

The Economic Impact of Travel

Exit 205, Colorado

2021

PREPARED FOR
Colorado Tourism Office



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2021

Colorado Tourism Office

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Photo: Colorado Tourism Office

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Exit 205

2021

Exit 205 / Summary

Travel Impacts 2021

During 2021, strong demand for overnight accommodations and increased commodity prices led to large gains in visitor spending. Overall, travel spending in Colorado grew an estimated 58.3% in 2021.

- Travel spending in Exit 205 increased 43.9%, from \$70.7 million in 2020 to \$101.7 million in 2021.
- Direct travel-generated employment grew by 130 jobs, a 30.0% increase over 2020.
- Direct travel-generated earnings increased to \$30.4 million, a gain of 46.8% compared to 2020.
- Tax receipts generated by travel spending increased to \$8.7 million, up 45.3% compared to 2020.

Exit 205's travel economy grew by **43.9%** in **2021**. Travel spending **exceeded** the amount spent in 2020 by **\$29 million**.

Note: This report describes the travel impacts within Silverthorne and Dillon city limits referred to collectively as "Exit 205". Expenditures made by visitors staying outside city limits are classified as "Day Travel". Estimates are subject to revision if more complete data become available. All economic impacts in this report are direct effects only.



Exit 205 / Direct Travel Impacts

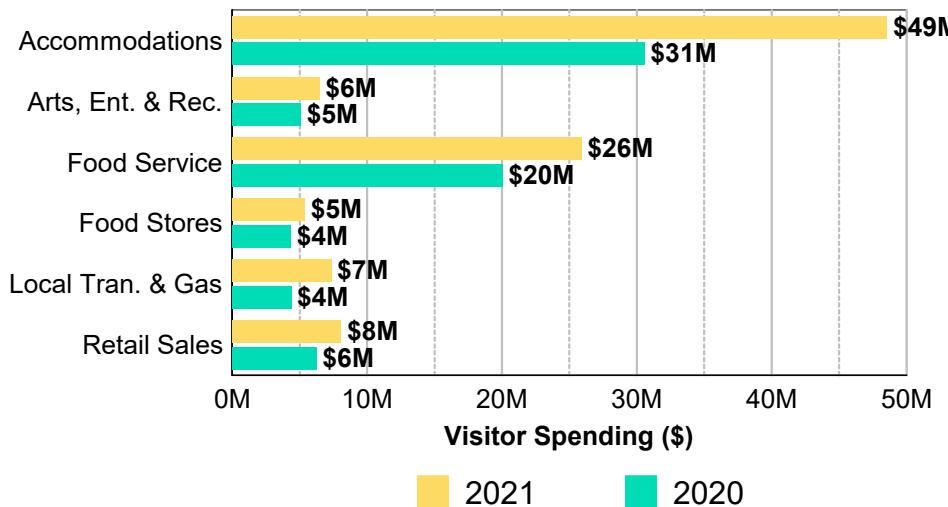
Summary Table

	2017	2018	2019	2020	2021	20-21	19-20
Spending (\$Millions)							
Visitor	61.2	66.1	72.3	70.7	101.7	43.9%	-2.2%
Total	61.2	66.1	72.3	70.7	101.7	43.9%	-2.2%
Earnings (\$Millions)							
Earnings	18.8	20.3	20.2	20.7	30.4	46.8%	2.6%
Employment (Jobs)							
Employment	480	490	530	430	560	30.0%	-18.7%
Tax Revenue (\$Millions)							
State	2.0	2.1	2.3	2.3	3.2	41.0%	-1.2%
Local	3.1	3.3	3.7	3.7	5.5	48.0%	0.0%
Total	5.1	5.5	6.0	6.0	8.7	45.3%	-0.5%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures. "Other" includes travel arrangement services, convention/trade shows, and a portion of ground transportation to visit other Colorado destinations.

Exit 205 / Spending

Visitor Spending by Commodity Purchased

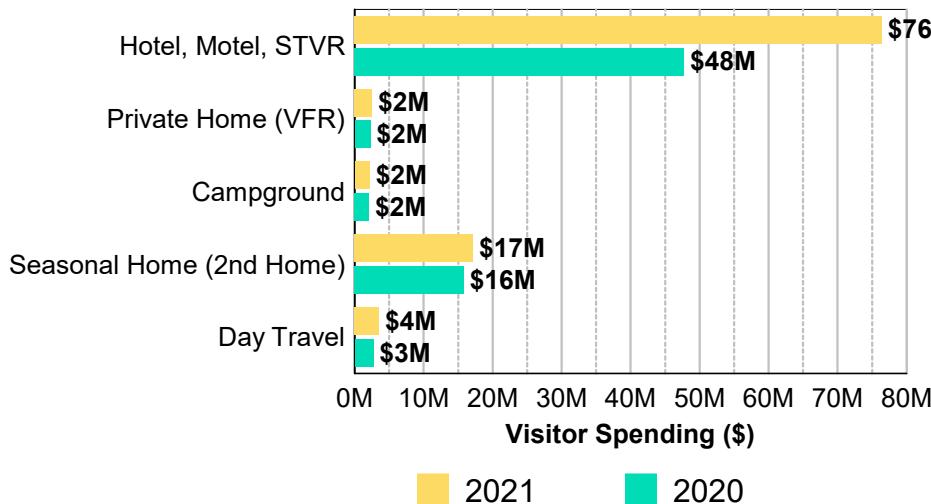


Spending on Accommodations grew to \$49 million in 2021, an **increase of 58.8%** compared to 2020.

Sources: Colorado Tourism Office, Dean Runyan Associates, Omnitrak Group, Energy Information Administration, Bureau of Transportation Statistics

Note: Figures in chart are rounded to the nearest million.

Visitor Spending by Accommodation Type

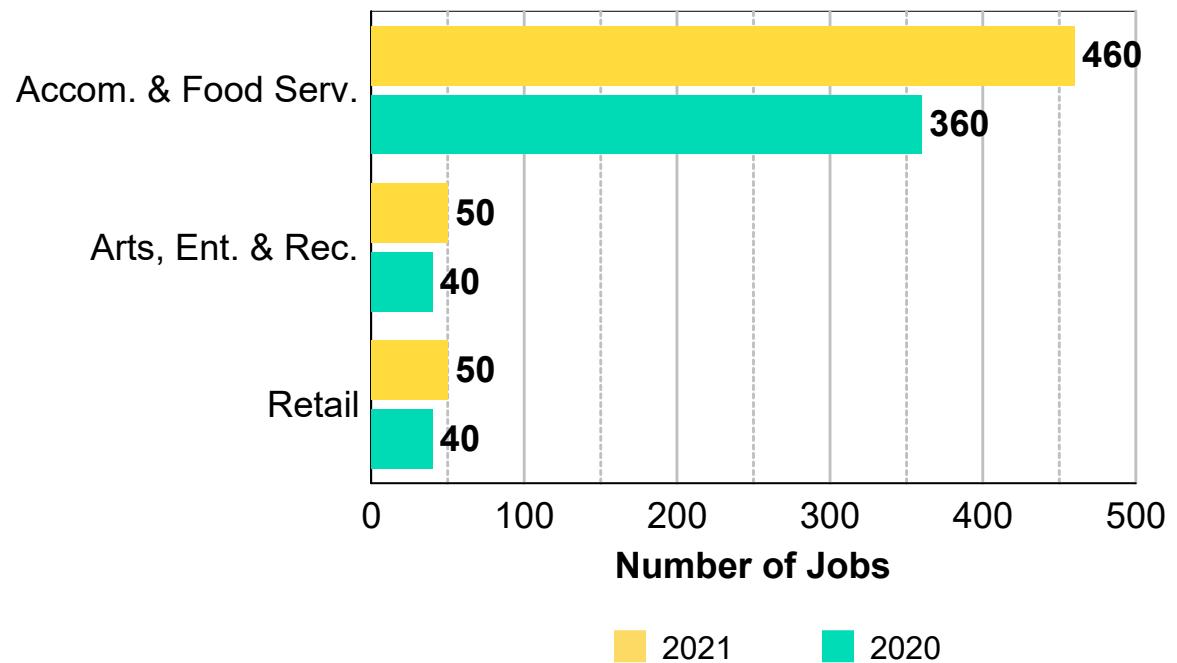


Visitors who stayed in a Hotel, Motel, or Short Term Vacation Rental (STVR) spent a combined \$76 million in 2021, an **increase of 60.0%** compared to 2020.

Sources: Colorado Tourism Office, Dean Runyan Associates, Omnitrak Group, STR, AirDNA, Census Bureau

Exit 205 / Employment

Travel Industry Employment



Note: Figures represent an annual average employment level and are rounded to the nearest 10. Values less than 5 are rounded to 0. Retail includes gasoline station employment. "Other Travel" includes travel arrangement services, convention/trade shows and a portion of ground transportation.

Travel industry **employment increased** in all categories from 2020 to 2021. Overall, the travel industry **gained 130 jobs**, an increase of 30.0% compared to 2020.

Sources: Dean Runyan Associates, Bureau of Labor Statistics, Bureau of Economic Analysis



Exit 205 / Direct Travel Impacts

Visitor Spending

	2017	2018	2019	2020	2021	20-21	19-20
Direct Travel Spending (\$Millions)							
Visitor Spending	61.2	66.1	72.3	70.7	101.7	43.9%	-2.2%
	61.2	66.1	72.3	70.7	101.7	43.9%	-2.2%
Visitor Spending by Type of Traveler Accommodation (\$Millions)							
Hotel, Motel, STVR	38.5	42.1	47.9	47.7	76.4	60.0%	-0.3%
Private Home (VFR)	2.1	2.2	2.3	2.3	2.5	8.3%	1.1%
Seasonal Home (2nd Home)	16.1	17.1	17.3	15.8	17.1	8.1%	-8.2%
Campground	2.0	2.0	2.0	2.1	2.2	4.2%	2.3%
Day Travel	2.5	2.7	2.8	2.7	3.5	28.8%	-3.7%
	61.2	66.1	72.3	70.7	101.7	43.9%	-2.2%
Visitor Spending by Commodity Purchased (\$Millions)							
Accommodations	24.1	26.6	30.3	30.6	48.5	58.8%	1.0%
Food Service	17.6	18.7	20.3	20.0	25.9	29.3%	-1.6%
Food Stores	4.1	4.2	4.4	4.3	5.4	23.9%	-2.3%
Arts, Ent. & Rec.	4.8	5.0	5.3	5.1	6.5	27.1%	-4.6%
Retail Sales	6.0	6.2	6.5	6.3	8.1	28.6%	-3.8%
Local Tran. & Gas	4.6	5.3	5.4	4.4	7.3	67.5%	-18.3%
	61.2	66.1	72.3	70.7	101.7	43.9%	-2.2%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

For more information, see Glossary on page 14.

Exit 205 / Direct Travel Impacts

Detailed Table

	2017	2018	2019	2020	2021	20-21	19-20
Travel Industry Earnings (\$Millions)							
Accom. & Food Serv.	14.7	15.9	15.5	16.6	25.2	51.8%	6.8%
Arts, Ent. & Rec.	2.1	2.2	2.4	2.1	2.2	7.9%	-14.8%
Retail	2.0	2.2	2.3	2.1	3.0	45.3%	-8.2%
	18.8	20.3	20.2	20.7	30.4	46.8%	2.6%
Travel Industry Employment (Jobs)							
Accom. & Food Serv.	390	400	430	350	460	30.2%	-18.4%
Arts, Ent. & Rec.	50	50	50	40	50	17.1%	-21.2%
Retail	40	40	40	40	50	42.9%	-18.6%
	480	490	530	430	560	30.0%	-18.7%
Tax Receipts Generated by Travel Spending (\$Millions)							
County Tax Receipts	1.6	1.7	1.9	1.9	2.8	45.7%	-0.4%
City Tax Receipts	1.5	1.6	1.8	1.8	2.7	50.4%	0.5%
State Tax Receipts	2.0	2.1	2.3	2.3	3.2	41.0%	-1.2%
	5.1	5.5	6.0	6.0	8.7	45.3%	-0.5%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Gasoline station jobs included in retail. City and County Tax Receipts includes city and county sales taxes, state sales taxes distributed to local governments, lodging tax collections, property tax and sales tax payments attributable to the travel industry income of employees and businesses. State Tax Receipts includes lodging taxes, sales taxes, and motor fuel taxes paid by visitors. It also includes income and sales tax payments attributable to the travel industry income of businesses and employees.

For more information, see Glossary on page 14.

Glossary

Term	Definition
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.
Day Travel	Greater than 50 miles traveled non-routine to the destination.
Destination Spending	Interchangeable with Visitor Spending. Direct spending made by visitors in a destination.
STVR	Short Term Vacation Rental, private and semi-private lodging rented by owners or property management companies (e.g. Airbnb, VRBO).
State Taxes	State taxes generated by travel spending.
Local Taxes	City and county taxes generated by travel spending.
Direct Employment	Employment generated by direct spending; includes full time, part time, seasonal, and proprietors.
Direct Earnings	Total after-tax net income for travel. It includes wages and salary disbursements, proprietor income, and other earned income or benefits.
Other Spending	Spending by residents on travel arrangement services, or spending for convention activity.
Visitor Spending	Direct spending made by visitors in a destination.
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Private Home	Personal residences used to host visiting friends and family overnight.
NAICS	North American Industry Classification System.
Seasonal Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.
Person Trips	Individual trips to the destination for all age groups.
Vacation Home Rental	Accommodation types that house transient lodging activity.

Methodology

Travel Impacts Methodology

Primary travel impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defendable findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor profile providers, including national panel managers or those making use of intercept or regional web methodology. Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging tax data to calculate lodging sales, then employs expenditure distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category, for each county, plus the applicable taxes on each type of expenditure. Tax impacts, such as for restaurant, fuel, and retail purchases, are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Arizona, as available.

Other impacts are calculated in a manner like those for commercial accommodation travelers. Sales attributable to travelers staying in their own second homes, or in rented condo, cabin, and other accommodations, are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second home inventories are from US Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial accommodation travelers.

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Methodology / Continued

Travel Impacts Methodology

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Arizona travelers. This analysis will rely the most on visitor profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial accommodation travelers.

All spending estimates are summed for each county and separately for each business category with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the US Bureau of Labor Statistics and lodging sales data from STR and Key Data.

Methodology / Continued

RTIM Industries mapped to NAICS

The following categorization is intended as a high level overview of how our reported industries map to the North American Industry Classification System. It should be noted the NAICS codes are based on responses from individual organizations and are not always a perfect 1:1 alignment with our analysis.

Travel Impact Industry	NAICS Industry Code
Accommodation & Food Service	Accommodation (721) Food Services and Drinking Places (722) Residential Property Managers (531311) Breweries, Wineries, Distilleries (312120, 312130, 312140)**Notes on next page
Arts, Entertainment & Recreation	Arts, Ent., Recreation (71) Scenic and Sightseeing Transportation (487) Motion picture and video exhibition (51213) Recreational goods rental (532292) Tour operators (56152)
Retail	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories (448) Sporting Goods, Hobby, Book and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
Transportation	Rail Transportation (482114) Water Transportation (4831) Urban transit systems (4851) Interurban and rural bus transportation (4852) Taxi and limousine service (4853) Charter bus industry (4855) Passenger car rental (532111) Truck, trailer, and RV rental and leasing (53212) Parking Lots and Garages (812930)
Air Transportation	Scheduled passenger air transportation (481111) Support activities for air transportation (4881)
Others	Travel agencies (56151) Convention and Trade Show Organizers (56192)

**Travel spending on breweries (312120), wineries (312130) and distilleries (312140) are included within the Food Service, Retail, Food Stores, and Recreation industries. It is likely that the bulk of travel-related spending on these alcohol-related NAICS codes occurs within the Food Service category. However, because experiences at breweries, wineries, and distilleries often include a significant experiential component, as well as opportunities for retail purchases, we are unable to allocate exact percentages to the above travel impact categories.