
PAGOSA SPRINGS
SUMMER VISITOR SURVEY 2007
Summary of Results – November 2007

Prepared for
The Town of Pagosa Springs

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INTRODUCTION

A survey research program was launched this past summer among visitors to Pagosa Springs in order to analyze vacation patterns, visitor origins, and the quality of experience while in town. The study was commissioned by the Town of Pagosa Springs Tourism Committee and was comprised of two phases. The primary phase consisted of a brief intercept survey where visitors were asked about details of their trip, advertisement recall, demographic questions and whether they were willing to participate in a more in-depth follow up survey. that would either be mailed or emailed to them. The secondary phase consisted of a more in-depth survey that was mailed or emailed to households after their visit. The longer follow-up survey further probed the visitors' trip planning process, ratings of the town and their actual experience, and additional characteristics of the visitors.

The intercept surveys were conducted throughout the summer on a variety of days, which included weekdays, weekends, holidays, days of special events, and non-event days. These surveys were conducted throughout the downtown area including the Visitor's Center and Riverfront Park. As an incentive, respondents who completed the interviews were entered into a drawing for three \$100 gift certificates at a local supermarket (in Pagosa Springs or their hometown). A total of 743 intercept surveys were completed over the course of the summer (from June 16 to September 10, 2007).

The second phase of the program consisted of the mail/email follow up surveys that were lengthier and probed in considerably more depth vacation and experiential issues related to their trip to Pagosa Springs. A total of 65 surveys were returned, representing a low overall response rate. Most respondents elected to participate in the web version (54 surveys completed) as compared to the mail version (11 surveys completed). As a supplement to this, an email invite was then sent to people who had either stayed at a lodging property in Pagosa Springs or had requested visitor information through the Chamber's website. A total of 254 additional surveys were completed through this process resulting in a total of 319 follow up surveys.

In general, the following analysis is based on the intercept survey. The follow-up data is presented as a supplement to the intercept data in order to offer more detail in areas such as experience ratings, and trip-planning decisions.

Throughout this report, comparisons are made between first-time and previous visitors to Pagosa Springs because often there are differences in the profile, behavioral patterns, motivations, etc. of those who have visited the area before compared to those who have not. Another "segmentation" of the data presented compares "visitor type" - whether the person is a day visitor (not from the local area and not staying overnight in Pagosa) or overnight visitor (staying at least one night in Pagosa Springs). When appropriate, overnight visitors are further segmented by Colorado and out-of-state overnight visitors. Again, variances in behavior and profile are presented to better understand the patterns of these sub-markets within the overall visitor population.

Further segmentations of the visitor data include a breakdown by geographic market of Pagosa's primary regional markets (Colorado, New Mexico, Arizona, and Texas) as outlined in the Town Tourism Committee and Area Chamber of Commerce's 2007 Media Rationale. Also based on the Media Rationale are segmentations of the data by age to show characteristics of Pagosa's primary target audiences in the 36 to 54 year and 21 to 35 year age ranges.

Comparisons are also made throughout this report to the community survey that was conducted in Pagosa Springs in 2004. While the 2004 survey included both visitors and locals, for the purposes of this report, only visitor responses to the 2004 intercept survey are used for comparisons.

Examples of the survey instruments with a summary of responses are attached to this report. Additional data tables and complete sets of comments were provided to the Town under separate cover.

SUMMARY OF KEY FINDINGS AND OBSERVATIONS

Pagosa Springs visitors are likely to be over 55 years (51 percent), with an average age of 53 years and most likely to be "empty-nest" households (couples or singles with children no longer living at home). In comparison to 2004, respondents were older – a current average of 53 years compared to 50 years.

Empty-nesters made up 41 percent of visitors in 2004, compared to 55 percent this year. Taken together, the age and household measures suggest that Pagosa's visitors are changing in a manner that will be increasingly problematic as the Town works to position itself.

It is interesting to compare the profile of first-time visitors to those who have visited Pagosa Springs in the past. The data indicate that 37 percent of visitors are on their first visit to Pagosa Springs, up from 31 percent in 2004. Examining this data by state, we find that Texas, Arizona, and California are particularly likely to be first-time visitors. We believe these increases are healthy.

Overall, the largest proportion of visitors to Pagosa Springs is from Texas (21 percent of visitors), followed by New Mexico (17 percent), and Colorado (15 percent). The secondary markets include Arizona (8 percent), California (6 percent), Oklahoma (4 percent), and Kansas (3 percent).

In comparison to the visitor distribution in 2004, there was a noticeable shift this year among the top three states. In 2004, 30 percent of visitors to Pagosa Springs were from Colorado (compared to 15 percent this year), while 15 percent of visitors were from Texas (compared to 21 percent this year), and 10 percent were from New Mexico (compared to 17 percent in 2007).

Respondents were asked about their awareness of advertisements for Pagosa Springs prior to their trip and which methods of advertisement they recalled. Overall, 49 percent of all respondents recalled seeing or hearing an advertisement about Pagosa Springs prior to their

trip. This shows a significant improvement over 2004 when 27 percent of visitors recalled seeing or hearing an ad for Pagosa prior to their trip, indicating that visibility is improving.

Brochures, magazines, and the Internet are the most identified sources of ad awareness. There are differences in household awareness by type of advertising identified. These findings are important, reinforcing the importance of the Internet in reaching younger audiences.

The follow-up survey also asked respondents' awareness of the new advertising campaign currently used for Pagosa Springs "What's your rush?" To date, the campaign shows only 6 percent of respondents overall indicated they were aware of the campaign, but awareness was slightly higher among previous visitors to Pagosa Springs, empty-nesters, and respondents between the ages of 55 and 64 (9 percent of each segment indicating awareness).

The proportions spent by the Town on each media type were evaluated. Overall, the budgeted amounts correspond closely with the percentages of respondents identifying that type of ad. While newsprint and billboards had the lowest index scores, the difference was rather small and therefore indicates relatively efficient usage of the budget. Brochures, guides, and directories and Magazines had higher scores, but Internet was by far the most significant source of ad recall in terms of the amount of visitors in comparison to the cost.

Visitors were also asked if they consulted Pagosa Springs' website prior to their visit. Overall, 20 percent of respondents indicated that they did consult the website. In regards to visitor type, first-time visitors were more likely to visit the website than repeat visitors (23 percent compared to 18 percent) and overnight visitors more than day visitors (27 percent compared to 5 percent).

RESPONDENT PROFILE

The series of tables below presents the overall demographic profile of respondents to this year's survey in addition to cross tabulations by first-time visitors vs. repeat visitors, visitor type, and geographic origin.

Overall Demographic Profile: Pagosa Springs visitors are likely to be over 55 years (51 percent), with an average age of 53 years and most likely to be "empty-nest" households (couples or singles with children no longer living at home). More than half of respondents (55 percent) indicated that they have grown children no longer living at home, in comparison to 29 percent who have children still living at home, and 16 percent with no children (10 percent couples, and 6 percent singles).

In comparison to 2004, visitors this year are slightly older and more likely to be empty-nesters. The average age of visitors in 2004 was 50 years (in comparison to 53 years in 2007), with the most significant shift in the proportion of respondents over the age of 55 (37 percent of respondents in 2004, compared to 51 percent of respondents this year). Empty-nesters made up 41 percent of visitors in 2004, compared to 55 percent this year.

First-Time vs. Previous Visitor: It is interesting to compare the profile of first-time visitors to those who have visited Pagosa Springs in the past. As shown in the following table, the data show that 37 percent of visitors are on their first visit to Pagosa Springs, up from 31 percent in 2004. First-time visitors are younger (average age of 51) and slightly more likely to have children living at home (34 percent) compared to previous visitors (26 percent). Previous visitors are more likely to be older (average age of 55) with children no longer at home (59 percent of previous visitors are empty nesters, compared to 48 percent of first-time visitors). We are particularly interested in the origins of first-time visitors because this measure indicates success in marketing. One goal of the marketing effort should be to expose and attract new visitors. The "first-time" survey question measures this performance.

Visitor Type Comparison: Day visitors to Pagosa Springs are slightly older than their overnight counterparts and are more likely to be empty-nesters. The average age of day visitors is 54 years old in comparison to overnight visitors from Colorado (51 years) and overnight visitors from outside Colorado (53 years). While all visitor types are made up by a large proportion of empty nesters (61 percent of day visitors; 47 percent of Colorado overnight visitors; 54 percent of Out-of-state overnight visitors), Colorado overnight visitors are more likely than other respondents to have children still living in their household.

Geographic Origin: When looking at visitor profiles by geographic origin and specifically of Pagosa's top markets (by state), visitors from Colorado and New Mexico tend to be younger than the overall average, while visitors from Arizona and Texas tend to be older. In comparison to the average age of respondents overall (53 years), the average age of visitors from Colorado is 48, followed by New Mexico at 49, Texas at 56, and Arizona at 58. Based on these average ages, it is no surprise that visitors from Colorado and New Mexico are more likely to still have

children living at home, while visitors from Texas and Arizona are more likely to be empty-nesters.

TABLE 1
RESPONDENT PROFILE
COMPARISON BY NUMBER OF PREVIOUS VISITS AND VISITOR TYPE

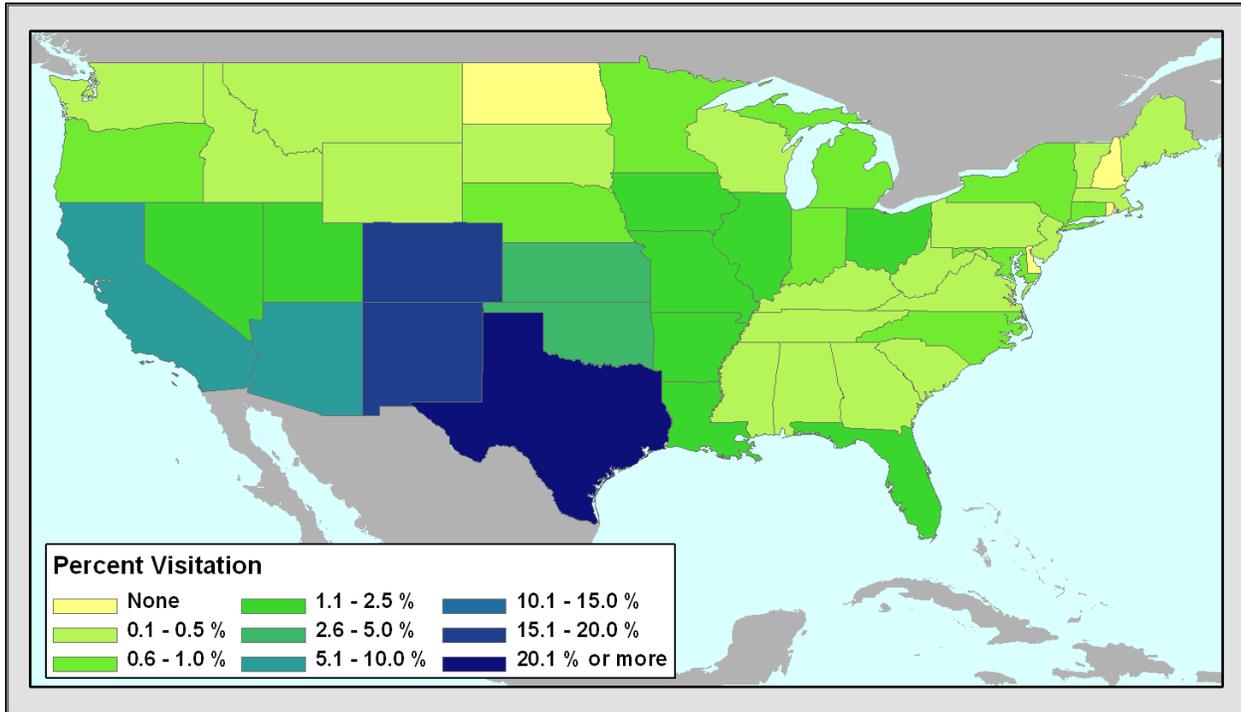
	Overall	First-time visitor	Previous Visitor	Day visitors	CO overnight visitors	Out-of-state overnight visitors
Age of respondent						
under 18	1%	0%	2%	0%	1%	2%
18-24	3%	5%	2%	2%	3%	5%
25-34	7%	7%	7%	5%	10%	7%
35-44	14%	18%	12%	13%	19%	13%
45-54	24%	29%	22%	28%	19%	21%
55-64	26%	25%	26%	23%	29%	28%
65-74	20%	12%	24%	22%	18%	20%
75 or older	5%	3%	6%	6%	1%	5%
<i>Average</i>	<i>53.3 yrs.</i>	<i>50.5 yrs.</i>	<i>54.9 yrs.</i>	<i>54.4 yrs.</i>	<i>51.4 yrs.</i>	<i>53.1 yrs.</i>
Family Status						
Single, no children	6%	6%	6%	4%	6%	7%
Couple, no children	10%	12%	9%	11%	11%	10%
Household with children living at home	29%	34%	26%	24%	36%	29%
Household with grown children no longer at home	55%	48%	59%	61%	47%	54%

VISITOR ORIGIN

Overall, the largest proportion of visitors to Pagosa Springs is from Texas (21 percent of visitors), followed by New Mexico (17 percent), and Colorado (15 percent). The secondary markets include Arizona (8 percent), California (6 percent), Oklahoma (4 percent), and Kansas (3 percent).

In comparison to the visitor distribution in 2004, there was a noticeable shift this year among the top three states. In 2004, 30 percent of visitors to Pagosa Springs were from Colorado (compared to 15 percent this year), while 15 percent of visitors were from Texas (compared to 21 percent this year), and 10 percent were from New Mexico (compared to 17 percent in 2007).

FIGURE 1
 PAGOSA SPRINGS VISITOR DISTRIBUTION BY STATE OF PRIMARY RESIDENCE



Among first-time visitors, Texas dominates the market, making up 20 percent of Pagosa’s first-time visitors. New Mexico, Colorado, and Arizona also made up a significant proportion of the first-visitors with between 9 and 10 percent from each state. Previous visitors were more concentrated among the top three states, evidence of strong repeat visitation from New Mexico (22 percent), Texas (21 percent), and Colorado (18 percent).

When looking at the home states of day (not from the local area and not staying the night in Pagosa) vs. overnight visitors (staying at least one night in Pagosa), there is also notable penetration in the Texas market, with 21 percent of day visitors and 21 percent of overnight visitors from Texas. As expected, Colorado and New Mexico also make up a noticeable portion of day visitors to Pagosa Springs (16 percent and 14 percent, respectively), followed by Arizona with 9 percent of day visitors. Similarly, overnight visitors were mostly from New Mexico (18 percent), Colorado (14 percent), Arizona (8 percent), and California (7 percent).

TABLE 2
VISITOR ORIGIN BY STATE

	Overall	First-time visitors	Previous visitors	Day visitors	Overnight visitors
STATE OF RESIDENCE					
Texas	21%	20%	21%	21%	21%
New Mexico	17%	10%	22%	14%	18%
Colorado	15%	9%	18%	16%	14%
Arizona	8%	9%	7%	9%	8%
California	6%	7%	4%	4%	7%
Oklahoma	4%	2%	6%	6%	3%
Kansas	3%	2%	3%	5%	2%
Missouri	2%	3%	1%	1%	2%
Ohio	2%	4%	1%	1%	2%
Utah	2%	2%	2%	2%	2%
Louisiana	2%	1%	2%	1%	2%
Florida	2%	2%	1%	1%	2%

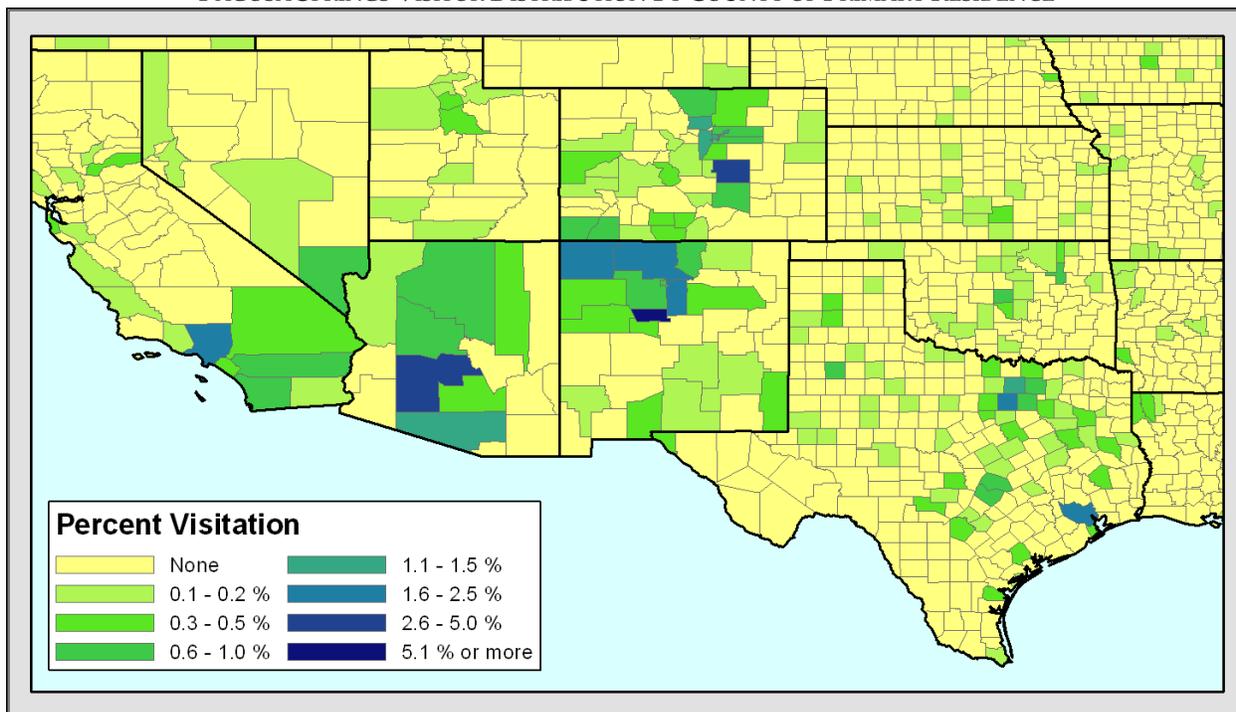
TABLE 3
VISITOR TYPE OF TOP STATES

	First-time visitors	Previous visitors	TOTAL	Day visitors	Overnight visitors	TOTAL
STATE OF RESIDENCE						
Texas	36%	64%	100%	31%	69%	100%
New Mexico	21%	79%	100%	26%	74%	100%
Colorado	23%	77%	100%	35%	65%	100%
Arizona	44%	56%	100%	35%	65%	100%
California	47%	53%	100%	23%	77%	100%
Oklahoma	13%	87%	100%	43%	57%	100%
Kansas	27%	73%	100%	56%	44%	100%
Missouri	62%	39%	100%	23%	77%	100%
Ohio	75%	25%	100%	25%	75%	100%
Utah	33%	67%	100%	42%	58%	100%
Louisiana	27%	73%	100%	18%	82%	100%
Florida	40%	60%	100%	18%	82%	100%

When looking at visitor origin by household composition, the data show that a large percentage of empty-nesters come from Texas (26 percent of empty nesters), while households with children living at home were primarily from New Mexico (23 percent) and Colorado (19 percent). Of the households with no children living at home, singles were primarily from Texas (19 percent), New Mexico (19 percent), and Colorado (17 percent), while couples were primarily from Colorado (20 percent) and New Mexico (19 percent).

The origins of visitors by county are illustrated in the following figure. It shows specifically the draw of Pagosa Springs from areas in Texas, New Mexico, Colorado, Arizona, and California, which are further probed in the next section of visitor origin by Designated Market Area (DMA).

FIGURE 2
 PAGOSA SPRINGS VISITOR DISTRIBUTION BY COUNTY OF PRIMARY RESIDENCE



When looking more closely at these areas by Designated Market Area (DMA) to examine the relative draw from major metropolitan areas, Albuquerque, Santa Fe, Denver, Dallas, and Phoenix were the primary markets followed by Colorado Springs, Los Angeles, and Houston. By this measure, Pagosa Springs is primarily a regional draw with 62 percent of its visitors originating in the southwest. This represents both opportunities and challenges in terms of marketing.

When looking at the origin of certain visitor types, there is a higher concentration of repeat visitors from the Albuquerque/Santa Fe and Denver markets than new visitors. First-time visitors are more likely from areas other than the top 12, compared to 38 percent of overall visitors and 31 percent of previous visitors). This is a positive indication that new visitors in a wide variety of areas are hearing about Pagosa Springs as a vacation spot. When looking specifically at first-time visitors who stayed overnight in Pagosa Springs, the largest proportion were from the Albuquerque/Santa Fe, Denver, and Dallas/Fort Worth areas. The Los Angeles market also had a relatively high percentage of first-time overnight visitors (5 percent), compared to 3 percent of overall visitors who were from the Los Angeles area.

TABLE 4
VISITOR ORIGIN BY DESIGNATED MARKET AREA, BY VISITOR TYPE

	Overall	First-time visitor	Previous Visitor	First-time visitor		Previous visitor	
				Day visitor	Overnight visitor	Day visitor	Overnight visitor
TOP DESIGNATED MARKET AREAS							
Albuquerque - Santa Fe -- AZ, CO, NM	18.8%	10.4%	24.6%	6.6%	12.6%	24.0%	22.8%
Denver -- CO, MT, NE, NV, SD, WY	9.6%	6.2%	11.6%	2.6%	8.2%	12.4%	11.0%
Dallas - Fort Worth -- TX	7.4%	7.9%	6.9%	7.9%	8.2%	9.1%	6.0%
Phoenix -- AZ, CA	6.7%	8.7 %	5.4%	10.5%	7.5%	5.8%	5.7%
Colorado Springs - Pueblo -- CO	3.5%	2.5%	3.8%	2.6%	2.5%	6.6%	2.5%
Los Angeles -- CA	3.2%	4.1%	2.4%	2.6%	5.0%	1.7%	2.8%
Houston -- TX	2.9%	3.7%	2.6%	5.3%	2.5%	1.7%	3.2%
Oklahoma City -- OK	2.2%	1.2%	2.8%	1.3%	1.3%	5.0%	1.8%
Austin -- TX	1.9%	0.8%	2.4%	2.6%		2.5%	2.5%
Wichita - Hutchinson -- KS, NE, OK	2.0%	0.8%	2.1%	2.6%		3.3%	1.8%
Tulsa -- KS, OK	1.7%	0.4%	2.6%	1.3%		3.3%	2.5%
Salt Lake City -- CO, ID, NV, UT	1.7%	1.7%	1.9%	3.9%	0.6%	1.7%	2.1%
Other DMAs	38.4%	51.6%	30.9%	50.2%	51.6%	22.9%	35.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Designated Market Areas (DMA) (also known as Area of Dominant Influence, ADI) are non-overlapping areas consisting of groups of counties surrounding a city in which broadcast stations based in that city reach.

TABLE 5
VISITOR TYPE OF TOP DESIGNATED MARKET AREAS

	First-time visitor	Previous Visitor	TOTAL
TOP DESIGNATED MARKET AREAS			
Albuquerque - Santa Fe -- AZ, CO, NM	19%	81%	100%
Denver -- CO, MT, NE, NV, SD, WY	23%	77%	100%
Dallas - Fort Worth -- TX	40%	60%	100%
Phoenix -- AZ, CA	48%	52%	100%
Colorado Springs - Pueblo -- CO	27%	73%	100%
Los Angeles -- CA	50%	50%	100%
Houston -- TX	45%	55%	100%
Oklahoma City -- OK	20%	80%	100%
Austin -- TX	17%	83%	100%
Wichita Falls & Lawton -- OK, TX	--	100%	100%
Tulsa -- KS, OK	8%	92%	100%
Salt Lake City -- CO, ID, NV, UT	33%	67%	100%

Empty-nesters are also less concentrated in the top markets than other respondents, with 44 percent of respondents from areas outside the top 12 markets, most likely representing retirees and the touring market who have more time and resources to travel longer distances and for larger periods of time. Other visitors are relatively more concentrated in the top markets (as shown in the following table), particularly households with children from Albuquerque/Santa Fe and couples without children from Denver and Phoenix.

TABLE 6
VISITOR ORIGIN BY DESIGNATED MARKET AREA

	Overall	Single, no children	Couple, no children	Children at home	Empty-nester
TOP DESIGNATED MARKET AREAS					
Albuquerque - Santa Fe -- AZ, CO, NM	18.8%	22.0%	19.1%	26.7%	14.2%
Denver -- CO, MT, NE, NV, SD, WY	9.6%	9.8%	14.7%	10.4%	8.4%
Dallas - Fort Worth -- TX	7.4%	9.8%	5.9%	5.0%	8.4%
Phoenix -- AZ, CA	6.7%	4.9%	10.3%	4.5%	7.4%
Colorado Springs - Pueblo -- CO	3.5%	4.9%	2.9%	5.4%	2.2%
Los Angeles -- CA	3.2%	7.3%	1.5%	4.5%	2.5%
Houston -- TX	2.9%	2.4%	1.5%	2.0%	3.8%
Oklahoma City -- OK	2.2%		2.9%	2.5%	2.2%
Wichita - Hutchinson -- KS, NE, OK	2.0%		1.5%	2.0%	2.5%
Austin -- TX	1.9%	4.9%	1.5%	2.0%	1.6%
Tulsa -- KS, OK	1.7%	2.4%	2.9%	1.0%	1.9%
Salt Lake City -- CO, ID, NV, UT	1.7%		2.9%	3.0%	1.1%
Other DMAs	38.4%	31.6%	32.4%	31.0%	43.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

*Designated Market Areas (DMA) (also known as Area of Dominant Influence, ADI) are non-overlapping areas consisting of groups of counties surrounding a city in which broadcast stations based in that city reach.

ADVERTISING AND WEB SITE

Advertisement Awareness

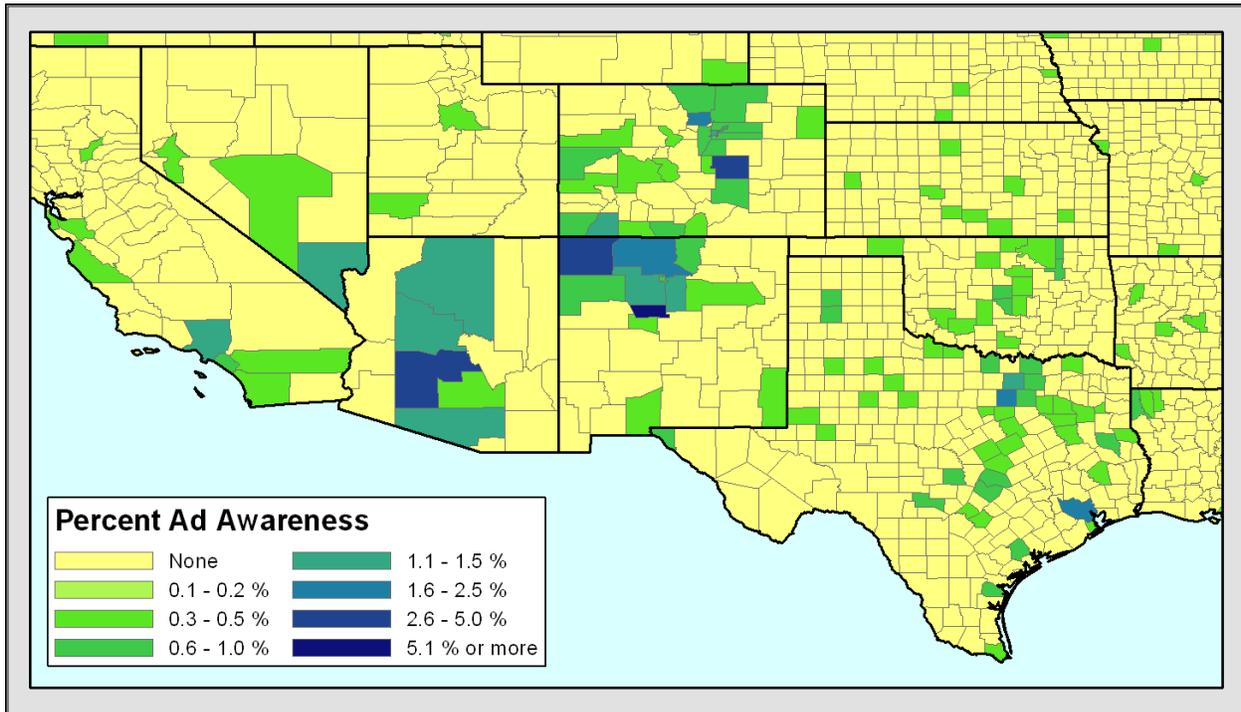
Respondents were asked about their awareness of advertisements for Pagosa Springs prior to their trip and which methods of advertisement they recalled. Overall, 49 percent of all respondents recalled seeing or hearing an advertisement about Pagosa Springs prior to their trip. This shows a significant improvement over 2004 when 27 percent of visitors recalled seeing or hearing an ad for Pagosa prior to their trip.

Awareness and ad recall was higher among empty-nesters (55 percent), day visitors (52 percent), and as expected, previous visitors (56 percent). The data show that 38 percent of first-time visitors recalled seeing or hearing ads prior to their visit and 46 percent of overnight visitors recalled ads.

When looking specifically at awareness of ads among Pagosa's main geographic markets, visitors from Colorado and Texas were the most likely to have seen or heard advertisements, with 56 percent of Colorado visitors and 53 percent of Texas visitors indicating that they had seen or heard an advertisement prior to their trip. While ad awareness was lower among visitors from New Mexico and Arizona, both states were at consistent levels with the overall average (49 percent and 48 percent, respectively).

As shown in the following map, respondents who were aware of advertisements were primarily concentrated in Arizona, northern New Mexico, and the Colorado Front Range. While Texas has a high percentage of visitors who were aware of Pagosa’s advertisements, they are more spread out throughout the entire state rather than concentrated in metro areas.

FIGURE 3
 PAGOSA SPRINGS AD AWARENESS BY COUNTY OF PRIMARY RESIDENCE



The following table shows ad awareness among respondents from each of the top 12 states. The top four states, by total visitation, (Texas, New Mexico, Colorado, and Arizona) have similar levels of awareness (between 48 and 56 percent of respondents recalled seeing an ad prior to their trip). The states with the highest level of ad awareness were Louisiana, Oklahoma, Colorado and Texas.

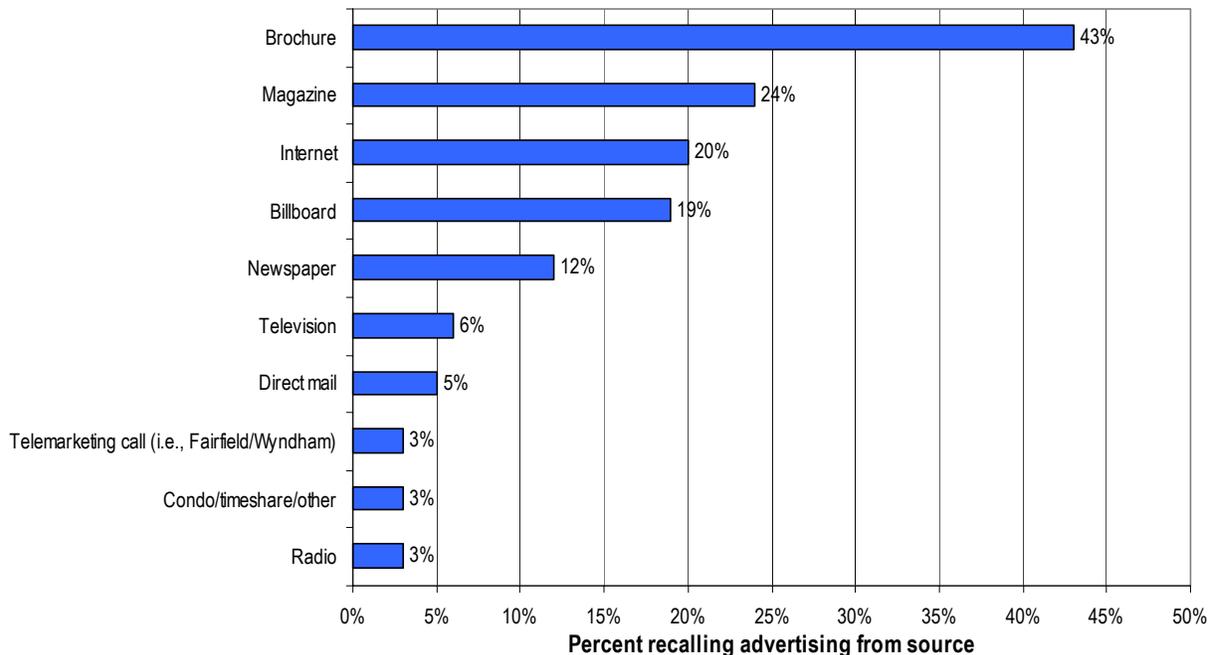
TABLE 7
AD AWARENESS BY STATE

STATE OF RESIDENCE	Prior to this trip, do you recall seeing or hearing any advertisements about Pagosa Springs?		
	Yes	No	TOTAL
Texas	53%	47%	100%
New Mexico	49%	51%	100%
Colorado	56%	44%	100%
Arizona	48%	52%	100%
California	34%	66%	100%
Oklahoma	67%	33%	100%
Kansas	44%	56%	100%
Missouri	33%	67%	100%
Ohio	25%	75%	100%
Utah	17%	83%	100%
Louisiana	73%	27%	100%
Florida	27%	73%	100%

Source of Advertisements

Of the respondents who indicated they had seen or heard an ad for Pagosa Springs before their visit, brochures were the most mentioned method (by 43 percent of overall respondents), followed by magazines (24 percent), Internet (20 percent), billboards (19 percent), and newspapers (12 percent). Sources cited less frequently were television (6 percent), direct mail (5 percent), radio (3 percent), condos/timeshares (3 percent), and telemarketing calls (3 percent).

FIGURE 4
SOURCE OF ADVERTISEMENT



In comparison to 2004, recall of brochures increased (29 percent in 2004, compared to 43 percent this year) along with billboards (9 percent in 2004, compared to 19 percent currently). Recall of Internet ads remained the same at 20 percent, while recall of newspaper ads declined from 20 percent in 2004 to 12 percent this year.

First time-visitors were more likely to have seen an ad on the Internet than previous visitors (30 percent, compared to 15 percent), while previous visitors were more likely to have seen or heard an ad or article in a magazine, billboard, or newspaper. When comparing day and overnight visitors, day visitors were more likely to have awareness of brochures, while overnight visitors indicated that they had seen ads/articles on the Internet more than the overall average.

Analysis of advertisement sources by family status indicated that brochures were a particularly effective method of reaching empty-nesters, while the Internet was relatively effective for reaching other households. Similarly, respondents between the age of 21 and 35 indicated that the Internet and billboards were the main sources of where they had seen or heard about Pagosa prior to their trip (33 percent of respondents in this age group indicated each of these).

Ad source data by state origin of respondents was consistent with overall responses with the exception of the following sources which were cited more frequently in the states listed:

Source:	Cited more frequently by respondents in:	Compared to Overall Response Average:
Brochure	Texas (52 percent) and Arizona (44 percent)	43 percent
Internet	New Mexico (24 percent)	20 percent
Billboard	Texas (27 percent) and New Mexico (24 percent)	19 percent
Newspaper	Colorado (30 percent)	12 percent

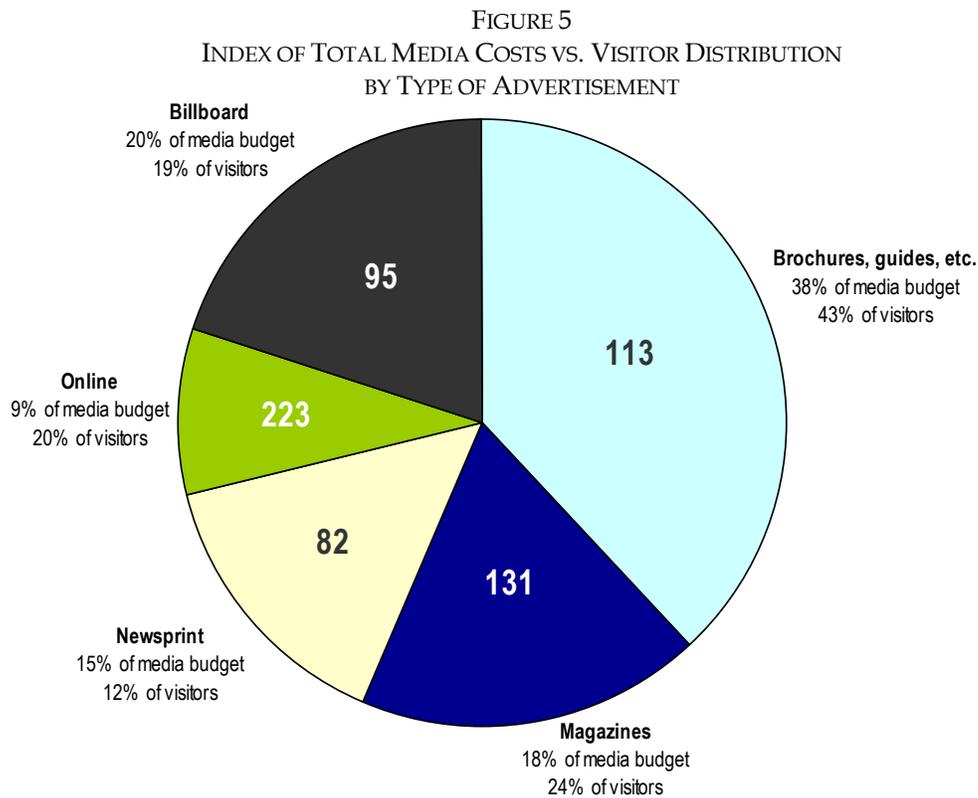
The follow-up survey also asked respondents' awareness of the new advertising campaign currently used for Pagosa Springs "What's your rush?" Only 6 percent of respondents overall indicated they were aware of the campaign, but awareness was slightly higher among previous visitors to Pagosa Springs, empty-nesters, and respondents between the ages of 55 and 64 (9 percent of each segment indicating awareness). Of the open-ended comments provided, respondents indicated the advertising campaign was an accurate statement of Pagosa's atmosphere, but was not always memorable (a sampling of comments is shown below).

- Accurate representation of laid back resort / spa / golf activities.*
- Did not influence our stay, but, was catchy.*
- Nice catch phrase*
- Okay, but I didn't remember it until it was asked.*

The following chart depicts the approximate percent breakdown of the Town's tourism media budget. Brochures, guides, and directories make up the largest proportion of the media budget (38 percent), followed by billboards (20 percent), magazines (18 percent), newsprint (15 percent), and Online (9 percent). Also listed in the chart are the proportions of Pagosa visitors who recalled seeing advertisements or articles for each of the sources, along with an index calculation based on the proportion of visitors per media type to the proportion of budget spent per media type (index scores greater than 100 indicate more visitors recalled the media type

than was proportionately spent on it and scores less than 100 indicate more is being spent proportionately on the media type than is generating visitors).

The proportions spent on each media type overall are relatively congruent with the percent of visitors who recalled each of these advertisement types. While newsprint and billboards had lower index scores, the difference was rather small and therefore indicates relatively efficient usage of the budget. Brochures, guides, and directories and Magazines had higher scores, but Internet was by far the most significant source of ad recall in terms of the amount of visitors in comparison to the cost.



Website

Visitors were also asked if they consulted Pagosa Springs’ website prior to their visit. Overall, 20 percent of respondents indicated that they did consult the website. In regards to visitor type, first-time visitors were more likely to visit the website than repeat visitors (23 percent compared to 18 percent) and overnight visitors more than day visitors (27 percent compared to 5 percent).

Based on the responses of ad awareness from the Internet among singles, couples, and households with children, it is no surprise that these household types yielded higher levels of Website visitation prior to their visit than empty-nesters. Households with children at home were the most likely to have visited Pagosa’s website (28 percent of respondents), followed by 23 percent of couples with no children, 21 percent of singles, and 14 percent of empty-nesters. Pagosa’s primary target audiences had similar levels of website visitation as the overall average.

Specifically, 24 percent of 36-54 year-olds had visited Pagosa’s website before their trip and 23 percent of 21-35 year-olds had visited the website.

Usage of Pagosa’s website was highest among visitors from Arizona (26 percent of visitors had visited the website prior to their trip), Colorado (23 percent), and New Mexico (21 percent). Visitors from Texas were substantially less likely to have used the website (14 percent), which is consistent with the usage level of empty-nesters overall, which make up a large proportion of visitors from Texas.

The follow-up survey asked respondents who had visited Pagosa’s website to rate it overall. Ratings of the site were favorable, with 70 percent rating the site “very good” or “excellent,” and only 4 percent indicating that it was “poor.”

VACATION PATTERNS

Table 6 below shows vacation patterns of respondents overall and specifically broken out by first-time and previous visitors. The average size of each travel party was 3.6 people, although 48 percent indicated that they were traveling with only one other person. The majority of respondents were overnight visitors in the area (68 percent). The average trip length was almost 14 days, with 71 percent of respondents indicating that they would be away from home for six or more nights on their current trip. On average, respondents stayed in Pagosa Springs for approximately five nights during their trip, with 55 percent of respondents staying there two nights or less (including visitors who indicated “0” nights in Pagosa, day visitors).

First-Time vs. Previous Visitor: As shown in the following table, the average travel party size for first-time and repeat visitors was consistent with overall visitors (between 3.6 and 3.8). While first-time visitors tended to take longer trips (15.2 nights, compared to 12.7 nights), repeat visitors stayed in Pagosa Springs slightly longer during their trip (5 nights for repeat visitors compared to 4.7 nights for first-time visitors).

TABLE 8
VACATION PATTERNS

	Overall	First-time Visitor	Previous Visitor
Number of people in travel party			
By yourself	5%	3%	7%
2 people	48%	47%	47%
3-5 people	35%	38%	34%
6-10 people	8%	7%	9%
More than 10 people	4%	4%	3%
Average	3.6	3.8	3.6
Are there children under 18 in your party?	31%	33%	30%
Number of people in travel party aged 7 or under			
None	80%	77%	80%
One or more	20%	23%	20%
Average	0.4	0.3	0.4
Number of people in travel party aged 8-12			
None	84%	83%	84%
One or more	16%	17%	16%
Average	0.3	0.3	0.2

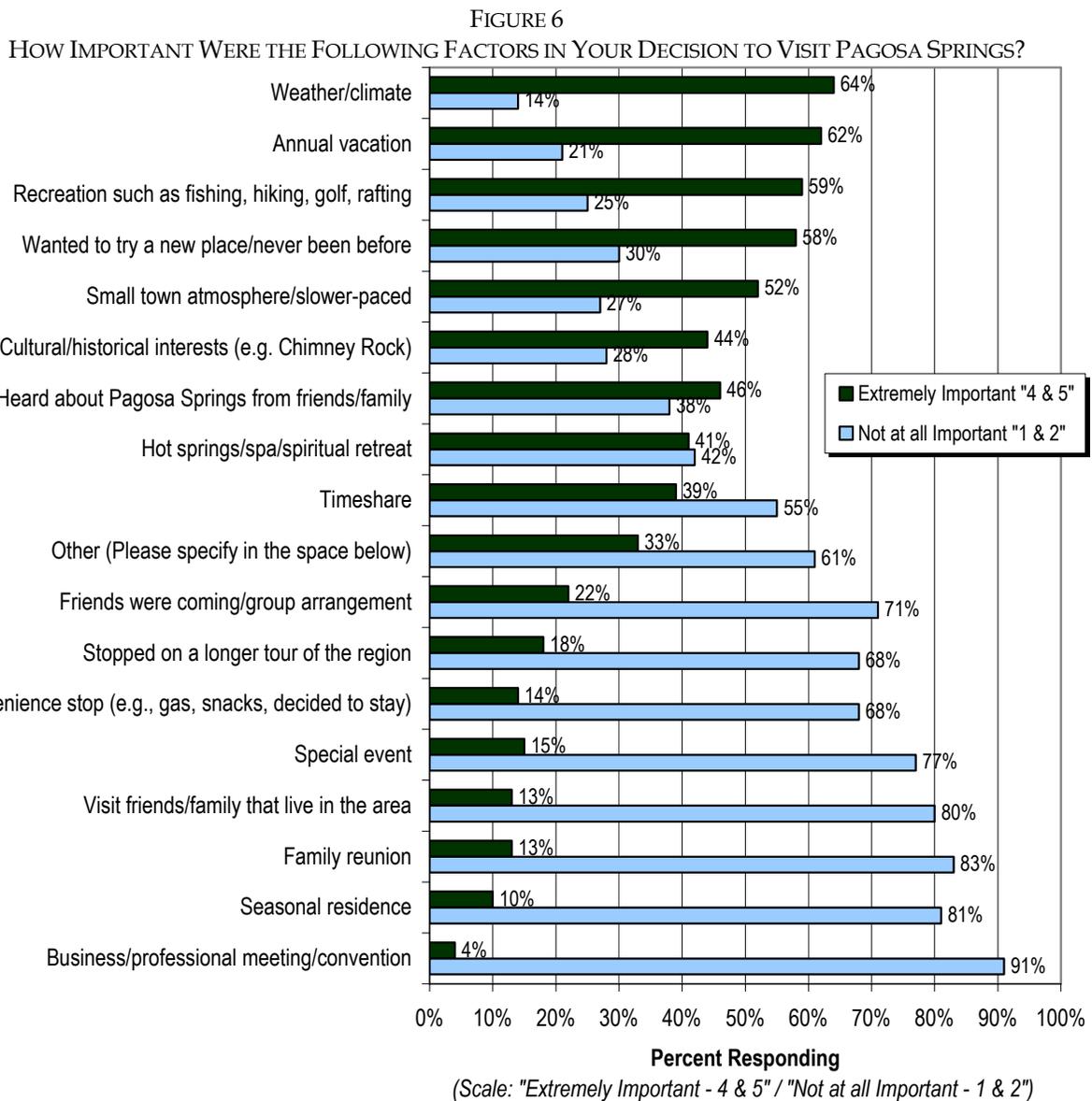
Number of people in travel party aged 13-17			
None	86%	86%	86%
One or more	14%	14%	14%
<i>Average</i>	0.2	0.2	0.3
Visitor Type			
Staying overnight in the area	68%	66%	69%
Visiting the Pagosa Springs area just for the day	32%	34%	31%
If from outside Colorado, how did you travel to Colorado? (Follow-up survey)			
Private vehicle	66%	--	--
Airline	22%	--	--
Rental vehicle	5%	--	--
RV	4%	--	--
Train	1%	--	--
Other	2%	--	--
IF from Colorado, or once you arrived in Colorado, what was your primary method of travel to Pagosa Springs? (Follow-up survey)			
Private vehicle	70%	--	--
Rental vehicle	25%	--	--
RV	3%	--	--
Other	1%	--	--
Number of nights away from home			
None	2%	--	3%
1-2 nights	10%	6%	13%
3-5 nights	17%	13%	19%
6-10 nights	38%	45%	34%
More than 10 nights	33%	36%	31%
<i>Average</i>	13.7	15.2	12.7
Number of nights in the Pagosa Springs area this trip			
None	32%	34%	31%
1-2 nights	23%	22%	24%
3-5 nights	17%	16%	17%
6-10 nights	20%	22%	19%
More than 10 nights	8%	6%	9%
<i>Average</i>	4.8	4.7	5
Accommodations Type (Follow-up survey)			
Timeshare	43%	--	--
Hotel/motel	21%	--	--
Stayed with family/friends	7%	--	--
Rented condominium	7%	--	--
Rented home/duplex	6%	--	--
Tent campground	4%	--	--
RV Park	4%	--	--
Guest ranch	4%	--	--
Own accommodations	2%	--	--
Bed and Breakfast	2%	--	--
Other	6%	--	--

A follow-up question asked visitors where they spent the night before they arrived in and after they left Pagosa Springs. The responses varied, though some common destinations emerged repeatedly, suggesting possible partnerships or packages with these locations. Some of the most common other areas were Denver, Colorado Springs, Durango, Albuquerque, and Santa Fe. The full list of responses to this question is included in the appendix of this report.

The majority of visitors from outside Colorado (approximately 66 percent) drove their own car to Pagosa Springs. Among out of state visitors, about 22 percent arrived in Colorado by airplane and 5 percent by rental vehicle, and 4 percent by RV. Timeshares were the most identified accommodations type among visitors, indicated by 43 percent of overnight visitors, followed by hotel/motel (21 percent), stayed with friends/family (7 percent), and rented a condominium (7 percent). Fairfield and Wyndham particularly stood out among the open-ended comments of the property or accommodations which respondents indicated they stayed at.

REASONS FOR VISITING PAGOSA SPRINGS

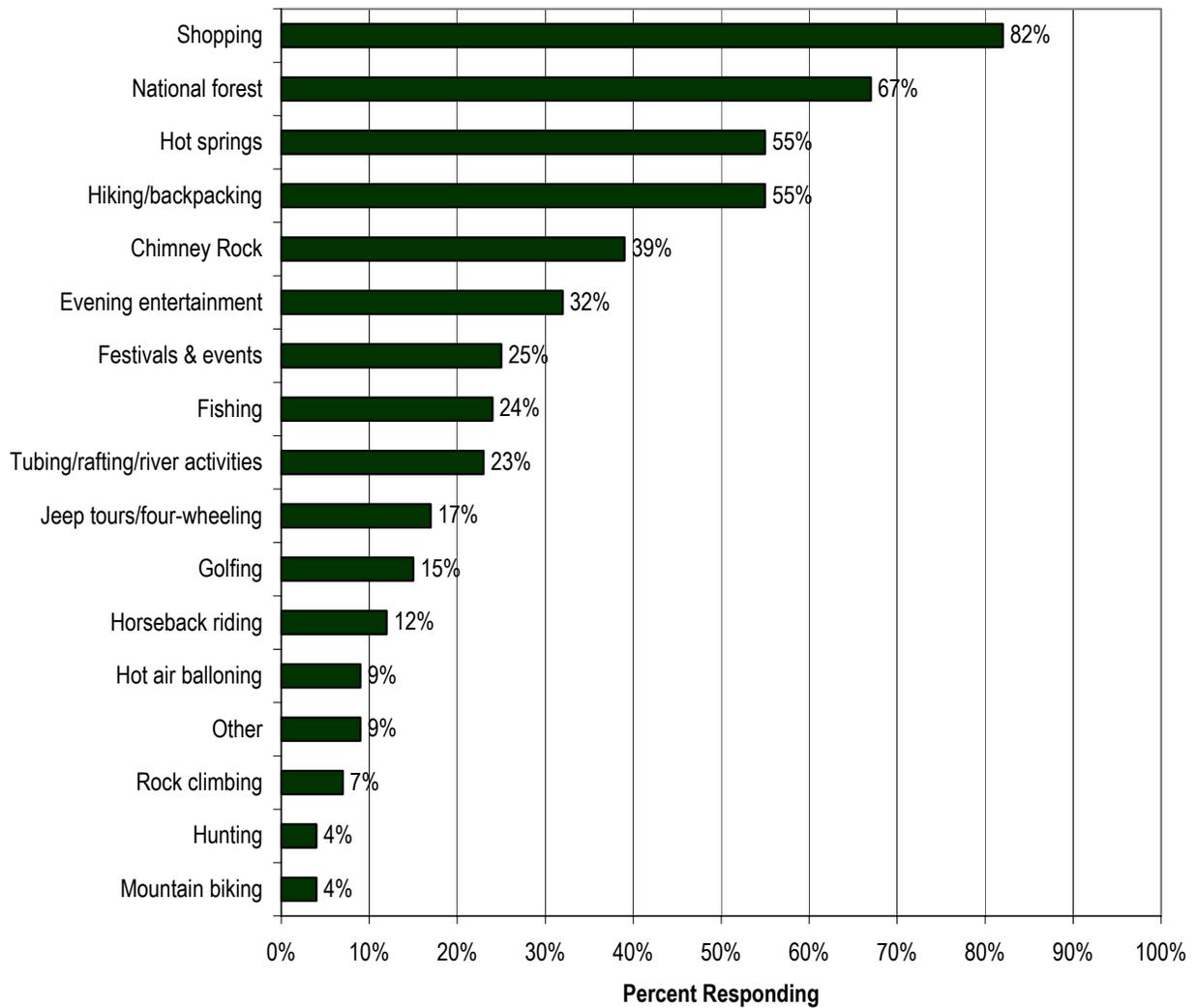
In an effort to identify the reasons behind visitors’ decisions to come to Pagosa Springs, respondents to the follow-up survey were asked to rate the importance of various factors in terms of how influential those factors were in the overall trip decision. As shown in the figure below, the more important factors overall were weather/ climate (64 percent of respondents rating it as a 4 or 5 on a 5-point scale, with 5 being “extremely important” and 1 “not important at all”), annual vacation (62 percent), recreation (such as fishing, hiking, golfing, and rafting) (59 percent), “wanted to try a new place/never been before (58 percent), and small-town atmosphere/slower-paced (52 percent), all of which potentially overlap to a certain degree and point to the fact that the surrounding natural environment and atmosphere of Pagosa Springs are the primary drivers for visiting.



ACTIVITIES

Respondents were asked in which activities they had participated while in Pagosa Springs. The participation levels in different activities are presented in the following figure, with shopping, National Forest, hot springs, and hiking/backpacking showing the highest percentages of participation (55-82 percent).

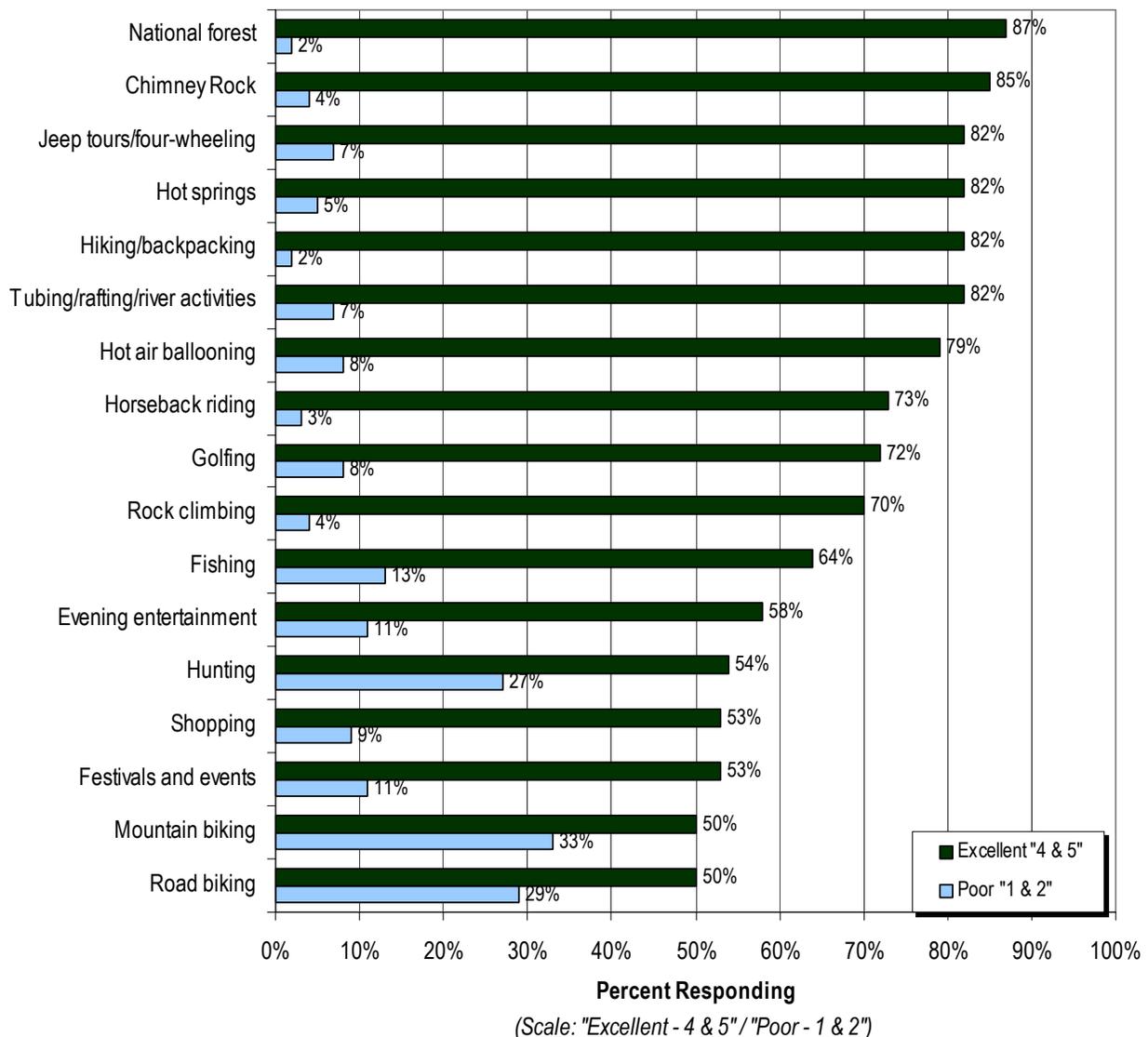
FIGURE 7
IN WHICH ACTIVITIES DID YOU PARTICIPATE WHILE IN PAGOSA SPRINGS?



Respondents were then asked to rate their experience with each activity that they participated in. Most activities were rated relatively high, especially outdoor activities such as the National forest, Chimney Rock, jeep tours/four-wheeling, hot springs, hiking/backpacking, and tubing/rafting/river activities. When looking at these ratings relative to the participation rates described above, most activities with high participation rates were also rated positively,

particularly in regards to the National Forest. However, the satisfaction of shopping was relatively low (53 percent of respondents rated it as “excellent”) in comparison to the percentage of visitors who indicated they shopped while in Pagosa Springs (82 percent). This indicates a potential opportunity to expand and improve an aspect of the visitor experience of which already has a high level of participation. The segments of visitors who rated shopping the lowest include households with children (49 percent rating shopping as a 4 or 5) and visitors between the ages of 55 and 64 (47 percent), creating a potential opportunity for increased retail options to reach these segments. When looking at shopping ratings by various visitor types, day and overnight visitors were both consistent to the overall respondents (53 percent), but previous visitors were more likely to rate the shopping higher than first-time visitors (56 percent, compared to 51 percent).

FIGURE 8
RATINGS OF ACTIVITIES IN WHICH YOU PARTICIPATED



DAILY EXPENDITURES

On the mailback and web followup surveys, day and overnight visitors were asked to estimate their party’s total expenditures per day during their stay in Pagosa Springs. For purposes of this report, these figures have been divided through by party size, so the results can be reported in terms of average per capita daily spending.

Visitors were asked about their specific spending on lodging, rental vehicles, dining, shopping, recreation/entertainment, and local transportation. Because rental vehicles account for such a small portion of visitors’ overall average expenditures (approximately \$2.00 per visitor), and typically do not contribute to Pagosa’s economy (not rented in Town), this category was left out of the “total expenditures” calculation. Taking into account expenditures in all other categories, visitors on average spent approximately \$150 per person per day while in Pagosa Springs.

TABLE 9
AVERAGE EXPENDITURES

	Average Expenditures
Accommodations (per person per night)	\$34
Dining (per person per day)	\$39
Shopping (per person per day)	\$36
Recreation/entertainment (per person per day)	\$44
Local transportation (per person per day)	\$16
TOTAL spending (per person per day)*	\$150

*Categories do not sum to total due to average calculations and rounding.

EXPERIENCE RATINGS

As shown in the figure on the following page, ratings of visitors’ experience while in Pagosa Springs were quite positive overall.

Respondents were asked whether they “went into any stores during their stay in Pagosa Springs.” Ninety-one percent of respondents (including overnight and day visitors) went into at least one store while in Pagosa Springs. Ratings of the shopping experience were generally positive, in contrast to the low rating of shopping previously mentioned in the activities section. Customer service at shops was rated the highest (82 percent of respondents rating it as “excellent,” a 4 or 5 on a 5-point scale), followed closely by the “overall shopping experience” (74 percent) and quality of shops (73 percent). Rated slightly lower were the value for price paid (65 percent) and the variety of shops (63 percent, consistent with the rating of 64 percent in 2004).

Ratings of the dining experience were favorable, with food quality (81 percent), customer service (81 percent), and overall dining experience (79 percent) rated the highest. Similar to the shopping ratings, the value for price paid (69 percent) and the variety of restaurants to choose from (68 percent) were rated lower than the other dining categories.

Comments offered about visitors' shopping and dining experiences offer suggestions for extending evening shop and restaurant hours and increasing the variety of shops and restaurants available. A sampling of comments is included below.

Not enough shops.

Only found 1 really small movie theater, for summer event outside theaters are an option

Shopping required driving to different stores, so we didn't.

Shops closed very early

The shops need to stay open later. Our event lasted until late afternoon and the shops were closed when we got out.

Would like a little more entertainment for the evenings. We found nothing except to go out and eat.

Ratings of lodging properties were also favorable overall, with the "friendliness of lodging employees" rated the highest (86 percent). Also rated quite positively were the overall satisfaction with lodging (82 percent), overall quality of lodging (82 percent), and cleanliness/housekeeping (81 percent).

In regards to visitors' pedestrian experience while in town, "overall experience" (97 percent) and "overall sense of safety" (91 percent) were rated very positively.

Visitors were also asked about their experience finding parking in Town. The majority of respondents (94 percent) indicated that their ability to find a parking space downtown was about as expected or easier than expected. When asked how the parking affected their overall downtown experience, 27 percent of respondents said that it had a positive impact on their experience and 67 percent said it had no impact (positive or negative) on their overall experience. Most comments offered in regard to parking were positive, but included some suggestions for improvement. The following is a sampling of comments.

During a busier season I am sure that you need more parking downtown.

Found it much better than most cities

I have a disability and need more handicapped parking. I wanted to go downtown to shop or go to the hot springs. I could not do it because of the parking problems.

Improved signage would be most helpful.

no, but would have liked sidewalk connection between businesses so I would not have to drive.

The parking areas are nicely located near businesses.

Very easy access

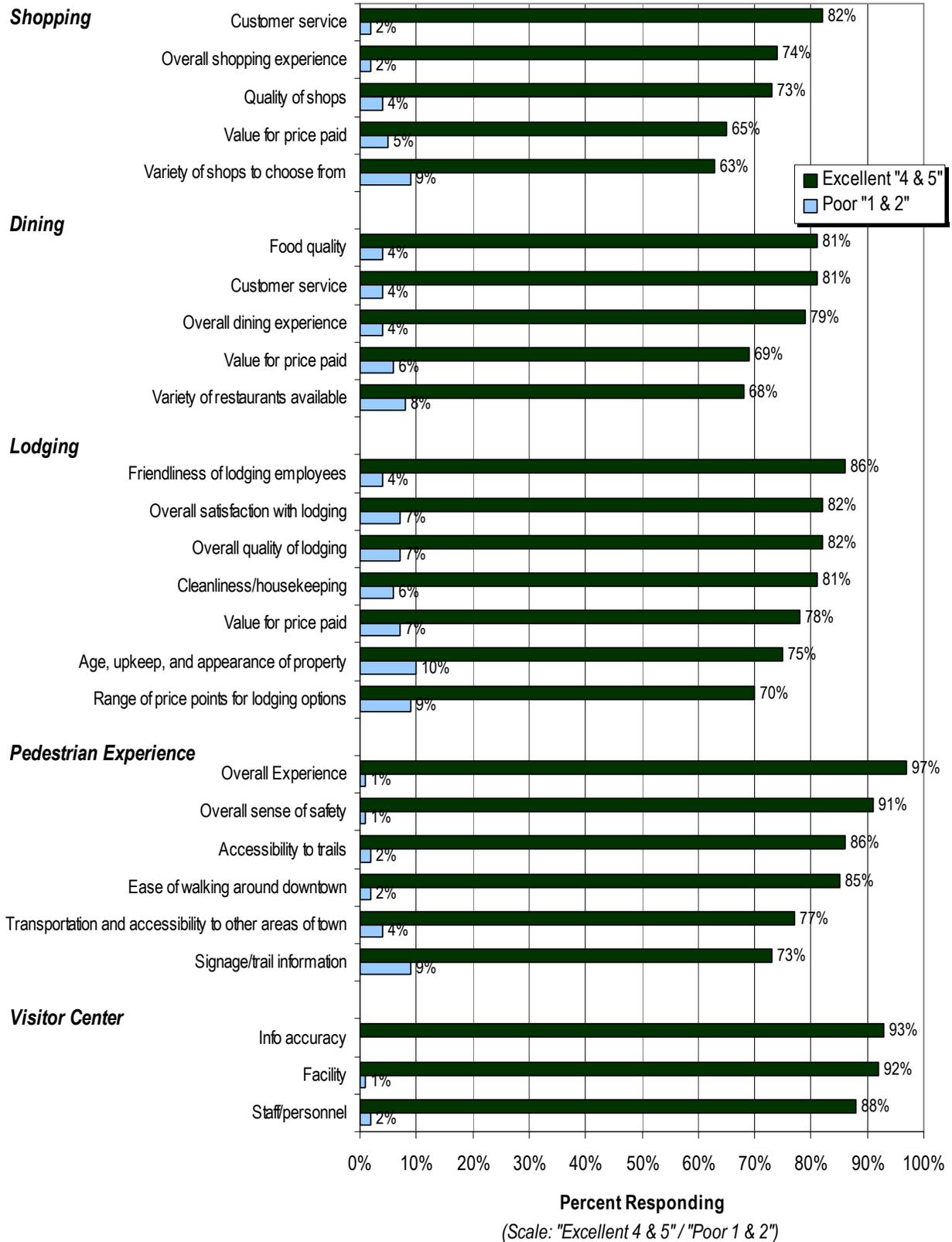
We didn't have any problems.

We have always been able to find a parking space. Sometimes it wasn't close, but walking is not an issue for us.

Yes, need better parking, and run a small bus to the parking area. Weekend not much of a problem

Visitors who had been to the Visitor Center in Pagosa Springs were asked to rate their experience there. Overall information accuracy was rated the highest (93 percent), followed by the facility (92 percent), and staff/personnel (88 percent).

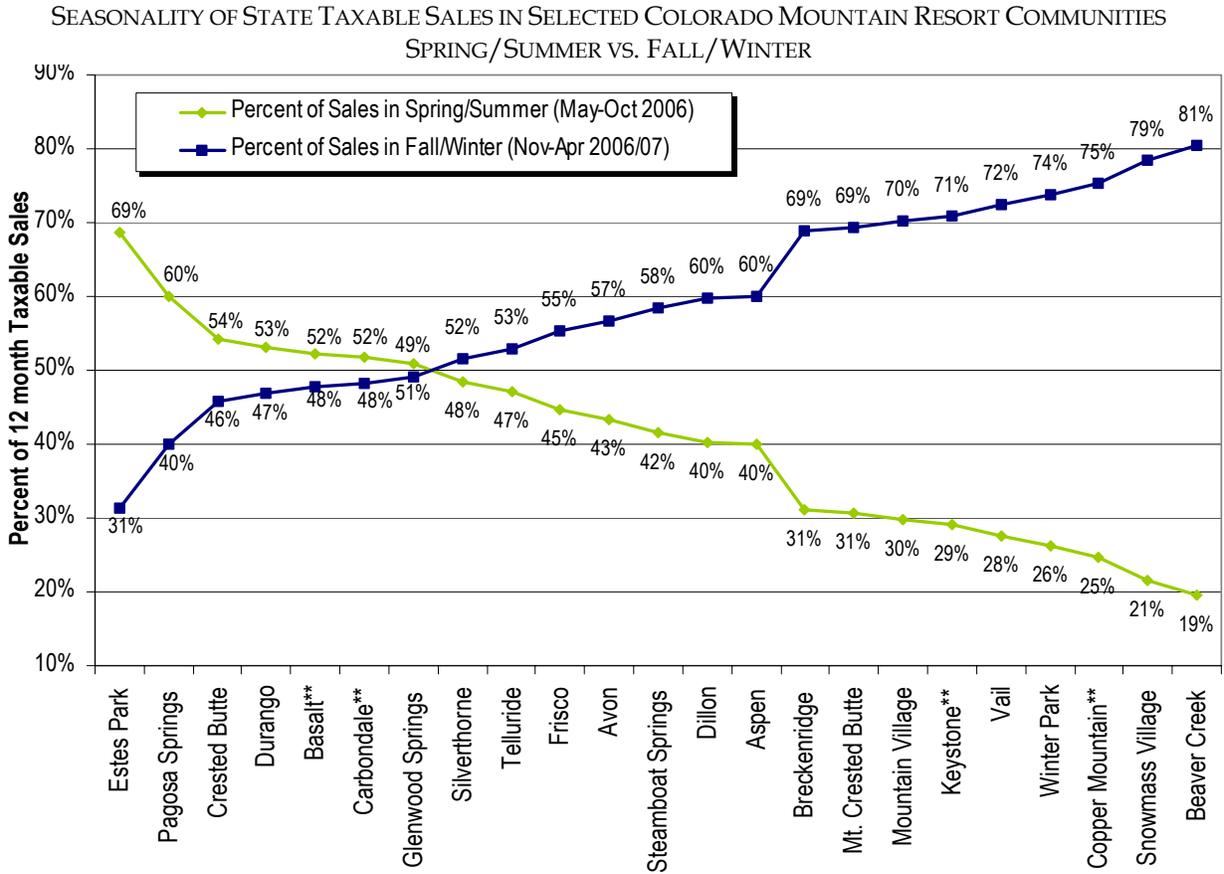
FIGURE 9
EXPERIENCE RATINGS



MOST MEMORABLE EXPERIENCE

Respondents were given the opportunity to describe their “most memorable experience in Pagosa Springs.” This question drew a significant number of responses, which have been included as an attachment to this document. Of the most notable experiences and places listed, the natural setting, mountains, scenic views, and beauty were the most commonly listed; the hot springs, Chimney Rock, and hiking were of particular recollection. Other experiences and attributes of Pagosa Springs mentioned were rafting, hot air balloon rides, and the small-town atmosphere. These results are worthy of consideration as Pagosa Springs refines advertising and messaging and looks to visitor descriptions “in their own words” to promote the experience.

The following figure shows the seasonal shifts in Colorado mountain resort communities in regards to state taxable sales. Pagosa Springs experiences higher sales volumes during the summer in comparison to other Colorado cities and towns.



**Based on Quarterly data. Spring/Summer=Apr-Sep, Fall/Winter=Oct-Mar

Source: RRC Associates, Cities and Towns

**Profile of Respondents
from Albuquerque/Santa Fe**

		OVERALL	Albuquerque/ Santa Fe
How many nights will you be away from home on this trip?	None	2%	9%
	1-2 nights	10%	32%
	3-5 nights	17%	36%
	6-10 nights	38%	15%
	More than 10 nights	33%	8%
	TOTAL	100%	100%
	Average	13.7	4.4
	n =	737	130
How many nights will you spend in Pagosa Springs this trip?	None (Day Visitor)	32%	29%
	1-2 nights	23%	40%
	3-5 nights	17%	25%
	6-10 nights	20%	4%
	More than 10 nights	8%	3%
	TOTAL	100%	100%
	Average	4.8	2.2
	n =	712	118
Prior to this trip, do you recall seeing or hearing any advertisements about Pagosa Springs?	Yes	49%	52%
	No	51%	48%
	Don't know	0%	
	TOTAL	100%	100%
	n =	738	128
(If recall advertising) Where did you see/hear those ads/articles?	Brochure	43%	26%
	Magazine	24%	22%
	Internet	20%	22%
	Billboard	19%	24%
	Newspaper	12%	21%
	Television	6%	14%
	Direct mail	5%	9%
	Radio	3%	12%
	Condo/timeshare/other	3%	2%
	Telemarketing call (i.e., Fairfield/Wyndham)	3%	2%
	TOTAL	138%	153%
	n =	313	58
Did you consult Pagosa Springs' website prior to your trip?	Yes	20%	18%
	No	80%	82%
	TOTAL	100%	100%
	n =	664	120
Prior to this trip, how many previous visits have you made to Pagosa Springs?	None (First-time visitor)	37%	19%
	One	15%	12%
	2-4	16%	19%
	5-7	8%	6%
	8-10	2%	2%
	More than 10	23%	41%
	TOTAL	100%	100%
	n =	716	129
Age of respondent:	under 18	1%	4%
	18-24	3%	2%
	25-34	7%	12%

**Profile of Respondents
from Albuquerque/Santa Fe**

		OVERALL	Albuquerque/ Santa Fe
	35-44	14%	21%
	45-54	24%	24%
	55-64	26%	17%
	65-74	20%	13%
	75 or older	5%	6%
	TOTAL	100%	100%
	Average	53.3	49.4
	n =	730	127
How many are in your party?	By yourself	5%	4%
	2 people	48%	43%
	3-5 people	35%	35%
	6-10 people	8%	14%
	More than 10 people	4%	5%
	TOTAL	100%	100%
	Average	3.6	4.2
	n =	718	124
Are there children under 18 in your party?	Yes	31%	46%
	No	69%	54%
	TOTAL	100%	100%
	n =	745	130
Marital status:	Single, no children	6%	7%
	Couple, no children	10%	10%
	Household with children living at home	29%	42%
	Household with grown children no longer at home	55%	41%
	TOTAL	100%	100%
	n =	730	128
Gender:	Male	56%	55%
	Female	44%	45%
	TOTAL	100%	100%
	n =	624	94

Profile of Respondents from Denver

		OVERALL	Denver
How many nights will you be away from home on this trip?	None	2%	2%
	1-2 nights	10%	18%
	3-5 nights	17%	32%
	6-10 nights	38%	43%
	More than 10 nights	33%	5%
	TOTAL	100%	100%
	Average	13.7	5.7
	n =	737	65
How many nights will you spend in Pagosa Springs this trip?	None (Day Visitor)	32%	30%
	1-2 nights	23%	17%
	3-5 nights	17%	29%
	6-10 nights	20%	24%
	More than 10 nights	8%	
	TOTAL	100%	100%
	Average	4.8	3
	n =	712	63
Prior to this trip, do you recall seeing or hearing any advertisements about Pagosa Springs?	Yes	49%	46%
	No	51%	54%
	Don't know	0%	
	TOTAL	100%	100%
	n =	738	65
(If recall advertising) Where did you see/hear those ads/articles?	Brochure	43%	38%
	Magazine	24%	14%
	Internet	20%	21%
	Billboard	19%	10%
	Newspaper	12%	21%
	Television	6%	10%
	Direct mail	5%	3%
	Radio	3%	
	Condo/timeshare/other	3%	3%
	Telemarketing call (i.e., Fairfield/Wyndham)	3%	3%
	TOTAL	138%	124%
	n =	313	29
Did you consult Pagosa Springs' website prior to your trip?	Yes	20%	31%
	No	80%	69%
	TOTAL	100%	100%
	n =	664	61
Prior to this trip, how many previous visits have you made to Pagosa Springs?	None (First-time visitor)	37%	23%
	One	15%	17%
	2-4	16%	20%
	5-7	8%	8%
	8-10	2%	
	More than 10	23%	31%
	TOTAL	100%	100%
	n =	716	64
Age of respondent:	under 18	1%	2%
	18-24	3%	6%
	25-34	7%	10%
	35-44	14%	19%

**Profile of Respondents
from Denver**

		OVERALL	Denver
	45-54	24%	27%
	55-64	26%	26%
	65-74	20%	8%
	75 or older	5%	2%
	TOTAL	100%	100%
	Average	53.3	47.6
	n =	730	62
How many are in your party?	By yourself	5%	5%
	2 people	48%	42%
	3-5 people	35%	45%
	6-10 people	8%	5%
	More than 10 people	4%	3%
	TOTAL	100%	100%
	Average	3.6	3.6
	n =	718	64
Are there children under 18 in your party?	Yes	31%	32%
	No	69%	68%
	TOTAL	100%	100%
	n =	745	66
Marital status:	Single, no children	6%	6%
	Couple, no children	10%	15%
	Household with children living at home	29%	32%
	Household with grown children no longer at home	55%	47%
	TOTAL	100%	100%
	n =	730	66
Gender:	Male	56%	50%
	Female	44%	50%
	TOTAL	100%	100%
	n =	624	58

**Profile of Respondents
from Dallas/Ft. Worth**

		OVERALL	Dallas/ Ft. Worth
How many nights will you be away from home on this trip?	None	2%	
	1-2 nights	10%	2%
	3-5 nights	17%	10%
	6-10 nights	38%	45%
	More than 10 nights	33%	43%
	TOTAL	100%	100%
	Average	13.7	18.4
	n =	737	51
How many nights will you spend in Pagosa Springs this trip?	None (Day Visitor)	32%	36%
	1-2 nights	23%	16%
	3-5 nights	17%	14%
	6-10 nights	20%	26%
	More than 10 nights	8%	8%
	TOTAL	100%	100%
	Average	4.8	7.5
	n =	712	50
Prior to this trip, do you recall seeing or hearing any advertisements about Pagosa Springs?	Yes	49%	50%
	No	51%	50%
	Don't know	0%	
	TOTAL	100%	100%
	n =	738	50
(If recall advertising) Where did you see/hear those ads/articles?	Brochure	43%	41%
	Magazine	24%	18%
	Internet	20%	32%
	Billboard	19%	23%
	Newspaper	12%	
	Television	6%	5%
	Direct mail	5%	
	Radio	3%	
	Condo/timeshare/other	3%	
	Telemarketing call (i.e., Fairfield/Wyndham)	3%	
	TOTAL	138%	118%
	n =	313	22
Did you consult Pagosa Springs' website prior to your trip?	Yes	20%	16%
	No	80%	84%
	TOTAL	100%	100%
	n =	664	44
Prior to this trip, how many previous visits have you made to Pagosa Springs?	None (First-time visitor)	37%	40%
	One	15%	15%
	2-4	16%	13%
	5-7	8%	15%
	8-10	2%	
	More than 10	23%	19%
	TOTAL	100%	100%
	n =	716	48
Age of respondent:	under 18	1%	
	18-24	3%	10%
	25-34	7%	8%

**Profile of Respondents
from Dallas/Ft. Worth**

		OVERALL	Dallas/ Ft. Worth
	35-44	14%	16%
	45-54	24%	16%
	55-64	26%	24%
	65-74	20%	25%
	75 or older	5%	2%
	TOTAL	100%	100%
	Average	53.3	51.5
	n =	730	51
How many are in your party?	By yourself	5%	2%
	2 people	48%	52%
	3-5 people	35%	32%
	6-10 people	8%	10%
	More than 10 people	4%	4%
	TOTAL	100%	100%
	Average	3.6	3.5
	n =	718	50
Are there children under 18 in your party?	Yes	31%	27%
	No	69%	73%
	TOTAL	100%	100%
	n =	745	51
Marital status:	Single, no children	6%	8%
	Couple, no children	10%	8%
	Household with children living at home	29%	20%
	Household with grown children no longer at home	55%	63%
	TOTAL	100%	100%
	n =	730	49
Gender:	Male	56%	52%
	Female	44%	48%
	TOTAL	100%	100%
	n =	624	44

Profile of Respondents from Phoenix

		OVERALL	Phoenix
How many nights will you be away from home on this trip?	None	2%	
	1-2 nights	10%	2%
	3-5 nights	17%	13%
	6-10 nights	38%	48%
	More than 10 nights	33%	37%
	TOTAL	100%	100%
	Average	13.7	17.7
	n =	737	46
How many nights will you spend in Pagosa Springs this trip?	None (Day Visitor)	32%	33%
	1-2 nights	23%	22%
	3-5 nights	17%	16%
	6-10 nights	20%	20%
	More than 10 nights	8%	9%
	TOTAL	100%	100%
	Average	4.8	7.1
	n =	712	45
Prior to this trip, do you recall seeing or hearing any advertisements about Pagosa Springs?	Yes	49%	48%
	No	51%	52%
	Don't know	0%	
	TOTAL	100%	100%
	n =	738	46
(If recall advertising) Where did you see/hear those ads/articles?	Brochure	43%	45%
	Magazine	24%	18%
	Internet	20%	23%
	Billboard	19%	9%
	Newspaper	12%	
	Television	6%	5%
	Direct mail	5%	
	Radio	3%	5%
	Condo/timeshare/other	3%	14%
	Telemarketing call (i.e., Fairfield/Wyndham)	3%	
	TOTAL	138%	118%
	n =	313	22
Did you consult Pagosa Springs' website prior to your trip?	Yes	20%	26%
	No	80%	74%
	TOTAL	100%	100%
	n =	664	42
Prior to this trip, how many previous visits have you made to Pagosa Springs?	None (First-time visitor)	37%	48%
	One	15%	16%
	2-4	16%	7%
	5-7	8%	16%
	8-10	2%	7%
	More than 10	23%	7%
	TOTAL	100%	100%
	n =	716	44
Age of respondent:	under 18	1%	
	18-24	3%	2%
	25-34	7%	7%
	35-44	14%	11%

Profile of Respondents
from Phoenix

		OVERALL	Phoenix
	45-54	24%	25%
	55-64	26%	16%
	65-74	20%	23%
	75 or older	5%	16%
	TOTAL	100%	100%
	Average	53.3	57.5
	n =	730	44
How many are in your party?	By yourself	5%	14%
	2 people	48%	52%
	3-5 people	35%	25%
	6-10 people	8%	9%
	More than 10 people	4%	
	TOTAL	100%	100%
	Average	3.6	2.8
	n =	718	44
Are there children under 18 in your party?	Yes	31%	22%
	No	69%	78%
	TOTAL	100%	100%
	n =	745	46
Marital status:	Single, no children	6%	4%
	Couple, no children	10%	16%
	Household with children living at home	29%	20%
	Household with grown children no longer at home	55%	60%
	TOTAL	100%	100%
	n =	730	45
Gender:	Male	56%	67%
	Female	44%	33%
	TOTAL	100%	100%
	n =	624	33

Profile of Respondents from Colorado Springs

		OVERALL	Colo. Springs
How many nights will you be away from home on this trip?	None	2%	
	1-2 nights	10%	22%
	3-5 nights	17%	39%
	6-10 nights	38%	35%
	More than 10 nights	33%	4%
	TOTAL	100%	100%
	Average	13.7	8.6
	n =	737	23
How many nights will you spend in Pagosa Springs this trip?	None (Day Visitor)	32%	43%
	1-2 nights	23%	30%
	3-5 nights	17%	9%
	6-10 nights	20%	17%
	More than 10 nights	8%	
	TOTAL	100%	100%
	Average	4.8	2.1
	n =	712	23
Prior to this trip, do you recall seeing or hearing any advertisements about Pagosa Springs?	Yes	49%	71%
	No	51%	29%
	Don't know	0%	
	TOTAL	100%	100%
	n =	738	24
(If recall advertising) Where did you see/hear those ads/articles?	Brochure	43%	25%
	Magazine	24%	50%
	Internet	20%	25%
	Billboard	19%	6%
	Newspaper	12%	38%
	Television	6%	13%
	Direct mail	5%	6%
	Radio	3%	
	Condo/timeshare/other	3%	
	Telemarketing call (i.e., Fairfield/Wyndham)	3%	
	TOTAL	138%	163%
	n =	313	16
Did you consult Pagosa Springs' website prior to your trip?	Yes	20%	17%
	No	80%	83%
	TOTAL	100%	100%
	n =	664	23
Prior to this trip, how many previous visits have you made to Pagosa Springs?	None (First-time visitor)	37%	27%
	One	15%	14%
	2-4	16%	18%
	5-7	8%	23%
	8-10	2%	
	More than 10	23%	18%
	TOTAL	100%	100%
	n =	716	22
Age of respondent:	under 18	1%	
	18-24	3%	
	25-34	7%	8%

**Profile of Respondents
from Colorado Springs**

		OVERALL	Colo. Springs
	35-44	14%	33%
	45-54	24%	29%
	55-64	26%	13%
	65-74	20%	13%
	75 or older	5%	4%
	TOTAL	100%	100%
	Average	53.3	49.4
	n =	730	24
How many are in your party?	By yourself	5%	4%
	2 people	48%	46%
	3-5 people	35%	42%
	6-10 people	8%	4%
	More than 10 people	4%	4%
	TOTAL	100%	100%
	Average	3.6	3.8
	n =	718	24
Are there children under 18 in your party?	Yes	31%	33%
	No	69%	67%
	TOTAL	100%	100%
	n =	745	24
Marital status:	Single, no children	6%	9%
	Couple, no children	10%	9%
	Household with children living at home	29%	48%
	Household with grown children no longer at home	55%	35%
	TOTAL	100%	100%
	n =	730	23
Gender:	Male	56%	48%
	Female	44%	52%
	TOTAL	100%	100%
	n =	624	21

PAGOSA SPRINGS VISITOR SURVEY – SUMMER 2007

This survey is part of a study that Pagosa Springs periodically conducts. Please help us by answering some questions. As an added incentive for your time we will be conducting a drawing from completed questionnaires for three \$100 gift certificates for the supermarket of your choice. Your input is extremely valuable and will help to shape our community efforts in the future. Thank you in advance for your input.

1. **Are you a:** 0% Resident (full- or part-time – includes second homeowners) (n=737) 100 Visitor to Pagosa Springs
2. **What is the ZIP Code of your primary home?** _____
3. **How many nights will you be away from home on this trip?** (n=737)
13.7 avg (0 if none, skip next question)
4. **How many nights will you spend in Pagosa Springs this trip?** (n=712)
4.8 avg (0 if none)
5. **Prior to this trip, do you recall seeing or hearing any advertisements about Pagosa Springs?** (n=738)
49 Yes 51 No 0 Don't know
6. **(IF RECALL ADVERTISING) Where did you see/hear those ads/articles?** (n=313)
20 Internet 3 Radio 5 Direct mail
24 Magazine 6 Television 43 Brochure
12 Newspaper 19 Billboard 3 Telemarketing call (i.e. Fairfield/Wyndham)
3 Other
7. **Did you consult Pagosa Springs' website prior to your trip?** (n=664)
80 No 20 Yes (Do you recall which one? _____)
8. **Prior to this trip, how many previous visits have you made to Pagosa?** (n=716)
37 None 16 2-4 2 8-10
15 One 8 5-7 23 More than 10
9. **In what year were you born?** 53.3 avg age (n=730)
10. **How many are in your party (including yourself)?** 3.6 avg (n=718)
11. **How many in your party are children under 18?** (n=612)
20% (with at least one child) 7 or under
16 8-12
14 13-17
12. **Which category best describes your household status?** (n=730)
6 Single, no children
10 Couple, no children
29 Household (single or couple) w/ children living at home
55 Household (single or couple) w/ grown children no longer at home

Finally, we would like to send you a short survey that asks you some follow-up questions. Please provide an email address where you can be reached, or if you would prefer to receive a mail version of the survey, please provide your mailing address.

Email Address _____
(Note–this address will only be used to send you the survey and for our prize drawing)

Or, [] Check here if you prefer to receive a paper version of the survey and provide your mailing address below.

Name _____

Address _____

City, State, ZIP _____

Again, thanks for your time and valuable input!

Gender of respondent:	56	Male	44	Female	(n=624)
DATE:	_____	/	_____	/	2007
TIME (please write in):	___	:	___	A.M.	or ___ : ___ P.M.
Interviewer:	_____				

1. What is your home ZIP Code? [SEE TABLES]

**2. On your trip to Pagosa Springs, were you:
n=318**

- 1) **9%** Visiting the Pagosa Springs area just for the day (NOT staying overnight in the Pagosa Springs area)

GO TO Q. 7

- 2) **91** A visitor staying overnight in the Pagosa Springs Area (**CONTINUE**)

3. How many nights did you stay in the Pagosa Springs area this visit? mean=5.4, n=315

**4. Please describe your accommodations while in Pagosa Springs (mark all that apply):
n=285**

- 01) **2%** Bed and breakfast
 02) **7** Rented condominium
 03) **4** Guest ranch
 04) **6** Rented home/duplex
 05) **21** Hotel/motel
 06) **2** Own my own accommodations
 07) **7** Stayed with friends/family who live in the area
 08) **4** RV Park
 09) **4** Tent campground
 10) **43** Timeshare
 11) **6** Other: _____

5. Please list the name of the property or accommodations where you stayed:

**Please list the average nightly rate you paid at this property:
 \$91.30, n=218**

**6. How many nights away from home was your trip in total? (Mark 0 if none/day trip)
mean=12.6, n=286**

12. On a scale of 1 to 5 where 1 means "not at all important" and 5 means "extremely important," please rate how important each of the following was in terms of why you chose to visit Pagosa Springs.

	Not at all important		Extremely important			mean
Annual vacation	15%	6	18	19	43	3.7
Business/professional meeting/convention	88	3	5	2	2	1.3
Convenience stop (e.g., gas, snacks, decided to stay)	60	8	18	8	6	1.9
Cultural/historical interests (e.g., Chimney Rock)	19	9	28	27	17	3.1
Heard about Pagosa Springs from friends/family	33	5	16	26	20	3.0
Hot springs/spa/spiritual retreat	28	14	17	22	19	2.9
Family reunion	76	7	5	5	8	1.6
Friends were coming/group arrangement	66	5	7	7	15	2.0
Recreation such as fishing, hiking, golf, rafting	21	4	17	23	36	3.5
Seasonal residence	75	6	9	4	6	1.6
Small town atmosphere/slower-paced	20	7	21	30	22	3.3
Special event - please specify: _____	68	9	8	4	11	1.8
Stopped on a longer tour of the region	61	7	13	12	6	1.9
Timeshare	52	3	6	10	29	2.6
Visit friends/family that live in the area	75	5	7	5	8	1.7
Wanted to try a new place/never been before	26	4	11	22	36	3.4
Weather/climate	10	4	22	33	31	3.7
Other: _____	60	1	5	3	30	2.4

7. Where did you spend the night prior to arriving in Pagosa Springs?

8. Where did you spend the night after leaving Pagosa Springs?

9. If from outside Colorado, how did you travel to Colorado? (mark only one) n=281

- 1) **22%** Airline
 2) **66** Private vehicle
 3) **5** Rental vehicle
 4) Motorcoach/bus
 5) **3** RV
 6) Train
 7) **2** Other: _____

10. If from Colorado, or once you arrived in Colorado, what was your primary method of travel to Pagosa Springs? (mark only one) n=207

- 1) **70%** Private vehicle
 2) **25** Rental vehicle (daily rate paid: **\$44.90**)
 3) Motorcoach/bus
 4) **3** RV
 5) **1** Other: _____

11. Other than airfare, lodging, car rental, and items included as part of a package, how much did you and your immediate travel party spend PER PERSON PER DAY (on average) for the following items this trip? n=295

- \$38.50 Dining** (per person, per day)
\$35.60 Shopping (per person, per day)
\$44.10 Recreation/entertainment (per person, per day)
\$15.90 Local transportation (bus, parking, gas, etc.)

13. Which two of the above reasons were most important? (Please check only two boxes) **n=300**

- 01) **37%** Annual vacation
- 02) **1** Business/professional meeting/convention
- 03) **1** Convenience stop
- 04) **8** Cultural/historical interests
- 05) **11** Heard about Pagosa Springs from friends/family
- 06) **15** Hot springs/spa/spiritual retreat
- 07) **7** Family reunion
- 08) **9** Friends/group arrangement
- 09) **26** Recreation such as fishing, hiking, golf, rafting
- 10) **2** Seasonal residence
- 11) **9** Small town atmosphere/slower-paced
- 12) **4** Special event: _____
- 13) **3** Stopped on a longer tour
- 14) **22** Timeshare
- 15) **6** Visit friends/family that live in the area
- 16) **21** Wanted to try a new place/never been
- 17) **11** Weather/climate
- 18) **5** Other: _____

14. How far in advance of your arrival did you decide to visit Pagosa Springs? **n=318**

- 1) **2%** The day of visit
- 2) **3** Less than one week prior
- 3) **3** One to two weeks prior
- 4) **14** Three to four weeks prior
- 5) **29** Two to three months prior
- 6) **22** Four to five months prior
- 7) **27** Six months ago or more

15. Prior to your trip to Pagosa Springs, do you recall seeing or hearing any advertisements or editorial articles about Pagosa Springs?
31% Yes **n=319**

60	No	
9	Don't know	GO TO Q. 18

16. If yes, where did you see/hear those ads or articles? (Mark all that apply) **n=98**

- 01) **5%** Billboard
- 02) **44** Brochure
- 03) **17** Direct mail
- 04) **26** General info from Visitor Center
- 05) **63** Internet
- 06) **21** Magazine ad
- 07) **14** Magazine article
- 08) **2** Newspaper ad
- 09) **2** Newspaper article
- 10) **2** Poster
- 11) **1** Radio
- 12) **9** Telemarketing/phone call (timeshare)
- 13) **6** Television
- 14) **53** Visitor's Guide

17. Which of the above ads was most important in your decision to visit? (Indicate number from list above)
Internet 36%, visitor's guide 21%- n=95

18. Did you notice any billboard advertisements for Pagosa Springs this season? **n=318**

14% Yes **86%** No

19. Are you aware of the new advertising campaign currently used for Pagosa Springs - "What's Your Rush?" **n=319**

6% Yes **94%** No

(IF YES) What is your opinion of these advertisements?

20. Did you consult Pagosa Springs' website prior to your trip? **n=319**

83% Yes (Do you recall which one?)
17 No (**GO TO Q. 23**)

IF YES, VISITED WEBSITE

21. How would you rate the website?

Poor		Excellent		
1	1	26	52	20
mean=3.9, n=229				

22. Any comments or suggestions concerning the website?

23. Prior to this past trip, how many previous visits had you made to Pagosa Springs?

	SUMMER	SPRING/FALL	WINTER	
1)	67%	77%	88%	None
2)	14	8	4	One
3)	5	6	1	Two
4)	6	3	1	Three
5)	2	3		Four
6)	6	3	5	Five or more
n=	296	276	251	

24. How likely are you to return to Pagosa Springs for another visit during the following seasons?

	Not at all Likely			Extremely Likely	
Summer	10%	6	23	21	39
mean=3.7, n=295					
Spring/Fall	15	10	24	19	33
mean=3.4, n=280					
Winter	47	14	16	8	16
mean=2.3, n=264					

25. Were you aware of special events like concerts, the rodeo, festivals, etc. before visiting Pagosa Springs? n=317
 51% Yes 49 No

26. If you attended one or more special events, which one(s)?

27. How important were special events in your decision to visit?

Not at all Important				Extremely Important
55%	20	14	7	5

mean=1.9, n=308

28. What was your most memorable experience in Pagosa Springs?

29. If you went downtown, was your ability to find a parking space...n=302

- 1) 6% More difficult than expected
- 2) 65 About as expected
- 3) 29 Easier than expected

30. If you went downtown, how did parking typically affect your downtown experience?

Adversely	No Impact		Positively	
1%	5	67	11	16

mean=3.3, n=300

31. Do you have any comments about parking in Pagosa Springs?

32. Did you go into any stores during your stay at Pagosa Springs? n=317
 91% Yes
 9 No (GO TO Q. 35)

33. Were you looking for any of the following? (MARK ALL THAT APPLY) n=54

- 01) 36% Artwork
- 02) 50 Clothing or shoes
- 03) 78 Food at grocery stores
- 04) 47 Snacks (i.e., drinks, popcorn)
- 05) 32 Jewelry
- 06) 71 Gifts
- 07) 11 Leather goods
- 08) 3 Prescriptions
- 09) 31 Fishing or hiking equipment
- 10) 10 Other: _____

Using a scale of 1 to 5 where 1 means "Poor" and 5 means "Excellent," please rate your experiences in terms of the following: (If you did not experience something, mark "Don't Know")

	Poor				Excellent	mean
34. Shopping						
Variety of shops to choose from	3%	6	29	41	22	3.7
Quality of shops	--	4	24	44	29	4.0
Customer service	--	2	16	36	46	4.2
Value for price paid	--	5	30	48	17	3.8
Overall shopping experience	1	1	25	45	29	4.0
35. Dining						
Variety of restaurants available	1%	7	24	37	31	3.9
Food quality	1	3	15	46	35	4.1
Customer service	1	3	16	43	38	4.1
Value for price paid	2	4	25	45	24	3.9
Overall dining experience	1	3	17	46	33	4.1
36. Lodging						
Overall satisfaction with lodging	2%	5	11	27	55	4.3
Overall quality of lodging	2	5	12	27	55	4.3
Value for price paid	2	5	14	28	50	4.2
Range of price points for lodging options	3	6	22	30	40	4.0
Friendliness of lodging employees	2	2	10	29	57	4.4
Age, upkeep, and appearance of property	3	7	15	28	47	4.1
Cleanliness/housekeeping	1	5	12	30	51	4.3
37. Pedestrian Experience						
Ease of walking around downtown	1%	1	13	40	45	4.3
Accessibility to trails	1	1	11	47	39	4.2
Transportation and accessibility to other areas of town	--	4	18	46	31	4.0
Signage/trail information	2	7	17	43	30	3.9
Overall sense of safety	--	1	7	38	53	4.4

	Poor	1	2	3	4	Excellent	mean
38. Overall Experience	--	1	2	38	59		4.6

39. This question explores your participation in activities while in Pagosa Springs. Please indicate whether you participated, and then rate your experience with those in which you participated.

	participate	Poor	1	2	3	4	Excellent	mean
Chimney Rock	39%	1%	3	11	34	51		4.3
Evening entertainment	32	3	8	32	41	17		3.6
Festivals and events	25	3	8	36	30	23		3.6
Fishing	24	4	9	23	25	39		3.9
Golfing	15	4	4	19	40	32		3.9
Hiking/backpacking	55	1	1	16	32	50		4.3
Horseback riding	12	--	3	24	27	46		4.2
Hot air ballooning	9	4	4	14	18	61		4.3
Hot springs	55	2	3	13	26	56		4.3
Hunting	4	9	18	18	27	27		3.5
Jeep tours/four-wheeling	17	--	7	11	26	56		4.3
Mountain biking	4	--	33	17	17	33		3.5
National forest	67	--	2	10	35	52		4.4
Road biking	4	--	29	21	36	14		3.4
Rock climbing	75	--	4	26	35	35		4.0
Shopping	82	2	7	38	35	18		3.6
Tubing/rafting/river activities	23	1	6	11	38	44		4.2
Other: _____	9	--	4	7	33	56		4.4

40. What kind of evening entertainment would you hope to find here? (MARK ALL THAT APPLY) n=240

- 1) **48%** Dinner shows
- 2) **36** Concerts
- 3) **17** Nightclubs
- 4) **9** Lectures
- 5) **33** Theater
- 6) **21** Children's entertainment
- 7) **52** Movies
- 8) **20** Amusements
- 9) **5** Other: _____

41. Do you have any comments or suggestions concerning shopping or evening entertainment in Pagosa Springs?

42. Did you visit the Pagosa Springs Visitor Center? n=318
51% Yes **49** No (**GO TO Q. 45**)

43. How would you rate the Visitor Center?

	Poor	1	2	3	4	Excellent
Staff/personnel	1%	1	10	22	66	
		mean=-4.5, n=160				
Info accuracy	--	--	7	31	62	
		mean=4.6, n=154				
Facility	--	1	7	32	60	
		mean=4.5, n=153				

44. Do you have any comments or suggestions concerning the Visitor Center?

45. Which of the following best describes the annual income of your household before taxes? n=286

2% Under \$15,000	22 \$75,000-99,999
2 \$15,000-24,999	26 \$100,000-149,999
14 \$25,000-49,999	8 \$150,000-249,999
23 \$50,000-74,999	3 \$250,000 or more

46. Which of the following categories represents your highest level of education? n=310

- Less than high school degree
- 9%** High school graduate or vocational school
- 26** Some college
- 37** College graduate
- 28** Post-graduate study or degree

47. Which one of these categories best describes your occupation? n=311

- 71%** Employed
- 23** Retired
- 5** Homemaker
- 1** Unemployed

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q4. Please describe your accommodations while in Pagosa Springs (OTHER)

- W ♦ backpacking in piedra wilderness
- W ♦ cabin
- W ♦ cabin
- W ♦ cabin
- W ♦ cabin
- W ♦ Cabin 2 miles outside of Pagosa Springs
- W ♦ cabin campground
- W ♦ cabins associated with a motel
- W ♦ cabins for rent
- W ♦ Camping
- W ♦ Family member let us use their timewshare
- W ♦ Fireside Cabins
- W ♦ MSARCO event
- W ♦ our own travel trailer
- W ♦ RCI certificate
- W ♦ Rented Cabin
- W ♦ rented house
- W ♦ rv on turkey springs road
- W ♦ stayed at the hot springs
- W ♦ Stayed with in laws that were renting a condo
- W ♦ Tent camped on NFS land
- W ♦ The SPRINGS

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q5. Please list the name of the property or accommodations where you stayed:

- W ♦ 86 Larkspur
- W ♦ Acorn Cottage
- W ♦ Acres Green
- W ♦ americas best inn
- W ♦ americas best value in pagosa springs
- W ♦ America's Best Value Inn
- W ♦ Aspenwood 11
- W ♦ Best Value High Country Lodge
- W ♦ **Best Western (8 times)**
- W ♦ best western , the springs resort
- W ♦ Bruce Spruce Ranch
- W ♦ CAMPGROUND
- W ♦ Can not remember, but it was very nice!
- W ♦ Cannot remember, but by the water and the condo was on stilts!
- W ♦ Can't Recall
- W ♦ can't remember
- W ♦ Can't remember
- W ♦ Can't remember but on a lake, next to golf course, a bit older place
- W ♦ Can't remember the name. on main road though
- W ♦ can't remember. it was across from The Springs
- W ♦ Condo in the area of Pagosa Lodge/Pinon Lake
- W ♦ don't recall the name, new cabins about 1 mile out of town
- W ♦ don't remember
- W ♦ don't remember
- W ♦ don't remember
- W ♦ don't remember on the main strip
- W ♦ eagles loft
- W ♦ east fork campground
- W ♦ east fork campground, 'springs resort' and piedra wilderness area
- W ♦ echo basin lodge, americas best value inn cabins
- W ♦ Econo Lodge
- W ♦ ECONO LODGE ???
- W ♦ Econolodge
- W ♦ Econolodge
- W ♦ Elk Meadow
- W ♦ Elk Meadow Resort
- W ♦ elk point
- M ♦ **FAIRFIELD (53 times)**
- W ♦ Fairfield (Wyndham) Pogasa Springs
- W ♦ Fairfield at Pagosa
- W ♦ Fairfield Condo's
- W ♦ Fairfield Marriott
- W ♦ Fairfield...Wyndham
- W ♦ Fairfield/has new name now
- W ♦ Fairfield/Wyndham
- W ♦ fairshare
- W ♦ family
- W ♦ Fireside Cabins
- W ♦ Fireside Cabins
- W ♦ First Inn of Pagosa
- W ♦ FIRST INN OF PAGOSA

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q5. Please list the name of the property or accommodations where you stayed:

- W ♦ First Inn, Super 8, Bridge Campground
- W ♦ FOREST SERVICE CAMPGROUND
- W ♦ Hartland Ranch
- W ♦ Harts
- W ♦ Hart's
- W ♦ Hart's
- W ♦ hart's cabin rentals
- W ♦ harts resort
- W ♦ Hart's Rocky Mountain Resort
- W ♦ Harts Rocky Mountain Retreat
- W ♦ Hart's Rocky Mountain Retreat
- W ♦ Hart's Rocky Mountain Retreat
- W ♦ Hart's Rocky Mountain Retreat
- W ♦ harts rocky moutian guest ranch
- W ♦ High Country Inn (2 nites) & Fairfield Pagosa (1)
- W ♦ High Country Lodge
- W ♦ Holiday Inn Express
- W ♦ Hot Springs Resort
- W ♦ House
- W ♦ I don't remember
- W ♦ I don't remember
- W ♦ I don't remember the name - it was the Wynngate resort
- W ♦ I have forgotten
- W ♦ I really do not remember the name
- W ♦ Lake Pagosa Condominiums
- W ♦ Lone Pine Condominiums
- W ♦ Master's Place - Wyndham
- M ♦ MOTELS IN TOWN
- W ♦ Mountain Landing
- W ♦ my son rented apartment
- W ♦ national forest
- W ♦ National forest in area of Elwood Pass and Quartz Mountain.
- W ♦ National Forest/Buckles Lake Rd.
- W ♦ NFS land
- W ♦ Our own home. 156 Caleta Place
- W ♦ Pagosa Hot Springs
- W ♦ Pagosa Inn
- W ♦ Pagosa Lodge
- W ♦ Pagosa Riverside Campground
- W ♦ Pagosa Riverside Campground
- W ♦ Pagosa Riverside R.V. Resort
- W ♦ Pagosa RV Park & Resort
- W ♦ Pagosa Springs FairField
- W ♦ Pagosa Springs Inn
- W ♦ Pagosa Springs Inn & Suites
- W ♦ pagosa springs inn and suites
- W ♦ Pagosa Springs Lodge
- W ♦ Pagosa Springs Motel ?
- W ♦ PAGOSA SPRINGS RESORT
- W ♦ pagosa springs vacation rentals

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q5. Please list the name of the property or accommodations where you stayed:

- W ♦ Parelli Center
- W ♦ pine club place, across from golf course clubhouse
- W ♦ Pinewood Inn
- W ♦ private
- W ♦ private home near cat creek junction
- M ♦ RCI
- W ♦ rci
- W ♦ Riverside RV Park
- W ♦ Sonny Parish
- W ♦ Spa @ Pagosa Springs
- W ♦ sportsman
- W ♦ Sunetha Properties
- W ♦ Sunset Ranch
- W ♦ Super 8
- W ♦ Talisman Drive
- W ♦ Talk of the Town Riverwalk Townhome w/ Pagosa Accomodations
- W ♦ Teel Landing
- W ♦ the inn at pagosa springs
- W ♦ The Inn at the Springs ranch
- W ♦ The Spa @ Pagosa Springs
- W ♦ The Spa Resort
- W ♦ the springs resort & best western
- W ♦ **The Springs Resort (11 times)**
- W ♦ The Treehouse
- W ♦ this was a family home rented from a friend
- W ♦ turkey springs rd
- W ♦ unknow at this day.
- W ♦ unknown
- W ♦ v-poma ranch
- W ♦ West Fork Campground
- W ♦ Williams Creek
- W ♦ Windom Fairfield
- W ♦ windom/fairfield
- W ♦ Wyndam/Fairfield Pagosa Springs
- M ♦ **WYNDHAM (58 times)**
- W ♦ Youker - Lower Blanco Road

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q7. Where did you spend the night prior to arriving in Pagosa Springs?

- W ♦ Alamosa
- W ♦ Alamosa, Co.
- W ♦ Alberquere, NM
- W ♦ Albuquerque
- W ♦ Albuquerque
- W ♦ Albuquerque
- W ♦ Albuquerque
- W ♦ Albuquerque New Mexico
- W ♦ Albuquerque, New Mexico
- W ♦ Albuquerque, NM
- W ♦ albuqrque
- W ♦ Alma, CO
- W ♦ Alomosa
- W ♦ Amarillo
- W ♦ Amarillo
- W ♦ Amarillo Texas
- W ♦ Amarillo TX
- W ♦ Amarillo, Texas
- W ♦ Amarillo, Texas
- W ♦ Angel Fire, NM
- W ♦ arlington, texas
- W ♦ Asheville, NC; Memphis, TN, Mountain View, AR; Oklahoma City, OK
- W ♦ at home
- W ♦ Austin, TX
- W ♦ az
- W ♦ Baton Rouge, Louisiana
- W ♦ Bayfield
- W ♦ Beaver Creek, CO
- W ♦ BROTHERS HOME IN HART TX
- W ♦ came to Pagosa from airport in Denver
- W ♦ Canon City
- W ♦ Carlsbad caverns, new mexico
- W ♦ Carson National Forest/New Mexico
- W ♦ Chaco Canyon - New Mexico
- W ♦ CHAMA NEW MEXICO
- W ♦ Chama, NM
- W ♦ chama, nm
- W ♦ Clarendon, Tx
- W ♦ Cliff dweller~~national forest
- W ♦ Colorado Springs

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q7. Where did you spend the night prior to arriving in Pagosa Springs?

- W ♦ Colorado Springs, Colorado
- W ♦ Coloroda Springs
- W ♦ Cortez
- W ♦ Cortez
- W ♦ Cortez, CO
- W ♦ Cortez, CO
- W ♦ Creede, Colorado
- W ♦ Crestone
- W ♦ Cuba, NM
- W ♦ Dalhart, Texas
- W ♦ Denver
- W ♦ Denver, CO
- W ♦ Denver, CO
- W ♦ Denver, CO
- W ♦ Dodge City Ks
- W ♦ Drove through the night
- W ♦ DURANGO
- W ♦ durango col
- W ♦ Durango, bayfield, salt lake city
- W ♦ durango, co
- W ♦ durango, co
- W ♦ Durango, CO
- W ♦ Durango,CO
- W ♦ Edmond,OK
- W ♦ family in Denver
- W ♦ Family's house in Denver
- W ♦ Farmington
- W ♦ First Family then hotels

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q7. Where did you spend the night prior to arriving in Pagosa Springs?

- W ♦ first night in Iowa, 2nd night in Nebraska
- W ♦ Flagstaff
- W ♦ Flagstaff
- W ♦ flagstaff, az
- W ♦ Flagstaff, AZ
- W ♦ Fountain, Colorado
- W ♦ Friends cabin
- W ♦ Gallup, NM
- W ♦ georgia
- W ♦ Ghost Ranch
- W ♦ Goodyear, Arizona
- W ♦ grand junction
- W ♦ GUNNISON, CO.
- W ♦ Holiday Inn
- W ♦ **Home (53 times)**
- W ♦ Home in Colorado Springs
- W ♦ Home in Greeley
- W ♦ home in nj
- W ♦ Home St. Petersburg, FL
- W ♦ in Kansas
- W ♦ in my car
- W ♦ In New Mexico
- W ♦ in RV park in Santa Fe, NM
- W ♦ In Santa Fe
- W ♦ Indianapolis, IN
- W ♦ Kanas City MO
- W ♦ kansa
- W ♦ Kansas City Missouri
- W ♦ La Junta
- W ♦ LAJUANTA
- W ♦ LAKE SAN CRISTOBOL
- W ♦ Lamar, CO
- W ♦ Lamar, CO
- W ♦ **Las Cruces, NM (2 times)**
- W ♦ las vegas
- W ♦ Las Vegas
- W ♦ LasVegas, New Mexico
- W ♦ Laughlin, Nv
- W ♦ LaVeta. Co.
- W ♦ Limon, Co
- W ♦ Los Alamos
- W ♦ Loveland, Colorado
- W ♦ Lubbock TX
- W ♦ mancos
- W ♦ Manitou Springs, colo
- W ♦ Mesa, AZ
- W ♦ moab,utah
- W ♦ moab,utah
- W ♦ Monarch Mountain Lodge
- W ♦ monarch pass, colorado
- W ♦ Monarch, Colorado

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q7. Where did you spend the night prior to arriving in Pagosa Springs?

- W ♦ Monte Vista
- W ♦ Monticello, Utah
- W ♦ motel in Tx. on the way there.
- W ♦ My parents home in NM
- W ♦ Nebraska
- W ♦ Nebraska
- W ♦ New Mexico
- W ♦ New York City, Home
- W ♦ none
- W ♦ North Platte NE
- W ♦ Oklahoma
- W ♦ Oklahoma City, OK
- W ♦ Page AZ
- M ♦ PAGOSA SPRINGS RESORT
- W ♦ Pecos, TX
- W ♦ Phoenix
- W ♦ Phoenix, az
- W ♦ phoenix, az 85023
- W ♦ pine CO
- W ♦ Pittsburgh, PA
- M ♦ PUEBLO
- W ♦ raton nm
- W ♦ Raton, New Mexico
- W ♦ red eye flight
- W ♦ Roswell, NM
- W ♦ Salida, CO
- W ♦ Salida, CO
- W ♦ salt lake ciy
- W ♦ santa fa
- M ♦ SANTA FE
- W ♦ Santa Fe N.M.
- W ♦ SANTA FE NEW MEXICO
- W ♦ Santa Fe, New Mexico
- W ♦ Santa Fe, NM
- W ♦ santa rosa n.m.
- W ♦ santa rosa nm.
- W ♦ Santa Rosa, NM
- W ♦ Sante Fe, New Mexico
- W ♦ Sante Fe, New Mexico
- W ♦ Sante Fe, NM
- W ♦ Sante Fe, NM
- W ♦ Sedona

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q7. Where did you spend the night prior to arriving in Pagosa Springs?

- W ♦ Sedona, AZ
- W ♦ Shamrock, TX at the Shamrock Inn
- W ♦ Show Low, Arizona
- W ♦ Snow Mass Valley, CO
- M ♦ SOUTH FORK
- W ♦ south Fork, CO. (summer home, home in Tyler , TX. in winter)
- W ♦ South Fork, Colorado
- W ♦ stayed at home and traveled to pagosa springs
- W ♦ Taos
- W ♦ taos
- W ♦ Taos New Mexico
- W ♦ Taos, NM
- W ♦ Telluride, CO which is home
- W ♦ texas
- W ♦ Thornton, CO
- W ♦ Tuba City
- W ♦ Tuba City, AZ
- W ♦ Tucson
- M ♦ TUCUMCARI
- M ♦ TUCUMCARI
- W ♦ Tucumcari, New Mexico
- W ♦ Tucumcari, NM
- W ♦ Tucumcari, NM
- W ♦ ulyssess kansas
- W ♦ Ute Casino
- W ♦ VARIOUS PLACES ALONG THE WAY
- M ♦ VEGA, TX
- W ♦ Wahlsenberg
- W ♦ We didn't, drove direct
- W ♦ with family
- W ♦ wolf creek
- M ♦ WOOSTER, OK

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q8. Where did you spend the night after leaving Pagosa Springs?

- W ♦ Alamosa
- W ♦ albuquerque
- W ♦ albequrue NM
- W ♦ Albuquerque
- W ♦ Albuquerque New Mexico
- W ♦ Albuquerque, New Mexico
- W ♦ Albuquerque, NM
- W ♦ Alq
- W ♦ Amarillo
- W ♦ Amarillo, Texas
- W ♦ Amarillo, Texas
- W ♦ Amarillo, TX
- W ♦ Amarillo, TX
- W ♦ Amarillo, TX
- W ♦ amarillo,tx
- W ♦ Arizona
- W ♦ ARIZONA
- W ♦ arlington,texas
- W ♦ At home
- W ♦ at home
- W ♦ at home VA
- W ♦ Baton Rouge, Louisiana
- W ♦ Bayfield
- W ♦ Binson, AZ
- W ♦ blanding utah
- W ♦ canon city, co
- W ♦ Carrollton, TX
- W ♦ Chama, NM
- W ♦ Cheyenne, Wyoming
- W ♦ Childress, Texas
- W ♦ Clarendon Texas
- W ♦ Clarendon, Tx
- W ♦ Codorado Springs
- W ♦ **Colby, KS (2 times)**
- W ♦ Colorado Spring???
- W ♦ Colorado Springs
- W ♦ Colorado Springs, CO
- W ♦ **Colorado Springs, CO (2 times)**
- W ♦ Colorado Springs, CO; Salina, KS; Normal, IL; Athens, OH
- W ♦ CORTES

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q8. Where did you spend the night after leaving Pagosa Springs?

- W ♦ Cortez Colorado
- W ♦ Creed Co
- W ♦ CREEDE
- W ♦ Creede, Colorado
- W ♦ Creista Butt
- W ♦ Denver
- W ♦ Denver, CO
- W ♦ Denver, CO
- W ♦ Denver, Colorado
- W ♦ Do not recall, but it was terrible!
- W ♦ dodge city, kanas
- W ♦ drove straight home
- W ♦ Drove through the night
- W ♦ Dumas, Texas
- W ♦ durango
- M ♦ Durango
- M ♦ Durango
- W ♦ durango colorado
- W ♦ Durango, Co
- W ♦ Durango, CO
- W ♦ Durango, Colorado
- W ♦ Durango, Colorado
- M ♦ EDMOND, OK
- W ♦ Edmond,OK
- W ♦ Family in KS.
- W ♦ Farmington, New Mexico
- W ♦ Farmington, NM

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q8. Where did you spend the night after leaving Pagosa Springs?

- W ♦ Farmington, NM
- W ♦ Farmington, NM -- only because my return flight was cancelled
- W ♦ Flagstaff, AZ
- W ♦ flagstaff,az
- W ♦ Fort Collins
- W ♦ Fort Morgan, CO
- W ♦ Garden City, Ks.
- W ♦ General Palmer
- W ♦ Goodear, Arizona
- M ♦ GRAND CANYON
- W ♦ grand Canyon
- W ♦ Grand Canyon, Arizona
- W ♦ Grand Junction
- W ♦ Great Bend, Kansas
- W ♦ Great Bend, KA
- W ♦ gunnison
- W ♦ Gunnison Co.
- W ♦ Guyman Oklahoma
- W ♦ Hampton Inn
- W ♦ have not left yet
- W ♦ Hayes, Kansas
- W ♦ **Home (54 times)**
- W ♦ Home in Colorado Springs
- W ♦ home in NC
- W ♦ Home St. Petersburg, FL
- W ♦ home.....Reading, Pa.
- W ♦ Huntsville, AL
- W ♦ Hutchison, Kansas
- W ♦ In Albuquerque, NM
- W ♦ in Denver, CO
- W ♦ Indianapolis, IN
- W ♦ Kansas
- W ♦ Kansas, and Illinois
- W ♦ La Junta, CO
- W ♦ La Junta
- W ♦ Lake Vallecito
- W ♦ Larkin, Colorado
- W ♦ las vegas
- W ♦ Las Vegas
- W ♦ Las Vegas
- W ♦ Lawrence, KS
- W ♦ Limon, Colorado
- W ♦ Los Alamos
- W ♦ los alamos, nm
- W ♦ Lubbock TX
- W ♦ Lubbock, TX
- W ♦ Lubbock, TX
- W ♦ Madrid, New Mexico
- W ♦ Mesa Verde
- W ♦ Mesa Verde
- W ♦ Mesa, AZ

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q8. Where did you spend the night after leaving Pagosa Springs?

- W ♦ missouri
- W ♦ Moab
- W ♦ moab, mesa verde
- W ♦ nebraska
- W ♦ New Braunfel, TX
- W ♦ new mexico
- W ♦ New Mexico
- W ♦ New Mexico
- W ♦ NO WHERE
- W ♦ none
- M ♦ NORMAN, OK
- W ♦ nowhere
- W ♦ Oklahoma
- M ♦ OKLA CITY
- W ♦ oklahoma city ok
- W ♦ Oklahoma City, OK
- W ♦ Old Albuquerque, NM (sorry can't spell tonight :-)
- W ♦ On a plane
- W ♦ Ouray
- W ♦ Ouray
- W ♦ Ouray, CO
- W ♦ Ouray, CO
- W ♦ Page Az
- W ♦ Page, AZ
- W ♦ Peabody, KS
- W ♦ Phoenix
- W ♦ Phoenix, Az
- W ♦ phoenix, az 85023
- W ♦ PORTALES NEW MEXICO
- W ♦ Pueblo, CO
- W ♦ Raton, New Mexico
- W ♦ red cloud ne.
- W ♦ Red River
- W ♦ Red River New Mexico
- W ♦ Red River, NM
- W ♦ relatives house
- W ♦ RENTAL HOUSE IN CORTEZ, CO
- W ♦ returned home
- W ♦ Roswell, New Mexico
- W ♦ Roswell, NM
- W ♦ Ruidoso, NM
- W ♦ Ruidoso, NM
- W ♦ Ruidoso, NM
- W ♦ Salida
- W ♦ San Jon
- W ♦ Sand Dunes
- W ♦ Santa Fe
- W ♦ Santa Fe, New Mexico

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q8. Where did you spend the night after leaving Pagosa Springs?

- W ♦ Santa Fe, NM
- W ♦ Santa Fe, NM
- W ♦ Santa Fe, NM
- W ♦ Santa Rosa New Mexico
- W ♦ Sante Fe, New Mexico
- W ♦ sante fe,n.m.
- W ♦ Scotts Bluff, NE
- W ♦ Silverthorne
- W ♦ Silverton
- W ♦ SILVERTON, CO
- W ♦ Small town in Nebraska
- W ♦ Snow Mass Valley, Co
- W ♦ Sout Fork
- W ♦ South Dakota
- M ♦ SOUTH FORK
- W ♦ South Fork, CO
- W ♦ South Fork, Colorado
- W ♦ Sterling CO
- W ♦ Taos
- W ♦ Taos
- W ♦ Taos, New Mexico
- W ♦ Taos, NM
- W ♦ taos,n.m.; raton, n.m.
- W ♦ telluride
- W ♦ Telluride, CO
- W ♦ texas
- W ♦ Thornton, CO
- W ♦ Trinidad co.
- W ♦ Trinidad, Colorado
- W ♦ Tucumcari, NM
- W ♦ utah
- W ♦ Vallacito Lake
- W ♦ Walsenberg
- W ♦ Western Kansas
- W ♦ wolf creek
- M ♦ WOOSTER, OK

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q12. Other important reason you visited Pagosa Springs:

- W ♦ 4 wheel drive/Jeep trails around the area
- W ♦ A revisit
- W ♦ ANY new town to me in Colorado is a treat!
- W ♦ Beautiful Country
- W ♦
Beauty of area, Native American reservations, and Native American historical areas. Friendliness of
- W ♦ Being in the Mountains
- M ♦ Big game hunting
- W ♦ birding opportunity
- W ♦ Coming to Wolf Creek to ski @ Thanksgiving
- W ♦ Consider relocating to Pagosa
- W ♦ Durango to Silverton RR
- W ♦ Durango/Silverton train
- W ♦ family-oriented activities
- W ♦ hot springs
- W ♦ Hunting
- W ♦ I cam with a friend who has a timeshare. We visited her son in that area.
- W ♦ Interested in regional history
- W ♦ It's where the Parelli's are
- W ♦ Just love the area
- W ♦ like the mountains
- W ♦ looking for a retirement location
- W ♦ Mountains/climate
- W ♦ My employer gave me 10 days in his timeshare for a family vacation
- W ♦ pagosa rodeo
- W ♦ Parelli Conference
- W ♦ Parelli course
- W ♦ Parelli International Savvy Conference
- W ♦ Possible Relocation Destination.
- W ♦ Purchsed our retirement home off Navajo Rd. this Spring!!!
- W ♦ Return visit, we are Colorfest balloon crew members for Splash 2
- W ♦ scouting hunting sites
- W ♦ Search and Rescue event?practice
- W ♦ senic beauty
- W ♦ Sight seeing in a beautiful part of the U.S.
- W ♦ Stayed in RV Park in 2001, bought house in South Fork in that fall
- W ♦ Stopped here for a few hours many years ago - wanted to stay longer this time.
- W ♦ To be able to visit Mesa Verde
- W ♦ Trains
- W ♦ Use timeshare before default time is up
- W ♦ visiting family - lots to do there
- W ♦ Wanted Child to experience Mesa Verde
- W ♦ wanted to ride our motorcycles through the sights
- W ♦ We are new property owners in Loma Linda.
- W ♦ We lived in Pagosa in 94 & 95 and fell in love with the area.
- W ♦ We love Colorado
- W ♦ We were just passing through, but you have a lovely city.

Q12. Please specify the special event as the reasons you visited Pagosa Springs:

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q12. Other important reason you visited Pagosa Springs:

- W ♦ 4th of July activities
- W ♦ anniversary
- W ♦ Craft show
- W ♦ family
- W ♦ family
- W ♦ search and rescue(MSARCO) event
- W ♦ Snow Skiing
- W ♦ wedding
- W ♦ Wedding in Area
- W ♦ Wedding Anniversary Party
- W ♦ wedding
- W ♦ Wedding
- W ♦ wedding
- W ♦ Visiting family and reunion with old friends
- W ♦ vacation
- W ♦ Tree Top Adventures on Durango-Silverton trek
- W ♦ Son's birthday
- W ♦ Red Ryder Rodeo
- W ♦ Parelli Savvy Conference
- W ♦ Parelli course
- W ♦ Parelli Conference
- W ♦ pagosa fiber fest
- W ♦ Outdoor activities
- W ♦ Our Honeymoon
- W ♦ None
- W ♦ N/A
- W ♦ Mesa Verde
- W ♦ Hot Springs
- W ♦ Hot air festaval
- W ♦ Hot Air Balloon Show
- W ♦ Hot Air Balloon Event
- W ♦ Honeymoon - july festivals
- W ♦ Honeymoon
- W ♦ holidays
- W ♦ Heritage people,sightseeing,wildlife
- W ♦ Grandfathers Memorial service
- W ♦ Fourth of July
- W ♦ Four Corners Festival
- W ♦ Folk Fest
- W ♦ Fly Fishing
- W ♦ fishing
- W ♦ Family vacation
- W ♦ Family Reunion-Central Location
- W ♦ Family gathering
- W ♦ family birthday
- W ♦ Equinox
- W ♦ Durango/Silverton train and hot air balloon
- W ♦ Durango Silverton RR
- W ♦ childhood friends reunion
- W ♦ car rally
- W ♦ birthday

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q12. Other important reason you visited Pagosa Springs:

- W ♦ birding
- W ♦ Balloon festival
- W ♦ Balloon Fest
- W ♦ Autumnal equinox (rained out!) at Chimney Rock
- W ♦ Anniversary
- W ♦ anniversary
- W ♦ 4th of july in Tularide
- W ♦ 4 wheel drive/Jeep trails was the reason we chose Pagosa Springs

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q13. Which two of the above reasons were most important? (OTHER)

- W ♦ 4 wheel drive/Jeep trails
- W ♦ Being in the Mountains
- W ♦ family oriented activities in vicinity
- W ♦ hunting
- W ♦ hunting sites
- W ♦ Mesa Verde
- W ♦ Parelli International Savvy Conference
- W ♦ scenic beauty
- W ♦ see Doctor
- W ♦ use up timeshare time before default time
- W ♦ We are new property owners in Loma Linda.

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q19. What is your opinion of "What's Your Rush" ads?

- W ♦ Accurate representation of laid back resort / spa / golf activities.
- W ♦ All information was valuable in planning activities during vacation. It helped us select the activities we were the most interested in.
- W ♦ Did not influence our stay, but, was catchy.
- W ♦ good
- M ♦ Good one
- W ♦ great
- M ♦ I thought they were pretty nice to have
- W ♦ Interesrting and intriguing
- W ♦ Nice catch phrase
- W ♦ none
- W ♦ ok
- W ♦ okay, but I didn't remember it until it was asked.
- W ♦ Positive, relaxing is the point of our vacationing. Sightseeing is a close second.
- W ♦ they were cute and realistic
- W ♦ Very Good
- W ♦ well we saw something about two hours up from Alb. on the side of the road but we were already on the way.

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q20 Which Pagosa Springs website did you consult prior to your trip?

- W ♦ alot of them
- W ♦ Camber of commerce and about two other can't rember the names
- W ♦ **Chamber of Commerce (37 times)**
- W ♦ Chamber of Commerce / Tourism
- W ♦ colorado
- W ♦ Colorado State
- W ♦ Coloradoinfo.com, Pagosaspringschamber.com and others
- W ♦ commerce
- W ♦ Commerce Website
- W ♦ condo rentals / info on festival
- W ♦ dont recall
- W ♦ don't recall
- W ♦ Don't recall
- W ♦ don't remember - maybe Pagosa Springs Chamber of Commerce?
- W ♦ Fairfield resorts.com
- W ♦ Fairshare
- W ♦ General Fishing websites, Google and then looked at probably the top 10-20
- W ♦ gopagosa.com
- W ♦ <http://www.pagosa.com/>
- W ♦ <http://www.pagosaspringschamber.com/>
- W ♦ <http://www.pagosaspringschamber.com/>
- W ♦ I just searched for Pagosa Springs and looked at several different ones.
- W ♦ I think Chamber of Commerce and weather
- W ♦ I'm sorry, I don't, but think was chamber website
- W ♦ Informative
- W ♦ Jum SMith Realty - webcams
- W ♦ Just did a search
- W ♦ Just put in "Pagoosa Springs" and looked at all sites
- W ♦ lodging---resturants
- W ♦ many
- W ♦ many - google search on pagosa springs/chimney rock
- W ♦ no, just went on msn and typed in pagosa springs
- W ♦ no, probably visitors site b/c I had packet sent to me
- W ♦ no...visited several
- W ♦ Nope
- W ♦ numerous
- W ♦ official city site
- W ♦ Pagosa chamber
- W ♦ pagosa -fishing
- W ♦ Pagosa Springs
- W ♦ Pagosa Springs Chamber
- W ♦ Pagosa Springs Chamber of Commerce
- W ♦ pagosa springs search
- W ♦ Pagosa Springs Tourism Center
- W ♦ Pagosa Springs travelGuide?
- W ♦ Pagosa Springs, Durango, Silverton ones
- W ♦ Pagosa Sun
- W ♦ pagosa.com

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q20 Which Pagosa Springs website did you consult prior to your trip?

- W ♦ Pagosa.com
- W ♦ Pagosa.com
- W ♦ pagosaspring.com
- W ♦ pagosasprings.com
- W ♦ pagosasprings.com (I think..the website was about the city)
- W ♦ pagosasprings.com??
- W ♦ pagosaspringschamber.com
- W ♦ pagosaspringschamber.com and go-colorado.com/pagosa-springs and other local websites, like information about the durango silverton train.
- W ♦ Pagosatown something
- W ♦ Planet Pagosa
- W ♦ Several
- W ♦ several incl. Chamber of Commerce site
- W ♦ suggested by chamber of commerce
- W ♦ towns website
- W ♦ Visitors Center
- W ♦ weather
- W ♦ www.pagosa.com, www.townofpagosasprings.com, www.planetpagosa.com
- W ♦ www.pagosasprings.com
- W ♦ www.pagosaspringschamber.com
- W ♦ www.pagosaspringschamber.com
- W ♦ www.pagosaspringschamber.com

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q22. Any comments or suggestions concerning the website?

- M ♦ Good info
- W ♦ great
- M ♦ I liked the way you could easily find things, it made a lot of sense
- W ♦ I'm no expert
- W ♦ include inducements to come
- W ♦ Include times and prices for activities and events
- W ♦ Little easier to navigate would be helpful
- W ♦ maybe list more dining options or where to find souvenirs with Pagosa Springs on it
- W ♦ More cultural sites.
- W ♦ more info on hiking
- W ♦ more pictures of resorts&surrounding area----harts ranch was excellent
- W ♦ Need more information on musical events, rental housing, handicapped accessible activities
- W ♦ no good web page to serve as clearinghouse for detailed lodging options
- W ♦ Pagosa has way more to offer than the website shows and many, many more things to do.
- W ♦ sorry, but dont recall
- W ♦ thank you for sending visitor packet to me
- W ♦ The Chamber of Commerce sent me a package of valuable information; epecially places to hike and eat
- W ♦ The information we received was very helpful
- W ♦ they all did a very good job with info and prices with pictures
- W ♦ useful information
- W ♦ Very Good for information
- W ♦ Was mostly for moving into the area - nothing for vacation
- W ♦ well laid out - good job!
- W ♦ Wyndham lodging was NOT what the pictures showed.disappointed

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q26. If you attended one or more special events, which one(s)?

- W ♦ 4th of July parade
- W ♦ 4th of July Parade; Fireworks
- W ♦ a local music talent at Pagosa Lake community center July 23
- W ♦ ALL
- W ♦ ARTS AND CRAFTS
- W ♦ arts festival by the river
- M ♦ Astraddle the Saddle, hot air balloon ride
- W ♦ bluegrass
- W ♦ Cancer Walk
- W ♦ carnival, 4 of july parada
- W ♦ Chimney Rock Full Moon Program
- W ♦ chimney rock native american cultural gathering
- W ♦ Chimney Rock Night Sky
- W ♦ colorfestba
- W ♦ concert
- W ♦ county fair
- W ♦ did not attend
- W ♦ Did not attend
- W ♦ Don Francisco Concert, Centerpoint Church
- W ♦ Fall Equinox - cancelled Festival in Park
- W ♦ festival
- W ♦ festival
- W ♦ Folk Fest
- W ♦ Four Corners Festival
- W ♦ fourth of july fireworks
- W ♦ Full moon at Chimney Rock
- W ♦ HOSPITAL FUNDRAISER
- W ♦ Hot Air Balloon
- W ♦ Hot Air Balloon Show
- W ♦ I think we were in between special events when we went.
- W ♦ I wanted to go to the harvest dance, but missed it.
- W ♦ Indian Music
- W ♦ july 4th fair
- W ♦ music
- W ♦ None were going on while we were there.
- W ♦ None were ongoing at the time
- W ♦ none were scheduled while we were there
- W ♦ nonr
- W ♦ Not much was happening when we were there, which is sad, because we were there in July
- W ♦ pagosa springs fiber fest
- W ♦ parade, art in the park
- W ♦ Parelli Savvy Conference
- W ♦ Play, craft fare, parade, fireworks, rodeos
- W ♦ previous rodeo
- W ♦ Red Ryder Rodeo
- W ♦ rock show and rodeo
- M ♦ Rodeo
- M ♦ Rodeo
- W ♦ rodeo
- W ♦ rodeo
- W ♦ Rodeo

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q26. If you attended one or more special events, which one(s)?

- W ♦ rodeo
- W ♦ Rodeo and 4th of July Festival
- W ♦ Rodeo and Parade
- W ♦ rodeo, 4th of july parade, fireworks
- W ♦ Rodeo, hot air balloon ride, Full Moon Program at Chimney Rock
- W ♦ rodeo--concerts
- W ♦ some art festival
- W ♦ The Rodeo. It was great
- M ♦ Wagon ride with dinner
- W ♦ water rafting
- W ♦ We missed the special events. Needed more advertising and notice.
- W ♦ Wedding
- W ♦ wine event / balloon festival
- W ♦ yes

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q28. What was your most memorable experience in Pagosa Springs?

- W ♦ airline losing my luggage with ALL of my clothes
- W ♦ ALMOST HITTING 3 ELK
- W ♦ Area native american attractions (Mesa Verde, etc.)
- W ♦ area was beautiful
- W ♦ Balloon ride
- W ♦ Beautiful scenery, weather
- W ♦ Beauty of the area
- W ♦ Beauty of the location
- W ♦ Beauty, fishing, hiking
- W ♦ Being at the mineral springs while snow was coming down in May!
- W ♦ Being with friends
- W ♦ Besides relaxing on the porch of the condo, we liked attending Mountain Heights Baptist Church Sunday morning
- W ♦ bike riding
- W ♦ biking down Nipple mt!
- W ♦ birding on Hershey Ranch
- W ♦ Boggies Golf
- W ♦ camping
- M ♦ Chimney Rock
- W ♦ Chimney Rock and Neil form Jim Smith Realty
- W ♦ Chimney Rock and Water Rafting
- W ♦ Chimney Rock excursion and the history
- W ♦ Day trip to Mesa Verde
- W ♦ dining, weather,pubs
- W ♦ driving around looking at scenery and fall colors
- W ♦ Driving forestry rode with my family into the San Juan National Forest.
- W ♦ driving in the mountains nearby in the fall
- W ♦ driving to and hiking near Williams Creek Reservoir
- W ♦ Durango Silverton RR, Chimney Rock, Hot Air Balloon
- W ♦ eating at tequilas and watching the river and the spa
- W ♦ Enjoyed the Spa
- W ♦ enjoyed walking by the river
- W ♦ Enjoying the springs
- W ♦ every thing we did was great. the people,food and town was all good.
- W ♦
Everyone we met was very pleasant. The stores downtown were wonderful and so was the food. I would (and have) recommend a visit to Pagosa Springs to the people I work with and our friends.
- W ♦ Everything about Pagosa Springs is memorable
- W ♦ family gathering at the Inn
- W ♦ Fishing and hotsprings.
- W ♦ Fishing and sightseeing.
- W ♦ Fishing at one of the nearby Lakes. The scenery and excitement of actually catching fish was very satisfying.

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q28. What was your most memorable experience in Pagosa Springs?

- W ♦ Fishing at Pagosa Lakes
- W ♦ Fishing everyday and going to several of the waterfalls in the area. Also the old Movie theatre was fun. River rafting, and eating the 2 pound burger
- W ♦ Fishing in the San Juan
- W ♦ Fishing in town and going to the movies afterwards
- W ♦ Fly fishing in the san juan river, and the hot springs
- W ♦ Food
- W ♦ Four wheeling the area and sightseeing the wildlife
- W ♦ Friendly town
- W ♦ friends wedding
- W ♦ Full moon at Chimney Rock and going to Mesa Verde
- W ♦ Geography of region (Scenery)
- W ♦ going on the back roads like piedra road and others. Really nice foliage
- W ♦ Going to Chimney rock
- W ♦ Going to the lakes nearby and just living in the beauty of it all.
- W ♦ Going to Wolf Creek
- W ♦ GOLF
- W ♦ Golf and Shopping
- W ♦ Golf, open air lunch and the hot springs
- W ♦ golfing
- W ♦ Good dinner at Dogwood Cafe, good breakfast at Victoria's Cafe, and good service at the Visitor's Center.
- W ♦ Hanging out in a beautiful home
- W ♦ Hart's Resort & relaxing with family
- W ♦ Having a cup of tea and my book on the back deck.
- W ♦ Hikes and scenery
- W ♦ hiking
- W ♦ Hiking & Fishing
- W ♦ Hiking and 4x4 in the area
- W ♦ Hiking and scenic drives & hot springs
- W ♦ Hiking at Lobo overlook
- W ♦ Hiking in the mountains
- W ♦ Hiking in the mountains, beauty of the area
- W ♦ Hiking on Wolf Creek Pass
- W ♦ Hiking the piedra falls trail.
- M ♦ Hiking to Pagosa Peak, hunting
- W ♦ Hiking to the waterfalls
- W ♦ Hiking to Treasure falls
- W ♦ Hiking up to the falls
- W ♦ Hiking with my 83 year old Mother.
- W ♦ hiking, horseback riding
- W ♦ historic sites and the beauty of the area
- W ♦ horse back riding golf
- M ♦ **Hot air balloon (2 times)**
- W ♦ Hot Air Balloon Ride

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q28. What was your most memorable experience in Pagosa Springs?

- W ♦ hot air balloon ride
- M ♦ Hot air balloon ride - granddaughter got engaged
- W ♦ Hot air balloon ride and the beautiful scenery
- W ♦ hot spring
- W ♦ Hot springs
- W ♦ hot springs waterfalls
- W ♦ **Hot Springs (3 times)**
- W ♦ hot springs and beautiful scenery
- W ♦ Hot springs and surrounding mountains
- W ♦ hot springs and the river running past it was extremely refreshing
- W ♦ Hot Springs and the White Water Rafting
- W ♦ Hot Springs down town were very "Dirty"
- W ♦ Hot Springs. Mesa Verde National Park, Winery in Cortez, Train ride to Silverton
- W ♦ How beautiful the area is.
- W ♦ How pretty it was, and the fishing
- W ♦ how small the town was and how nice everyone was. Good food!
- W ♦ Hunting and the outdoors
- W ♦ I loved the scenery, hiking, kayaking, and mountain biking. I have never seen so much wildlife. I would love to move there.
- W ♦ Inner tubing was a blast. Parks were good also.
- W ♦ It will be my first vacation at Pagosa Springs
- W ♦ Jeep rental or hot air balloon
- W ♦ Just thought it was a pretty little valley town with great access to the mountains.
- W ♦ kayaking the town section was fun! I usually am there in the winter to ski.
- W ♦ Love the weather and beautiful landscapes
- W ♦ Mesa Verde, Hiking to four mile falls
- W ♦ Mountain climbing and tubing.
- W ♦ MOUNTAINS, WEATHER, AND SMALL TOWN FEEL
- W ♦ Mtn trail tour
- W ♦ My time at the Parelli center and the people I met at Sunset Ranch
- W ♦ na
- W ♦ natural beauty and friendly people
- W ♦ Natural springs
- W ♦ Nice hot springs; beautiful scenery
- W ♦ Our hikes to the beautiful waterfalls!
- W ♦ Our Honeymoon
- W ♦ Pagosa brewing company--awesome Beers, nice surprise.
- W ♦ Parelli Conference
- W ♦ Peaceful mountain/lake views
- W ♦ Plumtaw-Piedra Loop - very colorful trip. The Choke Cherry Tree Rocky Mountain Wildlife Park
- W ♦ Purchasing a time share.

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q28. What was your most memorable experience in Pagosa Springs?

- W ♦ Quality of accomodations at Wyndam Pagoas Resort
- W ♦ rafting
- W ♦ Rafting
- W ♦ Rafting
- W ♦ rafting and the hot springs
- W ♦ rafting down the river
- W ♦ Rafting down the river with family. Hot Springs during a rain storm.
- W ♦ rafting golf senic trips
- W ♦ rafting, family time, friends
- W ♦ rafting, horseback riding, 4 wheelin
- W ♦ riding 4-wheelers
- W ♦ riding our motorcycles to Wolf Creek Pass
- W ♦ river rafting
- W ♦ river rafting
- W ♦ River rafting, art in the park, old miners steakhouse
- W ♦ River rafting/train ride/fishing
- M ♦ Riverwalk
- W ♦ rodeo, hot springs
- M ♦ Scenery
- W ♦ scenery-hikes, springs
- W ♦ seeing a black bear
- W ♦ Seeing the wild animals
- M ♦ Sightseeing, golf, dining
- W ♦
 Sitting in a lawn chair with a blazing campfire, the wind blowing in the pines, the San Juan River bubbling past and the most beautiful night sky I've ever seen in my 62 years of living in 12 different states.....Peaceful and serene, that's why my husband and I come here as often as we can.
- W ♦ Sitting in the Hot Springs on the San Juan River enjoying the picturesque town.
- W ♦ Skiing in the winter, always the Bookstore and hiking in the summer/fall
- W ♦ small town atmosphere
- W ♦ Small town feel and comfortable crisp climate
- W ♦ Small town feeling, people were very friendly, the beauty of the area
- W ♦ small town, scenery, great hiking
- W ♦ SNOW - we're from the South and don't see that much
- W ♦ Soaking in the springs. Seeing new country and watching the hot air balloons.
- M ♦ Spa
- W ♦ Spending time with family out on the property.
- W ♦ Springs
- W ♦ stars at night
- W ♦ sunset from the radio tower area near wolf creek pass
- W ♦ the ballon ride
- W ♦ The beutiful setting and scenery as weel as the centrasl location for SW Colorado attractions.
- W ♦ the boardwalk area, public spring access
- W ♦ The brewpub
- W ♦ The community and the mountains. Wow - what a slice of heaven!!!!
- W ♦ The food at Tequila's, the movie theatre and the park with the carved Eagles!!

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q28. What was your most memorable experience in Pagosa Springs?

- W ♦ the great people
- W ♦ The hikes were all beautiful; especially the waterfalls.
- W ♦ The hot springs
- W ♦ The hot springs
- W ♦ the hot springs
- W ♦ The Hot Springs Mesa Verde
- W ♦ The hot Springs and the beauty of the area.
- W ♦ The hot springs on the river
- W ♦ The hot springs, we really enjoyed that, especially my husband. My daughter and I enjoyed the shops/craftsman. We bought several pieces of jewelry and really enjoy the memories connected to the trip, it's an extremely relaxing town, much the same size as where we live in Oklahoma, enjoyed the peace and quiet, we fished (though didn't catch any!)It was a great place to vacation, wish it were closer and we'd visit more often. It was 15 hour drive!
- W ♦ the hummingbirds in our back yard
- W ♦ The Indian Ruins
- W ♦ the many different natural vistas surround the area
- W ♦ The mountain views and fresh air.
- M ♦ The mountains, and friendly people at the hot springs
- W ♦ The natural beauty of Pagosa Springs.
- W ♦ The parade and fireworks. Found and admired all of the new Chad Haspell sculptures
- W ♦ The Parelli Conference, the hospitable people and the wonderful scenery!
- W ♦ The path along the river and shopping at the booths set up for the July 4 holiday.
- W ♦ The people
- W ♦ the people
- W ♦ the people and places
- W ♦ the rain, the festival
- W ♦ the restaurant, Victoria's
- W ♦ The River
- W ♦ the scenery
- W ♦ the scenery and also the wonderful care we received at the Riverside clinic by Dr. Brown and staff due to a hurt finger - they readily saw me and did not mind the fact I had my five small children in tow when I got there - service was exceptional
- W ♦ The scenery and proximity to the mountains in the area
- W ♦ The scenery, driving off the beaten path, the sunsets, and the atmosphere.
- W ♦ The scenery.
- W ♦ The scenic drives
- W ♦ the scenic highway going east
- W ♦ The Scenery
- W ♦ The selection of quality restaurants and the hot springs.
- W ♦ the serene beauty
- W ♦ THE SMALL TOWN ATMOSPHERE.
- W ♦ The Spa down by the river
- W ♦ the springs
- W ♦ The Springs
- W ♦ The Springs & hiking
- W ♦ the springs and the scenery
- W ♦ THE SPRINGS, DINING, THE PEOPLE
- W ♦ The Springs. We paid to go there as we didn't know better and we stayed across the street where the springs were extremely stinky.
- W ♦ The tours with Wilderness Journey Tours
- W ♦ The view of the mountain range and the lack of commercialism. It was refreshing.

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q28. What was your most memorable experience in Pagosa Springs?

- W ♦ The view when we were hiking or sight seeing
- W ♦ The views were beautiful and the people friendly (locals)
- W ♦ The weather
- W ♦ The wilderness trip in a four wheel vehicle
- W ♦ The wonderful feeling of walking through the shops in the little town.
- W ♦ The wonderful relaxing visit to the hot springs, and a jump in the cold San Juan.
- W ♦ Time spent with family
- W ♦ Time with family and friends
- W ♦ Tours
- W ♦ trail ride in the mountains
- W ♦ Trail Ride with my son
- W ♦ Train ride from Antonito to Chama.
- W ♦ Treasure Falls, shopping, weather, resting
- W ♦ tubing
- W ♦ tubing down the rivers
- W ♦ Tubing/playing in the river.
- W ♦ unfriendly waiters at TEQUILA'S
- W ♦ use of the springs & massage ===== also tour to Top of The World
- W ♦ views and the hiking
- W ♦ Visiting Chimney ROCK
- W ♦ Visiting friends with Christian Builders build a Baptist church in 2001. Enjoyed the old church by the Post Office. Nice visitors center.
- W ♦ Visiting the hot springs!
- W ♦ visiting the hot springs, trying out the different temperatures and shopping in the boutique there
- W ♦ Visiting with friends and time with family members.
- W ♦ Visiting with my family
- W ♦ waking up to cool mornings
- W ♦ walking and watching the birds
- W ♦ Watching children play by the hot springs
- W ♦ WATCHING PEOPLE FLOAT DOWN RIVER
- W ♦
- W ♦ Watching the hot-air balloons fly into our resort. Standing in the cold stream next to the hot springs.
- W ♦
- W ♦ water falls, trails, the friendliness and knowledge of the volunteers at the visitor center, the hot springs
- W ♦ We decided to go hiking and fishing to Opal Lake (I believe that was the name) because the brochure that the Visitor Center sent me said the fishing was good. However on arriving at the lake it looked a little sickly and there was not a fish in sight. Also the gate at the road was closed because it was still May even though there was no snow on the road, I suppose that is a National Forest rule when to open the road. Anyway we walked the extra 1 1/2 hours to the trailhead of Opal Lake. Perhaps the brochures should be updated.
- W ♦ we enjoy the mountains, and really enjoyed our visit. We enjoyed the shopping area that did not include a Wal-mart, and enjoyed taking trips by car to different areas.
- W ♦ We enjoy the rodeo and the weather.
- W ♦ we love the entire weekend
- W ♦ we went for a wedding, so obviously that was the most memorable, but besides that the hot springs we very good and the scenery was lovely
- W ♦ We went rafting on the Piedra. We also visited the Wildlife Park, did the self-guided car tour through the mountains, and went to the Hot Springs. It was all a lot of fun!
- W ♦ Weather and scenery plus we met some old friends that lived there.
- W ♦ Weather and the small town atmosphere
- W ♦ Welcoming, beautiful

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q28. What was your most memorable experience in Pagosa Springs?

W ♦ Whitewater rafting, hot air balloon

W ♦ Williams Creek Reservior

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q31. Do you have any comments about parking in Pagosa Springs?

- W ♦ better listins were possible parking is located when entering the city
- W ♦ County road maintenance is absolutely terrible.
- W ♦ Don't let it grow too much more.
- W ♦ down town and river area needs more
- W ♦ During a busier season I am sure that you need more parking downtown.
- W ♦ Enjoyed our visit and will return
- W ♦ Found it much better than most cities
- W ♦ Found nice shade tree for our dog.
- W ♦ Good
- W ♦ Hard to find at times
- W ♦ Hotel was downtown, parked there and walked to downtown locations
- W ♦ I have a disability and need more handicapped parking. I wanted to go downtown to shop or go to the hot springs. I could not do it because of the parking problems.
- W ♦ Improved signage would be most helpful.
- W ♦ it is a bit crowded, easy to walk
- W ♦ It is crowded during Tourist season
- M ♦ It was actually better than I expected (sic)
- W ♦ It was easy and then I walked around to see the area
- W ♦ It was easy and we met our relatives there without a hitch.
- W ♦ it was fine
- W ♦ it was fine!
- W ♦ It was very easy to park. We parked at the square next to the fountain and had no trouble finding parking at all.
- W ♦ It was very nice
- W ♦ It's decent for a small town.
- W ♦ Its naturally beautiful
- W ♦ its not very good
- W ♦ Keep it natural, don't destroy scenery with a lot of concrete.
- W ♦ lovely town and area.....we'll be back
- W ♦ More visitor parking needed.
- W ♦ need more
- W ♦ never had a problem
- W ♦ nice place, friendly people
- W ♦ No problem
- W ♦ no problems
- W ♦ No problems.
- W ♦ no, but would have liked sidewalk connection between businesses so I would not have to drive.
- W ♦ No, we had no trouble parking.
- W ♦ None, we have been there enough to "know" some special spots
- W ♦ Not all that bad for the most part.
- W ♦ Not really
- W ♦ Not sure if parking was free on weekends.
- W ♦ only saw 1 market on main drag.where there others?
- W ♦ Parked on the street near restaurant on east end of town. Seemed to be adequate space.
- W ♦ pretty well marked and accessable
- W ♦ Probably could have more space
- W ♦ see Q 28
- W ♦ The parking areas are nicely located near businesses.
- W ♦ There is a "downtown?" I am not sure where that is...
- W ♦ typical small town parking

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q31. Do you have any comments about parking in Pagosa Springs?

- W ♦ Very cramped and had to walk a long ways. Not a problem if it is in the summer but if it is cold or if you have children it is difficult
- W ♦ Very easy access
- W ♦ We didn't have any problems, except at the Springs, it was really crowded and not much parking, we came on Monday afternoon, we thought would be quiet, but it wasn't, we just missed the festival when we arrived on Fri night, or would have come a day earlier..
- W ♦ We didn't have any problems.
- W ♦ we found parking along main street by river going to Durango and coming back from Durango
- W ♦ We had no problem
- W ♦ We have always been able to find a parking space. Sometimes it wasn't close, but walking is not an issue for us.
- W ♦ We never had any problems finding any parking spaces.
- W ♦ WE WALK FROM OUR RESORT
- W ♦ Wonderful place
- W ♦ Yes, need better parking, and run a small bus to the parking area. Weekend not much of a problem

- W ♦ you could use more parking to make it easier

Q33. Other items looked for while shopping

- W ♦ A Pagosa Springs Christmas Ornament
- W ♦ Alcohol
- W ♦ Antique store
- W ♦ antique store. Did not come to shop.
- M ♦ Antiques
- W ♦ Antiques
- W ♦ antiques/coffee
- W ♦ Archery Equipment
- W ♦ arts and crafts from local craftsmen
- W ♦ Bakery products
- W ♦ Bicycling wear
- W ♦ book store, pharmacy
- W ♦ Coffee
- W ♦ Fishing license
- W ♦ Found golf balls at department store
- W ♦ Furniture
- W ♦ gas & diesel
- W ♦ Gasoline
- W ♦ hair stuff
- W ♦ hunting & camping equipment
- W ♦ Hunting equipment and building materials
- W ♦ JUST LOOKING NOTHING IN PARTICULAR
- W ♦ Just to see what is in the stores
- W ♦ knitting and needlepoint
- W ♦ miniatures
- W ♦ memento from our trip which included our 55th wedding anniversary
- W ♦ painting and building materials
- W ♦ Purchased a chain for chainsaw
- W ♦ Put digital camera pictures on a CD to create more space on camera
- W ♦ quilt shop
- W ♦ Quilt, I was a bit disappointed in it though
- W ♦ rafting
- W ♦ rent bicycles, fast food
- W ♦ Restaurants
- W ♦ Resturants
- W ♦ resturants were important t us
- W ♦ souvenirs
- W ♦ thrift shop
- W ♦ Thrift store, yarn shop
- W ♦ Tubing information
- W ♦ USFS office to get hiking and birding info.
- W ♦ We visited one of the fudge shops, and also looked for tee shirts
- W ♦ Western Boot/clothing store

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q39. Other activities you participated while in Pagosa Springs:

- W ♦ BBQ dinner at horse ranch
- W ♦ birding but needed more info.
- W ♦ Buying a new HOME!!!!
- W ♦ camping
- W ♦ chama railroad ride
- W ♦ Couldn't find entrance to Chim Rock, may have been too late, fish didn't bite, but fun
- W ♦ Cumbres Toltec Railroad
- W ♦ Durango & Silverton RR, Mesa Verde National Park
- W ♦ Durango train
- W ♦ Durango train, casino, rodeo
- W ♦ Durango/Silverton Railroad
- W ♦ Had own 4x4
- W ♦ Just stopped for gas
- W ♦ mesa verde
- W ♦ Mesa Verde
- W ♦ metal detecting and gold panning
- W ♦ national park
- W ♦ Parelli International Savvy Conference
- W ♦ Relaxing, walking, and in general just enjoyin beauty while visiting with family and friends
- W ♦ sight seeing
- W ♦ sight seeing on our own
- W ♦ Silverton Railroad ride
- W ♦ small motor coach trip to Mesa Verde was exceptional
- W ♦ spent the whole 2 weeks at Parelli
- W ♦
 stayed in Pagosa Springs, but always left town for activities each day...the Durango/Silverton train
- W ♦ Stayed most of the time in the forest
- W ♦ Sunbathing
- W ♦ The Fairfield Lakes were great for fishing.
- W ♦ Tours and casinos
- W ♦ Tours with Wilderness Journeys
- W ♦ Treasure Falls
- W ♦ walking by the river
- W ♦ Went on drives, and nearby communities to see historic sites

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q40. What kind of evening entertainment would you hope to find here? (OTHER)

- W ♦ After touring all day - often too tired for evening entertainment
- W ♦ Brewery & outdoor music under the tent-Loved it!
- W ♦ comedy clubs
- W ♦ did not come for the night life
- W ♦ Did not participate in evening entertainment
- W ♦ good restaurants
- W ♦ Live music
- W ♦ Live music in bars or nightspots
- W ♦ more of a morning person not night
- W ♦ n/a
- W ♦ N/A
- W ♦ not interested in any of the above while
- W ♦ Not looking for evening entertainment
- W ♦ Outdoor activities
- W ♦ Outdoor Activity Clubs (such as Trout Unlimited, Mountain Clubs, Volunteer opportunities..)
- W ♦ Peace and Quiet
- W ♦ Regional events, food booths, arts & crafts etc
- W ♦ see Q 28
- W ♦ Simply a quiet dinner at a local restaurant which was easily found
- W ♦ sports bars!!!
- W ♦ the Hot Springs
- W ♦ to long of drive from our cabin to town at night on dirt road.
- W ♦ was not looking for evening entertainment
- W ♦ wasn't looking for evening entertainment

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q41. Do you have any comments or suggestions concerning shopping or evening entertainment in Pagosa

- W ♦ a good mall would be nice, was disappointed in the shopping
- W ♦ As I came for a family reunion and we rented two large houses we ate with the family in the houses. While the younger folk went hiking the older ones went to the hot springs and a Mexian restaurant and enjoyed it.
- W ♦ Beautiful town~
- W ♦ Can us a feww more resturants and food/grocery stores. One major concern is the medical facilities. With the growth it would seem that there is a need for a local hospital
- W ♦ enjoyed everything
- W ♦ I like Pagosa as is that is why we go there for the peace and quiet.
- W ♦ I missed going to Walmart.
- W ♦ Keep it small
- W ♦ MORE ATV TRAILS
- W ♦ More movie selections
- W ♦ More restaurants.
- W ♦ More selection of movies.
- W ♦ more shops
- W ♦ more variety
- W ♦ music is good
- W ♦ Need stores that sell bathing suits close to the hot springs. Only place that had them was The Spa. They would probably do good business in the summer too.
- W ♦ Need to stay open later
- W ♦ no comments - we love your town and hope that it does not over develop. Please keep out the Wal-Marts (especially), etc.
- W ♦ No, I just hope I can visit your town for a longer period of time on my next trip to the area.
- W ♦ not at this time we enjoyed all the thing we did. NO BAD NEWS OR TIME with your town or area. Thank's for the fun. we will see you all again. :)
- W ♦ Not enough shops.
- W ♦ Not really, we did most activities in day, had dinner then back to condo to rest for next day, after traveling so far, first couple of days were low key. Sun/Mon/Tues were site seeing days, went to G. Junct on Tues-Thurs to see family, then left on Fri am to head back to Ok via NMex, Chama, Anasazi Ruins, Albque., etc.
- W ♦ only found 1 really small movie thearter, for summer event outside thearters are an option
- W ♦ pave the roads or wateror oil them.
- W ♦ Plenty of gift shops
- W ♦ Really enjoyed our time there - Kids did as well
- W ♦ See Q28
- W ♦ Shopping required driving to different stores, so we didn't.
- M ♦ Shops closed very early
- W ♦
Since we went for a wedding we really didn't have a lot of time to go exploring the town on our own.
- W ♦ The one grocery store was really dirty
- W ♦
The shopping was wonderful. A good variety of items but also basics - shirts, pants, shoes, coats, etc.
- W ♦ The shops need to stay open later. Our event lasted until late afternoon and the shops were closed when we got out.
- W ♦ Walmart
- W ♦ Was not looking for shopping or evening entertainment. We have all the shops and evening entertainment we would want in Fort Worth.
- W ♦ We could use a couple of larger retailers.

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q41. Do you have any comments or suggestions concerning shopping or evening entertainment in Pagosa

- W ♦ We would appreciate the stores staying open longer hours to accommodate the tourist. After a busy day on the trails or just out and about it is nice to be able to walk the streets and shop. People seemed very independent in that respect. And we wish the lady next door to the bakery was a little friendlier. The employees at the Subway (in town) are extremely rude and the place is nasty. Too bad they can't get better management there. We won't be back to drop our \$\$ in that establishment.
- W ♦ would be nice to have a venue for small children to participate in - pre-schoolers, maybe a little better playground (we went to both in town) some big kids were hanging out at second one smoking - they were old enough to drive our children are under 5
- W ♦ Would like a little more entertainment for the evenings. We found nothing except to go out and eat.
- W ♦ You need more live music and need to advertise it.
- W ♦ You need more restaurants that stay open later. What happened to Frankie's?

PAGOSA SPRINGS SUMMER VISITOR SURVEY 2007

Q44. Do you have any comments or suggestion concerning the Visitor Center?

- W ♦ Did a very good job.
- W ♦ did not get help in locating birding areas
- W ♦ Everyone at the Center was very helpful. They gave us good information about the city and also made recommendations on events, dining, etc. We had our children with us and the staff made recommendations about activities the children would enjoy also It made Pagosa Springs family-oriented.
- W ♦ excellent
- W ♦ excellent
- M ♦ Good place, friendly help
- W ♦ great
- W ♦ Great - a wealth of information
- W ♦ great place to get info
- W ♦ great source of information - lots of brochures I love the Where Ya Eatin', Where Ya Drivin', etc. series
- W ♦ hey were helpful there, though alittle overworked
- W ♦ I know parking is a problem, but more parking or parking close to downtown and a bus to the visitor center may help.
- W ♦
Make sure that 4x4 trail info is updated and accurate as it pertains to closures, accessibility, etc...
- W ♦ nice
- W ♦ Not enough parking.
- W ♦ The lady who spoke with us was very knowledgable and gave us good recommedations.
- W ♦ the one driving map was very inaccurate and we spent all day out in the car and the road signs were not clear. I have forgotten the name of the loop, butit went up through wolf creek out a road called Park creek I think and down to new mexico, beautiful drive but really not for a standard car and we felt unsafe at times.
- W ♦ The Visitor Center was gracious enough to let us dump our household trash in their dumpster. The house we were staying in did not have trash pickup and apparently there is no place in town where we could have taken it. Without the Visitor Center's offer to take it, we would have had to drive home with it. Yuck!
- W ♦ Unfortunately, I forget the name of the gentleman that helped us, but he was very knowledgable about 4-wheel drive trails in the area and gave us great info and sold us a National Forest map. We were pleasantly surprised. Thanks for helping make our trip such a nice one.
- W ♦ very friendly staff, very helpful for us
- W ♦ Warm and friendly setting. Great visitor information. Beautiful are of town.
- W ♦ we are going to MOVE here!
- W ♦ We stopped several times at the Center, but it was closed both times that we were there. As I recall, information was available outside.
- W ♦ Wonderful, warm, very kind and accommodating