

OUTLINE





- Purpose, methodology & tourism volume indicators
- Place of residence & visitor type
- Demographics
- Trip planning & decision factors
- Trip characteristics
- Ratings of experience
- Internet issues
- General travel patterns & preferences
- Summary

Purpose of the Research





- Measure quarterly & year-round profile of visitors to Estes Park
 - This report summarizes the initial, summer quarter of research (Jun Aug 2018)
 - Research is ongoing through May 2019
 - Research is intended to track a wide range of topics for purposes of marketing strategy, product development & evaluation, & related issues
- Evaluate economic impact of tourism in Estes Park Local Marketing District
 - Summer quarter analysis is in progress, report to be completed January 2019 (analysis is being led by CU Business Research Division)
 - Quarterly reports and an annual report to be completed tracking activity through May 2019

SURVEY METHODOLOGY





Research approach

- 1. Brief intercept survey (with email collection for post-trip survey)
- 2. In-depth post-trip survey (follow-up survey with intercept respondents)

Intercept survey

- Sample size: 1,449 survey completes between June 9 and August 31, 2018
 - 95% confidence interval: +/- 2.6 percentage points
- <u>Survey locations</u>: 53% EP Visitor Center, 37% downtown EP, 10% elsewhere (parking garage, fairgrounds, National Park Village South, YMCA, elsewhere)
- Survey topics: Geographic origin, overnight stay in EP area (yes/no), age, gender
- Survey weighting: Results weighted to be representative of visitor volume by ...
 - Month of visit: 31.0% June, 36.7% July, 32.2% August
 - Day of week: 66.7% weekday, 33.3% weekend
 - Month and day of week estimates derived from US 34/36 traffic counts, RMNP visits, Estes Park Visitor Center visits, tax collections, & other sources (illustrated later)
 - Additionally, surveys conducted at <u>EP Visitor Center</u> were weighted to be representative of surveys conducted downtown & elsewhere on the basis of geographic origin (Colorado vs. out of state/international) by day/overnight trip to Estes Park

SURVEY METHODOLOGY





Post-trip survey

• Response:

- 1,085 emails collected from intercept respondents (74.9% of intercept respondents)
- 950 emails delivered
- 487 survey responses received (51.3% response rate)
 - 417 full completes (86%), 70 partial completes (14%)
- 95% confidence interval: +/- 4.4 ppts (all 487 responses) to +/- 4.8 ppts (417 completes only)

Survey weighting: Same weighting as applied to intercept respondents

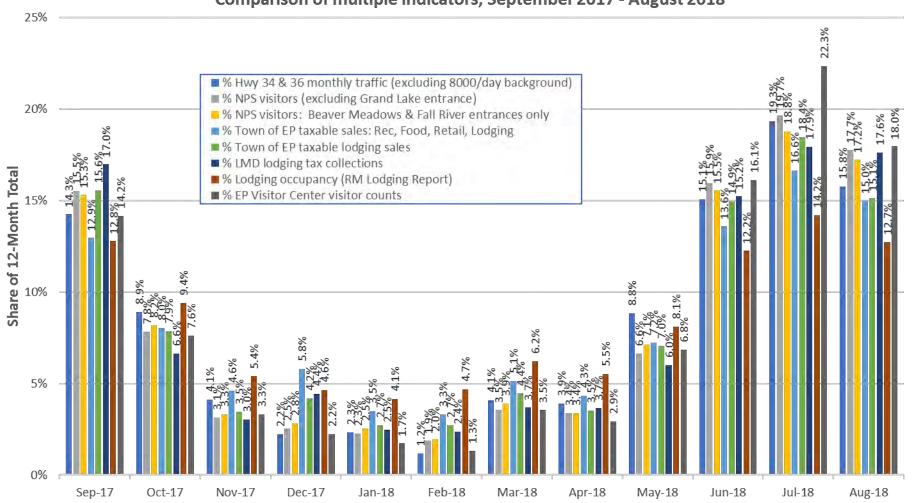
• Weighted post-trip respondents were highly similar to weighted intercept respondents on the basis of geographic origin, day/overnight trip, age, gender, month of visit, and day of week of visit (weekday / weekend)

SEASONALITY OF TOURISM ACTIVITY





Monthly seasonality of visitor/economic activity in Estes Park: Comparison of multiple indicators, September 2017 - August 2018



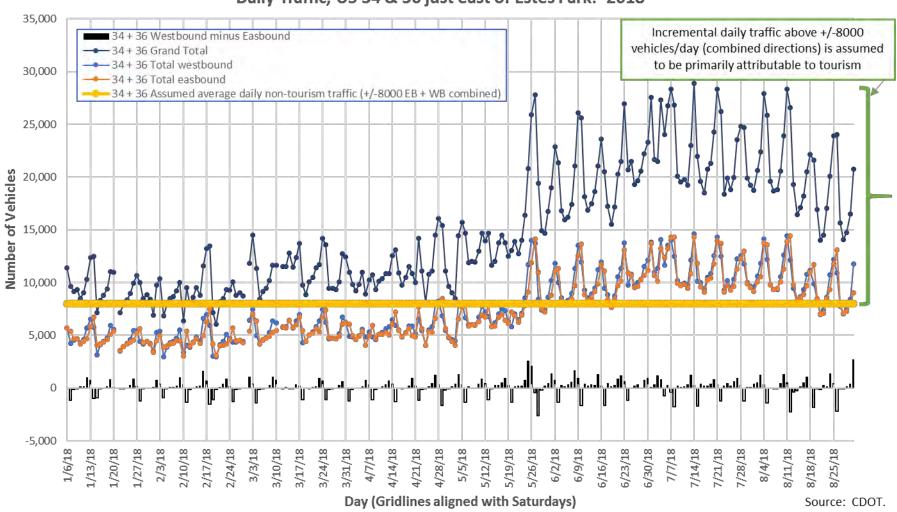
 Multiple Estes Park tourism indicators exhibit generally similar seasonal variations (with some logical differences), providing a basis for weighting survey results by month.

SEASONALITY OF HWY TRAFFIC









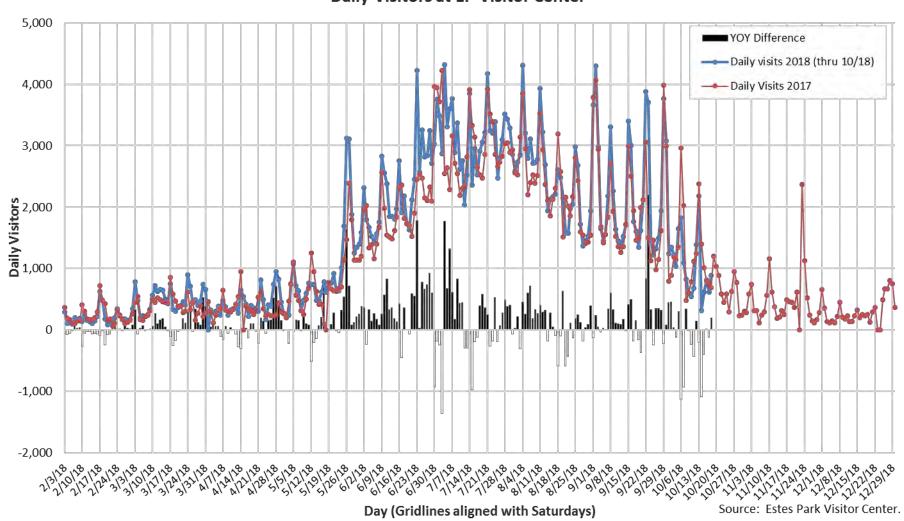
■ US 34 & 36 traffic distribution, June — August 2018: Monthly: 31.0% June, 36.7% July, 32.3% August. Daily: 66.4% weekday (M-F), 33.6% weekend (Sa-Su).

SEASONALITY OF EPVC VISITORS





Daily Visitors at EP Visitor Center



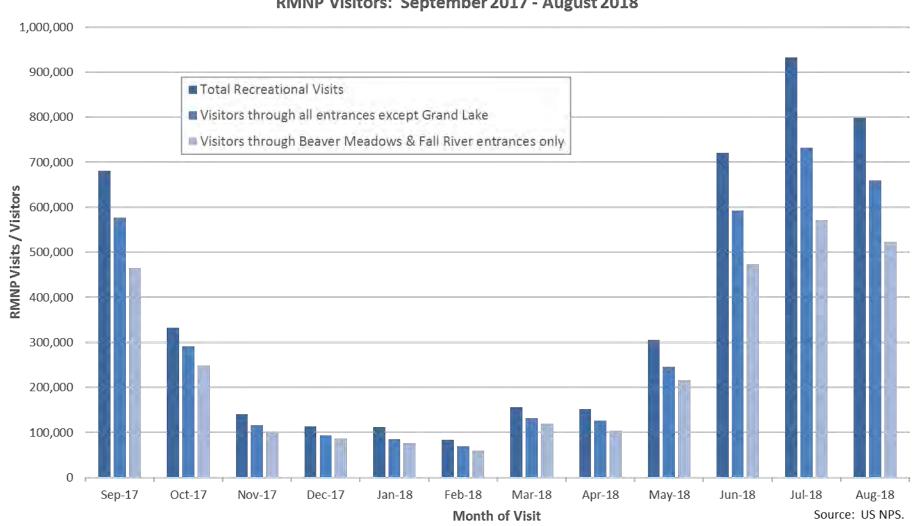
■ Visitor Center traffic, June – August 2018: Monthly: 28.2% June, 40.3% July, 31.5% August. Daily: 66.8% weekday (M-F), 33.2% weekend (Sa-Su).

SEASONALITY OF RMNP VISITORS





RMNP Visitors: September 2017 - August 2018



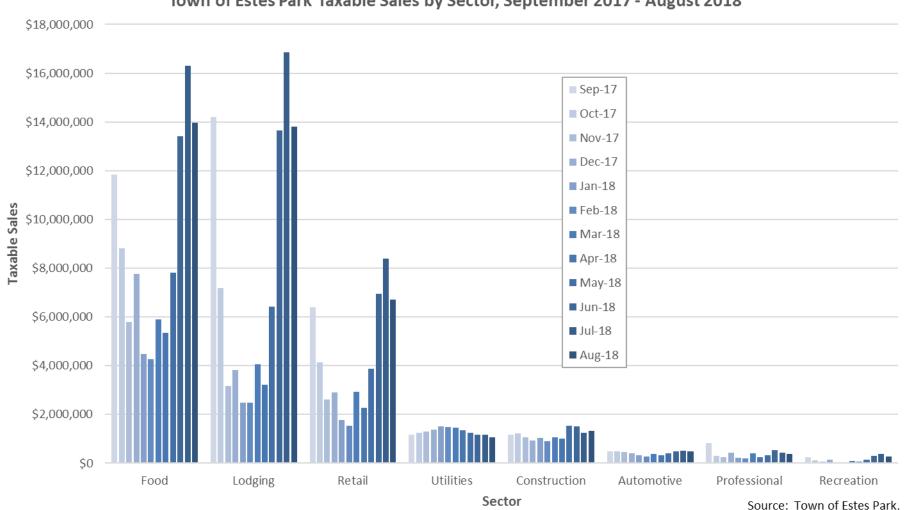
RMNP Visitors, June – August 2018: All recr. visits: 29.4% June, 38.0% July, 32.6% August. Beaver Meadows / Fall River entrances only: 30.2% June, 36.4% July, 33.4% August.

SEASONALITY OF TAXABLE SALES









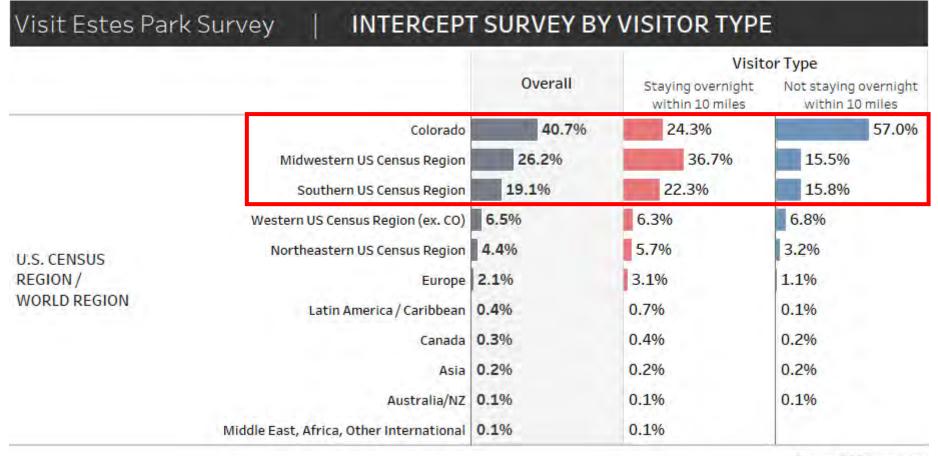
Combined food, lodging, retail, and recreation taxable sales, monthly share of June – August 2018: 30.9% June, 37.8% July, 31.3% August.

Place of Residence & Visitor Type

CENSUS REGION/WORLD REGION





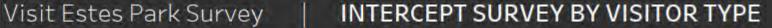


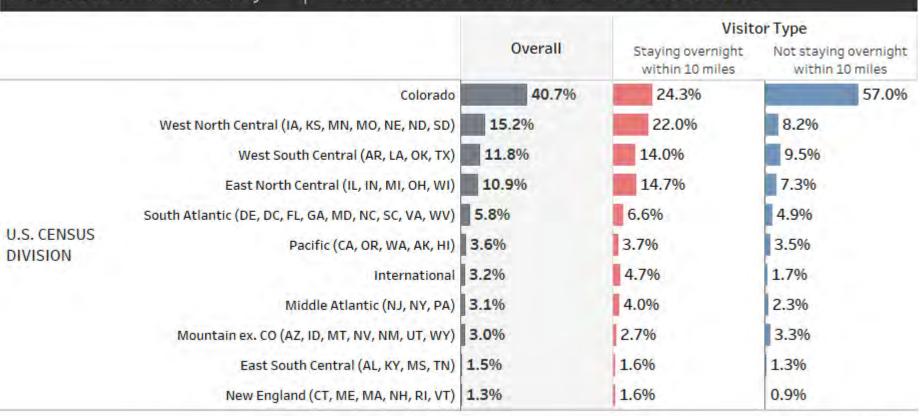
- Overall, Colorado accounts for 40.7% of visitors, followed by the Midwest (26.2%), South (19.1%), other U.S. (10.9%), and international (3.2%).
- Overnight visitors staying in or within 10 miles of EP: Visitors predominantly come from the Midwest (36.7%), Colorado (24.3%), and the South (22.3%), with 12.0% other US, and 4.7% international.
- Day visitors to EP (day trip from home or spending night elsewhere): Most day visitors are from CO (57.0%), with 15.8% from South, 15.5% from Midwest, 10.0% other US, and 1.7% international.

CENSUS DIVISION









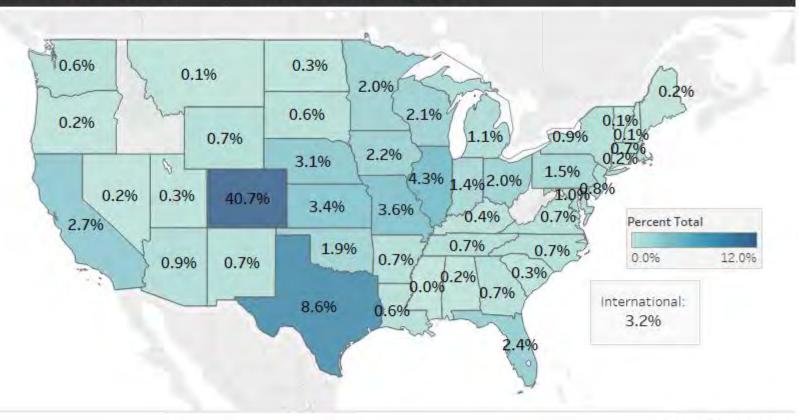
- Overall: After Colorado (40.7%), top Census Divisions are in the Midwest (West N. Central 15.2%, East N. Central 10.9%) and South (West S. Central 11.8%, S. Atlantic 5.8%).
- Overnight: Top areas: CO (24.3%), WNC (22.0%), ENC (14.7%), WSC (14.0%).
- Day: Top areas: CO (57.0%), WSC (9.5%), WNC (8.2%), ENC (7.3%).

STATE: ALL VISITORS





Visit Estes Park Survey | INTERCEPT SURVEY

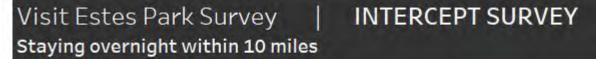


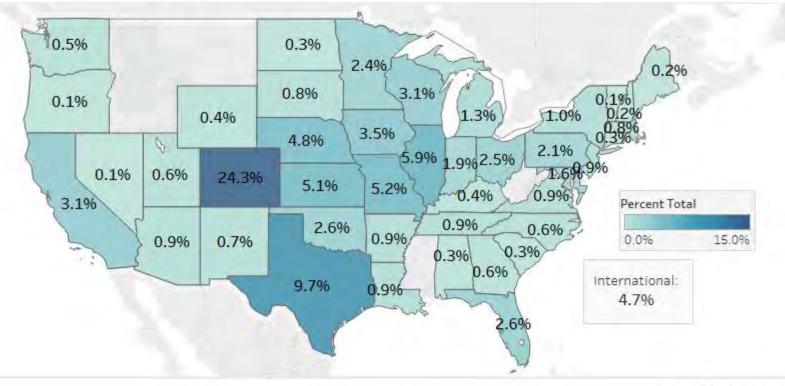
- The greatest share of visitors are from Colorado (40.7%), followed by Texas (8.6%), Illinois (4.3%), Missouri (3.6%), Kansas (3.4%), and Nebraska (3.1%) \rightarrow 63.8% combined.
- The top 10 states account for 73.2% of visitors; top 15 82.0%; top 20 86.5%.

STATE: OVERNIGHT VISITORS









- Top overnight markets: Colorado (24.3%), Texas (9.7%), Illinois (5.9%), Missouri (5.2%), Kansas (5.1%), Nebraska (4.8%), Iowa (3.5%) \rightarrow 58.5% combined.
- The top 10 states account for 67.3% of overnight visitors; top 15 78.6%; top 20 84.5%.

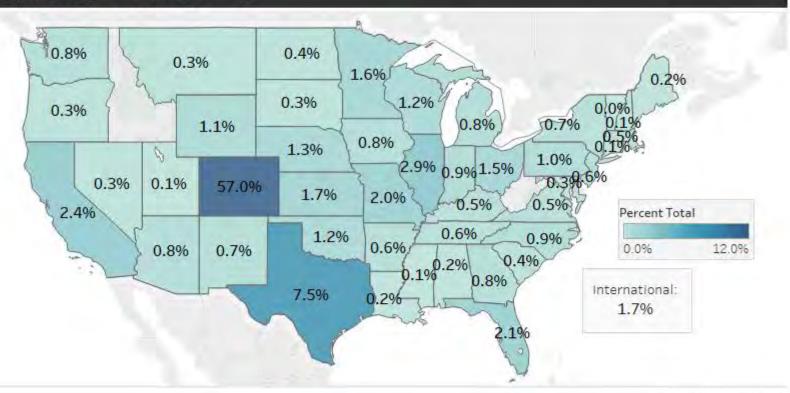
STATE: DAY VISITORS





Visit Estes Park Survey | INTERCEPT SURVEY

Not staying overnight within 10 miles



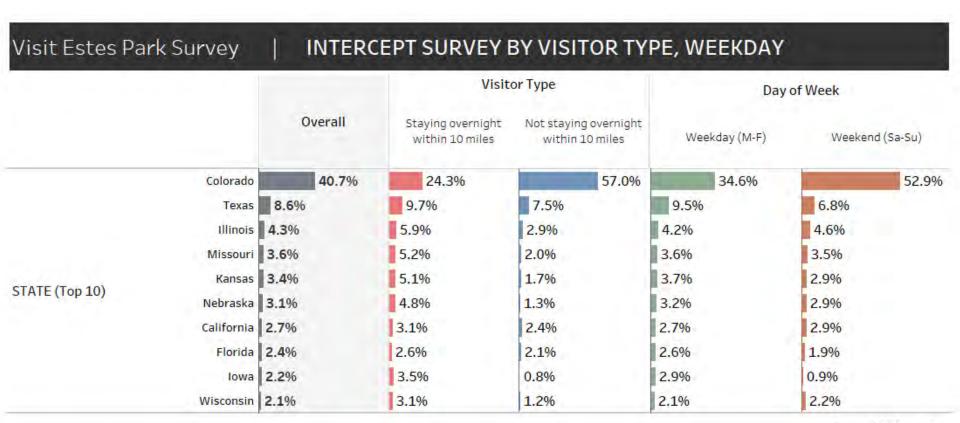
Source: RRC Associates

Top day markets (day trip from home or staying night elsewhere): Colorado (57.0%), Texas (7.5%), Illinois (2.9%), California (2.4%), Florida (2.1%), Missouri (2.0%), Kansas (1.7%), Minnesota (1.6%), Ohio (1.5%), Nebraska (1.3%) → 80.0% combined.

STATES: TOP 10





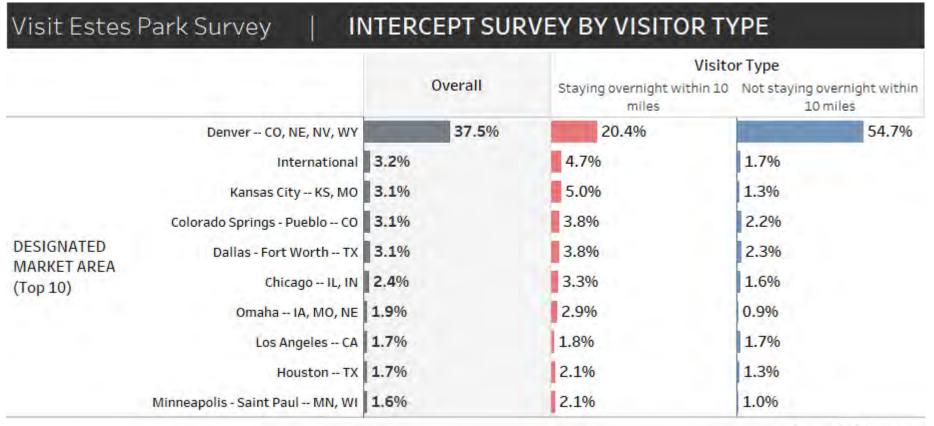


- Top 10 states of <u>overnight visitors</u>: CO = 24.3%, TX = 9.7%, IL = 5.9%, MO = 5.2%, KS = 5.1%, NE = 4.8%, IA = 3.5%, CA = 3.1%, WI = 3.1%, FL = 2.6% \rightarrow 67.3% combined
- Top 10 states of <u>day visitors</u>: CO = 57.0%, TX = 7.5%, IL = 2.9%, CA = 2.4%, FL = 2.1%, MO = 2.0%, KS = 1.7%, MN = 1.6%, OH = 1.5%, NE = 1.3% \rightarrow 80.0% combined.
- Colorado residents are more heavily represented on weekends (52.9%) than weekdays (34.6%), as would likely be expected.

DMAs: Top 10





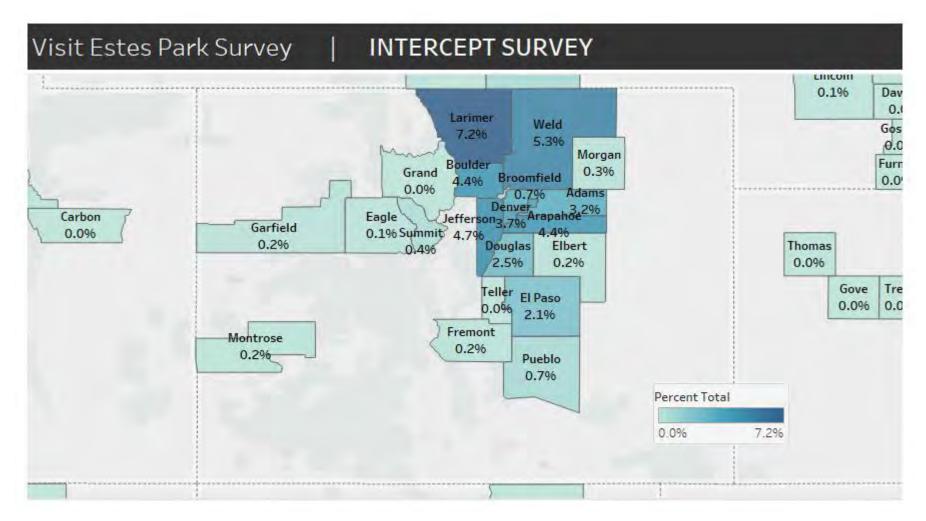


- Denver is the most represented DMA overall (37.5%) by a significant margin.
- Top DMAs of <u>overnight visitors</u>: Denver (20.4%), Kansas City (5.0%), International (4.7%), Colo. Spgs (3.8%), Dallas (3.8%), Chicago (3.3%), Omaha (2.9%), St. Louis (2.6%), Lincoln (2.1%), Houston (2.1%), Minneapolis (2.1%).
- Top DMAs of <u>day visitors</u>: Denver (54.7%), Dallas (2.3%), Colo. Spgs (2.2%), foreign (1.7%).

COLORADO COUNTIES





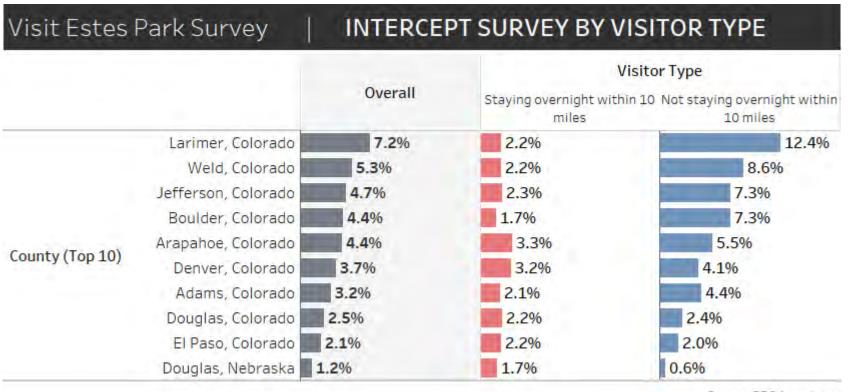


Larimer County accounts for 7.2% of total visitors, followed by Weld (5.3%), Jefferson (4.7%), Boulder (4.4%), Arapahoe (4.4%), Denver (3.7%), Adams (3.2%), Douglas (2.5%), and El Paso (2.1%).

COUNTIES: TOP 10





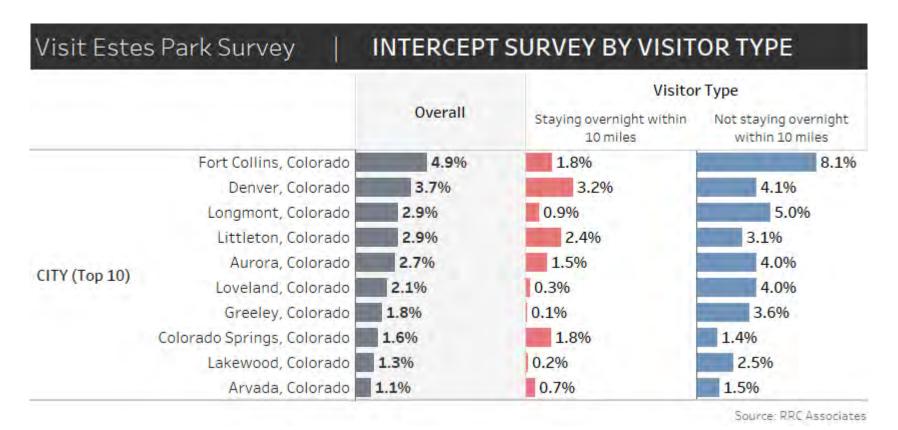


- Top Colorado counties <u>overall</u>: Larimer (7.2%), Weld (5.3%), Jefferson (4.7%), Boulder (4.4%),
 Arapahoe (4.4%), Denver (3.7%), Adams (3.2%), Douglas (2.5%).
- Top Colorado counties for <u>day visitors</u>: Larimer (12.4%), Weld (8.6%), Boulder (7.3%), Jefferson (7.3%), Arapahoe (5.5%), Adams (4.4%), Denver (4.1%), Douglas (2.4%).
- Top CO counties for <u>overnight visitors</u>: Arapahoe (3.3%), Denver (3.2%), Jefferson (2.3%), Douglas / Larimer / Weld / El Paso (2.2% each), Adams (2.1%), Boulder (1.7%), Pueblo (1.1%).

CITIES: TOP 10





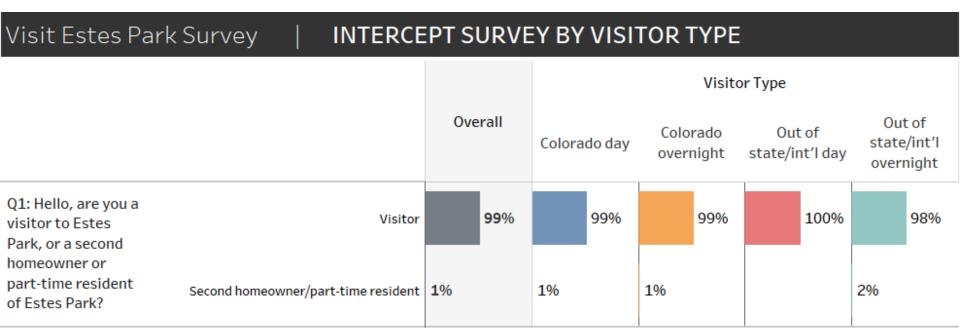


- Top CO cities, <u>overall</u>: Fort Collins (4.9%), Denver (3.7%), Longmont (2.9%), Littleton (2.9%).
- Top CO cities, <u>day visitors</u>: Fort Collins (8.1%), Longmont (5.0%), Denver (4.1%), Aurora (4.0%), Loveland (4.0%), Greeley (3.6%), Littleton (3.1%), Lakewood (2.5%), Broomfield (2.3%).
- Top CO cities, <u>overnight visitors</u>: Denver (3.2%), Littleton (2.4%), Fort Collins (1.8%), Colorado Springs (1.8%), Aurora (1.5%), Pueblo (1.1%).

VISITORS VS. 2ND HOMEOWNERS







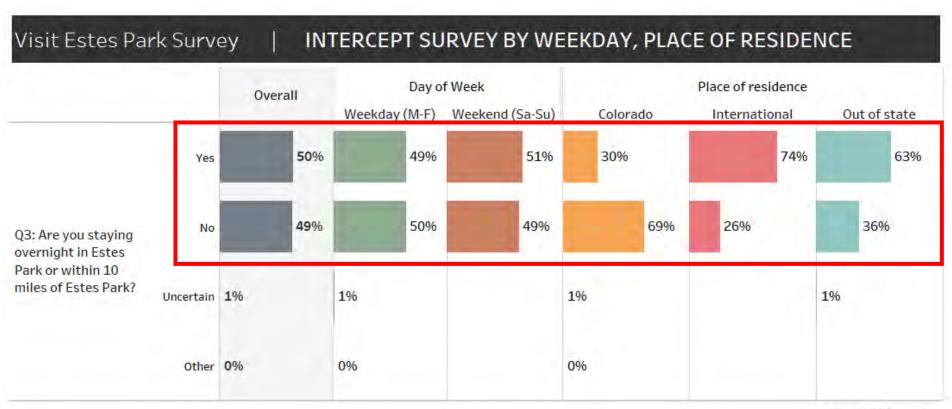
Source: RRC Associates

■ The vast majority of intercept survey respondents were visitors to the Estes Park area (99%). Just 1% were second homeowners/seasonal residents.

STAYING OVERNIGHT IN EP AREA?





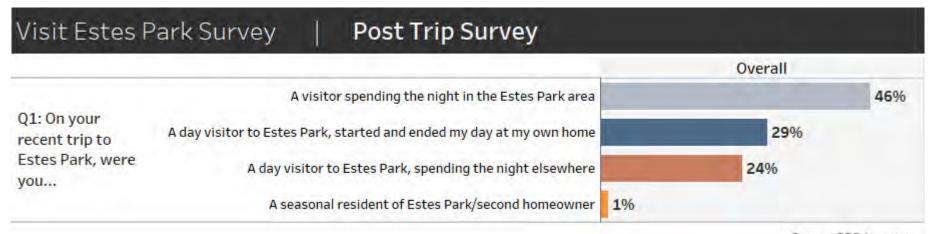


- Overall, visitors are split roughly evenly between those staying overnight in or within ten miles of Estes Park (50%), and those visiting for the area for the day only (49%).
- Colorado residents: 30% were on overnight trip, 69% day.
- Out of state / foreign: 64% were staying overnight in EP, 36% visited EP for the day only.
- Similar split of overnight/day visitors on weekdays (49%/50%) & weekends (51%/49%).

VISITOR TYPE (POST-TRIP SURVEY)







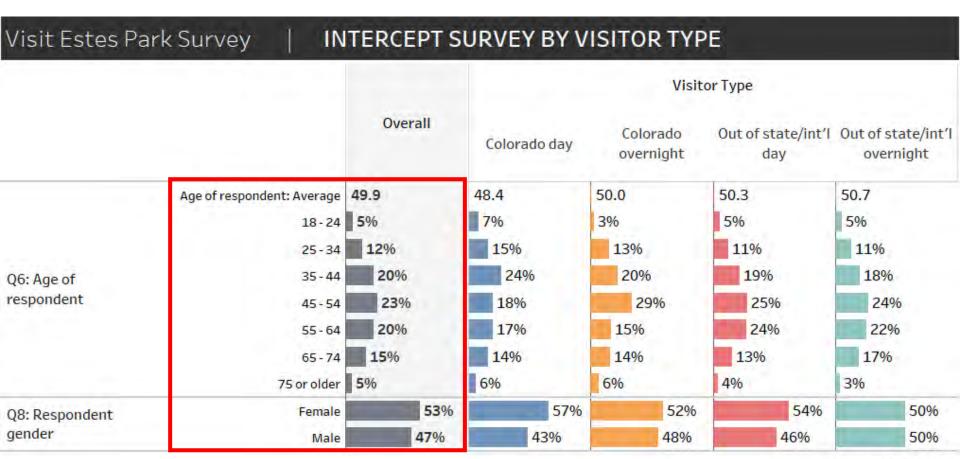
- Source: RRC Associates
- Based on the Post-Trip Survey (smaller sample size than the intercept survey), nearly half of respondents (46%) were visitors spending the night in the Estes Park area.
- Additionally, 29% were visitors on a day trip from home, 24% were day visitors spending the night elsewhere, and 1% were seasonal residents or second homeowners.
- Subsequent Post Trip survey results are segmented by these visitor type categories where applicable.

DEMOGRAPHICS

AGE, GENDER







- The age and gender profiles are fairly consistent across visitor types.
- The average age is roughly 50 years old (median is also 50). The greatest concentration of visitors are aged 35 64 (63%), with 18% aged 18-34, and 20% aged 65+. (Kids excluded.)
- The sample skews slightly female.

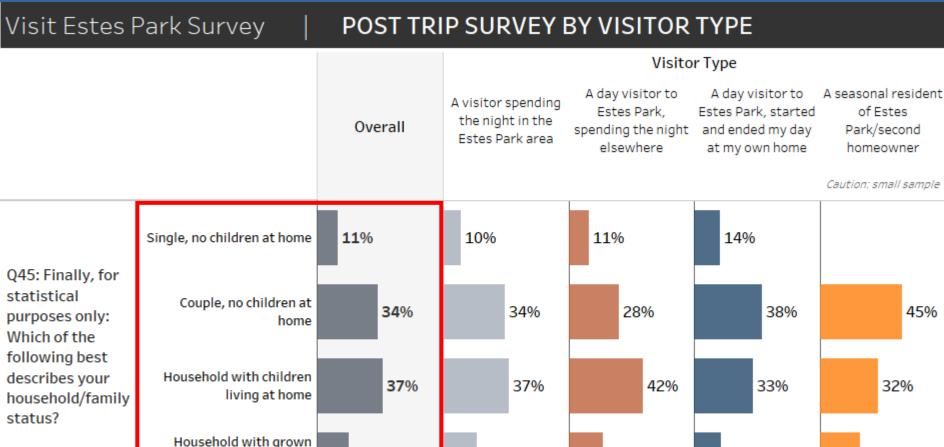
HOUSEHOLD/FAMILY STATUS

children no longer at home

(empty nester)







Source: RRC Associates

23%

Most visitors are households with kids at home (37%) or couples without kids (34%),
 while 18% are empty nesters and 11% are singles without kids.

19%

19%

15%

The household profile is fairly consistent across visitor types (ex. second home).

18%

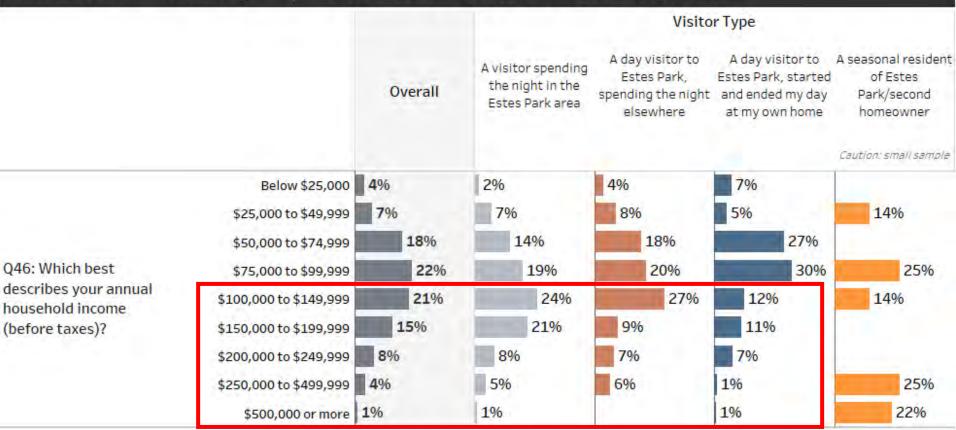
Household Income







POST TRIP SURVEY BY VISITOR TYPE

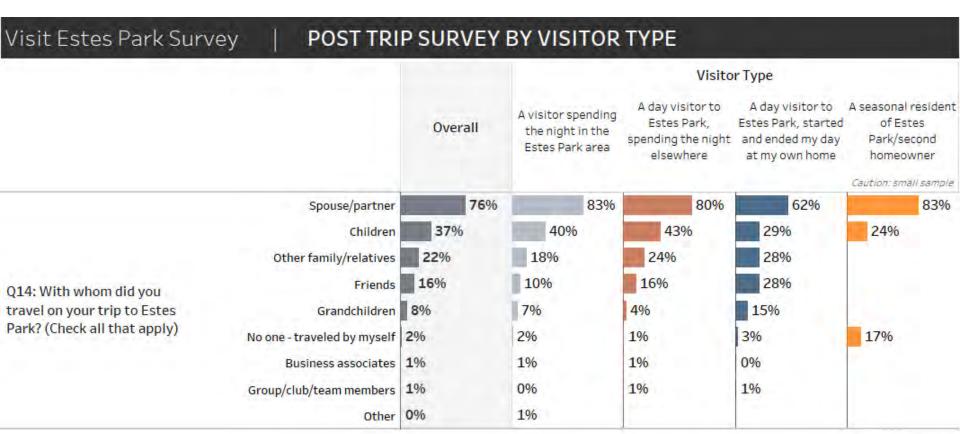


- The interpolated median annual household income is \$99,000 for all visitors, with most earning \$50,000 \$199,999 (77%).
- Incomes are highest for overnight visitors spending the night in EP (median \$118,000), followed by day visitors spending the night elsewhere (\$100,000), and visitors on a day trip from home (\$84,000).

TRAVEL PARTY





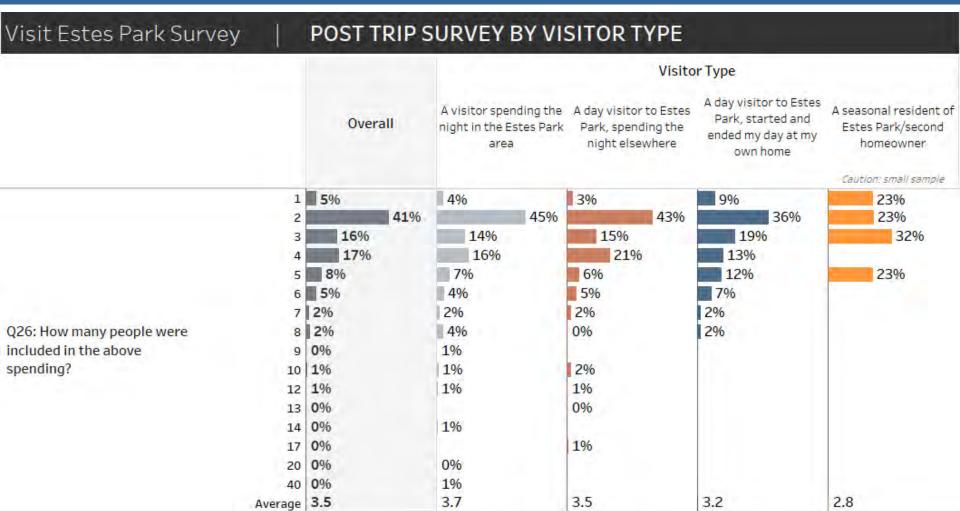


- Overall, respondents were most likely to have travelled with a spouse or partner (76%), followed by children (37%), other family/relatives (22%), and friends (16%).
- Visitors on a day trip from home were more likely to have travelled with other family/relatives, friends, and/or grandchildren than other segments.

PARTY SIZE (FOR SHARED EXPENSES)







Source: RRC Associates

■ The largest share of parties (based on people sharing expenses) had two people (41%), with 32% in groups of 3-4, 14% in parties of 5-6, and 7% in parties of 7+ people. Five percent were alone. The average party size was 3.5 people.

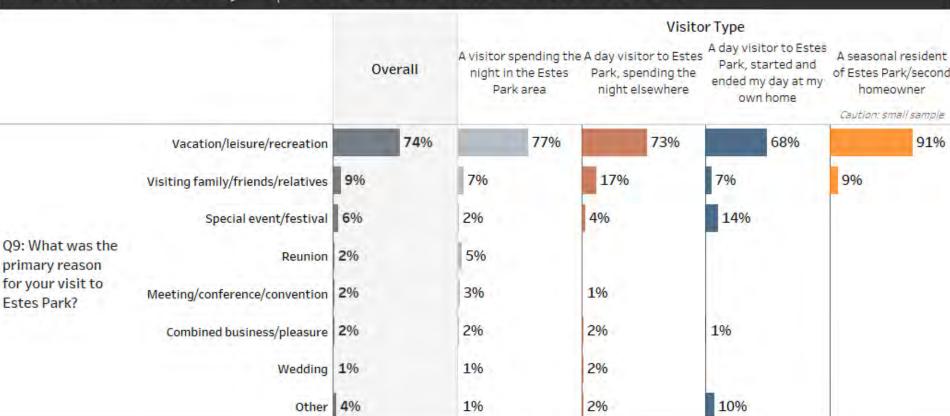
TRIP PLANNING & DECISION FACTORS

PRIMARY REASON FOR VISIT







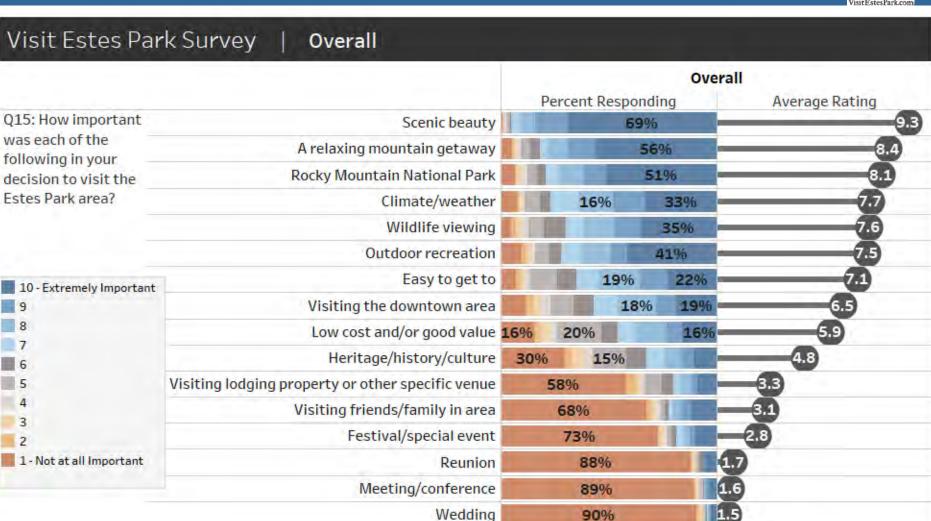


- Most visited Estes Park for vacation/leisure/recreation (74%). Smaller shares primarily came for VFR (9%), special event/festival (6%), or other reasons (11%).
- Day visitors spending the night elsewhere were comparatively likely to be visiting friends/ relatives (17%). Visitors on a day trip from home were comparatively likely to have come for a special event/festival (14%) or "other" reasons (10%).

FACTORS IN DECISION TO VISIT







Respondents rated a variety of factors based on their importance to their decision to visit the Estes Park area. Scenic beauty was rated most important (9.3 average out of 10), followed by "a relaxing mountain getaway" (8.4) and RMNP (8.1). Specific events such as reunions, conferences, and weddings were generally not important factors.

OTHER DESTINATIONS CONSIDERED





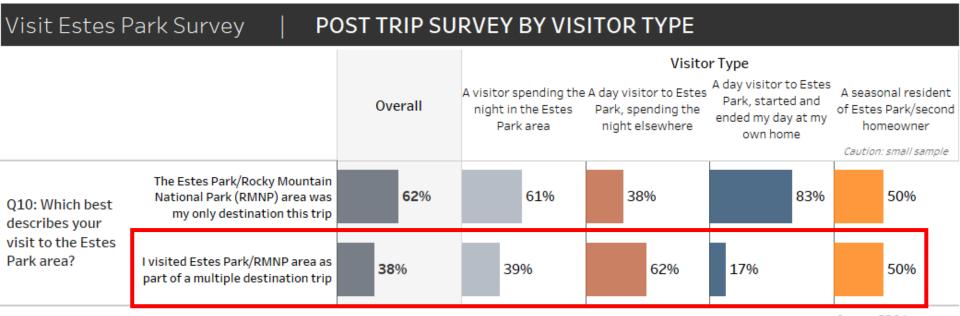


- The majority of respondents overall (65%) did not consider other destinations before deciding to visit Estes Park.
- Visitors spending the night in the area were most likely to consider other destinations (43%). Just 19% of day visitors from home considered other destinations.

SINGLE OR MULTI-DESTINATION







- Source: RRC Associates
- Overall, roughly 3/5ths of respondents (62%) indicated that the Estes/RMNP area was their only destination this trip.
- The share of visitors on a multiple-destination trip (38% overall) was highest among day visitors spending the night elsewhere (62%), and lowest among visitors on a day trip from home (17%).

MULTIPLE DESTINATION TRIP: OTHER DESTINATIONS







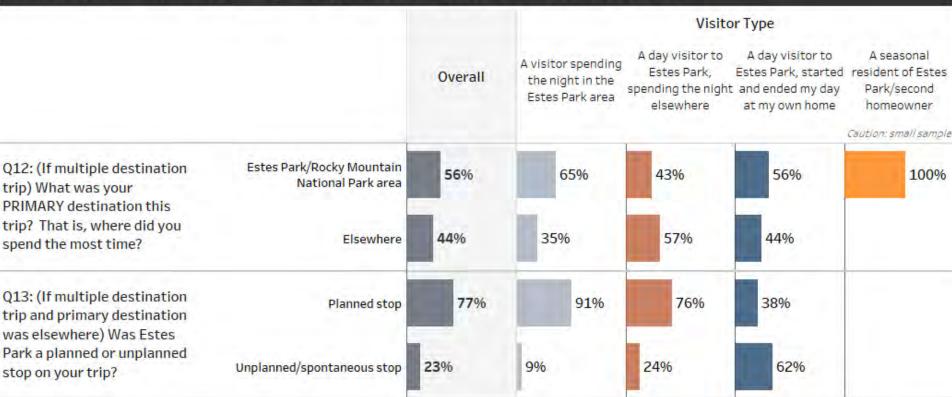
- Visitors to Estes as part of a multiple destination trip tended to also visit Front Range destinations such as Denver (48%), Boulder (36%), Fort Collins (24%), and Loveland (20%).
- To a lesser degree, they visited mountain destinations such as Grand Lake (15%), Winter Park (8%), Breckenridge (8%), and Vail (6%).

MULTIPLE DESTINATION TRIP: WAS EP PRIMARY DESTINATION, PLANNED STOP?





Visit Estes Park Survey | POST TRIP SURVEY BY VISITOR TYPE



Source: RRC Associates

37

- The Estes/RMNP area was the primary destination for most multiple destination visitors (56%). Day visitors spending the night elsewhere were comparatively likely to have considered EP to be a secondary destination (57%).
- Most multiple destination visitors whose primary destination was elsewhere planned their stop in the Estes/RMNP area (77%). The remaining 23% made an unplanned stop (including a comparatively high 62% of day trippers from home).

DECISION LEAD TIME







- Visitors spending the night in the area decided to visit furthest in advance of their arrival, with 70% deciding a month or more in advance.
- By contrast, 79% of visitors on a day trip from home decided to visit within two weeks of trip.
- Day visitors spending the night elsewhere had intermediate lead times (between the above two groups).

Information Sources Used To Plan Trip







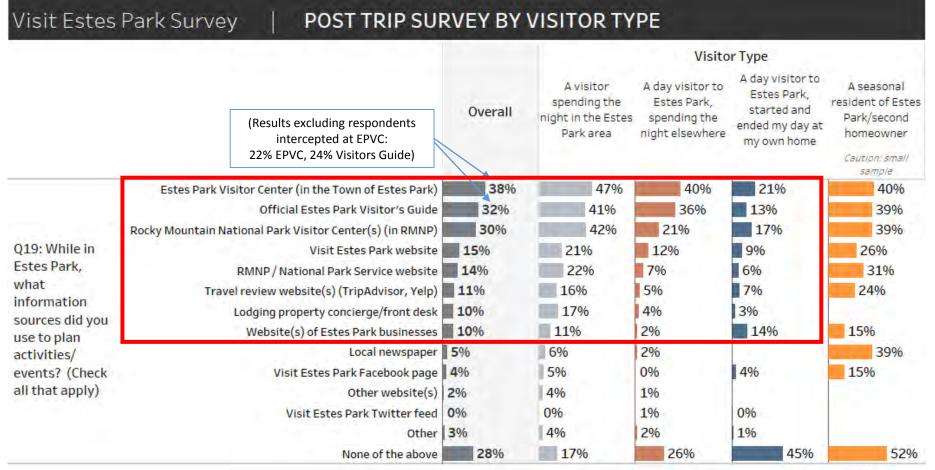


- As is typical for travel, visitors were most likely to have used previous visits (52%) Source: RRC Associate
 and/or recommendations from family/friends/word of mouth (42%) to plan their trips.
- Overnight visitors to EP were comparatively likely to use curated information sources such as VisitEstesPark.com (24%), the EP Visitor Guide (17%), and social media sites relative to day visitors.

INFO SOURCES USED WHILE IN EP







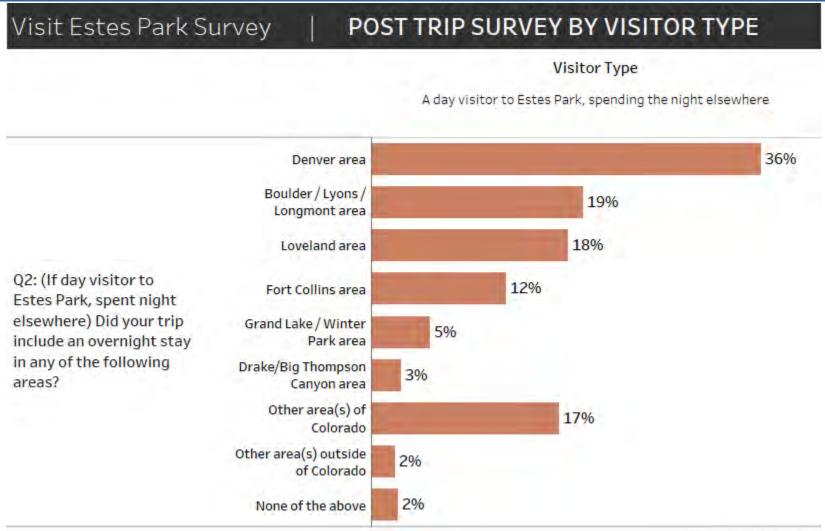
- Once in Estes Park, the Official Estes Park Visitor's Guide, Estes Park Visitor Center, and RMNP Visitor Center(s) were most frequently used.
- Visitors spending the night in the area were most reliant on information sources (17% reported "none of the above"). By contrast, nearly half of day visitors from home (45%) and 52% of seasonal residents reported not using any information sources while in Estes Park.

TRIP CHARACTERISTICS

DAY VISITORS: OVERNIGHT LOCATIONS







Source: RRC Associates

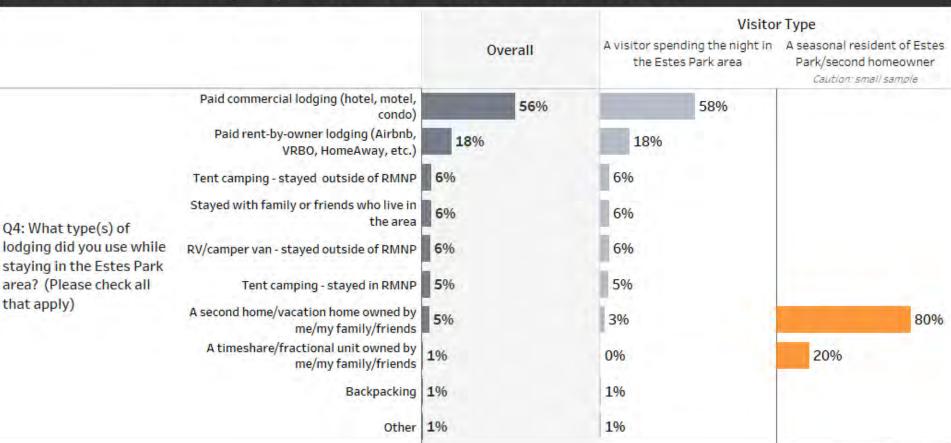
Among day visitors to EP who spent the night elsewhere (away from home), top lodging locations were Denver (36%), Boulder/Lyons/Longmont (19%), and Loveland (18%).

LODGING TYPE (OVERNIGHT IN EP AREA)









- Over half of guests staying overnight in the EP area stayed in paid commercial lodging (56%),
 while 18% stayed in rent-by-owner lodging, and smaller shares camped, RV'd, etc.
- Seasonal residents/second homeowners stayed in homes or timeshares that they or friends/family of theirs own. (Note: Small sample for seasonal residents/caution req'd).

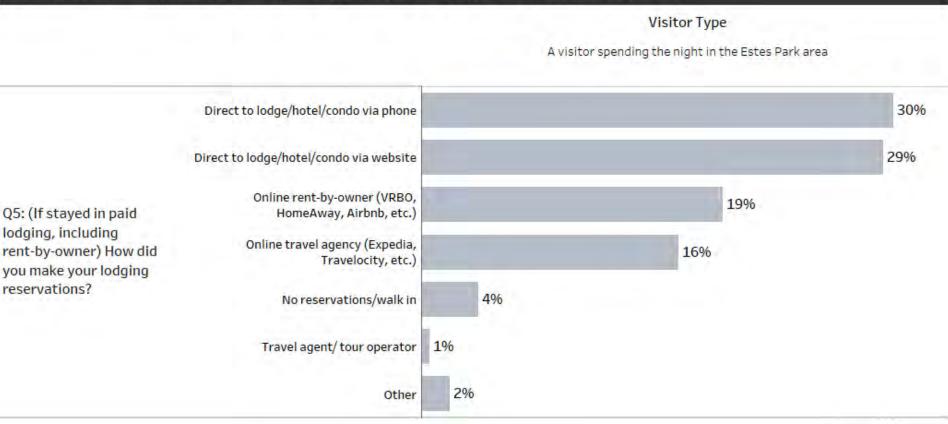
How DID YOU MAKE RESERVATIONS?





Visit Estes Park Survey

POST TRIP SURVEY BY VISITOR TYPE



Source: RRC Associates

Visitors spending the night in the Estes Park area were most likely to book their accommodations directly with the lodge/hotel/condo via phone (30%) or direct to lodge via website (29%). Nineteen percent booked online via rent-by-owner sites such as VRBO, Homeaway, and Airbnb, and 16% used OTAs.

NIGHTS IN AREA







- Overnight visitors lodging in the Estes Park area stayed an average of 3.8 nights in the area, with 11% staying one night, 50% staying 2-3 nights, 33% staying 4-7 nights, and 6% staying 8+ nights.
- Seasonal residents/second owners typically stayed much longer (average 36.8 nights).

TOTAL NIGHTS AWAY







Source: RRC Associates

Visitors spending the night in the Estes Park area were away from home an average of 6.8 nights in total, with 70% away a week or less. Day visitors to Estes Park spending the night elsewhere were away an average of 5.5 nights, with 86% away a week or less.

DID YOU FLY? (NON-COLORADO)







- Roughly 2 in 5 out-of-state/international visitors flew as part of their travel to Estes Park (41%), including 38% to DEN and 3% to other airports.
- Out of state visitors coming to EP for the day only were more likely to fly (48% flew) than out of state visitors staying the night in the EP area (38% flew).

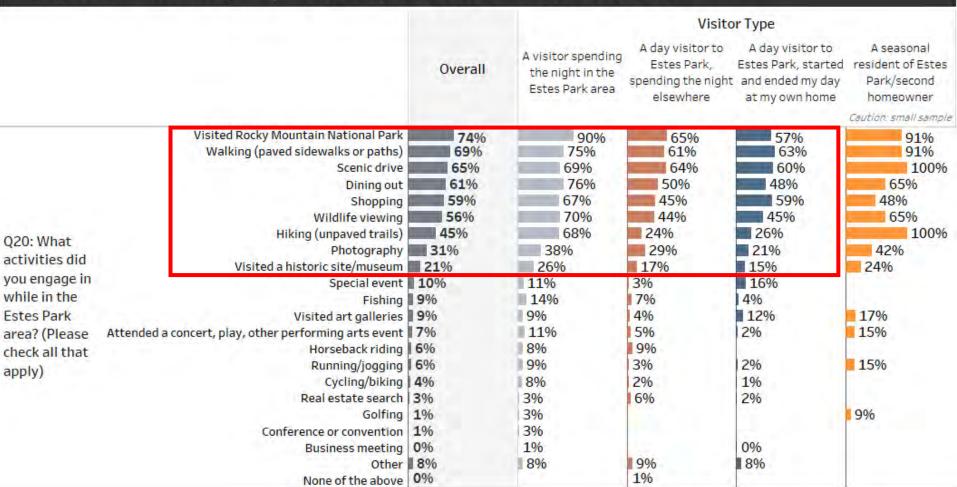
ACTIVITY PARTICIPATION





Visit Estes Park Survey

POST TRIP SURVEY BY VISITOR TYPE

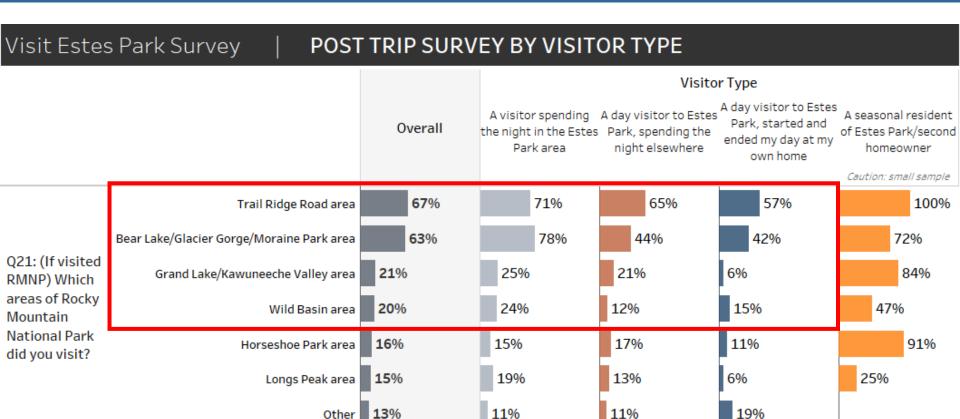


- Visiting RMNP was the most cited activity (74%), followed by walking (69%), scenic drive (65%), dining out (61%), shopping (56%), wildlife viewing (56%), and hiking (45%).
- Overnight visitors participated in an average of 6.7 activities (vs. 4.4 4.5 for day visitors).

AREAS OF RMNP VISITED





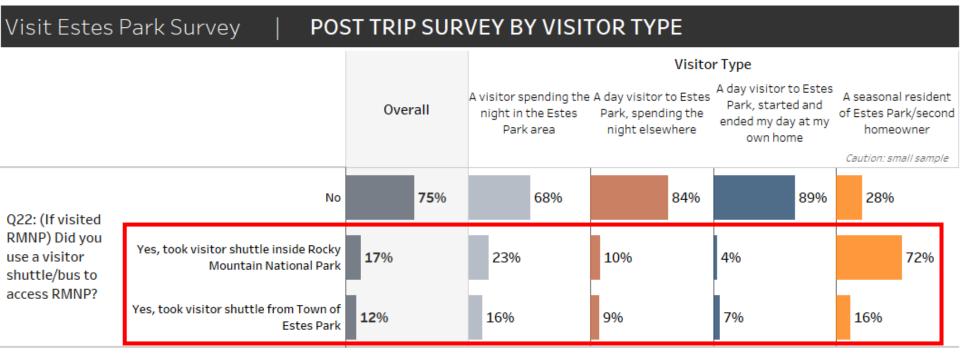


- Of those who visited the park, 67% visited the Trail Ridge Road area, followed closely by the Bear Lake/Glacier Gorge/Moraine Park area (63%).
- Visitors spending the night in the Estes Park area were more likely to visit the Trail
 Ridge, Bear Lake, Grand Lake, Wild Basin, and Longs Peak areas than day visitors.

Use of Bus to Access RMNP







- A quarter of respondents who visited RMNP reported using a visitor shuttle or bus to access it (25%).
- Seventeen percent of respondents took a visitor shuttle inside the park, while 12% took a visitor shuttle from the Town of Estes Park.
- Overnight visitors were more likely to take a shuttle (32%) than day visitors (16-11%).

SPECIAL EVENT PARTICIPATION





Visit Estes Park Survey POST TRIP SURVEY BY VISITOR TYPE Visitor Type A day visitor to A seasonal A visitor A day visitor to Estes Park. resident of Estes Park, spending the Overall started and Estes night in the spending the ended my day at Park/second Estes Park area night elsewhere my own home homeowner Caution: small sa. 14% Estes Park Wool Market & Fiber Festival (June 7 - 10) 6% 3% 2% 20% Fourth of July Celebration (July 4) 4% 5% 3% 1% Performance Park Summer Concert Series (June 16 - September 15) 2% 4% Estes Park Wine Festival (August 11 - 12) 1% Q23: In which of 0% 4% 2% the following 2% 3% Memorial Day Weekend Celebration (May 26-28) special events, 12% Scandinavian Midsummer Festival (June 22 - 24) 1% 1% 1% 2% if any, did you Rooftop Rodeo (July 5 - 10) 1% 1% 1% 12% 1% partake while in Estes Park Comic Con (July 13 - 15) 1% 1% Estes Park? (Check all that Jazz Fest Weekend (June 2 - 3) 0% 2% apply) Estes Park Marathon (June 17) 0% 1% Rocky Mountain Half Marathon (August 4) 0% 0% 3% 3% 4% 3% Other

Source: RRC Associates

68%

79%

■ The majority of respondents (83%) not partake in any special events. Of those that did, the Estes Park Wool Market & Fiber Festival was cited most often,* followed by the Fourth of July Celebration. (*Note: some intercept surveys were conducted at the Wool Market.)

None of the above

83%

83%

87%

Importance of Event in Decision to Visit







- The majority of respondents who attended an event would have visited Estes Park anyway (61%), while 36% came specifically for the event.
- Visitors on a day trip from home were most likely to have come specifically for an event (58%).

EXPENDITURES: PER PARTY PER TRIP







- Overall average expenditure per party per trip was \$846, with significantly higher expenses among overnight visitors (\$1,529) than day visitors spending the night elsewhere (\$326) and day visitors from home (\$158).
- Greatest expenditures were for lodging (\$346), followed by restaurants (\$188), shopping (\$173), and various other items.

EXPENDITURES: PER PERSON PER TRIP







- Overall average expenditure per person per trip was \$274, with significantly higher expenses among overnight visitors (\$491) than day visitors spending the night elsewhere (\$99) and day visitors from home (\$60).
- Greatest expenditures were for lodging (\$118), followed by restaurants (\$60) and shopping (\$51).

EXPENDITURES: PER PERSON PER DAY







- Overall average expenditure per person per day was \$107, with significantly higher expenses among overnight visitors (\$143) than day visitors spending the night elsewhere (\$97) and day visitors from home (\$60).
- Greatest expenditures were for lodging (\$33), followed by restaurants (\$26) and shopping (\$26).

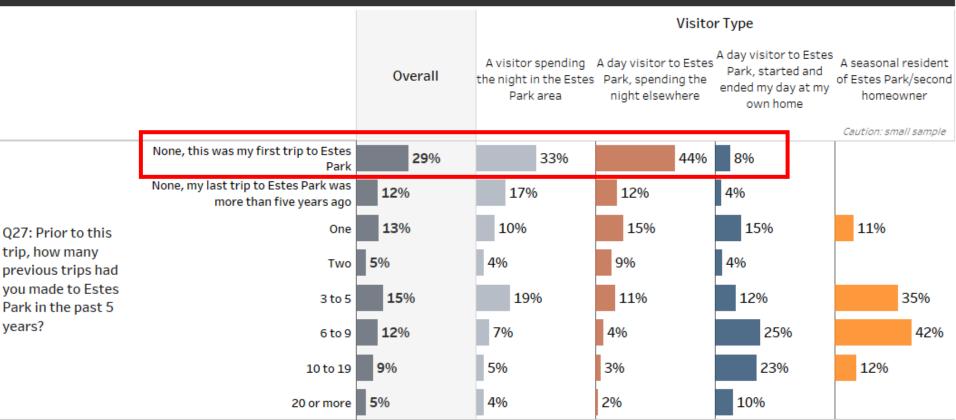
PREVIOUS VISITATION







POST TRIP SURVEY BY VISITOR TYPE



Source: RRC Associates

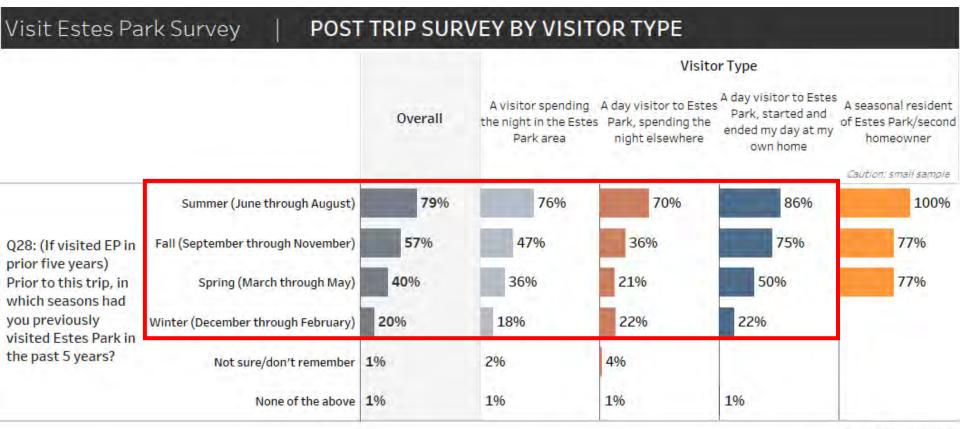
56

- Most respondents were repeat visitors to Estes Park (71%), including 92% of day trippers from home, 67% of overnight visitors, and 56% of day visitors spending the night elsewhere.
- Most respondents had previously visited EP in the <u>prior five years</u> (60%), including 88% of day trippers from home, 50% of overnight visitors, and 44% of day visitors spending the night elsewhere.

PREVIOUS VISITATION SEASON







- Among those that visited EP in the past five years, the greatest share visited in summer (79%), followed by fall (57%), spring (40%), and winter (20%).
- Day trippers from home were most likely to have visited in multiple seasons;
 day visitors staying elsewhere were least likely to have visited in multiple seasons.

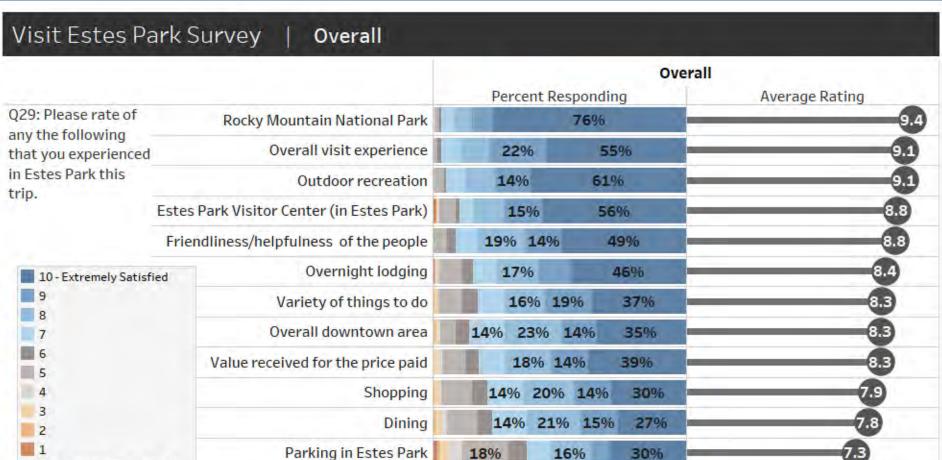
RATINGS OF EXPERIENCE

EXPERIENTIAL RATINGS

0 - Extremely Dissatisfied







■ RMNP was rated highest (9.4 average out of 10), followed by the "overall visit experience" (9.1) and "outdoor recreation" (9.1).

Festival/special event

 Ratings were comparatively lukewarm for festivals and special events (7.2 average) and parking in Estes Park (7.3).

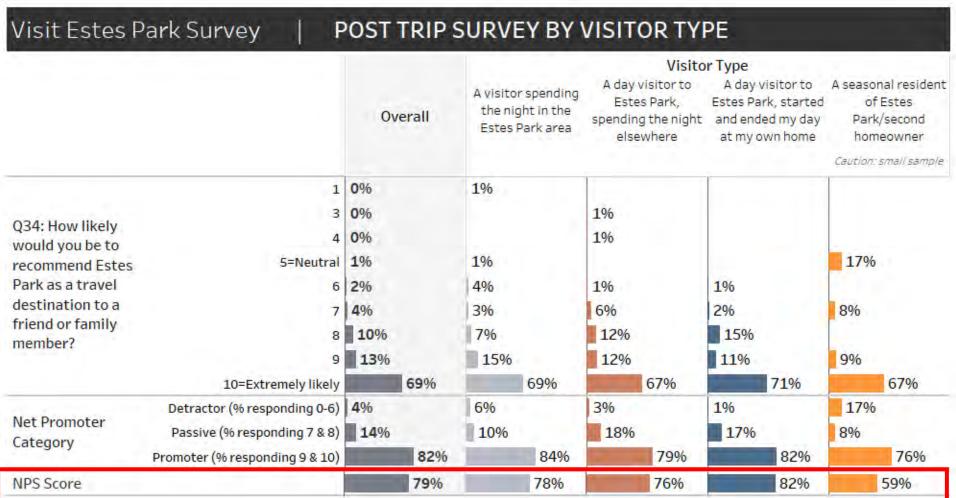
23%

33%

LIKELIHOOD TO RECOMMEND







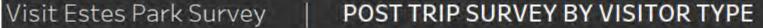
Source: RRC Associates

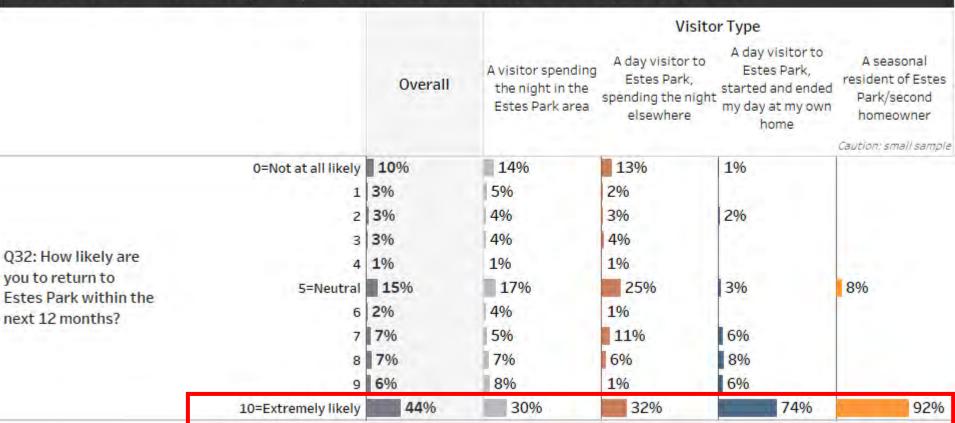
■ The net promotor score (the percent of promoters minus the percent of detractors) was a strong 79% overall, and similar for day and overnight visitors (76 – 82%).

LIKELIHOOD TO RETURN - 12 MONTHS









- Overall, 50% of respondents are highly likely to return within the next 12 months (% 9 or 10).
- Day visitors spending the night elsewhere indicated the lowest likelihood of returning in 12 months (33% rated a 9 or 10), while day trippers from home indicated the greatest likelihood of returning within a year (80% rated a 9 or 10).

LIKELIHOOD TO RETURN - 3 YEARS







Source: RRC Associates

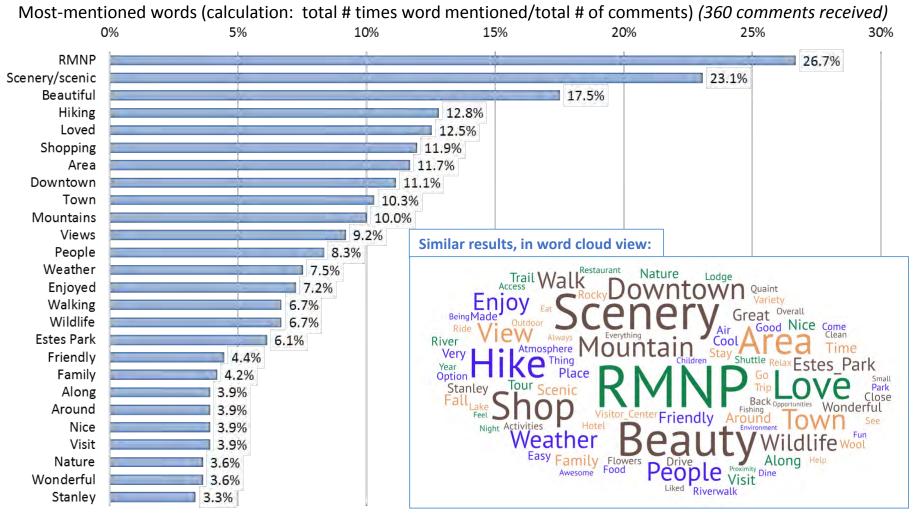
Likelihood to return within the next three years was significantly higher, with 71% of all respondents rating a 9 or 10, including 95% of day trippers from home, 63% of day visitors staying overnight elsewhere, and 60% of overnight visitors.

LIKE BEST





Overall, what aspects of your visit to Estes Park did you like best?



Source: Post-Trip Survey

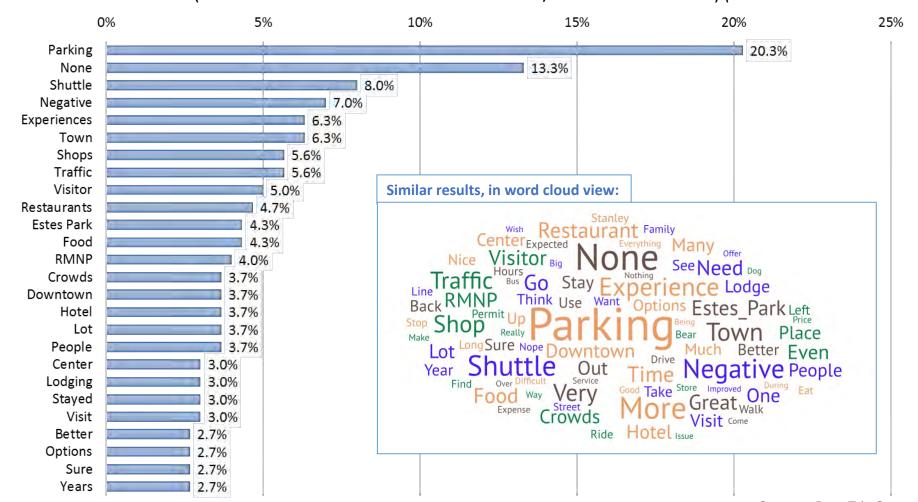
RMNP, scenery/beauty/views, hiking, and aspects of downtown Estes Park
 (shopping, river walk, food, cleanliness, etc.) were among the items cited most often.

NEGATIVE EXPERIENCES/SUGGESTIONS FOR IMPROVEMENT





Did you have any negative experiences in EP, or do you have any suggestions for improving the EP experience? Most-mentioned words (calculation: total # times word mentioned/total # of comments) (301 comments received)



Source: Post-Trip Survey

Top issues included parking / shuttles / traffic / crowding (in EP & RMNP). Some cited shopping / lodging / restaurant issues. A significant share of visitors cited no problems.

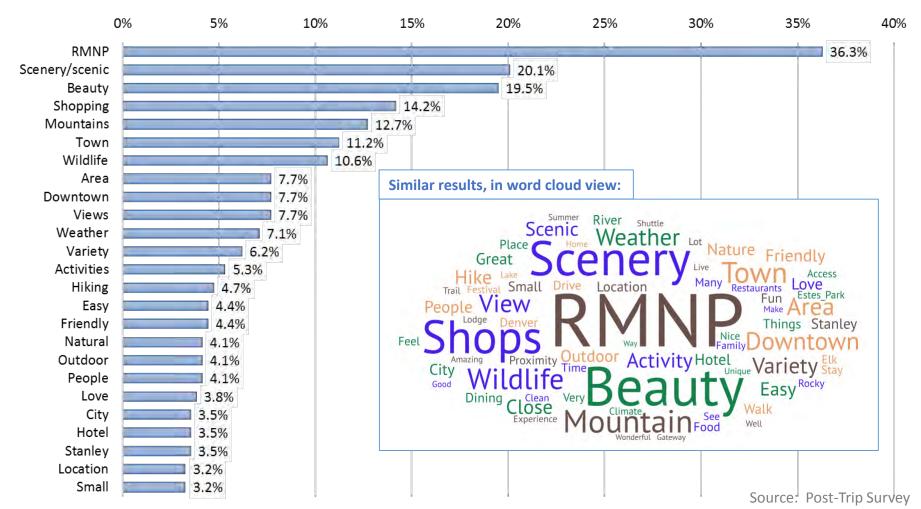
DISTINCTIVE ASPECTS OF ESTES PARK





In your opinion, what are the most distinctive aspects of Estes Park as a travel destination?

Most-mentioned words (calculation: total # times word mentioned/total # of comments) (339 comments received)



RMNP is most cited, followed by scenery / beauty. Also variety of shopping/dining, downtown character/atmosphere, proximity to RMNP and Front Range cities, variety of activities, wildlife, weather, etc.

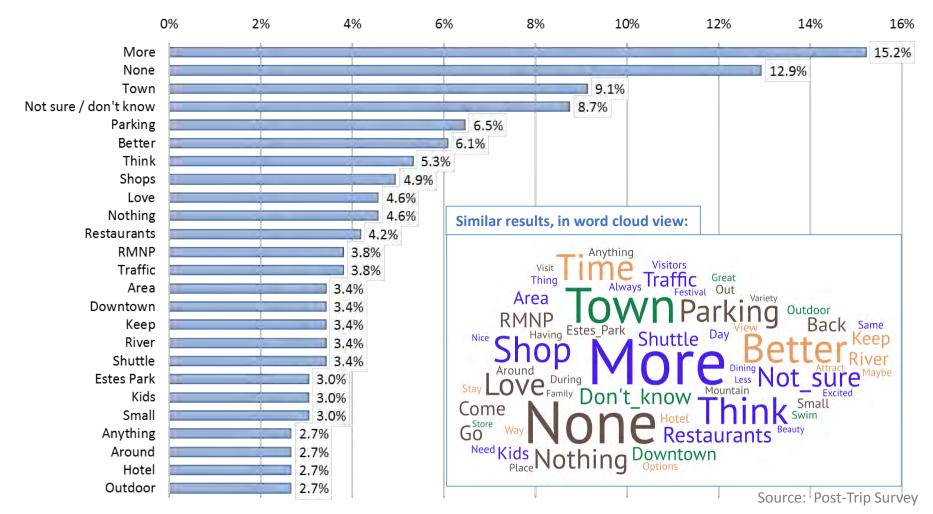
FEATURES / AMENITIES TO ADD





What community features/amenities could Estes Park add to make you excited to come back?

Most-mentioned words (calculation: total # times word mentioned/total # of comments) (263 comments received)



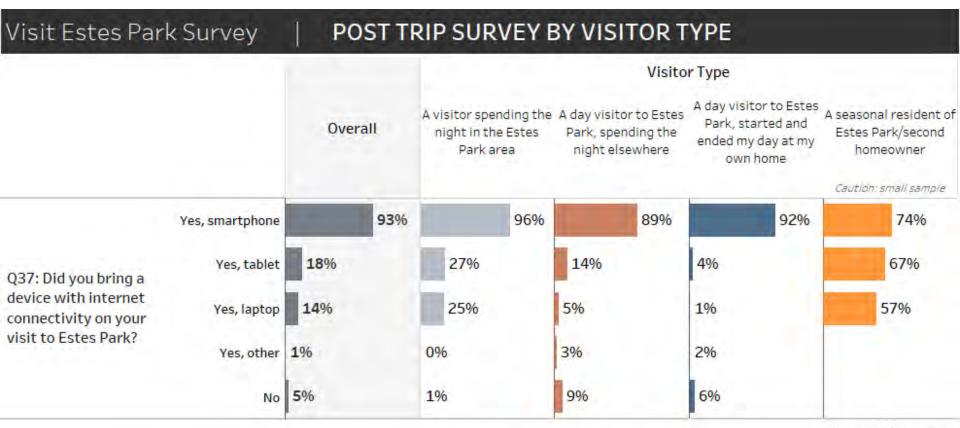
Many respondents emphasized the importance of retaining the town's character / avoiding excessive change & growth. Others desired more/better shops, dining, kids' activities, entertainment, etc. Parking/traffic was often cited too.

INTERNET ISSUES

DEVICE WITH INTERNET





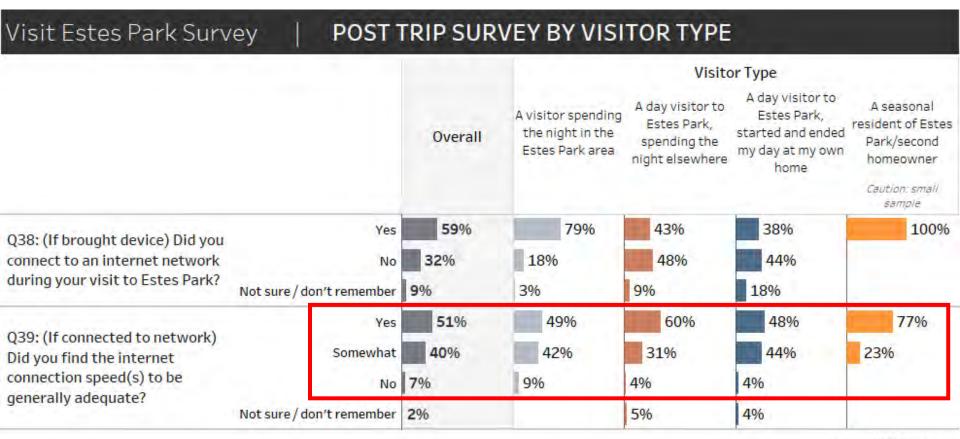


- Source: RRC Associates
- Ninety-five percent of respondents brought at least one device with internet connectivity on their visit to Estes Park.
- Ninety-three percent of respondents brought a smartphone, followed by tablet (18%), laptop (14%), and other (1%).

Internet Connection, Connection Speed





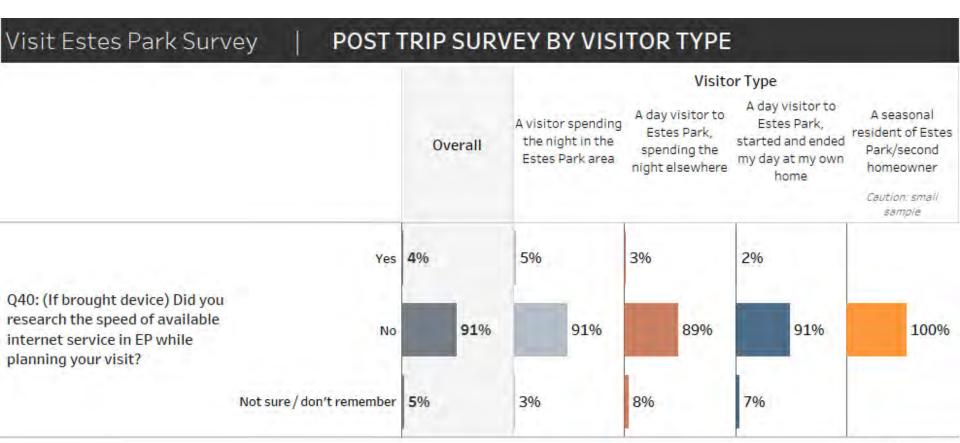


- Of those that brought a device with internet connectivity, 59% connected to the internet during their visit, including 79% of overnight visitors and 38-43% of day visitors.
- Of those that connected, 51% reported adequate connect speed(s), 40% responded "somewhat," and 7% reported inadequate connection speed(s).

PRIOR RESEARCH OF INTERNET SPEED







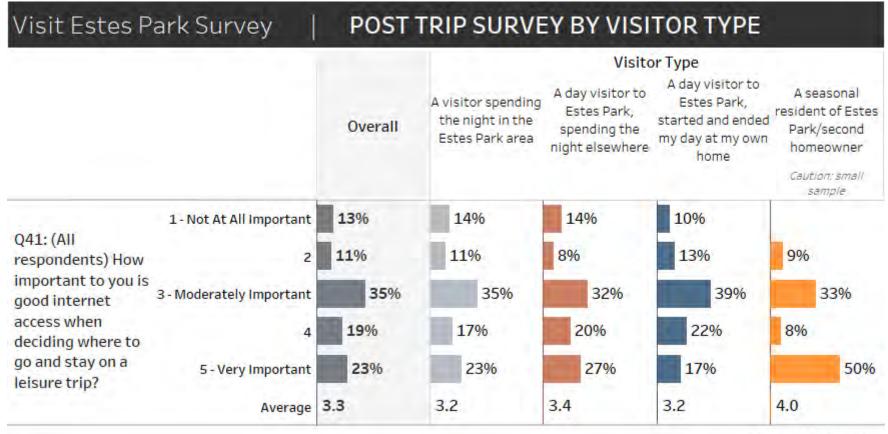
Source: RRC Associates

■ Few respondents (4%) researched the speed of available internet service in Estes Park prior to visiting, including 5% of overnight visitors and 2-3% of day visitors.

IMPORTANCE OF INTERNET ACCESS







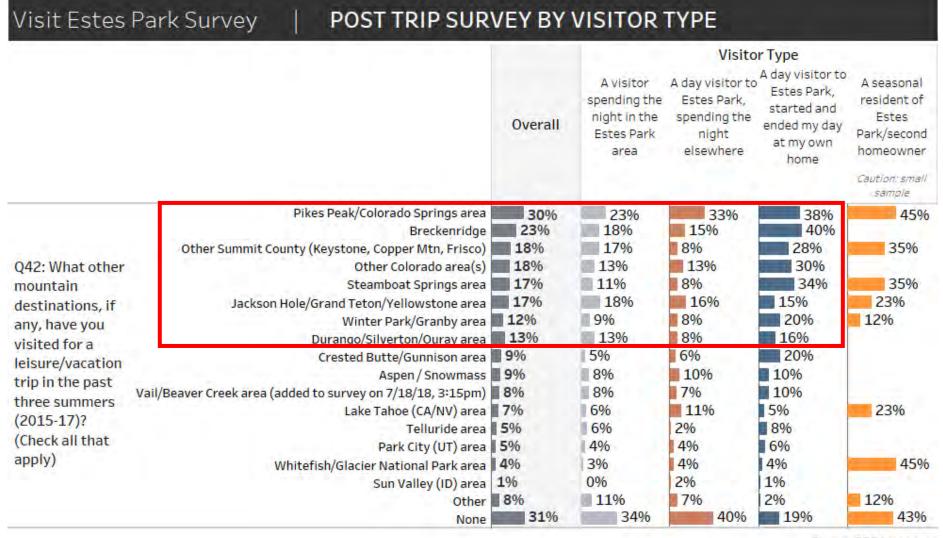
- Forty-two percent of all respondents indicated that good internet access is important in deciding where to go on a trip (rated a 4 or 5).
- The importance ratings are fairly consistent for overnight and day visitors alike.

GENERAL TRAVEL PATTERNS & PREFERENCES

OTHER MOUNTAIN DESTINATIONS







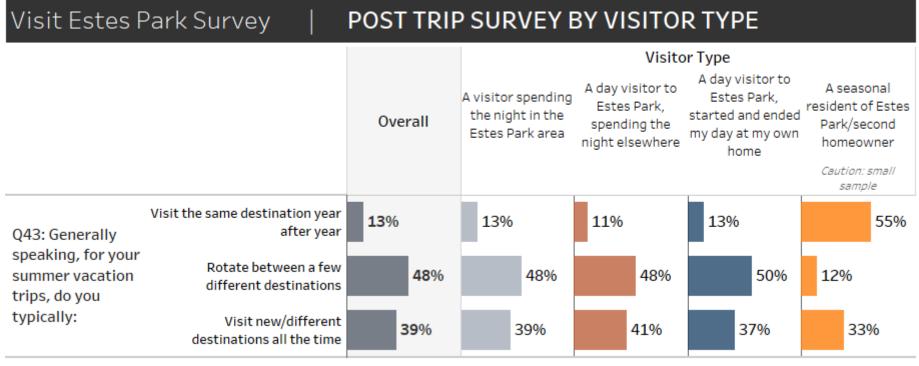
Source: RRC Associates

 Pikes Peak/Colorado Springs was the most cited past summer destination (30%), followed by Breckenridge (23%) and "Other Summit County" (18%).

VARIETY-SEEKING BEHAVIOR







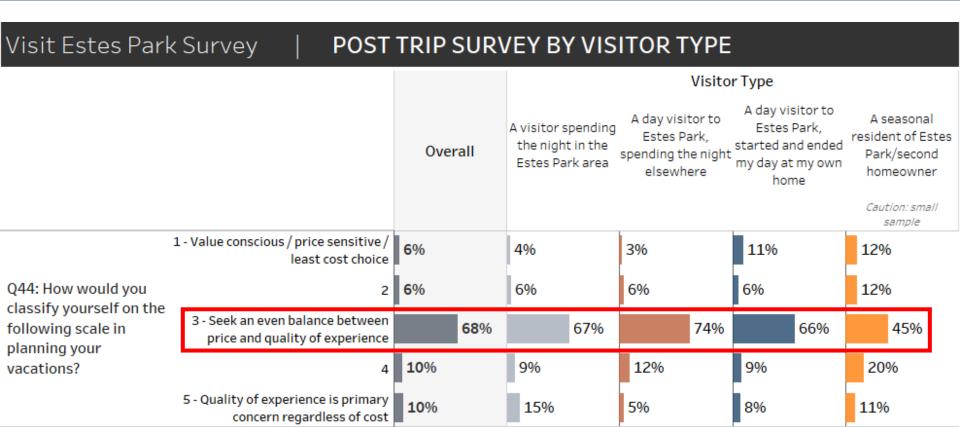
Source: RRC Associates

- Most respondents indicate a desire for variety, with 48% "rotating between a few different destinations" for their summer vacation trips, and 39% "visiting new and different destinations all the time."
- A comparatively small 13% visit the same destination year after year.

QUALITY OF EXPERIENCE VS. PRICE







Source: RRC Associates

The majority of respondents (68%) seek an even balance between price and the quality of experience. Twelve percent prioritize price (rate 1 or 2), while 20% prioritize quality of experience (rate 4 or 5).

SUMMARY





Visitation volume / flows

- Monthly: +/- 31.0% June, 36.7% July, 32.3% August (varies by measure).
- Daily: Roughly 2/3rds weekday (M-F), 1/3rd weekend (Sa-Su) (per traffic & EPVC).

Geographic origin

- Importance of Colo. market: overall (40.7%), day (57.0%), overnight (24.3%).
 - Regional variations within Front Range: particular strength in Larimer/Weld; also Denver/Boulder metro
- Notable strength throughout Midwest, plus Texas / Oklahoma

Visitor type

- 50% overnight within 10 miles of Estes Park; 49% day visitor to EP; 1% uncertain
- Among <u>day visitors to EP</u>: 57% from Colorado, 43% out of state/foreign (spending night elsewhere)





Demographics

- Age: Broad age distribution, with median age of 50
- HH status: Most are HHs with kids at home (37%) or couples without kids (34%). Also 18% empty nesters, 11% singles without kids.
- <u>Travel party</u>: 76% travel with partner, 37% with children, 22% w/ other relatives, 16% w/ friends. 5% alone, 41% in party of two, 53% in party of 3 or more.
- Household income: Primarily concentrated between \$50-\$199K (77%). Median \$99K.

Trip decision factors & preferences

- Dominant <u>trip purpose</u> is vacation / leisure / recreation (74%), followed by VFR (9%) and special event (6%).
- Factors in decision to visit EP: Led by scenic beauty (9.3 out of 10), "relaxing mountain getaway" (8.4) and RMNP (8.1).
- Multiple destination trips: 40% of visitors were on a multiple destination trip (including 39% of overnight visitors).
- <u>Consideration of other destinations</u>: 35% of visitors considered other destinations before deciding on EP (including 43% of overnight visitors).
- In general, when planning travel, most visitors seek an <u>even balance between price & quality</u>. Most also prefer to see <u>new destinations</u> or <u>rotate between destinations</u> (rather than returning to the same destination all the time).

Information sources

- Top sources: Previous visits to EP (52%), recommendations from family/friends/word of mouth (42%).
- Overnight visitors to EP were comparatively likely to use curated information sources such as VisitEstesPark.com (24%), the EP Visitor Guide (17%), and social media sites; and also to use various info sources once in EP.





Trip characteristics

- <u>Lodging type</u> (overnight): 56% commercial lodging, 18% rent-by-owner lodging, smaller shares camp / RV / with family-friends / second home.
- Length of stay in EP (overnight): Avg. 3.8 nights. 11% one night, 50% 2-3 nights, 39% 4+ nights.
- <u>Transportation to EP</u> (out of state/foreign): 38% flew to Denver, 3% flew to other airport, 59% drove/ground.
- <u>Activities in EP</u>: RMNP (74%), walking (69%), scenic drive (65%), dining (61%), shopping (59%), wildlife viewing (56%), hiking (45%). 25% of those visiting RMNP used a shuttle.
- <u>Spend in EP</u>: Average \$107 / person / day. (\$143 for overnight, \$97 for day visitor staying elsewhere, \$60 for day trippers from home.)
- <u>Previous visitation of EP</u>: Most respondents were repeat visitors to Estes Park (71%), including 92% of day trippers from home, 67% of overnight visitors, and 56% of day visitors spending the night elsewhere.
- <u>Internet</u>: Most visitors found internet connection speeds in EP to be generally adequate (51% "yes", 40% "somewhat", 7% "no").





Ratings of Experience

- <u>Highest ratings</u> for RMNP (9.4 out of 10), overall visit experience (9.1), and outdoor recreation (9.1).
- Lowest ratings for festivals and special events (7.2) and parking in Estes Park (7.3).
- The <u>net promotor score</u> was a strong 79%.
- <u>Items liked best</u>: RMNP, scenery/beauty/views, hiking, and aspects of downtown Estes Park (shopping, river walk, food, cleanliness, etc.)
- <u>Most distinctive aspects of EP</u>: RMNP is most cited, followed by scenery/beauty. Also variety of shopping/dining, downtown character/atmosphere, proximity to RMNP and Front Range cities, variety of activities, wildlife, weather, etc.
- <u>Top negative experiences/suggestions for improvement</u>: Parking/ shuttles/ traffic/ crowding (in EP & RMNP). Some cited shopping/ lodging/ restaurant issues. A significant share of visitors cited no problems.
- New community features / amenities that would make you excited to come back: Many respondents
 emphasized the importance of retaining the town's character / avoiding excessive change & growth.
 Others desired more/better shops, dining, kids' activities, entertainment, etc. Parking/traffic was
 often cited too.

EP vs. Other CO Mtn Resorts





Distinctive characteristics of EP vs. other central/northern CO mtn resorts

- Day/overnight: EP has a <u>high share of day visitors</u> (both in-state and out-of-state)
- LOS: EP overnight stays are somewhat shorter than average (more 1-3 nts, fewer 4+ nts)
- Lodging type: EP has a <u>low share</u> of overnight visitors staying in <u>owned second homes</u> or with <u>friends/family who live in the area;</u> relatively <u>high share of tent campers</u>.
- Household composition: EP has a relatively <u>high share of couples w/o kids</u>; relatively <u>low shares of singles & empty nesters</u>; typical share of families w/ kids at home.
- Household income is more moderate: more EP visitors earn \$50-\$99K; fewer earn \$200+K; similar share earn <\$50K and \$100-\$199K.
- Geography: EP has a comparatively <u>high share of Midwestern visitors</u> (especially among overnight visitors), and <u>slightly lower share of Northeastern</u>, <u>Southern</u>, <u>and international</u> visitors. Also, EP has a comparatively strong draw from Larimer/Weld counties.

Similarities between EP & other central/northern Colo. mtn resorts

- EP age distribution is fairly typical.
- EP travel party composition is fairly typical (mix of partner, kids, other relatives, friends)
- EP first time vs. repeat visitation of the destination is fairly typical.
- EP NPS score is fairly typical (some a bit higher than Estes, some a bit lower).



Estes Park Visitor Research Summer 2018 Appendices

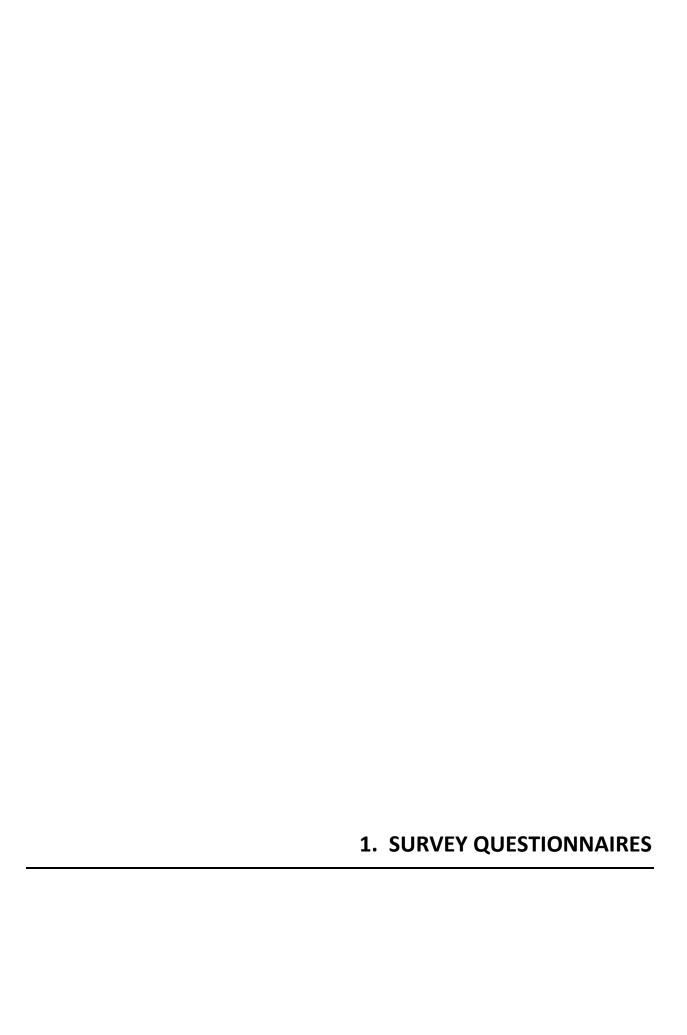
- 1. Survey Questionnaires (two surveys)
- 2. Statistical Tables
- 3. Open-Ended Comments

Prepared for Visit Estes Park



Prepared by RRC Associates, Boulder, CO November 28, 2018





1. Hello, are you a visitor to Estes Park, or a second homeowner or parttime resident of Estes Park?

Please circle the selected answer (only one answer allowed)

- 1. Visitor
- 2. Second homeowner/part-time resident
- 3. No (e.g. full-time resident, employee commuting to Estes Park, seasonal employee working in Estes Park, etc.) (THANK AND TERMINATE)

Jump Rules:					
Condition:	Behavior:	Question:			
!Equals(vis,3)	ejqrIndex	3			

2. Please click back button to restart survey.

Entrance Condition:	
Prompt('This respondent is not qualified.')	
Please circle the selected answer (only one answer allowed)	

3. Are you staying overnight in Estes Park or within 10 miles of Estes Park?

Please circle the selected answer (only one answer allowed)

- 1. Yes (including the town, west to RMNP [including YMCA and NPS campgrounds on east slope of RMNP], north to Glen Haven, east to Drake, southeast to Big Elk Meadows along US 36, and south to the Boulder County line. Exclude any areas inside Boulder County.)
- 2. No
- 3. Uncertain
- 4. Other (if special notes/explanation) _____

Estes Park-2018 VEP Intercept Survey - Dooblo SurveyToGo

4. Visit Estes Park would like to better understand the experience of visitors. Would you mind if we emailed you a survey about your experiences after your trip? In appreciation, you will have the opportunity to enter in a drawing for a two night stay in Estes Park.

For each topic, Plase use lines to fill up a text answer

First name:

Please enter first name and email address below:

Estes Park-2018 VEP Intercept Survey - Dooblo SurveyToGo

Email address:
5. If you don't mind, could I also ask you what your home zip code is (or your country, if foreign)?
For each topic, Plase use lines to fill up a text answer
Zip:

Estes Park-2018 VEP Intercept Survey - Dooblo SurveyToGo

Co	untry, if foreign:
	And for statistical purposes only, in what year were you born? e number should be in the range of 1900 and 2010
	THANK YOU! ase circle the selected answer (only one answer allowed)
8.	Respondent gender (observation):
Plea	ase circle the selected answer (only one answer allowed)
	Male Female
9.	Survey conducted in:
Plea	ase circle the selected answer (only one answer allowed)
1. 2.	English Spanish

10. Survey location:

Please circle the selected answer (only one answer allowed)

- 1. Downtown Estes Park
- 2. Estes Park Visitor Center (at US 34 & 36)
- 3. Parking garage area on US 36
- 4. Upper Stanley Village
- 5. Lower Stanley Village
- 6. National Park Village (at US 36 & Mary's Lake Rd)
- 7. YMCA
- 8. Estes Park Fairgrounds
- 9. Fall River Entrance Visitor Center

10.	Other	

11. Was this survey conducted at a concert, festival, or other special event?

Please circle the selected answer (only one answer allowed)

- 1. No
- 2. Estes Park Wool Market & Fiber Festival (June 7-10)
- 3. Performance Park Summer Concert Series (June 16 September 15)
- 4. Estes Park Marathon (June 17)
- 5. Scandinavian Midsummer Festival (June 22 24)
- 6. Fourth of July Celebration (July 4)
- 7. Rooftop Rodeo (July 5 10)
- 8. Estes Park Comic Con (July 13 15)
- 9. Rocky Mountain Half Marathon (August 4)
- 10. Estes Park Wine Festival (August 11 12)
- 11. Estes Epic (September 1 2)
- 12. Labor Day Arts & Crafts Show (September 1 -3)
- 13. Longs Peak Scottish Irish Highland Festival (September 6 9)
- 14. Autumn Gold Festival (September 22 23)
- 15. Estes Trail Ascent (September 23)
- 16. Rut Run (September 29)
- 17. Elk Fest (September 29 30)

Visit Estes Park follow up survey 2018-19

Page One

Page exit logic: Skip / Disqualify Logic

IF: #1 Question "**Please tell us about your visit to Estes Park. Were you...**" is one of the following answers ("A day visitor to Estes Park, spending the night elsewhere","A day visitor to Estes Park, started and ended my day at my own home") **THEN:** Jump to page 3 - day visitors continue here

Page exit logic: Skip / Disqualify Logic

IF: #1 Question "**Please tell us about your visit to Estes Park. Were you...**" is one of the following answers ("A permanent year-round local resident of the Estes Valley") **THEN:** Jump to page 13 - (untitled)

Thank you for visiting Estes Park!

Thank you for sharing your feedback about your trip. In appreciation, at the end of the survey you will be able to enter a drawing for two nights of lodging for two in Estes Park in summer or winter 2019 (some restrictions may apply).

SbjNum Action: Hidden Value

Value: [url("SbjNum")]

isco Action: Hidden Value

Value: [url("isco")]

 A day visitor to Estes Park, spending the nig 						
C A day visitor to Estes Park, started and ende	ed my day at my own home					
C A seasonal resident of Estes Park/second homeowner						
C A permanent year-round local resident of the Estes Valley						
of the following answers ("A day visitor to Estes Pa						
2. Did your trip include an overnight stacheck all that apply)	y in any of the following areas? (Please					
☐ Drake/Big Thompson Canyon area	☐ Grand Lake / Winter Park area					
Loveland area	Other area(s) of Colorado					
Fort Collins area						
Boulder / Lyons / Longmont area	□ Other area(s) outside of Colorado					
☐ Denver area						
	None of the above					
Hidden unless: #1 Question "Please tell us a of the following answers ("A day visitor to Estes Pa	about your visit to Estes Park. Were you " is one rk. spending the night elsewhere")					
3. How many total nights did you stay a	· · · · · · · · · · · · · · · · · · ·					
Nights						
overnight						

Show/hide trigger exists.

1. Please tell us about your visit to Estes Park. Were you...

C A visitor spending the night in the Estes Park area

Park. Were you" is one of the following answers area","A seasonal resident of Estes Park/second hou" 4. What type(s) of lodging did you use warea? (Please check all that apply)	("A visitor spending the night in the Estes Park omeowner")
Paid commercial lodging (hotel, motel, condo, etc.) Paid rent-by-owner lodging (Airbnb, VRBO, HomeAway, etc.) A second home/vacation home owned by me/my family/friends A timeshare/fractional unit owned by me/my family/friends Stayed with family or friends who live in the area RV/camper van - stayed in Rocky Mountain National Park (RMNP)	RV/camper van - stayed outside of RMNP Tent camping - stayed in RMNP Tent camping - stayed outside of RMNP Backpacking Other
Hidden unless: #4 Question "What type(s) of Park area? (Please check all that apply)" is one of (hotel, motel, condo, etc.)","Paid rent-by-owner lodg 5. How did you make your lodging reserved. No reservations/walk in Direct to lodge/hotel/condo via phone Direct to lodge/hotel/condo via website Online travel agency (Expedia, Travelocity, etc.) Online rent-by-owner (VRBO, HomeAway, Airbnb, etc.)	of the following answers ("Paid commercial lodging ing (Airbnb, VRBO, HomeAway, etc.)")
Must be numeric Whole numbers only Pos 6. How many nights did you stay in the Nights	•

7. How m	ust be numeric Whole numbers only P any total nights were you awark rk and any overnight stays el	ay fr	om home (including your time in
	Nights		
lay visitors o	continue here		
of the follow Park, spend is exactly ed	ring answers ("A visitor spending the r ling the night elsewhere","A seasonal	night ii reside	ut your visit to Estes Park. Were you" is one in the Estes Park area","A day visitor to Estes ent of Estes Park/second homeowner") AND isco
C Yes,	ended air travel at Denver Internation	al Aiŋ	port
o Yes,	ended air travel at other airport:		
9. What w	vas the <u>primary</u> reason for yo	ur vi	sit to Estes Park?
© Indiv	ridual business travel	0	Combined business/pleasure
© Wed	ding	0	Reunion
© Mee	ting/conference/convention	0	Visiting family/friends/relatives
O Bus	tour	0	Vacation/leisure/recreation
© Spe	cial event/festival	О	Other

Show/hide trigger exists.

10. Which best describes your visit to the Estes Park area?

- The Estes Park/Rocky Mountain National Park (RMNP) area was my only destination this trip
- C I visited Estes Park/RMNP area as part of a multiple destination trip

Denver	Grand Lake	Breckenridge
Boulder	☐ Winter Park	Other Colorado area:
Lyons	□ Vail	
Fort Collins	☐ Aspen	□ Non-Colorado
Loveland	☐ Steamboat Springs	destination(s):
		None, only visited EstesPark
Estes Park area?" is one or multiple destination trip")	the following answers ("I visited Es	·
Estes Park area?" is one or multiple destination trip") 12. What was your PR the most time?	the following answers ("I visited Es	•
Estes Park area?" is one of multiple destination trip") 12. What was your PR when the most time? C Estes Park/Rocky Most C Elsewhere: Hidden unless: #12 Quid you spend the most time.	the following answers ("I visited Estimation this trip buntain National Park area	That is, where did you spend destination this trip? That is, where s ("Elsewhere:")
Estes Park area?" is one of multiple destination trip") 12. What was your PR when the most time? C Estes Park/Rocky Most C Elsewhere: Hidden unless: #12 Quid you spend the most time.	the following answers ("I visited EstimARY destination this trip buntain National Park area	That is, where did you spend destination this trip? That is, where

14. With whom did you travel on your trip to Estes Park? (Check all that apply)					
☐ Spouse/partner	☐ Group/club/team members				
Children	☐ Business associates				
Grandchildren	☐ No one - traveled by myself				
Other family/relatives	Other				
Friends					

15. How important was each of the following in your decision to visit the Estes Park area? (1=not at all important, 10=extremely important)

	Not at all Important 1	2	3	4	5	6	7	8	9	Extremely Important 10
Rocky Mountain National Park (RMNP)	О	0	0	0	0	0	0	0	0	0
Meeting/conference	О	0	0	0	0	0	0	0	0	O
Wedding	О	0	0	0	0	0	0	0	0	0
Reunion	О	0	0	0	0	0	0	0	0	O
Festival/special event	О	0	0	0	0	0	0	0	0	0
Visiting friends/family in area	О	0	0	0	0	0	0	0	0	O
A relaxing mountain getaway	О	0	0	0	0	0	0	0	0	0
Wildlife viewing	О	0	0	0	О	0	O	О	О	O
	Not at all									Extremely
	Important 1	2	3	4	5	6	7	8	9	Important 10
Outdoor recreation (e.g., hiking, fishing, etc.)	-	2	3	4	5	6	7	8	9	-
,	1									10
hiking, fishing, etc.) Visiting lodging property	0	O	O	C	O	O	C	O	O	0
hiking, fishing, etc.) Visiting lodging property or other specific venue	0	0	0	0	0	0	0	0	0	0
hiking, fishing, etc.) Visiting lodging property or other specific venue Heritage/history/culture Visiting the downtown	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0
hiking, fishing, etc.) Visiting lodging property or other specific venue Heritage/history/culture Visiting the downtown area Low cost and/or good	1 0 0	0 0 0	0 0 0	0 0	0 0	0 0 0	0 0	0 0 0	0 0	10 0
hiking, fishing, etc.) Visiting lodging property or other specific venue Heritage/history/culture Visiting the downtown area Low cost and/or good value	1 0 0	0 0 0 0	0 0 0	0 0 0	0 0 0	0 0 0 0	0 0 0	0 0 0 0	0 0 0	10 0

16. What other destinations, if any, did y Estes Park?	ou consider before deciding to visit
None, did not consider any other destination	
Other Colorado destination(s):	
Other destination(s):	
untitled)	
17. How far in advance of your arrival die Estes Park area?	d you make the decision to visit the
C The day of the visit	C 2 to 3 months before
C Less than one week before	C 3 to 6 months before
C 1 to 2 weeks before	More than 6 months before
O 3 to 4 weeks before	O Don't know/not sure
C 1 to 2 months before	

	hat information sources did you us stes Park area? <i>(Check all that app</i>	
	Recommendation from friend/family/word of mouth	Official Estes Park Visitor Guide (printed or online)
	Information provided by lodging property	☐ Travel agent
	Previous visit to Estes Park	Travel review websites (e.g. TripAdvisor, Yelp, etc.)
	Rocky Mountain National Park information/website	☐ Social media sites (Facebook, Twitter,
	Magazine(s)	YouTube, Instagram, etc)
	Travel guides (printed or online - e.g.,	Radio/TV
_	Fodor's, Lonely Planet, AAA, etc.)	Brochures
	VisitEstesPark.com	Other:
	Other Estes Park website(s)	
	Other official website(s) (e.g. Colorado.com, VisitDenver.com, etc.)	☐ None of the above
	hile in Estes Park, what information ties/events? <i>(Check all that apply)</i>	•
activi		•
activi	ties/events? (Check all that apply)	_
activi	ties/events? (Check all that apply) Official Estes Park Visitor's Guide Local newspaper Estes Park Visitor Center (in the Town of	☐ Visit Estes Park Facebook page
activi	ties/events? (Check all that apply) Official Estes Park Visitor's Guide Local newspaper	 □ Visit Estes Park Facebook page □ Visit Estes Park Twitter feed □ Website(s) of Estes Park businesses □ Travel review website(s) (TripAdvisor, Yelp, etc.)
activi	ties/events? (Check all that apply) Official Estes Park Visitor's Guide Local newspaper Estes Park Visitor Center (in the Town of Estes Park) Rocky Mountain National Park Visitor	 □ Visit Estes Park Facebook page □ Visit Estes Park Twitter feed □ Website(s) of Estes Park businesses □ Travel review website(s) (TripAdvisor,
activi	ties/events? (Check all that apply) Official Estes Park Visitor's Guide Local newspaper Estes Park Visitor Center (in the Town of Estes Park) Rocky Mountain National Park Visitor Center(s) (in RMNP)	 □ Visit Estes Park Facebook page □ Visit Estes Park Twitter feed □ Website(s) of Estes Park businesses □ Travel review website(s) (TripAdvisor, Yelp, etc.)
activi	ties/events? (Check all that apply) Official Estes Park Visitor's Guide Local newspaper Estes Park Visitor Center (in the Town of Estes Park) Rocky Mountain National Park Visitor Center(s) (in RMNP) RMNP / National Park Service website	 □ Visit Estes Park Facebook page □ Visit Estes Park Twitter feed □ Website(s) of Estes Park businesses □ Travel review website(s) (TripAdvisor, Yelp, etc.)

Show/hide trigger exists. 20. What activities did you engage in while in the Estes Park area? (Please check all that apply)									
 □ Visited Rocky Mountain National Park □ Attended a concert, play, other performing arts event □ Business meeting □ Conference or convention □ Cycling/biking □ Dining out □ Fishing □ Golfing 	 ☐ Hiking (unpaved trails) ☐ Horseback riding ☐ Photography ☐ Real estate search ☐ Running/jogging ☐ Scenic drive ☐ Shopping ☐ Special event 	 □ Walking (paved sidewalks or paths) □ Wildlife viewing □ Visited a historic site/museum □ Visited art galleries □ Other: □ None of the above 							
(Please check all that apply)" is o	ne of the following answers ("Vis	ge in while in the Estes Park area? sited Rocky Mountain National Park") d you visit? (Check all that							
☐ Bear Lake/Glacier Gorge/Me	oraine Park area								
☐ Trail Ridge Road area									
☐ Horseshoe Park area									
Longs Peak area									
☐ Wild Basin area									
☐ Grand Lake/Kawuneeche V	alley area								
Other:									

(Pleas		ng ar	you engage in while in the Estes Park area? swers ("Visited Rocky Mountain National Park") ess RMNP? (Please check all that							
apply	y)									
	Yes, took visitor shuttle from Town of Estes Park									
	Yes, took visitor shuttle inside Rocky Mountain National Park									
	No									
	Not sure/don't remember									
(untitled)									
23. I n	Show/hide trigger exists. In which of the following special events So Park? <i>(Check all that apply)</i>	ents	, if any, did you partake while in							
	Jazz Fest Weekend (June 2 – 3)		Longs Peak Scottish Irish Highland Festival (September 6 – 9)							
	Estes Park Wool Market & Fiber Festival (June 7 – 10)		Autumn Gold Festival (September 22 – 23)							
	Estes Park Marathon (June 17)		,							
	Scandinavian Midsummer Festival (June 22 – 24)		Estes Trail Ascent (September 23) Rut Run 5k (September 29)							
	Performance Park Summer Concert		Elk Fest (September 29 – 30)							
_	Series (June 16 – September 15)		Pumpkins & Pilsners Festival (October							
	Fourth of July Celebration (July 4)		13)							
	Rooftop Rodeo (July 5 – 10)		Rocky Mountain Craft Spirits Festival (October 27)							
	Estes Park Comic Con (July 13 - 15)		Fall Back Beer Festival (November 4)							
	Rocky Mountain Half Marathon (August 4)		Catch the Glow Christmas Parade and							
	Estes Park Wine Festival (August 11 – 12)		Celebration (November 23) Other:							
П			Outer.							
_	Estes Epic (September 1 – 2)									
	Labor Day Arts & Crafts Show (September 1 –3)		None of the above							

Hidden unless: #23 Question "In which of the following special events, if any, did you partake while in Estes Park? (Check all that apply)" is one of the following answers ("Memorial Day Weekend Celebration (May 26-28)","Jazz Fest Weekend (June 2 – 3)","Estes Park Wool Market & Fiber Festival (June 7 – 10)","Estes Park Marathon (June 17)","Scandinavian Midsummer Festival (June 22 – 24)","Performance Park Summer Concert Series (June 16 – September 15)","Fourth of July Celebration (July 4)","Rooftop Rodeo (July 5 – 10)","Estes Park Comic Con (July 13 - 15)","Rocky Mountain Half Marathon (August 4)","Estes Park Wine Festival (August 11 – 12)","Estes Epic (September 1 – 2)","Labor Day Arts & Crafts Show (September 1 –3)","Longs Peak Scottish Irish Highland Festival (September 6 – 9)","Autumn Gold Festival (September 22 – 23)","Estes Trail Ascent (September 23)","Rut Run 5k (September 29)","Elk Fest (September 29 – 30)","Other:")

24. Did you make your trip to Estes Park specifically to attend the event, or would you have visited Estes Park anyway?

- Came specifically for the special event
- Would have visited Estes Park anyway
- O Don't know/not sure

(untitled)

25. During your time in the Estes Valley (i.e. downtown Estes Park plus the region about 7-10 miles around downtown), approximately how much did you and your party (i.e. the group with whom you shared expenses) spend in total on the following items? (Enter \$0 if none. Tap in each box to enter dollar amounts. Exclude purchases made outside of the Estes Valley.)
Lodging (hotel, rental condo, Airbnb, camping fees, etc.) Restaurants/bars/food concessions Shopping/retail purchases (apparel, gifts, groceries, magazines, etc.) Recreation (golf, bike rental, guided hike, etc.) Sightseeing (RMNP entrance fees, gondola ride, tours, etc.) Entertainment/amusement (concerts, movies, mini-golf, special events, etc.) Local transportation (taxi, gas, etc.) Personal services (spa, haircut, etc.)
Total: 0 WALDATION Must be numeric Whole numbers only Positive numbers only 26. How many people were included in the above spending? people, including yourself
(untitled)

27. Prior to this trip, how many previou past 5 years?	s trips had you made to Estes Park in the
O None, this was my first trip to Estes Park	C 3 to 5
None, my last trip to Estes Park was	C 6 to 9
more than five years ago	C 10 to 19
One	C 20 or more
C Two	
19","20 or more")	owing answers ("One","Two","3 to 5","6 to 9","10 to
☐ Summer (June through August)	☐ Spring (March through May)
Fall (September through November)	☐ None of the above
☐ Winter (December through February)	Not sure/don't remember

29. Please rate any of the following that you experienced in Estes Park this trip. (0 = extremely dissatisfied, 10 = extremely satisfied, NA/DK = not applicable/don't know)

	Extremely Dissatisfied	_	•	•		Neutral	•	_	•	•	Extremely Satisfied	NA/
	0	1	2	3	4	5	6	7	8	9	10	DK
Rocky Mountain National Park	О	0	0	0	0	0	0	0	0	0	О	О
Festival/special event	O	0	0	0	0	0	0	0	0	0	0	0
Overnight lodging	O	0	0	0	0	O	0	0	0	0	O	0
Outdoor recreation (e.g., hiking, fishing, etc.)	O	О	О	О	О	O	0	O	0	О	O	С
Shopping	O	0	0	0	0	O	0	0	0	0	O	0
Dining	О	0	O	0	0	O	0	0	0	0	О	0
Estes Park Visitor Center (in Estes Park)	О	0	0	0	0	O	0	0	0	0	О	0
Contor (iii Edico i aix)												
Contor (iii Zotoc i ainty	Extremely Dissatisfied 0	1	2	3	4	Neutral 5	6	7	8	9	Extremely Satisfied 10	NA/ DK
Parking in Estes Park	Dissatisfied	1			4		6 0		8		Satisfied	
	Dissatisfied 0			0		5					Satisfied 10	DK
Parking in Estes Park	Dissatisfied 0	0	0	0	0	5	О	0	0	0	Satisfied 10	DK O
Parking in Estes Park Overall downtown area Friendliness/helpfulness	Dissatisfied 0	0	0 0	0	0 0	5 O	0	0 0	0	0	Satisfied 10	OK O
Parking in Estes Park Overall downtown area Friendliness/helpfulness of the people	Dissatisfied 0	0 0	0 0	0 0 0	0 0	5 0 0	0 0	0 0	0 0	0 0	Satisfied 10	OK O

(untitled)

30. Overall, what aspects of your visit to Estes Park did you <u>like best?</u>	
31. Did you have any negative experiences in Estes Park, or do you have an suggestions for improving the Estes Park experience? (Please describe)	у
Recommend/Return	
Show/hide trigger exists.	
32. How likely are you to return to Estes Park within the next 12 months?	
32. How likely are you to return to Estes Park within the next <u>12 months</u> ? Not At	
Not At All Extremely	,
Not At	1
Not At All Likely Maybe Likely	1
Not At All Extremely Likely Maybe Likely 0 1 2 3 4 5 6 7 8 9 10	,

mo Like 0"," 1"," 2"," 3"," 4"," 5"," 6"," 7"," 8","	nths?" is ely Maybe	one of th	ne follov	ving ans	swers ("	ely are you Not At All Estes Pa					the next <u>12</u>	
	Not At All										Extremely	
	Likely					Maybe					Likely	
	0	1	2	3	4	5	6	7	8	9	10	
	0	O	0	O	0	O	O	0	0	0	0	
	riend or Not At All Likely 0	family	mem 2	ber?	4	ommend Neutral 5	6	7	8	9	estination to Extremely Likely 10	
35.	In your vel dest	opini	on, wh			iost <u>disti</u>	nctive	aspec	cts of E	Estes I	Park as a	

Max character count = 4000 36. What community features/amenities could Estes Park add to make you excited to come back?
Network Connectivity
Show/hide trigger exists. 37. Did you bring a device with internet connectivity on your visit to Estes Park?
☐ Yes, smartphone
☐ Yes, tablet
☐ Yes, laptop
Yes, other:
□ No
Show/hide trigger exists. Hidden unless: #37 Question "Did you bring a device with internet connectivity on your visit to Estes Park?" is one of the following answers ("Yes, smartphone","Yes, tablet","Yes, laptop","Yes, other:") 38. Did you connect to an internet network during your visit to Estes Park?
© Yes
O No
O Not sure/don't remember

Hidden unless: #38 Question "Did you connect to an internet network during your visit to Estes Park?" is one of the following answers ("Yes") 39. Did you find the internet connection speed(s) to be generally adequate? Yes Somewhat O No O Not sure/don't remember Hidden unless: #37 Question "Did you bring a device with internet connectivity on your visit to Estes Park?" is one of the following answers ("Yes, smartphone", "Yes, tablet", "Yes, laptop", "Yes, other:") 40. Did you research the speed of available internet service in Estes Park while planning your visit? O Yes O No O Not sure/don't remember

41. How important to you is good internet access when deciding where to go and stay on a leisure trip?

Not At All		Moderately				
Important		Important	Very Important			
1	2	3	4	5		
O	O	С	O	О		

(untitled)

42. What other mountain destinations, in leisure/vacation trip in the past three su	f any, have you visited for a mmers (2015-17)? <i>(Check all that apply)</i>
Aspen / Snowmass	☐ Winter Park/Granby area
☐ Breckenridge	Other Colorado area(s):
Other Summit County (Keystone, Copper Mtn, Frisco, etc.)Crested Butte/Gunnison area	☐ Lake Tahoe (CA/NV) area ☐ Park City (UT) area
Durango/Silverton/Ouray areaPikes Peak/Colorado Springs area	☐ Jackson Hole/Grand Teton/Yellowstone area
☐ Steamboat Springs area	☐ Whitefish/Glacier National Park area
☐ Telluride area	☐ Sun Valley (ID) area
□ Vail/Beaver Creek area	Other: None
43. Generally speaking, for your summe	er vacation trips, do you typically:
Visit the same destination year after year	
Rotate between a few different destinations	
 Visit new/different destinations all the time 	
44. How would you classify yourself on vacations?	the following scale in planning your
1 - Value conscious / price sensitive / least of	cost choice
O 2	
3 - Seek an even balance between price and4	d quality of experience
5 - Quality of experience is primary concern	regardless of cost

45. Finally, for statistical purposes only:

Which of best describes your household/family status?

- Single, no children at home
- Couple, no children at home
- Household with children living at home
- Household with grown children no longer at home (empty nester)
- Prefer not to answer

46. Which best describes your annual household income (before taxes)?

- O Below \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- © \$75,000 to \$99,999
- \$100,000 to \$149,999

- C \$150,000 to \$199,999
- © \$200,000 to \$249,999
- \$250,000 to \$499,999
- © \$500,000 or more
- Prefer not to respond

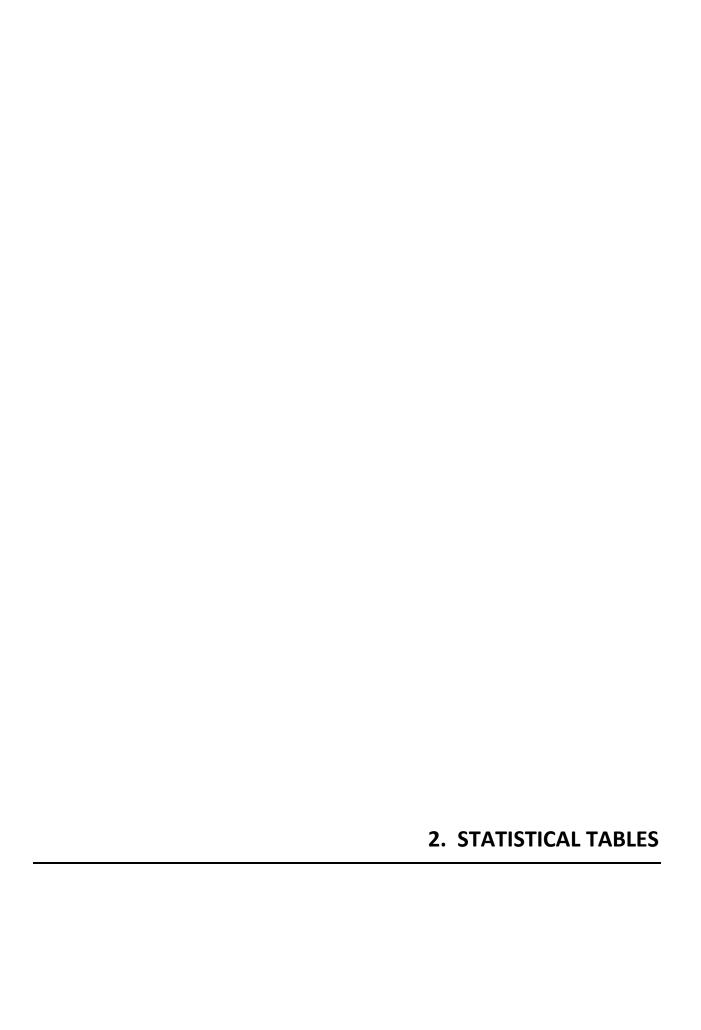
(untitled)

Show/hide trigger exists.

47. Would you like to:

- Be entered in the prize drawing (for two nights of lodging for two in Estes Park in summer or winter 2019)
- Receive our e-newsletter featuring upcoming events, activities, and packages
- □ None of the above

answers ("Be entered in the prize di winter 2019)","Receive our e-newsl Dynamically shown if "Would you le for two in Estes Park in summer or a featuring upcoming events, activitie So that we may contact you provide your name and eith information will only be use	ess: #47 Question "Would you like to:" is one of the following rawing (for two nights of lodging for two in Estes Park in summer or etter featuring upcoming events, activities, and packages") like to:" = Be entered in the prize drawing (for two nights of lodging winter 2019) or "Would you like to:" = Receive our e-newsletter if you are the winner of the prize drawing, please her email address OR phone number. This is defor the purpose(s) you indicated above. We do not be divulge any of your contact information.
Name:	Email Address:
OR Phone Number:	
Thank You!	
THANK YOU for your time and pa	•



			Are you staying o Park or within 10 Pa	0 miles of Estes	Place (of residence		Visi	tor type		Day of inter	cept survey	Month	of intercep	t survey
		OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
Hello, are you a visitor to Estes Park, or a second	Visitor	99%	98%	99%	99%	99%	99%	99%	98%	100%	99%	98%	98%	100%	99%
homeowner or part-time resident of Estes Park?	Second homeowner/part-time resident	1%	2%	1%	1%	1%	1%	1%	2%		1%	2%	2%	0%	1%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	1,448	686	744	362	1,069	99	259	581	474	1,168	280	418	401	629
	Yes	50%	100%		30%	64%	100%		100%		49%	51%	48%	58%	42%
Are you staying overnight in Estes Park or within 10 miles	No	49%		100%	69%	36%		100%		100%	50%	49%	51%	41%	57%
of Estes Park?	Uncertain	1%			1%	1%					1%		1%	1%	1%
	Other	0%			0%						0%			0%	
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	1,449	686	745	363	1,069	99	260	581	474	1,169	280	418	401	630
Respondent gender	Male	47%	50%	44%	45%	48%	48%	43%	50%	46%	45%	51%	46%	46%	50%
Respondent gender	Female	53%	50%	56%	55%	52%	52%	57%	50%	54%	55%	49%	54%	54%	50%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	1,447	685	744	362	1,068	99	259	580	474	1,168	279	418	401	628
	18 - 24	5%	4%	6%	6%	5%	3%	7%	5%	5%	6%	5%	3%	5%	7%
	25 - 34	12%	12%	13%	14%	11%	13%	15%	11%	11%	13%	10%	15%	10%	13%
	35 - 44	20%	19%	22%	22%	18%	20%	24%	18%	19%	19%	23%	19%	23%	19%
Age of respondent	45 - 54	23%	25%	20%	21%	24%	29%	18%	24%	25%	22%	24%	21%	26%	20%
	55 - 64	20%	21%	20%	17%	23%	15%	17%	22%	24%	21%	18%	21%	19%	20%
	65 - 74	15%	16%	14%	14%	15%	14%	14%	17%	13%	15%	14%	15%	13%	17%
	75 or older	5%	4%	5%	6%	3%	6%	6%	3%	4%	4%	6%	5%	5%	4%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		49.9	50.5	49.2	49.1	50.5	50.0	48.4	50.7	50.3	49.7	50.3	50.4	49.4	50.0
Median		50.0	51.0	50.0	50.0	51.0	50.0	49.0	52.0	50.0	50.0	50.0	51.0	49.0	51.0
n =		1,448	685	745	363	1,068	99	260	580	474	1,168	280	418	400	630

			Are you staying of Park or within 1	overnight in Estes 0 miles of Estes rk?	Place	of residence		Visit	or type		Day of inter	cept survey	Month	of intercer	ot survey
		OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
Survey conducted in:	English	98%	98%	98%	96%	99%	95%	97%	99%	99%	99%	97%	99%	98%	97%
Survey conducted in.	Spanish	2%	2%	2%	4%	1%	5%	3%	1%	1%	1%	3%	1%	2%	3%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
IOTAL	n =	1,445	683	744	362	1,066	99	259	578	474	1,165	280	418	398	629
	Estes Park Visitor Center (at US 34 & 36)	53%	53%	53%	54%	53%	53%	53%	54%	53%	55%	51%	49%	60%	49%
	Downtown Estes Park	34%	31%	38%	34%	35%	26%	37%	32%	39%	37%	28%	21%	32%	49%
	Estes Park Fairgrounds	5%	5%	5%	9%	2%	11%	8%	3%			14%	15%		
Survey location:	National Park Village (at US 36 & Mary's Lake Rd)	3%	4%	1%	1%	4%	2%	0%	5%	2%	4%		8%		
	YMCA	2%	5%		2%	3%	5%		5%			7%		7%	
	Parking garage area on US 36	2%	2%	3%	1%	3%	2%	0%	1%	5%	3%		6%	0%	
	Other	1%	1%	1%	0%	1%		1%	1%	0%	1%			0%	2%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
IOIAL	n=	1,449	686	745	363	1,069	99	260	581	474	1,169	280	418	401	630
	No	88%	87%	88%	82%	92%	74%	85%	92%	91%	95%	74%	83%	83%	98%
Was delay a second at all	Rooftop Rodeo (July 5 - 10)	6%	6%	6%	8%	5%	11%	6%	4%	7%	4%	10%		17%	
Was this survey conducted at a concert, festival, or other special event?	Estes Park Wool Market & Fiber Festival (June 7-10)	5%	5%	4%	8%	2%	13%	6%	3%	1%	1%	12%	14%	0%	0%
special event?	Performance Park Summer Concert Series (June 16 - September 15)	1%	0%	2%	2%	0%	1%	3%	0%			3%	3%		
	Labor Day Arts & Crafts Show (September 1 -3)	1%	1%	0%	0%	1%	0%	0%	1%	1%	1%				2%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	1,448	686	744	363	1,068	99	260	581	473	1,168	280	418	401	629

			Park or within 1	overnight in Estes 0 miles of Estes rk?	Place o	of residence		Visit	or type		Day of inter	cept survey	Month	of intercep	t survey
		OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	June	31%	30%	32%	31%	31%	27%	33%	31%	32%	32%	28%	100%		
Month of intercept survey	July	37%	43%	30%	33%	39%	51%	25%	40%	37%	37%	36%		100%	
	August	32%	27%	38%	36%	30%	22%	42%	29%	31%	31%	35%			100%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	1,449	686	745	363	1,069	99	260	581	474	1,169	280	418	401	630
	Monday	7%	5%	8%	6%	7%	4%	6%	6%	10%	10%		6%	8%	6%
	Tuesday	4%	4%	4%	2%	5%	3%	2%	4%	7%	6%			7%	5%
	Wednesday	16%	17%	15%	14%	18%	12%	15%	19%	15%	24%		15%	21%	13%
Day of week of intercept survey	Thursday	15%	18%	12%	11%	18%	13%	9%	19%	16%	22%		17%	11%	17%
	Friday	25%	22%	27%	24%	26%	21%	25%	22%	32%	37%		32%	21%	22%
	Saturday	13%	12%	14%	19%	9%	23%	17%	9%	9%		39%	30%	10%	
	Sunday	21%	22%	20%	25%	17%	25%	25%	21%	11%		61%		24%	37%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
IOIAL	n =	1,449	686	745	363	1,069	99	260	581	474	1,169	280	418	401	630
Day of interest accordance	Weekday (M-F)	67%	66%	67%	57%	74%	53%	58%	70%	79%	100%		70%	67%	63%
Day of intercept survey	Weekend (Sa-Su)	33%	34%	33%	43%	26%	47%	42%	30%	21%		100%	30%	33%	37%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	1,449	686	745	363	1,069	99	260	581	474	1,169	280	418	401	630

			Are you staying o	overnight in Estes 0 miles of Estes ark?		of residence			or type		Day of inter	rcept survey	Month	of intercep	ot survey
		OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	7:00-7:59 AM	0%	0%	0%	0%	0%		0%	0%	0%	0%			0%	0%
	8:00-8:59 AM	1%	1%	0%		1%			1%	0%	1%	0%	1%	0%	0%
	9:00-9:59 AM	7%	8%	6%	7%	7%	12%	5%	7%	8%	9%	3%	9%	8%	4%
	10:00-10:59 AM	15%	16%	13%	12%	17%	13%	11%	17%	17%	18%	8%	19%	12%	14%
	11:00-11:59 AM	19%	17%	20%	18%	19%	18%	18%	17%	23%	22%	13%	23%	13%	21%
	12:00-12:59 PM	18%	16%	19%	20%	16%	22%	19%	15%	18%	13%	26%	15%	12%	26%
TIME OF INTERCEPT SURVEY	1:00-1:59 PM	8%	8%	9%	8%	8%	5%	10%	8%	7%	7%	11%	12%	4%	9%
	2:00-2:59 PM	8%	7%	9%	10%	6%	4%	12%	7%	4%	5%	13%	11%	8%	5%
	3:00-3:59 PM	9%	10%	9%	8%	10%	7%	9%	11%	9%	9%	10%	4%	12%	12%
	4:00-4:59 PM	10%	9%	11%	12%	10%	13%	11%	9%	11%	9%	13%	5%	19%	6%
	5:00-5:59 PM	3%	3%	2%	3%	2%	5%	3%	2%	2%	2%	4%	1%	5%	2%
	6:00-6:59 PM	1%	2%	0%	1%	2%	2%		2%	1%	2%			3%	1%
	After 7:00 PM	2%	3%	0%	1%	2%	1%	1%	4%	0%	3%			5%	
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	1,449	686	745	363	1,069	99	260	581	474	1,169	280	418	401	630
	Less than one minute	5%	6%	4%	4%	5%	8%	3%	5%	5%	5%	5%	5%	5%	4%
	1-1:59	59%	59%	59%	60%	59%	60%	60%	59%	58%	60%	58%	59%	61%	57%
	2-2:59	21%	20%	23%	23%	21%	20%	24%	21%	21%	21%	22%	22%	21%	22%
	3-3:59	6%	6%	5%	5%	6%	8%	4%	5%	7%	6%	5%	6%	6%	5%
	4-4:59	3%	2%	3%	3%	3%	0%	3%	3%	2%	2%	3%	4%	1%	3%
	5-5:59	2%	1%	3%	2%	1%		4%	1%	1%	1%	3%	2%	2%	2%
Survey duration (in minutes)	6-6:59	1%	1%	1%	1%	2%		1%	2%	2%	1%	1%	0%	1%	2%
	7-7:59	0%	0%	0%	0%	1%		0%	0%	1%	0%	1%		0%	1%
	8-8:59	0%	0%	0%		0%			0%	1%	0%		0%	0%	0%
	9-9:59	0%	0%	0%		0%			0%	1%	0%	0%		0%	0%
	10-11:59	0%	1%	0%	1%	0%	2%		0%	0%	1%	0%	1%	0%	0%
	12-14:59	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%
	15-30:00	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		2.7	2.9	2.6	2.9	2.5	3.8	2.5	2.6	2.5	2.7	2.8	2.3	2.9	2.8
Median		1.7	1.7	1.7	1.7	1.8	1.7	1.7	1.8	1.8	1.8	1.7	1.7	1.7	1.8
n =		1,446	684	744	363	1,066	99	260	579	473	1,167	279	417	401	628

			Are you staying Park or within	overnight in Estes 10 miles of Estes ark?		of residence			or type		Day of inte	rcept survey	Month	of intercep	pt survey
		OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Northeastern US Census Region	4%	6%	3%		7%			7%	7%	5%	3%	5%	3%	5%
	Midwestern US Census Region	26%	37%	16%		44%			49%	36%	28%	22%	23%	30%	24%
	Southern US Census Region	19%	22%	16%		32%			29%	37%	22%	13%	20%	21%	16%
	Colorado	41%	24%	57%	100%		100%	100%			35%	53%	41%	37%	45%
	Western US Census Region (ex. CO)	7%	6%	7%		11%			8%	16%	7%	6%	7%	5%	8%
U.S. CENSUS REGION / WORLD REGION	Europe	2%	3%	1%		4%			4%	3%	2%	2%	2%	2%	2%
	Latin America / Caribbean	0%	1%	0%		1%			1%	0%	0%	0%	0%	1%	0%
	Canada	0%	0%	0%		0%			0%	0%	0%	0%	0%	0%	0%
	Australia/NZ	0%	0%	0%		0%			0%	0%	0%		0%		0%
	Asia	0%	0%	0%		0%			0%	1%	0%	0%	0%	0%	
	Middle East, Africa, Other International	0%	0%			0%			0%		0%			0%	
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	1,432	680	734	363	1,069	99	260	581	474	1,159	273	413	397	622
	New England (CT, ME, MA, NH, RI, VT)	1%	2%	1%		2%			2%	2%	1%	1%	2%	0%	2%
	Middle Atlantic (NJ, NY, PA)	3%	4%	2%		5%			5%	5%	3%	2%	4%	3%	3%
	East North Central (IL, IN, MI, OH, WI)	11%	15%	7%		18%			19%	17%	11%	10%	11%	13%	9%
	West North Central (IA, KS, MN, MO, NE, ND, SD)	15%	22%	8%		26%			29%	19%	17%	13%	12%	18%	15%
	South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)	6%	7%	5%		10%			9%	12%	7%	4%	7%	6%	4%
U.S. CENSUS DIVISION	East South Central (AL, KY, MS, TN)	1%	2%	1%		2%			2%	3%	2%	1%	3%	1%	1%
	West South Central (AR, LA, OK, TX)	12%	14%	10%		20%			19%	22%	14%	8%	11%	13%	11%
	Colorado	41%	24%	57%	100%		100%	100%			35%	53%	41%	37%	45%
	Mountain ex. CO (AZ, ID, MT, NV, NM, UT, WY)	3%	3%	3%		5%			4%	8%	3%	2%	3%	2%	3%
	Pacific (CA, OR, WA, AK, HI)	4%	4%	3%		6%			5%	8%	4%	4%	3%	3%	4%
	International	3%	5%	2%		5%			6%	4%	3%	3%	3%	4%	2%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n=	1,432	680	734	363	1,069	99	260	581	474	1,159	273	413	397	622
	Colorado Front Range (12 county - Weld to Elbert to Pueblo)	39%	23%	55%	96%		95%	97%			33%	51%	39%	35%	44%
	Other Colorado	1%	1%	2%	4%		5%	3%			1%	2%	1%	2%	1%
	Northeastern US Census Region	4%	6%	3%		7%			7%	7%	5%	3%	5%	3%	5%
	Midwestern US Census Region	26%	37%	16%		44%			49%	36%	28%	22%	23%	30%	24%
	Southern US Census Region	19%	22%	16%		32%			29%	37%	22%	13%	20%	21%	16%
U.S. CENSUS REGION /	Western US Census Region (excl. Colorado)	7%	6%	7%		11%			8%	16%	7%	6%	7%	5%	8%
WORLD REGION	Europe	2%	3%	1%		4%			4%	3%	2%	2%	2%	2%	2%
	Latin America / Caribbean	0%	1%	0%		1%			1%	0%	0%	0%	0%	1%	0%
	Canada	0%	0%	0%		0%			0%	0%	0%	0%	0%	0%	0%
	Australia/NZ	0%	0%	0%		0%			0%	0%	0%		0%		0%
	Asia	0%	0%	0%		0%			0%	1%	0%	0%	0%	0%	
	Middle East, Africa, Other International	0%	0%			0%			0%		0%			0%	
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	1,432	680	734	363	1,069	99	260	581	474	1,159	273	413	397	622

			Are you staying ov Park or within 10 Park	miles of Estes	Place	of residence		Visit	or type		Day of inter	cept survey	Month	of intercept	t survey
STATE / CO	DUNTRY	OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Colorado	40.7%	24.3%	57.0%	100.0%		100.0%	100.0%			34.6%	52.9%	40.6%	36.9%	45.1%
	Texas	8.6%	9.7%	7.5%		14.6%			12.8%	17.4%	9.5%	6.8%	8.1%	9.4%	8.3%
	Illinois	4.3%	5.9%	2.9%		7.3%			7.8%	6.7%	4.2%	4.6%	4.9%	5.7%	2.2%
	Missouri	3.6%	5.2%	2.0%		6.1%			6.8%	4.7%	3.6%	3.5%	1.9%	5.3%	3.3%
	Kansas	3.4%	5.1%	1.7%		5.8%			6.8%	3.9%	3.7%	2.9%	2.2%	4.1%	3.8%
	Nebraska	3.1%	4.8%	1.3%		5.2%			6.3%	3.1%	3.2%	2.9%	2.1%	3.5%	3.5%
	California	2.7%	3.1%	2.4%		4.6%			4.1%	5.6%	2.7%	2.9%	2.7%	2.4%	3.1%
	Florida	2.4%	2.6%	2.1%		4.0%			3.5%	4.9%	2.6%	1.9%	3.7%	2.5%	0.9%
	Iowa	2.2%	3.5%	0.8%		3.7%			4.7%	1.8%	2.9%	0.9%	2.2%	2.6%	1.7%
	Wisconsin	2.1%	3.1%	1.2%		3.6%			4.1%	2.8%	2.1%	2.2%	1.9%	2.4%	2.1%
	Minnesota	2.0%	2.4%	1.6%		3.4%			3.1%	3.7%	2.1%	1.8%	2.6%	1.3%	2.3%
	Ohio	2.0%	2.5%	1.5%		3.4%			3.4%	3.4%	2.0%	1.9%	1.4%	2.9%	1.6%
	Oklahoma	1.9%	2.6%	1.2%		3.2%			3.4%	2.9%	2.7%	0.2%	1.2%	2.6%	1.7%
	Pennsylvania	1.5%	2.1%	1.0%		2.5%			2.7%	2.2%	1.5%	1.5%	2.4%	0.8%	1.4%
	Indiana	1.4%	1.9%	0.9%		2.3%			2.5%	2.1%	1.6%	1.1%	2.1%	1.2%	0.9%
	Michigan	1.1%	1.3%	0.8%		1.8%			1.8%	1.9%	1.5%	0.1%	1.2%	0.3%	1.8%
	Maryland	1.0%	1.6%	0.3%		1.6%			2.2%	0.7%	1.1%	0.6%	0.9%	1.1%	0.9%
	Arizona	0.9%	0.9%	0.8%		1.4%			1.2%	2.0%	1.2%	0.1%	1.0%	0.8%	0.7%
	New York	0.9%	1.0%	0.7%		1.4%			1.4%	1.6%	1.3%		0.7%	0.8%	1.0%
	New Jersey	0.8%	0.9%	0.6%		1.3%			1.2%	1.5%	0.7%	1.0%	0.5%	1.0%	0.8%
	Tennessee	0.7%	0.9%	0.6%		1.3%			1.2%	1.3%	0.8%	0.6%	1.2%	0.5%	0.6%
	Wyoming	0.7%	0.4%	1.1%		1.3%			0.5%	2.6%	0.6%	1.1%	0.2%	0.5%	1.5%
	North Carolina	0.7%	0.6%	0.9%		1.3%			0.8%	2.0%	1.0%	0.1%	0.7%	1.1%	0.3%
	Arkansas	0.7%	0.9%	0.6%		1.2%			1.2%	1.4%	1.0%	0.2%	0.5%	0.8%	0.9%
	New Mexico	0.7%	0.7%	0.7%		1.2%			0.9%	1.7%	0.5%	1.0%	1.0%	0.6%	0.5%
	Virginia	0.7%	0.9%	0.5%		1.2%			1.2%	1.2%	0.6%	0.9%	0.6%	0.9%	0.5%
	Massachusetts	0.7%	0.8%	0.5%		1.1%			1.1%	1.1%	0.9%	0.2%	0.8%	0.1%	1.1%

(cont.)			Park or within 1	overnight in Estes 0 miles of Estes ark?	Place	of residence		Visit	or type		Day of interd	cept survey	Month o	of intercept	t survey
STATE / COUNT	RY	OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Georgia	0.7%	0.6%	0.8%		1.1%			0.7%	1.8%	0.8%	0.3%	0.7%	0.5%	0.7%
	Washington	0.6%	0.5%	0.8%		1.1%			0.7%	1.8%	0.6%	0.6%	0.5%	0.6%	0.8%
	South Dakota	0.6%	0.8%	0.3%		1.0%			1.1%	0.8%	0.6%	0.7%	0.2%	0.9%	0.6%
	Louisiana	0.6%	0.9%	0.2%		0.9%			1.2%	0.5%	0.6%	0.4%	1.0%	0.2%	0.5%
	United Kingdom	0.5%	0.7%	0.2%		0.8%			0.9%	0.6%	0.4%	0.6%	0.7%	0.3%	0.4%
	Kentucky	0.4%	0.4%	0.5%		0.8%			0.5%	1.1%	0.5%	0.4%	1.1%	0.2%	0.1%
STATE / COUNTRY	Germany	0.4%	0.6%	0.2%		0.7%			0.8%	0.5%	0.6%	0.1%	0.2%	0.4%	0.7%
	Holland	0.4%	0.8%			0.7%			1.0%		0.4%	0.4%	0.6%	0.6%	
	South Carolina	0.3%	0.3%	0.4%		0.6%			0.4%	1.0%	0.5%		0.4%	0.3%	0.3%
	North Dakota	0.3%	0.3%	0.4%		0.6%			0.3%	1.0%	0.5%		0.8%	0.1%	0.1%
	Utah	0.3%	0.6%	0.1%		0.6%			0.8%	0.2%	0.5%		0.2%	0.2%	0.6%
	Canada	0.3%	0.4%	0.2%		0.4%			0.5%	0.4%	0.3%	0.1%	0.3%	0.2%	0.3%
	Denmark	0.2%	0.5%			0.4%			0.6%		0.1%	0.4%	0.2%	0.4%	0.1%
	Alabama	0.2%	0.3%	0.2%		0.4%			0.3%	0.4%	0.3%		0.5%	0.2%	0.1%
	Nevada	0.2%	0.1%	0.3%		0.3%			0.1%	0.7%	0.3%		0.6%		0.1%
	Maine	0.2%	0.2%	0.2%		0.3%			0.3%	0.4%	0.0%	0.5%	0.5%		0.1%
	Oregon	0.2%	0.1%	0.3%		0.3%			0.1%	0.7%	0.3%		0.2%		0.4%
	Switzerland	0.2%	0.3%	0.1%		0.3%			0.3%	0.3%	0.3%		0.2%	0.3%	0.1%
	Connecticut	0.2%	0.3%	0.1%		0.3%			0.3%	0.2%	0.2%	0.2%	0.2%		0.4%
	Montana	0.1%		0.3%		0.2%				0.7%	0.2%		0.2%	0.2%	
	New Hampshire	0.1%	0.2%	0.1%		0.2%			0.2%	0.3%	0.2%			0.3%	0.1%
	Jamaica	0.1%	0.3%			0.2%			0.4%			0.4%		0.4%	
	Sweden	0.1%	0.3%			0.2%			0.4%		0.2%		0.2%	0.2%	
	Indonesia	0.1%	0.2%			0.2%			0.3%			0.4%	0.4%		
	Mexico	0.1%	0.1%	0.1%		0.2%			0.2%	0.2%	0.2%			0.2%	0.1%
	Australia	0.1%	0.1%	0.1%		0.2%			0.1%	0.2%	0.1%		0.2%		0.1%
	Vermont	0.1%	0.1%	0.0%		0.1%			0.2%	0.1%	0.1%		0.2%		0.1%

(cont.)			Park or within 1	overnight in Estes 0 miles of Estes rk?	Diese	of residence		Viole			Day of into		Month	of intercent	4
0747F / 00/W	TDV					Out of state /	Colorado		Out of state/int'l	Out of state/int'l		cept survey Weekend (Sa-		of intercept	
STATE / COUNT		OVERALL	Yes	No	Colorado	foreign	overnight	Colorado day	overnight	day	Weekday (M-F)	Su)	June	July	August
	Poland	0.1%		0.2%		0.1%				0.4%		0.2%		0.2%	
	Taiwan	0.1%		0.2%		0.1%				0.4%	0.1%			0.2%	
	Spain	0.1%		0.2%		0.1%				0.4%	0.0%	0.1%	0.1%		0.1%
	Israel	0.1%	0.1%			0.1%			0.2%		0.1%			0.2%	
	Nicaragua	0.1%	0.1%			0.1%			0.1%		0.1%		0.2%		
	Colombia	0.0%	0.1%			0.1%			0.1%		0.1%				0.1%
	Macedonia	0.0%	0.1%			0.1%			0.1%		0.1%				0.1%
	China	0.0%		0.1%		0.1%				0.2%	0.1%			0.1%	
	Mississippi	0.0%		0.1%		0.1%				0.2%	0.1%			0.1%	
	Argentina	0.0%	0.1%			0.1%			0.1%		0.1%				0.1%
	Italy	0.0%		0.1%		0.1%				0.2%	0.0%		0.1%		
	Norway	0.0%		0.1%		0.1%				0.2%	0.0%		0.1%		
	France	0.0%		0.0%		0.0%				0.1%	0.0%				0.1%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
IUIAL	n =	1,432	680	734	363	1,069	99	260	581	474	1,159	273	413	397	622

			Are you staying o Park or within 10 Par	vernight in Estes 0 miles of Estes rk?	Place o	f residence		Visit	or type		Day of interc	ept survey	Month o	of intercept	survey
DESIGNATED MARKET	AREA	OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Denver CO, NE, NV, WY	37.5%	20.4%	54.7%	92.0%	0.1%	83.2%	96.0%	0.2%		32.1%	48.4%	36.2%	33.6%	43.3%
	International	3.2%	4.7%	1.7%		5.3%			6.2%	3.9%	3.3%	2.8%	3.4%	3.7%	2.3%
	Kansas City KS, MO	3.1%	5.0%	1.3%		5.3%			6.6%	3.0%	2.9%	3.7%	1.9%	4.9%	2.3%
	Dallas - Fort Worth TX	3.1%	3.8%	2.3%		5.2%			5.0%	5.4%	3.5%	2.2%	3.1%	2.7%	3.5%
	Colorado Springs - Pueblo CO	3.1%	3.8%	2.2%	7.6%		15.8%	3.9%			2.4%	4.4%	4.0%	3.3%	2.0%
	Chicago IL, IN	2.4%	3.3%	1.6%		4.1%			4.4%	3.6%	2.4%	2.5%	2.8%	3.0%	1.4%
	Omaha IA, MO, NE	1.9%	2.9%	0.9%		3.2%			3.8%	2.2%	2.0%	1.9%	0.4%	3.0%	2.2%
	Los Angeles CA	1.7%	1.8%	1.7%		2.9%			2.4%	3.9%	1.7%	1.9%	1.0%	2.2%	1.9%
	Houston TX	1.7%	2.1%	1.3%		2.8%			2.8%	2.9%	1.8%	1.5%	1.7%	1.6%	1.6%
	Saint Louis IL, MO	1.6%	2.6%	0.6%		2.7%			3.4%	1.5%	1.5%	1.7%	1.2%	2.0%	1.5%
	Minneapolis - Saint Paul MN, WI	1.6%	2.1%	1.0%		2.7%			2.7%	2.4%	1.7%	1.4%	1.5%	1.5%	1.8%
	Austin TX	1.4%	1.4%	1.2%		2.3%			1.9%	2.7%	1.4%	1.4%	1.5%	1.4%	1.3%
	Lincoln & Hastings - Kearney KS, NE	1.2%	2.1%	0.4%		2.1%			2.8%	0.8%	1.4%	1.0%	1.8%	1.0%	0.9%
	Tulsa KS, OK	1.1%	1.8%	0.3%		1.8%			2.4%	0.8%	1.5%	0.2%	0.5%	1.7%	0.9%
	Milwaukee WI	1.1%	1.4%	0.8%		1.8%			1.8%	1.8%	1.1%	1.0%	1.1%	1.3%	0.8%
	Wichita - Hutchinson KS, NE	1.1%	1.6%	0.4%		1.8%			2.1%	1.0%	1.4%	0.4%	0.2%	1.1%	1.9%
	Washington (Hagerstown) DC, MD, PA, VA, WV	1.0%	1.3%	0.6%		1.6%			1.7%	1.5%	1.0%	0.9%	0.8%	1.2%	0.9%
	Philadelphia DE, NJ, PA	0.9%	1.2%	0.6%		1.5%			1.5%	1.4%	0.5%	1.6%	1.4%	1.0%	0.2%
	Indianapolis IN	0.8%	1.2%	0.5%		1.4%			1.5%	1.3%	0.8%	0.8%	1.5%	0.7%	0.3%
	Tampa - Saint Petersburg (Sarasota) FL	0.8%	0.9%	0.7%		1.4%			1.2%	1.7%	0.8%	0.8%	1.7%	0.7%	0.0%
	New York CT, NJ, NY, PA	0.8%	0.9%	0.7%		1.3%			1.2%	1.5%	1.1%	0.1%	0.6%	0.6%	1.2%
	Cedar Rapids - Waterloo & Dubuque IA	0.7%	1.2%	0.3%		1.2%			1.6%	0.6%	1.0%	0.2%	0.8%	0.6%	0.8%
	Sioux City IA, NE, SD	0.7%	1.2%	0.1%		1.1%			1.6%	0.3%	0.5%	1.0%		1.4%	0.5%
	Cheyenne - Scottsbluff NE, WY	0.7%	0.3%	1.1%		1.1%			0.3%	2.6%	0.6%	0.9%	0.2%	0.5%	1.2%
	Albuquerque - Santa Fe CO, NM	0.7%	0.7%	0.7%		1.1%			0.9%	1.5%	0.5%	1.0%	0.9%	0.6%	0.5%
	Oklahoma City OK	0.7%	0.7%	0.6%		1.1%			0.9%	1.4%	1.0%		0.6%	0.7%	0.6%
	Boston (Manchester) MA, NH, VT	0.6%	0.7%	0.6%		1.0%			0.9%	1.3%	0.8%	0.2%	0.8%	0.4%	0.6%
	San Antonio TX	0.6%	0.3%	0.9%		1.0%			0.4%	2.1%	0.8%	0.2%	0.7%	0.9%	0.1%
	Detroit MI	0.6%	0.8%	0.4%		1.0%			1.1%	0.9%	0.8%	0.1%	0.5%		1.4%
	Topeka KS	0.6%	0.6%	0.5%		1.0%			0.8%	1.2%	0.8%	0.2%	0.5%	0.6%	0.6%
	Cleveland OH	0.6%	0.7%	0.4%		1.0%			0.9%	1.0%	0.6%	0.5%	0.2%	0.9%	0.5%
	Atlanta AL, GA, NC	0.5%	0.4%	0.7%		0.9%			0.6%	1.6%	0.6%	0.3%	0.7%	0.2%	0.7%

(cont.)			overnight in Estes 0 miles of Estes rk?	Place o	f residence		Visite	or type		Day of inte	rcept survey	Month (of intercept	survey
DESIGNATED MARKET AREA	OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
Columbus OH	0.5%	0.8%	0.2%		0.9%			1.1%	0.5%	0.6%	0.4%	0.4%	0.7%	0.4%
San Francisco - Oakland - San Jose CA	0.5%	0.5%	0.5%		0.9%			0.6%	1.3%	0.6%	0.4%	1.2%		0.5%
Champaign & Springfield - Decatur IL	0.5%	0.5%	0.5%		0.8%			0.6%	1.2%	0.5%	0.4%	0.4%	0.8%	0.3%
Des Moines - Ames IA, MO	0.5%	0.9%			0.8%			1.2%		0.8%		0.7%	0.4%	0.4%
Orlando - Daytona Beach - Melbourne FL	0.5%	0.7%	0.3%		0.8%			0.9%	0.6%	0.5%	0.5%	0.8%	0.6%	
Phoenix AZ	0.5%	0.5%	0.5%		0.8%			0.7%	1.1%	0.6%	0.1%	0.5%	0.4%	0.5%
Springfield AR, MO	0.4%	0.3%	0.6%		0.7%			0.4%	1.3%	0.5%	0.2%	0.9%	0.2%	0.2%
Paducah - Cape Girardeau - Harrisburg - Mt Vernon IL, KY, MC	D, TN 0.4%	0.8%	0.1%		0.7%			1.0%	0.2%	0.5%	0.3%	0.9%	0.3%	0.1%
Fort Myers - Naples FL	0.4%	0.6%	0.2%		0.7%			0.8%	0.5%	0.4%	0.4%		0.9%	0.3%
Cincinnati IN, KY, OH	0.4%	0.6%	0.2%		0.7%			0.8%	0.6%	0.4%	0.4%	0.6%	0.2%	0.5%
Sioux Falls (Mitchell) IA, MN, NE, SD	0.4%	0.5%	0.3%		0.7%			0.6%	0.8%	0.5%	0.2%	0.2%	0.5%	0.5%
Baltimore MD	0.4%	0.7%	0.1%		0.7%			0.9%	0.2%	0.5%	0.2%	0.2%	0.4%	0.6%
Seattle - Tacoma WA	0.4%	0.5%	0.3%		0.6%			0.7%	0.6%	0.3%	0.6%	0.2%	0.4%	0.6%
Tucson (Sierra Vista) AZ	0.4%	0.4%	0.4%		0.6%			0.5%	0.9%	0.6%		0.5%	0.4%	0.2%
La Crosse - Eau Claire MN, WI	0.4%	0.3%	0.4%		0.6%			0.4%	1.0%	0.1%	1.0%	0.8%	0.2%	0.1%
Little Rock - Pine Bluff AR	0.4%	0.5%	0.2%		0.6%			0.7%	0.5%	0.4%	0.2%	0.2%	0.4%	0.5%
Fort Smith - Fayetteville - Springdale - Rogers AR, OK	0.3%	0.5%	0.2%		0.6%			0.6%	0.6%	0.5%		0.1%	0.5%	0.4%
Peoria - Bloomington IL	0.3%	0.1%	0.6%		0.6%			0.1%	1.3%	0.4%	0.2%	0.2%	0.7%	0.1%
Louisville IN, KY	0.3%	0.3%	0.4%		0.6%			0.3%	0.9%	0.2%	0.6%	0.7%	0.1%	0.2%
Salt Lake City ID, NV, UT, WY	0.3%	0.6%	0.1%		0.6%			0.8%	0.2%	0.5%		0.2%	0.2%	0.6%
Davenport - Rock Island - Moline IL, IA	0.3%	0.4%	0.3%		0.6%			0.5%	0.6%	0.5%		0.6%	0.4%	
Columbia - Jefferson City MO	0.3%	0.5%	0.1%		0.5%			0.7%	0.3%	0.3%	0.4%		0.2%	0.8%
Waco - Temple - Bryan TX	0.3%	0.4%	0.2%		0.5%			0.5%	0.6%	0.5%		0.1%	0.4%	0.4%
Grand Rapids - Kalamazoo - Battle Creek MI	0.3%	0.3%	0.3%		0.5%			0.4%	0.7%	0.4%		0.5%	0.1%	0.3%
Harrisburg - Lancaster - Lebanon - York PA	0.3%	0.5%	0.1%		0.5%			0.6%	0.3%	0.3%	0.2%	0.6%	0.2%	0.1%
Pittsburgh MD, PA, WV	0.3%	0.4%	0.2%		0.5%			0.5%	0.4%	0.2%	0.5%	0.4%		0.5%
Rochester - Mason City - Austin IA, MN	0.3%	0.4%	0.1%		0.5%			0.6%	0.3%	0.4%		0.6%		0.3%
Corpus Christi TX	0.3%	0.4%	0.2%		0.5%			0.5%	0.4%	0.2%	0.4%	0.4%	0.2%	0.2%
Sherman - Ada OK, TX	0.3%	0.3%	0.3%		0.5%			0.4%	0.7%	0.2%	0.4%		0.7%	0.1%
Toledo MI, OH	0.3%	0.3%	0.2%		0.5%			0.4%	0.6%	0.1%	0.6%		0.6%	0.1%
Amarillo KS, NM, OK, TX	0.3%	0.4%	0.2%		0.5%			0.5%	0.4%	0.4%		0.1%	0.4%	0.2%
San Diego CA	0.3%	0.4%	0.1%		0.4%			0.6%	0.2%	0.2%	0.4%	0.6%	0.1%	0.1%

Are you staying overnight in Estes Park or within 10 miles of Estes Park? Place of residence Visitor type Day of intercept survey Month of intercept survey Out of state/int'l Out of state/int'l Weekend (Sa-Out of state / Colorado **DESIGNATED MARKET AREA** Yes Colorado Weekday (M-F) Su) **OVERALL** No overnight Colorado day overnight June July **August** foreign day Green Bay - Appleton -- MI, WI 0.3% 0.4% 0.1% 0.4% 0.6% 0.2% 0.3% 0.2% 0.1% 0.4% 0.2% Joplin - Pittsburg -- KS, MO, OK 0.3% 0.4% 0.2% 0.4% 0.5% 0.4% 0.2% 0.4% 0.1% 0.5% 0.1% Madison -- WI 0.2% 0.4% 0.1% 0.4% 0.5% 0.3% 0.3% 0.1% 0.2% 0.6% Charlotte -- NC. SC 0.3% 0.4% 0.4% 0.2% 0.2% 0.4% 0.3% 0.7% 0.2% 0.1% 0.4% Fargo - Valley City -- MN, ND 0.2% 0.1% 0.4% 0.2% 0.9% 0.4% 0.5% 0.1% 0.1% Greenville - Spartansburg - Asheville - Anderson -- GA, NC, SC 0.2% 0.3% 0.1% 0.4% 0.4% 0.3% 0.3% 0.4% 0.2% 0.1% West Palm Beach - Fort Pierce -- FL 0.3% 0.2% 0.2% 0.3% 0.4% 0.3% 0.6% 0.6% 0.1% Johnstown - Altoona -- PA 0.2% 0.4% 0.1% 0.4% 0.5% 0.2% 0.3% 0.4% 0.2% 0.1% Duluth - Superior -- MI, MN, WI 0.2% 0.3% 0.1% 0.4% 0.4% 0.3% 0.3% 0.2% 0.4% Jacksonville, Brunswick -- FL, GA 0.2% 0.1% 0.3% 0.4% 0.1% 0.8% 0.3% 0.1% 0.2% 0.2% 0.3% Knoxville -- KY, TN 0.2% 0.1% 0.3% 0.4% 0.1% 0.7% 0.1% 0.4% 0.7% Tri-Cities -- KY. TN. VA 0.4% 0.4% 0.6% 0.3% 0.6% 0.1% 0.2% Yakima - Pasco - Richland - Kennewick -- OR, WA 0.2% 0.4% 0.3% 1.0% 0.3% 0.2% 0.2% 0.2% **DESIGNATED MARKET** Nashville -- KY, TN 0.2% 0.2% 0.2% 0.3% 0.3% 0.4% 0.3% 0.3% 0.3% AREA Harlingen - Weslaco - Brownsville - McAllen -- TX 0.4% 0.3% 1.0% 0.6% 0.2% 0.1% 0.5% Roanoke - Lynchburg -- VA, WV 0.2% 0.4% 0.3% 0.5% 0.1% 0.4% 0.2% 0.4% Portland -- OR, WA 0.2% 0.1% 0.3% 0.3% 0.1% 0.7% 0.3% 0.2% 0.4% Raleigh - Durham (Fayetteville) -- NC, VA 0.2% 0.1% 0.3% 0.3% 0.1% 0.7% 0.2% 0.1% 0.2% 0.3% Saint Joseph -- KS, MO 0.2% 0.3% 0.0% 0.3% 0.4% 0.1% 0.3% 0.4% 0.1% Grand Junction - Montrose -- CO 0.2% 0.3% 0.1% 0.4% 1.0% 0.2% 0.1% 0.4% 0.4% 0.1% Portland - Auburn -- ME, NH 0.2% 0.1% 0.3% 0.3% 0.2% 0.5% 0.4% 0.1% 0.2% Lubbock -- TX 0.3% 0.3% 0.2% 0.3% 0.1% 0.3% 0.3% 0.2% 0.2% Erie -- PA 0.2% 0.2% 0.2% 0.2% 0.3% 0.2% 0.4% 0.2% 0.3% Lafayette -- LA 0.2% 0.3% 0.3% 0.4% 0.1% 0.4% 0.4% 0.1% Birmingham (Anniston and Tuscaloosa) -- AL 0.2% 0.3% 0.1% 0.3% 0.3% 0.2% 0.2% 0.3% 0.2% Odessa - Midland -- TX 0.2% 0.2% 0.2% 0.3% 0.2% 0.4% 0.2% 0.4% New Orleans -- LA, MS 0.1% 0.2% 0.3% 0.2% 0.4% 0.2% 0.2% 0.2% 0.2% Springfield - Holyoke -- MA 0.4% 0.1% 0.2% 0.0% 0.2% 0.3% 0.1% 0.2% Monroe - El Dorado -- AR, LA 0.1% 0.2% 0.0% 0.2% 0.3% 0.1% 0.2% 0.4% 0.1% Evansville -- IL, IN, KY 0.1% 0.2% 0.2% 0.2% 0.4% 0.2% 0.1% 0.1% 0.3% Lexington -- KY 0.1% 0.1% 0.2% 0.4% 0.2% 0.3% 0.1% 0.2% 0.1%

0.1%

0.2%

0.1%

0.2%

0.2%

0.2%

0.2%

Santa Barbara - Santa Maria - San Luis Obispo -- CA

0.1%

(cont.)			Are you staying or Park or within 10 Par		Place of	residence		Visit	or type		Day of inter	cept survey	Month (of intercept	survey
DESIGNATED MARKET	AREA	OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	North Platte NE	0.1%	0.1%	0.2%		0.2%			0.1%	0.4%	0.1%	0.2%			0.4%
	El Paso NM, TX	0.1%	0.1%	0.2%		0.2%			0.1%	0.4%	0.2%				0.4%
	Buffalo NY, PA	0.1%	0.2%	0.1%		0.2%			0.2%	0.2%	0.2%			0.2%	0.1%
	Greensboro - High Point - Winston-Salem NC, VA	0.1%	0.2%	0.1%		0.2%			0.2%	0.2%	0.2%			0.3%	
	Shreveport AR, LA, OK, TX	0.1%	0.2%			0.2%			0.3%		0.2%		0.4%		
	Las Vegas NV	0.1%	0.1%	0.1%		0.2%			0.1%	0.3%	0.2%		0.4%		
	Quincy - Hannibal - Keokuk IL, IA, MO	0.1%	0.1%	0.2%		0.2%			0.1%	0.4%	0.1%	0.2%		0.2%	0.1%
	South Bend - Elkhart IN, MI	0.1%	0.1%	0.2%		0.2%			0.1%	0.4%	0.2%			0.2%	0.1%
	Wausau - Rhinelander WI	0.1%	0.2%	0.1%		0.2%			0.2%	0.2%	0.0%	0.2%	0.1%		0.3%
	Wilkes Barre - Scranton PA	0.1%	0.1%	0.1%		0.2%			0.2%	0.2%	0.2%			0.2%	0.1%
	Memphis AR, MS, MO, TN	0.1%	0.1%	0.1%		0.2%			0.2%	0.2%	0.0%	0.2%	0.1%		0.2%
	Beaumont - Port Arthur TX	0.1%		0.2%		0.2%				0.5%	0.2%		0.2%		0.1%
	Miami - Fort Lauderdale FL	0.1%	0.1%	0.1%		0.2%			0.1%	0.2%	0.1%	0.1%	0.2%		0.1%
	Norfolk - Portsmouth - Newport News NC, VA	0.1%		0.2%		0.2%				0.5%	0.1%		0.3%		
	Minot - Bismarck - Dickinson MT, ND, SD	0.1%	0.1%	0.1%		0.2%			0.2%	0.2%	0.1%		0.3%		
	Hartford & New Haven CT	0.1%	0.1%	0.0%		0.2%			0.2%	0.1%	0.0%	0.2%			0.3%
	Fort Wayne IN, OH	0.1%	0.1%	0.0%		0.2%			0.2%	0.1%	0.1%			0.2%	0.1%
	Syracuse NY	0.1%	0.1%	0.1%		0.2%			0.1%	0.2%	0.1%		0.3%		
	Burlington - Plattsburgh NH, NY, VT	0.1%	0.1%	0.0%		0.1%			0.2%	0.1%	0.1%		0.2%		0.1%
	Reno CA, NV	0.1%		0.2%		0.1%				0.4%	0.1%		0.2%		0.1%
	Abilene - Sweetwater TX	0.1%		0.2%		0.1%				0.4%		0.2%			0.3%
	Eureka CA	0.1%	0.2%			0.1%			0.2%			0.2%			0.3%
	Youngstown OH, PA	0.1%		0.2%		0.1%				0.4%	0.1%			0.2%	
	Dayton IN, OH	0.1%		0.2%		0.1%				0.4%	0.1%			0.2%	
	Columbia SC	0.1%		0.2%		0.1%				0.4%	0.1%			0.2%	
	Helena MT	0.1%		0.2%		0.1%				0.4%	0.1%			0.2%	
	Albany - Schenectady - Troy MA, NY, VT	0.1%	0.1%	0.1%		0.1%			0.1%	0.2%	0.1%		0.1%		0.1%
	Elmira NY, PA	0.1%	0.1%			0.1%			0.2%		0.1%				0.2%
	Wilmington NC	0.1%	0.1%			0.1%			0.2%		0.1%			0.2%	
	Chattanooga GA, NC, TN	0.1%	0.1%			0.1%			0.2%		0.1%			0.2%	
	Jackson TN	0.1%	0.1%			0.1%			0.2%		0.1%			0.2%	
	Traverse City - Cadillac MI	0.1%	0.1%			0.1%			0.2%		0.1%		0.2%		

	cont	
г	,	,

,			Are you staying o Park or within 10 Par		Place o	of residence		Visit	or type		Day of inte	rcept survey	Month o	of intercept	survey
DESIGNATED MARKET	TAREA	OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Mobile - Pensacola (Fort Walton Beach) AL, FL, MS	0.1%		0.1%		0.1%				0.3%	0.1%		0.2%		
	Mankato IA, MN	0.1%		0.1%		0.1%				0.3%	0.1%		0.2%		
	Billings MT, WY	0.1%		0.1%		0.1%				0.3%	0.1%		0.2%		
	Wheeling - Steubenville OH, WV	0.1%	0.1%			0.1%			0.1%		0.1%		0.2%		
	Flint - Saginaw - Bay City MI	0.0%	0.1%			0.1%			0.1%		0.1%				0.1%
	Utica NY	0.0%		0.1%		0.1%				0.2%	0.1%				0.1%
	Ottumwa - Kirksville IA, MO	0.0%	0.1%			0.1%			0.1%		0.1%				0.1%
	Baton Rouge LA, MS	0.0%	0.1%			0.1%			0.1%		0.1%				0.1%
	Rapid City MT, NE, SD, WY	0.0%	0.1%			0.1%			0.1%		0.1%				0.1%
	Macon GA	0.0%		0.1%		0.1%				0.2%	0.1%			0.1%	
	Charleston SC	0.0%		0.1%		0.1%				0.2%	0.1%			0.1%	
	Tallahassee - Thomasville FL, GA	0.0%		0.1%		0.1%				0.2%	0.1%			0.1%	
	Tyler - Longview (Lufkin & Nacogdoches) TX	0.0%		0.1%		0.1%				0.2%	0.1%			0.1%	
	Hattiesburg - Laurel MS	0.0%		0.1%		0.1%				0.2%	0.1%			0.1%	
	Providence - New Bedford MA, RI	0.0%	0.1%			0.1%			0.1%		0.1%				0.1%
	Bangor ME	0.0%		0.1%		0.1%				0.2%	0.0%		0.1%		
	Rochester NY	0.0%		0.1%		0.1%				0.2%	0.0%		0.1%		
	Greenville - New Bern - Washington NC	0.0%		0.1%		0.1%				0.2%	0.0%		0.1%		
	Lafayette IN	0.0%		0.1%		0.1%				0.2%	0.0%		0.1%		
	Rockford IL	0.0%		0.1%		0.1%				0.2%	0.0%		0.1%		
	Huntsville - Decatur (Florence) AL, TN	0.0%		0.1%		0.1%				0.2%	0.0%		0.1%		
	Spokane ID, MT, OR, WA	0.0%		0.1%		0.1%				0.2%	0.0%		0.1%		
	Binghamton NY	0.0%		0.0%		0.0%				0.1%	0.0%				0.1%
	Augusta GA, SC	0.0%		0.0%		0.0%				0.1%	0.0%				0.1%
	Dothan AL, GA	0.0%		0.0%		0.0%				0.1%	0.0%				0.1%
	Fresno - Visalia CA	0.0%		0.0%		0.0%				0.1%	0.0%				0.1%
	Columbus AL, GA	0.0%				0.0%					0.0%		0.1%		
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL	n =	1,432	680	734	363	1,069	99	260	581	474	1,159	273	413	397	622

			Park or within 1	overnight in Estes 10 miles of Estes ark?	Place	of residence		Vicit	or type		Day of inte	rcept survey	Month	of intercept	t survey
COLORAD	DO COUNTY	OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa-Su)	June	July	Augus
	Non-Colorado County	59.3%	75.7%	43.0%		100.0%		_	100.0%	100.0%	65.4%	47.1%	59.4%	63.1%	54.9%
	Larimer	7.2%	2.2%	12.4%	17.7%		9.0%	21.8%			4.1%	13.4%	6.6%	6.3%	8.8%
	Weld	5.3%	2.2%	8.6%	13.1%		9.0%	15.1%			5.4%	5.3%	4.2%	4.6%	7.3%
	Jefferson	4.7%	2.3%	7.3%	11.6%		9.5%	12.8%			3.4%	7.3%	3.0%	4.1%	7.0%
	Boulder	4.4%	1.7%	7.3%	10.9%		6.8%	12.8%			4.4%	4.5%	6.4%	3.7%	3.3%
	Arapahoe	4.4%	3.3%	5.5%	10.7%		13.7%	9.6%			4.1%	4.9%	3.4%	5.6%	3.9%
	Denver	3.7%	3.2%	4.1%	9.2%		13.3%	7.1%			3.4%	4.4%	6.3%	1.7%	3.7%
	Adams	3.2%	2.1%	4.4%	7.8%		8.5%	7.6%			3.3%	2.8%	1.4%	3.3%	4.7%
	Douglas	2.5%	2.2%	2.4%	6.1%		9.2%	4.1%			2.3%	2.8%	3.0%	1.8%	2.7%
	El Paso	2.1%	2.2%	2.0%	5.2%		9.0%	3.4%			2.0%	2.5%	3.6%	1.5%	1.5%
COUNTY	Pueblo	0.7%	1.1%	0.3%	1.7%		4.6%	0.5%			0.1%	1.9%	0.4%	1.2%	0.4%
	Broomfield	0.7%	0.4%	0.8%	1.7%		1.8%	1.4%			0.7%	0.7%	0.8%	0.8%	0.4%
	Summit	0.4%		0.9%	1.1%			1.6%				1.3%		1.2%	
	Morgan	0.3%	0.3%	0.3%	0.7%		1.2%	0.4%			0.3%	0.3%	0.2%	0.2%	0.4%
	Elbert	0.2%		0.5%	0.6%			0.9%			0.2%	0.4%	0.4%		0.4%
	Fremont	0.2%	0.4%		0.5%		1.8%				0.3%			0.6%	
	Garfield	0.2%		0.4%	0.4%			0.6%			0.3%		0.6%		
	Montrose	0.2%	0.3%	0.1%	0.4%		1.0%	0.2%			0.1%	0.4%	0.4%		0.1%
	Eagle	0.1%	0.2%		0.3%		1.0%				0.2%			0.2%	0.1%
	Grand	0.0%		0.1%	0.1%			0.2%			0.1%				0.1%
	Teller	0.0%	0.1%		0.1%		0.4%				0.1%				0.1%
T0741		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL	n =	1,432	680	734	363	1,069	99	260	581	474	1,159	273	413	397	622

			Park or within 1	overnight in Estes 0 miles of Estes ark?	Place	of residence		Visit	or type		Day of inter	cept survey	Month	of intercept	t survey
COLOR	ADO CITY	OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Non-Colorado City	59.3%	75.7%	43.0%		100.0%			100.0%	100.0%	65.4%	47.1%	59.4%	63.1%	54.9%
	Fort Collins	4.9%	1.8%	8.1%	12.0%		7.4%	14.2%			2.9%	8.9%	4.0%	4.3%	6.4%
	Denver	3.7%	3.2%	4.1%	9.2%		13.3%	7.1%			3.4%	4.4%	6.3%	1.7%	3.7%
	Longmont	2.9%	0.9%	5.0%	7.2%		3.8%	8.7%			2.7%	3.4%	3.0%	3.5%	2.1%
	Littleton	2.9%	2.4%	3.1%	7.1%		9.9%	5.4%			3.0%	2.7%	3.6%	1.9%	3.5%
	Aurora	2.7%	1.5%	4.0%	6.7%		6.0%	7.1%			2.5%	3.1%	1.8%	3.9%	2.3%
	Loveland	2.1%	0.3%	4.0%	5.2%		1.3%	7.0%			1.1%	4.1%	2.2%	2.1%	2.2%
	Greeley	1.8%	0.1%	3.6%	4.5%		0.5%	6.3%			1.9%	1.6%	1.0%	1.3%	3.2%
	Broomfield	1.6%	0.8%	2.3%	4.0%		3.4%	4.0%			1.5%	1.9%	1.0%	1.7%	2.1%
	Colorado Springs	1.6%	1.8%	1.4%	3.9%		7.3%	2.4%			1.6%	1.5%	2.6%	1.0%	1.2%
	Lakewood	1.3%	0.2%	2.5%	3.2%		0.7%	4.3%			0.5%	2.8%	0.8%	1.4%	1.7%
	Arvada	1.1%	0.7%	1.5%	2.6%		2.7%	2.7%			0.9%	1.3%	0.4%	1.0%	1.8%
	Boulder	1.1%	0.7%	1.4%	2.6%		3.0%	2.5%			1.2%	0.8%	2.4%	0.2%	0.8%
	Brighton	1.0%	0.6%	1.4%	2.4%		2.5%	2.4%			1.3%	0.3%	0.6%	1.0%	1.3%
	Englewood	0.9%	0.7%	1.1%	2.2%		3.0%	1.9%			0.7%	1.2%	1.4%	0.6%	0.7%
	Commerce City	0.7%	0.2%	1.3%	1.8%		0.7%	2.3%			0.8%	0.5%	0.6%	0.4%	1.2%
	Thornton	0.7%	0.3%	1.2%	1.7%		1.0%	2.0%			0.7%	0.8%		0.2%	1.9%
	Windsor	0.6%	0.2%	1.1%	1.5%		0.7%	2.0%			0.8%	0.3%	0.6%	0.4%	0.9%
	Pueblo	0.6%	1.1%		1.4%		4.6%				0.1%	1.6%		1.2%	0.4%
	Parker	0.6%	0.9%	0.2%	1.4%		3.6%	0.4%			0.2%	1.3%		1.2%	0.4%
	Evans	0.5%		1.1%	1.3%			1.9%			0.5%	0.7%	0.2%	0.4%	1.0%
	Castle Rock	0.5%	0.7%	0.4%	1.3%		2.9%	0.7%			0.6%	0.4%	0.8%		0.9%
	Erie	0.5%		1.1%	1.3%			1.9%			0.8%		1.2%	0.2%	0.3%
	Fort Lupton	0.5%	0.9%	0.2%	1.3%		3.6%	0.3%				1.6%		1.2%	0.3%
	Dillon	0.4%		0.9%	1.1%			1.6%				1.3%		1.2%	
	Henderson	0.4%	0.9%		1.1%		3.6%					1.3%		1.2%	
	Westminster	0.4%	0.2%	0.5%	0.9%		0.7%	1.0%			0.5%		0.2%	0.4%	0.4%

(cont.)			Park or within 1	overnight in Estes 0 miles of Estes rk?		of residence		Visit	or type		Day of inter	cept survey	Month (of intercept	survey
COLORA	ADO CITY	OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Johnstown	0.3%		0.6%	0.7%			1.0%			0.4%		0.8%		0.1%
	Mead	0.3%	0.5%		0.7%		2.2%				0.4%			0.6%	0.1%
	Louisville	0.3%		0.5%	0.7%			0.9%			0.4%		0.6%		0.3%
CITY	Elizabeth	0.2%		0.5%	0.6%			0.9%			0.2%	0.4%	0.4%		0.4%
CITY	Pierce	0.2%	0.2%	0.3%	0.6%		0.7%	0.6%			0.2%	0.3%		0.4%	0.3%
	Canon City	0.2%	0.4%		0.5%		1.8%				0.3%			0.6%	
	Monument	0.2%	0.2%	0.3%	0.5%		0.7%	0.5%			0.1%	0.4%	0.4%	0.2%	
	La Salle	0.2%		0.4%	0.5%			0.7%			0.2%	0.3%			0.6%
	Fort Morgan	0.2%	0.1%	0.3%	0.5%		0.5%	0.4%			0.3%		0.2%	0.2%	0.1%
	Silt	0.2%		0.4%	0.4%			0.6%			0.3%		0.6%		
	Montrose	0.2%	0.3%	0.1%	0.4%		1.0%	0.2%			0.1%	0.4%	0.4%		0.1%
	Morrison	0.2%		0.3%	0.4%			0.6%				0.5%			0.5%
	Golden	0.2%	0.2%	0.2%	0.4%		0.7%	0.3%			0.2%			0.4%	
	Fountain	0.2%		0.2%	0.4%			0.3%			0.1%	0.3%		0.2%	0.3%
	Keenesburg	0.1%	0.3%		0.3%		1.0%					0.4%	0.4%		
	Palmer Lake	0.1%	0.3%		0.3%		1.0%					0.4%	0.4%		
	Pinecliffe	0.1%		0.3%	0.3%			0.5%				0.4%	0.4%		
	Rye	0.1%		0.3%	0.3%			0.5%				0.4%	0.4%		
	Sedalia	0.1%	0.3%		0.3%		1.0%					0.4%	0.4%		
	Wellington	0.1%		0.3%	0.3%			0.5%				0.4%	0.4%		
	Eaton	0.1%		0.2%	0.2%			0.3%				0.3%			0.3%
	Wiggins	0.1%	0.2%		0.2%		0.7%					0.3%			0.3%
	Eagle	0.1%	0.2%		0.2%		0.7%				0.1%			0.2%	
	Glendale	0.1%		0.2%	0.2%			0.3%			0.1%			0.2%	
	Calhan	0.1%		0.1%	0.2%			0.2%			0.1%		0.2%		
	Berthoud	0.0%		0.1%	0.1%			0.2%			0.1%				0.1%
	Divide	0.0%	0.1%		0.1%		0.4%				0.1%				0.1%

(cont.)			Park or within 1	overnight in Estes 0 miles of Estes rk?	Place	of residence		Visit	or type		Day of inter	cept survey	Month	of intercept	t survey
COLORA	DO CITY	OVERALL	Yes	No	Colorado	Out of state / foreign	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Estes Park	0.0%	0.1%		0.1%		0.4%				0.1%				0.1%
	Evergreen	0.0%		0.1%	0.1%			0.2%			0.1%				0.1%
	Frederick	0.0%	0.1%		0.1%		0.4%				0.1%				0.1%
	Gilcrest	0.0%		0.1%	0.1%			0.2%			0.1%				0.1%
	Granby	0.0%		0.1%	0.1%			0.2%			0.1%				0.1%
	Gypsum	0.0%	0.1%		0.1%		0.4%				0.1%				0.1%
	Lone Tree	0.0%	0.1%		0.1%		0.4%				0.1%				0.1%
	Ward	0.0%		0.1%	0.1%			0.2%			0.1%				0.1%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
IOIAL	n =	1,432	680	734	363	1,069	99	260	581	474	1,159	273	413	397	622

			On	your recent trip to	Estes Park, were ye	ou		Visit	or type		Place	of residence	Day of inter	cept survey	Month	of interce	pt survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	A visitor spending the night in the Estes Park area	46%	100%				87%	1%	93%	5%	24%	62%	45%	47%	47%	49%	42%
On your recent trip to Estes Park, were you	A day visitor to Estes Park, spending the night elsewhere	24%		100%			5%	15%	4%	89%	12%	34%	28%	17%	26%	22%	25%
Park, were you	A day visitor to Estes Park, started and ended my day at my own home	29%			100%		6%	85%		6%	63%	2%	26%	35%	25%	27%	33%
	A seasonal resident of Estes Park/second homeowner	1%				100%	2%		3%		1%	2%	1%	1%	1%	2%	1%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n=	485	222	162	94	7	37	98	197	148	136	347	389	96	116	135	234

			On your recent		y / -		maten tours							
			trip to Estes Park, were you		Visit	or type	1	Place	of residence	Day of inte	rcept survey	Month	of intercep	ot survey
Day visitors to Estes Par	k, spent the night elsewhere	OVERALL	A day visitor to Estes Park, spending the night elsewhere	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Denver area	36%	36%		13%	27%	44%	11%	42%	39%	23%	39%	35%	34%
	Boulder / Lyons / Longmont area	19%	19%		11%	19%	22%	10%	22%	19%	19%	24%	19%	15%
	Loveland area	18%	18%		42%		14%	37%	13%	18%	19%	24%	21%	10%
(If day visitor to Estes Park,	Other area(s) of Colorado	17%	17%	100%	10%	55%	12%	21%	16%	19%	10%	15%	19%	17%
spent night elsewhere) Did your trip include an overnight stay in any of the	Fort Collins area	12%	12%		3%	8%	16%	2%	15%	8%	27%	7%	7%	22%
following areas?	Grand Lake / Winter Park area	5%	5%		10%		5%	9%	4%	6%	5%	6%	3%	8%
	Drake/Big Thompson Canyon area	3%	3%		5%	26%		5%	2%	2%	5%	2%		6%
	None of the above	2%	2%		5%		2%	5%	2%	2%	5%		4%	3%
	Other area(s) outside of Colorado	2%	2%			7%	2%		3%	2%	2%		3%	3%
TOTAL		115%	115%	100%	100%	142%	117%	100%	119%	115%	114%	116%	111%	118%
TOTAL	n =	161	161	1	14	10	135	15	146	138	23	42	42	77
	1	3%	3%		12%		1%	11%	1%	1%	7%	6%		3%
	2	15%	15%	100%	51%		5%	58%	5%	15%	17%	15%	22%	10%
	3	17%	17%		19%		18%	17%	17%	16%	19%	26%	13%	13%
	4	14%	14%			19%	17%		17%	13%	16%	15%	11%	15%
	5	16%	16%		17%	9%	18%	15%	17%	16%	17%	8%	19%	21%
	6	7%	7%			21%	7%		8%	8%		8%	3%	9%
	7	14%	14%			9%	19%		18%	18%		14%	16%	13%
(If day visitor to Estes Park, spent night elsewhere) How	8	3%	3%				4%		4%	2%	5%	4%		5%
many total nights did you stay away from home?	9	3%	3%				4%		4%	2%	5%		6%	2%
	10	4%	4%			28%	3%		5%	2%	12%	3%	8%	2%
	12	1%	1%			8%	0%		1%	1%				2%
	14	1%	1%				1%		1%	0%	3%			2%
	15	1%	1%				2%		2%	2%			3%	1%
	16	0%	0%				0%		0%	0%				1%
	21	0%	0%				0%		0%	0%				1%
	100	0%	0%			8%			1%	1%				1%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		5.5	5.5	2.0	2.6	14.3	5.6	2.5	6.3	5.7	4.8	4.3	5.2	6.8
Median		5.0	5.0	2.0	2.0	7.0	5.0	2.0	5.0	5.0	4.0	4.0	5.0	5.0
n =		153	153	1	11	9	131	12	141	131	22	40	40	73

			On your recent to			Visit	or type		Place	of residence	Day of inter	cept survey	Month	of intercep	pt survey
Visitors/seasonal reside	nts spending the night in the EP area	OVERALL	A visitor spending the night in the Estes Park area	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Paid commercial lodging (hotel, motel, condo)	56%	58%		38%	100%	61%	88%	39%	62%	54%	60%	60%	57%	51%
	Paid rent-by-owner lodging (Airbnb, VRBO, HomeAway, etc.)	18%	18%		15%		19%	12%	15%	19%	19%	16%	17%	15%	23%
	Tent camping - stayed outside of RMNP	6%	6%		12%		4%		12%	4%	7%	3%	7%	5%	6%
	Stayed with family or friends who live in the area	6%	6%		13%		4%		13%	4%	4%	9%	4%	8%	4%
What type(s) of lodging did you use while staying in the	RV/camper van - stayed outside of RMNP	6%	6%		11%		4%		10%	4%	6%	6%	6%	9%	2%
Estes Park area?	Tent camping - stayed in RMNP	5%	5%		2%		7%		2%	7%	5%	7%	7%	4%	6%
	A second home/vacation home owned by me/my family/friends	5%	3%	80%	7%		5%		7%	5%	5%	4%	3%	5%	8%
	Other	1%	1%		2%		1%		2%	1%	1%				3%
	Backpacking	1%	1%				1%			1%	1%	2%	1%		2%
	A timeshare/fractional unit owned by me/my family/friends	1%	0%	20%			1%			1%	1%			1%	1%
TOTAL		105%	105%	100%	100%	100%	107%	100%	100%	107%	104%	106%	105%	104%	106%
TOTAL	n =	220	214	6	33	1	178	5	34	184	181	39	56	65	99
	Direct to lodge/hotel/condo via phone	30%	30%		33%		31%		31%	30%	28%	34%	18%	43%	23%
	Direct to lodge/hotel/condo via website	29%	29%		26%	100%	29%	12%	29%	29%	26%	35%	29%	25%	36%
(If stayed in paid lodging,	Online rent-by-owner (VRBO, HomeAway, Airbnb, etc.)	19%	19%		22%		19%	12%	21%	19%	21%	15%	18%	17%	22%
including rent-by-owner) How did you make your	Online travel agency (Expedia, Travelocity, etc.)	16%	16%		11%		17%	35%	11%	17%	19%	9%	26%	13%	11%
lodging reservations?	No reservations/walk in	4%	4%		4%		2%	41%	3%	4%	4%	2%	7%	2%	2%
	Other:	2%	2%		5%		1%		4%	1%	1%	4%			6%
	Travel agent/ tour operator	1%	1%				1%			1%	1%		2%		
TOTAL		100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
IVIAL	n =	159	159		15	1	137	5	16	142	128	31	43	48	68

			On your recent to were	rip to Estes Park, you		Visit	or type		Place	of residence	Day of inte	rcept survey	Month	of intercep	ot survey
Visitors/seasonal reside the EP area	nts spending the night in	OVERALL	A visitor spending the night in the Estes Park area	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	1	11%	11%		22%	100%	7%	18%	23%	7%	9%	17%	10%	12%	10%
	2	23%	24%		44%		17%	35%	43%	18%	22%	28%	31%	22%	19%
	3	25%	26%		29%		24%	12%	28%	23%	31%	12%	28%	24%	24%
	4	10%	10%	9%	3%		12%	34%	3%	13%	9%	13%	7%	11%	12%
	5	8%	8%				11%			11%	8%	9%	10%	7%	7%
How many nights did you stay in the Estes Park area?	6	4%	4%				5%			5%	3%	6%	3%	2%	7%
	7	10%	10%	9%	1%		13%		1%	13%	10%	9%	3%	11%	15%
	8 - 9	3%	3%	8%			4%			4%	5%		3%	4%	3%
	10 - 14	3%	2%	17%	1%		3%		1%	3%	2%	5%	1%	4%	2%
	15 - 21	1%	1%	15%			2%			2%	2%		1%	2%	
	22 - 90	1%		43%			2%			2%	1%	2%	3%	1%	
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		4.8	3.8	36.8	2.3	1.0	5.7	2.6	2.3	5.6	4.7	5.0	5.2	5.1	4.0
Median		3.0	3.0	15.4	2.0	1.0	4.0	2.5	2.0	4.0	3.0	3.0	3.0	3.0	3.0
n =		227	220	7	33	1	185	5	34	191	184	43	56	67	104

			On your rece	nt trip to Estes Par	k, were you		Visit	or type		Place	of residence	Day of inte	rcept survey	Month	of interce	ot survey
All visitors staying one o	or more nights away from	OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	1	5%	6%	3%		18%	18%	1%	1%	18%	1%	2%	12%	3%	5%	5%
	2	12%	11%	15%		44%	48%	2%	5%	45%	3%	11%	14%	17%	13%	7%
	3	13%	12%	17%		28%	18%	5%	18%	26%	9%	14%	11%	16%	10%	14%
	4	10%	8%	14%	9%	5%		10%	17%	4%	12%	10%	10%	10%	7%	15%
	5	11%	9%	16%		2%	16%	9%	20%	6%	13%	12%	10%	12%	11%	11%
How many total nights were	6	7%	7%	7%				10%	7%		9%	7%	6%	5%	7%	9%
you away from home (including your time in Estes	7	16%	18%	14%				22%	18%		21%	19%	10%	16%	20%	12%
Park and any overnight stays elsewhere)?	8	4%	5%	3%				7%	4%		6%	4%	6%	2%	2%	8%
	9	5%	6%	3%				7%	5%		6%	4%	8%	3%	6%	5%
	10	5%	5%	4%				8%	3%		6%	5%	5%	5%	6%	3%
	11 - 14	5%	7%	2%		1%		9%	1%	1%	7%	6%	4%	5%	5%	7%
	15 - 21	4%	4%	2%	48%	1%		7%	2%	1%	5%	5%	2%	2%	7%	4%
	22 - 120	2%	1%	0%	43%			3%			2%	2%	2%	5%	1%	1%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		7.1	6.8	5.5	45.2	2.6	2.5	9.9	5.6	2.6	8.5	7.5	6.3	7.5	7.4	6.5
Median		5.0	6.0	5.0	21.4	2.0	2.0	7.0	5.0	2.0	7.0	6.0	5.0	5.0	6.0	5.0
n =		379	219	153	7	34	12	193	136	46	331	314	65	96	106	177

		1	On	our recent trip to l	Estes Park, were ye	ou		Visit	or type		Place o	of residence	Day of inter	cept survey	Month	of intercep	t survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
(Out of state/international)	Yes, ended air travel at Denver International Airport	38%	36%	46%					35%	46%		39%	36%	44%	53%	25%	40%
Did you fly as part of your travel to Estes Park?	Yes, ended air travel at other airport:	3%	2%	3%		23%			2%	3%		3%	3%	3%	4%	1%	4%
tiaver to Estes Faire	No	59%	62%	52%		77%			63%	51%		59%	61%	52%	43%	74%	57%
TOTAL		100%	100%	100%		100%			100%	100%		100%	100%	100%	100%	100%	100%
TOTAL	n =	320	177	139		4			183	133		318	270	50	86	76	158
	Vacation/leisure/recreation	74%	77%	73%	68%	91%	74%	70%	80%	68%	71%	76%	77%	67%	66%	75%	79%
	Visiting family/friends/relatives	9%	7%	17%	7%	9%	10%	8%	5%	20%	9%	10%	9%	11%	10%	7%	11%
	Special event/festival	6%	2%	4%	14%		6%	13%	1%	5%	11%	2%	3%	14%	18%	3%	1%
What was the primary reason for your visit to Estes	Other	4%	1%	2%	10%			9%	2%	2%	6%	2%	4%	2%	1%	5%	5%
Park?	Reunion	2%	5%				4%		5%		1%	3%	2%	3%	1%	4%	1%
	Meeting/conference/convention	2%	3%	1%			5%		2%	1%	2%	2%	2%	2%		4%	0%
	Combined business/pleasure	2%	2%	2%	1%			1%	2%	3%	1%	2%	2%	1%	2%	1%	1%
	Wedding	1%	1%	2%					2%	3%		2%	2%		2%	1%	1%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n=	479	219	161	91	7	37	96	194	147	134	343	388	91	114	134	231
Which best describes your	The Estes Park/Rocky Mountain National Park (RMNP) area was my only destination this trip	62%	61%	38%	83%	50%	85%	84%	52%	31%	84%	45%	58%	72%	59%	64%	63%
visit to the Estes Park area?	I visited Estes Park/RMNP area as part of a multiple destination trip	38%	39%	62%	17%	50%	15%	16%	48%	69%	16%	55%	42%	28%	41%	36%	37%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n=	481	218	162	93	7	37	98	193	148	136	343	389	92	115	134	232
	Denver	48%	47%	56%	29%	51%	7%	25%	49%	61%	20%	54%	50%	43%	52%	47%	46%
	Boulder	36%	27%	42%	47%	49%		53%	28%	43%	39%	35%	34%	41%	37%	42%	29%
	Other Colorado area:	34%	38%	39%		49%	20%	5%	41%	38%	9%	39%	35%	31%	46%	29%	30%
	Fort Collins	24%	17%	22%	51%	33%		47%	18%	25%	34%	21%	20%	37%	26%	22%	23%
	Loveland	20%	17%	21%	21%	51%	13%	30%	16%	22%	25%	19%	22%	14%	30%	12%	21%
(If visited EP/RMNP as part of	Non-Colorado destination(s)	17%	27%	11%		16%			32%	8%		21%	18%	15%	20%	22%	11%
	Lyons	15%	8%	11%	58%	18%	13%	63%	9%	6%	50%	8%	13%	25%	19%	17%	10%
you or will you visit as part of your trip?	Grand Lake	15%	16%	13%	14%	51%	29%	13%	17%	12%	17%	15%	19%	2%	14%	12%	18%
your trip:	Winter Park	8%	8%	7%	14%			13%	9%	7%	9%	8%	8%	9%	4%	12%	8%
	Breckenridge	8%	10%	8%					12%	6%		10%	7%	9%	9%	8%	6%
	Vail	6%	9%	4%	1%	33%			10%	5%		8%	8%		6%	7%	6%
	None, only visited Estes Park	6%	9%		15%		31%	9%	6%	2%	15%	4%	6%	6%		5%	12%
	Aspen	6%	9%	3%					9%	4%		7%	7%		8%	5%	4%
	Steamboat Springs	5%	5%	3%	7%	33%	13%	7%	5%	4%	8%	5%	6%	1%	4%	6%	5%
TOTAL		249%	248%	241%	258%	384%	127%	264%	260%	244%	227%	253%	254%	233%	276%	247%	229%
TOTAL	n=	227	95	115	13	4	8	13	97	107	21	205	198	29	61	58	108

			0.5		Fataa Dawle wana wa			Viei	or type		Diago	of residence	Day of into	rcept survey	Manth	of intercep	-4
			On	your recent trip to	Estes Park, were yo	ou		VISI	or type		Place	or residence	Day of Inte	rcept survey	Wonth	or intercep	ot survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
(If multiple destination trip) What was your PRIMARY destination this trip? That is,	Estes Park/Rocky Mountain National Park area	56%	65%	43%	56%	100%	81%	65%	68%	33%	69%	53%	61%	40%	52%	52%	65%
where did you spend the most time?	Elsewhere	44%	35%	57%	44%		19%	35%	32%	67%	31%	47%	39%	60%	48%	48%	35%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	n =	225	94	114	13	4	8	13	96	106	21	203	196	29	61	58	106
(If multiple destination trip and primary destination was elsewhere) Was Estes Park a	Planned stop	77%	91%	76%	38%		100%	29%	97%	74%	41%	82%	88%	53%	79%	71%	85%
planned or unplanned stop on your trip?	Unplanned/spontaneous stop	23%	9%	24%	62%			71%	3%	26%	59%	18%	12%	47%	21%	29%	15%
TOTAL		100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	103	29	71	3		2	2	27	72	4	99	86	17	31	27	45
	Spouse/partner	76%	83%	80%	62%	83%	87%	66%	82%	77%	72%	80%	78%	72%	74%	80%	73%
	Children	37%	40%	43%	29%	24%	31%	31%	42%	39%	32%	41%	36%	39%	28%	43%	37%
	Other family/relatives	22%	18%	24%	28%		20%	27%	15%	27%	25%	19%	23%	20%	17%	18%	31%
	Friends	16%	10%	16%	28%		15%	27%	9%	14%	23%	11%	12%	26%	16%	17%	16%
With whom did you travel on your trip to Estes Park?	Grandchildren	8%	7%	4%	15%		6%	13%	7%	4%	11%	6%	7%	10%	10%	10%	5%
	No one - traveled by myself	2%	2%	1%	3%	17%	2%	3%	3%	1%	3%	2%	3%	1%	2%	3%	2%
	Business associates	1%	1%	1%	0%			0%	1%	1%	0%	1%	1%			1%	1%
	Group/club/team members	1%	0%	1%	1%			1%	1%	1%	1%	1%	1%		1%	1%	
	Other	0%	1%						1%			1%	0%		1%		0%
TOTAL		164%	162%	170%	165%	124%	162%	169%	161%	163%	167%	161%	162%	168%	149%	172%	165%
IVIAL	n =	458	209	152	88	7	37	92	184	140	130	326	371	87	111	132	215

			On	your recent trip to	Estes Park, were yo)u		Visi	tor type	I	Place	of residence	Day of inte	rcept survey	Month	of interce	pt survey
Importance of the follow to visit the Estes Park a		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	1 - Not at all Important	7%	3%	8%	11%	12%	6%	12%	2%	7%	10%	4%	5%	11%	7%	4%	9%
	2	1%	1%		3%		2%	2%			2%		0%	2%		1%	2%
	3	2%	2%	3%	3%		4%	2%	2%	3%	3%	2%	2%	3%	2%	2%	4%
	4	2%	2%	2%	4%		4%	4%	0%	2%	4%	1%	3%	2%	2%	4%	2%
Rocky Mountain National	5	4%	4%	2%	7%		5%	7%	4%	2%	6%	3%	4%	6%	5%	3%	6%
Park	6	4%	2%	5%	8%		2%	8%	2%	3%	6%	2%	2%	10%	2%	5%	4%
	7	6%	6%	7%	5%		13%	6%	3%	8%	8%	5%	7%	5%	5%	9%	4%
	8	11%	9%	12%	15%	12%	19%	14%	7%	11%	15%	9%	10%	14%	14%	13%	8%
	9	10%	11%	14%	6%		14%	8%	11%	11%	10%	11%	9%	14%	6%	12%	12%
	10 - Extremely Important	51%	60%	48%	39%	76%	30%	37%	68%	54%	36%	63%	58%	33%	56%	49%	49%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		8.1	8.7	8.1	7.2	8.7	7.5	7.2	9.0	8.3	7.3	8.8	8.5	7.2	8.3	8.3	7.8
n =		455	211	150	86	6	37	90	185	138	128	325	370	85	108	128	219
	1 - Not at all Important	89%	89%	91%	88%	100%	88%	91%	89%	87%	90%	89%	89%	89%	93%	89%	87%
	2	1%	1%	1%	1%			1%	1%	2%	1%	1%	1%	1%	1%	0%	2%
	3	1%	1%	1%	3%		2%	3%		1%	2%	0%	1%	2%	2%	1%	1%
	4	1%	0%	1%	2%		1%	1%	0%	1%	1%	1%	1%				2%
Meeting/conference	5	1%	2%	1%	1%		2%	0%	2%	2%	1%	2%	1%	2%		2%	2%
modalig/somerciae	6	0%	1%						1%			0%		1%			1%
	7	0%	0%						1%			0%	0%			1%	
	8	1%	0%	0%	1%			1%	0%	0%	1%	0%	1%	1%	1%		1%
	9	1%	2%	2%					3%	1%		2%	1%	2%	1%	2%	1%
	10 - Extremely Important	4%	4%	3%	3%		6%	3%	3%	5%	4%	4%	4%	3%	2%	6%	2%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		1.6	1.8	1.5	1.6	1.0	1.7	1.5	1.7	1.7	1.5	1.7	1.6	1.6	1.4	1.8	1.6
n =		445	205	146	86	7	33	90	185	132	124	319	361	84	102	127	216

			On	your recent trip to	Estes Park, were yo	ou		Visit	or type		Place	of residence	Day of inter	rcept survey	Month	of interce	pt survey
Importance of the	following in decision Park area?	OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	1 - Not at all Important	90%	93%	88%	88%	100%	97%	87%	93%	88%	90%	91%	89%	93%	90%	92%	89%
	2	1%	1%	1%	2%			2%	1%	2%	2%	1%	2%		1%	2%	1%
	3	2%	0%	1%	5%		1%	4%	0%	1%	3%	1%	2%	2%	4%	1%	1%
	4	1%	1%		1%		2%	1%	0%		1%	0%	1%			1%	1%
Wedding	5	1%			3%			2%		1%	1%	0%	1%	1%			2%
wedaing	6	1%		3%				2%			2%		1%			2%	
	7	0%			1%			1%			1%			1%			1%
	8	1%	1%	2%				1%	1%		1%	1%	1%	1%	2%	1%	0%
	9	0%	1%	1%					1%	1%		1%	0%	1%			1%
	10 - Extremely Important	3%	3%	5%					4%	7%		5%	3%	1%	3%	2%	3%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		1.5	1.5	1.8	1.3	1.0	1.1	1.4	1.5	1.8	1.3	1.6	1.5	1.4	1.5	1.4	1.6
n =		445	206	146	85	7	33	90	185	132	124	319	362	83	105	127	213
	1 - Not at all Important	88%	88%	84%	91%	91%	89%	90%	89%	83%	89%	87%	87%	89%	87%	88%	88%
	2	1%	1%	1%	1%			1%	1%	1%	1%	1%	1%	1%	2%	0%	1%
	3	1%	0%	2%	2%		1%	2%	0%	2%	2%	1%	1%	1%	2%		2%
	4	1%	1%		1%		2%	1%			1%		1%			1%	1%
Reunion	5	1%	1%	1%	2%			2%	2%	1%	1%	1%	2%	1%	1%	1%	2%
	6	1%	1%	4%	1%			3%		2%	2%	1%	2%		1%	3%	
	8	0%	0%			9%	1%		0%		0%	0%	0%				1%
	9	1%	1%	2%			2%		1%	3%	1%	1%	1%		1%	1%	1%
	10 - Extremely Important	5%	7%	6%	1%		4%	1%	7%	7%	2%	7%	4%	7%	6%	6%	4%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		1.7	1.9	2.0	1.3	1.6	1.7	1.4	1.8	2.1	1.5	1.9	1.7	1.7	1.7	1.8	1.7
n =		441	204	143	86	7	33	90	184	129	124	315	358	83	102	125	214

			On	your recent trip to	Estes Park, were yo)u		Visi	tor type	I	Place	of residence	Day of inte	rcept survey	Month	of interce	pt survey
Importance of the follow to visit the Estes Park ar		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	1 - Not at all Important	73%	78%	76%	61%	91%	61%	62%	86%	72%	62%	81%	76%	66%	60%	76%	78%
	2	1%	1%	1%	0%	9%	3%	0%	0%	1%	1%	0%	1%			1%	1%
	3	2%	1%	3%	3%			2%	2%	3%	2%	2%	1%	3%	1%	2%	3%
	4	2%	2%	2%	1%		4%	1%	1%	2%	2%	1%	2%	1%	1%	2%	3%
Festival/special event	5	2%	1%	1%	5%			4%	0%	3%	3%	1%	2%	2%	2%	2%	2%
restivanspecial event	6	2%	1%	5%	1%		2%	3%	1%	4%	3%	2%	3%	1%	1%	3%	2%
	7	3%	6%		2%		21%	2%	1%		7%	1%	3%	4%	4%	4%	3%
	8	3%	2%	2%	5%			4%	3%	3%	3%	3%	3%	2%	4%	2%	3%
	9	3%	2%	4%	3%			4%	2%	3%	3%	2%	2%	3%	4%	3%	1%
	10 - Extremely Important	10%	5%	7%	19%		8%	18%	3%	10%	15%	5%	7%	16%	23%	6%	4%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		2.8	2.3	2.5	3.8	1.1	3.3	3.7	1.9	2.7	3.5	2.2	2.5	3.4	4.1	2.4	2.2
n =		444	204	144	88	7	33	92	184	130	126	316	358	86	105	125	214
	1 - Not at all Important	68%	70%	57%	75%	57%	62%	74%	73%	49%	71%	65%	70%	62%	73%	63%	69%
	2	2%	3%	2%	1%		9%	1%	1%	3%	3%	1%	3%	1%	2%	3%	1%
	3	2%	1%	3%	2%		1%	2%	1%	3%	2%	2%	2%	1%	3%	1%	1%
	4	3%	4%	1%	2%		11%	2%	1%	1%	4%	1%	2%	4%		5%	2%
Visiting friends/family in area	5	2%	2%	2%	3%		3%	1%	1%	4%	2%	2%	2%	3%	2%	1%	3%
	6	2%	2%	4%			2%	2%	1%	1%	2%	1%	2%	1%	1%	3%	1%
	7	2%	1%	4%	3%			3%	1%	4%	2%	2%	2%	2%	3%	1%	3%
	8	4%	3%	2%	3%	34%		5%	5%	2%	4%	4%	3%	6%	5%	4%	4%
	9	5%	4%	5%	7%		3%	7%	4%	4%	6%	4%	3%	8%	0%	8%	4%
	10 - Extremely Important	12%	12%	21%	4%	9%	9%	4%	11%	28%	5%	17%	12%	11%	10%	13%	11%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		3.1	2.9	4.0	2.5	4.2	2.7	2.7	2.9	4.6	2.7	3.5	2.9	3.6	2.7	3.4	3.1
n = 27 Nov 18		447	206	147	86	7	35	90	184	133	126	319	361	86	104	125	218

			On	your recent trip to I	Estes Park, were yo)u		Visi	tor type	1	Place	of residence	Day of inte	rcept survey	Month	of interce	pt survey
Importance of the followi		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	1 - Not at all Important	5%	2%	5%	10%		3%	8%	2%	9%	7%	4%	3%	10%	9%	2%	6%
	2	1%	1%	1%			3%			1%	1%	0%	0%	1%	2%		0%
	3	2%	5%	1%			11%		1%	4%	3%	2%	1%	7%	2%	4%	1%
	4	1%	1%	1%	2%		3%	2%		2%	2%	1%	1%	2%	3%	1%	1%
A relaxing mountain getaway	5	5%	2%	5%	9%		3%	6%	2%	7%	5%	4%	4%	5%	5%	4%	5%
A relaxing mountain getaway	6	4%	4%	3%	5%		9%	5%	2%	4%	6%	3%	1%	11%	7%	5%	2%
	7	4%	3%	5%	3%			2%	4%	7%	2%	5%	4%	3%	5%	3%	3%
	8	9%	6%	12%	10%		6%	12%	6%	13%	10%	9%	10%	7%	7%	11%	9%
	9	13%	15%	16%	8%		18%	12%	14%	9%	14%	12%	15%	9%	15%	16%	8%
	10 - Extremely Important	56%	61%	50%	52%	100%	44%	53%	68%	44%	51%	60%	61%	46%	48%	55%	64%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		8.4	8.7	8.4	7.9	10.0	7.7	8.3	9.2	7.7	8.1	8.7	8.9	7.5	7.9	8.6	8.6
n =		454	211	147	87	7	36	91	187	135	128	324	368	86	106	132	216
	1 - Not at all Important	5%	3%	5%	10%		7%	7%	1%	8%	7%	3%	4%	9%	6%	5%	4%
	2	2%	1%	3%	3%			5%	2%	1%	3%	1%	3%	1%	1%	4%	1%
	3	2%	2%	3%	3%			2%	3%	3%	2%	3%	1%	6%	1%	2%	4%
	4	3%	5%	4%	1%		15%	2%	2%	3%	5%	2%	2%	7%	8%	1%	3%
Wildlife viewing	5	7%	4%	10%	6%			9%	4%	11%	7%	7%	8%	5%	3%	7%	9%
Ç	6	10%	10%	7%	13%	35%	15%	12%	9%	8%	12%	9%	10%	12%	3%	16%	9%
	7	8%	8%	7%	10%	39%	5%	10%	8%	8%	9%	8%	9%	8%	12%	7%	8%
	8	14%	18%	11%	11%		18%	7%	19%	13%	10%	17%	15%	11%	13%	14%	15%
	9	12%	13%	15%	9%		19%	7%	13%	14%	10%	13%	13%	10%	13%	14%	8%
	10 - Extremely Important	35%	36%	36%	34%	26%	22%	39%	39%	31%	35%	36%	37%	32%	40%	29%	39%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		7.6	7.9	7.6	7.2	7.4	7.2	7.3	8.1	7.3	7.3	7.9	7.8	7.0	7.8	7.3	7.7
n = 27 Nov 18		453	209	149	86	7	34	90	187	137	125	326	367	86	105	131	217

			On	your recent trip to	Estes Park, were yo)u		Visi	tor type	I	Place	of residence	Day of inte	rcept survey	Month	of interce	pt survey
Importance of the follow to visit the Estes Park ar		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	1 - Not at all Important	10%	5%	11%	17%		12%	15%	3%	13%	14%	6%	9%	12%	13%	10%	8%
	2	2%	1%	2%	1%			3%	2%	3%	2%	2%	3%	1%		3%	2%
	3	3%	1%	6%	3%			4%	1%	4%	3%	2%	2%	3%	0%	2%	4%
	4	2%	1%	2%	3%		2%	2%	1%	3%	2%	2%	2%	2%	0%	1%	4%
Outdoor recreation	5	7%	3%	11%	9%		8%	9%	3%	9%	8%	5%	7%	7%	5%	7%	8%
Outdoor recreation	6	5%	4%	3%	11%		3%	8%	4%	6%	7%	5%	4%	9%	2%	5%	8%
	7	9%	9%	6%	12%	26%	12%	10%	7%	11%	11%	9%	8%	14%	13%	10%	6%
	8	13%	18%	11%	9%		23%	8%	14%	14%	12%	14%	11%	19%	14%	12%	15%
	9	8%	10%	9%	2%	8%	5%	2%	11%	11%	3%	12%	9%	5%	6%	8%	9%
	10 - Extremely Important	41%	47%	39%	34%	67%	35%	39%	54%	27%	38%	44%	46%	30%	47%	41%	37%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		7.5	8.3	7.2	6.6	9.2	7.4	6.7	8.6	6.8	6.9	8.0	7.7	7.0	7.8	7.4	7.4
n =		456	211	149	87	7	35	91	188	137	127	327	370	86	108	130	218
	1 - Not at all Important	58%	55%	55%	65%	33%	55%	62%	55%	59%	61%	56%	56%	62%	57%	61%	56%
	2	4%	3%	3%	7%			8%	3%	2%	6%	3%	4%	4%	4%	5%	3%
	3	3%	2%	5%	2%		2%	2%	1%	6%	2%	3%	3%	3%	4%	1%	3%
	4	2%	2%	2%	1%			1%	3%	2%	1%	2%	2%	1%	1%	2%	1%
Visiting lodging property or other specific venue	5	8%	9%	8%	6%		3%	6%	11%	9%	5%	10%	9%	4%	6%	7%	9%
other specific venue	6	6%	7%	3%	5%	23%	5%	5%	7%	5%	5%	6%	6%	5%	4%	3%	9%
	7	3%	3%	6%	1%		5%	3%	4%	2%	4%	3%	4%	1%	4%	3%	4%
	8	5%	6%	4%	4%		10%	2%	5%	6%	4%	5%	5%	5%	3%	6%	5%
	9	3%	4%	4%		9%	7%		5%	1%	2%	3%	3%	2%	2%	5%	1%
	10 - Extremely Important	9%	8%	10%	9%	35%	12%	10%	7%	8%	10%	7%	7%	12%	15%	6%	8%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		3.3	3.5	3.5	2.7	6.0	4.1	2.9	3.5	3.1	3.2	3.4	3.3	3.3	3.5	3.1	3.3
n = 27 Nov 18		446	207	144	87	7	34	91	185	131	126	318	360	86	104	126	216

			On	your recent trip to I	Estes Park, were yo)u		Visi	tor type	I	Place	of residence	Day of inte	rcept survey	Month	of interce	ept survey
Importance of the follow to visit the Estes Park ar		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	1 - Not at all Important	30%	32%	23%	35%		31%	31%	32%	26%	30%	30%	26%	37%	27%	34%	28%
	2	3%	3%	4%	3%		2%	3%	3%	5%	3%	4%	4%		2%	4%	3%
	3	6%	4%	8%	9%			9%	5%	7%	7%	6%	5%	9%	4%	5%	9%
	4	4%	4%	5%	3%		3%	3%	4%	5%	3%	4%	5%	1%	4%	1%	7%
Heritage/history/culture	5	15%	15%	20%	9%	8%	29%	12%	12%	18%	17%	14%	17%	11%	19%	16%	11%
neritage/ilistory/culture	6	9%	7%	8%	13%	58%		13%	9%	9%	9%	9%	10%	8%	13%	6%	11%
	7	8%	9%	5%	10%	26%	7%	9%	11%	4%	8%	9%	10%	5%	8%	9%	8%
	8	7%	10%	6%	5%	9%	9%	4%	9%	10%	5%	9%	8%	6%	7%	8%	7%
	9	6%	8%	8%	1%		13%	4%	6%	6%	6%	6%	5%	8%	11%	5%	3%
	10 - Extremely Important	11%	9%	13%	11%		7%	12%	10%	11%	11%	10%	9%	14%	6%	13%	12%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		4.8	4.8	5.1	4.4	6.4	4.9	4.7	4.8	4.9	4.8	4.8	4.9	4.7	5.0	4.7	4.8
n =		445	206	145	86	7	34	90	184	132	125	318	360	85	103	127	215
	1 - Not at all Important	11%	9%	12%	15%	9%	7%	12%	12%	14%	10%	13%	10%	14%	16%	12%	7%
	2	4%	5%	1%	4%		4%	3%	5%	2%	4%	4%	3%	4%	3%	5%	2%
	3	4%	4%	4%	2%	26%	7%	2%	4%	4%	3%	4%	4%	3%	6%	3%	3%
	4	4%	5%	6%	1%	24%	3%	2%	6%	6%	2%	6%	5%	3%	4%	4%	5%
Visiting the downtown area	5	11%	13%	15%	3%	17%	8%	4%	13%	19%	5%	15%	12%	8%	11%	10%	11%
violang are downtown area	6	9%	10%	6%	11%		10%	13%	9%	3%	12%	7%	7%	15%	11%	8%	9%
	7	11%	13%	8%	13%		16%	10%	10%	11%	12%	10%	9%	16%	10%	11%	13%
	8	18%	17%	18%	16%	24%	15%	19%	21%	13%	18%	18%	19%	15%	18%	17%	18%
	9	9%	10%	11%	7%		14%	9%	8%	9%	10%	8%	11%	5%	8%	11%	8%
	10 - Extremely Important	19%	15%	17%	28%		15%	26%	13%	19%	24%	15%	20%	16%	14%	18%	23%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		6.5	6.4	6.4	6.8	4.6	6.6	6.9	6.1	6.2	6.9	6.1	6.6	6.2	6.0	6.4	6.9
n = 27 Nov 18		450	211	144	86	7	37	90	186	132	128	320	366	84	104	130	216

			On	your recent trip to I	Estes Park, were yo)u		Visi	tor type	I	Place	of residence	Day of inte	rcept survey	Month	of interce	pt survey
Importance of the follow to visit the Estes Park ar		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	1 - Not at all Important	16%	11%	17%	23%	17%	18%	19%	11%	18%	19%	14%	14%	20%	14%	15%	18%
,	2	2%	2%	4%	1%	9%	3%	2%	2%	3%	2%	2%	2%	2%	4%	2%	2%
	3	5%	8%	2%	1%	17%	10%	1%	8%	3%	3%	6%	4%	7%	10%	4%	3%
	4	3%	3%	3%	3%		2%	3%	3%	4%	3%	4%	4%	2%	5%	2%	3%
Low cost and/or good value	5	20%	17%	21%	24%	50%	7%	26%	20%	21%	21%	20%	22%	18%	21%	17%	25%
Low cost and/or good value	6	8%	8%	8%	4%	8%	15%	6%	7%	9%	8%	7%	9%	5%	6%	10%	6%
	7	8%	6%	12%	9%		6%	8%	9%	8%	8%	9%	10%	4%	9%	6%	11%
	8	14%	20%	8%	11%		24%	9%	17%	10%	13%	15%	10%	24%	13%	16%	12%
	9	8%	9%	7%	6%		8%	7%	8%	6%	7%	8%	8%	5%	4%	11%	6%
	10 - Extremely Important	16%	14%	20%	17%		7%	19%	15%	18%	16%	16%	17%	12%	16%	18%	13%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		5.9	6.1	6.0	5.6	3.8	5.6	5.9	6.1	5.8	5.8	6.0	6.1	5.6	5.7	6.3	5.7
n =		446	207	145	86	7	33	90	186	132	124	320	362	84	103	127	216
	1 - Not at all Important	1%	0%	0%	2%			1%	1%	1%	1%	1%	0%	2%	2%		1%
	2	0%	0%						1%			0%	0%			1%	
	3	0%	0%						1%			0%	0%			1%	
	4	1%	1%	1%	2%			2%	1%	1%	1%	1%	1%	3%	2%	2%	1%
Scenic beauty	5	2%	1%	2%	2%		2%	2%	1%	3%	2%	2%	1%	3%	1%	1%	3%
occinio bounty	6	1%	1%	1%			3%		1%	1%	1%	1%	1%	1%	2%		1%
	7	4%	2%	3%	7%		6%	6%	2%	4%	6%	2%	3%	6%	1%	6%	4%
	8	7%	8%	7%	5%		6%	6%	7%	7%	6%	7%	6%	8%	8%	7%	6%
	9	15%	18%	15%	10%	9%	24%	13%	14%	15%	16%	14%	16%	14%	11%	19%	14%
	10 - Extremely Important	69%	67%	71%	72%	91%	58%	69%	73%	69%	66%	71%	72%	63%	75%	64%	71%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		9.3	9.3	9.4	9.2	9.9	9.2	9.2	9.4	9.3	9.2	9.3	9.4	9.0	9.4	9.2	9.3
n =		459	211	151	88	7	35	92	188	139	128	329	371	88	110	131	218

			On	your recent trip to	Estes Park, were yo	DU		Visit	or type		Place	of residence	Day of inter	cept survey	Month	of intercep	t survey
Importance of the to visit the Estes P	following in decision Park area?	OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	1 - Not at all Important	8%	5%	6%	14%	9%	14%	12%	4%	5%	12%	4%	5%	14%	11%	5%	9%
	2	1%	1%	0%			3%		1%	0%	1%	1%	0%	1%	2%	1%	0%
	3	2%	2%	1%	2%			2%	2%	2%	1%	2%	2%	1%	0%	2%	3%
	4	1%		4%	1%			2%		3%	1%	1%	1%	1%	1%	1%	1%
Climatahyaathar	5	7%	6%	10%	7%		3%	7%	6%	13%	6%	8%	7%	8%	8%	5%	9%
Climate/weather	6	5%	5%	6%	4%		3%	3%	5%	6%	3%	6%	5%	5%	6%	3%	6%
	7	13%	16%	6%	14%	8%	34%	13%	9%	8%	19%	9%	10%	20%	11%	18%	9%
	8	16%	17%	17%	14%		8%	13%	20%	18%	11%	20%	17%	13%	16%	17%	15%
	9	15%	16%	17%	9%	15%	19%	14%	14%	14%	15%	14%	17%	10%	14%	13%	18%
	10 - Extremely Important	33%	31%	33%	35%	68%	15%	35%	39%	30%	30%	36%	36%	27%	31%	37%	30%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		7.7	7.8	7.7	7.3	8.8	6.8	7.5	8.1	7.6	7.3	7.9	8.0	6.9	7.4	8.0	7.5
n =		452	211	144	88	7	35	92	188	132	128	322	366	86	106	130	216
	1 - Not at all Important	7%	9%	5%	4%	48%	5%	4%	12%	6%	4%	10%	8%	6%	7%	5%	10%
	2	2%	3%	3%					3%	4%		3%	2%	1%	1%	3%	1%
	3	2%	2%	1%	2%			2%	3%	1%	1%	2%	2%	1%	1%	2%	2%
	4	3%	2%	4%	3%	9%	2%	2%	3%	5%	2%	3%	2%	4%	7%	1%	3%
Easy to get to	5	12%	12%	16%	10%		5%	9%	13%	20%	8%	15%	12%	12%	9%	9%	18%
Lucy to got to	6	9%	12%	5%	7%	8%	8%	6%	13%	7%	7%	11%	8%	11%	7%	15%	3%
	7	10%	7%	12%	16%		3%	15%	7%	14%	12%	10%	11%	10%	13%	8%	11%
	8	19%	22%	16%	17%	26%	32%	17%	21%	12%	21%	18%	17%	24%	15%	22%	19%
	9	13%	10%	15%	14%		26%	17%	6%	12%	20%	8%	13%	13%	14%	15%	10%
	10 - Extremely Important	22%	20%	23%	27%	9%	19%	28%	21%	19%	26%	20%	24%	18%	26%	21%	21%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		7.1	6.8	7.2	7.6	4.3	7.8	7.7	6.5	6.7	7.8	6.6	7.1	7.1	7.2	7.3	6.8
n =		452	209	147	87	7	35	91	186	135	127	323	366	86	106	129	217

			On	your recent trip to	Estes Park, were yo)u		Visi	tor type		Place	of residence	Day of inte	rcept survey	Month	of intercep	t survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
What other destinations, if	None, did not consider any other destination	65%	57%	62%	81%	73%	73%	80%	54%	58%	78%	56%	64%	68%	64%	65%	67%
any, did you consider before deciding to visit Estes Park?	Other Colorado destination(s)	27%	30%	33%	19%	18%	24%	20%	30%	36%	21%	32%	27%	27%	28%	29%	25%
deciding to visit Lates I aik:	Other destination(s)	8%	14%	6%	0%	9%	5%	0%	17%	8%	2%	14%	10%	5%	10%	6%	9%
TOTAL		101%	101%	101%	100%	100%	102%	100%	101%	101%	101%	101%	101%	100%	102%	101%	101%
TOTAL	n =	463	214	153	88	6	36	92	189	141	129	332	374	89	111	130	222
	The day of the visit	8%	2%	14%	15%		2%	12%	1%	20%	10%	7%	7%	10%	7%	7%	11%
	Less than one week before	18%	6%	13%	38%		16%	36%	3%	17%	30%	8%	19%	16%	12%	14%	26%
	1 to 2 weeks before	17%	10%	20%	26%		23%	28%	5%	14%	27%	8%	14%	24%	15%	23%	12%
How far in advance of your arrival did you make the	3 to 4 weeks before	12%	12%	20%	7%		21%	10%	10%	14%	13%	11%	14%	9%	18%	9%	12%
decision to visit the Estes Park area?	1 to 2 months before	12%	16%	13%	5%		17%	6%	14%	14%	9%	14%	12%	12%	19%	7%	11%
	2 to 3 months before	8%	11%	5%	5%	33%	3%	5%	15%	6%	4%	12%	8%	9%	9%	8%	8%
	3 to 6 months before	13%	24%	9%	0%	8%	14%	0%	26%	10%	4%	21%	16%	7%	9%	18%	11%
	More than 6 months before	11%	18%	6%	2%	59%	3%	2%	26%	6%	2%	19%	10%	14%	11%	13%	10%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	444	205	145	86	7	36	91	179	133	128	314	358	86	107	125	212
	Previous visit to Estes Park	52%	46%	40%	70%	67%	52%	69%	45%	36%	64%	42%	53%	50%	47%	51%	56%
	Recommendation from friend/family/word of mouth	42%	39%	55%	34%	32%	30%	38%	41%	57%	35%	47%	42%	41%	38%	46%	39%
	Rocky Mountain National Park information/website	30%	40%	29%	17%	32%	35%	18%	42%	26%	23%	37%	33%	26%	39%	27%	27%
	VisitEstesPark.com	15%	24%	8%	7%		15%	6%	25%	12%	9%	20%	14%	17%	19%	15%	12%
	Official Estes Park Visitor Guide (printed or online)	13%	17%	10%	7%	8%	8%	8%	19%	9%	8%	15%	13%	13%	18%	9%	13%
	Travel review websites (TripAdvisor, Yelp)	11%	20%	6%	2%		15%	2%	20%	6%	6%	15%	9%	15%	16%	9%	9%
	Social media sites (Facebook, Twitter, YouTube, Instagram)	10%	12%	7%	11%	9%	13%	9%	12%	9%	10%	11%	9%	14%	18%	8%	7%
What information sources did you use to plan your trip	Other official website(s) (Colorado.com, Visitdenver.com)	8%	9%	8%	7%		7%	6%	10%	8%	6%	9%	9%	5%	7%	8%	8%
before you arrived in the Estes Park area?	Information provided by lodging property	8%	13%	6%	2%		8%	2%	16%	3%	4%	11%	8%	7%	7%	10%	5%
	Other Estes Park website(s)	8%	9%	8%	6%		7%	5%	11%	6%	6%	9%	7%	10%	12%	6%	6%
	None of the above	8%	8%	5%	8%	33%	17%	8%	6%	5%	10%	5%	8%	7%	3%	12%	6%
	Travel guides (printed or online - Fodor's, Lonely Planet, AAA)	5%	6%	7%	2%		2%	3%	7%	4%	3%	6%	6%	2%	5%	5%	4%
	Other	3%	3%	4%	1%		4%	2%	3%	3%	3%	3%	3%	2%	3%	2%	4%
	Brochures	3%	3%	3%	3%			2%	3%	3%	2%	3%	3%	1%	5%	1%	2%
	Magazine(s)	2%	2%	4%	2%		3%	4%	1%	1%	4%	1%	3%	1%	3%	2%	2%
	Travel agent	0%	1%						1%			1%	0%		1%		0%
TOTAL		216%	251%	200%	179%	180%	217%	181%	262%	187%	191%	235%	219%	210%	241%	214%	200%
IVIAL	n =	456	210	150	87	7	37	91	185	138	129	325	368	88	108	128	220

			On	your recent trip to	Estes Park, were yo	OU		Visit	or type		Place	of residence	Day of inter	cept survey	Month	of intercep	ot survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Estes Park Visitor Center (in the Town of Estes Park)	38%	47%	40%	21%	40%	30%	25%	50%	44%	27%	48%	42%	30%	39%	38%	38%
	Official Estes Park Visitor's Guide	32%	41%	36%	13%	39%	21%	19%	45%	38%	19%	42%	34%	29%	37%	28%	33%
	Rocky Mountain National Park Visitor Center(s) (in RMNP)	30%	42%	21%	17%	39%	12%	18%	50%	23%	17%	40%	32%	25%	41%	25%	27%
	None of the above	28%	17%	26%	45%	52%	42%	41%	13%	24%	41%	17%	23%	37%	16%	33%	30%
	Visit Estes Park website	15%	21%	12%	9%	26%	19%	8%	20%	15%	11%	18%	17%	10%	15%	15%	15%
	RMNP / National Park Service website	14%	22%	7%	6%	31%	14%	6%	24%	8%	8%	19%	15%	11%	21%	11%	12%
While in Estes Park, what information sources did you	Travel review website(s) (TripAdvisor, Yelp)	11%	16%	5%	7%	24%	17%	7%	15%	4%	10%	12%	9%	14%	12%	14%	6%
use to plan activities/events?	Lodging property concierge/front desk	10%	17%	4%	3%		14%	3%	19%		6%	12%	9%	11%	14%	9%	8%
	Website(s) of Estes Park businesses	10%	11%	2%	14%	15%	1%	14%	14%	1%	10%	9%	9%	11%	10%	11%	7%
	Local newspaper	5%	6%	2%		39%	5%	3%	8%	1%	4%	5%	6%	2%	2%	5%	6%
	Visit Estes Park Facebook page	4%	5%	0%	4%	15%		3%	7%	2%	2%	5%	3%	6%	5%	1%	6%
	Other	3%	4%	2%	1%		3%	2%	4%	2%	2%	3%	3%	3%	3%	2%	3%
	Other website(s)	2%	4%	1%			1%		4%	1%	0%	3%	2%	2%	2%	1%	3%
	Visit Estes Park Twitter feed	0%	0%	1%	0%			1%	1%		1%	0%	1%		1%		1%
TOTAL		200%	254%	159%	141%	320%	179%	150%	274%	164%	158%	235%	205%	190%	219%	191%	197%
TOTAL	n =	454	209	149	87	7	37	91	184	137	129	323	366	88	107	128	219

			On	your recent trip to	Estes Park, were vo			Visit	tor type		Place	of residence	Day of inter	cept survey	Month	of intercep	ot survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Visited Rocky Mountain National Park	74%	90%	65%	57%	91%	68%	56%	97%	68%	59%	86%	78%	64%	76%	75%	72%
	Walking (paved sidewalks or paths)	69%	75%	61%	63%	91%	65%	61%	80%	64%	62%	74%	68%	71%	65%	68%	73%
	Scenic drive	65%	69%	64%	60%	100%	51%	57%	77%	62%	56%	72%	69%	56%	62%	65%	67%
	Dining out	61%	76%	50%	48%	65%	62%	44%	78%	58%	49%	71%	64%	55%	61%	56%	67%
	Shopping	59%	67%	45%	59%	48%	59%	55%	69%	44%	56%	60%	58%	61%	46%	61%	64%
	Wildlife viewing	56%	70%	44%	45%	65%	45%	43%	79%	41%	44%	65%	59%	48%	49%	53%	63%
	Hiking (unpaved trails)	45%	68%	24%	26%	100%	48%	24%	74%	25%	32%	56%	46%	43%	49%	43%	45%
	Photography	31%	38%	29%	21%	42%	25%	18%	43%	33%	21%	39%	33%	26%	40%	28%	27%
	Visited a historic site/museum	21%	26%	17%	15%	24%	14%	14%	28%	23%	13%	27%	19%	23%	21%	18%	22%
	Special event	10%	11%	3%	16%		17%	14%	8%	4%	15%	6%	6%	20%	23%	7%	4%
What activities did you	Fishing	9%	14%	7%	4%		7%	7%	16%	3%	7%	12%	9%	10%	9%	12%	6%
engage in while in the Estes Park area?	Visited art galleries	9%	9%	4%	12%	17%	4%	11%	11%	7%	9%	9%	8%	11%	10%	8%	10%
	Other	8%	8%	9%	8%		7%	9%	7%	9%	8%	8%	7%	12%	6%	12%	5%
	Attended a concert, play, other performing arts event	7%	11%	5%	2%	15%	22%	2%	9%	2%	8%	7%	9%	4%	9%	10%	3%
	Horseback riding	6%	8%	9%			1%	2%	10%	8%	1%	9%	5%	7%	5%	6%	6%
	Running/jogging	6%	9%	3%	2%	15%	7%	2%	10%	3%	4%	7%	6%	5%	5%	9%	2%
	Cycling/biking	4%	8%	2%	1%		17%	1%	3%	3%	6%	3%	4%	5%	4%	7%	2%
	Real estate search	3%	3%	6%	2%		2%	5%	4%	1%	4%	3%	4%	1%	1%	3%	5%
	Golfing	1%	3%			9%	5%		2%		1%	2%	2%		1%	2%	1%
	Conference or convention	1%	3%				5%		2%		2%	1%	2%		1%	3%	
	Business meeting	0%	1%		0%			0%	1%		0%	0%	1%				1%
	None of the above	0%		1%						1%		0%		1%		1%	
TOTAL		546%	667%	450%	443%	682%	530%	425%	710%	460%	457%	620%	556%	523%	544%	548%	545%
IUIAL	n =	439	200	144	86	7	37	89	176	132	127	310	354	85	105	120	214

			On	your recent trip to I	Estes Park, were ye	ou		Visit	or type		Place	of residence	Day of inte	rcept survey	Month o	of intercep	t survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Trail Ridge Road area	67%	71%	65%	57%	100%	60%	56%	75%	68%	58%	73%	71%	57%	65%	61%	76%
	Bear Lake/Glacier Gorge/Moraine Park area	63%	78%	44%	42%	72%	57%	43%	80%	49%	48%	71%	61%	68%	61%	64%	62%
(15 - inite of DAMAID) NAULink	Grand Lake/Kawuneeche Valley area	21%	25%	21%	6%	84%	18%	9%	29%	19%	12%	26%	22%	20%	21%	19%	23%
(If visited RMNP) Which areas of Rocky Mountain National Park did you visit?	Wild Basin area	20%	24%	12%	15%	47%	6%	14%	29%	13%	11%	25%	17%	28%	19%	21%	20%
National Park did you visit?	Horseshoe Park area	16%	15%	17%	11%	91%	6%	10%	20%	21%	9%	20%	15%	19%	13%	14%	21%
	Longs Peak area	15%	19%	13%	6%	25%	5%	7%	21%	16%	6%	20%	16%	11%	14%	12%	19%
	Other	13%	11%	11%	19%		8%	18%	12%	9%	15%	12%	13%	12%	18%	10%	11%
TOTAL		214%	243%	182%	156%	419%	160%	157%	267%	195%	158%	247%	214%	215%	210%	202%	232%
TOTAL	n=	335	185	101	42	6	25	44	169	94	69	264	284	51	84	90	161
(IS 12'4 DAMAID) D'A	No	75%	68%	84%	89%	28%	76%	90%	64%	81%	85%	69%	78%	66%	80%	68%	79%
(If visited RMNP) Did you use a visitor shuttle/bus to	Yes, took visitor shuttle inside Rocky Mountain National Park	17%	23%	10%	4%	72%	8%	4%	29%	11%	5%	24%	16%	21%	18%	17%	16%
access RMNP?	Yes, took visitor shuttle from Town of Estes Park	12%	16%	9%	7%	16%	16%	6%	14%	14%	9%	14%	9%	22%	8%	18%	9%
TOTAL		104%	106%	103%	100%	116%	100%	100%	107%	106%	100%	107%	103%	109%	106%	103%	105%
TOTAL	n=	337	185	103	42	6	25	44	169	96	69	266	286	51	85	90	162

			On	your recent trip to	Estes Park, were y	ou		Visit	or type		Place	of residence	Day of inter	cept survey	Month o	of intercept	survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	None of the above	83%	83%	87%	79%	68%	71%	80%	85%	91%	77%	87%	87%	72%	72%	83%	91%
	Estes Park Wool Market & Fiber Festival (June 7 - 10)	6%	3%	2%	14%		7%	12%	2%	2%	11%	2%	1%	18%	20%		2%
	Fourth of July Celebration (July 4)	4%	5%	3%	1%	20%	6%	3%	5%	1%	4%	3%	3%	5%		7%	2%
	Other	3%	3%	4%	3%		6%	4%	3%	1%	4%	3%	4%	2%	3%	5%	1%
	Performance Park Summer Concert Series (June 16 - September 15)	2%	4%				6%		4%		2%	2%	2%	2%	2%	3%	1%
In which of the following	Estes Park Wine Festival (August 11 - 12)	1%	0%	4%	2%			1%	0%	5%	1%	2%	1%	3%			4%
special events, if any, did you partake while in Estes	Memorial Day Weekend Celebration (May 26-28)	1%		2%	3%			2%		3%	2%	1%	1%	3%	2%		2%
Park?	Rooftop Rodeo (July 5 - 10)	1%	1%	1%	1%	12%	1%	1%	1%	1%	1%	1%	2%			3%	0%
	Scandinavian Midsummer Festival (June 22 - 24)	1%	1%	1%	2%	12%	1%	1%	2%		1%	1%	1%	2%	4%		0%
	Estes Park Comic Con (July 13 - 15)	1%	1%	1%			2%	1%			1%		0%	1%		1%	1%
	Jazz Fest Weekend (June 2 - 3)	0%		2%						2%		1%	0%	1%			1%
	Estes Park Marathon (June 17)	0%		1%						1%		0%		1%			1%
	Rocky Mountain Half Marathon (August 4)	0%	0%						0%			0%	0%				0%
TOTAL		104%	102%	107%	104%	112%	101%	106%	102%	108%	104%	104%	102%	109%	103%	102%	107%
TOTAL	n=	421	193	145	76	6	33	82	172	131	115	305	342	79	100	120	201
(If attended event) Did you make your trip to Estes Park	Came specifically for the special event	36%	30%	8%	58%		44%	54%	13%	12%	51%	13%	24%	49%	62%	29%	
specifically to attend the event, or would you have	Would have visited Estes Park anyway	61%	68%	86%	42%	100%	56%	46%	83%	77%	49%	81%	72%	51%	35%	71%	94%
visited Estes Park anyway?	Don't know / not sure	2%	2%	6%				_	4%	10%		6%	4%		3%		6%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	60	26	15	17	2	9	19	21	11	28	32	38	22	22	19	19

			On	your recent trip to I	Estes Park, were yo	ou	-	Visit	or type		Place	of residence	Day of interes	cept survey	Month o	of intercep	ot survey
Amount spent per PART (averages)	Y per TRIP in EP on	OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
Lodging (hotel, rental condo,	Average	\$346	\$717	\$31	\$8	\$315	\$290	\$12	\$841	\$8	\$94	\$553	\$354	\$326	\$312	\$330	\$388
Airbnb, camping fees, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Restaurants/bars/food	Average	\$188	\$323	\$96	\$39	\$325	\$185	\$47	\$376	\$73	\$88	\$271	\$211	\$134	\$185	\$208	\$170
concessions	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Shopping/retail purchases	Average	\$173	\$273	\$96	\$74	\$220	\$101	\$86	\$325	\$84	\$91	\$242	\$199	\$111	\$145	\$225	\$140
(apparel, gifts, groceries, magazines, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Recreation (golf, bike rental,	Average	\$50	\$74	\$40	\$21	\$11	\$28	\$24	\$85	\$42	\$25	\$70	\$56	\$35	\$49	\$45	\$56
guided hike, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Sightseeing (RMNP entrance	Average	\$35	\$55	\$30	\$7	\$0	\$25	\$8	\$60	\$36	\$13	\$51	\$37	\$30	\$37	\$37	\$30
fees, gondola ride, tours, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Entertainment/amusement	Average	\$26	\$46	\$16	\$2	\$16	\$41	\$5	\$46	\$12	\$15	\$34	\$28	\$20	\$27	\$33	\$17
(concerts, movies, mini-golf, special events, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Local transportation (taxi,	Average	\$14	\$22	\$9	\$4	\$28	\$20	\$7	\$21	\$7	\$11	\$16	\$15	\$11	\$15	\$14	\$13
gas, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Personal services (spa,	Average	\$9	\$12	\$6	\$1	\$143	\$5	\$1	\$20	\$5	\$2	\$15	\$9	\$8	\$2	\$15	\$7
haircut, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
	Average	\$5	\$8	\$2	\$2	\$20	\$3	\$2	\$8	\$6	\$2	\$8	\$5	\$5	\$9	\$2	\$5
Other expenses	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
	Average	\$846	\$1,529	\$326	\$158	\$1,078	\$698	\$192	\$1,782	\$274	\$341	\$1,259	\$916	\$681	\$782	\$910	\$826
Total	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194

			ı										ı				
			On	your recent trip to	Estes Park, were yo	ou		Visit	or type		Place	of residence	Day of inter	cept survey	Month	of intercep	t survey
Amount spent per PERS (averages)	ON per TRIP in EP on	OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
Lodging (hotel, rental condo,	Average	\$118	\$244	\$11	\$4	\$63	\$104	\$4	\$283	\$4	\$34	\$187	\$115	\$125	\$130	\$95	\$133
Airbnb, camping fees, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Restaurants/bars/food	Average	\$60	\$105	\$26	\$14	\$128	\$68	\$15	\$117	\$23	\$31	\$85	\$66	\$47	\$72	\$58	\$55
concessions	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Shopping/retail purchases	Average	\$51	\$75	\$29	\$30	\$103	\$37	\$32	\$87	\$27	\$33	\$66	\$55	\$42	\$60	\$51	\$45
(apparel, gifts, groceries, magazines, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Recreation (golf, bike rental,	Average	\$16	\$24	\$12	\$7	\$5	\$12	\$7	\$26	\$14	\$9	\$22	\$18	\$11	\$18	\$13	\$19
guided hike, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Sightseeing (RMNP entrance	Average	\$11	\$18	\$9	\$2	\$0	\$11	\$3	\$19	\$11	\$5	\$16	\$9	\$16	\$16	\$7	\$13
fees, gondola ride, tours, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Entertainment/amusement	Average	\$7	\$11	\$5	\$1	\$10	\$17	\$2	\$9	\$4	\$6	\$7	\$7	\$8	\$10	\$7	\$5
(concerts, movies, mini-golf, special events, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Local transportation (taxi,	Average	\$4	\$7	\$3	\$1	\$12	\$6	\$2	\$6	\$3	\$3	\$5	\$4	\$4	\$7	\$3	\$4
gas, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Personal services (spa,	Average	\$4	\$3	\$2	\$0	\$138	\$2	\$0	\$9	\$2	\$1	\$7	\$5	\$2	\$1	\$7	\$2
haircut, etc.)	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
044	Average	\$2	\$3	\$1	\$2	\$7	\$1	\$1	\$3	\$3	\$1	\$3	\$2	\$2	\$4	\$1	\$2
Other expenses	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194
Total	Average	\$274	\$491	\$99	\$60	\$465	\$257	\$67	\$561	\$90	\$123	\$398	\$282	\$257	\$318	\$241	\$277
Total	n =	397	189	127	74	6	34	79	166	113	114	281	321	76	93	110	194

			On	your recent trip to I	Estes Park, were yo)u		Visit	or type		Place	of residence	Day of inter	cept survey	Month o	f intercep	ot survey
Amount spent per PERS (averages)	ON per DAY in EP on	OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
Lodging (hotel, rental condo,	Average	\$33	\$65	\$9	\$4	\$5	\$51	\$4	\$69	\$2	\$18	\$46	\$33	\$35	\$42	\$28	\$33
Airbnb, camping fees, etc.)	n =	396	189	127	74	6	34	79	166	112	114	280	320	76	93	109	194
Restaurants/bars/food	Average	\$26	\$33	\$26	\$14	\$8	\$35	\$15	\$34	\$21	\$21	\$30	\$28	\$20	\$33	\$24	\$23
concessions	n =	396	189	127	74	6	34	79	166	112	114	280	320	76	93	109	194
Shopping/retail purchases	Average	\$26	\$22	\$29	\$30	\$7	\$20	\$32	\$22	\$25	\$28	\$23	\$27	\$23	\$37	\$22	\$22
(apparel, gifts, groceries, magazines, etc.)	n =	396	189	127	74	6	34	79	166	112	114	280	320	76	93	109	194
Recreation (golf, bike rental,	Average	\$9	\$9	\$12	\$7	\$1	\$9	\$7	\$8	\$13	\$8	\$10	\$10	\$6	\$11	\$7	\$10
guided hike, etc.)	n =	396	189	127	74	6	34	79	166	112	114	280	320	76	93	109	194
Sightseeing (RMNP entrance	Average	\$6	\$6	\$9	\$2	\$0	\$6	\$3	\$6	\$10	\$3	\$7	\$6	\$5	\$10	\$4	\$4
fees, gondola ride, tours, etc.)	n =	396	189	127	74	6	34	79	166	112	114	280	320	76	93	109	194
Entertainment/amusement	Average	\$4	\$5	\$5	\$1	\$0	\$10	\$2	\$3	\$4	\$4	\$3	\$3	\$5	\$5	\$4	\$3
(concerts, movies, mini-golf, special events, etc.)	n =	396	189	127	74	6	34	79	166	112	114	280	320	76	93	109	194
Local transportation (taxi,	Average	\$2	\$2	\$3	\$1	\$1	\$3	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$4	\$1	\$2
gas, etc.)	n =	396	189	127	74	6	34	79	166	112	114	280	320	76	93	109	194
Personal services (spa,	Average	\$1	\$1	\$2	\$0	\$2	\$1	\$0	\$2	\$2	\$0	\$2	\$2	\$0	\$1	\$1	\$2
haircut, etc.)	n =	396	189	127	74	6	34	79	166	112	114	280	320	76	93	109	194
	Average	\$1	\$1	\$1	\$2	\$0	\$0	\$1	\$0	\$2	\$1	\$1	\$1	\$1	\$1	\$0	\$2
Other expenses	n =	396	189	127	74	6	34	79	166	112	114	280	320	76	93	109	194
	Average	\$107	\$143	\$97	\$60	\$24	\$134	\$67	\$147	\$81	\$87	\$124	\$111	\$98	\$143	\$90	\$99
Total	n =	396	189	127	74	6	34	79	166	112	114	280	320	76	93	109	194

				your recent trip to		nu l			or type		Place	of residence	Day of inter	cept survey	Month	of intercep	nt survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at	A seasonal resident of Estes	Colorado overnight	Colorado day		Out of state/int'l	Colorado	Out of state /	Weekday (M-F)	Weekend (Sa- Su)	June	July	
	1	5%	4%	3%	9%	23%	5%	8%	4%	4%	7%	4%	5%	5%	8%	4%	5%
	2	41%	45%	43%	36%	23%	42%	33%	44%	51%	35%	47%	41%	43%	54%	36%	38%
	3	16%	14%	15%	19%	32%	11%	21%	16%	12%	18%	14%	16%	16%	19%	10%	20%
	4	17%	16%	21%	13%		25%	17%	13%	16%	19%	14%	17%	16%	10%	21%	16%
	5	8%	7%	6%	12%	23%	3%	11%	10%	4%	9%	8%	8%	9%	2%	10%	11%
	6	5%	4%	5%	7%		7%	8%	3%	5%	7%	4%	6%	3%	4%	7%	4%
	7	2%	2%	2%	2%		2%	2%	1%	3%	2%	2%	1%	3%	0%	3%	2%
How many people were	8	2%	4%	0%	2%		3%	2%	3%	0%	2%	2%	2%	3%		5%	1%
included in the above spending?	9	0%	1%						1%			0%	0%				1%
	10	1%	1%	2%			2%		1%	3%	1%	2%	1%	1%		2%	0%
	12	1%	1%	1%					2%			1%	1%		1%	1%	0%
	13	0%		0%						0%		0%	0%				0%
	14	0%	1%						1%			1%	1%			1%	1%
	17	0%		1%						1%		0%	0%		1%		
	20	0%	0%						0%			0%	0%				0%
	40	0%	1%						1%			0%	0%			1%	
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		3.5	3.7	3.5	3.2	2.8	3.4	3.3	3.9	3.3	3.3	3.7	3.6	3.2	2.8	4.1	3.4
Median		3.0	3.0	3.0	3.0	2.7	3.0	3.0	3.0	2.0	3.0	2.0	3.0	3.0	2.0	3.4	3.0
n =		415	193	135	80	6	34	85	170	121	120	293	337	78	99	117	199
	None, this was my first trip to Estes Park	29%	33%	44%	8%		14%	12%	36%	51%	12%	41%	30%	25%	42%	23%	25%
	None, my last trip to Estes Park was more than five years ago	12%	17%	12%	4%		2%	3%	21%	15%	3%	18%	12%	11%	9%	15%	10%
	One	13%	10%	15%	15%	11%	1%	17%	15%	8%	13%	12%	13%	12%	10%	17%	10%
Prior to this trip, how many previous trips had you made	Two	5%	4%	9%	4%		6%	5%	4%	8%	5%	6%	7%	1%	5%	4%	7%
to Estes Park in the past 5 years?	3 to 5	15%	19%	11%	12%	35%	25%	13%	16%	12%	16%	14%	16%	13%	8%	14%	21%
	6 to 9	12%	7%	4%	25%	42%	25%	21%	6%	2%	22%	4%	8%	22%	8%	16%	11%
	10 to 19	9%	5%	3%	23%	12%	15%	21%	1%	4%	19%	2%	10%	8%	8%	8%	12%
	20 or more	5%	4%	2%	10%		12%	8%	2%	1%	10%	2%	4%	8%	10%	3%	4%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	421	197	137	80	6	33	84	175	125	118	301	340	81	102	118	201
	Summer (June through August)	79%	76%	70%	86%	100%	80%	84%	75%	75%	83%	75%	77%	84%	77%	71%	90%
(If visited EP in prior five	Fall (September through November)	57%	47%	36%	75%	77%	74%	69%	34%	43%	70%	37%	49%	75%	68%	53%	55%
years) Prior to this trip, in which seasons had you	Spring (March through May)	40%	36%	21%	50%	77%	59%	46%	21%	30%	50%	24%	34%	52%	41%	37%	42%
previously visited Estes Park in the past 5 years?	Winter (December through February)	20%	18%	22%	22%		31%	24%	10%	10%	26%	10%	19%	23%	30%	19%	16%
	Not sure/don't remember	1%	2%	4%				2%	2%		1%	2%	1%	2%	3%	1%	1%
	None of the above	1%	1%	1%	1%			1%	1%	2%	1%	2%	2%			2%	1%
TOTAL		199%	180%	156%	234%	254%	243%	225%	144%	160%	231%	149%	181%	235%	219%	182%	205%
	n=	220	95	49	70	6	29	74	79	36	104	115	173	47	42	64	114

			On	your recent trip to	Estes Park, were ye	ou		Visit	tor type	1	Place	of residence	Day of inter	rcept survey	Month	of interce	pt survey
Rate any of the followin experienced in Estes Pa	g that you rk this trip	OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	1	0%	1%						1%			1%		2%	2%		
	4	0%		1%						2%		1%		1%			1%
	5	2%	1%	3%	2%			2%	2%	4%	1%	2%	2%	1%	1%	3%	1%
Rocky Mountain National	6	1%	1%		2%		3%	2%			2%		0%	2%	2%	1%	
Park	7	5%	6%	2%	5%	18%	22%	4%	3%	3%	9%	3%	5%	6%	4%	7%	5%
	8	7%	4%	12%	7%		6%	6%	6%	10%	6%	7%	7%	5%	4%	8%	8%
	9	8%	9%	5%	9%	10%	4%	8%	11%	6%	7%	9%	9%	6%	7%	9%	8%
	10 - Extremely Satisfied	76%	77%	76%	75%	72%	65%	79%	78%	74%	75%	77%	76%	78%	80%	73%	77%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		9.4	9.5	9.4	9.4	9.4	9.1	9.5	9.5	9.3	9.4	9.5	9.5	9.3	9.5	9.4	9.5
n =	_	367	185	119	56	6	24	61	171	108	85	280	306	61	95	104	168
	0 - Extremely Dissatisfied	5%	3%	9%	6%			4%	4%	14%	3%	7%	8%		7%	4%	3%
	1	0%		1%						2%		1%	0%				1%
	2	3%		7%	5%			4%		10%	3%	3%	3%	2%			9%
	3	1%			3%			3%			2%			2%			3%
	4	2%	4%				6%				2%		3%			3%	3%
Festival/special event	5	23%	30%	29%	8%	41%	16%	10%	30%	40%	12%	33%	31%	12%	12%	34%	27%
	6	3%	2%	8%	2%			2%	5%	6%	1%	5%	3%	2%	3%		7%
	7	7%	8%	14%			15%		11%	3%	5%	9%	6%	7%	5%	13%	3%
	8	13%	11%	4%	21%	36%	15%	19%	12%		18%	8%	15%	10%	9%	19%	11%
	9	10%	13%	5%	8%	22%	27%	11%	6%		16%	4%	3%	21%	16%		13%
	10 - Extremely Satisfied	33%	30%	22%	49%		21%	46%	32%	26%	37%	30%	26%	44%	48%	28%	21%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		7.2	7.3	6.1	7.9	7.0	7.8	7.9	7.2	5.4	7.9	6.7	6.5	8.3	8.1	7.0	6.4
n =		115	54	30	28	3	11	29	48	25	40	73	83	32	37	30	48

			On	your recent trip to	Estes Park, were yo)U		Visit	tor type		Place	of residence	Day of inter	cept survey	Month	of interce	ot survey
Rate any of the fo experienced in Es		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	0 - Extremely Dissatisfied	1%	1%		2%				1%	2%		1%	1%			1%	1%
	1	0%		2%						2%		0%	0%				0%
	3	0%	1%						1%			1%	1%			1%	
	4	1%	1%		4%			3%	0%	13%	1%	1%	1%	3%	3%		2%
Overnight ledging	5	9%	7%	18%	24%	22%	11%	19%	5%	32%	13%	8%	11%	5%	8%	10%	8%
Overnight lodging	6	4%	5%	2%			7%		4%	2%	5%	4%	4%	5%	9%	2%	3%
	7	9%	9%	19%	4%		7%	3%	12%	2%	6%	11%	11%	6%	9%	9%	11%
	8	17%	16%	25%	24%		7%	32%	17%	17%	15%	17%	20%	8%	19%	16%	16%
	9	13%	14%	11%			13%		15%	6%	9%	14%	15%	8%	9%	16%	11%
	10 - Extremely Satisfied	46%	47%	25%	42%	78%	55%	42%	45%	23%	51%	43%	37%	66%	44%	45%	48%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		8.4	8.6	7.7	7.7	8.9	8.7	8.1	8.6	6.7	8.5	8.4	8.2	9.0	8.4	8.5	8.5
n =	-	231	189	23	14	5	28	16	164	20	44	185	190	41	53	70	108
	2	0%		1%						1%		0%	0%				1%
	5	4%	3%	8%	3%		6%	3%	2%	13%	4%	5%	4%	5%	1%	5%	6%
	6	1%	1%	1%					1%	2%		1%	1%		1%		1%
Outdoor recreation	7	8%	9%	6%	7%	17%	17%	6%	8%	6%	9%	7%	8%	8%	8%	11%	5%
	8	11%	6%	10%	25%		3%	20%	7%	13%	15%	9%	9%	16%	7%	16%	10%
	9	14%	13%	20%	13%		9%	18%	14%	14%	15%	14%	18%	5%	16%	14%	13%
	10 - Extremely Satisfied	61%	68%	54%	52%	83%	64%	53%	69%	50%	57%	64%	60%	65%	67%	55%	64%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		9.1	9.3	8.9	9.0	9.5	9.0	9.1	9.4	8.6	9.1	9.2	9.1	9.1	9.4	9.0	9.1
n =		329	178	92	51	7	26	56	162	81	83	244	271	58	82	90	157

			On	your recent trip to	Estes Park, were yo	ou		Visit	tor type	1	Place	of residence	Day of inte	rcept survey	Month	of interce	ot survey
	following that you Estes Park this trip	OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	0 - Extremely Dissatisfied	0%	0%		0%				1%	0%		1%	0%		1%		0%
	2	0%	1%	1%					1%	1%		1%	1%			1%	0%
	3	2%	3%	1%			5%	1%	2%		2%	1%	1%	4%	3%	1%	2%
	4	1%	1%	1%		26%			2%			2%	1%		1%	1%	0%
Shanning	5	12%	17%	9%	5%	26%	9%	4%	17%	16%	5%	17%	14%	7%	12%	14%	11%
Shopping	6	6%	5%	3%	11%		6%	10%	5%	2%	9%	4%	6%	7%	6%	5%	7%
	7	14%	18%	11%	7%	35%	33%	6%	16%	9%	14%	14%	14%	13%	10%	19%	10%
	8	20%	18%	23%	24%		17%	25%	15%	26%	23%	18%	17%	28%	30%	20%	14%
	9	14%	16%	15%	12%		8%	13%	19%	12%	11%	17%	13%	18%	12%	12%	19%
	10 - Extremely Satisfied	30%	22%	35%	40%	14%	21%	40%	23%	34%	34%	26%	33%	22%	25%	27%	36%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		7.9	7.6	8.3	8.4	6.1	7.5	8.5	7.6	8.1	8.2	7.7	7.9	8.0	7.8	7.8	8.2
n =		358	185	100	68	5	29	71	162	92	101	255	288	70	78	106	174
	2	1%	1%	2%	1%			1%	1%	2%	1%	1%	1%	2%	1%	1%	2%
	3	2%	3%	1%	2%		2%	2%	2%	2%	2%	2%	1%	3%	2%	4%	0%
	4	2%	3%	3%	2%			2%	2%	5%	1%	3%	3%	2%	5%	1%	2%
	5	12%	14%	11%	11%		2%	12%	16%	8%	10%	13%	14%	7%	13%	11%	12%
Dining	6	6%	8%	6%		16%	4%		9%	7%	1%	8%	6%	6%	5%	7%	5%
	7	14%	14%	13%	14%	18%	14%	11%	16%	12%	12%	15%	14%	12%	12%	16%	13%
	8	21%	18%	20%	27%	57%	31%	27%	15%	23%	28%	17%	17%	32%	22%	27%	15%
	9	15%	16%	14%	12%	9%	26%	14%	12%	13%	18%	13%	15%	14%	21%	12%	12%
	10 - Extremely Satisfied	27%	25%	29%	31%		20%	31%	26%	28%	27%	27%	29%	22%	19%	22%	38%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		7.8	7.7	7.9	8.0	7.6	8.2	8.0	7.5	7.8	8.1	7.6	7.8	7.8	7.6	7.7	8.1
n =		371	187	112	65	6	29	67	169	102	97	272	300	71	87	108	176

			On	your recent trip to E	Estes Park, were yo)u		Visit	or type		Place	of residence	Day of intere	cept survey	Month	of intercep	t survey
Rate any of the following experienced in Estes Pa	g that you rk this trip	OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l	Out of state/int'l	Colorado	Out of state /	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	0 - Extremely Dissatisfied	1%			5%		-	4%			3%		1%			3%	
	1	0%			1%			1%			1%		0%				1%
	2	0%		1%						1%		0%	0%				1%
	3	0%	1%							2%		1%	1%			1%	
	4	1%	1%	1%					1%	2%		1%	0%	1%		1%	1%
Estes Park Visitor Center (in Estes Park)	5	7%	9%	4%	3%	34%	8%	3%	10%	5%	5%	8%	8%	2%	3%	12%	3%
ŕ	6	2%	3%	0%					4%	0%		3%	1%	3%		2%	2%
	7	5%	5%	6%	7%			6%	7%	5%	4%	6%	4%	8%	9%	2%	7%
	8	12%	11%	17%	10%		14%	10%	11%	14%	11%	12%	13%	9%	16%	13%	8%
	9	15%	18%	12%	14%	16%	26%	11%	15%	14%	16%	15%	14%	18%	16%	14%	16%
	10 - Extremely Satisfied	56%	54%	59%	60%	49%	51%	65%	52%	56%	61%	54%	56%	58%	55%	52%	62%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		8.8	8.8	9.0	8.7	8.1	9.0	8.9	8.7	8.8	9.0	8.8	8.7	9.1	9.1	8.5	9.1
n =		304	150	110	39	4	20	44	132	104	65	237	251	53	78	83	143
	0 - Extremely Dissatisfied	1%	1%	2%	1%				1%	4%		2%	1%	2%		1%	2%
	1	1%		1%	1%	17%		2%	1%		1%	0%	0%	2%		1%	2%
	2	1%	1%	1%	1%			1%		2%	1%	1%	1%	1%		1%	1%
	3	3%	2%	3%	7%			7%	2%	2%	5%	2%	4%	1%	4%	3%	4%
	4	6%	5%	4%	8%	9%	7%	9%	5%	3%	8%	4%	4%	11%	3%	7%	7%
Parking in Estes Park	5	18%	18%	18%	19%	24%	9%	18%	21%	19%	16%	20%	21%	12%	17%	18%	19%
	6	7%	8%	4%	9%		2%	7%	10%	5%	6%	8%	7%	7%	9%	6%	6%
	7	10%	11%	11%	6%		20%	7%	11%	5%	11%	9%	11%	7%	6%	13%	9%
	8	16%	22%	14%	7%	26%	19%	7%	21%	16%	10%	20%	13%	22%	20%	13%	16%
	9	8%	9%	8%	4%	24%	12%	3%	7%	14%	5%	9%	9%	6%	10%	6%	8%
	10 - Extremely Satisfied	30%	24%	34%	38%		30%	39%	22%	29%	37%	24%	30%	30%	30%	32%	27%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		7.3	7.4	7.5	7.1	6.0	7.9	7.2	7.2	7.4	7.4	7.2	7.3	7.2	7.6	7.4	7.0
n =		397	184	130	75	7	32	79	164	118	112	283	322	75	97	112	188

			On	your recent trip to E	stes Park, were vo	u		Visit	or type		Place	of residence	Day of inter	cept survey	Month	of intercer	ot survey
Rate any of the following experienced in Estes Pa	ı that you rk this trip	OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l	Out of state/int'l	Colorado	Out of state /	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	2	1%	1%	2%	1%	9%	1%	1%	1%	3%	1%	1%	1%	1%		2%	2%
	3	1%	1%			17%			1%			1%	1%			1%	
	4	1%	0%	3%				1%	1%	3%	1%	1%	1%	2%	2%	1%	1%
	5	6%	6%	3%	7%	51%		6%	9%	4%	5%	7%	6%	6%	6%	6%	6%
Overall downtown area	6	5%	6%	2%	8%			6%	7%	4%	4%	6%	5%	5%	6%	6%	4%
	7	14%	15%	13%	16%		7%	15%	17%	13%	13%	15%	15%	13%	18%	12%	14%
	8	23%	23%	18%	26%	15%	30%	24%	21%	20%	25%	21%	20%	30%	20%	27%	20%
	9	14%	16%	15%	8%	9%	33%	9%	12%	13%	16%	12%	16%	8%	15%	15%	10%
	10 - Extremely Satisfied	35%	32%	44%	34%		29%	38%	32%	40%	36%	35%	35%	35%	33%	29%	43%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		8.3	8.3	8.5	8.2	5.2	8.8	8.3	8.0	8.3	8.4	8.1	8.3	8.2	8.3	8.1	8.4
n =		393	189	123	73	7	29	78	170	112	108	283	318	75	93	112	188
	2	0%		1%						1%		0%	0%				0%
	3	0%		1%						1%		1%		1%			1%
	4	0%		1%					0%			0%	0%				0%
	5	5%	2%	4%	10%	17%		10%	3%	4%	7%	4%	5%	6%	4%	5%	7%
Friendliness/helpfulness of the people	6	3%	4%	3%	3%		2%	3%	3%	6%	3%	4%	4%	2%	4%	4%	3%
	7	9%	11%	5%	9%		3%	8%	14%	4%	7%	10%	10%	6%	9%	10%	7%
	8	19%	21%	17%	17%	17%	31%	15%	17%	19%	20%	18%	19%	19%	14%	20%	21%
	9	14%	13%	15%	16%	26%	21%	18%	11%	11%	19%	11%	12%	20%	16%	15%	12%
	10 - Extremely Satisfied	49%	49%	54%	44%	41%	42%	45%	51%	55%	45%	52%	50%	47%	54%	46%	49%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		8.8	8.9	8.9	8.6	8.6	9.0	8.6	8.8	8.8	8.7	8.8	8.8	8.8	9.0	8.8	8.7
n =		410	191	135	76	7	32	79	171	124	112	296	333	77	102	112	196

			On	your recent trip to E		y month a we			or type			of residence	Day of inte	rcept survey	Month	of interce	nt euryey
Rate any of the follow experienced in Estes		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l	Out of state/int'l	Colorado	Out of state /	Weekday (M-F)	Weekend (Sa-Su)	June	July	August
	1	0%		1%	1%					2%		1%	0%	1%			1%
	2	0%			1%			1%			1%		0%			1%	
	3	1%	2%	1%			2%		1%	2%	1%	1%	2%		1%	2%	
	4	0%	0%	1%					0%	2%		1%	0%	1%			1%
Waste of the control of	5	9%	7%	13%	11%	17%	8%	12%	6%	13%	11%	8%	9%	10%	8%	8%	13%
Variety of things to do	6	6%	5%	3%	12%			10%	6%	5%	7%	6%	5%	8%	8%	9%	2%
	7	10%	10%	13%	8%	17%	6%	8%	13%	12%	7%	13%	10% 11%		7%	12%	12%
	8	16%	19%	14%	14%	8%	26%	9%	18%	16%	14%	17%	14% 20%		18%	14%	16%
	9	19% 21% 14% 17% 33% 27% 21% 17% 11% 23% 15% 22% 12%		24%	18%	15%											
	10 - Extremely Satisfied	37%	36%	41%	37%	26%	30%	39%	38%	36%	36%	37%	37%	37%	34%	36%	40%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		8.3	8.4	8.2	8.1	8.2	8.4	8.3	8.4	7.9	8.3	8.3	8.3	8.2	8.4	8.2	8.3
n =		387	191	117	71	7	33	74	169	107	108	277	311	76	91	111	185
	2	0%		1%						1%		0%	0%				0%
	3	0%	1%						0%	1%		1%	1%			1%	0%
	5	1%	1%	2%	1%			0%	2%	3%	0%	2%	1%	2%	1%	1%	2%
Overall visit experience	6	2%		4%	2%			1%		6%	1%	2%	1%	3%	2%	1%	3%
Overall visit experience	7	8%	10%	5%	6%	17%	15%	7%	8%	5%	9%	7%	7%	10%	6%	11%	5%
	8	12%	10%	11%	16%		2%	14%	12%	13%	11%	13%	11%	12%	11%	13%	11%
	9	22%	22%	27%	20%	9%	31%	21%	20%	22%	24%	21%	23%	20%	27%	19%	22%
	10 - Extremely Satisfied	55%	56%	50%	55%	74%	52%	56%	57%	49%	55%	54%	56%	53%	54%	54%	57%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		9.1	9.2	9.0	9.2	9.4	9.2	9.2	9.2	8.8	9.2	9.1	9.2	9.0	9.2	9.1	9.2
n =		414	192	135	79	7	32	82	172	124	115	297	334	80	102	115	197

			On	your recent trip to E	estes Park, were yo	ou		Visit	or type		Place	of residence	Day of inter	cept survey	Month	of interce	pt survey
Rate any of the following experienced in Estes Pa	y that you rk this trip	OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	1	0%			1%			1%			1%		0%			1%	
	3	2%	1%	1%	3%	17%	2%	3%	1%	1%	3%	1%	2%		2%	1%	1%
	4	2%	1%	4%	1%				2%	5%	1%	3%	2%	1%	2%	2%	2%
	5	9%	8%	10%	10%			10%	10%	13%	7%	11%	10%	6%	8%	9%	10%
Value received for the price paid	6	5%	6%	5%	5%	8%	4%	3%	7%	6%	3%	7%	6%	3%	3%	6%	7%
	7	11%	15%	9%	5%	15%	8%	4%	16%	14%	5%	15%	11%	10%	12%	10%	11%
	8	18%	22%	16%	15%	17%	28%	17%	21%	10%	20%	17%	17%	21%	16%	18%	20%
	9	14%	15%	14%	13%	9%	26%	11%	12%	14%	15%	13%	14%	15%	14%	13%	15%
	10 - Extremely Satisfied	39%	32%	40%	49%	35%	32%	51%	32%	39%	45%	34%	36%	44%	42%	40%	34%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		8.3	8.2	8.2	8.4	7.7	8.6	8.5	8.0	8.0	8.5	8.0	8.1	8.7	8.4	8.3	8.2
n =		397	190	125	74	7	31	77	169	116	109	286	319	78	97	111	189

			On	your recent trip to I	Estes Park, were yo)u		Visit	or type		Place	of residence	Day of inter	cept survey	Month	of intercep	t survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	0=Not at all likely	10%	14%	13%	1%				19%	14%		17%	10%	11%	11%	13%	6%
	1	3%	5%	2%					6%	3%		5%	3%	2%	4%	3%	2%
	2	3%	4%	3%	2%			3%	5%	1%	2%	4%	3%	4%	6%	3%	2%
	3	3%	4%	4%				1%	5%	4%	1%	5%	2%	6%	2%	4%	2%
Ham Blake and was to make my	4	1%	1%	1%					1%	1%		1%	1%		2%	1%	
How likely are you to return to Estes Park within the next 12 months?	5=Neutral	15%	17%	25%	3%	8%		4%	17%	34%	3%	23%	17%	10%	18%	9%	18%
12 months?	6	2%	4%	1%			2%		4%	1%	1%	3%	2%	2%	2%	2%	2%
	7	7%	5%	11%	6%		4%	8%	7%	8%	6%	7%	8%	3%	7%	8%	5%
	8	7%	7%	6%	8%		7%	7%	7%	9%	7%	7%	8%	6%	7%	8%	6%
	9	6%	8%	1%	6%		20%	6%	4%	3%	10%	4%	5%	8%	3%	11%	3%
	10=Extremely likely	44%	30%	32%	74%	92%	67%	72%	25%	23%	71%	24%	41%	50%	38%	38%	54%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		7.0	6.1	6.1	9.2	9.6	9.5	9.1	5.3	5.7	9.2	5.5	7.0	7.2	6.5	6.9	7.6
n =		421	196	137	80	7	32	83	176	125	116	303	339	82	103	117	201
	0=Not at all likely	1%	2%	1%					3%	1%		2%	1%	1%		3%	0%
	1	1%	1%	1%					1%	1%		1%	1%	1%	1%	1%	
	2	1%	1%	0%					1%	1%		1%	0%	1%	0%	1%	
	3	1%	1%	1%				1%	1%		1%	1%	1%	1%		1%	2%
Have likely are you to return	4	1%		2%						3%		1%	0%	1%		0%	1%
How likely are you to return to Estes Park within the next 3 years?	5=Neutral	10%	13%	15%	1%			1%	15%	18%	1%	16%	11%	7%	11%	10%	10%
5 years?	6	2%	5%	1%					6%	1%		4%	2%	3%	3%	2%	2%
	7	5%	5%	6%	2%			2%	6%	8%	1%	7%	6%	2%	6%	5%	3%
	8	8%	11%	9%	1%	8%	4%	4%	13%	6%	4%	11%	8%	8%	16%	4%	6%
	9	5%	7%	5%	2%		12%	1%	6%	5%	4%	6%	5%	6%	6%	5%	4%
	10=Extremely likely	66%	53%	58%	94%	92%	84%	91%	47%	56%	89%	50%	66%	68%	57%	68%	72%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		8.7	8.2	8.4	9.8	9.8	9.8	9.7	7.9	8.3	9.8	8.0	8.7	8.8	8.7	8.6	9.0
n =		421	196	137	80	7	32	83	176	125	116	303	339	82	103	117	201

			On	your recent trip to	Estes Park, were yo	ou		Visit	or type		Place	of residence	Day of inte	rcept survey	Month	of intercep	pt survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	1	0%	1%						1%			1%	1%			1%	
	3	0%		1%				1%			1%			1%			1%
	4	0%		1%						1%		0%		1%			1%
How likely would you be to	5=Neutral	1%	1%			17%			2%			1%	1%		1%	1%	0%
recommend Estes Park as a travel destination to a friend	6	2%	4%	1%	1%			0%	4%	1%	0%	3%	2%	1%	2%	3%	1%
or family member?	7	4%	3%	6%	2%	8%	2%	3%	4%	6%	3%	5%	4%	2%	2%	6%	3%
	8	10%	7%	12%	15%		5%	14%	7%	13%	11%	9%	9%	14%	6%	14%	9%
	9	13%	15%	12%	11%	9%	26%	12%	12%	11%	15%	12%	12%	16%	15%	14%	10%
	10=Extremely likely	69%	69%	67%	71%	67%	67%	70%	70%	67%	70%	69%	71%	65%	74%	60%	75%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		9.4	9.3	9.3	9.5	8.8	9.6	9.4	9.3	9.3	9.5	9.3	9.4	9.3	9.6	9.1	9.5
n =		420	196	136	80	7	32	83	176	124	116	302	339	81	102	117	201
	Promoter (% responding 9 & 10)	82%	84%	79%	82%	76%	93%	82%	82%	79%	85%	81%	83%	81%	89%	75%	85%
Net Promoter Category	Passive (% responding 7 & 8)	14%	10%	18%	17%	8%	7%	17%	11%	19%	14%	13%	13%	16%	7%	20%	12%
	Detractor (% responding 0-6)	4%	6%	3%	1%	17%		1%	7%	3%	1%	6%	4%	3%	3%	5%	3%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net Promoter Score		78.5%	78.5%	76.1%	81.7%	58.9%	92.8%	80.7%	75.0%	76.1%	84.1%	75.4%	79.1%	77.2%	86.5%	69.5%	82.1%
n =		420	196	136	80	7	32	83	176	124	116	302	339	81	102	117	201

		1	On	your recent trip to	Estes Park, were yo	ou		Visit	or type		Place o	of residence	Day of inter	cept survey	Month	of intercep	ot survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Yes, smartphone	93%	96%	89%	92%	74%	100%	91%	95%	90%	93%	93%	94%	91%	91%	94%	94%
	Yes, tablet	18%	27%	14%	4%	67%	41%	4%	26%	11%	14%	21%	21%	11%	14%	22%	17%
Did you bring a device with internet connectivity on your	Yes, laptop	14%	25%	5%	1%	57%	14%	3%	27%	6%	6%	20%	15%	13%	16%	16%	11%
visit to Estes Park?	No	5%	1%	9%	6%			8%	2%	7%	6%	4%	5%	3%	6%	5%	3%
	Yes, other	1%	0%	3%	2%			1%	1%	4%	1%	2%	1%	2%	2%	1%	1%
		131%	151%	120%	105%	197%	155%	108%	150%	118%	120%	139%	136%	121%	129%	137%	127%
TOTAL	n =	415	193	136	78	7	31	80	175	124	112	301	334	81	103	116	196
(If brought device) Did you	Yes	59%	79%	43%	38%	100%	69%	41%	82%	36%	49%	67%	63%	52%	64%	62%	53%
connect to an internet network during your visit to	No	32%	18%	48%	44%		31%	41%	14%	53%	38%	27%	29%	39%	27%	31%	36%
Estes Park?	Not sure / don't remember	9%	3%	9%	18%			18%	4%	11%	13%	6%	9%	9%	9%	7%	11%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	396	190	127	71	7	31	74	172	115	105	289	320	76	96	110	190
	Yes	51%	49%	60%	48%	77%	51%	55%	48%	56%	54%	50%	53%	46%	58%	49%	49%
(If connected to network) Did you find the internet	Somewhat	40%	42%	31%	44%	23%	45%	38%	41%	36%	41%	40%	36%	51%	35%	42%	42%
connection speed(s) to be generally adequate?	No	7%	9%	4%	4%		3%	4%	10%	3%	4%	9%	9%	3%	5%	8%	8%
	Not sure / don't remember	2%		5%	4%			4%	0%	5%	2%	1%	2%		2%	1%	2%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	234	148	54	25	7	21	28	137	46	49	184	197	37	61	70	103
(If brought device) Did you	Yes	4%	5%	3%	2%			2%	7%	3%	1%	6%	4%	3%	2%	4%	5%
research the speed of available internet service in	No	91%	91%	89%	91%	100%	97%	90%	90%	89%	92%	89%	90%	93%	98%	90%	86%
EP while planning your visit?	Not sure / don't remember	5%	3%	8%	7%		3%	8%	3%	8%	6%	5%	6%	4%	1%	6%	9%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	393	187	127	71	7	30	74	170	115	104	287	317	76	96	109	188
	1 - Not At All Important	13%	14%	14%	10%		18%	10%	11%	16%	12%	13%	11%	16%	19%	8%	12%
(All respondents) How important to you is good	2	11%	11%	8%	13%	9%	5%	12%	13%	7%	11%	11%	9%	16%	5%	11%	16%
internet access when deciding where to go and	3 - Moderately Important	35%	35%	32%	39%	33%	26%	37%	38%	33%	34%	36%	37%	32%	33%	35%	37%
stay on a leisure trip?	4	19%	17%	20%	22%	8%	28%	22%	14%	17%	24%	15%	20%	17%	15%	23%	17%
	5 - Very Important	23%	23%	27%	17%	50%	22%	19%	24%	26%	20%	25%	24%	20%	27%	23%	18%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		3.3	3.2	3.4	3.2	4.0	3.3	3.3	3.3	3.3	3.3	3.3	3.4	3.1	3.3	3.4	3.1
n =		418	195	135	80	7	32	82	176	123	115	301	337	81	103	116	199

			On	your recent trip to	Estes Park, were yo)u		Visit	or type		Place	of residence	Day of inter	cept survey	Month c	of intercep	t survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l	Out of state/int'l day	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	None	31%	34%	40%	19%	43%	10%	20%	43%	42%	17%	43%	34%	26%	29%	33%	32%
	Pikes Peak/Colorado Springs area	30%	23%	33%	38%	45%	40%	41%	22%	23%	40%	22%	29%	33%	32%	28%	31%
	Breckenridge	23%	18%	15%	40%		45%	38%	10%	11%	40%	10%	20%	29%	28%	15%	28%
	Other Summit County (Keystone, Copper Mtn, Frisco)	18%	17%	8%	28%	35%	45%	27%	8%	7%	32%	8%	18%	20%	28%	10%	20%
	Other Colorado area(s)	18%	13%	13%	30%		13%	28%	11%	16%	24%	13%	17%	20%	17%	20%	16%
	Steamboat Springs area	17%	11%	8%	34%	35%	20%	33%	8%	8%	29%	8%	16%	19%	17%	11%	24%
	Jackson Hole/Grand Teton/Yellowstone area	17%	18%	16%	15%	23%	41%	14%	14%	12%	21%	14%	16%	20%	12%	16%	21%
What alban manufain	Durango/Silverton/Ouray area	13%	13%	8%	16%		31%	14%	8%	7%	19%	7%	13%	11%	15%	8%	16%
What other mountain destinations, if any, have you visited for a leisure/vacation	Winter Park/Granby area	12%	9%	8%	20%	12%	20%	19%	4%	8%	19%	6%	11%	12%	15%	7%	14%
trip in the past three summers (2015-17)	Crested Butte/Gunnison area	9%	5%	6%	20%		10%	21%	4%	2%	17%	3%	9%	10%	10%	7%	11%
Summers (2013-11)	Aspen / Snowmass	9%	8%	10%	10%		14%	13%	6%	5%	13%	5%	10%	6%	10%	5%	12%
	Vail/Beaver Creek area (added to survey on 7/18/18, 3:15pm)	8%	8%	7%	10%		20%	10%	5%	4%	13%	4%	10%	5%		6%	16%
	Other	8%	11%	7%	2%	12%	9%	3%	9%	11%	4%	10%	8%	7%	12%	4%	8%
	Lake Tahoe (CA/NV) area	7%	6%	11%	5%	23%	7%	5%	7%	9%	5%	8%	10%	1%	6%	7%	8%
	Telluride area	5%	6%	2%	8%		16%	6%	3%	3%	9%	3%	5%	6%	5%	1%	10%
	Park City (UT) area	5%	4%	4%	6%		2%	5%	5%	6%	5%	5%	4%	6%	3%	7%	4%
	Whitefish/Glacier National Park area	4%	3%	4%	4%	45%		4%	5%	5%	3%	5%	5%	1%	3%	3%	6%
	Sun Valley (ID) area	1%	0%	2%	1%			1%	1%	2%	1%	1%	1%		1%	1%	1%
TOTAL		235%	207%	202%	305%	272%	340%	302%	173%	181%	311%	176%	236%	231%	243%	189%	280%
IOIAL	n=	404	187	132	78	6	32	80	167	120	113	289	327	77	97	116	191

			On	your recent trip to	Estes Park, were ye	ou		Visit	or type		Place	of residence	Day of inter	cept survey	Month	of intercep	t survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day		Out of state/int'l	Colorado	Out of state /	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Visit the same destination year after year	13%	13%	11%	13%	55%	15%	11%	14%	13%	12%	14%	14%	10%	11%	12%	15%
Generally speaking, for your summer vacation trips, do	Rotate between a few different destinations	48%	48%	48%	50%	12%	62%	47%	44%	50%	51%	46%	47%	50%	42%	50%	51%
you typically:	Visit new/different destinations all the time	39%	39%	41%	37%	33%	22%	42%	42%	37%	37%	40%	38%	40%	47%	38%	33%
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	417	193	137	80	6	32	83	173	124	116	299	338	79	101	117	199
	1 - Value conscious / price sensitive / least cost choice	6%	4%	3%	11%	12%	4%	10%	4%	4%	8%	4%	5%	7%	4%	7%	6%
How would you classify	2	6%	6%	6%	6%	12%	3%	6%	6%	7%	5%	7%	6%	6%	9%	3%	6%
yourself on the following scale in planning your	3 - Seek an even balance between price and quality of experience	68%	67%	74%	66%	45%	61%	69%	68%	72%	67%	69%	69%	65%	70%	64%	71%
vacations?	4	10%	9%	12%	9%	20%	9%	8%	10%	10%	8%	10%	9%	12%	7%	11%	10%
	5 - Quality of experience is primary concern regardless of cost	10%	15%	5%	8%	11%	24%	7%	11%	6%	12%	9%	11%	9%	9%	14%	7%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average		3.1	3.2	3.1	3.0	3.0	3.5	3.0	3.2	3.1	3.1	3.1	3.1	3.1	3.1	3.2	3.1
n =		416	193	137	79	6	32	82	173	124	115	299	336	80	100	117	199
	Single, no children at home	11%	10%	11%	14%		6%	15%	11%	11%	13%	11%	12%	11%	18%	10%	8%
Finally, for statistical purposes only: Which of	Couple, no children at home	34%	34%	28%	38%	45%	37%	33%	33%	36%	34%	34%	30%	44%	38%	34%	31%
best describes your household/family status?	Household with children living at home	37%	37%	42%	33%	32%	39%	33%	38%	37%	35%	38%	39%	32%	26%	40%	41%
	Household with grown children no longer at home (empty nester)	18%	19%	19%	15%	23%	18%	18%	18%	17%	18%	18%	20%	14%	18%	16%	20%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	n =	403	190	132	74	6	32	76	170	121	108	293	325	78	96	113	194
	Below \$25,000	4%	2%	4%	7%		1%	6%	2%	4%	5%	3%	5%	1%	1%	4%	5%
	\$25,000 to \$49,999	7%	7%	8%	5%	14%	9%	7%	7%	5%	7%	6%	7%	5%	5%	2%	12%
	\$50,000 to \$74,999	18%	14%	18%	27%		10%	24%	16%	20%	20%	17%	19%	18%	18%	22%	15%
Which best describes your	\$75,000 to \$99,999	22%	19%	20%	30%	25%	17%	28%	22%	20%	24%	21%	20%	28%	21%	23%	23%
annual household income (before taxes)?	\$100,000 to \$149,999	21%	24%	27%	12%	14%	25%	17%	22%	23%	19%	22%	22%	20%	20%	25%	19%
(Sololo taxoo)	\$150,000 to \$199,999	15%	21%	9%	11%		27%	9%	18%	10%	14%	15%	13%	19%	20%	12%	14%
	\$200,000 to \$249,999	8%	8%	7%	7%		6%	8%	6%	12%	7%	8%	8%	6%	9%	7%	7%
	\$250,000 to \$499,999	4%	5%	6%	1%	25%	4%	1%	6%	6%	2%	6%	5%	3%	6%	3%	4%
	\$500,000 or more	1%	1%		1%	22%		1%	2%		0%	1%	1%			2%	1%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
IVIAL	n=	348	164	111	67	5	28	68	146	102	96	250	285	63	83	96	169

			On	your recent trip to	Estes Park, were yo	ou		Visit	or type		Place	of residence	Day of inter	cept survey	Month	of interce	ot survey
		OVERALL	A visitor spending the night in the Estes Park area	A day visitor to Estes Park, spending the night elsewhere	A day visitor to Estes Park, started and ended my day at my own home	A seasonal resident of Estes Park/second homeowner	Colorado overnight	Colorado day	Out of state/int'l overnight	Out of state/int'l	Colorado	Out of state / foreign	Weekday (M-F)	Weekend (Sa- Su)	June	July	August
	Be entered in the prize drawing	93%	91%	95%	96%	88%	99%	98%	88%	93%	98%	90%	94%	91%	95%	92%	93%
Would you like to	Receive our e-newsletter featuring upcoming events, activities, and packages	30%	28%	27%	37%	20%	35%	34%	25%	31%	34%	27%	29%	32%	29%	36%	25%
	None of the above	6%	9%	4%	4%	12%	1%	2%	12%	6%	2%	10%	5%	9%	5%	8%	6%
TOTAL		130%	128%	126%	137%	120%	135%	134%	125%	130%	134%	127%	129%	132%	128%	136%	124%
TOTAL	n =	403	190	129	77	6	30	82	169	117	113	288	325	78	97	112	194



Respondent Comments – Post Trip Survey Estes Park Visitor Research Summer 2018 Table of Contents

Did your trip include a stay in any of the following areas? (other)	1
What type(s) of lodging did you use while staying in the Estes Park area? (other)	1
How did you make your lodging reservations? (other)	2
Did you fly as part of your travel to Estes Park? (ended air travel at other airport than DIA)	2
What was the primary reason for your visit to Estes Park? (other)	2
What other destinations did you or will you visit as part of your trip? (other)	3
What was your PRIMARY destination this trip? That is, where did you spend the most time? (primary destination was other than Estes Park/RMNP)	
With whom did you travel on your trip to Estes Park? (other)	7
What other destinations, if any, did you consider before deciding to visit Estes Park? (other)	7
What information sources did you use to plan your trip before you arrived in the Estes Park area? (other)1	.1
While in Estes Park, what information sources did you use to plan activities/events? (other) 1	.1
What activities did you engage in while in the Estes Park area? (other)1	.2
Which areas of Rocky Mountain National Park did you visit? (other)1	.3
In which of the following events, if any, did you partake while in Estes Park? (other)1	.4
Overall, what aspects of your visit to Estes Park did you like best?	.4
Did you have any negative experiences in Estes Park, or do you have any suggestions for improving the Estes Park experience?	!6
In your opinion, what are the most distinctive aspects of Estes Park as a travel destination?	3
What community features/amenities could Estes Park add to make you excited to come back? 4	₽2
Did you bring a device with Internet connectivity on your visit to Estes Park? (other)4	18
What other mountain destinations, if any, have you visited for a leisure/vacation trip in the past three summers (2015-2017)? (other)	

RRC Associates Contents

Did your trip include a stay in any of the following areas? (other)

Location of Stay (other area[s] of Colorado)
aurora
Aurora
Aurora
Breckenridge
Breckenridge
Broomfield
Central City
Chatfield State Park
Colorado springs
Colorado Springs
Colorado Springs
Glen Haven
Golden
GOLDEN / COAL CREEK
Golden Gate Canyon
Greeley
Greeley
Longmont
Rocky mountain national park
Trinidad Lake SP
Westminster

Location of Stay (other area[s] outside Colorado)
Firestone
Northwest U.S.
Utah, New Mexico, and Arizona

What type(s) of lodging did you use while staying in the Estes Park area? (other)

Lodging Type (other)
KOA
Rental thru Realty
YMCA
YMCA of the Rockies member

How did you make your lodging reservations? (other)

Lodging Reservations (other)
friends made it
Made reservation last year before leaving the lodge where we stayed for 10 days

Lodging Reservations (other website)	
No responses	

Did you fly as part of your travel to Estes Park? (ended air travel at other airport than DIA)

Airport Where You Ended Travel
COS airport
Dfw
DFW
Houston TX
Las Vagas
Las Vegas
LAX
SDF

What was the primary reason for your visit to Estes Park? (other)

Primary Reason for Visit (other)
50th Wedding Anniversary
Exploring area for move
Family fun day
Fishing site seeing
Get away for a day.
Just to check it out live in Colorado all my life never been
memorial service for relative
Pleasure
Returning to the landscape of my childhood
Searching for a miracle
showing visiting family estes park
Took out of state family there for a day trip
Trail hiking
Vacation
Wedding pictures

What other destinations did you or will you visit as part of your trip? (other)

Destinations Visited (other Colorado area)
Blackhawk
Cañon city
Canon city and Colorado Springs
Colorado Spings (Garden of the Gods), Golden (Red Rocks concert), Nederland
Colorado spring
colorado springs
Colorado Springs; Canon City
Dillon, Frisco, Glenwood Springs
Fairplay
Fraser
Frisco
garden gods
Georgetown
Glenwod Springs
Glenwood Springs
Golden
Granby YMCA
Idaho Springs
Jamestown
Keystone
Kremmling
Leadville 100
Littleton
longmont
longmont

Respondent Comments: Post-Trip Survey

Destinations Visited (other Colorado area)
Longmont
Nelander
Ouray
Ouray
Pagosa Springs, Co Springs
Palisades
Pikes peak
Pikes Peak
Pikes Peak and Colorado Springs parks
Pueblo river walk, Bent's Fort
Red Rocks
Red Rocks
Red Rocks
Royal Gorge
Salida
Silver Mine tour
Springs
Summit County, Mesa Verde, Black Canyon of the Gunnison, Great Sand Dunes, Canyons of the Ancients
Superior
Trail ridge
TRINIDAD
Wellington, Greely

Destinations Visited (non-Colorado)
California
Cheyenne, WY
Cheyenne,WY
Chicago
Columbia, Missouri
Glacier park
IA, KS, OK, AR
Ks
Montana
Mount Rushmore
New Mexico
Niobrara State Park, Valentine NE
NW US
Omaha
Santa Fe/Albuquerque
South Dakota
Taos
Utah

Destinations Visited (non-Colorado)
Utah, Arizona
Utah, Nevada, California
Vegas
Wyoming and Nebraska
Yellowstone
Yellowstone
Zion, Bryce, Capitol Reef, Kansas City, Nashville, New Jersey
zion, grand canyon, bryce canyon

What was your PRIMARY destination this trip? That is, where did you spend the most time? (primary destination was other than Estes Park/RMNP)

Primary Destination (other)
14U SOFTBALL TOURNAMENTS
2 nights in multiple places
3 days spent at other spots in CO
All over
Blackhawk
Boulder
Broomfield
Broomfield
Castle Rock
Central City
Colorado springs
Colorado Springs
Colorado Springs area
Coredlean and Summit County
Denver

Respondent Comments: Post-Trip Survey

Primary Destination (other)
Denver
Denver area
Denver area
Fort Collins
Fort Collins
Fort Collins
FORT COLLINS
Fort Collins Colorado State University
Fort Collins- Family
Fort Collins/Loveland
Fraser
Ft Collins
Ft Collins for business
Ft Collins/Cheyenne WY
Glacier National Park
Golden
Golden Gate Canyon State Park
Grand Lake
Grandby area, and points around there
In town
Keystone
Leadville 100
Longmont
Longmont
Multiple stops before finishing our trip in Estes
Ouray
Pikes Peak
Red Rock
Red rock park
Red Rocks
Red Rocks

Primary Destination (other)
Road trip through Montana, Wyoming, Colorado , New Mexico and Arizona
Summit County
Superior
Thornton, CO
Vail
Wellington
Westminster
Wyoming, Utah, Idaho
Yellowstone
zion

With whom did you travel on your trip to Estes Park? (other)

Traveled With (other)	
Dog	

What other destinations, if any, did you consider before deciding to visit Estes Park? (other)

Destinations Considered (other Colorado)
Alamosa
All over
Boulder
Boulder
Boulder
Boulder
Boulder (more time there)
Boulder Colorado Springs Denver
Boulder, Durango, Crested Butte
Boulder, Longmont, Denver, Garden of the Gods
Breckenridge
Breckenridge
Breckenridge
Breckenridge
Breckenridge, grand lake, Colorado springs
Breckridge
Buena vista, royal gorge
Canon City; Colorado Springs; Golden
Castle Wood Canyon
Co Springs, La Veda, Pueblo, Boulder, San Isabel Forest
Colardo springs

Respondent Comments: Post-Trip Survey

Destinations Considered (other Colorado)
Colo sprgs
Colorado spring
Colorado springs
Colorado Springs and Siverthore
Colorado Springs attractions
Colorado Springs, Denver area
COS Garden of the Gods
Crested Butte
Csu
Day started with Boulder as the end point, then looking at the map once we were in Boulder we decided to
keep going
Denver
Denver parks
Denver, Boulder
Denver, Boulder
Dilion, Co
Durango/silverton
Echo Lake, Roosavelt Park
Evergreen, Colorado Springs grand lake
Fort Collins
Fort Collins, Denver, Colorado Springs
Fraser, boulder, Denver. Ft Collins area.
Frisco
Ft Collins
Garden of the Gods
Garden of the Gods
Garden of the gods and pikes peak
Garden of the Gods, Pikes Peak
Glenwood springs
Glenwood Springs
Golden
Golden

Respondent Comments: Post-Trip Survey

Destinations Considered (other Colorado)
Granby
Grand Lake
Grand Lake, Glenwood Springs, Denver, Boulder.
Grand Lake, Winter Park and lots of hiking trails
Hanging Falls
Idaho Springs
Jackson Lake
Keystone
Keystone area
LeVeta Pass
Longmont, Boulder, loveland
Loveland
Manitou Springs, Colorado Springs/Garden of the Gods
Mount Evans, Royal Gourge, Garden of the Gods
Mountain cities near denver
mountains in general
Mt. Evans
Nederland
Other Colorado national parks
Other scenic places
Pagosa Springs, Grand Lake
Pikes peak
Pikes Peak
Pikes Peak
Pikes Peak & Garden of the Gods
Pikes peak, sand dunes
Piles peak
Poudre Canyon area
Pounder Canyon
Red Rocks
Red Rocks Mountain
Red Rocks, Aspen
Red Rocks, Denver, Breckenridge, Idaho Springs
royal gorge
S. Colorado
Seven Falls
several
Several in Colorado
Steamboat Springs
Steamboat, Vale
vail
Vail

Destinations Considered (other Colorado)
Vail
Vail
Various
Visited many places that are part of National Park Service
Winter Park
Winter park, Indian pass wilderness area
woodland park

Destinations Considered (other)
Alaska
Alaska and Canada
Boulder
Canada
Cuba
Depot Museum in Cheyenne
Destin beach Florida
Florida
Glacier NP
Glacier park
Idaho
Jackson Hole WY, Park City UT
Montana
Mr Rushmore
National parks
New Mexico
New Mexico
Ocean Beach
Other national parks
Pikes Peak, Garden of the Gods, Great Sand Dunes NP
Portland, OR and Washington, DC
saint louis, mo
Salt Lake City
Santa Fe and Albuquerque
Snowy Range area in Wyoming
So Dakota, Wisconsin
timeshares across the US and Canadian Midwest, from Quebec to Idaho Falls
Upstate New York
Utah
Vegas
Virginia Beach
Washington DC, Charleston SC
washington state

Destinations Considered (other)
Woodland Park, CO; Washington, DC; Black Hills, South Dakota; London
WYOMING
Yellow stone national park
Yellowstone
Yellowstone
Yellowstone
Yellowstone
Yosemite Nat'l Park
Yosemite, Yellowstone, Zion, or Bryce

What information sources did you use to plan your trip before you arrived in the Estes Park area? (other)

Information Sources Used to Plan Trip (other)
Airbnb, VRBO
City Data
Denver visitor's center
family
Festival brochure
Google
Internet research
Meeting
My grandmother used to live there.
National Park Service Rocky Mountain National Park Website
reserveamerica.com
Resident from Denver
VRBO.com
We used to visit here as children

While in Estes Park, what information sources did you use to plan activities/events? (other)

Information Sources Used in Estes Park to Plan Activities/Events (other website)
Google
Info on fishing
maps.google.com
Park Conservancy website
youtube

Information Sources Used in Estes Park to Plan Activities/Events (other)
Asked local people in town for info, talked to other hotel guests that had been there a couple days
Estes Park News and Trail Gazette
Estes park volunteer near the parking lot was extremely helpful
Event info guide
Friends
Friends
Google
Knowledge of the area from prior trips
RMNP maps and hiking trail info
Your shuttle staff members were especially helpful in advising us how to get around.

What activities did you engage in while in the Estes Park area? (other)

4 wheeling 4x4 drive Aerial Tram Airtram and amusements for kids
Aerial Tram
Airtram and amusaments for kids
All traffication afficients for Kius
ATV riding
Backpacking
Climbing
Hix park art show, farmers market
Keep tour
Lily Lake
Lunch
miniature golf, taffy, ice cream
Observatory
Observatory!!
Picnic
picnicing
play parks for children
Rafting
Rafting
rodeo
Rooftop Rodeo
Shopping
Stores
Visit breweries
walk the lake near by
Whitewater rafting.
Wild side tours

Activities in the Area (other)	
Wine tasting	
Wool Market and classes	

Which areas of Rocky Mountain National Park did you visit? (other)

Areas Visited in RMNP (other)
All around
Alluvial Falls old trail road
alluvial fan
Alluvial fan
Alluvial Fan
Alluvial Fan
Alpine
Alpine
Alpine Summit
Alpine Visitors Ctr, scenic road, lily lake
Baldpate Inn; Sprague Lake; Moraine Park; Alluvial Fan area
Carter Lake
Chasm falls rd
Cub lake
Cub Lake
Don't know name
East side
Fall River Road
Fall River Road area.
Hikers shuttle stop
Lake Estes for fishing.
Lily lake
Lily lake and devils gulch
Lumpy ridge!
Morraine Park
Old Fall River Road
Shadow mountain resort
Sprague lake
Sprague Lake and Boulder Brook Back Country Campsite in ROMO
St. malo
Storm mountain
Tundra community
Upper Beaver Creek Meadow
Visitors center

In which of the following events, if any, did you partake while in Estes Park? (other)

Events in Estes Park (other)	
Aniversario	
chuckwagon comedy show	
Colorado Crafts Fest	
cowboybrad.com	
Folk Festival and David Crosby concert	
Folk Music Festival	
Half Marathon	
Horse Show Equestrian Center	

Overall, what aspects of your visit to Estes Park did you like best?

Likelihood to Recommend Estes Park	Liked Best (0=Not at all likely, 10=Extremely Likely)
10	Abundance of restaurants and shops in downtown area that maintains somewhat of the "old time" feel of Colorado mountain towns, beautiful scenic areas, small park areas along the river.
10	All
10	Almost everything
10	Alpine setting (reminds of Switzerland) . Friendly people, Vibrant downtown and RMNP!
10	Always a wonderful experience no matter the season. Usually stay overnight when time allows.
10	Amazingly clean and well organized. Clean and numerous public facilities. The visitor's center was wonderful and everyone there was so nice and we were there a week and never had to get in the car!
10	Atmosphere
10	Atmosphere of the town
10	atmosphere, lunch, weather
10	Beautiful scenery. Down town area
10	Beautiful slow area ♡
10	Beautiful town and beautiful natural beauty of area, affordable relaxing visit. The flowers downtown were magnificent. We so enjoyed doing lots of walking . The river walks were beautiful.
10	Beautiful weather and scenery.
10	Beauty and not to crowded. Went to see the Stanley as well and noticed a lot of changes / upgrades there.
10	Beauty of the mountains.
10	Beauty, scenery, food, shops. Next time I'll have more time to golf and tour and stay I hope.
10	Beauty. Cleanliness. Wildlife
10	being in the mountains
10	Being with my family and how beautiful it is after 40 years of being there!

Likelihood to Recommend Estes Park	Liked Best (0=Not at all likely, 10=Extremely Likely)
10	Climate in the mountain setting.
10	Cool mountain air and the ability to be able to walk to the downtown area.
10	Cool weather and food.
10	Dining
10	Downtown, ability to walk the town
10	Easy access, great location, good amenities.
10	Estes Park is a beautiful, relaxing place to meet/walk/talk/dine with friends from the Wool Market.
10	Estes Park's beauty and history
10	Everyone was so nice, the volunteer we spoke with was extremely helpful, the town was really cute. Impressive menu options in the visitor's center that make it easy for tourists to browse restaurants ahead of time. clean bathrooms.
10	Everything
10	Family visit was wonderful
10	Great lunch at Mama Rose's and very nice spa treatment at Affinity Spa.
10	Helpfulness of the people at the visitors center
10	Hiking
10	Hiking and enjoying the mountains
10	Hiking and views
10	Hiking around the lake
10	Hiking as a family and the star gazing event on Friday night.
10	Hiking in RMNP
10	Hiking in RMNP
10	Hiking, camping, shopping, love the place
10	Hiking, dining, shopping
10	Hiking, relaxing, weather
10	Hiking, scenery
10	Hiking, shuttle, views
10	I always love the downtown area and the variety of shops there, but we love walking along the river the most. Found a perfect spot with a new bench to just absorb the surroundings.
10	I enjoyed the downtown area this time. We really enjoyed walking around and enjoying the sights and smells.
10	I like the weather, and outdoor opportunities. Also, all businesses are close.
10	I love Estes Park for the scenery and RMNP is a favorite. I went to the Wool Fest this time but I often go up from Boulder just to enjoy the scenery and to hike or take a scenic drive over Peak to Peak Highway. I think the scenery is what brings me back again and again.
10	I love just about everything in Estes! Love staying in a cabin for a few nights, shopping, relaxing and enjoying the beauty!

Likelihood to Recommend Estes Park	Liked Best (0=Not at all likely, 10=Extremely Likely)
10	I love the environment, the river walk, shopping.
10	I love the historic shops and the scenery. I'm going back for a wedding in September and next November and I am extremely excited to spend the night in Estes for both occassions
10	I love the quaint and warm feeling Estes Park gave us! People we're friendly. The area was clean and unique.
10	It's so freaking beautiful!
10	Jeep Tour & Shopping
10	Just a beautiful area
10	Just a beautiful place to visit so tranquil.
10	Just being there
10	Location is Beautiful. People are friendly. Wildlife is wonderful. Art is abundant and reasonably priced. Great photography areas. Lake Estes is funkayaks and fishing. Plenty of great lodging!
10	Location, weather, lots to do, loved the walking path along the lake into town, loved all the hiking opportunities, the free shuttle service is a fabulous thing although i didnt use it this time. Loved the river walk, the hummingbirds, the art along the path, the outdoor eating opportunities, the live music along the river, the herd of 38 elk i encountered on the path, etc.
10	Love the Fall and Big Thompson rivers that run through Estes Park, plus the beautiful rocky mountains. Estes Park is on our top five vacation destinations.
10	Loved biking around the lake, downtown shopping, the toffee shops!, mini golf for kids, rocket fizz!
10	Loved it! The town was delightful. The visitors center was very helpful and informative.
10	Loved the mountains and River. Also loved seeing all the wildlife.
10	Loved the small town feeling
10	Loved the wildlife, scenery and mountain air
10	Me and my wife LOVE everything about Estes Park, We look forward to coming every year, usually we stay longer but this was short notice and only stayed 3 nights but we are already planning our trip for next year. Our entire home is decorated with things we bought in Estes Park.
10	Memories that were created
10	Montañas
10	Mountains
10	National Park, town and dinning!
10	National Park, Visitor's Center, and Stitchin Post
10	Natural beauty, friendly people
10	Natural beauty, hiking, weather, charming downtown retail area
10	Nature
10	Nature
10	Nature and variety of activities
10	Nature beauty and being away from major city
10	Nice down town rmnp

Likelihood to Recommend Estes Park	Liked Best (0=Not at all likely, 10=Extremely Likely)
10	Nice town close to RMNP. Also liked the person at lights telling people they can cross diagonally.
10	Not one thing. Downtown shopping area was great. Very clean. Loved the Elk in the park. Overall a beautiful area
10	Our visit is centered around spending time with extended family and hiking in RMNP. I loved doing these things, exploring the downtown shops, Lake Estes, horseback riding, etc.
10	Our visit to Estes Park made us want to come back again. This was just a spur of the moment trip to check out the visitor center which made us do a loop around the Rocky Mountain NP ending in Denver. We will be back. You have a incredible state.
10	Outdoor activities were quite good and enjoyable. Some excellent food and accessibility of various shopping made the stay enjoyable.
10	Overall, the people and RMNP
10	PARADE
10	Park and dining
10	Parking at visitor center, we walked into town, enjoyed the walk and musical displays. Liked the option of the shuttle. Enjoyed the artwork done on boring electric boxes and ordinarily boring but necessary objects. Enjoyed the atmosphere along river walk.
10	People and environment.
10	People, shops, scenery
10	Proximity to Boulder and Denver - very easily accessible from the highway. Good traffic control.
10	Proximity to RMNP. Great downtown area. Friendly people.
10	Quaint town with wonderful restaurants and nice people
10	Quaintness of town, RMNP scenery
10	Relaxed atmosphere, variety of dining/shopping/recreation, natural beauty
10	Relaxing and sightseeing
10	Relaxing family time. We had four children with us, ages 3, 4, 5 and 6. They loved walking along the riverwalk, playing the musical 'pipes,' along the walkway, riding on the hiking in RMNP, playing outdoors at the YMCA grounds and playground, visiting the Fun Center to slide on the big slide and ride with the grownups in the little race cars, and of course, getting taffy and ice cream. I also love how clean the town is, with many available trash cans throughout the downtown for walkers.
10	Rmnp

Likelihood to Recommend Estes Park	Liked Best (0=Not at all likely, 10=Extremely Likely)
10	RMNP
10	RMNP
10	RMNP
10	RMNP Horseback riding at Gateway Stables
10	RMNP Stanley Motel Guided Tour Scenery
10	RMNP and ease of access
10	RMNP and River Spruce our accommodations for 6 nights. Also the the personal and professional help at Plum Creek Shoe Station when my hiking books fell completely apart. Made buying the correct replacement boots simple. Price was not bad either.
10	RMNP and the YMCA
10	RMNP and Visiting Family
10	RMNP hiking and facilities, VRBO accommodations-quality and convenience, Town of Estes Park-lovely flowers, river walkway, variety of shops, helpful and pleasant staff
10	RMNP hiking, breweries/distillery
10	RMNP was spectacular and Estes Park was a very cute fun town to shop in
10	RMNP, breweries
10	RMNP, downtown
10	RMNP, Tramway and Riverwalk.
10	RMNP, walking trails, Estes Park river
10	RMNP.
10	Rocky Mountain Park
10	Rocky Mountain national forest
10	Rocky Mountain National Park
10	Rocky Mountain National Park, Lily Lake, the Stanley Hotel, the Observatory, the Old Fals Trail Road, Bear Lake, The nature and the people are the best
10	Rocky Mountain National Park, overal scenery of area
10	Rocky Mountain Park
10	Rocky Mountains. Walking around downtown.
10	scenery
10	scenery and friendly people
10	Scenery, allowing our little dog in many stores, decks

Likelihood to Recommend Estes Park	Liked Best (0=Not at all likely, 10=Extremely Likely)
10	Scenery, ease of visiting, great downtown shopping area.
10	Scenery, people, food
10	Scenery, proximity to RMNP.
10	Scenery, shopping
10	Scenery, wildlife, and family time
10	Scenery, wildlife, hiking,
10	Scenery. Hiking. Downtown. Campground.
10	SCENIC DRIVE WILDLIFE MOUNTAIN AIR
10	Scenic views.
10	Seeing wildlife and gorgeous scenery
10	Shopping
10	short hikes in rmnp with grandchildren. downtown area along creek. New rec center
10	Small town feel, ice cream, shops
10	Spending time with family in a beautiful place
10	Stanley hotel
10	Such a lovely view with amazing weather.
10	The Scenery
10	The amazing scenery and awesome weather
10	The area/views, opportunities for variety of activities, and overall great family vacation destination!
10	The atmosphere and the scenery.
10	The atmosphere, the scenic views, the pace.
10	The beautiful mountains, fresh air, trees, and open spaces. Grand vistas
10	The beautiful scenery and quaint charming mountain town
10	The beautiful views.
10	The beauty
10	the beauty of RMNP
10	The beauty of the mountains, Fall River flowing by our balcony, Laura's fudge, Claire's restaurant
10	the beauty of the town and stanley hotel
10	The cool weather and the scenery.
10	The cooler weather, wildlife and scenic viewing, museums, hikes, food, friendly people. Conservation efforts.
10	The downtown area with all the different shops. Except Lithium. It was very out pf place and disconcerting. The stream behind all the shops was wondeful! Overall scenic view was breathtaking.
10	The feel of warmth in a mountain town. A place you could call home.
10	The free shuttle from the visitors center to RMNP and the natural beauty
10	The friendly people in town.
10	the hiking the presentation at the national park visitors center - the ranger's name was William - he did an excellent job. the half marathon

Likelihood to Recommend Estes Park	Liked Best (0=Not at all likely, 10=Extremely Likely)
10	The hospitality of the people and the scenic beauty of the area with a multitude of activities possible.
10	The majesty & beauty of Rocky Mountain National Park.
10	The mountain range, beautiful mornings, the scenic drive Trail Ridge Rd
10	The Mountain View's
10	The Mountain Views and the downtown area
10	The mountain views and wildlife
10	The people were great and so was the scenery was spectacular. Food was reasonable and I was surprised that the souvenirs were reasonably priced. I wanted to leave Pa. and buy a house there.
10	The people, everyone we meet was awesome the people of Estes Park were so sweet! The town in all it just made me feel at home and never want to leave.
10	The rodeo was great, such a beautiful place to have a rodeo.
10	The scenery
10	The scenery and friendliness
10	The scenery history and cooler weather
10	The scenery is our favorite.
10	The scenery was the best. I also enjoyed being able to walk where I wanted to go in town. The locals were much friendlier than those I encountered in Denver. Overall experience was wonderful and will make it a point to return.
10	The scenery, and how beautiful it was
10	The scenery, the air!
10	The scenery, the wildlife, Beauty, downtown area is very quaint. Flowers in hanging baskets are gorgeous. Loved the little outdoor Market. The weather was ideal. Lots of options for hiking trails.
10	The scenery. Looking at possible places to stay in the future if we come back someday.
10	The scenic views
10	The shopping and downtown area and the ease and low/no cost to access it.
10	The shopping, the overall environment of walking around the downtown area, we LOVE Estes Park!
10	The Stanley Hotel, varieties of food in area was great
10	The Tour
10	The town and RMNP
10	The variety of shops in the downtown area and the gondola ride to the top of the mountain.
10	The view
10	The view
10	The view, and trip to RMNP
10	The views and landscape. The people are friendly as well. We enjoyed it very much. Needs more parking spots. Hard to find a spot on some days in the downtown area.
10	The views!!!!
10	The visitor's center was wonderful!
10	The whole place was beautiful. It was our first trip and we loved it

Likelihood to Recommend Estes Park	Liked Best (0=Not at all likely, 10=Extremely Likely)
10	The wildlife and scenery.
10	The wool festival, and the 4H animals. And the hotdogs and brats.
10	The Wool Market and classes. Estes did a great job promoting and supporting it. I go every year I'm in town.
10	The WOW! factor at every moment of the day and night. Breath taking. The friendly nature of all we encountered. No stress.
10	Trip to Rocky Mountains, Stanley Hotel
10	Used to live here, great to come back to visit.
10	Variety of craft shops and easy access to shops and friendliness of staff. All areas where very clean.
10	View
10	Views
10	Views of the mountains; weather(
10	Views, Food, Temperature, Variety
10	Walking around
10	Walking around, weather, dining
10	We always enjoy hiking and exploring in RMNP.
10	We enjoy restaurants and the brewery
10	We enjoyed seeing all of the animals while in the RMNP!
10	We enjoyed the entire experience!!!!!
10	We like the how easy it is to get to Estes Park and to be able to relax and see the mountains
	and the wildlife. Would recommend to friends.
10	We liked the outdoor activities like hiking, biking, fishing, canoeing, horseback riding, animals
10	We love Estes for the beauty of the mountains. The National Park is always fun and we like the shops. We also like all the eating out. the food is very good and I have to eat gluten free and I have many places to pick from.
10	We love to spend the morning hiking and the afternoons in the town, lunch, cocktails at the Stanley and shopping.
10	We loved how much there was to do and we were able to do it on our own schedule. Loved the views, nature, the weather and overall atmosphere of the area. As a family of 4, with 4 different likes and athletic abilities, Estes Park offered something for all of us. I am planning our vacation there again for next year.
10	We loved RMNP. We also had a great trail ride from Sombrero Stables.
10	We loved the city and will be back to experience more.
10	We loved the down town area, The Stanley Hotel, and RMNP
10	We stayed at Jellystone Campground in a cabin It was perfect, and the managers were so friendly and helpful. The hiking was more than fabulous, and all the souvenir shops had such wonderful people as clerks, so helpful. I liked all the retired shuttle bus drivers. Scenery can't be beat!
10	We were visiting with our six year old grandson and liked the variety of facilities available for children. The scenery is so beautiful. Walking along Lake Estes we were able to enjoy seeing some butterflies and birds. The Visitor Centre was a wonderful source of information.

Likelihood to Recommend Estes Park	Liked Best (0=Not at all likely, 10=Extremely Likely)
10	Weather and mountains
10	Weather was beautiful!
10	Weather, available activities, outdoor restaurants, scenery, RMNP
10	Weather, scenery, downtown/river walk
10	Weather, scenery, wildlife
10	Wild life scene, downtown, Stanley hotel
10	Wildlife viewing in Rocky Mountain National Park
10	Wildlife, views
10	Wildlife, walking around Bear Lake
10	YMCA of Rockies
10	YMCA of the Rockies
9	All was fun
9	Beautiful
9	Beautiful scenery, fun things to do in town, yummy treats, pleasant atmosphere for relaxing.
9	Beautiful scenery, variety of options for things to do
9	being able to walk most places
9	cool Mtn Vibe
9	Downtown Hiking Stanley hotel
9	Enjoyed the food!
9	Enjoyed the river walk, downtown .was really nice. of course the wonderful scenery!!
9	Hiking
9	Hiking in Rocky mountain national park
9	It's always been a family vacation destination. I love the area and it brings back good memories of visiting my grandparents. We always make time to walk around downtown but anymore try to avoid the big events with larger crowds.
9	Leisurely walking around, shopping, eating, enjoying the sights in general
9	Loved the views and hiking
9	Mountain scenery, blue sky, friendly people, fly fishing
9	Mountains. Stream outside condo. Wildlife. Saw an elk and bear near condo Restauranta
9	My Grandfather used to bring our family to Estes Park for family reunions. My family had not been back to Estes for probably 15 years. I was able to bring my children this time and we loved it! Stayed in the Park Entrance Lodge which is on the old site of Anderson's Wonderview where my Grandfather used to rent cottages for our reunion. Weather was fantastic, downtown was pretty, the food was good, and we were able to include our small children in most everything. We always enjoy hiking in RMNP. With small children, we kept to the basics, although, there was a small contingent that reached the summit of Long's this year as part of tradition.
9	Not anything in particular. Beaytiful town, freindly people. We enjoyed it very much.
9	Proximity to RMNP along with annual Wool Festival
9	proximity to Rocky Mountain park
9	River walk

Likelihood to	
Recommend	Liked Best
Estes Park	(0=Not at all likely, 10=Extremely Likely)
9	RMNP
9	RMNP
9	RMNP
9	RMP
9	Rocky National Mountain Park. Common area and parks along Fall river and Thompson river
9	Scenery
9	Scenery and weather
9	Scenery, the landscaping along the paved walkways
9	Scenic Drives
9	Shopping/dining
9	Shops, clean environment
9	The beauty and wildlife
9	The closeness of nature and the peacefulness that came with it. After a five minute walk you
	either have a beautiful view, or the sounds of rushing water and the critters have taken you
	in.
9	the downtown
9	The festival was what I was there for and it met my expectations.
9	The friendly atmosphere.
9	The hiking
9	The shops and the scenery
9	The wildlife and scenery
9	watching the people
9	We really enjoyed the downtown area. I spotted the silver moon lodge which I didn't realize
	was there. I would love the chance to come back and stay there!
9	Weather, scenery, wildlife, shopping
9	While my trip was mainly focused on hiking and exploring RMNP, staying one night in town
	proved to be a wonderful respite and I loved browsing the shops downtown after grabbing a
9	great brunch. WILDLIFE AND OUTDOOR VIEW FRESH AIR
9	Wildlife, Fishing
9	Wonderful assistance at Haber Motel at check in and with questions. Nice room too!
8	Beautiful scenery - wildlife viewing.
8	Beautiful scenery - whome viewing. Beautiful views. Rocky mountain national park access
8	·
8	Beauty of the parks close to home and beautiful scenery
8	Down town area
8	elk
8	
	Flowers along the sidewalks were nice
8	Hiking in RMNP
8	It had a nice, cute downtown area that was fun to walk around on our scenic drive through

Likelihood to	Liked Best
Recommend Estes Park	(0=Not at all likely, 10=Extremely Likely)
8	It was quieter in the downtown than I expected in August - was nice that the sidewalks were not too crowded.
8	Loved the park. Hotel was expensive and there were not enough family oriented places to eat.
8	My wife enjoyed walking downtown, and we all loved the train car ice cream & coffee shop.
8	Paved roads all the way to the peak of the park
8	Rafting, horse back riding.
8	River walk, Claires Restaurant, the town beautification with flowers everywhere, lodging is close to downtown.
8	Rmnp
8	Rocky Mountain national park
8	Seeing the landscapes of mountains and foliage.
8	Shopping, dining, visiting the park
8	Sight seeing
8	The history and beurity of the area.
8	the mountains and the town was great and beautiful
8	The mountains, do not have them in Wisconsin.
8	The park
8	The people.
8	The views
8	The views from Trail Ridge Road.
8	Views, Mountains, Geology, Most people
8	We went to picnic in an easy access beautiful park around Estes and found it very close to downtown on Fall River Road.
8	Weather, scenery, hiking, horse jumping
7	Access to rmnp
7	Accommodations at Deer Crest Resort were excellent. No minors, no smoking, no pets was a welcomed option for a couples getaway. Simple, affordable, peaceful, quiet. Winning combination.
7	Estes Park is a beautiful area and it was nice to get away from the Front Range for a bit and see the beauty of the mountains.
7	Hiking
7	Hiking, wilderness, Stanley Hotel tour
7	I enjoyed the scenery
7	I loved driving and climbing to the highest elevation in RMNP. The scenic beauty of the park is truly enchanting. I felt like I was a million miles away from reality and stress.
7	Location , weather
7	people watching
7	RMNP and the solitude of our private lodging, of course, scenery.
7	RMNP is beautiful! Quite enjoyed going there and the hiking opportunities.
7	Scenic town with a few nice boutique shops.

Likelihood to Recommend Estes Park	Liked Best (0=Not at all likely, 10=Extremely Likely)
7	Shopping and scenery
7	We liked our ATV rental and 3 hr ride through the mountains the best!
7	Weather, rmnp
7	Whitewater rafting
6	I love the vibrant colors of all four seasons. The culture and people are awesome.
6	Lively atmosphere, and of course, RMNP.
6	River walk and RMNP
6	RMNP & Nicky's Steakhouse
6	visiting RMNP
6	Walkability, trout pond, go carts, biking, hiking, fishing. Tours of the calving area would have been nice. Did it over 5 years ago and was awesome in town
6	We all loved the mountains and environment
6	We rented a Jeep from the Jeep place by the lake, Backbone, I think, and it was awesome! We live in the mountains of Colorado but don't have time to participte in all it's glory, so do be able to be those people for a day rocked!
5	Lodging
5	RMNP Hermit Park
5	Scenery
3	Shopping
1	The cool climate was great in summer
	Downtown area, beauty of area
	Visit to Glen Haven inn and rmnp

Did you have any negative experiences in Estes Park, or do you have any suggestions for improving the Estes Park experience?

Likelihood to Recommend Estes Park	Negative Experiences or Suggestions for Improvement (0=Not at all likely, 10=Extremely Likely)
10	A national chain, nicer hotel
10	A pathway from hwy 66 into town.
10	All aspects were great!
10	All positive
10	All was great, that is why I love taking famil there.
10	As a person with celiac disease it would be nice to find more options when eating out.
10	As would be expected, Estes is bursting with visitors in the summer months so driving through it is slow and crowded. I'm not sure how this can be helped but, it does deter me from going into downtown. I don't like the crowds. I tend to drive up during shoulder seasons.
10	Better parking!
10	Cerrar mas tarde restaurantes y tiendas
10	Crazy speeding drivers
10	Didn't get to see a moose.
10	Dining options seem a bit limited
10	Everything within the park was excellent.
10	Finding a parking place for shopping can be an issue.
10	Having a young grandchild with us we had lunch at MacDonalds - not very helpful staff.
10	I bring my small 8 pound dog with me when I come to Estes. I cannot access restaurants. So my friends and I take turns holding the dog while one goes into get food. Would like places I could eat with my dog.
10	I don;t think there is any way for it to be improved, but there was a wreck out of town that caused quite a back up on the two-lane highway.
10	I'd allow overnight RV parking in the parking lots probably for a (maybe reduced) fee. That way you have more visitor per season and more revenue for the town. I'm sure the proposal would bring some challenges of its kind but that's what we are here to work through. Right?
10	In the 25 years I have been visiting I have never had a negetive experience.
10	It was raining during our visit so we didn't do a lot of walking around or hiking but I think the availability of the shuttle and parking is great.
10	It's hard to walk from the visitor center to the shops at Stanley Village. Stanley Village isn't very walkable.
10	Just expensive to visit
10	LACK OF OXYGEN. HA
10	Lodging could be cheaper
10	Lodging is expensive, but always has been.
10	Lodging was not great. How's was nice, but the beds were terrible.
10	More affordable lodging, many websites need to be updated
10	More bears please. We didn't get to see one.
10	more crowded than I would have like but that's to be expected during peak season

Likelihood to Recommend Estes Park	Negative Experiences or Suggestions for Improvement (0=Not at all likely, 10=Extremely Likely)
10	More handicap parking
10	more options for the movies theater stanley hotel shoould have better low prices for all types if rooms too many kids running the staney hotel is my most negative
10	More parking
10	More variety in shopping. With taffy, ice cream, and shops, there's only a few stores that are different from the rest
10	My husband and I would have liked it if the restaurants stayed open later. More late night dining and live entertainment.
10	No negative experience!
10	No negative experiences
10	No negative experiences
10	No negative experiences!
10	No negative experiences.
10	No negative experiences. Next time I will stay longer. It was more than I expected. I had not been there for many years but traveled there a lot with my family when I was a child.
10	No negatives in Estes Park, other than occasional slow traffic. The traffic folks working the intersections do a great job, and we've learned to park above town by the Christmas shop and walk down for easiest town access.
10	No negatives one son has vacation propertyhere so will be coming again
10	No, everything was wonderful
10	No, we had a wonderful time.
10	NOGlad to see the new shuttle rides!! Thank you! Big family reunion planned near the end of July. All out of state, first time visitors. The shuttle will be a life saver.
10	None come to mind!
10	None really, if you don't have a great time there it's your own dam fault!!
10	None that I could think off. We would not have known about Estes Park if not recommended by family.
10	None, really. I wish there were fewer people there, but why shouldn't they want to be there just like me?
10	Not a major item, but please make sure tree branches are not blocking street signs at intersections on Elk Horn. Generally not a problem but it did occur a couple of times while downtown.
10	Not a one!!!! Everything was just perfect.
10	Not much spots available to park when trying to eat at Molly B's
10	Not really a negative experience, but trying to find a parking space downtown during the 4th of July celebration was a bit of a pain.
10	Nothing stands out
10	One of the shuttle drivers yelled at me, my girlfriend, and a family of 4 (2 young children) for mistakenly entering a bus that appeared empty. Turns out there was people that needed to exit the bus first. He angrily yelled at us, got out of the bus muttering 'god damn people', slammed the door and left. Another driver then took over, thankfully. This was a black mark on an otherwise great visit.
10	Only positive experiences.

Likelihood to	Negative Experiences or Suggestions for Improvement
Recommend Estes Park	(0=Not at all likely, 10=Extremely Likely)
10	Our first motel reservation at Estes Village was very disappointing. We cancelled and stayed
	at the the Ridgeline and it very good.
10	Our hotel was horriblevery dirty & we didn't feel safe. I believe it was called Roadway Inn???
10	Overall improvement in restaurant options for fine dining/fresh food selections
10	Paid way too much for lodging . Didn't get to see Bear Lake because the Park was too
	crowded and there wasn't even room at the Park and Ride
10	Parking
10	Parking and traffic can get a bit rough when there is a festival in town or on the weekends,
1.0	but overall we love the town.
10	Parking anywhere is tough
10	Parking can be an issue. We did not try the parking garage yet
10	Parking is an issue, but we felt you are doing the best you can.
10	Parking is not great. We lucked out and found a good spot just as someone left. So, not really a negative for us this time. More parking near the shops/restaurants would be great. Not sure how you do that since you are limited on space.
10	Parking needs to be improved. People like to spend hours there and the only parking areas we found were timed parking spots. This is discouraging to people who want to experience as much as Estes Park has to offer.
10	Parking was difficult on some days and road construction from Drake into Estes Park caused multiple delays. In addition, bridge construction in the Big Thompson River created poor fishing conditions. This was poor timing considering this is prime time for the vacation season.
10	Parking was tricky at the visitor center
10	Parking would be the only thing I can think of- other than that it was great! Pricey compared to where we live, but expected given it's location and something we were prepared for
10	Parking!
10	Price of hotel
10	Public restrooms downtown! Definitely need more!
10	Restaurant prices
10	Rude neighbor.
10	Safeway parking lot is a nightmare.
10	Some people are not as friendly as others , maybe they are tired of tourists/visitors but they have to understand we bring business to them
10	Some restaurants don't have many vegetarian options - otherwise - all was great.
10	Suggest making park permits available at visitor center. I am strongly disinclined to make a mobile purchase in an unsecured wifi area, so we did not do the Rocky Mountain Park tour.
10	That one shop called Lithium or something like that. It is completely put of place on your main street and was very creepy and disconcerting.
10	The crowds and the traffic are the only things i can think of but its such a special place its just going to be that way.
10	The egg and I. Not sure where they learned cooking or service. Sad.

Likalihasaks	
Likelihood to Recommend	Negative Experiences or Suggestions for Improvement
Estes Park	(0=Not at all likely, 10=Extremely Likely)
10	The fact that the hiker shuttle does not stop at Beaver Meadows (BM) and could not pick up
	my back country permit It could be solved by only have a shuttle from Estes Park Visitor's
	Center (EPVC) to BM only and back to the EPVC. I would be happy to pay for the shuttle
	service OR Have a Park Ranger in the EPVC from say 10am - 2pm to pick up back
	country permits. It is a real hassle for any out of town backpackers to pick up the permit
	If you take the brown line to Elk meadow RV campground it will take 2 hours cant get a
	taxi so we ended up asking people for a ride it delayed us from reaching our campsite by
	2.5 hours and had to backpack at night
10	The food wasn't great
10	The only complaint I have is for the gentleman working the register at Dairy Queen. I've been
	a manager of a retail store for over 10 years and I would rate his service and aditude with a 3
	being very generous.
10	The only issue was the difficulty and expense of transportation to/from the airport
10	The only negatives are related to traffic congestion and parking. Wish I had some
	suggestions for solving those problems.
10	The parking is a mess, but there isn't much that can be done about that :)
10	The restaurants closed a little early and made it difficult for hikers who stayed out later in
10	the evening
10	The stores at the top of peaks need better quality gifts
10	The traffic is downtown is very congested and parking limited. Our accommodations allowed
	us to walk to most places and we did use the parking garage. We did not have to use the
	town shuttle, but it was good to know that it was available. We were able to time our trips to
	RMNP so that we could drive in. We did use the park and ride, and it was good to know that
	we could have used the town shuttle. There was haze/smoke during our visit. It may have contributed to nasal irritation.
10	The traffic was horrible. Especially downtown. It was so hectic downtown, we didn't even
10	stop for shopping. Even with riding the shuttle, we didn't feel like getting off into the big
	crowds downtown.
10	There was an officer walking around the parking lot marking tires with chalk. Wasn't exactly
	sure why but my guess is he was trying to keep track of how long people were parked there
	being it was a timed lot. Also, need more varieties of food places to eat at.
10	There were a lot of locations that were not stroller friendly which made it difficult for us to
	shop. The places that were not stroller friendly also didn't have secured stroller parking so
	we had to take turns shopping - which probably resulted in lower spends.
10	There were no negative experiences, however it was very expensive to eat out (even for
	breakfast and lunch) so next year we will use the grocery store and eat in more. Also, I am
	finding it difficult to find lodging with 3 beds instead of 1 bed with a sofa sleeper. We have a
	son and daughter who both are teenagers and we spent more money on air mattresses than
	we should have. I would prefer to find lodging that could accommodate their needs and keep
	them comfortable as well.
10	They wouldn't allow our little dog in the buildings at the Wool Market so one of us had to
	stay outside with him. We were very disappointed and we are considering not returning to
	the Wool Market after several years of attending.

Likelihood to Recommend Estes Park	Negative Experiences or Suggestions for Improvement (0=Not at all likely, 10=Extremely Likely)
	Too many dogs! Even though they are on leashes, it makes walking difficult when the streets are crowded.
10	Too many people
	Town is only so big and streets can not be added. So, traffic will always be there. People just need to have patience. Nice town and clean.
10	Traffic can be a problem. We avoided driving downtown.
,	Traffic in Estes Park (July) is jammed with no where to go to escape. Parking is a big hassle. We've visited Estes Park many times and I don't see a way to make parking any easier. Other than parking, everything else you can deal with. Suggest taking a look at Branson, MO. and see how they give visitors many options for parking and travel routes around Branson. Even with the parking hassle, we will still visit Estes Park each year.
10	Very smoky that day we were there
10	We did not have any negative experiences.
	We waited 30 min without shade for a shuttle that went back to visitor's center. Drinking fountain and shade structure would be nice.
	WOULD ENJOY MORE ART GALLERIES AND NATIVE AMERICAN GALLERIES LESS T SHIRT AND JUNK SHOPS
10	Yea I missed the turnoff to the falls
	Yes. Signage could be improved. 10 bucks to enter Stanley Hotel grounds even to take a picture sent us packing.
	You have a beautiful river flowing through town, yet hardly any food and beverage places offer riverside seating or views. Big opportunity missed here in my opinion. Add more experiences with the river. Add more cable cars to the aerial tram. The wait in line is ridiculous.
	Zero
	Better food at restaurants
9	Biggest disappointment was not being able to go to Bear Lake because no parking! That was at the top of our list to do and couldn't. Wish we'd known to get there by 7:30 as the ranger told us when we tried to go.
9	Crowds. Limiting number of vehicles and requiring use of shuttles.
9 1	got motion sick due to all the curves.
9	Great experience, nothing negative. Good we ate was very average.
9	I didn't know that the bus stop at Rocky visitor center was not in service this year.
1	I was backpacking and it's required to pick up your permit in person at Beaver Meadows, but the shuttles stopped going there which was extremely frustrating after having planned our trip expecting the transport. The rangers were life savers thankfully, but that is my one significant complaint.
	I was very nervous about parking. There isn't a ton of a. A shuttle would be excellent so parking wasn't a concern
	No negative experiences
	nothing negative to say, everyone goes out of their way to make your stay a wonderful
	experience

Likelihood to Recommend Estes Park	Negative Experiences or Suggestions for Improvement (0=Not at all likely, 10=Extremely Likely)
9	only did NOT see any moose or bears and can't blame anyone on that one
9	Over priced food
9	Parking is an issue and restrooms are hard to come by. Restrooms weren't particularly clean and no toilet paper.
9	Parking was a little difficult even though we got there early, putting arrows for car direction in the parking lots may help with some of the congestion.
9	Roadway Inn needs improvements
9	Stayed at the YMCA camp for meeting and the food left a lot to be desired and was worse
	than in previous years
9	The official cartoony map of Estes Park is essentially useless for following walking trails. Something with precision is preferred to what there is now. Maybe an Estes Park and surrounding area trails map?
9	The Rocky Mountain National Park one-day pass fee at \$25 is too high. The fare price should be in the \$10~\$15 range. Please provide the above feedback to the RMNP authority.
9	the traffic on the Main Street is really congested
9	Was surprised at how long it took to register and buy the visitor pass to RMP. They should be sold by a live person in the visitor center
9	Yes, had a bear get into the back of our truck and tear up the tonneu cover
8	Crowds downtown, parking
8	I just think the stores are all looking so rundown on the insidesI know the floods, etc that
	have come through, but it just looks so run down anymore
8	I think the Park Theater should have offered the RMNP documentary more than once per week and in the evening. Every Wednesday was not helpful as outdoor activities generally rule over being kept inside with gorgeous weather abounding. Having to pay for parking at the Stanley hotel should not be set for those wanting to just visit the hotel. Would be nice to have more activities such as incorporating fun things from other towns, for example, the cement slide from Winter Park.
8	Just a long traffic line to get into RMNP.
8	Just the hotel
8	Previous trip extremely negative experience caused us to choose Loveland instead of staying in town. Would have been much nicer to be based closer.
8	Some of the restaurant owners were not friendly to tourist
8	There isn't much variety in the down town shops. Lots of jewelry shops, TShirt shops etc.
8	Too many ice cream and taffy shops. Need a larger variety of shopping experiences. Everything is pretty much the same 12 shops with the same stuff. Most of the restaurants have very bland food. Being from Texas we were horrified by the 'authentic Mexican cuisine' offered. It is so far from authentic Mexican food it could pass as Italian. Sweet instead of spicy, lacking in flavor. Very bad food for most of Estes Park. Expensive yucky food.
8	Too many vehicles on Trail Ridge Road. Not sure what you can do about that.
8	Very crowded for parking and dining.
7	Better trafffic flow
7	I wish my group could have gone off the prescribed path. A lot of the park is restricted to the public.

Likelihood to Recommend Estes Park	Negative Experiences or Suggestions for Improvement (0=Not at all likely, 10=Extremely Likely)
7	It would be nice if restaurants were open later for those who go on a long hike. It would also be nice if the park shuttle ran a little later, our last hike was more rushed than we would have wanted.
7	No, none.
7	Parking and traffic
7	Shuttles for rmnp had a very long wait it park n ride. Was ok at Estes visitor center
7	The traffic is crazy. Not sure what you can do about it.
7	We gave the guy at the Estes Park Brewery two \$20's for a \$27 bill and he punched in \$30 on the till, gave us \$3 and kept our other \$10. When we questioned him, he showed us where he punched in \$30 but we did not even have a \$10 bill in our possession We will NEVER go there or recommend that place again!
7	Wish we had known more about what you had to offer. Would have rather spent more time than in Denver.
6	allow bus drivers to drop off people at places that are not official stops
6	Dunraven Inn was horrible! Lodging was not what we expected.
6	Food prices were about double what we're use to paying for our family of 6
6	No negative experience except for the extreme crowding at RMNP and downtown. Parking would have been a nightmare if we hadn't stayed at a hotel with parking.
6	Poor public transportation options. At one point we needed a taxi and were told the service is 'unreliable.' It seems that if you don't have a car, getting around in Estes Park is not possible for longer distances.
6	Rain was bad. Stores closing at different hours was frustrating. Local restaurant guide or ratings would have been good as well as more info on fishing regulations or booking events directly at visitor center
6	We visited the Stanley Hotel, restaurant staff were rude and lazyleft a bad taste in my mouth.
5	Better traffic flow Better access to RMNP
5	Everything is expensive
1	The shuttle system is terrible. We were stop 7 on the brown line, we left the elk mountain lodge to get to bear lake and it was over 2.5 hours and 3 shuttles. By the time we got to the park everyone was wiped from a ridiculous shuttle system even though we only traveled a few miles. On the return trip it was not much different. You need 2-3 shuttles running all lines. We were going to go back into town but that it was a 45 minute shuttle ride to go 3 miles back into town was absolutely ridiculous. Of all the parks we went to (6 parks), your town was the worst shuttle system. We have no plans to return to Estes and will warn folks to drive themselves. We were going to go ATVing as well and it was the same, had an 18 mile drive that we did not want to unhook our RV to go do this, there needs to be more transportation options or a better shuttle system with more frequent shuttles.
	traffic and parking

In your opinion, what are the most distinctive aspects of Estes Park as a travel destination?

Most Distinctive Aspects of Estes Park

It's an outdoor Wonderland filled with beauty and peace. I love how it has remained consistently that way for years. I also love the way the wildlife will come into town and it is simply a part of everyday life.

A small town close to mountain wilderness. As Estes Park has grown, it has begun to lose its distinctiveness. If the whole valley is developed with condos and 2nd homes then it will be less appealing than Boulder or Golden.

accessible hikes with a large variety for people who are looking for different things.

Again, I would say the scenery is unbeatable and it's relatively close to other bigger cities like Denver, Boulder, and Ft. Collins which makes it easy to get to for a daytrip.

Alpine setting

Amazing downtown, plenty to do and the Beautiful RMNP!

Beautiful and fun

Beautiful diverse location in the middle of the Rockies with year round activities. Easy to get to from our children/grandchildren's new home in Erie.

Beautiful mountains, cooler temperatures in the summer, nice hiking areas.

Beautiful outdoors

beautiful scenery

Beautiful weather, animals and mountains

Beauty

Beauty

Beauty

Beauty Restaurants Shopping Golden Leaf B&B

beauty of area, shopping

Beauty of mountains

Beauty of the mountains creek walk

Beauty of the park

Beauty, charm and friendliness.

Beauty, friendliness of people, so many places to see and experience.

Beauty, something for everyone; river walk is great; variety of shopping and eating areas; so close to RMNP

Beauty, walkable downtown

Beauty, wildlife, climate, and food. A variety of things to do.

Being surrounded by mountains and wildlife

Both the beauty and variety of things to do in such a small city, and the hesitancy of driving in the mountains was outweighed by the fact we could park our car for free and get wherever we needed.

Clean city and cool weather in August.

Clean mountain town

Climate and weather

Close to Denver and now easier to get to.

close to Denver for easy access

Close to Denver so it is convenient and fast to get to. Healthy recreational activities.

Close to food and lodging

Close to Rocky Mountain National park

Comfort of a small lovely town

Convenience to home, scenery, weather, variety of activities

Culture and amenities so close to a national park.

Cute lil mountain town

cute town with a lot to do and explore. close to the parks and other outdoor activities.

Dining, souvenir shopping and entrance to RMNP

Diverse Terrain and activity options

Downtown area and RMNP

Eastern gateway into RMNP

Easy accès to Rocky Mountain National Park and some of the activities like ATV renting.

Easy access to RMNP. Beautiful small town with wonderful people and awesome summer weather.

Easy to get to by car. Quaint shops, beautiful river walk, dining options, shuttle available, cable car views

Easy to get to, close to RMNP, and relatively close to Denver

Easy to get to; reasonably priced accommodations; great dining venues for all price ranges; beautiful area

Elk on side of rode.

Everything

Ewsy getting to

Fall and Big Thompson Rivers. RMNP. Beautiful scenery. Wildlife.

Fireworks over the lake were awesome!

Food and walking trail along water behind shops.

Food, shopping, & excursions

Friendliness

Friendliness of locals, shops costs are not as outrageous as other Colorado resort towns (please keep it that way!) Also liked that there were traffic coordinators assisting people at crosswalks,

FUDGE!!!

Fun town

Fun, easy to get to.

Gateway to RMNP, mountain setting, the open space directly behind the shops by the river.

Gateway to RMNP.

gateway to Rockies-duh

Geography

Great mountian town as gateway to the park. Perfect size as is;

Great place to unplug and enjoy nature.

Great weather, nice shops/restaurants, good variety of hotels to stay in, close to RMNP.

Hiking at RMNP

Home town feel

It's a one of a kind experience with the beautiful drive and scenery. Not sure about the cost of actually staying in the area.

It's incredible beauty. I also really like the fact it's not a snobby ski town.

It's location next to RMNP, great shopping, family friendly place to be

Just a beautiful area

Landscape

location

Location

Location

Location (near the park), Location (near Lyons and Boulder)

Location. Scenery. Weather.

Lodging on the Big Thompson, seeing elk, quietness of the town, good food, rafting

Lovely town and close to Rocky Mountain National Park entrance.

Montañas, lagunas, cascadas, animales

Mountain air and views, dining, hiking

Mountain environment

mountains

Mountains

Mountains

Mountains

Mountains

Mountains, hiking, beauty of the place

Mountains and RMNP

Mountains and water

Mountains, hiking, fun for families

Mountains!

Mountains/Scenery

National Park, the views, shopping, dining variety

National park and downtown shopping

Natural beauty

Natural beauty

Natural beauty and the variety of great festivals

Natural scenic beauty. Many outdoor activities. Beautiful weather.

Nature and outdoors, great people, easy days no stress

Nature.

Near RMNP. Easy Drive from Denver area.

Next to RNNP. It's a fun mountain town

Nice friendly town for average working class people

Nice weather, incredible scenery, and the abundance of choices in excellent outdoor activities.

Of course, RMNP

Of course, RMNP but also the other outdoor activities, such as trail rides and mountain biking. The shuttle makes it much easier to get around.

Of course, the scenery. Also, the uniqueness! The downtown area was very unique and the parks around the town were well kept and fun to be at!

Outdoor activities and shopping

Outdoors and activities. Location to rmnp

overall experince

Most Distinctive Aspects of Estes Park
Overall feel of the city and surrounding area, proximity to national park, history of the city and area
People and scenery.
Plethora of outdoor activities and good shopping and food.
Probably the wildlife and the national park. I really like some of the shops downtown that are unique. I like
to wine taste when we go out at Snowy Peaks.
Proximity to a major airport
proximity to RMNP
Proximity to rmnp, shops, scenery
Proximity to RMNP, variety of things to do year-round, Stanley Hotel.
Proximity to Rocky Mountain national park
Quaint town. Great hiking. Unmatched beauty.
quaint, friendly, crowded but good traffic control
Really like rmnp
Relaxed atmosphere.
River!
Rmmp
Rmnp
RMNP and a walk-able downtown. Natural beauty of the area.
RMNP and downtown atmosphere
RMNP and the camp sites and shopping places
nivitar and the camp sites and shopping places

RMNP and the friendliness and affordability of the town itself.

RMNP and the Stanley

RMNP and the weather

RMNP and the wildlife

RMNP for hiking. The town is attractive and well organized for tourists. The Denver airport is nonstop from our city and the drive to EP from the airport is easy.

RMNP for visitors, Wool Market for Fiber friends & Scotsfest for those interested it looking for something different.

RMNP is beautiful and well worth the drive. I liked the variety of stores in Estes Park itself but felt some of them made a false impressions such as certain taffy stores implying they make the taffy there when in earlier they make it in Longmont

RMNP was fantastic! Shopping offered a variety of shops (way too many candy shops)

RMNP wildlife and scenery

RMNP, beautiful summer weather.

RMNP, Big Thompson River, Trail Ridge Drive, Downtown, The Rock Inn, Devils Gulch

RMNP, climate, hiking, scenery

RMNP, downtown.

RMNP. Festivals

RMNP, friendliness of locals, excellent restaurants, YMCA, shopping

RMNP, Stanley hotel

RMNP, The hiking trails, Downtown, Estes Lakes, restaurants.

RMNP, the historical attractions, and the many summer time festivals with live bands.

Rmnp, wildlife

RMNP. Excellent variety of dining and food type choices. Variety of lodging choices.

RMNP. The downtown area

RMNP's natural beauty, weather

RMP

Rocky Mountain National Park

Rocky Mountain National Park

Rocky Mountain National Park

Rocky Mountain National Park and scenic beauty

Rocky Mountain National Park and the Chuckwagon supper/Show!!!

Rocky Mountain National Park is amazing and the city offers so many ways to make your stay enjoyable. I love Estes Park and being in Colorado and now my family does too. There are many places to stay and I love how the city is able to continue to keep that small town charm with all of the hotels.

Rocky Mountain National Park is just breath taking!

Rocky mountain national Park, elk and the scenery

Rocky Mountain National Park, The dining, shopping, the scenery, wildlife.

Rocky Mountain National Park, wildlife, and scenery.

Rocky Mountain NP and the natural beauty

rocky mountains

Rocky mtn Park Hiking Downtown

Rocky National Park.

Scenery

Scenery

Scenery

Scenery

Scenery

SCENERY

Scenery and outdoor adventures.

Scenery and the shops

Scenery and wildlife

Scenery and wildlife

Scenery that can't be beat. Charming town, lovely people. Wonderful getaway a day's drive from home.

Scenery, events, RMNP, dining, wildlife, shopping

Scenery, history, lifestyle

Scenery, RMNP, river walk

Scenery, weather, hospitality

Scenery, wildlife viewing, weather

Scenery. Climate.

Scenery/landscape. Wildlife. Variety of possible experiences and activities

Scenery/wildlife

Scenic beauty

Scenic beauty and the amazing facilities at the YMCA

Scenic beauty, the guide on our tour was very enthusiastic, extremely knowledgeable of the area and did a great job communicating that to everyone. We liked the downtown area (it is neat and clean and inviting) and would have liked to spend more time in the shops and restaurants. From the little magazine about Estes Park we saw that there were lots of varied activities for tourists that we would like to come back and try.

Scenic destination coupled with good food, shopping, amenities

Scenic location, proximity to RMNP, friendly people, nice lodging, downtown area- shopping and dining, river walk

Scenic views

Senic views, wildlife viewing, relaxing get away, RMNF, trail hiking, fishing the lakes and streams, rafting, inner tubing, skiing, etc...

Setting

Shopping

Shopping and eating

Shopping area, scenic beauty. One time saw an elk downtown. Clair's bloody Mary's. Just love the atmosphere

Shopping, Food, Lodging

Shops

Simple life living and the view

Small and very friendly town

Small town feeling but with p,entry of choices for recreation.

Small town living, slow living, friendly people

So many different things to do. And close to home

Stanley hotel and access to trail ridge road.

Stanley Hotel and RMNP

Stanley hotel, shopping and scenic view wildlife

Stated this earlier

Such easy access to RMNP which we really need to visit when we have time to truly hike.

The 360 degree views - amazing place - a necessity since RMNP just too crowded to stay in anymore without planning a year ahead.

THE AMOUNT OF WILDLIFE SEEN WAS UNBELIEVABLE

The animals in the city!!

The area

the beautiful landscapes

The beautiful lush green mountains

The beautiful scenery and fun shops. Also the Stanley hotel and RMNP and the small hikes available

The beautiful scenery. The wildlife.

The beauty

The beauty and history of the area.

The beauty of the area. The relative ease of getting to the RMNP from the cities.

The beauty of the place, the weather and it encourages outdoor activity.

the beauty of the Rocky Mountains and the ease of getting around.

The beauty of the surrounding mountains, and very pretty town with all the flowerbeds and planters in summer.

The breathtaking views and RMNP

The Celtic festival and Albannach as headliners.

The climate is definitely a plus when coming from a hotter summer environment. The national park and other outdoor activities are very appealing. Love the downtown area as well.

The closeness of nature.

The community and scenery.

The culture, wildlife, and natural beauty

the down town and there's plenty of thing's to keep you busy and the rocky national park

The downtown area and access to RNP.

The downtown shopping and the Rocky Mountain National Park

The drive into the national park, hiking and rafting

The ease of getting there from Denver and the beautiful RMNP.

The elk

The Elk around town and the beautiful scenery.

The gondola

The lake and wildlife.

The large number of things to do.

The little shops all over

The mountain experience, the Y camp, the weather, the history.

The mountain tours and the availability to see wildlife are amazing! We would have loved to try tubing.

The mountain views, wildlife and shopping

The Mountains and the town in all

the mountains and wildlife

The mountains and wildlife

The mountains framing the lake reminded me of Switzerland

The mountains, and wildlife available

The National Park

The park

The park is one of a kind.

The proximity of RMNP to the local bustling town is so convenient for travelers, especially with the free shuttle service. The town's festivals and events, and downtown shops make it a wonderful juxtaposition to the peaceful and beautiful nature found in RMNP.

The quaint picturesque town in the mountains convenient to Denver

the scenery

The scenery

The scenery and the T-shirt shops. Also the Stanley hotel

The scenery in the Rocky Mountain Nation Park. Everyone should experience that part of our country.

The scenery is beautiful and the wildlife is plentiful.

The scenery would top my list. For us outdoor people, I will highly recognize and support Jellystone Campground.

The scenery, the air, the people!

The scenery, the walking paths inside the city, the gondola ride, the variety of restaurants, and the variety of shops.

The scenic beauty of the park and the charming downtown area as an escape from the stress of life.

The scenic drive.

The scenic views

The scenic views both there and on the travel to it. Lots to do.

The scenic views. I loved walking along the river to get to downtown. The River Walk was family friendly and fun.

The sight seeing

The small town feel in the downtown area.

The small town lodge feel and the warmth of the locals

The Stanley Hotel

the Stanley Hotel and the scenery

the town appears like if it was in a magazine

The town is very unique with all the shops, but we didn't have time to do any shopping.

The town, the people and the park. It is awesome that you have a shuttle that is clean and reliable, the drivers are great too. I only wish that the hours would be extended. We had to leave the rodeo early one night since we took a shuttle. For the 4th of July celebration, the shuttles would have been ideal, but they quit running at 2030.

The view

The view, wildlife, and landscapes. Estes is well kept and clean.

The views

The views and that beautiful stream and walkway behind the main shops.

The views of the mountains

The views of the the Rocky Mountains, how friendly everyone is. The design of the city.

The views, The Stanley (of course)

The Weather and Rocky Mountain National Park

The wide variety of things to do in a beautiful region

The wildlife

The wonderful scenery and variety of amenities to suit all ages and tastes.

The YMCA retreat center, RMNP and downtown Estes Park.

There is a lot of things to do

Trail Ridge Road The Elk and wild life being everywhere. Beautiful town and lodges. Fun for entire family experiences. Wonderful Events.

Trees and mountains, wildlife

Types of stores, sightseeing

Unique shops easy flow of walkways and many good restaurants.

Uniqueness, scenery, weather

Unspoiled forest and towering peaks ,rushing water!

Variety of activities

Variety of activities

Variety of things to do

Very close to Rocky Mountain National Park. Lots to do. I would love to live there

Very historic place! We did at least three tours at the Stanley Hotel and it was great.

View, relaxing,

Views shopping and wildlife

views, friendliness of people, wildlife

We love the vibe of Estes Park, the wildlife viewing is definitely like no other area!

we were only there about two hours .I did like going thru the various shops

Weather

Weather and nature.

Weather and scenery

Weather, beauty, location to RMNP

Weather, scenery and wildlife.

Well, seeing a bear walk across the street downtown and a giant elk chewing his cud in front of the visitor's center were pretty amazing.

While the downtown area is pretty lively and fun, it's basically a typical resorty kinda community.

Wildlife, park, hiking opportunities

Woodland environment, historical references, dining and shopping and the great wearher

You can do several things without traveling to far.

What community features/amenities could Estes Park add to make you excited to come back?

Community Features/Amenities to Add

A 4 lane road on the way out of town?

A higher end national hotel, Hilton preferably

A more exciting variety of shops down town.

actually less commercial. Go backwards

Adding another bar off the main strip would be nice as to not interfere with the regular families. Also a ropes course thing would be cool

Adding too much could negatively impact our decision to return. We honeymooned in Estes in 1996. We've been back nearly a dozen times with our kids since then. Our 19 year old daughter wasn't able to visit with us this year and is 'home sick' for Estes Park.

Additional online information about amenities

Additional wineries

Airport shuttle.

All excellent

ALL is fine.

Always excited to come back

Anyone coming out of visitors center wanting to go West have a real hard time getting on the street

Appeal to 4-seasons travel...what's available during the winter, spring, summer, and fall that would attract visitors to return?

At some point, traffic downtown really needs to be addressed. I also wish the free bus ran into the evening during Wool Market so that evening events in town could be attended at a leisurely pace without being rushed and having to miss some events.

Atmosphere of a small town

Be closer to Pa.

Beautiful town that we will explore more on our next visit.

Better dining

Better food. Stop advertising as authentic mexican food when its not. Variety of shopping. Other treats instead of just ice cream and taffy. Have a pie shop where they sale specialty pie by the slice similar to Emporium Pie (look it up). Have a cookie bar where people can pick out their cookie base, have it dipped in their chocolate topping or smothered with icing/frosting and topped with various toppings like candy pieces, chocolates. Etc. Most of estes if you were to cut out duplicity would be cut down 70%. The same store over and over. Same shirts, same jewelry, same hats, same ice creams, same taffy....its boring and dull to the senses. You have these glorious beautiful views! Honor them. A community pool would be nice. Outdoors, swimminh beneath the mountain views. Instead of having to pick a hotel with a pool. Day visitors could play too.

Better map of area, RMNP

Better parking options

Better parking, grocery stores to remain open a little late in the evening

Better parking, less traffic

Better parking.

Better restaurants ON the river

Better restaurants,

Better restaurants. Maybe a Trolly around town.

better signage for roads...a little confusing

Better traffic queueing

Bigger variety of shops

Biking

Cabins!!

Camp grounds

Camping at a new park we haven't been too before.

Can't think of any

Cant think of anything

Cheaper lodging

Condos, Air BnB, time share exchange resorts. (We are Shell and Wyndham owners).

Conservation easements to limit development and protect views. Bus service from downtown to the top of trailridge road. Better natural habitat along the river through town. Night lighting restrictions to protect the dark skies for stargazing.

Did not spend much time with those aspects so not sure.

didn't stay long enough to see what else was available.

Dining is tight for a large group such as ours.

Don't add anything, keep Estes Park small!!!

dont know

Don't know

Don't know

Don't know

Estes Park has so many great events/activities

Excitement is not what I seek in Estes Park. However, my husband would like to have a better fishing experience when he fishes the lake.

Extend the dates that the town shuttles run into the fall season

Family restaurants more affordable places to stay

FIX THE SHUTTLE ISSUE TO BEAVER MEADOWS AND BACK TO EPVC!!!!!!

Free tent camping

Gluten free options

good community

Great question; Maybe having a places for large families to stay at reasonable cost. You all may have this already I just haven't taken the time to check into it....

Horse and buggy ride around town, enactments of local history

Hotel

humm, maybe better food and culinary options. Signage around town is tricky- no show-stoppers for sure I always love the outdoor markets! Festivals are fun too.

I can't think of any. New parking garage was great.

I didn't try everything yet so I'm excited to experience the lake options (swim, boat, etc.).

I don't feel like anything was missing

I don't know.

I don't know.

I don't think that anything needs to be added. I would love to return.

I feel Estes Park is the full package already

I just love festivals, so anything that has lists of people out and about would be wonderful!

I just wanted to comment on how well the traffic is going downtown. I understand that there is talk of a bypass, but having the individuals there downtown directing traffic really alleviated the frustration. I was back and forth all day long and had to drive through it and didn't find it to be an issue- well done. It was more dangerous and frustrating having cars stop without putting their hazards on to see wildlife. I stopped too, however, I kept in mind the other drivers around me as well as keeping the wildlife safe.

I love it just the way it is, I've been coming here since 1961.

I think improving as mentioned before would be great.

I think it's great as it is!

I think the scenery speaks for itself!

I travel with my daughter, and so I go where ever she wants to go. Always looking for a new adventure. Many times with time to kayak, but didn't have time this trip.

I wish the shops were less tourist souvenir stuff, and that the shuttle would include a stop at beaver meadows.

I would love to see a concert or festival

Icecream shops, a pool

I'd love to have an accessible kids play area in the main downtown area to keep the little ones more satisfied with going through shops. :)

I'm happy with things as they are.

I'm not sure about community features. Estes has always been a very welcoming town. I think less touristy shops and more healthfood eateries would be more appealing for people like me who live closeby and would like to enjoy the town more just for a fun daytrip. The touristy shops are a bit of a turnoff. The nicest shop in town is a gallery on a corner of the main street because they have nice things that you can't find everywhere.

I'm not sure. Our only complaint was the traffic and you'be done the shuttles, which must help alleviate it some. Maybe publicize the shuttles more. We accidentally found them and then used them a lot. There were times when traffic was terrible and we were the only ones on our shuttle.

Increased parking

Is there a cave?:)

Is there a place nearby to go fishing?

It is perfect the way it is.

Its fine as is

It's nearby, downtown is beautiful, and it's historic!

keep improving the new rec center.

Keep the bus system!

Keep the small town charm going, meaning keep the town unique. Encourage small businesses and keep out large corporations. If the town starts looking like Everwhere Else, USA it's gonna lose its appeal.

Kids activities.

Lake swimming, beachside

Larger picnic areas

Laser tag would be fun at night or durring the day, and possibly a chick fil a because they're amazing.

Late night live entertainment

Less 'toursity' vibes

Lodging

Long, safe walking biking path into town from cabins.

looking for quite place to relaxe

Love it the way it is. Don't take the lovely small mountain town away by going commercial, such as large hotels.

Loves the little creek that runs along side the stores, love how well kept everything was the flowers were just amazing!

Make sure the doughnut house stays open

Maybe more live music in the town parks.

More affordable family dining.

More attractions

More campgroynds

More festivals

More full hookup RV parks

More high quality restaurants

More kids activities down town

More lake to fish or swim for the kids

More music around town

More outdoor eating establishments that allow dogs on their deck

More parking

More parking

More parking downtown.

More parking.

More places to have a picnic.

More restaurants

More restaurants

More restaurants that allow dogs.

More riverfront patio restaurants.

More street vendors

more things for younger kids to do

More toddler friendly attractions

More trolley access. Long wait to get around and lots of traffic

Motor festivals

mountain bike trails

much more of RMNP to see

Music, entertainment downtown in the park.

Never been during the winter months. Find a way to attract during that time

Never change.

Nicer resturaunts

No suggestions at the moment.

None at this time

None I can think of.

None I can think of.

None needed.

none that I can think of

None that I'm able to think of.

None! I want to come back!

None. I'm always excited to come back

None. It was perfect.

Not over-developing, preserve its beauty

not sure at the moment

Not sure that the crowds can be thinned!

Not sure, I always have a good time.

Not sure, we had plenty to do

Nothing comes to mind

Nothing in particular

Nothing really I love the way it is already

Nothing, it's perfect

Nothing. I'll be back

Outdoor swimming during the summer time.

Outdoor swimming options for young kids

Parking downtown and maybe restaurants accessible more to people traveling with their dog

Photography store

Picnic areas along the river without having to go into RMNP

Please create more small parks or public natural area along Fall river and Thompson river for visitors to sit, ponder and enjoy the river view and natural view.

Proximity to park.

Proximity to RMNP and things to do

Public bathrooms are nice

Public transit from Denver/Boulder and within the town would bring tourism into at least the 19th century. Work with the NPS to increase shuttle service.

RMNP

RMP, river walk

Seemed overly tourist-y. Would like more authentic local attractions.

Showers at the campgrounds in RMNP.

Shuttles / transportation

Skiing and snowboarding would make it a premier destination.

Small group/individual tours (such as jeep tours) of more remote areas of RMNP and/or other scenic mountain areas close to Estes Park. Anywhere from a few hours to full day tours. Tours could be all riding or include hiking. This would be great both for day visitors and tourists and might encourage day visitors to stay overnight.

Spa

Splash park

Splash park, more happy hours

Sponsored outdoor adventures

Stanley hotel and Equestrian center.

Stanley Hotel and river walk, also the weather in the summer.

Stanley Hotel and Rocky Mt. Park

Suggest visiting with Safeway management and add another store to Estes Park!

The ability to be close to the outdoor area to relax and hear the running water in the streams.

The lodging

The mountains

The mountains say it all; no need to add anything.

the taffy

The walking around the shops

the whole package...

THE WHOLE TOWN ITSELF

The WOW! factor.

There is nothing that comes to mind just now. There is something for everyone I feel and as a parent of small kids, I like the play-grounds in town if we can't make it to RMNP.

There is nothing we can think of.

There's nothing I can think that needs to be added.

Things to do on a rain day

To keep protecting the scenic beauty from the mining industry and other special interests.

Traffic and parking are an issue but that comes with being such a wonderful place to visit.

Traffic on Weekends could get better

Unknown

Variety of dining, evening entertainment

Variety of shops

Want to stay by the river in a bed and breakfast someday.

We are from out of state and will be back to visit family but will include Estes Park in our plans.

We did not feel there was any lack of features or amenities for our needs.

We love the shopping and dining options!

Will come back regardless of anything new

wine taasting more movie choices

Would be nice to have another choice for local groceries other than Safeway.

Zip Line

Did you bring a device with Internet connectivity on your visit to Estes Park? (other)

Web Device You Brought on Visit	
cellular	
Go Pro	
Hotspot	

What other mountain destinations, if any, have you visited for a leisure/vacation trip in the past three summers (2015-2017)? (other)

Mountain Destinations Visited in Past Three Summers (other Colorado area[s])
boulder
Boulder
Boulder
Boulder
Canon City, CO
Colorado Springs
Cripple Creek, Florisent
Denver, Fort Collins, Boulder
Garden of the gods
Georgetown
Glen wood springs
Glenwood springs
Glenwood Springs
Glenwood Springs
Glenwood Springs
Glenwood Springs and Ouray
Grand Lake
Grand Lake
Leadville
Logan UT
Loveland, Boulder
Loveland/Ft. Collins
Morrison
Mt. Evans
Mt. Princeton Hot Springs
Nederland, Cripple Creek
Ouray
Ouray
Pagosa Springs
Pagosa Springs
Pikes peak, sanddunes
Poudre Canyon

YMCA of Rockies

Mountain Destinations Visited in Past Three Summers (other Colorado area[s])

Poudre Canyon, Grand Junction,

Pueblo for the river walk

Red Feather Lakes

Salida

Salida, Mt. Princeton, Leadville, Vail, Mt Holy Cross, Sangre de Cristos area

Saliva, Buena Vista

San Juan mts flyfishingo

Sand Dunes

several other national parks

Walden

Westcliff

White River National Forest

Woodland park, alamosa, Idaho springs

Mountain Destinations Visited in Past Three Summers (other)
Africa
Arches, Zion NPs
Black hills
Bozeman, MT
CA Sierra Mountains
Cape May, NJ, Woodstock, NY
Chicago
Gatlinburg, TN
Glen wood springs
Glenwood Springs
Grand Canyon NP
Great Smokey Mountains
Jackson Hole
Moab
Mt. Hood, Boise, Wyoming
Nederlands
New Mexico skiing place
Northern Idaho
not in Colorado
Salida
Sedona AZ, Antelope Canyon AZ
Smokey Mountains
Smokey Mountains, Black Hills
Smokies
Smoky mountains
Snowy range

Respondent Comments: Post-Trip Survey

Mountain Destinations Visited in Past Three Summers (other)
Snowy Range (WY)
Switzerland and Italy
White Mountains, Bretton Woods NH
White Mountains, NH
White Mountains, NH
Yellowstone
Yellowstone
Yellowstone
Yosemite
Yosemite