

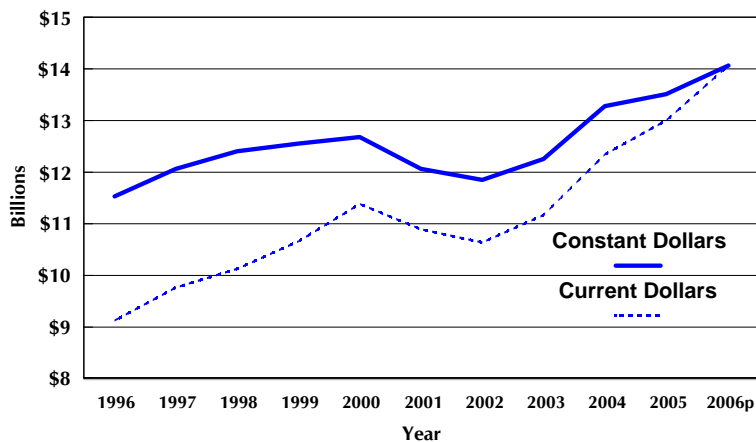
### EXECUTIVE SUMMARY

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 in 2006 (preliminary) was **\$14.1 billion** – direct travel spending directly supported **141,500 jobs** with **earnings of \$3.9 billion**.
- The Colorado travel industry has rebounded strongly from the decline associated with the events of 9/11 and the decrease in business travel. Since 2002, the travel industry has added nearly 15,000 jobs and earnings have increased by \$655 million.

*Direct Travel Spending in Current and Constant Dollars  
 Colorado, 1996-2006p*

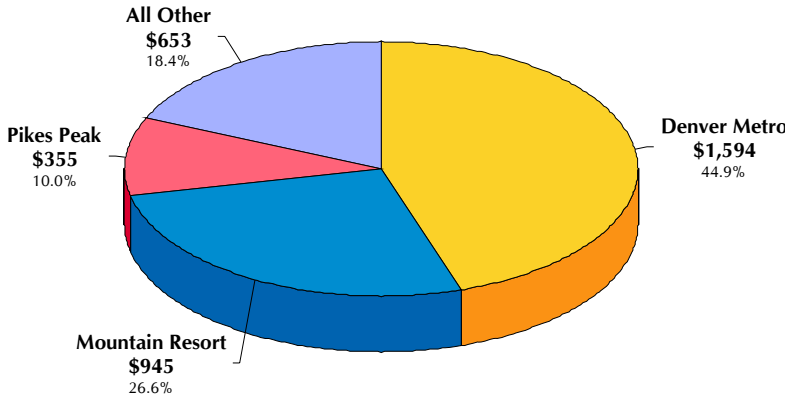


- The Colorado travel industry generated **\$709 million in local and state tax revenues** in the 2006 calendar year – this represents **\$370 of tax revenue per household** in the state. Of all state sales tax revenues collected, 10 percent were travel-generated.

**THE TRAVEL INDUSTRY BENEFITS ALL REGIONS OF COLORADO**

While travel and tourism is important throughout the state, about 45 percent of all travel spending occurs in the Denver Metro Region.

**Overnight Visitor-Spending by Region, 2006p**



In relation to the size of the total economy, travel is relatively more important in the Mountain Resort Region of the state where nearly 12 percent of total earnings is travel-generated.

**Travel-Generated Earnings as a Percent of Total Earnings Colorado Regions, 2006p**

