

## Regional Visitation Projections

The region around Victor, Colorado generates visits to various tourist destinations. These include the city of Colorado Springs, Pikes Peaks and the surrounding communities, Arkansas Headwaters State Park, Royal Gorge Bridge Park, and the Fossil Beds.

Colorado Springs offers opportunities for Victor on a variety of fronts. Population growth in the city provides the increased opportunity for visitation to the Victor area. In addition, it is projected that Colorado Springs generates in excess of 5M visitors annually. The city actively promotes not just tourist attractions located within the city limits but also day excursions in the surrounding area, which if promoted correctly could generate increased visitation to the Victor area for those interested in outdoor and touring options.

The Arkansas Headwaters State Park hosted an estimated 795,000 participants in activities in 2014 (note, this may include multiple counting of the same individuals), up 10.7 percent from the 2013 figure of 718,000. For purposes of this analysis we conservatively estimate total visitation at approximately 710,000 individuals. According to the Arkansas Headwaters Recreation Area Annual Report (2014) these visits can be broken down as follows:

ACTIVITY	2014 PEOPLE	2013 PEOPLE	'13 TO '14 % CHANGE
Sightseeing	289,958	248,575	+16.6%
Fishing			
Shore	75,157	68,060	+10.4%
Boat	5,189	5,090	+1.9%
Picnicking	42,877	37,093	+15.6%
Boating			
Commercial	239,794	224,600	+6.8%
Private	22,280	19,588	+12.1%
Trail Use	23,743	20,094	+15.4%
Interpretive/Events	16,121	15,577	+3.5%
Camping	40,876	36,669	+10.3%
Other (Minerals, Visitor Center, Hunting, Other)	38,715	38,183	+1.1%

Source: Arkansas Headwaters Recreation Area Annual Report (2014)

The most identified activity at the Park is sightseeing with about 36 percent of the total, followed by boating (33 percent), fishing (10 percent) and picnicking (5 percent). While Victor (and Cripple Creek) are not competitive in boating, the more passive activities (including fishing) all represent opportunities. The key conclusion is that there are in excess of 700,000 visitors to the relatively nearby park and Victor could potentially look for ways to reach out to viable segments of this group, particularly those “touring” or sightseeing, to encourage visitation to/through Victor. Further, the strong growth in all categories, but particularly

“sightseeing” is worth noting. We believe this segment of Colorado visitors will continue to expand and it is one area of particular potential for Victor.

Similarly, the Fossil Beds and Royal Gorge Bridge State Park also represent relatively proximate attractions with substantial visitation. All of these areas are within 50 miles of Victor and all are candidates for gaining some visitors beyond those that are currently coming to Victor. These geographic relationships are illustrated by the two images below. The sheer magnitude of nearby visitation to the nearby attractions suggest that there could be significant additional opportunities for Teller County and Victor if marketed effectively.

