

Colorado Travel Impacts *1996-2014p*



Image Credit: Matt Inden/Miles

June 2015

Prepared for the

Colorado Tourism Office
Denver, Colorado

THE ECONOMIC IMPACT OF TRAVEL ON COLORADO 1996-2014P

June 2015

prepared for the

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

Dean Runyan Associates
833 SW Eleventh Avenue, Suite 920
Portland, OR 97205
503/226-2973
www.deanrunyan.com

PREFACE

The purpose of this study is to document the economic significance of the travel industry in Colorado from 1996 to 2014. These findings show the level of travel spending by overnight international and domestic visitors traveling to and through the state and the impact this spending had on the economy in terms of earnings, employment and tax revenue.

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

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

Dean Runyan Associates
833 SW 11th Ave., Suite 920
Portland, OR 97205
(503) 226-2973
www.deanrunyan.com

TABLE OF CONTENTS

	page
List of Tables and Figures	i
Executive Summary	iii
I. National Travel Trends	1
II. Colorado Travel Impacts	5
III. Regional Overnight Visitor Impacts	13
IV. District Overnight Visitor Impacts	21
V. County Overnight Visitor Impacts	35
Appendices	
A. Regional Travel Impact Model	54
B. Definition of Terms	59
C. NAICS Industries	61

LIST OF TABLES AND FIGURES

Colorado Regions (counties included)	14
Overnight Visitor-Generated Earnings by Region, 2014p	14
Overnight Visitor-Generated Earnings as a % of Total Earnings, 2014p	15
Denver Metro Overnight Visitor Impacts, 2004-2014p	16
Mountain Resort Overnight Visitor Impacts, 2004-2014p	17
Pikes Peak Overnight Visitor Impacts, 2004-2014p	18
Other Colorado Overnight Visitor Impacts, 2004-2014p	19
Regional Overnight Visitor Impacts, 2014p	20
District Overnight Visitor Impacts	
Colorado Districts (counties included)	22
Overnight Visitor-Generated Earnings by District, 2014p	23
Overnight Visitor-Generated Earnings as a % of Total Earnings, 2014p	23
Northwest District Overnight Visitor Impacts, 2004-2014p	24
Mesa District Overnight Visitor Impacts, 2004-2014p	25
Southwest District Overnight Visitor Impacts, 2004-2014p	26
North Central District Overnight Visitor Impacts, 2004-2014p	27
Central District Overnight Visitor Impacts, 2004-2014p	28
South Central District Overnight Visitor Impacts, 2004-2014p	29
Larimer District Overnight Visitor Impacts, 2004-2014p	30
Denver District Overnight Visitor Impacts, 2004-2014p	31
El Paso/Teller District Overnight Visitor Impacts, 2004-2014p	32
Northeast District Overnight Visitor Impacts, 2004-2014p	33
Southeast District Overnight Visitor Impacts, 2004-2014p	34
	page
County Overnight Visitor Impacts	
Adams through Baca, 2000-2014p	36
Bent through Cheyenne, 2000-2014p	37
Clear Creek through Custer, 2000-2014p	38
Delta through Eagle, 2000-2014p	39
El Paso through Gilpin, 2000-2014p	40
Grand through Jackson, 2000-2014p	41
Jefferson through Lake, 2000-2014p	42
Larimer through Mesa, 2000-2014p	43
Mineral through Morgan, 2000-2014p	44
Otero through Pitkin, 2000-2014p	45
Prowers through Routt, 2000-2014p	46
Saguache through Summit, 2000-2014p	47
Teller through Yuma, 2000-2014p	48

LIST OF TABLES AND FIGURES (CONTINUED)

Adams through Archuleta, 2000-2014p	36
Baca through Broomfield, 2000-2014p	37
Chaffee through Costilla, 2000-2014p	38
Costilla through Delta, 2000-2014p	39
Denver through Eagle, 2000-2014p	40
El Paso through Garfield, 2000-2014p	41
Gilpin through Hinsdale, 2000-2014p	42
Huerfano through Kiowa, 2000-2014p	43
Kit Carson through Larimer, 2000-2014p	44
Las Animas through Mesa, 2000-2014p	45
Mineral through Montrose, 2000-2014p	46
Morgan through Park, 2000-2014p	47
Phillips through Pueblo, 2000-2014p	48
Rio Blanco through Saguache, 2000-2014p	49
San Juan through Summit, 2000-2014p	50
Teller through Yuma, 2000-2014p	51

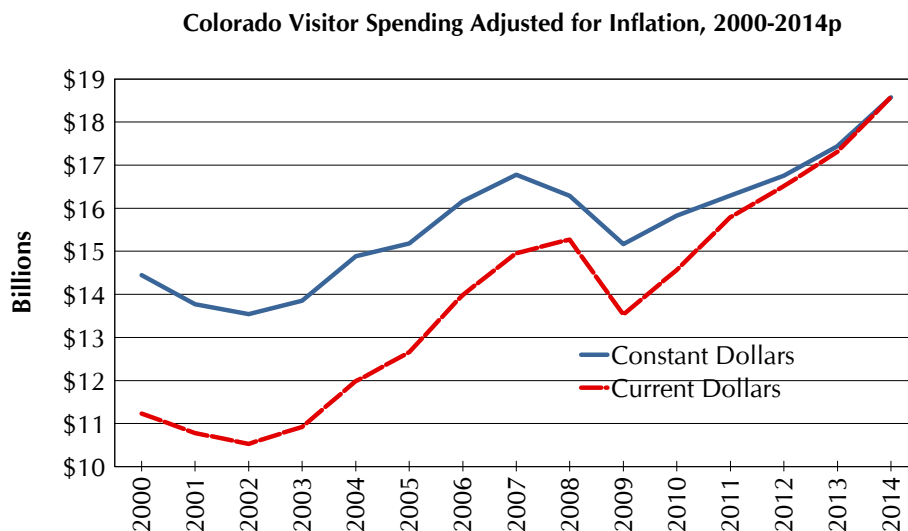
This page intentionally blank

EXECUTIVE SUMMARY

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

RECENT TRAVEL TRENDS IN THE COLORADO TRAVEL INDUSTRY

- Total direct travel spending in Colorado during 2014 was over **\$18.6 billion** – direct travel spending directly supported over **155,000 jobs** with **earnings of over \$5.1 billion**.
- The Colorado travel industry experienced a 7.4 percent increase in spending from 2013 in current dollars. When adjusted for price changes, the increase in travel spending for Colorado was approximately 6.5%.

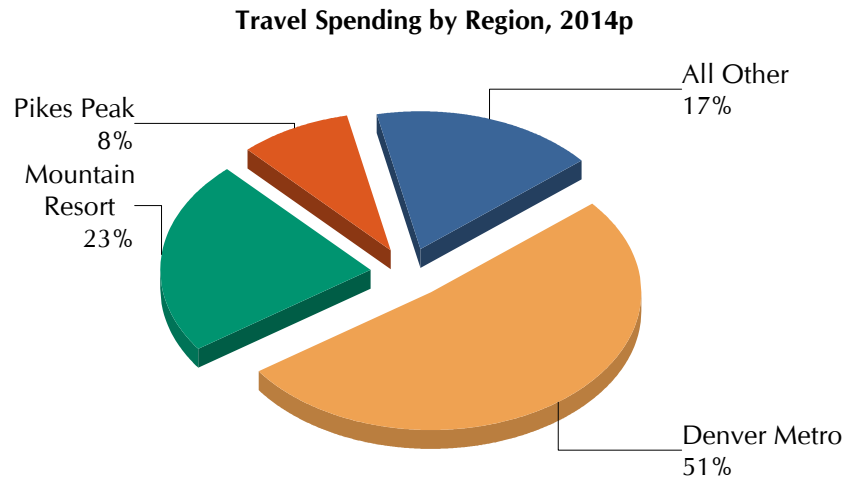


Source: Dean Runyan Associates, Bureau of Labor Statistics and Rocky Mountain Lodging Report.

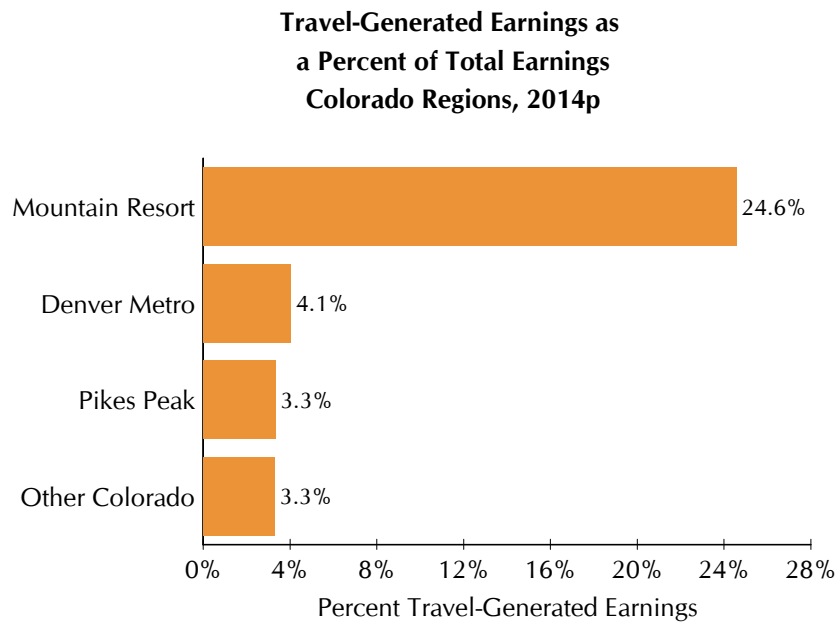
- Air travel to Colorado destinations on domestic flights was up 6 percent from the preceding year.
- The Colorado travel industry generated **\$1.1 billion in local and state tax revenues** in the 2014 calendar year – this represents approximately **\$538 of tax revenue per household** in the state.

THE TRAVEL INDUSTRY BENEFITS ALL REGIONS OF COLORADO

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



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



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

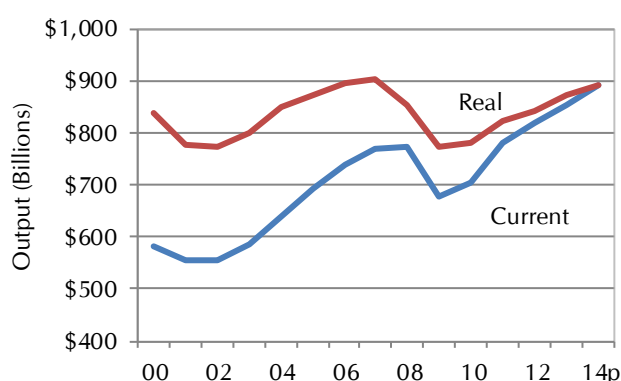
I. U.S. TRAVEL



The national level data in this section focuses on visitor spending trends in current and real dollars, resident and foreign visitor spending in the U.S., and trends in travel-generated employment.

The following two graphs are derived from the Bureau of Economic Analysis Travel and Tourism Satellite Accounts.¹ Both graphs show direct tourism output for the United States – spending by resident and foreign visitors.

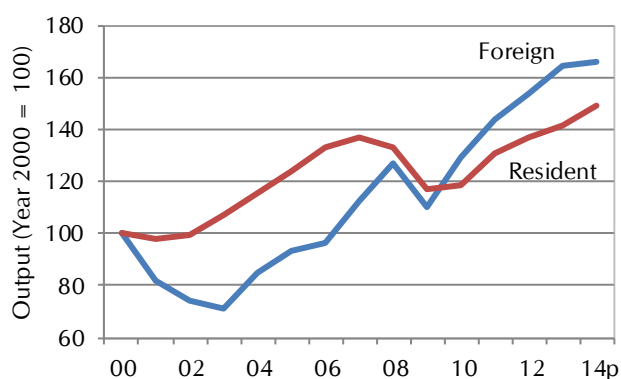
Annual Direct Travel Spending in U.S., 2000-14p



Spending by resident and foreign visitors was \$894 billion in 2014 in current dollars. This represents a 4.5 percent increase over 2013. When adjusted for changes in prices (real dollars), spending increased by 2.5 percent from 2013 to 2014 – compared to a 3.6 percent increase from 2012 to 2013.

Spending by Foreign* and Resident Travelers in U.S.

(Current Dollars; Year 2000 = 100)



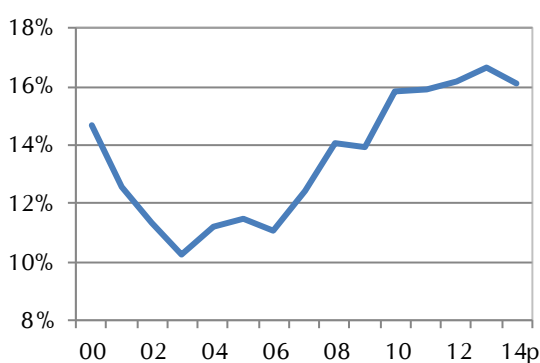
*Note: Foreign visitor spending does not include expenditures on health and educational services or expenditures by short term seasonal workers.

The bottom chart compares the change in current dollar spending by resident and foreign visitors since 2000. In 2014, the increase in spending by resident visitors (5.1 percent) exceeded the increase in foreign visitor spending (1.0 percent). This is the first time that resident spending growth was greater than foreign since the 2008-09 recession.

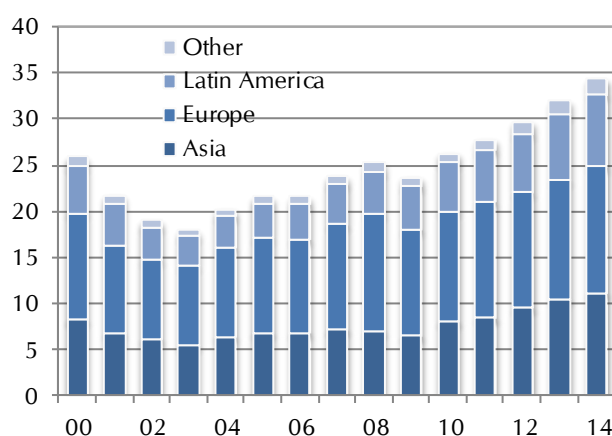
¹ See <http://www.bea.gov/industry/index.htm#satellite>.

The top left chart shows that the foreign share of U.S. internal travel declined in 2014 because of the lower rate of growth of foreign visitor spending (shown in preceding chart).² However, as the graph on the right indicates, overseas arrivals to the U.S. (34.4 million in 2014) continued to increase – 7.4 percent in 2014, following a 7.6 percent increase in 2013. Rather, much of the explanation for the declining foreign share of internal travel in the U.S. is due to the increasing value of U.S. currency (see bottom left chart). As the value of foreign currencies fall relative to the U.S. dollar, foreign visitors have less money to spend on U.S. goods and services.

Foreign Share of U.S. Internal Travel Spending

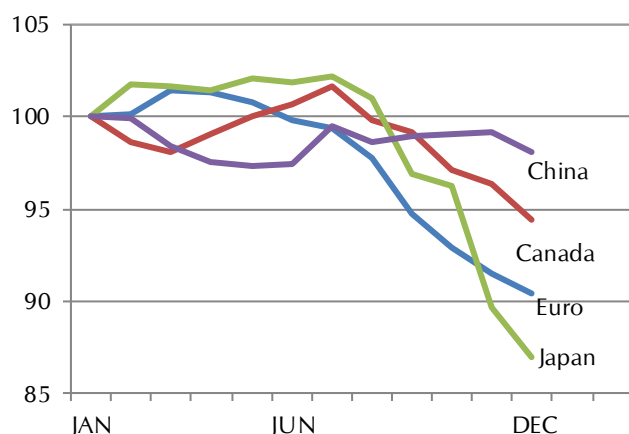


Overseas Arrivals (Millions)



Relative Value of Selected Foreign Currencies compared to U.S. Dollar

Monthly Averages, 2014



Sources:

Foreign Share of U.S Internal Travel: Bureau of Economic Analysis Travel & Tourism Satellite Accounts and International Transactions.

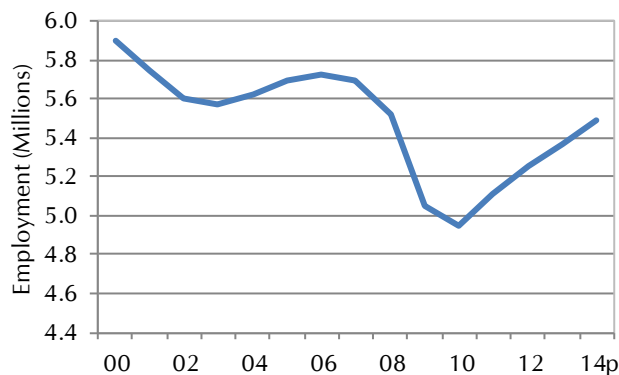
Overseas Arrivals: Office of Travel and Tourism Industries, U.S. Department of Commerce.

Relative Value of Selected Foreign Currencies: USForex, Inc. (www.usforex.com)

² Internal travel does not include spending on international airfares to U.S carriers.

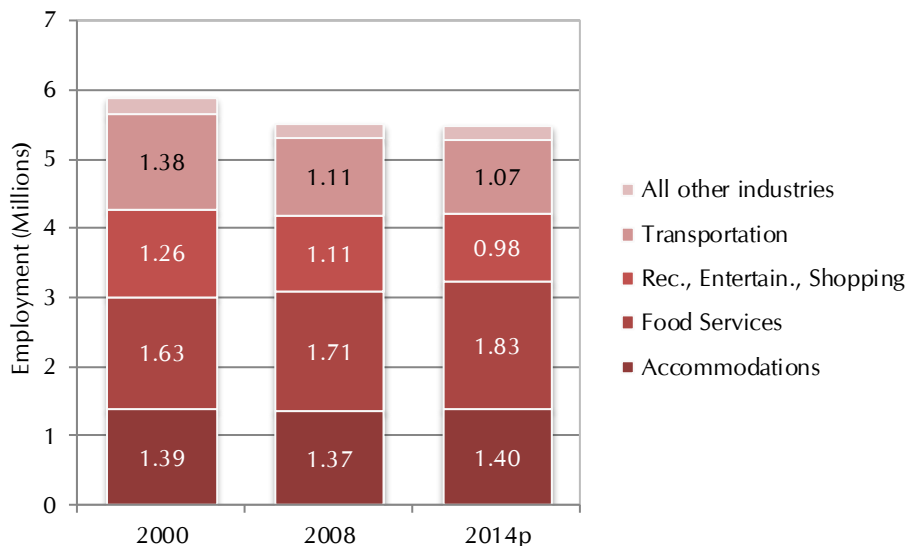
The following two graphs show employment trends since 2000. The first graph shows that travel-generated employment has increased at a steady rate since 2010, although it is still below the level attained prior to the 2008-09 recession. The second graph shows the employment trends of different types of businesses within the travel industry. The only industry that has exhibited substantial growth has been food services.

U.S. Travel Industry Employment



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

Components of U.S. Travel Industry Employment



II. COLORADO TRAVEL IMPACTS 1996-2014p



THE SCOPE OF THE COLORADO TRAVEL INDUSTRY

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

The focus of this report is on the ***overnight (both domestic and international) and day visitor*** components of the Colorado travel industry from 1996 through 2014. On the following pages are detailed travel spending, employment and earnings estimates, and tax receipts directly generated by overnight and day visitors to and through Colorado. Following this section, detailed travel impact estimates of *overnight* visitors for regions, districts and counties constitute the remainder of this report (impacts of day visitors available only at the state level).

DIRECT IMPACTS OF TRAVEL IN COLORADO: A SUMMARY

- Total direct travel spending in Colorado was approximately \$18.6 billion during 2014.
- Visitors that stayed overnight in commercial lodging (hotels, motels, rented condos, bed & breakfasts) accounted for about 64 percent of all visitor spending.
- Lodging expenses (including campgrounds) accounted for 21 percent of all spending by visitors to Colorado. Motor fuel and ground transportation accounted for 14 percent, and food & beverage services accounted for 22 percent of all visitor spending.
- Direct travel spending in Colorado generated over 155,000 jobs with earnings of \$5.1 billion in 2014.
- Direct travel spending generated \$1.1 billion in local and state taxes (not including property taxes).
- Since 1996, visitor-generated spending has increased at an average annual rate of 4.2 percent, earnings by 3.3 percent, and local and state tax revenues by 5.3 percent and 3.1 percent, respectively.

Colorado Direct Travel Impacts, 1996-2014p

	Spending (\$Billion)	Earnings (\$Billion)	Employment (Thousand)	Tax Receipts (\$Million)		
				Local	State	Total
1996	\$8.9	\$2.8	139.7	\$243.1	\$258.4	\$501.5
1997	\$9.7	\$3.0	143.8	\$264.4	\$277.8	\$542.2
1998	\$10.1	\$3.1	141.5	\$277.6	\$292.6	\$570.2
1999	\$10.6	\$3.1	140.6	\$288.1	\$295.5	\$583.6
2000	\$11.2	\$3.3	140.2	\$310.4	\$303.3	\$613.6
2001	\$10.8	\$3.4	131.2	\$301.1	\$287.8	\$589.0
2002	\$10.5	\$3.3	128.2	\$304.8	\$283.4	\$588.1
2003	\$10.9	\$3.3	128.2	\$310.1	\$289.2	\$599.3
2004	\$12.0	\$3.5	136.3	\$337.6	\$315.5	\$653.2
2005	\$12.7	\$3.6	137.5	\$372.7	\$326.9	\$699.6
2006	\$14.0	\$3.9	142.6	\$420.5	\$359.6	\$780.0
2007	\$15.0	\$4.1	147.0	\$461.8	\$382.5	\$844.4
2008	\$15.3	\$4.2	148.2	\$470.8	\$380.8	\$851.6
2009	\$13.5	\$4.0	140.1	\$429.8	\$350.0	\$779.8
2010	\$14.6	\$4.0	138.4	\$460.2	\$366.1	\$826.4
2011	\$15.8	\$4.1	141.1	\$495.3	\$381.8	\$877.1
2012	\$16.5	\$4.4	145.1	\$520.7	\$397.1	\$917.7
2013	\$17.3	\$4.7	150.4	\$556.2	\$418.0	\$974.2
2014p	\$18.6	\$5.1	155.3	\$614.8	\$446.4	\$1,061.3
<i>Annual Percent Change</i>						
13-14p	7.4%	7.1%	3.3%	10.5%	6.8%	8.9%
96-14p	4.2%	3.3%	0.6%	5.3%	3.1%	4.3%

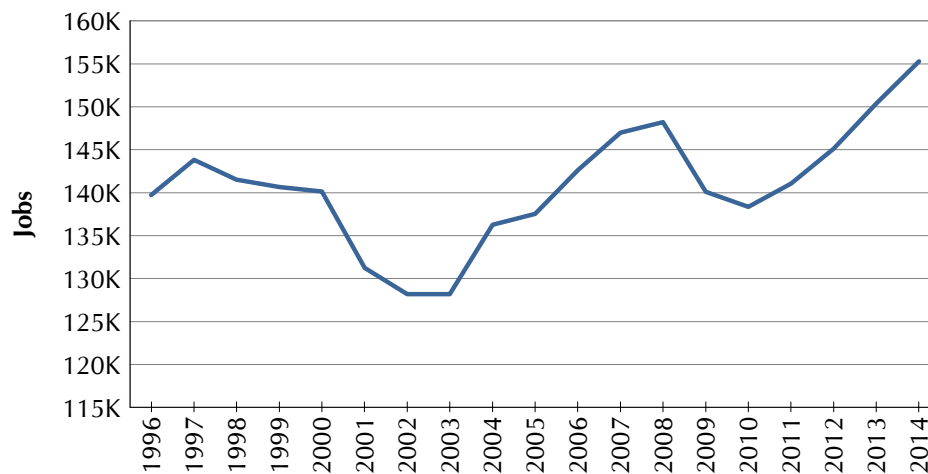
Earnings include payroll, other earned income and proprietor income. Employment includes payroll employees and proprietors.

Annual Percentage Change for 1996-2014p is the average annual percentage change.

COLORADO TRAVEL TRENDS

The first graph, below, shows the trend in travel industry employment from 1996-2014p.

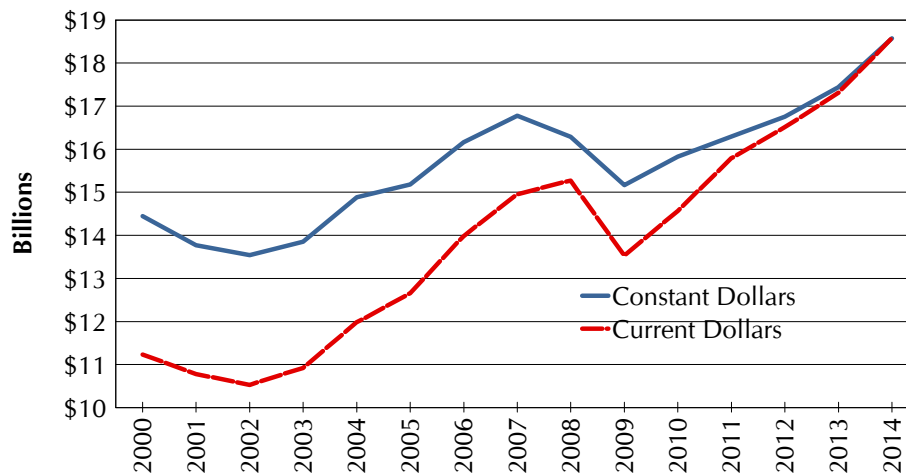
Colorado Travel Industry Employment, 1996-2014p



Source: Dean Runyan Associates, Inc.

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

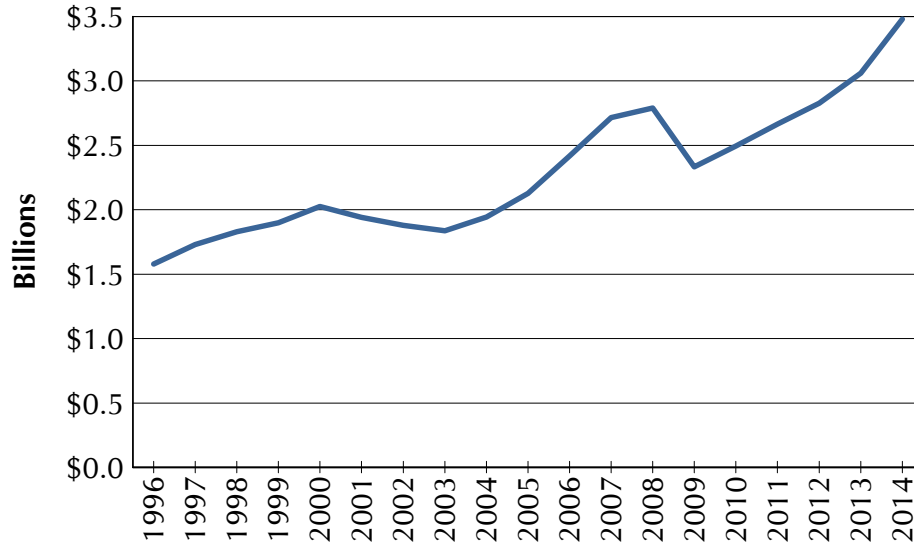
Colorado Visitor Spending Adjusted for Inflation, 2000-2014p



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

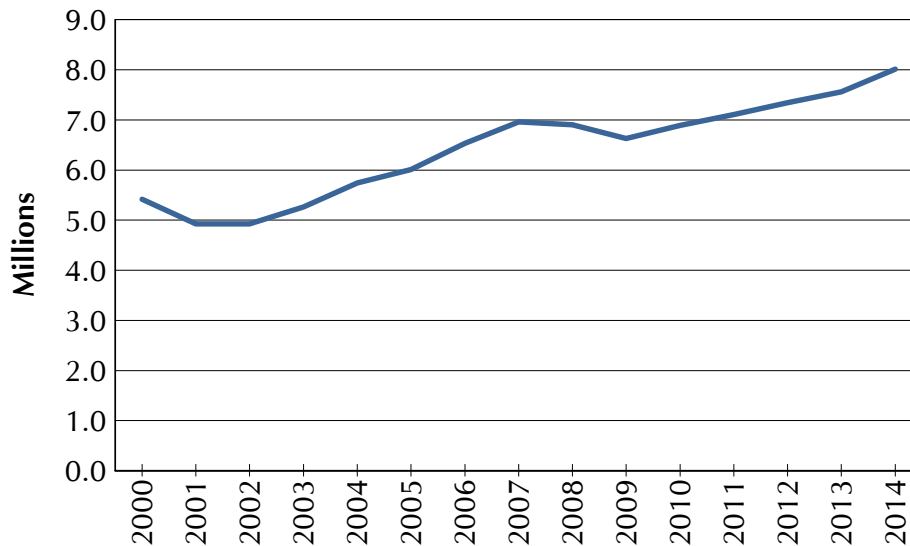
Taxable Sales of Lodging Establishments, 1996-2014

Current Dollars



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

Domestic Visitors to Colorado by Air Transportation, 2000-2014

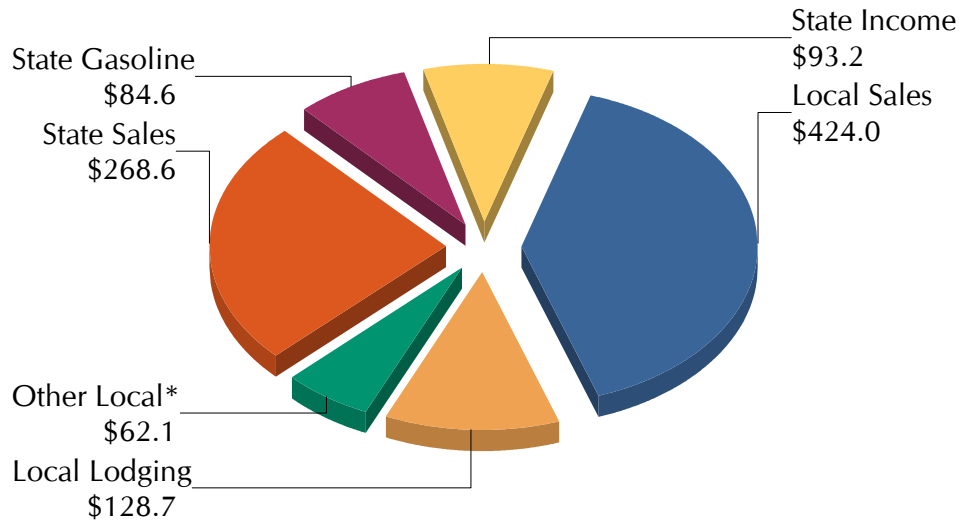


Source: Dean Runyan Associates and Bureau of Transportation
Origin-Destination Survey.
This is an estimate of visitation, not the amount of spending in Colorado.

TAX IMPACTS

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

Travel-Generated Tax Impacts: Local & State Receipts, 2014p
(\$Million)



Source: Dean Runyan Associates.

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

Colorado Travel Impacts, 2004-2014p

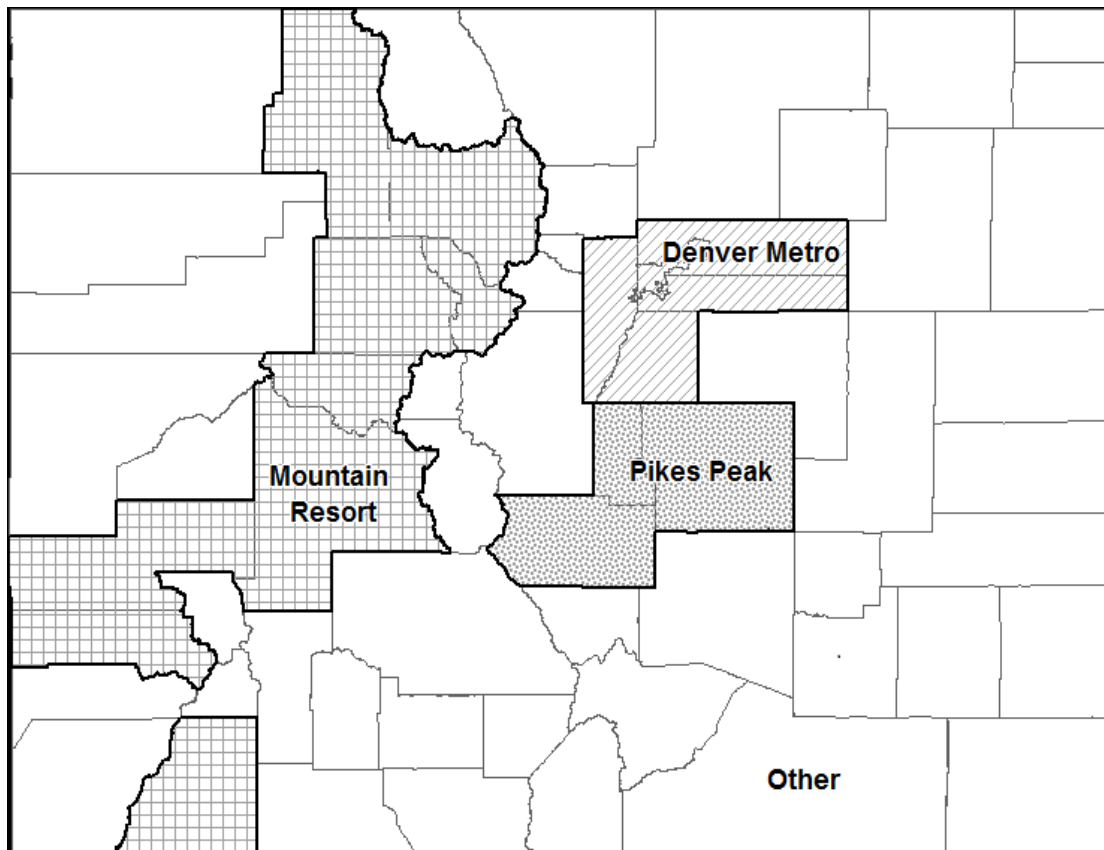
	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	10,539	12,360	13,558	12,963	14,039	14,705	15,421	16,561
Other Travel*	1,433	1,616	1,709	1,603	1,747	1,796	1,875	2,012
Total Direct Spending	11,972	13,976	15,267	14,566	15,785	16,501	17,296	18,574
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	6,305	7,450	8,253	7,805	8,504	9,016	9,641	10,621
Campground	315	321	311	313	311	325	313	307
Private Home	2,003	2,279	2,462	2,438	2,602	2,675	2,739	2,838
Vacation Home	424	540	602	613	637	647	656	673
Day Travel	1,492	1,770	1,930	1,794	1,985	2,043	2,072	2,123
Destination Spending	10,539	12,360	13,558	12,963	14,039	14,705	15,421	16,561
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	1,943	2,419	2,791	2,496	2,665	2,827	3,061	3,481
Food Service	2,109	2,425	2,655	2,773	2,953	3,161	3,368	3,662
Food Stores	469	514	575	572	617	651	678	730
Local Tran. & Gas	1,450	1,943	2,319	1,972	2,303	2,326	2,325	2,327
Arts, Ent. & Rec.	1,611	1,736	1,765	1,740	1,827	1,916	2,000	2,112
Retail Sales	1,726	1,869	1,887	1,924	2,025	2,112	2,189	2,297
Visitor Air Tran.	1,231	1,455	1,567	1,486	1,649	1,711	1,799	1,953
Destination Spending	10,539	12,360	13,558	12,963	14,039	14,705	15,421	16,561
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	1,492	1,698	1,939	1,845	1,958	2,059	2,180	2,329
Arts, Ent. & Rec.	764	853	951	903	935	970	1,024	1,095
Retail**	321	346	367	353	358	371	382	400
Ground Tran.	80	95	102	102	99	102	105	115
Visitor Air Tran.	352	399	363	328	334	381	476	522
Other Travel*	502	533	480	425	426	472	577	620
Total Earnings	3,510	3,924	4,201	3,957	4,111	4,355	4,745	5,080
Industry Employment Generated by Travel Spending (Thousand Jobs)								
Accom. & Food Serv.	73.4	78.3	80.8	76.4	79.0	81.3	84.2	87.0
Arts, Ent. & Rec.	31.4	32.6	34.5	32.7	33.1	34.1	35.0	36.0
Retail**	13.2	13.9	14.2	13.5	13.6	13.9	14.2	14.5
Ground Tran.	2.8	3.3	3.4	3.0	3.0	3.0	3.1	3.2
Visitor Air Tran.	6.3	6.1	6.5	5.5	5.4	5.7	6.2	6.5
Other Travel*	9.3	8.4	8.7	7.2	6.9	7.2	7.7	7.9
Total Employment	136.3	142.6	148.2	138.4	141.1	145.1	150.4	155.3
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	338	421	471	460	495	521	556	615
State Tax Receipts	316	360	381	366	382	397	418	446
Federal Tax Receipts	838	935	1,000	946	918	957	1,092	1,166
Total Direct Gov't Revenue	1,491	1,715	1,852	1,772	1,795	1,875	2,066	2,228

Details may not add to totals due to rounding.

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

This page intentionally blank

III. REGIONAL OVERNIGHT VISITOR IMPACTS 2004-2014p



COLORADO REGIONS

Denver Metro

Adams
Arapahoe
Broomfield
Denver
Douglas
Jefferson

Mountain Resort

Eagle
Grand
Gunnison
La Plata
Montrose
Pitkin
Routt
San Miguel
Summit

Pikes Peak

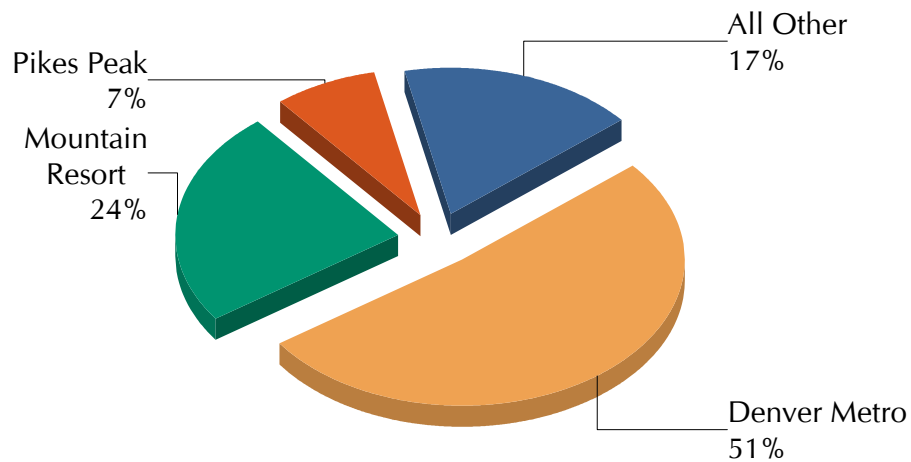
El Paso
Fremont
Teller

Other

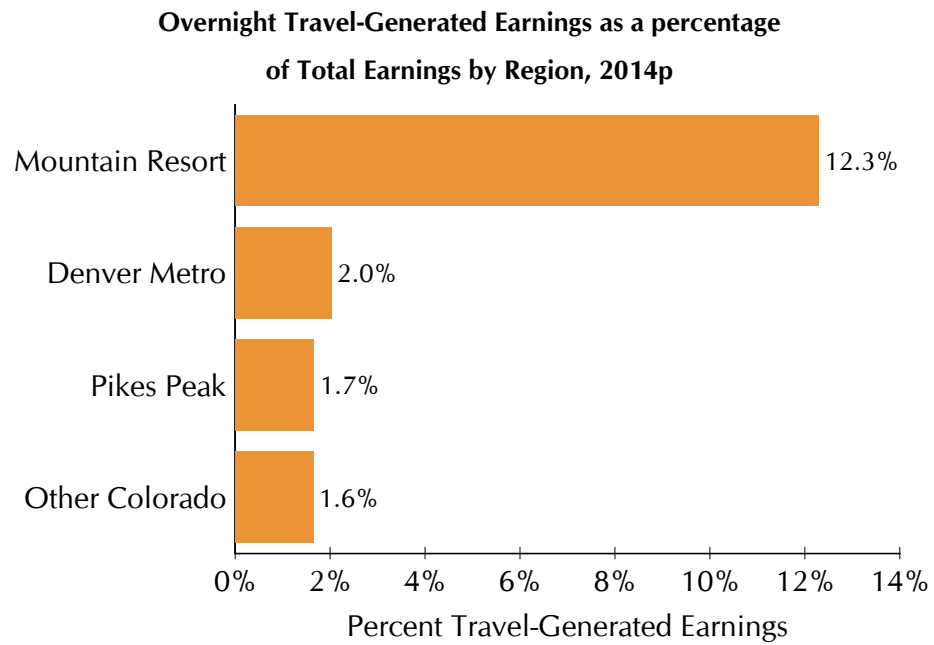
all remaining counties

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

Overnight Travel-Generated Earnings by Region, 2014p



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



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

Denver Metro
Overnight Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	3,803	4,601	5,152	4,926	5,453	5,722	6,092	6,669
Other Travel*	1,193	1,361	1,429	1,380	1,517	1,565	1,659	1,789
Total Direct Spending	4,996	5,963	6,582	6,307	6,969	7,287	7,751	8,458
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	2,647	3,254	3,695	3,514	3,924	4,140	4,463	4,964
Campground	21	22	20	20	20	21	20	20
Private Home	1,110	1,292	1,400	1,355	1,470	1,520	1,568	1,644
Vacation Home	25	33	37	37	39	40	41	42
Destination Spending	3,803	4,601	5,152	4,926	5,453	5,722	6,092	6,669
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	581	783	958	849	943	1,001	1,106	1,305
Food Service	597	707	793	823	903	967	1,049	1,159
Food Stores	115	128	146	145	160	168	177	192
Local Tran. & Gas	661	843	980	889	1,000	1,021	1,043	1,063
Arts, Ent. & Rec.	389	437	461	455	488	510	538	578
Retail Sales	499	558	575	581	629	658	695	743
Visitor Air Tran.	961	1,145	1,241	1,185	1,329	1,398	1,484	1,629
Destination Spending	3,803	4,601	5,152	4,926	5,453	5,722	6,092	6,669
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	454	543	644	605	654	684	728	785
Arts, Ent. & Rec.	190	221	254	229	241	254	271	298
Retail**	90	100	108	103	107	111	116	123
Ground Tran.	60	71	77	77	75	77	79	86
Visitor Air Tran.	339	380	343	311	317	362	456	501
Other Travel*	453	482	426	392	394	437	540	582
Total Earnings	1,586	1,797	1,852	1,716	1,787	1,925	2,191	2,375
Industry Employment Generated by Travel Spending (Thousand Jobs)								
Accom. & Food Serv.	19.0	21.6	23.6	22.3	23.4	23.9	25.0	26.2
Arts, Ent. & Rec.	5.9	6.4	6.9	6.4	6.5	6.8	7.3	7.6
Retail**	3.3	3.6	3.8	3.6	3.8	3.8	4.0	4.2
Ground Tran.	2.1	2.5	2.6	2.3	2.2	2.3	2.3	2.4
Visitor Air Tran.	5.9	5.7	6.1	5.2	5.1	5.3	5.8	6.1
Other Travel*	8.0	7.2	7.6	6.5	6.3	6.5	7.0	7.2
Total Employment	44.2	46.9	50.6	46.2	47.2	48.6	51.5	53.8
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	145	190	219	211	231	241	261	295
State Tax Receipts	109	127	136	130	138	144	156	169
Total Gov't Revenue	254	317	356	341	368	385	417	464

Details may not add to totals due to rounding.

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

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

Mountain Resort

Overnight Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	2,422	2,814	3,007	2,891	3,010	3,200	3,399	3,692
Other Travel*	42	53	60	54	53	53	57	64
Total Direct Spending	2,464	2,868	3,067	2,945	3,063	3,253	3,456	3,755
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	1,946	2,248	2,391	2,253	2,353	2,531	2,719	2,994
Campground	76	78	79	78	78	81	79	78
Private Home	134	151	160	169	177	179	186	193
Vacation Home	266	338	377	391	402	409	416	428
Destination Spending	2,422	2,814	3,007	2,891	3,010	3,200	3,399	3,692
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	789	954	1,068	941	973	1,037	1,130	1,262
Food Service	583	673	712	747	774	838	893	974
Food Stores	147	163	179	178	189	201	210	229
Local Tran. & Gas	112	145	169	151	171	174	176	179
Arts, Ent. & Rec.	393	432	430	426	434	463	482	515
Retail Sales	256	278	272	279	285	302	312	328
Visitor Air Tran.	142	170	178	170	184	185	196	206
Destination Spending	2,422	2,814	3,007	2,891	3,010	3,200	3,399	3,692
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	466	525	580	543	572	605	646	697
Arts, Ent. & Rec.	203	232	254	245	254	265	287	312
Retail**	55	60	63	62	61	64	66	70
Ground Tran.	9	11	12	12	11	12	12	13
Visitor Air Tran.	5	6	6	5	5	7	8	9
Other Travel*	6	6	7	4	4	4	5	5
Total Earnings	744	840	921	870	908	957	1,024	1,106
Industry Employment Generated by Travel Spending (Thousand Jobs)								
Accom. & Food Serv.	20.1	20.9	20.6	19.3	19.9	20.6	21.2	22.0
Arts, Ent. & Rec.	6.4	6.8	6.9	6.8	7.1	7.4	7.6	8.0
Retail**	2.1	2.2	2.2	2.1	2.1	2.1	2.2	2.3
Ground Tran.	0.3	0.4	0.4	0.3	0.3	0.3	0.4	0.4
Visitor Air Tran.	0.2	0.2	0.2	0.1	0.1	0.2	0.2	0.2
Other Travel*	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Employment	29.3	30.6	30.5	28.8	29.6	30.8	31.7	33.0
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	87	102	112	108	114	122	131	144
State Tax Receipts	62	71	77	73	76	80	86	93
Total Gov't Revenue	149	174	188	181	189	202	216	237

Details may not add to totals due to rounding.

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

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

**Pikes Peak
Overnight Travel Impacts, 2004-2014p**

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	983	1,060	1,172	1,142	1,224	1,213	1,235	1,300
Other Travel*	119	125	129	109	112	112	94	94
Total Direct Spending	1,103	1,185	1,302	1,251	1,336	1,325	1,329	1,394
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	656	688	788	760	826	808	834	897
Campground	50	52	48	47	47	49	46	46
Private Home	253	290	305	303	319	323	321	324
Vacation Home	25	30	32	32	33	34	34	34
Destination Spending	983	1,060	1,172	1,142	1,224	1,213	1,235	1,300
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	198	213	234	220	234	231	240	263
Food Service	208	222	258	274	289	290	303	326
Food Stores	47	50	56	57	61	62	63	66
Local Tran. & Gas	73	104	131	102	126	125	122	120
Arts, Ent. & Rec.	170	174	182	186	201	203	213	224
Retail Sales	182	185	195	202	210	208	211	219
Visitor Air Tran.	107	112	116	101	103	95	84	83
Destination Spending	983	1,060	1,172	1,142	1,224	1,213	1,235	1,300
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	145	148	171	170	186	189	198	203
Arts, Ent. & Rec.	66	70	80	75	82	81	83	82
Retail**	32	33	36	36	36	35	36	37
Ground Tran.	0	0	0	0	0	0	0	0
Visitor Air Tran.	6	10	10	10	10	10	9	10
Other Travel*	8	12	12	11	11	12	11	12
Total Earnings	257	273	309	302	324	327	337	344
Industry Employment Generated by Travel Spending (Thousand Jobs)								
Accom. & Food Serv.	8.0	8.0	8.4	8.0	8.4	8.7	9.0	9.1
Arts, Ent. & Rec.	3.6	3.6	4.0	3.7	4.0	3.9	3.9	3.9
Retail**	1.3	1.4	1.5	1.4	1.4	1.4	1.4	1.4
Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Air Tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Other Travel*	0.2	0.3	0.3	0.2	0.2	0.2	0.2	0.2
Total Employment	13.3	13.5	14.4	13.6	14.2	14.4	14.8	14.8
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	24	30	33	34	35	35	36	39
State Tax Receipts	28	29	32	31	33	33	33	35
Total Gov't Revenue	52	60	65	65	68	68	69	73

Details may not add to totals due to rounding.

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

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

All Other Overnight Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	1,839	2,114	2,297	2,209	2,367	2,528	2,623	2,778
Other Travel*	80	77	91	60	65	66	66	66
Total Direct Spending	1,919	2,191	2,387	2,270	2,432	2,594	2,689	2,844
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	1,057	1,260	1,379	1,278	1,401	1,538	1,625	1,767
Campground	168	168	163	167	167	174	168	164
Private Home	506	547	597	611	637	653	664	678
Vacation Home	108	140	157	153	163	164	166	169
Destination Spending	1,839	2,114	2,297	2,209	2,367	2,528	2,623	2,778
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	376	469	532	487	515	559	585	652
Food Service	410	469	513	530	565	617	650	697
Food Stores	136	147	165	163	176	188	194	206
Local Tran. & Gas	179	243	293	248	292	297	299	301
Arts, Ent. & Rec.	358	375	375	361	378	401	416	429
Retail Sales	359	384	386	391	408	433	443	458
Visitor Air Tran.	22	27	32	29	33	34	35	35
Destination Spending	1,839	2,114	2,297	2,209	2,367	2,528	2,623	2,778
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	301	343	388	372	384	410	429	454
Arts, Ent. & Rec.	167	180	199	195	196	204	210	220
Retail**	69	73	78	75	76	80	81	84
Ground Tran.	11	13	13	13	13	13	14	15
Visitor Air Tran.	2	3	3	3	2	2	2	3
Other Travel*	36	32	36	18	17	18	22	22
Total Earnings	585	644	718	677	688	727	758	798
Industry Employment Generated by Travel Spending (Thousand Jobs)								
Accom. & Food Serv.	18.7	20.0	20.3	19.1	19.5	20.2	20.7	21.3
Arts, Ent. & Rec.	9.6	9.8	10.5	9.9	9.7	9.8	9.9	10.2
Retail**	3.2	3.3	3.4	3.2	3.2	3.3	3.3	3.4
Ground Tran.	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Visitor Air Tran.	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Other Travel*	0.9	0.8	0.7	0.4	0.4	0.4	0.4	0.4
Total Employment	32.9	34.4	35.4	33.1	33.1	34.1	34.8	35.8
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	52	63	70	69	76	81	85	92
State Tax Receipts	53	60	65	62	65	69	71	76
Total Gov't Revenue	105	123	135	132	141	150	156	167

Details may not add to totals due to rounding.

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

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

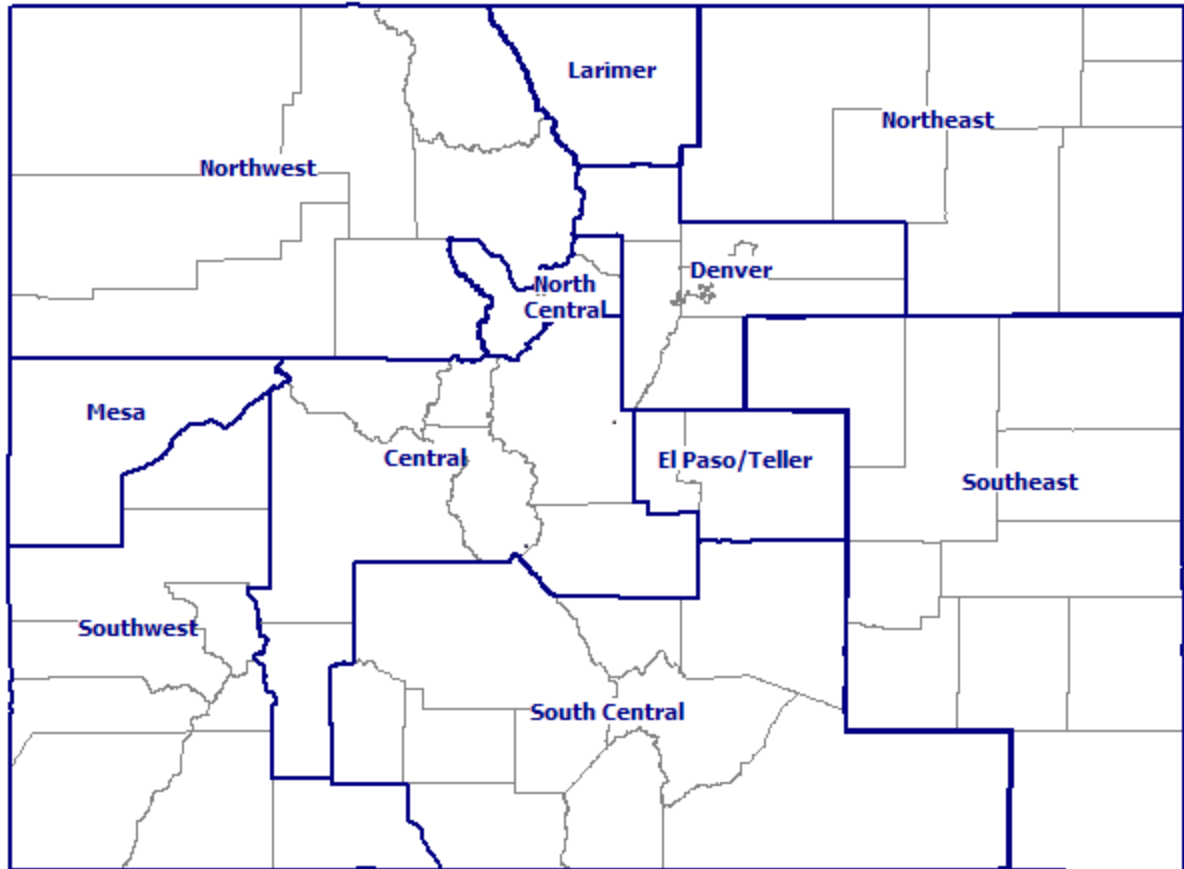
Regional Overnight Travel Impacts, 2014p

	Denver Metro	Mountain Resort	Pikes Peak	Other Colorado
Total Direct Travel Spending (\$Million)				
Destination Spending	6,669	3,692	1,300	2,778
Other Travel*	1,789	64	94	66
Total Direct Spending	8,458	3,755	1,394	2,844
Visitor Spending by Type of Traveler Accommodation (\$Million)				
Hotel, Motel	4,964	2,994	897	1,767
Campground	20	77	46	164
Private Home	1,644	193	324	678
Vacation Home	42	428	34	169
Destination Spending	6,669	3,692	1,300	2,778
Visitor Spending by Commodity Purchased (\$Million)				
Accommodations	1,305	1,262	263	652
Food Service	1,159	974	325	697
Food Stores	192	229	66	206
Local Tran. & Gas	1,063	179	120	301
Arts, Ent. & Rec.	578	515	224	429
Retail Sales	743	328	219	458
Visitor Air Tran.	1,629	206	83	35
Destination Spending	6,669	3,692	1,300	2,778
Industry Earnings Generated by Travel Spending (\$Million)				
Accom. & Food Serv.	785	697	203	454
Arts, Ent. & Rec.	298	312	82	220
Retail**	123	70	37	84
Ground Tran.	86	13	0	15
Visitor Air Tran.	501	9	10	3
Other Travel*	582	5	12	22
Total Earnings	2,375	1,106	344	798
Industry Employment Generated by Travel Spending (Thousand Jobs)				
Accom. & Food Serv.	26.2	22.0	9.1	21.3
Arts, Ent. & Rec.	7.6	8.0	3.9	10.2
Retail**	4.2	2.3	1.4	3.4
Ground Tran.	2.4	0.4	0.0	0.4
Visitor Air Tran.	6.1	0.2	0.2	0.0
Other Travel*	7.2	0.1	0.2	0.4
Total Employment	53.8	33.0	14.8	35.8
Government Revenue Generated by Travel Spending (\$Million)				
Local Tax Receipts	295	144	38	92
State Tax Receipts	169	93	35	76
Total Gov't Revenue	464	237	73	167

Details may not add to totals due to rounding.

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

IV. DISTRICT OVERNIGHT VISITOR IMPACTS 2004-2014p



COLORADO DISTRICTS

Northwest District

Eagle
Garfield
Grand
Jackson
Moffat
Rio Blanco
Routt

Mesa District

Mesa

Southwest District

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

North Central District

Clear Creek
Gilpin
Summit

Central District

Chaffee
Fremont
Gunnison
Hinsdale
Lake
Park
Pitkin

South Central District

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

Larimer District

Larimer

Denver District

Adams
Arapahoe
Boulder
Broomfield
Denver
Douglas
Jefferson

El Paso/Teller District

El Paso
Teller

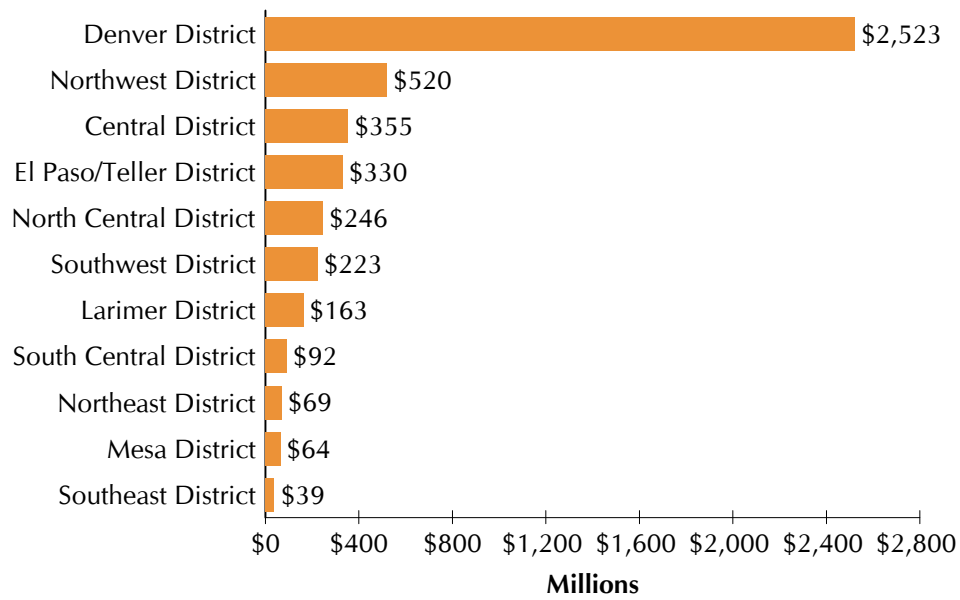
Northeast District

Logan
Morgan
Phillips
Sedgwick
Washington
Weld
Yuma

Southeast District

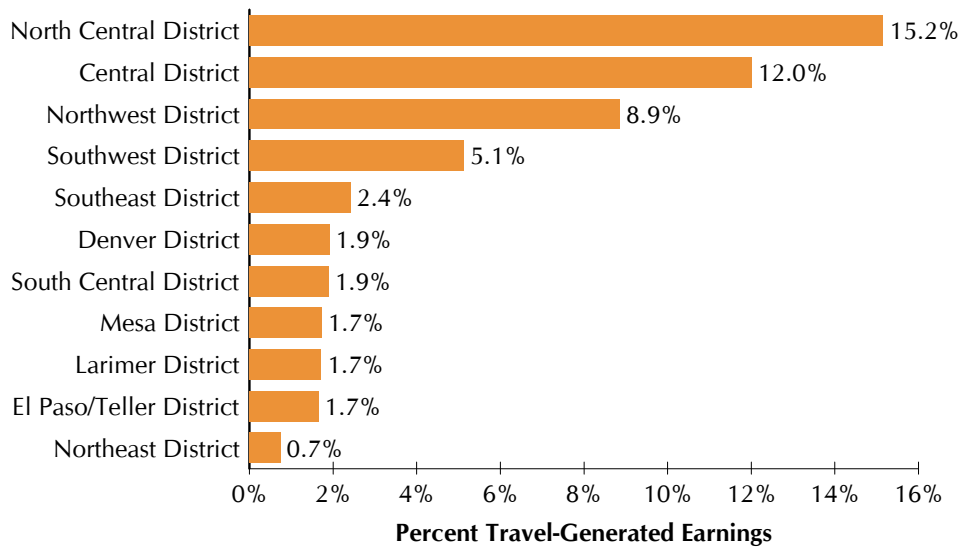
Baca
Bent
Cheyenne
Crowley
Elbert
Kiowa
Kit Carson
Lincoln
Otero
Prowers

Overnight Travel-Generated Earnings by District, 2014p
(Millions)



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

**Overnight Travel-Generated Earnings as a percentage
of Total Earnings by District, 2014p**



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

Northwest District Overnight Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	1,175	1,378	1,482	1,342	1,465	1,570	1,634	1,760
Other Travel*	13	16	16	12	11	11	11	11
Total Direct Spending	1,188	1,393	1,498	1,354	1,476	1,581	1,644	1,771
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	933	1,085	1,154	1,004	1,120	1,223	1,283	1,401
Campground	39	40	44	39	39	41	40	39
Private Home	74	83	90	90	93	92	93	96
Vacation Home	129	169	194	209	212	214	218	224
Destination Spending	1,175	1,378	1,482	1,342	1,465	1,570	1,634	1,760
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	369	444	497	407	447	479	512	562
Food Service	280	329	353	349	381	420	439	476
Food Stores	72	81	91	86	95	102	105	114
Local Tran. & Gas	56	75	88	76	88	90	90	91
Arts, Ent. & Rec.	202	225	225	212	227	245	252	268
Retail Sales	133	148	148	142	152	163	166	173
Visitor Air Tran.	63	76	80	69	75	70	71	75
Destination Spending	1,175	1,378	1,482	1,342	1,465	1,570	1,634	1,760
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	224	254	283	259	276	295	308	327
Arts, Ent. & Rec.	96	111	123	116	118	123	134	145
Retail**	29	32	35	32	33	35	36	37
Ground Tran.	4	5	5	5	5	5	5	6
Visitor Air Tran.	1	1	1	2	2	3	3	4
Other Travel*	3	3	3	2	2	2	2	2
Total Earnings	357	406	449	415	434	463	487	520
Industry Employment Generated by Travel Spending (Jobs)								
Accom. & Food Serv.	9,700	10,220	10,180	9,270	9,640	10,100	10,240	10,460
Arts, Ent. & Rec.	3,080	3,390	3,820	3,700	3,690	3,930	4,010	4,240
Retail**	1,100	1,160	1,160	1,030	1,050	1,110	1,130	1,140
Ground Tran.	140	160	170	150	150	150	150	160
Visitor Air Tran.	40	30	30	30	30	60	70	70
Other Travel*	80	70	60	40	40	40	40	40
Total Employment	14,140	15,030	15,420	14,220	14,610	15,380	15,630	16,110
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	43	51	55	49	54	58	61	67
State Tax Receipts	30	35	38	34	37	39	41	44
Total Gov't Revenue	73	86	93	83	91	98	103	111

Details may not add to totals due to rounding.

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

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

Mesa District
Overnight Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	162	200	241	210	220	232	236	240
Other Travel*	19	24	31	30	32	35	33	35
Total Direct Spending	180	224	273	240	252	267	269	275
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	100	132	164	131	136	146	150	153
Campground	9	9	9	10	10	11	10	10
Private Home	49	54	63	63	67	68	69	71
Vacation Home	4	5	6	6	6	6	6	7
Destination Spending	162	200	241	210	220	232	236	240
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	33	44	62	48	47	50	50	51
Food Service	35	43	51	47	48	52	54	55
Food Stores	11	13	15	14	15	16	16	16
Local Tran. & Gas	14	20	24	20	23	24	24	23
Arts, Ent. & Rec.	20	23	25	23	23	24	24	24
Retail Sales	31	35	38	35	36	38	38	38
Visitor Air Tran.	18	22	27	25	28	29	30	32
Destination Spending	162	200	241	210	220	232	236	240
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	25	31	40	36	36	39	41	42
Arts, Ent. & Rec.	7	9	11	9	9	8	9	10
Retail**	6	6	7	6	6	7	7	7
Ground Tran.	1	1	1	1	1	1	1	1
Visitor Air Tran.	2	3	3	2	2	1	2	2
Other Travel*	3	4	4	3	2	2	2	2
Total Earnings	44	53	65	57	55	58	61	64
Industry Employment Generated by Travel Spending (Jobs)								
Accom. & Food Serv.	1,550	1,700	1,880	1,670	1,680	1,760	1,810	1,870
Arts, Ent. & Rec.	750	900	1,000	850	820	790	810	860
Retail**	240	260	280	260	250	260	260	260
Ground Tran.	20	30	30	30	30	30	30	30
Visitor Air Tran.	60	60	60	40	30	30	40	40
Other Travel*	80	80	90	60	40	40	40	40
Total Employment	2,700	3,030	3,340	2,910	2,850	2,900	2,990	3,090
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	5	7	9	7	7	8	8	8
State Tax Receipts	5	6	6	6	6	6	6	6
Total Gov't Revenue	10	12	15	13	13	14	14	14

Details may not add to totals due to rounding.

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

The Mesa District includes Mesa county.

**Southwest District
Overnight Travel Impacts, 2004-2014p**

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	526	588	628	607	643	673	720	761
Other Travel*	17	23	26	26	27	27	30	34
Total Direct Spending	542	610	653	632	670	700	750	795
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	343	382	406	376	403	426	473	511
Campground	67	70	72	75	74	78	75	73
Private Home	61	66	71	78	82	84	86	88
Vacation Home	56	70	78	79	84	85	86	89
Destination Spending	526	588	628	607	643	673	720	761
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	139	162	178	164	171	178	193	211
Food Service	115	126	134	136	144	154	168	180
Food Stores	36	38	42	41	44	46	49	51
Local Tran. & Gas	47	61	71	63	72	73	74	76
Arts, Ent. & Rec.	78	81	82	78	81	84	91	94
Retail Sales	77	80	78	80	82	85	89	91
Visitor Air Tran.	33	40	43	44	50	53	56	59
Destination Spending	526	588	628	607	643	673	720	761
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	101	110	120	112	118	121	131	138
Arts, Ent. & Rec.	40	42	46	45	48	50	54	57
Retail**	16	17	17	17	17	17	18	18
Ground Tran.	4	5	5	5	5	5	5	6
Visitor Air Tran.	1	2	2	1	1	2	2	2
Other Travel*	1	1	1	1	1	1	1	1
Total Earnings	163	176	191	181	190	196	211	223
Industry Employment Generated by Travel Spending (Jobs)								
Accom. & Food Serv.	5,360	5,520	5,300	4,800	4,890	4,940	5,260	5,380
Arts, Ent. & Rec.	1,810	1,840	1,700	1,680	1,720	1,810	1,830	1,860
Retail**	770	760	750	710	700	710	730	740
Ground Tran.	140	170	170	150	150	150	160	160
Visitor Air Tran.	50	50	60	50	50	50	50	50
Other Travel*	40	40	40	30	30	30	30	30
Total Employment	8,160	8,390	8,020	7,430	7,540	7,690	8,060	8,230
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	16	19	20	20	21	22	24	25
State Tax Receipts	14	16	16	16	16	17	18	19
Total Gov't Revenue	30	34	37	36	37	39	42	45

Details may not add to totals due to rounding.

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

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

North Central District Overnight Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	637	716	760	720	752	791	859	939
Other Travel*	0	0	0	0	0	0	0	0
Total Direct Spending	637	717	761	720	752	791	859	939
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	556	625	666	624	654	690	757	834
Campground	19	19	18	18	18	18	18	17
Private Home	15	15	16	20	20	20	21	22
Vacation Home	47	57	60	59	60	62	63	66
Destination Spending	637	716	760	720	752	791	859	939
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	208	257	293	258	268	282	316	359
Food Service	147	165	175	183	190	201	218	240
Food Stores	36	39	42	42	45	47	50	55
Local Tran. & Gas	16	22	27	22	26	26	26	26
Arts, Ent. & Rec.	164	164	156	147	154	162	172	178
Retail Sales	65	69	67	68	70	73	77	81
Visitor Air Tran.	0	0	0	0	0	0	0	0
Destination Spending	637	716	760	720	752	791	859	939
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	108	122	136	123	129	134	144	155
Arts, Ent. & Rec.	61	63	66	71	72	71	72	75
Retail**	13	14	15	14	14	15	15	16
Ground Tran.	1	1	1	1	1	1	1	1
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Total Earnings	183	200	218	209	215	220	232	246
Industry Employment Generated by Travel Spending (Jobs)								
Accom. & Food Serv.	5,300	5,550	5,520	5,300	5,560	5,740	5,900	6,090
Arts, Ent. & Rec.	2,180	2,110	2,110	2,230	2,320	2,320	2,360	2,420
Retail**	550	560	540	540	540	550	580	610
Ground Tran.	20	20	20	20	20	20	20	20
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	10	0	0	0	0	0
Total Employment	8,050	8,250	8,200	8,090	8,430	8,620	8,850	9,140
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	19	23	26	25	26	28	31	34
State Tax Receipts	16	19	20	19	20	21	22	25
Total Gov't Revenue	35	41	46	44	46	48	53	59

Details may not add to totals due to rounding.

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

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

Central District
Overnight Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	678	798	841	876	841	911	955	1,032
Other Travel*	15	18	20	17	16	17	18	19
Total Direct Spending	693	815	861	893	857	927	973	1,051
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	498	599	635	664	622	687	727	800
Campground	49	44	40	42	42	44	43	42
Private Home	54	60	63	66	69	71	74	76
Vacation Home	77	96	104	104	108	110	111	114
Destination Spending	678	798	841	876	841	911	955	1,032
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	203	247	272	263	244	269	285	322
Food Service	160	190	200	227	217	238	250	270
Food Stores	44	48	53	56	55	60	62	66
Local Tran. & Gas	30	40	48	42	48	49	49	50
Arts, Ent. & Rec.	111	126	125	135	125	134	138	146
Retail Sales	83	90	87	96	91	98	100	105
Visitor Air Tran.	47	56	57	58	61	64	72	74
Destination Spending	678	798	841	876	841	911	955	1,032
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	138	159	174	170	174	187	199	221
Arts, Ent. & Rec.	67	79	86	84	85	88	94	103
Retail**	17	19	19	20	19	20	20	21
Ground Tran.	2	3	3	3	3	3	3	3
Visitor Air Tran.	3	3	4	2	2	2	3	3
Other Travel*	3	3	3	2	2	2	2	3
Total Earnings	231	265	289	281	285	302	322	355
Industry Employment Generated by Travel Spending (Jobs)								
Accom. & Food Serv.	6,170	6,570	6,390	6,120	6,220	6,400	6,570	6,970
Arts, Ent. & Rec.	1,850	1,940	1,910	1,830	1,870	1,880	1,900	1,980
Retail**	730	770	750	750	710	740	750	760
Ground Tran.	80	100	100	90	90	90	90	100
Visitor Air Tran.	90	80	100	60	60	60	70	70
Other Travel*	70	60	70	30	30	30	30	30
Total Employment	9,000	9,520	9,320	8,870	8,970	9,200	9,410	9,910
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	24	29	31	34	33	36	38	42
State Tax Receipts	17	20	21	22	21	22	24	26
Total Gov't Revenue	41	49	52	56	54	59	62	68

Details may not add to totals due to rounding.

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

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

**South Central District
Overnight Travel Impacts, 2004-2014p**

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	214	237	267	275	288	299	295	308
Other Travel*	2	2	2	2	4	2	2	2
Total Direct Spending	216	239	269	277	292	302	296	310
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	113	126	151	157	166	175	170	184
Campground	26	27	25	26	26	27	26	26
Private Home	62	65	69	72	75	76	77	77
Vacation Home	14	19	21	20	22	22	22	22
Destination Spending	214	237	267	275	288	299	295	308
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	47	53	63	65	66	68	64	71
Food Service	53	58	65	72	75	80	80	85
Food Stores	18	19	21	22	23	24	24	26
Local Tran. & Gas	20	28	36	28	35	35	34	34
Arts, Ent. & Rec.	29	30	32	33	34	35	35	36
Retail Sales	46	47	48	52	53	56	55	56
Visitor Air Tran.	2	2	3	3	2	2	3	2
Destination Spending	214	237	267	275	288	299	295	308
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	38	40	47	47	46	48	48	48
Arts, Ent. & Rec.	24	26	30	29	30	31	31	32
Retail**	9	10	10	11	10	11	11	11
Ground Tran.	0	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	1	1	0	0	1	0	0	0
Total Earnings	72	77	88	87	88	91	91	92
Industry Employment Generated by Travel Spending (Jobs)								
Accom. & Food Serv.	2,850	2,980	3,180	3,060	2,950	2,970	2,980	2,930
Arts, Ent. & Rec.	1,020	1,040	1,100	950	950	930	920	910
Retail**	470	480	490	490	480	480	470	480
Ground Tran.	10	10	10	10	10	10	10	10
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	20	20	10	10	10	10	10	10
Total Employment	4,370	4,520	4,800	4,520	4,400	4,400	4,400	4,340
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	6	7	8	8	9	9	9	9
State Tax Receipts	7	7	8	8	8	9	8	9
Total Gov't Revenue	13	14	16	17	17	18	17	18

Details may not add to totals due to rounding.

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

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

**Larimer District
Overnight Travel Impacts, 2004-2014p**

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	356	429	440	427	472	510	534	593
Other Travel*	9	8	9	6	6	5	3	3
Total Direct Spending	365	437	449	433	477	515	537	596
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	200	253	251	237	275	308	330	385
Campground	35	37	34	34	34	35	34	33
Private Home	93	102	113	115	119	123	125	129
Vacation Home	29	37	42	41	44	44	45	46
Destination Spending	356	429	440	427	472	510	534	593
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	78	106	105	101	113	125	135	158
Food Service	84	99	103	105	116	128	136	153
Food Stores	28	32	34	33	37	40	41	46
Local Tran. & Gas	29	40	49	41	48	49	49	49
Arts, Ent. & Rec.	63	71	70	68	73	78	81	88
Retail Sales	74	81	78	78	84	90	92	100
Visitor Air Tran.	0	0	1	1	1	1	0	0
Destination Spending	356	429	440	427	472	510	534	593
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	56	68	71	74	79	86	90	98
Arts, Ent. & Rec.	26	30	33	33	34	36	40	42
Retail**	13	15	15	14	15	16	16	17
Ground Tran.	1	2	2	2	2	2	2	2
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	4	4	4	3	2	3	4	4
Total Earnings	101	118	125	126	132	143	151	163
Industry Employment Generated by Travel Spending (Jobs)								
Accom. & Food Serv.	3,360	3,840	3,670	3,660	3,820	4,050	4,120	4,280
Arts, Ent. & Rec.	2,360	2,180	2,440	2,350	2,280	2,360	2,410	2,560
Retail**	600	660	660	620	640	660	660	690
Ground Tran.	50	60	60	50	50	50	60	60
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	120	100	100	70	60	60	70	70
Total Employment	6,500	6,840	6,930	6,750	6,850	7,180	7,320	7,660
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	10	12	12	12	14	15	16	18
State Tax Receipts	10	12	12	12	13	14	15	16
Total Gov't Revenue	20	24	24	24	27	29	31	34

Details may not add to totals due to rounding.

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

The Larimer District includes Larimer county.

Denver District Overnight Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	4,109	4,956	5,539	5,306	5,864	6,151	6,541	7,132
Other Travel*	1,215	1,380	1,453	1,393	1,529	1,579	1,672	1,802
Total Direct Spending	5,324	6,335	6,993	6,699	7,393	7,729	8,213	8,934
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	2,837	3,488	3,951	3,764	4,199	4,429	4,770	5,282
Campground	23	24	22	23	22	24	23	22
Private Home	1,213	1,396	1,513	1,467	1,586	1,640	1,690	1,769
Vacation Home	37	48	53	53	56	58	58	60
Destination Spending	4,109	4,956	5,539	5,306	5,864	6,151	6,541	7,132
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	645	869	1,057	940	1,043	1,105	1,219	1,427
Food Service	672	791	884	920	1,008	1,077	1,166	1,279
Food Stores	138	153	174	172	190	199	209	226
Local Tran. & Gas	685	877	1,021	923	1,041	1,062	1,084	1,104
Arts, Ent. & Rec.	445	496	522	516	552	576	606	647
Retail Sales	562	625	642	650	702	733	773	821
Visitor Air Tran.	961	1,145	1,241	1,185	1,329	1,398	1,484	1,629
Destination Spending	4,109	4,956	5,539	5,306	5,864	6,151	6,541	7,132
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	503	600	708	666	718	752	801	861
Arts, Ent. & Rec.	225	258	296	268	281	297	316	347
Retail**	102	112	121	115	120	124	130	137
Ground Tran.	61	72	78	78	76	78	81	88
Visitor Air Tran.	339	380	343	311	317	362	456	501
Other Travel*	466	493	440	399	401	445	547	589
Total Earnings	1,695	1,915	1,986	1,837	1,913	2,058	2,330	2,523
Industry Employment Generated by Travel Spending (Jobs)								
Accom. & Food Serv.	21,550	24,210	26,420	24,890	26,110	26,650	27,820	29,130
Arts, Ent. & Rec.	7,750	8,250	8,810	8,200	8,300	8,680	9,210	9,520
Retail**	3,750	4,090	4,290	4,090	4,240	4,310	4,490	4,620
Ground Tran.	2,140	2,540	2,610	2,300	2,270	2,320	2,370	2,470
Visitor Air Tran.	5,900	5,670	6,050	5,160	5,060	5,320	5,820	6,140
Other Travel*	8,240	7,400	7,800	6,600	6,400	6,580	7,110	7,340
Total Employment	49,330	52,150	55,980	51,250	52,380	53,870	56,820	59,230
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	156	204	235	227	249	260	281	316
State Tax Receipts	118	137	148	141	149	156	168	183
Total Gov't Revenue	274	342	383	368	398	416	450	499

Details may not add to totals due to rounding.

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

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

**El Paso/Teller District
Overnight Travel Impacts, 2004-2014p**

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	937	1,005	1,115	1,087	1,167	1,156	1,176	1,241
Other Travel*	119	124	129	109	112	112	94	94
Total Direct Spending	1,056	1,130	1,245	1,196	1,280	1,267	1,270	1,335
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	641	668	766	740	806	788	811	874
Campground	38	39	36	35	35	36	35	34
Private Home	238	273	287	285	300	304	302	304
Vacation Home	21	25	27	27	28	28	28	29
Destination Spending	937	1,005	1,115	1,087	1,167	1,156	1,176	1,241
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	190	202	223	209	224	221	230	252
Food Service	197	210	244	260	275	276	287	310
Food Stores	43	45	51	52	56	56	58	61
Local Tran. & Gas	68	98	123	96	118	117	114	112
Arts, Ent. & Rec.	162	166	174	178	193	195	205	216
Retail Sales	170	173	183	190	198	195	198	207
Visitor Air Tran.	107	112	116	101	103	95	84	83
Destination Spending	937	1,005	1,115	1,087	1,167	1,156	1,176	1,241
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	138	140	162	161	178	181	190	195
Arts, Ent. & Rec.	62	66	76	71	77	77	80	79
Retail**	30	31	34	33	34	33	33	35
Ground Tran.	0	0	0	0	0	0	0	0
Visitor Air Tran.	6	10	10	10	10	10	9	10
Other Travel*	8	12	12	11	11	12	11	12
Total Earnings	244	258	293	287	309	312	323	331
Industry Employment Generated by Travel Spending (Jobs)								
Accom. & Food Serv.	7,460	7,290	7,790	7,450	7,870	8,130	8,520	8,550
Arts, Ent. & Rec.	3,370	3,410	3,800	3,470	3,720	3,710	3,750	3,780
Retail**	1,230	1,260	1,370	1,320	1,330	1,280	1,300	1,340
Ground Tran.	0	0	0	0	0	0	0	0
Visitor Air Tran.	130	220	220	180	170	170	170	170
Other Travel*	190	280	280	220	210	220	210	220
Total Employment	12,390	12,460	13,470	12,650	13,310	13,520	13,950	14,070
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	23	29	32	32	34	34	35	37
State Tax Receipts	26	28	30	30	31	31	32	33
Total Gov't Revenue	49	57	62	62	65	65	66	70

Details may not add to totals due to rounding.

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

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

**Northeast District
Overnight Travel Impacts, 2004-2014p**

	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	155	176	194	192	209	221	250	277
Other Travel*	2	2	1	1	1	1	1	1
Total Direct Spending	157	178	195	193	210	222	251	278
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	52	58	65	60	70	78	105	130
Campground	7	7	7	7	7	7	7	7
Private Home	92	105	114	119	124	128	130	133
Vacation Home	5	6	8	7	8	8	8	8
Destination Spending	155	176	194	192	209	221	250	277
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	20	22	25	23	26	28	37	47
Food Service	40	46	50	54	58	62	72	81
Food Stores	14	16	18	18	20	21	23	25
Local Tran. & Gas	16	22	28	22	27	27	28	28
Arts, Ent. & Rec.	24	26	28	29	30	31	34	36
Retail Sales	41	44	44	47	49	51	56	60
Visitor Air Tran.	0	0	0	0	0	0	0	0
Destination Spending	155	176	194	192	209	221	250	277
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	23	25	29	28	29	31	36	40
Arts, Ent. & Rec.	12	14	16	14	15	16	16	18
Retail**	8	8	9	9	9	9	10	11
Ground Tran.	0	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	1	1	1	1	1	1	1	1
Total Earnings	44	48	54	51	54	57	63	69
Industry Employment Generated by Travel Spending (Jobs)								
Accom. & Food Serv.	1,780	1,800	1,820	1,690	1,730	1,800	2,040	2,200
Arts, Ent. & Rec.	1,000	1,130	1,250	1,090	1,140	1,180	1,170	1,240
Retail**	360	390	390	380	380	390	420	440
Ground Tran.	0	10	10	10	10	10	10	10
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	40	30	20	20	20	10	10	10
Total Employment	3,180	3,360	3,500	3,190	3,280	3,390	3,640	3,890
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	3	4	4	5	5	5	6	7
State Tax Receipts	5	5	6	6	6	6	7	8
Total Gov't Revenue	8	9	10	10	11	12	13	15

Details may not add to totals due to rounding.

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

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

Southeast District Overnight Travel Impacts, 2004-2014p

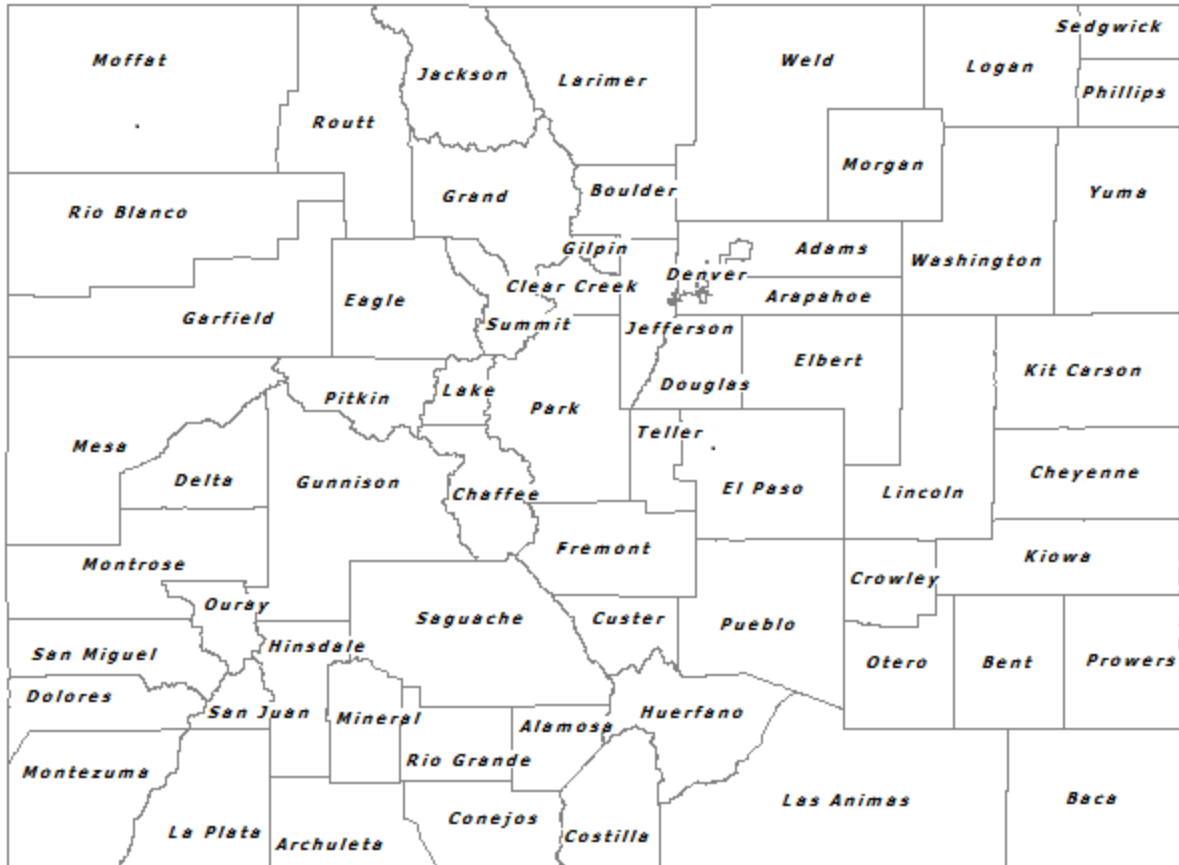
	2004	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending (\$Million)								
Destination Spending	99	109	122	129	134	149	151	156
Other Travel*	22	20	20	8	8	8	13	11
Total Direct Spending	121	129	142	137	142	158	164	167
Visitor Spending by Type of Traveler Accommodation (\$Million)								
Hotel, Motel	33	36	44	50	52	66	65	67
Campground	4	5	4	4	4	5	4	4
Private Home	55	60	63	65	68	69	72	74
Vacation Home	6	8	10	9	10	10	11	11
Destination Spending	99	109	122	129	134	149	151	156
Visitor Spending by Commodity Purchased (\$Million)								
Accommodations	12	13	16	18	17	22	21	22
Food Service	15	16	17	20	21	25	25	26
Food Stores	5	5	6	6	7	7	7	8
Local Tran. & Gas	43	52	59	58	63	65	68	70
Arts, Ent. & Rec.	9	9	10	11	11	12	12	12
Retail Sales	14	14	14	16	16	18	18	18
Visitor Air Tran.	0	0	0	0	0	0	0	0
Destination Spending	99	109	122	129	134	149	151	156
Industry Earnings Generated by Travel Spending (\$Million)								
Accom. & Food Serv.	12	12	14	15	13	15	15	15
Arts, Ent. & Rec.	4	4	5	6	6	6	6	6
Retail**	3	3	3	4	3	4	4	4
Ground Tran.	6	7	7	7	7	7	7	8
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	13	12	12	4	5	5	7	6
Total Earnings	38	38	41	36	34	37	39	39
Industry Employment Generated by Travel Spending (Jobs)								
Accom. & Food Serv.	820	780	830	860	730	800	770	780
Arts, Ent. & Rec.	350	360	360	410	380	440	420	390
Retail**	160	160	160	160	150	170	170	160
Ground Tran.	200	240	240	210	210	210	220	230
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	370	290	260	110	110	120	140	130
Total Employment	1,900	1,840	1,860	1,760	1,590	1,740	1,720	1,690
Government Revenue Generated by Travel Spending (\$Million)								
Local Tax Receipts	2	2	3	4	4	4	4	4
State Tax Receipts	3	4	4	4	4	4	5	5
Total Gov't Revenue	6	6	7	8	8	9	9	9

Details may not add to totals due to rounding.

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

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

V. COUNTY OVERNIGHT VISITOR IMPACTS
2000-2014p



County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Adams										
Travel Spending (\$M)	194.0	219.6	262.3	318.4	342.6	299.0	329.8	347.5	382.6	419.3
Earnings (\$M)	50.5	60.1	67.4	77.9	80.5	73.7	77.9	82.3	94.2	100.3
Employment (jobs)	3,024	3,375	3,692	3,831	3,872	3,531	3,602	3,768	4,396	4,540
Local Taxes (\$M)	8.4	10.4	11.9	14.0	15.2	13.4	14.2	15.4	18.0	20.8
State Taxes (\$M)	8.6	9.2	10.4	11.9	12.1	11.1	11.5	11.9	12.9	13.9
Alamosa										
Travel Spending (\$M)	20.2	20.1	25.0	27.7	29.4	35.8	36.3	39.9	37.0	34.5
Earnings (\$M)	5.9	5.8	6.8	7.5	8.0	8.3	8.3	8.8	8.5	8.4
Employment (jobs)	456	431	459	483	462	466	475	476	457	446
Local Taxes (\$M)	0.7	0.7	0.8	0.8	0.9	1.2	1.1	1.3	1.2	1.1
State Taxes (\$M)	0.6	0.6	0.7	0.8	0.8	1.0	1.0	1.1	1.0	0.9
Arapahoe										
Travel Spending (\$M)	707.4	606.4	661.0	729.2	779.3	740.3	793.2	841.5	875.2	939.0
Earnings (\$M)	237.6	201.7	209.2	214.4	222.6	197.5	208.3	227.0	233.0	251.9
Employment (jobs)	7,972	6,360	6,203	6,052	6,457	5,902	6,134	6,386	6,557	6,921
Local Taxes (\$M)	15.8	13.7	15.5	18.0	20.3	19.3	20.5	22.2	23.6	26.5
State Taxes (\$M)	22.2	19.0	20.4	22.6	23.9	22.8	23.7	25.0	25.9	27.8
Archuleta										
Travel Spending (\$M)	28.6	29.6	34.2	37.8	36.8	40.6	43.7	45.9	47.2	52.8
Earnings (\$M)	11.5	12.0	13.9	14.8	14.6	13.7	13.7	14.4	15.6	16.0
Employment (jobs)	591	600	623	668	611	561	569	561	613	585
Local Taxes (\$M)	1.0	1.1	1.2	1.5	1.5	1.7	1.8	1.9	2.0	2.2
State Taxes (\$M)	0.9	0.9	1.0	1.1	1.1	1.2	1.2	1.3	1.3	1.5

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Baca										
Travel Spending (\$M)	2.0	1.8	2.3	3.0	3.2	3.1	2.9	3.1	3.0	3.1
Earnings (\$M)	0.5	0.4	0.5	0.7	0.7	0.5	0.4	0.5	0.5	0.6
Employment (jobs)	50	41	46	52	49	30	28	29	29	34
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Bent										
Travel Spending (\$M)	2.7	2.5	3.2	3.5	3.9	3.3	2.9	3.7	3.7	3.2
Earnings (\$M)	0.6	0.6	0.8	0.8	0.9	0.7	0.6	0.7	0.8	0.7
Employment (jobs)	54	53	62	66	66	47	41	45	45	41
Local Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Boulder										
Travel Spending (\$M)	326.2	290.5	328.7	372.9	411.3	392.2	424.0	442.2	461.8	476.4
Earnings (\$M)	110.9	99.0	108.6	117.6	134.0	120.3	125.6	133.1	139.2	147.5
Employment (jobs)	5,536	4,752	5,105	5,235	5,428	5,026	5,139	5,228	5,298	5,420
Local Taxes (\$M)	11.0	9.9	10.9	14.1	15.7	15.4	18.2	19.2	20.4	21.4
State Taxes (\$M)	9.6	8.4	9.2	10.5	11.3	10.9	11.6	12.0	12.6	13.0
Broomfield										
Travel Spending (\$M)	0.0	40.0	65.1	73.6	78.5	84.6	95.3	100.8	101.3	107.5
Earnings (\$M)	0.0	13.5	21.7	24.1	26.8	23.4	23.5	25.3	26.3	27.2
Employment (jobs)	0	696	1,025	1,108	1,179	1,077	1,057	1,101	1,127	1,172
Local Taxes (\$M)	0.0	1.6	2.5	3.2	3.4	3.6	4.1	4.4	4.4	4.7
State Taxes (\$M)	0.0	1.0	1.7	1.9	2.1	2.1	2.4	2.5	2.6	2.7

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Chaffee										
Travel Spending (\$M)	44.9	47.3	50.6	50.7	56.5	56.6	59.6	71.0	75.3	81.7
Earnings (\$M)	14.5	15.5	16.2	16.0	18.2	17.6	18.6	19.5	21.0	22.5
Employment (jobs)	976	996	987	903	908	866	910	948	969	995
Local Taxes (\$M)	1.5	1.6	1.6	1.6	1.8	2.0	2.1	2.6	2.8	3.1
State Taxes (\$M)	1.4	1.4	1.5	1.5	1.7	1.7	1.7	2.0	2.1	2.3
Cheyenne										
Travel Spending (\$M)	0.9	0.7	1.0	1.5	1.7	1.6	1.7	1.8	1.8	1.8
Earnings (\$M)	0.2	0.2	0.2	0.3	0.3	0.6	0.3	0.4	0.4	0.4
Employment (jobs)	18	15	19	24	26	48	28	30	32	34
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Taxes (\$M)	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Clear Creek										
Travel Spending (\$M)	19.5	18.6	19.9	22.2	23.3	21.5	23.3	25.1	26.2	26.4
Earnings (\$M)	4.9	4.7	4.8	5.1	5.3	5.5	5.7	6.3	7.2	7.8
Employment (jobs)	351	321	297	300	305	303	313	332	370	372
Local Taxes (\$M)	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.7	0.7
State Taxes (\$M)	0.7	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.8	0.8
Conejos										
Travel Spending (\$M)	5.5	5.6	5.9	7.3	7.5	7.6	7.6	8.2	8.1	8.1
Earnings (\$M)	2.0	2.0	2.1	2.5	2.5	2.1	2.0	2.2	2.1	2.0
Employment (jobs)	130	145	152	175	206	193	149	158	152	160
Local Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Taxes (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Costilla										
Travel Spending (\$M)	4.2	3.0	3.4	3.6	3.7	3.1	3.3	4.0	4.0	3.7
Earnings (\$M)	1.2	0.8	0.9	0.9	1.0	0.9	0.9	1.0	1.0	0.9
Employment (jobs)	122	81	82	80	83	76	78	90	84	76
Local Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Crowley										
Travel Spending (\$M)	0.6	0.5	0.8	1.0	1.1	1.0	1.0	1.0	1.0	1.0
Earnings (\$M)	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Employment (jobs)	9	8	12	12	13	13	13	12	12	12
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Custer										
Travel Spending (\$M)	8.2	8.1	8.3	8.5	9.5	9.2	9.3	9.6	10.0	10.8
Earnings (\$M)	2.0	2.0	2.0	2.0	2.3	1.9	1.7	1.7	1.6	1.8
Employment (jobs)	192	188	176	167	198	155	134	129	121	137
Local Taxes (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
State Taxes (\$M)	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.3
Delta										
Travel Spending (\$M)	23.0	23.3	30.0	36.2	34.3	33.4	33.5	32.0	31.6	34.1
Earnings (\$M)	6.9	7.1	9.0	10.7	10.2	9.6	9.4	9.4	9.4	9.5
Employment (jobs)	516	482	574	654	563	564	524	519	525	507
Local Taxes (\$M)	0.7	0.7	0.9	1.1	1.0	0.9	0.9	0.9	0.9	0.9
State Taxes (\$M)	0.7	0.7	0.8	1.0	0.9	0.9	0.9	0.8	0.8	0.9

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Denver										
Travel Spending (\$M)	3,580.2	3,199.3	3,484.8	4,209.8	4,651.7	4,531.2	5,034.2	5,244.9	5,580.3	6,136.8
Earnings (\$M)	1,119.0	1,140.3	1,146.3	1,319.4	1,334.3	1,245.1	1,293.5	1,399.2	1,634.7	1,783.0
Employment (jobs)	28,203	25,292	26,697	28,801	31,151	28,335	28,993	29,813	31,483	33,027
Local Taxes (\$M)	100.0	93.7	101.8	137.6	160.3	156.4	171.4	177.3	190.5	216.1
State Taxes (\$M)	59.4	54.4	57.3	68.1	74.2	71.6	77.1	81.0	88.9	98.2
Dolores										
Travel Spending (\$M)	2.6	3.1	3.3	3.4	3.5	3.7	3.8	4.6	4.7	4.9
Earnings (\$M)	0.6	0.7	0.8	0.8	0.8	0.7	0.8	0.9	0.9	0.9
Employment (jobs)	58	77	79	78	66	54	54	56	58	56
Local Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Douglas										
Travel Spending (\$M)	84.9	84.5	132.3	165.8	214.3	204.0	217.3	243.2	261.1	277.0
Earnings (\$M)	21.2	21.5	33.1	40.1	54.0	52.3	55.2	57.5	60.1	65.6
Employment (jobs)	1,145	1,093	1,626	1,959	2,495	2,451	2,501	2,569	2,636	2,767
Local Taxes (\$M)	1.8	2.0	3.0	4.0	5.6	5.8	6.3	7.1	8.0	8.6
State Taxes (\$M)	3.2	3.1	4.4	5.3	6.5	6.3	6.5	7.1	7.5	8.0
Eagle										
Travel Spending (\$M)	573.6	587.3	636.2	728.7	775.0	736.4	795.5	863.5	897.7	951.9
Earnings (\$M)	152.8	156.7	165.3	182.7	199.9	182.4	195.8	207.7	217.3	229.3
Employment (jobs)	6,497	6,355	6,387	6,581	6,836	6,307	6,525	6,865	6,900	7,051
Local Taxes (\$M)	23.0	23.8	23.1	26.8	29.1	27.5	29.8	32.9	34.7	37.1
State Taxes (\$M)	14.8	14.6	15.6	17.7	19.0	17.9	19.3	21.0	22.0	23.3

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
El Paso										
Travel Spending (\$M)	977.7	810.1	956.7	1,027.2	1,138.5	1,086.2	1,154.6	1,138.3	1,131.7	1,189.3
Earnings (\$M)	211.9	180.7	209.0	221.8	253.0	246.8	266.0	268.0	278.8	290.0
Employment (jobs)	11,947	9,466	10,944	10,996	11,916	11,139	11,726	11,906	12,419	12,602
Local Taxes (\$M)	20.5	18.5	22.2	28.2	31.3	31.3	32.9	32.5	33.4	35.9
State Taxes (\$M)	25.8	21.4	24.6	26.1	28.5	28.0	29.4	29.1	29.8	31.4
Elbert										
Travel Spending (\$M)	61.6	57.7	60.4	63.8	67.2	57.3	59.2	61.8	69.0	70.4
Earnings (\$M)	21.6	19.3	19.4	19.2	19.7	12.4	12.1	12.7	15.4	15.2
Employment (jobs)	847	696	609	572	546	371	358	370	399	391
Local Taxes (\$M)	0.5	0.6	0.8	0.9	1.5	1.6	1.6	1.7	1.8	1.9
State Taxes (\$M)	1.3	1.3	1.3	1.5	1.6	1.5	1.5	1.5	1.7	1.7
Fremont										
Travel Spending (\$M)	40.4	40.6	46.5	55.1	57.1	55.4	56.8	57.6	58.8	58.7
Earnings (\$M)	11.2	11.4	12.6	14.6	15.4	15.0	15.4	14.9	14.0	13.6
Employment (jobs)	852	842	894	1,010	956	915	897	876	805	756
Local Taxes (\$M)	0.9	1.0	1.1	1.3	1.4	1.3	1.3	1.3	1.4	1.4
State Taxes (\$M)	1.3	1.3	1.4	1.7	1.7	1.7	1.7	1.7	1.7	1.7
Garfield										
Travel Spending (\$M)	60.6	85.6	97.0	125.5	145.0	121.2	132.0	143.9	144.2	157.1
Earnings (\$M)	18.0	26.8	29.5	36.8	43.5	36.1	36.7	38.9	40.9	43.8
Employment (jobs)	990	1,367	1,412	1,588	1,654	1,431	1,440	1,514	1,581	1,668
Local Taxes (\$M)	2.0	3.3	3.6	5.1	5.8	5.1	5.4	6.0	6.1	6.8
State Taxes (\$M)	2.2	2.9	3.2	4.0	4.4	3.8	4.0	4.3	4.3	4.7

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Gilpin										
Travel Spending (\$M)	120.8	140.6	133.1	129.1	121.0	109.5	116.5	124.3	132.3	133.9
Earnings (\$M)	43.2	50.3	45.7	45.3	45.9	50.6	48.8	49.1	47.2	46.8
Employment (jobs)	1,667	1,766	1,569	1,573	1,531	1,655	1,659	1,687	1,669	1,665
Local Taxes (\$M)	0.8	0.9	0.8	0.8	0.8	0.9	0.9	1.0	1.0	1.1
State Taxes (\$M)	1.5	1.7	1.6	1.6	1.5	1.6	1.6	1.6	1.6	1.6
Grand										
Travel Spending (\$M)	153.5	158.8	165.8	195.2	200.0	179.5	209.5	223.1	231.5	270.0
Earnings (\$M)	49.5	51.5	52.6	60.3	63.1	59.4	61.4	64.0	70.3	75.6
Employment (jobs)	2,778	2,621	2,402	2,556	2,564	2,367	2,461	2,544	2,664	2,752
Local Taxes (\$M)	5.4	5.6	5.7	6.6	6.7	5.9	7.0	7.4	7.8	9.2
State Taxes (\$M)	4.2	4.2	4.3	5.0	5.1	4.6	5.2	5.5	5.8	6.6
Gunnison										
Travel Spending (\$M)	85.3	83.2	120.3	138.5	136.4	136.2	142.4	149.9	156.5	174.6
Earnings (\$M)	22.5	22.2	34.4	38.2	39.4	35.0	35.5	38.0	39.8	47.5
Employment (jobs)	1,549	1,453	2,068	2,172	2,036	1,793	1,795	1,867	1,932	2,156
Local Taxes (\$M)	2.4	2.4	4.1	4.7	4.9	5.0	5.1	5.5	5.7	6.6
State Taxes (\$M)	1.9	1.8	2.7	3.1	3.1	3.0	3.1	3.3	3.5	4.0
Hinsdale										
Travel Spending (\$M)	9.2	9.5	9.5	10.5	10.1	10.5	10.8	11.5	11.4	14.3
Earnings (\$M)	5.0	5.3	5.2	5.6	5.5	5.2	7.1	7.6	6.9	8.6
Employment (jobs)	372	381	319	335	298	286	420	444	449	510
Local Taxes (\$M)	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.6
State Taxes (\$M)	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Huerfano										
Travel Spending (\$M)	8.7	8.1	8.8	9.6	11.9	11.4	12.0	12.5	12.4	12.0
Earnings (\$M)	3.1	2.9	2.9	3.0	3.8	3.2	2.9	3.0	3.0	2.8
Employment (jobs)	218	175	164	173	215	184	164	166	166	157
Local Taxes (\$M)	0.2	0.2	0.2	0.2	0.3	0.4	0.4	0.4	0.4	0.4
State Taxes (\$M)	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4
Jackson										
Travel Spending (\$M)	3.2	3.2	3.1	3.4	3.8	3.9	4.0	4.1	4.6	6.0
Earnings (\$M)	2.0	2.0	1.9	2.1	2.3	2.3	2.3	2.4	2.7	3.2
Employment (jobs)	122	102	94	95	94	98	97	99	107	122
Local Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.3
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Jefferson										
Travel Spending (\$M)	424.5	397.3	390.2	465.8	515.0	447.6	499.6	508.8	550.7	578.4
Earnings (\$M)	127.7	121.1	108.7	121.2	133.9	124.3	128.9	134.0	142.7	147.1
Employment (jobs)	6,493	5,788	4,978	5,168	5,397	4,927	4,955	5,006	5,321	5,384
Local Taxes (\$M)	13.0	12.6	10.3	13.5	14.6	12.9	14.1	14.6	16.5	18.1
State Taxes (\$M)	16.3	15.1	14.7	16.8	17.5	15.9	16.7	16.9	18.1	18.9
Kiowa										
Travel Spending (\$M)	0.7	0.7	0.8	0.9	0.9	0.8	0.9	0.9	1.0	1.0
Earnings (\$M)	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Employment (jobs)	22	19	22	21	20	20	20	20	18	18
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Kit Carson										
Travel Spending (\$M)	10.9	11.2	12.5	10.7	13.0	13.8	13.8	16.7	17.8	18.6
Earnings (\$M)	4.1	4.3	4.6	3.5	4.4	4.6	4.9	5.3	5.5	5.7
Employment (jobs)	268	261	261	189	215	216	217	244	244	252
Local Taxes (\$M)	0.1	0.2	0.2	0.2	0.3	0.3	0.3	0.4	0.4	0.5
State Taxes (\$M)	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.6	0.6
La Plata										
Travel Spending (\$M)	173.0	152.0	189.5	211.8	229.1	218.2	231.2	249.0	252.8	273.3
Earnings (\$M)	61.4	54.2	61.6	64.4	70.2	63.3	65.0	68.5	73.0	77.0
Employment (jobs)	3,427	2,742	2,947	2,906	2,838	2,594	2,638	2,747	2,829	2,915
Local Taxes (\$M)	5.2	4.5	5.3	6.2	6.6	6.3	6.5	7.0	7.2	7.8
State Taxes (\$M)	4.7	4.0	4.7	5.1	5.3	5.0	5.1	5.4	5.5	5.9
Lake										
Travel Spending (\$M)	21.6	21.8	21.9	25.1	28.8	27.4	26.3	30.5	29.1	29.5
Earnings (\$M)	7.1	7.2	7.0	7.9	9.5	8.3	8.5	8.8	8.7	9.7
Employment (jobs)	420	405	351	372	393	337	345	357	349	375
Local Taxes (\$M)	0.5	0.6	0.5	0.6	0.7	0.7	0.7	0.8	0.7	0.8
State Taxes (\$M)	0.6	0.6	0.6	0.7	0.8	0.8	0.7	0.8	0.8	0.8
Larimer										
Travel Spending (\$M)	319.4	310.4	365.3	436.7	448.7	432.6	477.3	515.3	536.9	595.6
Earnings (\$M)	90.2	88.2	100.9	118.2	124.5	125.5	132.2	142.5	151.4	162.9
Employment (jobs)	6,289	5,847	6,496	6,836	6,933	6,752	6,849	7,183	7,315	7,655
Local Taxes (\$M)	8.7	8.5	9.6	11.8	11.8	11.7	14.2	15.0	15.8	17.9
State Taxes (\$M)	9.6	9.1	10.3	12.3	12.4	12.2	13.1	14.1	14.8	16.4

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Las Animas										
Travel Spending (\$M)	15.1	15.2	17.9	27.7	35.8	33.4	36.6	35.2	36.1	35.9
Earnings (\$M)	5.4	5.6	6.3	9.6	12.9	11.8	11.5	11.0	11.3	11.4
Employment (jobs)	422	390	432	632	770	673	647	611	615	607
Local Taxes (\$M)	0.4	0.4	0.5	0.7	0.9	0.9	0.9	0.9	0.9	0.9
State Taxes (\$M)	0.5	0.5	0.6	0.9	1.1	1.0	1.1	1.0	1.1	1.1
Lincoln										
Travel Spending (\$M)	10.4	10.5	12.1	16.6	19.0	22.8	24.7	28.4	27.3	29.6
Earnings (\$M)	2.2	2.3	2.4	3.1	3.4	4.6	3.1	2.8	2.4	2.5
Employment (jobs)	172	181	171	209	213	270	174	153	124	125
Local Taxes (\$M)	0.2	0.2	0.2	0.3	0.3	0.6	0.6	0.7	0.7	0.8
State Taxes (\$M)	0.5	0.5	0.6	0.7	0.7	0.9	0.8	0.9	0.9	0.9
Logan										
Travel Spending (\$M)	14.9	17.2	18.6	20.5	21.7	21.7	20.6	24.3	26.4	30.1
Earnings (\$M)	4.8	5.7	6.0	6.3	6.9	6.4	5.9	6.7	7.8	8.9
Employment (jobs)	332	375	402	403	383	349	326	375	424	479
Local Taxes (\$M)	0.4	0.5	0.5	0.5	0.6	0.6	0.5	0.8	0.9	1.1
State Taxes (\$M)	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.7	0.8	0.9
Mesa										
Travel Spending (\$M)	127.7	133.2	180.4	223.8	272.8	240.0	251.9	266.5	269.1	275.3
Earnings (\$M)	34.7	39.1	43.9	53.0	64.7	57.2	55.0	57.8	60.8	64.0
Employment (jobs)	2,407	2,481	2,701	3,029	3,340	2,909	2,852	2,900	2,994	3,090
Local Taxes (\$M)	4.2	4.7	5.4	6.7	8.6	7.4	7.4	7.9	8.0	8.2
State Taxes (\$M)	3.8	4.0	4.5	5.5	6.4	5.6	5.6	5.9	6.0	6.2

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Mineral										
Travel Spending (\$M)	11.5	12.2	11.8	12.4	12.6	13.7	12.7	13.8	12.7	14.3
Earnings (\$M)	3.6	3.9	3.7	3.9	4.1	4.3	4.3	4.5	4.3	4.5
Employment (jobs)	264	317	288	286	290	296	271	294	268	282
Local Taxes (\$M)	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.5	0.4	0.5
State Taxes (\$M)	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4
Moffat										
Travel Spending (\$M)	18.5	16.7	22.4	31.4	34.5	26.1	30.6	37.0	34.0	28.6
Earnings (\$M)	4.4	4.0	5.4	7.6	8.6	7.7	7.6	8.8	8.6	7.7
Employment (jobs)	403	347	439	582	595	499	479	534	520	476
Local Taxes (\$M)	0.5	0.5	0.7	1.0	1.1	0.8	1.0	1.2	1.1	0.9
State Taxes (\$M)	0.5	0.5	0.6	0.9	1.0	0.7	0.8	1.0	0.9	0.8
Montezuma										
Travel Spending (\$M)	64.0	54.2	62.9	72.4	75.8	70.0	73.9	77.0	84.4	85.0
Earnings (\$M)	16.3	13.3	14.9	17.1	18.3	17.0	17.7	17.7	18.9	20.2
Employment (jobs)	1,260	965	1,038	1,137	1,089	986	1,021	971	1,009	1,050
Local Taxes (\$M)	2.0	1.8	1.9	2.2	2.3	2.1	2.1	2.2	2.4	2.5
State Taxes (\$M)	1.9	1.5	1.7	2.0	2.0	1.9	2.0	2.0	2.2	2.3
Montrose										
Travel Spending (\$M)	63.9	59.9	76.8	91.9	98.9	103.1	103.1	103.8	110.0	115.4
Earnings (\$M)	14.9	14.6	16.4	18.8	20.0	18.2	17.2	18.2	19.2	19.6
Employment (jobs)	1,026	999	1,112	1,144	925	777	739	796	845	837
Local Taxes (\$M)	1.3	1.1	1.5	1.6	2.1	2.2	2.2	2.2	2.2	2.3
State Taxes (\$M)	1.8	1.7	1.9	2.2	2.3	2.4	2.3	2.3	2.4	2.5

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Morgan										
Travel Spending (\$M)	18.2	16.6	22.0	22.8	24.9	20.1	22.0	24.2	26.4	34.0
Earnings (\$M)	5.2	4.8	6.2	5.9	6.5	6.1	6.1	6.7	7.2	7.9
Employment (jobs)	445	381	494	453	482	451	429	461	480	515
Local Taxes (\$M)	0.4	0.4	0.5	0.5	0.5	0.4	0.5	0.5	0.6	0.9
State Taxes (\$M)	0.7	0.7	0.8	0.8	0.8	0.7	0.7	0.8	0.9	1.1
Otero										
Travel Spending (\$M)	12.6	10.7	14.2	15.0	16.9	18.0	19.0	19.5	19.8	20.2
Earnings (\$M)	3.8	3.2	4.1	4.1	4.8	4.9	4.8	4.7	4.9	5.1
Employment (jobs)	315	222	287	279	305	309	285	267	265	263
Local Taxes (\$M)	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.5
State Taxes (\$M)	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.6
Ouray										
Travel Spending (\$M)	21.5	20.9	22.1	22.1	27.8	28.3	29.3	32.3	33.3	33.8
Earnings (\$M)	7.8	7.6	8.0	7.7	10.0	8.8	8.5	9.4	9.9	10.9
Employment (jobs)	488	440	403	378	461	424	403	430	459	486
Local Taxes (\$M)	0.8	0.8	0.8	0.9	1.1	1.4	1.4	1.5	1.6	1.6
State Taxes (\$M)	0.7	0.6	0.7	0.7	0.8	0.8	0.8	0.9	0.9	1.0
Park										
Travel Spending (\$M)	14.3	14.9	15.7	17.6	19.6	19.8	21.3	21.6	22.0	23.7
Earnings (\$M)	5.5	5.8	5.9	6.4	7.2	6.1	6.0	6.1	6.1	6.4
Employment (jobs)	465	432	472	500	518	488	416	406	406	422
Local Taxes (\$M)	0.4	0.4	0.4	0.5	0.5	0.5	0.6	0.6	0.6	0.7
State Taxes (\$M)	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.6

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Phillips										
Travel Spending (\$M)	2.5	2.3	3.2	3.9	4.4	3.9	4.4	4.4	4.5	4.5
Earnings (\$M)	0.5	0.5	0.6	0.7	0.7	0.8	0.8	0.8	0.9	1.0
Employment (jobs)	47	47	60	60	59	52	48	53	54	61
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Taxes (\$M)	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Pitkin										
Travel Spending (\$M)	385.3	392.0	428.6	517.7	552.7	586.6	539.7	584.9	619.5	668.0
Earnings (\$M)	135.5	139.2	149.5	176.6	193.6	193.4	193.9	206.9	225.9	246.2
Employment (jobs)	4,041	3,923	3,906	4,227	4,210	4,190	4,191	4,301	4,496	4,698
Local Taxes (\$M)	11.9	13.0	16.0	19.8	21.3	24.0	22.7	24.8	26.4	28.9
State Taxes (\$M)	9.2	9.2	10.0	12.1	13.0	13.6	12.5	13.6	14.5	15.8
Prowers										
Travel Spending (\$M)	13.3	12.2	13.5	13.2	14.8	15.1	15.3	20.9	19.2	18.2
Earnings (\$M)	5.8	5.3	5.8	5.6	6.6	7.0	6.9	9.2	8.5	8.4
Employment (jobs)	397	374	412	412	406	437	424	571	552	524
Local Taxes (\$M)	0.4	0.3	0.4	0.4	0.5	0.5	0.5	0.7	0.7	0.6
State Taxes (\$M)	0.4	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.5
Pueblo										
Travel Spending (\$M)	92.9	92.3	113.5	119.2	134.7	138.3	149.7	149.3	150.6	162.2
Earnings (\$M)	32.9	33.0	39.7	40.1	46.1	46.5	48.6	49.8	49.8	50.7
Employment (jobs)	1,938	1,852	2,076	2,007	2,057	1,990	2,041	1,994	2,016	1,930
Local Taxes (\$M)	3.0	3.0	3.4	3.5	4.0	4.3	4.5	4.5	4.5	5.1
State Taxes (\$M)	3.2	3.1	3.5	3.7	4.0	4.1	4.3	4.3	4.3	4.6

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Rio Blanco										
Travel Spending (\$M)	10.3	10.0	14.1	12.3	17.0	13.7	13.5	14.5	15.7	14.5
Earnings (\$M)	4.6	4.4	6.4	5.3	7.7	7.2	6.1	6.6	7.0	6.4
Employment (jobs)	287	203	284	213	261	220	208	225	230	216
Local Taxes (\$M)	0.2	0.3	0.4	0.3	0.5	0.4	0.4	0.4	0.4	0.4
State Taxes (\$M)	0.3	0.3	0.4	0.3	0.5	0.4	0.4	0.4	0.4	0.4
Rio Grande										
Travel Spending (\$M)	13.5	14.3	16.5	17.4	17.8	18.3	18.1	22.2	18.4	20.6
Earnings (\$M)	5.2	5.6	6.3	6.3	6.4	6.3	5.8	6.9	6.9	7.0
Employment (jobs)	410	401	453	408	399	361	323	368	395	402
Local Taxes (\$M)	0.5	0.6	0.6	0.6	0.6	0.7	0.6	0.8	0.7	0.8
State Taxes (\$M)	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.7	0.6	0.6
Routt										
Travel Spending (\$M)	220.5	234.6	249.9	296.6	322.7	273.2	291.0	294.8	316.3	342.4
Earnings (\$M)	87.9	93.3	95.8	110.9	124.2	119.7	124.2	134.2	140.4	153.9
Employment (jobs)	3,400	3,268	3,119	3,416	3,413	3,295	3,397	3,598	3,631	3,826
Local Taxes (\$M)	7.9	8.6	9.0	10.6	11.6	9.5	10.1	10.2	11.1	12.2
State Taxes (\$M)	5.5	5.7	5.9	7.0	7.6	6.6	6.9	7.1	7.6	8.3
Saguache										
Travel Spending (\$M)	3.9	4.2	4.9	5.3	5.6	6.0	6.3	6.8	6.9	8.0
Earnings (\$M)	1.1	1.1	1.3	1.4	1.5	1.7	1.6	1.7	1.8	2.0
Employment (jobs)	88	84	90	109	118	124	119	118	122	143
Local Taxes (\$M)	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
San Juan										
Travel Spending (\$M)	12.5	11.9	10.6	12.8	11.6	12.1	13.1	13.3	14.2	14.7
Earnings (\$M)	3.1	3.0	2.6	3.1	2.8	3.3	3.1	3.2	3.3	3.5
Employment (jobs)	221	199	168	200	170	162	167	165	167	164
Local Taxes (\$M)	0.4	0.3	0.3	0.4	0.3	0.4	0.4	0.4	0.5	0.5
State Taxes (\$M)	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4
San Miguel										
Travel Spending (\$M)	105.5	106.2	113.0	121.6	135.3	123.0	138.4	142.0	171.3	181.1
Earnings (\$M)	36.0	36.2	36.0	38.4	44.4	46.2	54.2	54.5	61.0	65.0
Employment (jobs)	1,392	1,369	1,217	1,223	1,294	1,304	1,426	1,444	1,558	1,628
Local Taxes (\$M)	3.8	3.7	4.1	4.5	5.2	4.7	5.4	5.5	6.8	7.2
State Taxes (\$M)	2.8	2.7	2.7	3.0	3.4	3.2	3.6	3.7	4.4	4.7
Sedgwick										
Travel Spending (\$M)	1.2	1.1	1.6	1.8	2.0	1.9	2.1	2.1	2.1	2.1
Earnings (\$M)	0.3	0.3	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3
Employment (jobs)	24	23	30	29	27	23	20	20	20	20
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Taxes (\$M)	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Summit										
Travel Spending (\$M)	486.9	461.8	484.0	565.4	616.3	588.8	612.4	641.7	700.2	778.6
Earnings (\$M)	134.4	128.0	132.5	149.5	166.5	152.4	160.9	164.5	177.0	191.7
Employment (jobs)	6,918	6,298	6,184	6,376	6,360	6,134	6,457	6,604	6,811	7,103
Local Taxes (\$M)	18.3	17.3	17.9	21.3	24.2	23.1	24.8	26.1	28.9	32.4
State Taxes (\$M)	14.5	13.4	14.0	16.3	17.8	16.8	17.5	18.2	19.9	22.0

County Overnight Travel Impacts, 2000-2014p

	2000	2002	2004	2006	2008	2010	2011	2012	2013	2014p
Teller										
Travel Spending (\$M)	86.1	87.0	99.3	102.6	106.0	109.6	124.9	129.1	138.2	146.1
Earnings (\$M)	31.2	32.1	35.0	36.4	40.3	40.0	42.7	44.3	43.8	40.4
Employment (jobs)	1,538	1,422	1,441	1,467	1,552	1,516	1,583	1,617	1,530	1,466
Local Taxes (\$M)	0.7	0.6	0.7	0.8	0.8	0.9	1.0	1.0	1.0	1.1
State Taxes (\$M)	1.3	1.3	1.5	1.6	1.7	1.7	1.8	1.9	1.9	1.9
Washington										
Travel Spending (\$M)	2.0	1.7	2.4	2.6	2.6	2.6	2.7	2.7	2.7	2.8
Earnings (\$M)	0.5	0.5	0.7	0.7	0.7	0.5	0.5	0.5	0.6	0.6
Employment (jobs)	40	40	52	55	49	30	30	29	30	30
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
State Taxes (\$M)	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Weld										
Travel Spending (\$M)	75.9	75.8	102.6	117.8	131.1	135.8	150.0	156.1	180.3	195.9
Earnings (\$M)	21.3	21.5	28.3	31.7	36.3	34.6	37.7	39.2	43.9	48.1
Employment (jobs)	1,758	1,612	1,975	2,173	2,334	2,116	2,238	2,283	2,465	2,623
Local Taxes (\$M)	1.6	1.7	2.2	2.7	3.0	3.2	3.6	3.7	4.5	5.1
State Taxes (\$M)	2.5	2.4	3.0	3.4	3.7	3.8	4.1	4.2	4.9	5.3
Yuma										
Travel Spending (\$M)	5.7	6.0	6.2	8.0	8.1	7.2	8.2	8.0	8.4	8.5
Earnings (\$M)	1.9	2.1	2.0	2.5	2.5	2.5	2.7	2.7	2.6	2.5
Employment (jobs)	171	176	169	186	163	171	186	168	172	167
Local Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Taxes (\$M)	0.2	0.2	0.2	0.3	0.3	0.2	0.3	0.3	0.3	0.3

This page intentionally blank

APPENDICES

Appendix A. Regional Travel Impact Model

Appendix B. Definition of Terms

Appendix C. NAICS Industries

Regional Travel Impact Model

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

Direct Impacts

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

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

Types of Travel Impacts Included

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

The impacts associated with both overnight and day travel are included if the travelers remain at the destination overnight or the destination is over 50 miles, one-way, from the traveler's home. These definitions are used to screen and, if necessary, to interpret and adjust local data used for travel impact measurements.

Transportation Impacts

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

Impact Categories

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

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

Visitor Categories

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

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

Reporting Format

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

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

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

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

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

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

Interpretation of Impact estimates

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

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

DEFINITION OF TERMS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TRAVEL IMPACT INDUSTRIES MATCHED TO 2007 NAICS

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

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

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

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