



Colorado Travel Year 2016

Draft Report

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Background and Purpose

- Longwoods International was engaged by the Colorado Tourism Office to conduct a program of visitor research for the 2016 travel year.
- The purposes of the visitor research were to:
 - provide data on the size of Colorado's travel market and the volume of expenditures it generates
 - provide intelligence on:
 - Colorado's key sources of business
 - the Colorado traveler profile
 - trip characteristics
 - trip planning, transportation, accommodations, activities, etc.

Background and Purpose

- Throughout this report we emphasize leisure travel to the state, especially the ski trips, touring trips and outdoors trips that are Colorado's largest vacation travel segments.
- Since 2007, day trips have been included in the reporting on a limited basis. Information on day trip visitor volume, expenditures and demographics is provided. Nonetheless, the primary focus of the study remains on overnight travel.
- Where appropriate, comparisons are made with data from previous research.
- In addition, U.S. travel norms are provided to put the data for Colorado in perspective.

Method

➤ Overview

- The Visitor Study consists of quarterly random samples drawn from the Survey Sample International's (SSI) online consumer panel which comprises over 5,000,000 U.S. households recruited to match population characteristics (parameters include sex, age, income, household size/ composition, and geographics, within census division). The panel is continuously refreshed to maintain this balance.
 - For this study, to achieve as close to a representative sample as possible, a random sample of respondents is drawn each quarter
- Panelists are not paid per se, but provided with points which they can redeem for a selection of goods and services.
- SSI has established guidelines to minimize over-participation of respondents in surveys through the course of a year, including prohibition of more than one travel-related survey (or any other category) in a 12-month period. And the panel is refreshed with new respondents on a continual basis, with a general estimate of 100% refreshment over a two year period.
- Participants in Longwoods surveys are not pre-notified that they will be asked to complete a travel-related survey.

Method

➤ Visitor Research

- A representative sample of Colorado visitors was identified through Travel USA®, Longwoods' annual syndicated survey of the U.S. travel market.
- Travel USA® contacts 2 million+ U.S. adults annually.
- The respondents are members of the SSI consumer online panel which is balanced statistically to be representative of the U.S. online population in terms of key demographic characteristics:
 - because the online population differs in some respects from the general population, we draw samples based on general population characteristics and weight final data to Census data on various demographics, including age, gender, income, household composition and population density

Method

- Travel USA® is conducted quarterly and the travel patterns of a randomly selected sample of adult (18+) panel members are identified.
- From these quarterly studies we identified 5,567 Colorado overnight visitors In 2016 who completed a survey about their trip.
 - For a sample of this size, the error range within the sample at the 95% confidence level is $\pm 1.0\%$, based on statistical probability. When comparing results on a year-to-year basis, the interval is $\pm 2\%$,
- Travel USA® also identified and surveyed 2,372 Colorado day visitors in 2016.
- Colorado's overnight visitor numbers are tracked to a baseline established in 1992 using the annual rate of change in market share data (i.e., Colorado's share of all U.S. trips, projected to the U.S. population)



Highlights



Highlights

- The national picture for travel and tourism showed mixed results in 2016:
 - Domestic trip volume shaded up by 1%, barely continuing the upward trend that began in 2009 as the country recovered from recession
 - The growth was attributable solely to marketable leisure trips which increased by 4% over 2015
 - In contrast, visits to friends and relatives and business trips were essentially flat from year to year
- Within the marketable leisure segment, the individual trip segments that contributed most to the improvement were city, theme park, outdoor, and casino trips.
- At the same time there were also moderate increases in touring, and special event trips.
- Cruise trips remained at the same level as in 2015, while resort, ski, and especially combined business-leisure trips posted declines in numbers.

Highlights

- 2016 was another banner year for travel and tourism in Colorado with records set in both visitor volume and visitor expenditures
- The number of people coming to Colorado on overnight trips reached 37.7 million for the first time, up 5% from 2015.
 - Within the leisure sector, visitor volumes for marketable leisure trips and trips to visit friends and relatives each hit new highs of 18.7 million and 14.8 million visitors respectively.
 - Following a 6-year upward trend, business trips softened, dropping by 6% to 4.2 million.
- Building on the prior year's gains, Colorado welcomed more visitors on touring, outdoor, special event, and country resort trips in 2016, plus more people on city trips. Casino trips dropped for the third straight year, and combined business-leisure trips to the state also decreased from year to year.
- With Colorado continuing to achieve above-average growth in marketable leisure travel, so did its overall share of marketable trips rise, jumping from 2.8% to 3.1% over the year.
- In 2016, Colorado maintained its leadership among the 50 states as the top destination for overnight ski trips, with a 19% share of those trips nationwide.

Highlights

- Spending by Colorado visitors on overnight trips in 2016 also set a new record, reaching \$14.7 billion, an increase of 5% over 2015.
- Each of the main leisure travel segments contributed to the growth in spending:
 - Spending by people on marketable leisure trips rose 7% to \$8.3 billion, and expenditures by those visiting friends and relatives increased by 5% to \$4.6 billion
- However, consistent with their decline in trip volume, business travelers spent 6% less while in the state, bringing their total expenditures to \$1.8 billion.
- The five main business sectors affected by travel and tourism all benefited from this overall growth, posting gains of between 4% and 7% versus 2015:
 - Visitors' spending on recreation, sightseeing and attractions grew the most, by 7%, while purchases in retail establishments and on local transportation rose by 5%
 - Expenditures on lodging and restaurant food/beverage increased 4%

Highlights

- Another longer-term trend continued in 2016 – the gradual shift away from being primarily a regional destination towards being a more national draw:
 - From a peak in 2011 of 71% of leisure visitors originating in Western states (the Mountain, West North Central and West South Central census regions), the level has gradually declined to 56% by 2016.
- There was continued growth in day travel to and within Colorado, reaching 44.7 million trips in 2016. Those daytrippers spent a record \$3.4 billion, 8% more than in 2015.
- The average trip to Colorado in 2016 lasted 4.1 nights, down substantially from the year before (5.1 nights), and reflecting a longer-term trend of shorter trips not only for Colorado but also nationally.
- In summary, Colorado continued to improve on prior years' positive results with another record-breaking year in visitation and visitor expenditures
 - Marking 8 years of continuous growth
 - And maintaining the strong upward momentum in marketable leisure trips which are the focus of CTO marketing efforts



Key Findings



National Trends in Travel

- At the national level, marketable leisure was the only major sector to show some growth in 2016:
 - Marketable trips rose 4% year over year
 - Visits to friends and relatives and business trips were essentially flat versus 2015
- Looking at the marketable leisure trip segments of interest to Colorado, we observed the following trends in 2016:
 - City, outdoor, casino, touring and special event trips each grew by between 4% and 12% year over year
 - The segments showing declines were resort/golf, ski and combined business-leisure trips.

National Trends in Travel

- When we look at longer term trends since the start of tracking in 1994, we find that the segments with the highest rate of nationwide growth have been city trips, followed by special event and touring trips, while the lowest growth was evident for outdoor and business-leisure trips.
- After strong growth in the '80s and '90s, casino travel has leveled off in the past decade.
- The only trip segment showing long-term decline has been business travel, which peaked between 1998 and 2000, then contracted with successive sharp dips in 2002-2003, 2008-2009 and 2013.

Colorado Travel in 2016

- Overnight travel to Colorado in 2015 continued to strongly outpace the national trend:
 - Increasing overall by 5% to 37.7 million trips
 - Reflecting growth across the 2 primary leisure travel segments:
 - Marketable trips rose 9% to a record high 18.7 million visits
 - Visits to friends and relatives grew by 2% to a new high of 14.8 million trips
 - The only soft point was business travel which fell 6% to 4.2 million trips, losing a bit of ground after a 6-year climb from a low ebb during the recent recession.
- The pattern of growth extended to day travel to and within Colorado, which jumped 7% to 44.7 million trips in 2016.

Colorado's Key Segments

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

	2015	2016
Touring trips	3,610,000	4,310,000
Outdoor trips	3,420,000	3,900,000
Special event trips	2,350,000	2,630,000
City trips	1,650,000	1,740,000
Combined business-leisure trips	1,290,000	1,210,000
Country resort trips	1,280,000	1,510,000
Casino	1,100,000	940,000

Colorado's Key Segments

- Colorado recorded the following year-over-year changes in the various segments shown above:
 - Consistent with the national growth trends, Colorado attracted significantly more touring, outdoor, city, and special event visitors in 2016 than in 2015.
 - And Colorado added more country resort visitors, while nationwide this type of travel decreased.
 - On the other hand, while casino trips rose across the nation, Colorado drew fewer of these types of trips.

Colorado's Key Segments

- Longer term trends in these segments are as follows:
 - The last two years have been “breakout” years for touring trips to Colorado. After over 20 years of struggling to regain momentum following a low point in '95, the number of touring trips finally shot up dramatically to eclipse the benchmark set in '92.
 - The longer term pattern for outdoor trips to Colorado seems to be following the national growth trend, with small increments annually. The last 6 years have seen new records for this type of travel in Colorado.
 - The higher number of city trips to and within Colorado each year is consistent with the recent growth we have observed across the nation.
 - Upward momentum in special event trips resumed for both Colorado and the nation as a whole in 2016, with the longer term trend looking positive.
 - After peaking in 2013, casino trips to Colorado have gradually declined. The general nationwide trend has been basically flat over the past decade.
 - Since around 2007, country resort travel to Colorado and nationwide has increased in popularity after a long no-growth period
 - The volume of business-leisure travel to Colorado and nationally remains quite flat over the long term.

Expenditures

- Domestic visitors' expenditures while in Colorado on overnight and day trips rose to \$18.1 billion in 2016, an increase of 5% over 2015.
- Overnight visitors' expenditures improved by 5% to \$14.7 billion.
- The increase was reflected mainly among leisure visitors:
 - The expenditures of people visiting Colorado on overnight marketable trips climbed to \$8.3 billion, 7% more than in 2015
 - And people visiting friends and relatives spent 5% more, bringing the total expenditures for that segment to \$ 4.6 billion for the year
 - In contrast, overnight business travelers spent \$1.8 billion in the state, down 6% versus the prior year.
- Day visitors' spending improved to \$3.4 billion in 2016, up 8% versus 2015.
 - Colorado residents, the majority (62%) of day visitors, accounted for 64% of day visitors' expenditures in the state

Expenditures

- The increase in expenditures by overnight visitors benefited all of the five main business sectors linked to travel and tourism, with each showing year-over-year gains of between 4% and 7%.
- Spending on accommodations rose 4% to \$4.2 billion, mainly a reflection of higher visitor volume.
- Spending on local transportation on Colorado trips continues to be the 2nd largest expenditure for visitors. These expenditures rose 5% to top \$3.3 billion in 2016.
- Expenditures on food and beverage edged up by 4% to \$3.1 billion.
- In 2016, overnight visitors spent \$2.1 billion on recreation, sightseeing and attractions, 7% more than the year before.
- And travelers' retail purchases jumped by 5% to \$1.9 billion in 2016.

Expenditures

- Travelers nationally and those visiting Colorado who stay in commercial accommodations when traveling tend to spend more as well on things apart from lodging than those staying with friends/relatives or in other types of accommodations:
 - in 2016, 77% of all travel spending in the state was attributable to visitors staying in commercial lodging, somewhat more than in 2015
 - people staying in private homes and vacation properties contributed 17% of all travel expenditures
 - only 4% of expenditures were accounted for by people staying in private or public campgrounds
 - the remaining 2% was contributed by people staying in other types of accommodations

Expenditures

- Over the course of their trip, people visiting Colorado on marketable leisure trips in 2016 spent, on average, \$513 per person in the state. In comparison, the typical business visitor spent \$435, and a person on a VFR trip spent an average of only \$311.
 - Per capita spending rose in marketable leisure and VFR segments in 2016, adding 7% and 3%, respectively, while spending levels among people visiting on business trips remained flat.
- The marketable trip segments with the highest per capita spending in 2016 were people on ski trips who spent \$1306 per person, followed by people on combined business-leisure trips (\$455), touring vacationers (\$450), country resort (\$390), special event (\$390) and city visitors (\$387).
 - Colorado visitors with more limited expenditures included those on outdoor (\$350) or casino trips (\$209)

Expenditures

- The per person expenditures of Colorado vacationers in both marketable and VFR segments continue to be significantly higher than their respective national norms:
 - \$513 on marketable leisure trips to Colorado vs. \$364 nationally
 - \$311 on Colorado VFR trips vs. \$260 nationally
- In 2016, business travelers to Colorado also spent more than business travelers to the typical destination (\$435 compared to \$397 nationally).
- The average expenditures of Colorado day visitors during 2016 remained at \$75, slightly above national average of \$70.
- The strong rise in overnight leisure visitor spending in both 2016 and 2015 has pushed the inflation-adjusted total well above parity against the 1992 benchmark.
- After hitting a low point during the recent recession, the overall level of expenditures by business visitors is inching fairly close to parity with the inflation-adjusted 1997 benchmark, though it remains still slightly below that level.

Sources of Business

- In 2016, most Colorado tourists (56%) originated in the West, consisting of the Mountain, West North Central and West South Central census regions:
 - Down from 60% the previous year, continuing the decline that began from a peak of 71% in 2011, and the lowest level since 2002
 - With corresponding gains since then in people coming from all other regions, particularly the Pacific region in 2016
- Colorado itself continued to be the top state source of vacationers in 2016:
 - providing 29% of overnight leisure travelers, and reflecting the same downward trend as the West region
- The top out-of-state markets for overnight Colorado vacations were California, Texas and Florida, followed by:
 - Illinois
 - New York
 - Arizona
 - Kansas
 - Virginia
 - New Mexico

Sources of Business

- In 2016, the Pacific region accounted for 1 in 8 Colorado overnight tourists, with somewhat fewer coming from the South.
- About 8% of vacationers visited Colorado from the Mid-West or Northeast.
- The top urban areas that provided vacationers in 2016 were generally the same primary markets recorded the year before:
 - Denver
 - Colorado Springs – Pueblo
 - Los Angeles
 - New York City
 - Chicago
 - San Francisco-Oakland-San Jose
 - Miami, reflecting a distinct uptick in 2016
 - Albuquerque – Santa Fe
 - Washington DC
 - Dallas – Ft. Worth
 - Houston
 - Phoenix

Sources of Business

- Most Colorado day trips in 2016 (62%) originated within the state itself, down slightly from 2015 (66%).
- Most of the remaining day trippers visited from neighboring states such as Wyoming, Kansas, New Mexico, Arizona, and Nebraska.
- More distant places also appear on the list of states providing day visitors, including California, Texas, Florida and New York. Residents of those states included Colorado on a day trip from a neighboring state or while passing through the region on a longer trip.
- In 2016, the top urban sources of Colorado day trips continued to be instate, i.e., Denver, Colorado Springs/Pueblo and Grand Junction/Montrose . The main regional out-of-state market was Albuquerque/Santa Fe:
 - Other long haul markets made the “top ten” list (e.g., LA, New York City, etc.), simply because of their size, but they should not be regarded as primary targets for marketing of day travel

Colorado's Overnight Leisure Travel Profile

- Demographically, Colorado's overnight leisure visitors in 2016 resembled the national norm in a few respects
 - Age – averaging 43 years
 - Marital status - - 6 in 10 are married
 - Household size and composition
 - Employment status
- There were a number of slight differences between Colorado overnight vacationers and American vacationers in general - Colorado visitors tended to be:
 - Skewed male
 - Better educated, with two-thirds having a college degree
 - More affluent, with slightly higher household income
 - More often white/Caucasian, and less likely to be African-American or from other ethnic backgrounds
- These skews have remained fairly consistent in recent years.
- Just over 4 in 10 Colorado vacationers reported being AAA members, and half that number said they belonged to AARP, about the same proportions as travelers nationwide.

Colorado's Day Trip Profile

- In 2016, the demographic profile of people taking day trips to or within Colorado was very similar to that of daytrippers nationally in terms of:
 - age, with an average of 45 years old
 - marital status – a majority are married/living with a partner
 - household size and composition/presence of children
- The chief differences for Colorado daytrippers versus the national average were:
 - A skew towards male vs. a norm skewed female
 - slightly more upscale in terms of employment status, education and income
 - more likely to be white/Caucasian, and less likely to be African-American, which is consistent with population distribution

Overnight Leisure Trip Characteristics

- Reflecting its geographic location and distance from main markets, Colorado tends to be a mid to longer haul trip for many vacationers.
- Given the travel distances involved, it is not surprising that Colorado vacationers tend to plan their travel further in advance than American travelers in general:
 - In 2016, 6 in 10 leisure travelers started planning their Colorado trip at least 2 months before travel, compared to one half of leisure travelers to the typical destination
- Colorado vacationers also tend to seek out trip-related information from a broader than average range of sources. The sources of information people used most often to plan their Colorado trip included lodging (17%), airlines/commercial carriers (17%), and several types of online sites, led by online travel agencies (Expedia, Orbitz, Hotels.com, etc.) (18%), destination websites (13%) and travel company websites, e.g., airlines, lodging, transportation (10%).
- About 1 in 10 indicated they used social media, an auto club/AAA or books to help them gather information.

Overnight Leisure Trip Characteristics

- Vacationers most often booked their trip to Colorado using sources such as hotels/resorts, online travel agencies and airlines, each mentioned by about 2 in 10 travelers.
- About 1 in 10 used a travel agent, auto club/AAA, travel company websites or destination websites to assist with their bookings.
- As we noted for the planning phase of travel, Colorado vacationers were more likely than the norm to use most of these sources for booking their travel as well.

Overnight Leisure Trip Characteristics

- The increased penetration of mobile communications devices and computers is reflected in travelers' trip planning behavior – laptops, tablets and smartphones are now commonplace tools for accessing trip-related information both prior to and during travel.
- Colorado vacationers are now as likely to be using a laptop as a desktop computer to help plan their travel – one half mention each – followed by a smartphone (33%) and/or tablet (21%).
- When vacationers are actually on their trip, the smartphone rises to the fore as a planning tool (68%), well ahead of laptops (34%) or tablets (32%).
- Use of mobile devices in either context is slightly more prevalent among Colorado visitors than the national norm for leisure travelers.

Overnight Leisure Trip Characteristics

- Usage of “social media” to converse about travel in general remained at a high level in 2016, reflecting general slight increases in usage across almost all of the various types of activities/behaviors measured in the survey.
 - In 2016, almost 8 in 10 Colorado leisure visitors and slightly fewer American vacationers in general indicated that they recently engaged in some travel-related activity via social media (a list of 14 common activities was provided), about the same as in 2015
- Our on-going research for Colorado and other destinations continues to show that use of social media for planning of specific trips still typically remains below 10%.

Overnight Leisure Trip Characteristics

- The most common way that people in 2016 used social media “in the past 3 months” in this general travel context for both Colorado leisure visitors and those visiting the average destination were:
 - Posting travel photos and videos on social media websites
 - Reading travel reviews
 - Looking at other people’s travel photos
 - Learning about travel deals/promotions
- For the last two activities listed above, the general usage levels increased from year to year, while for the first two, usage remained constant.

Overnight Leisure Trip Characteristics

- As we have seen in prior years, people were less inclined to get involved in activities such as:
 - Connecting with others interested in travel
 - Reading/writing a travel blog or contributing travel reviews
 - Seeking out or giving travel advice via social networking
 - Following a destination/attraction on Facebook/Twitter
 - Tweeting about a trip
 - Subscribing to a travel newsletter
- Nonetheless, participation levels for most of these activities did generally rise from year to year.

Overnight Leisure Trip Characteristics

- Vacation trips to Colorado in 2016 decreased in length versus the previous year:
 - the average Colorado leisure trip lasted 4.1 nights away from home, down from 5.1 nights in 2015, and the shortest average trip we have measured since tracking began
 - the typical U.S. leisure trip also decreased in length, dropping from 4.1 nights away from home in 2015 to 3.7 nights in 2016
- The amount of time on that overall trip that was spent in Colorado also fell – in 2016 Colorado vacationers spent 3.6 of those 4.1 trip nights in the state, down from 4.3 nights of 5.1 a year earlier.
 - Part of the source of this decline was the increased volume of touring and outdoor vacationers, who had shorter stays
- In 2016, there was a 60:40 split in terms of drive in vs. fly in to Colorado among out-of-state vacationer:
 - About 3 in 10 non-Colorado residents rented a vehicle while visiting
 - These observations are consistent with recent years' data

Overnight Leisure Trip Characteristics

- Use of commercial accommodations (hotel, motel, inn, B & B) on Colorado vacationers' trips was somewhat higher in 2016 versus the year before:
 - About 7 in 10 stayed in commercial accommodations
 - 1 in 4 stayed with friends/relatives, down from 3 in 10 in 2015:
- About 1 in 10 rented a home, condo or cottage/cabin, or stayed in a campground, while a similar number stayed at a second home/timeshare.
- The average party size for Colorado vacationers in 2016 rose to 3.1 from 2.9 a year earlier, consisting of 2.3 adults and 0.8 children:
 - Comparable to the national norm.
- Colorado leisure travel tends to peak in summer, and this was the case in 2016:
 - Comparing 2016 to 2015, there was an increase in spring visitation and a corresponding drop during the 3rd and 4th quarters of the year.
 - The same pattern was apparent on a national basis

Overnight Leisure Trip Characteristics

- In the Travel USA™ survey, respondents are asked about their participation in 40+ sightseeing, recreation, sports, and entertainment activities while on their trip.
- In 2016, the most popular of these activities for Colorado leisure visitors were:
 - Shopping (34%)
 - Visiting a national or state park (22%)
 - Hiking/backpacking (22%)
 - Fine dining (20%)
 - Visiting a famous landmark or historic site (20%)
 - Visiting a museum (15%)

Overnight Leisure Trip Characteristics

- Other activities that somewhat fewer vacationers engaged in included:
 - Outdoor recreational pursuits such as swimming, camping, mountain climbing, skiing, and fishing
 - Touring/visiting breweries
 - Visiting places for entertainment and nightlife, e.g., bars/nightclubs, festivals/fairs
 - A casino
 - Local cultural venues including theaters and art galleries
 - Attractions such as zoos and theme parks
 - Visiting a spa

Overnight Leisure Trip Characteristics

- Relative to leisure travelers in general, vacationers coming to Colorado more often took part in activities and pastimes related to the mountains, such as visiting the national and state parks, hiking/backpacking, skiing, camping, mountain climbing, etc.
- Colorado tourists in 2016 were also more likely to take in a landmark/historic site, brewery or museum than other travelers, though less likely to go swimming/visit a beach.
- The types of activities that Colorado vacationers participated in on trips during 2016 were not markedly different from their list of pastimes in 2015.

Overnight Leisure Trip Characteristics

- When vacationers were asked to identify which of several specific interests they had on their trip, they most frequently listed an interest in historic places (29%), followed by cultural activities and attractions (22%).
- Between 1 in 10 and 1 in 8 said they had particular interest in culinary, beer or wine experiences, eco-tourism or traveling with grand-children.
- Only between 5% and 7% of vacationers indicated their trips specifically revolved around a wedding, agritourism, medical tourism or religious travel.
- The level of interest in most of these areas while traveling in Colorado did not change to any great extent from year to year, with the exception of interest in wineries/winetasting, which increased slightly.
- Versus the national norm, Colorado vacationers seem somewhat more interested in each of these activities/types of travel, notably historic, cultural, eco and beer-related tourism.

Overnight Leisure Trip Characteristics

- About 8 in 10 Colorado visitors in 2016 indicated they were “very satisfied” with the overall trip experience they had, the same level of satisfaction as the previous year.
- And approximately two-thirds felt the same way about the friendliness of local people they encountered, the sights/attractions they visited, and the quality of accommodations and food.
- People were somewhat less enthusiastic about the value for money they felt they received and, especially, the nightlife, music and entertainment available.
- Colorado visitors were more positive than the national norm about their overall experience, about sightseeing/attractions and value for money; but otherwise approximated the national norm.

Overnight Leisure Trip Characteristics

- For both Colorado and destinations across America, the vast majority of vacationers have visited at some point in the past:
 - 89% of Colorado visitors claim to have visited previously, including 73% who indicated they did so in the previous year.
 - The proportion saying they visited Colorado before was slightly higher than in 2015 (85%)
 - These proportions are equivalent to the national norm

Segment Profiles – Outdoor Trips

- A high proportion (43%) of Colorado's outdoor vacationers live instate:
 - Among the top three leisure segments, outdoor trips have the highest proportion originating instate
- Colorado's outdoor vacationers in 2016 had the following characteristics:
 - Skewed male (even more so than in prior years), the most extreme of the top segments (59%)
 - About the same age as outdoor vacationers nationally, but younger than in 2015 and younger than Colorado tourists in general
 - More upscale in terms of education and income than the norm for outdoor vacationers

Segment Profiles – Outdoor Trips

- The trip characteristics of this segment in 2016:
 - Among Colorado's three key vacation segments, outdoor vacationers were the least likely to use a travel agent or an online travel agency for Colorado trip planning/booking, though well ahead of the US norm for the outdoor segment
 - The group with the shortest trip planning/booking window – just under 6 in 10 said they started planning 2 or more months ahead of travel
 - Not much different from the other segments in terms of their use of mobile devices for trip planning or on the trip itself
 - The group least likely to be members of AAA or AARP.
 - Trip length in 2016 was longer than the Colorado average at 4.5 nights
 - And longer than the national norm for outdoor trips (3.7 nights); but much shorter than in 2015 (5.5 nights),
 - Larger travel party size than for the typical Colorado vacation (3.5 people vs. 3.1), though less than the national norm (3.8)
 - Largely a drive vacation (73%) with relatively little fly-in (only 18%)
 - Relative to other segments, much greater use of campgrounds and less use of commercial accommodations

Segment Profiles – Outdoor Trips

- The top activities and interests for Colorado outdoor vacationers in 2016 included:
 - Hiking/backpacking (45%)
 - Camping (36%)
 - Visiting a national/state park (35%)
 - Fishing (22%)
- Colorado's outdoor vacationers occasionally experienced:
 - Shopping
 - Historic places/historic tourism
 - Cultural tourism (museums, galleries, theater, etc.)
 - Mountain climbing
 - Biking
 - Water activities like swimming, boating
 - Eco-tourism

Segment Profiles – Outdoor Trips

- Outdoor vacationers are almost all (89%) repeat visitors, with many (71%) having visited in the past year, in addition to the trip they profiled for this study.
- They also expressed a high level of overall satisfaction with their Colorado trip:
 - Over 8 in 10 (82%) said they were “very satisfied” with their experience

Segment Profiles – Touring Trips

- In 2016, most Colorado touring vacationers (71%) came from out-of-state:
 - Although this proportion is down (from 79%) versus 2015, the longer term trend is always a significant majority skew to residents of other states
- Touring vacationers visiting Colorado tended to be older than the average Colorado vacationer (45 vs 43 years old), but similar to the national norm for touring trips:
 - The average age of Colorado touring vacationers declined from 48 years in the previous two years
- With respect to other demographics and the U.S. norm, touring vacationers in 2016:
 - Were skewed slightly male
 - Were slightly above average in terms of income and education – returning to the pattern we saw in 2014
 - Had similar levels of membership in AAA and AARP

Segment Profiles – Touring Trips

- Reflecting a longer than average trip compared to touring trips nationwide, Colorado touring trips tend to be planned and booked further in advance.
- And they were the segment most likely to use a travel agent (online or otherwise).
- Their use of other internet resources, social media and mobile devices was typical for their segment nationally.
- The average Colorado touring trip in 2016 was 4.8 nights away from home, which was longer than the typical U.S. touring trip (4.0 nights) or a Colorado vacation in general (4.1 nights):
 - This trip length was shorter than in 2015 (5.5 nights)

Segment Profiles – Touring Trips

- The typical party size for Colorado touring trips in 2016 was identical to the average for leisure trips generally (3.1 people); and also the same as the national touring norm.
- Most Colorado touring trips in 2016 involved the family vehicle
 - Two-thirds arrived in their own car/ truck
 - About 1 in 4 flew in, then rented a car for their touring
 - These proportions have remained fairly stable for several years
- In 2016, touring vacationers continued to be one of the visitor segments with the highest use of commercial accommodations.

Segment Profiles – Touring Trips

- Touring vacations in general can be characterized as “full of variety”, i.e., with people seeking many experiences and things to see and do. And Colorado touring trips are no exception.
- The top activities and specific interests for Colorado touring vacationers in 2016 were:
 - Visiting a national or state park (45%)
 - Visiting a landmark or historic site (40%)
 - 6 in 10 said they were particularly interested in historic places on their trip
 - Shopping (39%)
- Compared to the other key leisure segments, touring vacationers were the group most likely participate in or visit:
 - Cultural activities and attractions, such as museums, art galleries, theater, etc.
 - Culinary experiences, and winery tours/wine tasting
 - Spas
 - Casinos

Segment Profiles – Touring Trips

- In addition, Colorado touring vacationers frequently participated in fine dining, brewery tours/tastings, nightlife, and outdoor activities such as hiking/backpacking, swimming, mountain climbing, camping, etc.
- Colorado touring vacationers are the major segment least likely to have visited the state previously:
 - Nonetheless the proportion is still very high – 80% said they had visited at some point in the past, including 60% in the past year
- Judging by their very high rating scores for trip satisfaction, people who visited Colorado on touring trips were rarely disappointed:
 - Over 8 in 10 (82%) said they were “very satisfied” with their overall trip experience
 - Which is comparable to touring vacationers’ overall satisfaction scores nationwide

Segment Profiles – Ski Trips

- Most overnight ski trips originate out-of-state – accounting for approximately three-quarters of those trips in both 2016 and 2015
- Colorado ski vacationers' demographics were as follows in 2016:
 - A slight male skew – not quite as strong as in prior years
 - Average age for Colorado visitors but older than the national ski norm
 - More upscale in terms of income and education
 - Higher levels of membership in AAA and AARP
- Colorado skiers exceeded the average with respect to:
 - Advance planning of their travel (three-quarters began the planning process at least 2 months ahead of departure)
 - use of online travel agencies for trip planning and booking
 - use of smartphones and laptops on their trip
- The average Colorado ski trip involved 4.7 nights away from home in 2016, down slightly from 2015 (5.0 nights)
 - Nationwide, ski trips were somewhat shorter (4.3 nights)

Segment Profiles – Ski Trips

- The typical Colorado ski party numbered 3.8 individuals, which is substantially more than the Colorado leisure trip in general (3.1 people):
 - Nonetheless, about the same as the national ski norm (4.0)
- Consistent with prior years, somewhat more ski vacationers from out-of-state drove their own vehicle to get to Colorado than flew in.
- The top types of accommodations used by ski vacationers in 2016 were:
 - Resort and other hotels (44%)
 - Rentals (28%)
 - Second homes/time shares (19%)

Segment Profiles – Ski Trips

- Skiers tend to be mainly focused on their primary sporting activity and the types of experiences associated with ski locales, so their level of participation in other pastimes/activities is more limited than in other leisure segments.
- In 2016, the most popular activities that ski vacationers participated in or visited during their Colorado trip, apart from skiing itself, included :
 - Shopping (26%)
 - Fine dining (22%)
 - Cultural activities (16%)
 - Visiting a brewery (15%)
 - Nightlife such as a bar, disco or nightclub (11%)
 - Hiking/backpacking (10%)
 - Swimming (9%)
 - Mountain climbing (9%)
 - National/state park (9%)

Segment Profiles – Ski Trips

- The vast majority (89%) of ski vacationers had visited Colorado before, including 73% who came within the past year:
 - Proportions which are similar to the national norm for ski trips
- Overall trip satisfaction seems to be high – 78% of Colorado ski vacationers indicated they were “very satisfied” with their overall trip experience:
 - Comparable to skiers’ ratings of the typical destination nationwide

Attitudes Regarding Marijuana Sales/Use

- In order to assess visitors' attitudes towards the issue of the legalization of marijuana sales/use in terms of tourism, we asked for people's perceptions of states who had legalized in three contexts:
 - Does legalization affect how people regard these states as sellers of general goods/services?
 - Does legalization affect perceptions of these states as a place to live and work?
 - Does legalization affect attitudes towards the states as places to visit on vacation?
- On balance, it appears that legalization has either a neutral or net positive effect on attitudes in each area:
 - Just under 6 in 10 leisure travelers nationwide said they feel the same with the knowledge that these states are allowing marijuana sales/use, and most of the remainder were positive about buying goods, living/working or visiting these places. Only about 1 in 10 indicated that the legalization had created negative perceptions in these areas.

Attitudes Regarding Marijuana Sales/Use

- There were some differences in opinions among specific sub-groups and in certain contexts:
 - Colorado leisure visitors were more positive across each dimension than U.S. leisure travelers as a whole, and especially in the context of vacationing in one of the states with legalized sales
 - Within the Colorado visitor group, non-residents were substantially more positive than instate visitors, again particularly in the “consider visiting on vacation” context.
 - Both among visitors and nationwide, we observe some slightly greater resistance in the “live and work” context (where people would have more skin in the game) than buying goods/services or visiting on vacation.



Detailed Findings

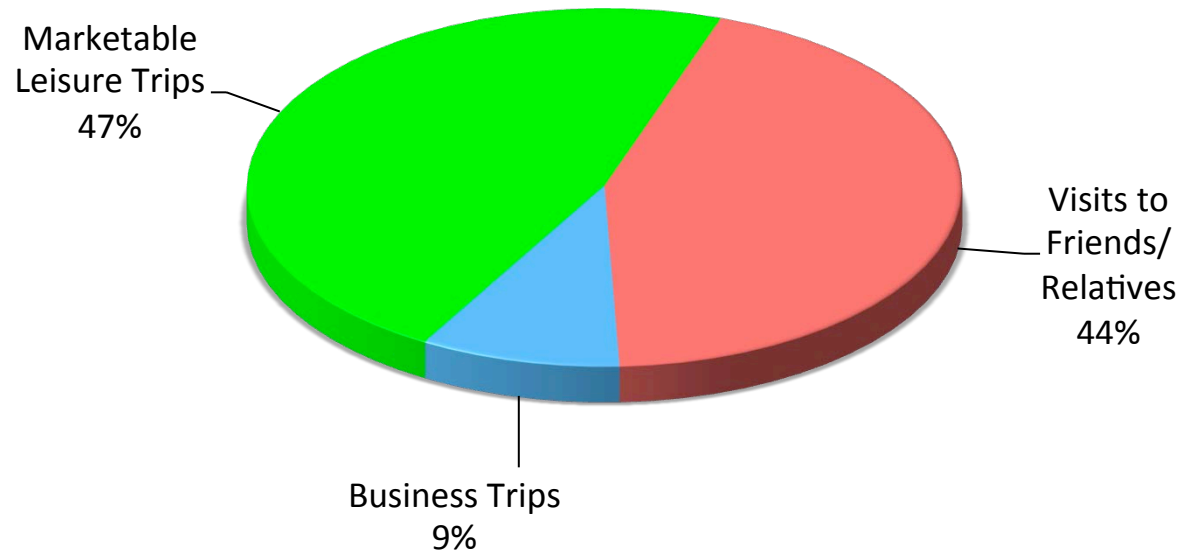




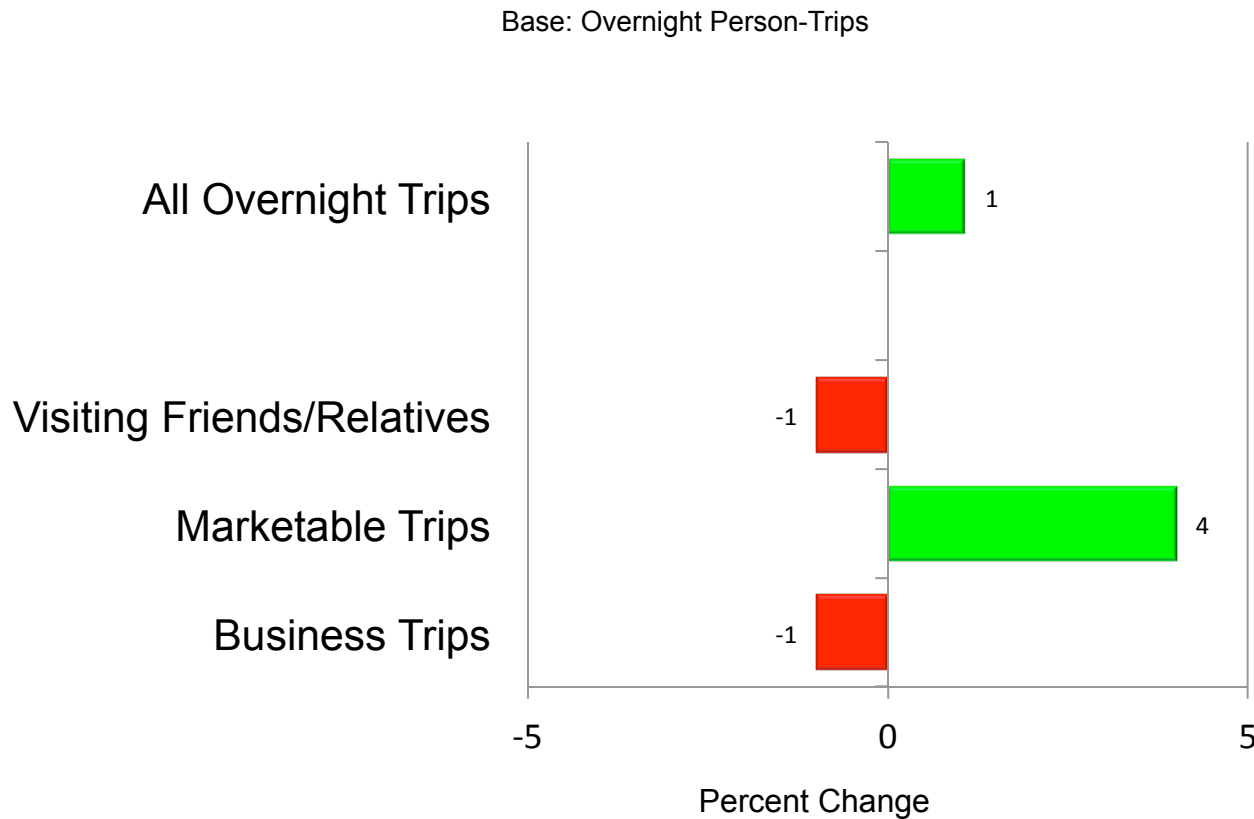
Size & Structure of the U.S. Travel Market



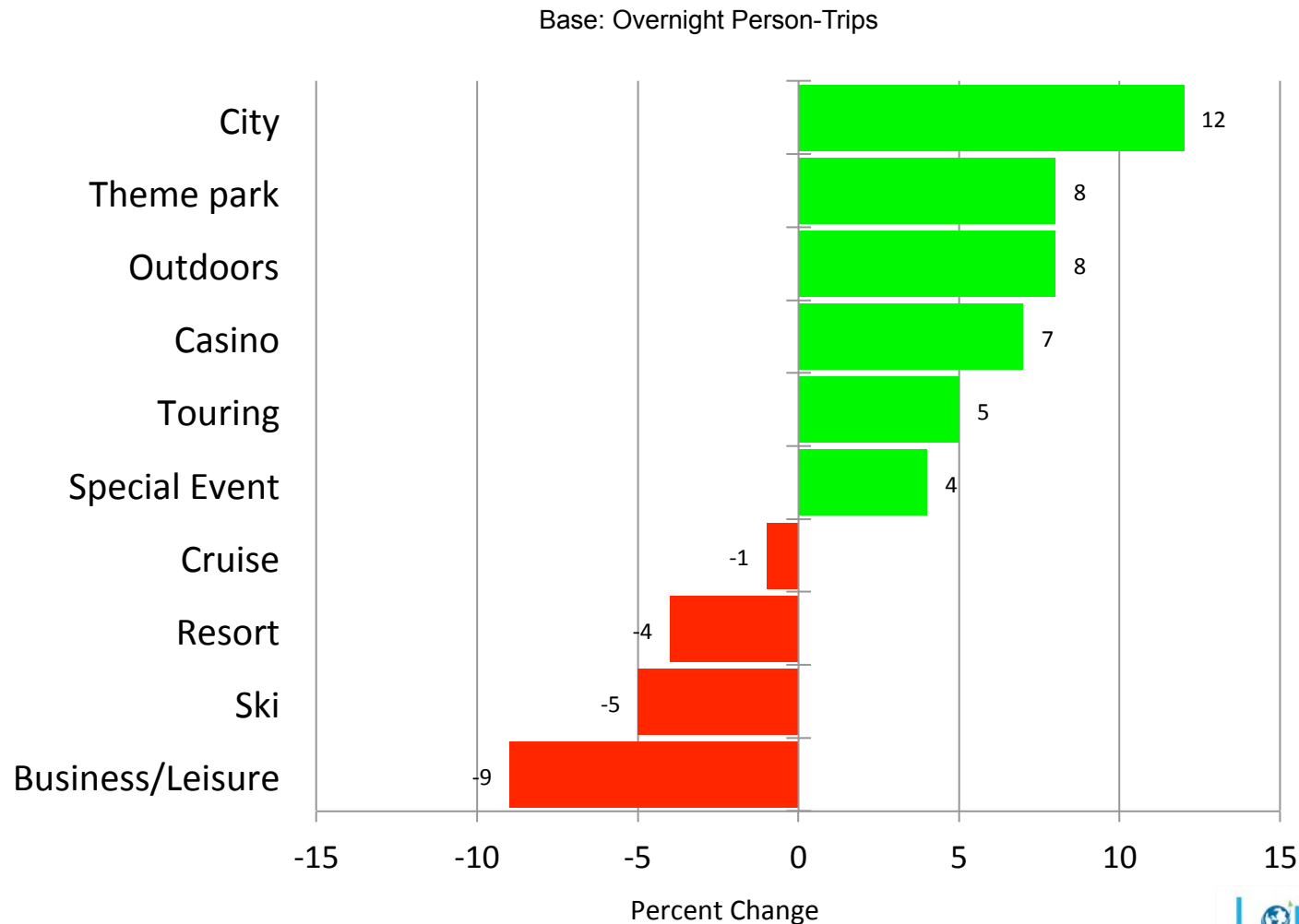
Structure of the U.S. Travel Market — 2016 Overnight Trips



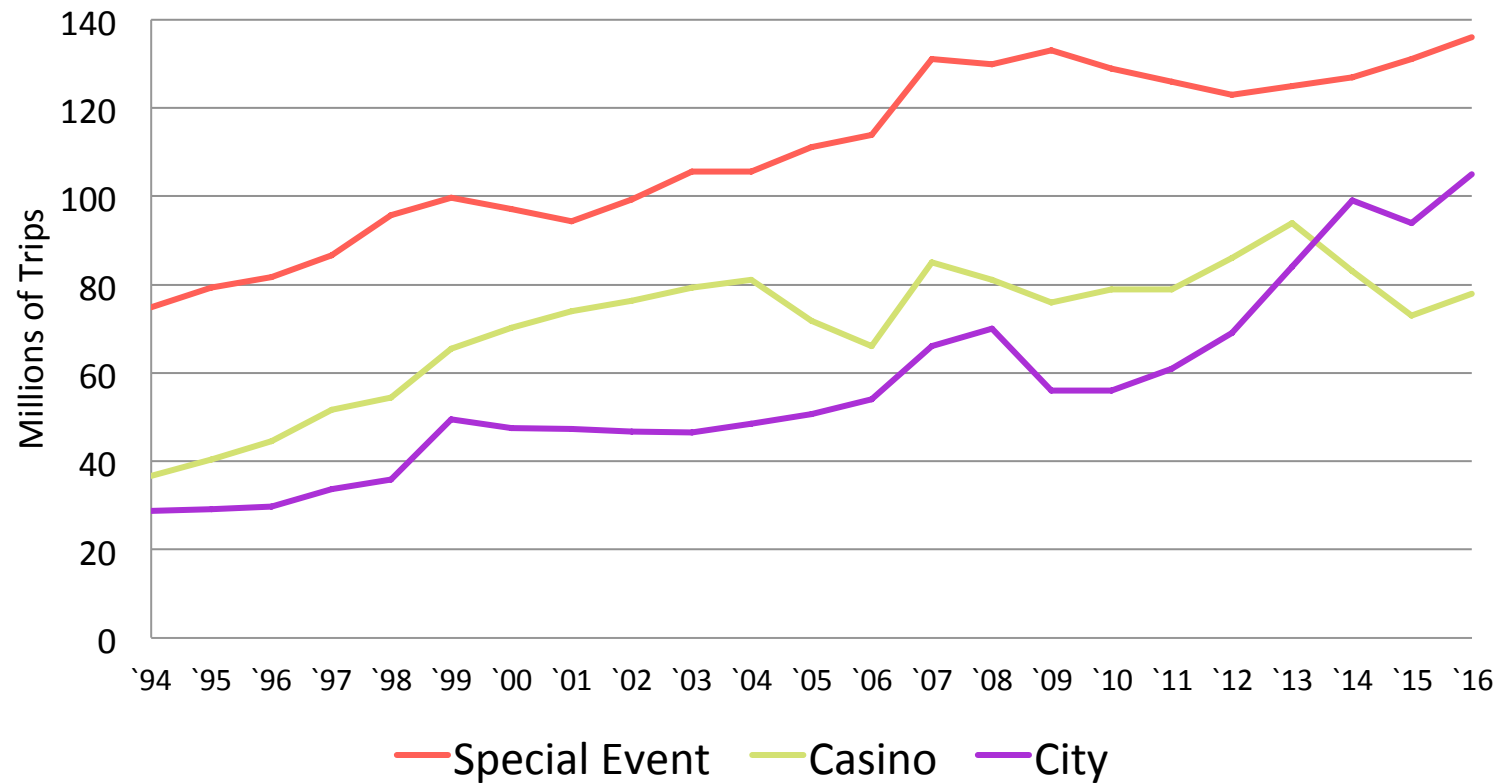
U.S. Market Trends for Overnight Trips — 2016 vs. 2015



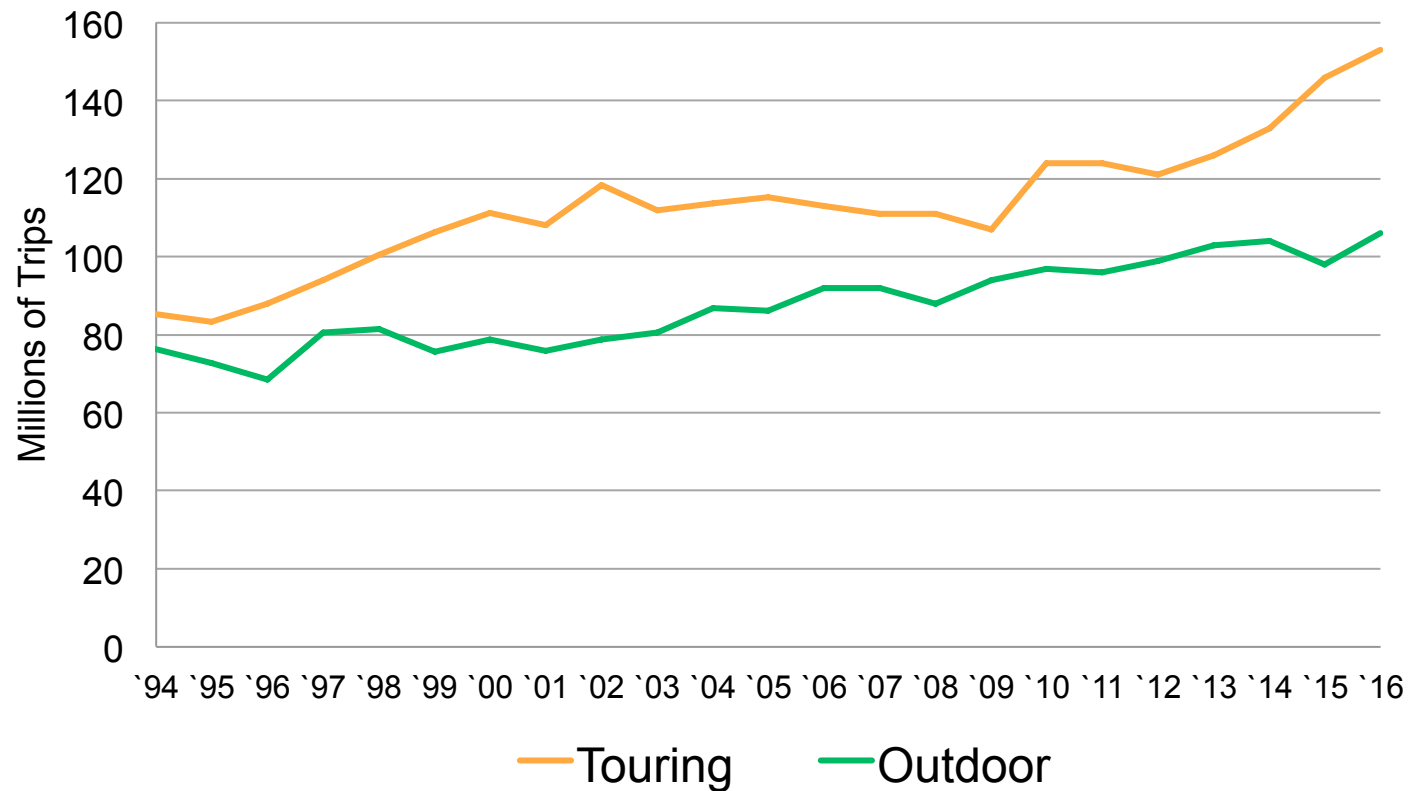
U.S. Overnight Marketable Trip Trends — 2016 vs. 2015



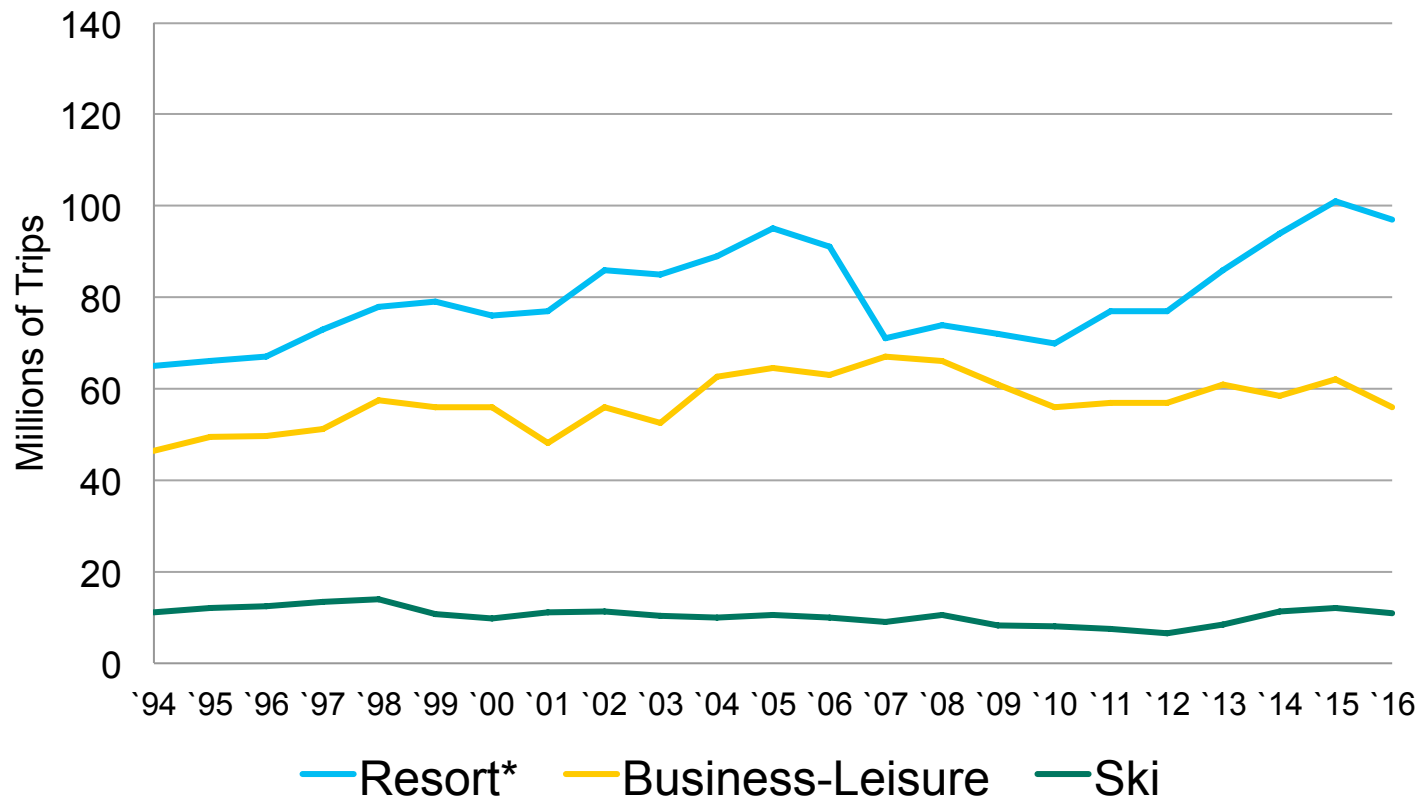
U.S. Marketable Trips — Special Event, Casino & City Trips



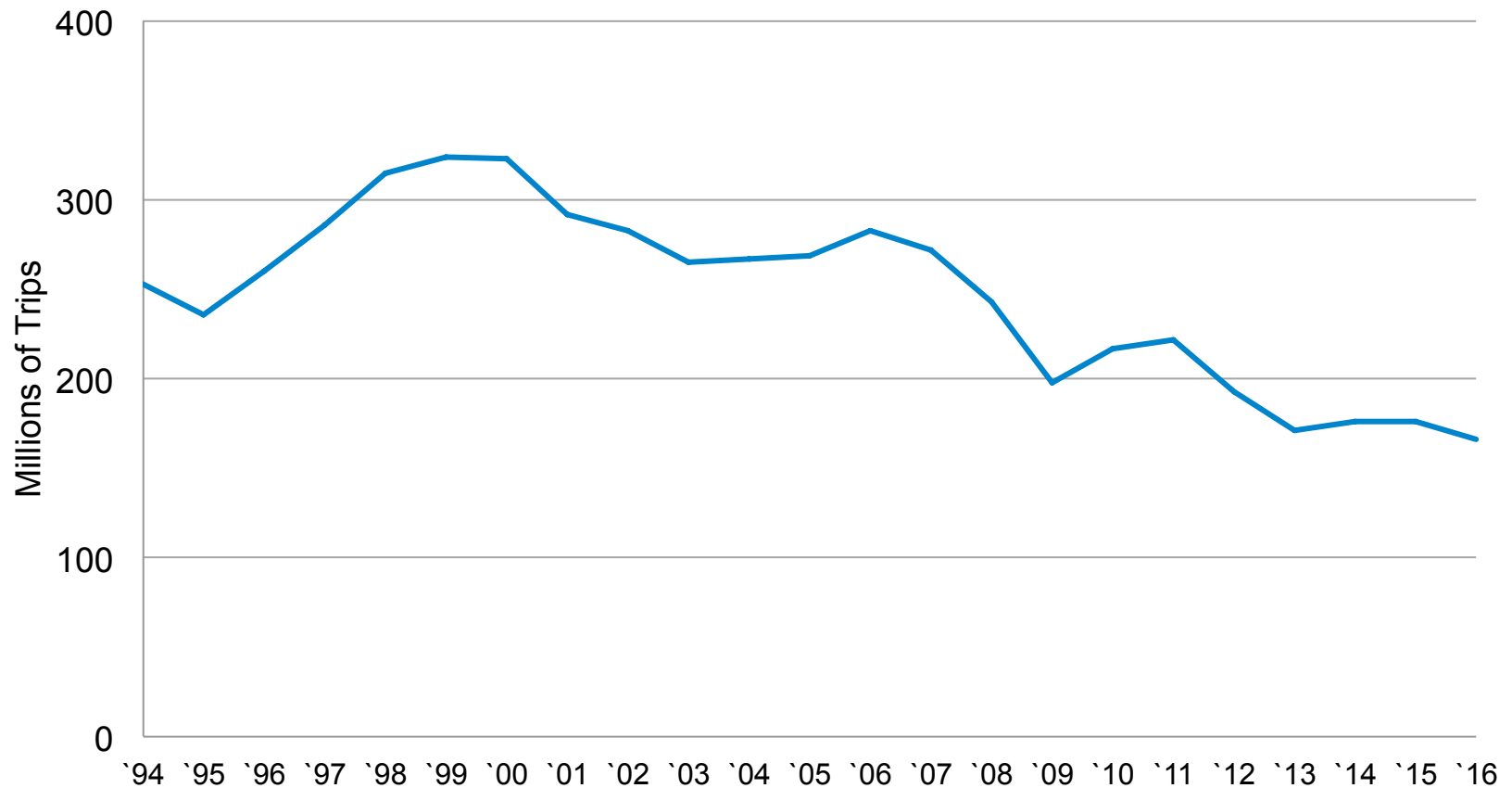
U.S. Marketable Trips — Touring & Outdoor Trips



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

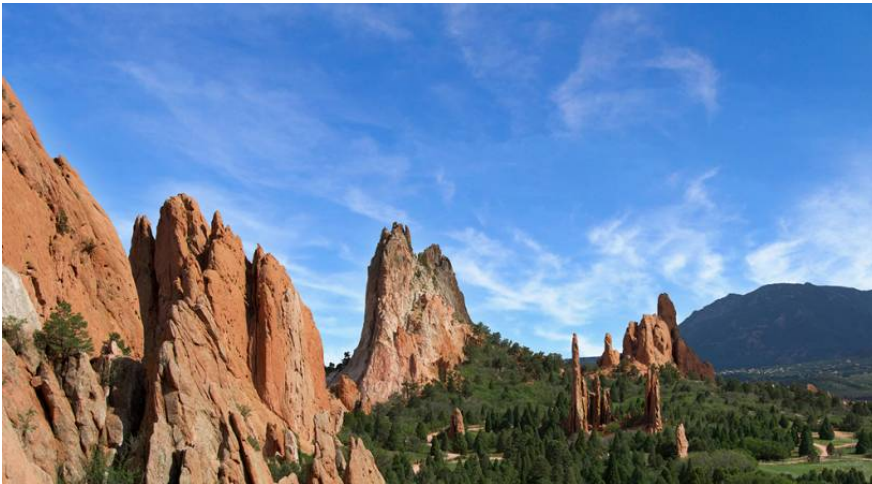


U.S. Business Trips



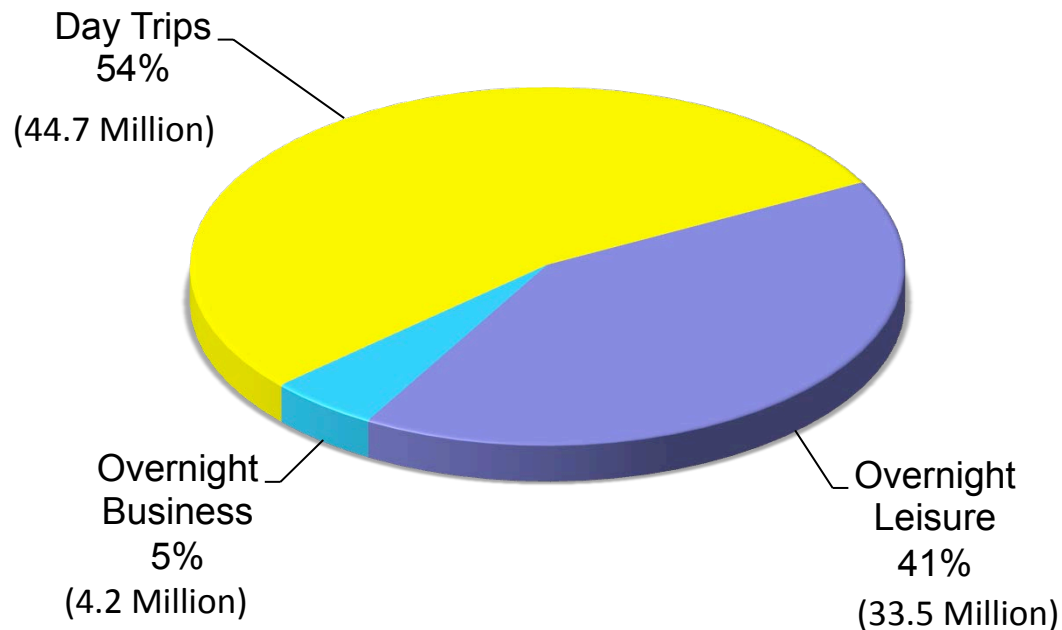


Size & Structure of Colorado's Travel Market



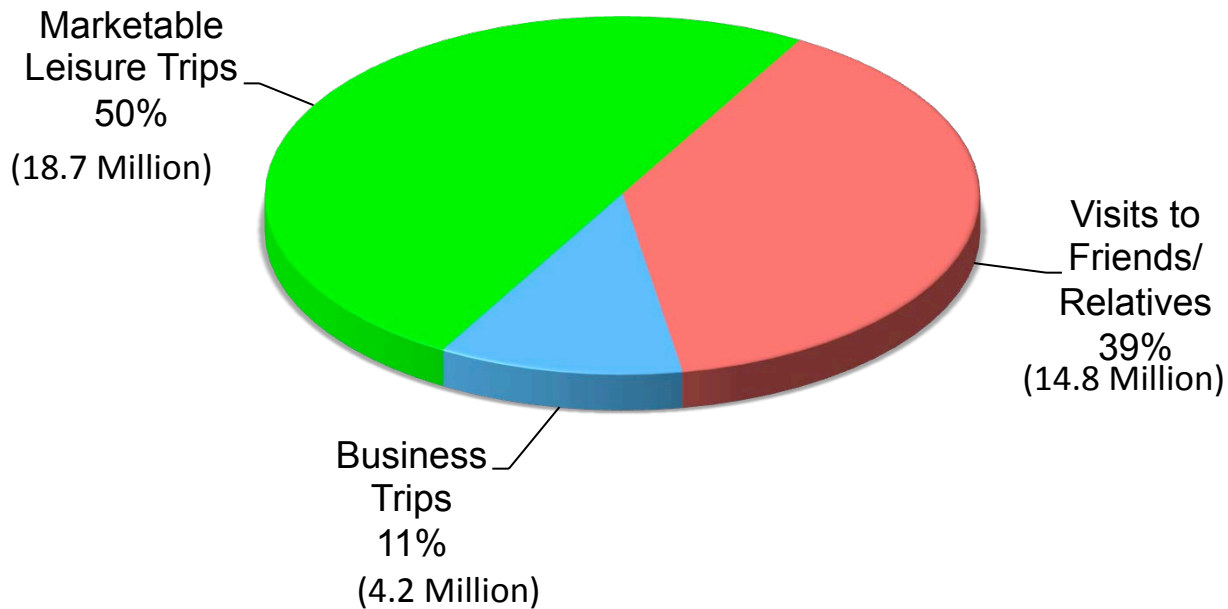
Day & Overnight Trips to Colorado in 2016

Total Trips = 82.4 Million

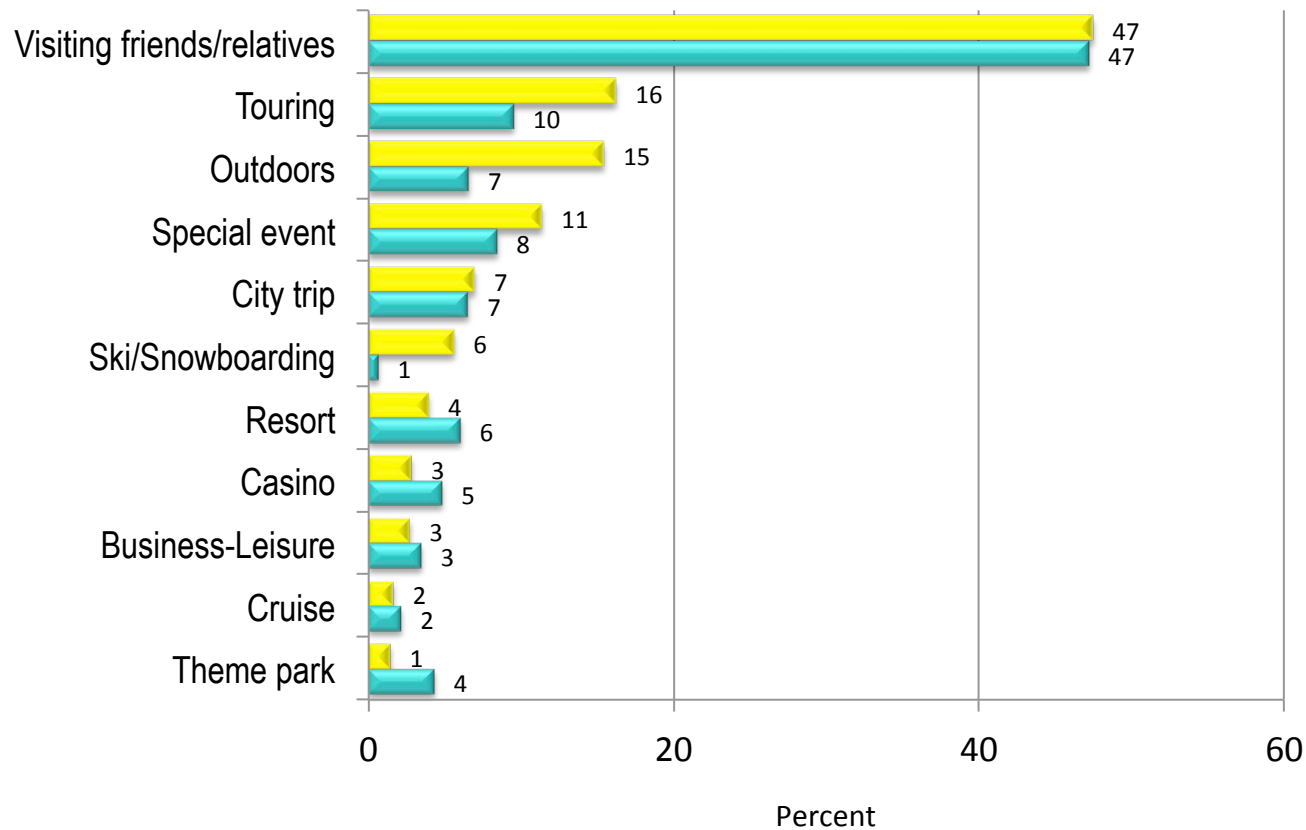


Size of Colorado's Travel Market — 2016 Overnight Trips

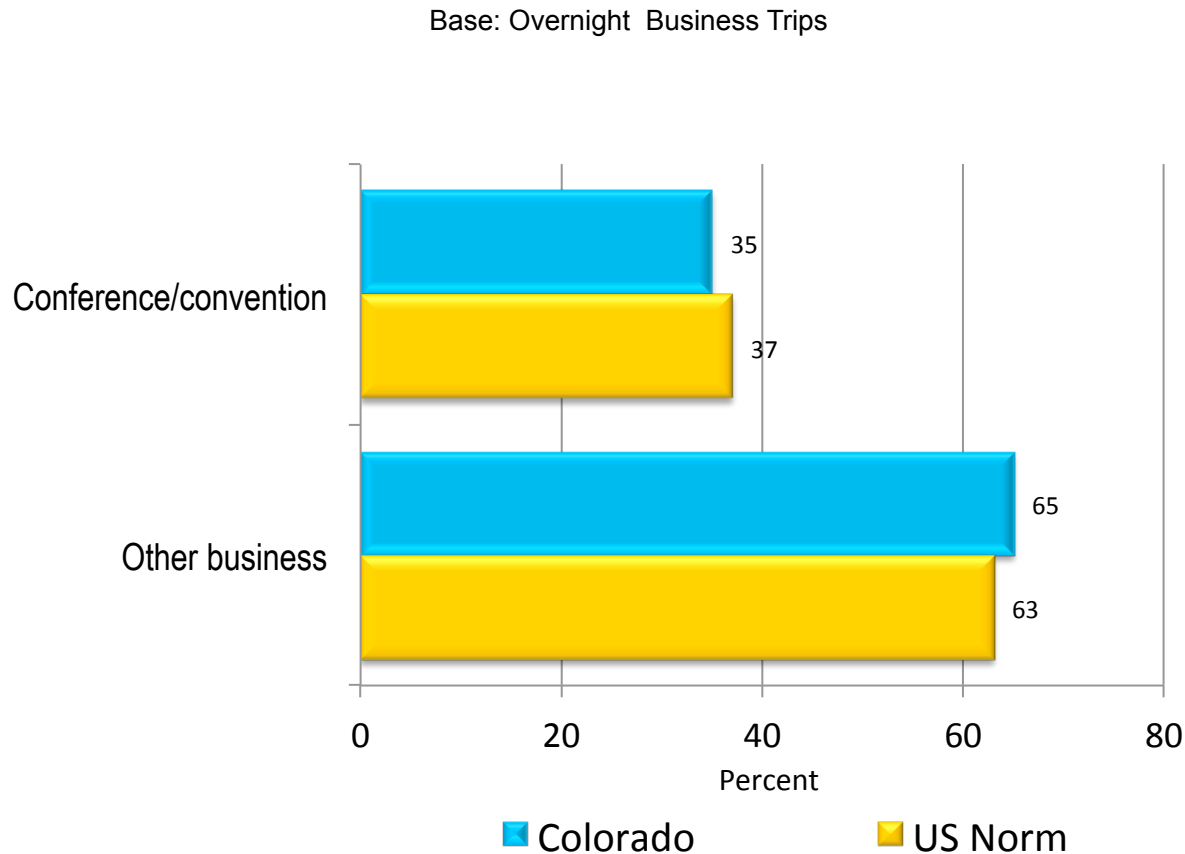
Total Trips = 37.7 Million



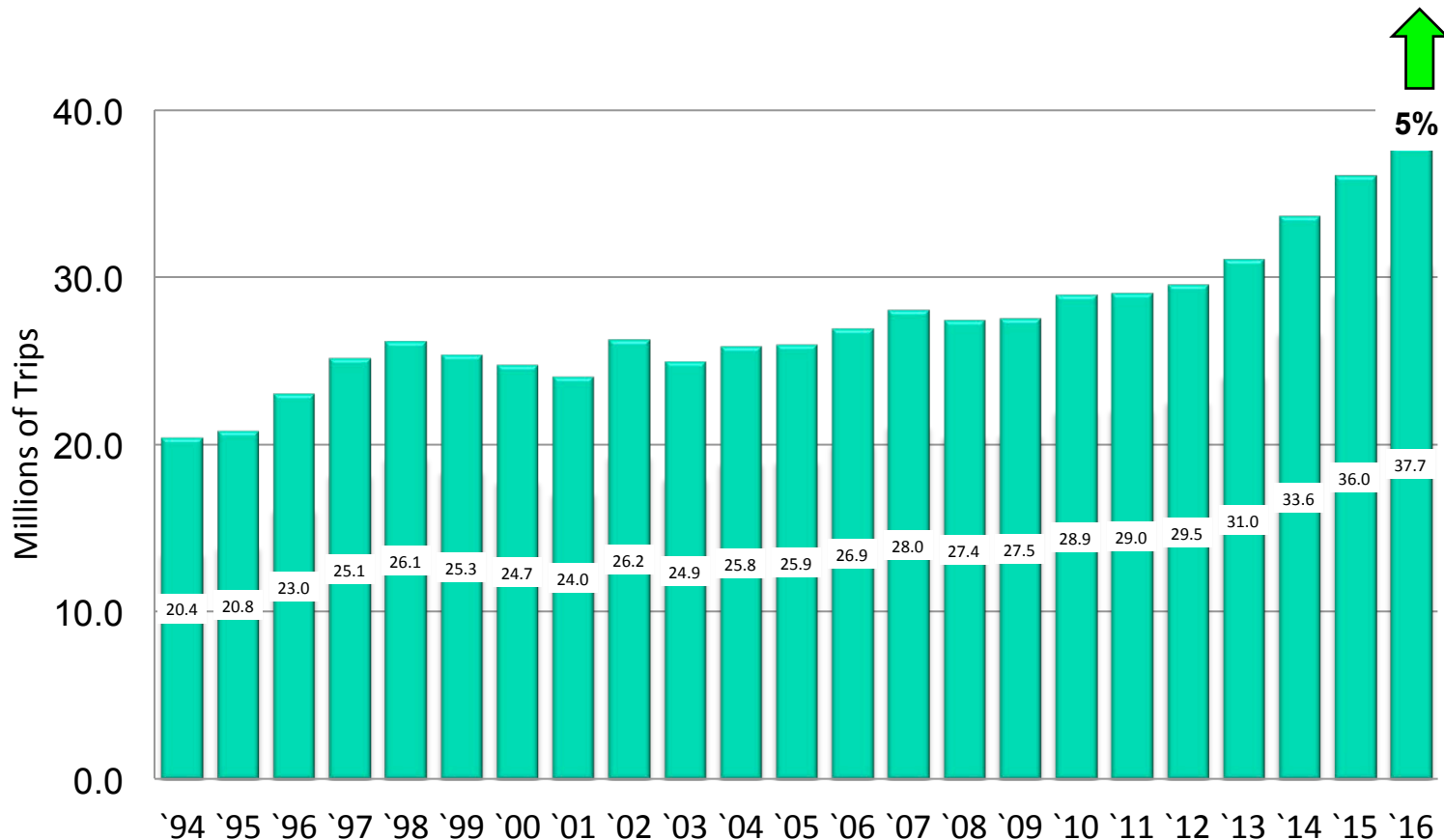
Main Purpose of 2016 Overnight Leisure Trips vs. the U.S. Norm



Main Purpose of 2016 Overnight Business Trips vs. the U.S. Norm

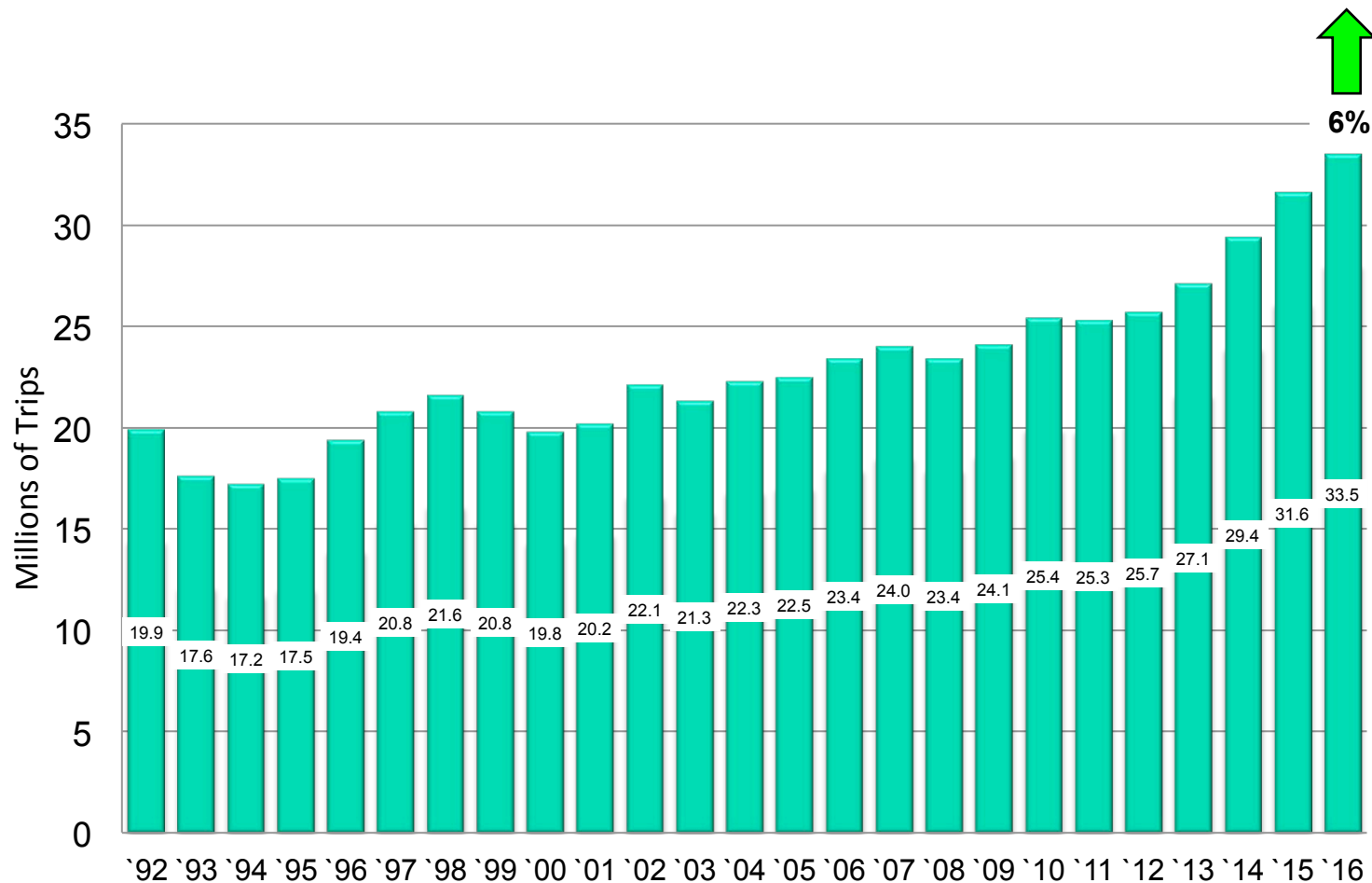


Overnight Trips to Colorado — 1994 to 2016

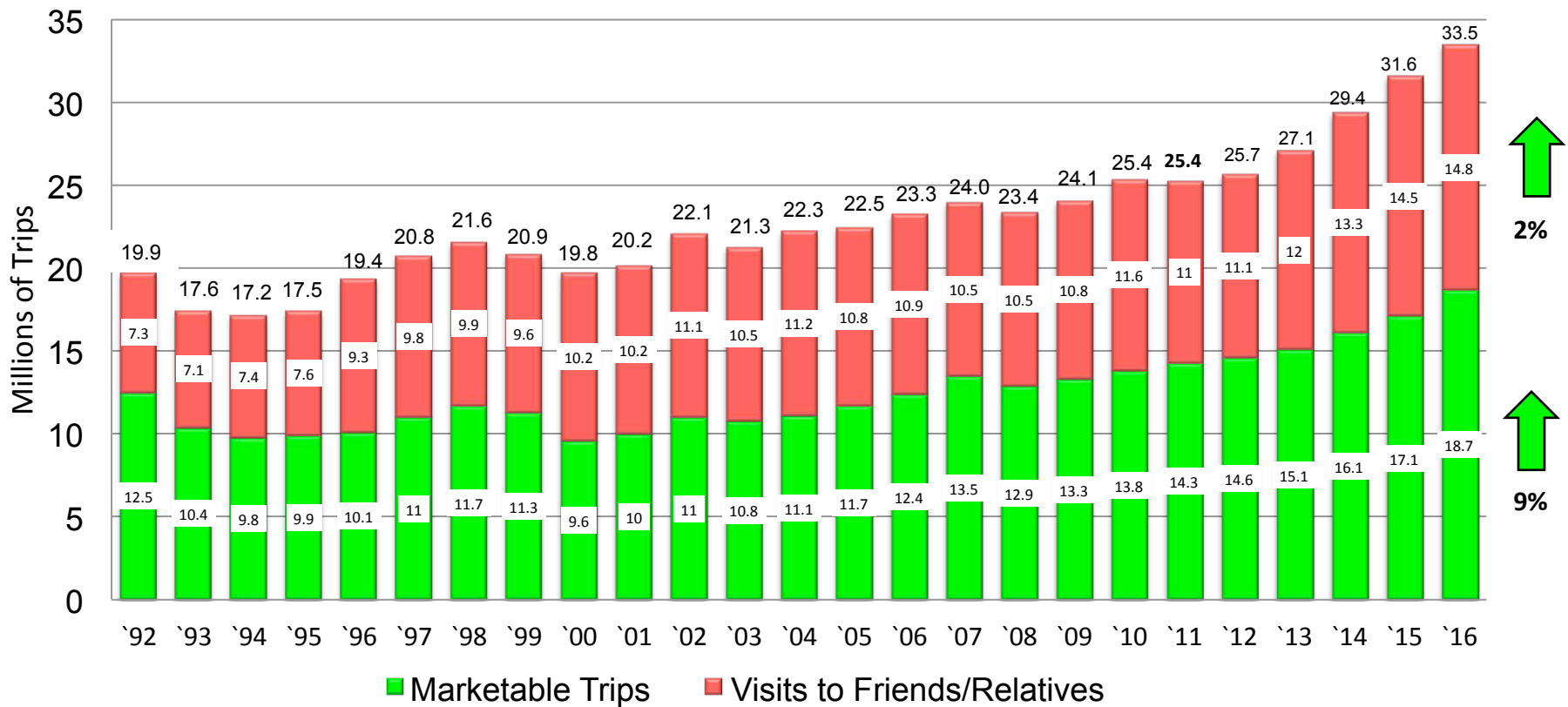


Note: Referencing this and subsequent charts showing annual trends, the Travel USA® survey was standardized for Leisure travel starting in 1992, so all charts about Leisure travel begin with that year. Questions about business trips were added in 1994; so charts about business travel or that show a total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

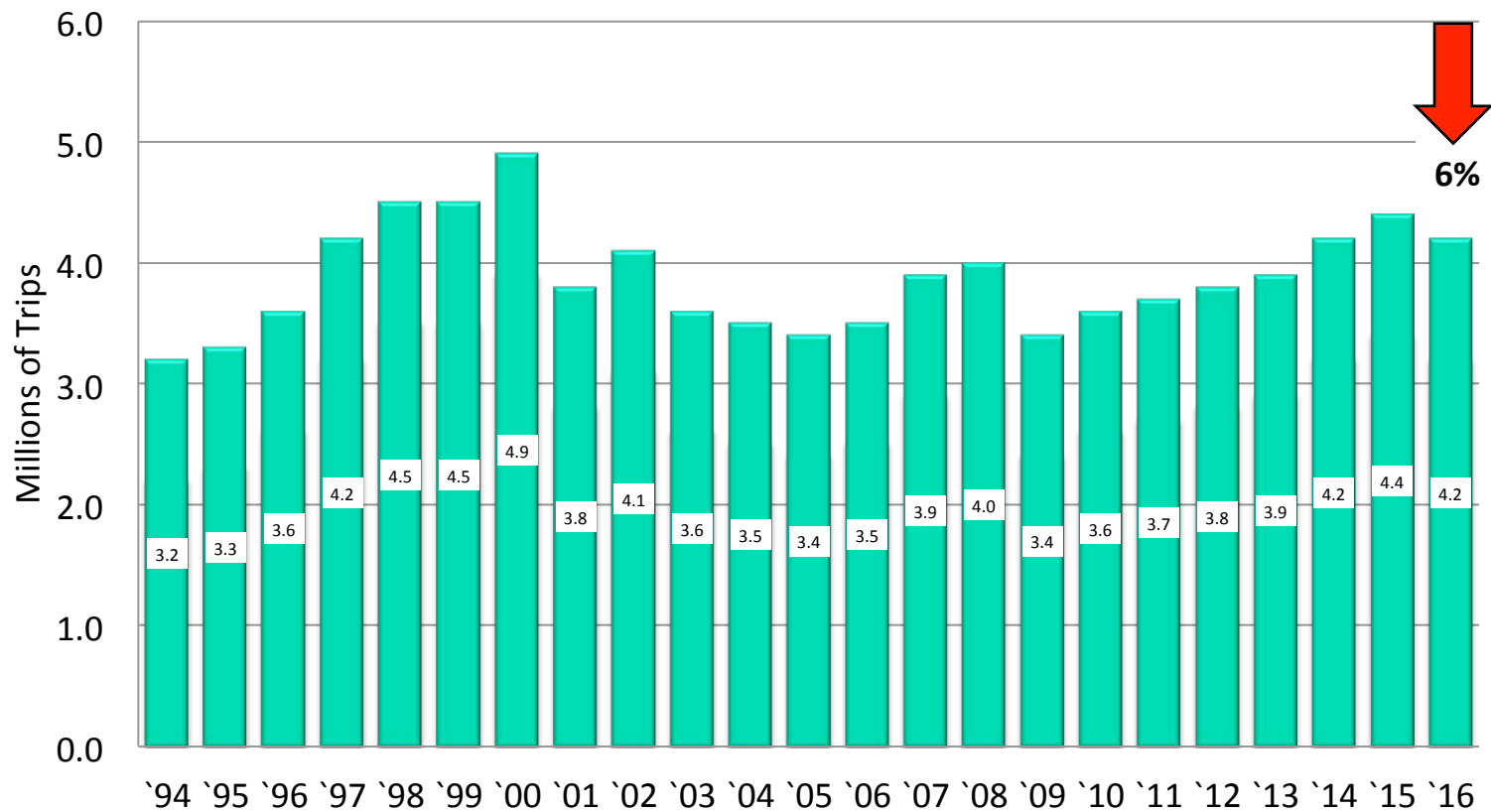
Overnight Leisure Trips to Colorado — 1992 to 2016



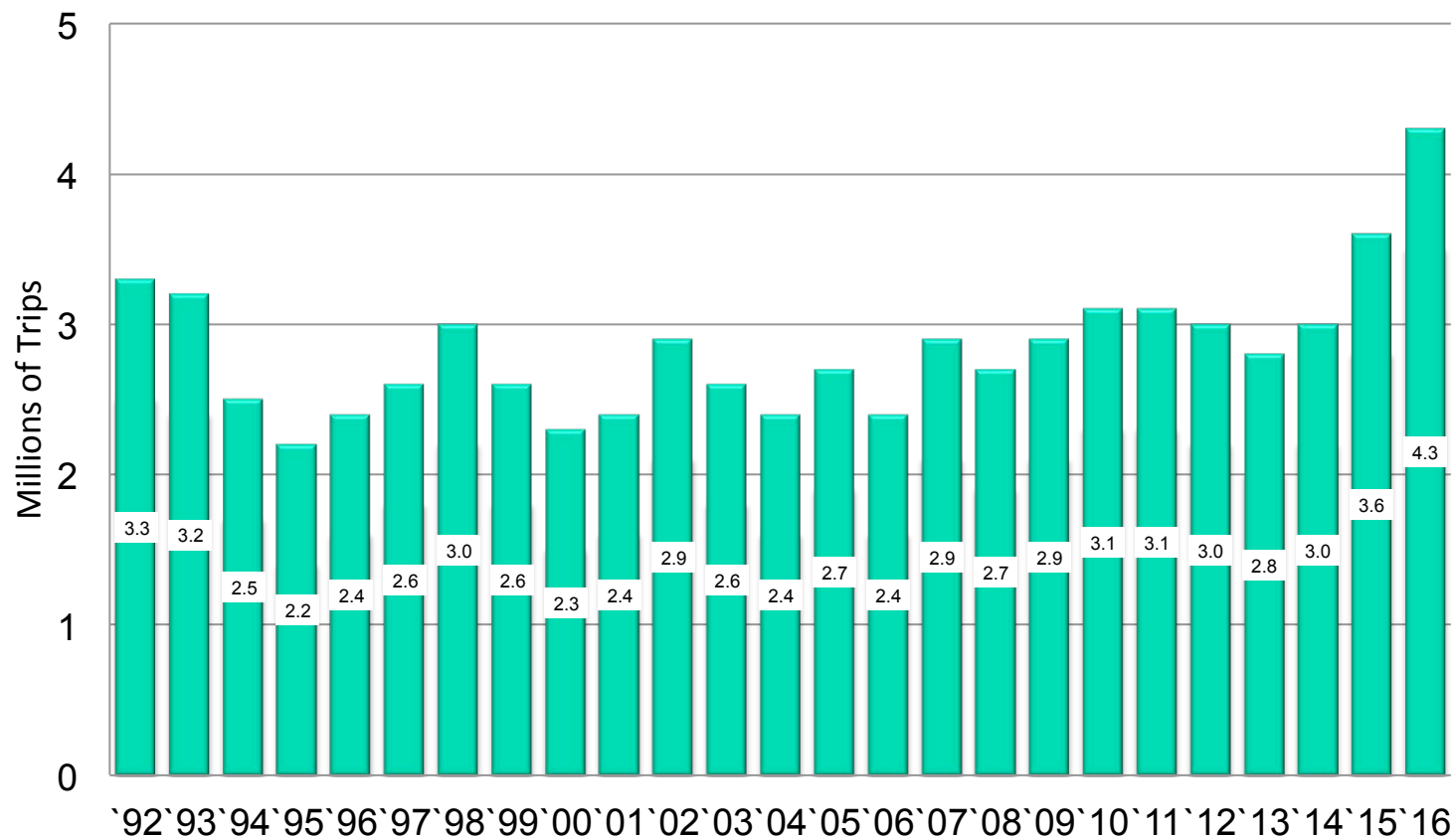
Structure of Colorado's Overnight Leisure Travel Market



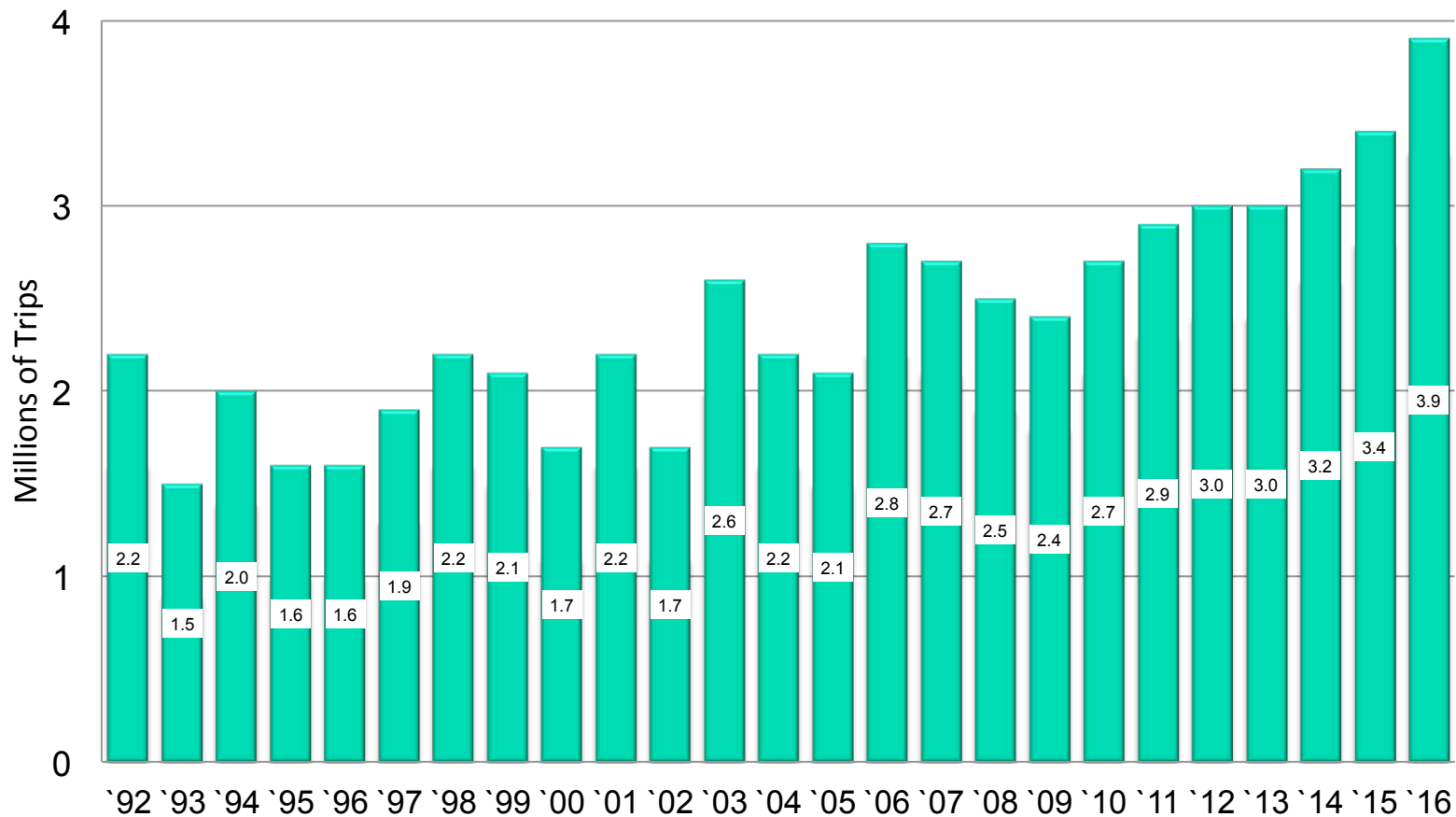
Overnight Business Trips to Colorado — 1994 to 2016



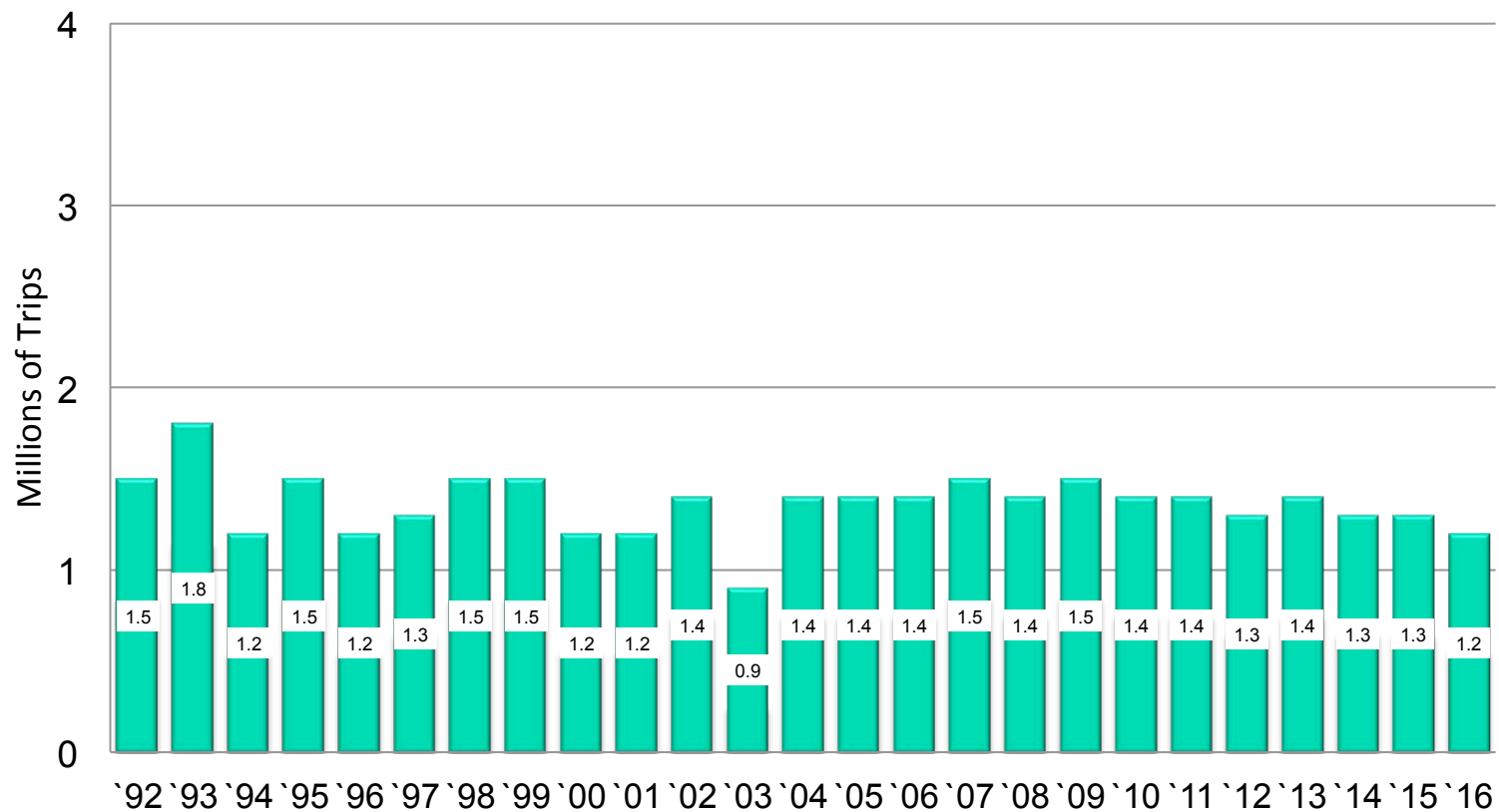
Overnight Touring Trips to Colorado



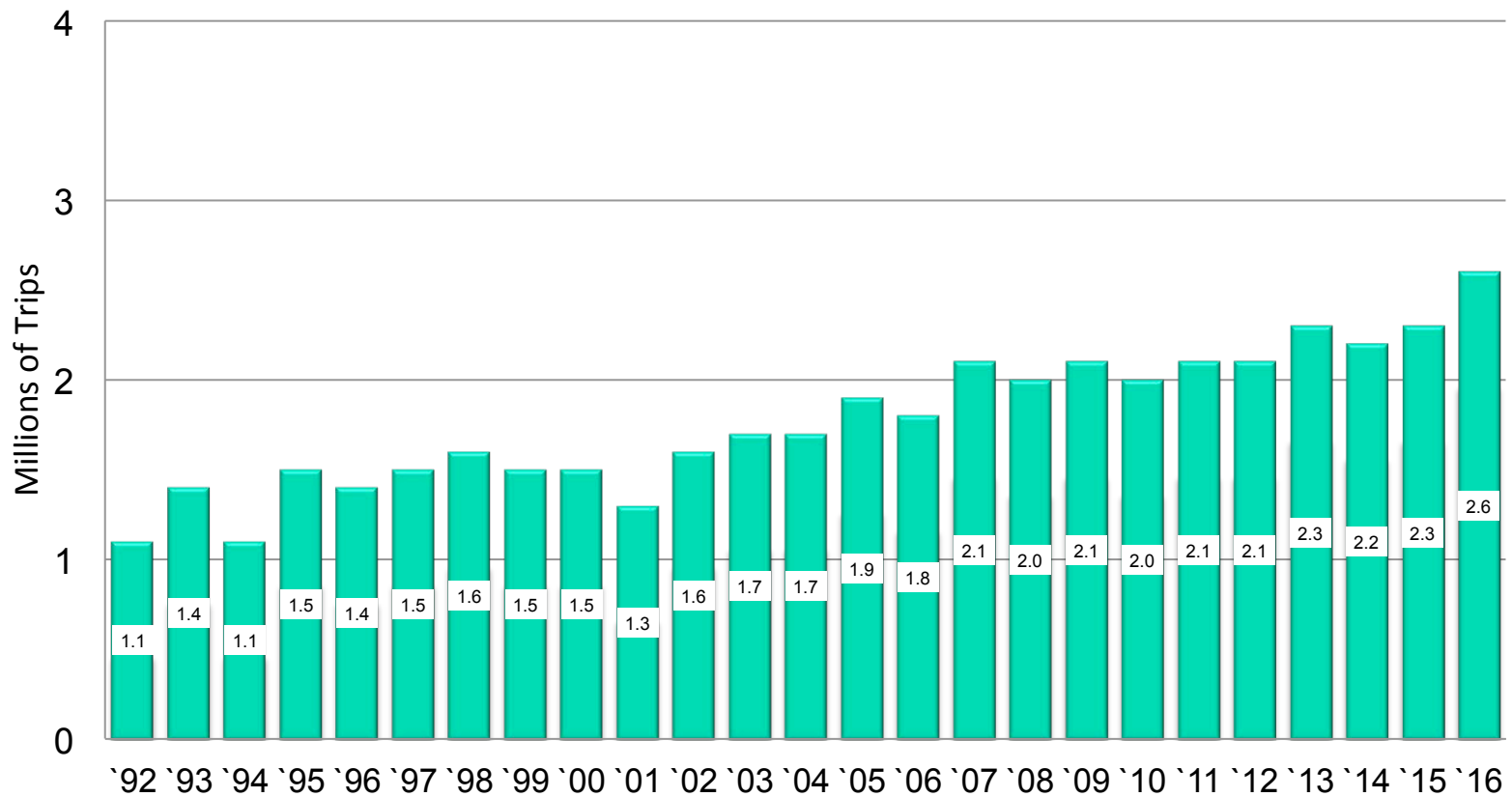
Overnight Outdoor Trips to Colorado



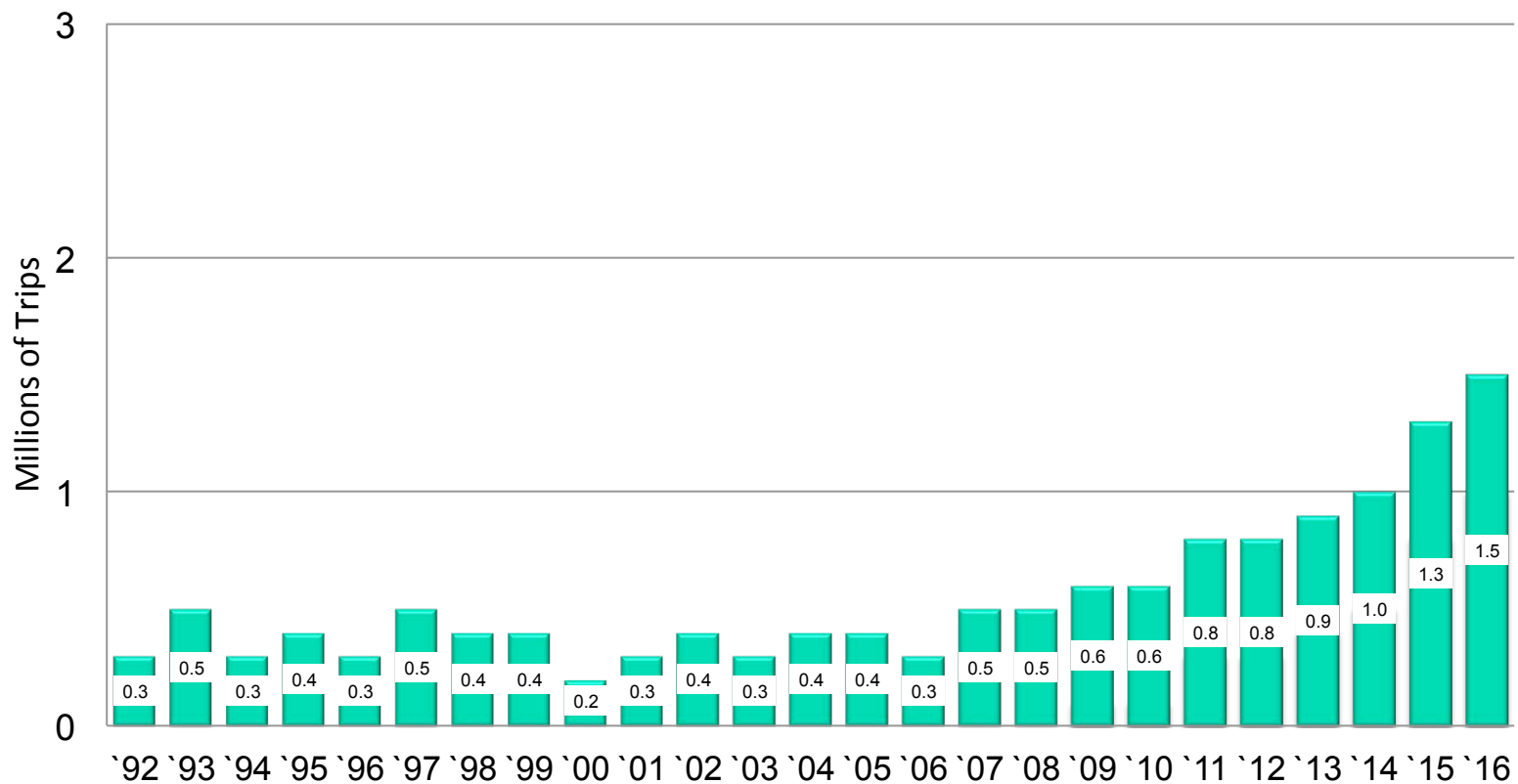
Overnight Business-Leisure Trips to Colorado



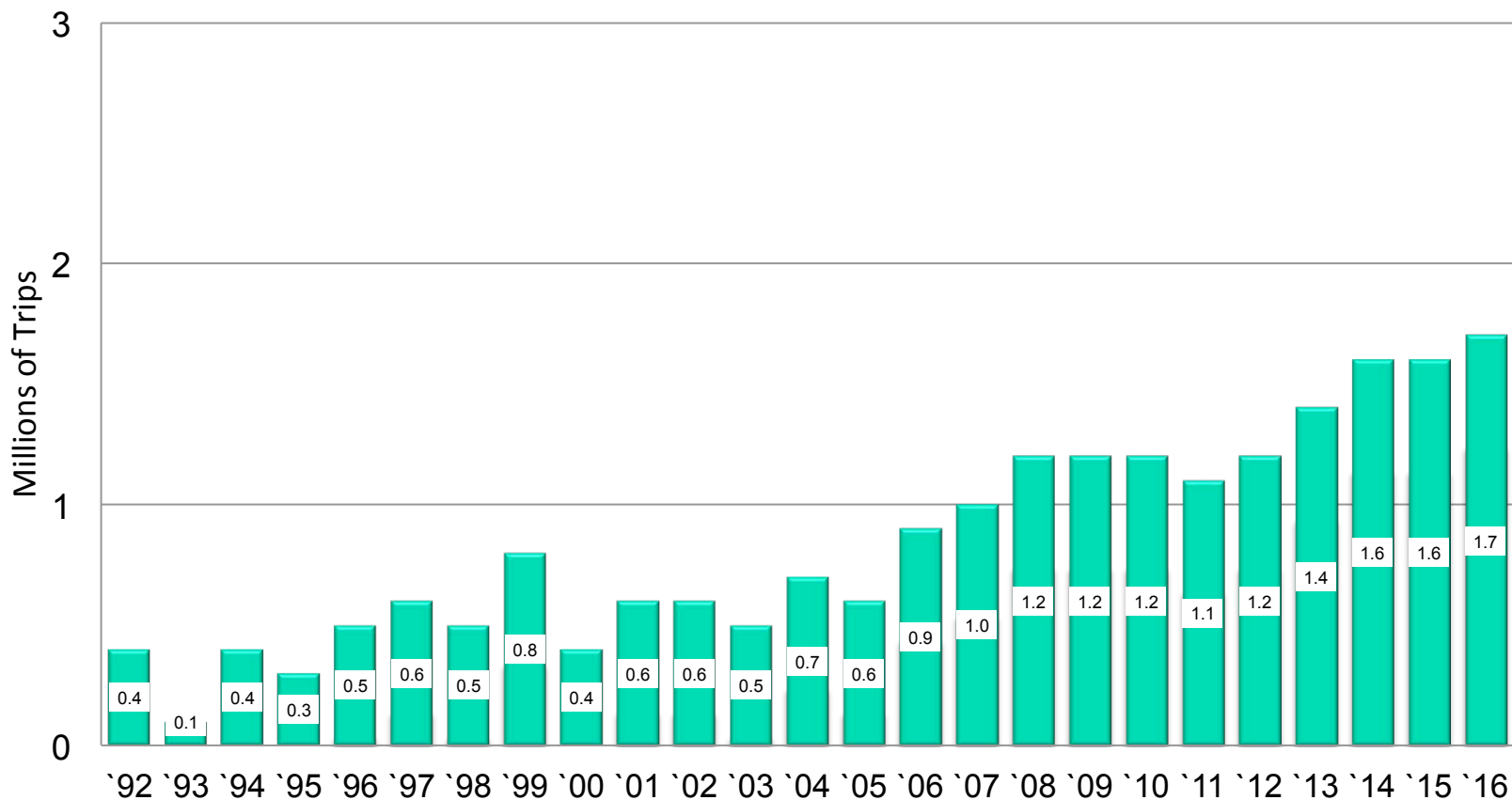
Overnight Special Event Trips to Colorado



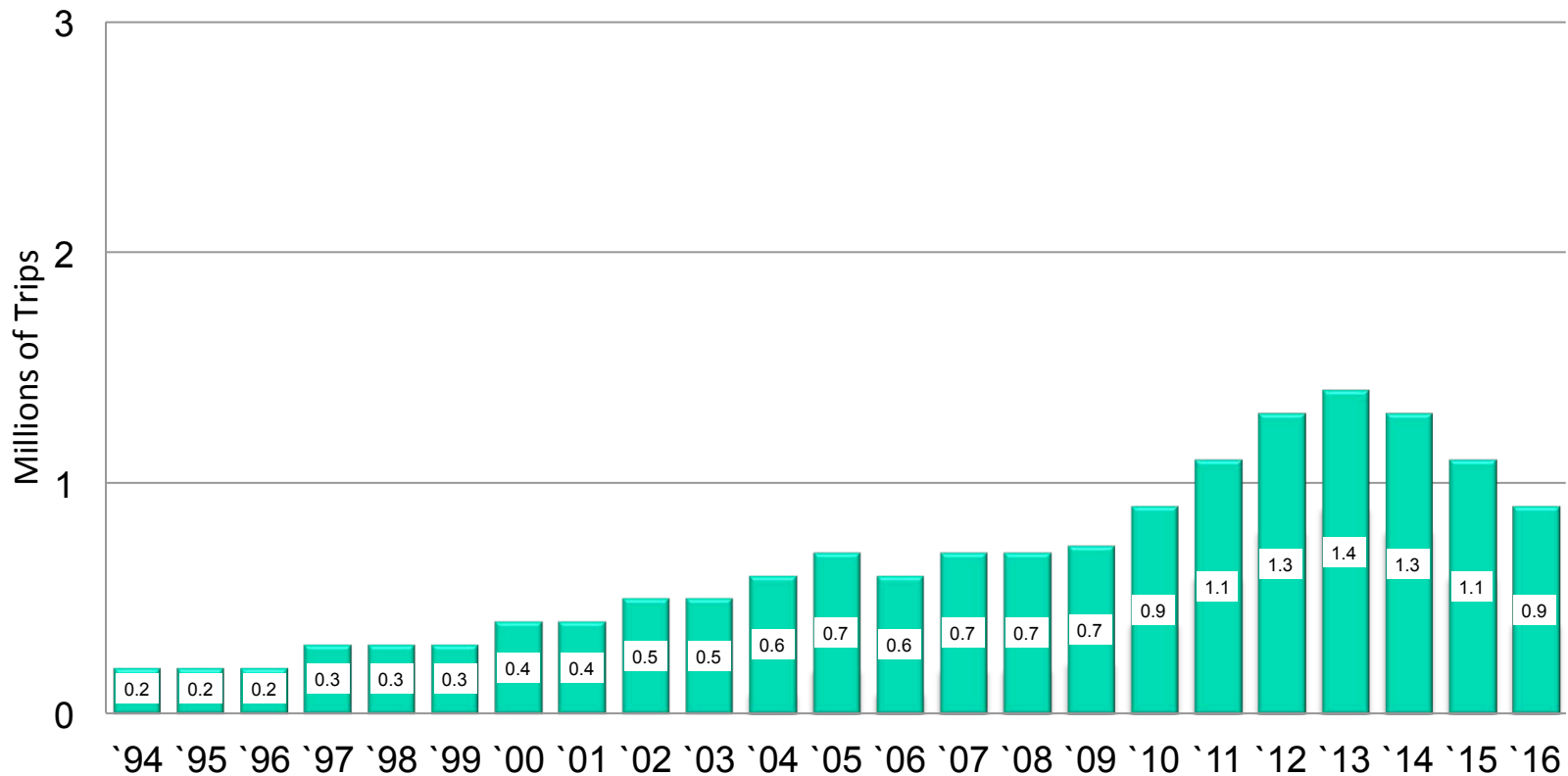
Overnight Resort Trips to Colorado



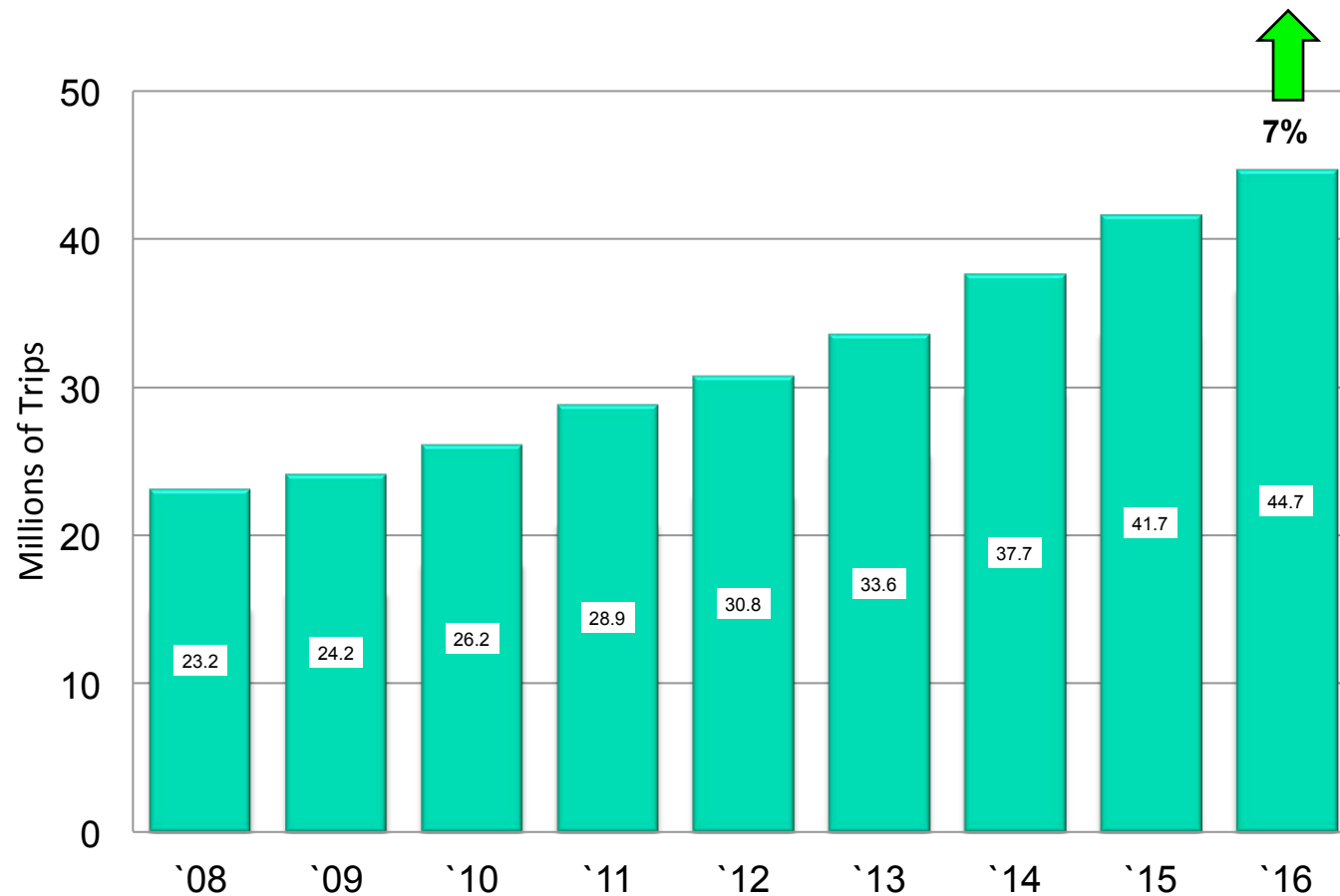
Overnight City Trips to Colorado



Overnight Casino Trips to Colorado



Day Trips To/Within Colorado

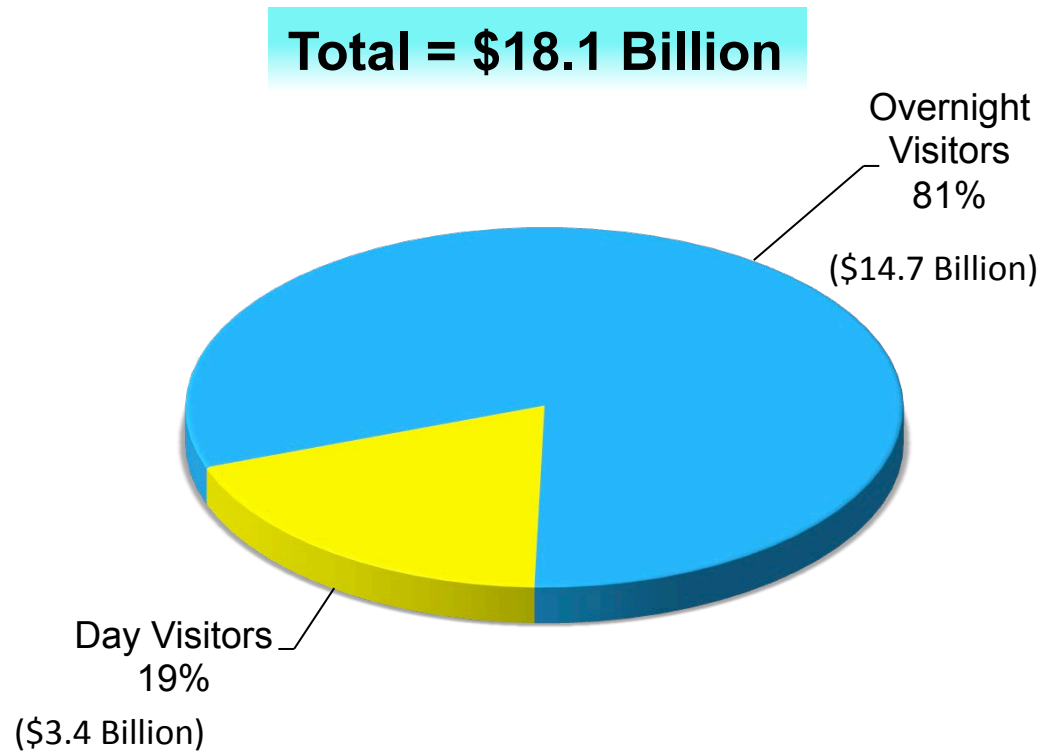




Travel and Tourism Spending in Colorado



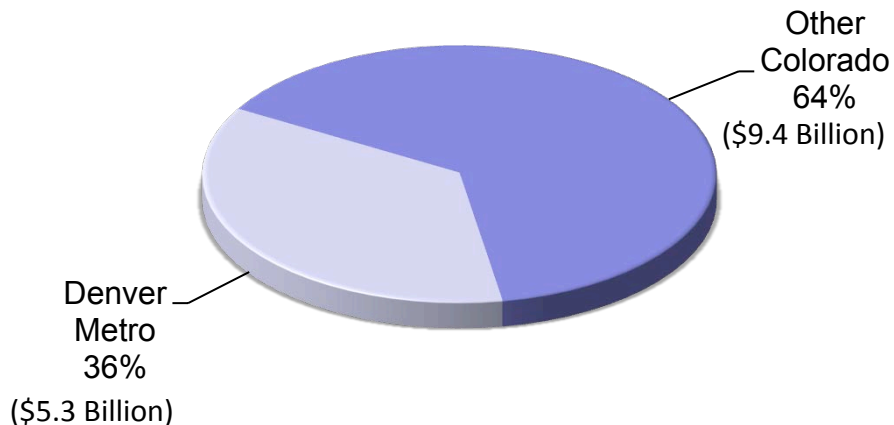
Total Travel Spending in Colorado in 2016 By Domestic Visitors



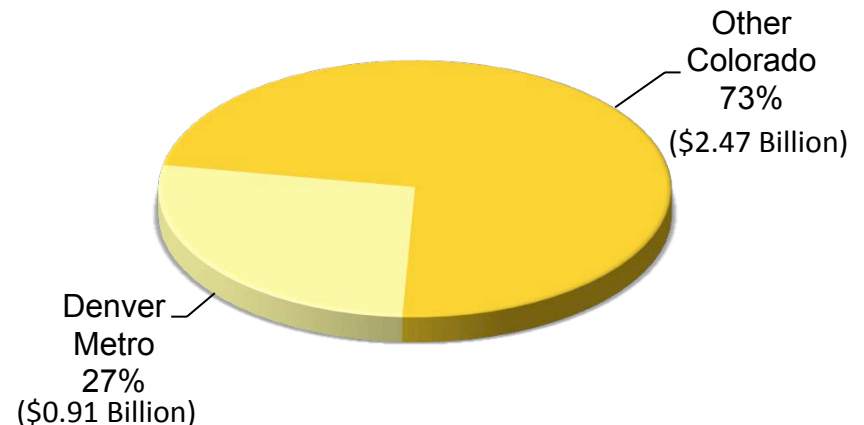
Total Travel Spending in Colorado in 2016

Overall Total = \$18.1 Billion

Total Overnight = \$14.7 Billion

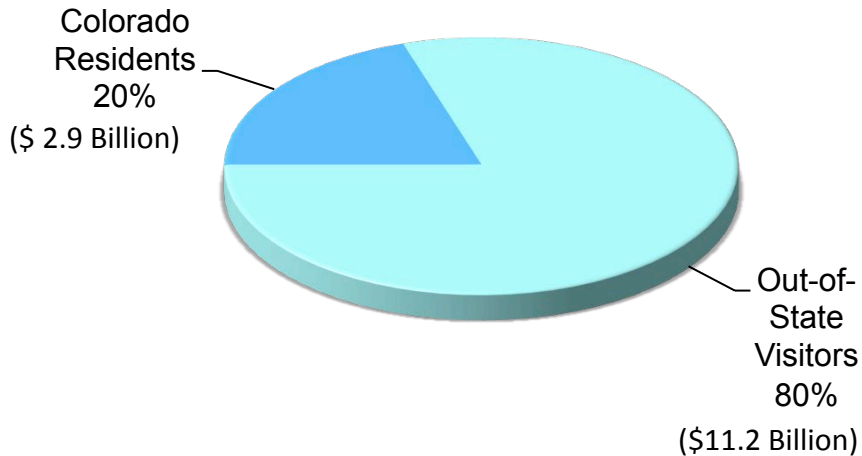


Total Day = \$3.4 Billion

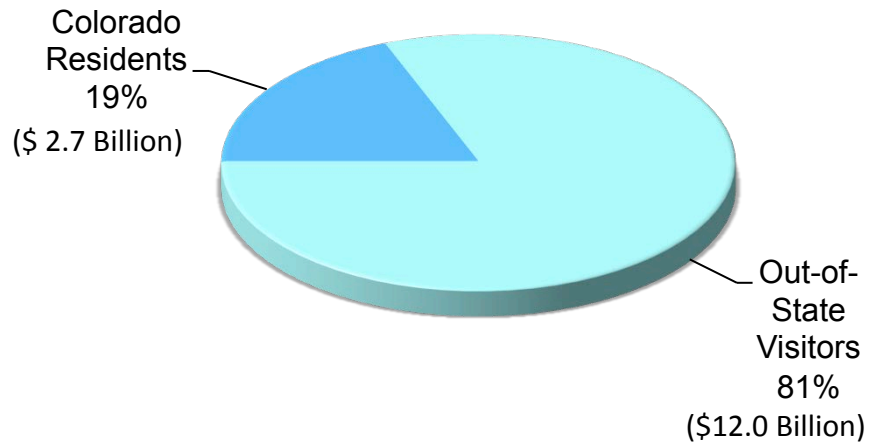


Total Travel Spending in Colorado — Overnight Visitors

2015 Total= \$14.1 Billion

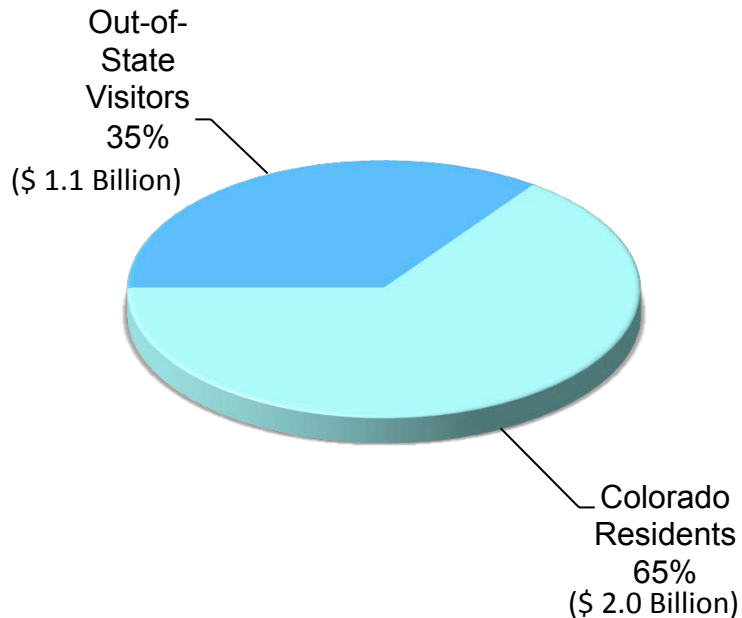


2016 Total= \$14.7 Billion

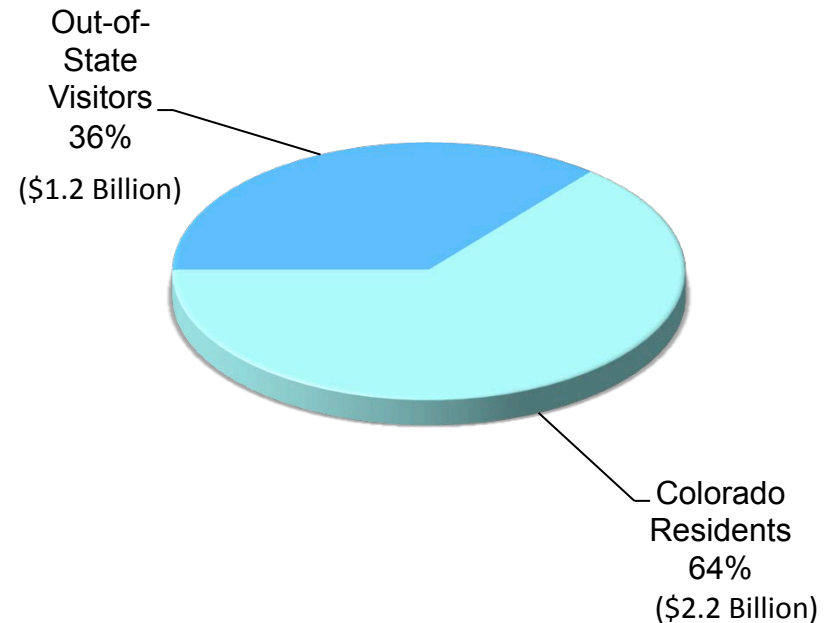


Total Travel Spending in Colorado — Day Visitors

2015 Total = \$3.1 Billion

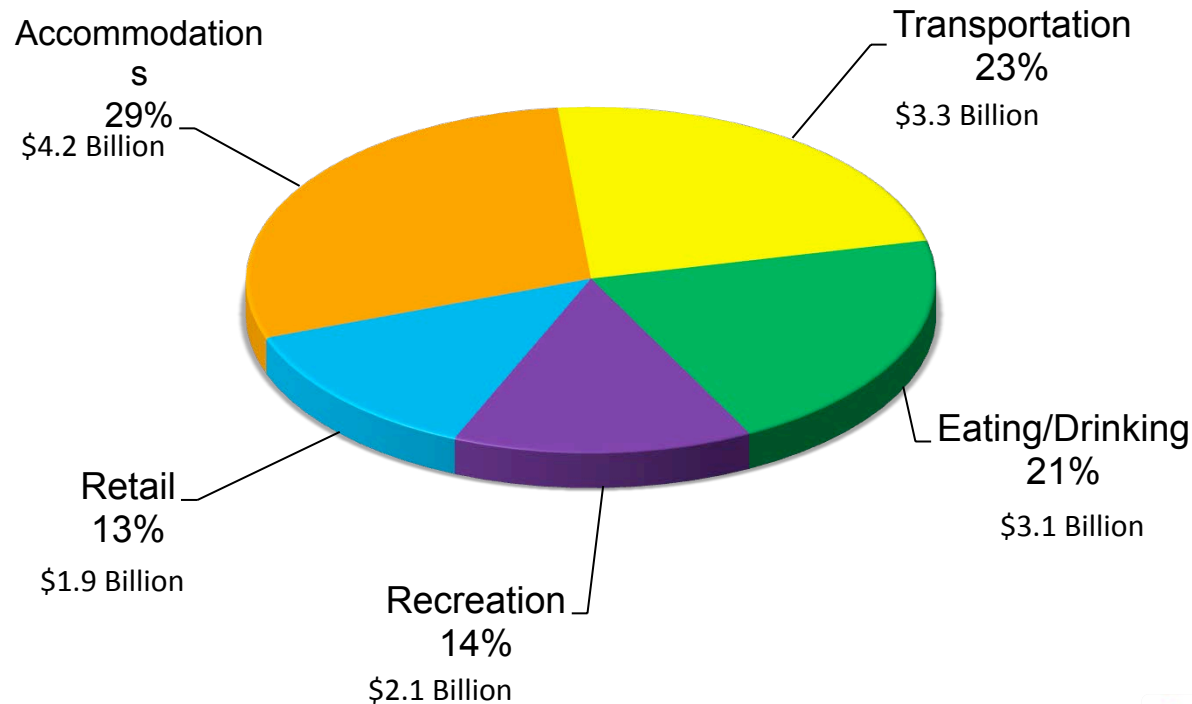


2016 Total = \$3.4 Billion



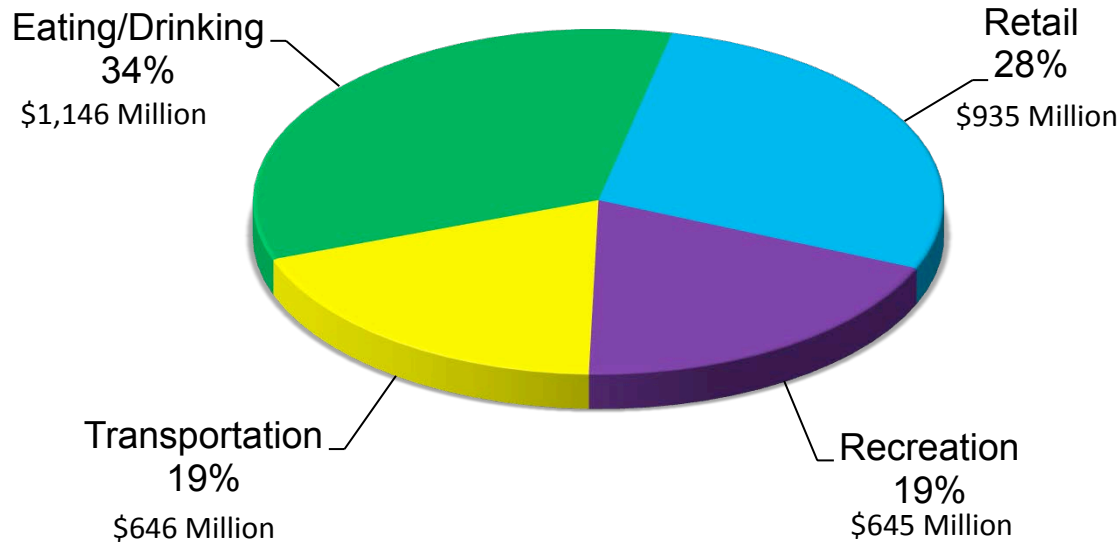
Total Spending in 2016 by Sector — Overnight Visitors

Total Spending = \$14.7 Billion

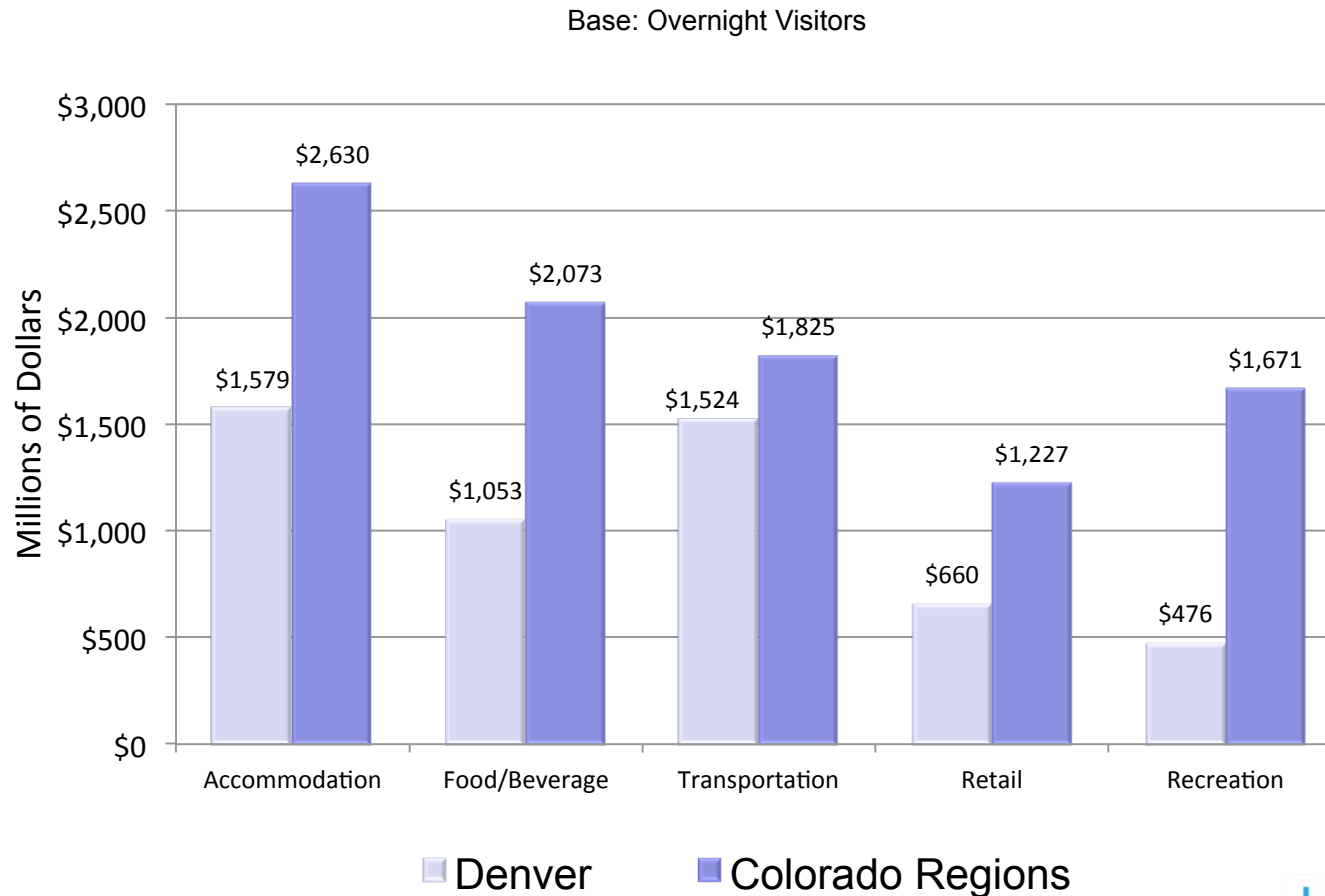


Total Spending in 2016 by Sector — Day Visitors

Total Spending = \$3.4 Billion



Overnight Travel Spending in 2016 By Sector — Denver vs. Other Colorado Regions



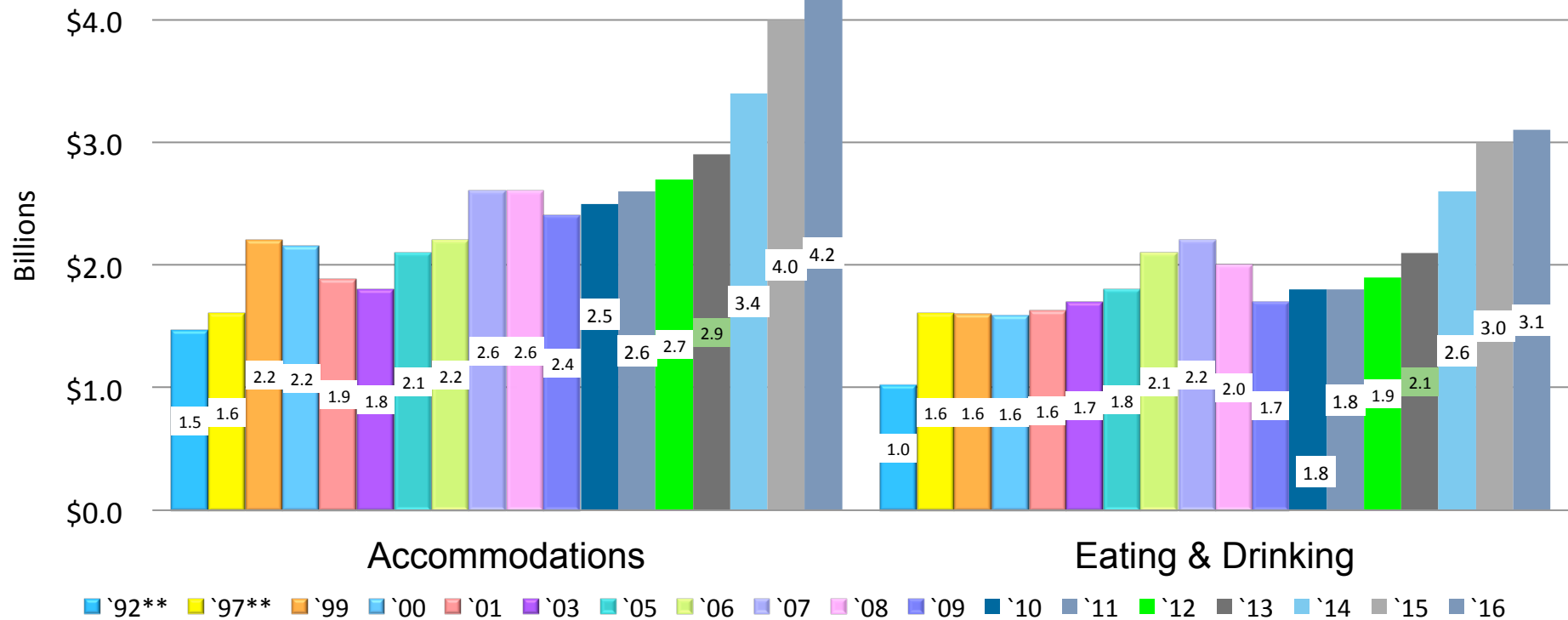
Recreation Expenditures in 2016 — Overnight Visitors

Total = \$2.1 Billion

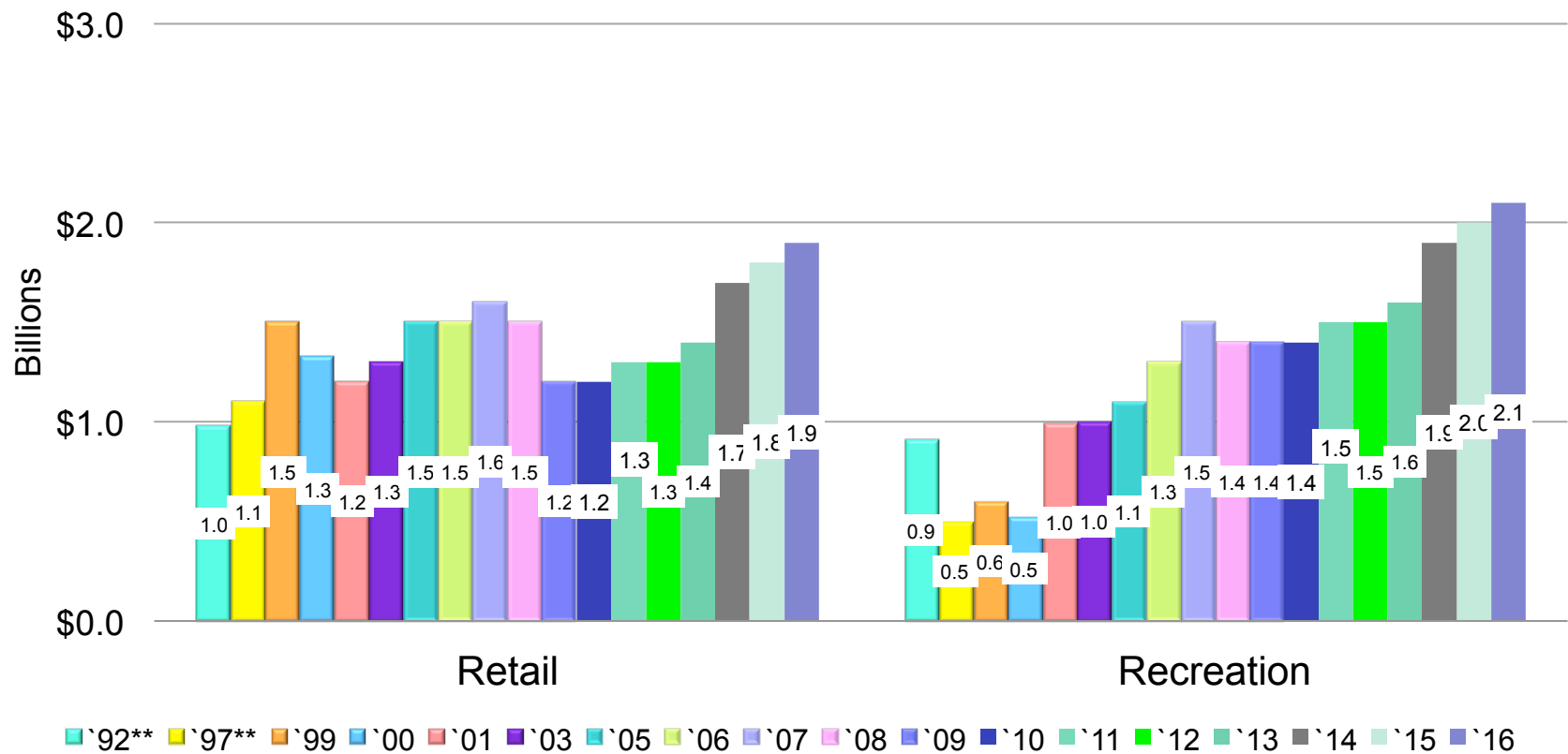


*Gaming expenditures are routinely included in the "Recreation" category, one of the five standard groupings used by economists to analyze travel and tourism expenditures.

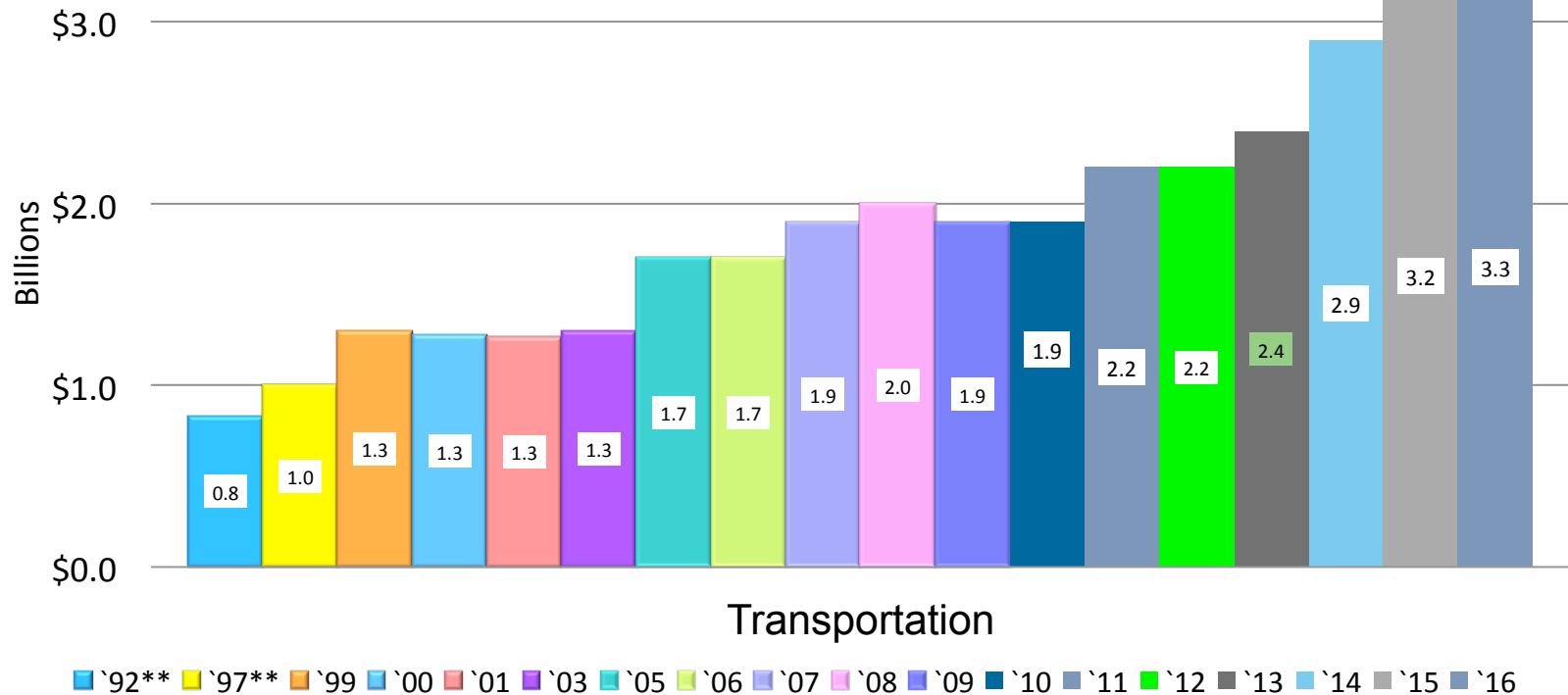
Colorado Expenditure Tracking — Overnight Visitors



Colorado Expenditure Tracking — Overnight Visitors

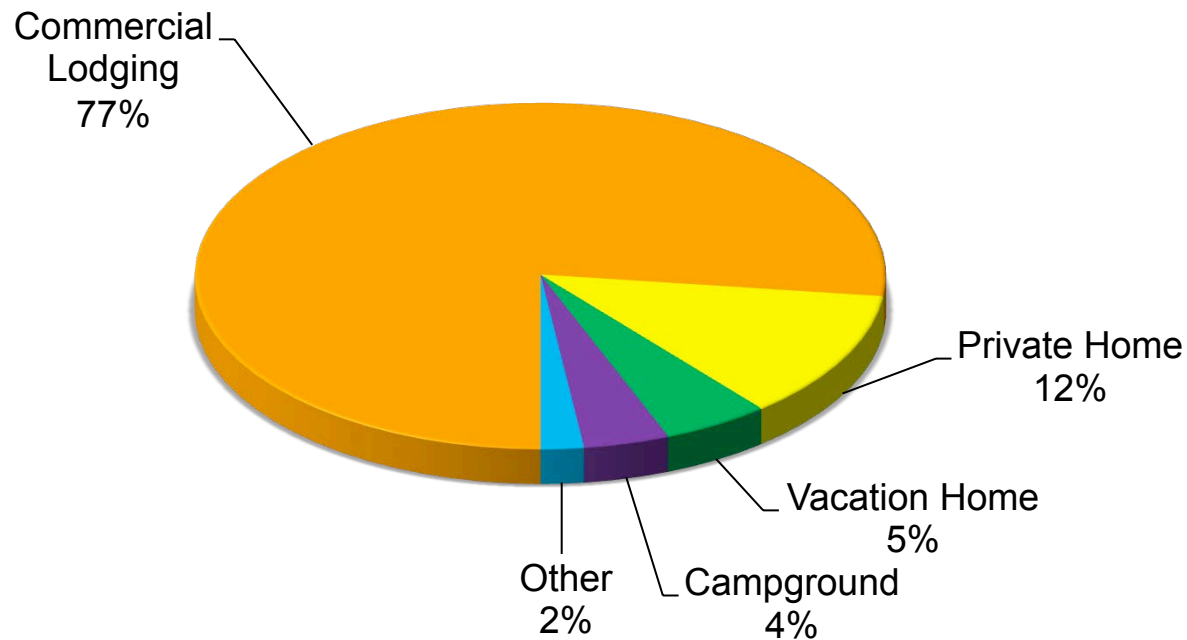


Colorado Expenditure Tracking — Overnight Visitors

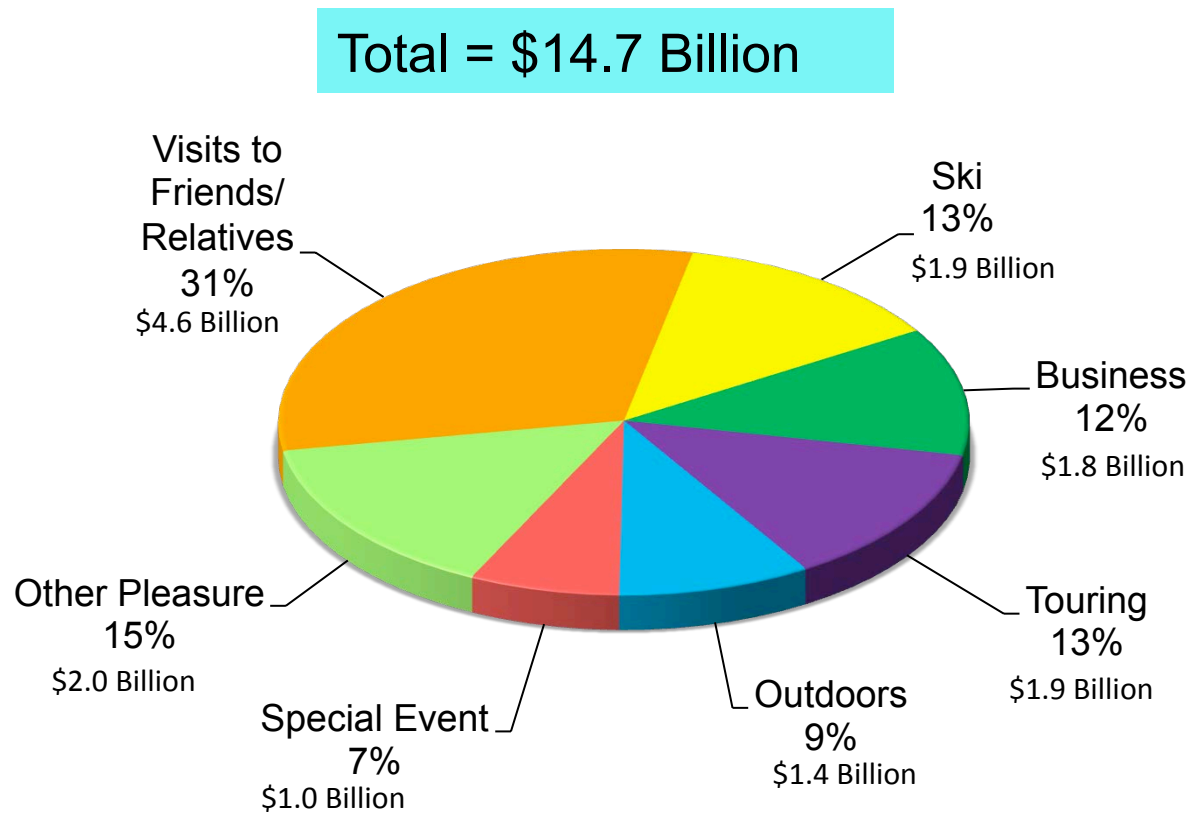


Total Spending in 2016 by Type of Accommodations — Overnight Trips

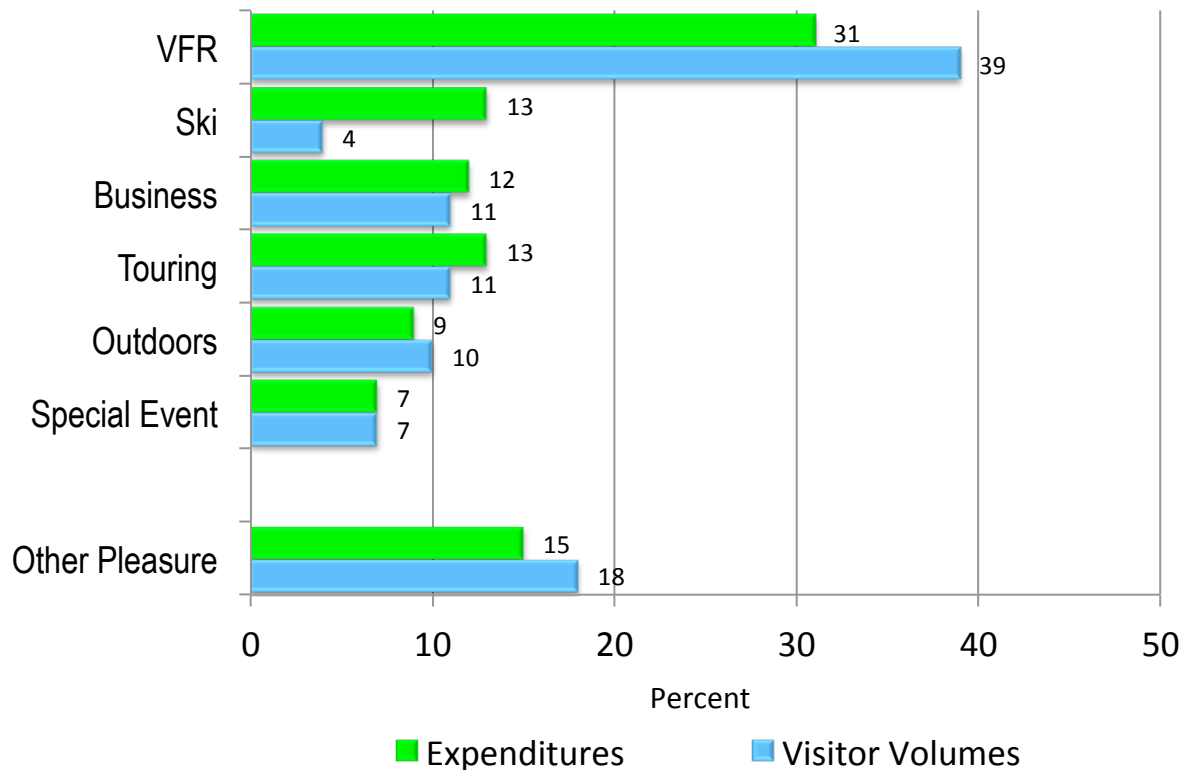
Total = \$14.7 Billion



Total Spending in 2016 by Purpose of Trip — Overnight Visitors

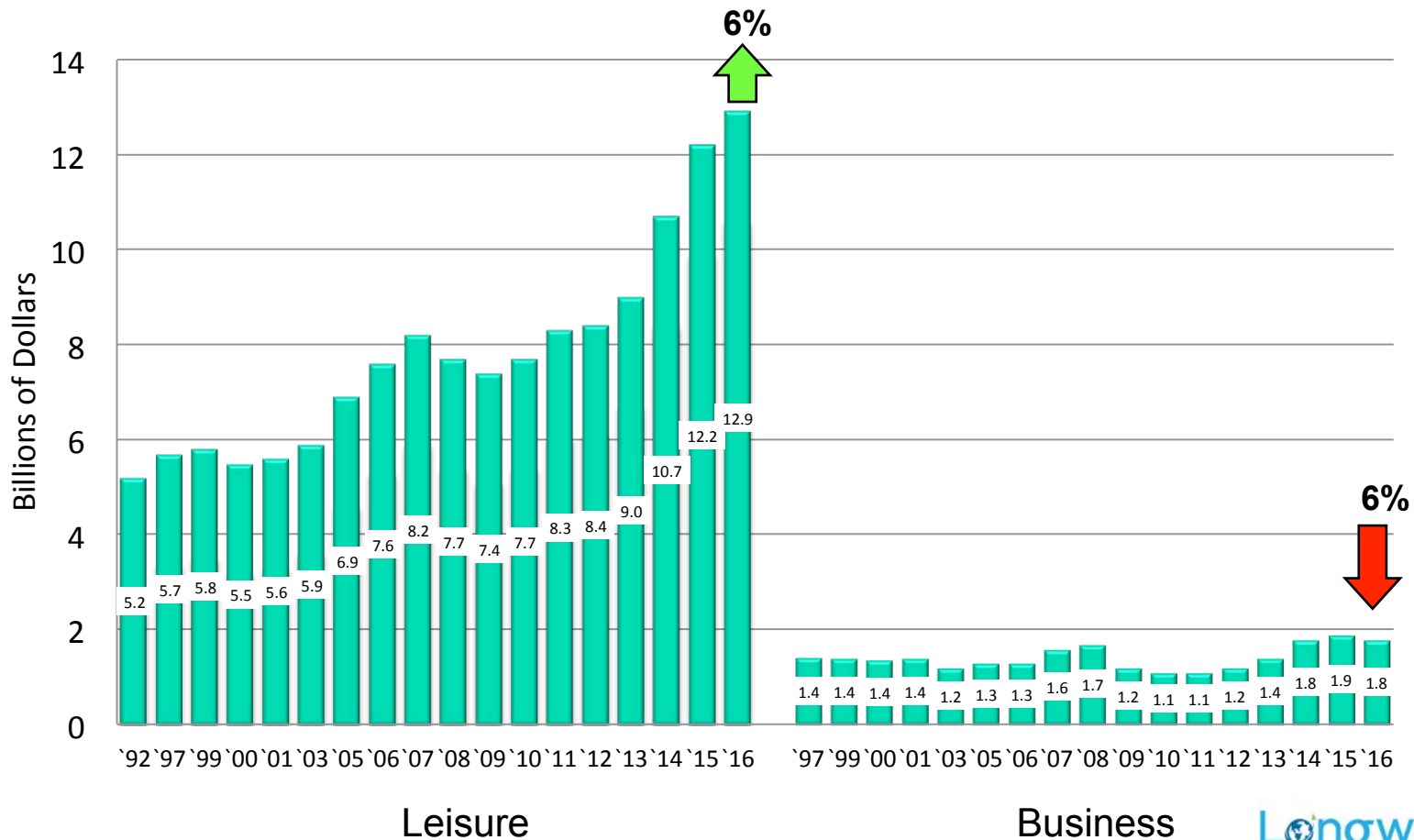


Spending Versus Overnight Visitor Volumes in 2016

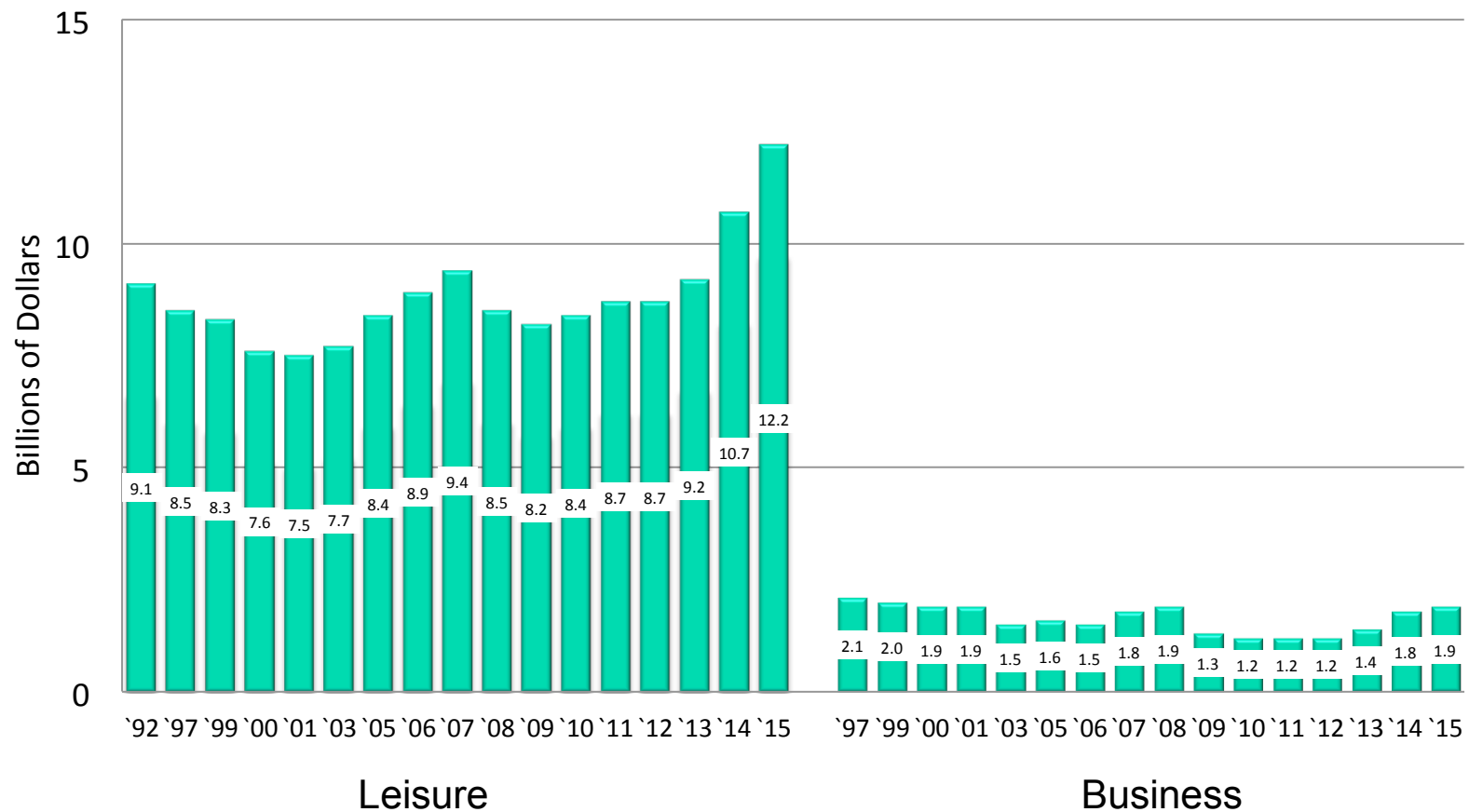


Actual Travel Expenditures on Overnight Trips — 1992 to 2016

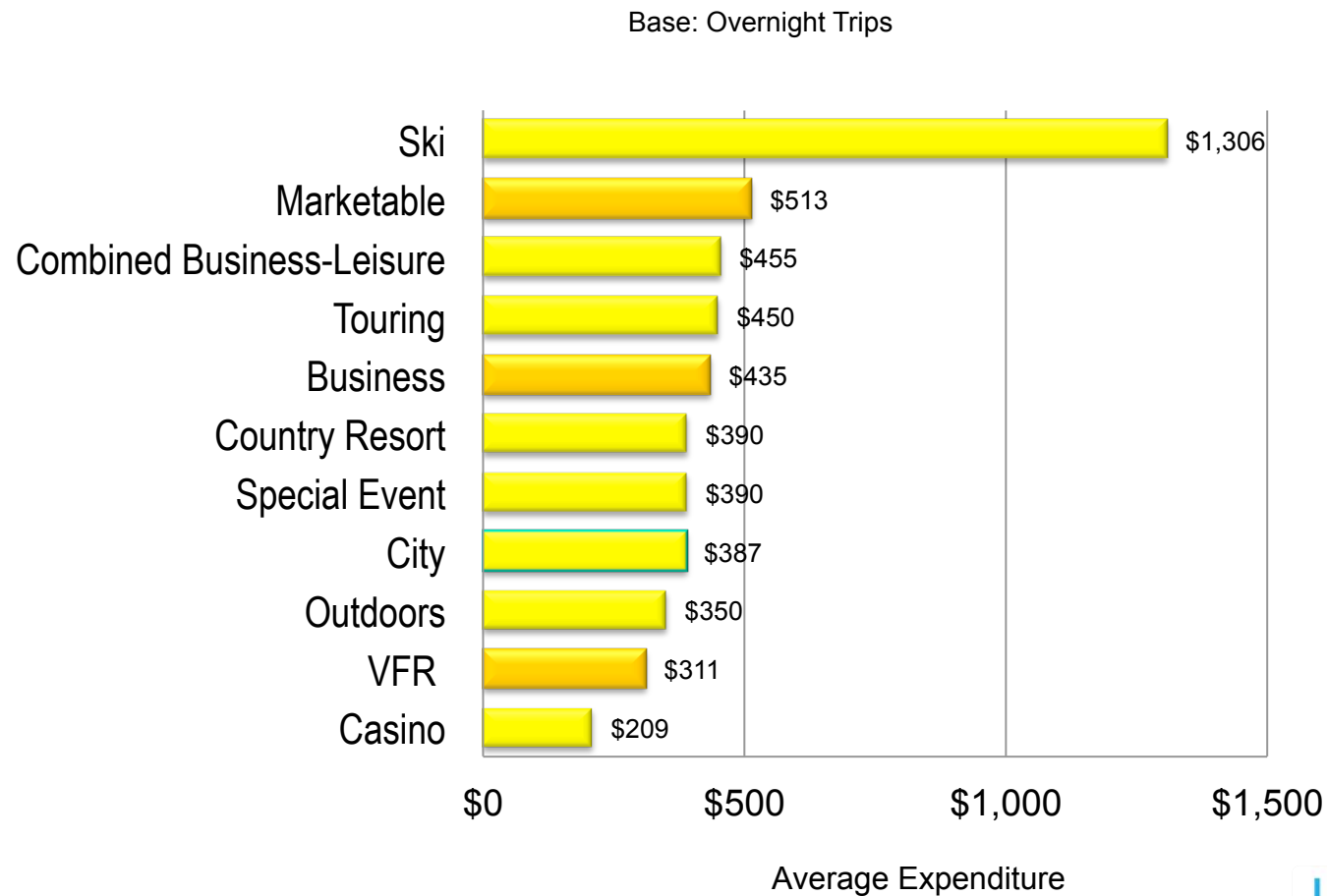
Total Spending Up 5%



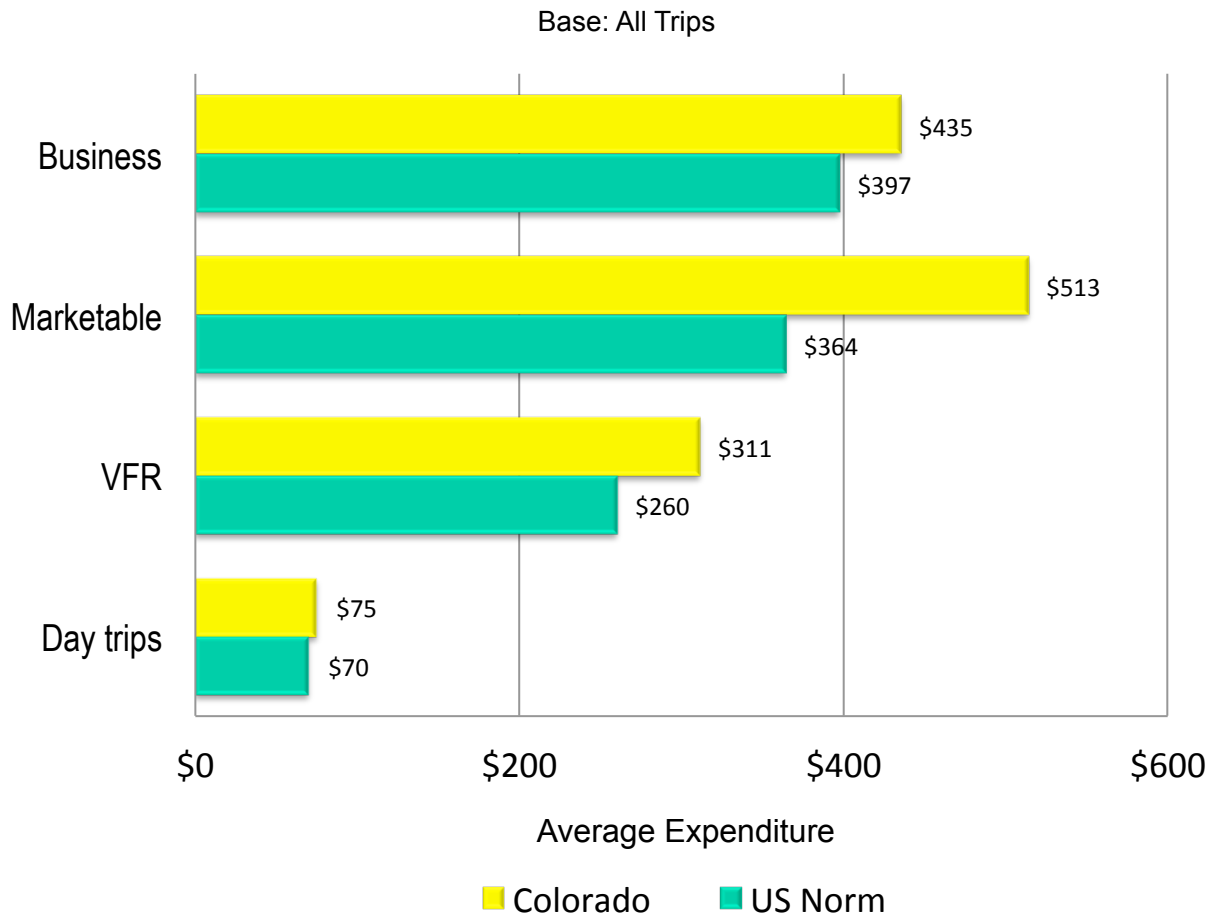
Inflation Adjusted Travel Expenditures — Overnight 1992 to 2016



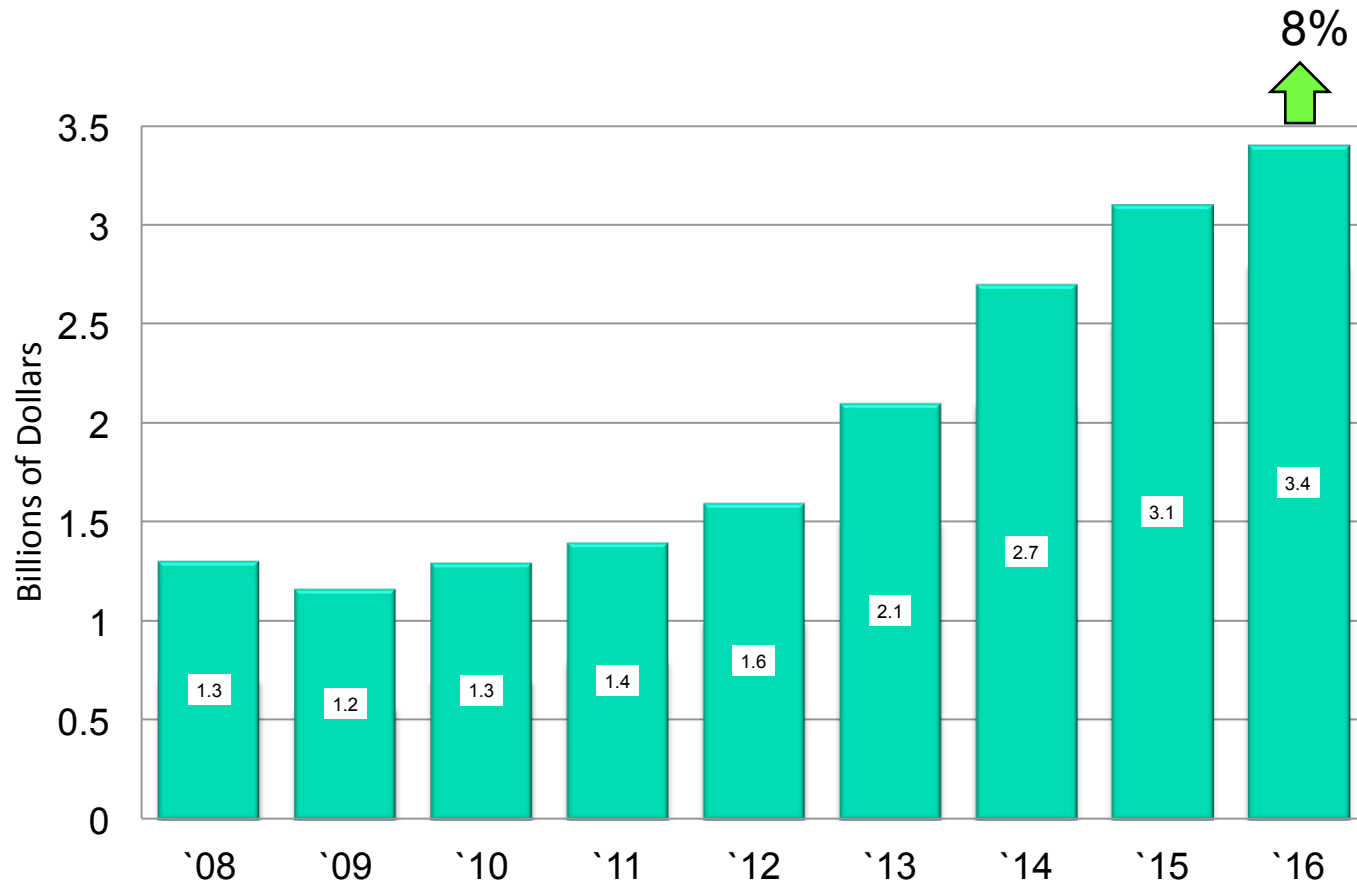
Per Person Expenditures by Trip Purpose



Per Person Expenditures



Expenditures on Day Trips





2016 Leisure Travel Profile





Longwoods
INTERNATIONAL

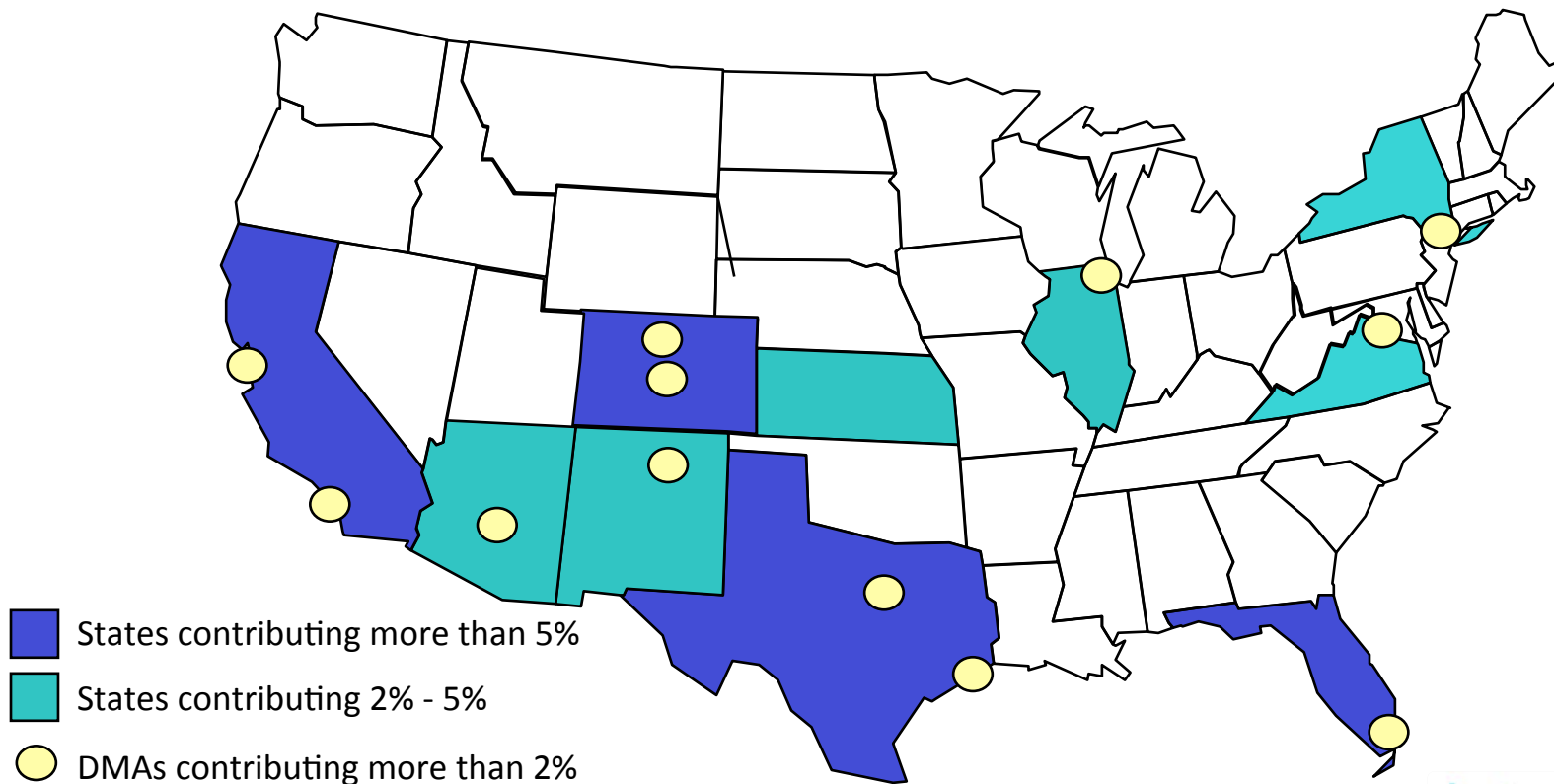
Sources of Leisure Travel



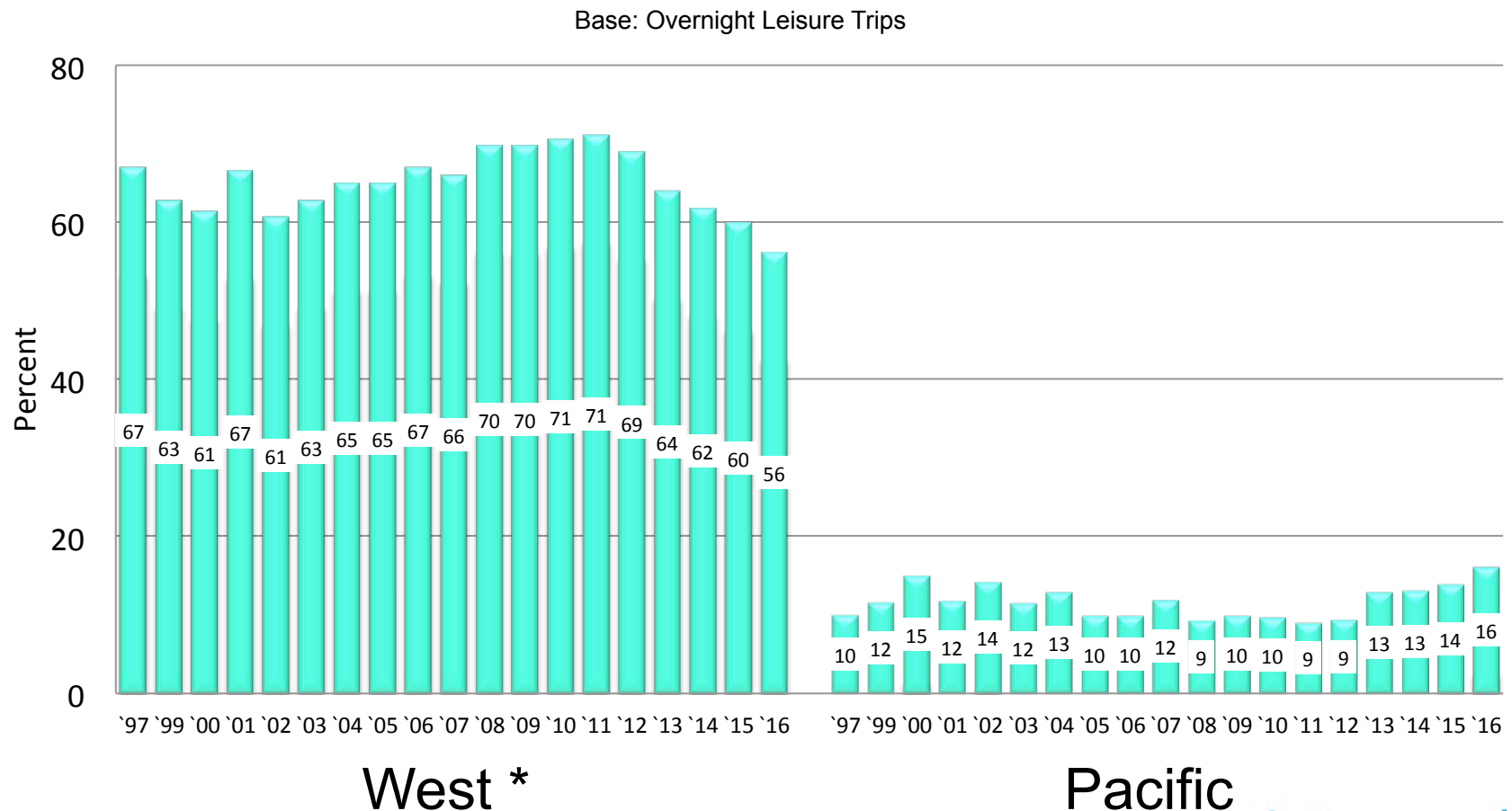
Longwoods
INTERNATIONAL

Sources of Business

Base: Overnight Leisure Trips



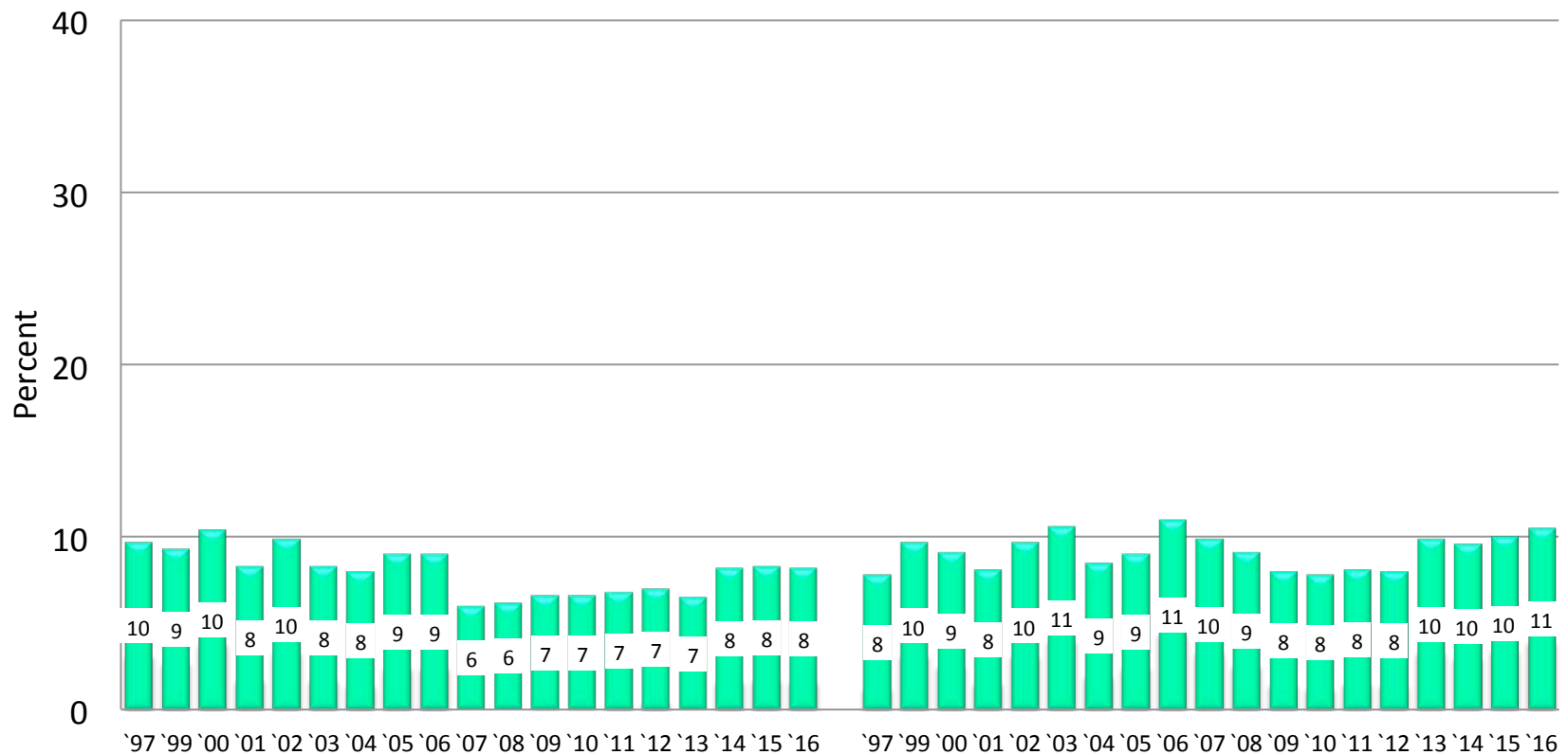
Regional Sources of Business



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

Regional Sources of Business

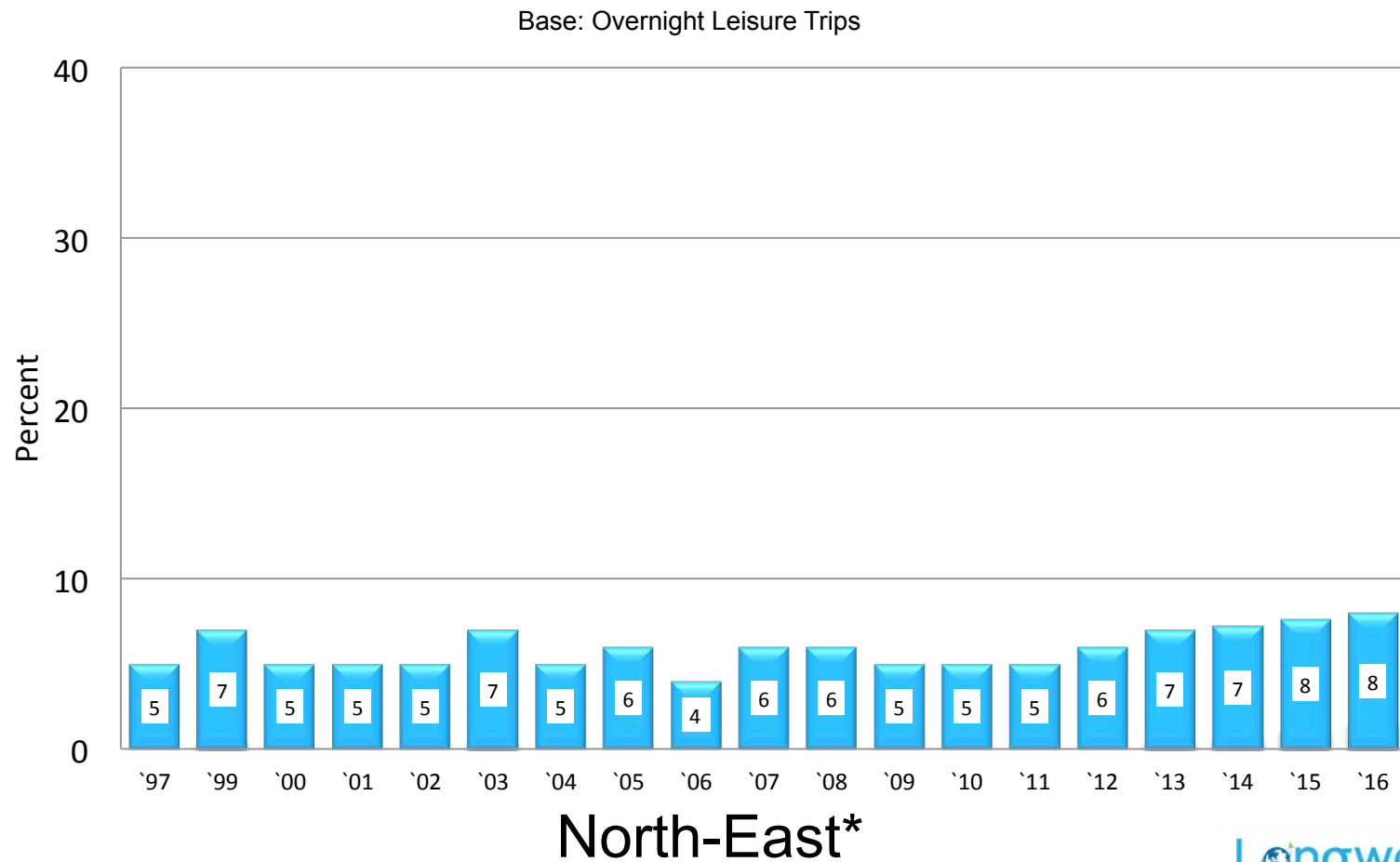
Base: Overnight Leisure Trips



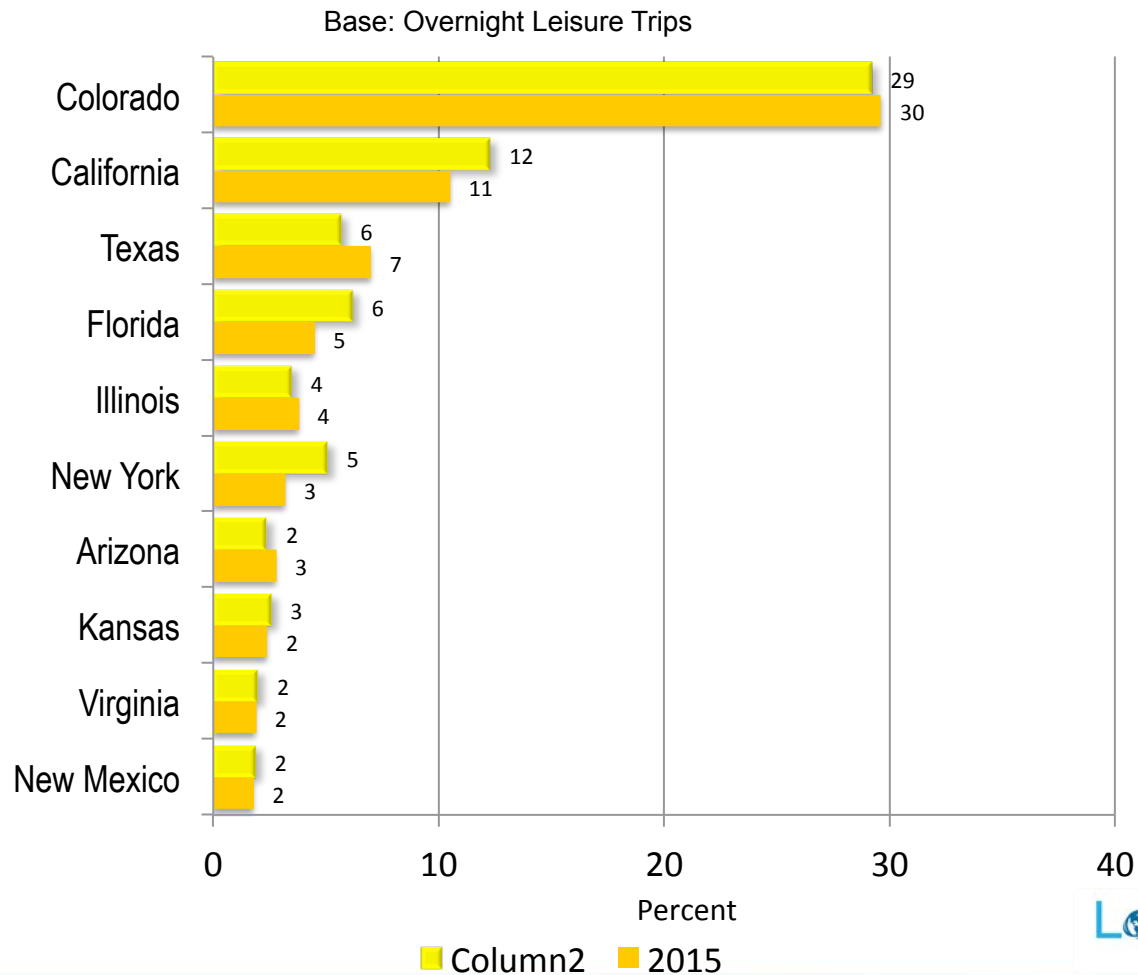
Mid-West

South

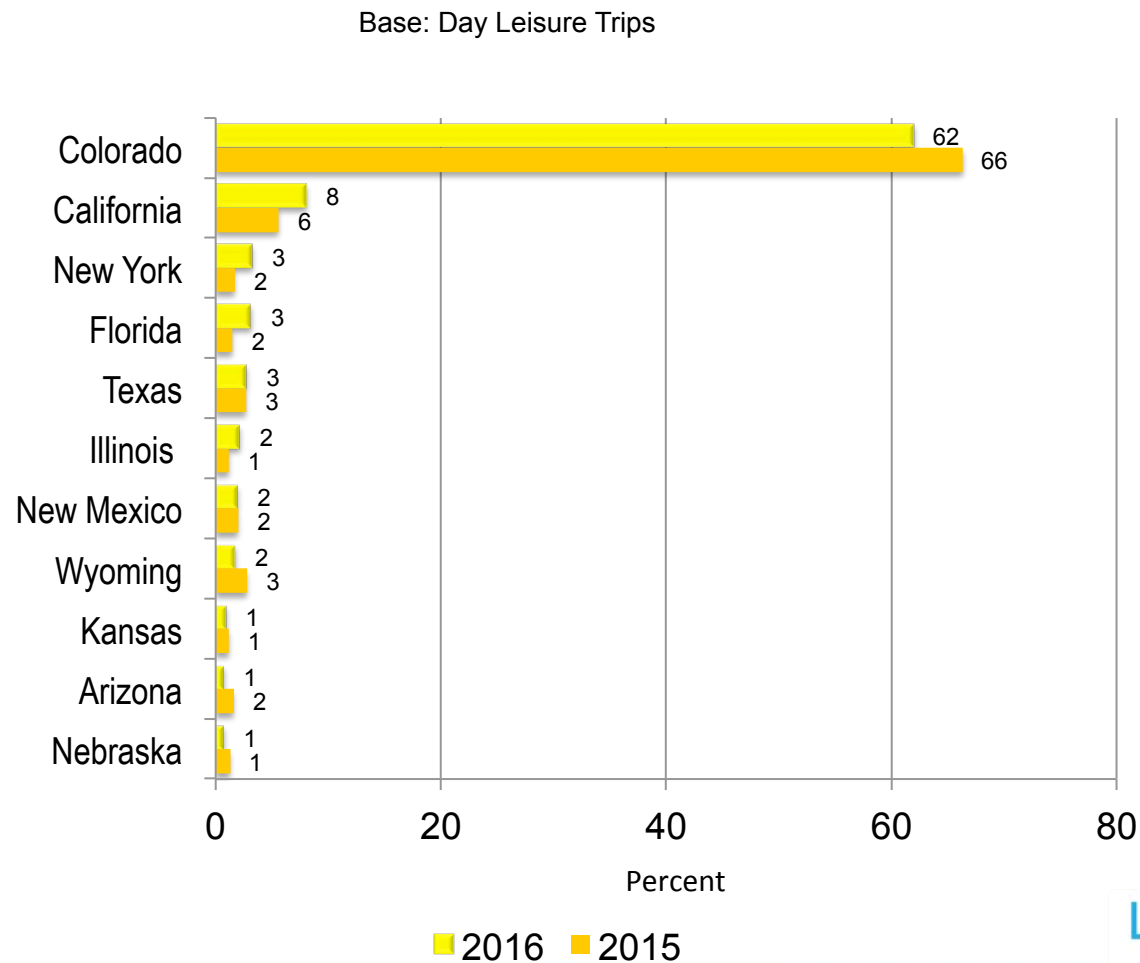
Regional Sources of Business



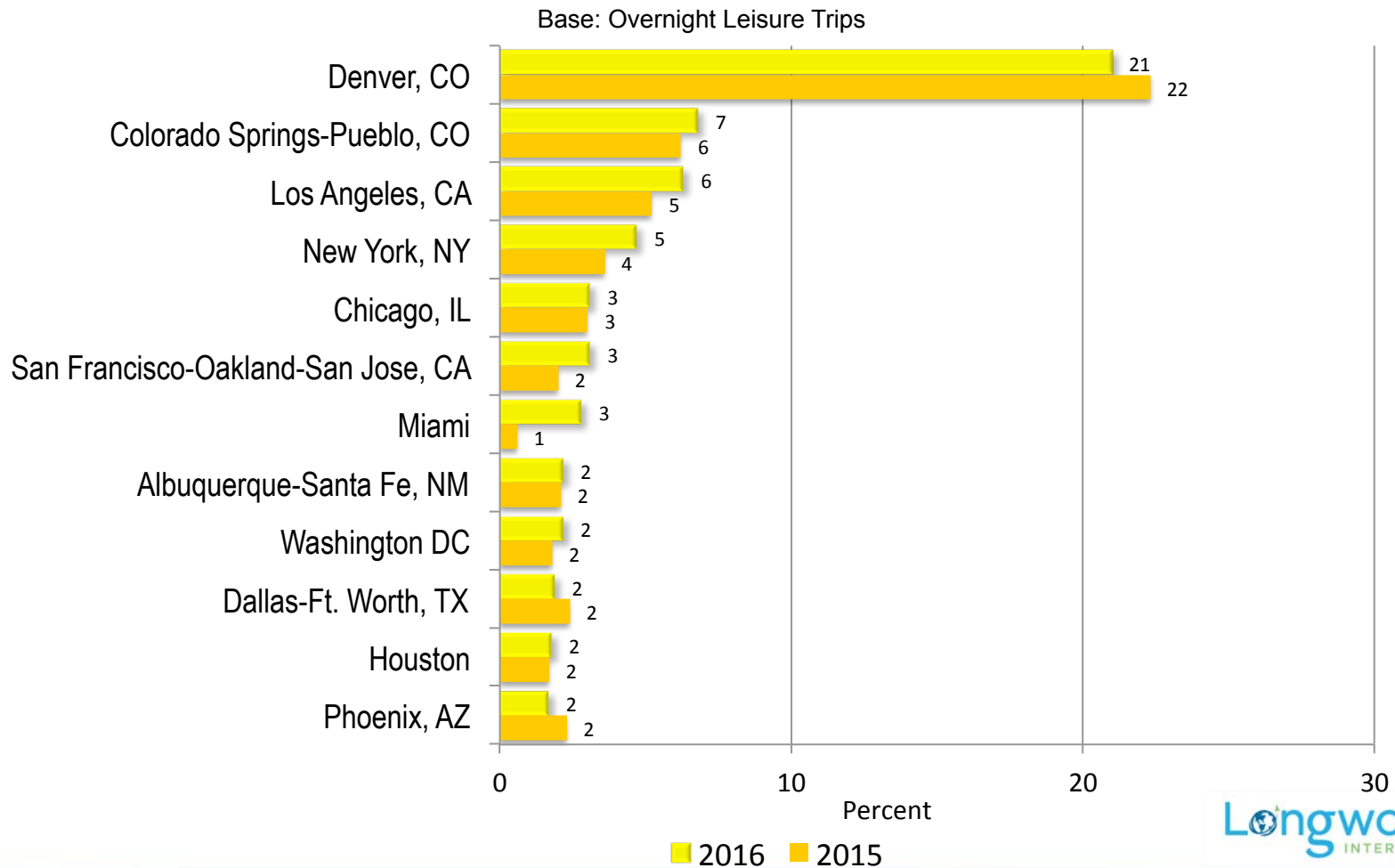
State Sources Of Overnight Trips



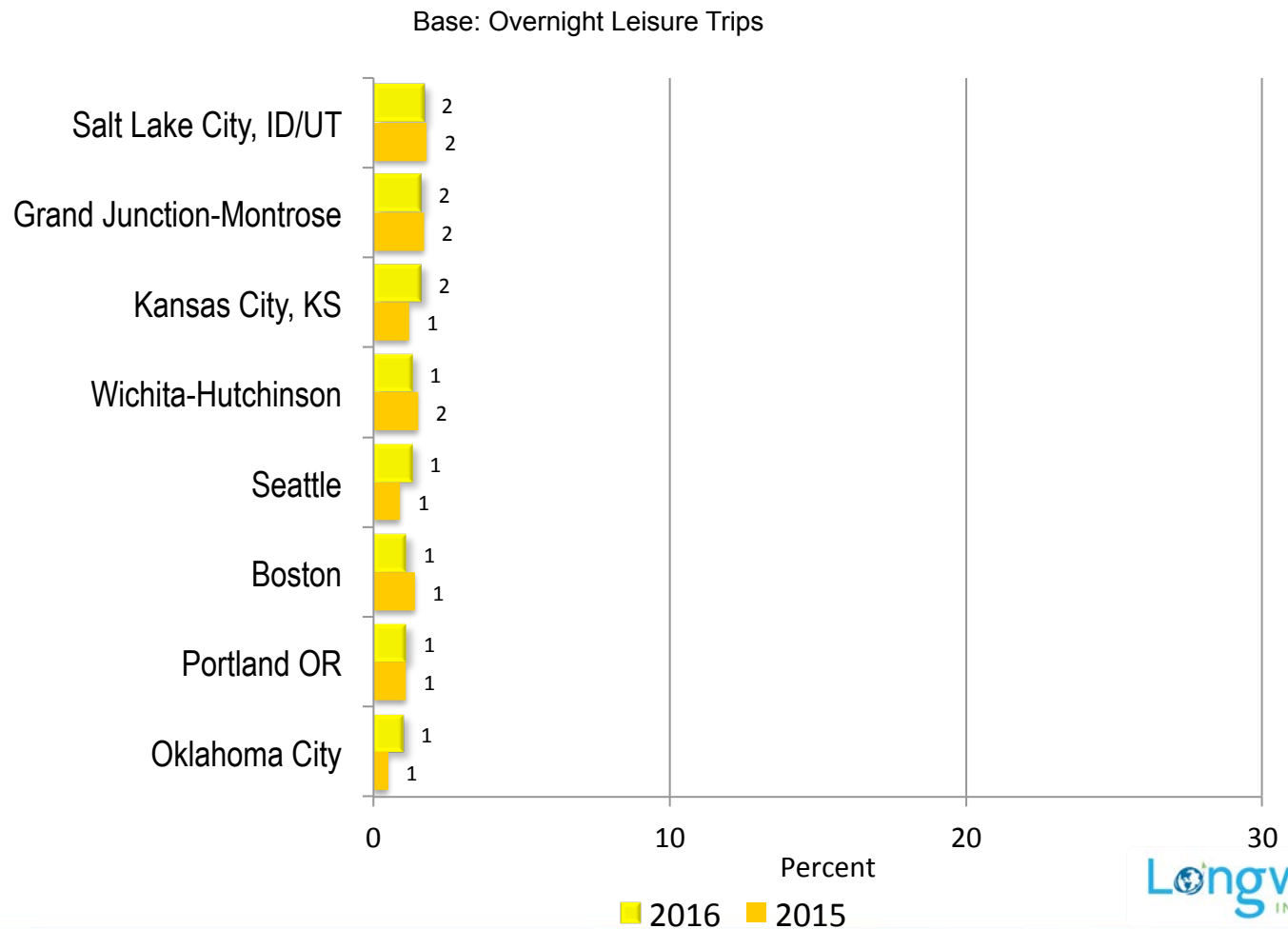
State Sources Of Day Trips



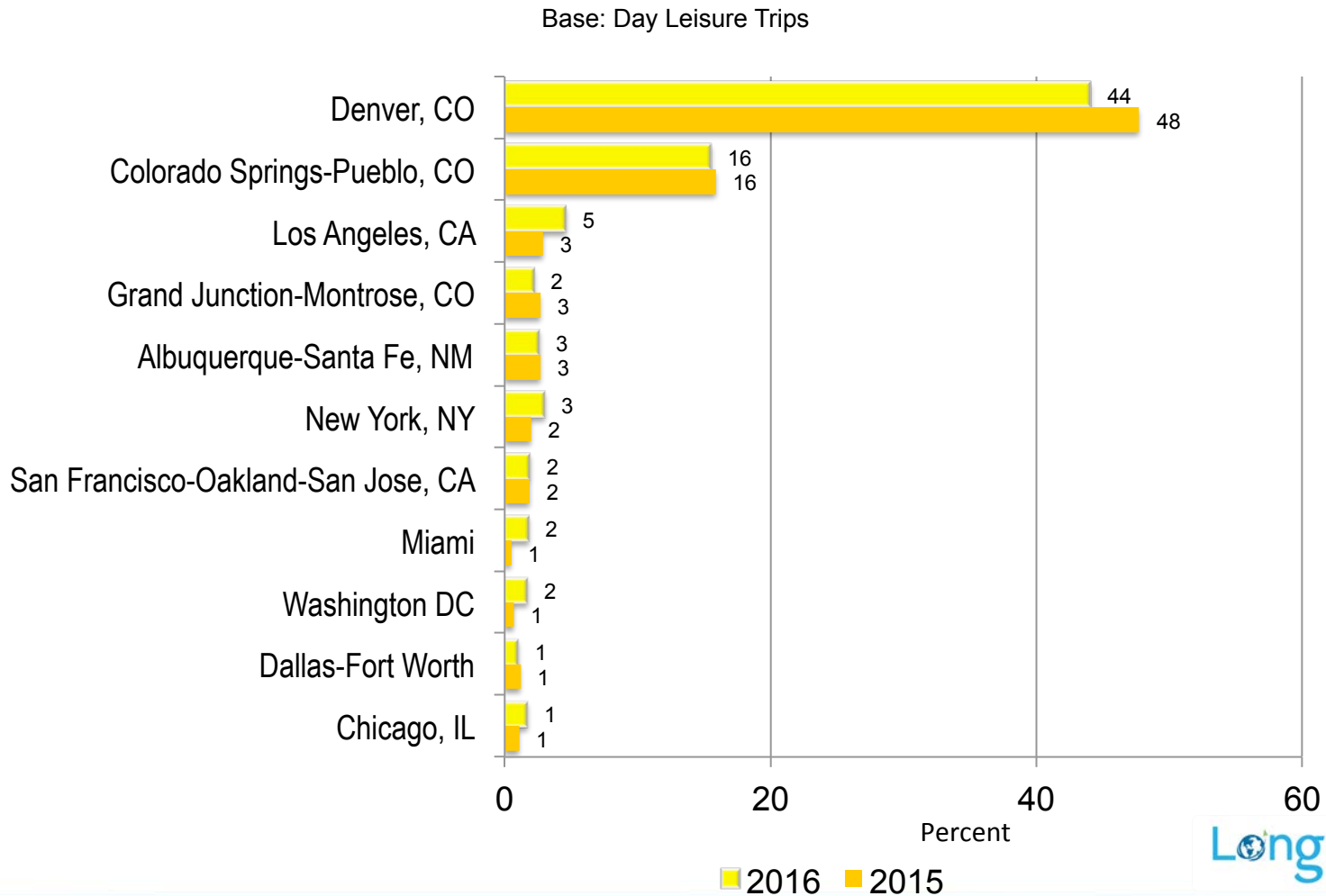
Urban Sources of Overnight Trips



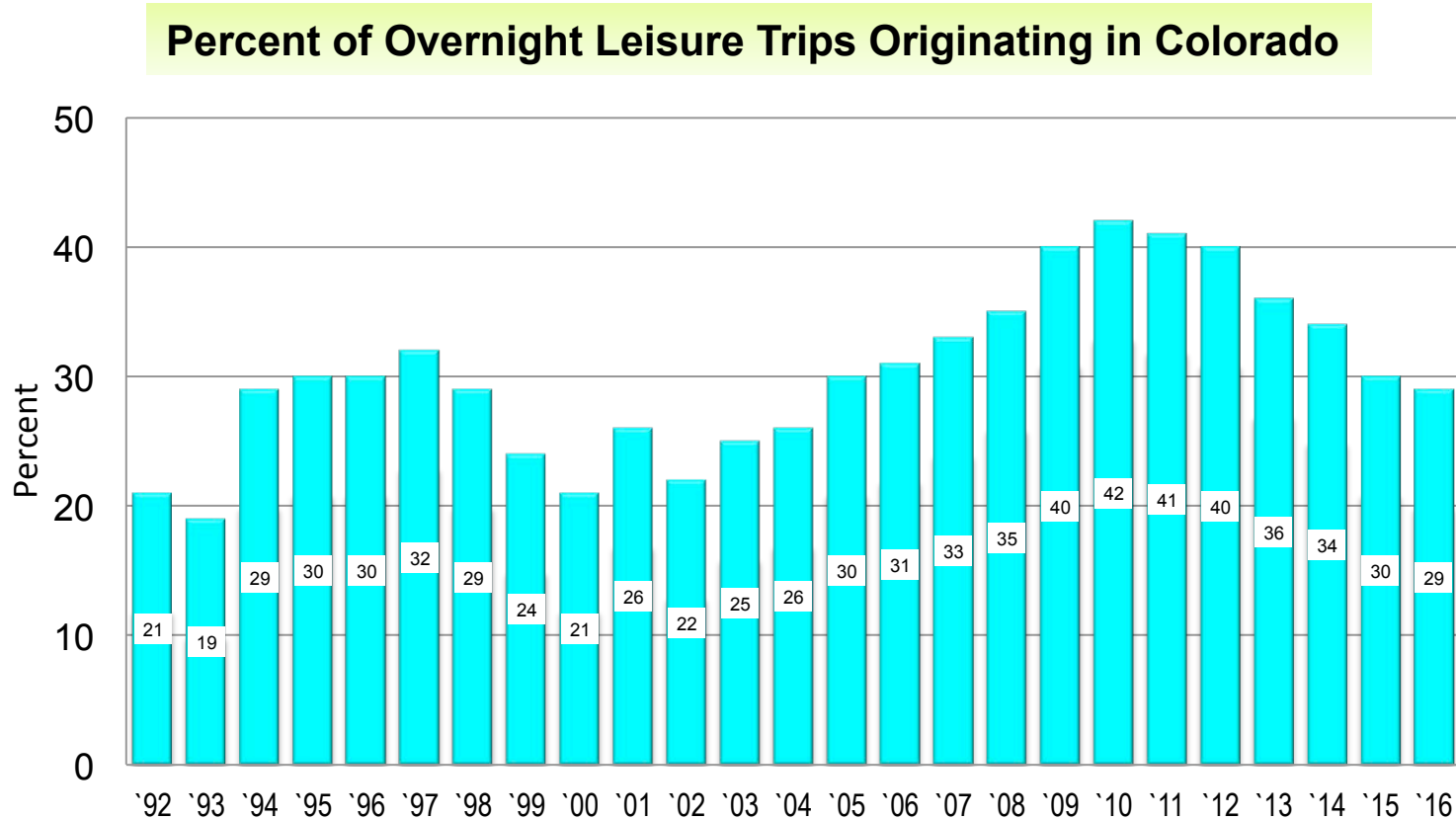
Urban Sources of Overnight Trips (Cont'd)



Urban Sources of Day Trips



Instate Overnight Leisure Trips



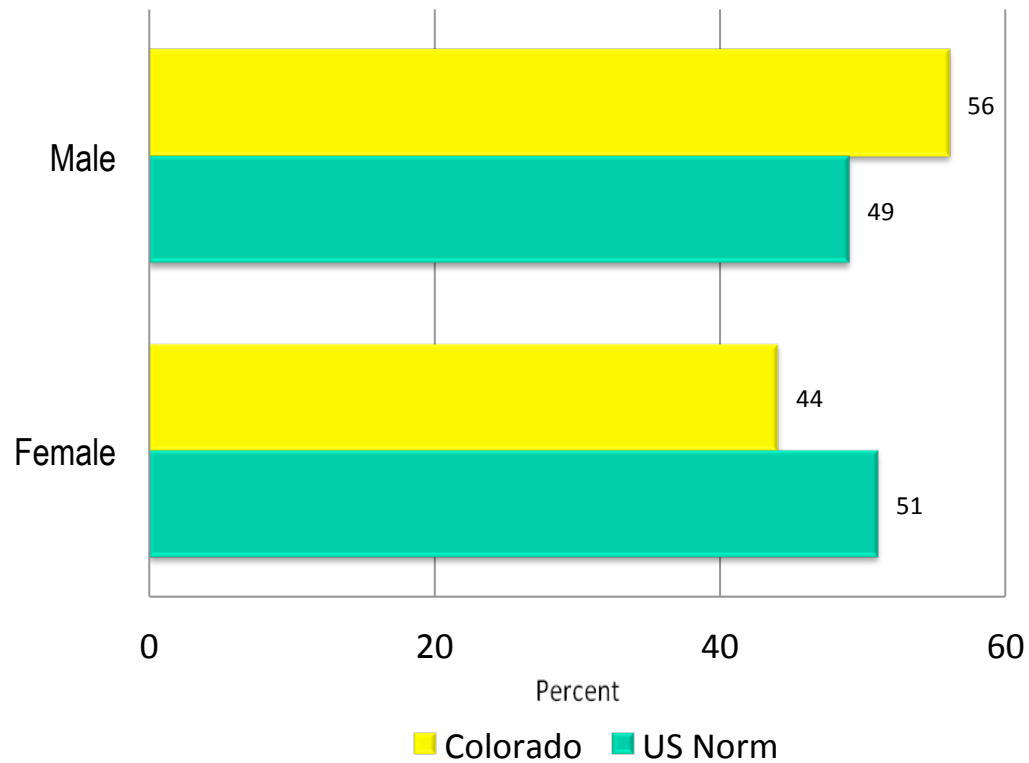


Visitor Profile



Gender

Base: Overnight Leisure Trips

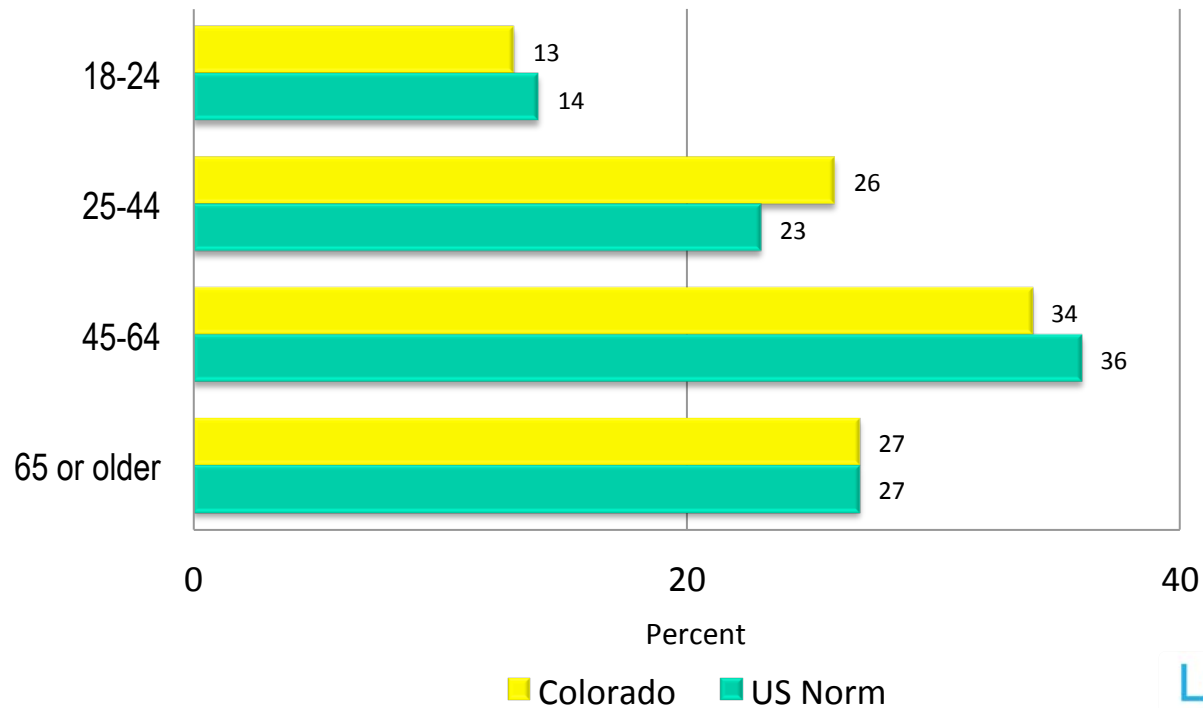


Age

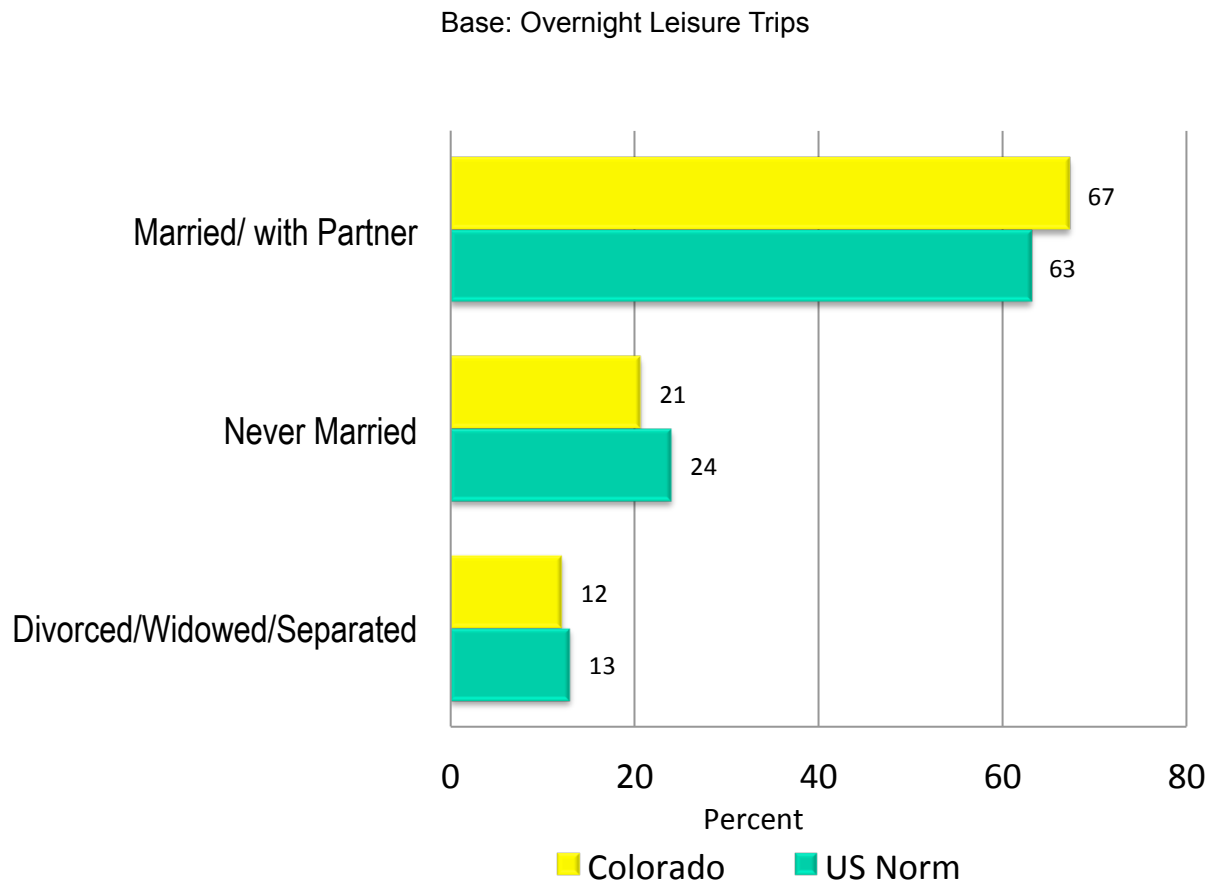
Base: Overnight Leisure Trips

**Average Age Colorado
= 43.2**

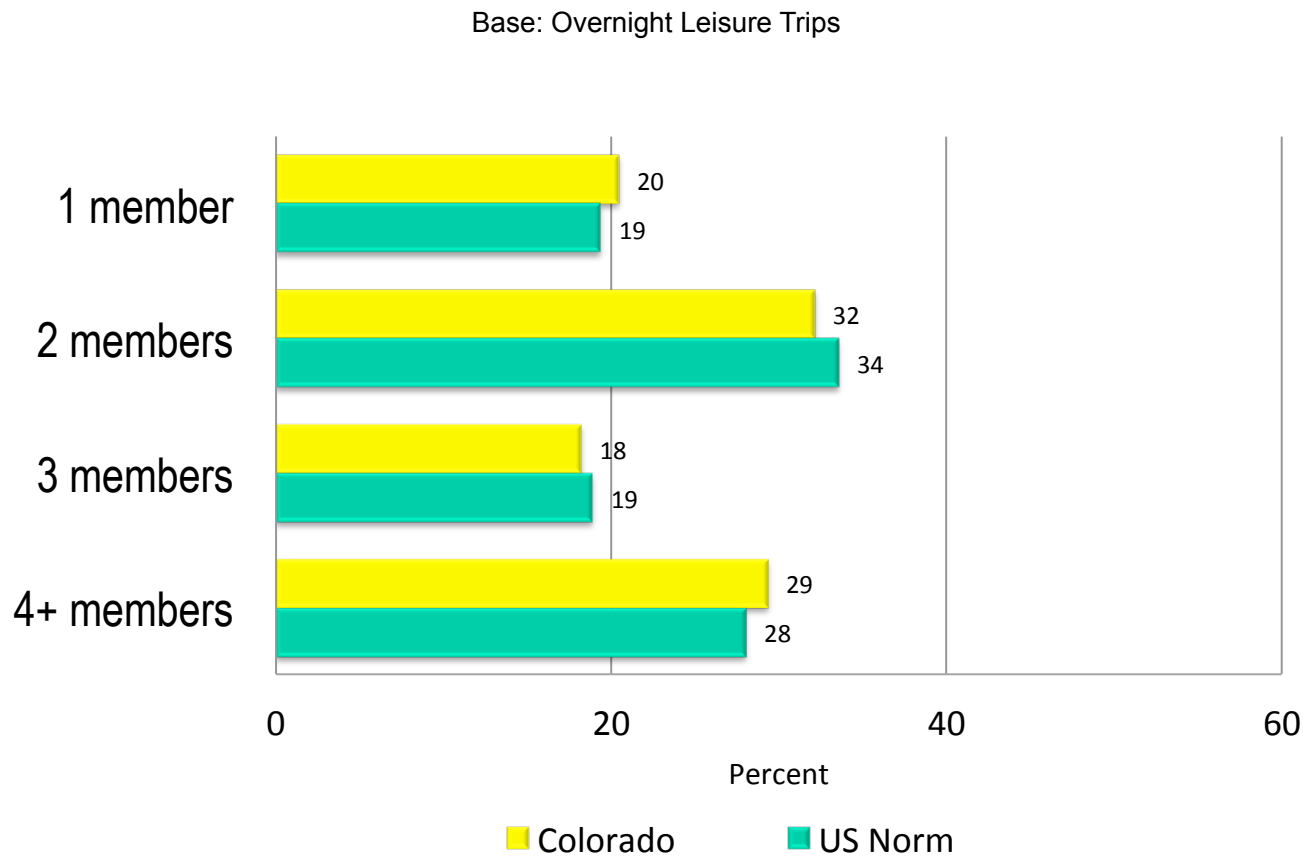
**Average Age U.S. Norm
= 43.7**



Marital Status

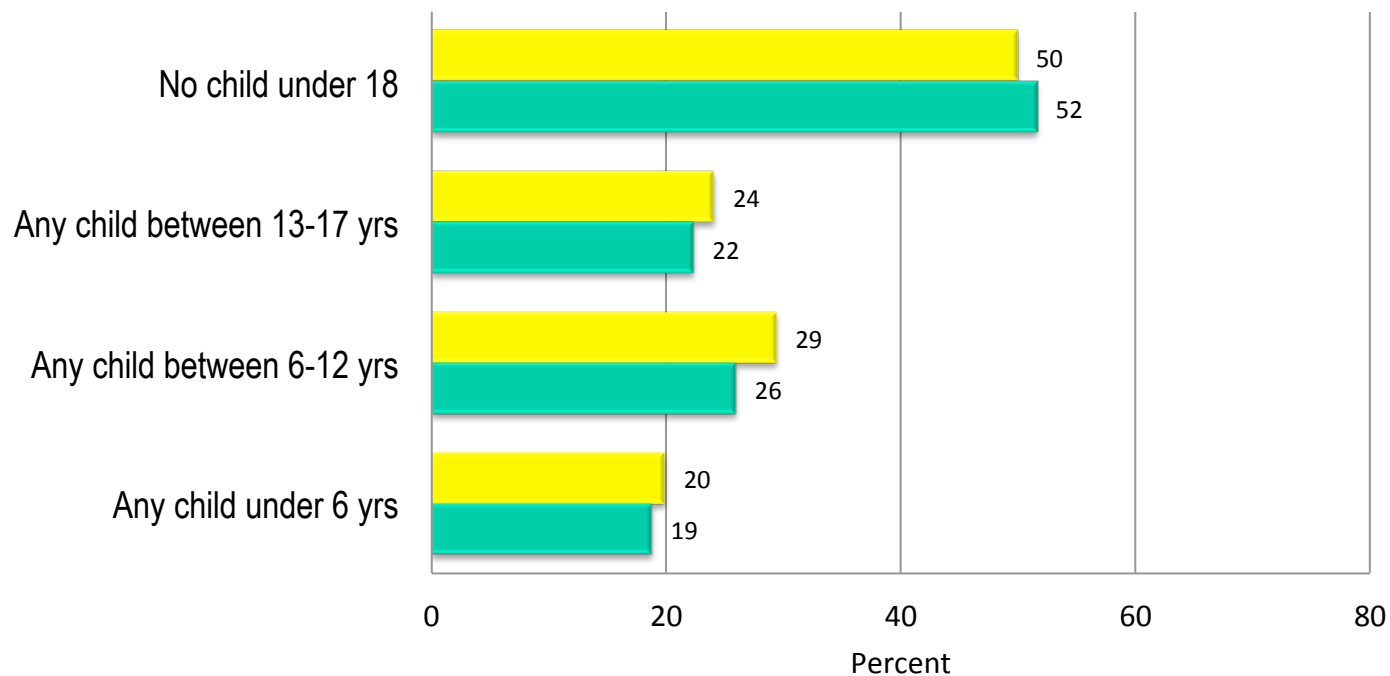


Household Size

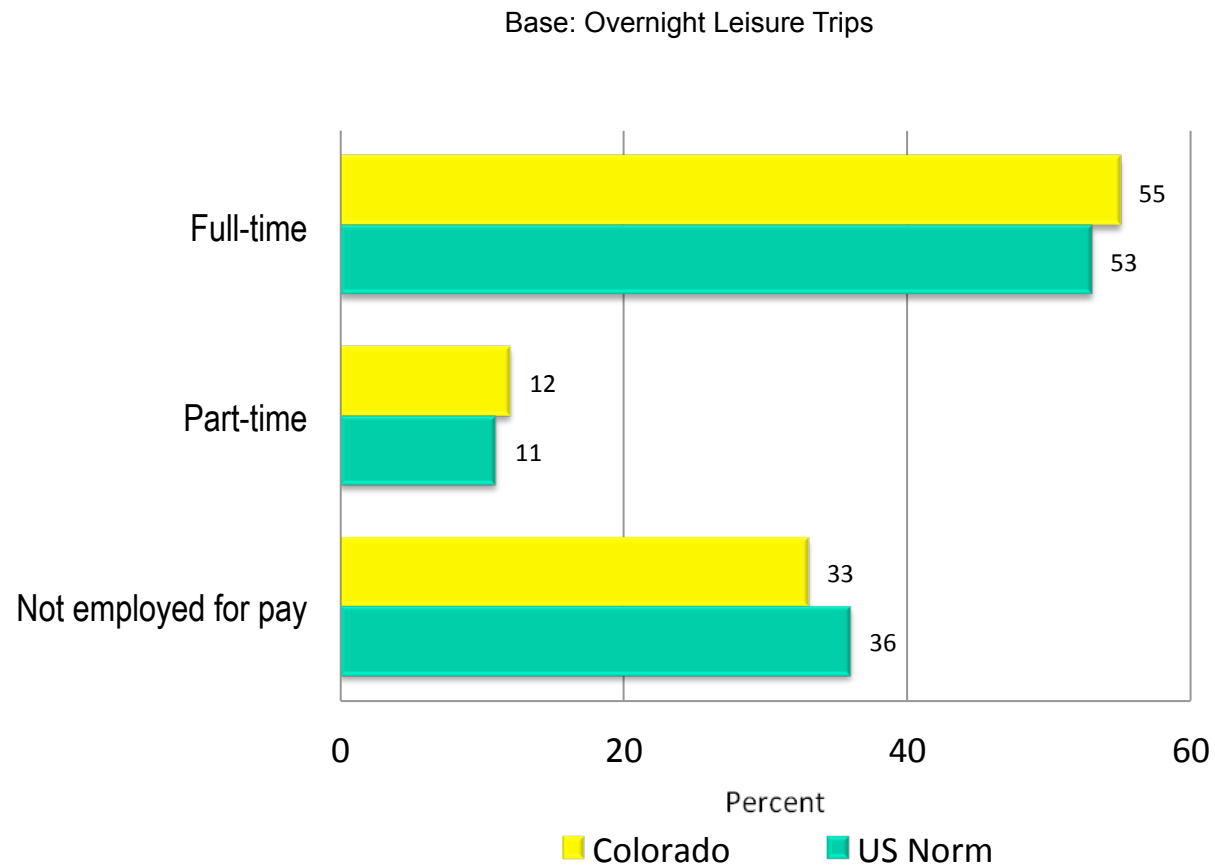


Children in Household

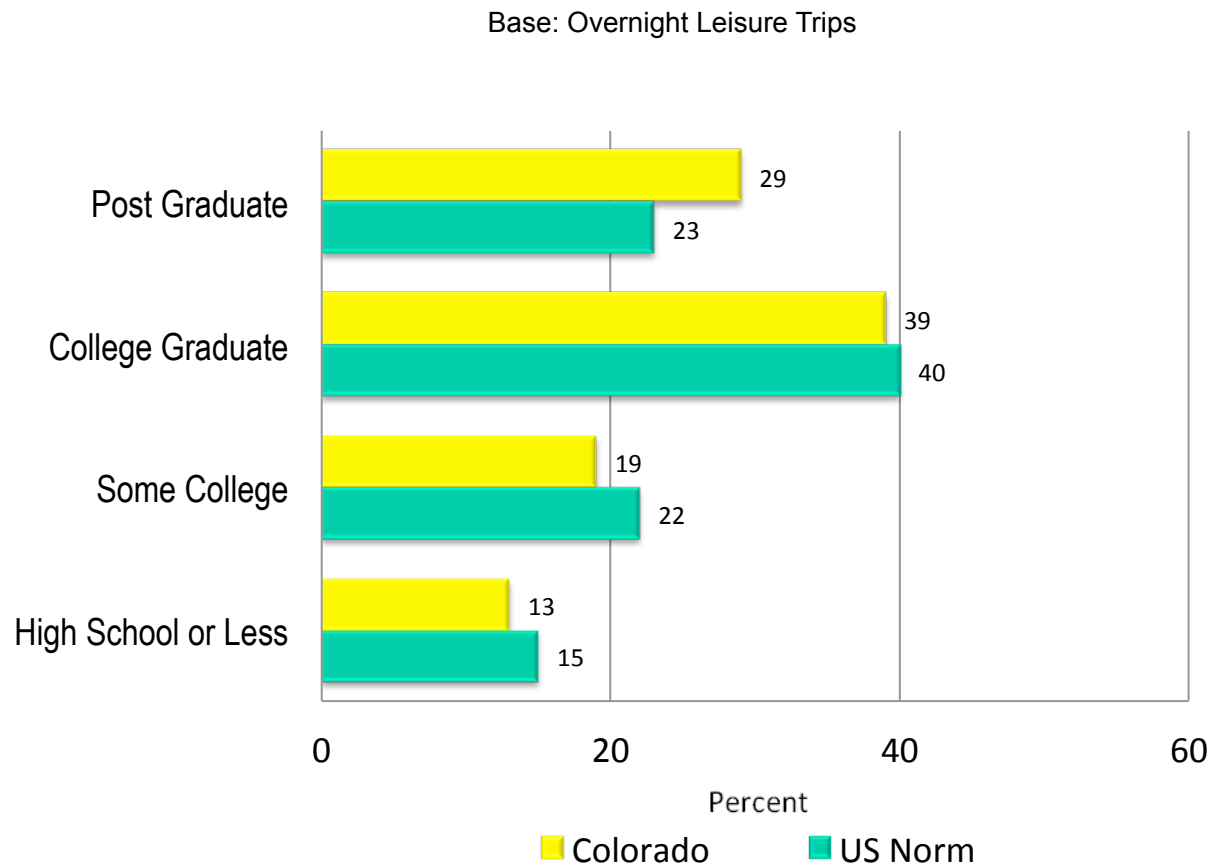
Base: Overnight Leisure Trips



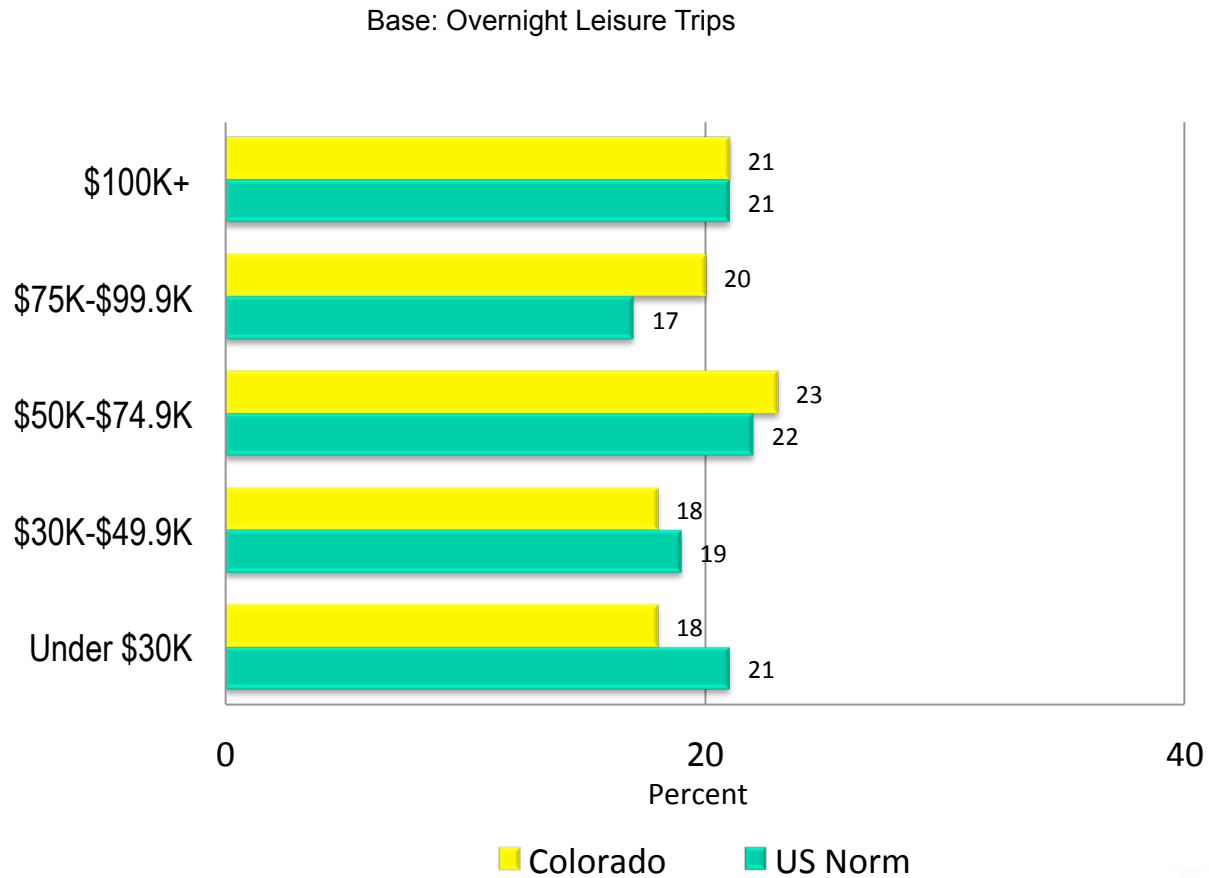
Employment



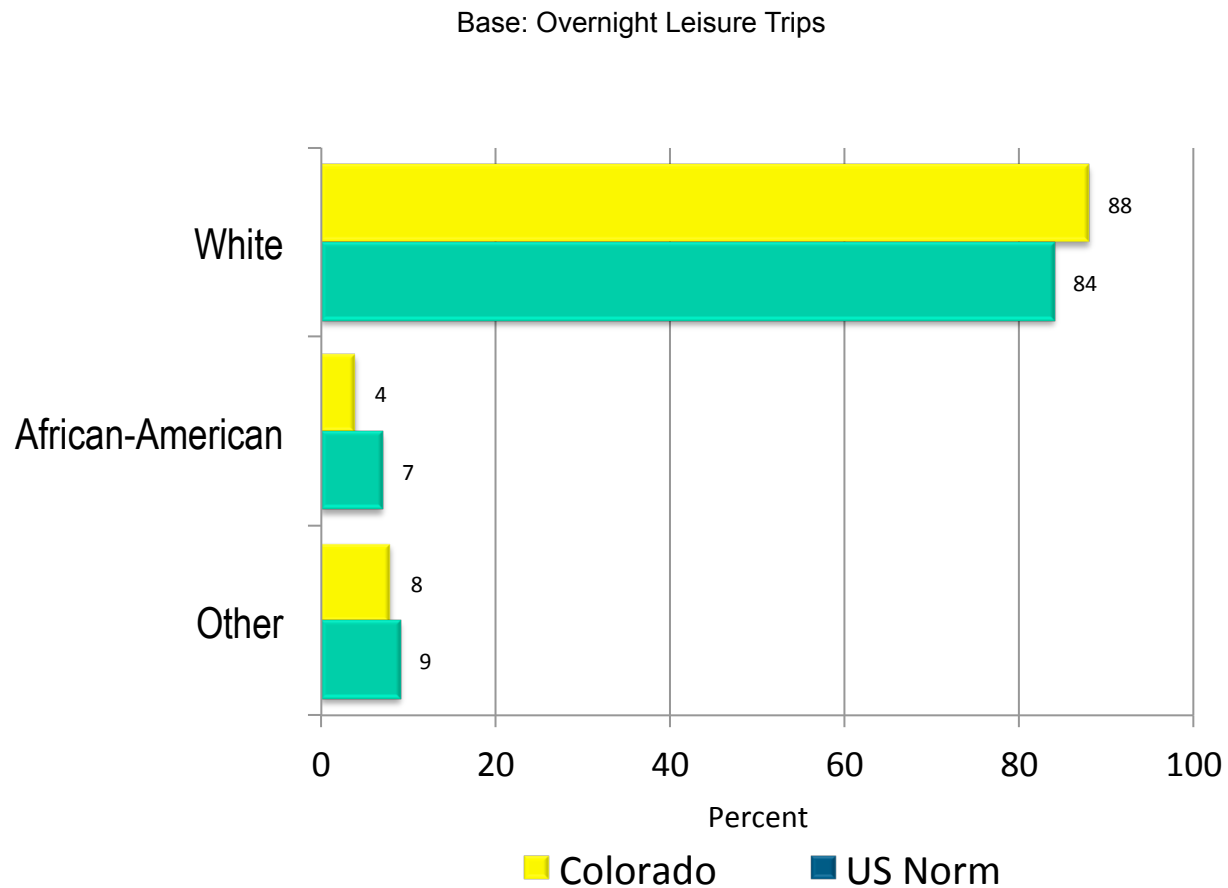
Education



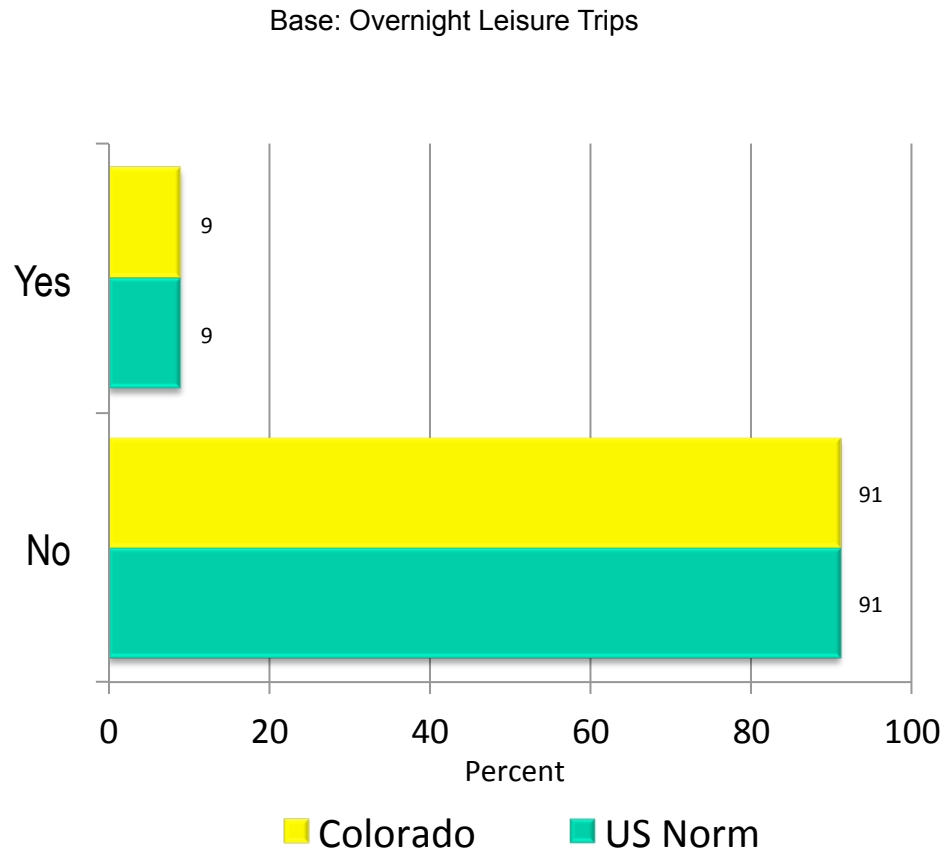
Income



Race

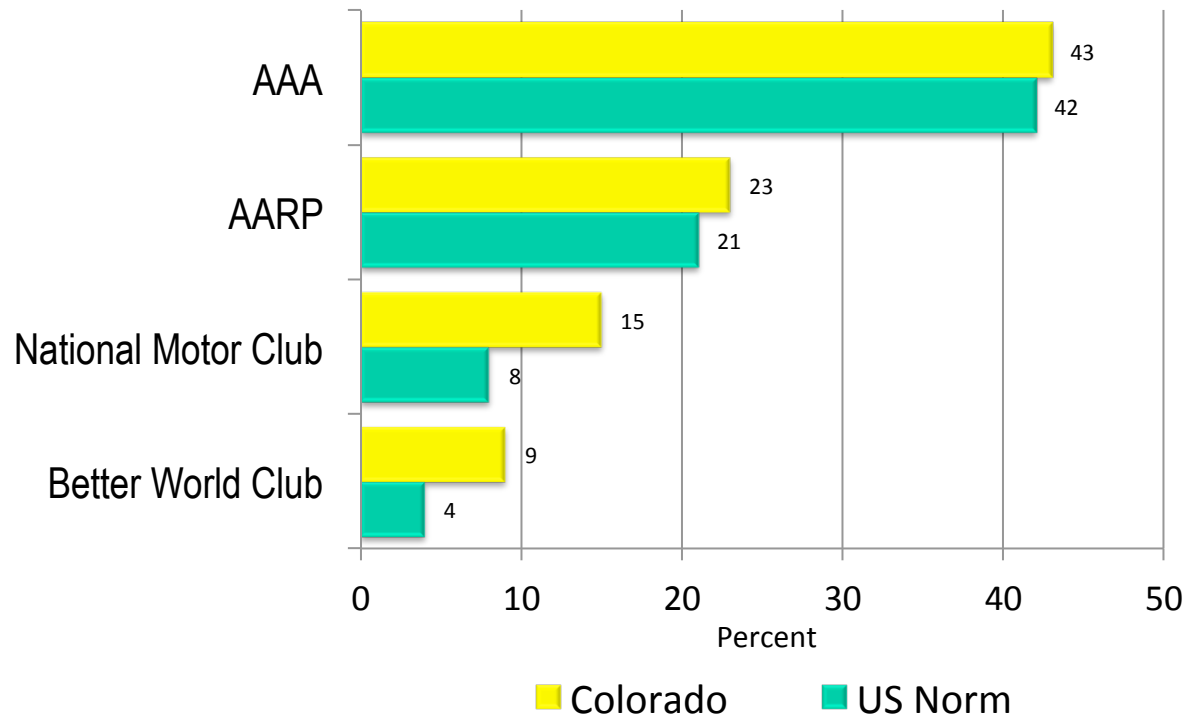


Hispanic Background



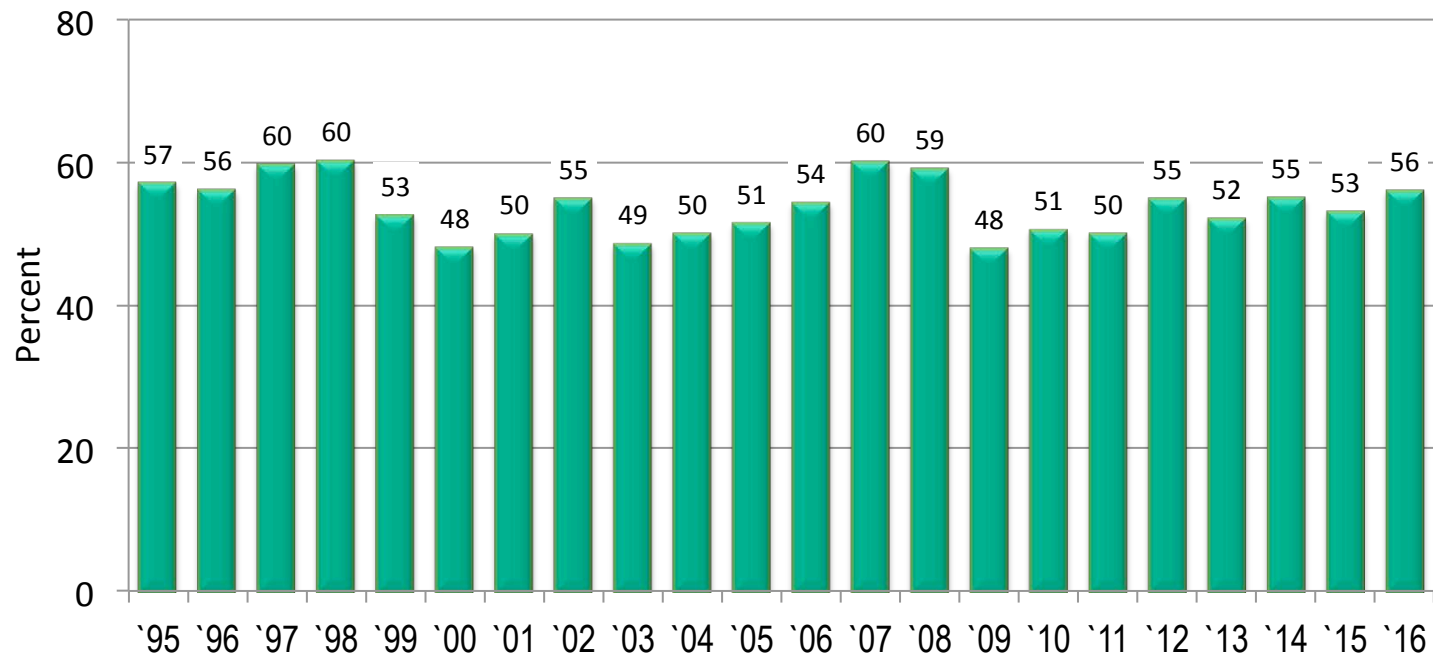
Membership in Auto/Travel Association

Base: Overnight Leisure Trips



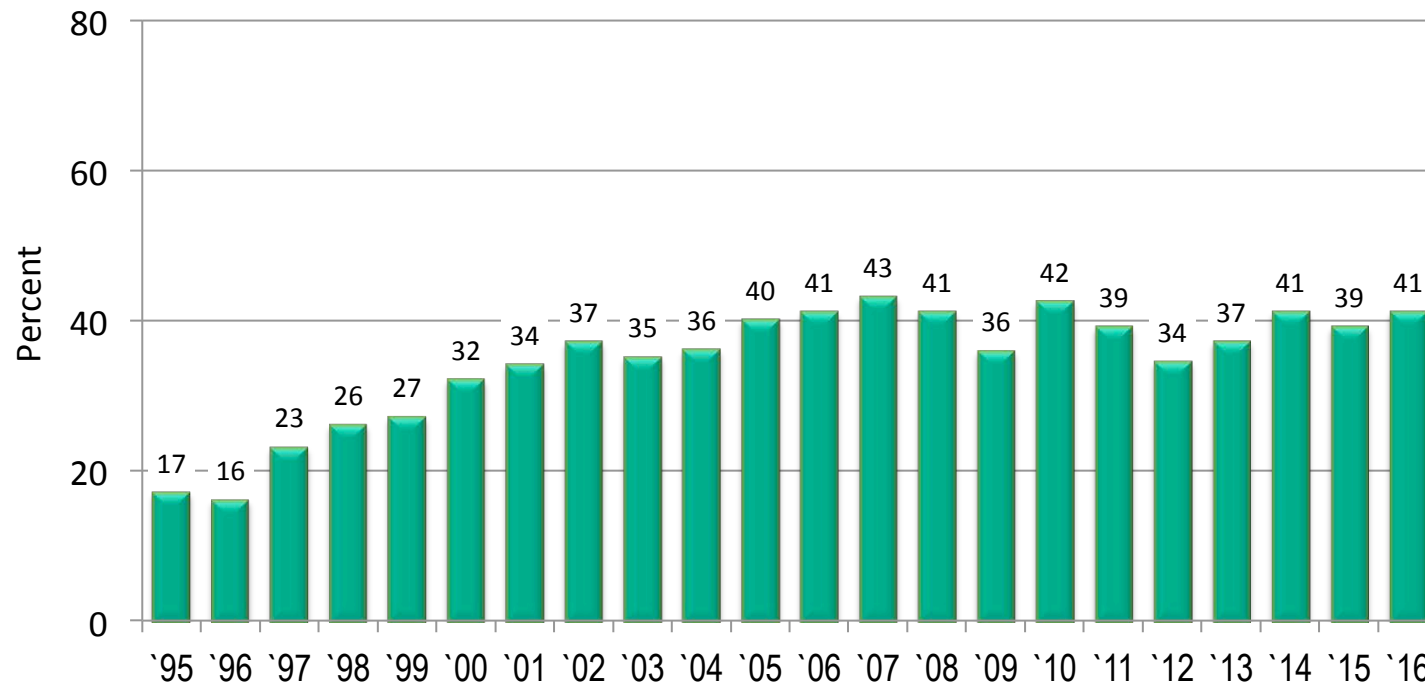
Percent Who Are Male

Base: Overnight Leisure Trips



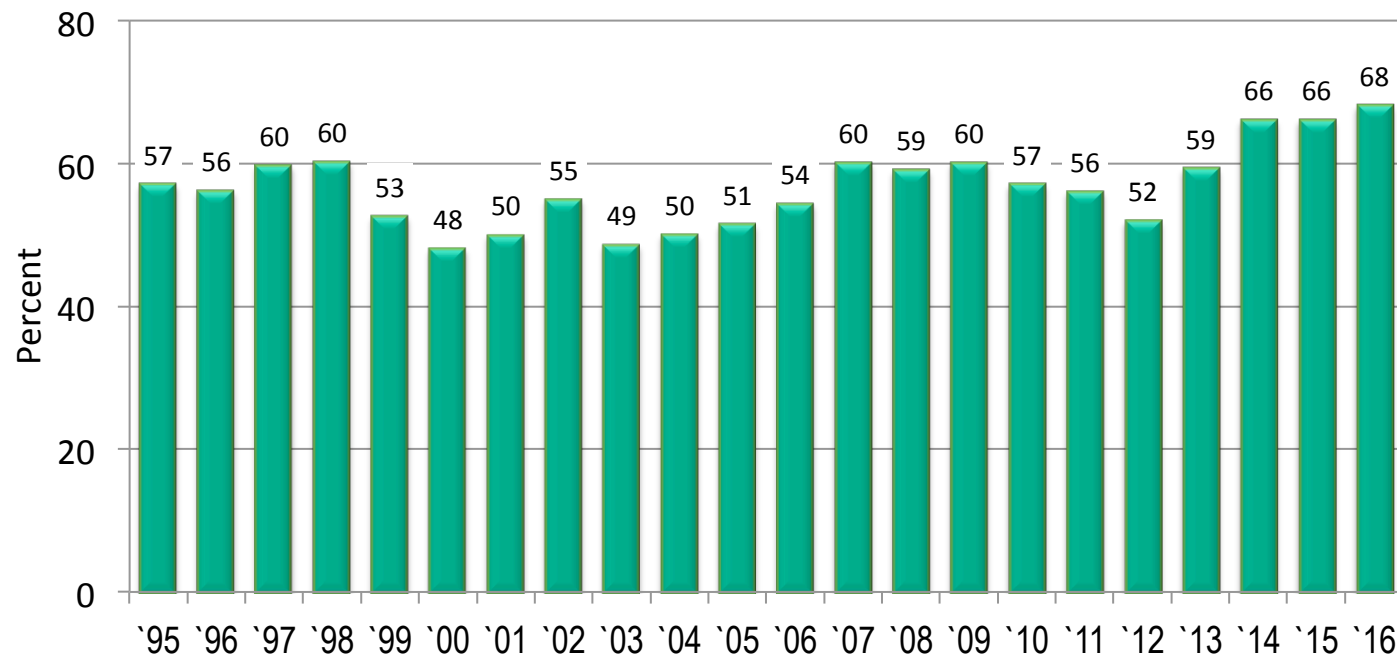
Percent Who Earn Over \$75,000

Base: Overnight Leisure Trips

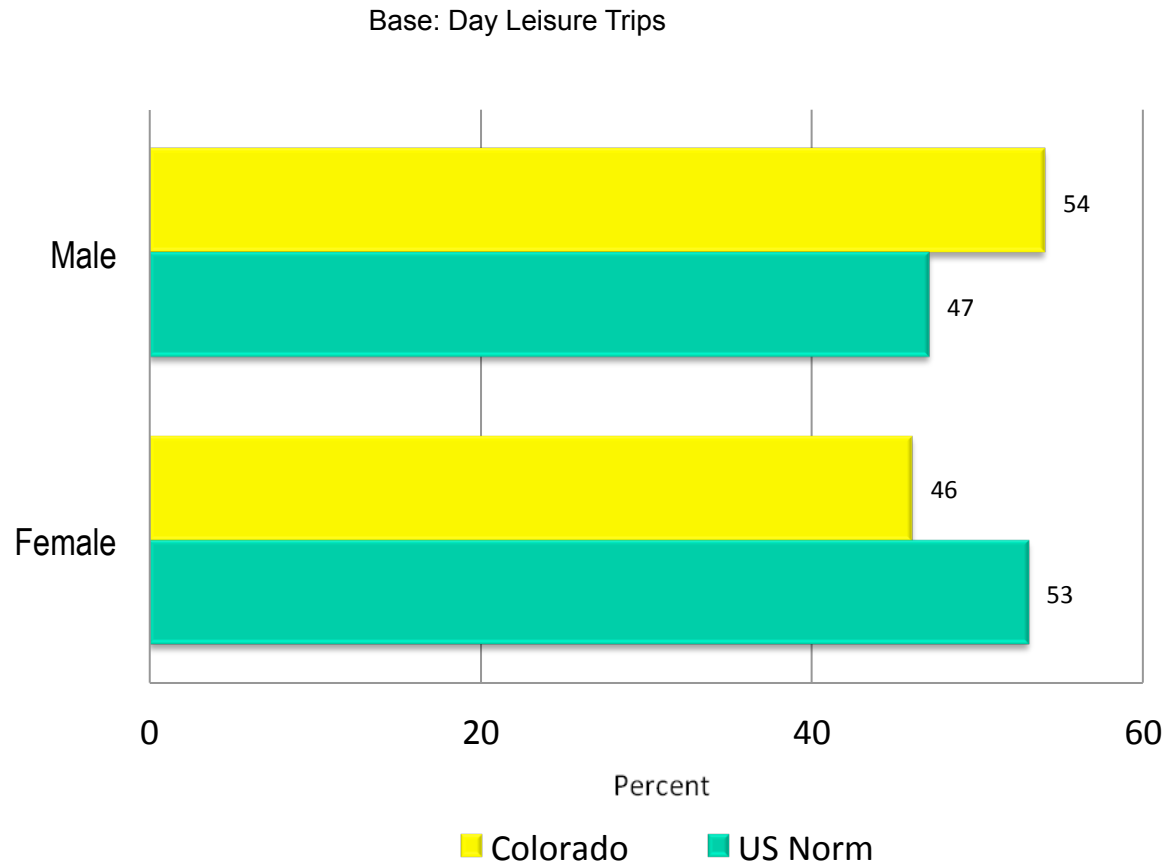


Percent With College Education

Base: Overnight Leisure Trips



Gender

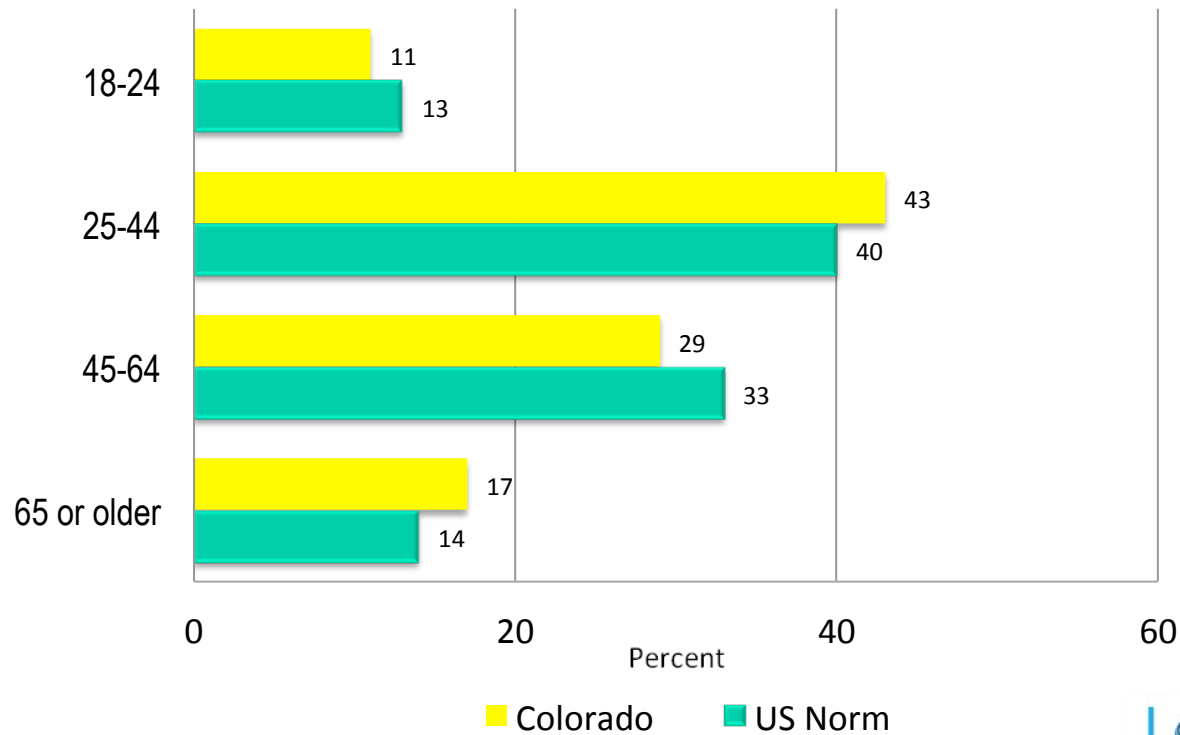


Age

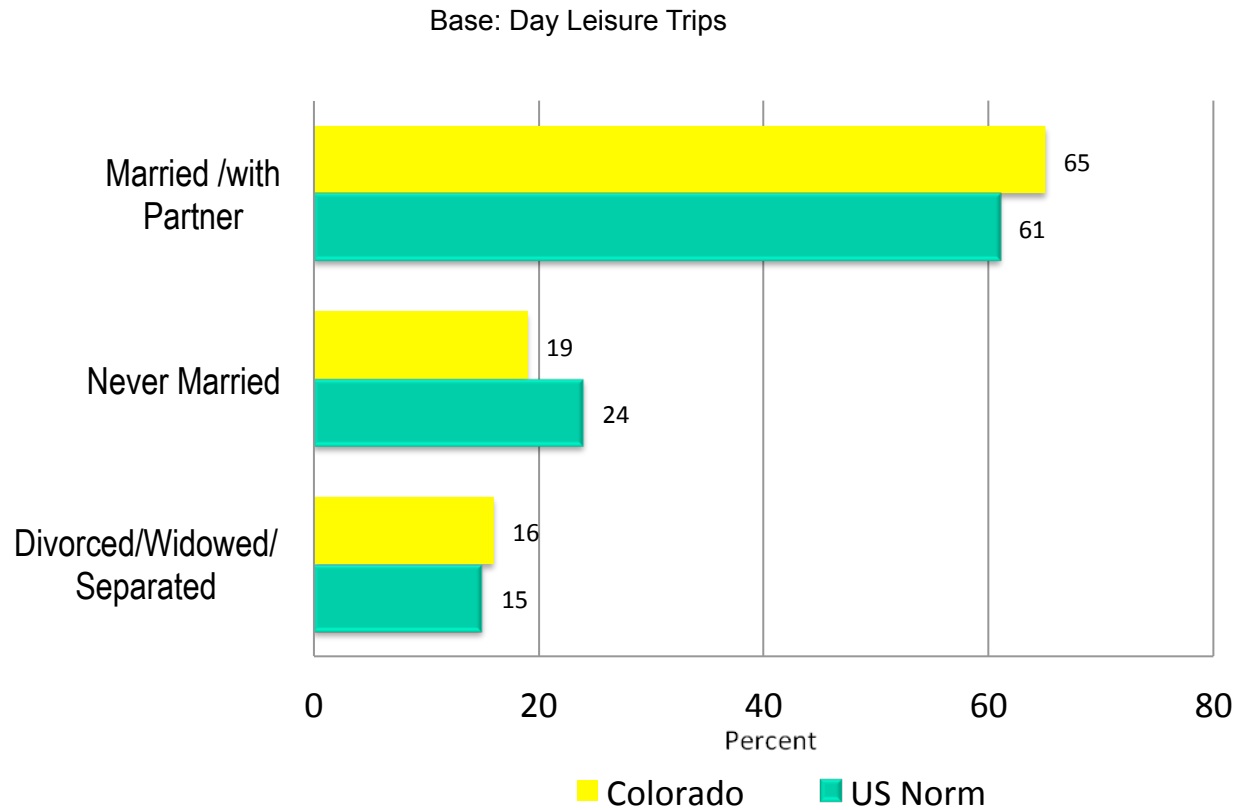
Base: Day Leisure Trips

**Average Age Colorado
= 44.7**

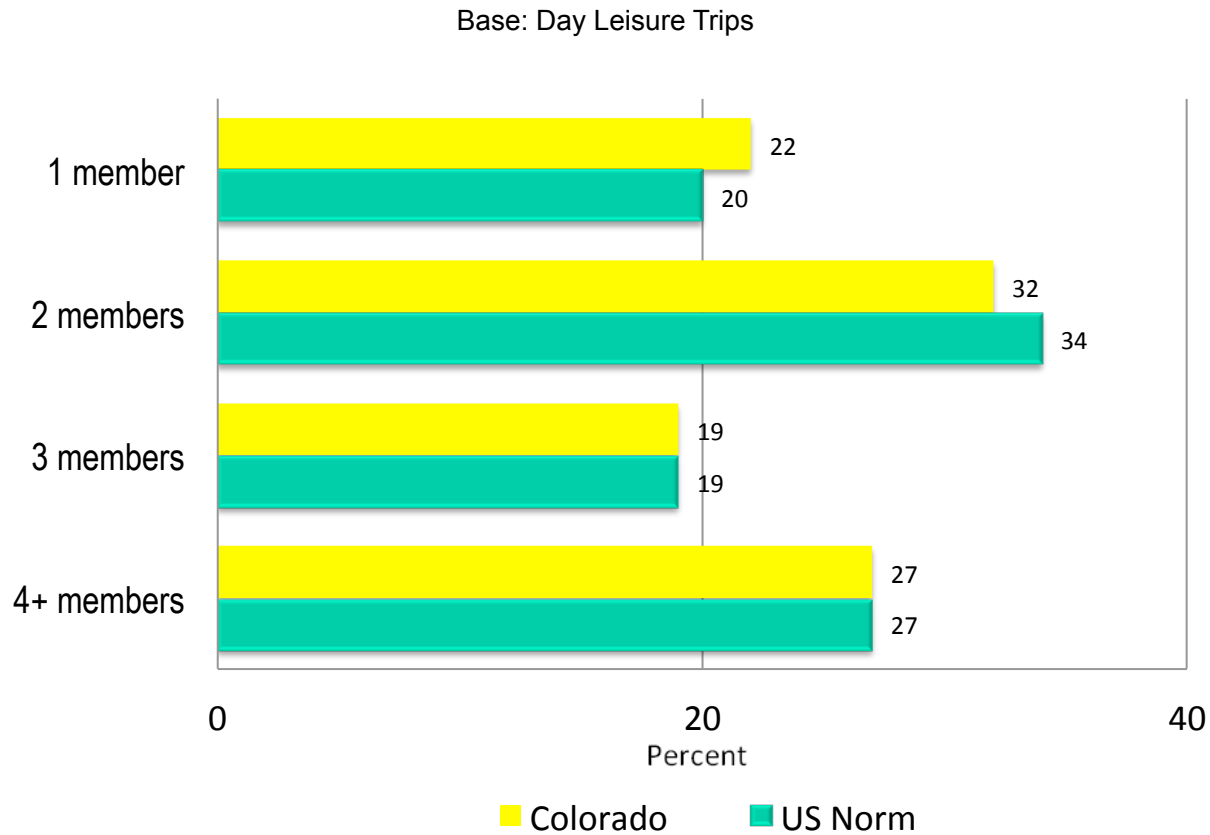
**Average Age U.S. Norm
= 44.6**



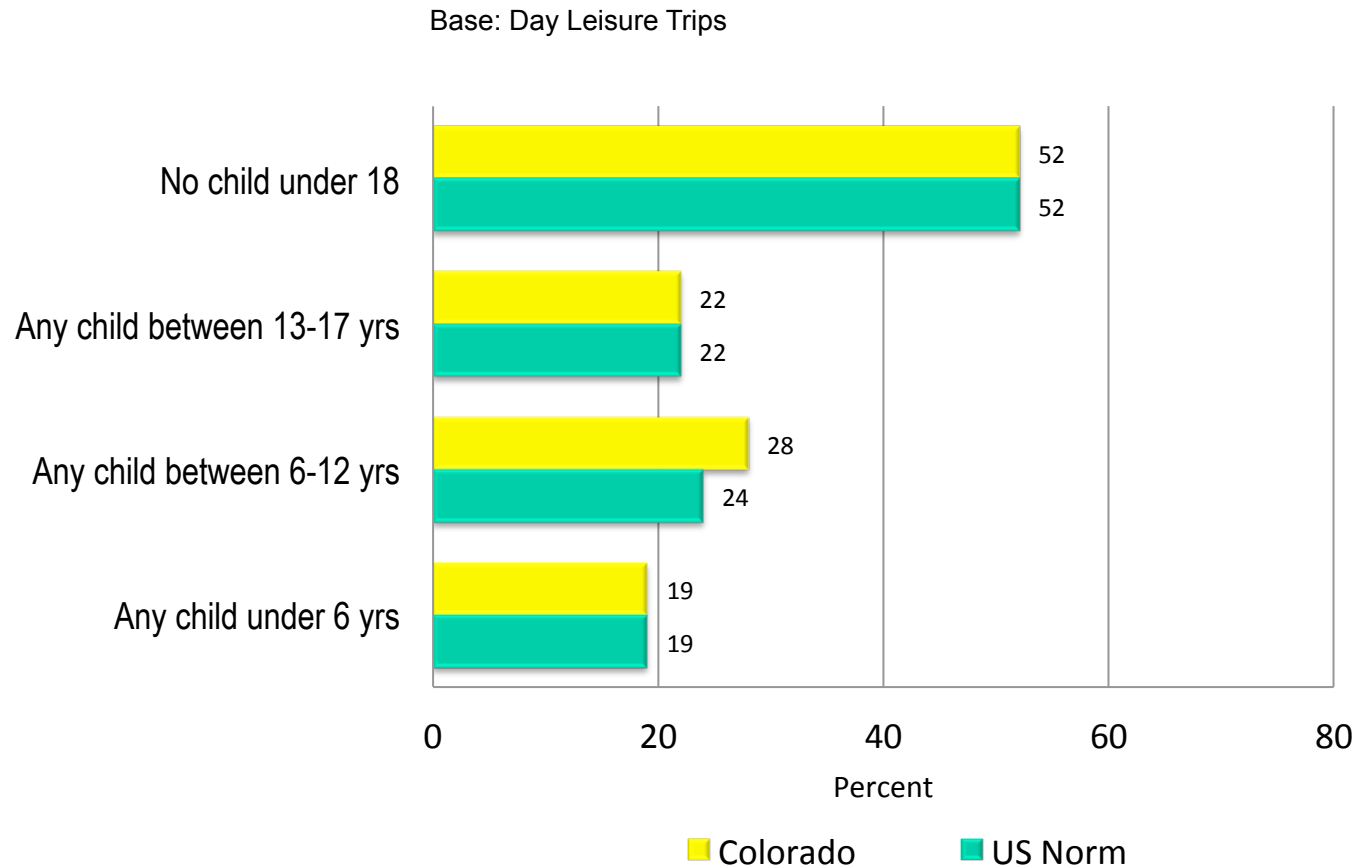
Marital Status



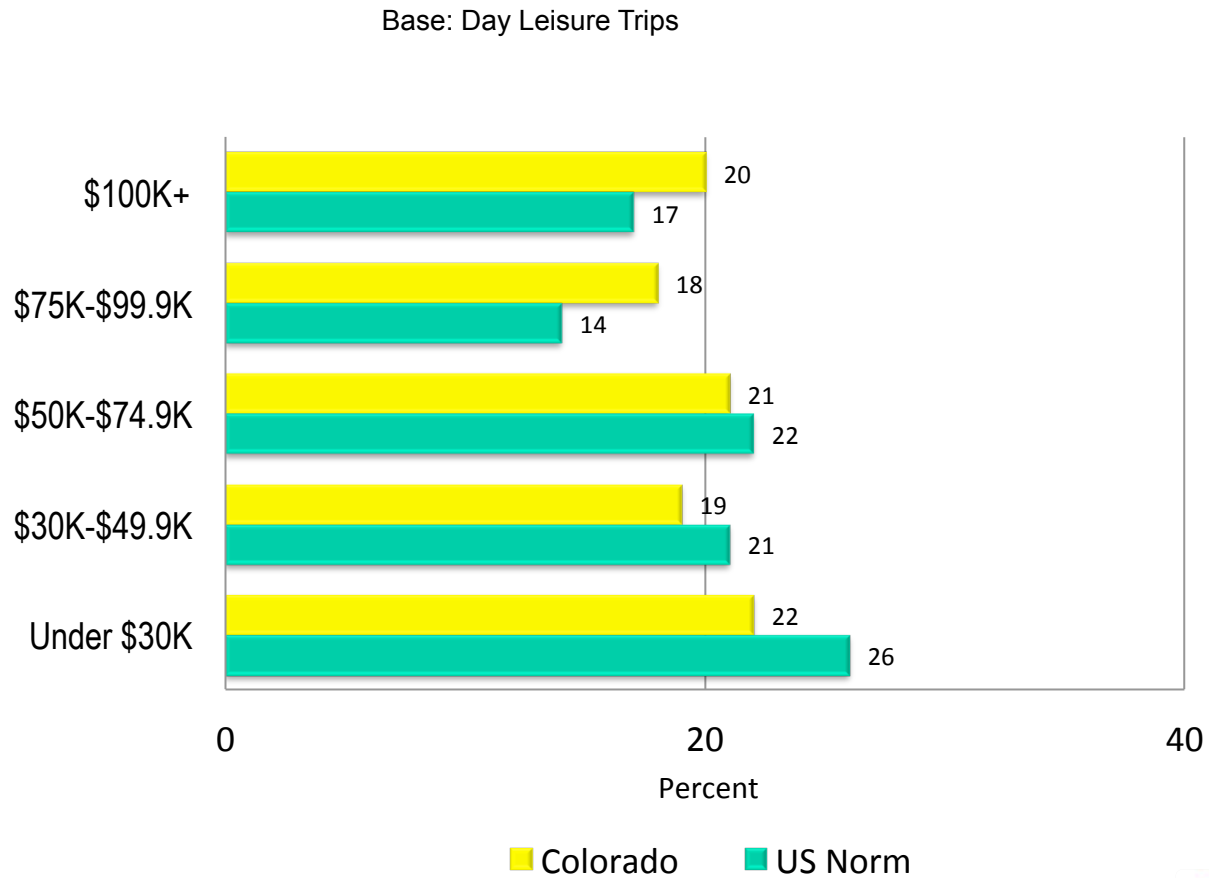
Household Size



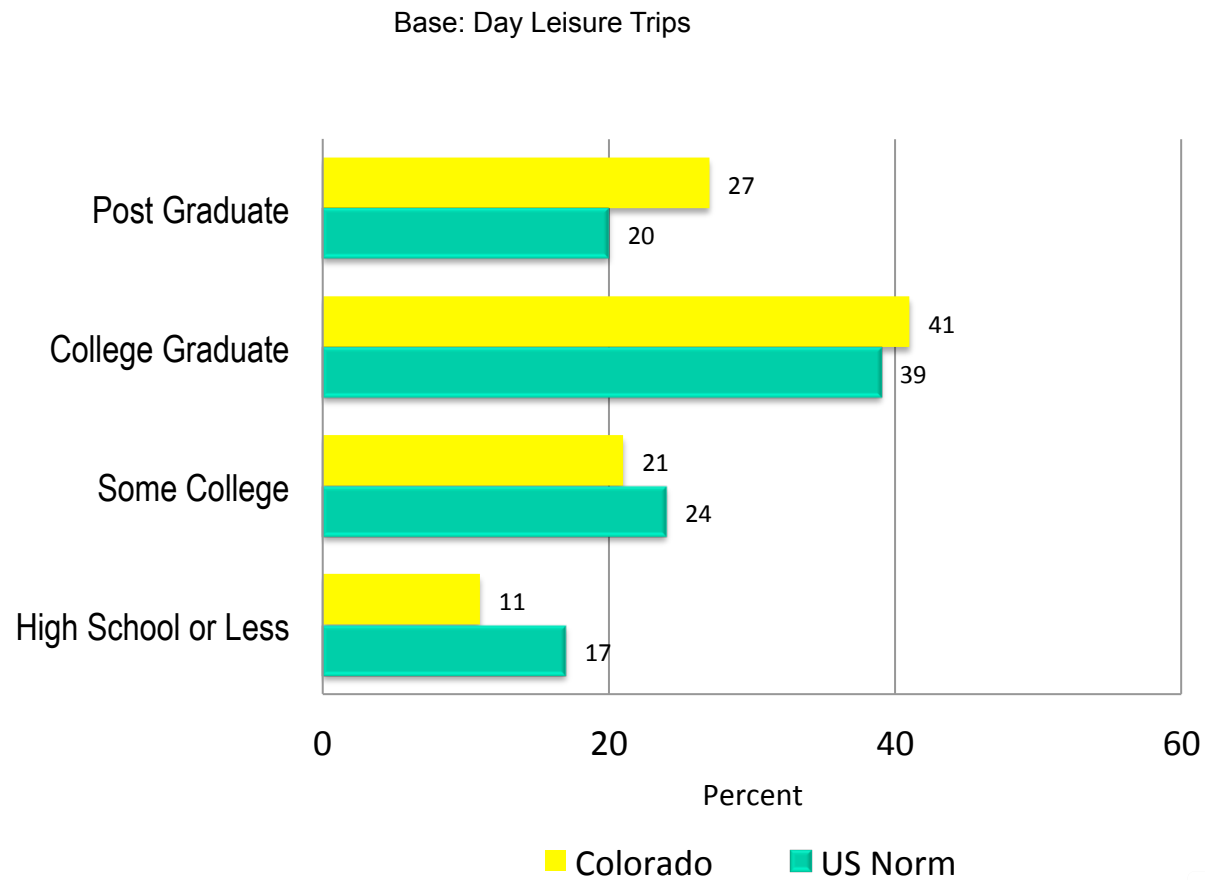
Children in Household



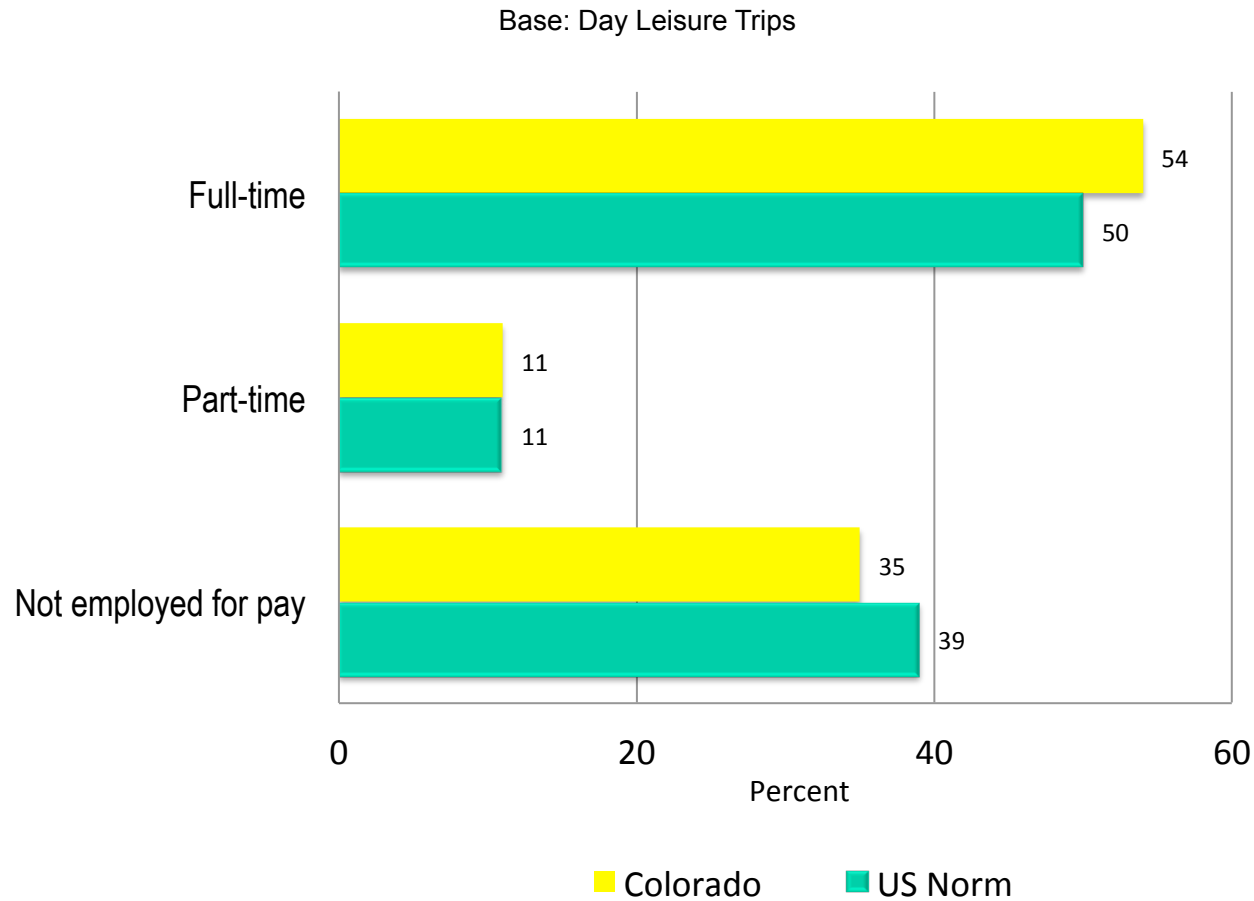
Income



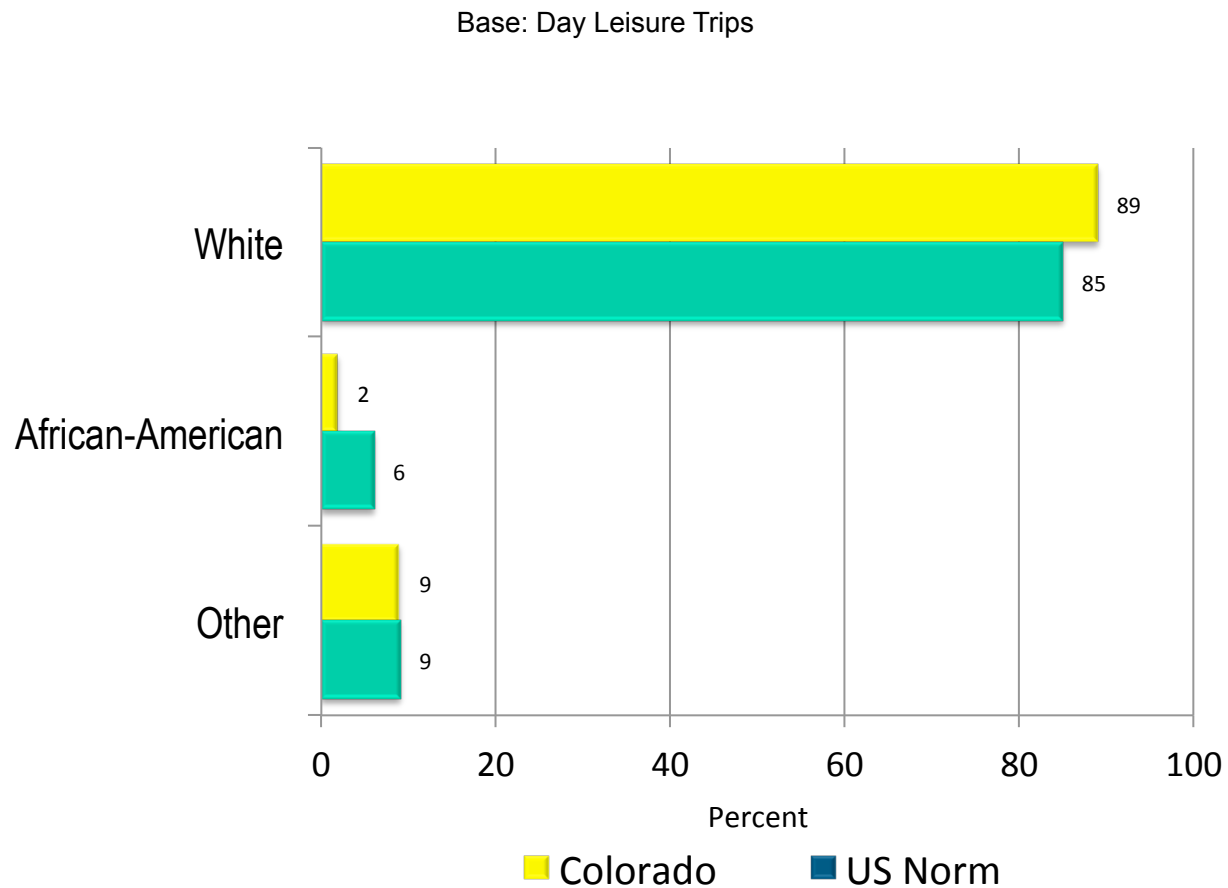
Education



Employment

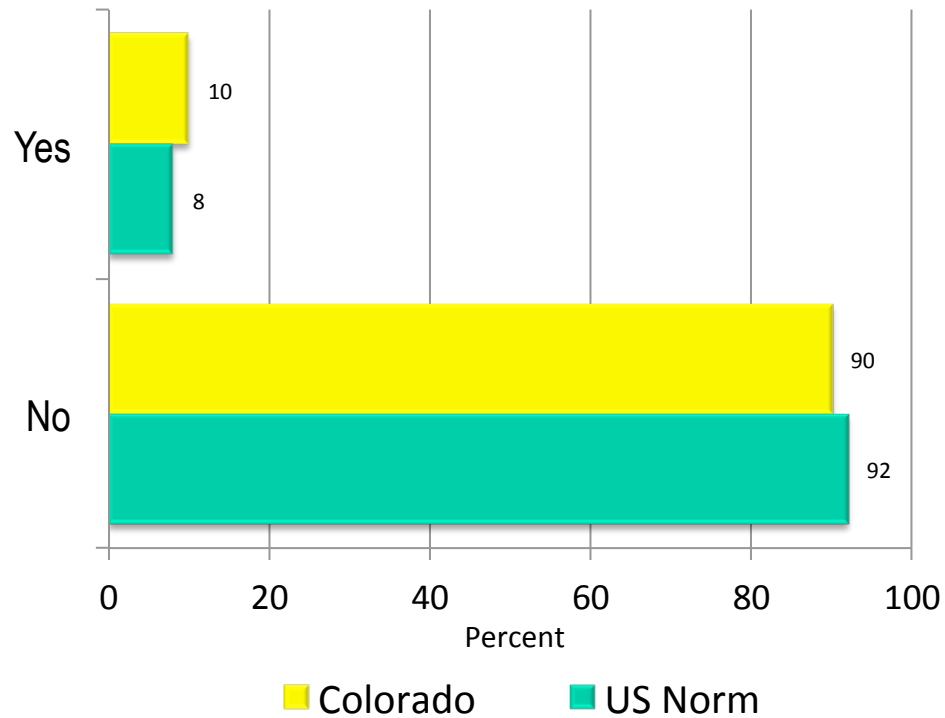


Race



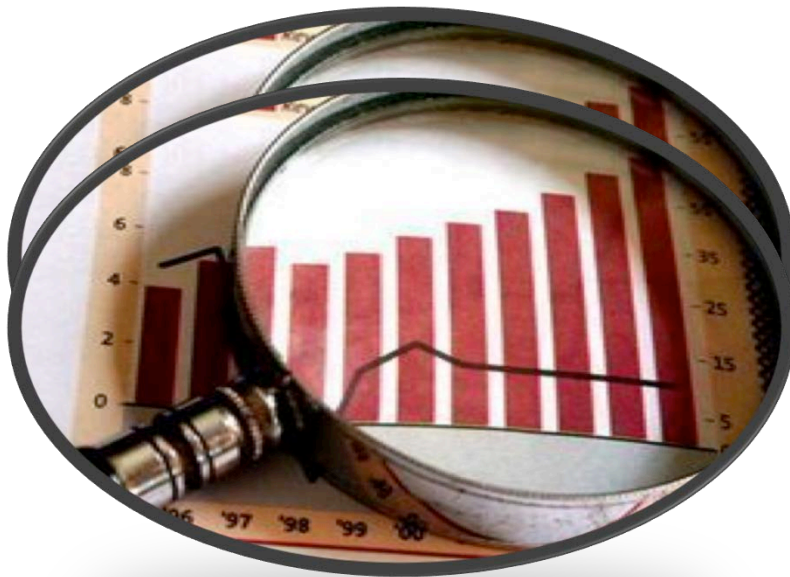
Hispanic Background

Base: Day Leisure Trips



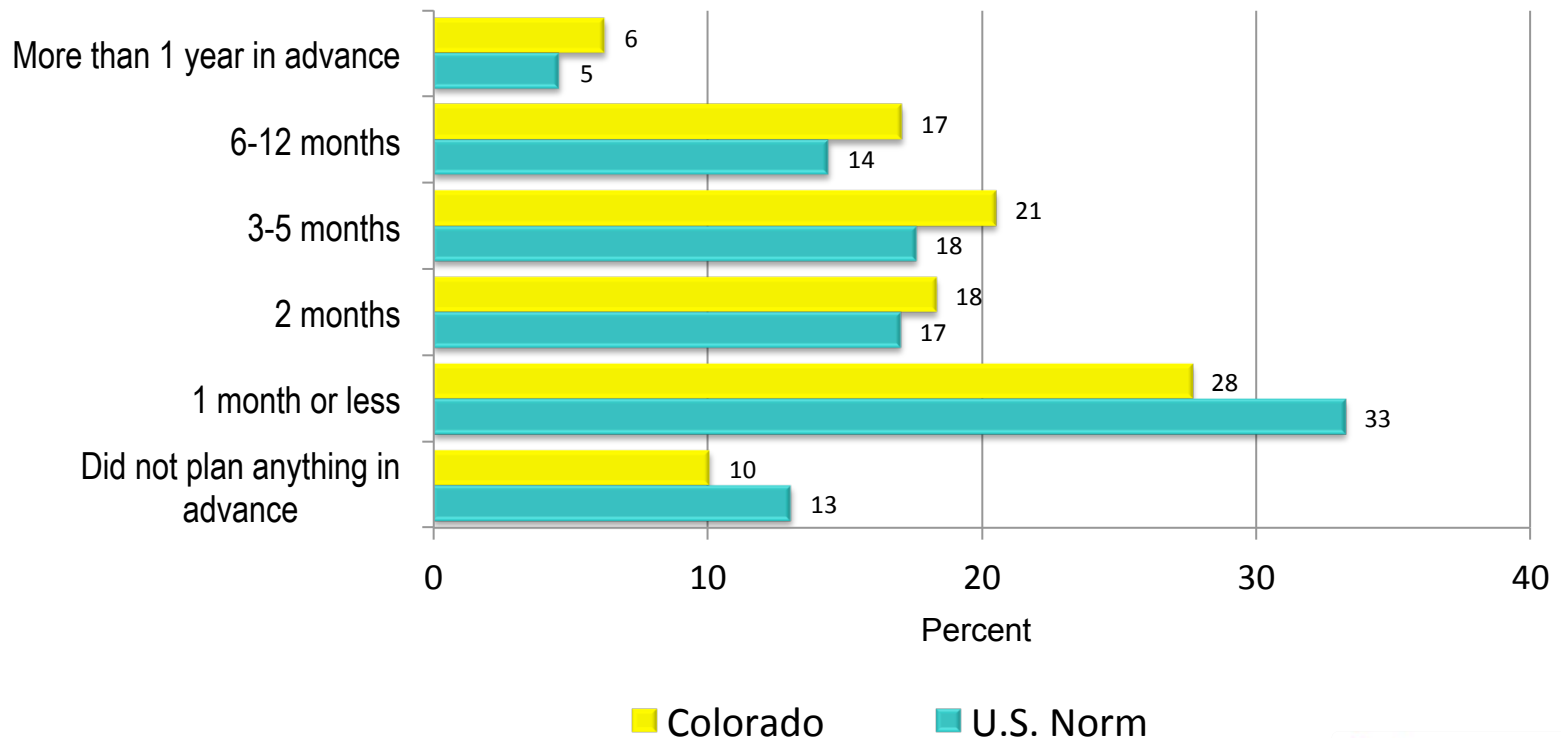


Trip Characteristics



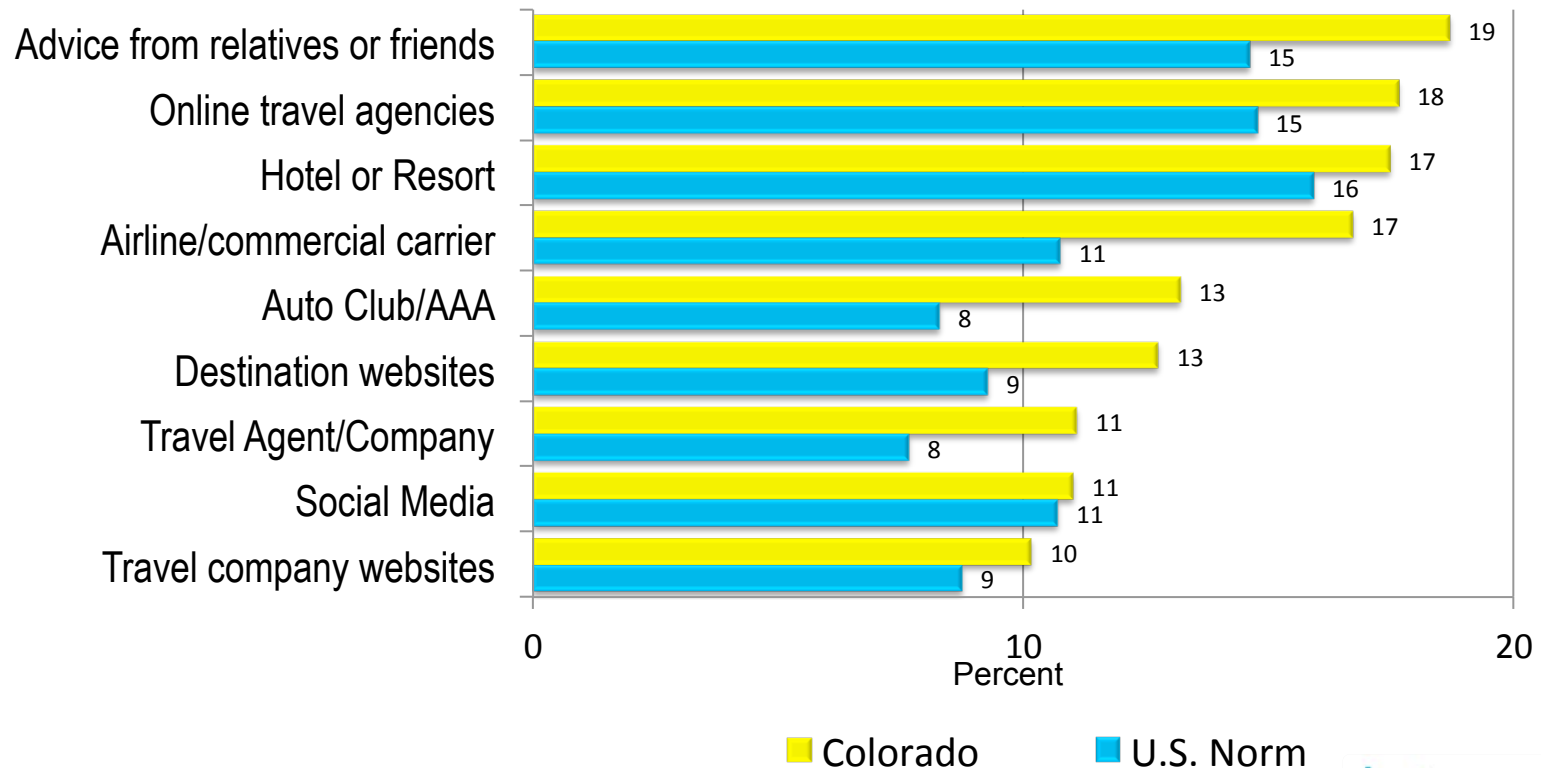
Length of Trip Planning

Base: Overnight Leisure Trips



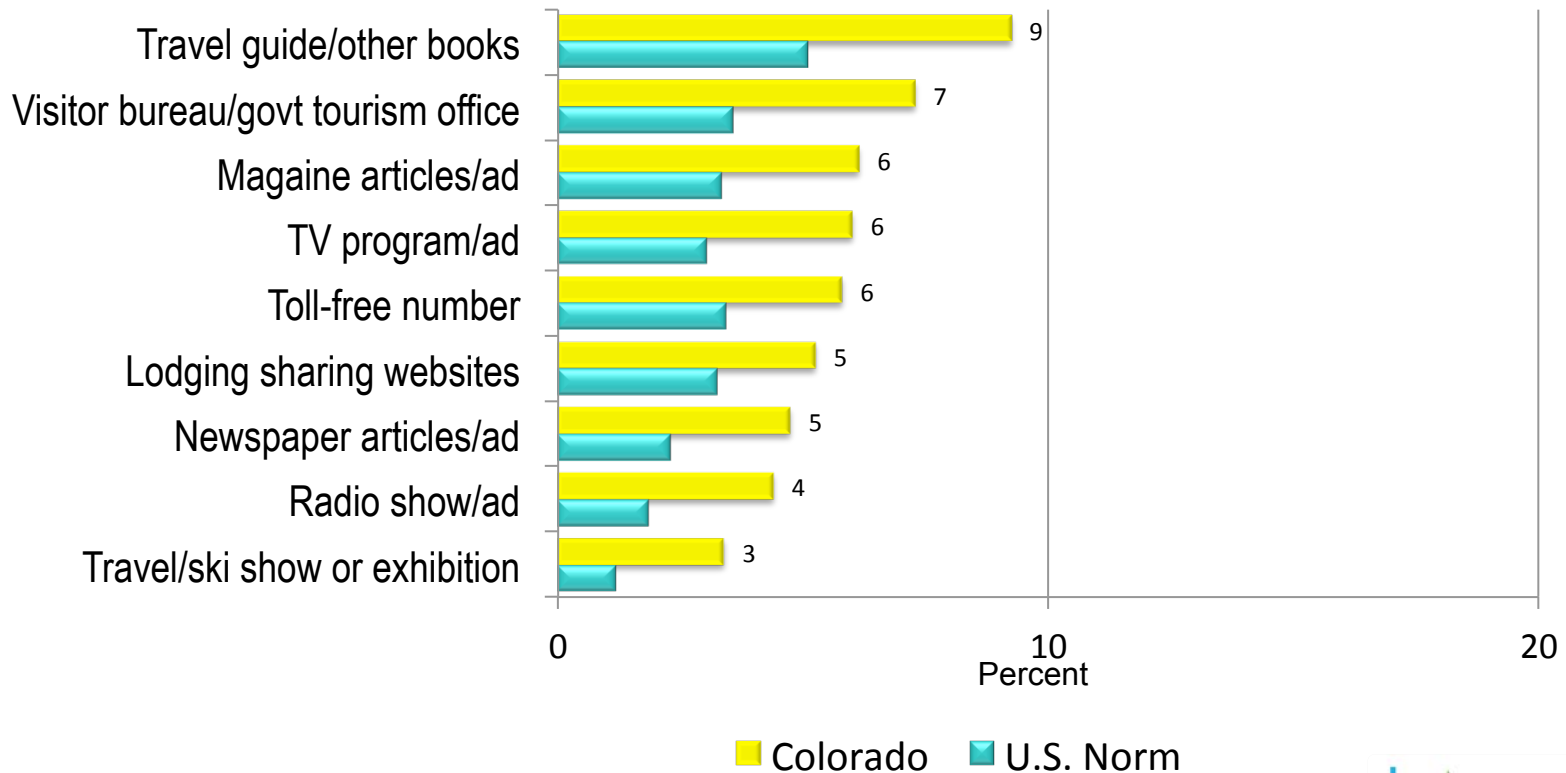
Trip Planning Information Sources

Base: Overnight Leisure Trips



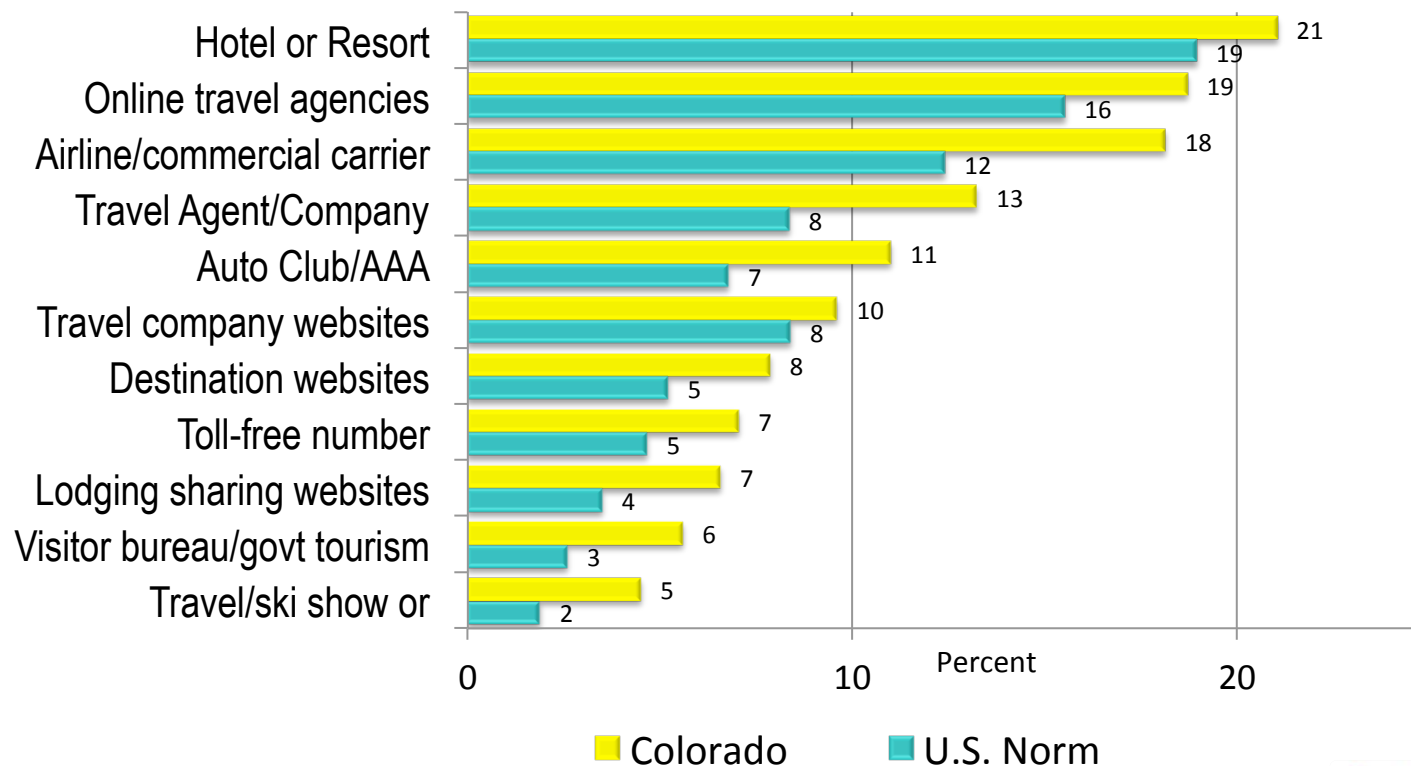
Trip Planning Information Sources (Cont'd)

Base: Overnight Leisure Trips

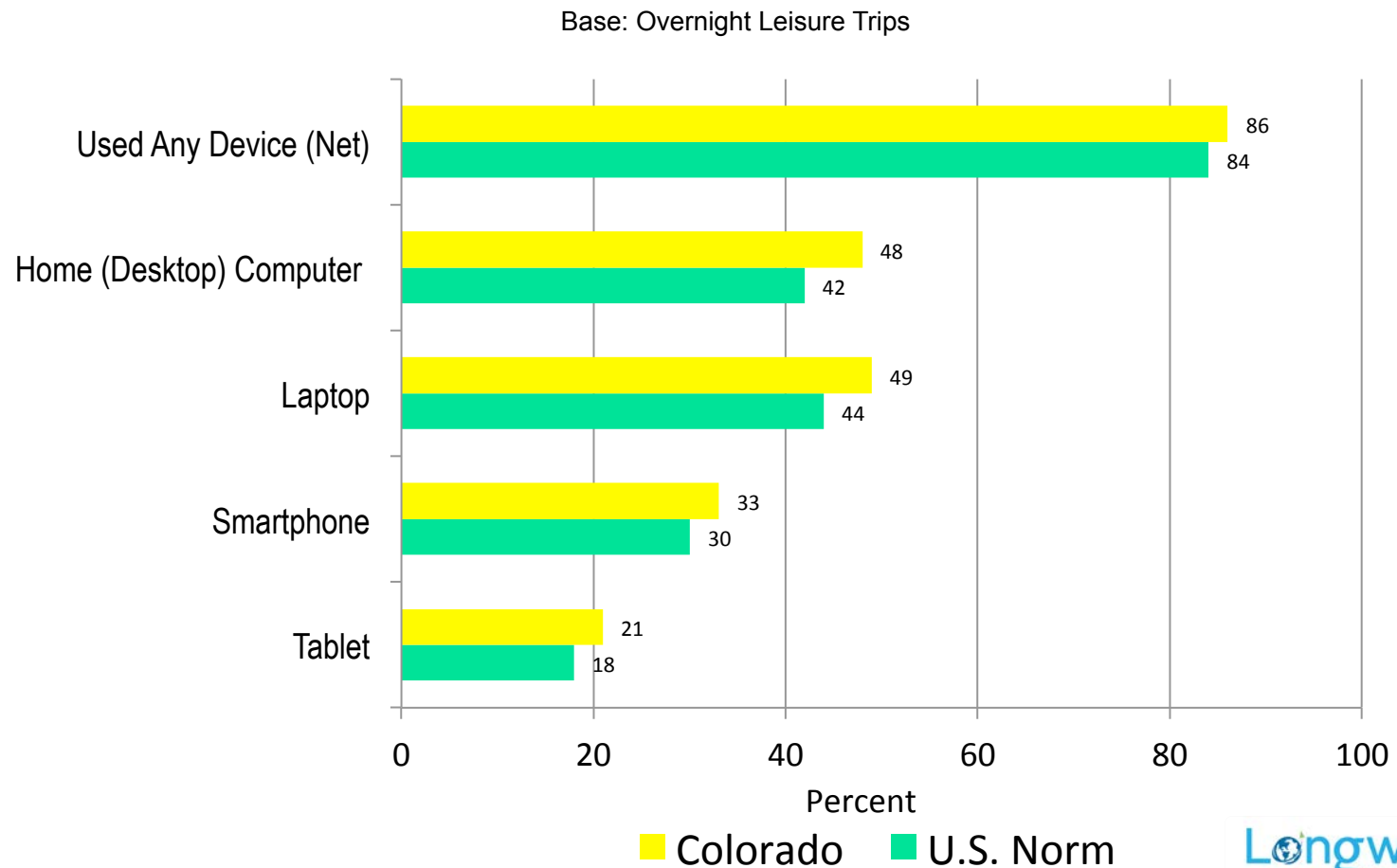


Method of Booking

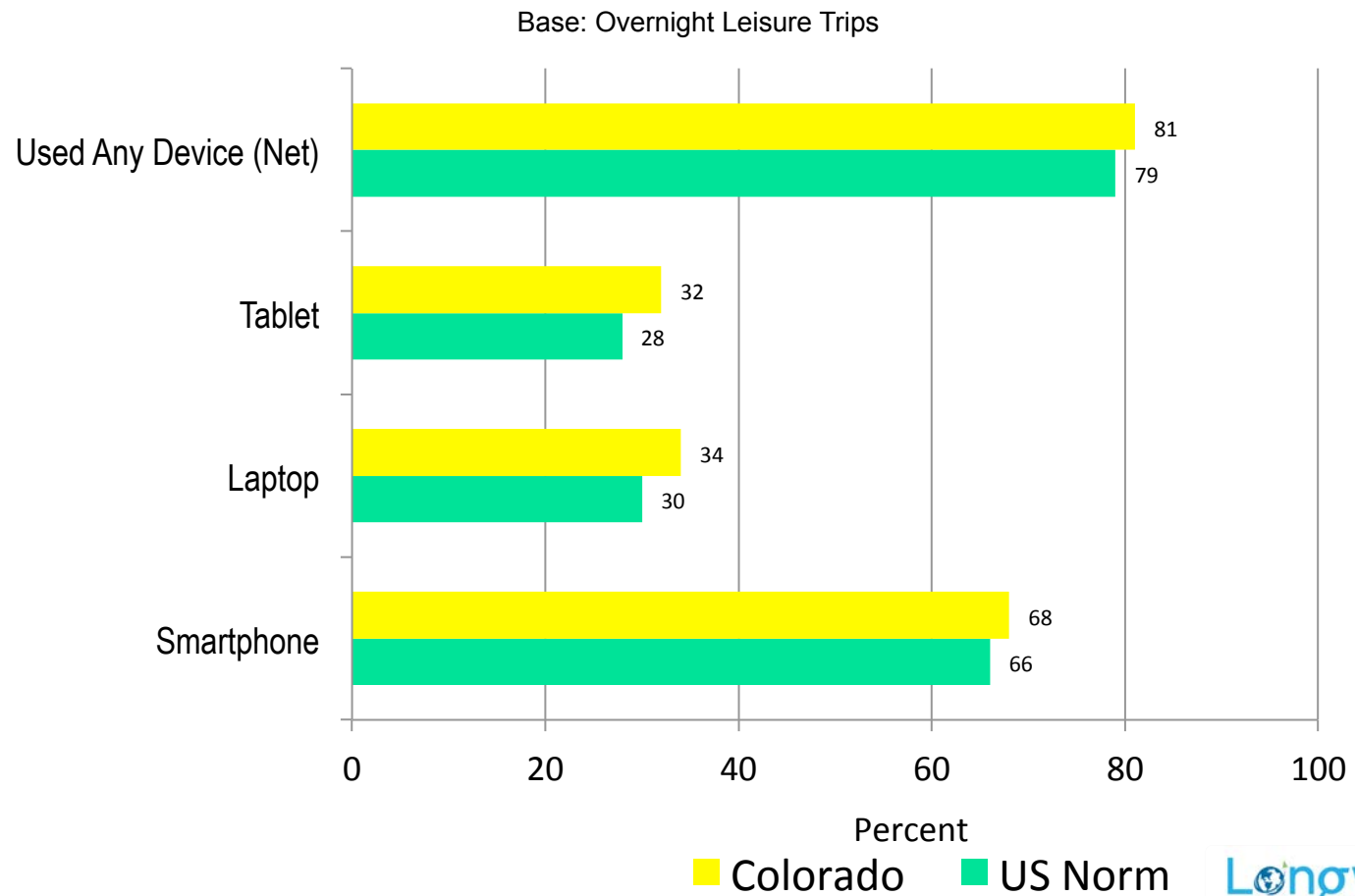
Base: Overnight Leisure Trips



Use of Devices for Trip Planning

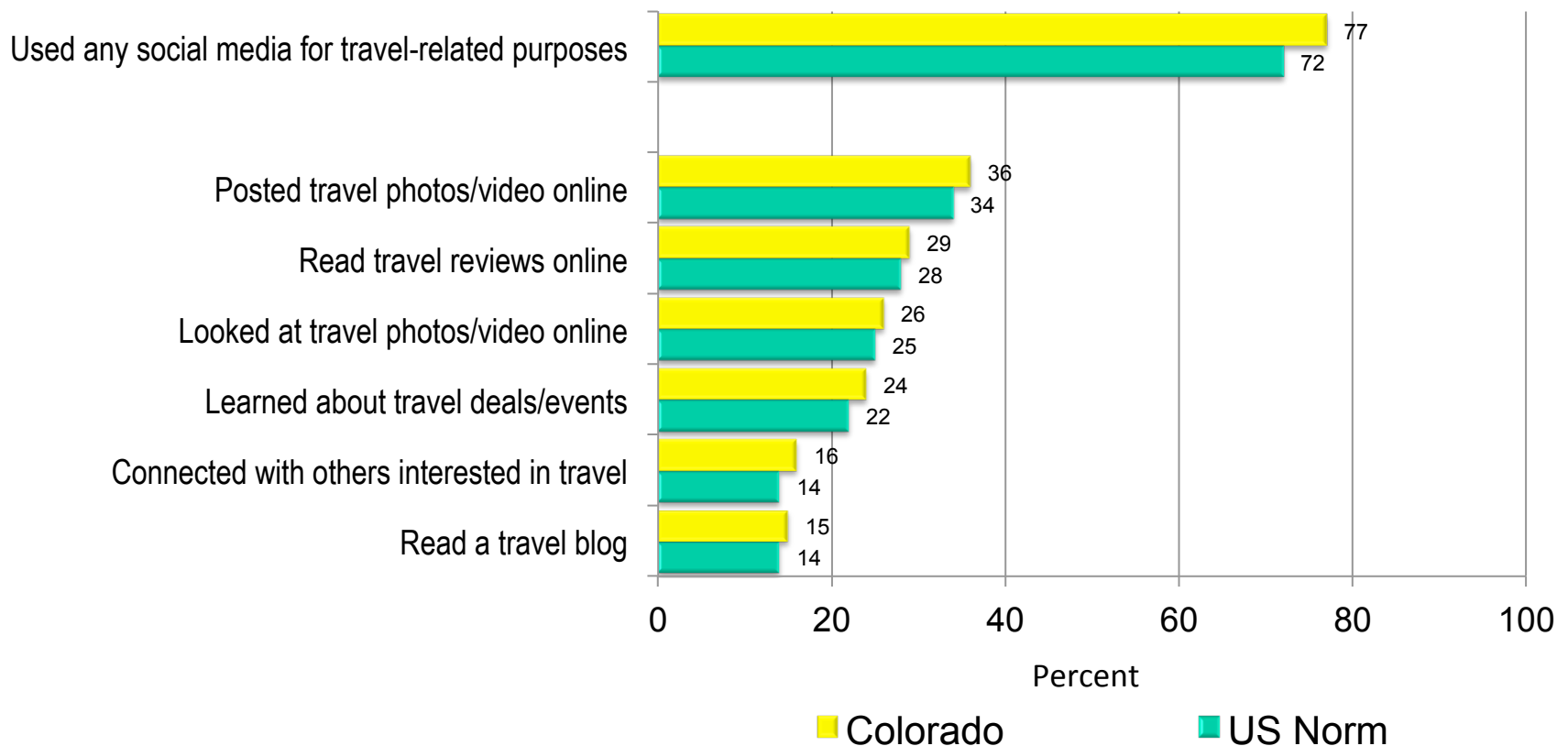


Use of Devices During Trip



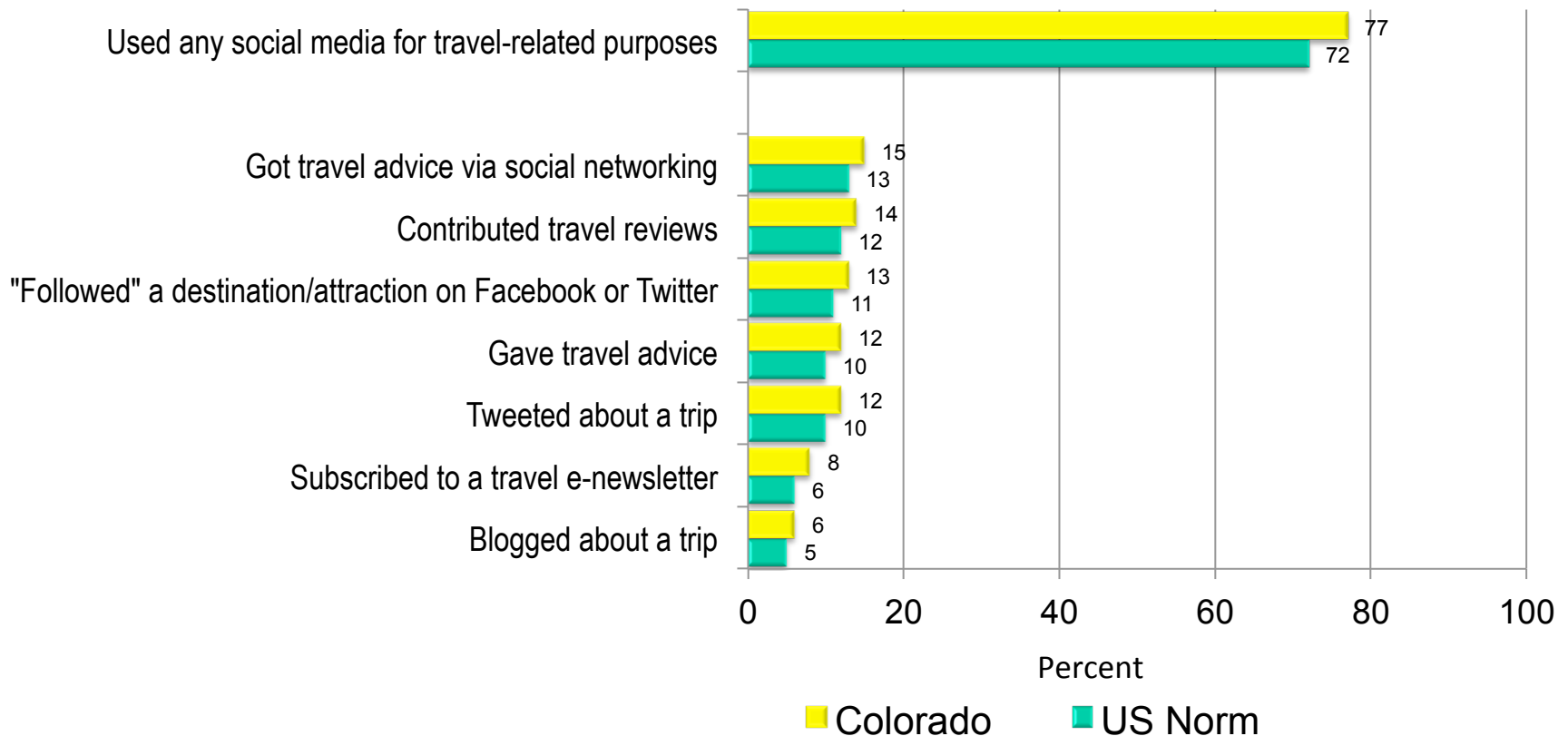
Social Media Used in the Past 3 Months

Base: Overnight Leisure Trips



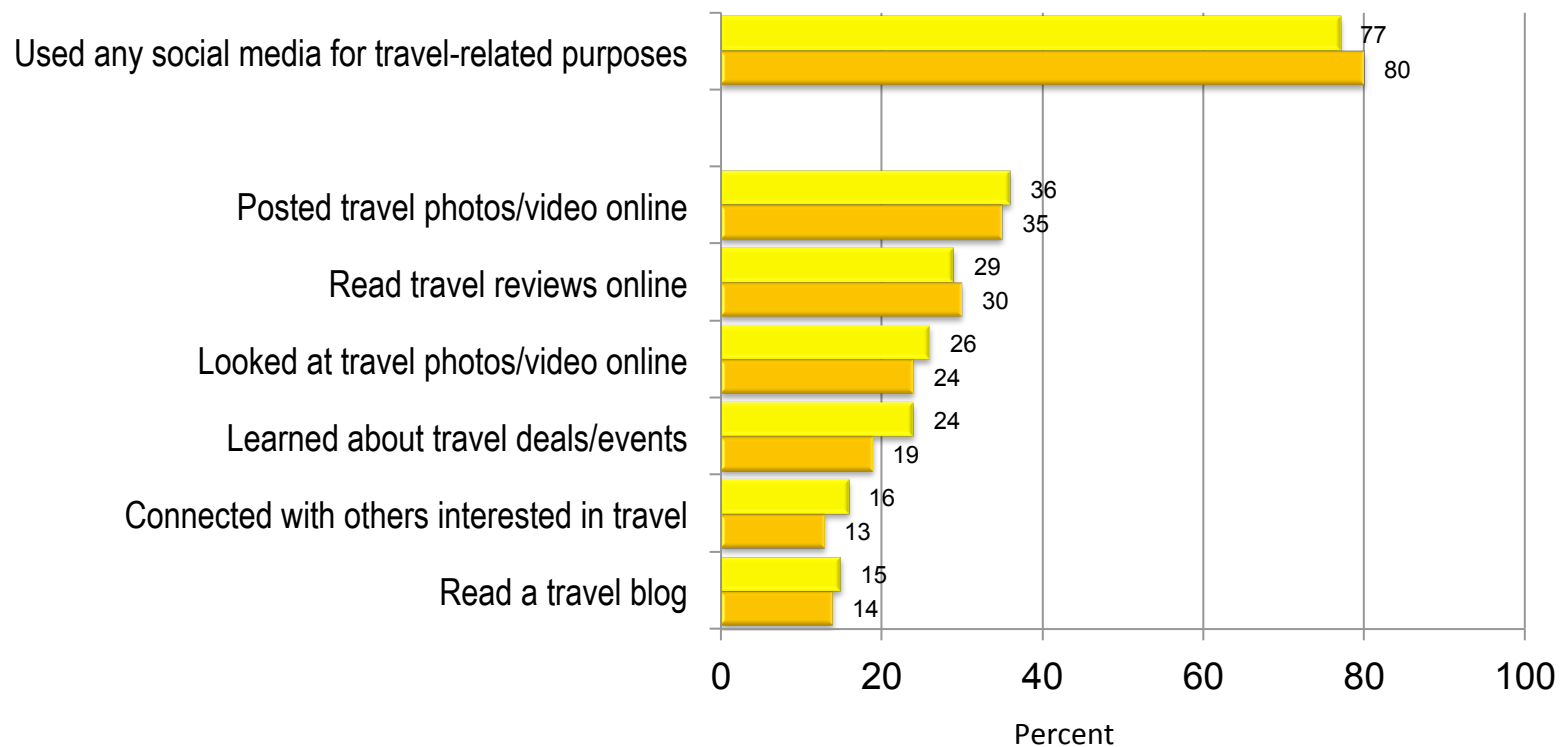
Social Media Used in the Past 3 Months (Cont'd)

Base: Overnight Leisure Trips



Social Media Used in the Past 3 Months — 2016 vs. 2015

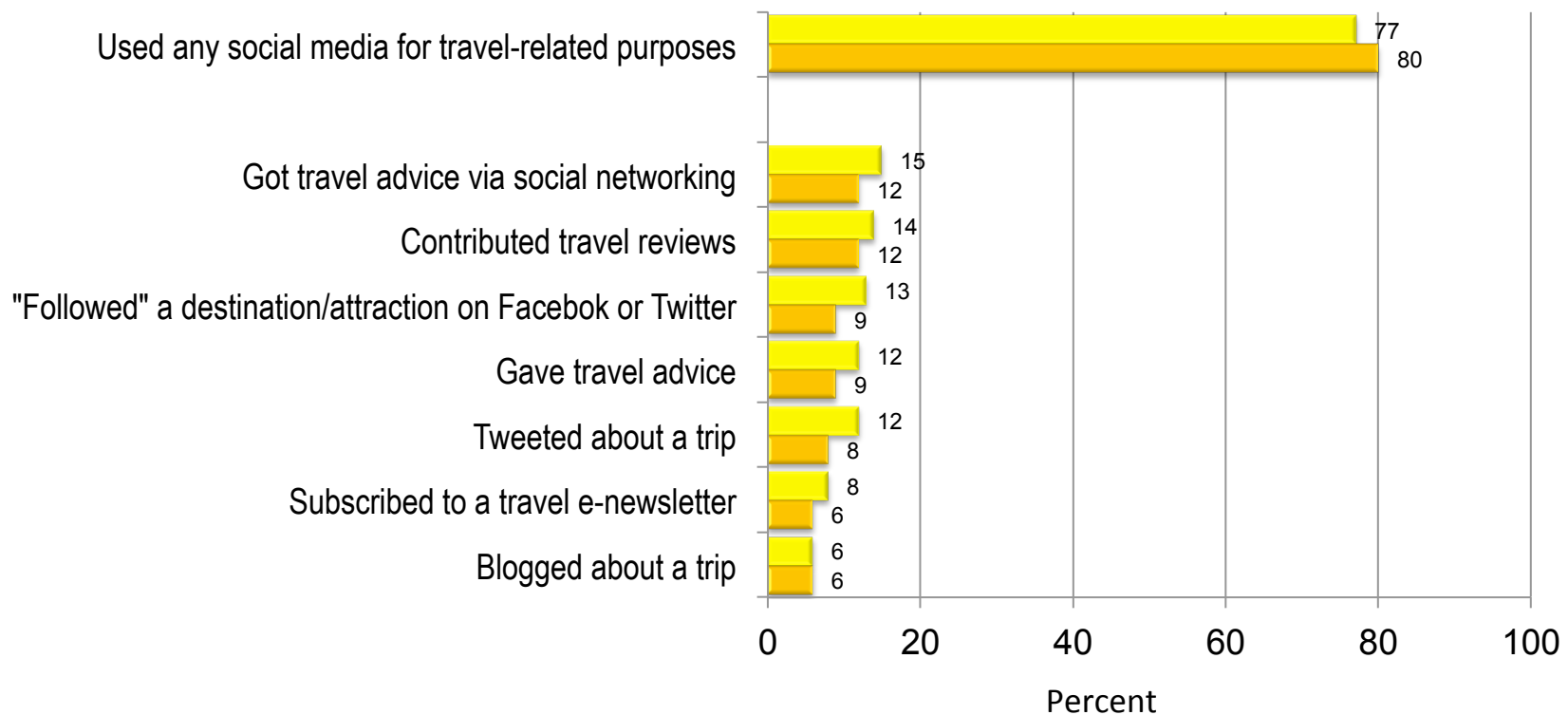
Base: Overnight Leisure Trips



■ 2016 ■ 2015

Social Media Used in the Past 3 Months — 2016 vs. 2015 (Cont'd)

Base: Overnight Leisure Trips



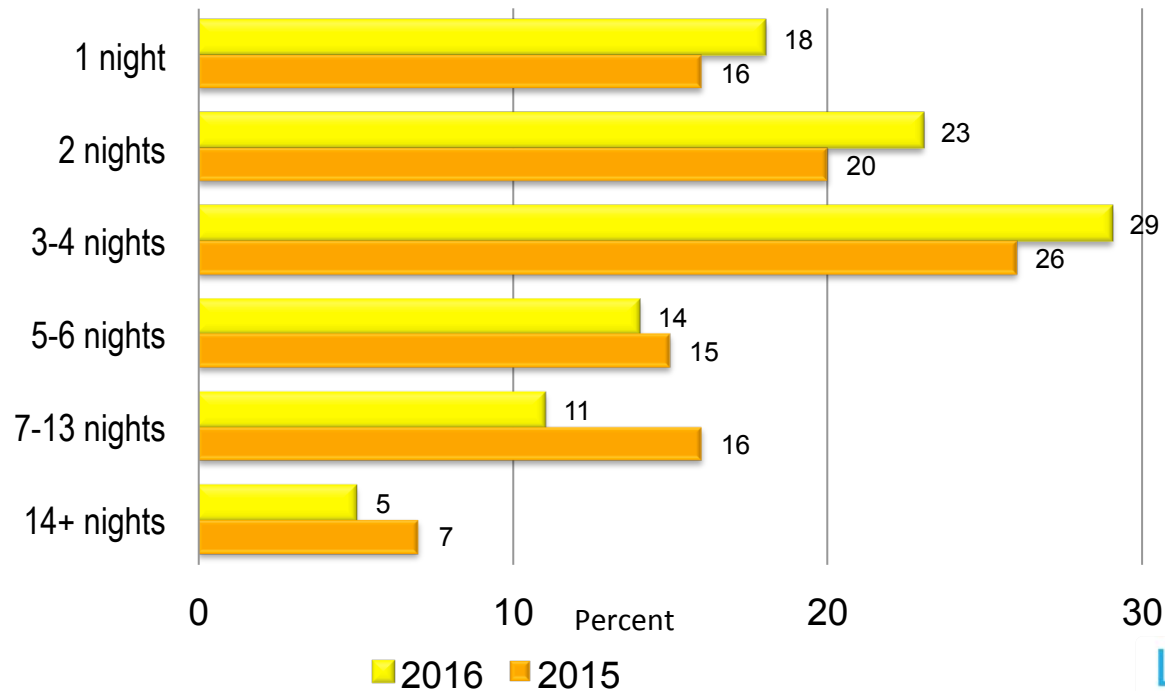
■ 2016 ■ 2015

Length of Colorado Trip

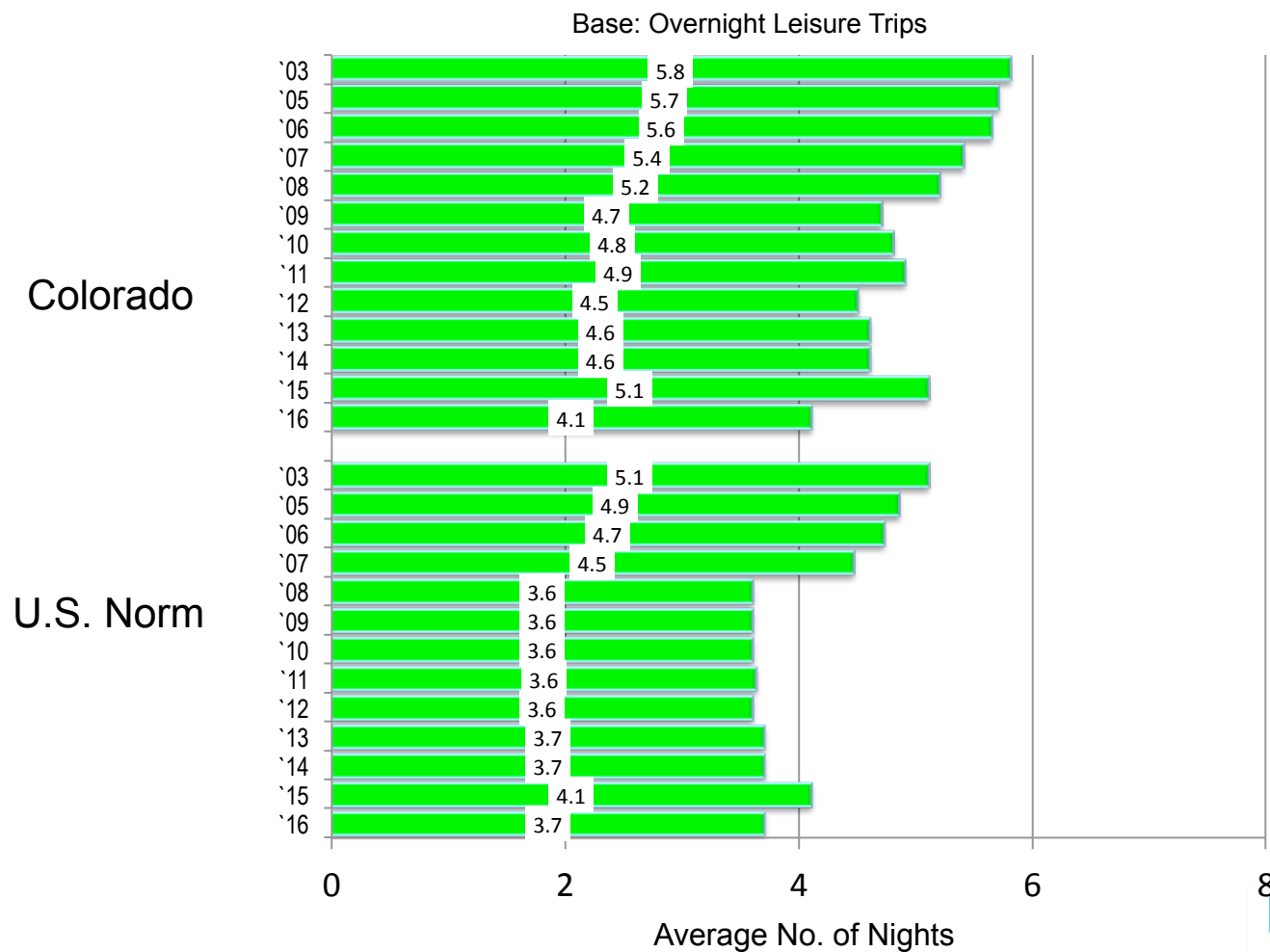
Base: Overnight Leisure Trips

**Average 2016
= 4.1 Nights**

**Average 2015
= 5.1 Nights**

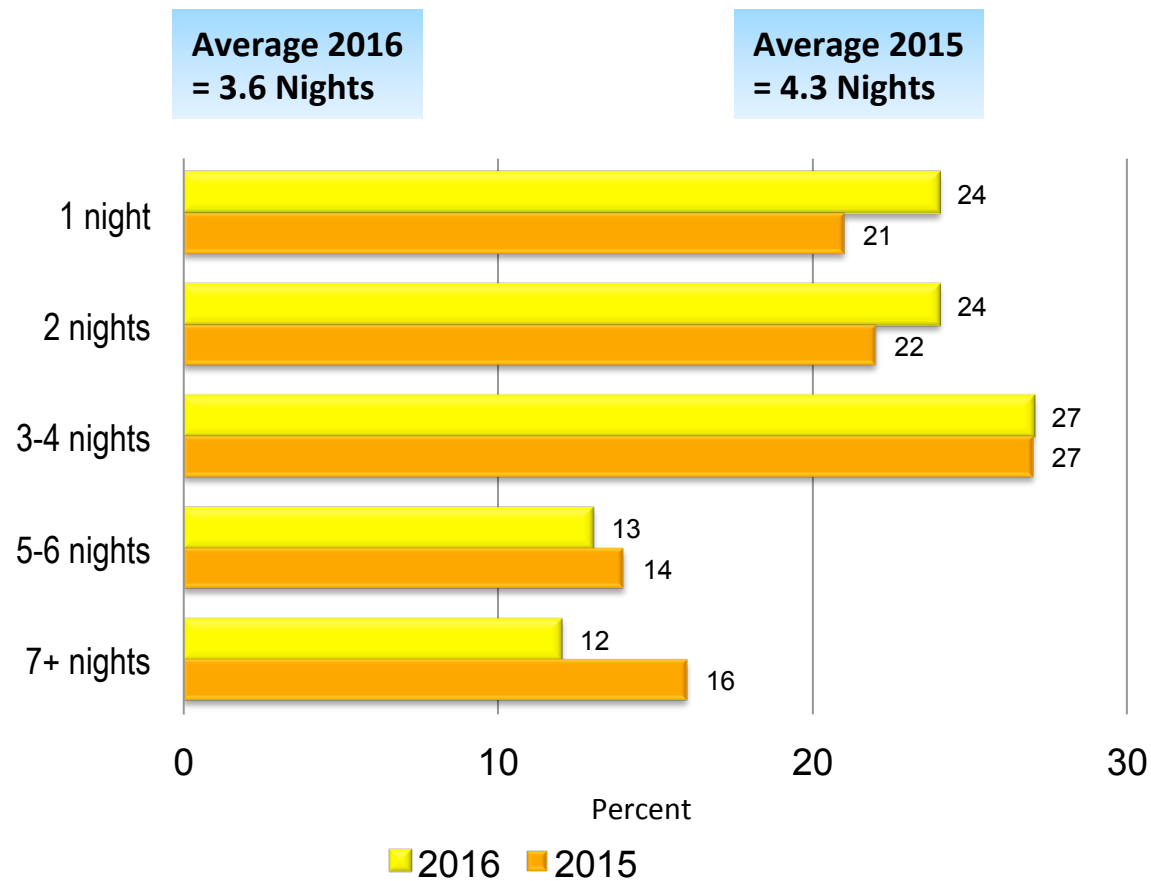


Length of Trip



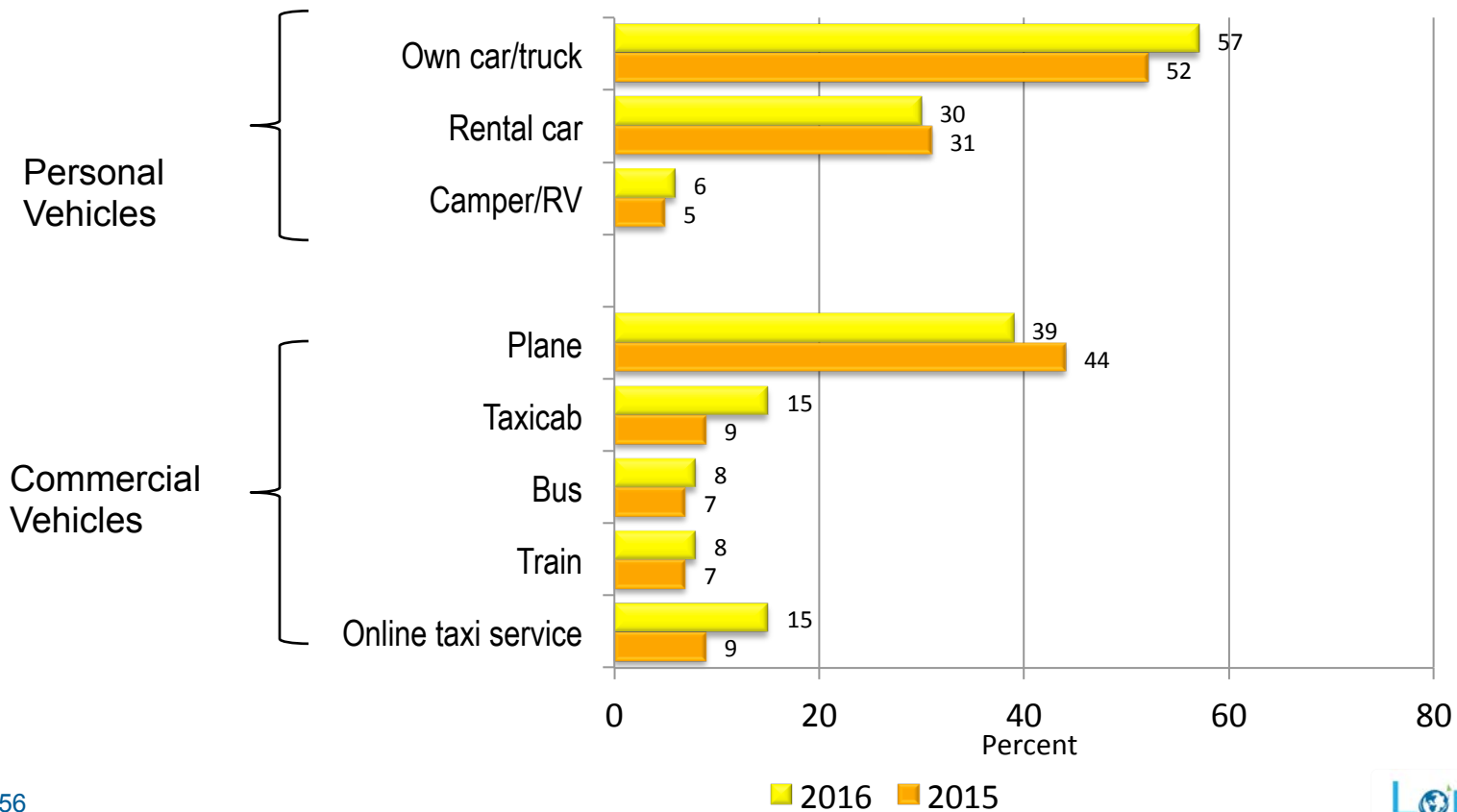
Length of Stay in Colorado

Base: Overnight Leisure Trips

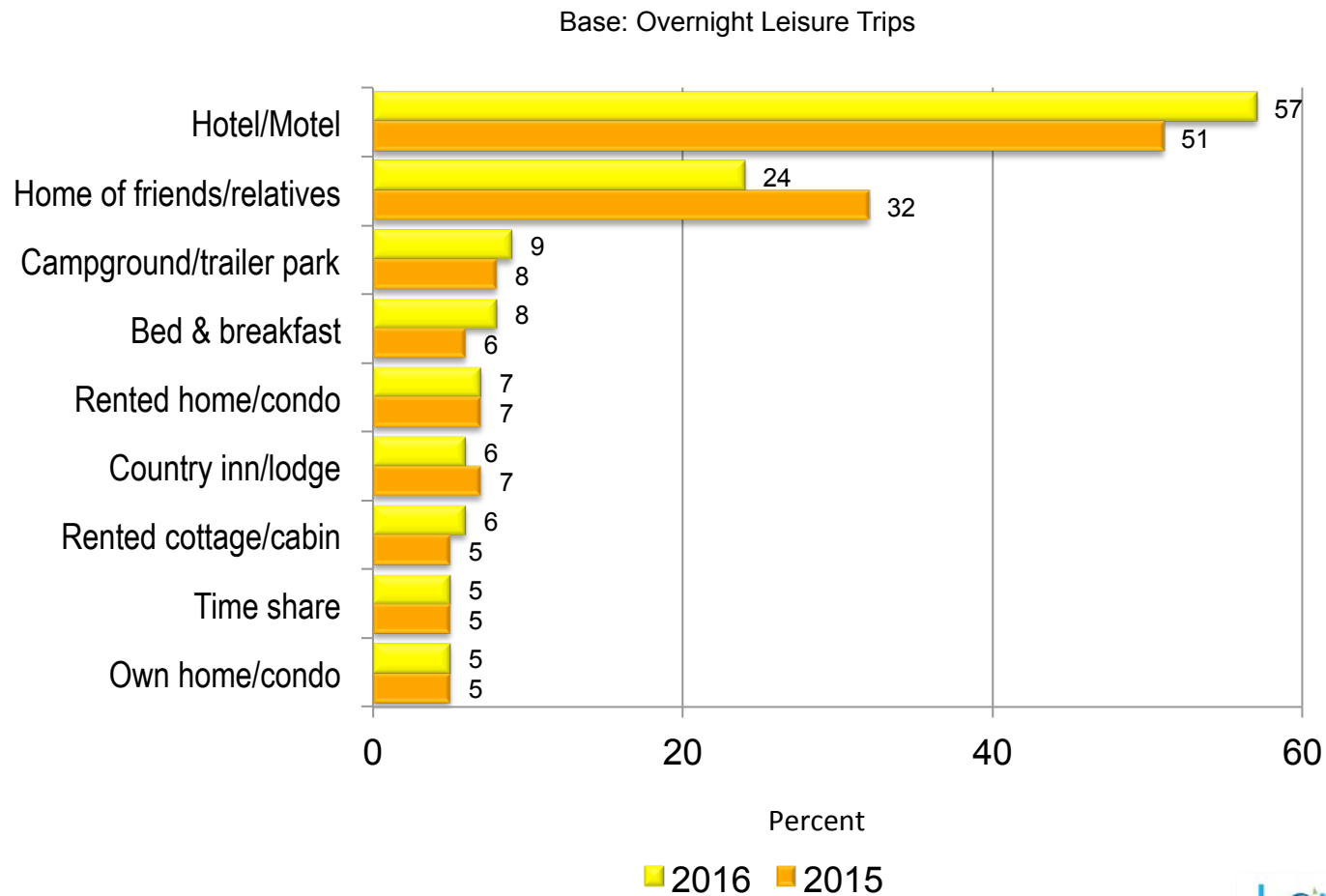


Transportation Used on Colorado Trip

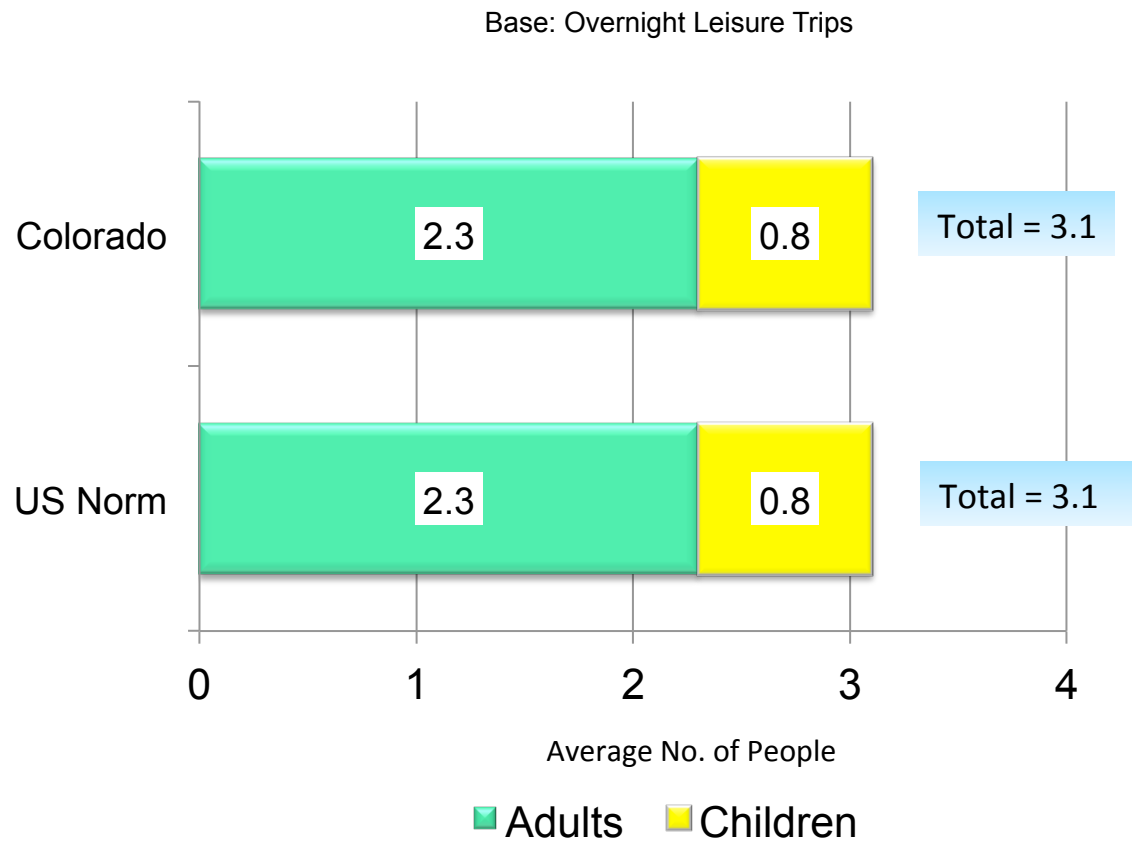
Base: Overnight Leisure Trips Originating Out of State



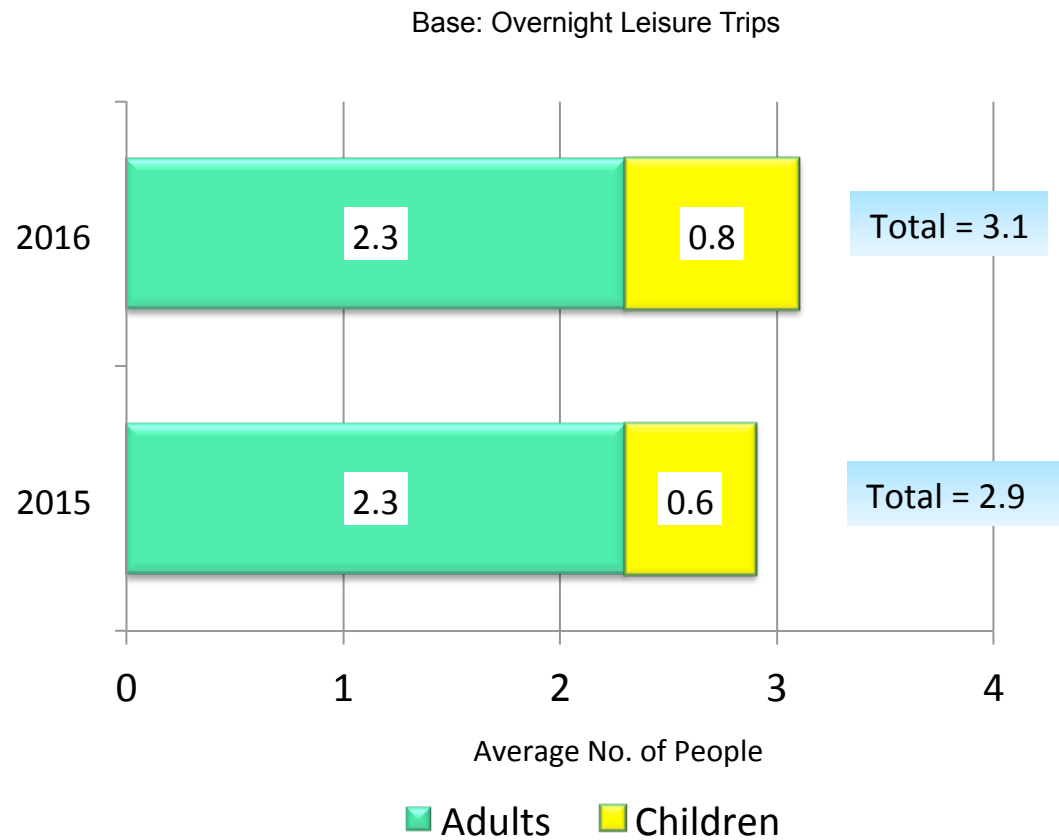
Accommodations Used on Trip



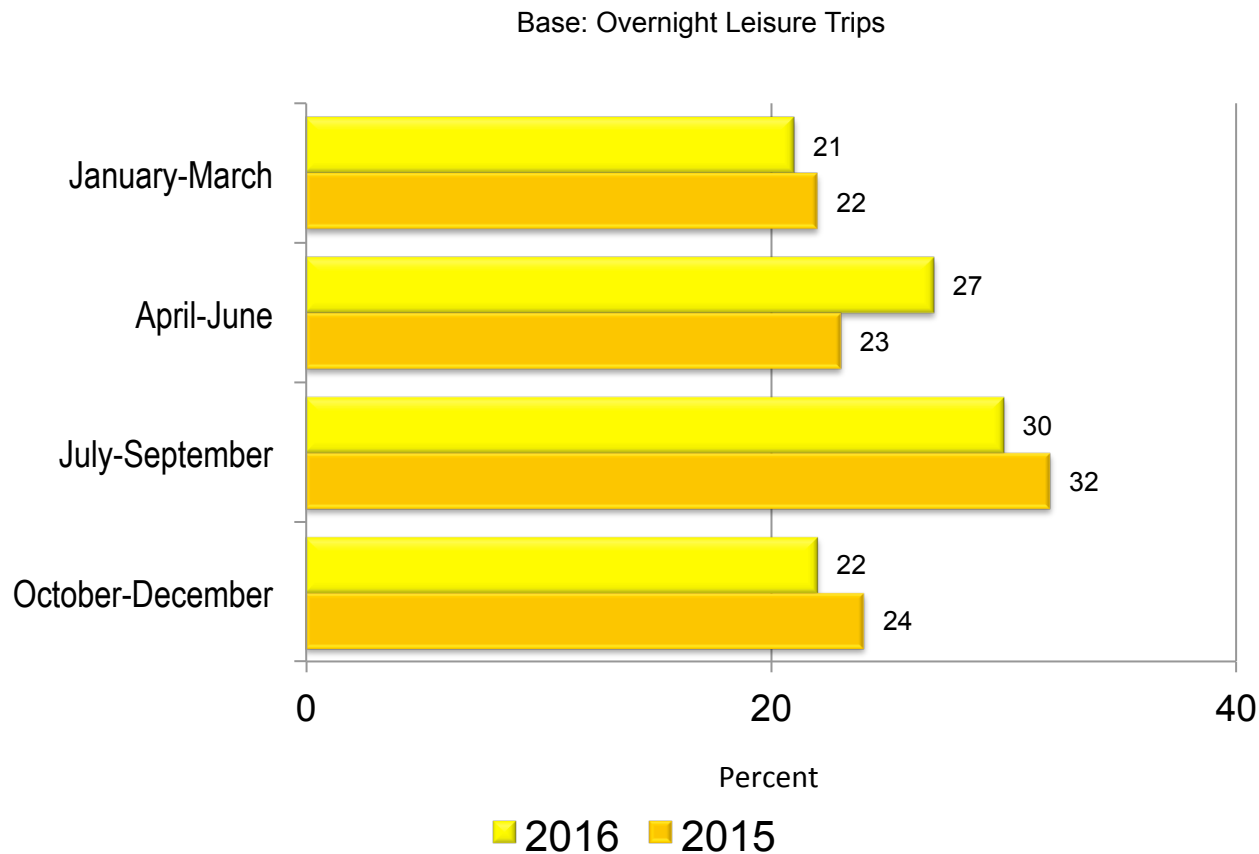
Size of Travel Party



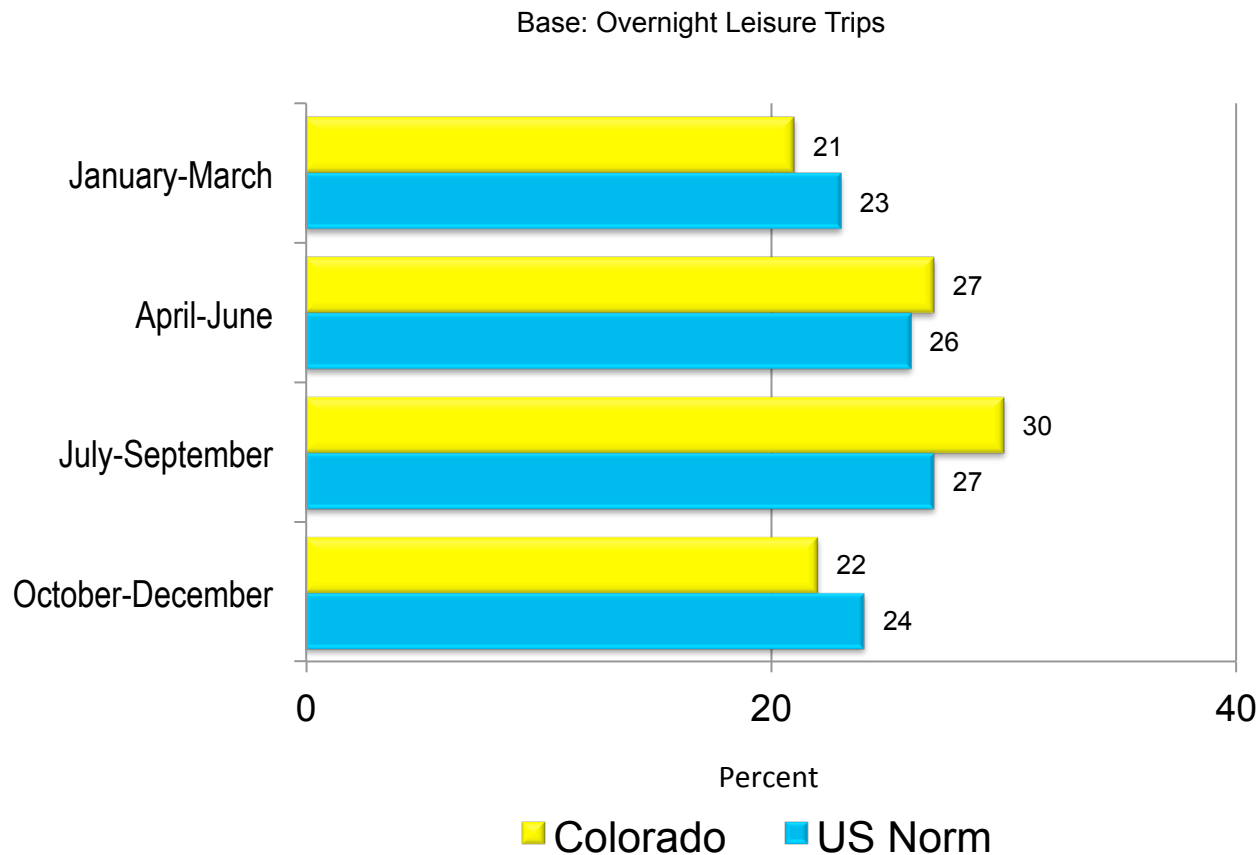
Size of Travel Party



Distribution of Trips by Quarter

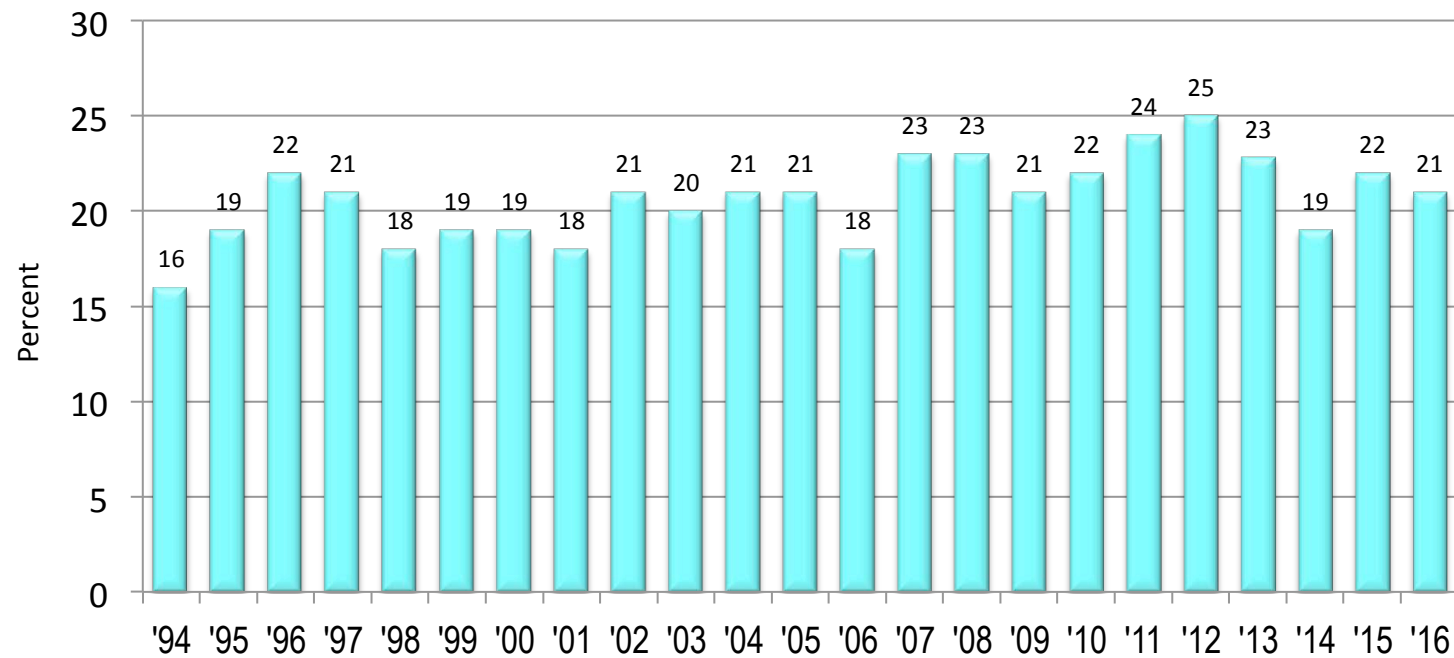


Distribution of Trips by Quarter



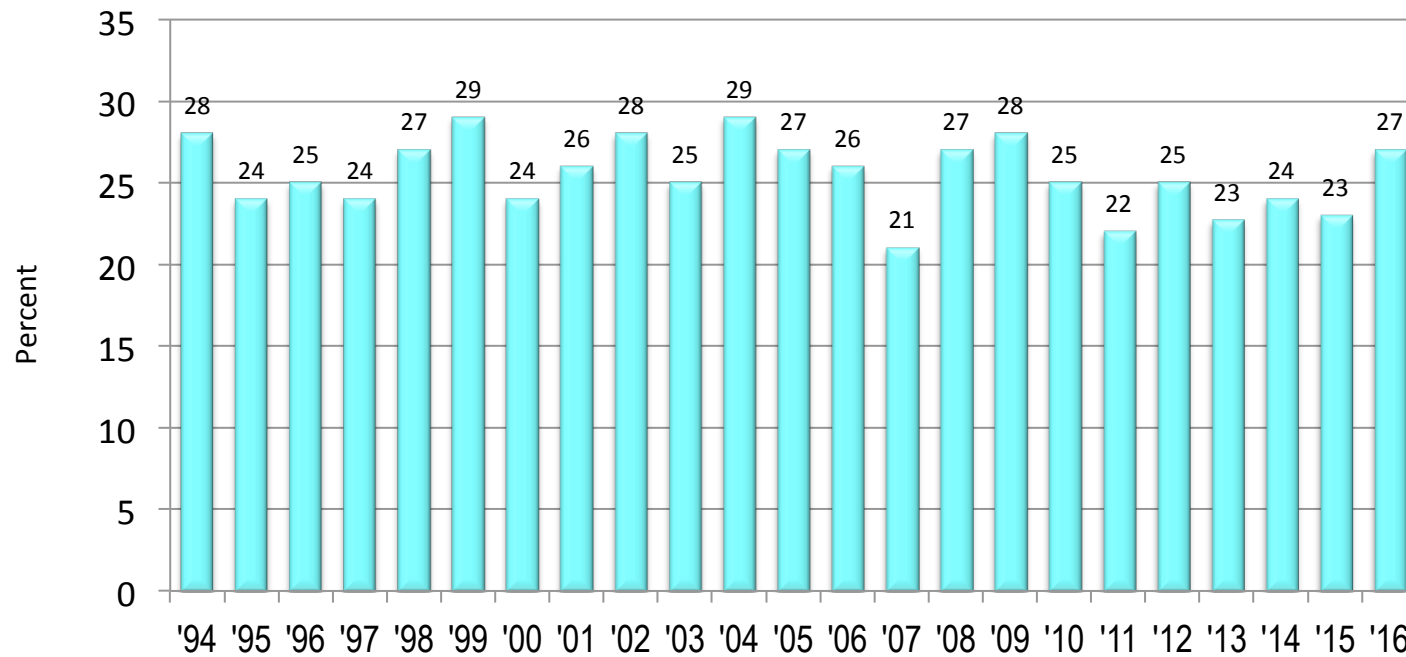
Distribution of Trips by Quarter — January to March

Base: Overnight Leisure Trips



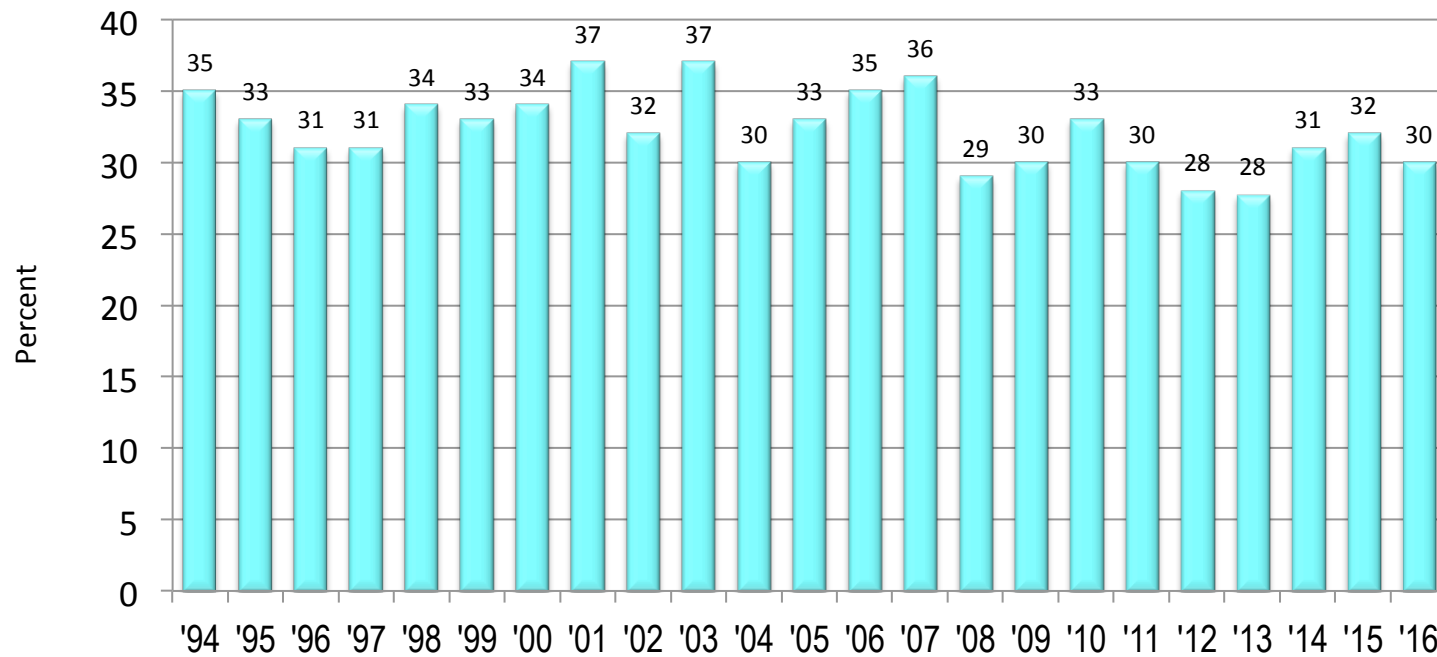
Distribution of Trips by Quarter — April to June

Base: Overnight Leisure Trips



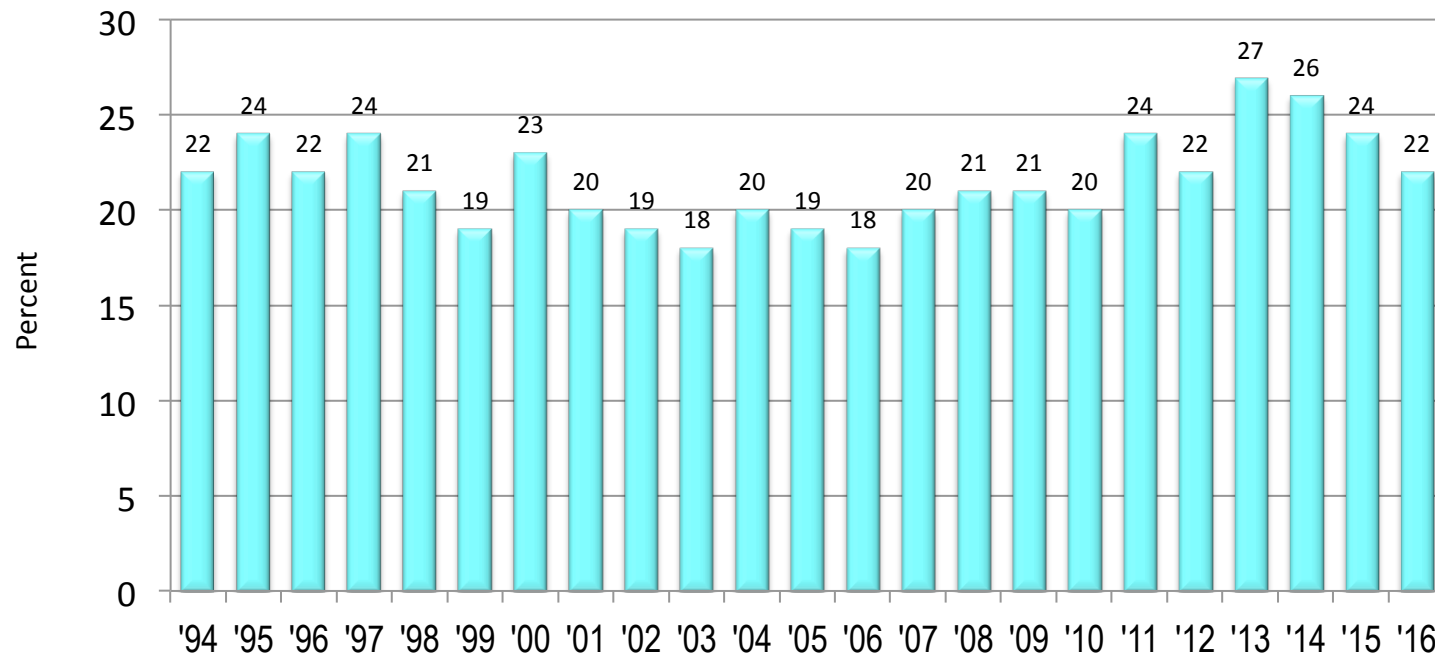
Distribution of Trips by Quarter — July to September

Base: Overnight Leisure Trips

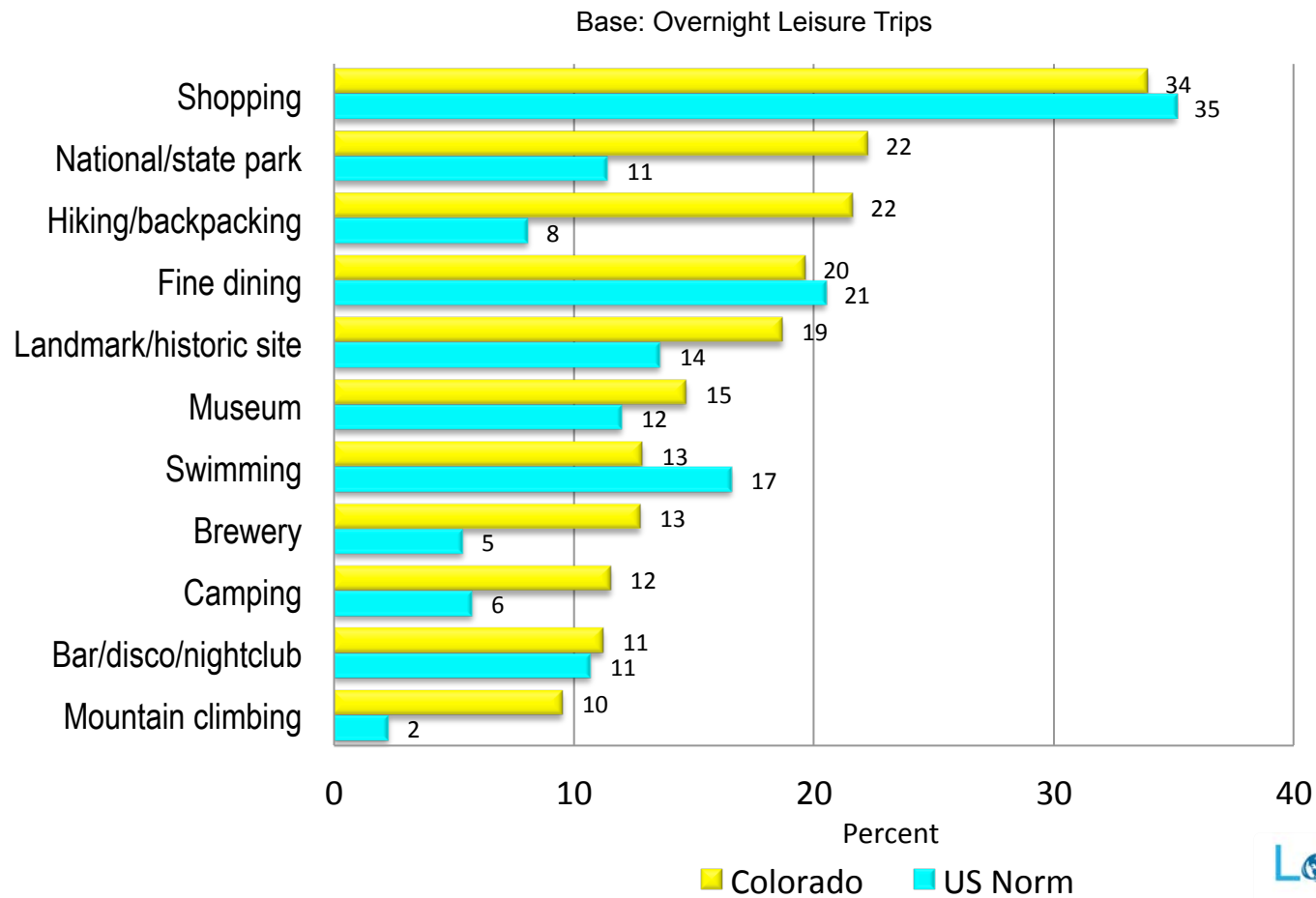


Distribution of Trips by Quarter — October to December

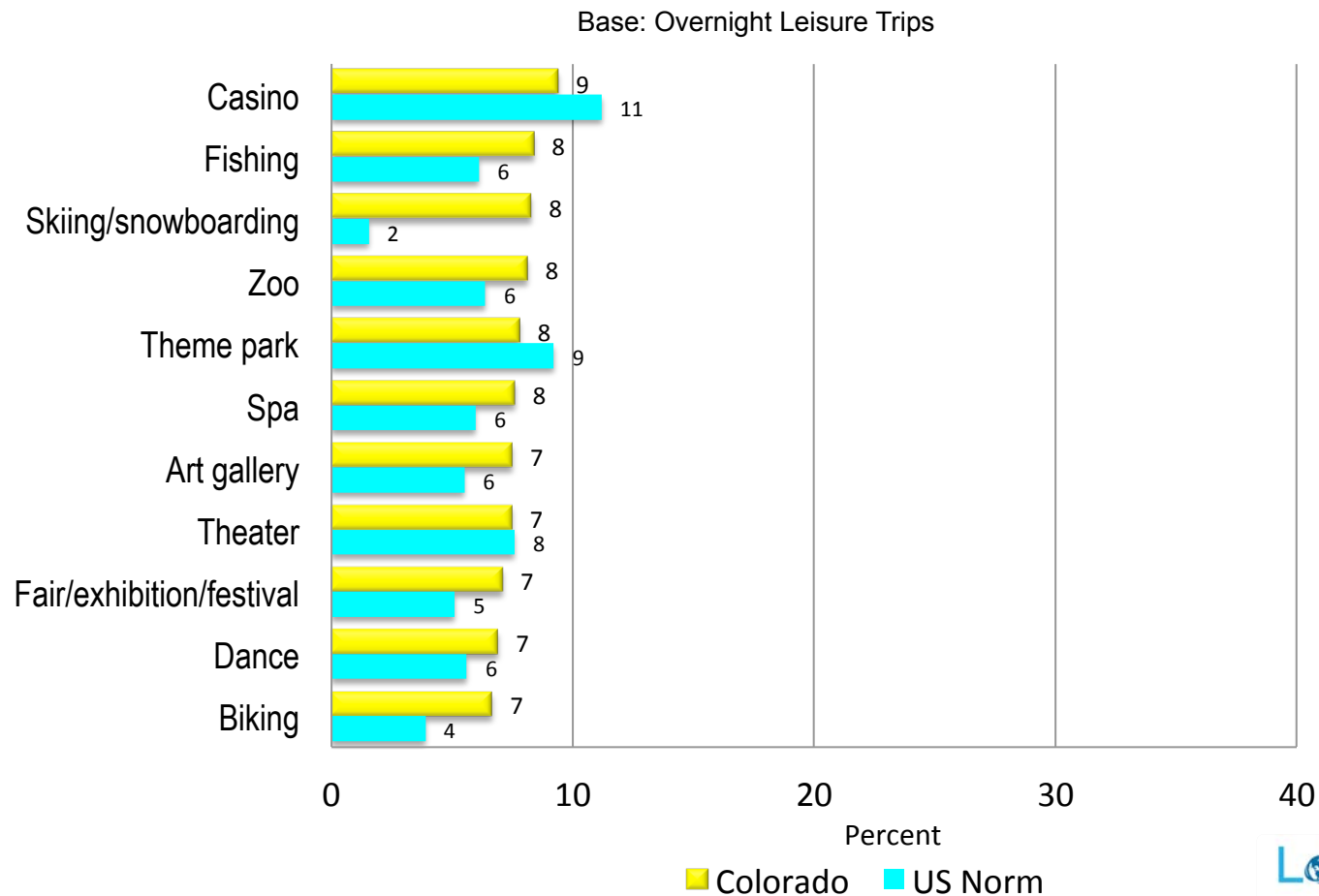
Base: Overnight Leisure Trips



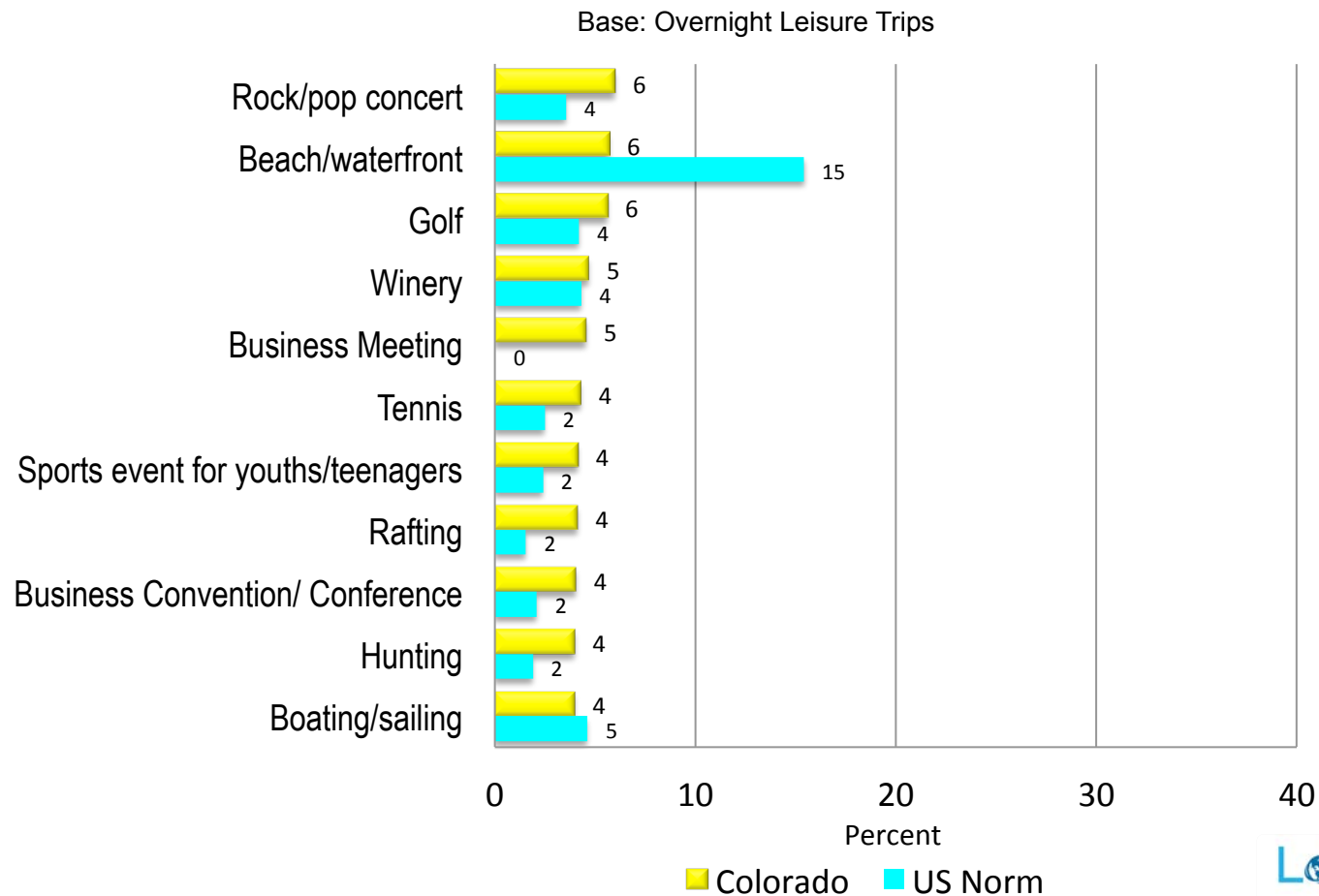
Activities on Trip



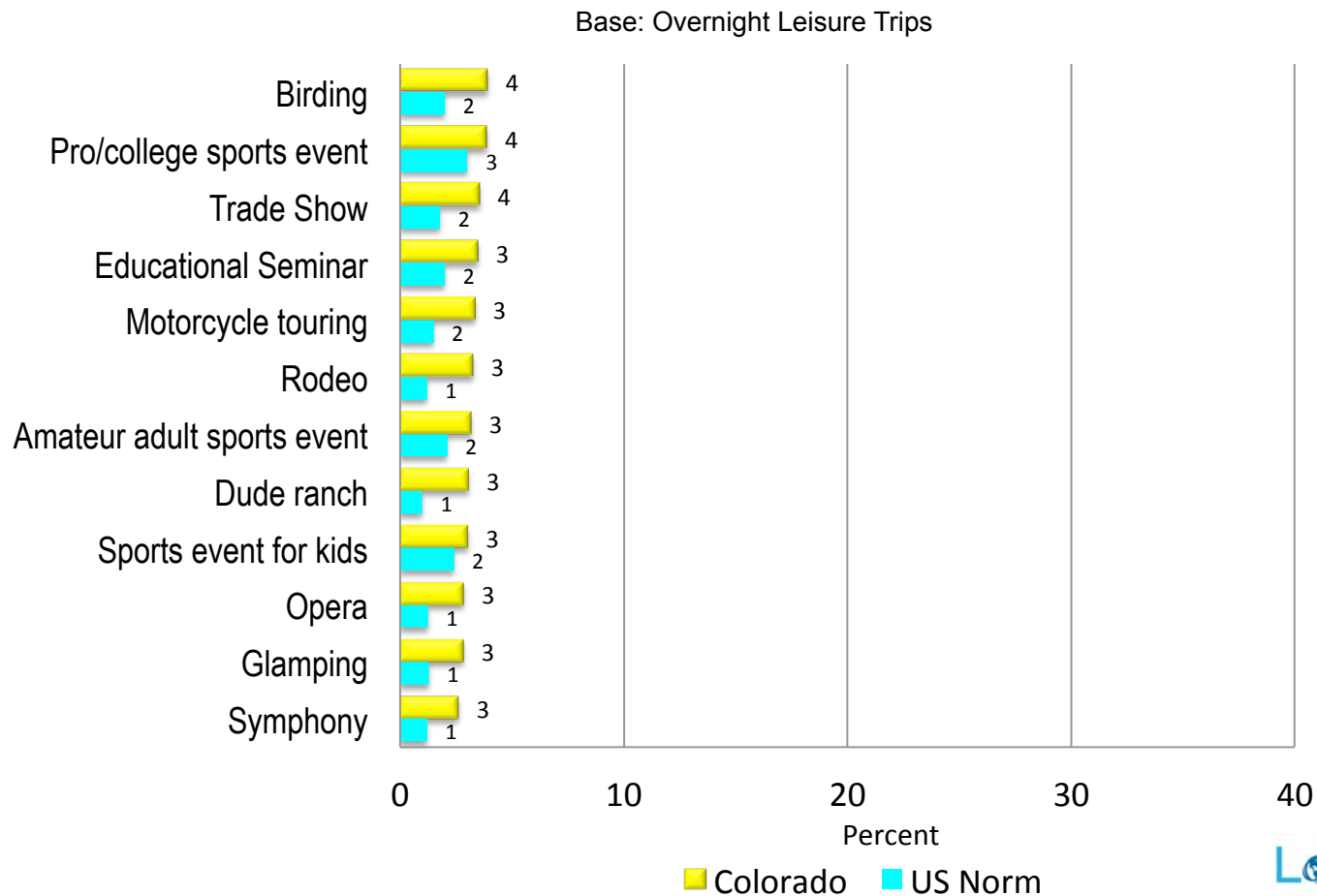
Activities on Trip (Cont'd)



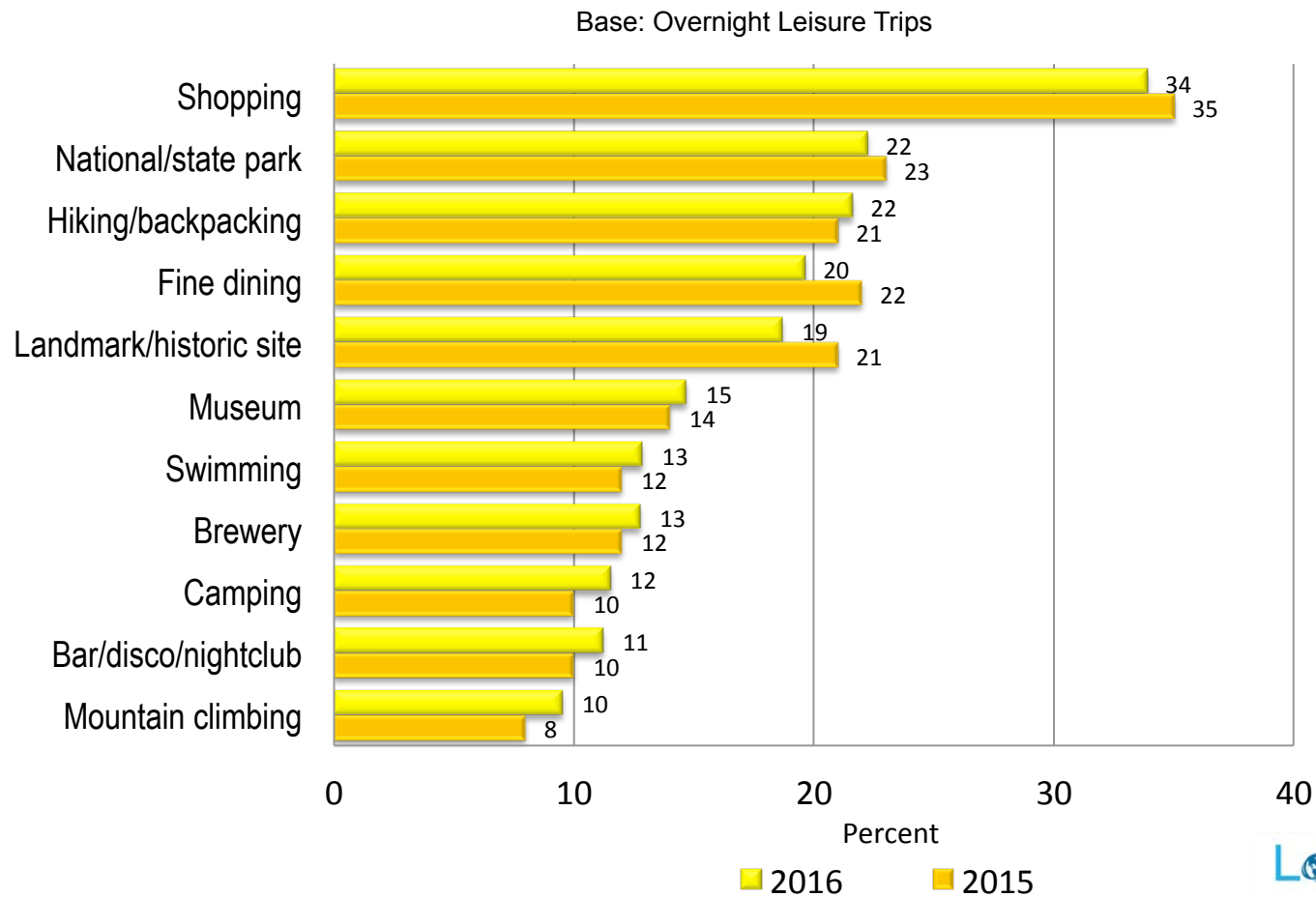
Activities on Trip (Cont'd)



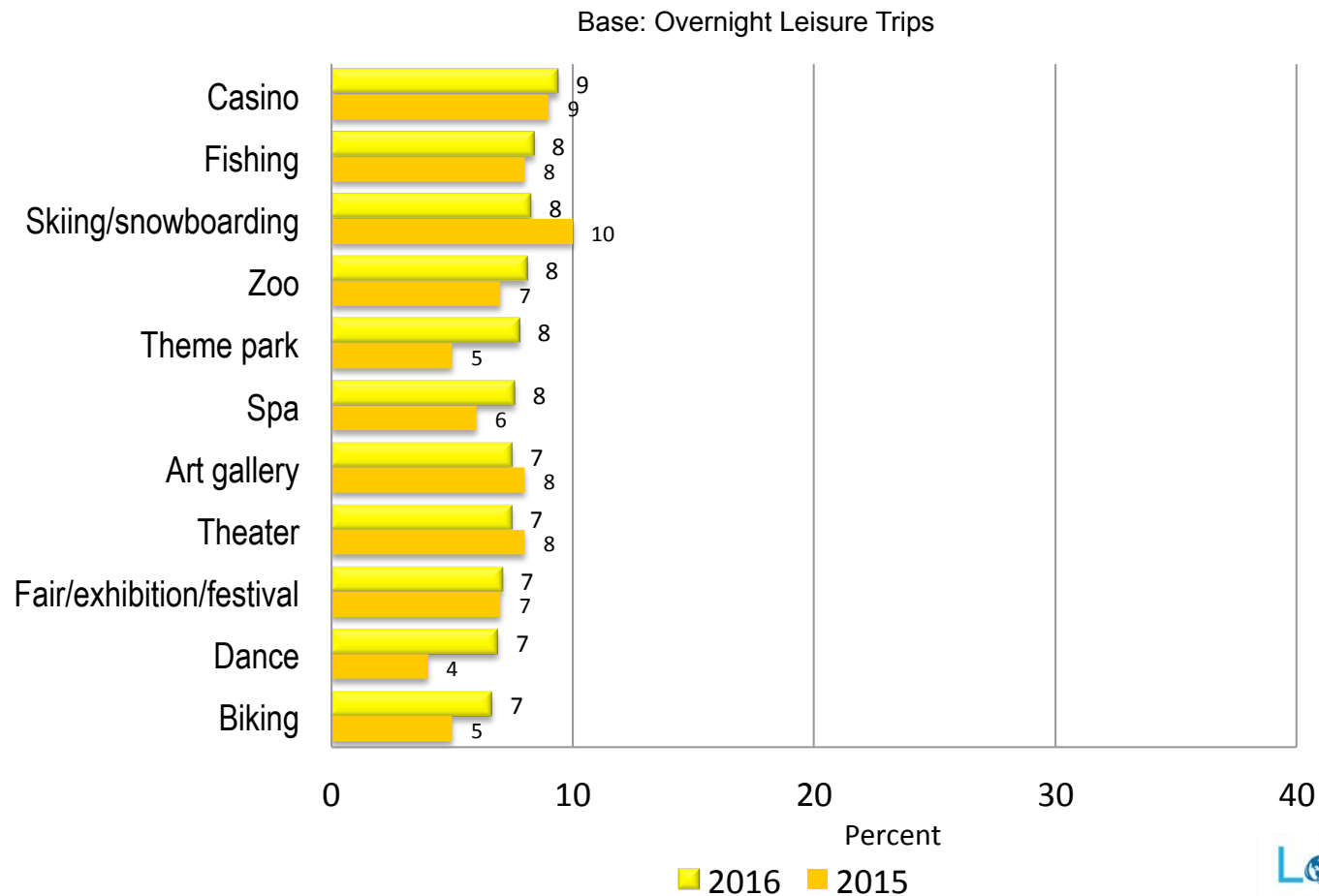
Activities on Trip (Cont'd)



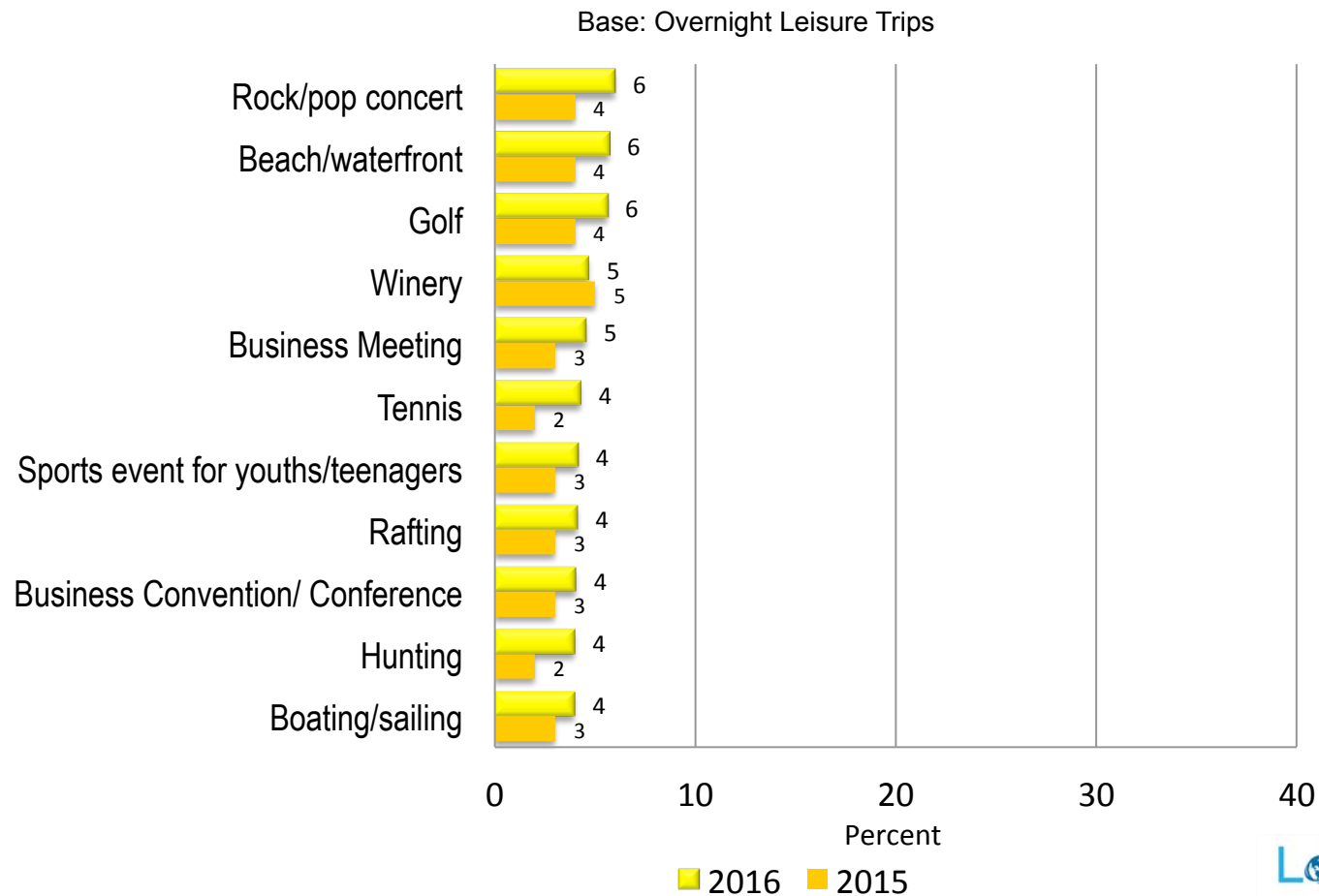
Activities on Trip



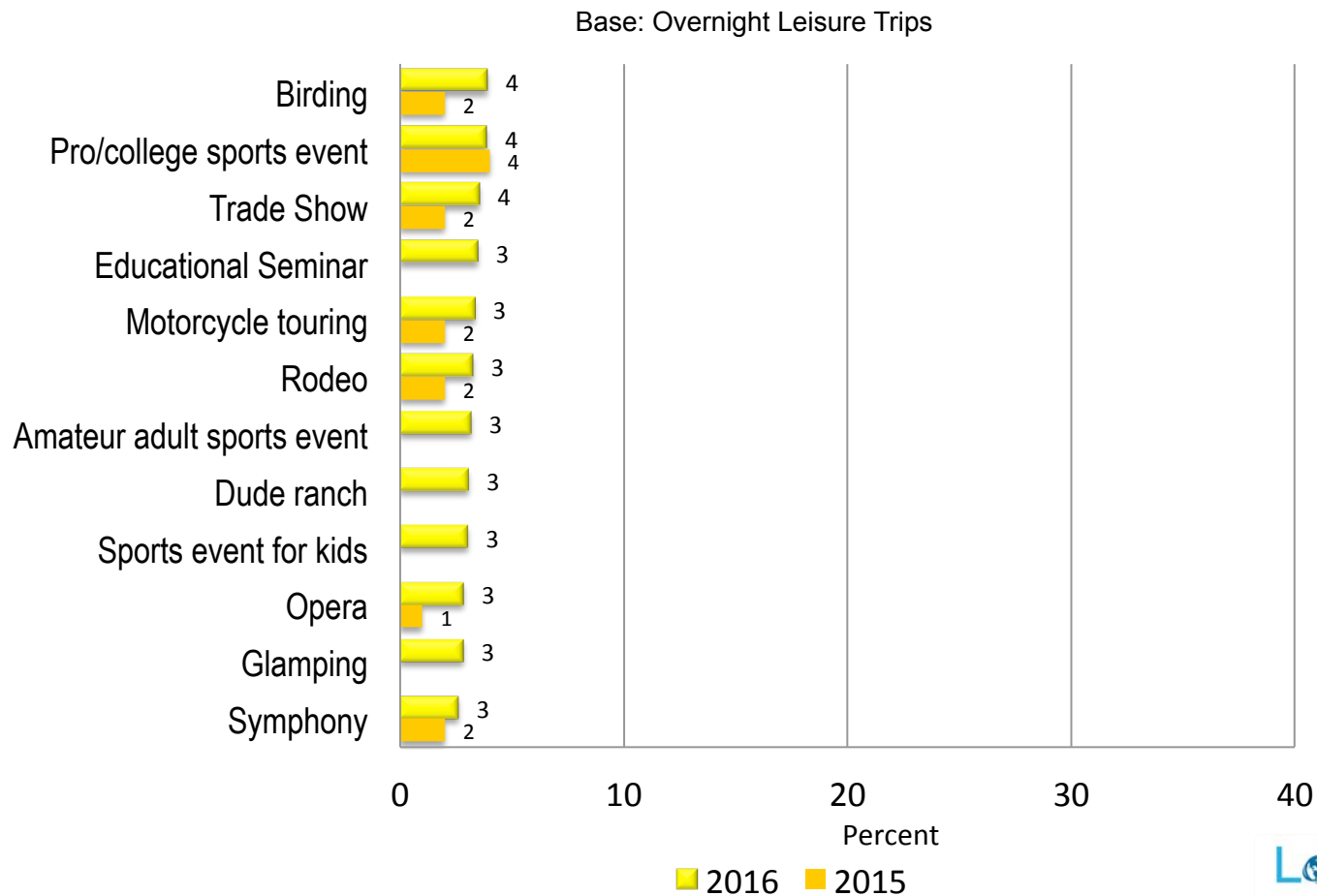
Activities on Trip (Cont'd)



Activities on Trip (Cont'd)

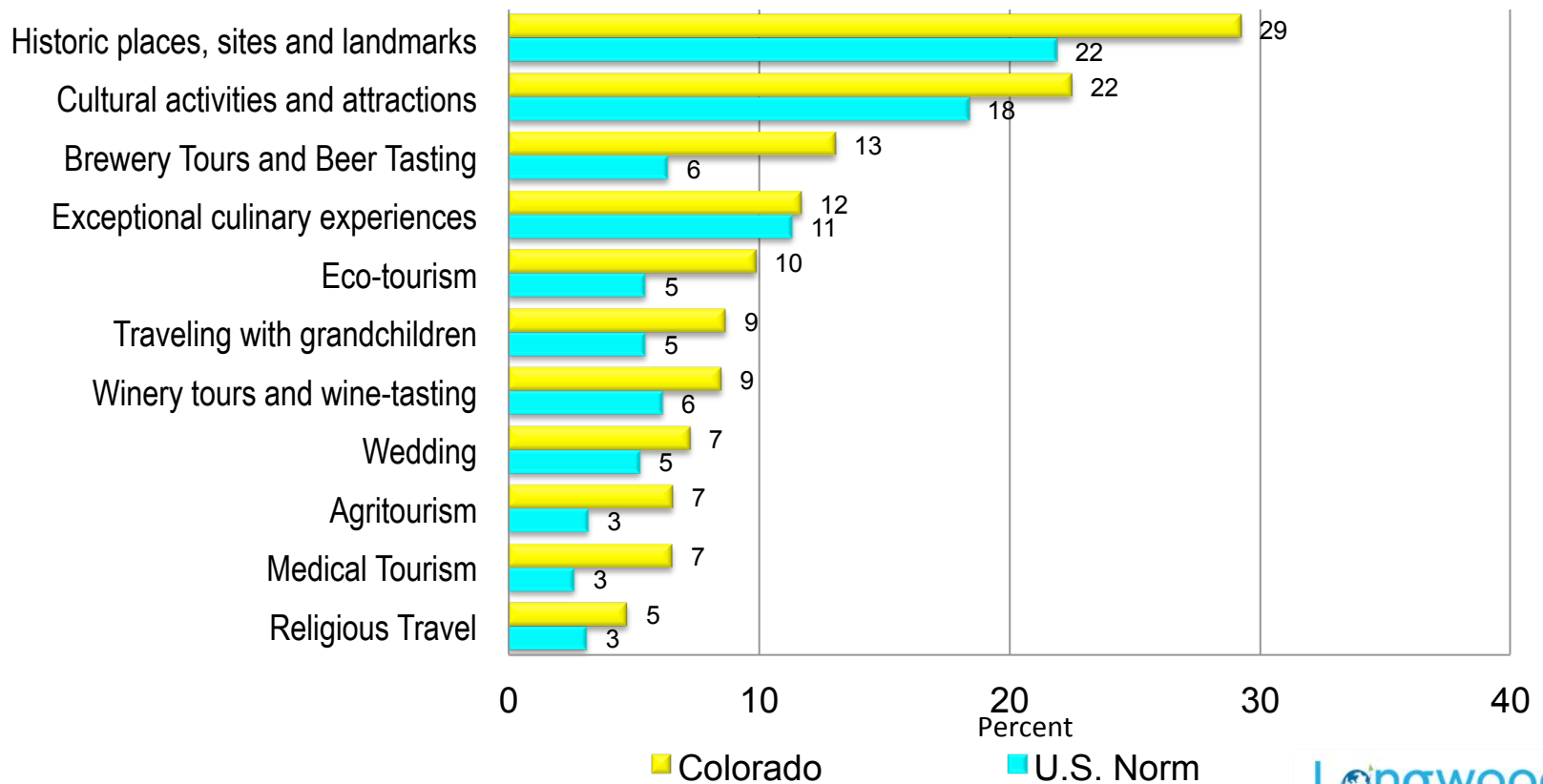


Activities on Trip (Cont'd)



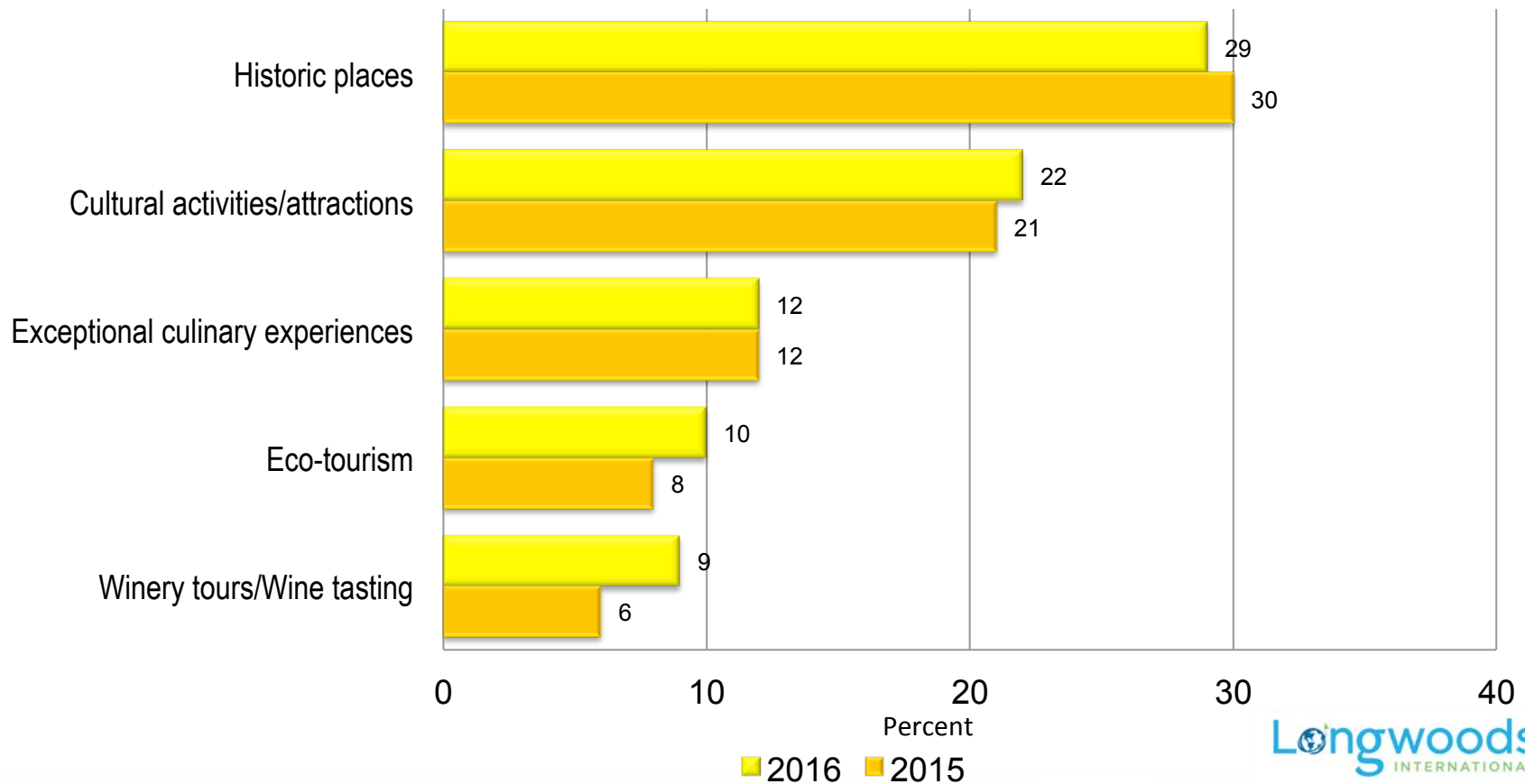
Specific Interests on Trip

Base: Overnight Leisure Trips



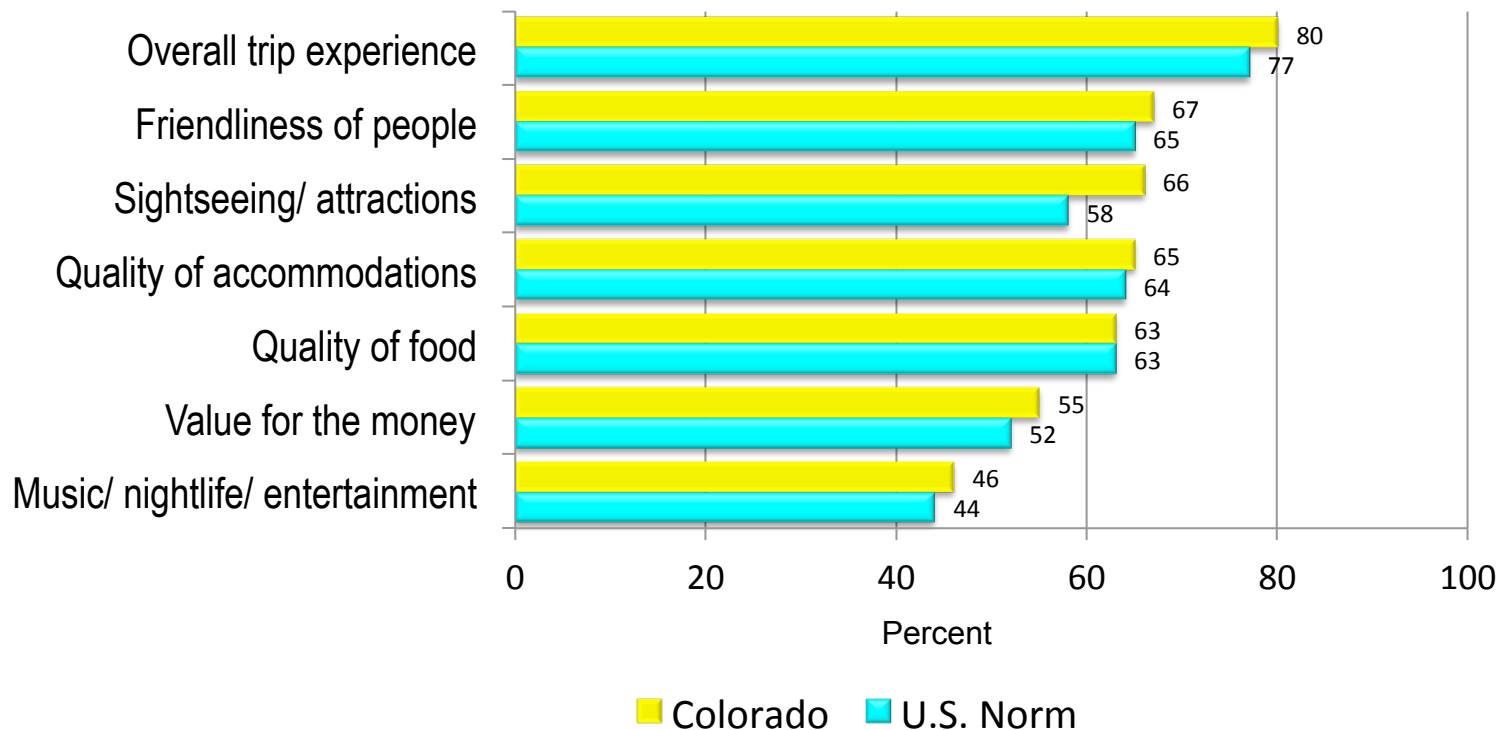
Specific Interests on Colorado Trip

Base: Overnight Leisure Trips

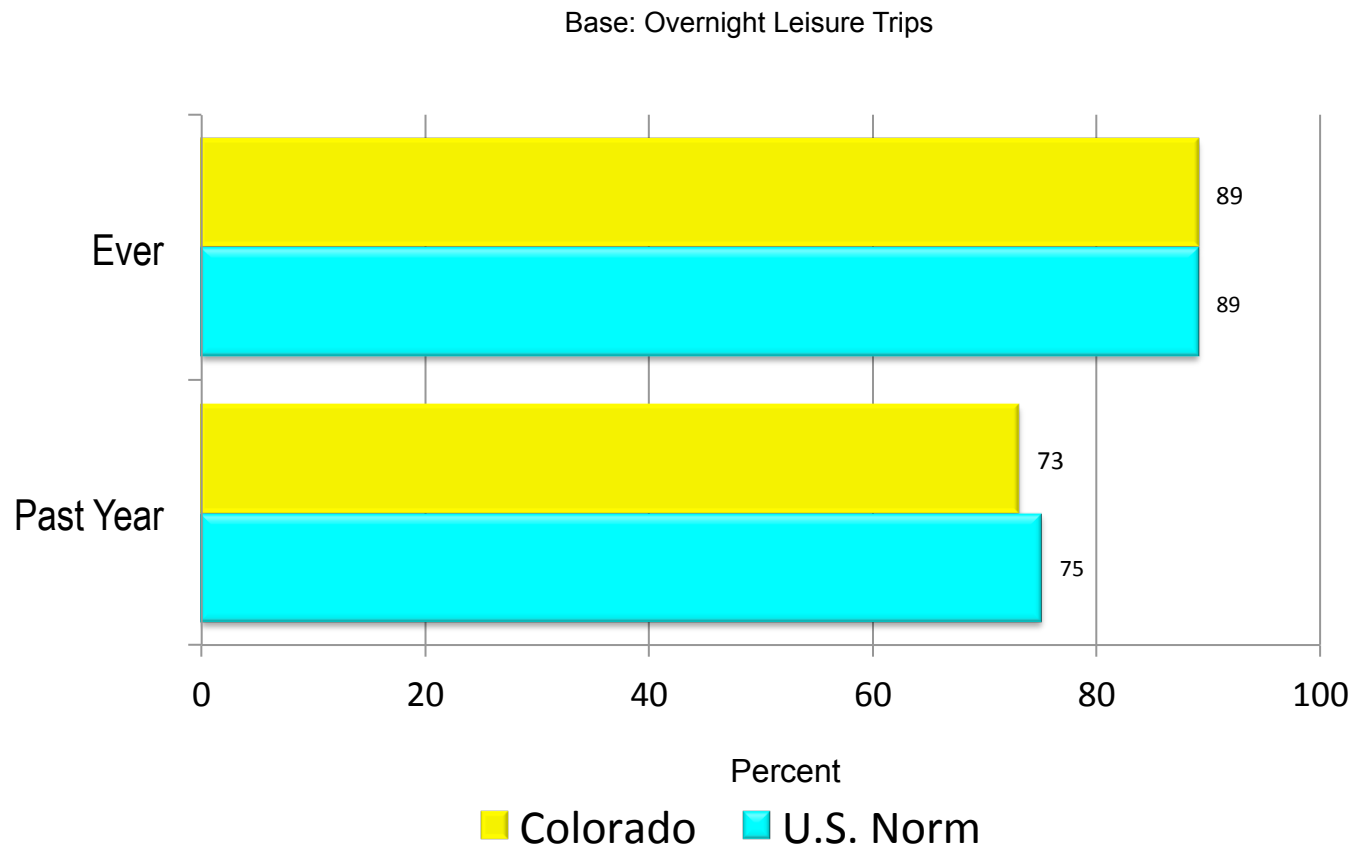


Satisfaction with Trip — % Very Satisfied

Base: Overnight Leisure Trips



Past Visitation to Colorado

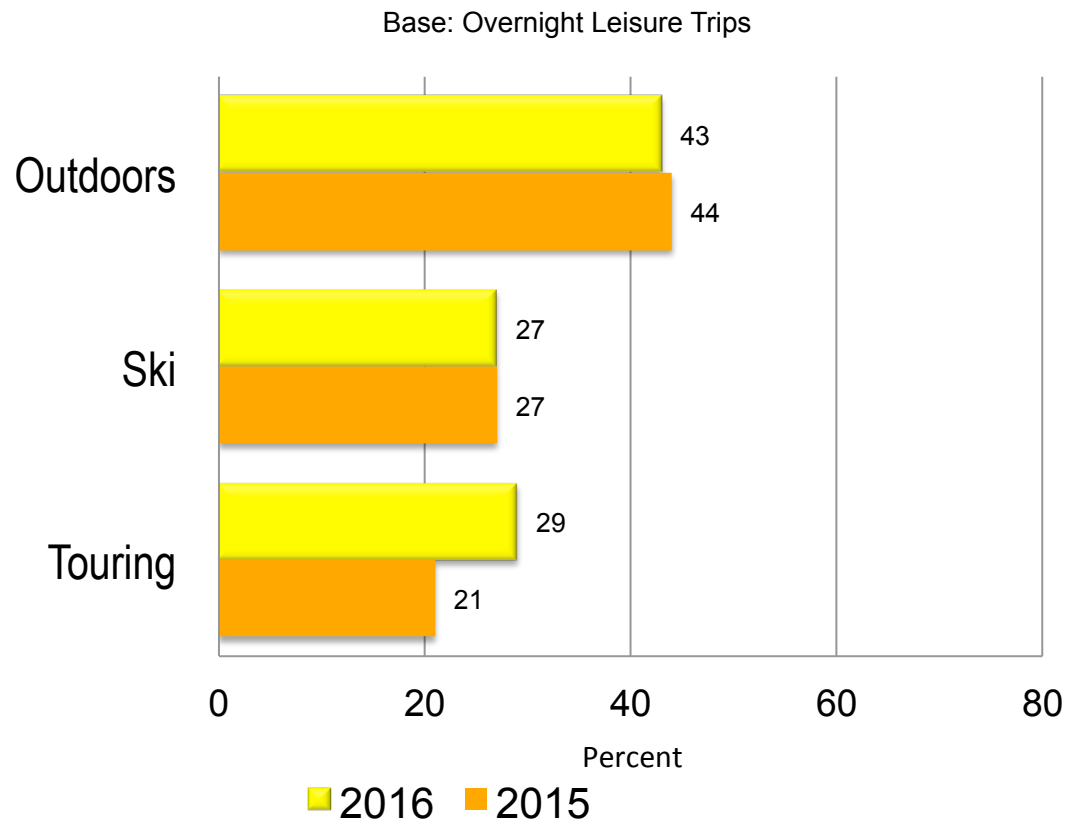




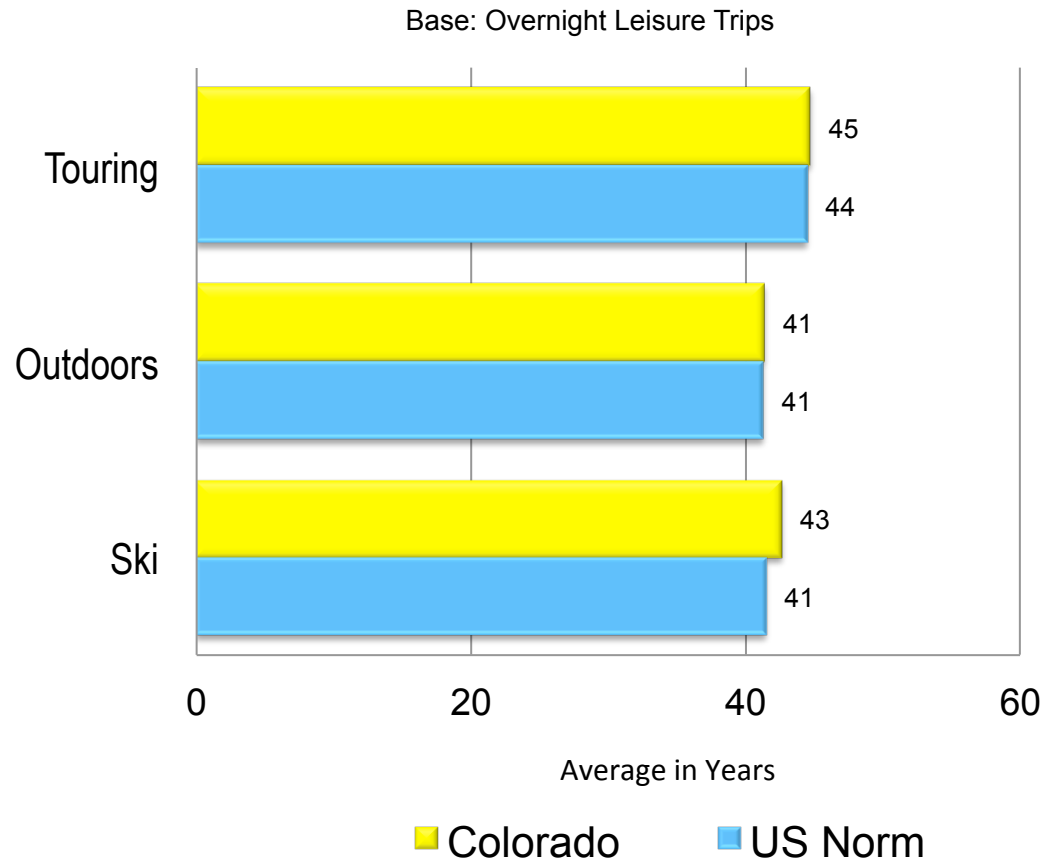
Profiles of Colorado's Key Travel Segments



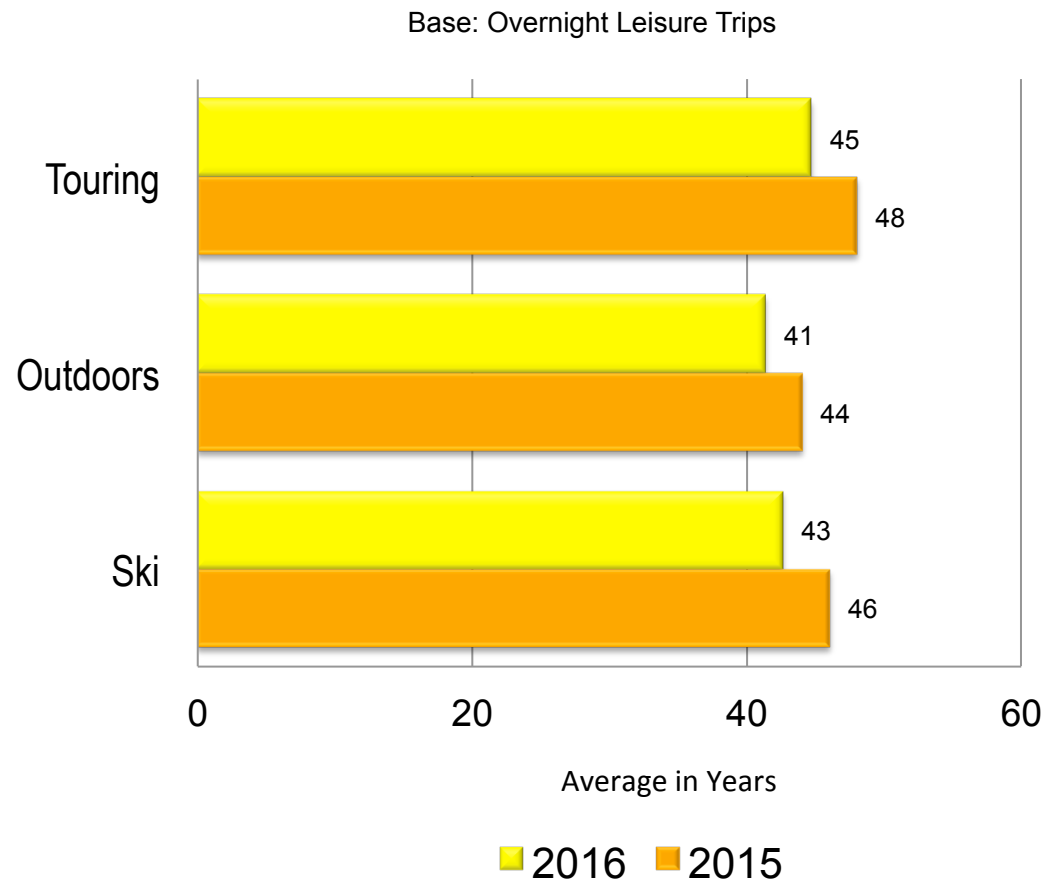
Instate Trips — By Segment



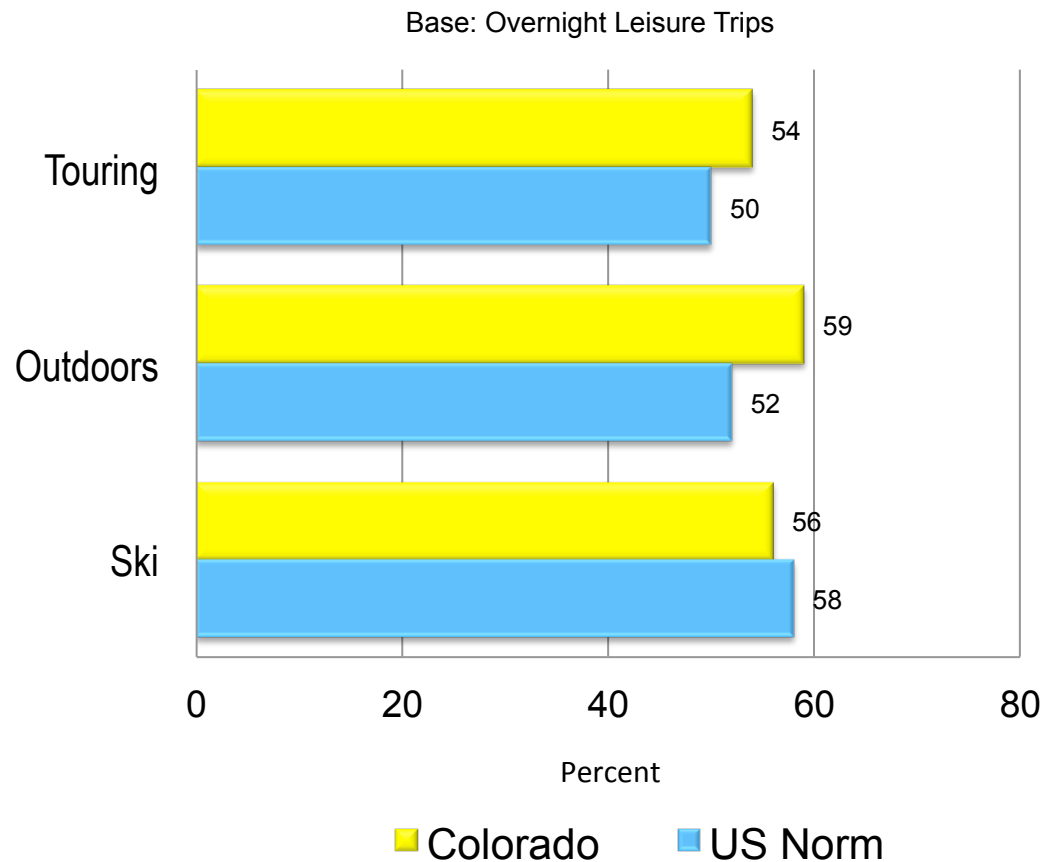
Average Age



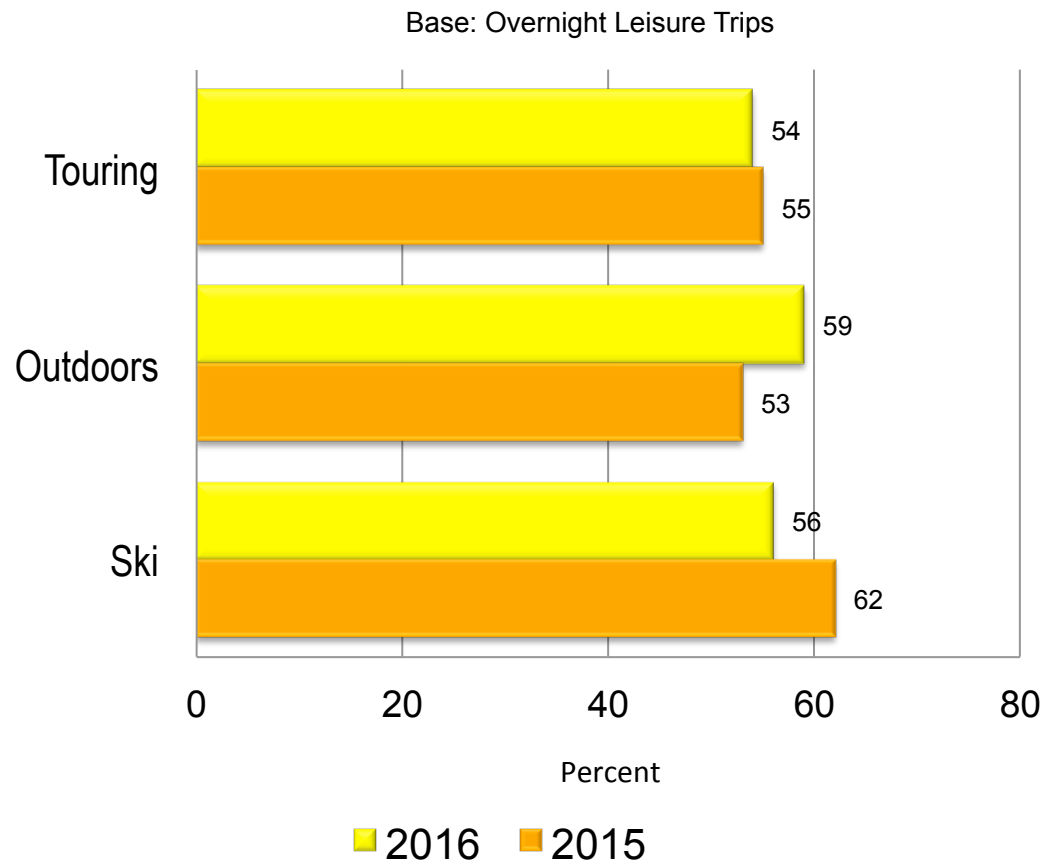
Average Age



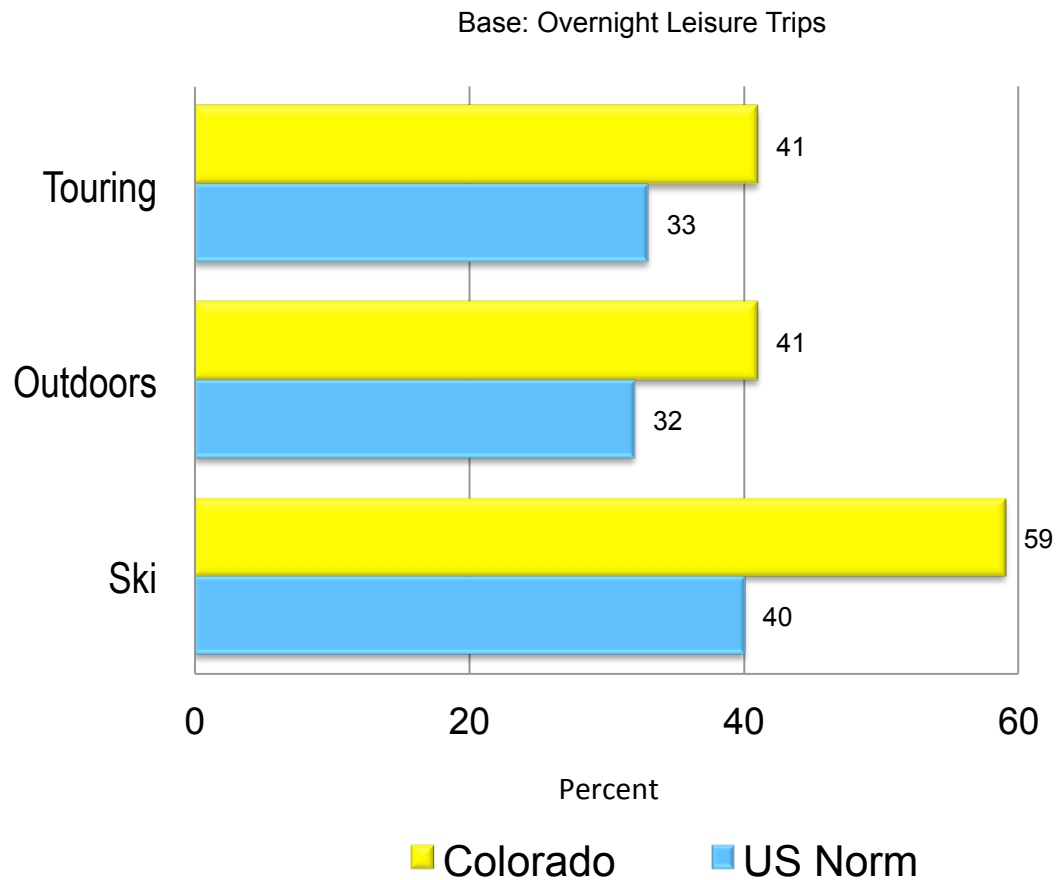
Percent Who Are Male



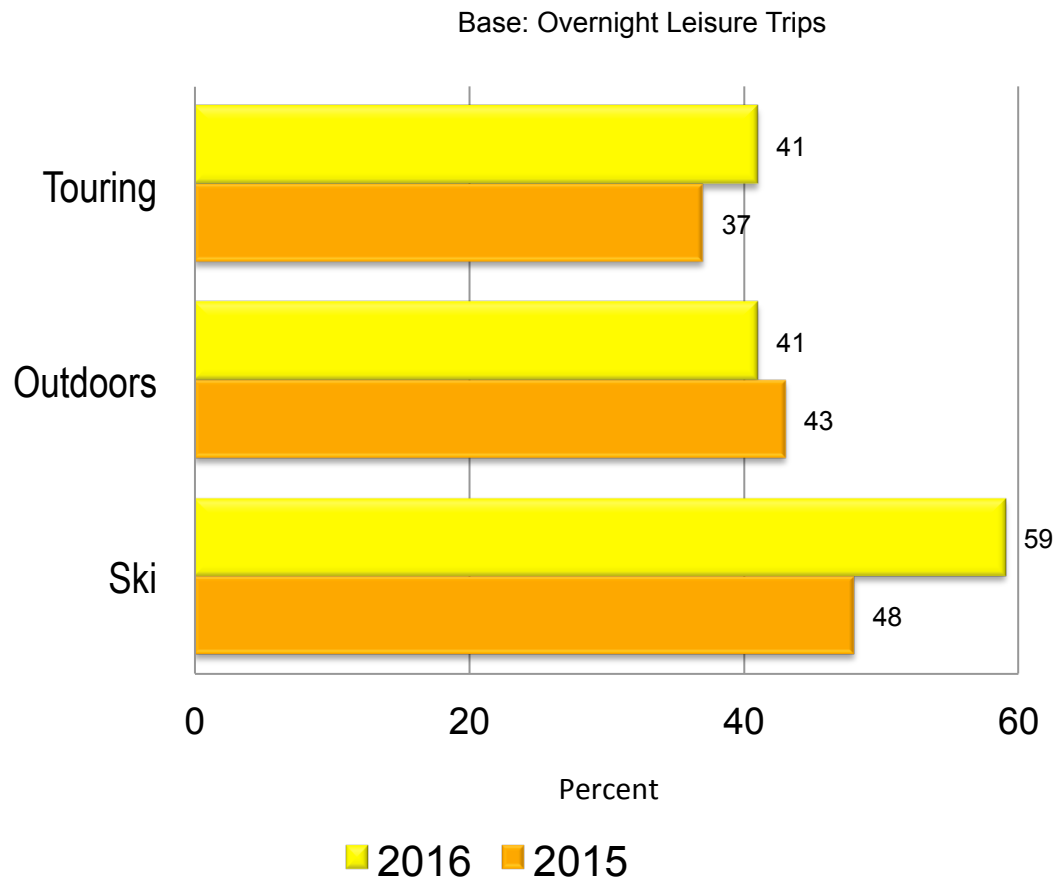
Percent Who Are Male



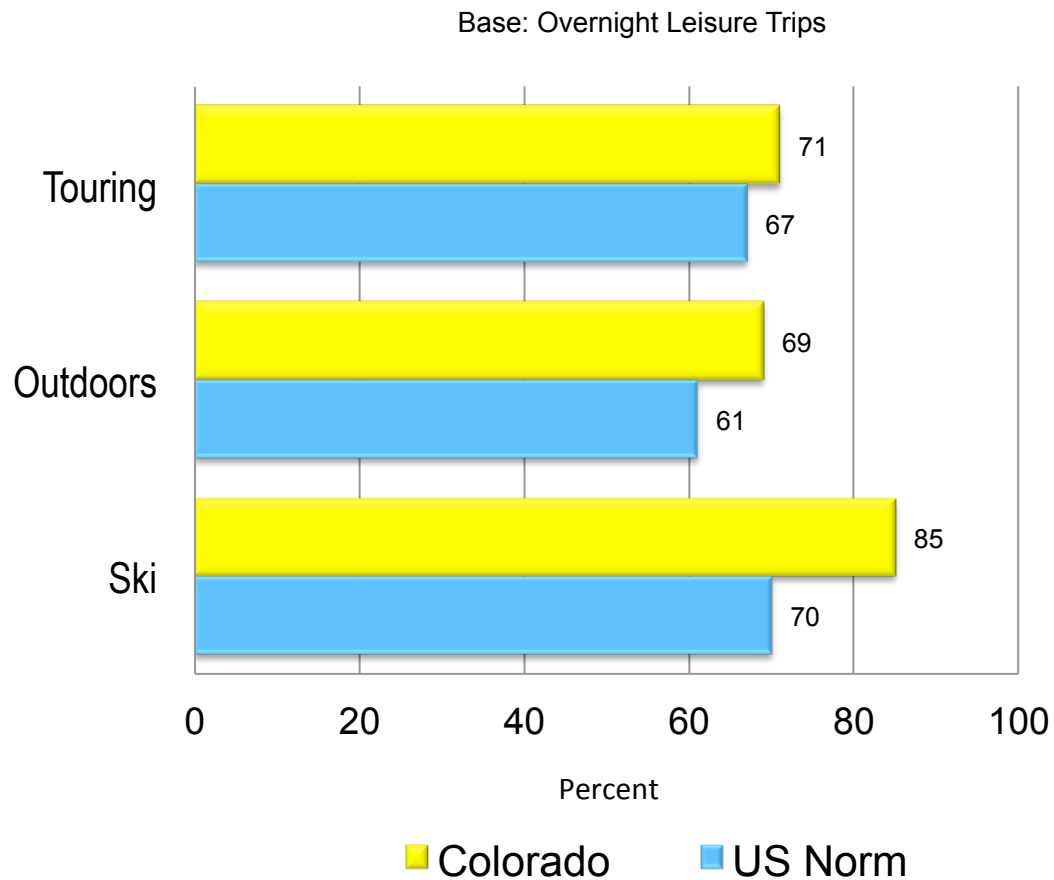
Percent With Income \$75K+



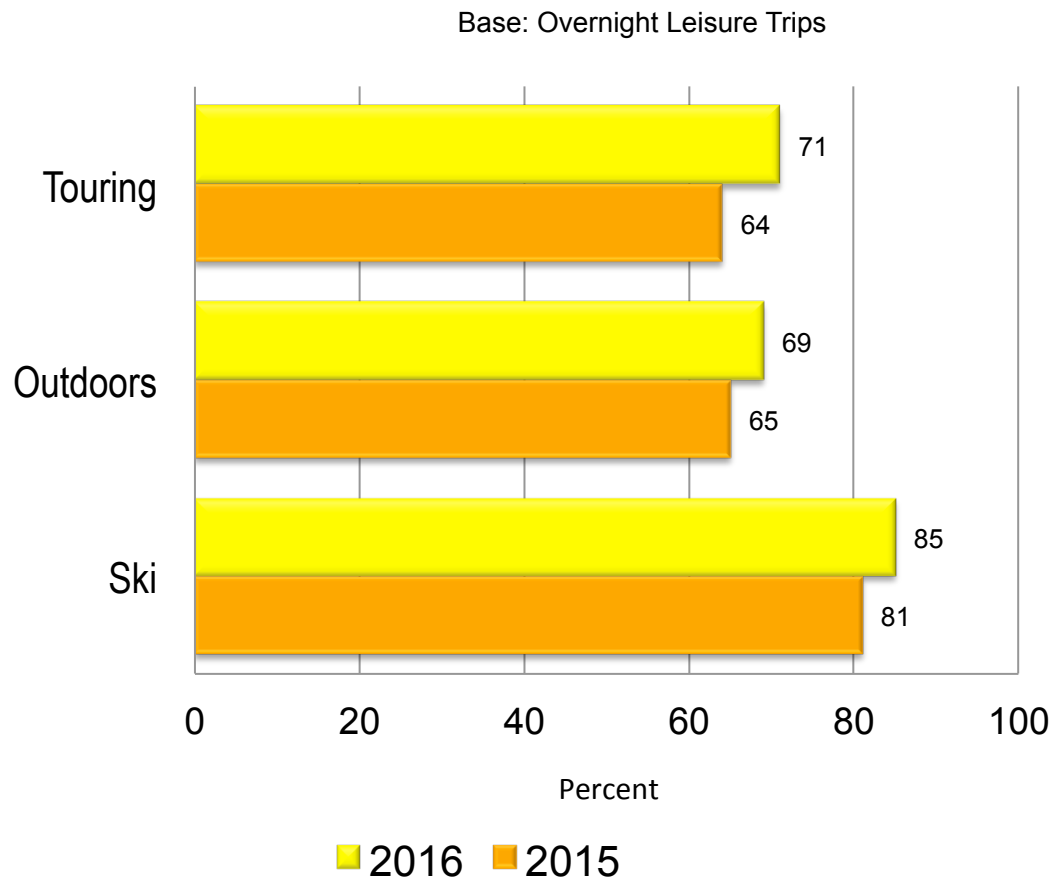
Percent With Income \$75K+



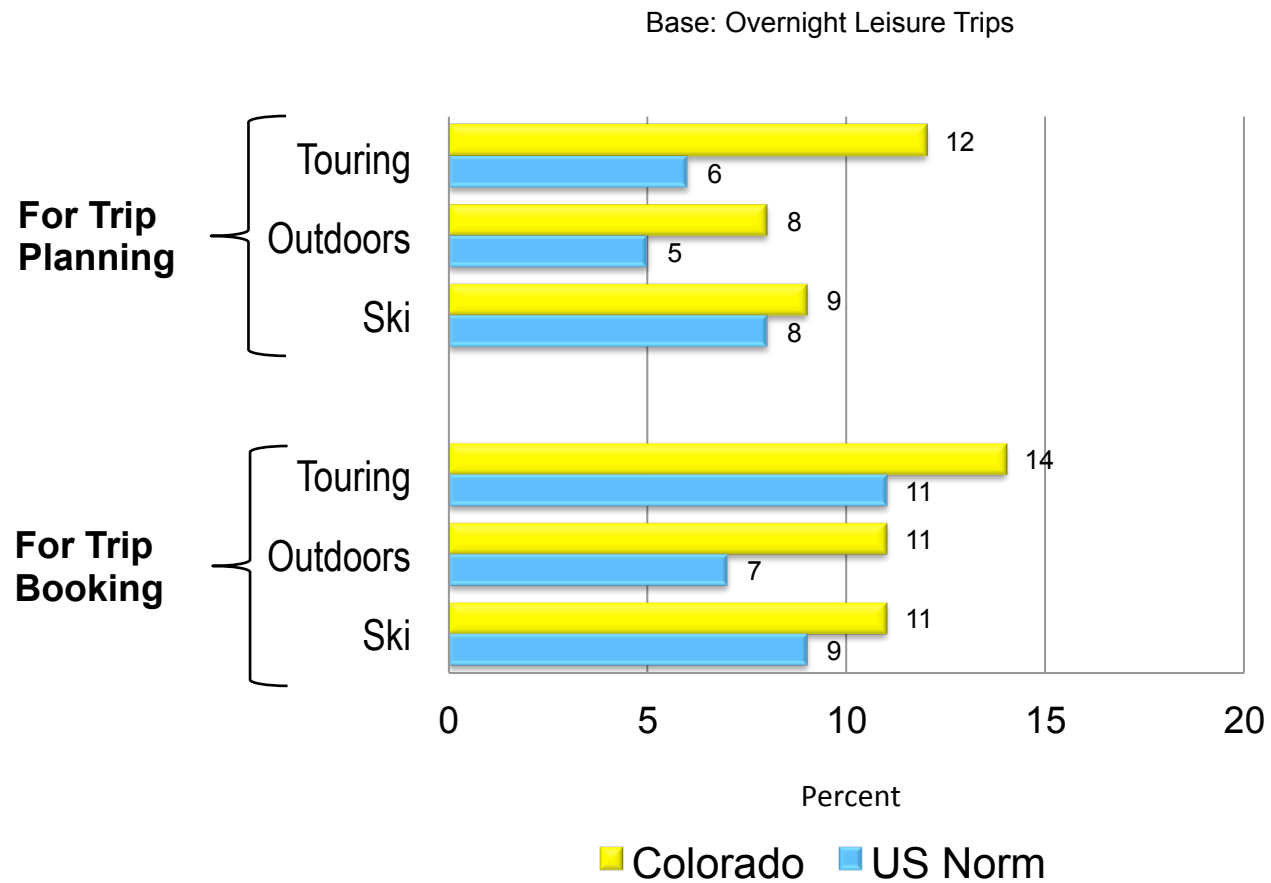
Percent Who Are College Graduates



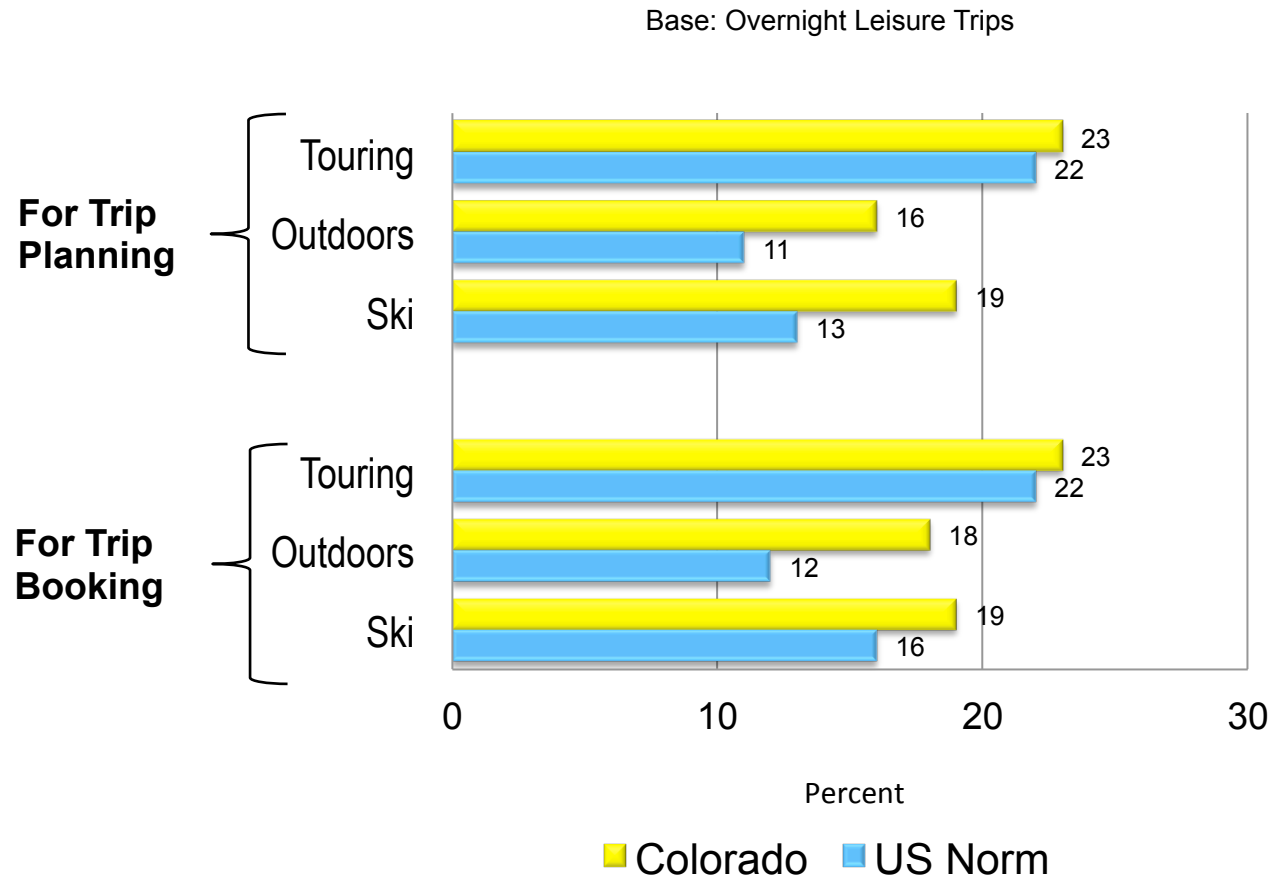
Percent Who Are College Graduates



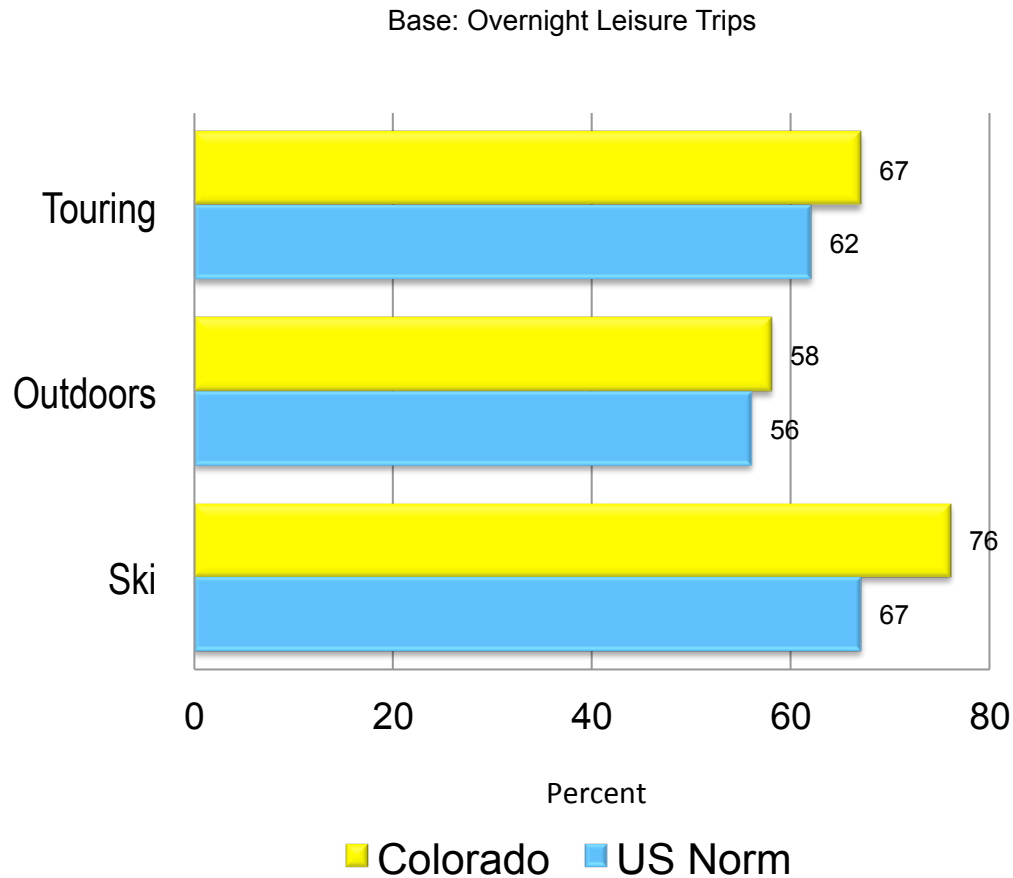
Use of Travel Agents



Use of Online Travel Agency for Trip Planning & Booking

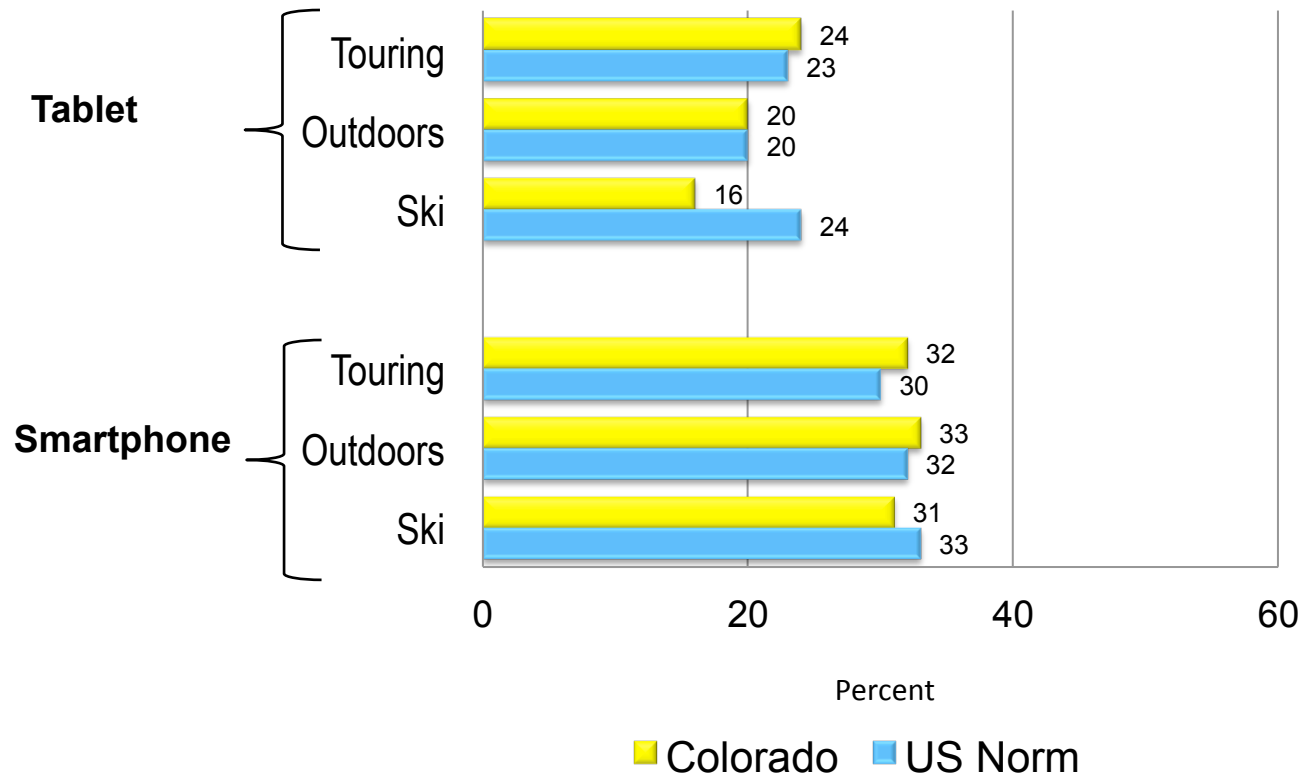


Trip Planning Cycle — % Planning 2+ Months in Advance

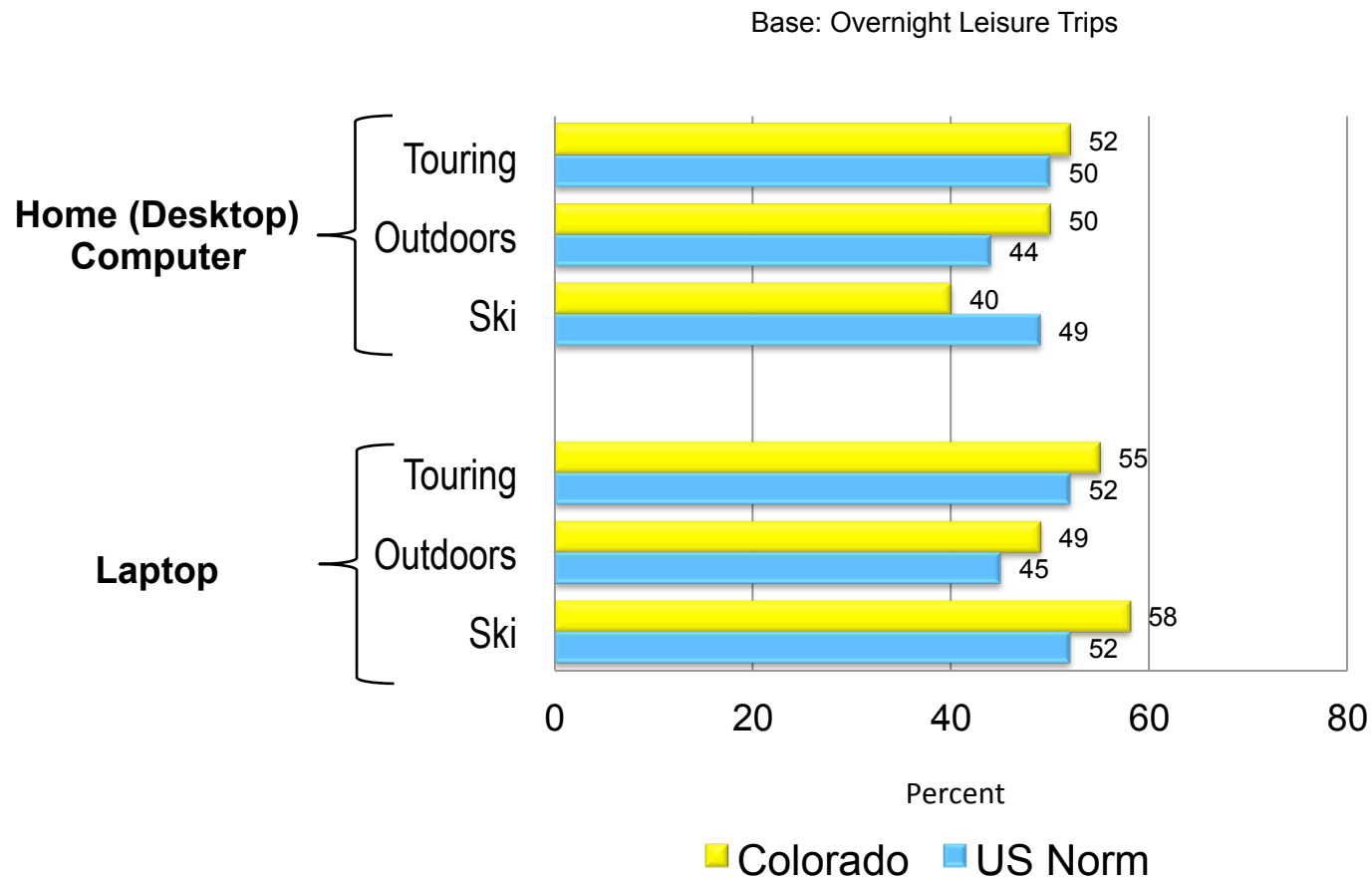


Use of Devices for Trip Planning

Base: Overnight Leisure Trips

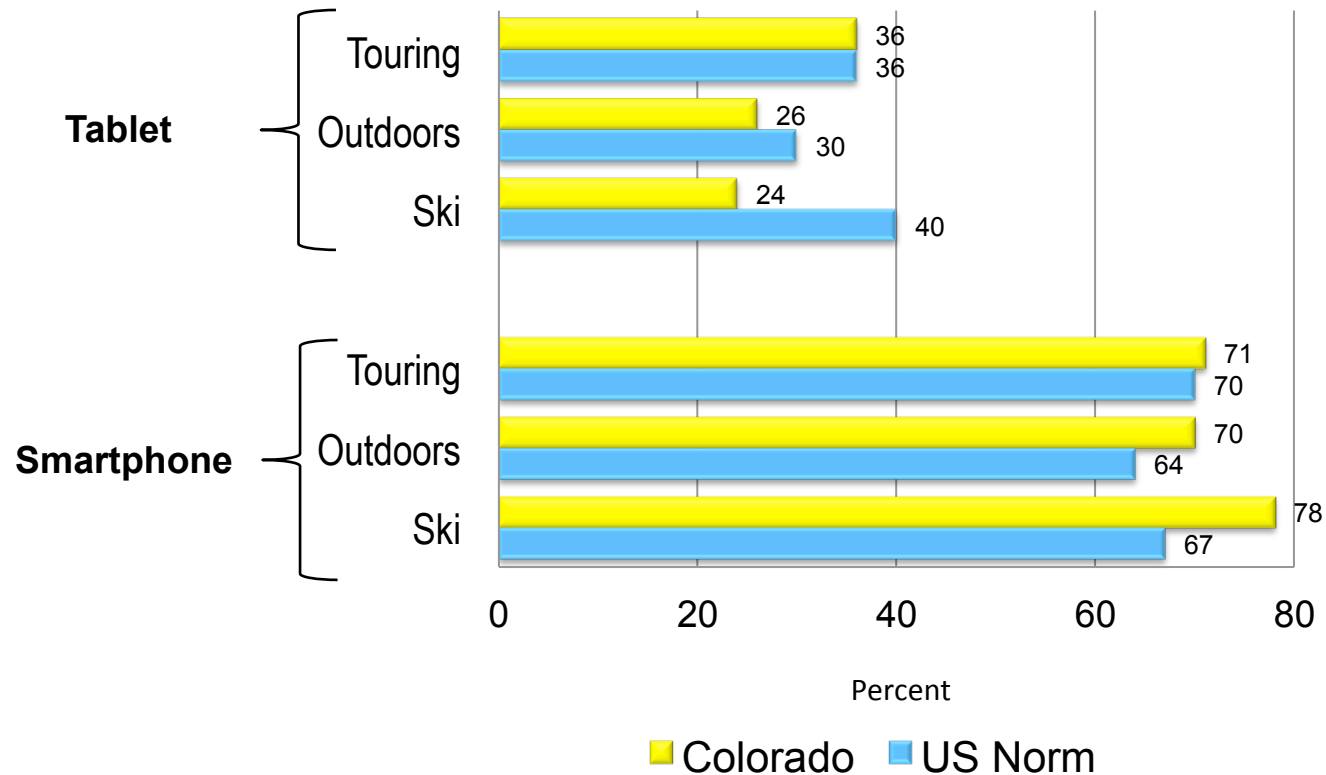


Use of Devices for Trip Planning



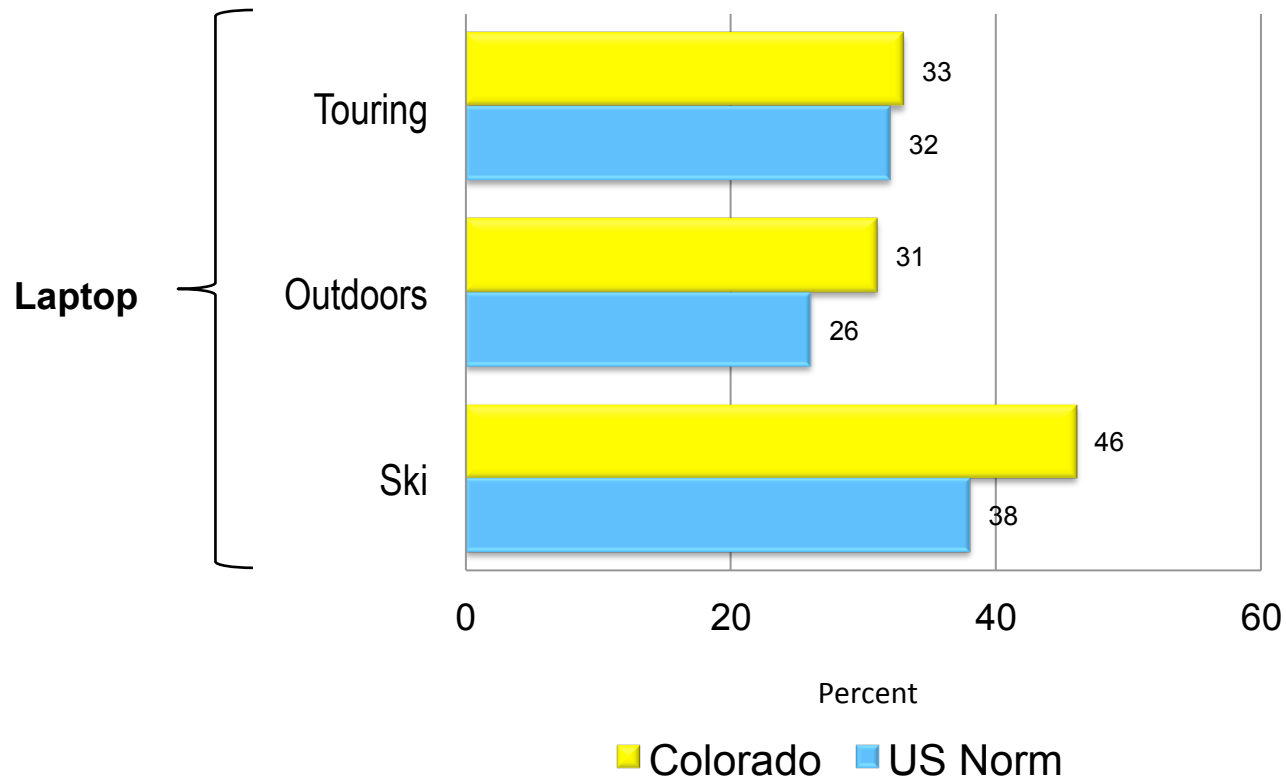
Use of Mobile Devices During Trip

Base: Overnight Leisure Trips

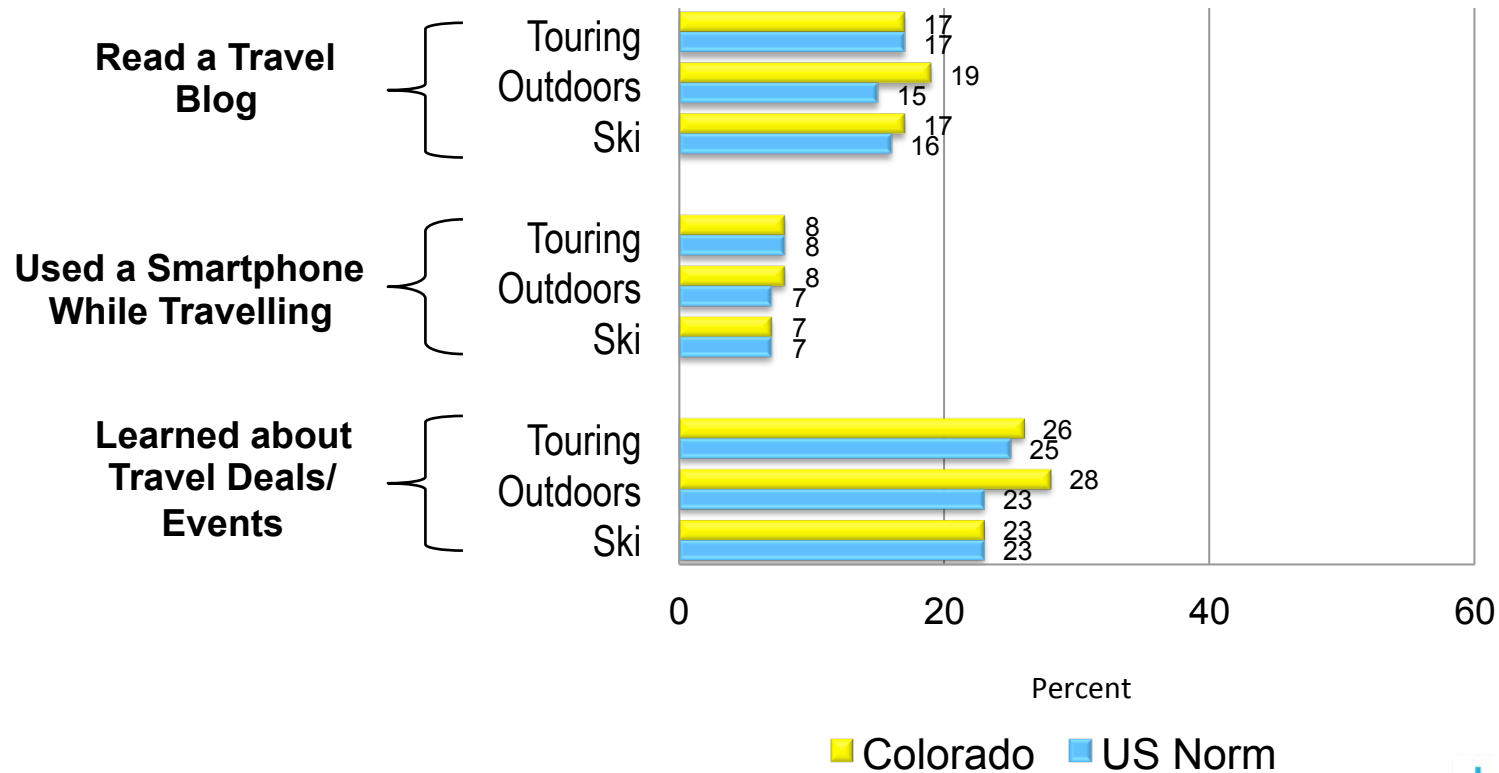


Use of Mobile Devices During Trip

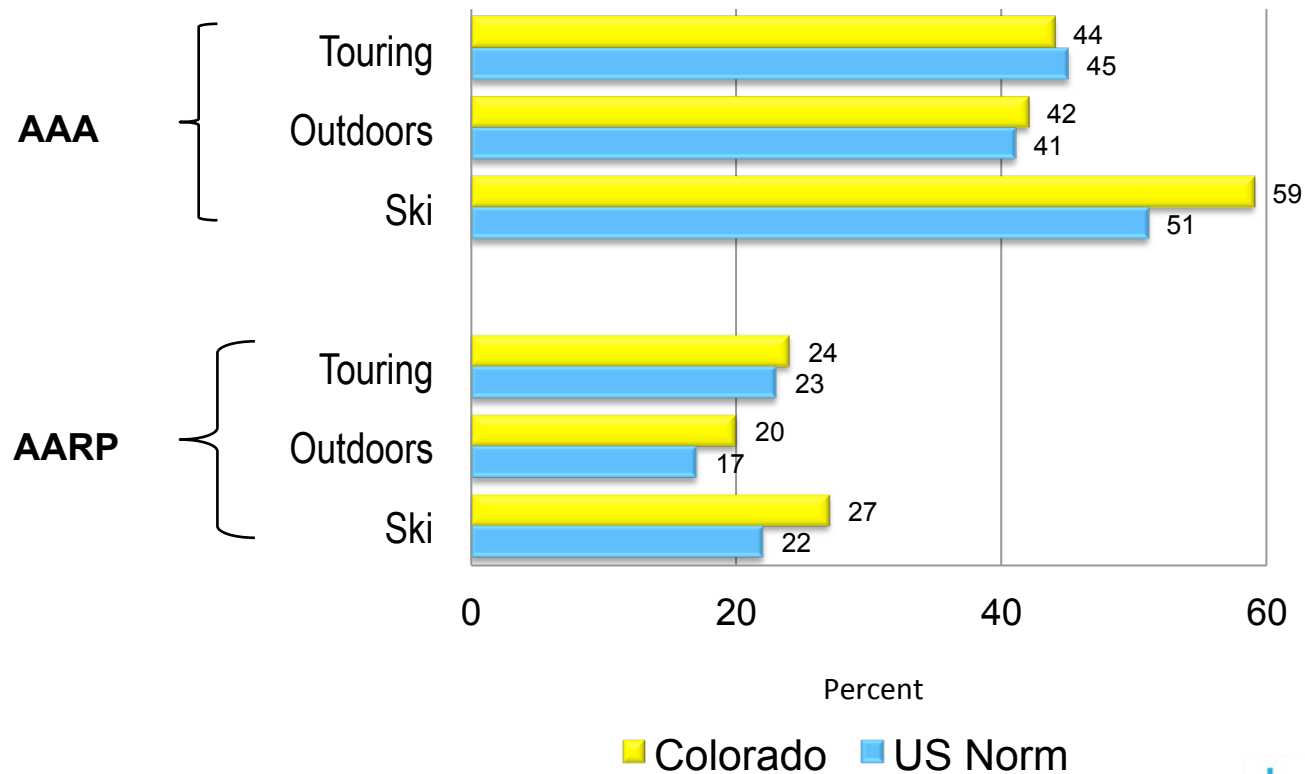
Base: Overnight Leisure Trips



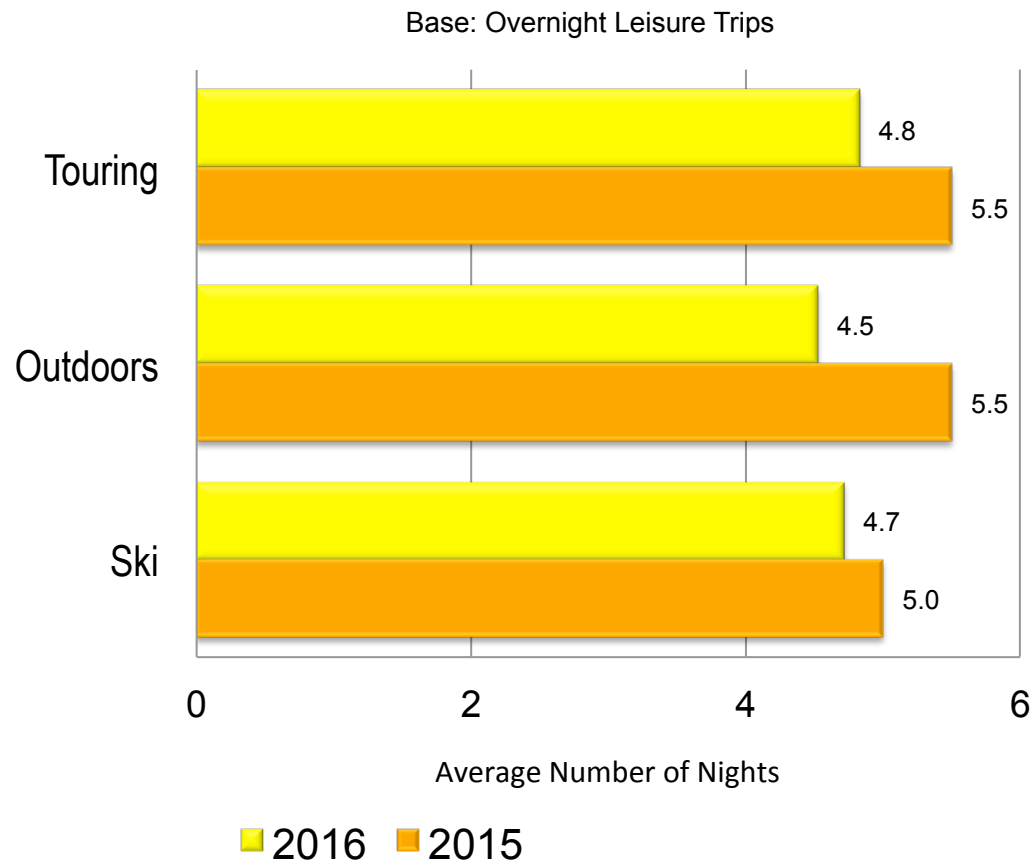
Use of Social Media in the Past 3 Months



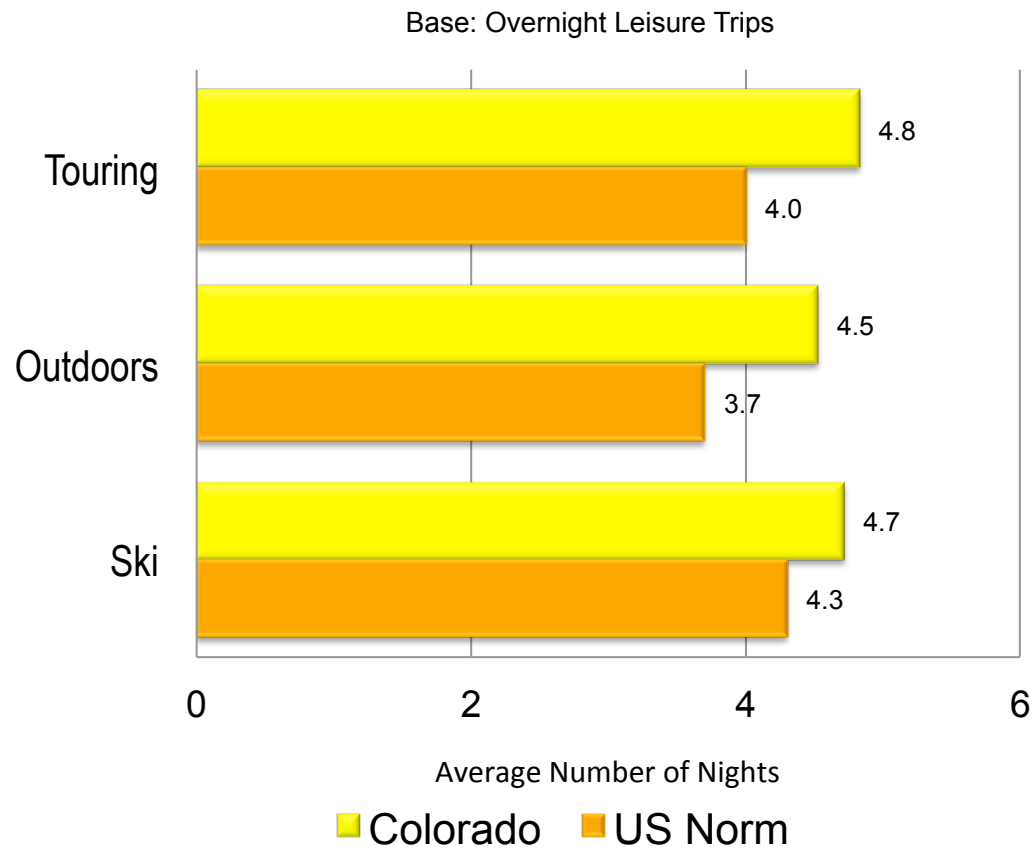
Percent Who Are Members of AAA/AARP



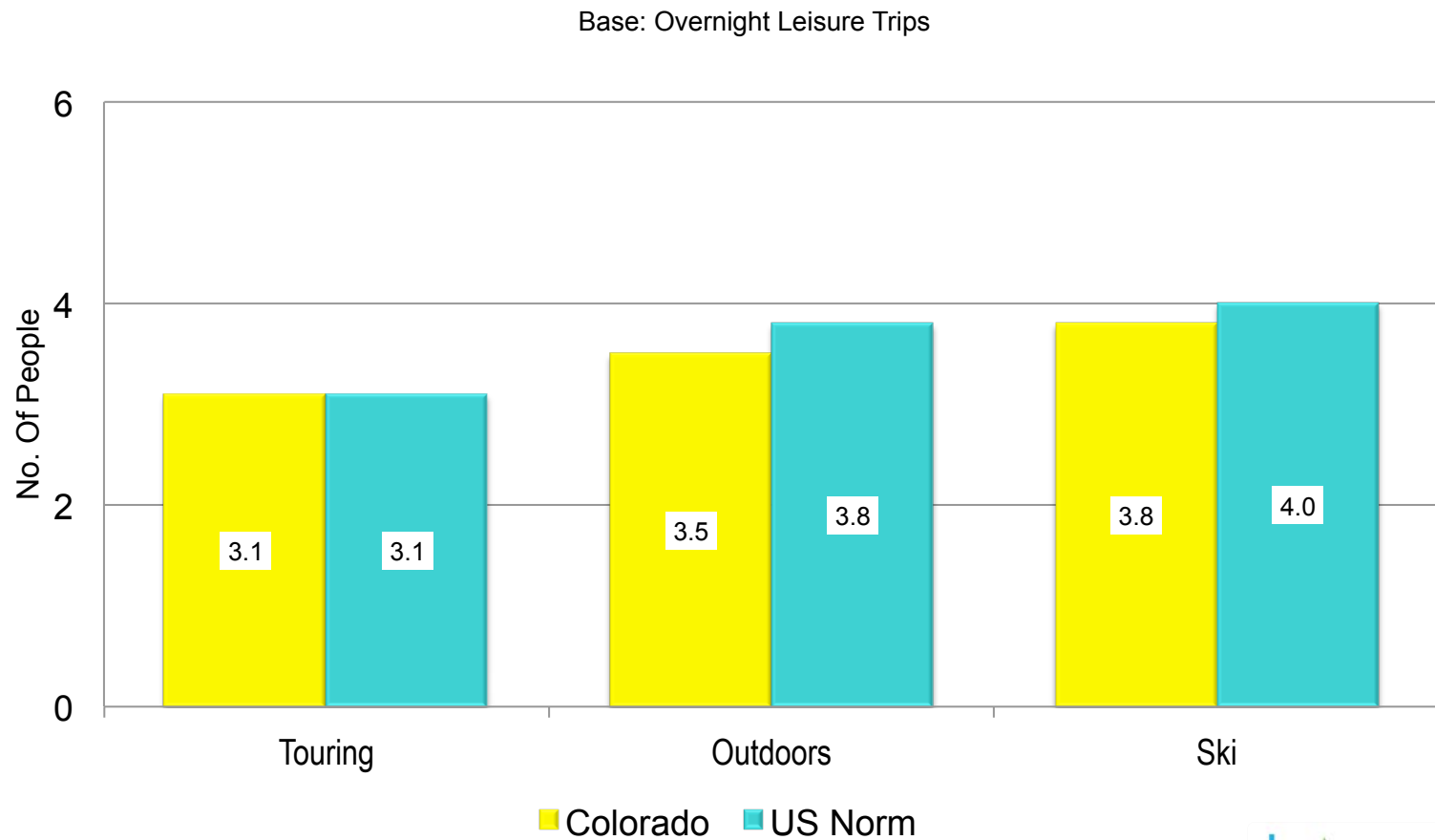
Length of Colorado Trip



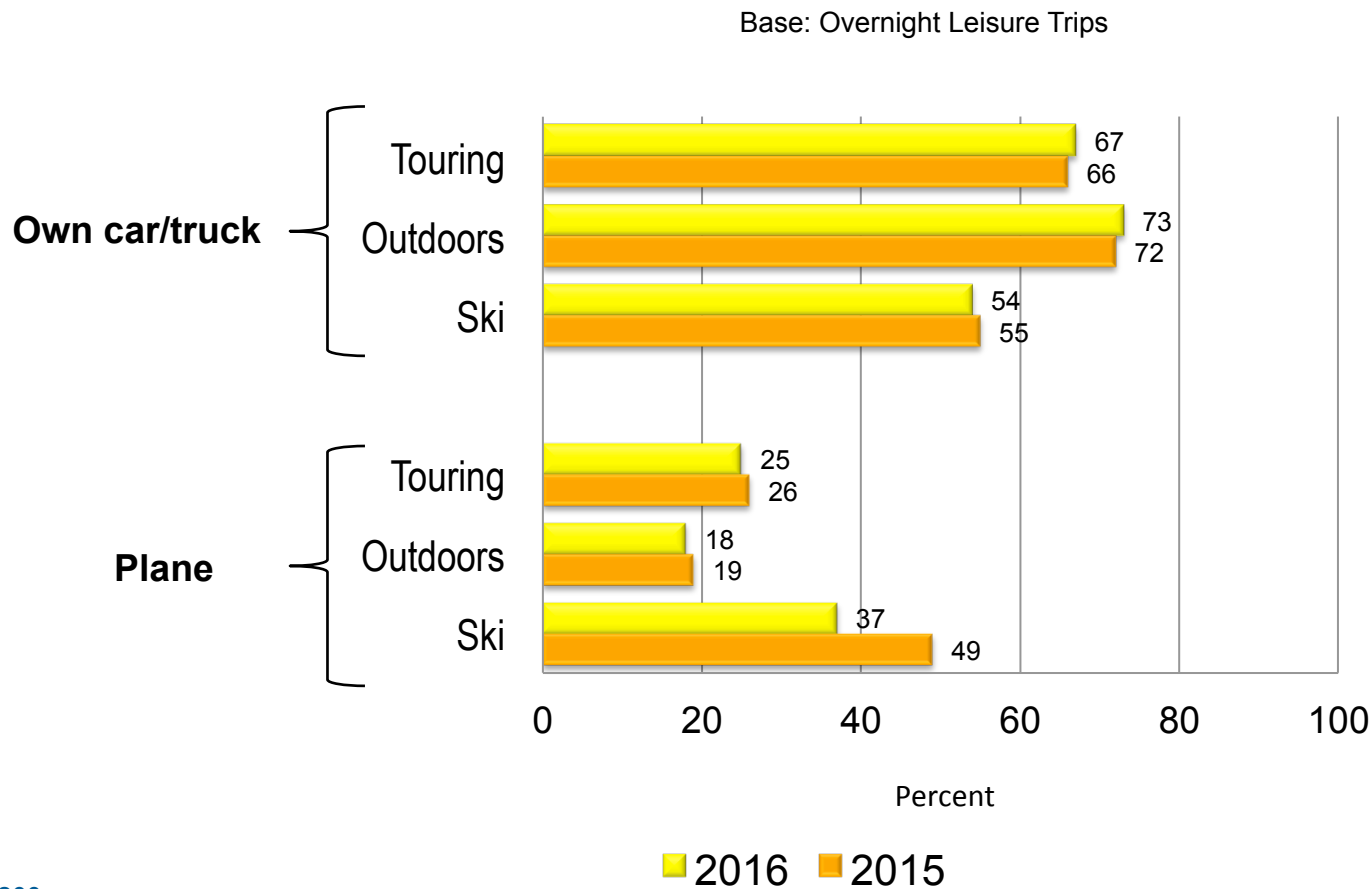
Length of Trip



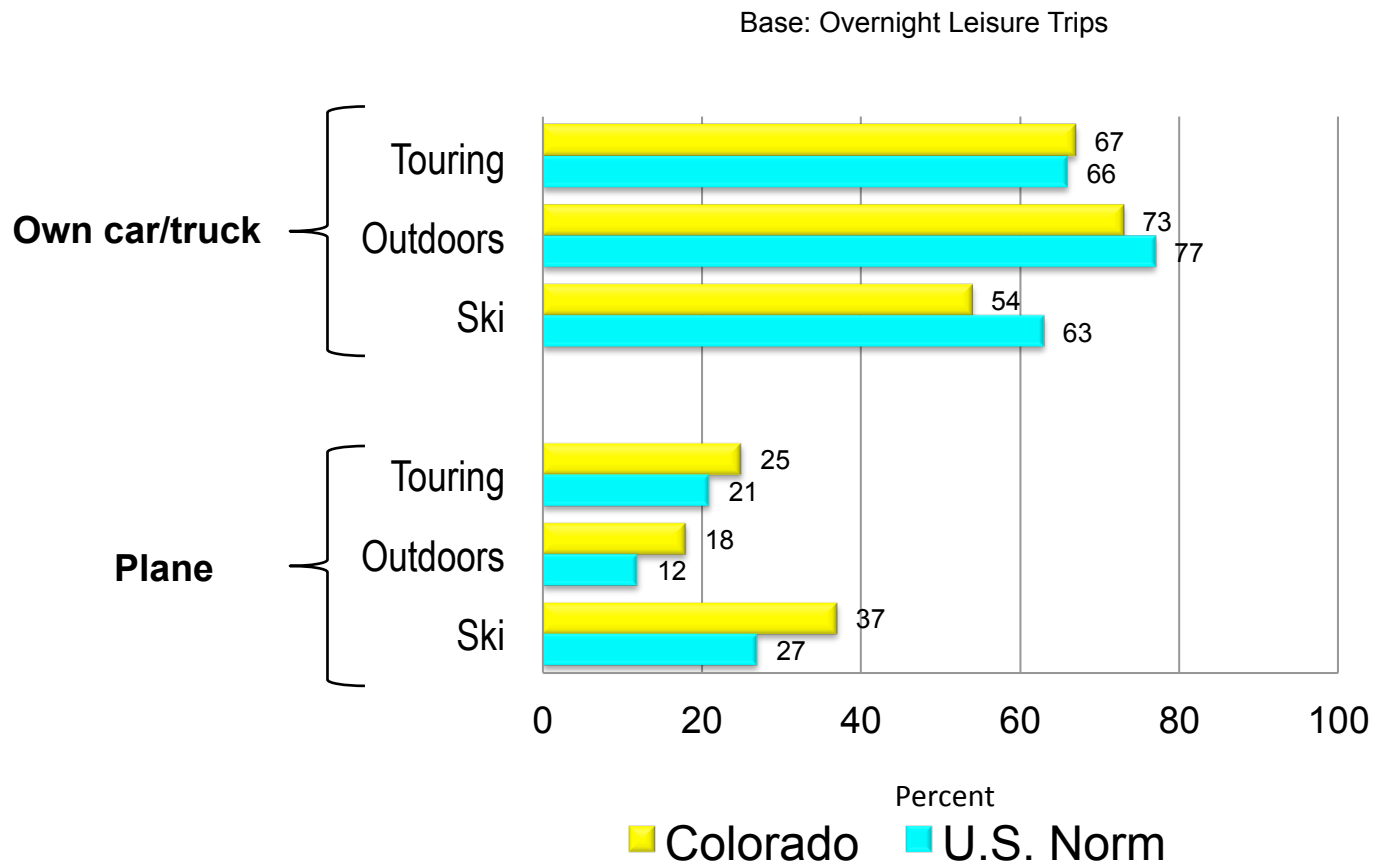
Size of Travel Party



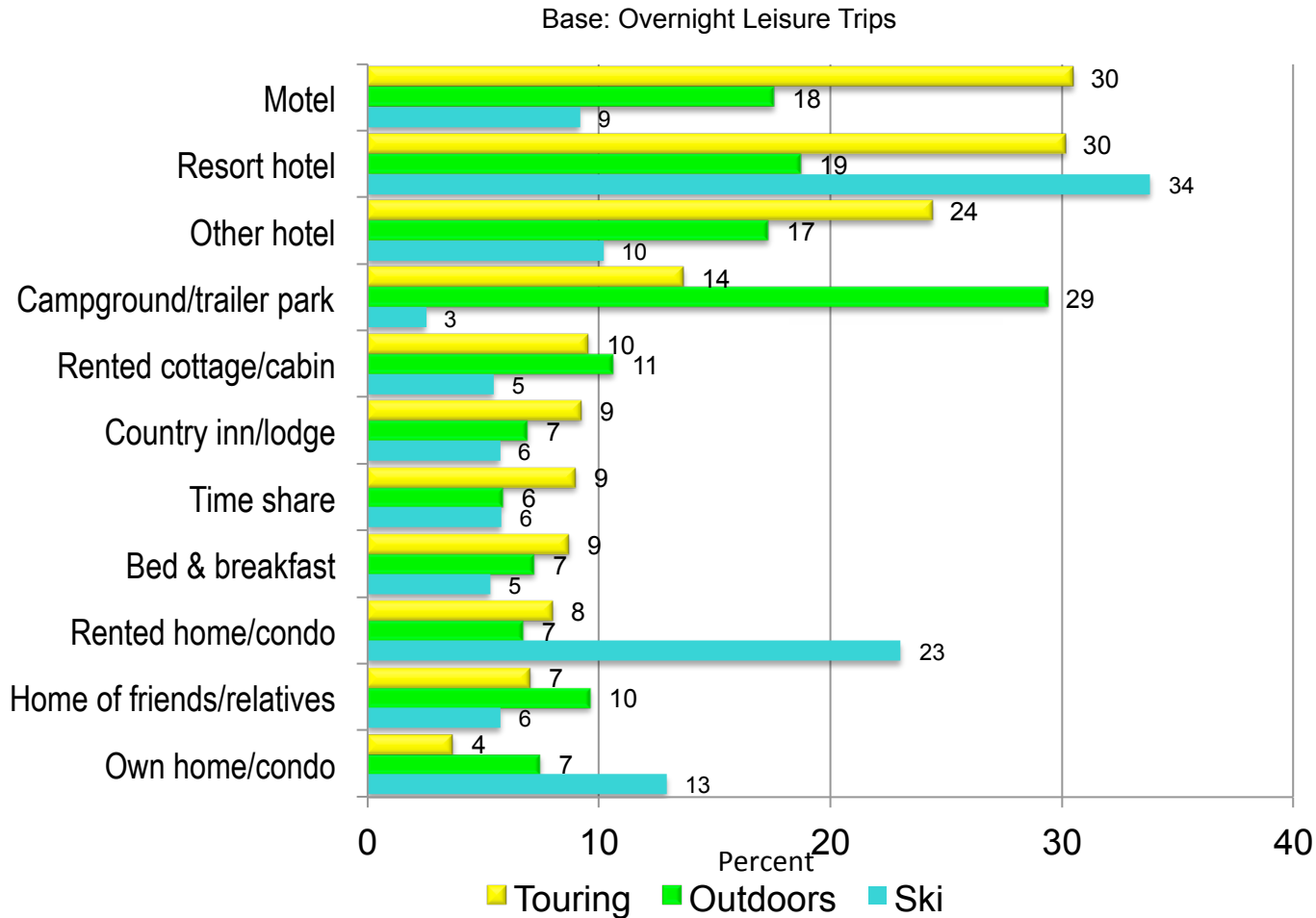
Transportation Used on Colorado Trip



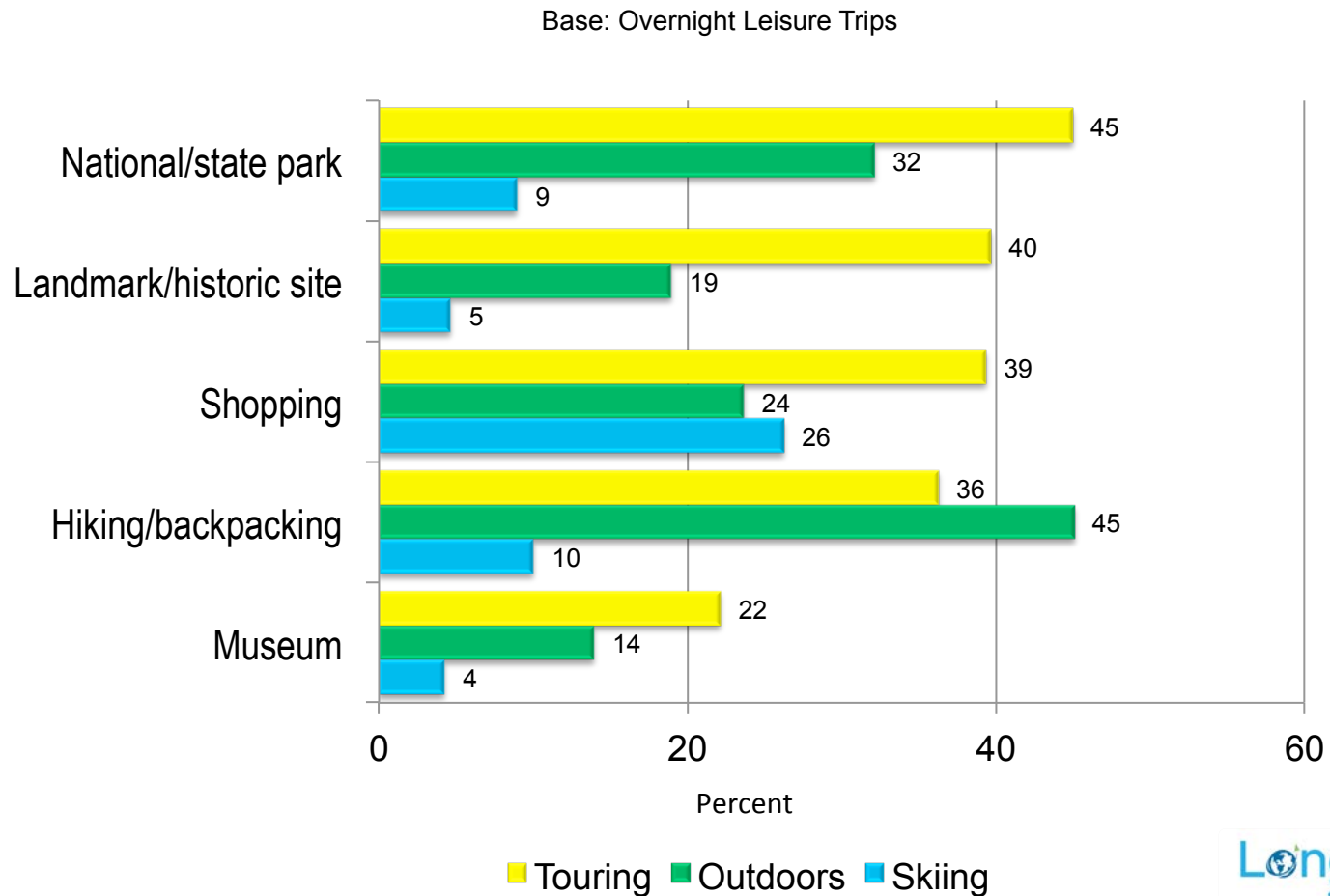
Transportation Used on Trip



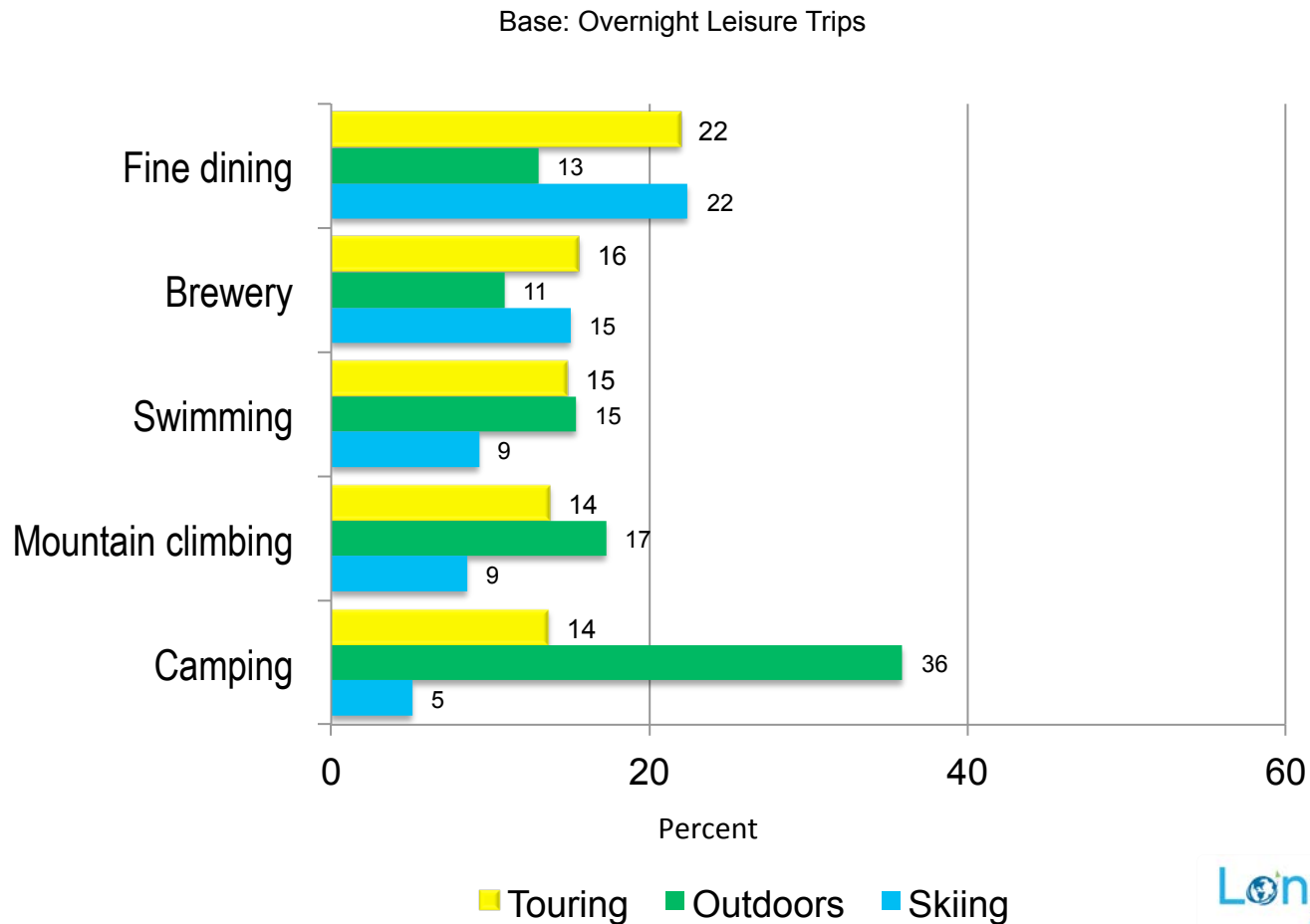
Accommodations Used on Trip



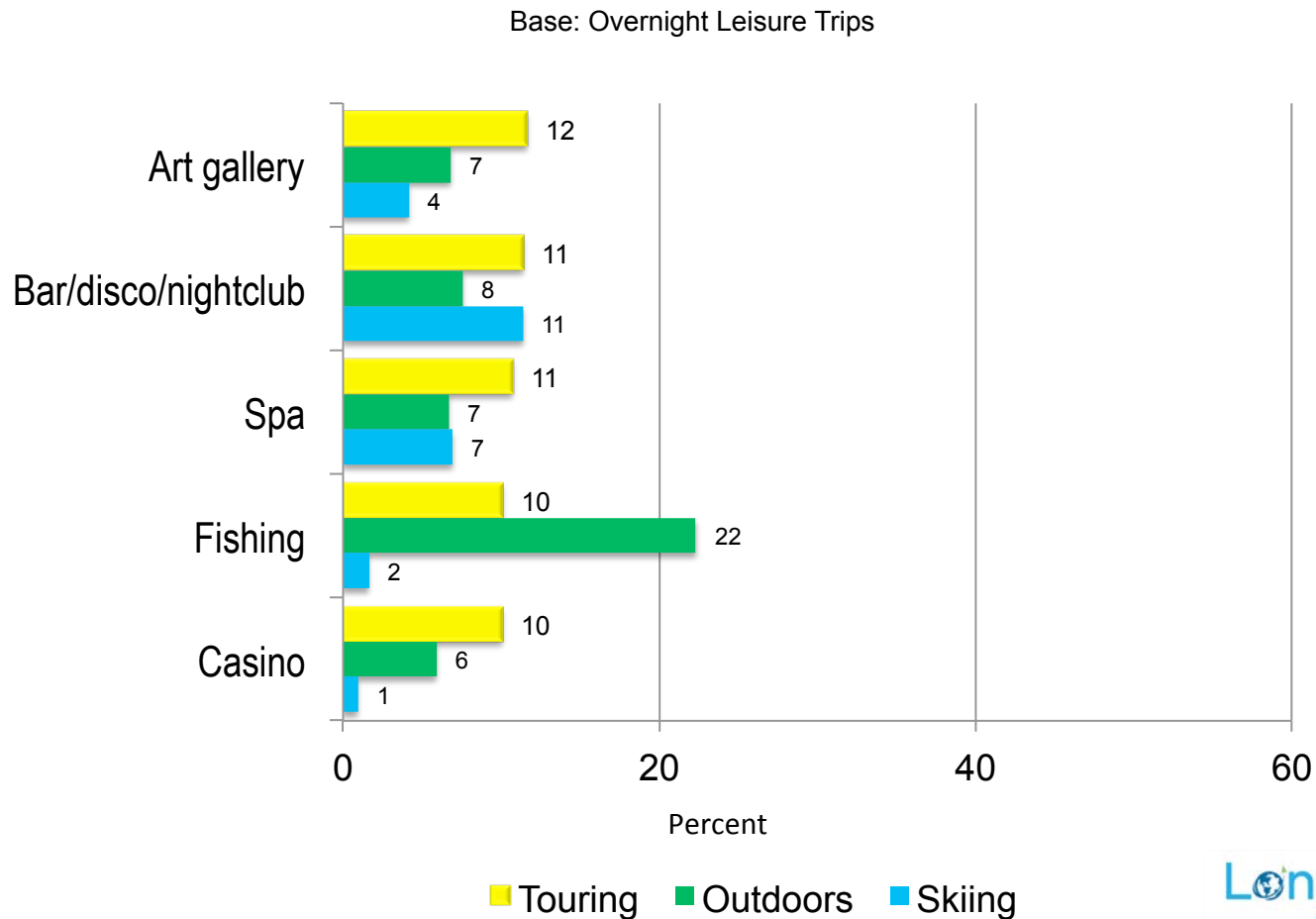
Activities on Colorado Trip in 2016



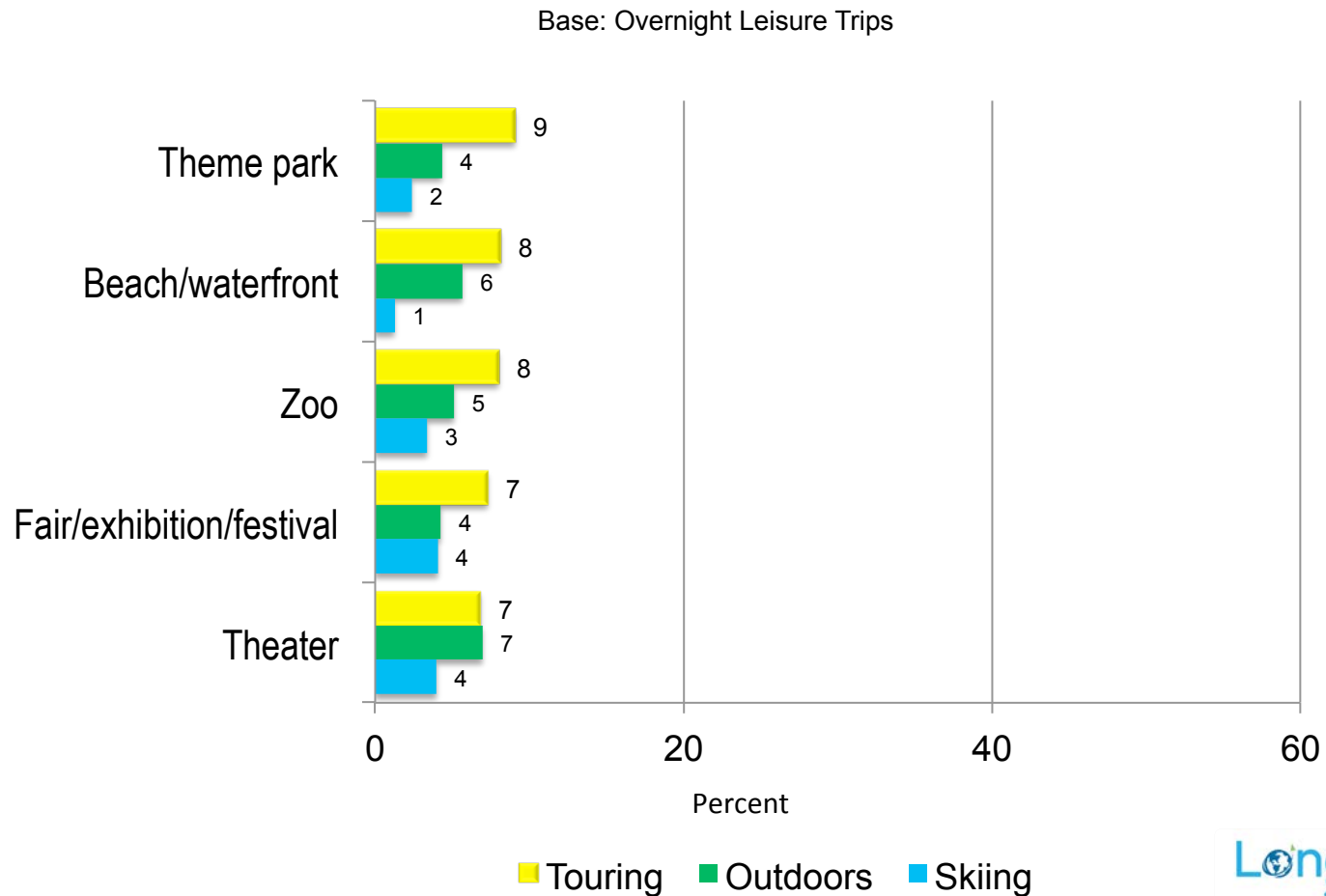
Activities on Colorado Trip in 2016 (Cont'd)



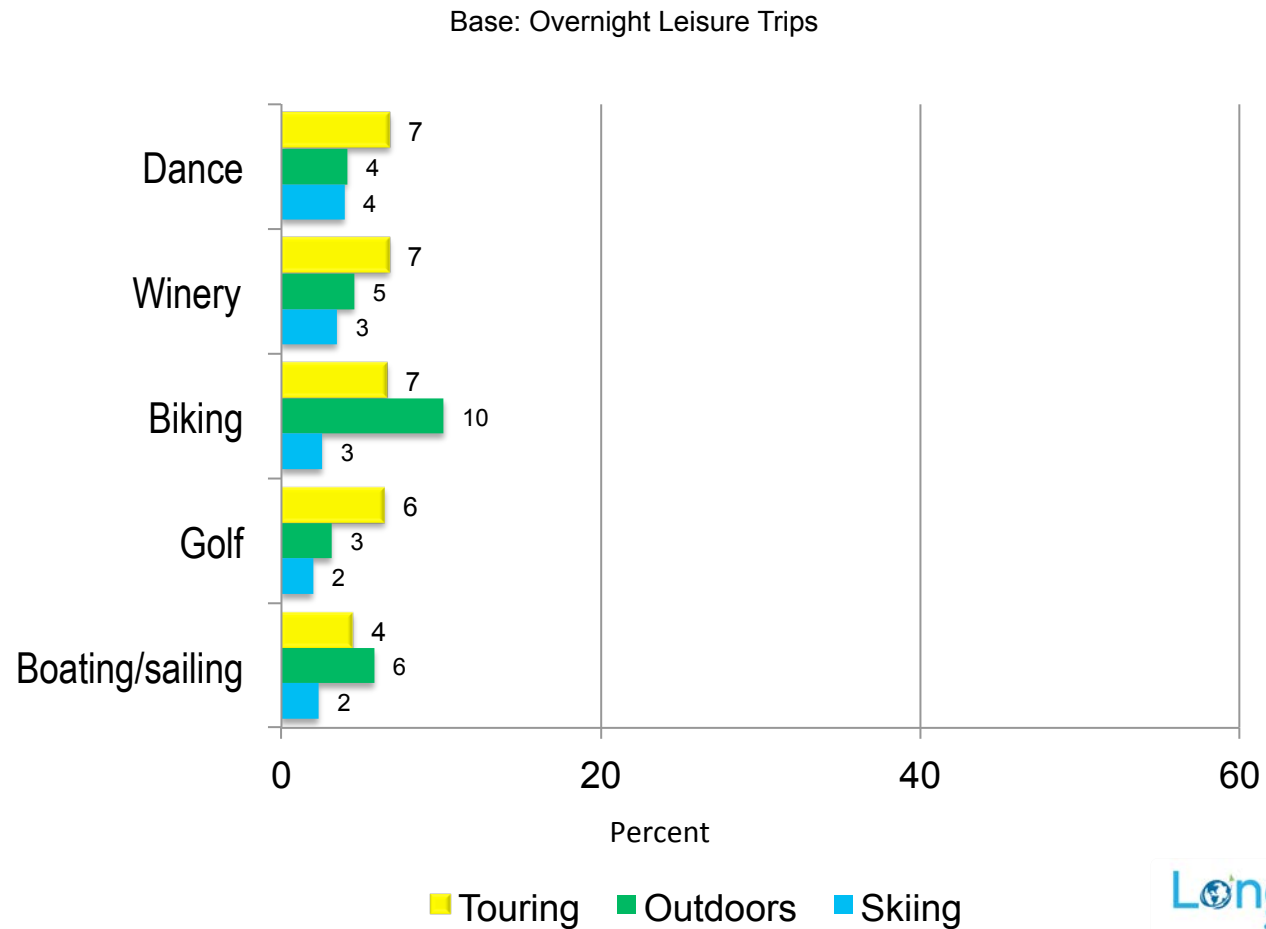
Activities on Colorado Trip in 2016 (Cont'd)



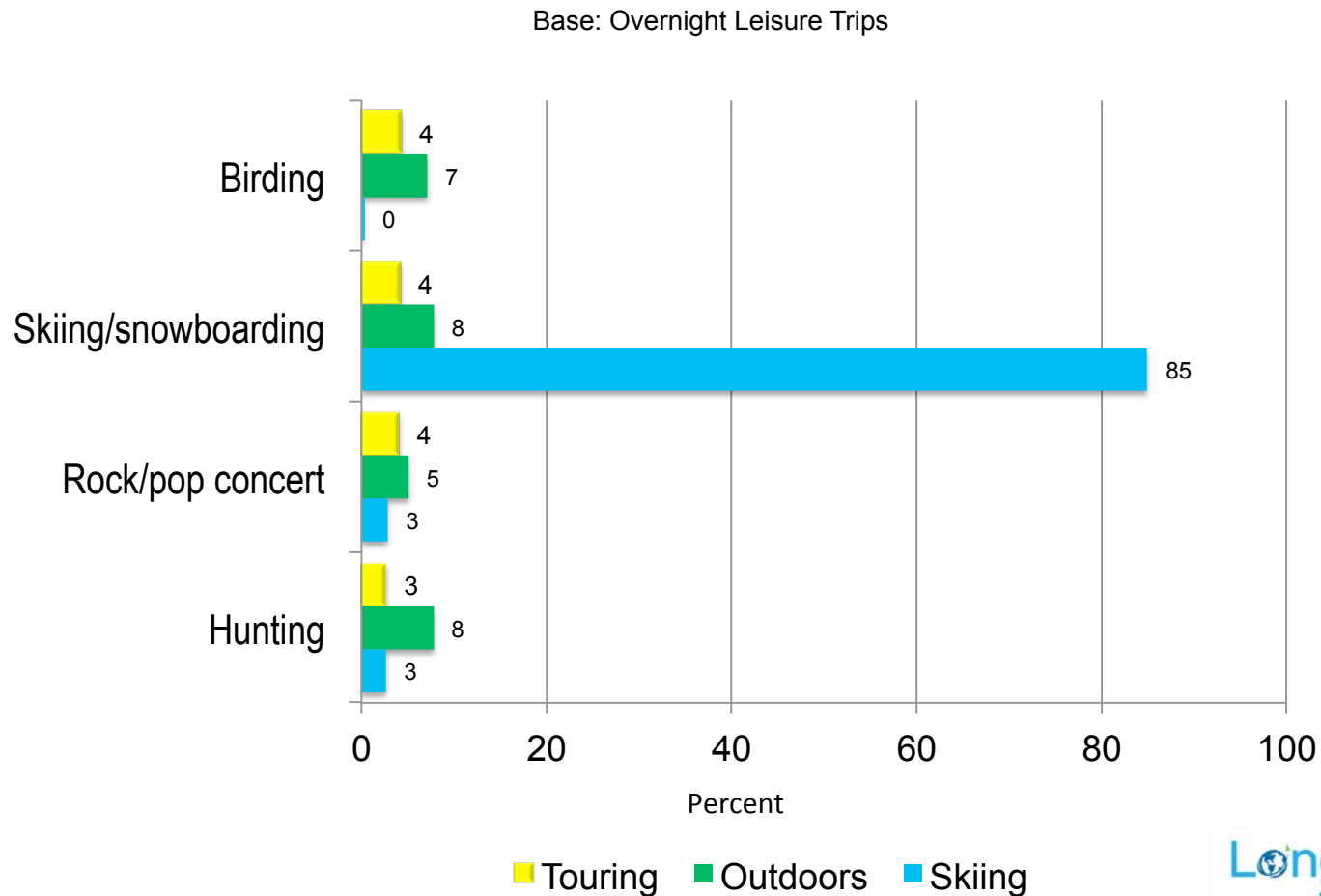
Activities on Colorado Trip in 2016 (Cont'd)



Activities on Colorado Trip in 2016 (Cont'd)

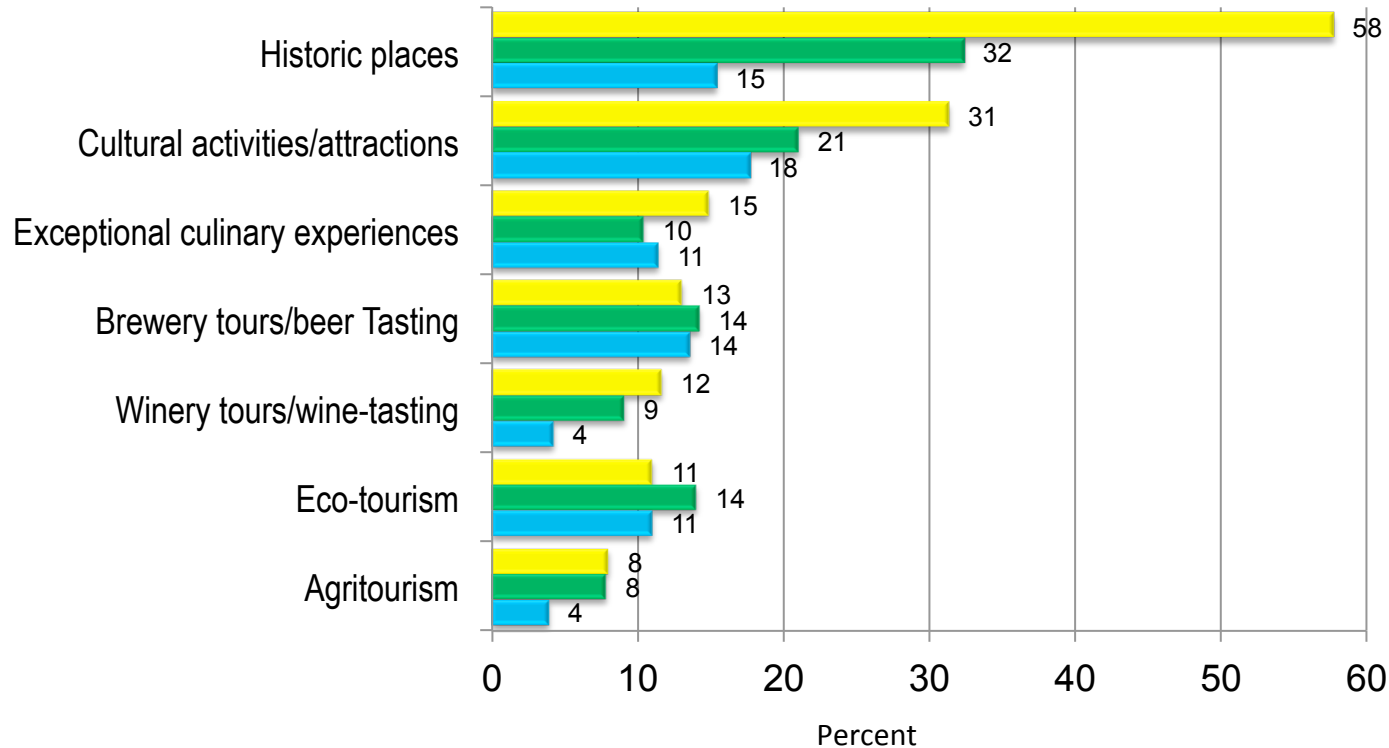


Activities on Colorado Trip in 2016 (Cont'd)

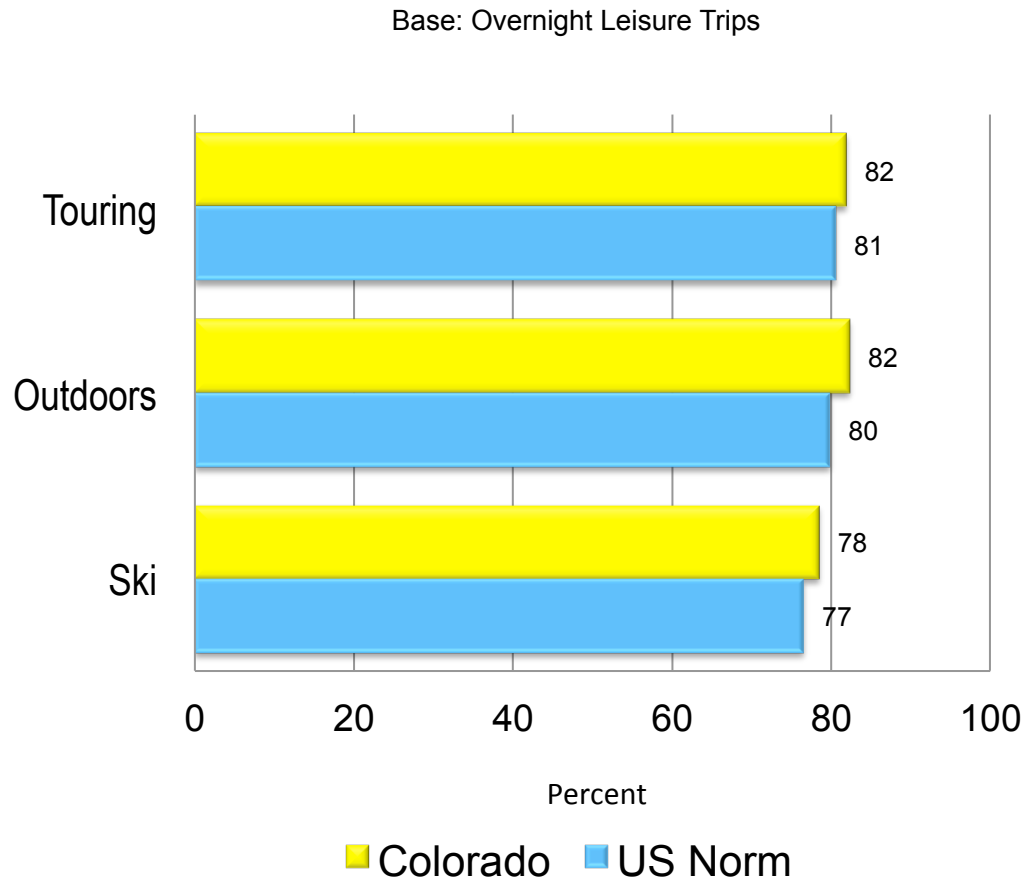


Specific Interests on Trip in 2016

Base: Overnight Leisure Trips

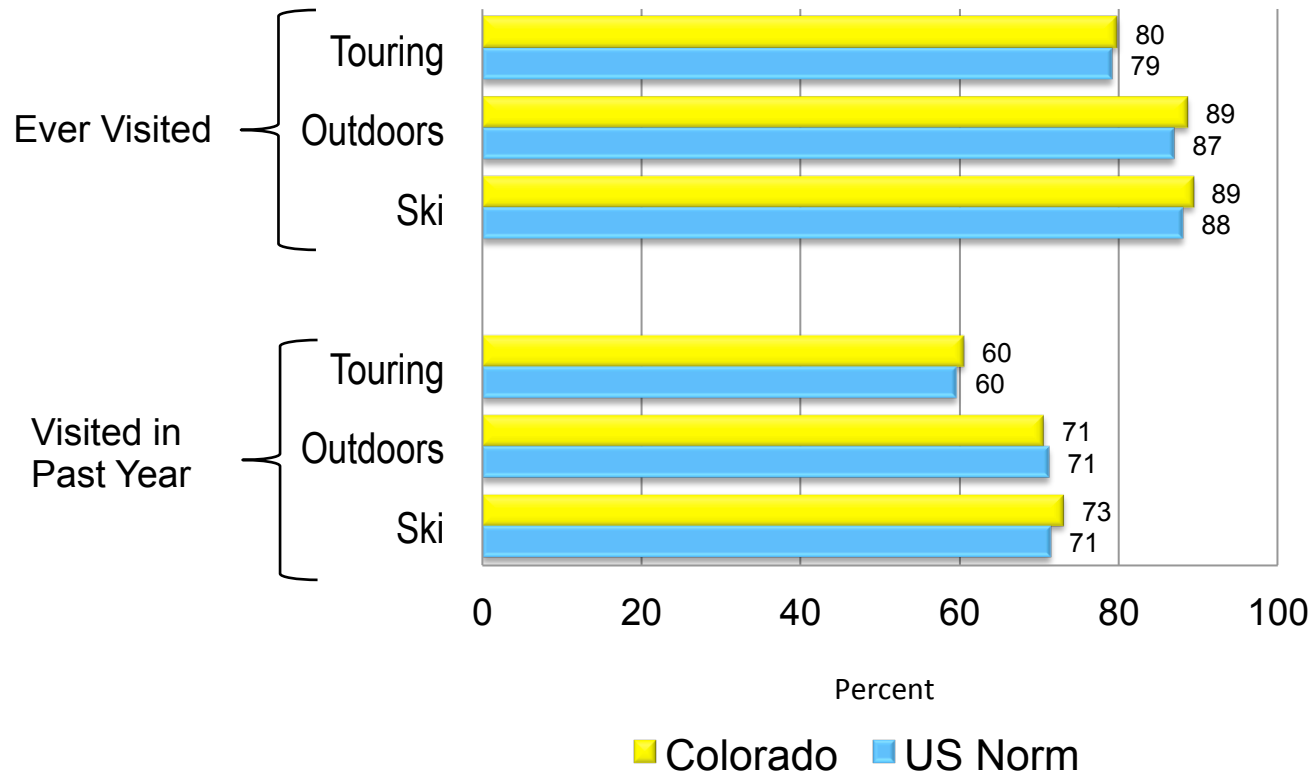


Satisfaction With Overall Trip Experience — % Very Satisfied



Past Visitation

Base: Overnight Leisure Trips





Attitudes on Legalization of Marijuana



How does the knowledge that some states have legalized the sale/ use of marijuana affect how you view these states?

Base: Overnight Leisure Travelers

U.S. Norm

Consider buying goods/services made

Consider living/working there

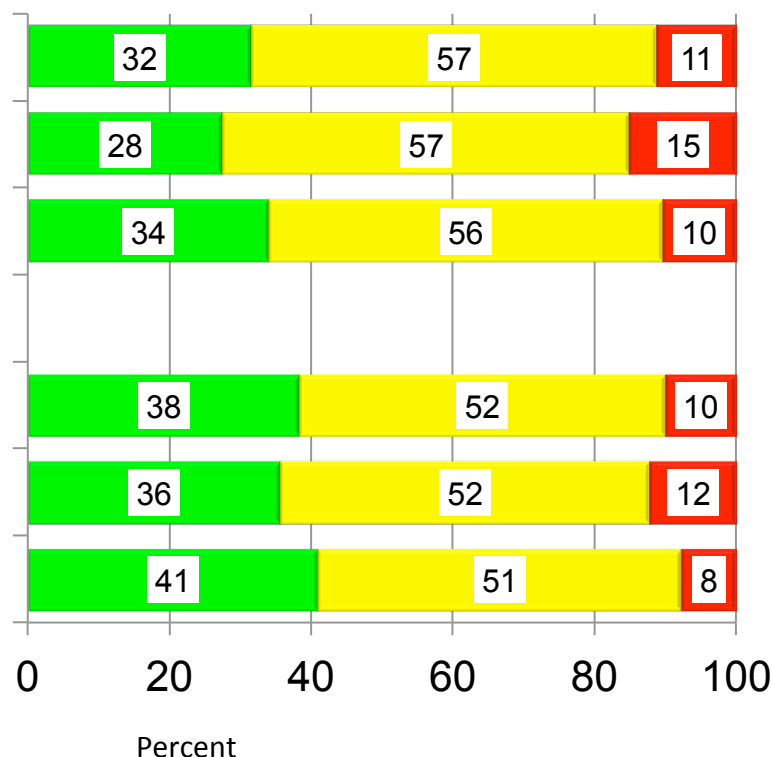
Consider visiting on a vacation

CO Leisure Visitors

Consider buying goods/services made

Consider living/working there

Consider visiting on a vacation



■ More Positive ■ Same ■ More Negative

How does the knowledge that some states have legalized the sale/use of marijuana affect how you view these states?

Base: Overnight Leisure Travelers

CO Visitors – CO Residents

Consider buying goods/services made there

Consider living/working there

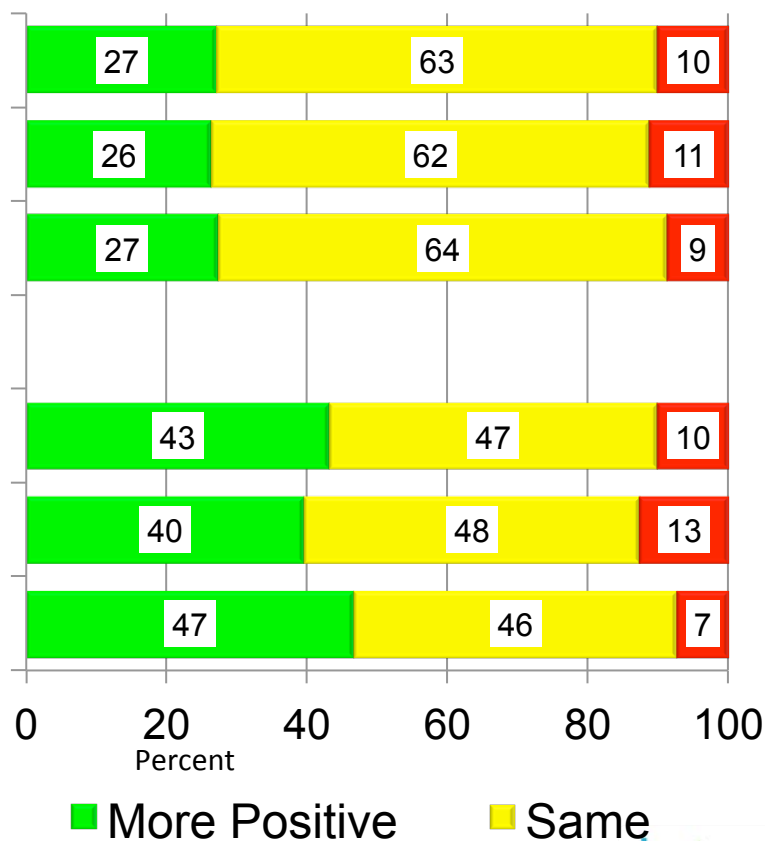
Consider visiting on a vacation

CO Visitors – Non-Residents

Consider buying goods/services made there

Consider living/working there

Consider visiting on a vacation





Appendix: Key Terms Defined



Key Terms Defined

- An **Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **Day Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- A **Person-Trip** is one trip taken by one visitor.
 - Person-trips are the key unit of measure for this report.

Trip-Type Segments

Total Trips = Leisure + Business + Business-Leisure

Marketable Trips:

Include all leisure trips, with the exception of visits to friends/relatives

- **Leisure Trips:** Include all trips where the main purpose was one of the following:
 - Visiting friends/relatives
 - Touring through a region to experience its scenic beauty, history and culture
 - Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating
 - Special event, such as a fair, festival, or sports event
 - City trip
 - Cruise
 - Casino
 - Theme park
 - Resort (ocean beach, inland or mountain resort)
 - Skiing/snowboarding
 - Golf
- **Business Trips:**
 - Conference/convention
 - Other business trip
- **Business-Leisure:** a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.