

Colorado Travel Year 2014

Final Report

May, 2015

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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 2014 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. adults annually.*
- *The respondents are members of the SSI 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*

Method



- 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 4,923 Colorado overnight visitors In 2014 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 $+ / - 1.0$, based on statistical probability. When comparing results on a year-to-year basis, the interval is $+ / - 2%$,*
- Travel USA® also identified and surveyed 2.368 Colorado day visitors in 2014.
- 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 national basis, travel and tourism in 2014 posted gains in each of the major trip purpose segments:
 - *Overall, domestic travel volume rose 3%, continuing the upward momentum and recovery that began in 2009*
 - *Marketable leisure trips rose 5% year over year*
 - *Visits to friends and relatives and business trips each increased by 2% versus 2013*
- The growth of marketable leisure travel was reflected in strong gains for individual trip segments that generally have higher expenditures per person, including city trips, resort trips and touring trips.
- At the same time there were also moderate increases in outdoor and special event trips, and more modest growth in theme park and cruise vacations.
- Combined business-leisure travel stayed at the same level as in 2013, while casino trips dropped significantly in number – the only leisure segment to post a year-to-year decline.

Highlights



- Colorado continued to set new records in terms of both trip volume and visitor expenditures in 2014.
- 33.6 million visitors came to Colorado on overnight trips in 2014, 8% more than in 2013.
 - *This included record numbers of people coming on marketable leisure trips (16.1 million or 7% more than in 2013), and on trips to visit friends and relatives (which rose 11% to 13.3 million trips)*
 - *business trips increased by 7% to 4.2 million, the highest number over the past decade, but still short of the peak years between 1998 and 2000*
- Versus 2013, Colorado attracted more visitors on touring, outdoor, city, and country resort trips. Volumes of casino trips declined slightly, while there was little change in the number of special event and combined business-leisure trips to the state.
- In 2014, Colorado retained its substantial lead among states as a destination for ski travel, garnering 21% share of all overnight ski trips nationwide.

Highlights



- Colorado's overnight visitors spent a record \$12.5 billion in 2014, 19% more than the previous year:
 - *Reflecting the combined effect of the uptick in visitor volume and a substantial rise in per capita spending*
- Spending rose among each of the main travel segments:
 - *People on marketable leisure trips spent \$6.66 billion, 17% more than in 2013, and people visiting friends and relatives increased their spending by 20% to \$4.02 billion*
 - *Business travelers' expenditures in the state totaled \$1.78 billion, a 27% increase over the previous year*
- The growth in visitor spending was reflected across each of the five main business sectors affected by travel and tourism, with gains of between 14% and 24% on a year-over-year basis:
 - *Expenditures on food and beverage rose the most, gaining 24%, while spending on retail, transportation, and lodging all showed increases approximating 20%*
 - *Visitors' spending on recreation, sightseeing, and attractions grew by only 14%, held back by some softness in the gaming sector*

Highlights



- ◉ Continuing a trend that began in 2012, more people in 2014 came to Colorado from outside the state and the immediate western region than was the case in 2013:
 - ◉ *Back to levels last seen more than a decade ago*
- ◉ Day travel to and within the state maintained its upward trajectory, growing by 12% to 37.7 million trips.
- ◉ And spending in this segment reached a new high, rising to \$2.7 billion in expenditures in 2014, up 27% on a year-to-year basis.
- ◉ The typical Colorado trip in 2014 was 4.6 nights, about the same as in 2013, but well off the high of about 7 nights in the year 2000.
- ◉ In summary, Colorado significantly outpaced the nation in travel and tourism growth during 2014:
 - ◉ *A great deal of the improvement continued to be in the marketable leisure trip segment which is the focus of CTO marketing efforts*
 - ◉ *Nonetheless, gains in both VFR and business travel to the state also contributed substantially to this year's success*

Key Findings

National Trends in Tourism



- On a national basis, overall travel volume increased by 3% in 2014 compared to the previous year, with growth in both leisure and business travel.
- On the leisure side, marketable leisure travel grew the most, adding 5% more trips year over year, and maintaining the strong rebound evident in this type of travel over the previous two years.
 - *Visits to friends and relatives also increased by 2%.*
- Business trips showed a 2% rise, temporarily halting what appears to be a long-term decline in this type of travel that started in 2001.

National Trends in Tourism



- ◉ Looking at the marketable leisure trip segments of interest to Colorado, we observe the following national trends:
 - ◉ *The gain in marketable leisure travel was reflected to some degree across most segments*
 - ◉ *City, touring, outdoor, resort and special event trips all grew in volume between 6% and 9% versus 2013*
 - ◉ *Trips combining business and leisure were relatively flat year-to-year*
 - ◉ *The only trip segment showing a decline was casino trips, likely reflecting continued economic pressures on the core targets for this type of travel, which include seniors and the less affluent.*
- ◉ Over the longer term, i.e., looking at trends since the start of tracking in 1994, the segments with the highest rate of nationwide growth have been city trips and casino trips, followed by special event and touring trips, while the lowest growth was evident for outdoor and business-leisure trips.

Colorado Travel in 2014



- Travel to Colorado on overnight trips in 2014 significantly outperformed the national trend:
 - *Rising overall by 8% to 33.6 million trips*
 - *Reflecting increases across the 3 major travel segments:*
 - *Marketable trips grew by 7% to 16.1 million visits, setting a new record*
 - *Visits to friends and relatives rose by 11% to a new high of 13.3 million trips*
 - *Business travel jumped 7% to 4.2 million trips, continuing the upswing that began in 2009 and finally reaching a level last seen in the late '90's*
- The pattern of growth extended to day travel to and within Colorado which rose by 12% to 37.7 million trips in 2014.

Colorado's Key Segments



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

| | <u>2013</u> | <u>2014</u> |
|--|-------------|-------------|
| <i>Outdoor trips</i> | 3,000,000 | 3,220,000 |
| <i>Touring trips</i> | 2,810,000 | 3,010,000 |
| <i>Special event trips</i> | 2,250,000 | 2,240,000 |
| <i>City trips</i> | 1,360,000 | 1,600,000 |
| <i>Combined business-leisure trips</i> | 1,380,000 | 1,330,000 |
| <i>Casino</i> | 1,360,000 | 1,310,000 |
| <i>Country resort trips</i> | 900,000 | 1,020,000 |

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 considerably more city, outdoor, touring and country resort visitors in 2014 than in 2013.*
 - *Like the nation as a whole, Colorado attracted fewer casino trips, and there wasn't a great deal of change in the number of combined business-leisure trips.*
 - *While the nation saw some growth in special event trips, Colorado's numbers stayed about the same for that type of travel on a year over year basis.*

Colorado's Key Segments



- Longer term trends in these segments are as follows:
 - *Although the long-term trend nationally is strongly upward for touring trips, the pattern for Colorado seems less predictable, with more peaks and valleys. The number of trips is getting closer to the last peak we measured in the early '90's*
 - *The longer term pattern for outdoor trips to Colorado seems to be following the national growth trend, with small increments annually*
 - *City trips to Colorado are showing the same recent surge in growth as we observed across the nation.*
 - *The overall trajectory for special event travel to Colorado seems to be flattening somewhat, as it has been across the country over the past few years*
 - *Nationwide, casino travel saw unprecedented growth during the "80's and '90's, before flattening out in the last decade. Colorado is playing catchup, with only this year's downturn in casino trips impeding upward momentum.*
 - *Since around 2007, country resort travel to Colorado and nationwide seems to be enjoying a rebirth after a decade in the doldrums.*
 - *The volume trends for business-leisure travel both for Colorado and the nation as a whole seem to be quite flat over the long term.*

Expenditures



- Total spending by domestic visitors to Colorado rose to \$15.2 billion in 2014, an improvement of 21% over 2013.
- Overnight visitors' expenditures grew by 19% to \$12.5 billion in 2014
- Spending increased among both leisure and business visitors:
 - *The expenditures of people visiting Colorado on marketable trips grew to \$6.66 billion, 17% more than in 2013*
 - *A 20% increase in the spending of people visiting friends and relatives brought total expenditures for that segment to \$ 4.02 billion for the year*
 - *And business travelers spent \$1.78 billion in the state, a 27% increase over the prior year.*
- Day visitors' spending improved to \$2.7 billion in 2014, up 27% versus 2013.
 - *Colorado residents, the majority (70%) of day visitors, accounted for 63% of day visitors' expenditures in the state*

Expenditures



- All of the five main business sectors affected by travel and tourism benefited from the rise in expenditures by overnight visitors, each showing gains of between 14% and 24%.
- Spending on accommodations rose 18% to \$3.4 billion, reflecting both higher occupancy levels and increased room rates.
- Transportation expenditures on Colorado trips continue to be second only to lodging expenses in volume. These expenditures rose 20% to reach \$2.9 billion in 2014.
- Expenditures on food and beverage improved by 24% to \$2.6 billion.
- Overnight visitors spent \$1.9 billion on recreation, sightseeing and attractions, an increase of 14% over 2013.
- And travelers' retail purchases increased by 21% to \$1.7 billion in 2014.

Expenditures



- Travelers across the country who stay in commercial accommodations when traveling tend to spend more also on things apart from lodging than those staying with friends/relatives or in other types of accommodations; and people visiting Colorado have the same tendency:
 - *in 2014, those staying in commercial lodging accounted for 71% of all travel spending in the state, down from 79% in 2013*
 - *people staying in private homes and vacation properties contributed 21% of all travel expenditures*
 - *only 3% of expenditures were accounted for by people staying in private or public campgrounds*
 - *the remaining 5% was contributed by people staying in other types of accommodations*

Expenditures



- People visiting Colorado in 2014 on marketable leisure trips spent, on average, \$413 per person in the state over the course of their trip. In comparison, the typical business visitor spent \$426, and a person on a VFR trip spent an average of only \$303.
 - *Per capita spending rose sharply in all three main segments in 2014, adding 19% for business travelers; and 10% and 8% for marketable leisure visitors and those visiting friends/relatives, respectively*
- The most valuable among the marketable trip segments were people on ski trips spending \$1152 per capita, followed by country resort visitors (\$494), touring vacationers (\$389), people on combined business-leisure trips (\$375) and people attending special events (\$373)
 - *Colorado visitors with below average expenditures included those on outdoors (\$338), city (\$313), trips, plus, at the low end, casino trips (\$257)*
- The per capita expenditures of Colorado vacationers in both marketable and VFR segments were higher than their respective national averages:
 - *\$413 on marketable leisure trips to Colorado vs. \$333 nationally*
 - *\$303 on Colorado VFR trips vs. \$236 nationally*

Expenditures



- ◉ In 2014, business travelers to Colorado also outspent business travelers to the average destination (\$426 compared to \$382 nationally).
- ◉ The average expenditures of Colorado day visitors during 2014 were similar to the national average (\$71 vs. \$68).
- ◉ The significant increase in leisure visitor spending in 2014 brought the inflation-adjusted total to above parity for the first time since the 1992 benchmark.
- ◉ The higher business traveler spending in the state in 2014 brought the overall level of expenditures by this group of visitors closer to parity with the inflation-adjusted 1997 benchmark than we have seen for over several years.

Sources of Business



- ◉ In 2014, a majority (62%) of Colorado's tourists originated in the West, consisting of the Mountain, West North Central and West South Central census regions:
 - ◉ *Down from 64% the previous year, and continuing the downward trend that began from a peak of 71% in 2011*
 - ◉ *With corresponding gains since then in people coming from all other regions*
- ◉ The top state source of vacationers in 2014 continued to be Colorado itself:
 - ◉ *Contributing 34 % of overnight leisure travelers, down from both 2013 (36%) and 2012 (40%)*
- ◉ The top out-of-state markets for overnight Colorado vacations continued to be California and Texas, followed by:
 - ◉ *Illinois*
 - ◉ *Florida*
 - ◉ *New York*
 - ◉ *Arizona*
 - ◉ *Nebraska*
 - ◉ *Wyoming*
 - ◉ *New Mexico*
 - ◉ *Kansas*

Sources of Business



- In 2014, 1 in 7 Colorado overnight tourists originated from the Pacific region, with somewhat fewer coming from the South and Midwest.
- Only 7% of vacationers visited Colorado from the Northeast.
- The top urban areas generating Colorado's overnight tourists in 2014 were similar to the primary markets we noted in 2013:
 - *Denver*
 - *Colorado Springs – Pueblo*
 - *Los Angeles*
 - *New York City*
 - *Chicago*
 - *Albuquerque – Santa Fe*
 - *Phoenix*
 - *San Francisco-Oakland-San Jose*
 - *Dallas – Ft. Worth*
 - *Grand Junction - Montrose*
 - *Houston*

Sources of Business



- ⦿ A sizeable majority (70%) of Colorado day trips in 2014 originated within the state itself, about the same as in 2013 (72%):
- ⦿ Most of the remaining day trippers visited from neighboring states such as Wyoming, Kansas, New Mexico, Arizona, and Nebraska.
- ⦿ The list of states providing day visitors also includes more distant places such as California, Texas, Florida and New York, whose residents included Colorado on a day trip from a neighboring state or while passing through the region on a longer trip.
- ⦿ In 2014, the top urban sources of Colorado day trips were instate, i.e., Denver, Colorado Springs/Pueblo and Grand Junction/Montrose . The main regional out-of-state markets were Albuquerque/Santa Fe, Cheyenne/Scottsbluff, and Phoenix:
 - ⦿ *Other long haul markets made the “top ten” list (e.g., LA, 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



- The demographic profile of Colorado's overnight leisure visitors in 2014 was similar to that of vacationers nationwide in just a couple of respects (among the criteria measured in our survey):
 - *6 in 10 are married*
 - *employment status*
- There were a number of slight differences between Colorado overnight vacationers and American vacationers in general - Colorado visitors tended to be:
 - *Skewed male*
 - *Older , with an average age of 46 vs. the norm of 44*
 - *From smaller household sizes with fewer kids/teens living at home*
 - *Better educated, with two-thirds having a college degree*
 - *More affluent, with higher household income*
 - *More often white/Caucasian, and less likely to be African-American*
- Most of these differences have appeared this year, reflecting small year to year shifts; however, most are skews that we have noted previously, and that have been present for at least half of the past decade.

Colorado's Day Trip Profile



- In 2014, the demographic profile of people taking day trips to or within Colorado was very similar to that of daytrippers nationally in terms of:
 - *gender*
 - *marital status – a majority are married/living with a partner*
 - *employment status*
- The main skews for Colorado daytrippers relative to the norm were:
 - *slightly older – average of 47 years, compared to the norm of 45*
 - *live in smaller households with fewer teens/kids present*
 - *somewhat more upscale in terms of education and income*
 - *more likely to be white/Caucasian, and less likely to be African-American, which is consistent with population distribution*

Overnight Leisure Trip Characteristics



- ◉ Colorado vacationers are more likely to use the internet for trip planning or booking than leisure travelers nationwide
 - ◉ *6 in 10 Colorado visitors indicated they used the internet to help plan their trip 2014 trip, and to actually make a booking, somewhat more than their counterparts going to the average destination*
- ◉ Colorado visitors are also slightly more likely to use electronic devices such as a laptop or tablet at the trip planning stage; however this difference disappears in terms of devices people use while on their trip
- ◉ Usage of “social media” to converse about travel in general continued to grow between 2013 and 2014, mainly reflecting increases in usage of smartphones and online travel reviews. In 2014, almost 8 in 10 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 slightly versus the previous year.
- ◉ Our on-going research for Colorado and other destinations continues to show that use of social media for planning of specific trips still typically remains below 10%.

Overnight Leisure Trip Characteristics



- The most common uses for social media “in the past 3 months” in this general context in 2014 for both Colorado vacationers and those visiting the average destination were:
 - *Using a smartphone while traveling (no specific purpose was specified) – this continued to rise to one half of vacationers in 2014*
 - *Posting travel photos and videos on social media websites*
 - *Reading travel reviews*
 - *Looking at other people’s travel photos*
 - *Learning about travel deals/promotions*
- For the latter four activities listed above, the general usage levels remained about the same from year to year.

Overnight Leisure Trip Characteristics



- As was the case in 2013, fewer people got more involved or sought specific information in activities such as:
 - *Connecting with others interested in travel*
 - *Reading/writing a travel blog or contributing travel reviews*
 - *Seeking out or giving travel advice via social networking*
 - *Following a destination/attraction on Facebook/Twitter*
 - *Tweeting about a trip*
 - *Subscribing to a travel newsletter*
- *There was little change in participation levels in these activities from year to year, with the exception of following a destination/attraction on Facebook/Twitter, which showed a slight decline.*

Overnight Leisure Trip Characteristics



- Vacation trips to Colorado in 2014 were about as long as they were in 2013:
 - *In each year, the average Colorado leisure trip lasted 4.6 nights away from home*
 - *the typical U.S. leisure trip also remained constant, averaging 3.7 nights away from home*
- Approximately one half of visitors who came to Colorado from out-of-state drove their own car or truck, while slightly fewer arrived by plane:
 - *About one-third of non-Colorado residents rented a vehicle while visiting*
 - *These proportions did not change significantly versus 2013*
- In 2014, about 7 in 10 Colorado vacationers stayed in some form of commercial accommodation (hotel, motel, inn, B & B) on their trip, while 1 in 4 stayed with friends/relatives:
 - *Which was slightly fewer than in 2013*
- About 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



- In 2014, the typical Colorado leisure travel party consisted of 2.9 people:
 - *About the same as the national norm (3.0 people) and down compared with 2013 (3.2)*
- The ratio of adults to children in the average Colorado and national travel party continued to be approximately 3 to 1.
- The peak season for Colorado leisure travel is summer, and this was the case in 2014 as well:
 - *Comparing 2014 to 2013, there was an increase in spring and summer visitation and a corresponding drop during the first quarter of the year.*
 - *The same pattern was apparent on a national basis*

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 2014, the most popular activities for Colorado leisure visitors on their trip were:
 - *Shopping (32%)*
 - *Fine dining (23%)*
 - *Hiking/backpacking (21%)*
 - *Visiting a national or state park (19%)*
 - *Visiting a famous landmark or historic site (16%)*
 - *Visiting a museum (13%)*

Overnight Leisure Trip Characteristics



- Other activities that vacationers less frequently took part in or visited included:
 - *Breweries*
 - *A casino*
 - *Places for entertainment and nightlife, e.g., bars/nightclubs, festivals/fairs*
 - *Outdoor recreational pursuits such as swimming, camping, skiing, fishing, and mountain climbing*
 - *Local cultural venues including theaters, and art galleries*
 - *A spa*
 - *Attractions such as zoos and theme parks*

Overnight Leisure Trip Characteristics



- Relative to leisure travelers in general, vacationers coming to Colorado more often take part in activities and pastimes related to the mountains, such as visiting the national and state parks, hiking/backpacking, skiing, camping, fishing, biking, mountain climbing, etc.
- Colorado tourists in 2014 were also more likely to take in a brewery than other travelers, though less likely to go swimming/visit a beach or to visit a theme park.
- By and large, the types of activities that Colorado vacationers enjoyed in 2014 were very similar to what we observed in 2013.

Overnight Leisure Trip Characteristics



- ◉ In addition to enumerating the activities they engaged in, leisure travelers were asked to identify which of several specific interests they had on their trip.
- ◉ Consistent with the past several years, interest in historic places was at the top of the list of specific draws for Colorado vacationers in 2014, followed by an interest in cultural activities and attractions.
- ◉ Visitors expressed a lower level of interest in culinary or wine experiences, eco-tourism or traveling with grand-children.
- ◉ The level of interest in each of these areas while traveling in Colorado has remained fairly constant from year to year.
- ◉ Versus the national norm, Colorado vacationers seem slightly more interested in most of these types of travel.

Segment Profiles – Outdoor Trips



- ◉ Approximately half (53%) of Colorado's outdoor vacation trips in 2014 originated instate:
 - ◉ *Of the three largest leisure segments, the outdoor segment draws the greatest proportion of visitors from within the state*
- ◉ Colorado's outdoor vacationers in 2014 tended to be:
 - ◉ *The same age as outdoor vacationers nationally, but younger than Colorado tourists in general*
 - ◉ *The average age remained at 43 years*
 - ◉ *Skewed male (as it was in 2013)*
 - ◉ *More upscale in terms of education and income than the norm for outdoor vacationers;*
 - ◉ *Better educated than in 2014*

Segment Profiles – Outdoor Trips



- The trip characteristics of this segment remained fairly constant over the past year:
 - *Among Colorado's three key vacation segments, outdoor vacationers were 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, tablets or smartphones for trip planning or to use these devices on the trip itself*
 - *Infrequent use of travel agents*
 - *Trip length in 2014 was shorter the Colorado average at 4.4 nights*
 - *shorter than in 2013, but still longer than the national norm for outdoor trips (3.5 nights)*
 - *Larger travel party size than for the typical Colorado vacation (3.7 people vs. 2.9), and almost as large as the national norm (3.9)*
 - *Mainly a drive vacation with relatively little fly-in.*
 - *Compared to other segments, much greater use of campgrounds and less use of commercial accommodations*

Segment Profiles – Outdoor Trips



- In 2014, the most popular activities and interests for Colorado outdoor vacationers included:
 - *Hiking/backpacking (48%)*
 - *Camping (40%)*
 - *Visiting a national/state park (27%)*
 - *Fishing (23%)*
- Colorado's outdoor vacationers occasionally experienced:
 - *Shopping*
 - *Historic places/historic tourism*
 - *Cultural tourism*
 - *Mountain climbing*
 - *Biking*
 - *Water activities like swimming, boating*
 - *Eco-tourism*

Segment Profiles – Touring Trips



- A majority of Colorado touring vacationers in 2014 came from out-of-state:
 - *Two-thirds lived outside Colorado, about the same as in 2013*
- In 2014, touring vacationers visiting Colorado tended to be older than the U.S. touring norm, and also older than the typical Colorado vacationer in general:
 - *The average age of Colorado touring vacationers has risen from 41 years in 2012 to 49 in 2014*
- In terms of other demographics, this segment in 2014 resembled their counterparts in 2013:
 - *skewed slightly male,*
 - *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 tablets:
 - *they were average in terms of their use of smartphones for trip planning or while traveling*

Segment Profiles – Touring Trips



- The touring trip to Colorado in 2014 averaged 5.2 nights away from home, which was longer than the typical U.S. touring trip (3.9 nights) or the a Colorado vacation in general (4.6 nights):
 - *As noted in other years, it is important to remember that the actual stay in the state (not measured in the past 5 years) is typically only half of the trip length for this segment*
- The party size for Colorado touring trips in 2014 was slightly larger than the leisure trip average for the state (3.1 people vs. 2.9); and it was equivalent to the national touring norm.
- For most touring vacationers, the Colorado trip in 2014 was a driving vacation:
 - *7 in 10 arrived in their own vehicle, including cars, trucks, motorcycles and RVs*
 - *About 1 in 4 flew in, then rented a car for their touring – about the same as in 2013*
- As in prior years, touring vacationers to Colorado in 2014 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 most popular activities and specific interests for Colorado touring vacationers in 2014 included:
 - *Visiting a national or state park (45%)*
 - *Shopping (42%)*
 - *Visiting a landmark or historic site (36%)*
 - *63% indicated they were particularly interested in historic places on their trip*
- Among Colorado's key leisure segments, they were the group most likely to seek out/visit:
 - *Cultural activities and attractions, such as museums, art galleries, theater, etc.*
 - *Fine dining, wineries, 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



- A high proportion of overnight ski trips (57%) to Colorado originated out-of-state in 2014, down somewhat from 2013 (71%).
- Colorado ski vacationers had the following demographic profile:
 - *A strong male skew – consistent with prior years*
 - *Average age for Colorado visitors but older than the national ski norm*
 - *Higher than average income and education*
- Colorado skiers were similar to the national average in terms of their use of the internet and computers for trip planning and booking, and above average in their use of smart phones both in advance of and during travel.
- And, like ski vacationers across the country, they were the segment most apt to make use of travel agents when booking their travel
- Colorado ski trips averaged 5.1 nights away from home in 2014, up from 4.4 nights in 2013 and 4.0 nights the year before
 - *The national norm for ski trips in 2014 was 4.0 nights*
- Colorado ski parties continued to be larger than the typical Colorado visitor party, at 3.2 individuals.

Segment Profiles – Ski Trips



- In 2014, ski vacationers from out-of-state were somewhat more likely to drive to their destination (56%) than to fly in (40%).
- The accommodations used by ski vacationers in 2014 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 half stayed in hotels, motels, inns/lodges and/or B & B's*
 - *1 in 4 rented a condo, cottage or home*
 - *1 in 10 used their own home or a time share, and a similar proportion stayed with friends and relatives*

Segment Profiles – Ski Trips

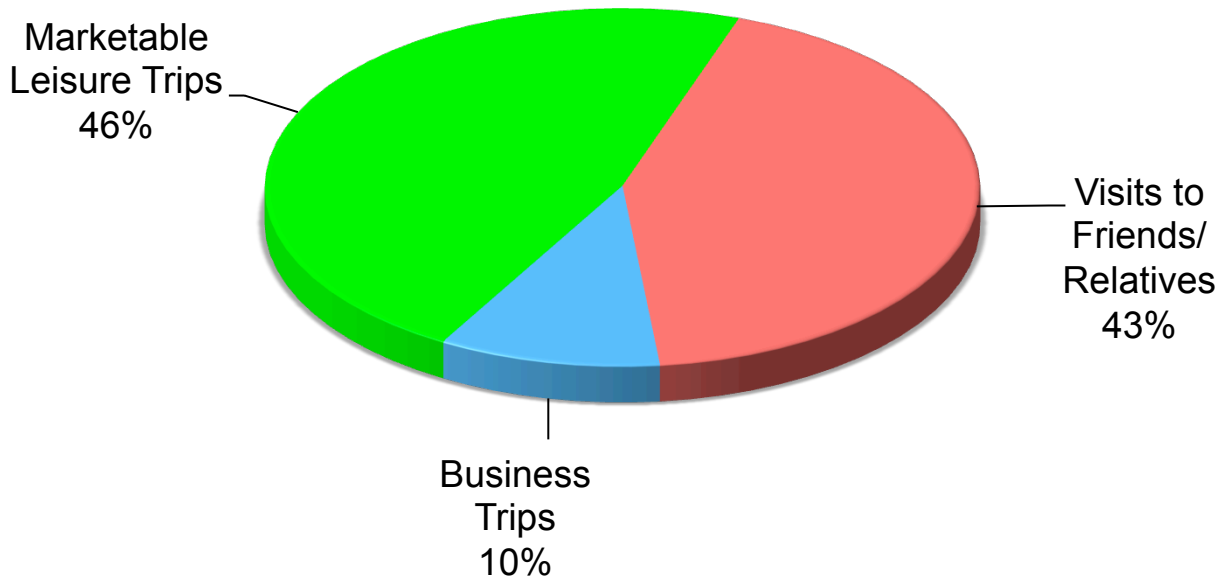


- In 2014, the top activities that ski vacationers participated in or visited during their Colorado trip, apart from skiing itself, included :
 - *Fine dining (29%)*
 - *Shopping (18%)*
 - *Visiting a spa (13%)*
 - *Nightlife such as a bar, disco or nightclub (11%)*
 - *Visiting a brewery (11%)*
 - *Swimming (9%)*
 - *Hiking/backpacking (8%)*
- Colorado ski vacationers in 2014 seemed to have a much lower level of interest than Colorado vacationers as a whole in the specific types of experiences we asked about on the survey, e.g., historic, cultural, eco-tourism, culinary, or wine.

Detailed Findings

Size & Structure of the U.S. Travel Market

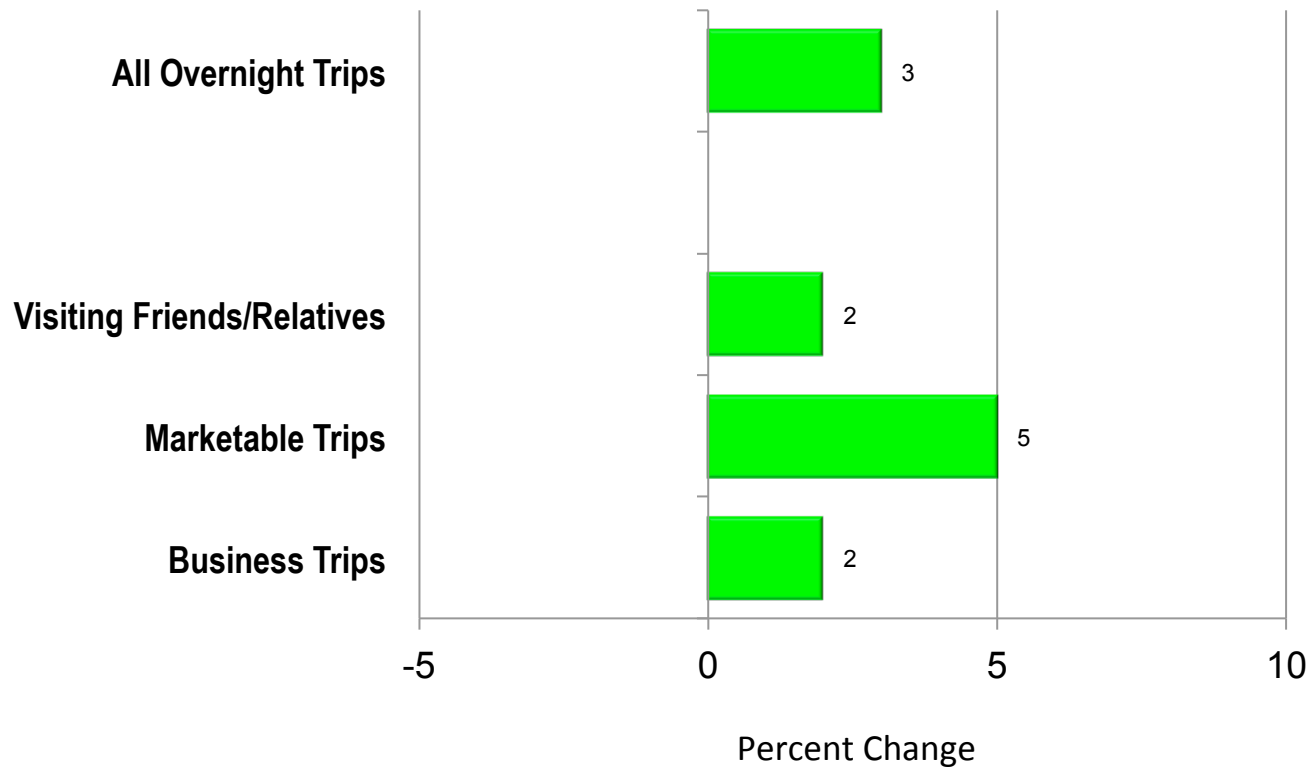
Structure of the U.S. Travel Market — 2014 Overnight Trips



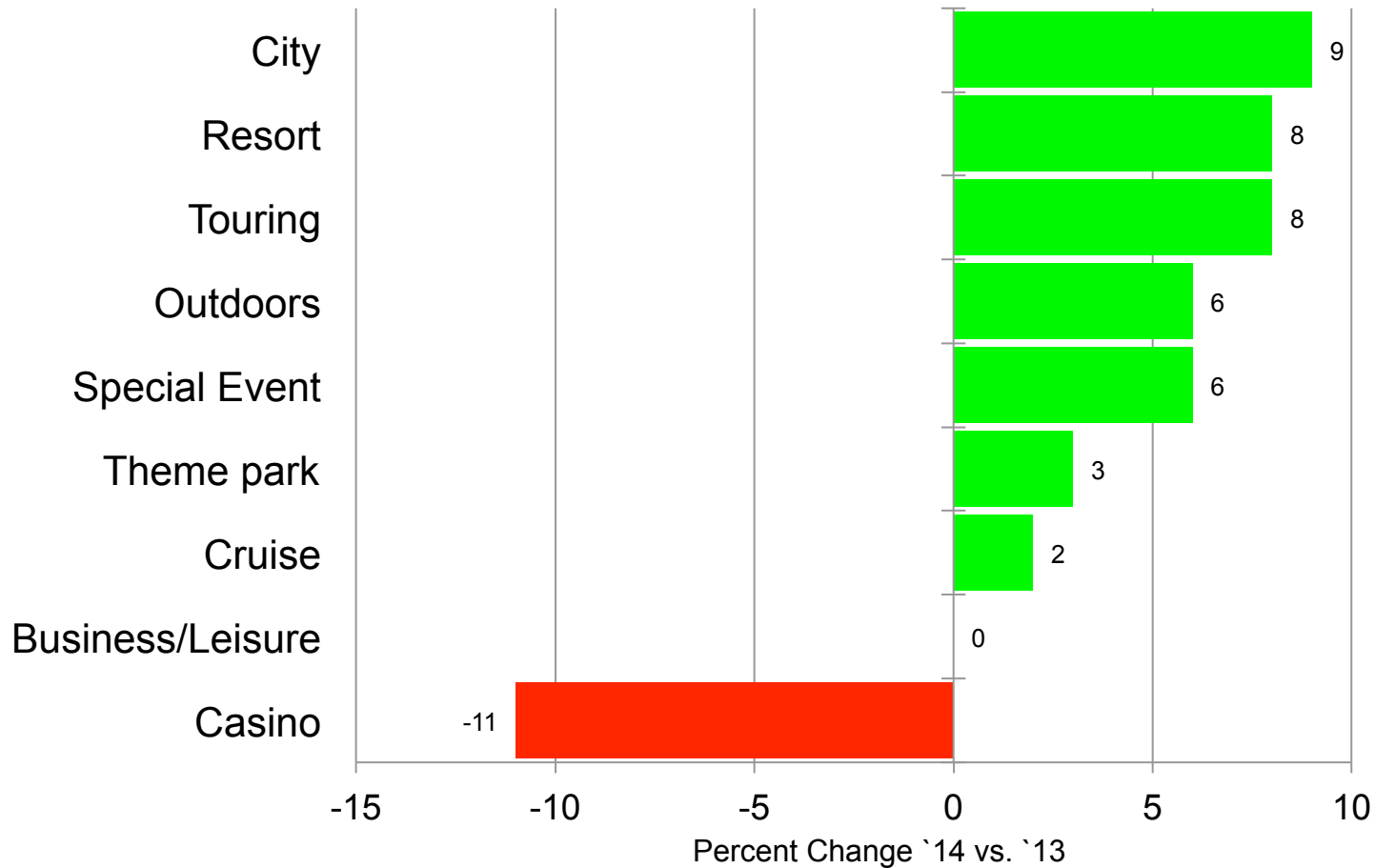
U.S. Market Trends for Overnight Trips — 2014 vs. 2013



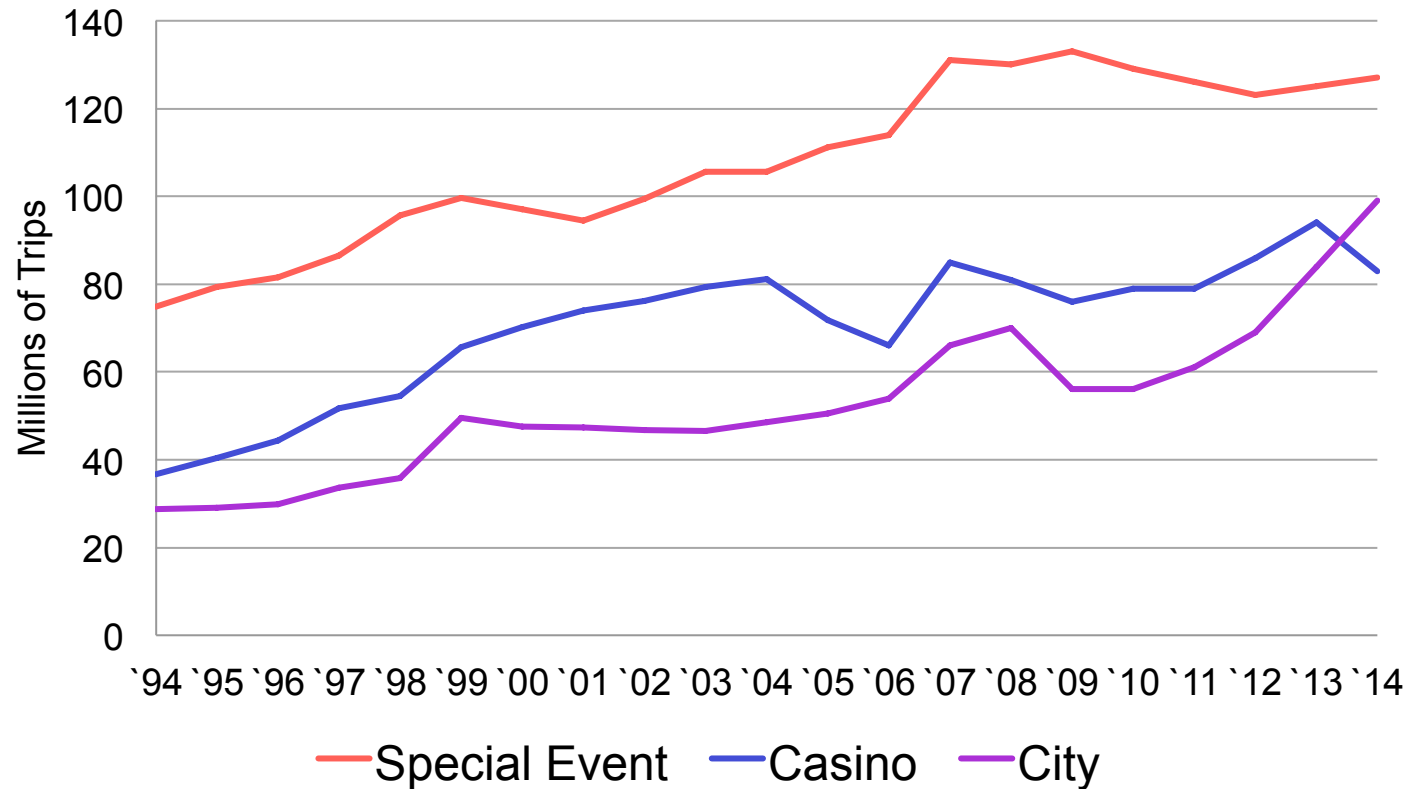
Base: Adult Overnight Trips



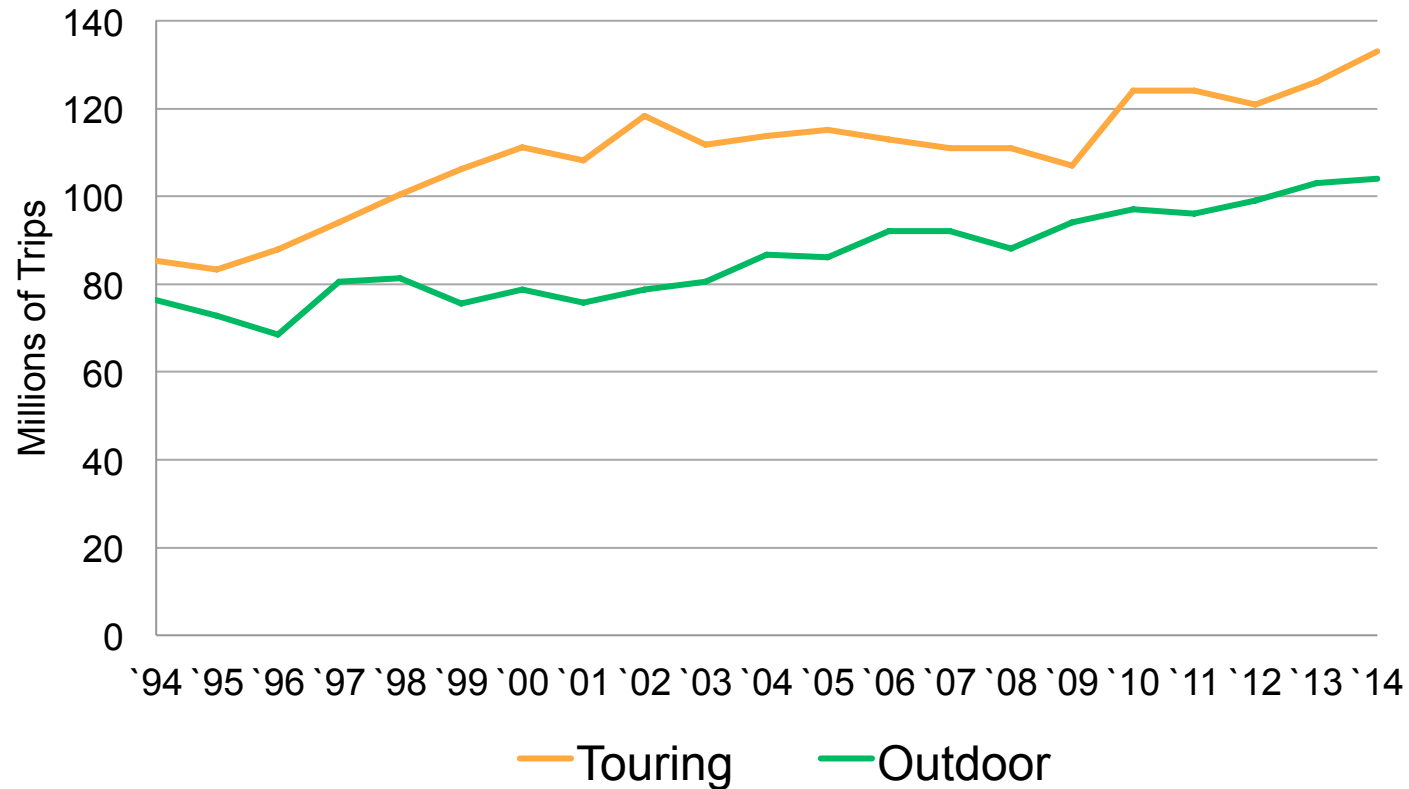
U.S. Overnight Marketable Trip Trends — 2014 Travel Year



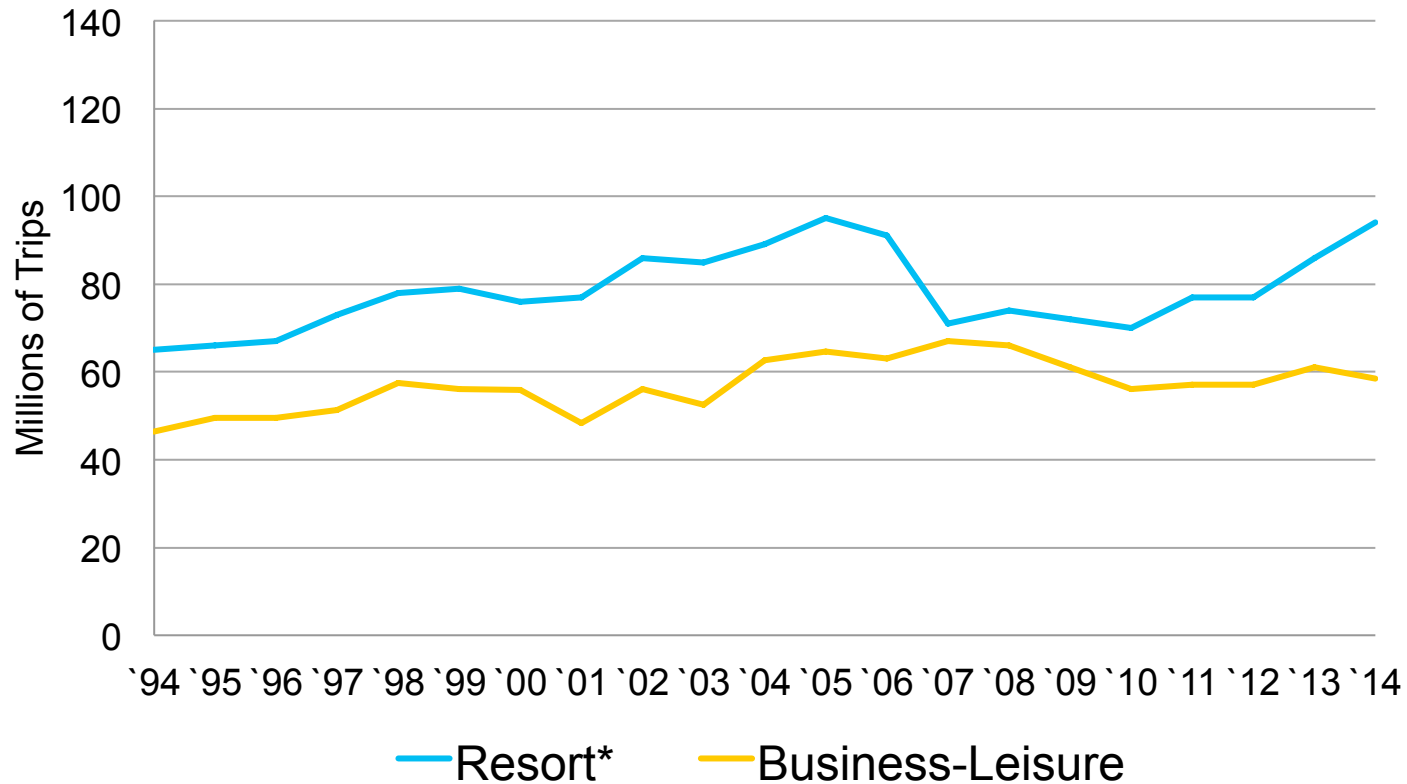
U.S. Marketable Trips — Special Event, Casino & City Trips



U.S. Marketable Trips — Touring & Outdoor Trips

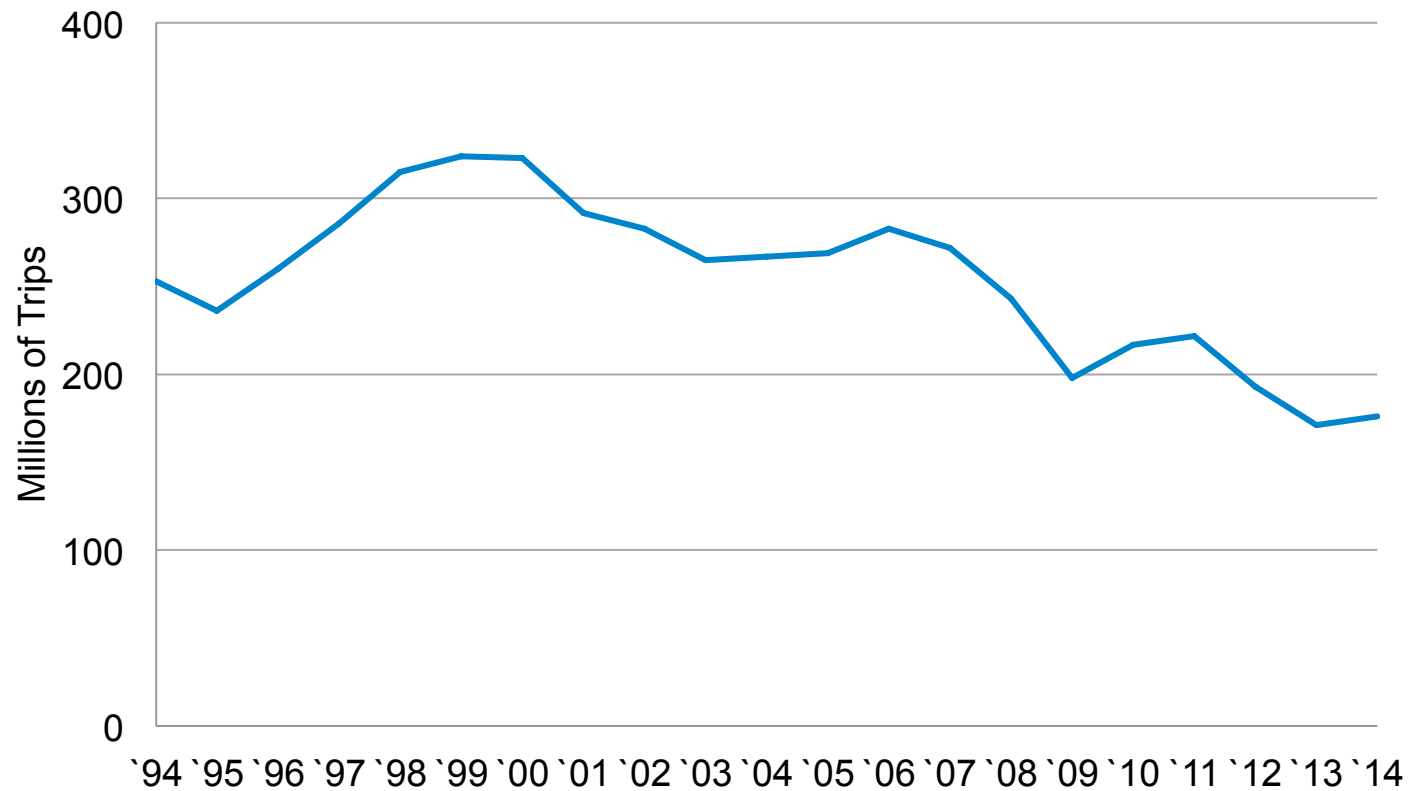


U.S. Marketable Trips — Business/Leisure & Resort* Trips



* Combines Country and Beach starting in 2007, and Resort and Golf in 2013

U.S. Business Trips



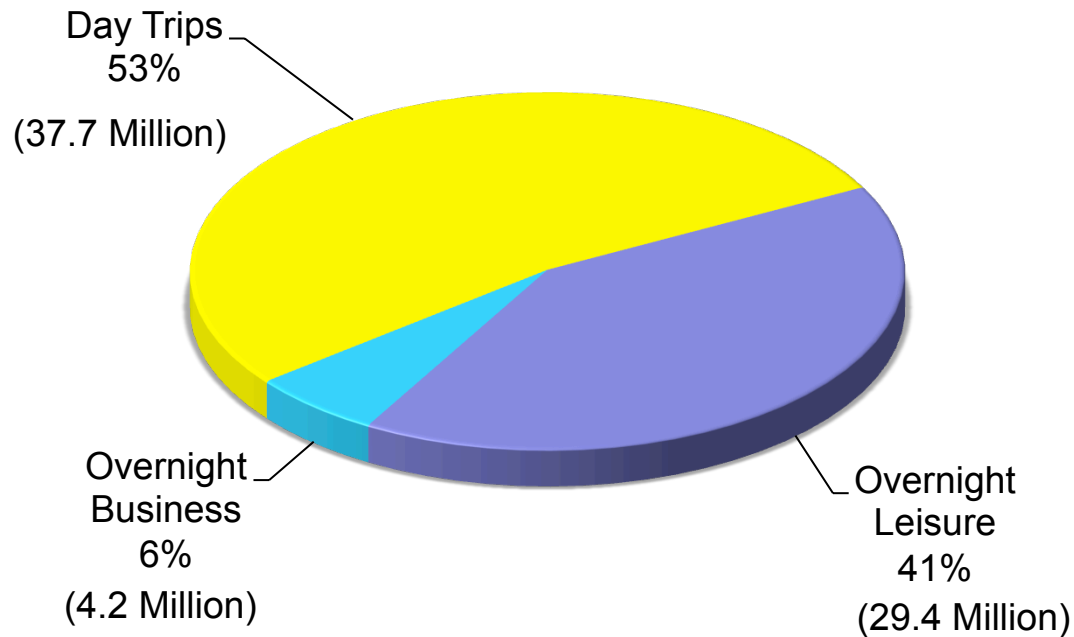


Size & Structure of Colorado's Travel Market

Day & Overnight Trips to Colorado in 2014



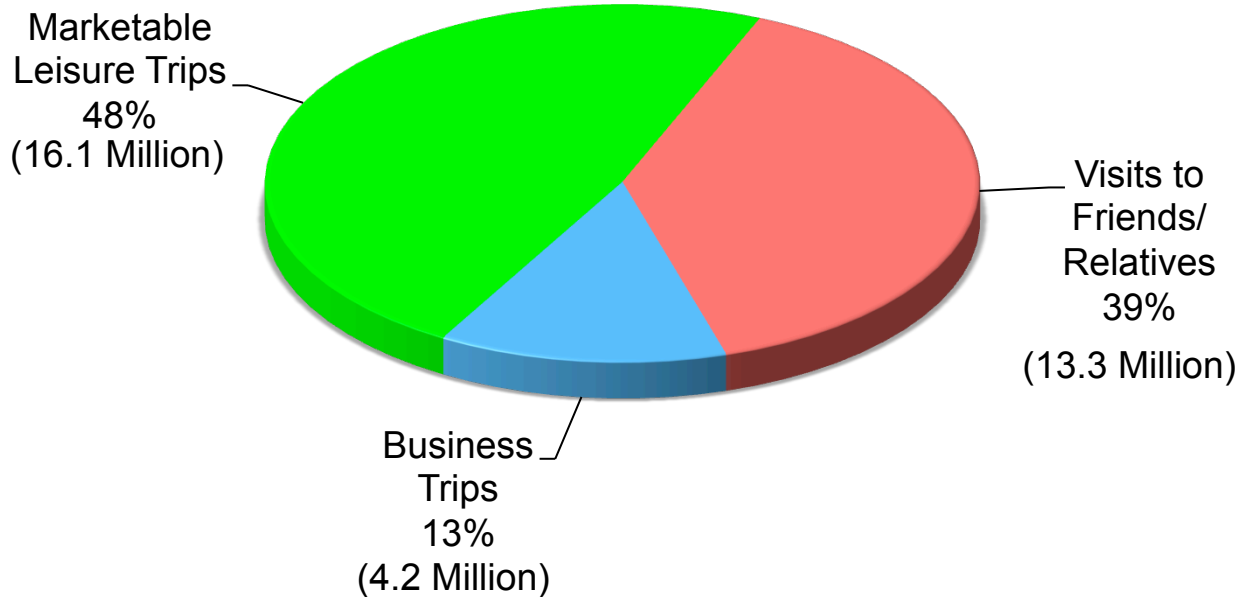
Total Trips = 71.3 Million



Size of Colorado's Travel Market — 2014 Overnight Trips



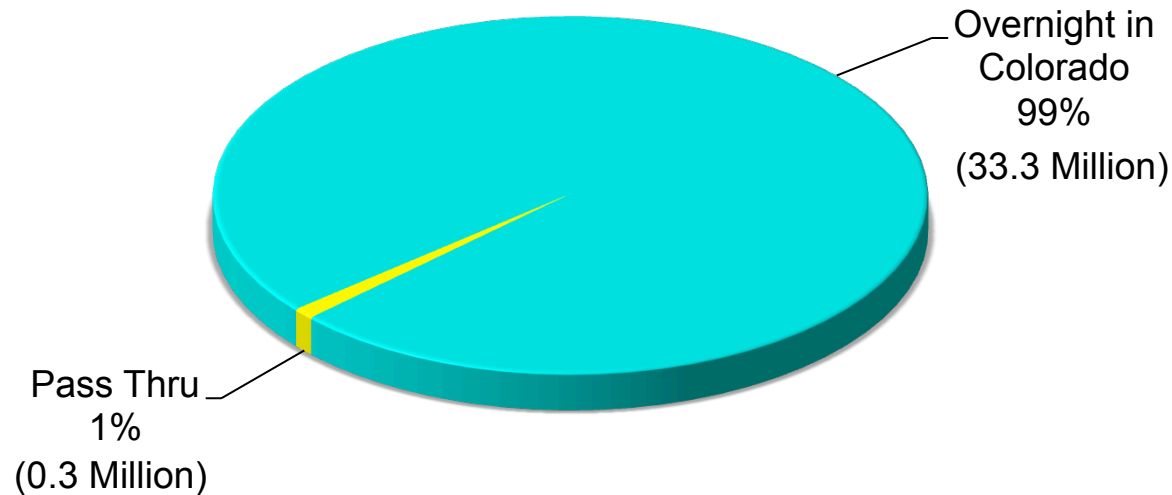
Total Trips = 33.6 Million



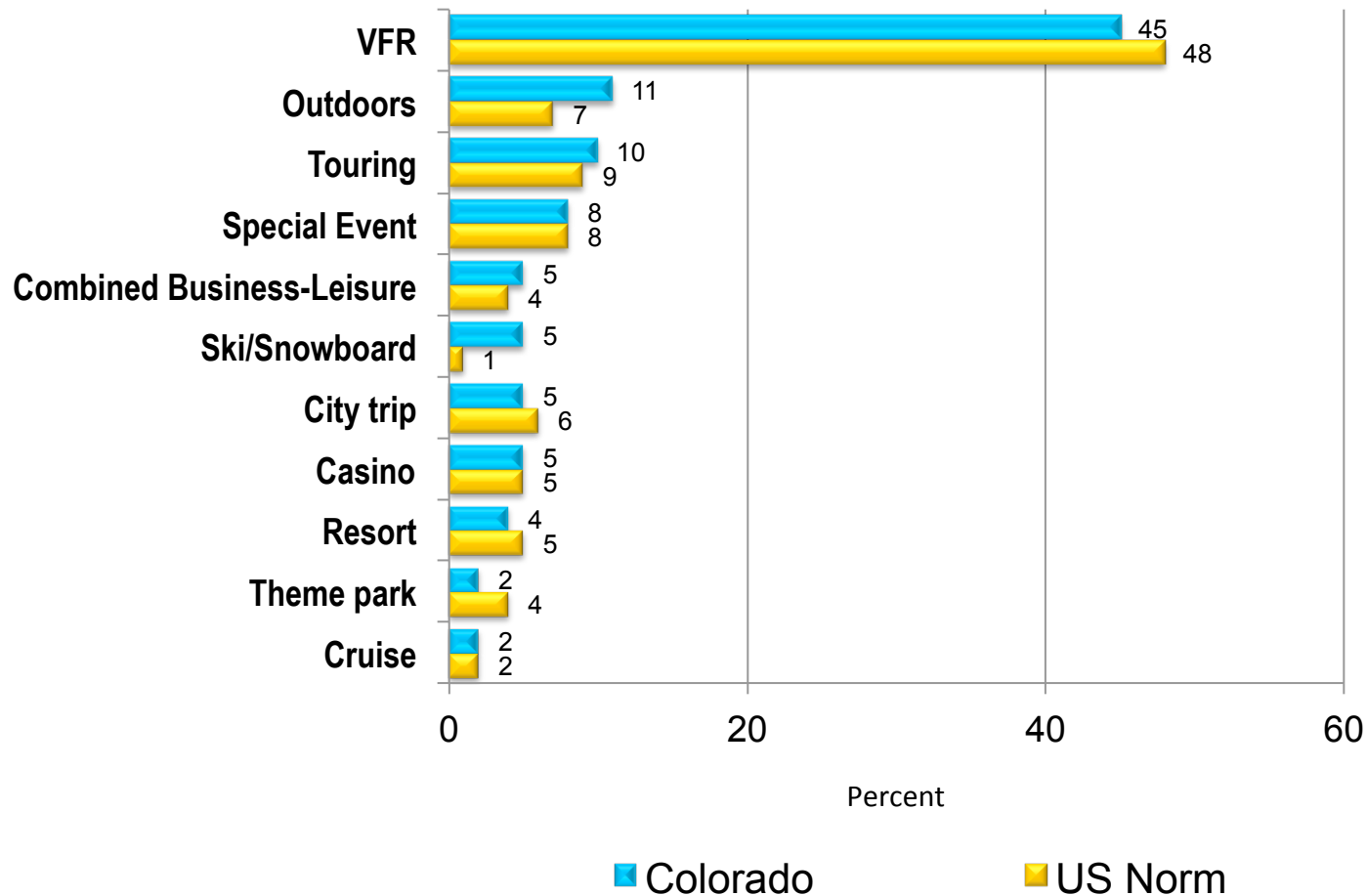
Overnight Trips Including Colorado in 2014



Total Trips = 33.6 Million



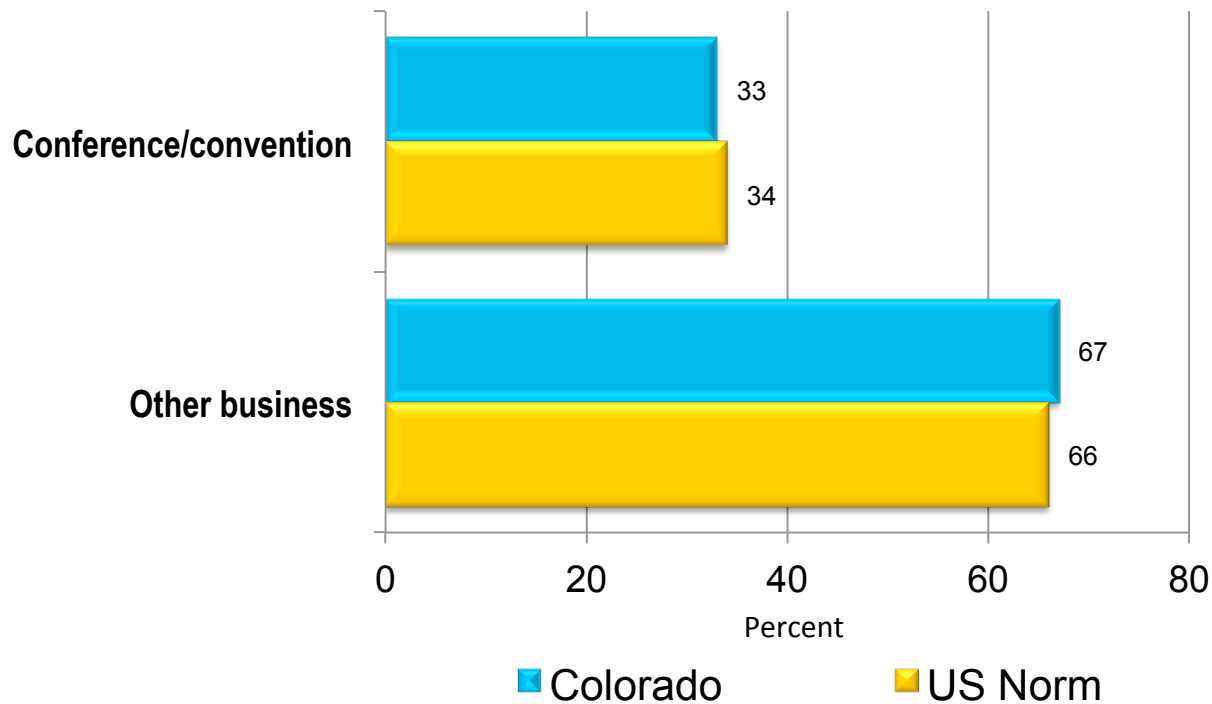
Main Purpose of 2014 Overnight Leisure Trips vs. the U.S. Norm



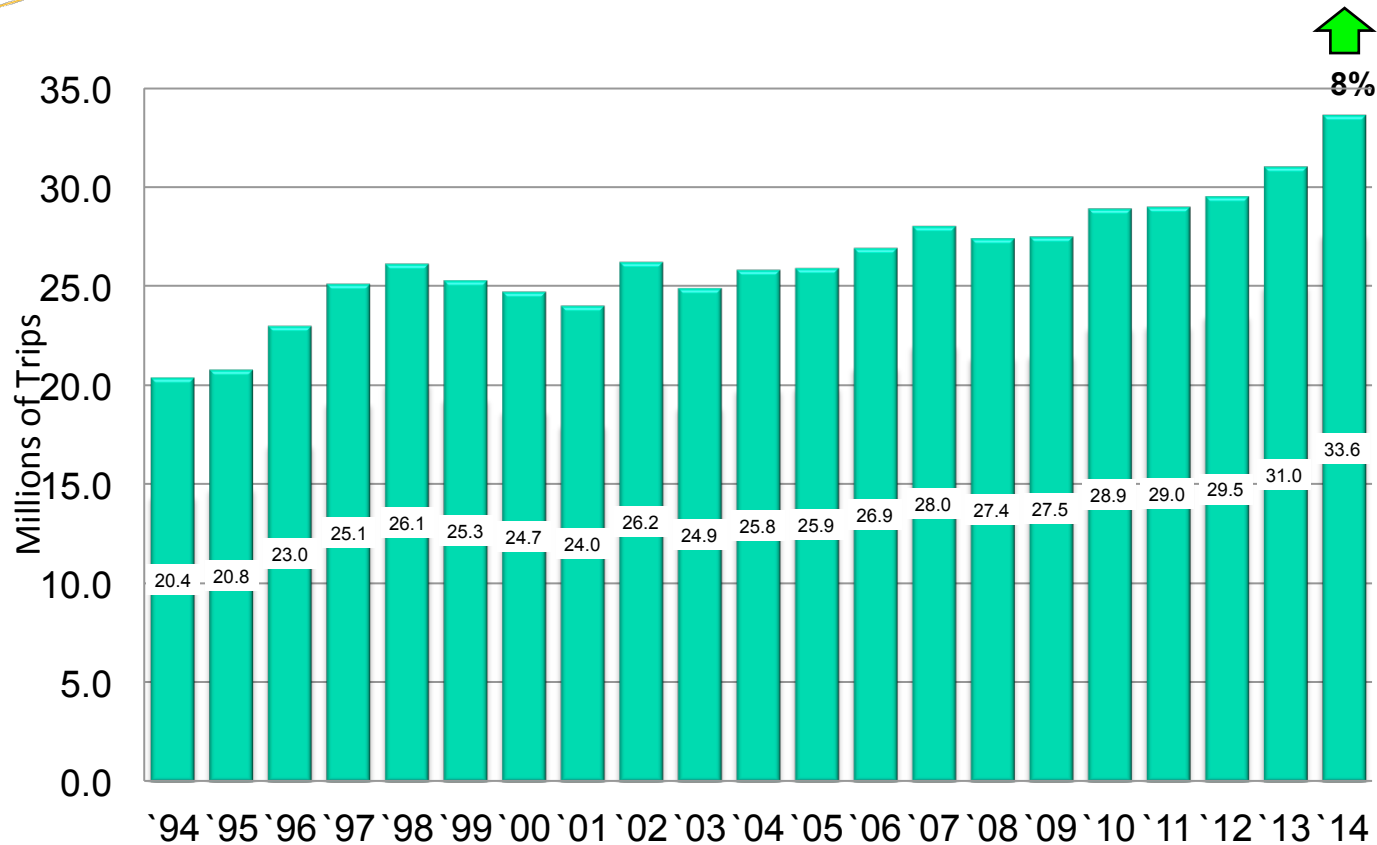
Main Purpose of 2014 Overnight Business Trips vs. the U.S. Norm



Base: Overnight Business Trips

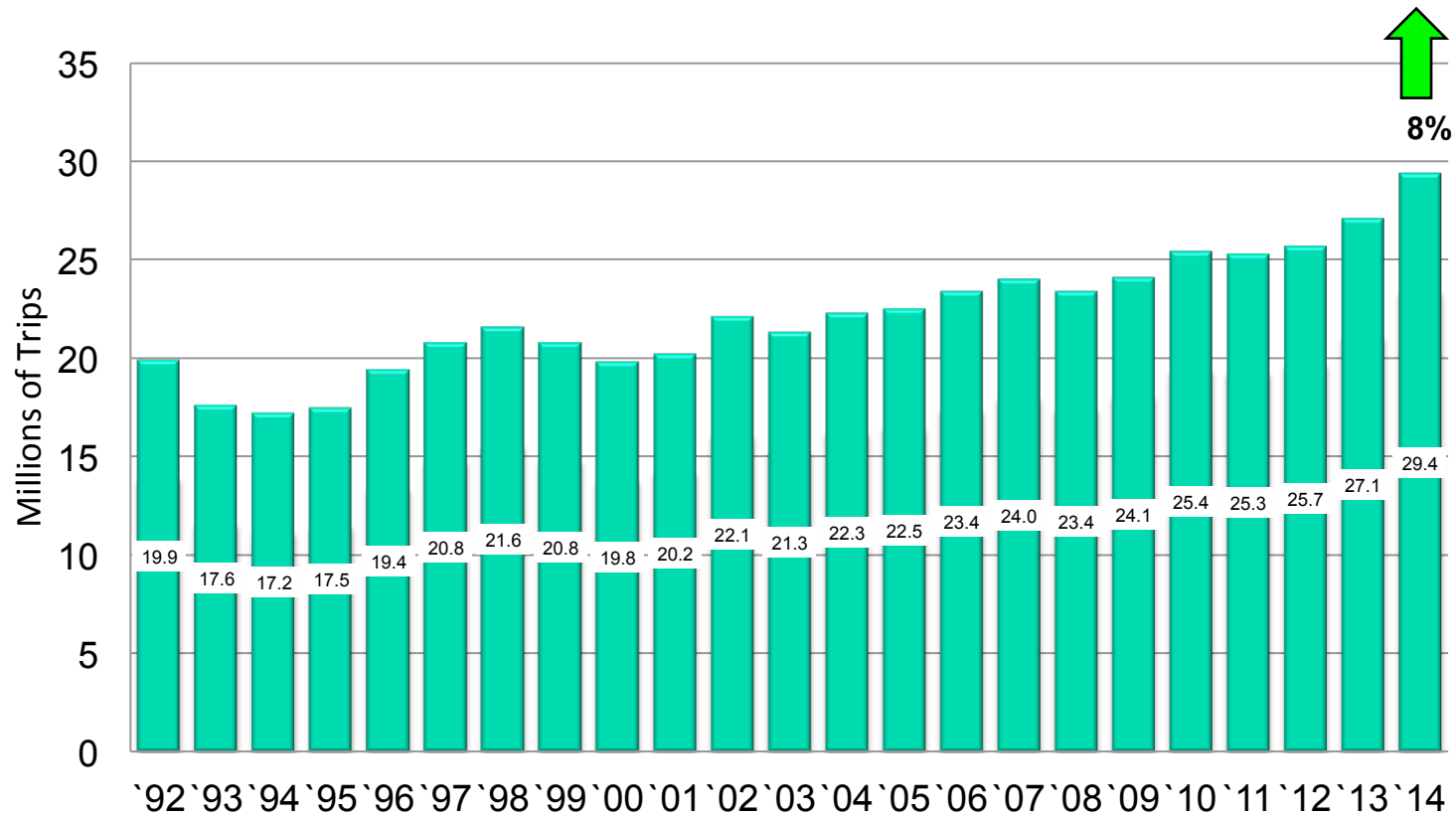


Overnight Trips to Colorado — 1994 to 2014

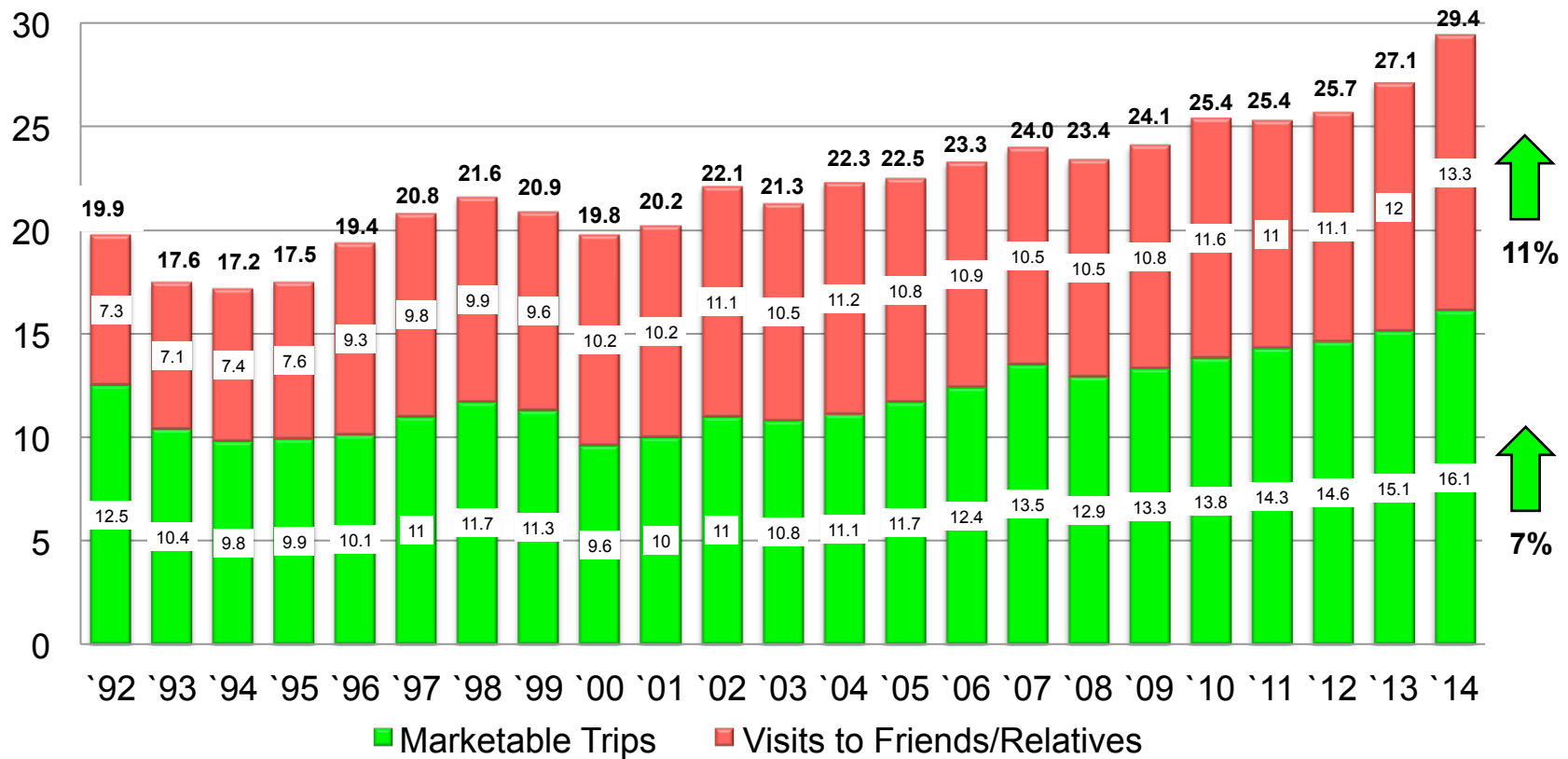


Note: Referencing this and subsequent charts showing annual trends, the Travel USA® survey was standardized for Leisure travel starting in 1992, so all charts about Leisure travel begin with that year. Questions about business trips were added in 1994; so charts about business travel or that show a total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

Overnight Leisure Trips to Colorado — 1992 to 2014

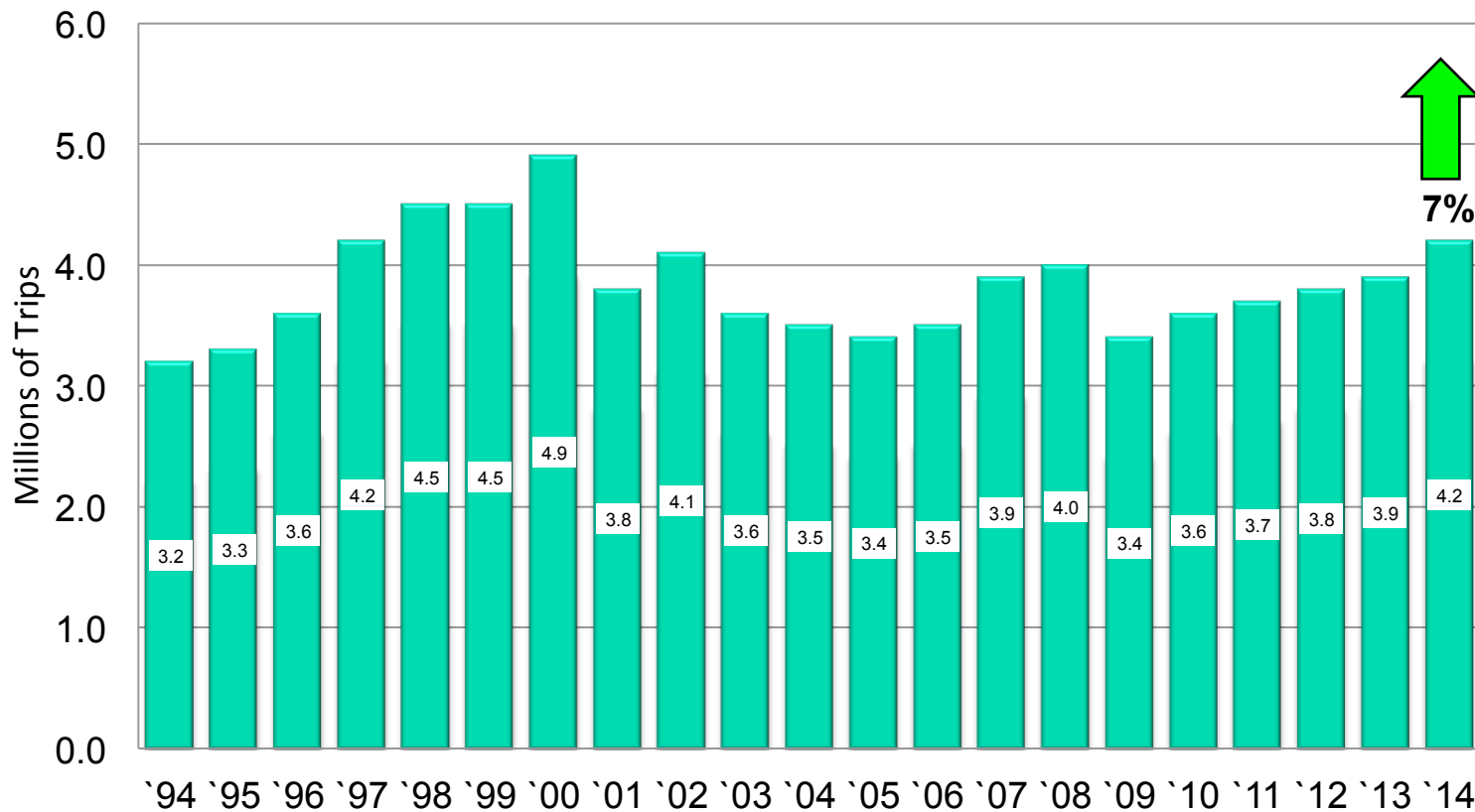


Structure of Colorado's Overnight Leisure Travel Market

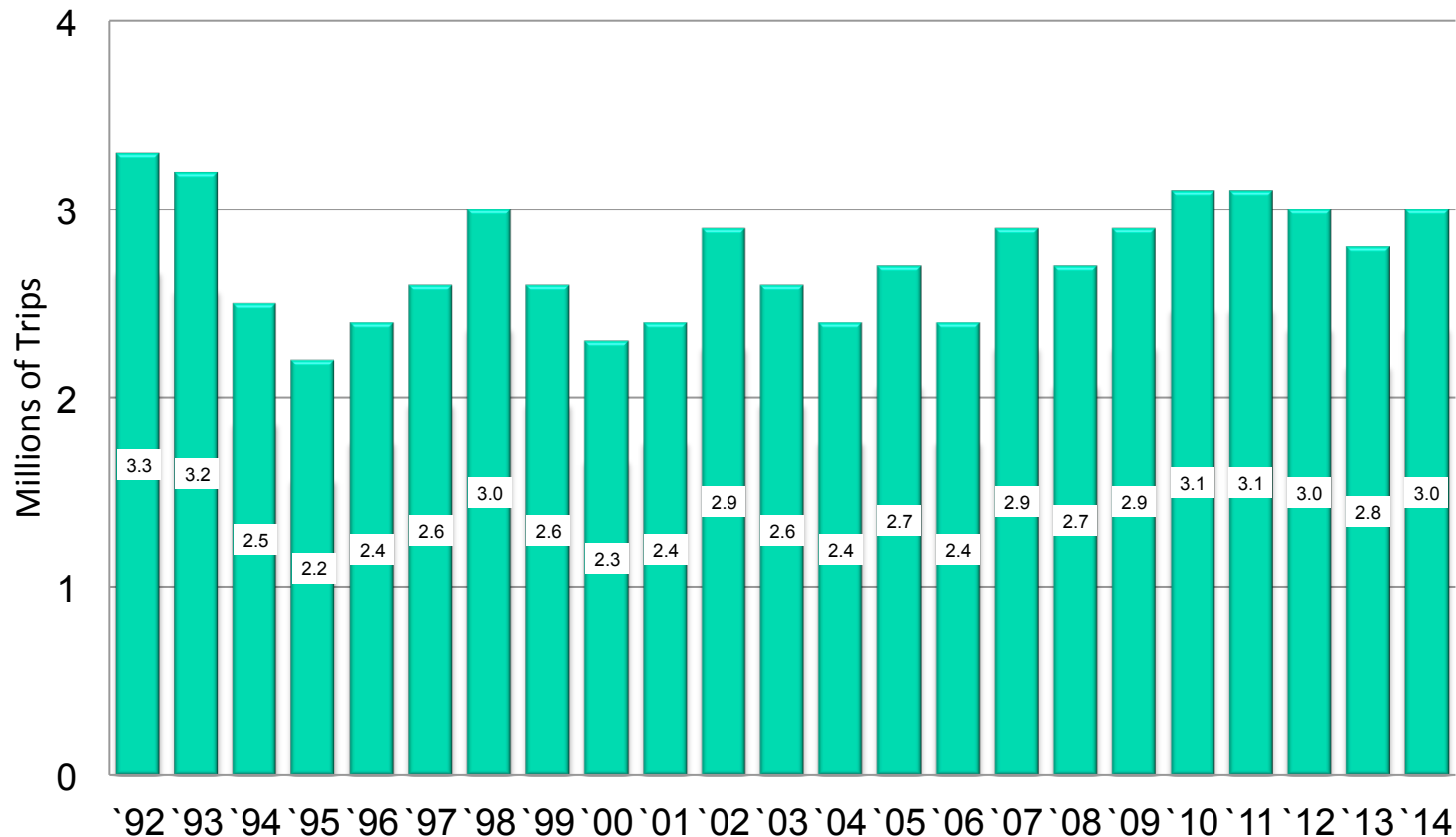


*Data are rounded.

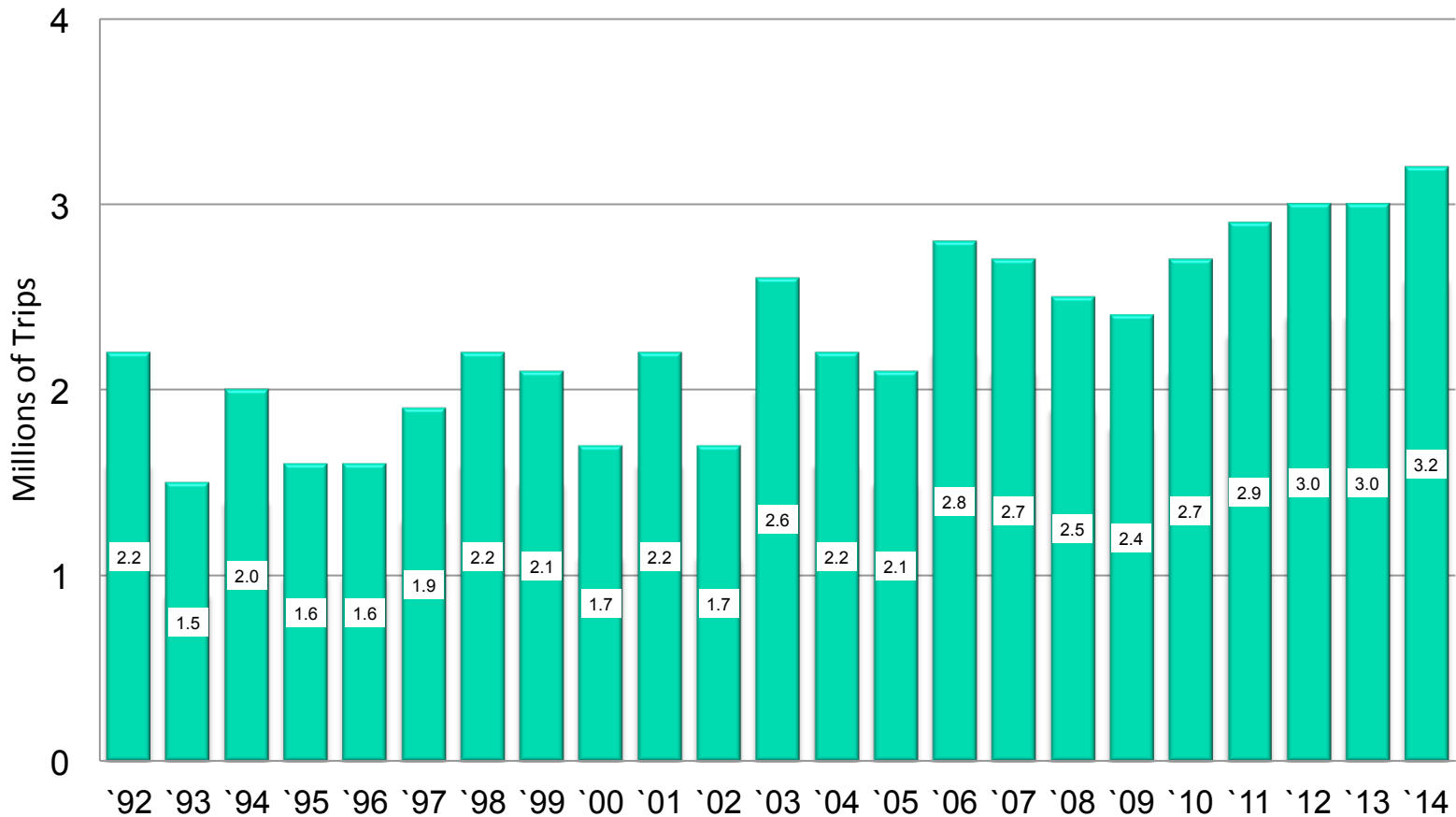
Overnight Business Trips to Colorado — 1994 to 2014



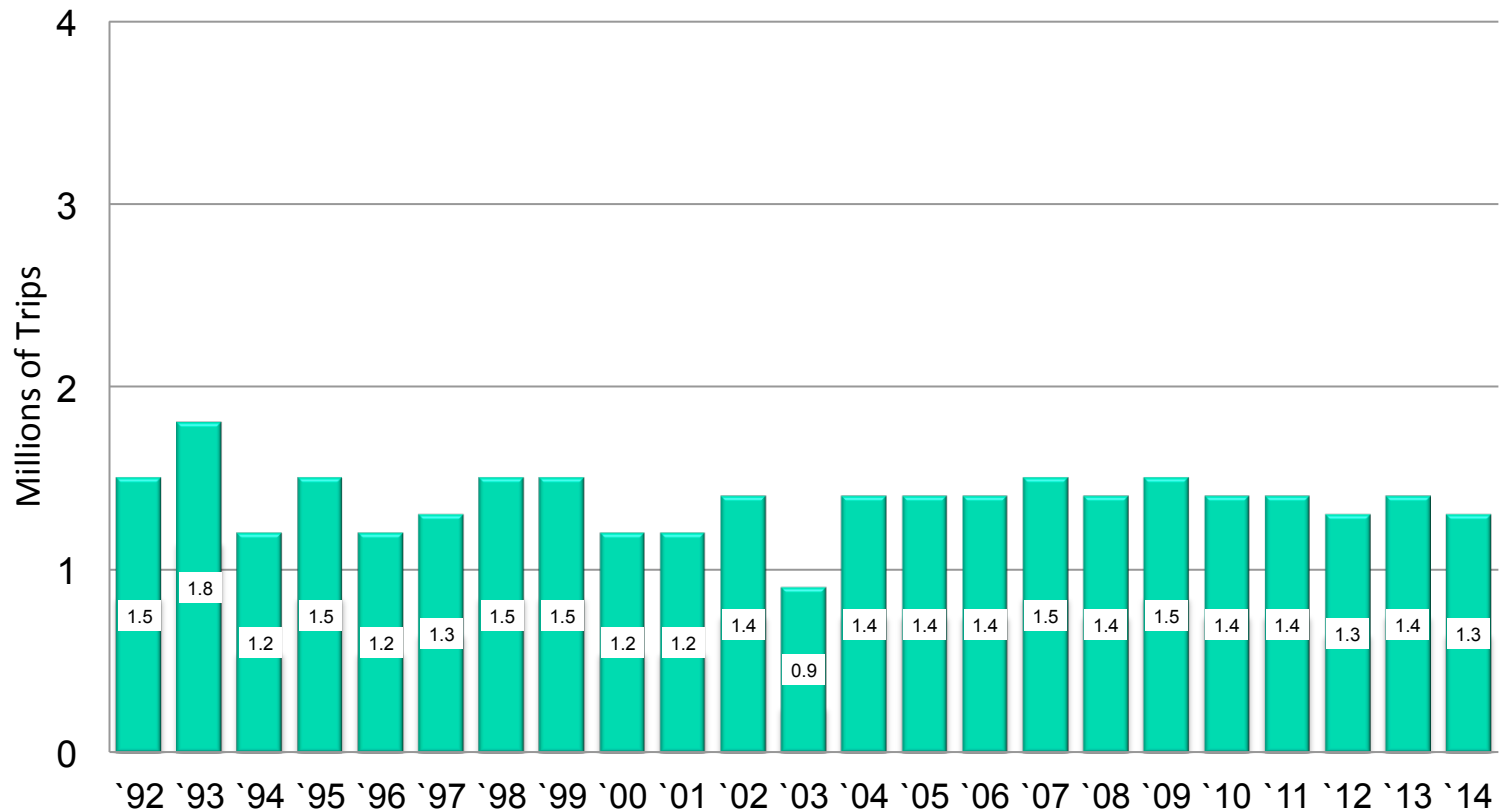
Overnight Touring Trips to Colorado



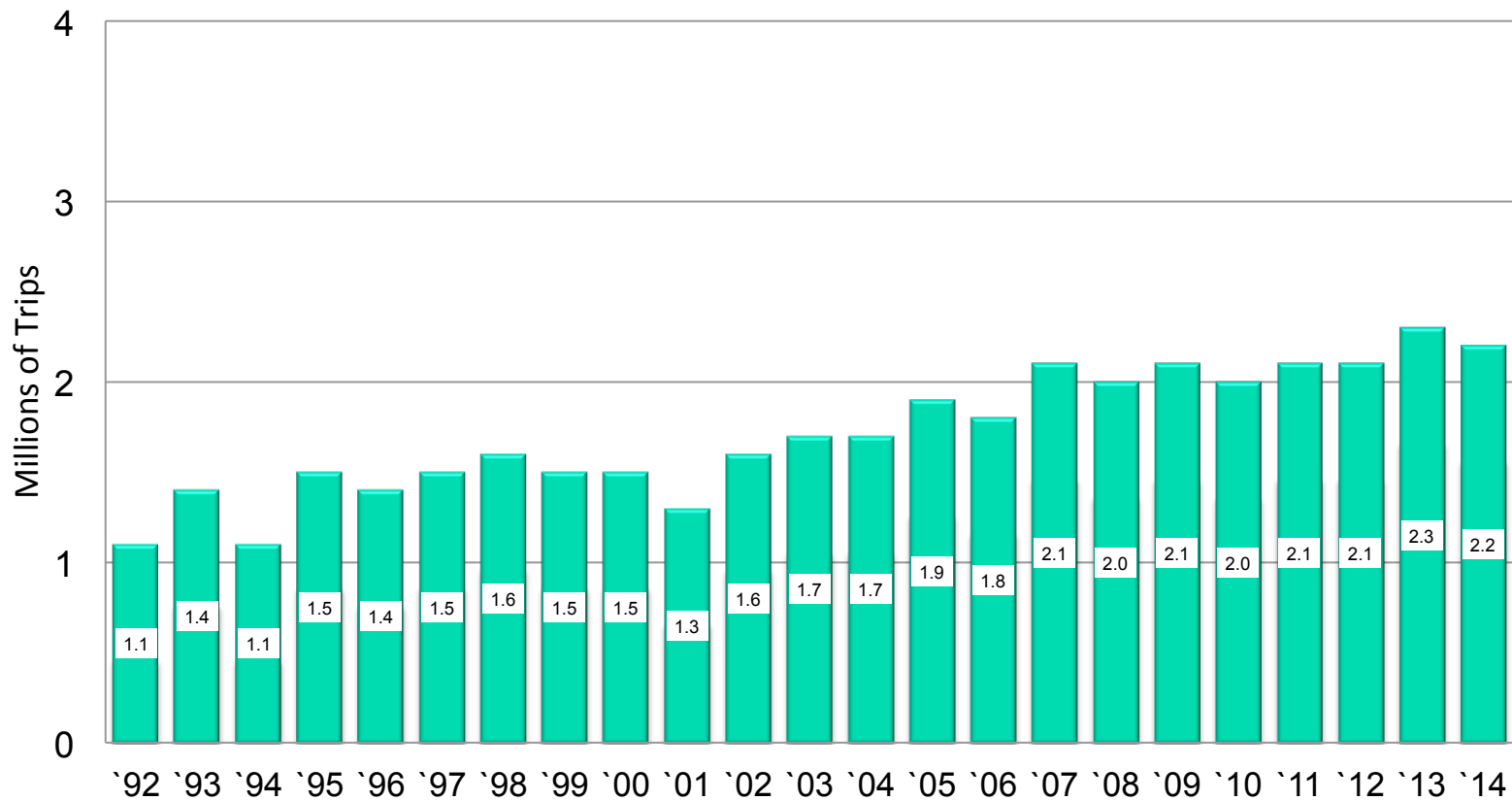
Overnight Outdoor Trips to Colorado



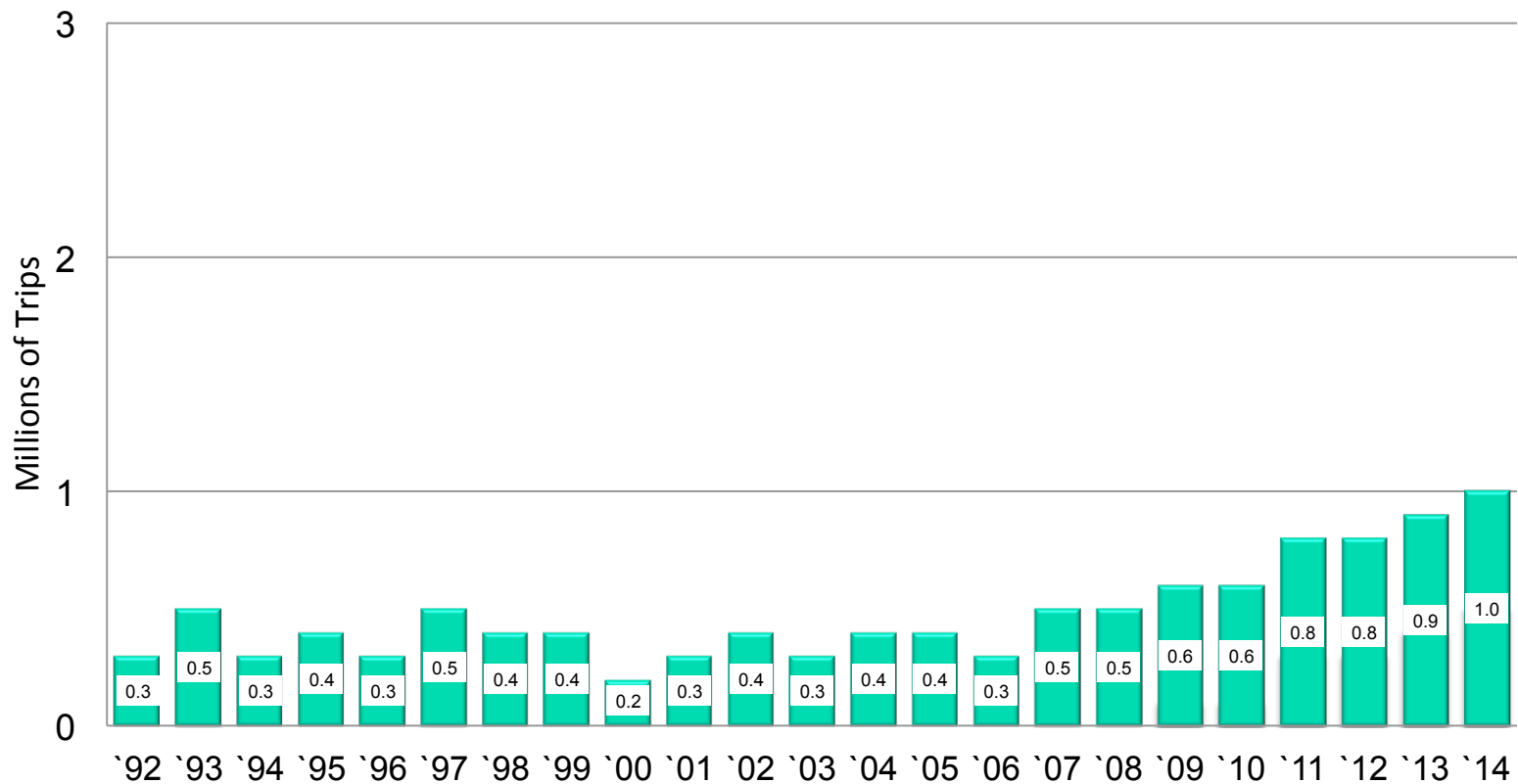
Overnight Business-Leisure Trips to Colorado



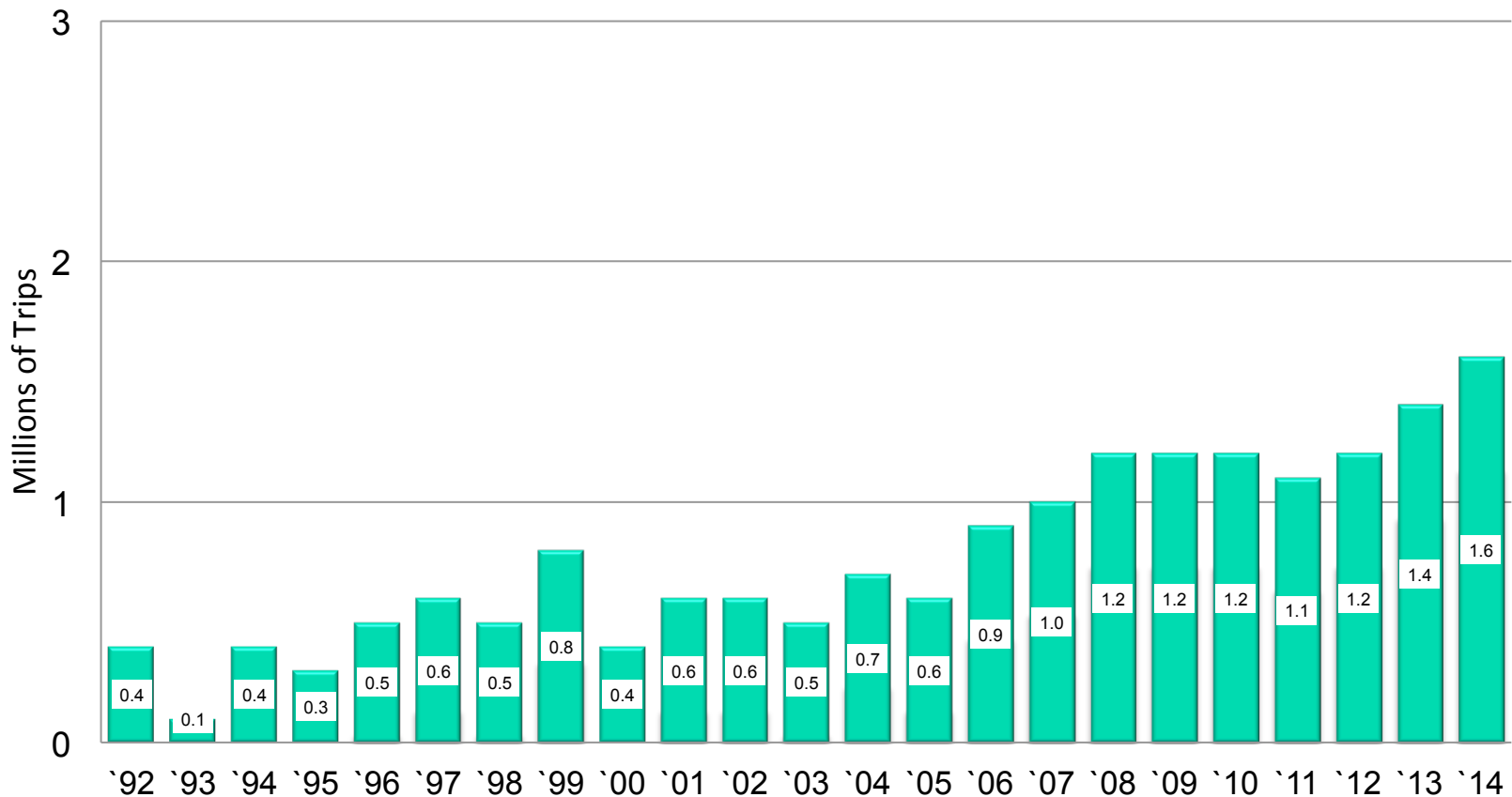
Overnight Special Event Trips to Colorado



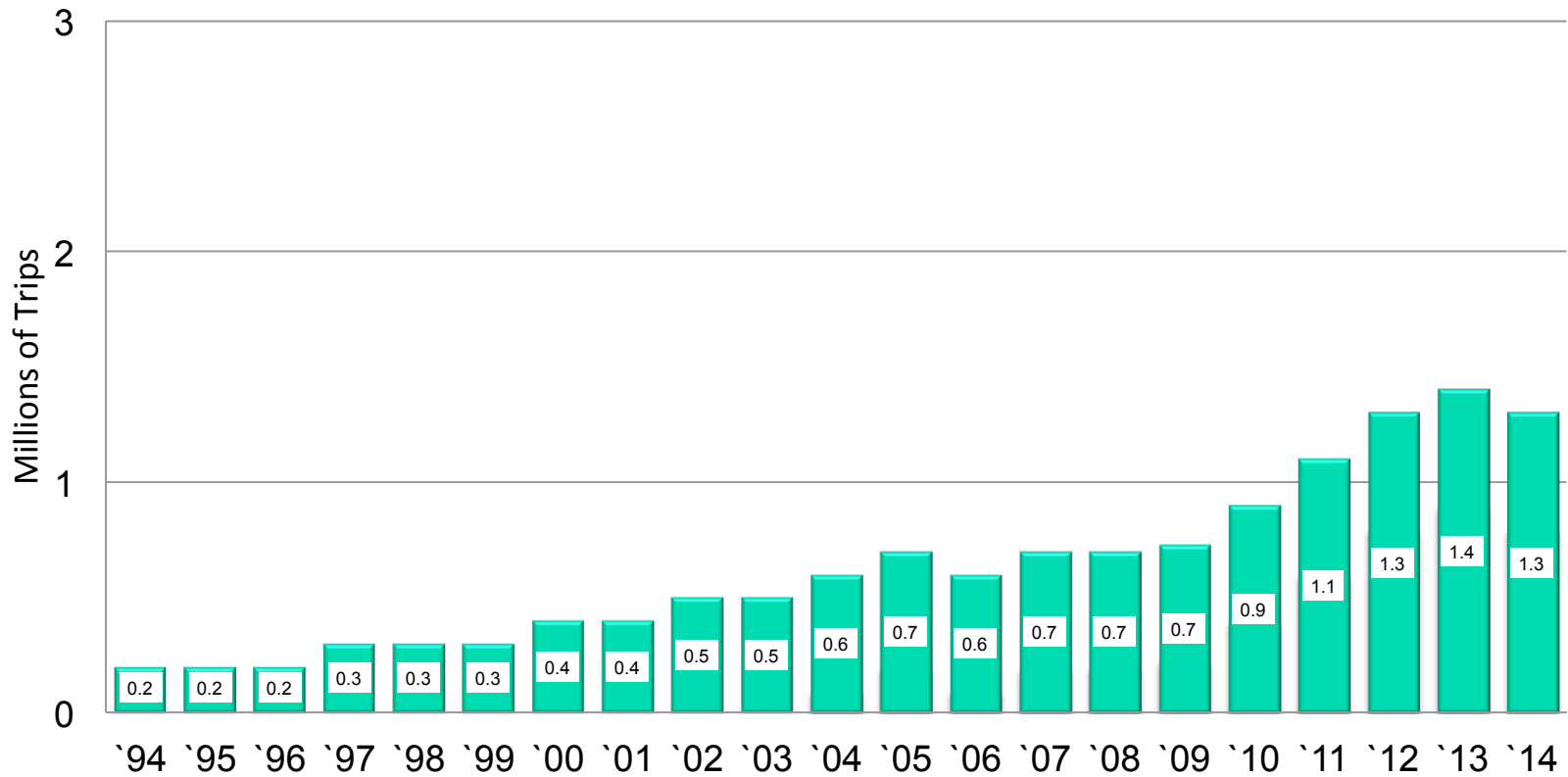
Overnight Country Resort Trips to Colorado



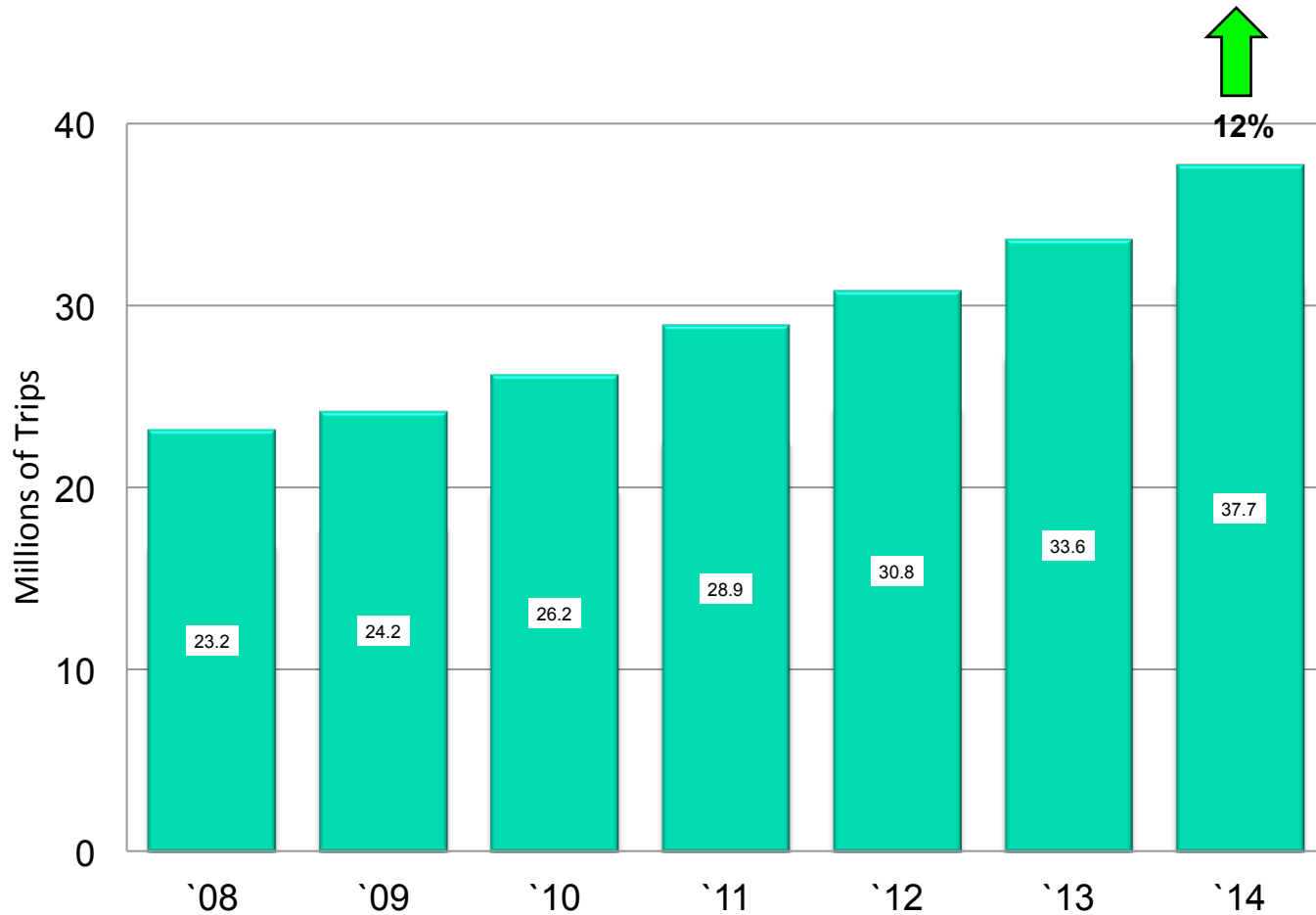
Overnight City Trips to Colorado



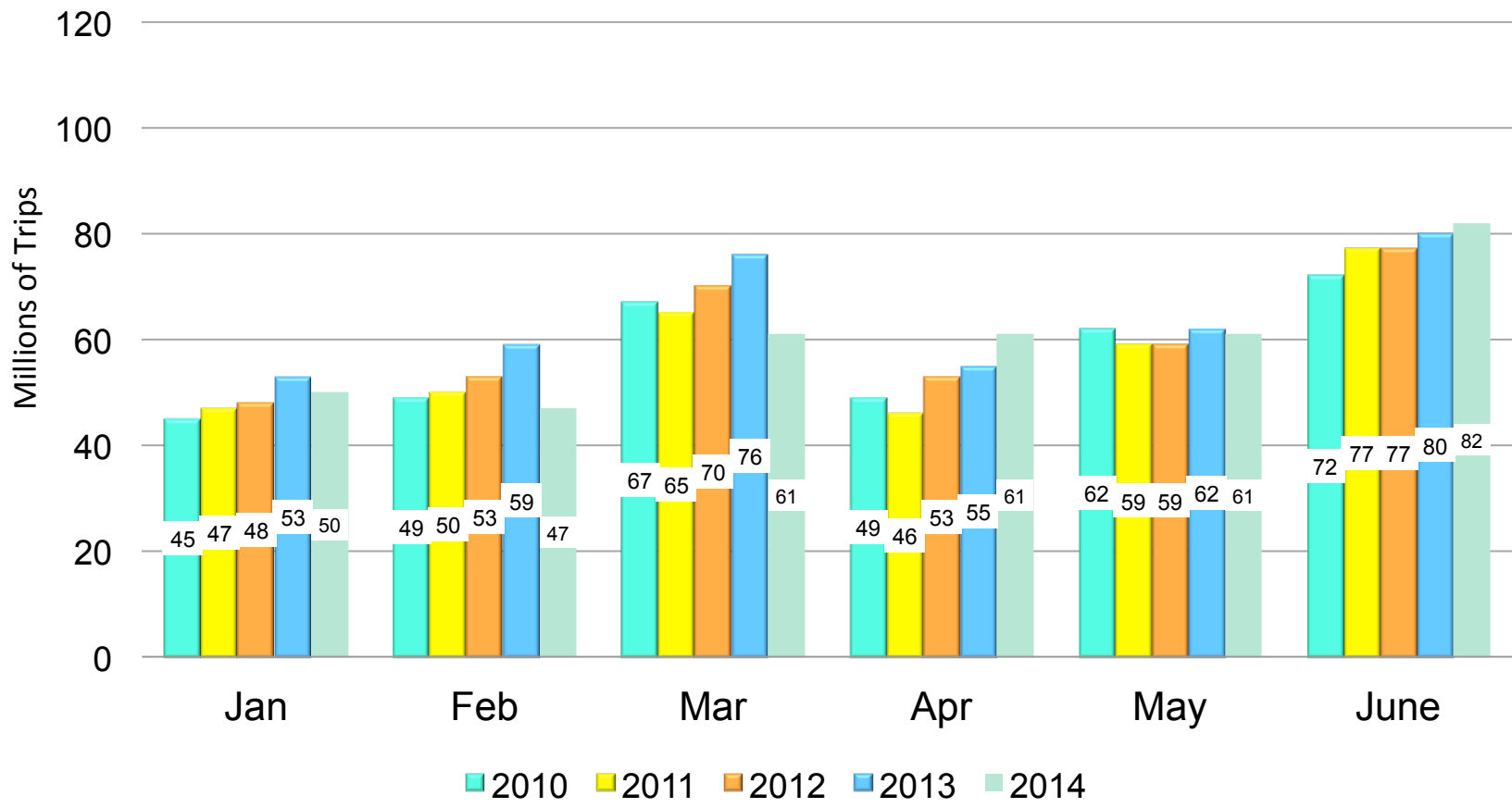
Overnight Casino Trips to Colorado



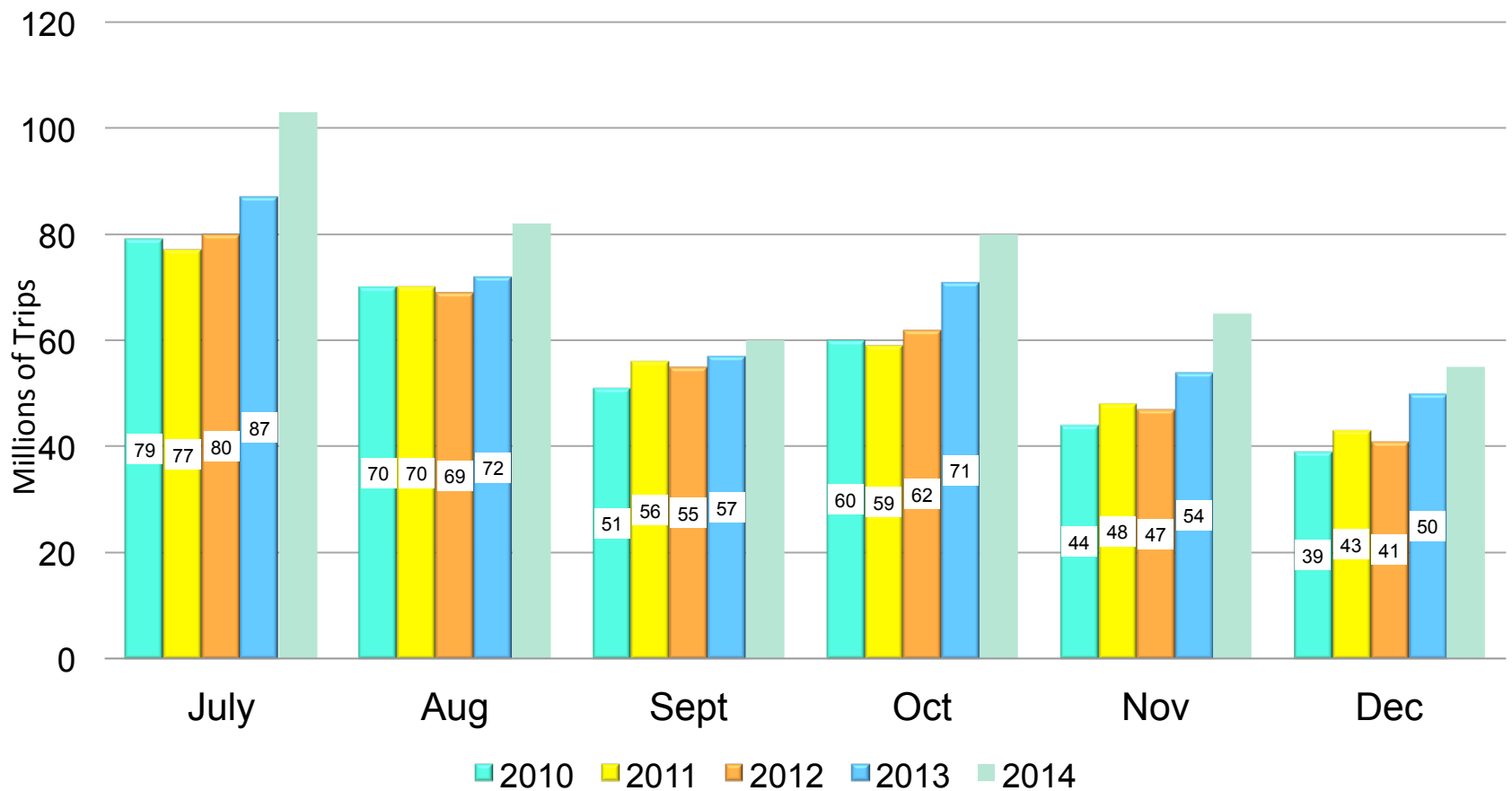
Day Trips To/Within Colorado



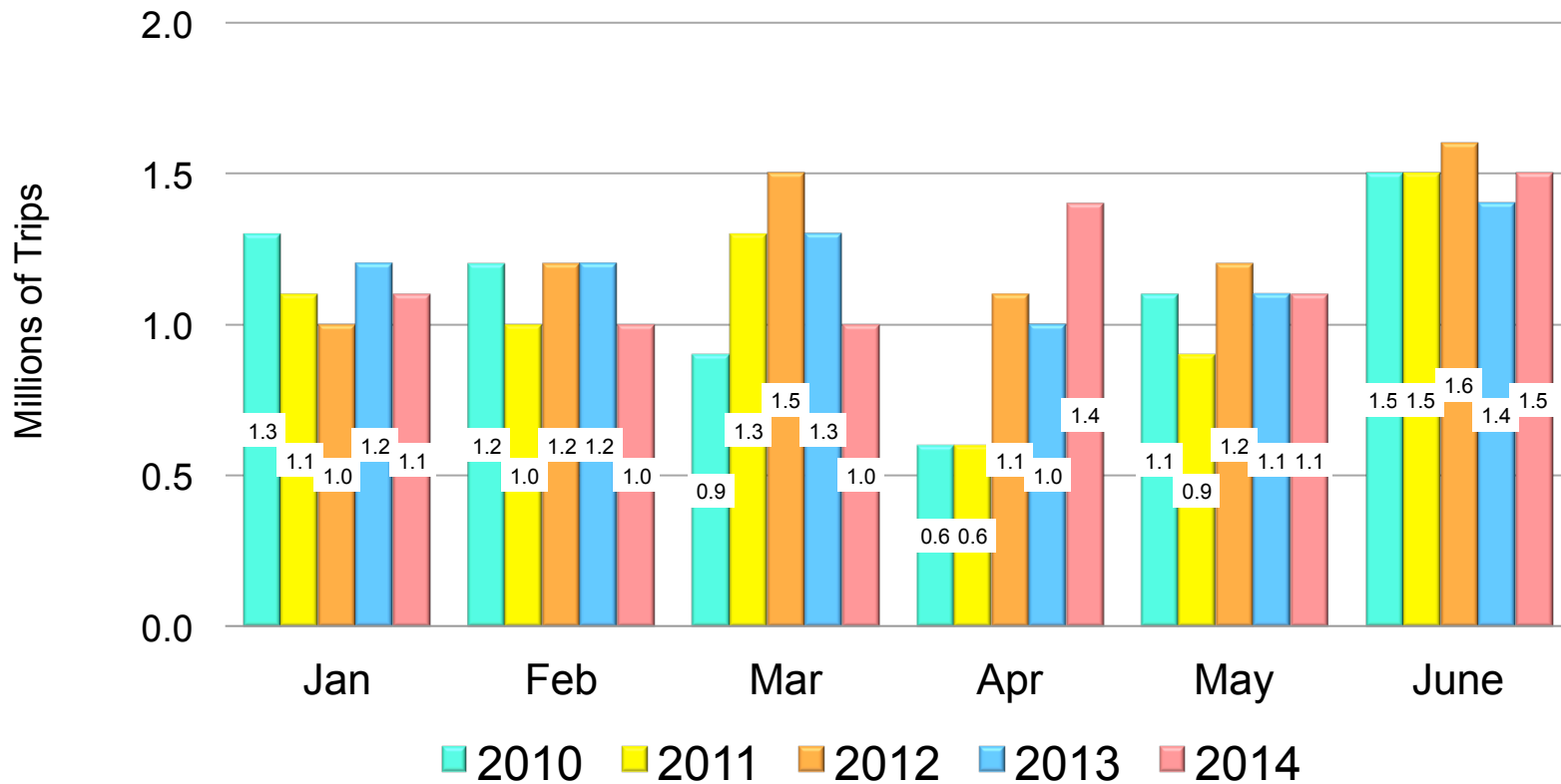
U.S. Overnight Marketable Leisure Trips by Month



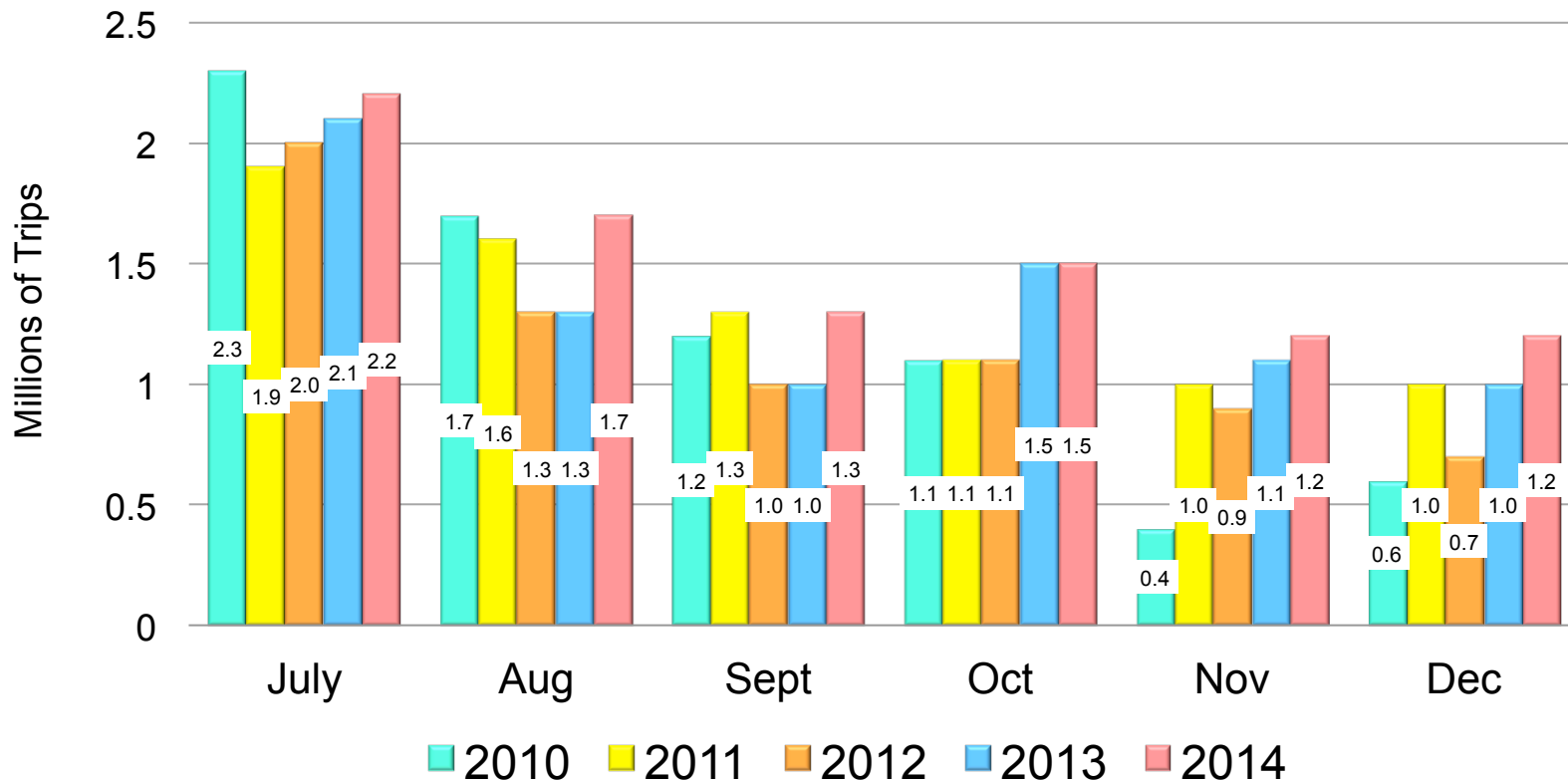
U.S. Overnight Marketable Leisure Trips by Month (Cont'd)



Overnight Marketable Leisure Trips to Colorado by Month



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

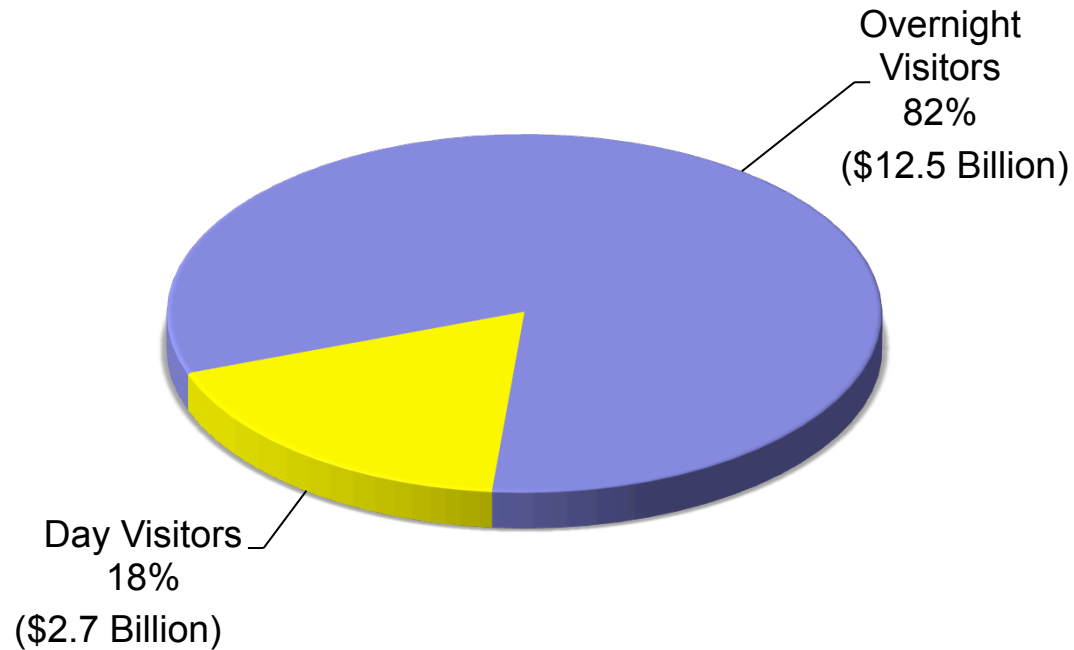


Travel and Tourism Spending in Colorado

Total Travel Spending in Colorado in 2014



Total = \$15.2 Billion

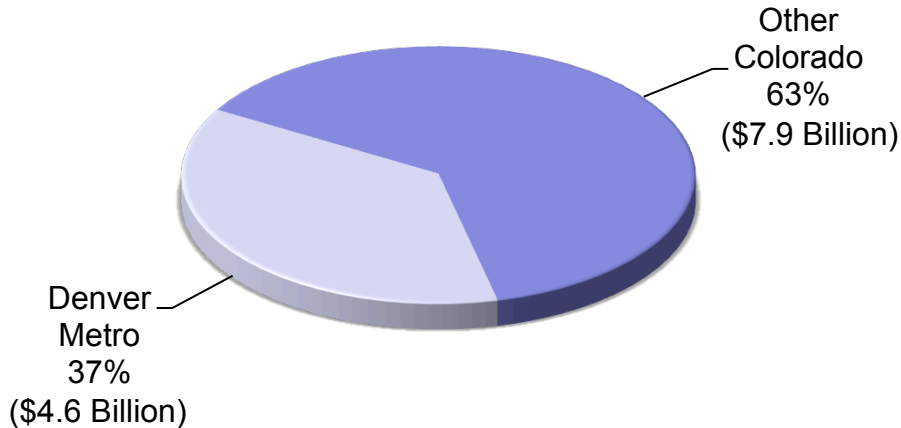


Total Travel Spending in Colorado in 2014

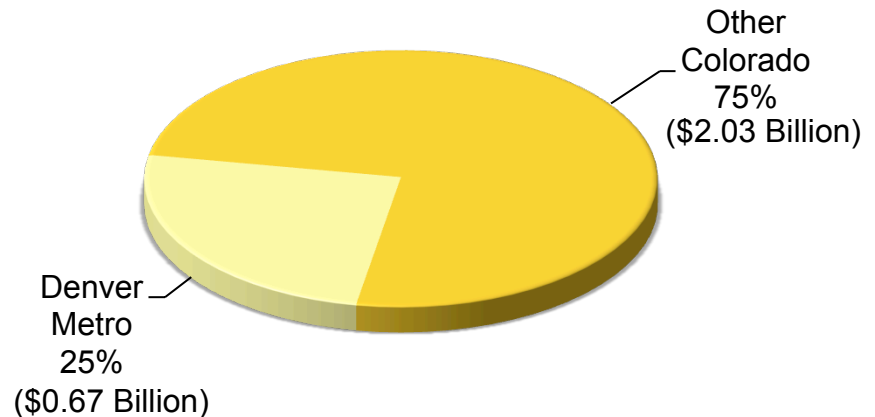


Overall Total = \$15.2 Billion

Total Overnight = \$12.5 Billion



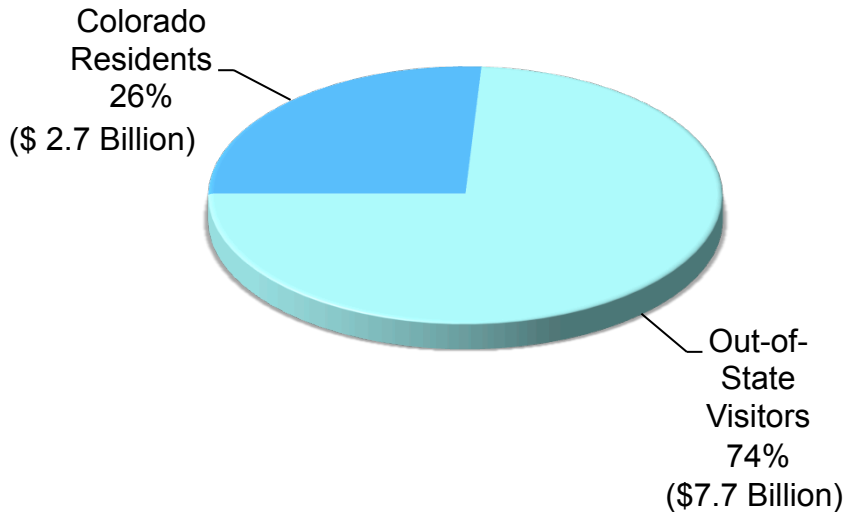
Total Day = \$2.7 Billion



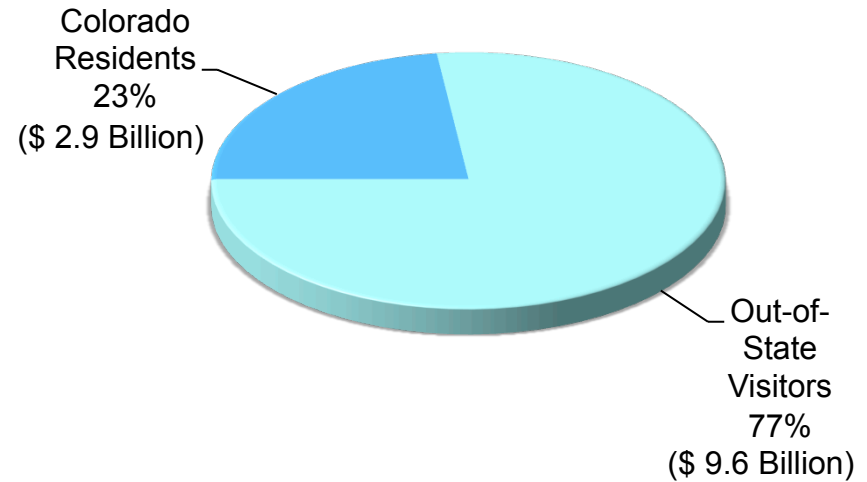
Total Travel Spending in Colorado — Overnight Visitors



2013 Total= \$10.4 Billion



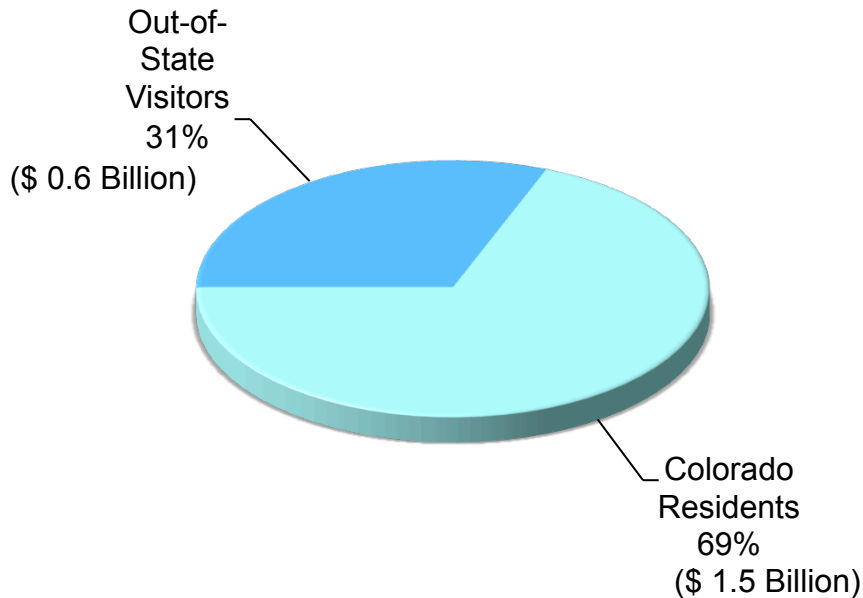
2014 Total= \$12.5 Billion



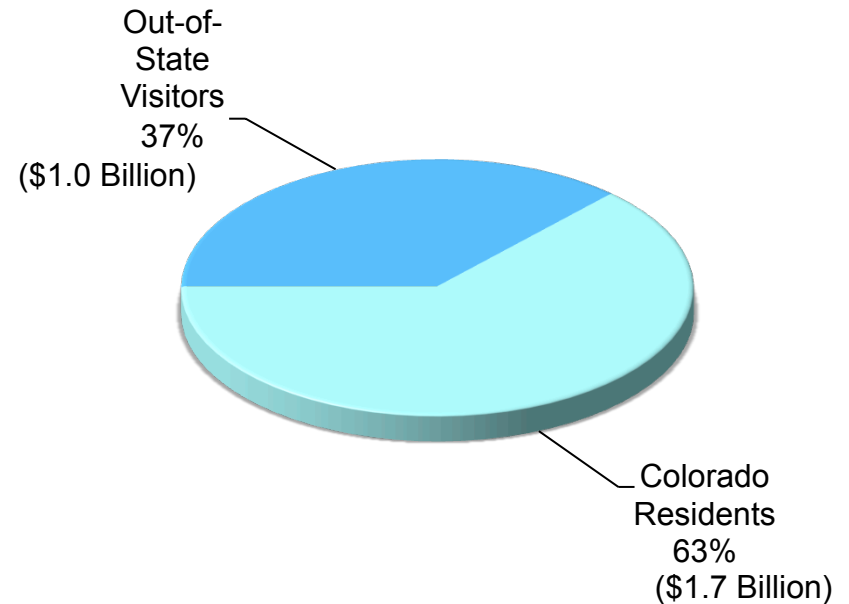
Total Travel Spending in Colorado — Day Visitors



2013 Total= \$2.1 Billion



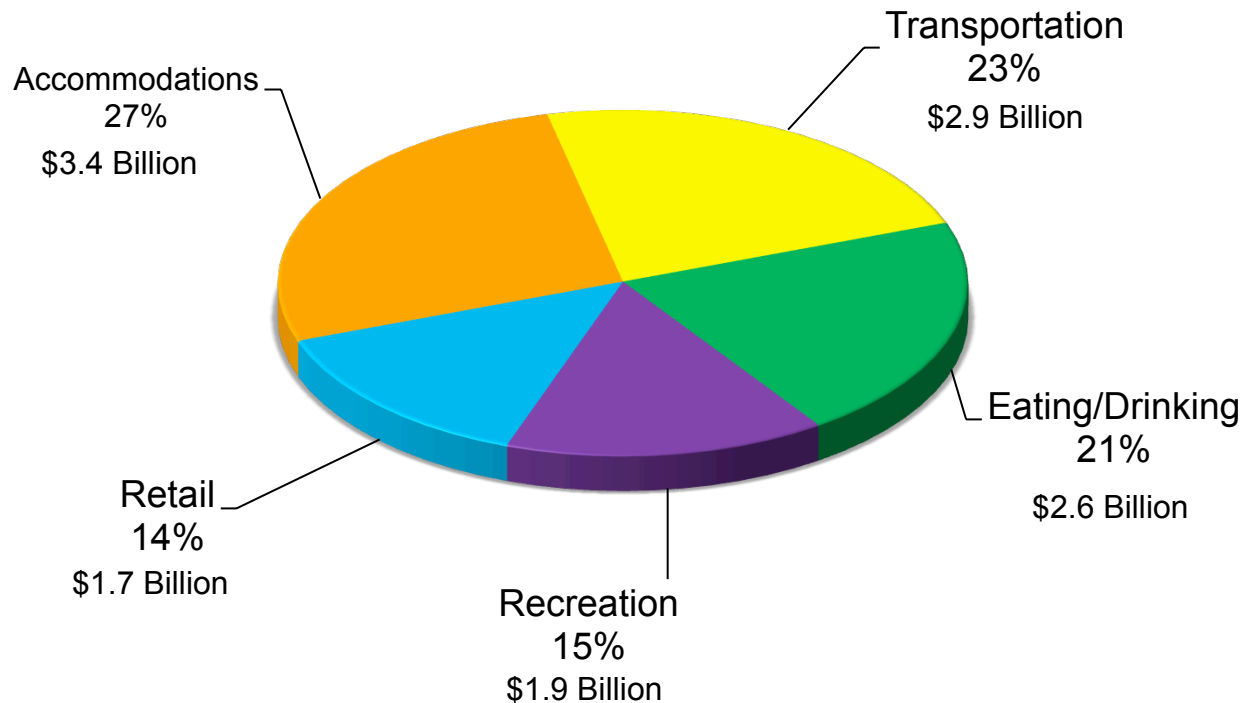
2014 Total= \$2.7 Billion



Total Spending in 2014 by Sector — Overnight Visitors



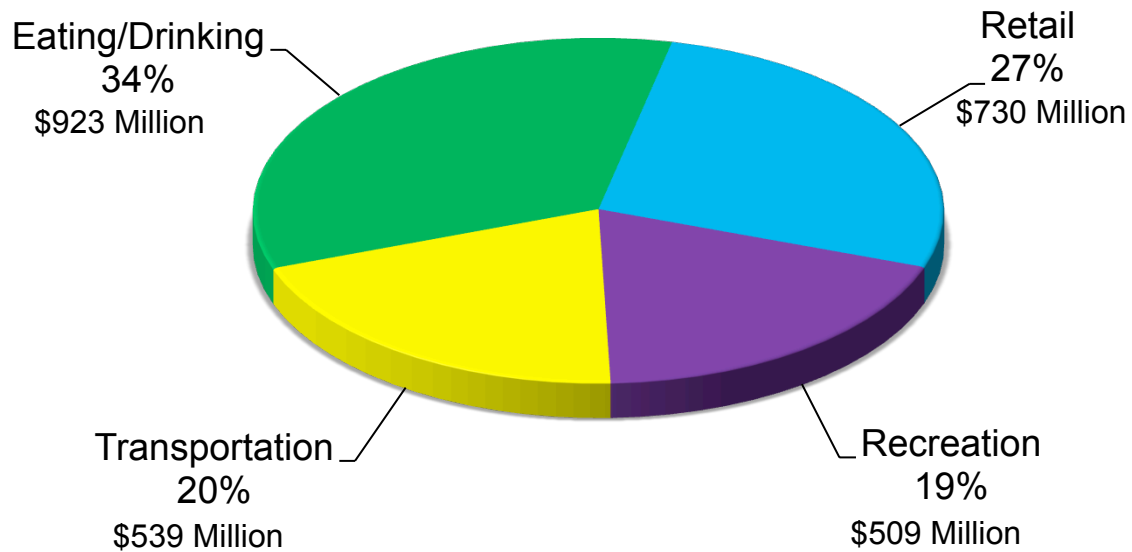
Total Spending = \$12.5 Billion



Total Spending in 2014 by Sector — Day Visitors



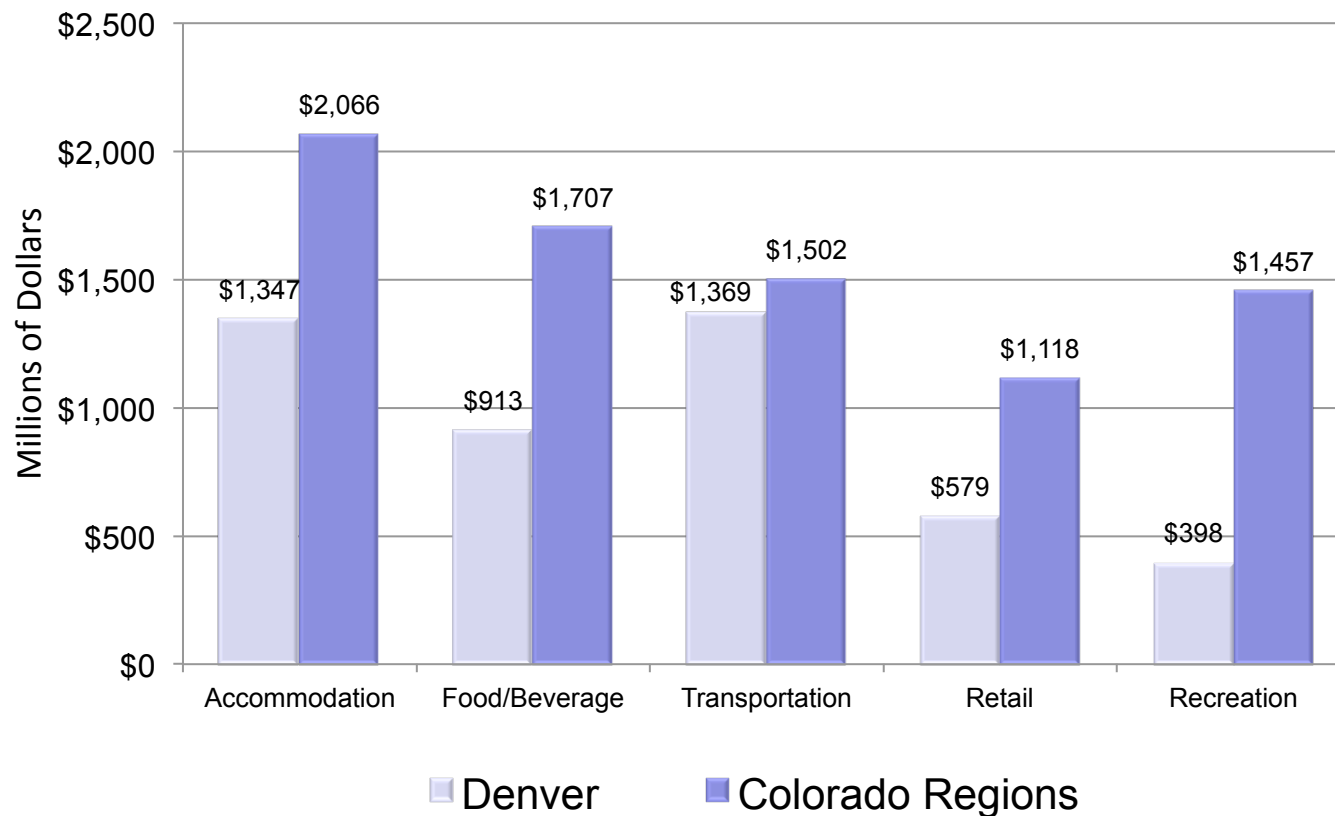
Total Spending = \$2.7 Billion



Overnight Travel Spending in 2014 By Sector — Denver vs. Other Colorado Regions



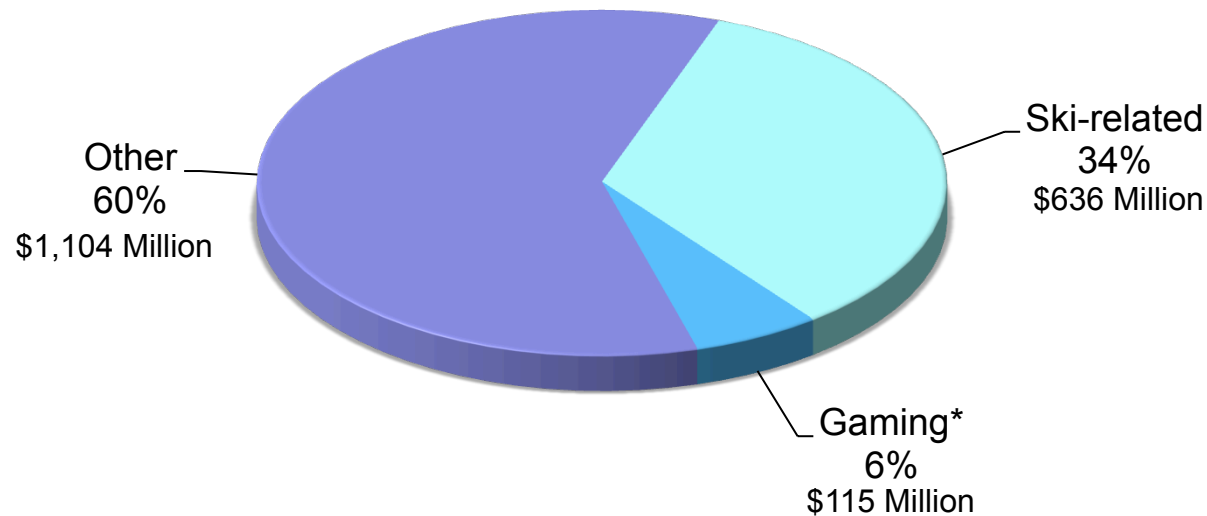
Base: Overnight Visitors



Recreation Expenditures in 2014 — Overnight Visitors

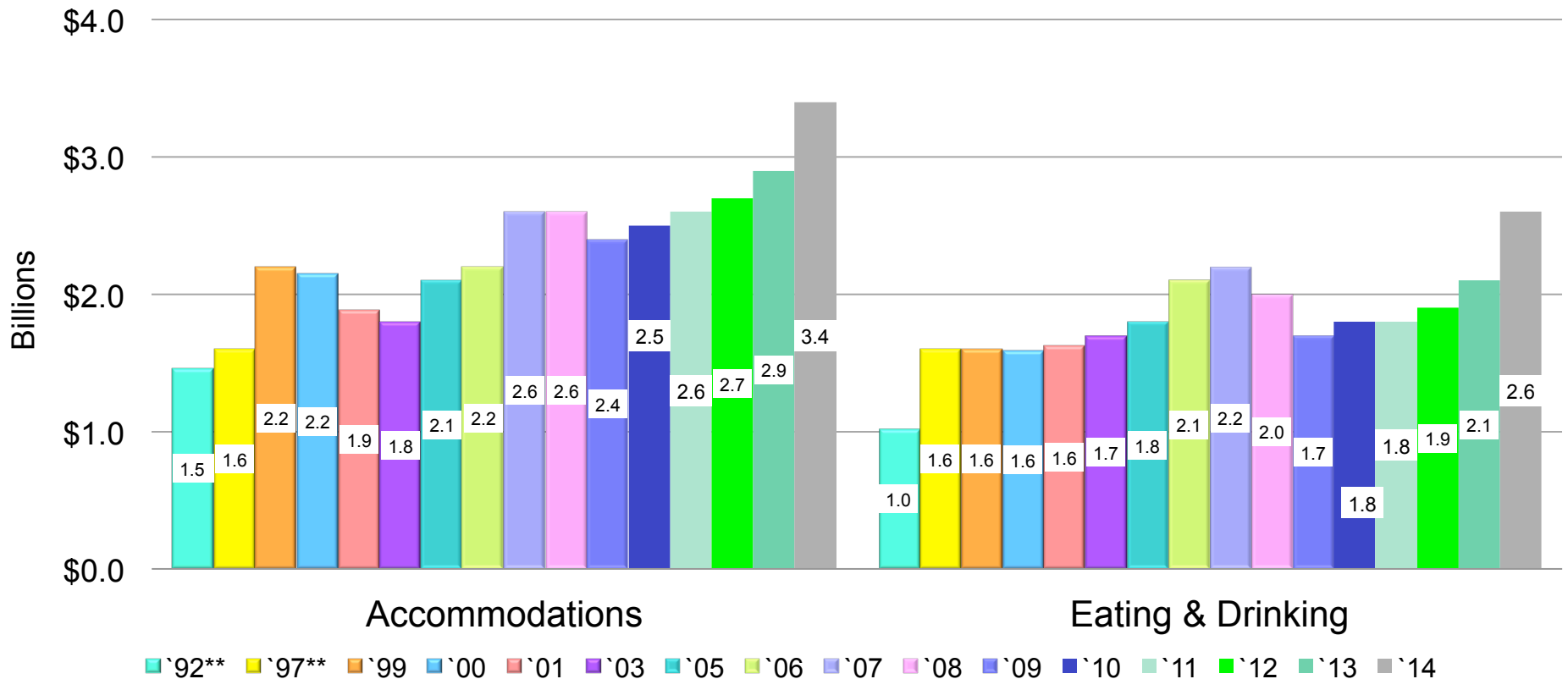


Total = \$1.9 Billion



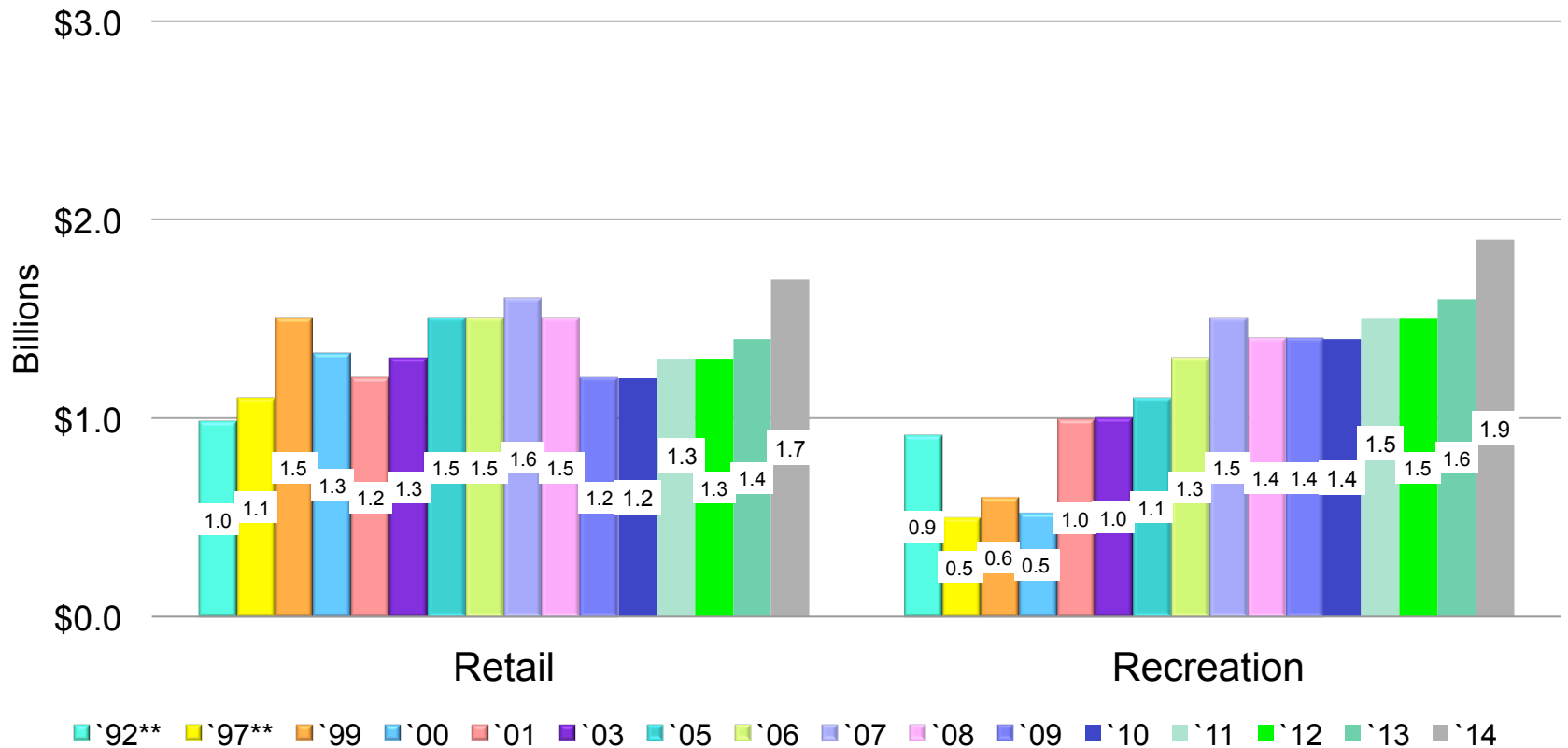
*Gaming expenditures are routinely included in the “Recreation” category, one of the five standard groupings used by economists to analyze travel and tourism expenditures.

Colorado Expenditure Tracking — Overnight Visitors



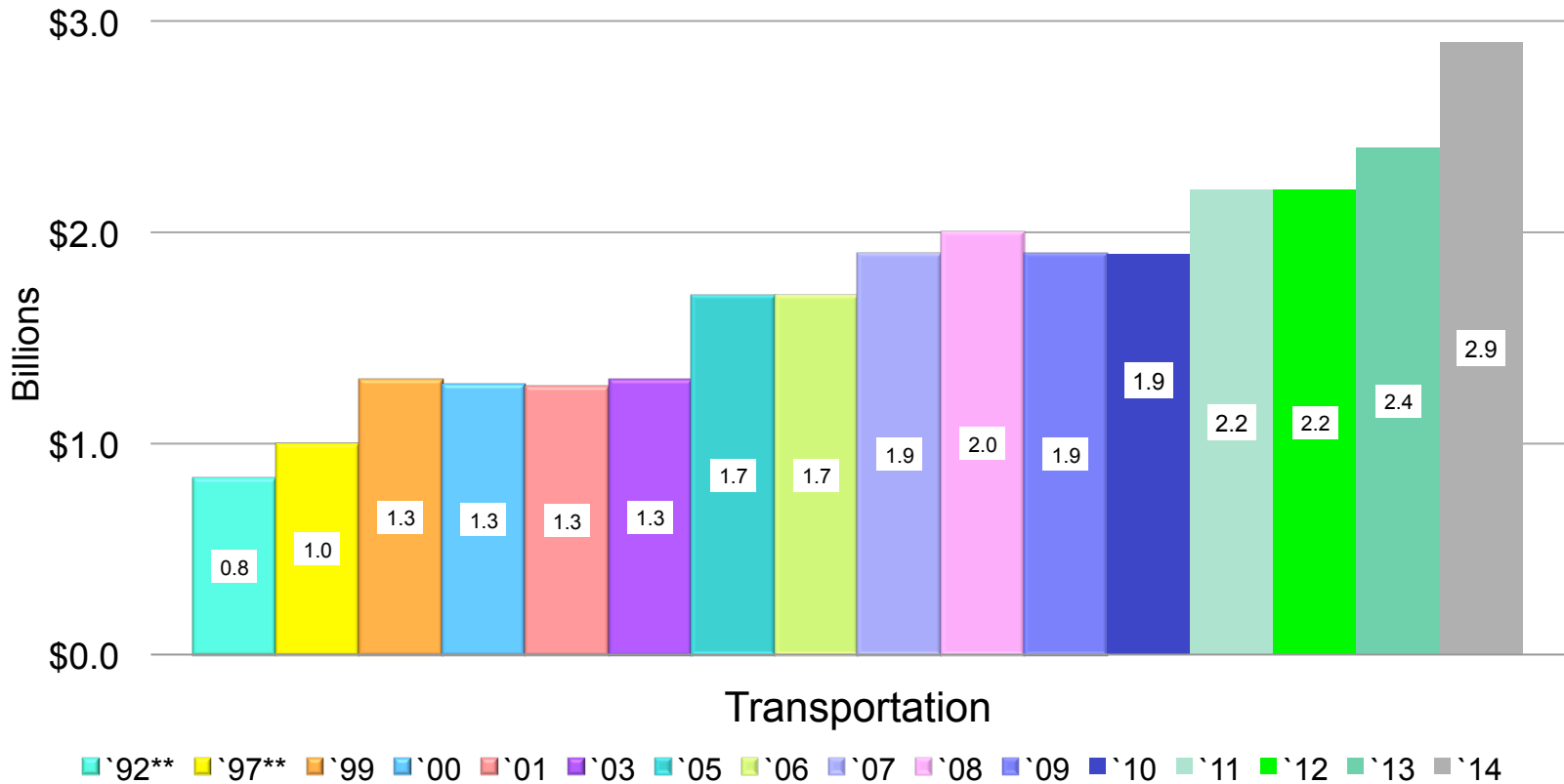
** Source: Dean Runyan & Associates

Colorado Expenditure Tracking — Overnight Visitors



** Source: Dean Runyan & Associates

Colorado Expenditure Tracking — Overnight Visitors

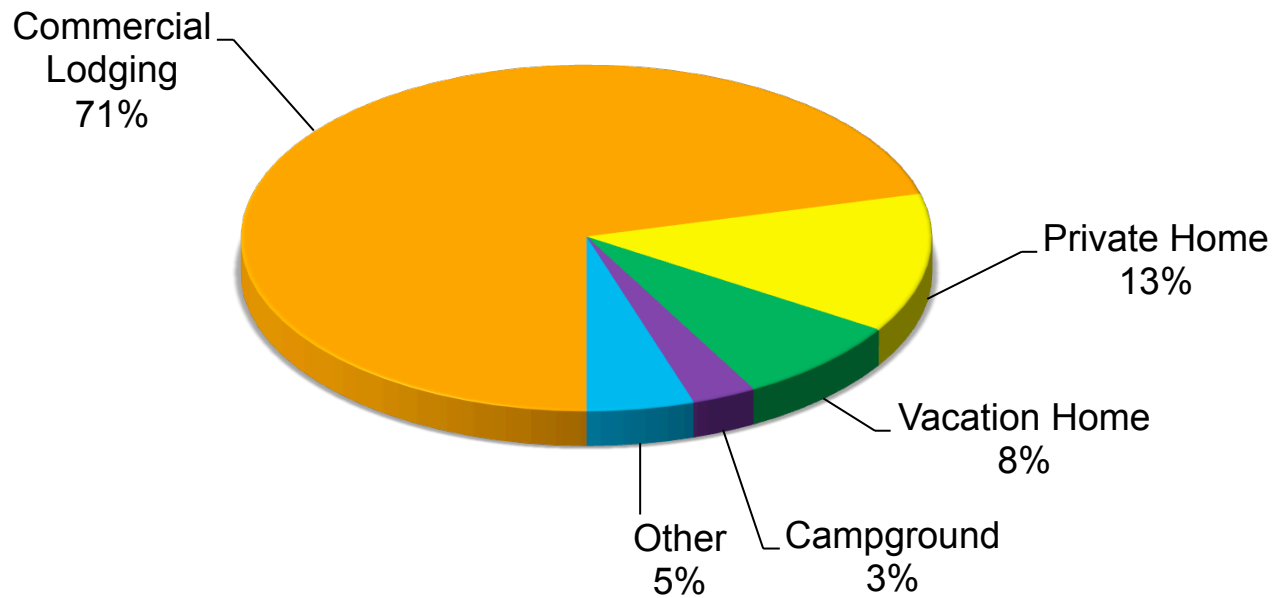


** Source: Dean Runyan & Associates

Total Spending in 2014 by Type of Accommodations — Overnight Trips



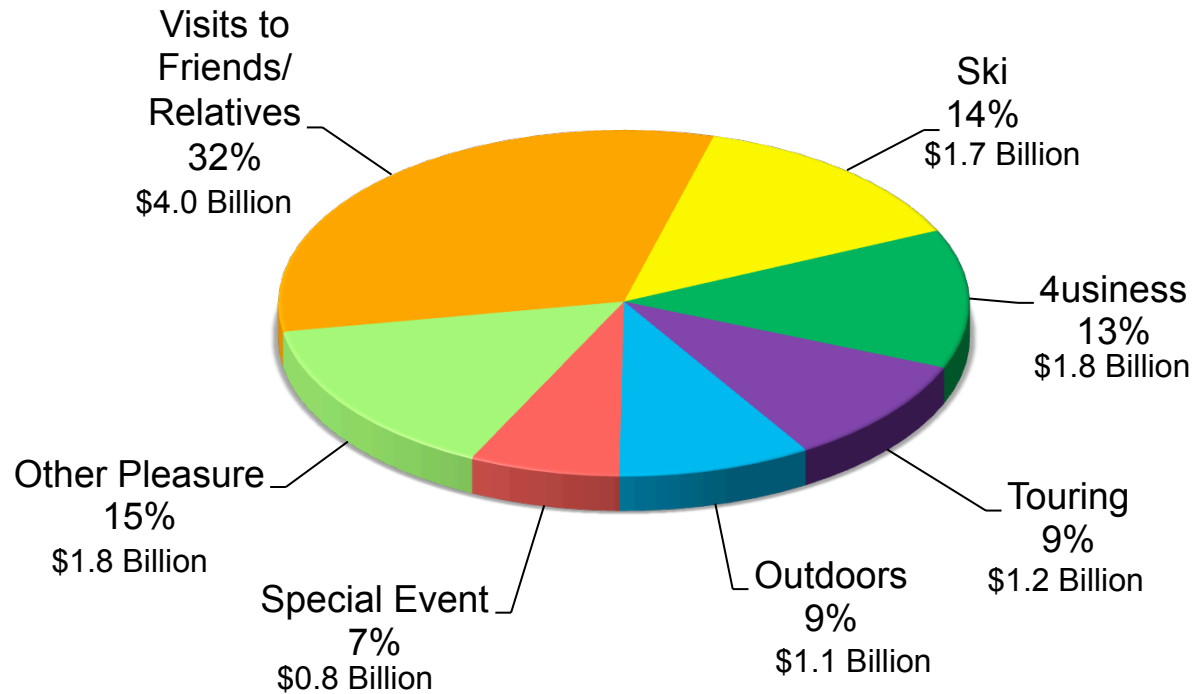
Total = \$12.5 Billion



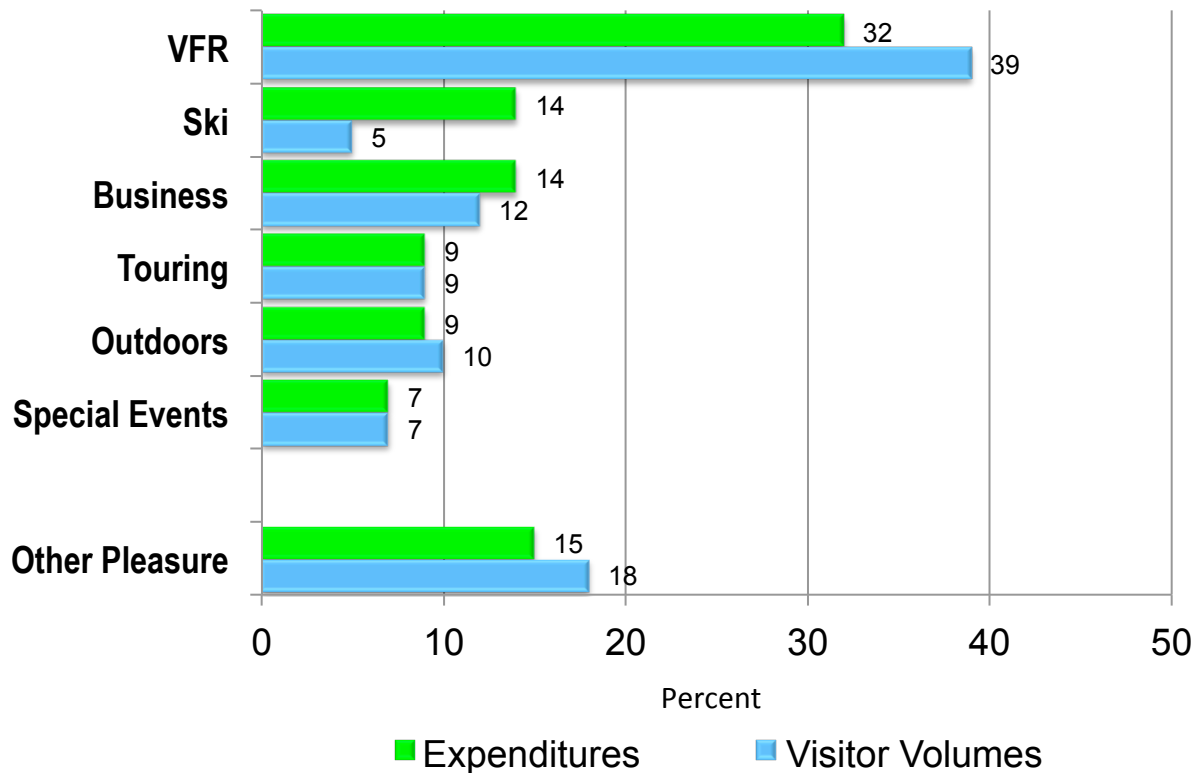
Total Spending in 2014 by Purpose of Trip — Overnight Visitors



Total = \$12.5 Billion



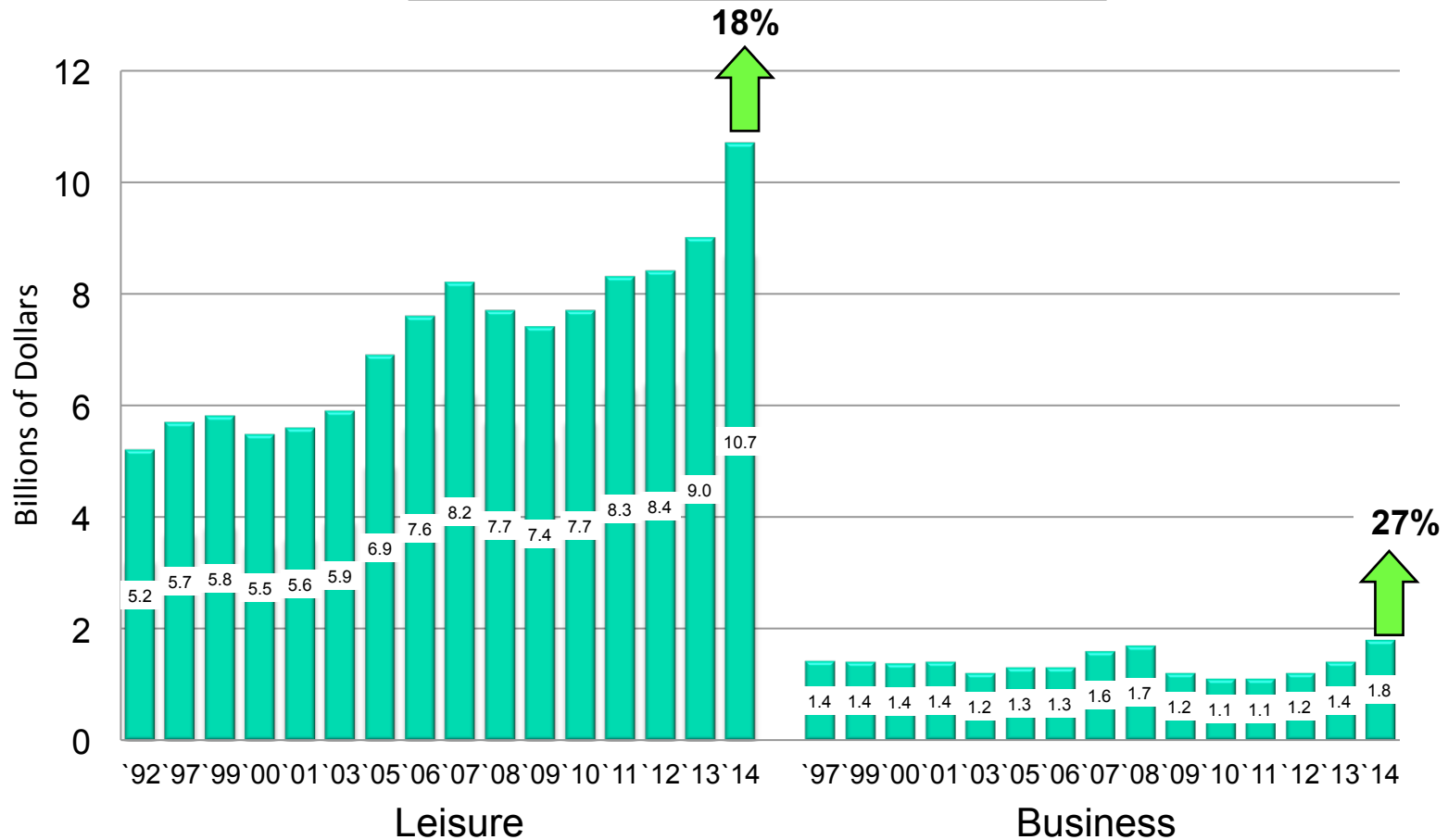
Spending Versus Overnight Visitor Volumes in 2014



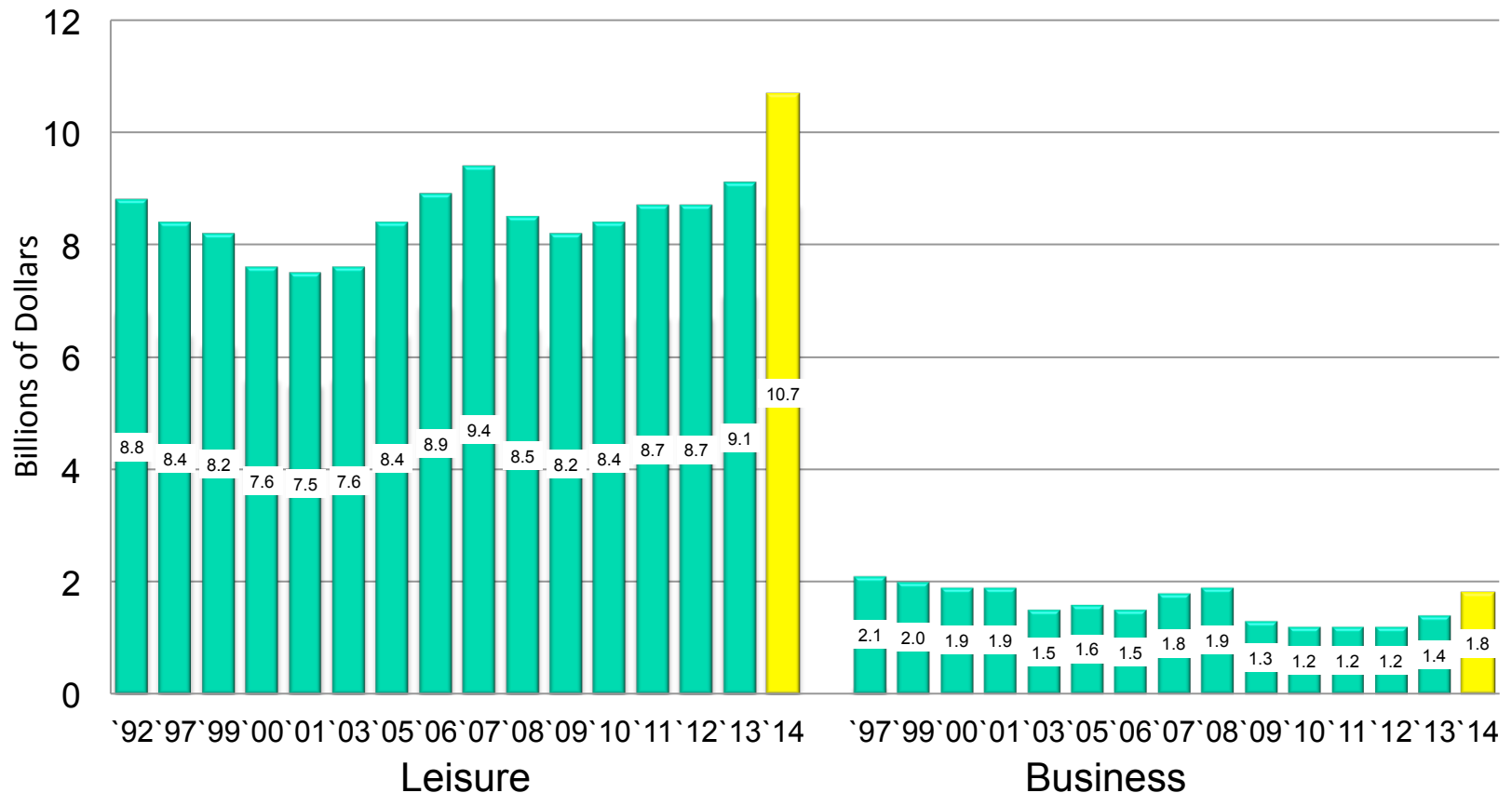
Actual Travel Expenditures on Overnight Trips — 1992 to 2014



Total Spending Up 19%



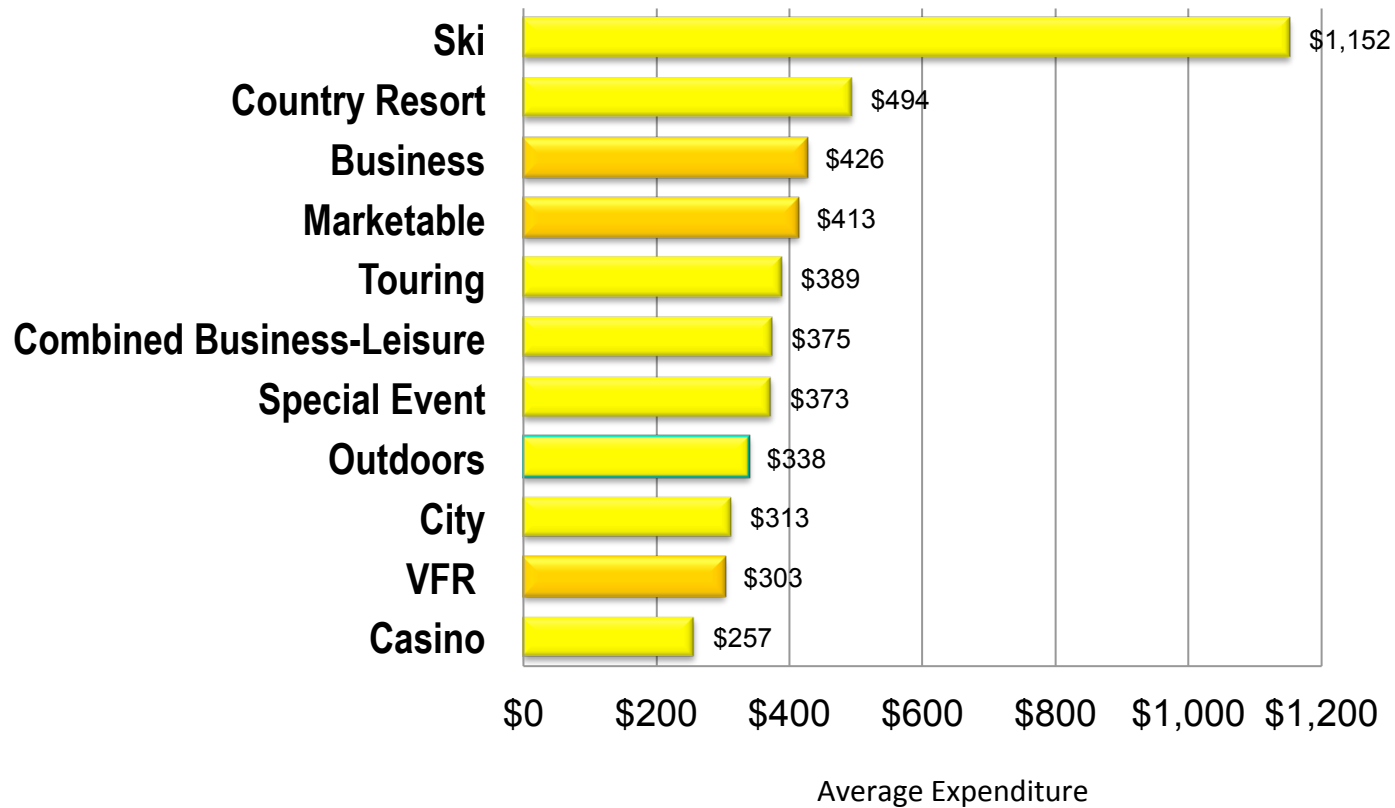
Inflation Adjusted Travel Expenditures — Overnight 1992 to 2014



Per Person Expenditures by Trip Purpose



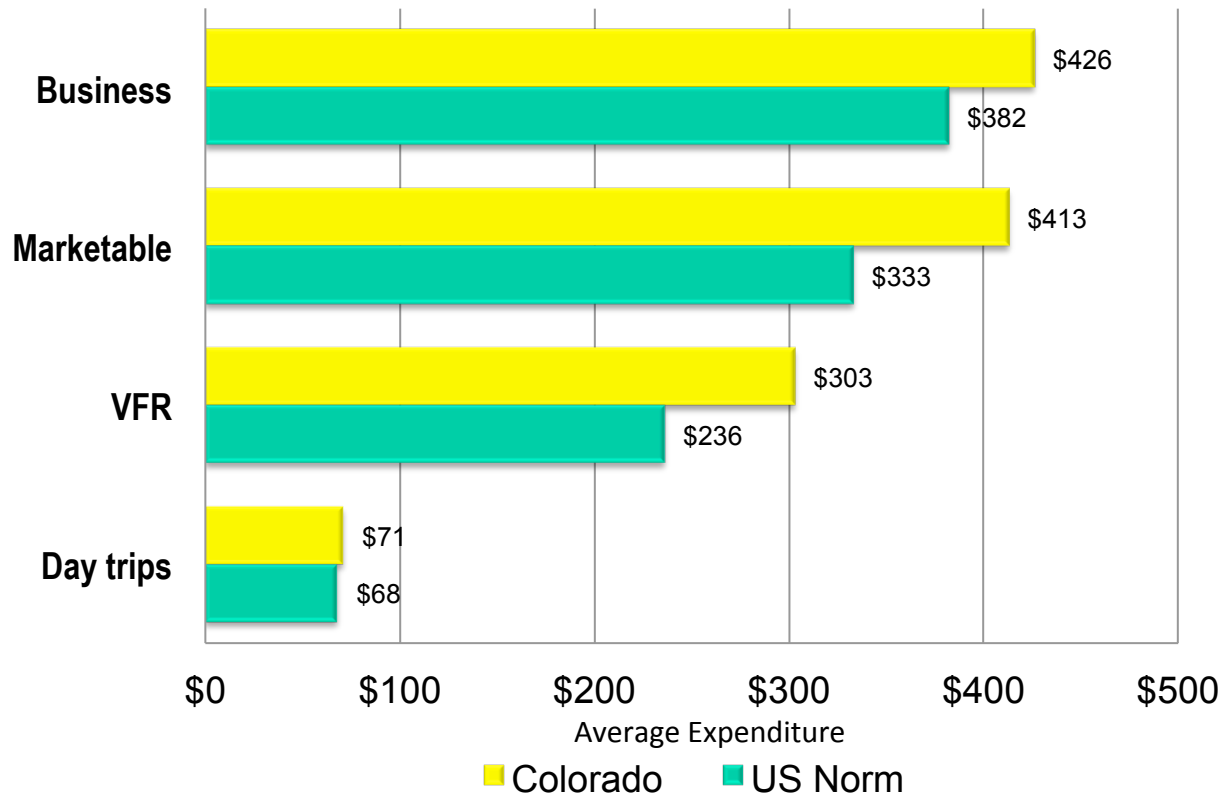
Base: Overnight Trips



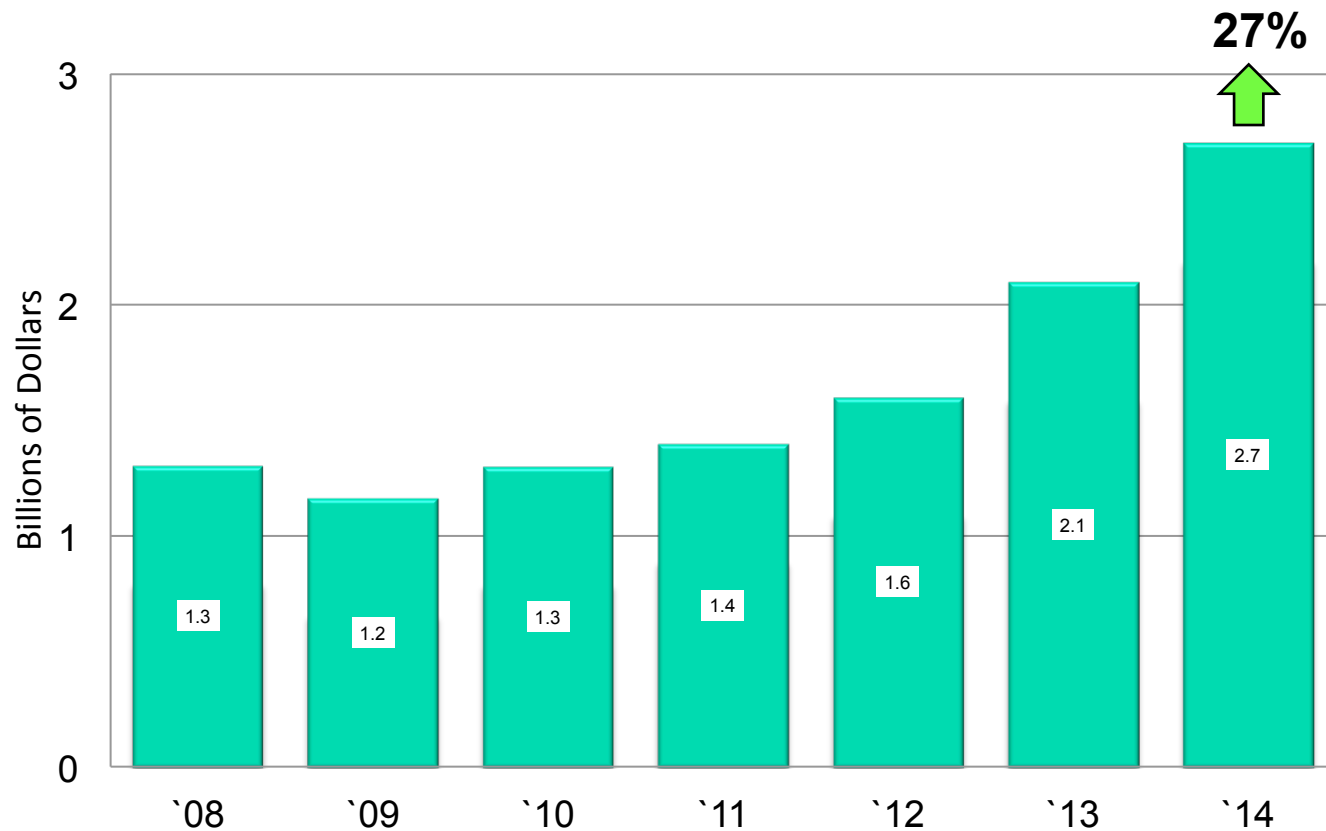
Per Person Expenditures



Base: All Trips



Expenditures on Day Trips



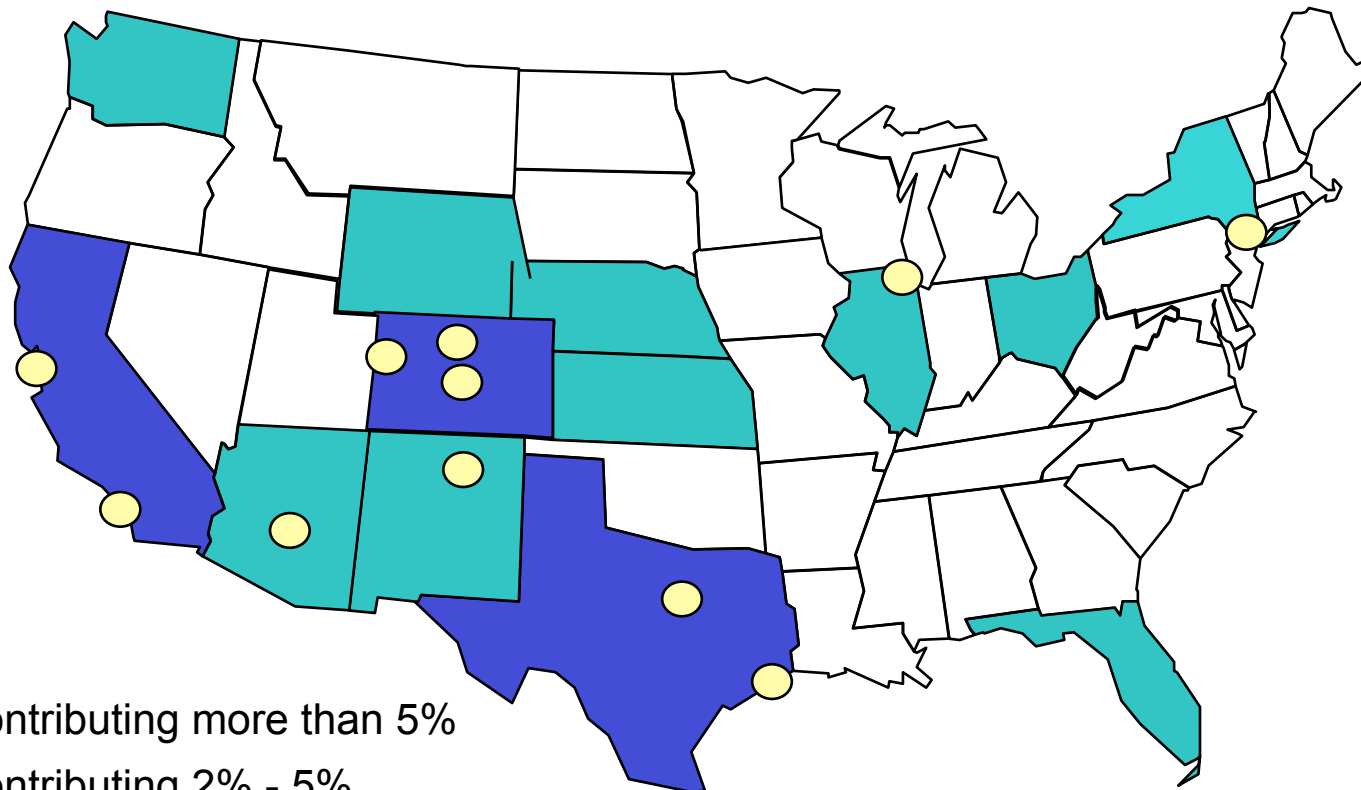
2014 Leisure Travel Profile

Sources of Leisure Travel

Sources of Business



Base: Overnight Leisure Trips

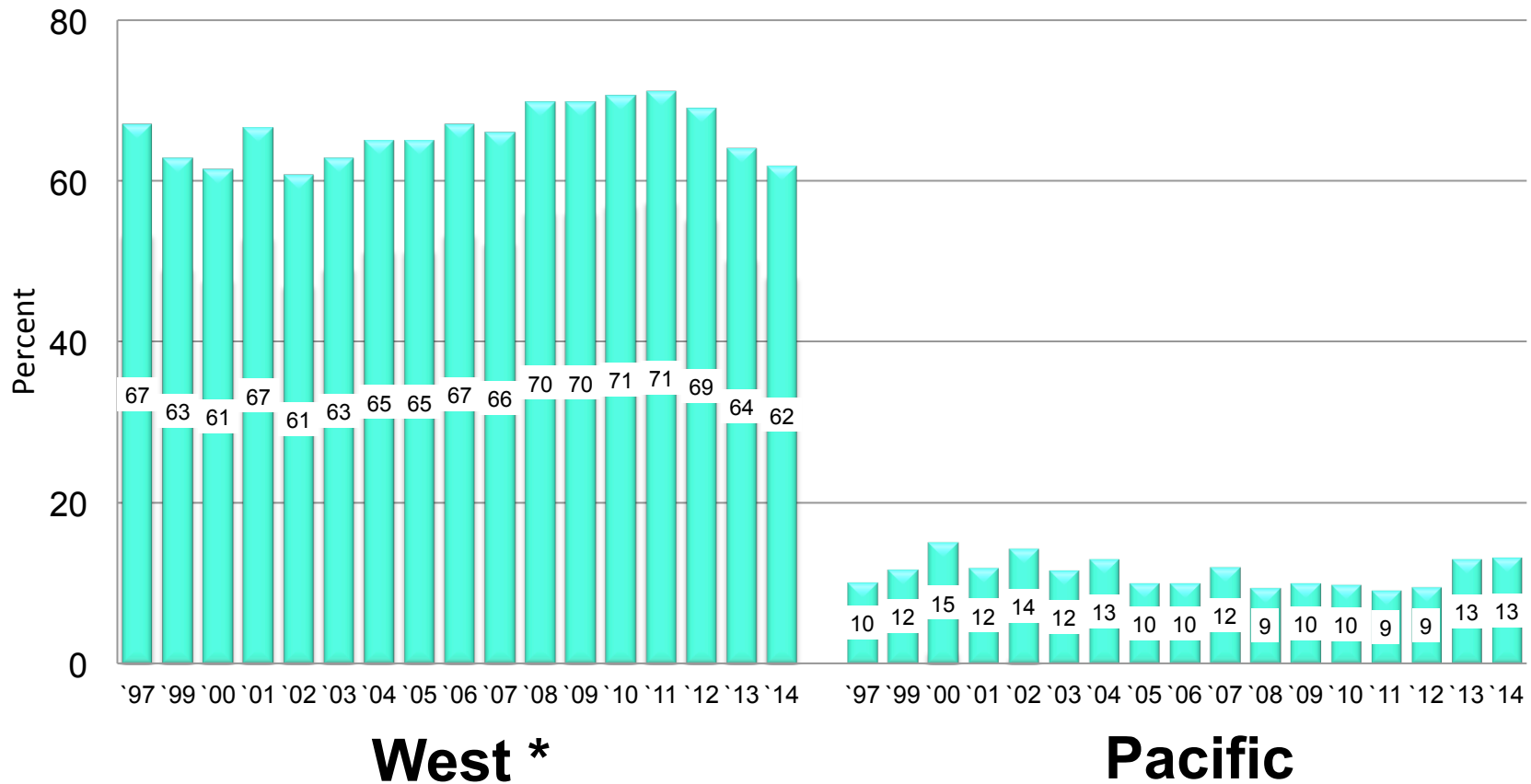


- States contributing more than 5%
- States contributing 2% - 5%
- DMAs contributing more than 2%

Regional Sources of Business



Base: Overnight Leisure Trips

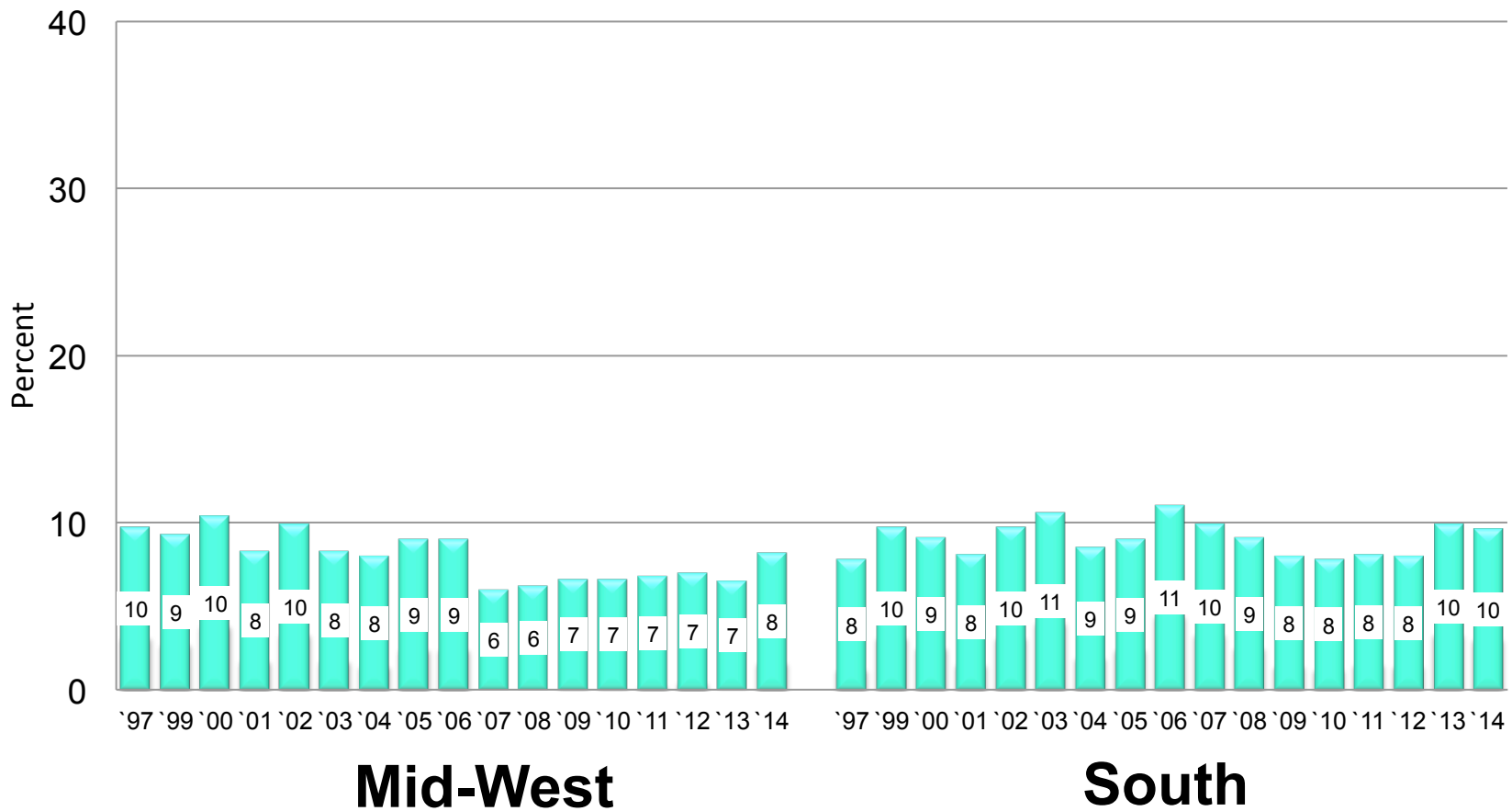


*Mountain, West North Central and West South Central census divisions

Regional Sources of Business



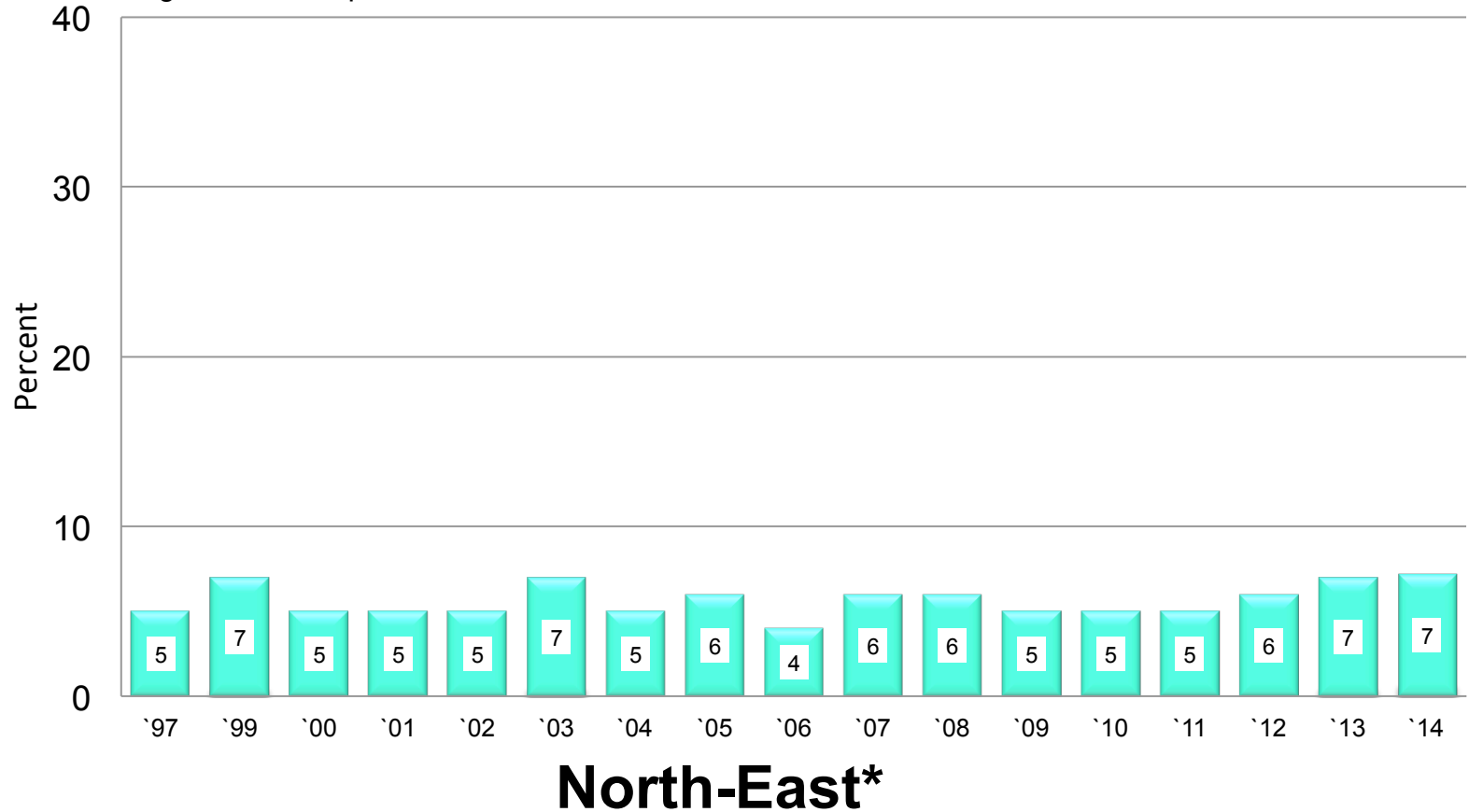
Base: Overnight Leisure Trips



Regional Sources of Business



Base: Overnight Leisure Trips

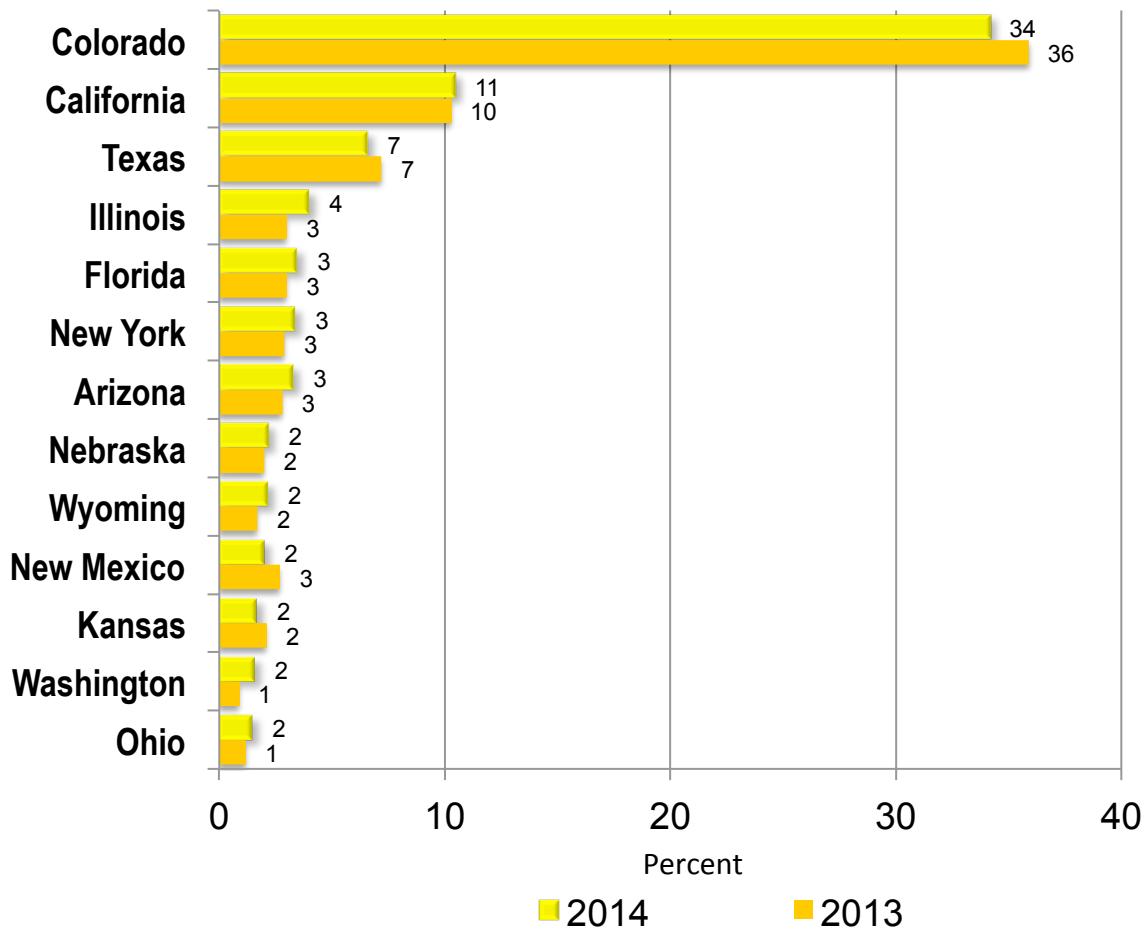


*New England and Middle Atlantic census divisions

State Sources Of Overnight Trips



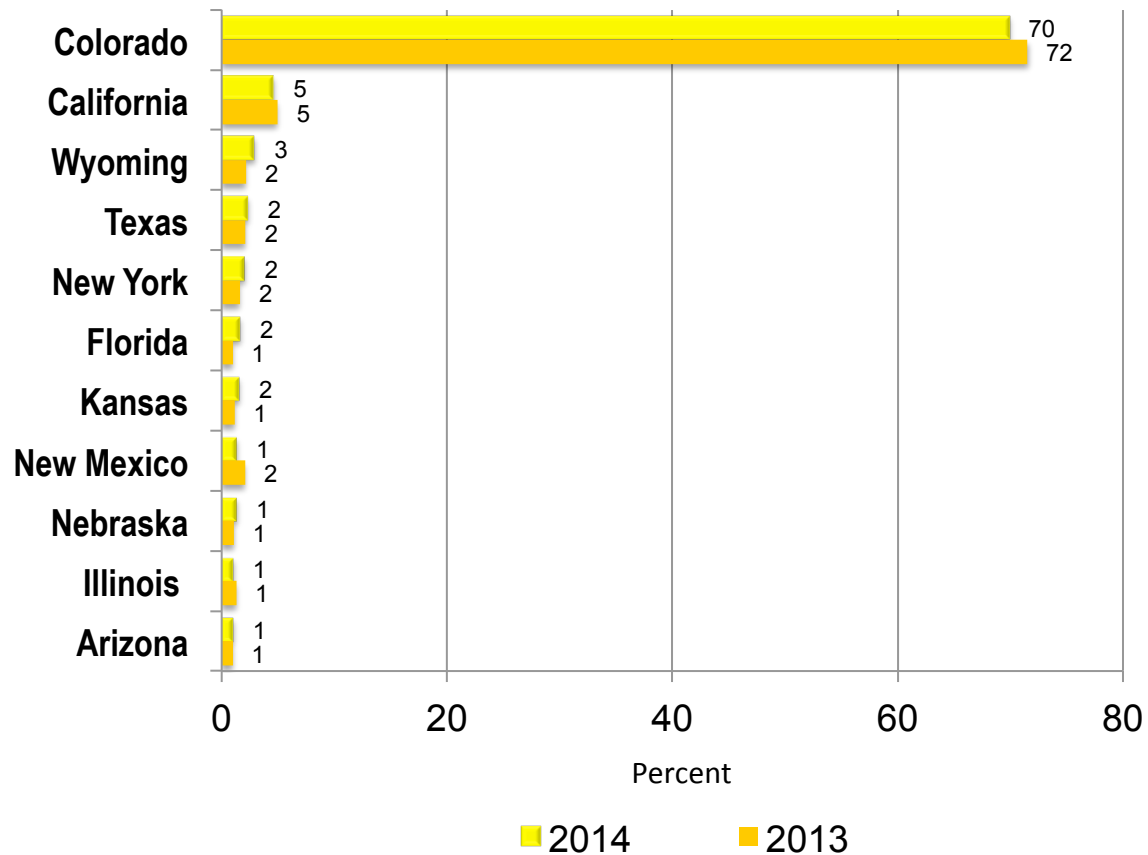
Base: Overnight Leisure Trips



State Sources Of Day Trips



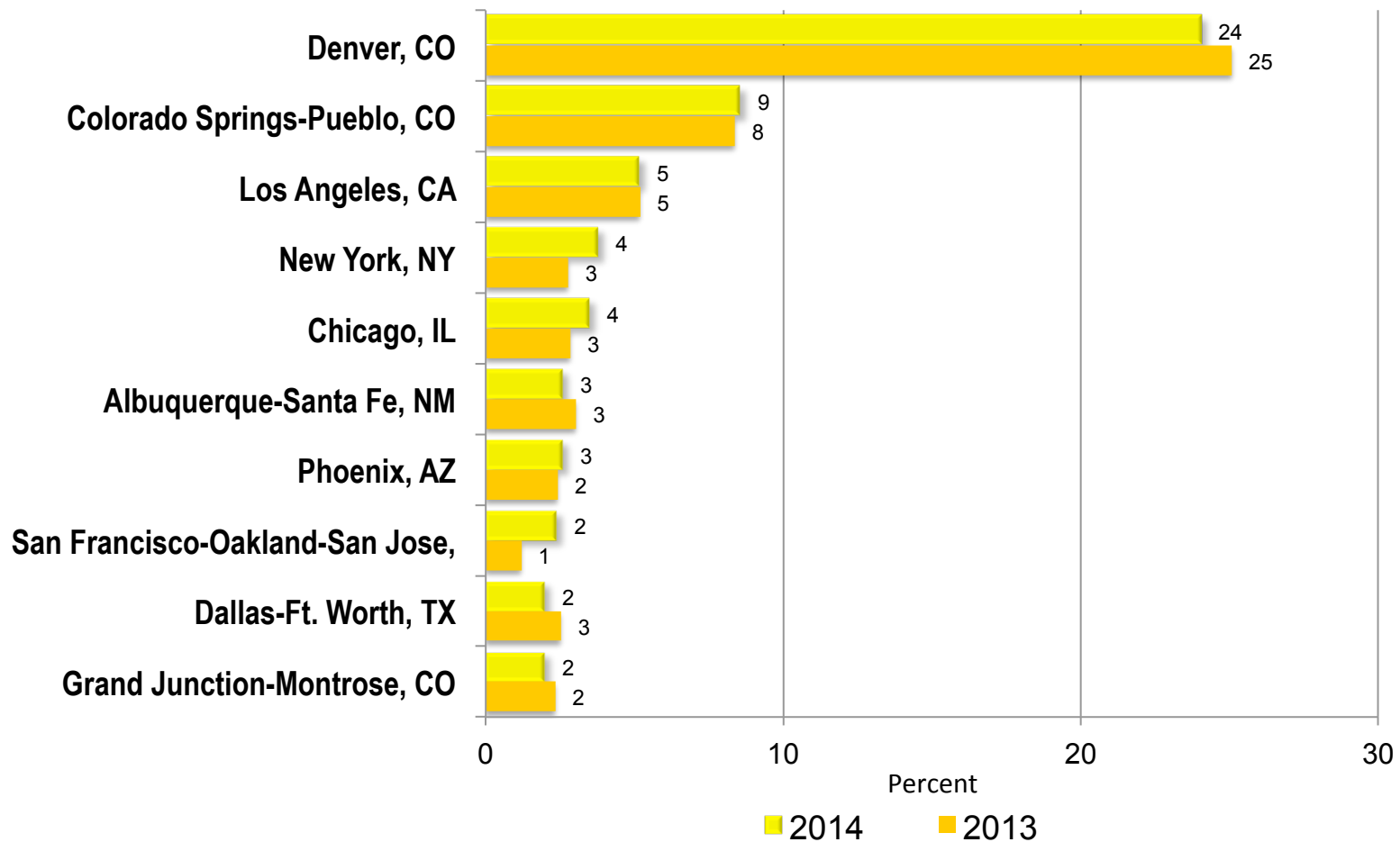
Base: Day Leisure Trips



Urban Sources of Overnight Trips



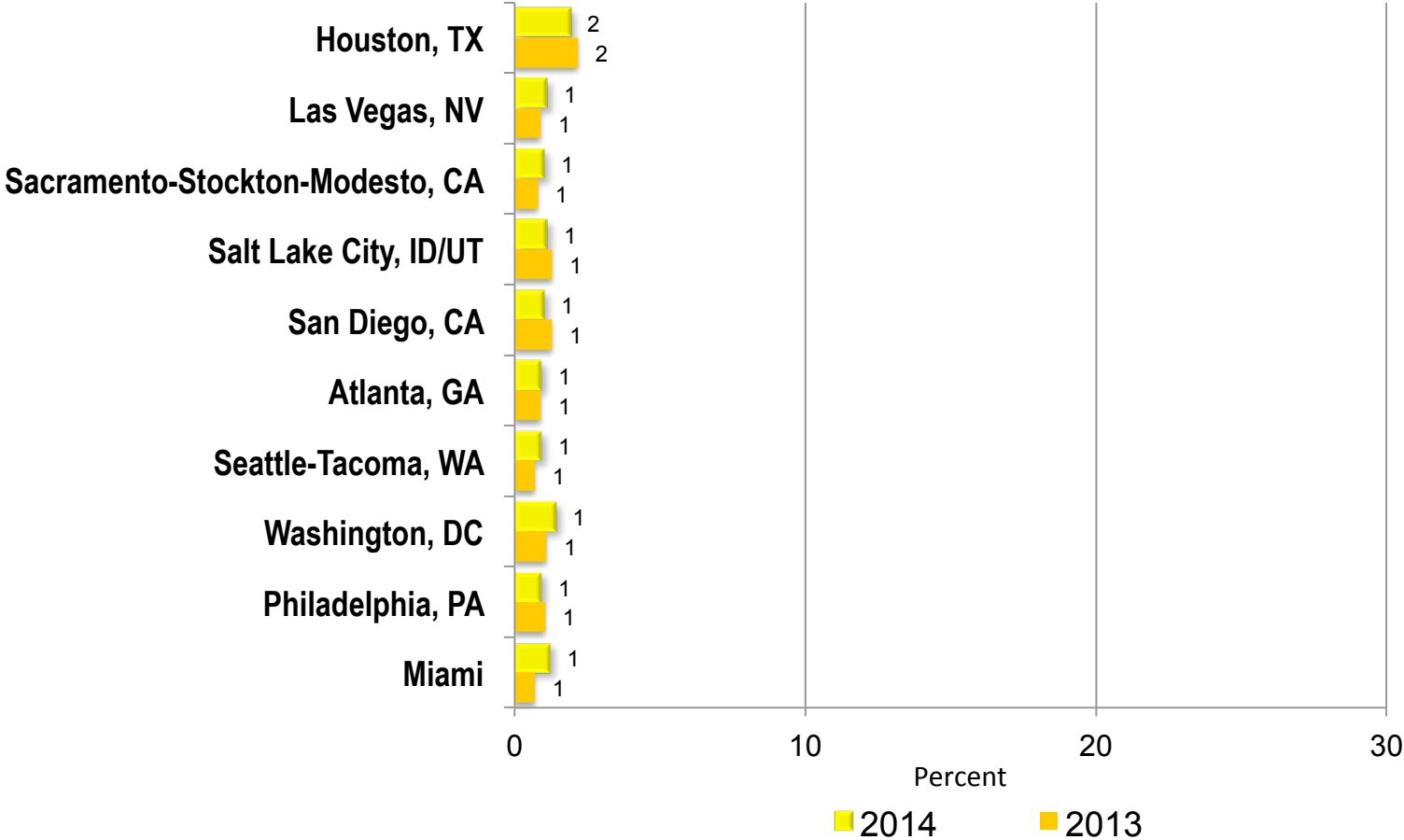
Base: Overnight Leisure Trips



Urban Sources of Overnight Trips (Cont'd)



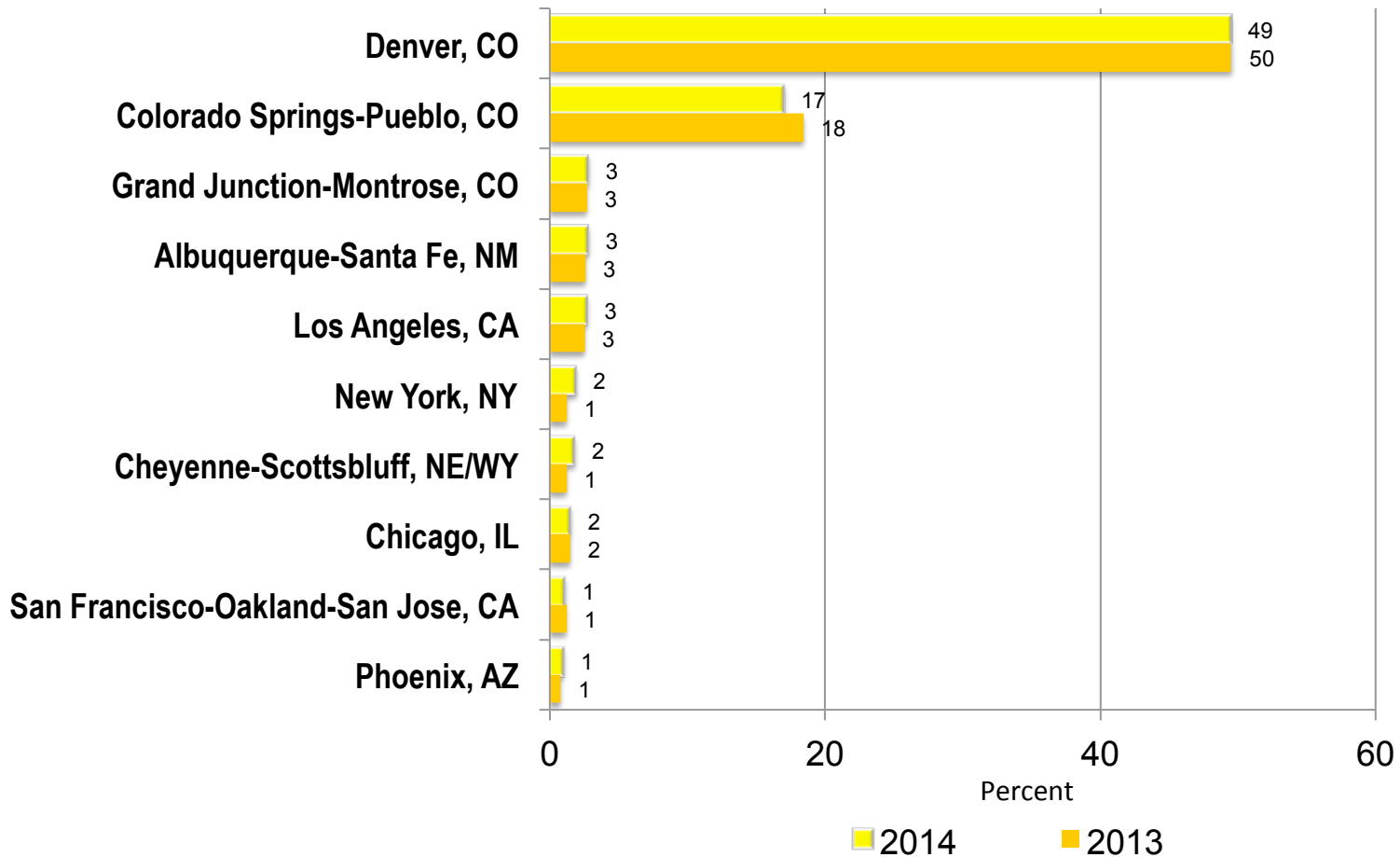
Base: Overnight Leisure Trips



Urban Sources of Day Trips



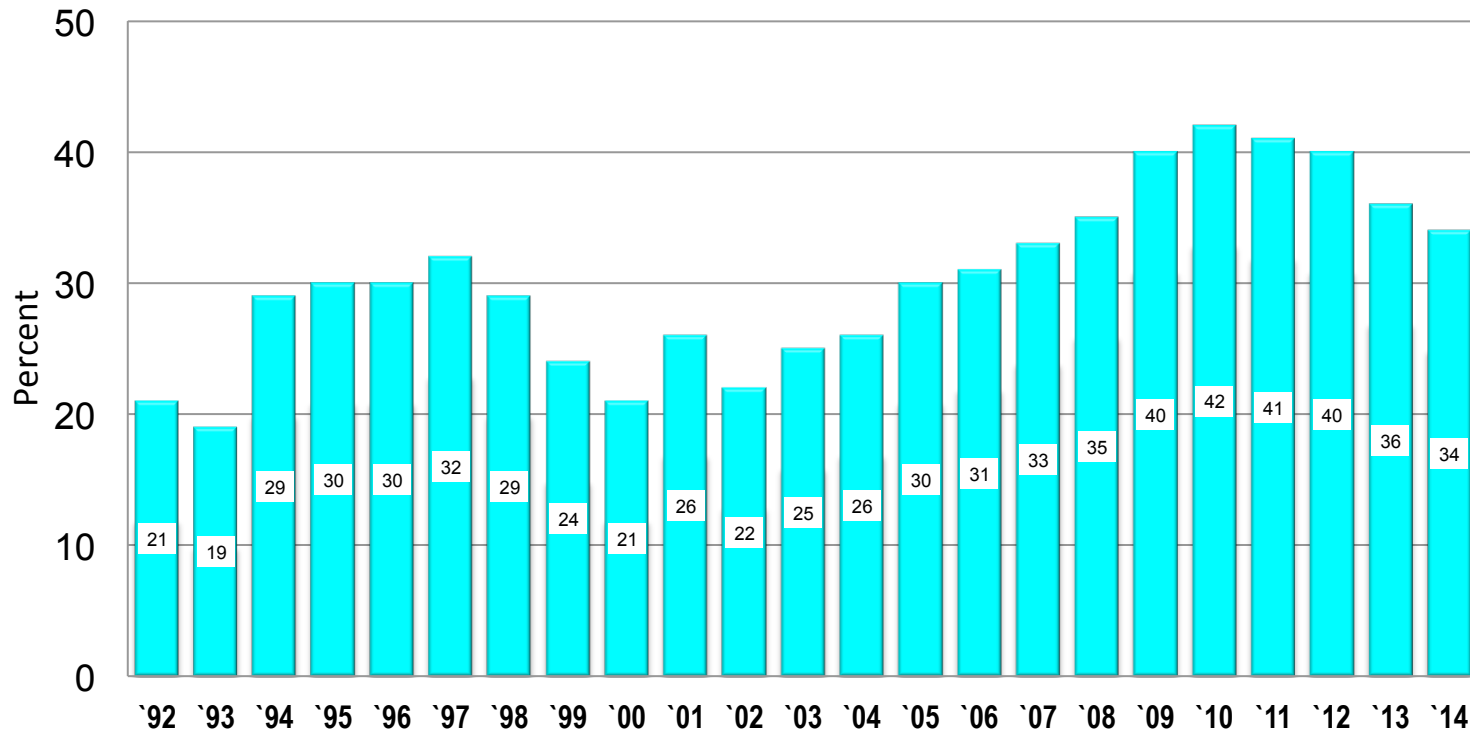
Base: Day Leisure Trips



Instate Overnight Leisure Trips



Percent of Overnight Leisure Trips Originating in Colorado

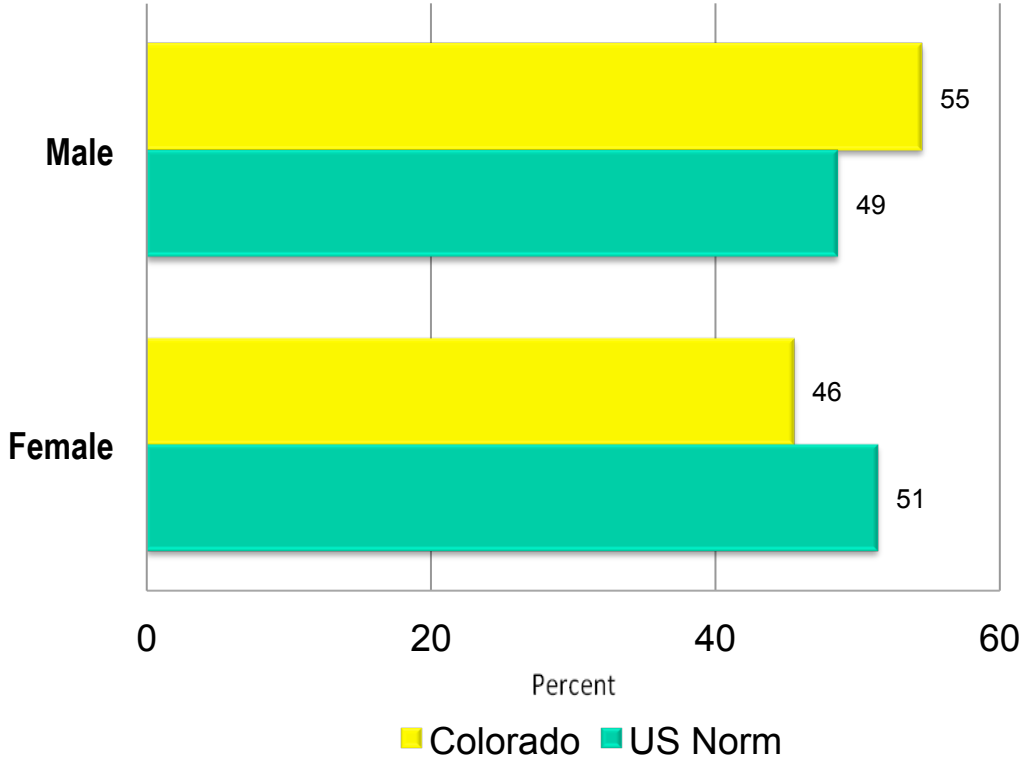


Visitor Profile

Gender



Base: Overnight Leisure Trips



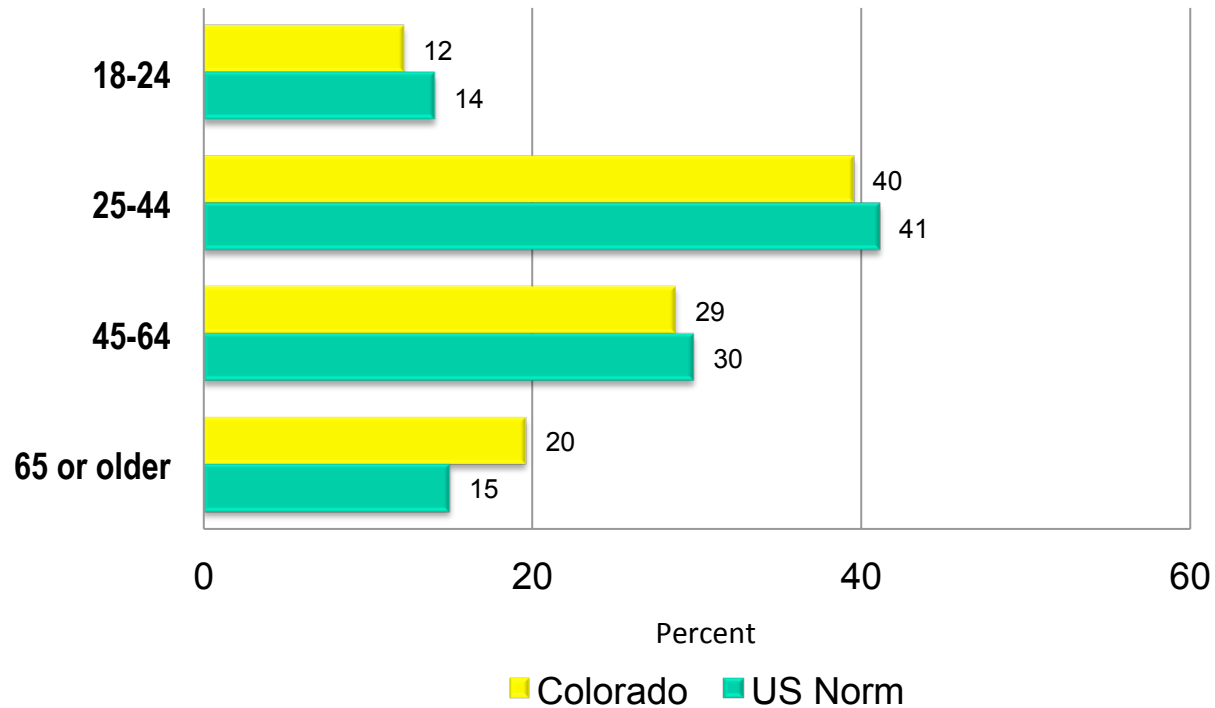
Age



Base: Overnight Leisure Trips

**Average Age Colorado
= 45.7**

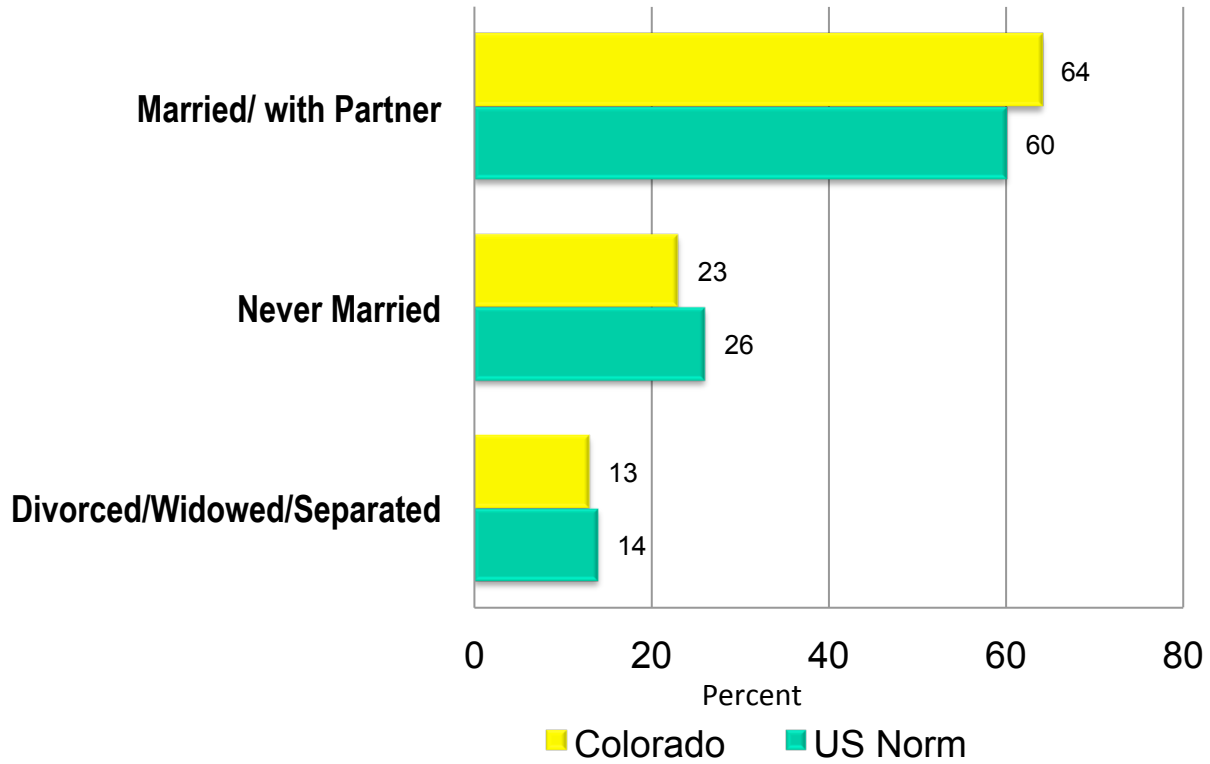
**Average Age U.S. Norm
= 43.9**



Marital Status



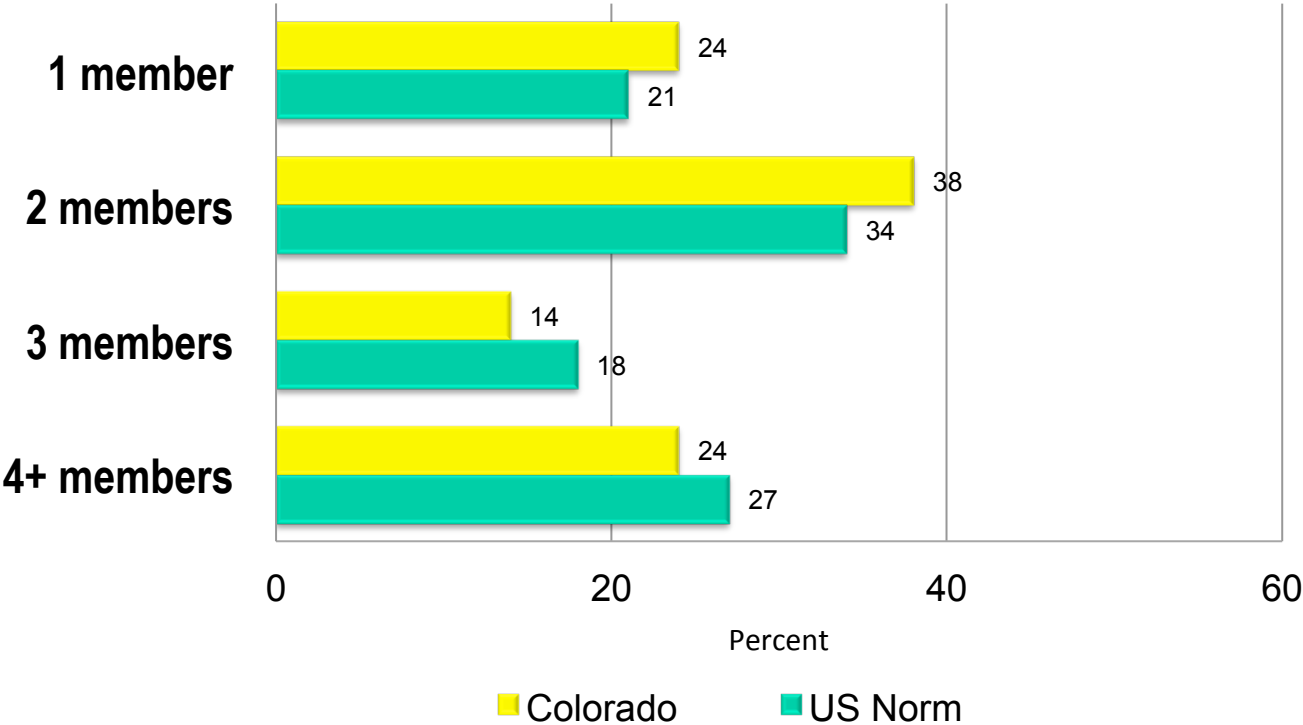
Base: Overnight Leisure Trips



Household Size



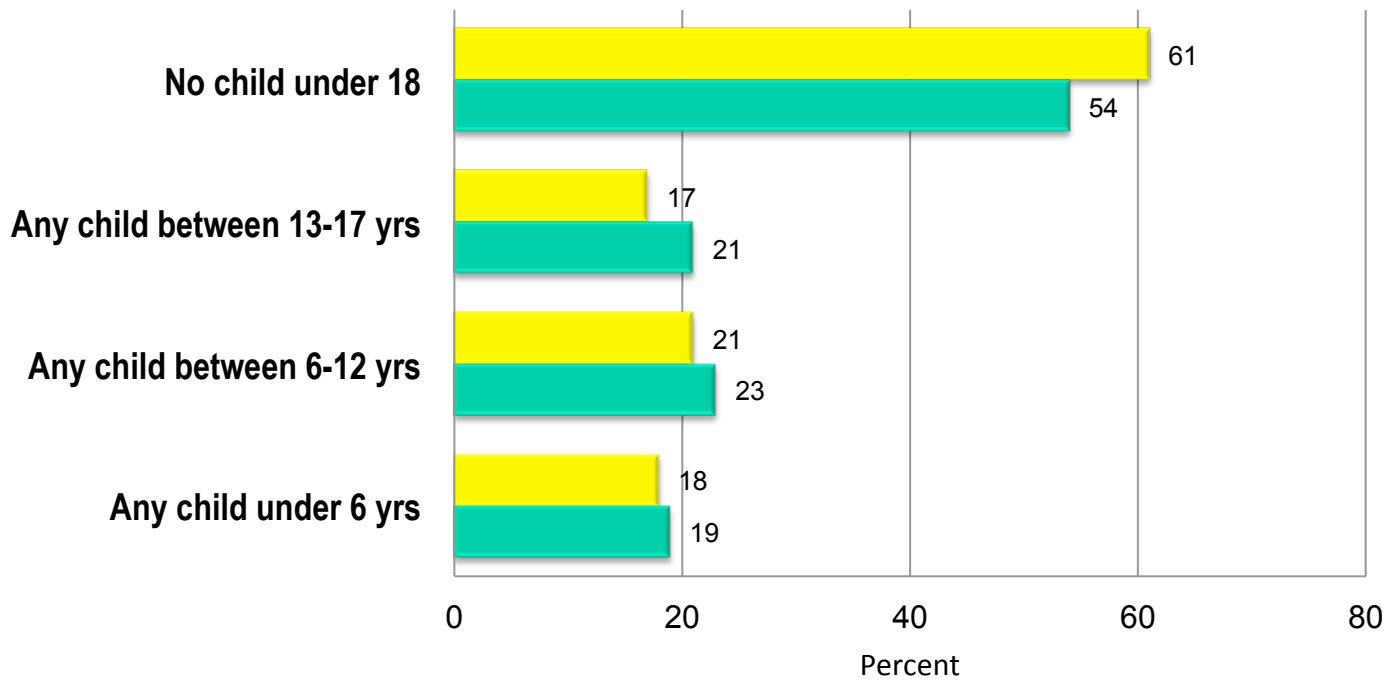
Base: Overnight Leisure Trips



Children in Household



Base: Overnight Leisure Trips

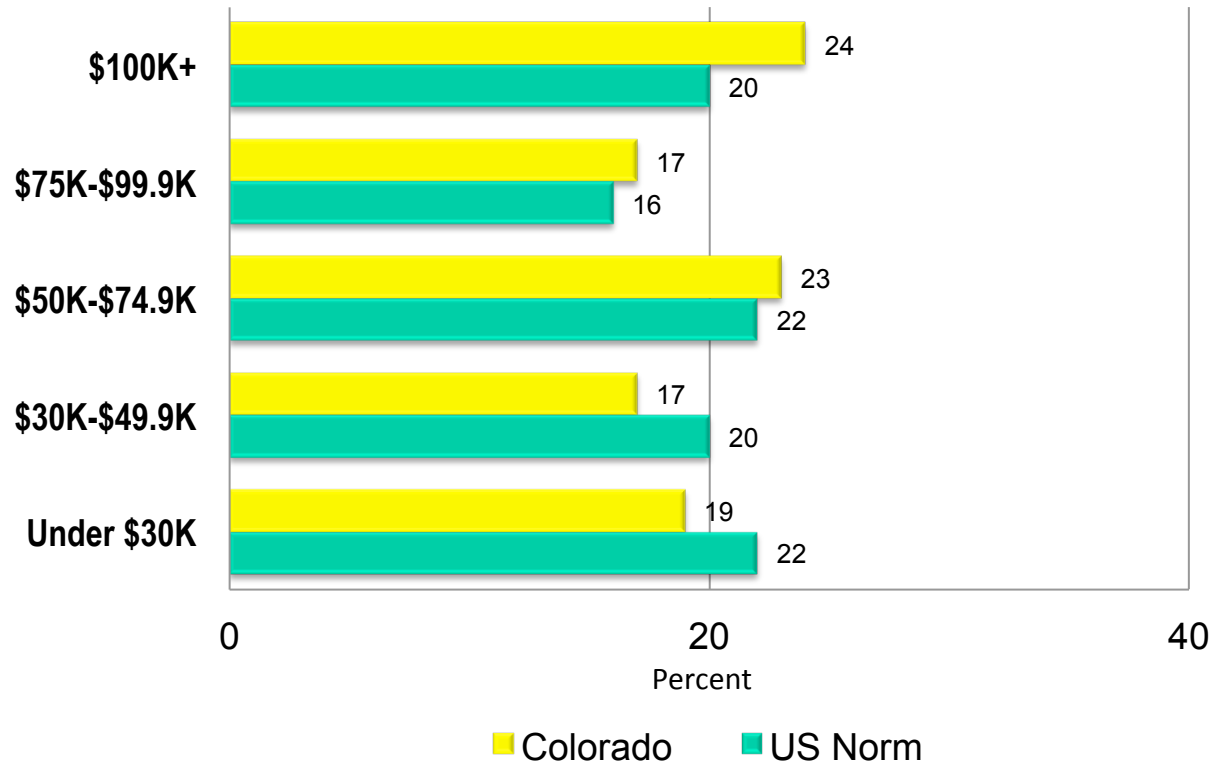


Colorado US Norm

Income



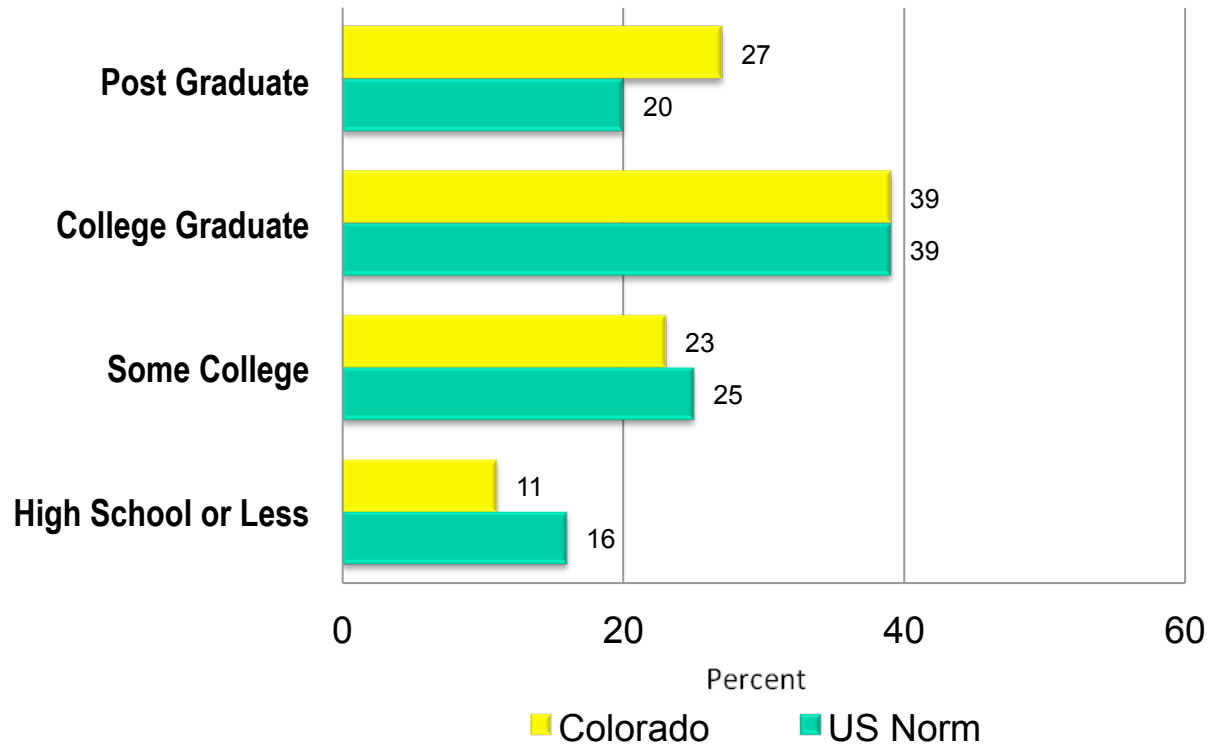
Base: Overnight Leisure Trips



Education



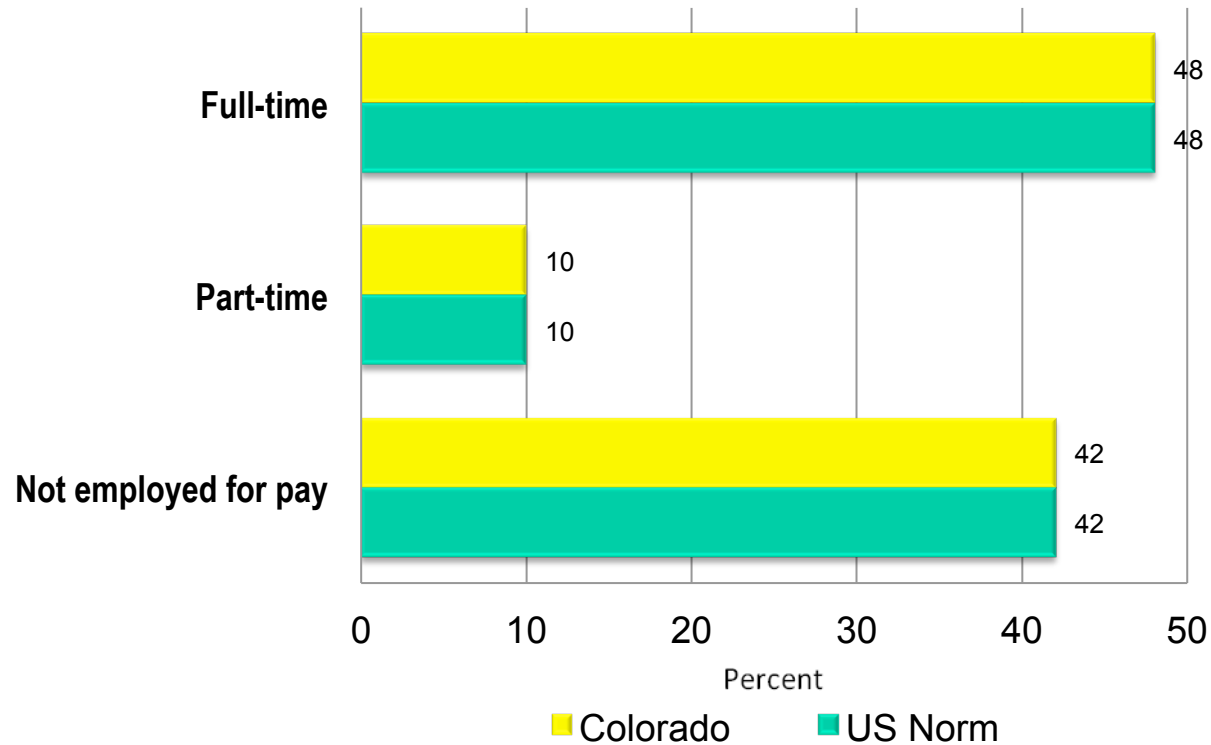
Base: Overnight Leisure Trips



Employment



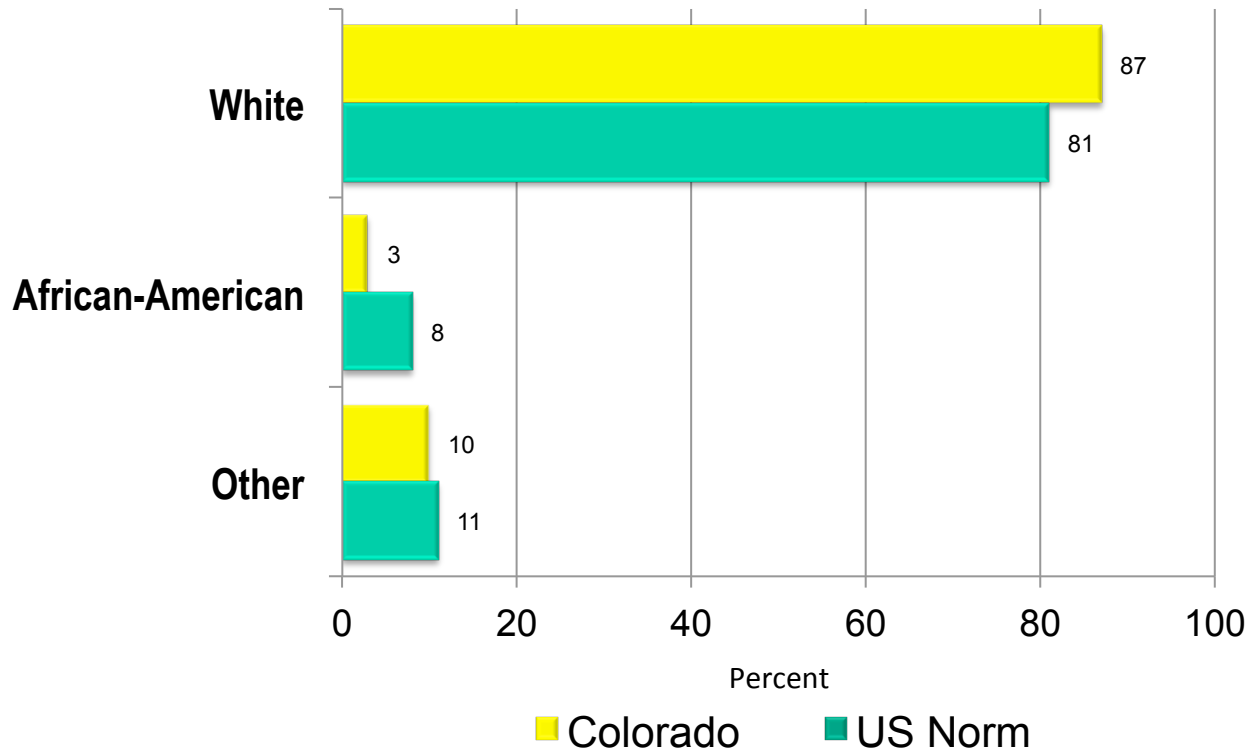
Base: Overnight Leisure Trips



Race



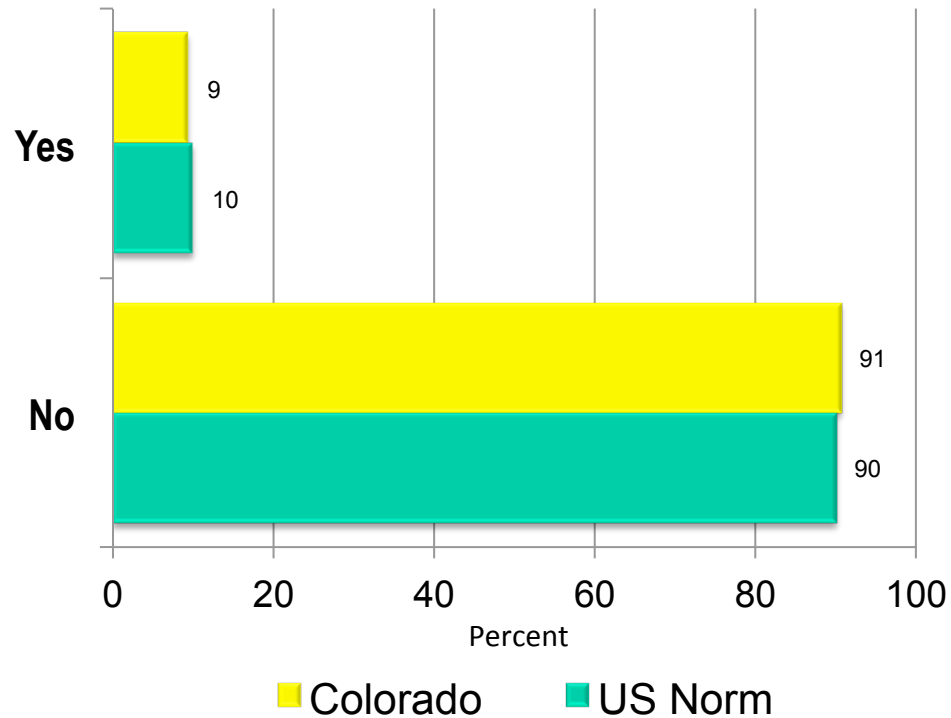
Base: Overnight Leisure Trips



Hispanic Background



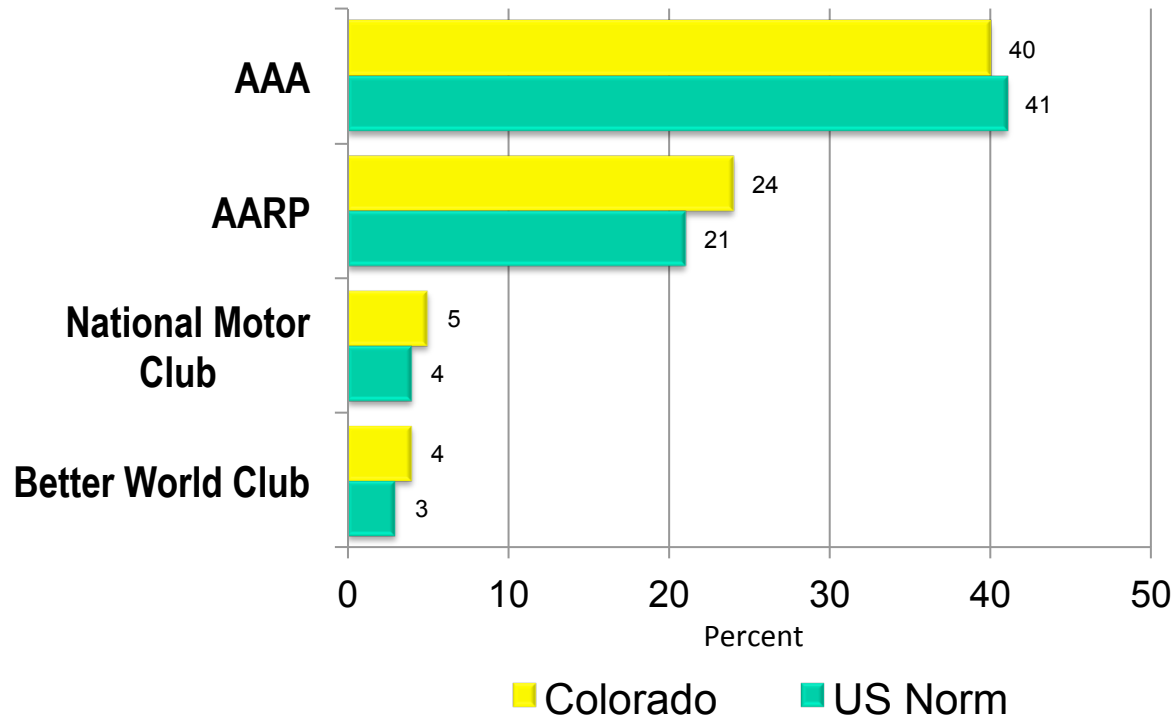
Base: Overnight Leisure Trips



Membership in Auto/Travel Association



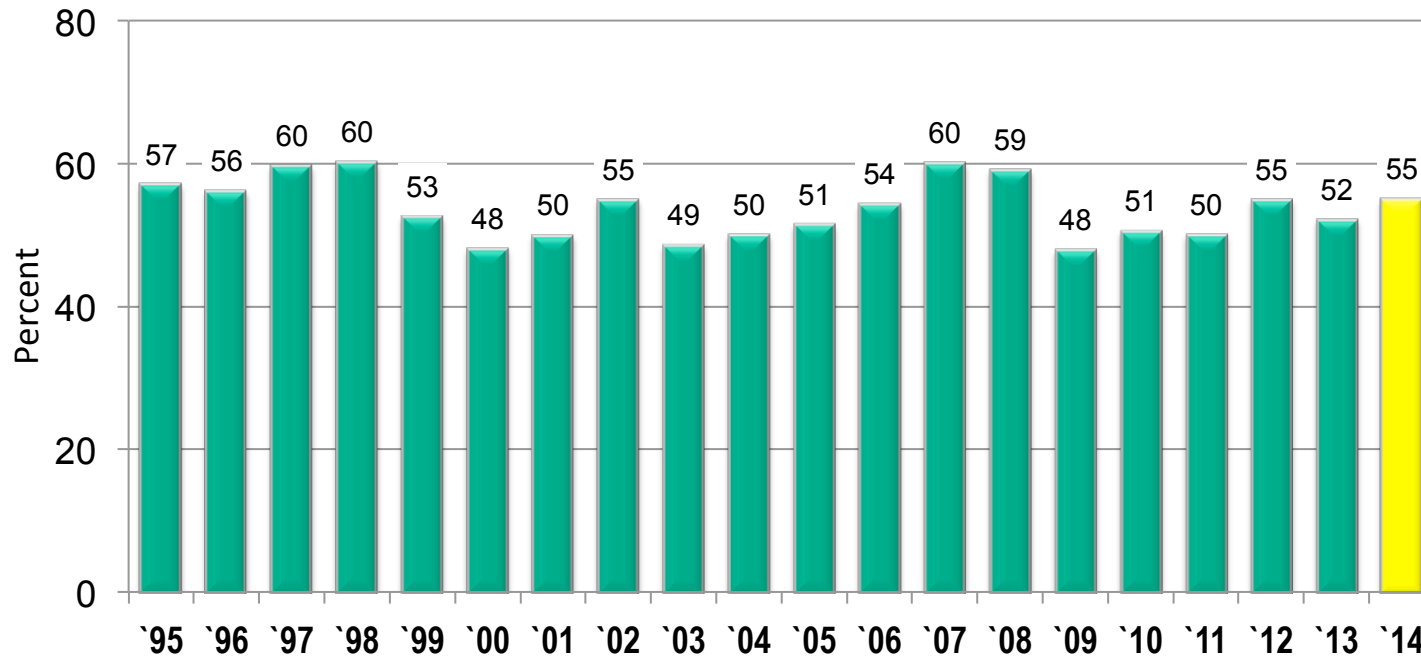
Base: Overnight Leisure Trips



Percent Who Are Male



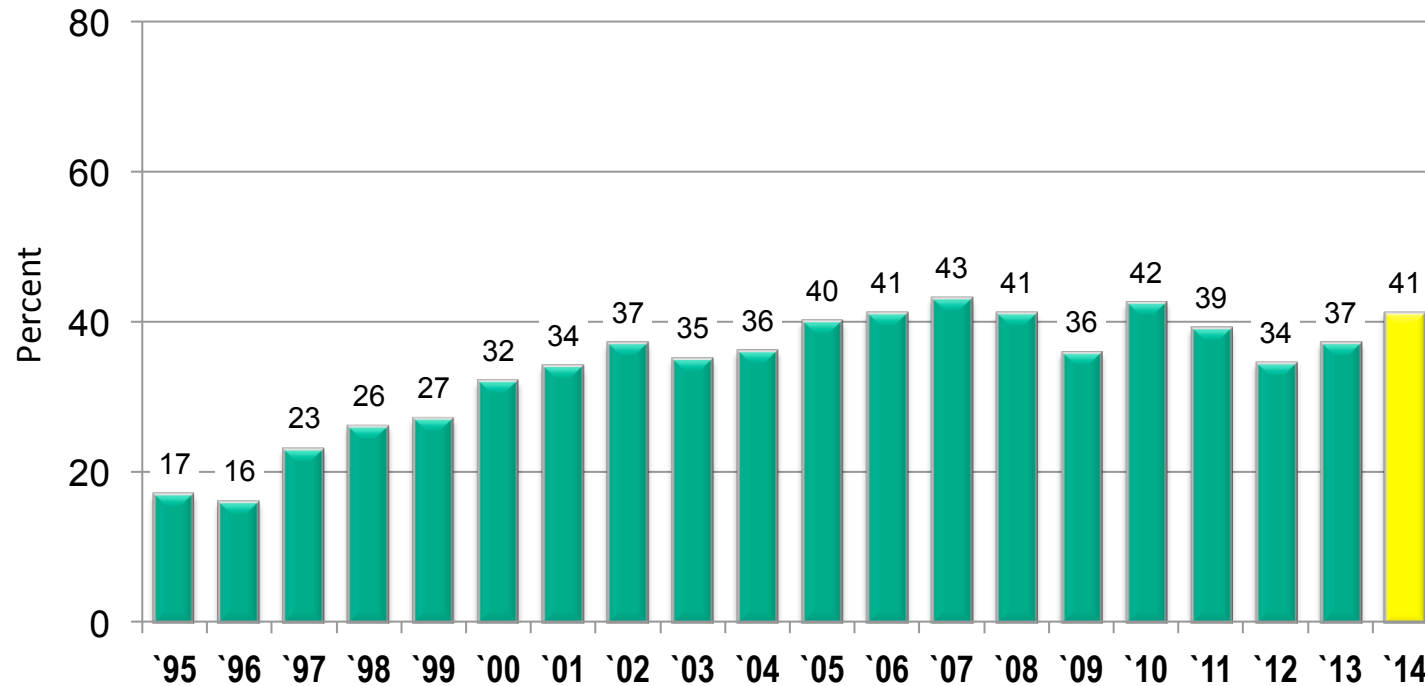
Base: Overnight Leisure Trips



Percent Who Earn Over \$75,000



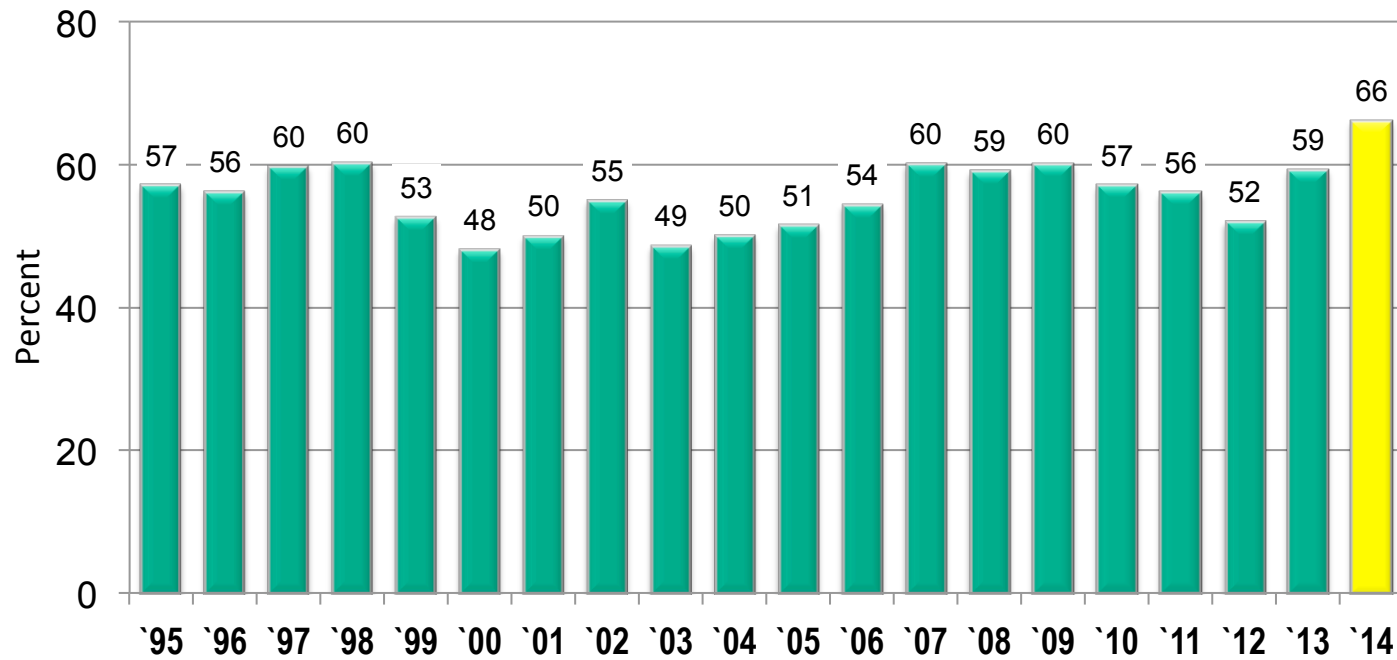
Base: Overnight Leisure Trips



Percent With College Education



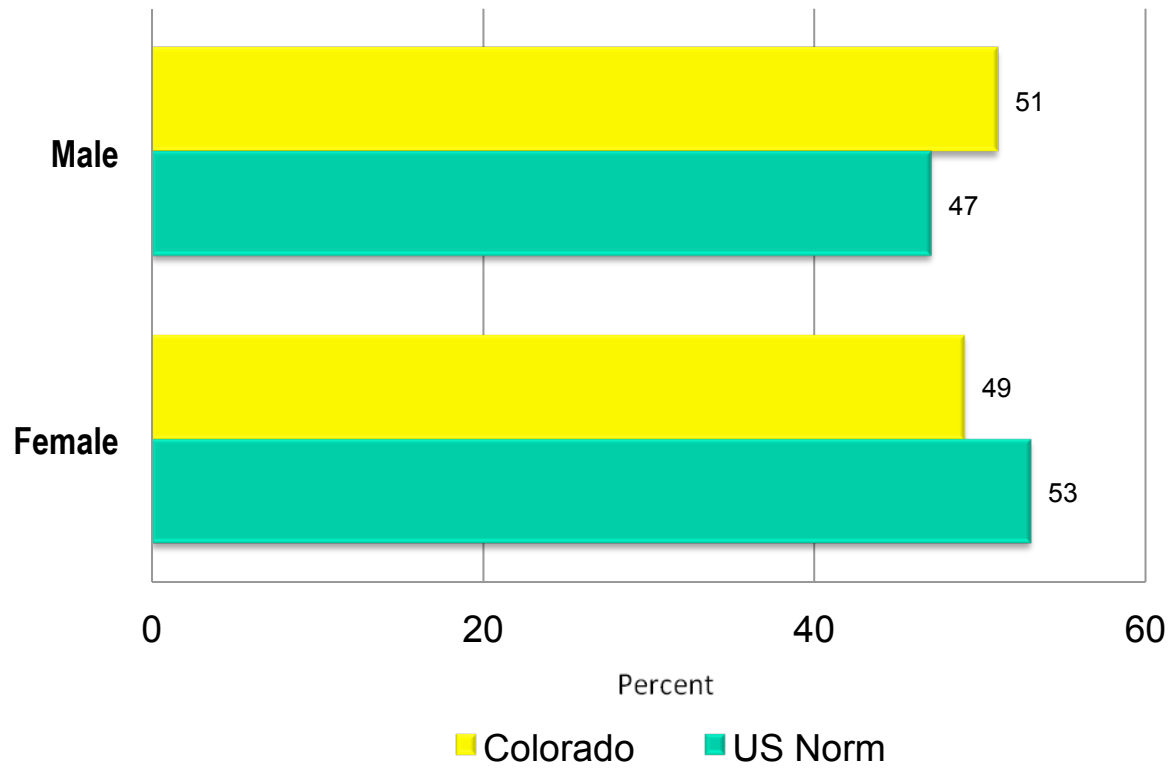
Base: Overnight Leisure Trips



Gender



Base: Day Leisure Trips



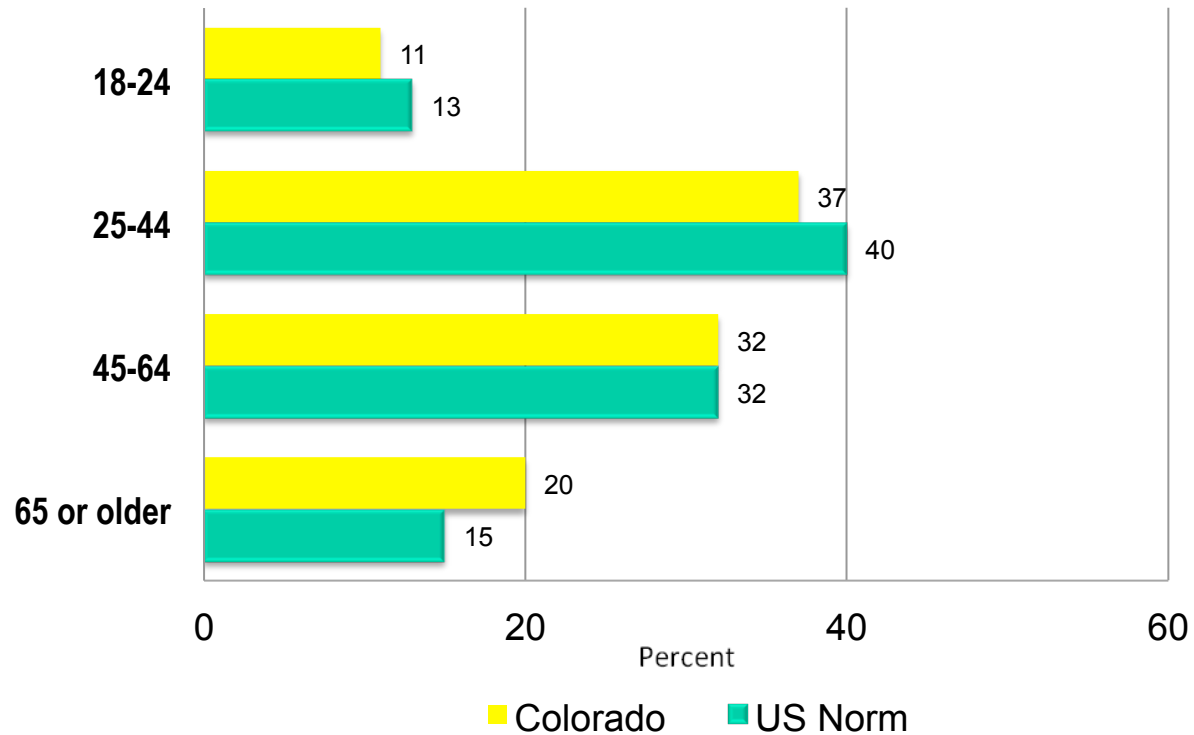
Age



Base: Day Leisure Trips

**Average Age Colorado
= 46.7**

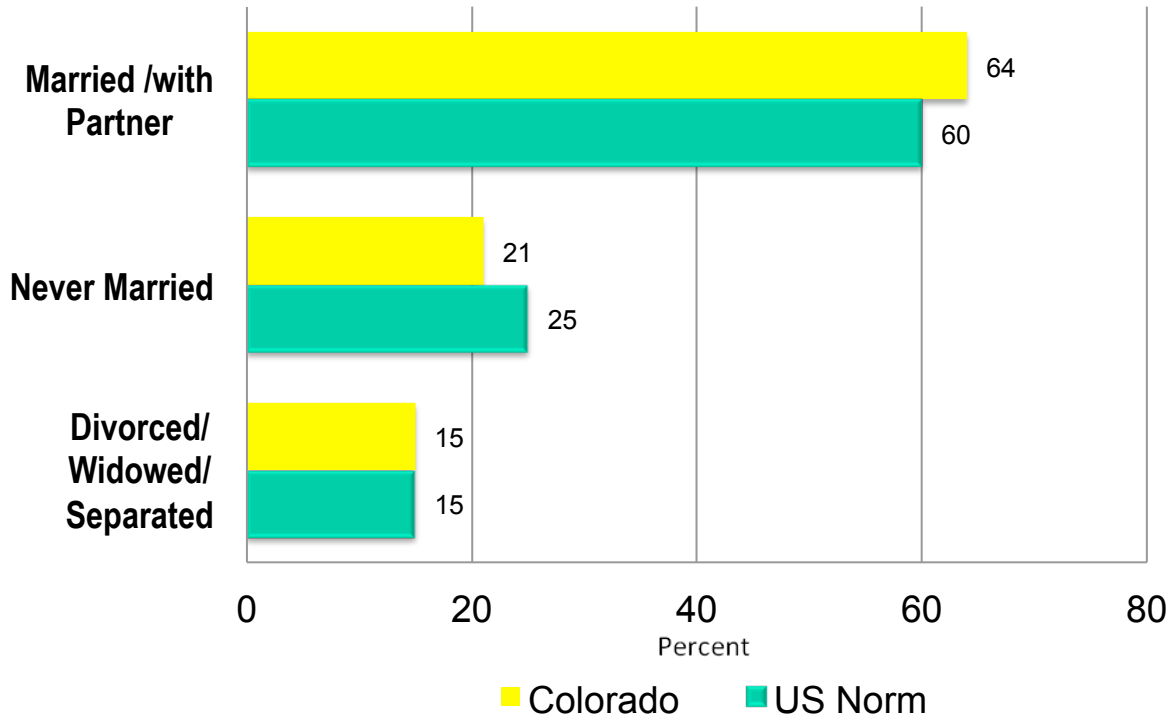
**Average Age U.S. Norm
= 44.6**



Marital Status



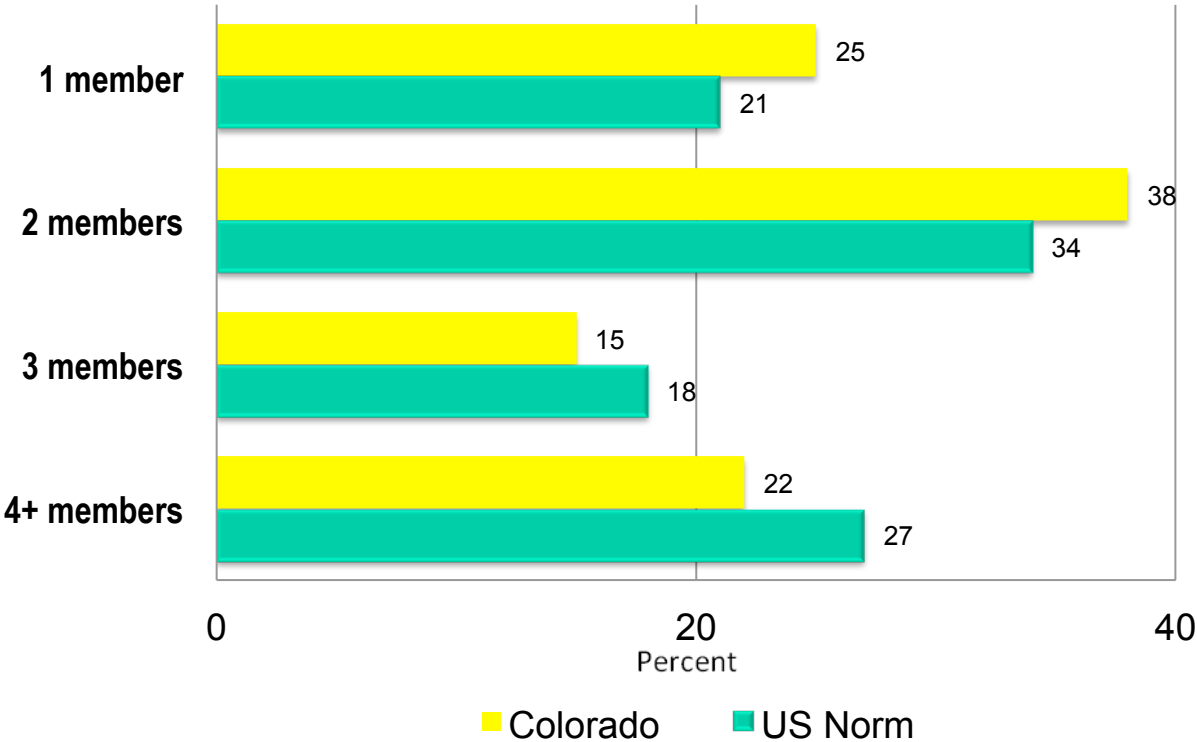
Base: Day Leisure Trips



Household Size



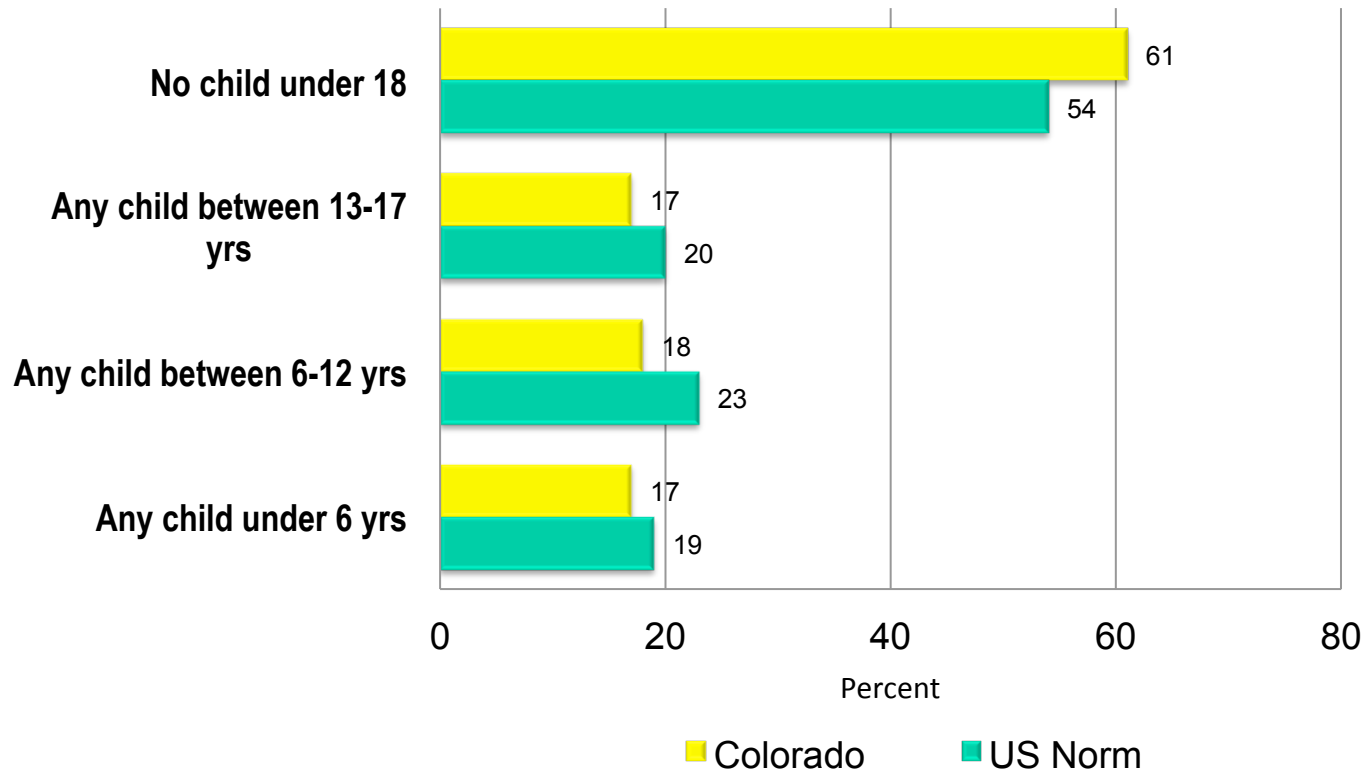
Base: Day Leisure Trips



Children in Household



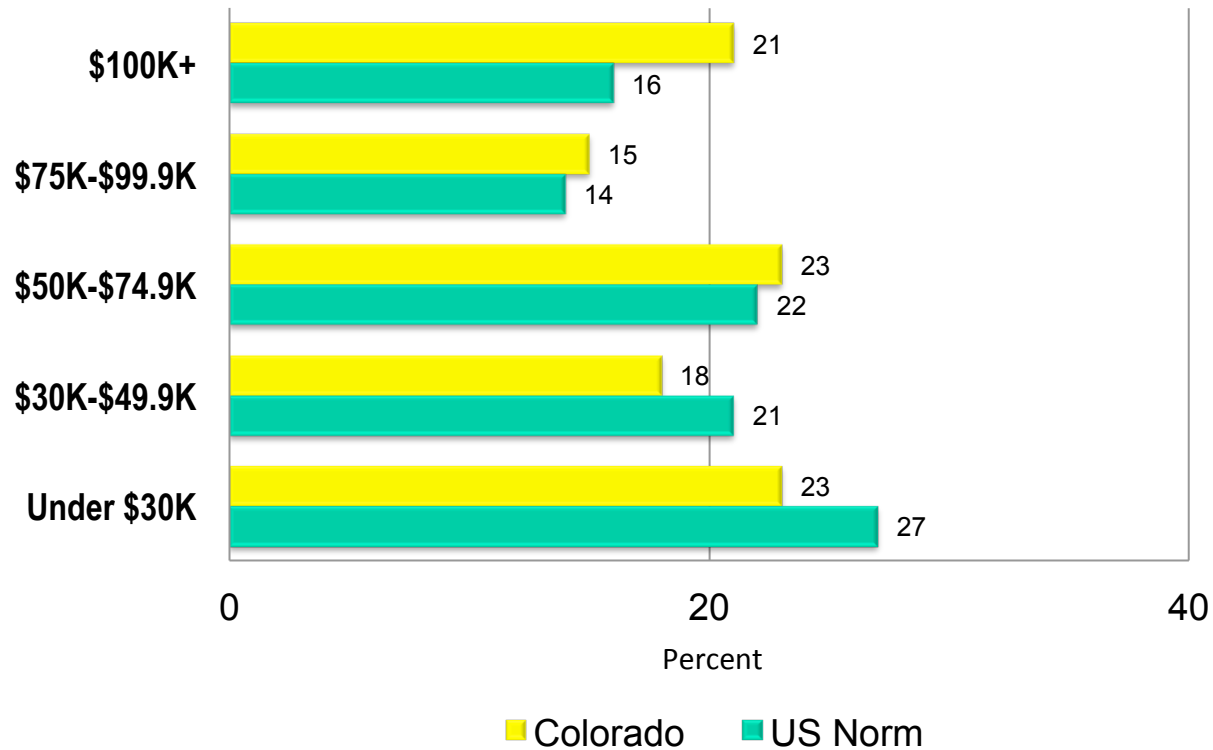
Base: Day Leisure Trips



Income



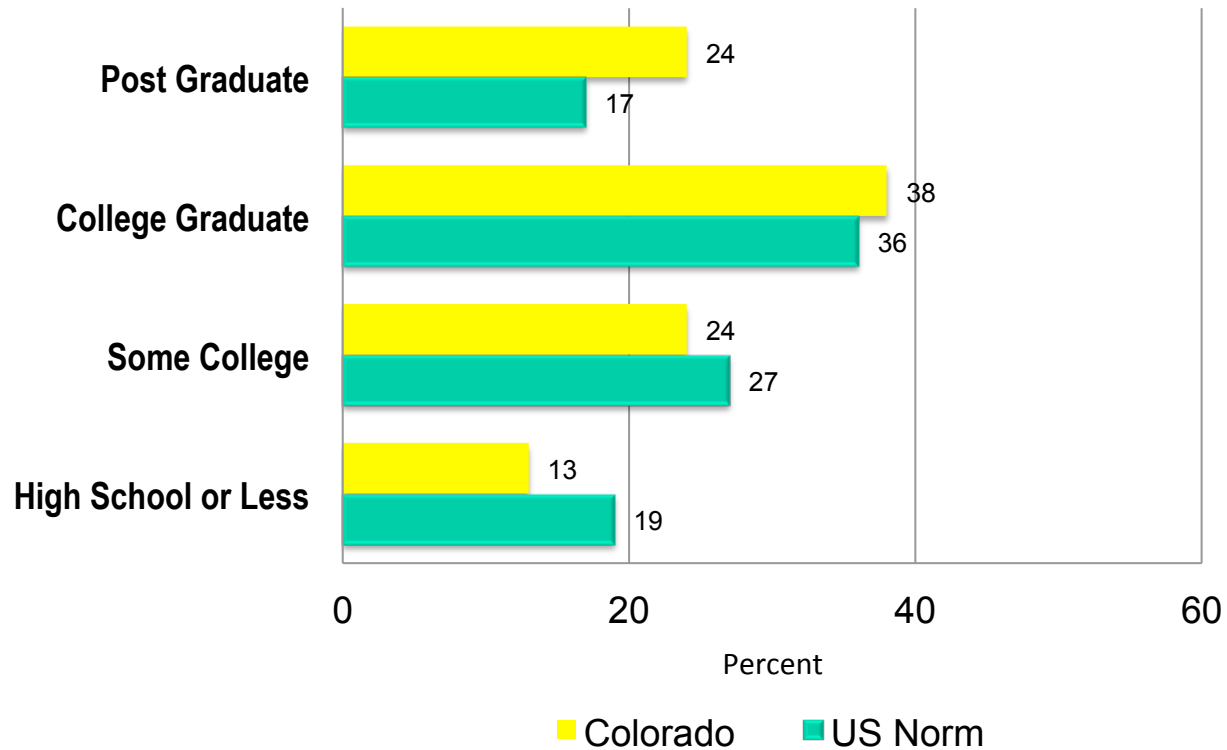
Base: Day Leisure Trips



Education



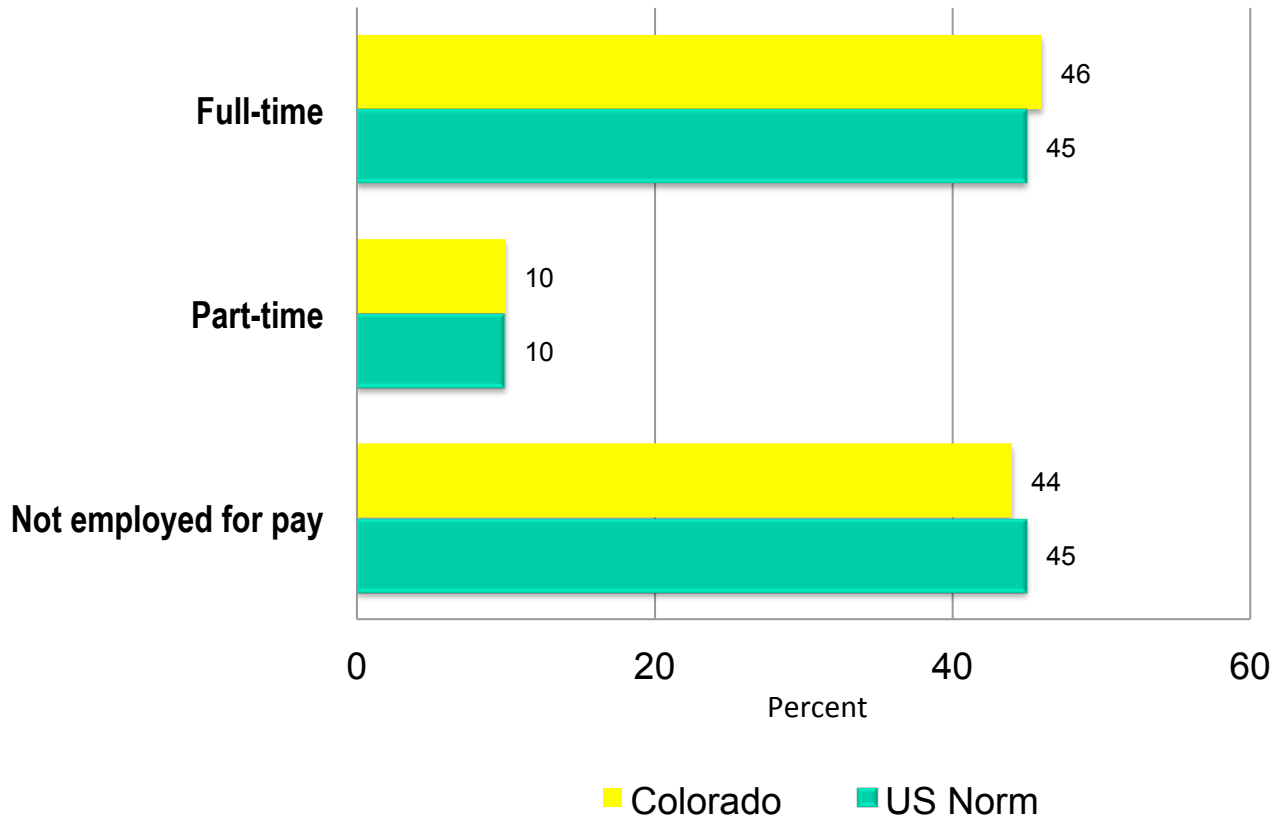
Base: Day Leisure Trips



Employment



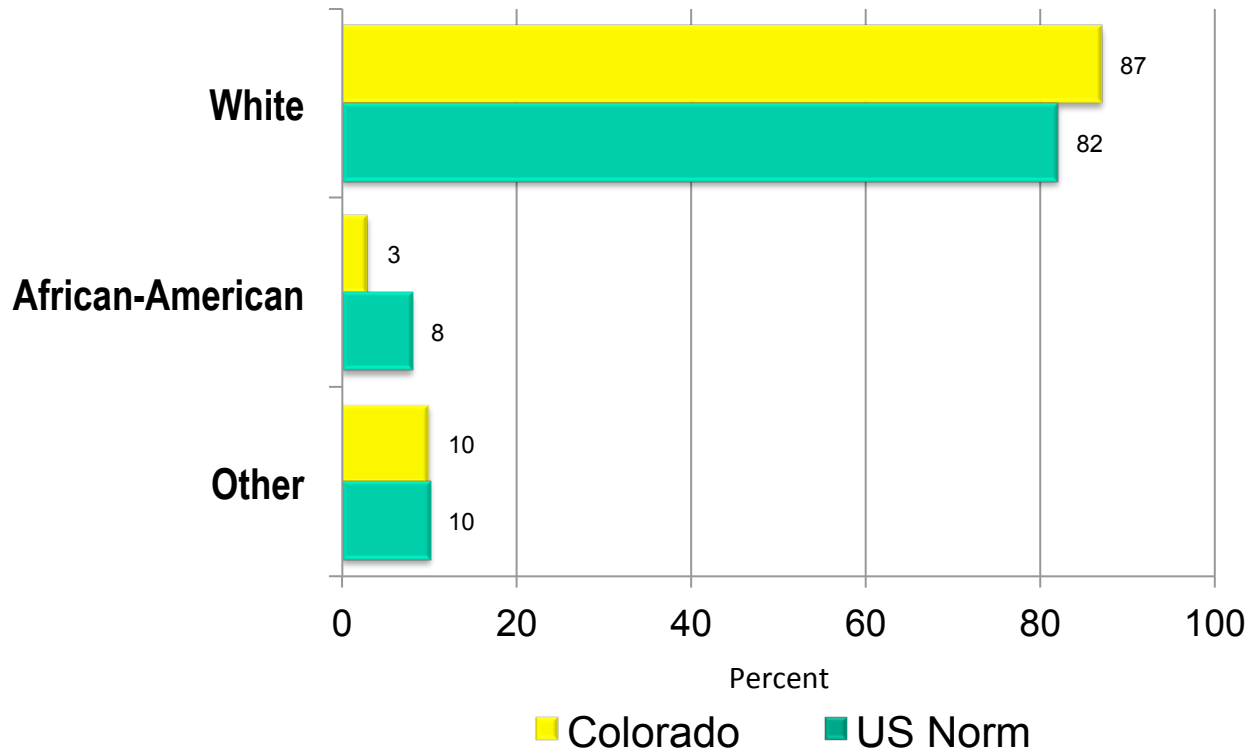
Base: Day Leisure Trips



Race



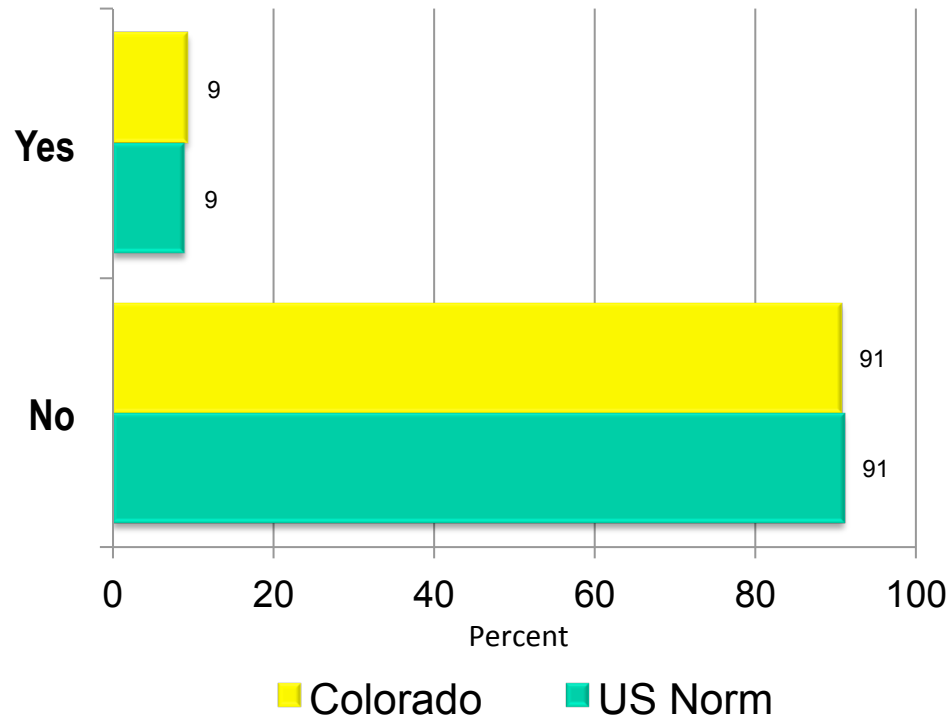
Base: Day Leisure Trips



Hispanic Background



Base: Day Leisure Trips

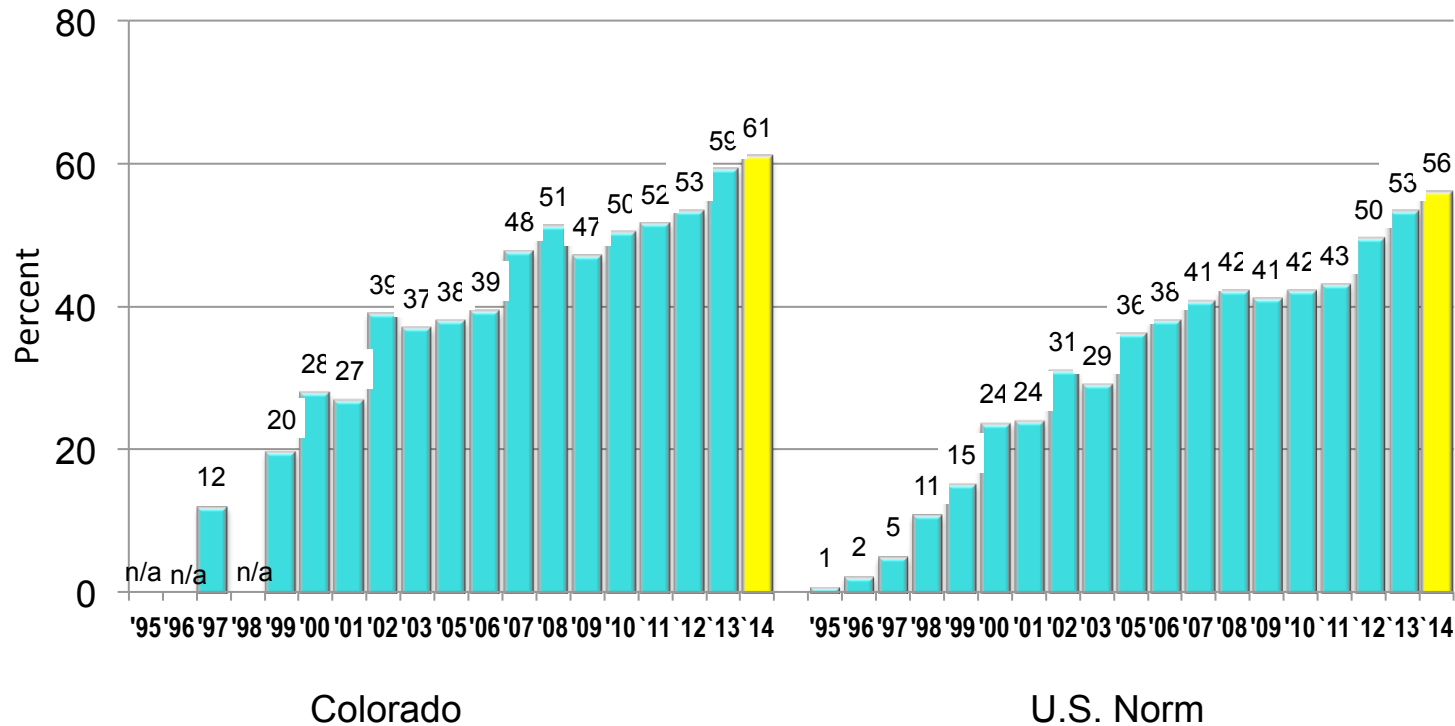


Trip Characteristics

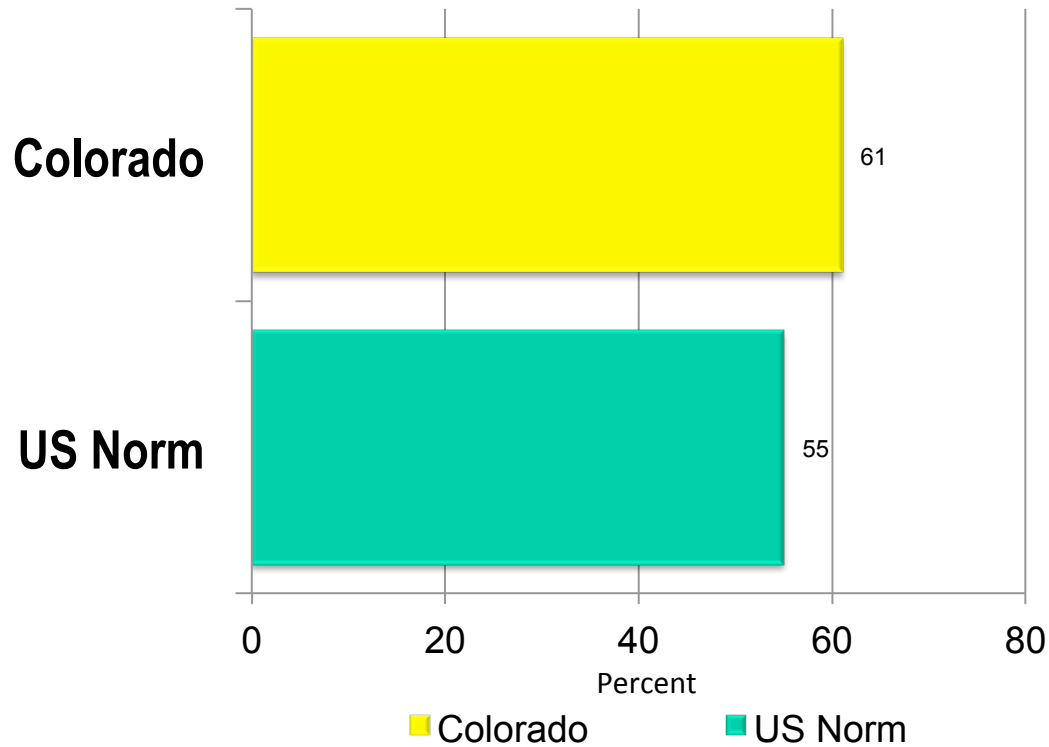
Use of Internet For Trip Planning



Base: Overnight Leisure Trips



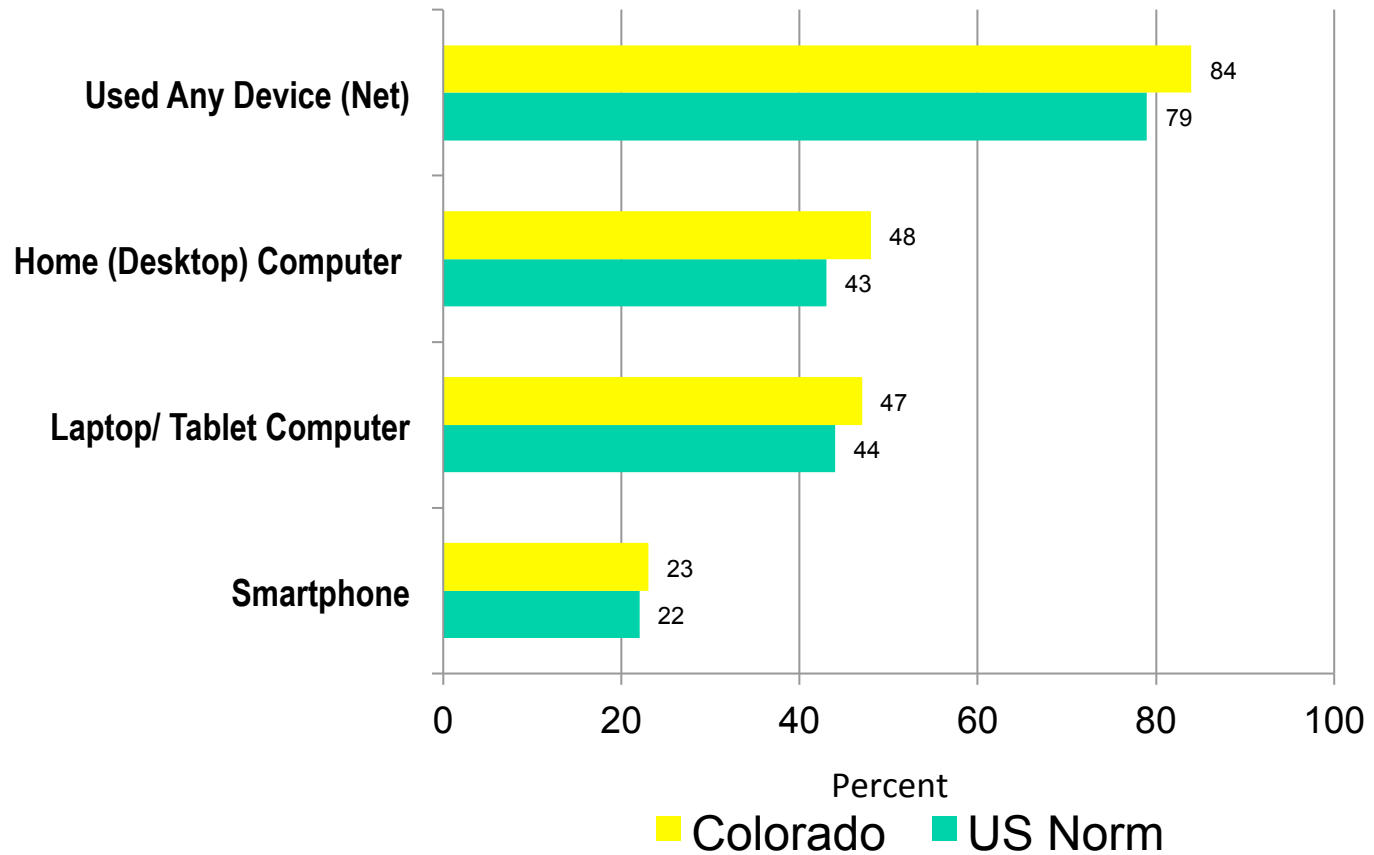
Used Internet to Book All/Part of Trip



Use of Devices for Trip Planning



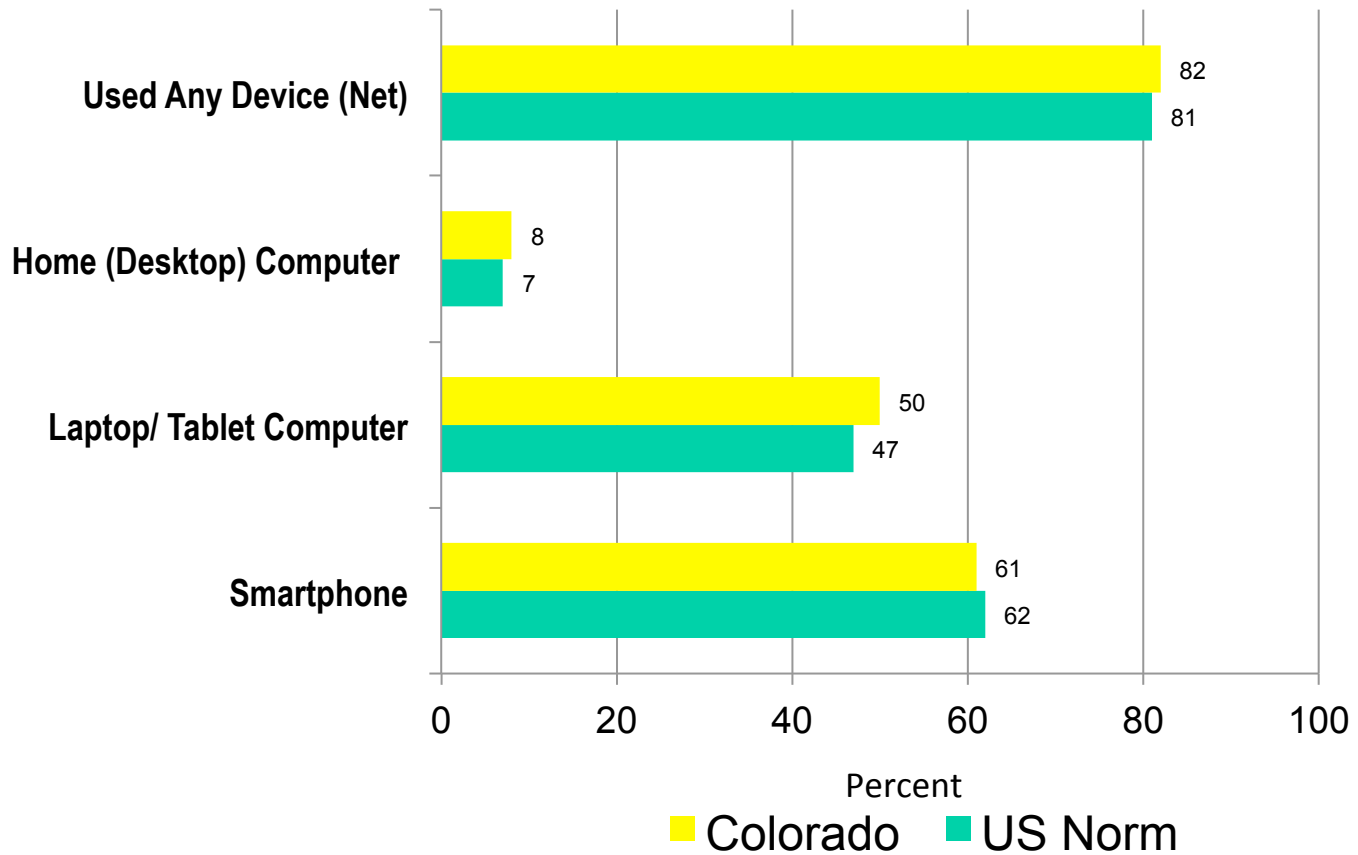
Base: Overnight Leisure Trips



Use of Devices During Trip



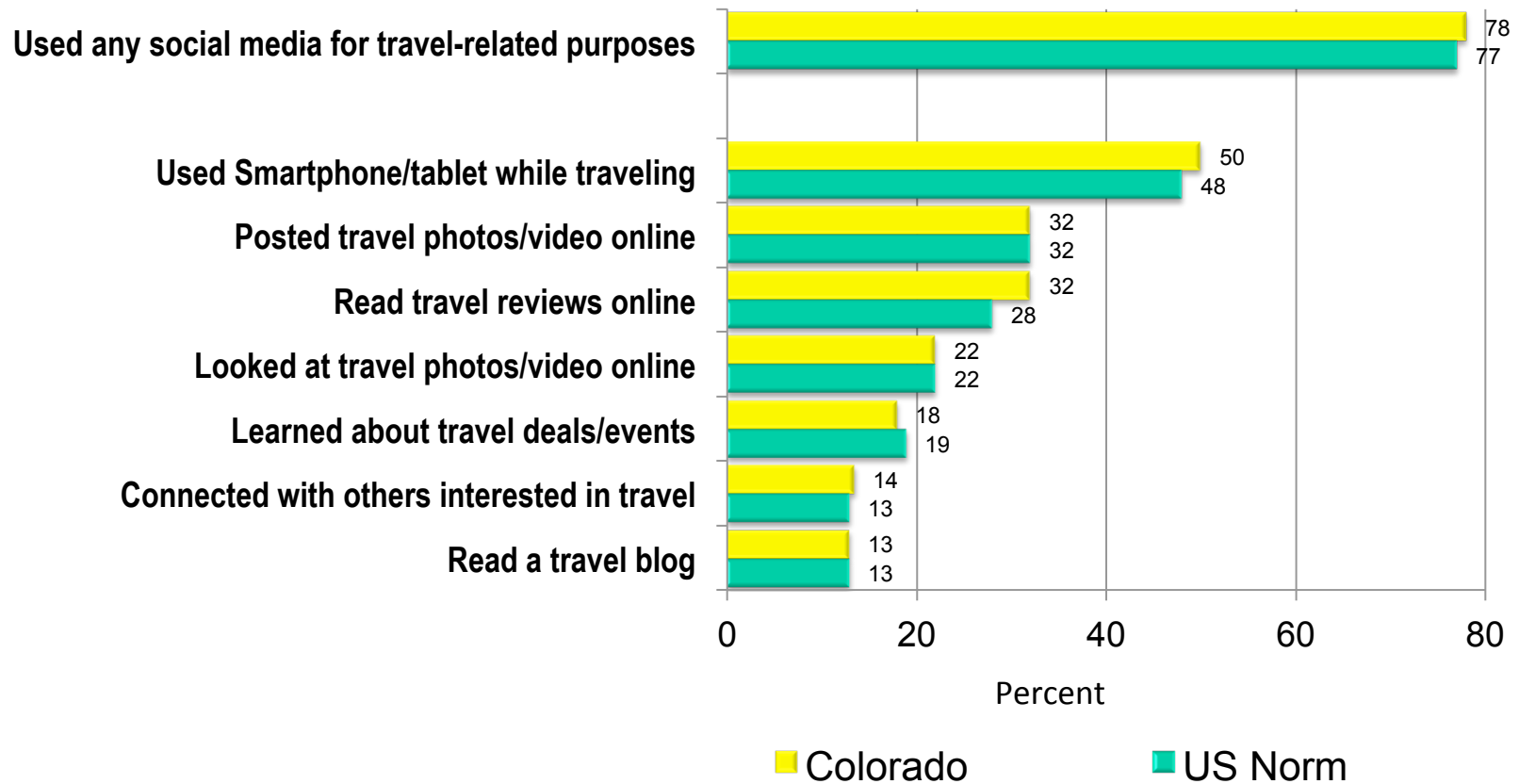
Base: Overnight Leisure Trips



Social Media Used in the Past 3 Months



Base: Overnight Leisure Trips



Social Media Used in the Past 3 Months (Cont'd)



Base: Overnight Leisure Trips

Used any social media for travel-related purposes



Contributed travel reviews



Got travel advice via social networking



Gave travel advice



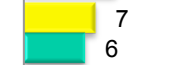
Tweeted about a trip



Followed a destination/attraction on Facebook or Twitter



Subscribed to a travel e-newsletter



Blogged about a trip



0 20 40 60 80

Percent

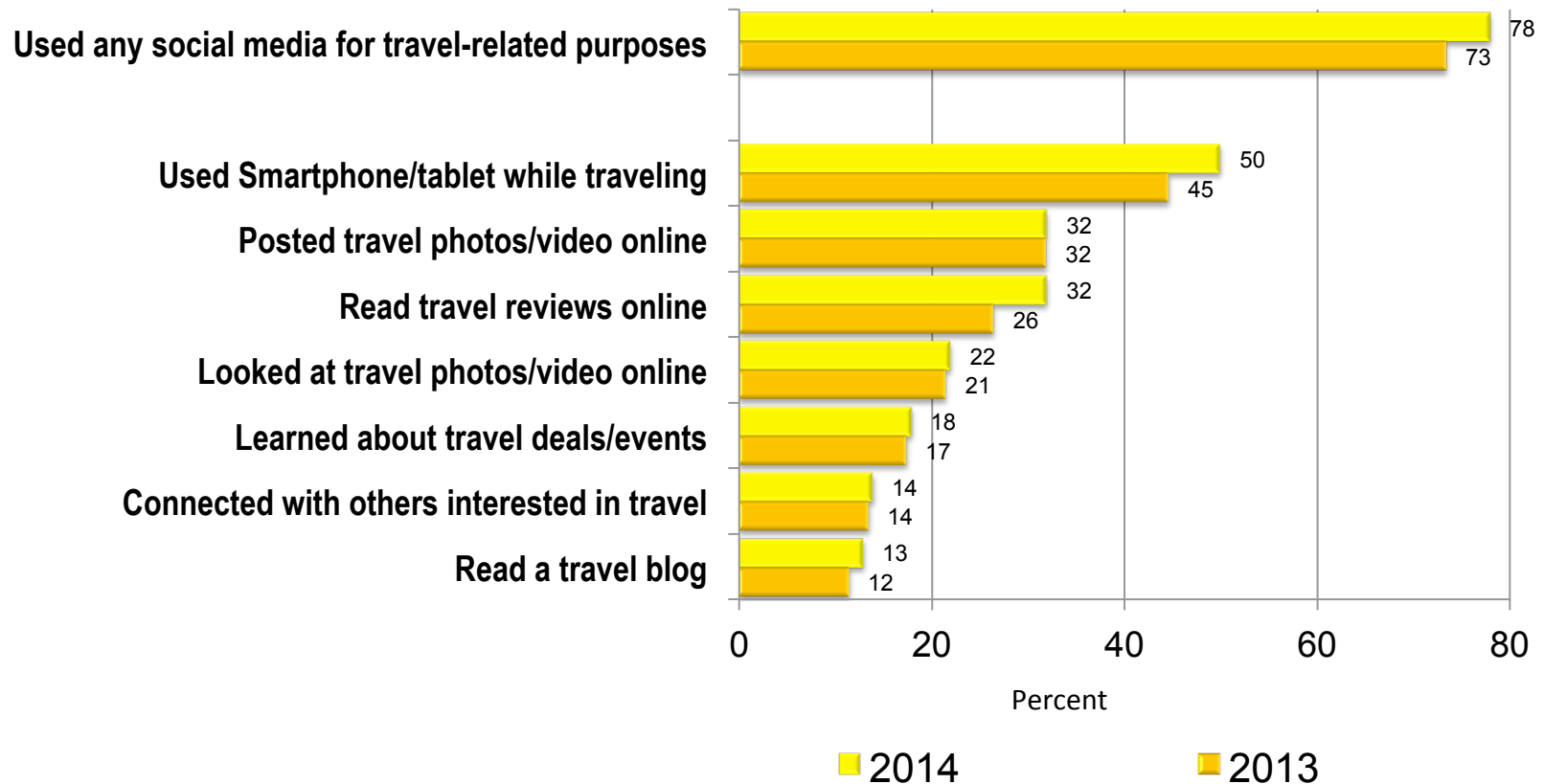
Colorado

US Norm

Social Media Used in the Past 3 Months — 2014 vs. 2013



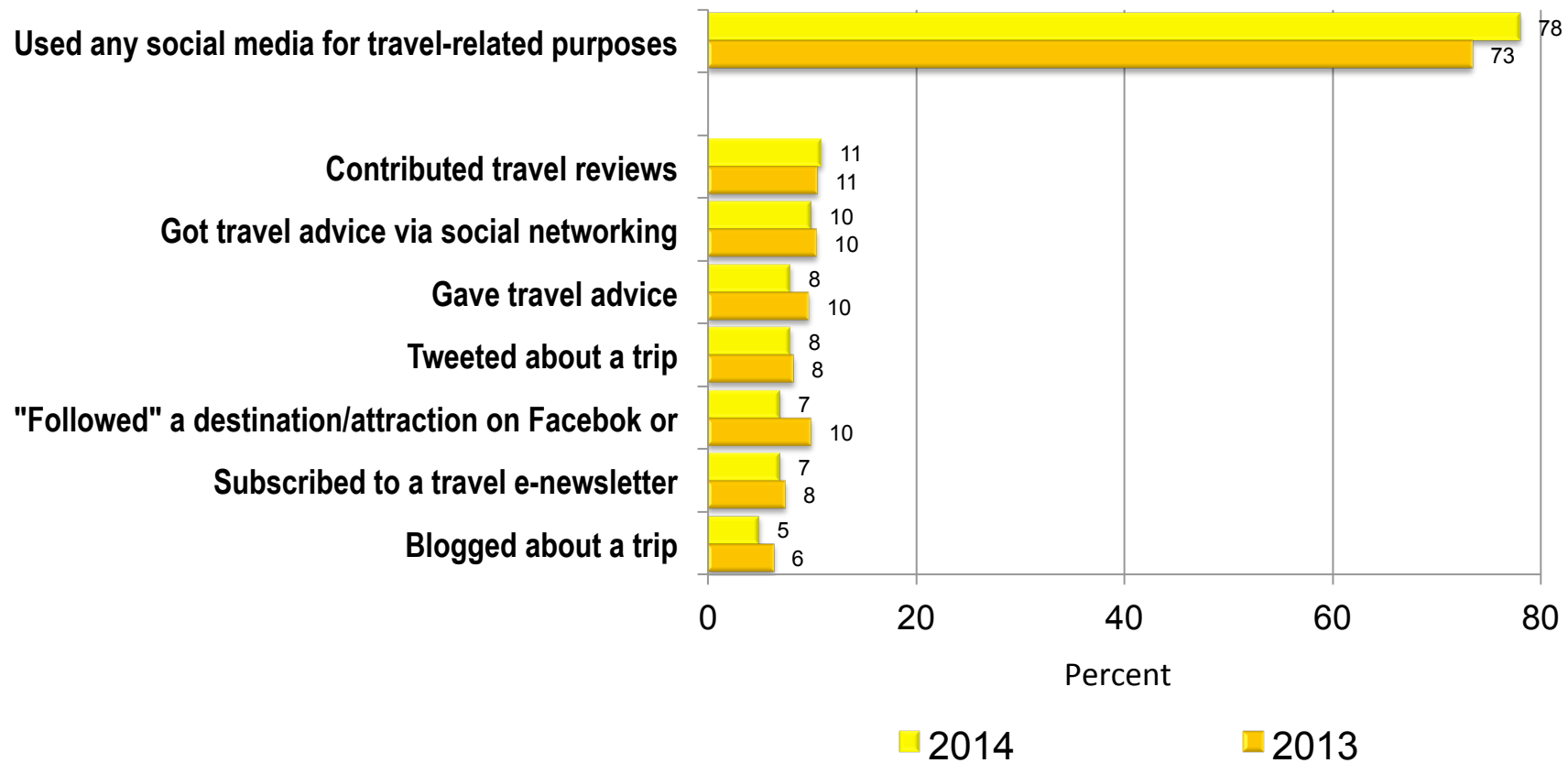
Base: Overnight Leisure Trips



Social Media Used in the Past 3 Months — 2014 vs. 2013 (Cont'd)



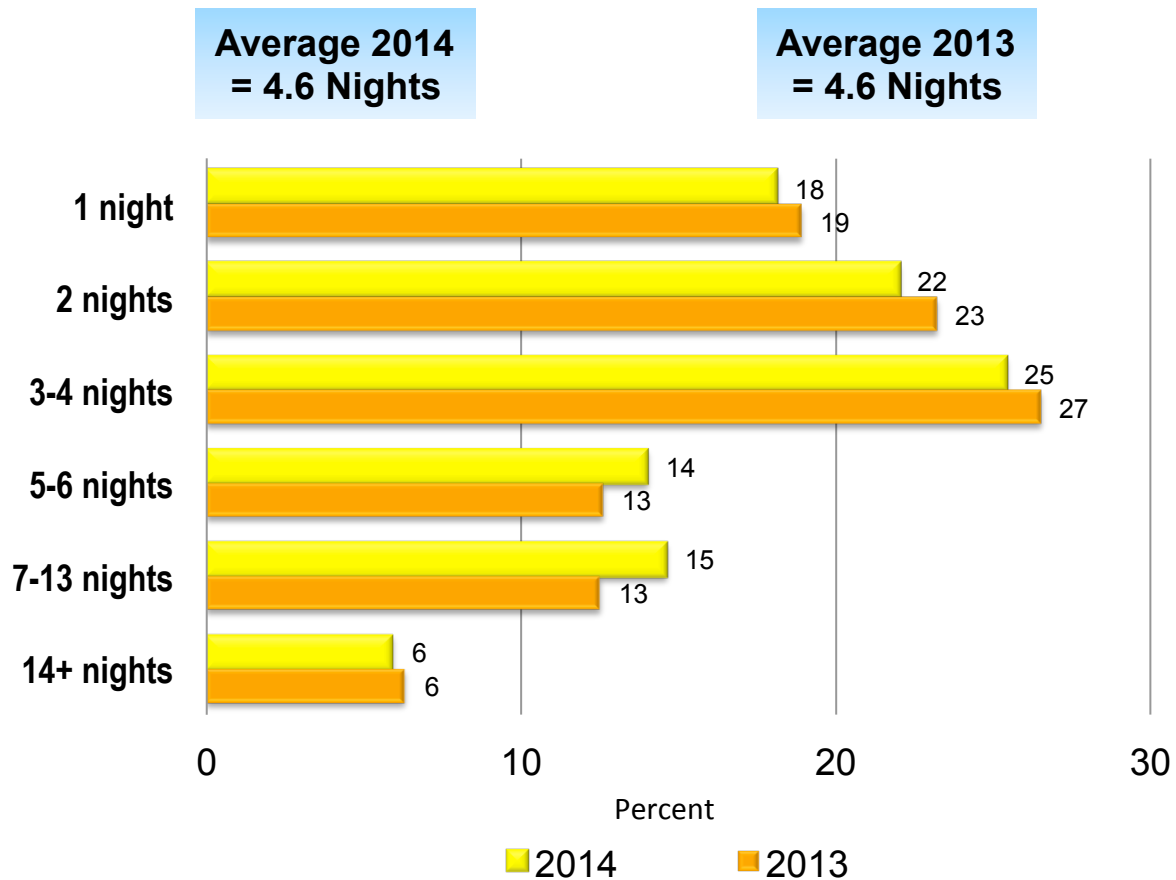
Base: Overnight Leisure Trips



Length of Colorado Trip



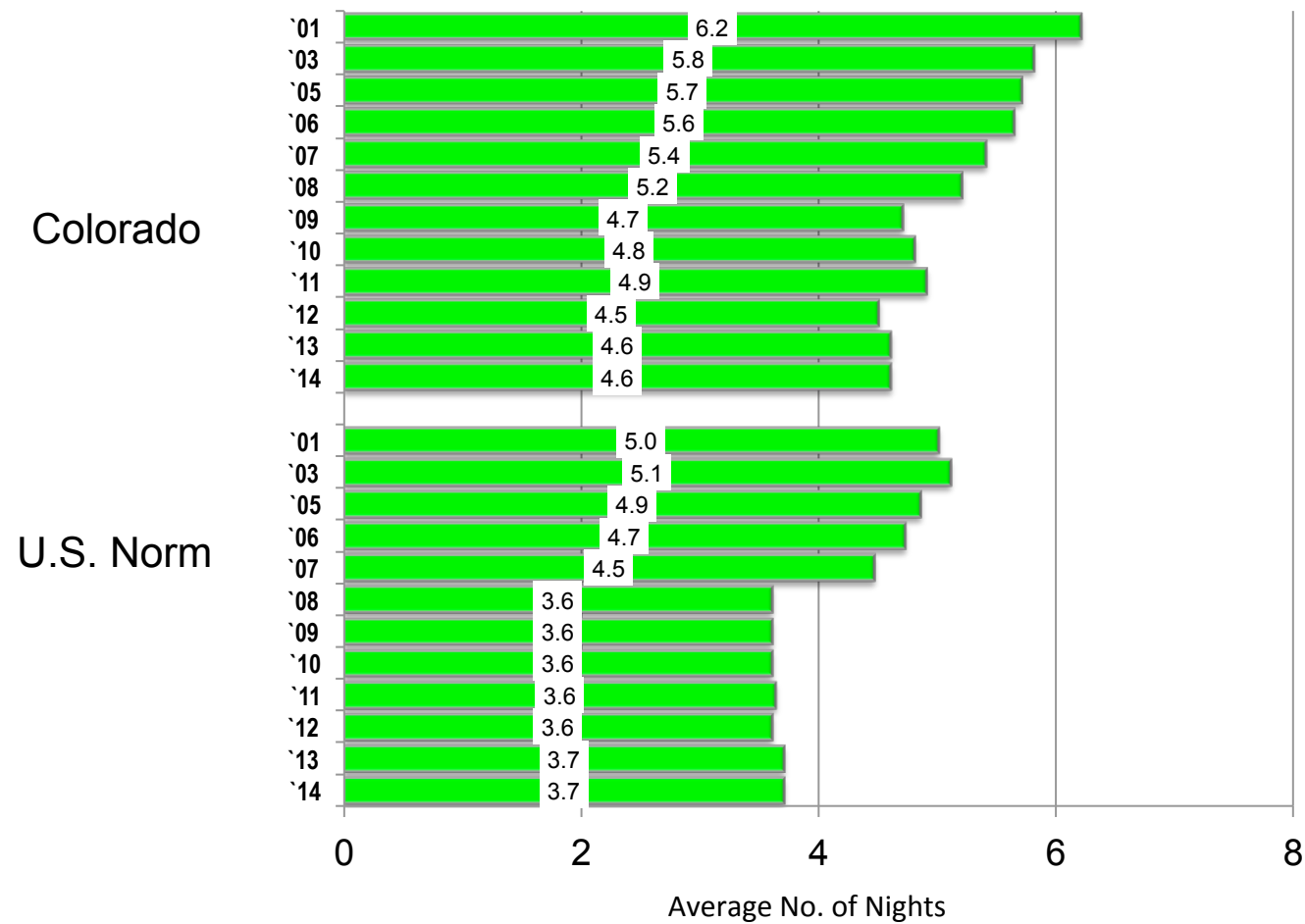
Base: Overnight Leisure Trips



Length of Trip



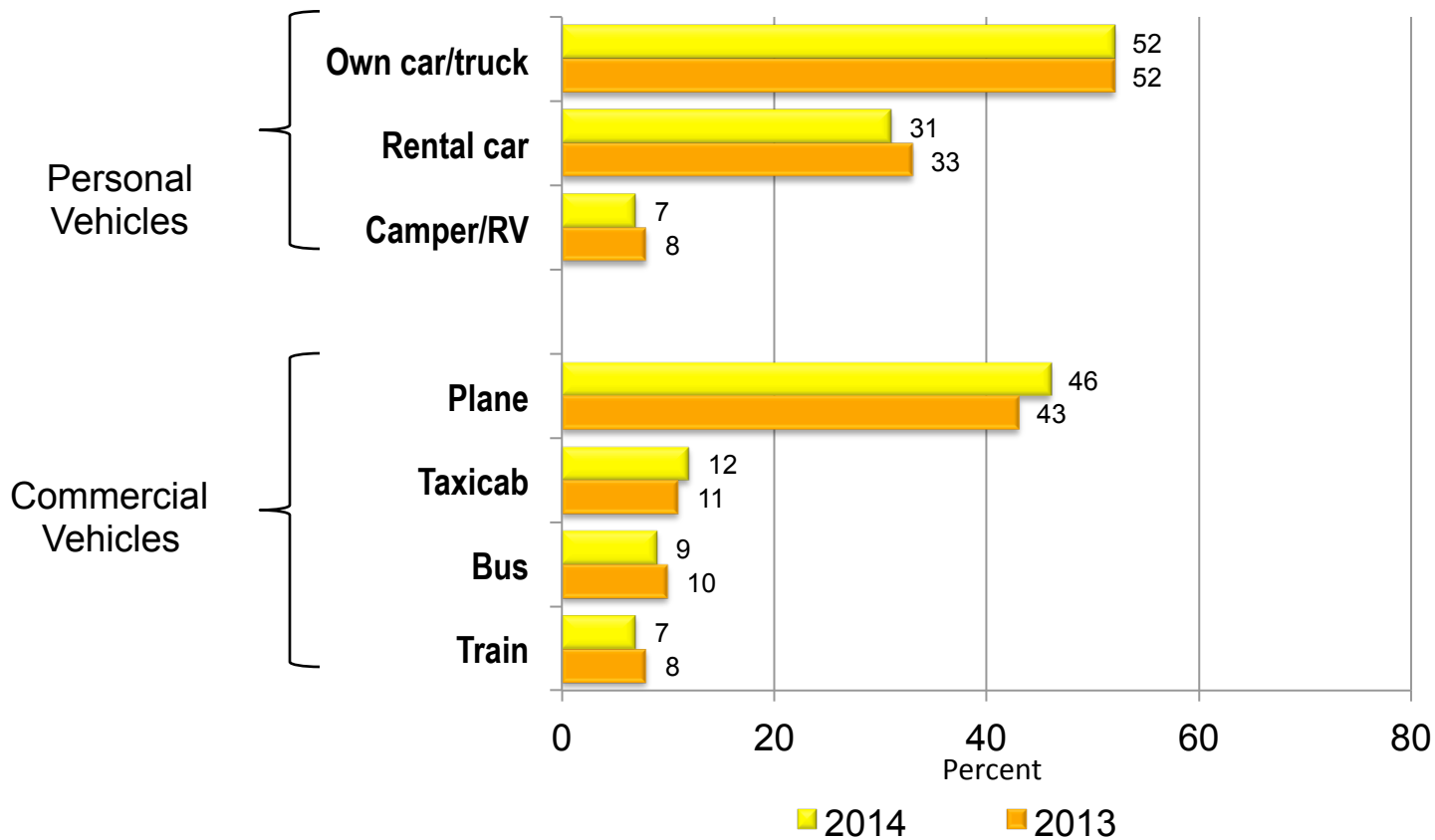
Base: Overnight Leisure Trips



Transportation Used on Colorado Trip



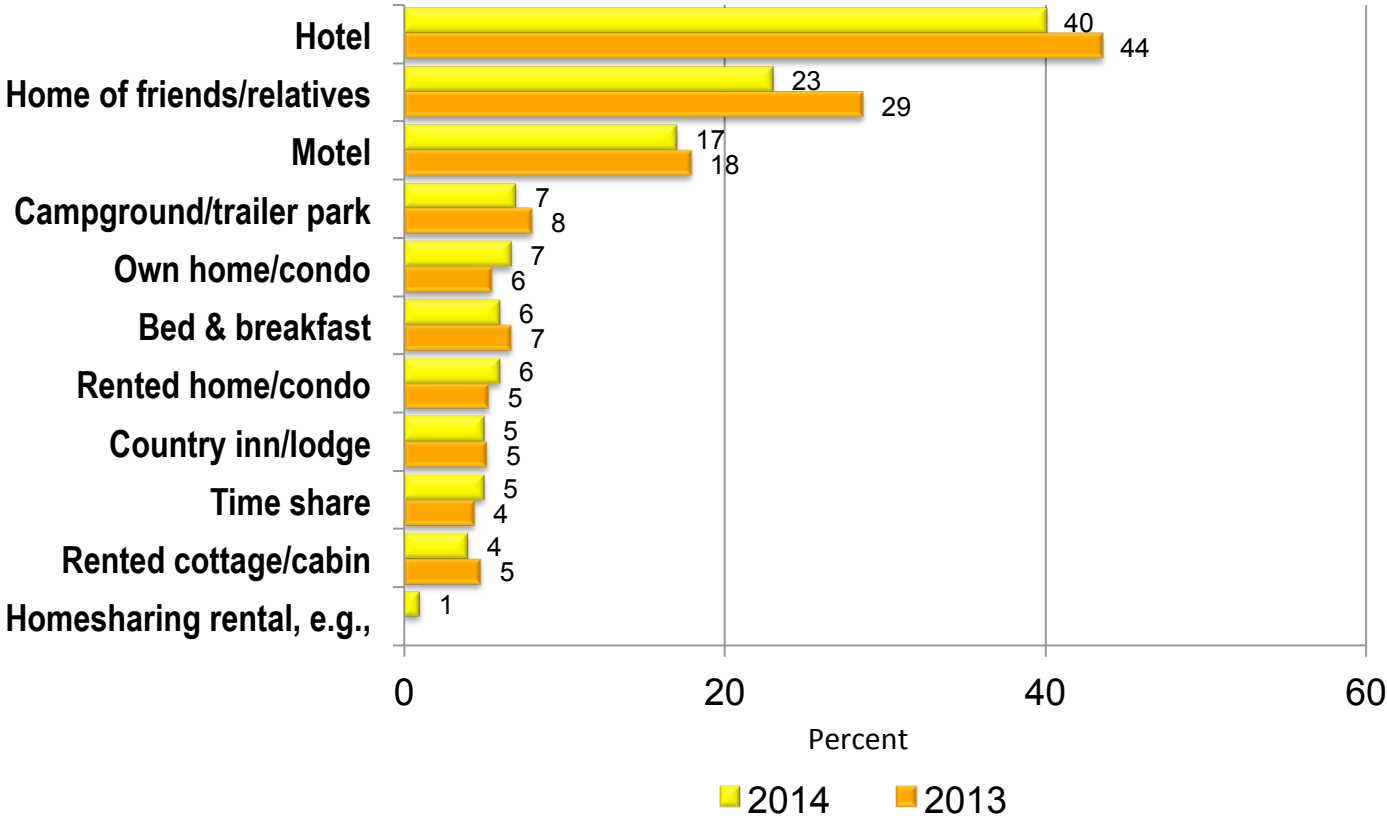
Base: Overnight Leisure Trips Originating Out of State



Accommodations Used on Trip



Base: Overnight Leisure Trips

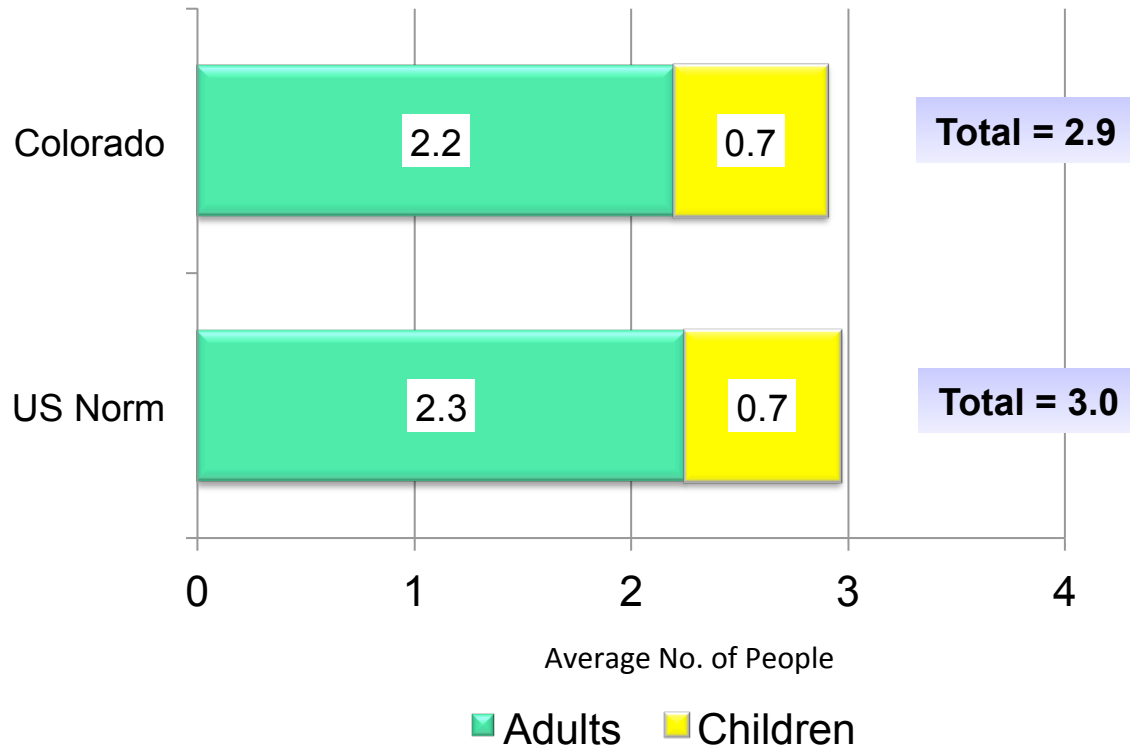


* Values may add to more than 100% because of usage of multiple types of accommodations

Size of Travel Party



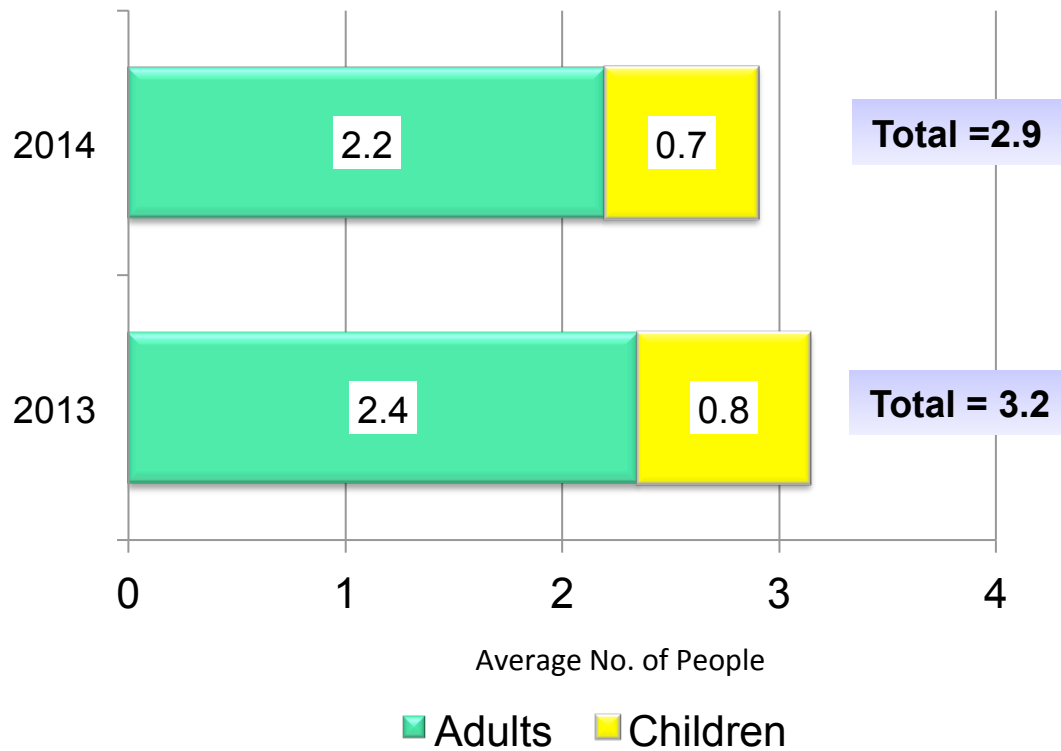
Base: Overnight Leisure Trips



Size of Travel Party



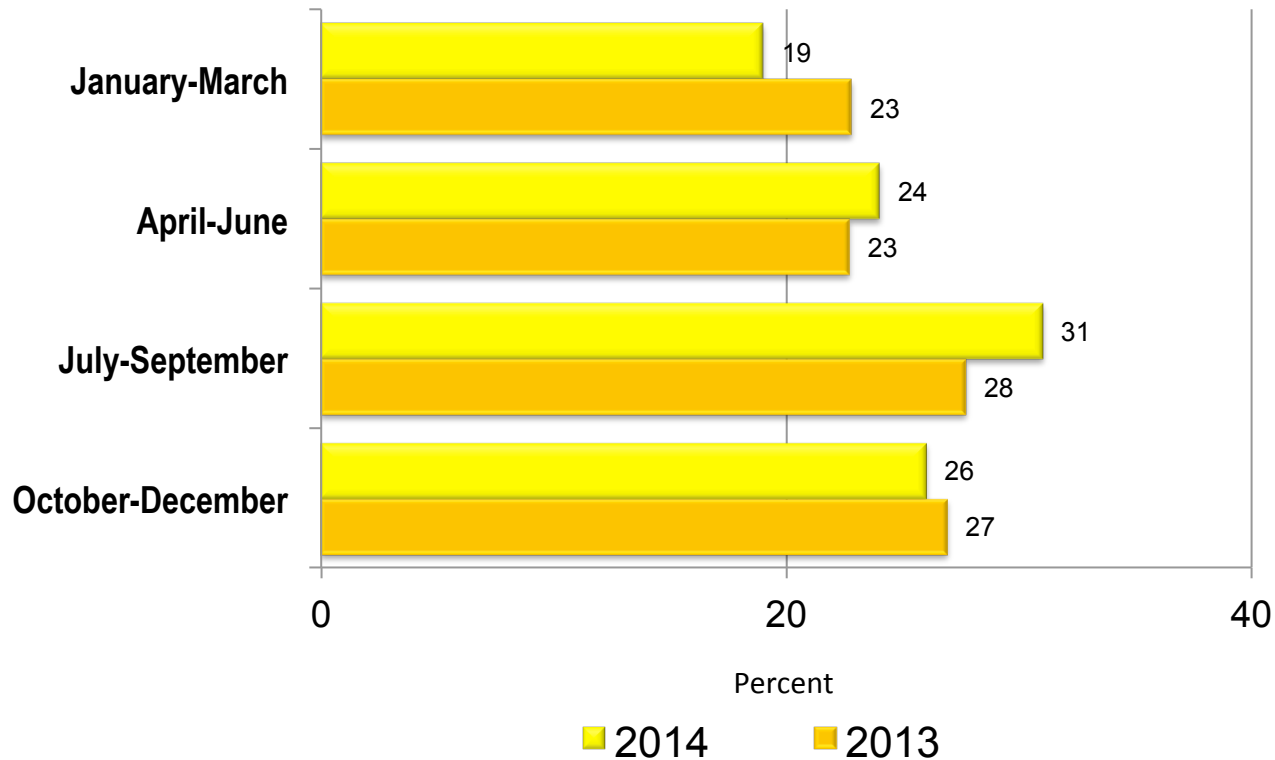
Base: Overnight Leisure Trips



Distribution of Trips by Quarter



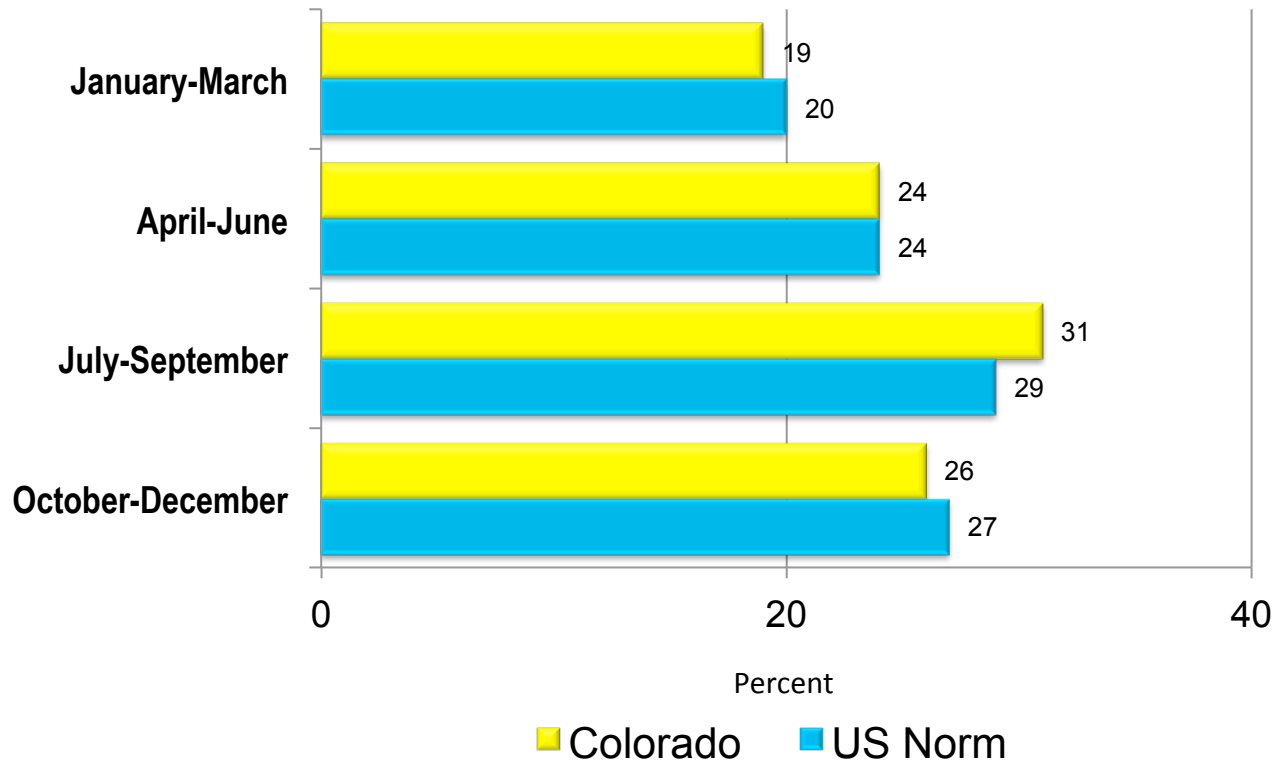
Base: Overnight Leisure Trips



Distribution of Trips by Quarter



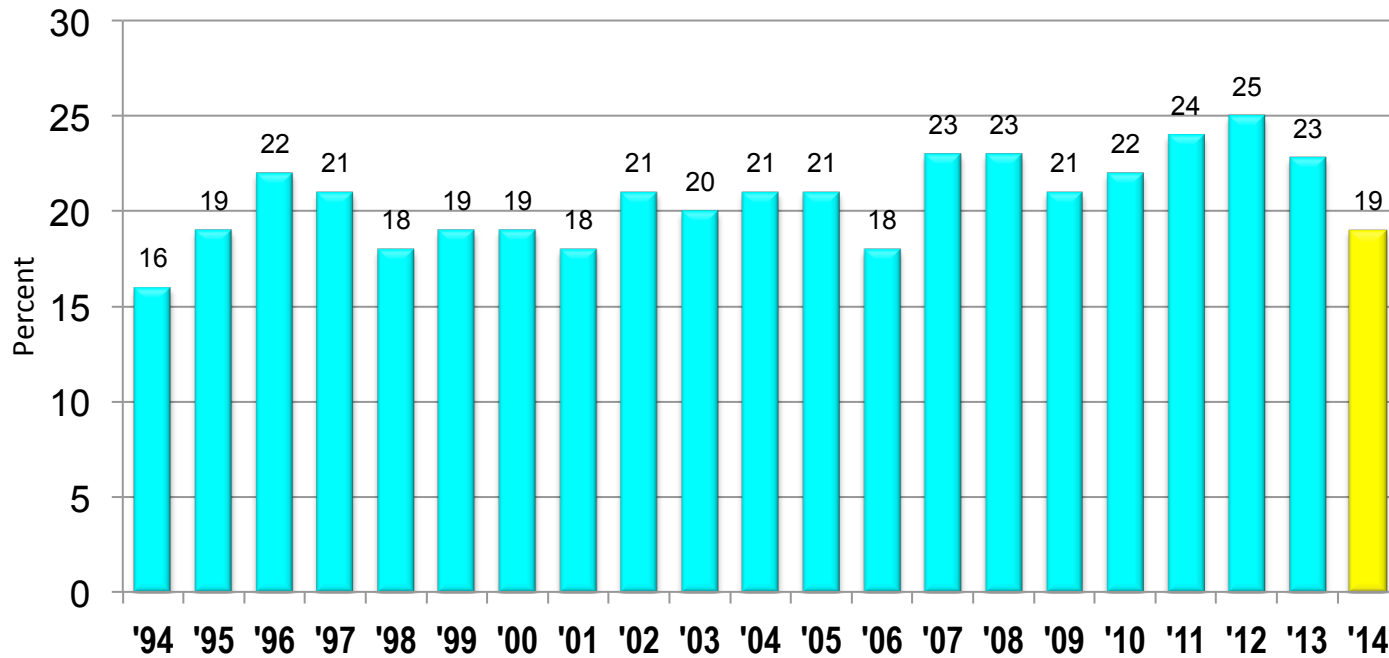
Base: Overnight Leisure Trips



Distribution of Trips by Quarter — January to March



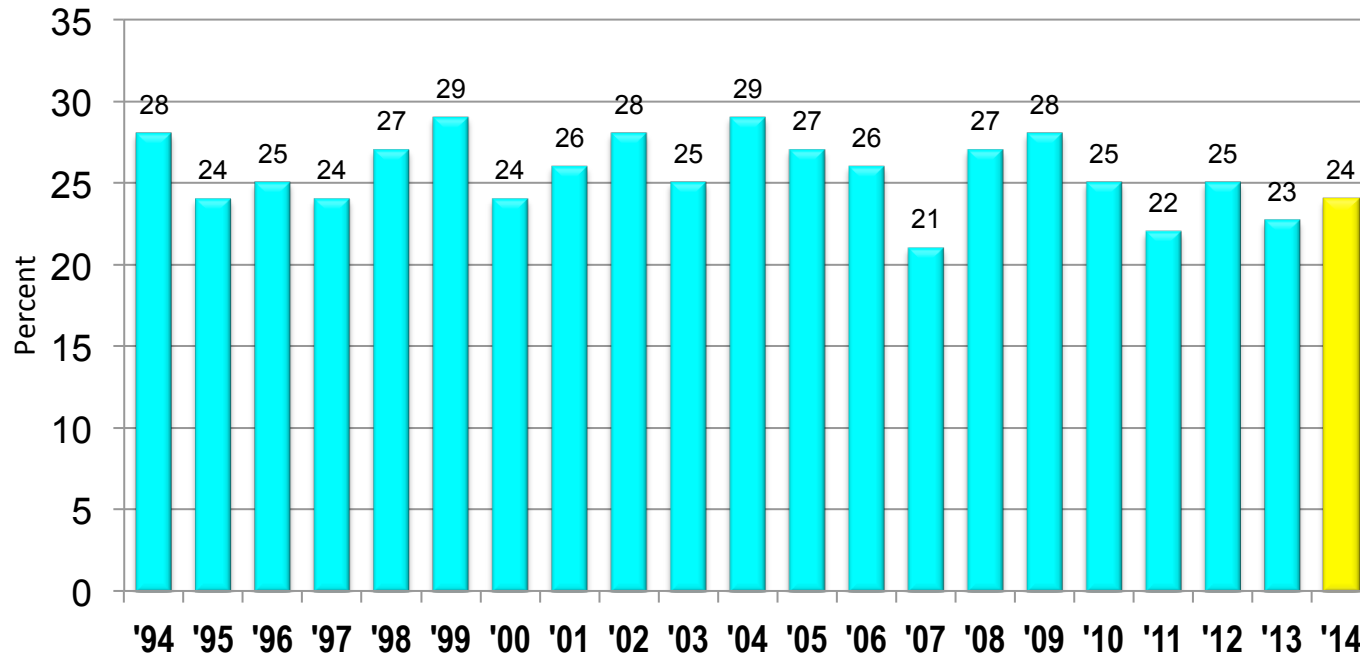
Base: Overnight Leisure Trips



Distribution of Trips by Quarter — April to June



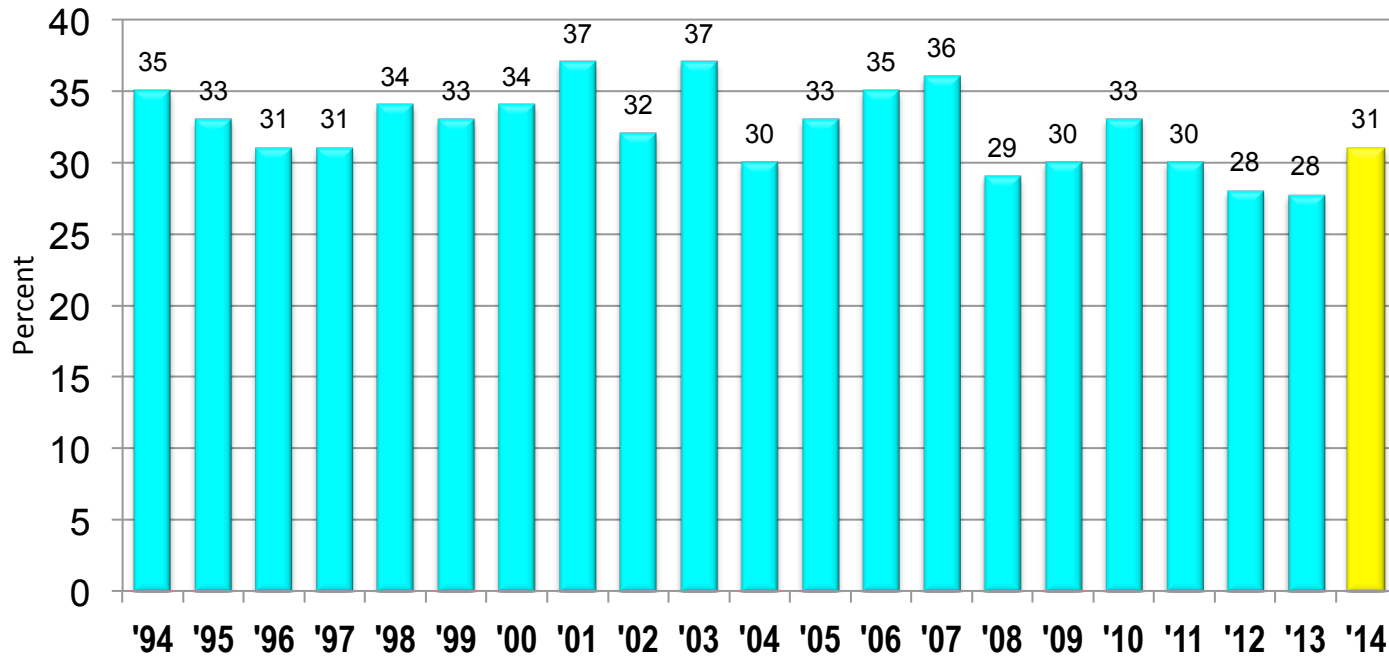
Base: Overnight Leisure Trips



Distribution of Trips by Quarter — July to September



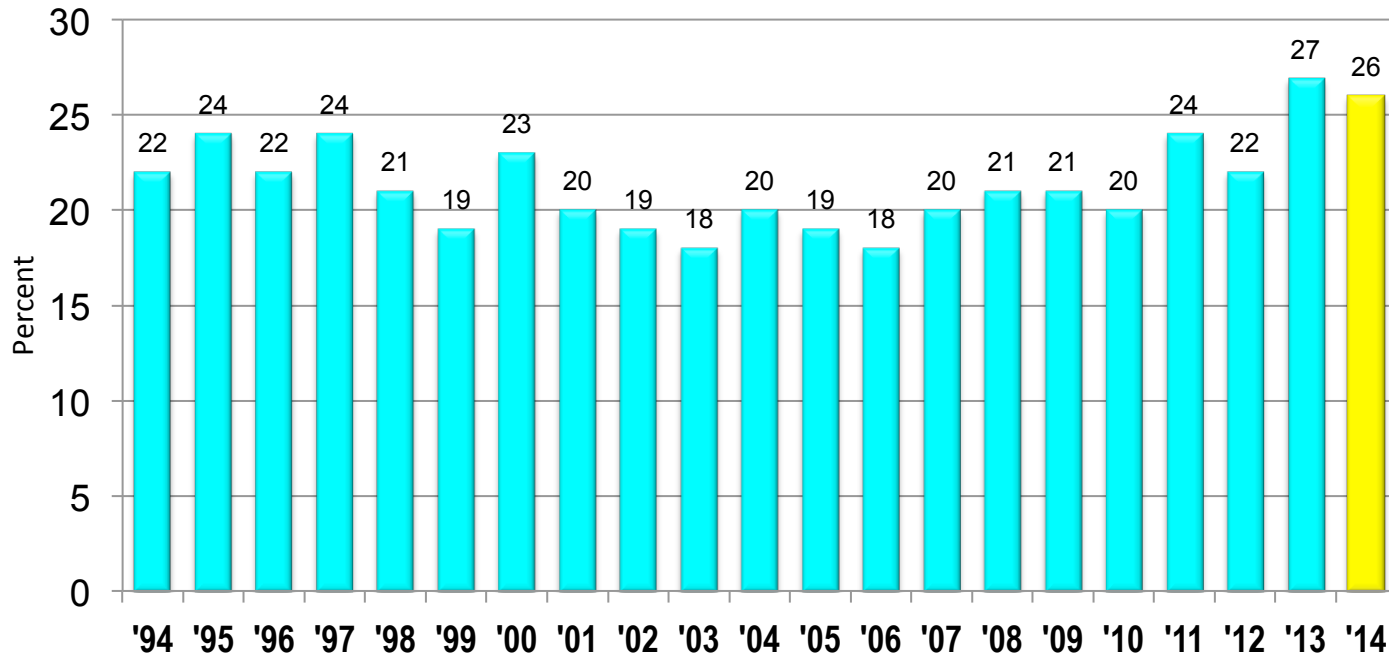
Base: Overnight Leisure Trips



Distribution of Trips by Quarter — October to December



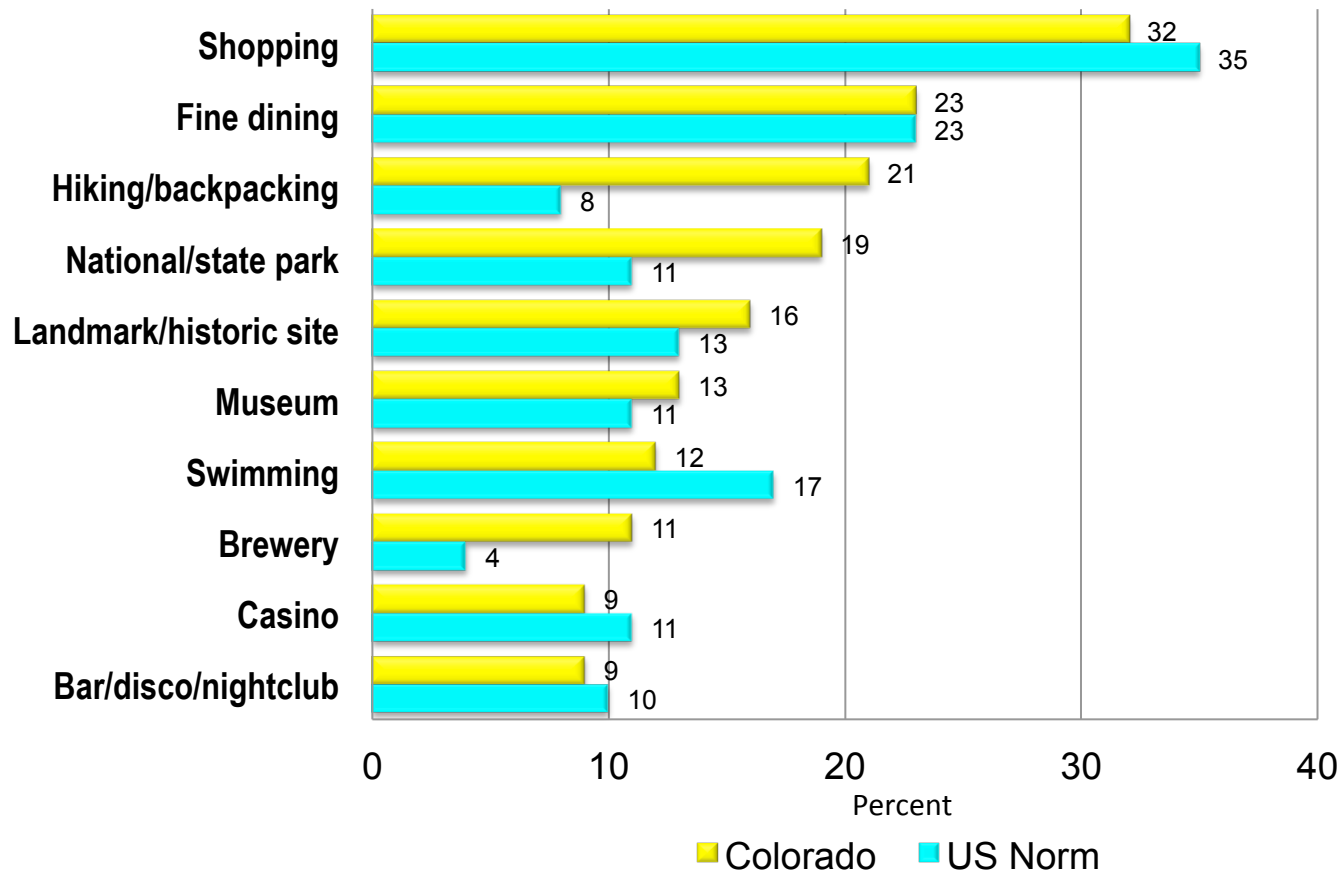
Base: Overnight Leisure Trips



Activities on Trip



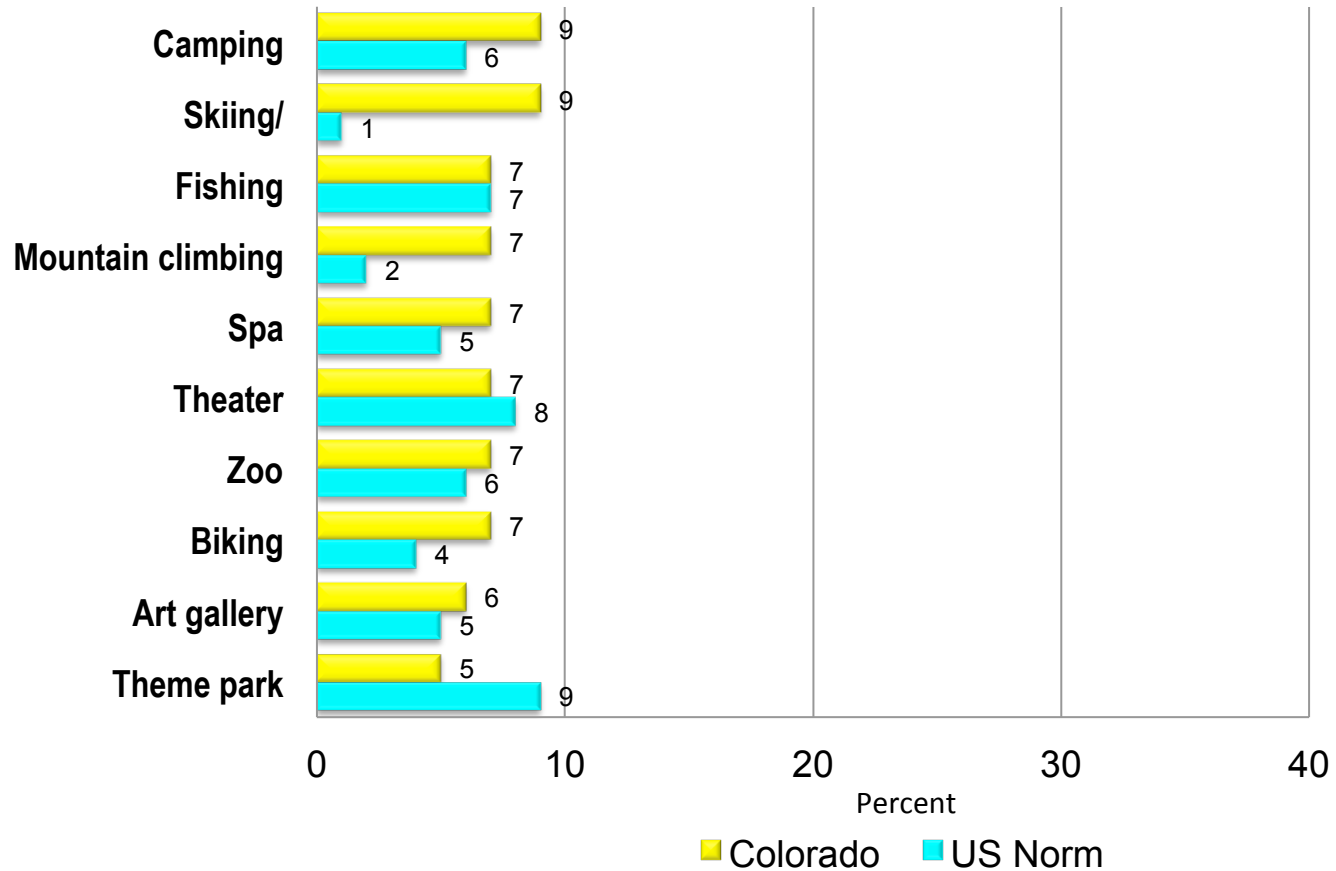
Base: Overnight Leisure Trips



Activities on Trip (Cont'd)



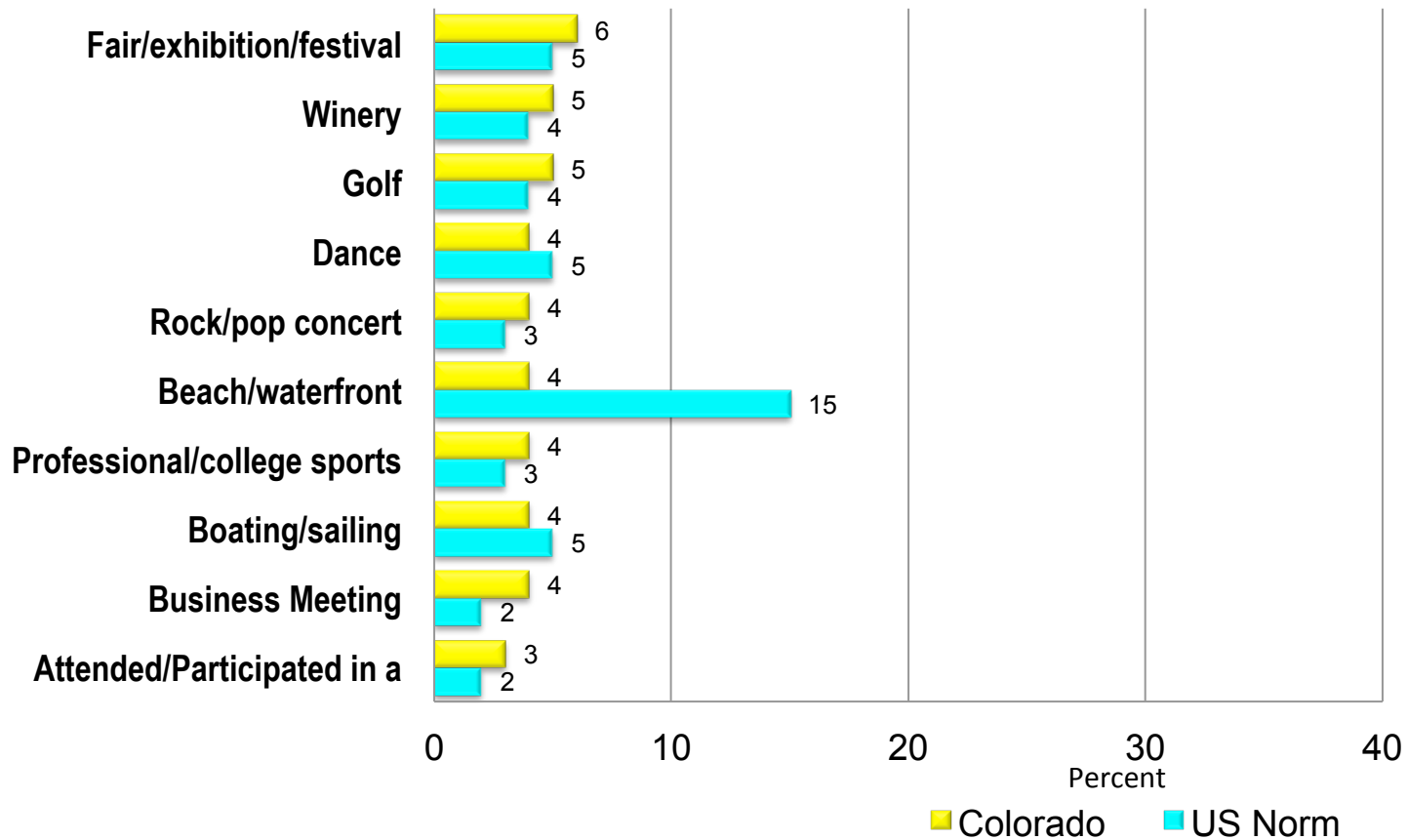
Base: Overnight Leisure Trips



Activities on Trip (Cont'd)



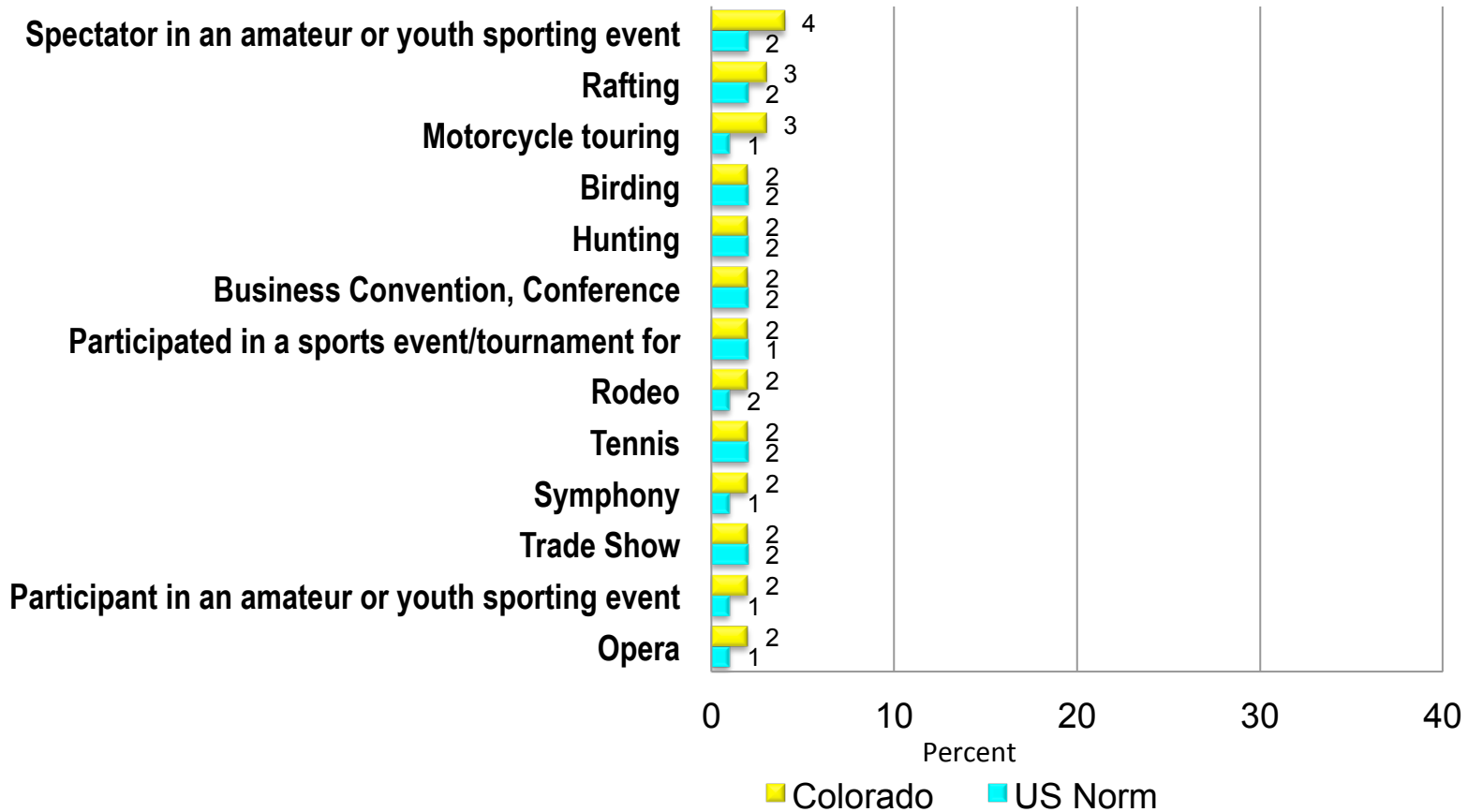
Base: Overnight Leisure Trips



Activities on Trip (Cont'd)



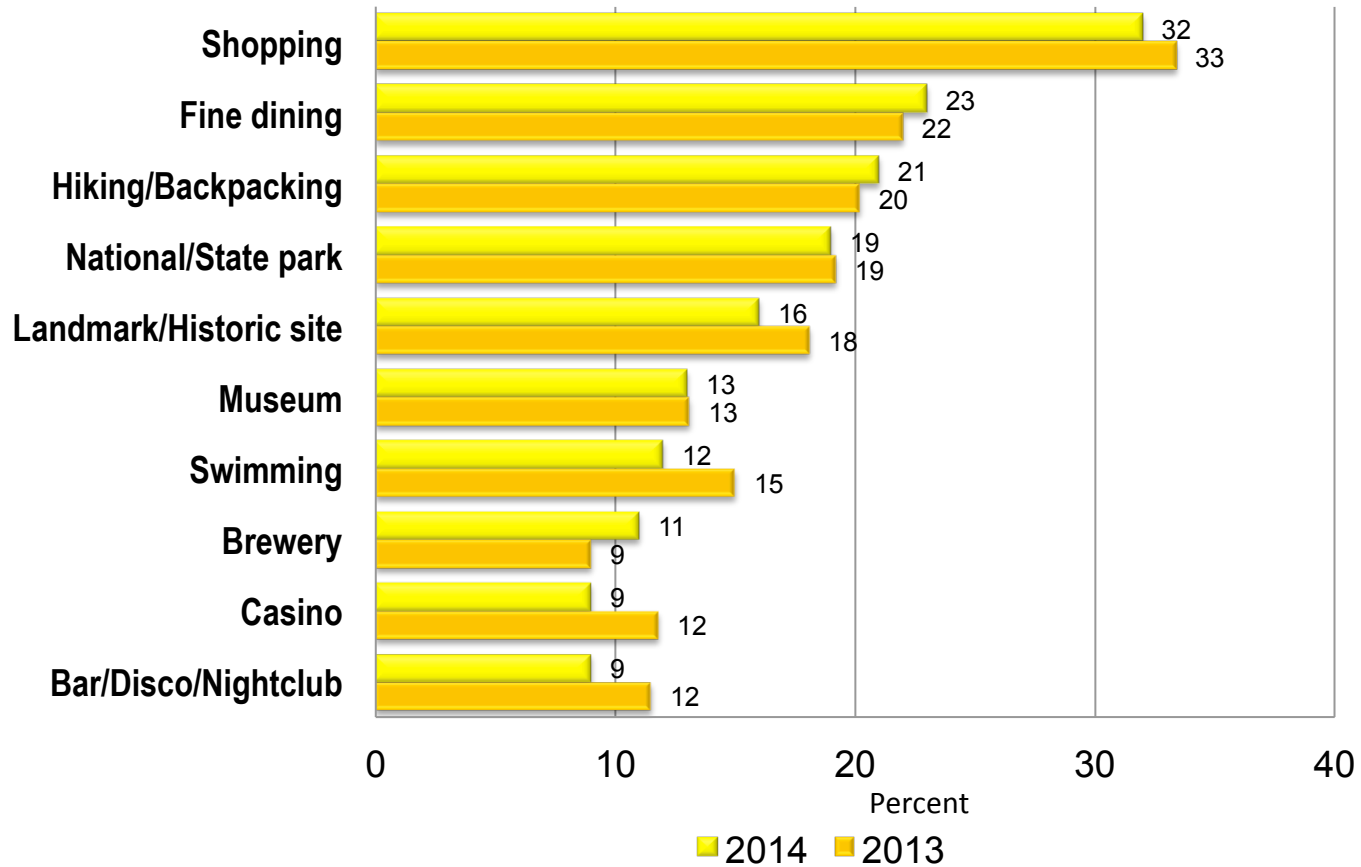
Base: Overnight Leisure Trips



Activities on Trip



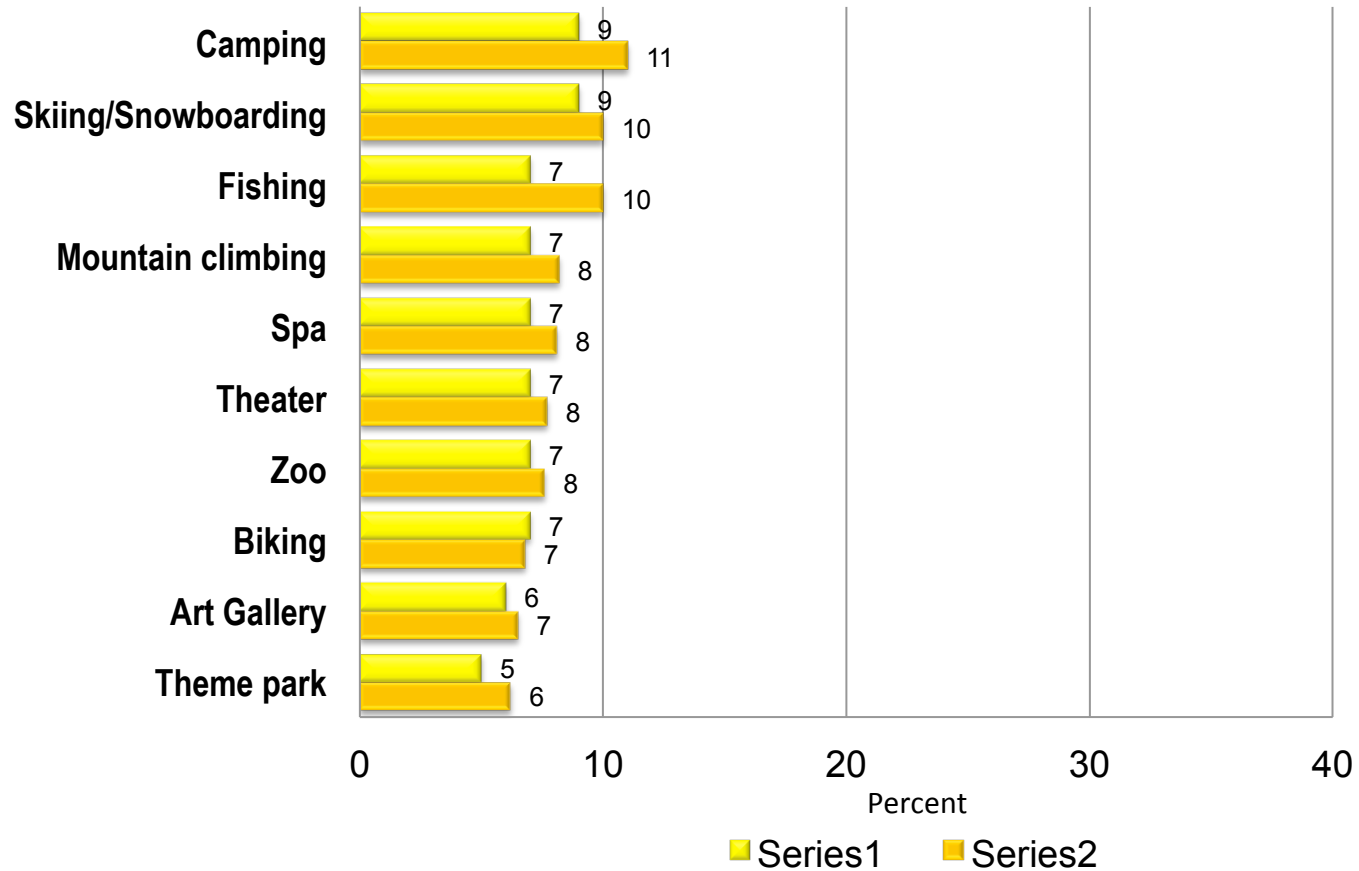
Base: Overnight Leisure Trips



Activities on Trip (Cont'd)



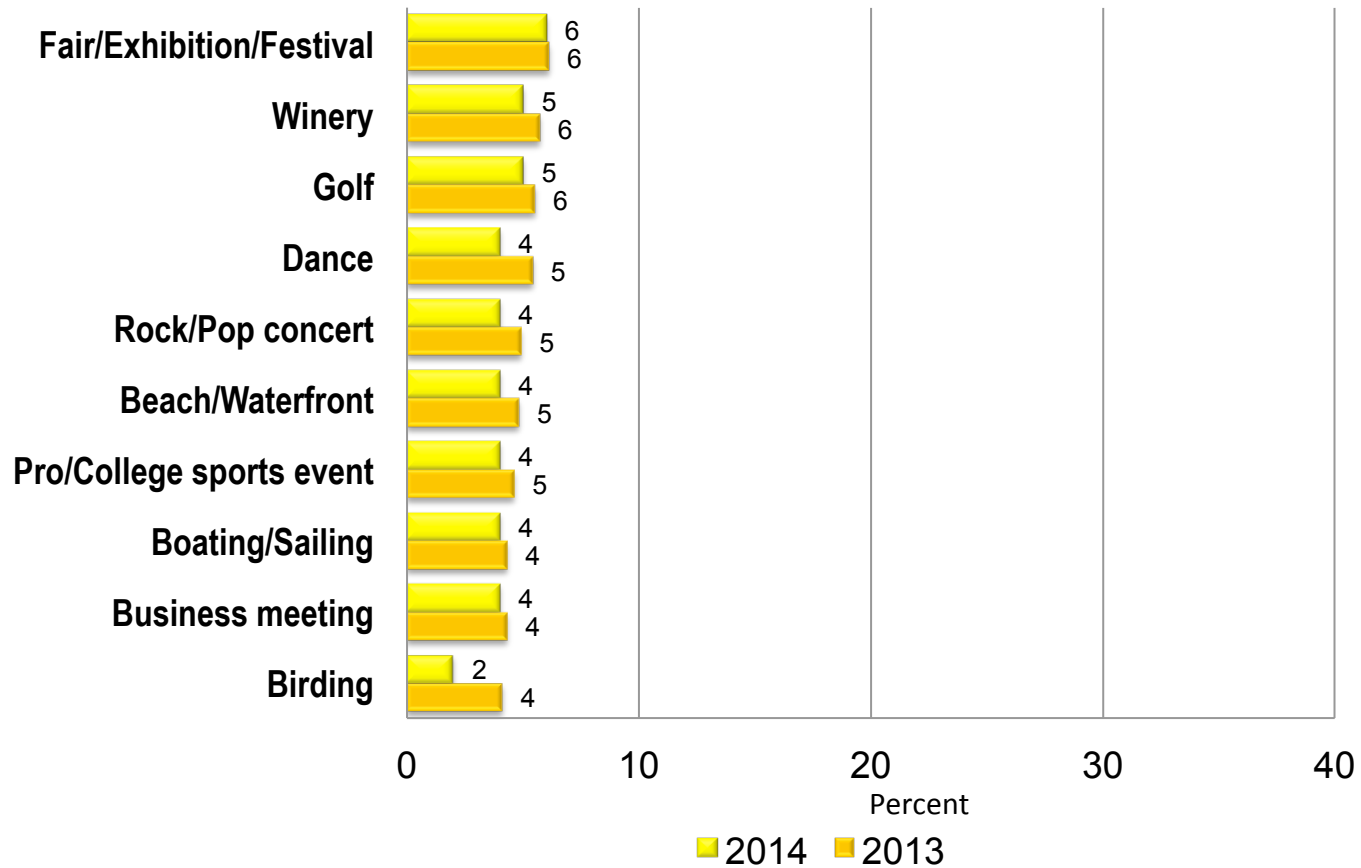
Base: Overnight Leisure Trips



Activities on Trip (Cont'd)



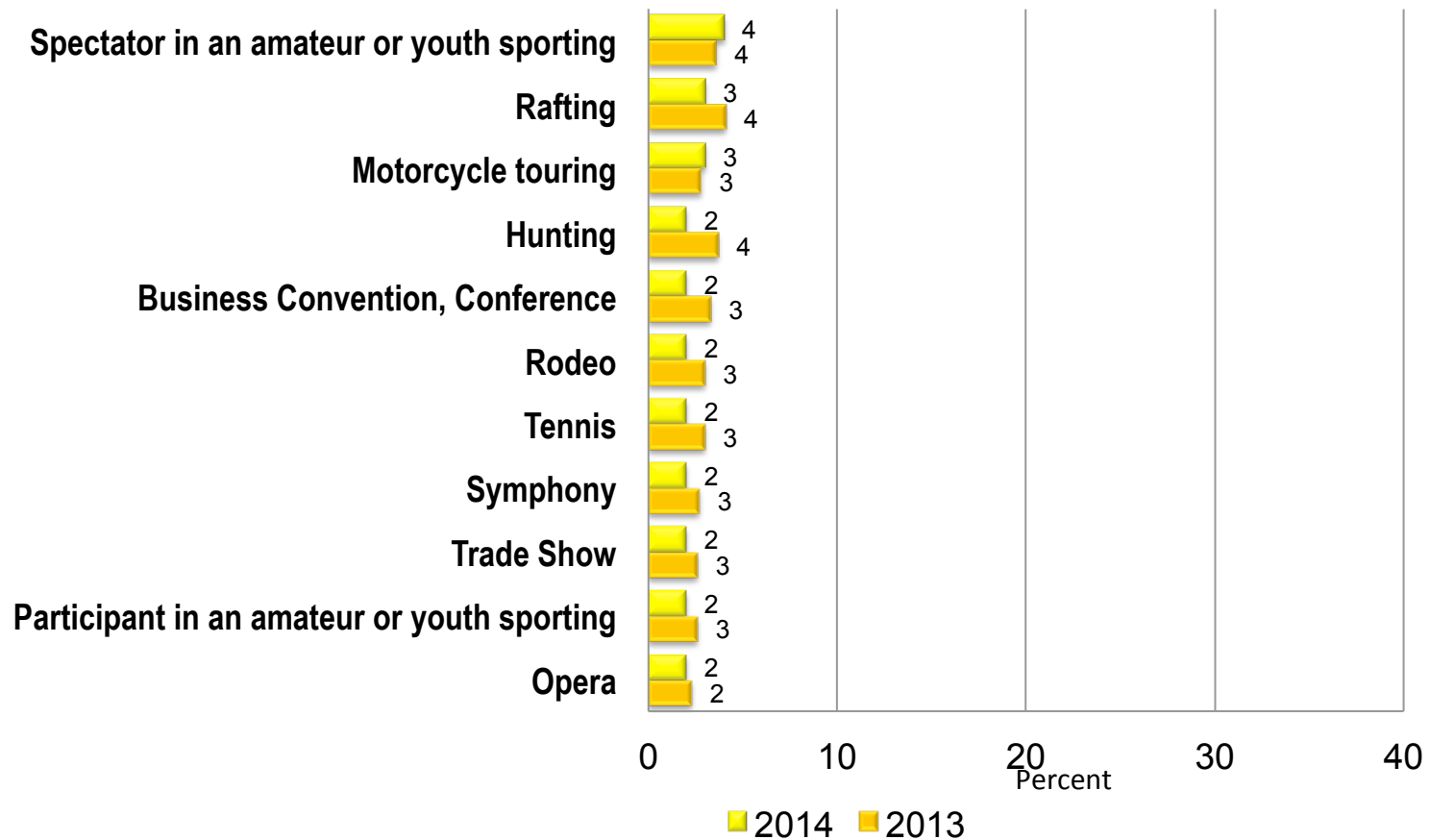
Base: Overnight Leisure Trips



Activities on Trip (Cont'd)



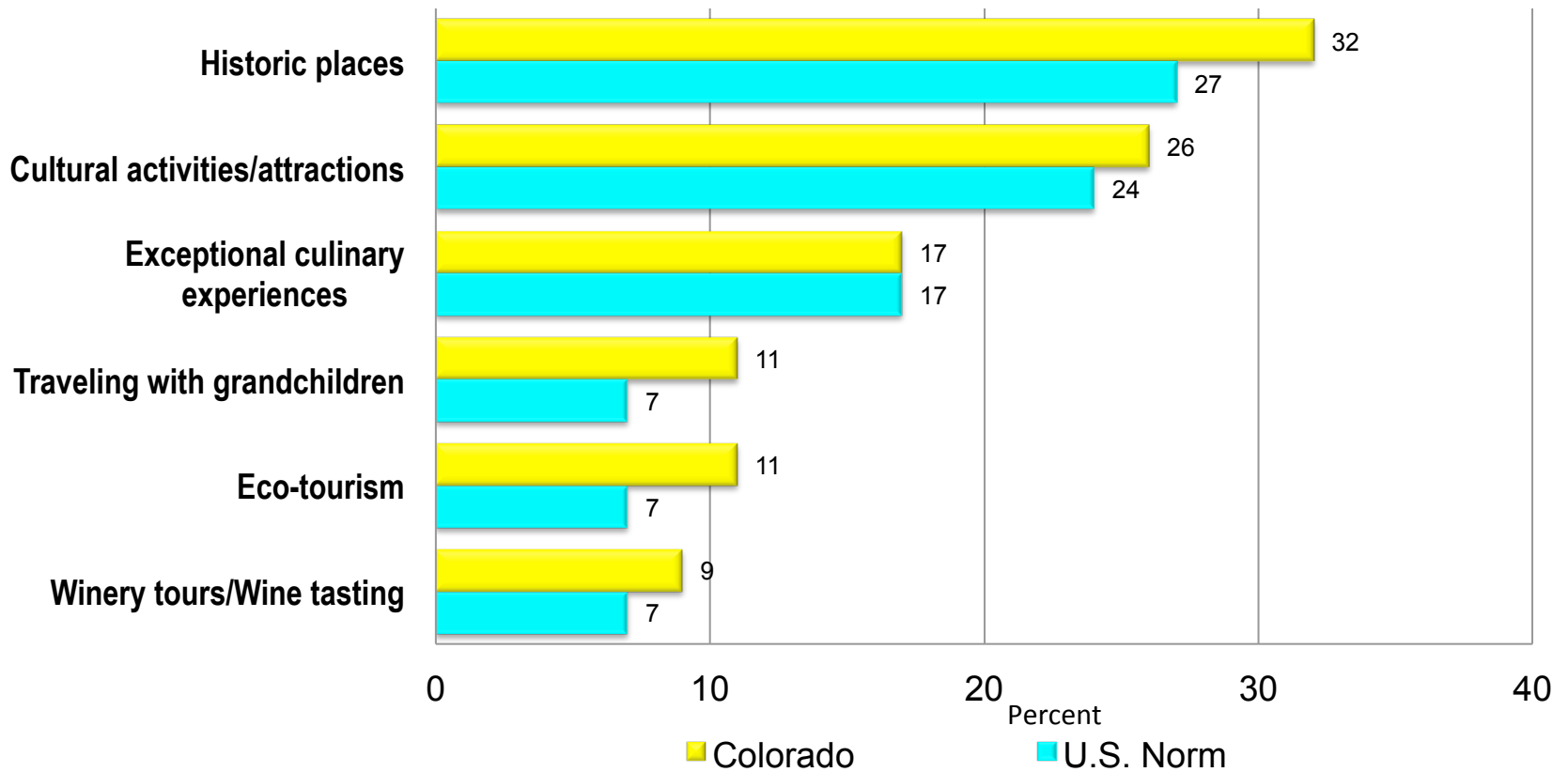
Base: Overnight Leisure Trips



Specific Interests on Trip



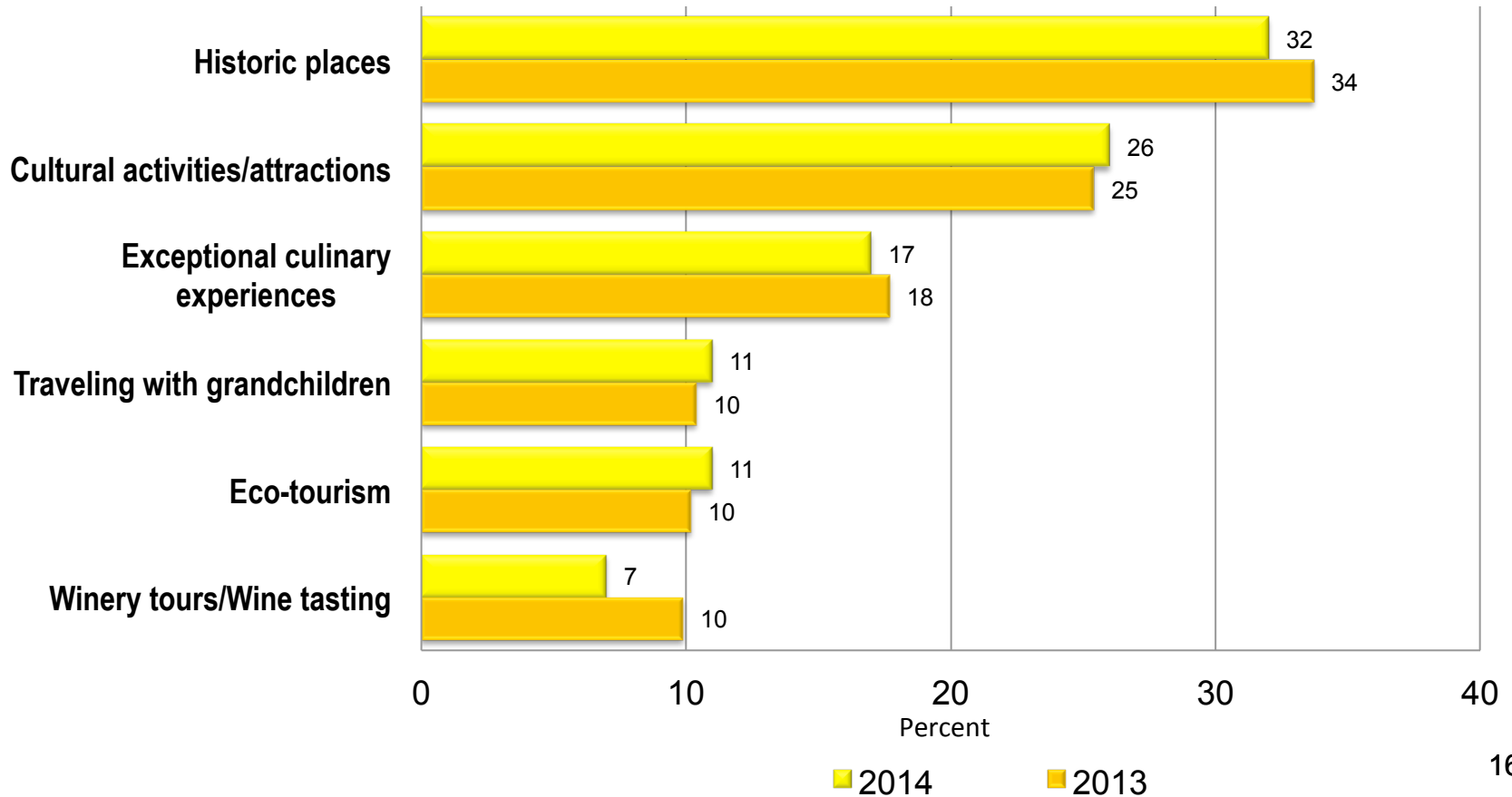
Base: Overnight Leisure Trips



Specific Interests on Colorado Trip



Base: Overnight Leisure Trips

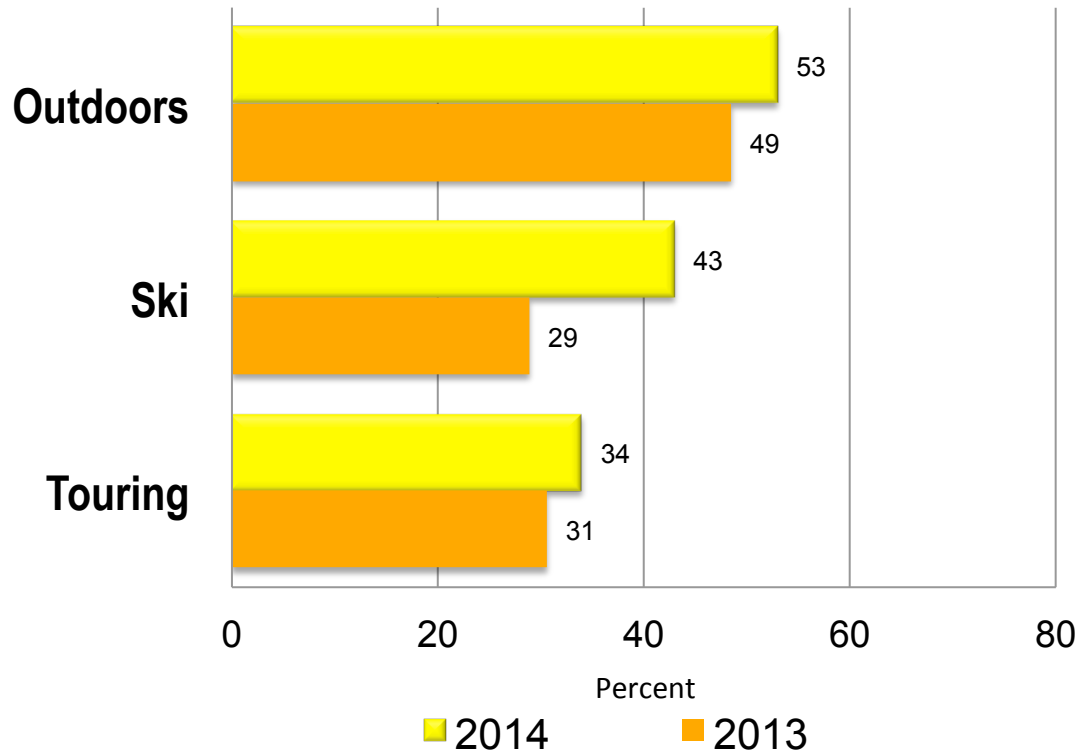


Profiles of Colorado's Key Travel Segments

Instate Trips — By Segment



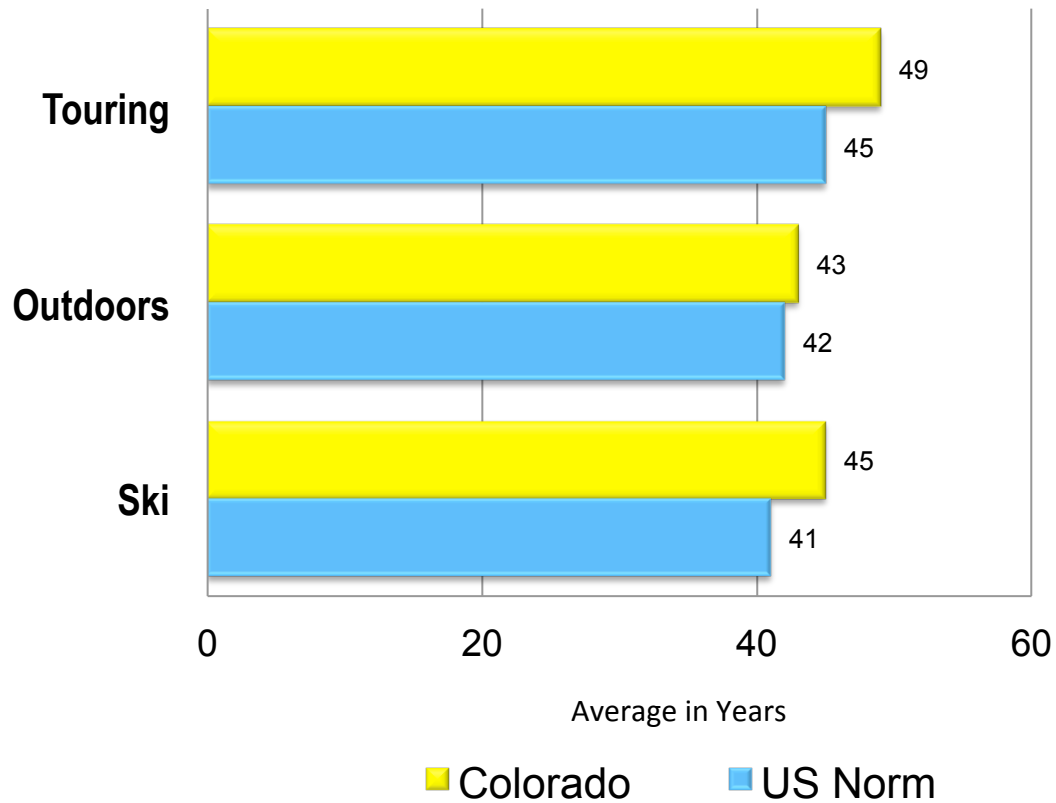
Base: Overnight Leisure Trips



Average Age



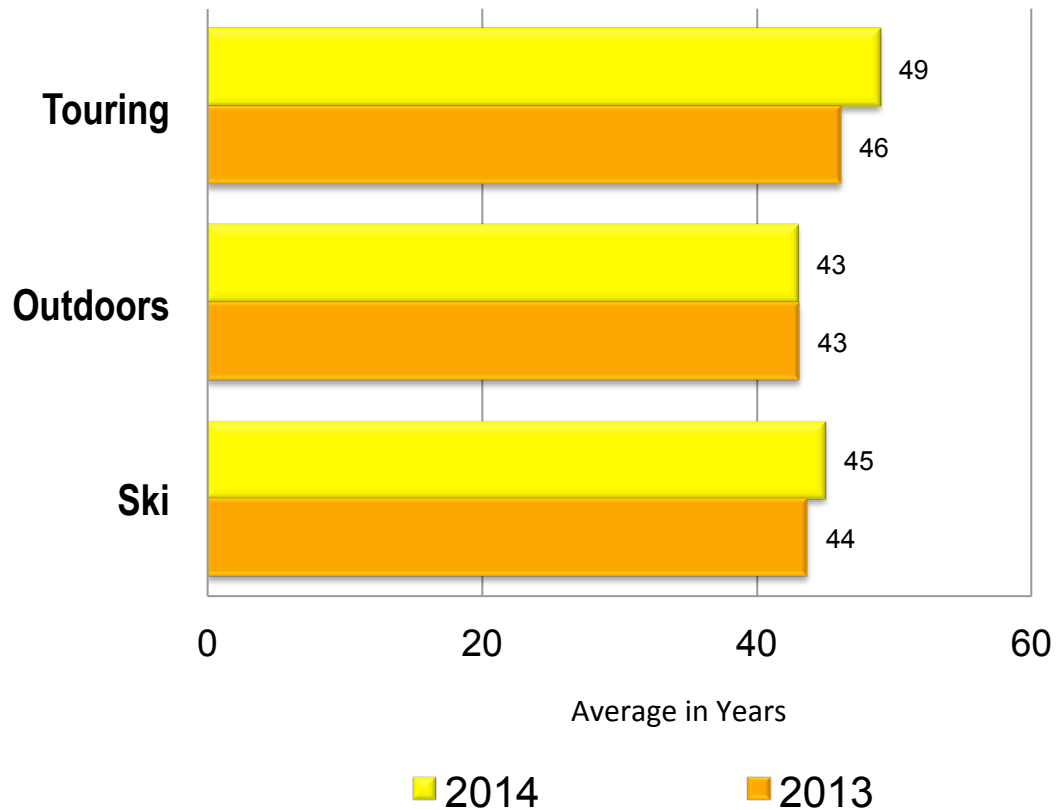
Base: Overnight Leisure Trips



Average Age



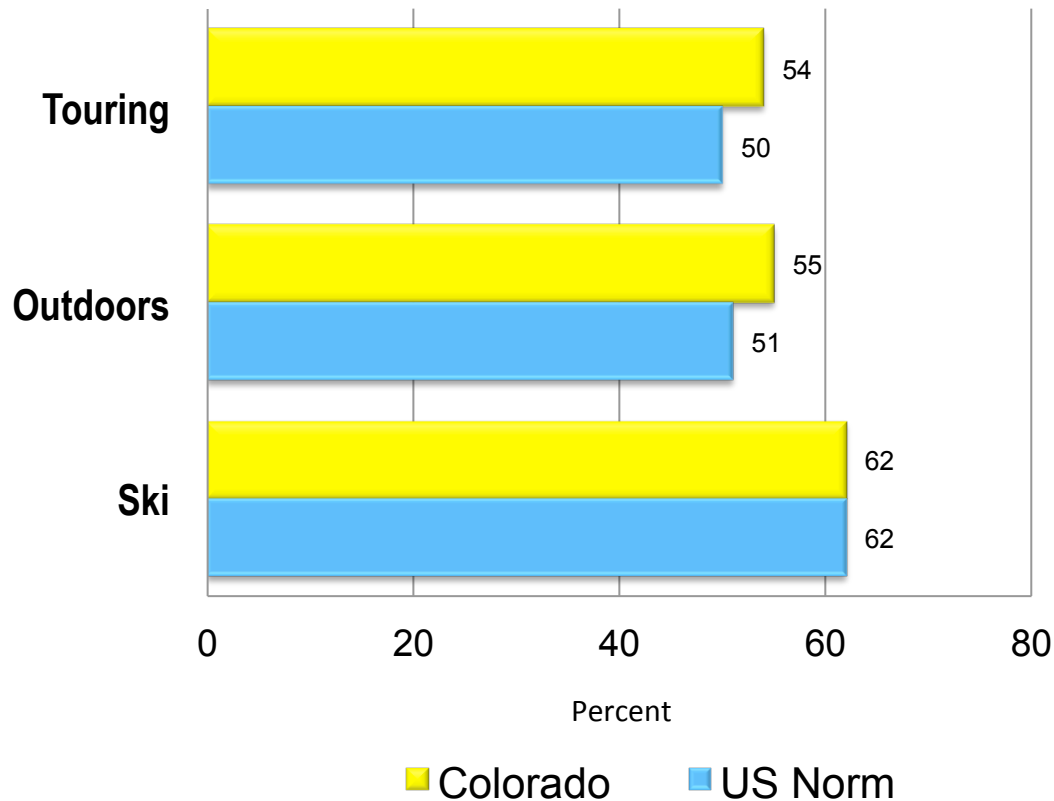
Base: Overnight Leisure Trips



Percent Who Are Male



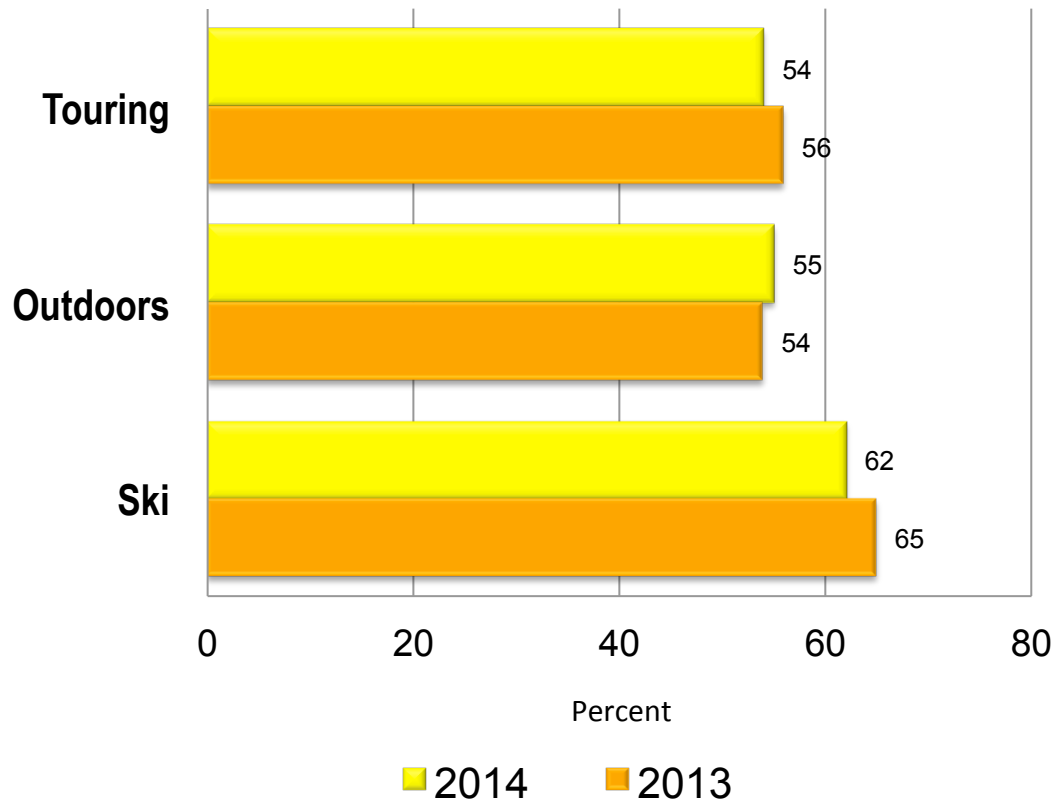
Base: Overnight Leisure Trips



Percent Who Are Male



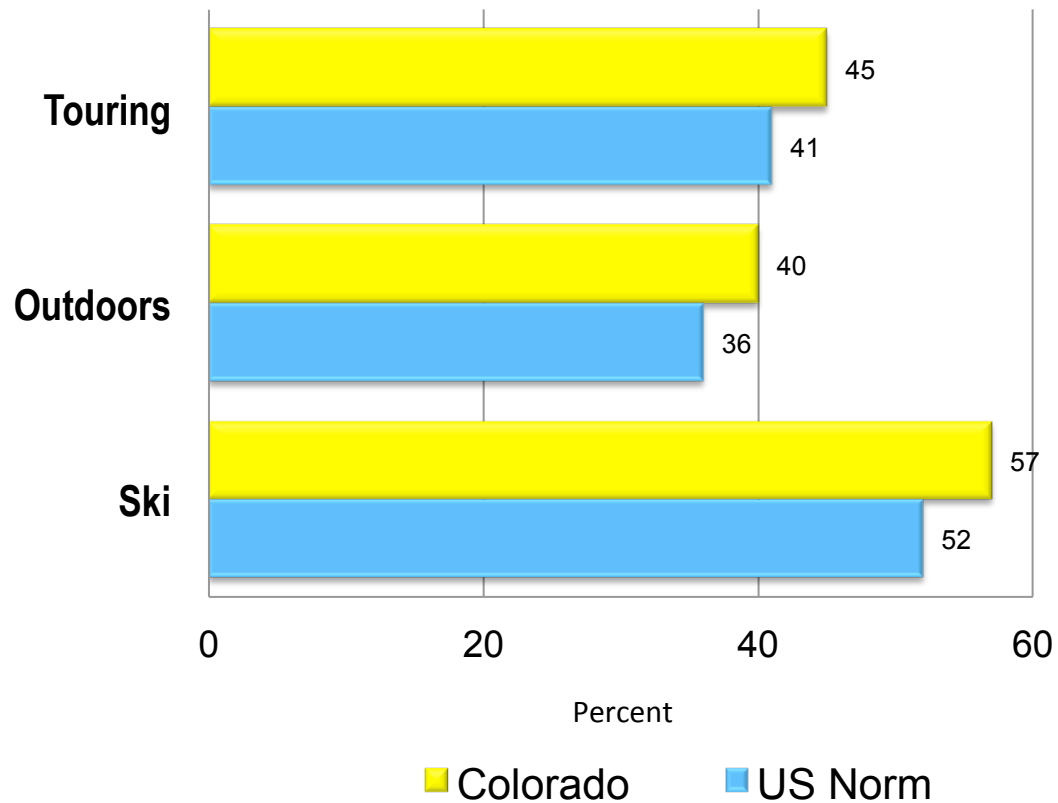
Base: Overnight Leisure Trips



Percent With Income \$75K+



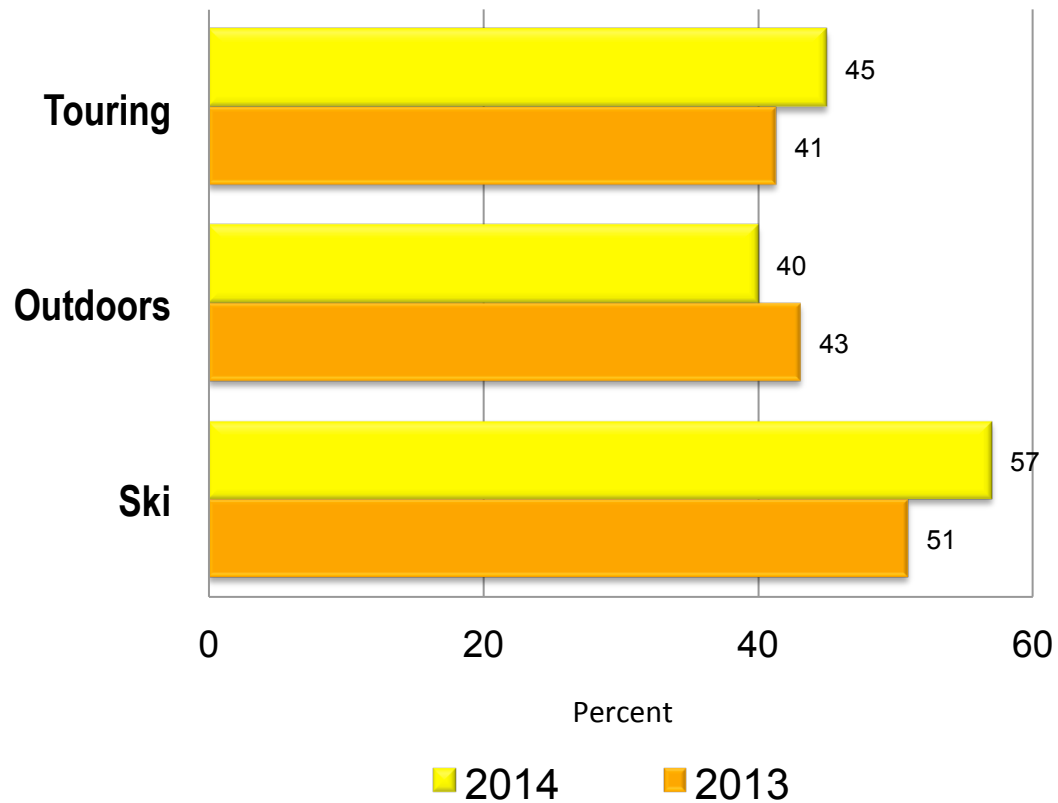
Base: Overnight Leisure Trips



Percent With Income \$75K+



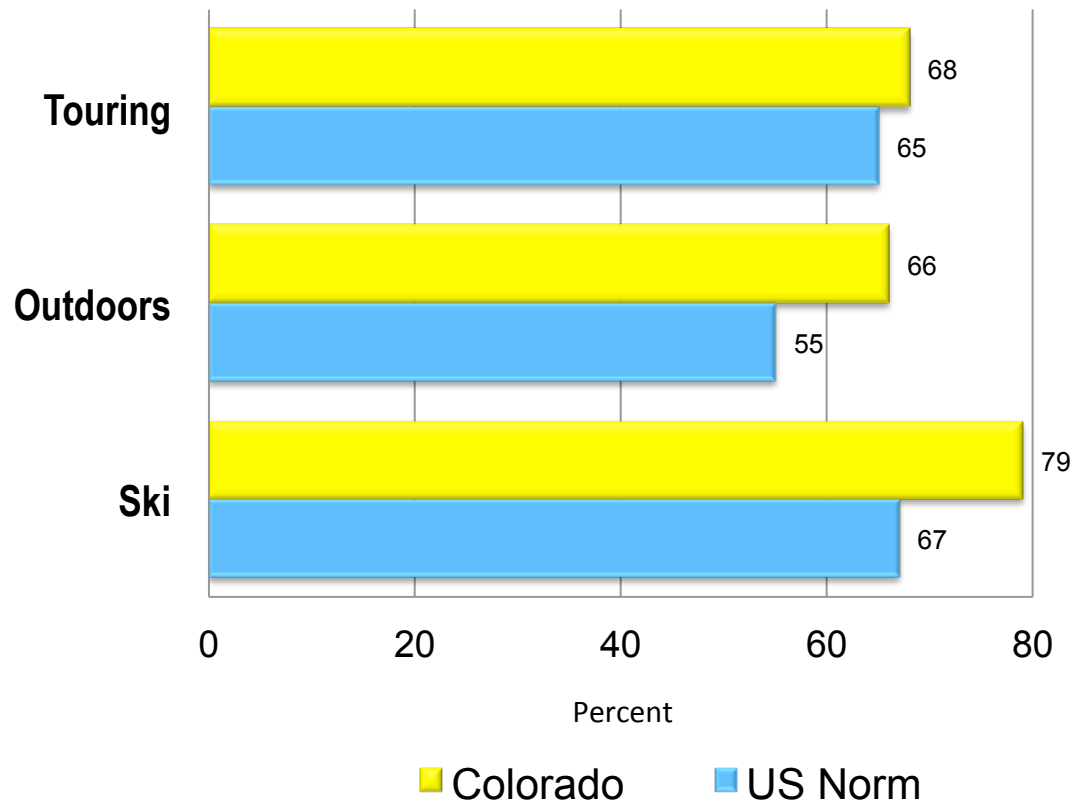
Base: Overnight Leisure Trips



Percent With Who Are College Graduates



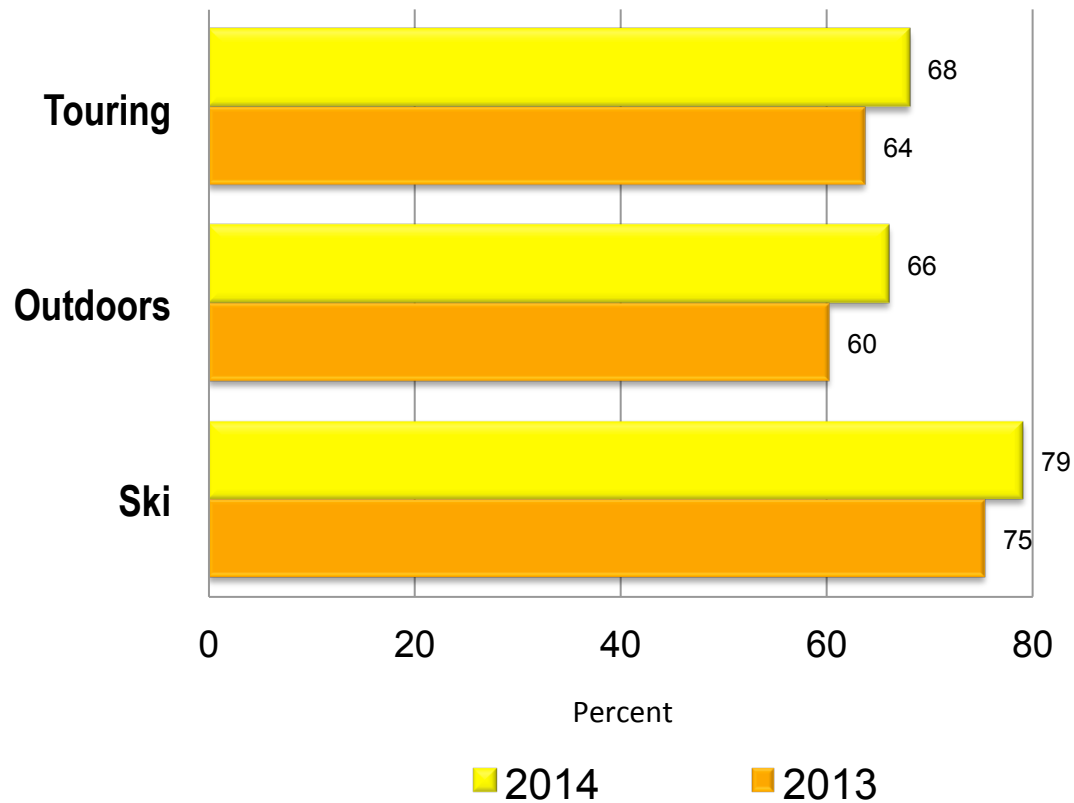
Base: Overnight Leisure Trips



Percent Who Are College Graduates



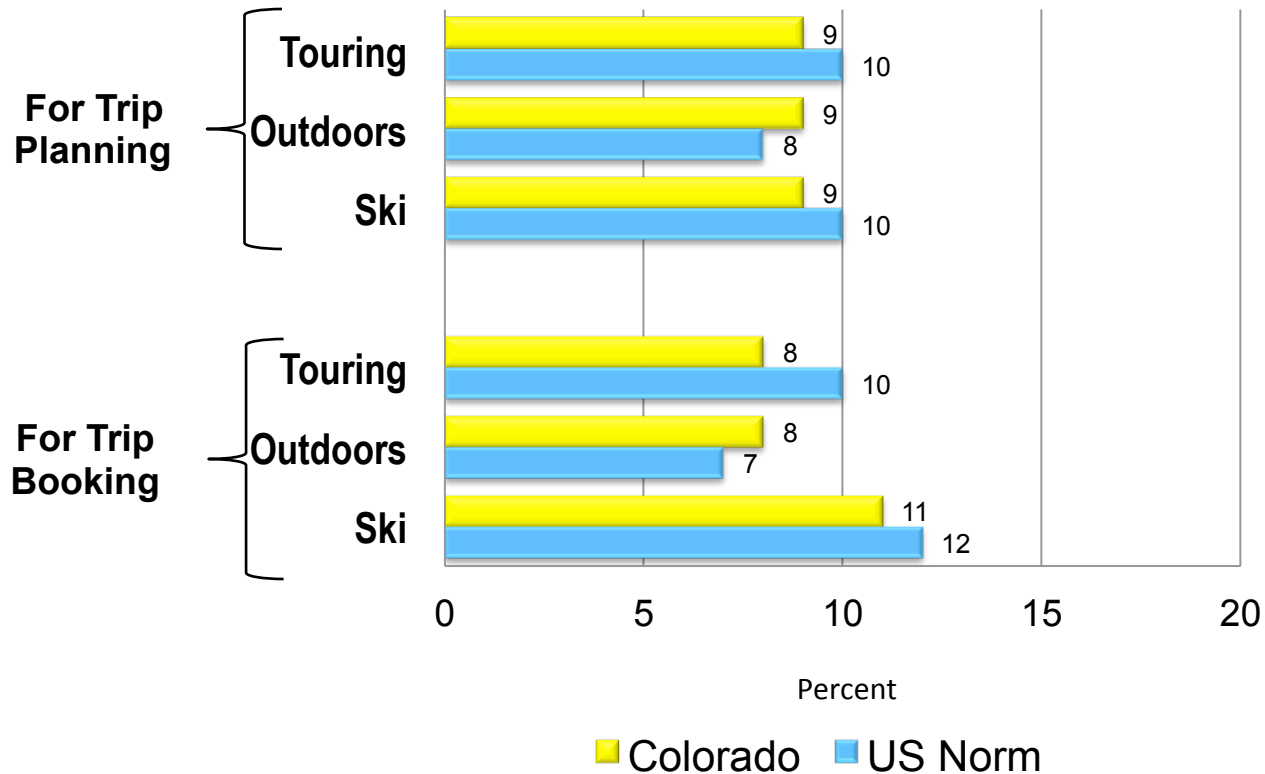
Base: Overnight Leisure Trips



Use of Travel Agents



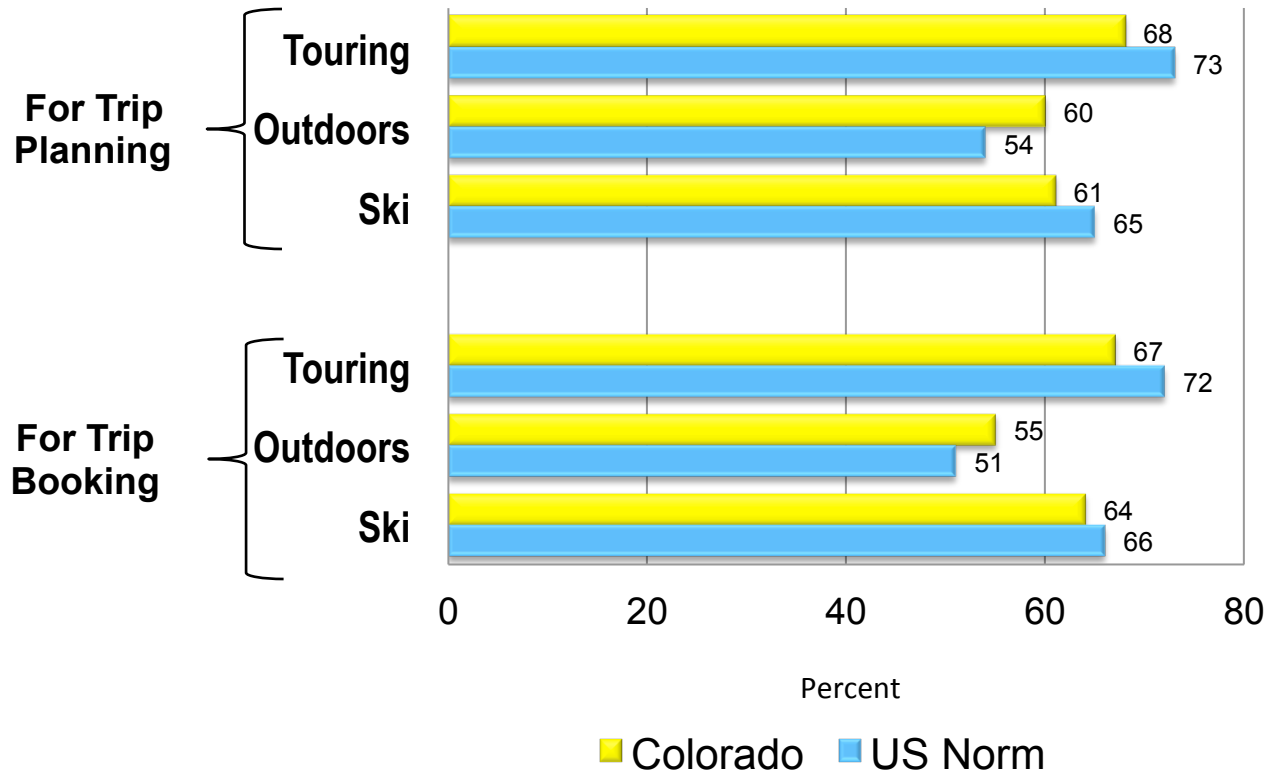
Base: Overnight Leisure Trips



Use of Internet for Trip Planning & Booking



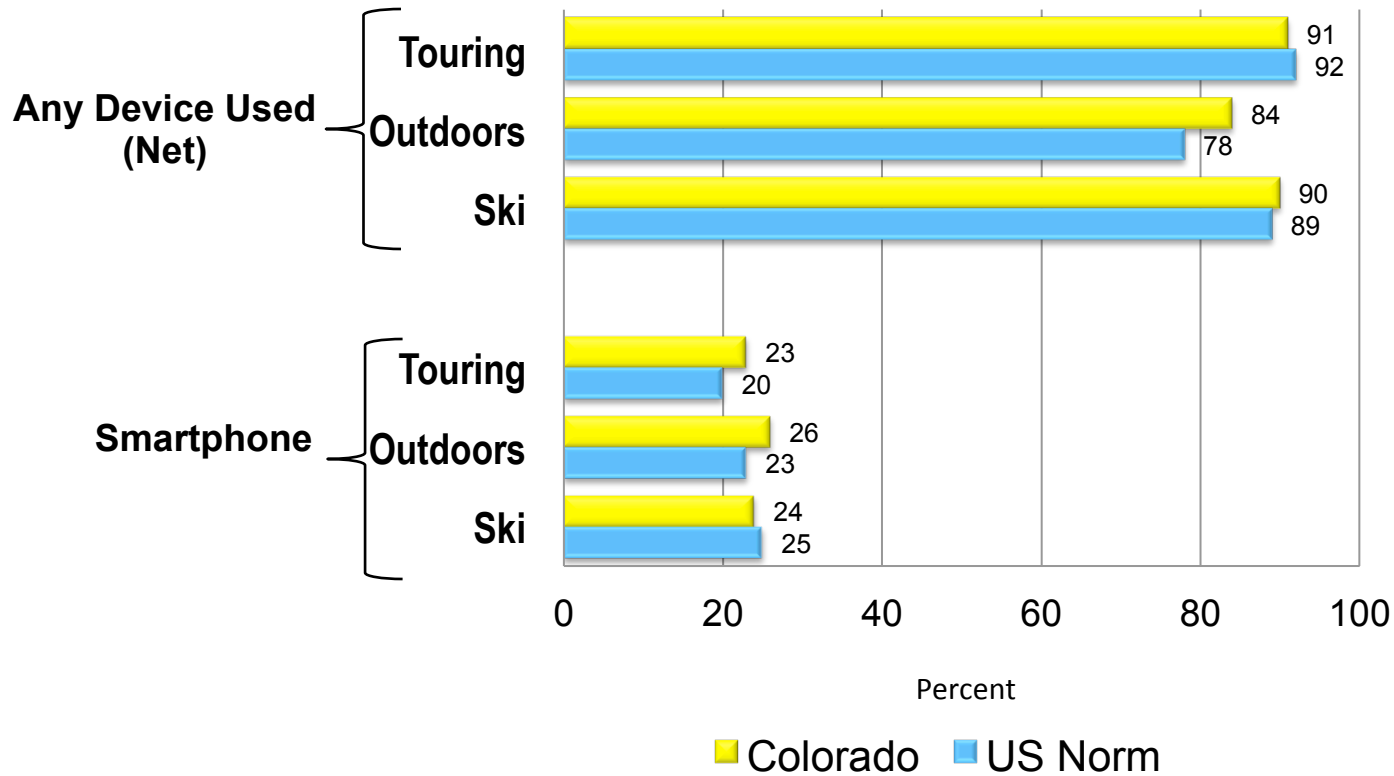
Base: Overnight Leisure Trips



Use of Devices for Trip Planning



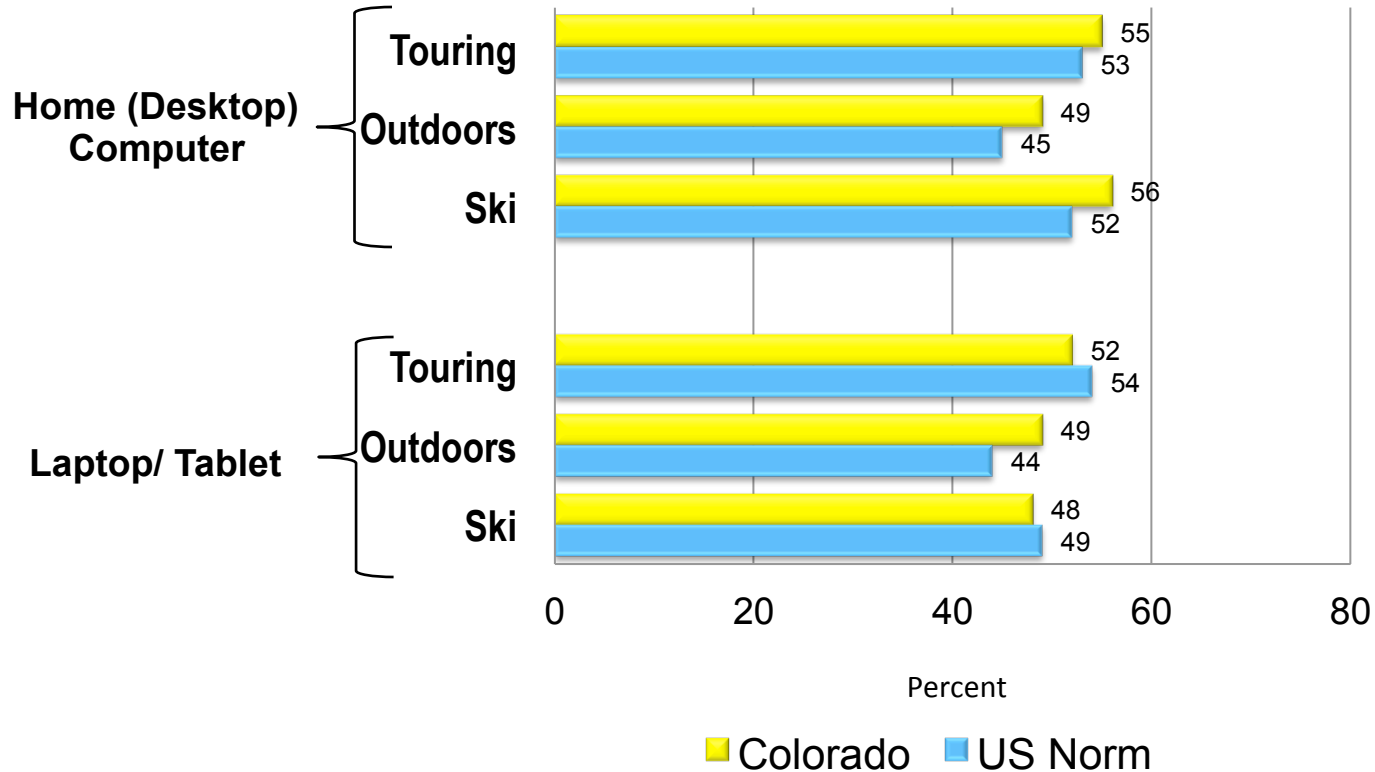
Base: Overnight Leisure Trips



Use of Devices for Trip Planning



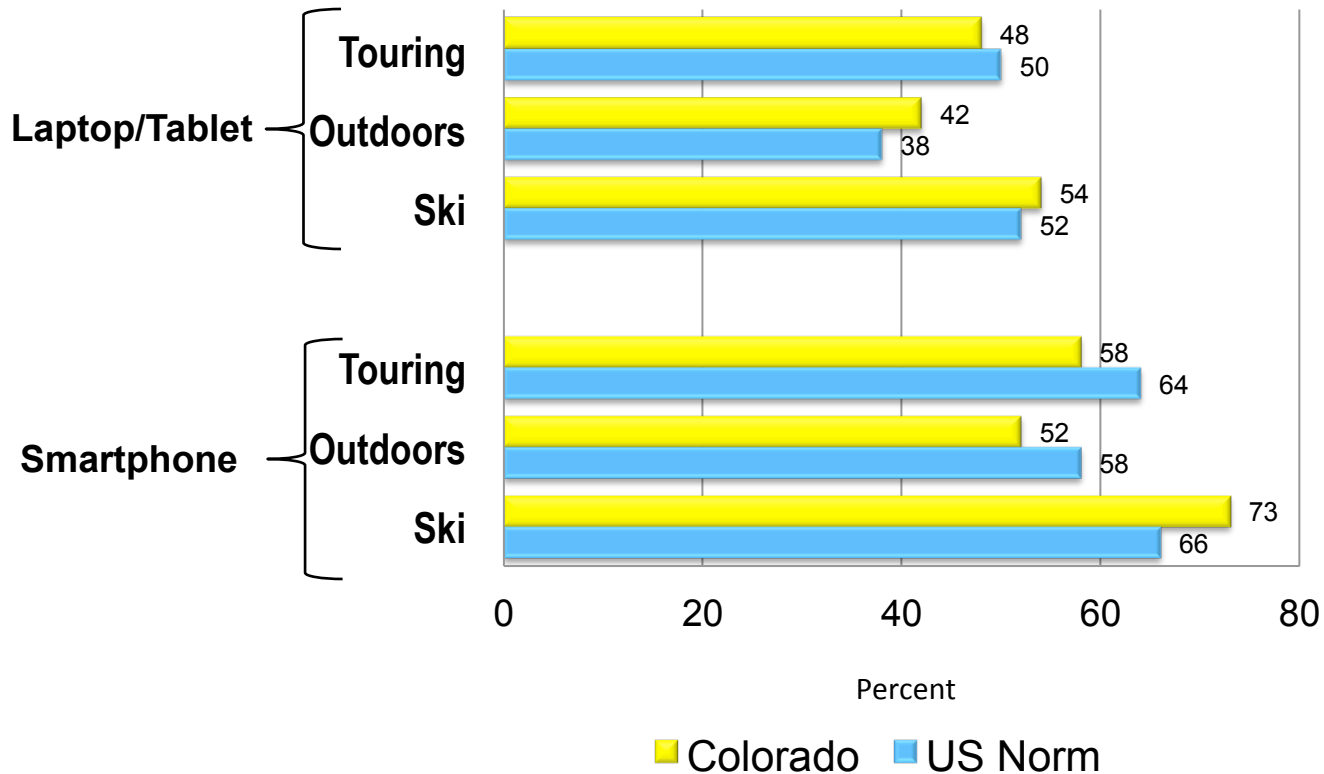
Base: Overnight Leisure Trips



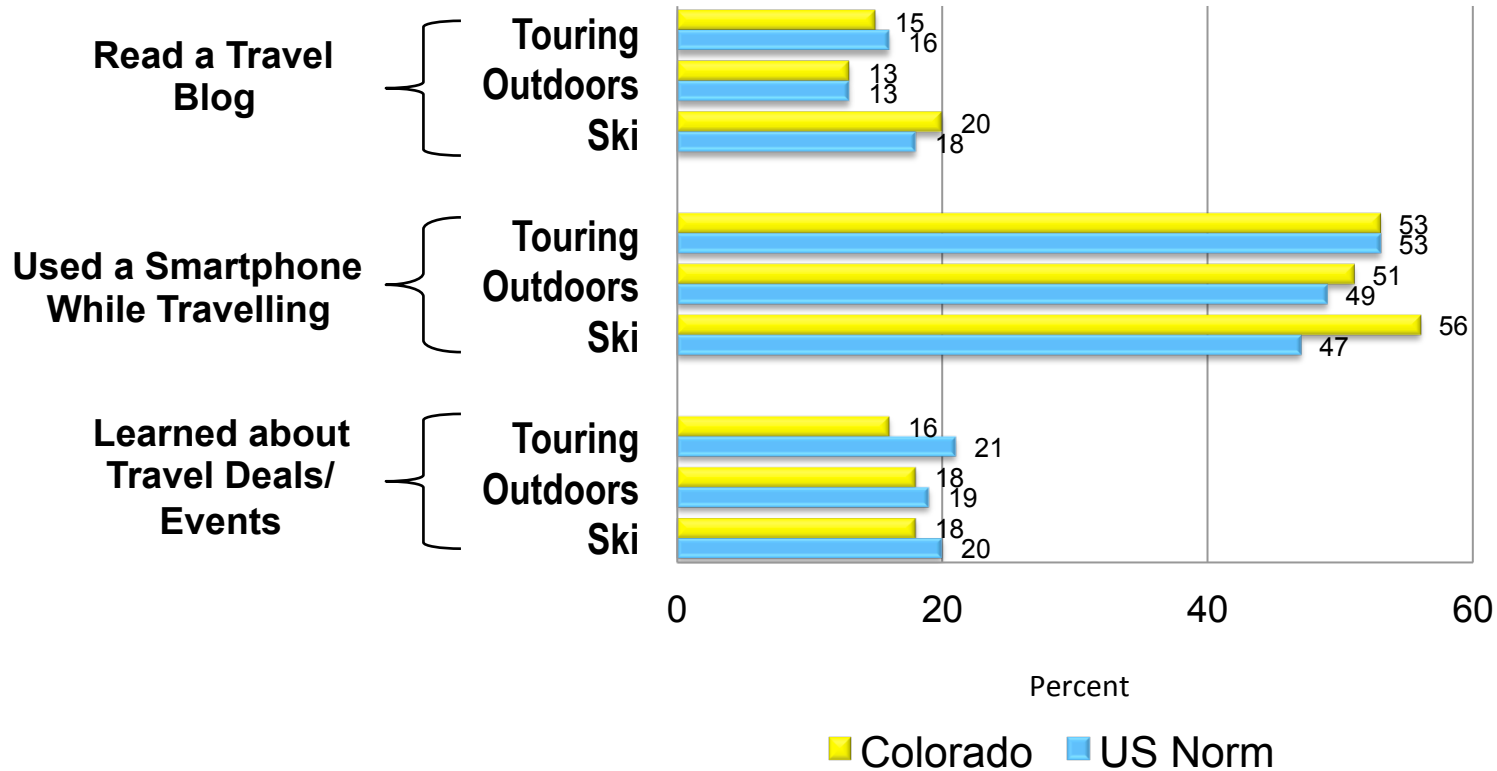
Use of Device During Trip



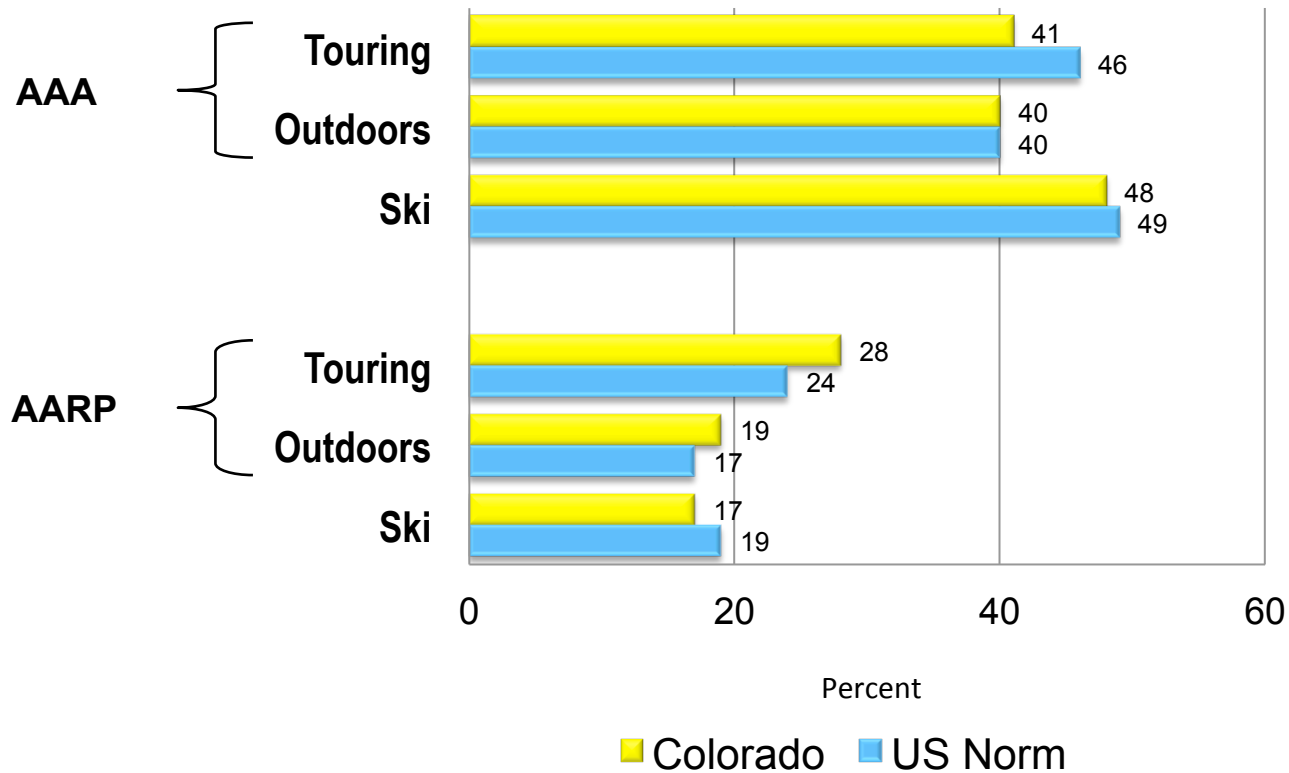
Base: Overnight Leisure Trips



Use of Social Media in the Past 3 Months



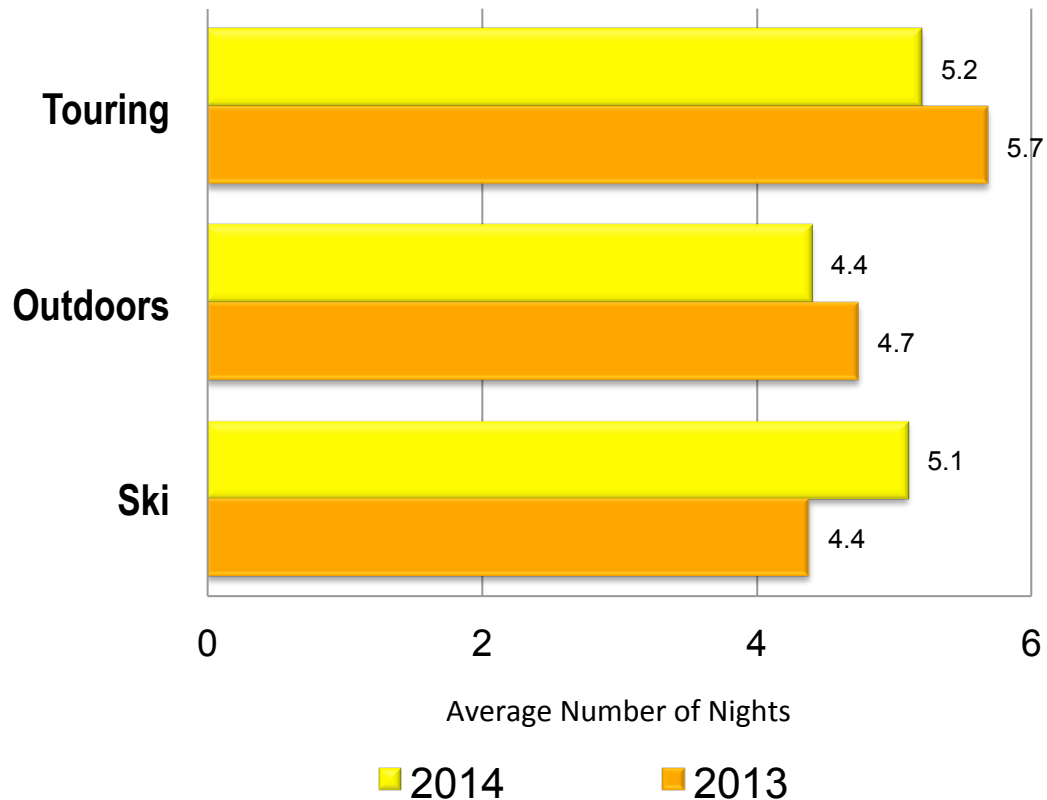
Percent Who Are Members of AAA/ AARP



Length of Colorado Trip



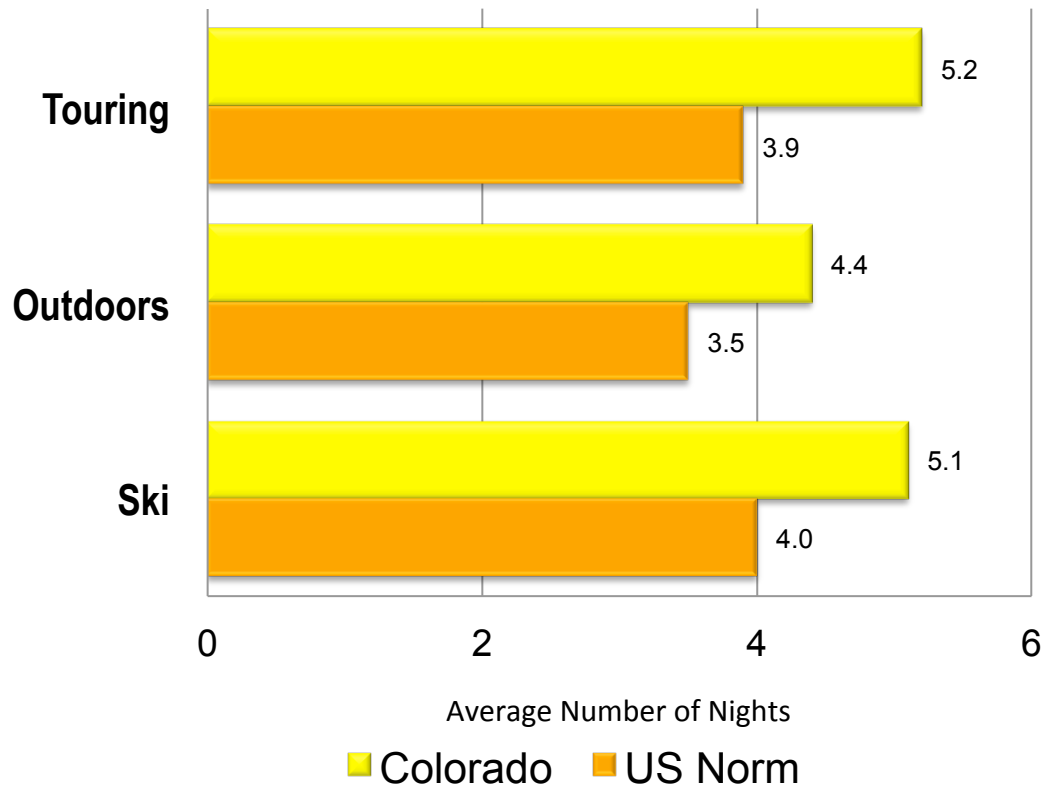
Base: Overnight Leisure Trips



Length of Trip



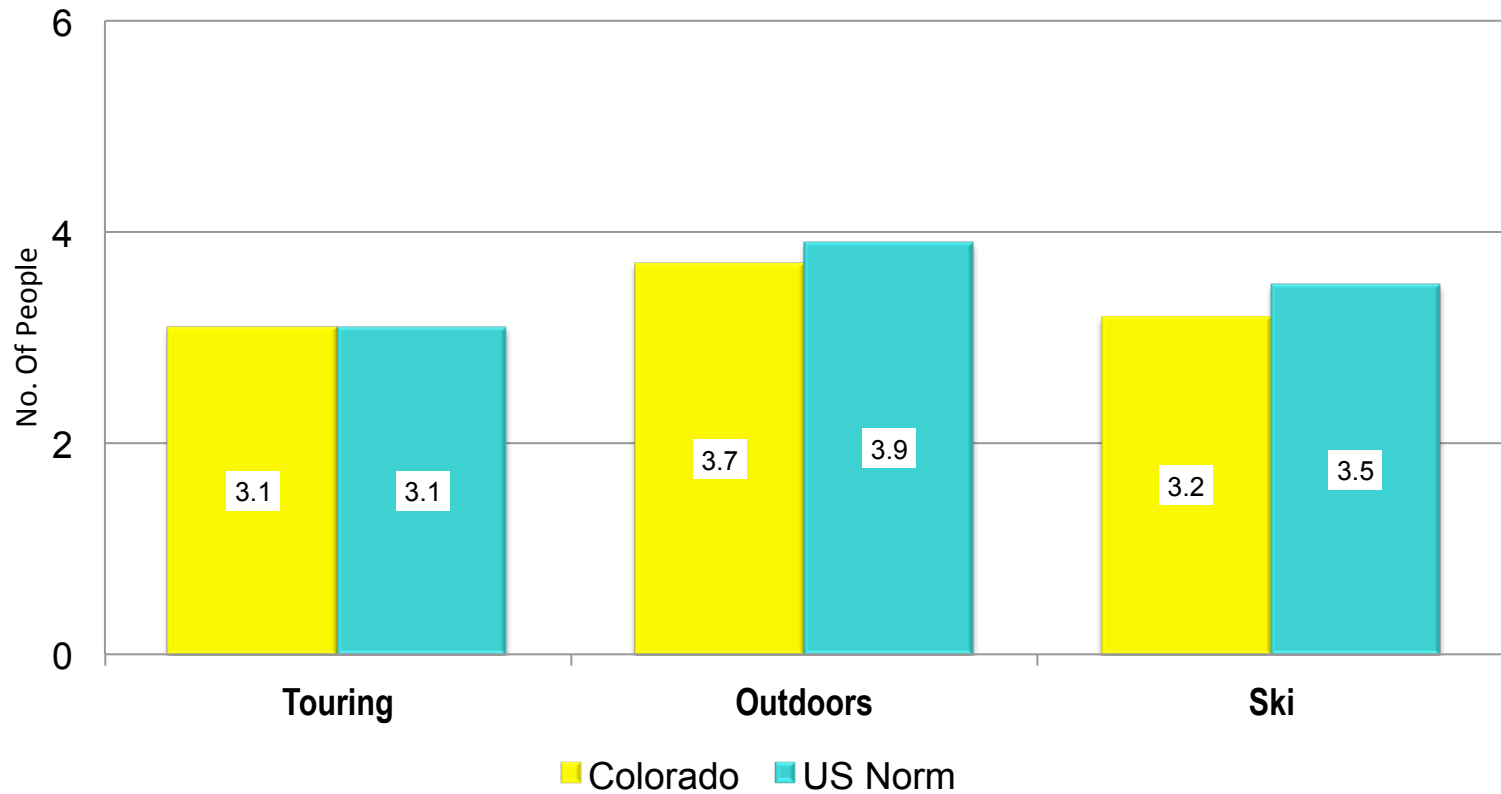
Base: Overnight Leisure Trips



Size of Travel Party



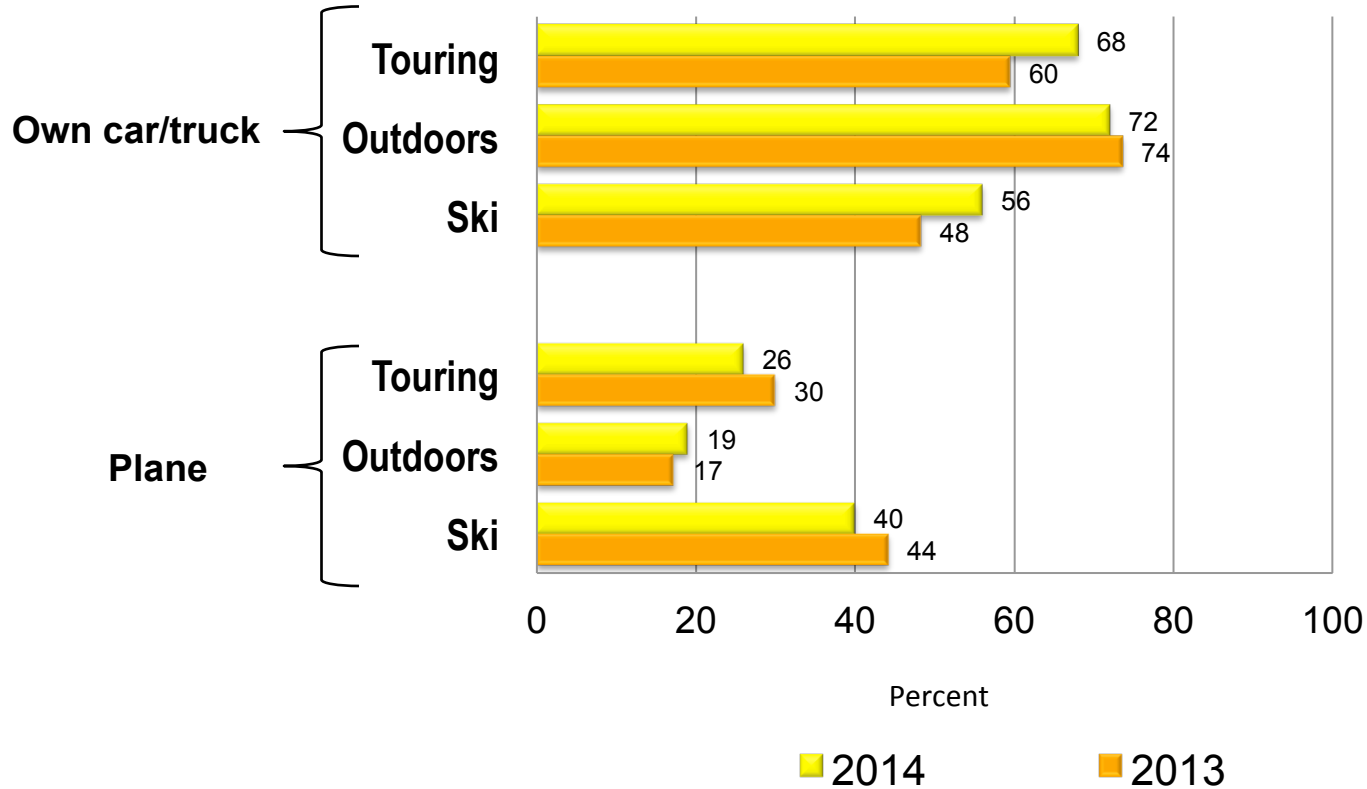
Base: Overnight Leisure Trips



Transportation Used on Colorado Trip



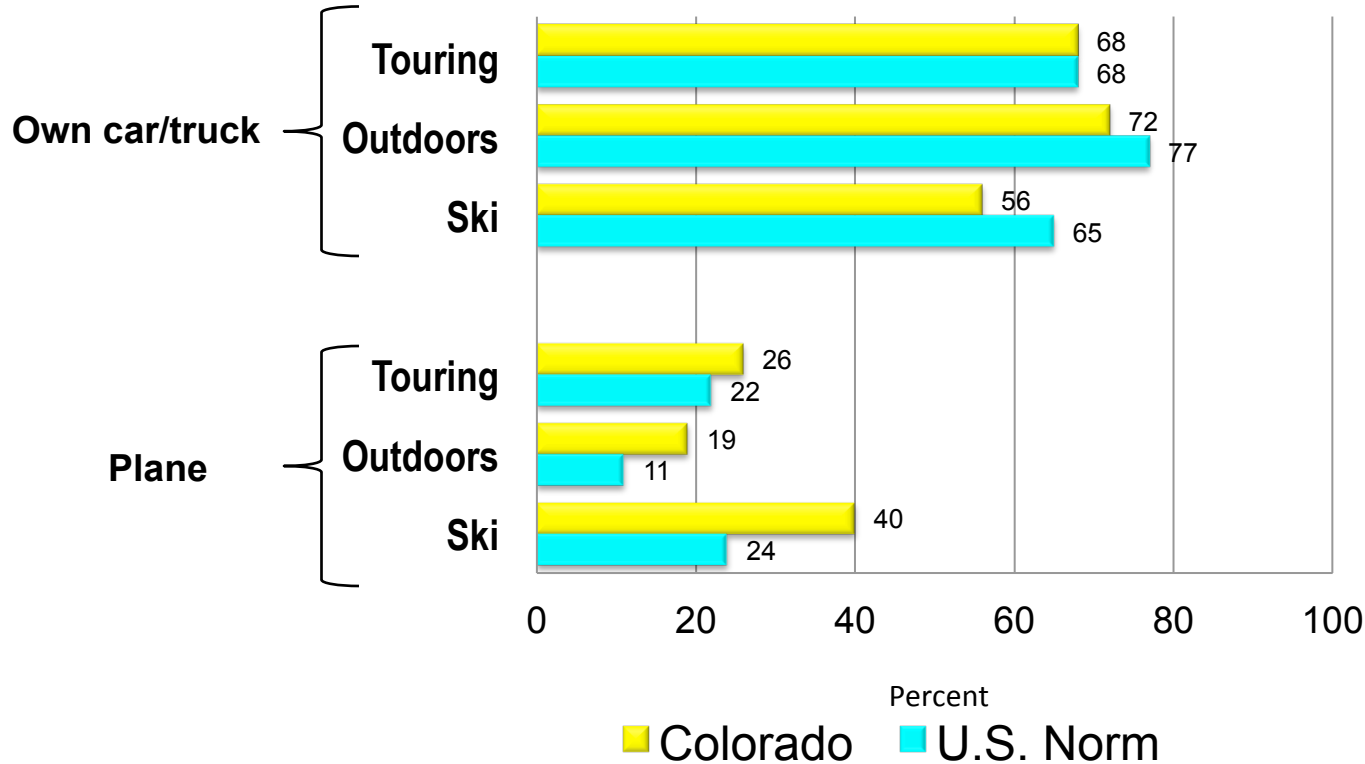
Base: Overnight Leisure Trips



Transportation Used on Trip



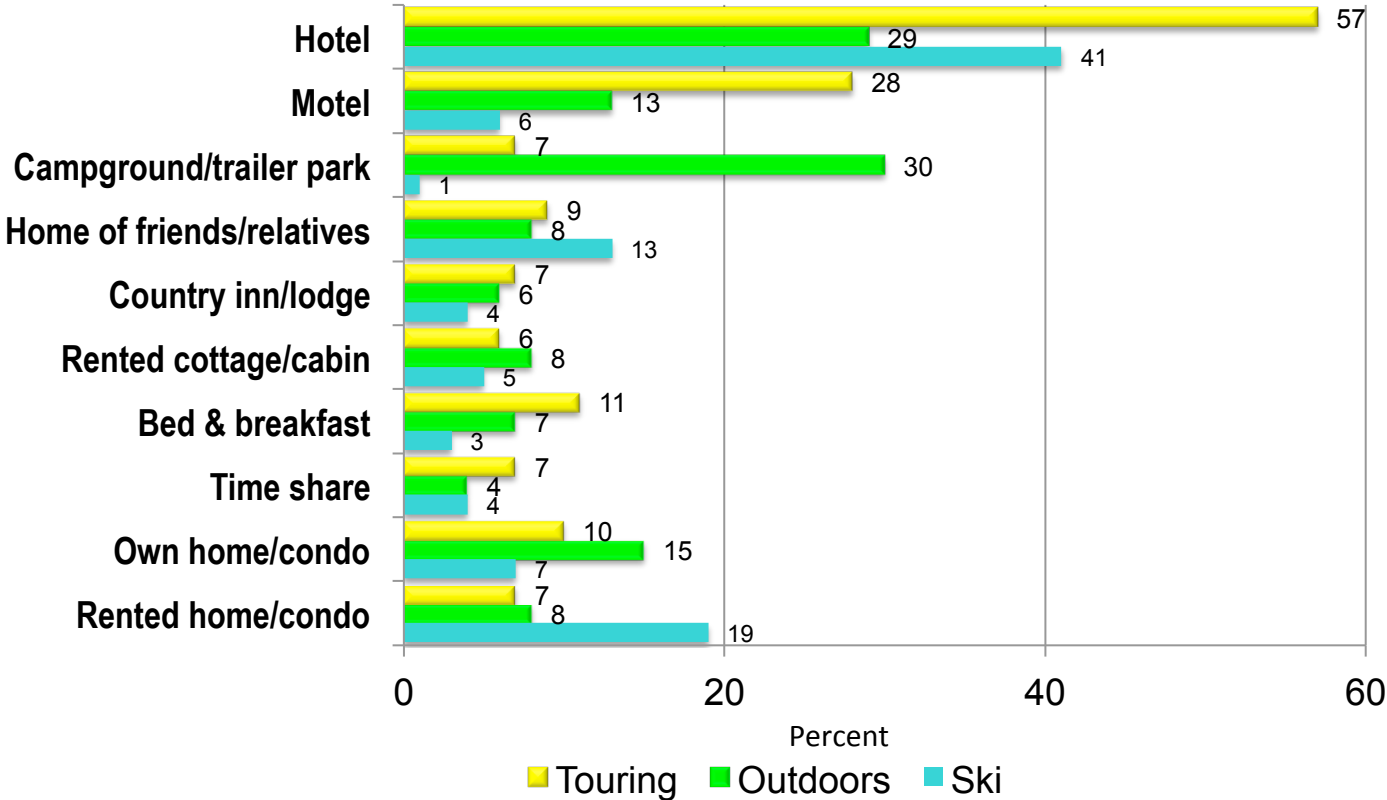
Base: Overnight Leisure Trips



Accommodations Used on Trip



Base: Overnight Leisure Trips

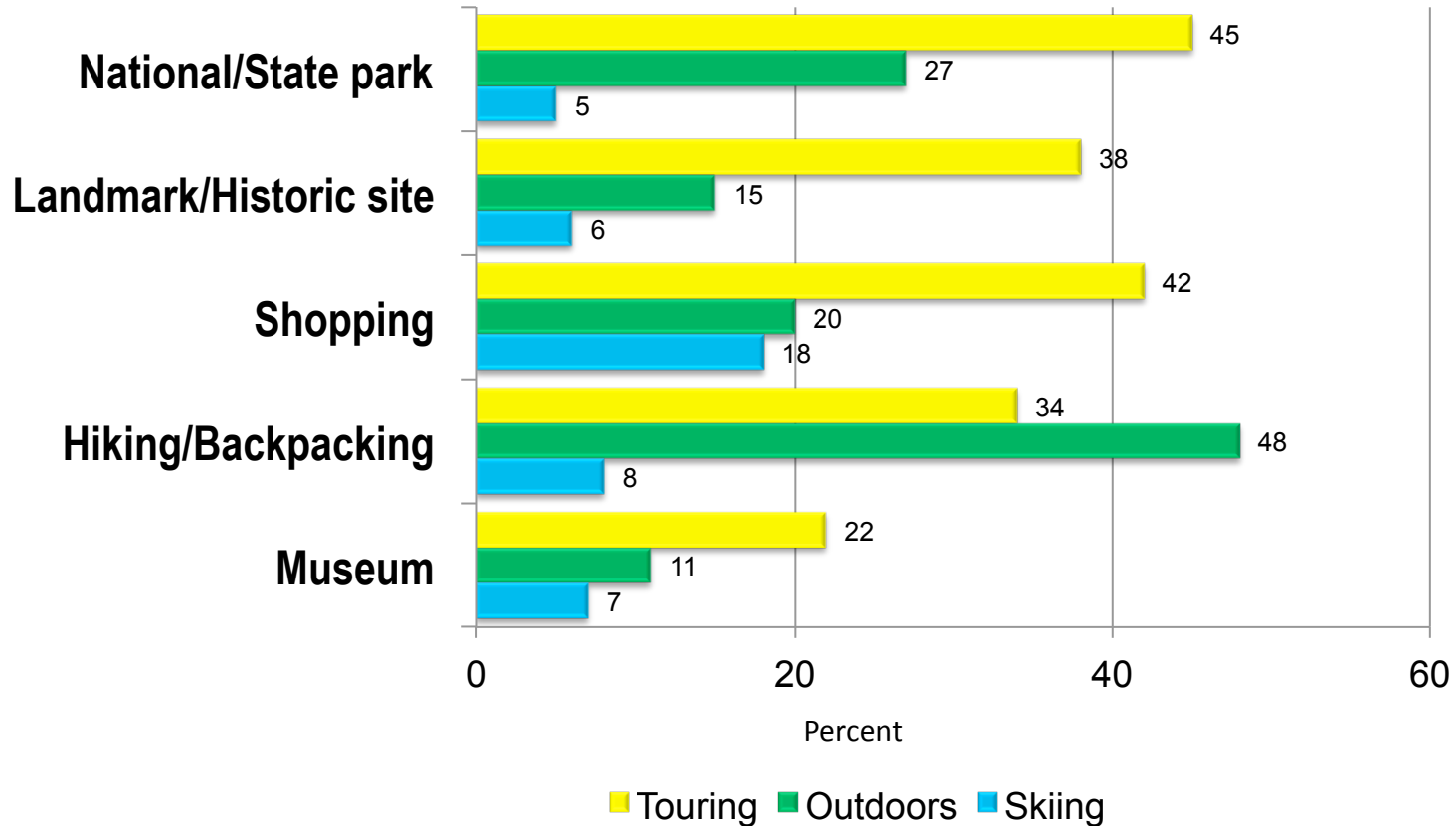


* Values may add to more than 100% because of usage of multiple types of accommodations

Activities on Colorado Trip in 2014



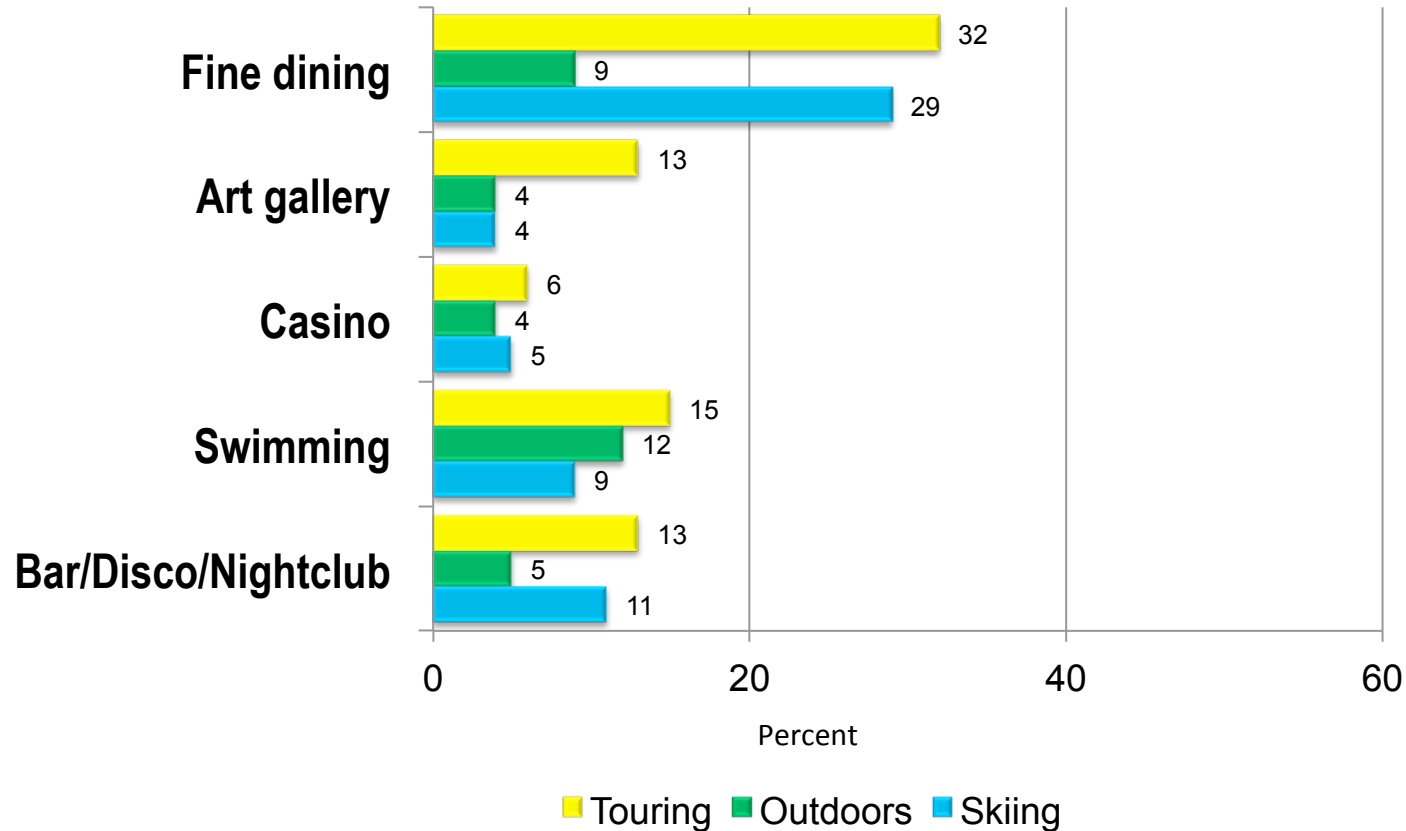
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2014 (Cont'd)



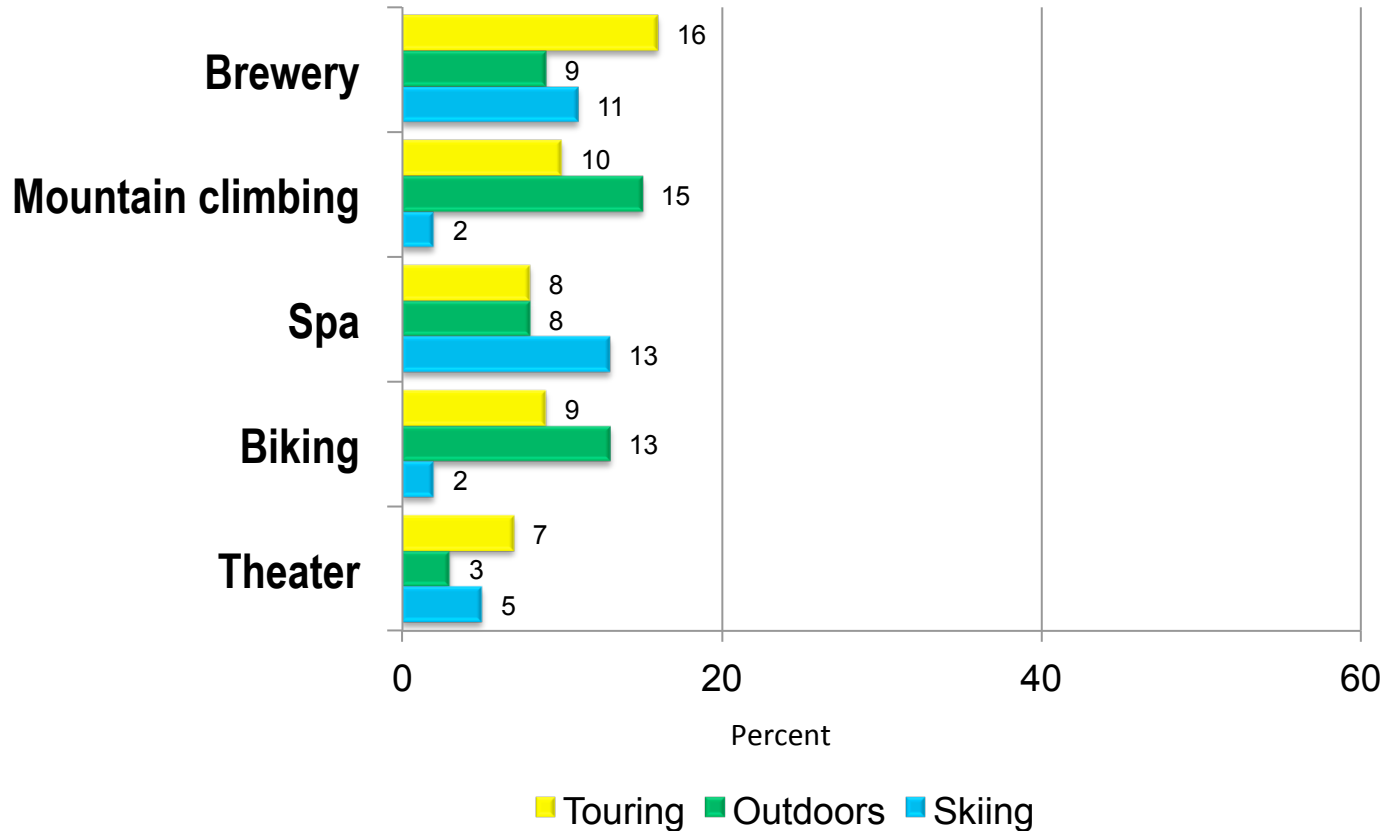
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2014 (Cont'd)



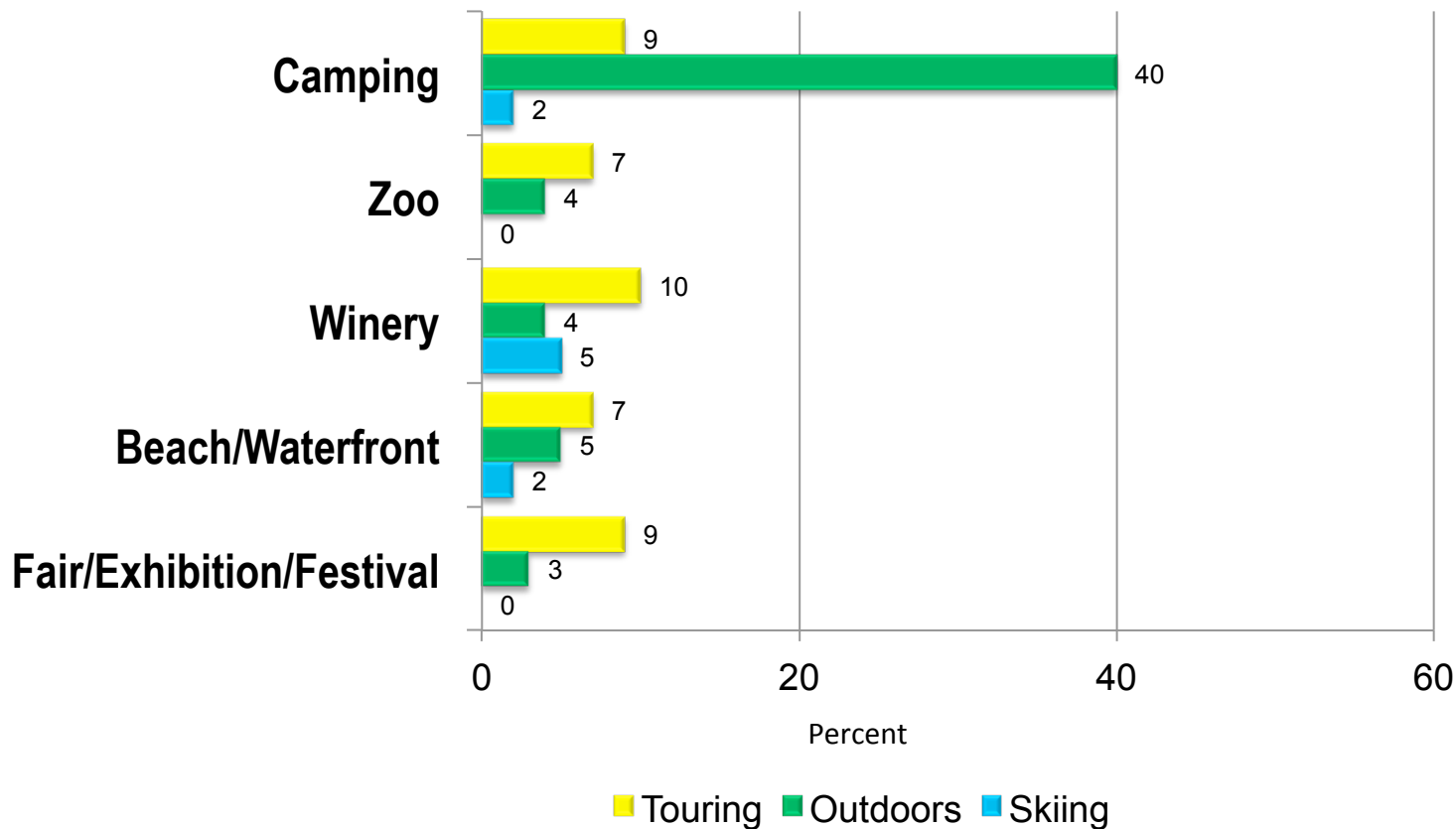
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2014 (Cont'd)



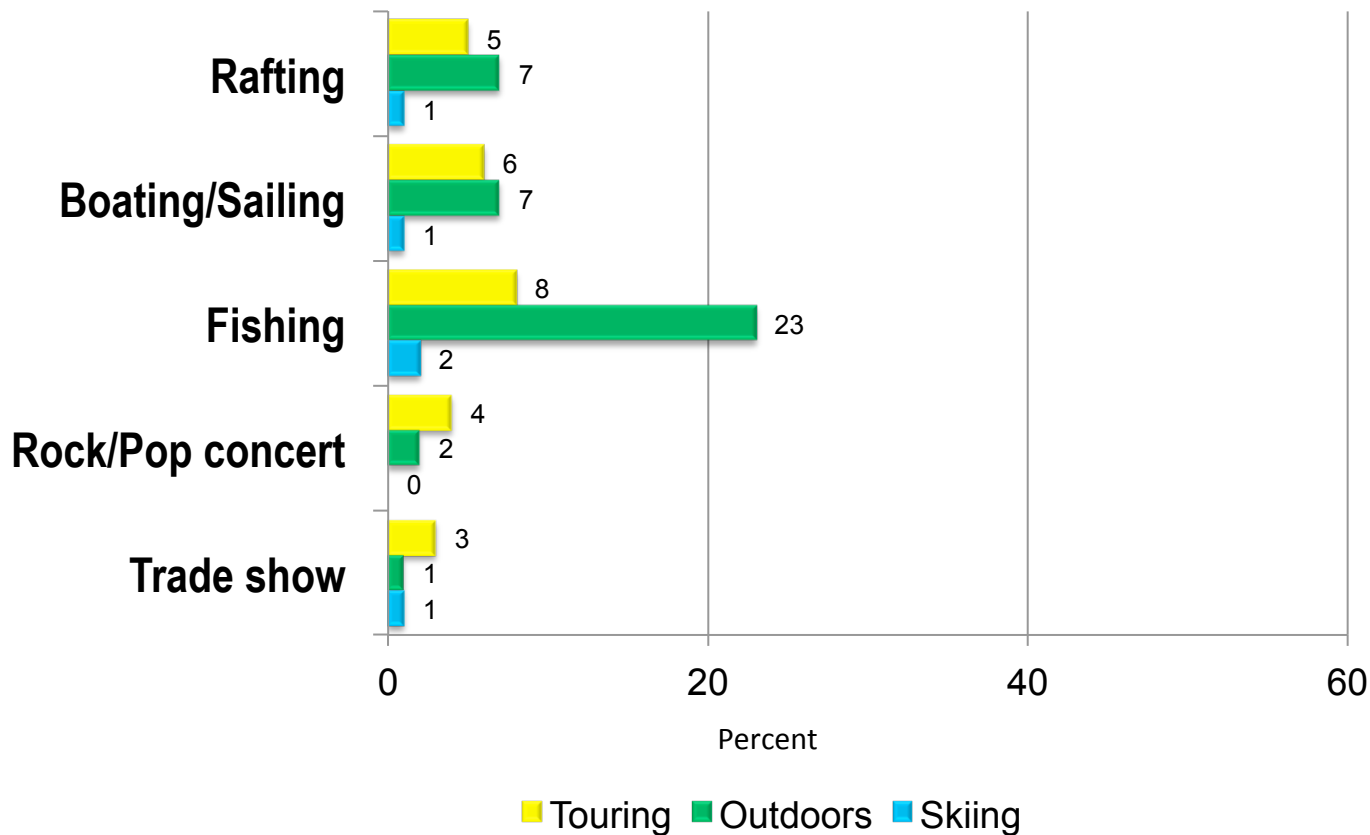
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2014 (Cont'd)



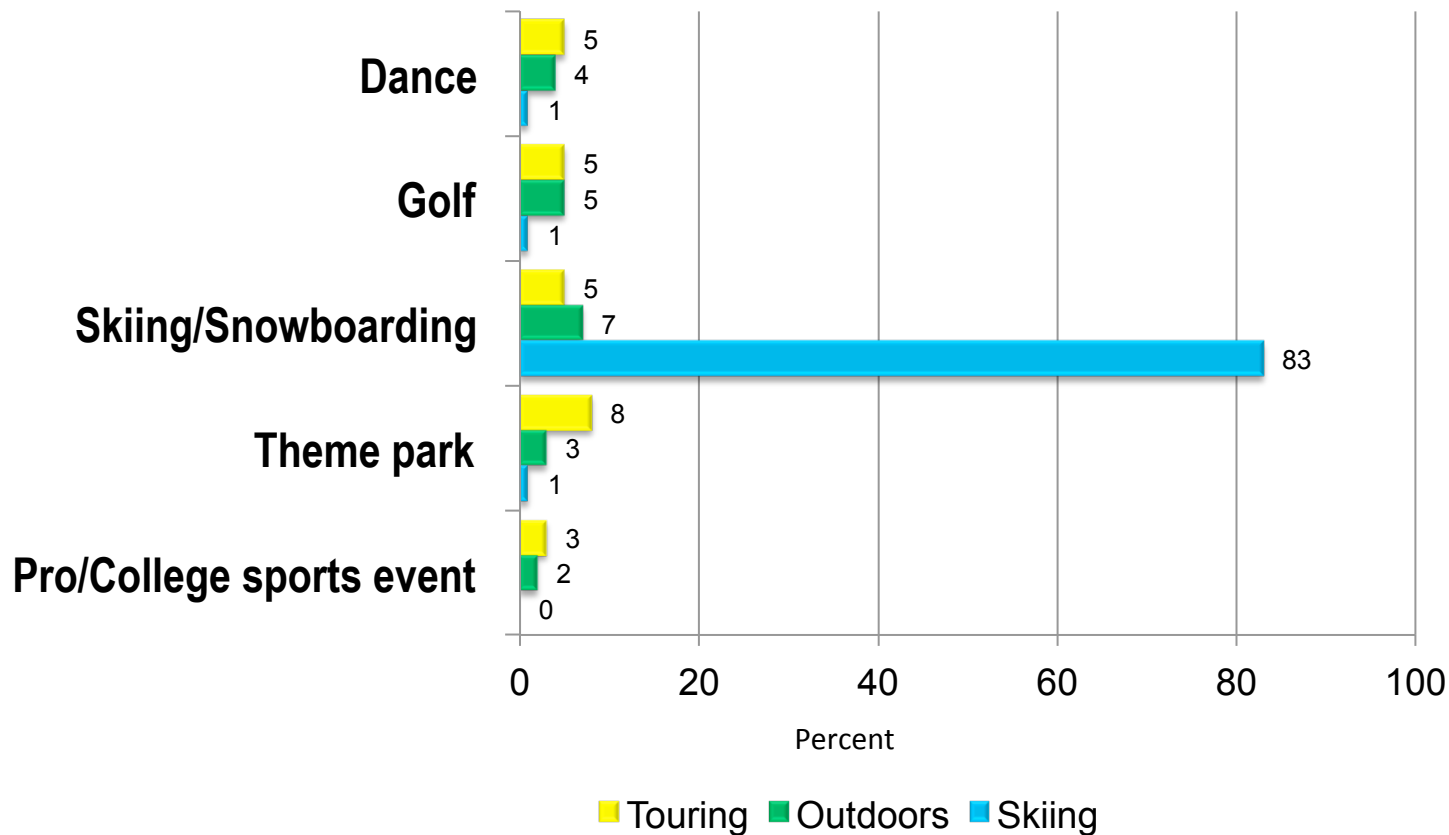
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2014 (Cont'd)



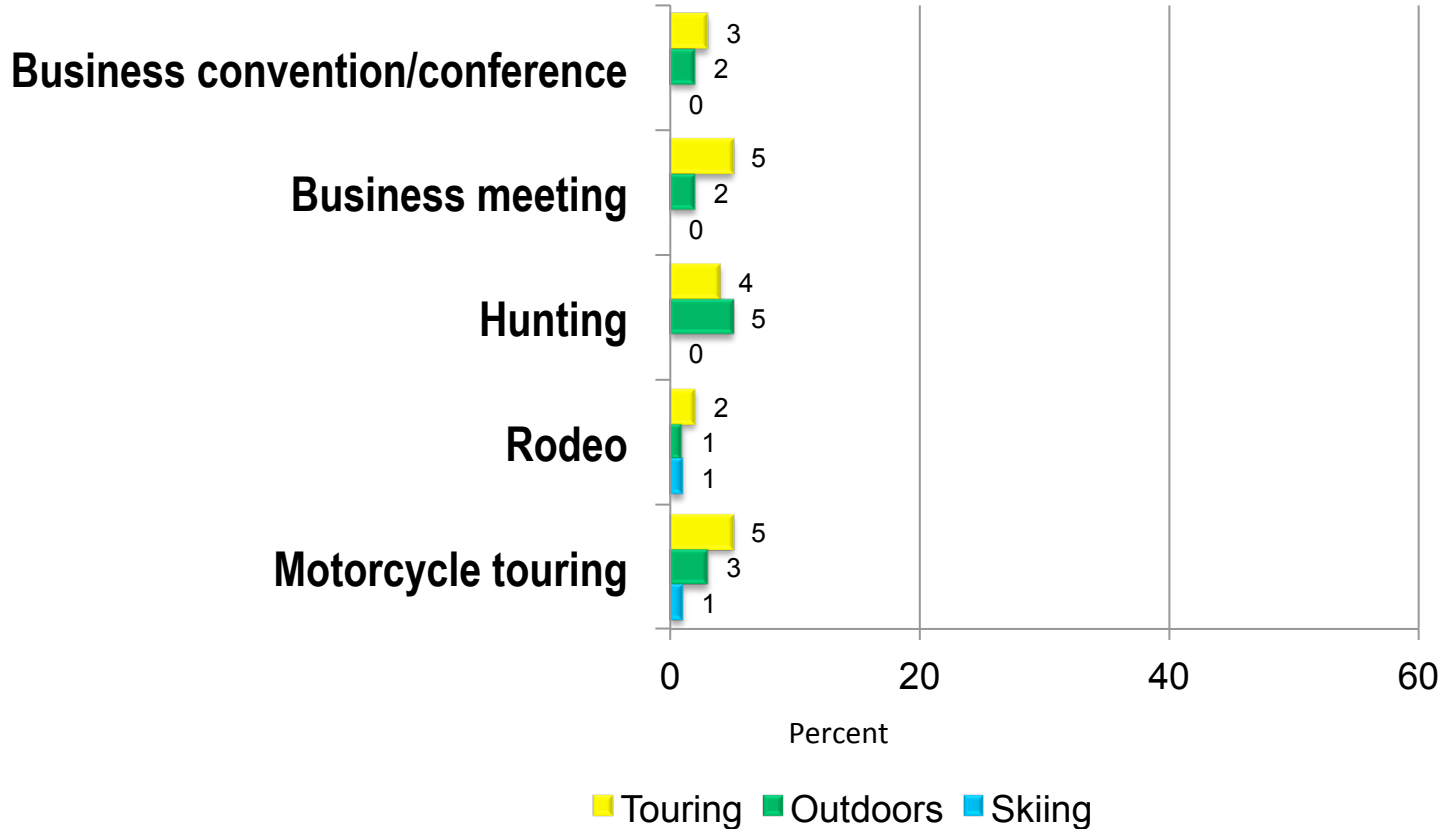
Base: Overnight Leisure Trips



Activities on Colorado Trip in 2014 (Cont'd)



Base: Overnight Leisure Trips



Specific Interests on Trip in 2014



Base: Overnight Leisure Trips

