

The Economic Impact of Travel on Colorado *1996-2011*

November 2012



Navajo State Park near Ignacio
Photo courtesy of Colorado State Parks

Prepared for

Colorado Tourism Office
Office of Economic Development and International Trade
Denver, Colorado

**THE ECONOMIC IMPACT
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1996-2011**

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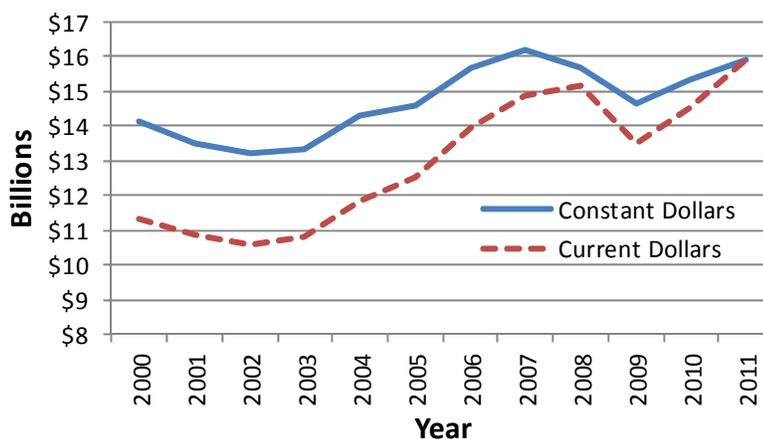
EXECUTIVE SUMMARY

This report describes the economic impacts of travel to and through Colorado and each of its sixty-four counties, four tourism regions, and eleven districts. The estimates of the direct impacts associated with traveler spending in Colorado were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates.

RECENT TRAVEL TRENDS IN THE COLORADO TRAVEL INDUSTRY

- Total direct travel spending in Colorado during 2011 was over **\$15.9 billion** – direct travel spending directly supported **141,400 jobs** with **earnings of over \$4.1 billion**.
- The Colorado travel industry experienced a 9.2 percent increase in spending from 2010 in current dollars. When adjusted for price changes, the increase in travel spending for Colorado was approximately 3.7%.

**Direct Travel Spending in Current and Constant Dollars
Colorado, 2000-2011**

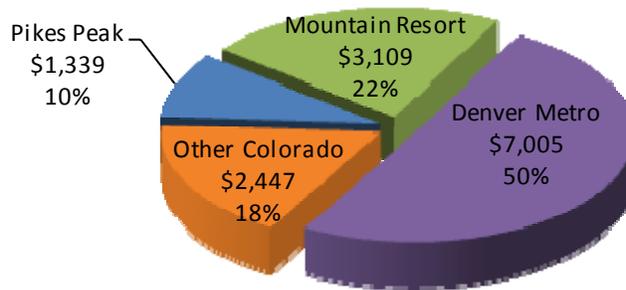


- Air travel to Colorado destinations on domestic flights was up 3.2 percent from the preceding year.
- The Colorado travel industry generated **\$879 million in local and state tax revenues** in the 2011 calendar year – this represents approximately **\$458 of tax revenue per household** in the state.

THE TRAVEL INDUSTRY BENEFITS ALL REGIONS OF COLORADO

While travel and tourism is important throughout the state, about 50 percent of all overnight travel spending occurs in the Denver Metro Region.

Travel Spending by Region, 2011



In relation to the size of the total economy, travel is relatively more important in the Mountain Resort Region of the state where nearly 12 percent of total earnings is travel-generated.

**Travel-Generated Earnings as a Percent of Total Earnings
Colorado Regions, 2011**

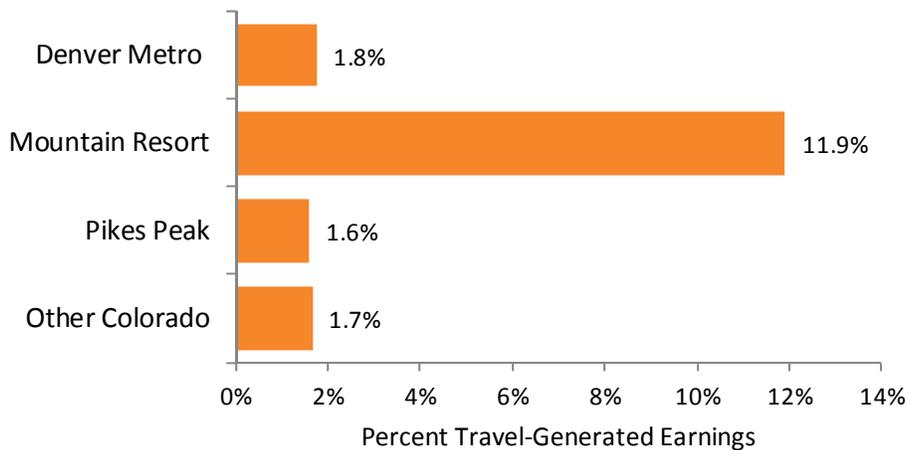


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PREFACE

The purpose of this study is to document the economic significance of the travel industry in Colorado from 1996 to 2011. These findings show the level of travel spending by overnight international and domestic visitors traveling to and through the state and the impact this spending had on the economy in terms of earnings, employment and tax revenue.

This study was prepared for the Colorado Tourism Office by Dean Runyan Associates. Dean Runyan Associates has specialized in research and planning services for the travel, tourism and recreation industry since 1984. With respect to economic impact analysis, the firm developed and currently maintains the Regional Travel Impact Model (RTIM), a proprietary computer model for analyzing travel economic impacts at the state, regional and local level. Dean Runyan Associates also has extensive experience in project feasibility analysis, market evaluation, survey research and travel and tourism planning.

Special thanks are due to the staff at the Colorado Tourism Office for their valuable support and assistance.

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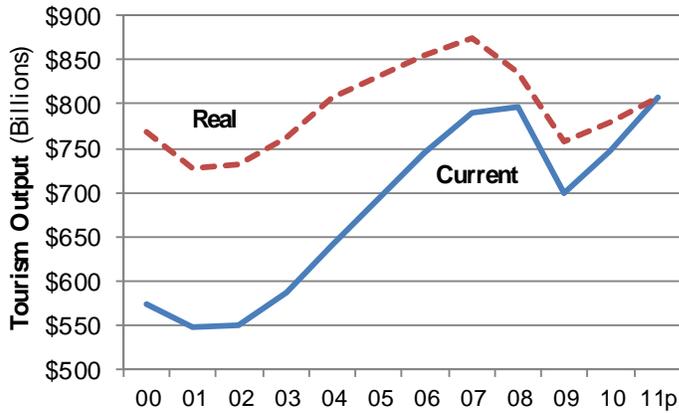
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I. NATIONAL TRAVEL TRENDS



The following two graphs are derived from the Bureau of Economic Analysis Travel and Tourism Satellite Accounts¹. Both graphs show direct tourism output for the United States – spending by domestic and international visitors.

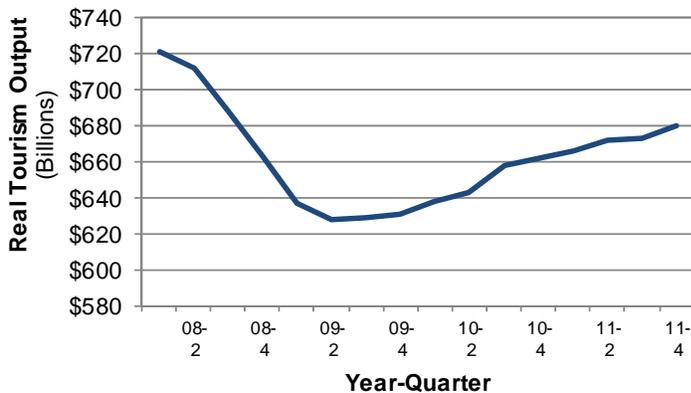
**Annual Direct Travel Spending in U.S.,
2000-11p**



Spending by domestic and international visitors was \$807.5 billion in 2011 (preliminary) in current dollars. This represents a 8.2 percent increase over 2010. When adjusted for changes in prices (constant dollars), spending increased by 3.5 percent – compared to a 2.9 percent increase from 2009 to 2010. In real terms, tourism output has still not recovered from the steep decline from 2007 to 2009. Real travel spending has increased in every quarter since the third quarter of 2009. The average quarterly rate of increase during this period has been 0.8 percent. The average quarterly rate of decrease from 2008-Q1 to 2009-Q2 was 2.7 percent.

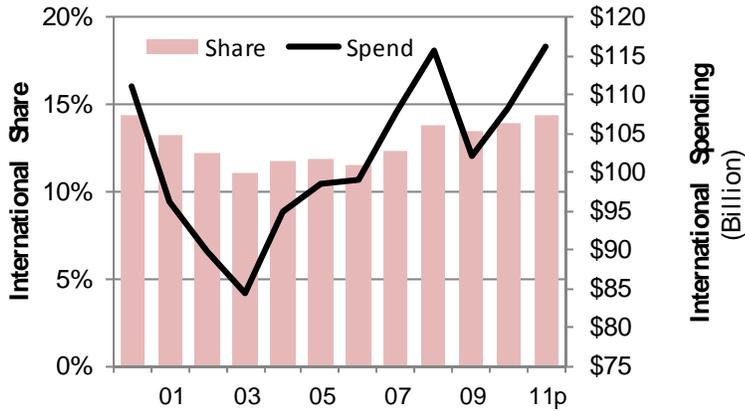
**Direct Travel Spending in U.S.
2008-Q1 to 2011-Q4**

Annualized Seasonally Adjusted in 2005



¹ See www.bea.gov/industry/index.htm. Released March 21, 2012. Constant (2011) travel spending estimates derived from BEA constant (2005) dollar estimates by Dean Runyan Associates, Inc. Estimates for 2011 and the 4th quarter of 2011 are preliminary.

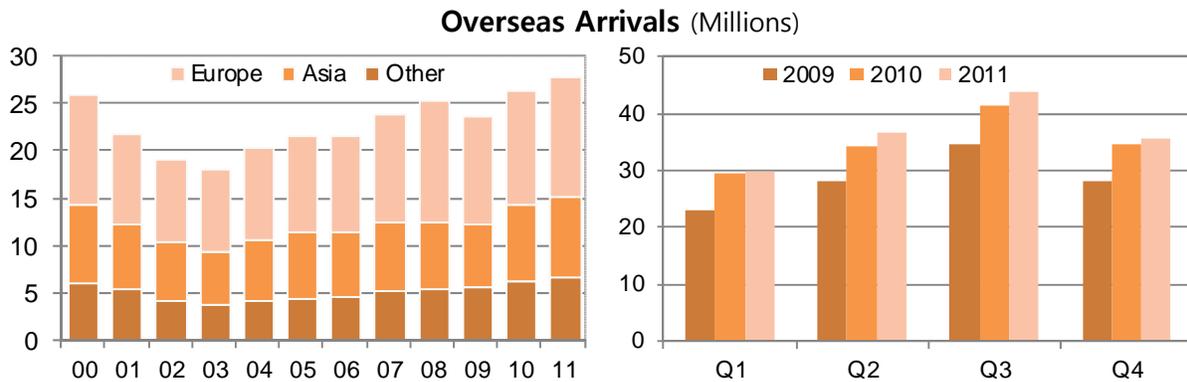
International Direct Travel Spending in U.S.



*Airlines for international flights on U.S. air carriers are not included.

The following three graphs are concerned with international travel to the U.S. The first graph is derived from the Bureau of Economic Analysis Travel and Tourism Satellite Accounts and International Transactions.² The following two graphs are derived from the monthly international arrival data released by the Office of Travel and Tourism Industries.³

In real dollars, spending by international visitors in the U.S. increased by 7.4 percent from 2010 to 2011 (preliminary). This follows a 6.0 percent increase from 2009 to 2010 and a 12 percent decrease in the prior year. The international share of U.S. travel spending in 2011 (14.4 percent) is equivalent to the level in 2000.



Much of the increase in international visitor spending, particularly in 2011, is due to favorable exchange rates with respect to the U.S. dollar. Overseas arrivals to the U.S. increased by 5.8% in 2011 compared to a 11 percent

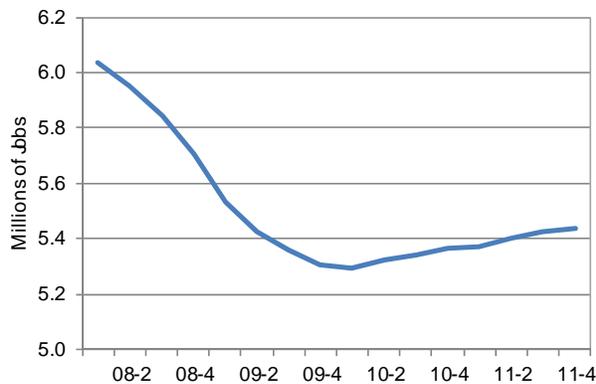
² See www.bea.gov/international/index.htm for quarterly international estimates of travel and tourism exports (travel to the U.S. by international visitors). The estimates for the 4th quarter of 2011 are preliminary.

³ See <http://tinet.ita.doc.gov/research/monthly/index.html>

increase the prior year. Overseas arrivals declined by 6.3 percent from 2008 to 2009. It should also be noted that the increased share of international spending in recent years is in part a function of the sluggish growth of domestic travel spending.

**U.S. Travel Industry Employment,
2008-Q1 to 2011-Q4**

Seasonally Adjusted at Annual Rates



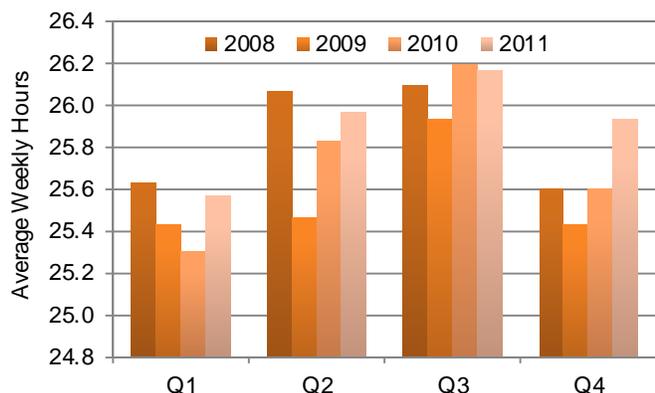
Source: Bureau of Economic Analysis
Travel & Tourism Satellite Accounts.

Travel industry employment has exhibited modest growth since the second quarter of 2010. The average quarterly growth (seasonally adjusted) has been 0.4 percent. This compares with an average quarterly decline of 1.6 percent from the first quarter of 2008 to the first quarter of 2010. The fact that travel industry employment has not recovered is a reflection of the trend in real travel spending (see previous graph). It is also a reflection

of the fact that changes in employment typically lag changes in spending and business receipts – employers tend to lengthen the hours of existing employees and improve their balance sheets prior to hiring new workers following steep recessions.

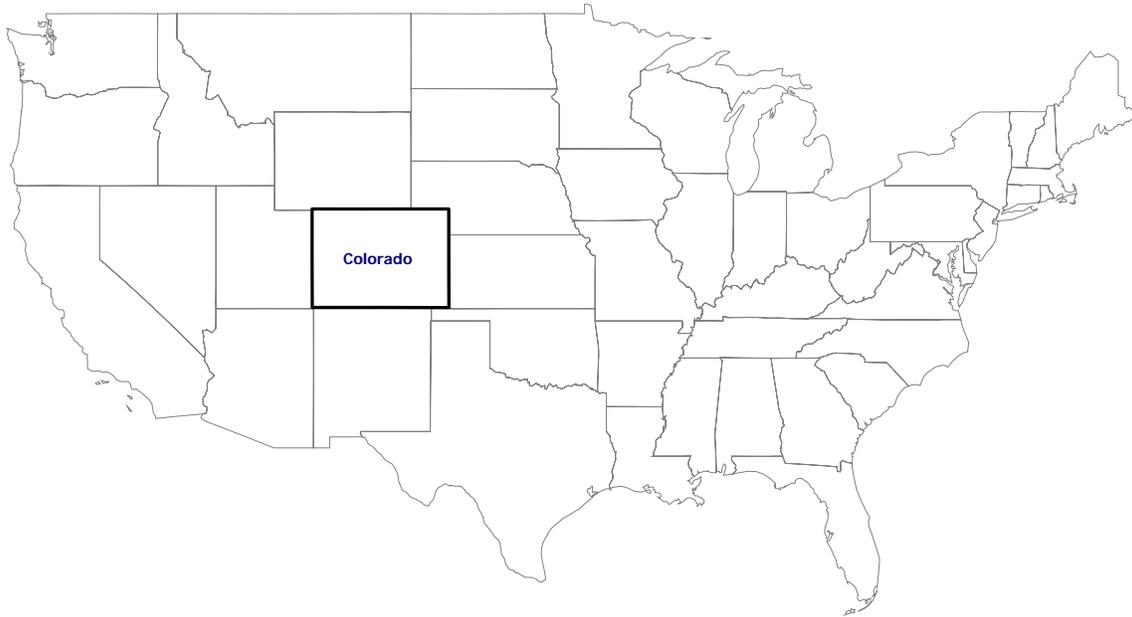
In this regard, the change in average weekly hours of employees in the leisure and hospitality sector is a positive sign. Average weekly hours have increased in every quarter beginning with the second quarter of 2010 with the exception of 2011-Q3.

**U.S. Leisure & Hospitality Sector
Average Weekly Hours, 2008-Q1 to 2011-Q4**



Source: Bureau of Labor Statistics Current Employment Survey. The Leisure and Hospitality sectors include all businesses in arts, entertainment and recreation (NAICS 71) and accommodation and food services (NAICS 72).

II: COLORADO TRAVEL IMPACTS 1996-2011



THE SCOPE OF THE COLORADO TRAVEL INDUSTRY

The multi-billion dollar travel industry in Colorado is an important part of the state and local economies. The industry is represented primarily by businesses in the leisure and hospitality sector, transportation, and retail. The money that visitors spend on various goods and services while in Colorado produces business receipts at these firms, which in turn generate earnings and employment for Colorado residents. In addition, state and local governments collect taxes that are generated from visitor spending. Most of these taxes are imposed on the sale of a goods and services to visitors, thus avoiding a tax burden on local residents.

The focus of this report is on the *overnight (both domestic and international) and day visitor* components of the Colorado travel industry from 1996 through 2011. On the following pages are detailed travel spending, employment and earnings estimates, and tax receipts directly generated by overnight and day visitors to and through Colorado. Following this section, detailed travel impact estimates of *overnight* visitors for regions, districts and counties constitute the remainder of this report (impacts of day visitors available only at the state level).

DIRECT IMPACTS OF TRAVEL IN COLORADO: A SUMMARY

- Total direct travel spending in Colorado was over \$15.9 billion during 2011.
- Visitors that stayed overnight in commercial lodging (hotels, motels, rented condos, bed & breakfasts) accounted for about 60 percent of all visitor spending.
- Lodging expenses (including campgrounds) accounted for 19 percent of all spending by visitors to Colorado. Motor fuel and ground transportation accounted for 16 percent, and food & beverage services accounted for 21 percent of all visitor spending.

- Direct travel spending in Colorado generated over 141,400 jobs with earnings of \$4.1 billion in 2011.
- Direct travel spending generated \$879 million in local and state taxes (not including property taxes).
- Since 1996, visitor-generated spending has increased at an average annual rate of 3.8 percent, earnings by 2.6 percent, and local and state tax revenues by 4.9 percent and 2.6 percent, respectively.

Colorado Direct Travel Impacts, 1996-2011

	Spending	Earnings	Employment	Tax Receipts (\$Million)		
	(\$Billion)	(\$Billion)	(Thousand)	Local	State	Federal
1996	9.0	2.8	139.8	244	259	546
1997	9.8	3.0	143.9	265	278	677
1998	10.2	3.1	141.6	278	293	735
1999	10.7	3.1	140.6	289	296	753
2000	11.3	3.3	140.1	311	303	798
2001	10.9	3.4	131.2	301	288	763
2002	10.6	3.3	128.2	305	284	776
2003	10.8	3.3	128.2	310	289	753
2004	11.9	3.5	136.3	338	316	827
2005	12.5	3.6	137.5	373	327	854
2006	14.0	3.9	142.6	420	360	933
2007	14.9	4.1	147.0	462	382	975
2008	15.2	4.2	148.2	471	381	993
2009	13.5	4.0	140.0	429	350	931
2010	14.5	4.0	138.2	460	366	953
2011	15.9	4.1	141.4	496	383	958
<i>Annual Percentage Change</i>						
10-11	9.2	4.4	2.3	7.8	4.7	0.5
96-11	3.8	2.6	0.1	4.9	2.6	3.8

Earnings include payroll, other earned income and proprietor income.

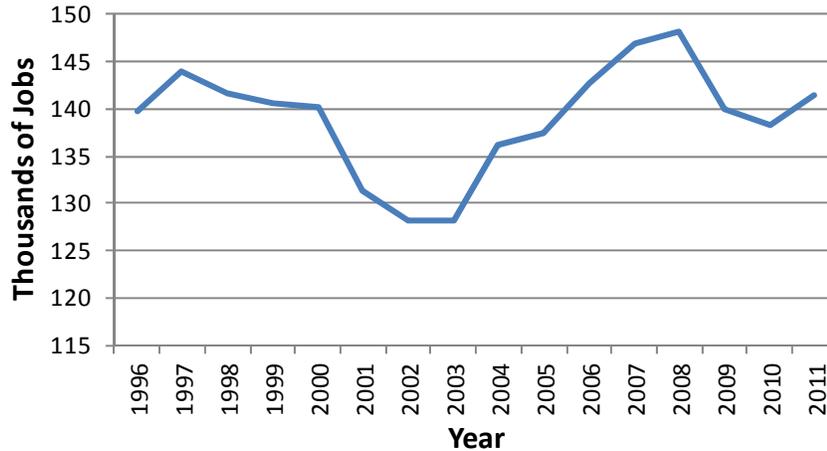
Employment includes payroll employees and proprietors.

Annual Percentage Change for 1996-2011 is the average annual percentage change.

COLORADO TRAVEL TRENDS

The first graph, below, shows the trend in travel industry employment from 1996-2011.

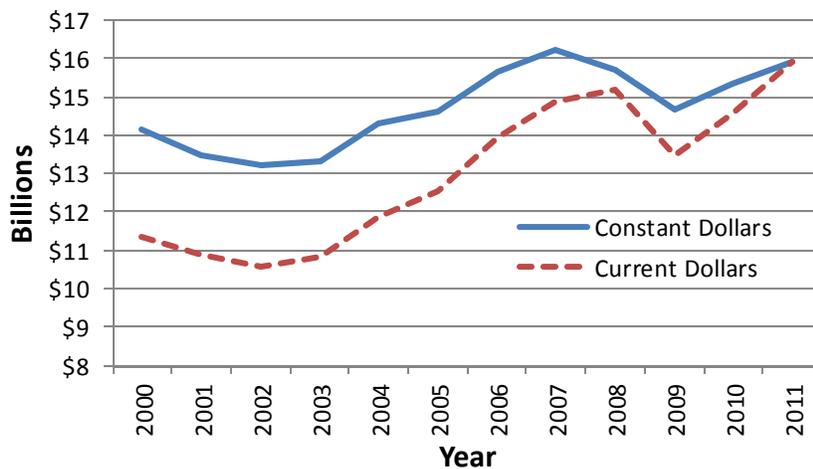
Colorado Travel Industry Employment, 1996-2011



Source: Dean Runyan Associates

Other indicators of visitor travel trends to Colorado are also shown. These include travel spending adjusted for inflation, taxable sales for lodging establishments and domestic air visitors to Colorado.

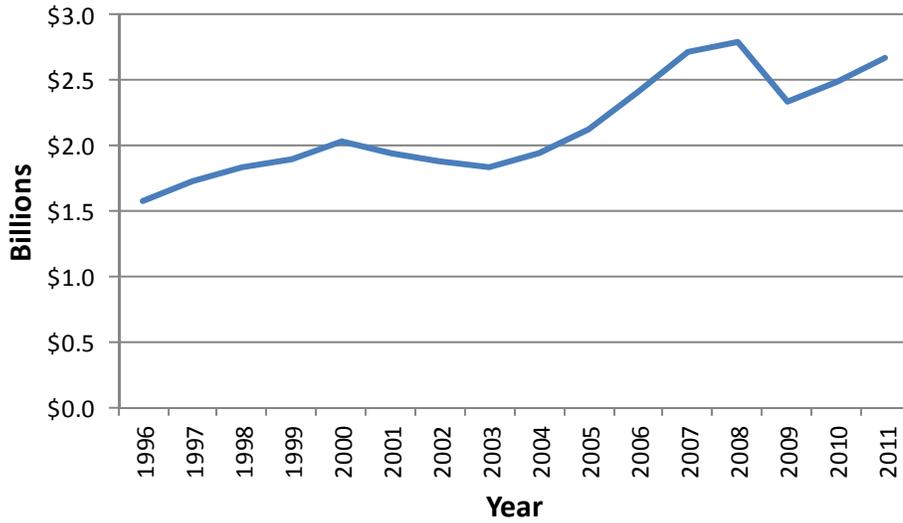
Colorado Visitor Spending Adjusted for Inflation, 2000-2011



Source: Dean Runyan Associates, Bureau of Labor Statistics and Rocky Mountain Lodging Report.

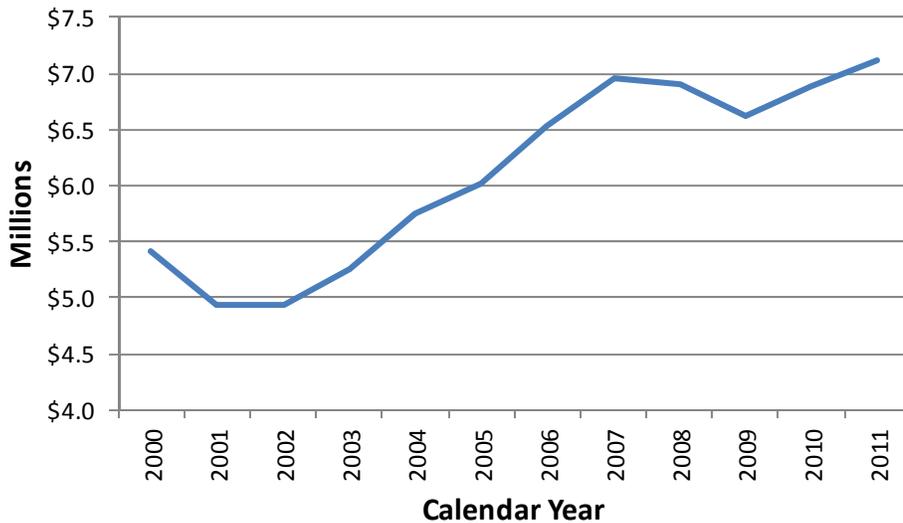
Taxable Sales of Lodging Establishments, 1996-2011

Current Dollars



Source: Dean Runyan Associates and Colorado Department of Revenue.
 Taxable Sales includes room rentals and other sales (e.g., food, entertainment) of lodging establishments. Some taxable room rentals (e.g., condos) not included.

Domestic Visitors to Colorado by Air Transportation, 2000-2011



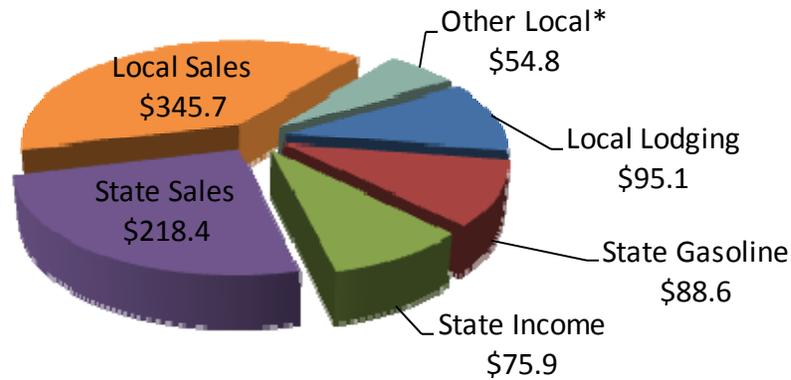
Source: Dean Runyan Associates and Bureau of Transportation Origin-Destination Survey.
 This is an estimate of visitation, not the amount of spending in Colorado.

TAX IMPACTS

Approximately one-half of all travel-generated tax receipts accrue to local governments in Colorado. Local taxes include room taxes, sales taxes and auto rental taxes levied by cities, counties and special districts and regions. Property taxes are not included. State taxes include the 2.9 percent state sales tax, the 22 cents per gallon motor fuel tax, and income taxes on travel-generated earnings and travel-related business income.

Travel-Generated Tax Impacts Local & State Receipts, 2011

(\$ Million)



Source: Dean Runyan Associates.

*Other Local includes Passenger Facility Charge (PFC) and Auto Rental Tax.

Colorado Travel Impacts, 2002-2011

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	9,244	10,487	12,353	13,517	12,001	12,946	14,108
Other Travel*	1,333	1,379	1,603	1,662	1,480	1,593	1,773
Total Direct Spending	10,576	11,866	13,955	15,179	13,482	14,539	15,882
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	6,008	6,276	7,446	8,229	7,186	7,791	8,545
Campground	308	315	321	310	315	313	311
Private Home	1,401	1,980	2,276	2,445	2,269	2,436	2,585
Vacation Home	379	424	540	602	607	613	686
Day Travel	1,148	1,492	1,770	1,930	1,624	1,793	1,981
Destination Spending	9,244	10,487	12,353	13,517	12,001	12,946	14,108
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	1,879	1,943	2,419	2,790	2,330	2,492	2,677
Food Service	1,810	2,109	2,425	2,654	2,588	2,770	2,960
Food Stores	384	469	514	575	548	571	618
Local Tran. & Gas	1,061	1,450	1,943	2,319	1,706	1,971	2,320
Arts, Ent. & Rec.	1,414	1,611	1,736	1,764	1,668	1,738	1,829
Retail Sales	1,550	1,726	1,869	1,886	1,808	1,922	2,021
Visitor Air Tran.	1,146	1,179	1,447	1,528	1,354	1,481	1,683
Destination Spending	9,244	10,487	12,353	13,517	12,001	12,946	14,108
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	1,354	1,492	1,698	1,938	1,863	1,843	1,962
Arts, Ent. & Rec.	700	763	853	951	895	902	937
Retail**	280	321	346	366	352	353	358
Ground Tran.	70	80	95	102	94	102	100
Visitor Air Tran.	394	358	405	375	352	335	345
Other Travel*	502	497	524	473	436	417	423
Total Earnings	3,300	3,511	3,921	4,206	3,991	3,953	4,126
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	69.9	73.4	78.3	80.8	76.7	76.3	79.2
Arts, Ent. & Rec.	28.1	31.4	32.6	34.5	32.7	32.7	33.2
Retail**	12.0	13.2	13.9	14.2	13.7	13.5	13.6
Ground Tran.	2.7	2.8	3.3	3.4	3.1	3.0	3.0
Visitor Air Tran.	6.3	6.4	6.2	6.7	6.1	5.6	5.5
Other Travel*	9.2	9.2	8.3	8.6	7.7	7.1	6.8
Total Employment	128.2	136.3	142.6	148.2	140.0	138.2	141.4
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	305	338	420	471	429	460	496
State Tax Receipts	284	316	360	381	350	366	383
Federal Tax Receipts	776	827	933	993	931	953	958

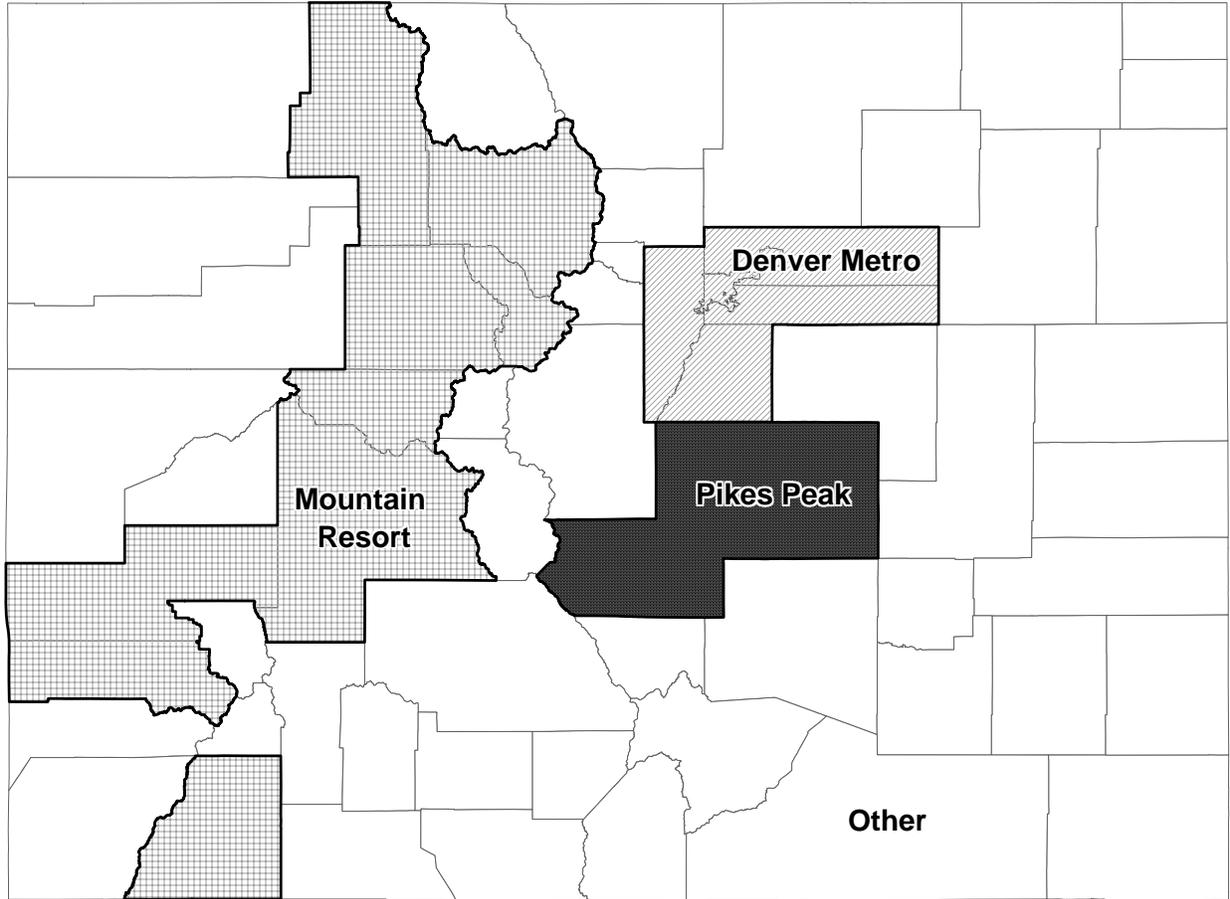
Details may not add to totals due to rounding.

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

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III. REGIONAL OVERNIGHT VISITOR IMPACTS

2002-2011



COLORADO REGIONS

Denver Metro

Adams
Arapahoe
Broomfield
Denver
Douglas
Jefferson

Pikes Peak

El Paso
Fremont
Teller

Mountain Resort

Eagle
Grand
Gunnison
La Plata
Montrose
Pitkin
Routt
San Miguel
Summit

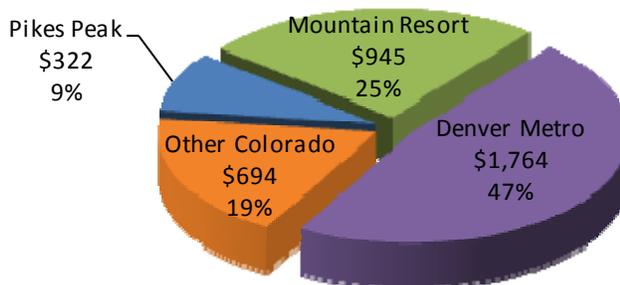
Other

all remaining counties

Travel-generated earnings are distributed roughly 47 percent to the Denver Metro region, one-quarter to the Mountain Resort region, and the remainder to the Pikes Peak region and all other counties. However, the size of travel-generated earnings in relation to total earnings is actually much lower in the Denver Metro region as compared to the Mountain Resort region (as shown in the bar chart).

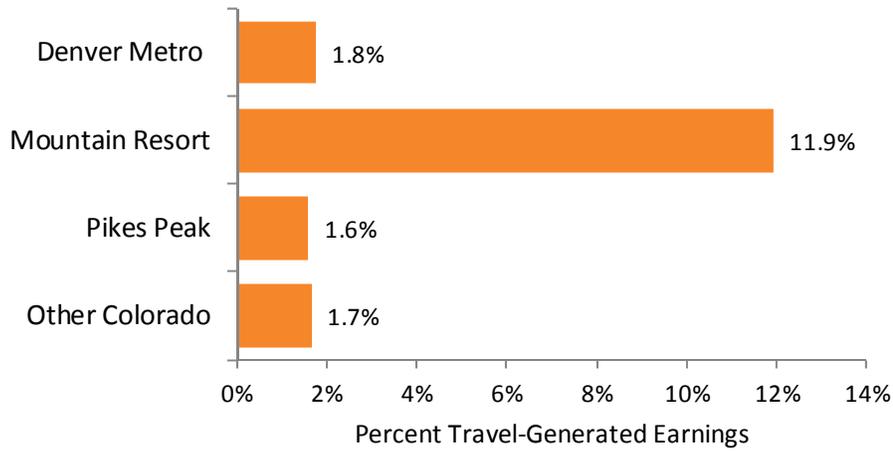
Overnight Travel-Generated Earnings by Region, 2011

(Millions)



Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics and U.S. Bureau of Economic Analysis.

Overnight Travel-Generated Earnings as a percentage of Total Earnings by Region, 2011



Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis.

Denver Metro Overnight Travel Impacts, 2002-2011

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	3,424	3,762	4,586	5,118	4,514	4,916	5,466
Other Travel*	1,107	1,148	1,345	1,392	1,256	1,370	1,539
Total Direct Spending	4,531	4,910	5,931	6,510	5,770	6,286	7,005
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	2,569	2,624	3,246	3,676	3,196	3,508	3,948
Campground	20	21	22	20	21	20	20
Private Home	812	1,092	1,285	1,385	1,260	1,351	1,455
Vacation Home	22	25	33	36	37	37	42
Destination Spending	3,424	3,762	4,586	5,118	4,514	4,916	5,466
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	586	580	783	958	776	849	944
Food Service	524	597	707	792	758	823	898
Food Stores	89	115	128	146	138	145	158
Local Tran. & Gas	531	661	843	979	797	889	1,010
Arts, Ent. & Rec.	331	389	437	461	430	455	483
Retail Sales	462	499	558	575	538	581	623
Visitor Air Tran.	900	920	1,130	1,206	1,076	1,175	1,351
Destination Spending	3,424	3,762	4,586	5,118	4,514	4,916	5,466
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	429	454	543	644	608	605	652
Arts, Ent. & Rec.	170	190	221	254	246	229	239
Retail**	80	90	100	108	101	103	106
Ground Tran.	53	60	71	76	71	77	76
Visitor Air Tran.	335	328	365	332	313	299	308
Other Travel*	444	441	467	414	393	378	384
Total Earnings	1,511	1,564	1,768	1,828	1,733	1,691	1,764
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	18.9	19.0	21.6	23.6	22.2	22.3	23.3
Arts, Ent. & Rec.	5.1	5.9	6.4	6.9	6.5	6.4	6.4
Retail**	3.0	3.3	3.6	3.8	3.6	3.6	3.7
Ground Tran.	2.1	2.1	2.5	2.6	2.3	2.3	2.3
Visitor Air Tran.	5.3	5.7	5.5	5.8	5.4	5.0	4.9
Other Travel*	7.5	7.8	7.0	7.4	6.8	6.3	6.1
Total Employment	41.9	43.8	46.5	50.1	46.8	45.9	46.7
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	134	145	190	219	196	211	230
State Tax Receipts	101	108	126	136	124	129	137
Total Gov't Revenue	235	254	316	355	320	341	368

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

The Denver Metro region includes Adams, Arapahoe, Broomfield, Denver, Douglas and Jefferson counties.

Mountain Resort Overnight Travel Impacts, 2002-2011

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	2,224	2,421	2,822	3,014	2,667	2,895	3,053
Other Travel*	39	42	55	61	53	56	56
Total Direct Spending	2,263	2,464	2,877	3,075	2,719	2,951	3,109
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	1,809	1,945	2,252	2,395	2,049	2,254	2,358
Campground	75	76	78	79	78	78	78
Private Home	102	134	154	163	151	172	182
Vacation Home	238	266	338	377	388	391	435
Destination Spending	2,224	2,421	2,822	3,014	2,667	2,895	3,053
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	741	789	954	1,068	872	939	979
Food Service	526	583	673	712	684	746	785
Food Stores	131	147	163	179	167	178	192
Local Tran. & Gas	87	112	145	169	134	151	173
Arts, Ent. & Rec.	362	393	431	430	399	425	440
Retail Sales	246	256	278	272	257	279	289
Visitor Air Tran.	130	141	178	185	155	178	195
Destination Spending	2,224	2,421	2,822	3,014	2,667	2,895	3,053
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	428	466	525	580	551	542	577
Arts, Ent. & Rec.	197	203	232	254	231	245	258
Retail* *	51	55	60	63	60	62	62
Ground Tran.	8	9	11	12	11	12	12
Visitor Air Tran.	53	22	26	30	25	24	25
Other Travel*	15	12	11	12	9	10	11
Total Earnings	752	766	864	950	887	895	945
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	19.8	20.1	20.9	20.6	19.4	19.3	20.1
Arts, Ent. & Rec.	6.5	6.4	6.8	6.9	6.6	6.8	7.2
Retail* *	2.1	2.1	2.2	2.2	2.1	2.1	2.1
Ground Tran.	0.3	0.3	0.4	0.4	0.4	0.3	0.3
Visitor Air Tran.	0.8	0.5	0.5	0.5	0.4	0.4	0.4
Other Travel*	0.3	0.2	0.2	0.2	0.2	0.2	0.2
Total Employment	29.8	29.7	31.0	30.9	29.0	29.1	30.3
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	80	87	102	112	99	108	114
State Tax Receipts	58	62	72	77	69	73	77
Total Gov't Revenue	138	149	174	189	168	182	191

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

The Mountain Resort region includes Eagle, Grand, Gunnison, La Plata, Montrose, Pitkin, Routt, San Miguel and Summit counties.

**Pikes Peak
Overnight Travel Impacts, 2002-2011**

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	847	978	1,063	1,163	1,081	1,142	1,223
Other Travel*	113	113	127	119	110	109	116
Total Direct Spending	961	1,092	1,189	1,282	1,191	1,251	1,339
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	607	653	690	783	721	760	829
Campground	47	50	52	48	48	47	47
Private Home	170	251	290	300	279	303	312
Vacation Home	23	25	30	32	32	32	35
Destination Spending	847	978	1,063	1,163	1,081	1,142	1,223
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	185	198	213	234	212	220	235
Food Service	173	208	222	257	259	274	287
Food Stores	36	47	50	56	55	57	60
Local Tran. & Gas	47	73	104	131	83	102	127
Arts, Ent. & Rec.	144	170	174	182	182	186	201
Retail Sales	160	182	185	195	192	202	208
Visitor Air Tran.	103	102	114	107	97	101	106
Destination Spending	847	978	1,063	1,163	1,081	1,142	1,223
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	127	145	148	171	162	170	185
Arts, Ent. & Rec.	58	66	70	80	71	75	81
Retail**	28	32	33	36	36	36	35
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	4	5	10	10	9	9	9
Other Travel*	6	8	12	12	11	11	11
Total Earnings	224	256	272	308	288	301	322
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	7.5	8.0	8.0	8.4	8.0	8.0	8.4
Arts, Ent. & Rec.	2.8	3.6	3.6	4.0	3.6	3.7	3.9
Retail**	1.2	1.3	1.4	1.5	1.5	1.4	1.4
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.1	0.1	0.2	0.2	0.2	0.2	0.2
Other Travel*	0.2	0.2	0.3	0.3	0.2	0.2	0.2
Total Employment	11.7	13.3	13.5	14.4	13.6	13.6	14.1
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	20	24	30	33	32	33	35
State Tax Receipts	24	27	29	32	30	31	33
Total Gov't Revenue	44	52	60	65	62	65	68

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

The Pikes Peak region includes El Paso, Freemont and Teller counties.

All Other Overnight Travel Impacts, 2002-2011

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	1,600	1,833	2,112	2,292	2,116	2,200	2,385
Other Travel*	74	75	76	89	61	58	62
Total Direct Spending	1,674	1,908	2,188	2,382	2,177	2,258	2,447
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	1,022	1,054	1,259	1,376	1,219	1,269	1,409
Campground	164	168	168	163	168	167	166
Private Home	317	504	546	597	578	610	636
Vacation Home	97	108	139	157	150	153	174
Destination Spending	1,600	1,833	2,112	2,292	2,116	2,200	2,385
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	366	376	469	531	471	484	519
Food Service	343	410	470	513	510	528	570
Food Stores	110	136	147	165	160	162	177
Local Tran. & Gas	137	179	243	293	216	248	296
Arts, Ent. & Rec.	318	358	375	375	356	361	381
Retail Sales	313	359	384	386	377	390	411
Visitor Air Tran.	12	16	25	30	26	27	31
Destination Spending	1,600	1,833	2,112	2,292	2,116	2,200	2,385
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	271	301	343	388	384	371	386
Arts, Ent. & Rec.	152	167	180	199	189	195	197
Retail* *	59	69	73	78	76	75	76
Ground Tran.	9	11	12	13	12	13	13
Visitor Air Tran.	2	3	4	3	4	3	3
Other Travel*	37	37	35	36	22	18	18
Total Earnings	530	587	647	718	689	675	694
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	17.6	18.7	20.0	20.3	19.5	19.1	19.6
Arts, Ent. & Rec.	8.7	9.6	9.8	10.5	9.9	9.9	9.7
Retail* *	2.9	3.2	3.3	3.4	3.3	3.2	3.2
Ground Tran.	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Visitor Air Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	1.2	1.0	0.8	0.7	0.5	0.4	0.4
Total Employment	30.8	32.9	34.5	35.3	33.7	33.0	33.4
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	46	52	63	70	67	69	76
State Tax Receipts	47	53	60	65	61	62	66
Total Gov't Revenue	94	105	123	134	127	131	142

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

Other Colorado includes all counties not within Denver, Mountain Resort or Pikes Peak regions.

Regional Overnight Travel Impacts, 2011

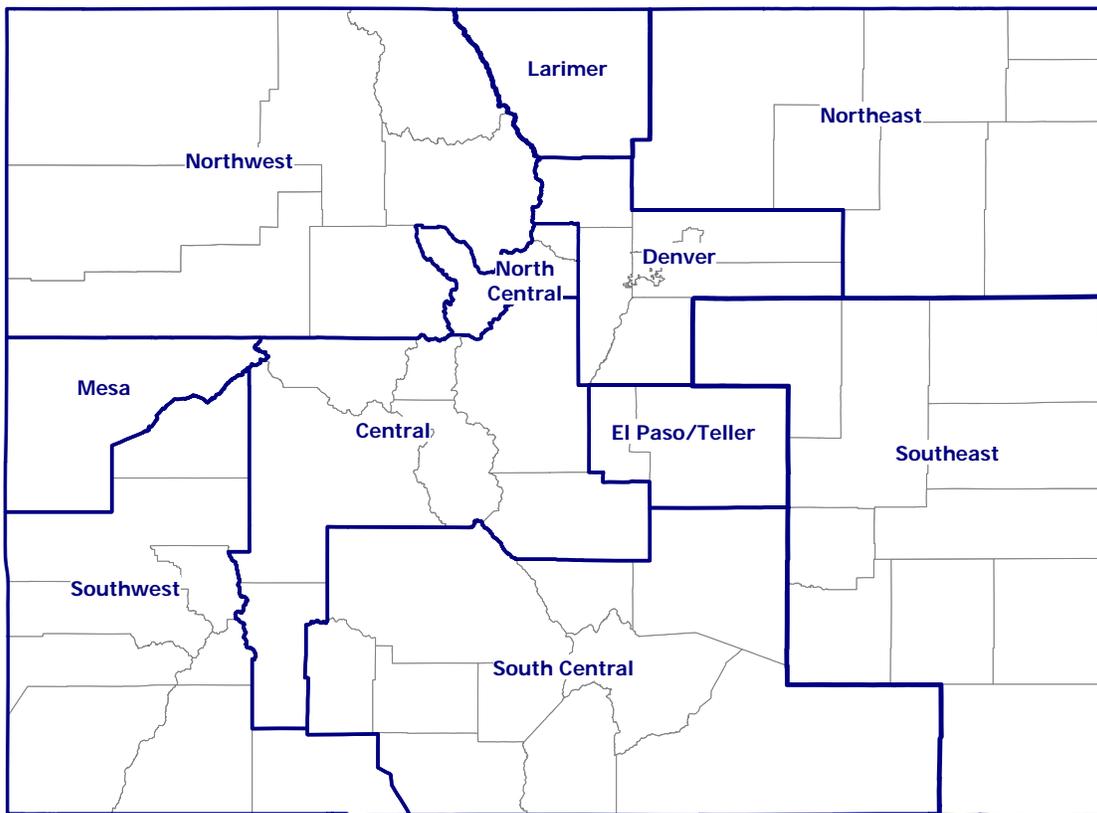
	Denver Metro	Mountain Resort	Pikes Peak	Other Colorado
Total Direct Travel Spending (\$Million)				
Destination Spending	5,466	3,053	1,223	2,385
Other Travel*	1,539	56	116	62
Total Direct Spending	7,005	3,109	1,339	2,447
Visitor Spending by Type of Traveler Accommodation (\$Million)				
Hotel, Motel	3,948	2,358	829	1,409
Campground	20	78	47	166
Private Home	1,455	182	312	636
Vacation Home	42	435	35	174
Destination Spending	5,466	3,053	1,223	2,385
Visitor Spending by Commodity Purchased (\$Million)				
Accommodations	944	979	235	519
Food Service	898	785	287	570
Food Stores	158	192	60	177
Local Tran. & Gas	1,010	173	127	296
Arts, Ent. & Rec.	483	440	201	381
Retail Sales	623	289	208	411
Visitor Air Tran.	1,351	195	106	31
Destination Spending	5,466	3,053	1,223	2,385
Industry Earnings Generated by Travel Spending (\$Million)				
Accom. & Food Serv.	652	577	185	386
Arts, Ent. & Rec.	239	258	81	197
Retail**	106	62	35	76
Ground Tran.	76	12	0	13
Visitor Air Tran.	308	25	9	3
Other Travel*	384	11	11	18
Total Earnings	1,764	945	322	694
Industry Employment Generated by Travel Spending (Thousand Jobs)				
Accom. & Food Serv.	23.3	20.1	8.4	19.6
Arts, Ent. & Rec.	6.4	7.2	3.9	9.7
Retail**	3.7	2.1	1.4	3.2
Ground Tran.	2.3	0.3	0.0	0.4
Visitor Air Tran.	4.9	0.4	0.2	0.1
Other Travel*	6.1	0.2	0.2	0.4
Total Employment	46.7	30.3	14.1	33.4
Government Revenue Generated by Travel Spending (\$Million)				
Local Tax Receipts	230	114	35	76
State Tax Receipts	137	77	33	66
Total Gov't Revenue	368	191	68	142

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

IV. DISTRICT OVERNIGHT VISITOR IMPACTS

2002-2011



COLORADO DISTRICTS

Northwest District

Eagle
Garfield
Grand
Jackson
Moffat
Rio Blanco
Routt

Mesa District

Mesa

Southwest District

Archuleta
Delta
Dolores
La Plata
Montezuma
Montrose
Ouray
San Juan
San Miguel

North Central District

Clear Creek
Gilpin
Summit

Central District

Chaffee
Fremont
Gunnison
Hinsdale
Lake
Park
Pitkin

South Central District

Alamosa
Conejos
Costilla
Custer
Huerfano
Las Animas
Mineral
Pueblo
Rio Grande
Saguache

Larimer District

Larimer

Denver District

Adams
Arapahoe
Boulder
Broomfield
Denver
Douglas
Jefferson

El Paso/Teller District

El Paso
Teller

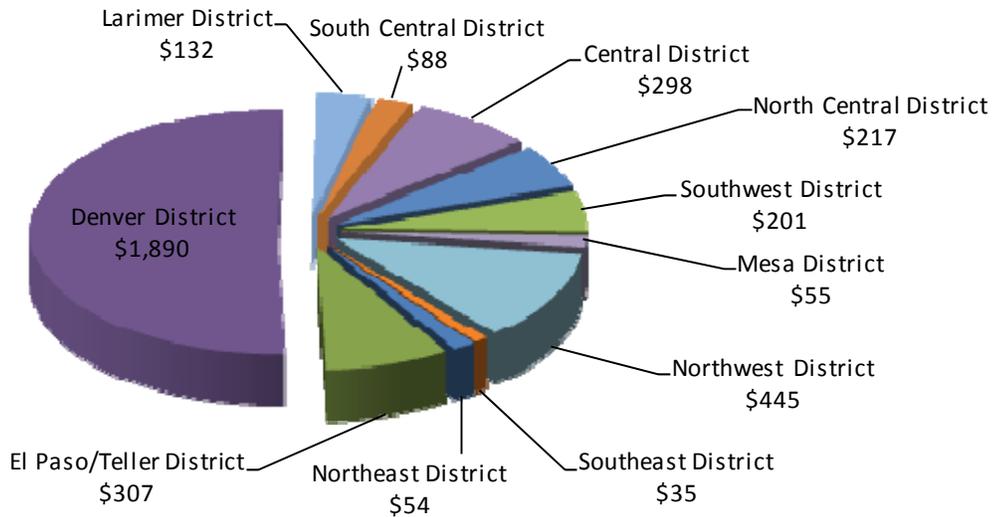
Northeast District

Logan
Morgan
Phillips
Sedgwick
Washington
Weld
Yuma

Southeast District

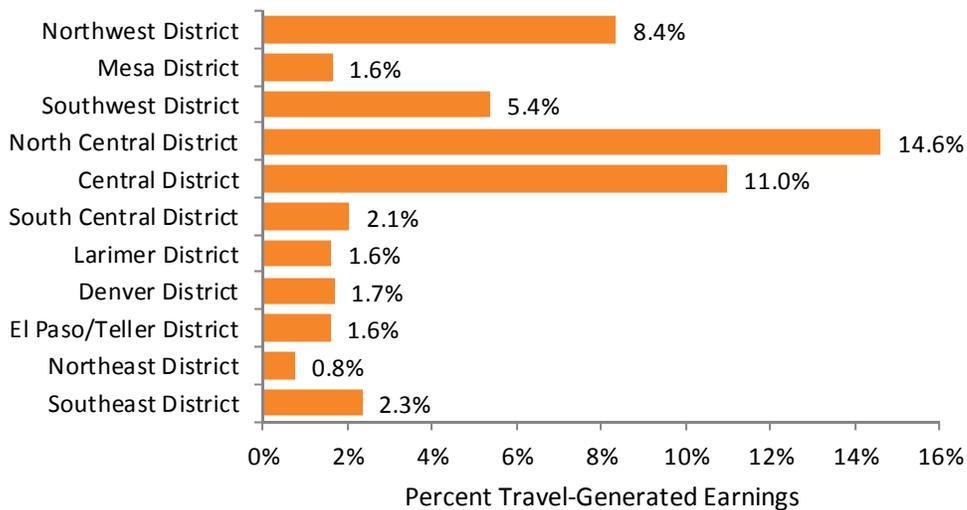
Baca
Bent
Cheyenne
Crowley
Elbert
Kiowa
Kit Carson
Lincoln
Otero
Prowers

Overnight Travel-Generated Earnings by District, 2011 (Millions)



Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics and U.S. Bureau of Economic Analysis.

Overnight Travel-Generated Earnings as a percentage of Total Earnings by Region, 2011



Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics and U.S. Bureau of Economic Analysis.

Northwest District Overnight Travel Impacts, 2002-2011

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	1,088	1,179	1,381	1,485	1,298	1,345	1,485
Other Travel*	11	14	16	17	12	13	12
Total Direct Spending	1,099	1,193	1,397	1,501	1,310	1,357	1,497
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	885	935	1,087	1,155	971	1,006	1,119
Campground	38	39	40	44	39	39	39
Private Home	53	76	85	91	83	91	94
Vacation Home	111	129	169	194	204	209	233
Destination Spending	1,088	1,179	1,381	1,485	1,298	1,345	1,485
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	353	369	444	497	398	407	451
Food Service	254	280	329	353	338	349	387
Food Stores	64	72	81	91	85	86	97
Local Tran. & Gas	43	56	74	88	67	76	89
Arts, Ent. & Rec.	190	202	225	225	209	212	231
Retail Sales	127	133	148	148	138	142	154
Visitor Air Tran.	56	67	80	83	63	73	77
Destination Spending	1,088	1,179	1,381	1,485	1,298	1,345	1,485
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	208	224	254	283	272	259	278
Arts, Ent. & Rec.	95	96	111	123	112	116	120
Retail**	27	29	32	34	33	32	33
Ground Tran.	3	4	5	5	5	5	5
Visitor Air Tran.	30	8	11	16	12	10	7
Other Travel*	7	4	5	5	4	3	2
Total Earnings	371	366	418	466	437	425	445
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	9.8	9.7	10.2	10.2	9.5	9.3	9.8
Arts, Ent. & Rec.	3.1	3.1	3.4	3.8	3.6	3.7	3.8
Retail**	1.1	1.1	1.2	1.2	1.1	1.0	1.1
Ground Tran.	0.1	0.1	0.2	0.2	0.2	0.1	0.1
Visitor Air Tran.	0.4	0.2	0.2	0.3	0.2	0.2	0.1
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.0
Total Employment	14.7	14.3	15.2	15.7	14.6	14.4	14.9
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	42	43	50	55	48	49	54
State Tax Receipts	29	30	35	38	34	34	37
Total Gov't Revenue	71	73	86	93	82	84	91

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

The Northwest District includes Eagle, Garfield, Grand, Jackson, Moffat, Rio Blanco and Routt counties.

**Mesa District
Overnight Travel Impacts, 2002-2011**

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	135	159	199	241	207	210	221
Other Travel*	15	16	24	32	28	29	32
Total Direct Spending	150	175	223	273	235	239	253
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	94	99	131	164	132	131	136
Campground	9	9	9	9	10	10	10
Private Home	30	48	54	63	59	63	68
Vacation Home	3	3	5	6	6	6	7
Destination Spending	135	159	199	241	207	210	221
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	32	33	44	62	49	48	47
Food Service	29	35	43	51	47	47	49
Food Stores	9	11	13	15	14	14	15
Local Tran. & Gas	11	14	20	24	17	19	23
Arts, Ent. & Rec.	16	20	22	25	23	23	23
Retail Sales	26	31	35	38	35	35	36
Visitor Air Tran.	12	15	22	27	23	24	28
Destination Spending	135	159	199	241	207	210	221
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	23	25	31	40	39	36	36
Arts, Ent. & Rec.	6	7	9	10	10	9	9
Retail**	5	6	6	7	7	6	6
Ground Tran.	1	1	1	1	1	1	1
Visitor Air Tran.	2	2	3	3	2	2	1
Other Travel*	3	3	3	3	3	3	2
Total Earnings	39	44	53	65	62	57	55
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	1.5	1.6	1.7	1.9	1.7	1.7	1.7
Arts, Ent. & Rec.	0.6	0.8	0.9	1.0	0.9	0.9	0.8
Retail**	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.1	0.1	0.1	0.1	0.1	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.0
Total Employment	2.5	2.7	3.0	3.3	3.1	2.9	2.9
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	5	5	7	9	8	7	7
State Tax Receipts	4	4	5	6	6	6	6
Total Gov't Revenue	9	10	12	15	13	13	13

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

The Mesa District includes Mesa county.

Southwest District Overnight Travel Impacts, 2002-2011

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	467	519	587	626	592	607	648
Other Travel*	13	15	22	25	23	26	27
Total Direct Spending	480	533	610	651	615	633	675
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	311	339	382	405	368	376	403
Campground	66	67	70	72	76	75	74
Private Home	40	57	66	71	69	78	82
Vacation Home	49	55	70	78	78	79	89
Destination Spending	467	519	587	626	592	607	648
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	130	139	162	178	163	164	172
Food Service	100	115	126	134	134	136	145
Food Stores	31	36	38	42	41	41	45
Local Tran. & Gas	37	47	61	71	56	63	72
Arts, Ent. & Rec.	70	78	81	82	78	78	82
Retail Sales	71	77	80	78	78	80	82
Visitor Air Tran.	27	26	40	42	40	45	50
Destination Spending	467	519	587	626	592	607	648
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	91	101	110	120	114	112	119
Arts, Ent. & Rec.	37	40	42	46	44	45	49
Retail**	14	16	17	17	17	17	17
Ground Tran.	4	4	5	5	5	5	5
Visitor Air Tran.	11	8	8	5	9	7	7
Other Travel*	4	5	3	2	3	4	5
Total Earnings	161	174	184	195	193	189	201
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	5.1	5.4	5.5	5.3	5.0	4.8	4.9
Arts, Ent. & Rec.	1.8	1.8	1.8	1.7	1.6	1.7	1.7
Retail**	0.7	0.8	0.8	0.7	0.7	0.7	0.7
Ground Tran.	0.1	0.1	0.2	0.2	0.2	0.2	0.2
Visitor Air Tran.	0.2	0.2	0.2	0.1	0.2	0.1	0.1
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Employment	8.0	8.3	8.5	8.1	7.7	7.5	7.7
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	14	16	18	20	20	20	21
State Tax Receipts	13	14	16	16	16	16	17
Total Gov't Revenue	27	30	34	37	35	36	38

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

The Southwest District includes Archuleta, Delta, Dolores, La Plata, Montezuma, Montrose, Ouray, San Juan and San Miguel counties.

North Central District Overnight Travel Impacts, 2002-2011

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	621	637	716	760	670	717	758
Other Travel*	0	0	0	0	0	0	0
Total Direct Spending	621	637	717	761	670	717	758
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	549	556	625	666	575	621	657
Campground	19	19	19	18	18	18	18
Private Home	9	15	15	16	17	20	20
Vacation Home	44	47	57	60	60	59	63
Destination Spending	621	637	716	760	670	717	758
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	203	208	257	293	242	256	270
Food Service	139	147	165	174	166	182	191
Food Stores	34	36	39	42	39	42	45
Local Tran. & Gas	11	16	22	27	19	22	27
Arts, Ent. & Rec.	168	164	164	156	142	147	155
Retail Sales	66	65	69	67	62	68	71
Visitor Air Tran.	0	0	0	0	0	0	0
Destination Spending	621	637	716	760	670	717	758
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	104	108	122	136	126	123	130
Arts, Ent. & Rec.	66	61	63	66	63	70	72
Retail**	13	13	14	15	14	14	14
Ground Tran.	0	0	1	1	1	1	1
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Earnings	183	183	200	218	203	208	217
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	5.4	5.3	5.6	5.5	5.3	5.3	5.6
Arts, Ent. & Rec.	2.4	2.2	2.1	2.1	2.1	2.2	2.3
Retail**	0.6	0.5	0.6	0.5	0.5	0.5	0.5
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Employment	8.4	8.0	8.2	8.2	7.9	8.1	8.5
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	19	19	23	26	23	24	26
State Tax Receipts	16	16	19	20	18	19	20
Total Gov't Revenue	34	35	41	46	41	43	46

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

The North Central District includes Clear Creek, Gilpin, and Summit counties.

Central District Overnight Travel Impacts, 2002-2011

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	598	680	801	845	758	879	855
Other Travel*	16	15	19	21	18	18	18
Total Direct Spending	614	695	820	867	775	896	873
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	437	499	601	637	551	665	626
Campground	48	49	43	40	42	42	42
Private Home	41	54	61	65	60	67	72
Vacation Home	71	77	96	104	105	104	115
Destination Spending	598	680	801	845	758	879	855
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	180	203	247	272	224	263	245
Food Service	136	159	190	200	194	227	219
Food Stores	37	44	48	53	50	56	56
Local Tran. & Gas	23	30	40	48	37	42	48
Arts, Ent. & Rec.	96	111	126	125	116	135	127
Retail Sales	77	83	90	87	84	95	92
Visitor Air Tran.	47	49	60	61	53	61	69
Destination Spending	598	680	801	845	758	879	855
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	121	138	159	174	167	170	175
Arts, Ent. & Rec.	63	67	79	86	77	84	86
Retail**	15	17	19	19	19	20	19
Ground Tran.	2	2	3	3	3	3	3
Visitor Air Tran.	12	5	7	10	5	8	12
Other Travel*	5	3	4	5	3	3	4
Total Earnings	218	233	270	297	273	288	298
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	5.7	6.2	6.6	6.4	6.0	6.1	6.3
Arts, Ent. & Rec.	1.8	1.8	1.9	1.9	1.8	1.8	1.9
Retail**	0.7	0.7	0.8	0.8	0.7	0.7	0.7
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Visitor Air Tran.	0.2	0.1	0.1	0.2	0.1	0.1	0.2
Other Travel*	0.1	0.1	0.1	0.1	0.0	0.1	0.1
Total Employment	8.6	9.0	9.6	9.4	8.8	9.0	9.2
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	19	24	29	31	29	34	33
State Tax Receipts	15	17	20	21	19	22	21
Total Gov't Revenue	34	41	49	52	48	56	54

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

The Central District includes Chaffee, Fremont, Gunnison, Hinsdale, Lake, Park and Pitkin counties.

**South Central District
Overnight Travel Impacts, 2002-2011**

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	182	213	236	264	256	272	289
Other Travel*	1	1	2	1	1	2	3
Total Direct Spending	183	214	238	265	257	274	292
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	107	112	125	149	144	155	168
Campground	25	26	27	25	26	26	26
Private Home	37	61	65	69	67	72	72
Vacation Home	12	14	19	21	20	20	23
Destination Spending	182	213	236	264	256	272	289
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	45	46	53	62	60	64	66
Food Service	44	53	58	64	68	71	75
Food Stores	14	18	19	21	21	22	23
Local Tran. & Gas	14	20	28	36	23	28	35
Arts, Ent. & Rec.	24	29	30	32	32	33	34
Retail Sales	40	46	47	48	49	52	53
Visitor Air Tran.	0	0	1	2	2	2	2
Destination Spending	182	213	236	264	256	272	289
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	34	38	40	47	49	47	47
Arts, Ent. & Rec.	20	24	26	30	29	29	29
Retail**	8	9	10	10	11	10	10
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	1	0	1	0	1
Other Travel*	1	1	1	1	1	0	1
Total Earnings	63	72	78	88	90	87	88
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	2.7	2.9	3.0	3.2	3.2	3.0	3.0
Arts, Ent. & Rec.	0.9	1.0	1.0	1.1	1.0	0.9	0.9
Retail**	0.4	0.5	0.5	0.5	0.5	0.5	0.5
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Employment	4.1	4.4	4.5	4.8	4.7	4.5	4.4
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	6	6	7	8	8	8	9
State Tax Receipts	6	7	7	8	8	8	8
Total Gov't Revenue	12	13	14	16	16	16	17

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

The South Central District includes Alamosa, Conejos, Costilla, Custer, Huerfano, Las Animas, Mineral, Pueblo, Rio Grande and Saguache counties.

Larimer District Overnight Travel Impacts, 2002-2011

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	305	356	428	440	399	426	473
Other Travel*	6	9	8	9	6	6	5
Total Direct Spending	310	365	437	449	405	432	478
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	188	200	253	251	215	237	275
Campground	34	35	36	33	34	34	34
Private Home	56	93	102	113	109	114	118
Vacation Home	26	29	37	42	40	41	46
Destination Spending	305	356	428	440	399	426	473
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	74	78	106	105	94	101	113
Food Service	69	83	99	103	98	105	116
Food Stores	23	28	32	34	32	33	37
Local Tran. & Gas	22	29	40	48	35	40	49
Arts, Ent. & Rec.	52	63	71	70	66	68	73
Retail Sales	64	73	81	78	74	78	84
Visitor Air Tran.	0	0	0	0	0	1	1
Destination Spending	305	356	428	440	399	426	473
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	50	56	68	71	72	74	79
Arts, Ent. & Rec.	23	26	30	33	32	33	34
Retail**	11	13	15	15	14	14	15
Ground Tran.	1	1	2	2	2	2	2
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	4	5	6	5	3	2	2
Total Earnings	88	103	120	125	123	125	132
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	3.1	3.4	3.8	3.7	3.6	3.7	3.8
Arts, Ent. & Rec.	2.0	2.4	2.2	2.4	2.4	2.3	2.3
Retail**	0.5	0.6	0.7	0.7	0.6	0.6	0.6
Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Employment	5.8	6.5	6.9	6.9	6.8	6.8	6.9
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	8	10	12	12	11	12	14
State Tax Receipts	9	10	12	12	12	12	13
Total Gov't Revenue	18	20	24	24	22	24	27

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

The Larimer District includes Larimer county.

**Denver District
Overnight Travel Impacts, 2002-2011**

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	3,690	4,069	4,941	5,505	4,872	5,296	5,880
Other Travel*	1,131	1,170	1,363	1,416	1,270	1,382	1,552
Total Direct Spending	4,821	5,239	6,304	6,921	6,142	6,678	7,433
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	2,759	2,814	3,479	3,932	3,430	3,758	4,224
Campground	22	23	24	22	23	23	22
Private Home	876	1,194	1,389	1,497	1,367	1,462	1,574
Vacation Home	33	37	47	53	52	53	60
Destination Spending	3,690	4,069	4,941	5,505	4,872	5,296	5,880
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	653	645	869	1,057	862	940	1,043
Food Service	588	672	791	884	851	920	1,003
Food Stores	107	138	153	174	164	172	188
Local Tran. & Gas	549	685	877	1,021	826	923	1,051
Arts, Ent. & Rec.	377	445	496	522	489	516	548
Retail Sales	517	562	625	642	604	650	697
Visitor Air Tran.	900	920	1,130	1,206	1,076	1,175	1,351
Destination Spending	3,690	4,069	4,941	5,505	4,872	5,296	5,880
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	474	503	599	708	670	665	716
Arts, Ent. & Rec.	199	225	258	296	285	268	279
Retail**	90	102	112	120	114	115	119
Ground Tran.	54	61	72	77	72	78	77
Visitor Air Tran.	335	328	365	332	313	299	308
Other Travel*	458	454	478	428	401	386	391
Total Earnings	1,610	1,673	1,885	1,962	1,855	1,811	1,890
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	21.2	21.5	24.2	26.4	24.8	24.9	26.0
Arts, Ent. & Rec.	6.7	7.7	8.3	8.8	8.3	8.2	8.3
Retail**	3.4	3.8	4.1	4.3	4.1	4.1	4.2
Ground Tran.	2.1	2.1	2.5	2.6	2.4	2.3	2.3
Visitor Air Tran.	5.3	5.7	5.5	5.8	5.4	5.0	4.9
Other Travel*	7.9	8.0	7.2	7.6	6.9	6.4	6.2
Total Employment	46.6	48.9	51.7	55.6	51.9	50.9	51.9
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	144	156	204	235	211	227	249
State Tax Receipts	109	118	137	147	134	140	149
Total Gov't Revenue	253	274	341	382	345	367	398

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

The Denver District includes Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas and Jefferson counties.

**El Paso/Teller District
Overnight Travel Impacts, 2002-2011**

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	807	932	1,008	1,106	1,028	1,087	1,166
Other Travel*	113	113	127	119	110	109	116
Total Direct Spending	920	1,045	1,134	1,225	1,137	1,196	1,282
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	592	638	669	761	701	740	809
Campground	35	38	39	36	36	35	35
Private Home	161	236	274	283	263	285	293
Vacation Home	19	21	25	27	27	27	29
Destination Spending	807	932	1,008	1,106	1,028	1,087	1,166
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	177	190	202	223	202	209	224
Food Service	164	197	210	244	246	260	273
Food Stores	32	42	45	51	50	52	55
Local Tran. & Gas	44	68	98	123	78	95	119
Arts, Ent. & Rec.	137	162	166	174	175	178	193
Retail Sales	150	170	173	183	180	190	196
Visitor Air Tran.	103	102	114	107	97	101	106
Destination Spending	807	932	1,008	1,106	1,028	1,087	1,166
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	121	138	140	162	153	161	177
Arts, Ent. & Rec.	55	62	66	76	67	71	76
Retail**	26	30	31	34	33	33	33
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	4	5	10	10	9	9	9
Other Travel*	6	7	12	12	11	11	11
Total Earnings	212	244	257	293	273	286	307
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	6.9	7.5	7.3	7.8	7.4	7.5	7.8
Arts, Ent. & Rec.	2.6	3.4	3.4	3.8	3.4	3.5	3.7
Retail**	1.1	1.2	1.3	1.4	1.4	1.3	1.3
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.1	0.1	0.2	0.2	0.2	0.2	0.2
Other Travel*	0.2	0.2	0.3	0.3	0.2	0.2	0.2
Total Employment	10.9	12.4	12.4	13.5	12.7	12.6	13.2
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	19	23	29	32	31	32	34
State Tax Receipts	23	26	28	30	28	30	31
Total Gov't Revenue	42	49	57	62	59	62	65

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and travel agencies. ** Retail includes gasoline.

The El Paso/Teller District includes El Paso and Teller counties.

Northeast District Overnight Travel Impacts, 2002-2011

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	119	155	176	194	183	192	209
Other Travel*	2	2	2	1	1	1	1
Total Direct Spending	121	157	177	195	184	193	210
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	53	52	58	65	58	60	70
Campground	6	7	7	7	7	7	7
Private Home	55	92	105	114	111	118	124
Vacation Home	4	5	6	8	7	7	9
Destination Spending	119	155	176	194	183	192	209
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	20	20	22	25	23	23	26
Food Service	30	40	46	50	52	54	58
Food Stores	10	14	16	18	18	18	20
Local Tran. & Gas	11	16	22	28	18	22	27
Arts, Ent. & Rec.	17	24	26	28	27	29	30
Retail Sales	30	40	44	44	45	47	49
Visitor Air Tran.	0	0	0	0	0	0	0
Destination Spending	119	155	176	194	183	192	209
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	19	23	25	28	29	28	29
Arts, Ent. & Rec.	9	12	14	16	15	14	15
Retail**	6	8	8	9	9	9	9
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	1	1	1	1	1	1	1
Total Earnings	35	44	48	54	53	51	54
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	1.5	1.8	1.8	1.8	1.7	1.7	1.7
Arts, Ent. & Rec.	0.8	1.0	1.1	1.2	1.2	1.1	1.1
Retail**	0.3	0.4	0.4	0.4	0.4	0.4	0.4
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Employment	2.7	3.2	3.4	3.5	3.3	3.2	3.3
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	3	3	4	4	4	4	5
State Tax Receipts	4	5	5	6	6	6	6
Total Gov't Revenue	7	8	9	10	10	10	11

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

The Northeast District includes Logan, Morgan, Phillips, Sedgwick, Washington, Weld and Yuma counties.

**Southeast District
Overnight Travel Impacts, 2002-2011**

	2002	2004	2006	2008	2009	2010	2011
Total Direct Travel Spending (\$Million)							
Destination Spending	85	99	109	121	115	123	142
Other Travel*	24	22	20	20	10	8	8
Total Direct Spending	108	121	130	141	125	131	150
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	31	33	37	44	39	44	59
Campground	4	4	5	4	4	4	4
Private Home	42	55	60	64	62	66	68
Vacation Home	7	6	8	9	9	10	11
Destination Spending	85	99	109	121	115	123	142
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	12	12	13	15	14	16	20
Food Service	12	15	16	17	18	19	23
Food Stores	4	5	5	6	6	6	7
Local Tran. & Gas	38	43	52	59	54	58	64
Arts, Ent. & Rec.	7	9	9	10	10	10	12
Retail Sales	12	14	14	14	14	15	17
Visitor Air Tran.	0	0	0	0	0	0	0
Destination Spending	85	99	109	121	115	123	142
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	11	12	12	14	14	14	14
Arts, Ent. & Rec.	4	4	4	5	5	5	6
Retail**	3	3	3	3	3	3	4
Ground Tran.	5	6	7	7	7	7	7
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	14	13	12	12	6	4	4
Total Earnings	36	38	38	41	35	34	35
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	0.8	0.8	0.8	0.8	0.8	0.8	0.8
Arts, Ent. & Rec.	0.3	0.3	0.4	0.4	0.4	0.4	0.4
Retail**	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.5	0.4	0.3	0.3	0.1	0.1	0.1
Total Employment	1.9	1.9	1.9	1.8	1.7	1.7	1.7
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	2	2	2	3	3	3	4
State Tax Receipts	3	3	4	4	4	4	4
Total Gov't Revenue	5	5	6	7	7	7	8

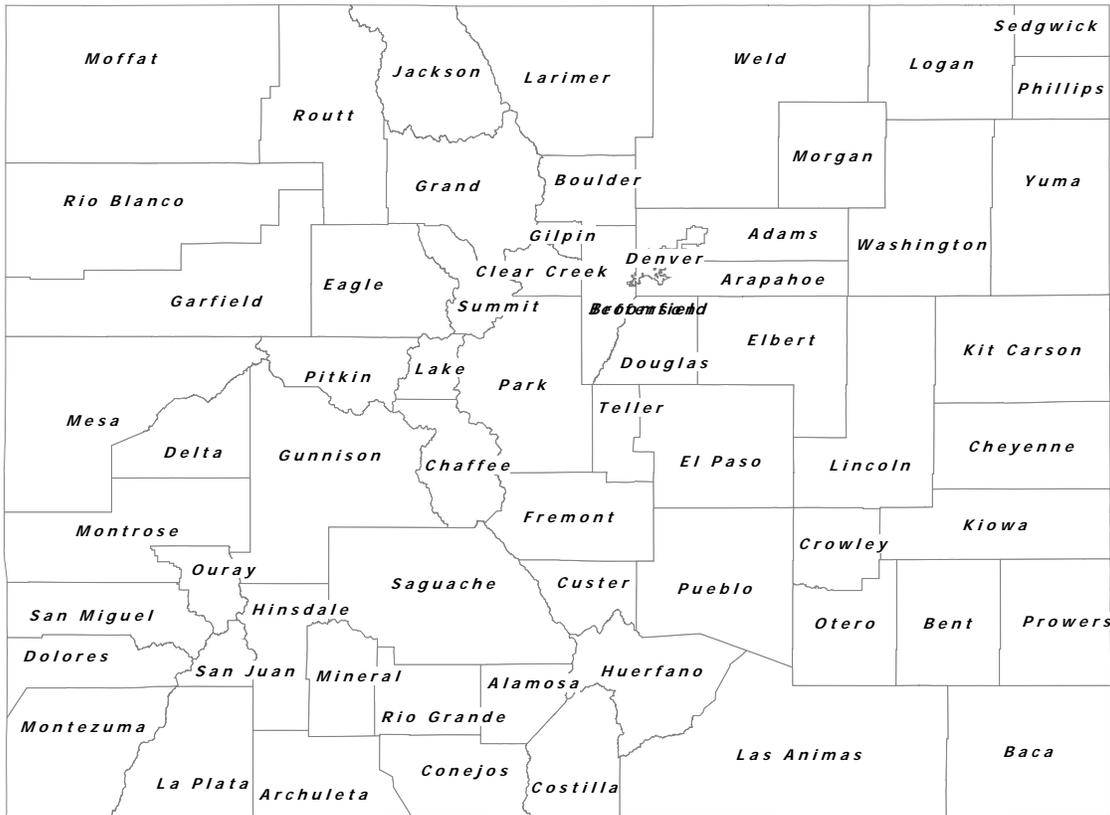
Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

The Southeast District includes Baca, Bent, Cheyenne, Crowley, Ebert, Kiowa, Kit Carson, Lincoln, Otero and Prowers counties.

VI. COUNTY OVERNIGHT VISITOR IMPACTS

1996-2011



County Overnight Travel Impacts, 1996-2011

	1996	1998	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Adams													
Travel Spending (\$M)	133.3	160.3	194.0	219.6	229.0	262.3	282.5	318.4	348.7	342.6	280.2	298.9	327.9
Earnings (\$M)	33.5	41.9	50.5	60.1	60.8	67.4	70.4	77.9	86.0	80.5	77.5	73.7	77.0
Employment (jobs)	2,460	2,780	3,020	3,370	3,340	3,690	3,740	3,830	4,070	3,870	3,660	3,530	3,560
Local Taxes (\$M)	4.9	6.3	8.4	10.4	10.2	11.9	12.8	14.0	15.6	15.2	13.0	13.4	14.1
State Taxes (\$M)	6.8	8.4	8.6	9.2	9.4	10.4	10.9	11.9	12.7	12.1	10.8	11.1	11.4
Alamosa													
Travel Spending (\$M)	20.4	20.3	20.2	19.8	21.5	23.4	24.4	27.2	29.0	28.4	26.6	35.0	35.5
Earnings (\$M)	6.0	6.1	5.9	5.8	6.3	6.8	7.7	7.8	8.2	8.1	8.4	8.4	8.5
Employment (jobs)	590	530	460	430	460	460	490	490	470	460	440	470	480
Local Taxes (\$M)	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.8	0.9	0.9	0.8	1.2	1.1
State Taxes (\$M)	0.7	0.7	0.6	0.6	0.7	0.7	0.7	0.8	0.8	0.8	0.8	1.0	1.0
Arapahoe													
Travel Spending (\$M)	528.6	649.5	707.4	606.4	604.8	661.0	673.3	729.2	786.7	779.3	684.1	740.1	791.0
Earnings (\$M)	174.6	217.0	237.6	201.7	197.0	209.2	207.1	214.4	226.2	222.6	210.7	197.5	206.9
Employment (jobs)	7,680	8,320	7,970	6,360	6,010	6,200	6,140	6,050	6,390	6,460	5,980	5,900	6,100
Local Taxes (\$M)	10.7	13.7	15.8	13.7	13.2	15.5	16.2	18.0	20.8	20.3	17.8	19.3	20.3
State Taxes (\$M)	17.4	21.7	22.2	19.0	18.8	20.4	20.8	22.6	24.6	23.9	21.7	22.8	23.7
Archuleta													
Travel Spending (\$M)	20.7	23.1	28.6	29.6	30.3	34.2	34.7	37.8	38.4	36.8	39.1	40.6	44.0
Earnings (\$M)	8.1	9.4	11.5	12.0	12.3	13.9	13.9	14.8	15.0	14.6	13.8	13.7	13.7
Employment (jobs)	540	550	590	600	590	620	650	670	640	610	560	560	570
Local Taxes (\$M)	0.7	0.8	1.0	1.1	1.1	1.2	1.2	1.5	1.6	1.5	1.6	1.7	1.8
State Taxes (\$M)	0.7	0.8	0.9	0.9	0.9	1.0	1.0	1.1	1.2	1.1	1.1	1.2	1.3
Baca													
Travel Spending (\$M)	1.9	2.1	2.0	1.8	2.1	2.3	2.6	3.0	3.1	3.2	2.8	3.0	2.9
Earnings (\$M)	0.5	0.5	0.5	0.4	0.5	0.5	0.6	0.7	0.7	0.7	0.6	0.5	0.4
Employment (jobs)	50	60	50	40	50	50	50	50	50	50	40	30	30
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

County Overnight Travel Impacts, 1996-2011

	1996	1998	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Bent													
Travel Spending (\$M)	2.7	2.3	2.7	2.5	3.0	3.2	3.3	3.5	6.8	3.9	3.7	3.3	2.9
Earnings (\$M)	0.7	0.6	0.6	0.6	0.7	0.8	0.8	0.8	1.7	0.9	0.8	0.7	0.6
Employment (jobs)	70	50	50	50	60	60	60	70	130	70	60	50	40
Local Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1
Boulder													
Travel Spending (\$M)	269.5	305.2	326.2	290.5	294.5	328.7	343.0	372.9	396.9	411.3	372.3	392.2	427.2
Earnings (\$M)	91.5	105.2	110.9	99.0	99.8	108.6	111.3	117.6	125.1	134.0	121.2	120.3	126.6
Employment (jobs)	5,770	5,890	5,540	4,750	4,670	5,110	5,110	5,240	5,320	5,430	5,040	5,030	5,180
Local Taxes (\$M)	8.7	10.1	11.0	9.9	9.8	10.9	12.7	14.1	15.7	15.7	14.6	15.4	18.3
State Taxes (\$M)	8.1	9.4	9.6	8.4	8.4	9.2	9.6	10.5	11.2	11.3	10.5	10.9	11.6
Broomfield													
Travel Spending (\$M)	0.0	0.0	0.0	40.0	57.2	65.1	68.7	73.6	81.7	78.5	71.8	84.6	95.3
Earnings (\$M)	0.0	0.0	0.0	13.5	19.3	21.7	22.9	24.1	27.0	26.8	23.8	23.4	23.5
Employment (jobs)	0	0	0	700	970	1,020	1,040	1,110	1,330	1,180	1,120	1,080	1,060
Local Taxes (\$M)	0.0	0.0	0.0	1.6	2.3	2.5	2.9	3.2	3.5	3.4	3.0	3.6	4.1
State Taxes (\$M)	0.0	0.0	0.0	1.0	1.5	1.7	1.8	1.9	2.1	2.1	1.9	2.1	2.4
Chaffee													
Travel Spending (\$M)	39.0	40.9	44.9	47.3	48.6	50.6	46.5	50.7	55.2	56.5	54.9	56.6	60.0
Earnings (\$M)	12.6	13.5	14.5	15.5	15.8	16.2	15.0	16.0	17.5	18.2	17.5	17.6	18.8
Employment (jobs)	1,030	1,020	980	1,000	990	990	890	900	920	910	880	870	920
Local Taxes (\$M)	1.3	1.3	1.5	1.6	1.6	1.6	1.5	1.6	1.8	1.8	2.0	2.0	2.1
State Taxes (\$M)	1.2	1.3	1.4	1.4	1.4	1.5	1.4	1.5	1.7	1.7	1.6	1.7	1.7
Cheyenne													
Travel Spending (\$M)	0.8	0.9	0.9	0.7	0.9	1.0	1.3	1.5	1.7	1.7	1.4	1.6	1.7
Earnings (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.5	0.6	0.3
Employment (jobs)	20	20	20	10	20	20	20	20	30	30	40	50	30
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Taxes (\$M)	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1

County Overnight Travel Impacts, 1996-2011

	1996	1998	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Clear Creek													
Travel Spending (\$M)	16.4	18.6	19.5	18.6	19.9	19.9	20.6	22.2	23.1	23.3	21.7	21.5	23.5
Earnings (\$M)	4.1	4.8	4.9	4.7	5.0	4.8	4.9	5.1	5.3	5.3	5.6	5.5	5.8
Employment (jobs)	350	370	350	320	330	300	300	300	290	310	310	300	320
Local Taxes (\$M)	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.5	0.5	0.6
State Taxes (\$M)	0.6	0.7	0.7	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Conejos													
Travel Spending (\$M)	3.8	6.5	5.5	5.6	5.8	5.9	6.1	7.3	7.7	7.5	7.6	7.6	7.6
Earnings (\$M)	1.3	2.4	2.0	2.0	2.1	2.1	2.1	2.5	2.6	2.5	2.4	2.1	2.0
Employment (jobs)	100	180	130	140	140	150	150	180	200	210	210	190	150
Local Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Taxes (\$M)	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Costilla													
Travel Spending (\$M)	1.7	1.7	4.2	3.0	3.4	3.4	3.4	3.6	3.8	3.7	3.6	3.1	3.4
Earnings (\$M)	0.4	0.4	1.2	0.8	0.9	0.9	0.9	0.9	1.0	1.0	0.9	0.9	0.9
Employment (jobs)	70	60	120	80	90	80	80	80	90	80	80	80	80
Local Taxes (\$M)	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Crowley													
Travel Spending (\$M)	0.5	0.6	0.6	0.5	0.7	0.8	0.9	1.0	1.1	1.1	0.9	1.0	1.0
Earnings (\$M)	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Employment (jobs)	10	10	10	10	10	10	10	10	10	10	10	10	10
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Custer													
Travel Spending (\$M)	8.5	8.1	8.2	8.1	8.2	8.3	8.4	8.5	9.6	9.5	8.9	9.7	10.7
Earnings (\$M)	2.1	2.1	2.0	2.0	2.0	2.0	2.0	2.0	2.3	2.3	2.1	2.0	2.0
Employment (jobs)	290	230	190	190	180	180	170	170	190	200	180	170	160
Local Taxes (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
State Taxes (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.3	0.3

County Overnight Travel Impacts, 1996-2011

	1996	1998	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Delta													
Travel Spending (\$M)	18.7	22.2	23.0	23.3	25.4	30.0	31.1	36.2	34.4	34.3	32.6	33.4	33.8
Earnings (\$M)	5.5	6.9	6.9	7.1	7.7	9.0	9.3	10.7	10.1	10.2	10.2	9.6	9.5
Employment (jobs)	390	530	520	480	510	570	580	650	570	560	560	560	530
Local Taxes (\$M)	0.5	0.6	0.7	0.7	0.7	0.9	0.9	1.1	1.0	1.0	0.9	0.9	0.9
State Taxes (\$M)	0.6	0.7	0.7	0.7	0.7	0.8	0.9	1.0	0.9	0.9	0.9	0.9	0.9
Denver													
Travel Spending (\$M)	2,613	3,097	3,619	3,183	3,188	3,399	3,701	4,178	4,451	4,580	4,112	4,511	5,076
Earnings (\$M)	953	1,022	1,082	1,093	1,037	1,124	1,135	1,290	1,271	1,311	1,241	1,219	1,273
Employment (jobs)	25,860	27,150	27,540	24,540	24,320	26,310	27,290	28,360	29,530	30,730	28,540	27,970	28,560
Local Taxes (\$M)	74.0	87.4	100.3	93.7	96.6	101.8	116.2	137.6	153.3	160.3	143.9	156.4	171.4
State Taxes (\$M)	48.9	56.2	58.7	53.5	53.0	56.9	59.7	67.6	71.4	73.7	67.6	71.2	76.7
Dolores													
Travel Spending (\$M)	1.9	2.1	2.6	3.1	3.2	3.3	3.4	3.4	3.5	3.5	3.5	3.7	3.8
Earnings (\$M)	0.4	0.5	0.6	0.7	0.7	0.8	0.8	0.8	0.8	0.8	0.7	0.7	0.8
Employment (jobs)	60	70	60	80	80	80	80	80	70	70	50	50	50
Local Taxes (\$M)	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Douglas													
Travel Spending (\$M)	34.6	51.4	84.9	84.5	105.1	132.3	148.0	165.8	198.1	214.3	189.1	204.0	216.0
Earnings (\$M)	7.6	12.2	21.2	21.5	26.7	33.1	36.7	40.1	49.0	54.0	52.5	52.3	54.8
Employment (jobs)	490	700	1,150	1,090	1,320	1,630	1,800	1,960	2,280	2,500	2,450	2,450	2,480
Local Taxes (\$M)	0.4	0.9	1.8	2.0	2.5	3.0	3.6	4.0	4.9	5.6	5.3	5.8	6.2
State Taxes (\$M)	1.8	2.5	3.2	3.1	3.6	4.4	4.8	5.3	6.2	6.5	5.9	6.3	6.5
Eagle													
Travel Spending (\$M)	515.3	592.4	576.1	589.0	589.2	639.4	659.7	731.5	752.8	777.3	678.4	738.6	802.7
Earnings (\$M)	162.2	186.2	176.0	156.6	156.3	165.2	168.8	182.7	200.8	210.2	186.9	188.8	197.1
Employment (jobs)	7,390	7,620	6,840	6,350	6,160	6,390	6,300	6,580	6,810	7,020	6,420	6,430	6,570
Local Taxes (\$M)	23.1	26.4	23.0	23.8	21.6	23.1	24.3	26.8	27.9	29.1	25.3	27.5	29.9
State Taxes (\$M)	13.8	15.8	15.2	14.6	14.6	15.6	16.1	17.7	18.5	19.2	16.9	18.0	19.4

County Overnight Travel Impacts, 1996-2011

	1996	1998	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
El Paso													
Travel Spending (\$M)	865.1	936.0	1,002.4	833.3	856.3	945.8	961.4	1,031.7	1,116.6	1,118.9	1,029.5	1,086.3	1,156.0
Earnings (\$M)	188.2	199.4	211.5	180.1	188.1	208.6	213.7	221.0	248.7	252.3	233.9	246.0	263.6
Employment (jobs)	12,800	12,430	11,930	9,450	9,600	10,940	10,760	10,980	12,000	11,900	11,190	11,130	11,620
Local Taxes (\$M)	17.9	18.7	20.5	18.5	19.8	22.2	27.4	28.2	31.9	31.3	29.8	31.3	32.7
State Taxes (\$M)	23.1	24.9	25.8	21.4	22.2	24.6	24.9	26.1	29.0	28.4	26.7	28.0	29.3
Elbert													
Travel Spending (\$M)	52.6	62.8	61.6	57.7	58.7	60.4	58.7	63.8	65.7	67.2	57.8	57.2	59.7
Earnings (\$M)	17.6	20.5	21.6	19.3	19.2	19.4	18.2	19.2	19.3	19.6	13.5	12.4	12.2
Employment (jobs)	1,000	900	850	700	670	610	560	570	550	550	400	370	360
Local Taxes (\$M)	0.5	0.6	0.5	0.6	0.7	0.8	0.8	0.9	0.9	1.5	1.5	1.6	1.6
State Taxes (\$M)	1.2	1.4	1.3	1.3	1.3	1.3	1.3	1.5	1.5	1.6	1.4	1.5	1.5
Fremont													
Travel Spending (\$M)	34.7	36.9	40.4	40.6	41.8	46.5	50.4	55.1	56.6	57.1	53.4	55.4	57.1
Earnings (\$M)	9.6	10.5	11.2	11.4	11.6	12.6	13.7	14.6	15.0	15.4	15.1	15.0	15.4
Employment (jobs)	860	860	850	840	830	890	950	1,010	970	960	920	910	900
Local Taxes (\$M)	0.8	0.8	0.9	1.0	1.0	1.1	1.2	1.3	1.4	1.4	1.3	1.3	1.3
State Taxes (\$M)	1.2	1.3	1.3	1.3	1.3	1.4	1.5	1.7	1.7	1.7	1.6	1.7	1.7
Garfield													
Travel Spending (\$M)	46.7	52.7	60.6	85.6	90.1	97.0	105.2	125.5	146.6	145.0	116.5	121.2	132.4
Earnings (\$M)	13.8	15.8	18.0	26.8	27.9	29.5	31.5	36.8	43.6	43.5	40.0	36.1	36.7
Employment (jobs)	1,030	1,030	990	1,370	1,390	1,410	1,460	1,590	1,770	1,650	1,510	1,430	1,440
Local Taxes (\$M)	1.3	1.7	2.0	3.3	3.4	3.6	4.0	5.1	6.0	5.8	5.0	5.1	5.5
State Taxes (\$M)	1.8	2.1	2.2	2.9	3.0	3.2	3.4	4.0	4.6	4.4	3.7	3.8	4.0
Gilpin													
Travel Spending (\$M)	85.4	91.6	120.8	140.6	134.2	133.1	133.2	129.1	125.7	121.0	107.9	109.5	117.0
Earnings (\$M)	30.5	32.9	43.2	50.3	48.1	45.7	46.9	45.3	45.2	45.9	45.1	50.6	49.1
Employment (jobs)	1,520	1,400	1,670	1,770	1,640	1,570	1,710	1,570	1,530	1,530	1,540	1,660	1,670
Local Taxes (\$M)	0.5	0.5	0.8	0.9	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.9	0.9
State Taxes (\$M)	1.0	1.1	1.5	1.7	1.6	1.6	1.6	1.6	1.5	1.5	1.4	1.6	1.6

County Overnight Travel Impacts, 1996-2011

	1996	1998	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Grand													
Travel Spending (\$M)	129.4	139.6	153.5	158.8	162.0	165.8	175.6	195.2	191.5	200.0	183.9	179.4	214.2
Earnings (\$M)	41.4	45.4	49.5	51.5	52.4	52.6	55.4	60.3	59.1	63.1	60.2	59.4	62.7
Employment (jobs)	2,750	2,820	2,780	2,620	2,590	2,400	2,440	2,560	2,450	2,560	2,390	2,370	2,510
Local Taxes (\$M)	4.5	4.9	5.4	5.6	5.6	5.7	6.0	6.6	6.5	6.7	6.1	5.9	7.1
State Taxes (\$M)	3.5	3.9	4.2	4.2	4.2	4.3	4.6	5.0	4.9	5.1	4.7	4.6	5.3
Gunnison													
Travel Spending (\$M)	81.4	84.6	87.8	83.1	98.1	120.1	123.2	139.0	141.8	137.5	143.2	137.1	145.8
Earnings (\$M)	29.3	29.0	29.3	34.3	43.8	37.1	34.4	42.6	42.1	41.0	42.1	36.1	38.0
Employment (jobs)	1,760	1,680	1,640	1,620	1,950	2,110	1,990	2,240	2,100	2,060	1,940	1,800	1,850
Local Taxes (\$M)	2.4	2.4	2.4	2.4	3.2	4.1	4.2	4.7	5.0	4.9	5.1	5.0	5.2
State Taxes (\$M)	1.9	2.0	2.0	2.0	2.5	2.8	2.7	3.2	3.2	3.1	3.3	3.1	3.2
Hinsdale													
Travel Spending (\$M)	7.4	8.4	9.2	9.5	9.2	9.5	9.7	10.5	10.9	10.1	10.9	10.5	10.9
Earnings (\$M)	4.0	4.6	5.0	5.3	5.0	5.2	5.3	5.6	5.9	5.5	6.2	5.2	7.1
Employment (jobs)	350	390	370	380	360	320	320	340	320	300	330	290	420
Local Taxes (\$M)	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
State Taxes (\$M)	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Huerfano													
Travel Spending (\$M)	6.9	8.1	8.7	8.1	8.0	8.8	9.0	9.6	10.5	10.2	8.4	9.4	12.7
Earnings (\$M)	2.4	2.9	3.1	2.9	2.7	2.9	2.9	3.0	3.3	3.1	2.9	2.5	3.1
Employment (jobs)	220	220	220	170	160	160	160	170	180	180	160	150	180
Local Taxes (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.4
State Taxes (\$M)	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.4
Jackson													
Travel Spending (\$M)	2.5	2.4	3.2	3.2	3.1	3.1	3.3	3.4	3.6	3.8	4.0	3.9	4.0
Earnings (\$M)	1.5	1.5	2.0	2.0	1.9	1.9	2.0	2.1	2.2	2.3	2.6	2.3	2.3
Employment (jobs)	100	90	120	100	100	90	100	90	100	90	100	100	100
Local Taxes (\$M)	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

County Overnight Travel Impacts, 1996-2011

	1996	1998	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Jefferson													
Travel Spending (\$M)	310.5	358.9	424.5	397.3	352.7	390.2	417.3	465.8	505.7	515.0	433.2	447.5	498.8
Earnings (\$M)	91.5	109.1	127.7	121.1	102.1	108.7	112.6	121.2	132.1	133.9	127.6	124.2	128.4
Employment (jobs)	5,300	6,020	6,490	5,790	4,780	4,980	5,010	5,170	5,350	5,400	5,080	4,930	4,930
Local Taxes (\$M)	8.7	10.4	13.0	12.6	9.8	10.3	12.1	13.5	14.8	14.6	13.0	12.9	14.0
State Taxes (\$M)	12.9	15.5	16.3	15.1	13.6	14.7	15.4	16.8	18.0	17.5	15.8	15.9	16.7
Kiowa													
Travel Spending (\$M)	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.9	0.9	0.9	0.8	0.8	0.9
Earnings (\$M)	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Employment (jobs)	10	20	20	20	20	20	20	20	20	20	20	20	20
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kit Carson													
Travel Spending (\$M)	8.6	10.6	10.9	11.2	11.2	12.5	12.1	10.7	13.7	13.0	11.7	13.8	13.8
Earnings (\$M)	3.2	4.1	4.1	4.3	4.2	4.6	4.4	3.5	4.7	4.4	4.6	4.6	4.9
Employment (jobs)	250	310	270	260	250	260	230	190	240	210	210	220	220
Local Taxes (\$M)	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3
State Taxes (\$M)	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.4	0.5	0.5
La Plata													
Travel Spending (\$M)	173.6	167.6	180.4	162.2	168.8	189.3	191.1	212.6	220.7	229.4	213.2	219.5	233.2
Earnings (\$M)	58.0	59.6	61.3	54.2	95.3	67.9	60.5	64.4	67.4	70.2	65.1	68.6	75.1
Employment (jobs)	3,890	3,630	3,420	2,740	3,330	3,050	2,840	2,900	2,810	2,840	2,640	2,660	2,800
Local Taxes (\$M)	4.7	4.7	5.2	4.5	4.9	5.3	5.5	6.2	6.4	6.6	6.2	6.3	6.5
State Taxes (\$M)	4.4	4.6	4.7	4.0	4.9	4.8	4.7	5.1	5.3	5.3	4.9	5.1	5.3
Lake													
Travel Spending (\$M)	18.0	15.9	21.6	21.8	22.1	21.9	22.0	25.1	24.6	28.8	24.8	27.4	26.5
Earnings (\$M)	5.8	4.7	7.1	7.2	7.2	7.0	7.0	7.9	7.7	9.5	8.1	8.3	8.5
Employment (jobs)	420	310	420	400	390	350	350	370	340	390	340	340	350
Local Taxes (\$M)	0.4	0.4	0.5	0.6	0.5	0.5	0.5	0.6	0.6	0.7	0.6	0.7	0.7
State Taxes (\$M)	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.8	0.7	0.8	0.7

County Overnight Travel Impacts, 1996-2011

	1996	1998	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Larimer													
Travel Spending (\$M)	251.8	285.5	319.4	310.4	332.4	365.3	377.5	436.6	446.2	448.5	405.3	432.2	478.3
Earnings (\$M)	70.7	81.7	90.2	88.3	98.4	102.6	109.6	120.5	122.6	125.4	123.3	125.4	132.4
Employment (jobs)	6,130	6,360	6,290	5,850	6,130	6,510	6,550	6,860	6,760	6,930	6,790	6,750	6,860
Local Taxes (\$M)	5.9	7.4	8.7	8.5	8.9	9.6	10.0	11.8	11.9	11.8	10.9	11.7	14.2
State Taxes (\$M)	7.8	9.1	9.6	9.1	9.6	10.3	10.7	12.3	12.5	12.4	11.6	12.2	13.2
Las Animas													
Travel Spending (\$M)	13.4	13.7	15.1	15.2	15.9	17.9	18.5	27.7	35.0	35.8	33.3	33.4	36.6
Earnings (\$M)	4.9	5.0	5.4	5.6	5.7	6.3	6.4	9.6	12.4	12.9	13.6	11.8	11.5
Employment (jobs)	460	410	420	390	390	430	450	630	780	770	770	670	650
Local Taxes (\$M)	0.3	0.4	0.4	0.4	0.4	0.5	0.4	0.7	0.9	0.9	0.9	0.9	0.9
State Taxes (\$M)	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.9	1.1	1.1	1.1	1.0	1.1
Lincoln													
Travel Spending (\$M)	8.7	8.8	10.4	10.5	10.9	12.1	12.9	16.6	19.9	19.0	16.2	18.2	31.0
Earnings (\$M)	1.8	1.8	2.2	2.3	2.3	2.4	2.4	3.1	3.8	3.4	3.6	3.5	4.1
Employment (jobs)	170	150	170	180	170	170	170	210	260	210	210	200	230
Local Taxes (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.4	0.3	0.3	0.4	0.7
State Taxes (\$M)	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.7	0.8	0.7	0.7	0.7	1.0
Logan													
Travel Spending (\$M)	14.5	15.5	14.9	17.2	17.2	18.6	19.5	20.5	24.2	21.7	19.8	21.7	20.6
Earnings (\$M)	4.7	5.2	4.8	5.7	5.6	6.0	6.2	6.3	7.6	6.9	6.8	6.4	5.9
Employment (jobs)	400	390	330	380	360	400	420	400	450	380	380	350	330
Local Taxes (\$M)	0.3	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.5	0.6	0.5
State Taxes (\$M)	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.7	0.6	0.6	0.6	0.6
Mesa													
Travel Spending (\$M)	129.2	125.1	143.0	150.0	155.6	175.4	195.3	222.7	247.4	273.0	235.5	238.9	252.6
Earnings (\$M)	31.8	32.3	34.5	38.8	39.7	43.7	49.1	52.8	59.2	64.6	61.7	57.0	55.3
Employment (jobs)	2,520	2,470	2,400	2,470	2,500	2,700	2,940	3,020	3,180	3,340	3,060	2,910	2,870
Local Taxes (\$M)	3.7	3.9	4.3	4.7	5.0	5.4	6.0	6.7	7.8	8.6	7.5	7.4	7.5
State Taxes (\$M)	3.4	3.8	3.8	4.0	4.1	4.5	5.0	5.5	6.1	6.4	5.7	5.6	5.7

County Overnight Travel Impacts, 1996-2011

	1996	1998	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Mineral													
Travel Spending (\$M)	8.5	8.8	11.5	12.2	11.7	11.8	12.6	12.4	14.0	12.6	13.6	13.7	12.7
Earnings (\$M)	2.6	2.8	3.6	3.9	3.7	3.7	4.0	3.9	4.4	4.1	4.3	4.3	4.3
Employment (jobs)	250	250	260	320	300	290	310	290	330	290	300	300	270
Local Taxes (\$M)	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.5	0.5	0.4
State Taxes (\$M)	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.3
Moffat													
Travel Spending (\$M)	16.1	19.2	18.5	16.7	22.3	22.4	23.4	31.4	34.4	34.5	33.4	26.1	30.7
Earnings (\$M)	3.8	4.8	4.4	4.0	5.5	5.4	5.6	7.6	8.4	8.6	9.0	7.7	7.6
Employment (jobs)	430	480	400	350	460	440	460	580	610	590	580	500	480
Local Taxes (\$M)	0.5	0.6	0.5	0.5	0.7	0.7	0.7	1.0	1.1	1.1	1.1	0.8	1.0
State Taxes (\$M)	0.5	0.6	0.5	0.5	0.6	0.6	0.7	0.9	1.0	1.0	0.9	0.7	0.8
Montezuma													
Travel Spending (\$M)	54.2	53.6	64.0	53.6	58.6	60.3	65.3	70.6	74.9	74.1	73.9	68.8	72.9
Earnings (\$M)	13.7	13.8	16.3	13.3	14.6	14.9	17.4	17.7	18.6	18.5	18.5	17.0	18.0
Employment (jobs)	1,230	1,140	1,260	970	1,030	1,040	1,070	1,150	1,130	1,090	1,030	990	1,030
Local Taxes (\$M)	1.5	1.4	2.0	1.8	1.9	1.9	2.1	2.2	2.4	2.3	2.4	2.1	2.1
State Taxes (\$M)	1.6	1.7	1.9	1.5	1.7	1.7	1.8	2.0	2.1	2.0	2.0	1.9	2.0
Montrose													
Travel Spending (\$M)	53.8	59.7	67.4	66.3	71.1	76.1	81.6	93.1	99.8	98.6	94.8	103.7	104.9
Earnings (\$M)	12.4	13.9	14.8	26.2	15.5	21.2	32.2	25.9	25.3	23.8	27.8	21.2	17.4
Employment (jobs)	1,030	1,030	1,020	1,150	1,050	1,190	1,400	1,260	1,230	970	970	810	750
Local Taxes (\$M)	1.1	1.2	1.3	1.1	1.4	1.5	1.6	1.6	1.6	2.1	2.1	2.2	2.2
State Taxes (\$M)	1.6	1.8	1.8	2.0	1.8	2.0	2.3	2.4	2.5	2.4	2.4	2.4	2.3
Morgan													
Travel Spending (\$M)	15.6	15.8	18.2	16.6	20.8	22.0	21.6	22.8	24.9	24.9	24.1	20.1	22.0
Earnings (\$M)	4.4	4.5	5.2	4.8	6.0	6.2	5.9	5.9	6.5	6.5	6.7	6.1	6.1
Employment (jobs)	460	430	450	380	470	490	460	450	490	480	460	450	430
Local Taxes (\$M)	0.4	0.3	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.5	0.6	0.4	0.5
State Taxes (\$M)	0.6	0.7	0.7	0.7	0.8	0.8	0.8	0.8	0.9	0.8	0.8	0.7	0.7

County Overnight Travel Impacts, 1996-2011

	1996	1998	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Otero													
Travel Spending (\$M)	11.5	12.5	12.6	10.7	12.3	14.2	14.2	15.0	16.9	16.9	16.7	18.0	19.1
Earnings (\$M)	3.4	3.9	3.8	3.2	3.6	4.1	4.0	4.1	4.7	4.8	4.9	4.9	4.8
Employment (jobs)	360	360	320	220	250	290	290	280	310	310	320	310	290
Local Taxes (\$M)	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4
State Taxes (\$M)	0.4	0.5	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5
Ouray													
Travel Spending (\$M)	15.3	17.6	21.5	20.9	22.2	22.1	21.8	22.1	22.8	27.8	28.8	28.3	29.4
Earnings (\$M)	5.5	6.4	7.8	7.6	8.1	8.0	7.8	7.7	8.0	10.0	9.1	8.8	8.5
Employment (jobs)	430	440	490	440	450	400	410	380	390	460	420	420	400
Local Taxes (\$M)	0.6	0.7	0.8	0.8	0.9	0.8	0.9	0.9	0.9	1.1	1.4	1.4	1.4
State Taxes (\$M)	0.5	0.5	0.7	0.6	0.7	0.7	0.6	0.7	0.7	0.8	0.8	0.8	0.8
Park													
Travel Spending (\$M)	12.7	13.0	14.3	14.9	15.0	15.7	16.1	17.6	20.6	19.6	18.5	19.8	21.8
Earnings (\$M)	4.9	5.1	5.5	5.8	5.8	5.9	6.0	6.4	7.6	7.2	6.3	6.1	6.1
Employment (jobs)	480	470	460	430	420	470	480	500	550	520	480	490	430
Local Taxes (\$M)	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.6	0.5	0.5	0.5	0.6
State Taxes (\$M)	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.5	0.6	0.6
Phillips													
Travel Spending (\$M)	2.2	2.3	2.5	2.3	2.8	3.2	3.6	3.9	4.2	4.4	3.6	3.9	4.4
Earnings (\$M)	0.5	0.5	0.5	0.5	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.8	0.8
Employment (jobs)	50	50	50	50	50	60	60	60	60	60	60	50	50
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Taxes (\$M)	0.1	0.2	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Pitkin													
Travel Spending (\$M)	350.2	365.2	391.2	396.5	395.6	431.1	472.5	521.7	535.3	556.9	469.8	589.3	551.0
Earnings (\$M)	121.4	127.0	135.3	139.0	138.9	149.4	162.6	176.4	183.8	200.2	177.4	199.4	204.4
Employment (jobs)	4,370	4,120	4,040	3,920	3,800	3,900	4,130	4,220	4,130	4,290	3,910	4,280	4,350
Local Taxes (\$M)	10.6	11.0	11.9	13.0	14.6	16.0	18.0	19.8	20.7	21.3	18.9	24.0	22.8
State Taxes (\$M)	8.3	8.6	9.2	9.2	9.1	10.0	11.0	12.1	12.6	13.1	11.0	13.7	12.8

County Overnight Travel Impacts, 1996-2011

	1996	1998	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Prowers													
Travel Spending (\$M)	11.7	13.4	13.3	12.2	13.8	13.5	11.6	13.6	14.8	14.3	13.4	14.0	16.5
Earnings (\$M)	5.1	5.9	5.8	5.3	6.0	5.8	5.0	5.8	6.4	6.4	6.3	6.6	7.4
Employment (jobs)	420	440	400	370	410	410	350	430	420	400	390	410	450
Local Taxes (\$M)	0.3	0.4	0.4	0.3	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.4	0.5
State Taxes (\$M)	0.3	0.4	0.4	0.3	0.4	0.3	0.3	0.3	0.4	0.4	0.3	0.4	0.4
Pueblo													
Travel Spending (\$M)	82.7	84.9	93.0	92.4	97.8	112.6	110.7	118.8	137.5	134.2	132.2	137.7	147.6
Earnings (\$M)	28.7	30.9	32.9	33.5	37.0	39.9	39.2	40.4	47.1	46.2	47.4	46.6	48.6
Employment (jobs)	1,960	2,010	1,940	1,860	1,920	2,080	1,980	2,010	2,170	2,060	2,030	1,990	2,020
Local Taxes (\$M)	2.4	2.7	3.0	3.0	3.1	3.4	3.3	3.5	4.2	4.0	4.2	4.3	4.5
State Taxes (\$M)	2.7	3.2	3.2	3.1	3.2	3.5	3.5	3.7	4.2	4.0	4.1	4.1	4.3
Rio Blanco													
Travel Spending (\$M)	7.2	8.1	10.3	10.0	13.4	14.1	12.6	12.3	13.6	17.0	15.5	13.7	13.5
Earnings (\$M)	3.1	3.6	4.6	4.4	6.1	6.4	5.6	5.3	5.9	7.7	7.7	7.2	6.1
Employment (jobs)	240	240	290	200	270	280	240	210	220	260	260	220	210
Local Taxes (\$M)	0.1	0.1	0.2	0.3	0.4	0.4	0.4	0.3	0.4	0.5	0.5	0.4	0.4
State Taxes (\$M)	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.3	0.4	0.5	0.4	0.4	0.4
Rio Grande													
Travel Spending (\$M)	11.7	12.6	13.5	14.3	15.4	16.5	16.2	17.4	18.0	17.8	17.5	18.3	18.3
Earnings (\$M)	4.5	4.9	5.2	5.6	6.0	6.3	6.0	6.3	6.5	6.4	6.8	6.3	5.9
Employment (jobs)	420	430	410	400	420	450	410	410	390	400	400	360	330
Local Taxes (\$M)	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.7	0.6	0.7	0.7	0.6
State Taxes (\$M)	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.6
Routt													
Travel Spending (\$M)	191.0	213.2	225.0	235.4	235.1	250.7	263.1	297.8	318.8	323.7	278.0	274.6	299.3
Earnings (\$M)	91.3	98.6	101.8	125.2	93.3	104.5	99.6	122.9	126.5	130.7	130.6	123.3	132.8
Employment (jobs)	3,790	3,770	3,600	3,720	3,180	3,280	3,170	3,620	3,550	3,510	3,360	3,340	3,560
Local Taxes (\$M)	6.7	7.6	7.9	8.6	8.5	9.0	9.4	10.6	11.4	11.6	9.8	9.5	10.3
State Taxes (\$M)	5.0	5.7	5.8	6.3	5.7	6.1	6.2	7.2	7.6	7.7	6.9	6.6	7.1

County Overnight Travel Impacts, 1996-2011

	1996	1998	2000	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Saguache													
Travel Spending (\$M)	3.6	3.5	3.9	4.2	4.7	4.9	5.0	5.3	5.5	5.6	5.7	6.0	6.4
Earnings (\$M)	1.0	1.0	1.1	1.1	1.3	1.3	1.3	1.4	1.4	1.5	1.4	1.7	1.6
Employment (jobs)	100	90	90	80	90	90	90	110	100	120	110	120	120
Local Taxes (\$M)	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2
San Juan													
Travel Spending (\$M)	4.3	11.7	12.5	11.9	10.8	10.6	12.0	12.8	12.4	11.6	11.8	12.1	13.1
Earnings (\$M)	0.9	2.9	3.1	3.0	2.6	2.6	3.0	3.1	3.0	2.8	2.9	3.3	3.2
Employment (jobs)	60	200	220	200	170	170	190	200	180	170	170	160	170
Local Taxes (\$M)	0.1	0.3	0.4	0.3	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.4	0.4
State Taxes (\$M)	0.1	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
San Miguel													
Travel Spending (\$M)	80.1	87.1	105.5	109.5	99.4	107.2	117.6	121.0	134.0	135.4	117.2	123.1	139.9
Earnings (\$M)	27.2	29.8	36.0	37.0	33.9	35.9	40.7	39.3	43.3	44.6	44.5	46.3	55.1
Employment (jobs)	1,280	1,190	1,390	1,380	1,250	1,210	1,310	1,240	1,320	1,300	1,310	1,310	1,450
Local Taxes (\$M)	2.2	2.3	3.8	3.7	3.4	4.0	4.4	4.5	5.1	5.2	4.5	4.7	5.4
State Taxes (\$M)	2.1	2.3	2.8	2.7	2.5	2.7	2.9	3.0	3.3	3.4	3.0	3.2	3.6
Sedgwick													
Travel Spending (\$M)	1.2	1.2	1.2	1.1	1.3	1.6	1.6	1.8	1.9	2.0	1.7	1.9	2.1
Earnings (\$M)	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.3
Employment (jobs)	30	30	20	20	30	30	30	30	30	30	30	20	20
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Taxes (\$M)	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Summit													
Travel Spending (\$M)	408.1	438.5	486.9	461.8	444.3	484.0	496.7	565.4	607.2	616.3	540.7	585.9	617.5
Earnings (\$M)	112.3	122.1	134.4	128.0	122.7	132.5	134.4	149.5	161.2	166.5	152.4	151.6	162.2
Employment (jobs)	7,090	6,790	6,920	6,300	5,870	6,180	5,970	6,380	6,310	6,360	6,040	6,100	6,510
Local Taxes (\$M)	14.2	15.3	18.3	17.3	16.5	17.9	18.7	21.3	23.7	24.2	21.2	23.0	24.9
State Taxes (\$M)	12.2	13.2	14.5	13.4	12.9	14.0	14.4	16.3	17.6	17.8	15.7	16.8	17.6

County Overnight Travel Impacts, 1996-2011

	1996	1998	2000	2002	2003	2004	2005	2006	2207	2008	2009	2010	2011
Teller													
Travel Spending (\$M)	95.0	96.2	86.1	87.0	94.6	99.3	98.0	102.6	95.6	106.0	107.9	109.6	125.9
Earnings (\$M)	35.1	35.7	31.2	32.1	34.8	35.0	35.1	36.4	34.4	40.3	39.3	40.0	43.1
Employment (jobs)	2,070	1,900	1,540	1,420	1,500	1,440	1,420	1,470	1,310	1,550	1,500	1,520	1,600
Local Taxes (\$M)	0.7	0.7	0.7	0.6	0.7	0.7	0.7	0.8	0.8	0.8	0.8	0.9	1.0
State Taxes (\$M)	1.4	1.5	1.3	1.3	1.4	1.5	1.5	1.6	1.5	1.7	1.6	1.7	1.8
Washington													
Travel Spending (\$M)	1.7	1.7	2.0	1.7	2.0	2.4	2.3	2.6	2.7	2.6	2.5	2.6	2.7
Earnings (\$M)	0.5	0.5	0.5	0.5	0.6	0.7	0.6	0.7	0.7	0.7	0.5	0.5	0.5
Employment (jobs)	40	40	40	40	50	50	50	60	50	50	30	30	30
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1
State Taxes (\$M)	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Weld													
Travel Spending (\$M)	64.6	68.9	75.9	75.8	88.1	102.6	109.4	117.8	128.5	131.1	124.8	135.8	150.4
Earnings (\$M)	18.1	19.7	21.3	21.5	24.8	28.3	30.0	31.7	34.8	36.3	35.7	34.6	37.7
Employment (jobs)	1,850	1,790	1,760	1,610	1,820	1,970	2,080	2,170	2,340	2,330	2,220	2,120	2,240
Local Taxes (\$M)	1.4	1.4	1.6	1.7	2.0	2.2	2.5	2.7	2.9	3.0	2.9	3.2	3.6
State Taxes (\$M)	2.2	2.5	2.5	2.4	2.7	3.0	3.2	3.4	3.6	3.7	3.6	3.8	4.1
Yuma													
Travel Spending (\$M)	4.2	5.0	5.7	6.0	5.6	6.2	6.9	8.0	8.6	8.1	7.2	7.2	8.2
Earnings (\$M)	1.3	1.7	1.9	2.1	1.8	2.0	2.2	2.5	2.7	2.5	2.6	2.5	2.7
Employment (jobs)	140	170	170	180	150	170	180	190	190	160	170	170	190
Local Taxes (\$M)	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Taxes (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.2	0.3

APPENDICES

Appendix A. Regional Travel Impact Model

Appendix B. Definition of Terms

Appendix C. NAICS Industries

Regional Travel Impact Model

This appendix provides a brief overview of methodology, terminology and limitations of the Regional Travel Impact Model.

Direct Impacts

The estimates of the direct impacts associated with traveler spending in Colorado were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the Colorado travel industry were gathered from various local, state and federal sources.

Travel impacts consist of estimates of travel spending and the employment, earnings and tax receipts generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur.

Types of Travel Impacts Included

Most of the travel that occurs in Colorado is included in the scope of this analysis. The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical or educational purposes. All trips to Colorado by U.S. residents and foreign visitors are included. The travel of Colorado residents to other destinations within Colorado is included, provided that it is neither commuting nor other routine travel. Travel to non-Colorado destinations by Colorado residents is not included as a component of visitor spending. Outbound air travel impacts and spending on travel arrangement services are included in the "Other Travel" category.

The impacts associated with both overnight and day travel are included if the travelers remain at the destination overnight or the destination is over 50 miles, one-way, from the traveler's home. These definitions are

used to screen and, if necessary, to interpret and adjust local data used for travel impact measurements.

Transportation Impacts

The focus of this analysis is on the destination-specific impacts of visitors. This is straightforward with respect to the spending on commodities such as accommodations, food services, recreation and retail purchases. It is less obvious with respect to ground and air transportation services, in that transportation provides a link between an origin and destination. In this report, the impacts related to spending on transportation are allocated to the location (i.e., county) in which those spending impacts occur, regardless of whether that location is the ultimate destination of the visitor. For this reason, urban counties will tend to have relatively greater transportation impacts even though some of that spending on transportation will be related to visits at other destinations.

Impact Categories

The specific categories of travel impacts included in this analysis are as follows:

Impact Category	Description
Expenditures	Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes, paid by the traveler at the point of sale.
Earnings	The earnings (wage and salary disbursements, earned benefits and proprietor income) of employees and owners of businesses that receive travel expenditures. Only the earnings attributable to travel expenditures are included; this typically is only a portion of all business receipts.
Employment	Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.
Local Tax Receipts	Tax receipts collected by counties and municipalities, as levied on applicable travel-related purchases, including lodging, food and beverage service, retail goods and motor fuel taxes. The local share of the state sales tax is also included in this category. Property taxes are not included.
State Tax Receipts	The state share of the state sales tax, state lodging and motor fuel taxes, auto rental taxes, modified business taxes, entertainment taxes and gaming taxes are included in state tax receipts.

Visitor Categories

Travelers are classified according to the type of accommodation in which they stay. The types of visitors are as follows:

Type of Visitor	Description
Hotel, Motel, B&B	Travelers staying in hotels, motels, resorts, bed & breakfast establishments, and other commercial accommodations, excluding campgrounds, where a transient lodging tax is collected.
Campground	Travelers staying in a privately owned (i.e., commercial) or publicly managed campgrounds.
Private Home	Travelers staying as guests with friends or relatives.
Vacation Home	Travelers using their own vacation home or timeshare and those borrowing or renting a vacation home where a transient lodging tax is not collected.
Day Travel	Both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in Colorado.

Reporting Format

A description of the headings and categories of the detailed direct impact tables is provided below.

- *Total Direct Travel Spending* includes the total visitor spending at destination, described above, plus spending on travel agencies and resident air travel (other spending). Total direct travel spending does not include secondary (indirect and induced) effects.
- *Visitor Spending by Type of Traveler Accommodation* refers to the total direct spending of each category of visitor at that destination (county or state). For example, the spending of visitors that stayed at hotels or motels includes their spending on accommodations, food & beverage service, recreation, transportation and all other visitor related commodities.
- *Visitor Spending by Commodity Purchased* refers to the total spending on each commodity for all types of visitors. For example, the total spending on Food & Beverage Services includes spending by visitors staying in hotels, private campgrounds, private homes and the other types of accommodation. The total spending on commodities is identical to the total spending by type of accommodation.

The next two sections, *Travel-Generated Earnings and Employment by Industry*, provide estimates of travel-generated earnings and employment that are based on an industry, rather than a commodity, classification. A business that is classified in a particular industry may include more than one commodity. For example, a resort that is classified in the accommodation industry may provide accommodations, food and beverages, and recreation.

- *Industry Earnings Generated by Travel Spending* includes the payroll, other earned benefits and proprietor income of all employees in that industry classification.
- *Industry Employment Generated by Travel Spending* includes all full- and part-time employees. This includes payroll employees covered by unemployment insurance and those that are not, as well as proprietors.

The final section provides an estimate of tax receipts generated by travel spending.

- *Tax Revenues Generated by Travel Spending* provides a breakout of local and state tax receipts. The specific taxes are listed on the preceding page.

Interpretation of Impact estimates

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein.

- The employment estimates in this report are estimates of the total number of full- and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll jobs and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel-related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, are of similar magnitude.

DEFINITION OF TERMS

Accommodation: Spending for lodging by hotel and motel guests, campers and vacation home users.

Air Transportation: Air passenger spending attributable to travelers in and to Colorado. The spending total includes air travel spending made outside Colorado for travel to Colorado, purchases by Colorado residents who travel outside the state, and air travel within the state.

Campers: Travelers staying at RV parks and commercial campgrounds or at public campgrounds such as those in State or National Parks.

Day Visitor: A traveler whose trip does not include an overnight stay and who travels out of his/her local area (50+ miles one way).

Destination Spending: Spending by travelers at or near their destinations. This excludes spending on air transportation and for travel arrangement. All automobile operating expenses are included in the ground transportation component of destination spending.

Earnings: Total earnings include wage and salary disbursements, other earned benefits and proprietor income. Only the earnings attributable to travel expenditures are included.

Eating, Drinking: Businesses serving food and beverages for immediate consumption. In addition to table service restaurants, this category includes fast-food outlets and refreshment stands.

Employment: Industry employment (jobs) associated with the travel-generated payroll and proprietors. This includes both full- and part-time positions.

Expenditures: Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes paid by the traveler at the point of sale.

Food Stores: Grocery stores, supermarkets, fruit stands, retail bakeries, and other businesses selling food for consumption off the premises.

Ground Transport: Spending on car rentals, gasoline and other vehicle operating expenses, and on local transportation such as taxi, bus and train.

Hotel and Motel Guests: Travelers staying in hotels, motels, resorts, bed & breakfast establishments, condominiums, and other lodging places where the transient lodging tax is collected.

Local Tax Receipts: Tax revenue collected by counties and municipalities, as levied on applicable travel-related businesses (includes the transient lodging and local sales taxes).

Private Home Guests: Travelers staying as guests with friends or relatives.

Receipts: Travel expenditures less the sales and excise taxes imposed on those expenditures (also referred to as business receipts).

Recreation: Spending on amusement and recreation, such as admissions to tourist attractions.

Retail Sales: Spending for gifts, souvenirs and other items (excludes spending listed separately, such as food stores or recreation).

Spending Distributions: Information from visitor surveys showing how spending by each type of visitor is divided between various business categories.

State Tax Receipts: State sales taxes, personal and business income taxes, motor fuel taxes, and car rental taxes attributable to travel expenditures.

Transient Occupancy Tax: A local tax charged on lodging (also referred to as room tax, transient lodging tax, hotel tax or bed tax).

Travel: A day or overnight trip that is not of a local or commuting nature. Travel may be for business or pleasure purposes.

Travel Arrangement: Spending for fees paid to travel agents and tour operators.

Traveler: A person traveling in the state of Colorado. A traveler may be a Colorado resident or a resident of another state. The terms traveler and visitor have the same meaning in this report.

Vacation Home User: Travelers using their own vacation home or timeshare and those renting a vacation home or privately-owned cabin where transient occupancy tax is not collected.

TRAVEL IMPACT INDUSTRIES MATCHED TO 2007 NAICS

TRAVEL IMPACT INDUSTRY	NAICS INDUSTRIES* (code)	Approximate Pct. Travel Employment
Accommodation & Food Services		
	Accommodation (721)	80%
	Food Services and Drinking Places (722)	20%
	Residential Property Managers (531311)	
Arts, Entertainment & Recreation		40%
	Performing Arts, Spectator Sports (711)	
	Museums (712)	
	Amusement, Gambling (713)	
	Scenic and Sightseeing Transportation (487)	
	Miscellaneous Industries (see note**)	
Retail		
	Food & Beverage Stores (445)	5%
	Gasoline Stations (447)	15%
	Clothing and Clothing Accessories Stores (448)	5%
	Sporting Goods, Hobby, Book, and Music Stores (451)	5%
	General Merchandise Stores (452)	5%
	Miscellaneous Store Retailers (453)	5%
Ground Transportation		
	Interurban and rural bus transportation (4852)	
	Taxi and Limousine Service (4853)	
	Charter Bus Industry (4855)	
	Passenger Car Rental (532111)	70%
	Parking Lots and Garages (812930)	
Air Transportation		
	Scheduled Air Passenger Transportation (481111)	70%
	Support Activities for Air Transportation (4881)	
Travel Arrangement Services		
	Travel Agencies (56151)	100%

Notes: * Government enterprises (e.g., park systems) are included in this classification.

** Includes parts of industries in other sectors (e.g., accommodation, charter bus).

A more detailed description of these industries can be found at <http://www.ntis.gov/naics>.