

Colorado Travel Year 2012

Final Report

May, 2013

Table of Contents



	<u>Page</u>
Background and Purpose	3
Method	5
Highlights	7
Key Findings	13
Detailed Findings	47
Size & Structure of the U.S. Travel Market	48
Size & Structure of Colorado's Travel Market	56
The Competitive Environment	74
Travel and Tourism Spending in Colorado	82
2012 Leisure Travel Profile	101
Sources of Leisure Travel	102
Visitor Profile	113
Trip Characteristics	133
Profiles of Colorado's Key Travel Segments	164

Background and Purpose



- Longwoods International was engaged by the Colorado Tourism Office to conduct a program of visitor research for the 2012 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, activities, etc.*

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 Survey Sample International's (SSI) online consumer panel which comprises over 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.*
- *SSI 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 2,751 Colorado overnight visitors In 2012, 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 1,432 Colorado day visitors in 2012.*
- *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

Highlights



- On a nationwide basis, travel and tourism experienced growth in 2012, continuing the upward momentum and recovery that began in 2009.
- Domestic trip-taking rose 2% overall in 2012, mainly reflecting a sharp increase in discretionary or “marketable” leisure travel.
- Following 4 years of virtually no growth, marketable leisure trips finally saw a release of pent-up demand, increasing by 9% year over year
- However, this was almost counterbalanced by a 2% decline in visits to friends and relatives and a 5% drop in business travel.
- Some of the “higher budget” marketable trip types like city trips, theme park trips and cruises posted considerable gains versus 2011, as did casino trips.
- There were slight declines in touring and special event trips nationally.

Highlights



- Colorado continued to break records in terms of both visitor volume and visitor expenditures in 2012.
- Overnight trip numbers reached a record 29.5 million trips, rising 2% versus 2011.
 - *The number of visitors coming to Colorado on marketable leisure trips totaled an all-time high of 14.6 million, 2% higher than in 2011.*
 - *Visits to friends and relatives rose by 1%, and business trips increased 2%, continuing the upswing that began in 2009.*
- In 2012, Colorado attracted more visitors on city, casino and outdoor and resort trips. Volumes of touring, special event and combined business-leisure travel declined slightly.
- As marketable leisure travel to Colorado rose at a substantially lower rate than this type of travel nationwide, Colorado's overall share of marketable trips dropped from 2.7% to 2.4%.
- Colorado maintained its lead among states in the competitive overnight ski travel market, garnering 19.4% of all overnight ski trips in 2012.

Highlights



- Expenditures by Colorado's overnight visitors reached \$9.6 billion in 2012, up 3% from a year earlier, with all of the main travel segments contributing to the growth:
 - *People on marketable trips spent \$5.35 billion, 1% more than in 2011, and people visiting friends and relatives increased their spending by 5% to \$3.1 billion*
 - *Business travelers' expenditures in the state totaled \$1.15 billion, a 5% increase over 2011*
- All five of the main business sectors affected by travel and tourism benefitted fairly equally from the rise in visitor spending, adding between 2% and 4% to their totals on a year-to-year basis.
 - *Expenditures on retail goods and services rose the most, gaining 4%, and spending on recreation, sightseeing and attractions rose by 3%*
 - *Lodging sales increased 2% in 2012, and spending on food/beverage and transportation grew by similar amounts.*

Highlights



- Mirroring a trend we noted in 2011, we see in 2012 a continued shift towards more inbound travel, particularly from the Pacific region.
- The number of day trips to and within the state rose by 6% in 2012 to 30.8 million trips.
- And there was a significant improvement in overall spending on those trips – daytrippers spent a total of \$1.64 billion in the state, up 19% from \$1.4 billion in 2011.
- Amid the generally positive results, there was a small area of concern and a challenge moving forward: the trip length of Colorado visitors continued to shrink –down to 4.5 nights in 2012, having dropped steadily over time from about 7 nights since the year 2000.

Highlights



- In summary, Colorado continued to see growth in the travel and tourism sector in 2012:
 - *Leisure travel continued to lead the way, particularly the marketable trip segment which is the focus of CTO marketing efforts*
 - *The rebound in business travel to the state continued*

Key Findings

National Trends in Tourism



- ◉ At the national level, overall travel volume in 2012 grew by 2% over 2011.
- ◉ Marketable leisure travel in 2012 put on substantial growth; however other segments were in negative territory.
- ◉ Marketable leisure trips, i.e., the discretionary leisure trips most subject to influence by marketing and promotional activity, rose by 9% year over year:
 - ◉ *Likely reflecting the release of considerable pent-up demand as the economic recovery continued*
- ◉ In contrast, visits to friends and relatives dropped 2% compared to 2011.
- ◉ And business trips contracted by 5%, falling to a new low volume in our 18 years of tracking.

National Trends in Tourism



- ◉ Looking at the marketable leisure trip segments of interest to Colorado, we observe the following trends:
 - ◉ *Part of the improvement in marketable leisure travel was attributable to a sharp increase in city trips and casino trips, both of which were hit hard during the economic downturn:*
 - ◉ *City trips rose by 13% and casino trips by 9%*
 - ◉ *And there was an increase in outdoor trips (which rose by 3%).*
 - ◉ *Continued high prices for gas during 2012 contributed to a slight drop in touring vacations, which declined by 2% year over year.*
 - ◉ *Special event trips also fell by a similar 2% versus 2011.*

Colorado Travel in 2012



- Travel to Colorado on overnight trips in 2012 resumed its long-term upward trend, after stalling in 2011:
 - *Rising overall by 2%*
- There were increases in all major travel segments:
 - *Marketable trips grew by 2% to 14.6 million visits, setting a new record*
 - *Visits to friends and relatives rose by 1%*
 - *Business travel increased 2%, continuing the upswing that began in 2009.*
- Day travel to and within Colorado continued to improve, rising by 6% to 30.8 million trips in 2012.

Colorado's Key Segments



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

	<u>2011</u>	<u>2012</u>
○ <i>Touring trips</i>	3,120,000	2,970,000
○ <i>Outdoor trips</i>	2,890,000	3,030,000
○ <i>Special event trips</i>	2,140,000	2,110,000
○ <i>Combined business-leisure trips</i>	1,440,000	1,330,000
○ <i>City trips</i>	1,080,000	1,180,000
○ <i>Casino</i>	1,090,000	1,290,000
○ <i>Country resort trips</i>	770,000	820,000

Colorado's Key Segments



- On a year-to-year basis, Colorado recorded the following changes in the various segments shown above:
 - *Consistent with the national growth trends, Colorado added more city, casino and outdoor visitors in 2012 than in 2011.*
 - *Also following the patterns set across the country, fewer travelers visited Colorado on touring, and special event trips*
 - *While the nation as a whole saw about the same number of combined business-leisure and resort trips, Colorado welcomed more resort travelers and fewer combined business-leisure visitors*

Colorado's Key Segments



- Longer term trends in these segments are as follows:
 - *With the drop in Colorado touring trips in 2012, the state's trend for this travel segment now is looking similar to the national trend which has been fairly flat for the past 3 years*
 - *City trips to Colorado have remained quite flat over the past 5 years, while the national trend saw a dip in 2009/2010 followed by some recovery*
 - *The past decade has seen a 25% increase in outdoor vacations on a national basis. Colorado has followed a similar trend, although with wider ups and downs from year to year than the slow, steady rise nationally.*

Colorado's Key Segments



- Longer term segment trends (cont'd):
 - *The past 5 years look fairly flat for resort trips across the country. In contrast, the longer term pattern for Colorado appears to be fairly steady growth, including in 2012.*
 - *After several years of plateau, special event travel on a national basis has fallen slightly since 2010. Colorado has maintained a fairly steady number of visitors in this segment over the past 6 years.*
 - *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.*

Market Share



- Colorado's overnight marketable trips rose 2% year over year, while this type of travel increased 9% on a national basis. As a consequence Colorado's overall share of the national market for this discretionary type of travel declined to 2.4%:
 - *Despite this shift, Colorado retained a ranking of 16th among the 50 states as a destination for marketable leisure trips, the same as in 2011*
- Colorado's share of overnight touring trips dropped to 2.8%, the same as a prior low ebb in 2006. Colorado ranked 13th among the states as a touring destination in 2012, down from 11th the year before.
- Colorado's share of outdoor trips in 2012 declined to 3.4% which ranked it 11th among the states for this type of travel.
- In 2012, Colorado retained its number one ranking for ski trips across the country with an 19.4% share, which was up slightly versus 2011(18.6%).
- These pleasure and business travel volume estimates are based on trips taken by individuals 18 years of age or older, and include 11.3 million trips by residents of Colorado.
- Colorado had a 2.0% share of day trips nationwide in 2012, the same as in 2011.

Expenditures



- ◉ Total spending by domestic visitors to Colorado amounted to \$11.2 billion in 2012, an increase of 5% over 2011.
- ◉ Overnight visitors' expenditures rose by 3% to \$9.6 billion in 2012.
- ◉ Spending improved among both leisure and business visitors:
 - ◉ *The expenditures of people visiting Colorado on marketable trips grew to \$5.35 billion, 1% more than in 2011*
 - ◉ *A 5% increase in the spending of people visiting friends and relatives brought total expenditures for that segment to \$3.1 billion for the year*
 - ◉ *And business travelers spent \$1.15 billion in the state, a 5% increase over the prior year.*
- ◉ Day visitors' spending rose to \$1.64 billion in 2012, a 19% increase over 2011.
 - ◉ *Colorado residents, the majority (83%) of day visitors, accounted for 73% 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 fairly equally, rising 2 to 4% across the board.
- ⦿ Expenditures on transportation gained 2% to reach \$2.2 billion in 2012, a reflection of higher car rental rates and gas prices.
- ⦿ And spending on lodging rose 2% to \$2.7 billion, a function of higher occupancy levels and increased room rates.
- ⦿ Expenditures on food and beverage improved by 2% to \$1.9 billion.
- ⦿ Overnight visitors spent \$1.5 billion on recreation, sightseeing and attractions, an increase of 3% over 2011.
- ⦿ And travelers' retail purchases increased by 4% to \$1.3 billion in 2012.

Expenditures



- Consistent with the national trend, Colorado visitors who stayed in commercial accommodations when traveling in 2012 tended to spend more on things apart from lodging than those staying with friends/relatives or in other types of accommodations:
 - *in 2012, those staying in commercial lodging accounted for 72% of all travel spending in the state, up from 68% in 2011*
 - *people staying in private homes and vacation properties contributed 19% of all travel expenditures*
 - *only 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 2012 on marketable leisure trips spent, on average, \$366 per person in the state over the course of their trip. In comparison, the typical business visitor spent \$306, and a person on a VFR trip spent an average of only \$281.
 - *The most valuable among the marketable trip segments were people on ski trips spending \$1106 per capita, followed by country resort visitors (\$391), special event attendees (\$354), touring vacationers (\$352), and people on city trips (\$340)*

Expenditures



- ◉ *Colorado visitors on business-leisure trips spent \$306 per person, while people on outdoor trips (\$274) and casino trips (\$182) 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:
 - ◉ *\$304 on marketable leisure trips nationally vs. \$366 in Colorado*
 - ◉ *\$217 on VFR trips nationally vs. \$281 in Colorado*
- ◉ However, business travelers to Colorado in 2012 continued to spend somewhat less than the norm for destinations (\$299 in Colorado vs. \$349 on a national basis), as has been the case in the recent past.
- ◉ In 2012, the average expenditures of Colorado day visitors remained slightly below the national average (\$53 vs. \$56).
- ◉ The slight uptick in leisure visitor spending in 2012 kept the inflation-adjusted total at parity with the 1992 benchmark.
- ◉ Despite the growth in 2012 of business traveler spending in the state, the overall level of expenditures by this group of visitors has not kept pace with the rate of inflation.

Sources of Business



- ◉ In 2012 the West, consisting of the Mountain, West North Central and West South Central census regions, continued to provide the majority of Colorado's tourists:
 - ◉ *69% of all overnight leisure trips originated in this broad region in 2012, down slightly from 2011 (71%)*
- ◉ Colorado itself remained the top provider of vacationers:
 - ◉ *Contributing 40% of overnight leisure travelers about the same level as in 2011*
- ◉ The top out-of-state markets for overnight Colorado vacations continued to be California and Texas, followed by:
 - ◉ *Arizona*
 - ◉ *Florida*
 - ◉ *Utah*
 - ◉ *New Mexico*
 - ◉ *Illinois*
 - ◉ *Kansas*
 - ◉ *New York*
 - ◉ *Nebraska*

Sources of Business



- In 2012, 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 2012 were:
 - *Denver*
 - *Colorado Springs – Pueblo*
 - *Los Angeles*
 - *New York City*
 - *Salt Lake City*
 - *Grand Junction - Montrose*
 - *Phoenix*
 - *Albuquerque – Santa Fe*
 - *Dallas – Ft. Worth*
 - *Chicago*

Sources of Business



- A very high proportion (78%) of Colorado day trips in 2012 originated within the state itself, slightly less than in 2011 (83%).
- Most of the remaining day trippers visited from neighboring states such as Wyoming, Utah, Arizona and Kansas.
- The list of states providing day visitors also includes more distant places such as California, Florida 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 Salt Lake City, Cheyenne/Scottsbluff, Albuquerque/Santa Fe, and Phoenix:
 - *Other long haul markets made the “top ten” list (e.g., LA, Dallas, 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



- The demographic profile of Colorado's overnight leisure visitors in 2012 closely resembled that of vacationers nationwide in a number of respects:
 - *average age of 43*
 - *6 in 10 are married*
 - *household size*
 - *one half have kids/teens living at home*
 - *education, with about half having a college degree*
 - *employment status*
 - *household income*
- There was just one slight skew – Colorado overnight vacationers in 2012 were skewed slightly male vs. a slight female skew nationally
- This profile reflects little change compared to 2011.

Colorado's Day Trip Profile



- In 2012, people taking day trips to or within Colorado were very similar to daytrippers nationally in terms of:
 - *gender, i.e. skewed slightly female*
 - *age – average of 44years old*
 - *marital status – a majority are married*
 - *household size*
 - *presence of children in the household*
 - *Income*
 - *employment*
 - *education*

Overnight Leisure Trip Characteristics



- ◉ Using the internet and computers in general for trip planning is slightly more prevalent among Colorado leisure visitors than it is among U.S. vacationers in general
 - ◉ *Just over half of Colorado visitors indicated they used the internet to help plan their trip 2012 trip, and to actually make a booking, slightly more than their counterparts going to the typical destination*
 - ◉ *Colorado visitors are also slightly more likely to use a computer (desktop or laptop) to plan their trip or to use a laptop while on their trip*
 - ◉ *People are more apt to use a smartphone for travel-related purposes while on their Colorado or any trip than beforehand while planning the trip, which is similar to the national norm*
- ◉ Usage of “social media” to help plan and converse about travel for specific trips grew considerably between 2011 and 2012; however our on-going research for other destinations has shown that it still typically remains below 10%.
- ◉ In the broader context of travel in general “over the past 3 months” (not trip-specific), the use of social media grew substantially over the twelve month period. In 2012, two-thirds (68%) of Colorado leisure visitors and American vacationers in general indicated that they recently engaged in some travel-related activity via social media (a list of 14 common activities was provided), up from only half in 2011.

Overnight Leisure Trip Characteristics



- The most common uses for social media “in the past 3 months” in this general context in 2012 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 6 to 1 in 3 vacationers*
 - *Posting travel photos and videos on social media websites*
 - *Reading travel reviews*
 - *Looking at other people’s travel photos*
 - *Learning about travel deals/promotions*
- As was the case in 2011, relatively few people got more involved or sought specific information, such as:
 - *Connecting with others interested in travel*
 - *Seeking out or giving travel advice via social networking*
 - *Reading/writing a travel blog or contributing travel reviews*
 - *Subscribing to a travel newsletter*
 - *Following a destination on Facebook/Twitter*
 - *Tweeting about a trip*
- For most of these activities, the general trend was towards significantly increased usage relative to 2011.

Overnight Leisure Trip Characteristics



- The length of vacation trips to Colorado contracted in 2012:
 - *the average Colorado leisure trip lasted 4.5 nights away from home, down from 4.9 nights in 2011, and continuing the decline from a peak of 7 nights set in 2000*
 - *the average U.S. leisure trip remained constant, remaining at 3.6 nights away from home for the past 5 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-third of non-Colorado residents rented a vehicle while visiting*
 - *Arrivals by air and car rentals rose slightly in 2012 versus the year earlier*
- In 2012, about 7 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:
 - *Slightly more than indicated this in 2011*
- 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 2012:
 - *about the same as the national norm and unchanged versus 2011*
- 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 2012 as well:
 - *Comparing 2012 to 2011, there was a very slight increase in spring visitation and a corresponding drop in traffic during the second half of the year.*

Overnight Leisure Trip Characteristics



- In the Travel USA™ survey, respondents are asked about their participation in 38 different sightseeing, recreation, sports, and entertainment activities.
- In 2012, the most common pursuits for Colorado vacationers during their trip were:
 - *Shopping (33%)*
 - *Visiting a national or state park (21%)*
 - *Fine dining (20%)*
 - *Hiking/backpacking (20%)*
 - *Visiting a famous landmark or historic site (19%)*
 - *Visiting a casino (15%)*
- 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, festivals/fairs*
 - *Attractions such as zoos and theme parks*

Overnight Leisure Trip Characteristics



- ◉ Compared to the U.S. vacation norm, 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.
- ◉ By and large, many of the types of activities that Colorado vacationers enjoyed in 2012 were virtually the same as what we saw in 2011, with a few differences:
 - ◉ *Slightly more participation in outdoor activities like camping and mountain climbing, visits to amusement parks (there parks, zoos)*
 - ◉ *Slightly less interest in shopping and visiting national/state parks*

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.
- ◉ As we have seen in prior studies, interest in historic places topped the list of specific draws among Colorado visitors in 2012, followed by an interest in cultural activities and attractions.
- ◉ There was lower level of expressed interest in culinary or wine experiences, eco-tourism or traveling with grand-children.
- ◉ The level of interest in historic places/attractions, culinary experiences, and wine-related tourism rose somewhat versus 2011.
- ◉ Versus the national norm, Colorado vacationers seem more interested in all of these types of travel but particularly historic tourism.

Segment Profiles – Outdoor Trips



- Over half (53%) of Colorado's outdoor vacation trips in 2012 originated instate.
- The outdoor travelers in 2012 tended to be:
 - *The same age as outdoor vacationers nationally but younger than Colorado tourists in general*
 - *The average age decreased somewhat over the year (from 45 to 41 years)*
 - *Skewed male (as in 2011)*
 - *Average in terms of income – and lower than in both 2011 and 2010*
 - *similar education level versus Colorado vacationers in general and for this type of travel nationally*

Segment Profiles – Outdoor Trips



- The trip characteristics of this segment in 2012:
 - *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*
 - *Also the segment least apt to use devices such as computers or smartphones for trip planning or to use these devices on the trip itself*
 - *Infrequent use of travel agents*
 - *A relatively short trip (about 3.5 nights), and shorter than in 2011, now matching the national norm*
 - *About the same travel party size compared to the typical Colorado vacation (3.1 people vs. 2.9), though fewer than the national norm (3.8)*
 - *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 2012, the activities and interests that outdoor vacationers most often took part in included:
 - *Hiking/backpacking (50%)*
 - *Camping (50%)*
 - *Fishing (32%)*
 - *Visiting a national/state park (28%)*
- Colorado's outdoor vacationers occasionally experienced:
 - *Historic places/historic tourism*
 - *Cultural tourism*
 - *Shopping*
 - *Mountain climbing*
 - *Eco-tourism*
 - *Water activities like swimming, boating*
 - *Hunting*

Segment Profiles – Touring Trips



- Most Colorado touring vacationers in 2012 came from out-of-state:
 - *In 2012 , 7 in 10 lived outside Colorado, about the same as in 2011*
- In 2012, touring vacationers visiting Colorado tended to be slightly younger than the U.S. norm, and younger than the average Colorado vacationer in general:
 - *The average age of Colorado touring vacationers dropped considerably from 49 years in 2011 to 41 in 2012*
- In terms of other demographics, this segment in 2012 :
 - *Was skewed slightly male*
 - *Had slightly above average income and education:*
- This segment made extensive use of the internet for planning and booking elements of their Colorado trip, as well as computers and smart phones:
 - *They were also one of the segments most likely to use a travel agent, with 22% indicating use at the planning and booking stages of their travels*

Segment Profiles – Touring Trips



- The touring trip to Colorado in 2012, at 4.6 nights away from home, was longer than the average U.S. touring trip (3.7 nights) and about the same as the typical Colorado trip (4.5 nights):
 - *As noted in other years, it is important to remember that the actual stay in the state (not measured in the past 3 years) is typically only half of the trip length for this segment*
- The party size for Colorado touring trips in 2012 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 2012 was a driving vacation:
 - *Two-thirds arrived in their own vehicle, down a bit from last year*
 - *About 3 in 10 flew in, then rented a car for their touring – slightly more than in 2011*
- As in prior years, touring vacationers to Colorado in 2011 were the leisure segment making the greatest use of commercial accommodations.

Segment Profiles – Touring Trips



- Touring vacationers tend to do a lot more and see more things than other segments.
- The top activities and specific interests for touring vacationers in 2012 included:
 - *Visiting a landmark or historic site (48%)*
 - *66% indicated they were particularly interested in historic places on their trip*
 - *Visiting a national or state park (45%)*
 - *Shopping (46%)*
- Among Colorado's key leisure segments, they were the group most likely to seek out/visit:
 - *Cultural activities and attractions, such as 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*
 - *Theme parks and 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



- Like touring vacations, a high proportion of overnight ski trips to Colorado originated out-of-state (72%) in 2012.
- Colorado ski vacationers had the following demographic profile:
 - *A strong male skew*
 - *Average age for Colorado visitors but older than the national ski norm*
 - *Above average income and education, though not as far from the norm as in 2010 and 2011*
- Colorado skiers were similar to the national average in terms of their use of the internet and computers/smart phones for trip planning and booking.
 - *However, they were less likely to use the services of travel agents*
- Colorado ski trips averaged 4.0 nights away from home in 2012, down from 4.5 nights in 2011.
- Colorado ski parties continued to be larger than the typical Colorado visitor party, at about 4 individuals.

Segment Profiles – Ski Trips



- In 2012, ski vacationers were as likely to drive to their destination in the state (50%) as to fly in (46%):
 - *about 3 in 10 made use of rental cars, which is above the norm for Colorado leisure trips*
- The accommodations used by ski vacationers in 2012 over the course of their trip (people often used multiple types of accommodations) reflect a mix of commercial accommodations, rentals, second homes and unpaid accommodations:
 - *About 6 in 10 stayed in hotels, motels and/or inns/lodges*
 - *1 in 6 used their own home or time share*
 - *1 in 7 rented a condo, home or cottage*
 - *And 1 in 8 stayed with friends and relatives*

Segment Profiles – Ski Trips

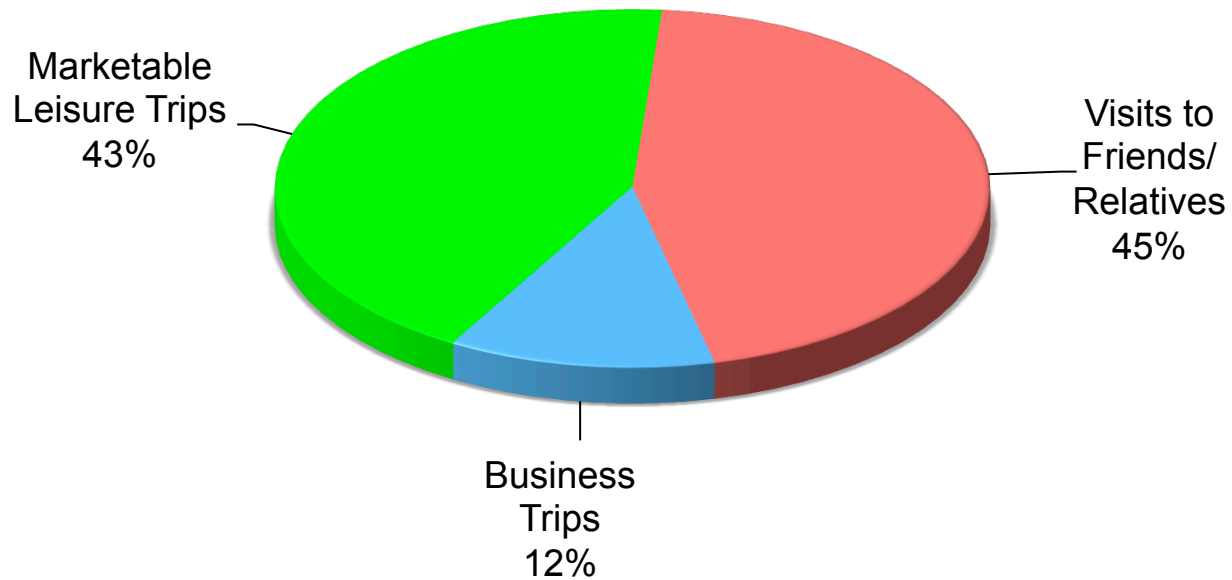


- The activities that ski vacationers most often participated in or visited during their Colorado trip in 2012, apart from skiing itself, included :
 - *Shopping (32%)*
 - *Nightlife such as a bar, disco or nightclub (19%)*
 - *National or state park (18%)*
 - *Fine dining (17%)*
- About 1 in 10 also took in a landmark/historic site, brewery, spa, swimming, or mountain climbing.
- Colorado ski vacationers in 2012 seemed to have above average interest in culinary experiences relative to the Colorado leisure travel and national ski travel norms.
- They showed a similar level of interest as the typical Colorado vacationer in the other 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

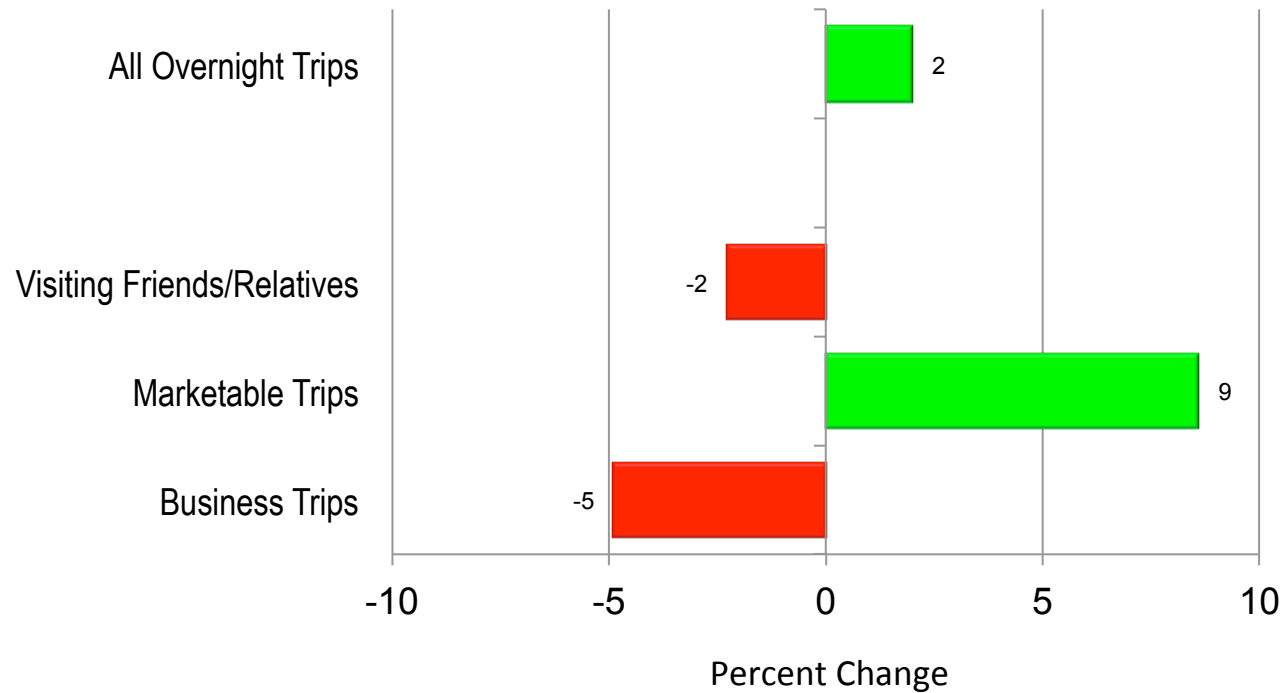
Structure of the U.S. Travel Market — 2012 Overnight Trips



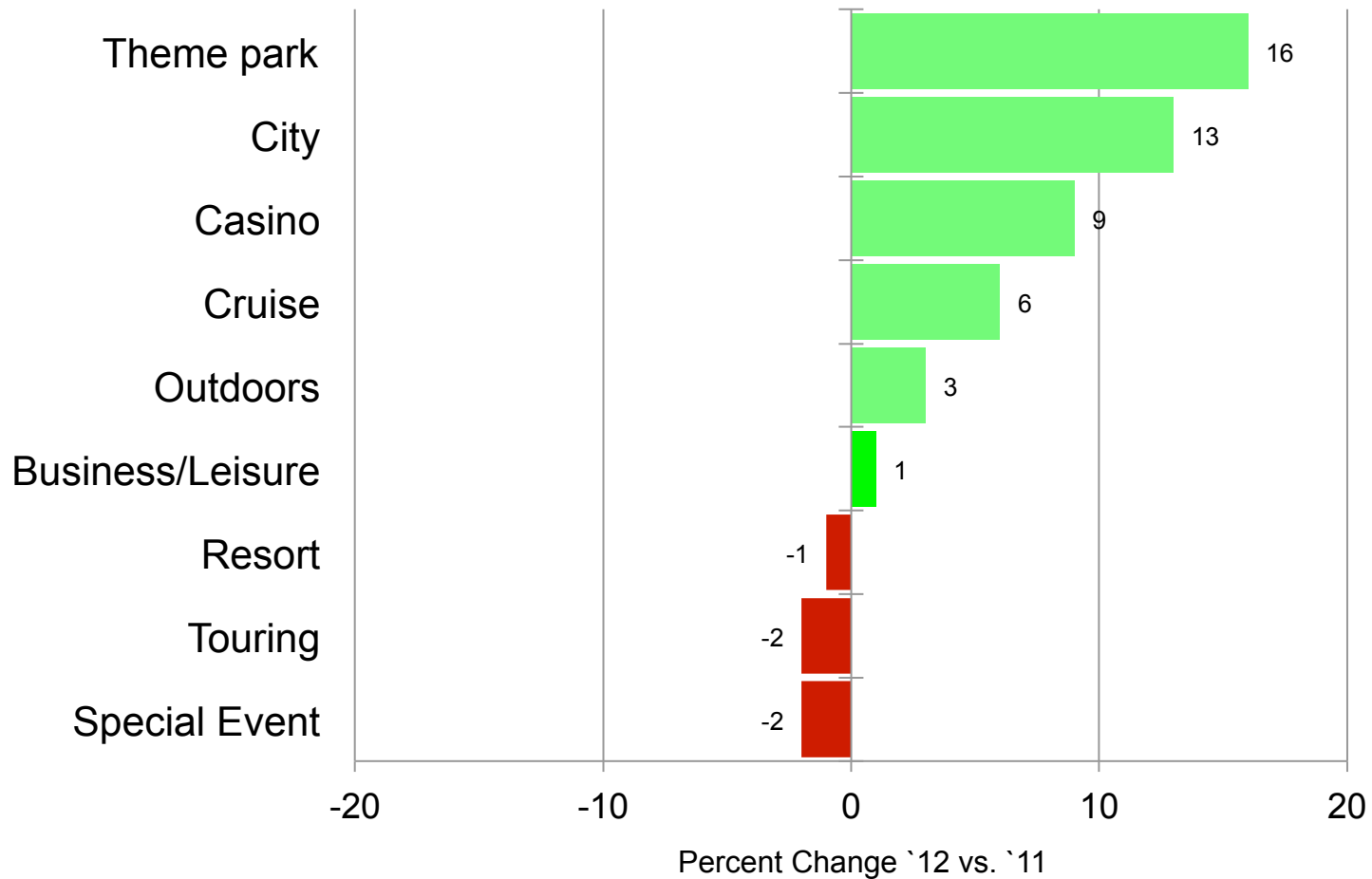
U.S. Market Trends for Overnight Trips — 2012 vs. 2011



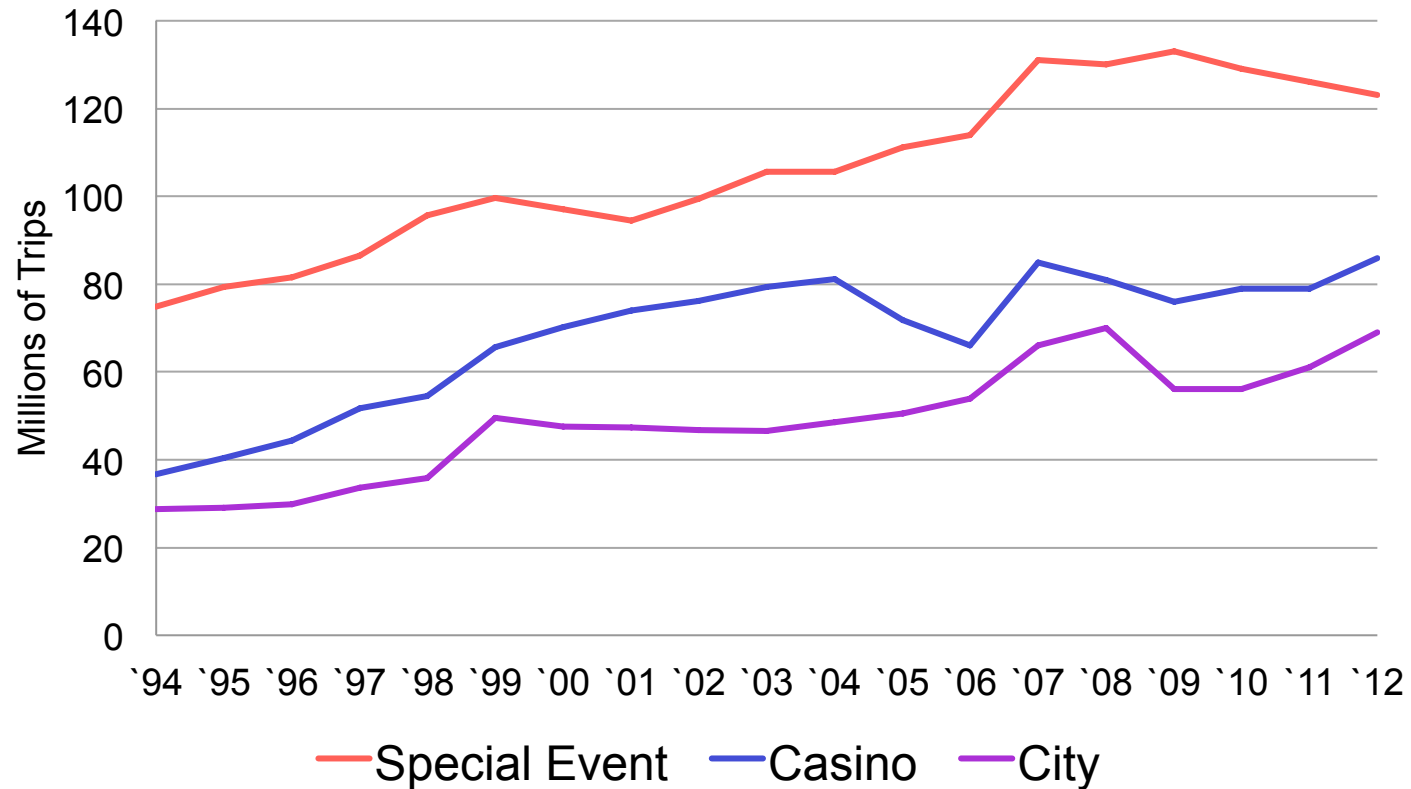
Base: Adult Overnight Trips



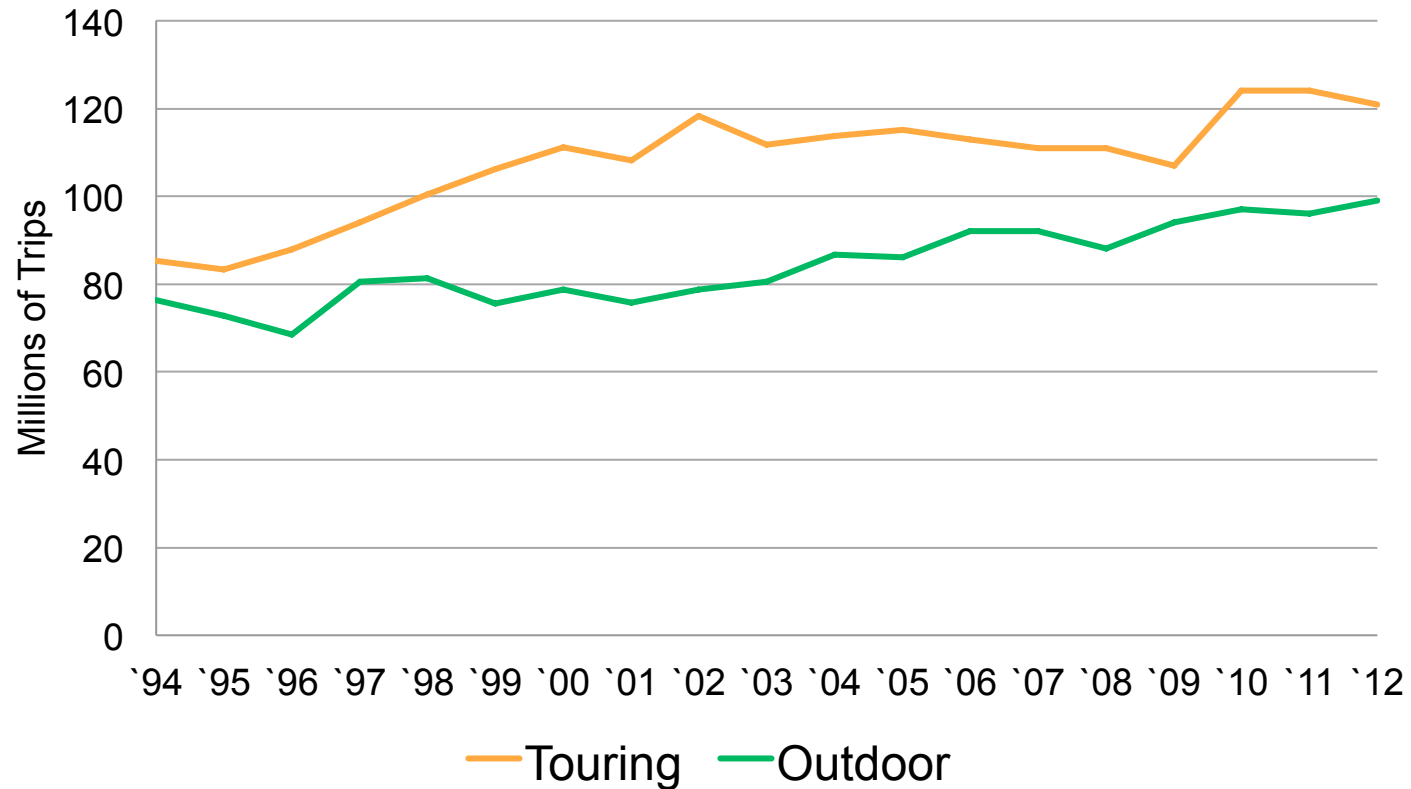
U.S. Overnight Marketable Trip Trends — 2012 Travel Year



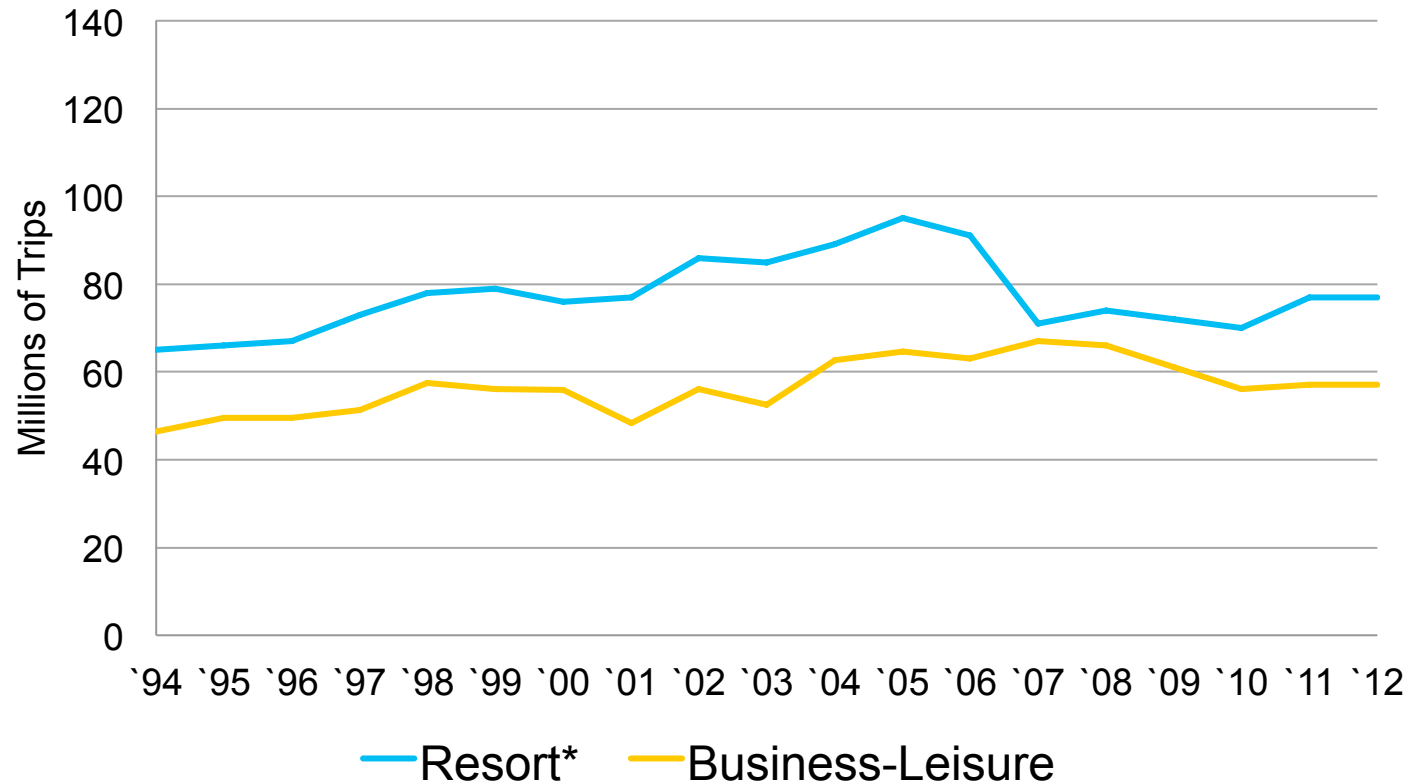
U.S. Marketable Trips — Special Event, Casino & City Trips



U.S. Marketable Trips — Touring & Outdoor Trips

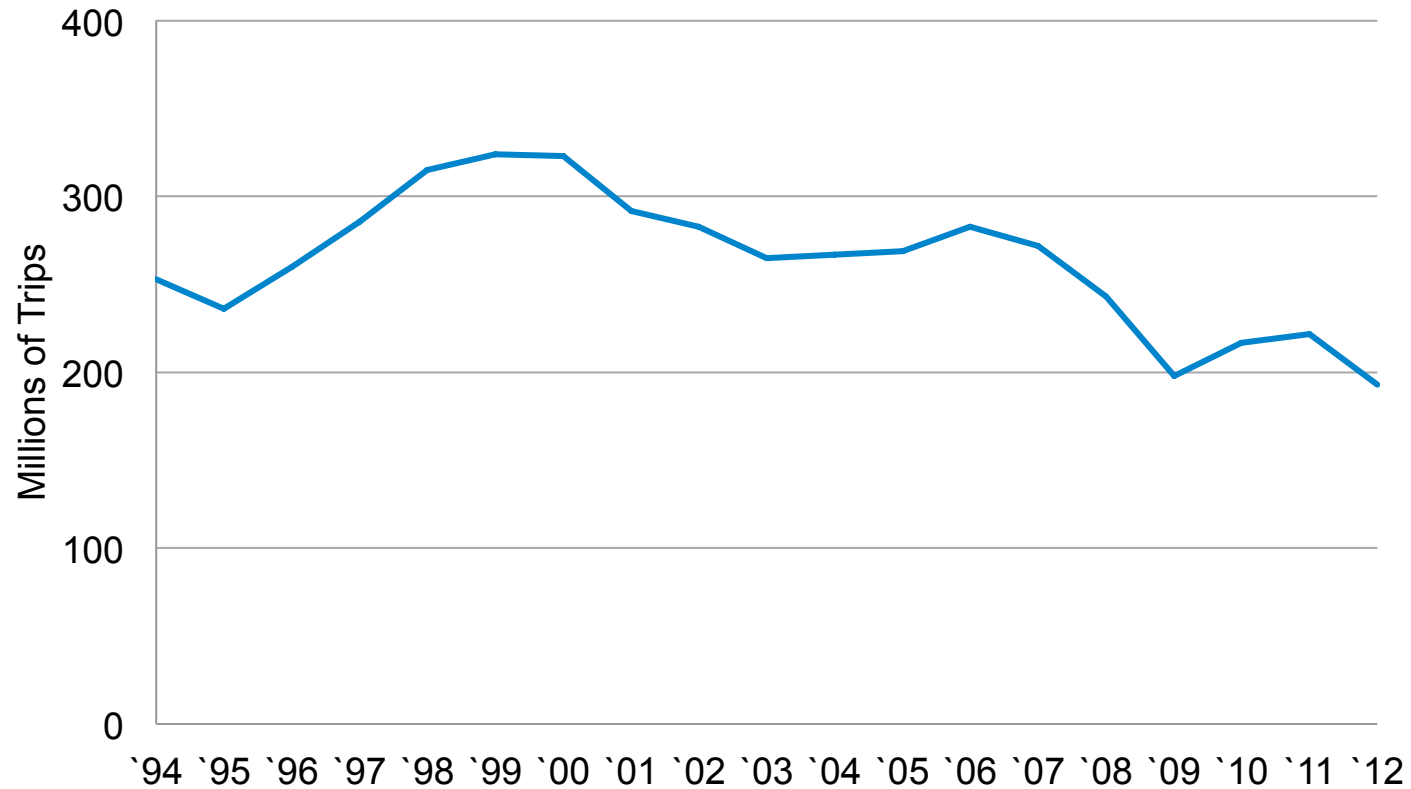


U.S. Marketable Trips — Business/Leisure & Resort* Trips



* Combines Country and Beach starting in 2007

U.S. Business Trips



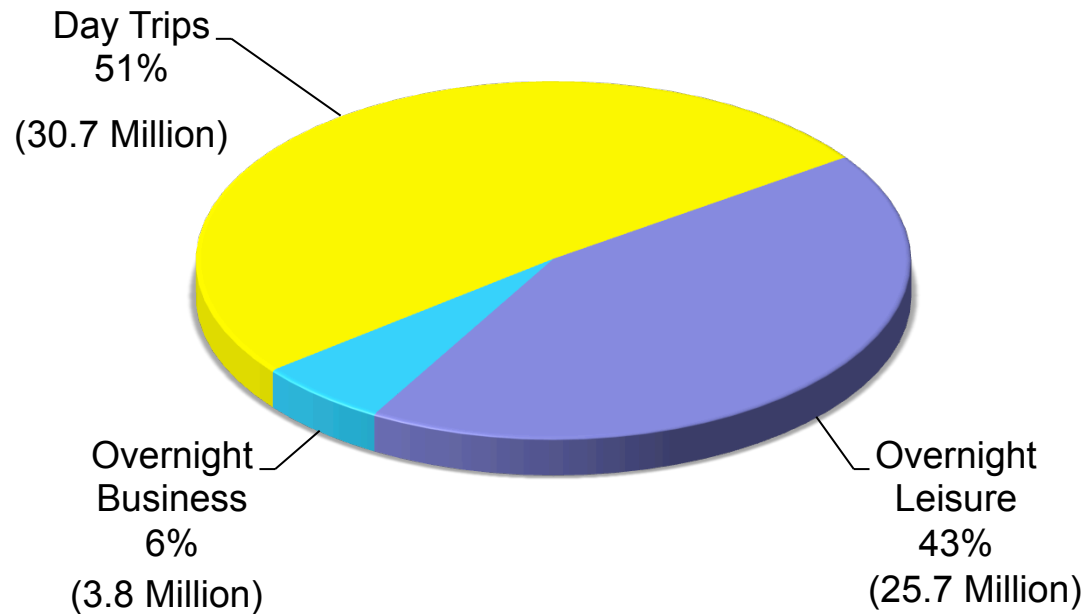


Size & Structure of Colorado's Travel Market

Day & Overnight Trips to Colorado in 2012



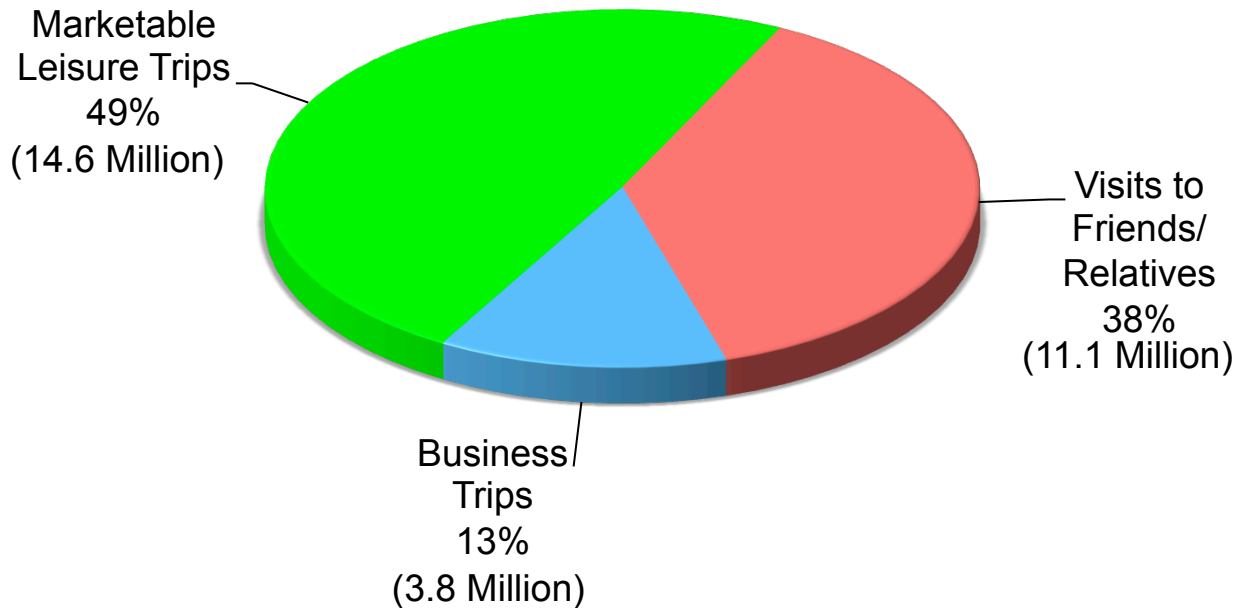
Total Trips = 60.2 Million



Size of Colorado's Travel Market — 2012 Overnight Trips



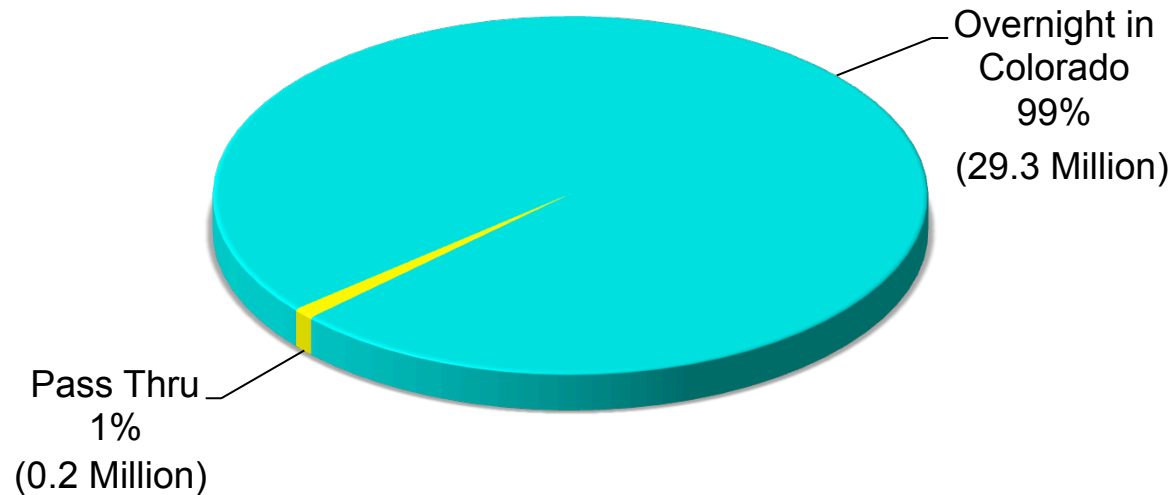
Total Trips = 29.5 Million



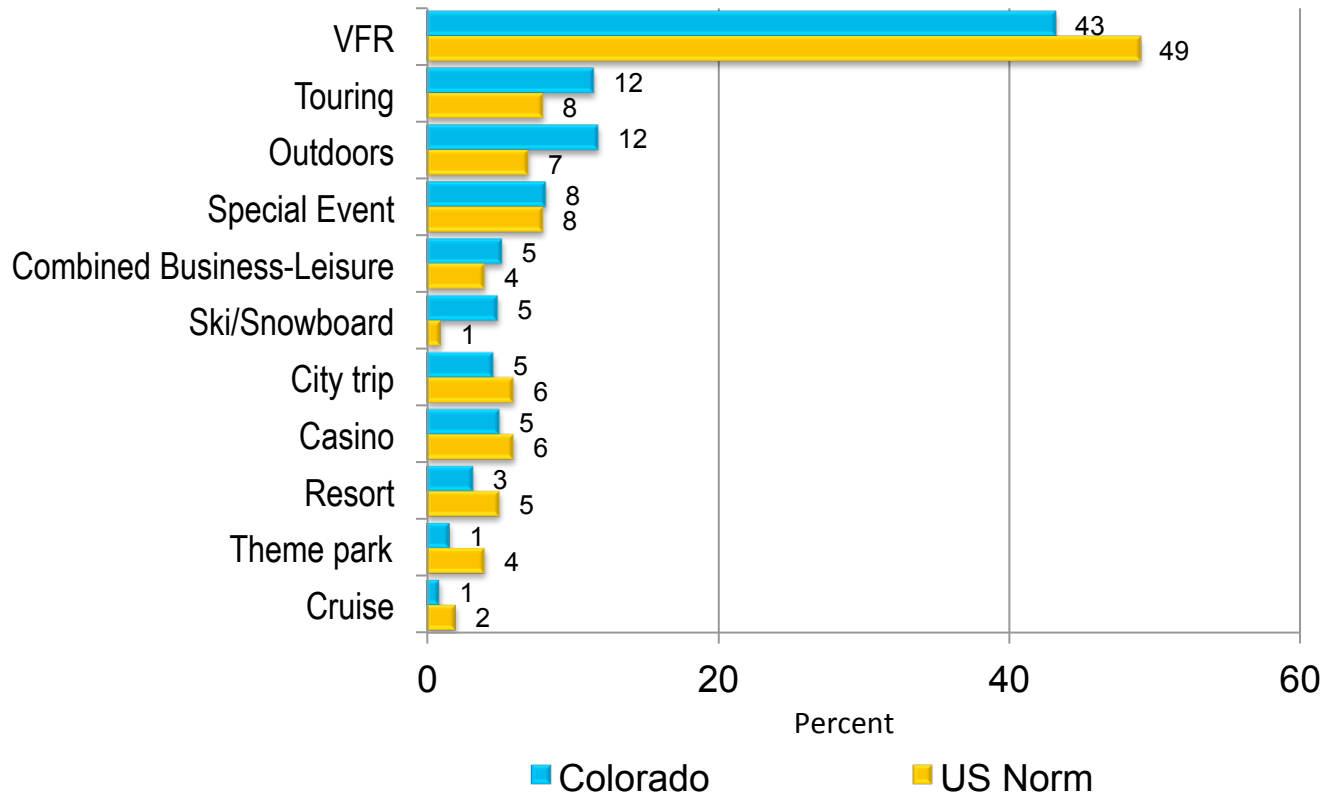
Overnight Trips Including Colorado in 2012



Total Trips = 29.5 Million



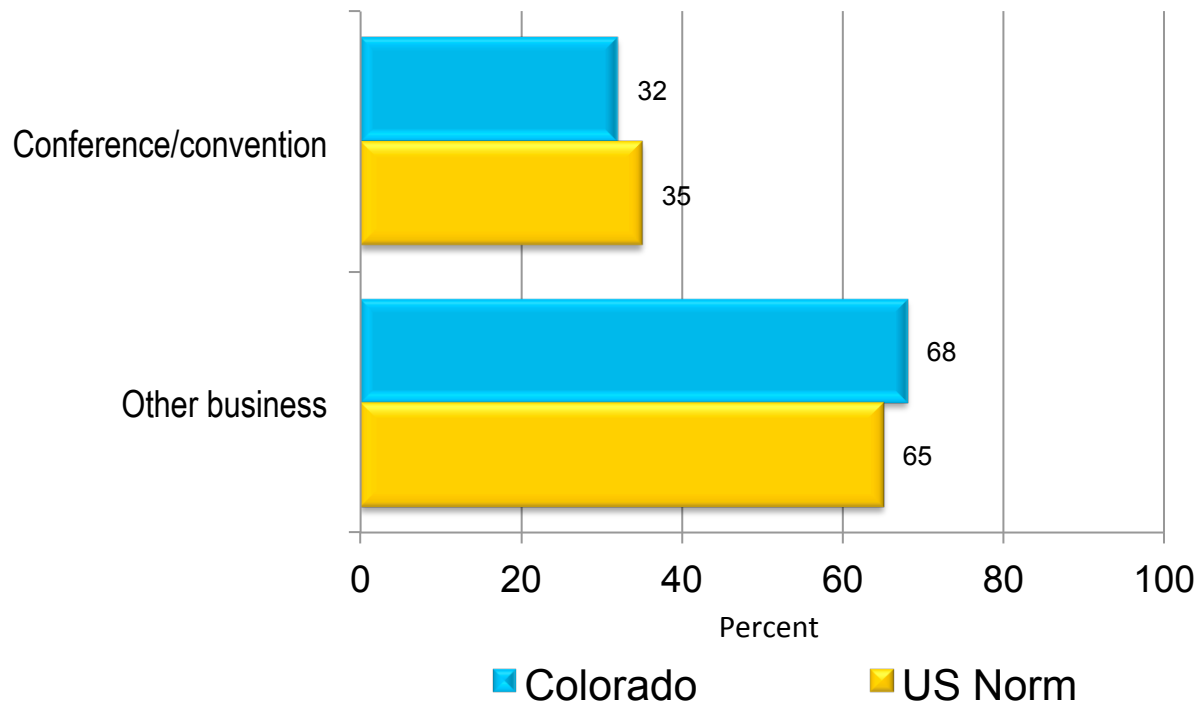
Main Purpose of 2012 Overnight Leisure Trips vs. the U.S. Norm



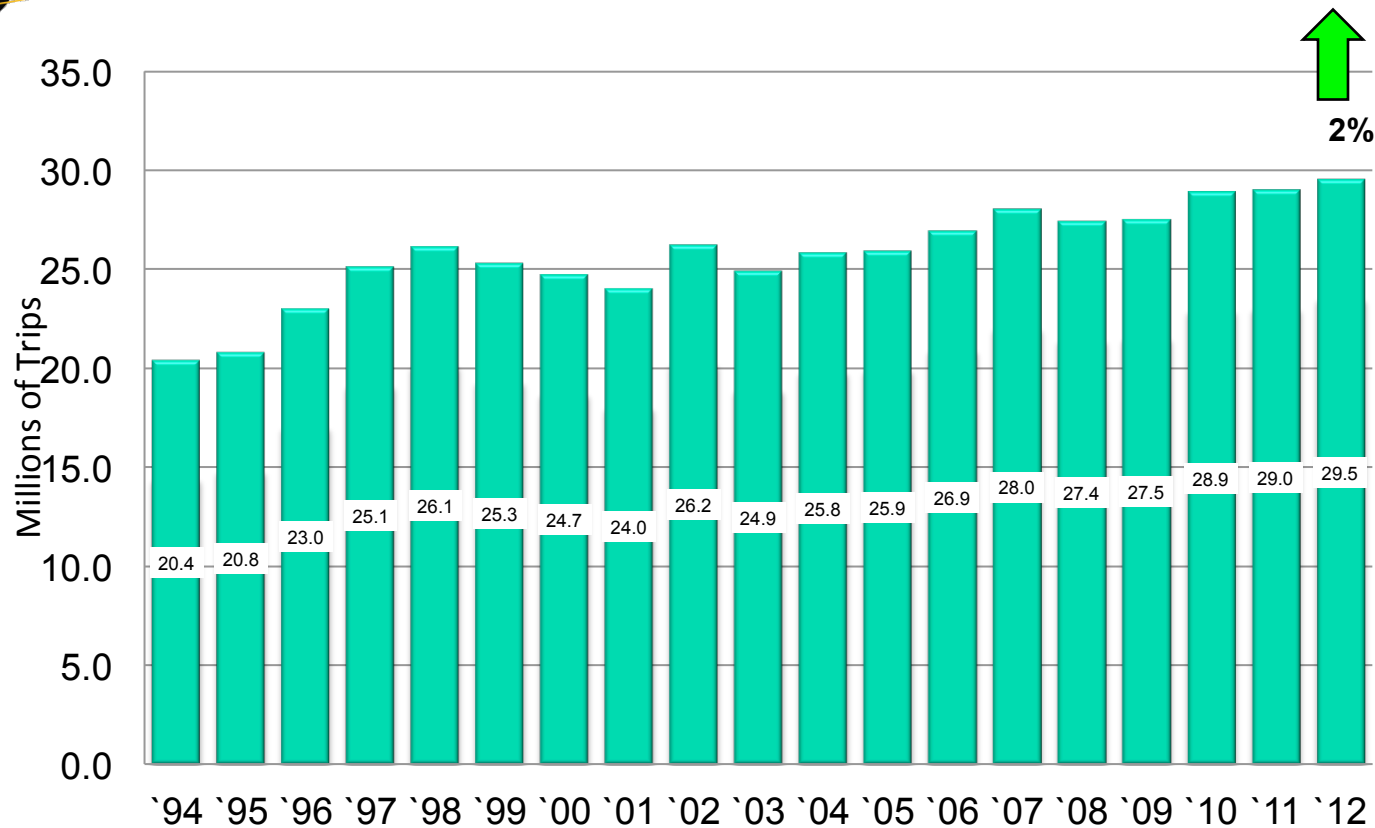
Main Purpose of 2012 Overnight Business Trips vs. the U.S. Norm



Base: Overnight Business Trips

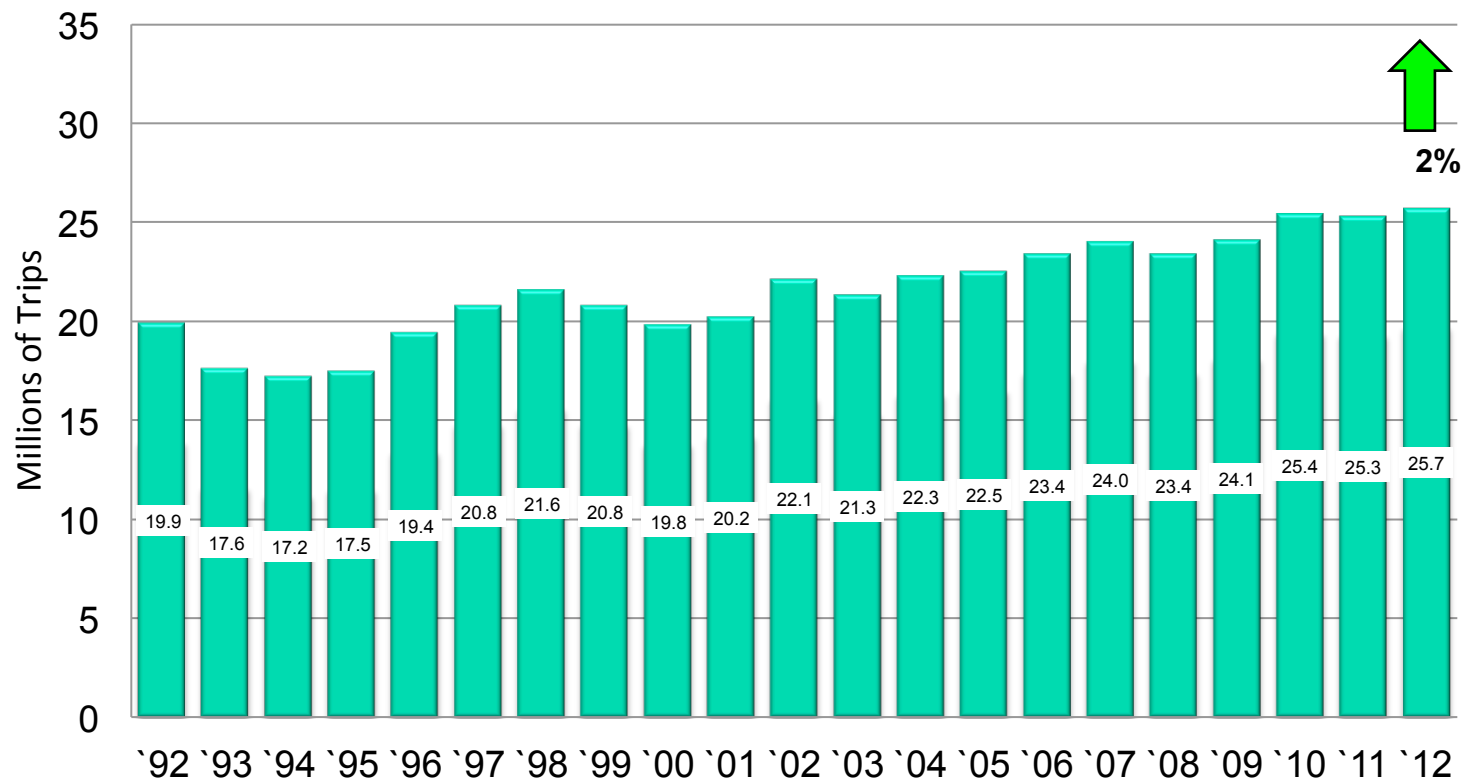


Overnight Trips to Colorado — 1994 to 2012

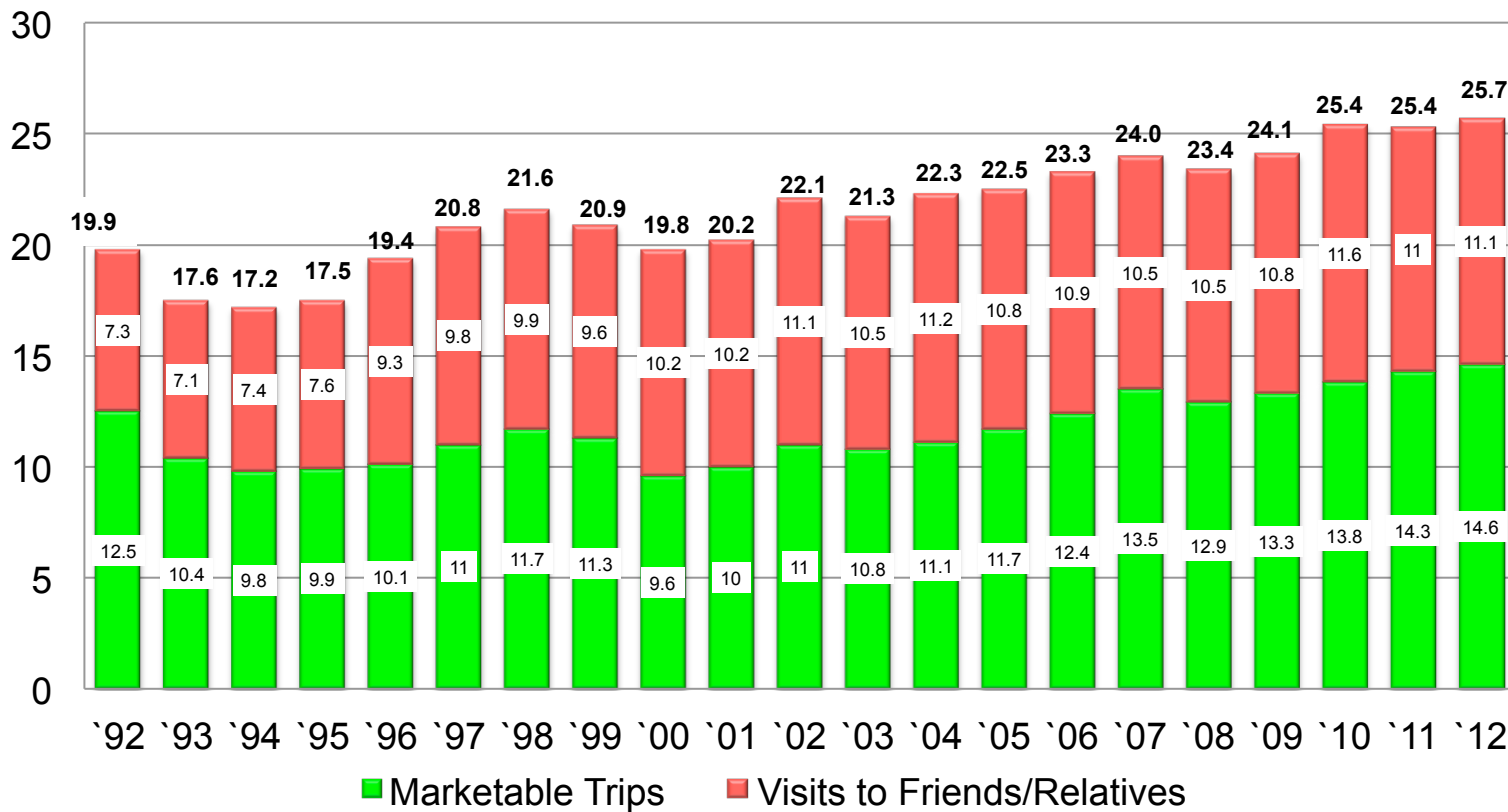


Note: Referencing this and subsequent charts showing annual trends, the Travel USA® survey was standardized for Leisure travel starting in 1992, so all charts about Leisure travel begin with that year. Questions about business trips were added in 1994; so charts about business travel or that show a total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

Overnight Leisure Trips to Colorado — 1992 to 2012

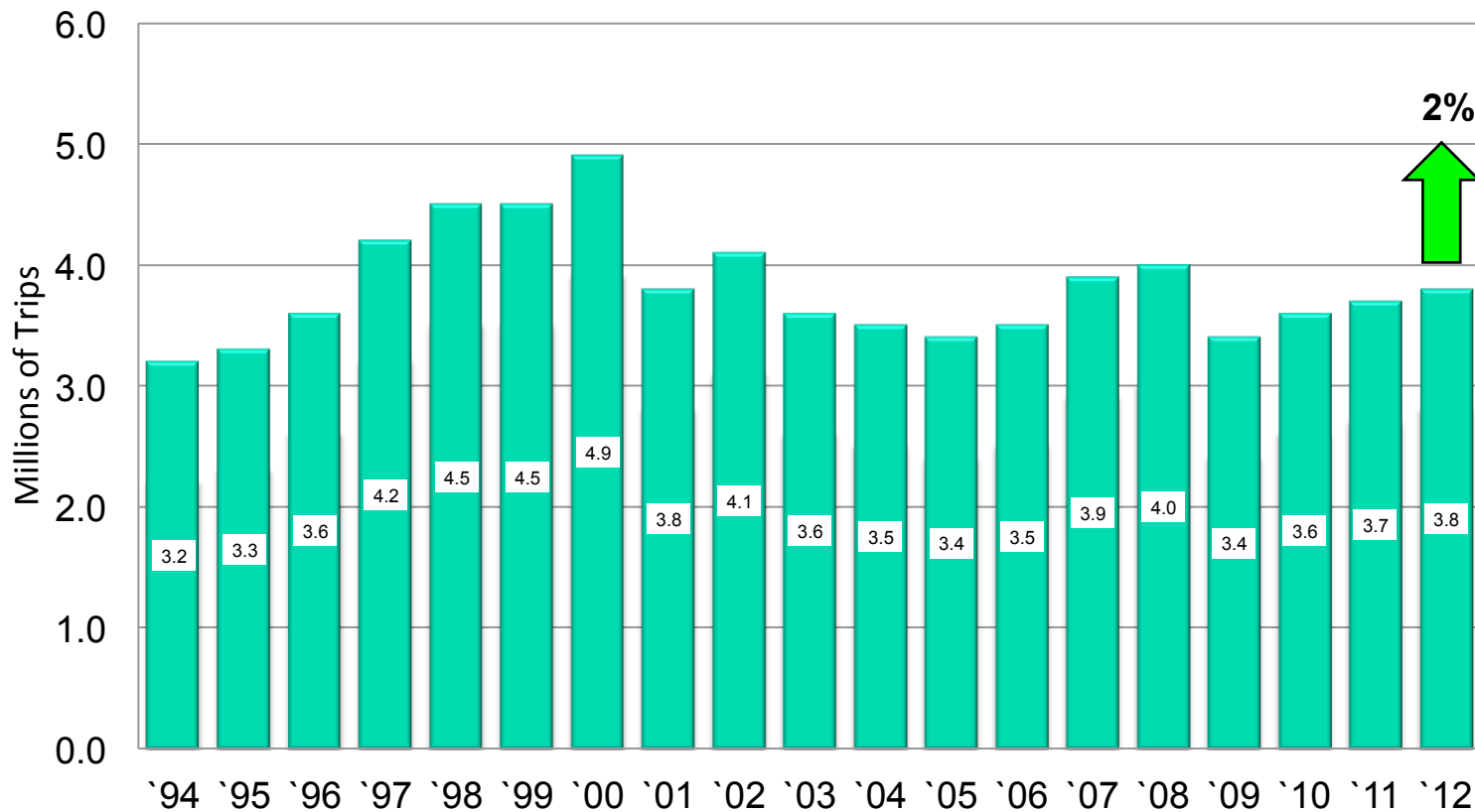


Structure of Colorado's Overnight Leisure Travel Market

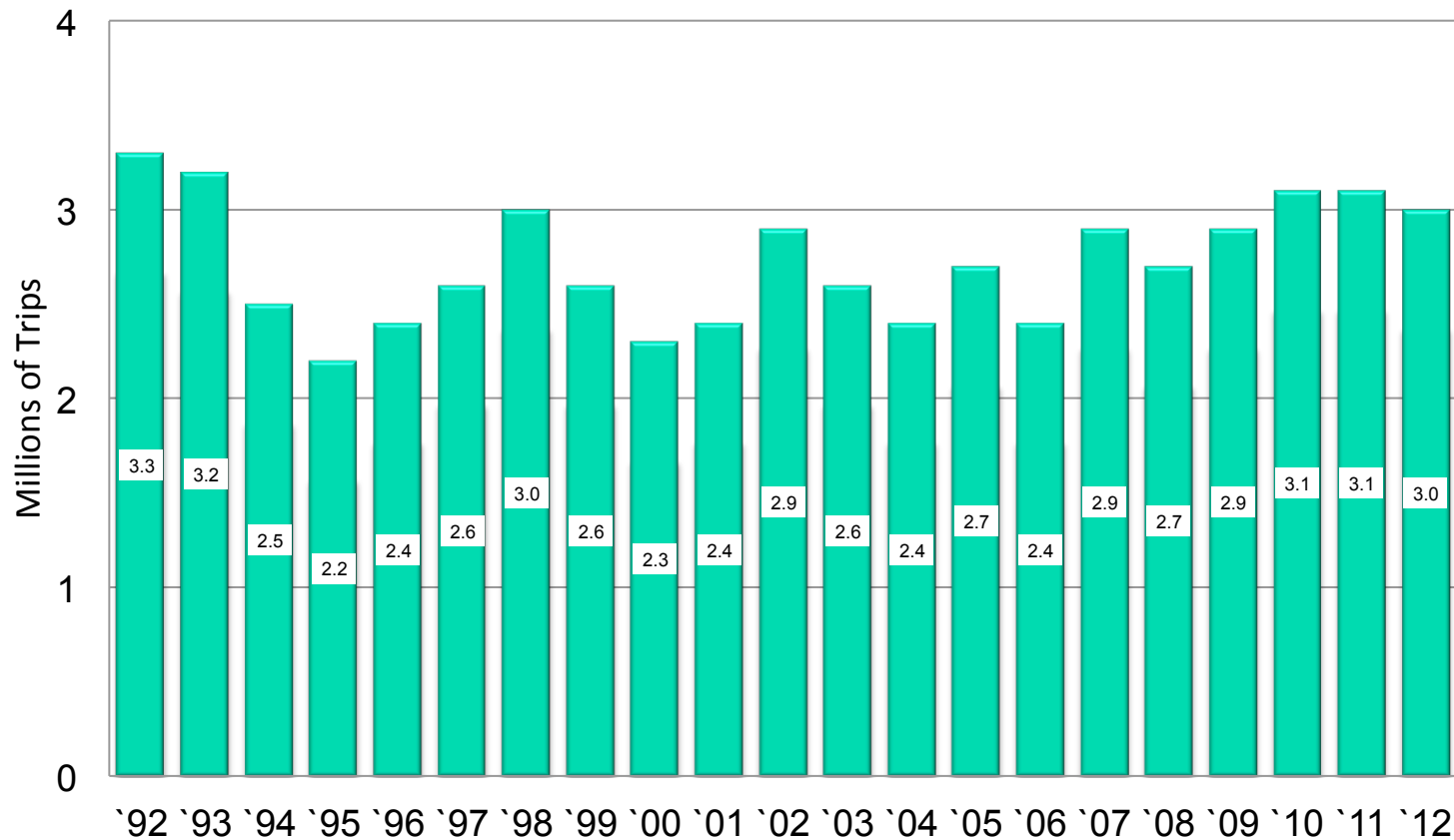


*Data are rounded.

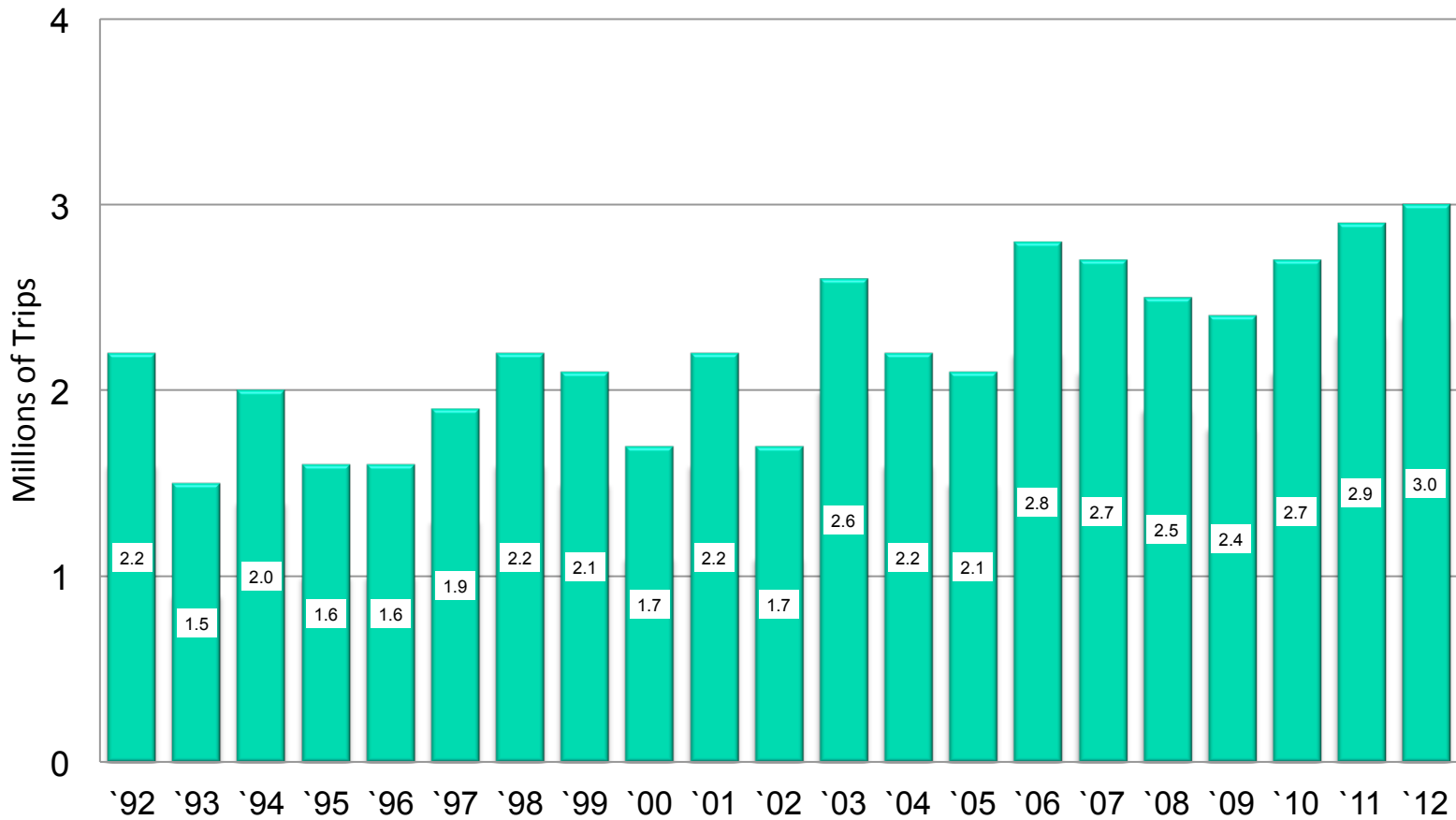
Overnight Business Trips to Colorado — 1994 to 2012



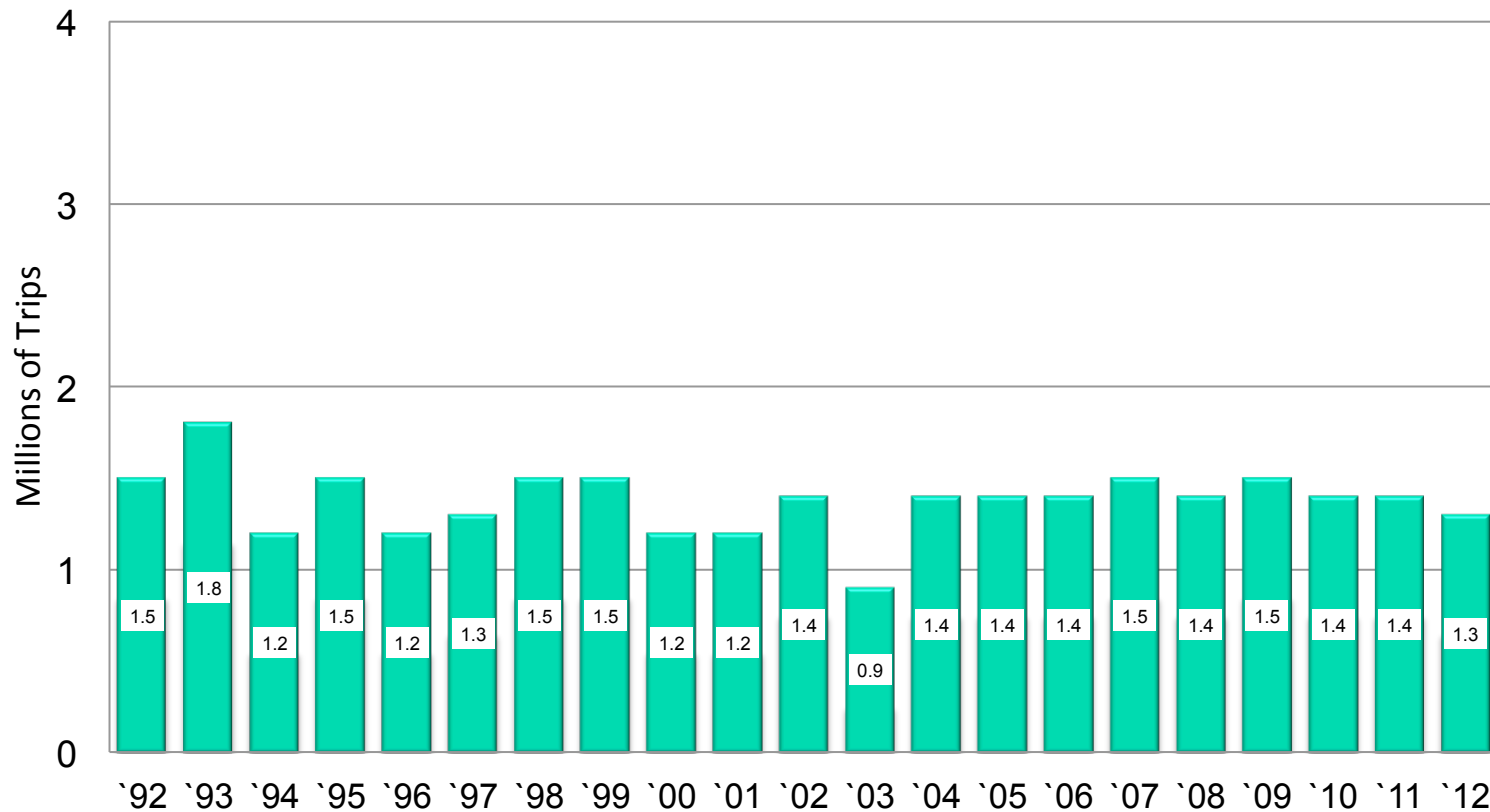
Overnight Touring Trips to Colorado



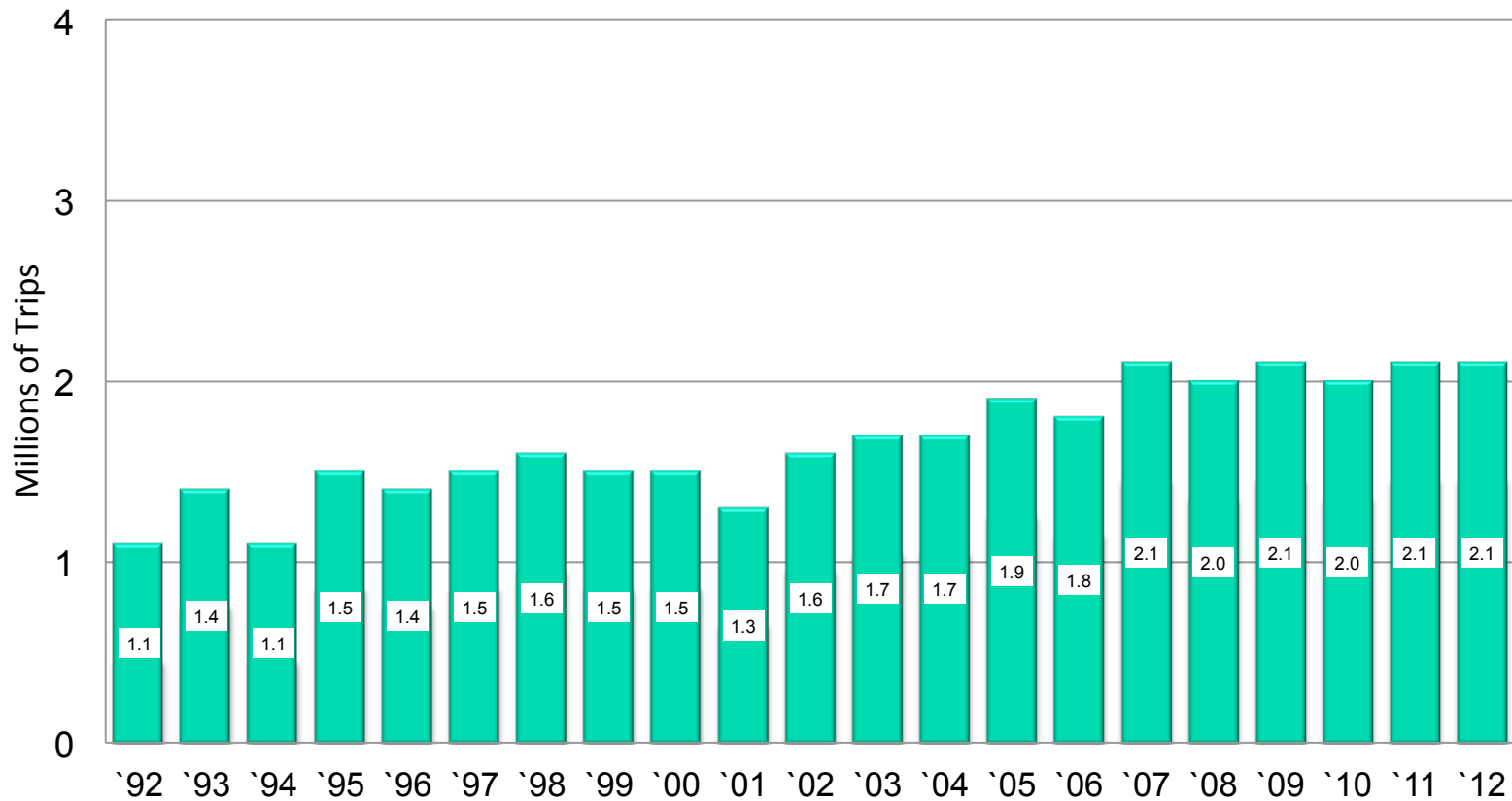
Overnight Outdoor Trips to Colorado



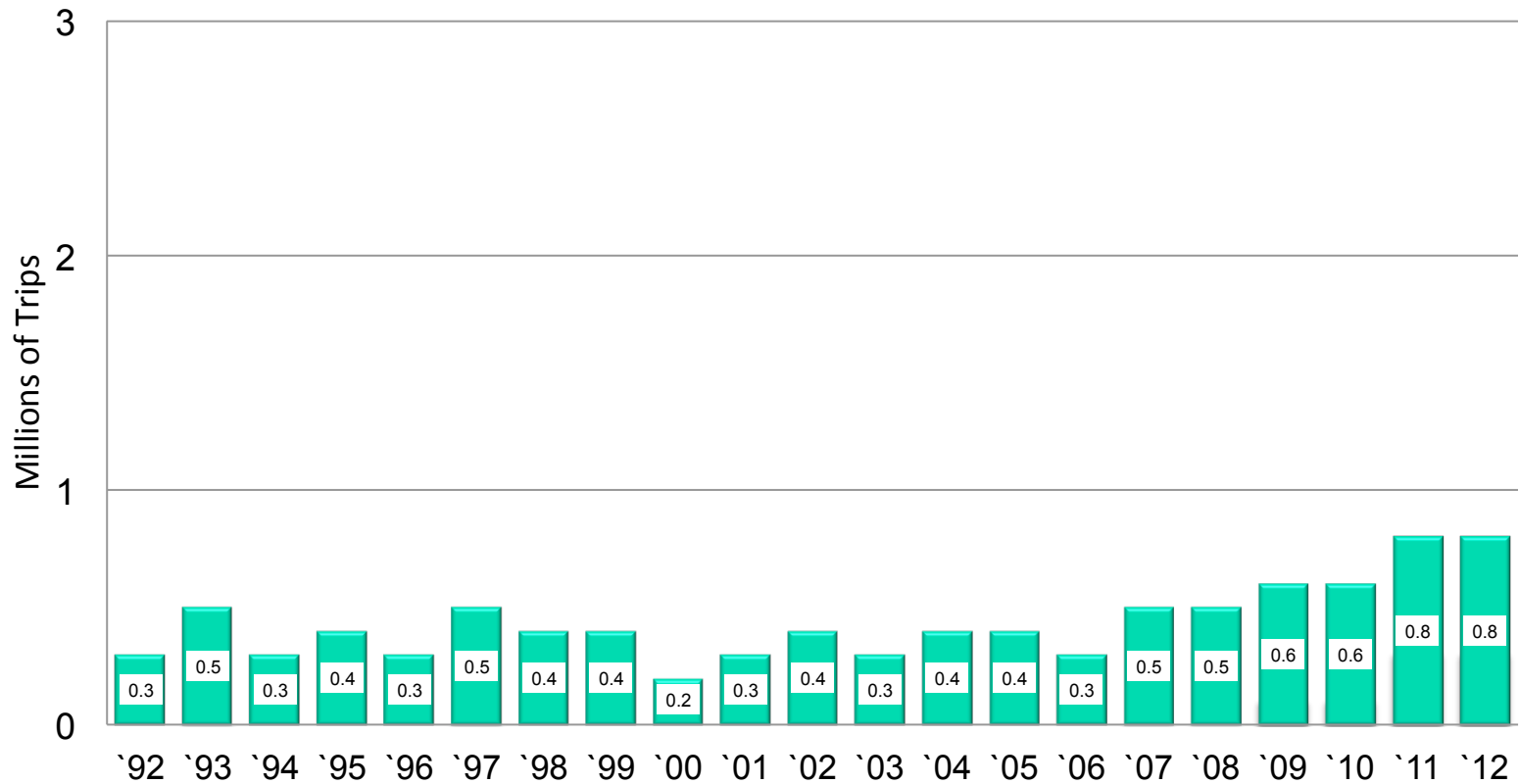
Overnight Business-Leisure Trips to Colorado



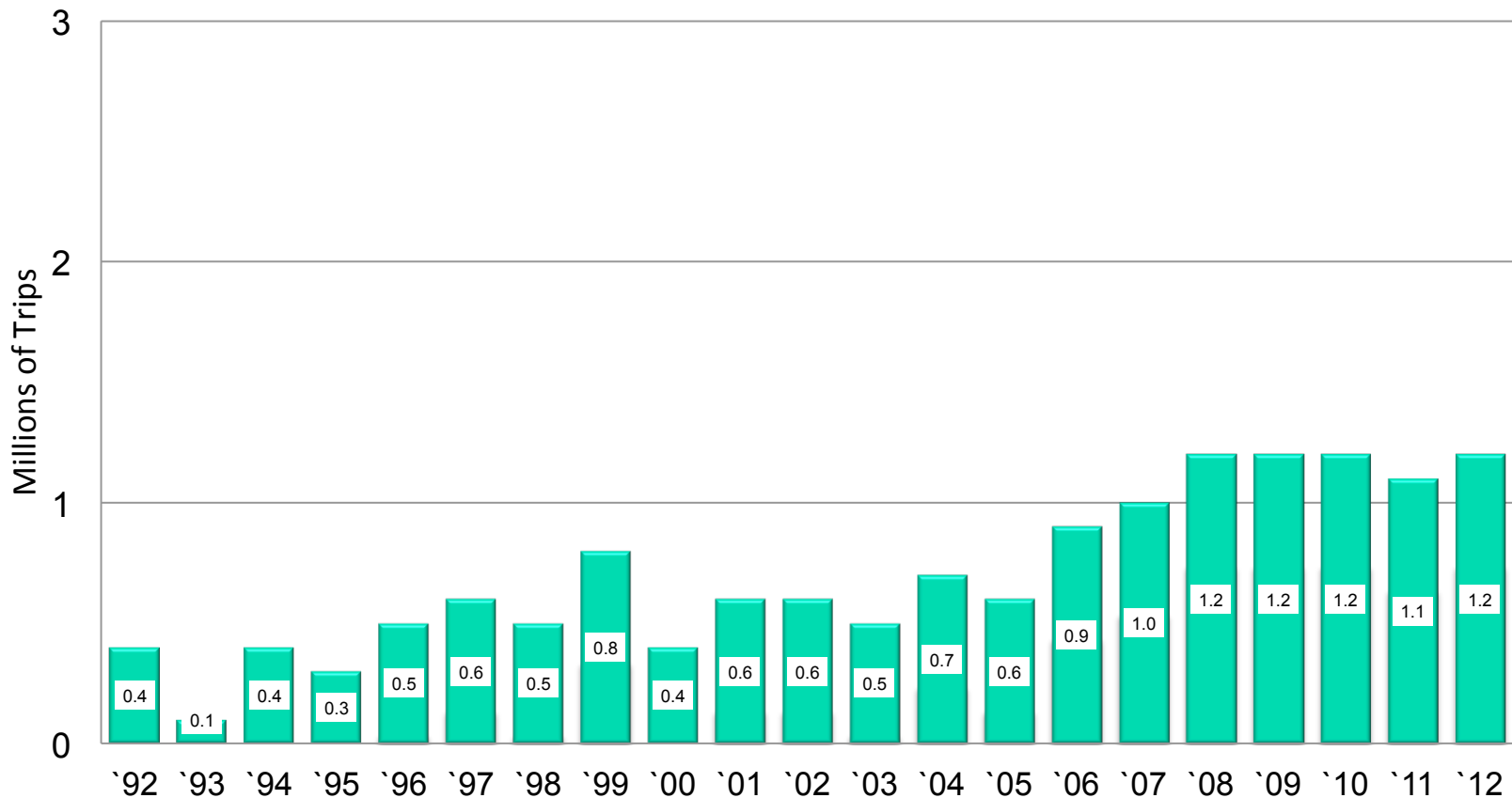
Overnight Special Event Trips to Colorado



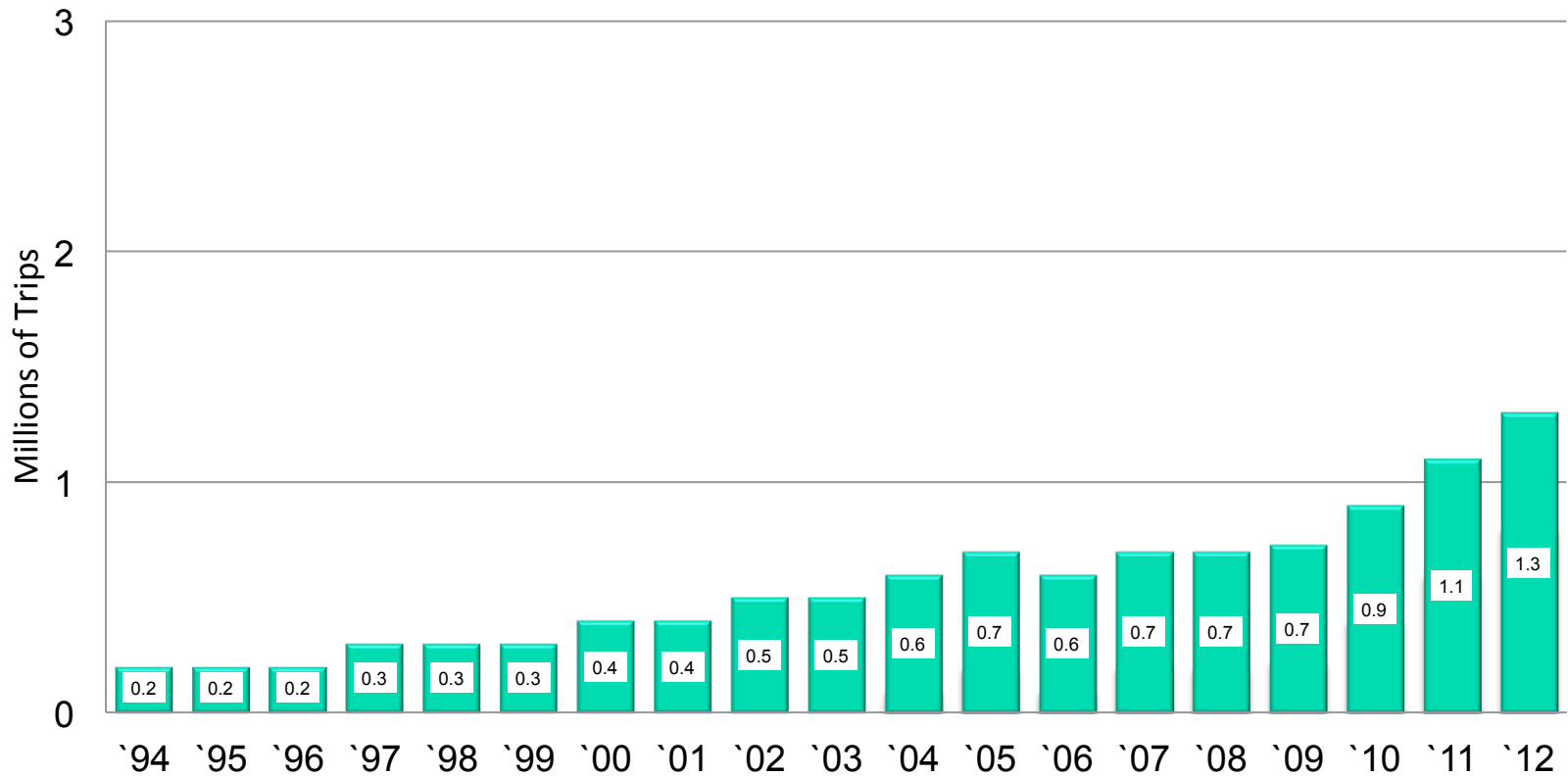
Overnight Country Resort Trips to Colorado



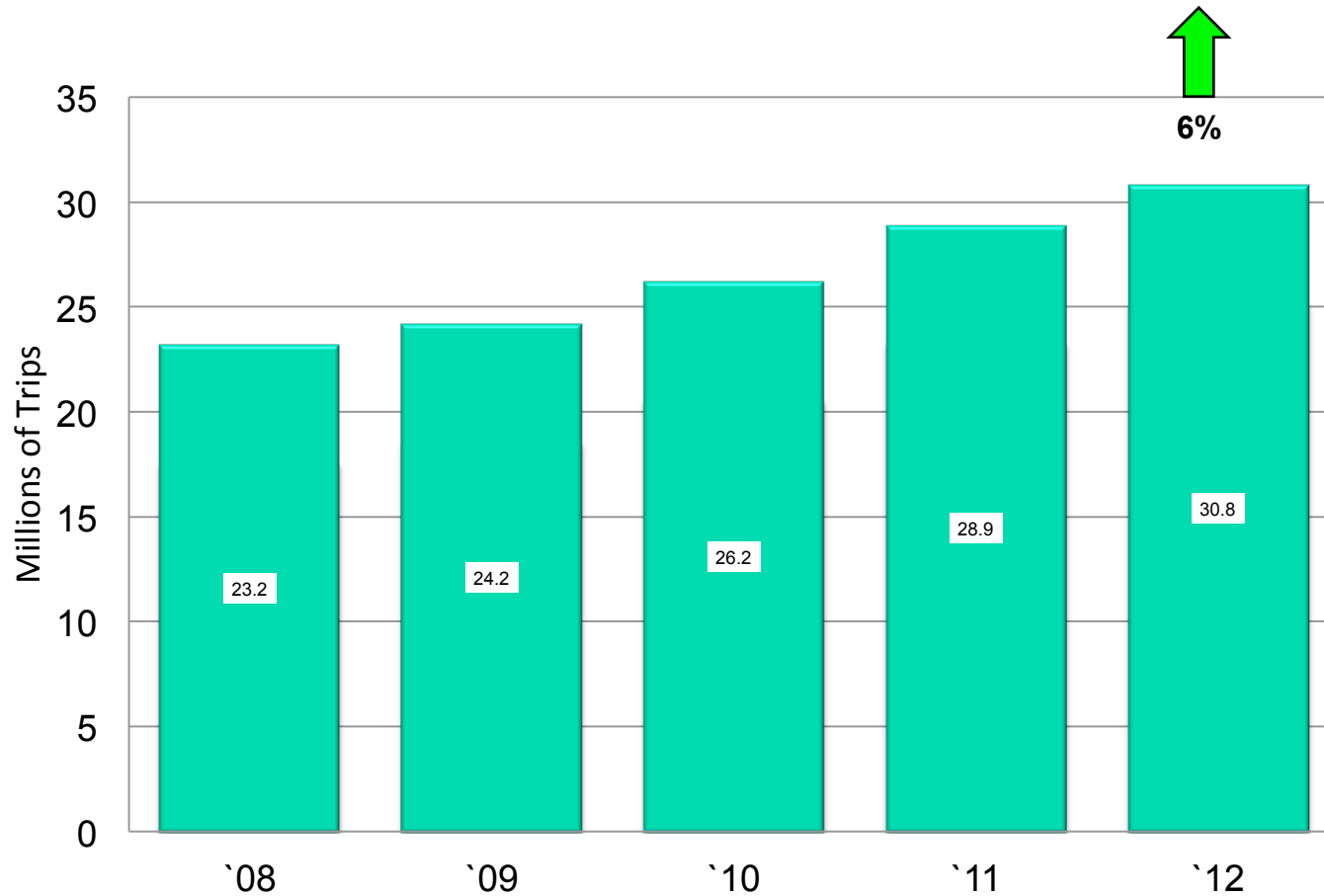
Overnight City Trips to Colorado



Overnight Casino Trips to Colorado



Day Trips To/Within Colorado

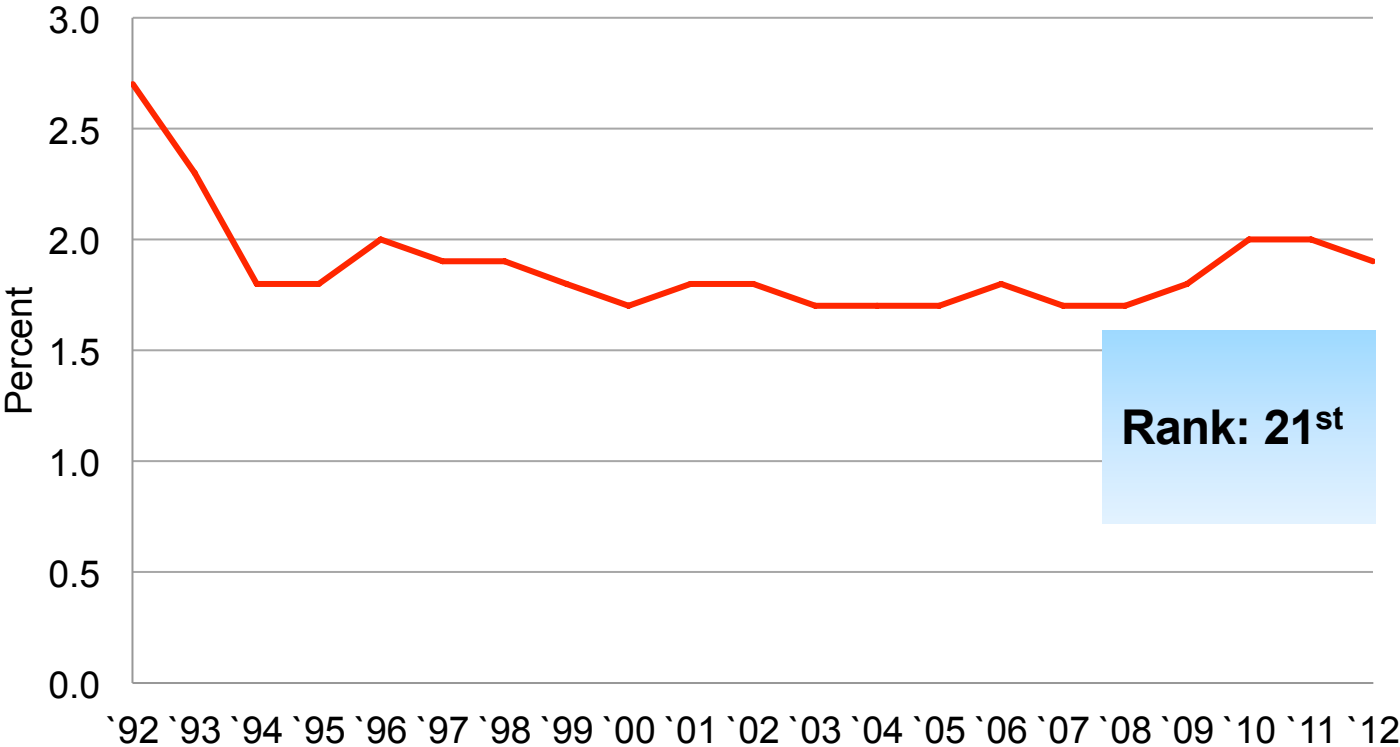


The Competitive Environment

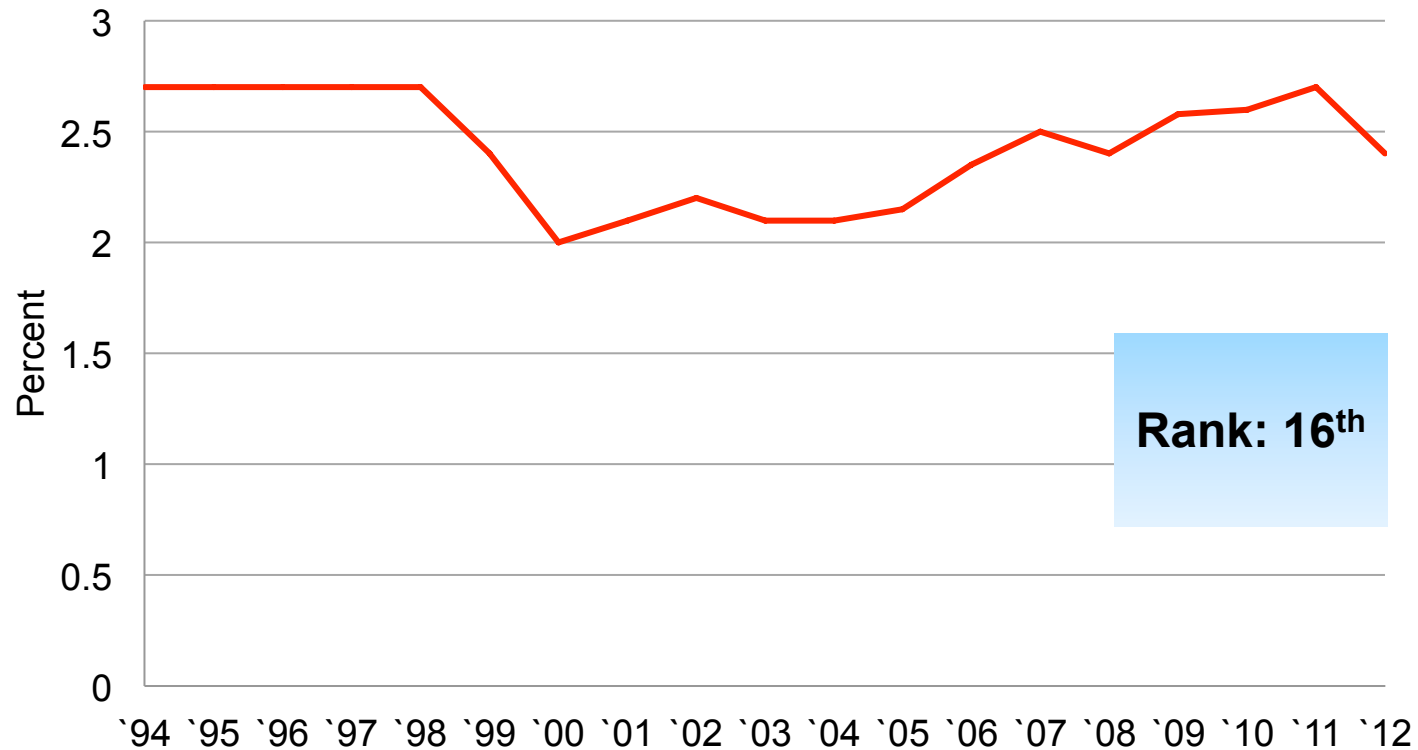
Colorado's Share of U.S. Overnight Leisure Trips



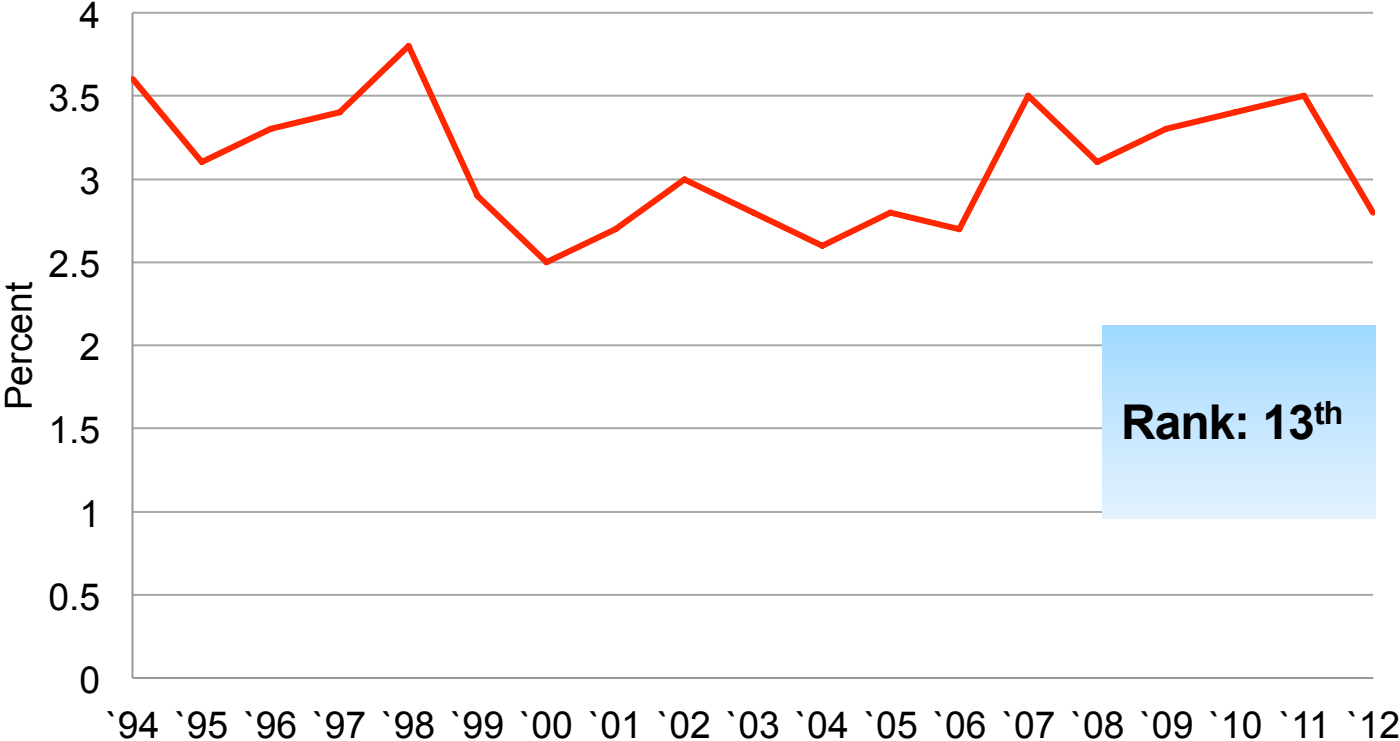
Percent Identifying Colorado as Main Destination of Trip



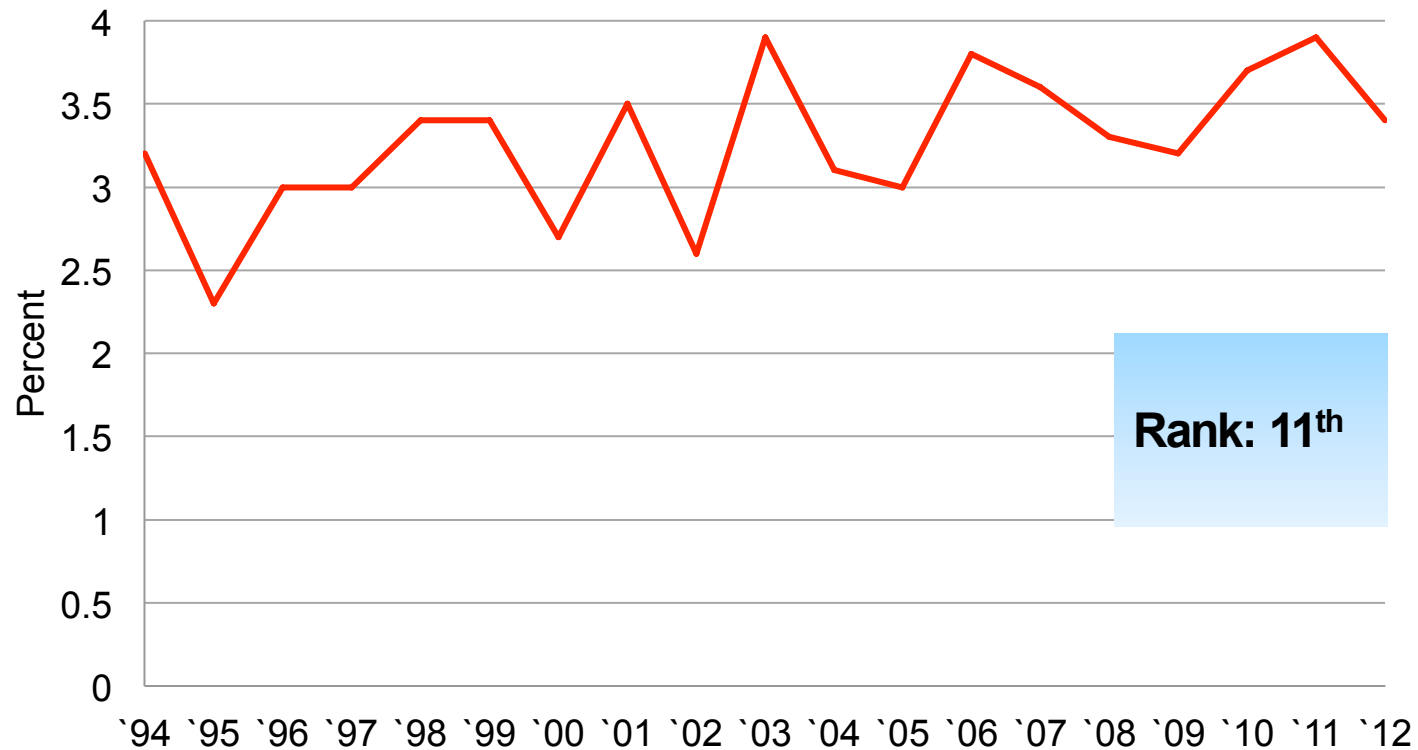
Colorado's Share of All U.S. Overnight Marketable Trips



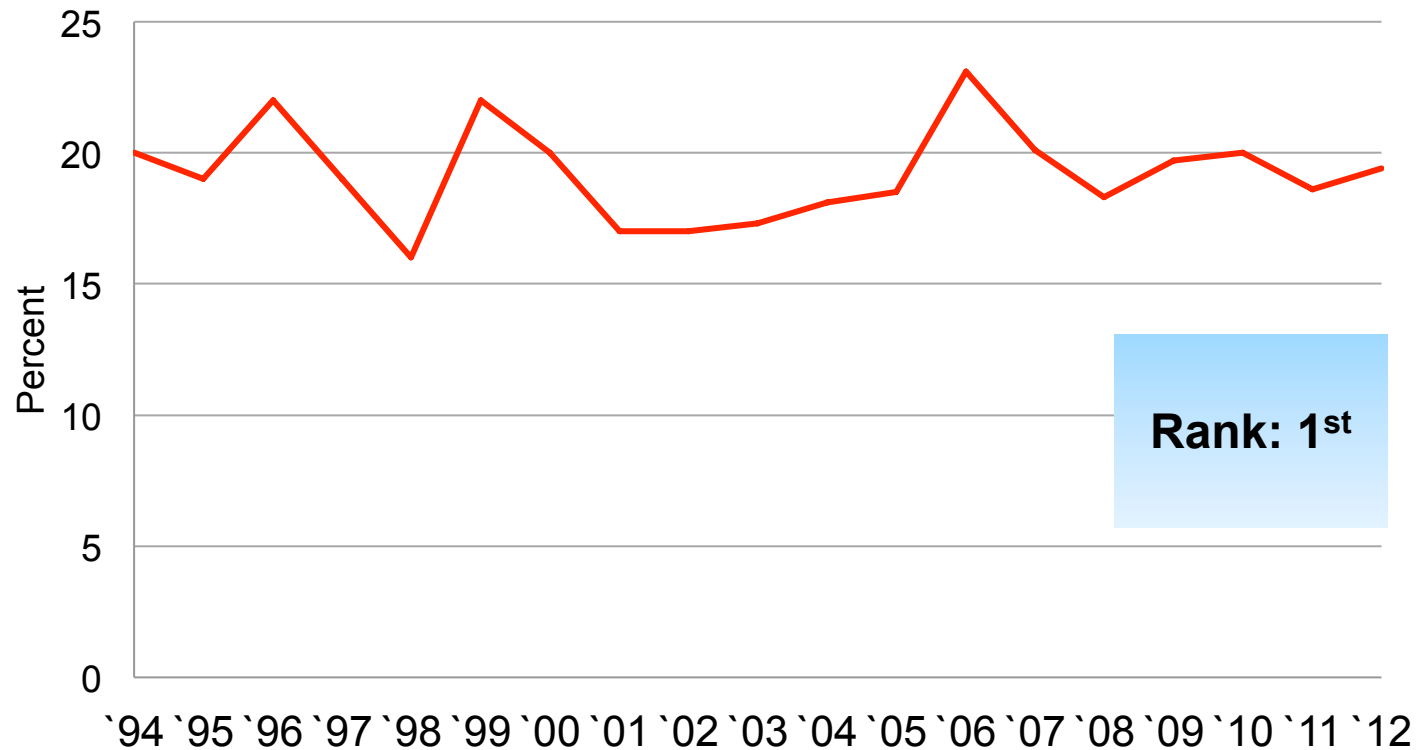
Colorado's Share of All Overnight Touring Trips



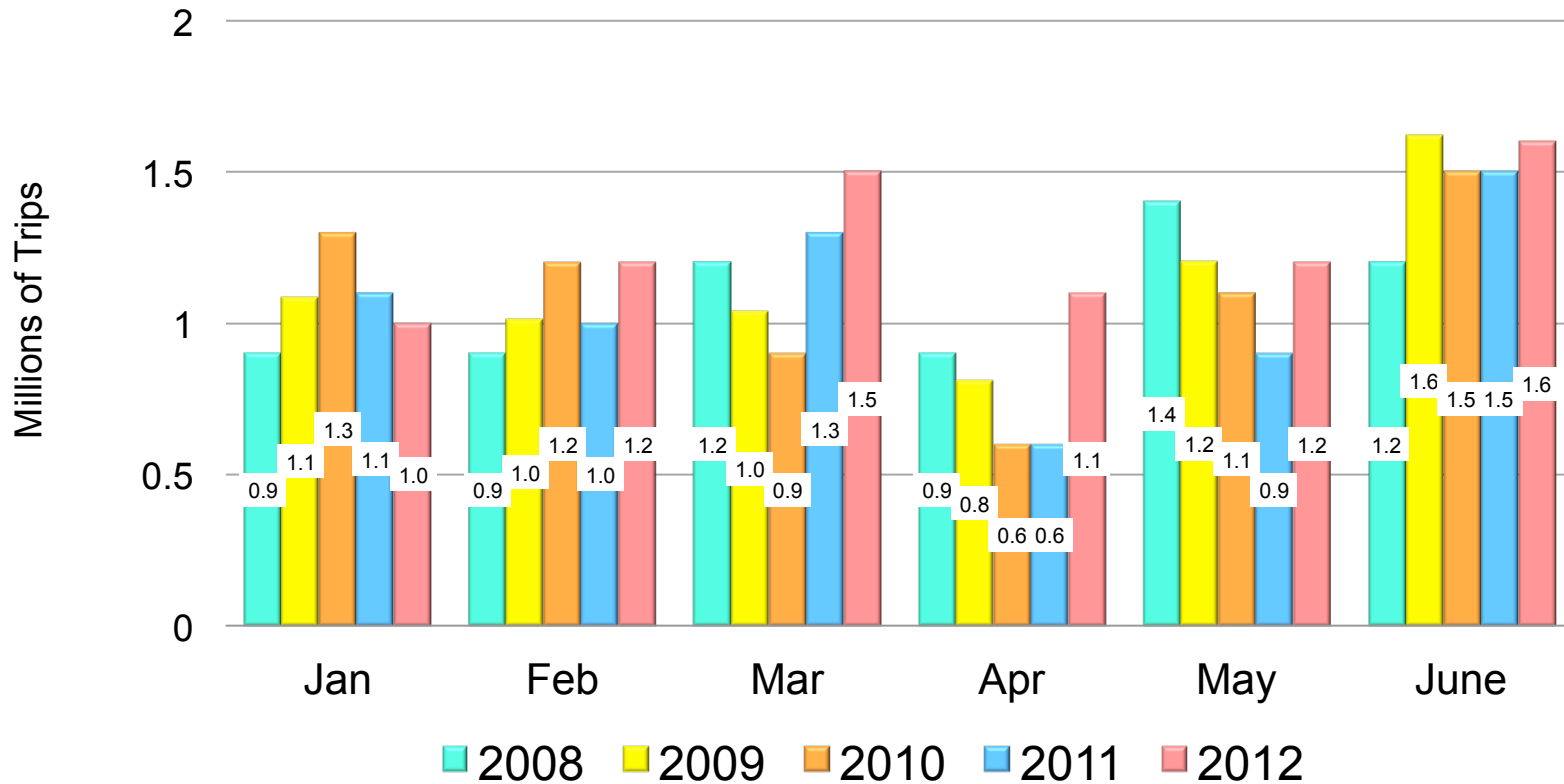
Colorado's Share of All Overnight Outdoor Trips



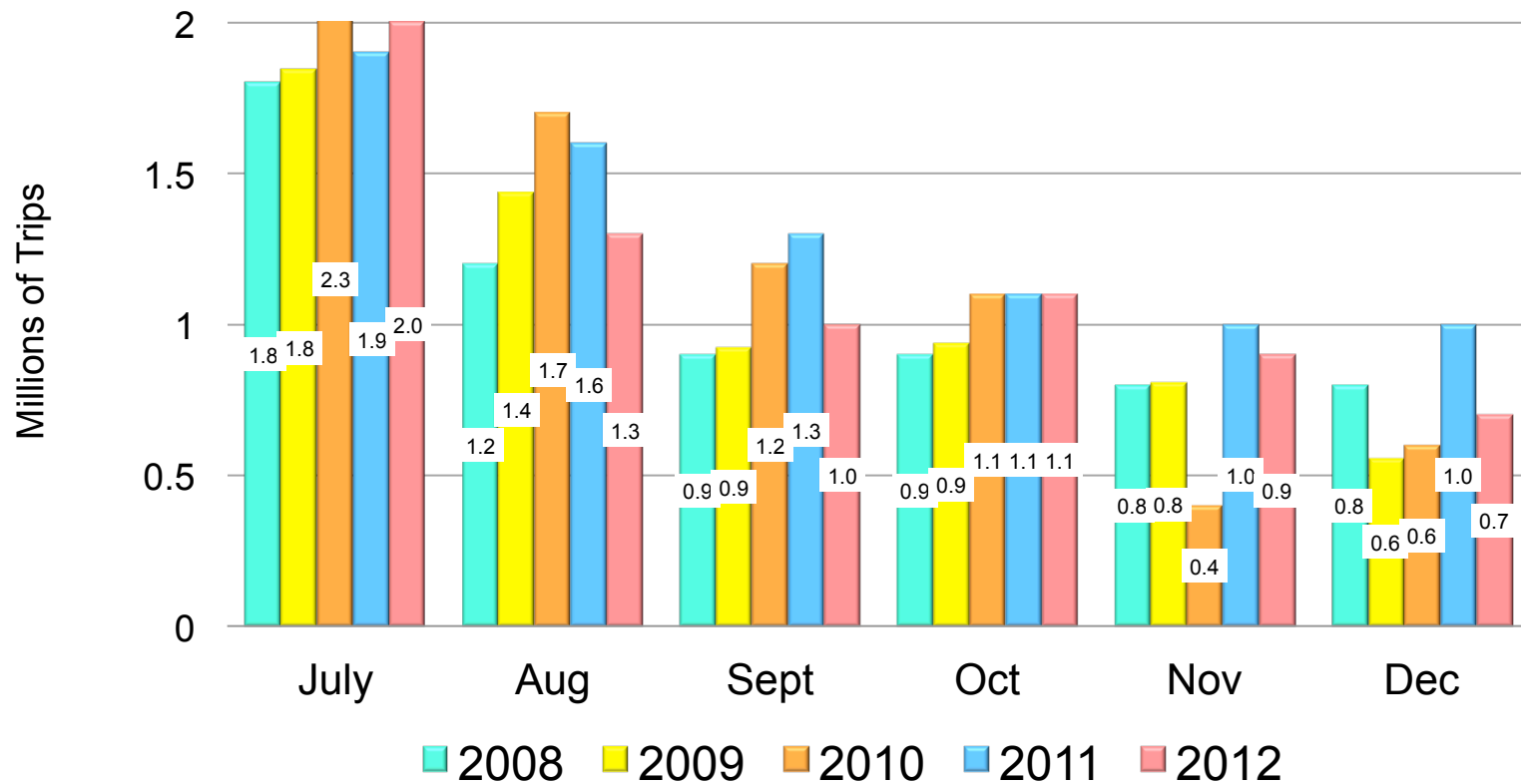
Colorado's Share of All Overnight Ski Trips



Overnight Marketable Leisure Trips to Colorado by Month



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

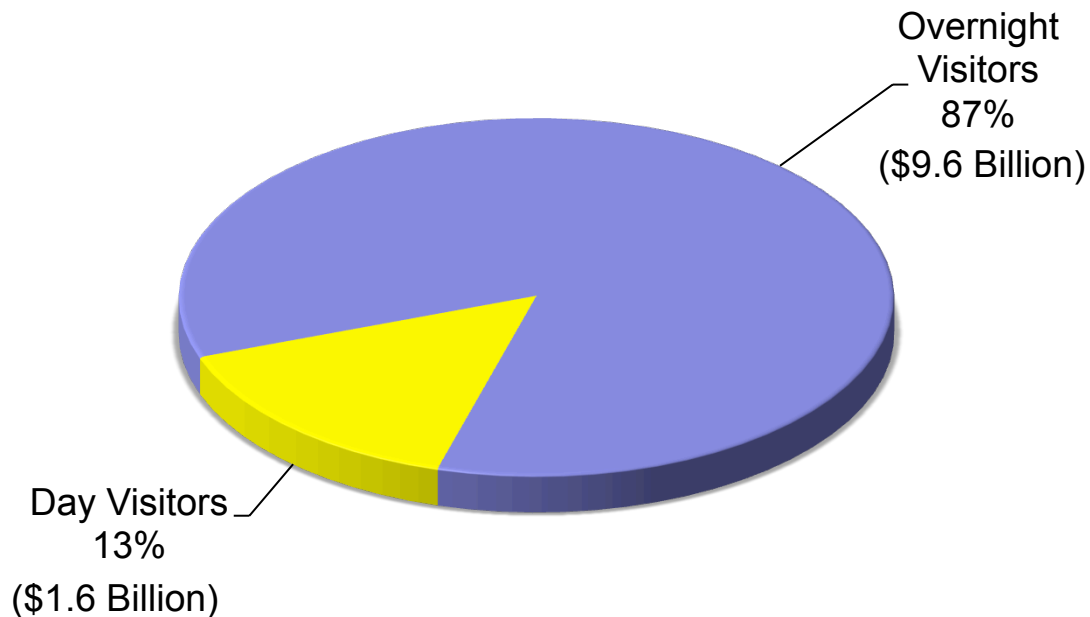


Travel and Tourism Spending in Colorado

Total Travel Spending in Colorado in 2012



Total = \$11.2 Billion

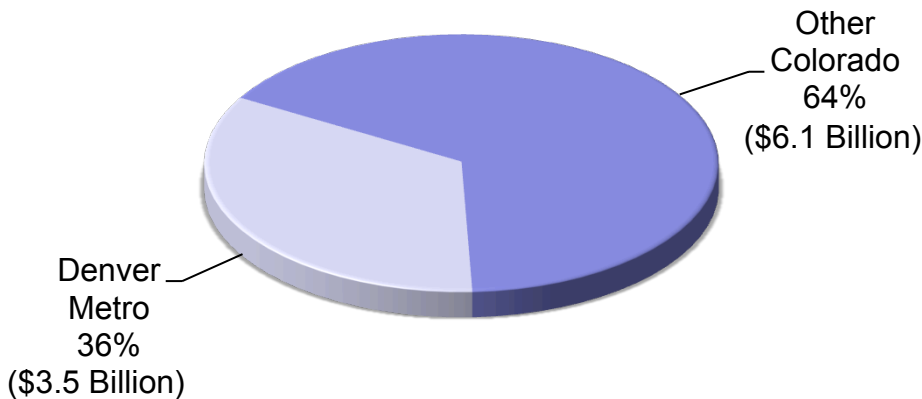


Total Travel Spending in Colorado in 2012

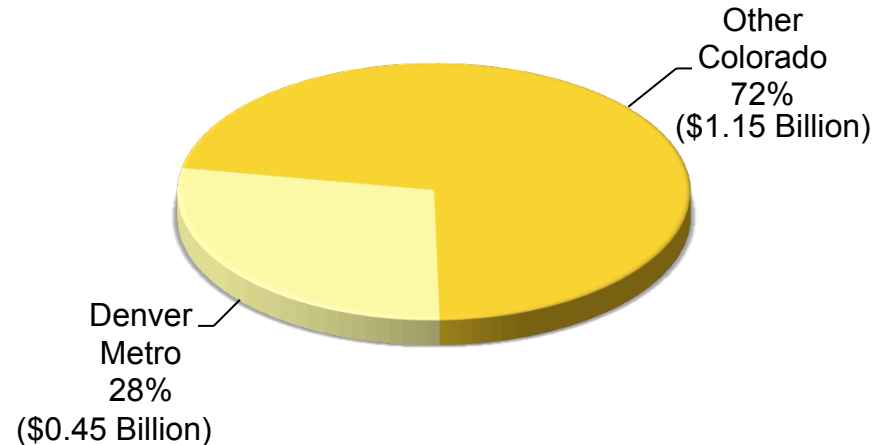


Overall Total = \$11.2 Billion

Total Overnight = \$9.6 Billion



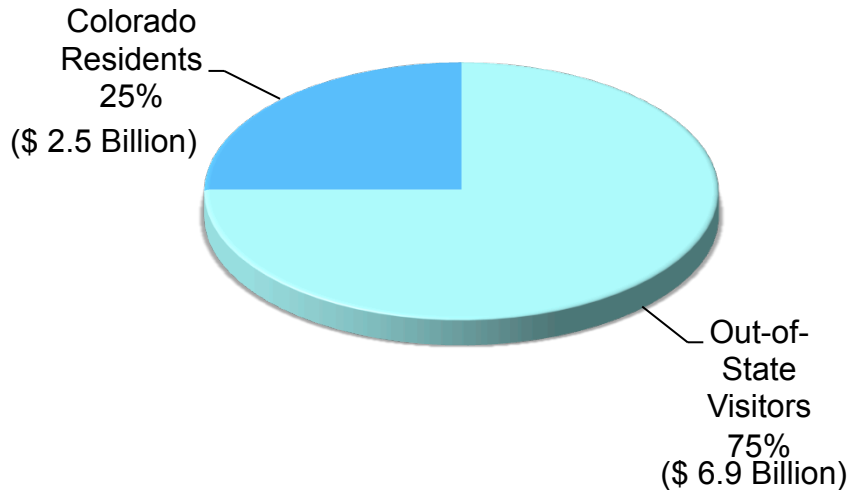
Total Day = \$1.6 Billion



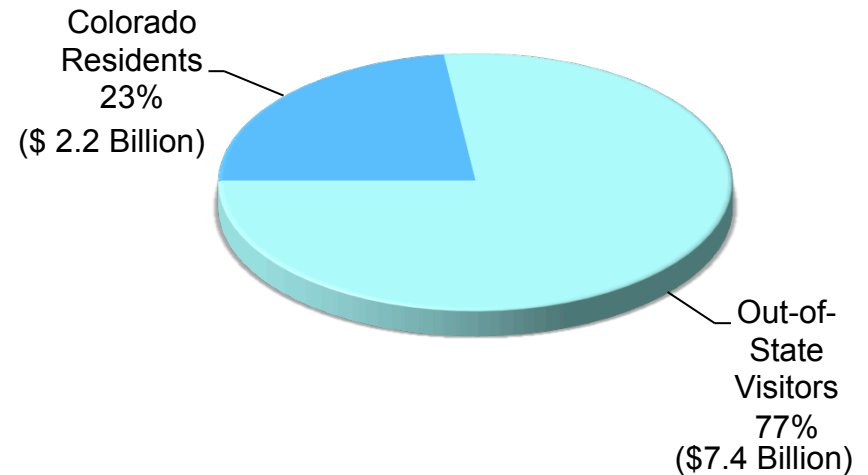
Total Travel Spending in Colorado — Overnight Visitors



2011 Total= \$9.4 Billion



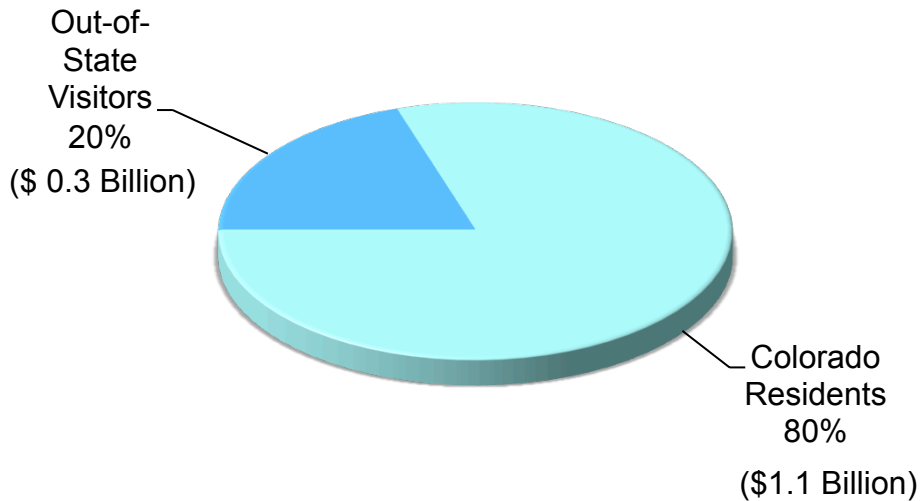
2012 Total= \$9.6 Billion



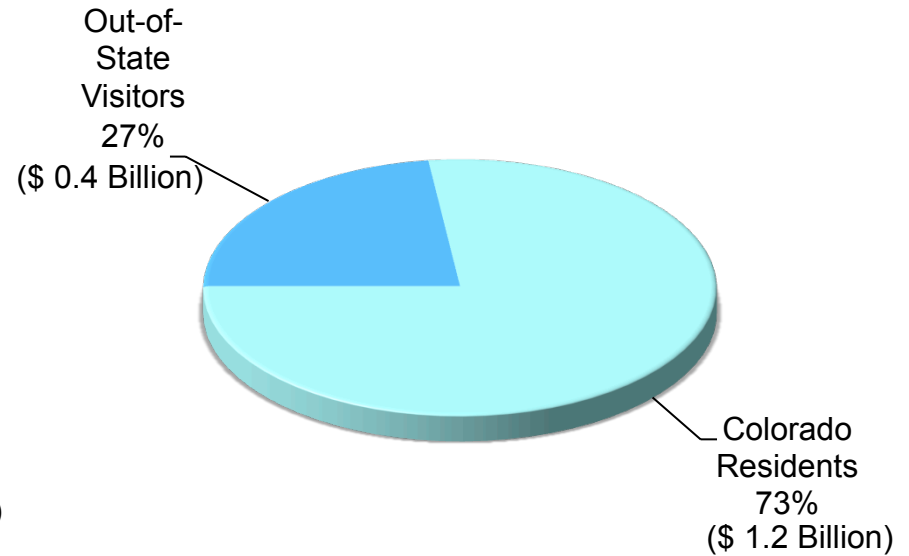
Total Travel Spending in Colorado — Day Visitors



2011 Total= \$1.4 Billion



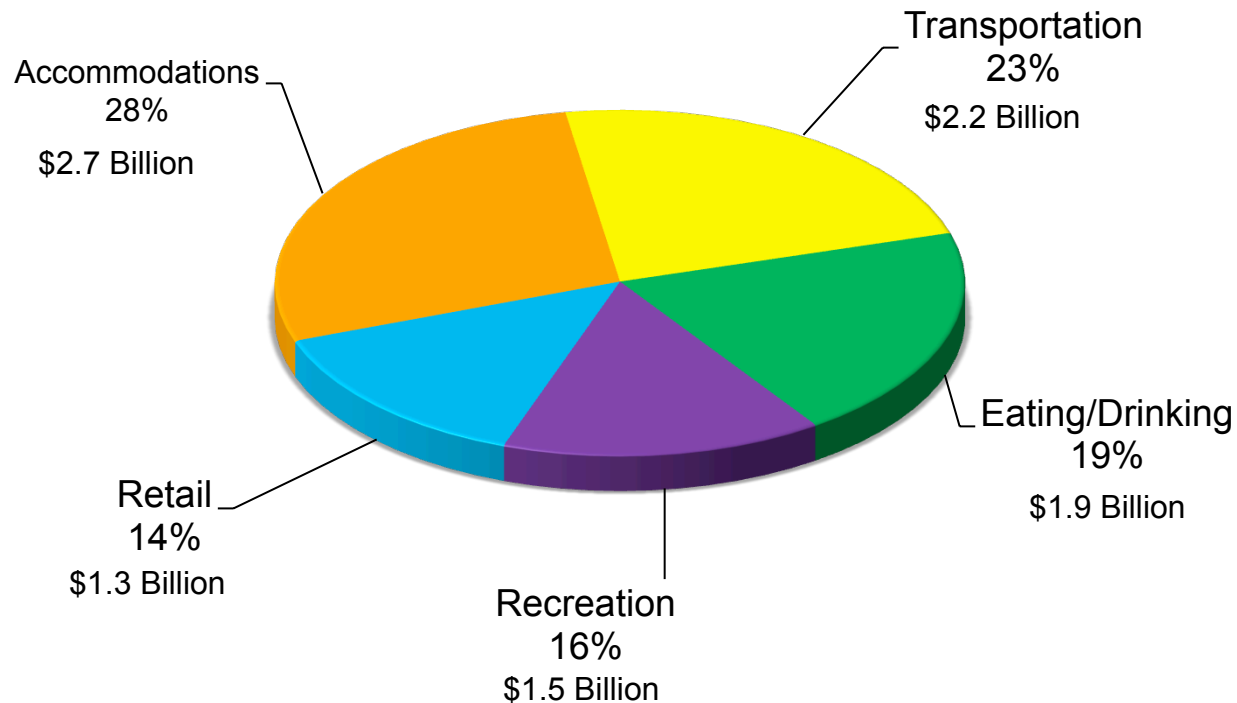
2012 Total= \$1.6 Billion



Total Spending in 2012 by Sector — Overnight Visitors



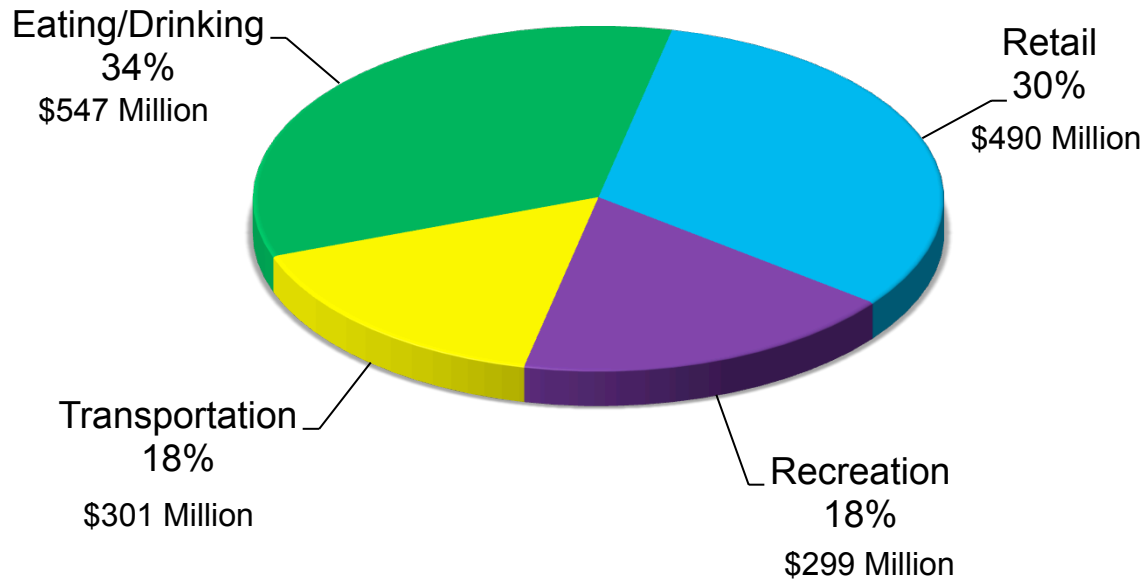
Total Spending = \$9.6 Billion



Total Spending in 2012 by Sector — Day Visitors



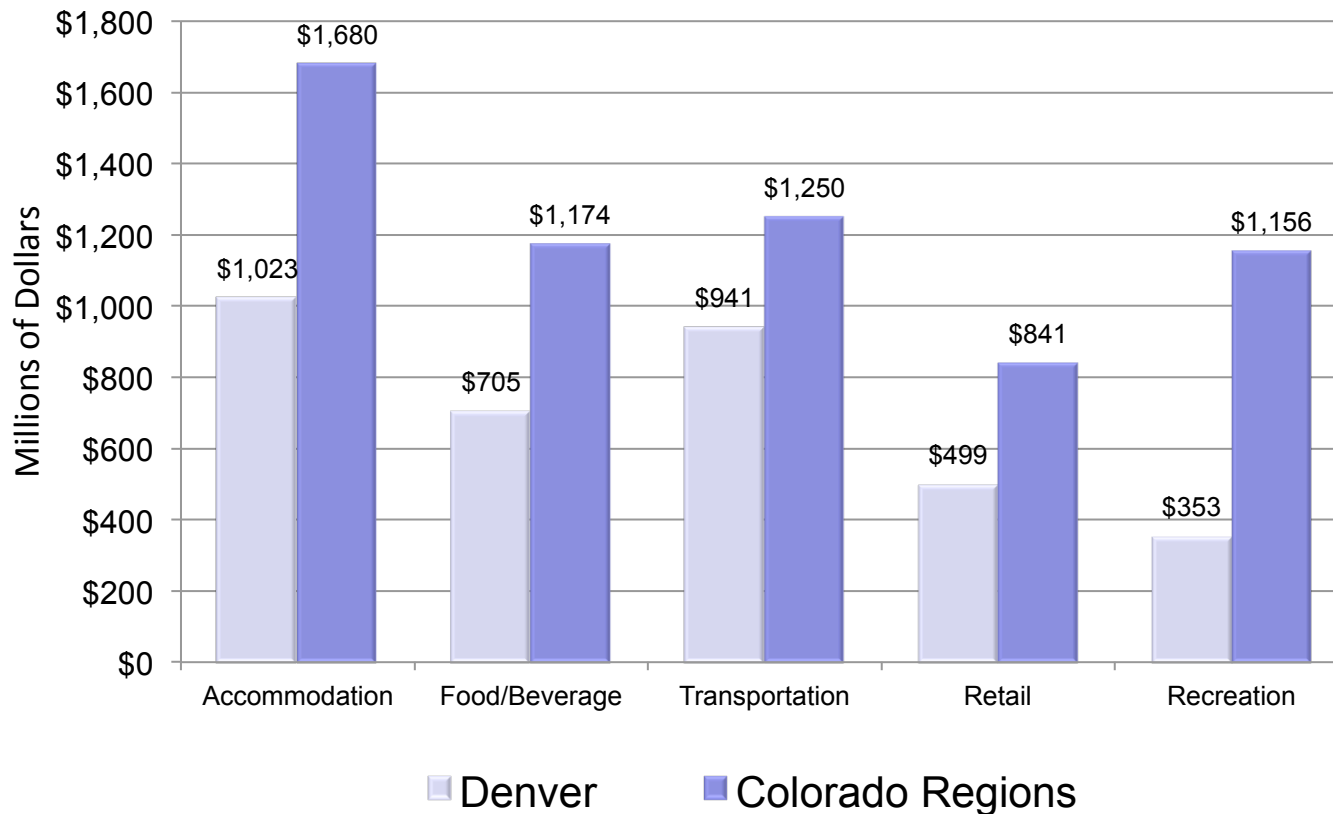
Total Spending = \$1.6 Billion



Overnight Travel Spending in 2012 By Sector — Denver vs. Other Colorado Regions



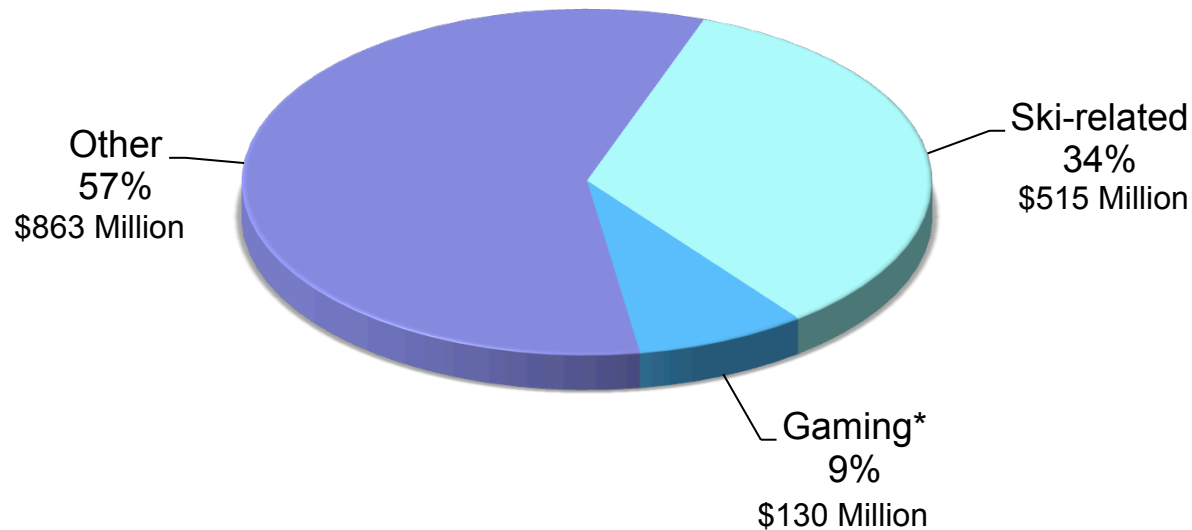
Base: Overnight Visitors



Recreation Expenditures in 2012 — Overnight Visitors

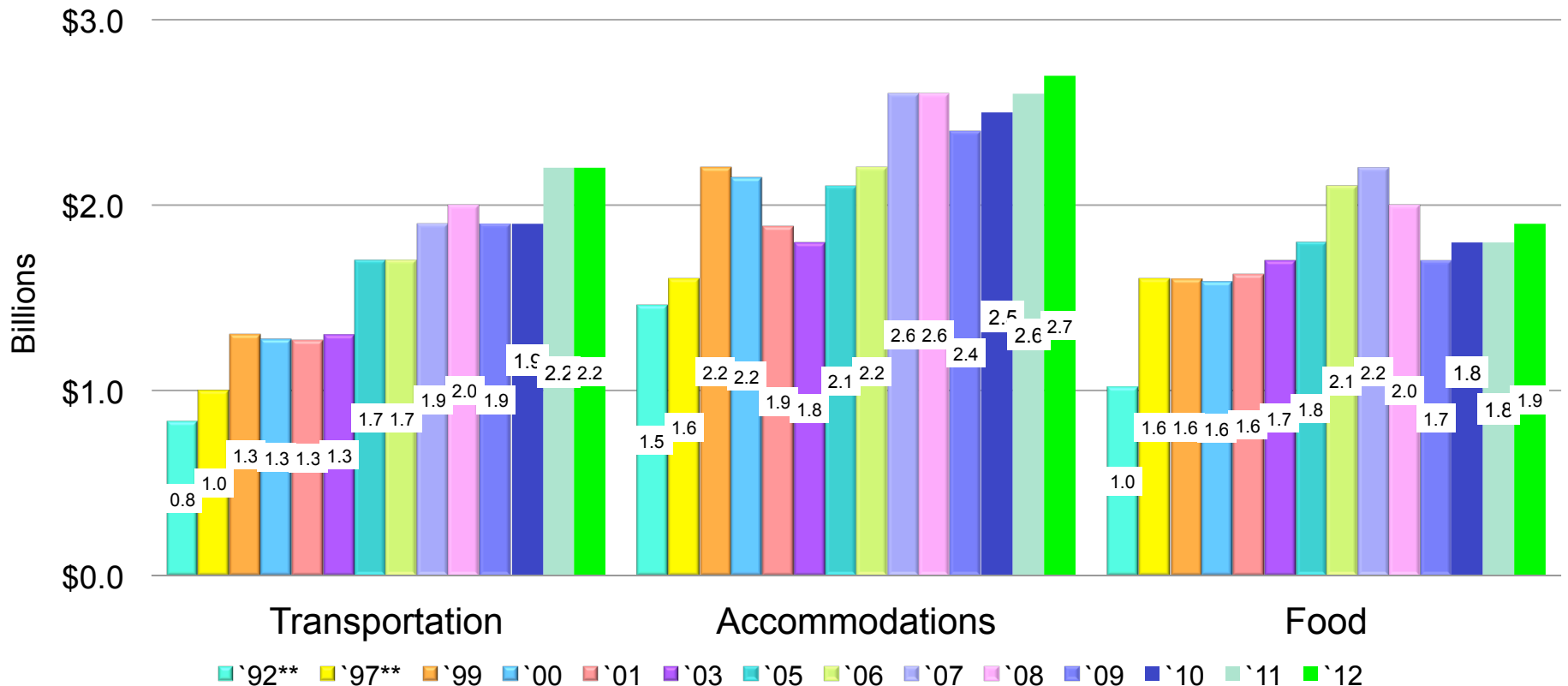


Total = \$1.5 Billion



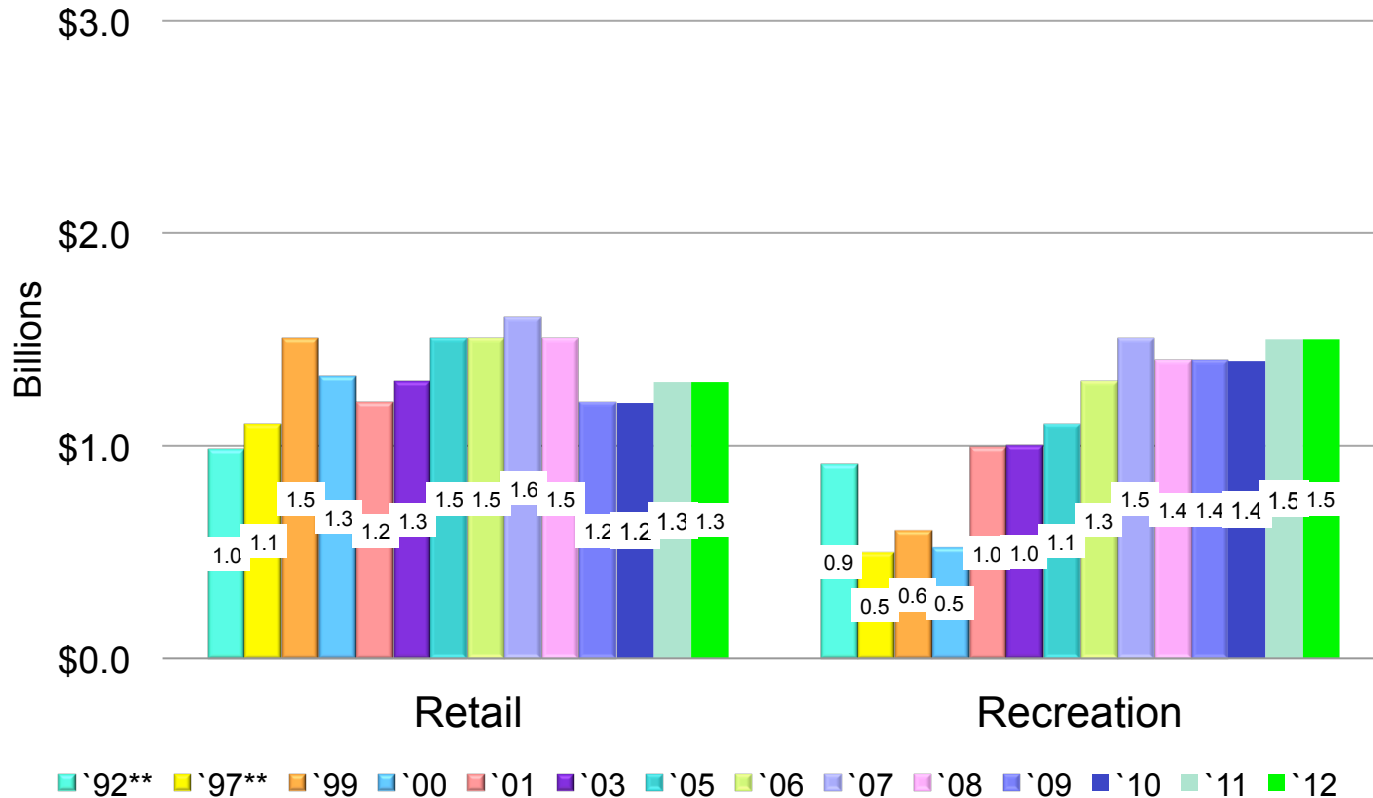
*Gaming expenditures are routinely included in the “Recreation” category, one of the five standard groupings used by economists to analyze travel and tourism expenditures.

Colorado Expenditure Tracking — Overnight Visitors



** Source: Dean Runyan & Associates

Colorado Expenditure Tracking — Overnight Visitors

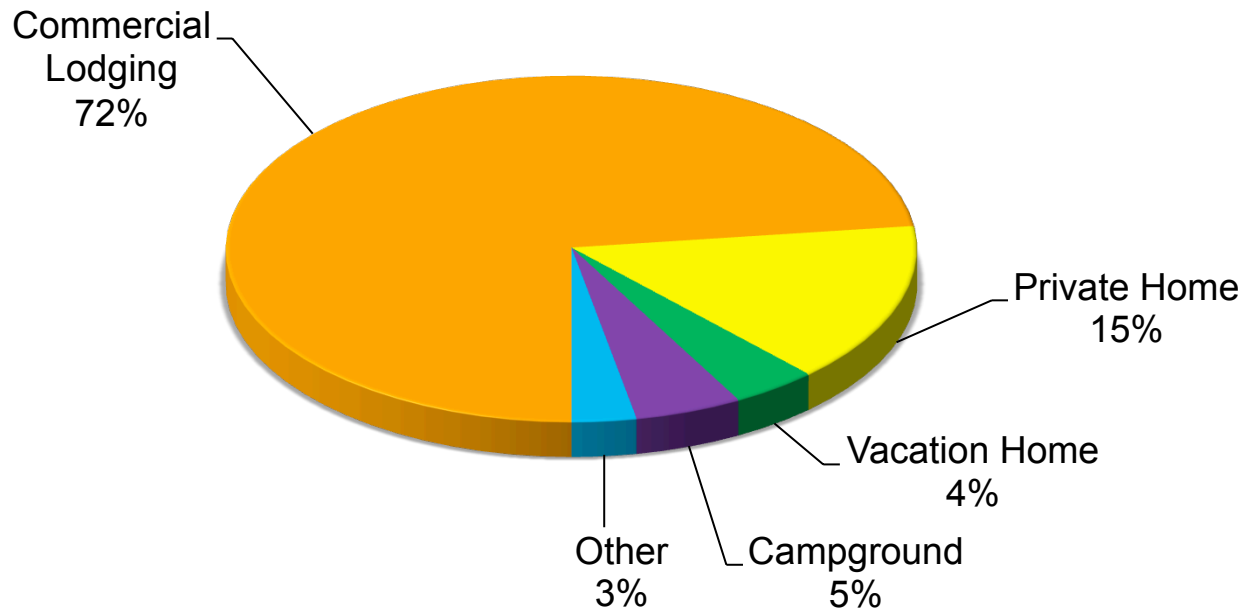


** Source: Dean Runyan & Associates

Total Spending in 2012 by Type of Accommodations — Overnight Trips



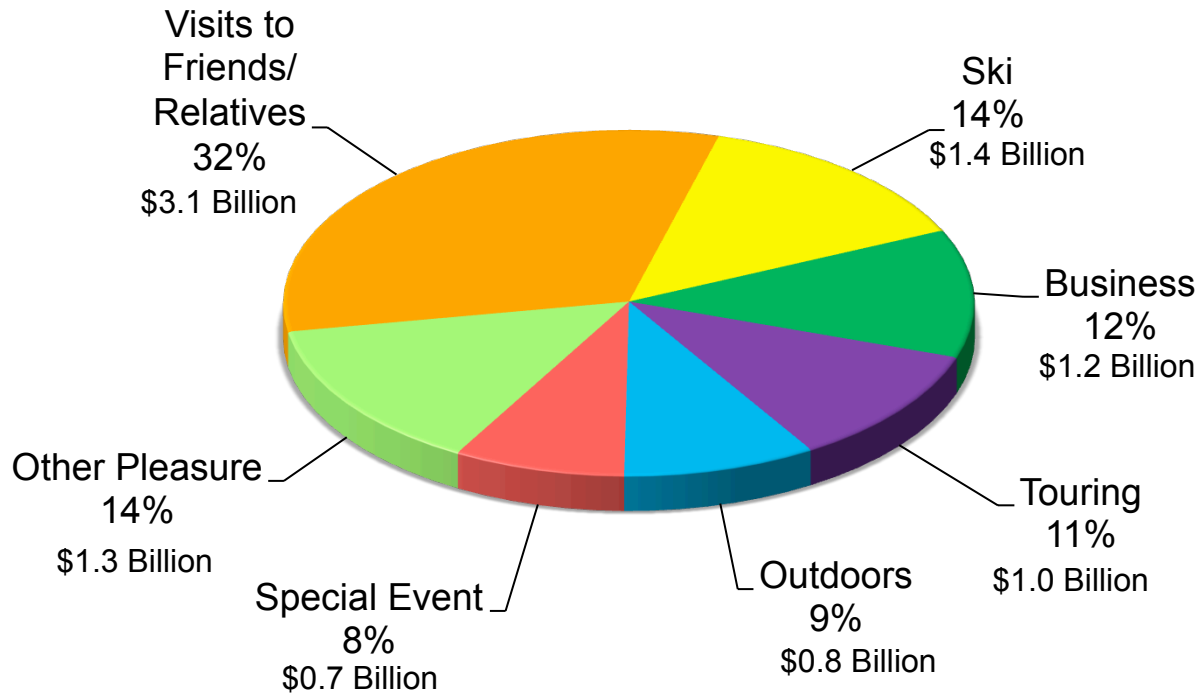
Total = \$9.6 Billion



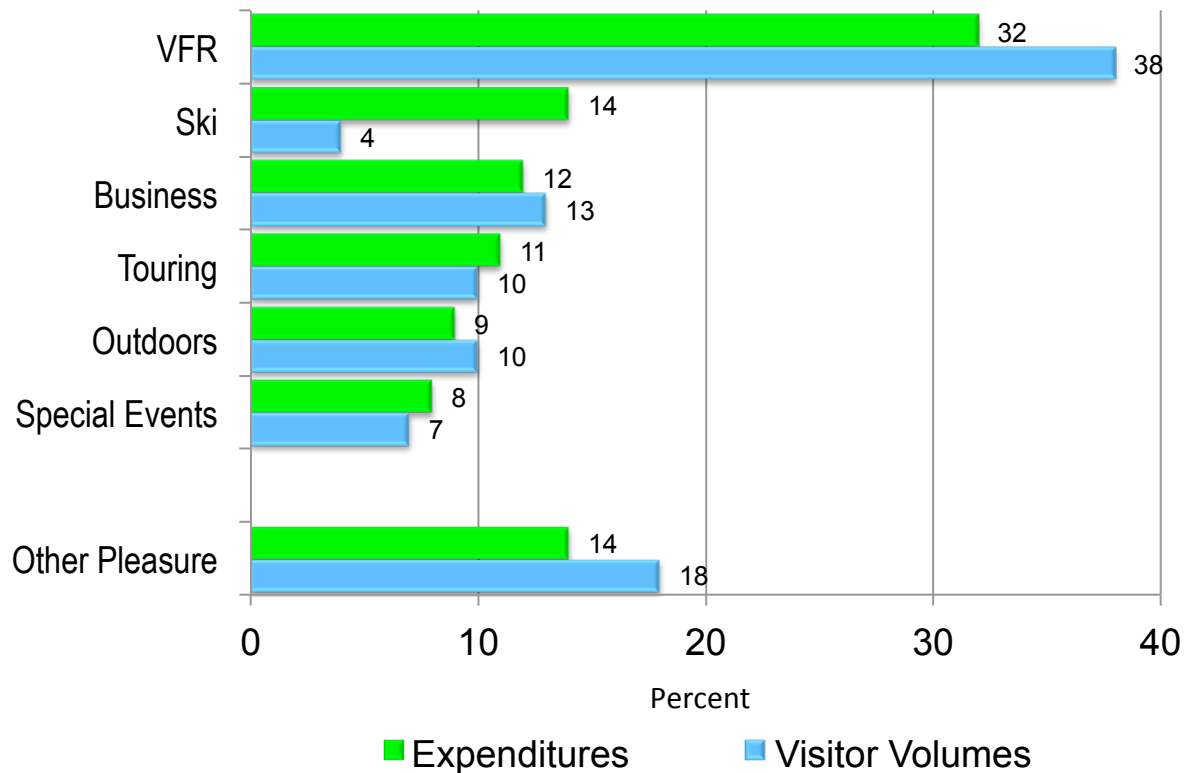
Total Spending in 2012 by Purpose of Trip — Overnight Visitors



Total = \$9.6 Billion



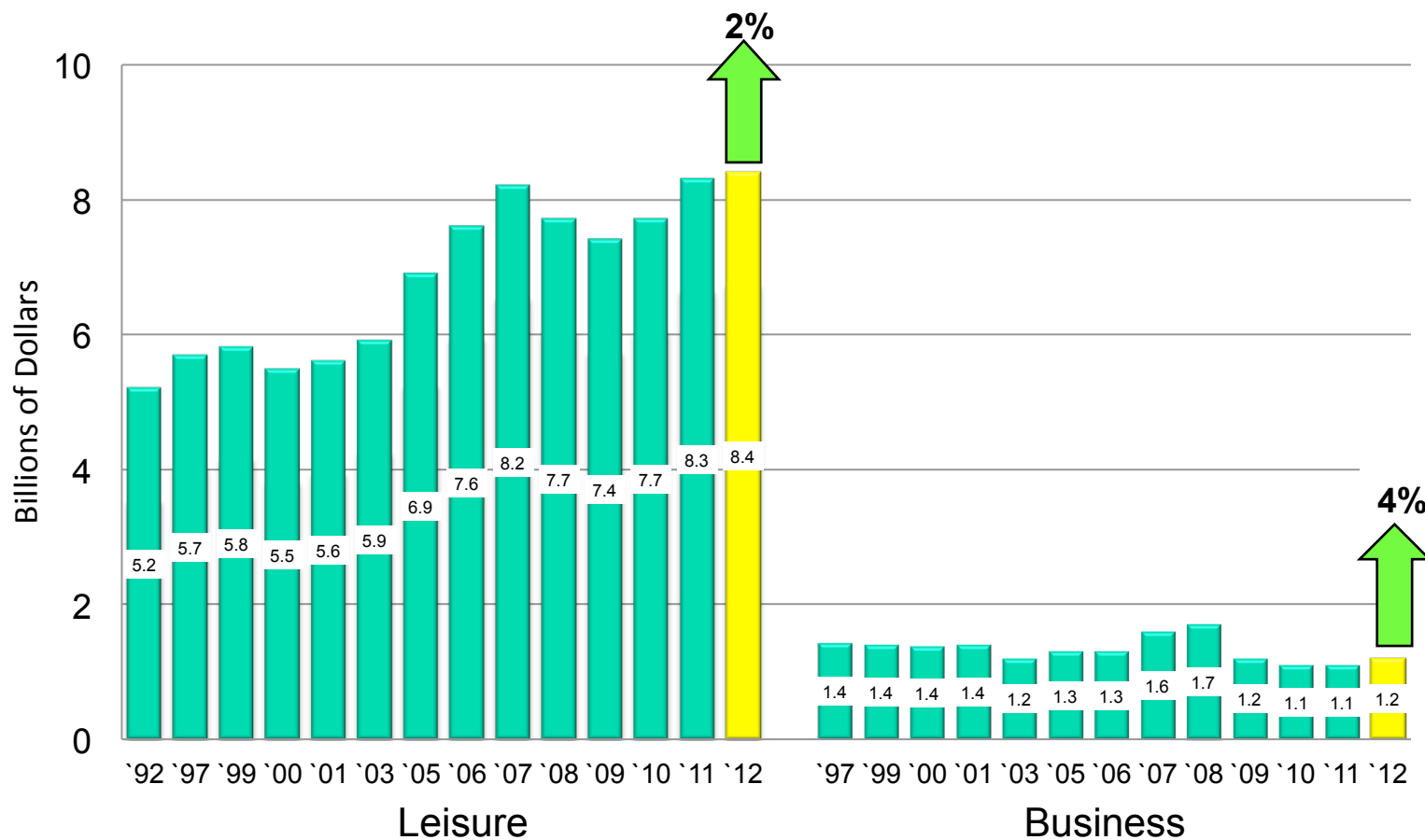
Spending Versus Overnight Visitor Volumes in 2012



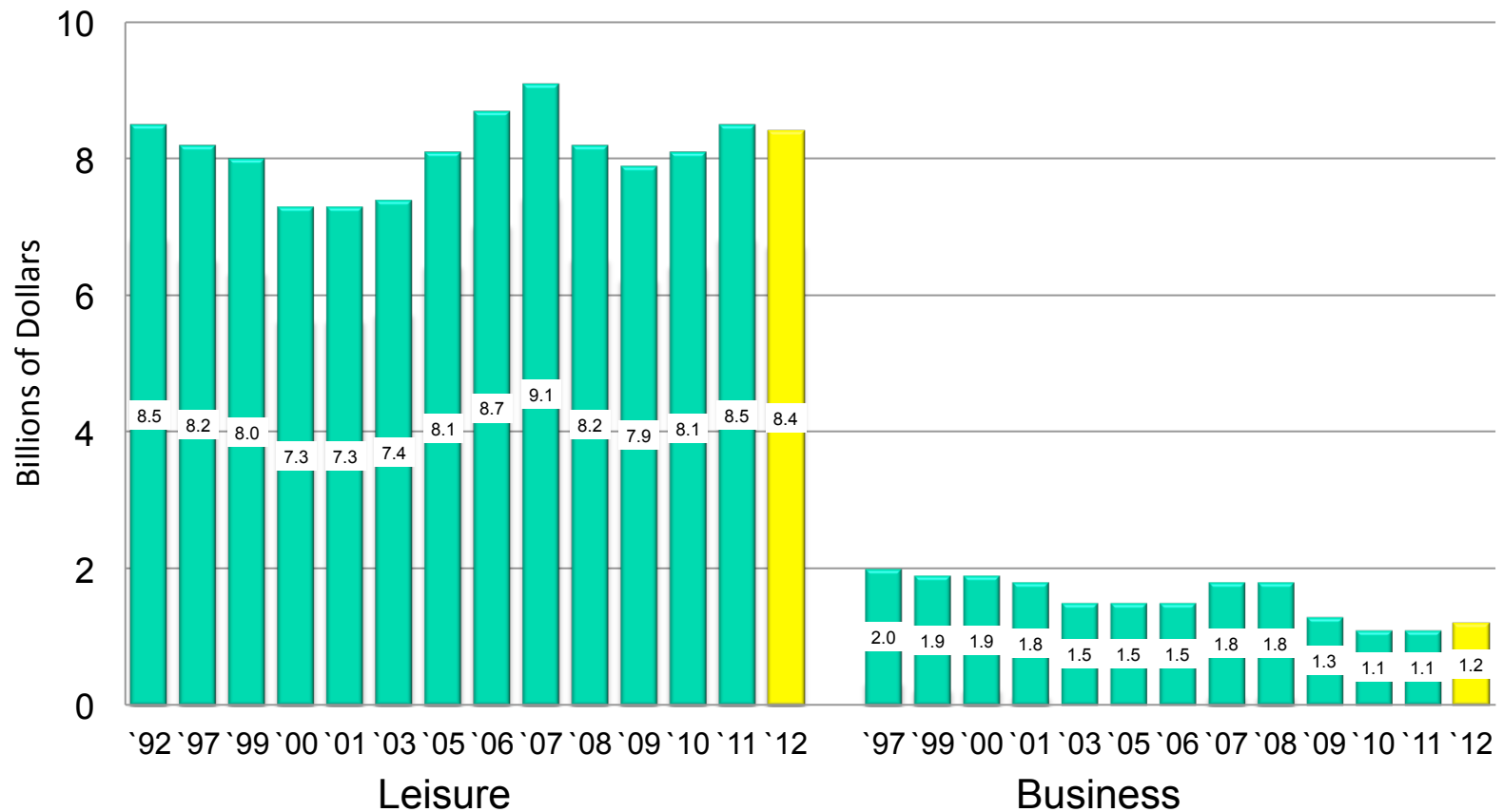
Actual Travel Expenditures on Overnight Trips — 1992 to 2012



Total Spending Up 3%



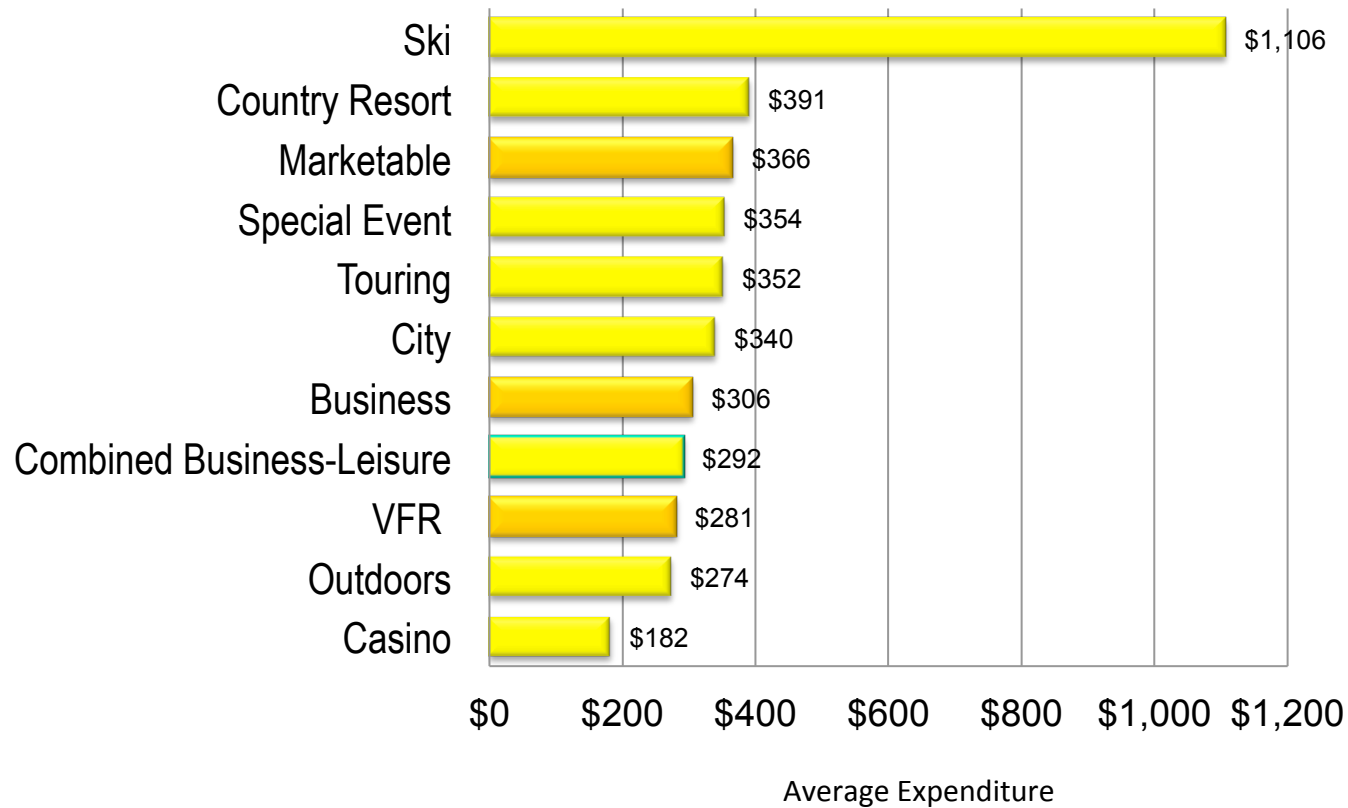
Inflation Adjusted Travel Expenditures — Overnight 1992 to 2012



Per Person Expenditures by Trip Purpose



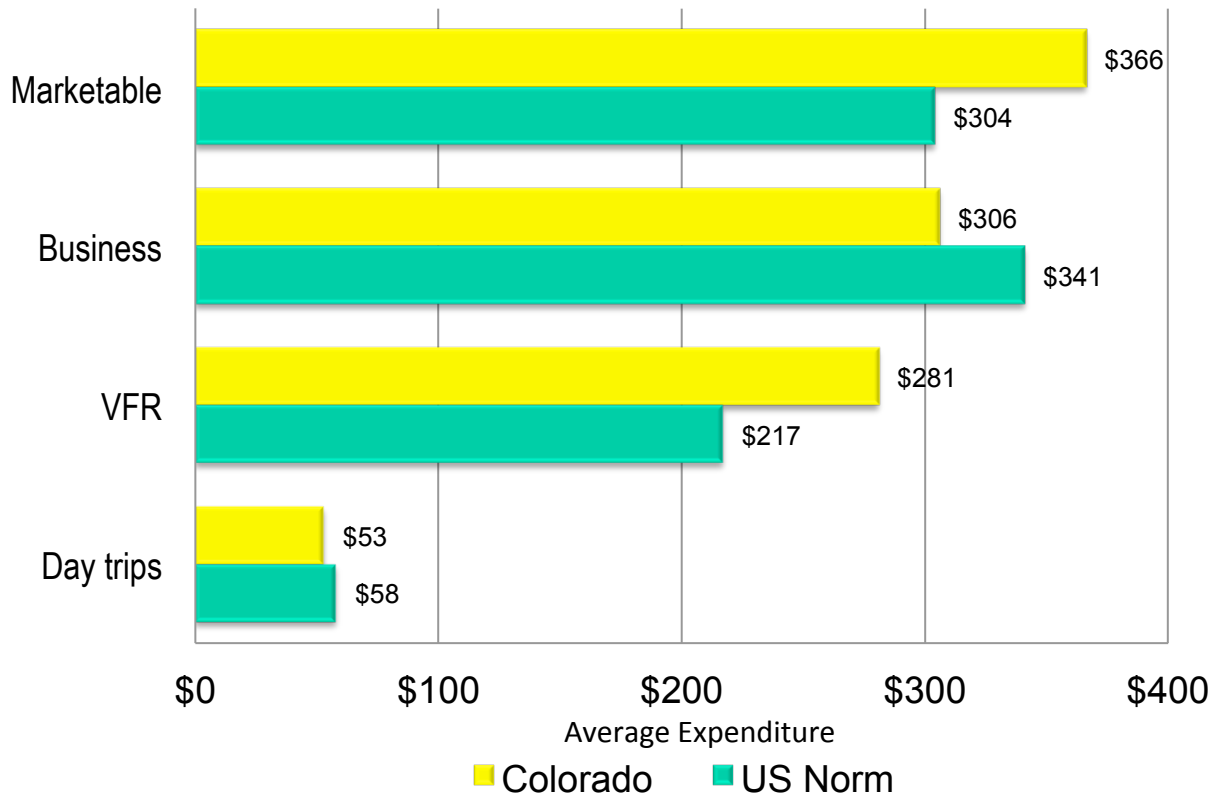
Base: Overnight Trips



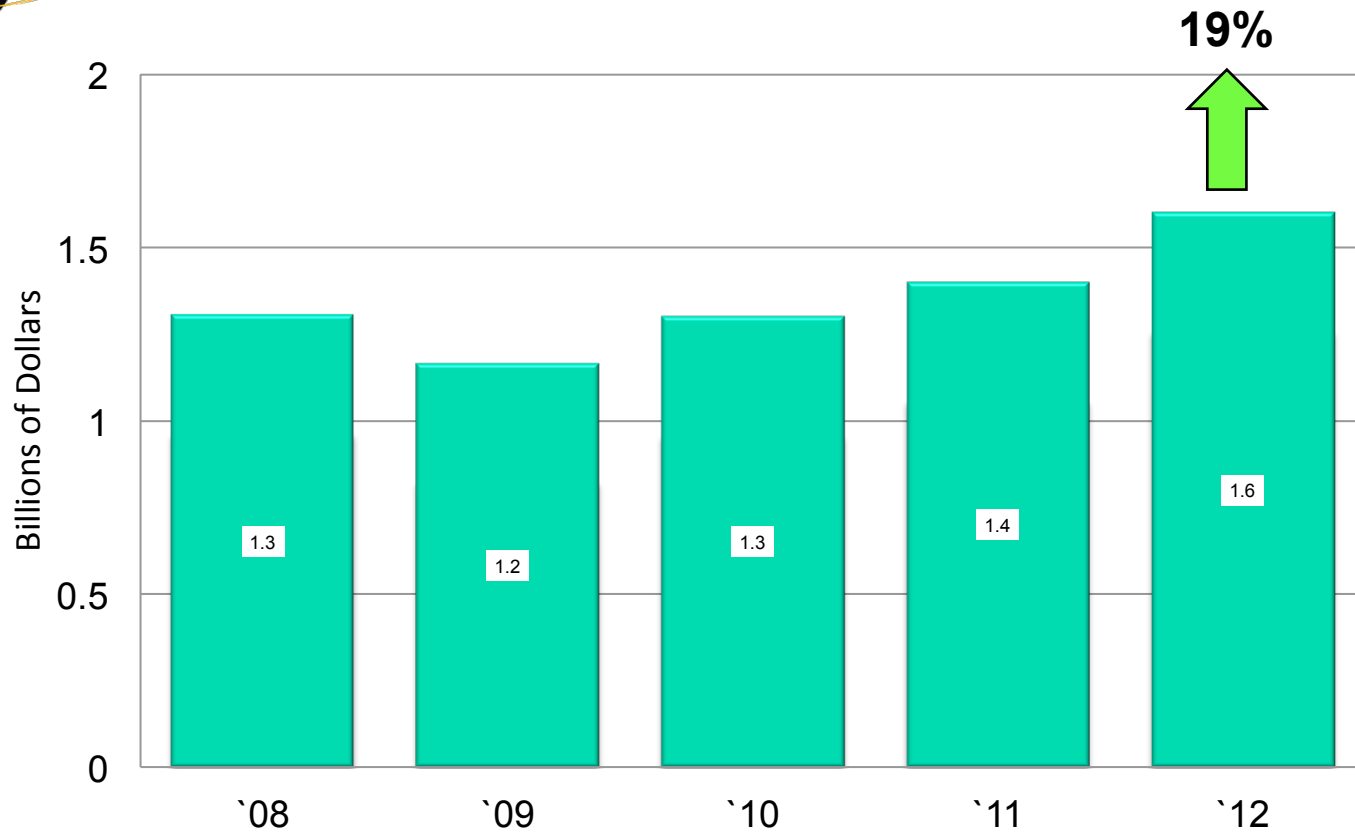
Per Person Expenditures



Base: Overnight Leisure Trips



Expenditures on Day Trips



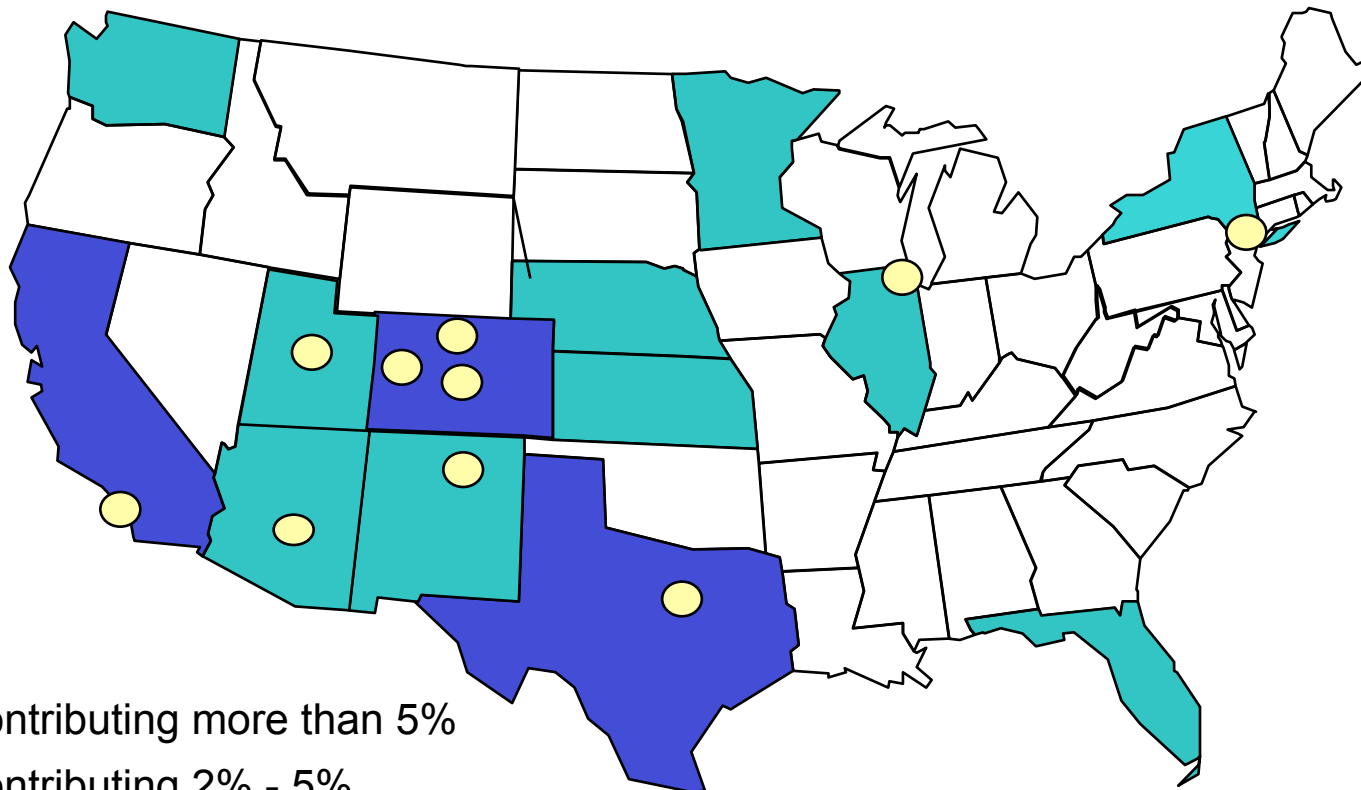
2012 Leisure Travel Profile

Sources of Leisure Travel

Sources of Business



Base: Overnight Leisure Trips

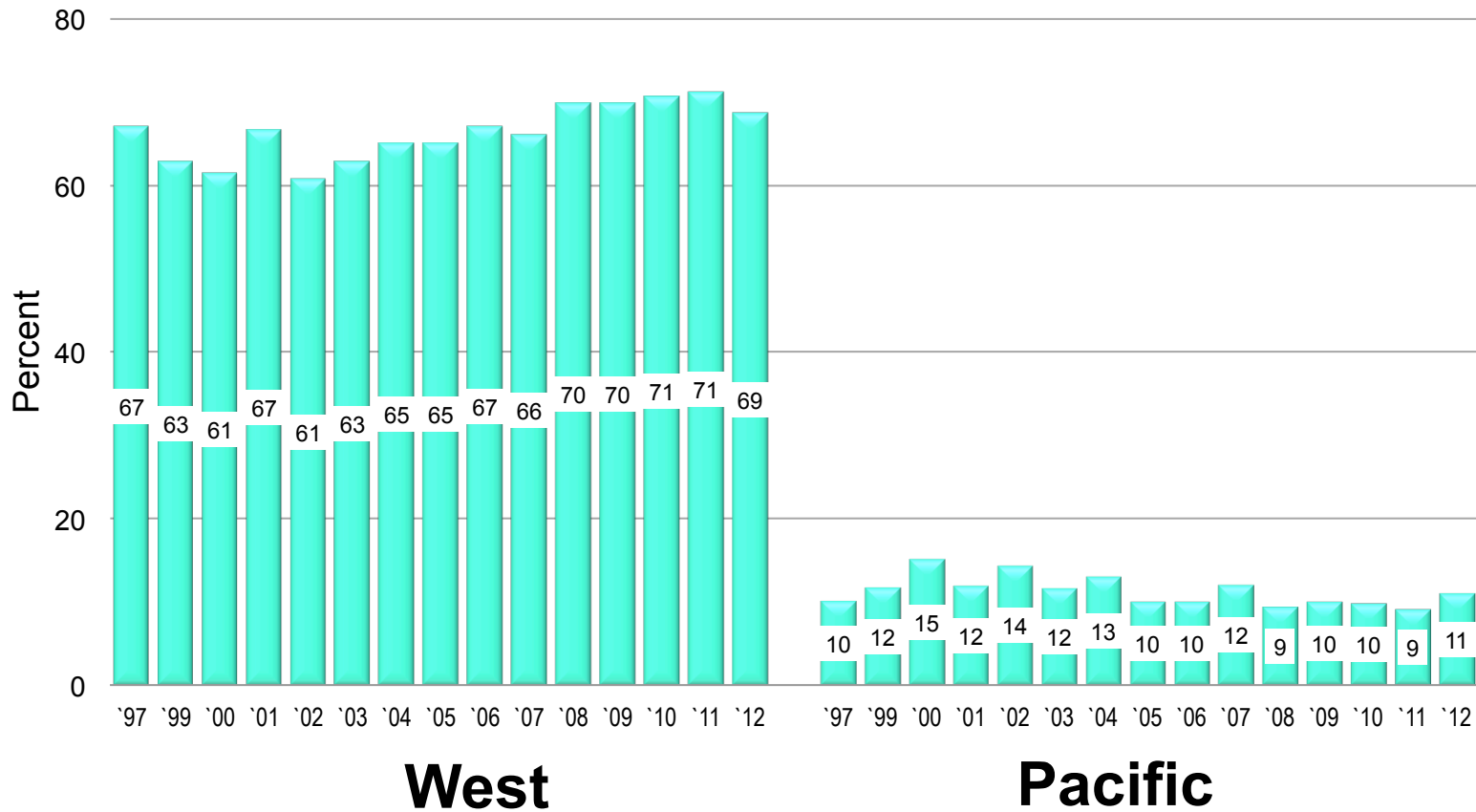


- States contributing more than 5%
- States contributing 2% - 5%
- DMAs contributing more than 2%

Regional Sources of Business



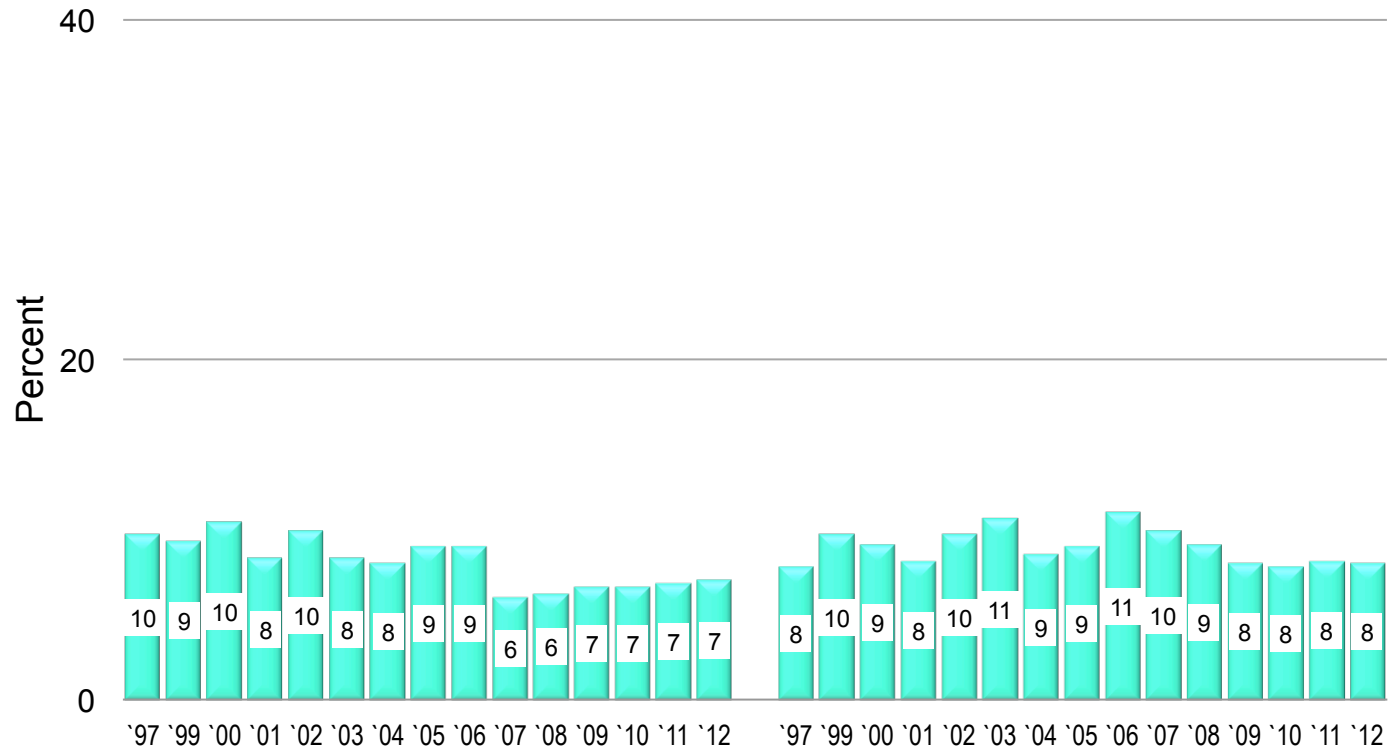
Base: Overnight Leisure Trips



Regional Sources of Business



Base: Overnight Leisure Trips



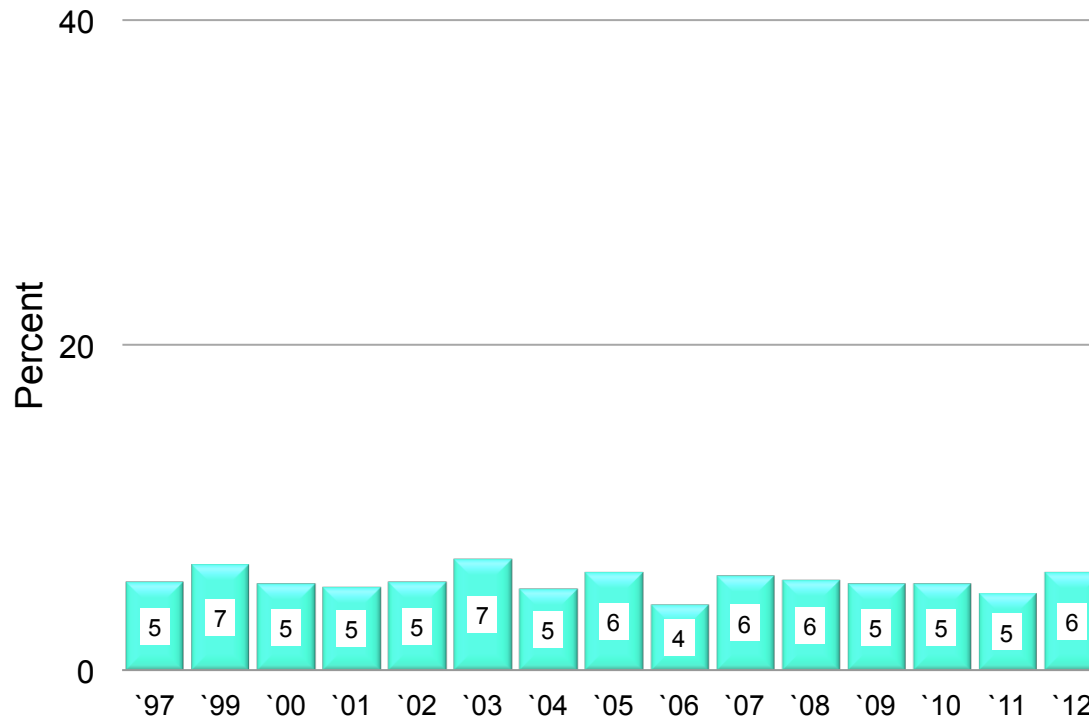
Mid-West

South

Regional Sources of Business



Base: Overnight Leisure Trips

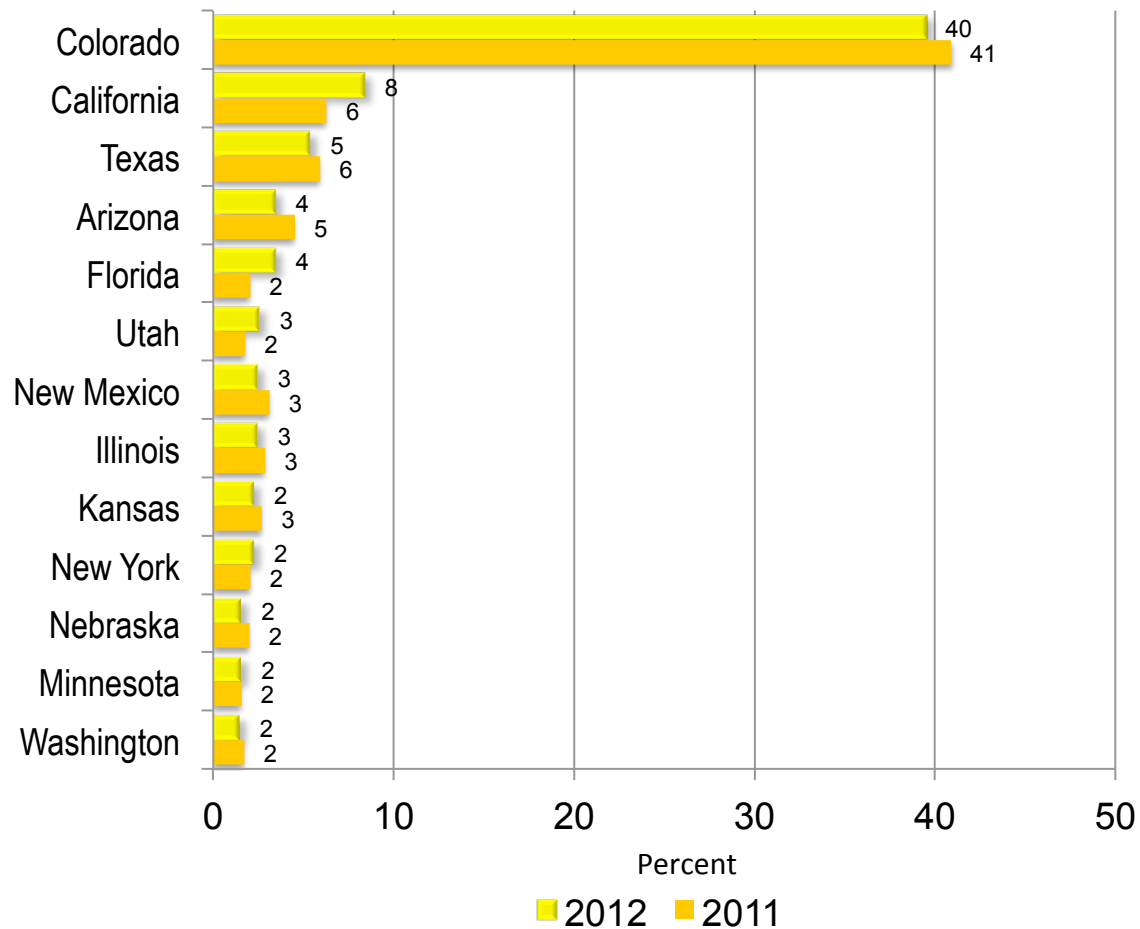


North-East

State Sources Of Overnight Trips



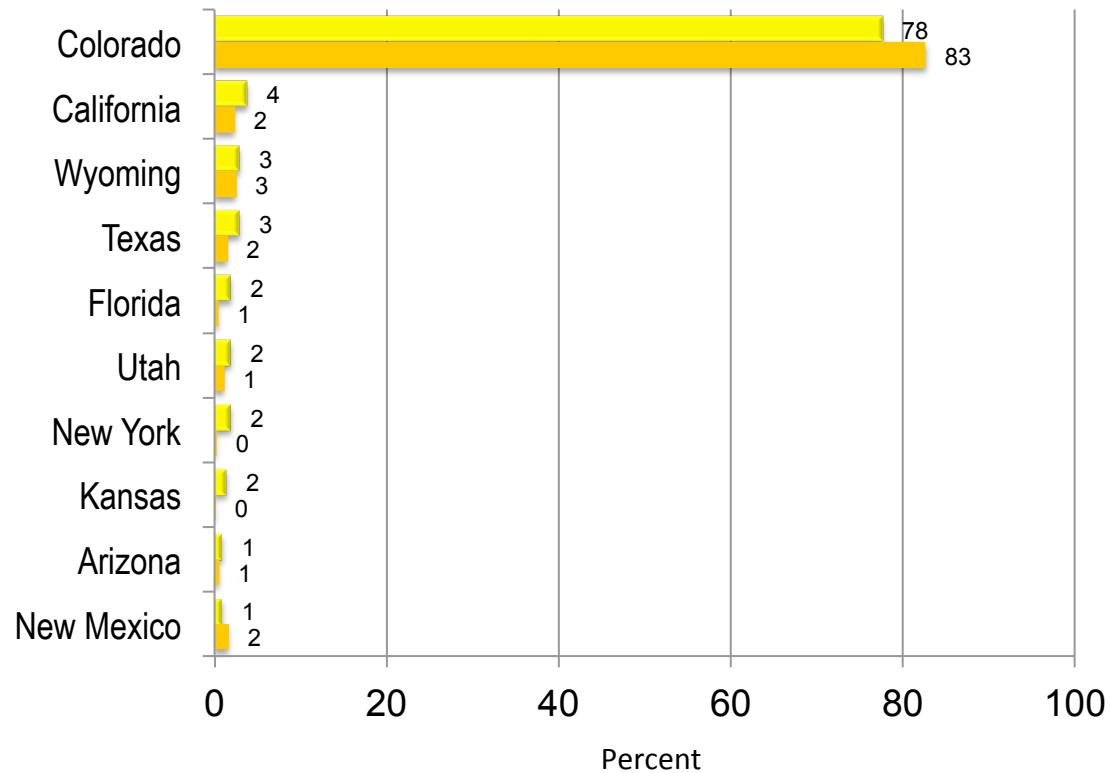
Base: Overnight Leisure Trips



State Sources Of Day Trips



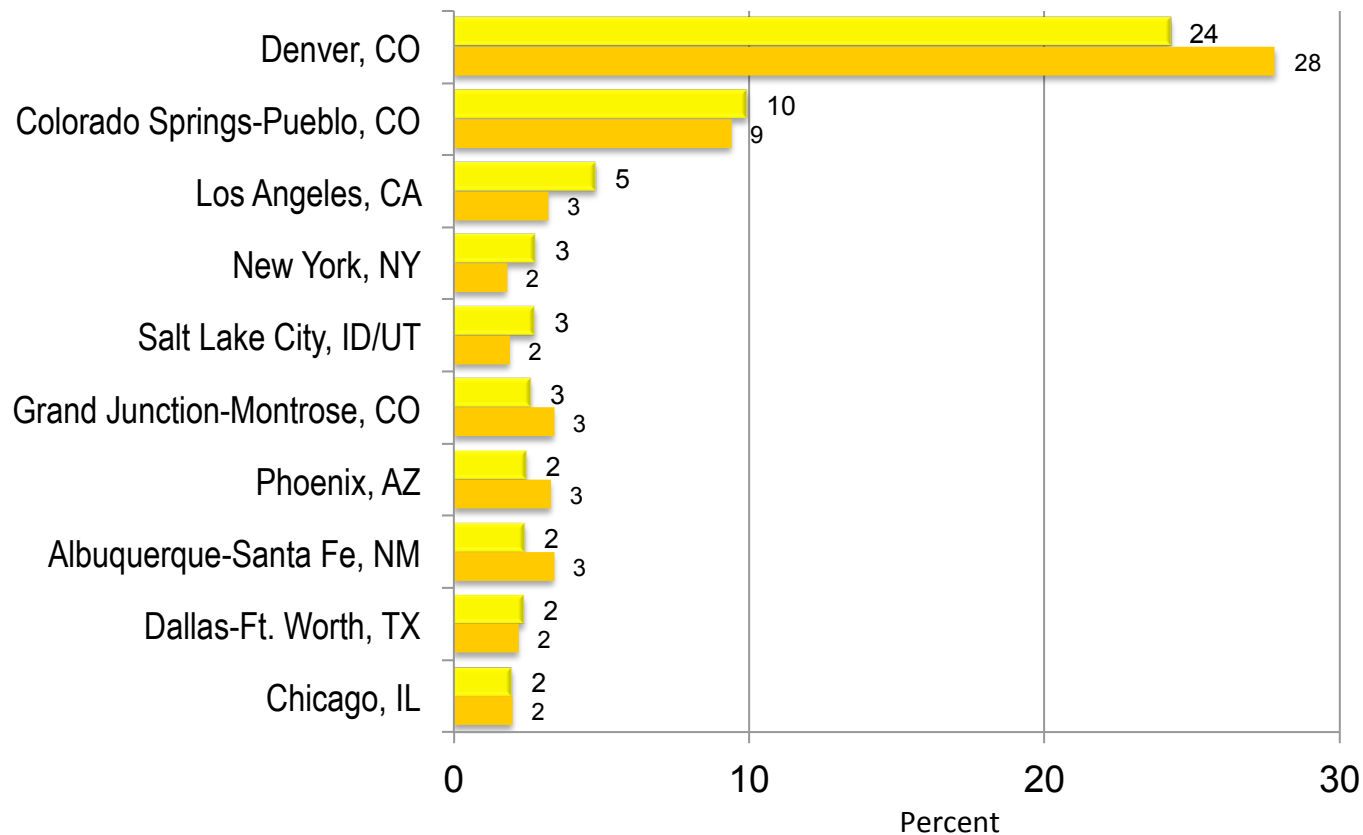
Base: Day Leisure Trips



Urban Sources of Overnight Trips



Base: Overnight Leisure Trips

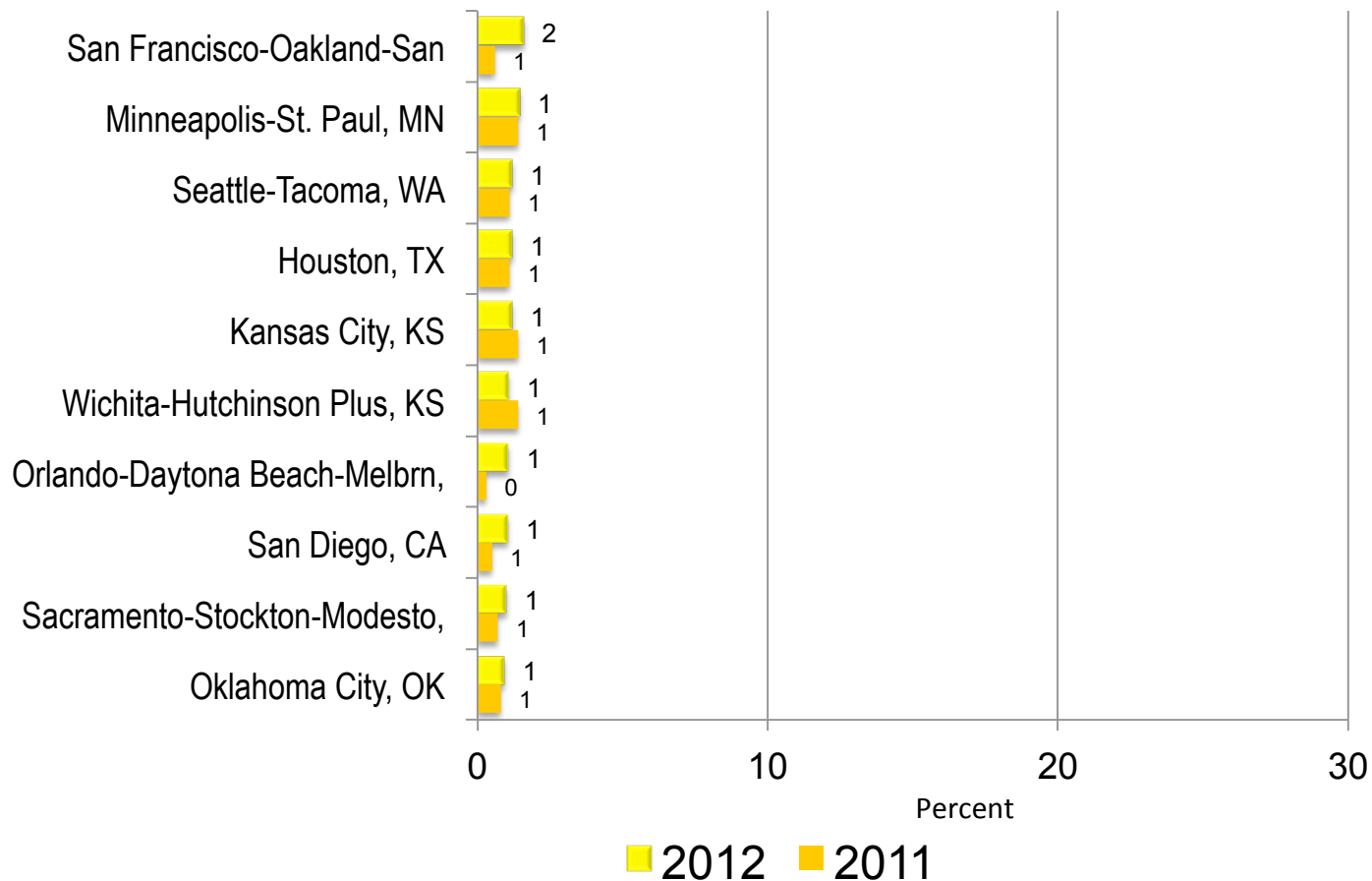


■ 2012 ■ 2011

Urban Sources of Overnight Trips



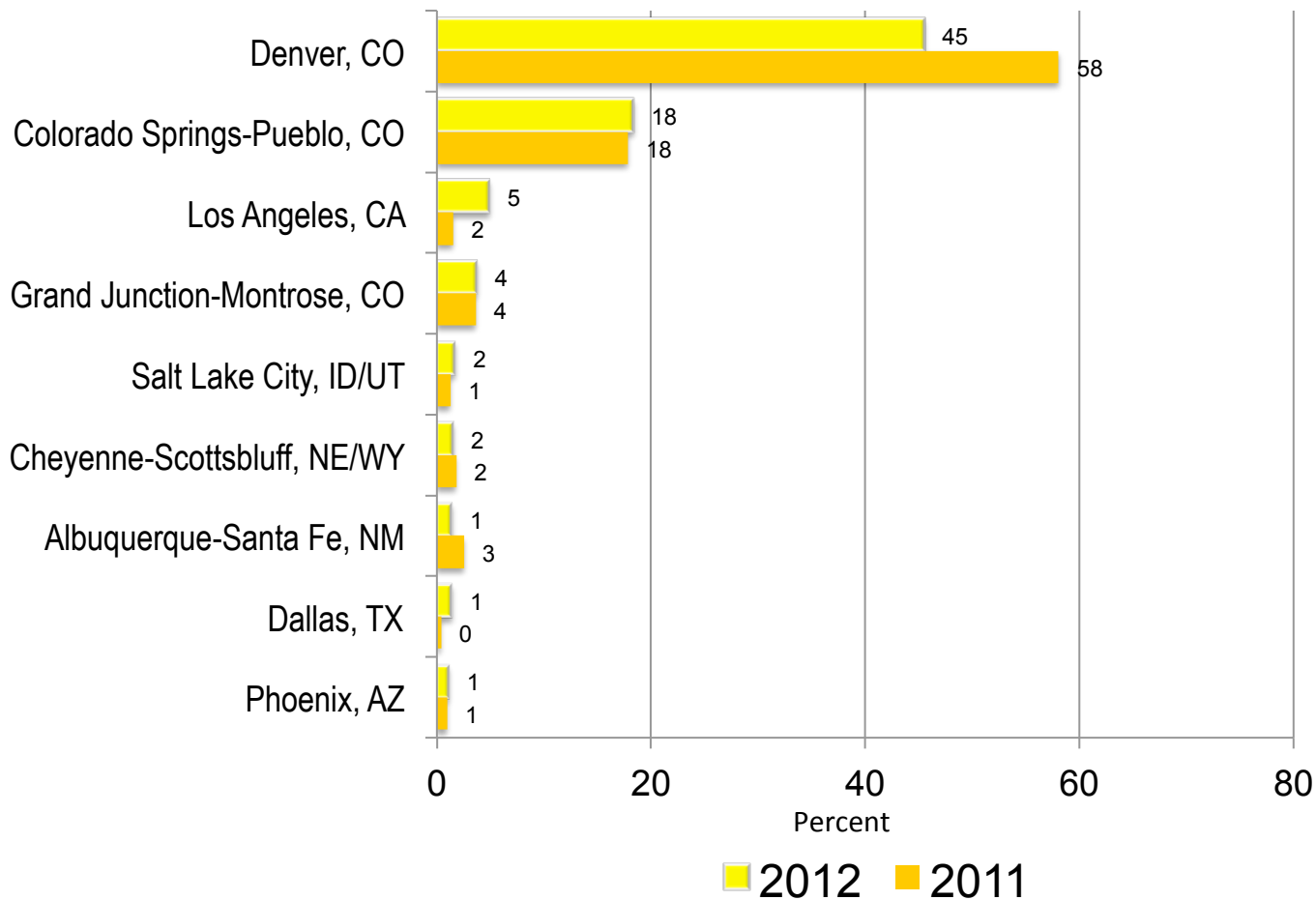
Base: Overnight Leisure Trips



Urban Sources of Day Trips



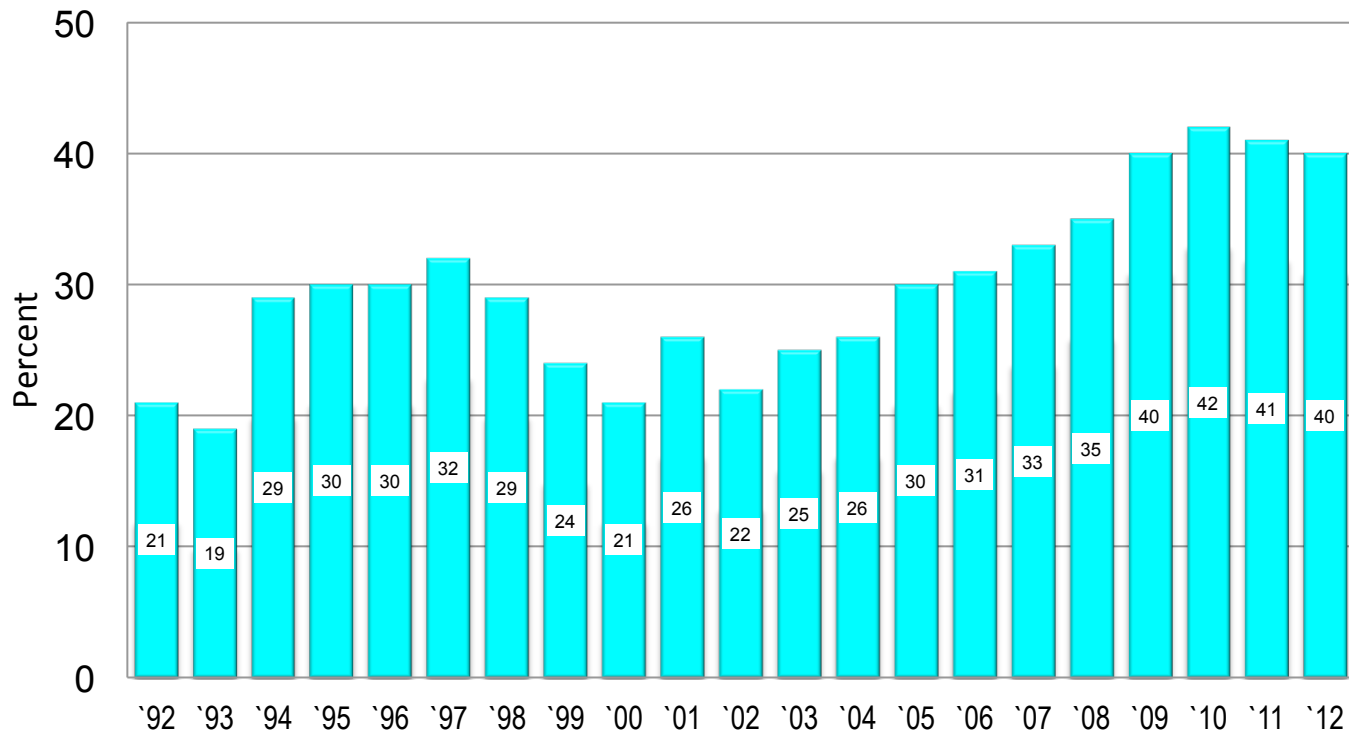
Base: Day Leisure Trips



Instate Overnight Leisure Trips



Percent of Overnight Leisure Trips Originating in Colorado

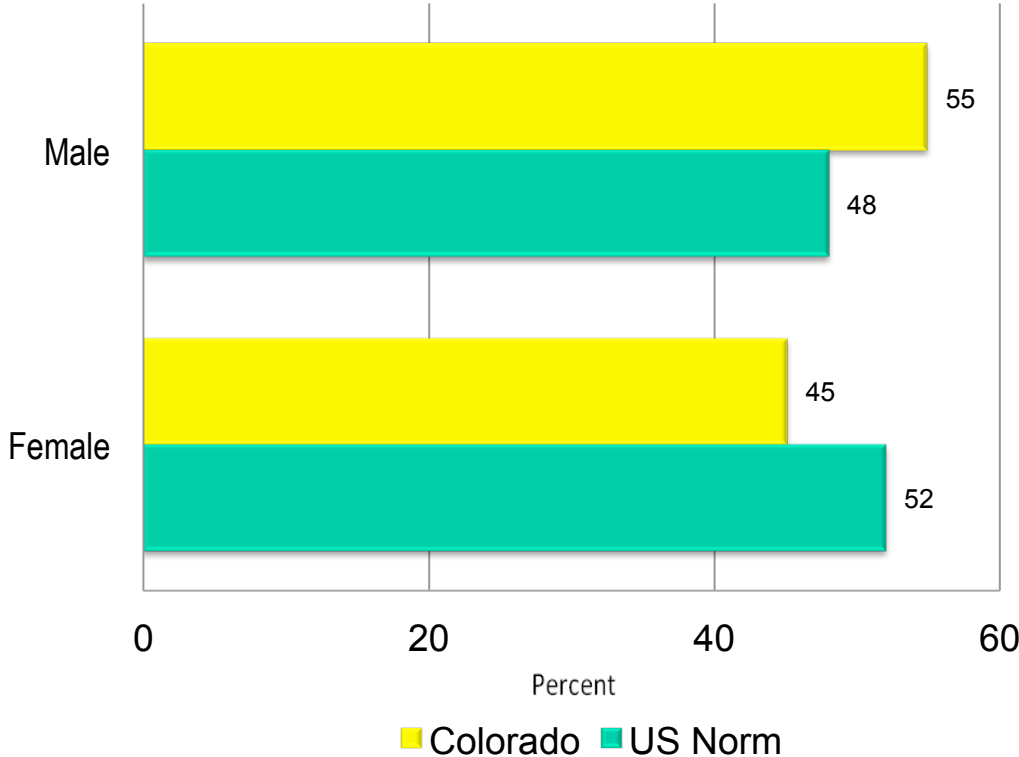


Visitor Profile

Gender



Base: Overnight Leisure Trips



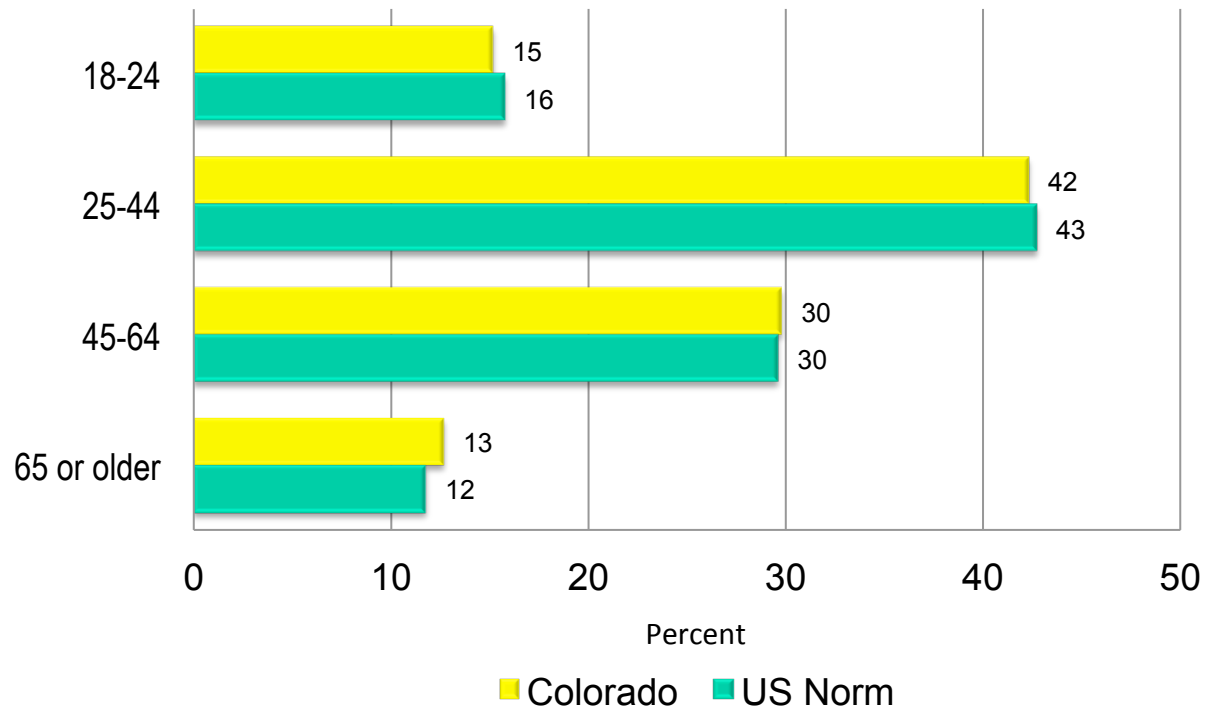
Age



Base: Overnight Leisure Trips

**Average Age Colorado
= 42.9**

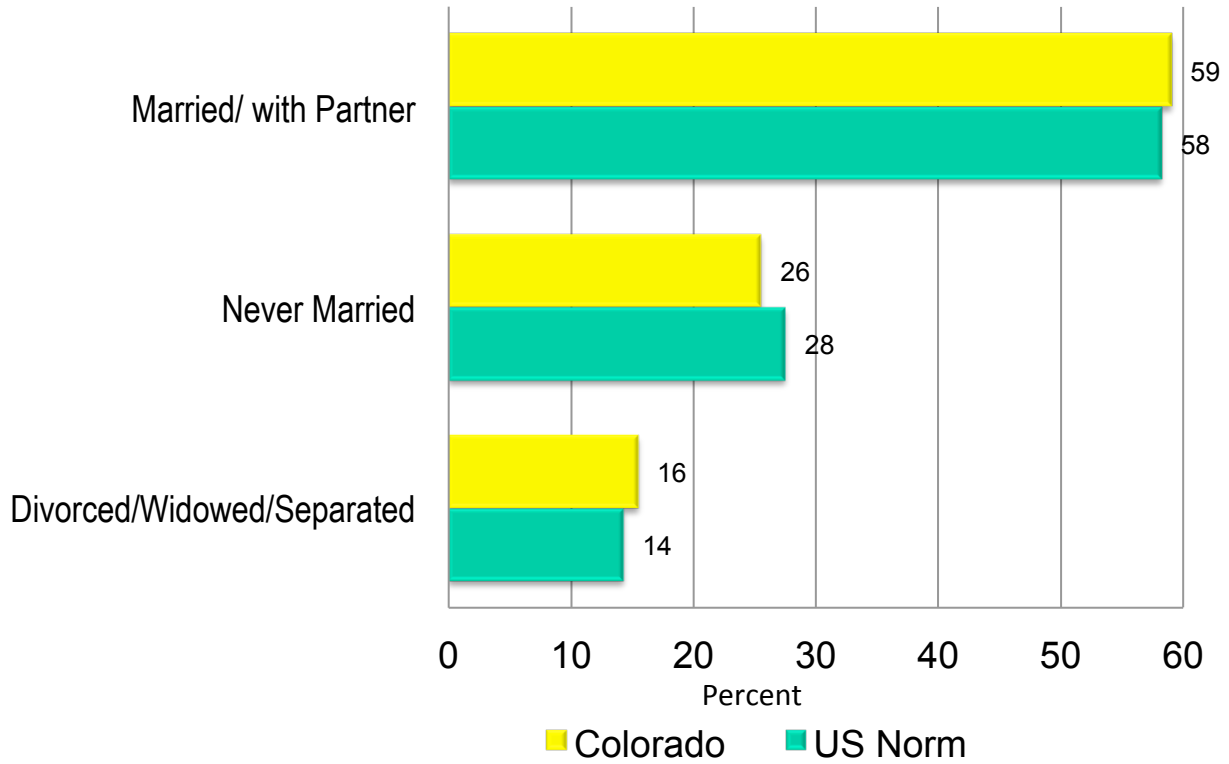
**Average Age U.S. Norm
= 42.4**



Marital Status



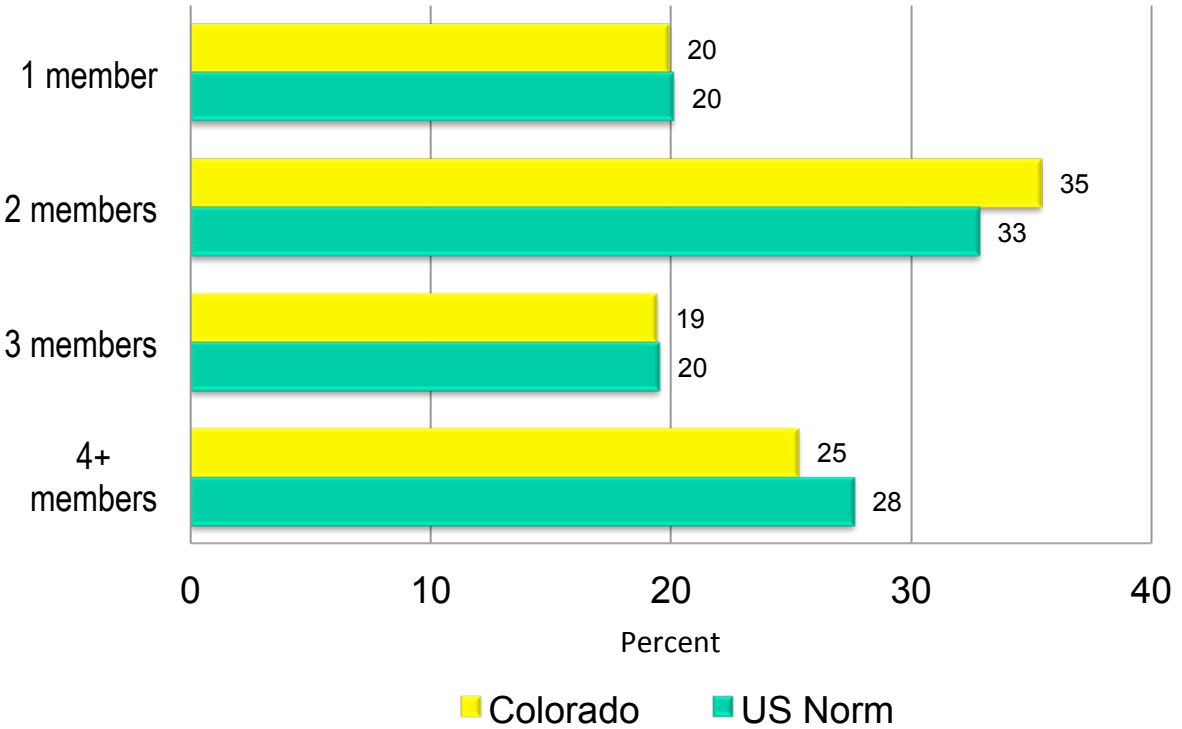
Base: Overnight Leisure Trips



Household Size



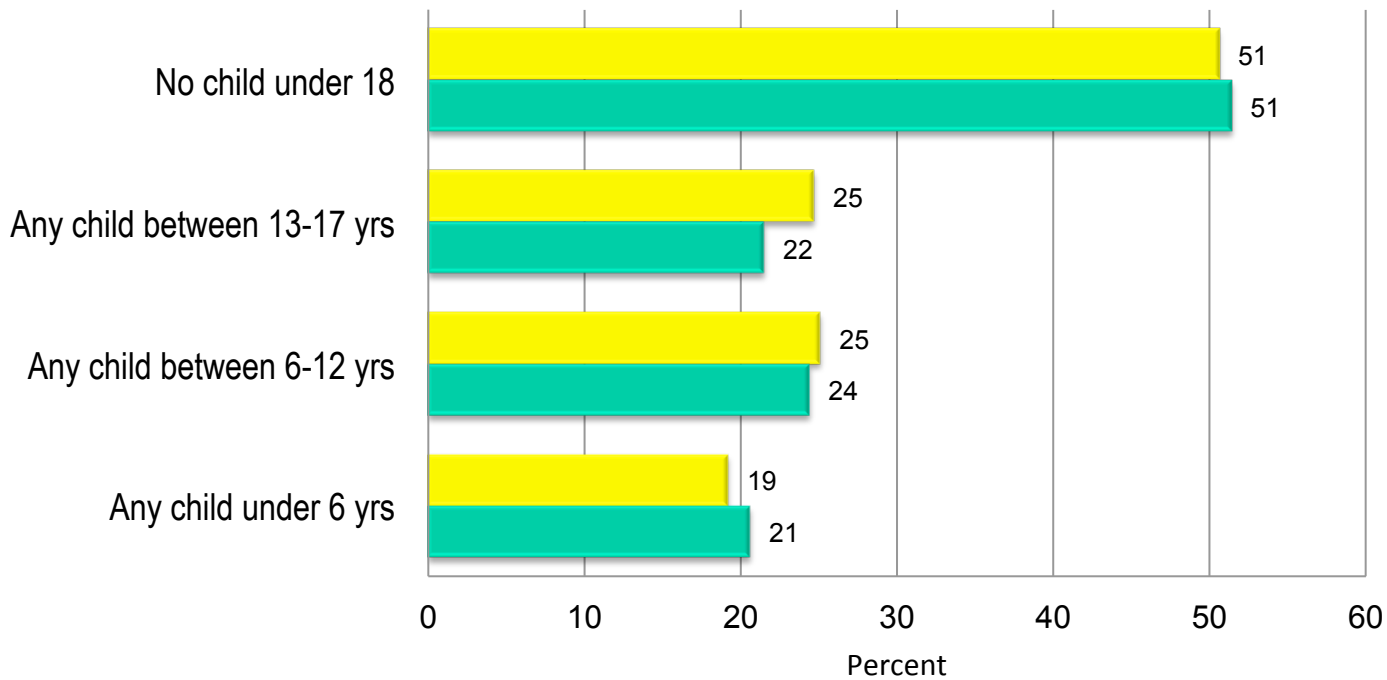
Base: Overnight Leisure Trips



Children in Household



Base: Overnight Leisure Trips

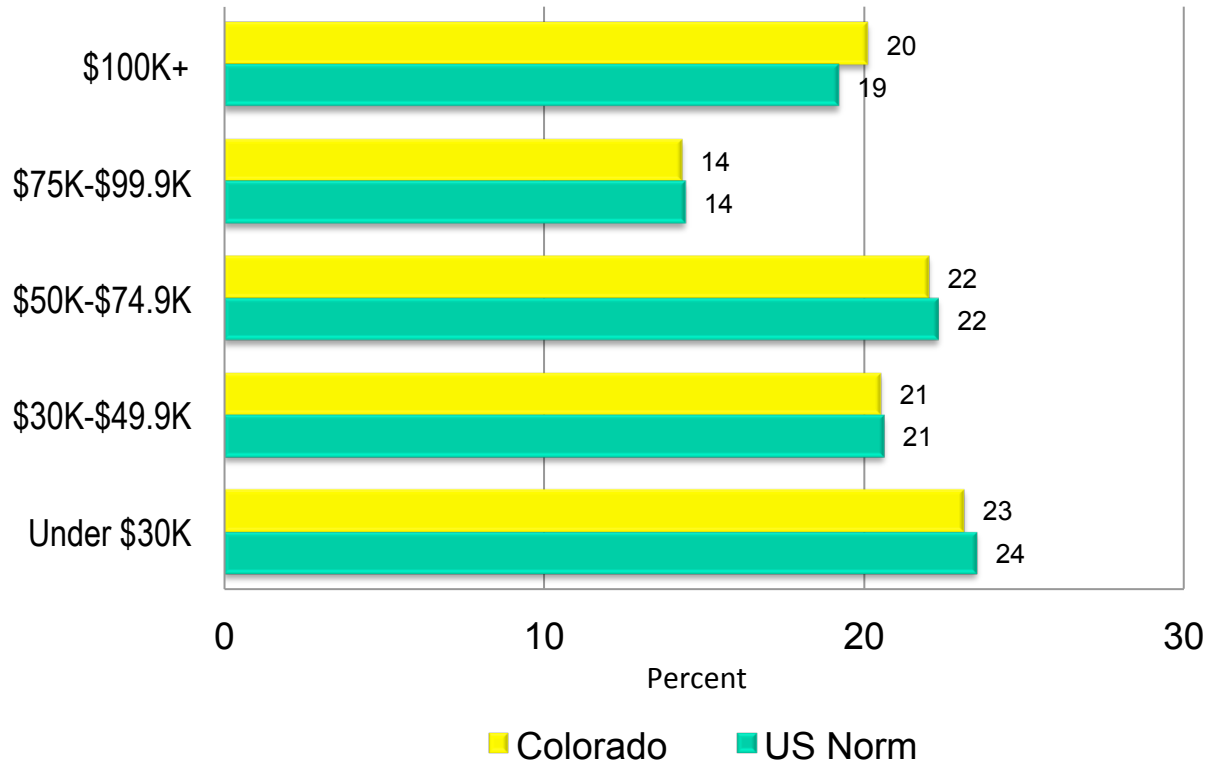


Colorado US Norm

Income



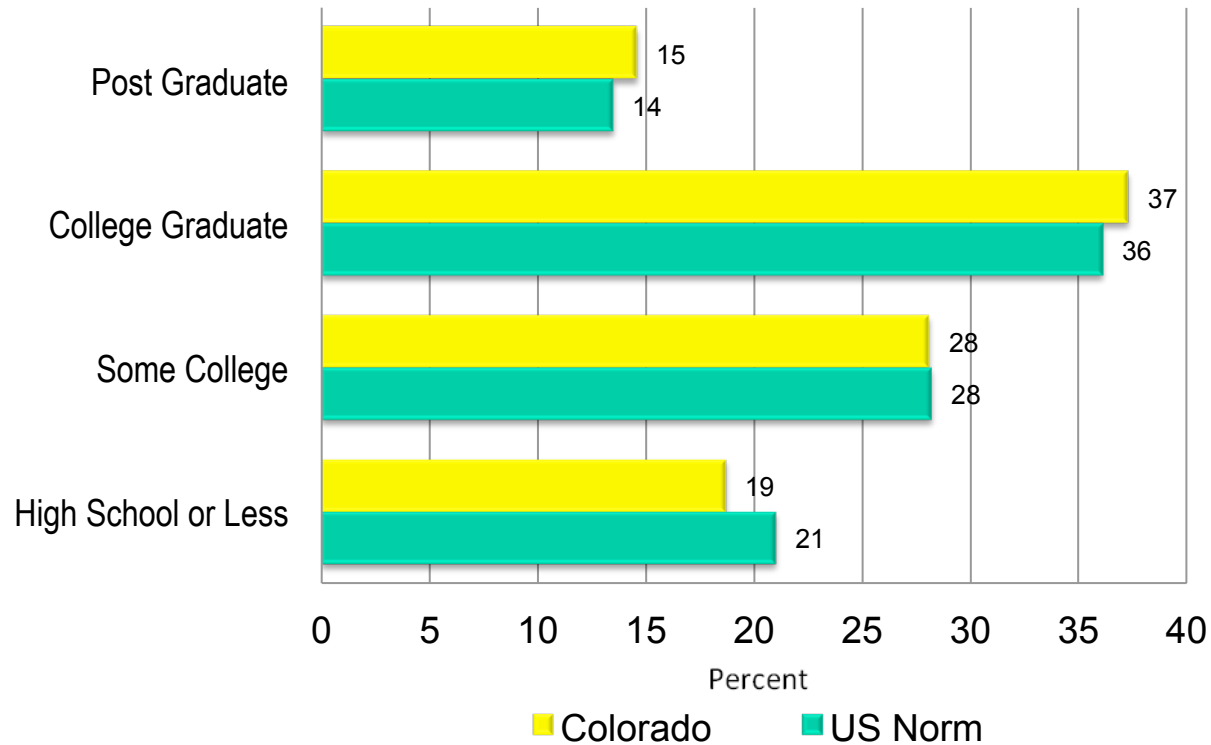
Base: Overnight Leisure Trips



Education



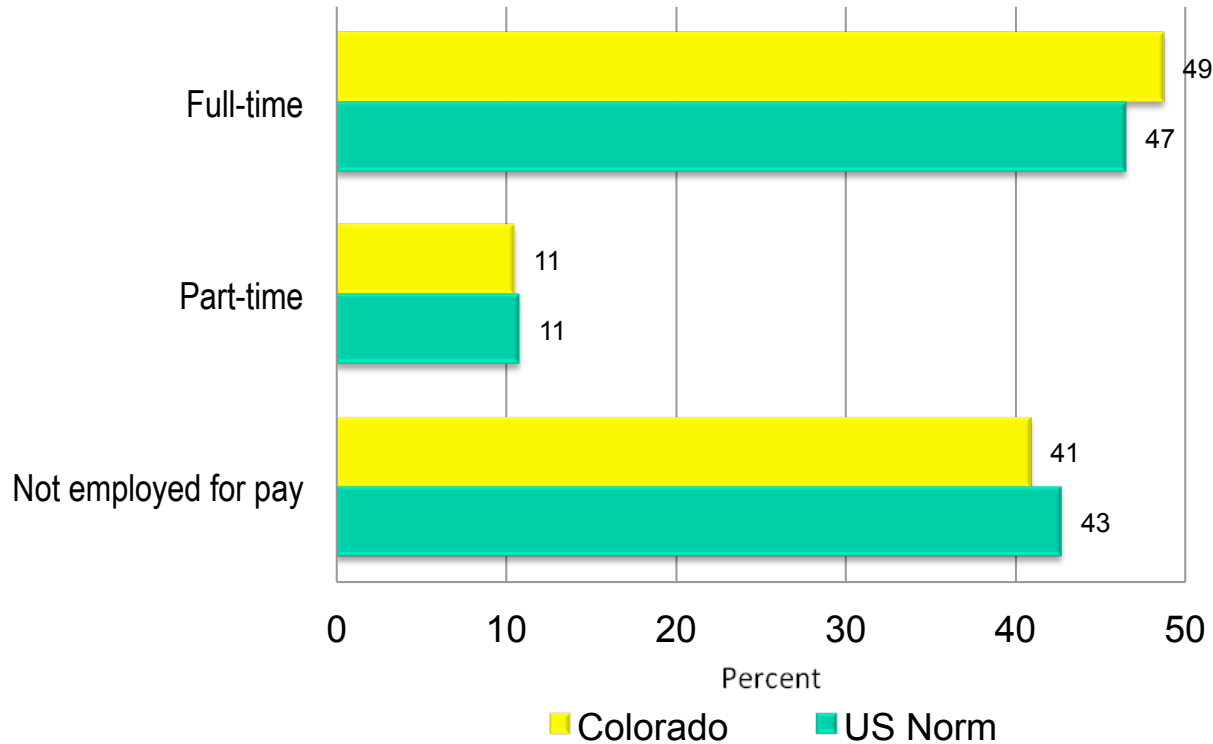
Base: Overnight Leisure Trips



Employment



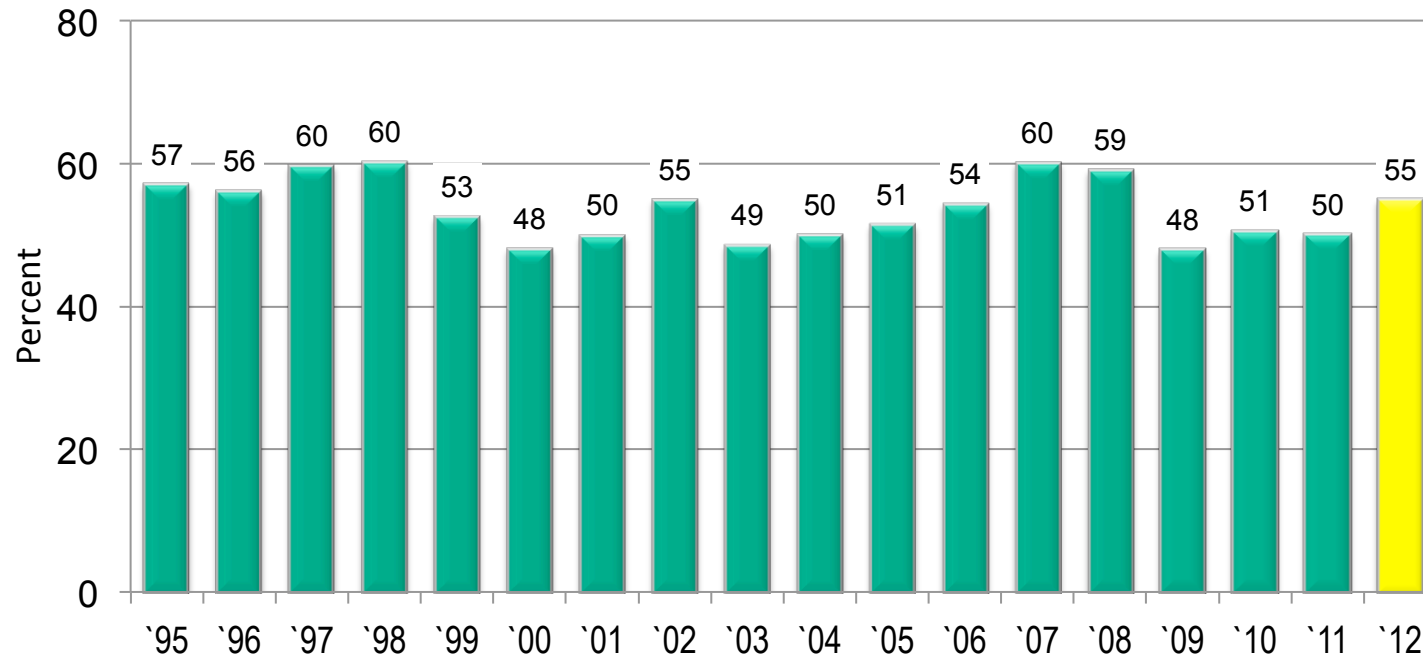
Base: Overnight Leisure Trips



Percent Who Are Male



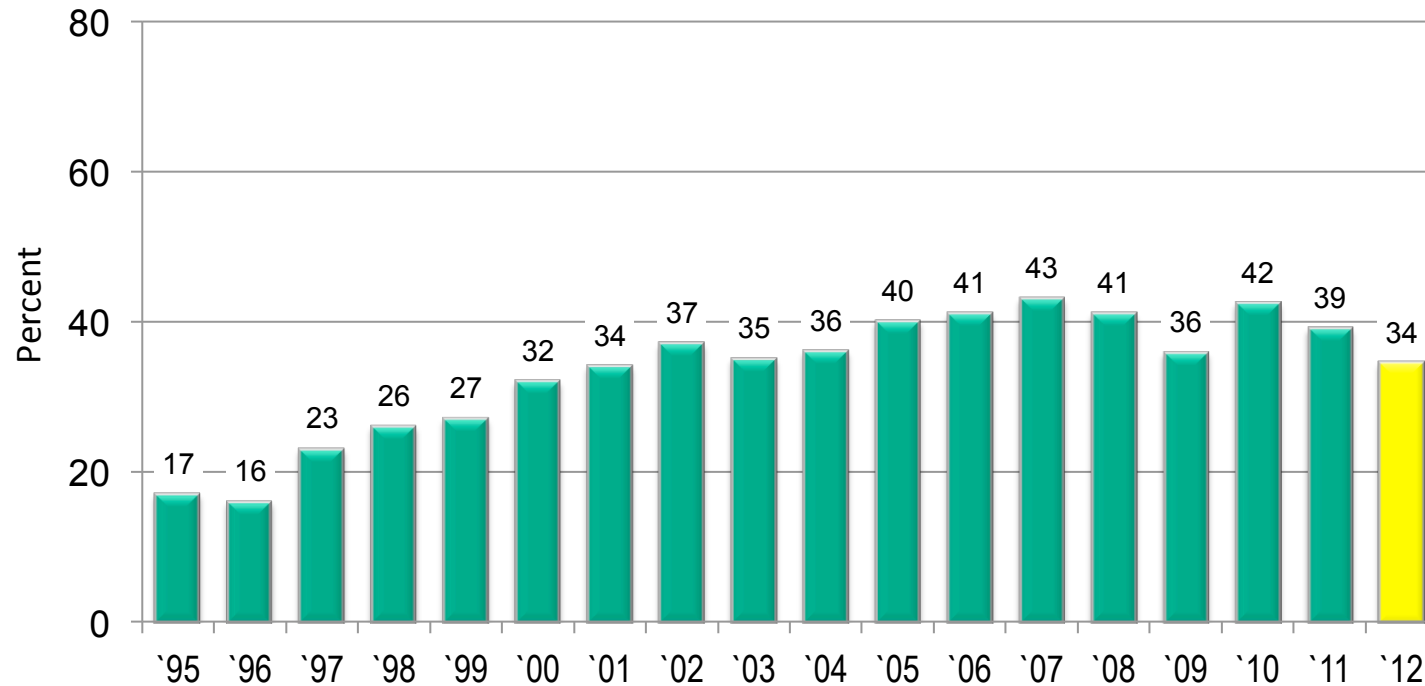
Base: Overnight Leisure Trips



Percent Who Earn Over \$75,000



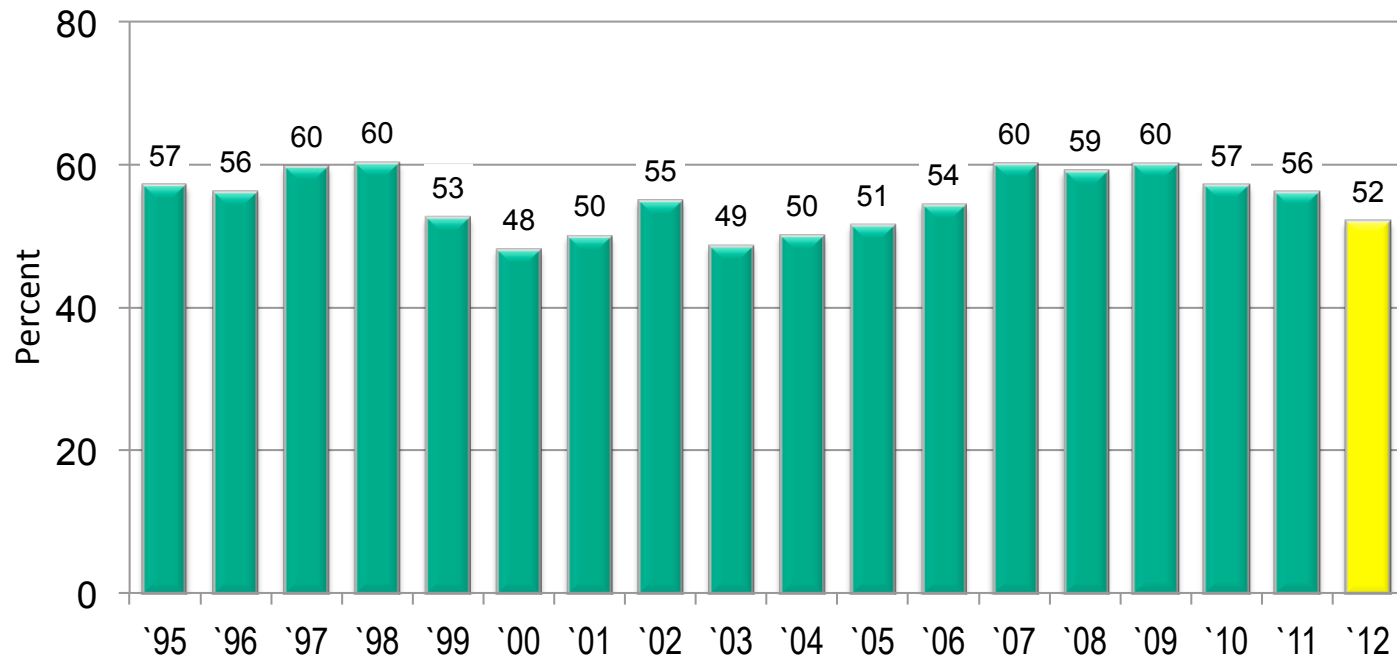
Base: Overnight Leisure Trips



Percent With College Education



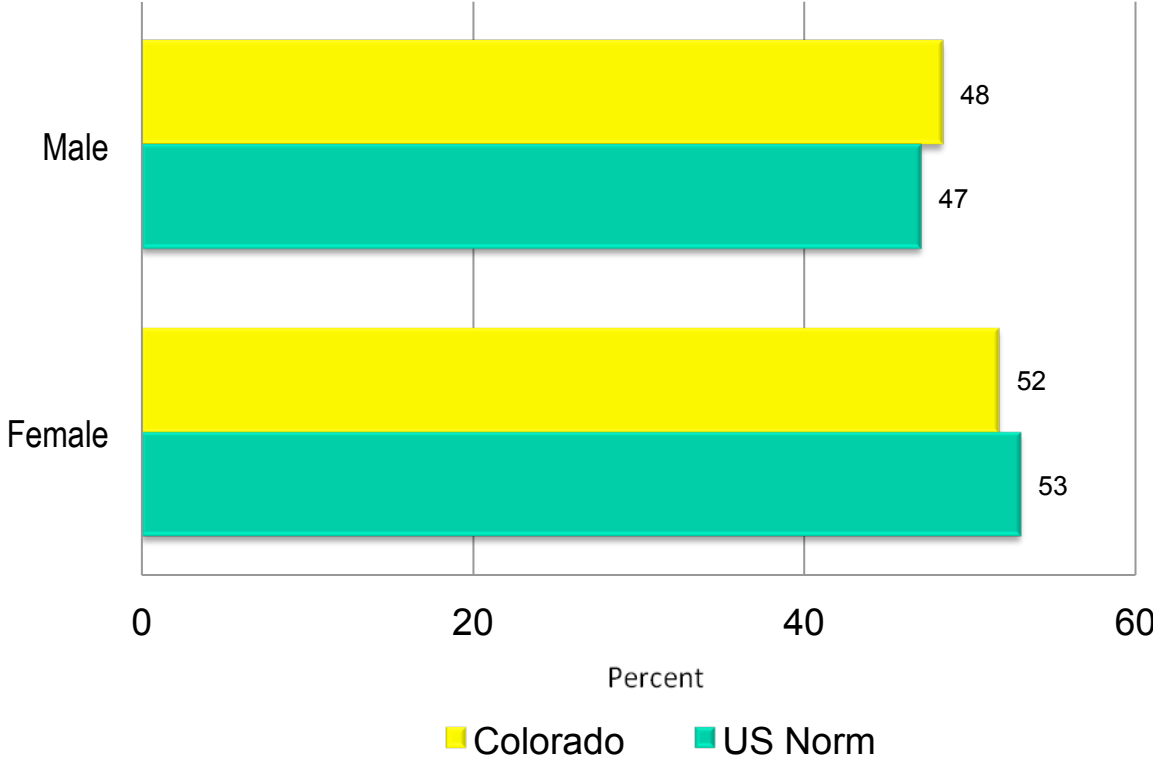
Base: Overnight Leisure Trips



Gender



Base: Day Leisure Trips



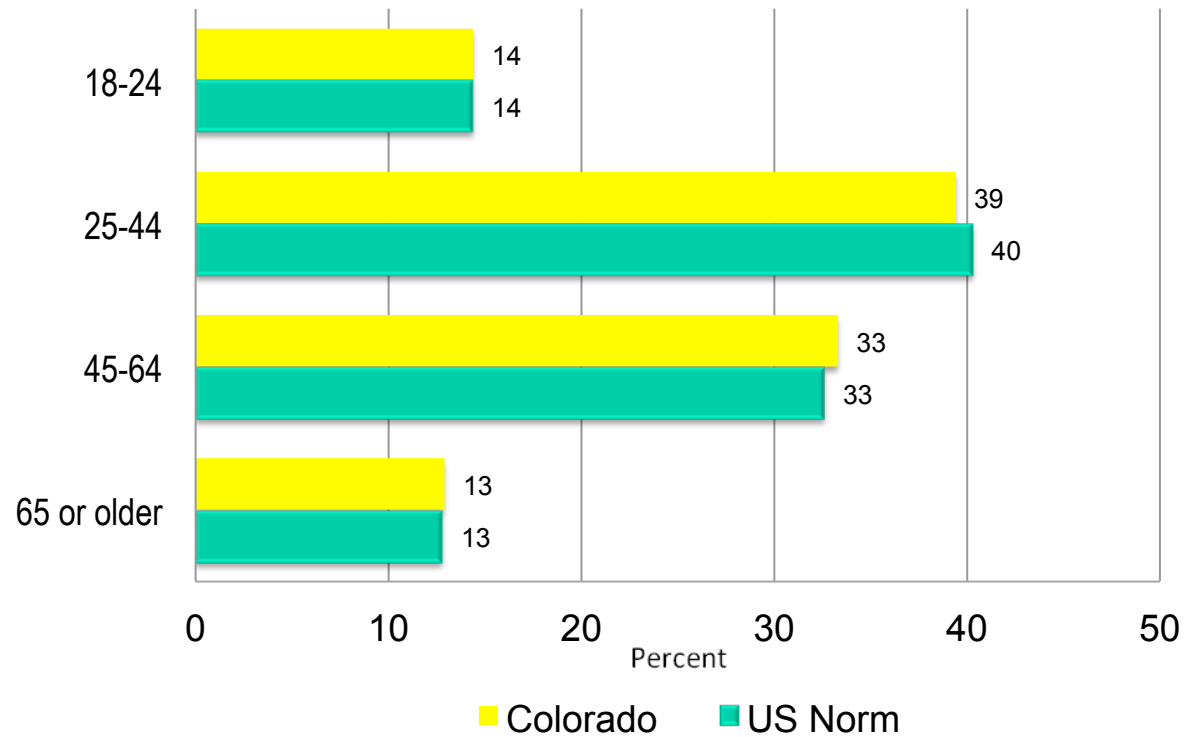
Age



Base: Day Leisure Trips

**Average Age Colorado
= 43.9**

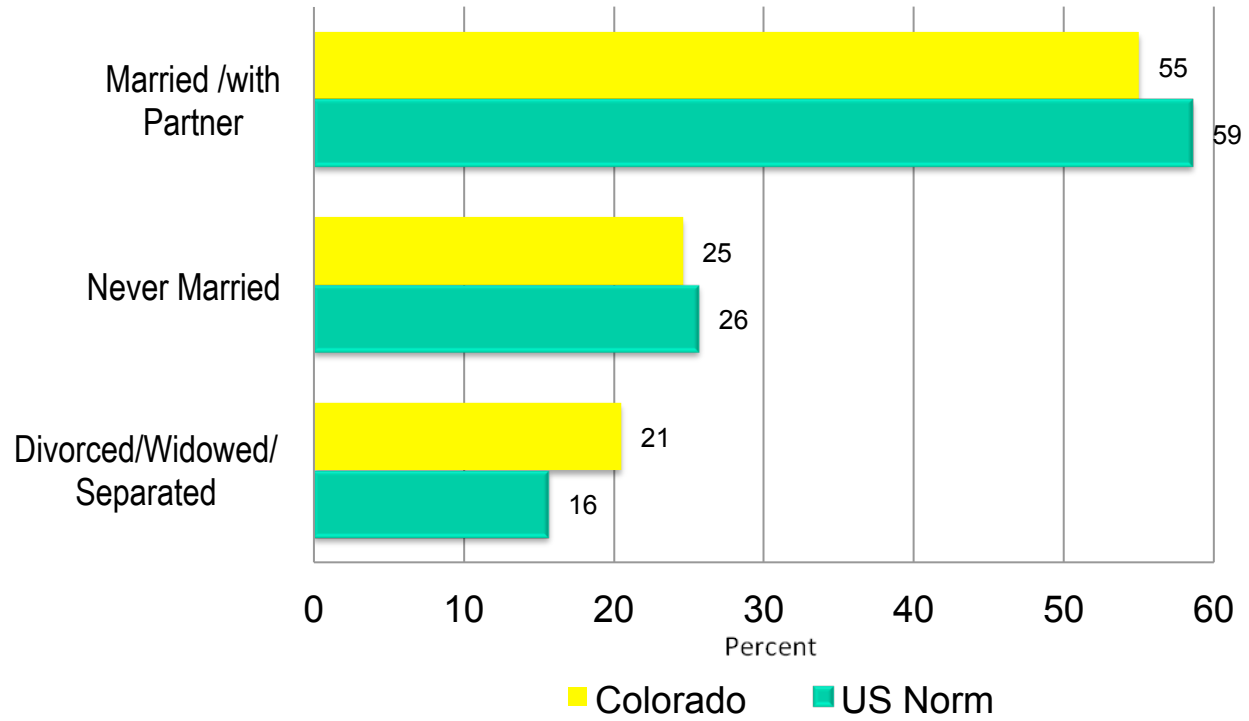
**Average Age U.S. Norm
= 43.7**



Marital Status



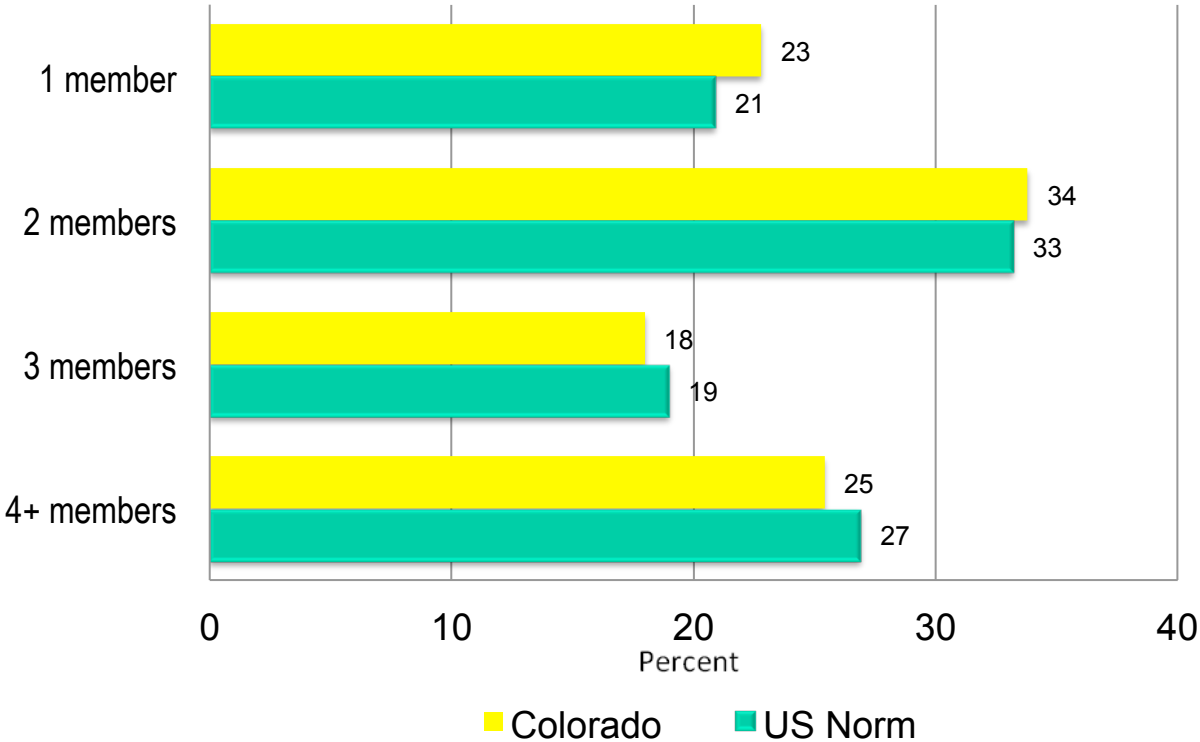
Base: Day Leisure Trips



Household Size



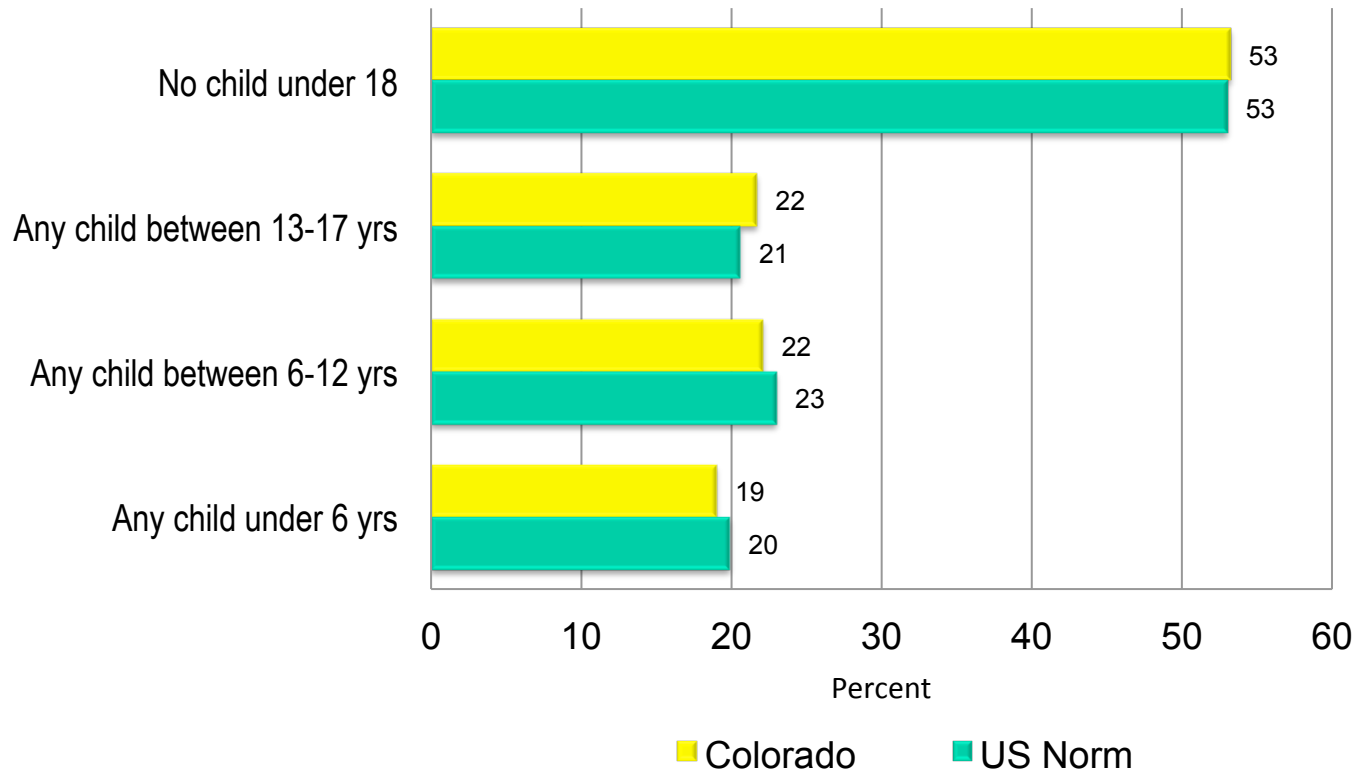
Base: Day Leisure Trips



Children in Household



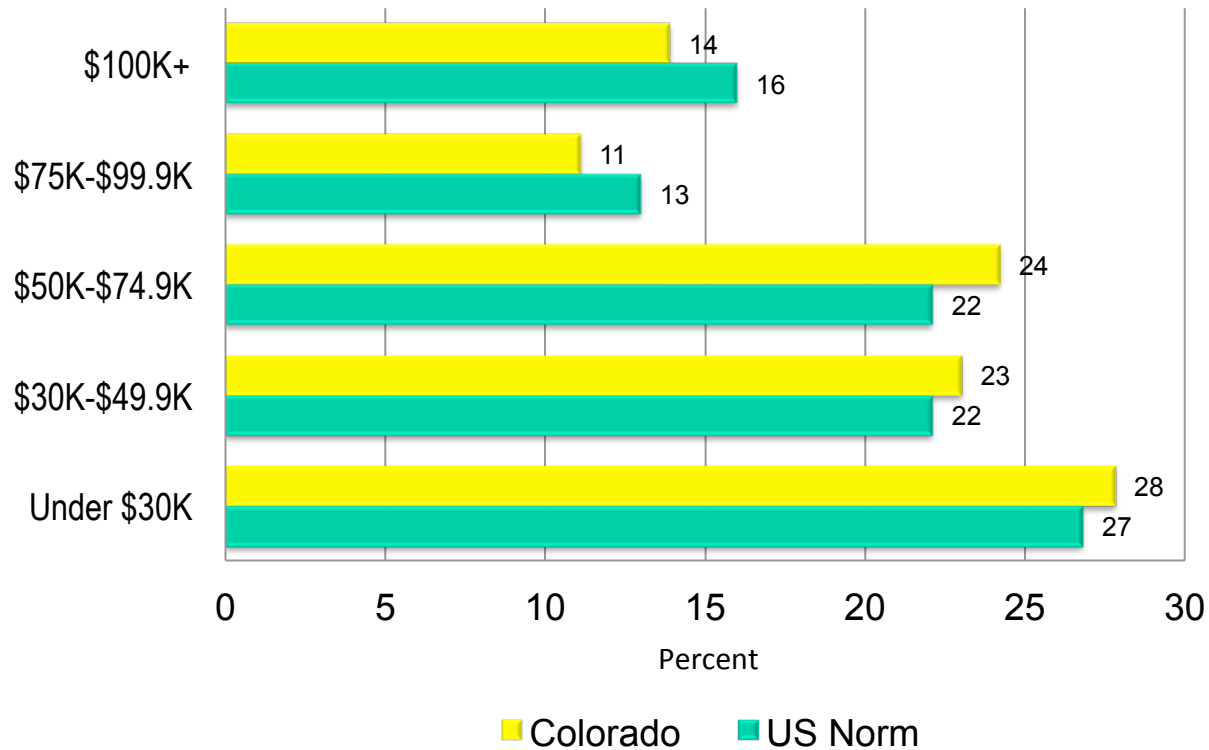
Base: Day Leisure Trips



Income



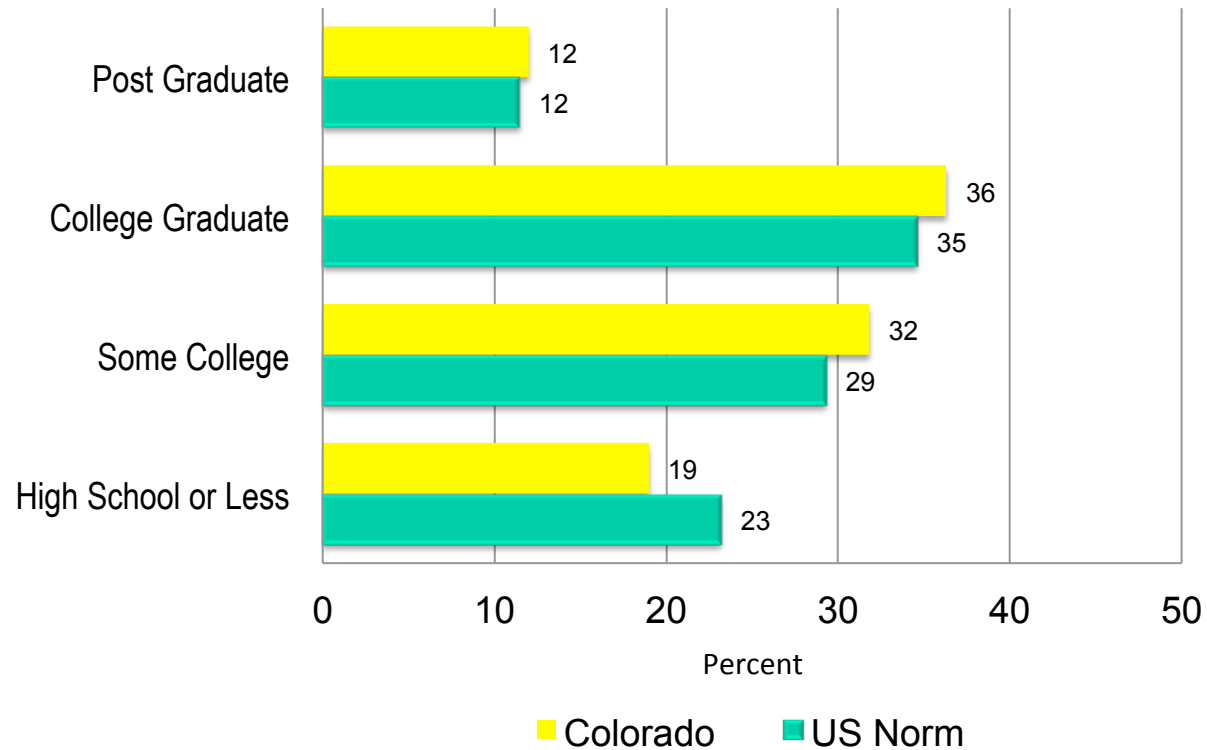
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Education



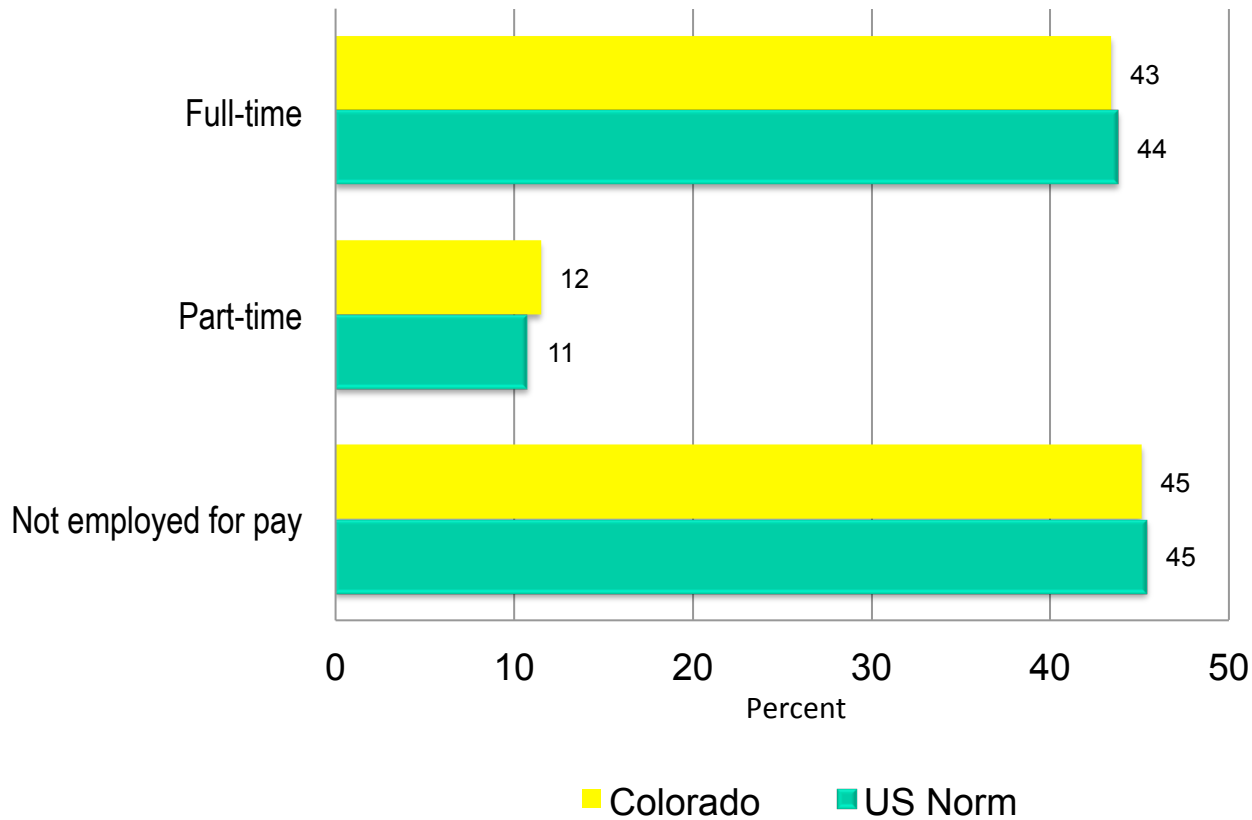
Base: Day Leisure Trips



Employment



Base: Day Leisure Trips

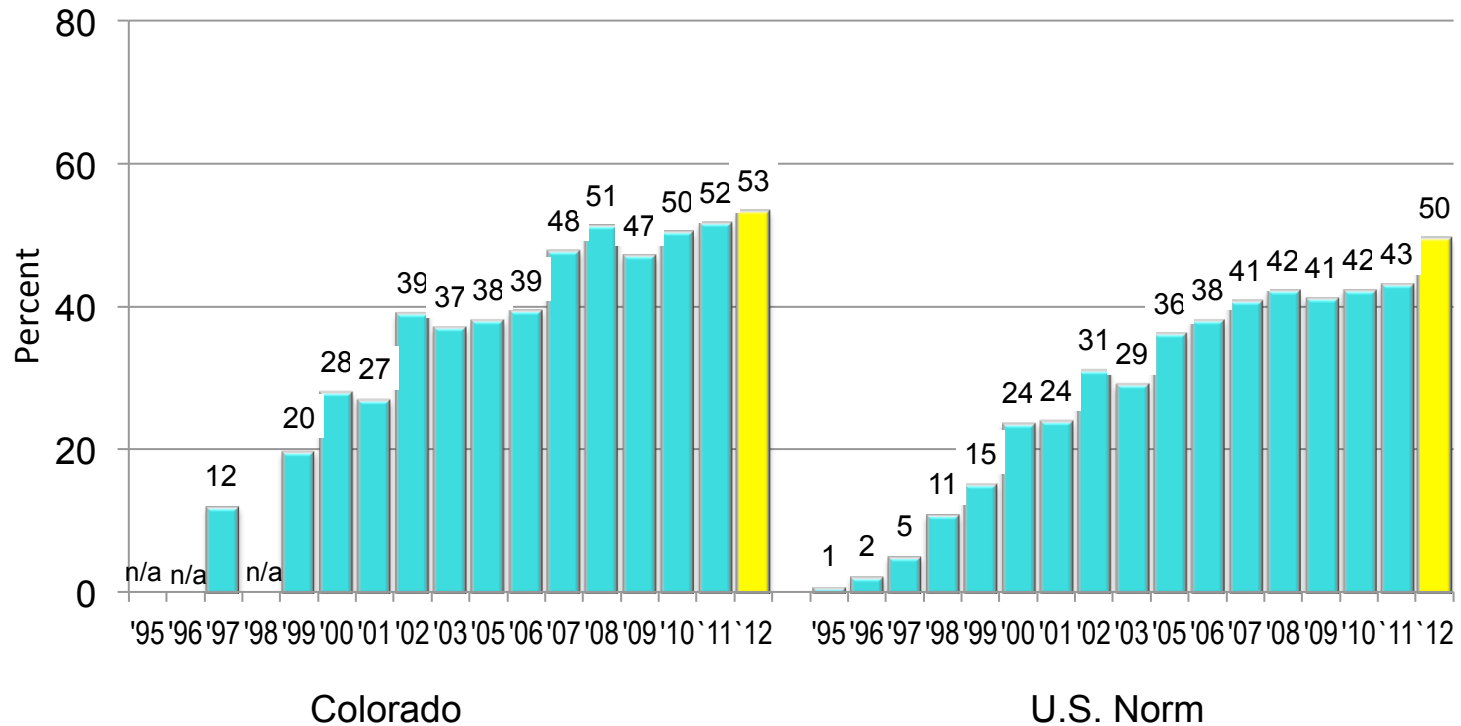


Trip Characteristics

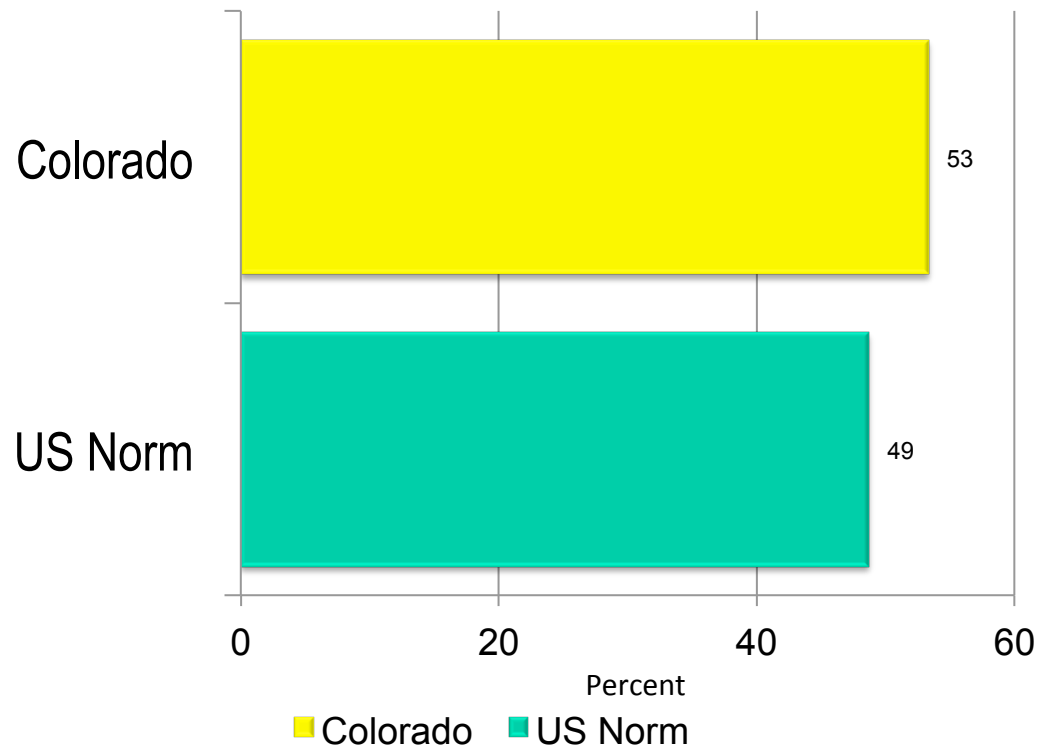
Use of Internet For Trip Planning



Base: Overnight Leisure Trips



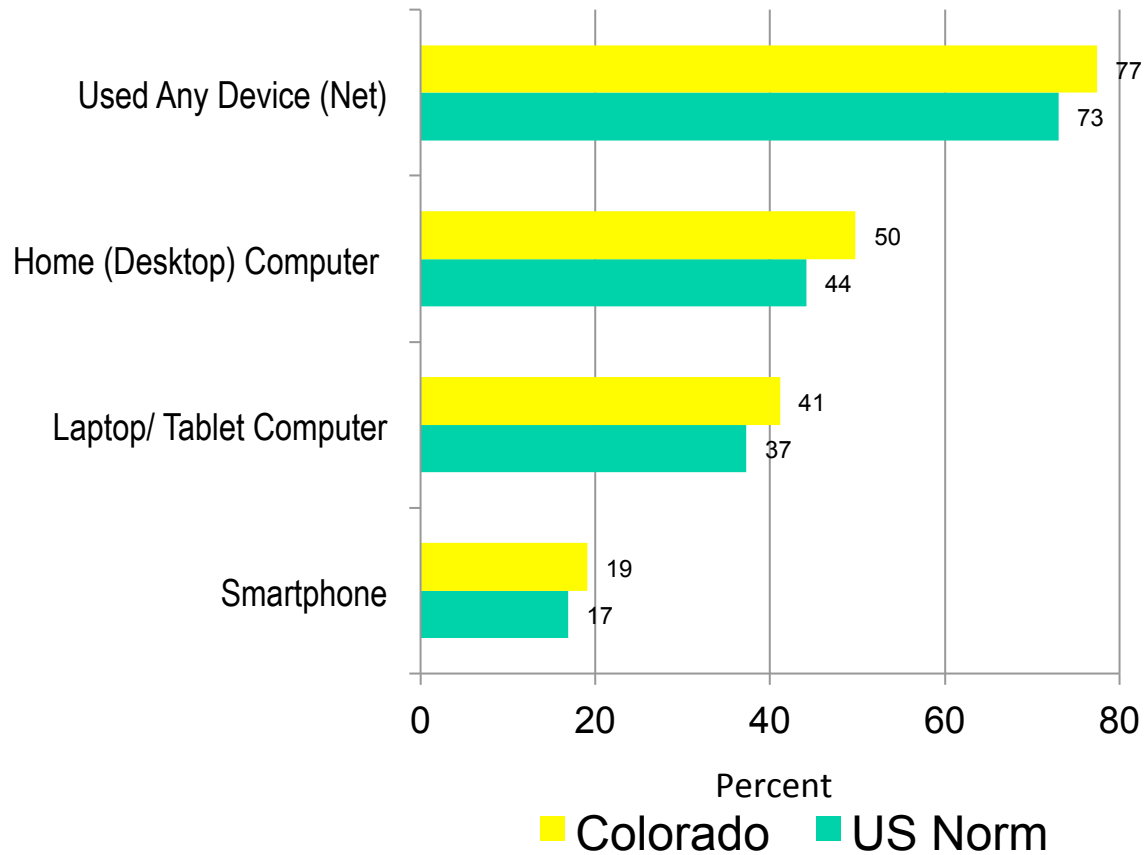
Used Internet to Book All/Part of Trip



Use of Devices for Trip Planning



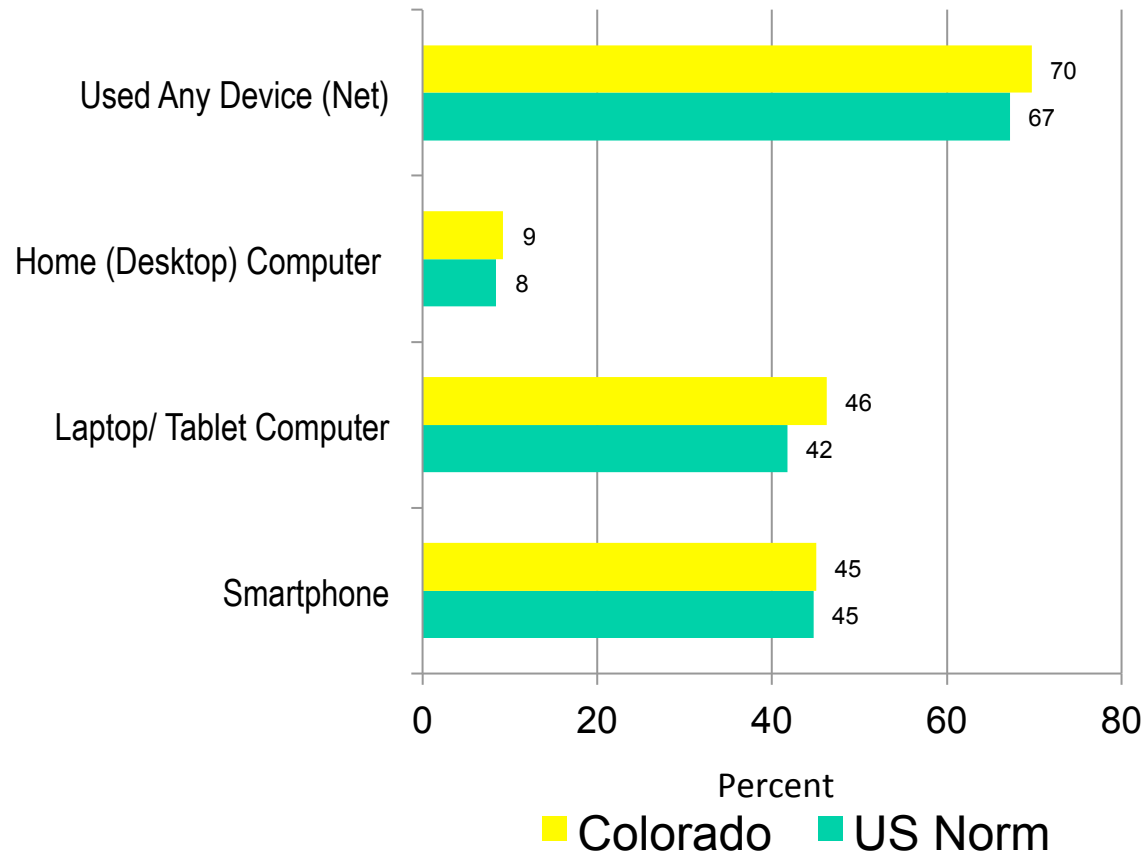
Base: Overnight Leisure Trips



Use of Devices During Trip



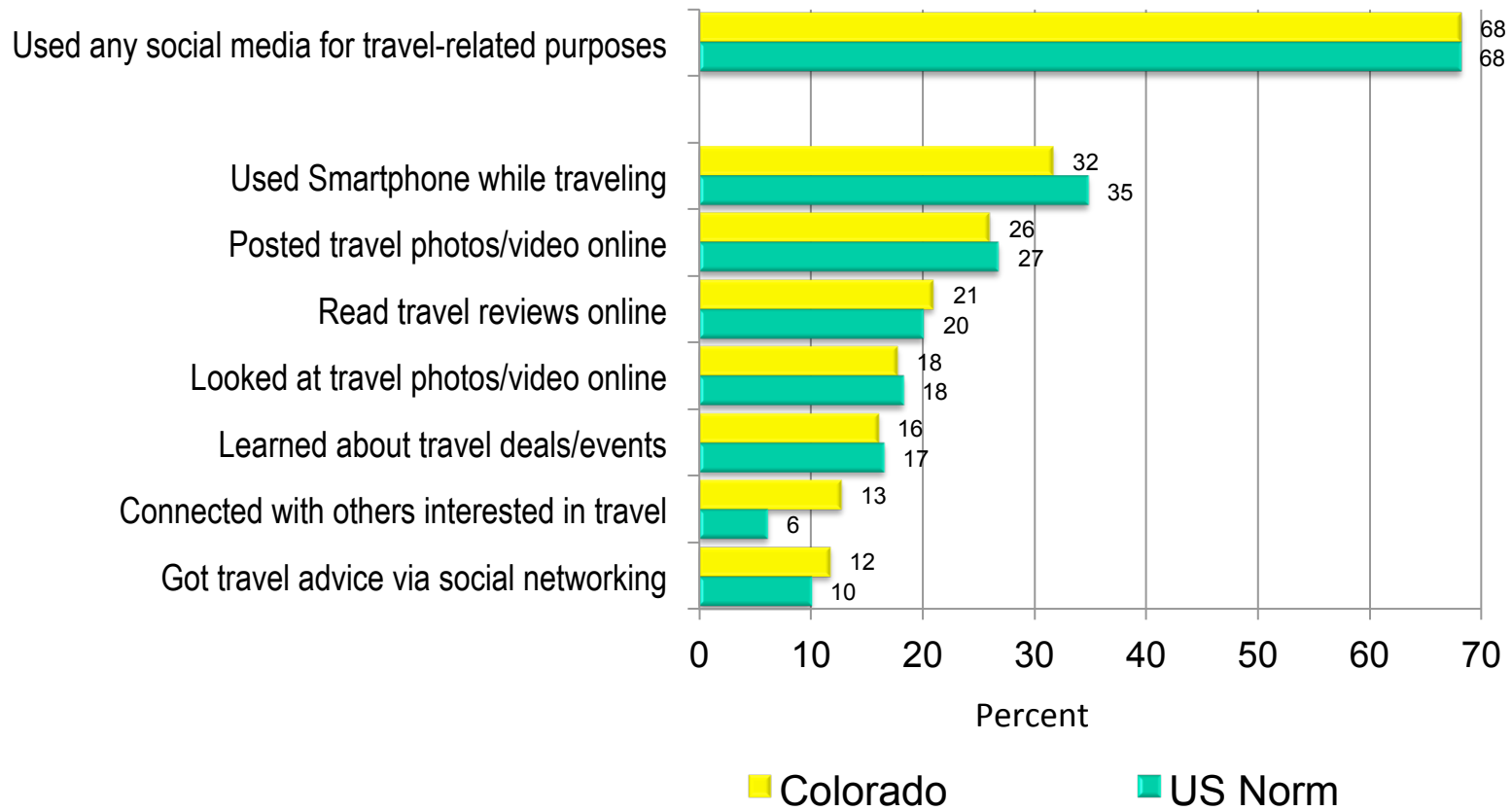
Base: Overnight Leisure Trips



Social Media Used in the Past 3 Months



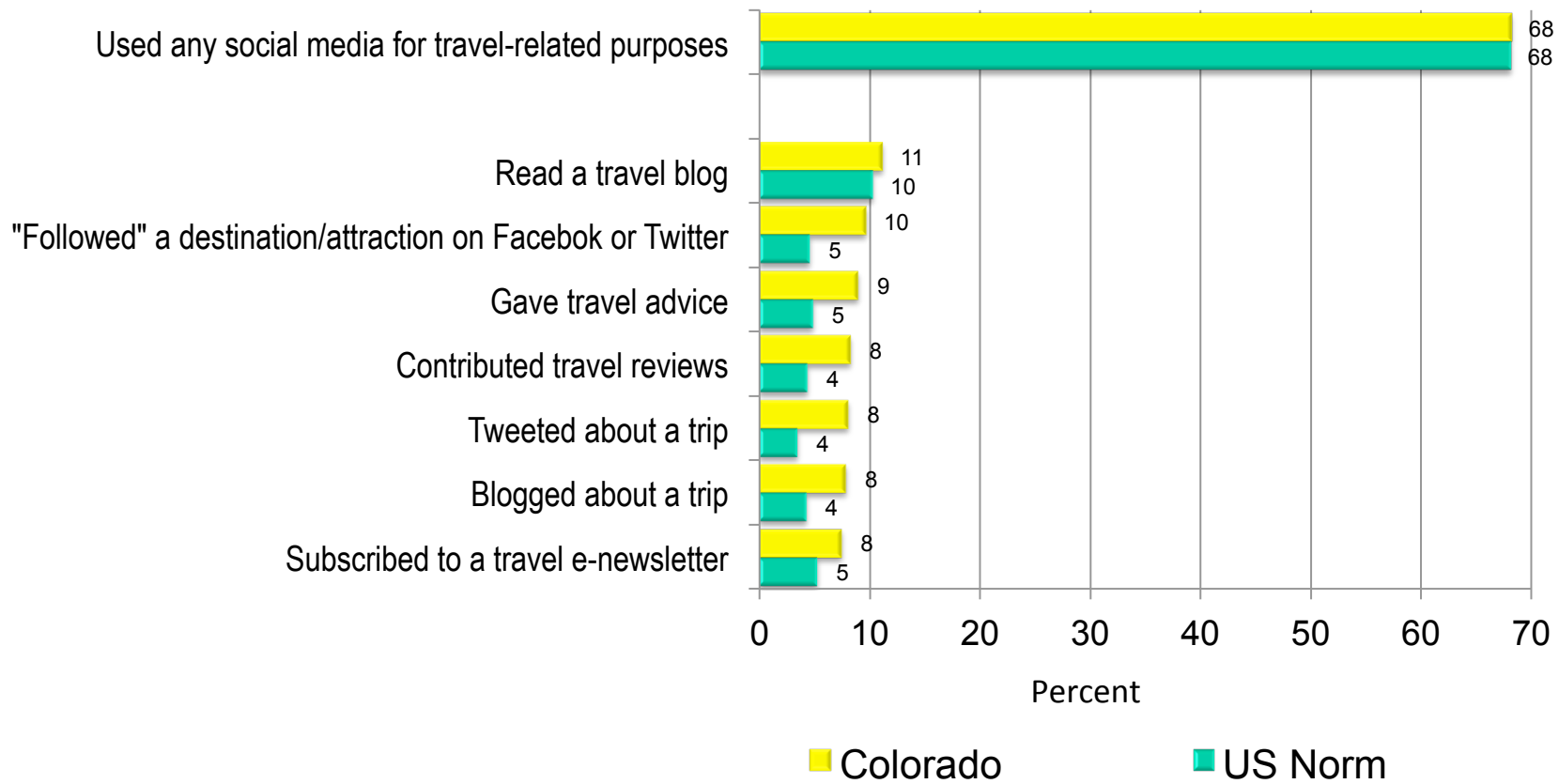
Base: Overnight Leisure Trips



Social Media Used in the Past 3 Months



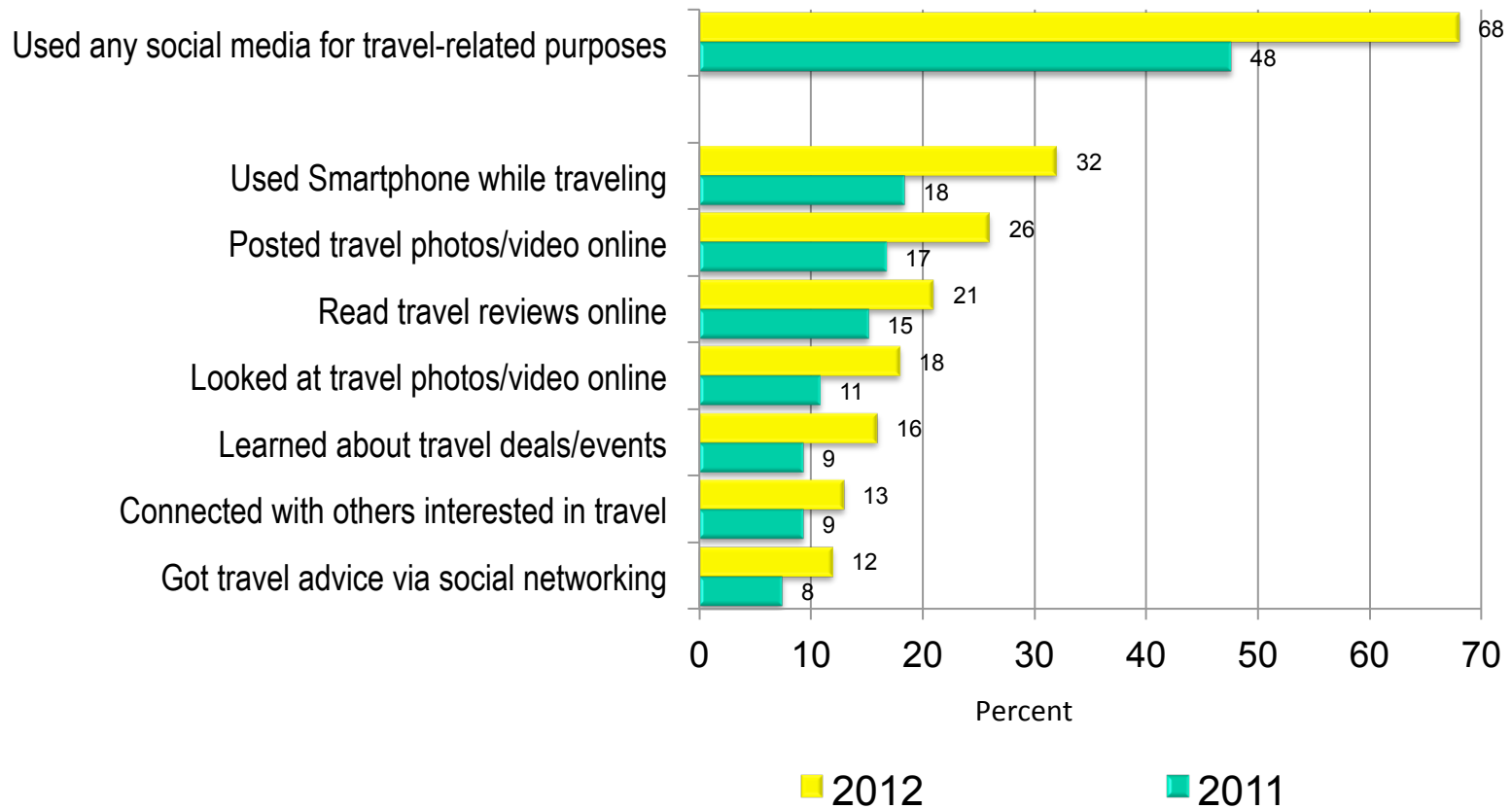
Base: Overnight Leisure Trips



Social Media Used in the Past 3 Months, 2012 vs. 2011



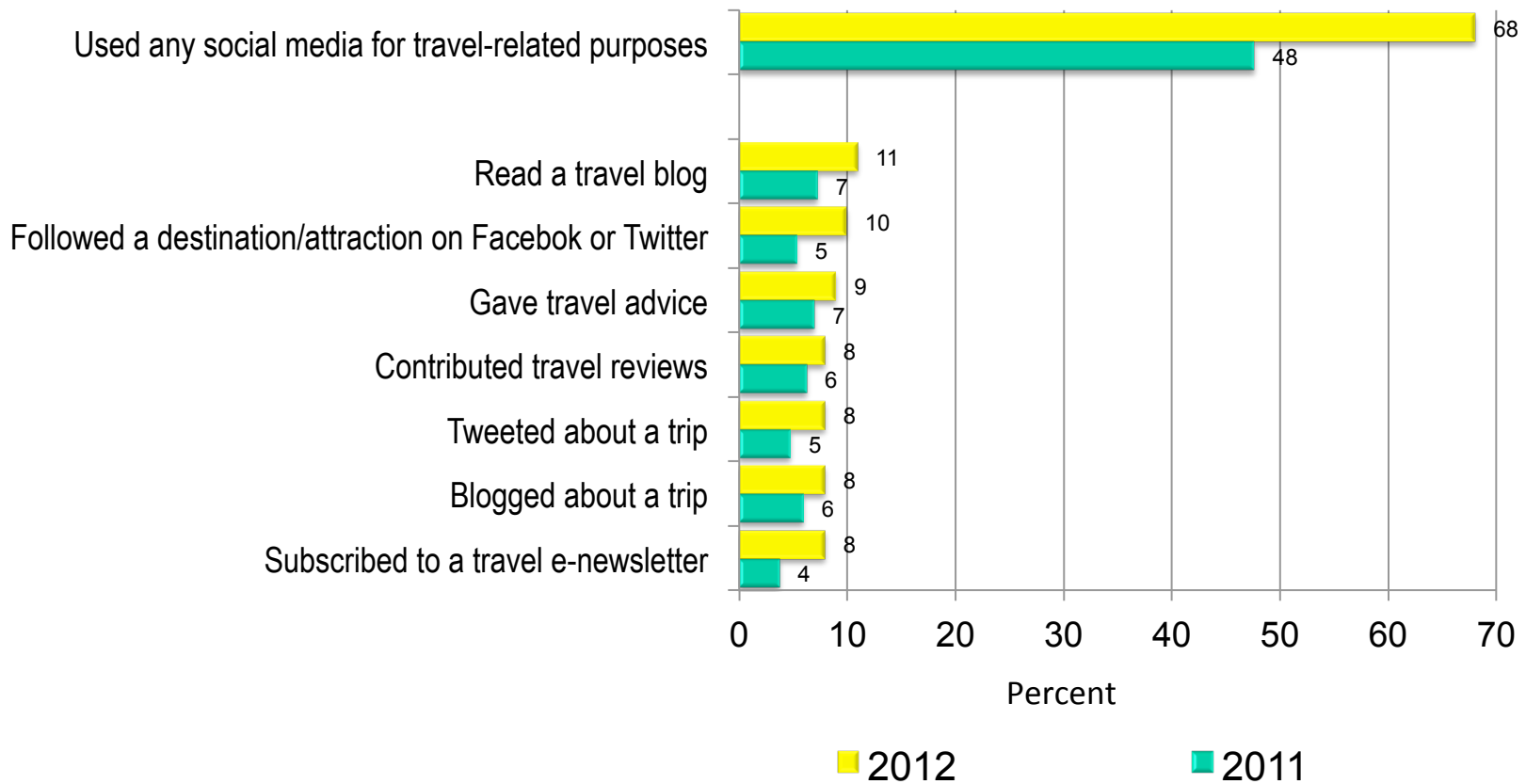
Base: Overnight Leisure Trips



Social Media Used in the Past 3 Months, 2012 vs. 2011



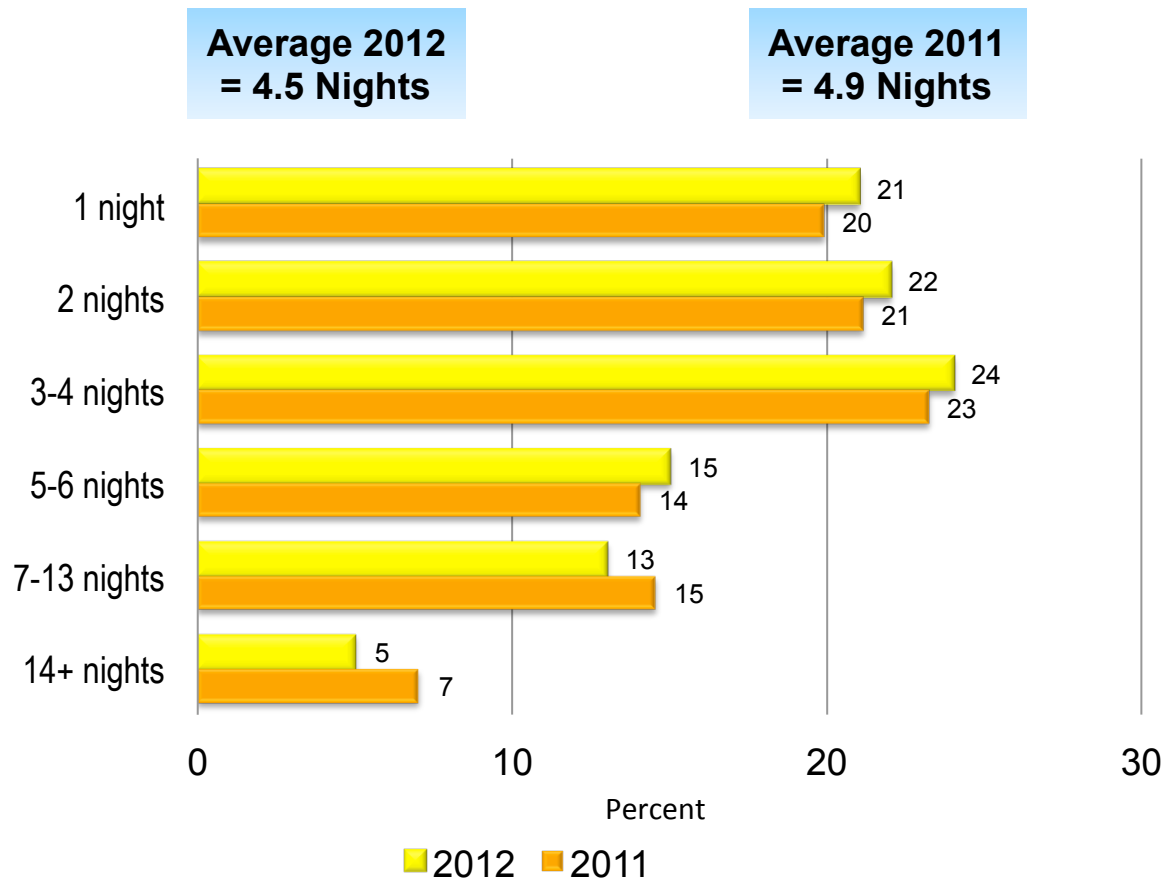
Base: Overnight Leisure Trips



Length of Colorado Trip



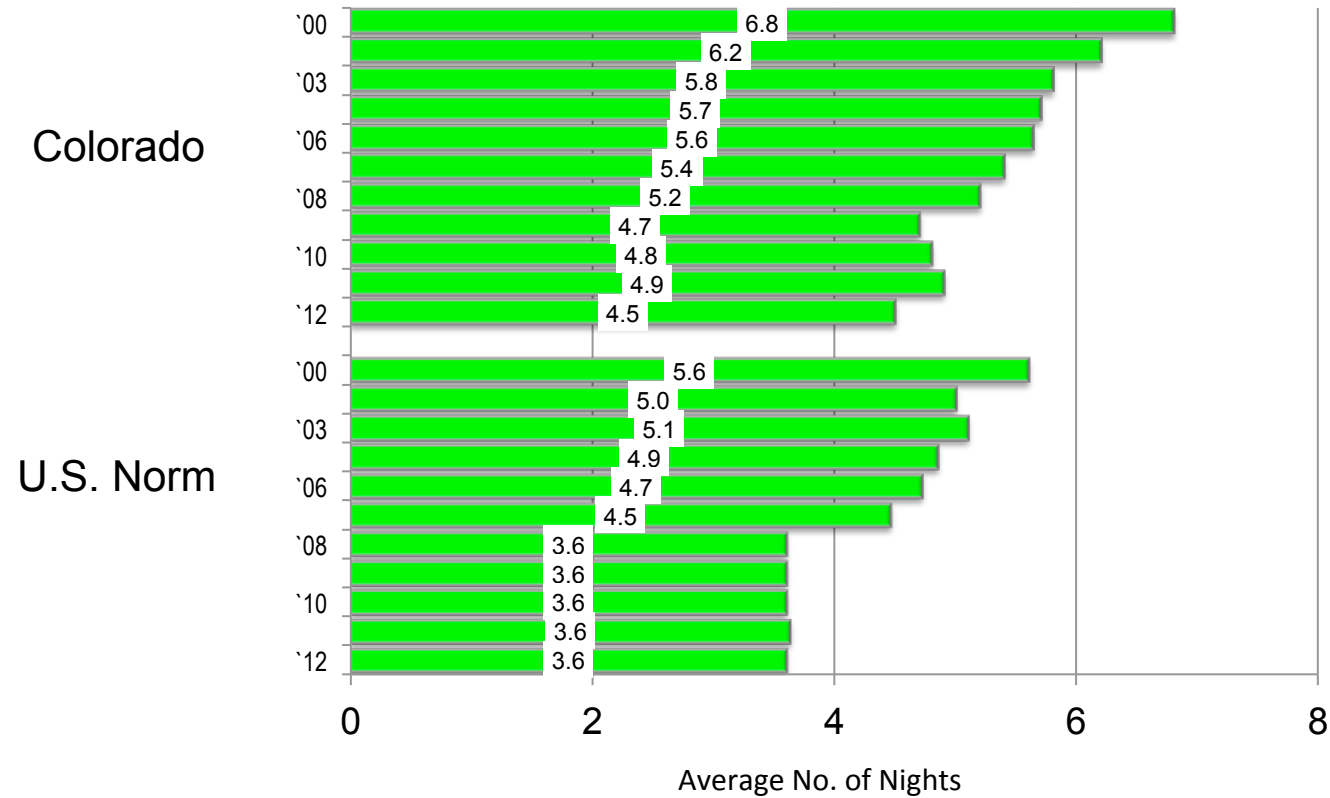
Base: Overnight Leisure Trips



Length of Trip



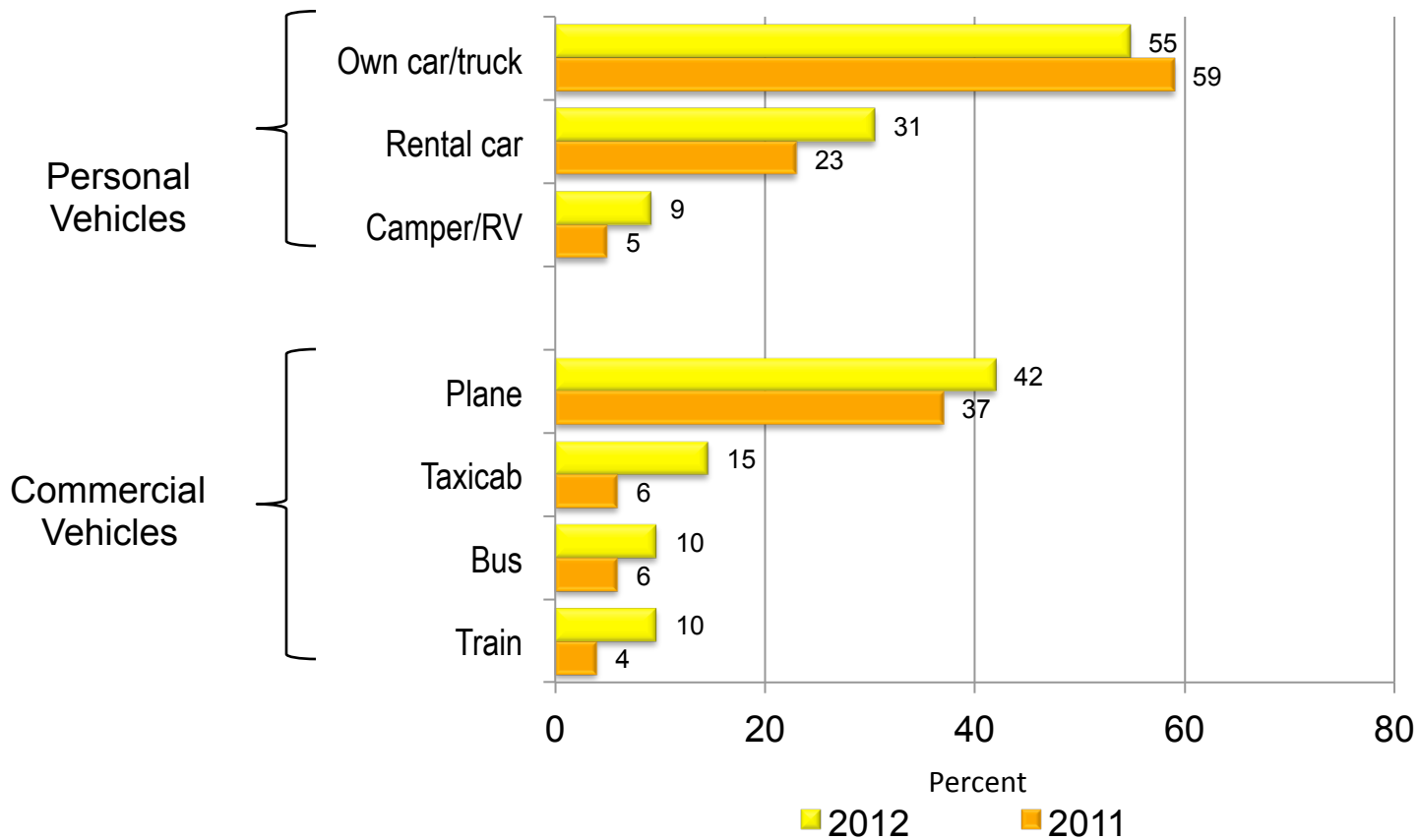
Base: Overnight Leisure Trips



Transportation Used on Colorado Trip



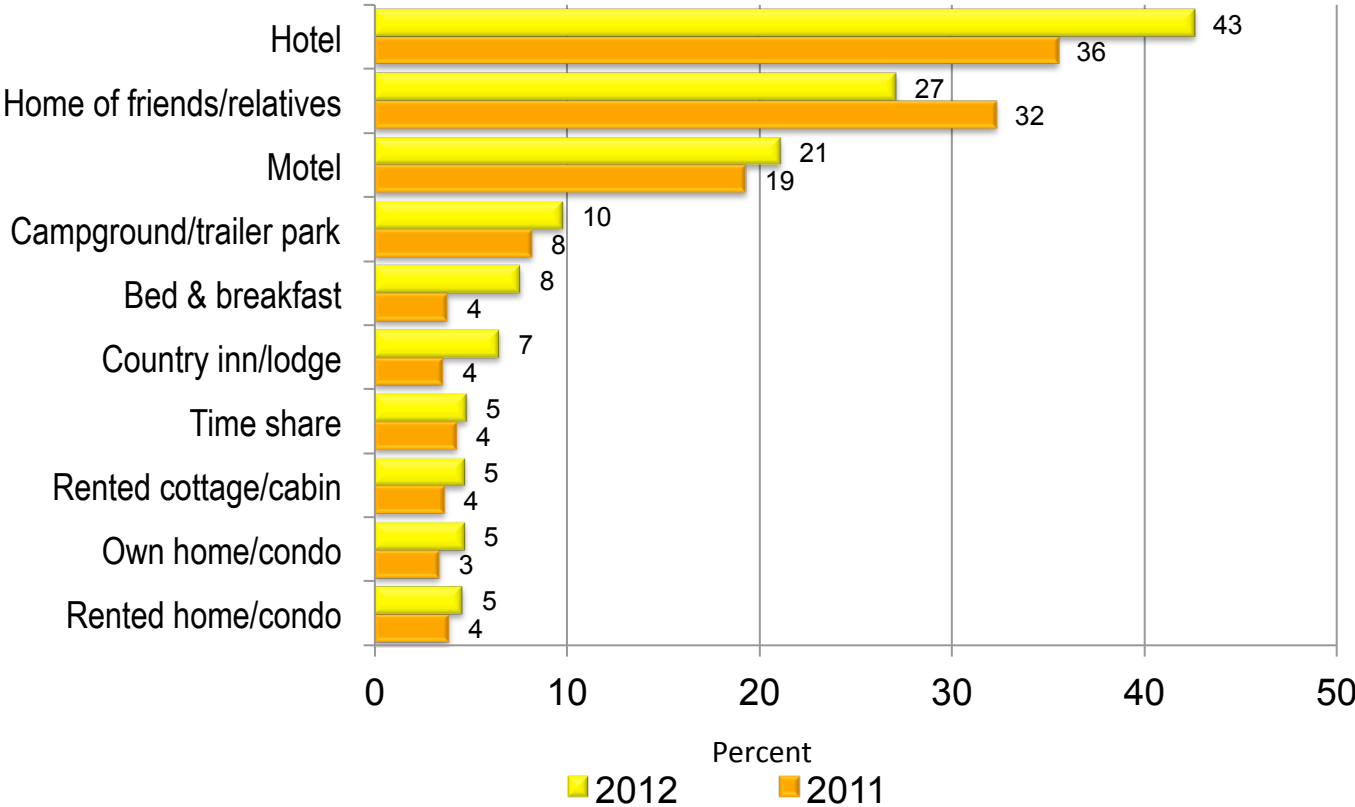
Base: Overnight Leisure Trips Originating Out of State



Accommodations Used on Trip



Base: Overnight Leisure Trips

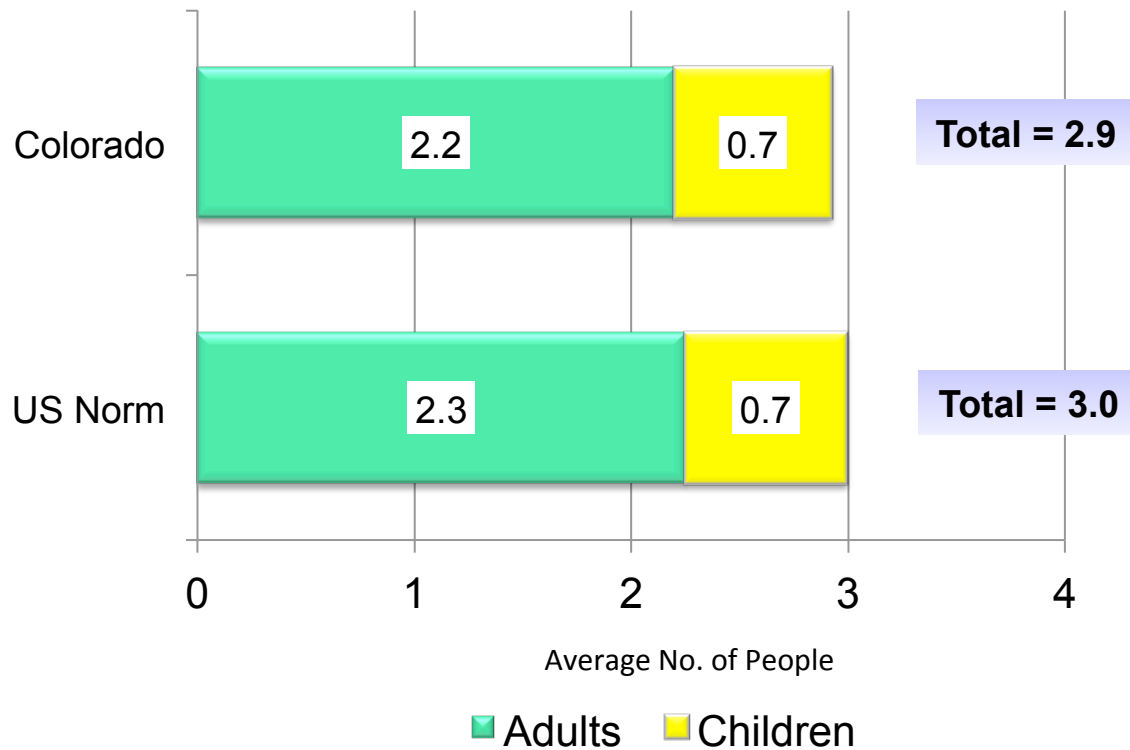


* Values may add to more than 100% because of usage of multiple types of accommodations

Size of Travel Party



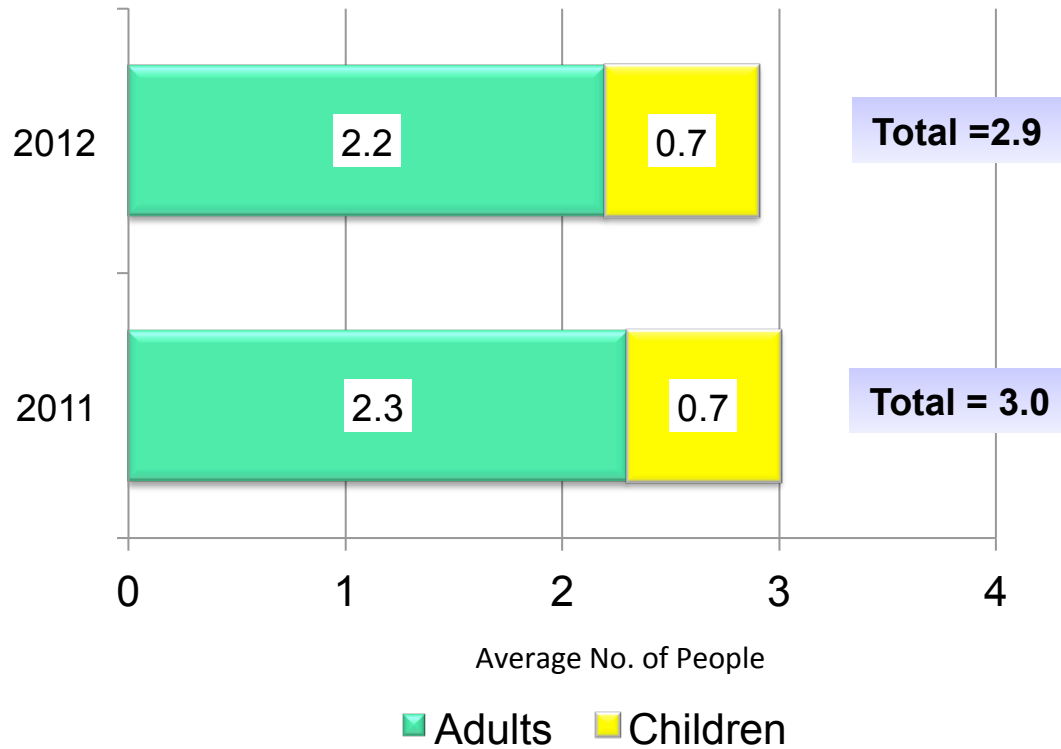
Base: Overnight Leisure Trips



Size of Travel Party



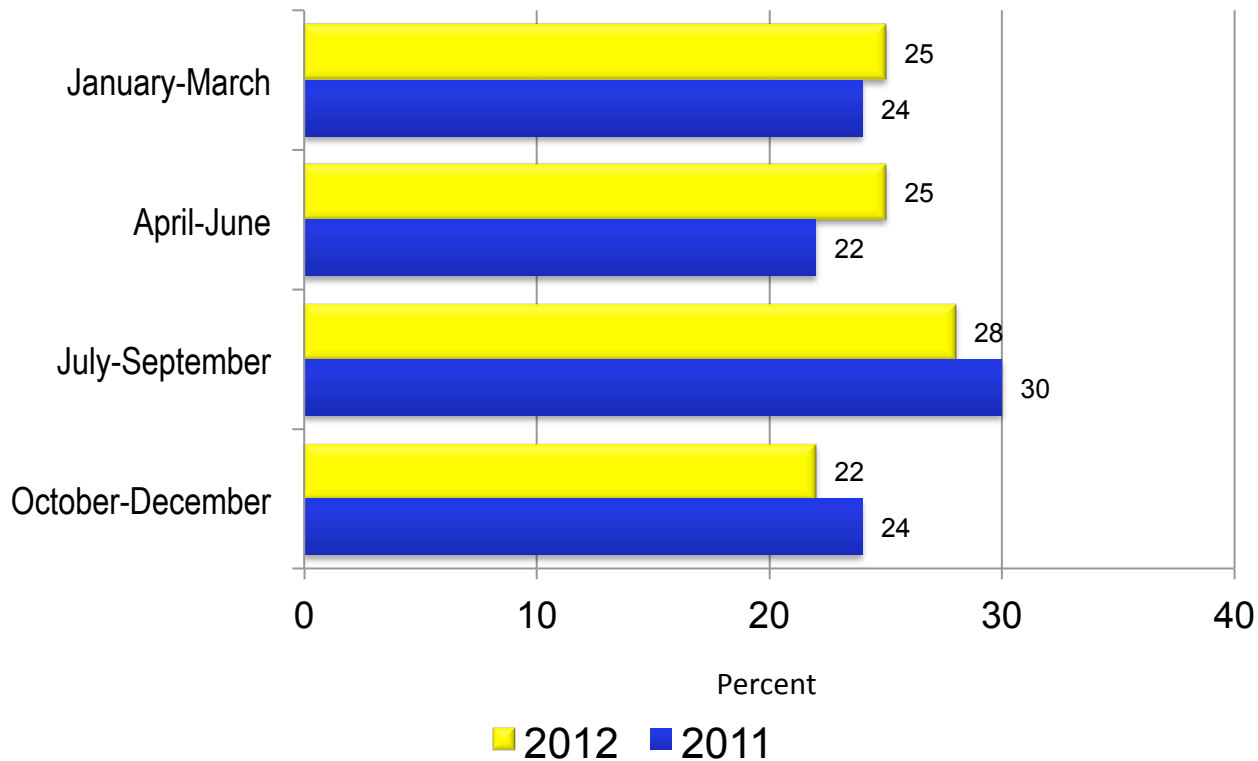
Base: Overnight Leisure Trips



Distribution of Trips by Quarter



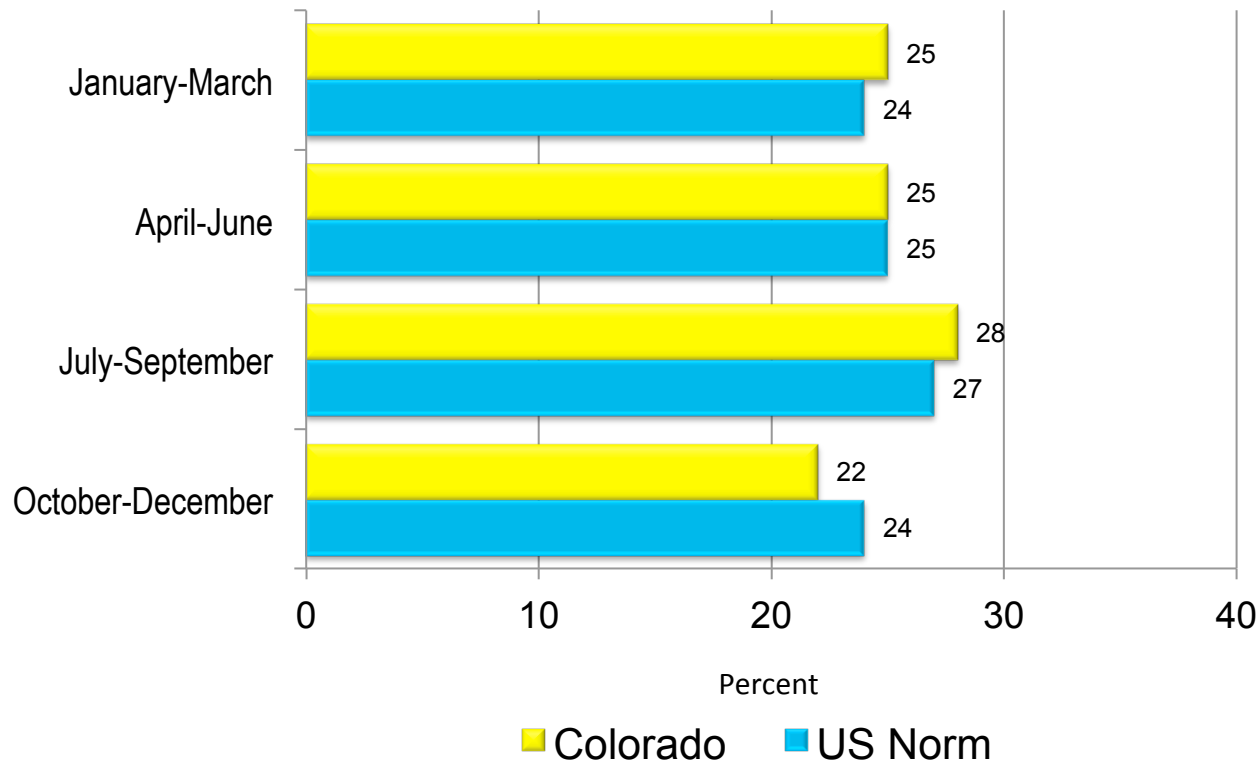
Base: Overnight Leisure Trips



Distribution of Trips by Quarter



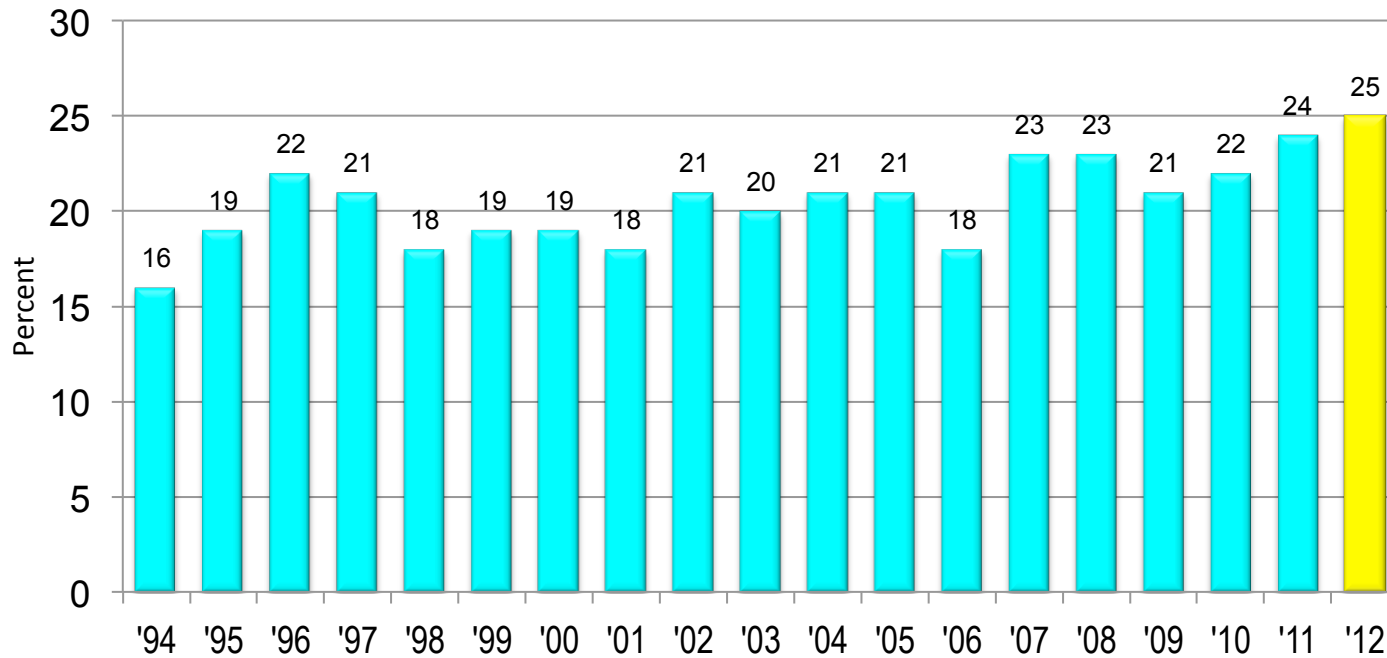
Base: Overnight Leisure Trips



Distribution of Trips by Quarter — January to March



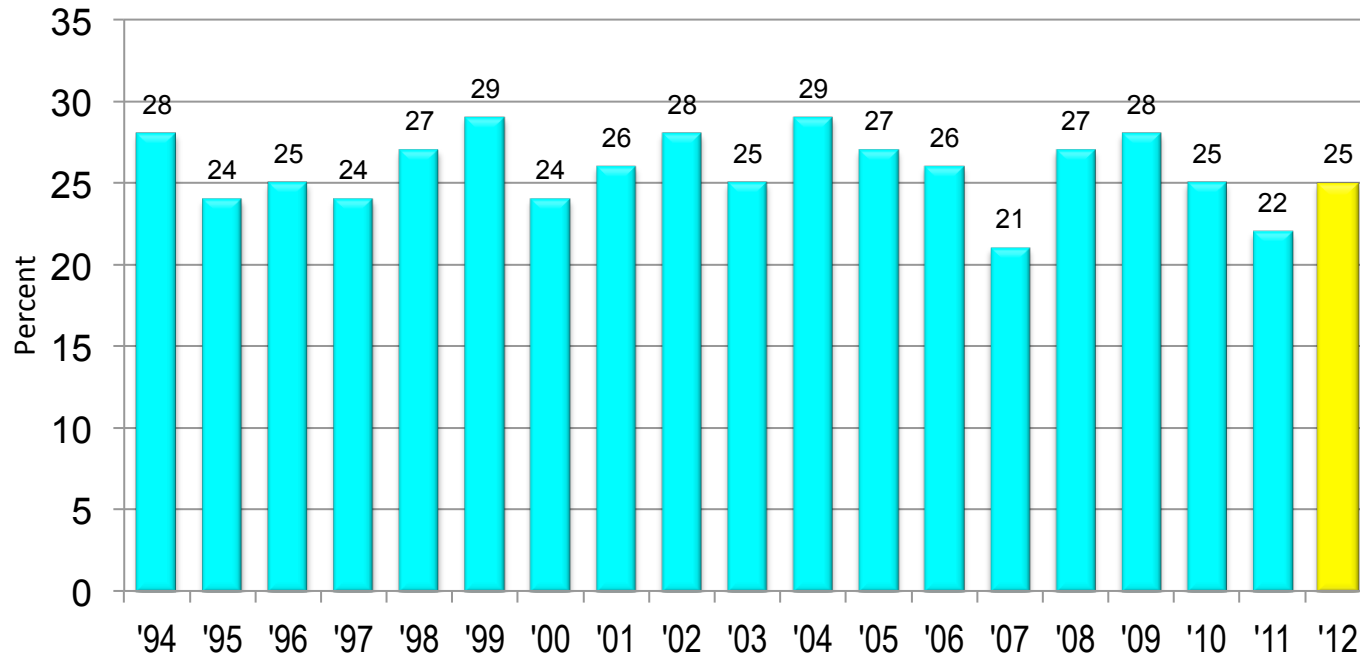
Base: Overnight Leisure Trips



Distribution of Trips by Quarter — April to June



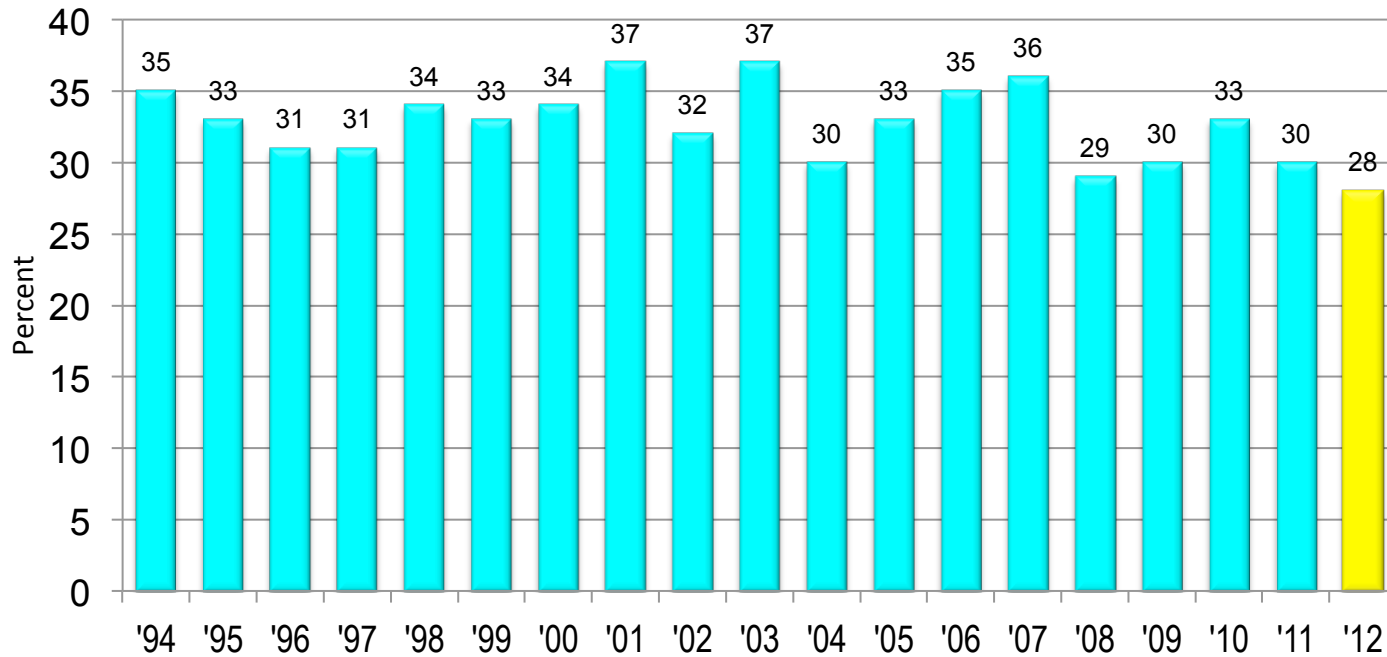
Base: Overnight Leisure Trips



Distribution of Trips by Quarter — July to September



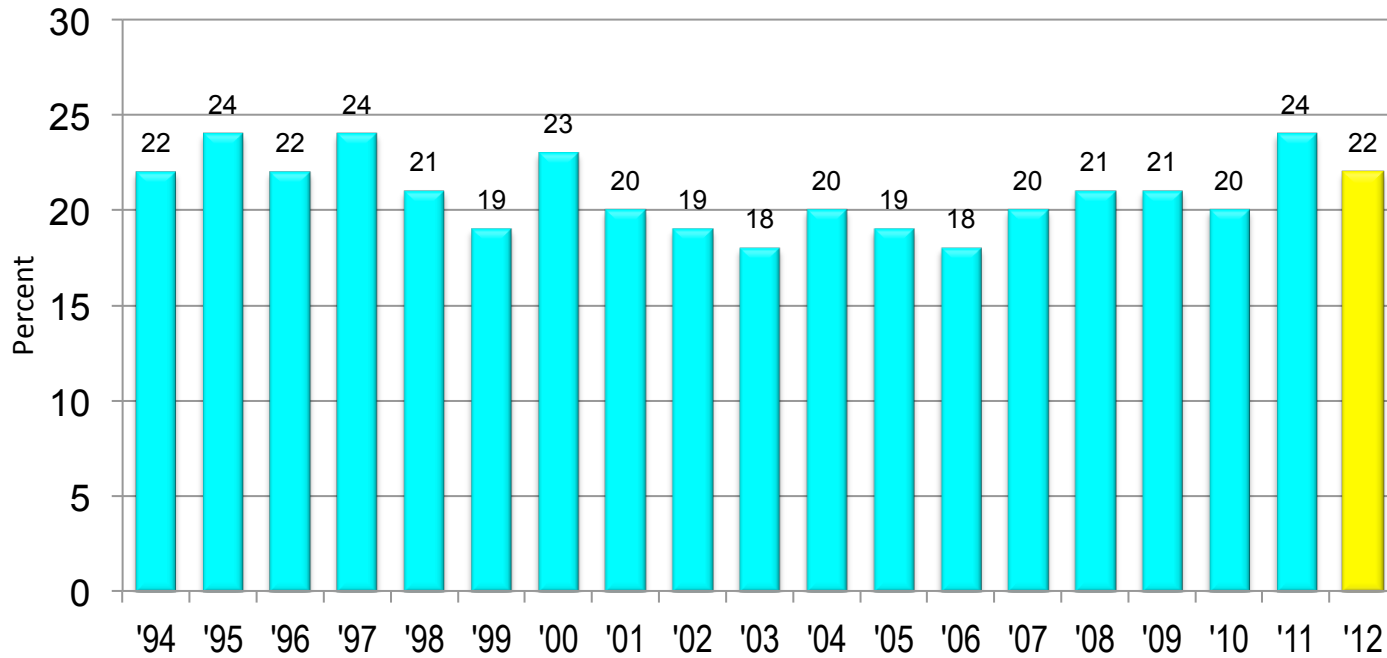
Base: Overnight Leisure Trips



Distribution of Trips by Quarter — October to December



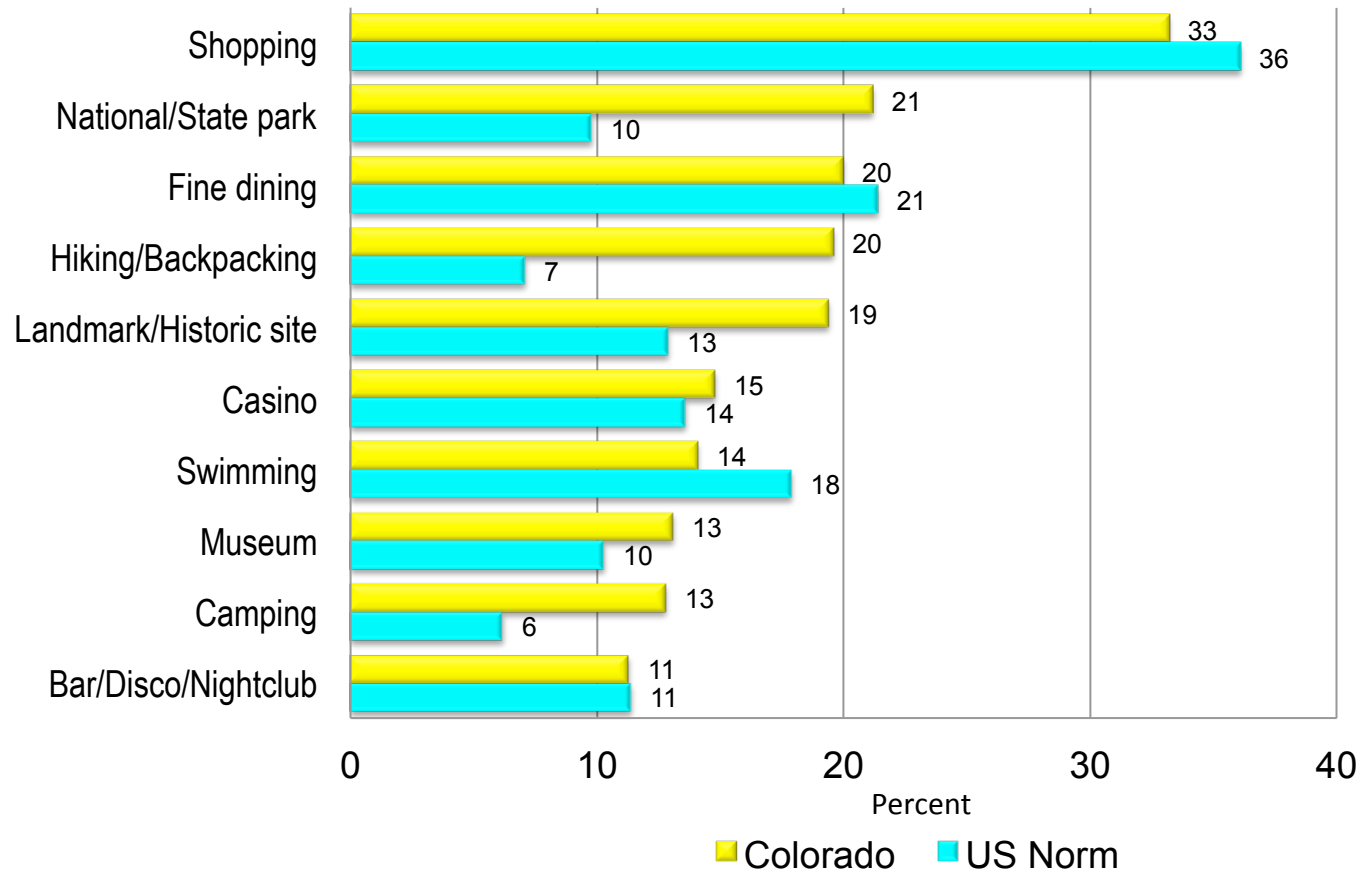
Base: Overnight Leisure Trips



Activities on Trip



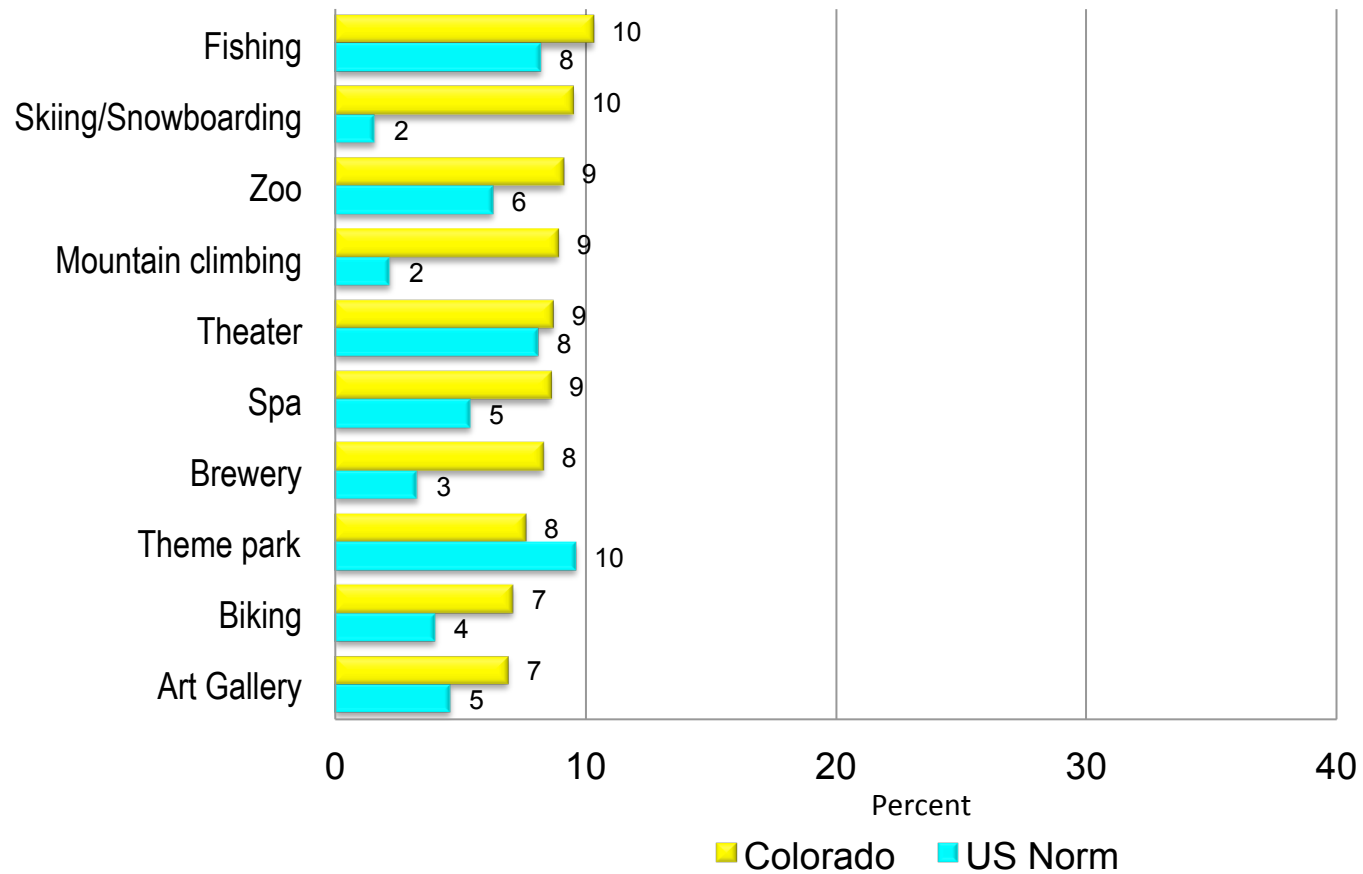
Base: Overnight Leisure Trips



Activities on Trip (Cont'd)



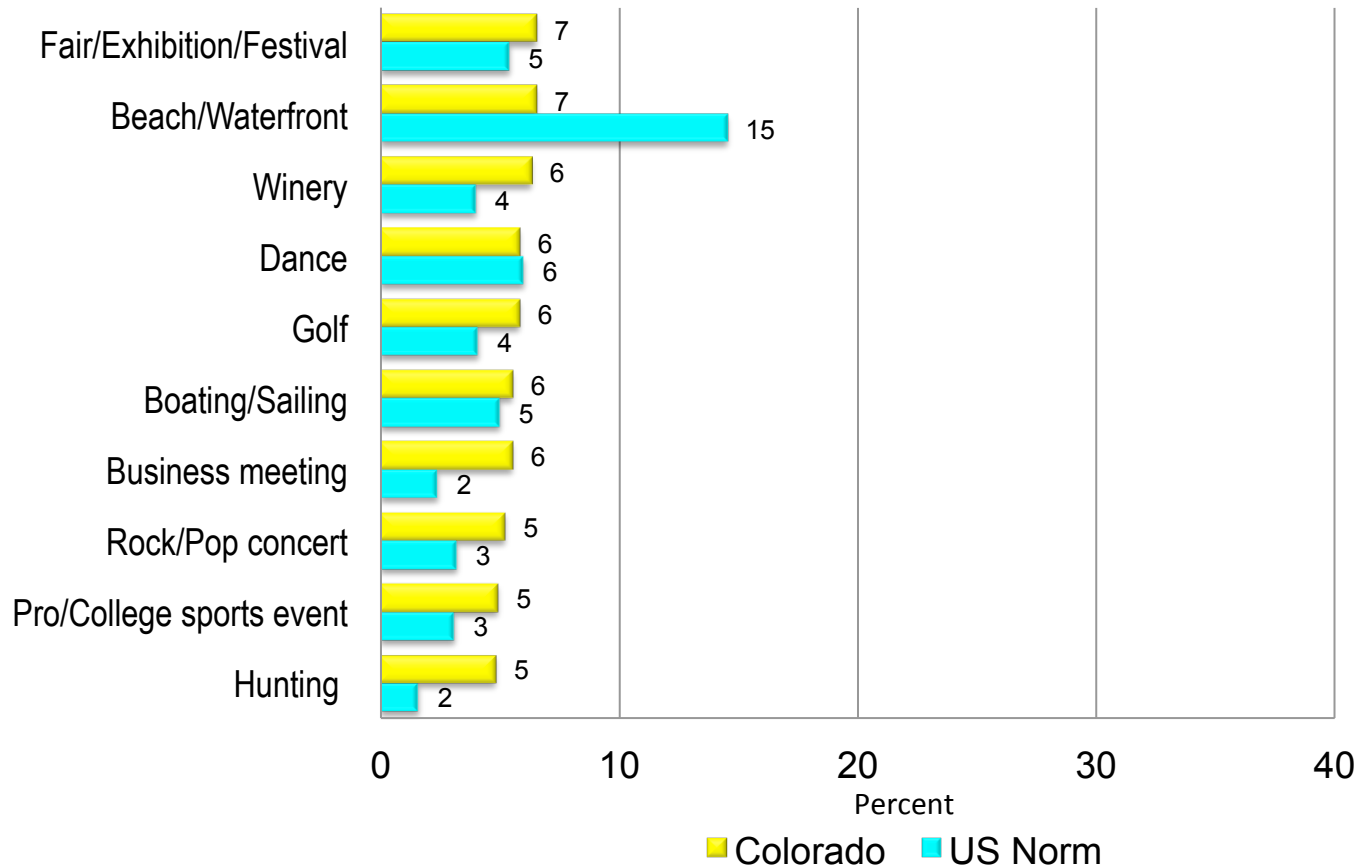
Base: Overnight Leisure Trips



Activities on Trip (Cont'd)



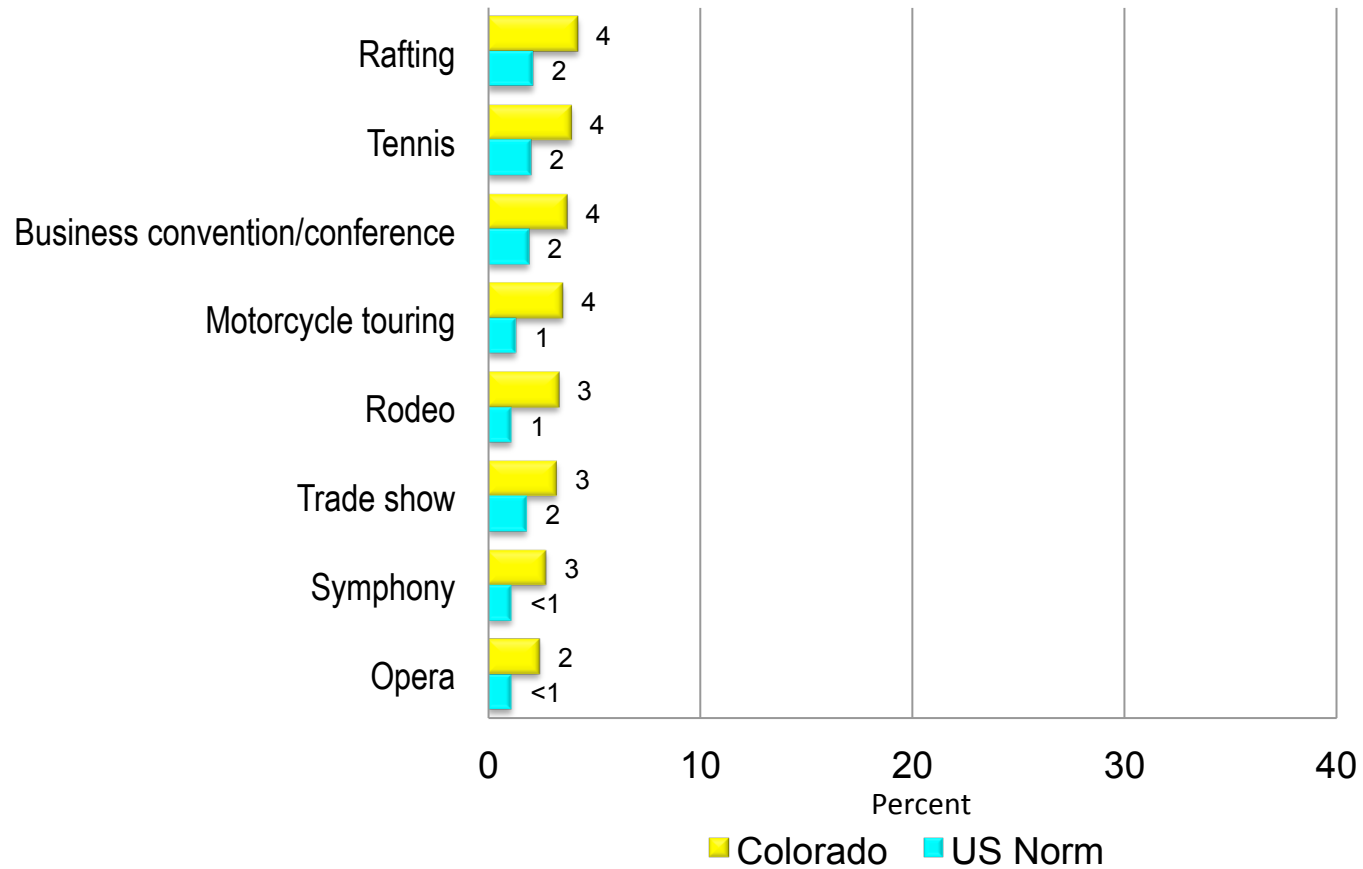
Base: Overnight Leisure Trips



Activities on Trip (Cont'd)



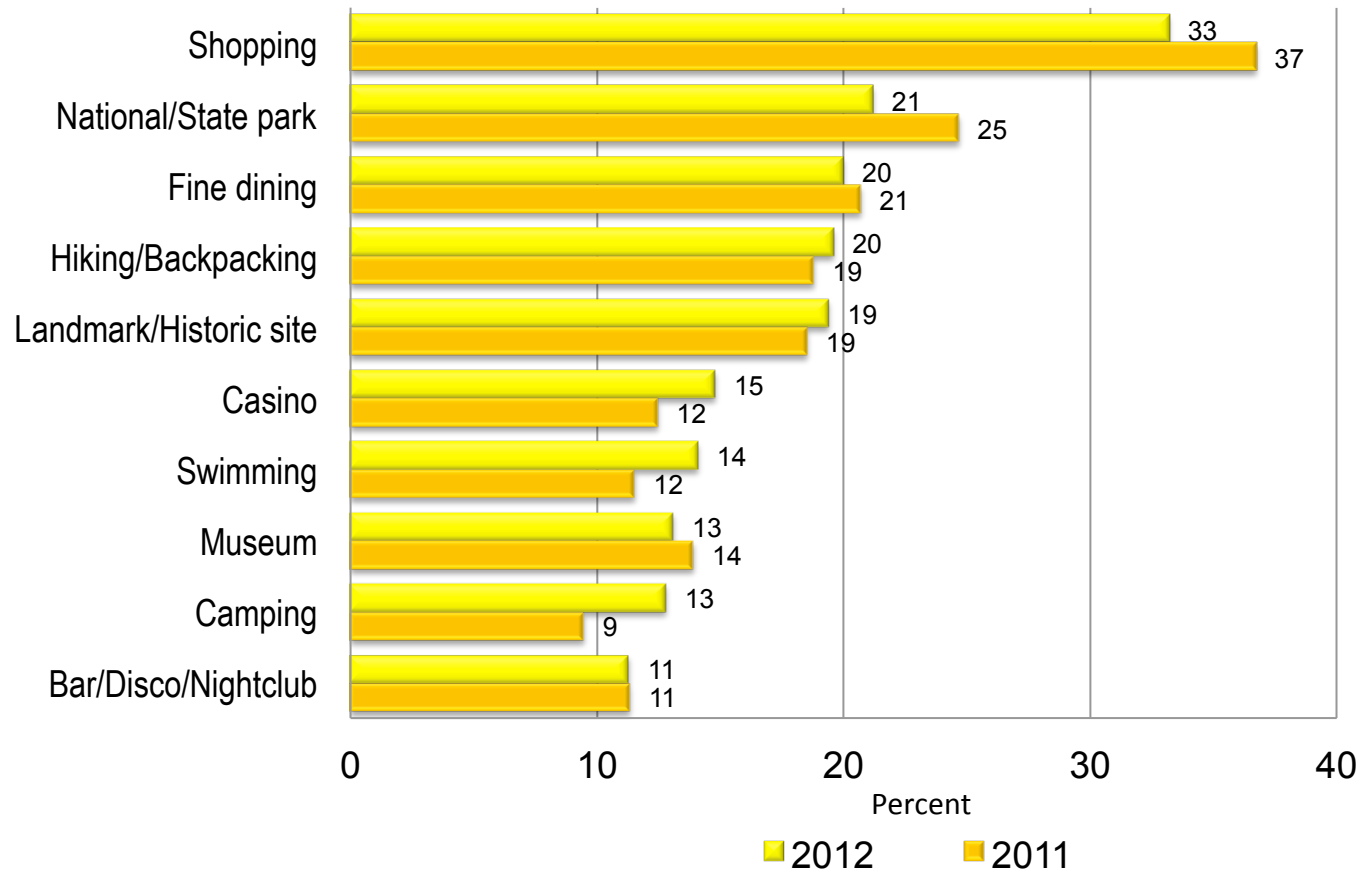
Base: Overnight Leisure Trips



Activities on Trip



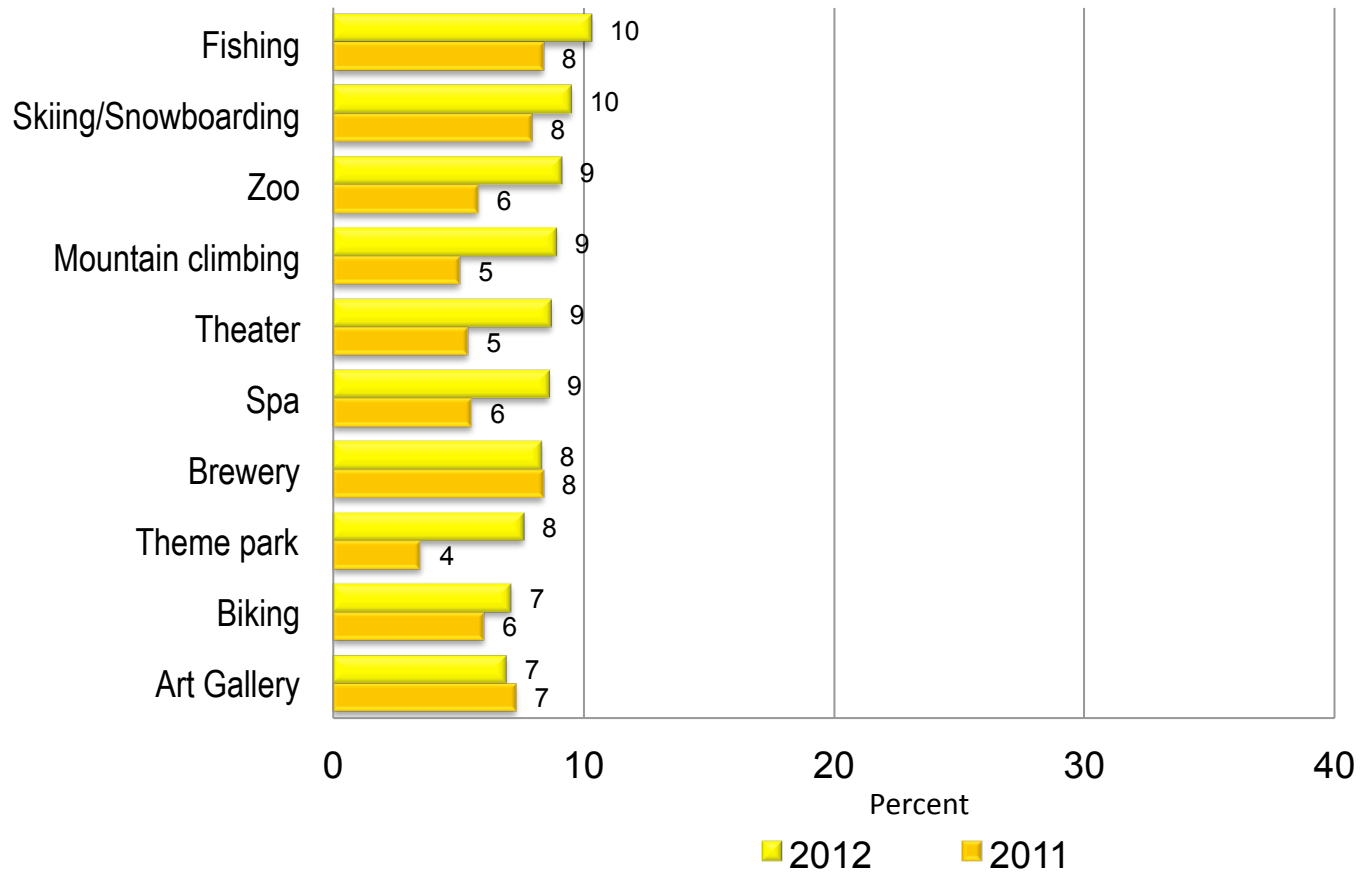
Base: Overnight Leisure Trips



Activities on Trip



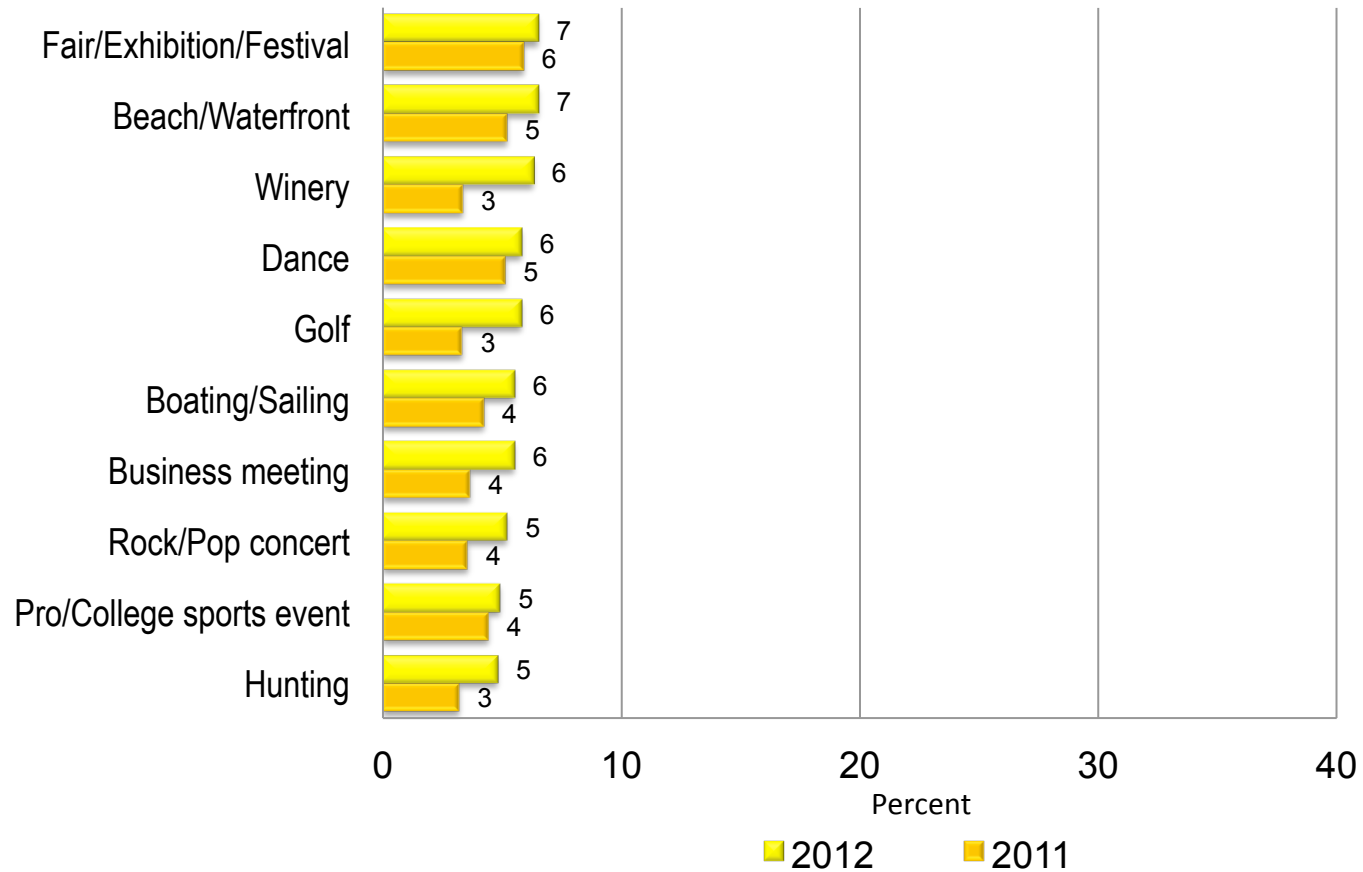
Base: Overnight Leisure Trips



Activities on Trip



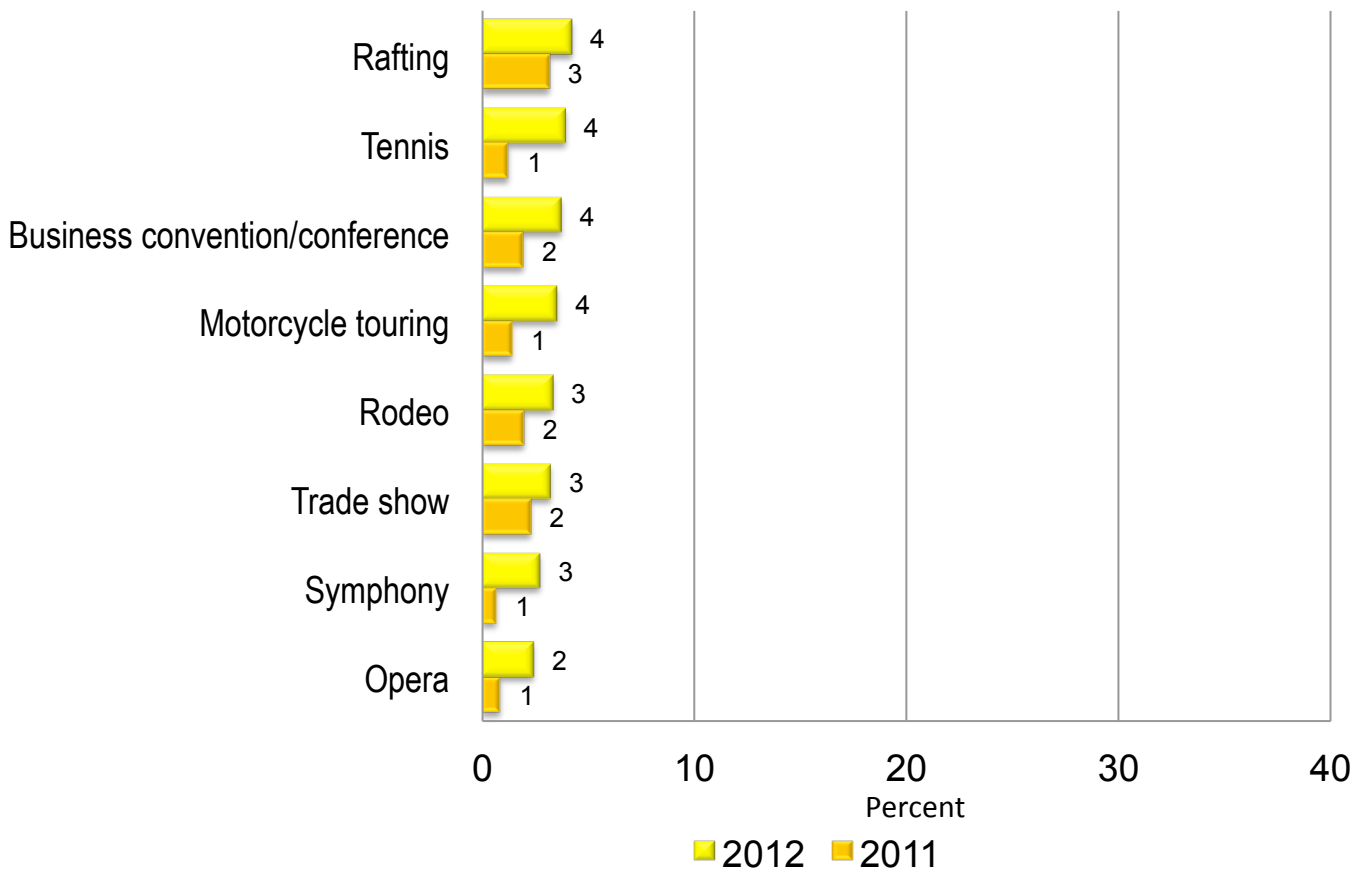
Base: Overnight Leisure Trips



Activities on Trip



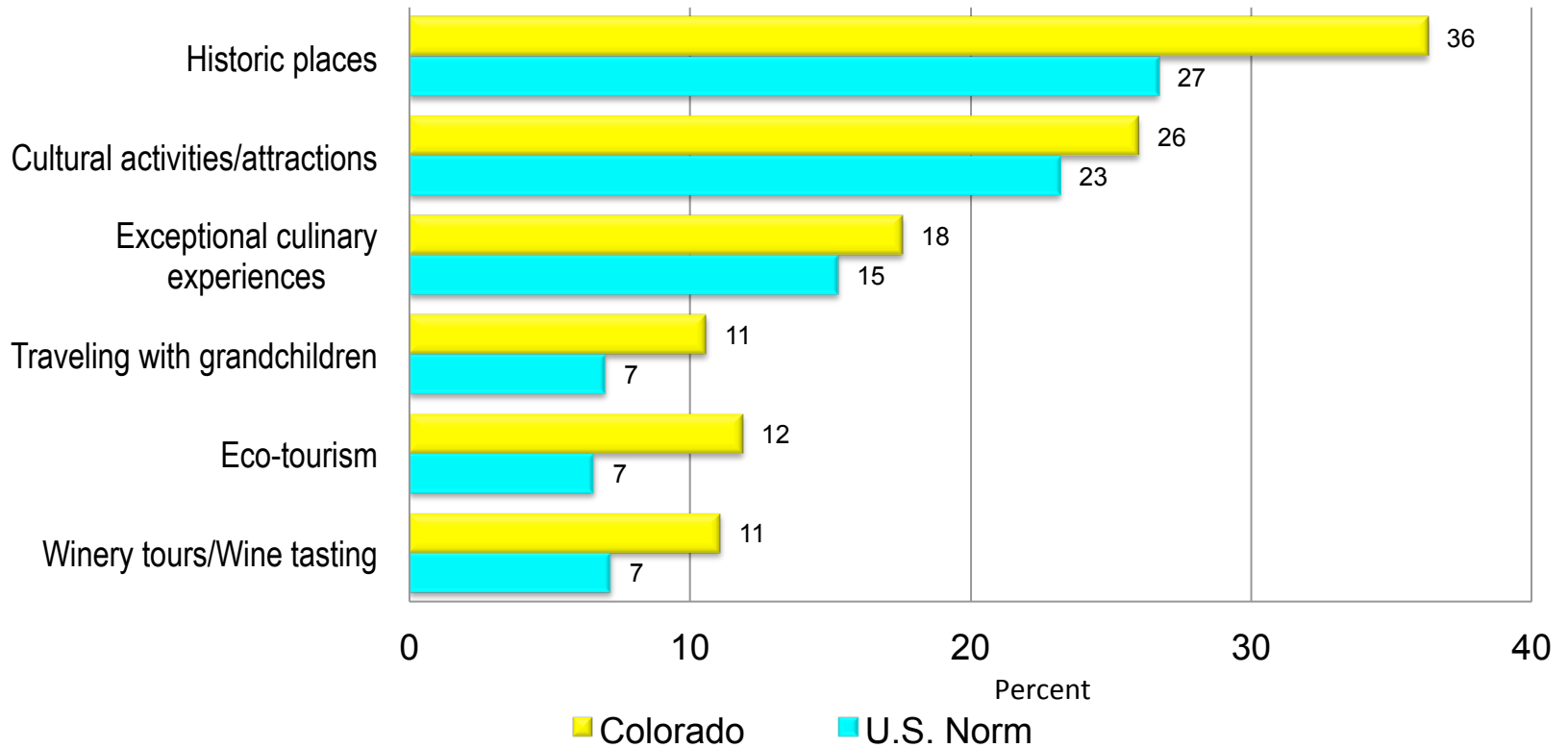
Base: Overnight Leisure Trips



Specific Interests on Trip



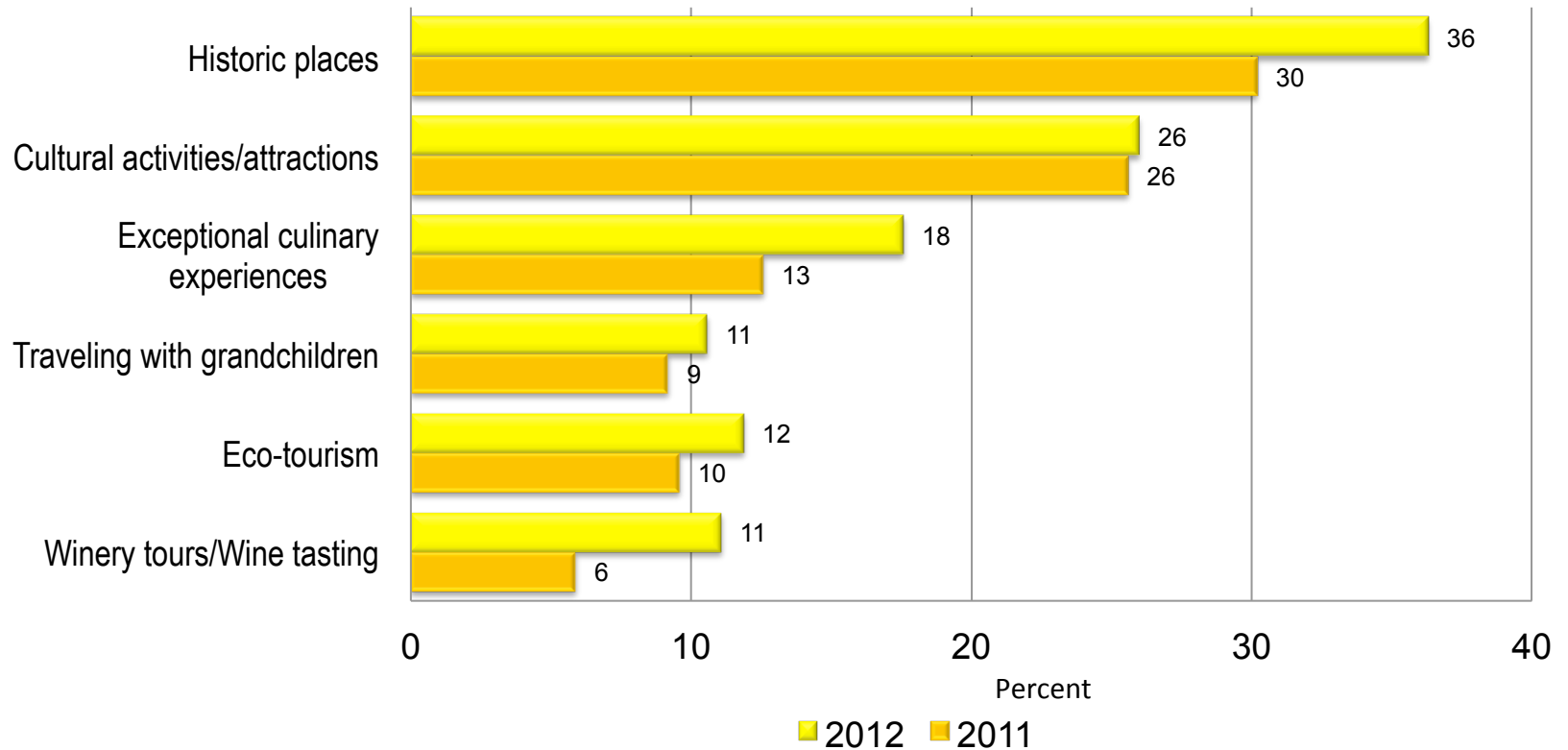
Base: Overnight Leisure Trips



Specific Interests on Colorado Trip



Base: Overnight Leisure Trips

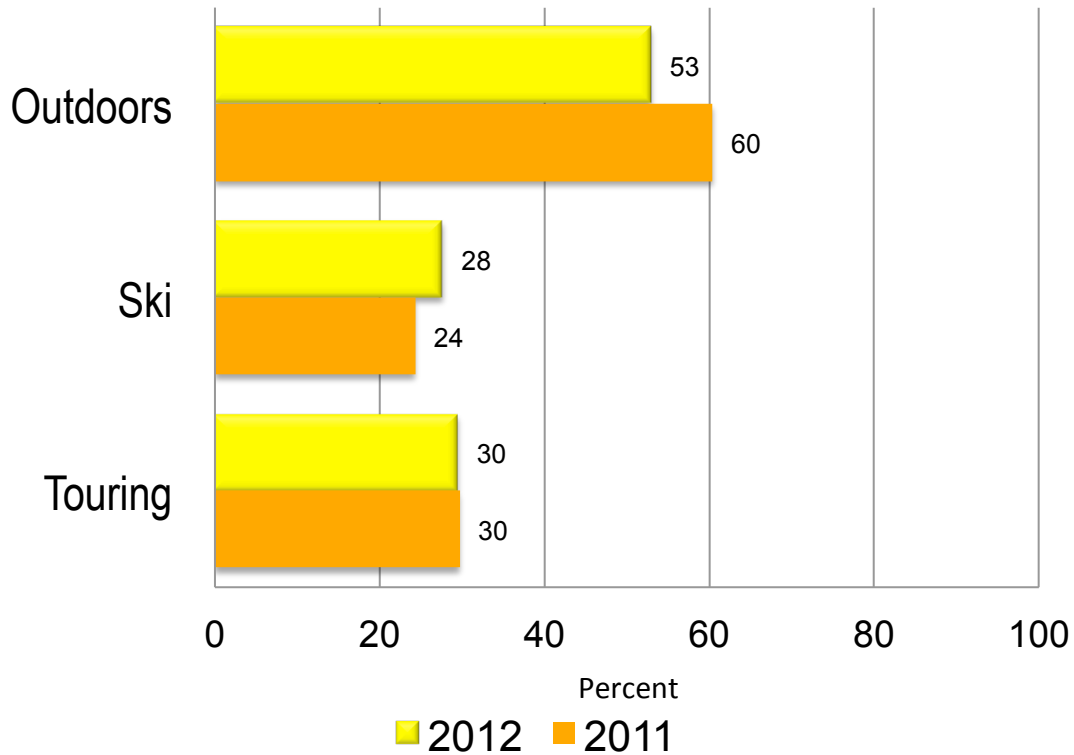


Profiles of Colorado's Key Travel Segments

Instate Trips — By Segment



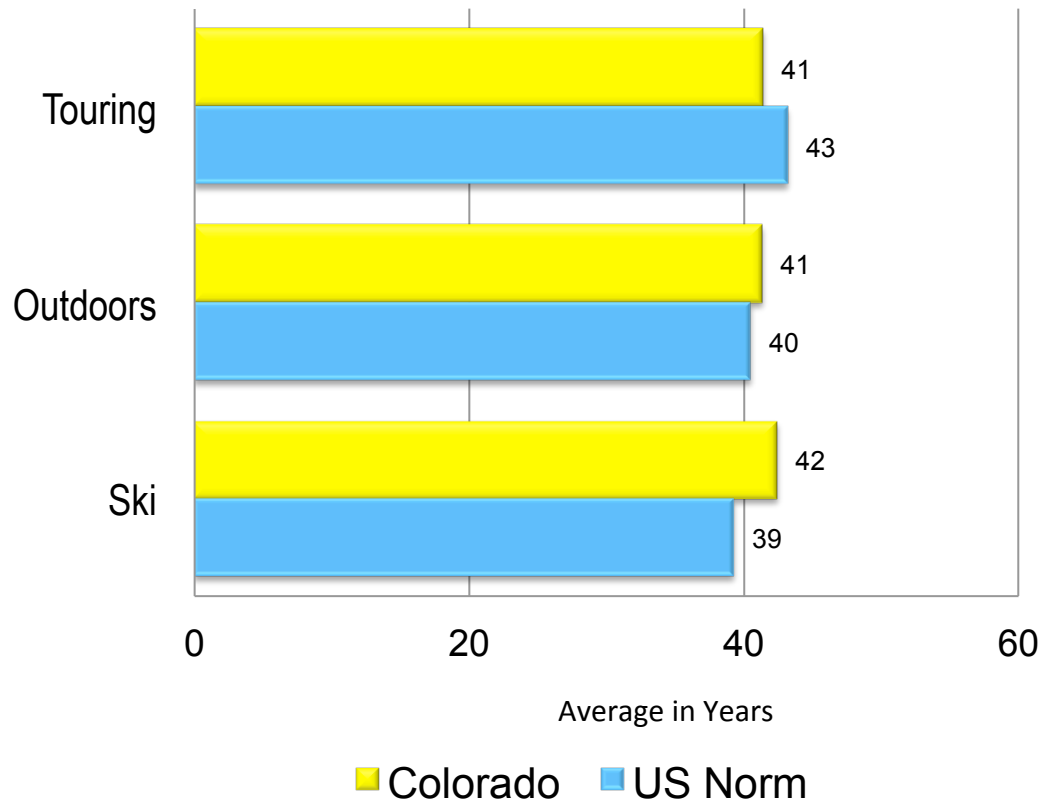
Base: Overnight Leisure Trips



Average Age



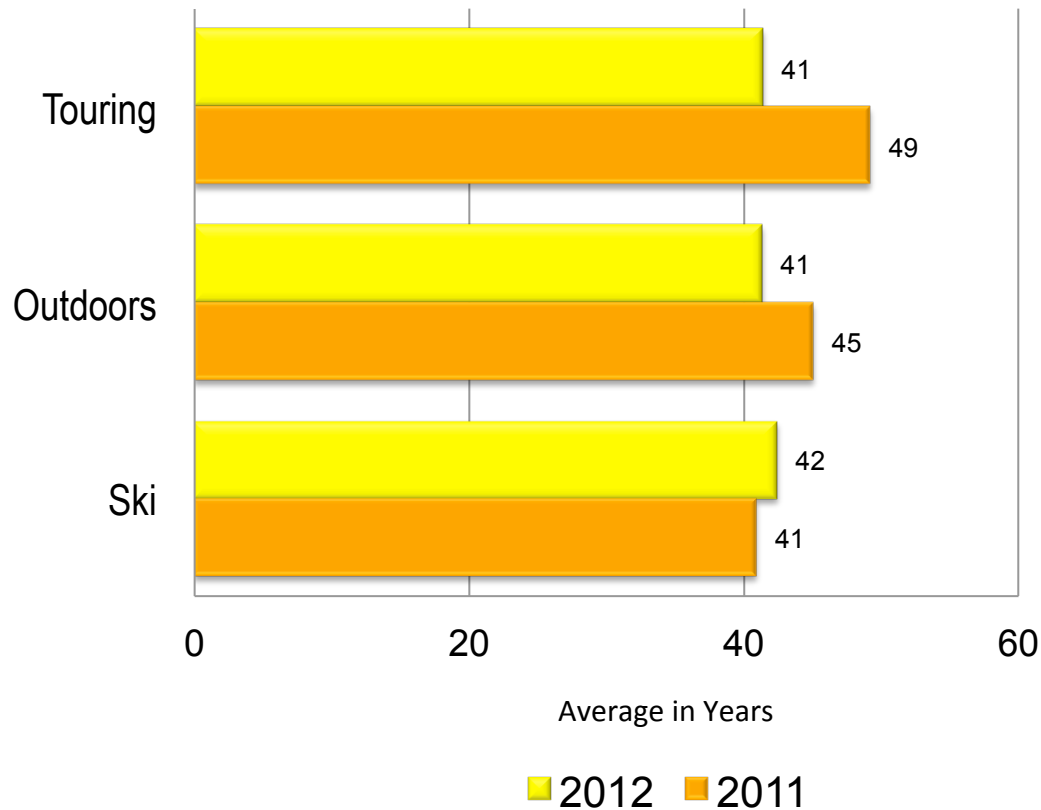
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Average Age



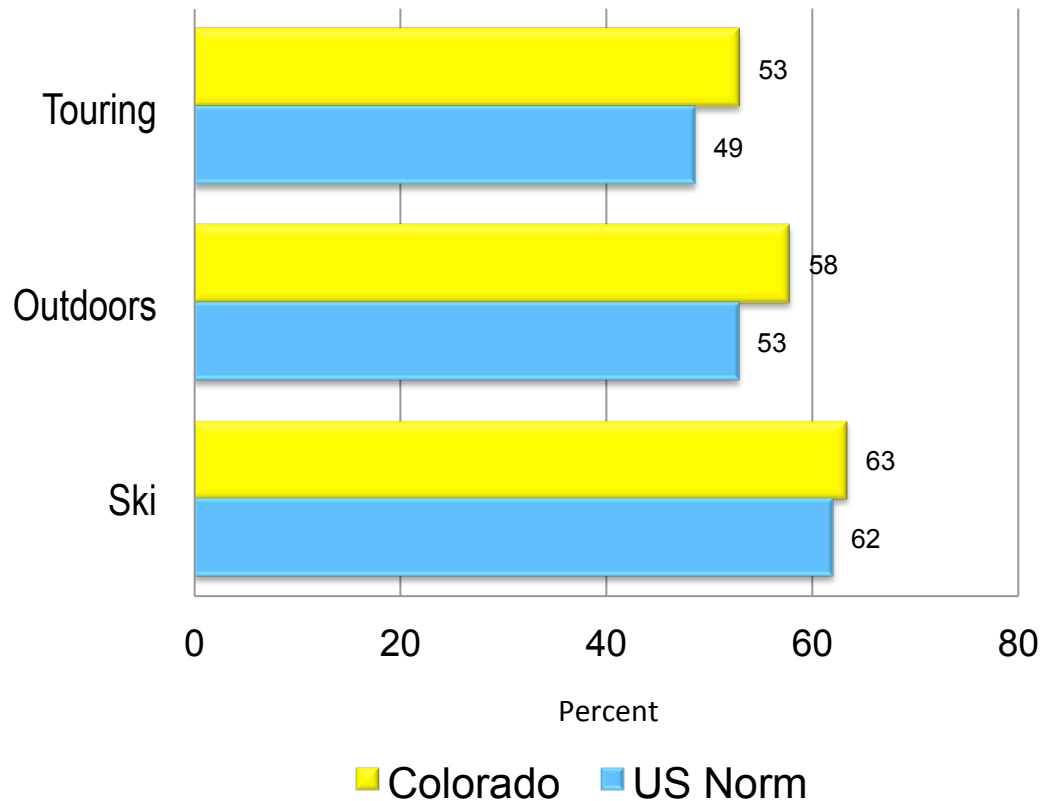
Base: Overnight Leisure Trips



Percent Who Are Male



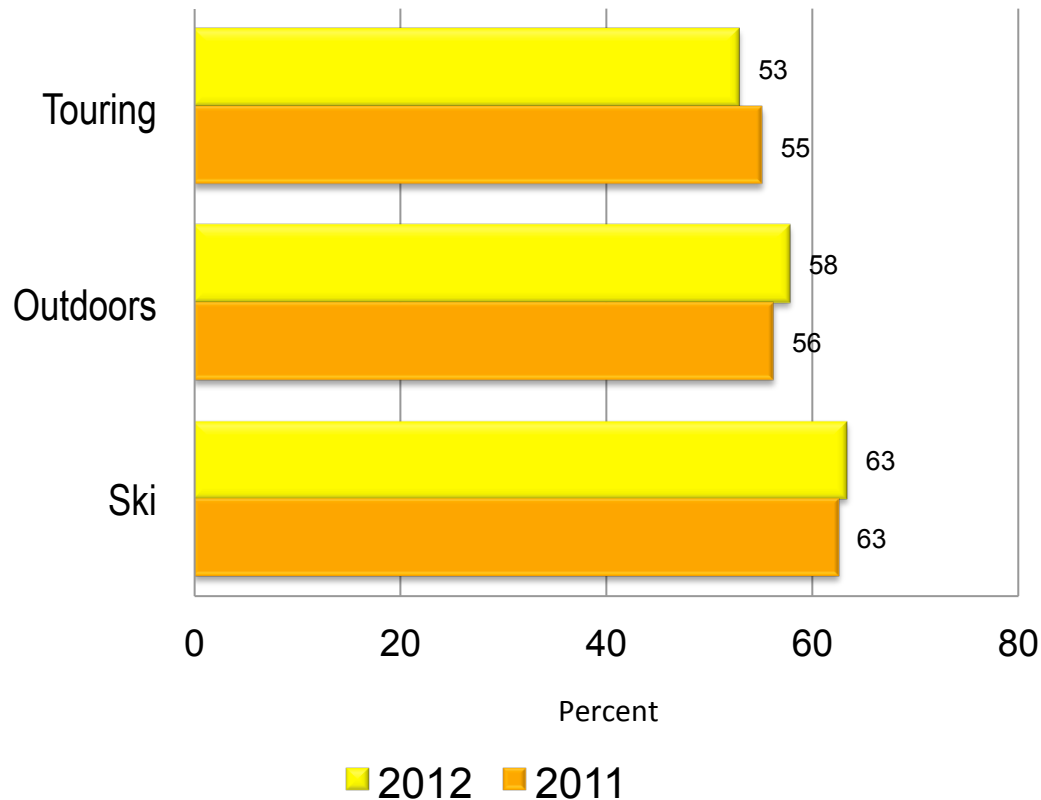
Base: Overnight Leisure Trips



Percent Who Are Male



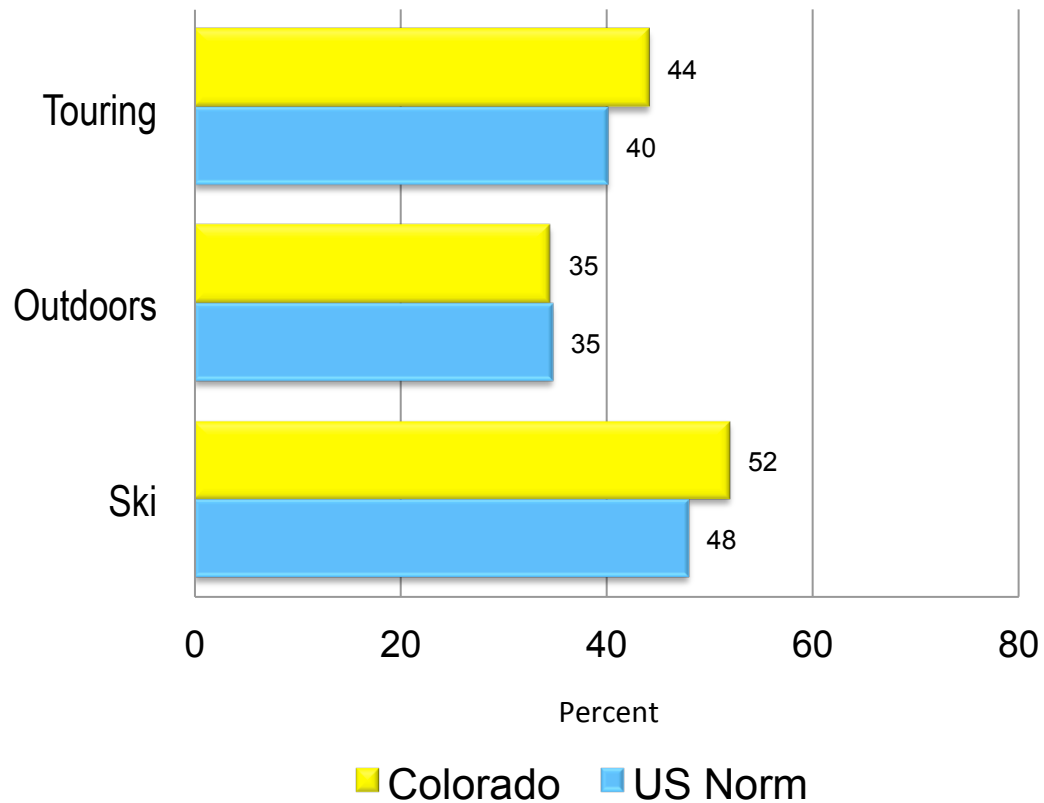
Base: Overnight Leisure Trips



Percent With Income \$75K+



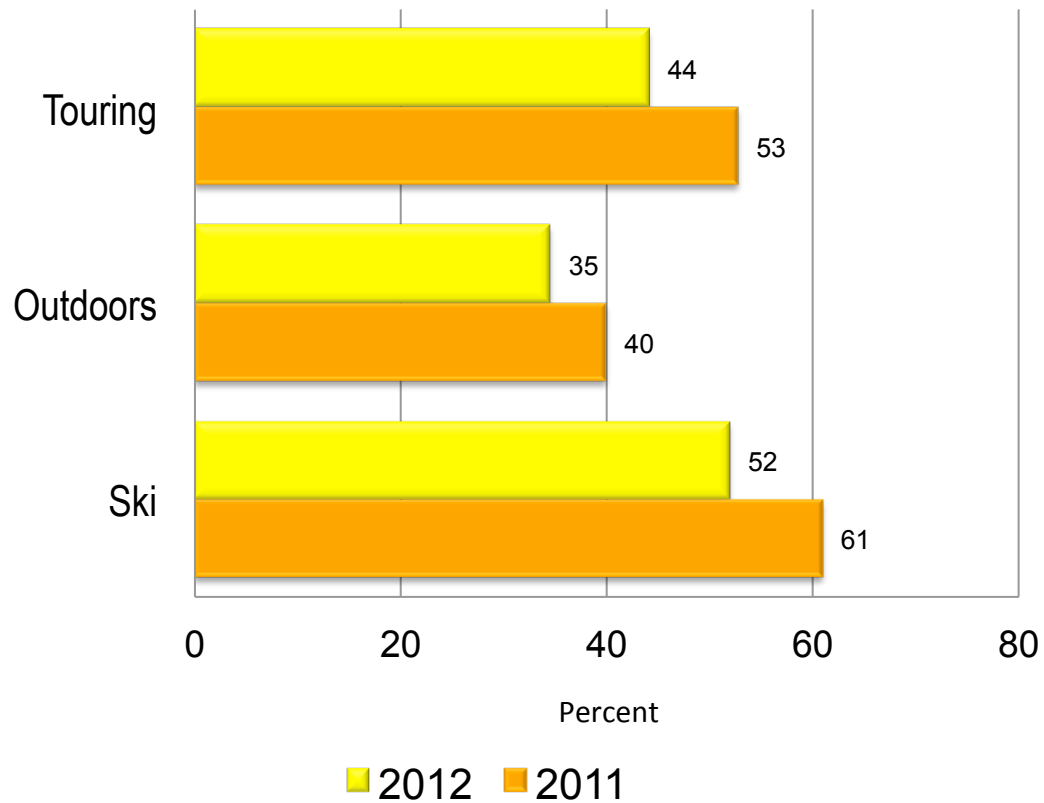
Base: Overnight Leisure Trips



Percent With Income \$75K+



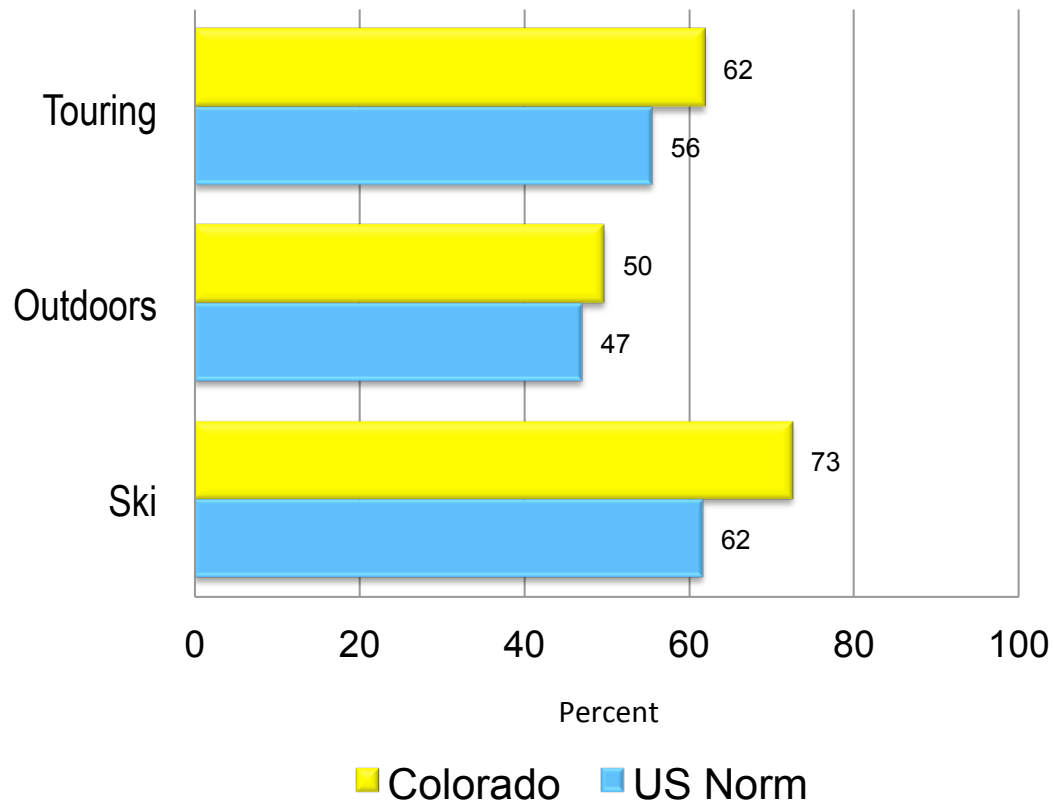
Base: Overnight Leisure Trips



Percent With Who Are College Graduates



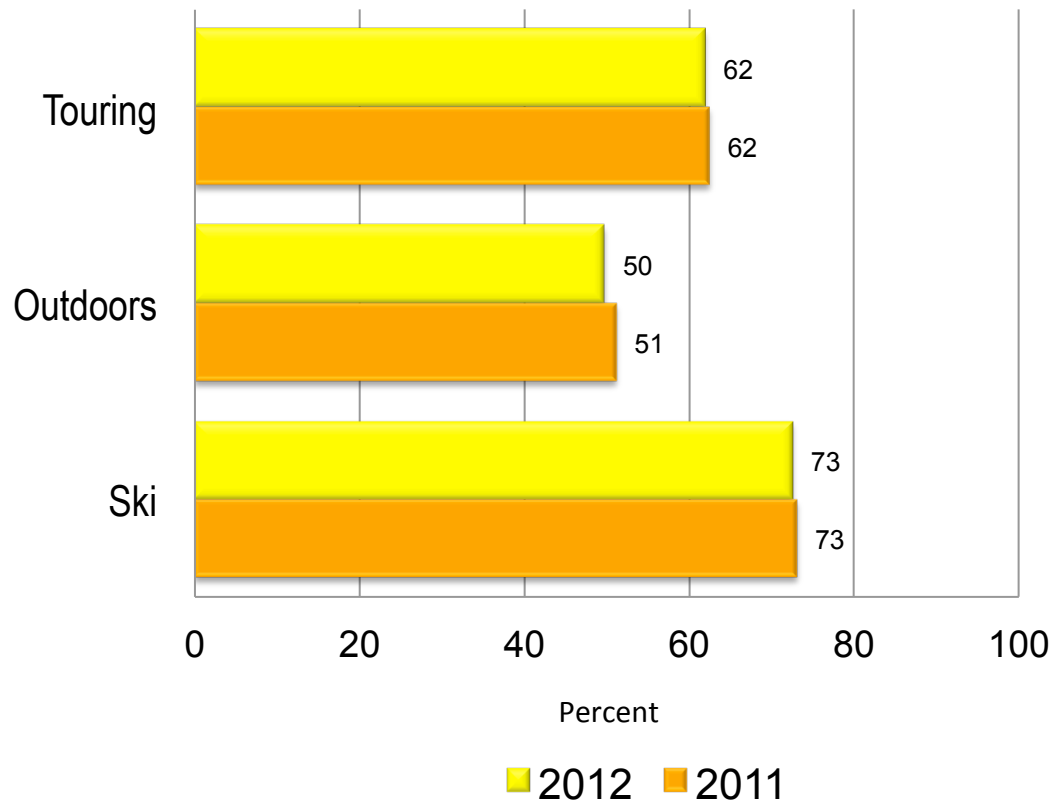
Base: Overnight Leisure Trips



Percent Who Are College Graduates



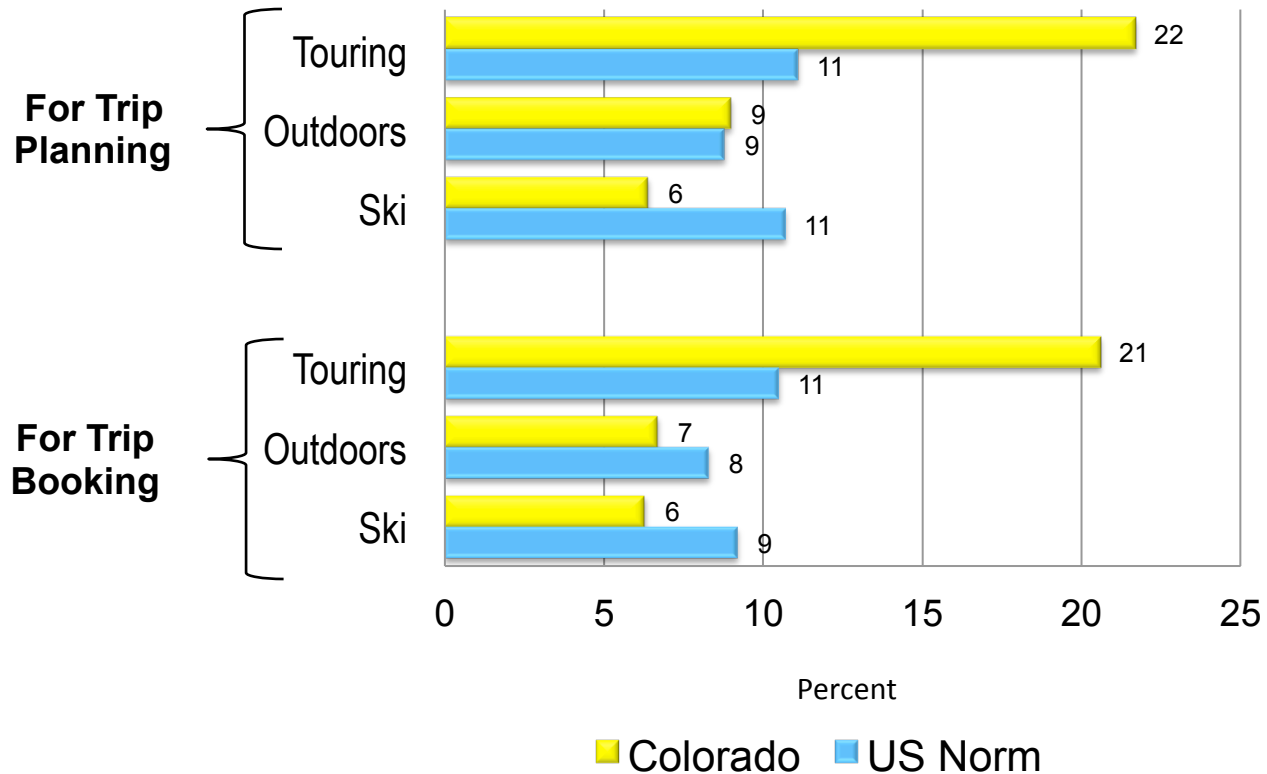
Base: Overnight Leisure Trips



Use of Travel Agents



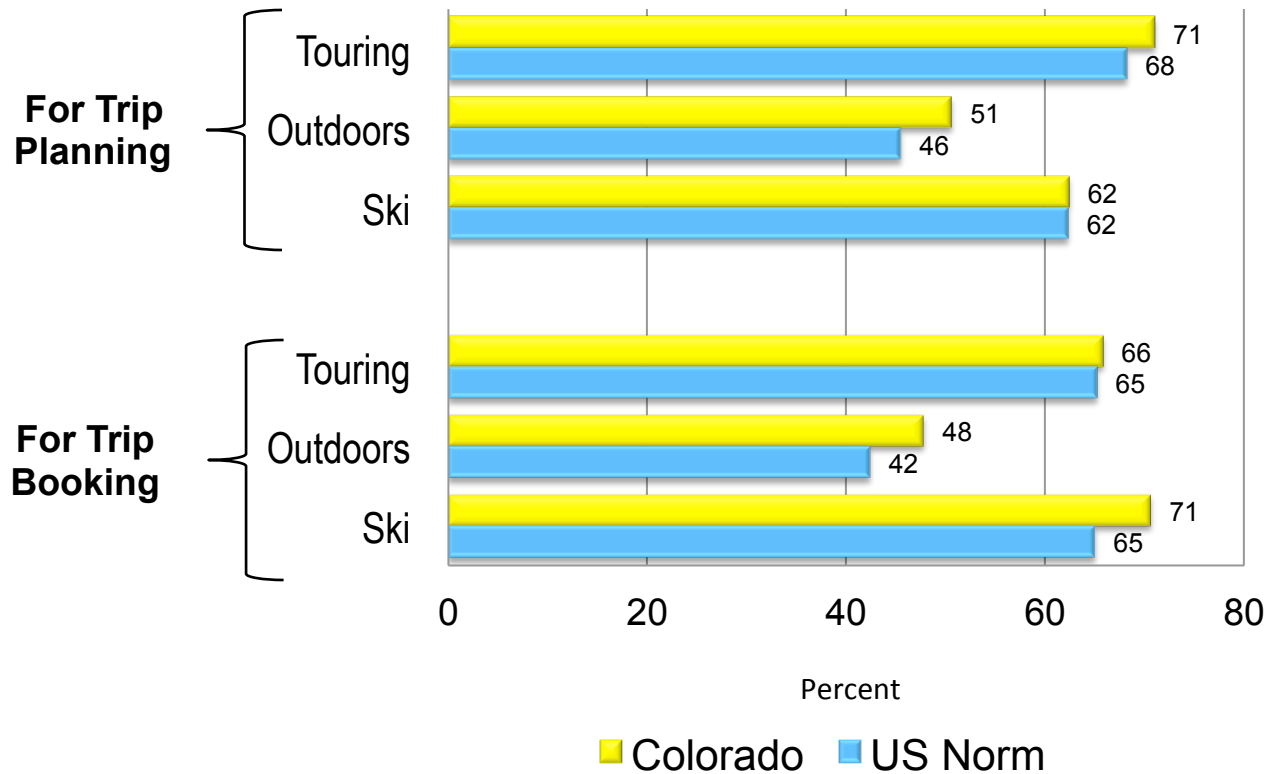
Base: Overnight Leisure Trips



Use of Internet for Trip Planning & Booking



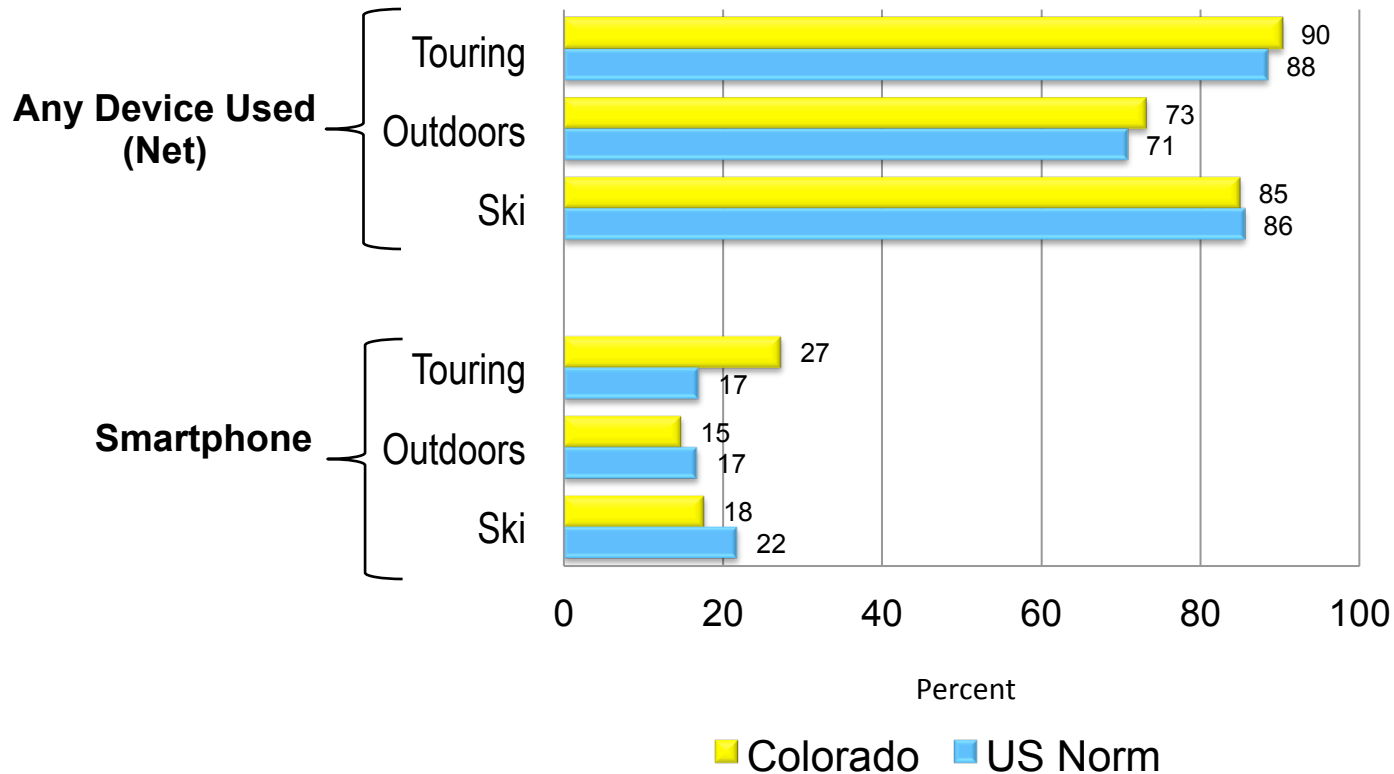
Base: Overnight Leisure Trips



Use of Device for Trip Planning



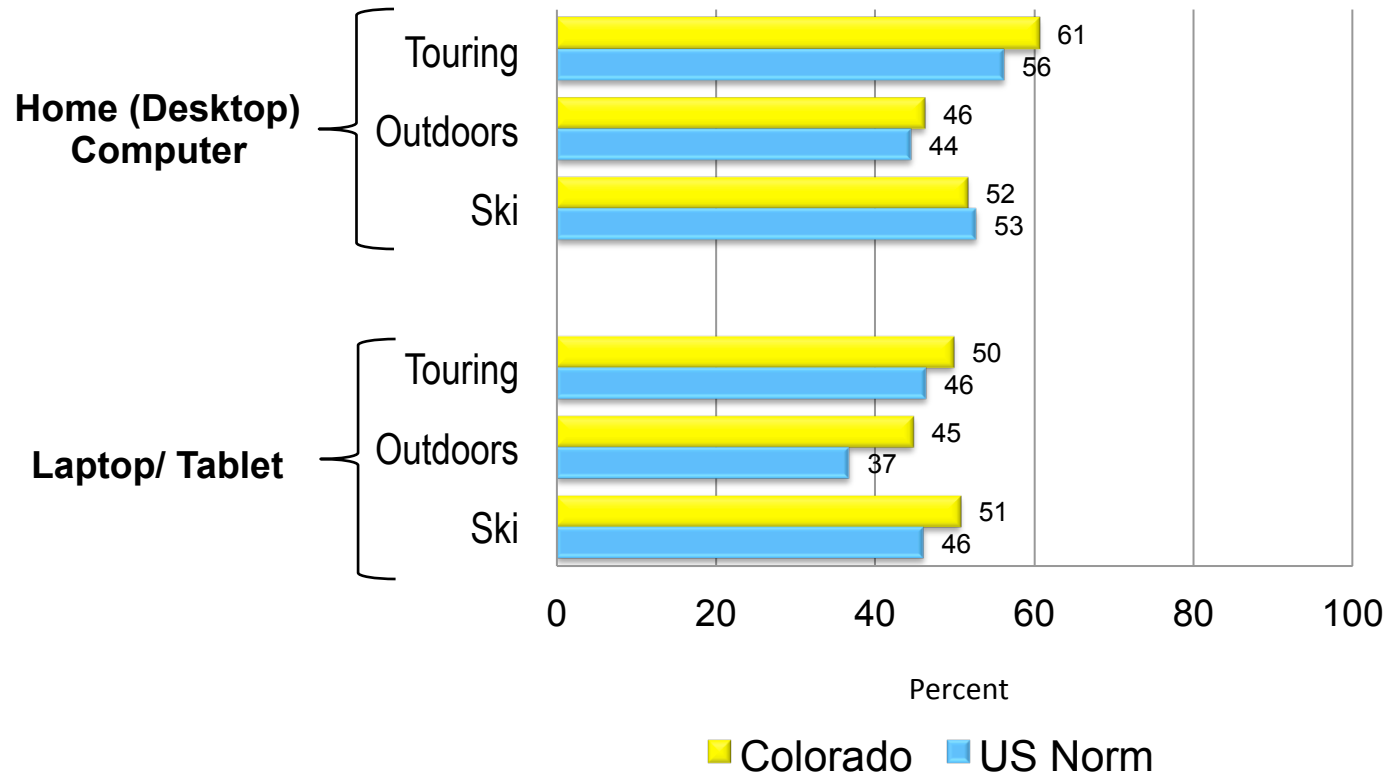
Base: Overnight Leisure Trips



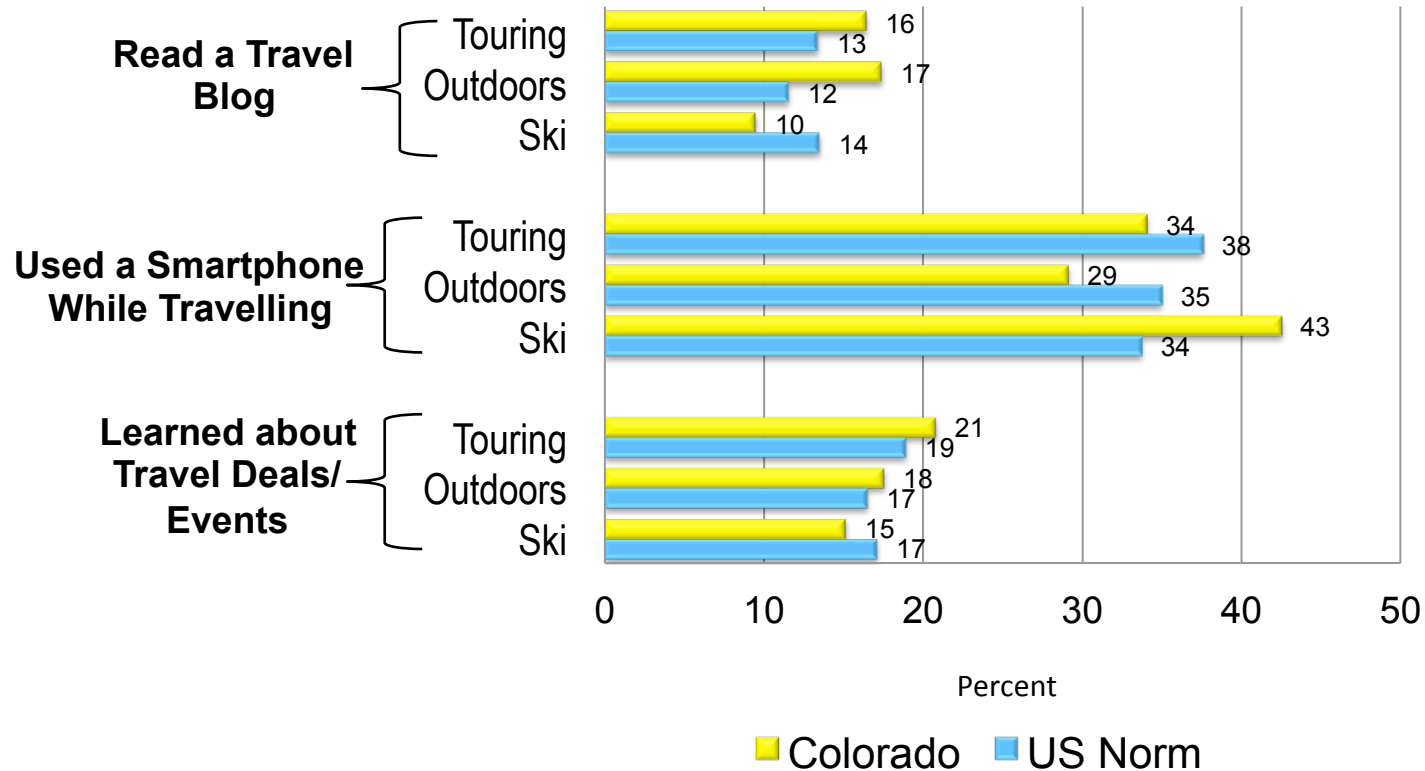
Use of Device for Trip Planning



Base: Overnight Leisure Trips



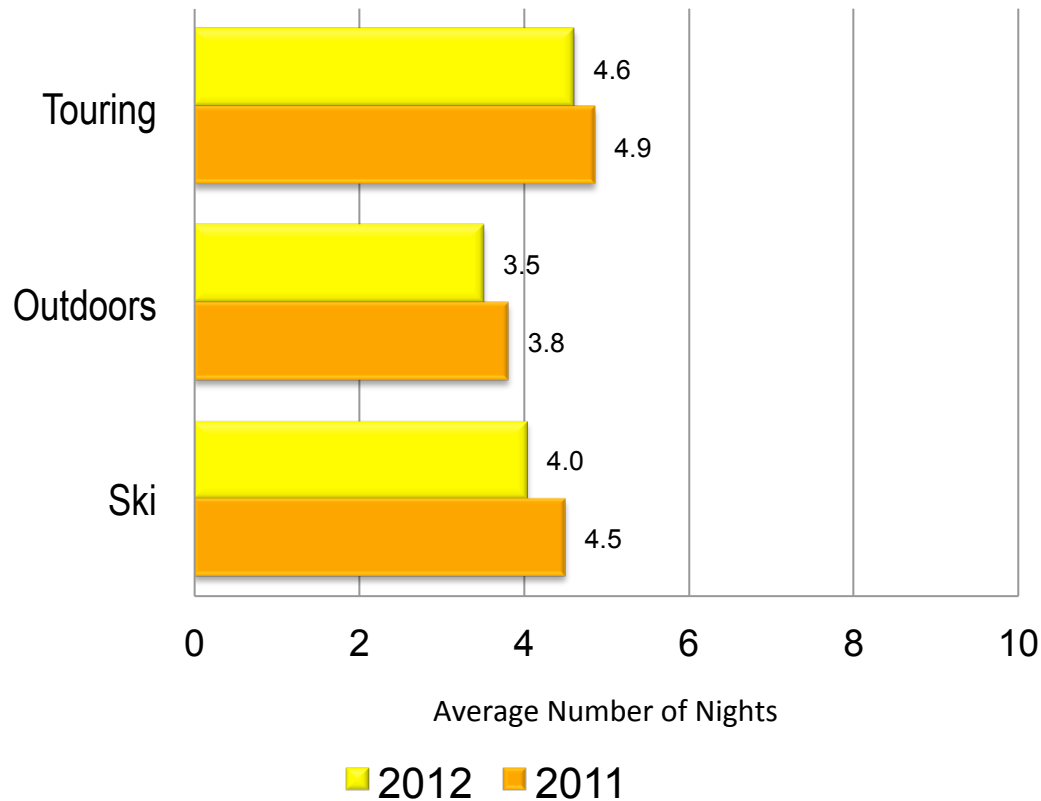
Use of Social Media in the Past 3 Months



Length of Colorado Trip



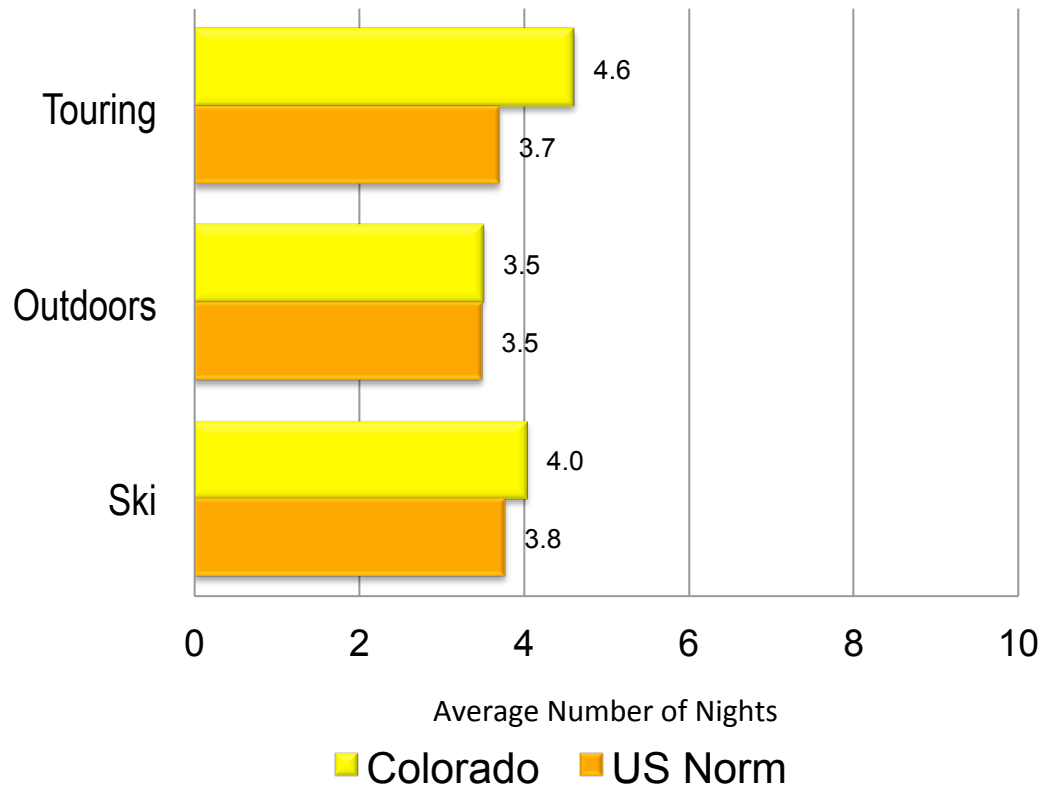
Base: Overnight Leisure Trips



Length of Trip



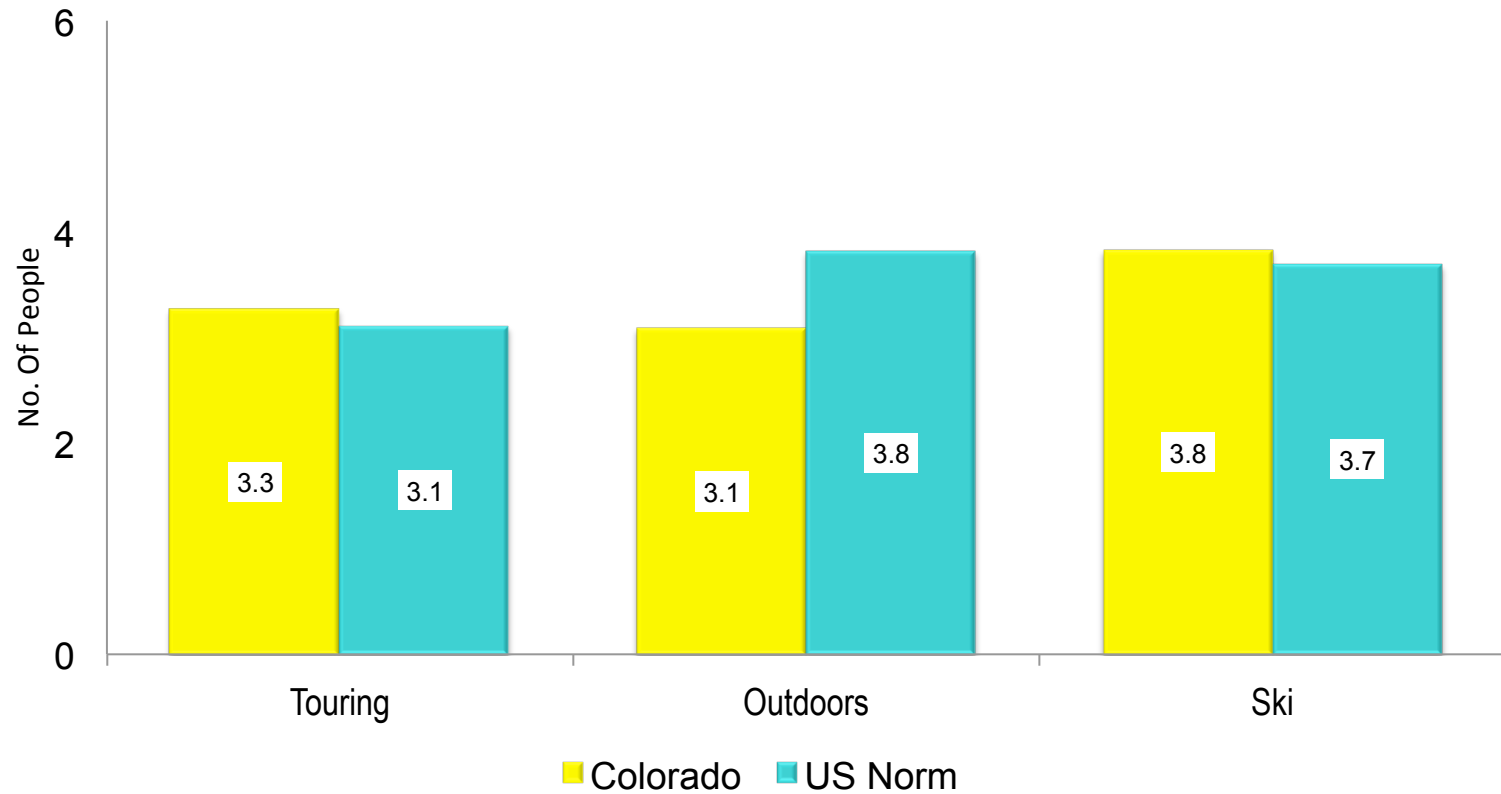
Base: Overnight Leisure Trips



Size of the Travel Party



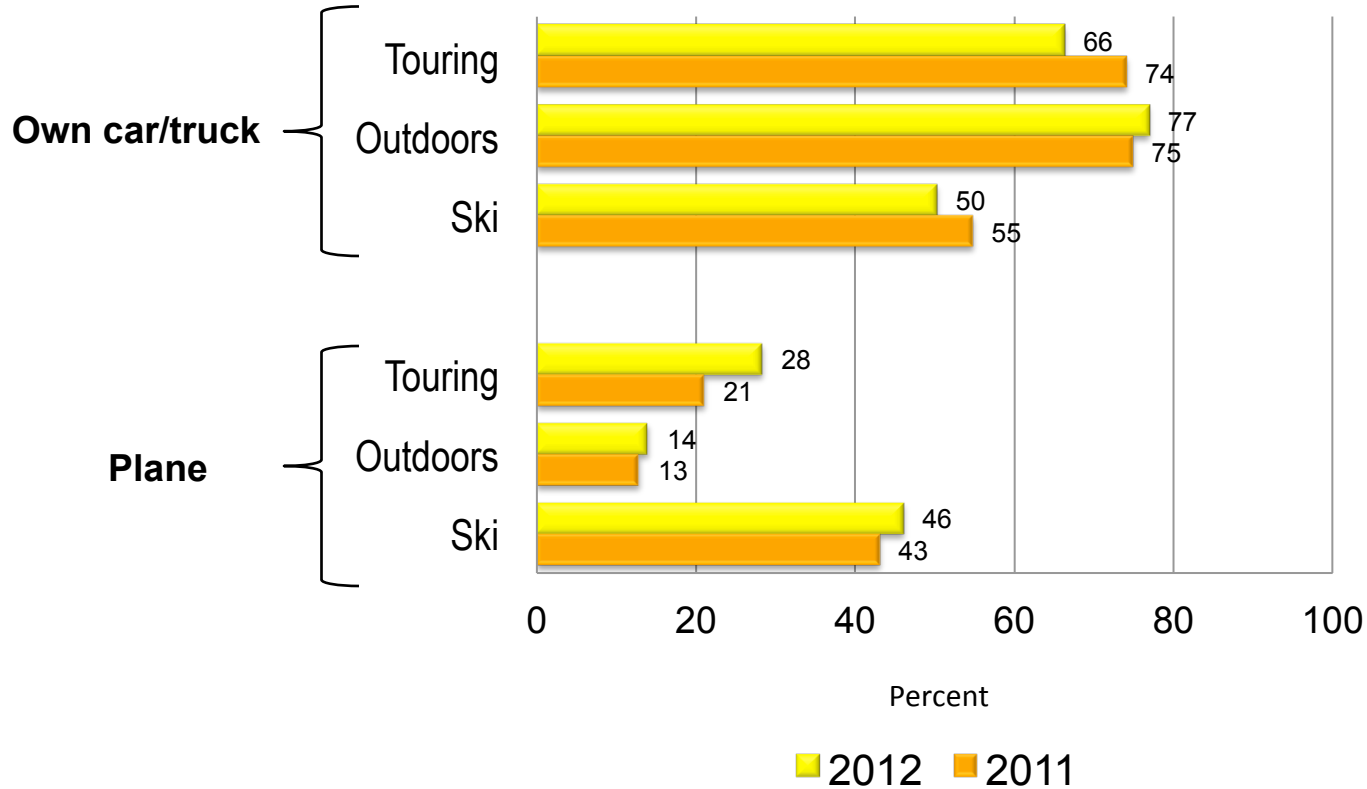
Base: Overnight Leisure Trips



Transportation Used on Colorado Trip



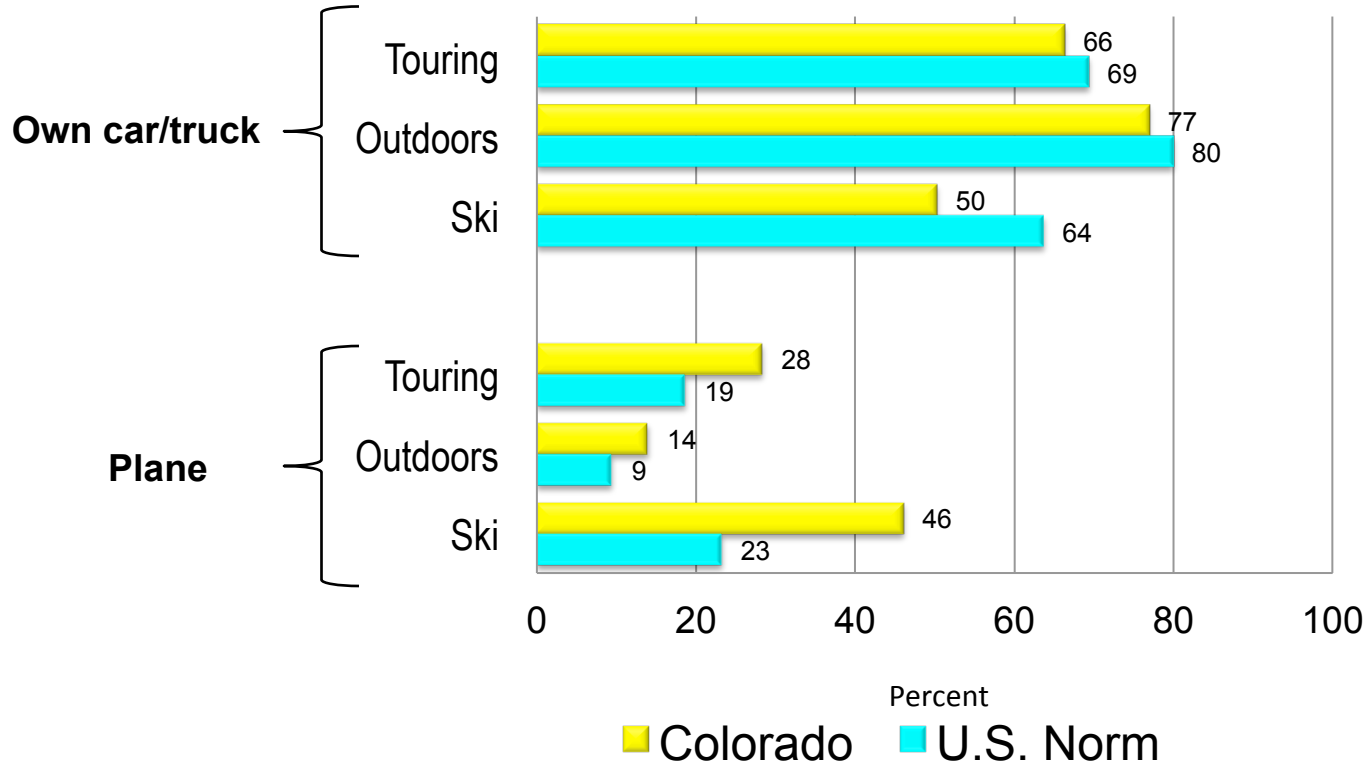
Base: Overnight Leisure Trips



Transportation Used on Trip



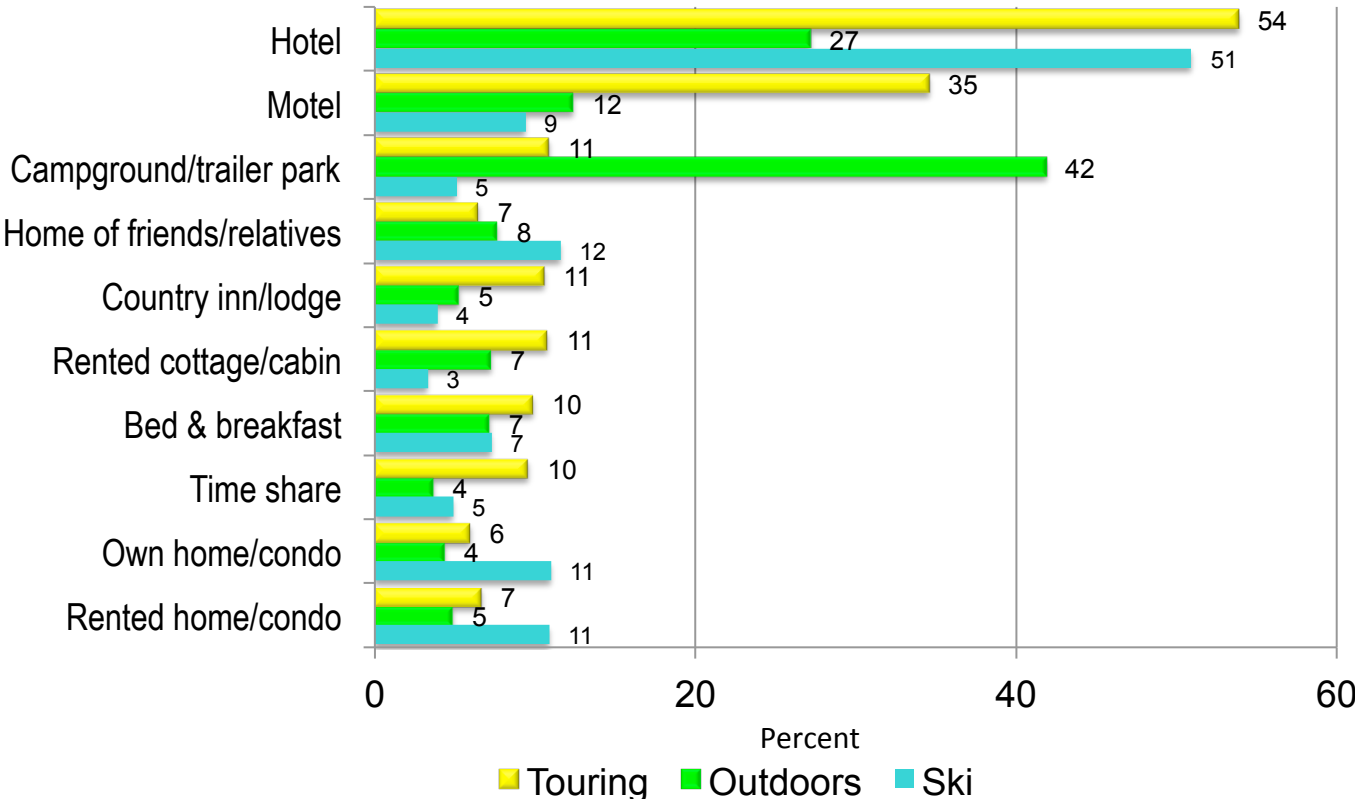
Base: Overnight Leisure Trips



Accommodations Used on Trip



Base: Overnight Leisure Trips

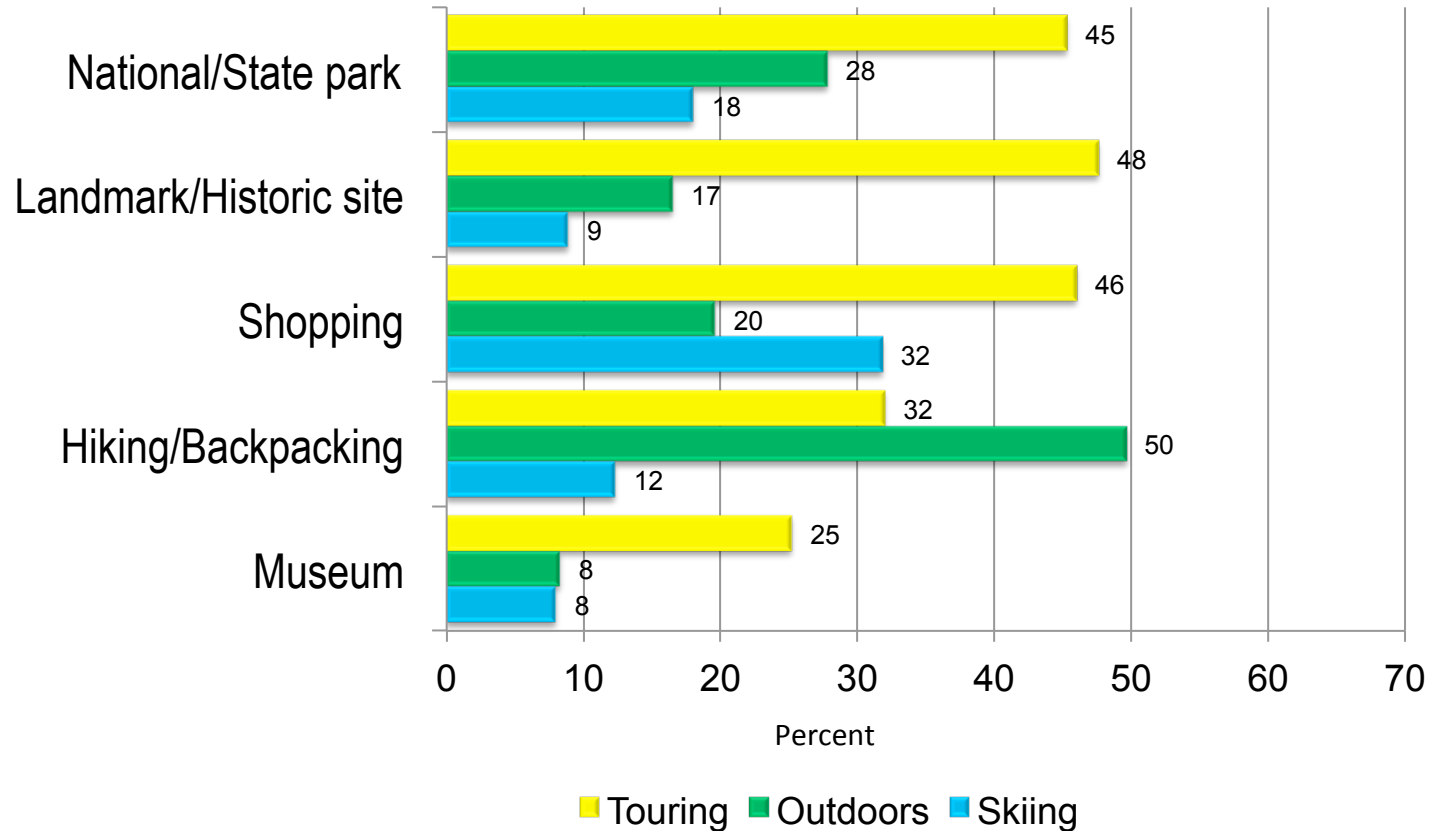


* Values may add to more than 100% because of usage of multiple types of accommodations

Activities on Colorado Trip in 2012



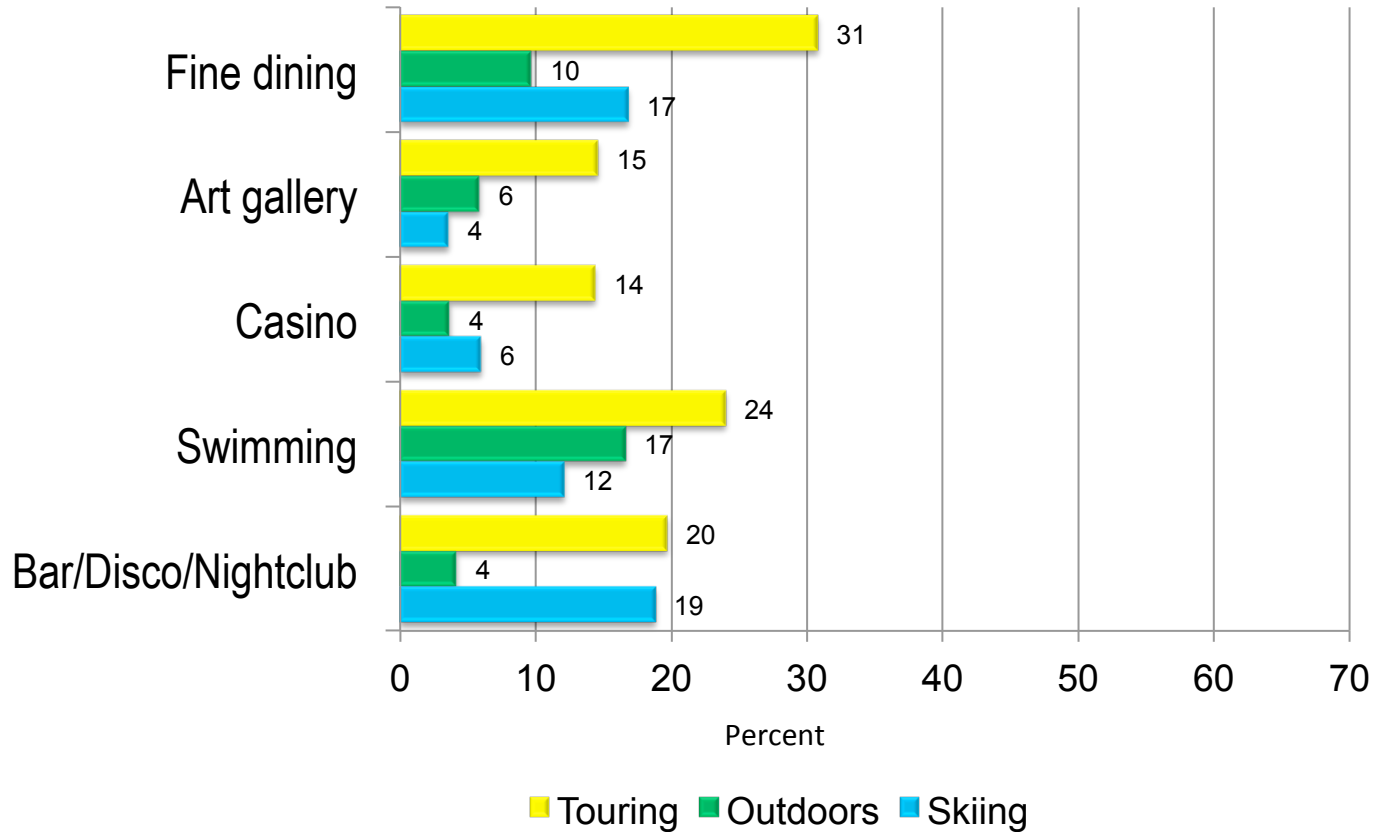
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2012



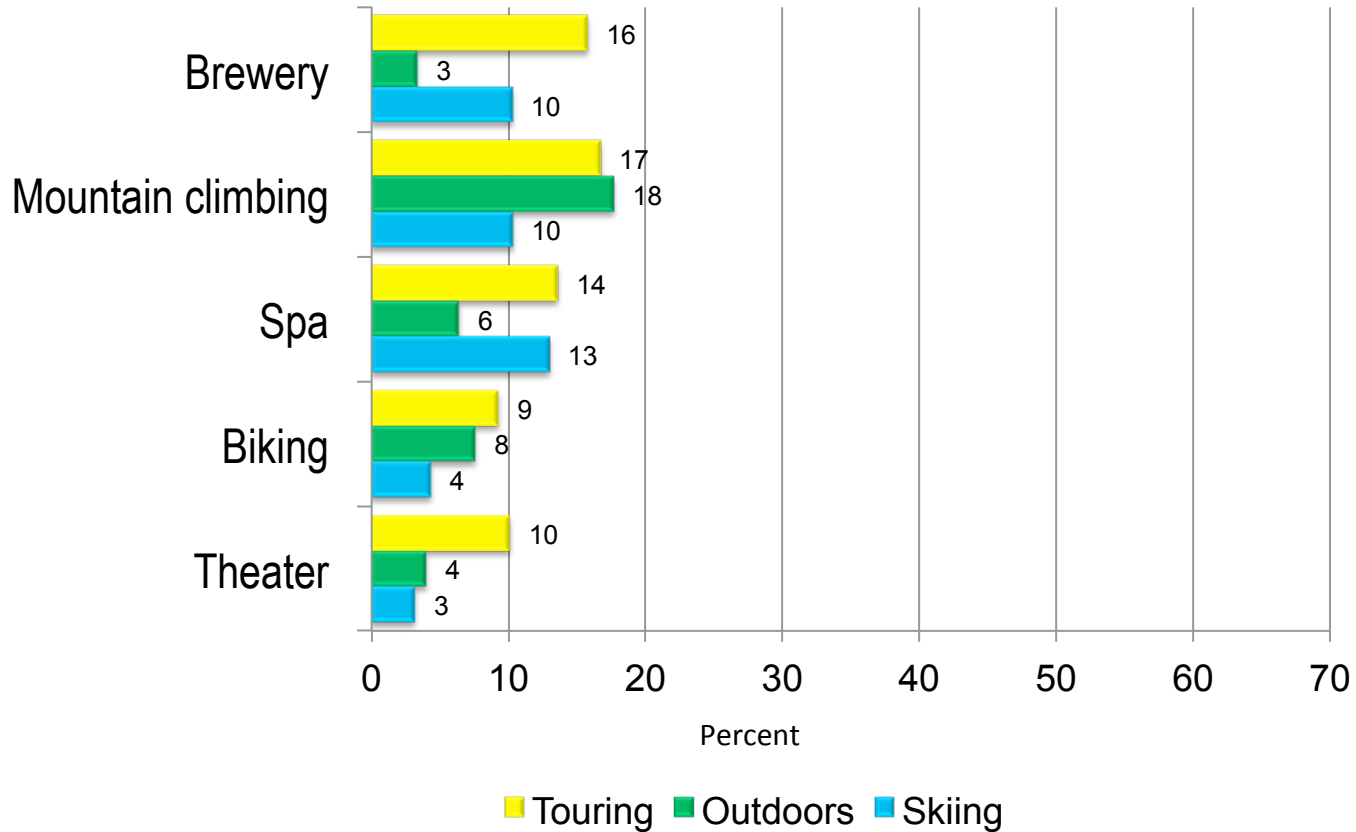
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2012



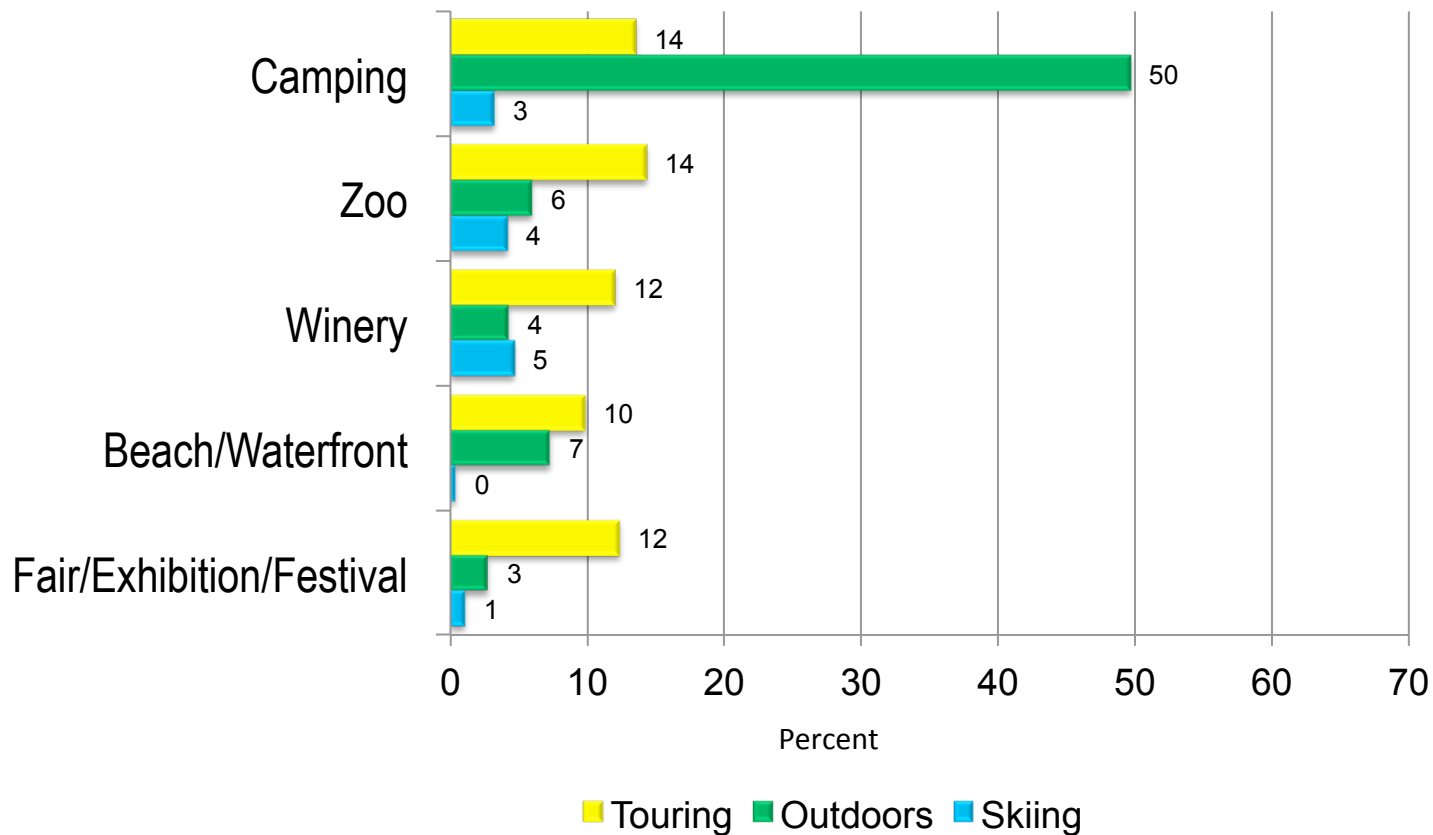
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2012



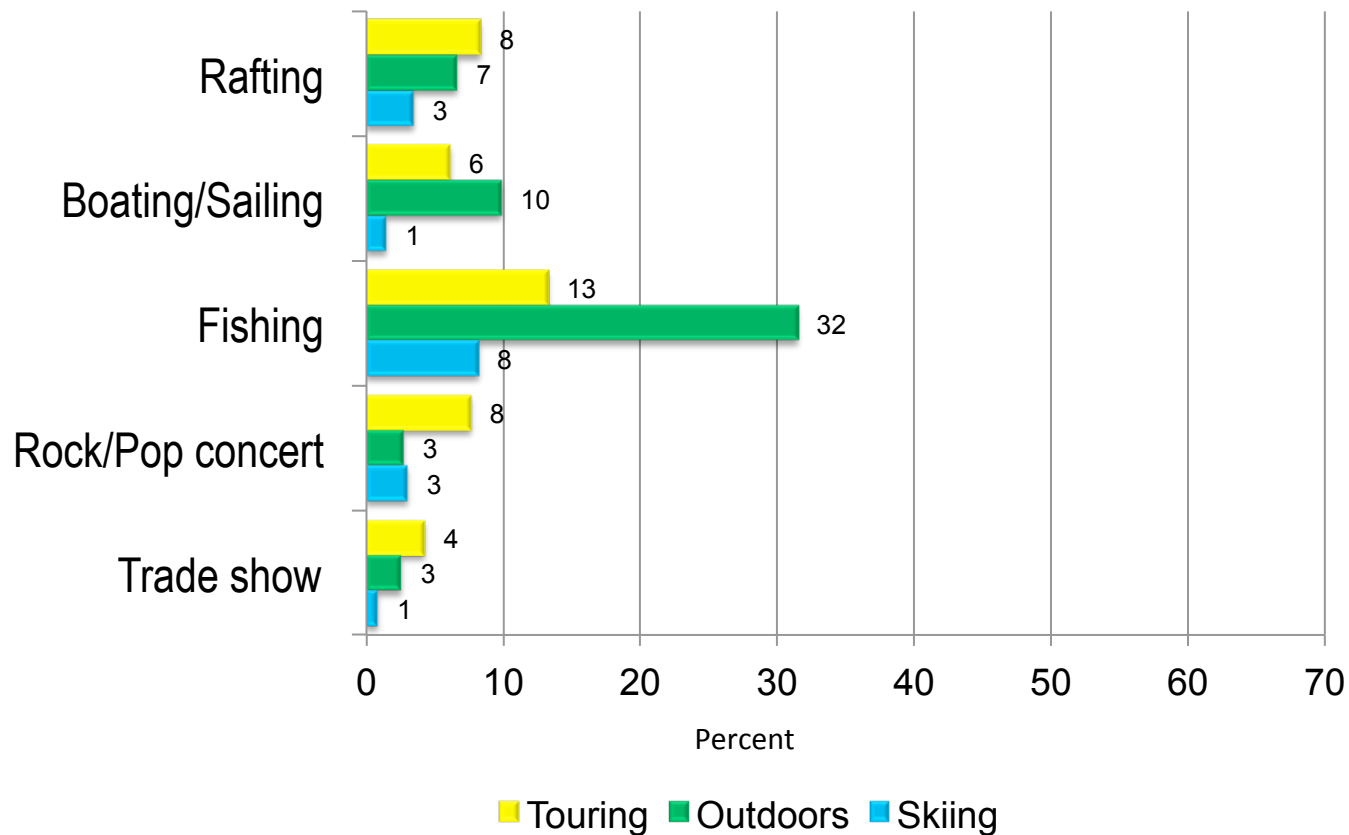
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Activities on Colorado Trip in 2012



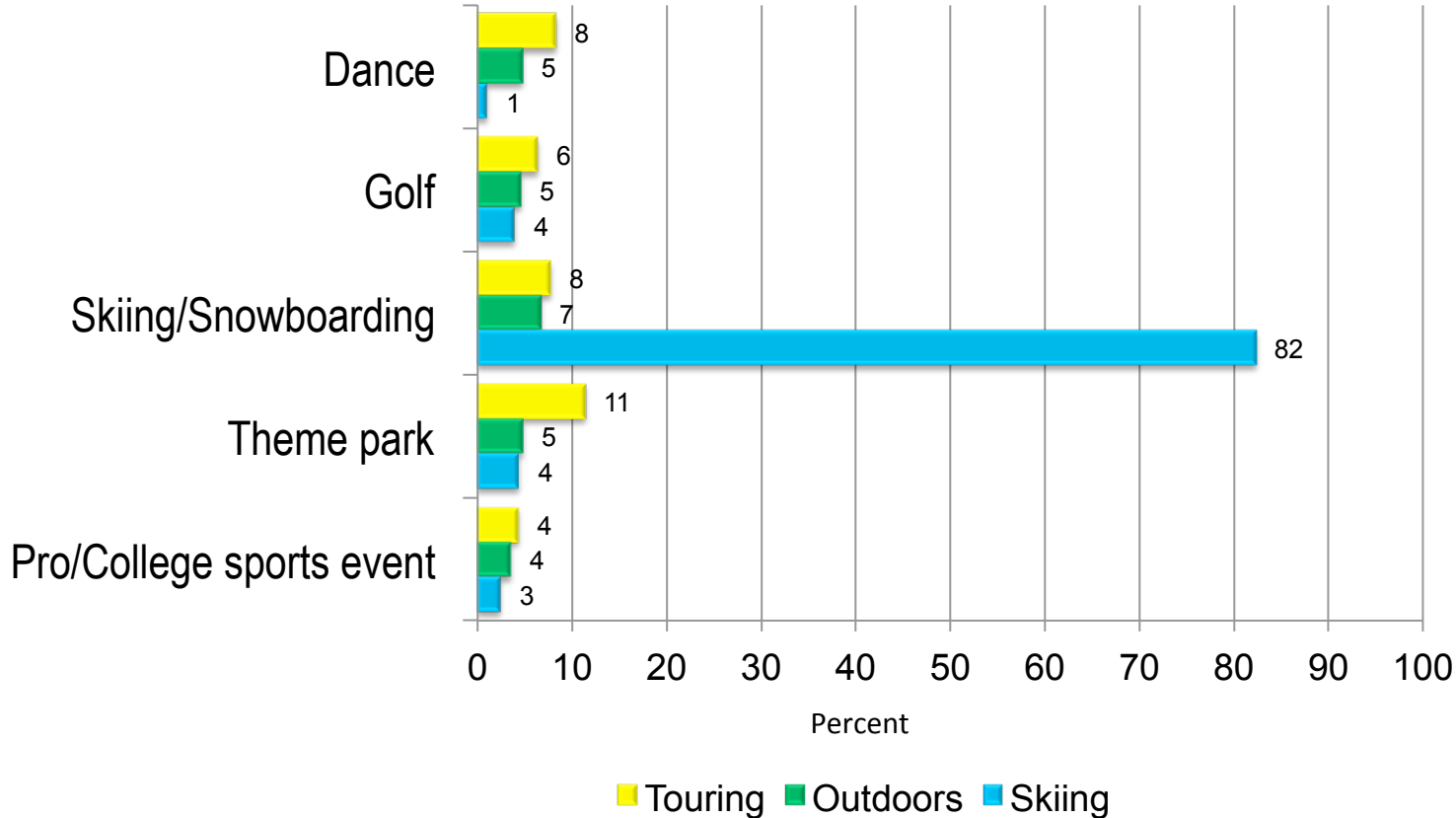
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Activities on Colorado Trip in 2012



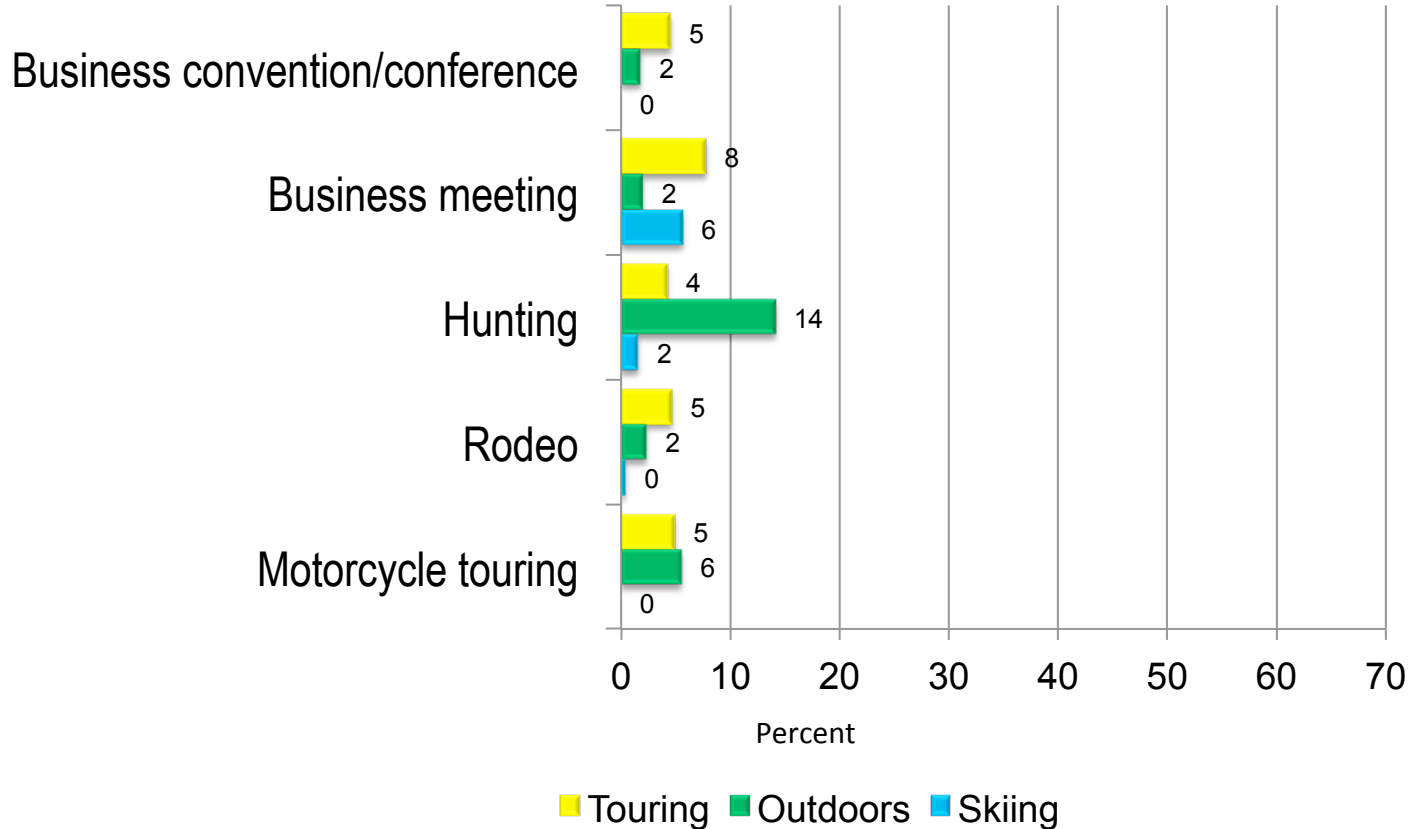
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2012



Base: Overnight Leisure Trips



Specific Interests on Trip in 2012



Base: Overnight Leisure Trips

