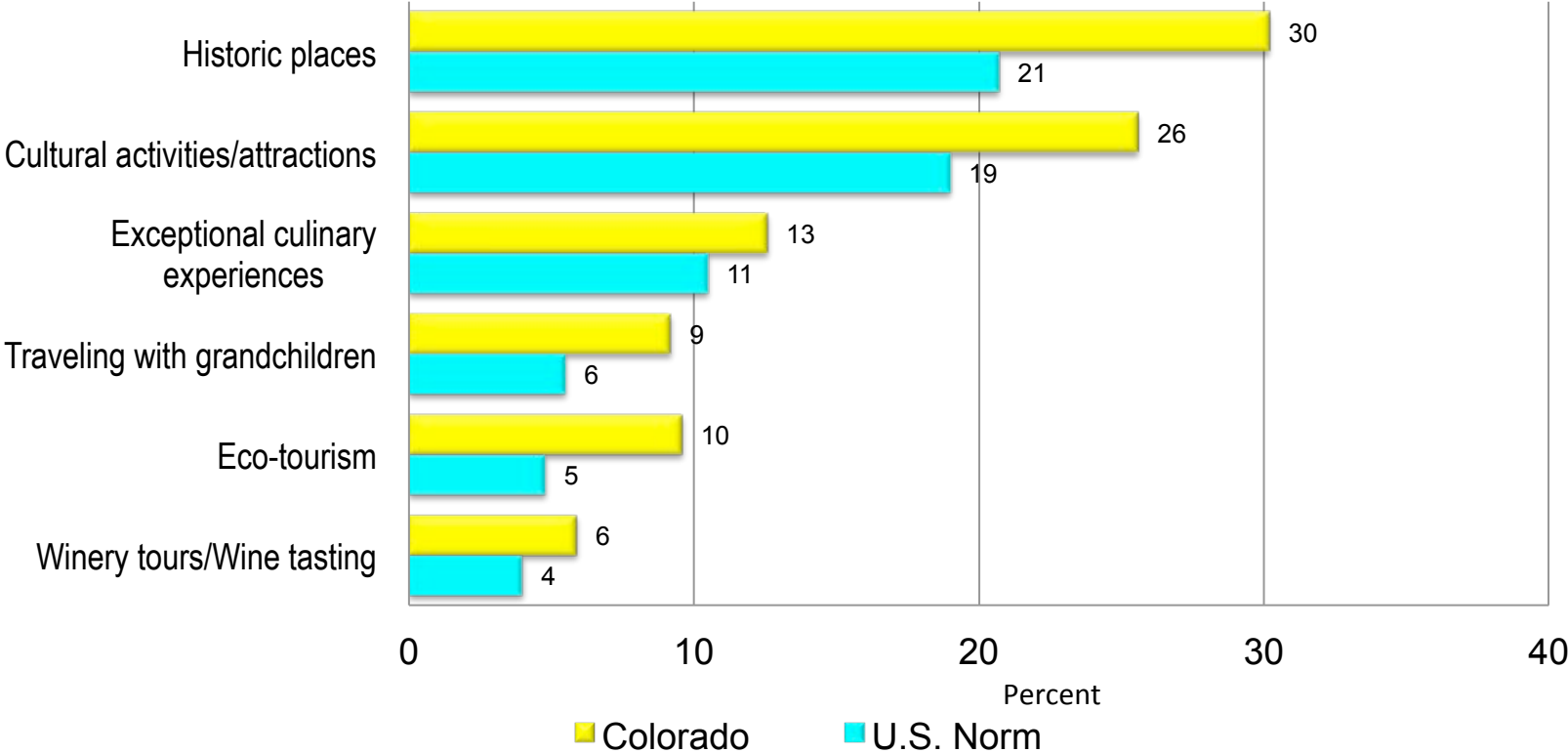
Base: Overnight Leisure Trips



Specific Interests on Trip



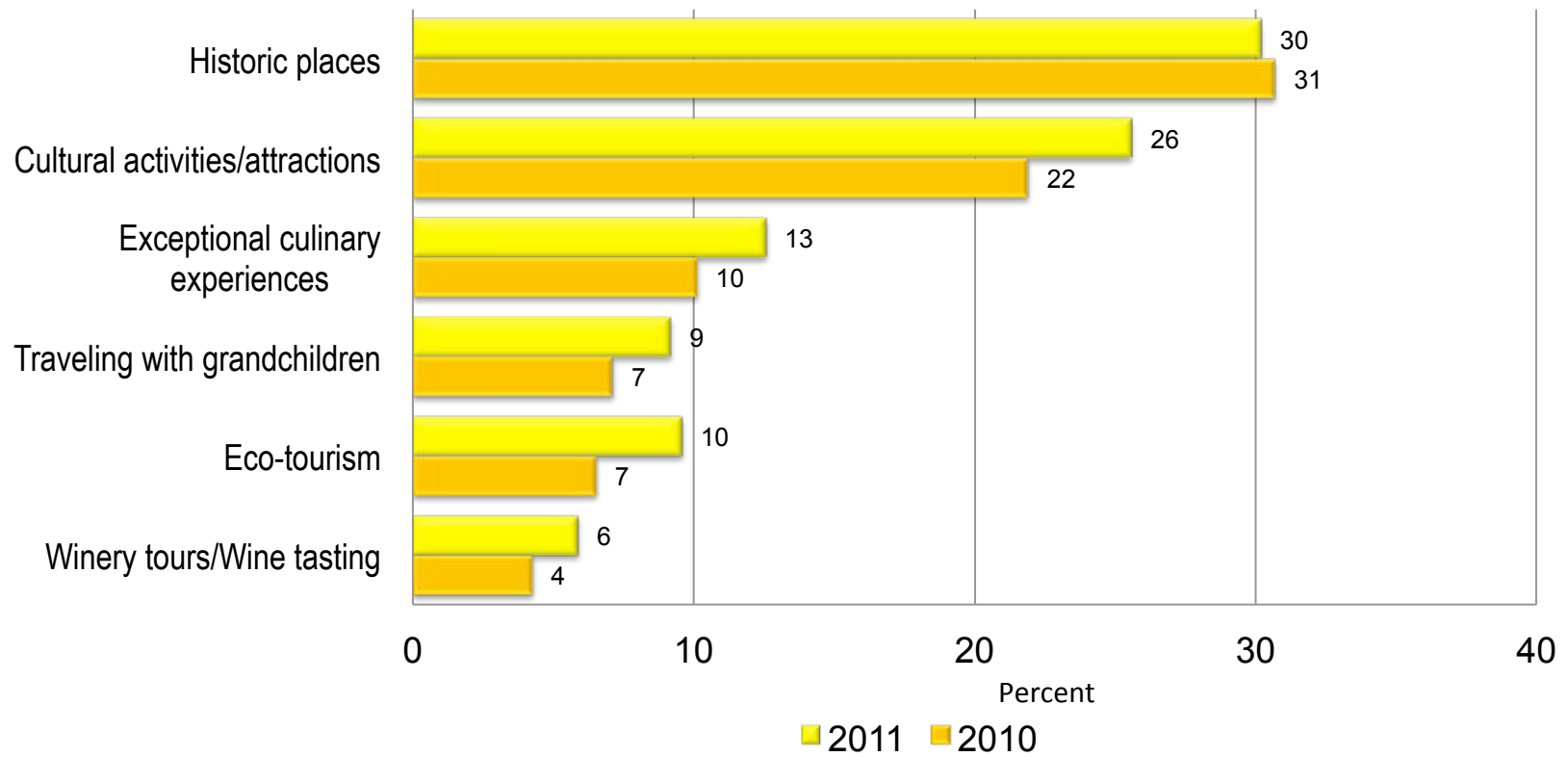
Base: Overnight Leisure Trips



Specific Interests on Colorado Trip



Base: Overnight Leisure Trips



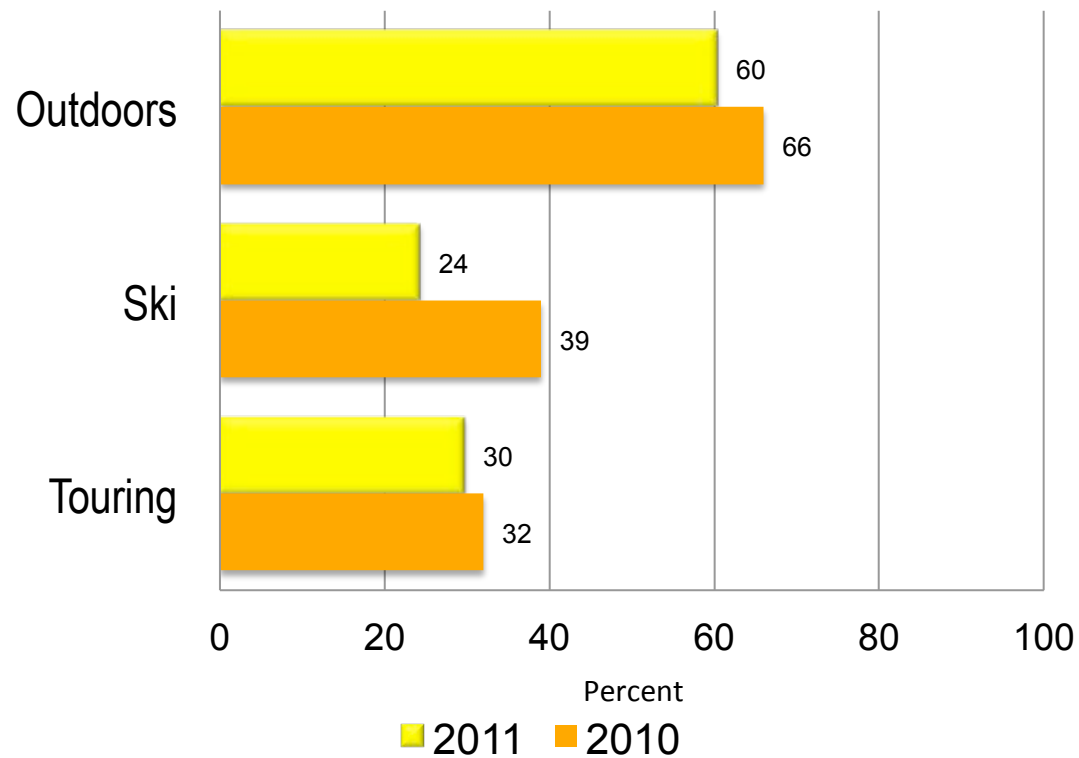


Profiles of Colorado's Key Travel Segments

Instate Trips — By Segment



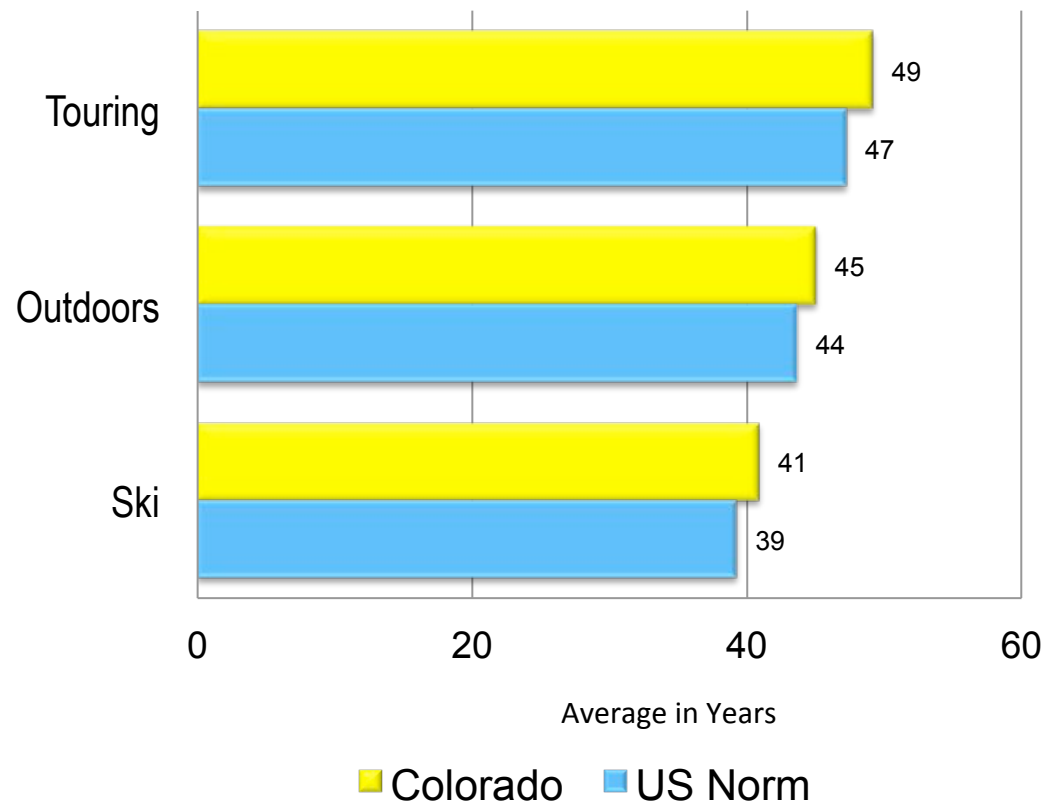
Base: Overnight Leisure Trips



Average Age



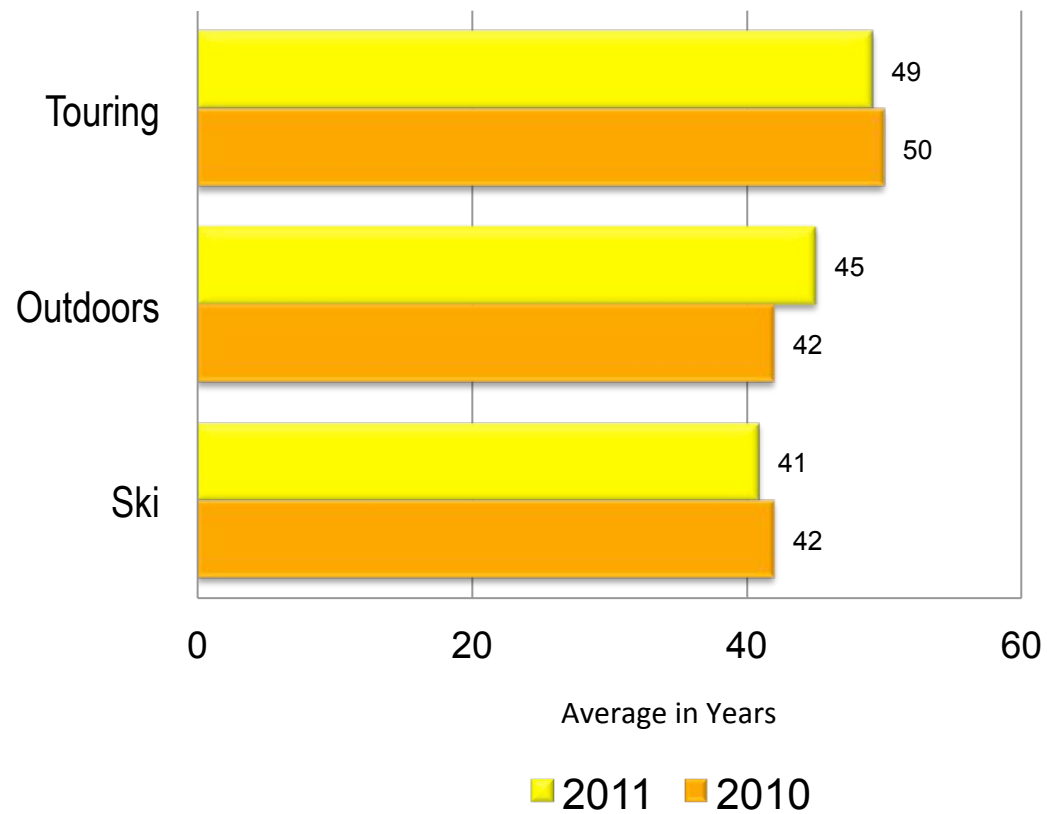
Base: Overnight Leisure Trips



Average Age



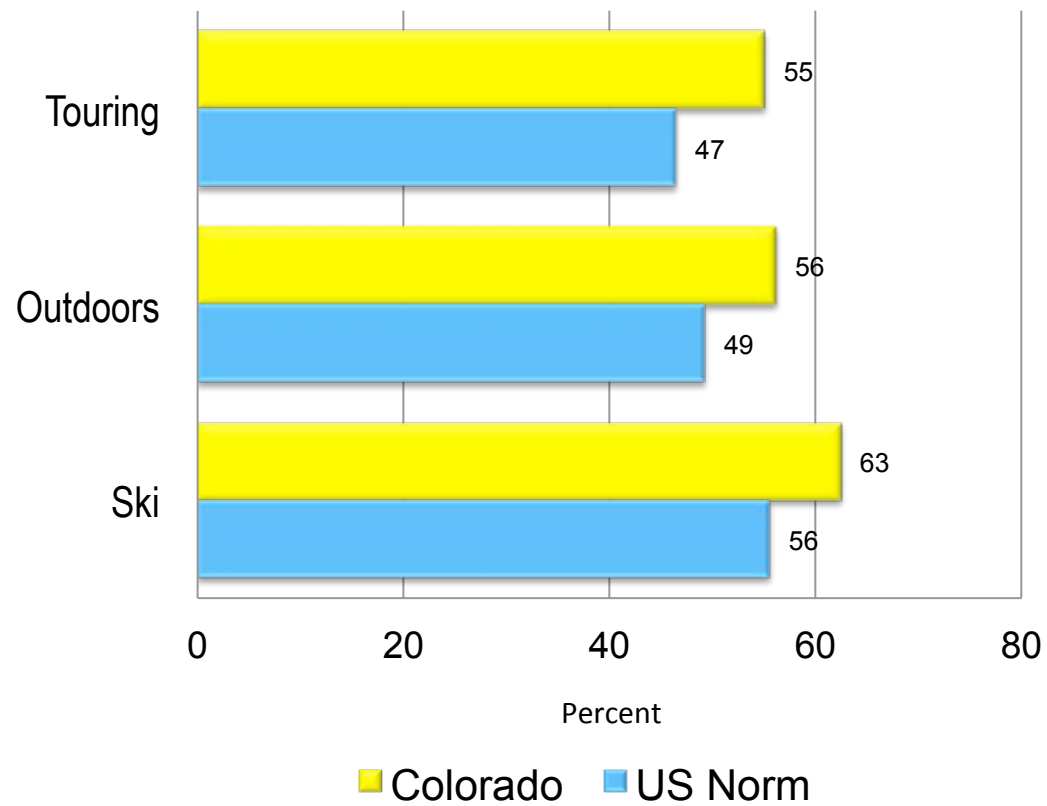
Base: Overnight Leisure Trips



Percent Who Are Male



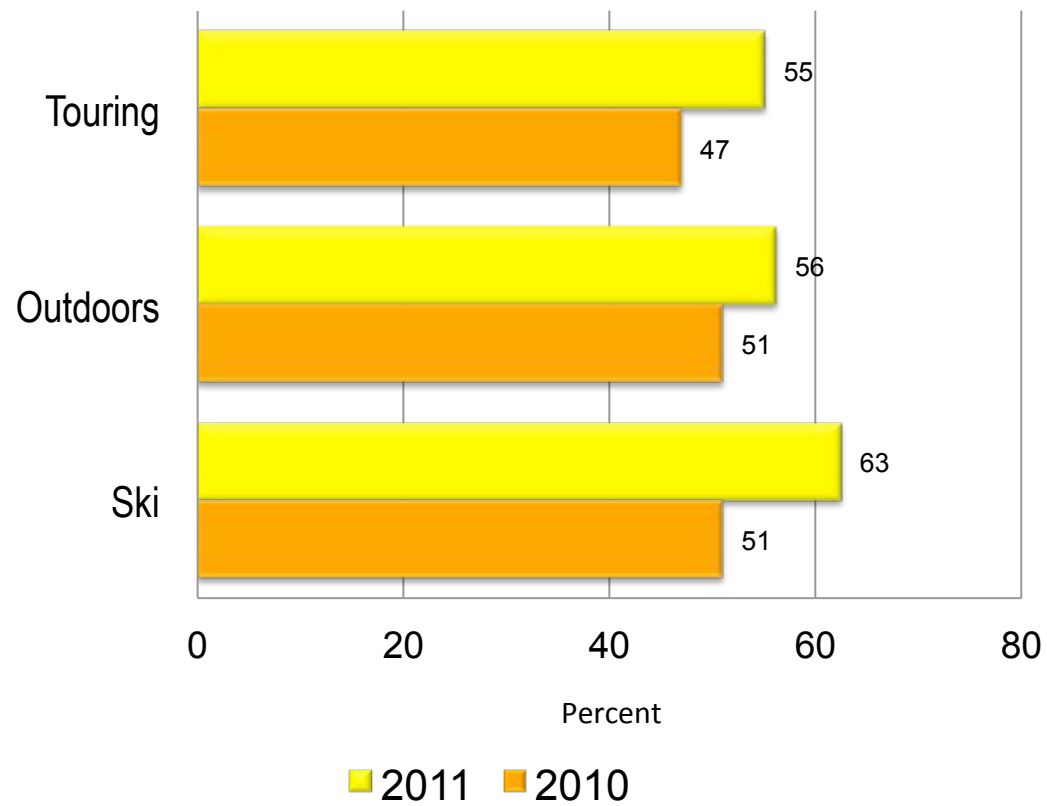
Base: Overnight Leisure Trips



Percent Who Are Male



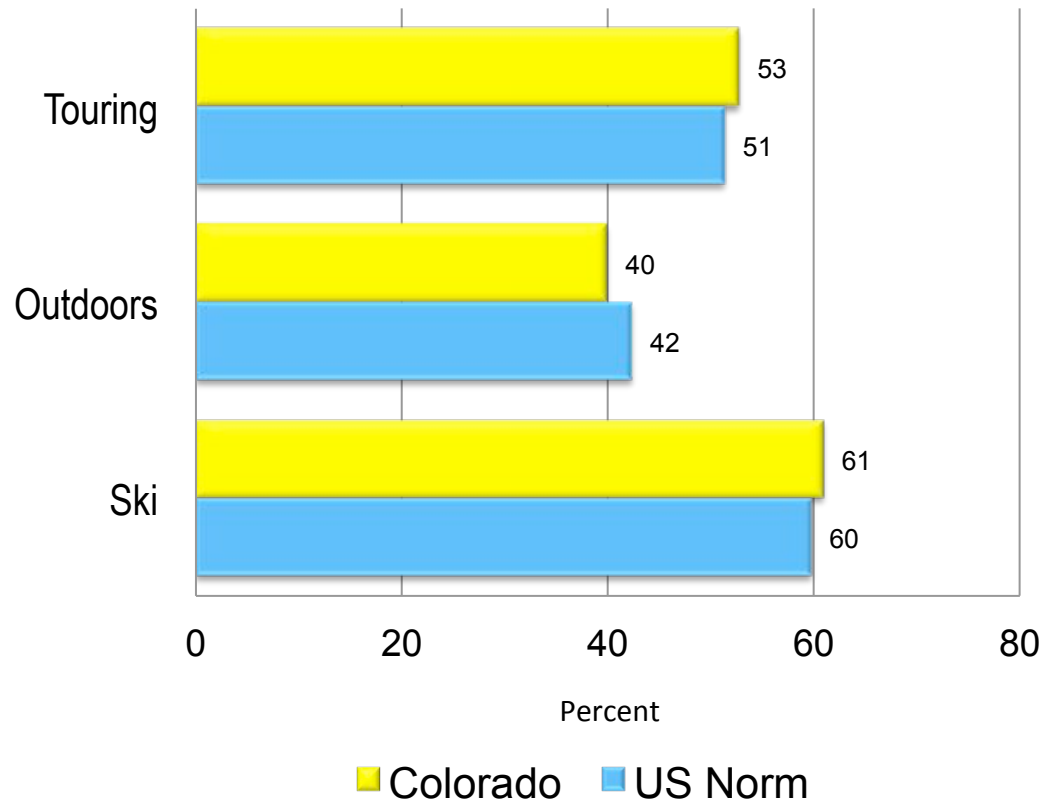
Base: Overnight Leisure Trips



Percent With Income \$75K+



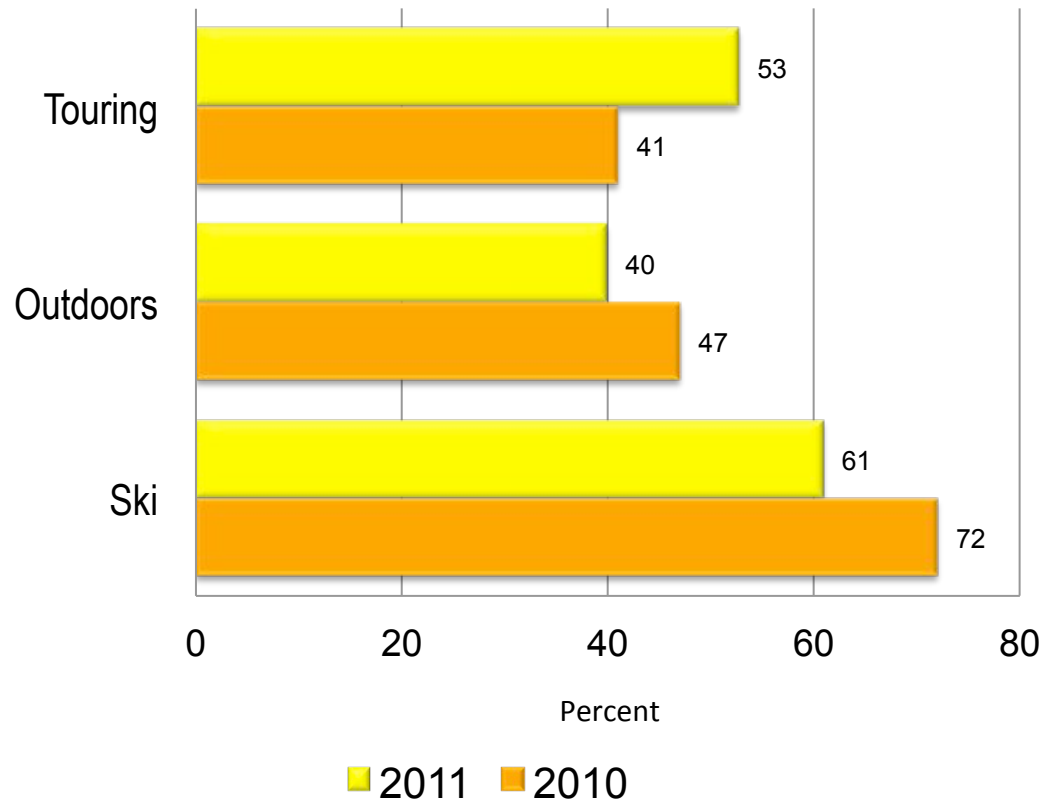
Base: Overnight Leisure Trips



Percent With Income \$75K+



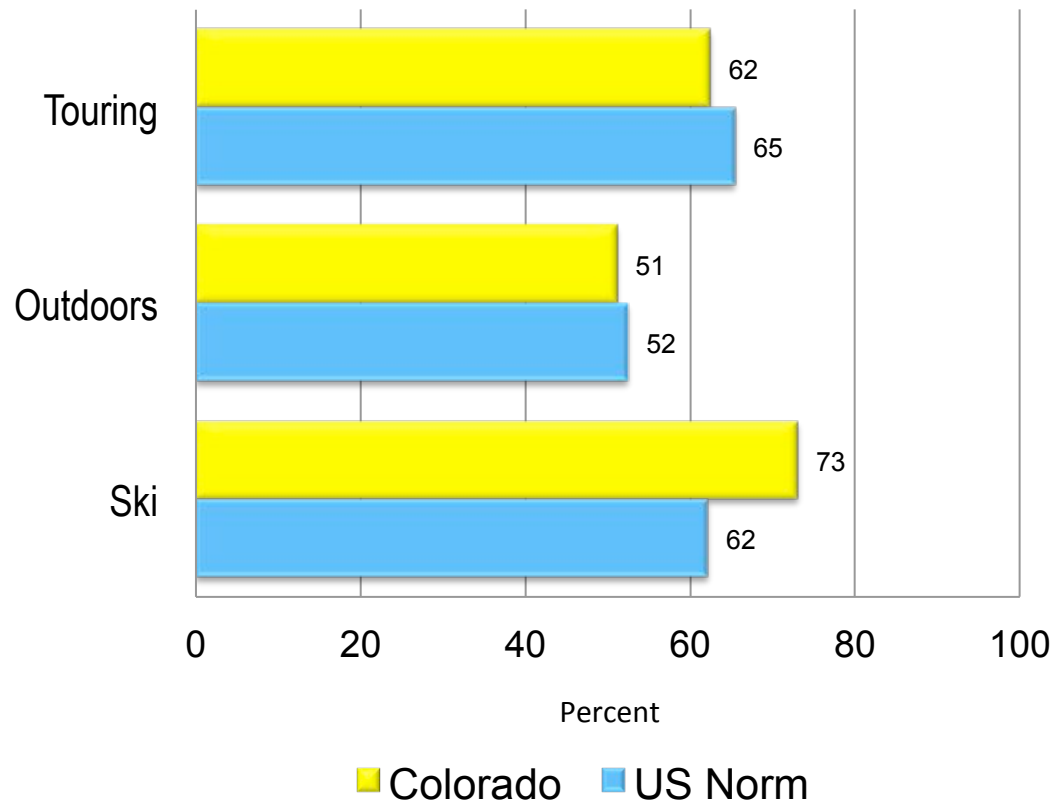
Base: Overnight Leisure Trips



Percent With Who Are College Graduates



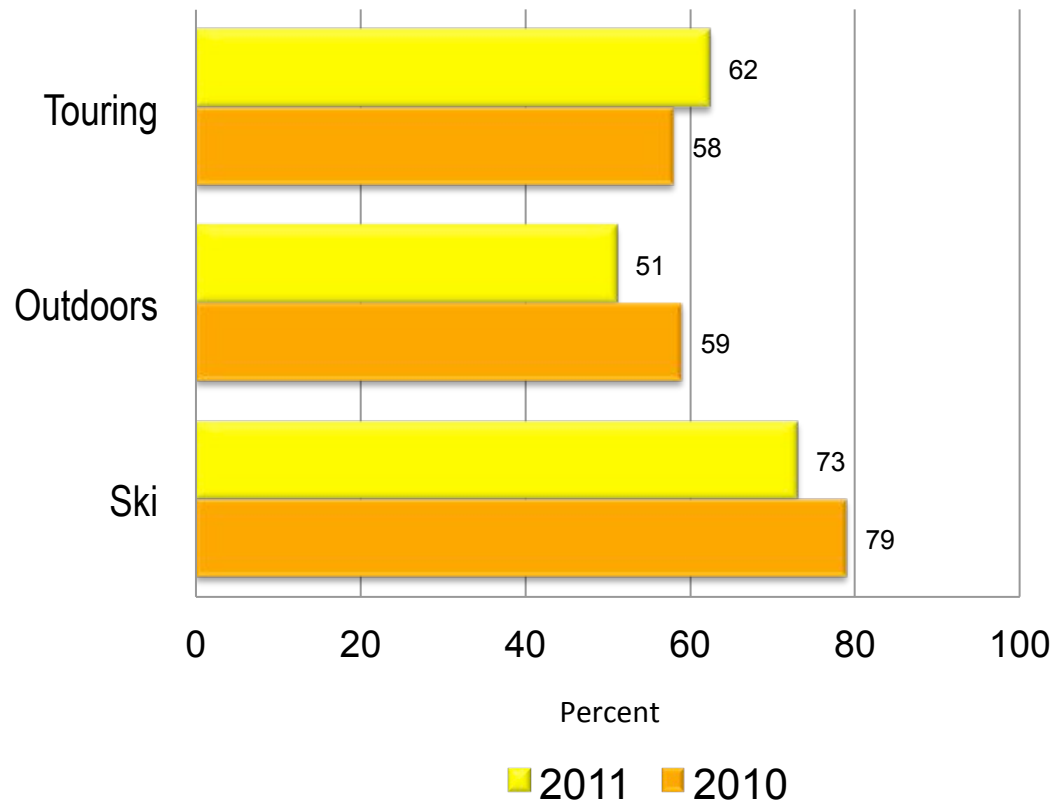
Base: Overnight Leisure Trips



Percent Who Are College Graduates



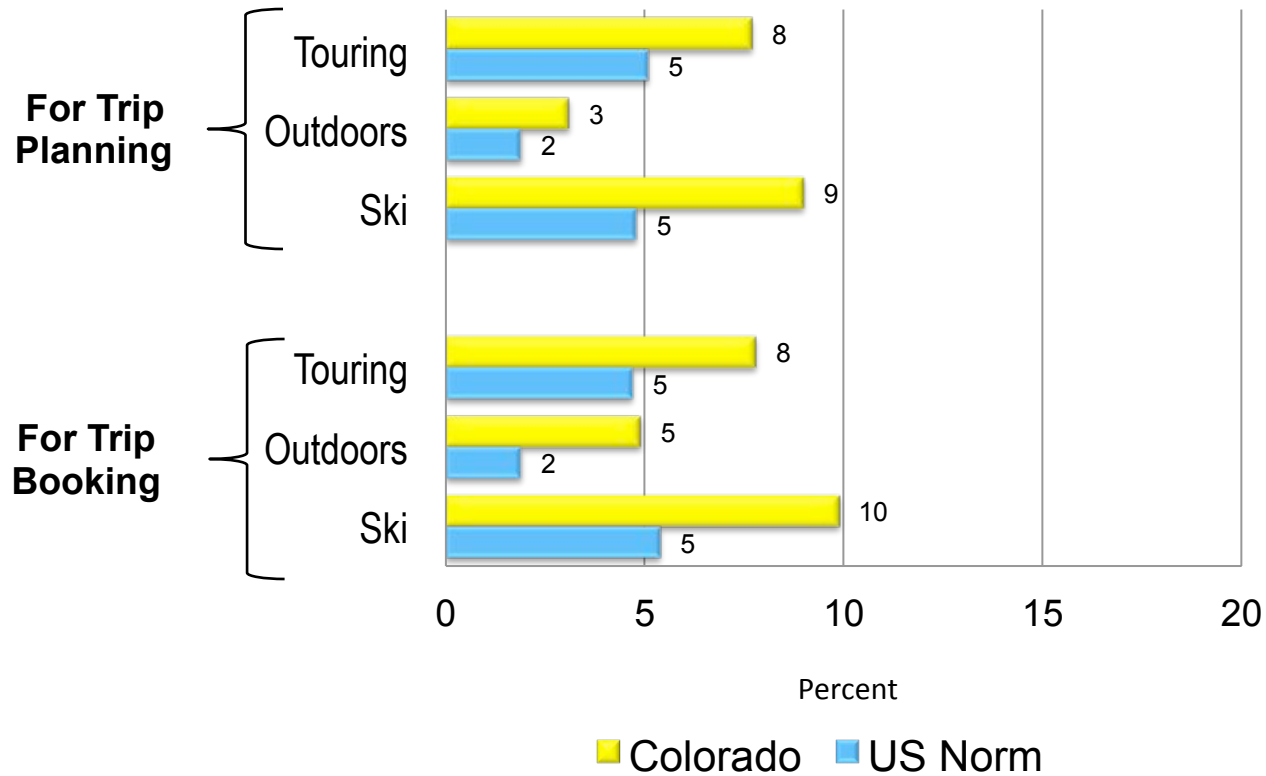
Base: Overnight Leisure Trips



Use of Travel Agents



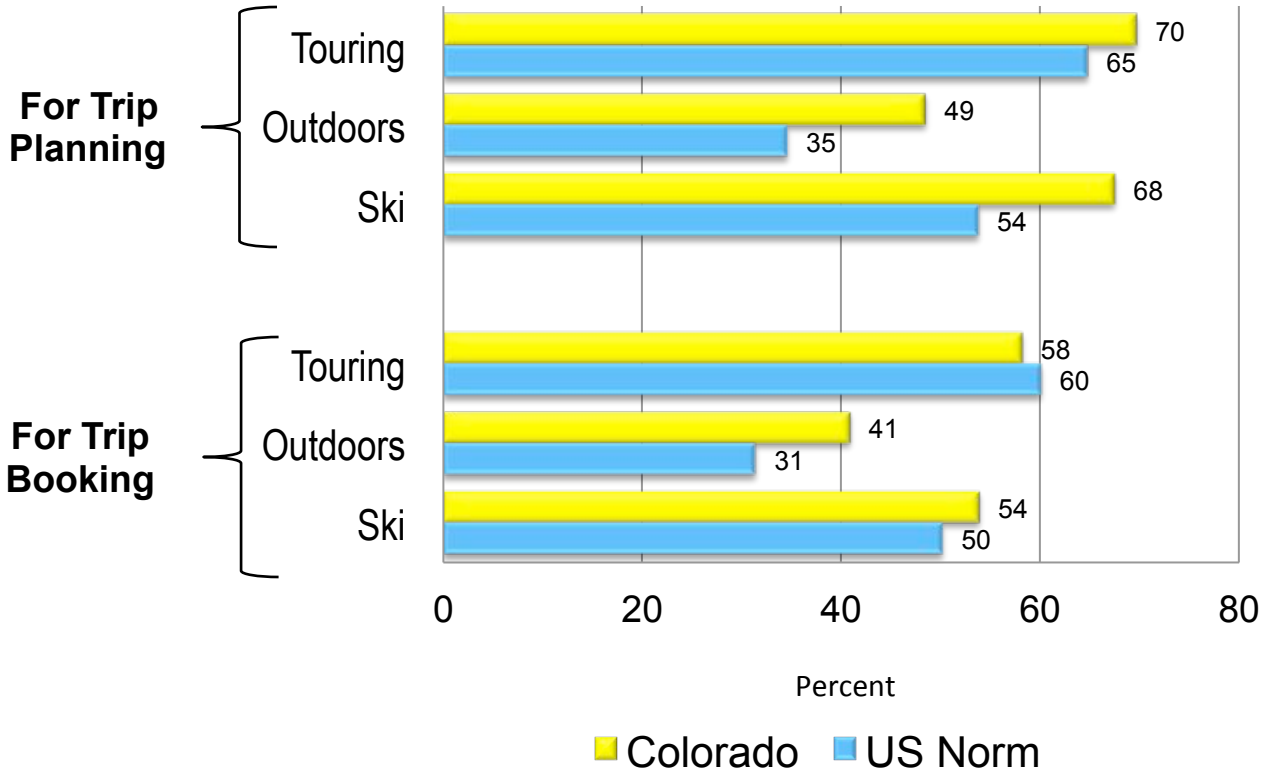
Base: Overnight Leisure Trips



Use of Internet for Trip Planning & Booking



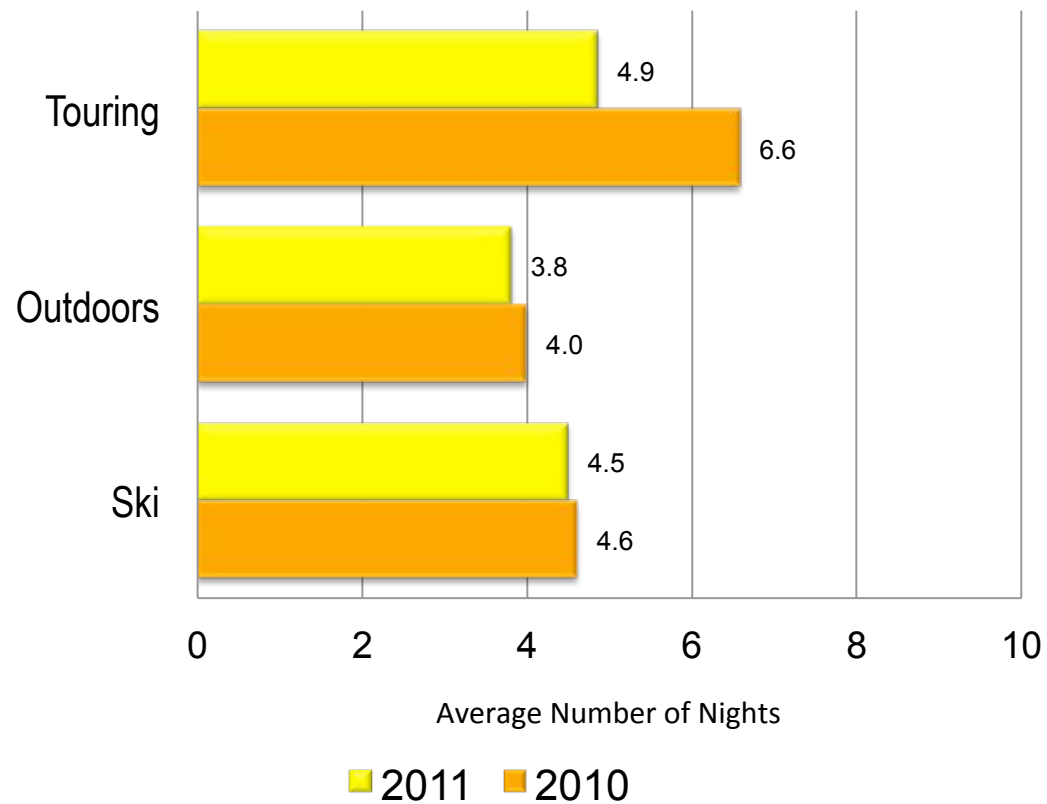
Base: Overnight Leisure Trips



Length of Colorado Trip



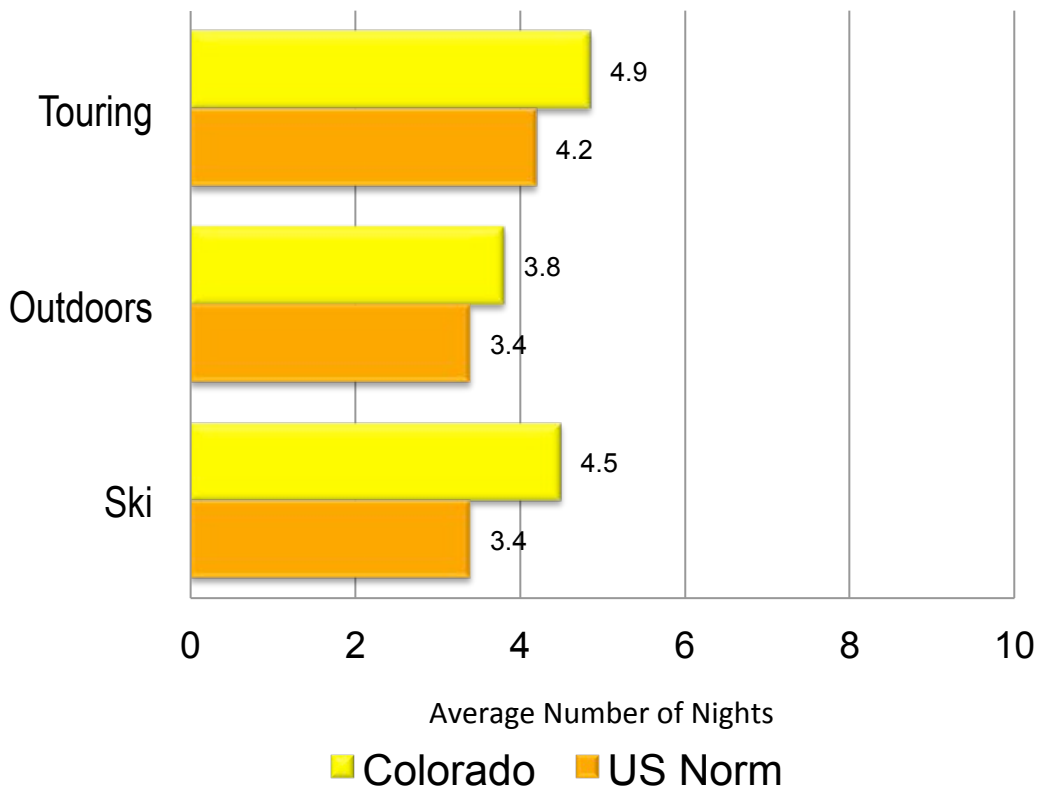
Base: Overnight Leisure Trips



Length of Trip



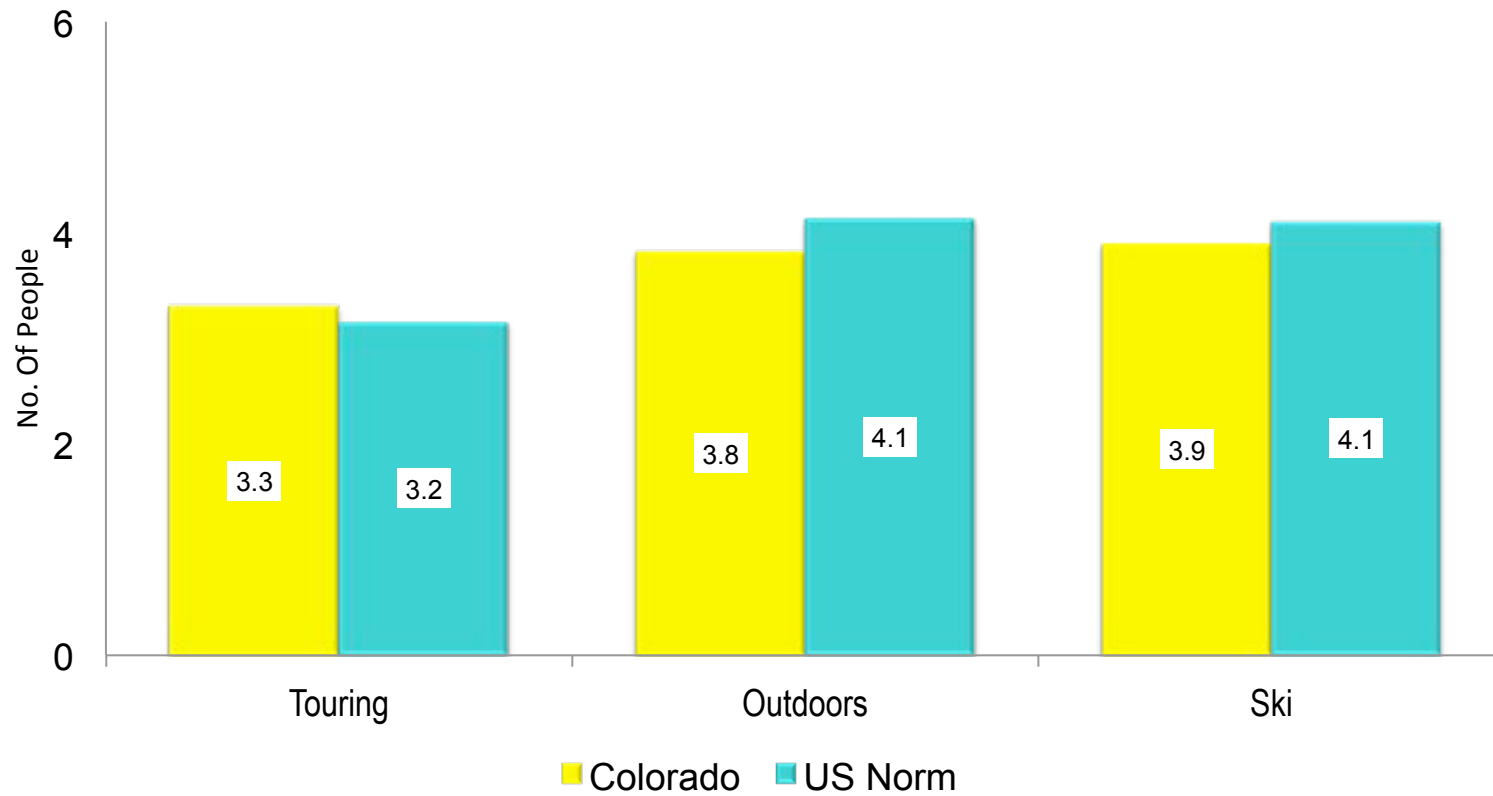
Base: Overnight Leisure Trips



Size of the Travel Party



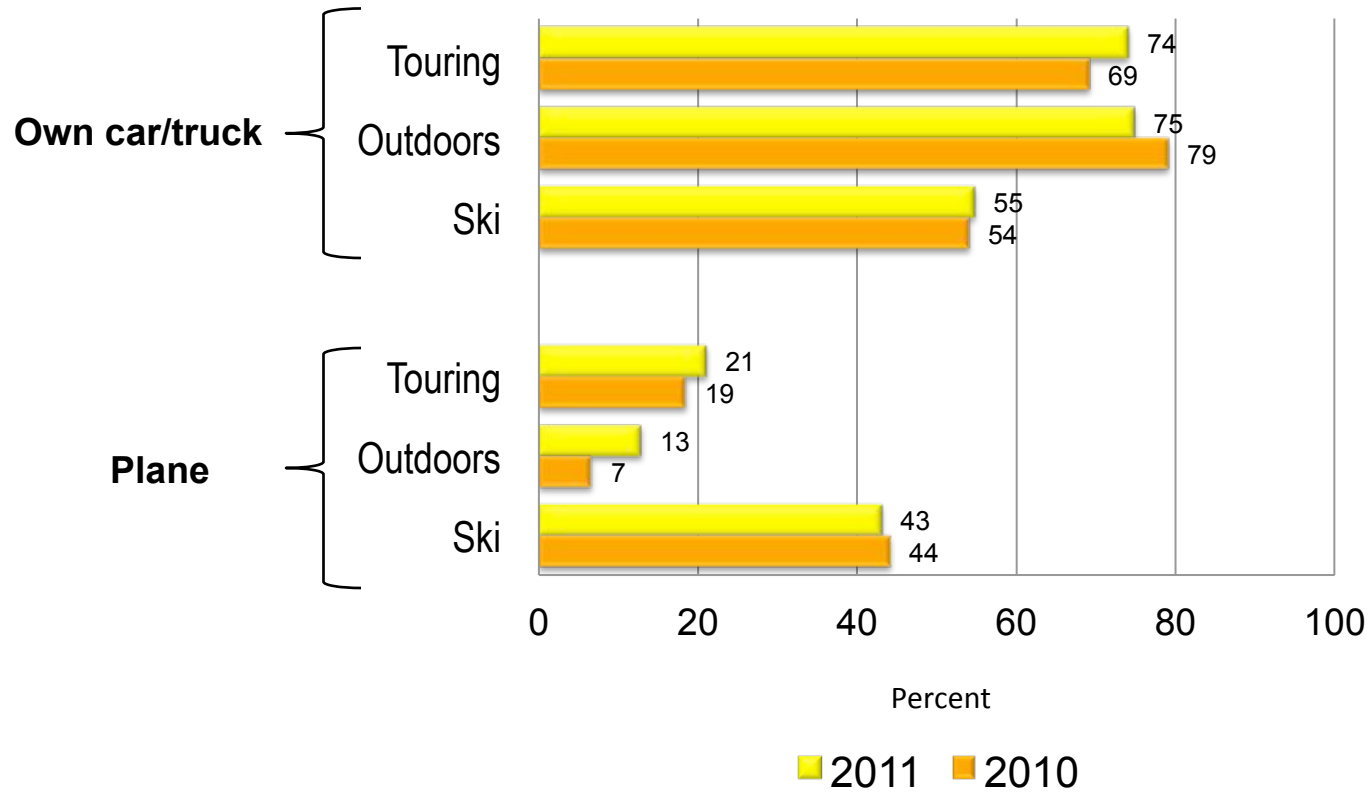
Base: Overnight Leisure Trips



Transportation Used on Colorado Trip



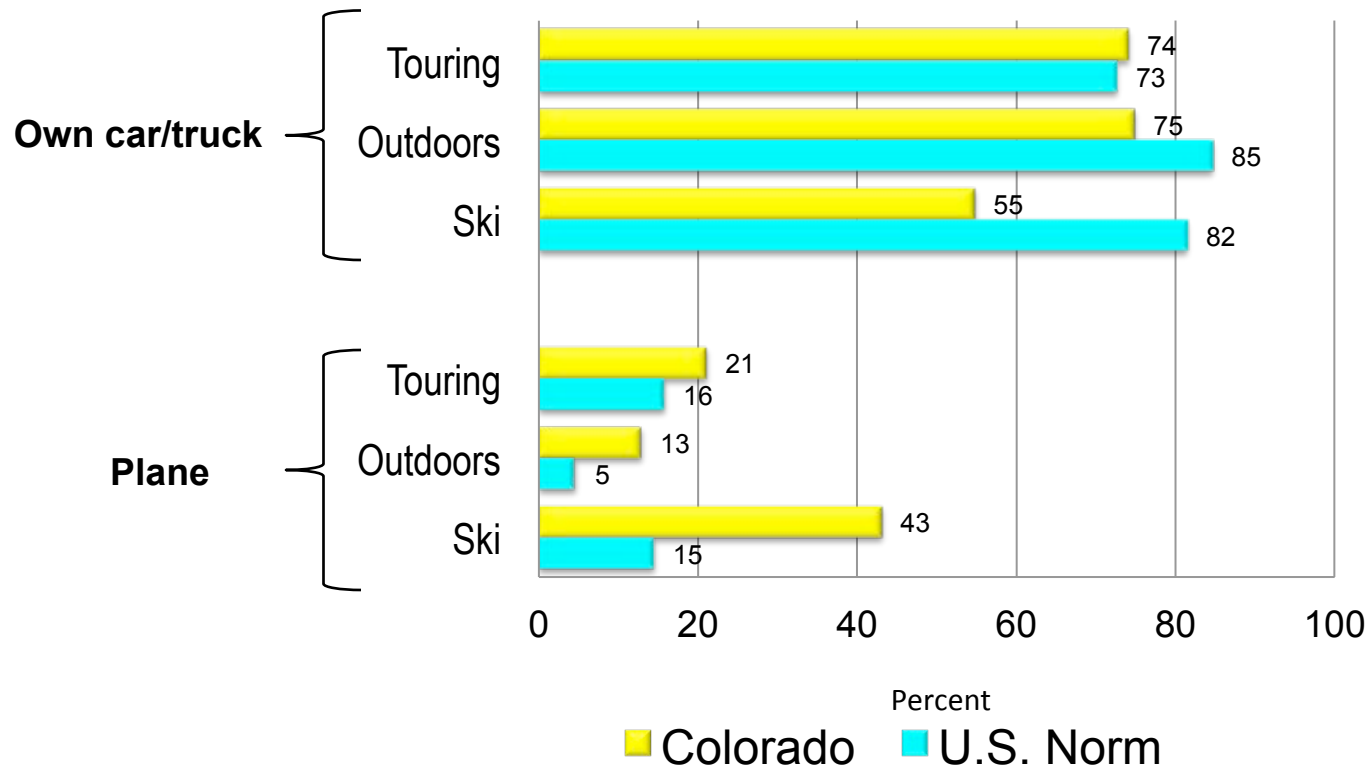
Base: Overnight Leisure Trips



Transportation Used on Trip



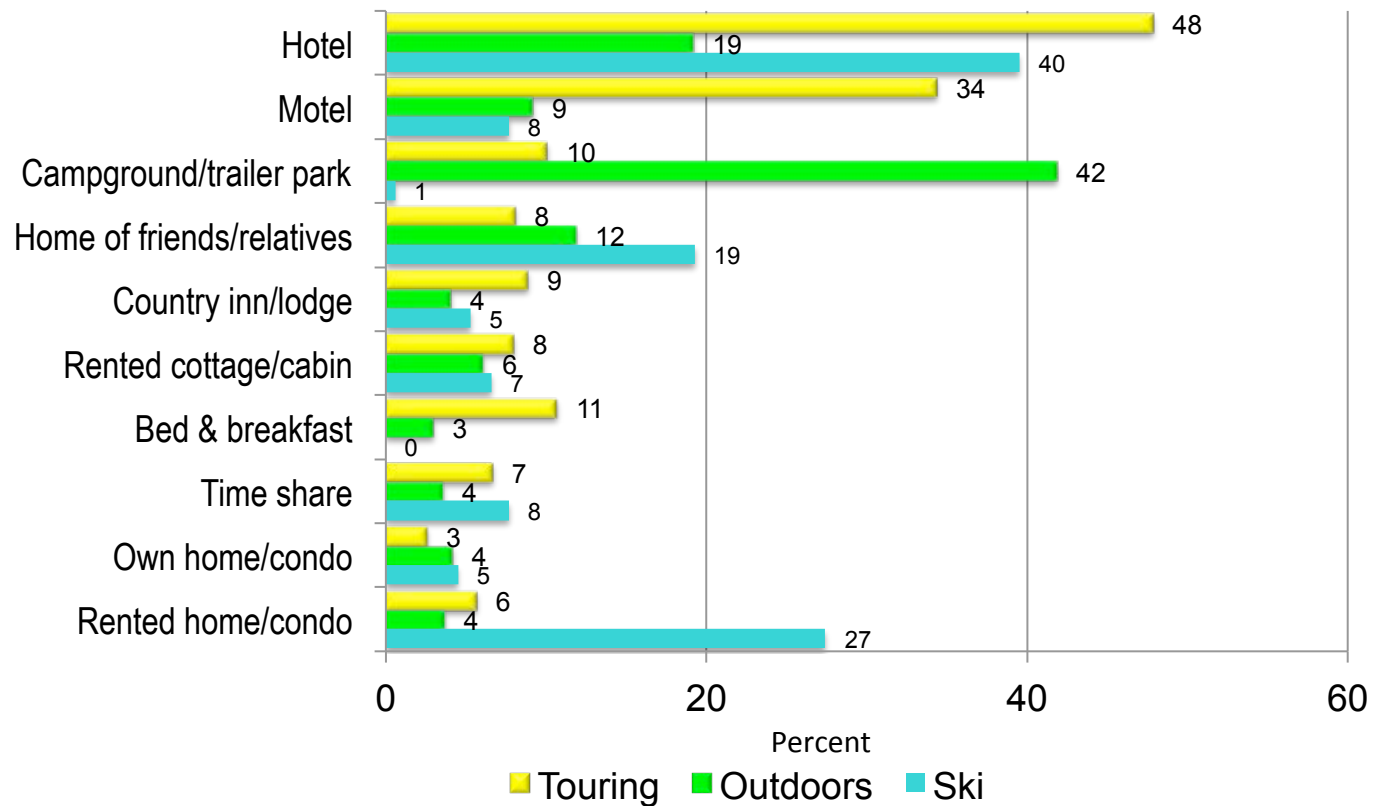
Base: Overnight Leisure Trips



Accommodations Used on Trip



Base: Overnight Leisure Trips

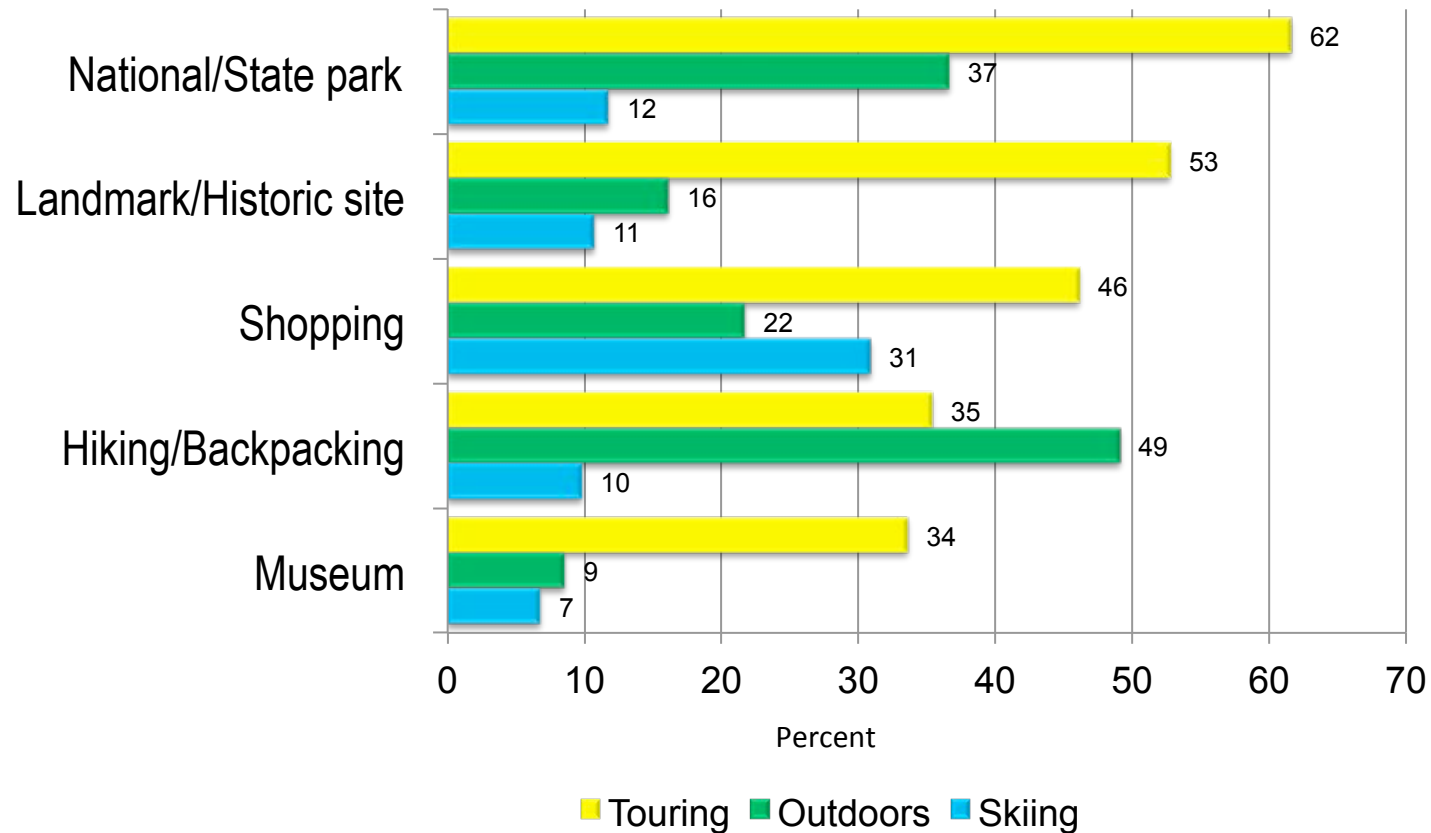


* Values may add to more than 100% because of usage of multiple types of accommodations

Activities on Colorado Trip in 2011



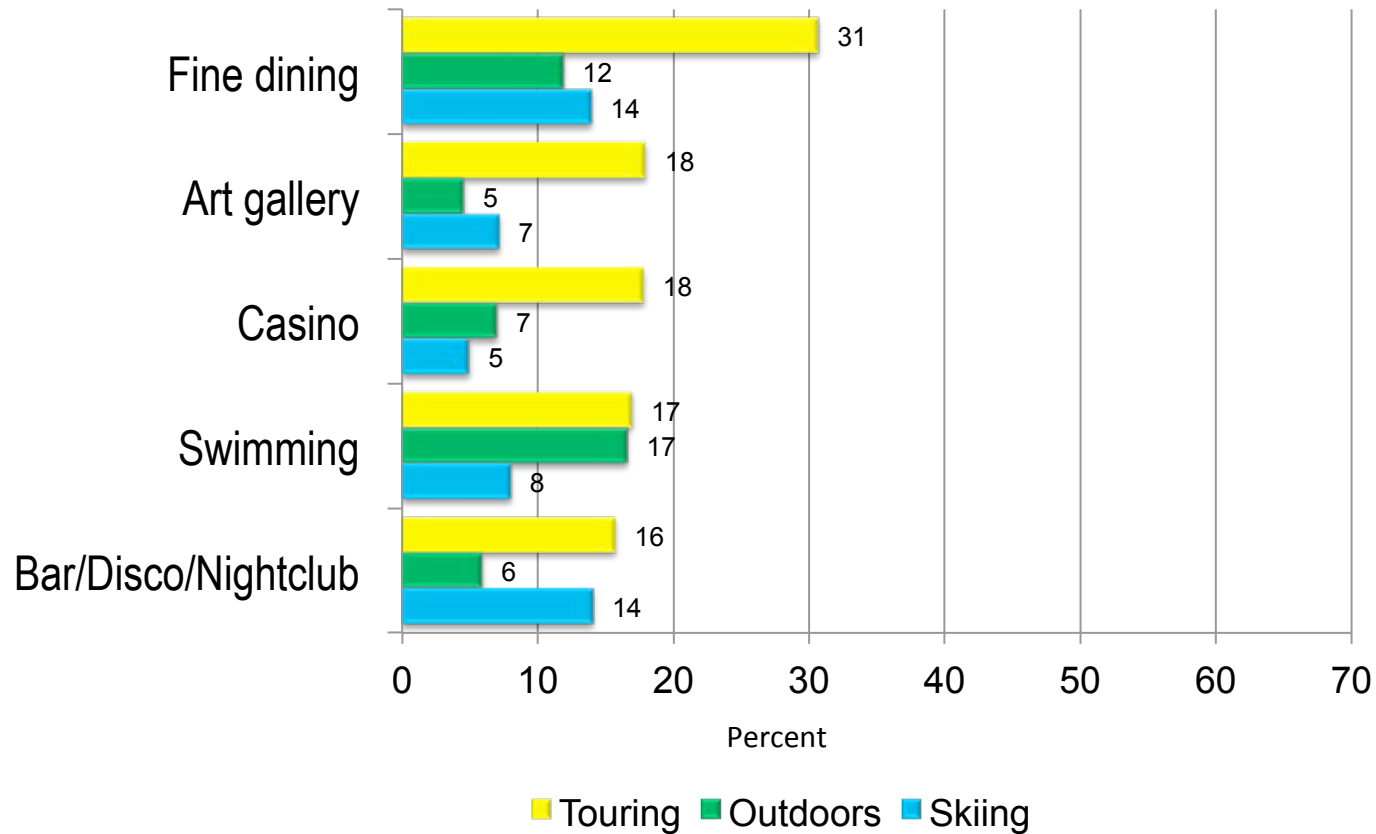
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2011



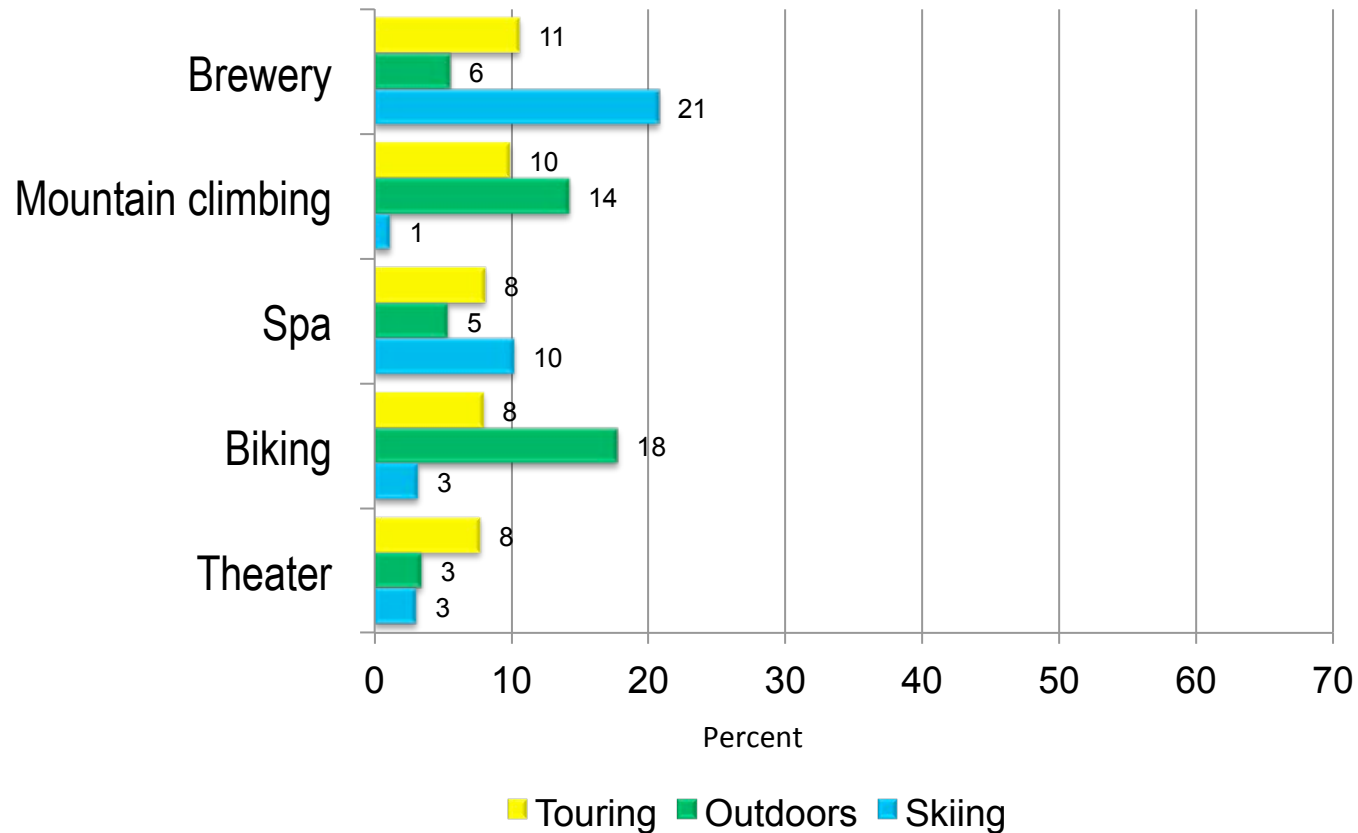
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Activities on Colorado Trip in 2011



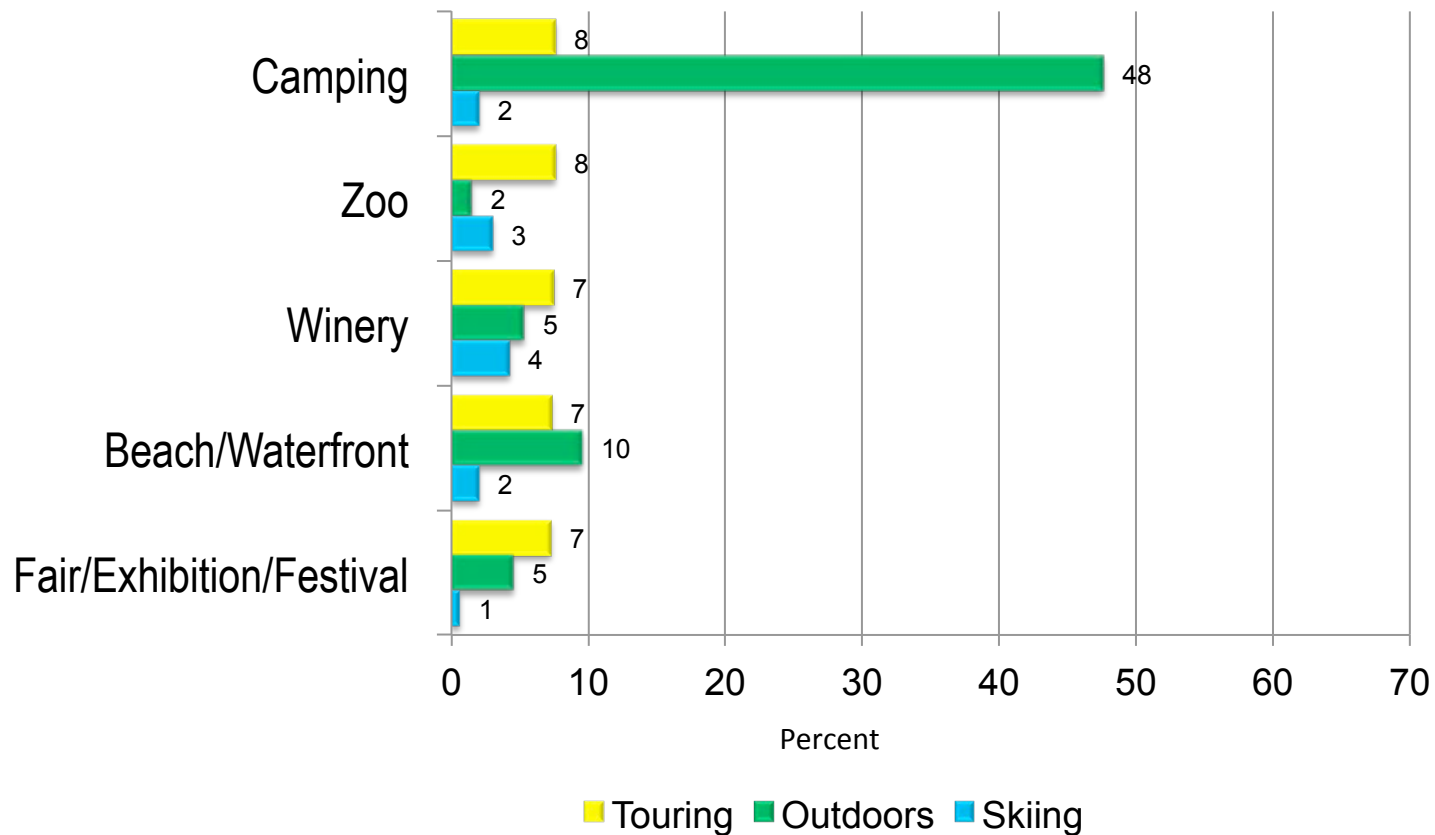
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2011



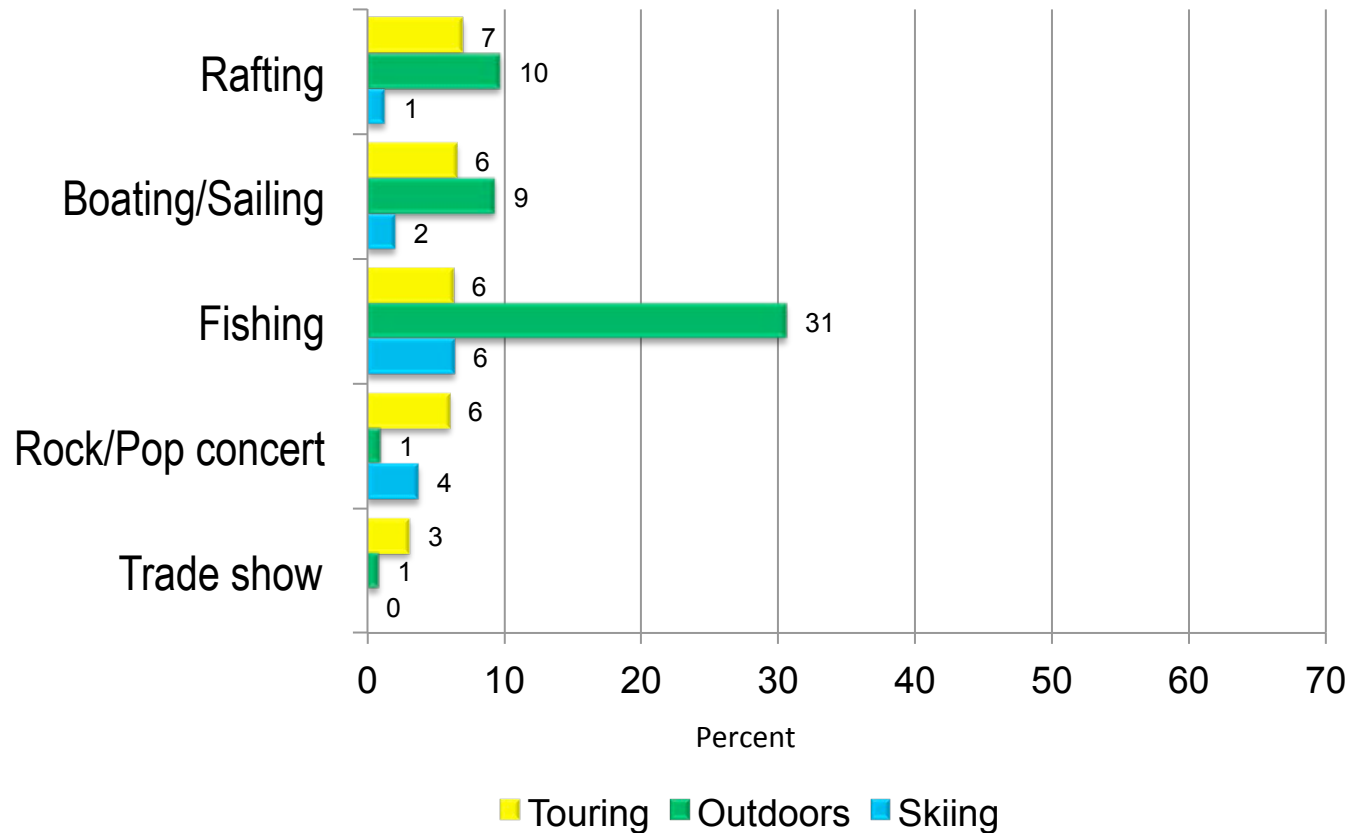
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2011



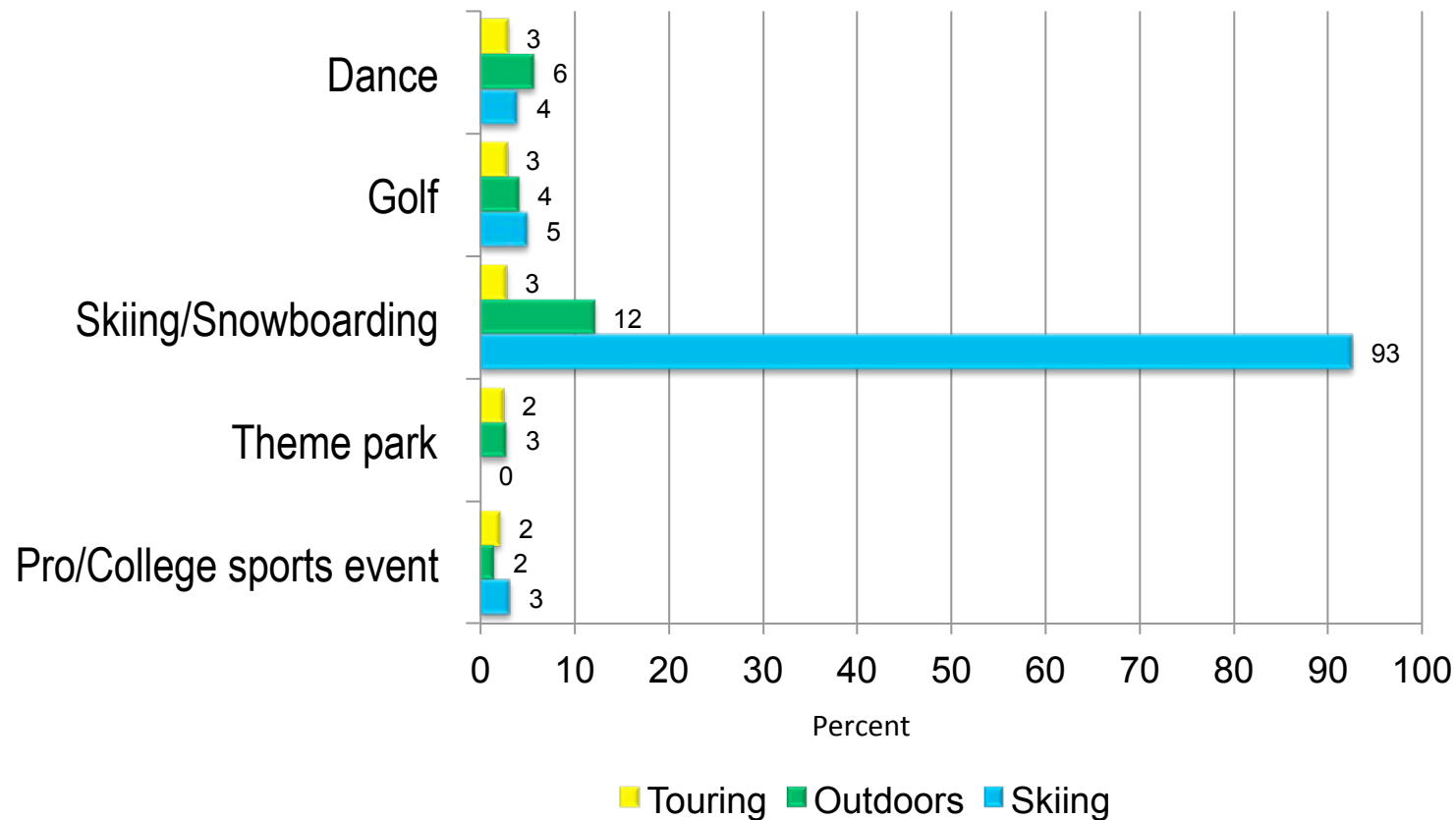
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Activities on Colorado Trip in 2011



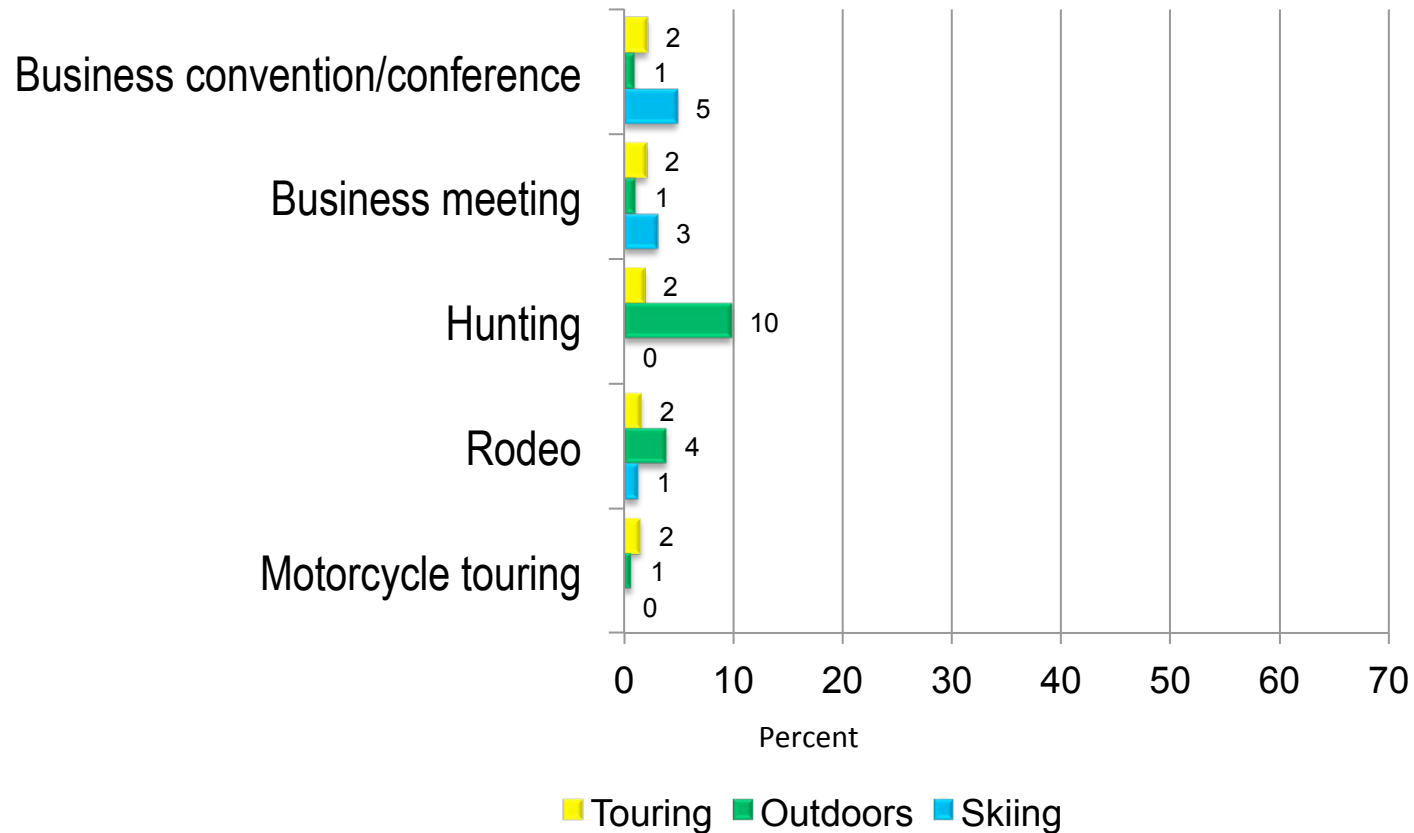
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2011



Base: Overnight Leisure Trips



Specific Interests on Trip in 2011



Base: Overnight Leisure Trips

