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Colorado Travel Impacts

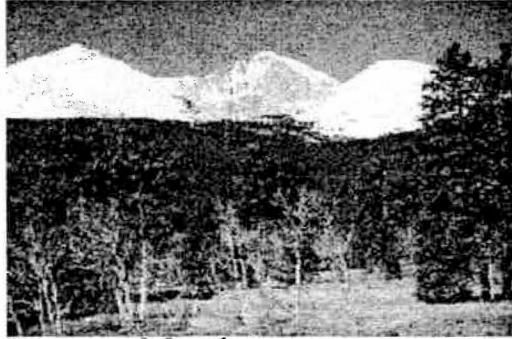
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1997

State, Region, and County Estimates



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Prepared for the

Colorado Tourism Board

and the

Colorado Travel and Tourism Authority

Colorado Travel Impacts

1997

Prepared for the
Colorado Tourism Board
and the
Colorado Travel and Tourism Authority

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Preface

This study was prepared for the Colorado Tourism Board and the Colorado Travel and Tourism Authority to document the economic significance of the visitor industry on Colorado's economy. It is part of a larger research project on travel and tourism in Colorado conducted by Longwoods International.

Dean Runyan Associates was subcontracted by Longwoods specifically to provide economic impact estimates. These impact estimates were derived from the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates and provide measurement of the visitor expenditures in Colorado and the employment, payroll, income and tax revenue directly generated from these expenditures. This analysis provides estimates of the economic impact of travel in the State of Colorado and each of its 63 counties during 1997.

This report would not have been possible without the efforts of others. John Frew of the Colorado Tourism Board provided essential guidance during the initial stages of this project, as did Rich Meredith in his capacity as Executive Director of the Colorado Travel and Tourism Authority. Jane Siegel and the staff at Longwoods International provided visitor expenditure data from their survey of travelers in Colorado. In addition, many individuals and organizations provided other essential information and data. Among those who were most helpful were Bennie Catuccio and Corky Lopez of the Colorado Department of Revenue, and Cindy DeGroen and Bill Timmermeyer of the Colorado Department of Local Affairs.

Introduction

The travel industry is one of the most important segments of the Colorado economy, providing business opportunities, employment and government revenue throughout the state. Travel originating in domestic and international markets has large economic impacts for the state and its local jurisdictions. Further, many locations within Colorado serve as travel destinations in their own right, for both Colorado residents and out-of-state visitors. These areas accordingly consider travel and tourism a primary industry.

Objectives

This report describes the economic impacts of travel to and through the State of Colorado and each of its 63 counties during 1997. In addition, the county impact estimates have been combined into four regional groupings and eleven districts to facilitate an analysis of the significance of the travel industry in different geographic areas of the state.

Travel impacts consist of estimates of travel spending and the employment, wage and salary income (payroll), and state and local tax revenues 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.

Impact Measurement Methodology

Travel impacts are measured using the Regional Travel Impact Model (RTIM). This model uses survey data on visitor expenditures and various other sources of information including room tax receipts, camping attendance data, and payroll and employment data. A review of the model's methodological procedures is included in Appendix A. Appendix B contains a glossary of terms as they apply to this report and the travel industry specifically.

Economic impact measurements reported herein represent only direct economic impacts, which are those that occur directly as a result of travel and the associated expenditures within Colorado. Indirect or "multiplier" effects are not included.

The "travel industry" as described in this report refers to a collection of businesses that provide goods and services to the traveling public. These types of businesses are coded according to the U.S. Office of Management and Budget's Standard Industrial Classifications (SIC). Appendix C shows the level of detail at which traveler expenditures are attributed to business categories, as well as the specific assignments to SIC codes.

Types of Travel Impacts Included

This analysis includes all overnight travel in Colorado. All trips to Colorado by U.S. residents and foreign visitors are included. The travel of Colorado residents to other destinations in Colorado is included provided that it involves an overnight stay away from home and does not constitute commuting nor other routine travel. Travel to non-Colorado destinations by Colorado residents is not included.

The terms "traveler" and "visitor" are used interchangeably in this report. Both represent a person who is traveling in Colorado away from his or her home, on a trip as defined above. The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical or educational purposes.

Impact Categories

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

<i>Impact Category</i>	<i>Description</i>
Expenditures or Travel Spending	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.
Payroll	Payments to wage and salary workers by the businesses which receive travel expenditures. Only the payroll attributable to travel expenditures is included; this typically is only a portion of all business receipts.
Employment	Employment associated with the above payroll; this includes both full- and part-time positions. Employment of working proprietors is not included.
Local Tax Receipts	Tax receipts collected by counties and municipalities, as levied on applicable travel-related purchases. Consists of transient occupancy taxes and local sales and use taxes.
State Tax Receipts	State corporate income taxes and gasoline taxes attributable to travel expenditures, personal income taxes based on the associated travel-generated employment, and tax receipts derived from state sales taxes on travel-related purchases.

It should be noted that existing data sources do not permit the calculation of proprietor income (as opposed to employee wages and salaries). This may result in some underestimation of payroll and tax receipts, particularly in rural areas where small business ownership is relatively more important.

Visitor Categories

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

<i>Type of Visitor</i>	<i>Description</i>
Hotel/Motel/Resort	Travelers staying in hotels, motels, resorts, bed & breakfast establishments, rented condominiums and other commercial accommodations (excluding campgrounds) where sales taxes and/or a transient occupancy tax are collected.
Private Camper	Travelers staying in a privately owned (i.e., commercial) campground.
Public Camper	Travelers staying in a publicly managed campground such as those managed by the Colorado State Parks Department, the U.S. Forest Service or the National Park Service.
Private Home Visitor	Travelers staying as guests with friends or relatives.
Vacation Home Visitor	Travelers using their own vacation home or timeshare and those borrowing or renting a vacation home where transient occupancy tax is not collected.
Pass Through	Travelers in the Denver Metro or Pikes Peak region that stay overnight in another region of Colorado. Pass Throughs were not estimated for other regions of Colorado.

Business Categories

Travel spending is also distinguished by the type of product or service visitors spend their money on. These business spending categories are:

<i>Type of Business</i>	<i>Description</i>
Accommodations	Commercial accommodations and public campgrounds, including time share units that collect fees. Private home visitors do not have accommodation expenditures.
Eating, drinking	Food and beverages in restaurants and clubs.
Ground transport	Gasoline and motor vehicle services, auto rentals, taxis, buses and other local ground transportation.
Recreation	Any event or activity classified as entertainment or recreation.
Retail Sales	Other retail goods, including food and beverages for off-premise consumption.
Air Transportation	Air transportation for travel within the state of Colorado.

Air Transportation

It should be noted that Air Transportation estimates refer only to air transportation for travel within the state of Colorado. Impacts for air travel to and from Colorado are excluded. Unless otherwise noted, air transportation spending is excluded from the spending by accommodation categories indicated in the visitor categories. Total spending by accommodation is referred to as destination spending.

The State

The travel industry is a major component of the Colorado economy. In many localities, it is one of the largest and most rapidly growing segments of the economy. The industry is comprised primarily of business firms and organizations that provide services and sell retail goods, such as lodging establishments, restaurants, recreational facilities and transportation services. The money that visitors spend on these goods and services while in Colorado creates employment for residents of the state. Travel spending also generates tax receipts for local and state governments, consisting primarily of sales and use taxes levied on the purchase of goods and services by the traveler. The state government also collects taxes on motor fuel, the personal income of employees, and the corporate income of businesses.

Visitors spent more than \$7.1 billion in Colorado in 1997. Spending on overnight travel directly supported 112,000 jobs with a payroll of more than \$1.5 billion, and generated \$390 million in local and state tax revenues.

Travel Impacts at a Glance

1997

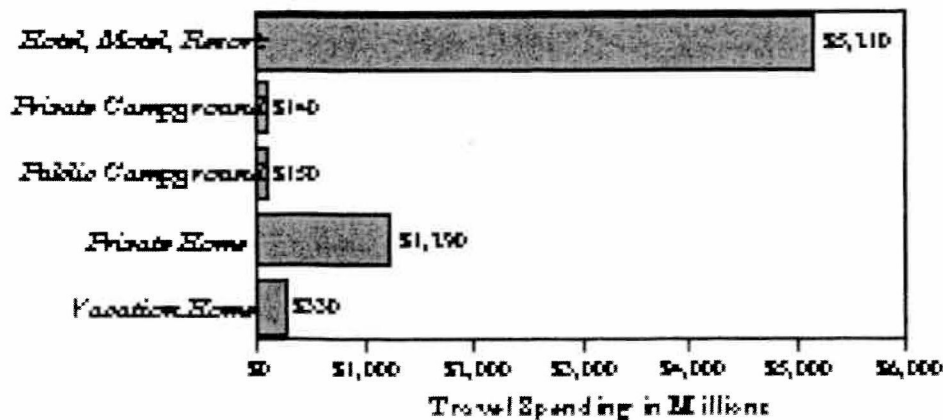
Travel Generated Spending (\$ Million)	
Destination Spending	6,870
Air Transportation within Colorado	250
Total Spending	7,120
Travel Generated Payroll (\$ Million)	
	1,540
Travel Generated Employment (thousands of jobs)	
	112
Travel Generated Tax Receipts (\$ Million)	
Local Taxes	220
State Taxes	170
Total Tax Receipts	390

Travel Impacts by Type of Traveler Accommodation

Destination spending refers to the money spent by travelers for goods and services in a particular locality (i.e. county) within the state. Destination spending excludes air fares and commissions paid to travel agents. The graph *Travel Spending by Type of Accommodation* breaks out this spending according to the type of overnight accommodation the traveler used.

Those that stayed in hotels, motels and resorts (including rented condominiums and bed & breakfasts) spent more than \$4.8 billion or 70% of all destination spending in the state. Those that stayed in the private home of a friend or relative spent \$1.2 billion or 17% of all destination spending. The high proportion for hotels, motels, and resorts is a reflection of business travel to the Denver Metro and Pikes Peak regions and the importance of skiing and other recreational activities in mountain resort areas of the state. Although campgrounds and vacation homes (an owned second home or time-share unit) comprise a relatively small proportion of destination spending within the state, in many counties these types of accommodations are significant.

Travel Spending by Type of Accommodation
1997



Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts

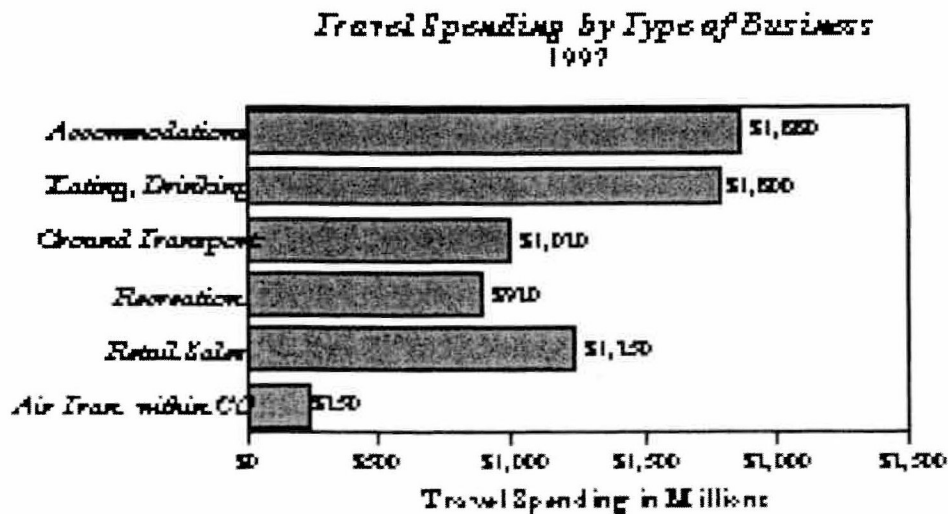
breakfasts.
Estimates
include
spending on
air
transportation
within
Colorado.

Travel Impacts by Type of Business

Colorado's travel industry is composed primarily of retail and service firms representing an assortment of businesses. The following graph, *Travel Spending by Type of Business*, shows the types of businesses in which visitors make their purchases.

More than 27% (\$1,880 million) of all travel spending was for overnight accommodations, which includes hotels, motels, resorts, campgrounds, and vacation homes. Visitors spent almost as much (\$1,800 million) on eating and drinking in restaurants and clubs. The high proportion of spending on these two categories also is a reflection of the importance of business travel and leisure travel to Colorado's recreational destinations.

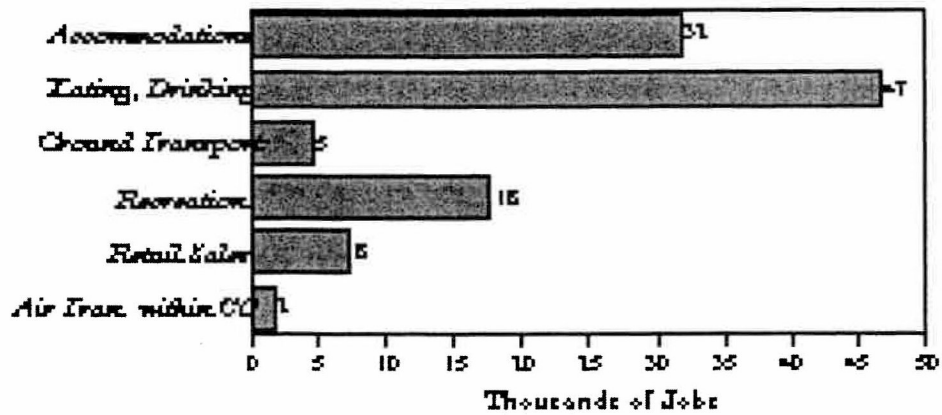
Spending on ground transportation (\$1,020 million) includes gasoline and services for private motor vehicles, auto rentals, and fares. Spending on recreation (\$920 million) includes spending on a wide variety of recreational outdoor activities and cultural events. In Colorado, skiing is the largest single component of recreational spending (about 1/3 statewide). Retail sales (\$820 million) include shopping in a variety of retail establishments (excluding groceries and beverages). Shopping is generally a larger component of travel spending in urban areas. Spending in food stores (\$420 million) is more important in rural areas.



Employment and Payroll

Visitor spending by overnight travelers in Colorado directly generated 112,000 jobs in the travel industry with a payroll of more than \$1.5 billion. Eating and drinking establishments employed the most (47,000), followed by accommodations (32,000) and recreational facilities (18,000). The large number of travel generated jobs in these businesses is a reflection of both the amount of spending and the labor intensity of these types of businesses. Expenditures on retail goods and ground transportation generate relatively fewer jobs because the cost of the good (e.g., gasoline) is high relative to the payroll.

Travel Generated Employment 1997



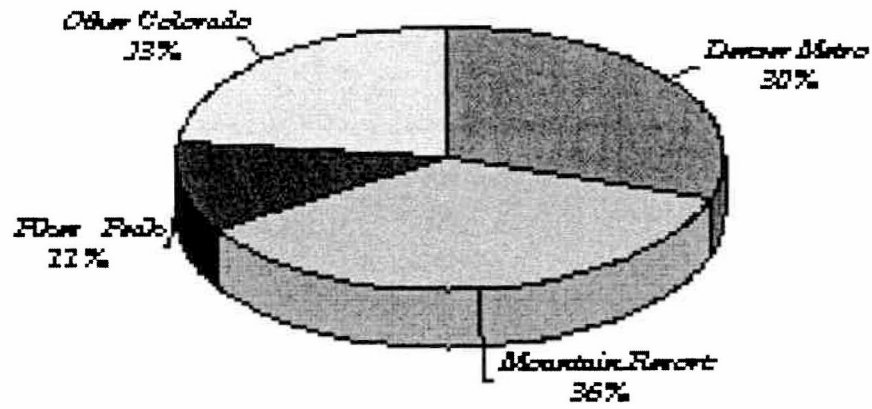
Tax Revenues Generated by Travel Spending

Visitor spending directly generated \$390 million in local and state tax revenues. The local tax receipts of \$220 million represent county and jurisdictional sales taxes, transient occupancy (or room) taxes, and auto rental taxes related to travel spending. The state tax receipts of \$170 million represent the state sales tax, motor fuel tax, and taxes on personal and corporate income receipts related to travel spending. The estimates of tax revenue do not include property tax payments made by travel industry business.

Regions

The following section provides estimates of travel impacts for four regions within Colorado. These four regions are the Denver Metro region, the Mountain Resort counties west of the Rockies, the Pikes Peak region, and all remaining counties in the State. This regional breakout of travel impacts indicates that while travel spending is significant throughout the state, (see *Travel Spending by Region*, below) the nature of the travel industry varies throughout the state.

Travel Spending by Region



<i>Region</i>	<i>Counties</i>
Denver Metro	Adams, Arapahoe, Denver, Douglas, Jefferson
Mountain Resort	Eagle, Grand, Gunnison, La Plata, Montrose, Pitkin, Routt, San Miguel, Summit
Pikes Peak	El Paso, Fremont, Teller
Other Colorado	all other counties

	<i>Denver Metro</i>	<i>Mountain Resort</i>	<i>Pikes Peak</i>	<i>Other Colorado</i>
Travel Spending by Category (\$000)				
Destination Spending	1,974,060	2,515,780	792,860	1,590,390
Hotel, Motel, Resort*	1,290,530	2,229,290	471,790	853,750
Private Campground	9,540	24,900	29,550	64,320
Public Campground	6,340	33,000	5,780	92,770
Private Home	455,910	67,270	224,000	454,100
Vacation Home	12,880	161,320	19,600	125,450
Pass Through**	198,870	n.a.	42,160	n.a.
Air Tran. within CO	342,510	299,330	132,190	48,600
Total Spending	2,117,060	2,554,160	816,860	1,639,000
Travel Spending by Type of Business (\$000)				
Destination Spending	1,974,060	2,515,780	792,860	1,590,390
Accommodations	549,550	803,720	180,800	345,020
Eating, Drinking	556,270	554,790	238,390	453,290
Retail Sales	366,320	426,730	141,440	313,850
Recreation	159,420	431,220	100,030	233,280
Ground Transport	342,510	299,330	132,190	244,960
Air Tran. within CO	142,990	38,380	24,000	48,610
Total Spending	2,117,060	2,554,160	816,860	1,639,000
Payroll Generated by Travel Spending (\$000)				
Total Payroll	454,730	592,880	169,230	325,930
Employment Generated by Travel Spending (Jobs)				
Accommodations	9,160	11,680	3,400	7,850
Eating, Drinking	12,770	13,030	7,020	14,580
Retail Sales	2,330	2,680	930	2,140
Recreation	2,300	8,090	1,670	5,850
Ground Transport	1,430	1,630	600	1,100
Air Tran. within CO	990	380	230	480
Total Employment	28,950	37,510	13,870	31,990
Tax Revenues Generated by Travel Spending (\$000)				
Local Taxes	79,460	77,740	18,970	45,130
State Taxes	53,040	59,660	18,880	35,300
Total Tax Receipts***	132,500	137,420	37,850	80,430

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are available only for the Denver Metro and Pikes Peak regions.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

Denver Metro Region

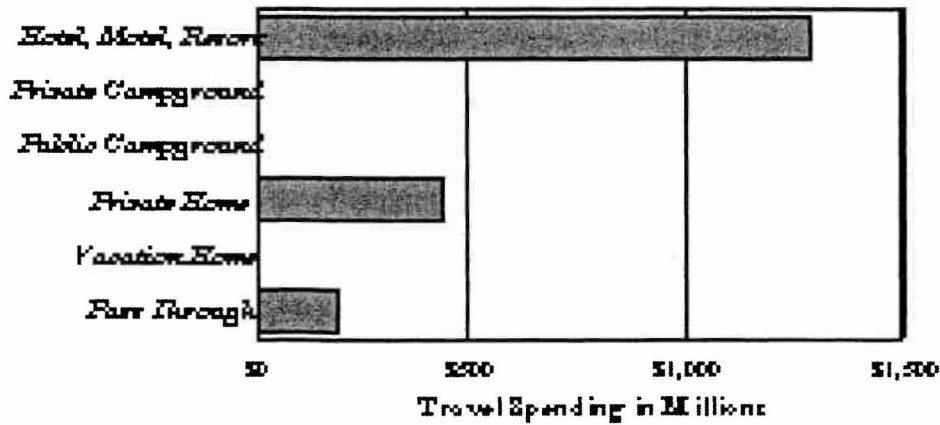
Travel Impacts at a Glance

1997

<i>Travel Generated Spending (\$000)</i>	
Destination Spending	1,974,060
Air Transportation within Colorado	142,990
Total Spending	2,117,060
<i>Travel Generated Payroll (\$000)</i>	
	454,730
<i>Travel Generated Employment (Jobs)</i>	
	28,950
<i>Travel Generated Tax Receipts (\$000)</i>	
Local Taxes	79,460
State Taxes	53,040
Total Tax Receipts	132,500
<i>Travel Spending per Resident (\$)</i>	
	1,134

Note: The Denver Metro region includes Adams, Arapahoe, Denver, Douglas & Jefferson counties. Property taxes are not included in estimate of travel generated tax receipts.

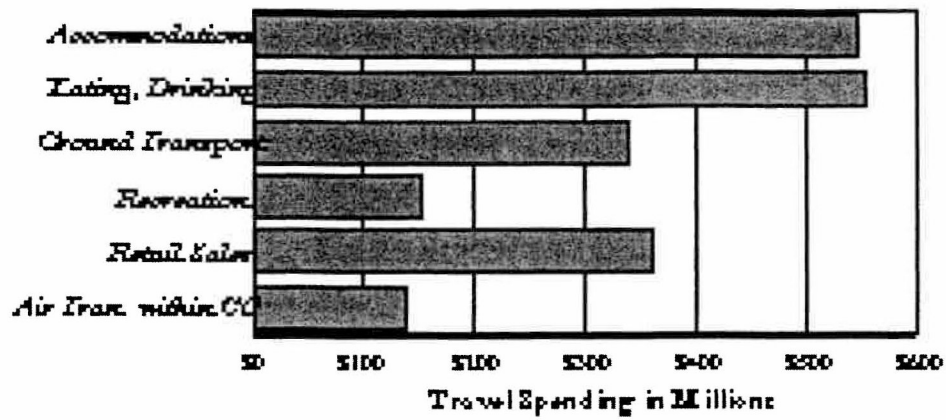
Destination Spending by Type of Accommodation 1997



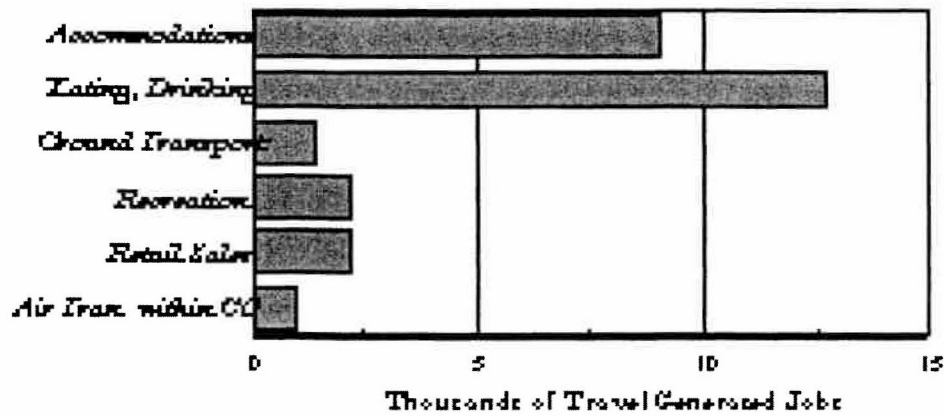
Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Pass Through refers to travelers in the Denver Metro region that stayed overnight elsewhere in Colorado. Air transportation spending excluded.

Denver Metro Region

Travel Spending by Type of Business
1997



Travel Generated Employment
1997



Mountain Resort Region

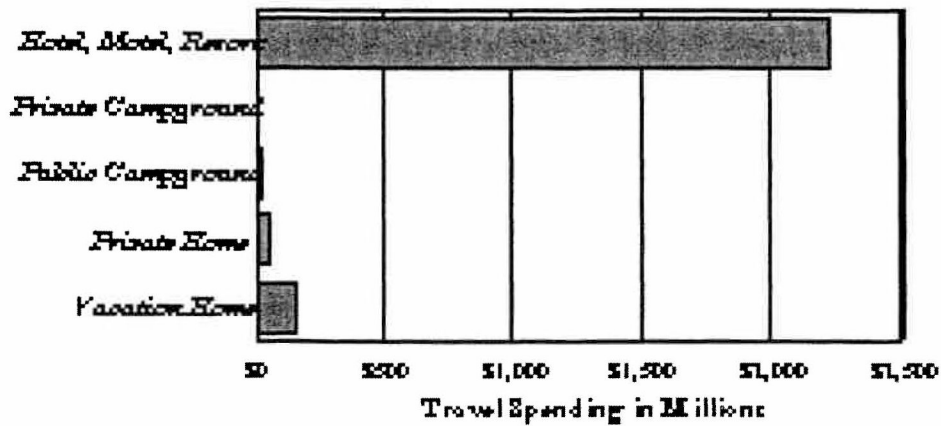
Travel Impacts at a Glance

1997

<i>Travel Generated Spending (\$000)</i>	
Destination Spending	2,515,780
Air Transportation within Colorado	38,380
Total Spending	2,554,160
<i>Travel Generated Payroll (\$000)</i>	
	592,880
<i>Travel Generated Employment (Jobs)</i>	
	37,510
<i>Travel Generated Tax Receipts (\$000)</i>	
Local Taxes	77,740
State Taxes	59,660
Total Tax Receipts	137,420
<i>Travel Spending per Resident (\$)</i>	
	14,609

Note: The Mountain Resort region includes Eagle, Grand, Gunnison, La Plata, Montrose, Pitkin, Routt, San Miguel & Summit counties. Property taxes are not included in estimate of travel generated tax receipts.

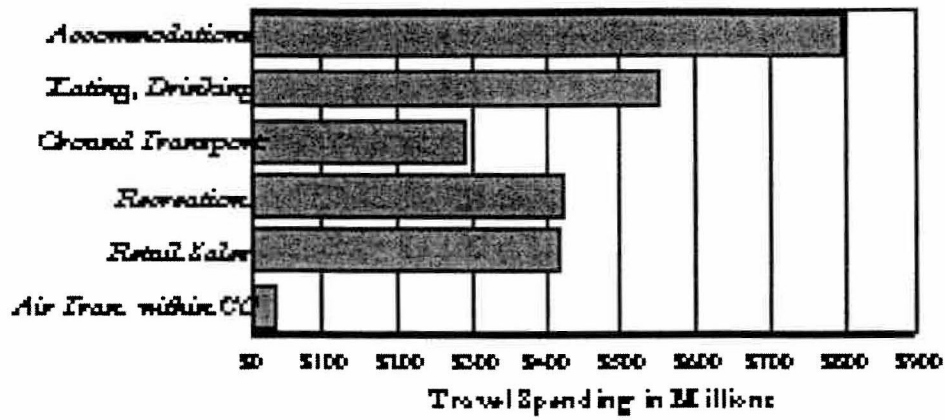
Destination Spending by Type of Accommodation 1997



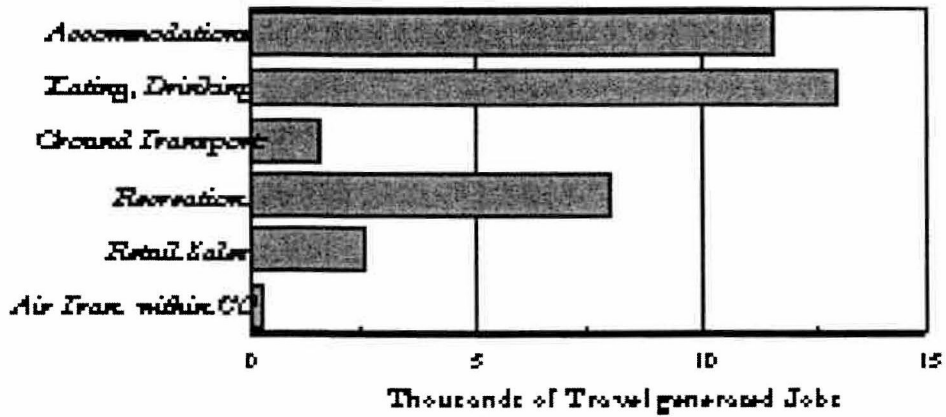
Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Air transportation spending excluded.

Mountain Resort Region

Travel Spending by Type of Business
1997



Travel Generated Employment
1997



Pikes Peak Region

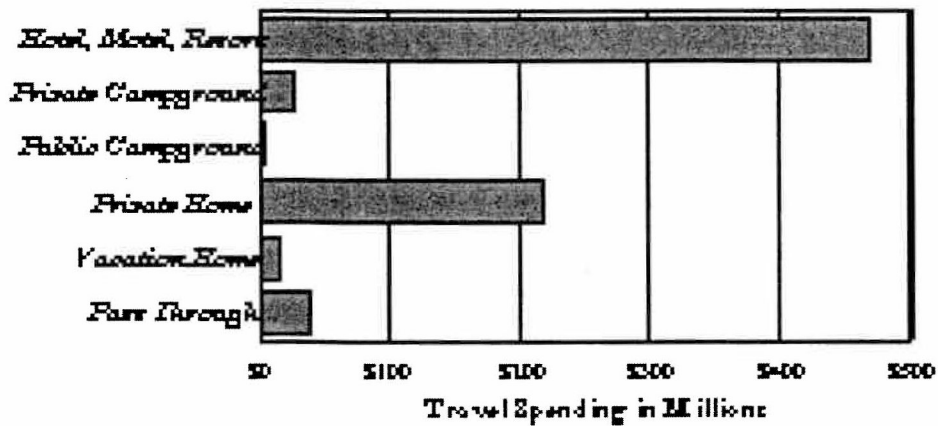
Travel Impacts at a Glance

1997

<i>Travel Generated Spending (\$000)</i>	
Destination Spending	792,860
Air Transportation within Colorado	24,000
Total Spending	816,860
<i>Travel Generated Payroll (\$000)</i>	
	169,230
<i>Travel Generated Employment (Jobs)</i>	
	13,870
<i>Travel Generated Tax Receipts (\$000)</i>	
Local Taxes	18,970
State Taxes	18,880
Total Tax Receipts	37,850
<i>Travel Spending per Resident (\$)</i>	
	1,532

Note: The Pikes Peak region includes El Paso, Fremont & Teller counties.
Property taxes are not included in estimate of travel generated tax receipts.

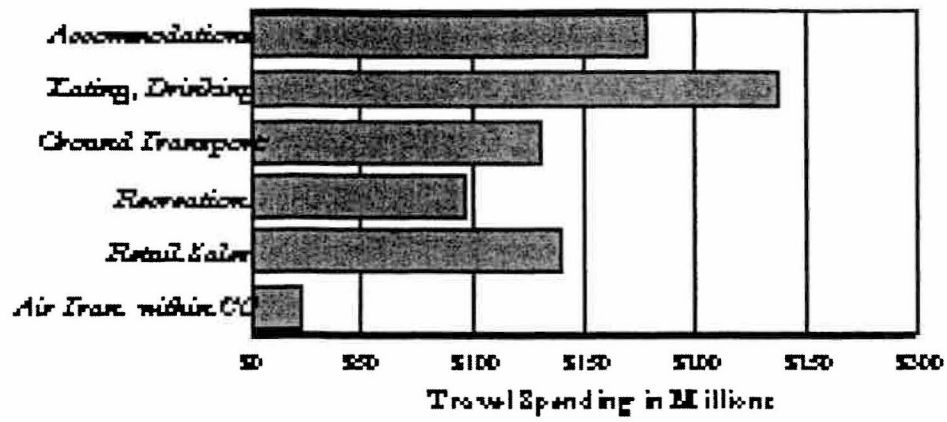
Destination Spending by Type of Accommodation 1997



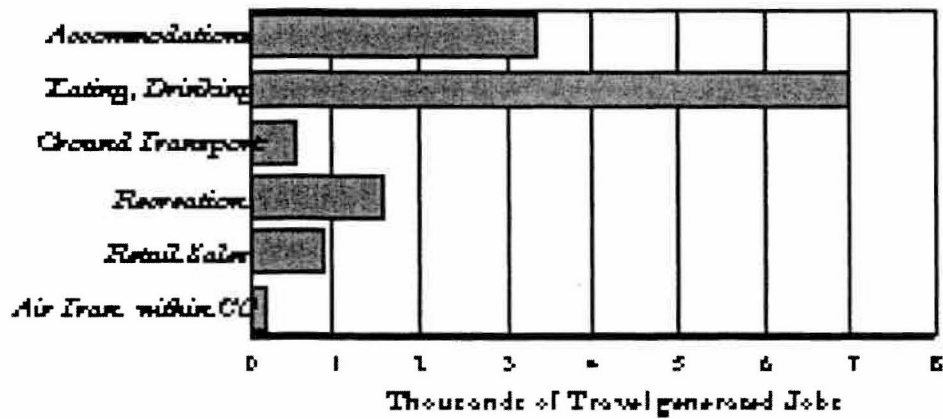
Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Pass Through refers to travelers in the Pikes Peak region that stayed overnight elsewhere in Colorado. Air transportation spending excluded.

Pikes Peak Region

Travel Spending by Type of Business
1997



Travel Generated Employment
1997



Other Colorado

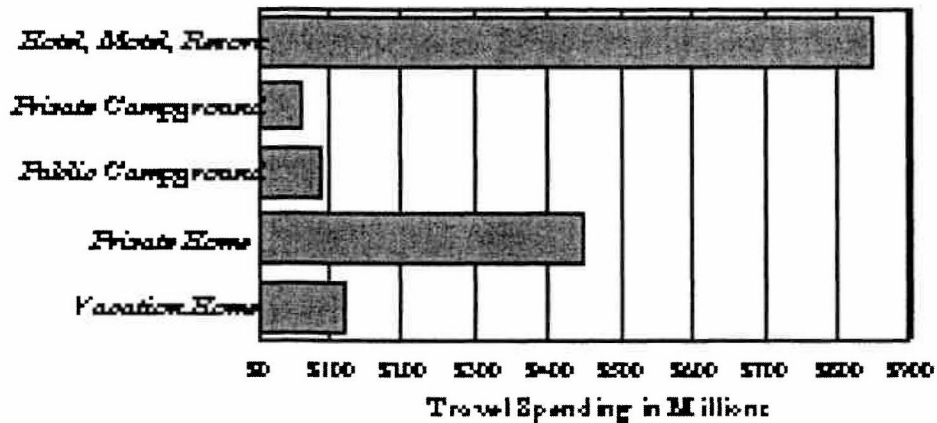
Travel Impacts at a Glance

1997

Travel Generated Spending (\$000)	
Destination Spending	1,587,720
Air Transportation within Colorado	48,620
Total Spending	1,636,340
Travel Generated Payroll (\$000)	
	325,290
Travel Generated Employment (Jobs)	
	31,990
Travel Generated Tax Receipts (\$000)	
Local Taxes	45,200
State Taxes	35,220
Total Tax Receipts	80,430
Travel Spending per Resident (\$)	
	1,312

Note: Other Colorado includes all counties not in the Denver Metro, Mountain Resort, or Pikes Peak regions. Property taxes are not included in estimate of travel generated tax receipts.

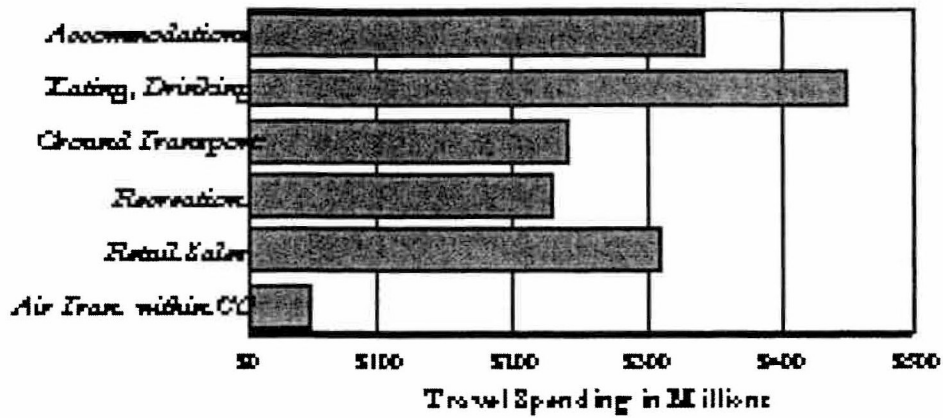
Destination Spending by Type of Accommodation 1997



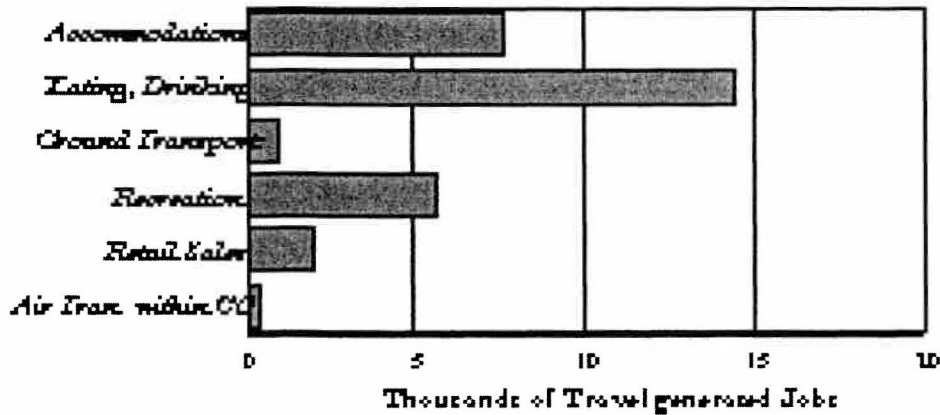
Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Air transportation spending excluded.

Other Colorado

Travel Spending by Type of Business 1997



Travel Generated Employment 1997



Districts

The following section provides estimates of travel impacts for eleven districts within Colorado. These districts are comprised of geographically contiguous counties. The Denver district includes the five county Denver Metro region plus Boulder county. The El Paso/Teller district is equivalent to the Pikes Peak region without Fremont County (which is in the Central District).

<i>District</i>	<i>Counties</i>	<i>Page</i>
Northwest	Eagle, Garfield, Grand, Jackson, Moffat, Rio Blanco, Routt	24
Mesa	Mesa	26
Southwest	Archuleta, Delta, Dolores, La Plata, Montezuma, Montrose, Ouray, San Juan, San Miguel	28
North Central	Clear Creek, Gilpin, Summit	30
Central	Chaffee, Fremont, Gunnison, Hinsdale, Lark, Park, Pitkin	32
South Central	Alamosa, Conejos, Costilla, Custer, Huerfano, Las Animas, Mineral, Pueblo, Rio Grande, Saguache	34
Larimer	Larimer	36
Denver	Adams, Arapahoe, Boulder, Denver, Douglas, Jefferson	38
El Paso/Teller	El Paso, Teller	40
Northeast	Logan, Morgan, Phillips, Sedgwick, Washington, Weld, Yuma	42
Southeast	Baca, Bent, Cheyenne, Crowley, Elbert, Kiowa, Kit Carson, Lincoln, Otero, Prowers	44

	<i>Northwest</i>	<i>Mesa</i>	<i>Southwest</i>	<i>North Central</i>
Travel Spending by Category (\$000)				
Destination Spending	1,248,480	119,710	423,550	622,260
Hotel, Motel, Resort*	1,057,760	67,310	298,680	550,460
Private Campground	8,920	3,920	29,240	3,420
Public Campground	63,510	6,040	14,460	80
Private Home	42,500	39,450	50,730	11,330
Vacation Home	75,790	2,990	30,440	57,000
Pass Through**	n.a.	n.a.	n.a.	n.a.
Air Tran. within CO	15,060	16,290	10,060	-
Total Spending	1,263,540	136,000	433,610	622,260
Travel Spending by Type of Business (\$000)				
Destination Spending	1,248,480	119,710	423,550	622,260
Accommodations	390,680	26,400	115,710	197,420
Eating, Drinking	279,430	34,400	100,960	140,420
Retail Sales	214,850	23,210	79,640	104,870
Recreation	209,160	16,630	70,000	107,900
Ground Transport	154,350	19,060	57,230	71,650
Air Tran. within CO	15,060	16,290	10,060	-
Total Spending	1,263,540	136,000	433,610	622,260
Payroll Generated by Travel Spending (\$000)				
Total Payroll	298,190	27,590	86,170	149,270
Employment Generated by Travel Spending (Jobs)				
Accommodations	5,990	670	1,970	3,340
Eating, Drinking	7,090	1,110	2,490	3,300
Retail Sales	1,370	170	470	710
Recreation	4,750	330	1,050	2,040
Ground Transport	860	80	310	340
Air Tran. within CO	150	160	100	-
Total Employment	20,160	2,520	6,440	9,740
Tax Revenues Generated by Travel Spending (\$000)				
Local Taxes	39,680	3,610	12,720	18,510
State Taxes	28,980	2,780	9,370	14,730
Total Tax Receipts***	68,670	6,880	22,090	33,250

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are not available for all districts.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

	<i>Central</i>	<i>South Central</i>	<i>Larimer</i>	<i>Denver</i>
<i>Travel Spending by Category (\$000)</i>				
Destination Spending	709,390	221,540	323,700	2,261,560
Hotel, Motel, Resort*	563,340	98,070	206,620	1,471,410
Private Campground	18,230	12,820	12,760	10,840
Public Campground	22,550	8,000	7,540	7,700
Private Home	39,430	72,380	80,710	549,910
Vacation Home	62,880	30,310	16,080	22,850
Pass Through**	2,950	n.a.	n.a.	198,870
Air Tran. within CO	13,260	4,000	12,460	150,660
Total Spending	722,650	225,530	336,160	2,412,230
<i>Travel Spending by Type of Business (\$000)</i>				
Destination Spending	709,390	221,540	323,700	2,261,560
Accommodations	209,790	40,950	79,440	616,030
Eating, Drinking	164,140	64,360	92,630	641,620
Retail Sales	125,780	46,800	59,010	419,260
Recreation	119,440	34,080	46,390	199,770
Ground Transport	90,250	35,350	46,240	384,900
Air Tran. within CO	13,260	4,000	12,460	150,660
Total Spending	722,650	225,530	336,160	2,412,230
<i>Payroll Generated by Travel Spending (\$000)</i>				
Total Payroll	163,940	36,250	66,210	519,440
<i>Employment Generated by Travel Spending (Jobs)</i>				
Accommodations	2,930	800	1,650	10,820
Eating, Drinking	4,620	1,810	3,040	15,570
Retail Sales	820	290	410	2,710
Recreation	2,420	510	1,090	3,590
Ground Transport	530	130	200	1,630
Air Tran. within CO	130	40	120	1,070
Total Employment	11,480	3,580	6,510	35,340
<i>Tax Revenues Generated by Travel Spending (\$000)</i>				
Local Taxes	19,990	6,860	7,190	89,830
State Taxes	16,860	4,540	7,640	59,860
Total Tax Receipts***	36,860	11,390	14,830	149,690

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are not available for all districts.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

El Paso/Teller**Northeast****Southeast****Travel Spending by Category (\$000)**

Destination Spending	748,480	146,450	65,530
Hotel, Motel, Resort*	458,470	59,250	31,650
Private Campground	23,670	1,580	2,900
Public Campground	4,380	3,510	100
Private Home	206,490	78,600	29,750
Vacation Home	16,270	3,510	1,170
Pass Through**	39,210	n.a.	n.a.
Air Tran. within CO	24,000	6,190	2,010
Total Spending	772,480	152,640	67,540

Travel Spending by Type of Business (\$000)

Destination Spending	748,480	146,450	65,530
Accommodations	174,370	22,590	12,080
Eating, Drinking	225,250	44,790	19,620
Retail Sales	131,680	31,940	13,520
Recreation	94,160	19,930	8,930
Ground Transport	123,010	27,180	11,420
Air Tran. within CO	24,000	6,190	2,010
Total Spending	772,480	152,640	67,540

Payroll Generated by Travel Spending (\$000)

Total Payroll	159,910	27,160	12,450
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Employment Generated by Travel Spending (Jobs)

Accommodations	3,300	490	280
Eating, Drinking	6,570	1,350	570
Retail Sales	860	220	60
Recreation	1,550	420	190
Ground Transport	550	90	50
Air Tran. within CO	230	60	20
Total Employment	13,070	2,650	1,210

Tax Revenues Generated by Travel Spending (\$000)

Local Taxes	17,860	3,600	1,520
State Taxes	17,980	3,160	1,440
Total Tax Receipts***	35,830	6,760	2,980

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are not available for all districts.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

Northwest District

(Eagle, Garfield, Grand, Jackson,

Moffatt, Rio Blanco, and Routt counties)

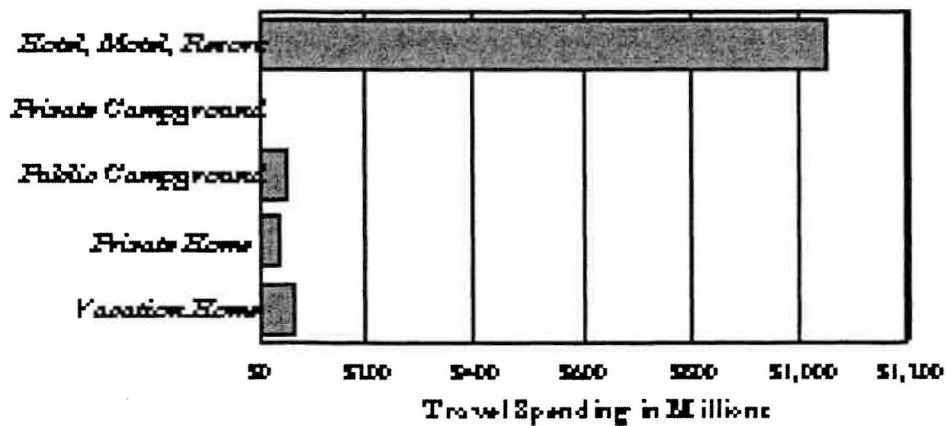
Travel Impacts at a Glance

1997

Travel Generated Spending (\$000)	
Destination Spending	1,248,480
Air Transportation within Colorado	15,060
Total Spending	1,263,540
Travel Generated Payroll (\$000)	
	298,190
Travel Generated Employment (Jobs)	
	20,160
Travel Generated Tax Receipts (\$000)	
Local Taxes	39,680
State Taxes	28,980
Total Tax Receipts	68,670
Travel Spending per Resident (\$)	
	11,133

Note: Property taxes are not included in estimate of travel generated tax receipts.

Destination Spending by Type of Accommodation 1997



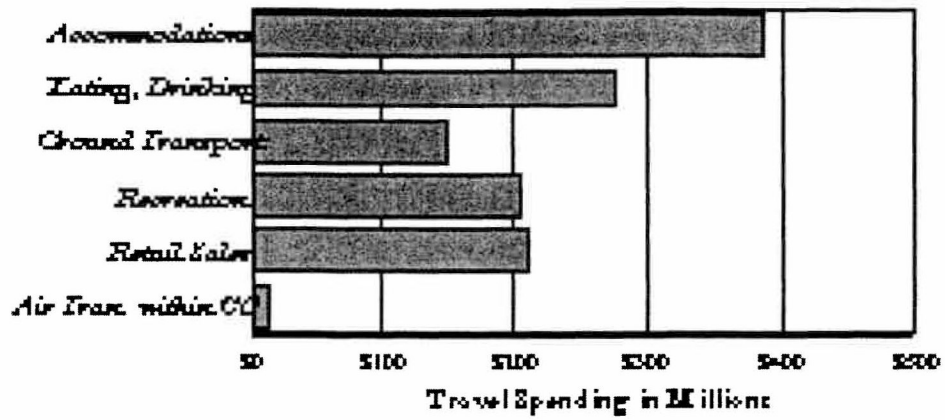
Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Air transportation spending excluded.

Northwest District

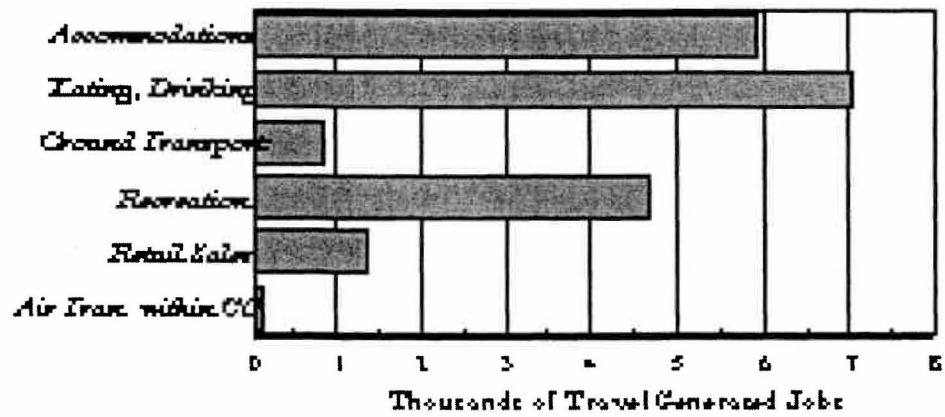
(Eagle, Garfield, Grand, Jackson,

Moffatt, Rio Blanco, and Routt counties)

Travel Spending by Type of Business
1997



Travel Generated Employment
1997



Mesa District

(Mesa County)

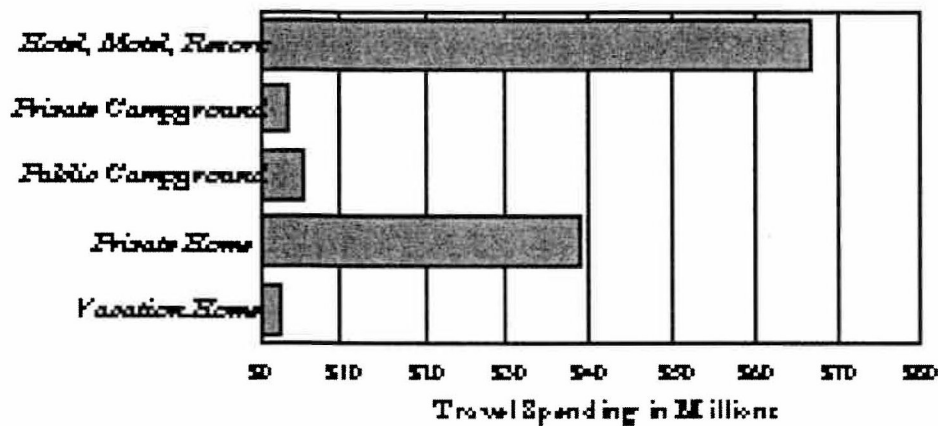
Travel Impacts at a Glance

1997

<i>Travel Generated Spending (\$000)</i>	
Destination Spending	119,710
Air Transportation within Colorado	16,290
Total Spending	136,000
<i>Travel Generated Payroll (\$000)</i>	
	27,590
<i>Travel Generated Employment (Jobs)</i>	
	2,520
<i>Travel Generated Tax Receipts (\$000)</i>	
Local Taxes	4,110
State Taxes	2,780
Total Tax Receipts	6,880
<i>Travel Spending per Resident (\$)</i>	
	1,255

Note: Property taxes are not included in estimate of travel generated tax receipts.

Destination Spending by Type of Accommodation 1997

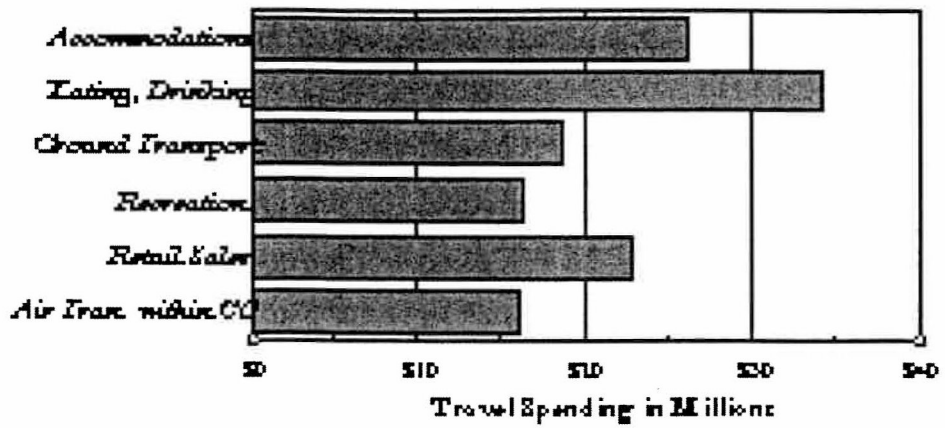


Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Air transportation spending excluded.

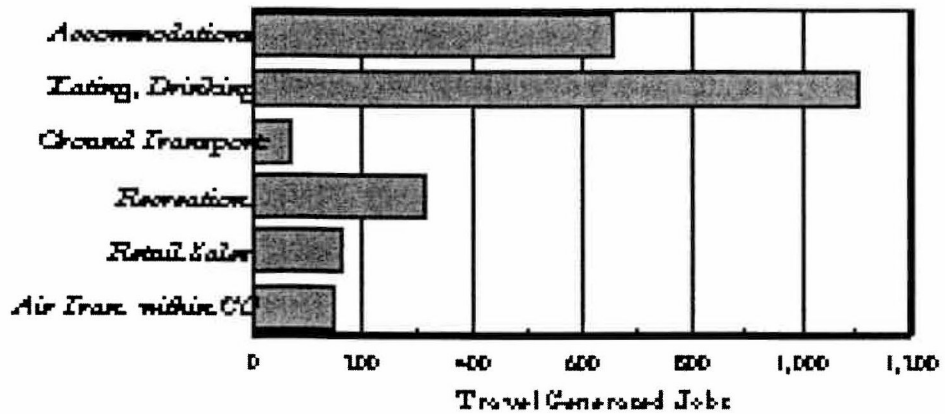
Mesa District

(Mesa County)

Travel Spending by Type of Business
1997



Travel Generated Employment
1997



Southwest District

*(Archuleta, Delta, Dolores, La Plata, Montezuma,
Montrose, Ouray, San Juan, and San Miguel counties)*

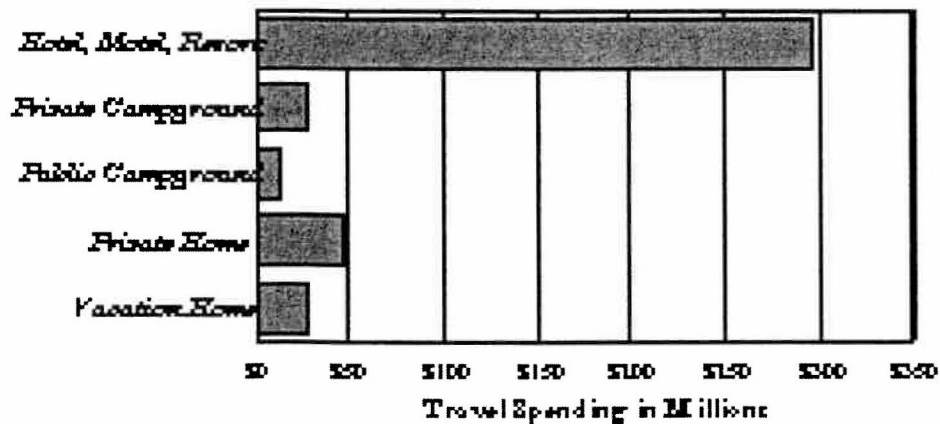
Travel Impacts at a Glance

1997

<i>Travel Generated Spending (\$000)</i>	
Destination Spending	423,550
Air Transportation within Colorado	10,060
Total Spending	433,610
<i>Travel Generated Payroll (\$000)</i>	
	86,170
<i>Travel Generated Employment (Jobs)</i>	
	6,440
<i>Travel Generated Tax Receipts (\$000)</i>	
Local Taxes	12,720
State Taxes	9,370
Total Tax Receipts	22,090
<i>Travel Spending per Resident (\$)</i>	
	3,208

Note: Property taxes are not included in estimate of travel generated tax receipts.

Destination Spending by Type of Accommodation 1997

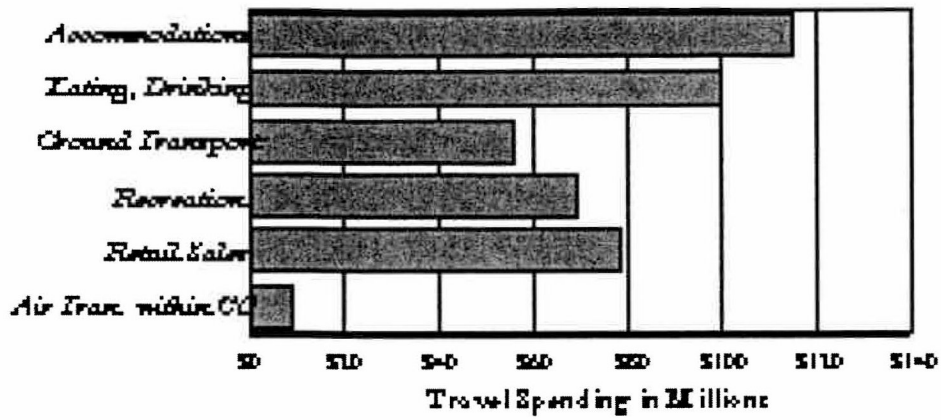


Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Air transportation spending excluded.

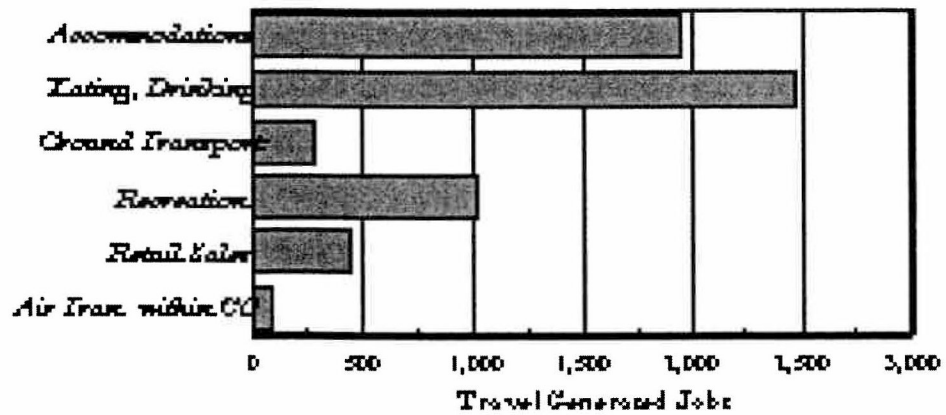
Southwest District

*(Archuleta, Delta, Dolores, La Plata, Montezuma,
Montrose, Ouray, San Juan, and San Miguel counties)*

Travel Spending by Type of Business
1997



Travel Generated Employment
1997



North Central District

(Clear Creek, Gilpin, and Summit counties)

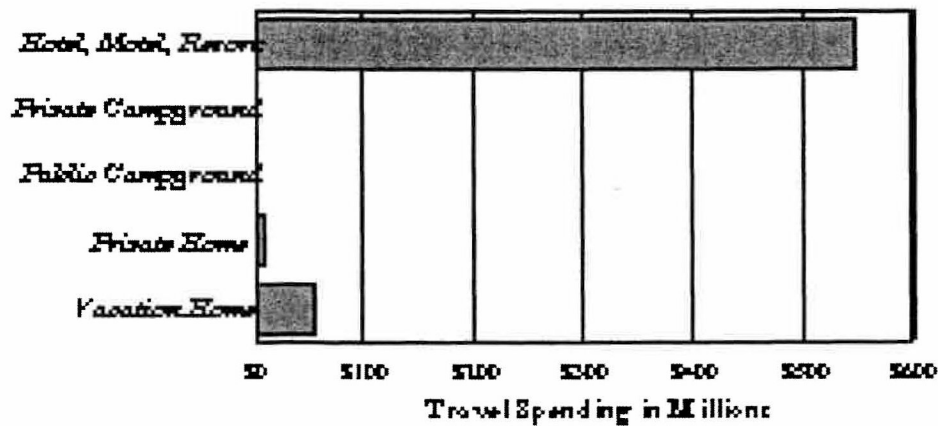
Travel Impacts at a Glance

1997

<i>Travel Generated Spending (\$000)</i>	
Destination Spending	622,260
Air Transportation within Colorado	-
Total Spending	622,260
<i>Travel Generated Payroll (\$000)</i>	
	149,270
<i>Travel Generated Employment (Jobs)</i>	
	9,740
<i>Travel Generated Tax Receipts (\$000)</i>	
Local Taxes	18,510
State Taxes	14,730
Total Tax Receipts	33,250
<i>Travel Spending per Resident (\$)</i>	
	20,695

Note: Property taxes are not included in estimate of travel generated tax receipts.

Destination Spending by Type of Accommodation 1997

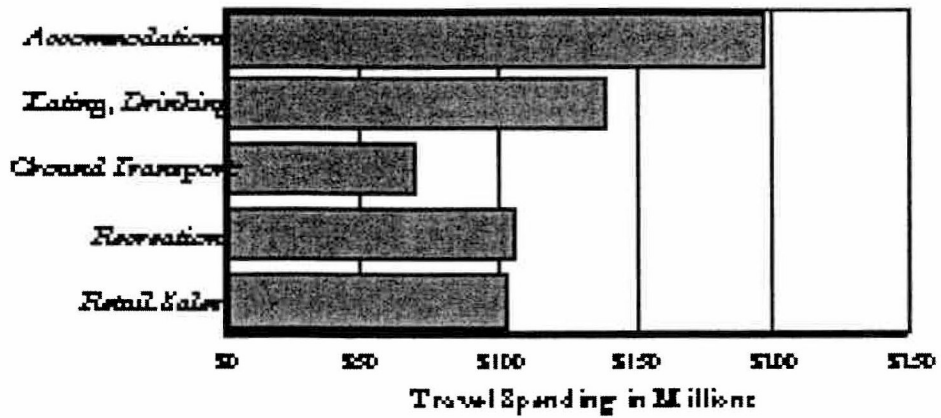


Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Air transportation spending excluded.

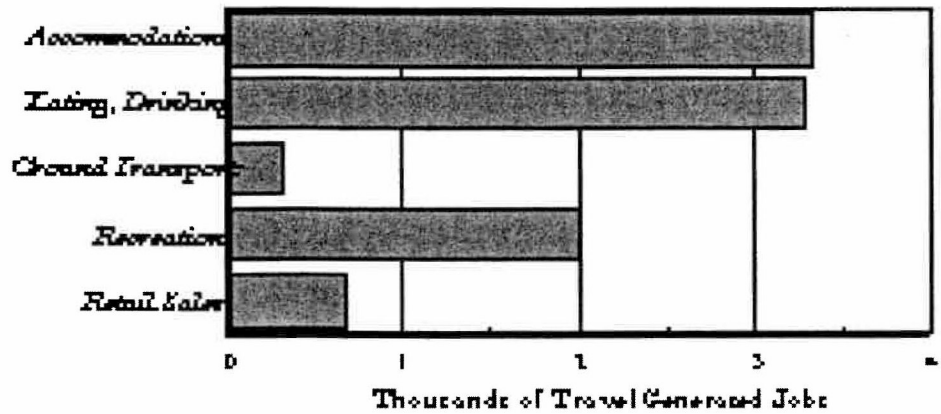
North Central District

(Clear Creek, Gilpin, and Summit counties)

Travel Spending by Type of Business
1997



Travel Generated Employment
1997



Central District

*(Chaffee, Fremont, Gunnison, Hinsdale,
Lake, Park, and Pitkin counties)*

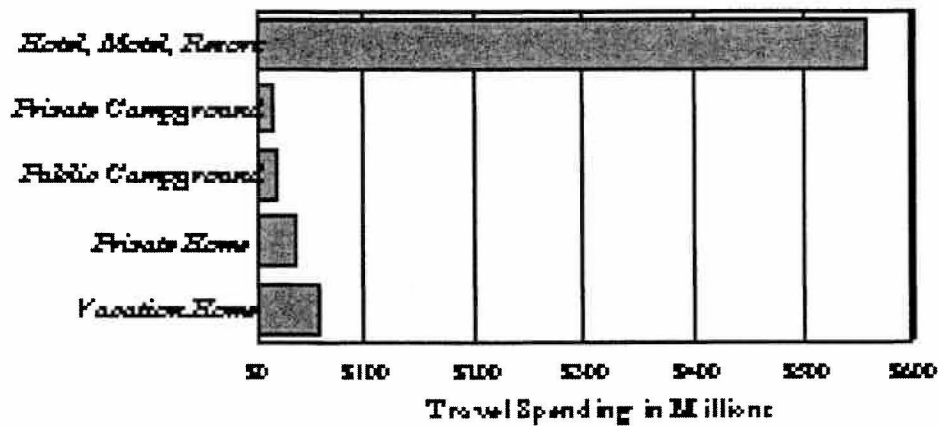
Travel Impacts at a Glance

1997

<i>Travel Generated Spending (\$000)</i>	
Destination Spending	709,390
Air Transportation within Colorado	13,260
Total Spending	722,650
<i>Travel Generated Payroll (\$000)</i>	
	163,940
<i>Travel Generated Employment (Jobs)</i>	
	11,480
<i>Travel Generated Tax Receipts (\$000)</i>	
Local Taxes	19,990
State Taxes	16,860
Total Tax Receipts	36,860
<i>Travel Spending per Resident (\$)</i>	
	7,192

Note: Property taxes are not included in estimate of travel generated tax receipts.

Destination Spending by Type of Accommodation 1997



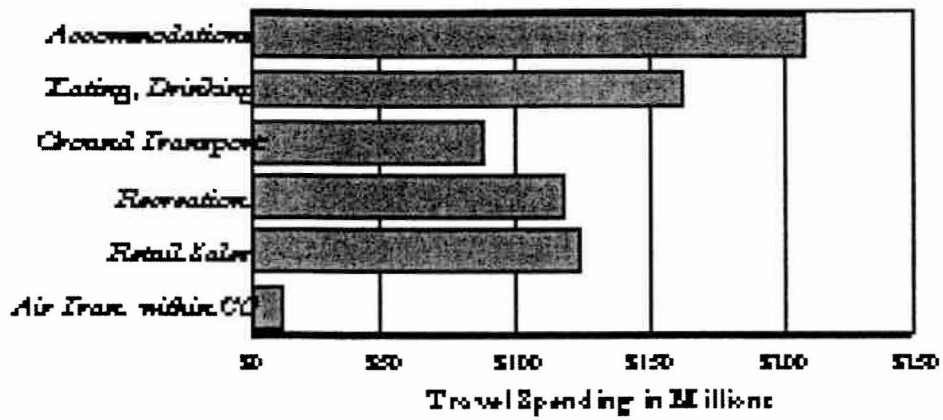
Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Air transportation spending excluded.

Central District

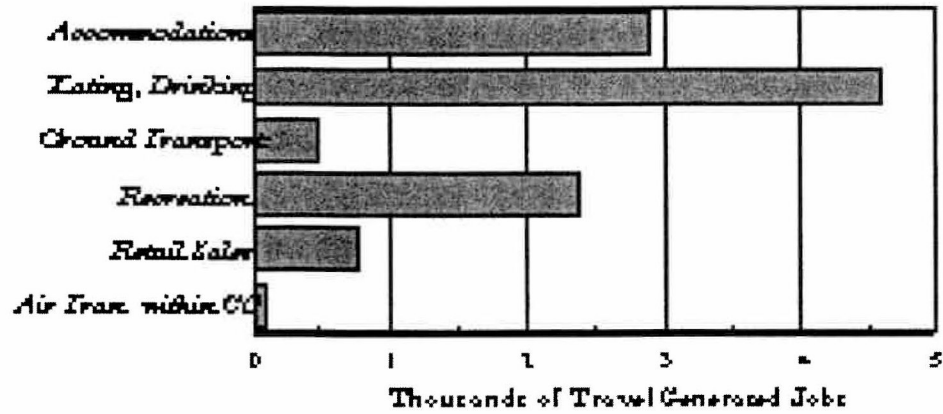
(Chaffee, Fremont, Gunnison, Hinsdale,

Lake, Park, and Pitkin counties)

Travel Spending by Type of Business
1997



Travel Generated Employment
1997



South Central District

(Alamosa, Conejos, Costilla, Custer, Huerfano,

Las Animas, Mineral, Pueblo, Rio Grande, Saguache counties)

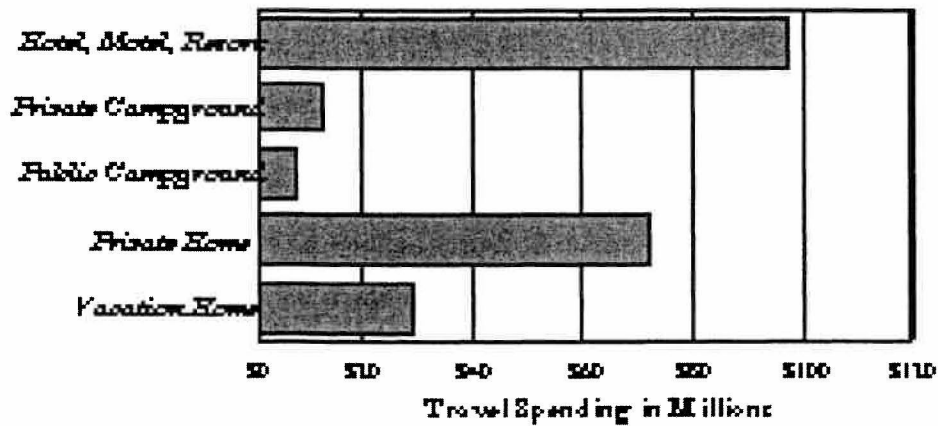
Travel Impacts at a Glance

1997

<i>Travel Generated Spending (\$000)</i>	
Destination Spending	221,540
Air Transportation within Colorado	4,000
Total Spending	225,530
<i>Travel Generated Payroll (\$000)</i>	
	36,250
<i>Travel Generated Employment (Jobs)</i>	
	3,580
<i>Travel Generated Tax Receipts (\$000)</i>	
Local Taxes	6,860
State Taxes	4,540
Total Tax Receipts	11,390
<i>Travel Spending per Resident (\$)</i>	
	1,134

Note: Property taxes are not included in estimate of travel generated tax receipts.

Destination Spending by Type of Accommodation 1997



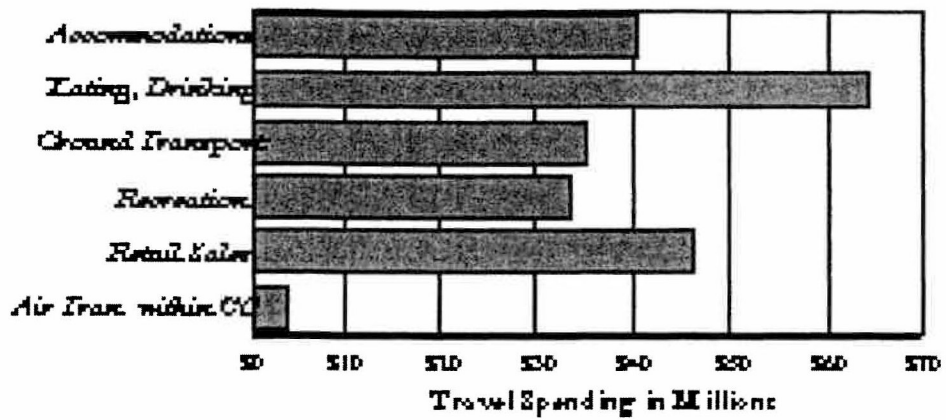
Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Air transportation spending excluded.

South Central District

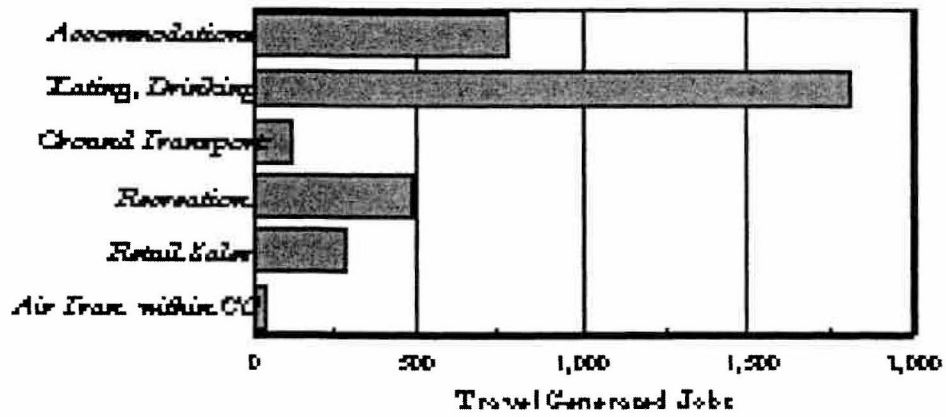
(Alamosa, Conejos, Costilla, Custer, Huerfano,

Las Animas, Mineral, Pueblo, Rio Grande, Saguache counties)

Travel Spending by Type of Business
1997



Travel Generated Employment
1997



Larimer District

(Larimer County)

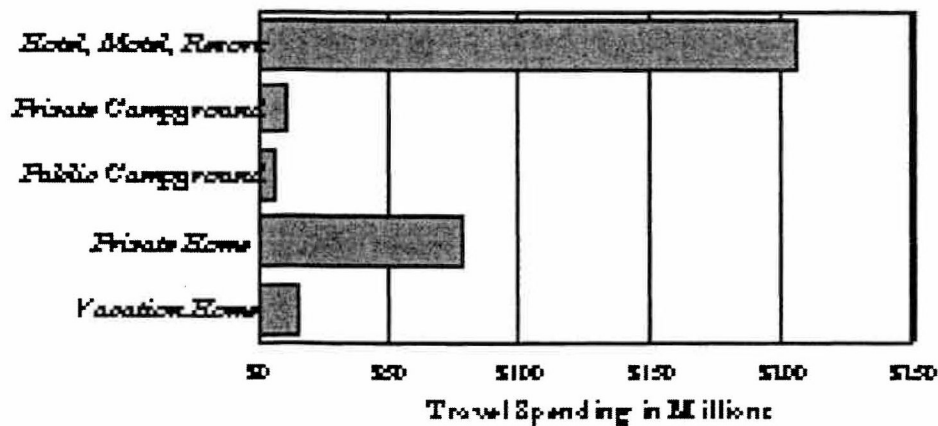
Travel Impacts at a Glance

1997

Travel Generated Spending (\$000)	
Destination Spending	323,700
Air Transportation within Colorado	12,460
Total Spending	336,160
Travel Generated Payroll (\$000)	
	66,210
Travel Generated Employment (Jobs)	
	6,510
Travel Generated Tax Receipts (\$000)	
Local Taxes	7,190
State Taxes	7,640
Total Tax Receipts	14,830
Travel Spending per Resident (\$)	
	1,516

Note: Property taxes are not included in estimate of travel generated tax receipts.

Destination Spending by Type of Accommodation 1997

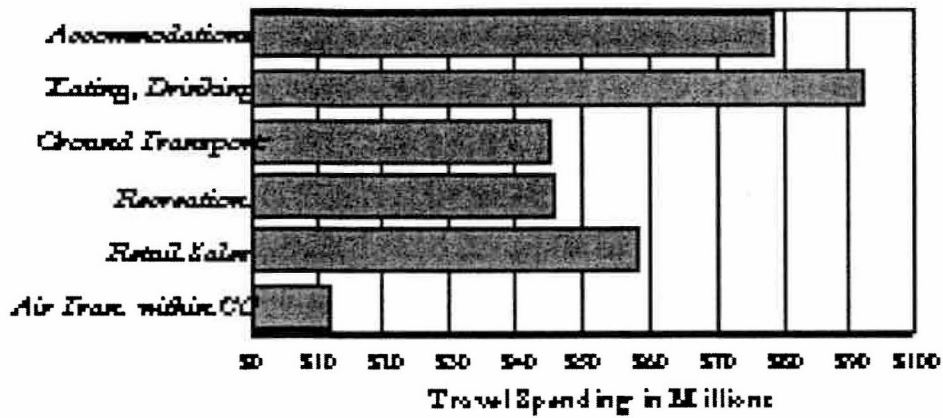


Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Air transportation spending excluded.

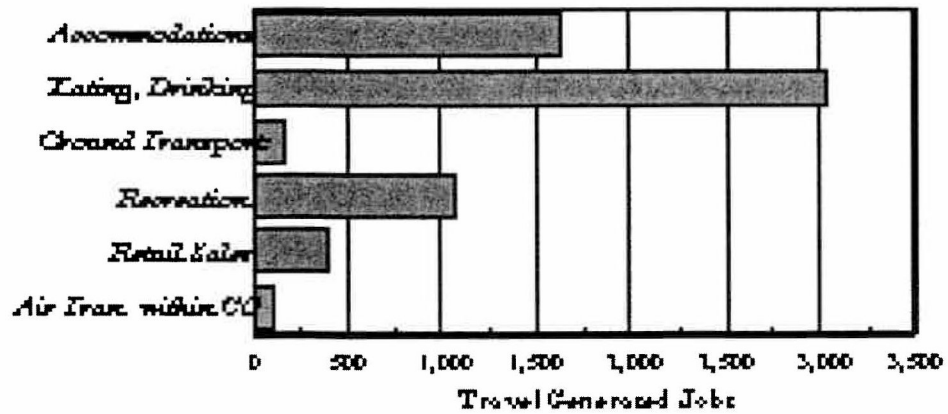
Larimer District

(Larimer County)

**Travel Spending by Type of Business
1997**



**Travel Generated Employment
1997**



Denver District

*(Adams, Arapahoe, Boulder,
Denver, Douglas, Jefferson counties)*

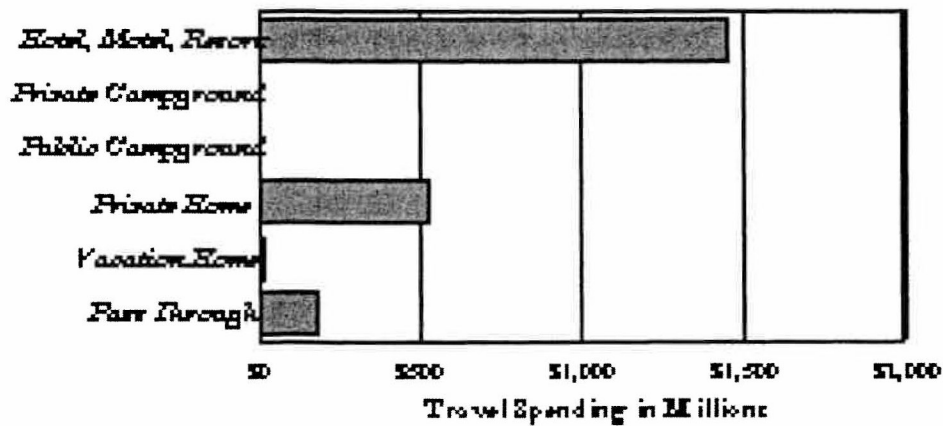
Travel Impacts at a Glance

1997

<i>Travel Generated Spending (\$000)</i>	
Destination Spending	2,261,560
Air Transportation within Colorado	150,660
Total Spending	2,412,230
<i>Travel Generated Payroll (\$000)</i>	
	519,440
<i>Travel Generated Employment (Jobs)</i>	
	35,340
<i>Travel Generated Tax Receipts (\$000)</i>	
Local Taxes	89,830
State Taxes	59,860
Total Tax Receipts	149,690
<i>Travel Spending per Resident (\$)</i>	
	1,135

Note: Property taxes are not included in estimate of travel generated tax receipts.

Destination Spending by Type of Accommodation 1997



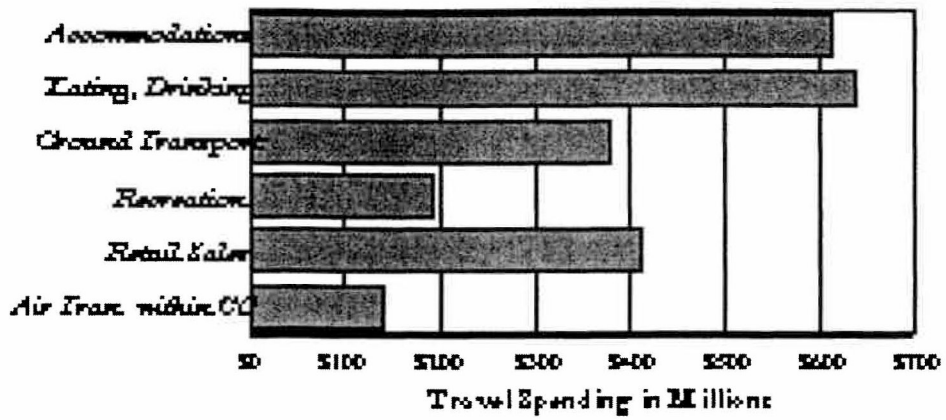
Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Pass Through refers to travelers in the Denver District that stayed overnight elsewhere in Colorado. Air transportation spending excluded.

Denver District

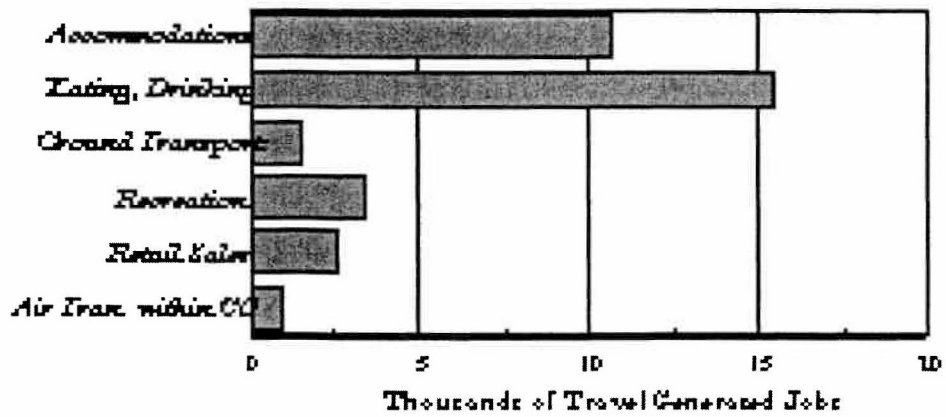
(Adams, Arapahoe, Boulder,

Denver, Douglas, Jefferson counties)

Travel Spending by Type of Business
1997



Travel Generated Employment
1997



El Paso/Teller District

(El Paso and Teller counties)

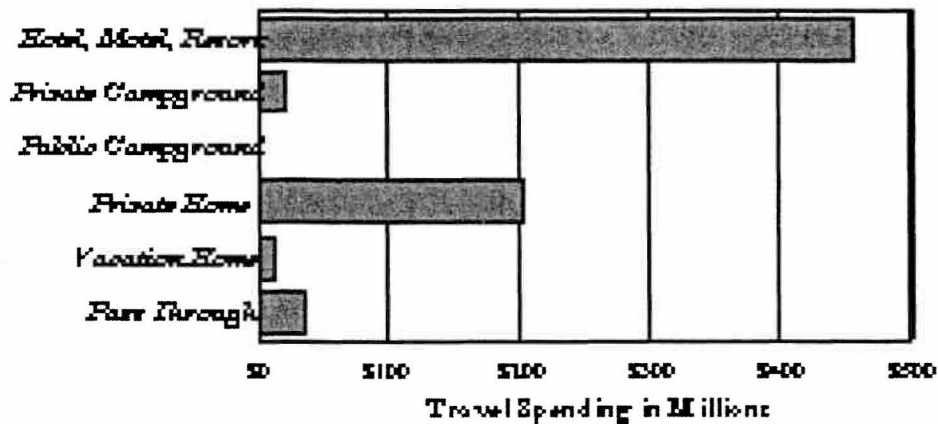
Travel Impacts at a Glance

1997

<i>Travel Generated Spending (\$000)</i>	
Destination Spending	748,480
Air Transportation within Colorado	24,000
Total Spending	772,480
<i>Travel Generated Payroll (\$000)</i>	
	159,910
<i>Travel Generated Employment (Jobs)</i>	
	13,070
<i>Travel Generated Tax Receipts (\$000)</i>	
Local Taxes	17,860
State Taxes	17,980
Total Tax Receipts	35,830
<i>Travel Spending per Resident (\$)</i>	
	1,571

Note: Property taxes are not included in estimate of travel generated tax receipts.

Destination Spending by Type of Accommodation 1997

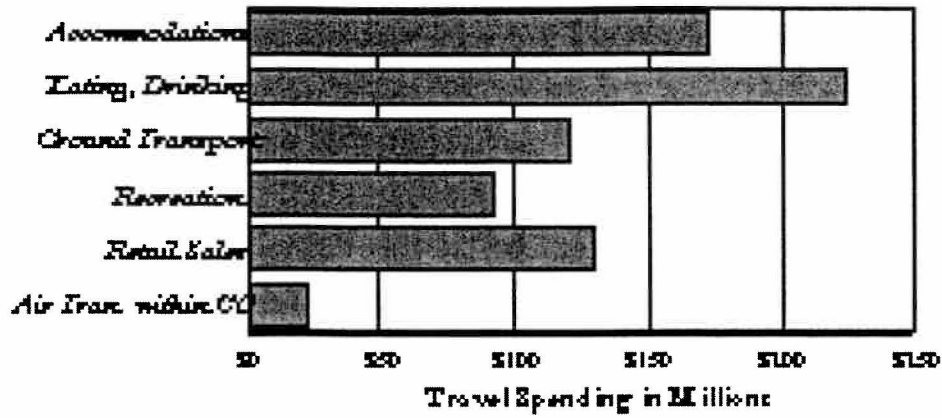


Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Pass Through refers to travelers in the El Paso/Teller District that stayed overnight elsewhere in Colorado. Air transportation spending excluded.

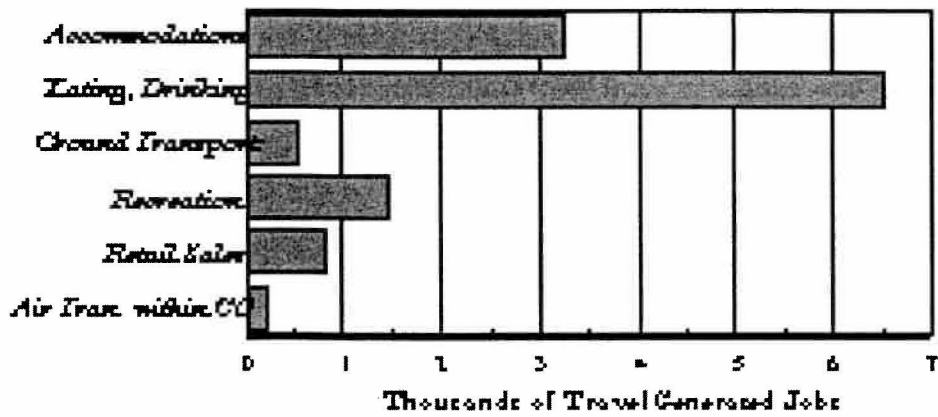
El Paso/Teller District

(El Paso and Teller counties)

Travel Spending by Type of Business
1997



Travel Generated Employment
1997



Northeast District

*(Logan, Morgan, Phillips, Sedgwick,
Washington, Weld, Yuma counties)*

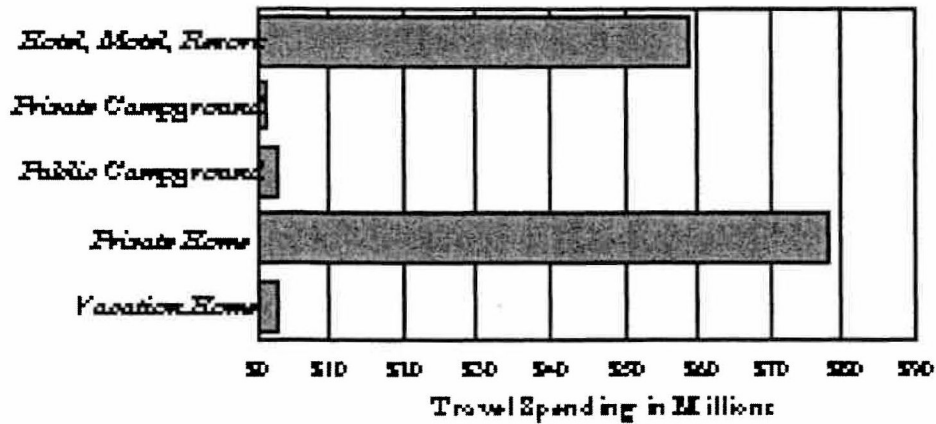
Travel Impacts at a Glance

1997

<i>Travel Generated Spending (\$000)</i>	
Destination Spending	146,450
Air Transportation within Colorado	6,190
Total Spending	152,640
<i>Travel Generated Payroll (\$000)</i>	
	27,160
<i>Travel Generated Employment (Jobs)</i>	
	2,650
<i>Travel Generated Tax Receipts (\$000)</i>	
Local Taxes	3,600
State Taxes	3,160
Total Tax Receipts	6,760
<i>Travel Spending per Resident (\$)</i>	
	707

Note: Property taxes are not included in estimate of travel generated tax receipts.

Destination Spending by Type of Accommodation 1997



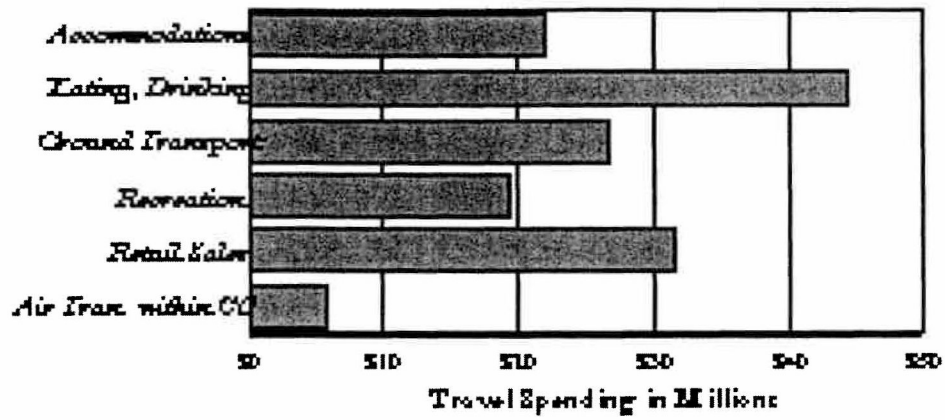
Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Air transportation spending excluded.

Northeast District

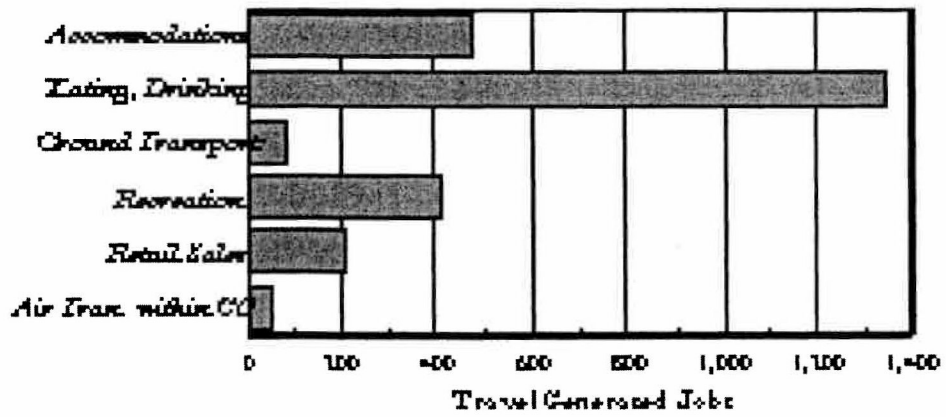
(Logan, Morgan, Phillips, Sedgwick,

Washington, Weld, Yuma counties)

Travel Spending by Type of Business
1997



Travel Generated Employment
1997



Southeast District

*(Baca, Bent, Cheyenne, Crowley, Elbert, Kiowa,
Kit Carson, Lincoln, Otero, Prowers counties)*

Travel Impacts at a Glance

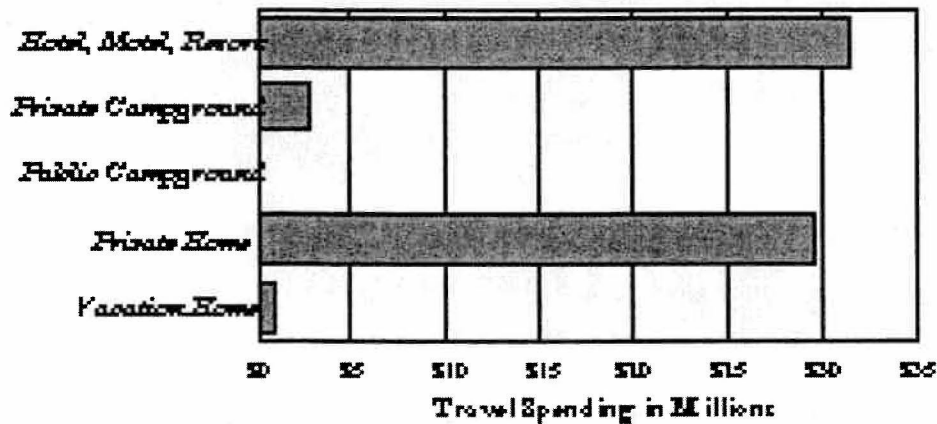
1997

<i>Travel Generated Spending (\$000)</i>	
Destination Spending	65,530
Air Transportation within Colorado	2,010
Total Spending	67,540
<i>Travel Generated Payroll (\$000)</i>	
	12,450
<i>Travel Generated Employment (Jobs)</i>	
	1,210
<i>Travel Generated Tax Receipts (\$000)</i>	
Local Taxes	1,520
State Taxes	1,440
Total Tax Receipts	2,980
<i>Travel Spending per Resident (\$)</i>	
	827

Note: Property taxes are not included in estimate of travel generated tax receipts.

Destination Spending by Type of Accommodation

1997



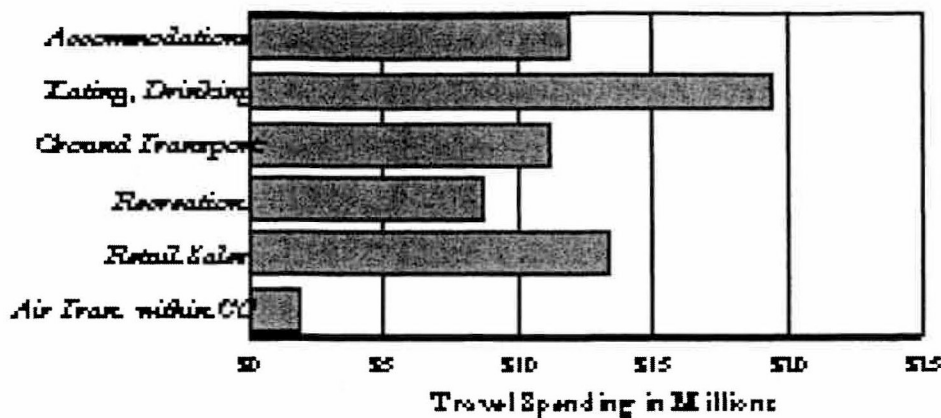
Note: Hotel, Motel, Resort includes rented condominiums and bed & breakfasts. Air transportation spending excluded.

Southeast District

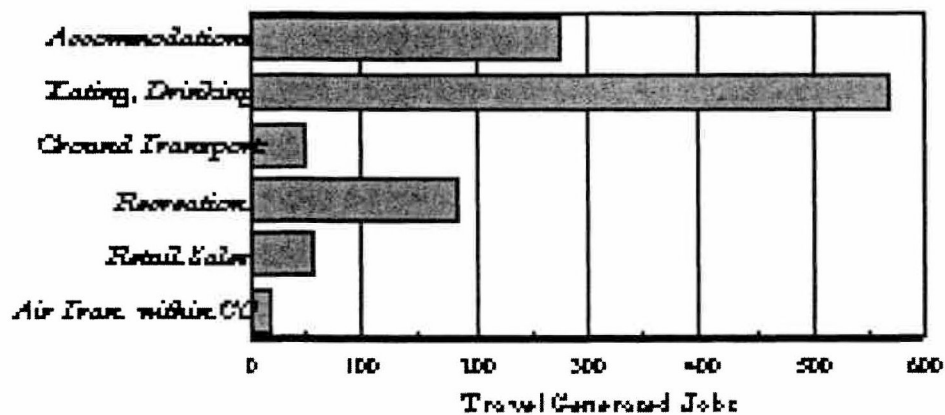
(Baca, Bent, Cheyenne, Crowley, Elbert, Kiowa,

Kit Carson, Lincoln, Otero, Prowers counties)

Travel Spending by Type of Business
1997



Travel Generated Employment
1997



Counties

This section provides travel impact estimates at the county level. Estimates of total spending, employment, payroll and tax receipts are provided for all counties. Detailed estimates by type of traveler accommodation and type of business are not available (n.a.) for some rural counties due to data limitations. Although estimated travel spending is high in many of these counties in relation to total economic activity, purchases of travel services are still low in absolute terms and are therefore not subject to detailed analysis.

Total Travel Spending for all Colorado counties is summarized in the table below.

Travel Spending by County, 1997

(\$ 000)

<i>Adams</i>	208,310	<i>Fremont</i>	44,380	<i>Montrose</i>	37,440
<i>Alamosa</i>	23,770	<i>Garfield</i>	97,210	<i>Morgan</i>	20,070
<i>Arapahoe</i>	477,500	<i>Gilpin</i>	13,230	<i>Otero</i>	13,650
<i>Archuleta</i>	31,520	<i>Grand</i>	157,450	<i>Ouray</i>	18,170
<i>Baca</i>	2,500	<i>Gunnison</i>	108,700	<i>Park</i>	29,800
<i>Bent</i>	3,700	<i>Hinsdale</i>	14,760	<i>Phillips</i>	2,220
<i>Boulder</i>	295,170	<i>Huerfano</i>	12,030	<i>Pitkin</i>	462,540
<i>Chaffee</i>	47,100	<i>Jackson</i>	6,740	<i>Prowers</i>	15,940
<i>Cheyenne</i>	1,310	<i>Jefferson</i>	334,390	<i>Pueblo</i>	104,240
<i>Clear Creek</i>	17,790	<i>Kiowa</i>	1,110	<i>Rio Blanco</i>	25,790
<i>Conejos</i>	9,840	<i>Kit Carson</i>	10,410	<i>Rio Grande</i>	22,270
<i>Costilla</i>	4,620	<i>La Plata</i>	163,890	<i>Routt</i>	229,640
<i>Crowley</i>	2,020	<i>Lake</i>	15,370	<i>Saguache</i>	6,700
<i>Custer</i>	11,370	<i>Larimer</i>	336,160	<i>San Juan</i>	9,730
<i>Delta</i>	21,390	<i>Las Animas</i>	19,370	<i>San Miguel</i>	91,800
<i>Denver</i>	1,049,030	<i>Lincoln</i>	8,910	<i>Sedgwick</i>	2,250
<i>Dolores</i>	2,470	<i>Logan</i>	16,900	<i>Summit</i>	591,240
<i>Douglas</i>	47,830	<i>Mesa</i>	136,000	<i>Teller</i>	46,800
<i>Eagle</i>	711,460	<i>Mineral</i>	11,320	<i>Washington</i>	2,380
<i>El Paso</i>	725,680	<i>Moffat</i>	35,250	<i>Weld</i>	101,570
<i>Elbert</i>	7,990	<i>Montezuma</i>	57,200	<i>Yuma</i>	7,250

	<i>Adams</i>	<i>Alamosa</i>	<i>Arapahoe</i>	<i>Archuleta</i>
Travel Spending by Category (\$000)				
Destination Spending	208,310	22,650	468,930	31,520
Hotel, Motel, Resort*	105,600	15,100	301,400	17,770
Private Campground	970	600	4,850	3,210
Public Campground	-	1,420	2,170	1,880
Private Home	75,680	5,210	111,120	2,890
Vacation Home	750	340	1,470	5,770
Pass Through**	25,300	n.a.	47,920	n.a.
Air Tran. within CO	-	1,120	8,570	-
Total Spending	208,310	23,770	477,500	31,520
Travel Spending by Type of Business (\$000)				
Destination Spending	208,310	22,650	468,930	31,520
Accommodations	44,890	5,860	128,900	7,680
Eating, Drinking	63,520	6,350	132,300	8,500
Retail Sales	43,560	4,030	87,740	6,060
Recreation	17,600	3,150	37,840	5,140
Ground Transport	38,740	3,260	82,160	4,130
Air Tran. within CO	-	1,120	8,570	-
Total Spending	208,310	23,770	477,500	31,520
Payroll Generated by Travel Spending (\$000)				
Total Payroll	42,440	4,020	100,740	6,150
Employment Generated by Travel Spending (Jobs)				
Accommodations	750	110	2,160	180
Eating, Drinking	1,450	180	3,050	260
Retail Sales	280	30	560	40
Recreation	250	50	550	110
Ground Transport	150	10	320	20
Air Tran. within CO	-	10	60	-
Total Employment	2,870	390	6,680	620
Tax Revenues Generated by Travel Spending (\$000)				
Local Taxes	7,060	670	14,200	940
State Taxes	5,150	510	12,050	670
Total Tax Receipts***	12,200	1,170	26,260	1,600

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are not available for all counties.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

n.a. = not available

	Baca	Bent	Boulder	Chaffee
Travel Spending by Category (\$000)				
Destination Spending	2,500	3,700	287,500	47,100
Hotel, Motel, Resort*	n.a.	n.a.	180,880	25,520
Private Campground	n.a.	n.a.	1,300	3,490
Public Campground	n.a.	n.a.	1,360	7,460
Private Home	n.a.	n.a.	94,000	5,340
Vacation Home	n.a.	n.a.	9,970	5,300
Pass Through**	n.a.	n.a.	n.a.	n.a.
Air Tran. within CO	-	-	7,670	-
Total Spending	2,500	3,700	295,170	47,100
Travel Spending by Type of Business (\$000)				
Destination Spending	2,500	3,700	287,500	47,100
Accommodations	n.a.	n.a.	66,480	11,570
Eating, Drinking	n.a.	n.a.	85,350	12,220
Retail Sales	n.a.	n.a.	52,940	9,210
Recreation	n.a.	n.a.	40,350	7,220
Ground Transport	n.a.	n.a.	42,390	6,890
Air Tran. within CO	-	-	7,670	-
Total Spending	2,500	3,700	295,170	47,100
Payroll Generated by Travel Spending (\$000)				
Total Payroll	440	650	64,710	10,350
Employment Generated by Travel Spending (Jobs)				
Accommodations	n.a.	n.a.	1,660	250
Eating, Drinking	n.a.	n.a.	2,800	460
Retail Sales	n.a.	n.a.	380	70
Recreation	n.a.	n.a.	1,290	220
Ground Transport	n.a.	n.a.	200	40
Air Tran. within CO	-	-	80	-
Total Employment	40	70	6,390	1,040
Tax Revenues Generated by Travel Spending (\$000)				
Local Taxes	30	110	10,370	1,380
State Taxes	50	80	6,820	1,000
Total Tax Receipts***	80	190	17,190	2,380

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

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***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

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n.a. = not available

	<i>Cheyenne</i>	<i>Creek</i>	<i>Conejos</i>	<i>Costilla</i>
Travel Spending by Category (\$000)				
Destination Spending	1,310	17,790	9,840	4,620
Hotel, Motel, Resort*	n.a.	n.a.	n.a.	n.a.
Private Campground	n.a.	n.a.	n.a.	n.a.
Public Campground	n.a.	n.a.	n.a.	n.a.
Private Home	n.a.	n.a.	n.a.	n.a.
Vacation Home	n.a.	n.a.	n.a.	n.a.
Pass Through**	n.a.	n.a.	n.a.	n.a.
Air Tran. within CO	-	-	-	-
Total Spending	1,310	17,790	9,840	4,620
Travel Spending by Type of Business (\$000)				
Destination Spending	1,310	17,790	9,840	4,620
Accommodations	n.a.	n.a.	n.a.	n.a.
Eating, Drinking	n.a.	n.a.	n.a.	n.a.
Retail Sales	n.a.	n.a.	n.a.	n.a.
Recreation	n.a.	n.a.	n.a.	n.a.
Ground Transport	n.a.	n.a.	n.a.	n.a.
Air Tran. within CO	-	-	-	-
Total Spending	1,310	17,790	9,840	4,620
Payroll Generated by Travel Spending (\$000)				
Total Payroll	230	4,070	1,540	720
Employment Generated by Travel Spending (Jobs)				
Accommodations	n.a.	n.a.	n.a.	n.a.
Eating, Drinking	n.a.	n.a.	n.a.	n.a.
Retail Sales	n.a.	n.a.	n.a.	n.a.
Recreation	n.a.	n.a.	n.a.	n.a.
Ground Transport	n.a.	n.a.	n.a.	n.a.
Air Tran. within CO	-	-	-	-
Total Employment	20	410	150	70
Tax Revenues Generated by Travel Spending (\$000)				
Local Taxes	20	550	240	110
State Taxes	30	390	180	80
Total Tax Receipts***	50	940	420	190

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are not available for all counties.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

n.a. = not available

	<i>Crowley</i>	<i>Custer</i>	<i>Delta</i>	<i>Denver</i>
Travel Spending by Category (\$000)				
Destination Spending	2,020	11,370	21,390	915,970
Hotel, Motel, Resort*	n.a.	n.a.	7,020	714,450
Private Campground	n.a.	n.a.	2,120	-
Public Campground	n.a.	n.a.	380	-
Private Home	n.a.	n.a.	9,300	121,570
Vacation Home	n.a.	n.a.	2,560	2,920
Pass Through**	n.a.	n.a.	n.a.	77,030
Air Tran. within CO	-	-	-	133,060
Total Spending	2,020	11,370	21,390	1,049,030
Travel Spending by Type of Business (\$000)				
Destination Spending	2,020	11,370	21,390	915,970
Accommodations	n.a.	n.a.	3,140	302,360
Eating, Drinking	n.a.	n.a.	6,270	242,390
Retail Sales	n.a.	n.a.	4,900	152,110
Recreation	n.a.	n.a.	3,210	69,930
Ground Transport	n.a.	n.a.	3,870	149,190
Air Tran. within CO	-	-	-	133,060
Total Spending	2,020	11,370	21,390	1,049,030
Payroll Generated by Travel Spending (\$000)				
Total Payroll	320	1,840	3,870	234,220
Employment Generated by Travel Spending (Jobs)				
Accommodations	n.a.	n.a.	70	5,010
Eating, Drinking	n.a.	n.a.	190	5,540
Retail Sales	n.a.	n.a.	30	960
Recreation	n.a.	n.a.	70	1,000
Ground Transport	n.a.	n.a.	20	730
Air Tran. within CO	-	-	-	920
Total Employment	30	180	390	14,160
Tax Revenues Generated by Travel Spending (\$000)				
Local Taxes	60	340	740	47,860
State Taxes	40	210	420	26,810
Total Tax Receipts***	100	550	1,160	74,670

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

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***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

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n.a. = not available

Travel Spending by Category (\$000)

Destination Spending	2,470	47,830	704,230	701,680
Hotel, Motel, Resort*	n.a.	8,890	658,720	442,420
Private Campground	n.a.	730	1,050	17,820
Public Campground	n.a.	2,610	7,010	-
Private Home	n.a.	27,260	11,750	198,630
Vacation Home	n.a.	620	25,700	6,170
Pass Through**	n.a.	7,730	n.a.	36,650
Air Tran. within CO	-	-	7,230	24,000
Total Spending	2,470	47,830	711,460	725,680

Travel Spending by Type of Business (\$000)

Destination Spending	2,470	47,830	704,230	701,680
Accommodations	n.a.	4,420	234,680	166,040
Eating, Drinking	n.a.	16,200	153,170	212,140
Retail Sales	n.a.	12,270	115,040	121,710
Recreation	n.a.	4,630	118,530	86,900
Ground Transport	n.a.	10,310	82,810	114,890
Air Tran. within CO	-	-	7,230	24,000
Total Spending	2,470	47,830	711,460	725,680

Payroll Generated by Travel Spending (\$000)

Total Payroll	460	9,100	169,280	150,720
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Employment Generated by Travel Spending (Jobs)

Accommodations	n.a.	80	3,360	3,140
Eating, Drinking	n.a.	370	3,620	6,190
Retail Sales	n.a.	80	710	790
Recreation	n.a.	70	2,490	1,430
Ground Transport	n.a.	30	450	520
Air Tran. within CO	-	-	70	230
Total Employment	50	620	10,700	12,310

Tax Revenues Generated by Travel Spending (\$000)

Local Taxes	60	1,720	22,060	16,630
State Taxes	50	1,020	16,780	17,060
Total Tax Receipts***	110	2,750	38,850	33,690

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

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***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

n.a. = not available

Travel Spending by Category (\$000)

Destination Spending	7,990	44,380	97,210	13,230
Hotel, Motel, Resort*	n.a.	13,320	72,230	n.a.
Private Campground	n.a.	5,880	3,170	n.a.
Public Campground	n.a.	1,400	6,420	n.a.
Private Home	n.a.	17,510	13,290	n.a.
Vacation Home	n.a.	3,330	2,110	n.a.
Pass Through**	n.a.	2,950	n.a.	n.a.
Air Tran. within CO	-	-	-	-
Total Spending	7,990	44,380	97,210	13,230

Travel Spending by Type of Business (\$000)

Destination Spending	7,990	44,380	97,210	13,230
Accommodations	n.a.	6,430	28,060	n.a.
Eating, Drinking	n.a.	13,140	26,610	n.a.
Retail Sales	n.a.	9,760	16,170	n.a.
Recreation	n.a.	5,870	13,710	n.a.
Ground Transport	n.a.	9,180	12,660	n.a.
Air Tran. within CO	-	-	-	-
Total Spending	7,990	44,380	97,210	13,230

Payroll Generated by Travel Spending (\$000)

Total Payroll	1,370	9,320	22,720	3,100
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Employment Generated by Travel Spending (Jobs)

Accommodations	n.a.	100	670	n.a.
Eating, Drinking	n.a.	450	940	n.a.
Retail Sales	n.a.	70	120	n.a.
Recreation	n.a.	120	490	n.a.
Ground Transport	n.a.	50	80	n.a.
Air Tran. within CO	-	-	-	-
Total Employment	140	800	2,280	310

Tax Revenues Generated by Travel Spending (\$000)

Local Taxes	120	1,110	2,580	360
State Taxes	160	900	2,370	300
Total Tax Receipts***	290	2,020	4,950	670

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

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Note: Details may not add to totals due to rounding.

n.a. = not available

Travel Spending by Category (\$000)

Destination Spending	157,450	105,350	14,760	12,030
Hotel, Motel, Resort*	115,470	74,580	n.a.	3,850
Private Campground	1,690	5,960	n.a.	1,470
Public Campground	7,610	6,730	n.a.	-
Private Home	3,670	4,670	n.a.	2,390
Vacation Home	29,010	13,400	n.a.	4,320
Pass Through**	n.a.	n.a.	n.a.	n.a.
Air Tran. within CO	-	3,350	-	-
Total Spending	157,450	108,700	14,760	12,030

Travel Spending by Type of Business (\$000)

Destination Spending	157,450	105,350	14,760	12,030
Accommodations	43,850	29,320	n.a.	1,890
Eating, Drinking	36,320	23,460	n.a.	3,470
Retail Sales	29,550	20,180	n.a.	2,750
Recreation	28,890	18,590	n.a.	2,230
Ground Transport	18,840	13,800	n.a.	1,700
Air Tran. within CO	-	3,350	-	-
Total Spending	157,450	108,700	14,760	12,030

Payroll Generated by Travel Spending (\$000)

Total Payroll	37,120	24,480	3,230	1,930
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Employment Generated by Travel Spending (Jobs)

Accommodations	620	380	n.a.	40
Eating, Drinking	860	590	n.a.	100
Retail Sales	180	130	n.a.	20
Recreation	610	340	n.a.	30
Ground Transport	110	70	n.a.	10
Air Tran. within CO	-	30	-	-
Total Employment	2,370	1,560	320	190

Tax Revenues Generated by Travel Spending (\$000)

Local Taxes	6,250	3,300	440	290
State Taxes	3,470	2,290	270	230
Total Tax Receipts***	9,720	5,590	710	520

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are note available for all counties.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

n.a. = not available

Travel Spending by Category (\$000)

Destination Spending	6,740	333,020	1,110	10,410
Hotel, Motel, Resort*	n.a.	160,190	n.a.	6,450
Private Campground	n.a.	2,990	n.a.	1,180
Public Campground	n.a.	1,560	n.a.	-
Private Home	n.a.	120,280	n.a.	2,630
Vacation Home	n.a.	7,120	n.a.	160
Pass Through**	n.a.	40,890	n.a.	n.a.
Air Tran. within CO	-	1,360	-	-
Total Spending	6,740	334,390	1,110	10,410

Travel Spending by Type of Business (\$000)

Destination Spending	6,740	333,020	1,110	10,410
Accommodations	n.a.	68,980	n.a.	2,570
Eating, Drinking	n.a.	101,860	n.a.	2,900
Retail Sales	n.a.	70,640	n.a.	1,930
Recreation	n.a.	29,420	n.a.	1,440
Ground Transport	n.a.	62,110	n.a.	1,580
Air Tran. within CO	-	1,360	-	-
Total Spending	6,740	334,390	1,110	10,410

Payroll Generated by Travel Spending (\$000)

Total Payroll	1,520	68,230	200	1,990
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Employment Generated by Travel Spending (Jobs)

Accommodations	n.a.	1,160	n.a.	60
Eating, Drinking	n.a.	2,360	n.a.	90
Retail Sales	n.a.	450	n.a.	10
Recreation	n.a.	430	n.a.	30
Ground Transport	n.a.	200	n.a.	10
Air Tran. within CO	-	10	n.a.	-
Total Employment	150	4,620	20	200

Tax Revenues Generated by Travel Spending (\$000)

Local Taxes	150	8,620	20	180
State Taxes	120	8,010	20	230
Total Tax Receipts***	270	16,620	40	420

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are not available for all counties.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

n.a. = not available

Travel Spending by Category (\$000)

Destination Spending	158,750	15,370	323,700	19,370
Hotel, Motel, Resort*	118,590	8,300	206,620	n.a.
Private Campground	11,570	950	12,760	n.a.
Public Campground	2,440	1,240	7,540	n.a.
Private Home	15,180	2,260	80,710	n.a.
Vacation Home	10,970	2,620	16,080	n.a.
Pass Through**	n.a.	n.a.	n.a.	n.a.
Air Tran. within CO	5,140	-	12,460	-
Total Spending	163,890	15,370	336,160	19,370

Travel Spending by Type of Business (\$000)

Destination Spending	158,750	15,370	323,700	19,370
Accommodations	44,940	3,550	79,440	n.a.
Eating, Drinking	35,360	4,230	92,630	n.a.
Retail Sales	29,990	3,010	59,010	n.a.
Recreation	27,440	2,470	46,390	n.a.
Ground Transport	21,020	2,110	46,240	n.a.
Air Tran. within CO	5,140	-	12,460	-
Total Spending	163,890	15,370	336,160	19,370

Payroll Generated by Travel Spending (\$000)

Total Payroll	33,130	3,420	66,210	3,150
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Employment Generated by Travel Spending (Jobs)

Accommodations	640	80	1,650	n.a.
Eating, Drinking	750	160	3,040	n.a.
Retail Sales	170	20	410	n.a.
Recreation	340	80	1,090	n.a.
Ground Transport	120	10	200	n.a.
Air Tran. within CO	50	-	120	-
Total Employment	2,080	340	6,510	320

Tax Revenues Generated by Travel Spending (\$000)

Local Taxes	4,490	460	7,190	520
State Taxes	3,630	340	7,640	410
Total Tax Receipts***	8,120	800	14,830	930

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are note available for all counties.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

n.a. = not available

	Lincoln	Logan	Mesa	Mineral
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Travel Spending by Category (\$000)

Destination Spending	8,910	16,900	119,710	11,320
Hotel, Motel, Resort*	6,300	9,200	67,310	n.a.
Private Campground	460	550	3,920	n.a.
Public Campground	-	320	6,040	n.a.
Private Home	2,030	6,560	39,450	n.a.
Vacation Home	130	260	2,990	n.a.
Pass Through**	n.a.	n.a.	n.a.	n.a.
Air Tran. within CO	-	-	16,290	-
Total Spending	8,910	16,900	136,000	11,320

Travel Spending by Type of Business (\$000)

Destination Spending	8,910	16,900	119,710	11,320
Accommodations	2,370	3,510	26,400	n.a.
Eating, Drinking	2,540	4,980	34,400	n.a.
Retail Sales	1,530	3,320	23,210	n.a.
Recreation	1,240	2,310	16,630	n.a.
Ground Transport	1,230	2,770	19,060	n.a.
Air Tran. within CO	-	-	16,290	-
Total Spending	8,910	16,900	136,000	11,320

Payroll Generated by Travel Spending (\$000)

Total Payroll	1,720	3,040	27,590	1,900
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Employment Generated by Travel Spending (Jobs)

Accommodations	60	80	670	n.a.
Eating, Drinking	70	150	1,110	n.a.
Retail Sales	10	30	180	n.a.
Recreation	30	50	330	n.a.
Ground Transport	10	10	80	n.a.
Air Tran. within CO	-	-	160	-
Total Employment	170	310	2,520	190

Tax Revenues Generated by Travel Spending (\$000)

Local Taxes	220	460	3,520	190
State Taxes	210	370	2,780	230
Total Tax Receipts***	430	830	6,880	430

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are note available for all counties.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

n.a. = not available

Travel Spending by Category (\$000)

Destination Spending	35,250	57,200	32,520	20,070
Hotel, Motel, Resort*	9,650	35,060	17,410	8,090
Private Campground	900	7,780	1,360	430
Public Campground	19,150	4,490	1,480	920
Private Home	4,400	8,010	11,390	9,020
Vacation Home	1,140	1,860	890	1,600
Pass Through**	n.a.	n.a.	n.a.	n.a.
Air Tran. within CO	-	-	4,920	-
Total Spending	35,250	57,200	37,440	20,070

Travel Spending by Type of Business (\$000)

Destination Spending	35,250	57,200	32,520	20,070
Accommodations	7,340	15,100	6,710	3,270
Eating, Drinking	7,570	14,870	7,780	6,000
Retail Sales	8,280	10,610	7,300	4,370
Recreation	5,010	8,140	5,780	2,900
Ground Transport	7,050	8,480	4,960	3,540
Air Tran. within CO	-	-	4,920	-
Total Spending	35,250	57,200	37,440	20,070

Payroll Generated by Travel Spending (\$000)

Total Payroll	7,460	11,120	7,450	3,530
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Employment Generated by Travel Spending (Jobs)

Accommodations	180	360	100	70
Eating, Drinking	270	460	160	180
Retail Sales	60	70	40	30
Recreation	180	170	70	60
Ground Transport	30	50	20	10
Air Tran. within CO	-	-	50	-
Total Employment	720	1,110	450	360

Tax Revenues Generated by Travel Spending (\$000)

Local Taxes	990	1,490	1,030	480
State Taxes	600	1,230	680	420
Total Tax Receipts***	1,590	2,720	1,710	900

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are note available for all counties.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

n.a. = not available

	<i>Otero</i>	<i>Ouray</i>	<i>Park</i>	<i>Phillips</i>
Travel Spending by Category (\$000)				
Destination Spending	13,650	18,170	29,800	2,220
Hotel, Motel, Resort*	5,480	12,140	n.a.	n.a.
Private Campground	380	2,030	n.a.	n.a.
Public Campground	60	1,010	n.a.	n.a.
Private Home	7,610	1,140	n.a.	n.a.
Vacation Home	130	1,850	n.a.	n.a.
Pass Through**	n.a.	n.a.	n.a.	n.a.
Air Tran. within CO	-	-	-	-
Total Spending	13,650	18,170	29,800	2,220
Travel Spending by Type of Business (\$000)				
Destination Spending	13,650	18,170	29,800	2,220
Accommodations	2,070	5,060	n.a.	n.a.
Eating, Drinking	4,190	4,800	n.a.	n.a.
Retail Sales	2,990	3,210	n.a.	n.a.
Recreation	1,830	2,770	n.a.	n.a.
Ground Transport	2,580	2,330	n.a.	n.a.
Air Tran. within CO	-	-	-	-
Total Spending	13,650	18,170	29,800	2,220
Payroll Generated by Travel Spending (\$000)				
Total Payroll	2,410	3,590	6,900	380
Employment Generated by Travel Spending (Jobs)				
Accommodations	50	120	n.a.	n.a.
Eating, Drinking	120	150	n.a.	n.a.
Retail Sales	20	20	n.a.	n.a.
Recreation	40	60	n.a.	n.a.
Ground Transport	10	10	n.a.	n.a.
Air Tran. within CO	-	-	-	-
Total Employment	240	360	690	40
Tax Revenues Generated by Travel Spending (\$000)				
Local Taxes	390	540	710	20
State Taxes	290	400	590	50
Total Tax Receipts***	680	940	1,300	70

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are note available for all counties.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

n.a. = not available

	Pitkin	Prowers	Pueblo	Rio Blanco
Travel Spending by Category (\$000)				
Destination Spending	452,630	13,930	101,370	25,790
Hotel, Motel, Resort*	431,110	8,400	47,100	n.a.
Private Campground	-	430	2,540	n.a.
Public Campground	1,000	-	1,020	n.a.
Private Home	5,190	4,980	47,760	n.a.
Vacation Home	15,330	120	2,950	n.a.
Pass Through**	n.a.	n.a.	n.a.	n.a.
Air Tran. within CO	9,910	2,010	2,880	-
Total Spending	462,540	15,940	104,240	25,790
Travel Spending by Type of Business (\$000)				
Destination Spending	452,630	13,930	101,370	25,790
Accommodations	152,710	3,130	17,870	n.a.
Eating, Drinking	98,380	4,110	30,620	n.a.
Retail Sales	72,920	2,620	21,180	n.a.
Recreation	76,070	1,900	13,960	n.a.
Ground Transport	52,550	2,180	17,730	n.a.
Air Tran. within CO	9,910	2,010	2,880	-
Total Spending	462,540	15,940	104,240	25,790
Payroll Generated by Travel Spending (\$000)				
Total Payroll	106,240	3,120	16,620	5,450
Employment Generated by Travel Spending (Jobs)				
Accommodations	1,980	70	340	n.a.
Eating, Drinking	2,480	120	860	n.a.
Retail Sales	460	10	120	n.a.
Recreation	1,380	40	210	n.a.
Ground Transport	330	10	80	n.a.
Air Tran. within CO	100	20	30	-
Total Employment	6,730	280	1,640	520
Tax Revenues Generated by Travel Spending (\$000)				
Local Taxes	12,590	370	3,730	380
State Taxes	11,470	330	2,160	410
Total Tax Receipts***	24,060	700	5,890	790

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are not available for all counties.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

n.a. = not available

	<i>Rio Grande</i>	<i>Routt</i>	<i>Saguache</i>	<i>San Juan</i>
Travel Spending by Category (\$000)				
Destination Spending	22,270	221,810	6,700	9,730
Hotel, Motel, Resort*	n.a.	195,860	n.a.	n.a.
Private Campground	n.a.	800	n.a.	n.a.
Public Campground	n.a.	4,420	n.a.	n.a.
Private Home	n.a.	6,530	n.a.	n.a.
Vacation Home	n.a.	14,200	n.a.	n.a.
Pass Through**	n.a.	n.a.	n.a.	n.a.
Air Tran. within CO	-	7,830	-	-
Total Spending	22,270	229,640	6,700	9,730
Travel Spending by Type of Business (\$000)				
Destination Spending	22,270	221,810	6,700	9,730
Accommodations	n.a.	70,640	n.a.	n.a.
Eating, Drinking	n.a.	48,950	n.a.	n.a.
Retail Sales	n.a.	37,730	n.a.	n.a.
Recreation	n.a.	38,040	n.a.	n.a.
Ground Transport	n.a.	26,450	n.a.	n.a.
Air Tran. within CO	-	7,830	-	-
Total Spending	22,270	229,640	6,700	9,730
Payroll Generated by Travel Spending (\$000)				
Total Payroll	3,500	54,640	1,030	1,960
Employment Generated by Travel Spending (Jobs)				
Accommodations	n.a.	1,010	n.a.	n.a.
Eating, Drinking	n.a.	1,160	n.a.	n.a.
Retail Sales	n.a.	240	n.a.	n.a.
Recreation	n.a.	800	n.a.	n.a.
Ground Transport	n.a.	150	n.a.	n.a.
Air Tran. within CO	-	80	-	-
Total Employment	350	3,420	100	200
Tax Revenues Generated by Travel Spending (\$000)				
Local Taxes	660	7,270	110	280
State Taxes	410	5,230	120	220
Total Tax Receipts***	1,070	12,500	220	500

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are not available for all counties.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

n.a. = not available

	Miguel	Sedgwick	Summit	Teller
Travel Spending by Category (\$000)				
Destination Spending	91,800	2,250	591,240	46,800
Hotel, Motel, Resort*	82,640	n.a.	534,910	16,050
Private Campground	-	n.a.	2,470	5,850
Public Campground	2,300	n.a.	10	4,380
Private Home	2,000	n.a.	6,890	7,860
Vacation Home	4,850	n.a.	46,970	10,100
Pass Through**	n.a.	n.a.	n.a.	2,560
Air Tran. within CO	-	-	-	-
Total Spending	91,800	2,250	591,240	46,800
Travel Spending by Type of Business (\$000)				
Destination Spending	91,800	2,250	591,240	46,800
Accommodations	29,770	n.a.	191,100	8,330
Eating, Drinking	20,090	n.a.	131,280	13,110
Retail Sales	15,400	n.a.	98,620	9,970
Recreation	15,600	n.a.	102,280	7,260
Ground Transport	10,940	n.a.	67,960	8,120
Air Tran. within CO	-	-	-	-
Total Spending	91,800	2,250	591,240	46,800
Payroll Generated by Travel Spending (\$000)				
Total Payroll	18,440	410	142,100	9,190
Employment Generated by Travel Spending (Jobs)				
Accommodations	420	n.a.	3,170	160
Eating, Drinking	420	n.a.	2,990	380
Retail Sales	90	n.a.	660	70
Recreation	190	n.a.	1,870	120
Ground Transport	60	n.a.	320	30
Air Tran. within CO	-	-	-	-
Total Employment	1,180	40	9,020	760
Tax Revenues Generated by Travel Spending (\$000)				
Local Taxes	3,150	50	17,600	1,230
State Taxes	2,070	50	14,040	920
Total Tax Receipts***	5,230	100	31,640	2,140

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are not available for all counties.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

n.a. = not available

	<i>Washington</i>	<i>Weld</i>	<i>Yuma</i>
<i>Travel Spending by Category (\$000)</i>			
Destination Spending	2,380	95,380	7,250
Hotel, Motel, Resort*	n.a.	37,970	n.a.
Private Campground	n.a.	470	n.a.
Public Campground	n.a.	670	n.a.
Private Home	n.a.	55,400	n.a.
Vacation Home	n.a.	880	n.a.
Pass Through**	n.a.	n.a.	n.a.
Air Tran. within CO	-	6,190	-
Total Spending	2,380	101,570	7,250
<i>Travel Spending by Type of Business (\$000)</i>			
Destination Spending	2,380	95,380	7,250
Accommodations	n.a.	14,000	n.a.
Eating, Drinking	n.a.	29,640	n.a.
Retail Sales	n.a.	20,920	n.a.
Recreation	n.a.	12,750	n.a.
Ground Transport	n.a.	18,060	n.a.
Air Tran. within CO	-	6,190	-
Total Spending	2,380	101,570	7,250
<i>Payroll Generated by Travel Spending (\$000)</i>			
Total Payroll	390	18,170	1,240
<i>Employment Generated by Travel Spending (Jobs)</i>			
Accommodations	n.a.	310	n.a.
Eating, Drinking	n.a.	900	n.a.
Retail Sales	n.a.	150	n.a.
Recreation	n.a.	260	n.a.
Ground Transport	n.a.	70	n.a.
Air Tran. within CO	-	60	-
Total Employment	40	1,740	120
<i>Tax Revenues Generated by Travel Spending (\$000)</i>			
Local Taxes	20	2,460	110
State Taxes	40	2,090	140
Total Tax Receipts***	70	4,550	240

*Hotel, Motel, Resort includes rented condominiums and bed & breakfasts.

**Pass Through refers to travelers that visited one region but stayed overnight in another. Estimates of Pass through travel are not available for all counties.

***Local taxes include transient lodging taxes and local sales taxes. State taxes include state sales tax, fuel tax, corporate income tax, and personal income tax. Property taxes are not included in estimates of travel generated tax receipts.

Note: Details may not add to totals due to rounding.

n.a. = not available

Appendices

Appendix A: Regional Travel Impact Model (RTIM) Methodology

Appendix B: Definition of Travel Terms

Appendix C: Travel Industry Business Classifications

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Appendix A

Regional Travel Impact Model (RTIM)

Travel Impact Estimation Procedures

Travel Spending

Hotel, Motel, Resort. Spending on commercial accommodations by guests staying in hotels, motels, resorts, bed & breakfasts, and rented condominiums is estimated from Transient Occupancy Tax collections at the city or county jurisdictional level. Where there is no Transient Occupancy Tax, accommodation spending is estimated from sales tax receipts on lodging. These county level estimates are consistent with those derived from other sources, including survey data collected by Longwoods for the state and regions. Spending by hotel, motel, and resort guests in other business categories, such as food and transportation, is estimated using spending distributions reported in the visitor survey data. The spending distribution shows how travelers divide their spending between lodging and other purchases.

Private Campground. Spending by campers using commercial campgrounds is estimated from the number of commercial campsites, the average occupancy of these campsites, and the average daily expenditures of visitor camp parties reported in survey data. Spending in other business categories is estimated in the same way as for hotel guests.

Public Campground. Spending by campers using public campgrounds is estimated from visitor counts at national and state parks, national forests, and state and federally managed recreation areas. Visitation is then multiplied by daily spending estimates from the visitor survey.

Private Home. Spending by private home guests is determined from visitor survey data estimating the number of visitors staying as guests of friends and relatives and applying these rates to the household population base in individual counties.

Vacation Home. Estimated spending by vacation home renters and owners is based on a ratio derived between the number of visitors staying in commercial accommodations and those staying in vacation homes, and the relative expenditure levels for each type of visitor. This information, derived from visitor survey data, is applied to total hotel guest spending to estimate total vacation home spending in the state. This total is distributed among counties using housing data from the U.S. Bureau of the Census.

Pass Through. The share of Pass Through visitation as a percentage of total travel is estimated from visitor survey data and applied to estimates of average daily spending by pass through travelers for the Denver Metro and Pikes Peak regions.

Note: All visitor survey data referenced in this study was provided by Longwoods International.

Appendix A

Regional Travel Impact Model (RTIM)

Travel Impact Estimation Procedures

Air Transportation. Expenditures on air travel within Colorado are estimated from survey data and applied to employment and payroll data provided by the Colorado Department of Labor and Employment.

Related Travel Impacts

Spending by travelers generates jobs, payroll, and state and local tax revenue.

Payroll generated directly from traveler expenditures is estimated from the payroll-to-receipts ratio obtained from data published in the Colorado *Census of Service Industries* and *Census of Retail Trade* publications for each business category.

Employment in each business category is calculated from wage data supplied by the Colorado Department of Labor and Employment.

Local Taxes consist of transient occupancy taxes applied to hotels, motels and resorts and to local sales and use taxes applicable to traveler purchases of goods and services.

State Taxes consist of state sales taxes applied to traveler spending; state fuel tax levied on motor fuel purchases for travel; and personal and corporate income taxes.

Personal income tax revenues are estimated by applying the average state personal income tax rate to payrolls resulting from traveler spending. Corporate income tax revenues are estimated by calculating an implicit corporate income tax rate.

Appendix B

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 Colorado. The spending total includes only spending on air transportation within the state.

Campers: Travelers staying at RV parks and commercial campgrounds or at public campgrounds such as those of the National Park Service or U.S. Forest Service.

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.

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; this includes both full- and part-time positions. However, employment of working proprietors is not included.

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.

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

Hotel, Motel, Resort Guests: Travelers staying in hotels, motels, resorts, bed & breakfast establishments, rented condominiums and other lodging places where the Transient occupancy tax or a sales tax is collected.

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

Pass Through: Overnight travelers in Colorado who pass-through one region of the state and stay overnight in another. Pass Through travel is estimated only for the Denver Metro and Pikes Peak region in this report.

Appendix B

Payroll: Wages and salaries paid to workers by the businesses that receive travel expenditures. Only the payroll attributable to travel expenditures is included. Does not include proprietors' income.

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, including food and beverages purchased for off-premise consumption. Includes purchas of liquor, beer and wine.

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

State Tax Receipts: State sales taxes, corporate income taxes and motor fuel taxes attributable to travel expenditures and personal income taxes based on the associated travel-generated employment.

Transient Occupancy Tax: A local tax charged on lodging. Also referred to as Room Tax, Transient Lodging Tax, Hotel Tax or Bed Tax.

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

Traveler: A person traveling in 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.

Appendix C

Travel Expenditure Categories and Related Types of Business

by Standard Industrial Classification (SIC)

<i>Expenditure Category</i>	<i>Type of Business</i>	<i>SIC Code</i>
Accommodations	Hotels and Motels	701
(hotel, motels and other lodging places)	Camps and Recreation Vehicle Parks	703

Eating & Drinking (Food and drink purchased for on-premise consumption)	Eating and Drinking Places	58
Amusement/Recreation (Admissions, recreation fees, recreation equipment rentals, etc.)	Water Transportation	44
	Amusement and Recreation Services	79
Automobile Rental	Passenger Car Rental	7514
Motor Fuel (fuel and other vehicle expenses during trip)	Gasoline Service Stations	554
Air Passenger Transportation	Air Transportation, scheduled	4512
	Air Transportation, nonscheduled	4522
	Airports & services	4581
Local Transportation (Taxi, bus and other local transportation)	Local Passenger Transportation	411
	Taxicabs	412
	Intercity and Rural Bus Transportation	413
	Bus Charter Service	414
Travel Arrangement	Arrangement of Passenger Transportation	472
Retail Trade (Personal items, gifts, food and other miscellaneous purchases)	General Merchandise Stores	53
	Food Stores	54
	Miscellaneous Retail Stores	59