

Colorado Scenic Byways Market Niche Study



San Juan Skyway

June 2008



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Executive Summary

This supplemental report provides a review of key findings from data collected on the San Juan Skyway Scenic and Historic Byway in the summer of 2007. Eight additional supplemental reports provide analysis and key findings for each of the following byways included in this study:

- Colorado River Headwaters
- Dinosaur Diamond
- Frontier Pathways
- Gold Belt Tour
- Grand Mesa
- Santa Fe Trail
- Top of the Rockies
- Trail of the Ancients

Aggregate results of study findings, as well as a review of the survey instrument and methodology appears separately in *Colorado Scenic Byways Market Niche Study: Report of Comprehensive Results*.

San Juan Skyway Survey Results

Surveys were conducted on the San Juan Skyway Scenic Byway August 1-5, 2007. Four-hundred-forty (440) surveys were administered at the following seven locations:

- Durango Area Tourism Office Welcome Center, Durango
- Molas Pass, San Juan National Forest
- Silverton Chamber of Commerce Visitor Center, Silverton
- Box Canon Falls Park Visitor Center, Ouray
- Ouray Chamber of Commerce Visitor Center, Ouray
- Station Telluride, Telluride
- Colorado Welcome Center, Cortez

Approximately 70% of surveys were conducted on weekdays, and 30% on the weekend. Some of the key findings include:

- San Juan Skyway had the highest % with a destination on the byway, roughly 86% of those surveyed
- After Trail of the Ancients and Dinosaur Diamond, San Juan Skyway travelers reported the longest distance and duration trips, an average of 1,800 miles and 9 days or 1,500 miles and 7 days at the median.
- San Juan Skyway had one of the youngest age distributions of byways surveyed, over 57% of those surveyed were estimated to be 50 years of age or younger.
- San Juan Skyway had the second highest % of respondents originating outside of Colorado, roughly 77%

- San Juan Skyway had the second largest average travel party size at 3.2 persons.
- Thirty-seven percent (37%) of respondents reported traveling with children under the age of 18.
- Slightly more than half originate within 499 miles of the byway.
- Roughly 94% came from a non-proximate origin.
- The majority, nearly 62%, reported visiting for their first time, or visiting only rarely.

About the Byway

The San Juan Skyway traces a majestic 236 mile route through and around the San Juan Mountains, covering elevations from 6,200 to 11,000 feet. Passing through gorgeous National Forests, historic mountain towns, and alongside awe-inspiring peaks, the San Juan Skyway is the only byway in Colorado to earn the All-American Road designation. From Cortez, in the southwest corner of the state, the byway moves northeast along State Highway 145, passing through the quaint and scenic towns of Dolores and Rico before reaching the mountain resort community of Telluride. North of Telluride, at Placerville the byway turns east onto State Highway 62, passing through Ridgway before joining U.S. Highway 550. At this point the route continues south through Ouray, the “Switzerland of America,” through the small historic mining town of Silverton and then south over Molas Pass to Durango. The final stretch follows State Highway 160 west through the town of Mancos, past Mesa Verde National Park and back to Cortez.

Durango (population 15,501) is a historic railroad town and home to Ft. Lewis College. The historic downtown is lively, and full of historic buildings including the Strater Hotel, a beautiful mix of Italianate, Romanesque and Renaissance styles. Durango is also home to the Durango and Silverton Narrow Gauge Railroad, a National Historic Landmark. During the summer months, the steam locomotive takes passengers up the Animas River Canyon to Silverton. From Durango, the byway follows U.S. Highway 550 to Silverton. Along the way visitors pass beneath the volcanic cone of Engineer Mountain, and the alpine meadows of Coal Bank Pass and Molas Pass, before descending into the town of **Silverton**, a National Historic Landmark District. Silverton is host to several historic sites involving silver mining in the area, including the Old Hundred Mine and Mayflower Mill.

The stretch of byway running from Silverton to Ouray is known as “The Million Dollar Highway.” The drive, though incredibly majestic, is not for the faint of heart. **Ouray**, is known as the “Switzerland of America.” The town is listed on the National Register of Historic Places. Situated in a “box canyon,” the town offers a historic main street, museums, hot springs and, of course, more majestic views.

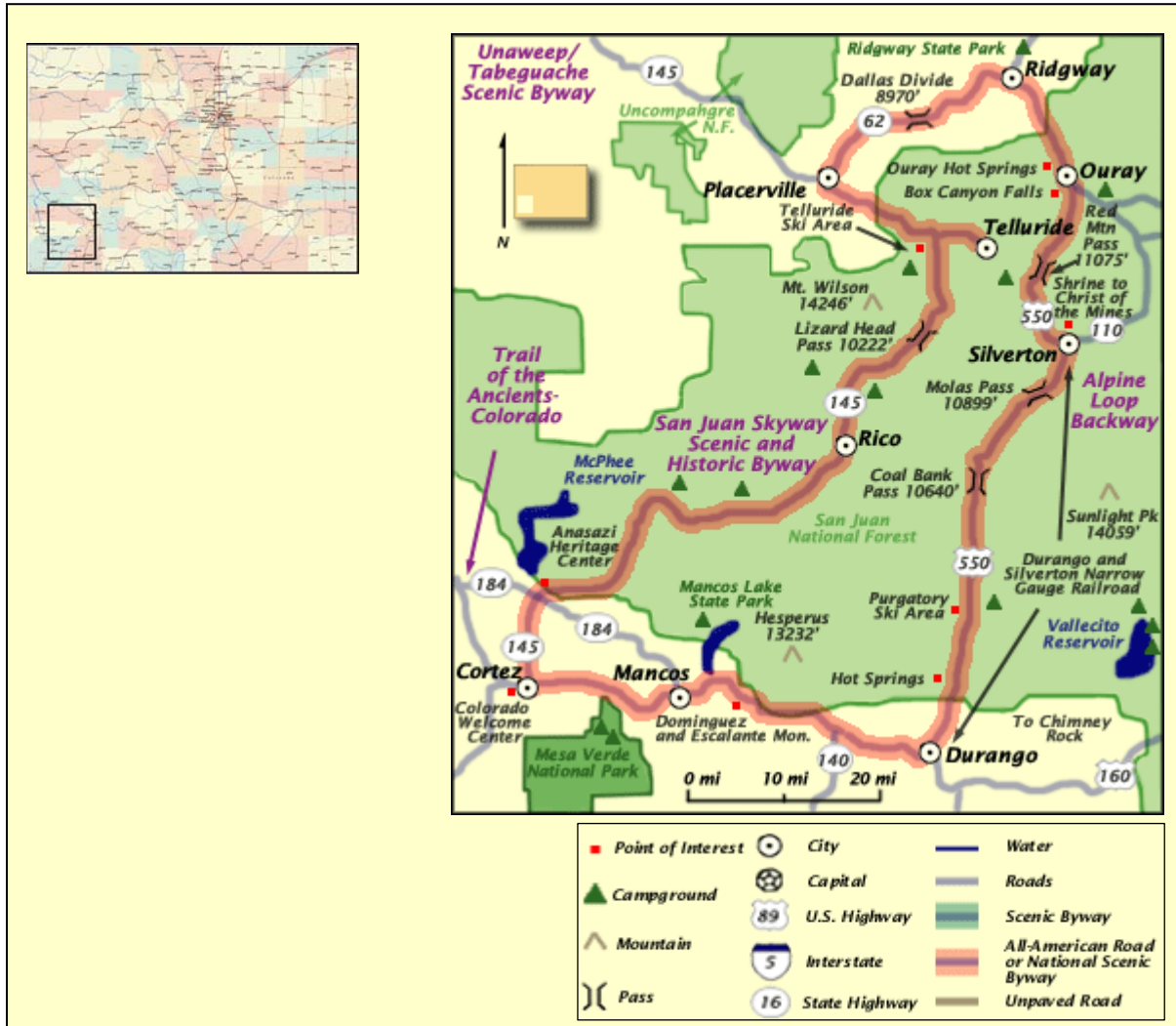
Ridgeway, nestled in the picturesque Uncompahgre Valley and surrounded by majestic snow-capped peaks of the Cimarron and San Juan Mountains, coins itself the “Gateway to the San Juans.” The town is also known for its role in the filming of the John Wayne classic “True Grit.” The True Grit Café serves up hearty food, along with its collection of John Wayne memorabilia. Ridgeway State Park and Reservoir, just to the north of town, is a great place for fishing and boating.

Telluride is much more than a resort community, or a ski mountain. The town is a National Historic Landmark District brimming with historic buildings, The New Sheridan Hotel and the Sheridan Opera House being especially notable. Picturesque Bridal Veil Falls lies just to the south of town and is the tallest free-falling waterfall in Colorado. Telluride is also rich in the arts. In addition to a local dance academy and monthly art

walks, the town is host to several summer music festivals, most notably the Telluride Bluegrass Festival and the Telluride Jazz Festival.

From Telluride, the byway continues south through the towns of **Rico**, **Dolores** and **Cortez**. The Dolores and Cortez area is rich in Native American history. Dolores is home to the Anasazi Heritage Center, and Cortez to the Cortez Cultural Center. Mesa Verde National Park, with its famous cliff-dwellings, is located alongside the byway just east of Cortez.

Figure 1: San Juan Skyway Scenic Byway and Surrounding Areas



Characteristics of the Byway Traveler

Age and Gender

Fifty-six percent (56%) of survey respondents were male, and 44% female. Respondents reported the number of persons traveling with them. On the San Juan Skyway, respondents reported traveling with an additional 1,025 persons, for a total of 1,465 respondents and respondent travel party members. Of this total, approximately 51% were male and 49% female.

In addition to gender, surveyors recorded an estimate of respondent age according to the following age classifications: under 20, 20 to 34, 35 to 50, 51 to 66 and 67 and above. Approximately 48% were estimated to fall in the 35 to 50 age group, and approximately 36% in the 51 to 66 age group. Roughly 9% were estimated to be in the 20 to 34 age group and 7% in the 67 and above age group (see Figure 2). Of all byways, the San Juan Skyway had the greatest proportion estimated in the 35 to 50 age range. Men and women were fairly balanced among respondents age 35 to 50, but men significantly outnumbered female respondents in other age groups (see Figure 3).

Figure 2: Age of Survey Respondent

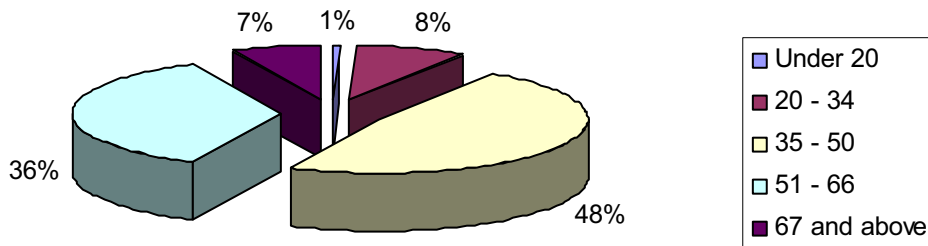
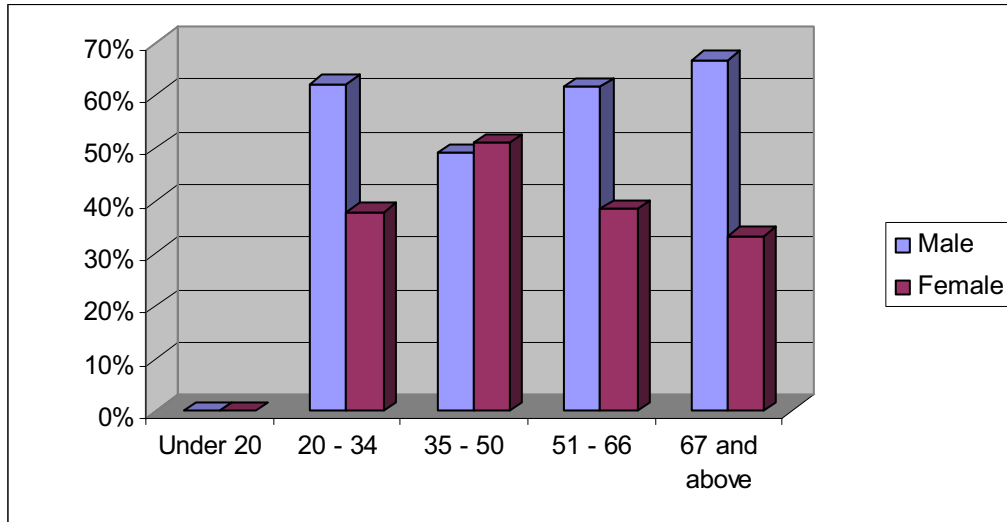
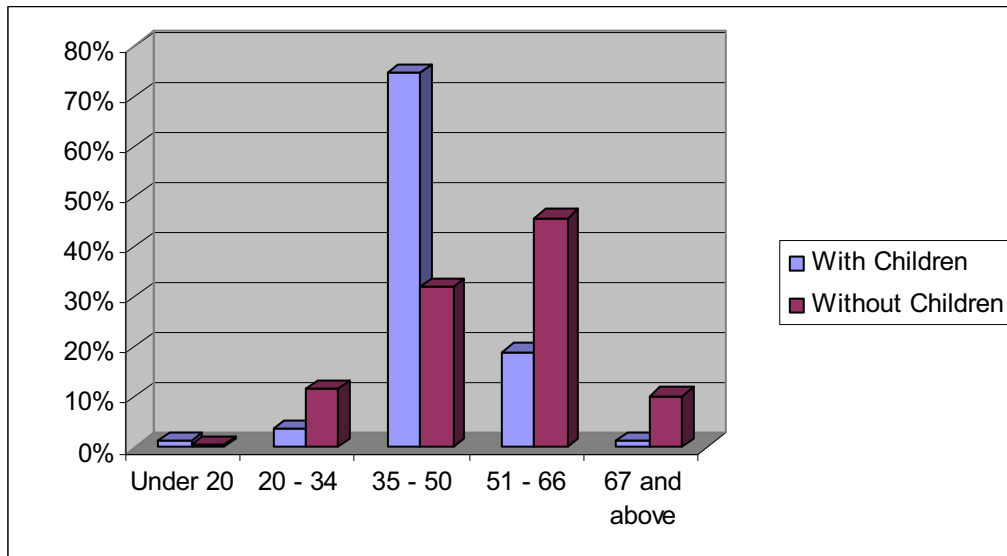


Figure 3: Age and Gender of Survey Respondent



Much as one might expect, the majority of those traveling with children fall in the 35 to 50 age group, while the majority traveling without fall in the 51 to 66 and 67 and above age groups. Roughly 75% of survey respondents traveling with children were in the 35 to 50 age group, compared to about a 32% of those traveling without children. In contrast, roughly 46% of those traveling without children were in the 51 to 66 age group, compared to only 19% of those traveling with children (see Figure 4).

Figure 4: Age of Respondents Traveling with Children vs. Respondents Traveling without Children



Size and Composition of Travel Party

The average travel party included 3.2 persons, slightly larger than the byway average of 3.1 persons. The median travel party size, however, was two. Roughly 42% of respondents reported two person travel parties.

Figure 5: Number of Persons in Travel Party

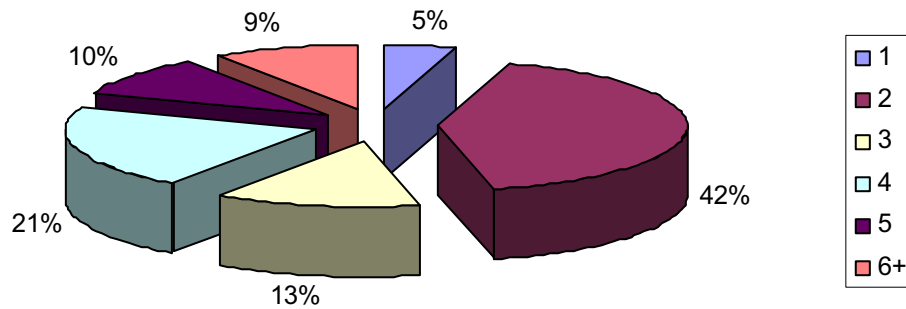
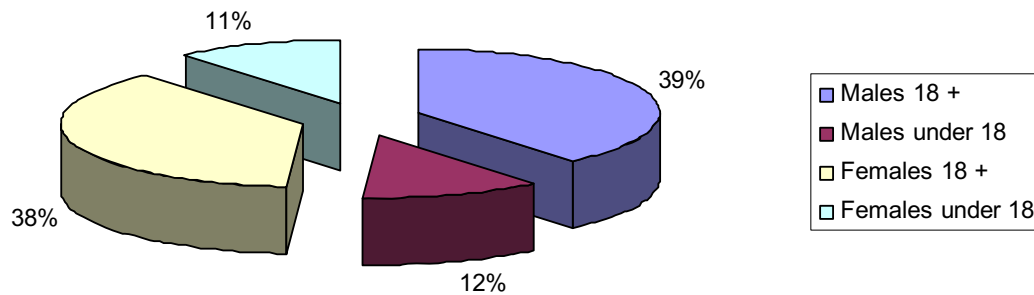


Figure 6: Travel Party by Age and Gender



Approximately 37% of respondents reported traveling with children under the age of 18, compared to roughly 34% of respondents across all byways. Much as one might expect, travel party sizes differ substantially between those traveling with children and those traveling without. The average travel party size of those traveling with children was 4.5 persons, versus 2.5 persons for those traveling without. Despite the difference in size, the composition of adult travelers is similar. Just over 58% of those traveling without children consisted of travel parties with one adult male and one adult female. Roughly

61% of those traveling with children reported one adult male and one adult female in their group.

Figure 7: Number of Children in Travel Party

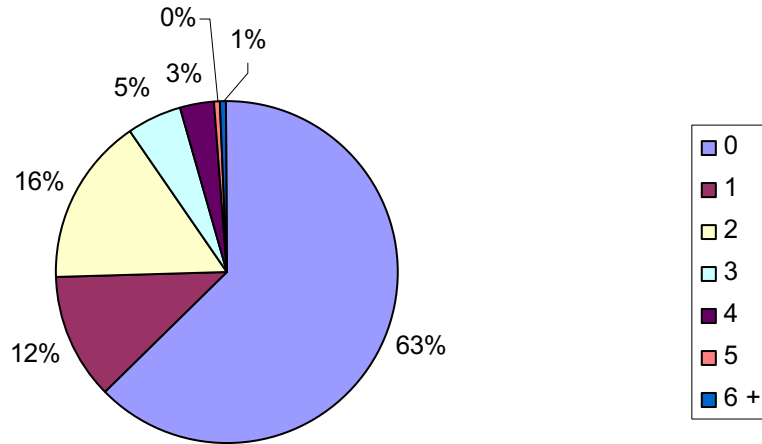
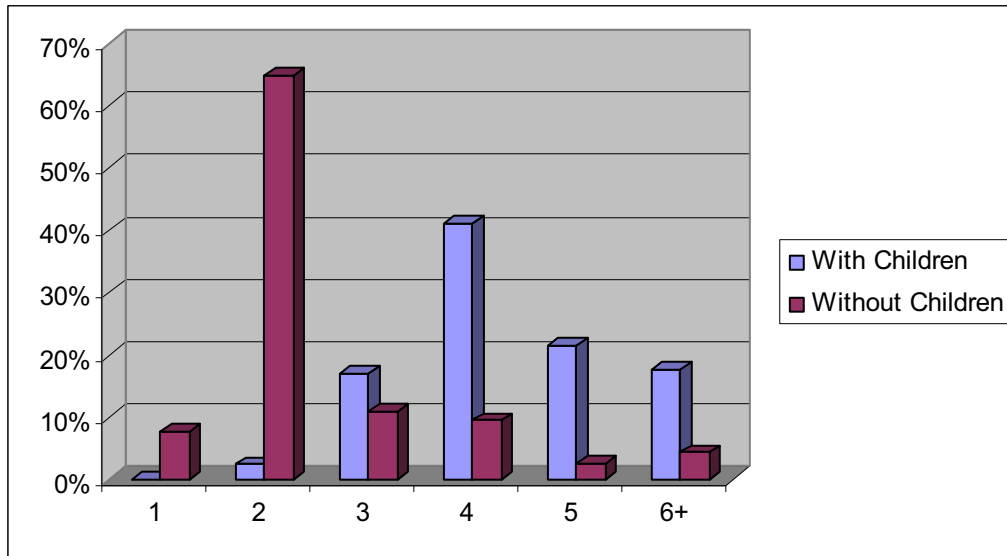


Figure 8: Number in Travel Party with Children vs. Travel Party without Children



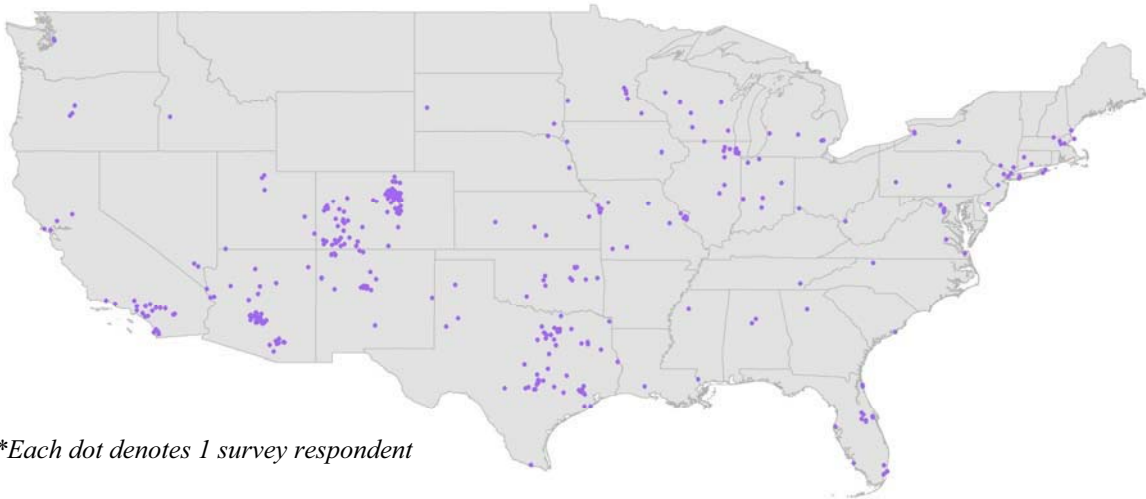
Characteristics of Byway Travel

Origin (Survey Question 1)

Origin by State

Survey respondents originated from ten different countries, one U.S. territory and from forty-one states. Approximately 23% of respondents originated in Colorado. Of those originating in Colorado, nearly 60% reported coming from one of the metropolitan Front Range counties between Fort Collins and Pueblo. In other words, roughly 14% of those surveyed are from the Front Range metropolitan area that includes the cities of Ft. Collins, Greeley, Boulder, Denver, Colorado Springs and Pueblo. After Colorado, Texas was home to the greatest number of respondents, representing 13% of travelers surveyed. Roughly 4% of those surveyed originated in a foreign country, including Germany, the United Kingdom, France, Sweden, Norway, and Australia.

*Figure 9: Map of Respondent Origin**



**Each dot denotes 1 survey respondent*

*Figure 10: Top States of Origin**

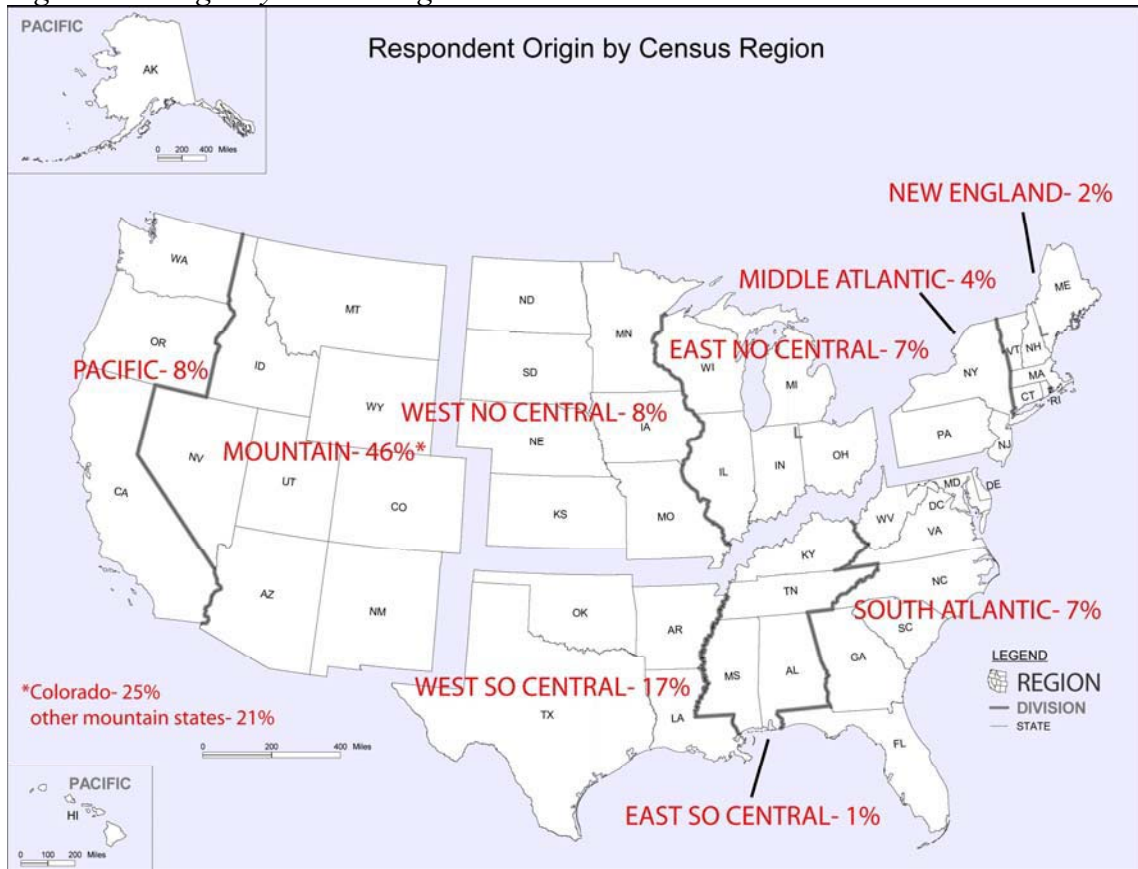
State of Respondent Origin		
Response	Count	%
Colorado	102	24.7%
Texas	57	13.8%
Arizona	53	12.8%
California	26	6.3%
New Mexico	25	6.1%
Florida	18	4.4%
Missouri	13	3.1%
Oklahoma	12	2.9%
New York	12	2.9%
Illinois	12	2.9%

**% of U.S. survey respondents*

Origin by Region

An examination of traveler origin by census region reveals that about 46% of U.S. travelers on the San Juan Skyway Scenic Byway originated in the Mountain region states of Colorado, New Mexico, Arizona, Utah, Idaho, Montana and Wyoming. Excluding Colorado, about 21% of travelers originated in Mountain region states. The West South Central region of Texas, Oklahoma, Arkansas and Louisiana accounted for approximately 17% of travelers. About 8% of travelers each came from Pacific region states and West North Central region states.

*Figure 11: Origin by Census Region**



*% of U.S. survey respondents

Origin by Distance

Roughly 31% of travelers surveyed originated within 249 miles of the byway. About 22% originated from between 250 and 499 miles away, and roughly 26% originated between 500 and 999 miles away. Roughly 21% of travelers came from an origin 1,000 miles away or more.

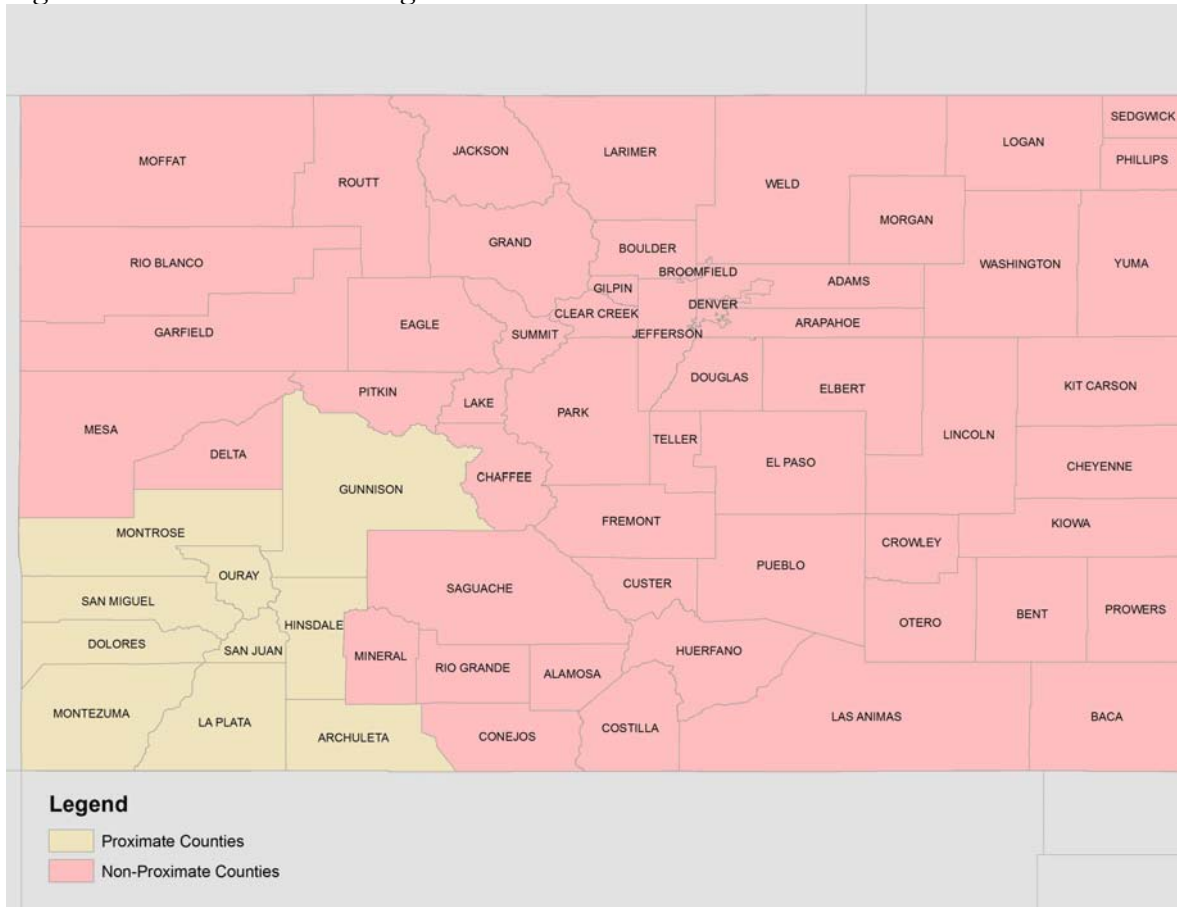
Figure 12: Distance from Travel Origin

Distance	
Travel Origin to Byway Destination	
0 - 249 miles	31.1%
250 – 499 miles	21.6%
500 – 999 miles	26.0%
1,000 - 1,499 miles	5.9%
1,500 - 1,999 miles	9.1%
2,000 – miles	6.4%

Non-Proximate Origin

A non-proximate origin refers to an origin that is not in the near vicinity of the byway. For the purposes of this study, a proximate origin was defined as any county through which a byway passes, and any counties adjacent to those (see Figure 13). Proximate counties include not only La Plata, Montezuma, Dolores, San Miguel, Ouray and San Juan counties, through which the byway runs, but also all of the adjacent counties including Montrose, Gunnison, Hinsdale and Archuleta counties. All other points of traveler origin are thereby considered *non-proximate*.

Figure 13: Non-Proximate Origins

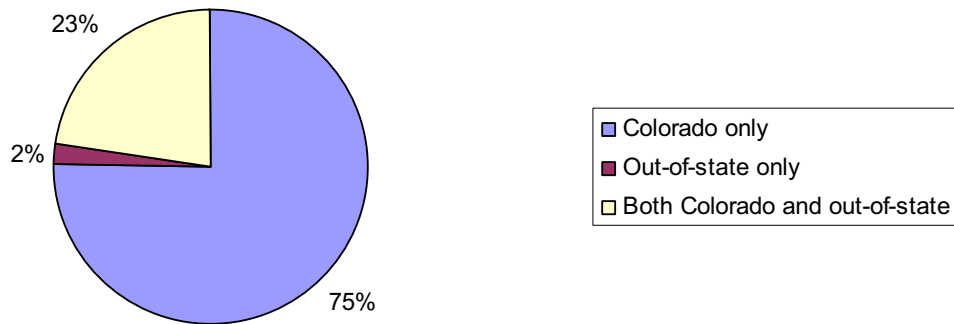


This breakdown is important because first it shows the extent to which the byway is a draw for the immediate surrounding region and second, it shows the extent to which the byway is visited by non-regional tourists, those who are more likely to stay longer, eat out, spend the night or otherwise spend greater amounts of money on the byway and in adjacent cities. Ninety-four percent (94%) of survey respondents on the San Juan Skyway came from a non-proximate origin. Across all nine byways, roughly 86% of those surveyed were non-proximate in origin.

Destination (Survey Questions 2 – 3)

Survey respondents were allowed to cite multiple destinations. Roughly 75% reported only a Colorado destination, about 23% reported an out-of-state destination and a Colorado destination, and roughly 2% reported only an out of state destination.

Figure 14: Respondent Destination



Eighty-six percent (86%) of those surveyed reported a destination on the San Juan Skyway Scenic Byway. This suggests that only about 1 of 10 traveling the byway are merely passing through or are on a side-trip from their primary destination. The majority appear to be traveling the byway for the byway experience itself or for a local destination such as Durango, Telluride or Dolores. Of all byways, San Juan Skyway had the highest percentage of travelers reporting a destination on the byway.

Trip Distance and Duration (Survey Questions 11 – 12)

Respondents were asked to estimate their total trip distance, in miles, from their home or other point of travel origin and back. Those that flew into the region from a distant origin were asked to report round-trip distance from the airport. The average distance across all byways was roughly 1,700 miles. The median distance, however, was significantly smaller at only 1,200 miles. The average trip duration across all byways was roughly 9 days, and 7 days at the median. The average distance and duration of respondents on the San Juan Skyway was roughly 1,800 miles and 9 days with a median trip distance and

duration of 1,450 miles and 7 days. After Trail of the Ancients and Dinosaur Diamond, San Juan Skyway had the longest distance and duration trips of byway surveyed.

Figure 15: Trip Distance (in miles)

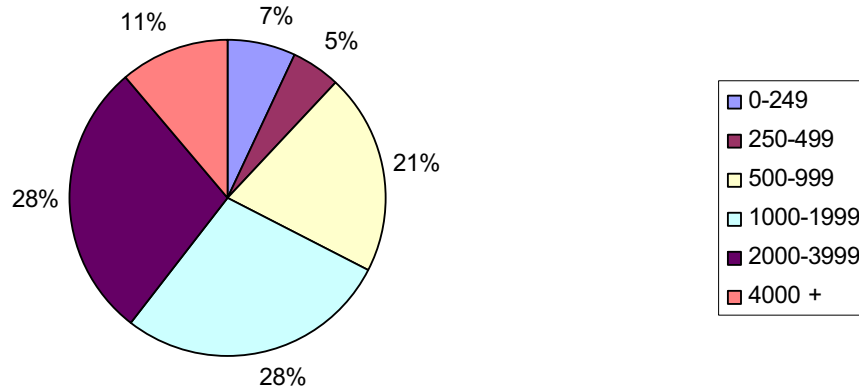
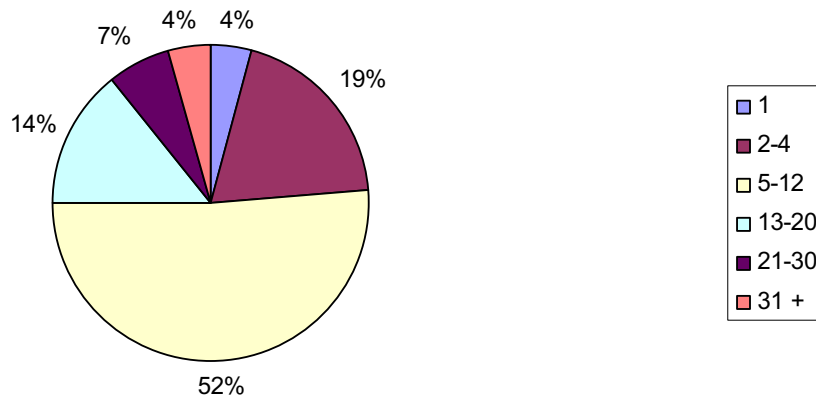


Figure 16: Trip Duration (in days)

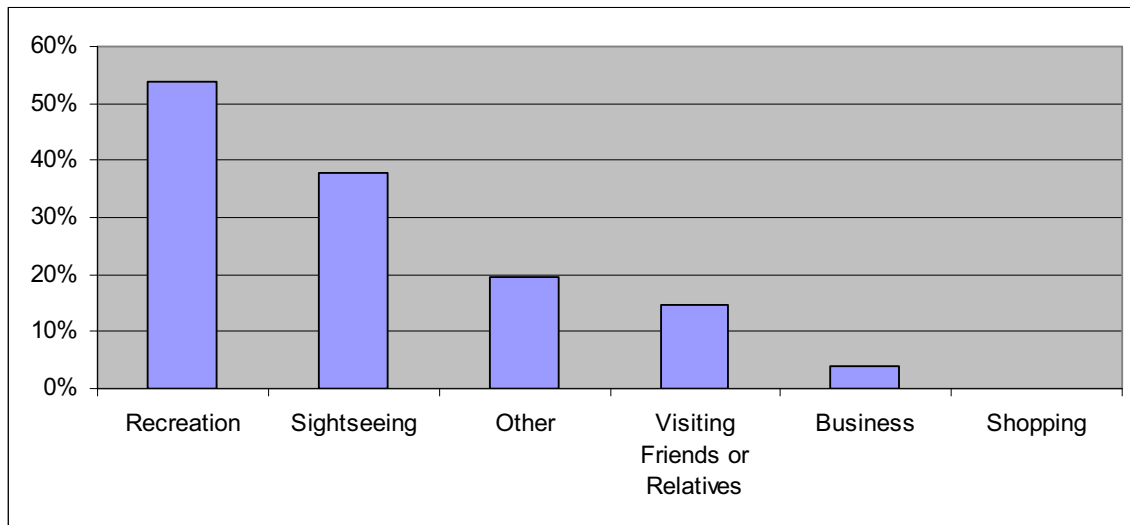


Of those surveyed on a weekend, 14% reported taking a 1 to 4 day trip. On weekdays, 19% reported taking a 1 to 4 day trip. On weekends roughly 17% of those surveyed reported total trip distances of 499 miles or less, while on the weekday 10% of respondents reported trips of 499 miles or less. The low incidence of short distance and duration trips, and the relatively small differences observed between weekend and weekday travelers suggests that short distance weekend travelers are a relatively minor component of tourist traffic on the byway. On the weekend, roughly 15% of travelers surveyed reported being on a short distance (less than 500 miles) and short duration (less than 5 days) weekend or extended weekend trip. In contrast, across all byways surveyed roughly 32% of byway travelers on the weekend were on short distance and short duration weekend or extended weekend trips.

Purpose of Travel (Survey Question 9)

Survey respondents were asked to select the purpose or reason for their travels from a list of six choices: sightseeing, recreation, visiting friends or relatives, business, shopping and other. Multiple answers were permitted. Approximately 54% of those surveyed reported that “recreation” was the purpose, or one of the purposes, of their visit to the area. Roughly 38% of those surveyed reported “sightseeing” as one of the purposes for their travel. Approximately 15% reported visiting friends or relatives, and about 4% reported traveling for business. About 20% of respondents cited “other” reasons including 9% of respondents who cited the Telluride Jazz Festival and associated activities as the reason for their travel, and 2% who reported a wedding, family reunion, conference, retreat or camp as the reason for their visit.

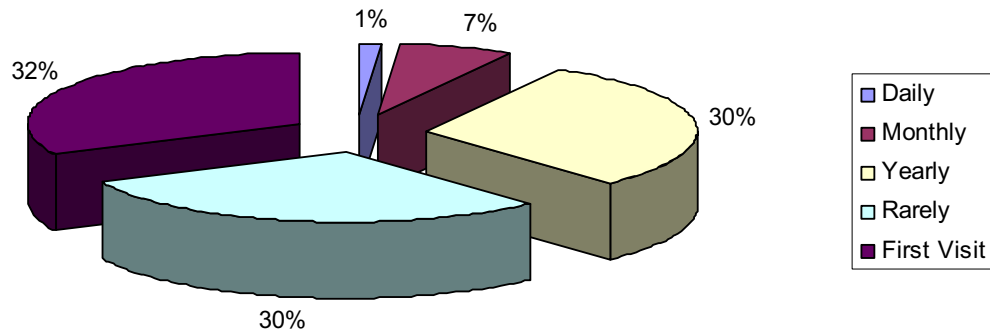
Figure 17: Purpose of Travel



Frequency of Visits (Survey Question 10)

Survey respondents were asked how frequently they visit or travel to the byway and adjacent towns and sites. Respondents were asked to approximate within five categories: daily, monthly, yearly, rarely or first visit. Approximately 32% reported their first visit to the byway or the general area of the byway. Roughly 30% reported visiting the area before, but only rarely, and about 38% reported visiting the area at least annually. In other words, roughly 4 of 10 report visiting the byway and its surroundings at least annually, while roughly 6 of 10 report visiting only infrequently.

Figure 18: Frequency of Visits



Mode of Travel (Survey Question 4)

Survey respondents were asked to provide information on the type of vehicle or mode of travel employed in their travels on the byway. The majority, about 83%, reported traveling in a car, truck, SUV or “other” auto (van, mini-van, etc.) owned by themselves or someone in their travel party. Approximately 14% reported traveling in a rental vehicle. About 7% reported traveling by RV and about 3% by motorcycle (see Figure 19).

Figure 19: Mode of Travel

Vehicle Type	% of Respondents
Rental Vehicle	14.0%
Own Car, Truck, SUV, Van	83.4%
RV	6.7%
Motorcycle	2.5%
Other	3.9%

Appendix A: Detailed Tables

Survey Results

Day of Survey		
Response	Count	%
Weekday	306	69.5%
Weekend	134	30.5%
Total	440	100%
NA	0	0.0%

Age and Gender

Gender of Respondent		
Response	Count	%
Male	246	56.0%
Female	193	44.0%
Total	439	99.8%
NA	1	0.2%

Gender of Population		
Response	Count	%
Male	752	51.3%
Female	713	48.7%
Total	1465	100.0%

Age of Respondent		
Response	Count	%
Under 20	3	0.7%
20 - 34	38	8.6%
35 - 50	210	47.7%
51 - 66	159	36.1%
67 and above	30	6.8%
Total	440	100.0%
NA	0	0.0%

Age of Respondent				
Response	Male Count	%	Female Count	%
Under 20	2	0.0%	1	0.0%
20 - 34	23	62.2%	14	37.8%
35 - 50	103	49.0%	107	51.0%
51 - 66	98	61.6%	61	38.4%
67 and above	20	66.7%	10	33.3%
Total	246	56.0%	193	44.0%

Age of Respondent- Parties with Children		
Response	Count	%
Under 20	2	1.2%
20 - 34	6	3.7%
35 - 50	122	74.8%
51 - 66	31	19.0%
67 and above	2	1.2%
Total	163	100.0%

Age of Respondent- Parties w/o Children		
Response	Count	%
Under 20	1	0.4%
20 - 34	32	11.7%
35 - 50	87	31.9%
51 - 66	125	45.8%
67 and above	28	10.3%
Total	273	100.0%

Size and Composition of Travel Party

% of Respondents with Children Under 18		
Response	Count	%
Children Under 18	163	37.4%
No Children Under 18	273	62.6%
Total	436	99.1%
NA	4	0.9%

Size of Travel Party		
Response	Count	%
1	21	4.8%
2	181	41.5%
3	58	13.3%
4	93	21.3%
5	42	9.6%
6	18	4.1%
7	8	1.8%
8	6	1.4%
9	1	0.2%
10+	8	1.8%
Total	436	99.1%
NA	4	0.9%

Number of Children in Travel Party		
Response	Count	%
0	273	62.6%
1	52	11.9%
2	70	16.1%
3	22	5.0%
4	14	3.2%
5	2	0.5%
6+	3	0.7%
Total	436	99.1%
NA	4	0.9%

% Male-Female Couples- Parties with Children		
Response	Count	%
1 Adult Male, 1 Adult Female	100	61.3%
Total	163	100.0%

% Male-Female Couples- Parties w/o Children		
Response	Count	%
1 Adult Male, 1 Adult Female	158	57.9%
Total	273	100.0%

Size of Travel Party- Parties with Children		
Response	Count	%
1	0	0.0%
2	4	2.5%
3	28	17.2%
4	67	41.1%
5	35	21.5%
6+	29	17.8%
Total	163	100.0%

Size of Travel Party- Parties w/o Children		
Response	Count	%
1	21	7.7%
2	177	64.8%
3	30	11.0%
4	26	9.5%
5	7	2.6%
6+	12	4.4%
Total	273	100.0%

Origin

Country of Respondent Origin		
Response	Count	%
United States	424	96.4%
Foreign Country	16	3.6%
Total	440	100.0%

State of Respondent Origin		
Response	Count	%
Colorado	102	24.7%
Texas	57	13.8%
Arizona	53	12.8%
California	26	6.3%
New Mexico	25	6.1%
Florida	18	4.4%
Missouri	13	3.1%
Illinois	12	2.9%
New York	12	2.9%
Oklahoma	12	2.9%
Kansas	8	1.9%
Utah	7	1.7%
Indiana	6	1.5%
Minnesota	6	1.5%
Wisconsin	6	1.5%
Massachusetts	5	1.2%
Michigan	4	1.0%
Virginia	4	1.0%
New Jersey	3	0.7%
Oregon	3	0.7%
Alabama	2	0.5%
Connecticut	2	0.5%
Iowa	2	0.5%
Louisiana	2	0.5%
Maryland	2	0.5%
Nebraska	2	0.5%
Nevada	2	0.5%
Pennsylvania	2	0.5%
South Dakota	2	0.5%
Washington	2	0.5%
Georgia	1	0.2%
Hawaii	1	0.2%
Idaho	1	0.2%
Kentucky	1	0.2%
Mississippi	1	0.2%
New Hampshire	1	0.2%
North Carolina	1	0.2%
Ohio	1	0.2%

South Carolina	1	0.2%
Tennessee	1	0.2%
West Virginia	1	0.2%
Alaska	0	0.0%
Arkansas	0	0.0%
Delaware	0	0.0%
District of Columbia	0	0.0%
Maine	0	0.0%
Montana	0	0.0%
North Dakota	0	0.0%
Rhode Island	0	0.0%
Wyoming	0	0.0%
Total	413	100.0%

Front Range Origin		
Response	Count	%
Front Range	60	58.8%
Other Colorado Origin	42	41.2%
Total	102	4.1%

Distance to Respondent Origin		
Response	Count	%
0-249 miles	127	31.1%
250-499 miles	88	21.6%
500-999 miles	106	26.0%
1000-1499 miles	24	5.9%
1500-1999 miles	37	9.1%
2000+ miles	26	6.4%
Total	408	92.7%
NA	32	7.3%

% of Respondents from a Non-Proximate Origin		
Response	Count	%
Non-Proximate Origin	413	93.9%
Proximate Origin	27	6.1%
Total	440	100.0%
NA	0	0.0%

Destination

Destination of Respondent		
Response	Count	%
Colorado <i>only</i>	325	74.9%
Out-of-state <i>only</i>	11	2.5%
Both Colorado and out-of-state	98	22.6%
Total	434	98.6%
NA	6	1.4%

Byway Destination		
Response	Count	%
Byway Destination	374	86.2%
Non-Byway Destination	60	13.8%
Total	434	98.6%
NA	6	1.4%

Trip Distance and Duration

Trip Distance		
Response	Count	%
0-249 miles	27	7.0%
250-499 miles	19	5.0%
500-999 miles	79	20.6%
1000-1999 miles	107	27.9%
2000-3999 miles	108	28.2%
4000+ miles	43	11.2%
Total	383	87.0%
NA	57	13.0%

Trip Distance- Weekend		
Response	Count	%
0-249 miles	12	11.0%
250-499 miles	7	6.4%
500-999 miles	33	30.3%
1000-1999 miles	32	29.4%
2000-3999 miles	19	17.4%
4000+ miles	6	5.5%
Total	109	100.0%

Trip Distance- Weekday		
Response	Count	%
0-249 miles	15	5.5%
250-499 miles	12	4.4%
500-999 miles	46	16.8%
1000-1999 miles	75	27.4%
2000-3999 miles	89	32.5%
4000+ miles	37	13.5%
Total	274	100.0%

Trip Duration		
Response	Count	%
1 day	18	4.2%
2-4 days	83	19.3%
5-12 days	221	51.5%
13-20 days	60	14.0%
21-30 days	28	6.5%
31 + days	19	4.4%
Total	429	97.5%
NA	11	2.5%

Trip Duration- Weekend		
Response	Count	%
1 day	8	2.7%
2-4 days	35	11.7%
5-12 days	64	21.3%
13-20 days	11	3.7%
21-30 days	6	2.0%
31 + days	5	1.7%
Total	129	100.0%

Trip Duration- Weekday		
Response	Count	%
1 day	10	3.3%
2-4 days	48	16.0%
5-12 days	157	52.3%
13-20 days	49	16.3%
21-30 days	22	7.3%
31 + days	14	4.7%
Total	300	100.0%

Purpose of Travel

Purpose of Travel		
Response	Count	%
Sightseeing	166	38.0%
Recreation	235	53.8%
Business	17	3.9%
Visiting Friends or Relatives	64	14.6%
Shopping	0	0.0%
Other	86	19.7%
Total	437	99.3%
NA	3	0.7%

Frequency of Visits

Frequency of Visits		
Response	Count	%
Daily	6	1.4%
Monthly	28	6.6%
Yearly	129	30.2%
Rarely	126	29.5%
First Visit	138	32.3%
Total	427	97.0%
NA	13	3.0%

Mode of Travel

Mode of Travel		
Response	Count	%
Rental Vehicle	61	14.0%
Car	147	33.8%
SUV	115	26.4%
RV	29	6.7%
Truck	68	15.6%
Motorcycle	11	2.5%
Bike	0	0.0%
Van/Minivan	33	7.6%
Other	17	3.9%
Total	435	98.9%
NA	5	1.1%

Appendix B: Survey Instrument

Byways Market Niche Study Survey Instrument

for the surveyor - do not ask!

Gender	1. male	2. female	Age	1. under 20	2. 20-34	3. 35-50	4. 51-66	5. 67 and above
Date	_____			Time	_____			
	(__ - __ - 07)				(military time: 01:00 - 24:00)			
Location	_____			Weekend	_____	Weekday	_____	
	(code: 01 - 20)							

Hello, I'm working with the Colorado Scenic Byways program in order to learn more about your experiences on our state's designated scenic byways. You are one of a small number of people chosen for this survey, so your answers are very important. The survey takes about two minutes to complete. Your responses are voluntary and anonymous. **May I please have a few minutes of your time for this survey?**

1. _____ What is your home zip code (or country for foreign visitors)? _____
2. _____ What is your principal destination within Colorado? _____
(see region codes: 01 - 14)
3. _____ What is your ultimate destination (if not in Colorado)? _____
(see census codes: 01 - 95)
4. _____ What type of vehicle are you driving today? (circle all that apply)

1. a rented vehicle? OR	2. car	3. SUV
4. RV	5. truck	6. motorcycle
7. bike	8. other _____	
5. _____ How many males are traveling with you and of those how many are under 18 years old?
total males
6. _____
males under 18
7. _____ How many females are traveling with you and of those how many are under 18 years old?
total females
8. _____
females under 18
9. _____ What is the purpose of your travel today? (circle all that apply)

1. sightseeing	2. recreation	3. business
4. visiting friends/relatives	5. shopping	6. other _____
10. _____ How frequently do you travel this route? 1. daily 2. monthly 3. yearly 4. rarely 5. first visit
11. _____ What is the total length of your trip in miles? (from your home or other travel origin)
12. _____ If your trip includes at least one night on the road, how many days will your trip require from its origin to ultimate destination?