

The Economic Impact of Travel

Estes Park Local Marketing District

2021 Preliminary Estimates

September 2022

PREPARED FOR

Visit Estes Park



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The Economic Impact of Travel in the Estes Park Local Marketing District

2021 Preliminary Estimates

Visit Estes Park

9/6/2022

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Photo: Visit Estes Park

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Estes Park Local Marketing District

2021p

Estes Park Local Marketing District / Summary

Travel Impacts 2021p

Located along the Front Range of the Rocky Mountains in north-central Colorado, Estes Park is a basecamp for Rocky Mountain National Park, and a year-round destination in close proximity to many outdoor recreation opportunities.

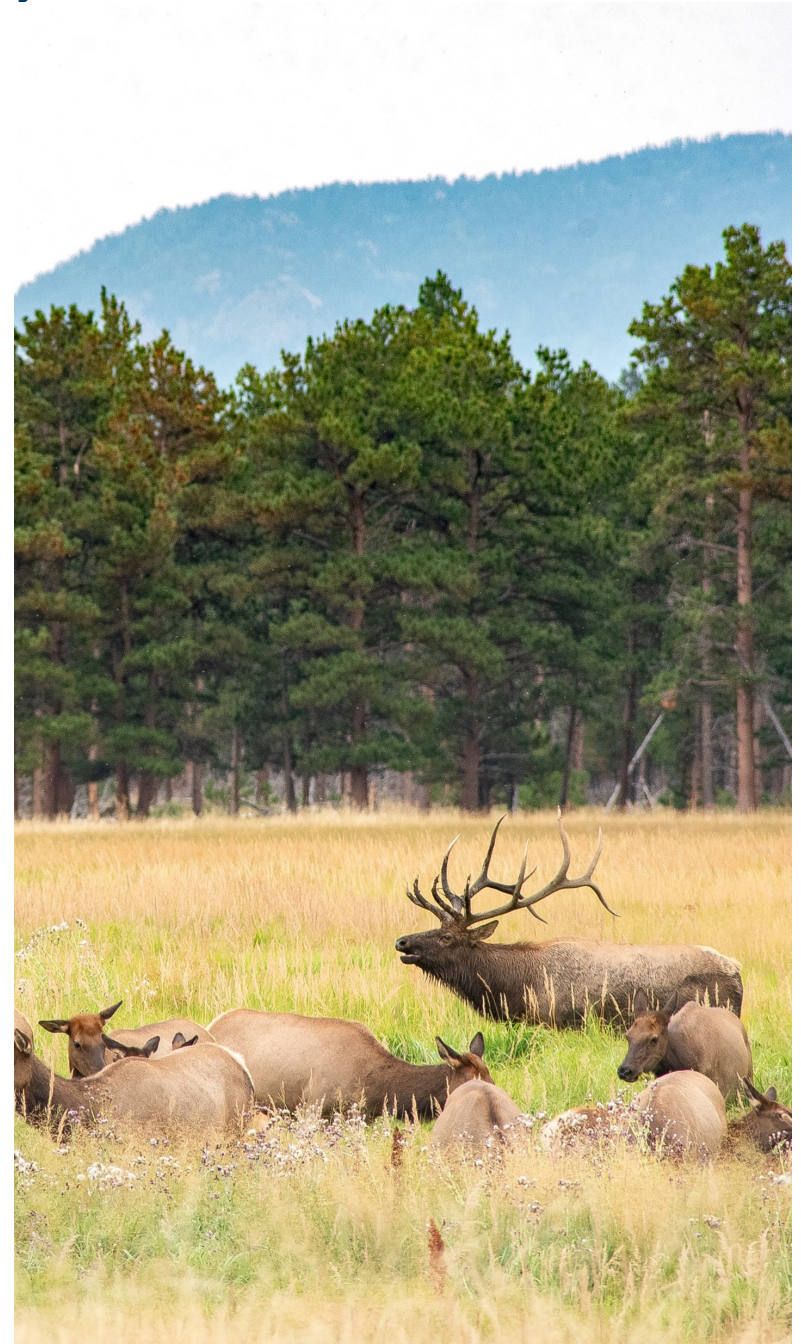
During 2021, strong demand for overnight accommodations and increased commodity prices led to large gains in visitor spending. Overall, Colorado travel spending grew an estimated 41.8% in 2021.

- Travel spending in the Estes Park Local Marketing District increased 47.1% from \$342.7 million in 2020 to \$504.3 million in 2021.
- Direct travel-generated employment grew to 3,100 jobs, a 3.0% increase over 2020.
- Direct travel-generated earnings increased to \$100.6 million, a gain of 12.5% compared to 2020.
- Tax receipts generated by travel spending increased to \$35.0 million, up 43.8% compared to 2020.
- Overall, travel spending in the Estes Park Local Marketing District contributes \$3,270 per resident household in local tax receipts.

Colorado's travel industry **grew by 41.8% in 2020**, whereas Estes Park's travel economy **increased 47.1%**.

Note: Current year data are preliminary and subject to change as new source data becomes available.

Photo: Visit Estes Park



Estes Park Local Marketing District / Impacts, Summary

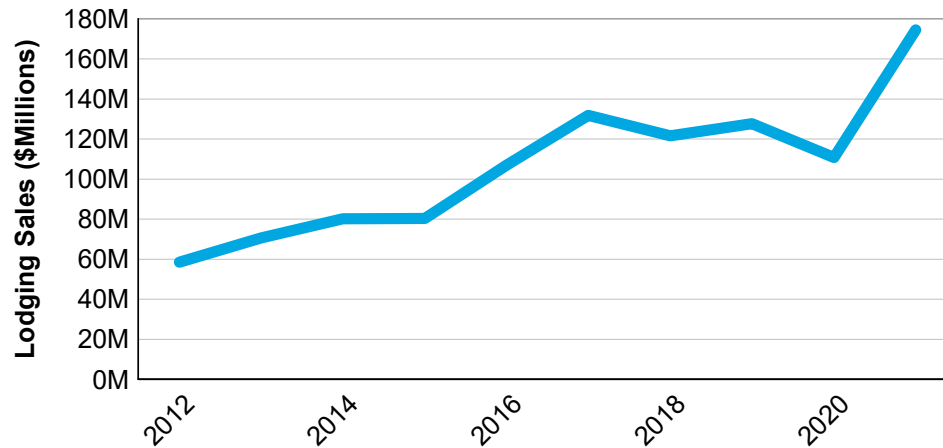
Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
Spending (\$Millions)												
Total (Current \$)	244.3	280.1	303.6	287.2	357.5	424.7	403.0	419.9	342.7	504.3	▲ 47.1%	▲ 7.5%
Visitor	244.3	280.1	303.6	287.2	357.5	424.7	403.0	419.9	342.7	504.3	▲ 47.1%	▲ 7.5%
Non-transportation	196.8	233.9	258.5	254.3	327.6	389.6	361.2	377.7	315.2	461.5	▲ 46.4%	▲ 8.9%
Transportation	47.5	46.3	45.1	32.9	29.9	35.1	41.7	42.2	27.5	42.8	▲ 55.6%	▼ -1.0%
Earnings (\$Millions)												
Earnings (Current \$)	47.1	55.3	58.7	59.2	79.5	88.7	88.7	89.7	89.4	100.6	▲ 12.5%	▲ 7.9%
Employment (Jobs)												
Employment	2,240	2,560	2,600	2,520	3,280	3,510	3,310	3,200	3,010	3,100	▲ 3.0%	▲ 3.3%
Tax Revenue (\$Millions)												
Total (Current \$)	15.4	17.9	20.1	20.3	25.7	30.1	28.3	29.6	24.4	35.0	▲ 43.8%	▲ 8.5%
Local	7.9	9.5	11.0	11.4	14.8	17.9	16.5	17.3	14.2	21.0	▲ 48.2%	▲ 10.2%
State	7.5	8.5	9.1	8.9	10.9	12.2	11.8	12.2	10.2	14.1	▲ 37.7%	▲ 6.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.
Employment and earnings include CARES Act support.

Estes Park Local Marketing District / Travel Activity Trends

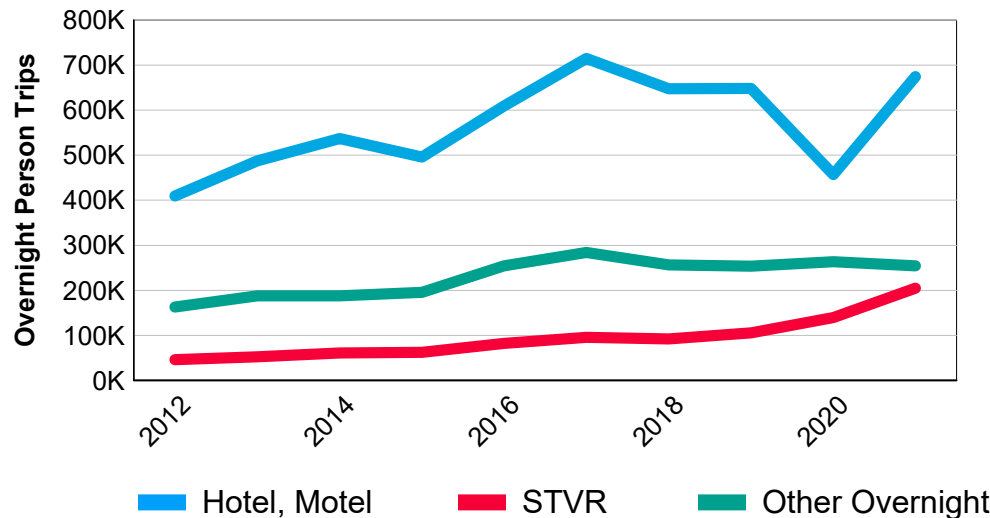
Taxable Lodging Sales



Taxable lodging sales grew to \$174.4 million in 2021, an increase of 57.4% compared to 2020.

Sources: Town of Estes Park, Dean Runyan Associates

Overnight Volume

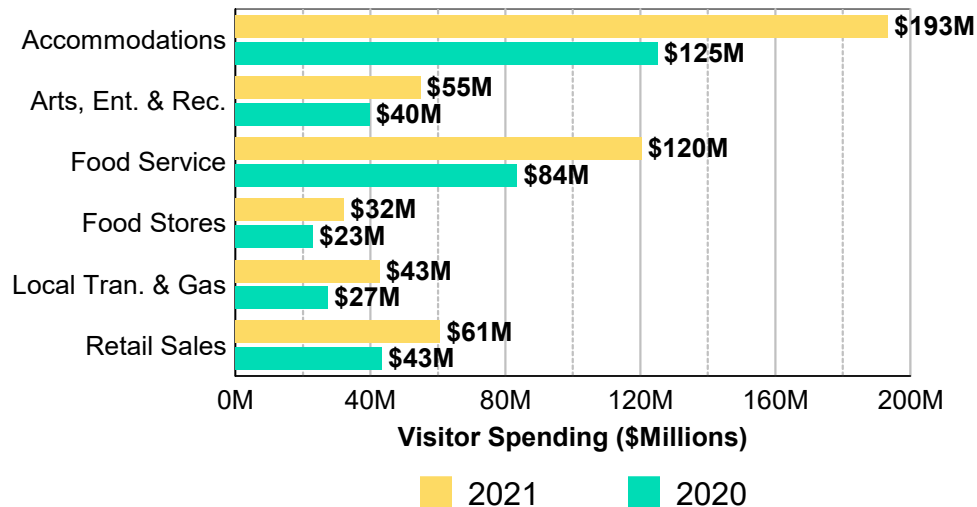


Overnight visitor volume grew to nearly 1.8 million person-trips in 2021, an increase of 30% compared to 2020.

Sources: Town of Estes Park, Rocky Mountain Lodging, NPS, Census Bureau, AirDNA Dean Runyan Associates

Estes Park Local Marketing District / Spending

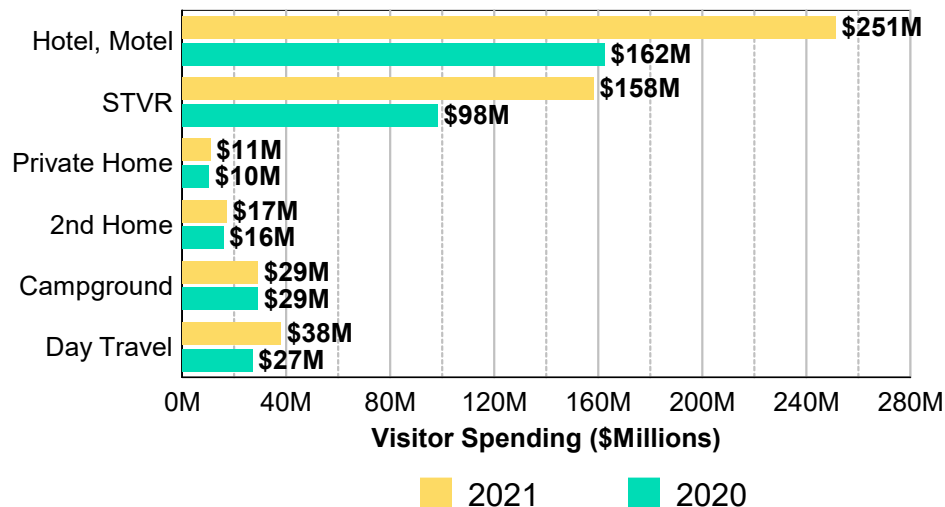
Visitor Spending by Commodity Purchased



Spending on Accommodations grew to \$193.4 million in 2021, an increase of 54.4% compared to 2020.

Sources: Town of Estes Park, Dean Runyan Associates, Omnitrak Group

Visitor Spending by Accommodation Type



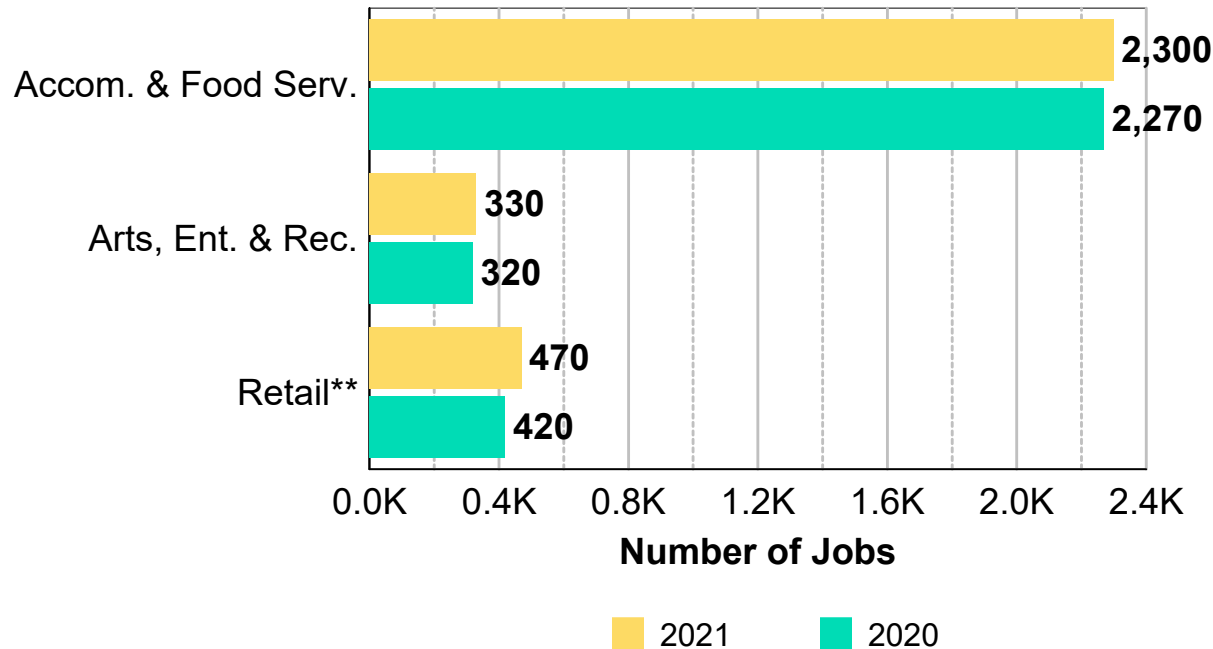
Visitors who stay in a Hotel, Motel, or Short Term Vacation Rental (STVR) spent a combined \$409.4 million in 2021, an increase of 57.1%.

Sources: Town of Estes Park, NPS, USFS, AirDNA, Dean Runyan Associates, Omnitrak Group, STR LLC.

Note: Private Home represents visitors staying with friends or family. (Glossary on page 13)

Estes Park Local Marketing District / Employment

Travel Industry Employment



*Other Travel includes travel arrangement services

**Retail includes gasoline station employment.

Employment includes CARES Act support.

Travel spending in the Estes Park Local Marketing District generated 3,100 jobs in 2021. Overall, travel industry employment grew by 3.0%.

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

Photo: Visit Estes Park



Estes Park Local Marketing District / Impacts, Detailed

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Direct Travel Spending (\$Million)											
Destination Spending	244.3	280.1	303.6	287.2	357.5	424.7	403.0	419.9	342.7	504.3	▲ 47.1%
TOTAL	244.3	280.0	303.6	287.2	357.5	424.7	403.0	419.9	342.7	504.3	▲ 47.1%
Visitor Spending by Type of Traveler Accommodation (\$Million)											
Hotel, Motel, STVR	161.0	189.6	212.4	203.2	257.4	310.2	292.1	308.4	260.6	409.4	▲ 57.1%
Hotel, Motel	128.3	153.2	170.2	160.1	202.9	247.6	228.0	228.9	162.5	251.3	▲ 54.7%
STVR	32.6	36.4	42.2	43.1	54.5	62.7	64.1	79.5	98.1	158.2	▲ 61.2%
Campground	11.4	15.5	16.1	17.5	27.5	32.6	28.4	27.7	29.0	29.1	▲ 0.3%
Private Home	8.1	7.9	8.0	8.0	7.9	8.7	8.7	9.4	10.3	10.8	▲ 5.1%
2nd Home	17.7	17.8	16.6	15.8	16.3	16.2	16.8	17.3	15.8	17.0	▲ 7.7%
Day Travel	46.1	49.3	50.4	42.8	48.4	57.0	57.0	57.2	27.0	37.9	▲ 40.4%
TOTAL	244.3	280.0	303.6	287.2	357.5	424.7	403.0	419.9	342.7	504.3	▲ 47.1%
Visitor Spending by Commodity Purchased (\$Million)											
Accommodations	66.2	80.0	90.4	91.1	121.8	149.4	137.3	143.9	125.2	193.4	▲ 54.4%
Food Service	52.6	62.6	69.3	67.8	86.2	102.2	97.0	102.8	83.5	120.4	▲ 44.1%
Food Stores	13.9	16.4	18.0	17.8	22.2	25.5	23.5	24.8	23.1	32.2	▲ 39.5%
Local Tran. & Gas	47.5	46.3	45.1	32.9	29.9	35.1	41.7	42.2	27.5	42.8	▲ 55.6%
Arts, Ent. & Rec.	29.2	34.1	36.9	35.6	44.7	51.7	48.0	49.7	39.9	54.9	▲ 37.6%
Retail Sales	34.9	40.9	43.9	42.1	52.6	60.8	55.3	56.5	43.5	60.7	▲ 39.5%
TOTAL	244.3	280.0	303.6	287.2	357.5	424.7	403.0	419.9	342.7	504.3	▲ 47.1%

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

Note: Private Home represents visitors staying with friends or family. (Glossary on page 14)

Estes Park Local Marketing District / Impacts, Detailed

Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
Travel Industry Earnings (\$Million)											
Accom. & Food Serv.	37.0	43.5	45.8	46.3	63.3	70.1	71.3	71.7	70.0	78.8	▲ 12.6%
Arts, Ent. & Rec.	3.3	4.2	4.6	4.6	5.9	6.8	6.3	6.7	6.4	6.5	▲ 2.6%
Retail**	6.8	7.7	8.2	8.3	10.3	11.8	11.0	11.4	13.0	15.3	▲ 17.1%
TOTAL	47.0	55.0	59.0	59.2	79.5	88.7	88.7	89.7	89.4	100.6	▲ 12.5%
Travel Industry Employment (Jobs)											
Accom. & Food Serv.	1,720	1,970	1,990	1,900	2,530	2,660	2,550	2,440	2,270	2,300	▲ 1.5%
Arts, Ent. & Rec.	220	260	280	290	350	400	360	370	320	330	▲ 2.2%
Retail**	300	330	340	330	400	450	410	400	420	470	▲ 11.4%
TOTAL	2,240	2,560	2,600	2,520	3,280	3,510	3,310	3,200	3,010	3,100	▲ 3.0%
Tax Receipts Generated by Travel Spending (\$Million)											
Local Tax Receipts	7.9	9.5	11.0	11.4	14.8	17.9	16.5	17.3	14.2	21.0	▲ 48.2%
State Tax Receipts	7.5	8.5	9.1	8.9	10.9	12.2	11.8	12.2	10.2	14.1	▲ 37.7%
TOTAL	15.0	18.0	20.0	20.3	25.7	30.1	28.3	29.6	24.4	35.0	▲ 43.8%

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

*Other travel includes resident air travel and travel arrangement services.

**Retail includes gasoline.

Employment and earnings include CARES Act support.

Estes Park Local Marketing District / Overnight Visitor Details

Overnight Visitor Volume and Average Spending

Overnight visitor volume for the Estes Park Local Marketing District is based on cross-referencing visitor surveys and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor Spending is a more reliable metric to Visitor Volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data



77.5%

Hotel, Motel, STVR
share of overnight
person-trips

Average Expenditure for Overnight Visitors, 2021p

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$155	\$466	\$438	\$1,307	2.8	3.0
Hotel, Motel	\$133	\$373	\$358	\$1,008	2.7	2.8
STVR	\$212	\$772	\$678	\$2,469	3.2	3.6
Private Home	\$45	\$181	\$90	\$365	2.0	4.1
Other Overnight	\$62	\$237	\$164	\$624	2.6	3.8
All Overnight	\$242	\$773	\$655	\$2,100	2.7	3.2
Day	\$58	\$58	\$145	\$145	2.5	1.0

Overnight Visitor Volume, 2019-2021p

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	753,400	596,400	878,900	272,600	212,600	313,300
Hotel, Motel	648,100	456,600	674,000	239,600	168,800	249,200
STVR	105,400	139,800	204,800	32,900	43,700	64,100
Private Home	55,200	59,700	59,700	27,500	29,700	29,700
Other Overnight	198,700	204,000	195,000	75,500	77,300	74,000
All Overnight	1,007,400	860,100	1,133,600	375,500	319,600	417,000
Day	1,020,800	511,200	651,700	410,500	205,600	262,100
Total Volume	2,028,200	1,371,400	1,785,300	786,100	525,200	679,100
	Person-Days			Party-Days		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	2,206,400	1,793,300	2,641,600	794,000	634,100	934,200
Hotel, Motel	1,823,000	1,284,500	1,896,100	674,000	474,900	701,100
STVR	383,500	508,800	745,500	119,900	159,100	233,100
Private Home	224,300	242,500	242,500	111,600	120,600	120,600
Other Overnight	754,500	771,600	738,900	287,600	293,400	281,300
All Overnight	3,185,300	2,807,300	3,622,900	1,193,200	1,048,100	1,336,100
Day	1,020,800	511,200	651,700	410,500	205,600	262,100
Total Volume	4,206,100	3,318,600	4,274,700	1,603,700	1,253,700	1,598,200

Note: Private Home represents visitors staying with friends or family. (Glossary on page 14). Other Overnight represents all camping and private vacation homes.

Glossary

Term

Hotel, Motel

Private Home

Other Overnight

Day Travel

Visitor Spending

Other Spending

Direct Spending

Direct Earnings

Direct Employment

Local Taxes

State Taxes

Destination Spending

STVR

2nd Home

Definition

Accommodation types that house transient lodging activity.

Unpaid overnight accommodations used to host visiting friends and family overnight.

Combination of other overnight visitors who stay in campgrounds or 2nd homes.

Greater than 50 miles traveled non-routine to the destination.

Direct spending made by visitors in a destination.

Spending by residents on travel arrangement services, or spending for convention activity.

Expenditures made by consumers, combination of Visitor Spending and Other Spending.

Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Employment generated by direct spending; Includes full time, part time, seasonal, and proprietors.

City and county taxes generated by travel spending.

State taxes generated by travel spending.

Interchangeable with Visitor Spending. Direct spending made by visitors in a destination.

Short Term Vacation Rental, private and semi-private lodging rented by owners or property management companies (e.g. Airbnb, VRBO).

Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.

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 defensible 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 Colorado, 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.

(Continued on next page)



Methodology / Continued

Travel Impacts Methodology

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Colorado 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.