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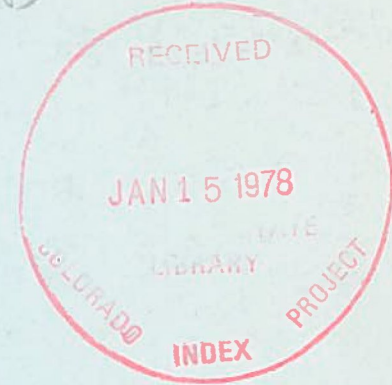
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# The Airline Skier: 1977-78 Season

A Comparison of the Skiers Traveling  
by Commercial Air in Five Skier Studies  
Conducted at Aspen, Vail, Steamboat,  
Winter Park and Copper Mountain

Business Research Division • Graduate School of Business Administration  
University of Colorado • Boulder, Colorado

"  
THE AIRLINE SKIER: 1977-78 SEASON"

A Comparison of the Skiers Traveling by Commercial Air in Five Skier Studies  
Conducted at Aspen, Vail, Steamboat, Winter Park and Copper Mountain"

by

C. R. Goeldner

Business Research Division  
Graduate School of Business Administration  
University of Colorado  
Boulder, Colorado

Price Per Copy - \$15.00

Additional copies may be ordered from:

Business Research Division  
Graduate School of Business Administration  
University of Colorado  
Boulder, Colorado 80309

ISBN No. 0-89478-045-X

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University of Colorado  
Boulder, Colorado 80309

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## INTRODUCTION

This report presents a comparison of the answers given by respondents traveling by commercial air to questions asked in five ski studies conducted at Colorado ski areas during the 1977-78 season. The areas are Aspen, Vail, Winter Park, Steamboat and Copper Mountain. During the 1977-78 season, the Aspen ski areas of Aspen Highlands, Aspen Mountain, Buttermilk and Snowmass, had 63.4 percent of their out-of-state respondents arrive by commercial air. Vail had 62.5 percent, Winter Park had 36.6 percent, Steamboat had 47.9 percent, and Copper Mountain had 27.9 percent. The results of over 1,400 interviews are reported and provide valuable information on this important market segment of the Colorado ski industry. During the 1973-74 ski season the Business Research Division, University of Colorado, conducted a pilot study at Stapleton International Airport with eight cooperating airlines. This pilot study contained the results of interviews with 981 skiers who departed from Colorado during early March and was titled The Airline Skier. Where possible, comparisons will be made with the 1974 study and the current studies.

The Business Research Division at the University of Colorado has been working for a number of years to get ski areas to conduct studies using the same methodology and standardized questions so the results



will produce uniform comparable data. The advantage of this approach is that it permits studies to be compared and develops a base of information from which trends can be traced. The efforts have been moderately successful and one of the purposes of this report is to show the wisdom of the approach by presenting a comparison of the commercial air market segment of the five studies that were conducted in cooperation with the Business Research Division in the 1977-78 ski season. Another comparison of the in-state and out-of-state skiers has been published in another report titled The Colorado Skier: 1977-78 Season.

While the studies compared in this report did not all use the same methodology (four used the lift interview technique and one the ticket office mail-back questionnaire technique), nor were all of the questions standardized, enough were identical or similar to be reported here. The reader will note in some cases question categories had to be collapsed for comparison purposes because standardized questions were not used. The reader will be able to spot cases where standard questions and categories were not used and the problems this created.

A brief review of the methodology used in each of the studies follows. The purpose of this description is to allow the reader to determine the comparability of the studies and the validity of the comparisons.

#### Aspen

The Aspen study used the ski lift interview technique. Respondents were selected in a manner that required interviews to be conducted on each mountain in the proportion to which skiers skied the area in

the 1975-76 season, which was considered to be the last normal season. The interviews were conducted by volunteers recruited and supervised by the Aspen Chamber of Commerce. The sampling plan generated 848 successfully completed interviews over the time period of December 27 to March 31, of which 505 were with commercial air respondents. The research design called for respondents to be 18 years of age or over and to reside outside of Pitkin County.

#### Vail

The ski lift interview technique was also used at Vail. A sampling plan was developed which generated 911 successfully completed interviews on sample days distributed over the entire ski season, of which 363 were with commercial air respondents. Interviewers were hired by Vail Associates to conduct the interviews and the study was supervised by their marketing department. Local skiers were included in this study.

#### Winter Park

The ski lift interview technique was also used at Winter Park. The sampling plan developed generated 902 successfully completed interviews during 32 sample days spread throughout the heart of the 1977-78 operating season. A total of 210 interviews were conducted with commercial air respondents. Interviewing took place on sample days from December 22 through April 1. All interviewing was conducted by Winter Park personnel.

### Steamboat

Steamboat also used the lift interview technique and had the most rigorous sample design. Steamboat interviewed every day of the year in proportion to the number of skiers that typically came on that day based on past records. This sample generated over 1,000 successfully completed interviews, of which 337 were with commercial air respondents. All interviewers were hired, trained and controlled by Steamboat. Local skiers were included in this study.

### Copper Mountain

Copper Mountain used a different methodology from the other areas in conducting its survey--the self-administered questionnaire technique. Approximately every 1,000th person who approached the ticket window was asked to participate in their two-part survey. Part One was a short questionnaire respondents were asked to fill out and return to the ticket window; and Part Two was a lengthy follow-up questionnaire mailed to respondents after they returned home. This methodology also created a bias toward male skiers as they tend to purchase the lift tickets for the party. Since this methodology has been utilized previously by Copper Mountain, they continue to use it so their studies will be comparable.

### Comment

While all of the studies used sound research methodologies, they were each slightly different; consequently the reader should use the information carefully. Data reported in the survey are raw data

from the computer printouts and no attempt has been made to weight the data by sample size or skier visits. Results of each of the five studies are reported and a total arrived at by simple addition.

### Organization

The report is divided into five chapters. Chapter I presents the introduction; Chapter II presents the general characteristics of commercial air skier respondents; Chapter III covers transportation characteristics; Chapter IV deals with accommodation information; and Chapter V contains ski vacation characteristics.

## II

### COMMERCIAL AIRLINE SKIER CHARACTERISTICS

#### Origin

Of the 1,459 respondents using commercial air included in the five surveys conducted at Aspen, Vail, Winter Park, Steamboat and Copper Mountain, the largest group came from California (11.5 percent), as shown in Table 1. While California was the top-ranked state, sending 168 of the 1,459 respondents, Texas was close behind with 140 (9.6 percent), followed by Illinois with 138 (9.5 percent). New York with 7.1 percent was the only other state with over 5 percent of the respondents. Florida was the fifth ranked state with 70 respondents, or 4.8 percent of the total. These five states accounted for 42.5 percent of the commercial air respondents. The United States was the residence of 94.3 percent of the respondents. Canada was the major foreign residence of those interviewed, providing 40 (2.7 percent) of the 1,457 respondents. Other foreign countries added 28 (1.9 percent), and Mexico contributed 16 (1.1 percent).

Skiers from California represented the largest share of Vail's market, totaling 13.5 percent, and of Aspen's market, totaling 12.3 percent.

TABLE 1  
ORIGIN OF SKIERS (COMMERCIAL AIR)

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Alabama	5	1.0%	2	0.6%	1	0.5%	-	-	1	2.3%	9	0.6%
Alaska	1	0.2	-	-	-	-	1	0.3	-	-	2	0.1
Arizona	4	0.8	4	1.1	-	-	3	0.9	-	-	11	0.8
Arkansas	5	1.0	1	0.3	1	0.5	-	-	-	-	7	0.5
California	62	12.3	49	13.5	11	5.2	41	12.2	5	11.4	168	11.5
Colorado	-	-	-	-	-	-	-	-	1	2.3	1	0.1
Connecticut	13	2.6	8	2.2	5	2.4	12	3.6	-	-	38	2.6
Delaware	1	0.2	1	0.3	-	-	1	0.3	-	-	3	0.2
District of Columbia	10	2.0	6	1.7	3	1.4	8	2.4	-	-	27	1.9
Florida	28	5.5	14	3.9	7	3.3	17	5.0	4	9.1	70	4.8
Georgia	21	4.2	14	3.9	5	2.4	8	2.4	1	2.3	49	3.4
Hawaii	5	1.0	3	0.8	1	0.5	4	1.2	-	-	13	0.9
Idaho	1	0.2	-	-	1	0.5	-	-	-	-	2	0.1
Illinois	51	10.1	31	8.5	22	10.5	30	8.9	4	9.1	138	9.5
Indiana	7	1.4	4	1.1	3	1.4	4	1.2	1	2.3	19	1.3
Iowa	1	0.2	2	0.6	2	1.0	3	0.9	-	-	8	0.6
Kansas	3	0.6	7	1.9	3	1.4	1	0.3	1	2.3	15	1.0
Kentucky	-	-	-	-	-	-	1	0.3	1	2.3	2	0.1
Louisiana	5	1.0	6	1.7	15	7.1	11	3.3	-	-	37	2.5
Maine	-	-	1	0.3	-	-	-	-	-	-	1	0.1
Maryland	6	1.2	4	1.1	2	1.0	4	1.2	1	2.3	17	1.2
Massachusetts	11	2.2	7	1.9	-	-	10	3.0	-	-	28	1.9
Michigan	27	5.3	9	2.5	9	4.3	14	4.2	1	2.3	60	4.1
Minnesota	6	1.2	12	3.3	8	3.8	20	5.9	1	2.3	47	3.2
Mississippi	3	0.6	1	0.3	3	1.4	1	0.3	-	-	8	0.6
Missouri	7	1.4	11	3.0	33	15.7	10	3.0	1	2.3	62	4.3
Montana	-	-	3	0.8	-	-	-	-	-	-	3	0.2
Nebraska	1	0.2	1	0.3	-	-	2	0.6	-	-	4	0.3
Nevada	-	-	-	-	-	-	1	0.3	-	-	1	0.1
New Hampshire	3	0.6	1	0.3	-	-	-	-	1	2.3	5	0.3
New Jersey	9	1.8	6	1.7	1	0.5	4	1.2	1	2.3	21	1.4

TABLE 1 (Continued)  
ORIGIN OF SKIERS (COMMERCIAL AIR)

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
New Mexico	-	-	1	0.3%	-	-	2	0.6%	-	-	3	0.2%
New York	50	9.9	27	7.4	4	1.9	19	5.6	3	6.8	103	7.1
North Carolina	7	1.4	5	1.4	2	1.0	2	0.6	2	4.5	18	1.2
North Dakota	-	-	-	-	1	0.5	-	-	1	2.3	2	0.1
Ohio	19	3.8	18	5.0	2	1.0	8	2.4	1	2.3	48	3.3
Oklahoma	6	1.2	2	0.6	3	1.4	3	0.9	-	-	14	1.0
Oregon	1	0.2	4	1.1	3	1.4	3	0.9	-	-	11	0.8
Pennsylvania	21	4.2	14	3.9	2	1.0	9	2.7	-	-	46	3.2
Rhode Island	1	0.2	1	0.3	-	-	-	-	-	-	2	0.1
South Carolina	2	0.4	2	0.6	-	-	1	0.3	1	2.3	6	0.4
South Dakota	-	-	1	0.3	1	0.5	-	-	-	-	2	0.1
Tennessee	9	1.8	3	0.8	1	0.5	3	0.9	1	2.3	17	1.2
Texas	28	5.5	23	6.3	44	21.0	40	11.9	5	11.4	140	9.6
Utah	-	-	-	-	-	-	1	0.3	-	-	1	0.1
Vermont	2	0.4	2	0.6	1	0.5	1	0.3	-	-	6	0.4
Virginia	10	2.0	5	1.4	-	-	1	0.3	2	4.5	18	1.2
Washington	6	1.2	4	1.1	1	0.5	-	-	-	-	11	0.8
West Virginia	-	-	3	0.8	-	-	1	0.3	-	-	4	0.3
Wisconsin	15	3.0	11	3.0	6	2.9	9	2.7	2	4.5	43	3.0
Wyoming	-	-	-	-	-	-	1	0.3	-	-	1	0.1
Canada	17	3.4	9	2.5	-	-	13	3.9	1	2.3	40	2.7
Mexico	3	0.6	11	3.0	1	0.5	1	0.3	-	-	16	1.1
Other Foreign	12	2.4	9	2.5	2	1.0	5	1.5	-	-	28	1.9
No Response	-	-	-	-	-	-	3	0.8	-	-	3	0.3
	505	100.4%	363	100.5%	210	100.4%	337	100.5%	44	100.4%	1,459	100.3%

Winter Park secured the largest share of its market from Texas, 21.0 percent. Texas also contributed heavily to Steamboat, 11.9 percent, and to Copper Mountain, 11.4 percent.

Illinois skiers were spread fairly evenly across the five areas, accounting for 10.1 percent of Aspen, 8.5 percent at Vail, 10.5 percent at Winter Park, 8.9 percent at Steamboat, and 9.1 percent at Copper Mountain.

The top five states producing commercial air skiers at each of the areas are as follows.

<u>Aspen</u>	<u>Vail</u>	<u>Winter Park</u>	<u>Steamboat</u>	<u>Copper Mountain</u>
1. California	1. California	1. Texas	1. California	1. California > tie
2. Illinois	2. Illinois	2. Missouri	2. Texas	2. Texas
3. New York	3. New York	3. Illinois	3. Illinois	3. Illinois > tie
4. Texas > tie	4. Texas	4. Louisiana	4. Minnesota	4. Florida
5. Florida	5. Ohio	5. California	5. New York	5. New York

One would expect the air skiers and out-of-state skiers to have similar origins. This was true; however, there were some changes in the rankings. The out-of-state rankings are shown below, revealing the importance of the automobile as a transportation mode in some states.

<u>Aspen</u>	<u>Vail</u>	<u>Winter Park</u>	<u>Steamboat</u>	<u>Copper Mountain</u>
1. California	1. California	1. Texas	1. Texas	1. Texas
2. Illinois	2. Texas	2. Missouri	2. Illinois > tie	2. Kansas > tie
3. New York	3. Illinois	3. Kansas	3. California	3. Missouri
4. Texas	4. New York	4. Illinois	4. Minnesota	4. Illinois
5. Michigan	5. Ohio	5. Nebraska	5. Wyoming	5. Minnesota and Nebraska > tie



### Geographic Region

The East North Central region (comprised of Illinois, Indiana, Michigan, Ohio and Wisconsin) was the home of the largest group of the 1,459 air respondents, accounting for 21.1 percent of the total. The South Atlantic region (Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, West Virginia and Virginia) contributed 14.5 percent of the total, and the Pacific region (Alaska, California, Hawaii, Oregon and Washington) contributed 14.1 percent. See Table 2.

Skiers coming from the East North Central region had the greatest representation at the Aspen ski area, accounting for 23.6 percent, and Copper Mountain, 20.5 percent.

South Atlantic skiers accounted for 25.0 percent of Copper Mountain's air business and 16.9 percent of Aspen's. Representation from the Pacific region showed the heaviest concentration at Vail (16.5 percent) and Aspen (14.9 percent). Geographic region leaders are shown below:

1. Mountain: Steamboat leads with 2.4 percent.
2. East North Central: Aspen leads with 23.6 percent; Vail and Winter Park tie for second.
3. West North Central: Winter Park leads with 22.9 percent; Steamboat is second.
4. Middle Atlantic: Aspen leads with 15.9 percent; Vail is second.
5. West-South Central: Winter Park predominates with 30 percent; Steamboat is second.
6. South Atlantic: Copper Mountain leads with 25.0 percent; Aspen is second with 16.9 percent.
7. Pacific: Vail leads with 16.5 percent, followed by Aspen with 14.9 percent.
8. New England: Steamboat leads with 6.9 percent, followed by Aspen with 6.0 percent.
9. East South Central: Copper Mountain leads with 6.9 percent.
10. Canada: Steamboat has 3.4 percent; Aspen has 3.4 percent.
11. Mexico: Vail predominates with 3.0 percent.
12. Other Foreign: Aspen predominates with 2.4 percent.

TABLE 2

## COMMERCIAL AIRLINE SKIERS BY GEOGRAPHIC REGION

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
<u>Mountain</u>	5	1.0%	8	2.2%	1	0.5%	8	2.4%	1	2.3%	23	1.6%
Arizona	4	0.8	4	1.1	-	-	3	0.9	-	-	11	0.6
Idaho	1	0.2	-	-	1	0.5	-	-	-	-	2	0.1
Colorado	-	-	-	-	-	-	-	-	1	2.3	1	0.1
Montana	-	-	3	0.8	-	-	-	-	-	-	3	0.2
Nevada	-	-	-	-	-	-	1	0.3	-	-	1	0.1
New Mexico	-	-	1	0.3	-	-	2	0.6	-	-	3	0.2
Utah	-	-	-	-	-	-	1	0.3	-	-	1	0.1
Wyoming	-	-	-	-	-	-	1	0.3	-	-	1	0.1
<u>East North Central</u>	119	23.6	73	20.1	42	20.1	65	19.4	9	20.5	308	21.1
Illinois	51	10.1	31	8.5	22	10.5	30	8.9	4	9.1	138	9.5
Indiana	7	1.4	4	1.1	3	1.4	4	1.2	1	2.3	19	1.3
Michigan	27	5.3	9	2.5	9	4.3	14	4.2	1	2.3	60	4.1
Ohio	19	3.8	18	5.0	2	1.0	8	2.4	1	2.3	48	3.3
Wisconsin	15	3.0	11	3.0	6	2.9	9	2.7	2	4.5	43	2.9
<u>West North Central</u>	18	3.6	34	9.4	48	22.9	36	10.7	4	9.2	140	9.6
Iowa	1	0.2	2	0.6	2	1.0	3	0.9	-	-	8	0.6
Kansas	3	0.6	7	1.9	3	1.4	1	0.3	1	2.3	15	1.0
North Dakota	-	-	-	-	1	0.5	-	-	1	2.3	2	0.1
South Dakota	-	-	1	0.3	1	0.5	-	-	-	-	2	0.1
Minnesota	6	1.2	12	3.3	8	3.8	20	5.9	1	2.3	47	3.2
Missouri	7	1.4	11	3.0	33	15.7	10	3.0	1	2.3	62	4.3
Nebraska	1	0.2	1	0.3	-	-	2	0.6	-	-	4	0.3
<u>Middle Atlantic</u>	80	15.9	47	13.0	7	3.4	32	9.5	4	9.1	170	11.7
New Jersey	9	1.8	6	1.7	1	0.5	4	1.2	1	2.3	21	1.4
New York	50	9.9	27	7.4	4	1.9	19	5.6	3	6.8	103	7.1
Pennsylvania	21	4.2	14	3.9	2	1.0	9	2.7	-	-	46	3.2

TABLE 2 (Continued)

## COMMERCIAL AIRLINE SKIERS BY GEOGRAPHIC REGION

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
<u>West South Central</u>	44	8.7%	32	8.9%	63	30.0%	54	16.1%	5	11.4%	198	13.6%
Arkansas	5	1.0	1	0.3	1	0.5	-	-	-	-	7	0.5
Louisiana	5	1.0	6	1.7	15	7.1	11	3.3	-	-	37	2.5
Oklahoma	6	1.2	2	0.6	3	1.4	3	0.9	-	-	14	1.0
Texas	28	5.5	23	6.3	44	21.0	40	11.9	5	11.4	140	9.6
<u>South Atlantic</u>	85	16.9	54	15.1	19	9.1	43	12.8	11	25.0	212	14.5
Delaware	1	0.2	1	0.3	-	-	1	0.3	-	-	3	0.2
District of Columbia	10	2.0	6	1.7	3	1.4	8	2.4	-	-	27	1.9
Florida	28	5.5	14	3.9	7	3.3	17	5.0	4	9.1	70	4.8
Georgia	21	4.2	14	3.9	5	2.4	8	2.4	1	2.3	49	3.4
Maryland	6	1.2	4	1.1	2	1.0	4	1.2	1	2.3	17	1.2
North Carolina	7	1.4	5	1.4	2	1.0	2	0.6	2	4.5	18	1.2
South Carolina	2	0.4	2	0.6	-	-	1	0.3	1	2.3	6	0.4
West Virginia	-	-	3	0.8	-	-	1	0.3	-	-	4	0.3
Virginia	10	2.0	5	1.4	-	-	1	0.3	2	4.5	18	1.2
<u>Pacific</u>	75	14.9	60	16.5	16	7.6	49	14.6	5	11.4	205	14.1
Alaska	1	0.2	-	-	-	-	1	0.3	-	-	2	0.1
California	62	12.3	49	13.5	11	5.2	41	12.2	5	11.4	168	11.5
Hawaii	5	1.0	3	0.8	1	0.5	4	1.2	-	-	13	0.9
Oregon	1	0.2	4	1.1	3	1.4	3	0.9	-	-	11	0.8
Washington	6	1.2	4	1.1	1	0.5	-	-	-	-	11	0.8
<u>New England</u>	30	6.0	20	5.6	6	2.9	23	6.9	1	2.3	80	5.4
Connecticut	13	2.6	8	2.2	5	2.4	12	3.6	-	-	38	2.6
Maine	-	-	1	0.3	-	-	-	-	-	-	1	0.1
Massachusetts	11	2.2	7	1.9	-	-	10	3.0	-	-	28	1.9
New Hampshire	3	0.6	1	0.3	-	-	-	-	1	2.3	5	0.3
Rhode Island	1	0.2	1	0.3	-	-	-	-	-	-	2	0.1
Vermont	2	0.4	2	0.6	1	0.5	1	0.3	-	-	6	0.4

TABLE 2 (Continued)

## COMMERCIAL AIRLINE SKIERS BY GEOGRAPHIC REGION

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total <sup>a</sup>	
	#	%	#	%	#	%	#	%	#	%	#	%
<u>East South Central</u>	17	3.4%	6	1.7%	5	2.4%	5	1.5%	3	6.9%	36	2.5%
Alabama	5	1.0	2	0.6	1	0.5	-	-	1	2.3	9	0.6
Kentucky	-	-	-	-	-	-	1	0.3	1	2.3	2	0.1
Mississippi	3	0.6	1	0.3	3	1.4	1	0.3	-	-	8	0.6
Tennessee	9	1.8	3	0.8	1	0.5	3	0.9	1	2.3	17	1.2
<u>Canada</u>	17	3.4	9	2.5	-	-	13	3.9	1	2.3	40	2.7
<u>Mexico</u>	3	0.6	11	3.0	1	0.5	1	0.3	-	-	16	1.1
<u>Other Foreign</u>	12	2.4	9	2.5	2	1.0	5	1.5	-	-	28	1.9
No Response	-	-	-	-	-	-	3	0.9	-	-	3	0.1
	<u>505</u>	<u>100.4%</u>	<u>363</u>	<u>100.5%</u>	<u>210</u>	<u>100.4%</u>	<u>337</u>	<u>100.5%</u>	<u>44</u>	<u>100.4%</u>	<u>1,459</u>	<u>99.9%</u>

<sup>a</sup> Totals may not add due to rounding.

### Sex

Table 3 shows that the commercial air skiers split approximately 60-40 between male and female. As mentioned in Chapter I, the differences in the Copper Mountain figures can be explained by the sampling method. A comparison of these figures with those collected in 1974 in a pilot study of skiers using air transportation shows a slight increase in females. The 1974 figures were male--66.6 percent, female--32.5 percent, and no response--0.9 percent. Winter Park and Aspen showed the highest percentage of females.

TABLE 3

## SEX

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Male	290	57.4%	234	64.5%	120	57.1%	213	63.2%	36	81.8%	893	61.2%
Female	212	42.0	129	35.5	89	42.4	124	36.8	8	18.2	562	38.5
No Response	3	0.6	-	-	1	0.5	-	-	-	-	4	0.3
	<u>505</u>	<u>100.0%</u>	<u>363</u>	<u>100.0%</u>	<u>210</u>	<u>100.0%</u>	<u>337</u>	<u>100.0%</u>	<u>44</u>	<u>100.0%</u>	<u>1,459</u>	<u>100.0%</u>

Marital Status

Commercial air skiers recorded a slight edge to those married (50.1 percent) over those single (48.9 percent), as shown in Table 4. This characteristic differs with the other market segments--the out-of-state skier and the in-state skier where the single person dominated at all five areas. In the 1974 study, 59.7 percent were married, 39.0 percent were single, and 1.2 percent did not respond. It appears that the population trend of increasing singles is also showing up on the ski slopes.

TABLE 4

## MARITAL STATUS

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Married	254	50.3%	188	51.8%	113	53.8%	152	45.1%	24	54.5%	731	50.1%
Not Married	248	49.1	172	47.4	92	43.8	182	54.0	20	45.5	714	48.9
No Response	3	0.6	3	0.8	5	2.4	3	0.9	-	-	14	1.0
	<u>505</u>	<u>100.0%</u>	<u>363</u>	<u>100.0%</u>	<u>210</u>	<u>100.0%</u>	<u>337</u>	<u>100.0%</u>	<u>44</u>	<u>100.0%</u>	<u>1,459</u>	<u>100.0%</u>

Age

Nearly one-third of the air respondents fell between the ages of 30 and 39 years, although this concentration was not consistent among the five areas. Air respondents showed older patterns than the out-of-state skiers and in-state skiers. Vail had the largest representation of skiers 40 or over with 30.0 percent. The 25-29 age category showed significant representation at all five areas and was the largest group encountered at Copper Mountain (38.6 percent). Comparisons among the five areas can be seen in Table 5.

TABLE 5

## AGE

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Less than 12 years	-	-	2	0.6%	-	-	1	0.3%	1	2.3%	4	0.3%
13-17 years	2	0.4	16	4.4	8	3.8	17	5.0	1	2.3	44	3.0
18-19 years	14	2.8	13	3.6	9	4.3	20	5.9	6	13.6	59	4.0
20-24 years	60	11.9	45	12.4	30	14.3	60	17.8			198	13.6
25-29 years	119	23.6	84	23.1	52	24.8	70	20.8	17	38.6	342	23.4
30-39 years	188	37.2	93	25.6	52	24.8	109	32.3	11	25.0	453	31.1
40-49 years	89	17.6	81	22.3	42	20.0	46	13.6	1	2.3	259	17.8
50-59 years	26	5.1	25	6.9	14	6.7	11	3.3	6	13.6	82	5.6
60 years and over	6	1.2	3	0.8	2	1.0	3	0.9	-	-	14	1.0
No response	1	0.2	1	0.3	1	0.5	-	-	1	2.3	4	0.3
	505	100.0%	363	100.0%	210	100.2%	337	99.9%	44	100.0%	1,459	100.1%

A comparison with the 1974 airline skier study shows similar results. The 30-39 age group was the largest single category with 34.7 percent. In the 1974 study, 73.5 percent were under 40 years of age; in this study 75.4 percent were under 40. See Table 6.

TABLE 6

## AGE DISTRIBUTION, 1974 AIRLINE SKIER SURVEY

	Number	Percent
Under 18	36	3.7%
18-21 years	87	8.9
22-29 years	257	26.2
30-39 years	340	34.7
40-49 years	180	18.3
50 or over	69	7.0
No response	12	1.2
	981	100.0%

Education

While education characteristics were high among both in-state and out-of-state skiers, the air skier had the highest educational levels of all. Four years of college had been completed by 33.1 percent of the respondents, while 15.1 percent had done post-graduate work and 19.7 percent had received advanced degrees. Consequently, 67.9 percent of the commercial air respondents had completed college. Another 20.9 percent had some college training, as shown in Table 7. Vail and Aspen show the most highly educated skiers with 74.9 and 72.1 percent of their skiers having completed college.

TABLE 7  
EDUCATION

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
0-8th grade	2	0.4%	2	0.6%	1	0.5%	8	2.4%	1	2.3%	14	1.0%
Some high school	7	1.4	19	5.2	7	3.3	15	4.5	-	-	48	3.3
High school graduate	40	7.9	14	3.9	18	8.6	21	6.2	4	9.1	97	6.7
Some college	91	18.0	56	15.4	57	27.1	93	27.6	8	18.2	305	20.9
College graduate	161	31.9	126	34.7	72	34.3	110	32.6	14	31.8	483	33.1
Post graduate work	89	17.6	62	17.1	29	13.8	31	9.2	9	20.5	220	15.1
Advanced degree	114	22.6	84	23.1	23	11.0	59	17.5	8	18.2	288	19.7
No response	1	0.2	-	-	3	1.5	-	-	-	-	4	0.3
	505	100.0%	363	100.0%	210	100.1%	337	100.0%	44	100.1%	1,459	100.1%

Educational attainment recorded in the 1974 airline skier survey was similar, as shown in Table 8.

TABLE 8  
EDUCATIONAL ATTAINMENT, 1974 AIRLINE SKIER SURVEY

	Number	Percent
8th grade or less	11	1.1%
Some high school	27	2.8
High school graduate	93	9.5
Some college	205	20.9
College graduate	286	29.2
Post graduate study	118	12.0
Advanced degree	217	22.1
No response	24	2.4
	981	100.0%



Income

Household income is shown in Table 9 and parallels the education results. Commercial air respondents report higher incomes than either out-of-state or in-state skier groups. Over one-fourth (28.9 percent) reported annual income in the \$25,000-49,999 range, while 13.2 percent reported income in the \$50,000-74,999 range, and 15.1 percent reported income in the over \$75,000 range. The Aspen and Vail respondents tended to fall in higher income ranges than the respondents from other areas.

TABLE 9

## HOUSEHOLD INCOME

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
\$0-6,999	18	3.6%	9	2.5%	9	4.3%	10	3.0%	-	-	46	3.2%
\$7,000-14,999	45	8.9	27	7.4	23	11.0	33	9.8	3	6.8	131	9.0
\$15,000-19,999	64	12.7	36	9.9	17	8.1	37	11.0	7	15.9	161	11.0
\$20,000-24,999	42	8.3	20	5.5	26	12.4	31	9.2	5	11.4	124	8.5
\$25,000-49,999	139	27.6	92	25.3	62	29.5	107	31.8	21	47.8	421	28.9
\$50,000-74,999	65	12.9	51	14.0	26	12.4	45	13.4	5	11.4	192	13.2
\$75,000 and over	96	19.0	74	20.4	10	4.8	38	11.3	2	4.5	220	15.1
No response	36	7.1	54	14.9	37	17.6	36	10.7	1	2.3	164	11.2
	505	100.1%	363	99.9%	210	100.1%	337	100.2%	44	100.1%	1,459	100.1%

A comparison with the 1974 airline skier survey shows that incomes have grown considerably. Table 10 shows income data as it was reported in the 1974 study.

TABLE 10  
ANNUAL HOUSEHOLD INCOME, 1974 AIRLINE SKIER SURVEY

	Number	Percent	
\$0-6,999	29	3.0%	( 3.5%)
\$7,000-9,999	57	5.8	( 6.9 )
\$10,000-14,999	119	12.1	( 14.4 )
\$15,000-19,999	106	10.8	( 12.8 )
\$20,000-24,999	110	11.2	( 13.3 )
\$25,000-49,999	242	24.7	( 29.3 )
\$50,000 or over	164	16.7	( 19.8 )
Total Respondents	827	84.3%	(100.0%)
Non-respondents	154	15.7	
Total	981	100.0%	

### Occupation

The largest segment of commercial air skiers reported occupations in the professional and technical fields (33.5 percent). The executive-manager category represented 16.6 percent, followed by the student category with 13.5 percent. See Table 11.

TABLE 11  
OCCUPATION

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Executive/manager	102	20.2%	59	16.3%	28	13.3%	46	13.6%			235	16.6%
Professional/technical	176	34.9	117	32.2	69	32.9	112	33.2			474	33.5
Teacher/professor	38	7.5	26	7.2	9	4.3	17	5.0			90	6.4
Salesman/buyer	39	7.7	28	7.7	12	5.7	31	9.2			110	7.8
Government/military	6	1.2	6	1.7	6	2.9	2	0.6			20	1.4
Office work/secretary	10	2.0	14	3.9	16	7.6	9	2.7			49	3.5
Crafts/factory/mechanic	19	3.8	4	1.1	6	2.9	10	3.0			39	2.8
Homemaker	52	10.3	26	7.2	17	8.2	26	7.7			121	8.6
Student	48	9.5	55	15.2	28	13.3	60	17.8			191	13.5
Service organization	-	-	6	1.7	-	-	-	-			6	0.4
Other	15	3.0	22	6.1	19	9.0	24	7.1			80	5.7
No response	-	-	-	-	-	-	-	-			-	-
	<u>505</u>	<u>100.1%</u>	<u>363</u>	<u>100.3%</u>	<u>210</u>	<u>100.1%</u>	<u>337</u>	<u>99.9%</u>			<u>1,415</u>	<u>100.2%</u>

Table 12 shows the occupations reported in the 1974 airline skier survey. The reader will note there is a larger occupational spread in the 1977-78 season data.

TABLE 12  
OCCUPATION, 1974 AIRLINE SKIER SURVEY

	Number	Percent
Executive/manager	127	12.9%
Professional/technical	491	50.1
Teacher/professor	17	1.7
Salesman/buyer	42	4.3
Government/military	9	0.9
Secretary/office work	58	5.9
Crafts/factory/mechanic	12	1.2
Homemaker	54	5.5
Student	81	8.3
Other	90	9.2
	981	100.0%

### Skier Ability

Table 13 shows how the respondents rated their skiing ability. Approximately 10 percent indicated they were beginners, 25.8 percent felt they were low intermediates, 39.2 felt they were high intermediates, 16.6 percent stated they were advanced, while 7.9 percent considered themselves experts.

TABLE 13  
SKIING ABILITY

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Novice	14	2.8%	5	1.4%	8	3.8%	-	-	-	-	27	1.9%
Beginner	27	5.3	29	8.0	22	10.5	41	12.2	-	-	119	8.4
Low intermediate	117	23.2	90	24.8	55	26.2	207	61.4	-	-	365.5	25.8
High intermediate	222	44.0	149	41.0	80	38.1	-	-	-	-	554.5	39.2
Advanced	84	16.6	78	21.5	29	13.8	89	26.4	-	-	235.5	16.6
Expert	41	8.1	12	3.3	14	6.7	-	-	-	-	111.5	7.9
No response	-	-	-	-	2	1.0	-	-	-	-	2	0.1
	505	100.0%	363	100.0%	210	100.1%	337	100.0%	-	-	1,415	99.9%

A comparison with the 1974 respondent is shown in Table 14. The 1977-78 season survey shows more beginners and low intermediates. The high intermediate percentages are almost identical. If one can assume new skiers are being attracted to the industry the increase in beginner skiers is a favorable trend.

TABLE 14  
CLASSIFICATION AS A SKIER, 1974 AIRLINE SKIER SURVEY

	Number	Percent
Novice	21	2.1%
Beginner	47	4.8
Low intermediate	201	20.5
High intermediate	390	39.8
Advanced	234	23.9
Expert	88	9.0
	981	100.1%

### Skiing Experience

Skiers traveling by commercial air tend to be experienced skiers. Over one-third have nine or more years skiing experience. The largest group (37.2 percent) reported four to eight years experience, as shown in Table 15.

TABLE 15  
SKIING EXPERIENCE

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Under 1 year	26	5.1%			-	- %	21	6.2%			47	4.5%
One year	16	3.2			36	17.1	13	3.9			65	6.2
2-3 years	90	17.8			35	16.6	66	19.6			191	18.2
4-8 years	180	36.6			80	38.1	131	38.9			391	37.2
9 years and over	190	37.7			56	26.6	106	31.5			352	33.5
No response	3	0.6			3	1.4	-	-			6	0.6
	<u>505</u>	<u>101.0%</u>			<u>210</u>	<u>99.8%</u>	<u>337</u>	<u>100.1%</u>			<u>1,052</u>	<u>100.2%</u>

Table 16 presents the 1974 results for comparison purposes.

TABLE 16

## NUMBER OF YEARS SKIED, 1974 AIRLINE SKIER SURVEY

	Number	Percent
1 year	87	8.9%
2 years	77	7.8
3 years	105	10.7
4 years	129	13.1
5-8 years	252	25.7
9-11 years	131	13.4
12 or more years	197	20.1
No response	<u>3</u>	<u>0.3</u>
	981	100.0%

Party Size

Party size information is shown in Table 17 and indicates the most popular party size is two (25.7 percent). Singles accounted for 12.1 percent and parties of four totaled 17.5 percent.

TABLE 17  
PARTY SIZE

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
1 person	71	14.1%	16	6.8%	34	16.2%	35	10.4%			156	12.1%
2 people	147	29.1	69	29.5	52	24.8	63	18.7			331	25.7
3 people	52	10.3	39	16.7	14	6.7	44	13.1			149	11.6
4 people	80	15.8	56	23.9	31	14.8	58	17.2			225	17.5
5 people	26	5.1	34	14.5	17	8.1	36	10.7			113	8.8
6 people	41	8.1	16	6.8	13	6.2	20	5.9			90	7.0
7 or more people	61	12.2	4	1.7	23	11.0	48	14.9			136	10.6
No response	27	5.3	-	-	26	12.4	33	9.8			86	6.7
	505	100.0%	234	99.9%	210	100.2%	337	100.7%			1,286	100.0%

Table 18 shows 1974 party sizes. It appears that much larger party sizes were recorded in the 1977-78 season when compared with the 1973-74 season.

TABLE 18  
NUMBER OF PERSONS IN PARTY, 1974 AIRLINE SKIER SURVEY

	Number	Percent
1 person	342	34.9%
2 people	325	33.1
3 people	80	8.2
4 people	112	11.4
5 people	32	3.3
6 people	36	3.7
7 people	7	0.7
8 people	12	1.2
9 people	35	3.6
	981	100.1%



## COMMERCIAL AIR TRANSPORTATION CHARACTERISTICS

Airline Used

Table 19 shows the airline used by respondents. United proved to be the most frequently used airline with its position being strongest among Aspen and Vail skiers. Continental holds second place, followed by TWA. The entry of Delta can be seen in the tabulation and helps explain the gains recorded in skier numbers from the south. The vast improvement in air service to and from southern destinations should result in continued growth in the southern market region.

TABLE 19  
AIRLINES USED

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
United	211	41.8%	147	40.5%	52	24.8%	88	26.1%			498	35.2%
Continental	80	15.8	48	13.2	53	25.2	80	23.7			261	18.5
Frontier	17	3.4	16	4.4	18	8.6	29	8.6			80	5.7
TWA	77	15.2	33	9.1	24	11.4	43	12.8			177	12.5
Western	20	4.0	18	5.0	5	2.4	28	8.3			71	5.0
Braniff	35	6.9	31	8.5	19	9.0	19	5.6			104	7.4
Texas International	9	1.8	8	2.2	12	5.7	19	5.6			48	3.4
American	-	-	10	2.8	-	-	-	-			10	0.7
Delta	29	5.7	11	3.0	12	5.7	11	3.3			63	4.5
Ozark	7	1.4	3	0.8	9	4.3	5	1.5			24	1.7
North Central	7	1.4	3	0.8	6	2.9	11	3.3			27	1.9
Other	8	1.6	12	3.3	-	-	-	-			20	1.4
No response	5	1.0	23	6.3	-	-	4	1.2			32	2.3
	505	100.0%	363	99.9%	210	100.0%	337	100.0%			1,415	100.2%

#### Method of Transportation to Ski Resort

Respondents were asked how they traveled to the ski resort after arriving in Colorado, and their answers were extremely varied. While the largest group utilized a rental car (32.4 percent), other modes such as private cars, commercial air and bus also enjoyed high usage (see Table 20). It is interesting to note that 30.7 percent flew directly to their destination by commercial air, although this group was concentrated among Aspen (57.2 percent) and Steamboat (44.0 percent) respondents where a

direct air route was available. When Rocky Mountain Airways starts flying into Avon, Vail is expected to report similar figures.

TABLE 20  
MODE OF TRANSPORTATION TO SKI AREA

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Ski the Summit bus	-	- %	-	- %	-	- %	-	- %	4	9.1%	4	0.3%
Private car	31	6.1	51	14.0	40	19.0	34	10.1	19	43.2	175	12.1
Rental car	111	22.0	183	50.4	69	32.9	95	28.2	14	31.8	472	32.4
Scheduled bus	27	5.3	43	11.8	54	25.7	26	7.7	2	4.5	152	10.4
Charter bus	34	6.7	31	8.5	39	18.6	32	9.5	-	-	136	9.3
Commercial air	289	57.2	11	3.0	-	-	148	44.0	-	-	448	30.7
Private air	4	0.8	-	-	-	-	1	0.3	-	-	5	0.3
Other	5	1.0	14	3.9	2	1.0	-	-	1	2.3	22	1.5
No response	4	0.8	-	-	-	-	1	0.3	4	9.1	9	0.5
Express bus from airport	-	-	30	8.3	6	2.9	-	-	-	-	36	2.5
	505	99.9%	363	99.9%	210	100.1%	337	100.1%	44	100.0%	1,459	100.0%

In comparing the mode of transportation to the ski area with the 1974 study one quickly sees several major shifts in consumer behavior--the dramatic increase in those arriving by air, largely at the expense of rental cars and chartered bus. See Table 21.

TABLE 21  
TRANSPORTATION FROM AIRPORT, 1974 AIRLINE SKIER SURVEY

	Number	Percent
Private car	108	11.0%
Scheduled bus	111	11.3
Private plane	2	0.2
Rental car	423	43.1
Chartered bus	159	16.2
Commercial air	94	9.6
Express bus	35	3.5
Other	49	5.0
	981	99.9%

Method of Transportation Used at Ski Area

At Aspen and Winter Park, respondents were queried on the transportation used while staying at the resort. The largest group (56.8 percent) of commercial air skiers did not use a car. The next largest group (30.4 percent) used a rental car. See Table 22.

TABLE 22  
USING A CAR

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Own car	14	2.8%			33	15.7%					47	6.6%
Rental car	145	28.7			72	34.3					217	30.4
Other	35	6.9			10	4.8					45	6.3
None	311	61.6			95	45.2					406	56.8
	505	100.0%			210	100.0%					715	100.1%

Is a Car Necessary

Four of the surveys included the question: "Is a car necessary?" The results are shown in Table 23 and indicate that 60.9 percent felt it was not, while 34.2 percent felt it was needed. These results are the opposite of those recorded by the in-state skier where 60.2 percent felt a car was needed and 32.8 percent stated it was not necessary.

TABLE 23

## DO YOU THINK A CAR IS NECESSARY?

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Yes	127	25.1%			113	53.8%	112	33.2%	23	52.3%	375	34.2%
No	350	69.3			95	45.2	209	62.0	13	29.5	667	60.9
Not applicable	27	5.3			-	-	16	4.7	-	-	35	3.2
No response	1	0.2			2	1.0			8	18.2	19	1.7
	<u>505</u>	<u>99.9%</u>			<u>210</u>	<u>100.0%</u>	<u>337</u>	<u>99.9%</u>	<u>44</u>	<u>100.0%</u>	<u>1,096</u>	<u>100.0%</u>

## IV

## COMMERCIAL AIR ACCOMMODATION CHARACTERISTICS

Type of Lodging

Lodges and condominiums were the most popular type of accommodations with 40.4 and 40.3 percent respectively. A significant 12.2 percent stayed with friends. Table 24 presents accommodation information for the areas except for Vail.

TABLE 24  
LODGING ACCOMMODATIONS

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Lodge, motel, hotel	200	39.6%			94	44.7%	143	42.4%	6	13.6%	443	40.4%
Condominium	197	39.0			79	37.6	139	41.2	27	61.4	442	40.3
Rented house	18	3.6			3	1.4	3	0.9	-	-	24	2.2
With friends	64	12.7			12	5.7	49	14.5	9	20.5	134	12.2
Camper	-	-			-	-	1	0.3	-	-	1	0.1
Dormitory	13	2.6			-	-	-	-	-	-	13	1.2
Other	10	2.0			2	1.0	-	-	2	4.5	14	1.3
No response	3	0.6			1	0.5	1	0.3	-	-	5	0.5
Not applicable	-	-			19	9.0	1	0.3	-	-	20	1.8
	<u>505</u>	<u>100.1%</u>			<u>210</u>	<u>99.9%</u>	<u>337</u>	<u>99.9%</u>	<u>44</u>	<u>100.0%</u>	<u>1,096</u>	<u>100.0%</u>

The 1974 airline skier survey shows slightly different figures. In 1974, lodges were the leading type of accommodation, while in 1978 the trend toward more condominiums has caused them to catch lodges as a place to stay. There was also a large increase in the number staying with friends in 1978, as compared to 1974. See Table 25.

TABLE 25

## TYPE OF ACCOMMODATIONS, 1974 AIRLINE SKIER SURVEY

	Number	Percent
Lodge, motel, hotel	460	46.9%
Condominium	407	41.5
Dormitory	22	2.2
Rented a house	17	1.7
Stayed with friends	57	5.8
Camper	3	0.3
Other	15	1.5
	981	99.9%

Accommodation Reservations

Table 26 shows the time frame in which commercial air respondents made lodging reservations. Over 56 percent made their reservations two or more months in advance with 30.0 percent making them four or more months in advance.

TABLE 26  
ADVANCE LODGING RESERVATIONS

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
4 months or more	169	33.5%	109	30.0%	77	36.6%	78	23.2%	5	11.3%	438	30.0%
2-3 months	151	29.9	93	25.6	46	21.9	78	23.1	15	34.1	383	26.3
1 month	66	13.1	51	14.1	17	8.1	43	12.8	20	45.5	187	12.8
Less than 1 month	93	18.4	68	18.7	27	12.9	51	15.1			249	17.1
Other	-	-	17	4.7	4	1.9	8	2.4	1	2.3	30	2.1
No reservation	-	-	25	6.9	35	16.7	72	21.4	-	-	132	9.1
No response	26	5.1	-	-	4	1.9	7	2.1	3	6.8	40	2.7
	505	100.0%	363	100.0%	210	100.0%	337	100.1%	44	100.0%	1,459	100.1%



## COMMERCIAL AIR SKI VACATION CHARACTERISTICS

Nights Stayed

Table 27 shows the distribution of length of stay. The most frequently occurring value was 7 nights with over 30 percent. A total of 19 percent stayed 6 nights, and over 23 percent stayed between 8 and 14 nights. About 14 percent stayed 4 to 5 nights. Over 92 percent of the respondents stayed 4 or more nights, and 79 percent stayed 6 or more nights. Vail and Aspen recorded the longest length of stays.

TABLE 27  
NIGHTS SPENT AT SKI RESORT

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
None	2	0.4%	5	1.4%	18	8.6%	1	0.3%	-	-	26	1.8%
1 night	2	0.4	3	0.8	2	1.0	1	0.3	-	-	8	0.6
2 nights	3	0.6	9	2.5	5	2.4	6	1.8	-	-	23	1.6
3 nights	8	1.6	11	3.0	16	7.6	15	4.5	1	2.3	51	3.4
4-5 nights	39	7.7	45	12.4	42	20.0	134	39.7	7	15.9	200	13.7
6 nights	93	18.4	63	17.4	50	23.8			4	9.1	277	19.0
7 nights	187	37.0	112	30.9	54	25.7	163	48.4	10	22.7	444.5	30.5
8-14 nights	139	27.5	95	26.2	15	7.1					337.8	23.2
15-21 nights	17	3.4	15	4.1	2	1.0	14	4.2	22	50.0	48.3	3.3
22 or more nights	11	2.2	4	1.1	4	1.9					33.4	3.0
No response	4	0.8	1	0.3	2	1.0	3	0.9	-	-	10	0.7
	505	100.0%	363	100.1%	210	100.1%	337	100.1%	44	100.0%	1,459	100.8%

Length of visit figures from the 1974 airline skier survey are shown in Table 28. It is necessary to group these figures into the categories shown in Table 27. It appears the figures are very comparable when one adjusts the 6 night stay into a 7 day length of stay.

TABLE 28  
LENGTH OF VISIT, 1974 AIRLINE SKIER SURVEY

	Number	Percent
1 day	1	0.1%
2 days	11	1.1
3 days	16	1.6
4 days	32	3.3
5 days	48	4.9
6 days	52	5.3
7 days	555	56.6
8 days	128	13.0
9 days	65	6.6
10 days	18	1.8
11 days	6	0.6
12 days	4	0.4
13 days	10	1.0
14 days	20	2.0
15 days	3	0.3
16 days or more	12	1.2
	<u>981</u>	<u>99.8%</u>

### Package Plan

Approximately 23.0 percent of the commercial air respondents were on a package plan. The figures ranged from a low of 19.0 percent at Aspen to a high of 31.8 percent at Steamboat, as shown in Table 29. These figures are markedly different from the 1974 survey which recorded 55 percent of the respondents on a package plan. The lack of package plans available in the 1977-78 season compared to the 1973-74 season had a great impact on the results.

TABLE 29  
ON A PACKAGE PLAN

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Yes	96	19.0%	74	20.4%	49	23.3%	107	31.8%			326	23.0%
No	408	80.8	287	79.0	157	74.8	220	65.3			1,072	75.8
No response	1	0.2	2	0.6	4	1.9	10	3.0			17	1.2
	505	100.0%	363	100.0%	210	100.0%	337	100.1%			1,415	100.0%

### Ski Vacations

Table 30 shows the ski vacations taken last season by commercial air respondents. The largest group (34.6 percent) took one ski vacation, followed by the group taking two (23.2 percent). A ski vacation has been defined as a stay of four or more nights.

TABLE 30

NUMBER OF SKI VACATIONS  
(FOUR NIGHTS OR MORE)

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
None	11	2.2%	-	- %	8	3.8%	158	46.9%	11	25.0%	188	14.6%
1 vacation	249	49.3	4	2.1	121	57.6	108	32.0	23	52.3	505	39.3
2 vacations	147	29.1	93	49.5	45	21.4	47	13.9	6	13.6	338	26.3
3 vacations	56	11.1	53	28.2	17	8.1	9	2.7	2	4.5	137	10.7
4 vacations	25	5.0			9	4.3	8	2.4	2	4.5	56.6	4.4
5 vacations	7	1.4	38	20.2	7	3.3	3	0.9	-	-	26.2	2.0
6 or more vacations	10	2.0					3	0.9	-	-	29.2	2.3
No response	-	-	2	0.6	3	1.4	1	0.3	-	-	6	0.5
	505	100.1%	190	100.6%	210	99.9%	337	100.0%	44	99.9%	1,286	100.1%

Table 31 shows the number of ski vacations taken by respondents in the 1974 survey; however, the reader should be aware that a different definition of ski vacation was used. In the 1974 study a ski vacation was defined as requiring a minimum of one overnight stay while the 1977-78 studies required a stay of four or more nights.

TABLE 31  
NUMBER OF SKI VACATIONS TAKEN PER YEAR,  
1974 AIRLINE SKIER SURVEY

	Number	Percent
1 vacation	364	37.1%
2 vacations	230	23.4
3 vacations	148	15.1
4 vacations	91	9.3
5-8 vacations	82	8.4
9-11 vacations	12	1.2
12 or more vacations	47	4.8
No response	7	0.7
	<u>981</u>	<u>100.0%</u>

### Brochures

Four of the areas asked respondents if they had seen a brochure before coming, and 42.5 percent of the commercial air respondents indicated they had, as shown in Table 32. This was the highest percentage reported by any of the market segments analyzed.

TABLE 32  
BROCHURE SEEN

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Yes			197	54.3%	78	37.1%	124	36.8%	6	13.6%	405	42.5%
No			165	45.5	127	60.5	123	36.5	38	86.4	453	47.5
No response			1	0.3	5	2.4	90	26.7	-	-	96	10.1
			<u>363</u>	<u>100.1%</u>	<u>210</u>	<u>100.0%</u>	<u>337</u>	<u>100.0%</u>	<u>44</u>	<u>100.0%</u>	<u>954</u>	<u>100.1%</u>

### Sources of Planning Information

When out-of-state respondents were asked about their sources of planning information, "word of mouth" was the prime source (30.9 percent), as shown in Table 33. Other important sources were travel agents, brochures, airlines and advertisements. The totals in Table 33 add to more than 100 percent because of multiple responses.

TABLE 33  
SOURCES OF PLANNING INFORMATION

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Airline			86	23.7%	11	5.2%	29	8.6%	7	15.9%	133	9.6%
Travel agent			167	46.0	26	12.4	58	17.2	6	13.6	257	18.6
Brochures			43	11.8	19	9.0	71	21.1	2	4.5	135	9.8
Radio/TV ads			3	0.8	-	-	-	-	-	-	8	0.6
Magazine ads			26	7.2	6	2.9	10	3.0	1	2.3	38	2.8
Past experience			-	-	90	42.9	-	-	-	-	90	6.5
Word of mouth			163	44.9	85	40.5	156	46.3	23	52.3	427	30.9
Ski show			1	0.3	-	-	11	3.3	1	2.3	13	0.9
Ski club/auto			3	0.8	-	-	33	9.8	1	2.3	37	2.7
Other			108	29.8	22	10.5	77	22.9	10	22.7	217	15.7
None			10	2.8	-	-	-	-	-	-	10	0.7
Not applicable			-	-	11	5.2	-	-	-	-	11	0.8
Source unknown			-	-	-	-	6	1.8	-	-	6	0.4
			610 <sup>a</sup>	168.1% <sup>a</sup>	270 <sup>a</sup>	128.6% <sup>a</sup>	451 <sup>a</sup>	134.0% <sup>a</sup>	51 <sup>a</sup>	115.9% <sup>a</sup>	1,382	100.0%

<sup>a</sup> Multiple responses.

Travel Arrangements

Table 34 shows the use of various agencies in making travel arrangements of commercial air respondents. The largest group (31.5 percent) reported using a travel agent; the second largest group (20.8 percent) made their reservations direct. The role of the travel agent is very important in dealing with skiers traveling by commercial air. Because of multiple responses, some of the totals in Table 34 do not add to 100 percent.

TABLE 34

## CONTACT IN MAKING TRAVEL ARRANGEMENTS

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Travel agent	125	24.8%	188	51.8%	42	20.0%	93	27.6%	11	25.0%	459	31.5%
Airline	22	4.4	52	14.3	4	1.9	-	-	8	18.2	86	5.9
A friend	-	-	-	-	24	11.4	33	9.8	15	34.1	72	4.9
Area association	-	-	27	7.4	14	6.7	11	3.3	5	11.4	57	3.9
Direct	127	25.2	46	12.7	63	30.0	64	19.0	3	6.8	303	20.8
Ski club	5	1.0	11	3.0	11	5.2	41	12.2	2	4.5	70	4.8
None made	-	-	-	-	3	1.4	72	21.4	-	-	75	5.1
Other	133	26.3	69	19.0	7	3.3	6	1.8	2	4.5	217	14.9
Not applicable	-	-	-	-	28	13.3	-	-	-	-	28	1.9
No response	11	2.2	8	2.2	14	6.9	17	5.0	-	-	50	3.4
Aspen reservation agencies	82	16.2	-	-	-	-	-	-	-	-	82	5.6
	505	100.1%	401	110.4%	210	100.1%	337	100.1%	46	104.5%	1,499	102.7%

First Ski Vacation

When respondents were asked if this was their first ski vacation at the area, the results were split about 50-50, as shown in Table 35. Copper Mountain and Steamboat attracted over two-thirds of their commercial air visitors for the first time. Aspen and Vail attracted about 40 percent while Winter Park attracted 50 percent.

TABLE 35  
FIRST SKI VACATION

	Aspen		Vail		Winter Park		Steamboat		Copper Mountain		Total	
	#	%	#	%	#	%	#	%	#	%	#	%
Yes	203	40.2%	145	39.9%	105	50.0%	226	67.1%	30	68.2%	709	48.6%
No	302	59.8	216	59.8	104	49.5	111	32.9	14	31.8	747	51.2
No response	-	-	1	0.3	1	0.5	-	-	-	-	2	0.1
	<u>505</u>	<u>100.0%</u>	<u>362</u>	<u>100.0%</u>	<u>210</u>	<u>100.0%</u>	<u>337</u>	<u>100.0%</u>	<u>44</u>	<u>100.0%</u>	<u>1,458</u>	<u>99.9%</u>



APPENDIX A

QUESTIONNAIRES

ASPEN SKIER INTERVIEW STUDY, 1977-78 SEASON

Name of Interviewer \_\_\_\_\_ Date \_\_\_\_\_

Name of Mountain: 1 Aspen 2 Highlands 3 Snowmass 4 Buttermilk

1. Where are you from?

\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

2. What is the number of people in your party?

Children \_\_\_\_\_ Teens \_\_\_\_\_ Adults \_\_\_\_\_ TOTAL \_\_\_\_\_

3. If you are from out of state, how did you reach Colorado?

- |                 |                   |
|-----------------|-------------------|
| 1 From Colorado | 6 Scheduled bus   |
| 2 Train         | 7 Chartered plane |
| 3 Rental car    | 8 Private plane   |
| 4 Private car   | 9 Commercial air  |
| 5 Chartered bus |                   |

4. If you came by air, which airline did you use to get to Colorado?

- |                       |                                  |
|-----------------------|----------------------------------|
| 1 United              | 8 North Central                  |
| 2 Continental         | 9 Ozark                          |
| 3 Frontier            | 10 Delta                         |
| 4 TWA                 | 11 Other (specify _____)         |
| 5 Western             | 12 Didn't use commercial airline |
| 6 Braniff             | 13 From Colorado                 |
| 7 Texas International |                                  |

5. What airport did you fly into to get to Colorado?

- |                    |                         |
|--------------------|-------------------------|
| 1 Denver           | 5 Aspen                 |
| 2 Grand Junction   | 6 Other (specify _____) |
| 3 Colorado Springs | 7 Did not fly           |
| 4 Salt Lake City   | 8 From Colorado         |

6. How did you arrive in the Aspen area?

- |                 |                                      |
|-----------------|--------------------------------------|
| 1 Private car   | 5 Express bus from Stapleton Airport |
| 2 Rental car    | 6 Commercial air                     |
| 3 Chartered bus | 7 Private plane                      |
| 4 Scheduled bus |                                      |

7. Are you using a car while you are in Aspen?

- |                   |                                  |
|-------------------|----------------------------------|
| 1 Yes, own car    | 3 Yes, other car (specify _____) |
| 2 Yes, rental car | 4 No                             |

8. Do you feel a car is needed?

- |                      |      |
|----------------------|------|
| 1 Did not answer yes | 3 No |
| 2 Yes                |      |

9. Is your lodging in:

- |                   |                         |
|-------------------|-------------------------|
| 1 Aspen area      | 4 Glenwood Springs      |
| 2 Snowmass Resort | 5 Other (specify _____) |
| 3 Basalt          |                         |

10. Who did you contact in making your lodging reservation? (Probe if necessary, find out who actually made the reservation.)

- |                                 |   |
|---------------------------------|---|
| 1 Aspen Reservations, Inc.      | 7 Airlines                                    |
| 2 Snowmass Central Reservations | 8 Travel Agent                                |
| 3 Vilcor                        | 9 Direct to accommodations                    |
| 4 Aspen Ski Tours               | 10 Ski club (specify _____)                   |
| 5 Aspen Condo Reservation       | 11 Other (specify tour operator's name _____) |
| 6 Chamber of Commerce           |   |

11. How far in advance of your arrival date did you book space in Aspen?

- |                      |                     |
|----------------------|---------------------|
| 1 More than 5 months | 6 One month         |
| 2 Five months        | 7 Three weeks       |
| 3 Four months        | 8 Two weeks         |
| 4 Three months       | 9 One week or under |
| 5 Two months         |                     |

12. What type of accommodations do you have on this trip?

- |                       |                         |
|-----------------------|-------------------------|
| 1 Lodge, motel, hotel | 5 Staying with friends  |
| 2 Condominium         | 6 Camper                |
| 3 Dormitory           | 7 Other (specify _____) |
| 4 Renting a house     |                         |

13. Do you like the City of Aspen's pedestrian mall?

- |       |   |
|-------|---|
| 1 Yes | 3 No opinion                                    |
| 2 No  | 4 Haven't been in Aspen yet (go to question 17) |

14. If yes, should the mall:

- |                        |                  |
|------------------------|------------------|
| 1 Be expanded          | 3 No opinion     |
| 2 Remain the same size | 4 Not applicable |

15. Do you find parking in the downtown Aspen area:

- |                      |                   |
|----------------------|-------------------|
| 1 No problem         | 4 Not using a car |
| 2 A little difficult | 5 Not applicable  |
| 3 Very difficult     |                   |

16. Does Aspen's maximum of two hour parking allow you adequate time to shop in the downtown area?

- |           |                   |
|-----------|-------------------|
| 1 Yes     | 4 Not using a car |
| 2 Usually | 5 Not applicable  |
| 3 No      |                   |

17. How many ski vacations do you take on the average each year? (A ski vacation includes a minimum of four nights.)

- |         |             |
|---------|-------------|
| 1 None  | 5 Four      |
| 2 One   | 6 Five      |
| 3 Two   | 7 Over five |
| 4 Three |             |

18. How many total days do you actually spend skiing per year? (Include both daily and vacation ski trips.)

- |                      |                              |
|----------------------|------------------------------|
| 1 Three or less      | 5 Fifteen to twenty-one      |
| 2 Four to six        | 6 Twenty-two to twenty-eight |
| 3 Seven to ten       | 7 Twenty-nine or more        |
| 4 Eleven to fourteen |                              |

19. How do you classify yourself as a skier?

- |                    |                     |
|--------------------|---------------------|
| 1 Novice           | 4 High intermediate |
| 2 Beginner         | 5 Advanced          |
| 3 Low intermediate | 6 Expert            |

20. Are you a member of a ski club?

- |       |      |
|-------|------|
| 1 Yes | 2 No |
|-------|------|

21. Is this your first ski vacation to Aspen?

- |       |      |
|-------|------|
| 1 Yes | 2 No |
|-------|------|

22. Did you ski or will you ski at any other Colorado areas on this trip?

- |       |      |
|-------|------|
| 1 Yes | 2 No |
|-------|------|

23. If yes, where? \_\_\_\_\_

24. How many nights will you spend in the Aspen-Snowmass Resort area? \_\_\_\_\_

25. How many days will you take lessons this ski trip?

- |         |                 |
|---------|-----------------|
| 1 None  | 5 Four          |
| 2 One   | 6 Five          |
| 3 Two   | 7 Six           |
| 4 Three | 8 Seven or more |

26. If yes, where? \_\_\_\_\_

27. Who are you here with? (Show respondent the list, have them indicate which category.)

- |   |                                   |
|---|-----------------------------------|
| 1 An organized group, i.e.,<br>a ski club | 4 Friends                         |
| 2 Your family                             | 5 Your husband (wife)             |
| 3 Your family and friends                 | 6 Your husband (wife) and friends |
|   | 7 Alone                           |

28. How many of your group are non-skiers?

- |         |                |
|---------|----------------|
| 1 None  | 6 Five         |
| 2 One   | 7 Six to eight |
| 3 Two   | 8 Nine to ten  |
| 4 Three | 9 Over ten     |
| 5 Four  | 10 Don't know  |

29. Are you on a package plan?

- |                                 |                                |
|---------------------------------|--------------------------------|
| 1 Yes<br>(go on to question 30) | 2 No<br>(go on to question 33) |
|---------------------------------|--------------------------------|

30. If yes, please indicate your first choice of ski package length.

- |              |                         |
|--------------|-------------------------|
| 1 Three days | 5 Other (specify _____) |
| 2 Five days  | 6 Doesn't matter        |
| 3 Six days   | 7 Not applicable        |
| 4 Seven days |                         |

31. Your second choice:

- |              |                         |
|--------------|-------------------------|
| 1 Three days | 5 Other (specify _____) |
| 2 Five days  | 6 Doesn't matter        |
| 3 Six days   | 7 Not applicable        |
| 4 Seven days |                         |

32. What is the total cost of your package on a per person basis?

- |                            |          |
|----------------------------|----------|
| 1 Excluding transportation | \$ _____ |
| 2 Including transportation | \$ _____ |

33. Please indicate how much YOU or someone else spent on yourself yesterday for the following items:

(a) Lodging (non-package plan user). Example: If you are a party of four and are paying \$42.50 a night for accommodations, the figure is \$10.63.  
\$ \_\_\_\_\_ Don't Know \_\_\_\_\_

(b) Restaurant (breakfast, lunch and dinner, including alcoholic beverages).  
\$ \_\_\_\_\_ Don't Know \_\_\_\_\_

Indicate places they ate:

Breakfast \_\_\_\_\_  
Lunch \_\_\_\_\_  
Dinner \_\_\_\_\_

34. Please estimate how much YOU or someone else will be spending on yourself for the following items this ski trip. (Interviewer: Be sure to cover all items "a" through "g;" if answer is none or don't know, be sure to write it in.)

- |                    |          |  |          |
|--------------------|----------|--|----------|
| (a) Groceries      | \$ _____ | (f) Ski lessons  | \$ _____ |
| (b) Package liquor | \$ _____ | (g) Other (rental car, babysitting, film, gifts, souvenirs, medical, etc.) | \$ _____ |
| (c) Clothing       | \$ _____ |  |          |
| (d) Equipment      | \$ _____ |  |          |
| (e) Ski rental     | \$ _____ |  |          |

35. How much did you spend on yourself for round trip transportation? (Non-package plan user only.)

\$ \_\_\_\_\_

36. How does the Aspen experience rate with other ski vacations you have taken?

- |                       |                                 |
|-----------------------|---------------------------------|
| 1 Much better         | 5 Much worse                    |
| 2 Better              | 6 First ski trip                |
| 3 About the same      | 7 Have vacationed only in Aspen |
| 4 Not as good as most |                                 |

37. Do you plan to return to Aspen for a ski vacation in the future?

- |                        |                                  |
|------------------------|----------------------------------|
| 1 Yes, again this year | 4 Yes, within the next two years |
| 2 Yes, next year       | 5 Sometime in the future         |
| 3 Don't know           | 6 No                             |

38. Do you feel welcome in Aspen when using the following facilities?

	Always	Generally	Sometimes Not	Generally Not	No Contact
(a) On the ski mountain?	1	2	3	4	5
(b) At the lift ticket window?	1	2	3	4	5
(c) In the mountain restaurants?	1	2	3	4	5
(d) At the lodge/condo?	1	2	3	4	5
(e) In shops?	1	2	3	4	5
(f) In restaurants in town?	1	2	3	4	5
(g) At the Chamber of Commerce?	1	2	3	4	5
(h) At the Airport?	1	2	3	4	5
(i) At City Hall/Police Dept./Sheriff's Office?	1	2	3	4	5
(j) In taxis?	1	2	3	4	5
(k) In buses?	1	2	3	4	5
(l) In ski school?	1	2	3	4	5



46. How old are you?

- |            |              |
|------------|--------------|
| 1 Under 12 | 6 30-39      |
| 2 13-17    | 7 40-49      |
| 3 18-19    | 8 50-59      |
| 4 20-24    | 9 60 or over |
| 5 25-29    | 10 No answer |

47. What is the annual income of your household?

- |                   |                     |
|-------------------|---------------------|
| 1 \$0-6,999       | 6 \$25,000-34,999   |
| 2 \$7,000-9,999   | 7 \$35,000-49,999   |
| 3 \$10,000-14,999 | 8 \$50,000-74,999   |
| 4 \$15,000-19,999 | 9 \$75,000 and over |
| 5 \$20,000-24,999 | 10 No answer        |

48. What is the highest grade you have completed in school?

- |                        |                      |
|------------------------|----------------------|
| 1 0-8th grade          | 5 College graduate   |
| 2 Some high school     | 6 Post-graduate work |
| 3 High school graduate | 7 Advanced degree    |
| 4 Some college         | 8 No answer          |

49. What is your occupation? (If in doubt on classification, write in occupation.)

- |                           |                             |
|---------------------------|-----------------------------|
| 1 Executive, manager      | 6 Secretary, office work    |
| 2 Professional, technical | 7 Crafts, factory, mechanic |
| 3 Teacher, professor      | 8 Homemaker                 |
| 4 Salesman, buyer         | 9 Student                   |
| 5 Government, military    | 10 Other _____              |

50. Do you have any comments about Aspen-Snowmass area which would help make the area a better place to ski?

---

---

---

51. Which of the following publications do you read on a regular basis? (Check all that apply.)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Ski                      | <input type="checkbox"/> Oui                       | <input type="checkbox"/> Denver Magazine            |
| <input type="checkbox"/> Skiing                   | <input type="checkbox"/> Esquire                   | <input type="checkbox"/> Power                      |
| <input type="checkbox"/> Time                     | <input type="checkbox"/> Mademoiselle              | <input type="checkbox"/> Barrons                    |
| <input type="checkbox"/> National Geographic      | <input type="checkbox"/> Vail Trail                | <input type="checkbox"/> Aspen Times                |
| <input type="checkbox"/> Denver Post              | <input type="checkbox"/> Christian Science Monitor | <input type="checkbox"/> New Yorker                 |
| <input type="checkbox"/> Newsweek                 | <input type="checkbox"/> Colorado Magazine         | <input type="checkbox"/> Glamour                    |
| <input type="checkbox"/> Playboy                  | <input type="checkbox"/> Business Week             | <input type="checkbox"/> Viva                       |
| <input type="checkbox"/> Rocky Mountain News      | <input type="checkbox"/> Family Circle             | <input type="checkbox"/> Your local metro newspaper |
| <input type="checkbox"/> Sports Illustrated       | <input type="checkbox"/> Reader's Digest           | <input type="checkbox"/> Other (specify)            |
| <input type="checkbox"/> Penthouse                | <input type="checkbox"/> Texas Monthly             | _____   |
| <input type="checkbox"/> U.S. News & World Report | <input type="checkbox"/> Southern Living           | _____   |
| <input type="checkbox"/> People                   | <input type="checkbox"/> Sunset                    | _____   |
| <input type="checkbox"/> Wall Street Journal      | <input type="checkbox"/> Chicago Magazine          | _____   |



52. Have you seen an advertisement on winter in Aspen in the last 8 months?

- 1 Yes 2 No

53. Have you ever seen a ski movie on Aspen?

- 1 Yes 2 No

54. If yes, where?

- 1 Television 5 Movie theatre  
2 Ski club meeting 6 Airplane  
3 Ski show 7 Other (specify \_\_\_\_\_)  
4 Airport

55. Would you be willing to participate in similar follow-up questionnaires if they were to be mailed to your home?

- 1 Yes (see a) 2 No

(a) Name \_\_\_\_\_  
Address \_\_\_\_\_  
City and State \_\_\_\_\_

56. Would you like to receive information on conference facilities in Aspen?

- 1 Yes 2 No

If yes, record address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for your cooperation.

VAIL SKIER SURVEY  
1977-1978  
LOCAL/COLORADO SURVEY

NAME \_\_\_\_\_

DATE \_\_\_\_\_

CHAIR \_\_\_\_\_ TIME \_\_\_\_\_

1. Where do you live?

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

2. How did you get here?

- |                              |                               |
|------------------------------|-------------------------------|
| (1) _____ Private car (2a&b) | (5) _____ Commercial Airline: |
| (2) _____ Rental car (2a&b)  | What airline _____            |
| (3) _____ Scheduled bus      | (6) _____ Charter airline     |
| (4) _____ Scheduled bus      | What airline _____            |
| (5) _____ Charter bus        | (7) _____ Private Plane       |
|                              | (8) _____ Train               |

2a. How many people, including yourself, were in your car?

\_\_\_\_\_ Total      \_\_\_\_\_ Adults      \_\_\_\_\_ Teens      \_\_\_\_\_ Children  
(18 and over)      (13 - 17)      (12 and under)

2b. Where is it parked?

- |                                 |                          |
|---------------------------------|--------------------------|
| (1) _____ Golden Peak           | (4) _____ Private lot    |
| (2) _____ Transportation Center | (5) _____ Not applicable |
| (3) _____ LionsHead             | (6) _____ Don't know     |

3. How do you classify yourself as a skier?

- |  |  |
|--|--|
| (1) _____ Novice (never-ever)                | (4) _____ High Intermediate (parallel) |
| (2) _____ Beginner                           | (5) _____ Advanced                     |
| (3) _____ Low intermediate<br>(stem christy) | (6) _____ Expert (professional)        |

4. How many total days will you ski during this entire ski season?

- |                       |                         |
|-----------------------|-------------------------|
| (1) _____ None        | (6) _____ 6 days        |
| (2) _____ One day     | (7) _____ 7 days        |
| (3) _____ Two days    | (8) _____ 8 to 14 days  |
| (4) _____ Three days  | (9) _____ 15 to 21 days |
| (5) _____ 4 to 5 days | (10) _____ 22 or more   |

5. Are you taking ski school lessons?

- (1) \_\_\_\_\_ Yes (5a)      (2) \_\_\_\_\_ No (5b)

5a. On this scale, how would you rate the quality of instruction?

- |                     |                    |
|---------------------|--------------------|
| (1) ___ Outstanding | (5) ___ Fair       |
| (2) ___ Excellent   | (6) ___ Poor       |
| (3) ___ Good        | (7) ___ Don't know |
| (4) ___ Average     |                    |

5b. Why?

- |                    |                                  |
|--------------------|----------------------------------|
| (1) ___ Don't need | (4) ___ Planning to take lessons |
| (2) ___ No time    | (5) ___ Other, please specify    |
| (3) ___ Cost       | _____                            |

6. What kinds of new ski school programs would you like to see added?

\_\_\_\_\_

7. With regard to lift lines, how many minutes do you consider an unacceptable wait?

- |                          |                          |
|--------------------------|--------------------------|
| (1) ___ 1 to 5 minutes   | (4) ___ 16 to 20 minutes |
| (2) ___ 6 to 10 minutes  | (5) ___ 21 to 29 minutes |
| (3) ___ 11 to 15 minutes | (6) ___ 30 or more       |

8. With regard to chair lift rides, how many minutes do you consider comfortable?

- |                         |                          |
|-------------------------|--------------------------|
| (1) ___ 3 to 6 minutes  | (3) ___ 10 to 12 minutes |
| (2) ___ 7 to 10 minutes | (4) ___ 13 to 15 minutes |
|                         | (5) ___ Over 15 minutes  |

9. How significant a role do you think Vail's Gondola plays in the quality of the total skiing experience?

- |                                      |
|--------------------------------------|
| (1) ___ A necessity                  |
| (2) ___ Plays an important role      |
| (3) ___ Adds a touch of class        |
| (4) ___ Has no material significance |
| (5) ___ Has a negative connotation   |

10. With a view toward preserving a high quality ski experience, what would be your general reaction to a reservation system that limited the number of skiers on Vail Mountain on a given day?

- |                 |                          |                    |
|-----------------|--------------------------|--------------------|
| (1) ___ Approve | (2) ___ Disapprove (10a) | (3) ___ Dont' know |
|-----------------|--------------------------|--------------------|

10a. Why? \_\_\_\_\_

11. How did you purchase your lift ticket?

- |  |  |
|--|--|
| (1) <input type="checkbox"/> Package plan thru lodge       | (5) <input type="checkbox"/> Season Pass                 |
| (2) <input type="checkbox"/> Daily ticket at ticket office | (6) <input type="checkbox"/> Payless Pass                |
| (3) <input type="checkbox"/> Multiple day at ticket office | (7) <input type="checkbox"/> Group rate                  |
| (4) <input type="checkbox"/> Colorado Card                 | (8) <input type="checkbox"/> Other, please specify _____ |

12. How many nights will you spend in the Vail area?

- |  |  |
|--|--|
| (1) <input type="checkbox"/> None          | (6) <input type="checkbox"/> 6 nights        |
| (2) <input type="checkbox"/> One night     | (7) <input type="checkbox"/> 7 nights        |
| (3) <input type="checkbox"/> Two nights    | (8) <input type="checkbox"/> 8 to 14 nights  |
| (4) <input type="checkbox"/> Three nights  | (9) <input type="checkbox"/> 15 to 21 nights |
| (5) <input type="checkbox"/> 4 to 5 nights | (10) <input type="checkbox"/> 22 or more     |

13. Where are your accommodations?

- |  |   |
|--|---|
| (1) <input type="checkbox"/> Vail Village    | (5) <input type="checkbox"/> West Vail (13a)                |
| (2) <input type="checkbox"/> LionsHead       | (6) <input type="checkbox"/> Lake Dillon/Summit County area |
| (3) <input type="checkbox"/> East Vail (13a) | (7) <input type="checkbox"/> Other _____                    |
| (4) <input type="checkbox"/> Sandstone (13a) | (8) <input type="checkbox"/> Not applicable                 |

13a. Do you find a need for a personal car to get around Vail?

- |                                  |                                 |
|----------------------------------|---------------------------------|
| (1) <input type="checkbox"/> Yes | (2) <input type="checkbox"/> No |
|----------------------------------|---------------------------------|

14. How many people are living/staying in your lodging accommodations?

\_\_\_\_\_ (14a)

14a. How many do not ski? \_\_\_\_\_

15. In the past year, have you seen or heard any of the following?  
(check all that apply)

- |  |  |
|--|--|
| (1) <input type="checkbox"/> Vail brochure                         | (4) <input type="checkbox"/> Direct mailing              |
| (2) <input type="checkbox"/> Magazine advertising                  | (5) <input type="checkbox"/> Ski the Rockies advertising |
| (3) <input type="checkbox"/> Radio (not KVMt, local radio station) | (6) <input type="checkbox"/> Other _____                 |
|  | (7) <input type="checkbox"/> None                        |

16. On this scale, what is your opinion of Vail's advertising and its brochures?

- |  |   |
|--|---|
| (1) <input type="checkbox"/> Outstanding | (4) <input type="checkbox"/> Average      |
| (2) <input type="checkbox"/> Excellent   | (5) <input type="checkbox"/> Fair         |
| (3) <input type="checkbox"/> Good        | (6) <input type="checkbox"/> Poor         |
|  | (7) <input type="checkbox"/> Haven't seen |

17. How would you describe Vail's image?

\_\_\_\_\_

18. Have you ever skied Vail in April (do not ask during April)

- (1) \_\_\_ Yes (18a)                      (2) \_\_\_ No (18b)

18a. What was your opinion of the skiing experience?

- (1) \_\_\_ Outstanding                      (4) \_\_\_ Average  
(2) \_\_\_ Excellent                      (5) \_\_\_ Fair  
(3) \_\_\_ Good                      (6) \_\_\_ Poor

18b. What do you think the skiing would be like?

- (1) \_\_\_ Outstanding                      (4) \_\_\_ Average  
(2) \_\_\_ Excellent                      (5) \_\_\_ Fair  
(3) \_\_\_ Good                      (6) \_\_\_ Poor

19. Have you ever skied Vail in early December? (Dec. 1-17 - Do not ask during November and December)

- (1) \_\_\_ Yes (19a)                      (2) \_\_\_ No (19b)

19a. What was your opinion of the skiing experience?

- (1) \_\_\_ Outstanding                      (4) \_\_\_ Average  
(2) \_\_\_ Excellent                      (5) \_\_\_ Fair  
(3) \_\_\_ Good                      (6) \_\_\_ Poor

19b. What do you think the skiing would be like?

- (1) \_\_\_ Outstanding                      (4) \_\_\_ Average  
(2) \_\_\_ Excellent                      (5) \_\_\_ Fair  
(3) \_\_\_ Good                      (6) \_\_\_ Poor

20. Would you be willing to park a mile or so from a ski resort and use a free shuttle bus? (Day skier only)

- (1) \_\_\_ Yes                      (2) \_\_\_ No

21. Sex:

- (1) \_\_\_ Male                      (2) \_\_\_ Female

22. Are you married?

- (1) \_\_\_ Yes                      (2) \_\_\_ No

23. How old are you?

- (1) \_\_\_ 12 or under                      (5) \_\_\_ 25 to 29  
(2) \_\_\_ 13 to 17                      (6) \_\_\_ 30 to 39  
(3) \_\_\_ 18 to 19                      (7) \_\_\_ 40 to 49  
(4) \_\_\_ 20 to 24                      (8) \_\_\_ 50 to 59  
(9) \_\_\_ 60 or over

24. What is the annual income of your household?

- |   |   |
|---|---|
| (1) <input type="checkbox"/> \$0 to 6,999     | (6) <input type="checkbox"/> 25,000 to 29,999 |
| (2) <input type="checkbox"/> 7,000 to 8,999   | (7) <input type="checkbox"/> 30,000 to 39,999 |
| (3) <input type="checkbox"/> 9,000 to 14,999  | (8) <input type="checkbox"/> 40,000 to 49,999 |
| (4) <input type="checkbox"/> 15,000 to 19,999 | (9) <input type="checkbox"/> 50,000 to 74,999 |
| (5) <input type="checkbox"/> 20,000 to 24,999 | (10) <input type="checkbox"/> 75,000 and over |
|   | (11) <input type="checkbox"/> No answer       |

25. What is the highest grade of schooling you've completed?

- |   |   |
|---|---|
| (1) <input type="checkbox"/> 0 to 8th             | (4) <input type="checkbox"/> Some college       |
| (2) <input type="checkbox"/> Some high school     | (5) <input type="checkbox"/> College graduate   |
| (3) <input type="checkbox"/> High school graduate | (6) <input type="checkbox"/> Post graduate work |
|   | (7) <input type="checkbox"/> Advanced degree    |

26. What is your occupation?

- |   |   |
|---|---|
| (1) <input type="checkbox"/> Executive Manager      | (6) <input type="checkbox"/> Office work/Secretary        |
| (2) <input type="checkbox"/> Professional/Technical | (7) <input type="checkbox"/> Crafts/Factory/Mechanic      |
| (3) <input type="checkbox"/> Teacher/Professor      | (8) <input type="checkbox"/> Homemaker                    |
| (4) <input type="checkbox"/> Salesman/Buyer         | (9) <input type="checkbox"/> Student                      |
| (5) <input type="checkbox"/> Government/Military    | (10) <input type="checkbox"/> Service organization        |
|   | (11) <input type="checkbox"/> Other, please specify _____ |

27. Do you have any suggestions as to how we can improve:

The mountain operation \_\_\_\_\_

Village facilities and services \_\_\_\_\_

28. Would you be willing to participate in this type of questionnaire by mail?

- (1)  Yes                      (2)  No

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

VAIL SKIER SURVEY  
1977-1978  
OUT-OF-STATE SURVEY

NAME \_\_\_\_\_

DATE \_\_\_\_\_

CHAIR \_\_\_\_\_ TIME \_\_\_\_\_

1. Where do you live?

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

2. How did you reach Colorado?

- |                         |                              |
|-------------------------|------------------------------|
| (1) _____ Private car   | (5) _____ Commercial airline |
| (2) _____ Rental car    | What airline _____           |
| (3) _____ Scheduled bus | (6) _____ Charter airline    |
| (4) _____ Charter bus   | What airline _____           |
|                         | (7) _____ Private plane      |
|                         | (8) _____ Train              |

3. Once within Colorado, how did you get into the Vail area?

- |                              |                                      |
|------------------------------|--------------------------------------|
| (1) _____ Private car (3a&b) | (5) _____ Express bus from Stapleton |
| (2) _____ Rental car (3a&b)  | (6) _____ Commercial air             |
| (3) _____ Scheduled bus      | (7) _____ Private plane              |
| (4) _____ Charter bus        | (8) _____ Other, please specify      |
- 

3a. How many people, including yourself, were in your car?

_____ Total	_____ Adults	_____ Teens	_____ Children
	(18 and over)	(13 - 17)	(12 and under)

3b. Where is it parked?

- |                                    |                          |
|------------------------------------|--------------------------|
| (1) _____ Golden Peak              | (4) _____ Private lot    |
| (2) _____ Transportation<br>Center | (5) _____ Not applicable |
| (3) _____ LionsHead                | (6) _____ Don't know     |

4. How do you classify yourself as a skier?

- |  |  |
|--|--|
| (1) _____ Novice (never-ever)                | (4) _____ High intermediate (parallel) |
| (2) _____ Beginner                           | (5) _____ Advanced                     |
| (3) _____ Low intermediate<br>(stem christy) | (6) _____ Expert                       |

I'M GOING TO ASK A FEW QUESTIONS ABOUT YOUR SKI VACATION. PLEASE KEEP IN MIND THAT A SKI VACATION IS DEFINED AS A TRIP WITH A MINIMUM STAY OF FOUR NIGHTS.

5. How many ski vacations prior to this year have you spent in Vail?

- |                |                     |
|----------------|---------------------|
| (1) _____ None | (4) _____ 3         |
| (2) _____ 1    | (5) _____ 4 to 6    |
| (3) _____ 2    | (6) _____ 7 or more |

6. Do you generally take more than one ski vacation per year?

(1) \_\_\_ Yes (6a)

(2) \_\_\_ No

6a. How many?

(1) \_\_\_ One

(3) \_\_\_ Three

(2) \_\_\_ Two

(4) \_\_\_ Four or more

7. Do you plan to take a ski vacation to Vail next season?

(1) \_\_\_ Yes

(2) \_\_\_ No

(3) \_\_\_ Undecided

8. How many nights will you stay in Vail this trip?

(1) \_\_\_ None

(6) \_\_\_ 6 nights

(2) \_\_\_ One night

(7) \_\_\_ 7 nights

(3) \_\_\_ Two nights

(8) \_\_\_ 8 to 14 nights

(4) \_\_\_ Three nights

(9) \_\_\_ 15 to 21 nights

(5) \_\_\_ 4 to 5 nights

(10) \_\_\_ 22 or more nights

9. How many days will you ski Vail this trip?

(1) \_\_\_ None

(6) \_\_\_ 6 days

(2) \_\_\_ One day

(7) \_\_\_ 7 days

(3) \_\_\_ Two days

(8) \_\_\_ 8 to 14 days

(4) \_\_\_ Three days

(9) \_\_\_ 15 to 21 days

(5) \_\_\_ 4 to 5 days

(10) \_\_\_ 22 or more days

10. How many total days will you ski during this entire ski season?

(1) \_\_\_ None

(6) \_\_\_ 6 days

(2) \_\_\_ One day

(7) \_\_\_ 7 days

(3) \_\_\_ Two days

(8) \_\_\_ 8 to 14 days

(4) \_\_\_ Three days

(9) \_\_\_ 15 to 21 days

(5) \_\_\_ 4 to 5 days

(10) \_\_\_ 22 or more days

11. Are you taking ski school lessons this trip?

(1) \_\_\_ Yes (11a)

(2) \_\_\_ No (11b)

11a. On this scale, please rate the quality of instruction.

(1) \_\_\_ Outstanding

(5) \_\_\_ Fair

(2) \_\_\_ Excellent

(6) \_\_\_ Poor

(3) \_\_\_ Good

(7) \_\_\_ Don't know

(4) \_\_\_ Average

11b. Why?

(1) \_\_\_ Don't need

(4) \_\_\_ Planning to take lessons

(2) \_\_\_ No time

(5) \_\_\_ Other, please specify

(3) \_\_\_ Cost



12. What kinds of new ski school programs would you like to see added?

---

13. With regard to lift lines, realistically, how many minutes do you consider an unacceptable wait?

- |                          |                          |
|--------------------------|--------------------------|
| (1) ___ 1 to 5 minutes   | (4) ___ 16 to 20 minutes |
| (2) ___ 6 to 10 minutes  | (5) ___ 21 to 29 minutes |
| (3) ___ 11 to 15 minutes | (6) ___ 30 or more       |

14. With regard to chair lift rides, how many minutes do you consider comfortable?

- |                          |                          |
|--------------------------|--------------------------|
| (1) ___ 3 to 6 minutes   | (4) ___ 13 to 15 minutes |
| (2) ___ 7 to 10 minutes  | (5) ___ Over 15 minutes  |
| (3) ___ 10 to 12 minutes |                          |

15. How significant a role do you think Vail's Gondola plays in the quality of the total skiing experience?

- (1) \_\_\_ A necessity
- (2) \_\_\_ Plays an important role
- (3) \_\_\_ Adds a touch of class
- (4) \_\_\_ Has no material significance
- (5) \_\_\_ Has a negative connotation

16. With a view toward preserving a high quality ski experience, what would be your general reaction to an advanced reservation system that limited the number of skiers on Vail Mountain on a given day?

- (1) \_\_\_ Approve                      (2) \_\_\_ Disapprove (16a)                      (3) \_\_\_ Undecided

16a. Why? \_\_\_\_\_

17. During this particular trip, what vacationing needs or requirements have not been fulfilled?

---

18. In planning your trip to Vail, what sources of information did you draw upon? (check all that apply)

- |                                       |                                 |
|---------------------------------------|---------------------------------|
| (1) ___ Airline                       | (7) ___ Ski shows               |
| (2) ___ Travel agent                  | (8) ___ Automobile club         |
| (3) ___ Vail brochure                 | (9) ___ Directories/guide books |
| (4) ___ Magazine or newspaper article | (10) ___ Radio/TV               |
| (5) ___ Word of mouth                 | (11) ___ Other, please specify  |
|                                       | (12) ___ None                   |

19. How far in advance did you do your general planning for this trip?

- |  |  |
|--|--|
| (1) <input type="checkbox"/> More than 12 months | (5) <input type="checkbox"/> 2 to 3 months       |
| (2) <input type="checkbox"/> 7 to 12 months      | (6) <input type="checkbox"/> 1 month             |
| (3) <input type="checkbox"/> 6 months            | (7) <input type="checkbox"/> Less than one month |
| (4) <input type="checkbox"/> 4 to 5 months       | (8) <input type="checkbox"/> Don't know          |
|  | (9) <input type="checkbox"/> Not applicable      |

20. How long ago did you actually make your reservation for this particular trip?

- |   |  |
|---|--|
| (1) <input type="checkbox"/> More than 4 months | (6) <input type="checkbox"/> 3 weeks         |
| (2) <input type="checkbox"/> 4 months           | (7) <input type="checkbox"/> 2 weeks         |
| (3) <input type="checkbox"/> 3 months           | (8) <input type="checkbox"/> 1 week or less  |
| (4) <input type="checkbox"/> 2 months           | (9) <input type="checkbox"/> Other           |
| (5) <input type="checkbox"/> 1 month            | (10) <input type="checkbox"/> Don't know     |
|   | (11) <input type="checkbox"/> No reservation |

21. How did you purchase your lift ticket?

- |  |  |
|--|--|
| (1) <input type="checkbox"/> Package plan thru lodge       | (5) <input type="checkbox"/> Season Pass                 |
| (2) <input type="checkbox"/> Daily ticket at ticket office | (6) <input type="checkbox"/> Payless Pass                |
| (3) <input type="checkbox"/> Multiple day at ticket office | (7) <input type="checkbox"/> Group rate                  |
| (4) <input type="checkbox"/> Colorado card                 | (8) <input type="checkbox"/> Other, please specify _____ |

22. Through whom did you make your transportation and lodging arrangements?

- |   |  |
|---|--|
| (1) <input type="checkbox"/> Travel agent       | (5) <input type="checkbox"/> Ski club                    |
| (2) <input type="checkbox"/> Airline            | (6) <input type="checkbox"/> Organized group             |
| (3) <input type="checkbox"/> Vail Resort Assoc. | (7) <input type="checkbox"/> Other, please specify _____ |
| (4) <input type="checkbox"/> Direct with lodge  | (8) <input type="checkbox"/> Don't know                  |
|   | (9) <input type="checkbox"/> Not applicable              |

23. How many people are staying in your lodging accommodations?

\_\_\_\_\_

23a. How many are not skiing? \_\_\_\_\_

24. What is the most important in selecting your accommodations?  
(check only one)

- |   |  |
|---|--|
| (1) <input type="checkbox"/> Front desk service | (6) <input type="checkbox"/> Covered parking             |
| (2) <input type="checkbox"/> Location           | (7) <input type="checkbox"/> In-house restaurant/bar     |
| (3) <input type="checkbox"/> Heated pools       | (8) <input type="checkbox"/> Other, please specify _____ |
| (4) <input type="checkbox"/> Size of room       |  |
| (5) <input type="checkbox"/> Cost               | (9) <input type="checkbox"/> None                        |

25. In the past year, have you seen or heard any of the following?  
(check all that apply)

- |   |  |
|---|--|
| (1) <input type="checkbox"/> Vail brochure                                | (4) <input type="checkbox"/> Direct mailing              |
| (2) <input type="checkbox"/> Magazine advertising                         | (5) <input type="checkbox"/> Ski the Rockies advertising |
| (3) <input type="checkbox"/> Radio advertising (not<br>KVMT, local radio) | (6) <input type="checkbox"/> Other, please specify _____ |
|   | (7) <input type="checkbox"/> None                        |

26. On this scale, what is your opinion of Vail's advertising and its brochures?

- |  |   |
|--|---|
| (1) <input type="checkbox"/> Outstanding | (5) <input type="checkbox"/> Fair         |
| (2) <input type="checkbox"/> Excellent   | (6) <input type="checkbox"/> Poor         |
| (3) <input type="checkbox"/> Good        | (7) <input type="checkbox"/> Haven't seen |
| (4) <input type="checkbox"/> Average     |   |

27. How would you describe Vail's image?

---

28. Have you ever skied Vail in April? (Do not ask during April)

- (1)  Yes (28a)                      (2)  No (28b)

28a. What was your opinion of the skiing experience?

- |  |                                      |
|--|--------------------------------------|
| (1) <input type="checkbox"/> Outstanding | (4) <input type="checkbox"/> Average |
| (2) <input type="checkbox"/> Excellent   | (5) <input type="checkbox"/> Fair    |
| (3) <input type="checkbox"/> Good        | (6) <input type="checkbox"/> Poor    |

28b. What do you think the skiing would be like? (snow conditions)

- |  |                                      |
|--|--------------------------------------|
| (1) <input type="checkbox"/> Outstanding | (4) <input type="checkbox"/> Average |
| (2) <input type="checkbox"/> Excellent   | (5) <input type="checkbox"/> Fair    |
| (3) <input type="checkbox"/> Good        | (6) <input type="checkbox"/> Poor    |

29. Have you ever skied Vail in early December? (Dec. 1-17 - Do not ask during November or December)

- (1)  Yes (29a)                      (2)  No (29b)

29a. What was your opinion of the skiing experience?

- |  |                                      |
|--|--------------------------------------|
| (1) <input type="checkbox"/> Outstanding | (4) <input type="checkbox"/> Average |
| (2) <input type="checkbox"/> Excellent   | (5) <input type="checkbox"/> Fair    |
| (3) <input type="checkbox"/> Good        | (6) <input type="checkbox"/> Poor    |

29b. What do you think the skiing would be like? (snow conditions)

- |  |                                      |
|--|--------------------------------------|
| (1) <input type="checkbox"/> Outstanding | (4) <input type="checkbox"/> Average |
| (2) <input type="checkbox"/> Excellent   | (5) <input type="checkbox"/> Fair    |
| (3) <input type="checkbox"/> Good        | (6) <input type="checkbox"/> Poor    |

30. Would you be willing to park a mile or so from a ski resort and use a free shuttle bus? (Day skier only)

(1) \_\_\_ Yes

(2) \_\_\_ No

31. Sex:

(1) \_\_\_ Male

(2) \_\_\_ Female

32. Are you married?

(1) \_\_\_ Yes

(2) \_\_\_ No

33. How old are you?

(1) \_\_\_ 12 or under

(6) \_\_\_ 30 to 39

(2) \_\_\_ 13 to 17

(7) \_\_\_ 40 to 49

(3) \_\_\_ 18 to 19

(8) \_\_\_ 50 to 59

(4) \_\_\_ 20 to 24

(9) \_\_\_ 60 or over

(5) \_\_\_ 25 to 29

34. What is the annual income of your household?

(1) \_\_\_ \$0 to 6,999

(6) \_\_\_ 25,000 to 29,999

(2) \_\_\_ 7,000 to 8,999

(7) \_\_\_ 30,000 to 39,999

(3) \_\_\_ 9,000 to 14,999

(8) \_\_\_ 40,000 to 49,999

(4) \_\_\_ 15,000 to 19,999

(9) \_\_\_ 50,000 to 74,999

(5) \_\_\_ 20,000 to 24,999

(10) \_\_\_ 75,000 and over

(11) \_\_\_ No answer

35. What is the highest grade of schooling you've completed?

(1) \_\_\_ 0 to 8th

(4) \_\_\_ Some college

(2) \_\_\_ Some high school

(5) \_\_\_ College graduate

(3) \_\_\_ High school graduate

(6) \_\_\_ Post graduate work

(7) \_\_\_ Advanced degree

36. What is your occupation?

(1) \_\_\_ Executive/Manager

(6) \_\_\_ Office work/Secretary

(2) \_\_\_ Professional/Technical

(7) \_\_\_ Crafts/Factory/Mechanic

(3) \_\_\_ Teacher/Professor

(8) \_\_\_ Homemaker

(4) \_\_\_ Salesman/Buyer

(9) \_\_\_ Student

(5) \_\_\_ Government/Military

(10) \_\_\_ Service Organization

(11) \_\_\_ Other, please specify

37. Do you have any suggestions as to how we can improve:

37a. The mountain operation \_\_\_\_\_

37b. Village facilities and services \_\_\_\_\_

38. Would you be willing to participate in this type of questionnaire by mail?

(1)  Yes

(2)  No

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

STEAMBOAT SKIER SURVEY  
1977-1978

INTERVIEWER: \_\_\_\_\_  
LIFT: \_\_\_\_\_

NO. \_\_\_\_\_  
DATE: \_\_\_\_\_

\*1. Where are you from?

\_\_\_\_\_  
CITY STATE ZIP

\*2. Sex: (1) Male (2) Female

\*3. Are you married? (1) Yes (2) No

\*4. Do you have a: (1) Steamboat Season Pass (5) Six day ticket  
(2) Steamboat Club Card (6) Half day ticket  
(3) Three-day ticket (7) Daily ticket  
(4) Five-day ticket (8) Complimentary ticket

\*5. How many years have you been skiing?

(1) Less than one year (5) Four years  
(2) One year (6) Five - eight years  
(3) Two years (7) Over eight years  
(4) Three years (8) Don't know

\*6. How do you classify yourself as a skier?

(1) Beginner (2) Intermediate (3) Advanced

\*7. How did you learn to ski?

(1) Self-taught (3) Ski club lessons  
(2) Ski school (4) Friends

\*8. In general, which slope condition do you prefer?

(1) Groomed slopes (4) Ungroomed powder  
(2) Small moguls (5) Glade areas  
(3) Well-developed moguls (6) Don't know

\*9. How many ski areas did you ski last season?

(1) None (5) Four areas  
(2) One area (6) Five areas  
(3) Two areas (7) Six or more areas  
(4) Three areas (8) Don't know

\*10. Last year, how many days did you ski? \_\_\_\_\_

\*11. Last year, how many ski vacations of four or more nights did you take?

(1) None (4) Three (7) Six or more  
(2) One (5) Four (8) Don't know  
(3) Two (6) Five

\*12. Do you cross country ski?

(1) Frequently (2) Occasionally (3) Never tried

STEAMBOAT SKIER SURVEY - 1977-78

\*13. Have you, or do you plan to use the Steamboat Ski Touring Center?

- |         |                                      |
|---------|--------------------------------------|
| (1) Yes | (3) Don't Know                       |
| (2) No  | (4) Didn't know about Touring Center |

\*14. Who are you here with?

- |            |                    |                    |
|------------|--------------------|--------------------|
| (1) Self   | (3) Friends        | (5) Ski club/other |
| (2) Family | (4) Family/friends | (6) Other          |

\*15. How many persons are in your group?

_____	Children	
_____	Teenagers	
_____	Adults	_____ Total

\*16. Do you feel that any of the following areas are below your expectations and are in need of improvement?

<u>YES (Improve)</u>	<u>NO (Satisfactory)</u>	<u>No Opinion</u>	
1	1	1	(1) Base area parking facilities
2	2	2	(2) Ticket sellers
3	3	3	(3) Ski School
4	4	4	(4) Lift Operators
5	5	5	(5) Ski Patrol
6	6	6	(6) Lift Line Length
7	7	7	(7) Trail signs
8	8	8	(8) Trail Grooming
9	9	9	(9) Thunderhead Restaurant
10	10	10	(10) Accommodation Quality
11	11	11	(11) Shuttle Bus Service
12	12	12	(12) Area Restaurants
13	13	13	(13) Area Entertainment
14	14	14	(14) Local friendliness

\*17. Did you utilize the free bus service?

- |                  |                           |
|------------------|---------------------------|
| (1) Regularly    | (3) No                    |
| (2) Occasionally | (4) Didn't know about bus |

18. On this trip, how many nights will you stay?

- |                       |                          |                            |
|-----------------------|--------------------------|----------------------------|
| (1) Here only for day | (5) Four nights          | (9) Fifteen or more nights |
| (2) One night         | (6) Five-six nights      | (10) Don't know            |
| (3) Two nights        | (7) Seven-eight nights   |                            |
| (4) Three nights      | (8) Nine-fourteen nights |                            |

19. Where are you staying?

- |                         |                        |                            |
|-------------------------|------------------------|----------------------------|
| (1) Friends             | (4) Rented Condominium | (7) Camper                 |
| (2) Lodge/motel in town | (5) Own condominium    | (8) Have no accommodations |
| (3) Lodge/motel at mtn  | (6) Rented house       | (9) Don't know             |

20. Through whom did you make your reservations?

- |                                    |                        |                             |
|------------------------------------|------------------------|-----------------------------|
| (1) Friend                         | (4) Ski Club/Group     | (7) Don't have reservations |
| (2) Travel agent                   | (5) Direct to accommo. | (8) Don't know              |
| (3) Steamboat Chamber Resort Assn. | (6) Other              |                             |

STEAMBOAT SKIER SURVEY - 1977-78

21. Did you purchase a package plan to cover transportation, lodging and lifts?  
 (1) Yes (2) No (3) Don't know
22. How far in advance did you make accommodation reservations for this trip?  
 (1) More than 12 months (4) 4-5 months (7) Less than 1 month  
 (2) 7-12 months (5) 2-3 months (8) Don't know  
 (3) 6 months (6) 1 month (9) Don't have reservation
23. What sources of information did you use in planning your ski trip to Steamboat?  
 (1) Steamboat brochures (5) Airline (9) None of the above  
 (2) Media describing STBT (6) Travel Agent (10) Don't know  
 (3) Steamboat movie (7) Ski Club  
 (4) Ski Show/Promotion (8) Advice of a friend
24. Did any of the following media strongly influence you to ski Steamboat?  
 (1) "Ski" Magazine (4) Airline Magazine (7) T.V.  
 (2) "Skiing" Magazine (5) Newspaper Articles (8) None of the above  
 (3) Ski Club Presentation (6) Other publications
25. Have you seen our Steamboat movie, "Steamboat, There's Only One"?  
 (1) Yes (2) No
26. Were any of the following important considerations in your decision to ski at Steamboat?
- | <u>YES</u> | <u>NO</u> | <u>DON'T KNOW</u> |                                  |
|------------|-----------|-------------------|----------------------------------|
| 1          | 1         | 1                 | (1) Snow conditions              |
| 2          | 2         | 2                 | (2) Ski terrain                  |
| 3          | 3         | 3                 | (3) Western atmosphere           |
| 4          | 4         | 4                 | (4) Overall atmosphere           |
| 5          | 5         | 5                 | (5) Recommendation of friends    |
| 6          | 6         | 6                 | (6) Experience on previous visit |
| 7          | 7         | 7                 | (7) Availability of reservations |
27. In the past year, have you seen any of the following?  
 (1) Steamboat Winter Brochure (4) Ski the Rockies Ad  
 (2) Steamboat Magazine Ad (5) Steamboat Summer Ad  
 (3) Steamboat Direct Mailing
28. Did Steamboat's guaranteed refund program in case of poor snow conditions cause you to choose Steamboat rather than another ski resort?  
 (1) Yes (3) Don't know  
 (2) No (4) Didn't know of program
29. How did you get from your home to Denver (or another gateway city)?  
 (1) Commercial airline (4) Chartered bus (7) Rental Car  
 (2) Private auto (5) Chartered plane (8) Don't know  
 (3) Bus (6) Private plane
30. If you flew, which airline did you use?  
 (1) United (5) Frontier (9) Texas International  
 (2) Trans World (6) Western (10) Hughes Airwest/Frontier  
 (3) Continental (7) Ozark (11) Delta  
 (4) Braniff (8) North Central (12) Didn't fly



31. How did you get to Steamboat?  
 (1) Private Car (4) Chartered bus (7) Chartered plane  
 (2) Rental Car (5) Rocky Mtn. Airways (8) Private Plane  
 (3) Bus (6) Frontier Airlines (9) Don't Know
32. How would you describe making your travel arrangements to Steamboat?  
 (1) No problems (3) Serious problems  
 (2) Slight problems (4) Don't know
33. Last year, how many times did you visit Colorado to ski?  
 (1) None (4) Three times (7) 6 - 10 times  
 (2) Once (5) Four times (8) Over ten times  
 (3) Twice (6) Five times
34. How many previous times have you been to Steamboat to ski?  
 (1) Never (4) Three times (7) 6 - 10 times  
 (2) Once (5) Four times (8) Over ten times  
 (3) Twice (6) Five times (9) Don't know
35. Are there any members of your party who do not and will not ski this trip (excluding small children)?  
 (1) No (3) Two or more people  
 (2) One Person (4) Don't know
36. Do you feel a car is necessary during your stay in Steamboat?  
 (1) Yes (2) No (3) Don't know
37. Are you interested in returning to Steamboat for a summer visit?  
 (1) Yes (2) No (3) Don't know
38. How does this ski vacation rate in overall quality with others you have taken here or at other areas?  
 (1) Much better (3) Same (5) Much worse  
 (2) Better than most (4) Not as good
39. Does this trip meet with your expectations prior to coming here?  
 (1) Yes (2) No (3) Don't know
40. Will you return to Steamboat to ski?  
 (1) Yes (2) No (3) Don't know
- 
- \*41. What is the highest grade you have completed?  
 (1) 0 - 8th (4) Some college (7) Graduate degree  
 (2) Some high school (5) College graduate (8) No response  
 (3) High school grad (6) Post-graduate

STEAMBOAT SKIER SURVEY - 1977-78

\*42. Which of the following best describes your family incomes?

- |                       |                       |                   |
|-----------------------|-----------------------|-------------------|
| (1) \$0 - 6,000       | (5) \$20,000 - 24,000 | (9) Over \$75,000 |
| (2) \$7,000 - 9,000   | (6) \$25,000 - 34,000 | (10) No answer    |
| (3) \$10,000 - 14,000 | (7) \$35,000 - 49,000 |                   |
| (4) \$15,000 - 19,000 | (8) \$50,000 - 74,000 |                   |

\*43. Which of the following best describes your occupation?

- |                                |                       |             |
|--------------------------------|-----------------------|-------------|
| (1) Executive/manager          | (5) Secretary/office  | (9) Teacher |
| (2) Professional/<br>technical | (6) Mechanical/crafts | (10) Other  |
| (3) Sales                      | (7) Homemaker         |             |
| (4) Military/gov't             | (8) Student           |             |

\*44. In which of the following age brackets do you belong?

- |                  |           |                 |
|------------------|-----------|-----------------|
| (1) 12 and under | (5) 25-29 | (6) 60 and over |
| (2) 13-17        | (6) 30-39 | (10) No answer  |
| (3) 18-19        | (7) 40-49 |                 |
| (4) 20-24        | (8) 50-60 |                 |

WINTER PARK SKIER LIFT INTERVIEW STUDY - 1977-78

Name of Interviewer \_\_\_\_\_ Date \_\_\_\_\_

Place: 1 Winter Park 2 Mary Jane Time \_\_\_\_\_

1. Where are you from?

\_\_\_\_\_ City State

2. What is the number of people in your party?

Children (12 and under) \_\_\_\_\_ Teens (13-17) \_\_\_\_\_

Adults (18 and over) \_\_\_\_\_ TOTAL \_\_\_\_\_

3. If you are from out of state, how did you reach Colorado?

- |                   |                 |
|-------------------|-----------------|
| 1 From Colorado   | 6 Rental car    |
| 2 Commercial air  | 7 Scheduled bus |
| 3 Chartered plane | 8 Chartered bus |
| 4 Private plane   | 9 Train         |
| 5 Private car     |                 |

4. If you came by air, which airline did you use to get to Colorado?

- |                       |                                       |
|-----------------------|---------------------------------------|
| 1 United              | 9 North Central                       |
| 2 Continental         | 10 Ozark                              |
| 3 Frontier            | 11 Air Midwest                        |
| 4 TWA                 | 12 Other _____                        |
| 5 Western             | 13 Didn't use a commercial<br>airline |
| 6 Braniff             | 14 From Colorado                      |
| 7 Texas International |                                       |
| 8 Delta               |                                       |

5. How did you arrive at the Winter Park area?

- |                                       |                  |
|---------------------------------------|------------------|
| 1 Private car                         | 6 Commercial air |
| 2 Rental car                          | 7 Private air    |
| 3 Scheduled bus                       | 8 Other _____    |
| 4 Chartered bus                       |                  |
| 5 Limo service from Stapleton Airport |                  |

6. Are you using a car while you are in Winter Park?

- |                   |               |
|-------------------|---------------|
| 1 Yes, own car    | 3 No          |
| 2 Yes, rental car | 4 Other _____ |

7. Do you feel a car is needed?

- |       |      |
|-------|------|
| 1 Yes | 2 No |
|-------|------|

8. Did you use the Winter Park Resort Association shuttle bus during your stay?  
1 Yes (if yes, go to 8a) 2 No (if no, go to 8b)
- 8a. If yes, do you believe the price charged (50¢) was:  
1 Too high 3 Too low  
2 A fair price
- 8b. If no, were you aware the Winter Park Resort Association had a shuttle bus service?  
1 Yes 2 No
9. Are you aware that local taxi-limousine service is available in Winter Park?  
1 Yes 2 No
10. What form of transportation do you prefer to use in traveling around the Winter Park area?  
1 Car 4 No preference  
2 Scheduled shuttle bus service 5 No opinion  
3 On call taxi or limo service
11. How do you classify yourself as a skier?  
1 Novice (never-ever) 4 High intermediate (parallel)  
2 Beginner 5 Advanced  
3 Low intermediate (stem christy) 6 Expert
12. How many years have you been skiing?  
1 One year or less 5 Five to eight years  
2 Two years 6 Nine to twelve years  
3 Three years 7 Over twelve years  
4 Four years
13. How many ski vacations have you taken on the average per year? (A ski vacation includes a minimum of four nights.)  
1 One 5 Five to eight  
2 Two 6 Nine to twelve  
3 Three 7 Over twelve  
4 Four
14. How many total days do you actually spend skiing per year? (Include both daily and vacation ski trips.)  
1 Three or less 5 Eleven to fourteen  
2 Four to five 6 Fifteen to twenty-one  
3 Six to seven 7 Twenty-two to twenty-eight  
4 Eight to ten 8 Twenty-nine or more
15. Is this your first ski trip to Winter Park?  
1 Yes 2 No
16. Where did you buy your lift ticket?  
1 Winter Park 2 Mary Jane
17. Where will you ski today?  
1 Winter Park 3 Both areas  
2 Mary Jane

18. Where will you buy lunch today?
- |                             |                          |
|-----------------------------|--------------------------|
| 1 Winter Park Balcony House | 6 No lunch               |
| 2 Snoasis                   | 7 Lunch in Hideaway Park |
| 3 Mary Jane                 | 8 Don't know             |
| 4 Lunch enroute             | 9 Not applicable         |
| 5 Brown bag                 |                          |
19. How many nights will you spend in the Winter Park area?
- |                |                         |
|----------------|-------------------------|
| 1 None         | 6 Six                   |
| 2 One          | 7 Seven                 |
| 3 Two          | 8 Eight to fourteen     |
| 4 Three        | 9 Fifteen to twenty-one |
| 5 Four to five | 0 Twenty-two or more    |
20. How many days will you ski Winter Park this trip?
- |                |                         |
|----------------|-------------------------|
| 1 None         | 6 Six                   |
| 2 One          | 7 Seven                 |
| 3 Two          | 8 Eight to fourteen     |
| 4 Three        | 9 Fifteen to twenty-one |
| 5 Four to five | 0 Twenty-two or more    |
21. When did you make your vacation plans for this trip?
- |                               |                 |
|-------------------------------|-----------------|
| 1 More than twelve months ago | 6 October 1977  |
| 2 January/February/March 1977 | 7 November 1977 |
| 3 April/May/June/July 1977    | 8 December 1977 |
| 4 August 1977                 | 9 In 1978       |
| 5 September 1977              | 0 No Answer     |
22. When did you make your lodging reservations for this trip to the Winter Park area?
- |                        |                     |
|------------------------|---------------------|
| 1 Over four months ago | 6 Three weeks       |
| 2 Four months          | 7 Two weeks         |
| 3 Three months         | 8 One week or under |
| 4 Two months           | 9 Other             |
| 5 One month            | 0 Not applicable    |
23. What type of accommodations do you have on this trip? (MAP = Modified American Plan; EP = European Plan.)
- |                                      |                        |
|--------------------------------------|------------------------|
| 1 Lodge with meals (MAP) go to 23a   | 6 Staying with friends |
| 2 Lodge without meals (EP) go to 23b | 7 Camper - go to 23b   |
| 3 Condominium - go to 23b            | 8 Other                |
| 4 Motel - go to 23b                  | 9 Not applicable       |
| 5 Renting a house - go to 23b        |                        |
- 23a. If MAP, how do you rate the food?
- \_\_\_\_\_ Excellent                      \_\_\_\_\_ Satisfactory                      \_\_\_\_\_ Needs Improvement
- 23b. If not staying in a lodge with meals, why not?
- |   |                                |
|---|--------------------------------|
| 1 Price   | 4 Prefer to cook               |
| 2 Wish more freedom in dining                           | 5 Room configuration           |
| 3 Prefer the variety of dining in different restaurants | 6 Other (please specify) _____ |
24. Name of property \_\_\_\_\_

25. What type of accommodations would you like to have on your next trip?
- |                            |                        |
|----------------------------|------------------------|
| 1 Lodge with meals (MAP)   | 6 Staying with friends |
| 2 Lodge without meals (EP) | 7 Camper               |
| 3 Condominium              | 8 Other                |
| 4 Motel                    | 9 Not applicable       |
| 5 Renting a house          |                        |
26. If staying overnight, is your lodging in:
- |                 |                                 |
|-----------------|---------------------------------|
| 1 Winter Park   | 6 Grand Lake                    |
| 2 Hideaway Park | 7 YMCA                          |
| 3 Fraser        | 8 Other                         |
| 4 Tabernash     | 9 Not staying in accommodations |
| 5 Granby        | 0 Not staying overnight         |
27. Are you on a pre-paid vacation package plan?
- |                            |      |
|----------------------------|------|
| 1 Yes (if Yes, answer 27a) | 2 No |
|----------------------------|------|
- 27a. Do you find the Winter Park vacation voucher a convenience?
- |       |             |
|-------|-------------|
| 1 Yes | 3 Undecided |
| 2 No  |             |
28. Who did you contact in making your lodging reservation? (Probe if necessary, find out who actually made the reservation.)
- |                                  |                               |
|----------------------------------|-------------------------------|
| 1 Travel agent                   | 7 Ski organizer               |
| 2 Airline                        | 8 No advance arrangements     |
| 3 Winter Park Resort Association | 9 Other, please specify _____ |
| 4 Direct to accommodations       |                               |
| 5 Ski club or organization       | 0 Not applicable              |
| 6 Friends or relatives           |                               |
29. Who took care of making the reservations for your party?
- |                      |                               |
|----------------------|-------------------------------|
| 1 Self (not married) | 5 Group leader                |
| 2 Husband            | 6 Other, please specify _____ |
| 3 Wife               |                               |
| 4 Friend             |                               |
30. In planning your trip to Winter Park, what sources of information did you draw upon? (Check all that apply.)
- |                           |                               |
|---------------------------|-------------------------------|
| 1 Airline                 | 7 Past experience             |
| 2 Travel agent            | 8 Ski show                    |
| 3 Winter Park brochure    | 9 Other, please specify _____ |
| 4 Radio advertisements    |                               |
| 5 Magazine advertisements | 0 Not applicable              |
| 6 Word of mouth           |                               |
31. Did you see a brochure before making your decision to come to Winter Park?
- |                            |      |
|----------------------------|------|
| 1 Yes (if Yes, answer 31a) | 2 No |
|----------------------------|------|
- 31a. If yes, did it help influence your decision to come?
- |       |      |
|-------|------|
| 1 Yes | 2 No |
|-------|------|

32. What is your opinion of each of Winter Park's service personnel listed below?

	Excellent	Satisfactory	Need Improvement	No Contact
Ticket sellers	1	2	3	4
Lift operators	1	2	3	4
Ski instructors	1	2	3	4
Ski patrol	1	2	3	4
Hostesses	1	2	3	4
Ski area cafeteria workers	1	2	3	4
Gas station attendants	1	2	3	4
Waitresses and waiters	1	2	3	4
Shop personnel	1	2	3	4
Lodge personnel	1	2	3	4
Lodge and condo bus drivers	1	2	3	4
Winter Park shuttle bus drivers	1	2	3	4

33. What is your opinion of Winter Park for each of the points listed below?

	Excellent	Satisfactory	Need Improvement	No Contact
Quality of food at mountain cafeterias (Balcony House, Snoasis, Mary Jane)	1	2	3	4
Lodging accommodations	1	2	3	4
Housekeeping at accommodations	1	2	3	4
Variety of restaurants	1	2	3	4
Entertainment	1	2	3	4
Shopping	1	2	3	4
Quality of skiing terrain	1	2	3	4
Ease of getting to Winter Park	1	2	3	4
Daytime shuttle bus service	1	2	3	4
Night-time shuttle bus service	1	2	3	4

34. If indoor ice skating were available at Winter Park, would you participate?  
 Yes                                       No                                       Undecided

35. If indoor tennis were available at Winter Park, would you participate?  
 Yes                                       No                                       Undecided

36. If summer tennis clinics were held at Winter Park, would you participate?  
 Yes                                       No                                       Undecided

37. How do Winter Park prices compare to other areas?  
 1 Much higher                                      4 Lower  
 2 Higher    5 Much lower  
 3 Same    6 Don't know

38. How does the Winter Park experience rate with other ski trips/vacations you have taken?  
 1 Much better                                      4 Not as good as most  
 2 Better    5 Much worse  
 3 about the same                                      6 First ski trip

39. Do you plan to return to Winter Park for a ski trip next year?  
 1 Yes    3 Don't know  
 2 No

40. Sex: 1 Male 2 Female
41. Are you married? 1 Yes 2 No
42. How old are you?  
 1 Under 12 6 30-39  
 2 13-17 7 40-49  
 3 18-19 8 50-59  
 4 20-24 9 60 or over  
 5 25-29 0 No answer
43. What is the annual income of your household?  
 1 \$0-\$6,999 6 \$25,000-\$34,999  
 2 \$7,000-\$9,999 7 \$35,000-\$49,999  
 3 \$10,000-\$14,999 8 \$50,000-\$74,999  
 4 \$15,000-\$19,999 9 \$75,000 and over  
 5 \$20,000-\$24,999 0 No answer
44. What is the highest grade you have completed?  
 1 0-8th grade 5 College graduate  
 2 Some high school 6 Post-graduate work  
 3 High school graduate 7 Advanced degree  
 4 Some college 8 No answer
45. What is your occupation? (If in doubt on classification, write in occupation.)  
 1 Executive, manager 6 Secretary, office work  
 2 Professional, technical 7 Crafts, factory, mechanic  
 3 Teacher, professor 8 Homemaker  
 4 Salesman, buyer 9 Student  
 5 Government or military 0 Other \_\_\_\_\_
46. Do you have any comments about Winter Park which would help make the area a better place to ski?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
47. Would you be willing to participate in similar additional questionnaires of this type sent to your home by mail?  
 1 Yes - go to 47a 2 No

47a. Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Thank you for your cooperation.



Dear Copper Mountain Skier:

In an effort to provide our skiers with the best possible skiing experience, and to continually upgrade our facilities and service, we would appreciate you taking a few moments to complete a brief questionnaire. The survey consists of two parts:

1) This short questionnaire (which we would like you to complete now and return to the ticket window).

and

2) A follow-up questionnaire to be mailed to you after you return home.

We would like to thank you in advance for your time and cooperation in helping us. Please accept this complimentary lift ticket for today as a token of our appreciation.

Again, thank you and have a good day:

COPPER MOUNTAIN, INC.

No. \_\_\_\_\_

Part I - Survey

1. What is your name and address?

name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

2. How old are you? (check one)

1.  Under 12    4.  25-29    7.  40-49  
 2.  13-18    5.  30-34    8.  50-59  
 3.  19-24    6.  35-39    9.  Over 59

3. What is your sex? (check one)

1.  Male    2.  Female

4. Are you married? (check one)

1.  Yes    2.  No

5. What is your occupation? (check one)

1.  Executive    6.  Secretary, office work  
 2.  Professional, technical    7.  Crafts, factory, mechanic  
 3.  Teacher, educator    8.  Homemaker  
 4.  Salesman, buyer    9.  Student  
 5.  Government, military    10. Other \_\_\_\_\_

6. How many people are in your party on this trip? \_\_\_\_\_

7. How many people in your party are non-skiers? \_\_\_\_\_

8. How many years have you been skiing? (check one)

1.  1 (first year)    5.  5 to 8  
 2.  2    6.  9 to 12  
 3.  3    7.  Over 12  
 4.  4

9. How do you classify yourself as a skier? (check one)

1.  Beginner    6.  Advanced  
 2.  Novice    7.  Expert  
 3.  Low Intermediate    8.  Racer  
 4.  Intermediate    9.  Freestyler  
 5.  Advanced Intermediate

10. Are you on a ski vacation?

(Ski Vacation = 3 or more nights)  
(check one)

1.  Yes    2.  No

11. If so, will you also be skiing any of the following areas on this trip? (check as many as applicable)

1.  A-Basin    6.  Steamboat  
 2.  Aspen    7.  Vail  
 3.  Breckenridge    8.  Winter Park  
 4.  Keystone    9.  Other \_\_\_\_\_  
 5.  Loveland

12. Is this your first trip to Copper Mountain? (check one)

1.  Yes    2.  No

Please return to ticket window  
THANK YOU  
COPPER MOUNTAIN, INC.

## Part II - Mail Survey

1. What is your name and address?

name \_\_\_\_\_  
 address \_\_\_\_\_  
 city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

2. How old are you? (check one)

1.  Under 12 3.  19-24 5.  30-34 7.  40-49 9.  60 or over  
 2.  13-18 4.  25-29 6.  35-39 8.  50-59

3. What is your sex? (check one)

1.  Male 2.  Female

4. Are you married? (check one)

1.  Yes 2.  No

5. What is the highest level of education you have completed? (check one)

1.  0-8th 5.  College graduate  
 2.  Some high school 6.  Post graduate work  
 3.  High school graduate 7.  Advanced degree  
 4.  Some college/trade school 8.  No answer

6. What is the annual income of your household? (check one)

1.  0-6,999 4.  15,000-19,999 7.  35,000-49,999  
 2.  7,000-9,999 5.  20,000-24,999 8.  50,000-74,999  
 3.  10,000-14,999 6.  25,000-34,999 9.  75,000 or over

7. What level of trail do you ski most often? (check one)

1.  Easiest (green circle) 3.  Most difficult (black diamond)  
 2.  More difficult (blue square)

8. How did you get to Copper Mountain? (check one)

1.  Live at Copper Mountain 5.  Airport limousine  
 2.  Ski The Summit bus 6.  Chartered bus  
 3.  Private car 7.  Scheduled bus  
 4.  Rental car 8.  Other \_\_\_\_\_

9. With whom did you come to Copper Mountain? (check one)

1.  Alone 5.  Family & friends  
 2.  Husband/wife only 6.  Friends  
 3.  Husband/wife & friends 7.  Organized group/team  
 4.  Family 8.  Other \_\_\_\_\_

10. Had you ever skied at Copper Mountain before your trip? (check one)

1.  Yes 2.  No

11. If yes, how many days in total? (check one)

1.  1 3.  3 5.  5 7.  7 9.  9  
 2.  2 4.  4 6.  6 8.  8 10.  10 or more

12. Did you ski at Copper Mountain while on a convention trip to Colorado? (check one)

1.  Yes 2.  No If yes, what organization \_\_\_\_\_

13. Are you a member of an organized ski club? (check one)

1.  Yes 2.  No If yes, which club? \_\_\_\_\_

14. Where do you ski most often? (check one)

1.  A-Basin 5.  Keystone 9.  Winter Park  
 2.  Aspen 6.  Loveland 10.  Other \_\_\_\_\_  
 3.  Breckenridge 7.  Steamboat \_\_\_\_\_  
 4.  Copper Mountain 8.  Vail \_\_\_\_\_

From the following list, please indicate your 1st, 2nd and 3rd choice of ski areas in each category. (Please use the ski area number, not the name).

1. A-Basin 4. Copper Mountain 7. Steamboat 10. Other \_\_\_\_\_  
 2. Aspen 5. Keystone 8. Vail \_\_\_\_\_  
 3. Breckenridge 6. Loveland 9. Winter Park \_\_\_\_\_

	1st choice	2nd choice	3rd choice
Ski Terrain	(15) _____	(16) _____	(17) _____
Mountain/Snow	(19) _____	(19) _____	(20) _____
Base Facilities	(21) _____	(22) _____	(23) _____
Friendliness	(24) _____	(25) _____	(26) _____
Ski School	(27) _____	(28) _____	(29) _____
Food Service	(30) _____	(31) _____	(32) _____
Atmosphere	(33) _____	(34) _____	(35) _____
Total Experience	(36) _____	(37) _____	(39) _____

39. How many days did you ski during the 1976-77 ski season?

1.  None 4.  6 - 7 7.  15 - 21  
 2.  3 or less 5.  9 - 10 8.  22 - 28  
 3.  4 - 5 6.  11 - 14 9.  29 or more

40. How many ski weekends did you take last year? (Ski Weekend = 1-2 nights) (Please check one)

1.  None 4.  3 7.  7 to 8  
 2.  1 5.  4 8.  9 to 12  
 3.  2 6.  5 to 6 9.  Over 12

41. How many ski vacations did you take last year? (Ski Vacation = 3 or more consecutive nights) - (Please check one)

1.  None 4.  3 7.  7 to 8  
 2.  1 5.  4 8.  9 to 12  
 3.  2 6.  5 to 6 9.  Over 12

42. How many nights did you spend away from home last year on skiing trips? (check one)

1.  None 4.  6 - 7 7.  15 - 21  
 2.  3 or less 5.  8 - 10 8.  22 - 28  
 3.  4 - 5 6.  11 - 14 9.  29 or more

43. How late in the season do you normally stop skiing? (check one)

1.  February 3.  April 5.  June  
 2.  March 4.  May

44. How did you first hear about Copper Mountain? (check one)

1.  Brochures 7.  Radio advertisement  
 2.  Ski shop employee 8.  Travel agent  
 3.  Magazine advertisement 9.  Ski show  
 4.  Newspaper advertisement 10.  Other \_\_\_\_\_  
 5.  Friend/word of mouth 11.  Don't recall  
 6.  TV advertisement 12.  Newspaper article  
 13.  Magazine article

Dear Copper Mountain Skier:

On your recent visit to Copper Mountain, we contacted you regarding your participation in a skier survey. As part of our continuing effort to provide you, and other skiers, with the best possible skiing experience, Copper Mountain asks for your help once again. Your cooperation in this effort is important, since only one out of every 500 skiers at Copper Mountain has been asked to participate. Please do not give this survey to anyone else to complete. We need your answers.

After you have completed the survey, please fold it to letter size with the prepaid mailer on the outside, staple or tape it closed, and mail it to us. All completed surveys will be eligible to participate in a drawing for 5 - 6 day lift packages for the 1978-79 ski season at Copper Mountain.

Thank you,

COPPER MOUNTAIN, INC.

Average completion time: 7 minutes

Which of the following do you read on a regular basis:  
(check as many as applicable)

- |  |  |   |
|--|--|---|
| 45. <input type="checkbox"/> Ski               | 56. <input type="checkbox"/> Ladies Home Journal | 67. <input type="checkbox"/> National Geographic      |
| 46. <input type="checkbox"/> Skiing            | 57. <input type="checkbox"/> New Yorker          | 68. <input type="checkbox"/> Playboy                  |
| 47. <input type="checkbox"/> Texas Monthly     | 58. <input type="checkbox"/> Newsweek            | 69. <input type="checkbox"/> Time                     |
| 48. <input type="checkbox"/> Southern Living   | 59. <input type="checkbox"/> Wall Street Journal | 70. <input type="checkbox"/> U.S. News & World Report |
| 49. <input type="checkbox"/> Chicago Magazine  | 60. <input type="checkbox"/> Esquire             | 71. <input type="checkbox"/> Glamour                  |
| 50. <input type="checkbox"/> Denver Magazine   | 61. <input type="checkbox"/> Business Week       | 72. <input type="checkbox"/> Mademoiselle             |
| 51. <input type="checkbox"/> Colorado Magazine | 62. <input type="checkbox"/> Denver Post         | 73. <input type="checkbox"/> Viva                     |
| 52. <input type="checkbox"/> Powder            | 63. <input type="checkbox"/> Rocky Mountain News | 74. <input type="checkbox"/> People                   |
| 53. <input type="checkbox"/> Out               | 64. <input type="checkbox"/> Family Circle       | 75. <input type="checkbox"/> Vail Trail               |
| 54. <input type="checkbox"/> Barrons           | 65. <input type="checkbox"/> Penthouse           | <input type="checkbox"/> Others: _____                |
| 55. <input type="checkbox"/> Aspen Times       | 66. <input type="checkbox"/> Sports Illustrated  |   |

76. What radio station do you listen to most often? (check one)

- |                                  |                                  |   |
|----------------------------------|----------------------------------|---|
| 1. <input type="checkbox"/> KOA  | 5. <input type="checkbox"/> KOSI | 9. <input type="checkbox"/> Other _____ |
| 2. <input type="checkbox"/> KBW  | 6. <input type="checkbox"/> KDEN | City _____                              |
| 3. <input type="checkbox"/> KIMN | 7. <input type="checkbox"/> KBPI |   |
| 4. <input type="checkbox"/> KLAS | 8. <input type="checkbox"/> KLE  |   |

78. What types of after-ski entertainment do you prefer? (check as many as applicable.)

- |   |   |   |
|---|---|---|
| 77. <input type="checkbox"/> Television     | 81. <input type="checkbox"/> Dancing      | 85. <input type="checkbox"/> Lounging/drinking  |
| 78. <input type="checkbox"/> In-room movies | 82. <input type="checkbox"/> Dining       | 86. <input type="checkbox"/> Live entertainment |
| 79. <input type="checkbox"/> Movie theater  | 83. <input type="checkbox"/> Shopping     | 87. <input type="checkbox"/> Other _____        |
| 80. <input type="checkbox"/> Disco dancing  | 84. <input type="checkbox"/> Conversation |   |

If available, would you participate in any of the following?  
(check as many as applicable)

- |  |   |
|--|---|
| 88. <input type="checkbox"/> Night skiing          | 93. <input type="checkbox"/> Health spa                 |
| 89. <input type="checkbox"/> Snowmobiling          | 94. <input type="checkbox"/> Handball/racquetball       |
| 90. <input type="checkbox"/> Sledding, tobogganing | 95. <input type="checkbox"/> Sleigh rides               |
| 91. <input type="checkbox"/> Indoor tennis         | 96. <input type="checkbox"/> Night cross-country skiing |
| 92. <input type="checkbox"/> Indoor swimming       |   |

In which summer activities do you regularly participate?  
(check as many as applicable)

- |   |  |  |
|---|--|--|
| 97. <input type="checkbox"/> Tennis               | 101. <input type="checkbox"/> Backpacking/hiking | 105. <input type="checkbox"/> Horseback riding |
| 98. <input type="checkbox"/> Golf                 | 102. <input type="checkbox"/> Camping            | 106. <input type="checkbox"/> Skeet shooting   |
| 99. <input type="checkbox"/> Sailing/water sports | 103. <input type="checkbox"/> Technical climbing | 107. <input type="checkbox"/> Softball         |
| 100. <input type="checkbox"/> Fishing/hunting     | 104. <input type="checkbox"/> Historical tours   | 108. <input type="checkbox"/> Bicycling        |

Please rate the performance of the following service personnel at Copper Mountain. (circle the number corresponding to your rating.)

	Excel.	Good	Avg.	Fair	Poor	No Opinion/ No Contact
109. Lift attendants	1	2	3	4	5	6
110. Ski Patrol	1	2	3	4	5	6
111. Ticket sellers	1	2	3	4	5	6
112. Rental shop attendants	1	2	3	4	5	6
113. Center restaurant personnel	1	2	3	4	5	6
114. Solitude Station restaurant personnel	1	2	3	4	5	6
115. Nursery personnel	1	2	3	4	5	6
116. Sundry item sales personnel	1	2	3	4	5	6
117. Parking lot attendants	1	2	3	4	5	6
118. Housekeeping personnel	1	2	3	4	5	6
119. Rental office personnel	1	2	3	4	5	6
120. Bus drivers	1	2	3	4	5	6

What is your opinion of each of the following at Copper Mountain?  
(circle the appropriate number)

	Excel.	Good	Avg.	Fair	Poor	No Opinion/ No Contact
121. Lift line length	1	2	3	4	5	6
122. Center Restaurant food	1	2	3	4	5	6
123. Solitude Station Restaurant food	1	2	3	4	5	6
124. Rental equipment	1	2	3	4	5	6
125. Nursery program	1	2	3	4	5	6
126. Quality of skiing terrain	1	2	3	4	5	6
127. Slope grooming	1	2	3	4	5	6
128. Lodging accommodations	1	2	3	4	5	6
129. Lodging check-in	1	2	3	4	5	6
130. Reservation system	1	2	3	4	5	6
131. Trail marking	1	2	3	4	5	6
132. Village directional signs	1	2	3	4	5	6
133. Restroom cleanliness	1	2	3	4	5	6
Other _____	1	2	3	4	5	6

134. Did you take a ski lesson at Copper Mountain? (check appropriate box)

1.  Yes      2.  No      If no, go to question 140.

If yes, what is your opinion of the following? (circle appropriate number)

	Excel.	Good	Avg.	Fair	Poor	No Opinion
135. Trails used	1	2	3	4	5	6
136. Classes offered	1	2	3	4	5	6
137. Instructors	1	2	3	4	5	6
138. Class size	1	2	3	4	5	6
139. Instruction technique	1	2	3	4	5	6

140. Have you ever had any contact with the Ski Patrol at Copper Mountain?  
(check appropriate box)

1.  Yes      2.  No      If no, go to question 148. If yes, for what reason? (check as many as applicable)

141.  First aid (yourself or a friend)  
142.  To ask for information  
143.  Warning (closure violation, skiing too fast, etc.)  
144.  Patrolmen offered assistance after I fell.  
145.  Social greeting  
 Other \_\_\_\_\_

146. Do you cross-country ski? (check appropriate box)

1.  Yes      2.  No      If no, go to question 158.

147. Did you cross-country ski while at Copper Mountain? (check appropriate box)

1.  Yes      2.  No      If no, go to question 158. If yes, what is your opinion of the following? (circle appropriate number)

	Excel.	Good	Avg.	Fair	Poor	No Opinion
148. Trails	1	2	3	4	5	6
149. Instructors	1	2	3	4	5	6
150. Classes offered	1	2	3	4	5	6
151. Class size	1	2	3	4	5	6
152. Instructor technique	1	2	3	4	5	6
153. Equipment rental	1	2	3	4	5	6
154. Night touring	1	2	3	4	5	6

Please rate the importance of each of the following possible reasons for skiing. (circle the appropriate number)

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	Very Important	Important	Of Some Importance	Of Little Importance	Unimportant
155. Development of skiing skills	1	2	3	4	5
156. Skiing to be with others	1	2	3	4	5
157. Skiing for excitement	1	2	3	4	5
158. Skiing for group acceptance	1	2	3	4	5
159. Skiing to relax	1	2	3	4	5
160. Skiing for exercise	1	2	3	4	5

Are you aware that Copper Mountain has a total Master Plan for the development of: (check appropriate box)

161. The Mountain?      1.  Yes      2.  No  
162. The Village?      1.  Yes      2.  No

163. Did you ski Copper Mountain while on an overnight trip, or on a day trip? (check appropriate box)

1.  Overnight      2.  Day trip

Okay, here's your chance.

Tell us what you don't like about Copper Mountain or ski areas in general. (Additional space on back, if necessary.)

VACATION SECTION

164. How did you travel to Colorado?
1.  Live in Colorado 4.  Scheduled bus 7.  Private airplane  
 2.  Private car 5.  Chartered bus 8.  Chartered airplane  
 3.  Rental car 6.  Commercial Airline 9.  Other \_\_\_\_\_
165. Where did you stay while skiing at Copper Mountain?
1.  Copper Mountain 4.  Silverthorne 7.  Vail  
 2.  Frisco 5.  Keystone 8.  Other \_\_\_\_\_  
 3.  Dillon 6.  Breckenridge 9.  In transit to other area
166. How many nights did you spend away from home on this trip? (check appropriate box)
1.  None 4.  3 7.  6  
 2.  1 5.  4 8.  7  
 3.  2 6.  5 9.  8 or more
167. If you stayed in Copper Mountain or in the Ski The Summit area, do you believe a car is necessary? (check appropriate box)
1.  Yes 2.  No
168. How far in advance did you plan your ski vacation? (check appropriate box)
1.  1 mo. or less 4.  6 mos. 7.  Don't recall/  
 2.  2-3 mos. 5.  7-12 mos. No answer  
 3.  4-5 mos. 6.  More than a year
169. How far in advance did you actually make reservations for your ski vacation? (check appropriate box)
1.  1 mo. or less 4.  6 mos. 7.  Don't recall/  
 2.  2-3 mos. 5.  7-12 mos. No answer  
 3.  4-5 mos. 6.  More than a year
170. In planning your ski vacation, what was your primary source of information? (check appropriate box)
1.  Airline, which one? \_\_\_\_\_ 7.  Ski shows  
 2.  Travel agent, which one? \_\_\_\_\_ 8.  Ski Club or other organization  
 3.  Copper Mountain brochure/literature 9.  Magazine article  
 4.  Magazine advertisement 10.  Newspaper article  
 5.  Newspaper advertisement 11.  Other \_\_\_\_\_  
 6.  Word of mouth
171. Through whom did you make your vacation arrangements? (check appropriate box)
1.  Travel agent, which one? \_\_\_\_\_ 5.  Ski club or other organized group  
 2.  Airlines, which one? \_\_\_\_\_ 6.  Friend/relative  
 3.  Resort Association 7.  Other \_\_\_\_\_  
 4.  Direct to accommodations

In addition to Copper Mountain, did you ski any of the following areas on your vacation? (answer as many as applicable)

- |  | How Many Days? |
|--|----------------|
| 172. <input type="checkbox"/> A-Basin      | _____          |
| 173. <input type="checkbox"/> Breckenridge | _____          |
| 174. <input type="checkbox"/> Aspen        | _____          |
| 175. <input type="checkbox"/> Keystone     | _____          |
| 176. <input type="checkbox"/> Loveland     | _____          |
| 177. <input type="checkbox"/> Steamboat    | _____          |
| 178. <input type="checkbox"/> Vail         | _____          |
| 179. <input type="checkbox"/> Winter Park  | _____          |

Other \_\_\_\_\_

180. What type of accommodations did you utilize on your ski vacation? (check appropriate box)
1.  Lodge, motel, hotel 5.  Stayed with friends  
 2.  Condominium 6.  Camper/RV  
 3.  Dormitory/hostel 7.  Other \_\_\_\_\_  
 4.  Rented house

Which of the following are a consideration when seeking accommodations? (check as many as applicable)

181.  Fireplace  
 182.  Sauna  
 183.  Jacuzzi  
 184.  Building elevators  
 185.  Ski slope view  
 186.  Covered parking  
 187.  Proximity to lifts  
 188.  Proximity to restaurants  
 Other \_\_\_\_\_

189. Please estimate your group's transportation costs to Copper Mountain

1. Transportation cost? \_\_\_\_\_

For how many people? \_\_\_\_\_

190. Please estimate the total of all other expenses of your group

1. Total expenses? \_\_\_\_\_

2. For how many people? \_\_\_\_\_

Thank you once again.

COPPER MOUNTAIN, INC.

COPPER MOUNTAIN THANKS YOU FOR YOUR TIME AND COOPERATION. REMEMBER, ALL COMPLETED AND RETURNED SURVEYS WILL BE ELIGIBLE TO PARTICIPATE IN A DRAWING FOR 5 0-DAY LIFT PACKAGES FOR THE 1978-79 SKI SEASON AT COPPER MOUNTAIN.

IF YOU SKIED COPPER MOUNTAIN WHILE ON VACATION (3 or more nights), PLEASE ANSWER QUESTIONS 164-190. (Even if you did not stay at Copper Mountain)

THANK YOU

