

# COLORADO WELCOME CENTERS

-2008 Visitor Survey-  
Final Report

Conducted for  
Colorado Tourism Office



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*Cover pictures of Colorado Welcome Centers from Colorado.com, retrieved August 7, 2008.*

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## EXECUTIVE SUMMARY

The Business Research Division (BRD) at the Leeds School of Business was asked by the Colorado Tourism Office (CTO) to conduct a welcome center visitor survey to gather and analyze data on the state's 10 official Colorado Welcome Centers (CWC), their visitors, and their impact on the state's travel and tourism sector during the summer season of 2008. The study included primary research designed to measure the welcome center program and its impact on travelers' activities and expenditures. Results are representative of only summer 2008, and may not be extrapolated to other months or years given the uniqueness of both the season (excludes winter sports visitors), and the year (record fuel prices, contracting economy).

The Colorado Welcome Centers are visited by domestic and international travelers alike, and each serve visitors with varying demographics, trip durations, and trip activities. More than a million individuals were impacted by the centers in 2007, primarily by the information they obtained and the facility services they used. The 10 official Colorado Welcome Centers served nearly 340,000 visitors in June, July, and August of 2008, and these visitors spent an estimated \$182 million in the state. In total, these summer visitors had a \$422 million impact (direct, indirect, and induced) on the state in 2008. Additionally, given that 38.2% of respondents reported finalizing some or all of their lodging plans *during* their trip and 59.7% reported finalizing some or all of their activities *during* their trip, the Welcome Centers had the opportunity to impact more than \$24.7 million in lodging expenditures and \$32.2 million in activity expenditures.

The realized impact that the centers had on visitors was quantified in extra visitor days, additional activities, plans for future trips, and increased spending. Notably, visitors who reported increasing their length of stay in Colorado because of information received from the Welcome Centers stayed an average of 2.6 additional days. Just under one-in-four added activities to their trip, and more than one-in-three obtained information for a future trip due to information provided by the centers. Nearly 55% reported learning about something new to see or do in the state of Colorado. The direct spending associated with the explicit behavior change in June, July, and August of 2008 (2.6 nights by 7% of visitors), was estimated at \$4.9 million. The change in total output (direct, indirect, and induced) was \$11.4 million.

More than 38% of visitors indicated they made some or all accommodations arrangements during their trip, and almost 60% planned some or all of their activities during their trip, indicating that welcome centers have immense opportunity to influence visitor behavior. To this point, visitors were seeking information—more than four-out-of-five visitors stopped at the welcome center to obtain information, primarily pertaining to directions and maps (37.6%), attractions and activities (37.0%), and lodging and restaurants (9.8%). Furthermore, knowing how visitors obtain information will help the state tourism office and the welcome centers to better target their visitors. Visitors sought information most frequently from the Internet (61%), previous experience (49.8%), welcome/visitor centers (28.7%), guidebooks (23.3%), personal recommendations (22.5%), and the official Colorado State Vacation Guide (18.8%).

## Colorado Welcome Centers – Visitors Survey

A clear majority (65.7%) of visitors were planning on participating in some form of outdoor activity. Most of these individuals specifically noted visiting the mountains, national parks, or national monuments; going sightseeing; or engaging in active outdoor activities (e.g., hiking, rafting, camping, fishing, biking). Other major trip activities included touring cities (31.3%), and engaging in arts, cultural, or historic activities (15.1%).

Two-out-of-three visitors stopped at the centers for facility-specific reasons, of which nearly 58% stopped for restrooms and water fountains, and 35% took a travel break, including stretching their legs and picnicking. Thus, clean bathrooms, working hand dryers, and shaded picnic areas help ensure visitors have positive experiences at the centers, and appear to be important factors in attracting visitors to the centers.

Critiques of the centers were few. Nine-out-of-ten visitors liked the centers just the way they are, and nearly 99% would recommend the centers to others. Suggestions for *additions* to the welcome centers ranged from goods (e.g., souvenirs, food, drinks), information (e.g., brochures, maps), the facility (e.g., playground, signs, shade), or services (e.g., wireless Internet, reservations). Suggestions for *improvements* focused on the facility (e.g., cleaner bathrooms, better signage), goods (e.g., coffee-alternative, more shirt sizes), information (e.g., more brochures, more camping information), and services (e.g., update website, later hours).

While some of these critiques would be easy to address (e.g., camping information), others pertain to structural changes that take time and money to facilitate (e.g., playgrounds). However, understanding that one-in-five visitors are under 18 shows the importance of having kid-friendly information and attractions at the centers. In another example, having knowledgeable volunteers and specific information pertaining to active outdoor activities (hiking, biking, camping, fishing, rafting) is also important as one-quarter of visitors planned to engage in active outdoor activities.

The welcome centers are supported by state and local communities, and staffed with the volunteers wishing to extend their knowledge of the state with visitors. The results of this study show that welcome centers impact visitors, acting as a valuable source of information and services.

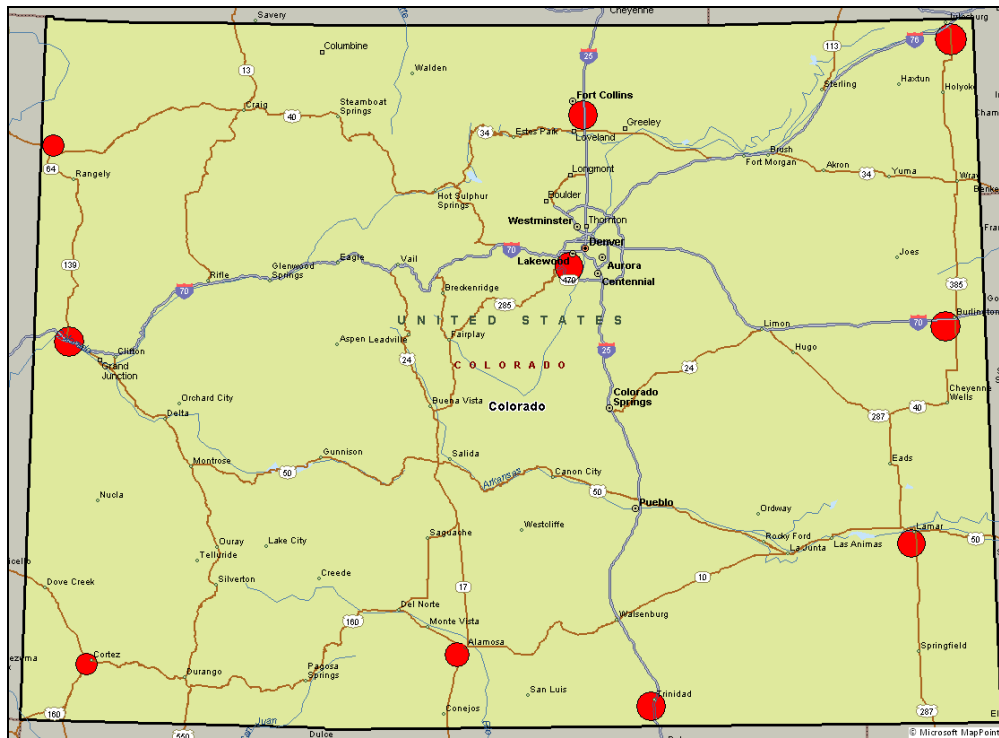


**PURPOSE OF STUDY**

The Business Research Division (BRD) at the Leeds School of Business was asked by the Colorado Tourism Office (CTO) to conduct a welcome center visitor survey to gather and analyze data on the state’s 10 official Colorado Welcome Centers (CWC) (Figure 1), their visitors, and their impact on the state’s travel and tourism sector during the summer season. The study included primary research designed to measure the welcome center program and its impact on travelers’ activities and expenditures.

The 10 Colorado Welcome Centers include:

**FIGURE 1: COLORADO WELCOME CENTER LOCATIONS**



- Colorado Welcome Center at Alamosa — Alamosa
- Colorado Welcome Center at Burlington — Burlington
- Colorado Welcome Center at Cortez — Cortez
- Colorado Welcome Center at Dinosaur — Dinosaur
- Colorado Welcome Center at Fort Collins — Fort Collins
- Colorado Welcome Center at Fruita — Fruita
- Colorado Welcome Center at Julesburg — Julesburg
- Colorado Welcome Center at Lamar — Lamar
- Colorado Welcome Center at Red Rocks — Morrison
- Colorado Welcome Center at Trinidad — Trinidad

Survey results fall into six categories:

- Completed Surveys—Identifies the timeline and success of the onsite and follow-up surveys.
- Visitor Profile—Identifies the profile of visitors who stop at the welcome centers.
- Trip Profile—Identifies visitors’ purposes for visiting Colorado, as well as their desired activities, destinations, length of stay, transportation, and accommodations. Also identifies the resources visitors’ used to plan trips in Colorado, and when their trip preparations were finalized.
- Spending Profile—group spending by category and draws conclusions on spending per night and spending per person.
- Welcome Center—Identifies information obtained and services sought from individual welcome centers, as well as attributes that are lacking or in need of improvement at the centers.
- Impact of Welcome Centers—Identifies the impact that Colorado Welcome Centers had on visitors’ stays in Colorado, including activities, accommodations, spending, and the number of days spent in the state.

Survey results are expressed in aggregate, as well as by individual welcome center.

## **METHODOLOGY**

### **Creating the Survey Instrument**

BRD researchers met with the CTO Board and the Colorado Welcome Centers managers on April 8, 2008, in Denver to discuss the project methodology, field questions, discuss concerns, and explore potential survey questions.

Welcome center managers engaged in an exercise ranking subtopical characteristics within six topical categories taken from questions asked in previous surveys. The purpose of this exercise was to gauge which types of information would be most useful to the welcome centers in critiquing and improving their services. Topical areas included people profile, trip profile, welcome center attributes, trip preparation, future visits to Colorado, Impacts. During a preliminary exercise, results revealed that, among other attributes, welcome center managers ranked age, sex, and annual household income higher than educational level and marital status for usefulness of information to improve their centers (Appendix 2). This information was used to facilitate the creation of the survey instrument.

BRD researchers reviewed previous Colorado Welcome Center surveys and previous survey results; conducted a literature search of other relevant studies; and consulted with CTO staff and board members, and CWC managers prior to creating a draft survey. Two surveys were created, with the on-site survey (Appendix 3) capturing the broadest information and the follow-up survey (Appendix 4) securing greater detail, as well as answer variations as visitors’ trips proceeded. Between the initial survey and the follow-up survey, specific questions were tailored to provide answers by sub-categorical topical area (Appendix 5). Once created, the draft survey was reviewed by David Corsun at the Daniels College of Business. The

revised draft survey was then submitted to Sue Piatt at the Colorado Tourism Office and Cindi Meharg at the Colorado Welcome Centers for revisions.

Survey questions fall into six categories (Appendix 5):

- People Profile—Identifies the profile of visitors who stop at the welcome centers, including age, income, group size, etcetera.
- Trip Profile—Identifies visitors’ purposes for visiting Colorado, as well as their desired activities, destinations, length of stay, transportation, spending, and accommodations.
- Welcome Center—Identifies information obtained and services sought from individual welcome centers, as well as attributes that are lacking or in need of improvement at the centers.
- Trip Preparation—Identifies resources visitors’ used to plan trips in Colorado, and when their trip preparations were finalized.
- Future Visits to Colorado—Identifies the frequency of visits, as well as plans for future visits to the state.
- Impacts (Return on Investment)—Identifies the impact that Colorado Welcome Centers had on visitors’ stays in Colorado, including activities, accommodations, spending, and the number of days spent in the state.

### **Testing the Survey**

The survey instrument was then tested at the Red Rocks Welcome Center on May 22, 2008, and at the Fort Collins Welcome Center on May 23, 2008. Appropriate revisions were made following the survey testing and feedback from David Corsun, Sue Piatt, and Cindi Meharg.

### **Training Surveyors**

After the survey instrument was finalized, BRD staff formulated survey interview procedures and created a training schedule for surveyors. Training sessions were conducted at the Fort Collins Welcome Center on June 2, 2008, and June 5, 2008. New surveyors first shadowed one of the two lead surveyors. Once they were comfortable with the process, they conducted surveys under supervision before surveying independently.

### **Administering the Survey**

Survey quotas were established by the BRD researchers and approved by Sue Piatt and Cindi Meharg. Quotas for each welcome center were based on the monthly traffic at each center. The three busiest centers, Fruita, Burlington, and Julesburg, each had quotas of 300 total completed surveys to be gathered in three separate trips over the months of June, July, and August. Fort Collins and Trinidad each had quotas of 150 total completed surveys to be gathered in two separate trips over the months of June, July, and August. Cortez, Red Rocks, Dinosaur, and Lamar each had quotas of 100 completed surveys in two separate visits over the months of June, July, and August. Alamosa was not included in the RFP, nor was it included in the proposal, but BRD researchers added two visits to this new welcome center and placed a minimum quota of 100 completed surveys. (See Figure 1 for Welcome Center locations.)

BRD surveyors were provided with black polo shirts with “Colorado Leeds School of Business” embroidered on the front of the shirt. Surveyors generally wore khaki pants, black shoes, and the black polo shirts for a consistent and professional appearance.

BRD staff provided an incentive to visitors to take part in the survey, which greatly increased their willingness to participate. For each completed survey, the participating visitor received one Colorado scratch lottery ticket. Various games were purchased for \$1 each. Tickets provided visitors with the chance to win up to \$21,000.

Once the initial survey was completed, surveyors gave participants their lottery ticket and a follow-up survey to be completed when they returned home. Postage-paid envelopes were provided with the follow-up surveys. In addition, surveyors asked visitors for either their e-mail address or physical address for the purpose of following up with them. An e-mail version or another paper version of the follow-up survey was sent to visitors who provided an address. This exercise served to remind and encourage visitors to fill out the follow-up, and accounted for people losing their initial follow-up survey.

### **CIRCUMSTANCES IMPACTING SURVEYING**

Circumstances led to the deviation from the original survey schedule. Sites that were affected included Alamosa, Burlington, and Fruita.

- On June 17, 2008, BRD staff traveled to Fruita to survey, but construction caused the welcome center to close June 18 through June 20. The survey trips were rescheduled for July and August.
- BRD staff had scheduled surveying in Alamosa on June 18 and June 19. Per Cindi Meharg’s suggestion, the survey trip was canceled due to a lack of highway signage limiting the number of visitors to the welcome center. Alamosa surveys were thus limited to July and August.
- Construction was planned in Burlington beginning in July, causing the welcome center to temporarily move locations. For this reason, two trips were made to Burlington in June in order to meet quota, and one trip was made in August.

### **SURVEY RESULTS**

#### **Completed Surveys**

Surveys were conducted at the Colorado Welcome Centers in June, July, and August, with a total of 2,177 completed on-site surveys collected by project end. With additional surveys administered at every welcome center location, completed surveys exceeded the project quota by 28%. The project garnered 690 follow-up surveys for a response rate of 32%. (See Table 1.)

Colorado Welcome Centers – Visitors Survey

**TABLE 1: SURVEYS COLLECTED, BY MONTH**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>June</b>	0	316	124	71	112	3	75	38	87	87	<b>913</b>
<b>July</b>	38	0	0	0	77	102	81	55	45	80	<b>478</b>
<b>August</b>	80	30	41	53	51	232	177	20	52	50	<b>786</b>
<b>Total</b>	<b>118</b>	<b>346</b>	<b>165</b>	<b>124</b>	<b>240</b>	<b>337</b>	<b>333</b>	<b>113</b>	<b>184</b>	<b>217</b>	<b>2,177</b>
<i>Percent Over Quota</i>	18%	15%	65%	24%	60%	12%	11%	13%	84%	45%	28%
<b>Follow-up Surveys</b>	40	103	42	39	79	97	107	42	70	71	690
<i>Response Rate</i>	34%	30%	25%	31%	33%	29%	32%	37%	38%	33%	32%

The 2,177 on-site surveys represented 0.6% of total visitation to Colorado Welcome Centers in June, July, and August 2008 (Table 2). These three summer months are historically the busiest for the welcome centers. In 2007, visitors to the Colorado Welcome Centers during June, July, and August represented 41.7% of total annual visitation (Table 3). Visits to the welcome centers decreased from 2007 to 2008, with overall visitation for June, July, and August down 20.1% from 2007, despite Alamosa coming online. Visitation decreases in 2008 accelerated as fuel prices and the general economy impacted households, and as road construction imperiled convenient access to select centers (Figure 2).

**TABLE 2: COLORADO WELCOME CENTER VISITATION, JUNE-AUGUST, 2008**

	Alamosa <sup>1</sup>	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>June</b>	2,646	22,162	6,830	4,566	15,634	18,391	25,819	4,225	4,492	9,025	<b>113,790</b>
<b>July</b>	4,190	13,282	6,084	5,571	17,531	20,210	30,854	3,935	5,400	10,922	<b>117,979</b>
<b>August</b>	3,493	9,788	5,310	4,626	15,324	23,519	25,697	2,891	7,021	8,492	<b>106,161</b>
<b>June, July, August</b>	<b>10,329</b>	<b>45,232</b>	<b>18,224</b>	<b>14,763</b>	<b>48,489</b>	<b>62,120</b>	<b>82,370</b>	<b>11,051</b>	<b>16,913</b>	<b>28,439</b>	<b>337,930</b>
<i>Change Over 2007</i>	NA	-41.9%	-20.1%	-3.6%	-7.6%	-40.3%	-7.1%	-10.7%	8.7%	-16.4%	<b>-20.1%</b>
<i>Sample Percent of Total</i>	1.1%	0.8%	0.9%	0.8%	0.5%	0.5%	0.4%	1.0%	1.1%	0.8%	<b>0.6%</b>

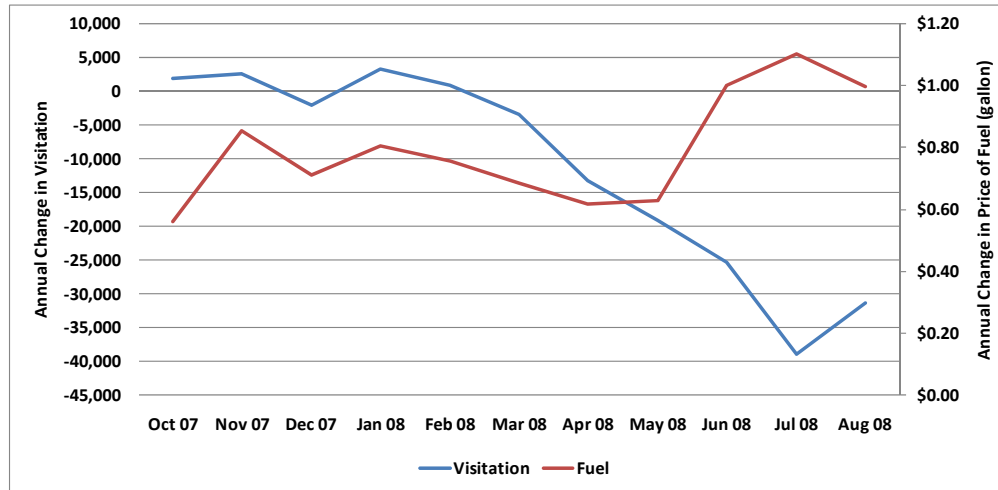
<sup>1</sup> Alamosa began operations in 2008.

**TABLE 3: COLORADO WELCOME CENTER VISITATION, 2007**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
January	NA	7,186	841	0	2,767	12,180	10,043	513	737	1,659	<b>35,926</b>
February	NA	7,671	769	0	3,367	13,691	9,647	716	1,494	2,310	<b>39,665</b>
March	NA	10,324	1,641	1,641	4,202	15,869	13,076	1,365	1,804	4,057	<b>53,979</b>
April	NA	10,194	3,022	1,403	5,072	22,603	15,843	1,520	1,980	12,392	<b>74,029</b>
May	NA	15,967	4,620	2,630	9,683	30,206	18,509	2,578	3,909	5,870	<b>93,972</b>
June	NA	26,246	6,966	4,403	16,669	35,142	27,452	4,046	4,733	10,759	<b>136,416</b>
July	NA	27,991	7,552	5,721	18,624	35,850	32,925	4,747	6,180	13,050	<b>152,640</b>
August	NA	23,580	8,277	5,187	17,171	32,993	28,331	3,582	4,640	10,220	<b>133,981</b>
September	NA	20,790	7,343	4,287	14,561	30,241	20,827	3,025	3,541	8,216	<b>112,831</b>
October	NA	14,836	5,052	2,016	8,897	24,189	16,314	2,766	3,253	5,980	<b>83,303</b>
November	NA	11,107	1,963	1,101	4,924	16,842	14,878	1,453	1,912	3,231	<b>57,411</b>
December	NA	8,468	812	0	3,379	11,980	10,596	1,146	673	2,726	<b>39,780</b>
<b>Total</b>	<b>NA</b>	<b>184,360</b>	<b>48,858</b>	<b>28,389</b>	<b>109,316</b>	<b>281,786</b>	<b>218,441</b>	<b>27,457</b>	<b>34,856</b>	<b>80,470</b>	<b>1,013,933</b>
June, July, August	NA	77,817	22,795	15,311	52,464	103,985	88,708	12,375	15,553	34,029	<b>423,037</b>
Percentage	NA	42.2%	46.7%	53.9%	48.0%	36.9%	40.6%	45.1%	44.6%	42.3%	<b>41.7%</b>

Source: [www.colorado.com/data/docs/CY2007by\\_center.pdf](http://www.colorado.com/data/docs/CY2007by_center.pdf), retrieved September 15, 2008.

**FIGURE 2: CHANGE IN VISITATION COMPARED TO CHANGE IN FUEL PRICES, 2007-2008**



Source: Retail Gasoline Historical Prices, [www.eia.doe.gov](http://www.eia.doe.gov), retrieved October 24, 2008; Welcome Center Visitation, [www.colorado.com/data/docs/CY2007by\\_center.pdf](http://www.colorado.com/data/docs/CY2007by_center.pdf), retrieved September 15, 2008.

**Visitor Profile**

While most visitors surveyed had made prior visits to Colorado (73.3%), 14.4% of those surveyed at the welcome centers were making their first visit to the state. Of those who had made prior visits to Colorado, nearly 58% had visited the state six or more times. More than 12% of visitors were Colorado residents staying at least one night away from home. (See Table 4.)

**TABLE 4: PRIOR VISITS TO COLORADO**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Colorado Resident</b>	22.9%	6.1%	9.7%	29.0%	7.9%	15.1%	17.1%	15.0%	3.8%	8.3%	<b>12.4%<sup>1</sup></b>
<b>Prior Visitor</b>	66.9	79.2	73.3	57.3	72.5	69.4	73.3	76.1	70.1	84.3	<b>73.3</b>
<i>5 or Fewer Visits</i>	41.8	42.3	47.1	52.1	50.6	44.9	37.7	36.0	51.2	24.0	41.9
<i>6 or More Visits</i>	58.2	57.7	51.2	47.9	49.4	53.8	62.3	64.0	48.8	74.9	57.6
<b>First-Time Visitor</b>	10.2	14.7	17.0	13.7	19.6	15.4	9.6	8.8	26.1	7.4	<b>14.4</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

While most visitors were from other U.S. states (84.2%), 3.8% were international visitors and 12.0% were Colorado residents<sup>1</sup> staying at least one night away from home (Appendix 6). Most visitors (58%) came from 10 other states and Colorado, including Texas, California, Illinois, Iowa, Missouri, Kansas, Florida, Nebraska, Oklahoma, and Arizona (Table 5). More than 66% of visitors were from states west of the Mississippi.

**TABLE 5: PRIMARY RESIDENCE OF VISITORS SURVEYED**

Residence	Count	Percent	Cumulative Percent
<b>Colorado</b>	261	12.0% <sup>1</sup>	12.0%
<b>Texas</b>	233	10.7	22.7
<b>California</b>	143	6.6	29.3
<b>Illinois</b>	87	4.0	33.3
<b>Iowa</b>	85	3.9	37.1
<b>Missouri</b>	85	3.9	41.0
<b>Kansas</b>	80	3.7	44.7
<b>Florida</b>	76	3.5	48.2
<b>Nebraska</b>	75	3.5	51.7
<b>Oklahoma</b>	72	3.3	55.0
<b>Arizona</b>	67	3.1	58.0

<sup>1</sup> Colorado residents captured in Table 4 may include individuals with residences in multiple states, whereas Colorado residents captured in Table 5 include Colorado only as their primary residence.

Efforts were made to talk with one individual from each group, and in instances where there was a family with children under 18, surveyors solicited responses from one adult in the group. Of the visitors who answered survey questions, 56.1% were male and 43.9% were female (Table 6).

**TABLE 6: GENDER OF VISITORS SURVEYED**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Male</b>	55.1%	62.9%	43.9%	57.3%	55.5%	57.3%	55.2%	52.3%	52.2%	58.1%	<b>56.1%</b>
<b>Female</b>	44.9	37.1	56.1	42.7	44.5	42.7	44.8	47.7	47.8	41.9	<b>43.9</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Surveyed visitors provided answers on behalf of their group, such as the number of people in the group and the age of individuals. The greatest percentage of visitors were 55 and older (39.6%), and the fewest visitors were between 18 and 24 years old (12.8%). Twenty-seven percent of visitors were between 34 and 54 years old, and 20.6% were younger than 18. Centers had similar age distributions of visitors, except for Alamosa, which had the greatest concentrations of visitors over 34 (Table 7). The average number of people per group was 2.7 (median 2.0) (Table 8).

**TABLE 7: AGE DISTRIBUTION OF VISITOR GROUPS**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All	<i>U.S. Total</i>
<b>Under 18</b>	8.5%	18.6%	19.0%	19.0%	20.8%	17.9%	27.8%	23.6%	18.6%	22.6%	<b>20.6%</b>	<i>24.5%</i>
<b>18-34</b>	8.5	11.5	10.3	10.5	12.7	13.2	13.5	12.9	22.2	10.3	<b>12.8</b>	<i>23.2</i>
<b>35-54</b>	24.6	24.4	33.0	25.8	24.8	24.1	25.4	25.6	38.6	27.9	<b>27.0</b>	<i>28.9</i>
<b>55 and Over</b>	58.4	45.5	37.8	44.8	41.7	44.7	33.3	37.9	20.6	39.1	<b>39.6</b>	<i>23.4</i>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<i>100.0%</i>

**TABLE 8: GROUP SIZE**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Average</b>	2.4	2.5	2.5	2.5	2.6	2.7	3.0	2.8	2.7	2.9	<b>2.7</b>
<b>Median</b>	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	<b>2.0</b>

The greatest representation came from households with incomes over \$100,000 (28%) and those with incomes between \$50,000 and \$75,000 (24.9%). The smallest representation was households with incomes less than \$25,000 (7.8%) (Table 9). The household income distribution of visitors to welcome centers was higher than the national income distribution. This question elicited the fewest responses in the follow-up survey, with only 78.1% of respondents reporting a household income range.



**TABLE 9: HOUSEHOLD INCOME**

	Welcome Centers	U.S.
<b>Under \$25K</b>	7.8%	25.3%
<b>\$25-\$50K</b>	20.0	25.9
<b>\$50-\$75K</b>	24.9	19.0
<b>\$75-\$100K</b>	19.3	11.8
<b>More than \$100K</b>	28.0	17.9
<b>Total</b>	100.0%	100.0%

Source: U.S. Census Bureau, [www.census.gov](http://www.census.gov), retrieved October 22, 2008.

### Trip Profile

Just over half of visitors surveyed reported destinations in multiple states during their trip, while 49.4% of visitors responded that Colorado was their sole destination; however, responses varied widely by welcome center (Table 10). More than average visitors to tourist areas, such as Dinosaur and Cortez, responded that they considered multiple states destinations on their trip. Conversely, Red Rocks had the highest percentage of visitors respond Colorado was their primary destination.

**TABLE 10: VISITOR DESTINATION**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Colorado Only</b>	69.5%	53.5%	34.5%	24.2%	37.1%	27.9%	54.1%	41.6%	84.7%	71.4%	<b>49.4%</b>
<b>Multiple States</b>	30.5	46.5	65.5	75.8	62.9	72.1	45.9	58.4	15.3	28.6	<b>50.6</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Average length of stay showed high levels of variability by center, with Alamosa, Burlington, and Trinidad recording the highest number of visitor nights, and Fort Collins, Dinosaur, and Julesburg recording the fewest visitor nights. However, median duration showed greater likeness between centers. The average stay per visitor group was 6.7 nights, with a median of 4.0 (Table 11). Shown another way, 80.6% of visitors stayed less than a week, and responses were similar across centers (Table 12). Upon completion of their trip, visitors reported staying on average 0.2 (median 1.0) nights longer in Colorado.

**TABLE 11: NUMBER OF NIGHTS IN COLORADO**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Average</b>	10.3	9.6	5.9	5.3	4.4	5.1	5.3	6.4	7.2	8.3	<b>6.7</b>
<b>Median</b>	4.0	4.0	3.0	3.0	3.0	2.0	4.0	4.0	5.0	5.0	<b>4.0</b>

**TABLE 12: NIGHTS IN COLORADO BY DURATION**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Less than 8</b>	71.2%	77.3%	81.2%	86.6%	85.0%	83.7%	82.4%	79.6%	81.0%	74.7%	<b>80.6%</b>
<b>8-14</b>	16.1	15.5	12.7	8.0	12.9	11.1	13.6	14.2	15.2	16.6	<b>13.7</b>
<b>More than 14</b>	12.7	7.2	6.1	5.4	2.1	5.1	4.0	6.2	3.8	8.8	<b>5.8</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Visitors were asked aided questions about the purpose of their trip, with responses falling into six categories and two subcategories:

- Visit Friends and Family
- Explore Colorado
- Special Event
  - Personal Event
  - Commercial Event
- Business
- Passing through to Another State
- Other

Visitors were asked to select all categories that applied to their trip. The greatest percentage of people indicated they were in Colorado to explore the state (63.3%) (Table 13). Nearly 39% of visitors indicated that they were passing through Colorado to another state, and 36.6% were traveling in Colorado to visit friends and family. More than 9% of visitors were in Colorado for a personal special event (e.g., wedding, family reunion, funeral, etc.), and 8.0% indicated a commercial event (i.e., concert, convention<sup>1</sup>, etc.). Business travelers represented 8.7% of visitor reasons, and 3.2% of visitors indicated other reasons for travel (i.e., moving, college, and medical treatment). (See Table 13.)

**TABLE 13: REASONS FOR TRIP**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Explore Colorado</b>	79.7%	52.0%	77.0%	70.2%	59.6%	57.9%	49.8%	64.6%	84.2%	67.7%	<b>63.3%</b>
<b>Passing Through</b>	13.6	39.9	27.3	55.6	41.7	60.5	39.0	50.4	13.6	22.1	<b>38.5</b>
<b>Friends and Family</b>	23.7	39.0	23.0	25.8	35.8	27.3	46.2	32.7	56.0	39.2	<b>36.6</b>
<b>Special Event - Personal</b>	5.1	11.6	6.7	2.4	11.7	3.0	14.7	3.5	16.3	6.9	<b>9.1</b>
<b>Business</b>	4.2	10.4	9.1	7.3	6.7	6.5	8.1	8.8	16.3	8.3	<b>8.7</b>
<b>Special Event - Commercial</b>	8.5	9.8	3.6	1.6	7.9	3.0	5.7	3.5	31.0	5.5	<b>8.0</b>
<b>Other</b>	2.5	5.8	3.0	1.6	5.4	2.4	2.4	0.9	1.6	2.8	<b>3.2</b>

<sup>1</sup>The survey period intentionally avoided outlier special events, such as the Democratic National Convention in Denver.

Colorado Welcome Centers – Visitors Survey

Visitors were subsequently asked the single-most important reason for their trip in Colorado, with 32.5% responding they were exploring Colorado, 23.8% passing through, and 21.2% visiting friends and family. Nearly 8% were visiting Colorado for a personal special event and 5.4% were visiting for a commercial event. The remaining visitors were primarily in Colorado for business (6.6%) or other reasons (3.0%). (See Table 14.)

**TABLE 14: MOST IMPORTANT REASON**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Explore Colorado</b>	66.9%	24.0%	60.7%	36.6%	28.6%	31.6%	20.2%	29.7%	25.5%	36.1%	<b>32.5%</b>
<b>Passing Through</b>	3.4	25.1	11.0	35.8	24.8	39.8	28.9	36.9	2.2	13.9	<b>23.8</b>
<b>Friends and Family</b>	13.6	23.4	11.0	14.6	23.1	15.5	26.8	23.4	22.8	28.2	<b>21.2</b>
<b>Special Event – Personal</b>	4.2	9.9	5.5	2.0	10.2	2.4	11.7	2.7	13.2	6.5	<b>7.6</b>
<b>Business</b>	4.2	6.1	6.7	7.3	5.5	6.1	5.7	6.3	12.0	7.4	<b>6.6</b>
<b>Special Event - Commercial</b>	7.6	6.0	2.5	2.0	3.7	2.4	3.3	0.0	22.1	5.0	<b>5.4</b>
<b>Other</b>	0.0	5.5	2.5	1.6	4.2	2.1	3.3	0.9	2.2	2.8	<b>3.0</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Following their trip to Colorado, 59.8% of visitors indicated finalizing all or most of their *accommodations* prior to visiting the state, while 38.2% made their accommodations during their visit (Table 15). Conversely, 39.2% of visitors finalized most of their *activities* prior to visiting the state, while 59.7% finalized some or all of their activities during their trip (Table 16).

**TABLE 15: FINALIZED LODGING**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>All Before</b>	30.8%	49.0%	40.0%	35.9%	43.6%	41.5%	56.1%	35.7%	70.0%	54.4%	<b>48.0%</b>
<b>Most Before</b>	15.4	10.8	15.0	10.3	7.7	12.8	14.0	11.9	4.3	17.6	<b>11.8</b>
<b>Some Before/Some During</b>	30.8	22.5	15.0	20.5	17.9	24.5	15.0	21.4	12.9	14.7	<b>19.1</b>
<b>All During</b>	15.4	15.7	25.0	30.8	26.9	19.1	15.0	31.0	12.9	13.2	<b>19.1</b>
<b>Don't Know</b>	7.7	2.0	5.0	2.6	3.8	2.1	0.0	0.0	0.0	0.0	<b>1.9</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 16: FINALIZED ACTIVITIES**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>All Before</b>	17.9%	19.4%	11.9%	23.1%	11.5%	17.0%	29.0%	16.7%	14.3%	24.6%	<b>19.2%</b>
<b>Most Before</b>	20.5	23.3	19.0	15.4	20.5	23.4	24.3	11.9	17.1	15.9	<b>20.2</b>
<b>Some Before/Some During</b>	33.3	40.8	38.1	43.6	50.0	42.6	32.7	45.2	51.4	43.5	<b>42.0</b>
<b>All During</b>	25.6	14.6	28.6	17.9	16.7	16.0	14.0	26.2	17.1	15.9	<b>17.7</b>
<b>Don't Know</b>	2.6	1.9	2.4	0.0	1.3	1.1	0.0	0.0	0.0	0.0	<b>0.9</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Overall, the Internet was cited as the most common resource used when planning visits to Colorado, with 61.0% of visitors indicating they tapped the web for planning information. Nearly half of visitors surveyed said they relied at least partially on previous experience visiting the state to plan their trip. Many visitors indicated that state-provided resources were used to help in trip planning, with 28.7% using welcome/visitors centers, and 18.8% using the Colorado State Vacation Guide. More than one-out-of-five visitors indicated using guidebooks, personal recommendations, and highways signs. Global positioning system (GPS) devices were cited by 16.7% of visitors, while only 1.4% and 1.2%, respectively, indicated using the Yellowpages/telephone or a travel agent for planning their Colorado trip. Of the 31.1% of visitors who indicated other planning resources, 51.2% specifically identified an atlas or map, 31.8% mentioned AAA, 3.3% indicated that their place of work had planned the trip, and 2.2% sourced magazines. (See Table 17.)

**TABLE 17: PLANNING RESOURCES**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Internet</b>	58.5%	67.3%	75.8%	50.0%	72.1%	49.6%	49.5%	59.3%	83.7%	52.5%	<b>61.0%</b>
<b>Previous Experience</b>	34.7	57.8	35.2	53.2	37.5	38.0	58.9	61.9	59.8	58.1	<b>49.8</b>
<b>Welcome Center/Visitor Center</b>	24.6	24.9	41.8	45.2	45.8	19.9	20.1	15.0	45.7	18.4	<b>28.7</b>
<b>Guidebooks</b>	16.9	31.5	39.4	37.1	29.6	16.6	15.3	15.9	28.8	8.8	<b>23.3</b>
<b>Personal Recommendations</b>	16.9	19.7	27.9	21.8	32.1	12.5	23.7	16.8	50.0	9.2	<b>22.5</b>
<b>Highway Signs</b>	1.7	22.3	22.4	17.7	29.6	8.0	19.2	35.4	59.8	4.1	<b>21.1</b>
<b>State Vacation Guide</b>	12.7	18.5	20.6	12.1	20.0	11.3	23.1	23.9	29.9	16.6	<b>18.8</b>
<b>GPS</b>	10.2	25.7	8.5	15.3	21.3	14.5	12.6	17.7	28.8	6.9	<b>16.7</b>
<b>Yellowpages/Telephone</b>	0.0	0.9	3.6	0.8	2.5	0.6	1.5	2.7	2.2	0.0	<b>1.4</b>
<b>Travel Agent</b>	0.0	0.3	3.0	2.4	0.8	1.2	1.8	0.0	3.3	0.0	<b>1.2</b>
<b>Other</b>	37.3	33.2	32.7	29.8	22.5	44.5	25.2	33.6	19.6	29.5	<b>31.1</b>
<i>Atlas/Map</i>	40.0	39.1	55.4	62.5	62.7	48.3	48.8	85.3	38.7	59.7	51.2
<i>AAA</i>	26.7	43.8	30.4	32.5	28.8	33.0	34.9	2.9	45.2	18.1	31.8
<i>Other</i>	28.9	10.9	10.7	5.0	5.1	14.8	4.7	2.9	12.9	15.3	11.6
<i>Work</i>	0.0	4.7	1.8	0.0	0.0	1.1	9.3	8.8	3.2	4.2	3.3
<i>Magazine</i>	4.4	1.6	1.8	0.0	3.4	2.8	2.3	0.0	0.0	2.8	2.2
<b>Don't Know</b>	0.0	0.3	3.0	0.8	1.7	0.3	0.3	0.0	0.0	0.0	<b>0.6</b>

Of the resources visitors indicated they rely on the most, the Internet (31.1%) and previous experience (20.1%) garnered the highest number of responses. More than 13% of visitors reported welcome and visitor centers are their primary planning resource, and another 13% cited personal

recommendations. Other resources (e.g., AAA, atlas/maps, magazines, etc.) accounted for 7.5% of responses. The Colorado State Vacation Guide and other guidebooks each were primary resources for 5.6% of visitors. Together, highway signs, GPS, travel agents, Yellowpages/telephone, and “don’t know” totaled 3.8%. (See Table 18.)

**TABLE 18: PRIMARY RESOURCE**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Internet</b>	39.4%	21.3%	37.5%	21.9%	45.6%	22.0%	23.6%	23.5%	45.9%	37.9%	<b>31.1%</b>
<b>Previous Experience in Colorado</b>	18.2	19.1	17.5	34.4	11.8	18.3	29.2	20.6	8.2	27.6	<b>20.1</b>
<b>Welcome Center/Visitor Centers</b>	12.1	15.7	22.5	12.5	17.6	12.2	10.1	26.5	1.6	8.6	<b>13.1</b>
<b>Personal Recommendations</b>	6.1	21.3	2.5	6.3	5.9	14.6	16.9	8.8	19.7	10.3	<b>13.0</b>
<b>Other</b>	12.1	7.9	2.5	12.5	2.9	8.5	10.1	5.9	8.2	5.2	<b>7.5</b>
<b>Colorado State Vacation Guide</b>	3.0	4.5	2.5	0.0	4.4	9.8	2.2	11.8	8.2	8.6	<b>5.6</b>
<b>Other Guidebook</b>	9.1	6.7	7.5	9.4	2.9	8.5	4.5	0.0	8.2	0.0	<b>5.6</b>
<b>Highway Signs</b>	0.0	2.2	2.5	3.1	4.4	1.2	1.1	0.0	0.0	0.0	<b>1.5</b>
<b>GPS in Car</b>	0.0	1.1	0.0	0.0	0.0	2.4	1.1	2.9	0.0	1.7	<b>1.0</b>
<b>Travel Agent</b>	0.0	0.0	2.5	0.0	4.4	0.0	0.0	0.0	0.0	0.0	<b>0.7</b>
<b>Yellowpages/Telephone</b>	0.0	0.0	2.5	0.0	0.0	1.2	0.0	0.0	0.0	0.0	<b>0.3</b>
<b>Don't Know</b>	0.0	0.0	0.0	0.0	0.0	1.2	1.1	0.0	0.0	0.0	<b>0.3</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

During the on-site survey, visitors were asked to list the top three activities of interest during their Colorado trip. Responses were sorted into 14 categories (Table 19). Given the number and diversity of outdoor responses, the outdoor category was further divided into nine subcategories (Table 20).

At 65.7%, most visitors indicated they were interested in outdoor activities during their trip. More than 31% of visitors cited a specific city that they would visit. At 15.1%, arts, historical, and cultural activities were the third most common response by visitors. Nearly 8% of respondents indicated they were particularly interested in Colorado’s tourist trains. Sports, family activities, and events were each listed by more than 4% of visitors. The remaining categories, including shopping, brewery/winery tours, weather, relocations, and other, each represented less than 3% of responses. (See Table 19.)

Regarding outdoor activities, 41.8% of visitors indicated interest in mountains, parks, and monuments during their trip. Nearly 16% indicated sightseeing as one of their top activities. Active outdoor activities were mentioned often, specifically hiking (13.0%), rafting (5.7%), camping (5.6%),

fishing (4.7%), and biking (3.0%). Visitors partaking in ATV activities totaled 1.6%, and all other outdoor responses (e.g., botanical gardens, hot springs) accounted for 10.0%. (See Table 20.)

**TABLE 19: TRIP ACTIVITIES**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Outdoor</b>	74.6%	53.5%	59.4%	82.3%	67.5%	64.1%	58.6%	59.3%	95.7%	65.4%	<b>65.7%</b>
<b>Cities</b>	20.3	36.4	25.5	19.4	36.7	33.8	25.2	26.5	37.0	37.8	<b>31.3</b>
<b>Arts/Culture/Historic</b>	17.8	6.1	66.1	9.7	12.9	10.4	9.0	23.0	9.8	11.5	<b>15.1</b>
<b>Trains</b>	57.6	3.8	15.8	1.6	5.0	3.3	3.0	10.6	2.7	4.6	<b>7.8</b>
<b>Family</b>	11.0	8.4	2.4	3.2	7.9	2.1	9.6	12.4	11.4	10.6	<b>7.6</b>
<b>Sports</b>	3.4	4.6	2.4	1.6	3.8	2.4	5.1	2.7	9.8	6.9	<b>4.4</b>
<b>Event</b>	9.3	4.3	0.6	0.8	4.6	3.6	2.4	2.7	10.3	4.1	<b>4.1</b>
<b>Shop</b>	1.7	2.0	1.2	0.0	3.8	1.5	3.0	3.5	2.7	5.5	<b>2.6</b>
<b>Brewery/Winery</b>	0.0	0.9	0.6	0.8	7.1	1.8	0.9	0.9	5.4	1.4	<b>2.1</b>
<b>Casinos</b>	0.0	2.0	0.6	0.8	1.7	1.8	2.1	5.3	2.2	3.2	<b>2.0</b>
<b>TBD</b>	0.0	2.6	0.0	0.0	1.3	0.6	2.4	3.5	0.5	2.3	<b>1.5</b>
<b>Weather</b>	1.7	0.0	0.0	0.0	0.0	1.2	0.6	0.9	0.0	0.9	<b>0.5</b>
<b>Relocate</b>	0.0	0.0	1.2	0.0	0.8	0.0	0.3	0.0	0.5	0.0	<b>0.3</b>
<b>Other</b>	0.8	2.0	9.1	2.4	4.6	2.7	1.8	1.8	2.7	0.5	<b>2.8</b>

**TABLE 20: OUTDOOR ACTIVITIES**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Mountains, Parks, Monuments</b>	48.3%	37.6%	27.3%	54.0%	44.6%	36.2%	39.6%	31.0%	72.8%	36.9%	<b>41.8%</b>
<b>Sightseeing</b>	21.2	9.5	21.8	25.0	16.3	18.4	11.4	12.4	16.8	15.2	<b>15.7</b>
<b>Hiking</b>	11.0	7.8	12.7	15.3	13.3	12.5	18.6	9.7	17.9	10.6	<b>13.0</b>
<b>Rafting, Canoeing, Kayaking</b>	2.5	4.9	3.0	4.8	4.6	4.5	6.6	4.4	12.5	8.3	<b>5.7</b>
<b>Camping</b>	9.3	4.6	5.5	10.5	5.0	4.7	4.8	8.0	3.3	6.5	<b>5.6</b>
<b>Fishing</b>	5.9	4.0	4.2	7.3	2.9	3.3	3.9	4.4	2.2	11.5	<b>4.7</b>
<b>Biking</b>	0.0	2.0	6.1	3.2	2.5	4.2	3.6	1.8	4.3	0.9	<b>3.0</b>
<b>ATV (Four-Wheeling)</b>	3.4	0.9	1.2	1.6	0.4	1.2	1.8	2.7	0.5	4.1	<b>1.6</b>
<b>Other (General)</b>	7.6	7.5	8.5	19.4	8.3	11.9	7.2	6.2	17.4	9.7	<b>10.0</b>

Upon completion of their trip, visitors who submitted follow-up surveys provided information about their participation in activities during their visit in the state. Outdoor/nature activities were cited most often, capturing 65.9% of visitor responses. More than 52% reported participating in city sightseeing activities. Just over half of visitors indicated participating in shopping activities during their trip, compared to 2.6% in the initial survey

who reported shopping would be one of their top three activities. Arts, cultural, and historical activities were undertaken by 39.6% of visitors. Bars, pubs, and breweries were visited by 21.3%, compared to 5.4% for wineries and vineyards. Nearly 17% participated in festivals, fairs, and events, while 10.4% took in sporting events and 4.9% visited casinos. (See Table 21.)

**TABLE 21: ACTIVITIES REPORTED IN FOLLOW-UP SURVEY**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Outdoor/Nature</b>	70.0%	69.9%	69.0%	69.2%	55.7%	60.8%	65.4%	59.5%	84.3%	59.2%	<b>65.9%</b>
<b>City Sightseeing</b>	50.0	51.5	54.8	35.9	51.9	47.4	52.3	54.8	64.3	54.9	<b>52.2</b>
<b>Shopping</b>	52.5	56.3	42.9	33.3	46.8	55.7	49.5	42.9	55.7	54.9	<b>50.7</b>
<b>Arts/Culture/Historical</b>	57.5	33.0	50.0	33.3	36.7	36.1	34.6	42.9	51.4	38.0	<b>39.6</b>
<b>Bars/Pubs/Breweries</b>	7.5	18.4	19.0	20.5	30.4	21.6	19.6	21.4	30.0	18.3	<b>21.3</b>
<b>Festivals/Fairs/Events</b>	20.0	13.6	2.4	7.7	19.0	17.5	20.6	19.0	27.1	12.7	<b>16.8</b>
<b>Sports</b>	2.5	11.7	11.9	10.3	10.1	3.1	16.8	7.1	17.1	8.5	<b>10.4</b>
<b>Winery/Vineyards</b>	0.0	1.9	7.1	10.3	3.8	12.4	4.7	4.8	5.7	2.8	<b>5.4</b>
<b>Casinos/Gaming</b>	2.5	5.8	4.8	2.6	3.8	3.1	1.9	14.3	11.4	2.8	<b>4.9</b>
<b>Other</b>	40.0	25.2	23.8	23.1	29.1	22.7	26.2	23.8	20.0	21.1	<b>25.1</b>

### Spending Profile

Average expenditures as estimated by visitors to the Colorado Welcome Centers were \$838 per group, with a median of \$500 (Table 22). Groups spent on average \$187 per night in the state, or \$84 per person per night (Table 23 and Table 24).

**TABLE 22: TOTAL SPENDING BY VISITOR GROUP**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Average</b>	\$873	\$886	\$812	\$743	\$833	\$594	\$739	\$675	\$1,310	\$972	<b>\$838</b>
<b>Median</b>	550	500	500	400	500	300	500	400	1,000	650	<b>500</b>

**TABLE 23: SPENDING BY VISITOR GROUP PER NIGHT**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Average</b>	\$162	\$167	\$178	\$216	\$215	\$169	\$173	\$157	\$268	\$175	<b>\$187</b>
<b>Median</b>	133	125	164	110	173	143	133	135	200	143	<b>150</b>

**TABLE 24: SPENDING PER VISITOR PER NIGHT**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Average</b>	\$77	\$80	\$80	\$105	\$99	\$74	\$78	\$75	\$110	\$70	<b>\$80</b>
<b>Median</b>	59	54	75	50	71	50	56	50	83	53	<b>56</b>

**TABLE 25: SPENDING BY GROUP, FOLLOW-UP SURVEY**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Average</b>	\$1,436	\$1,102	\$1,185	\$857	\$1,073	\$1,014	\$1,114	\$1,501	\$1,680	\$1,141	<b>\$1,187</b>
<b>Median</b>	1,160	700	865	510	845	689	655	705	1,060	725	<b>750</b>
<i>Change Over Initial Survey</i>	482	216	373	114	240	419	375	826	370	169	349

**TABLE 26: PERCENTAGE OF VISITOR SPENDING BY CATEGORY**

<b>Total Spending</b>	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Lodging</b>	29.6%	31.6%	33.8%	31.8%	33.9%	34.6%	37.7%	25.1%	38.1%	32.3%	<b>33.6%</b>
<b>Food/Drink</b>	21.6	22.4	22.1	25.9	21.3	27.6	23.2	23.3	19.1	24.4	<b>22.9</b>
<b>Transportation</b>	24.1	23.5	19.1	26.0	19.5	18.5	17.1	17.9	16.1	19.4	<b>19.5</b>
<b>Shopping</b>	11.7	12.5	17.4	7.4	14.3	12.9	11.3	24.3	14.6	17.1	<b>14.3</b>
<b>Sports and Other Outdoor Activities</b>	8.4	6.2	3.6	1.4	3.7	3.1	7.6	3.4	7.1	4.0	<b>5.3</b>
<b>Other Arts and Cultural Activities</b>	3.8	2.0	2.9	2.0	5.0	1.7	1.6	3.8	3.3	2.0	<b>2.7</b>
<b>Nightlife</b>	0.4	0.3	0.3	1.5	2.0	0.9	1.0	1.5	1.4	0.6	<b>1.0</b>
<b>Children's Activities</b>	0.2	1.4	0.9	4.0	0.4	0.7	0.4	0.7	0.3	0.2	<b>0.7</b>
<b>All</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Extrapolating per person expenditures of \$80 and trip durations of 6.7 nights to the 337,930 visitors that visited the Colorado Welcome Centers in June, July, and August 2008, total estimated spending by this segment of Colorado visitors was \$182.1 million in the summer of 2008, for a total economic impact of \$422.4 million (direct, indirect, and induced). Spending by this segment of visitors to the state accounted for nearly 3,900 direct jobs and nearly 2,200 indirect jobs. Total wages paid to direct and indirect employees was estimated at more than \$142 million in 2008. (See Table 27.) While this entire impact is not causally related to the Welcome Centers, it is important to understand that the Centers are touching a significant segment of visitors to Colorado, and thus have the opportunity to portray the State in its most favorable light through the hospitality of the volunteers, information obtained in the Centers, and conveniences provided by the Centers.

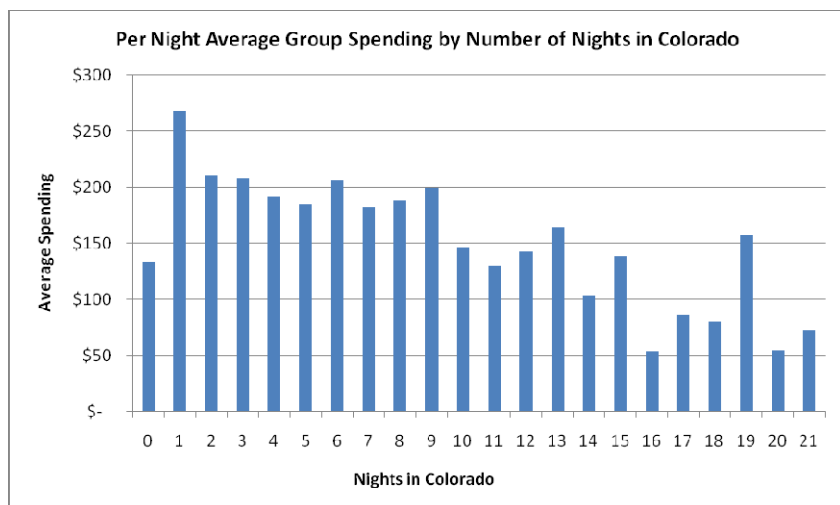


**TABLE 27: TOTAL VISITOR SPENDING**

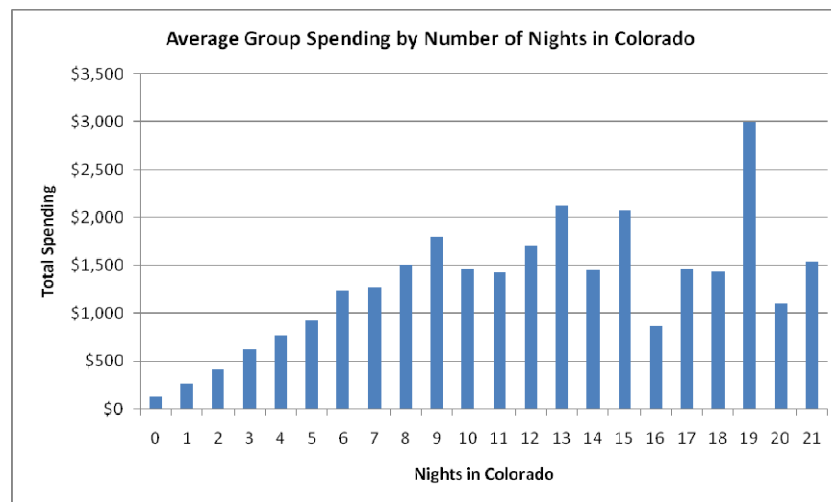
	Percent of Total Spending	Direct Spending (in millions)	Total Output, Direct and Indirect (in millions)
Lodging	33.6%	\$61.2	\$131.0
Transportation	19.5	35.5	87.6
Food/Drink	22.9	41.7	102.7
Nightlife	1.0	1.8	4.5
Sports and Other Outdoor Activities	5.3	9.6	21.9
Shopping	14.3	26.0	59.1
Other Arts and Cultural Activities	2.7	5.0	12.5
Children’s Activities	0.7	1.4	3.1
<b>Total</b>	<b>100.0%</b>	<b>\$182.1</b>	<b>\$422.4</b>

As expected, groups spending more days in Colorado generally spent, on average, more money. Conversely, average spending per night decreased as length of stay increased, anecdotally caused by RV visitors staying at campgrounds and cooking in, rather than staying at hotels and eating at restaurants. (See Figure 3 and Figure 4.)

**FIGURE 3: PER NIGHT AVERAGE GROUP SPENDING BY NUMBER OF NIGHTS IN COLORADO**



**FIGURE 4: AVERAGE GROUP SPENDING BY NUMBER OF NIGHTS IN COLORADO**



**Welcome Centers**

Visitors were asked aided questions regarding their reasons for visiting the Colorado Welcome Center. Responses fell into three categories; visitors indicated all reasons that applied.

- Information
  - Directions/Maps
  - Attractions/Activities
  - Lodging/Restaurants
  - Events/Festivals
  - History/Culture/Ecology
  - Road/Weather
- Facility
  - Restrooms/Water Fountain
  - Travel Break
  - Internet
  - Food/Drinks
- Other

The most common reason for visiting the Colorado Welcome Centers was to get information (80.6%), while 65.3% of the reasons were facility specific. In addition, 20.6% of visitors reported stopping for other reasons, including souvenirs, free t-shirts (promotion), free coffee, coupon books, the train, or other on-site attractions (Table 28).

**TABLE 28: ALL REASONS FOR VISITING THE WELCOME CENTER**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Information</b>	72.9%	80.9%	90.9%	87.1%	94.2%	73.3%	68.5%	86.7%	79.9%	85.3%	<b>80.6%</b>
<b>Facilities</b>	12.7	85.5	35.8	68.5	55.0	70.6	84.7	61.9	66.3	56.2	<b>65.3</b>
<b>Other</b>	58.5	15.0	20.6	5.6	12.5	13.9	14.1	23.0	57.1	14.7	<b>20.6</b>

Of those who reported “other” reasons for stopping, some reported that on-site attractions lured them to the welcome center, including the wind blade in Lamar, the teepees in Julesburg, the trolley ride in Trinidad, the war memorial in Fruita, and the Red Rocks Amphitheatre. In addition, 4.5% of visitors reported stopping specifically to pick up a free t-shirt—a promotion advertised on the [www.Colorado.com](http://www.Colorado.com) website, as well as in regional newspapers.

Colorado Welcome Centers – Visitors Survey

Of the visitors who were seeking information from the Colorado Welcome Centers, 37.6% stopped to get directions or maps and 37.0% stopped to obtain information on attractions and activities. Nearly 10% of visitors sought information on lodging and restaurants, while 8.0% picked up information on history, culture, and ecology. The remaining visitors found out about events and festivals (4.5%), and road and weather conditions (3.1%). (See Table 29.)

**TABLE 29: VISITORS SEEKING INFORMATION, BY TYPE**

Information	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
Directions/Maps	25.6%	39.2%	32.7%	41.8%	36.7%	36.1%	46.1%	35.4%	32.2%	39.0%	<b>37.6%</b>
Attractions/Activities	62.8	31.4	41.5	38.0	37.6	40.4	34.6	31.0	34.7	38.1	<b>37.0</b>
Lodging/Restaurants	7.4	10.6	10.7	7.1	11.6	12.2	9.2	11.5	4.6	8.9	<b>9.8</b>
History/Culture/Ecology	1.7	6.5	10.3	3.3	7.1	7.5	5.2	14.2	15.8	8.0	<b>8.0</b>
Events/Festivals	2.5	7.3	2.9	2.2	3.2	2.5	2.7	4.9	9.7	4.2	<b>4.5</b>
Road/Weather Conditions	0.0	5.0	1.8	7.6	3.9	1.4	2.2	3.1	3.0	1.8	<b>3.1</b>
<b>Information Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Most visitors who stopped at the welcome center facility specified they stopped to use restrooms and the water fountain (57.6%). Another 34.5% took a travel break at the facility. The remainder of visitors stopped to purchase food or drinks<sup>1</sup> (5.6%) or to use the Internet (2.3%). (See Table 30.)

**TABLE 30: VISITORS USING THE FACILITIES, BY FACILITY**

Facility	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
Restrooms/Water Fountain	62.5%	55.8%	59.5%	59.1%	68.1%	57.7%	55.7%	60.8%	49.4%	61.9%	<b>57.6%</b>
Travel Break	31.3	36.5	32.4	35.7	25.3	37.2	36.7	30.9	27.1	36.3	<b>34.5</b>
Purchase Food or Drinks	6.3	3.6	0.0	1.7	4.8	3.6	7.0	4.1	22.9	0.0	<b>5.6</b>
Internet	0.0	4.1	8.1	3.5	1.8	1.5	0.6	4.1	0.6	1.8	<b>2.3</b>
<b>Facility Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Visitors were asked their primary reason for stopping at the Colorado Welcome Centers. A majority of visitors selected information-related purposes (55.4%), while 32.8% chose facility-related purposes and 11.9% stopped for other reasons (Table 31). More specifically, 25.8% of visitors stopped primarily to gather information on attractions and activities, 22.9% stopped for directions or maps, 17.1% for restrooms or water fountains, and 15.4% to use the facility for a travel break (Table 32).

<sup>1</sup>Regardless of the availability of food and drinks, visitors were asked the reason for stopping at the welcome center. Some locations have vending machines and snacks.

Colorado Welcome Centers – Visitors Survey

**TABLE 31: PRIMARY REASON FOR VISITING THE WELCOME CENTER**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Information</b>	50.8%	51.4%	76.4%	69.4%	79.2%	47.8%	32.1%	65.2%	50.8%	59.9%	<b>55.4%</b>
<b>Facilities</b>	6.8	41.9	15.2	27.4	15.4	45.1	62.5	22.3	6.0	31.3	<b>32.8</b>
<b>Other</b>	42.4	6.6	8.5	3.2	5.4	7.1	5.4	12.5	43.2	8.8	<b>11.9</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 32: PRIMARY REASON FOR VISITING THE WELCOME CENTERS BY SUBCATEGORY**

Information	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Attractions/Activities</b>	38.1%	19.4%	40.0%	32.3%	32.9%	24.6%	16.2%	22.3%	20.8%	29.5%	<b>25.8%</b>
<b>Directions/Maps</b>	10.2	27.2	29.7	32.3	33.8	17.5	12.9	32.1	15.3	26.3	<b>22.9</b>
<b>Lodging/Restaurants</b>	1.7	2.9	4.2	2.4	3.3	3.9	1.8	7.1	1.6	0.9	<b>2.9</b>
<b>Events/Festivals</b>	0.0	0.3	0.0	0.0	1.3	0.0	0.0	0.0	4.9	0.0	<b>0.6</b>
<b>History/Culture/Ecology</b>	0.8	0.9	2.4	1.6	3.3	1.5	0.6	3.6	8.2	2.8	<b>2.3</b>
<b>Road/Weather Conditions</b>	0.0	0.9	0.0	0.8	4.6	0.3	0.6	0.0	0.0	0.5	<b>0.9</b>
<b>Restrooms/Water Fountain</b>	2.5	24.3	7.3	17.7	10.0	22.0	30.0	13.4	2.2	15.2	<b>17.1</b>
<b>Travel Break</b>	4.2	17.3	6.7	9.7	5.4	22.8	32.1	8.9	3.3	15.7	<b>15.4</b>
<b>Internet</b>	0.0	0.0	1.2	0.0	0.0	0.0	0.3	0.0	0.0	0.5	<b>0.2</b>
<b>Purchase Food or Drinks</b>	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.5	0.0	<b>0.1</b>
<b>Other</b>	42.4	6.6	8.5	3.2	5.4	7.1	5.4	12.5	43.2	8.8	<b>11.9</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

When asked during the on-site survey, nearly all visitors to the Colorado Welcome Centers indicated that the welcome centers met their needs (98.3%), with only 1.7% stating otherwise (Table 33). The follow-up survey results revealed that 96.9% of visitors indicated that the centers were very or somewhat useful and 98.7% would recommend others stop at the welcome centers (Table 34 and Table 35). Only 0.7% cited that the centers were not useful and 1.3% would not recommend others visit the centers (Table 34 and Table 35). Visitors overwhelmingly found information to be correct, while 4% discovered some inaccuracies (Table 36).

**TABLE 33: WELCOME CENTER SERVE NEEDS**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Yes</b>	98.3%	98.8%	98.8%	97.6%	97.9%	98.2%	99.7%	100.0%	94.5%	98.2%	<b>98.3%</b>
<b>No</b>	1.7	1.2	1.2	2.4	2.1	1.8	0.3	0.0	5.5	1.8	<b>1.7</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 34: USEFULNESS OF WELCOME CENTER**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Very Useful</b>	79.5%	73.8%	85.7%	59.0%	73.1%	68.1%	68.9%	73.8%	60.9%	77.1%	<b>71.4%</b>
<b>Somewhat Useful</b>	15.4	22.3	14.3	38.5	25.6	28.7	24.3	26.2	34.8	22.9	<b>25.5</b>
<b>Not Useful</b>	0.0	1.9	0.0	0.0	0.0	0.0	1.9	0.0	1.4	0.0	<b>0.7</b>
<b>Undecided</b>	5.1	1.9	0.0	2.6	1.3	3.2	4.9	0.0	2.9	0.0	<b>2.4</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 35: RECOMMEND TO OTHERS**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Yes</b>	100.0%	97.1%	100.0%	97.4%	97.4%	100.0%	97.2%	100.0%	100.0%	100.0%	<b>98.7%</b>
<b>No</b>	0.0	2.9	0.0	2.6	2.6	0.0	2.8	0.0	0.0	0.0	<b>1.3</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Of the 4% of visitors who indicated receiving incorrect information, specific responses describing the incorrect information were limited. Responses critiqued information provided on attraction prices, tour times, camping, maps, and restaurant hours. Some of these were directed at brochures that had inaccurate information, while other pertained to the travel counselor’s information.

**TABLE 36: INFORMATION CORRECT**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Yes</b>	97.4%	96.1%	95.2%	94.9%	92.3%	95.7%	98.0%	95.2%	97.1%	97.1%	<b>96.0%</b>
<b>No</b>	2.6	3.9	4.8	5.1	7.7	4.3	2.0	4.8	2.9	2.9	<b>4.0</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Visitors were asked what *improvements* or *additions* they would make to the facilities, personnel, services, or information offered. Nearly 90% of visitors could not think of any possible *additions*, and 91.5% of visitors could not brainstorm suggestions for *improvements* (Table 37 and Table 39). Of the visitors who made suggestions for *additions* to the welcome centers, 33.8% were goods-related (e.g., souvenirs, food, drinks, etc.), 26.9% were information-related (e.g., brochures, maps, etc.), 20.8% pertained to the facility (e.g., playground, signs, shade, etc.), 15.7% were related to services (e.g., wireless Internet, reservations, etc.), and 2.8% were other (Table 38). Of those who made suggestions for *improvements* to the welcome centers, 60.9% were facility-related (e.g., cleaner bathrooms, better signage, etc.), 15.2% pertained to goods (e.g., coffee-alternative, more shirt sizes, etc.), 13.0% were information-related (e.g., more brochures, more camping information), 4.3% were services-related (e.g., update website, later hours, etc.), and 6.5% were other (Table 40). (For detailed lists of suggested additions and improvements, see Appendix 6 and Appendix 9.)

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**TABLE 37: MAKE ADDITIONS**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>No</b>	92.4%	90.8%	88.5%	91.1%	84.6%	91.1%	89.8%	94.7%	87.5%	91.7%	<b>89.9%</b>
<b>Yes</b>	7.6	9.2	11.5	8.9	15.4	8.9	10.2	5.3	12.5	8.3	<b>10.1</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 38: ADDITIONS BY CATEGORY**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Goods</b>	0.0%	26.7%	31.6%	45.5%	48.6%	23.3%	50.0%	50.0%	32.0%	16.7%	<b>33.8%</b>
<b>Information</b>	60.0	26.7	36.8	9.1	20.0	33.3	21.9	0.0	20.0	38.9	<b>26.9</b>
<b>Facility</b>	0.0	23.3	10.5	9.1	17.1	40.0	21.9	33.3	20.0	16.7	<b>20.8</b>
<b>Services</b>	30.0	20.0	21.1	36.4	11.4	3.3	6.3	16.7	28.0	11.1	<b>15.7</b>
<b>Other</b>	10.0	3.3	0.0	0.0	2.9	0.0	0.0	0.0	0.0	16.7	<b>2.8</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 39: MAKE IMPROVEMENTS**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>No</b>	86.4%	89.0%	93.9%	98.4%	92.5%	89.6%	94.0%	98.2%	84.2%	93.5%	<b>91.5%</b>
<b>Yes</b>	13.6	11.0	6.1	1.6	7.5	10.4	6.0	1.8	15.8	6.5	<b>8.5</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**TABLE 40: IMPROVEMENTS BY CATEGORY**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Facility</b>	75.0%	64.9%	50.0%	0.0%	61.1%	74.3%	50.0%	100.0%	34.5%	80.0%	<b>60.9%</b>
<b>Goods</b>	0.0	13.5	8.3	0.0	16.7	5.7	20.0	0.0	44.8	0.0	<b>15.2</b>
<b>Information</b>	12.5	13.5	25.0	0.0	11.1	11.4	15.0	0.0	13.8	6.7	<b>13.0</b>
<b>Services</b>	12.5	2.7	0.0	100.0	0.0	2.9	5.0	0.0	3.4	6.7	<b>4.3</b>
<b>Other</b>	0.0	5.4	16.7	0.0	11.1	5.7	10.0	0.0	3.4	6.7	<b>6.5</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

A majority (54.8%) of visitors indicated that the Colorado Welcome Centers impacted their trip by providing new ideas of things to see or do that they did not know about prior to their stop at the center (Table 41).

**TABLE 41: NEW IDEAS OF THINGS TO SEE AND DO**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Yes</b>	61.9%	42.2%	61.2%	55.7%	64.0%	55.4%	51.1%	63.7%	46.7%	62.2%	<b>54.8%</b>
<b>No</b>	38.1	57.8	38.8	44.3	36.0	44.6	48.9	36.3	53.3	37.8	<b>45.2</b>
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Impact of Visitor Travel Spending**

In order to quantifiably measure the Welcome Centers’ return on investment to Colorado, visitors were asked in the follow-up survey how the centers impacted their trip. Nearly 7% of respondents reported extending their stay in Colorado an average of 2.6 days due to visiting the Welcome center. Just over 5% of visitors who *extended their stay* were on trips between 0 and 7 days (5.2%), while 1.4% stayed between 8 and 14 days, and 0.3% stayed longer than 14 days. Nearly one-in-four visitors added activities to their trip, and more than one-in-three visitors received information for future trips in Colorado. (See Table 42.)

**TABLE 42: IMPACT OF WELCOME CENTERS**

	Alamosa	Burlington	Cortez	Dinosaur	Fort Collins	Fruita	Julesburg	Lamar	Red Rocks	Trinidad	All
<b>Extended Stay<sup>1</sup></b>	2.5%	10.7%	7.1%	2.6%	8.9%	8.2%	3.7%	19.0%	4.3%	2.8%	<b>7.0%</b>
<b>Added Activities</b>	40.0	23.3	33.3	38.5	36.7	20.6	16.8	33.3	28.6	28.2	<b>27.5</b>
<b>Received Info for Future Trip</b>	40.0	35.0	47.6	43.6	32.9	43.3	44.9	31.0	34.3	46.5	<b>39.9</b>
<b>No Influence</b>	30.0	48.5	28.6	28.2	36.7	36.1	43.9	38.1	44.3	33.8	<b>38.7</b>
<sup>1</sup> <i>Number of Days Extended</i>	<i>1.0</i>	<i>2.8</i>	<i>8.0</i>	<i>1.0</i>	<i>2.0</i>	<i>1.6</i>	<i>2.0</i>	<i>2.0</i>	<i>4.5</i>	<i>1.0</i>	<i>2.6</i>

Furthermore, visitors were asked in the on-site interview their estimated total expected budget (expenditures) for the Colorado portion of their trip. Upon follow-up, visitors were again asked their total expenditures on the Colorado portion of their trip, and were then asked to provide a breakdown of expenditures by the following categories:

- Lodging (including camping & RV permits and all varieties of hotels)
- Transportation (including fuel, car rental & public transportation)
- Food/Drink (including groceries & restaurants)
- Nightlife
- Sports and other outdoor activities
- Shopping (including gifts & retail)
- Other Arts and Cultural activities (including museum entrances, concerts, fairs, etc.)
- Children’s activities

Secondary effects, or the multiplier effects, estimate the indirect employment and earnings generated in the study area due to the interindustry relationships between the facility and other industries. As an example, consider a manufacturing company operating in Boulder County. The firm employs management, engineers, and support staff for their direct manufacturing operations. In addition, the company spends on goods and services to support their manufacturing operations, leading to auxiliary jobs in the community in transportation, accounting, utilities, retail goods, and so on—the indirect impact. Furthermore, employees spend their earnings on goods and services in the community, leading to jobs in retail, accounting, entertainment, and so on—the induced impact.

Conceptually, multipliers quantify the number of jobs. Multipliers are static and do not account for disruptive shifts in infrastructure without specifically addressing infrastructure changes. This model uses IMPLAN multipliers purchased from the Minnesota IMPLAN Group (MIG) and aggregated for each study area. Public revenues and public costs are not tabulated due to the unknown residence dispersion of secondary employees.

The measurable impact of the Centers was quantifiable through the conscious and identifiable behavioral changes of visitors. Following their trip in Colorado, visitors were asked if they increased their stay, and if so, by how many days. About 7% of follow-up respondents explicitly reported consciously increasing their stay by an average of 2.6 nights. In addition, visitors were asked during the on-site survey and in the follow-up survey about the duration of their trip in Colorado as well as associated expenditures. Overall trip durations increased on average by 0.3 nights (median 1.0), while average expenditures increased by \$349 over their initial projections. Issues exist when attempting to capture behavioral change with either means of surveying – the former asks visitors for their *identifiable* change in behavior days or weeks after it has occurred, and the latter is a comparison of subconscious behavior before and after it has occurred.

The direct spending associated with the explicit behavior change in June, July, and August of 2008 (2.6 nights by 7% of visitors), was estimated at \$4.9 million. The change in total output (direct, indirect, and induced) was \$11.4 million.

Additionally, given that 38.2% of respondents reported finalizing some or all of their lodging plans *during* their trip and 59.7% reported finalizing some or all of their activities *during* their trip, the Welcome Centers had the opportunity to impact more than \$24.7 million in lodging expenditures and \$32.2 million in activity expenditures.



## CONCLUSION

With more than one million annual visitors, the Colorado Welcome Centers are sought as distinctive sources of information and services to domestic and international visitors alike. As a collective body, these centers are distinguished at disseminating information on Colorado activities, attractions, lodging, restaurants, roads, and so on. In the summer of 2008, visitors to the welcome centers were responsible for \$182 million in spending in the state, which translates into 3,900 direct jobs and \$422 million in direct and indirect output. Furthermore, additional direct spending consciously attributable to information provided by Welcome Centers was \$4.9 million from June-August 2009, resulting in \$11.4 million in additional output (direct, indirect, and induced).

### *Completed Surveys*

Colorado's 10 welcome centers are located at nine entrances to the state, and one heavily visited Denver city park at the foot of the mountains. The centers recorded 337,930 visitors in the months of June, July, and August 2008, or 20% fewer than the same period in 2007. This was at a time when automobile fuel prices topped \$4 per gallon, and the economy was showing severe signs of slowdown. Survey trips occurred during all three months to the centers, resulting in 2,177 completed on-site surveys and 690 follow-up surveys.

### *Visitor Profile*

While visitor commonalities exist from center to center, no one profile represents all Colorado Welcome Centers. Nearly three-in-four visitors (73.3%) to the Colorado Welcome Centers had made prior visits to Colorado, while 14.4% were first-time visitors and 12.4% were Colorado residents staying at least one night away from home. Responses varied between locations, with Red Rocks, Fort Collins, and Cortez showing the greatest percentage of first-time visitors to the state, and Dinosaur and Alamosa recording the greatest percentages of Colorado residents staying at least one night away from home. Colorado and 10 other states accounted for the largest percentage of visitors (58.0%). The age distribution of visitors varied widely from center to center, with 20.6% falling under the age of 18, 12.8% between 18 and 34, 27% between 34 and 55, and 39.6% 55 and older. The greatest household income representation was in excess of \$100,000 annually.

### *Trip Profile*

It is important to note that when visitors arrive at the welcome centers, their trip is not all finalized, which creates an opportunity to affect their time in Colorado. Thirty-eight percent have yet to finalize accommodations plans, and 60% are still planning activities and attractions. Considering that half of these visitors are on a trip that includes visiting other states, welcome centers have the opportunity to provide compelling reasons for visitors to spend more time, and thus more money, in Colorado rather than elsewhere. The types of activities and attractions that interested visitors varied widely from center to center, as would be expected given the different activities and attractions offered by geographical location in Colorado. Most visitors (65.7%) were planning on participating in some form of outdoor activity, and most of these specifically noted visiting the mountains, national parks, or national monuments; going sightseeing; or engaging in active outdoor activities (e.g., hiking, rafting, camping, fishing, biking). Other major trip activities included touring cities (31.3%), and engaging in arts, cultural, or historic activities (15.1%).

### *Spending Profile*

As indicated in the on-site survey results, an average of \$838 (median \$500) was spent by groups that visited the centers. Results from comparing the on-site survey to the follow-up survey revealed that group spending increased on average \$349 over the course of the trip. Visitors reported spending about one-third of their total Colorado trip expenditures on lodging, 22.9% on food/drink, 19.5% on transportation, and 14.3% on shopping. These percentages were fairly representative from center to center.

### *Welcome Center*

Quantifiably, the welcome centers influenced visitors to stay longer, participate in more activities, spend more, and plan on returning to the state in the future. Of visitors who responded to the follow-up survey, 7% reported increasing their stay by an average of 2.6 days, nearly 25% added activities, and one-third obtained information to be used for a future trip to Colorado. More than half of visitors learned of something new to see or do while visiting the state. Comparing the on-site survey to the follow-up survey, visitors increased their spending on average by \$373 for the total group on the Colorado portion of their trip.

Of the roughly 80% of visitors seeking information from the welcome center, 37.6% were seeking directions and maps, 37.0% seeking information on attractions and activities, and 9.8% were seeking information on lodging and restaurants. Visitors most frequently received information from the Internet (61%), previous experience (49.8%), welcome/visitor centers (28.7%), guidebooks (23.3%), personal recommendations (22.5%), and the official Colorado State Vacation Guide (18.8%). Critiques of the information offered at welcome centers were minimal, with suggestions ranging from more specific information to updated brochures.

Many visitors stopped at the welcome centers to use the facilities—58% for restrooms and water fountains, and 35% to take a travel break. Providing above-par quality services will help ensure that visitors return to the welcome centers, opening opportunities for the transfer of information. Considering the few critiques regarding the facility (e.g., more shade, paper towels in the bathrooms, playgrounds), welcome centers received high marks in the quality of the establishments.

Ongoing support of the welcome centers at the state level is leveraged by the local community engaging volunteers to staff the centers. These individuals provide personal recommendations for local and state activities and attractions. This study shows that the welcome centers impact visitors, acting as a valuable source of information and services.

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## **Appendix 1: Results by Welcome Center**

### **Alamosa Welcome Center**

#### *Completed Surveys*

The Alamosa Welcome Center is at the junction of Colorado Highway 17 and U.S. Highway 285, in the middle of the San Luis Valley. The center came online in 2008, and recorded 10,329 total visitors in the months of June, July, and August. Survey trips were planned for all three months, but the June trip did not occur due to a delay in highway signage resulting in low traffic for the month. A total of three survey trips were made to Alamosa in July and August, resulting in 118 completed on-site surveys and 40 follow-up surveys.

#### *Visitor Profile*

More than two-thirds of visitors to the Alamosa Welcome Center had made prior visits to Colorado, while one-out-of-ten were first-time visitors and 22.9% were Colorado residents. Visitors represented in the surveys were older in age than the average for all centers, with 24.6% between 35 and 54, and 58.4% age 55 and over. Those between 18 and 34, and under 18 each represented 8.5% of the groups. The average group size, at 2.4 people, was slightly smaller than the state average. The greatest household income representation was between \$50,000 and \$75,000 annually.

#### *Trip Profile*

Nearly 70% of visitors to the center were only visiting Colorado, while the rest were on a trip that included other states. The average length of stay in Colorado was 10.3 nights, with a median of 4.0 nights, indicating that a small percentage of groups stayed longer, skewing the average. In fact, 12.7% of visitors stayed more than 14 days—the largest percentage in the state. Nearly 67% of visitors were traveling primarily to explore the state, and 74.6% indicated they planned to participate in outdoor activities or visit outdoor attractions during their trip. Tourist trains were cited by nearly one-in-four visitors as a top activity or attraction—the most in the state. More than 36% of visitors to this center finalized all or some of their lodging arrangements *during* their trip, and nearly 59% finalized some or all of their activities *during* their trip. Regarding planning resources, visitors most often cited using the Internet (58.5%), previous experience (34.7%), “other” resources (37.3%), and welcome/visitor centers (24.6%).

#### *Spending Profile*

As indicated in the on-site survey results, an average of \$873 (median \$500) was spent by parties that visited the center - higher than the state average. Results from comparing the on-site survey to the follow-up survey revealed that group spending increased on average \$482 over the course of the trip. Visitors reported spending about one-third of their total Colorado trip expenditures on lodging, 24.1% on transportation, 21.6% on food/drink, and 11.7% on shopping.

#### *Welcome Center*

Nearly 51% of visitors stopped at the center primarily to collect information—mostly about attractions and activities, as well as to get directions and maps. Visitors stopping for the facility were primarily using the restroom and water fountain, or taking a travel break. An overwhelming majority of visitors found the center somewhat to very useful (94.9%), and 100% reported they would recommend the center to others. The center provided new ideas of things to see and do to 61.9% of visitors.

## **Burlington**

### *Completed Surveys*

The Burlington Welcome Center sits along the major I-70 East-West corridor at the Kansas border, and is typically one of the state's top three busiest centers, recording nearly 185,000 visits in 2007. The site tallied 45,232 visits in June, July, and August. Foreseeing that construction along I-70 would cause the center to move to a temporary location in July, two survey trips were made to Burlington in June and one in mid-August, resulting in 346 completed on-site surveys and 103 follow-up surveys.

### *Visitor Profile*

Nearly four-out-of-five visitors to the Burlington Welcome Center had made prior visits to Colorado, while 14.7% were first-time visitors and 6.1% were Colorado residents. Visitors represented in the surveys were older in age than the average for all centers, with 24.4% between 35 and 54, and 45.5% age 55 and over. Kids represented 18.6% of visitors, while 11.5% were between 18 and 34. The average group size at 2.5 people was slightly smaller than the state average. The greatest household income representation was between \$25,000 and \$50,000 annually.

### *Trip Profile*

Nearly 54% of visitors to the center were only visiting Colorado, while the rest were on a trip that included other states. The average length of stay in Colorado was 9.6 nights, with a median of 4.0 nights, indicating that 77.3% stayed less than a week. Visitors to the center were primarily exploring the state (24%), passing through to another state (25.1%), or visiting friends and family (23.4%). More than 53% indicated they planned to participate in outdoor activities or visit outdoor attractions during their trip. Cities were cited by 36.4% of visitors as a top activity or attraction—among the highest in the state. More than 38% of visitors to this center finalized all or some of their lodging arrangements *during* their trip, and over 55% finalized some or all of their activities *during* their trip. Regarding planning resources, visitors most often cited using the Internet (67.3%), previous experience (57.8%), guidebooks (31.5%), "other" resources (37.3%), and welcome/visitor centers (24.9%).

### *Spending Profile*

As indicated in the on-site survey, an average of \$886 (median \$500) was spent by parties that visited the center, which was slightly higher than the state average. Results from comparing the on-site survey to the follow-up survey revealed group spending increased on average \$216 over the course of the trip. Visitors reported spending about one-third of their total Colorado trip expenditures on lodging, 23.5% on transportation, 22.4% on food/drink, and 12.5% on shopping.

### *Welcome Center*

More than 51% of visitors stopped at the center primarily to collect information—mostly about directions, maps, attractions, and activities. Visitors stopping for the facility were primarily using the restroom and water fountain, or taking a travel break. An overwhelming majority of visitors found the center somewhat to very useful (96.1%), and 97.1% reported they would recommend the center to others. The center provided new ideas of things to see and do to 42.2% of visitors.

## **Cortez**

### *Completed Surveys*

The Cortez Welcome Center serves southwestern Colorado at the junction of U.S. Highways 160 and 491 from Utah, Arizona, and New Mexico. The center recorded 48,858 visits in 2007, 46.7% of which were in the months of June, July, and August. In 2008, the center tallied 18,224 visits over the same three months. Survey trips were made in June and August, resulting in 165 completed on-site and 42 follow-up surveys.

### *Visitor Profile*

More than 73% of visitors to the Cortez Welcome Center had made prior visits to Colorado, while 17% were first-time visitors and 9.7% were Colorado residents. Thirty-three percent of visitors represented in the surveys were between 35 and 54, and 37.8% were 55 and over. Kids under 18 represented 19% of the visitors, and 10.3% were between 18 and 34. The average group size, at 2.5 people, was slightly smaller than the state average. The greatest household income representation was between \$50,000 and \$75,000 annually.

### *Trip Profile*

Nearly 35% of visitors to the center were only visiting Colorado, while the rest were on a trip that included other states. The average length of stay in Colorado was 5.9 nights, with a median of 3.0 nights, and 81.2% stayed less than one week. Nearly 61% of visitors were traveling primarily to explore the state, and 59.4% indicated they planned to participate in outdoor activities or visit outdoor attractions during their trip. Arts, cultural, and historic activities were cited by two-thirds of respondents, primarily due to the proximity to Mesa Verde National Park. Forty percent of visitors to this center finalized all or some of their lodging arrangements *during* their trip, and 66.7% finalized some or all of their activities *during* their trip. Regarding planning resources, visitors most often cited using the Internet (75.8%), welcome/visitor centers (41.8%), guidebooks (39.4%), and previous experience (35.2%).

### *Spending Profile*

As indicated in the on-site survey, an average of \$812 (median \$500) was spent by parties that visited the center, which was slightly lower than the state average. Results from comparing the on-site survey to the follow-up survey revealed group spending increased on average \$373 over the course of the trip. Visitors reported spending about one-third of their total Colorado trip expenditures on lodging, 19.1% on transportation, 22.1% on food/drink, and 17.4% on shopping.

### *Welcome Center*

More than 76% of visitors stopped at the center primarily to collect information—mostly about attractions and activities, as well as to get directions and maps. Visitors stopping for the facility were primarily using the restroom and water fountain, or taking a travel break. All visitors found the center somewhat to very useful, and 100% reported they would recommend the center to others. The center provided new ideas of things to see and do to 61.2% of visitors.

## **Dinosaur**

### *Completed Surveys*

The Dinosaur Welcome Center rests in northwestern Colorado, three miles east of the Utah border, at the junction of U.S. Highway 40 and State Highway 64. The center recorded 28,389 visitors in 2007, despite being closed December-February. More than half of the visits were made in June, July, and August. June-August 2008 numbers were down only 3.6%, with 18,224 visits. Two total trips were made to the center, one in June and one in August, resulting in 124 completed on-site surveys, and 39 follow-up surveys.

### *Visitor Profile*

More than 57% of visitors to the Dinosaur Welcome Center had made prior visits to Colorado, while 13.7% were first-time visitors and 29% were Colorado residents. Most visitors (44.8%) were 55 and over, while 25.8% were between 35 and 54, 10.5% were between 18 and 34, and 19% were under 18. The average group size, at 2.5 people, was slightly smaller than the state average. The greatest household income representation was between \$50,000 and \$75,000 annually.

### *Trip Profile*

More than 24% of visitors to the center were only visiting Colorado, while the rest were on a trip that included other states. The average length of stay in Colorado was 5.3 nights, with a median of 2.0 nights, and this center had the largest percentage of visitors staying less than a week (86.6%). More than one-third of visitors were traveling primarily explore the state, and 82.3% indicated they planned to participate in outdoor activities or visit outdoor attractions during their trip. More than 51% of visitors to this center finalized all or some of their lodging arrangements *during* their trip, and nearly 61.5% finalized some or all of their activities *during* their trip. Regarding planning resources, visitors most often cited using previous experience (53.2%), the Internet (50.0%), welcome/visitor centers (45.2%), and guidebooks (37.1%).

### *Spending Profile*

As indicated in the on-site survey, an average of \$743 (median \$400) was spent by parties that visited the center, which was lower than the state average. Results from comparing the on-site survey to the follow-up survey showed that group spending increased on average \$114 over the course of the trip. Visitors reported spending 31.8% of their total Colorado trip expenditures on lodging, 26.0% on transportation, 25.9% on food/drink, and 14.3% on shopping.

### *Welcome Center*

More than 69% of visitors stopped at the center primarily to collect information—mostly about attractions and activities, as well as to get directions and maps. Visitors stopping for the facility were primarily using the restroom and water fountain, or taking a travel break. An overwhelming majority of visitors found the center somewhat to very useful (97.5%), and 97.4% reported they would recommend the center to others. The center provided new ideas of things to see and do to 55.7% of visitors.

## **Fort Collins**

### *Completed Surveys*

The Fort Collins Welcome Center is located in north-central Colorado along the major North-South I-25 corridor. This was the fourth-busiest center in 2007, with 109,316 visits, of which 48% were made in June, July, and August. The center tallied 48,489 visitors from June-August 2008. Due to its close proximity to the University of Colorado in Boulder, the Fort Collins Welcome Center served as the primary training center for this survey project, in addition to the regularly scheduled survey trips. In all, two training trips and three survey trips were made in June, July, and August, resulting in 240 completed on-site and 79 follow-up surveys.

### *Visitor Profile*

More than 72% of visitors to the Fort Collins Welcome Center had made prior visits to Colorado, while 19.6% were first-time visitors and 7.9% were Colorado residents. About 42% of visitors were 55 and over, while 24.1% were between 33 and 54, 12.7% between 18 and 34, and 20.8% under 18. The average group size was 2.6—roughly on par with the state average. The greatest household income representation was greater than \$100,000.

### *Trip Profile*

More than 37% of visitors to the center were only visiting Colorado, while the rest were on a trip that included other states. The average trip duration in Colorado was 4.4 nights, with a median of 3.0 nights. Eighty-five percent of visitors stayed less than a week, while only 2.1% stayed longer than two weeks—less than any other center in the state. Nearly 29% of visitors were traveling primarily to explore the state, and 67.5% indicated they planned to participate in outdoor activities or visit outdoor attractions during their trip. Cities were cited by about one-third of respondents as part of their trip activities. More than 44.8% of visitors to this center finalized all or some of their lodging arrangements *during* their trip, and nearly 66.7% finalized some or all of their activities *during* their trip. Regarding planning resources, visitors most often cited using the Internet (72.1%), welcome/visitor centers (45.8%), previous experience (37.5%), and personal recommendations (32.1%).

### *Spending Profile*

As indicated in the on-site survey, an average of \$833 (median \$500) was spent by parties that visited the center, which was higher than the state average. Results from comparing the on-site survey to the follow-up survey revealed that group spending increased on average \$240 over the course of the trip. Visitors reported spending about one-third of their total Colorado trip expenditures on lodging, 19.5% on transportation, 21.3% on food/drink, and 14.3% on shopping.

### *Welcome Center*

More than any other center, 79.2% of visitors stopped at the center primarily to collect information—mostly about attractions and activities, as well as to get directions and maps. Visitors stopping for the facility were primarily using the restroom and water fountain, or taking a travel break. An overwhelming majority of visitors found the center somewhat to very useful (98.7%), and 97.4% reported they would recommend the center to others. The center provided new ideas of things to see and do to 64.0% of visitors.



## **Fruita**

### *Completed Surveys*

The Fruita Welcome Center is along the East-West I-25 corridor, only miles from the Utah border. Typically the busiest center, the Fruita Welcome Center recorded 281,441 visitors in 2007, of which 103,985 came in the months of June, July, and August. Debilitating construction led to a dramatic decrease in visitation in 2008, causing the center to close at one point during the summer and bringing the three-month total down to 62,120 visitors. The June survey trip was canceled due to construction, and three trips were made to Fruita in July and August, resulting in 337 completed on-site surveys and 97 follow-up surveys.

### *Visitor Profile*

More than 69% of visitors to the Fruita Welcome Center had made prior visits to Colorado, while 15.4% were first-time visitors and 15.1% were Colorado residents. Age demographics revealed that 44.7% of visitors were 55 and over, 24.1% were between 35 and 54, 13.2% fell between 18 and 34, and 17.9% were under 18. The average group size, at 2.7 people, was on track with the state average. The greatest household income representation was between \$50,000 and \$75,000 annually.

### *Trip Profile*

Nearly 28% of visitors to the center were only visiting Colorado, while the rest were on a trip that included other states. The average length of stay in Colorado was 5.1 nights, with a median of 2.0 nights. Most visitors stayed for shorter periods of time, skewing the average. In fact, 83.7% of visitors stayed less than a week, while 5.1% stayed longer than two weeks. Nearly 32% of visitors were traveling primarily to explore the state, and 64.1% indicated they planned to participate in outdoor activities or visit outdoor attractions during their trip. City activities were mentioned by one-third of visitors. Nearly 44% of visitors to this center finalized all or some of their lodging arrangements *during* their trip, and 58.6% finalized some or all of their activities *during* their trip. Regarding planning resources, visitors most often cited using the Internet (49.6%), “other” resources (44.5%), previous experience (38.0%), and welcome/visitor centers (19.9%).

### *Spending Profile*

As indicated in the on-site survey, an average of \$594 (median \$300) was spent by parties that visited the center, which was lower than the state average. Results from comparing the on-site survey with the follow-up survey indicated group spending increased on average \$419 over the course of the trip. Visitors reported spending 34.6% of their total Colorado trip expenditures on lodging, 18.5% on transportation, 27.6% on food/drink, and 12.9% on shopping.

### *Welcome Center*

Nearly 48% of visitors stopped at the center primarily to collect information—mostly about attractions and activities, as well as to get directions and maps. Visitors stopping for the facility were primarily using the restroom and water fountain, or taking a travel break. An overwhelming majority of visitors found the center somewhat to very useful (96.8%), and 95.7% reported they would recommend the center to others. The center provided new ideas of things to see and do to 55.4% of visitors.

## **Julesburg**

### *Completed Surveys*

The Julesburg Welcome Center sits in the northeastern corner of the state, a few miles from the Nebraska border, along Interstate 76 that links Interstate 80 with Denver. This center was the second busiest in 2007, recording 218,441 visitors, of which 40.6% came in June, July, and August. From June-August 2008, Julesburg tallied 82,370 visitors. A total of four trips were made in June, July, and August, resulting in 333 completed on-site and 107 follow-up surveys.

### *Visitor Profile*

More than 73% of visitors to the Julesburg Welcome Center had made prior visits to Colorado, while nearly one-out-of-ten were first-time visitors and 17.1% were Colorado residents. Age demographics revealed that one-third of visitors were 55 and over, one-fourth were between 35 and 54, 13.5% fell between 18 and 34, and 27.8% were under 18, representing the greatest under 18 representation in the state. The average group size, at 3.0 people, was larger than the state average. The greatest household income representation was between \$25,000 and \$50,000 annually.

### *Trip Profile*

More than 54% of visitors to the center were only visiting Colorado, while the rest were on a trip that included other states. The average length of stay in Colorado was 5.3 nights, with a median of 4.0 nights—slightly less than the state average. Approximately 82% stayed less than a week. One-in-five visitors were traveling primarily to explore the state, and 58.6% indicated they planned to participate in outdoor activities or visit outdoor attractions during their trip. One-in-four had city activities planned. Thirty percent of visitors to this center finalized all or some of their lodging arrangements *during* their trip, and 46.7% finalized some or all of their activities *during* their trip. Regarding planning resources, visitors most often cited using previous experience (58.9%), the Internet (49.5%), “other” (25.2%), personal recommendations (23.7%), and welcome/visitor centers (20.1%).

### *Spending Profile*

As indicated in the on-site survey, an average of \$739 (median \$500) was spent by parties that visited the center, which was lower than the state average. Results from comparing the on-site survey to the follow-up survey indicated group spending increased on average \$375 over the course of the trip. Visitors reported spending 37.7% of their total Colorado trip expenditures on lodging, 17.1% on transportation, 23.2% on food/drink, and 11.3% on shopping.

### *Welcome Center*

This is the only center where more visitors stopped primarily for the facility (62.5%) rather than to collect information (32%). Of those stopping for the facility, most were taking a travel break or using the restrooms/water fountains. An overwhelming majority of visitors (93.2%) found the center somewhat to very useful, and 97.2% reported they would recommend the center to others. The center provided new ideas of things to see and do to 51.1% of visitors.

## Lamar

### *Completed Surveys*

The Lamar Welcome Center is at the junction of major north-south and east-west U.S. highways in southeastern Colorado. The center recorded 27,457 total visitors in 2007, 45.1% of which visited in June, July, and August. This three-month period had 11,051 total visitors in 2008. Three survey trips were made to Lamar, resulting in 113 completed on-site surveys and 42 follow-up surveys.

### *Visitor Profile*

More than 76% of visitors to the Lamar Welcome Center had made prior visits to Colorado, while only 8.8% were first-time visitors and 15.0% were Colorado residents. Most visitors to the center were 55 and over (33.3%), while 25.4% were between 35 and 54, 12.9% were between 18 and 34, and 23.6% were under 18. The average group size, at 2.8 people, was slightly higher than the state average. The greatest percentage of annual household incomes was evenly split between the \$50,000-\$75,000 segment and the greater than \$100,000 segment.

### *Trip Profile*

Nearly 42% of visitors to the center were only visiting Colorado, while the rest were on a trip that included other states. The average length of stay, at 6.4 nights (median of 4.0 nights), was on par with the state, with nearly 80% staying less than a week. Nearly 30% of visitors were traveling primarily to explore the state, and 59.3% indicated they planned to participate in outdoor activities or visit outdoor attractions during their trip. City activities were cited by 26.5% of visitors. More than 52% of visitors to this center finalized all or some of their lodging arrangements *during* their trip, and 71.4% finalized some or all of their activities *during* their trip. Regarding planning resources, visitors most often cited using previous experience (61.9%), the Internet (59.3%), highway signs (35.4%), “other” resources (33.6%), and welcome/visitor centers (15.0%).

### *Spending Profile*

As indicated in the on-site survey, an average of \$675 (median \$400) was spent by parties that visited the center, which was lower than the state average. Results from comparing the on-site survey to the follow-up survey indicated group spending increased on average \$826 over the course of the trip. Visitors reported spending about one-quarter of their total Colorado trip expenditures on lodging, 17.9% on transportation, 23.3% on food/drink, and 24.3% on shopping.

### *Welcome Center*

More than 65% of visitors stopped at the center primarily to collect information—mostly about attractions and activities, as well as to get directions and maps. Visitors stopping for the facility were primarily using the restroom and water fountain, or taking a travel break. All visitors found the center somewhat to very useful, and 100% reported they would recommend the center to others. The center provided new ideas of things to see and do to 63.7% of visitors.

## **Red Rocks**

### *Completed Surveys*

The Red Rocks Welcome Center at the Red Rocks Amphitheatre lies just west of Denver along I-25 at the gateway to the mountains. The center had 34,856 visitors in 2007, of which 44.6% came in June, July, and August. Over this three-month period in 2008, the center hosted 16,913 visitors for an 8.7% increase. Given the proximity of Red Rocks to the University of Colorado at Boulder, this site was used to test the survey instrument and for training purposes, in addition to the normal survey trips. There were two testing/training trips to Red Rocks and three survey trips, resulting in 184 completed on-site surveys and 70 follow-up surveys.

### *Visitor Profile*

More than 70% of visitors to the Red Rocks Welcome Center had made prior visits to Colorado, while first-time visitors, at 26.1%, accounted for a greater percentage than all other centers. At 3.8%, Colorado residents made up the smallest percentage of visitors. Visitors to the Red Rocks Center were on average the youngest in the state, with only 20.6% age 55 and over, 38.6% between 35 and 54, 22.2% between 18 and 34, and 18.6% under 18. The average group size, at 2.7 people, was on par with the state. The greatest household income representation was greater than \$100,000 annually.

### *Trip Profile*

Nearly 85% of visitors to the center were only visiting Colorado—more than any other center - while the rest were on a trip that included other states. The average length of stay in Colorado was 7.2 nights, with a median of 5.0 nights. Nearly 85% stayed less than a week. Nearly 26% of visitors were traveling primarily to explore the state, and 95.7% indicated they planned to participate in outdoor activities or visit outdoor attractions during their trip. More than one-in-three planned city-related activities. Nearly 26% of visitors to this center finalized all or some of their lodging arrangements *during* their trip, and nearly 68.5% finalized some or all of their activities *during* their trip. Regarding planning resources, visitors most often cited using the Internet (83.7%), previous experience (59.8%), highway signs (59.8%), personal recommendations (50.0%), and welcome/visitor centers (45.7%).

### *Spending Profile*

As indicated in the on-site survey, an average of \$1,310 (median \$1,000) was spent by parties that visited the center, which was greater than any other location in the state. Results from comparing the on-site survey to the follow-up survey indicated group spending increased on average \$370 over the course of the trip. Visitors reported spending about 38.1% of their total Colorado trip expenditures on lodging, 16.1% on transportation, 19.1% on food/drink, and 14.6% on shopping.

### *Welcome Center*

Nearly 51% of visitors stopped at the center primarily to collect information—mostly about attractions and activities, as well as to get directions and maps. Visitors stopping for the facility were primarily using the restroom and water fountain, or taking a travel break. An overwhelming majority of visitors found the center somewhat to very useful (95.7%), and 100% reported they would recommend the center to others. The center provided new ideas of things to see and do to 46.7% of visitors.

## Trinidad

### *Completed Surveys*

The Trinidad Welcome Center is located near the New Mexico border along the North-South I-25 corridor. Trinidad hosted 80,470 visitors in 2007, with more than 34,000 visiting in the months of June, July, and August. In 2008, significant construction along I-25 around Trinidad created difficulties in reaching the center. Visitation from June-August 2008 was 28,439, down more than 16% from 2007. Three survey trips were made to the center, resulting in 217 completed on-site and 71 follow-up surveys.

### *Visitor Profile*

More than 84% of visitors to the Trinidad Welcome Center had made prior visits to Colorado—the greatest percentage of prior visitors in the state. More than 14% were first-time visitors and 8.3% were Colorado residents. Visitor ages were generally on par with the state averages, with 39.1% age 55 and over, 27.9% between 35 and 54, 10.3% 18 to 34, and 22.6% under 18. The average group size, at 2.9 people, was slightly larger than the state average. The greatest household income representation was greater than \$100,000 annually.

### *Trip Profile*

More than 71% of visitors to the center were only visiting Colorado, while the rest were on a trip that included other states. The average length of stay in Colorado was 8.3 nights, with a median of 5.0 nights. Nearly three-quarters of visitors stayed less than one week. More than 36% of visitors were traveling primarily to explore the state, and 65.4% indicated they planned to participate in outdoor activities or visit outdoor attractions during their trip. Nearly 38% planned to participate in city-related activities. Nearly 28% of visitors to this center finalized all or some of their lodging arrangements *during* their trip, and nearly 59.4% finalized some or all of their activities *during* their trip. Regarding planning resources, visitors cited using previous experience (58.1%), the Internet (52.5%), “other” resources (29.5%), and welcome/visitor centers (18.4%).

### *Spending Profile*

As indicated in the on-site survey, an average of \$972 (median \$650) was spent by parties that visited the center, which was slightly higher than the state average. Results from comparing the on-site survey to the follow-up survey indicated group spending increased on average \$169 over the course of the trip. Visitors reported spending about one-third of their total Colorado trip expenditures on lodging, 19.4% on transportation, 24.4% on food/drink, and 17.1% on shopping.

### *Welcome Center*

Nearly 30% of visitors stopped at the center primarily to collect information—mostly about attractions and activities, as well as to get directions and maps. Visitors stopping for the facility were primarily using the restroom and water fountain, or taking a travel break. All visitors responded that the center was somewhat to very useful, and 100% reported they would recommend the center to others. The center provided new ideas of things to see and do to 62.2% of visitors.

**Appendix 2: Ranking Exercise for Welcome Center Managers**

Topic: People Profile		Rank	Top		
			1	2	3
Male/Female	2		x		
Age	1	X			
Marital status	7				
Number of people in household under/over 18	4				X
Education level	6				X
Annual HHI	3				X
Location	5				X

Topic: Trip Profile		Rank	Top		
			1	2	3
Number of people in travel group	5				
Travel companions	9				
Purpose of trip (business, vacation, package tour)	1	X			
Age category	7				
Number of nights stayed in Colorado	4			x	
Main purpose of trip	2				X
Final destination	3				
Mode of transportation	8				
Accommodations	9				
Activities	6				

Topic: The Welcome Center		Rank	Top		
			1	2	3
Services sought	2	X			
Information received	1		x		
Services not available	6				X
Facility quality	7				
Personnel quality	5				X
Information quality	3				
Appearance of facility	8				
Influence of CWC information	3				
Did CWC add time to visit	4				

Topic: Trip Preparation		Rank	Top		
			1	2	3
Collect information prior to trip	2			x	
Planning for trip	3				X
Booking for trip	4				
Use of CWC for trip itinerary	1	x			

Topic: Future visits to Colorado		Rank	Top		
			1	2	3
Number of prior visits to Colorado	4				
Likelihood of other visits to Colorado within next year	1	x			
Likelihood of other visits to Colorado within next 3 years	2			x	X
Likelihood of other visits to Colorado within next 5 years	3				

Topic: Impact		Rank	Top		
			1	2	3
Money spent in Colorado	1	x			
Per capita money spent in Colorado	3			x	X
Spending by category (e.g., lodging, food, retail, entertainment)	2				

Appendix 3: In-person Survey

# Colorado

## 2008 WELCOME CENTER VISITOR SURVEY

### On-site Questionnaire

*FOR OFFICIAL USE ONLY*

Survey Type:     <sub>1</sub> Interview     <sub>2</sub> Self-Administered

**QUALIFIER – IF INELIGIBLE TO PARTICIPATE – SAVE THIS SURVEY FOR NEXT PARTICIPANT!**

- **“Where are you from?”**
  - <sub>1</sub> Colorado *(Do not mark until eligibility is confirmed)*
    - “Are you staying at least one night away from home?”**
      - Yes *(in question #2, mark “Colorado Resident” without verbalizing the question)*
      - No: **“Well thank you for your time, but you are not eligible to participate in our survey.”**
  - <sub>2</sub> Other U.S. State
  - <sub>3</sub> Foreign Country

POST-SURVEY: PULL OUT A LOTTERY TICKET, A COPY OF THE FOLLOW-UP SURVEY & ENVELOPE.

*FOR OFFICIAL USE ONLY*

A. **“Would you also be willing to complete a short follow-up survey after you return home from your trip?”**

- <sub>1</sub> Yes *(write corresponding I.D. code on Follow-up & hand over in envelope)*
- <sub>2</sub> No *(Give them their lottery ticket & complete surveyor log)*

B. **“Here’s one you can take with you, but we would also like to send you a reminder by mail or email. Which would you prefer?”**

- <sub>1</sub> Mail
- <sub>2</sub> Email

C. **“What is that address?”** *Print clearly.*

\_\_\_\_\_

\_\_\_\_\_

D. **“What is your first & last name?”** *Print clearly.*

\_\_\_\_\_

~~~~~

**Survey Log**

| Date                                                                                                                                          | Time of Day | Surveyor Initials | Location | Weather | Other Special Notes |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------------|----------|---------|---------------------|
|                                                                                                                                               |             |                   |          |         |                     |
| Alamosa (A), Burlington (B), Cortez (C), Dinosaur (D), Fort Collins (FC), Fruita (FR), Lamar (L), Julesburg (J), Red Rocks (RR), Trinidad (T) |             |                   |          |         |                     |

Lottery Ticket Code \_\_\_\_\_

# Colorado

## 2008 WELCOME CENTER VISITOR SURVEY

- 1) What is your zip code? (or country, if not from USA) \_\_\_\_\_
- 2) Have you ever visited Colorado before?
  - 1  I am (or was) a Colorado Resident
  - 2  Yes How many times?  1  2  3  4  5  6 or more
  - 3  No
- 3) Is your destination for this trip Colorado only or multiple states?
  - 1  Colorado only
  - 2  Multiple States
- 4) Are you traveling in Colorado ...? Please check all that apply.
  - 1  ..to Visit Friends & Family
  - 2  ..to Explore Colorado
  - 3  ..for a Special Event – Please specify below:
    - 3a  Personal Event (wedding, reunion, birthday, etc.)
    - 3b  Commercial Event (festival, show, concert, etc.)
  - 4  ..for Business (including conferences)
  - 5  ..Passing through to another state – What is your destination? \_\_\_\_\_
  - 6  ..Other - specify: \_\_\_\_\_
- 5) Of the above, please circle the single most important reason.
- 6) What are the top three Colorado activities or attractions that interest you while on this trip? (Colorado specific things only: i.e. family activities or passing through are NOT applicable)
  - 1 \_\_\_\_\_
  - 2 \_\_\_\_\_
  - 3 \_\_\_\_\_
- 7) Which of the following describe the reasons for your stop at the Welcome Center? Please check all that apply. (This is what you were hoping to find at the Welcome Center, regardless of whether it was available or not.)
  - 1  To get Directions or Maps
  - 2  To get Information on Attractions & Activities
  - 3  To get Information on Lodging & Restaurants
  - 4  To get Information on Events & Festivals
  - 5  To get Information on Local History, Culture & Ecology
  - 6  To get Information on Road & Weather Conditions
  - 7  To use the Restrooms or Water Fountain
  - 8  To take a Travel Break (stretch, walk pets, picnic, etc.)
  - 9  To use the Internet (including WiFi)
  - 10  To Purchase food or drinks
  - 11  Other -Specify: \_\_\_\_\_
- 8) Of the above, please circle the single most important reason.

Please continue.



# Colorado

## 2008 WELCOME CENTER VISITOR SURVEY

9) Did the Welcome Center adequately serve those needs?

1  Yes

2  No

10) Are there any services or facilities currently not available that you would like to see at the Welcome Center?

1  No, I can't think of anything.

2  Yes (Please specify): \_\_\_\_\_

11) Did you notice anything that is available at this Welcome Center but needs improving, such as the quality or quantity of the personnel or certain facilities, services, or information?

1  No, I can't think of anything.

2  Yes (Please specify): \_\_\_\_\_

12) Which of the following resources do you use to help you decide what to visit & where to stay while travelling in Colorado? Please check all that apply.

1  Internet

7  Previous Experience in Colorado

2  Welcome Centers / Visitor Information Centers

8  Recommendations (including local hosts)

3  Official Colorado State Vacation Guide

9  Yellow Pages

4  Guidebooks

10  Travel Agent

5  Highway Signs

11  Other - Specify: \_\_\_\_\_

6  GPS in car

12  I Don't Know

13) Of the above resources, please circle the one you rely on most.

14) Did this Welcome Center give you ideas about things to do or see that you did not know about before visiting the Welcome Center?

1  Yes (Please specify): \_\_\_\_\_

2  No

15) How many nights do you plan to spend in Colorado during this trip? \_\_\_\_\_

16) How much money do you plan to spend while you are travelling in Colorado? (Excluding airfare.) \$ \_\_\_\_\_

17) How many people are covered by that amount? \_\_\_\_\_

18) In your entire travel party (that's everyone staying away from home together), how many people fall into each of the following age groups? Please write the corresponding amount in each box. (Please do NOT make tick marks.)

1 Under 18 \_\_\_\_\_

2 18 to 34 \_\_\_\_\_

3 35 to 54 \_\_\_\_\_

4 55 and over \_\_\_\_\_

19) Please indicate your gender.

1  Male

2  Female

THANK YOU!

Appendix 4: Follow-up Survey

# Colorado

## 2008 WELCOME CENTER VISITOR SURVEY

### Follow-up Questionnaire

*Thank you for participating in our Welcome Center visitor survey during your recent visit to Colorado. We sincerely hope that you enjoyed your visit. Now that you have returned from your trip, please take a few minutes to answer some additional questions. We request that the same person who participated in our on-site interview also complete this questionnaire. If you have any questions or concerns, please email: [welcomecenters@colorado.edu](mailto:welcomecenters@colorado.edu) or call Brian Lewandowski at 303-492-3307.*

1) Overall, how useful was the information you received at the Colorado Welcome Center?

- |                            |                            |                            |                            |
|----------------------------|----------------------------|----------------------------|----------------------------|
| Very Useful                | Somewhat Useful            | Not Useful                 | Undecided                  |
| 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> |

2) What was the single most valuable service, amenity, or information you received at the Colorado Welcome Center? *(Please list one thing only.)*

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3) Did you find any of the information you received from the Colorado Welcome Center to be incorrect?

- 1  Yes *Please explain:* \_\_\_\_\_
- 2  No

4) How did your visit to the Colorado Welcome Center affect your plans? *(Please check all that apply.)*

- 1  I extended my stay in Colorado by \_\_\_\_\_ nights. *(please write the number of extra nights)*
- 2  I added activities to my Colorado itinerary, including *(please describe):* \_\_\_\_\_
- 3  I received information on Colorado activities and/or seasonal attractions to help me plan a possible future trip.
- 4  It did not influence my trip.

5) Would you recommend the Colorado Welcome Center to other visitors to use as a resource for their Colorado trip planning?

- 1  Yes
- 2  No

6) When were your lodging plans finalized? *(Please check one.)*

- 1  All before trip *(including package tours)*
- 2  Most before trip
- 3  Some before trip and some during
- 4  All during trip
- 5  I Don't know

7) When were your activities plans finalized? *(Please check one.)*

- 1  All before trip *(including package tours)*
- 2  Most before trip
- 3  Some before trip and some during
- 4  All during trip
- 5  I Don't know

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8) Which of the following did you use to help you decide what to visit & where to stay while travelling in Colorado?  
(Please check all that apply.)

- |                                                                          |                                                                             |
|--------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| 1 <input type="checkbox"/> Internet                                      | 7 <input type="checkbox"/> Previous Experience in Colorado                  |
| 2 <input type="checkbox"/> Welcome Centers / Visitor Information Centers | 8 <input type="checkbox"/> Personal Recommendations (including local hosts) |
| 3 <input type="checkbox"/> Colorado State Vacation Guide                 | 9 <input type="checkbox"/> Yellow Pages / Telephone                         |
| 4 <input type="checkbox"/> Other Guidebook                               | 10 <input type="checkbox"/> Travel Agent                                    |
| 5 <input type="checkbox"/> Highway Signs                                 | 11 <input type="checkbox"/> Other – Please specify: _____                   |
| 6 <input type="checkbox"/> GPS in car                                    | 12 <input type="checkbox"/> I Don't Know                                    |

9) Of the above, please circle the resource you rely on the most.

Please continue on the back side.

# Colorado

## 2008 WELCOME CENTER VISITOR SURVEY

10) During your Colorado trip, in which of the following activities did you participate? (Please check all that apply.)

- |                                                                             |                                                           |
|-----------------------------------------------------------------------------|-----------------------------------------------------------|
| 1 <input type="checkbox"/> Outdoor/Nature activities (hiking, camping, etc) | 6 <input type="checkbox"/> Festivals/Fairs/Events         |
| 2 <input type="checkbox"/> Sports (golf, tennis, etc)                       | 7 <input type="checkbox"/> Bars/Pubs/Brewery visits       |
| 3 <input type="checkbox"/> Arts/Culture/Historic activities                 | 8 <input type="checkbox"/> Winery/Vineyard visits         |
| 4 <input type="checkbox"/> City Sightseeing                                 | 9 <input type="checkbox"/> Shopping                       |
| 5 <input type="checkbox"/> Casino/Gaming                                    | 10 <input type="checkbox"/> Other (Please specify): _____ |

11) Approximately how many nights did you stay in the following accommodations while in Colorado?  
(Please write a number next to all that apply.)

- |                                    |                                                              |
|------------------------------------|--------------------------------------------------------------|
| _____ <sub>1</sub> Resort          | _____ <sub>5</sub> National or State Park/Forest Campgrounds |
| _____ <sub>2</sub> Hotel/Motel     | _____ <sub>6</sub> Commercial Campground                     |
| _____ <sub>3</sub> Bed & Breakfast | _____ <sub>7</sub> Home Of Family/Friends                    |
| _____ <sub>4</sub> Hostel          | _____ <sub>8</sub> Other (Please Specify): _____             |

12) On your recent trip to Colorado, approximately how many meals did you eat.....?  
(Please try to account for all meals and write a number next to all that apply.)

- |                                                 |                                                  |
|-------------------------------------------------|--------------------------------------------------|
| _____ <sub>1</sub> at Fine Dining Restaurants   | _____ <sub>3</sub> as Guests in a Home           |
| _____ <sub>2</sub> at Casual/Family Restaurants | _____ <sub>6</sub> as part of a Pre-paid Package |
| _____ <sub>3</sub> at Fast Food Restaurants     | _____ <sub>7</sub> Other (Please Specify): _____ |
| _____ <sub>4</sub> Cooking-In/Picnic/Camping    |                                                  |

13) What modes of transportation did you use to get to and around Colorado? (Please check all that apply.)

- |                                                |                                                               |
|------------------------------------------------|---------------------------------------------------------------|
| 1 <input type="checkbox"/> Airplane            | 4 <input type="checkbox"/> Public Transportation (Train, bus) |
| 2 <input type="checkbox"/> Rental Automobile   | 5 <input type="checkbox"/> Charter Bus / Tour Bus             |
| 3 <input type="checkbox"/> Personal Automobile | 6 <input type="checkbox"/> Other (Please Specify): _____      |

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14) How many nights did you spend in Colorado during your recent trip? \_\_\_\_\_

15) Please estimate how much money was spent by your travel party (*those paying together & staying together*) while in Colorado for each of the following categories:

|                 |                                                                                                |
|-----------------|------------------------------------------------------------------------------------------------|
| \$ _____        | Lodging ( <i>including camping &amp; RV permits and all varieties of hotels</i> )              |
| \$ _____        | Transportation ( <i>including fuel, car rental &amp; public transportation</i> )               |
| \$ _____        | Food/Drink ( <i>including groceries &amp; restaurants</i> )                                    |
| \$ _____        | Nightlife                                                                                      |
| \$ _____        | Sports and other Outdoor activities                                                            |
| \$ _____        | Shopping ( <i>including gifts &amp; retail</i> )                                               |
| \$ _____        | Other Arts and Cultural activities ( <i>including museum entrances, concerts, fairs, etc</i> ) |
| \$ _____        | Children’s activities                                                                          |
| <b>\$ _____</b> | <b>Total Expenditures</b>                                                                      |

16) How many people were covered by the above amount? \_\_\_\_\_

17) What is your age? \_\_\_\_\_

18) What is your average yearly household income?

- 1  Under \$25,000
- 2  \$25,000-\$49,999
- 3  \$50,000-\$74,999
- 4  \$75,000-\$99,999
- 5  \$100,000 and over

*Thank you so much for your participation! To submit your completed survey, please mail to the University of Colorado in the enclosed envelope. If the envelope has been misplaced please address to:*

Colorado Welcome Center Survey  
 University of Colorado at Boulder  
 420 UCB  
 Boulder, CO 80309-0420

**Sponsored by the Colorado Tourism Office, Colorado Welcome Centers, and the University of Colorado.**



**Appendix 5: Welcome Center Survey Categories and Corresponding Questions**

| Survey Questions by Category |                                                    | Associated On-site Question | Associated Follow-up Question |
|------------------------------|----------------------------------------------------|-----------------------------|-------------------------------|
| <b>A</b>                     | <b>Topic: People Profile</b>                       |                             |                               |
| A1                           | Age (participant)                                  | 18                          | 17                            |
| A2                           | Sex                                                | 19                          | NA                            |
| A3                           | Annual household income                            | NA                          | 18                            |
| A4                           | Kids                                               | 18                          | NA                            |
| A5                           | Residency                                          | 1                           | NA                            |
| A6                           | Education level                                    | NA                          | NA                            |
| A7                           | Marital status                                     | NA                          | NA                            |
| <b>B</b>                     | <b>Topic: Trip Profile</b>                         |                             |                               |
| B1                           | Purposes                                           | 4                           | NA                            |
| B2                           | Main purpose                                       | 5                           | NA                            |
| B3                           | Final destination                                  | 3, 4,                       | NA                            |
| B4                           | Length of stay in CO                               | 15                          | 14                            |
| B5                           | Group size                                         | 17                          | 16                            |
| B6                           | Activities                                         | 5                           | 10, 15                        |
| B7                           | Age category (of travel party)                     | 6                           | NA                            |
| B8                           | Mode of transportation                             | NA                          | 13                            |
| B9                           | Accommodations                                     | NA                          | 11, 12                        |
| <b>C</b>                     | <b>Topic: The Welcome Center</b>                   |                             |                               |
| C1                           | Information received                               | 7, 8, 9                     | 1, 2, 3, 5                    |
| C2                           | Services sought                                    | 7, 8, 9                     | 2                             |
| C3                           | Influence of CWC information / Information quality | 12, 13, 14                  | 1, 2                          |

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|    |                                                                   |        |            |
|----|-------------------------------------------------------------------|--------|------------|
| C4 | Did CWC add time to visit                                         | NA     | 4          |
| C5 | Personnel quality                                                 | 11     | 3          |
| C6 | Services not available                                            | 10     | NA         |
| C7 | Facility quality                                                  | 10, 11 | NA         |
| C8 | Appearance of facility                                            | 10, 11 | NA         |
| D  | Topic: Trip Preparation                                           |        |            |
| D1 | Use of CWC for trip itinerary                                     | 12     | 4, 5, 8, 9 |
| D2 | Collect information prior to trip                                 | NA     | 6, 7       |
| D3 | Planning for trip                                                 | 12     | 6, 7, 8, 9 |
| D4 | Booking for trip                                                  | 12     | 6, 7, 8, 9 |
| E  | Topic: Future visits to Colorado                                  |        |            |
| E1 | Likelihood of other visits to Colorado within next year           | NA     | 4          |
| E2 | Likelihood of other visits to Colorado within next 3 years        | NA     | 4          |
| E3 | Likelihood of other visits to Colorado within next 5 years        | NA     | 4          |
| E4 | Number of prior visits to Colorado                                | 2      | NA         |
| F  | Topic: Impact                                                     |        |            |
| F1 | Money spent in Colorado                                           | 16     | 15         |
| F2 | Spending by category (e.g., lodging, food, retail, entertainment) | NA     | 15         |
| F3 | Per capita money spent in Colorado                                | 16, 17 | 15, 16     |

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**Appendix 6: RESIDENCE OF VISITORS SURVEYED**

| Residence      | Count | Percent | Cumulative Percent | Residence            | Count        | Percent       | Cumulative Percent |
|----------------|-------|---------|--------------------|----------------------|--------------|---------------|--------------------|
| Colorado       | 261   | 12.0%   | 12.0%              | Tennessee            | 27           | 1.2%          | 89.5%              |
| Texas          | 233   | 10.7%   | 22.7%              | Georgia              | 21           | 1.0%          | 90.5%              |
| California     | 143   | 6.6%    | 29.3%              | New Jersey           | 21           | 1.0%          | 91.5%              |
| Illinois       | 87    | 4.0%    | 33.3%              | South Dakota         | 19           | 0.9%          | 92.3%              |
| Iowa           | 85    | 3.9%    | 37.2%              | Wyoming              | 18           | 0.8%          | 93.2%              |
| Missouri       | 85    | 3.9%    | 41.1%              | Nevada               | 17           | 0.8%          | 93.9%              |
| Kansas         | 80    | 3.7%    | 44.7%              | Maryland             | 16           | 0.7%          | 94.7%              |
| Florida        | 76    | 3.5%    | 48.2%              | South Carolina       | 14           | 0.6%          | 95.3%              |
| Nebraska       | 75    | 3.4%    | 51.7%              | Kentucky             | 12           | 0.6%          | 95.9%              |
| Oklahoma       | 72    | 3.3%    | 55.0%              | Alabama              | 11           | 0.5%          | 96.4%              |
| Arizona        | 67    | 3.1%    | 58.1%              | Idaho                | 11           | 0.5%          | 96.9%              |
| Minnesota      | 59    | 2.7%    | 60.8%              | Massachusetts        | 11           | 0.5%          | 97.4%              |
| Ohio           | 54    | 2.5%    | 63.3%              | Mississippi          | 10           | 0.5%          | 97.8%              |
| Wisconsin      | 53    | 2.4%    | 65.7%              | Montana              | 7            | 0.3%          | 98.2%              |
| New Mexico     | 49    | 2.3%    | 67.9%              | Asia                 | 6            | 0.3%          | 98.4%              |
| Utah           | 45    | 2.1%    | 70.0%              | New Hampshire        | 5            | 0.2%          | 98.7%              |
| Europe         | 44    | 2.0%    | 72.0%              | North Dakota         | 4            | 0.2%          | 98.9%              |
| Michigan       | 44    | 2.0%    | 74.0%              | West Virginia        | 4            | 0.2%          | 99.0%              |
| Indiana        | 34    | 1.6%    | 75.6%              | Delaware             | 3            | 0.1%          | 99.2%              |
| New York       | 34    | 1.6%    | 77.2%              | Alaska               | 2            | 0.1%          | 99.3%              |
| Pennsylvania   | 34    | 1.6%    | 78.7%              | Connecticut          | 2            | 0.1%          | 99.4%              |
| Canada/Mexico  | 33    | 1.5%    | 80.2%              | District of Columbia | 2            | 0.1%          | 99.4%              |
| Virginia       | 31    | 1.4%    | 81.7%              | Hawaii               | 2            | 0.1%          | 99.5%              |
| North Carolina | 30    | 1.4%    | 83.1%              | Maine                | 2            | 0.1%          | 99.6%              |
| Washington     | 30    | 1.4%    | 84.4%              | Vermont              | 2            | 0.1%          | 99.7%              |
| Arkansas       | 29    | 1.3%    | 85.8%              | Rhode Island         | 1            | 0.0%          | 99.8%              |
| Louisiana      | 28    | 1.3%    | 87.0%              | NA                   | 5            | 0.2%          | 100.0%             |
| Oregon         | 27    | 1.2%    | 88.3%              | <b>Total</b>         | <b>2,177</b> | <b>100.0%</b> | -                  |

**Appendix 7: International Percentage of Individuals Surveyed, by Location**

| <b>Location</b> | <b>Percent</b> |
|-----------------|----------------|
| Alamosa         | 5.9%           |
| Burlington      | 2.0%           |
| Cortez          | 7.3%           |
| Dinosaur        | 7.3%           |
| Ft. Collins     | 6.3%           |
| Fruita          | 5.9%           |
| Julesburg       | 0.9%           |
| Lamar           | 1.8%           |
| Red Rocks       | 3.3%           |
| Trinidad        | 0.9%           |
| <b>All</b>      | <b>3.8%</b>    |



**Appendix 8: Detailed Additions recommendations**

|                                | Alamosa       | Burlington    | Cortez        | Dinosaur      | Fort Collins  | Fruita        | Julesburg     | Lamar         | Red Rocks     | Trinidad      | All           |
|--------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>Signage</b>                 | 50.0%         | 5.1%          | 9.1%          | 0.0%          | 42.1%         | 16.7%         | 25.0%         | 100.0%        | 3.4%          | 21.4%         | <b>21.4%</b>  |
| <b>Bathroom/Water Fountain</b> | 12.5          | 43.6          | 9.1           | 0.0           | 7.9           | 0.0           | 25.0          | 0.0           | 27.6          | 0.0           | <b>19.3</b>   |
| <b>Better Information</b>      | 12.5          | 12.8          | 36.4          | 0.0           | 10.5          | 5.6           | 15.0          | 0.0           | 13.8          | 7.1           | <b>12.8</b>   |
| <b>Other</b>                   | 18.8          | 7.7           | 9.1           | 100.0         | 5.3           | 27.8          | 15.0          | 0.0           | 10.3          | 14.3          | <b>12.3</b>   |
| <b>Parking/Access</b>          | 0.0           | 5.1           | 9.1           | 0.0           | 15.8          | 16.7          | 0.0           | 0.0           | 0.0           | 50.0          | <b>10.2</b>   |
| <b>Snacks/Drinks</b>           | 0.0           | 20.5          | 9.1           | 0.0           | 2.6           | 11.1          | 15.0          | 0.0           | 6.9           | 0.0           | <b>9.1</b>    |
| <b>Souvenirs/Purchases</b>     | 0.0           | 0.0           | 0.0           | 0.0           | 2.6           | 5.6           | 0.0           | 0.0           | 37.9          | 0.0           | <b>7.0</b>    |
| <b>Shade</b>                   | 0.0           | 2.6           | 0.0           | 0.0           | 10.5          | 11.1          | 5.0           | 0.0           | 0.0           | 0.0           | <b>4.3</b>    |
| <b>Computer Access</b>         | 6.3           | 2.6           | 9.1           | 0.0           | 0.0           | 0.0           | 0.0           | 0.0           | 0.0           | 0.0           | <b>1.6</b>    |
| <b>RV/Trailer Amenities</b>    | 0.0           | 0.0           | 9.1           | 0.0           | 0.0           | 5.6           | 0.0           | 0.0           | 0.0           | 7.1           | <b>1.6</b>    |
| <b>Pets</b>                    | 0.0           | 0.0           | 0.0           | 0.0           | 2.6           | 0.0           | 0.0           | 0.0           | 0.0           | 0.0           | <b>0.5</b>    |
| <b>Total</b>                   | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> |

**Appendix 9: Detailed improvement Recommendations**

|                                                              | Alamosa       | Burlington    | Cortez        | Dinosaur      | Fort Collins  | Fruita        | Julesburg     | Lamar         | Red Rocks     | Trinidad      | All           |
|--------------------------------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>More Information Available</b>                            | 44.4%         | 26.7%         | 31.6%         | 30.0%         | 36.7%         | 18.9%         | 21.9%         | 0.0%          | 18.2%         | 33.3%         | <b>26.3%</b>  |
| <i>Maps/Atlas</i>                                            | 0.0           | 25.0          | 14.3          | 33.3          | 18.2          | 25.0          | 0.0           | 0.0           | 0.0           | 33.3          | 17.2          |
| <i>Directions</i>                                            | 0.0           | 0.0           | 0.0           | 0.0           | 0.0           | 0.0           | 0.0           | 0.0           | 25.0          | 16.7          | 3.4           |
| <i>Local Area Info/History</i>                               | 50.0          | 25.0          | 14.3          | 33.3          | 9.1           | 25.0          | 42.9          | 0.0           | 75.0          | 16.7          | 27.6          |
| <i>Brochures</i>                                             | 0.0           | 12.5          | 14.3          | 0.0           | 0.0           | 0.0           | 0.0           | 0.0           | 0.0           | 0.0           | 3.4           |
| <i>Info on Colorado Activities</i>                           | 50.0          | 12.5          | 14.3          | 0.0           | 36.4          | 37.5          | 42.9          | 0.0           | 0.0           | 16.7          | 25.9          |
| <i>Info of Other States<sup>1</sup></i>                      | 0.0           | 0.0           | 28.6          | 33.3          | 18.2          | 12.5          | 14.3          | 0.0           | 0.0           | 0.0           | 12.1          |
| <i>Miscellaneous</i>                                         | 0.0           | 25.0          | 14.3          | 0.0           | 18.2          | 0.0           | 0.0           | 0.0           | 0.0           | 16.7          | 10.3          |
| <b>Snacks/Drinks</b>                                         | 11.1          | 23.3          | 31.6          | 10.0          | 20.0          | 24.3          | 37.5          | 33.3          | 13.6          | 5.6           | <b>22.5</b>   |
| <b>Other</b>                                                 | 22.2          | 10.0          | 15.8          | 0.0           | 0.0           | 16.2          | 9.4           | 16.7          | 9.1           | 27.8          | <b>11.7</b>   |
| <b>Souvenirs/Purchases</b>                                   | 0.0           | 3.3           | 5.3           | 20.0          | 3.3           | 18.9          | 12.5          | 16.7          | 22.7          | 11.1          | <b>11.3</b>   |
| <b>Signage</b>                                               | 11.1          | 3.3           | 0.0           | 0.0           | 26.7          | 2.7           | 0.0           | 16.7          | 4.5           | 5.6           | <b>6.6</b>    |
| <b>Computer(Wi-Fi)</b>                                       | 11.1          | 13.3          | 10.5          | 30.0          | 0.0           | 0.0           | 0.0           | 16.7          | 4.5           | 5.6           | <b>6.1</b>    |
| <b>Children’s Amenities</b>                                  | 0.0           | 6.7           | 0.0           | 0.0           | 3.3           | 5.4           | 15.6          | 0.0           | 0.0           | 0.0           | <b>4.7</b>    |
| <b>Bathroom Improvements<sup>2</sup>/<br/>Water Fountain</b> | 0.0           | 10.0          | 0.0           | 0.0           | 0.0           | 2.7           | 0.0           | 0.0           | 27.3          | 0.0           | <b>4.7</b>    |
| <b>Pet Area</b>                                              | 0.0           | 3.3           | 0.0           | 0.0           | 3.3           | 2.7           | 3.1           | 0.0           | 0.0           | 5.6           | <b>2.3</b>    |
| <b>Shade</b>                                                 | 0.0           | 0.0           | 0.0           | 0.0           | 3.3           | 5.4           | 0.0           | 0.0           | 0.0           | 0.0           | <b>1.4</b>    |
| <b>RV Amenities</b>                                          | 0.0           | 0.0           | 5.3           | 10.0          | 0.0           | 0.0           | 0.0           | 0.0           | 0.0           | 5.6           | <b>1.4</b>    |
| <b>Access</b>                                                | 0.0           | 0.0           | 0.0           | 0.0           | 3.3           | 2.7           | 0.0           | 0.0           | 0.0           | 0.0           | <b>0.9</b>    |
| <b>Total</b>                                                 | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> |

<sup>1</sup>Includes requests for maps of other states.

<sup>2</sup>Bathroom comments specifically noted cleanliness, as well as dissatisfaction with hand dryers (prefer hand towels).

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**Appendix 10: Estimated Distance and Time between Colorado Welcome Centers**

| <b>Time</b>         | <b>Alamosa</b> | <b>Burlington</b> | <b>Cortez</b> | <b>Dinosaur</b> | <b>Fort Collins</b> | <b>Fruita</b> | <b>Julesburg</b> | <b>Lamar</b> | <b>Red Rocks</b> | <b>Trinidad</b> |
|---------------------|----------------|-------------------|---------------|-----------------|---------------------|---------------|------------------|--------------|------------------|-----------------|
| <b>Alamosa</b>      | -              | 4H 53M            | 3H 37M        | 6H 27M          | 4H 42M              | 4H 53M        | 6H 16M           | 3H 19M       | 3H 33M           | 1H 47M          |
| <b>Burlington</b>   | 4H 53M         | -                 | 8H 31M        | 7H 21M          | 3H 14M              | 6H 26M        | 1H 59M           | 1H 54M       | 2H 45M           | 4H 7M           |
| <b>Cortez</b>       | 3H 37M         | 8H 31M            | -             | 5H 7M           | 7H 42M              | 3H 23M        | 9H 17M           | 6H 55M       | 6H 34M           | 5H 23M          |
| <b>Dinosaur</b>     | 6H 27M         | 7H 21M            | 5H 7M         | -               | 5H 21M              | 1H 57M        | 7H 14M           | 8H 13M       | 4H 51M           | 7H 55M          |
| <b>Fort Collins</b> | 4H 42M         | 3H 14M            | 7H 42M        | 5H 21M          | -                   | 5H            | 2H 46M           | 4H 4M        | 1H 19M           | 4H 4M           |
| <b>Fruita</b>       | 4H 53M         | 6H 26M            | 3H 23M        | 1H 57M          | 5H                  | -             | 6H 36M           | 7H 17M       | 3H 55M           | 6H 35M          |
| <b>Julesburg</b>    | 6H 16M         | 1H 59M            | 9H 17M        | 7H 14M          | 2H 46M              | 6H 36M        | -                | 3H 53M       | 2H 54M           | 5H 36M          |
| <b>Lamar</b>        | 3H 19M         | 1H 54M            | 6H 55M        | 8H 13M          | 4H 4M               | 7H 17M        | 3H 53M           | -            | 3H 35M           | 2H 31M          |
| <b>Red Rocks</b>    | 3H 33M         | 2H 45M            | 6H 34M        | 4H 51M          | 1H 19M              | 3H 55M        | 2H 54M           | 3H 35M       | -                | 3H 14M          |
| <b>Trinidad</b>     | 1H 47M         | 4H 7M             | 5H 23M        | 7H 55M          | 4H 4M               | 6H 35M        | 5H 36M           | 2H 31M       | 3H 14M           | -               |

Source: MapQuest, Inc.

| <b>Miles</b>        | <b>Alamosa</b> | <b>Burlington</b> | <b>Cortez</b> | <b>Dinosaur</b> | <b>Fort Collins</b> | <b>Fruita</b> | <b>Julesburg</b> | <b>Lamar</b> | <b>Red Rocks</b> | <b>Trinidad</b> |
|---------------------|----------------|-------------------|---------------|-----------------|---------------------|---------------|------------------|--------------|------------------|-----------------|
| <b>Alamosa</b>      | -              | 312.05            | 193.62        | 361.32          | 279.02              | 280.42        | 418.13           | 202.18       | 202.55           | 109.63          |
| <b>Burlington</b>   | 312.05         | -                 | 506.26        | 450.74          | 221.27              | 420.17        | 123.63           | 103.35       | 181.52           | 238.18          |
| <b>Cortez</b>       | 193.62         | 506.26            | -             | 301.77          | 441.64              | 215.56        | 560.82           | 395.65       | 365.14           | 303.07          |
| <b>Dinosaur</b>     | 361.32         | 450.74            | 301.77        | -               | 287.1               | 95.67         | 495.34           | 491.55       | 274.2            | 480.39          |
| <b>Fort Collins</b> | 279.02         | 221.27            | 441.64        | 287.1           | -                   | 314.47        | 187.23           | 261.8        | 75.81            | 261.3           |
| <b>Fruita</b>       | 280.42         | 420.17            | 215.56        | 95.67           | 314.47              | -             | 434.16           | 460.74       | 243.39           | 382.45          |
| <b>Julesburg</b>    | 418.13         | 123.63            | 560.82        | 495.34          | 187.23              | 434.16        | -                | 232.84       | 195.38           | 382.44          |
| <b>Lamar</b>        | 202.18         | 103.35            | 395.65        | 491.55          | 261.8               | 460.74        | 232.84           | -            | 222.08           | 136.1           |
| <b>Red Rocks</b>    | 202.55         | 181.52            | 365.14        | 274.2           | 75.81               | 243.39        | 195.38           | 222.08       | -                | 206.82          |
| <b>Trinidad</b>     | 109.63         | 238.18            | 303.07        | 480.39          | 261.3               | 382.45        | 382.44           | 136.1        | 206.82           | -               |

Source: MapQuest, Inc.