

## ***Gaining Ground or Shaky Ground?***

### ***A Detailed Look at Tourism Employment In The Southwest Colorado Travel Region***

***Including Archuleta, Delta, Gunnison, Hinsdale, La Plata, Mineral,  
Montezuma, Montrose, Ouray, Rio Grande, San Miguel and San Juan  
Counties, Colorado.***

**Final Report  
December 2, 2002**

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# Table of Contents

INTRODUCTION .....	1
BACKGROUND .....	2
Overview .....	2
Key Concepts.....	4
Tourists.....	4
Second Homes .....	4
ASSIGNMENT OF JOBS INTO CATEGORIES.....	4
Tourism categories related to activity on public lands.....	4
Tourism Categories related to activity on private lands.....	5
SUMMARY OF KEY FINDINGS.....	6
Base Analysis .....	6
Tourism Employment Trends.....	7
DATA ANALYSIS.....	9
SWCTR Summary .....	9
Region 8 Summary .....	13
Mineral County.....	14
Rio Grande County .....	19
Region 9 Summary .....	24
Archuleta County.....	25
La Plata County.....	30
Montezuma County.....	35
San Juan County .....	40
Region 10 Summary.....	45
Delta County.....	46
Gunnison County .....	51
Hinsdale County.....	56
Montrose County.....	61
Ouray County.....	66
San Miguel County .....	71
METHODOLOGY .....	76
Caveats .....	76
Updating the Estimates .....	76
The Jobs Data .....	77
Assignment by Industry .....	78
Second homes .....	79
Tourism Related Government Jobs.....	79

# INTRODUCTION

## Uses of the Data

As the members and partners of the SWCTR look over the data that has been collected, keep in mind that now the data can be used in a variety of ways, for example:

- To educate the local communities about the employment impacts (i.e. the number of jobs and amount of employment income) that tourism provides.
- To understand the dependency of a region or county on tourism.
- To analyze the kinds of jobs that tourism supports (which jobs pay well and how can the region enhance or grow the sectors that provide better opportunities in the local economies).
- The identification of activities (i.e. touring or outdoor recreation) that are already strong, but that could be expanded into shoulder seasons.
- To develop / explore complimentary economic activities.
- The identification of job sectors related to tourism that produce secondary impacts to local economies (i.e. construction and real estate). A growing trend in our region is that visitors often become second home owners. While this type of growth provides jobs, income, and tax revenues it can also produce negative impacts such as creating affordable housing shortages or fostering more low paying service jobs.
- To identify potential vulnerabilities of the economic base.
- The identification of activities or job sectors that are currently weak and need strengthening.
- Start to trace connections between tourism and local government services and revenues.
- Provides data to inform the development of local, federal and state policies for land use. In the course of developing the tourism categories, a distinction was made between those activities that took place on public and those on private lands. This distinction helps to clarify the difference between the impacts of public parks and other outdoor recreation versus those from private resort recreation. This public/private split is valuable to the federal partners, because it enables them to see the direct economic impact of activities that take place on lands they manage.

## Background

### BACKGROUND

In September 2001 the Southwest Colorado Travel Region (SWCTR) finalized a cost share agreement with the U.S. Forest Service for a project designed to **develop a better understanding of the recreational and tourism activities that provide employment within the SWCTR**. This project was designed to build on the work that the USDA Forest Service, Colorado Tourism Office, and Bureau of Land Management have been working on in partnership with the Colorado Department of Local Affairs to better define the economic impact of tourism on a county-by-county basis.

The SWCTR is composed of 12 counties within three Economic Development Districts. These include portions of Region 9 (Archuleta, La Plata, Montezuma, and San Juan Counties); Region 10 (Delta, Gunnison, Hinsdale, Montrose, Ouray and San Miguel Counties); and the San Luis Valley Resource Development Group (SLVRDG) – also known as Region 8 (Mineral and Rio Grande Counties). The primary purpose of the SWCTR is “to contribute to the economic development of the region by strengthening the image of Southwest Colorado as a desirable vacation destination”.

*Information Services*, a consulting firm located in Durango, CO, was contracted to collect, synthesize and disseminate data about private and public sector employment related to outdoor recreation, resort activity and other prominent types of recreation such as skiing. The results of data collection are presented in this document.

### Overview

Tourism is one of Colorado's most important industries. A 1998<sup>1</sup> report prepared by the Business Research Division - CU Boulder focused on the contributions of tourism on local economies. Their findings included the following key points

- The nature of the tourism industry allows businesses to operate in remote areas. These areas often lack a diversified economy and the jobs that such an economy creates
- Economically, tourism provides employment and wages that help to decrease unemployment and increase the circulation of money through the community
- Tourism means money for capital investment and local and state tax revenues

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<sup>1</sup> *How Local Tourism Businesses and Industry Representatives View Their Contribution to Colorado's Economy and Quality of Living*. A report prepared for the Colorado Tourism and Colorado Travel and Tourism Authority. Center for Sustainable Tourism Business Research Division-College of Business, University of Colorado at Boulder. June 1998.

## Background

A subsequent study done by The Center for Business and Economic Forecasting (CBEF)<sup>2</sup> focused on the direct employment impacts of different tourism activities. They developed estimates of the tourism industry by building upon and refining data initially developed by the Demography Section of the Colorado Department of Local Affairs (DOLA). The methods used to develop the job estimates were consistent with the larger base analysis estimates the Demography Section has been preparing over the past five years.

The CBEF study concluded that, indeed, tourism plays a major role in the Colorado economy. Tourism jobs totaled 212,222 statewide in 1999, or 8% of all jobs. More than half of those jobs were in the Front Range metropolitan counties, with the Denver-Boulder Metropolitan Region capturing the lion's share. Another 45% (96,077 jobs) were found on the Western Slope and in the Central Mountains. Although most of the jobs were found in metropolitan areas, tourism's impact was much greater on the local economies of the state's mountainous regions.

A primary reason for their efforts in Western Slope counties is to strengthen the capacity of local government to respond to emerging issues related to public lands. This timely request reinforces efforts by the USFS to revise their National Forest Plans. The White River National Forest, which includes portions of Gunnison County, has integrated an analysis of tourism employment into their 2002 Land and Resource Management Plan<sup>3</sup>. They found that the economy around the White River National Forest is dominated by tourism. Almost 60% of all workers in that area are employed in the trade and service industries. Also apparent was that real estate development, both commercial and residential, is contributing to this booming economy. More than 20% of all workers are employed in the construction, finance, insurance, and real estate industries. That leaves about 10% of all jobs in government (primarily state and local) and less than 10% in all other industries combined.

For the current project *Information Services* followed the same methodology of previous studies to examine 2000 employment data for the counties within the SWCTR, to provide results that would be directly comparable to the 1997 and 1999 data. The purpose of the current project is to develop a better understanding of the recreational and tourism activities that provide employment within the SWCTR. This study includes information about government sector tourism employment, using the results (and methodology) of another study prepared by the CBEF<sup>4</sup>.

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<sup>2</sup> *Tourism Jobs Gain Ground in Colorado - 1999 Estimates of State and County Tourism Jobs*. A report prepared for the Demography Section of the Colorado Dept. of Local Affairs (DOLA) by the Center for Business and Economic Forecasting, Inc. April 27, 2001. This report is available on the internet at <http://www.dola.state.co.us/demog/cbef/tourism99.pdf>

<sup>3</sup> *FINAL ENVIRONMENTAL IMPACT STATEMENT VOLUME 1 for the WHITE RIVER NATIONAL FOREST LAND AND RESOURCE MANAGEMENT PLAN 2002 REVISION - Eagle, Garfield, Gunnison, Mesa, Moffat, Pitkin, Rio Blanco, Routt, and Summit counties, Colorado*. Report prepared by the USDA Forest Service, White River National Forest.

<sup>4</sup> *Tourism Related Government Jobs*. A report prepared in partnership with the USDA Forest Service, the USDI Bureau of Land Management, the Demography Section of the Colorado Dept. of Local Affairs (DOLA), and the Colorado Tourism Office. Prepared by the Center for Business and Economic Forecasting, Inc. June 20, 2001. This report is available on the internet at <http://www.dola.state.co.us/demog/cbef/tourism-gvt.pdf>

## Background

### Key Concepts

**Tourists** - for this study are defined as non-residents who visit the county for leisure or business purposes. When a county has a sizable number of second homes, tourists may be classified as either “traditional” or “second-home” tourists. Traditional tourists are those that do not own lodging of any sort. Second-home tourists either own a home, condominium, or other lodging in the county or have use of the second home without payment of rent. If these second homes are rented during some or all of the year, the visitors are then counted as traditional tourists, just as visitors to time share condos pay what amounts to rent.

**Second Homes** -Among the areas showing rapid growth are those related to construction and other activities related to second-home use. Tourism is undergoing a transition in Colorado from more traditional tourism to second home tourism, especially on the Western Slope. More affluent visitors are building seasonal-use homes in Colorado, which they are visiting more frequently and staying in for longer periods.

Employment generated by occupants of second homes is dispersed over a large number of industries. For example, second home visitors eat in restaurants like traditional visitors. However, because second-home owners have relatively high disposable incomes, they may generate greater employment in sporting goods, clothing shops and numerous services than do traditional tourists. Real estate sales and property management jobs are also generated by second home activity. Second homes also have a direct effect on the use of utilities including gas, electric and communication services. However, because of the centralized nature of utility employment, estimates of these job impacts were not prepared at the county level.

### ASSIGNMENT OF JOBS INTO CATEGORIES

The purpose of these assignments is to identify the types of tourism that is driving the local economy. In the course of developing the tourism categories, a distinction was made between the activities that took place on public lands, and those activities on private lands. This distinction helped to clarify the difference between the impacts of public parks and other outdoor recreation versus those from private resort recreation.

This public/private split was valuable to the federal partners, because it enabled them to see the direct economic impact of activities that take place on lands they manage. Furthermore, the two categories called Outdoor Recreation and Parks and Monuments were developed separately to again help the federal partners identify the impact tourism has on land they manage.

### Tourism categories related to activity on public lands

**1. Skiing** - downhill and associated Nordic skiing with paid lift or access ticket.

**2. Parks & Monuments** - activities in national, state and city parks & monuments. Jobs generated from parks like Mesa Verde National Park or the Black Canyon of the Gunnison are separated from outdoor recreation jobs to try to better understand areas where visitor data is not collected.

## Background

**3. Other Outdoor Recreation** - activities such as hiking, biking, fishing, hunting, rafting, and snowmobiling. Outdoor recreation occurs in areas where access is not controlled. Often there is no gated entry or visitor center, but open, free, public access.

Outdoor recreation jobs were segmented into three key seasons.

- Summer activity (May-August) includes rafting, hiking, biking, swimming, camping, wildlife watching and boating.
- Fall activity is dominated by hunting, fishing and viewing the changing fall colors (September-November).
- Winter sports like back country skiing, ice fishing, snowmobiling or snowshoeing are the biggest activities in the months of December to April. **\*Note that skiing at commercially developed areas is not included in this category.**

**4. Touring** - car or train trips through areas of scenic beauty, cultural or general interest.

### Tourism Categories related to activity on private lands

**5. Resort Recreation/Attractions** - activities such as golf, tennis, swimming, or commercial attractions, e.g. Silverton train, and shopping in non-metropolitan or mountain areas. Hunting and fishing on private lands are included here.

**6. Special Events** - privately and publicly sponsored events, e.g. rodeos, music or film festivals, college games or professional sports, horse or auto races and the state fair.

**7. City Trips** - visits to a city to shop, attend plays, museums, concerts or other entertainment, dine or just stroll around (limited to census-designated metropolitan areas, e.g. Grand Junction, Boulder, Denver).

**8. Business Trips** - trips paid for by non-local businesses, e.g. conventions, sales trips.

**9. Casino Trips** - gambling visits at a casino, casino resort or Indian Reservation.

**10. Visiting Friends and Relatives** - visits to family & friends, including those in prisons, hospitals or in nursing homes. *This refers to purpose of visit not type of accommodation!*

**11. Other Leisure** - other visits such as improving/building a second home, agricultural tourism (weekend ranching, harvesting, wine making), charitable/volunteer work, reading, relaxing.

**Assignment by Industry** - Tourism jobs were estimated for 25 industries within five primary sectors, including: Services, Retail Trade; Real Estate and Construction; Transportation; and Wholesale Trade. For each industry, an estimate of the proportion of all county jobs accounted for by tourism was prepared. This estimate was based on professional expertise, local knowledge and existing data sources. Average wages for each industry (where available) have been added to this study to see which jobs have the greatest impact on the local economy.



## Key Findings

### SUMMARY OF KEY FINDINGS

Estimates of the numbers of tourism jobs (including the government sector) were developed for each pertinent industrial sector in each county in the SWCTR. Total employment and percentages of tourism employment on public and private lands, employment by type of activity, and employment trends are summarized here at the regional and county levels.

### Base Analysis

Every economy has one or more “drivers” that ultimately provide residents with jobs and income. These drivers can be examined using **Base Analysis**. Base Analysis distinguishes which industries and factors are basic to the economy, and are responsible for overall growth and change.

- **Direct base** activities produce exports or derive their sales or income from outside sources. These activities *bring in outside dollars* to circulate within the local economy. These industries include agriculture, mining, manufacturing, national and regional services, state and federal government jobs, and **tourism**.
- **Indirect base** activities provide supplies or services to basic industries, and generally *re-circulate dollars* within the local economy. One example would be the local agricultural co-op that provides seeds, fertilizers and fuel to area farmers. In the case of tourism, an example would be the advertising agencies that serve hotels, resorts or local restaurants.
- **Local resident services** provide services to local residents and also *re-circulate dollars* within the local economy. Resident services include the industries that care of the local community, such as health services, education and employment at the local grocery store.

The Demography Section website provides summaries that combine the first two components (direct base and indirect base). These are prepared at the county level and are useful as a backdrop in which to view the relative contributions of tourism employment and income in the local economies. The actual number and type of tourism jobs in each county is presented in following sections.

**Tourism Employment as a percentage  
of Base Economy**

County	% Basic Jobs	% Basic Income
Mineral	66%	58%
Rio Grande	10%	7%
Archuleta	37%	29%
La Plata	34%	26%
Montezuma	24%	16%
San Juan	62%	47%
Delta	11%	8%
Gunnison	40%	31%
Hinsdale	39%	29%
Montrose	14%	9%
Ouray	45%	42%
San Miguel	59%	53%

**Tourism Employment Income 2000**

Mineral	\$ 6,891,300
Rio Grande	\$ 10,339,800
Archuleta	\$ 24,159,600
La Plata	\$ 146,157,600
Montezuma	\$ 29,755,700
San Juan	\$ 2,619,400
Delta	\$ 16,456,000
Gunnison	\$ 64,410,800
Hinsdale	\$ 2,557,500
Montrose	\$ 27,481,900
Ouray	\$ 18,938,300
San Miguel	\$ 80,858,000
<b>Sum</b>	<b>\$ 430,625,900</b>

## Key Findings

### Tourism Employment Trends

Overall, most counties in the SWCTR (except Hinsdale) have seen growth in the numbers of jobs related to tourism from 1997 to 2000. The numbers presented in the table below do not include government sector employment as this is a newly added dimension not available in the 1997 study.

County	1997	1999	2000	% change 97-99	% change 99-00	% change 97-00
Mineral	343	333	419	-3%	26%	22%
Rio Grande	305	310	475	2%	53%	56%
Archuleta	1,128	1,473	1,599	31%	9%	42%
La Plata	7,807	7,955	7,928	2%	-0.3%	2%
Montezuma	1,993	2,239	2,260	12%	1%	13%
San Juan	96	114	151	19%	32%	57%
Delta	940	945	1,131	1%	20%	20%
Gunnison	3,552	3,625	3,984	2%	10%	12%
Hinsdale	181	191	163	6%	-15%	-10%
Montrose	1,746	1,740	1,933	-0.3%	11%	11%
Ouray	768	765	842	-0.4%	10%	10%
San Miguel	3,059	3,489	3,690	14%	6%	21%
<b>Sum</b>	<b>21,918</b>	<b>23,179</b>	<b>24,575</b>	<b>6%</b>	<b>6%</b>	<b>12%</b>

Does not include government jobs

**Cautionary Note: Many of these counties have very small employment numbers. Thus, if we see 57% growth in San Juan County from 1997 to 2000, it really only represents a difference of 55 jobs.**

Tourism employment in Mineral County declined slightly (-3%) from 1997 to 1999. From 1999 to 2000 there was moderate overall growth (+26%). The highest growth sectors were services (+58%) followed by retail trade (+16%). Construction declined (-57%).

Tourism employment in Rio Grande County grew slightly (2%) from 1997 to 1999. From 1999 to 2000 there was moderate overall growth (+53%). The highest growth sectors were retail trade (+216%) followed by real estate & construction (+105%). Wholesale trade declined (-83%).

Tourism employment in Archuleta County grew moderately (+31%) from 1997 to 1999. From 1999 to 2000 there was slight overall growth (+9%). The highest growth sector was real estate & construction (+48%), followed by retail trade (+4%). The service sector declined by (-17.5%).

Tourism employment in La Plata County grew slowly (+2%) from 1997 to 1999. From 1999 to 2000 there was a slight downturn (-0.3%), with declines in the service (-8.2%), transportation (-8.2%) and wholesale trade sectors (-29%). The highest growth sector is real estate & construction (+15.8%).

## Key Findings

Tourism employment in Montezuma County grew (+9%) from 1997 to 1999. From 1999 to 2000 there was a slight growth (4.5%), with declines in the retail trade (-4.8%) and transportation (-55%) sectors. The highest growth sector is real estate & construction (+26%).

Tourism employment in San Juan County grew (+56%) from 1997 to 1999. From 1999 to 2000 there was a slight growth (1.3%), with declines in the service (-25%) and real estate & construction (-9%) sectors. The highest growth sector is retail trade (+18%).

Tourism employment in Delta County grew slowly (+4%) from 1997 to 1999. From 1999 to 2000 there was moderate growth (20%), primarily in the service sector (+95%); with declines in transportation (-29%), wholesale trade (-55%) and the real estate & construction (-10%) sectors.

Tourism employment in Gunnison County grew slowly (+2%) from 1997 to 1999. From 1999 to 2000 there was moderate growth (10%), primarily in the real estate & construction (+46%); and transportation (+10%) sectors.

Tourism employment in Hinsdale County grew slightly (+6%) from 1997 to 1999. From 1999 to 2000 there was an overall decline (-15%) in services (-14%) and retail trade (-29%). The real estate & construction sector had moderate growth (+45%).

Tourism employment in Montrose County declined slightly (-0.3%) from 1997 to 1999. From 1999 to 2000 there was moderate growth (11%), primarily in the service (+19%), retail trade (+11%) and transportation (+8%) sectors. Wholesale trade was down (-23%).

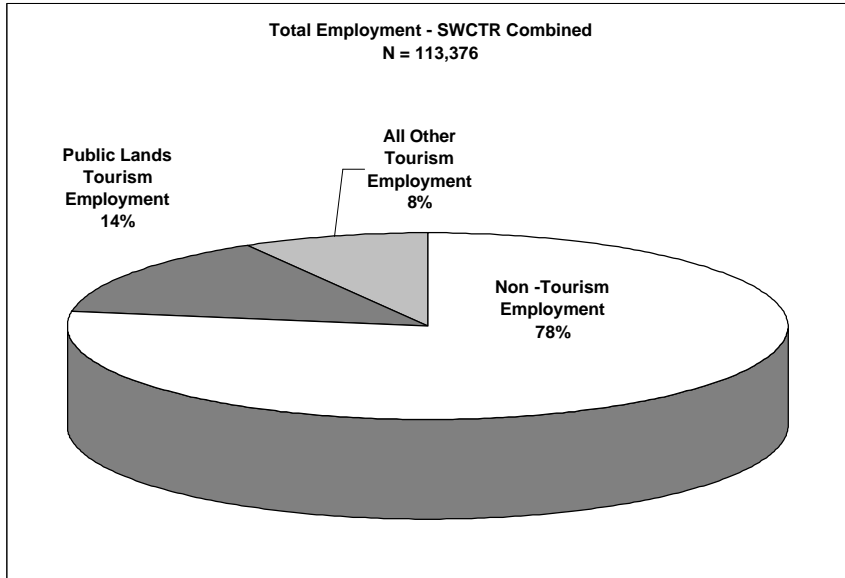
Tourism employment in Ouray County declined slightly (-0.4%) from 1997 to 1999. From 1999 to 2000 there was moderate growth (10%), primarily in the real estate & construction (+34%) and retail trade (+15%) sectors. Transportation was down (-67%), as was the service sector (-12%).

Tourism employment in San Miguel County grew (+14%) from 1997 to 1999. From 1999 to 2000 there was slight growth (6%), primarily in the real estate & construction (+25%) and retail trade (+4%) sectors. Transportation was down (-37%), as was the service sector (-6%).

## Key Findings

### DATA ANALYSIS

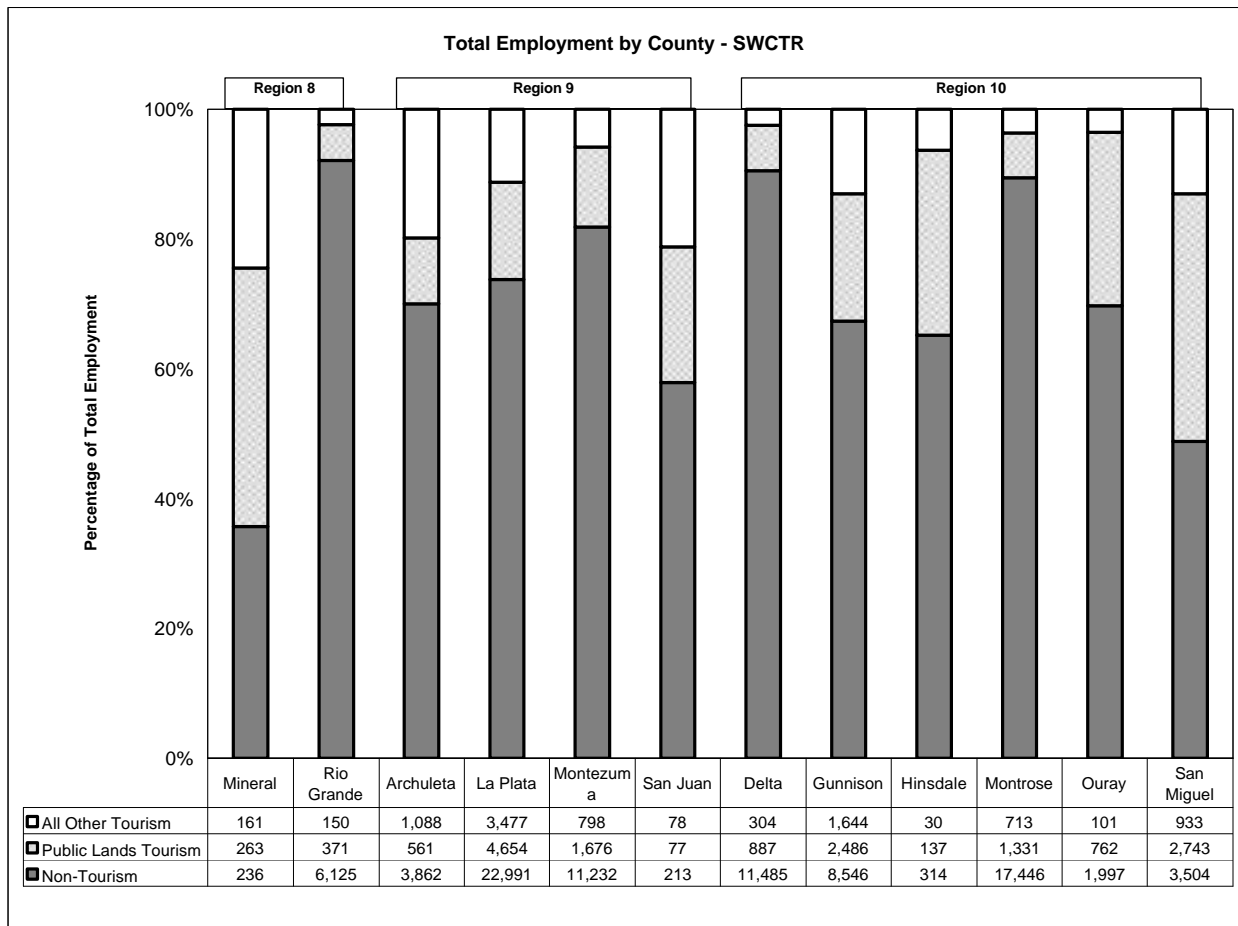
#### SWCTR Summary



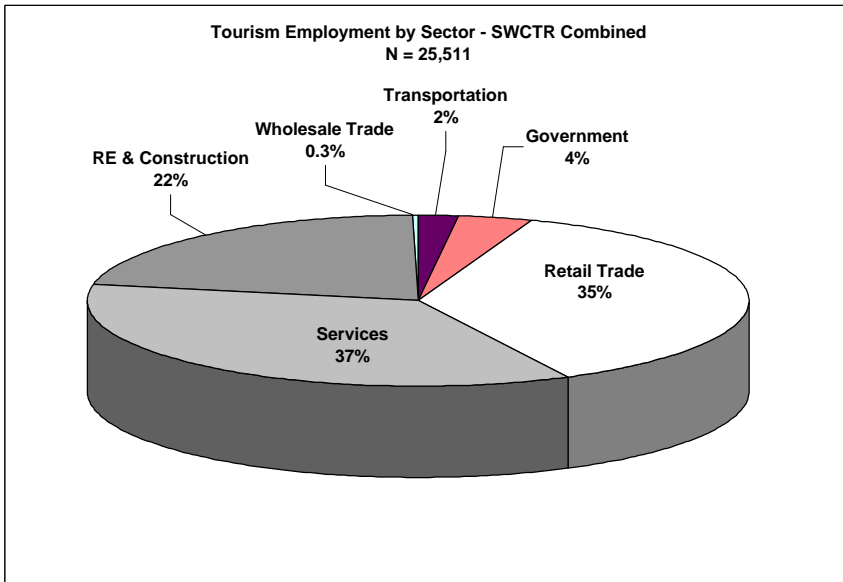
Total employment refers to all jobs within an area. In the SWCTR there are 113,376 jobs. Of these, 22% are related to tourism employment – 25,511 jobs.

Tourism employment on public lands amounts to 15,948 jobs – or 14% of total employment.

The ratio of tourism employment varies by county, as shown in the following figure.



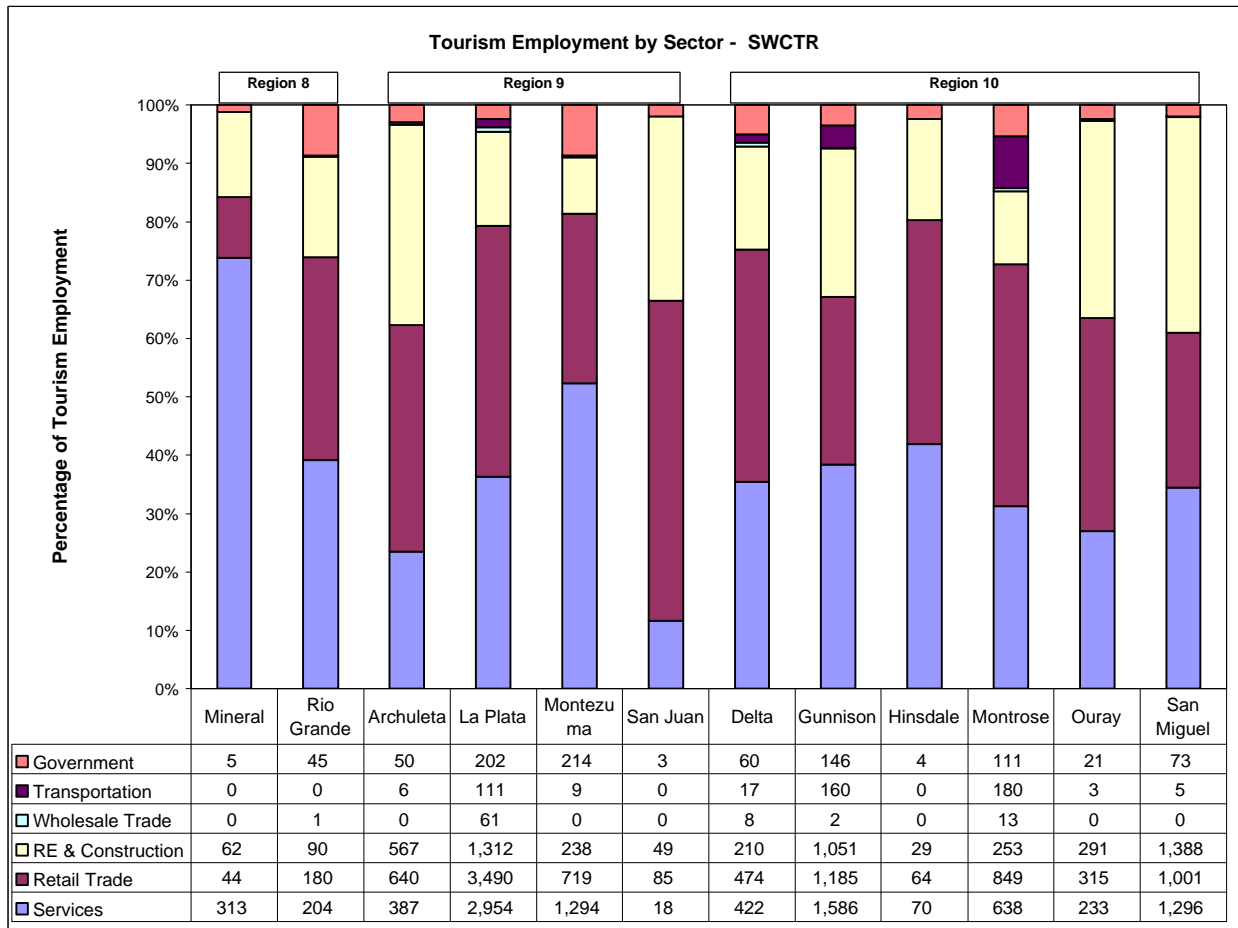
## Key Findings



Services, retail trade, and real estate & construction sectors provide the most tourism employment region-wide.

Within the service sector hotels and lodging is generally the largest employment industry.

In retail trade eating & drinking is generally the largest employment industry.



## Key Findings

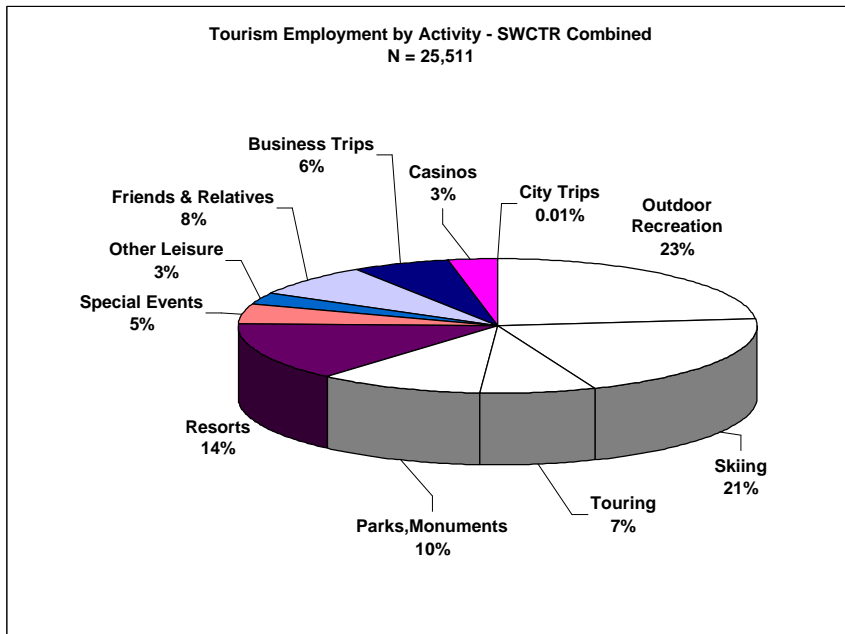
The real estate and construction sectors accounted for 22% of tourism jobs. These types of jobs are related to what has been termed “amenity migration”. This table shows the % of housing units that are used for seasonal, recreational or occasional use.

County	Total # Housing Units	Total # Seasonal	% of Units
Mineral	1,119	672	60%
Rio Grande	6,003	761	13%
Archuleta	6,212	1,456	23%
La Plata	20,765	2,444	12%
Montezuma	10,497	480	5%
San Juan	632	312	49%
Delta	12,374	463	4%
Gunnison	9,135	3,125	34%
Hinsdale	1,304	799	61%
Montrose	14,202	194	1%
Ouray	2,146	273	13%
San Miguel	5,197	1,741	34%
Sum	89,586	12,720	14%

Source:US Census Bureau.Census 2000

### Amenity Migration -

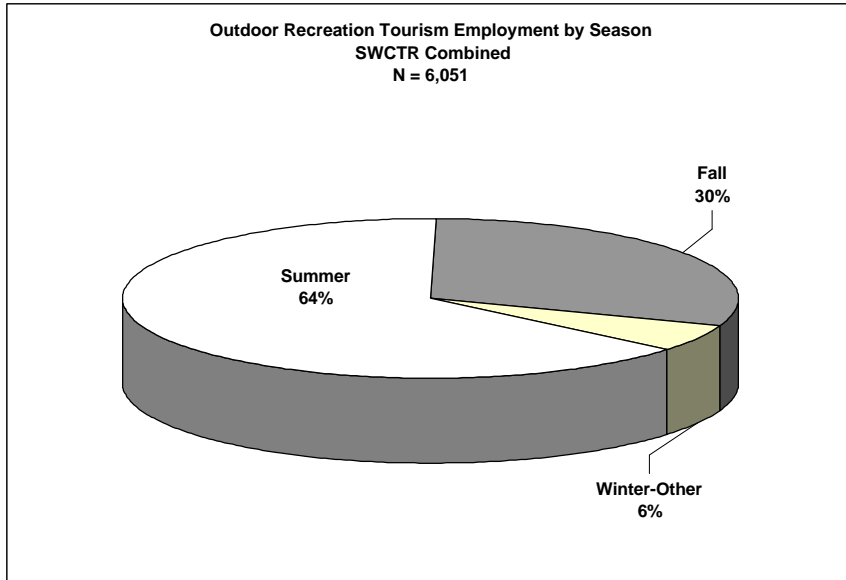
Newcomers are moving in to take advantage of the area's unique natural resources, quality of life, and other amenities that the region offers. Many of these newcomers are retirees or 2<sup>nd</sup> home- owners that bring along their pensions and other retirement benefits. This "new" money affects the local economy (primarily in the construction and real estate sectors) as it is spent on new homes and goods and services.



Activities on public lands include outdoor recreation, visits to parks & monument, skiing, and touring. Combined, they comprise 61% of employment by activity.

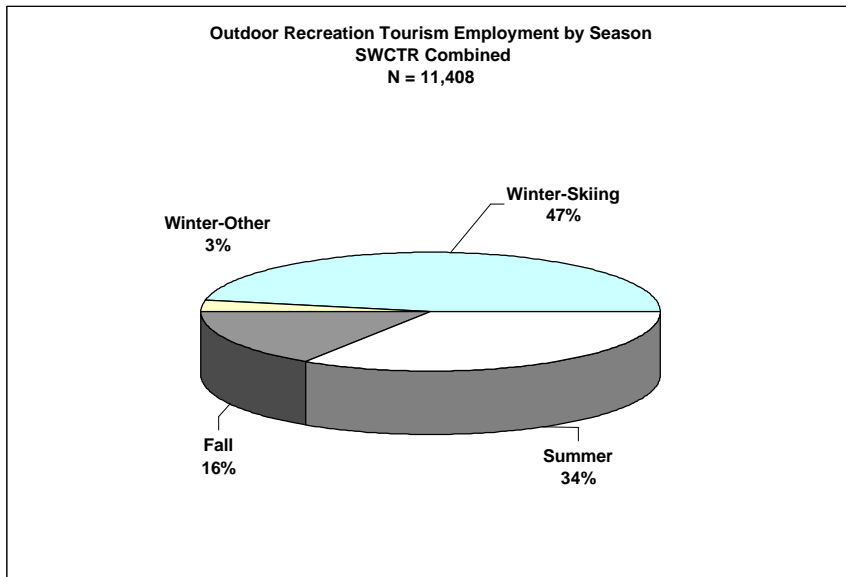
Activities on private lands, particularly resort areas, comprise 39% of employment by activity.

## Key Findings



Outdoor recreation measures activities such as hiking, biking, fishing, hunting, rafting and snowmobiling, in areas where access is not controlled, i.e. public lands. Not surprisingly, summer and fall provide most employment opportunities.

While this category excludes skiing, other winter activities comprise 6% of the seasonal data.

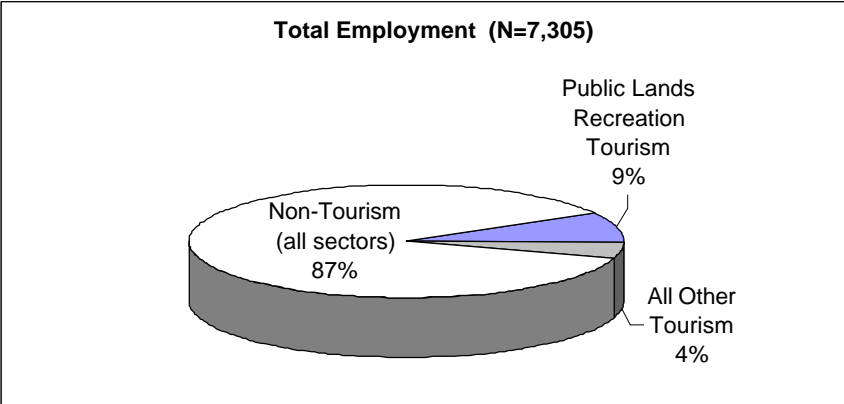


If we throw skiing (which generally also takes place on public lands) into the seasonal mix we add 5,357 jobs, and get a much different picture.

With skiing, winter activities comprise about 50% of seasonal tourism employment.

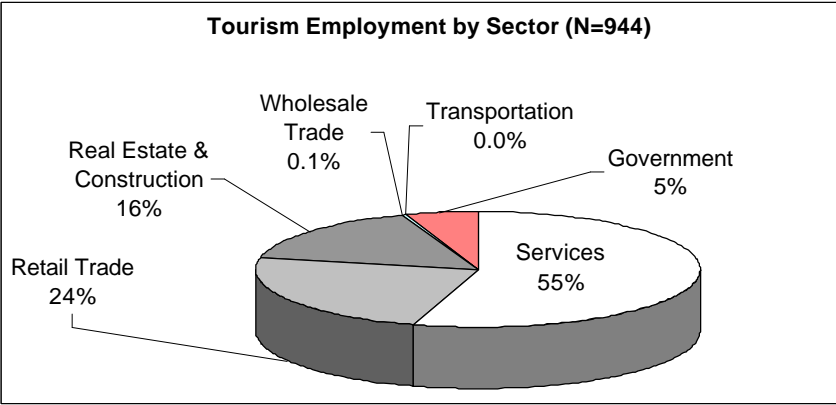
**Region 8 – Mineral and Rio Grande Counties Combined**

**Region 8 Summary**

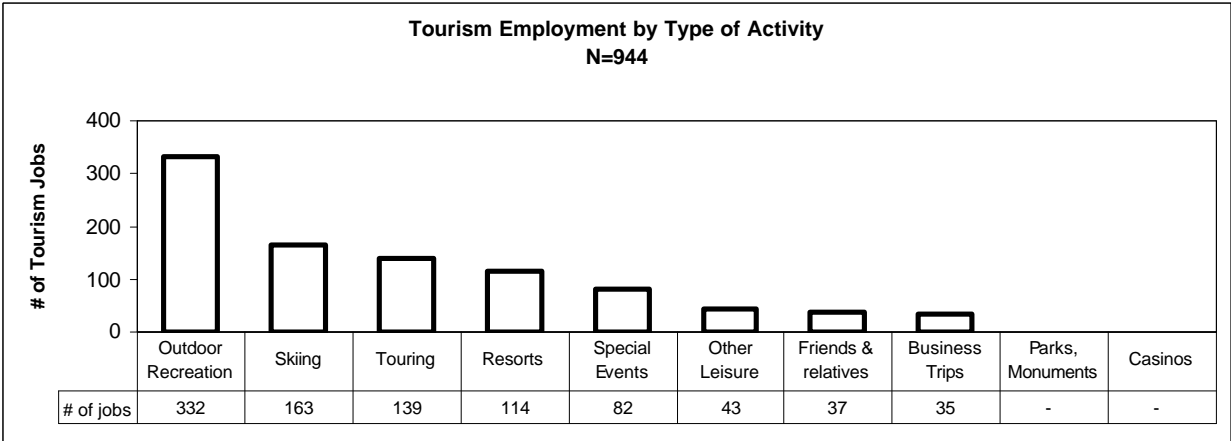


Employment related to public lands (including skiing, outdoor activities, parks and monuments, and touring) accounts for 9% of total employment.

Jobs relating to tourism accounted for 13% (944 jobs) of total employment in Region 8.



Most tourism employment is in the service and retail trade sectors. These sectors have the lowest overall average wages, although it varies by specific jobs within each sector and within each county.

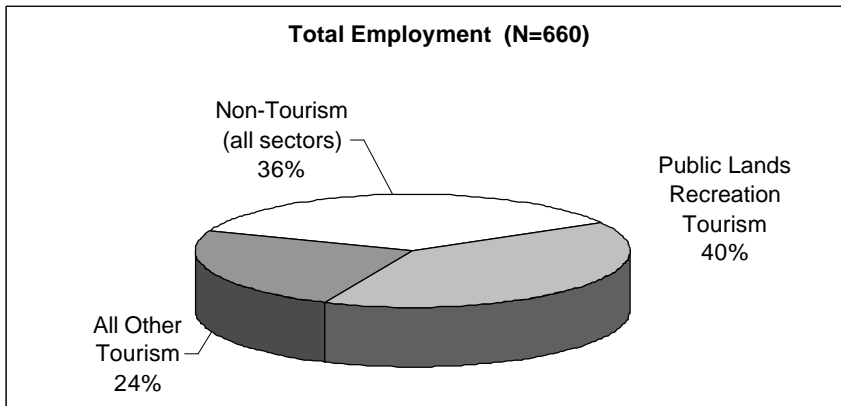


Outdoor recreation accounted for about 35% of tourism employment in 2000.



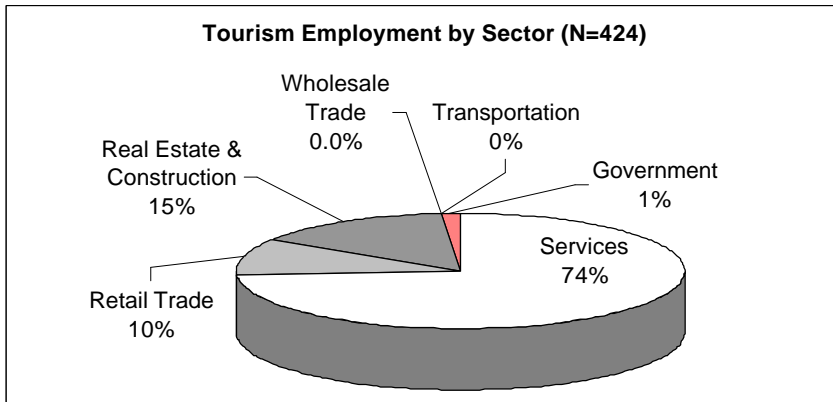
Region 8 – Mineral County

Mineral County



Jobs relating to tourism accounted for 64% (424 jobs) of total employment (660 jobs). Employment related to public lands accounts for 40% of total employment (263 jobs).

Public lands include portions of the Rio Grande and San Juan National Forests (collectively about 524,739 acres).



Most tourism employment is in the services and retail trade sectors, although the real estate & construction sector is also very strong in Mineral County.

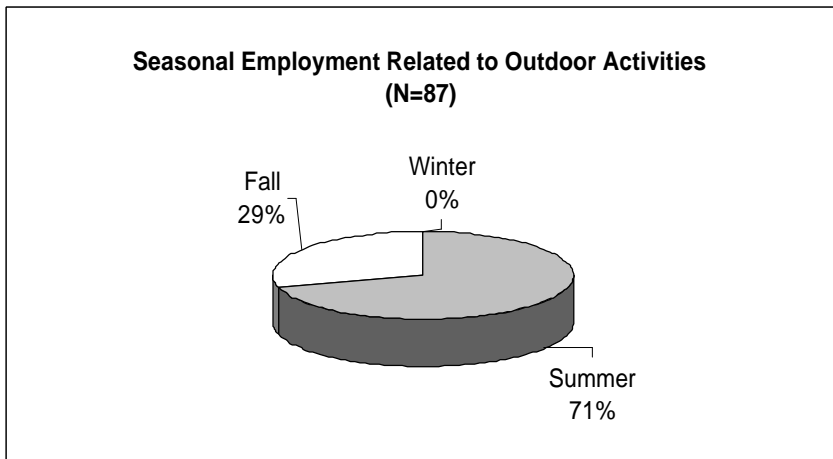
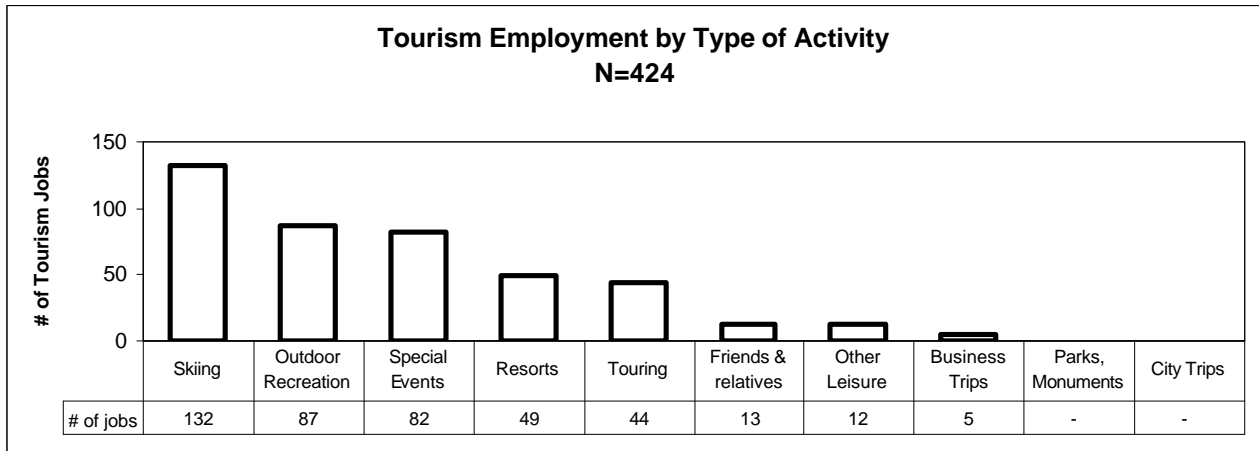
Sector	# jobs	Avg Wage
Services	313	\$ 17,497
Retail Trade	44	\$ 13,109
Real Estate & Construction	62	Real Estate -D / Const \$19,095
Wholesale Trade	0	\$ -
Transportation	0	\$ -
Government	5	\$ 21,352
Sum	424	

Average wages for real estate are not disclosed due to small employment numbers in that sector.

There were no tourism jobs reported in the wholesale trade and transportation sectors in Mineral County in 2000.

Tourism employment in Mineral County provided **\$6,891,300** in employment income in 2000.

Region 8 – Mineral County



Skiing (at Wolf Creek Ski Area) provides the greatest number of tourism jobs. Outdoor recreation is also important to tourism employment in 2000. Most of these jobs were in the summer and fall months. Note that the jobs provided by the ski industry are not included in the seasonal data.

**Error! Not a valid link.** Tourism employment in the amusement and recreation sector, notably skiing, accounted for 208 jobs in Mineral County in 2000. Service sector employment is 47% of total tourism employment.

## Region 8 – Mineral County

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Jobs in the retail trade sector accounted for about 10% of the total number of tourism jobs. Average wages in most categories are not disclosed due to the small employment numbers.

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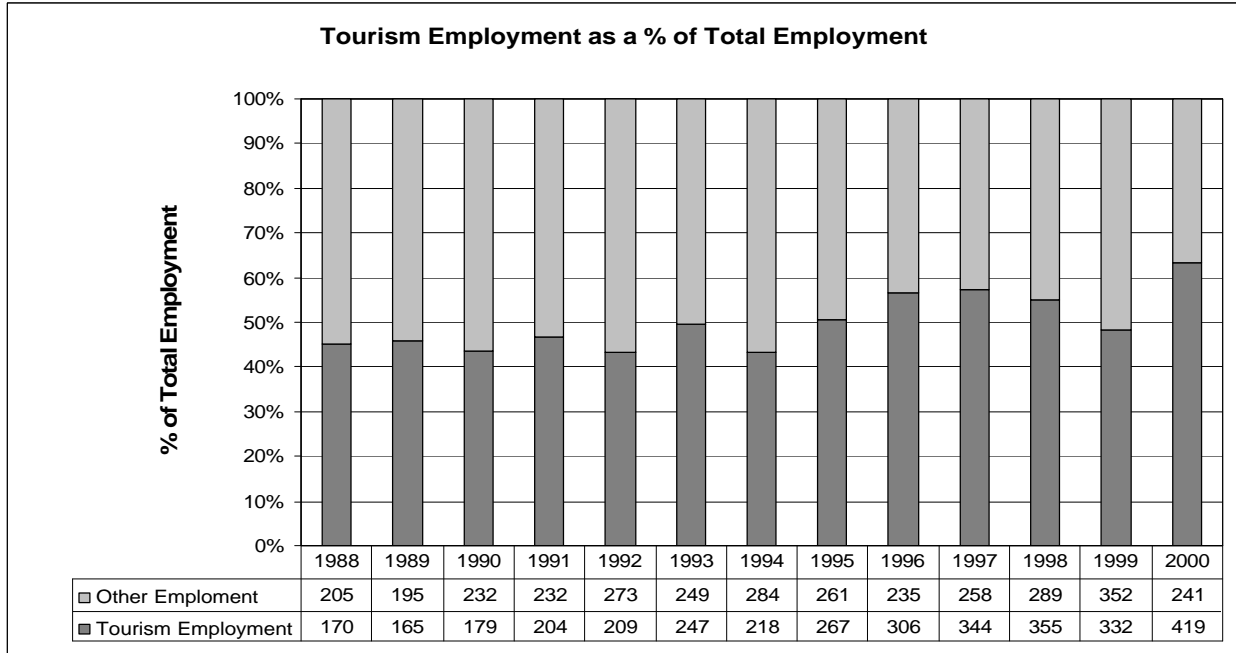
The real estate and construction sectors accounted for about 15% of tourism jobs. These types of jobs are related to what has been termed “amenity migration”. There were 1,119 housing units in 2000. Of these, 672 units (60%) were considered to be seasonal, recreational or for occasional use.

**Amenity Migration** - Newcomers are moving in to take advantage of the area's unique natural resources, quality of life, and other amenities that the region offers. Many of these newcomers are retirees or 2<sup>nd</sup> home- owners that bring along their pensions and other retirement benefits. This "new" money affects the local economy (primarily in the construction and real estate sectors) as it is spent on new homes and goods and services.

## Region 8 – Mineral County

**Error! Not a valid link.** Federal government employment included the Forest Service. Local government employment included general (city and county) government.

### Trends in Tourism Employment



These numbers do not include the government sector in tourism employment.

## Region 8 – Mineral County

County	1997	1999	2000	% change 97-99	% change 99-00	% change 97-00
<b>Mineral</b>	343	333	419	-3%	26%	22%

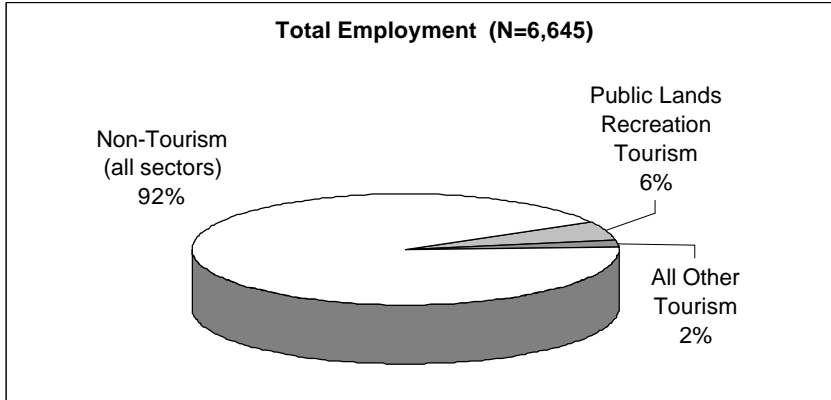
These numbers do not include the government sector in tourism employment.

Tourism employment in Mineral County declined slightly (-3%) from 1997 to 1999. From 1999 to 2000 there was moderate overall growth (+26%). The highest growth sectors were services (+58%) followed by retail trade (+16%). Construction declined (-57%).

Sectors	1999	2000	% change 99-00
Services	198	313	58.1%
Retail Trade	38	44	15.8%
Real Estate & Construction	97	62	-36.1%
Sum	333	419	25.8%

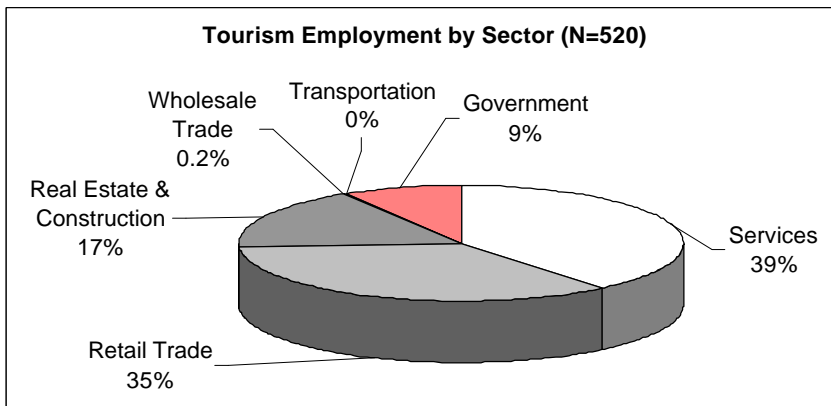
Region 8 – Rio Grande County

Rio Grande County



Jobs relating to tourism accounted for 8% (520 jobs) of total employment. Employment related to public lands accounts for 6% of total employment (371 jobs).

Public lands include portions of the Rio Grande National Forest.



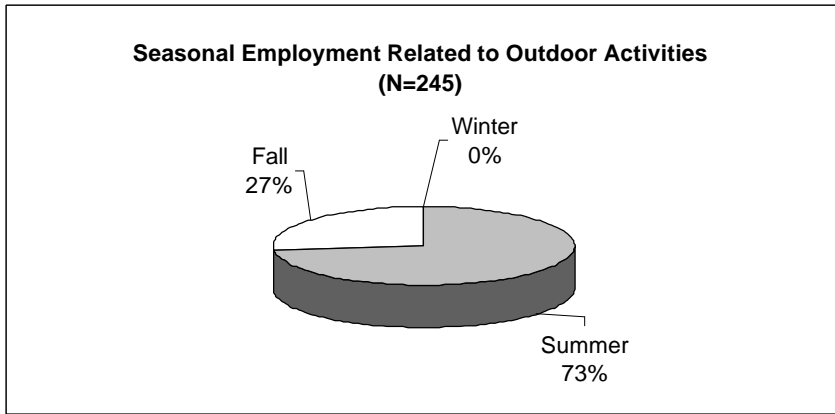
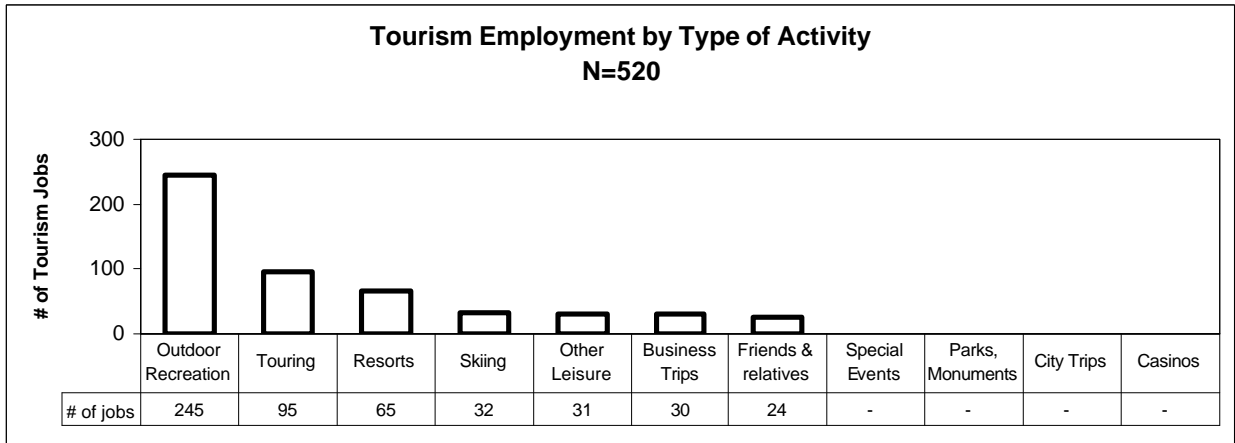
Most tourism employment is in the services and retail trade sectors, although the real estate and construction sector is also very strong in Rio Grande County.

Sector	# jobs	Avg Wage
Services	204	\$ 16,831
Retail Trade	180	\$ 13,956
Real Estate & Construction	90	Real Estate -\$14,236/ Const \$21,968
Wholesale Trade	1	\$ 24,630
Transportation	0	\$ 28,332
Government	45	\$ 25,897
Sum	521	

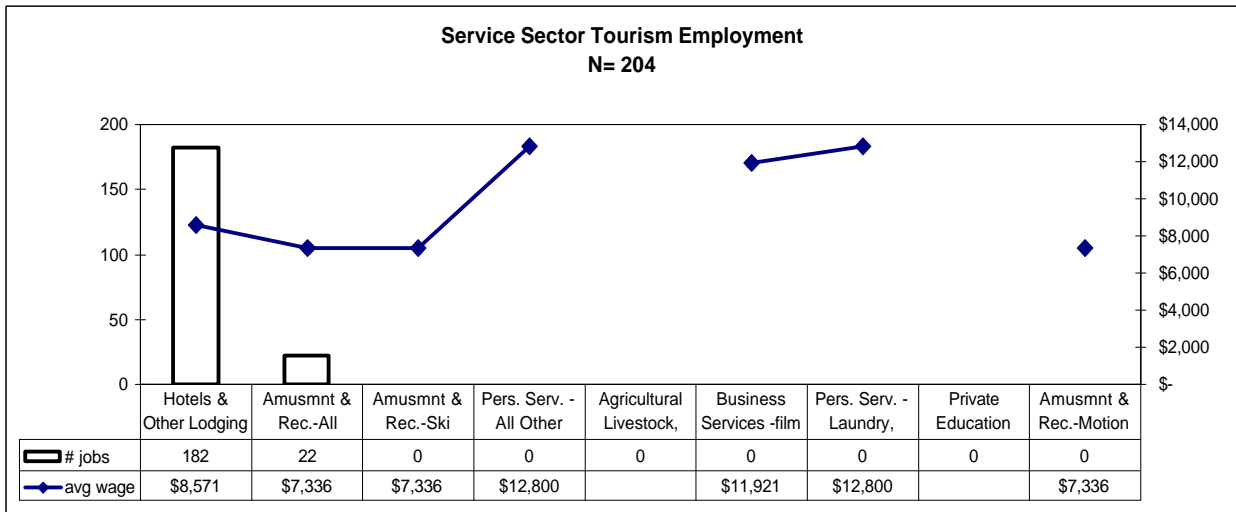
There were no tourism jobs reported in the wholesale trade and transportation sectors in Rio Grande County in 2000.

Tourism employment in Rio Grande County provided **\$10,339,800** in employment income in 2000.

### Region 8 – Rio Grande County



Outdoor recreation is important to tourism employment in 2000. Most of these jobs were in the summer and fall months. Note that the jobs provided by the ski industry and resorts are not included in the seasonal data.

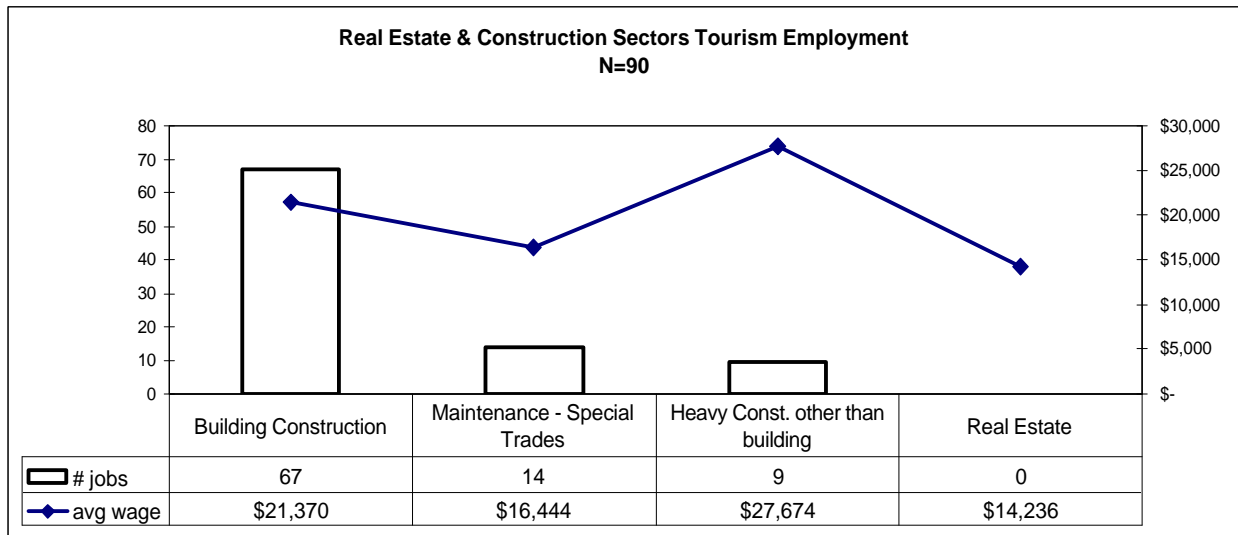


Tourism employment in the hotels and other lodging sector accounted for 182 jobs in Rio Grande County in 2000. Service sector employment is 39% of total tourism employment.

## Region 8 – Rio Grande County



In the retail trade sector, jobs in the food store industry accounted for about 10% of the total number of tourism jobs. Tourism jobs in the retail sector account for about 3% of the total number of jobs.

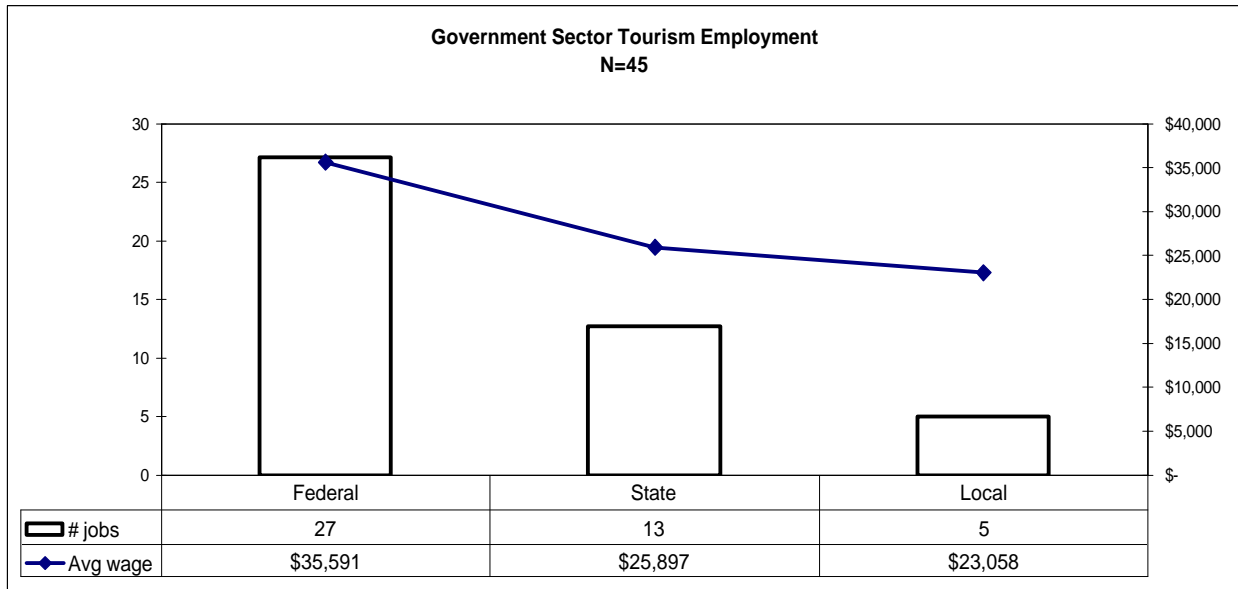


The real estate and construction sectors accounted for 17% of tourism jobs. These types of jobs are related to what has been termed “amenity migration”. There were 6,003 housing units in 2000. Of these, 761 units (13%) were considered to be seasonal, recreational or for occasional use.

**Amenity Migration** - Newcomers are moving in to take advantage of the area's unique natural resources, quality of life, and other amenities that the region offers. Many of these newcomers are retirees or 2<sup>nd</sup> home- owners that bring along their pensions and other retirement benefits. This "new" money affects the local economy (primarily in the construction and real estate sectors) as it is spent on new homes and goods and services.

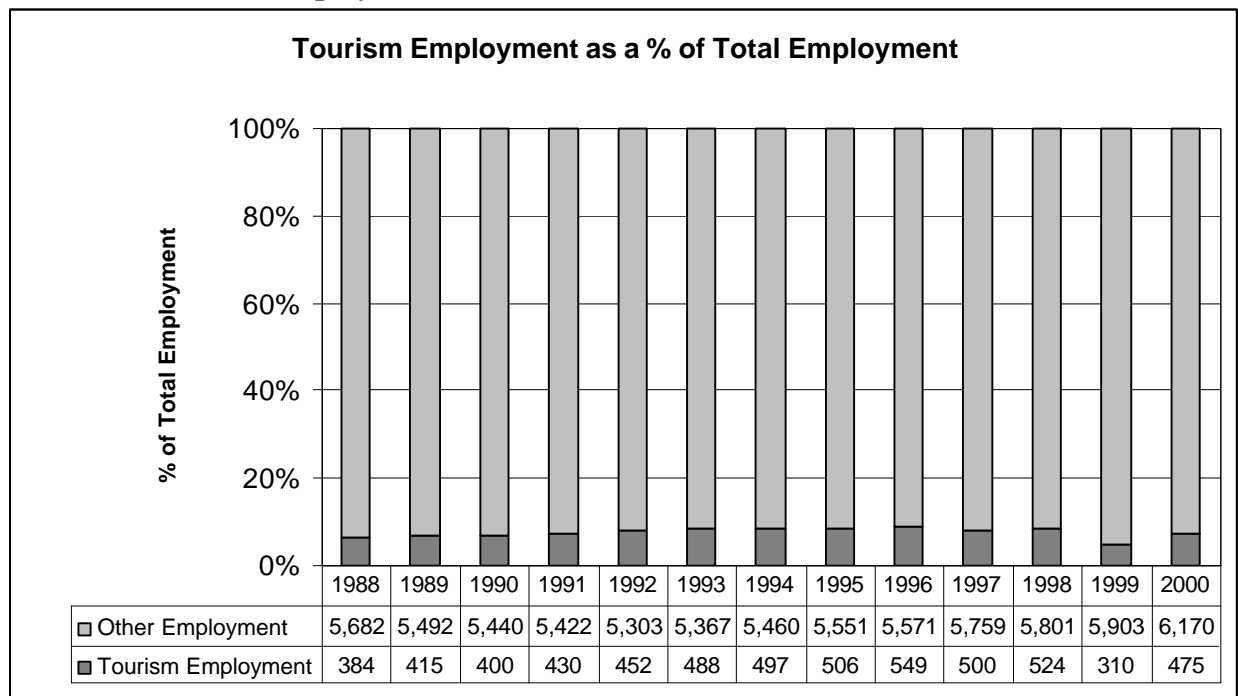


## Region 8 – Rio Grande County



Federal government employment included the Forest Service. Local government employment included general (city and county) government. State government employment included the Division of Natural Resources and the Division of Wildlife.

### Trends in Tourism Employment



These numbers do not include the government sector in tourism employment.

**Region 8 – Rio Grande County**

<b>County</b>	<b>1997</b>	<b>1999</b>	<b>2000</b>	<b>% change 97-99</b>	<b>% change 99-00</b>	<b>% change 97-00</b>
<b>Rio Grande</b>	305	310	475	2%	53%	56%

These numbers do not include the government sector in tourism employment.

Tourism employment in Rio Grand County grew slightly (2%) from 1997 to 1999. From 1999 to 2000 there was moderate overall growth (+53%). The highest growth sectors were retail trade (+216%) followed by real estate & construction (+105%). Wholesale trade declined (-83%).

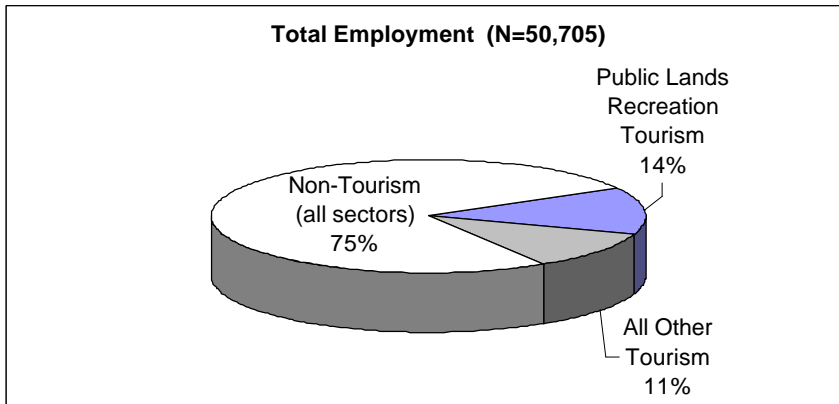
<b>Sectors</b>	<b>1999</b>	<b>2000</b>	<b>% change 99-00</b>
Services	203	204	0.5%
Retail Trade	57	180	215.8%
Real Estate & Construction	44	90	104.5%
Wholesale Trade	6	1	-83.3%
Sum	310	475	53.2%

The following charts are a cautionary tale of looking at growth and declines using small populations.

<b>Retail Trade</b>	<b>1999</b>	<b>2000</b>	<b>% change 99-00</b>
Eating & Drinking Places	16	14	-11%
Building Material, Hardware, Garden	8	33	319%
General Merch.,Apparel, & Furniture	4	19	381%
Food Stores	12	52	322%
Service Stations	6	34	463%
Drugs, Liquor, Used	7	8	20%
Goods	4	20	372%
Total	57	180	218%

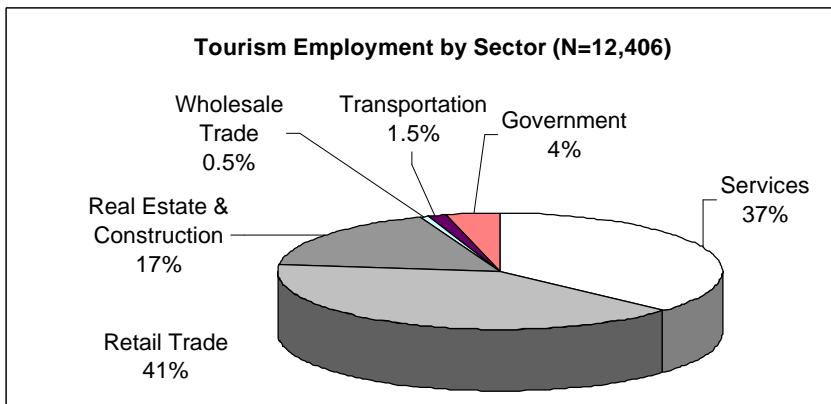
<b>Construction</b>	<b>1999</b>	<b>2000</b>	<b>% change 99-00</b>
Building Construction	20	67	233%
Maintenance - Special Trades	23	14	-39%
Heavy Const. other than building	2	9	530%
Sum	44	90	105%

## Region 9 Summary

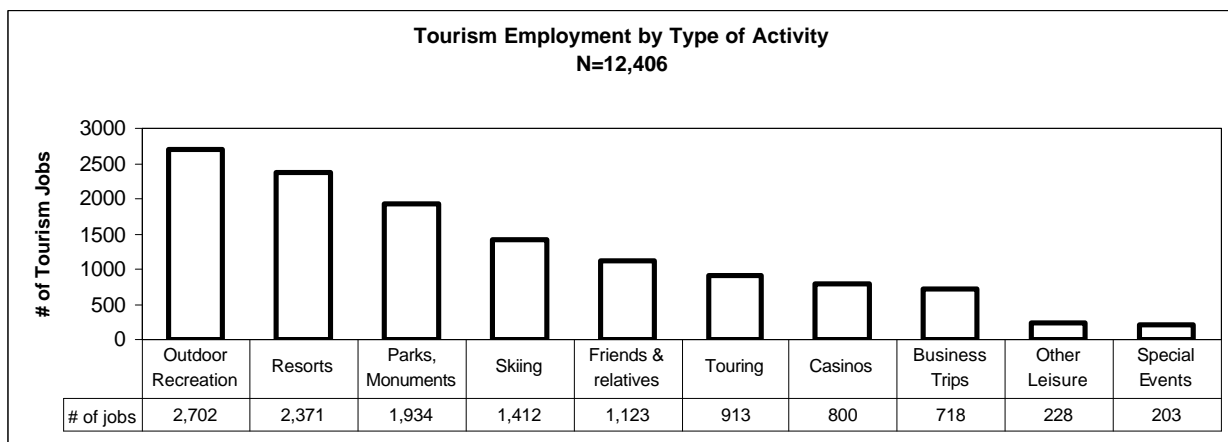


Jobs relating to tourism accounted for 24% (12,406 jobs) of total employment in Region 9.

Employment related to public lands (including skiing, outdoor recreation and touring) accounts for 14% of total employment.



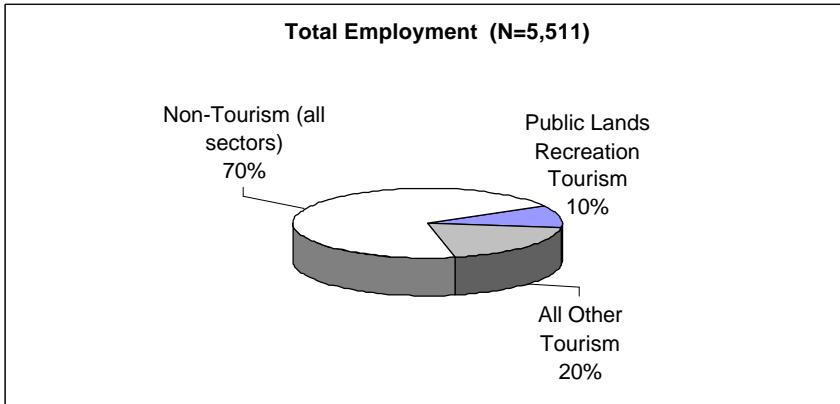
Most tourism employment is in the service and retail trade sectors. These sectors have the lowest overall average wages, although it varies by specific jobs within each sector and within each county.



Outdoor recreation and jobs in resorts accounted for almost 41% of tourism employment in 2000. Most of these jobs were in the summer months.

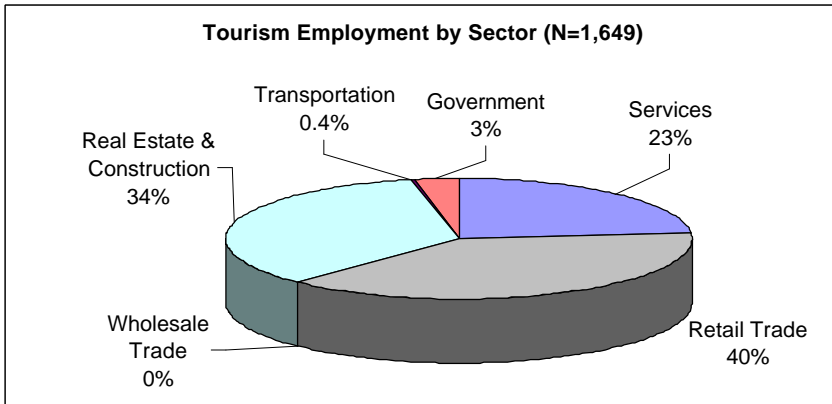
**Region 9 – Archuleta County**

**Archuleta County**



Jobs relating to tourism accounted for 30% (1,649) of total employment. Employment related to public lands accounts for 10% of total employment.

Public lands include portions of the San Juan and Rio Grande National Forests (429,842 acres). All public lands, including BLM and State Lands comprise 51.6% of Archuleta County.



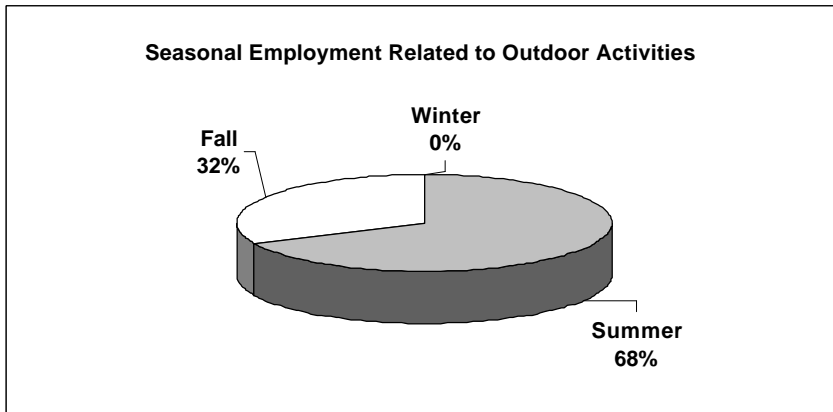
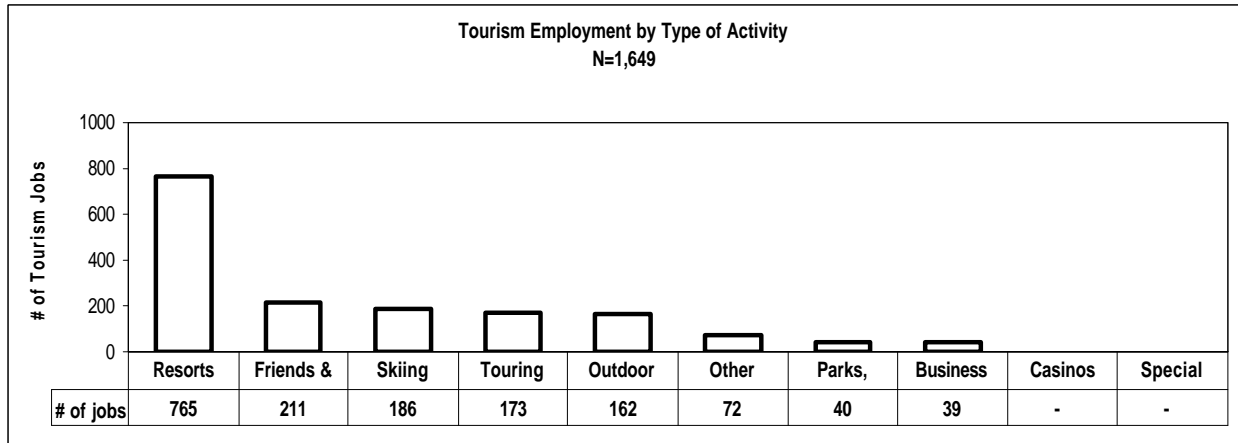
Most tourism employment is in the retail trade and real estate & construction sectors. Note the high annual average wages in the real estate and construction sectors.

Sector	# jobs	Avg Wage
Services	387	\$ 17,848
Retail Trade	640	\$ 13,873
Wholesale Trade	0	\$ 38,711
Real Estate & Construction	567	Real Estate \$31,528 / Const \$26,927
Transportation	6	\$ 35,908
Government	50	\$ 24,750
Sum	1,649	

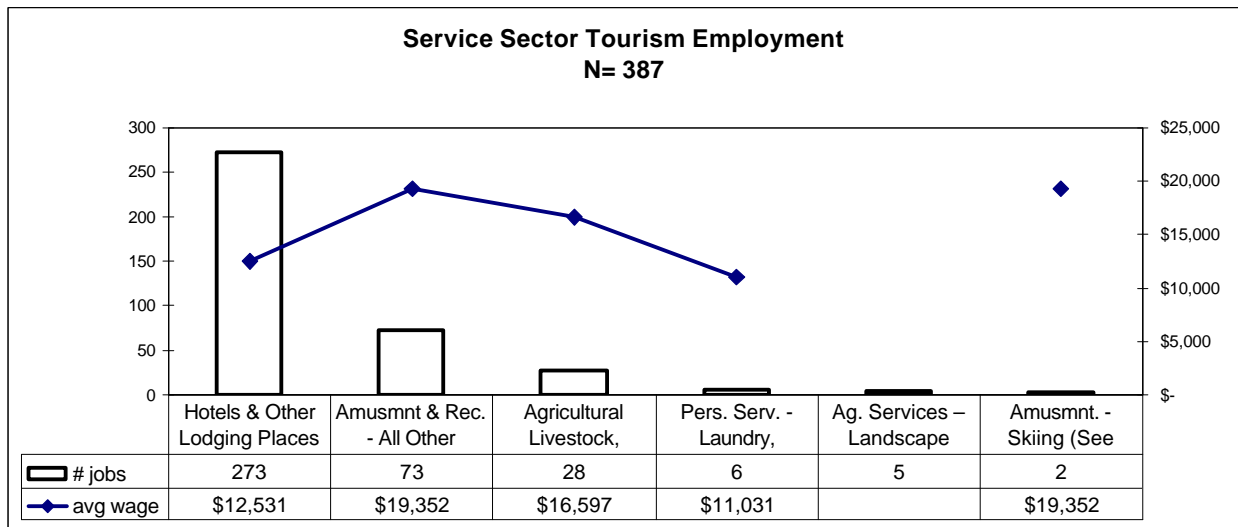
There were no tourism jobs reported in the wholesale trade sector in Archuleta County in 2000.

Tourism employment in Archuleta County provided **\$24,159,600** in employment income in 2000.

## Region 9 – Archuleta County



Resorts (primarily Fairfield) accounted for 46% (765 jobs) of tourism employment in 2000. Most of these jobs were in the summer months. Seasonal data does not include skiing.

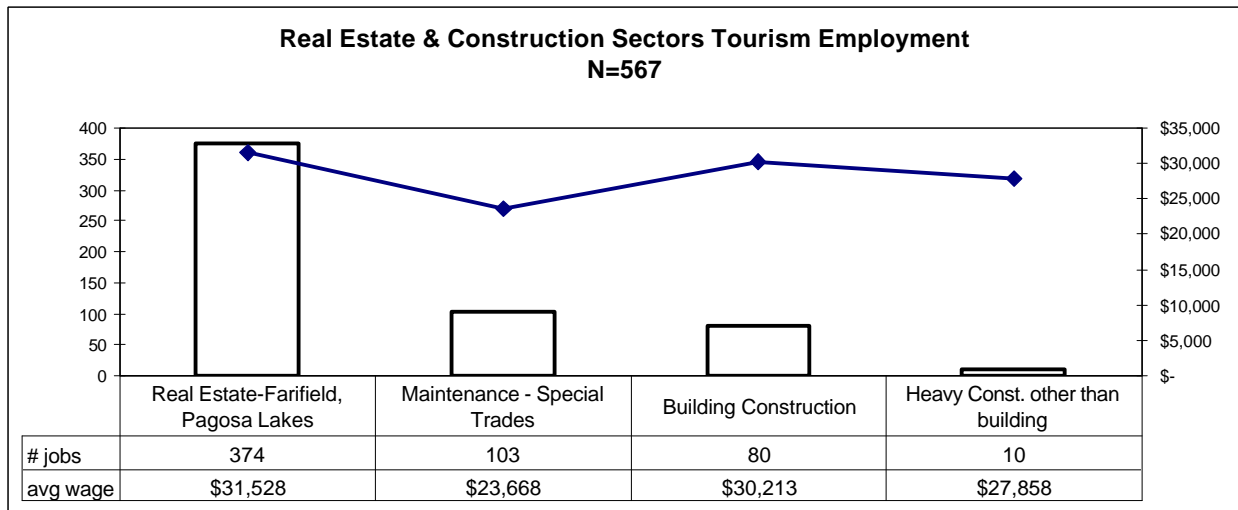


Tourism employment in hotels and other lodging places accounted for 273 jobs in Archuleta County in 2000. This is 17% of total tourism employment. Agricultural livestock and outfitters include stables, wilderness tours and rafting companies.

## Region 9 – Archuleta County



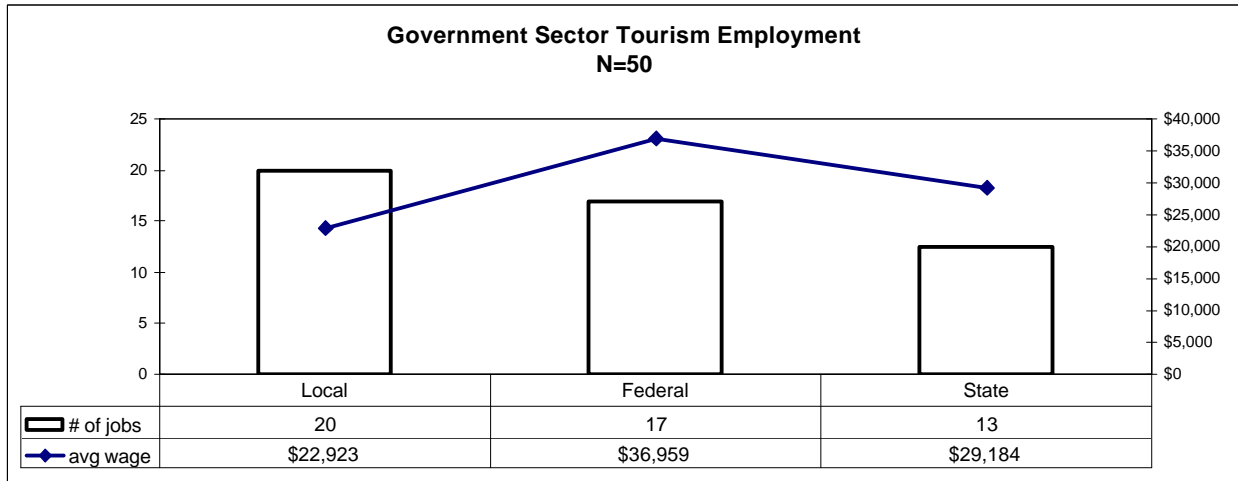
In the retail sector, jobs in eating and drinking places accounted for about 24% of the total number of tourism jobs. Wages are very low but are supplemented (presumably) by Tips. Average wages in general merchandise and apparel are not disclosed; average wages in furniture was \$19,810.



The Real Estate and Construction sectors were strong employment sectors in 2000, and are related to “amenity migration”. Many of the jobs in the real estate sector may actually be service oriented, i.e. hotel clerks, maintenance and cleaning personnel. There were 6,212 housing units in 2000. Of these, 1,456 units (23%) were considered to be seasonal, recreational or for occasional use.

**Amenity Migration** - Newcomers are moving in to take advantage of the area's unique natural resources, quality of life, and other amenities that the region offers. Many of these newcomers are retirees or 2<sup>nd</sup> home- owners that bring along their pensions and other retirement benefits. This "new" money affects the local economy (primarily in the construction and real estate sectors) as it is spent on new homes and goods and services.

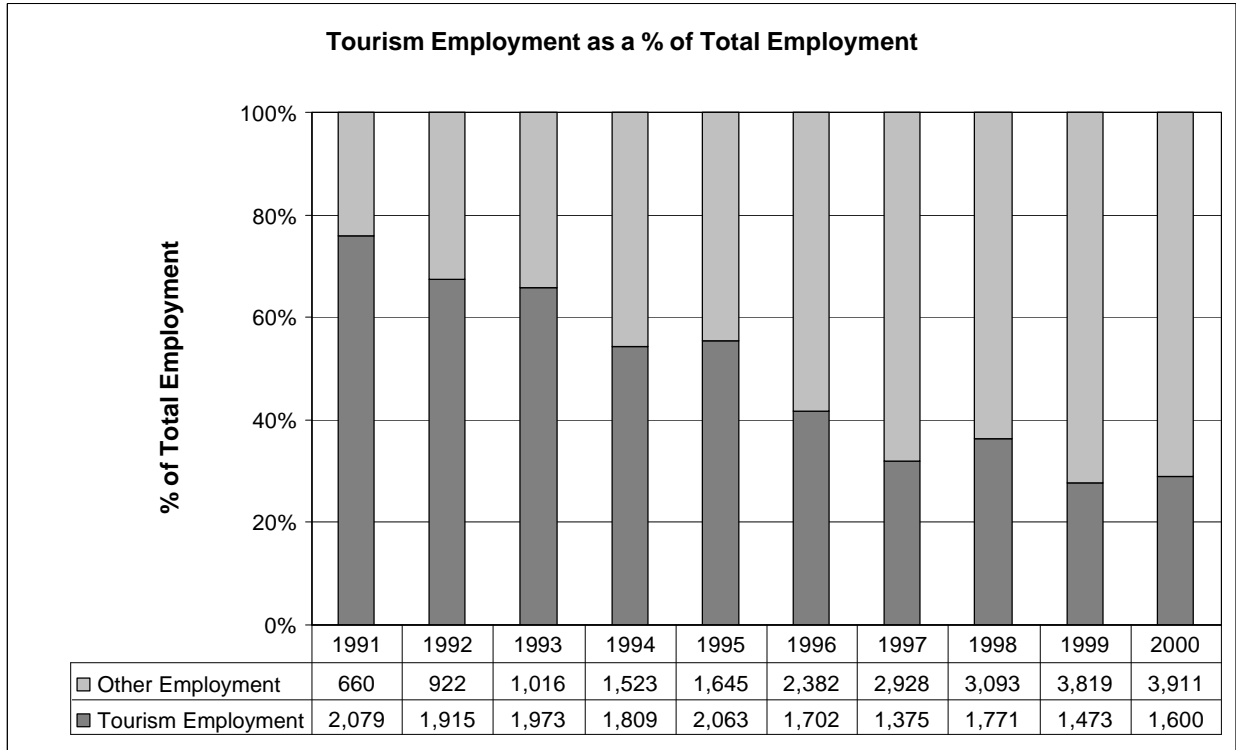
## Region 9 – Archuleta County



Local government employment in tourism included general recreation services provided by city and county government. Federal government employment included the Forest Service. State government employment included the Division of Natural Resources, Division of Wildlife, and general state government.

**Region 9 – Archuleta County**

**Trends in Tourism Employment**



These numbers do not include the government sector in tourism employment.

While each of the other counties in the SWCTR include data from 1988-2000 in this chart, in Archuleta County the 1988-1990 data has anomalies that could not be verified by the Demography Section. In fact, data in this chart should only be considered reliable for 1997 to 2000.

County	1997	1999	2000	% change 97-99	% change 99-00	% change 97-00
<b>Archuleta</b>	1,128	1,473	1,600	30.59%	8.62%	41.84%

These numbers do not include the government sector in tourism employment.

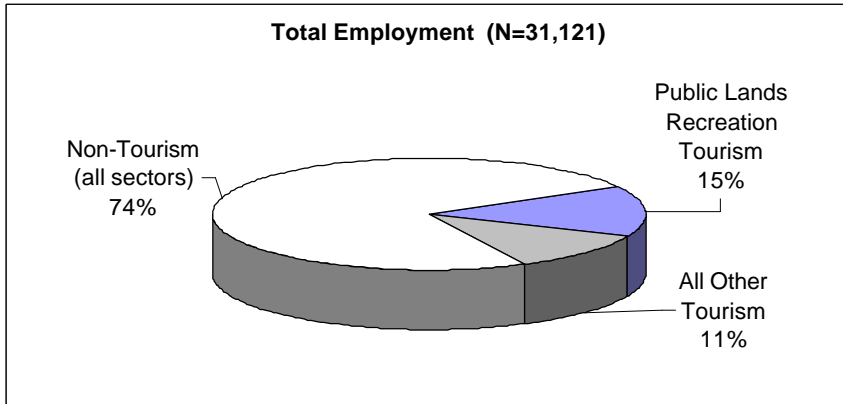
Tourism employment in Archuleta County grew moderately (+31%) from 1997 to 1999. From 1999 to 2000 there was slight overall growth (+9%). The highest growth sector was real estate & construction (+48%), followed by retail trade (+4%). The service sector declined by (-17.5%).

Sectors	1999	2000	% change 99-00
Services	469	387	-17.5%
Retail Trade	615	640	4.1%
Real Estate & Construction	383	567	48.0%
Transportation	6	6	0.0%
Sum	1,473	1,600	8.6%



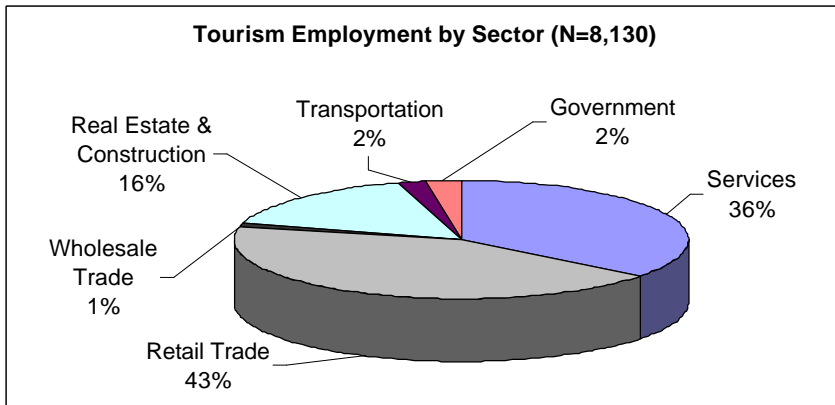
Region 9 – La Plata County

La Plata County



Jobs relating to tourism accounted for 26% (8,130) of total employment. Employment related to public lands accounts for 15% of total employment.

Public lands include portions of the San Juan National Forest (403,864 acres), BLM and State Lands. Collectively this is 41% of La Plata County.



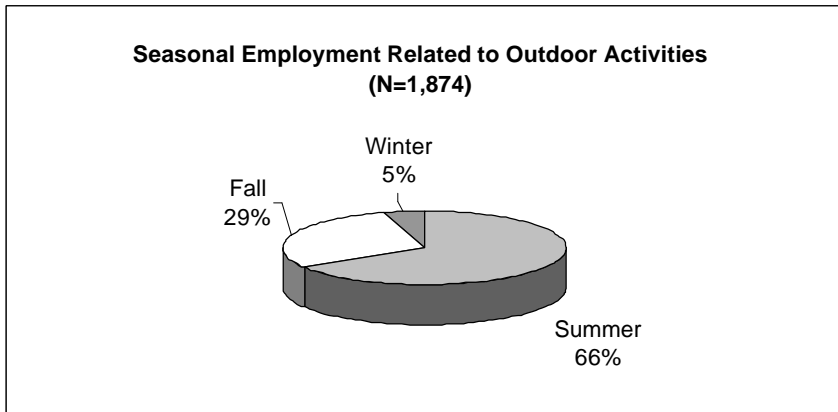
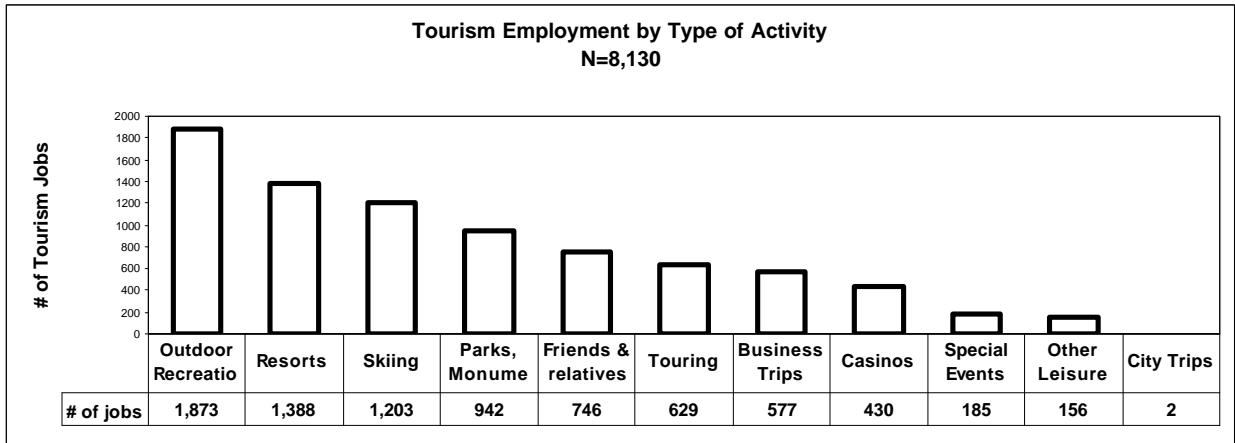
Most tourism employment is in the retail trade and service sectors. These sectors have the lowest overall average wages, although it varies by specific jobs within each sector.

Sector	# jobs	Avg Wage
Services	2,898	\$ 25,493
Retail Trade	3,490	\$ 15,620
Wholesale Trade	61	\$ 31,275
Real Estate & Construction	1,312	Real Estate \$33,835 / Const \$29,135
Transportation	167	\$ 37,275
Government	202	\$ 29,879
Sum	8,130	

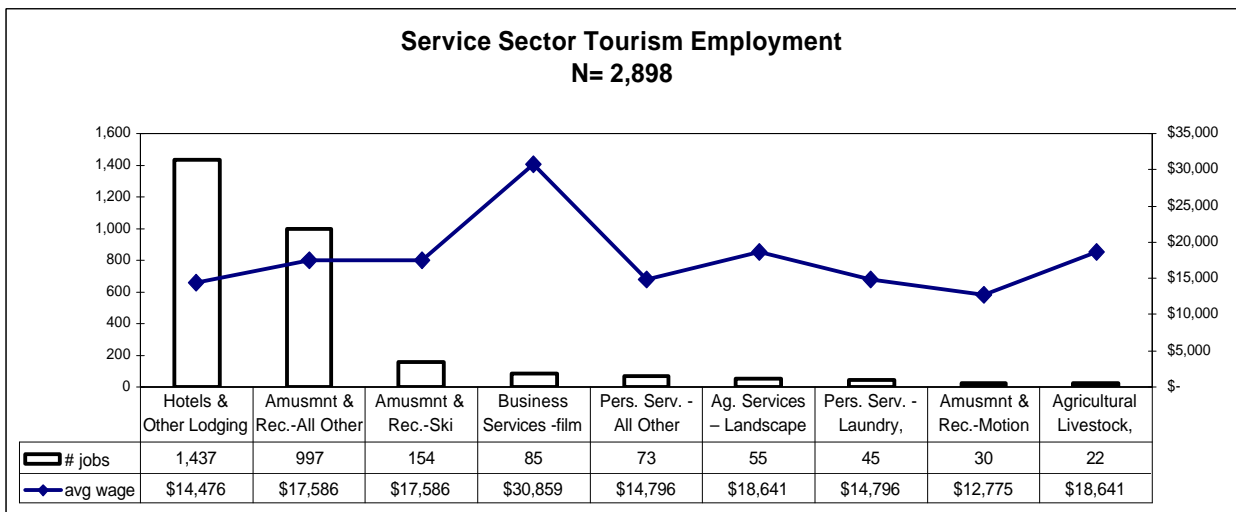
Tourism employment in La Plata County provided **\$146,157,600** in employment income in 2000.

Wholesale trade includes distributors of beverages and groceries.

## Region 9 – La Plata County

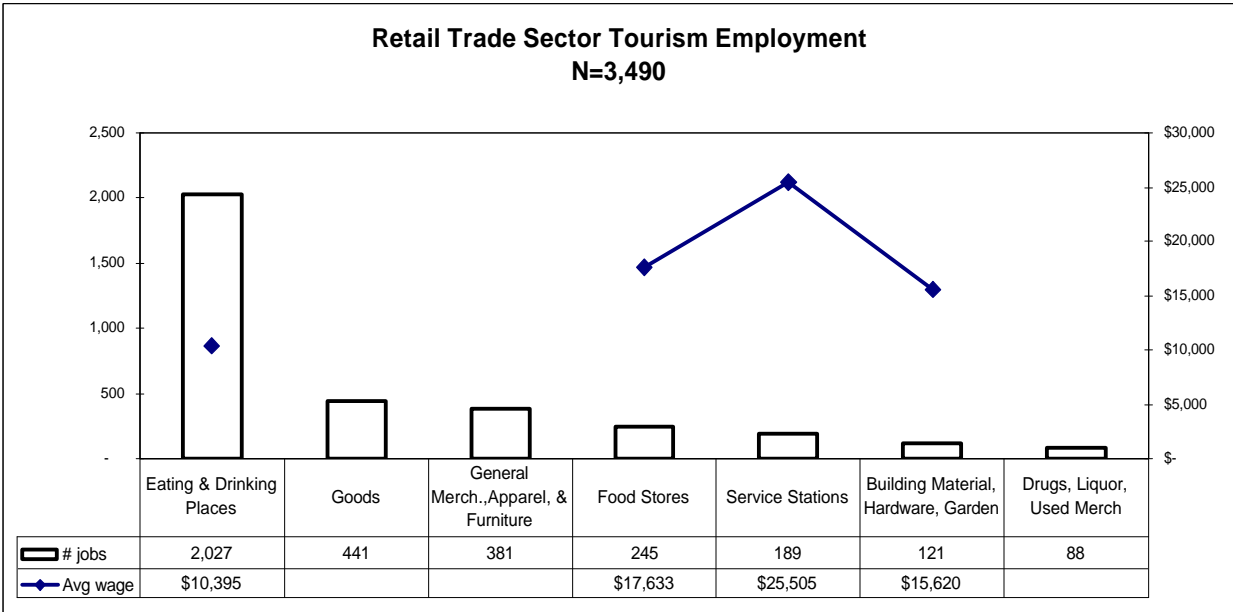


Outdoor recreation accounted for 23% (1,873 jobs) of tourism employment in 2000. Most of these jobs were in the summer months. Note that skiing is not included in the seasonal data.

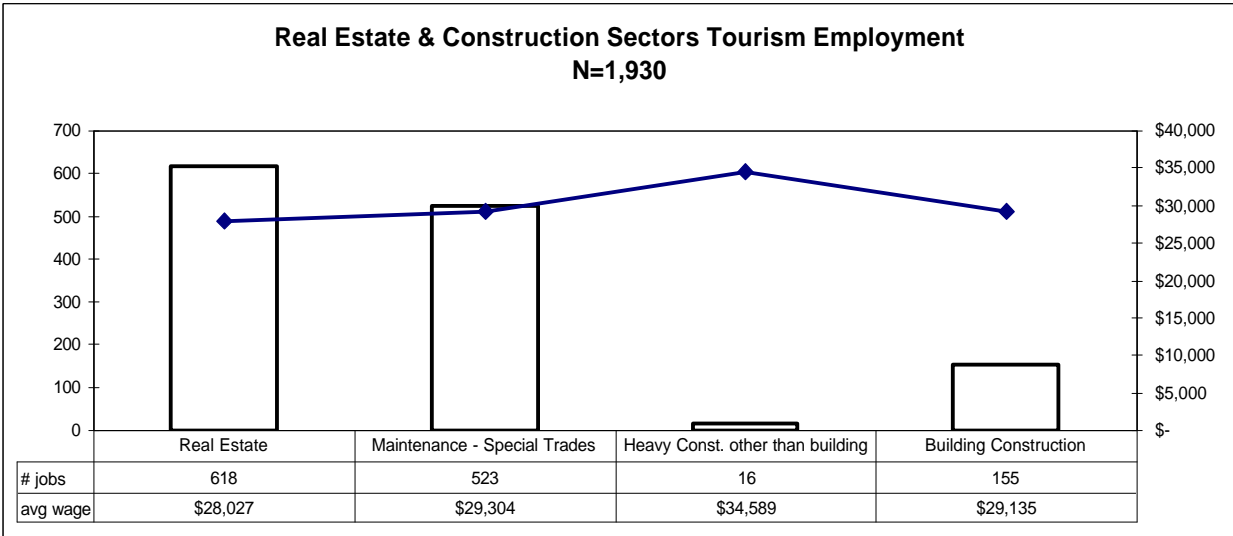


Tourism employment in hotels and other lodging places, as well as recreation – all types, accounted for 2,618 jobs in La Plata County in 2000. This is 32% of total tourism employment.

Region 9 – La Plata County



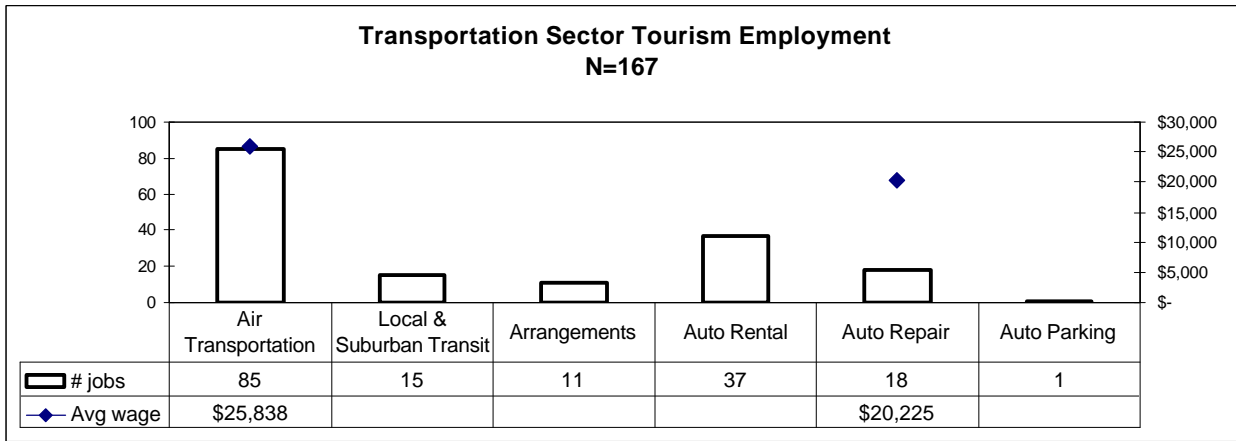
In the retail sector, jobs in eating and drinking places accounted for almost 25% of the total number of jobs. Average wages in general merchandise were \$16,688; apparel was \$14,321; and furniture was \$22,198.



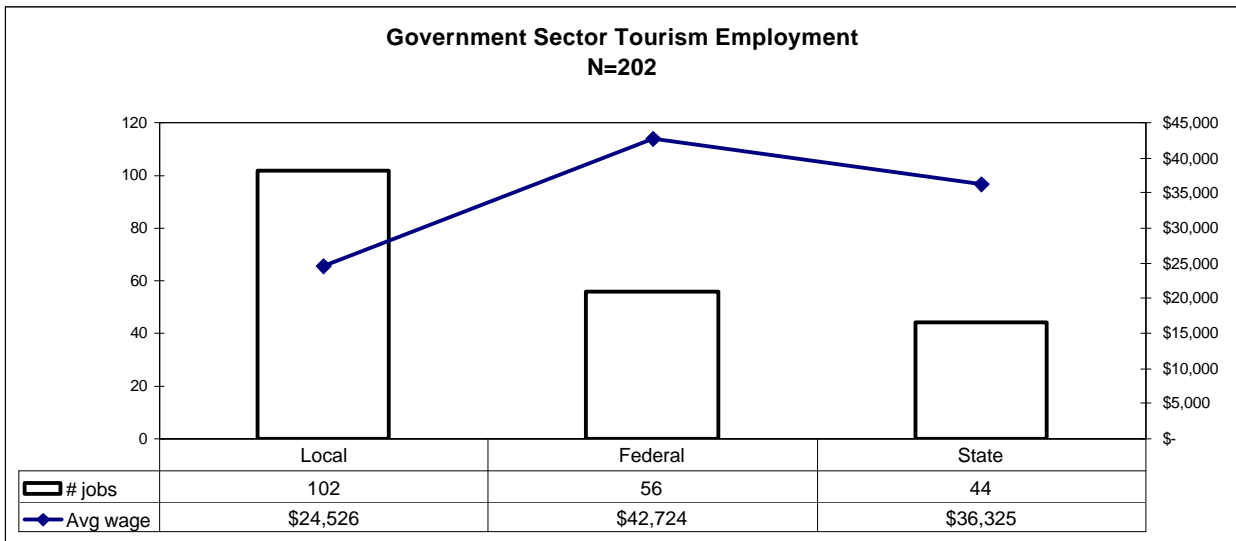
The Real Estate and Construction sectors were strong employment sectors in 2000, and are related to “amenity migration”. There were 20,765 housing units in 2000. Of these, 2,444 units (12%) were considered to be seasonal, recreational or for occasional use.

**Amenity Migration** - Newcomers are moving in to take advantage of the area's unique natural resources, quality of life, and other amenities that the region offers. Many of these newcomers are retirees or 2<sup>nd</sup> home- owners that bring along their pensions and other retirement benefits. This "new" money affects the local economy (primarily in the construction and real estate sectors) as it is spent on new homes and goods and services.

Region 9 – La Plata County



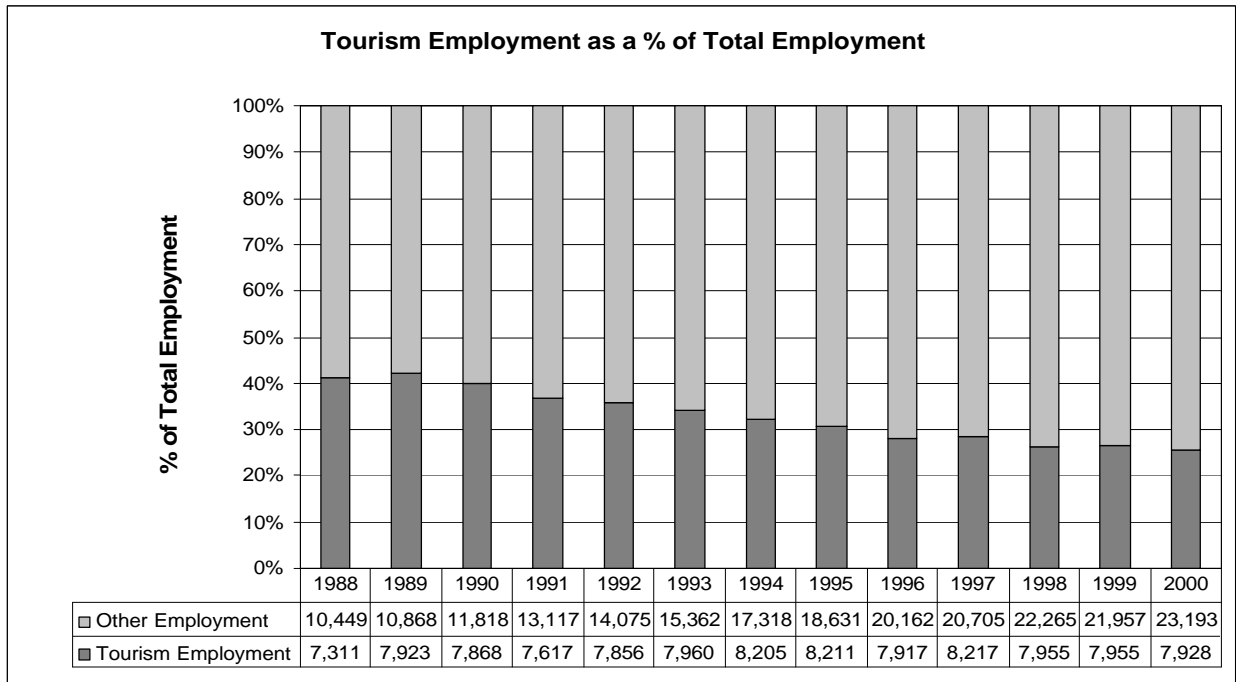
In La Plata County in 2000, the transportation sector comprised a very small part (1%), of the total tourism employment.



Local government employment in tourism included the airport, golf course, ice rink and ski hill, as well as general (city and county) government. Federal government employment included the Forest Service, the Bureau of Land Management, and the Bureau of Reclamation. State government employment included the Division of Natural Resources, Division of Wildlife, and general state government.

Region 9 – La Plata County

Trends in Tourism Employment



These numbers do not include the government sector in tourism employment.

**Question: the above chart indicates a steady decline in the proportion of tourism employment to total employment. Does this mean that La Plata has been successful in diversifying its economy, or has tourism itself been declining?**

County	1997	1999	2000	% change 97-99	% change 99-00	% change 97-00
La Plata	7,807	7,955	7,928	2%	-0.3%	2%

These numbers do not include the government sector in tourism employment.

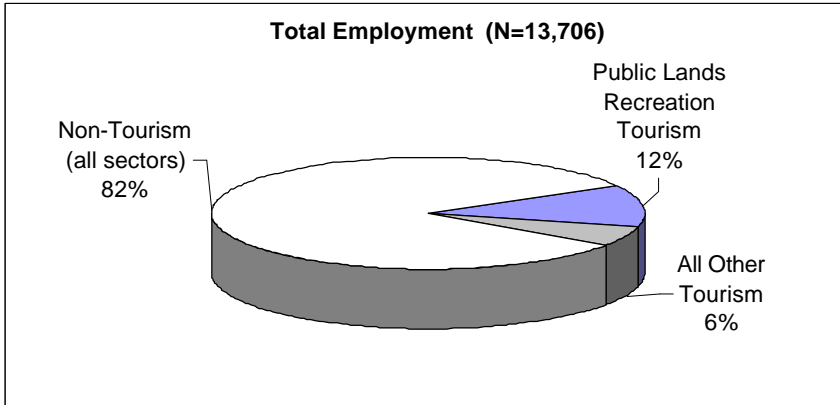
Tourism employment in La Plata County grew slowly (+2%) from 1997 to 1999. From 1999 to 2000 there was a slight downturn (-0.3%), with declines in the service (-8.2%), transportation (-8.2%) and wholesale trade sectors (-29%). The highest growth sector is real estate & construction (+15.8%).

Sectors	1999	2000	% change 99-00
Services	3,156	2,898	-8.2%
Retail Trade	3,397	3,490	2.7%
Real Estate & Construction	1,133	1,312	15.8%
Transportation	182	167	-8.2%
Wholesale Trade	87	61	-29.9%
Sum	7,955	7,928	-0.3%

Note-it is difficult to see exactly which industry in wholesale trade has really declined as the data are presented in different types of categories (i.e. beverages and groceries versus non-agricultural).

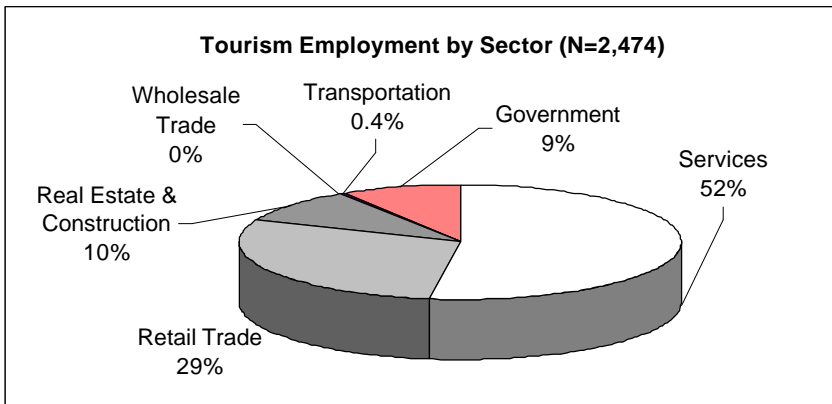
Region 9 – Montezuma County

Montezuma County



Jobs relating to tourism accounted for 20% (2,474) of total employment. Employment related to public lands accounts for 12% of total employment.

Public lands include portions of the San Juan National Forest (256,801 acres), BLM and State Lands, and Mesa Verde National Park. Collectively they are 37% of Montezuma County.

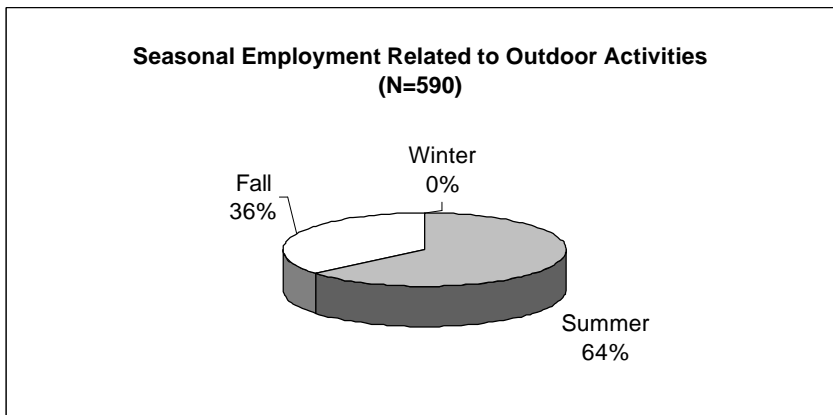
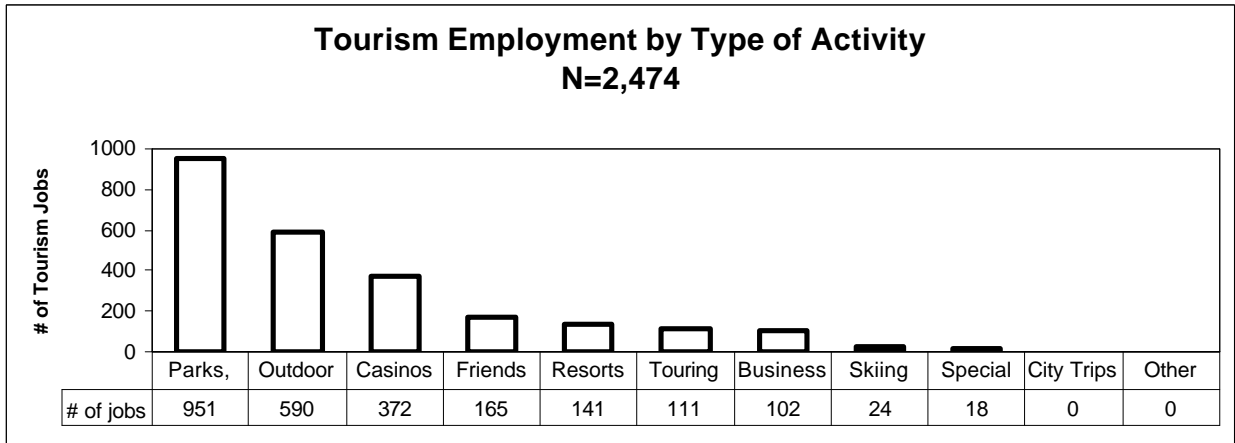


Most tourism employment is in the service and retail trade sectors. These sectors have the lowest overall average wages, although it varies by specific jobs within each sector.

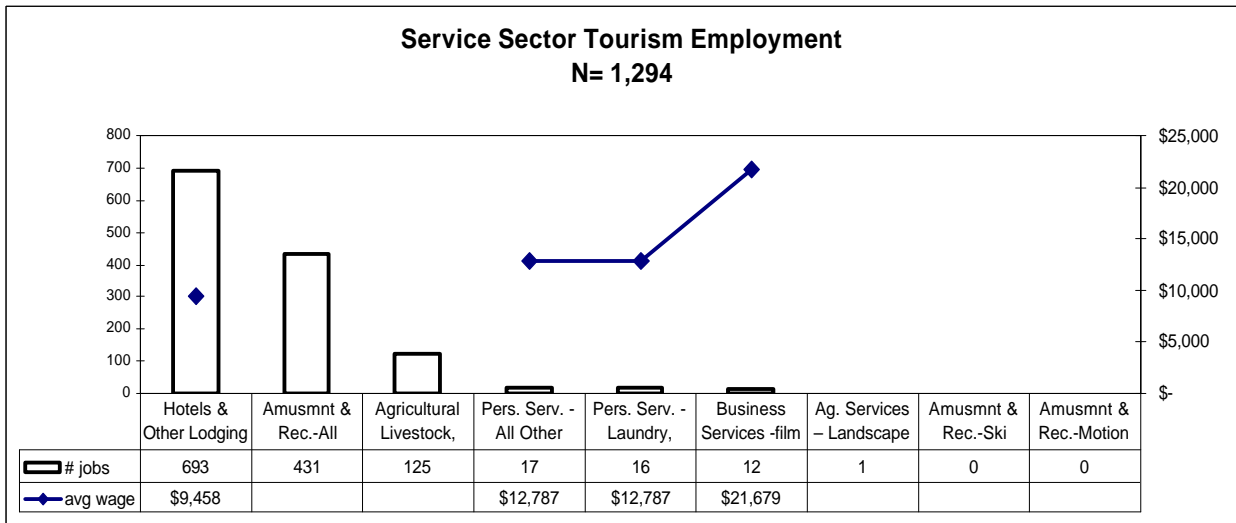
Sector	# jobs	Avg Wage
Services	1,294	\$ 18,779
Retail Trade	719	\$ 15,000
Real Estate & Construction	238	Real Estate \$18,065 / Const \$30,521
Wholesale Trade	0	\$ 24,565
Transportation	9	\$ 32,184
Government	214	\$ 25,889
Sum	2,474	

Tourism employment in Montezuma County provided \$29,755,700 in employment income in 2000.

Region 9 – Montezuma County



Visits to Parks and Monuments, especially Mesa Verde, accounted for 38% (951 jobs) of tourism employment in 2000. Most of these jobs were in the summer months.

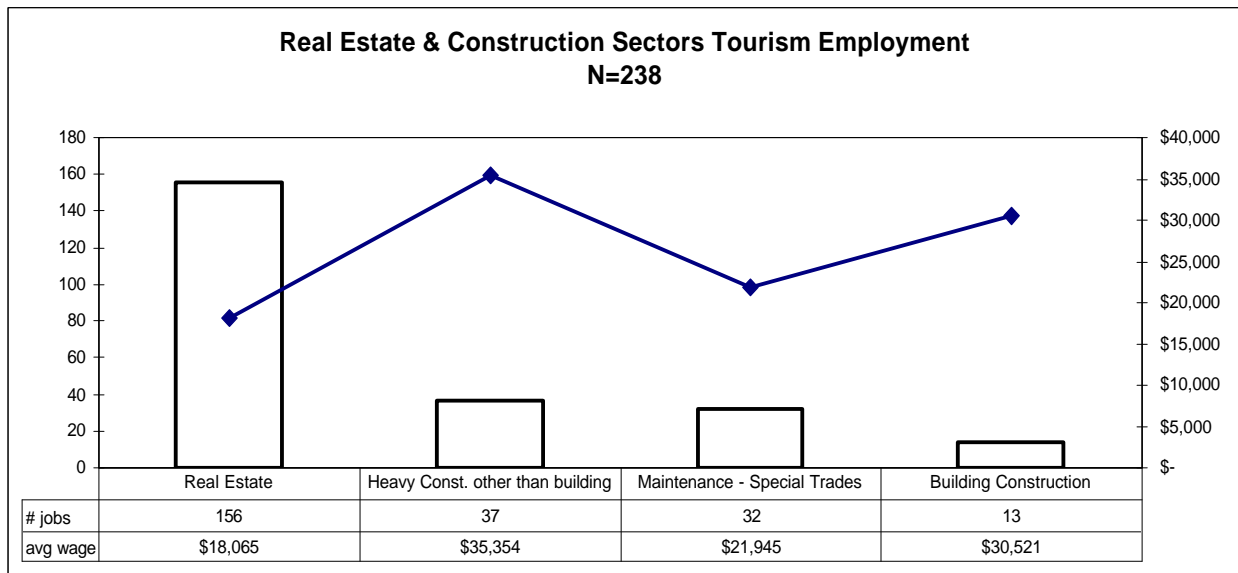


Tourism employment in hotels and other lodging places, as well as recreation – all types, accounted for 1,124 jobs in Montezuma County in 2000. This is 45% of total tourism employment. The Demography Section study has also placed agricultural services in this sector.

## Region 9 – Montezuma County



In the retail sector, jobs in eating and drinking places accounted for almost 10% of the total number of tourism jobs. Average wages in general merchandise and apparel are not disclosed; average wages in retail furniture stores was \$18,586.

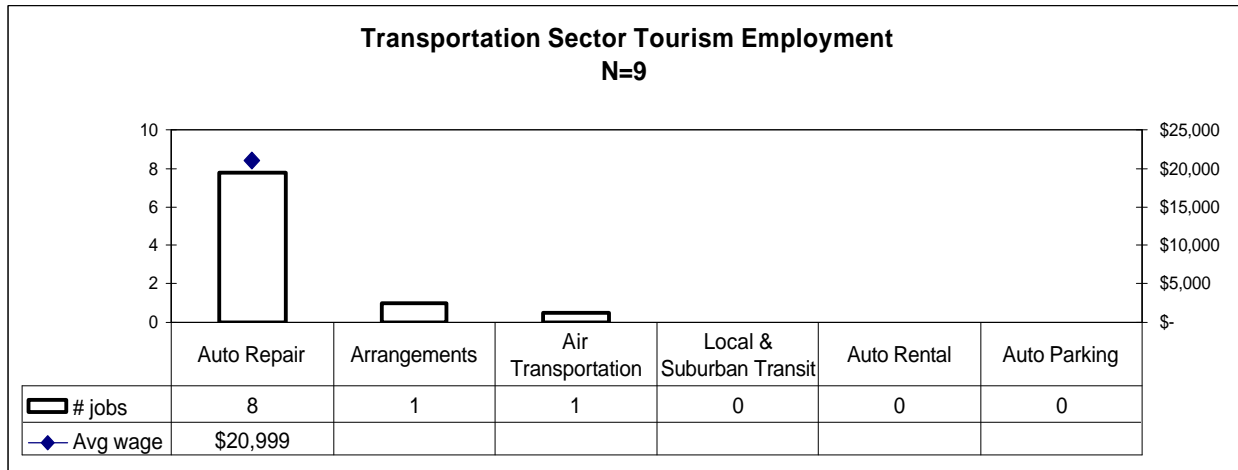


The Real Estate and Construction sectors were fairly strong employment sectors in 2000, and are related to “amenity migration”. Note the high wages associated with building and heavy construction. There were 10,497 housing units in 2000. Of these, 480 units (5%) were considered to be seasonal, recreational or for occasional use.

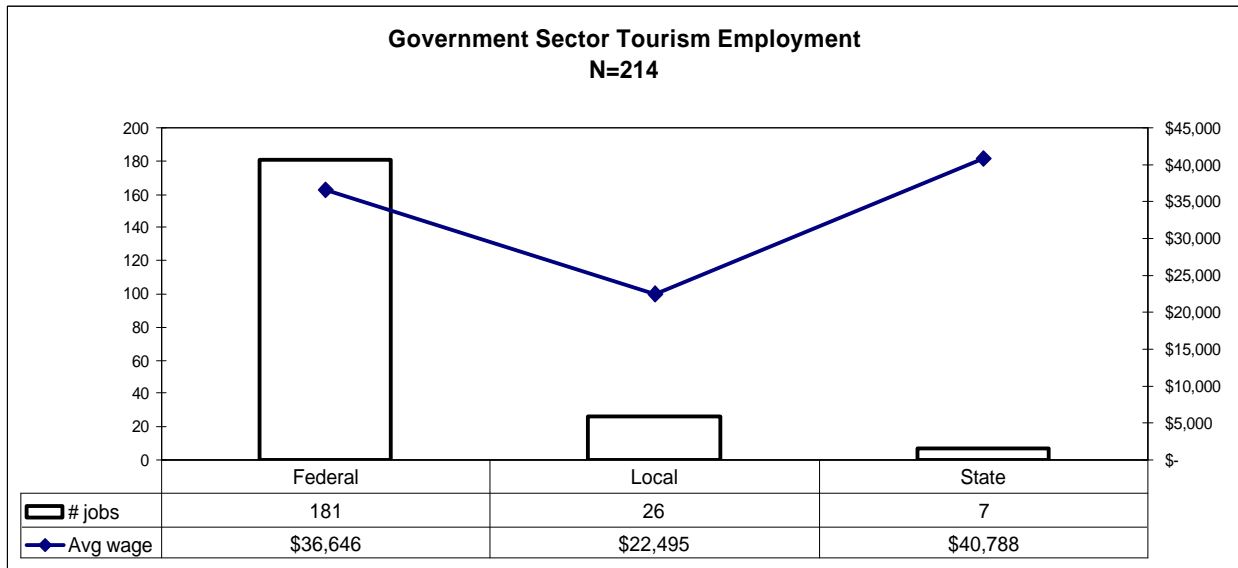
**Amenity Migration** - Newcomers are moving in to take advantage of the area's unique natural resources, quality of life, and other amenities that the region offers. Many of these newcomers are retirees or 2<sup>nd</sup> home- owners that bring along their pensions and other retirement benefits. This "new" money affects the local economy (primarily in the construction and real estate sectors) as it is spent on new homes and goods and services.



### Region 9 – Montezuma County



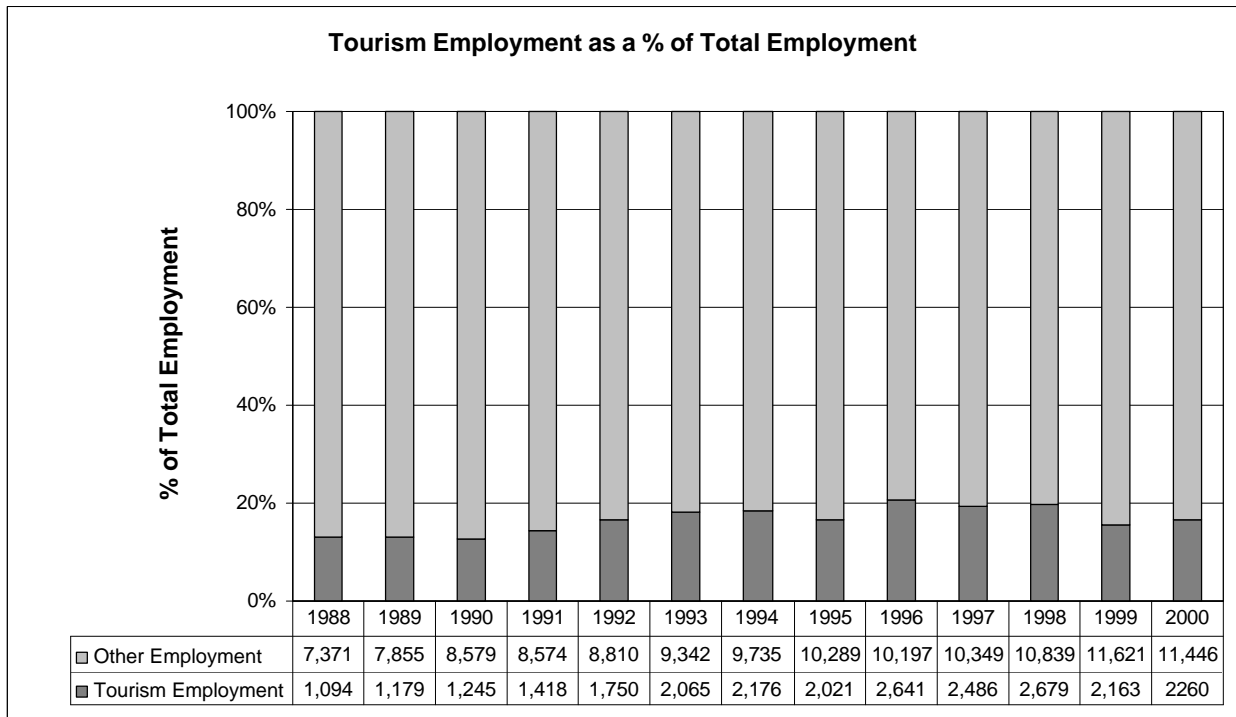
In Montezuma County in 2000, the transportation sector comprised a very small part (0.4%), of the total tourism employment.



Local government employment in tourism included the airport, as well as general (city and county) government. Federal government employment included the National Park Service, the Forest Service, and the Bureau of Land Management. State government employment included the Division of Natural Resources, Division of Wildlife, and general state government.

## Region 9 – Montezuma County

### Trends in Tourism Employment



These numbers do not include the government sector in tourism employment.

County	1997	1999	2000	% change 97-99	% change 99-00	% change 97-00
<b>Montezuma</b>	1,993	2,163	2,260	9%	4%	13%

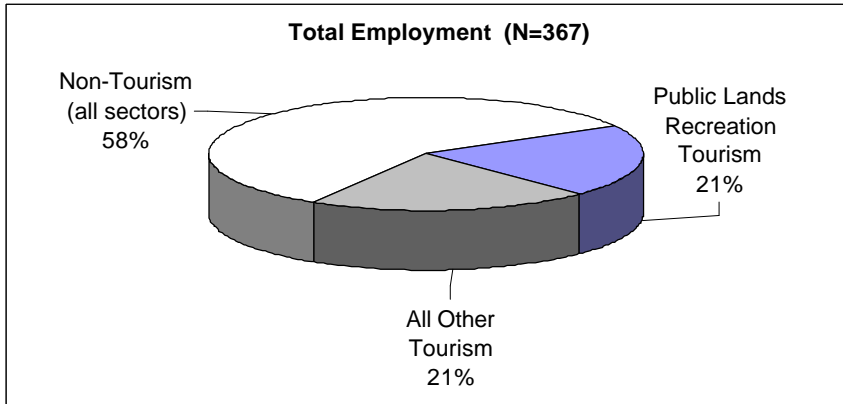
These numbers do not include the government sector in tourism employment.

Tourism employment in Montezuma County grew (+9%) from 1997 to 1999. From 1999 to 2000 there was a slight growth (4.5%), with declines in the retail trade (-4.8%) and transportation (-55%) sectors. The highest growth sector is real estate & construction (+26%).

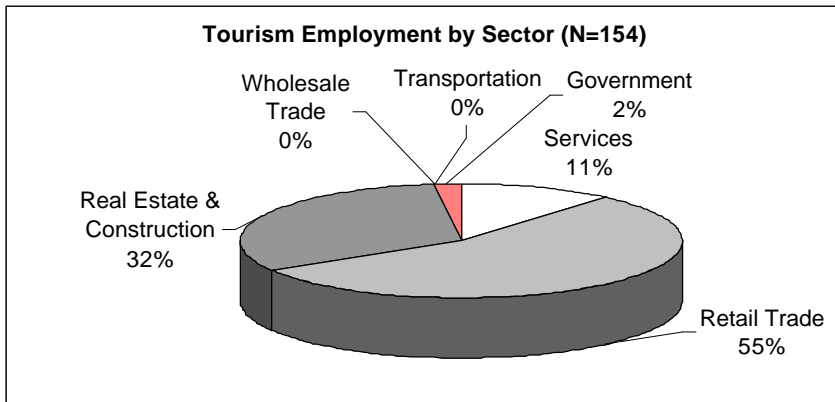
Sectors	1999	2000	% change 99-00
Services	1,199	1,294	7.9%
Retail Trade	755	719	-4.8%
Real Estate & Construction	189	238	25.9%
Transportation	20	9	-55.0%
Wholesale Trade	-	-	0.0%
Sum	2,163	2,260	4.5%

Region 9 – San Juan County

San Juan County



Jobs relating to tourism accounted for 42% (154 jobs) of total employment. Employment related to public lands accounts for 21% of total employment. Public lands include portions of the San Juan, the Rio Grande, and the Uncompaghre National Forests (40,251 acres). Forest lands, BLM and State Lands comprise 89% of San Juan County.

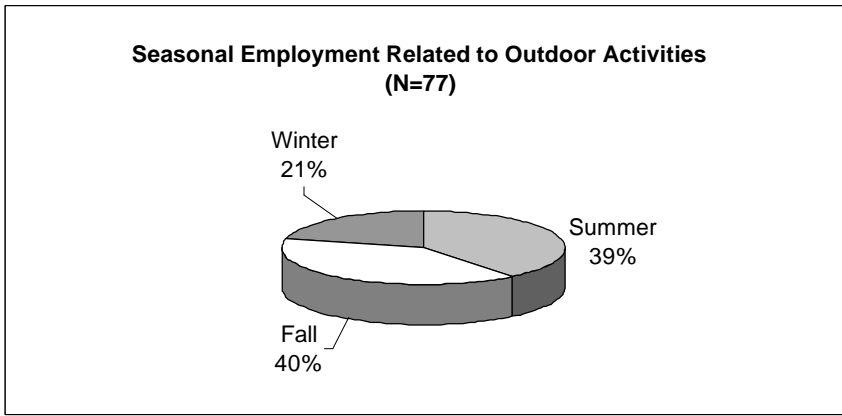
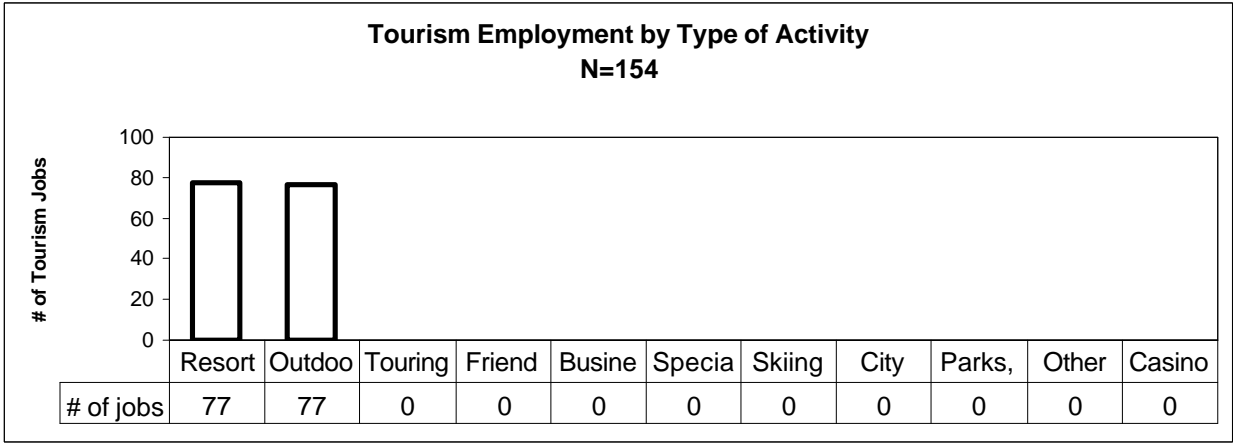


Most tourism employment is in the retail trade and real estate sectors. Cascade Village Resort employees account for a large number of those included in the real estate sector. It is most likely that these employees are providing services to guests.

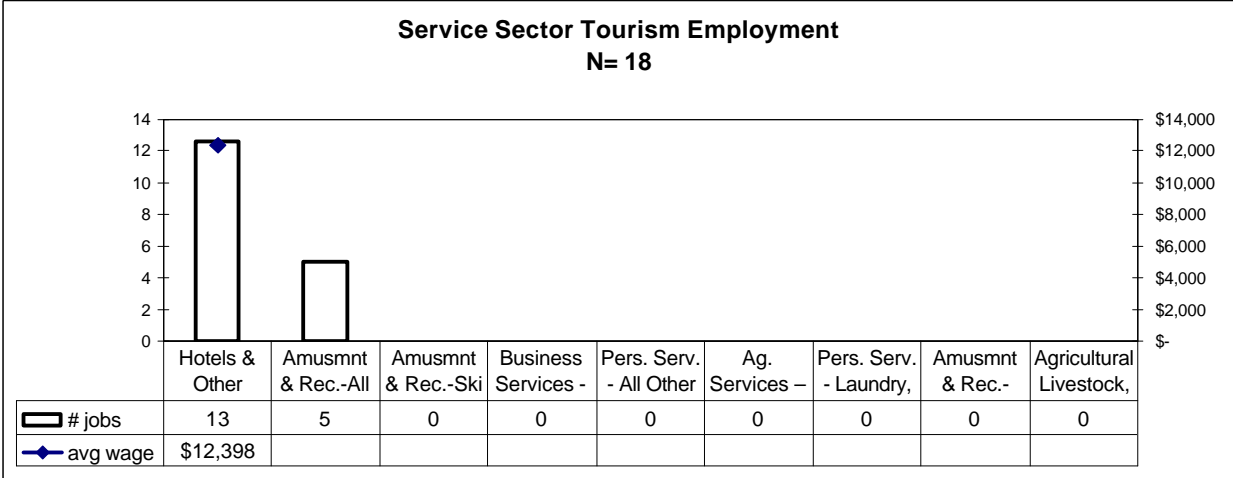
Sector	# jobs	Avg Wage
Services	18	\$ 12,398
Retail Trade	85	\$ 13,152
Real Estate & Construction	49	Real Estate \$D / Const \$25,996
Wholesale Trade	0	
Transportation	0	\$ 39,987
Government	3	\$ 24,184
Sum	154	

Tourism employment in San Juan County provided **\$2,691,400** in employment income in 2000.

Region 9 – San Juan County

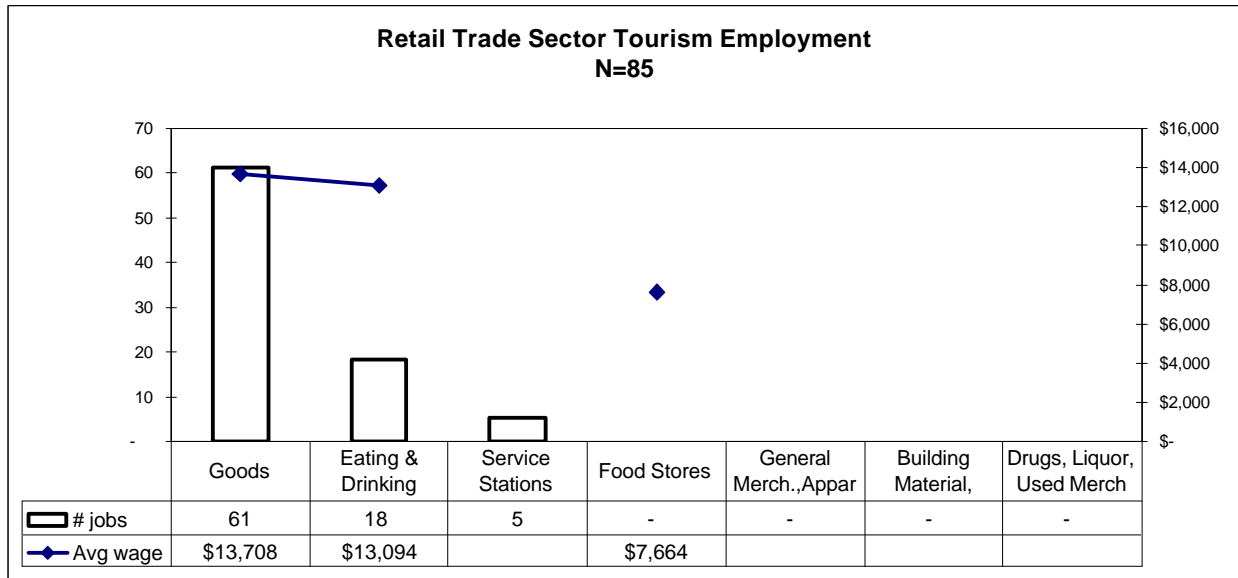


Resorts and outdoor activities are equally important to tourism employment in 2000. Most of these jobs were in the summer and fall months.

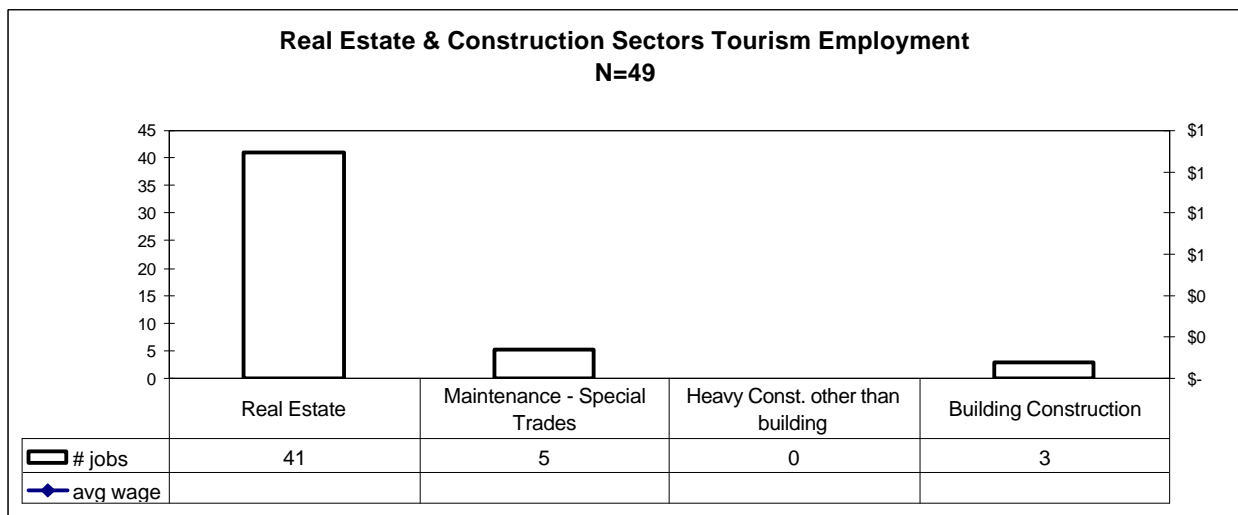


Tourism employment in hotels and other lodging places accounted for 13 jobs in San Juan County in 2000. If we add in the 41 jobs at Cascade Village that have been included in the real estate sector, the service sector employment could be as high as 49% of total tourism employment.

## Region 9 – San Juan County



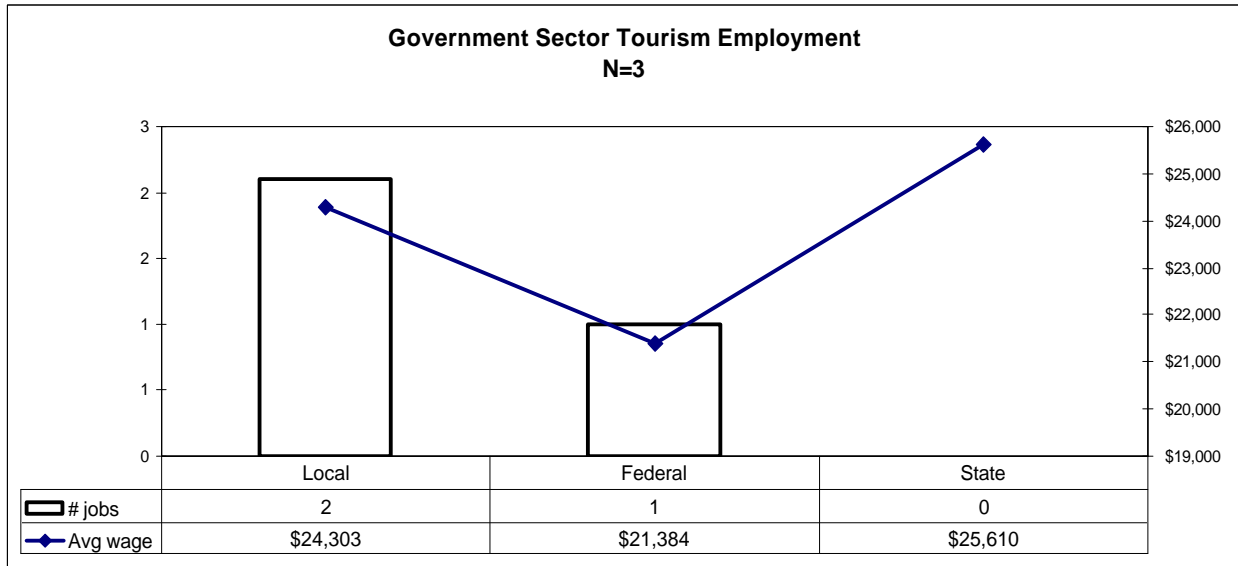
In the retail sector, jobs in miscellaneous retail goods accounted for about 40% of the total number of tourism jobs. Average wages in most categories are not disclosed due to the small employment numbers.



As previously mentioned the real estate sector may be inflated by service employees at Cascade Village. The construction sectors are not as strong as employment sectors in San Juan County compared to other portions of the region. However, there is an influx of second home/seasonal home owners in Silverton. These types of jobs are related to what has been termed “amenity migration”. There were 632 housing units in 2000. Of these, 312 units (49%) were considered to be seasonal, recreational or for occasional use.

**Amenity Migration** - Newcomers are moving in to take advantage of the area's unique natural resources, quality of life, and other amenities that the region offers. Many of these newcomers are retirees or 2<sup>nd</sup> home- owners that bring along their pensions and other retirement benefits. This "new" money affects the local economy (primarily in the construction and real estate sectors) as it is spent on new homes and goods and services.

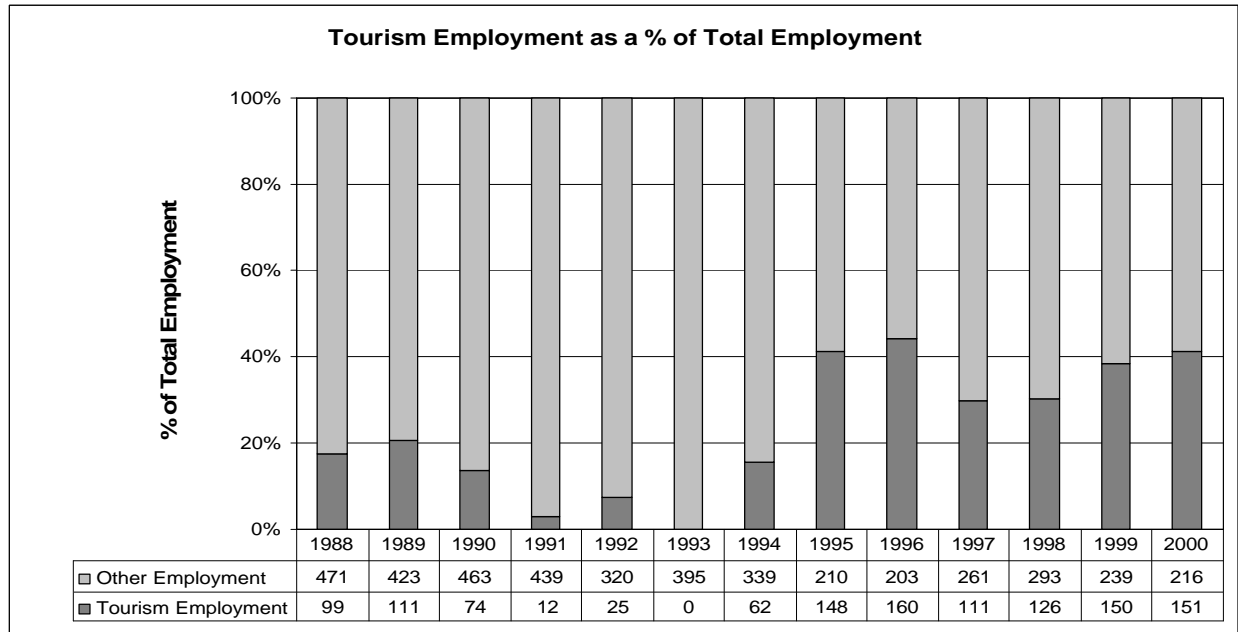
Region 9 – San Juan County



Federal jobs include the Forest Service. Local government is general.

Region 9 – San Juan County

Trends in Tourism Employment



These numbers do not include the government sector in tourism employment.

There is no data for tourism employment for 1993 in San Juan County

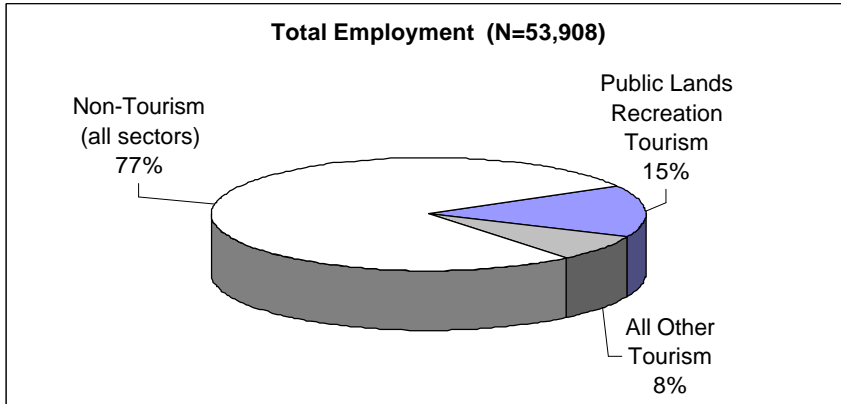
County	1997	1999	2000	% change 97-99	% change 99-00	% change 97- 00
San Juan	96	150	152	56%	1%	58%

These numbers do not include the government sector in tourism employment.

Tourism employment in San Juan County grew (+56%) from 1997 to 1999. From 1999 to 2000 there was a slight growth (1.3%), with declines in the service (-25%) and real estate & construction (-9%) sectors. The highest growth sector is retail trade (+18%).

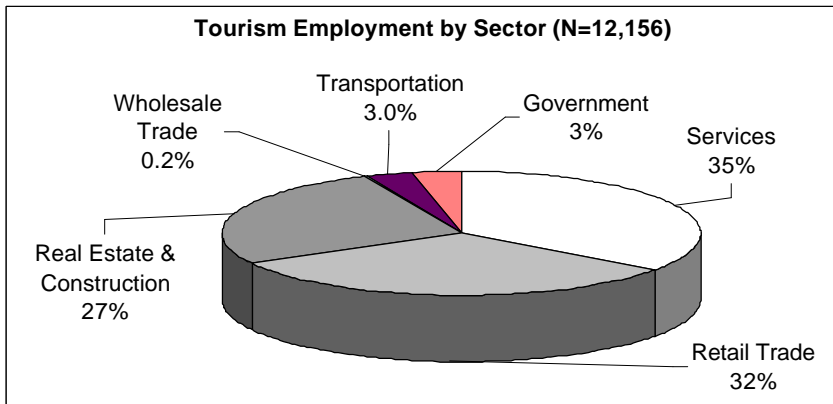
Sectors	1999	2000	% change 99-00
Services	24	18	-25.0%
Retail Trade	72	85	18.1%
Real Estate & Construction	54	49	-9.3%
Sum	150	152	1.3%

## Region 10 Summary

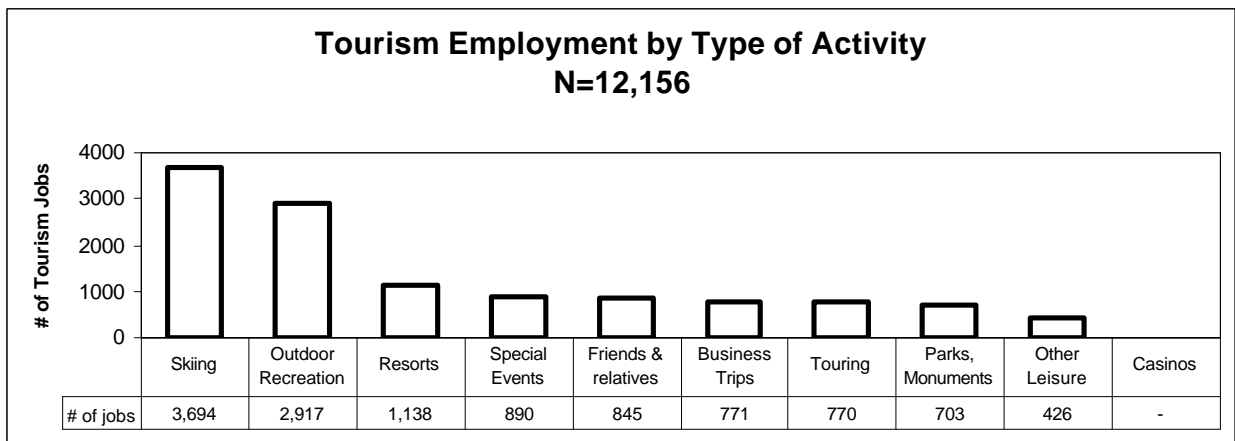


Jobs relating to tourism accounted for 23% (12,156 jobs) of total employment in Region 10.

Employment related to public lands (including skiing, outdoor recreation, parks & monuments and touring) accounts for 15% of total employment.



Most tourism employment is in the service and retail trade sectors. These sectors have the lowest overall average wages, although it varies by specific jobs within each sector and within each county.



Skiing and outdoor recreation accounted for about 54% of tourism employment in 2000. Most of these jobs were in the summer months.

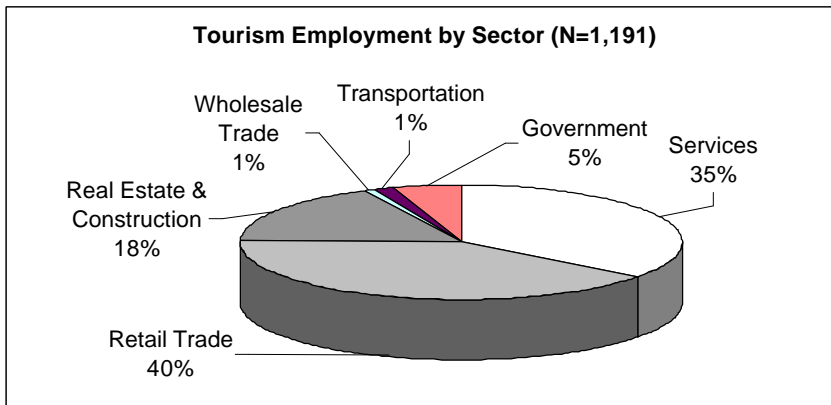


Region 10 – Delta County

Delta County



Jobs relating to tourism accounted for 9% (1,191 jobs) of total employment. Employment related to public lands accounts for 7% of total employment. Public lands include portions of the Grand Mesa, Gunnison and Uncompahgre National Forests (collectively 191,673 acres), as well as BLM and State Lands.



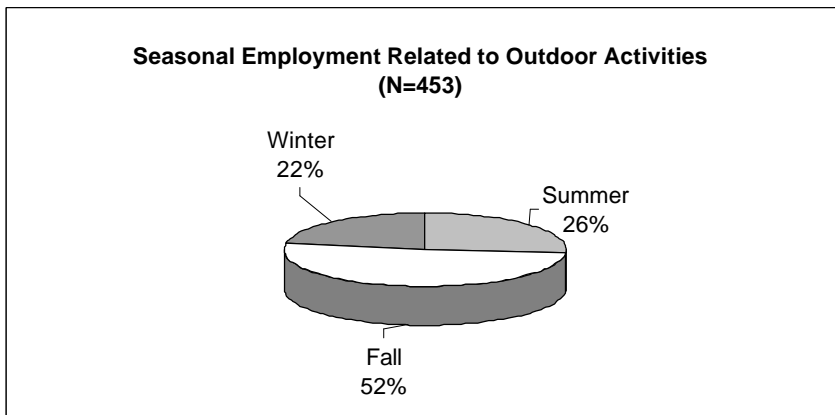
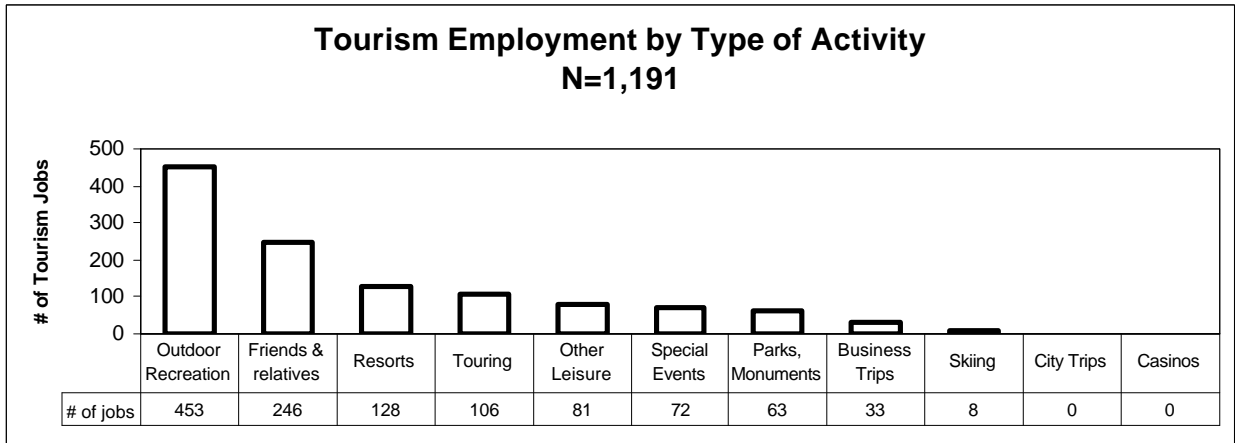
Most tourism employment is in the retail trade and service sectors. These sectors have the lowest overall average wages, although it varies by specific jobs within each sector.

Sector	# jobs	Avg Wage
Services	422	\$ 19,489
Retail Trade	474	\$ 13,492
Real Estate & Construction	210	Real Estate \$19,970 / Const \$24,889
Wholesale Trade	8	\$ 21,495
Transportation	17	\$ 23,190
Government	60	\$ 25,499
Sum	1,191	

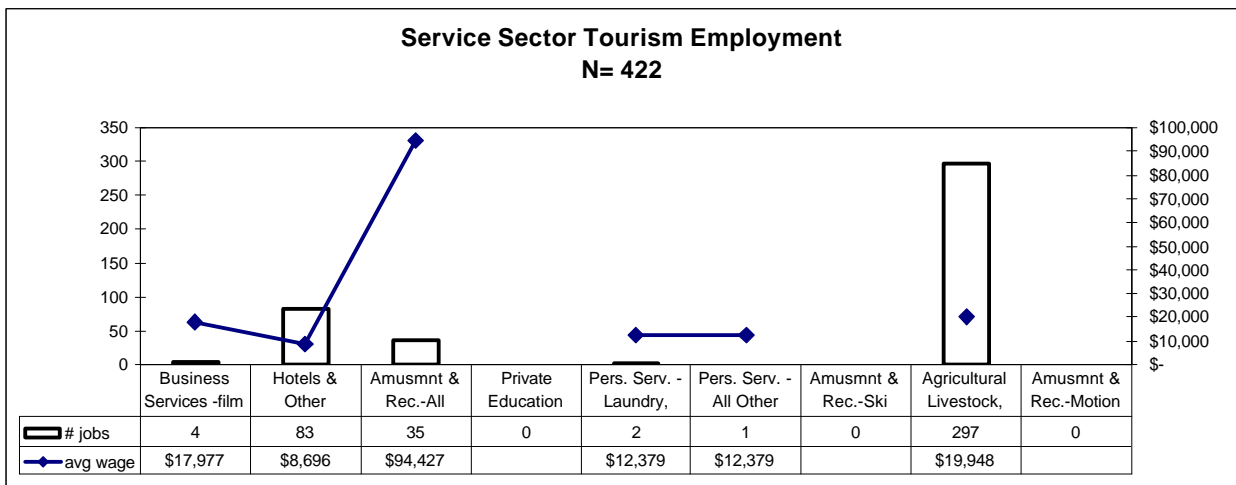
Tourism employment in Delta County provided **\$16,456,000** in employment income in 2000.

Wholesale trade includes distributors of beverages and groceries.

Region 10 – Delta County

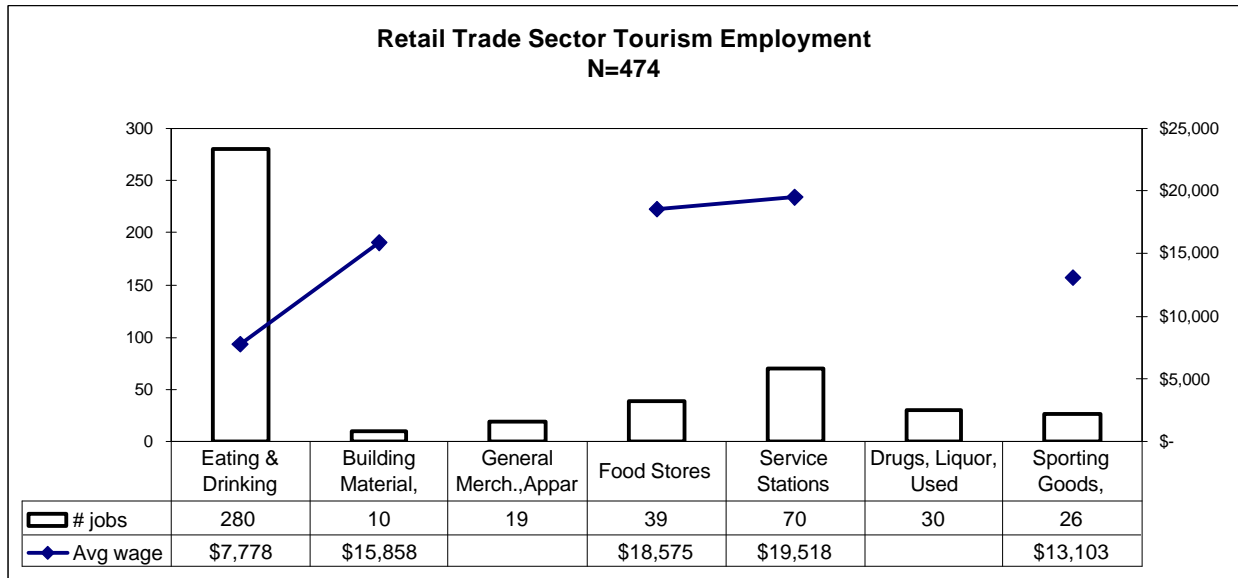


Outdoor recreation and visits from friends and relatives are important tourism activities in Delta County. Most of these jobs were in the fall and summer months. Note that skiing is not included in the seasonal data.

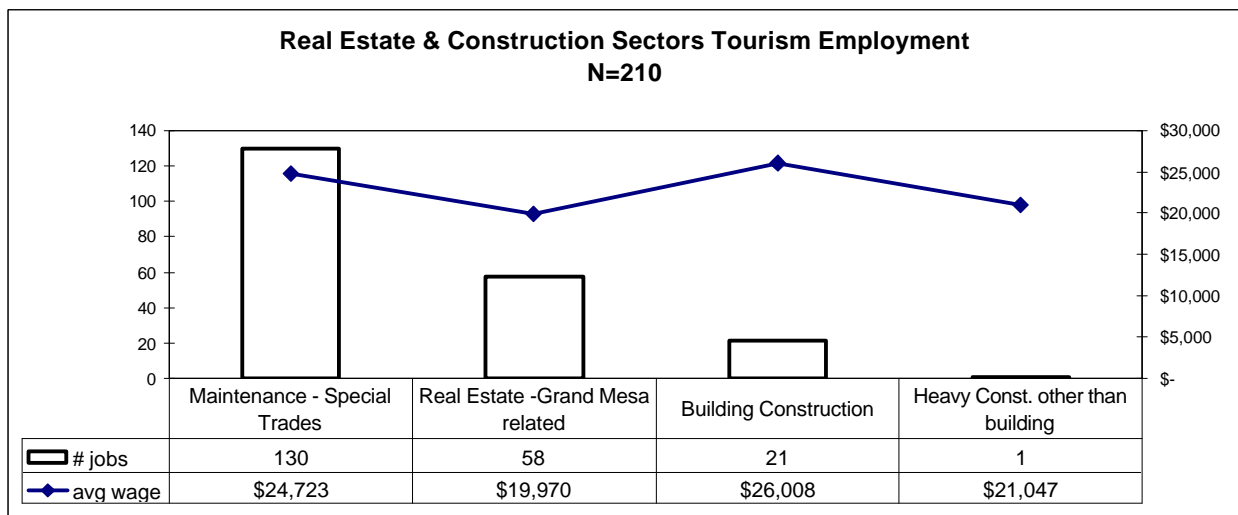


Tourism employment in agricultural products and livestock accounted for 297 jobs in Delta County in 2000 (dude ranches, orchards, sweet corn?). The high average wage for amusement and recreation (\$94,427) is skewed by one company.

## Region 10 – Delta County



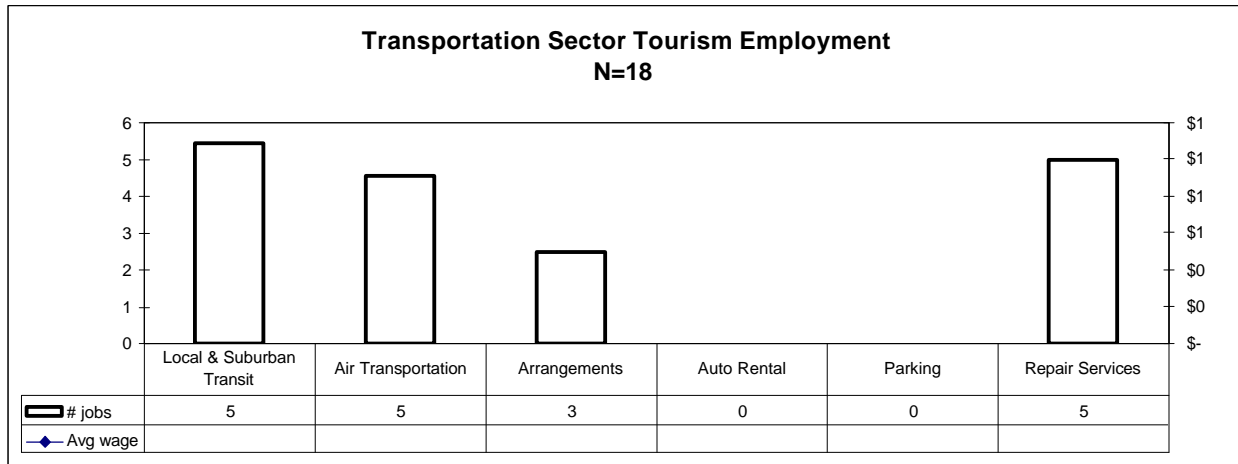
In the retail sector, jobs in eating and drinking accounted for about 23% of the total number of tourism jobs. Average wages in general merchandise was \$14,434, in apparel the average wage was \$10,025.



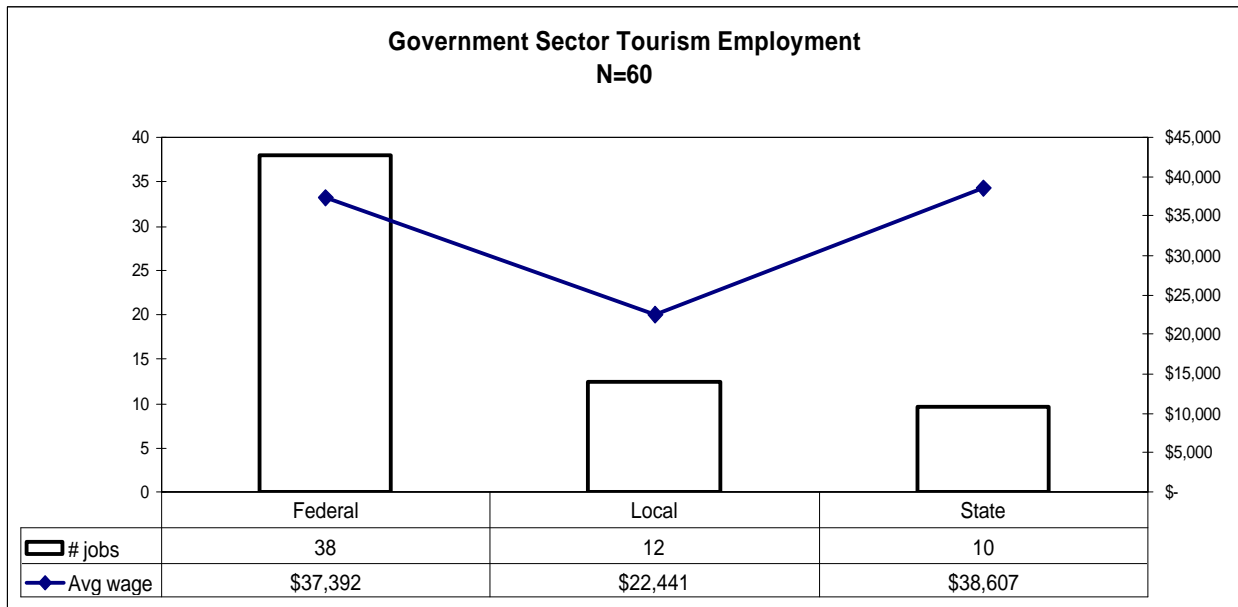
The Real Estate and Construction sectors were strong employment sectors in 2000, and are related to “amenity migration”. There were 12,374 housing units in 2000. Of these, 463 units (4%) were considered to be seasonal, recreational or for occasional use.

**Amenity Migration** - Newcomers are moving in to take advantage of the area's unique natural resources, quality of life, and other amenities that the region offers. Many of these newcomers are retirees or 2<sup>nd</sup> home- owners that bring along their pensions and other retirement benefits. This "new" money affects the local economy (primarily in the construction and real estate sectors) as it is spent on new homes and goods and services.

### Region 10 – Delta County



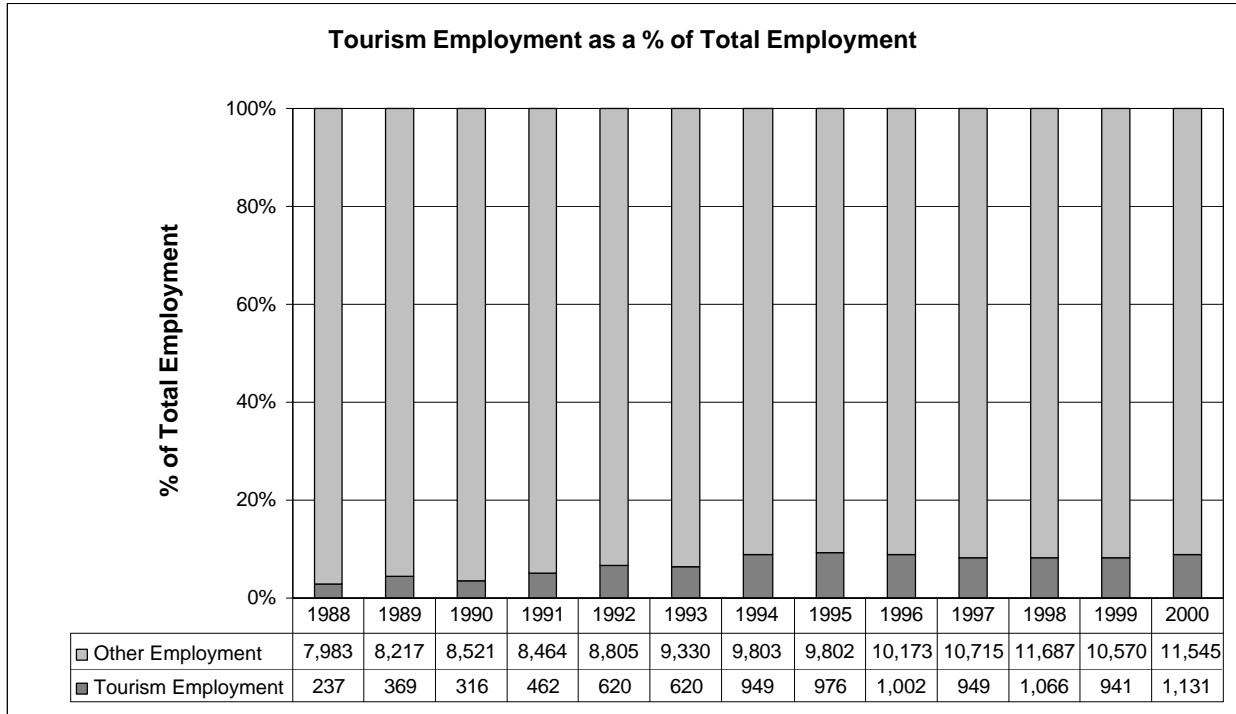
In Delta County in 2000, the transportation sector comprised a very small part (1.5%), of the total tourism employment.



Local government employment in tourism included general (city and county) government. Federal government employment included the Forest Service. State government employment included the Division of Natural Resources, Division of Wildlife, and general state government.

Region 10 – Delta County

Trends in Tourism Employment



These numbers do not include the government sector in tourism employment.

County	1997	1999	2000	% change 97-99	% change 99-00	% change 97-00
Delta	900	940	1,131	4%	20%	26%

These numbers do not include the government sector in tourism employment.

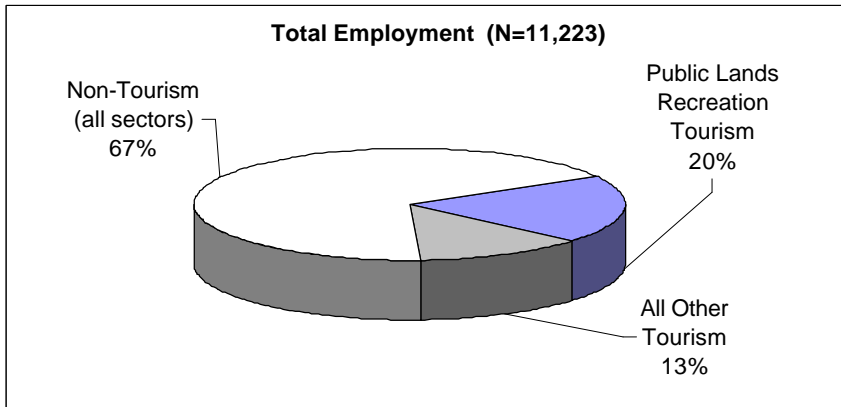
Tourism employment in Delta County grew slowly (+4%) from 1997 to 1999. From 1999 to 2000 there was moderate growth (20%), primarily in the service sector (+95%); with declines in transportation (-29%), wholesale trade (-55%) and the real estate & construction (-10%) sectors.

Sectors	1999	2000	% change 99-00
Services	216	422	95.4%
Retail Trade	449	474	5.6%
Real Estate & Construction	233	210	-9.9%
Transportation	24	17	-29.2%
Wholesale Trade	18	8	-55.6%
Sum	940	1,131	20.3%

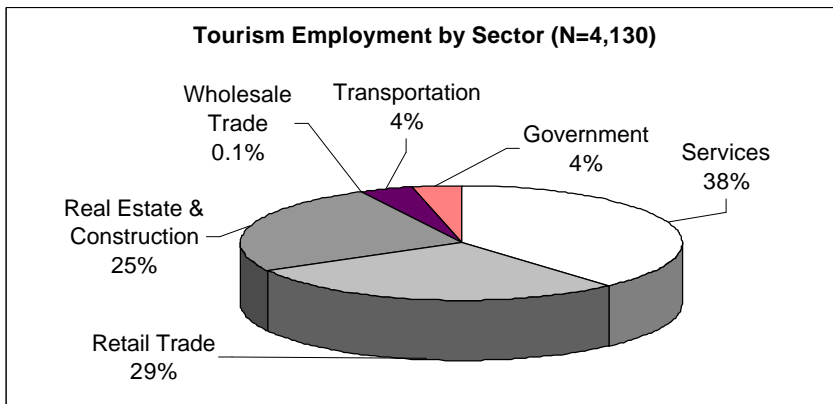
These numbers do not include the government sector in tourism employment.

Region 10 – Gunnison County

Gunnison County



Jobs relating to tourism accounted for 33% (4,130 jobs) of total employment. Employment related to public lands accounts for 20% of total employment. Public lands include portions of the White River, Gunnison and Uncompahgre National Forests (collectively 1,268,593 acres), as well as BLM, Park Service and State Lands.



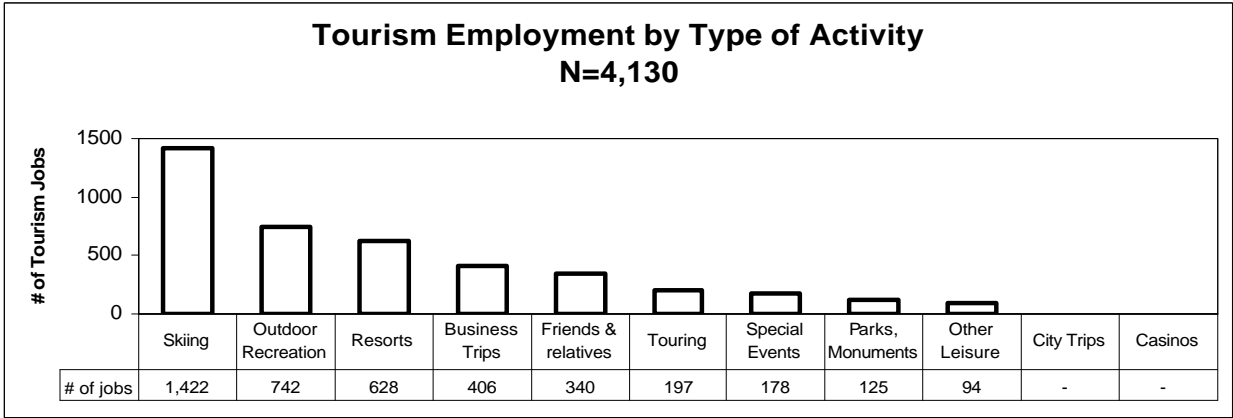
Most tourism employment is in the services and retail trade sectors, although the real estate and construction sector is also very strong in Gunnison County.

Sector	# jobs	Avg Wage
Services	1,586	\$ 17,253
Retail Trade	1,185	\$ 13,109
Real Estate & Construction	1,051	Real Estate \$23,827 / Const \$25,432
Wholesale Trade	2	\$ 20,133
Transportation	160	\$ 23,373
Government	146	\$ 28,452
Sum	4,130	

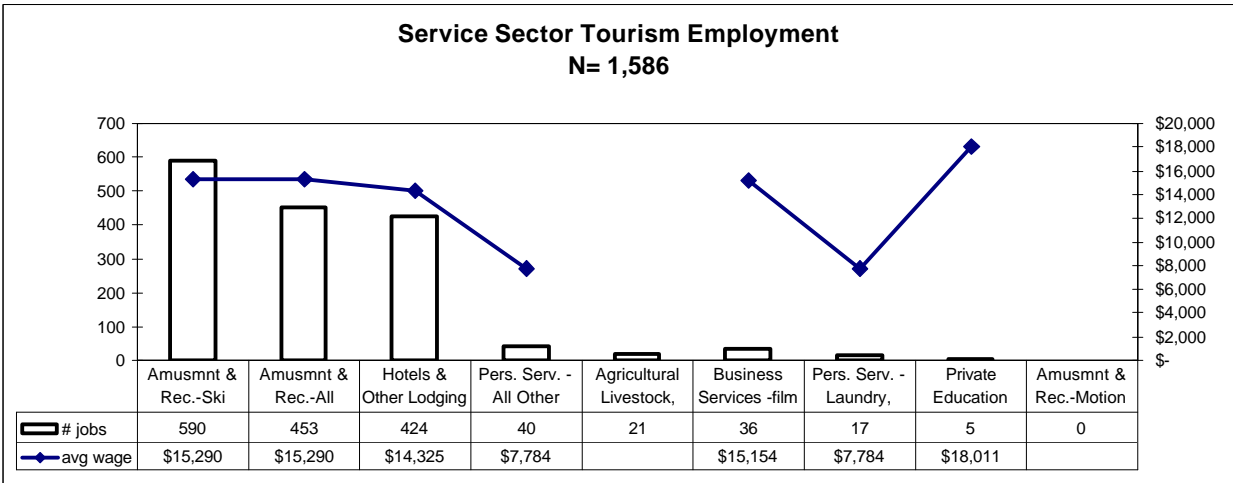
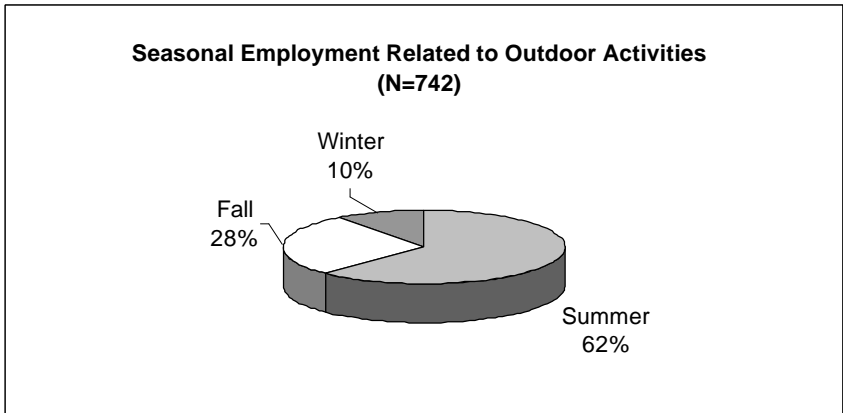
Tourism employment in Gunnison County provided **\$64,410,800** in employment income in 2000.

Wholesale trade includes apparel.

Region 10 – Gunnison County



Skiing (at Crested Butte) provides the greatest number of tourism jobs. Resorts and outdoor activities are also important to tourism employment in 2000. Most jobs were in the summer and fall months—particularly the Elk Creek Marina in summer. Note that the jobs provided by the ski industry and resorts are not included in the seasonal data.

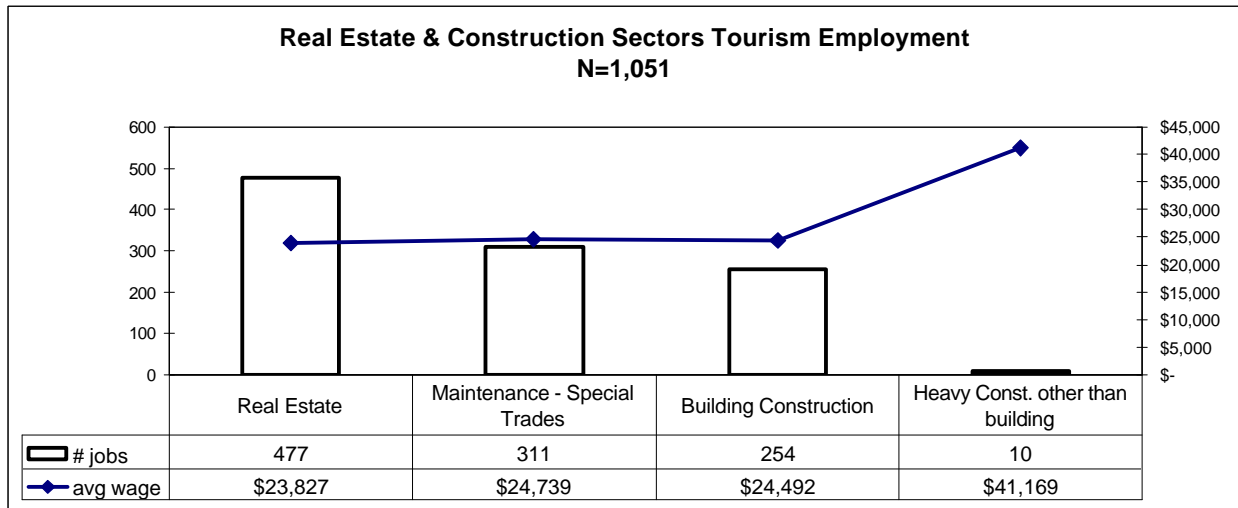


Tourism employment in the amusement and recreation sector, notably skiing, accounted for 1,043 jobs in Gunnison County in 2000. Service sector employment is 39% of total tourism employment.

## Region 10 – Gunnison County



In the retail sector, jobs in the eating & drinking sector accounted for about 13% of the total number of tourism jobs. Average wages in most categories are not disclosed due to the small employment numbers.

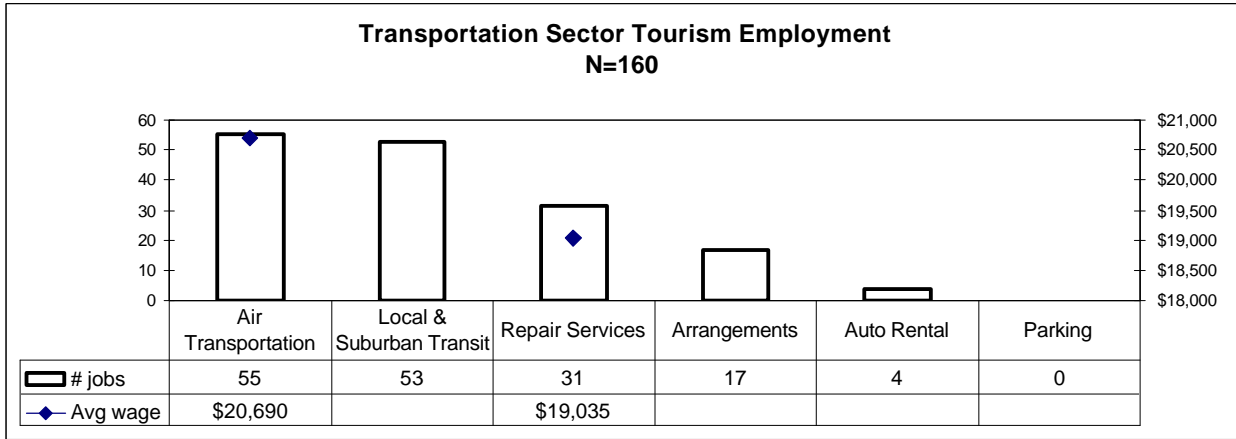


The Real Estate and Construction sectors were strong employment sectors in 2000, and are related to “amenity migration”. There were 9,135 housing units in 2000. Of these, 3,125 units (34%) were considered to be seasonal, recreational or for occasional use.

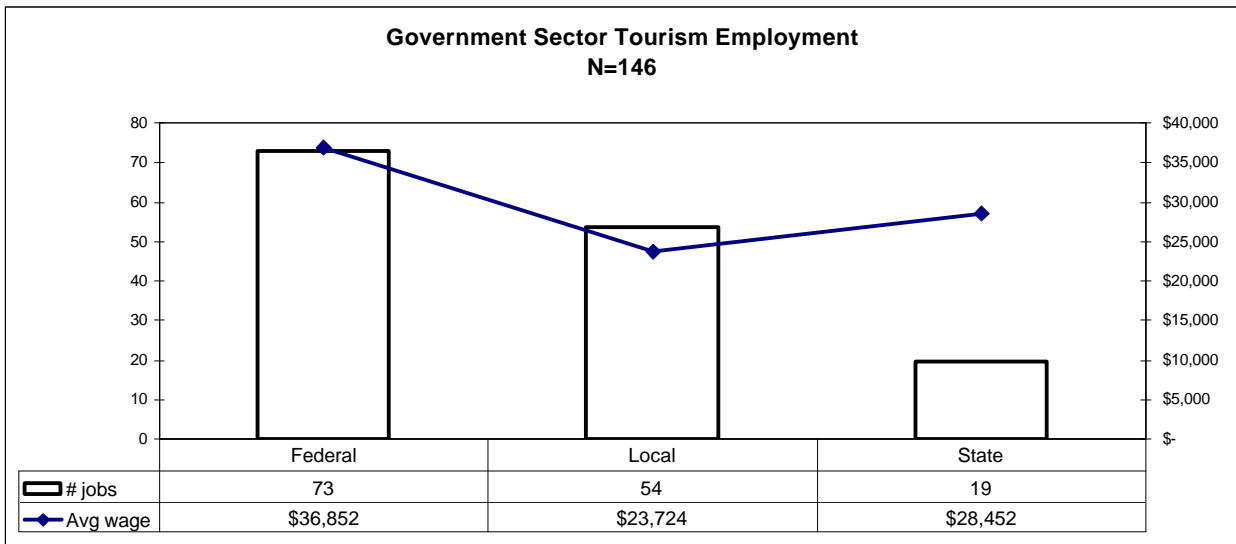
**Amenity Migration** - Newcomers are moving in to take advantage of the area's unique natural resources, quality of life, and other amenities that the region offers. Many of these newcomers are retirees or 2<sup>nd</sup> home- owners that bring along their pensions and other retirement benefits. This "new" money affects the local economy (primarily in the construction and real estate sectors) as it is spent on new homes and goods and services.



Region 10 – Gunnison County



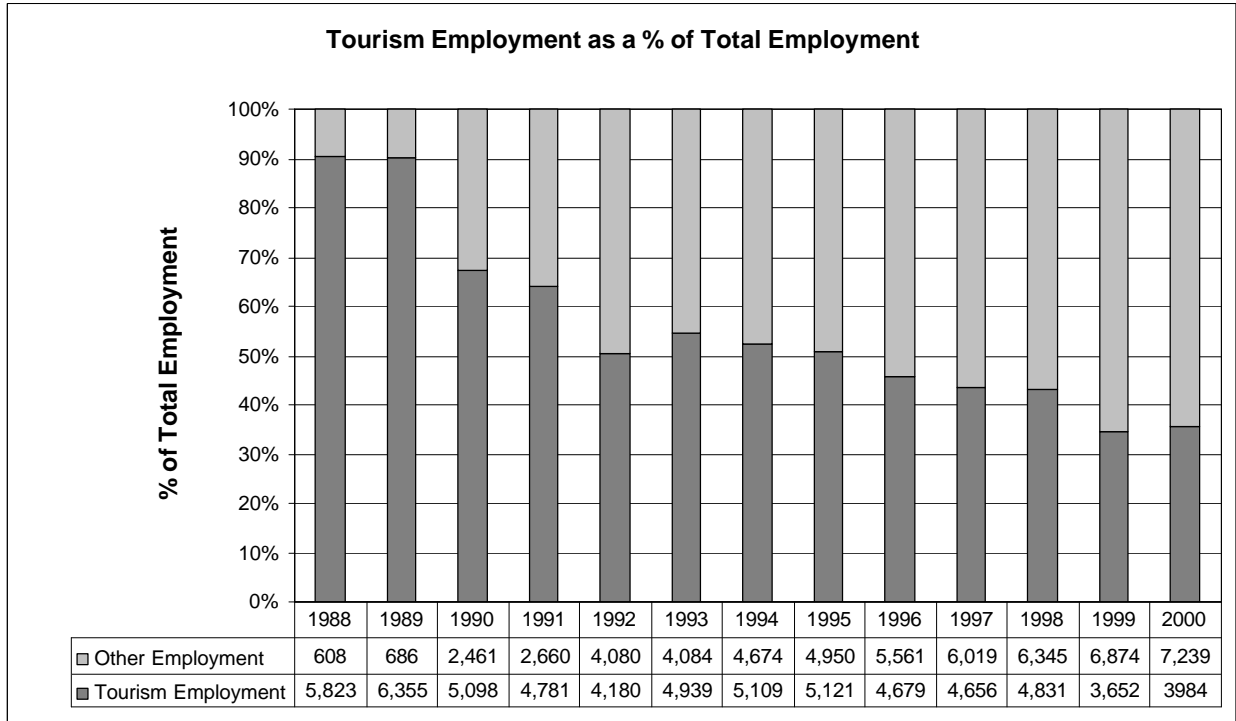
The transportation sector accounts for about 4% of tourism jobs in Gunnison County.



Federal government employment included the National Park Service, the Forest Service and the Bureau of Land Management. Local government employment included the airport and general (city and county) government. State government employment included the Division of Natural Resources, Division of Wildlife and general state government.

Region 10 – Gunnison County

Trends in Tourism Employment



These numbers do not include the government sector in tourism employment.

Note: The data on this chart from 1988 to 1991 show tourism employment to be very high. These data may be inaccurate.

County	1997	1999	2000	% change 97-99	% change 99-00	% change 97-00
<b>Gunnison</b>	3,552	3,625	3,984	2%	10%	12%

These numbers do not include the government sector in tourism employment.

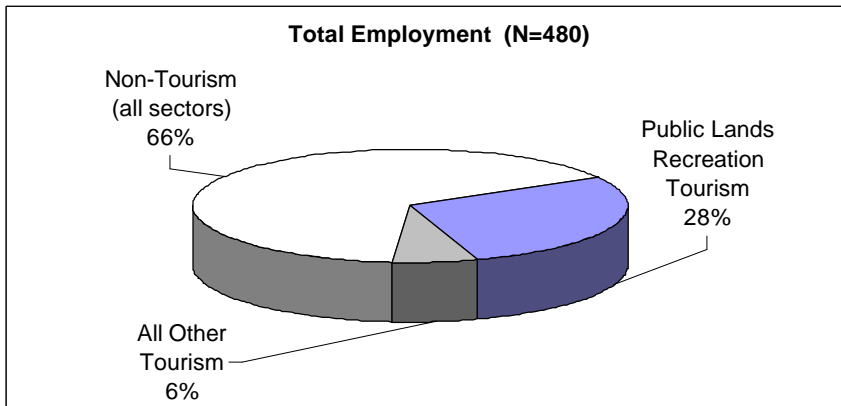
Tourism employment in Gunnison County grew slowly (+2%) from 1997 to 1999. From 1999 to 2000 there was moderate growth (10%), primarily in the real estate & construction (+46%); and transportation (+10%) sectors.

Sectors	1999	2000	% change 99-00
Services	1,579	1,586	0.4%
Retail Trade	1,178	1,185	0.6%
Real Estate & Construction	719	1,051	46.2%
Transportation	146	160	9.6%
Wholesale Trade	3	2	-33.3%
Sum	3,625	3,984	9.9%

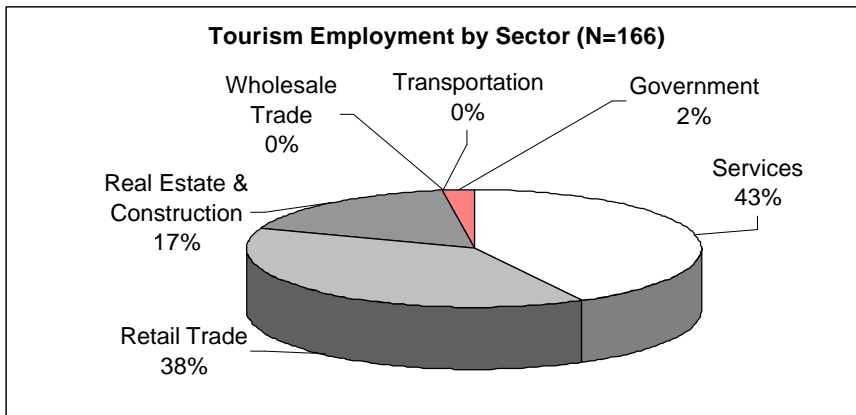
These numbers do not include the government sector in tourism employment.

Region 10 – Hinsdale County

Hinsdale County



Jobs relating to tourism accounted for 34% (166 jobs) of total employment. Employment related to public lands accounts for 28% of total employment. Public lands include portions of the Rio Grande, Gunnison, San Juan and Uncompahgre National Forests (collectively 558,938 acres), as well as BLM and State Lands.

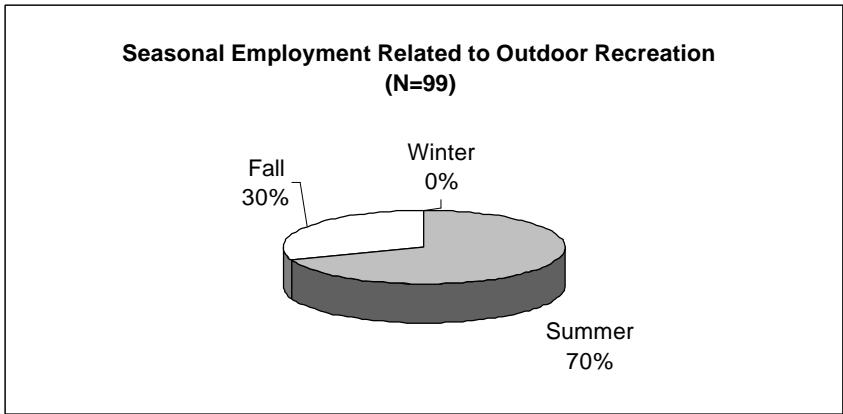
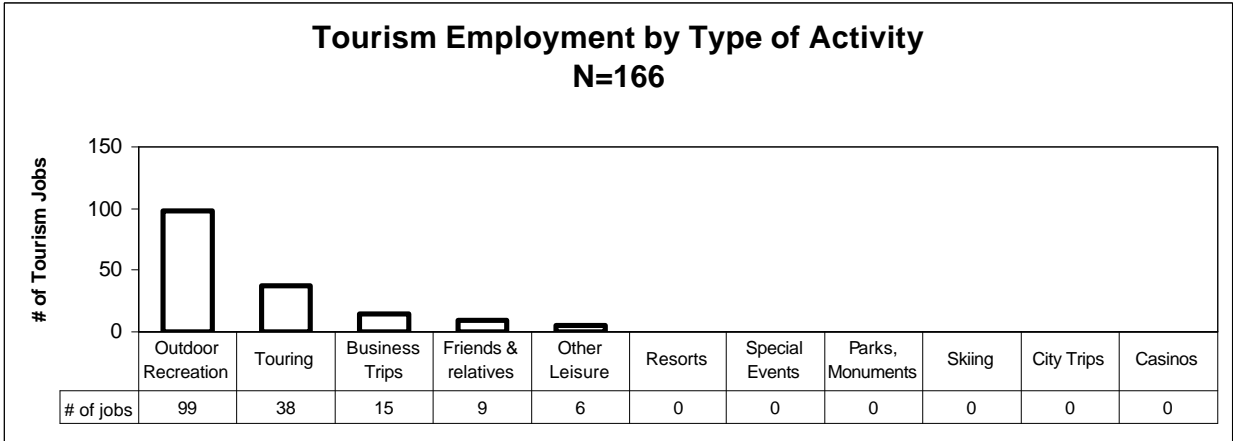


Most tourism employment is in the services and retail trade sectors, although the real estate and construction sector is also strong in Hinsdale County.

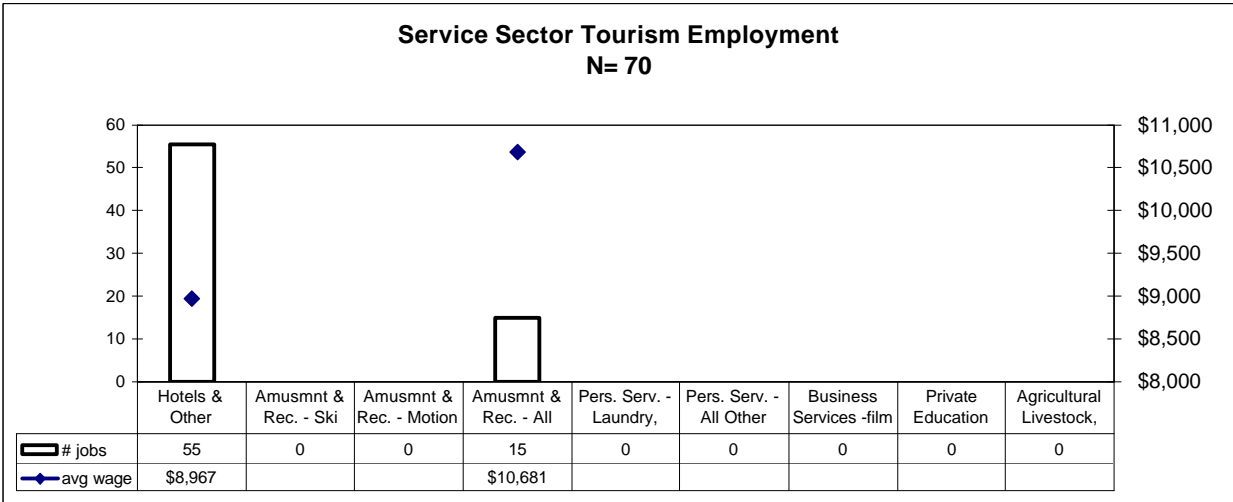
Sector	# jobs	Avg Wage
Services	70	\$ 10,883
Retail Trade	64	\$ 11,979
Real Estate & Construction	29	Real Estate \$21,142 / Const \$20,149
Wholesale Trade	0	
Transportation	0	\$ 22,957
Government	4	\$ 20,965
Sum	166	

Tourism employment in Hinsdale County provided **\$2,557,500** in employment income in 2000.

Region 10 – Hinsdale County



Outdoor recreation is important to tourism employment in 2000. Most of these jobs were in the summer and fall months and are related to activities at Slumgullian Pass, Lake Fork, Lake City, i.e. fishing, biking and camping.

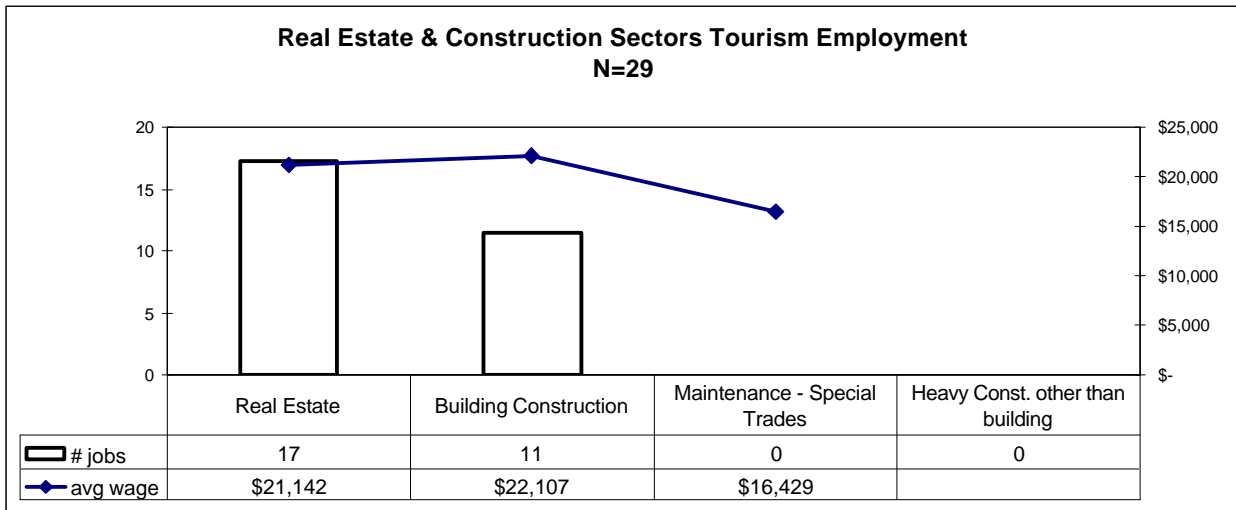


Tourism employment in the hotels and other lodging sector accounted for 55 jobs in Hinsdale County in 2000. Service sector employment is 42% of total tourism employment.

Region 10 – Hinsdale County



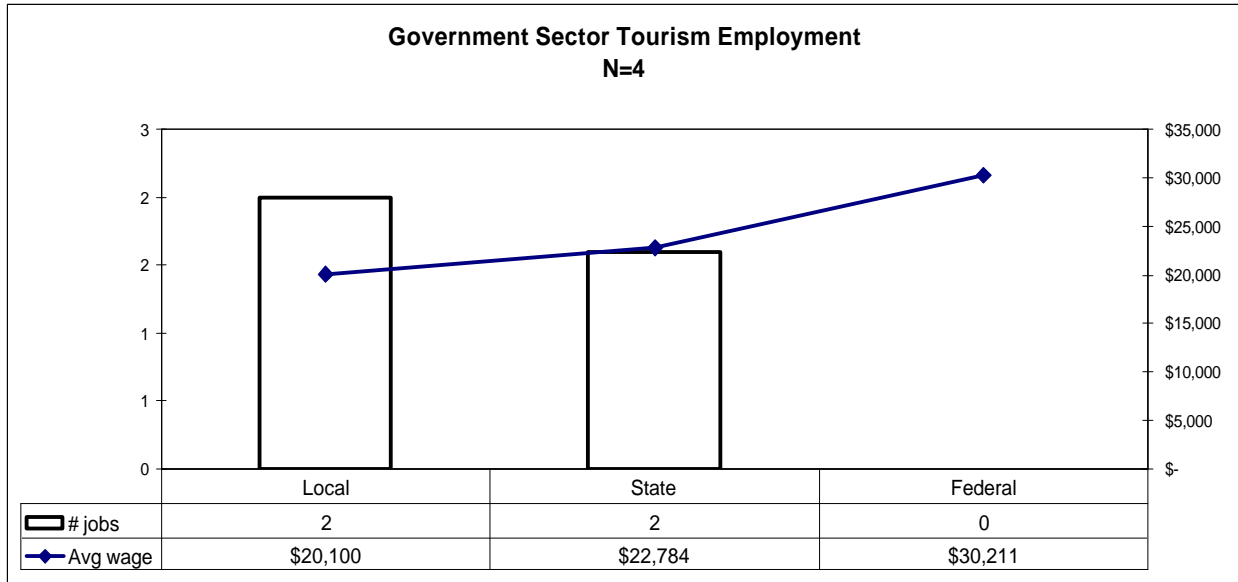
In the retail sector, jobs in the eating & drinking sector accounted for about 17% of the total number of tourism jobs. Average wages in most categories are not disclosed due to the small employment numbers.



The real estate and construction sectors accounted for 17% of tourism jobs. These types of jobs are related to what has been termed “amenity migration”. There were 1,304 housing units in 2000. Of these, 799 units (61%) were considered to be seasonal, recreational or for occasional use.

**Amenity Migration** - Newcomers are moving in to take advantage of the area's unique natural resources, quality of life, and other amenities that the region offers. Many of these newcomers are retirees or 2<sup>nd</sup> home- owners that bring along their pensions and other retirement benefits. This "new" money affects the local economy (primarily in the construction and real estate sectors) as it is spent on new homes and goods and services.

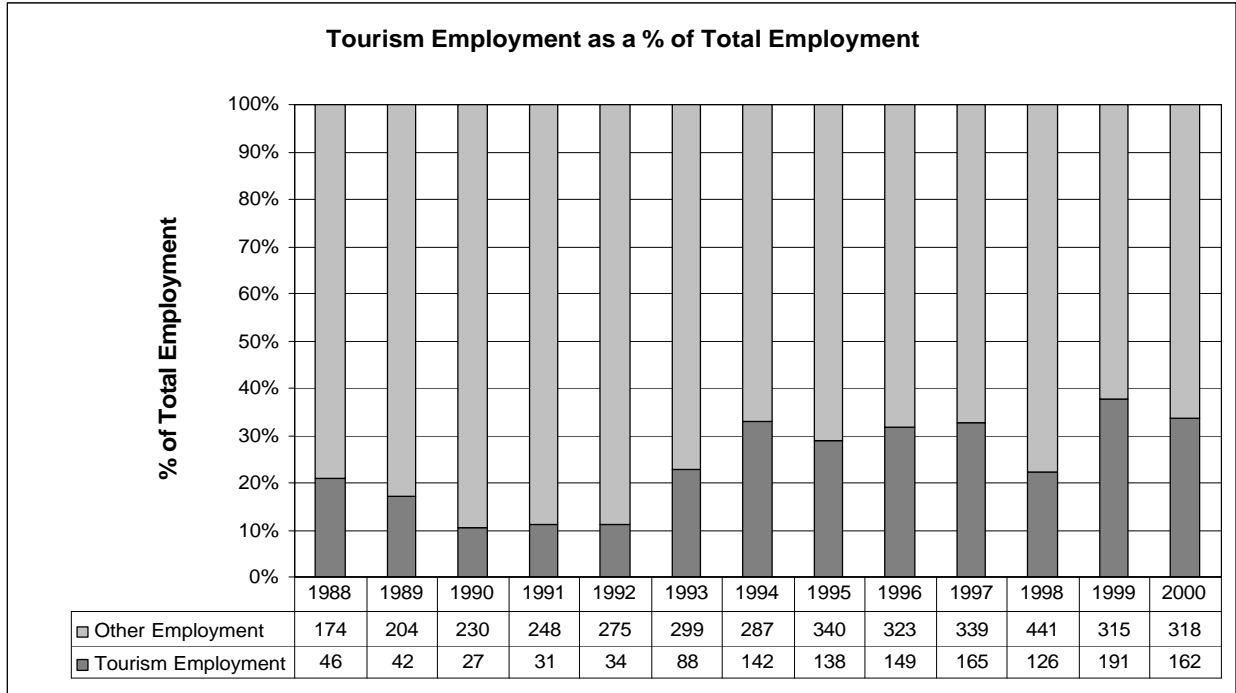
## Region 10 – Hinsdale County



Local government employment included general (city and county) government. State government employment included the Division of Natural Resources and the Division of Wildlife.

**Region 10 – Hinsdale County**

**Trends in Tourism Employment**



These numbers do not include the government sector in tourism employment.

County	1997	1999	2000	% change 97-99	% change 99-00	% change 97-00
Hinsdale	181	191	163	6%	-15%	-10%

These numbers do not include the government sector in tourism employment.

Tourism employment in Hinsdale County grew slightly (+6%) from 1997 to 1999. From 1999 to 2000 there was an overall decline (-15%) in services (-14%) and retail trade (-29%). The real estate & construction sector had moderate growth (+45%).

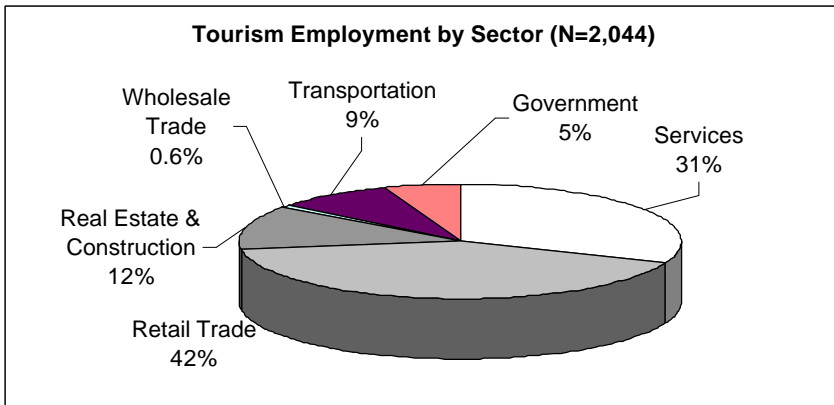
Sectors	1999	2000	% change 99-00
Services	81	70	-13.6%
Retail Trade	90	64	-28.9%
Real Estate & Construction	20	29	45.0%
Sum	191	163	-14.7%

Region 10 – Montrose County

Montrose County



Jobs relating to tourism accounted for 11% (2,044 jobs) of total employment. Employment related to public lands accounts for 7% of total employment. Public lands include portions of the Manti-La Sal, Gunnison and Uncompahgre National Forests (collectively 327,170 acres), as well as BLM, Park Service and State Lands.



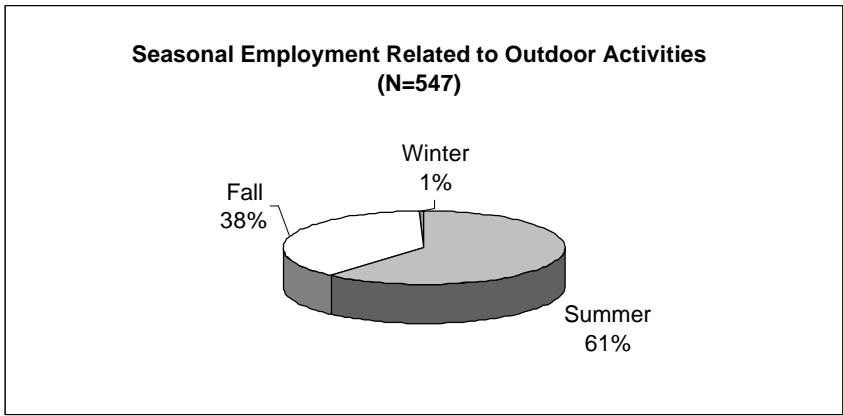
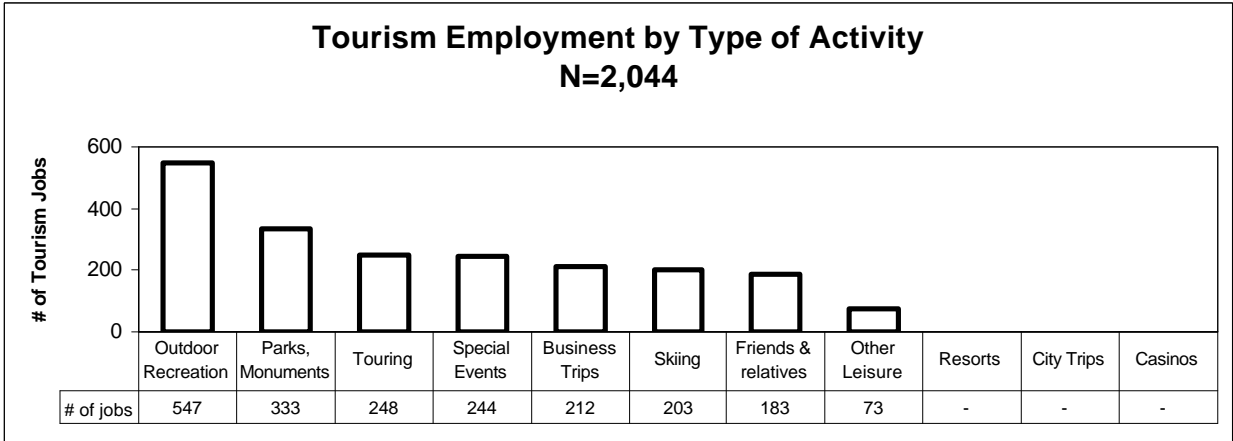
Most tourism employment is in retail trade sector, although the service sector is also very strong in Montrose County.

Sector	# jobs	Avg Wage
Services	638	\$ 19,446
Retail Trade	849	\$ 16,869
Real Estate & Construction	253	Real Estate \$21,097 / Const \$28,049
Wholesale Trade	13	\$ 25,972
Transportation	180	\$ 31,747
Government	111	\$ 29,356
Sum	2,044	

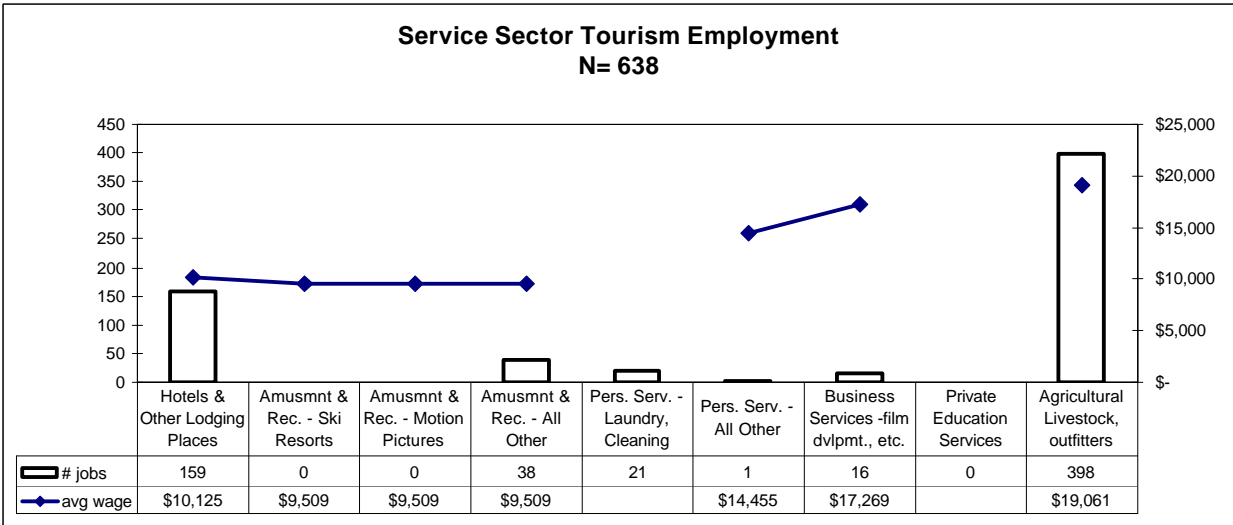
Tourism employment in Montrose County provided **\$27,481,900** in employment income in 2000.



Region 10 – Montrose County



Outdoor activities are important to tourism employment in 2000. Most of these jobs were in the summer and fall months-particularly at Curecanti and the Black Canyon of the Gunnison in summer. Note that the jobs provided by the ski industry are not included in the seasonal data.

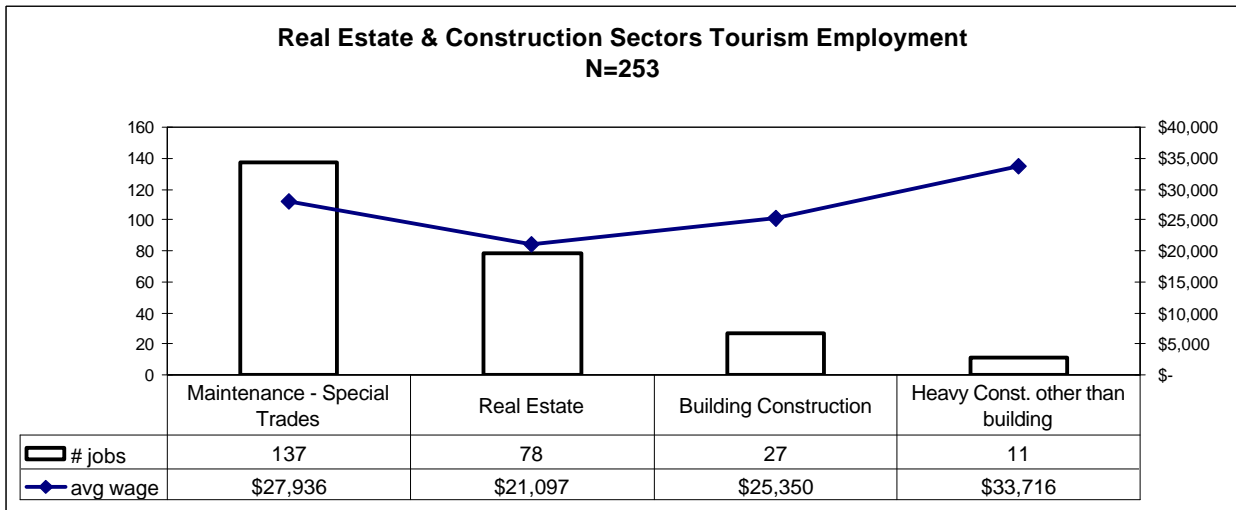


Service sector employment is 31% of total tourism employment. Why is agricultural livestock so high at 398 jobs???

## Region 10 – Montrose County



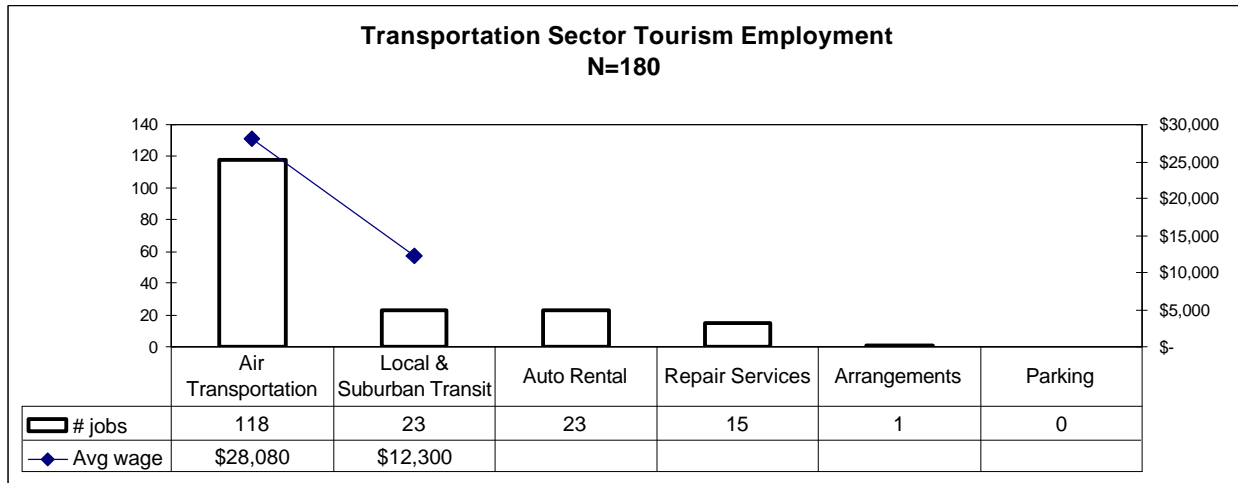
In the retail sector, jobs in eating & drinking accounted for about 22% of the total number of tourism jobs. The wholesale trade sector is also surprisingly strong in Montrose County. There are 13 jobs attributed to tourism, primarily in beverages and groceries.



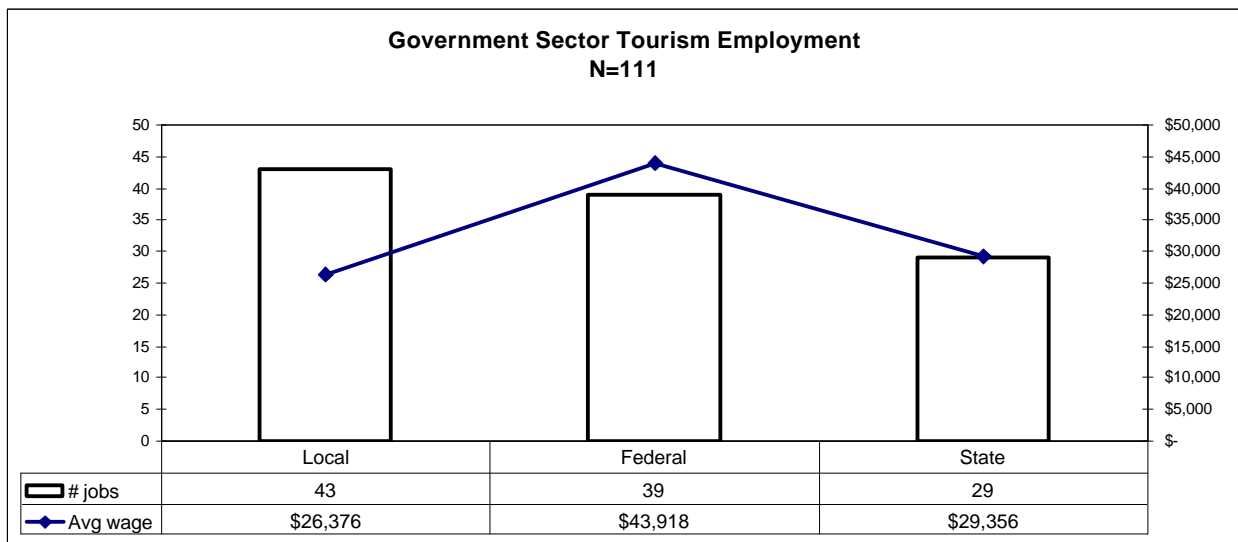
The Real Estate and Construction sectors were strong employment sectors in 2000, and are related to “amenity migration”. There were 14,202 housing units in 2000. Of these, 194 units (1.4%) were considered to be seasonal, recreational or for occasional use.

**Amenity Migration** - Newcomers are moving in to take advantage of the area's unique natural resources, quality of life, and other amenities that the region offers. Many of these newcomers are retirees or 2<sup>nd</sup> home- owners that bring along their pensions and other retirement benefits. This "new" money affects the local economy (primarily in the construction and real estate sectors) as it is spent on new homes and goods and services.

## Region 10 – Montrose County



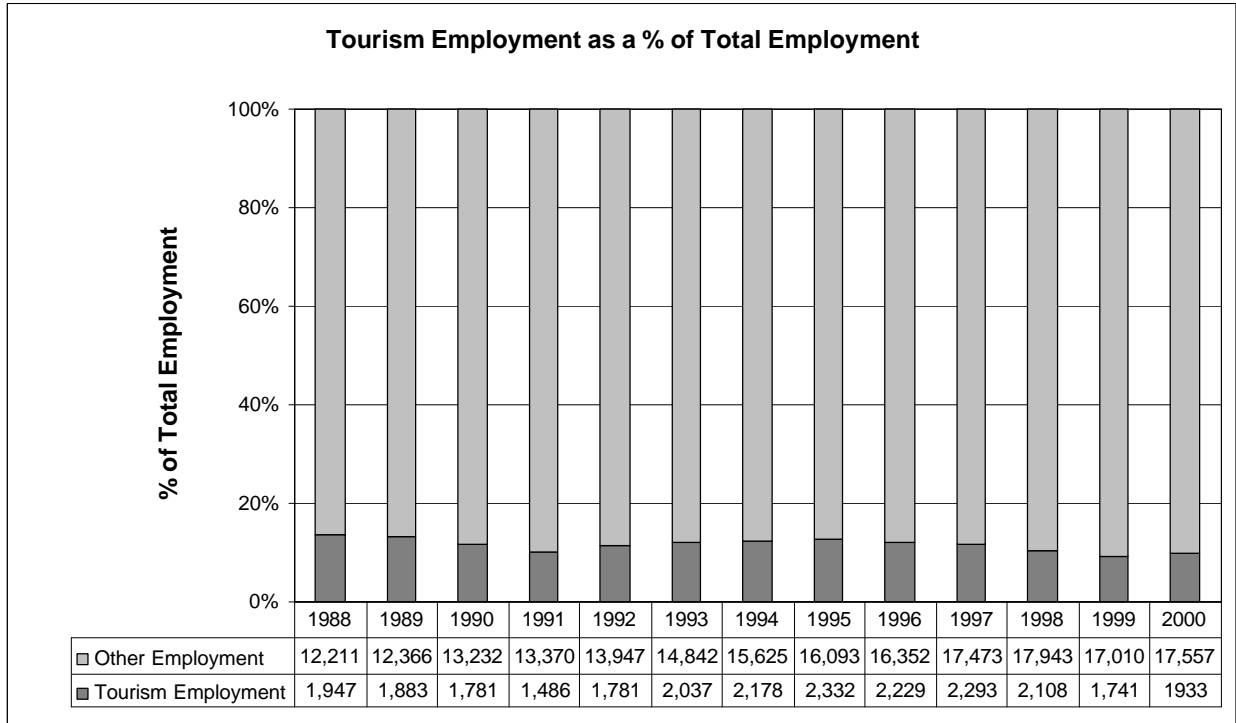
The transportation sector accounts for about 9% of tourism jobs in Montrose County.



Federal government employment included the National Park Service, the Forest Service and the Bureau of Land Management. Local government employment included the airport and general (city and county) government. State government employment included the Division of Natural Resources, Division of Wildlife and general state government.

Region 10 – Montrose County

Trends in Tourism Employment



These numbers do not include the government sector in tourism employment.

County	1997	1999	2000	% change 97-99	% change 99-00	% change 97-00
<b>Montrose</b>	1,746	1,740	1,933	-0.3%	11%	11%

These numbers do not include the government sector in tourism employment.

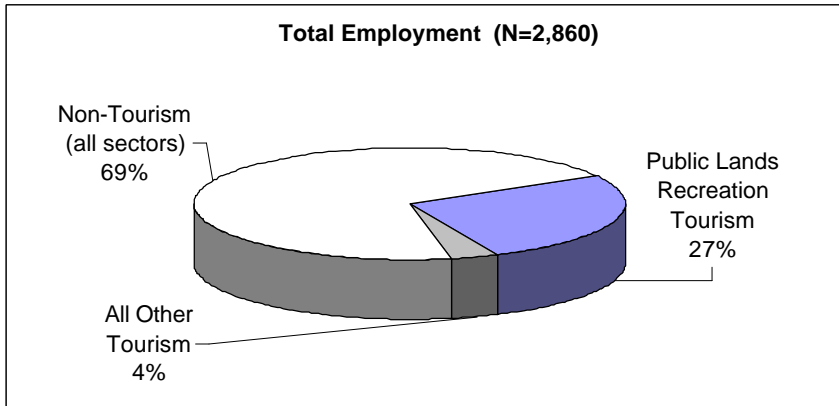
Tourism employment in Montrose County declined slightly (-0.3%) from 1997 to 1999. From 1999 to 2000 there was moderate growth (11%), primarily in the service (+19%), retail trade (+11%) and transportation (+8%) sectors. Wholesale trade was down (-23%).

Sectors	1999	2000	% change 99-00
Services	537	638	18.8%
Retail Trade	766	849	10.8%
Real Estate & Construction	254	253	-0.4%
Transportation	166	180	8.4%
Wholesale Trade	17	13	-23.5%
Sum	1,740	1,933	11.1%

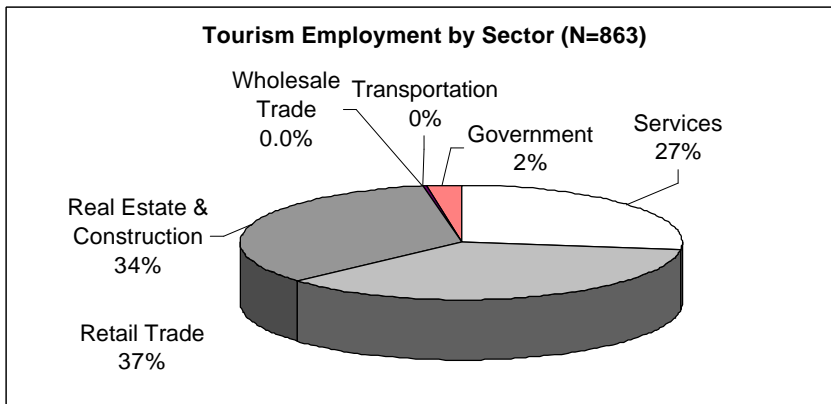
These numbers do not include the government sector in tourism employment.

## Region 10 – Ouray County

### Ouray County



Jobs relating to tourism accounted for 31% (863 jobs) of total employment. Employment related to public lands accounts for 27% of total employment. Public lands include portions of the Uncompahgre National Forests (127,203 acres), as well as BLM and State Lands.

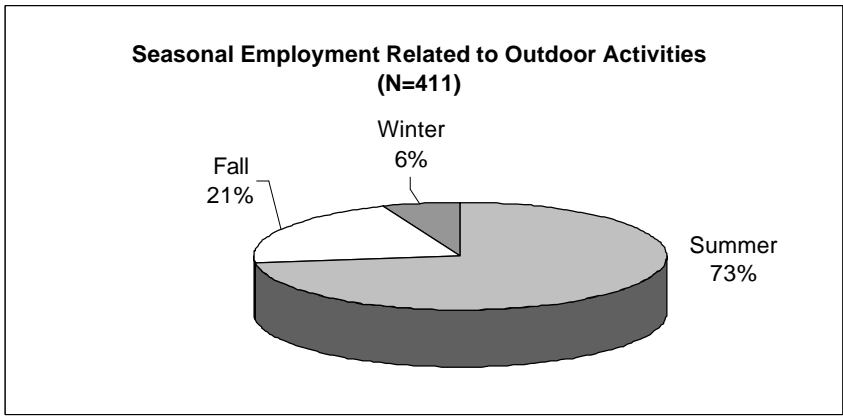
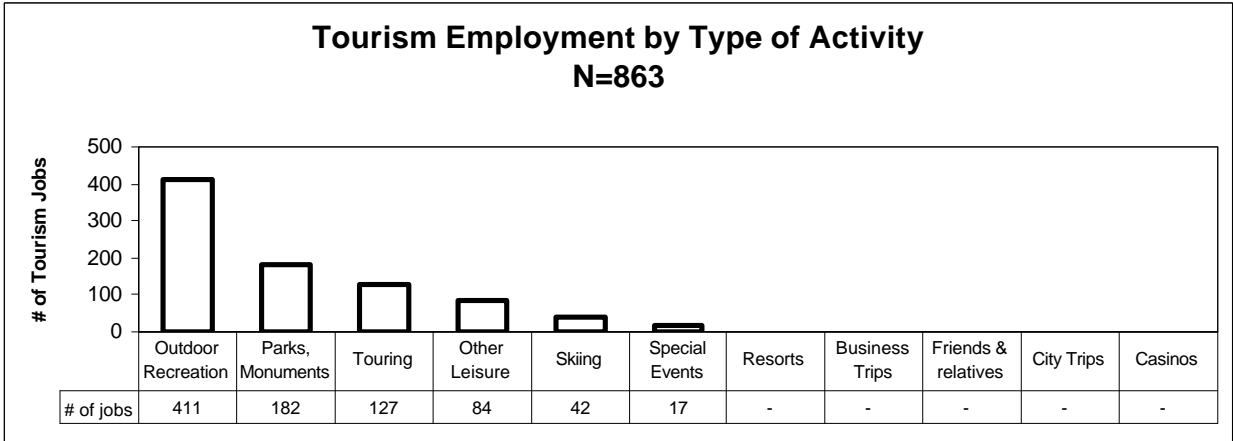


Most tourism employment is in the services and retail trade sectors, although the real estate and construction sector is also very strong in Ouray County.

Sector	# jobs	Avg Wage
Services	233	\$ 18,235
Retail Trade	315	\$ 11,825
Real Estate & Construction	291	Real Estate \$19,731 / Const \$33,337
Wholesale Trade	0	
Transportation	3	\$ 36,749
Government	21	\$ 23,898
Sum	863	

Tourism employment in Ouray County provided **\$18,938,300** in employment income in 2000.

Region 10 – Ouray County

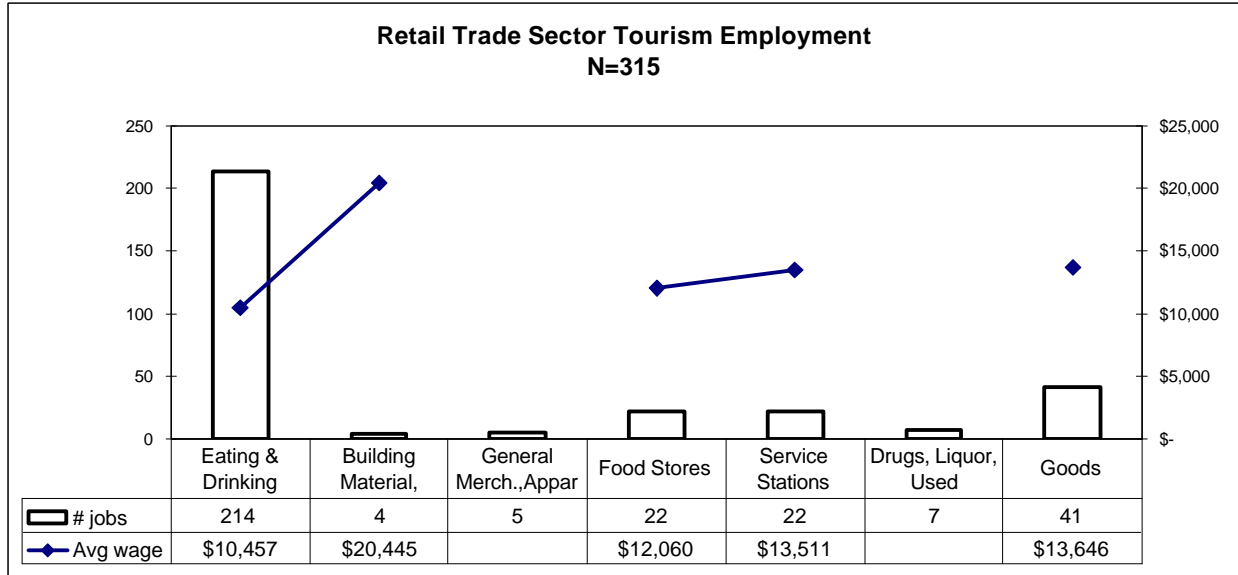


Outdoor activities provide the greatest number of tourism jobs. Most of these jobs were in the summer and fall months—particularly within the Ridgeway SRA. Winter events include ice climbing. Note that the jobs provided by the ski industry are not included in the seasonal data.

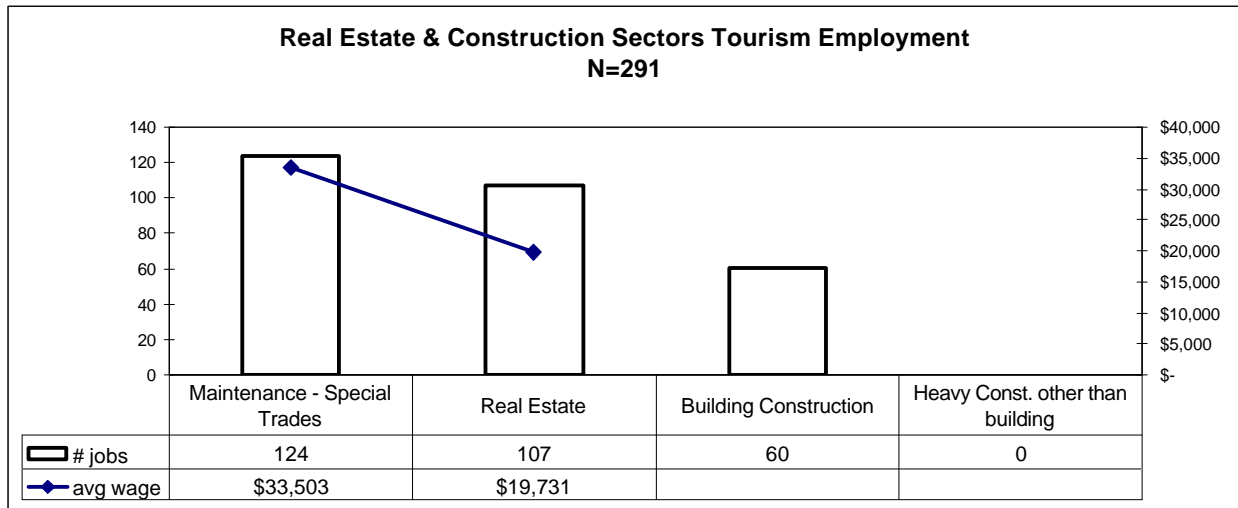


Tourism employment in the lodging industry accounted for 194 jobs in Ouray County in 2000. Service sector employment is 26% of total tourism employment.

## Region 10 – Ouray County



In the retail sector, jobs in the eating & drinking sector accounted for about 25% of the total number of tourism jobs. Average wages in some categories are not disclosed due to the small employment numbers.

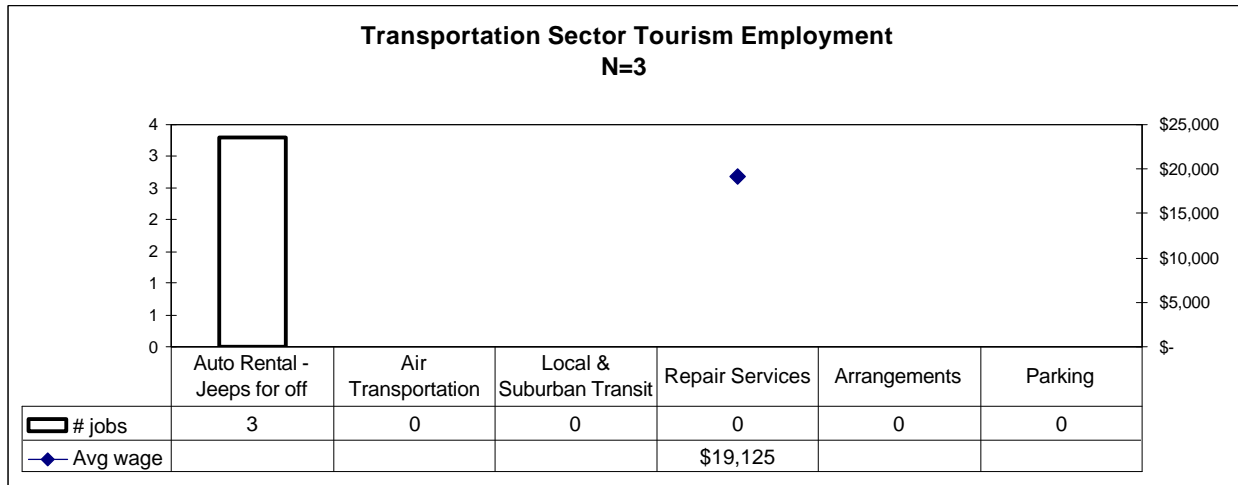


The real estate and construction sectors accounted for 34% of tourism jobs. These types of jobs are related to what has been termed “amenity migration”.

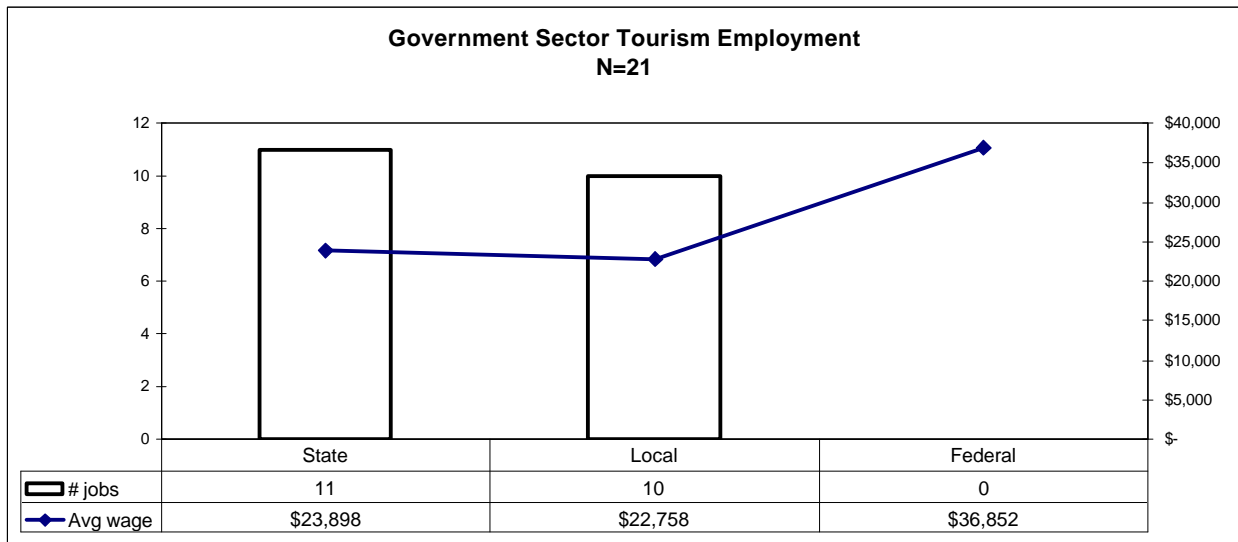
There were 2,146 housing units in 2000. Of these, 273 units (13%) were considered to be seasonal, recreational or for occasional use.

**Amenity Migration** - Newcomers are moving in to take advantage of the area's unique natural resources, quality of life, and other amenities that the region offers. Many of these newcomers are retirees or 2<sup>nd</sup> home- owners that bring along their pensions and other retirement benefits. This "new" money affects the local economy (primarily in the construction and real estate sectors) as it is spent on new homes and goods and services.

### Region 10 – Ouray County



The transportation sector accounts for about 0.3% of tourism jobs in Ouray County.

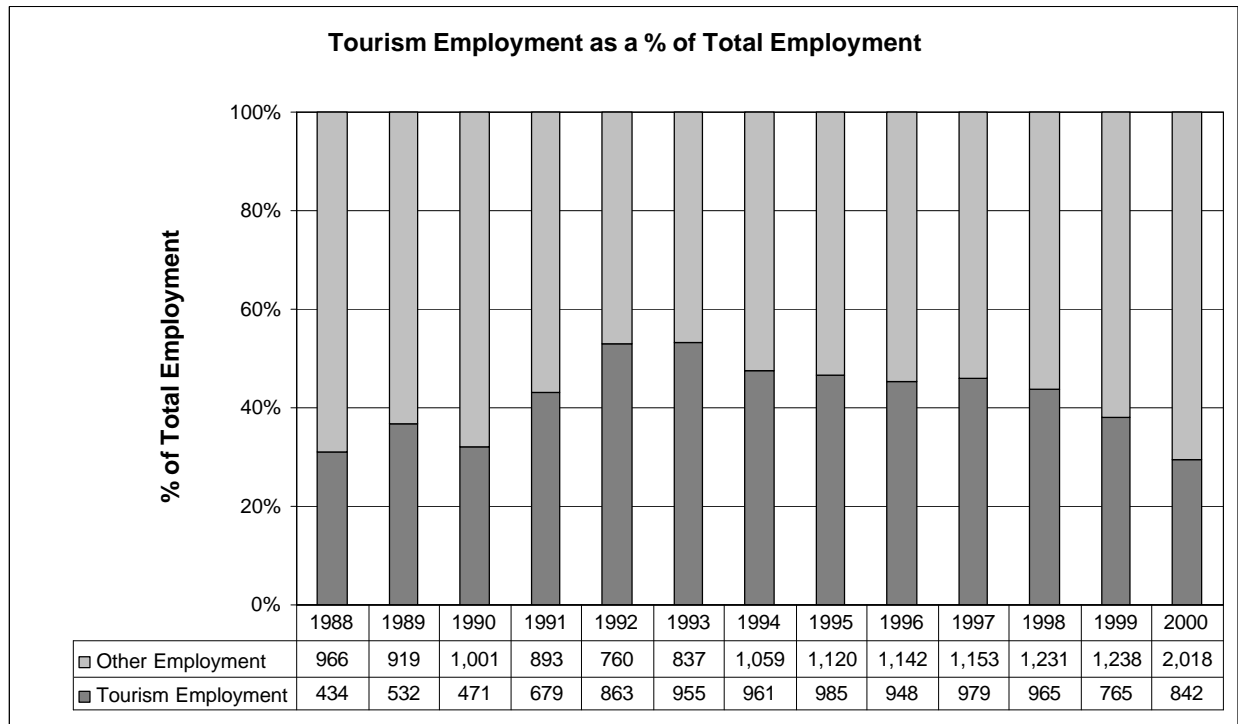


Local government employment included general (city and county) government. State government employment included the Division of Natural Resources and the Division of Wildlife.



## Region 10 – Ouray County

### Trends in Tourism Employment



These numbers do not include the government sector in tourism employment.

County	1997	1999	2000	% change 97-99	% change 99-00	% change 97-00
<b>Ouray</b>	768	765	842	-0.4%	10%	10%

These numbers do not include the government sector in tourism employment.

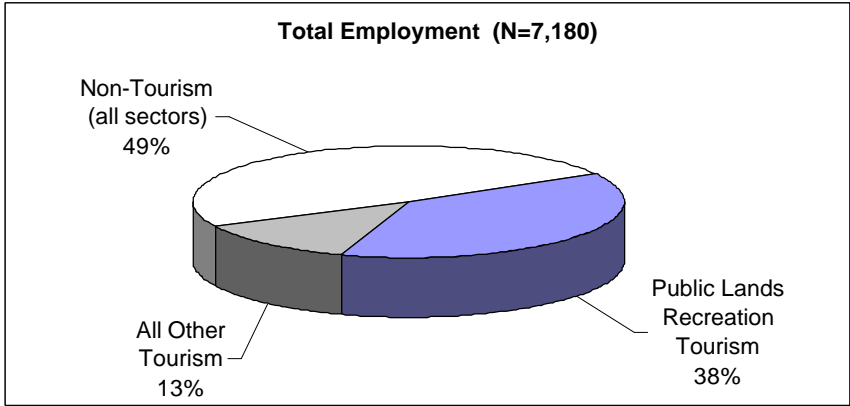
Tourism employment in Ouray County declined slightly (-0.4%) from 1997 to 1999. From 1999 to 2000 there was moderate growth (10%), primarily in the real estate & construction (+34%) and retail trade (+15%) sectors. Transportation was down (-67%), as was the service sector (-12%).

Sectors	1999	2000	% change 99-00
Services	266	233	-12.4%
Retail Trade	273	315	15.4%
Real Estate & Construction	217	291	34.1%
Transportation	9	3	-66.7%
Sum	765	842	10.1%

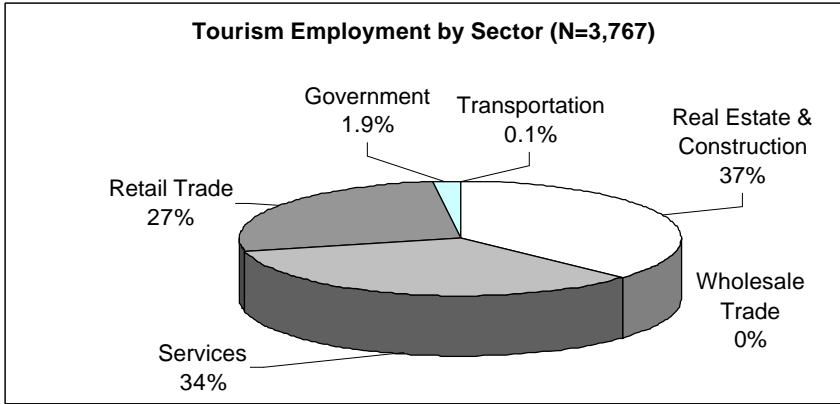
These numbers do not include the government sector in tourism employment.

Region 10 – San Miguel County

San Miguel County



Jobs relating to tourism accounted for 51% (3,767 jobs) of total employment. Employment related to public lands accounts for 38% of total employment. Public lands include portions of the Uncompahgre National Forests (172,107 acres), as well as BLM and State Lands.

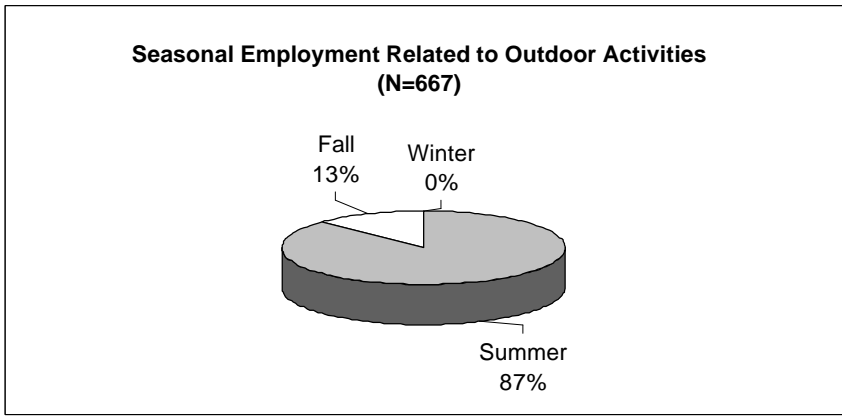
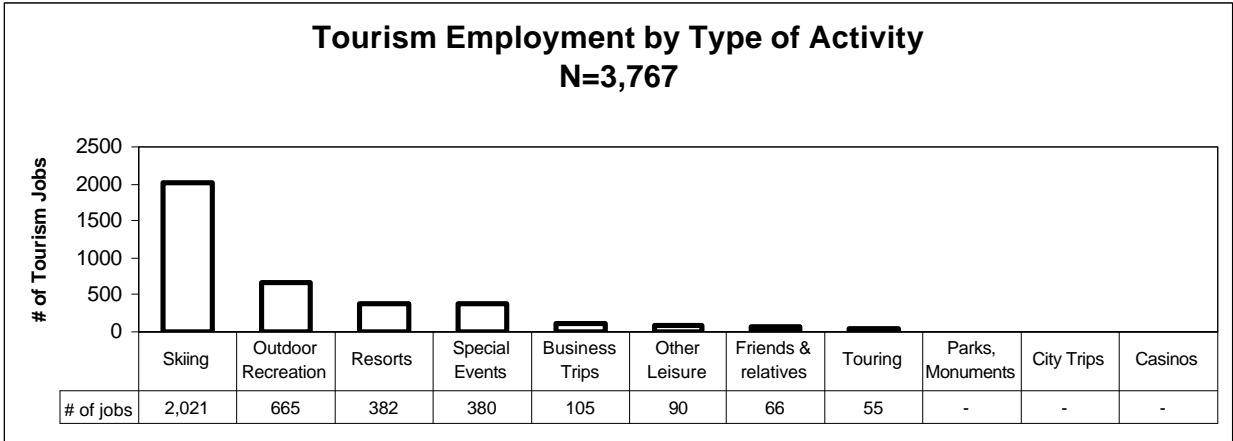


Most tourism employment is in the real estate and construction sector, although the services and retail trade sectors are also very strong in San Miguel County.

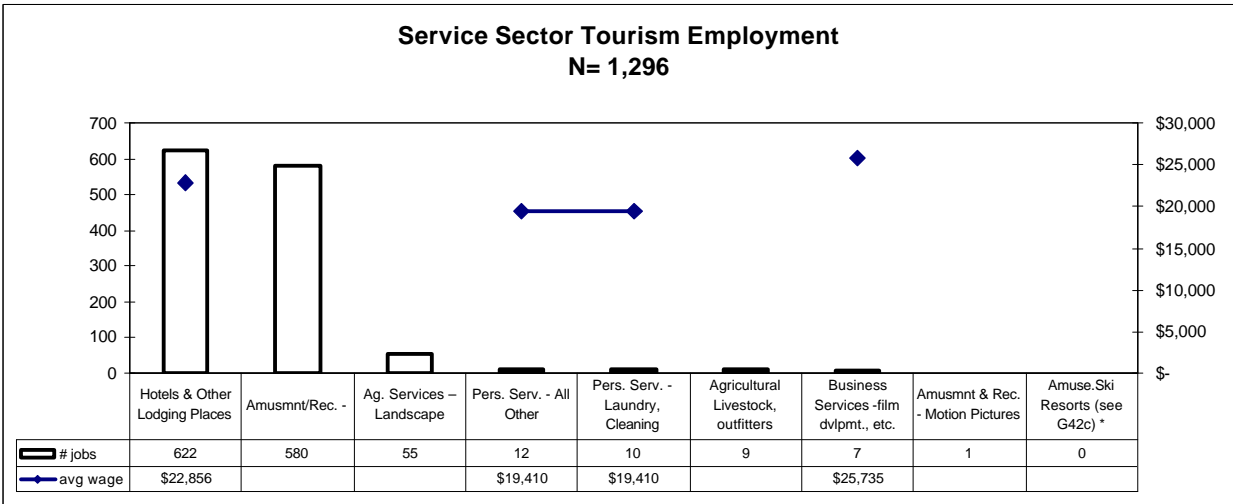
Sector	# jobs	Avg Wage
Real Estate & Construction	1,388	Real Estate \$27,178 / Const \$39,208
Services	1,296	\$ 24,669
Retail Trade	1,001	\$ 16,704
Government	73	\$ 30,301
Transportation	5	\$ 35,482
Wholesale Trade	0	\$ 40,548
Sum	3,763	

Tourism employment in San Miguel County provided **\$80,858,00** in employment income in 2000.

Region 10 – San Miguel County

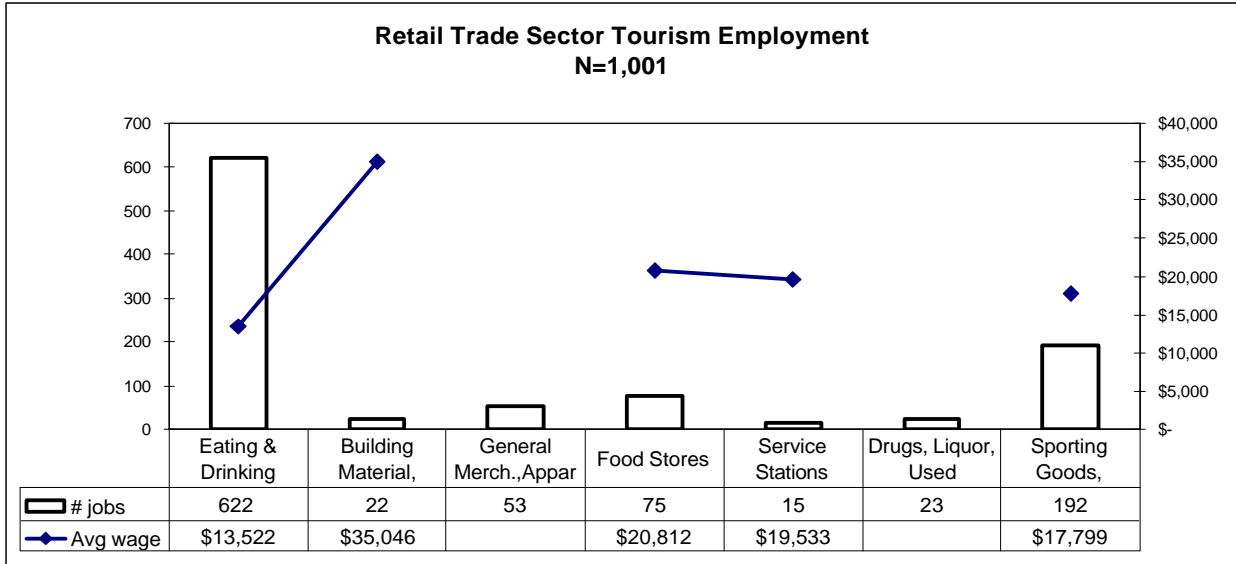


Skiing (at Telluride) provides the greatest number of tourism jobs. Resorts and outdoor activities are also important to tourism employment in 2000. Most of these jobs were in the summer and fall months. Note that the jobs provided by the ski industry are not included in the seasonal data.

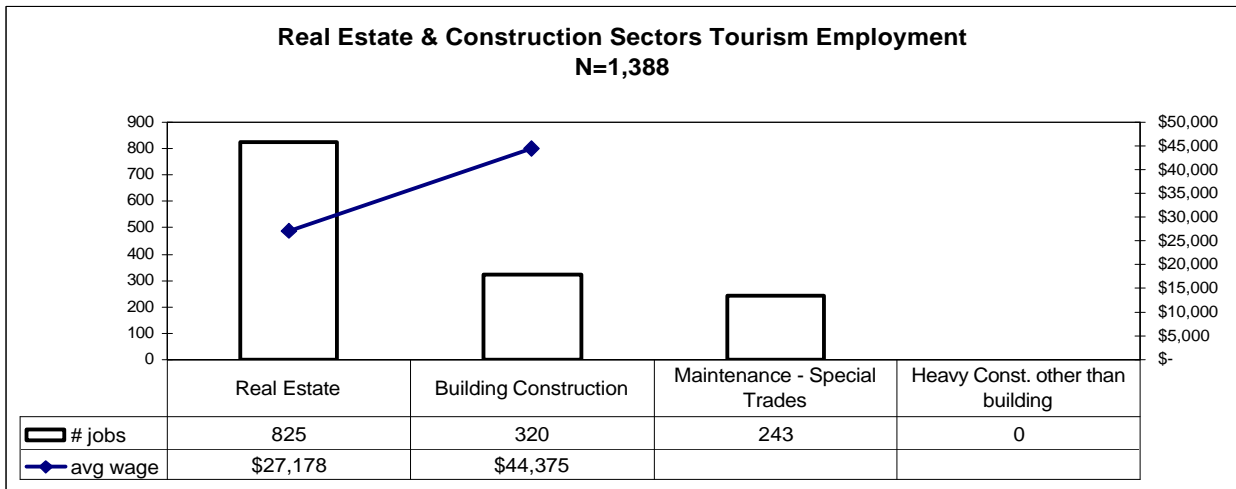


Tourism employment in the amusement and recreation sector, notably skiing, accounted for 1,296 jobs in San Miguel County in 2000. Service sector employment is 34% of total tourism employment.

Region 10 – San Miguel County



In the retail trade sector, jobs in the eating & drinking sector accounted for about 16% of the total number of tourism jobs. Sporting goods, galleries and jewelry stores are also important industries.



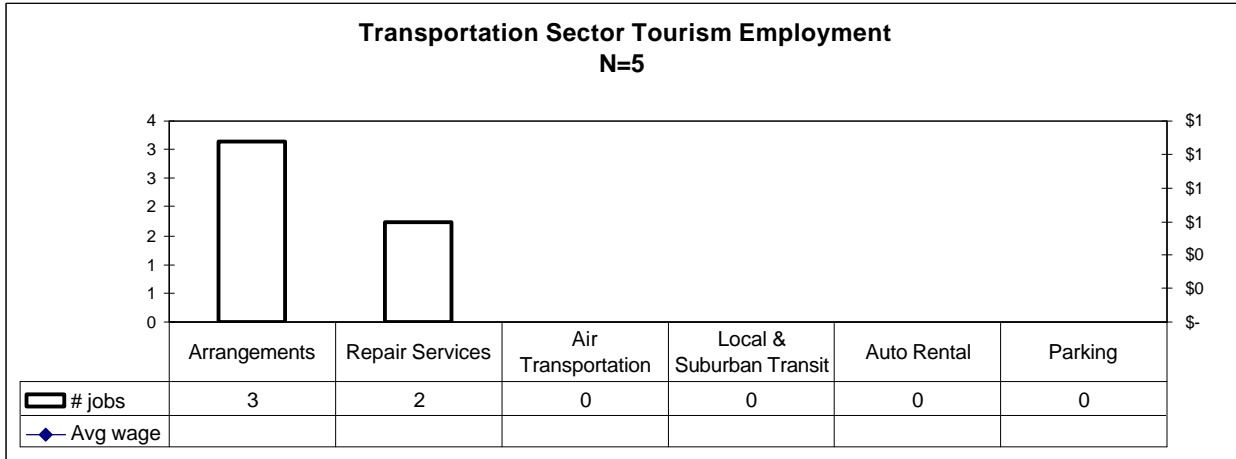
The real estate and construction sectors accounted for 25% of tourism jobs. These types of jobs are related to what has been termed “amenity migration”. There were 5,197 housing units in 2000. Of these, 1,741 units (34%) were considered to be seasonal, recreational or for occasional use.

**Amenity Migration** - Newcomers are moving in to take advantage of the area's unique natural resources, quality of life, and other amenities that the region offers. Many of these newcomers are retirees or 2<sup>nd</sup> home- owners that bring along their pensions and other retirement benefits. This "new" money affects the local economy (primarily in the construction and real estate sectors) as it is spent on new homes and goods and services.

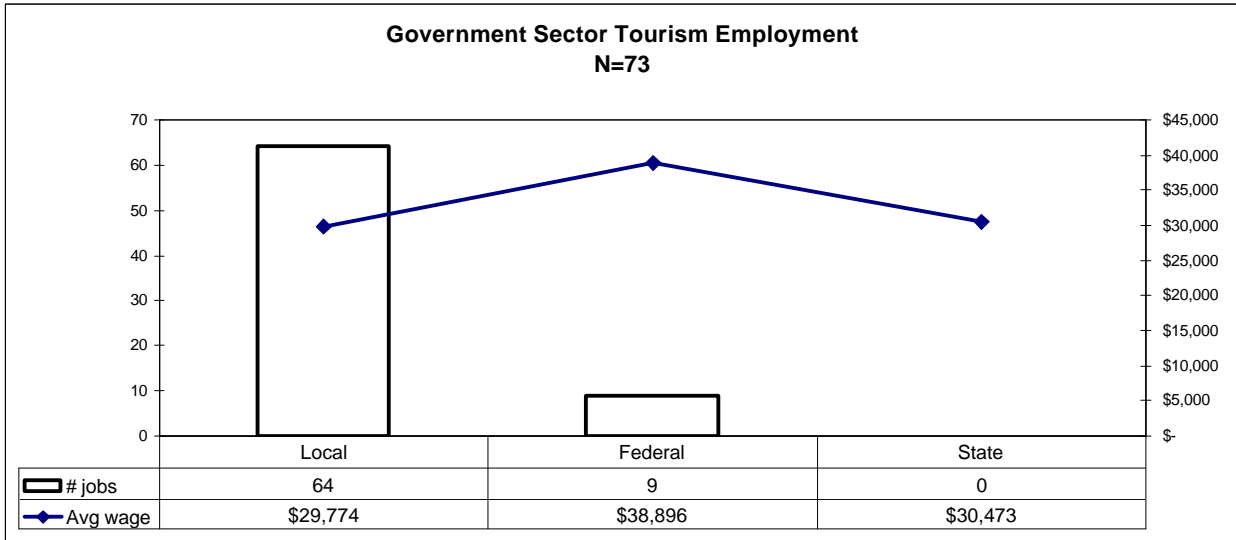
The numbers employed in real estate seemed unusually high and the Demography Section responded with this note. *“The total number of Wage and Salary (ES202 & BEA) jobs for Real Estate in San Miguel County for the year 2000 was 384. There is a large proportion of persons who work in the Real Estate sector that are not covered as Wage and Salary employees. They*

**Region 10 – San Miguel County**

are proprietors. We estimated that in 2000 the ratio of proprietors to wage and salary employees was 2.14 in the metro area and 3.47 on the Western Slope. We calculate these ratios based on an average wage given total personal income. It is possible that the extra income generated was due to unusually large incomes as opposed to more Realtors”.



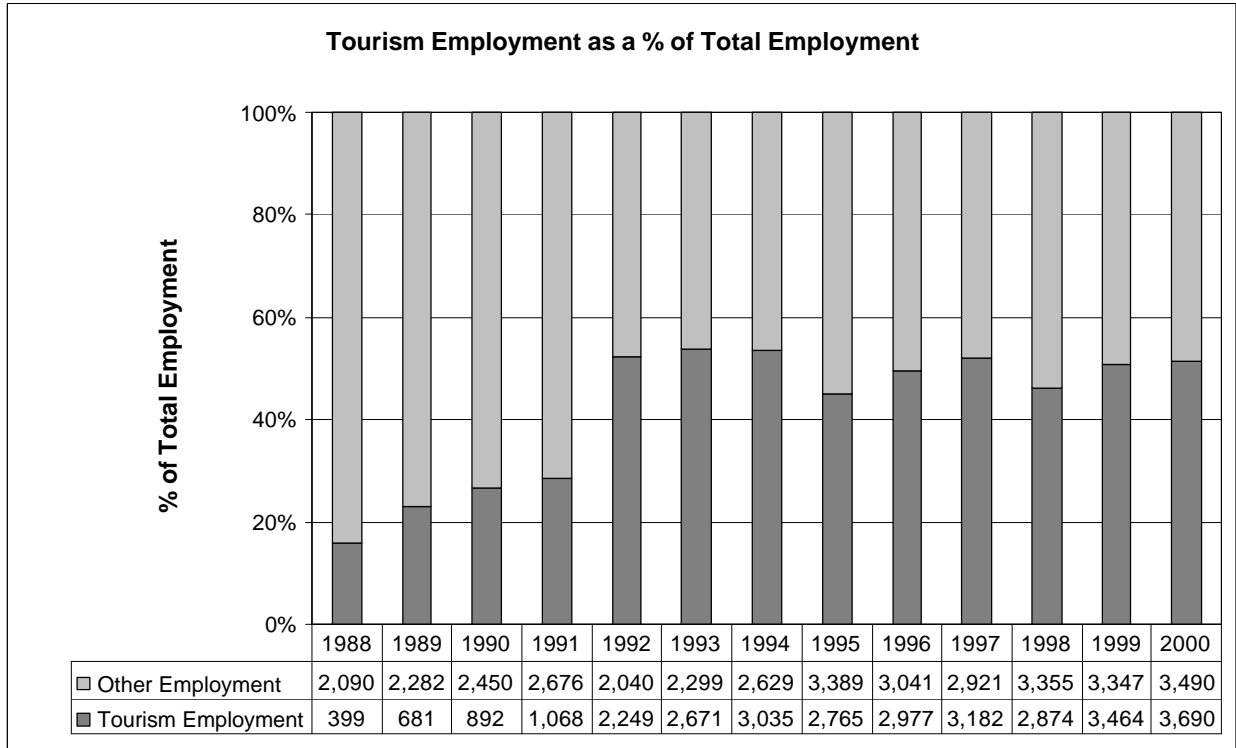
The transportation sector provides very few tourism jobs in San Miguel County.



Federal government employment included the Forest Service. Local government employment included the airport and general (city and county) government. State government employment included the Division of Natural Resources, Division of Wildlife and general state government.

**Region 10 – San Miguel County**

**Trends in Tourism Employment**



These numbers do not include the government sector in tourism employment.

County	1997	1999	2000	% change 97-99	% change 99-00	% change 97-00
<b>San Miguel</b>	3,059	3,489	3,690	14%	6%	21%

These numbers do not include the government sector in tourism employment.

Tourism employment in San Miguel County grew (+14%) from 1997 to 1999. From 1999 to 2000 there was slight growth (6%), primarily in the real estate & construction (+25%) and retail trade (+4%) sectors. Transportation was down (-37%), as was the service sector (-6%).

Sectors	1999	2000	% change 99-00
Services	1,385	1,296	-6.4%
Retail Trade	966	1,001	3.6%
Real Estate & Construction	1,105	1,388	25.6%
Transportation	8	5	-37.5%
Sum	3,464	3,690	6.5%

These numbers do not include the government sector in tourism employment.

### METHODOLOGY

**Caveats-** On occasion there were some inconsistencies in the data. For example, numbers in 1999 data matrices were not the actual sum that was presented. In these cases *Information Services* would use the corrected total rather than the presented total. This often resulted in slight differences between the results of this study, and previous studies.

If there were questions regarding how many people to place in an industry, the list of establishments was consulted and a tabulation of employees was made. Some categories required a lot of judgment calls, i.e. amusement/skiing and the agricultural/livestock in the Service Sector. This may have introduced some error into the study. If employment numbers in a particular industrial sector seemed too high to be believed, the Demography Section was called for consultation. In some cases the analyses use multipliers that are not readily apparent in the data (see the Real Estate sector in San Miguel County). Some historical data used in the trend analysis from 1988 to 2000 are also suspect and can not be explained by the Demography Section (such is research).

The following discussion provides details of how this methodology was developed and used by the CBEF<sup>5</sup> to update tourism employment data from 1997 to 1999. *Information Services* followed this same methodology to examine 2000 employment data for the counties within the SWCTR, to provide results that would be directly comparable to the 1997 and 1999 data. This discussion may reference tables or other documents that have not been included in these excerpts. The entire document is available at <http://www.dola.state.co.us/demog/cbef/tourism99.pdf>.

**Updating the Estimates** - The 1997 estimates were updated to 1999 based on 1999 employment. Initial estimates were developed by applying the 1997 proportions of employment in each tourism-related industry and to each tourism category to the 1999 employment estimates. The new estimates of tourism jobs were then reviewed and adjusted for major changes in industrial classification and for the addition or loss of tourism employers. In those counties with significant tourism activity, local experts further reviewed and modified the results.

Initial assignments of tourism jobs were prepared for each industry based on detailed databases covering the tourism industry and Colorado's county economies. Then, county or area workshops were conducted to review these initial assignments. Participants in the workshops were asked to identify the specific firms that produced goods or services for visitors to the county. All aspects of the tourism sector were addressed in the workshops, including the effects of second-home owners.

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<sup>5</sup> *Tourism Jobs Gain Ground in Colorado - 1999 Estimates of State and County Tourism Jobs*. A report prepared for the Demography Section of the Colorado Dept. of Local Affairs (DOLA) by the Center for Business and Economic Forecasting, Inc. April 27, 2001.

## Methodology

The county workshops were also critical in assigning the industry jobs into eleven tourism categories. First, existing information on tourism activities in the county, including destinations identified in the Colorado Atlas and Gazetteer, was compiled. Then, county-level meetings were held with tourism experts, large tourism-related businesses and other community leaders to interpret the existing data and assign the tourism employment in each industrial class to the eleven categories. Local governments and community leaders helped to verify the data. In many cases, local governments created the estimates, but their ultimate validation of the data was a distinguishing mark of this study.

Knowledgeable people at the state and industry levels then reviewed the results of the work of all the counties. In some cases, the review focused on particular tourism categories such as skiing, or fall outdoor recreation. In the case of skiing, Ski Country USA and consulting firm, RRC Associates, reviewed the ski data. The Colorado Department of Natural Resources evaluated the Outdoor Recreation category in tandem with federal partners, the USDA Forest Service and the USDI Bureau of Land Management.

**The Jobs Data** - The jobs figures were developed from estimates of total jobs at the county level prepared by the Demography Section. This study is comprehensive since it begins with the whole economy in each county, as measured by total employment. The job estimates were based on data from the US Department of Commerce, Bureau of Economic Analysis. BEA supplements or edits the state-produced, non-agricultural wage and salary data, develops data for agricultural and military sectors, and produces a complete BEA wage and salary job series.

BEA's wage and salary employment estimates were built on the Labor Market Information (LMI) data from the Colorado Department of Labor and Employment. It covers all employers under the federally-mandated Unemployment Insurance Program, also known as the Employment Security Act. In the data, commonly called "ES202", individual firms are assigned a Standard Industrial Code (SIC) based on predominant activity. ES202 data are available only to the Demography Section and to other government agencies to prevent the release of firm-specific information. The use of ES202 data is governed by strict rules of disclosure that protect the confidentiality of individual firms. ES202 employer lists were essential to creating county-specific category and industry proportions.

BEA also estimates the employment of proprietors and self-employed individuals, primarily on the basis of Schedule C income tax records. Accounting for the activity of proprietors (such as store owners, consultants, doctors and dentists) is extremely important, but the implied number of "workers" reported here can be significantly overstated, especially in some industries that are tourism-related. The data may be misinterpreted to represent full or nearly full time workers in the sectors where a significant number of the people reporting Schedule Cs spend only a small amount of their time in the self-employed activity, for instance real estate sales and restaurants. The principal modification of the BEA estimates by the Demography Section was the downward adjustment of self-employed to more accurately reflect substantive employment.



## Methodology

**Assignment by Industry** - Tourism jobs were estimated for 25 industries within five primary sectors, including: Services, Retail Trade; Real Estate and Construction; Transportation; and Wholesale Trade. For each industry, an estimate of the proportion of all county jobs accounted for by tourism was prepared. This estimate was based on professional expertise, local knowledge and existing data sources. These industries included those with significant numbers of tourism jobs with the exception of those noted in the following “Exclusions” section. For each industry, an estimate of the proportion of all county jobs accounted for by tourism was prepared. This estimate was based on professional expertise, local knowledge and existing data sources.

The estimates for several industries warrant further explanation. Among these are hotels and lodging places, which primarily serve visitors in all areas of the state. However, local residents also use hotels for such activities as association meetings, Christmas parties, banquets and weddings. In addition, local businesses use hotels as extensions of their offices or plants for off-site meetings with suppliers, sales conferences even parties. Consequently, the proportions assigned for hotels were generally something less than 100%. In the Front Range, these local resident services and business services, i.e. uses of hotels by locals, were significant, but elsewhere, hotel customers were almost all visitors and the share of tourist jobs was estimated at 90% and above.

Developing a reasonable estimate for the restaurant industry (eating and drinking places) was more difficult than for hotels, because local residents are more frequent customers of restaurants. The critical assumption in developing estimates of the share of tourism jobs in restaurants was that hotel employment is an indicator of the importance of tourist activity and therefore could be used to indicate the share of tourist jobs in restaurants. The ratio of hotel employment to restaurant employment was calculated for the tourism-based counties to estimate the ratio of tourist jobs in the two industries. This was possible because most of the jobs in both industries in these counties were due to tourism. In key tourism-based counties such as Summit, Ouray, San Miguel, Grand, Eagle, Pitkin, Archuleta, La Plata, Gunnison and Routt, the ratio averages 1.1 eating and drinking employee per hotel employee. This ratio was then used as a “rule of thumb” for other counties.

Wholesale trade is treated uniquely in base analysis. Those jobs mainly due to the sales of outgoing goods are treated as direct base jobs, i.e. those sold to retailers outside the county. These jobs are viewed as a service to outsiders. Wholesale sales for resale to visitors are considered service exports and hence are basic as well. For instance, wholesale jobs related to apparel purchases by a retailer to sell in its ski-slope rental and sports shops would result in direct basic wholesale jobs and these jobs are included in this report. Jobs attributed to incoming goods which do not get resold to tourists are treated as indirect base jobs, e.g. the snow shovels purchased by a ski area from a local wholesaler. Indirect basic jobs are not part of these estimates. The proportion of wholesale food, beverage or apparel attributed to tourism is similar to that in the retail stores, in addition to any unique wholesale activities that can be identified as tourism dependent. In most of the major tourism counties, wholesale jobs generated from purchases of second-home owners are a very large part of the direct-basic wholesale jobs.

## Methodology

**Second homes.** Among the areas showing rapid growth are those related to construction and other activities related to second-home use. Tourism is undergoing a transition in Colorado from more traditional tourism to second home tourism, especially on the Western Slope. More affluent visitors are building seasonal-use homes in Colorado, which they are visiting more frequently and staying in for longer periods.

Employment generated by occupants of second homes is dispersed over a large number of industries. For example, second home visitors eat in restaurants like traditional visitors. However, because second-home owners have relatively high disposable incomes, they may generate greater employment in sporting goods, clothing shops and numerous services than do traditional tourists. Real estate sales and property management jobs are generated by second home activity in such counties as Summit, Eagle and Pitkin. Second homes also have a direct effect on the use of utilities including gas, electric and communication services. However, because of the centralized nature of utility employment, estimates of these job impacts were not prepared at the county level. These jobs were estimated only for the state as a whole. In Colorado, about half of gas and electric revenue comes from residential users. Second homes account for 4.6% of total housing stock, according to the 1990 Census, therefore approximately 2.3% of gas and electric employment could be attributed to second home use. A similar percentage was applied to phone, cable and other communication service jobs.

The 1990 census of seasonal-use homes was a starting point for assigning a portion of construction jobs to second-home related tourism. This information also was important in assessing the importance of expenditures by their owners in other industries, especially in tourism-based counties.

In some counties, like Summit where more current data was available, the Census estimates were revised. New Census 2000 data should provide fresh estimates of second home (seasonal use) percentages. This 2000 is available only at the national level. State data is expected at the end of 2001. **For the current report this information was updated using the 2000 Census data.**

### Tourism Related Government Jobs

The Government sector analysis entailed a slightly different methodology. In preparing the estimates, the CBEF<sup>6</sup> classified all government jobs into three distinct groups listed below.

1. those government jobs that were obviously tourism-related
2. general government services like police and firefighting, and
3. those government that had no direct connection to tourism like education, social and national security (Dept. of Defense) jobs.

This report is also available on the internet at <http://www.dola.state.co.us/demog/cbef/tourism-gvt.pdf>. **The current report uses the proportions assigned to government jobs in 1999 data, and are drawn from administrative categories in Federal, State and Local government.**

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<sup>6</sup> *Tourism Related Government Jobs*. A report prepared in partnership with the USDA Forest Service, the USDI Bureau of Land Management, the Demography Section of the Colorado Dept. of Local Affairs (DOLA), and the Colorado Tourism Office. Prepared by the Center for Business and Economic Forecasting, Inc. June 20, 2001.