



Travel USA Visitor Profile



Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- 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.
- This report provides an overview for Colorado's domestic tourism business in 2021.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Colorado, the following sample was achieved in 2021:



Overnight Base Size

5,840



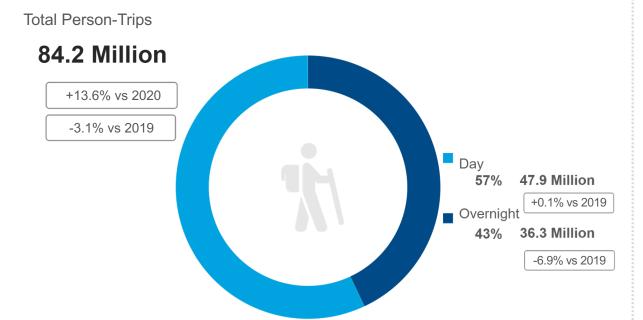
Day Base Size

2,181

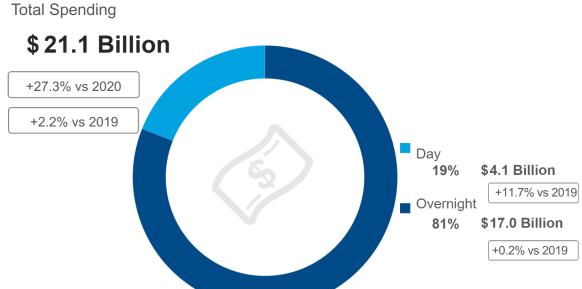
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



Total Size of Colorado 2021 Domestic Travel Market

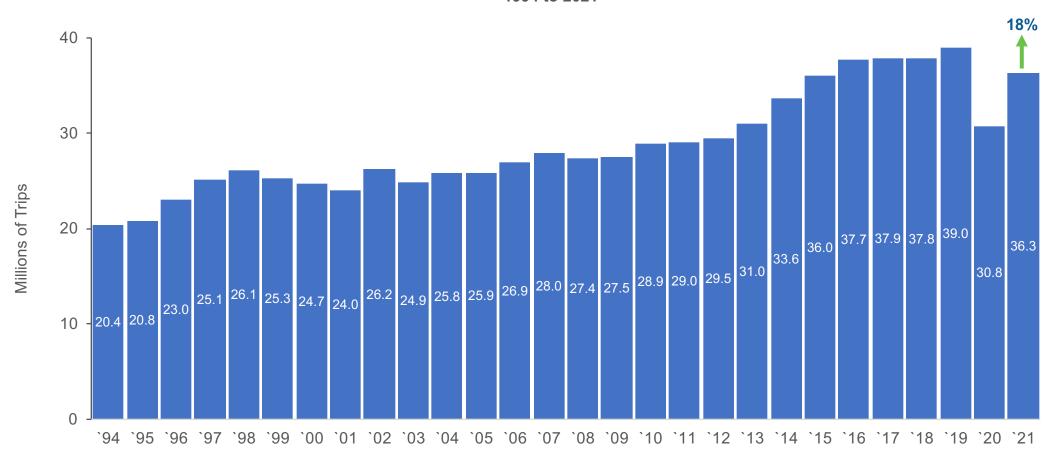


Total Expenditures for Colorado 2021 Domestic Travel Market





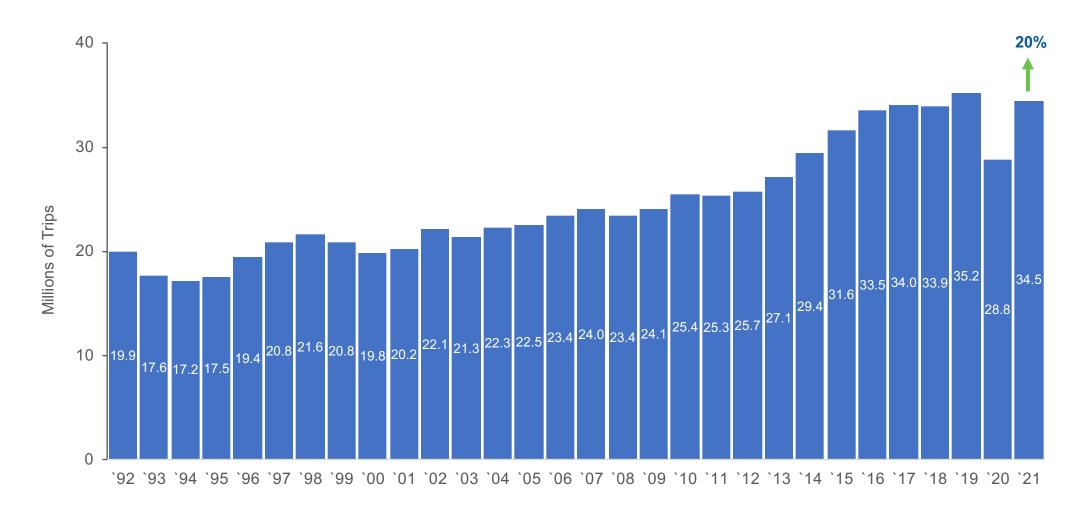
Overnight Trips to Colorado - 1994 to 2021

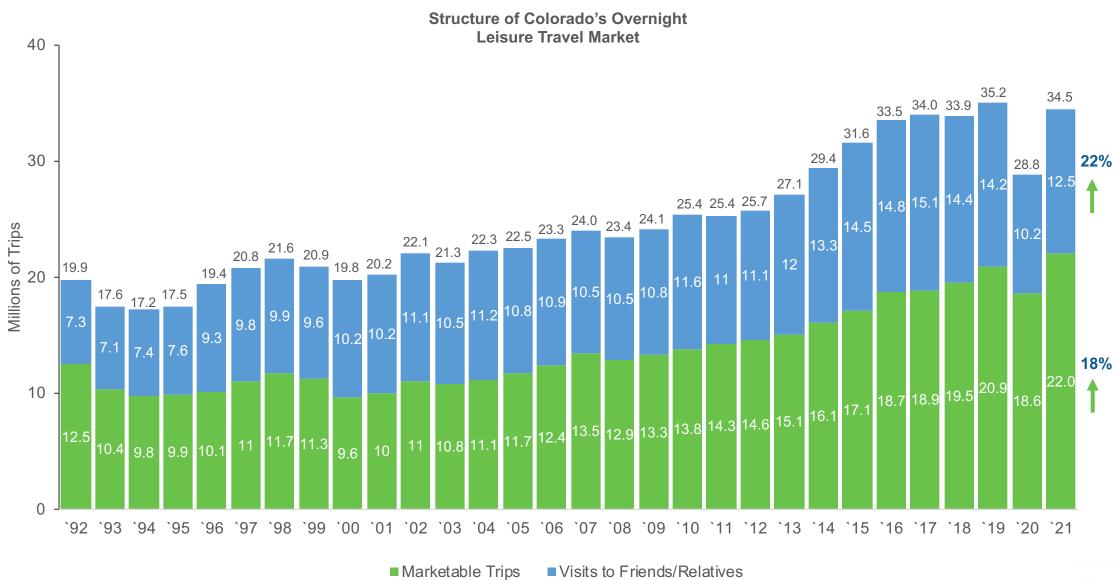


Note: Referencing this and subsequent charts showing annual trends, the Travel USA® survey was standardized for Leisure travel starting in 1992, so all charts about Leisure travel begin with that year. Questions about business trips were added in 1994; so charts about business travel or that show a total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

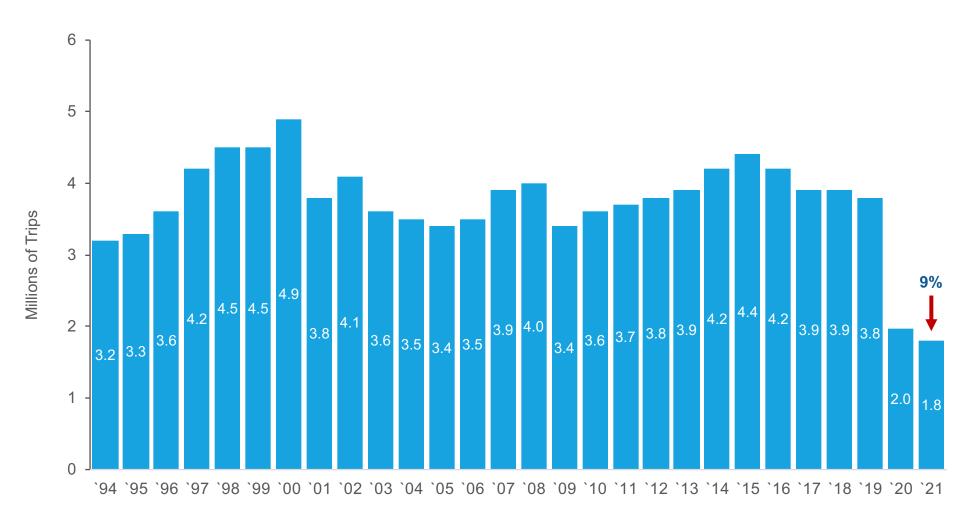


Overnight Leisure Trips to Colorado - 1992 to 2021



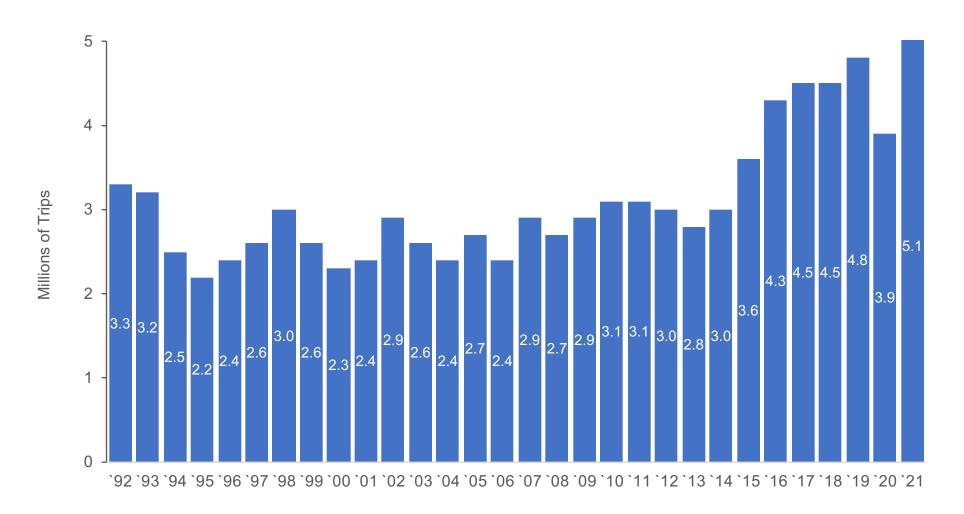






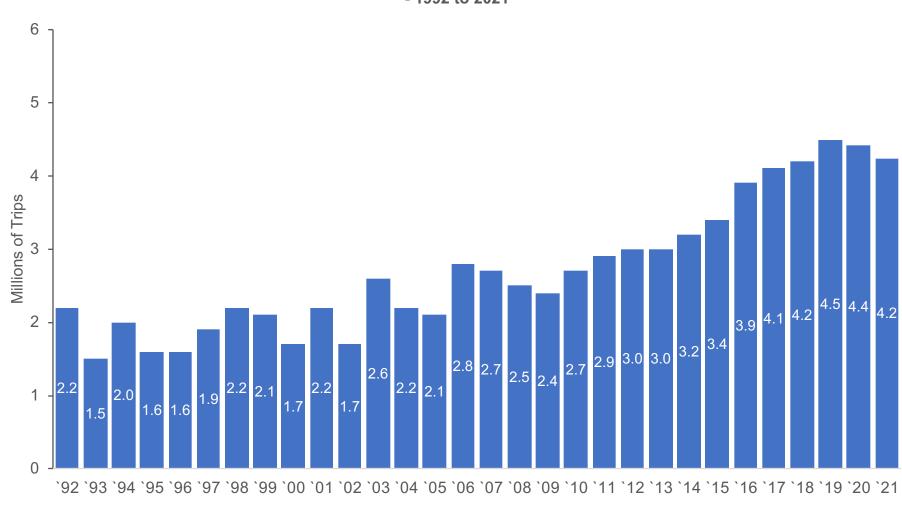


Overnight Touring Trips to Colorado - 1992 to 2021



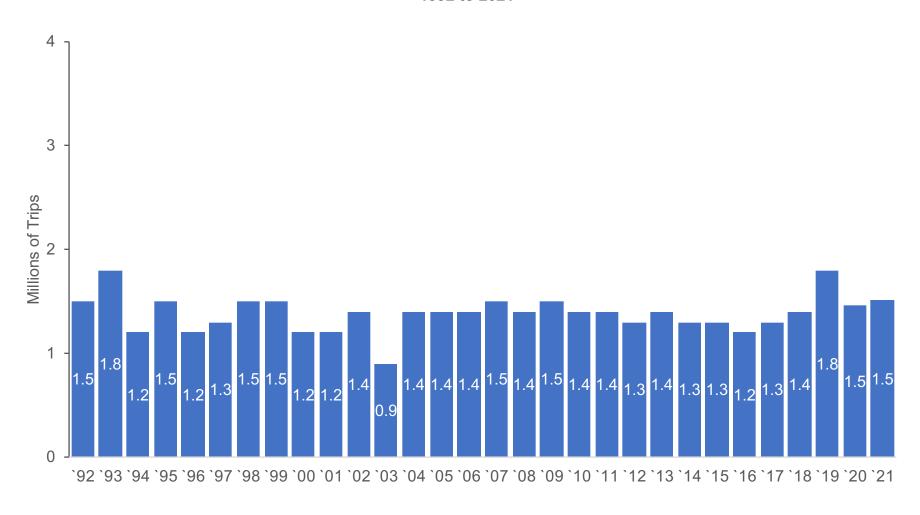






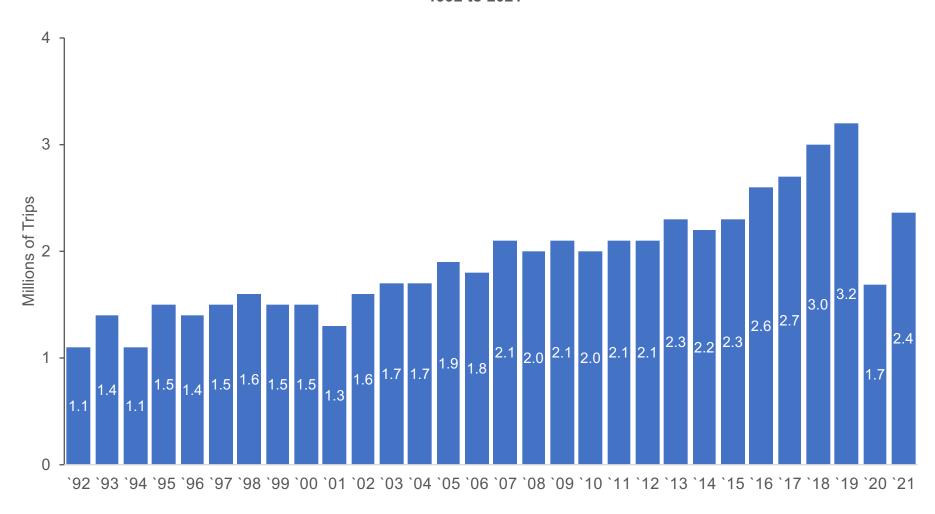


Overnight Business-Leisure Trips to Colorado - 1992 to 2021



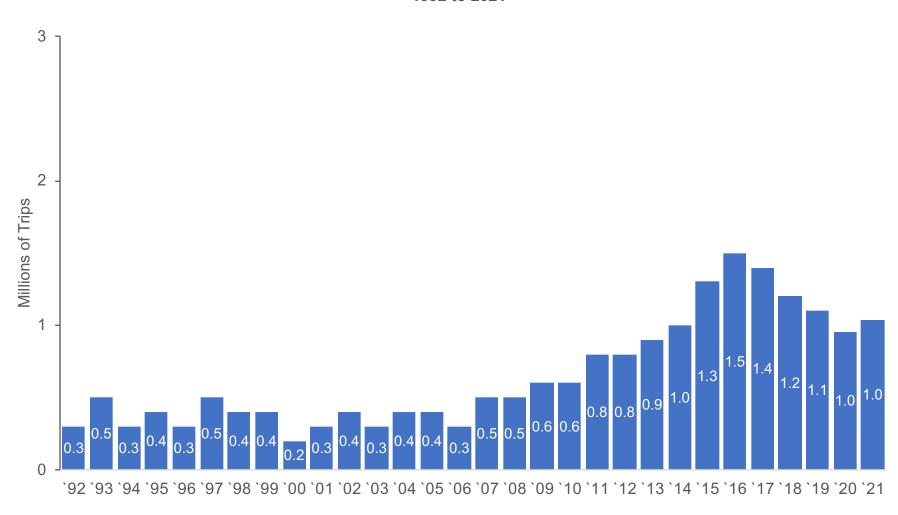


Overnight Special Event Trips to Colorado - 1992 to 2021



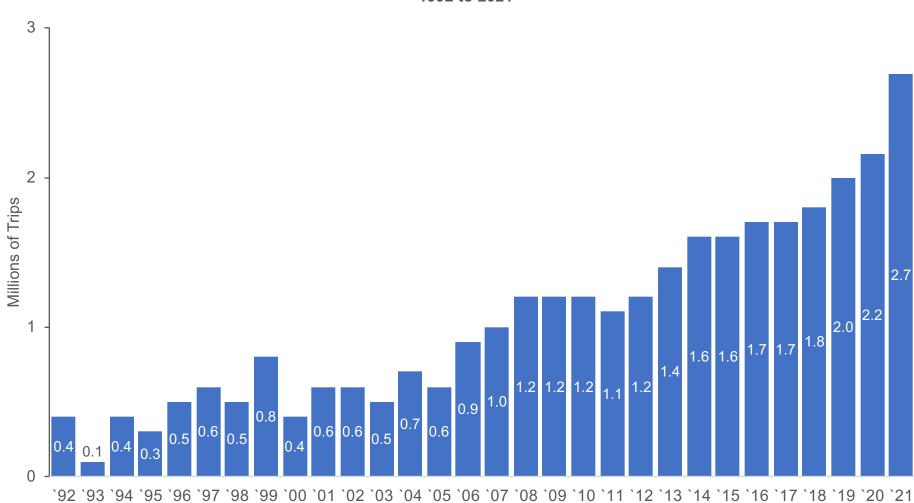






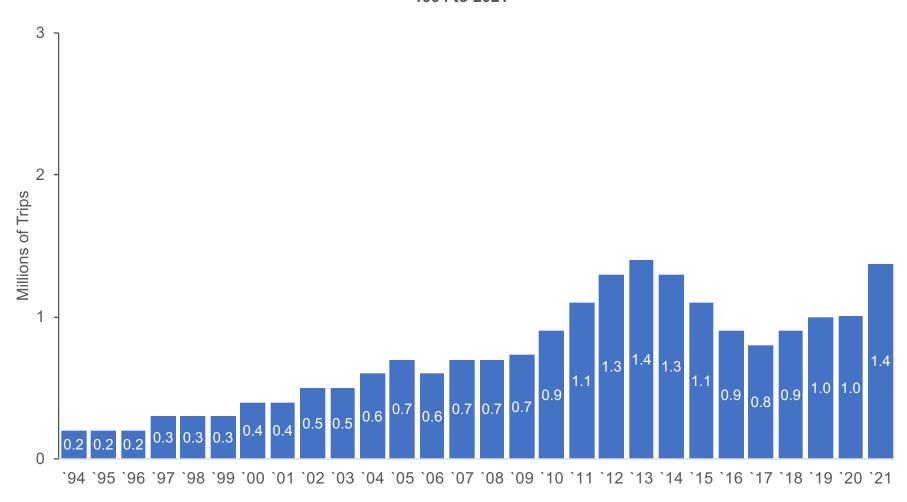






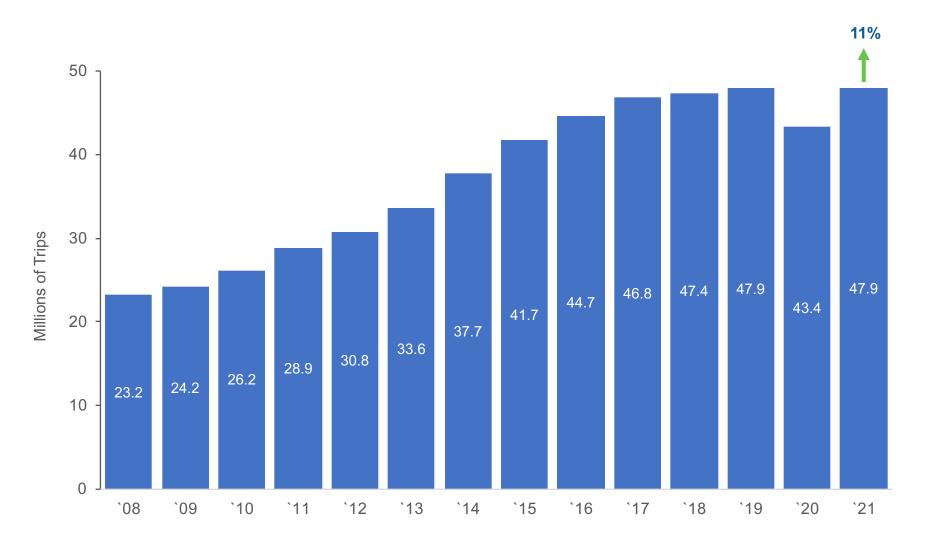






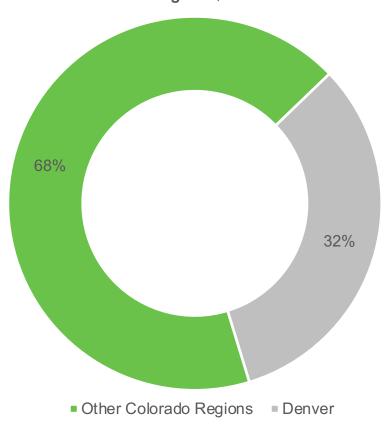


Day Trips To/Within Colorado

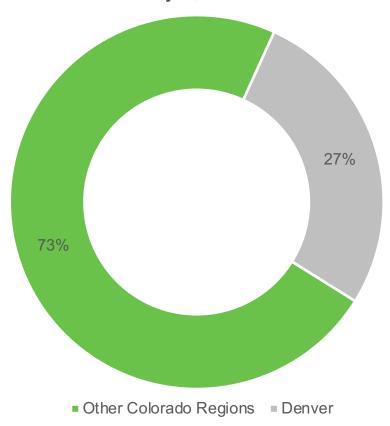


Total Travel Spending in Colorado in 2021 Overall Total = \$21.1 Billion

Total Overnight = \$17.0 Billion



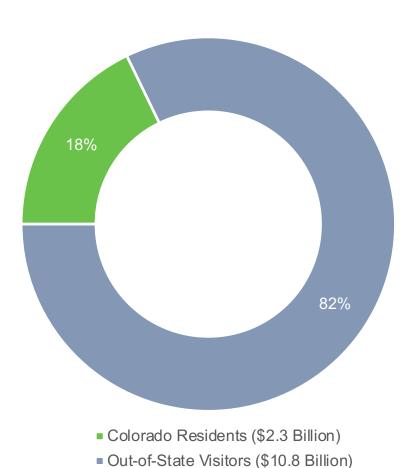
Total Day = \$4.1 Billion



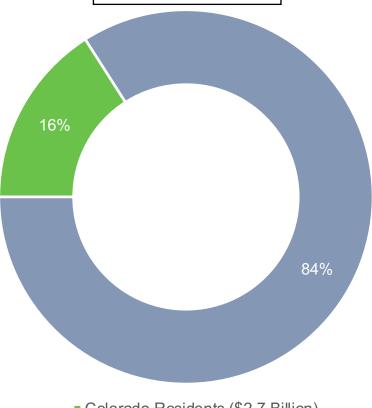


Total Travel Spending in Colorado - Overnight Visitors





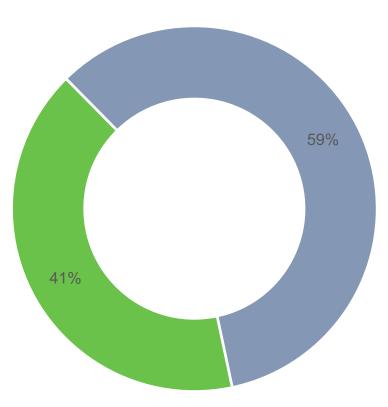




- Colorado Residents (\$2.7 Billion)
- Out-of-State Visitors (\$14.3 Billion)

Total Travel Spending in Colorado
- Day Visitors

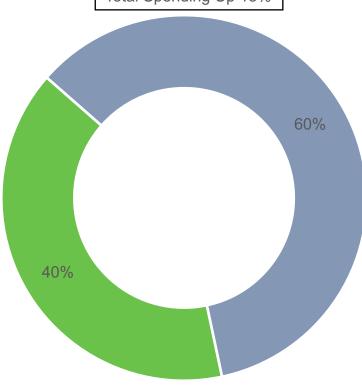
2020 Total= \$3.4 Billion



- Colorado Residents (\$1.4 Billion)
- Out-of-State Visitors (\$2.0 Billion)

2021 Total= \$4.1 Billion

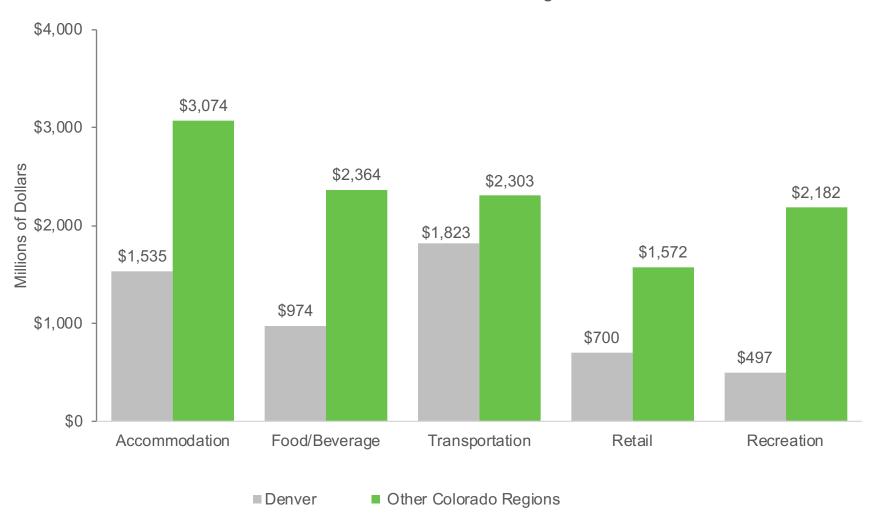




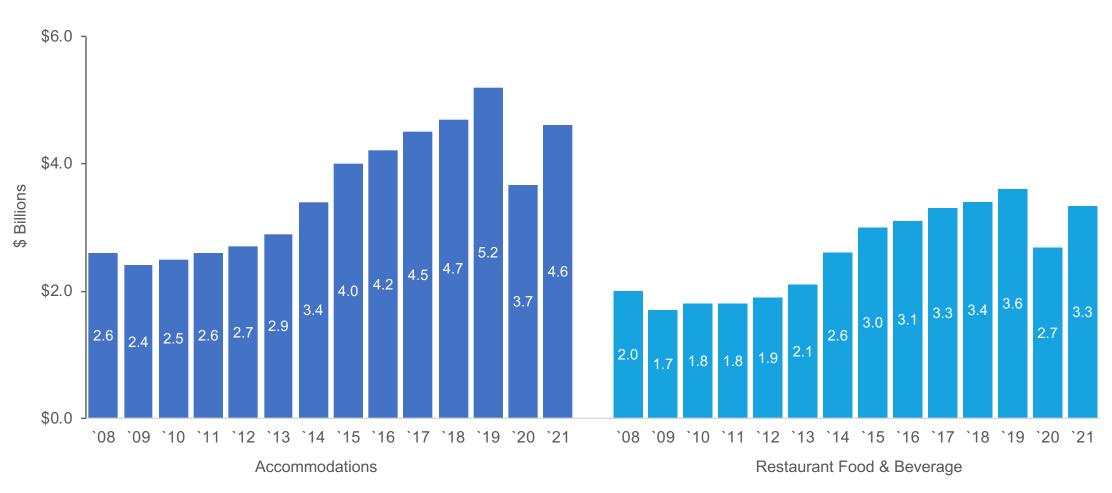
- Colorado Residents (\$1.6 Billion)
- Out-of-State Visitors (\$2.4 Billion)



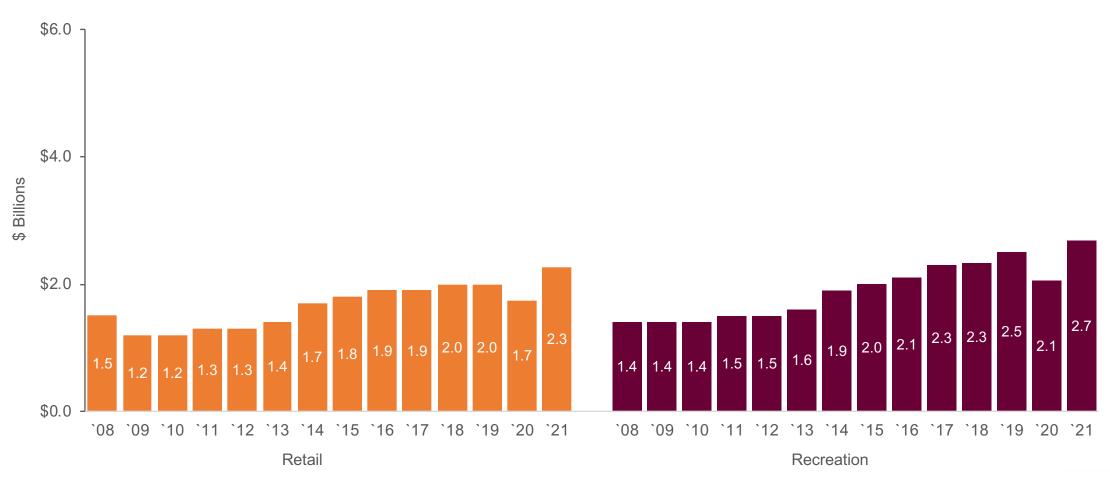




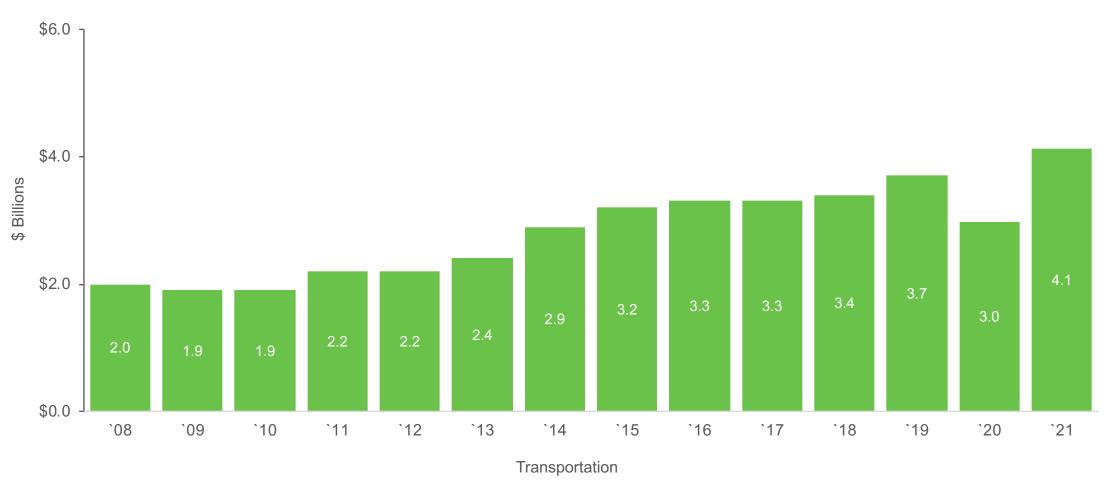
Colorado Expenditure Tracking - Overnight Visitors

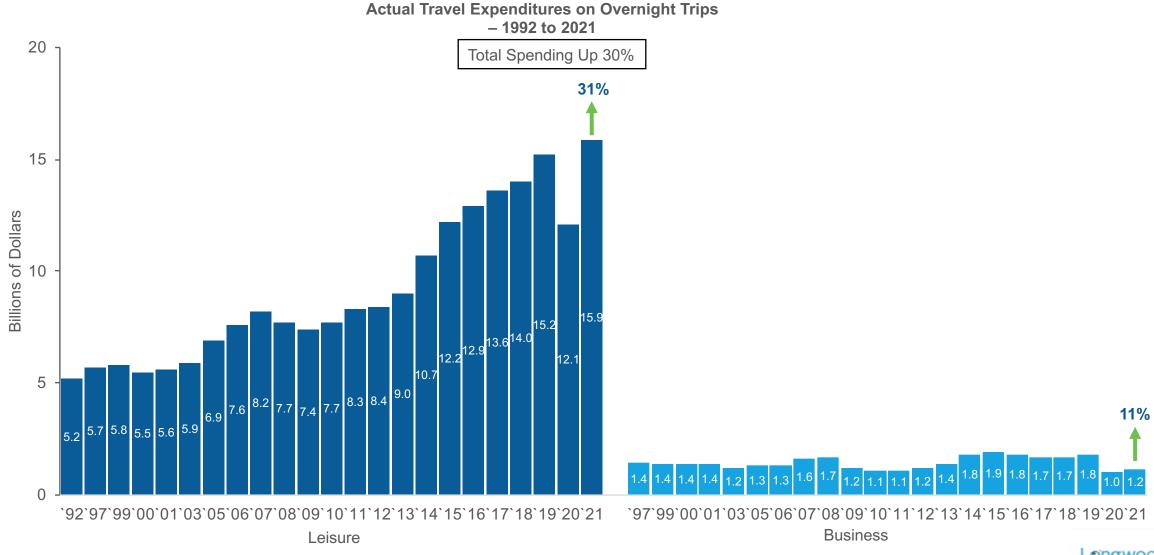


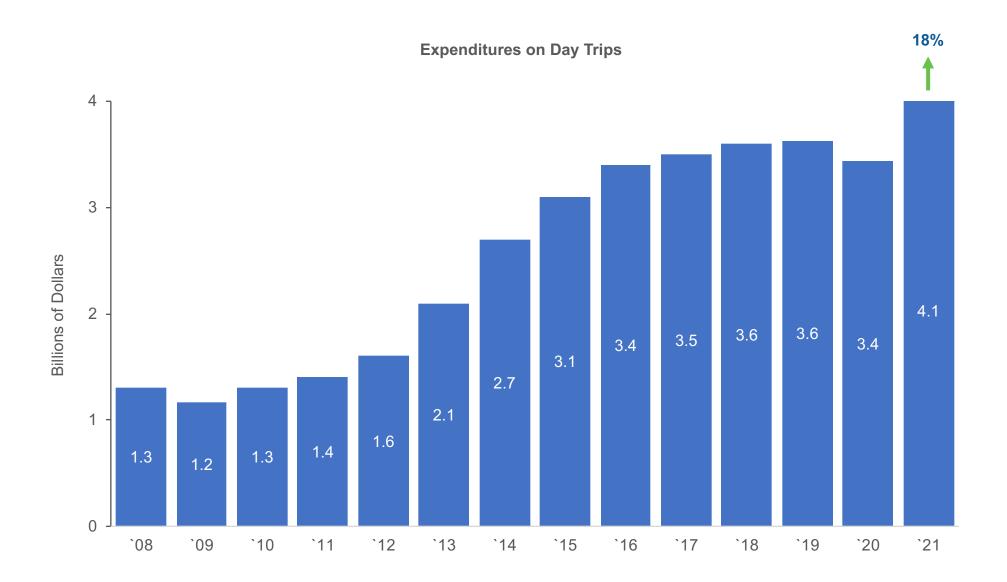




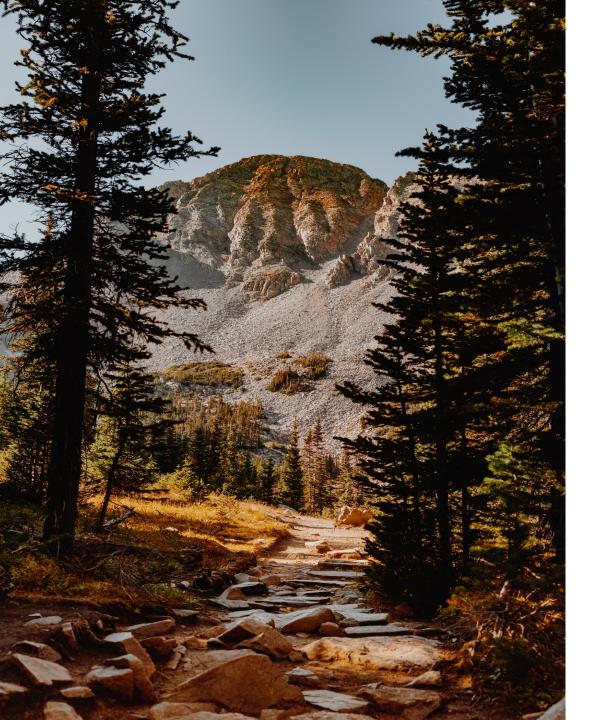
Colorado Expenditure Tracking - Overnight Visitors











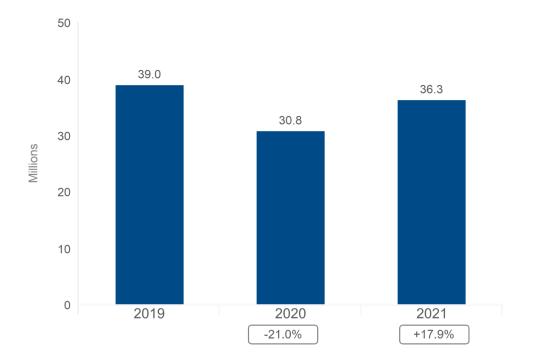


Travel USA Visitor Profile

Overnight Visitation



Overnight Trips to Colorado



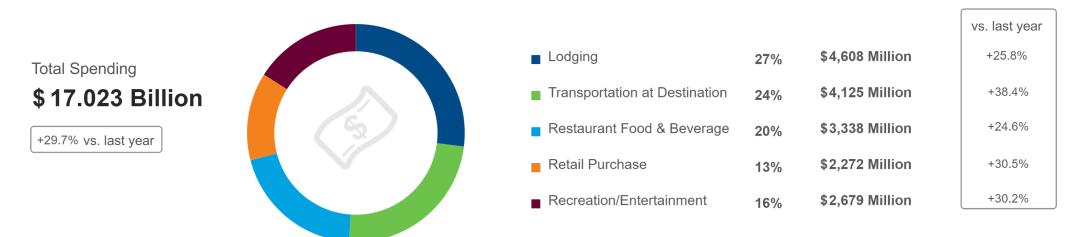
Past Visitation to Colorado

81% of overnight travelers to Colorado are repeat visitors

of overnight travelers to Colorado had visited before in the past 12 months



Domestic Overnight Expenditures - by Sector



Average Per Person Expenditures on Domestic Overnight Trips - by Sector



Average Per Person:

Leisure \$451

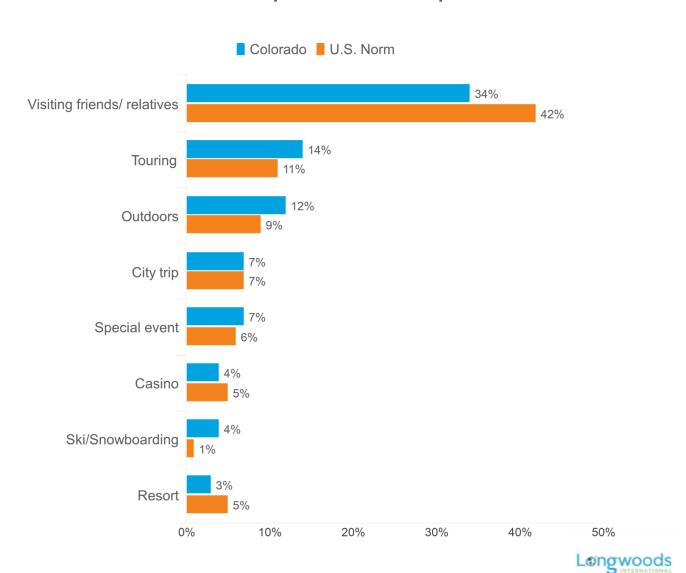
Business \$631



Main Purpose of Trip



Main Purpose of Leisure Trip



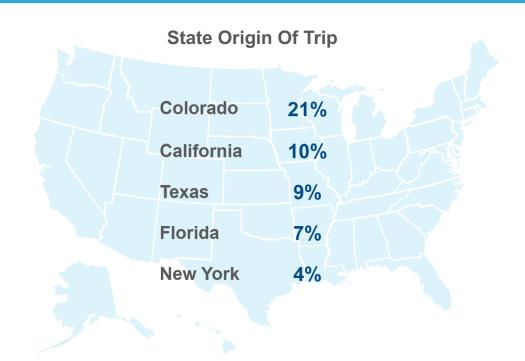




2021 Colorado Overnight Trips



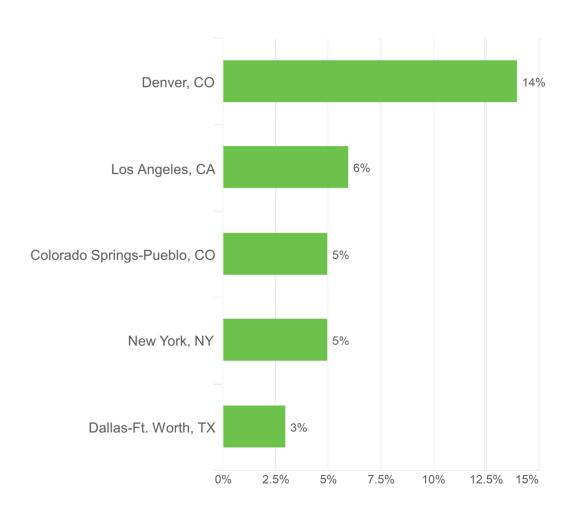






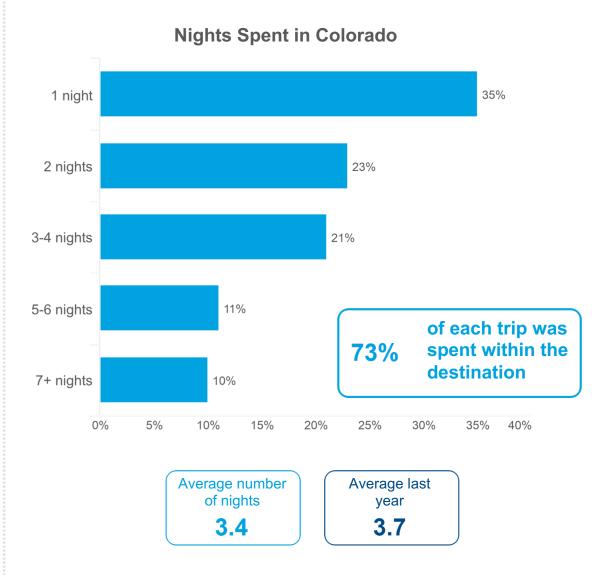
Season of Trip Total Overnight Person-Trips

DMA Origin Of Trip







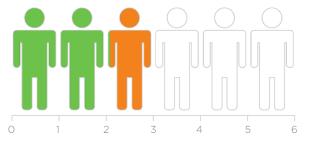




Size of Travel Party

Adults Children

Colorado

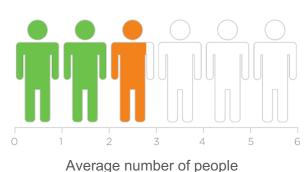


Total

3.0

Average number of people

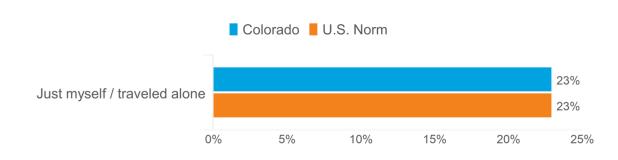
U.S. Norm



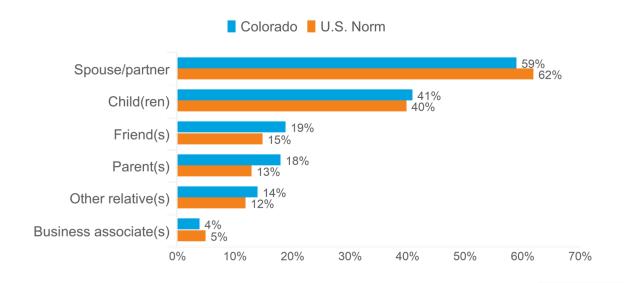
Total

2.9

Percent Who Traveled Alone

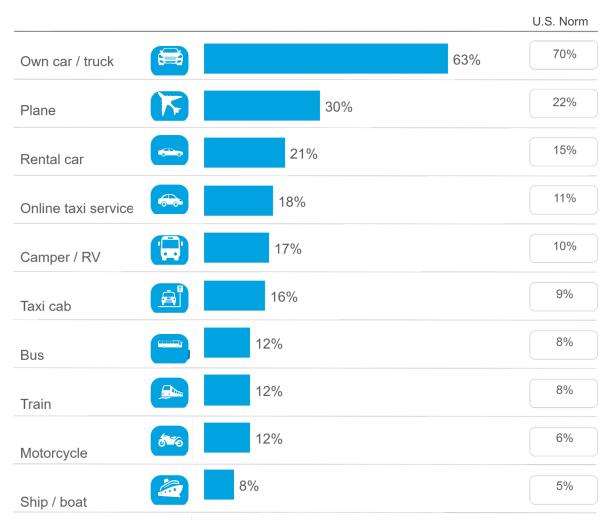


Composition of Immediate Travel Party

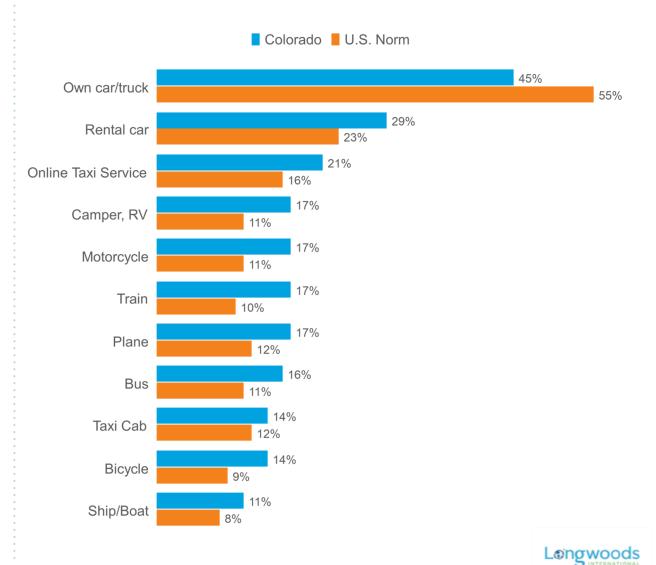


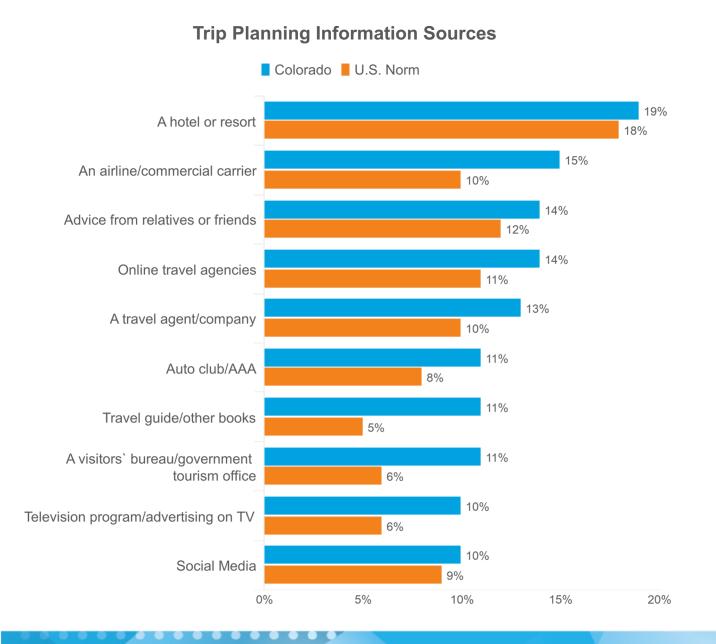


Transportation Used to get to Destination



Transportation Used within Destination

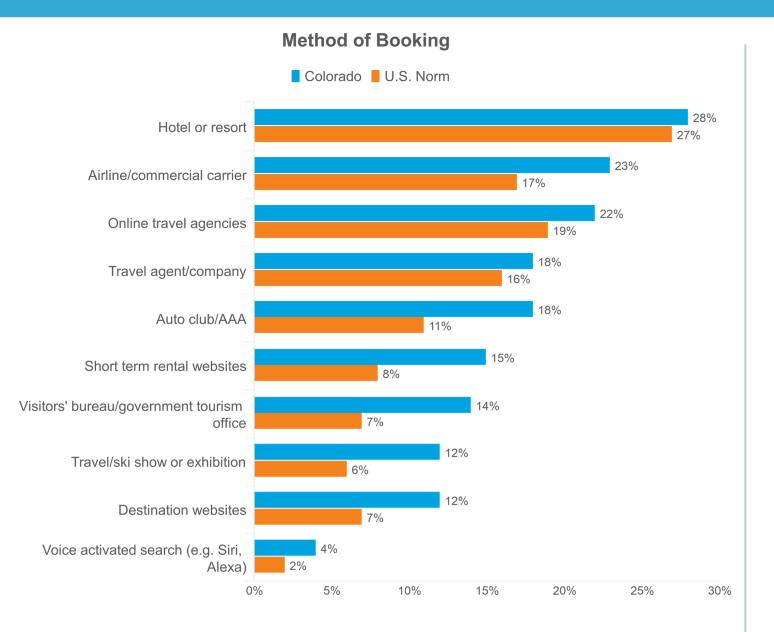




Length of Trip Planning

| | Colorado | U.S. Norm |
|----------------------------------|----------|-----------|
| 1 month or less | 24% | 30% |
| 2 months | 16% | 15% |
| 3-5 months | 22% | 18% |
| 6-12 months | 19% | 14% |
| More than 1 year in advance | 6% | 6% |
| Did not plan anything in advance | 12% | 17% |





Accommodations

| | | Colorado | U.S. Norm |
|--------------|------------------------------------|----------|-----------|
| | Hotel | 39% | 38% |
| !!! | Motel | 18% | 13% |
| | Home of friends / relatives | 16% | 19% |
| Aller | Bed & breakfast | 15% | 8% |
| 4 | Campground / RV park | 12% | 6% |
| | Resort hotel | 12% | 12% |
| | Rented home / condo / apartment | 11% | 6% |



Activity Groupings

Outdoor Activities

60%

U.S. Norm: 48%

Entertainment Activities



60%

U.S. Norm: 55%

Cultural Activities



+5.5 points vs 2020

U.S. Norm: 29%

Sporting Activities



+3.6 points vs 2020

U.S. Norm: 24%

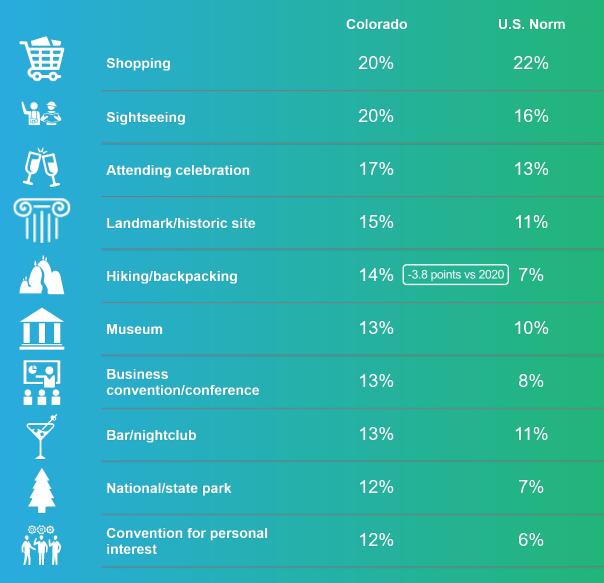
Business Activities



26%

U.S. Norm: 18%

Activities and Experiences (Top 10)



Shopping Types on Trip

| | Colorado | U.S. Norm |
|----------------------------------|--|---|
| Convenience/grocery shopping | 49% | 42% |
| Souvenir shopping | 49% | 39% |
| Outlet/mall shopping | 45% | 47% |
| Big box stores (Walmart, Costco) | 40% | 33% |
| Boutique shopping | 31% | 28% |
| Antiquing | 22% | 13% |
| | Souvenir shopping Outlet/mall shopping Big box stores (Walmart, Costco) Boutique shopping | Convenience/grocery shopping 49% Souvenir shopping 49% Outlet/mall shopping 45% Big box stores (Walmart, Costco) 40% Boutique shopping 31% |

Base: 2021 Overnight Person-Trips that included Shopping

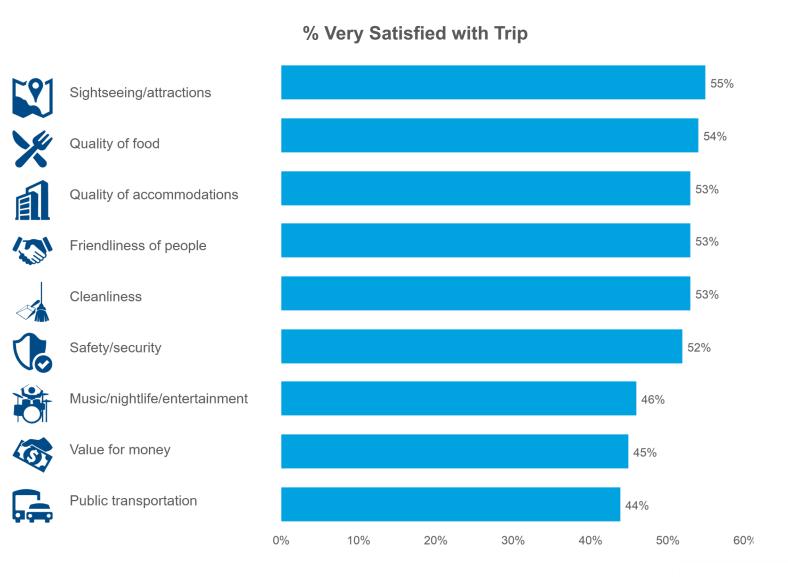
Dining Types on Trip

| U.S. Norm |
|-----------|
| 40% |
| 21% |
| 21% |
| 22% |
| 14% |
| 10% |
| |

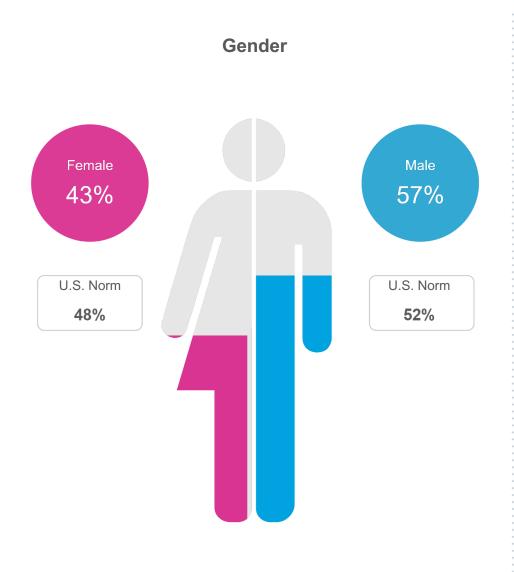


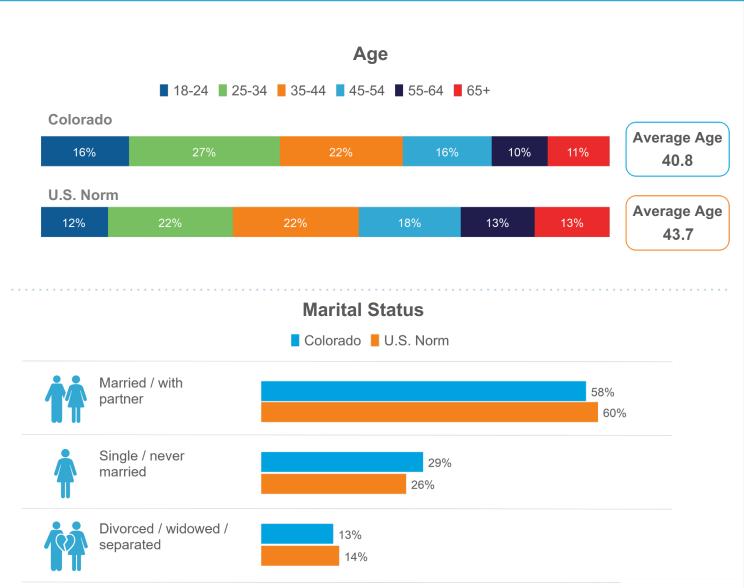
16

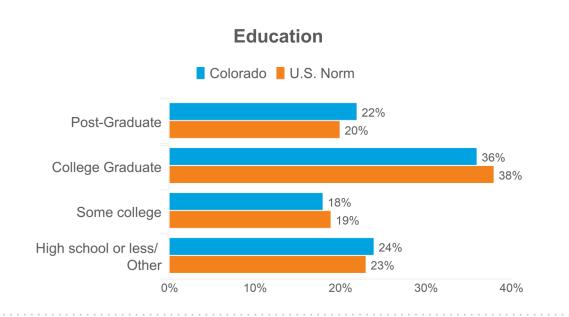
69% of overnight travelers were very satisfied with their overall trip experience

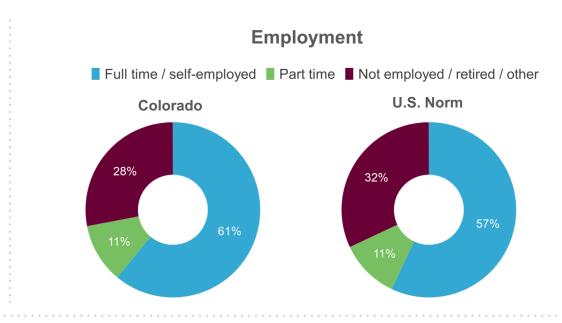


Longwoods

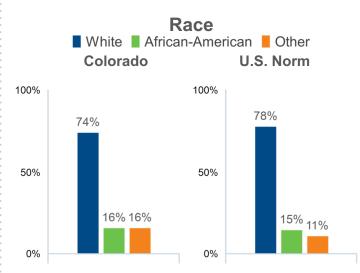


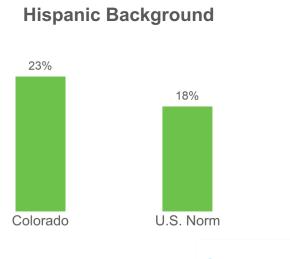




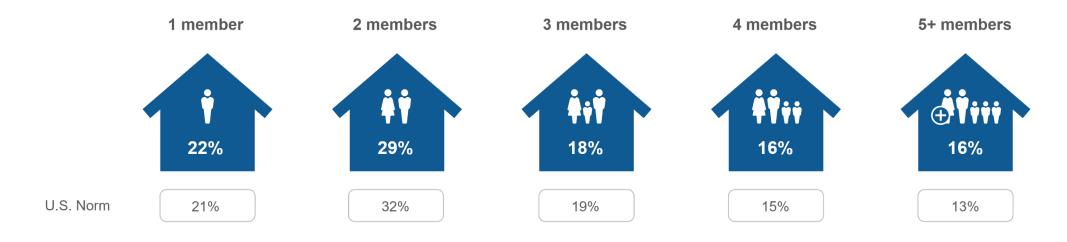








Household Size



Children in Household

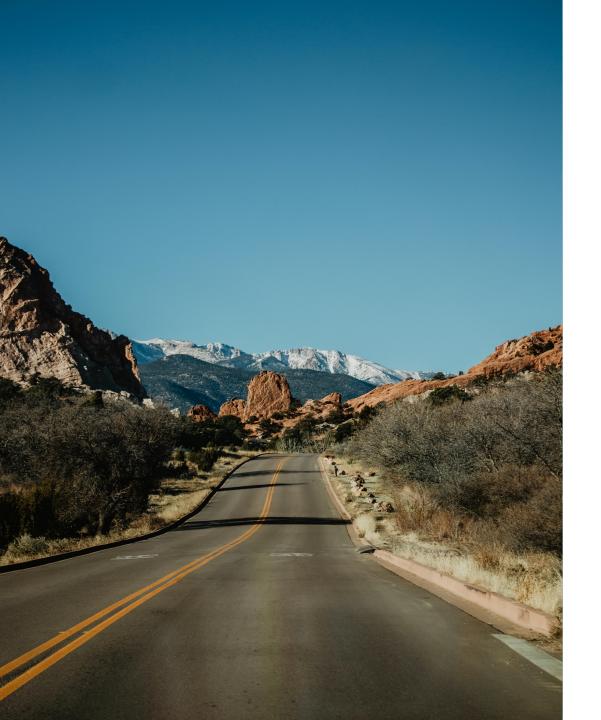




U.S. Norm

| ■ No children under 18 | 50% |
|------------------------|-----|
| ■ Any 13-17 | 22% |
| Any 6-12 | 29% |
| Any child under 6 | 20% |







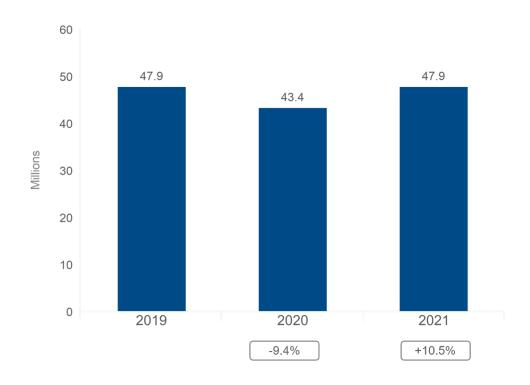
Travel USA Visitor Profile

Day Visitation



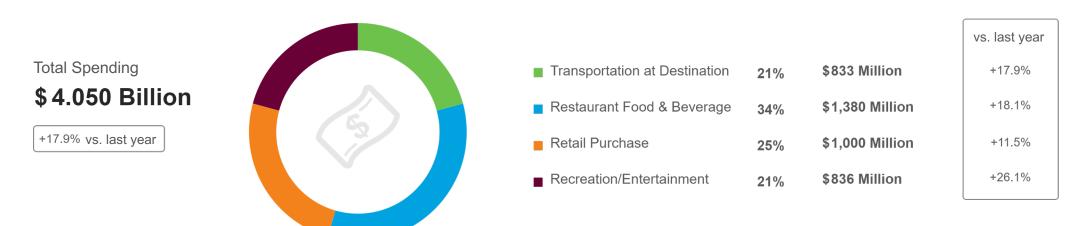
2021

Day Trips to Colorado

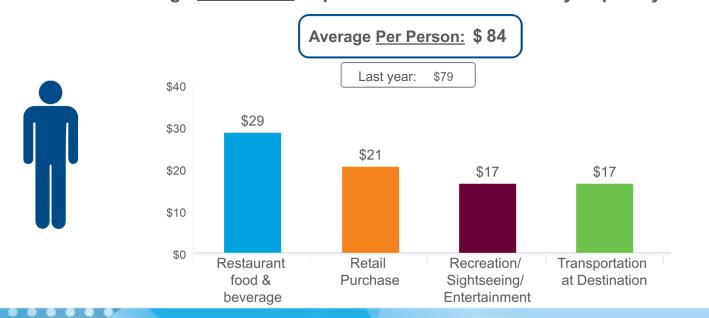




Domestic Day Expenditures - by Sector

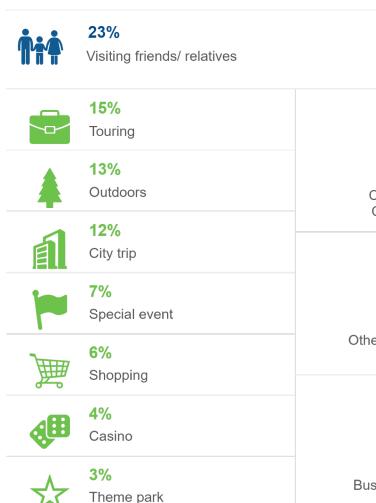


Average Per Person Expenditures on Domestic Day Trips - by Sector



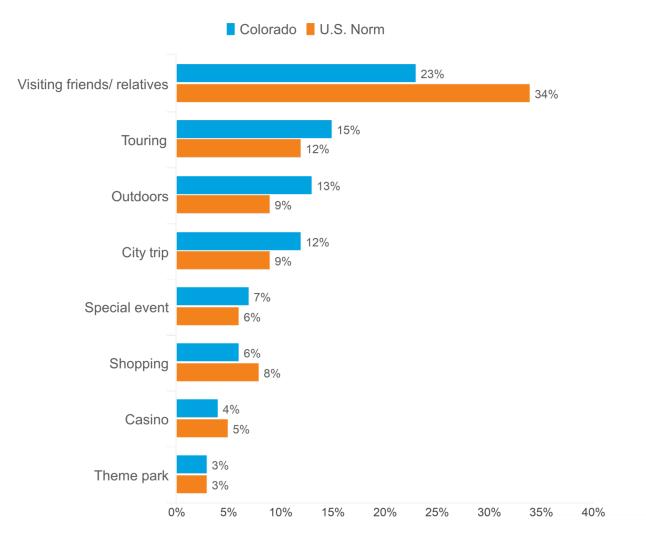


Main Purpose of Trip





Main Purpose of Leisure Trip





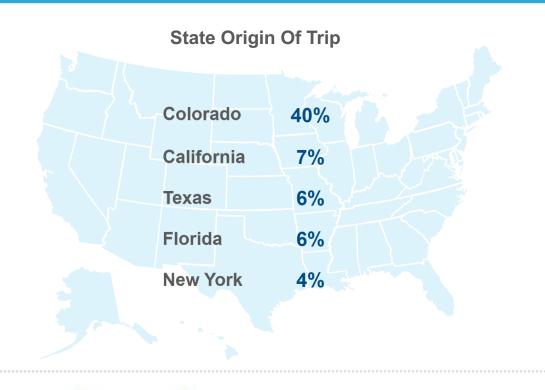
2021 U.S. Day Trips



2021 Colorado Day Trips

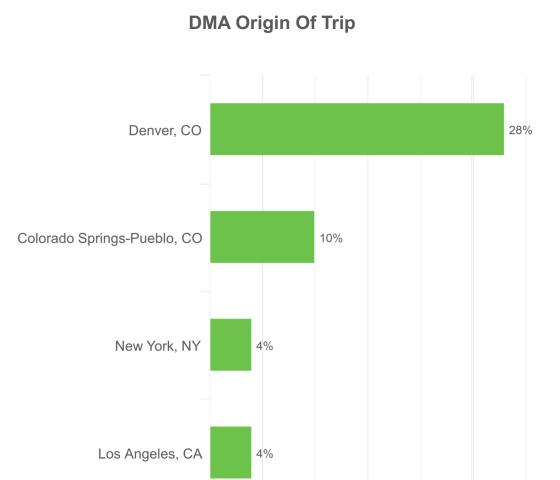








Season of Trip Total Day Person-Trips



5%

10%

15%

20%

25%

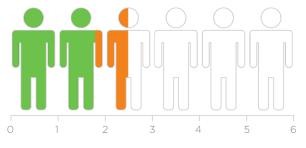
30%



Size of Travel Party

Adults Children

Colorado

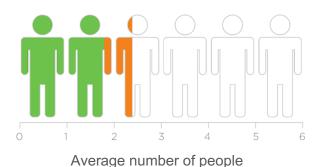


Total

2.6

Average number of people

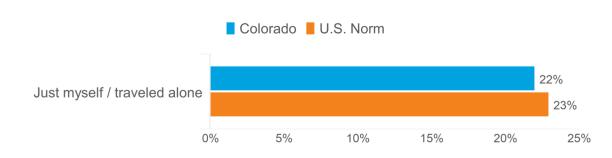
U.S. Norm



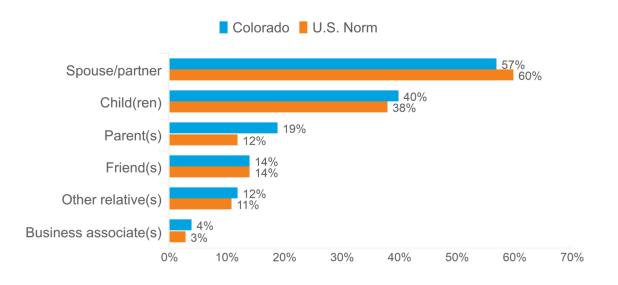
Total

2.6

Percent Who Traveled Alone



Composition of Immediate Travel Party





Activity Groupings

Outdoor Activities

U.S. Norm: 36%

Entertainment Activities



+3.5 points vs 2020

U.S. Norm: 48%

Cultural Activities



+6.2 points vs 2020

U.S. Norm: 22%

Sporting Activities



U.S. Norm: 17%

Business Activities



+3.0 points vs 2020

U.S. Norm: 14%

Activities and Experiences (Top 10)

| | | Colorado | U.S. Norm |
|----------|--|------------------------|----------------|
| | Shopping | 16% | 19% |
| | Sightseeing | 12% | 11% |
| | Hiking/backpacking | 11 % (-4.7 poin | ts vs 2020 5% |
| P | Attending celebration | 10% | 10% |
| | Landmark/historic site | 10% | 8% |
| <u> </u> | Business convention/conference | 9% | 5% |
| | Museum | 8% | 7% |
| A | Attended/participated in an amateur sports event | 8% (+3.8 poin | ts vs 2020) 4% |
| 7 | Nature tours/wildlife viewing/birding | 8% | 5% |
| i din | Business meeting | 8% | 6% |
| | | | |

Shopping Types on Trip

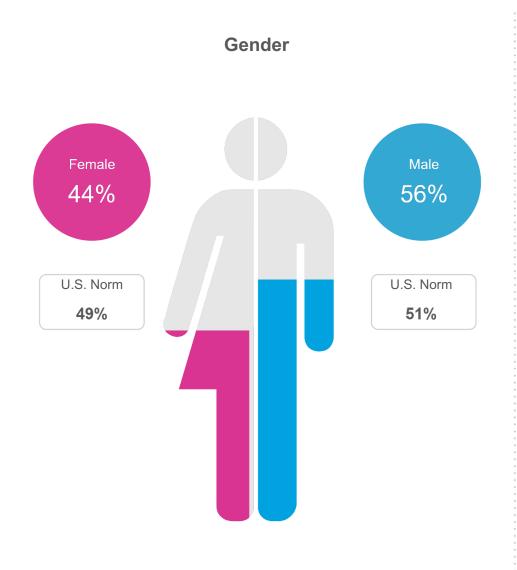
| | Colorado | U.S. Norm |
|----------------------------------|--|--|
| Outlet/mall shopping | 42% | 46% |
| Convenience/grocery shopping | 34% | 26% |
| Big box stores (Walmart, Costco) | 31% | 28% |
| Souvenir shopping | 29% | 24% |
| Boutique shopping | 22% | 22% |
| Antiquing | 14% | 13% |
| | Convenience/grocery shopping Big box stores (Walmart, Costco) Souvenir shopping Boutique shopping | Outlet/mall shopping Convenience/grocery shopping Big box stores (Walmart, Costco) Souvenir shopping 29% Boutique shopping 22% |

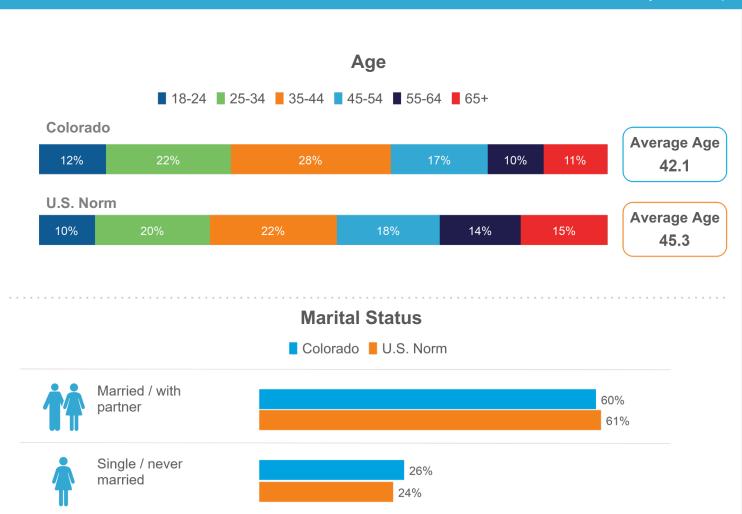
Base: 2021 Day Person-Trips that included Shopping

Dining Types on Trip

| | | Colorado | U.S. Norm |
|------------|---|----------|-----------|
| Y4 | Unique/local food | 31% | 34% |
| | Street food/food trucks | 21% | 17% |
| BE | Food delivery service (UberEATS, DoorDash, etc.) | 20% | 15% |
| FFF FIL | Picnicking | 17% | 14% |
| | Fine/upscale dining | 15% | 15% |
| M | Gastropubs | 13% | 7% |
| | | | |







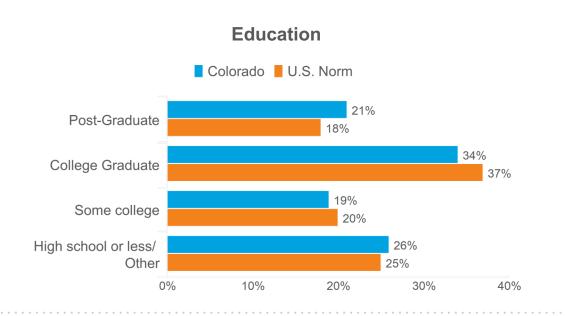
14%

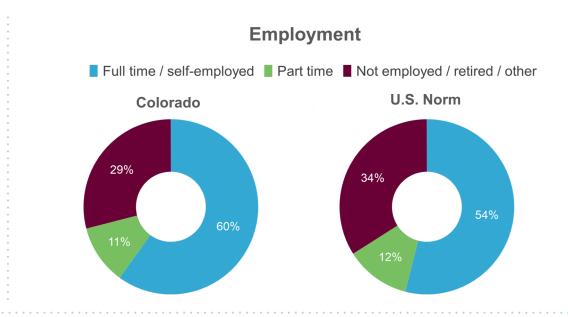
15%

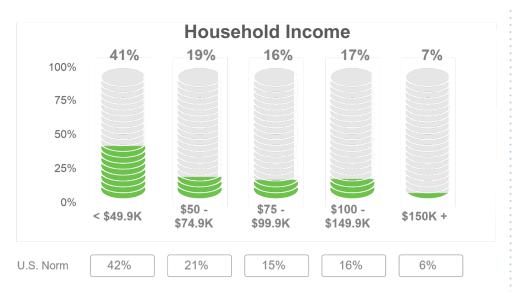
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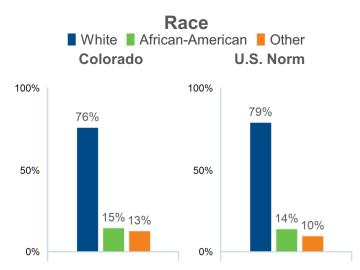
separated

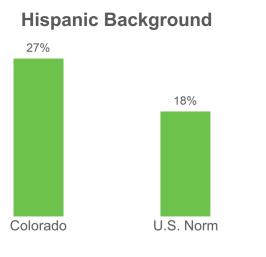






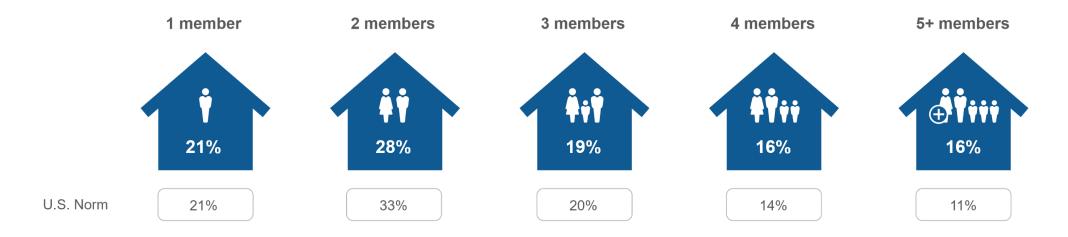








Household Size



Children in Household





U.S. Norm

| ■ No children under 18 | 52% |
|------------------------|-----|
| ■ Any 13-17 | 20% |
| Any 6-12 | 28% |
| Any child under 6 | 20% |







Travel USA Visitor Profile

Leisure Visitation



2021

Introduction

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- This report provides an overview for Colorado's domestic tourism business in 2021.

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For Colorado, the following leisure (incl B/L) sample was achieved in 2021:



Overnight Base Size

5,551

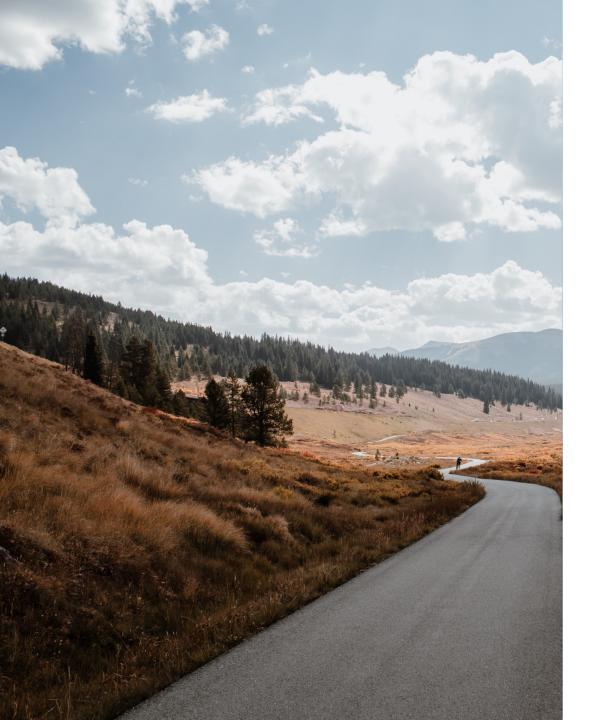


Day Base Size

2,096

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.







Travel USA Visitor Profile

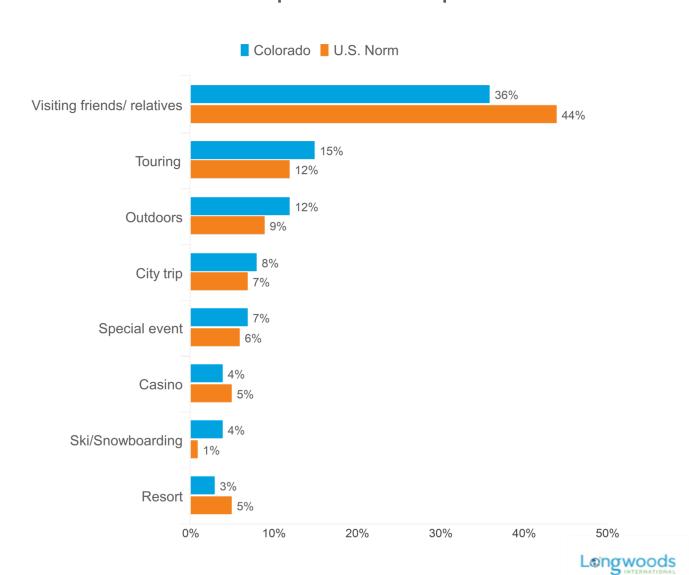
Overnight Leisure Visitation

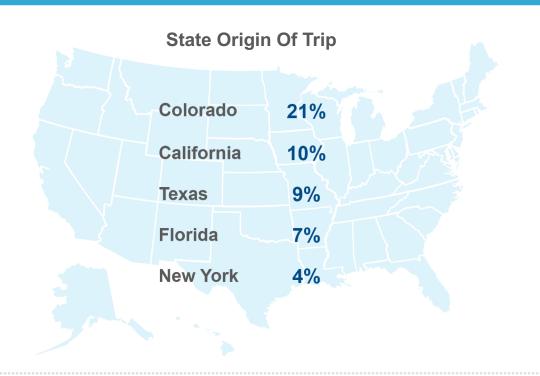


Main Purpose of Trip

36% Visiting friends/ relatives 15% **Touring** 0% 12% Outdoors Conference/ Convention 8% City trip Special event 0% Other business trip 4% Casino 4% Ski/Snowboarding 4% Business-Leisure Resort

Main Purpose of Leisure Trip



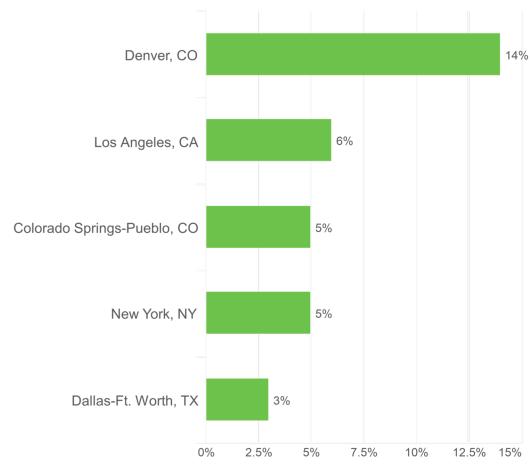


Past Visitation to Colorado

81% of overnight travelers to Colorado are repeat visitors

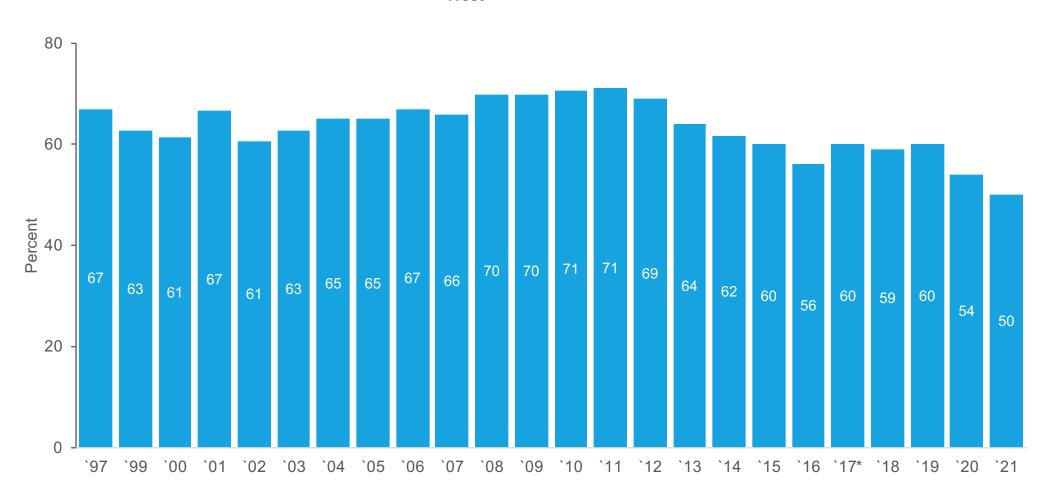
of overnight travelers to Colorado had visited before in the past 12 months







Regional Sources of Business - West**

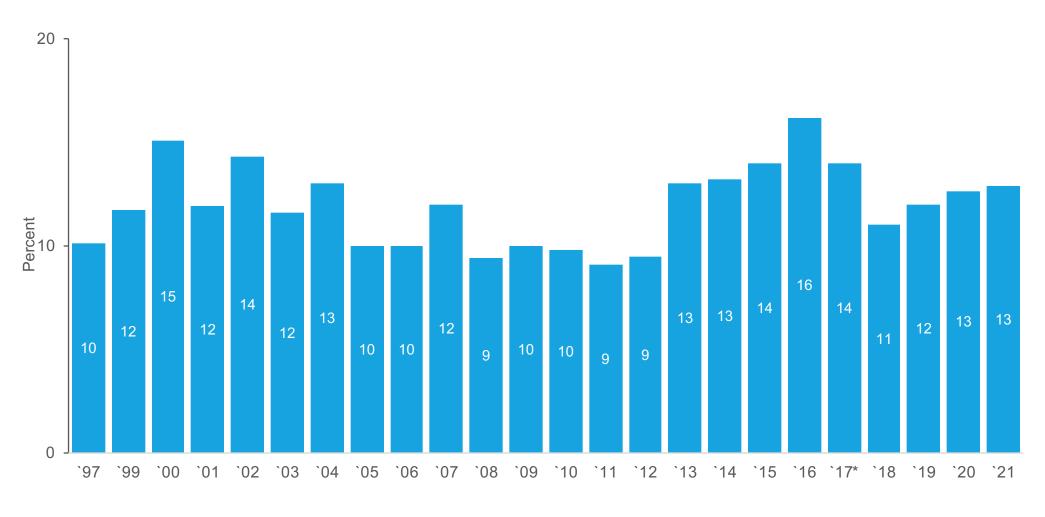


^{*}Restated



^{**}Mountain, West North Central and West South Central census divisions

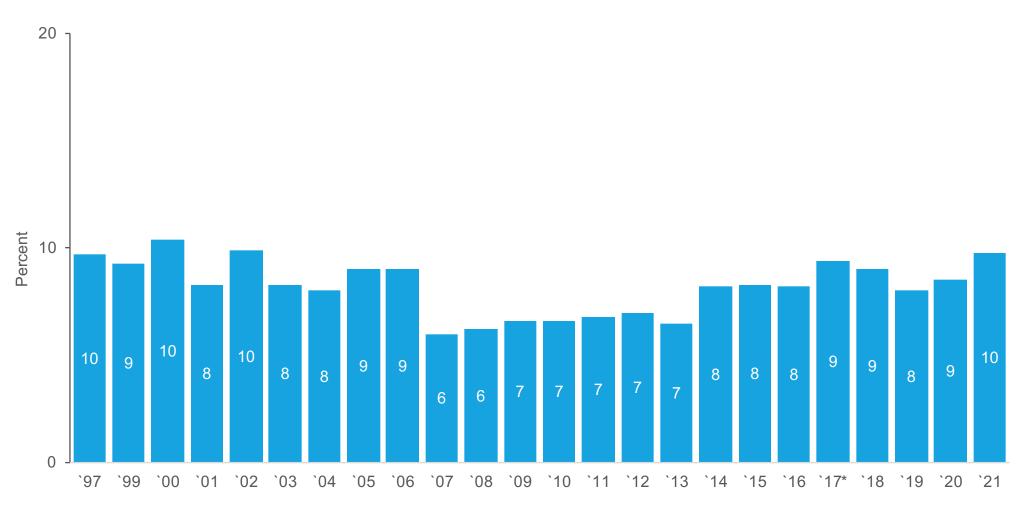




*Restated



Regional Sources of Business - Mid-West**

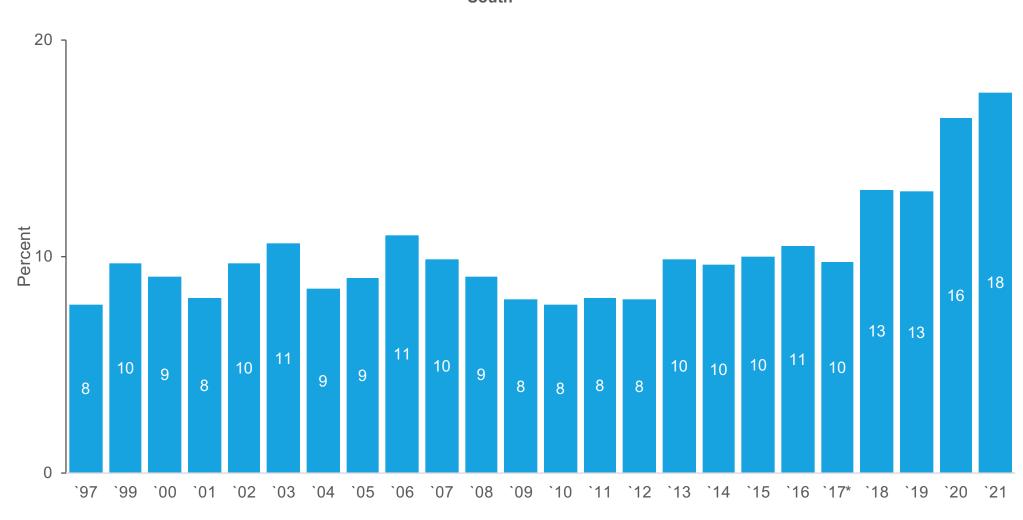


^{*}Restated



^{**}East North Central census division

Regional Sources of Business - South**

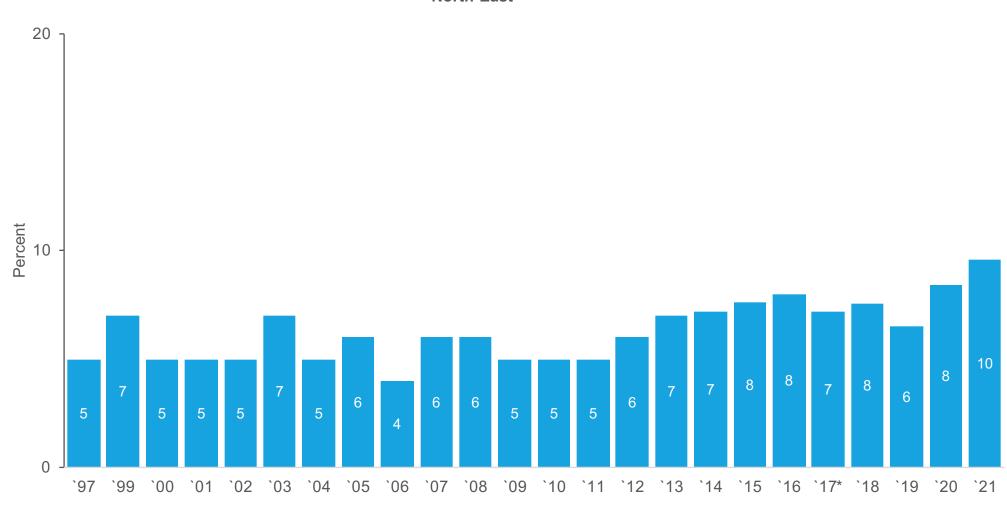


^{*}Restated



^{**}South Atlantic and East South Central census divisions



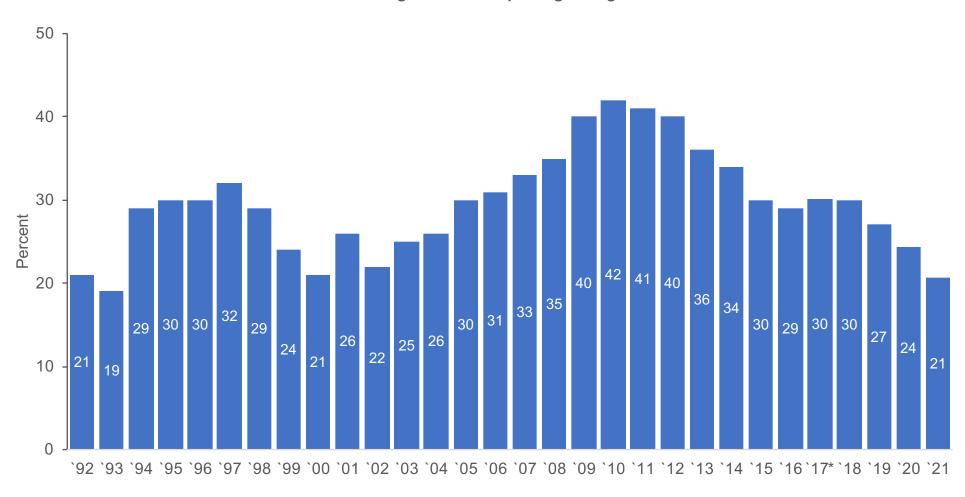


^{*}Restated



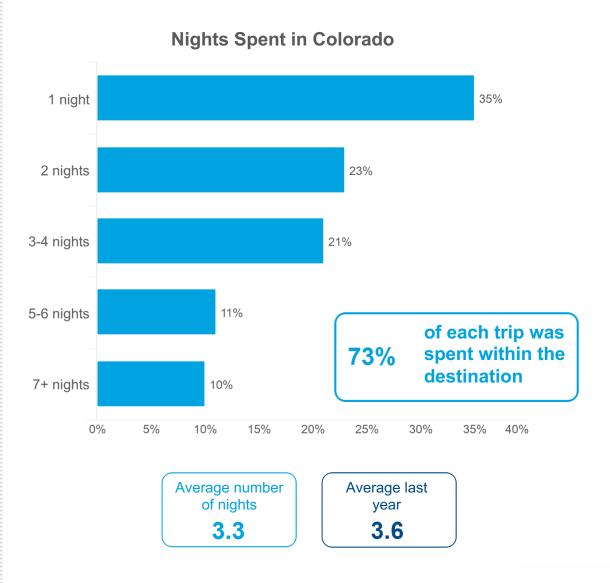
^{**}New England and Middle Atlantic census divisions

Percent of Overnight Leisure Trips Originating in Colorado



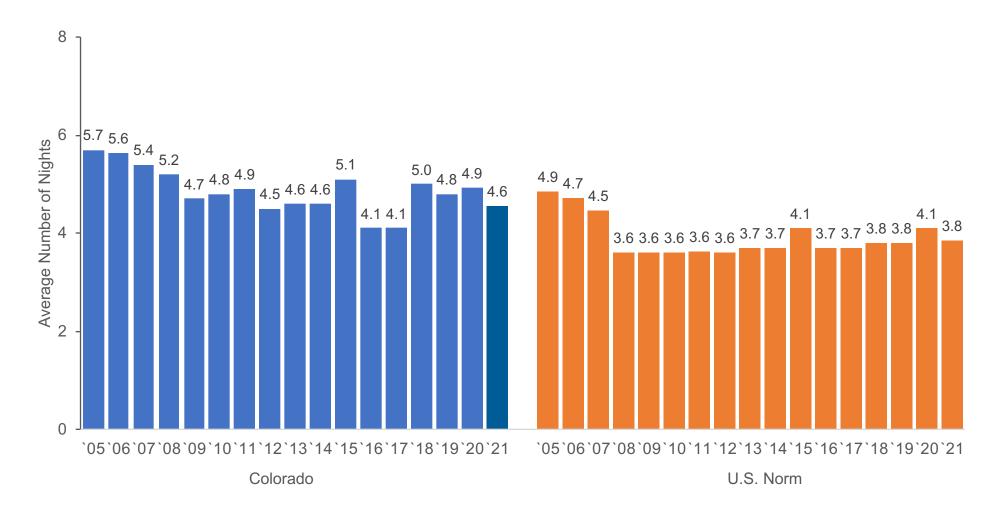








Length of Trip

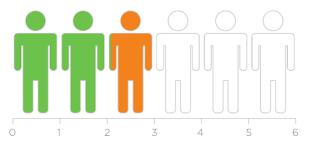




Size of Travel Party

Adults Children

Colorado

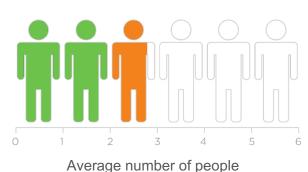


Total

3.1

Average number of people

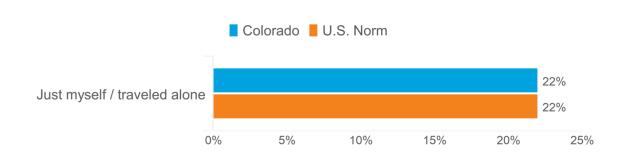
U.S. Norm



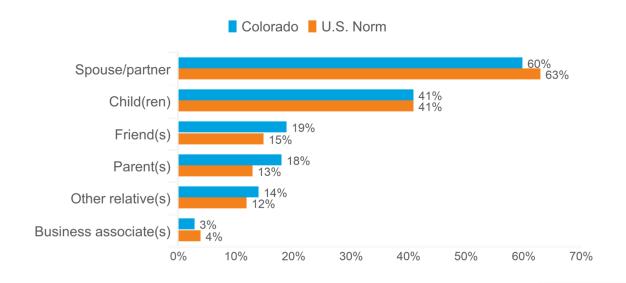
Total

2.9

Percent Who Traveled Alone

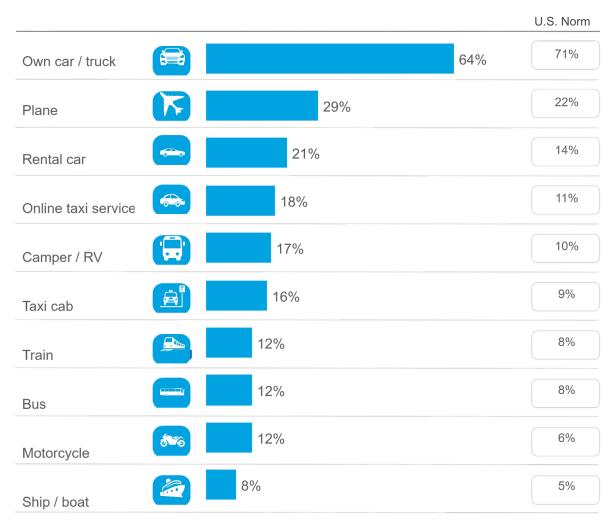


Composition of Immediate Travel Party

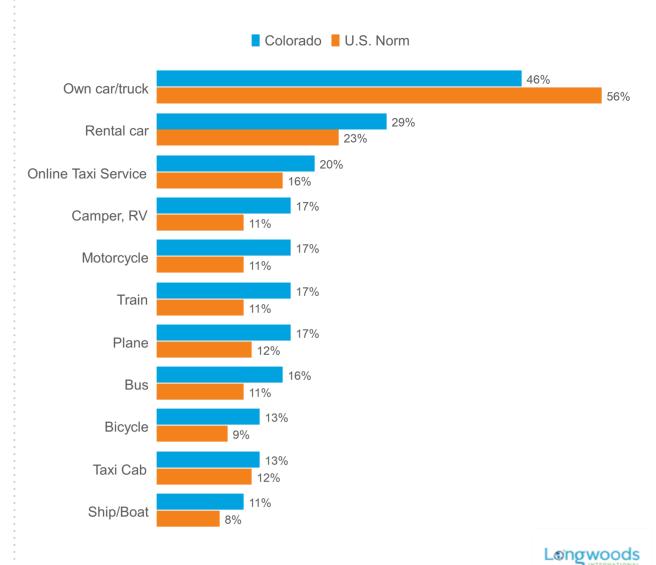




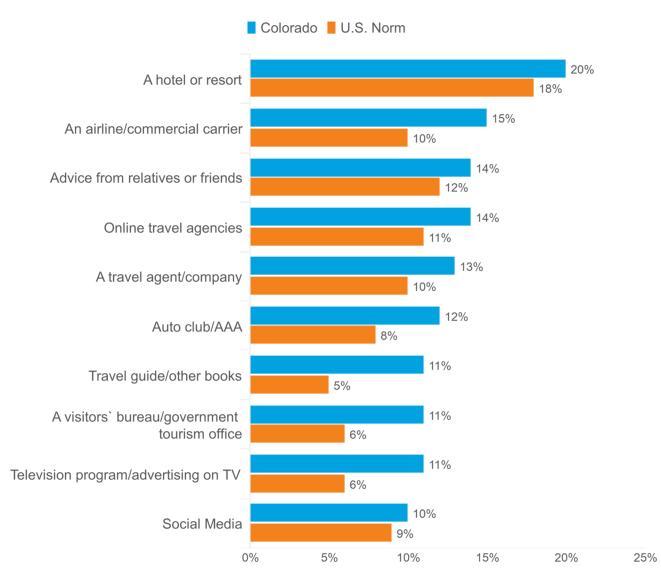
Transportation Used to get to Destination



Transportation Used within Destination



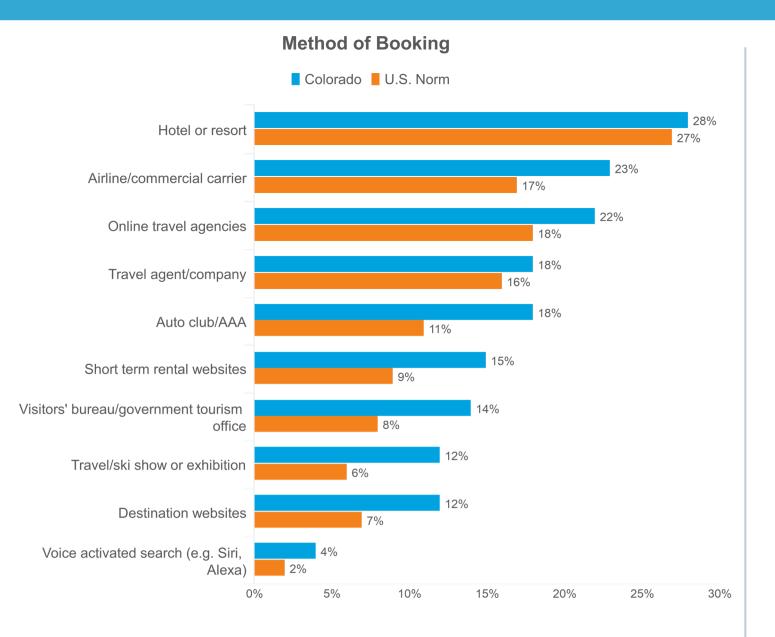
Trip Planning Information Sources



Length of Trip Planning

| | Colorado | U.S. Norm |
|----------------------------------|----------|-----------|
| 1 month or less | 24% | 29% |
| 2 months | 17% | 15% |
| 3-5 months | 23% | 18% |
| 6-12 months | 19% | 15% |
| More than 1 year in advance | 6% | 6% |
| Did not plan anything in advance | 12% | 16% |





Accommodations

| lorm |
|------|
| % |
| % |
| % |
| 6 |
| 6 |
| % |
| 6 |
| |



Activity Groupings

Outdoor Activities

61%

U.S. Norm: **50%**

Entertainment Activities

60%

U.S. Norm: **57%**

Cultural Activities

42%

U.S. Norm: 30%

Sporting Activities

33%

U.S. Norm: 24%

Business Activities



25%

U.S. Norm: 16%

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|-------------------|---------------------|
| Activities and Ex | periences (Top 10) |
| Activities and LA | policitoda (Top To) |

| | | Colorado | U.S. Norm |
|--|----------------------------------|----------|-----------|
| | Shopping | 20% | 22% |
| | Sightseeing | 20% | 16% |
| P | Attending celebration | 17% | 14% |
| | Landmark/historic site | 16% | 11% |
| | Hiking/backpacking | 14% | 8% |
| $\hat{\mathbf{m}}$ | Museum | 13% | 10% |
| Y | Bar/nightclub | 13% | 11% |
| | National/state park | 13% | 7% |
| C_0 | Business convention/conference | 12% | 7% |
| ************************************** | Convention for personal interest | 12% | 6% |
| | | | |

Shopping Types on Trip

| | | Colorado | U.S. Norm |
|-----------|----------------------------------|----------|-----------|
| | Convenience/grocery shopping | 49% | 42% |
| | Souvenir shopping | 49% | 39% |
| | Outlet/mall shopping | 45% | 47% |
| | Big box stores (Walmart, Costco) | 41% | 33% |
| | Boutique shopping | 31% | 28% |
| 000000000 | Antiquing | 22% | 13% |

Base: 2021 Day Leisure (incl B/L) Person-Trips that included Shopping

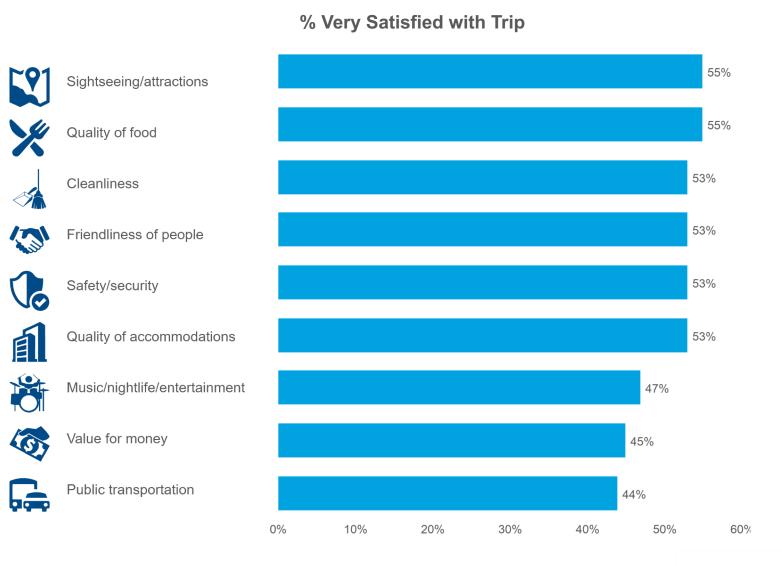
Dining Types on Trip

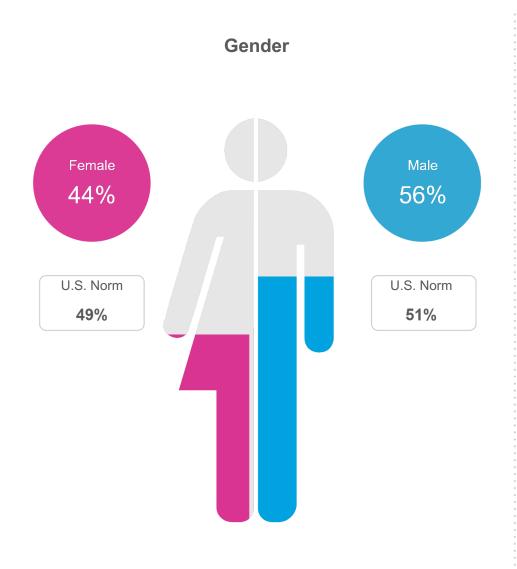
| | | Colorado | U.S. Norm |
|-----------|---|----------|-----------|
| Y4 | Unique/local food | 40% | 40% |
| N BB | Food delivery service (UberEATS, DoorDash, etc.) | 27% | 21% |
| | Street food/food trucks | 26% | 21% |
| | Fine/upscale dining | 24% | 22% |
| | Picnicking | 20% | 15% |
| *** | Gastropubs | 16% | 10% |
| | | | |

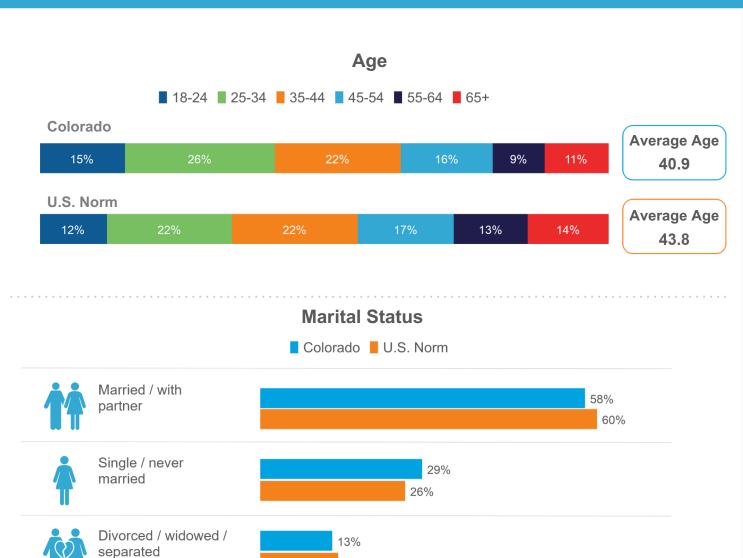


1

69% of overnight travelers were very satisfied with their overall trip experience

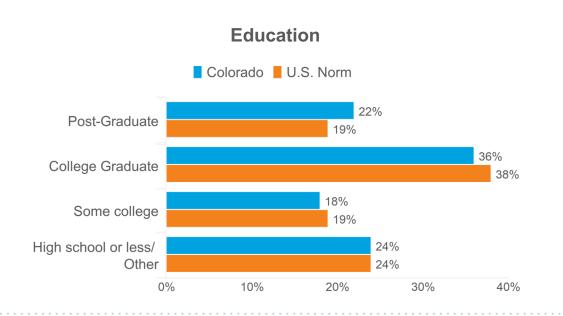


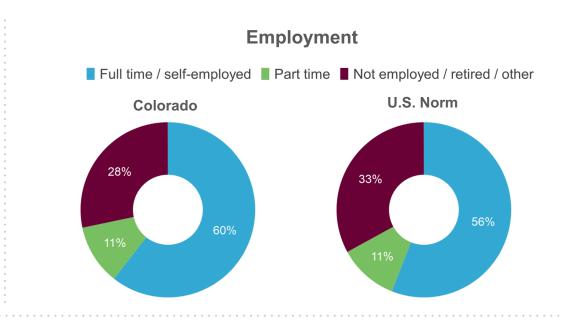




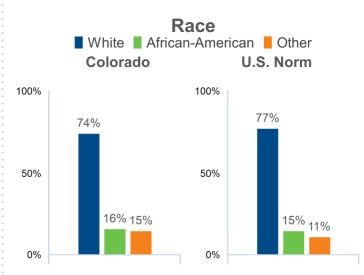
14%

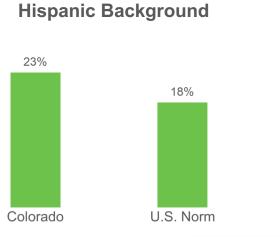














Household Size



Children in Household





U.S. Norm

| % |
|---|
| % |
| % |
| |







Travel USA Visitor Profile

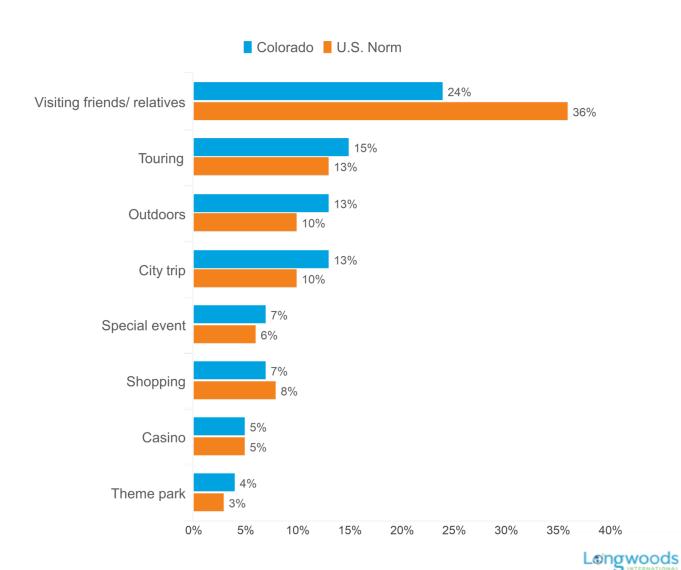
Day Leisure Visitation



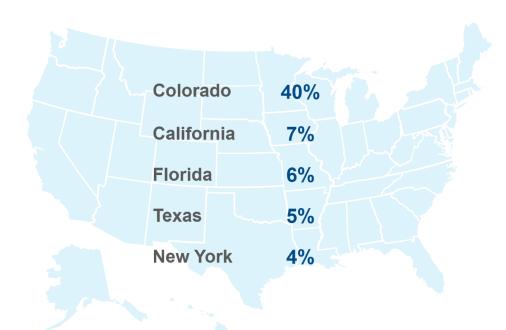
Main Purpose of Trip

24% Visiting friends/ relatives 15% **Touring** 0% 13% Outdoors Conference/ Convention 13% City trip Special event 0% Other business trip **7**% Shopping 5% Casino 4% Business-Leisure Theme park

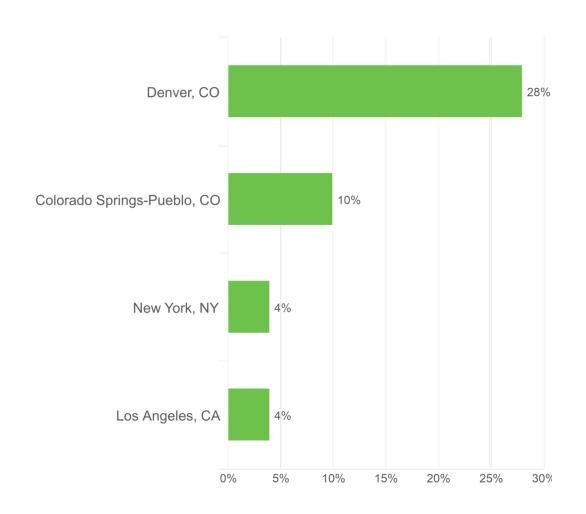
Main Purpose of Leisure Trip



State Origin Of Trip



DMA Origin Of Trip

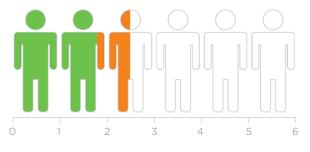




Size of Travel Party

Adults Children

Colorado

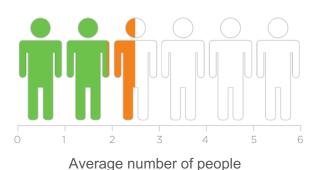


Total

2.7

Average number of people

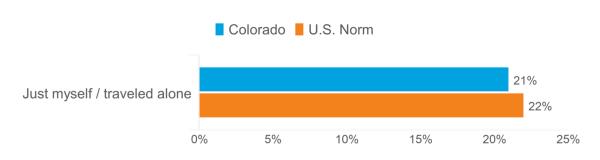
U.S. Norm



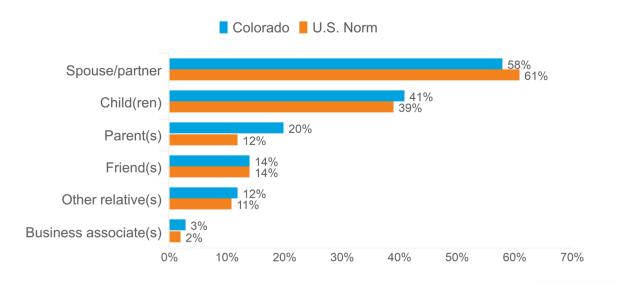
Total

2.6

Percent Who Traveled Alone



Composition of Immediate Travel Party





Activity Groupings

Outdoor Activities

50%

U.S. Norm: 37%

Entertainment Activities

50%

U.S. Norm: 49%

Cultural Activities

30%

U.S. Norm: 22%

Sporting Activities

25%

U.S. Norm: 18%

Business Activities



17%

U.S. Norm: 12%

| A 48 848 E | | |
|-----------------------|-------------|------------|
| Activities and | Lynariancae | / Ion 1111 |
| ACHVILICS and | | LIUD IU |
| | | (/ |

| | | Colorado | U.S. Norm |
|----------|--|----------|-----------|
| | Shopping | 17% | 19% |
| | Sightseeing | 13% | 12% |
| | Hiking/backpacking | 11% | 6% |
| Pq | Attending celebration | 11% | 10% |
| | Landmark/historic site | 10% | 8% |
| | Museum | 9% | 7% |
| <u>c</u> | Business convention/conference | 8% | 5% |
| A | Attended/participated in an amateur sports event | 8% | 4% |
| 7 | Nature tours/wildlife viewing/birding | 8% | 5% |
| 血 | Civil Rights/African- American heritage sights/experiences | 8% | 4% |
| | | | |

Shopping Types on Trip

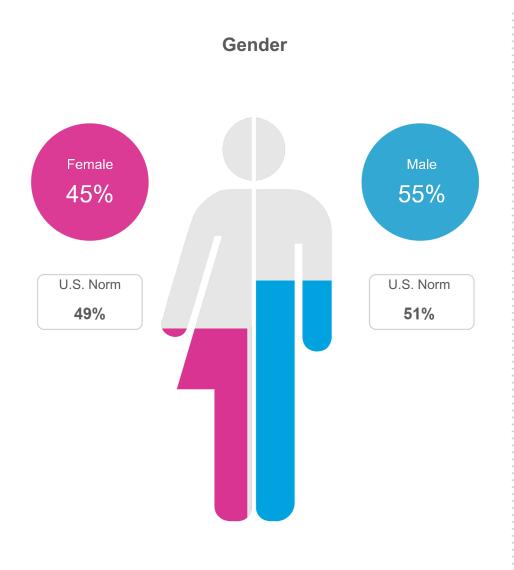
| | | Colorado | U.S. Norm |
|---------------------|-------------------------------------|----------|-----------|
| | Outlet/mall shopping | 42% | 47% |
| | Convenience/grocery shopping | 34% | 26% |
| · | Big box stores (Walmart, Costco) | 31% | 28% |
| | Souvenir shopping | 30% | 24% |
| | Boutique shopping | 22% | 22% |
| AAAAAA 000000000 | Antiquing | 14% | 13% |

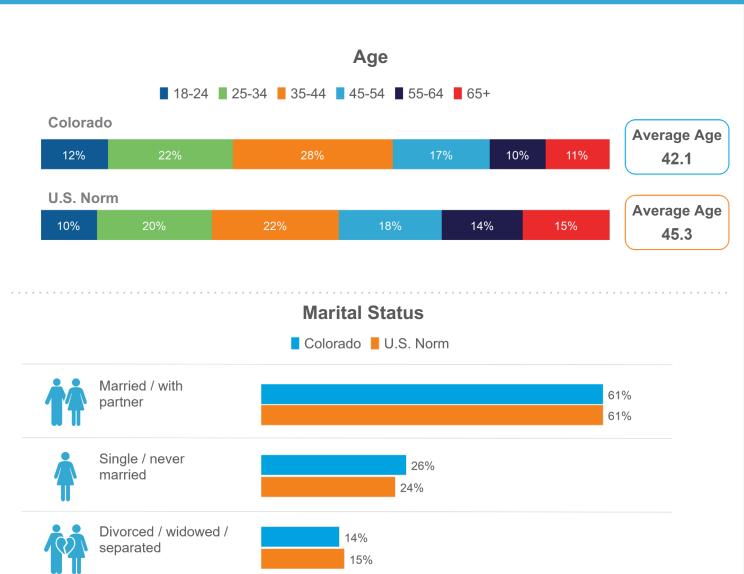
Base: 2021 Day Leisure (incl B/L) Person-Trips that included Shopping

Dining Types on Trip

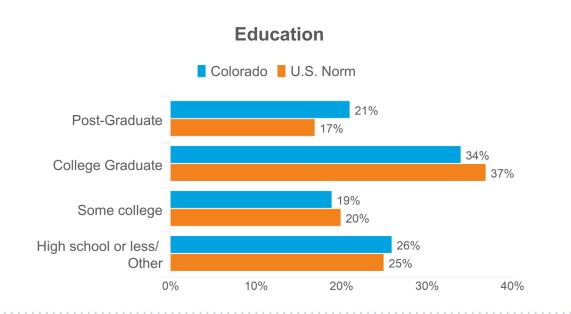
| | | Colorado | U.S. Norm |
|------------|---|----------|-----------|
| Y4 | Unique/local food | 31% | 34% |
| | Street food/food trucks | 21% | 18% |
| BB | Food delivery service (UberEATS, DoorDash, etc.) | 20% | 15% |
| FFF FIL | Picnicking | 17% | 14% |
| | Fine/upscale dining | 15% | 15% |
| M | Gastropubs | 13% | 8% |
| | | | |

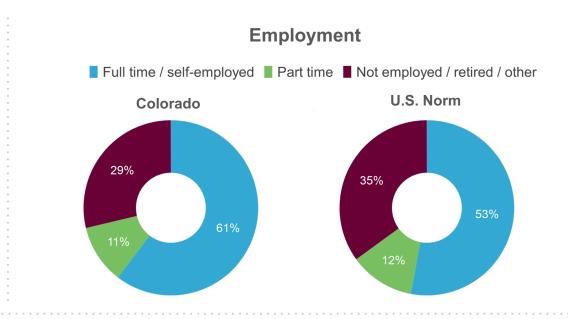


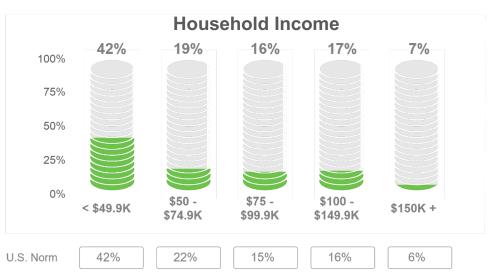


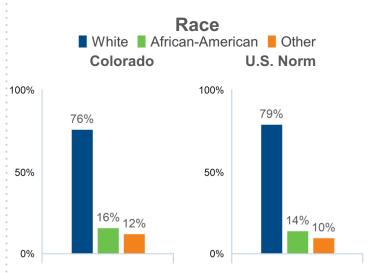


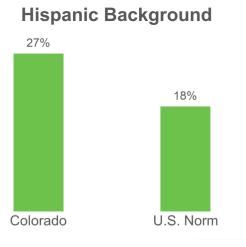














Household Size



Children in Household





■ No children under 18 51% ■ Any 13-17 20%

U.S. Norm









Travel USA Visitor Profile

Overnight Touring Visitation



Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- 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.
- This report provides an overview for Colorado's domestic tourism business in 2021 for the Touring segment.
- The **Touring** segment is defined as having selected "touring through a region to experience its scenic beauty, history and culture" as the main purpose of trip.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Colorado's Touring segment, the following sample was achieved in 2021:

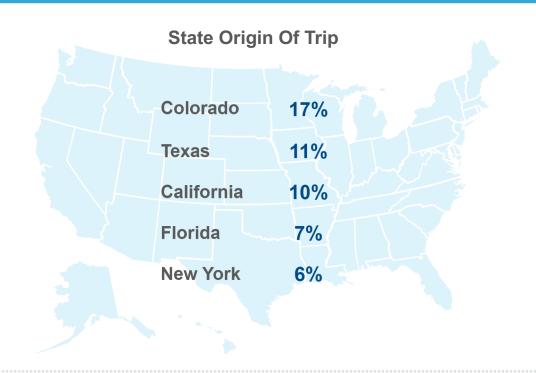


Overnight Base Size

827

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



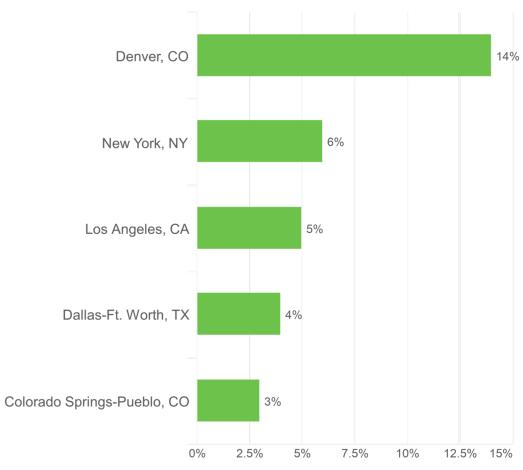


Past Visitation to Colorado

78% of overnight travelers to Colorado are repeat visitors

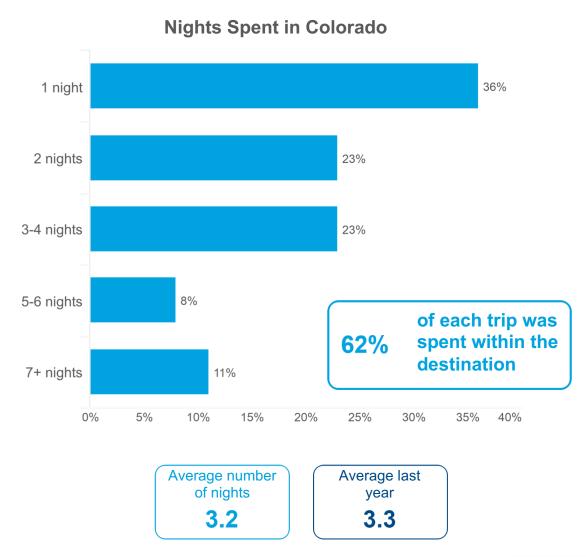
50% of overnight travelers to Colorado had visited before in the past 12 months









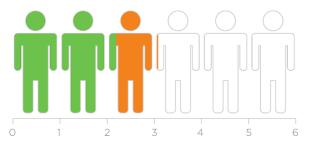




Size of Travel Party



Colorado

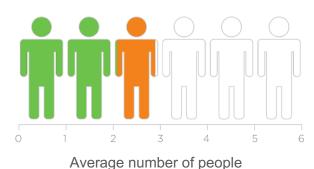


Total

3.2

Average number of people

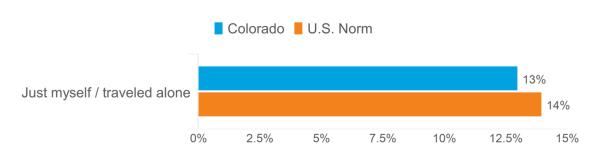
U.S. Norm



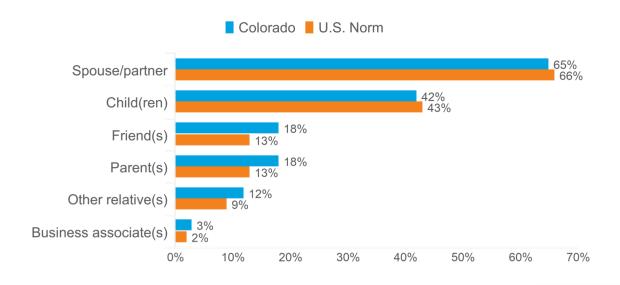
Total

3.0

Percent Who Traveled Alone

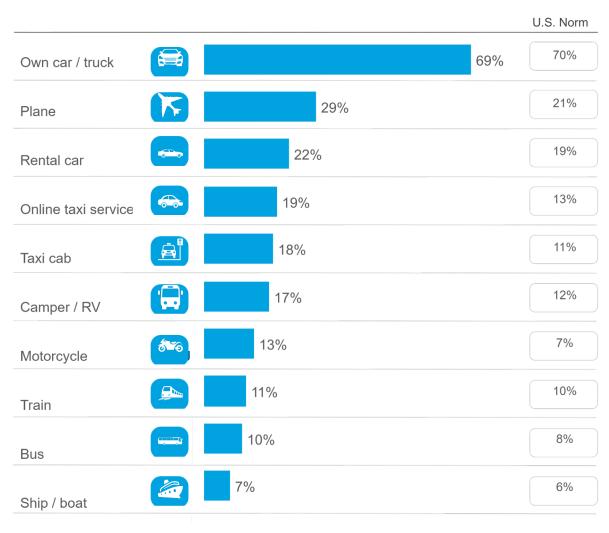


Composition of Immediate Travel Party

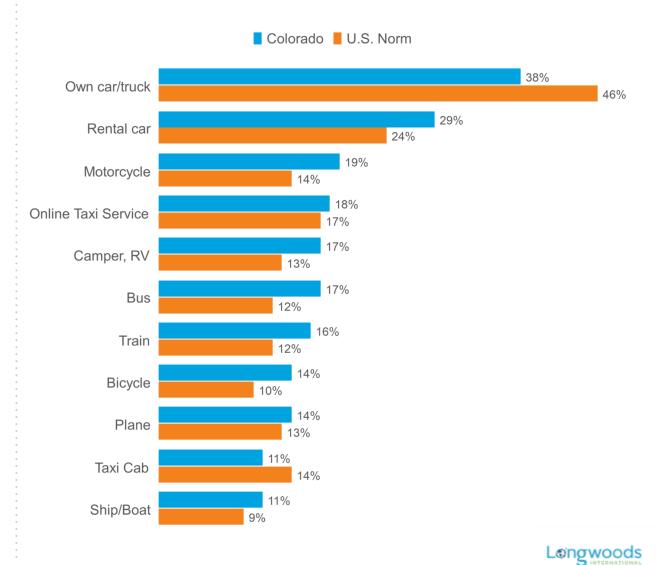




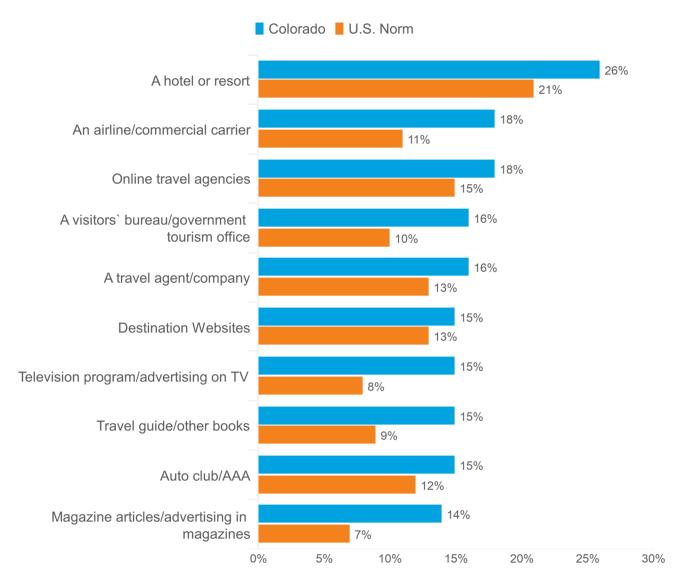
Transportation Used to get to Destination



Transportation Used within Destination



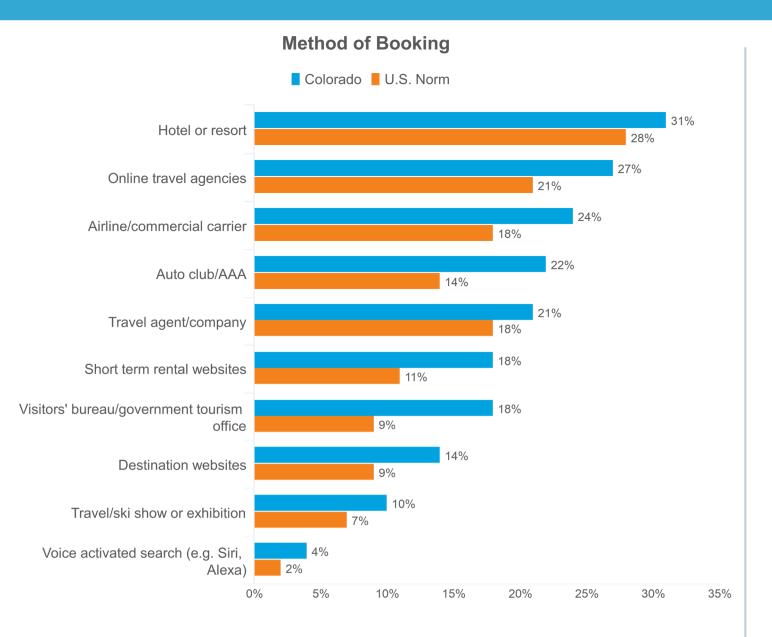
Trip Planning Information Sources



Length of Trip Planning

| | Colorado | U.S. Norm |
|----------------------------------|----------|-----------|
| 1 month or less | 19% | 25% |
| 2 months | 19% | 17% |
| 3-5 months | 28% | 24% |
| 6-12 months | 23% | 21% |
| More than 1 year in advance | 7% | 6% |
| Did not plan anything in advance | 5% | 7% |





Accommodations

| | | Colorado | U.S. Norm |
|----------|------------------------------------|----------|-----------|
| | Hotel | 50% | 48% |
| # | Motel | 25% | 18% |
| | Bed & breakfast | 22% | 14% |
| | Time share | 15% | 7% |
| | Rented home / condo / apartment | 15% | 9% |
| | Country inn / lodge | 15% | 8% |
| 4 | Campground / RV park | 14% | 7% |



Activity Groupings

Outdoor Activities

70%

U.S. Norm: 63%

Entertainment Activities

73%

U.S. Norm: 67%

Cultural Activities

58%

U.S. Norm: 49%

Sporting Activities

35%

U.S. Norm: 27%

Business Activities



26%

U.S. Norm: 18%

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|-----------------------|-------------|------------|
| Activities and | Lynariancae | / Ion 1111 |
| ACHVILICS and | | LIUD IU |
| | | (/ |

| | | Colorado | U.S. Norm |
|----------|--|----------|-----------|
| | Sightseeing | 31% | 30% |
| | Landmark/historic site | 28% | 24% |
| A | National/state park | 27% | 16% |
| | Shopping | 26% | 27% |
| | Hiking/backpacking | 21% | 12% |
| <u></u> | Museum | 21% | 17% |
| 3 | Nature tours/wildlife viewing/birding | 18% | 13% |
| Å | Visited American Indian Community | 16% | 7% |
| Ÿ | Bar/nightclub | 15% | 11% |
| 血 | Civil Rights/African- American heritage sights/experiences | 15% | 9% |
| | | | |

Shopping Types on Trip

| | Colorado | U.S. Norm |
|-------------------------------------|---|--|
| Souvenir shopping | 58% | 54% |
| Convenience/grocery shopping | 53% | 38% |
| Outlet/mall shopping | 46% | 40% |
| Big box stores (Walmart, Costco) | 40% | 25% |
| Boutique shopping | 33% | 34% |
| Antiquing | 23% | 18% |
| | Convenience/grocery shopping Outlet/mall shopping Big box stores (Walmart, Costco) Boutique shopping | Souvenir shopping Convenience/grocery shopping 53% Outlet/mall shopping 46% Big box stores (Walmart, Costco) 40% Boutique shopping 33% |

Base: 2021 Overnight Person-Trips that included Shopping

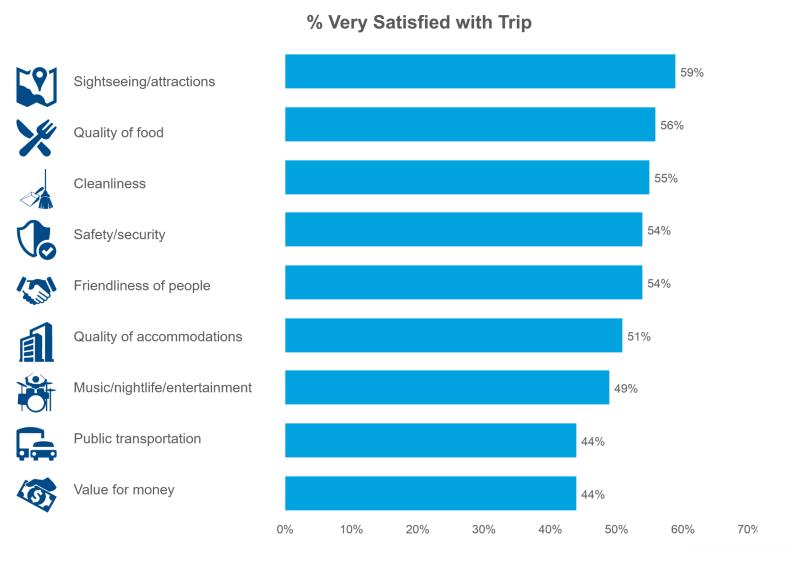
Dining Types on Trip

| | | Colorado | U.S. Norm |
|-----------|---|----------|-----------|
| Y4 | Unique/local food | 49% | 49% |
| N BT | Food delivery service (UberEATS, DoorDash, etc.) | 29% | 22% |
| | Street food/food trucks | 29% | 25% |
| | Fine/upscale dining | 28% | 28% |
| | Picnicking | 25% | 18% |
| | Gastropubs | 17% | 14% |
| | | | |

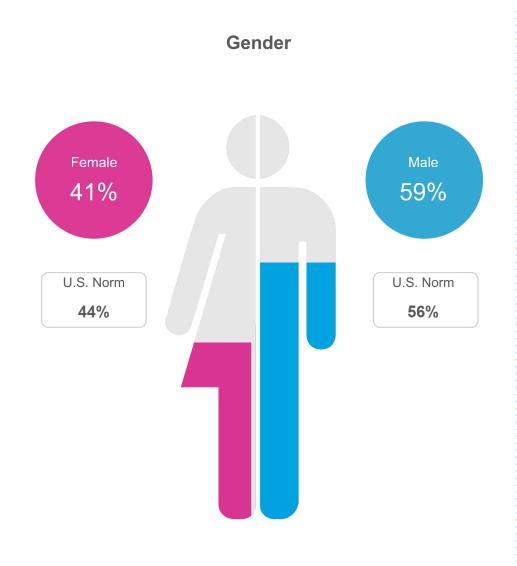


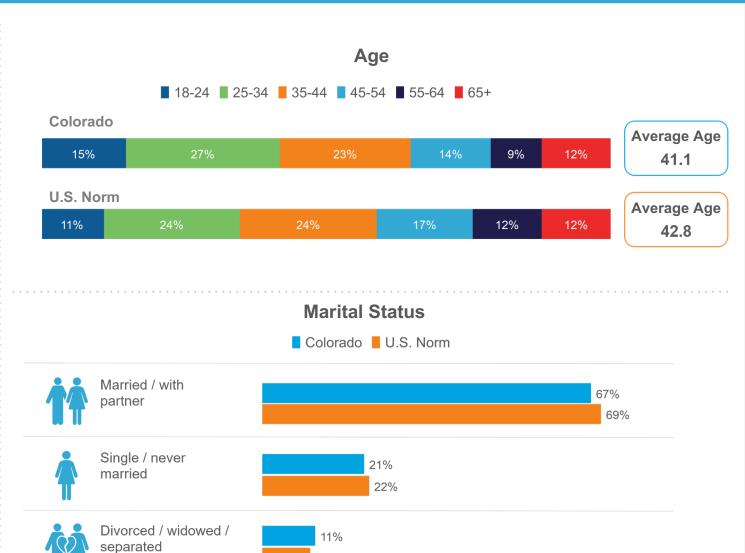


71%
of overnight travelers were
very satisfied with their overall
trip experience

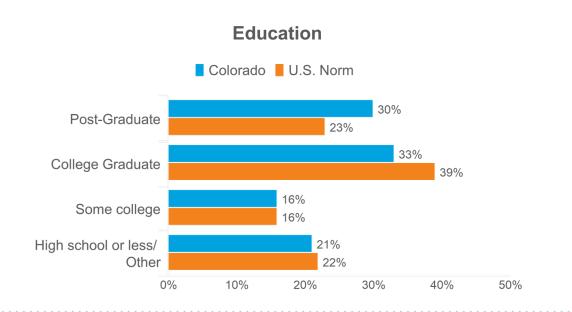


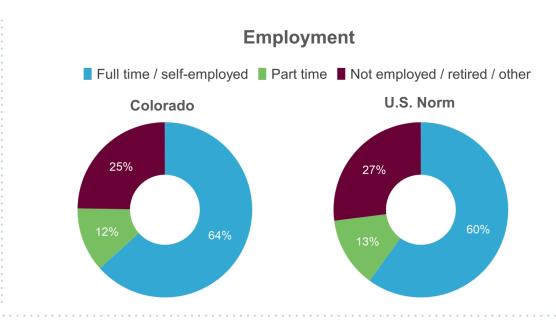
Longwoods

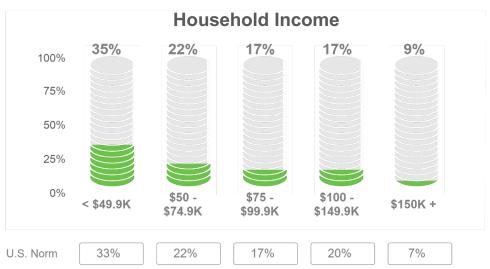


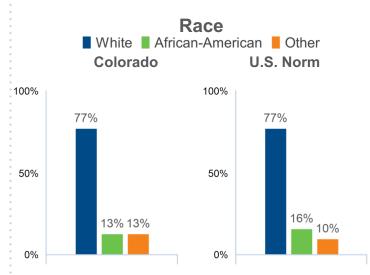


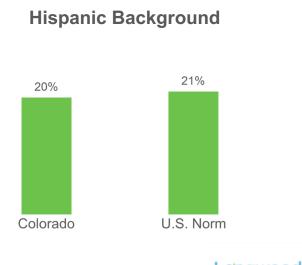
10%



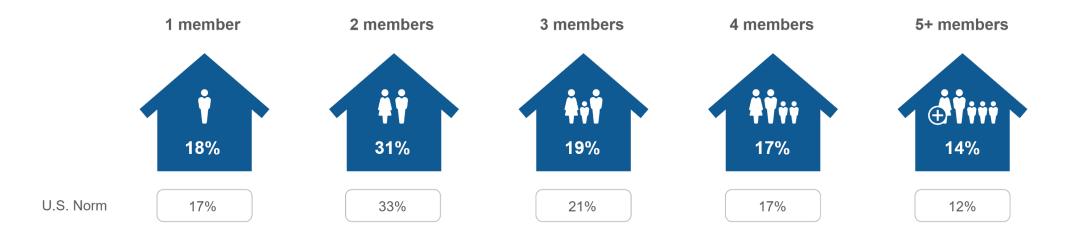








Household Size



Children in Household



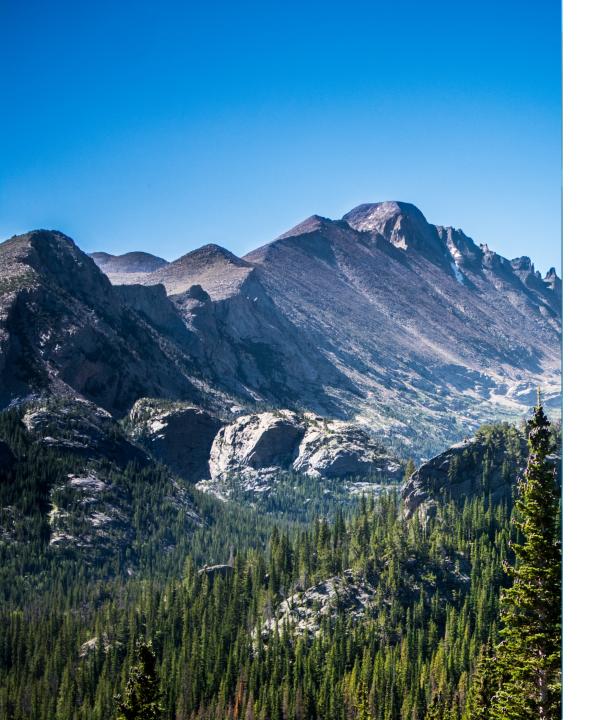




U.S. Norm

| No children under 18 | 45% |
|----------------------|-----|
| Any 13-17 | 22% |
| Any 6-12 | 33% |
| Any child under 6 | 22% |
| | |







Travel USA Visitor Profile

Overnight Outdoors Visitation



Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- 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.
- This report provides an overview for Colorado's domestic tourism business in 2021 for the Outdoors segment.
- The **Outdoors** segment is defined as having selected "outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating" as the main purpose of trip.

Methodology

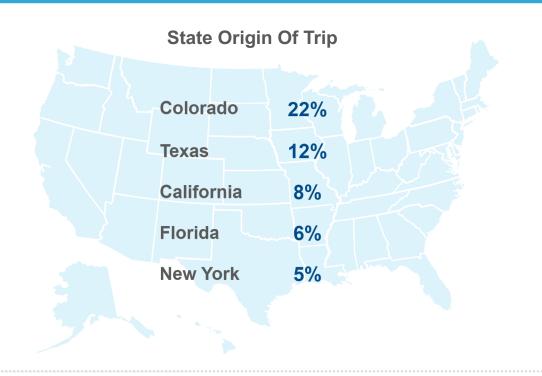
Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Colorado's Outdoor segment, the following sample was achieved in 2021:



For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



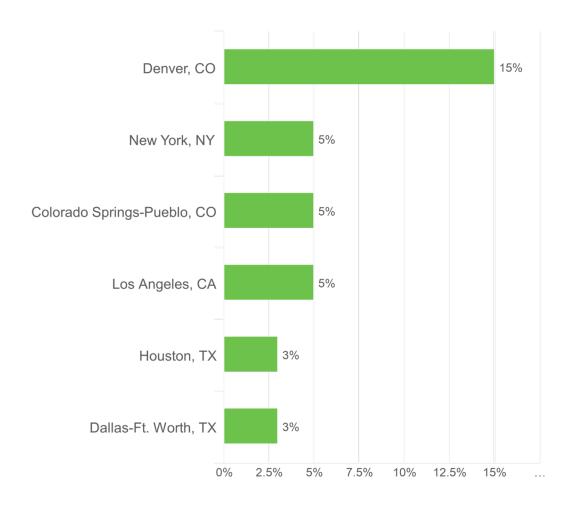


Past Visitation to Colorado

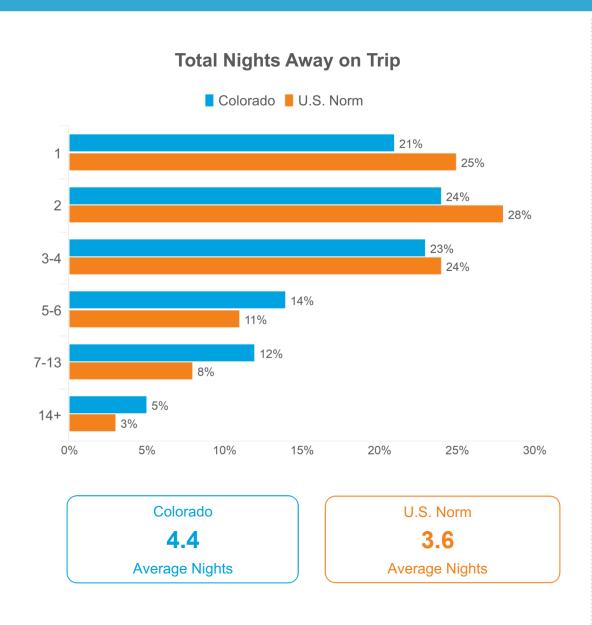
79% of overnight travelers to Colorado are repeat visitors

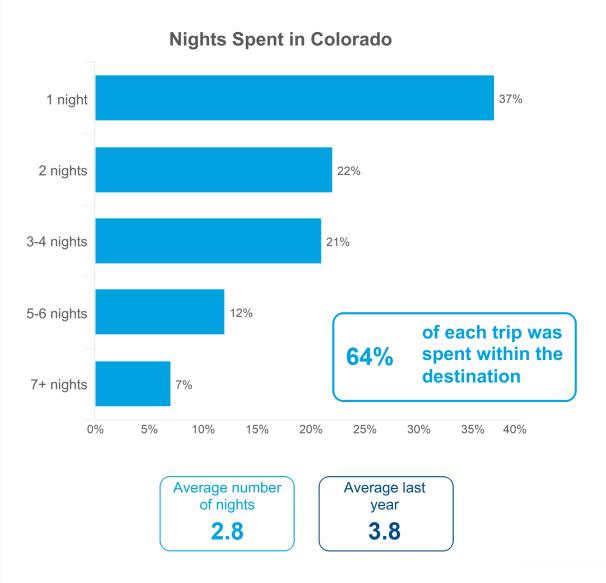
of overnight travelers to Colorado had visited before in the past 12 months

DMA Origin Of Trip







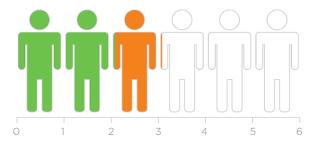




Size of Travel Party



Colorado

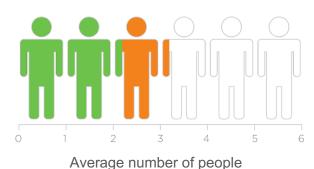


Total

3.2

Average number of people

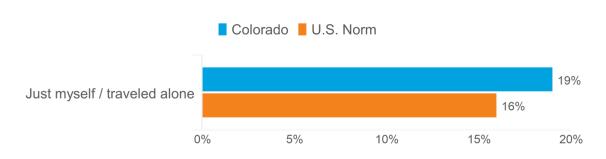
U.S. Norm



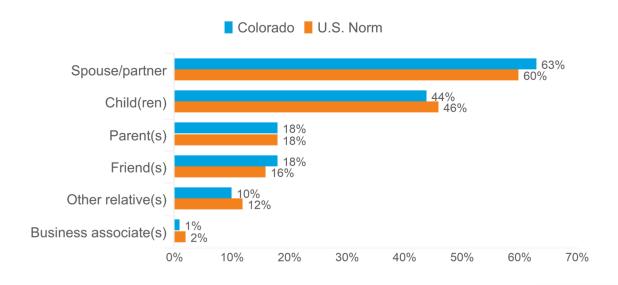
Total

3.3

Percent Who Traveled Alone

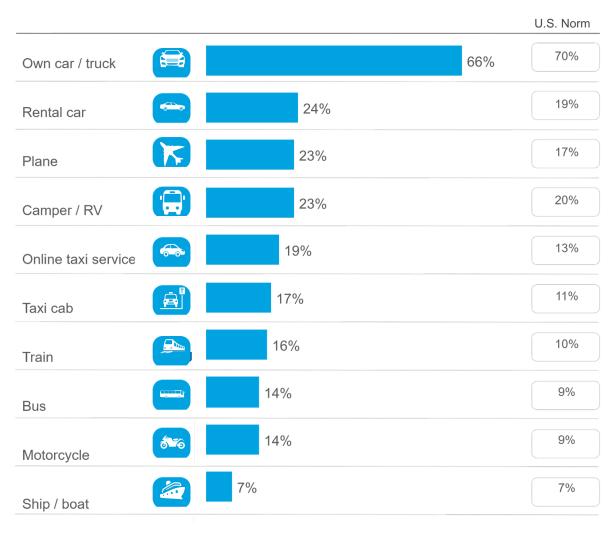


Composition of Immediate Travel Party

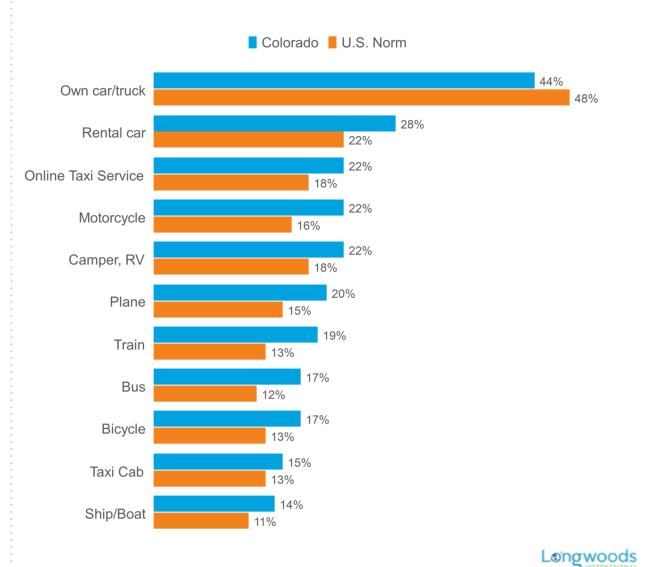




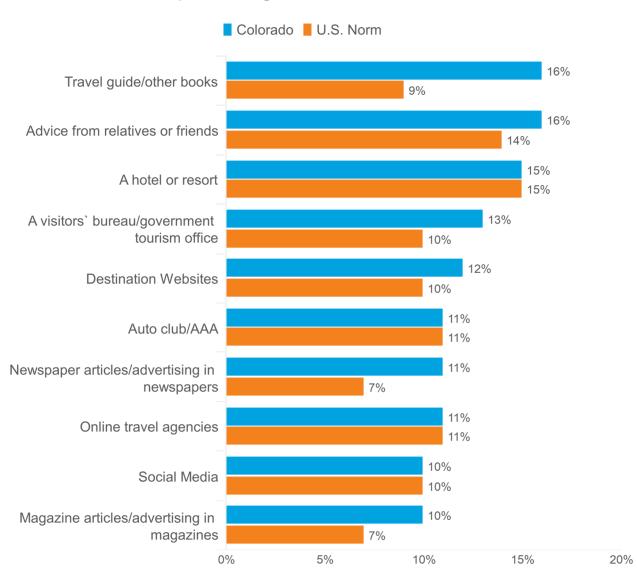
Transportation Used to get to Destination



Transportation Used within Destination



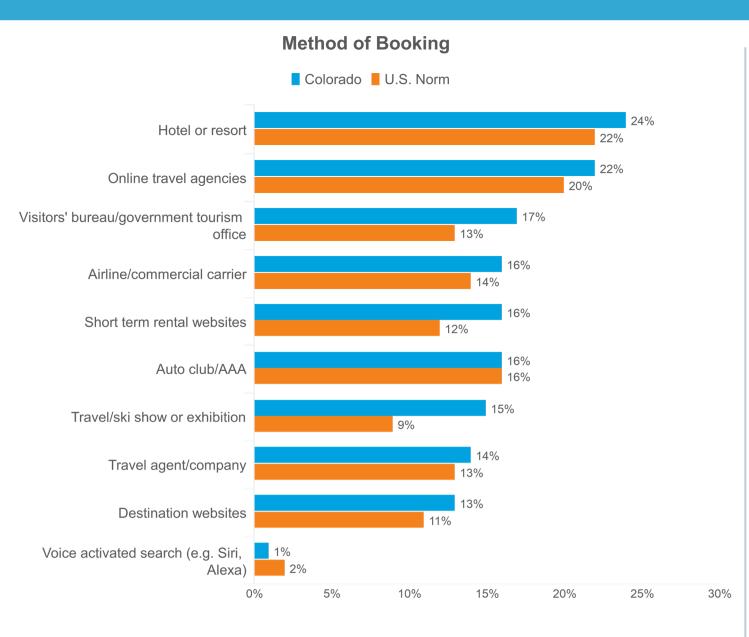
Trip Planning Information Sources



Length of Trip Planning

| | Colorado | U.S. Norm |
|----------------------------------|----------|-----------|
| 1 month or less | 21% | 25% |
| 2 months | 19% | 16% |
| 3-5 months | 28% | 26% |
| 6-12 months | 17% | 18% |
| More than 1 year in advance | 6% | 5% |
| Did not plan anything in advance | 10% | 11% |
| | | |





Accommodations

| | | Colorado | U.S. Norm |
|------------|------------------------------------|----------|-----------|
| | Hotel | 34% | 31% |
| 4 | Campground / RV park | 26% | 24% |
| ::: | Motel | 16% | 12% |
| | Country inn / lodge | 15% | 9% |
| | Rented cottage / cabin | 14% | 11% |
| | Bed & breakfast | 13% | 14% |
| | Rented home / condo / apartment | 11% | 8% |



Activity Groupings

Outdoor Activities

81%

U.S. Norm: 77%

Entertainment Activities

57%

U.S. Norm: 53%

Cultural Activities

44%

U.S. Norm: 35%

Sporting Activities

36%

U.S. Norm: 30%

Business Activities



27%

U.S. Norm: 20%

Activities and Experiences (Top 10)

| | | Colorado | U.S. Norm |
|-----------------------|---------------------------------------|----------|-----------|
| | Hiking/backpacking | 23% | 19% |
| 48 | Sightseeing | 19% | 17% |
| | Camping | 18% | 21% |
| P | Attending celebration | 16% | 10% |
| | National/state park | 15% | 14% |
| | Shopping | 15% | 16% |
| † * † * | Convention for personal interest | 15% | 9% |
| | Landmark/historic site | 15% | 12% |
| 7 | Nature tours/wildlife viewing/birding | 14% | 14% |
| | Fishing | 12% | 16% |
| | | | |

Shopping Types on Trip

| | | Colorado | U.S. Norm |
|---------------------|----------------------------------|----------|-----------|
| | Convenience/grocery shopping | 48% | 44% |
| | Souvenir shopping | 47% | 46% |
|)· ······ ·· | Big box stores (Walmart, Costco) | 42% | 34% |
| | Outlet/mall shopping | 37% | 38% |
| | Boutique shopping | 26% | 28% |
| AAAAAA | Antiquing | 15% | 17% |

Base: 2021 Overnight Person-Trips that included Shopping

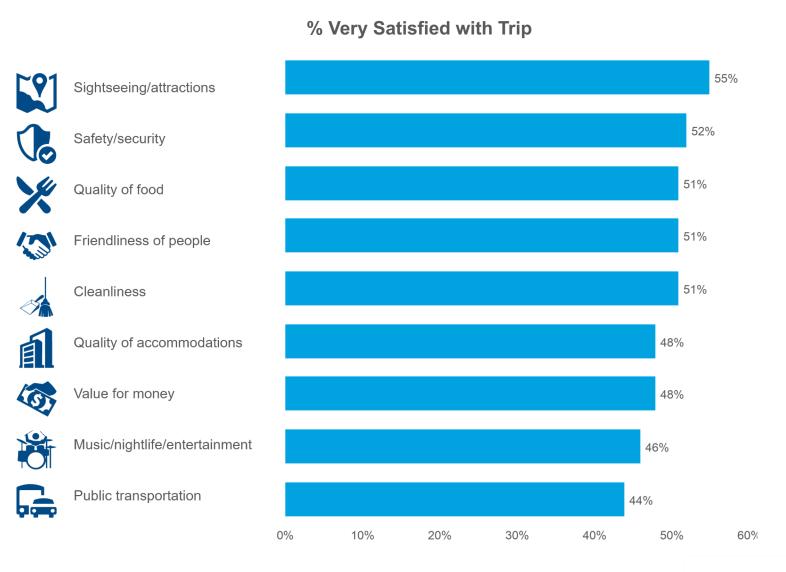
Dining Types on Trip

| | | Colorado | U.S. Norm |
|-----------|---|----------|-----------|
| Y4 | Unique/local food | 37% | 36% |
| | Picnicking | 31% | 27% |
| BB | Food delivery service (UberEATS, DoorDash, etc.) | 26% | 21% |
| | Street food/food trucks | 26% | 22% |
| | Fine/upscale dining | 20% | 18% |
| *** | Gastropubs | 17% | 12% |
| | | | |

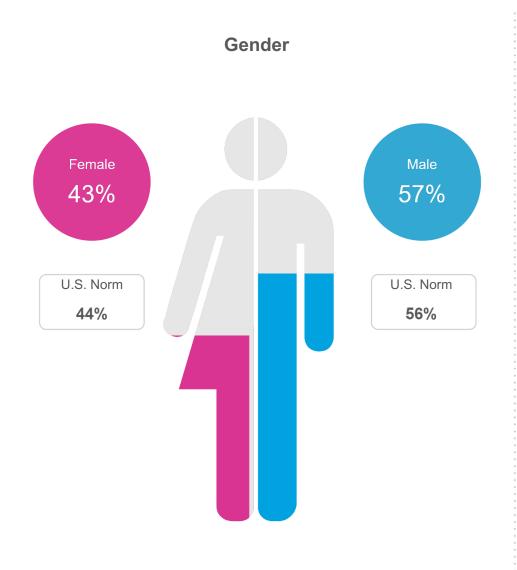


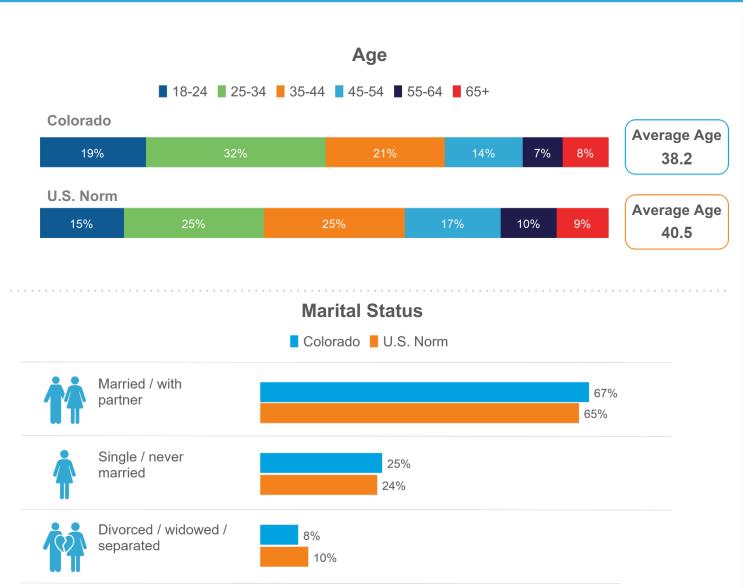
16

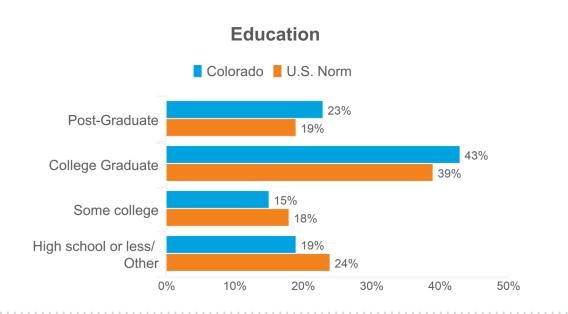
67% of overnight travelers were very satisfied with their overall trip experience

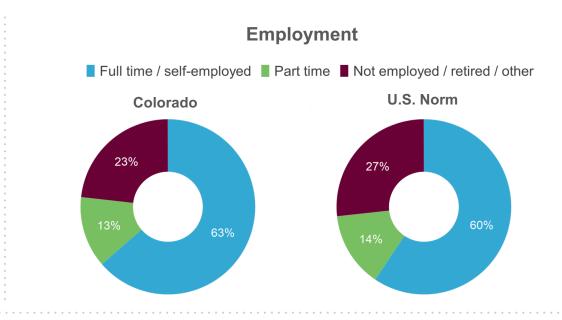


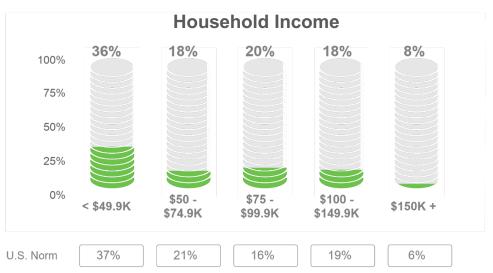
Longwoods

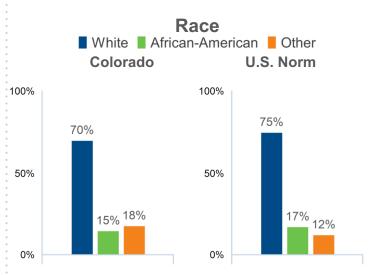


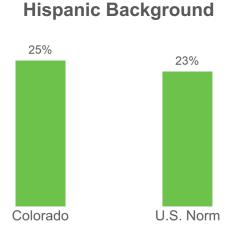






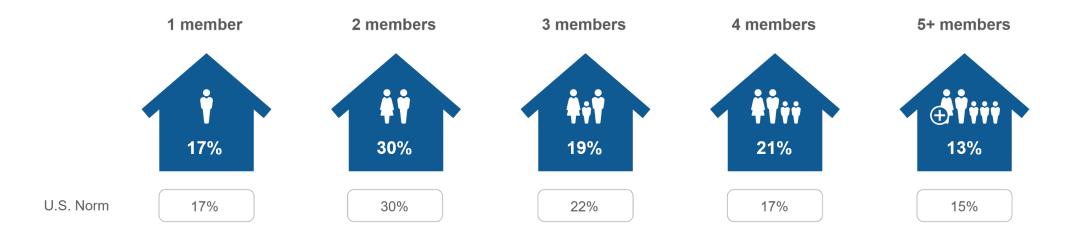








Household Size



Children in Household



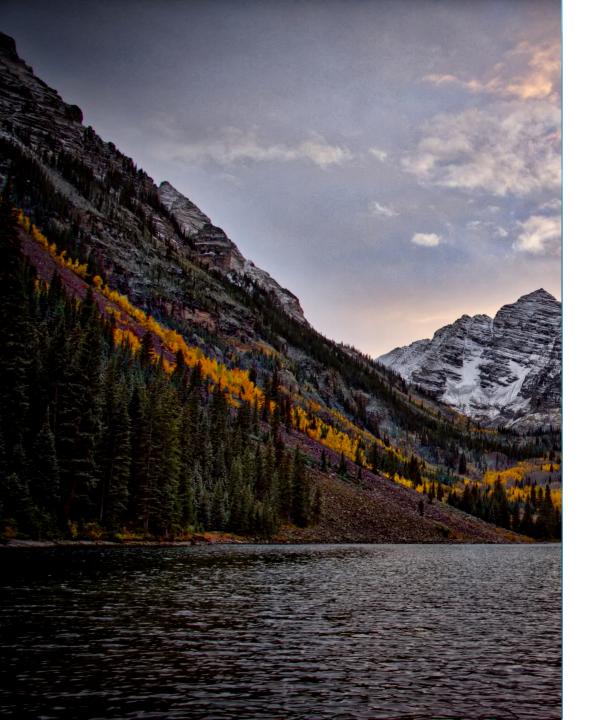




U.S. Norm

| No children under 18 | 42% |
|----------------------|-----|
| Any 13-17 | 24% |
| Any 6-12 | 37% |
| Any child under 6 | 24% |
| | |







Travel USA Visitor Profile

Overnight Ski/Snowboarding Visitation



Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- 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.
- This report provides an overview for Colorado's domestic tourism business in 2021 for the Ski/Snowboarding segment.
- The Ski/Snowboarding segment is defined as having selected ski/snowboarding as the main purpose of trip.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Colorado's Ski/Snowboarding segment, the following sample was achieved in 2021:

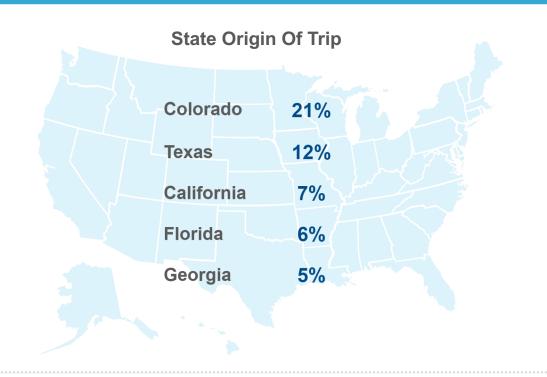


Overnight Base Size

216

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



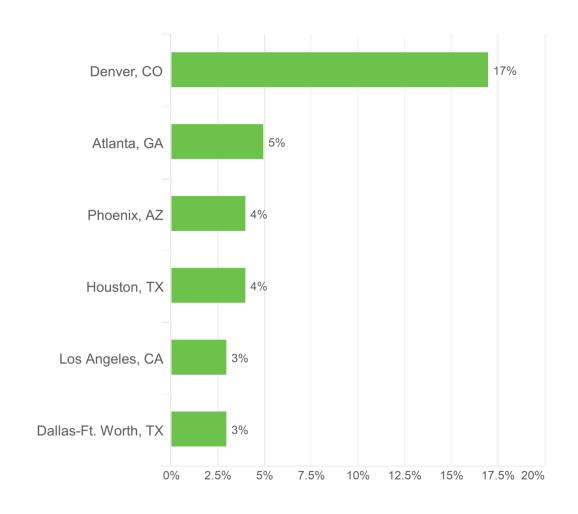


Past Visitation to Colorado

80% of overnight travelers to Colorado are repeat visitors

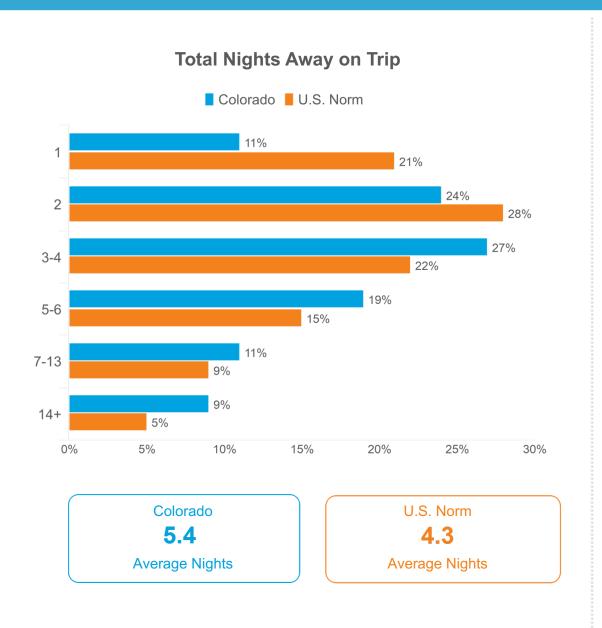
52% of overnight travelers to Colorado had visited before in the past 12 months

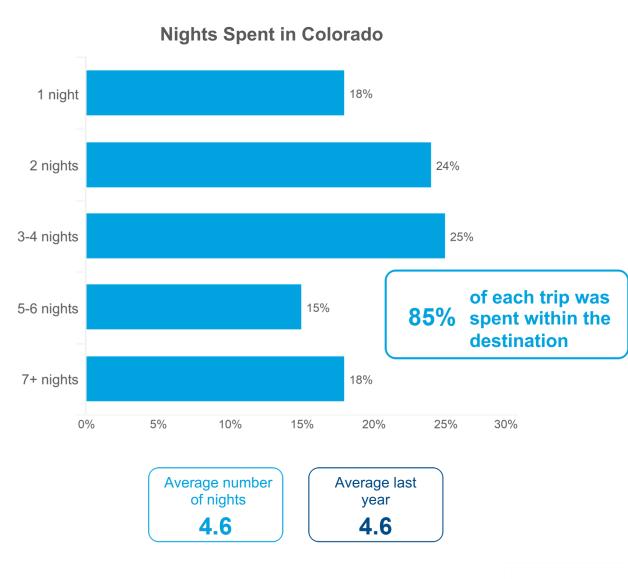






Longwoods

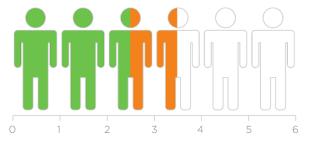




Size of Travel Party



Colorado

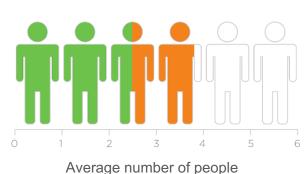


Total

3.6

Average number of people

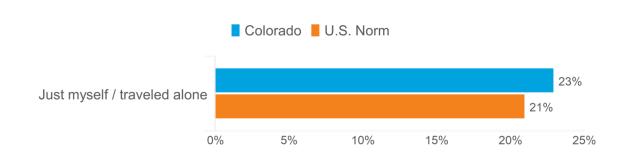
U.S. Norm



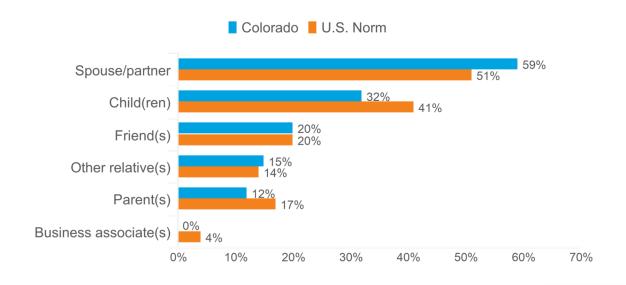
Total

3.8

Percent Who Traveled Alone

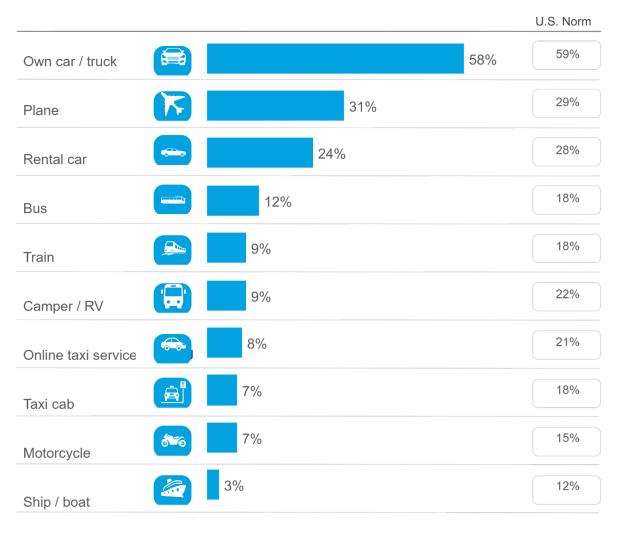


Composition of Immediate Travel Party

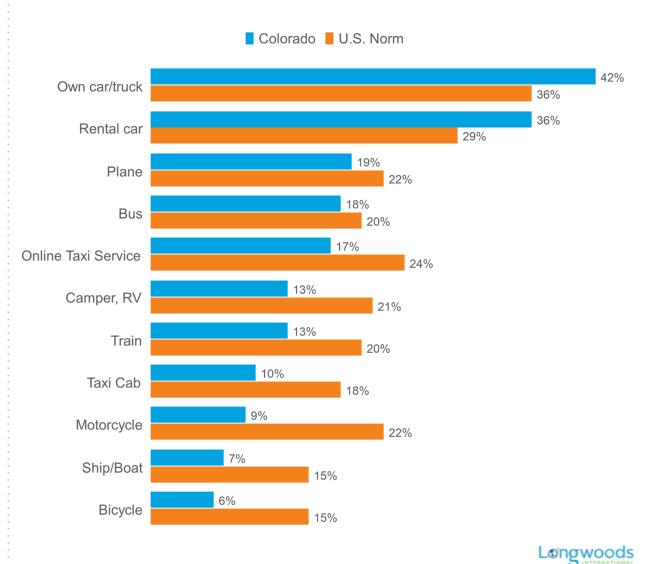




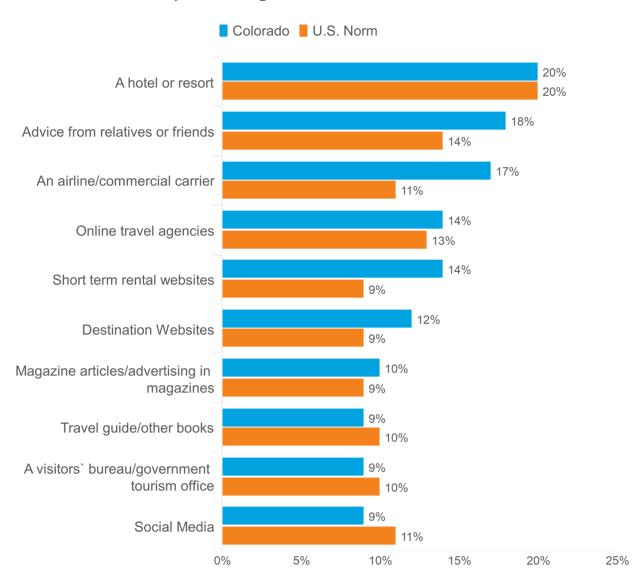
Transportation Used to get to Destination



Transportation Used within Destination



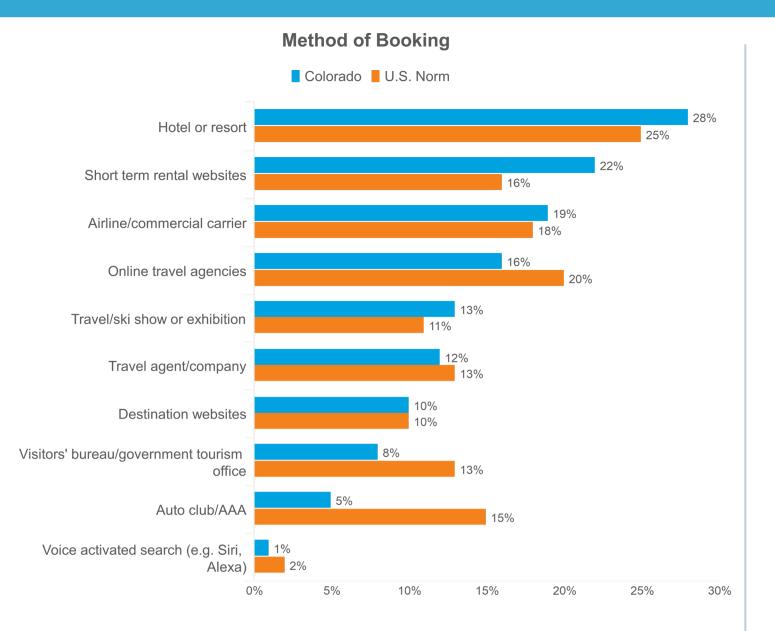
Trip Planning Information Sources



Length of Trip Planning

| | Colorado | U.S. Norm |
|----------------------------------|----------|-----------|
| 1 month or less | 32% | 24% |
| 2 months | 18% | 20% |
| 3-5 months | 16% | 23% |
| 6-12 months | 25% | 20% |
| More than 1 year in advance | 7% | 4% |
| Did not plan anything in advance | 3% | 9% |
| | | |





Accommodations

| | Colorado | U.S. Norm |
|------------------------------------|----------|-----------|
| Hotel | 31% | 30% |
| Rented home / condo / apartment | 26% | 13% |
| Bed & breakfast | 15% | 15% |
| Time share | 15% | 13% |
| Resort hotel | 14% | 11% |
| Home of friends / relatives | 10% | 6% |
| Rented cottage / cabin | 10% | 13% |
| | | |



Activity Groupings

Outdoor Activities

92%

U.S. Norm: 80%

Entertainment Activities

49%

U.S. Norm: 54%

Cultural Activities

29%

U.S. Norm: 38%

Sporting Activities

27%

U.S. Norm: 39%

Business Activities



21%

U.S. Norm: 28%

Activities and Experiences (Top 10)

| | Colorado | U.S. Norm |
|---|----------|-----------|
| Skiing/snowboarding | 61% | 35% |
| Shopping | 16% | 14% |
| Museum | 13% | 11% |
| Bar/nightclub | 13% | 11% |
| Attended/participated in an amateur sports event | 12% | 11% |
| Spa | 12% | 9% |
| Business convention/conference | 11% | 12% |
| Winery/brewery/distillery tour | 11% | 11% |
| Attended/participated in a sports event for teenagers | 10% | 13% |
| Snowmobiling | 10% | 12% |
| | | |

Shopping Types on Trip

| | | Colorado | U.S. Norm |
|-------------------------|----------------------------------|----------|-----------|
| | Souvenir shopping | 66% | 42% |
| | Convenience/grocery shopping | 59% | 45% |
| <u> </u> | Big box stores (Walmart, Costco) | 41% | 35% |
| | Boutique shopping | 40% | 31% |
| | Outlet/mall shopping | 24% | 31% |
| 200000000 2000000000 | Antiquing | 4% | 11% |

Base: 2021 Overnight Person-Trips that included Shopping

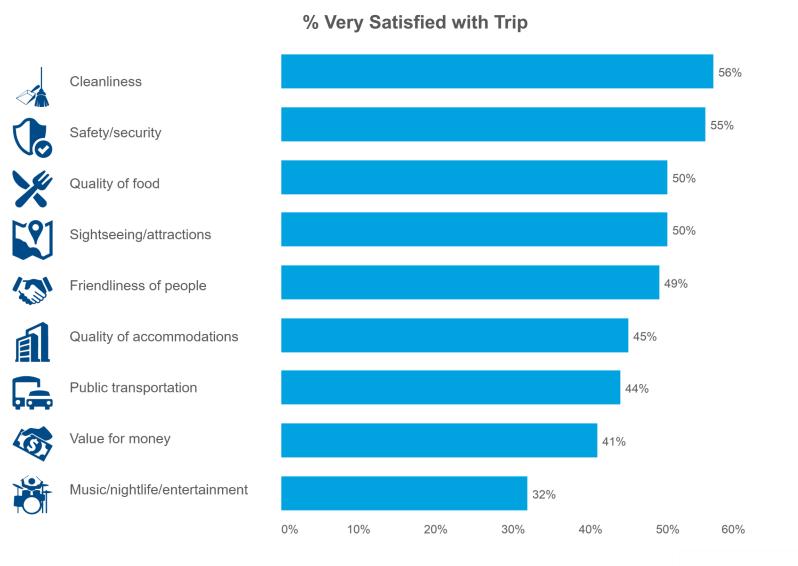
Dining Types on Trip

| | | Colorado | U.S. Norm |
|----------|---|----------|-----------|
| 4 | Unique/local food | 49% | 34% |
| | Fine/upscale dining | 26% | 24% |
| | Street food/food trucks | 21% | 21% |
| *** | Gastropubs | 16% | 19% |
| | Food delivery service (UberEATS, DoorDash, etc.) | 14% | 21% |
| | Picnicking | 9% | 15% |
| | | | |

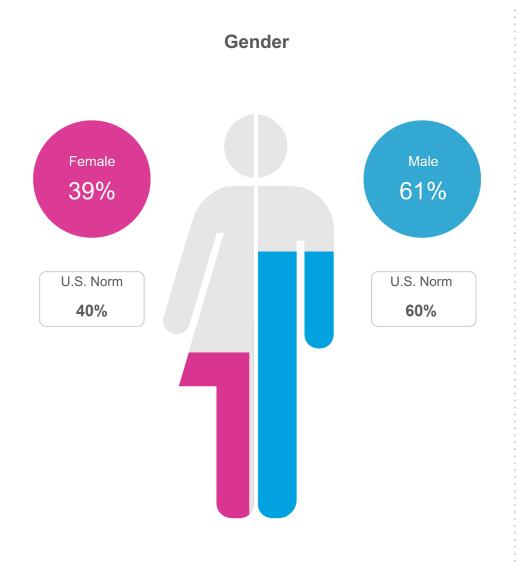


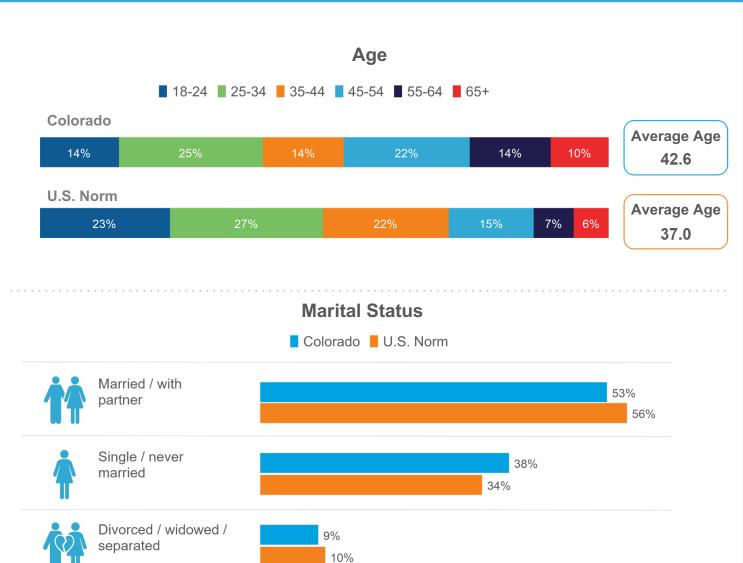
4

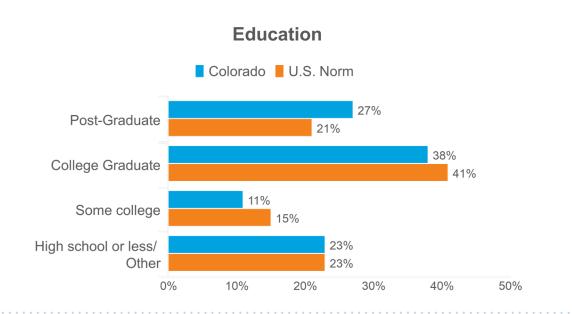
74% of overnight travelers were very satisfied with their overall trip experience

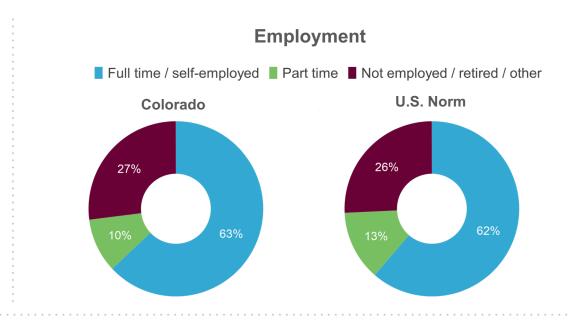


Longwoods

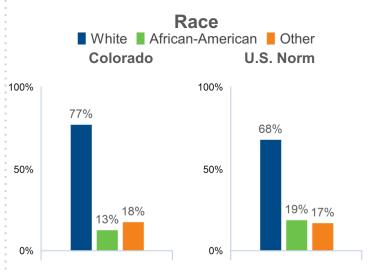


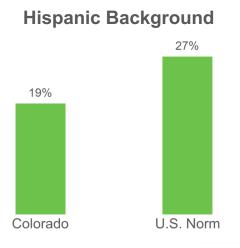






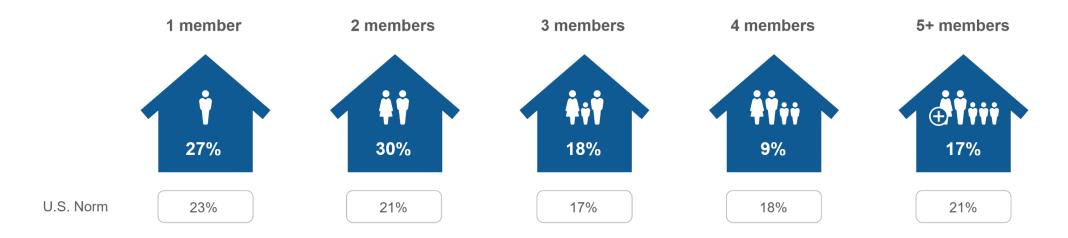








Household Size



Children in Household





U.S. Norm

| ■ No children under 18 | 41% |
|------------------------|-----|
| Any 13-17 | 27% |
| Any 6-12 | 38% |
| Any child under 6 | 30% |



