



Residents' Sentiment of Boulder's Tourism Economy

BOULDER
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BOULDER CONVENTION AND VISITORS BUREAU



RRC
ASSOCIATESSM



How does tourism in Boulder affect our quality of life?

RRC Associates conducted a survey of over 700 residents with questions regarding quality of life issues including: tourism, special events, attractions, downtown, and traffic/congestion.

KEY TAKEAWAY

Most residents view visitors favorably

While there are tradeoffs, the overall feeling is that a well-managed tourist economy is integral to Boulder's economic health and cultural vibrancy.

80% of residents agree that visitors benefit the local economy.

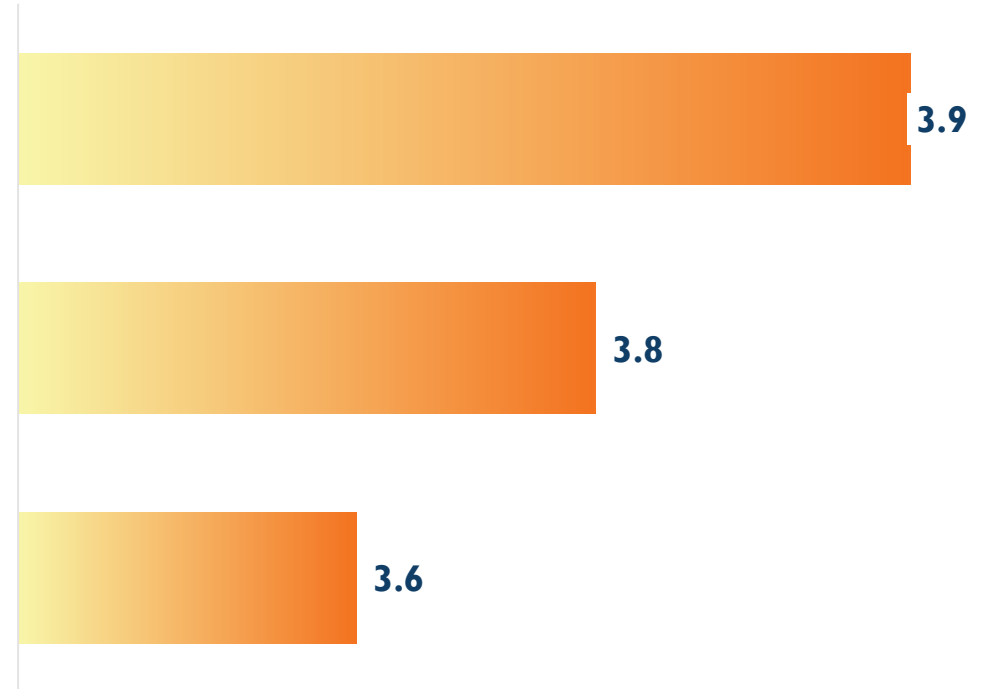


Visitor spending sustains the local economy

Visitors to Boulder benefit our local economy including arts organizations, attractions, and festivals

Taxes from the tourism economy sustain Boulder's natural resources, cultural sites, city services/infrastructure that benefit the community

There are better shopping, dining and cultural opportunities in Boulder because of visitor spending



(On a scale of 1-5, where 1 is STRONGLY DISAGREE and 5 is STRONGLY AGREE)



Only a minority feel that visitors are a problem

Boulder is overcrowded because of too many visitors



Visitors in Boulder disrupt my quality of life



16% of residents say visitors disrupt their quality of life.

(On a scale of 1-5, where 1 is STRONGLY DISAGREE and 5 is STRONGLY AGREE)

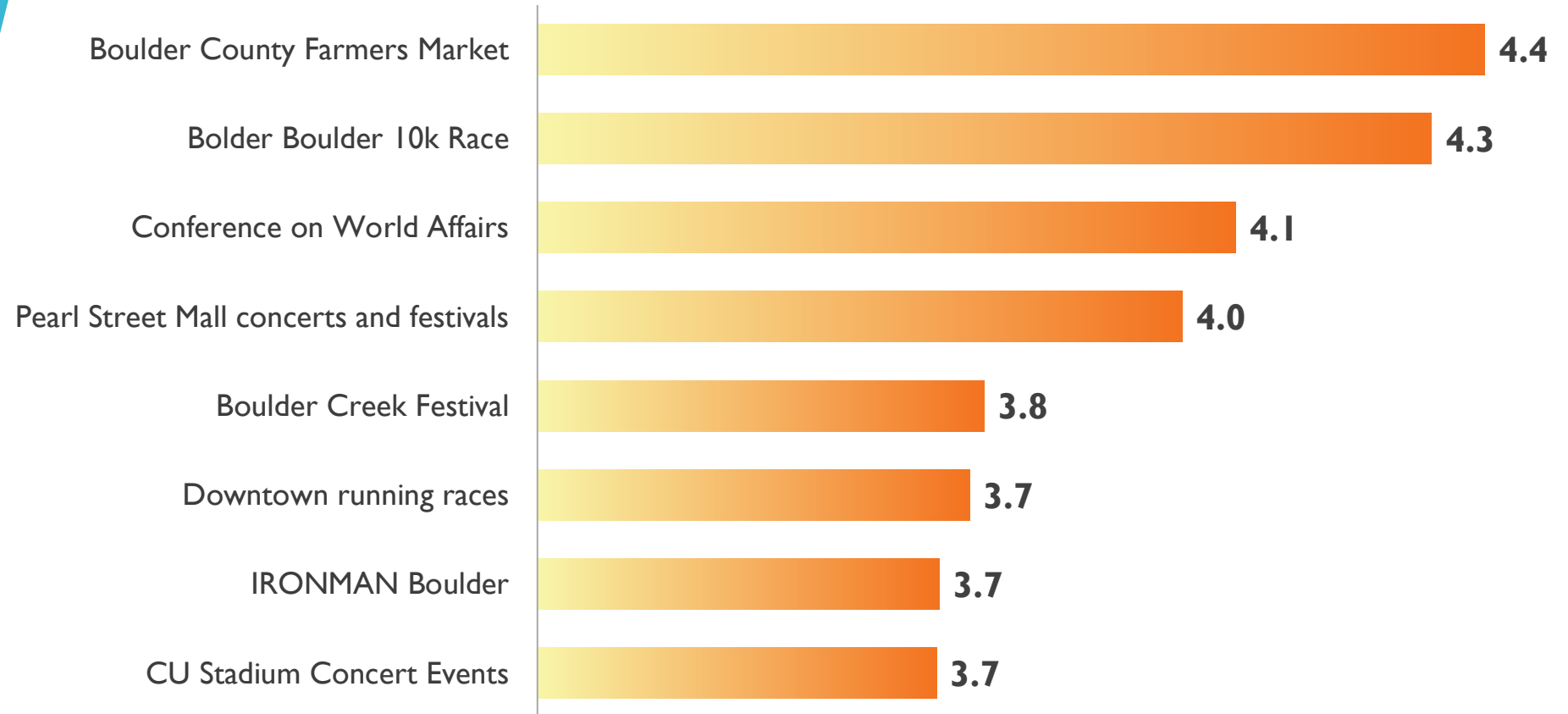


Boulder gets excellent scores on most quality of life issues, including:

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- Natural environment/outdoors/open space
- Safety and security
- Arts/culture/entertainment
- Vibrant, high-energy community
- A place I'm proud to tell others about

Boulder rates most events as a positive



(On a scale of 1-5, where 1 is VERY NEGATIVE and 5 is VERY POSITIVE)



69% of residents polled say there are too few or the right number of events

“I actually don't go to festivals, but other people like them. I really like sporting events, outdoor activity, and like to support runners, triathletes, etc. I am willing to live with pulses in traffic and CU activities and events since it helps Boulder be vibrant and interesting.”

THE TRADEOFFS

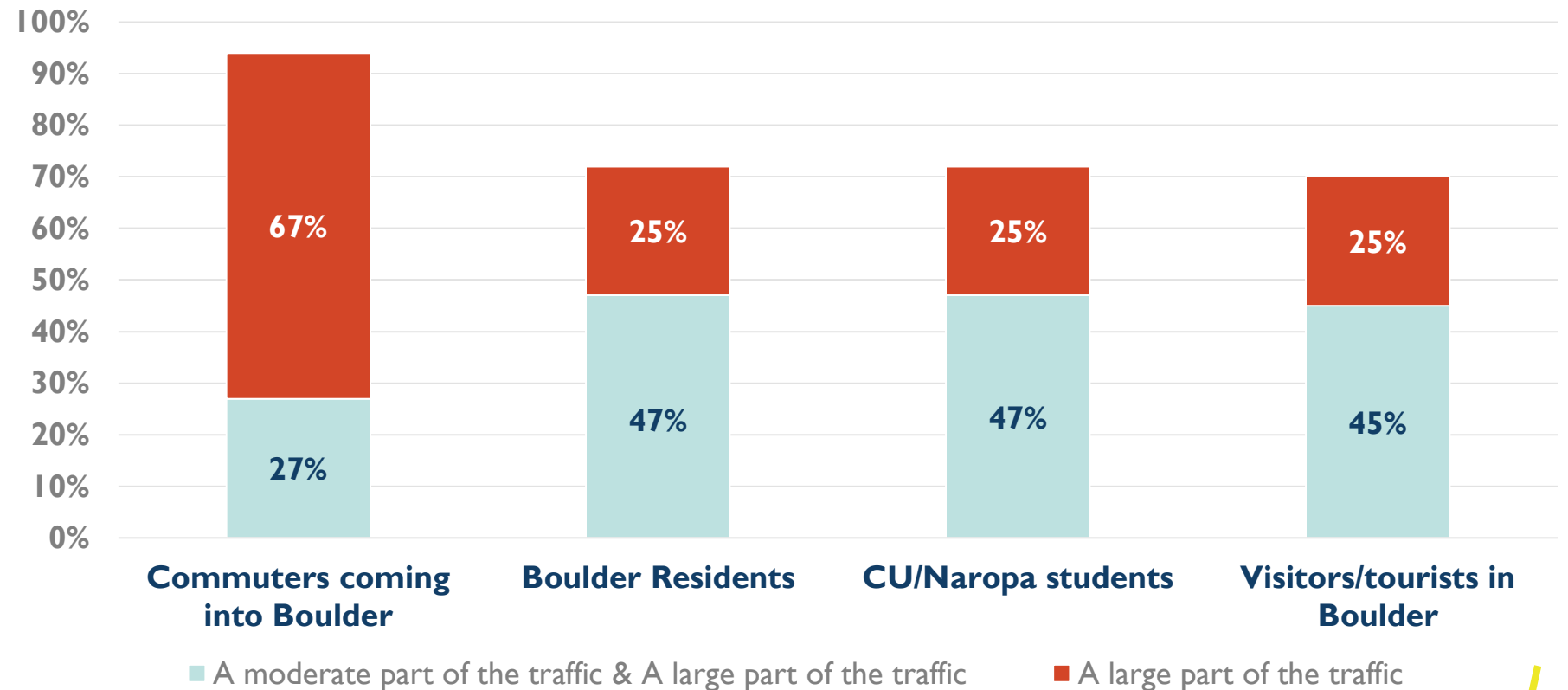
- Events contribute to the economy
- They enhance Boulder's reputation
- They make Boulder a more desirable place to live

BUT

- Larger events and festivals add to traffic
- Make visiting restaurants more difficult

“Events and festivals create a lot of traffic, which creates traffic jams (people who don't live in Boulder but who come in for the festivals). Very beneficial to the economy, less beneficial for people who drive.”

Who contributes most to traffic congestion in Boulder?





Overall, Downtown Boulder is viewed positively

DOWNTOWN BOULDER/PEARL STREET...

...makes Boulder a more desirable place to visit



...contributes to the economy of Boulder



...enhances Boulder's reputation



...makes Boulder a more desirable place to live



(On a scale of 1-5, where 1 is STRONGLY DISAGREE and 5 is STRONGLY AGREE)



On the other hand, some say

DOWNTOWN BOULDER/PEARL STREET...

“High-end retail shops and more expensive restaurants have replaced stores and restaurants that were more affordable. I am being priced out of being able to enjoy downtown Boulder and I am spending less and less time there.”

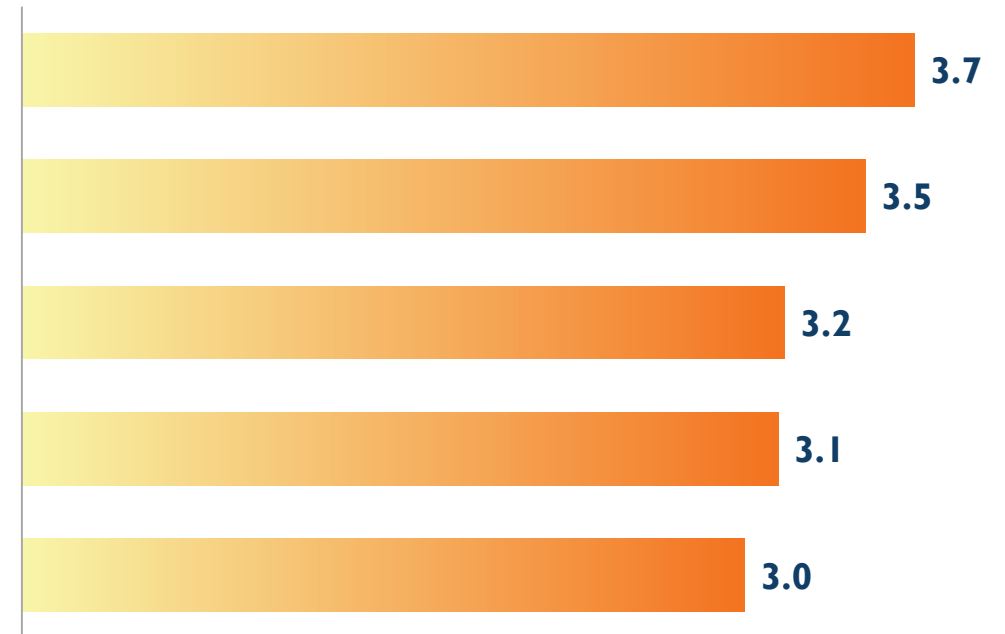
...has a variety of shops and restaurants that appeal to me

...is too expensive

...has enough parking

...is too touristy

...is too crowded

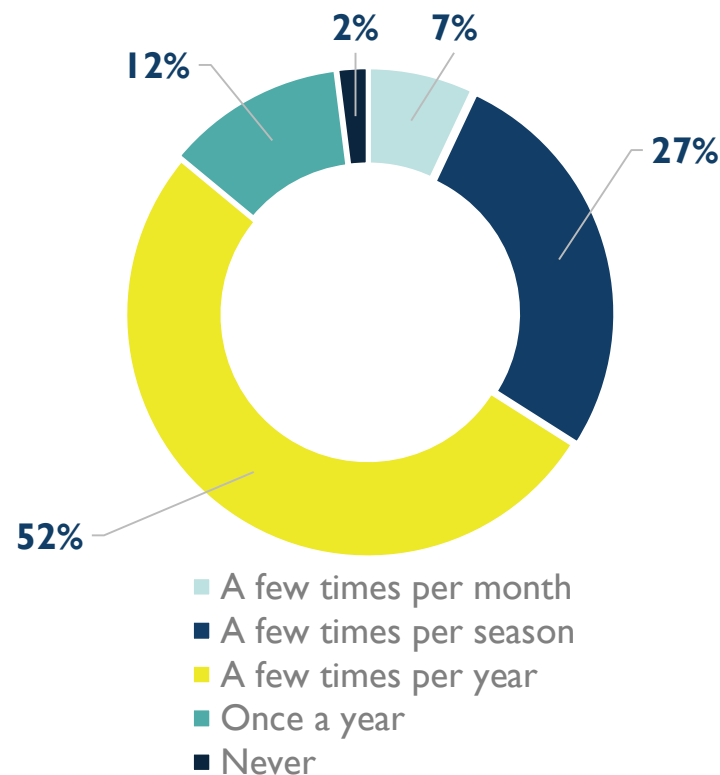


(On a scale of 1-5, where 1 is STRONGLY DISAGREE and 5 is STRONGLY AGREE)

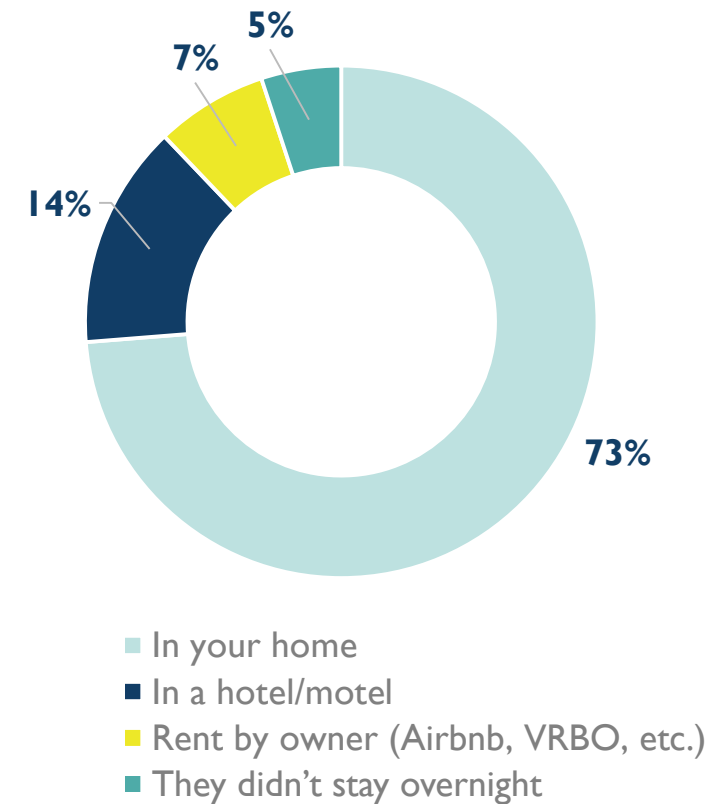
Boulderites like to share their hometown with friends and family

86% host friends and family more than once a year.

HOW OFTEN HAVE YOU HOSTED FAMILY/FRIENDS OVER THE PAST 3 YEARS?



WHERE DID THEY STAY?





Where do you normally take visitors or suggest they visit during their stay?

- 94%** Downtown/Pearl Street Mall
- 85%** Chautauqua Open Space/Trails
- 45%** Mt. Sanitas Trails
- 26%** Twenty Ninth Street Shopping District



Downtown businesses say without tourist sales:

69% of restaurants say their business would fail

46% of retailers say their business would fail

34% say their business would suffer but survive

9% say their business would be fine

“If the tourism economy decreased in Boulder we would see reduced sales without question. It's hard for me to overstate that we represent small businesses that are really starting and getting going. Any reduction in sales is the wrong direction to go in.”

– BRIAN COPPOM, BOULDER FARMERS MARKET



Compared to 5 years ago, how important is tourism to business?

60% say more important

34% say the same importance

3% say less important

“If we didn't have the type of traffic from visitors from out of town, we couldn't maintain our business for several months of the year.”

– DEBBIE KLEIN, ART & SOUL GALLERY



Key findings

Overall, residents agree that **visitors benefit the local economy**



Key findings

They agree that
visitor taxes benefit
the community



Key findings

They acknowledge
**better restaurants, shopping
and culture** because of
visitor spending



Key findings

Most respondents
stated that there were
**too few, or the right
number of events**



Key findings

Few residents
say visitors disrupt
their quality of life

To see more insights about tourism
in Boulder, check out this video

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See the report and share



BoulderTourismSurvey.com

Questions?

THANK YOU!

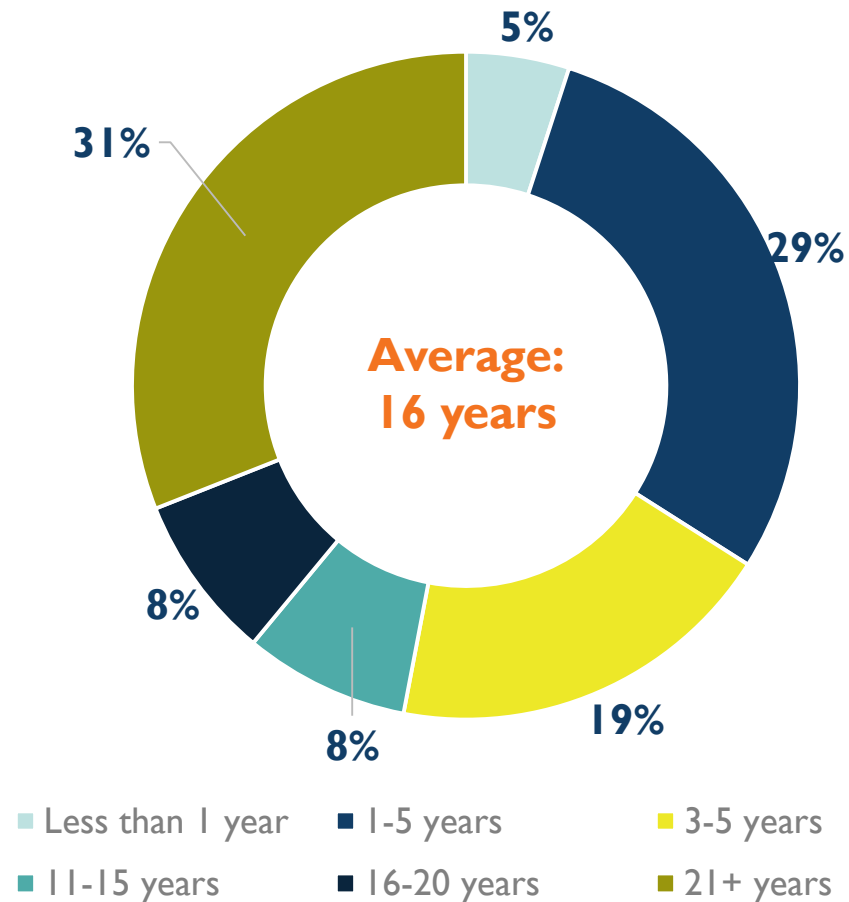




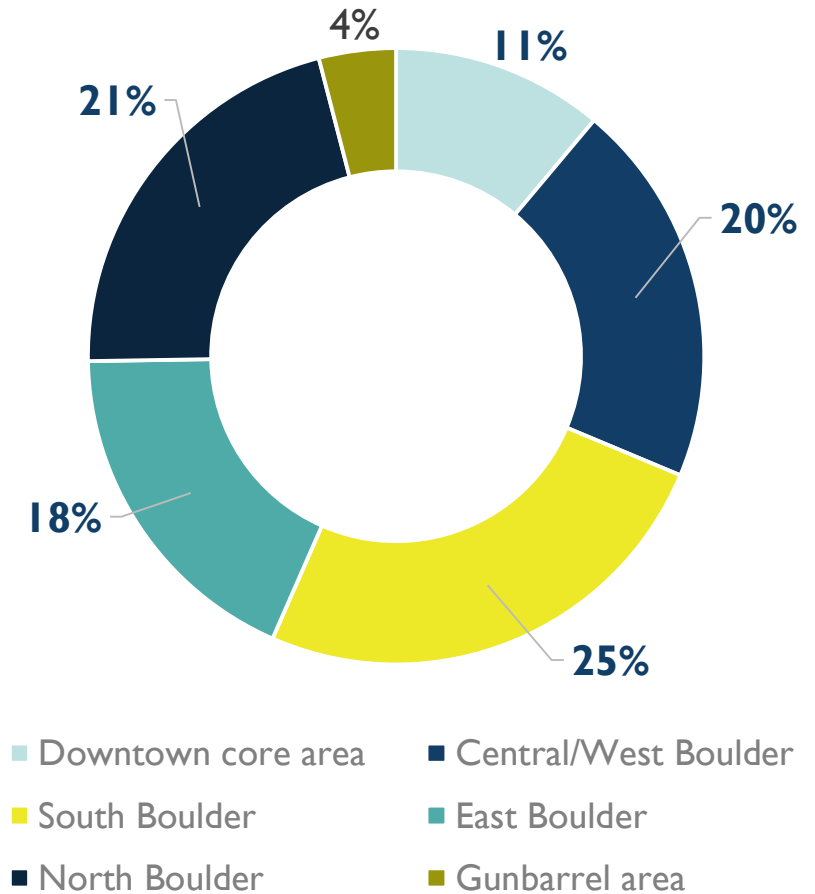
APPENDIX

Survey Respondent Demographics

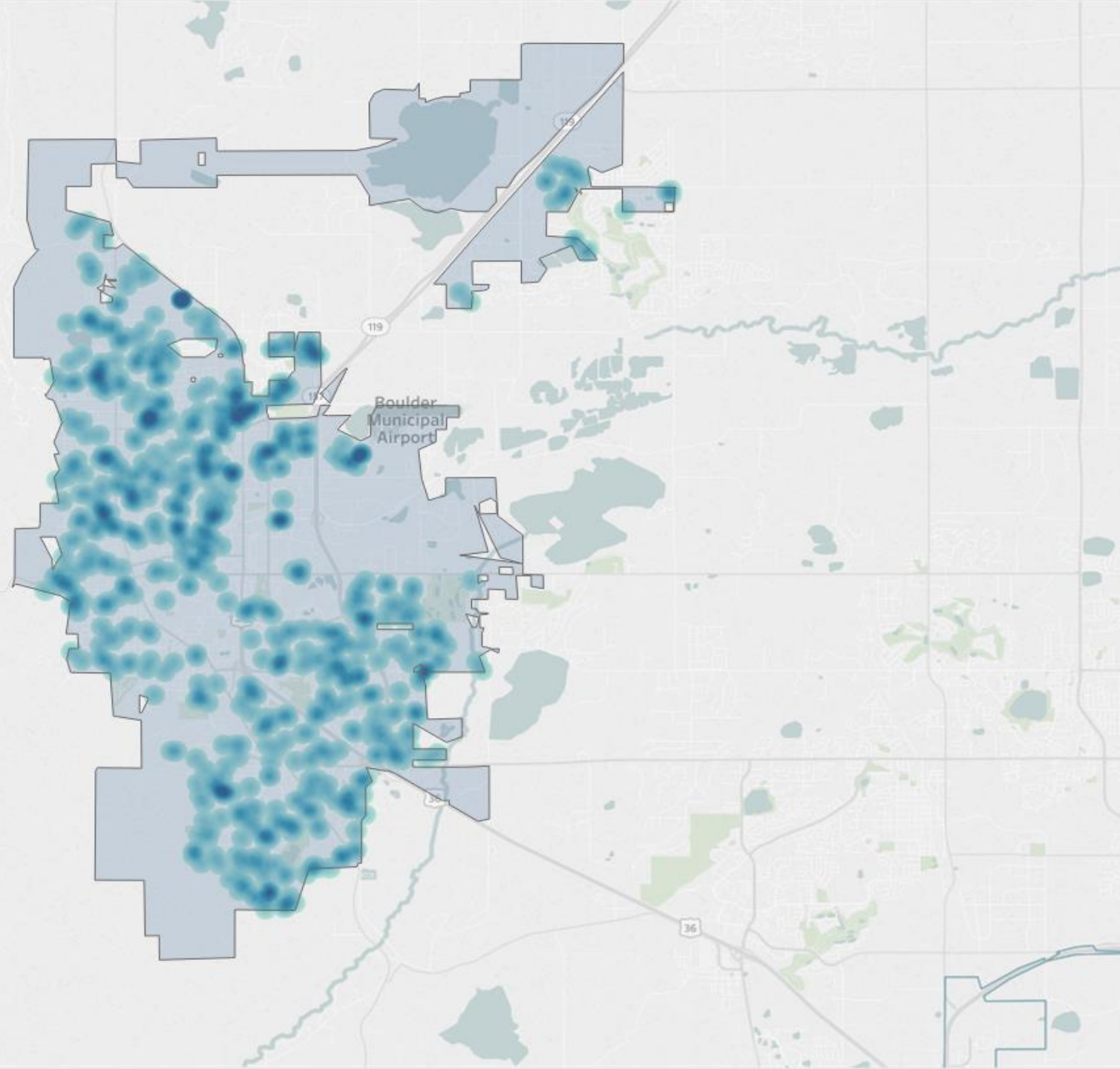
How long have you lived in Boulder?



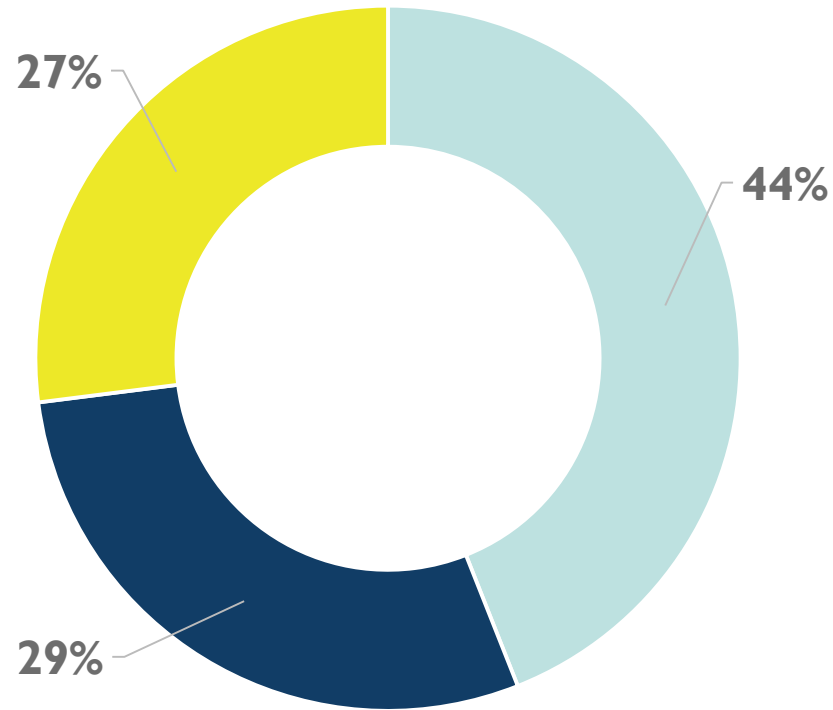
In which part of Boulder do you live?



Survey Respondents Are Well Distributed in the City

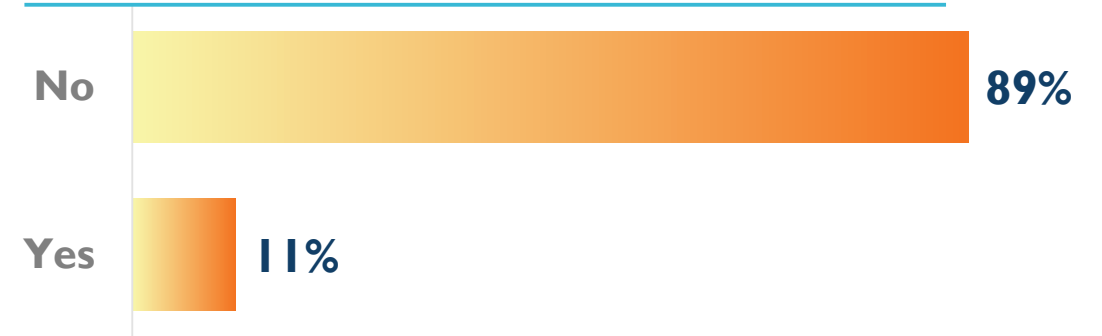


What is your age?



■ Under 35 ■ 35-54 ■ 55 and older

Are you a full or part-time university or college student?



Are you employed?

