

Visitation Profile

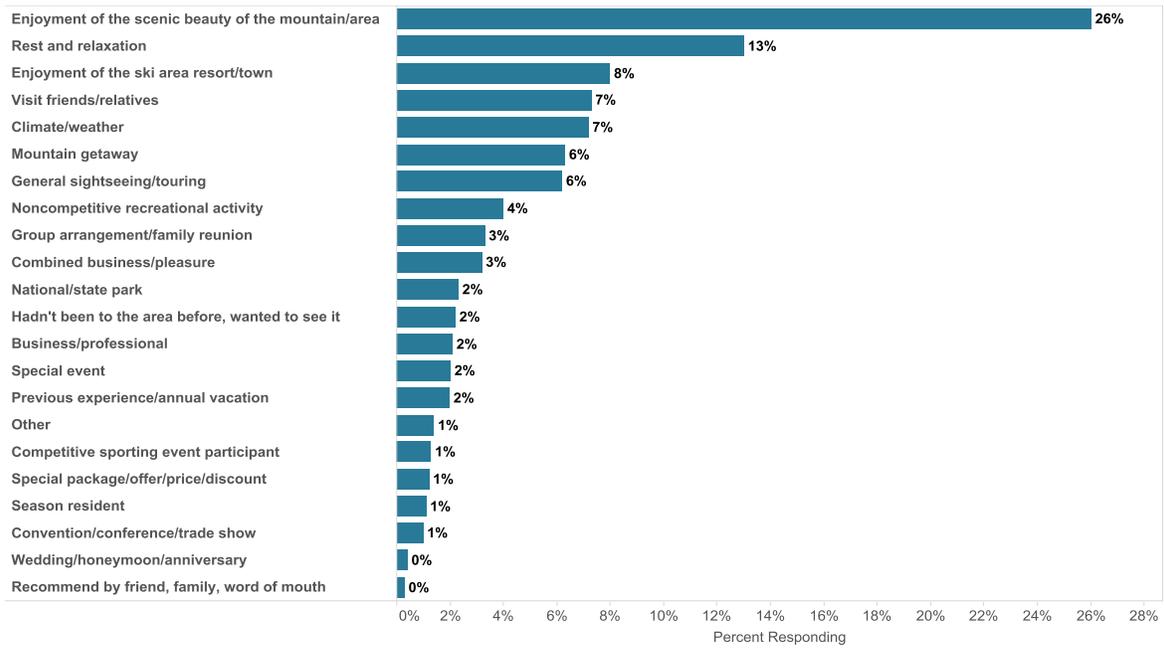
In a 1993 study by RRC Associates for the Town of Cripple Creek (a dated resource, however useful in that it is the only survey-based study of its kind that is available), the visitors to the Cripple Creek/Victor area were most likely to be from Colorado (52 percent) compared with 48 percent out of state. Of the Colorado visitors, half were estimated to be from Colorado Springs and another quarter were from Denver or Pueblo. The Colorado visitor primarily visited the region for day trips (approximately 85 percent of Colorado visits were day visits). In other words, the importance of day visitation is confirmed, and economic opportunities should be considered in light of this visitation being predominant, especially by those visitors originating in Colorado.

This study asked Cripple Creek visitors to evaluate a number of aspects of the experience in the community. These respondents indicated relative dissatisfaction with the lack of variety of non-gaming activities, and with entertainment and shows. Further, in terms of recommended improvements they identified an expansion of commercial/shopping opportunities, and lodging to be priorities. These findings provide some direction in terms of opportunities as Victor looks to leveraging tourism and further enhancing the complimentary relationship between Victor and Cripple Creek.

In 2014, a study of national trends in summer visitation to mountain towns examined visitation patterns and motivations for visiting.¹ Respondents to this study were asked the “most important reason for making a mountain getaway?” from a long list of motivations. As illustrated below, the most important reason was the “enjoyment of the scenic beauty of the mountain/area” (26 percent) followed by rest and relaxation (13%).

¹A presentation by RRC Associates at a CAST (Colorado Association of Ski Towns) Meeting, Durango, CO, Aug 2014.

Figure 1
Most Important Reason for Trip to Mountain Area: CAST Presentation 2014



Source: CAST Meeting Durango, CO August 2014