

THE SOUTHEAST COLORADO HERITAGE TOURISM STRATEGY

A PLAN TO PROMOTE AND PROTECT
THE HERITAGE RESOURCES AND ECONOMY
OF SOUTHEAST COLORADO

April 30, 2008



TABLE OF CONTENTS

Acknowledgement	4
Chapter I. Purpose	5
Scope of the Project.....	7
Definition of Heritage Economy	8
Chapter II. A Vision	11
Chapter III. The Region’s History	13
Chapter IV. Economic Review	15
Quick Facts.....	15
Organization of the Economy	15
Chapter V. The Current Heritage and Tourism Picture	33
Section A: Review of Tourism Assets	33
Bent’s Old Fort National Historic Site	34
Boggsville National Historic District.....	35
Camp Amache National Historic Landmark	36
Sand Creek Massacre National Historic Site	38
Santa Fe National Historic Trail	39
The Comanche National Grassland and Vogel and Picket Wire Canyons.....	41
The Dust Bowl and the Works Progress Administration (WPA)	42
Koshare Indian Museum.....	42
The Pike Expedition	44
John Martin Reservoir State Park	44
The Colorado Birding Trail	45
Section B: Current Travelers.....	45
Chapter VI. SECORHT Accomplishments	51
Chapter VII. Tourism Challenges and Opportunities	53
Challenges	53
Opportunities	55

Chapter VIII. Preservation Challenges and Opportunities	57
Challenges	58
Opportunities	59
Chapter IX. Heritage Tourism Development – A 10-Year Strategy	62
Chapter X. Next Steps: Phase II	65
Tourism Phase II	65
Preservation Phase II	67
Chapter XI. Conclusion	70
Appendix A: An In-Depth Review of Regional History	A1
Appendix B: A Framework for Wayshowing:	B1
Canyons & Plains of Southeast Colorado	
Appendix C1: State Historical Fund Grants	C1-1
Appendix C2: List of New Deal Resources in Six Counties:	C2-1
Baca, Bent, Crowley, Kiowa, Otero, and Prowers	
Appendix C3: Southeast Colorado Historic Resources	C3-1

ACKNOWLEDGEMENTS

This project is/was paid for in part by a State Historical Fund Grant from the Colorado Historical Society and the Colorado Tourism Office's Heritage Tourism Program.

Technical support has been provided by Colorado Preservation, Inc. Additional support has been provided from the following partners:

Preserve America

Colorado Department of Local Affairs

Anschutz Family Foundation

El Pomar Foundation

Colorado Division of Wildlife

America's Byways Resource Center

Southern Colorado Economic Development District

Colorado State Parks

Rocky Mountain Farmers Union Educational and Charitable Foundation

This strategic plan was prepared by The Walden Mills Group:

Judy Walden

Richard Carrillo, Historical Archeologist

Jon Schler, Architect & Community Development Specialist

Kelli Hepler, Rural Marketing Specialist

John Whiteman, Planner

CHAPTER I.

Purpose

THIS TOURISM STRATEGY IS DESIGNED TO PROMOTE AND PROTECT THE HERITAGE RESOURCES AND TO DIVERSIFY THE ECONOMY OF SOUTHEAST COLORADO BY:

Improving the lives of Southeast Colorado residents by creating economic impacts that flow directly to our citizens.

Clarifying how our exceptional heritage resources should be managed to protect their integrity into the future.

Positioning Southeast as a fresh, recently discovered destination for travel writers, tour operators and heritage travelers who are looking for undiscovered destinations.

Identifying the best bets for product development, promotion and business development in order to offer new and engaging travel experiences.

DEFINITION OF THE REGION

This region consists of six counties in the southeastern-most part of Colorado: Crowley, Kiowa, Otero, Prowers, Bent and Baca.

The major population centers of this region are the communities of Lamar, La Junta, Las Animas, Eads, Springfield and Granada.

Together, the six counties' 9,533 square miles of area comprise approximately 9% of the total land area of the state of Colorado.

The population of the study area is 49,837 people. This is just 1% of the 4.7 million residents of the state.

THE GEOGRAPHY OF THE SOUTHEAST REGION

Key Points from the Strategic Outdoor Recreation Plan

- There are 6,143,168 acres of land in the Southeast Colorado region. 5.2 million (85%) are in private hands. The 15% balance, or 928,851 acres, is comprised of the following:
 - 422,254 acres are owned by the federal government.
 - Bureau of Land Management – 9,896 acres
 - U.S. forest Service - 375,147 acres
 - National Park Service – 13,295 acres
 - Other federal agencies – 23,916 acres
 - 506,514 acres are owned by the state government.
 - State Land Board – 455,572 acres
 - Colorado State Parks - 1,703 acres
 - Colorado Division of Wildlife – 49,238 acres
 - 83 acres are owned by local cities and school districts

SCOPE OF THE PROJECT

The purpose of this project is to establish a heritage tourism program in Southeast Colorado in collaboration with the Colorado Historical Society, Colorado Tourism Office, Colorado Department of Local Affairs, National Park Service and other related entities. This project will enhance and promote heritage tourism opportunities throughout Crowley, Otero, Bent, Kiowa, Prowers, and Baca counties. This public-private partnership will result in increased visitation and revenues to both historic sites and to local tourism-supported businesses that include restaurants, lodging, retail, and outfitters. It will serve as an economic development model to rural communities throughout America that have the opportunity to expand established nature-based and recreation-based tourism to include the lucrative sector of heritage travel.

SCOPE OF WORK

- A. Develop a heritage tourism strategic plan.
- B. Support tourism infrastructure development.
 - 1. Identify existing business curricula and training services that will assist businesses and sites in becoming visitor ready, marketing their services to heritage travelers, and incorporate tourism into their service plan. Recommend training for skills not currently offered in the region.
 - 2. Educate all destinations, Chambers of Commerce, economic development organizations, and entrepreneurs and heritage task force members in basic marketing techniques and resources.
 - 3. Apply for formal designation of all six counties as official Preserve America Communities.
 - 4. Create a Heritage Tourism Checklist written for individual entrepreneurs who are considering developing and marketing a heritage tourism product.
- C. Establish 501(c)(3) status for Southeast Colorado Regional Heritage Taskforce (SECORHT).
- D. Design a regional marketing plan.
 - 1. Launch a regional branding effort.
 - 2. Create an advertising campaign that educates both travelers and the travel industry regarding the collection of significant historic sites, community museums and experiences that await heritage travelers.

3. Create marketing tools for historic sites and communities in the region that include directional signage, interpretation, information kiosks, brochures, audio tours, walking tours, and a regional heritage tourism Web site.
4. Develop travel itineraries that can be used by both individual travelers and motor coach tour operators.
5. Conduct regional surveys that qualitatively assess heritage sites regarding historical significance, authenticity, protection, interpretation, and accessibility according to evolving state heritage tourism program quality standards.

E. Conduct a market analysis.

1. Conduct a base visitor analysis for the region.
2. Develop a tracking mechanism to follow visitation trends as a result of marketing efforts.
3. Design a follow-up visitor analysis for the region.
4. Monitor Web site traffic and adjust offerings based on site visitation numbers.

DEFINITION OF HERITAGE ECONOMY

The Sierra Business Council, an economic development organization in California, coined the term “heritage economy” and defined it as follows:

“...an expansion of economic development opportunities in a manner consistent with historic town patterns and activities, but also in tune with local communities’ present and future needs and interests.”

In addition, the heritage economy includes “... all of the natural, cultural, historic, and recreational resources that combine for a cohesive, nationally-distinctive landscape. These resources arise from patterns of human activity shaped by geography.”

<http://www.sbcouncil.org/show.phpsource=conference/heritageEconomy.php>)

THE SOUTHEAST REGION'S HERITAGE ECONOMY

Our heritage economy is the combined economic and cultural value derived from resources and businesses related to the heritage of the area.

*The first part of our heritage economy is the distinctive retail and service environment offered by **heritage downtowns and heritage neighborhoods**. At a time when the vast majority of Americans live in the suburbs surrounding cities and in developments that were built within the last 30 to 50 years, the neighborhoods and downtowns in Southeast Colorado offer people a chance to walk through built environments that extend back 75 to 100 years. This type of heritage environment offers a different visual, physical, and retail experience for visitors. It is stimulating and novel and helps to differentiate our communities from those of suburban America.*

*The second part of our heritage economy is the **heritage industries**. Heritage industries in the Southeast are ranching and agriculture. Efforts to sustain these industries, or help them diversify, as well as to protect the natural resource base that supports them, all help to keep this part of the economy alive.*

*The third component of the region's heritage economy is **economic and amenity-based activities related to natural resources** of the region. This portion of our heritage economy is based on the parks, wildlife management areas, reservoirs and other wild lands and grasslands of the region. These public resources, along with some privately held lands, are open to residents and visitors for hunting, fishing, wildlife viewing, hiking and other types of outdoor recreation activities. The value of this portion of heritage economy equates to both businesses associated with those activities as well as the general health and well-being of residents and visitor populations.*

*A fourth component of our heritage economy relates to the **facilities and activities that promote and protect the history of the region**. This most often takes the form of historic sites, museums, festivals and special events, cultural organizations and visitor centers. These facilities and activities hire local residents and draw both residents and visitors into the downtown areas and heritage sites.*

THEREFORE, HERITAGE ECONOMY IS:

- n Downtown retail and service distinctiveness drawn from heritage buildings, sites and neighborhoods.*
- n Heritage industries that rely on long-standing traditions, skills and resources distinct to this agricultural region.*
- n Natural resource-based recreation, amenities and businesses.*
- n Arts, history, entertainment and other cultural organizations, businesses and sites that enhance and draw on the heritage of the place.*

What are Strategic Conclusions?

When a point is made that has relevance for the development of our strategy, we pull that point out in one of these Strategic Conclusion boxes. The main point flowing from the above material is that our strategy must integrate both the protection and conservation of our heritage resources with an active economic development effort that capitalizes on our heritage resources.

CHAPTER II.

A Vision

In the future, Southeast Colorado will have a diversified heritage economy. Its downtowns will be intact, distinct and healthy. Its agricultural economy, while perhaps diminished from previous levels, will still be strong and productive. The natural resources of the region will be protected and enhanced and offer a high quality of life to both residents and visitors. The region's heritage organizations will be vital partners in both the protection of the past and the promotion of the region for the future.

The Canyons and Plains of Southeast Colorado will be a travel destination of equal or greater reputation and appeal as the Four Corners of southwestern Colorado or as the Red Rock region of Utah.

This region will become an escape and a respite for the steadily growing population of the Front Range of Colorado. Due to increasing levels of traffic congestion, and difficulty reaching mountain communities, more and more people will look east to the plains for a place where they can find nature, peace and adventure.

The combination of the Santa Fe National Historic Trail, the Pike Expedition history, Bent's Old Fort National Historic Site, Boggsville Historic District, the Camp Amache National Landmark, and the Sand Creek Massacre National Historic Site will be one of the premier heritage destinations in the state. One of the qualities that will make it so appealing is that it will offer visitors both an enriching historical experience, as well as an increasingly rare, uncongested, beautiful rural travel experience.

Over time, a very significant cooperative effort will result in the development of a Santa Fe Trail travel product with national appeal. Visitors can ride their horses and bicycles or walk along almost 40 miles of the Santa Fe Trail. Within this region, along that route, they will find exceptional interpretation, a wide variety of guided experiences to limited and remote access locations, and one-on-one travel experiences that are increasingly hard to find.

A focus of the region's heritage program has, from its beginning, involved offering person-to-person travel experiences. The Canyons and Plains Certified Guide Program has trained over 50 guides during the last 10 years. Currently, over 25 guides work in the region and offer small group travel experiences that range from seeking out rare and beautiful rock art to exploring some of the most extensive dinosaur fossils in the United States. Since its beginning, one of the hallmarks of this program has been that visitors leave our region having had an exceptionally high quality travel experience and having connected personally with the people of the region. Our visitor satisfaction surveys consistently show that people find the cost of the services to be a good value for their dollar. And we have a high level of repeat visitation.

From an economic development perspective, the heritage economy program that we launched in 2006 has generated large benefits for the region. First of all, the Certified Guide Service provides entrepreneurial jobs for 50 different individuals across the region. These people make salaries that

are equivalent to or greater than manufacturing jobs that our region lost during the 1990s. Focus on the heritage traveler has allowed the diversification of our travel services and the offering of a number of higher-end, higher-priced lodging and dining businesses. All of these have been opened by local residents who were supported by the heritage tourism entrepreneur program that was developed as part of our heritage economy effort. The region has become known for our distinctive ethnic and heritage cuisines.

Our heritage economy effort has also raised the pride and awareness of our residents in the qualities that make this region special. Due to the high school and community college programs that we have established to provide entrepreneurial opportunities and to educate our residents about our history, we have seen an increased number of young people staying in our region or returning to our region in order to make investments and start their own new businesses.

Strategic Conclusion

The vision of a more prosperous future must be more widely accepted at the regional level. Residents, business people and elected officials must 'buy into' this vision and see it as feasible. Success for the region will depend on present and future leaders promoting this vision.

CHAPTER III.

The Region's History

Historically, Southeast Colorado was an important player in both international and national affairs, and represents, second to the San Luis Valley, one of the earliest regions settled in present-day Colorado.

A brief historical overview is critical to placing the history of Southeast Colorado within a regional context. Please refer to the Appendix A for a more in-depth presentation of the region's history.

In the 17th century, shortly after the Spanish established Santa Fe in 1608, the region comprising present day Southeast Colorado consisted of the general Spanish claim named El Cuartelejo (The Far Quarter).

A series of expeditions followed the Purgatoire River to the Arkansas River and north of the river where a series of Apache villages were located from present-day Pueblo east into present-day western Kansas.

The region was described by Juan de Ulibarri in 1706, 100 years before Zebulon Pike explored Southeast Colorado.

The Arkansas River served as a boundary, of sorts, between the Native American groups in Southeast Colorado. In the 18th to the early 19th century, it was the international boundary between France and Spain. The Arkansas River then became a formalized international boundary between Spain and the United States, as a result of the Adams-Onis, or Transcontinental Treaty of 1819. The Arkansas River continued to serve as the international boundary with Mexico, after its independence from Spain in 1821, and contributed immensely to the establishment of Bent's Fort and the Mountain Branch of the Santa Fe Trail. The Arkansas River remained the international boundary until the Mexican-American War in 1846, in which Bent's Fort played a major role in the American invasion of Santa Fe by Colonel Stephen Watts Kearny and the Army of the West.

In 1848, the international boundary was moved to the present Rio Grande River in Texas, and all previous Mexican territory south of the Arkansas River, comprising approximately one-half of its territory, was ceded to the United States in the Treaty of Guadalupe Hidalgo signed by American and Mexican ambassadors on February 2, 1848, ratified by Congress on March 10, and signed by President James K. Polk on March 15, 1848.

It was not until the discovery of gold in the Colorado mountains in the late 1850s that permanent European settlement began to occur in the region.

Strategic Conclusion

Southeast Colorado has a heritage that is unusual and unlike any other in the state. It was, in many ways, the birthplace of the state and much of the settler-culture that expanded throughout the West. This is largely unknown information to most Coloradans and most visitors.

Southeast Colorado's heritage tourism program must leverage this history and spread the word about our unique past. Heritage must become a competitive economic advantage.

CHAPTER IV.

Economic Review

This chapter provides an economic context for the actions recommended by this strategy.

QUICK FACTS:

The six counties that comprise the study area make up almost 10% of state land area.

The region has about 50,000 people; this is 1% of the state's population.

There are 1,200 businesses in Southeast Colorado.

Those businesses and government employers provide 22,000 jobs.

The region's average wage is between \$23,000 and \$30,000 compared with the average wage in Colorado as a whole at \$50,000.

The region's unemployment rate in 2007 ranged from approximately 4% to 8%; it was approximately 4% for the state.

Tourism provides approximately 6% of all jobs within the region.

ORGANIZATION OF THE ECONOMY

Table 1 presents the distribution of jobs by major economic sectors for each of the counties. As one can see, Southeast Colorado's economy relies to a great extent on public sector employment by governments and schools. There is a solid manufacturing base as well and a service economy which has grown in recent years in a manner similar to the rest of the state and the country.

Table 1 also shows a total of 22,719 jobs as of 2005. In the table, the division of jobs by sector in each county is suppressed ('S') in cases when there are too few firms and the employment data would reveal the employment levels at those individual firms. Due to this factor, approximately 6,000 jobs are omitted from the regional totals.

Table 1 reflects that agriculture plays a major role in the local economy. Tourism is best represented by the 'accommodations and dining' category which provides over 1,200 jobs in the region with one county suppressed.

Table 1: Distribution of Jobs by Economic Sector by County and State, 2005

Sector	Colorado	Baca	Bent	Kiowa	Crowley	Otero	Prowers	Region
Agriculture	45,912	S	356	S	282	686	S	1,324
Mining	19,341	8	S	S	S	S	97	105
Utilities	8,067	S	S	S	S	70	33	103
Construction	213,631	S	38	S	43	S	219	300
Manufacturing	159,686	36	4	4	S	564	808	1,416
Wholesale	100,859	34	S	23	S	390	185	632
Retail	311,431	232	114	67	148	S	990	1,551
Transportation & Warehouse	77,016	S	26	28	S	330	154	538
Information	81,394	9	S	S	S	S	S	9
Finance	124,772	S	S	S	23	228	252	503
Real Estate	96,810	17	S	S	22	150	98	287
Prof Services	219,936	44	3	S	S	193	146	386
Management	25,029	S	S	S	S	S	S	0
Admin & Waste	1,572,443	28	S	16	S	109	131	284
Private Educ	41,766	S	S	S	S	S	S	0
Health	231,837	S	S	S	91	S	S	91
Arts	62,854	S	S	S	S	66	36	102
Accommodation and Dining	220,824	64	84	S	18	613	443	1,222
Other Services	156,047	165	105	S	94	512	419	1,295
Government	411,050	735	743	266	537	2,039	1,607	5,927
Total	4,180,705	1,372	1,473	404	1,258	5,950	5,618	16,075

Source: U.S. Bureau of Labor Statistics. Delivered via Colorado Department of Local Government, Dept of Demography http://www.dola.state.co.us/demog_webapps/jobs_sector_naics

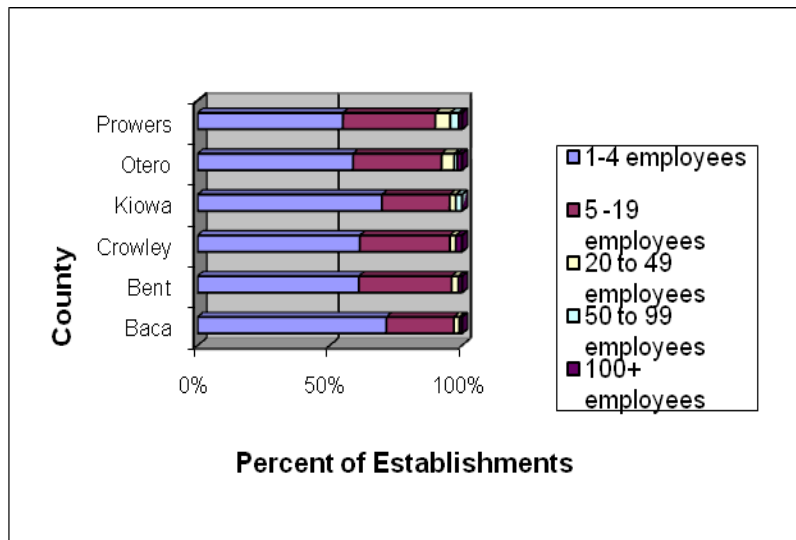
As indicated in **Table 2** and **Figure 1** the region's economy is dominated by small firms, or firms with fewer than five employees. This is followed closely by firms with fewer than 20 employees.

Table 2: Percentage Distribution of Region's Total Companies by Number of Employees

Size of company	Baca	Bent	Crowley	Kiowa	Otero	Prowers	Region
1-4 employees	71%	61%	61%	70%	59%	55%	
5 -19 employees	26%	35%	34%	26%	33%	35%	
20 to 49 employees	2%	3%	2%	2%	5%	6%	
50 to 99 employees	0%	0%	0%	2%	1%	3%	
100+ employees	1%	1%	2%	0%	2%	1%	
Total Companies	98	77	44	43	520	407	1189

Source: County Business Patterns, 2004

Figure 1: Distribution of Companies by Number of Employees



Source: County Business Patterns, 2004

Table 3: State and Region's Labor Force Size and Employment Status, 2007

December 2007				
Area	Labor Force	Employment	Unemploy-ment	Rate
Colorado	2,717,162	2,599,881	117,281	4.3
Baca	2,335	2,253	82	3.5
Bent	2,313	2,181	132	5.7
Kiowa	852	820	32	3.8
Crowley	1,547	1,430	117	7.6
Otero	8,931	8,445	486	5.4
Prowers	6,373	6,092	281	4.4
Total	22,351	21,221	1,130	

Source: Bureau of Labor Statistics via Colorado Department of Local Affairs, Demography, 2007

Table 3 presents data on total labor force size and unemployment status as of December 2007. When compared with the state's unemployment rate of 4.3%, the region's counties range with rates of 3.5% up to 7.6%. Overall, three of the counties are equitable with the state unemployment rate and three of the counties are higher than the state rate. A review of data from one year ago and from 1990 showed the same general correlation between state unemployment and the region's counties: Baca, Kiowa and Prowers tend to run about equal to the state economy while Bent, Crowley and Otero seem to run at slightly higher unemployment levels relative to the state.

Poverty levels tend to be higher in the region. State poverty level data for 2007 showed a statewide average of 9.3% of the population having incomes below the poverty level. In the Southeast, 17.7% of the population fell below that level.

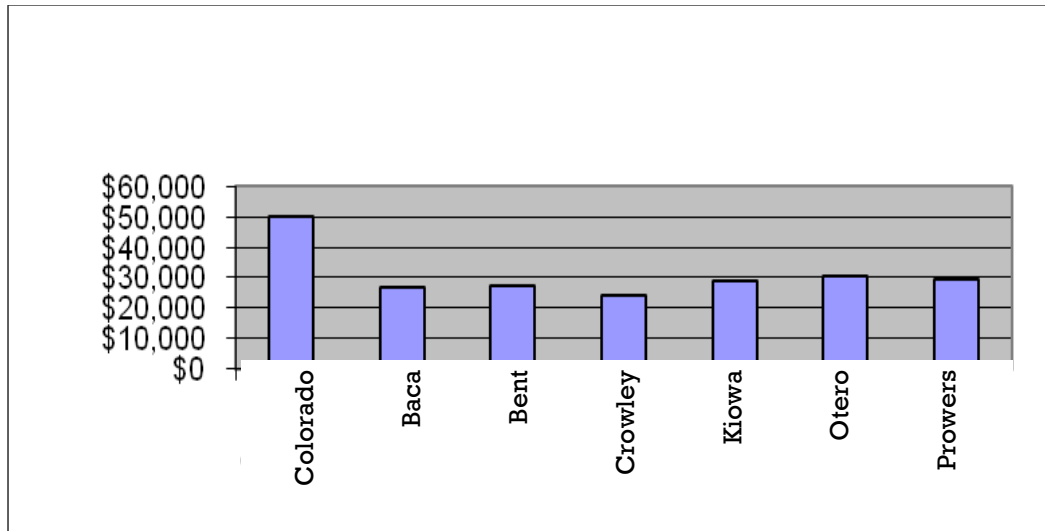
Table 4 and **Figure 2** give information on household income levels in the region compared to the state. These data indicate the most dramatic differential between this region and the average state economy. Median income is one-half of that for the state.

Table 4: Median Household Income, 2004

County	Median Household Income
Colorado	\$50,105
Baca	\$26,580
Bent	\$27,569
Crowley	\$24,435
Kiowa	\$28,857
Otero	\$30,298
Prowers	\$29,647

Source: U.S. Census Bureau at <http://quickfacts.census.gov/qfd/states/08/08009.html>

Figure 2: Median Household Income, 2004



Source: U.S. Census Bureau at <http://quickfacts.census.gov/qfd/states/08/08009.html>

Strategic Conclusion

What is the relevance of these data? First, it is clear that while the region's economy has diversity, some of its counties do suffer from unemployment rates that seem to be chronically higher than the state average. Long term local economic development efforts have produced some great results for the region, but have not fully closed that gap.

Second, tourism does play a role today in this economy; there is a base from which to grow. At least 7% of total jobs – about 1,400 jobs - fall into this sector. Every increase of 220 jobs helps to close the region's unemployment rate by 1%. While other sectors should be supported and grown, a 200 job target for tourism would do much to help strengthen Southeast Colorado's economy.

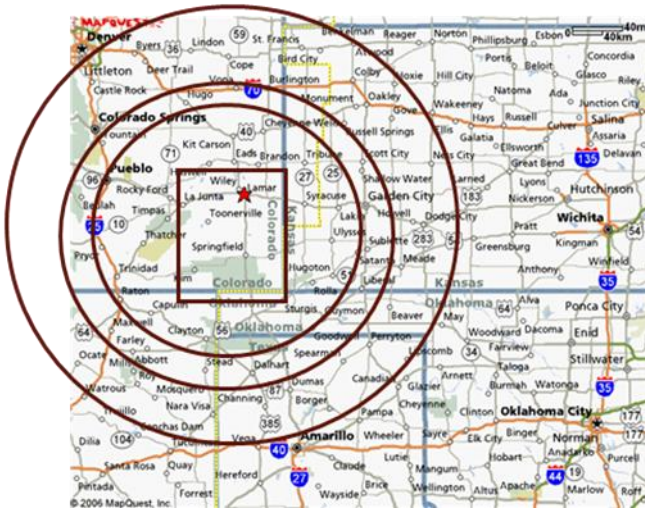
Third, the median household income level is one-half of the median household income for the state. Poverty levels are twice that of the state. Any additional income sources will be welcome in Southeast Colorado.

REVIEW OF TOURISM-RELATED INFORMATION

LOCATION, LOCATION, LOCATION

Southeast Colorado is near, but far. As shown in **Figure 3**, travel times to the region from metro areas range from 2 hours to 6 hours. Pueblo and Colorado Springs are the closest sources of consumers.

Figure 3: Travel Times to Southeast Colorado from Metro Areas



Metro Area	Miles to SE	Travel Time
Denver:	207 miles	3.5 hours
Colorado Springs:	161 m	2.75 h
Pueblo:	122 m	2.25 h
Boulder/Longmont:	227 m	3.75 h
Fort Collins:	262 m	4.1 h
Albuquerque, NM	387 m	6.0 h
Amarillo, TX	214 m	3.75 h

TOURISM IMPACTS

The state of Colorado contracts with Dean Runyan Associates of Portland, Oregon to prepare annual estimates of the impacts of overnight travel in the state. Runyan Associates uses its well-established Regional Travel Impact Model (RTIM) to make these estimates. The model uses spending data collected by the government combined with various local measures to produce estimates of overnight travel impacts. Please note: this information does not include day-trip travelers.

The key information presented below is from *The Economic Impact of Travel on Colorado, 1996 to 2005*, June 2006. The report was prepared for the Colorado Tourism Office. (See: <http://www.colorado.com/data/docs/CO05Rpt.pdf>)

The core of the analysis at the county level is presented in the following table.

Table 5: Overnight Traveler Expenditures from Runyan Associates Analysis

Baca County	1996	2005	Kiowa County	1996	2005
Travel Spending (\$M)	2.1	2.5	Travel Spending (\$M)	0.8	0.9
Earnings (\$M)	0.5	0.6	Earnings (\$M)	0.2	0.3
Employment (jobs)	60	40	Employment (jobs)	10	20
Local Taxes (\$M)	0	0	Local Taxes (\$M)	0	0
State Taxes (\$M)	0.1	0.1	State Taxes (\$M)	0	0
Bent County	1996	2005	Otero County	1996	2005
Travel Spending (\$M)	2.3	2.9	Travel Spending (\$M)	12.7	14.5
Earnings (\$M)	0.5	0.7	Earnings (\$M)	4.2	4.8
Employment (jobs)	60	60	Employment (jobs)	400	310
Local Taxes (\$M)	0.1	0.1	Local Taxes (\$M)	0.3	0.3
State Taxes (\$M)	0.1	0.1	State Taxes (\$M)	0.4	0.4
Crowley County	1996	2005	Prowers County	1996	2005
Travel Spending (\$M)	0.6	0.9	Travel Spending (\$M)	12.5	15.2
Earnings (\$M)	0.1	0.2	Earnings (\$M)	5.8	7.2
Employment (jobs)	20	10	Employment (jobs)	450	480
Local Taxes (\$M)	0	0	Local Taxes (\$M)	0.3	0.4
State Taxes (\$M)	0	0	State Taxes (\$M)	0.3	0.4
Regional Totals	1996	2005			
Travel Spending (\$M)	31	36.9			
Earnings (\$M)	11.3	13.8			
Employment (jobs)	1000	920			
Local Taxes (\$M)	0.7	0.8			
State Taxes (\$M)	0.9	1			

Source: The Economic Impact of Travel on Colorado, 1996 to 2005, June 2006. Chapter VI: County Overnight Visitor Impacts, Pages 42 – 52.

Key Data Points from Runyan Associates Analysis:

- Total travel spending in Colorado in 2006 was \$14.1 billion. This spending supported 141,500 jobs. Total spending in Southeast Colorado’s six counties was \$36.9 million for the same year. The region captured 0.3% of total travel spending in the state.
- Runyan Associates estimate that spending from travelers supported about 920 jobs in Southeast Colorado. This figure is less than the 1,400 jobs reported by government job data because it omits the impact of day trip and resident spending in the

Accommodations and Dining sector. Using the same assumptions means that Southeast Colorado has about 0.3% of the state's tourism job total.

- Runyan estimates that overnight travelers to the Southeast generated about \$800,000 in local taxes in 2006 and \$1 million in state taxes.

Overnight travel spending in Colorado as a whole increased from \$11.5 billion in 1996 to about \$14 billion in 2006, for a 22% increase in spending. Southeast Colorado's spending grew from \$31 million in 1996 to \$36.9 million in 2006 for a 19% rise in spending.

FINDINGS FROM LONGWOODS INTERNATIONAL

The state also contracts with Longwoods International to perform annual visitor surveys and related analyses of the travel industry in the state. Their work explores the total numbers of visitors, types of visitors, and visitor spending patterns, decision-making and satisfaction levels. Reports for several years can be found at:

http://www.colorado.com/static.php?file=industry_partners

Key Data Points from Longwoods 2006 Visitor Profile Study:

- Total visitation to the state of Colorado in 2006 was 26.9 million visitors.
- Eight million (31%) of the state's total travelers were Colorado residents.
- Total expenditures by all visitors was \$8.9 billion. (Dean Runyan & Associates reported \$14 billion in travel expenditures while Longwoods reported \$8.9 billion. The difference between these two figures lies in the types of expenditures that are captured by each method and the ways that expenditures are calculated. Runyan's method includes both direct and indirect spending and thus casts a wider net around the economic impacts of travel. The Longwoods method is derived directly from visitor surveys; Runyan's method uses government data that also picks up some local expenditures by residents. Please see each firm's report for their data collection and analyses methods.)
- Residents spent \$1.3 billion of the \$8.9 on travel within the state.
- 1,620,000 visitors or 6% of the statewide total traveled through the Southeast portion of the state. (N.B., Longwoods analysis includes Pueblo and Trinidad in the Southeast region. Data is not broken down by county.)
- Spending by visitors was categorized as follows: accommodations (25%); eating/drinking (24%); retail purchases (17%); transportation (19%); and recreation (15%).
- Spending in the broad Southeast region was \$32 million per year.

- Daily spending by different types of visitors was as follows: business travelers (\$110/day/person); travelers visiting friends and family (\$49/day/person); general non-business/non-friends family traveler (\$86); skiers (\$140); city vacationers (\$109); travelers touring around the state (\$95); and outdoor travelers (\$65).

- Longwoods examined patterns for travelers interested in cultural heritage and found the following:
 - 8.6 million visitors to the state were interested in cultural heritage.
 - 4.8 million participated in a heritage activity.
 - Most heritage activities were experienced en route during a trip, versus being the final planned destination.
 - Cultural heritage travelers spent \$3.4 billion on travel.
 - These travelers stayed slightly longer than average travelers: 5.6 days versus 4.7 days.
 - Expenditures per trip were high for this group due to longer stays.
 - They spent an average of \$392 per person per trip. Per diem expenditures were \$70.

TOURISM IMPACTS AND IMPACT MODEL

Current visitation levels are important to understand, but these data are not currently collected in any reliable manner for the six county Southeast Colorado region. This section will attempt to develop both an estimate and a method by which the region can monitor visitation and its impacts.

Longwoods estimates that 1.6 million visitors travel into Southeast Colorado each year, but this estimate includes Trinidad, Pueblo and surrounding Pueblo, Huerfano and Las Animas counties. If one uses Runyan's county travel spending data on a proportional basis to subtract these three counties from the Southeast region, the results are as follows:

- Six county study area's spending = \$36.9 million.
- Total spending for the six county study area plus Huerfano, Pueblo and Las Animas counties = \$177.9 million.
- Six counties as a portion of this larger region = $\$36.9/\$177.9 = 20.7\%$
- Total visitation to larger region = 1.6 million people
- Portion of 1.6 million people who might visit the six county area = $1.6 \text{ million} \times 20.7\% = 335,340$ visitors.

This figure will be tested and framed by the analysis that follows.

Table 6 presents some information on visitation to major destinations within the region. Some of these data are counted by the destination; others are estimates by managers. Some visitors go to more than one of these sites and are thus double-counted. Groups of school children comprise some portion of visits to some destinations and thus do not actually represent the number of adult or family 'tourists' who are making a stop in the region. Therefore, the data in **Table 7** is of limited use for projecting overall visitation to the region. For the purposes of this discussion, this information will be used to test and frame our estimate of the current number of visitors to the region.

Table 6: Recent Visitation Estimates from Region's Major Destinations

Attraction	Annual # of Visitors	Notes/Source
John Martin State Park	86,515	Colorado State Parks, FY 2004-2005 numbers
Bent's Old Fort	30,000	Approximately 10,000 of these visitors are from local school groups; Source: Superintendent of Park
Lamar Welcome Center	26,127	Colorado Tourism Office; 2004 statistics
Koshare Indian Museum	20,000	Coloradodirectory.com/Kosharemuseum
Comanche National Grasslands	10,000 to 15,000	Forest Service Ranger
Other attractions	10,000 to 15,000	Estimate

DEVELOPING A BASELINE FOR ESTIMATING VISITATION

An inventory of the hotel, motel, B&B, campsite and RV facilities in the region was performed in 2007 and updated in 2008. A total of 33 lodging and camping properties were identified and called by phone to confirm number of rooms and number of sites. The authors identified a total of 784 rooms , 273 campsites and 106 RV sites. Obviously, as facilities open and close on a year-to-year basis these totals will shift. At any given point in time, the precise number of facilities is less important than the overall magnitude of the facilities offered within the region. Therefore, for the purposes of our visitation estimates we will assume there are 800 lodging rooms and 400 campsites/RV sites. **Table 7** presents the inventory results.

Table 7: Inventory of Rooms and Camping/RV Sites in Southeast

Lodging Property Name	Town	# Rooms	Campsites	RV sites
Witcher Guest Ranch	Campo	6		
Horseshoe Bend B&B	Chivington	0	15	1
Best Western Cow Palace Inn	Lamar	102		
Blue Spruce	Lamar	30		
Chek Inn	Lamar	40		
Days Inn	Lamar	37		
Country Acres RV & Motel	Lamar	8		22
El Mar Budget Host	Lamar	40		
Passport Inn	Lamar	27		
Stockman's Motor Inn	Lamar	2		
Super 8	Lamar	45		
Third Street Nest B&B	Lamar	2		
Travelodge	Lamar	60		
Lamar Sportsman Campg & Horse Motel	Lamar	0	42	42
Finney House B&B	La Junta	3		
Holiday Inn Express	La Junta	59		
Mid Town Motel	La Junta	24		
La Junta Inn and Suites	La Junta	75		
Stagecoach Motel	La Junta	11		
Super 8	La Junta	39		
Travel Inn of La Junta	La Junta	28		
KOA Campground	La Junta	2	3	38
Best Western Bent's Fort Inn	Las Animas	38		3
Hotel Ordway	Ordway	15		
Estelene Bunkhouse	Pritchett	1		
Arkansas Valley B&B	Rocky Ford	6		
Crawford Motel	Springfield	12		
J's Motel	Springfield	8		
Starlite Motel	Springfield	19		
Stage Stop Hotel	Springfield	4		
Econolodge	Eads	37		
Hasty Retreat B&B	Hasty	4		
John Martin State Park	La Junta		213	
Total		784	273	106

Source: Individual contact with property owners combined with data collected from printed travel guides and online travel sites such as the American Automobile Association, Travelocity, Orbitz, Hotel.com, the Santa Fe Trail Association and others.

To estimate occupancy levels, data was drawn from the *Quarterly Colorado Travel and Tourism Indicator*, published by the Center for Travel and Tourism at the University of Denver and sponsored and provided online by the Colorado Tourism Office. (See link: <http://www.colorado.com/data/docs/ambassador/II%20QUARTER%202007.pdf> The most recent information available is for the second quarter of 2007.) This research is published on a quarterly basis and gives occupancy rates by month for all of Colorado. Most lodging property owners are reluctant to provide data for public reporting; thus the statewide data was used for this analysis. **Table 8** presents this information. Given the impact of the skiing industry in other parts of the state, we assume that the winter occupancy levels in Southeast are substantially lower than those shown in Table 8, and therefore we reduced the November through March rates by 20%.

Table 8: Monthly Occupancy Rates from Statewide Averages and Rates Adjusted and Used in this Analysis

Month	State wide Occ Rates	Rates used in this analysis
Jan	57%	46%
Feb	62%	50%
Mar	67%	54%
Apr	58%	58%
May	61%	61%
Jun	74%	74%
Jul	75%	75%
Aug	72%	72%
Sep	68%	68%
Oct	62%	62%
Nov	51%	41%
Dec	50%	40%

Source: Quarterly Colorado Travel and Tourism Indicator. 3rd and 4th Quarters 2006 and 1st and 2nd Quarters, 2007.

Center for Travel and Tourism at the University of Denver and Colorado Tourism Office, Page 3.

In order to estimate the amount of revenue flowing into the region from lodging, an average cost per room of \$65.00 was used in this model. Average cost per night for campsites was \$16.00. These figures are drawn from responses from representatives of each of the region's lodging properties. Each property's number of rooms was multiplied by the average nightly room rate to obtain an average nightly full occupancy revenue figure. This figure was calculated for each property. The average nightly full occupancy revenue figures for all properties were summed and divided by the total room count. The result is \$65.00 per night per room. The most recently available figure for a statewide nightly room rate is \$126 per night (Second Quarter 2007.) Given the obvious discrepancy between these figures, the locally collected data was used. The same method was used for campgrounds and RV facilities.

Estimates were also needed for average length of stay in hotels and motels per visitor by month and visitor party size (i.e., number of persons per traveling group). Longwoods found that the

average length of stay was 4.7 nights. Taking into account the lower number of activities in Southeast compared to other portions of the state as well as the fact that the Longwoods information covers the total number of nights spent within the state, not the number of nights in a given region or locale, this analysis uses the following estimates of average nights per stay:

- November through March (1.5 nights per stay);
- April, May and June (2.5 nights);
- July, August (2 nights – visitation drops in the peak of the summer due to the heat); and
- Sept-October (2.5 nights).

These figures combine a base of tested research with a common sense approach for the region. It must also be emphasized that Southeast is a mid-point stopover for people traveling from the Midwest to Colorado and the west. Thus, the region will be impacted by higher numbers of one-night visitors. Similar figures were used for campers and RV site users.

Table 9 presents the results from using the above data. It gives estimates of the number of occupied rooms by month and the resulting revenues flowing from the room population, the region's occupancy rates and the average nightly lodging rates. **Table 10** presents the same type of information for the campsites and RV facilities.

Table 9: Estimates of Occupied Rooms and Resulting Revenues By Month

Month	Occ Rate	# of Occupied Rooms	Rev. per day	Revenue Per Month
Jan	46%	365	\$ 23,712	\$ 735,072
Feb	50%	397	\$ 25,792	\$ 722,176
Mar	54%	429	\$ 27,872	\$ 864,032
Apr	58%	464	\$ 30,160	\$ 904,800
May	61%	488	\$ 31,720	\$ 983,320
Jun	74%	592	\$ 38,480	\$ 1,154,400
Jul	75%	600	\$ 39,000	\$ 1,209,000
Aug	72%	576	\$ 37,440	\$ 1,160,640
Sep	68%	544	\$ 35,360	\$ 1,060,800
Oct	62%	496	\$ 32,240	\$ 999,440
Nov	41%	326	\$ 21,216	\$ 636,480
Dec	40%	320	\$ 20,800	\$ 644,800
Annual				\$ 11,074,960

Source: Data gathered from local properties combined with state data, as explained in above text.

Table 10: Estimates of Occupied Campgrounds and RV Sites and Resulting Revenues by Month and Year

Month	Occ Rate	# of Occupied Camp Sites	Rev. per day	Revenue Per Month
Jan	0%	0	\$ -	\$ -
Feb	0%	0	\$ -	\$ -
Mar	20%	80	\$ 1,280	\$ 39,680
Apr	50%	200	\$ 3,200	\$ 96,000
May	61%	244	\$ 3,904	\$ 121,024
Jun	74%	296	\$ 4,736	\$ 142,080
Jul	75%	300	\$ 4,800	\$ 148,800
Aug	72%	288	\$ 4,608	\$ 142,848
Sep	50%	200	\$ 3,200	\$ 96,000
Oct	20%	80	\$ 1,280	\$ 39,680
Nov	0%	0	\$ -	\$ -
Dec	0%	0	\$ -	\$ -
Annual				\$ 826,112

Source: Data gathered from local properties combined with state data, as explained in above text.

Table 11: Estimated Number of Overnight Visitors per Year who Stay in Region's Hotel and Motel Facilities – in Visitor Nights and Number of Visitors

Month	Number of Rooms Per Night	Number of Rooms Per Month	Average Visitors per Party	Avg # Visitor-Nights per Month	Avg Length of Stay	# of Estimated Visitors
Jan	365	11,309	1.5	16,963	1.5	11,309
Feb	397	11,110	1.5	16,666	1.5	11,110
Mar	429	13,293	1.5	19,939	1.5	13,293
Apr	464	13,920	2.5	34,800	2.5	13,920
May	488	15,128	2.5	37,820	2.5	15,128
Jun	592	17,760	3.5	62,160	2	31,080
Jul	600	18,600	3.5	65,100	2	32,550
Aug	576	17,856	3.5	62,496	2	31,248
Sep	544	16,320	2.5	40,800	2.5	16,320
Oct	496	15,376	2.5	38,440	2.5	15,376
Nov	326	9,792	1.5	14,688	1.5	9,792
Dec	320	9,920	1.5	14,880	1.5	9,920
Annual		170,384		424,752		211,046

Source: Data gathered from local properties combined with state occupancy data, as explained in above text.

Table 12: Estimated Number of Overnight Visitors per Year who Stay in Region's Campsite and RV Facilities– in Visitor Nights and Number of Visitors

Month	Number of Sites Per Night	Number of Sites Per Month	Average Visitors per Party	Avg # Visitor-Nights per Month	Avg Length of Stay	# of Estimated Visitors
Jan	0	-	1.5	-	1.5	-
Feb	0	-	1.5	-	1.5	-
Mar	80	2,480	1.5	3,720	1.5	2,480
Apr	200	6,000	2.5	15,000	2.5	6,000
May	244	7,564	2.5	18,910	2.5	7,564
Jun	296	8,880	3.5	31,080	3	10,360
Jul	300	9,300	3.5	32,550	3	10,850
Aug	288	8,928	3.5	31,248	3	10,416
Sep	200	6,000	2.5	15,000	2.5	6,000
Oct	80	2,480	2.5	6,200	2.5	2,480
Nov	0	-	1.5	-	1.5	-
Dec	0	-	1.5	-	1.5	-
Annual		51,632		153,708		56,150

Source: Data gathered from local properties combined with state occupancy data, as explained in above text.

LODGING REVENUE AND VISITATION ESTIMATES

Table 9 suggests direct lodging spending in hotels and motels at approximately \$11 million per year. **Table 10** estimates direct campsite and RV spending at approximately \$820,000 per year. Longwoods found that accommodation spending totaled approximately 25% of total spending by Colorado visitors. Given that there are fewer higher priced restaurants, fewer pay-to-play experiences and generally fewer ways to spend money in the Southeast, it is reasonable to assume that the percent of total expenditures for the average traveler is more than the statewide average of 25%. If we use a range of 30% to 40%, this translates into potential tourism spending of \$30 million to \$40 million. Referring back to the beginning of this section, the estimate of spending in this region based on the extrapolation from Runyan's data was \$37 million.

Given the many small ways that assumptions might differ, we are comfortable assuming that our figures mesh well with the Runyan data and the \$37 million in annual expenditures will be used.

Tables 11 and 12 suggest that approximately **267,000 visitors come to the region and stay overnight each year** ($211,046 + 56,150 = 267,196$). Our extrapolation from Longwoods data was that potentially 335,000 total visitors come to the region per year. These two data points suggest that perhaps 250,000 visitors stay overnight and 85,000 day-visitors come each year.

Strategic Conclusion

The above analysis indicated that the most recent unemployment level for the region was 5% (1,130 unemployed / 22,351 labor force = 5.1%). Every 223 new jobs reduce the unemployment rate by 1%. For the purposes of this strategy we will set a job creation target of 100 jobs based on the idea that this strategy will have made great progress if over 10 years we can permanently bring down unemployment by ½%. The creation of 100 jobs would reduce unemployment close to the current state average of 4%.

This analysis has not covered the impacts of trucking traffic. Today over 700,000 trucks travel through the region each year. Projections suggest that truck traffic will double in the next decade as the Port to Plains Highway gathers more truck traffic. Opportunities will arise that the region should pursue.

Strategic Conclusion

The above data suggest that if the region has approximately 250,000 overnight visitors and if one assumes an annual average of 2.5 persons per group, then there are 100,000 vehicles traveling into the region carrying people who stay for one or more nights. If there are 85,000 day visitors, then assuming 2.5 average persons per vehicle, this translates into another 34,000 vehicles bringing day-visitors. Thus, approximately 130,000 vehicles travel into the region for tourism purposes each year.

We also know that tourism currently supports approximately 1400 tourism jobs. We also estimate that visitors spend approximately \$37,000,000 in the region. This equates to approximately \$284 of expenditures for each of those cars. (People stay for two to three days and spend approximately \$100 per day per group.)

The population of El Paso and Pueblo Counties consists of 250,000 households. If 5% more of the households (12,500 households) would travel to the region and overnight for two nights, this would generate about \$3.5 million in spending (12,500 x \$284) and 140 new jobs (1400 jobs x 10% increase = 140 jobs). These targets would almost accomplish our goal for job creation, spending and unemployment reduction.

CHAPTER V.

The Current Heritage and Tourism Picture

This chapter reviews historic sites, significant stories and major recreations elements that comprise the current tourism product. Two recreational assets, John Martin Reservoir and the Colorado Birding Trail, are included as they are currently the largest tourism draws to the region. In fact, bird watching is the fastest growing recreational sector in the United States today.

In 2007, Colorado State Parks produced a strategic recreation plan for Southeast Colorado that dovetailed with the preparation of this heritage tourism strategy. As a part of their work, they assembled a variety of data on the recreation and tourism economy of Southeast Colorado. That information provides a valuable base for this heritage tourism strategy.

CHAPTER V-SECTION A: REVIEW OF TOURISM ASSETS

RESOURCES REVIEWED IN THIS SECTION:

HISTORIC SITES:

1. Bent's Old Fort National Historic Site
2. Boggsville National Historic District
3. Camp Amache National Historic Landmark
4. Sand Creek Massacre National Historic Site
5. Santa Fe National Historic Trail
6. Comanche National Grassland, Vogel and Picket Wire Canyons

SIGNIFICANT STORIES:

7. The Dust Bowl and the Works Progress Administration (WPA)
8. Koshare Indian Museum

RECREATION ASSETS:

9. The Pike Expedition
10. John Martin Reservoir State Park
11. The Colorado Birding Trail

1. BENT'S OLD FORT NATIONAL HISTORIC SITE

35110 Highway 194 East
La Junta, CO 81050-9523
719-383-5010
www.nps.gov/beol

The Experience Today

Bent's Old Fort is operated by the National Park Service, who reconstructed the site following archaeological excavations in the 1970s. The National Historic Site comes to life for thousands of visitors each year, with a working blacksmith shop, historical reenactments, and holiday celebrations that follow the traditions of the Fort's original inhabitants. The rooms of the Fort are stocked much as they would have been during its occupation. The Fort's three foot thick adobe walls provide a cool break from the summer heat, when most travelers choose to visit, but the Fort is open year round. Guided and self-guided tours are available, as well as a variety of activities for children. Located on the Arkansas River, Bent's Fort is a principle stop along the Colorado Birding Trail. Adjacent lands include the Oxbow State Wildlife Area. River bottom lands, grasslands, riparian areas, and huge cottonwood groves make for exceptional habitat for a variety of animals and migratory birds and provide a shady respite for the Fort's visitors.

The History

When Mexico won its independence from Spain in 1822, trade along the newly established Santa Fe Trail flourished. Bent's Fort, on the Arkansas River, became a conduit of commerce for the region and a repository for the burgeoning fur trade that was supplying eastern and European markets with buffalo hides and beaver pelts.

Bent's Fort was built in the early 1830s by brothers William and Charles Bent and their French business partner, Ceran St. Vrain. Bent's Fort was not a military fort, but a trading post for the first twelve years of its existence and an epicenter of cultural integration—where Native American, U.S., and Hispano cultures came together. The Fort location was established through the friendly advice of the Cheyenne. William Bent married Owl Woman, daughter of a Cheyenne chief. Charles Bent married into a prominent Mexican family from Taos, the Jaramillos. And members of the St. Vrain family intermarried with the Sioux.

These cultural alliances were the catalysts that enabled the Bent brothers to dominate trade markets in the region and establish the greatest commercial network in the frontier Southwest. It was not until 1846, when General Stephan Watts Kearny launched the U.S. invasion of Mexico from Bent's Fort that the role of the Fort changed from trading post to military supply post and the lives of the Bent brothers transitioned from enterprise to politics.

A massive, two-story adobe structure, Bent's Fort slept upwards of 200 people. It was a self-sufficient institution, often employing between 60 and 100 attendants, tradesmen, hunters, traders, and freighters, one of the earliest being legendary scout and explorer Kit Carson who became a longtime friend and companion of the Bent's and later related by marriage. As a business enterprise center, the Fort possessed some of the frontier's finest accommodations.

2. BOGGSVILLE NATIONAL HISTORIC DISTRICT

P.O. Box 68, Las Animas, CO 81054
719-456-1358
boggsville67@yahoo.com

The Experience Today

Today, the Boggsville National Historic District is a premier stop along the historic Santa Fe Trail, whose wagon ruts can still be seen on the property. Nurtured by the nearby Purgatoire River, the grounds continue to offer a wonderful respite on the sunny plains. The restored homes of Thomas O. Boggs and John W. Prowers offer a glimpse into 1860s homestead life. Several rooms are furnished with period furnishing, and a local buffalo herd and farm livestock on adjacent lands add to the historic sense of place. The trade room in the Boggs house has one of the region's best collections of travel and history books, and there are a number of local crafts and treats sure to delight children and adults. Today, Boggsville is a registered National Historic District. Both the Boggs and Prowers houses are maintained by the Pioneer Historical Society of Bent County and can be toured independently or with a guide. Students from Archaeological field schools are frequently seen excavating the grounds during the warmer months, and the site is becoming a popular place for local events, festivals, and birders traveling the Colorado Birding Trail.

The History

Located on the Santa Fe Trail east of Bent's Fort, near the confluence of the Purgatoire and Arkansas rivers, Boggsville represented the promise of a new form of commerce that followed the decline in the fur trade: the promise brought by agriculture. Boggsville is one of the oldest and longest continuously occupied settlements in the Lower Arkansas Valley still surviving today, and one of the earlier American settlements established south of the Arkansas River, in what had formerly been Mexican territory.

Thomas Boggs, a distant relative of Daniel Boone, was employed as a trader at Bent's Fort during the 1840s, spoke the languages of eleven Indian tribes, and served as a messenger in the Mexican American War. Following his marriage to Charles Bent's stepdaughter, Rumalda Luna Bent, and the later abandonment of Bent's Fort, he established permanent residence at Boggsville, constructing a large adobe home and raising a herd of 17,000 sheep. He was joined by another former Bent employee, John W. Prowers who, with his Cheyenne wife, Amache, built another large home at Boggsville and became a pioneer in the cattle industry.

From 1863 to 1873, Boggsville was the center of commerce for the region, serving travelers on the Santa Fe Trail and supplying four military forts located along its course. From a small settlement, Boggsville bloomed into a tight-knit community with twenty structures and a mix of Anglo, Hispano, and Native American residents. These included Kit Carson and his wife, Josefa Jaramillo Carson, long-time intimates of both the Boggs and Bent families, and their seven Carson children who remained at Boggsville following their parents' death.

The arrival of the Kansas Pacific Railway to the emerging town of Las Animas, harkened the decline of Boggsville as a commercial center, though it was continually occupied until 1970.

3. CAMP AMACHE NATIONAL HISTORIC LANDMARK

P. O. Box 259
Granada, CO 81047
719-734-5411
www.amache.org

The Experience Today

Designated a National Historic Landmark in 2006, Amache is one of the best preserved Japanese internment camps. Nevertheless, it is a skeleton of its former self. The building foundations and roadways on which 7,500 Japanese lived and walked are surrounded by gnarled cottonwoods, native grasses, and cacti. Only one structure remains standing. The graveyard and a memorial shrine occupy the only tended grounds on the site. The foundations of the barracks look like rows of gravestones themselves. Pilgrimages made by Japanese families and other visitors occur frequently, but walking the untended, unstaffed grounds is a haunting experience. Interpretive signs established by the Amache Preservation Society and the Denver Optimist Club provide some glimpses into life at the site. The best thing to do before visiting is to acquire and bring historical information that can provide insight. Alternately, by contacting the Amache Preservation Society, one can make arrangements to visit the small museum located in the former Granada City Hall building where photo archives, artifacts from the camp, and video documentaries—including first person accounts from detainees—breathe life into the site.

The History

At the dawn of World War II, there were approximately 127,000 Japanese Americans living in the United States. Nearly 90% of these were concentrated on the country's West Coast, the vast majority in California. It was a population subject to prejudices that had been operating for decades. Schools were segregated. The California legislature barred Japanese nationals from owning agricultural land at a time when 10% of California's agricultural product came from the 1% of land owned by Japanese farmers. Naturalization (becoming a U.S. citizen) was unattainable by Japanese immigrants. And the 1924 U.S. Immigration Act eliminated Japanese immigration all together by barring all "aliens ineligible to citizenship."

By 1940, 63% of Japanese Americans were U.S. born citizens. Known as Nisei (2nd generation) or Sansei (3rd generation), this group's success in business, agriculture, and education helped integrate them into U.S. society, making them vital contributors of the communities they occupied. In combating the prejudices of the day, the creed of the Japanese American Citizens League (JACL), a cornerstone civil liberties group, proclaimed:

I am proud that I am an American citizen of Japanese ancestry, for my very background makes me appreciate more fully the wonderful advantages of this nation. I believe in her institutions, ideals, and traditions. I glory in her heritage; I boast of her history; I trust in her future. She has granted me liberties and opportunities such as no individual enjoys in this world today. She has given me an education befitting kings.... Although some individuals may discriminate against me, I shall never become bitter or lose faith, for I know that such persons are not representative of the American people. True, I shall do all in my power to discourage such practices, but I shall do it in the American way—above board, in the open, through courts of law, by education, by proving myself to be worthy of equal treatment and consideration.

But when President Franklin D. Roosevelt signed executive order 9066 in 1942, only two months after the Japanese bombing of Pearl Harbor, these U.S. citizens and their foreign born parents were removed from their homes and interned at ten inland concentration camps. More than 110,000 in all were removed from the West Coast on a tide of prejudice, fear, and war hysteria.

Colorado Governor Ralph Carr was the only western governor to welcome the Japanese—a position that cost him his U.S. Senate race. The War and Relocation Authority began construction of a detention center outside Granada, Colorado in June of 1942. By the end of October, 7,318 West Coast Japanese were detained at the site. The dirt-floored barracks and communal buildings of the Granada Relocation Center occupied an entire square mile of treeless prairie, surrounded by barbed wire fences and six guard towers, all equipped with machine guns which pointed in.

The response of the Japanese at the Granada Relocation Center, or Camp Amache, as it came to be known, was to remain true to the JACL creed by “proving themselves.” They grew and raised not only their own food, but much of the food that supplied other Japanese Internment Camps. Japanese doctors, dentists, and nurses staffed the hospital at the relocation center. There was a fire department, library, theater, and school, also staffed by the Japanese detainees. In 1943, when the U.S. government allowed Japanese born U.S. citizens to enlist, 953 men and women from Amache volunteered for military service. Thirty-one were killed in action.

Following the close of the war, Camp Amache was quickly dismantled in an effort to erase what had taken place, its buildings were taken down or sold and moved elsewhere. It wasn't until forty-three years after the camp closed that President Ronald Reagan signed legislation allowing for redress. He called the tragedy at Amache and other camps “a grave injustice,” caused by “race prejudice, war hysteria, and a failure of political leadership.” The site was designated a National Historic Landmark in 2006, and is, today, one of the best preserved Japanese internment camps.

4. SAND CREEK MASSACRE NATIONAL HISTORIC SITE

PO Box 249, Eads CO 81036.
719-438-5916 or 719-729-3003 (on weekends).
www.nps.gov/sand

The Experience Today

The Sand Creek Massacre National Historic Site is America's newest National Park Service Unit. Open daily in the Spring, Summer, and Fall months, tours can be arranged onsite or through the National Park Service headquarters in Eads. Spring is the most pleasant time to visit and when Big Sandy Creek is most likely to have water. The cottonwoods in the depression along Big Sandy distinguish the area on the wide open plains, which is fifteen miles outside the town of Eads. There are no easily visible cultural remains on the site itself. Evidence of the Cheyenne encampment and the ensuing massacre have been reclaimed by nature, and the Park Service manages the site more like a memorial ground than an interpretive site. Nevertheless, interpretation describing the events of 1864 as they occurred on the landscape is available. In addition to the guided tours, self-guided tours can be had any time when the Park is open.

The History

In the early 19th century, Cheyenne, Arapaho, Hispano, and Anglo interaction in the Lower Arkansas Valley spawned a vast network of interracial family, business, and political alliances. These brought peace and prosperity to the region, nurturing the area like the great Arkansas River itself and quenching conflicts that arose. But the second half of the 19th century brought a new set of challenges, and the allies of the previous era watched helplessly as disease, famine, and escalating acts of violence followed an influx of settlers, miners, opportunists, and soldiers.

The Cheyenne, in particular, were at odds as to how address the loss of native lands and the acts of aggression committed against them. Warring parties and peace advocates could not come to terms until one of the most powerful and consistent voices for peace, Chief Black Kettle, returned to the tribe following a meeting with Colorado Governor John Evans. Evans had told the Cheyenne leader to move the tribe to Fort Lyon, where, in the military's presence, it could distinguish itself from the warring bands that roamed the plains. In late October, 1864, Black Kettle led a group of approximately 600 Cheyenne—mostly elders, women, and children—to Fort Lyon. A large group of Arapaho joined them, but 2,000 Cheyenne stayed behind, including the younger warriors, awaiting word from Black Kettle that peace had been secured.

Not being permitted to enter the Fort, Black Kettle's group camped nearby at Sand Creek, their encampment flying under the protection of the American Flag. Elder chiefs, long time friends of Bent's Fort founder, William Bent, were among the encampment, as were William's Cheyenne wife and children. Other traders and "mixed bloods," children of interracial marriages were also present. All rested content in the cold November encampment, confident that the American flag and the words spoken by Black Kettle to Governor Evans would protect them: "I want [all the soldiers] to understand that we are for peace, and that we have made peace, that we may not be mistaken by them for enemies." The words had been spoken not only in the presence of Evans,

but also in the presence of the commander of all the troops in the Colorado Military District, Colonel John M. Chivington.

Yet it was Chivington himself, commanding a party of 500 Colorado Third Regiment volunteers and two battalions of the Colorado First Cavalry, that attacked the nearly defenseless camp on the morning of November 29, 1864 over 150 people were massacred—mostly elderly men, women, and children—while the young braves still waited for word that the peace had been secured. The evening prior, Chivington, whose unbridled military ambitions and racism knew few bounds, placed William Bent under house arrest at his compound on the Purgatoire River. He forced William's half-Cheyenne son, Robert, under threat of execution, to lead his troops to the encampment, where Robert was forced to watch the massacre. As tribes across the plains heard of the atrocities committed at Sand Creek, violence erupted which the ensuing congressional and military investigations that condemned Chivington could do nothing to contain.

In 1998, U.S. Senator Ben Nighthorse Campbell, a Northern Cheyenne tribal member, introduced a bill that resulted in legislation directing the National Park Service to identify the location of the Sand Creek Massacre and determine its suitability as a National Park site. Historians consulted with Cheyenne and Arapaho Elders. Archaeologists conducted excavations. Conservation groups acquired lands that had been identified with the site and donated these lands to both the Park Service and the tribes. National Park Service offices were opened in the nearby town of Eads, and in 2007, the Sand Creek Massacre National Historic Site was officially dedicated and opened to the public—a memorial to those who worked for peace and lost their lives.

5. SANTA FE NATIONAL HISTORIC TRAIL

Santa Fe Trail National Scenic Byway and National Historic Trail (Mountain Branch)
Hwy 50 - Holly heading west to Trinidad
719-846-9412
www.santafetrailscenicandhistoricbyway.org

The Experience Today

The best way to experience the Mountain Branch (the Colorado portion) of the Santa Fe Trail is to travel the Santa Fe Trail National Scenic Byway. Sharp observers can still discern the rubble from homesteads that lined the trail and wagon-wheel ruts of the trail itself. Roadside markers highlight significant stopping points, including Bent's Fort National Historic Site and the Boggsville National Historic District—site where legendary scout Kit Carson began and ended his fabled career. Numerous other sites along the byway provide great educational opportunities. On the outskirts of Granada on the western end of the byway, Camp Amache is one of only ten World War II Japanese American internment camps in the country and one of the best preserved. John Martin Reservoir State Park offers a wonderful natural and recreation area and provides a major stopping point on the Colorado Birding Trail. In La Junta, the Koshare Indian Museum contains one of Colorado's great repositories of Southwest art and Native American artifacts.

And, on the eastern end of the byway, explorations of Vogel and Picket Wire Canyons of the Comanche National Grassland reveal an array of prehistoric Native American Rock Art and the largest dinosaur track site in North America.

The History

Spanish law forbade American trade in New Mexico territory, but when Mexico won independence from Spain in the early 1820s, trade blossomed. Mexico had raw materials sought by the United States: silver, wool, furs, and livestock. The U.S. had manufactured goods sought by Mexico. The lure of wide profit margins launched a tide of exchange that traveled both ways along a newly established trade route: the Santa Fe Trail.

Independence, Missouri, was the westernmost American river-port town at this time. The nearest large settlement in Mexican territory was Santa Fe. In between lay 800 miles of prairie and desert country. Unlike pioneer trails leaving Independence—the Oregon Trail and the California Trail—the Santa Fe Trail was almost exclusively a commerce route, and commercial interests quickly boomed. In its first year, the trail supported a \$15,000 trade business. By 1835 the trade business was worth \$140,000, and by 1860 it was worth \$3.5 million (nearly \$60 million by today's standards).

Bent's Fort provided the only significant resupply, repair and lodging between Independence and Santa Fe. Built soon after the trail's establishment, the Fort—which was not a military fort but a private trading post—quickly dominated the growing trade empire. Its success rested largely on the strong relations that the Fort's founders fostered with the Native American and Hispano cultures in the area. The Fort was located on the Arkansas River (outside of present day Las Animas), which divided U.S. and Mexican territory. From this location, General Stephan Watts Kearny, serving under President James Polk, launched the U.S. invasion of Mexico in 1846—the most blatant act of American Imperialism in the nation's history, an act that extended U.S. territory to the California coast.

Not long after the war, the Fort was abandoned. As the settlement of Boggsville began to emerge in importance the use of the trail began to evolve. More settlers began to arrive as did soldiers whose role was to protect travel and trade along the trail and an influx of miners heading to the Colorado gold fields. Conflicts arose with local tribes, irreparably damaging the already strained relations with Native Americans living in the area. Boggsville bloomed into a tight-knit community with twenty structures and a mix of Anglo, Hispano, and Native American residents. An "Ellis Island of the West", it was a place people came to and dispersed from, a refuge of cultural tolerance during times of increasing tensions between Native Americans and new arrivals. Boggsville's importance waned when the railroad bypassed it in 1873. With the railroad's arrival in Santa Fe in 1880, travel along the Santa Fe Trail all but ended.

6. THE COMANCHE NATIONAL GRASSLAND, VOGEL AND PICKET WIRE CANYONS

1420 E 3rd St., La Junta, CO 81050

719-384-2181

www.fs.fed.us/r2/psicc/coma/

The Experience Today

You can hike, bike or ride a horse to view the largest dinosaur track site in North America. On the trail to Picket Wire Canyon, you can pass walls resplendent with rock art and explore the Dolores Mission, the Old Rourke Ranch and remote cemeteries. For easier hiking, drive further to Vogel Canyon and hike to a historic stage coach station near the Purgatoire River. Here in Vogel you can hike any one of the gentle two-mile loops and find abundant rock art.

Picket Wire Canyon contains a quarter-mile of open plain containing over 1,300 brontosaurus and allosaurus footprints. Let your imagination fly, as this is the place where paleontologists first hypothesized that brontosaurus were herd animals, much like the deer and antelope than can be seen in the area today. After you pass the old church, you will come to a picnic area with restrooms and some interpretive signs. The dinosaur tracks are very close to this rest area.

There are tremendous opportunities for travelers within the National Grassland. The Grassland contains some of the most extensive dinosaur fossils and archaeological sites in the entire nation. For example, one site consists of over 1,400 tracks and 100 trail ways showing distinct tracks by a wide variety of dinosaurs. Current paleontology digs are extracting a full skeleton of a brontosaurus.

There are extensive remnants of Paleo-Indian and Native American camp and hunting sites within the National Grassland. A number of sites offer hiking opportunities to see exceptional examples of rock art.

A new auto tour has been developed by the Forest Service. This 181 mile long route will include 10 interpretive signs and allow visitors to experience a wide variety of landscapes within the Grassland and to experience the community of Springfield. Forest Service officials estimate that between 10,000 and 15,000 visitors use the Grassland each year.

Picket Wire and Vogel Canyons are two of the primary resources within the Grassland. Along with heritage sites, rock art, and the largest dinosaur track site in North America, the canyons are home to rare birds and wildlife. There is a lot to discover in the canyons.

The History

The Comanche National Grassland was created as part of a soil conservation service effort following the Dust Bowl of the 1930s. Farms that had been abandoned or significantly impacted by the Dust Bowl were purchased by the federal government and placed under the management of the Grassland program. Over the last 80 years federal efforts have restored much of this land with native grasses in order to stabilize the soil and revitalize ecosystems.

7. THE DUST BOWL & THE WORKS PROGRESS ADMINISTRATION (WPA)

Springfield, CO 81073

www.coloradopreservation.org/newdeal

The Experience Today

Today, travelers can pick up a WPA driving tour at Springfield businesses or the County Court House. All are sites that can be seen easily from the road and all are still in use today. As you drive around Baca County, look for the numerous stone bridges and culverts also constructed by the WPA.

The driving tour includes WPA sites Campo School, the Pritchett School Bus Barn, Two Buttes Gymnasium, Vilas School, and the Springfield City Park. Visitors can pick up a map in Baca County at the courthouse in Springfield. Many of these hand built structures are currently in use by communities throughout Southeast Colorado. Tim Egan's [The Worst Hard Time](#) brings to life stories of surviving the Dust Bowl in this hard-hit section of Colorado.

The History

Though the dire economic conditions of the Depression affected all of Colorado, drought and dust storms hit Baca County especially hard. Over half of county residents were on relief during the 1930s, and the Works Progress Administration (WPA) provided a desperately needed source of employment.

The primary goal of the WPA was to employ as many people as possible, so most of a local budget was spent on labor and as little as possible on materials or plans. As a result, projects emphasized the use of local materials, and in Baca County, the WPA used locally quarried sandstone for most projects. In Baca County, the WPA used locally quarried sandstone for most projects.

8. KOSHARE INDIAN MUSEUM

115 West 18th Street

La Junta, CO 81050

719-384-4411

www.kosharehistory.org/

The Experience Today

Located in downtown La Junta, Colorado, the Koshare Indian Museum draws visitors with an interest in Southwestern Indian Arts. The museum is open daily (by appointment only on Mondays and Wednesdays in Winter) and contains galleries, displays, a unique gift shop, and an auditorium frequented by performing artists. Limited edition Thomas Mails prints can be purchased as can Pueblo pottery, including vessels made by famous Pueblo potter Nampeyo's descendants.

The History

Inspiration for the Koshare Indian Museum came from a local Boy Scout troop going by the name of Koshare. Following a visit to the Great Kiva at Aztec, New Mexico, the Koshares, with support from local leaders and interested philanthropists, financed the building of the museum in 1949. Modeled after the 800 year-old structure at Aztec, the museum began to acquire various collections for display before it was even completed. Today, the Koshare Indian Museum is one of Colorado's great repositories of southwest art and Native American artifacts.

The antiquities collection contains wares from local tribes, including the Comanche, Kiowa, Cheyenne, Ute, Sioux, and Arapahoe. Pottery collections from the great prehistoric cultures of the desert Southwest—the Ancient Pueblo, Hohokam, and Mogollon—can also be seen. And textiles—including rare coastal Alute basketry, Navajo rugs from the Roe Emery and Jean Lindsley collections, and beadwork from various plains tribes—are curated and on display in large numbers.

Also on display are the works of modern Pueblo potters. Large vessels from National Endowment for the Arts National Heritage Fellowship winner Margaret Tafoya of Santa Clara Pueblo are showcased at Koshare. The world famous black on black pieces of San Ildefonso potter, Maria Martinez, can also be seen. And the difficult to find works of the Hopi potter, Nampeyo, who frequently left many of her vessels unsigned, have been verified, catalogued and exhibited at the museum as well.

Southwest artists include the famous Tesuque wood carver, Andy Anderson, and renowned Taos painter, Joseph Imhof. Also on display are the works of nationally and internationally renowned artists who, while they did not reside in the greater desert Southwest, frequently featured the people of the region in their works. These include the works of western legends Frederick Remington and Thomas Mails and the works of famous Honduran sculptor and painter, Ernesto Zepeda. Zepeda was a great supporter of the Koshare Indian Museum, and today the museum houses the largest collection of Zepeda works to be found anywhere in the world.

9. THE PIKE EXPEDITION

The Experience Today

The Pike Expedition offers a largely untouched tourism development potential. While there are few sites that offer access to lands that are known to have been along the Pike Expedition's route, the story is compelling and important. In the long run, the region should explore ways to bring this story to life for travelers. Currently Don Headley, a staff member of the Corps of Engineers, gives frequent living history performances in the region adopting the dress and persona of Zebulon Pike. There is some interest as well in developing living history re-enactments of the expedition.

The History

In 1806 Colonel Zebulon Pike was commissioned to do an exploratory trip along the Arkansas River to investigate the activities of the Mexican army within this region. The recently purchased Louisiana Territory had a vaguely defined southern boundary. The United States viewed the boundary as the Rio Grande River to the south, while the Mexican government viewed the boundary as the Arkansas River to the north. The Pike Expedition moved up the Missouri River, then across to the Arkansas River and then proceeded to travel along the Arkansas for a period of over two months. During this time, the expedition was noteworthy in its identification of Pike's Peak in southern Colorado as well as many other geographic features.

10. JOHN MARTIN RESERVOIR STATE PARK

The region's historically most important tourism product has been outdoor recreation. Much of that recreation has been associated with the major man-made reservoirs of the region, the most prominent of those being the John Martin Reservoir State Park.

The Experience Today

The major activities at the John Martin Reservoir State Park are power boating, fishing, camping, hiking, and wildlife viewing. This vast body of water offers visitors a chance to enjoy a fun day or weekend of swimming, picnicking, water skiing, sailing, jet skiing, or windsurfing. There are 213 campsites at the State Park, a variety of picnic sites and a fishing pier. In addition, visitors can view ruts of the Santa Fe Trail. Last year there were 86,000 visitors to John Martin Reservoir. Generally speaking visitation has fluctuated between 70,000 and 90,000 visitors per year during the last decade.

John Martin Reservoir and Lake Hasty are located off Hwy 50 near Hasty. John Martin Reservoir is located on the Arkansas River, 1,159 miles upstream from its confluence with the Mississippi River. The reservoir is located between Las Animas and Lamar, Colorado. The concrete and earthen dam serves to protect the Arkansas River Valley from potential flooding originating in the 18, 915 miles of the river's watershed. John Martin Reservoir is the largest body of water in Southeast Colorado and is a Santa Fe National Historic Trail Site. The reservoir is administered by the U.S. Army Corps of Engineers. A portion of the reservoir is leased to Colorado State Parks.

Visitation has declined in recent years due to low water levels within the reservoir and other lakes, reservoirs, rivers and streams within the region. Additional water rights were purchased in 2007 in order to maintain more consistent water levels into the future.

11. THE COLORADO BIRDING TRAIL

The Experience Today

An important effort of the region has been the targeting and development of the bird watching market. This has been a major initiative for the region in recent years, because the region boasts over 400 species of resident and migrating bird species.

The region's efforts at tourism development have been bolstered by the launch of the Colorado Birding Trail. Today 51 ranches welcome bird watchers onto their private land. Birdwatchers can contact individual property owners and then, for a small fee, have access to that property to observe birds and other wildlife. During the spring, Arena Dust Tours offer viewers a chance to see the mating dances of the Lesser Prairie Chicken. In the Spring of 2008, its third year of operation, the tours were full to capacity.

CHAPTER 5-SECTION B: CURRENT TRAVELERS

SECORHT participated in the Scenic Byway Market Niche Study, which involved the surveying of over 2,500 travelers on nine of Colorado's ten national scenic byways over the summer of 2007. On the Santa Fe Trail, roughly 200 surveys were conducted at the following sites:

- Lamar Downtown
- Boggsville Historic Site
- Big Timbers Museum, Lamar
- Kit Carson Museum, Las Animas
- Bent's Old Fort Nat'l Historic Site
- Colorado Welcome Center, Lamar
- Trinidad Downtown
- Colorado Welcome Center, Trinidad

Survey findings suggest an older travel clientele, with more than half of those surveyed age 51 and above and fully one third age 67 and above. Travel parties are small, typically 1 or 2

persons, with relatively small numbers traveling with children. Less than 1/3 of those surveyed reported children in their travel party. Travelers come for a variety of reasons. Roughly 6 out of 10 report traveling the area for sightseeing purposes, and about 3 of 10 to visit friends or family. Relatively few, less than 2 of 10 report visiting the area for recreational purposes such as hiking, camping, biking or fishing. This suggests that while the Southeast region may be successfully attracting visitors on the merits of its sights, it is much less successful in attracting visitors to recreate. The region also does not have higher numbers of regular visitors. A little less than 2/3 of those surveyed report either making their first visit to the area, or visiting only rarely.

Visitors come from a diverse array of origins. About 38% are from Colorado. About 48% are from a state to the east of the byway, and about 14% from a state to the west. Front Range visitors from Denver, Boulder, Colorado Springs or Pueblo constitute about 22% of visitors. The single highest state of origin, outside of Colorado, is Texas, where about 16% of visitors originate. Of those surveyed, about 55% report a destination in Southeast Colorado, in either Baca, Bent, Crowley, Kiowa, Otero, Prowers or Las Animas counties. This suggests that the remaining, about 45% of travelers, are simply passing through. A little less than ¼ report *only* a destination in the Southeast. The implication is that the majority of those with a destination in the Southeast are on a larger trip that includes destinations outside of the region, or outside of the state. This finding further corresponds with large trip distances and durations. The average traveler reports a trip of roughly 1,800 miles in length and 11 days in duration. The presence of very long distance and duration trips results in an average that is significantly higher than the median. Median trip distance and duration is only 1,350 miles and 6 days.

So what does this mean for marketing the region? First, the area is not very successfully drawing younger people or families. Efforts to attract new visitors should focus on attracting these groups. Additionally, the Southeast, despite a bounty of recreational opportunities from fishing to camping to hunting and road-biking, is also fairly unsuccessful in attracting recreation seekers. Travelers to the area seem more aware of sites and *sights* to see, but much less aware of recreational opportunities.

With respect to existing travelers, a fewer than ½ are simply passing through without a destination in the Southeast. Find ways to slow down those passing through so that their trip through the area involves more time and more sights than the gas station or drive-up window.

A little more than ½ report a destination in the Southeast, but for more than half of these travelers the southeast is but one destination among several outside of the region and state. Further study might seek to identify these other destinations. An understanding of what other places visitors to the southeast are visiting might allow for better targeted marketing, or for complimentary marketing efforts.

Despite its proximity and large population base, the Front Range represents less than ¼ of those visiting the area. This is a largely untapped resource. Not only does the Front Range provide a large pool of potential visitors, but these are also those who are likely to return again and again, given their close proximity.

Traveler Characteristics

Note: Survey data from Las Animas County including Trinidad, is included in Table 1 – 5. Although their county is outside the SECORHT region it is a part of the Santa Fe National Historic Trail.

- **Older Travelers** - Among the 9 byways surveyed, the Santa Fe Trail had the *oldest overall age distribution*. Almost 1/3 of those surveyed fell in the 67+ age group, compared to the study average of 12%.

Table 1: Age of Survey Respondent

Age of Survey Respondent	%
Under 20	2%
20 – 34	15%
35 – 50	30%
51 – 66	23%
67 and above	30%

- **Small Travel Parties**- Among the 9 byways surveyed, the Santa Fe Trail had the smallest average size of travel party. Only 1.7 persons on average, compared to a study average of 3.0 persons. This suggests a *large number of solo travelers and couples, but few families*.
- **Few Families**- Only 29% of those surveyed reported traveling with children. This compared to a byway average of 35%. Next to Top of the Rockies, the Santa Fe Trail had the lowest incidence of child travelers.
- **Limited Recreational Draw**- The Santa Fe Trail drew significantly fewer travelers with recreation trip purposes. While 44% of statewide byway travelers in the study reported “recreation” as a trip purpose, only 18% did so on the Santa Fe Trail.
- **Infrequent Visits**- A little more than 1/3 of those surveyed report visiting the area on an annual or more frequent basis.

Table 2: Frequency of Visits

Frequency of Visits	%
First Visit to the Area	41%
Rarely Visit	24%
Visit at least Annually	35%

Traveler Origin

- About 38% of travelers are from Colorado
 - About 10% are from the Denver/Boulder Metro area
 - About 8% are from the Colorado Springs Metro area
 - About 4% are from Pueblo
 - About 16% from other Colorado communities
- The majority of out of state travelers (48%) originate from a state to the east of the Santa Fe Trail Byway, primarily from Texas, New Mexico, and Kansas and only 14% originate from a state to the west of the byway.
- Travelers to the Southeast are heavily concentrated within 500 miles of the area. About 4 out of 10 originate within 249 miles of the region. Roughly 1 in 10 originates between 250 and 499 miles, and 3 in 10 from 500 to 999 miles. Approximately 2 out of 10 originate 1,000 miles away or greater.

Table 3: Travel Distance from Origin to La Junta

Distance	
<i>Travel Origin - La Junta</i>	%
0-249 miles	39.2%
250-499 miles	10.5%
500-999 miles	27.5%
1000-1499 miles	11.7%
1500-2000 miles	3.5%
2000- miles	7.6%

Traveler Destination

- Roughly 55% of travelers report a destination on the byway in Colorado, suggesting that *about 45% of those surveyed are passing through the area.*
- A little less than ¼ (23%) of those surveyed cite *only* a destination in the SE, suggesting that the majority (77%) of those traveling through are visiting the Southeast as part of some larger trip that includes other destinations outside of the area.

Table 4: Destinations of All Survey Respondents

Destinations of Survey Respondents	% of Respondents
Destination in the Southeast*	55%
Some other destination in Colorado	20%
Out-of-state destination	9%
Out-of-state destination <i>and</i> other Colorado destination (non-Southeast)	16%

*Baca, Bent, Crowley, Kiowa, Otero, Prowers or Las Animas counties

Table 5: Destinations of Survey Respondents with a destination in the Southeast (Baca, Bent, Crowley, Kiowa, Otero, Prowers or Las Animas Counties)

Destinations of Survey Respondents	% of Respondents*	% of Respondents**
Las Animas county <i>and</i> some other destination in Colorado (non-Southeast)	31%	17%
Las Animas county <i>and</i> some other destination in Colorado (non-Southeast) <i>and</i> an out-of-state destination	2%	1%
Baca, Bent, Crowley, Kiowa, Otero or Prowers counties <i>only</i>	42%	23%
Baca, Bent, Crowley, Kiowa, Otero or Prowers counties <i>and</i> an out-of-state destination	18%	10%
Baca, Bent, Crowley, Kiowa, Otero or Prowers counties <i>and</i> some other destination in Colorado (non-Southeast)	5%	3%
Baca, Bent, Crowley, Kiowa, Otero or Prowers counties <i>and</i> some other destination in Colorado (non-Southeast) <i>and</i> an out-of-state destination	2%	1%
Total	100%	55%

*Of those with a destination in Las Animas, Baca, Bent, Crowley, Kiowa, Otero or Prowers counties

**Of total respondents

Trip Distance and Duration

- Those surveyed reported an *average trip distance of about 1,838 miles*, or a median trip distance of 1,350.
- The *average trip duration was about 11 days*, with a median trip duration of 6 days.

Differences with Other Scenic Byways

In this study, the Santa Fe Trail recorded the smallest travel parties of any byways survey and the lowest incident of child travelers. It also has fewer travelers with recreation trip purposes. Compared to other byways, the Santa Fe Trail has far fewer travelers aged 35-66, and far more age 67 and over. About 30% of travelers on the Santa Fe Trail, fall into the 67 and older category.

Differences between Santa Fe Trail and SECORHT traveler surveys

By deleting surveys collected in Trinidad and analyzing the 240 surveys from SE survey collection points only, slight differences can be found between the two samples. Collection points for the Southeast region included:

- Midtown Motel, La Junta
- Chamber of Commerce, La Junta
- Koshare Indian Museum, La Junta
- Otero Museum, La Junta
- Boggsville Historic District, Las Animas
- Kit Carson Museum, Las Animas
- Bent's Old Fort National Historic Site
- Big Timbers Museum, Lamar
- Colorado Welcome Center, Lamar
- Sand Creek Massacre National Historic Site

Four differences emerged:

1. The Southeast regional travel sample was slightly younger than the Santa Fe Trail sample, but both showed an age distribution skewed toward older travelers.
2. Stated interest in recreation dropped even further than the full Colorado byways sample (45% reported interest in recreation), the Santa Fe Trail (18%) and the SE region (6%).
3. In the Southeast sample, 75% of travelers were from out of state.
4. In the SE sample, only 25% of travelers reported a final destination within the region.

This baseline visitor information presents a profile of visitors that, relative to other byways, are attracting older travelers who have come long distances, most frequently from the east and south. The absence of families and children is striking, as is the lack of stated interest in recreation—lower than any other byway in the state in this study. It will be critical for SECORHT to pursue further data collection and research to confirm these first-year findings or modify them based on additional data.