

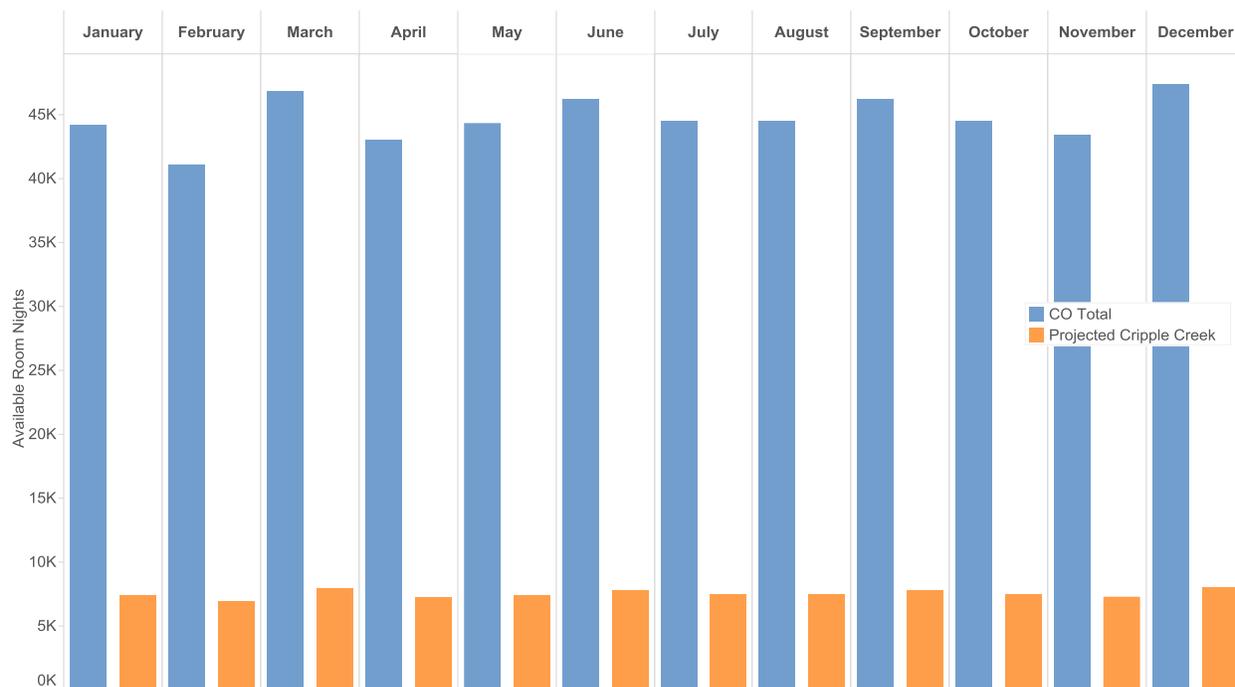
Local Visitation Projections

According to the Southern Teller County Focus Group (a local nonprofit that develops and promotes educational and recreational opportunities in Southern Teller County) it is estimated that there are 300,000 to 500,000 visitors to Cripple Creek, Colorado and 30,000 regional trail users annually in the Victor area. The wide variations in visitor estimates are an indication that systematic evaluations of tourism have not been taking place and that accurate data is relatively hard to obtain. However, Cripple Creek has recently installed traffic counters that should provide upgraded information in the future, including data on seasonal variations, and on visitation during special events.

One of the findings from this analysis is that the available lodging base is limited, although new units are being constructed in Cripple Creek at this time. Occupancy data on the existing inventory should be explored, and additionally, lodging data for Rental by Owner units could be better tracked in the future. In many communities efforts to understand the performance of such units has led to regulation and, as a result, better information on the inventory and performance of such units.

The available data suggest that occupancy for casinos in the state of Colorado averages between 74 and 93 percent (depending on month). The data also show that annual visitation is relatively flat month to month. This is markedly different than visitation patterns to the mountain resort communities and it represents one of the relative advantages experienced by both Cripple Creek and Victor. The opportunity to draw visitors in all months is suggested by the data. Clearly, the overnight visitors to Cripple Creek, along with day visitors, represent another clear marketing opportunity for Victor. While gaming is the primary motivation for visiting Cripple Creek for the large majority of visitors, the RRC research showed that there is a segment of visitors looking for more to do, and different types of experiences. With total visitation of over 300,000 annually, the pool of potential visitors to Victor is large.

Figure 1
Available Casino Room Nights: 2014



Source: Colorado Division of Gaming 2014 Fact Book & Abstract

Among the local attractions there were an estimated 9,500 annual visitors to the VLT Museum and 3,379 visitors to the Visitor Center in 2015.