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# BOULDER CONVENTION & VISITORS BUREAU

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ONLINE WEB SURVEY

OCTOBER 2005

## Introduction

This report summarizes the results of an online survey sent to people who had requested information from the Boulder Convention and Visitors Bureau website. This document serves to summarize the key findings and highlights from the survey results. The BCVB commissioned RRC Associates, a marketing research and consulting firm based in Boulder, CO, to develop the questionnaire, administer the survey, and process the results.

The survey was designed to collect information about those who requested information about Boulder – whether they visited the area or not, information about the trip (including purpose of the trip, party size, number of nights stayed, spending patterns, etc.), perceptions of what the area would be like before they visited, impressions of the area after they visited, prior visits, intent to return, general demographic information, and other information. The results provide a rich and varied profile of both the visitor base and potential visitors, and offer a glimpse into the motivations and perceptions of visitors to the Boulder area. In particular, the open-ended comments collected on the survey are helpful to more fully understand the visitor; the comments are summarized in this narrative report and are presented completely in the appendix section.

The email invitation to the survey was sent in mid-October 2005 to 5,450 names from the BCVB database. An incentive was offered for participation in the survey (one of four \$100 gift certificates to L.L. Bean). A total of 491 valid surveys were received, for a margin of error of +/- 4.4 percent at the 95 percent confidence level.

## Executive Summary

This section highlights some of the most salient information from the survey results. Please see the body of the report for more detail on these and other topics.

- Sixty-five percent indicated that they visited Boulder after receiving the information, a strong result. The other 35 percent had not yet visited Boulder.
- Fifty-eight percent said that the reason they requested the information was that they had definitely decided to take a trip to or through Boulder; thus, the information the Convention and Visitors Bureau sends out might be more tailored to those strongly

considering coming or who have already decided to visit. It seems that the majority of those requesting information from the website had already decided to visit Boulder.

- Thirty-seven percent were traveling with children, and the average family group had 1.7 children with them on the trip.
- Travelers stayed in Boulder an average of 3.5 nights. Fifteen percent said that they were in town for a day visit only.
- General recreation is the primary motivator for the Boulder trip, as 44 percent cited it as the main reason for visiting. Visiting family and/or friends is also an important factor in visiting the area, as one-quarter said it was important. Twelve percent were visiting for a special event (sports, cultural, etc.), 8 percent were in town for a business convention or conference, and 4 percent were visiting for general business purposes.
- About half of the visitors were making their first trip to Boulder, indicating a healthy mix of new and repeat guests. Overall, 53 percent were on their first visit, 21 percent had visited once before, 9 percent had made two prior trips, and the remaining 15 percent had visited three or more times previously.
- The distinction between first time visitors and prior visitors is an important one, as repeat visitors tend to spend more money, tend to be more likely to return again, and are more likely to be visiting family or friends on their trip. Motivating return visits to the area could be an important strategy for the Convention & Visitors Bureau.
- The most popular leisure activities during the visit in Boulder were dining in local restaurants and walking/shopping/dining on the Pearl Street Mall, followed by shopping, hiking, visiting Celestial Seasonings, visiting Chautauqua, and CU-related leisure activities. Somewhat less popular but still important were night entertainment/bars/bands, visiting the Farmer's Market, attending a special event or festival, sightseeing at NCAR, and attending a cultural event.
- Total spending in Boulder averaged \$1,191 per party, with a median of \$725. The more visits a respondent has made to Boulder, the more they tend to spend.
- Satisfaction with the overall experience in Boulder was very high, with 65 percent rating it "excellent" (5 out of five), and 30 percent rating it "very good" (4 out of five). Only 5 percent rated the overall experience a three or less on the five point scale.
- Likelihood of return to Boulder in the next year is also very high, with 42 percent indicating that they "definitely will" return (5 out of five), and another 18 percent rating their likelihood of return a four out of five.
- Even among those who have not visited since requesting the information, intent to visit is high. Among those who did not visit Boulder since requesting the information, 35 percent said that they are considering a trip for later this year or next, with an additional 18 percent indicating that they have a definite trip planned this year or next.
- Those who visited Boulder tend to be families with kids or empty nesters, a bit older, and more affluent compared to those who had not yet visited. This latter group is more likely to be single or a couple without kids, a bit younger, with lower household incomes as compared to those who did visit.

## Key Findings

### *Trip Planning*

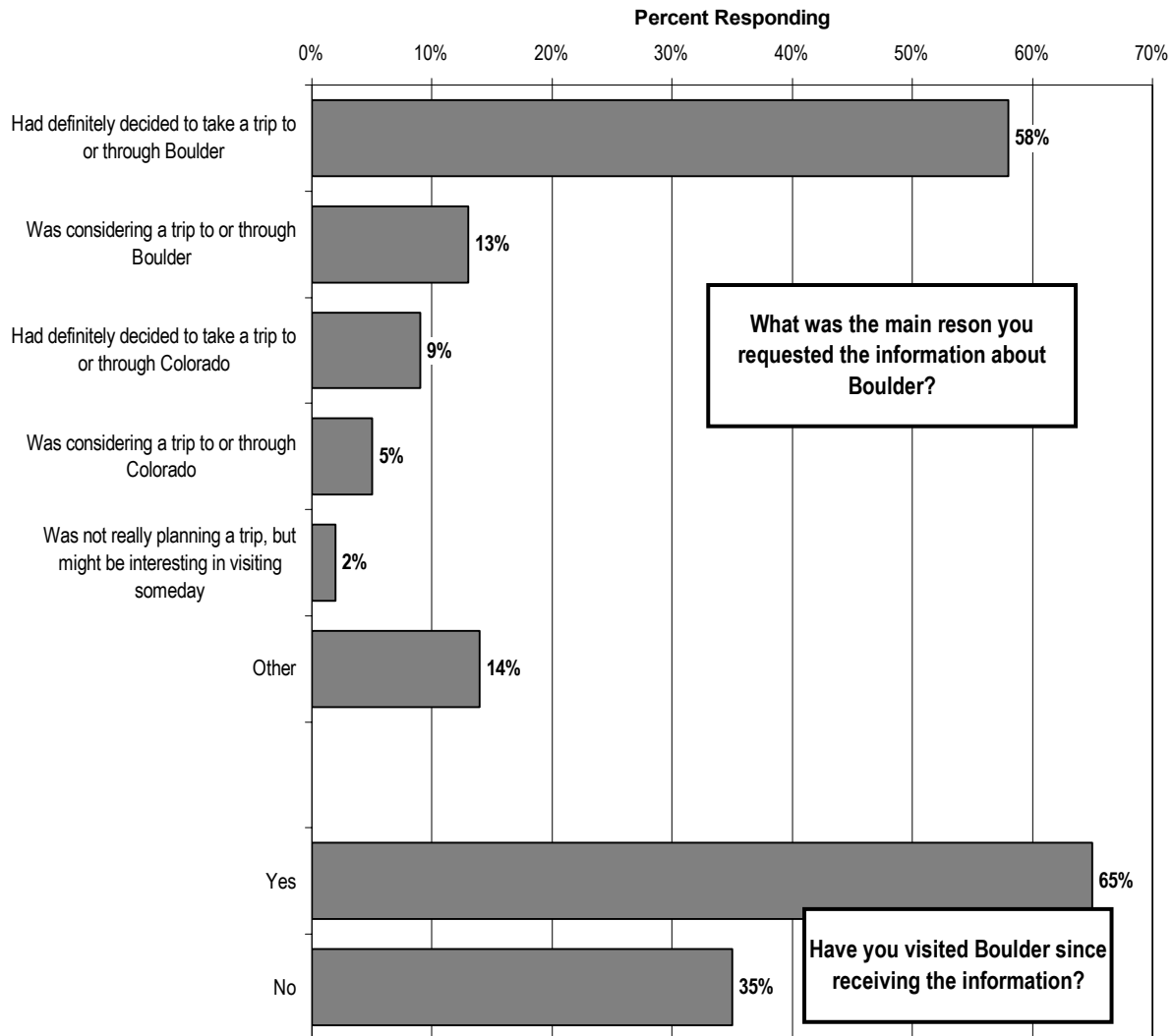
One of the key objectives of the survey was to determine the proportion of inquirers who actually visited Boulder. The results from the survey research are encouraging -- 65 percent indicated that they visited Boulder after receiving the information. The other 35 percent had not yet visited Boulder. A section later in the report profiles those who have not yet visited Boulder since receiving the information.

Fifty-eight percent said that the reason they requested the information was that they had definitely decided to take a trip to or through Boulder. It seems that the majority of those requesting information from the website had already decided to visit Boulder; thus, the information the Convention and Visitors Bureau sends out might be more tailored to those strongly considering coming or who have already decided to visit. Thirteen percent was considering a trip to or through Boulder, nine percent had definitely decided on a trip to Colorado, 5 percent was considering a trip to or through Colorado, and 14 percent gave an "other" reason for requesting the information. The graph on the following page illustrates the results from these two questions.

Among the other reasons for requesting the information were that the inquirer was considering moving/re-locating to Boulder, a son/daughter attending CU, and information for wedding party guests.

**Figure I**

*Primary Reason for Requesting Information about Boulder*



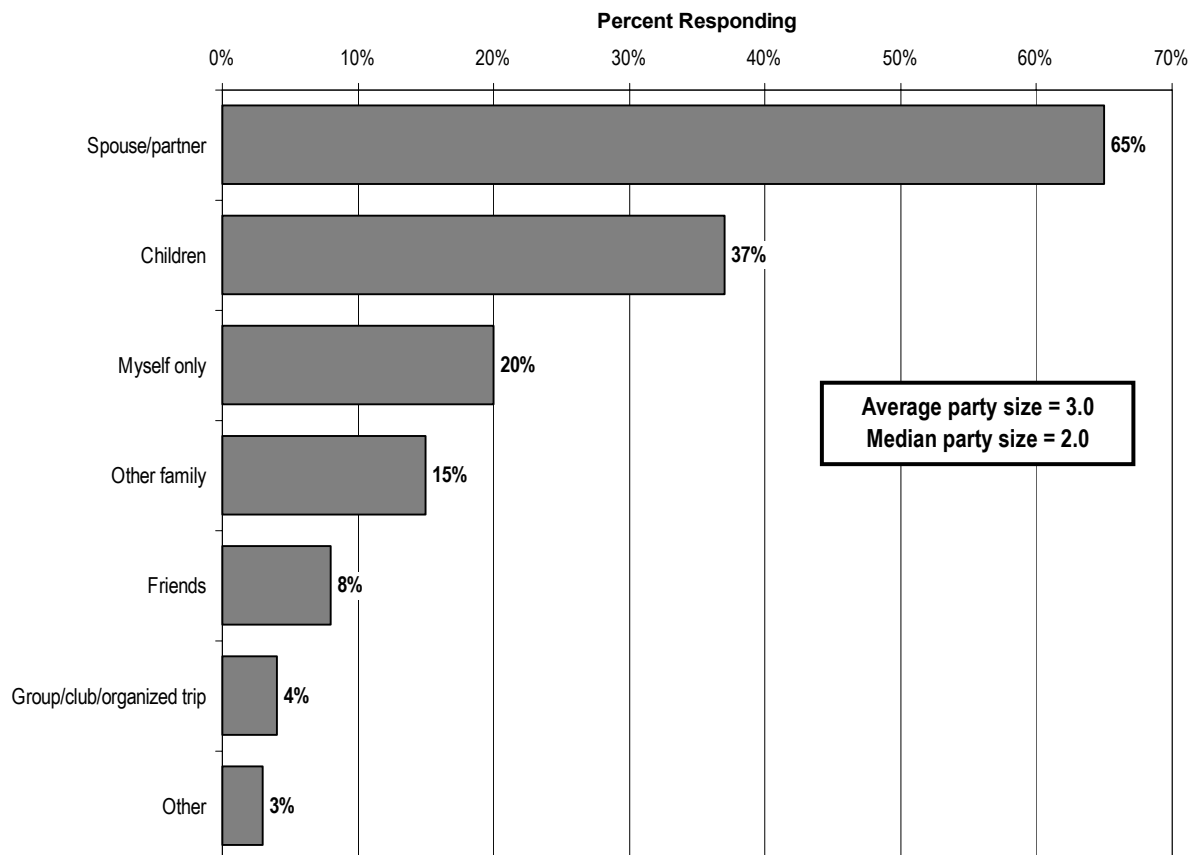
### Travel Party

The average travel party size was 3 people, while the median was two people. Sixty five percent were traveling with a partner/spouse, 37 percent with children, 15 percent with other family members, and 8 percent with friends. About 15 percent were traveling alone on the visit to Boulder. The composition of the group is important in understanding the needs and expectations of visitors to Boulder.

Thirty-seven percent were traveling with children, and the average family group had 1.7 children with them on the trip. Forty-six percent had one child traveling with them, and 40 percent had two children.

**Figure 2**

*Who was with you on the trip to Boulder?*



### Trip Characteristics

Travelers stayed in Boulder an average of 3.5 nights. Fifteen percent said that they were in town for a day visit only. The number of nights stayed is very evenly distributed between two and six nights, meaning that there is not really a “typical” length of stay. Overall, 8 percent stayed one night, 12 percent stayed two nights, 17 percent stayed three nights, 16 percent

stayed four nights, 15 percent were in town five nights, and 11 percent visited for six to eight nights.

The majority (63 percent) indicated that Boulder was the primary destination for the trip, while 37 percent said that Boulder was a stop on a longer trip. The fact that so many said that Boulder was their primary destination is indicative of the overall strength and appeal of the area as a stand-alone tourist destination.

It is informative to recognize the other areas people visited in combination with their trip to Boulder. Some of those other places commonly include Denver, Rocky Mountain National Park, Colorado Springs, and Estes Park.

### Prior Visits to Boulder

About half of the visitors were making their first trip to Boulder, indicating a healthy mix of new and repeat guests. Overall, 53 percent were on their first visit, 21 percent had visited once before, 9 percent had made two prior trips, and the remaining 15 percent had visited Boulder three or more times previously.

The distinction between first time visitors and prior visitors is an important one, as repeat visitors tend to spend more money, tend to be more likely to return again, and are more likely to be visiting family or friends on their trip. Motivating return visits to the area could be an important strategy for the Convention & Visitors Bureau.

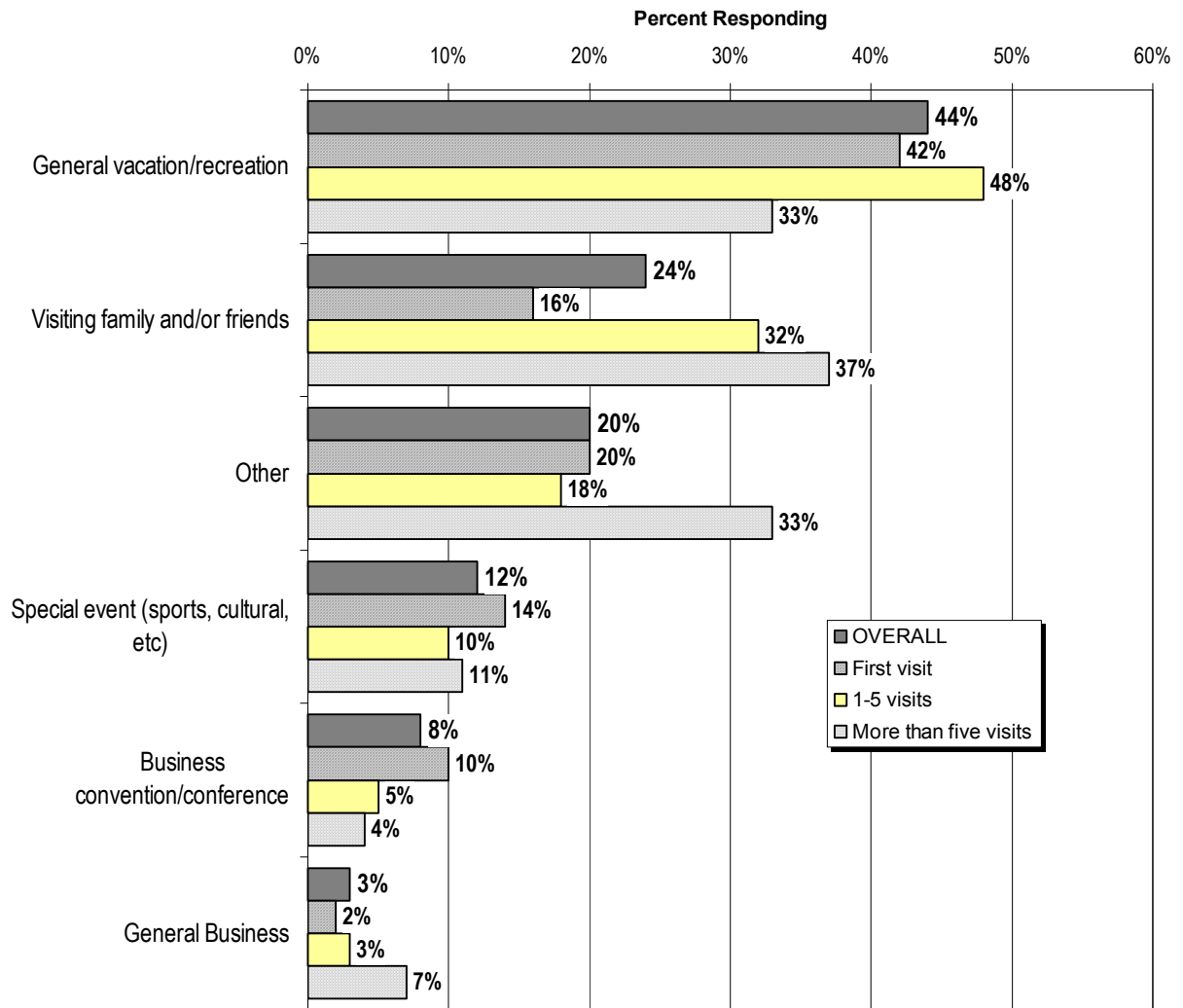
### Purpose of Trip

In terms of the purpose of the visit to Boulder, “general recreation” was the primary motivator for the Boulder trip, as 44 percent cited it as the main reason for visiting. Visiting family and/or friends is also an important factor in visiting the area, as one-quarter said it was important. Twelve percent were visiting for a special event (sports, cultural, etc.), 8 percent were in town for a business convention or conference, and 4 percent were visiting for general business purposes.

Twenty percent said they visited Boulder for an “other” reason. Commonly, those reasons included a wedding, a CU move/visit/drop off of child attending CU, Odyssey of the Mind, house hunting, and other activities and festivals.

Repeat visitors are more likely to say that they were in town to visit family or friends. First time visitors tend to cite a more specific reason, including a special event (sports, cultural, etc) or a business convention/conference, as the reason for visiting Boulder.

**Figure 3**  
*What was the purpose of the trip to Boulder?*  
 By number of prior visits to Boulder



### Impressions of Boulder

One of the objectives of the survey was to determine what people thought of Boulder before they arrived, and what they thought after they had visited. The survey asked two open-ended questions to ascertain these impressions: “Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?” and “After your visit, what would you tell a friend about Boulder?” A sampling of the responses is presented below, with the full text of the comments in the appendix section of this report.

<b>Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?</b>	<b>After your visit, what would you tell a friend about Boulder?</b>
Relaxing, near out-of-doors areas	Same as above. More nice shopping areas than the last time.
Fantastic scenery, vibrant, artsy, college town, sunny, friendly, environmentally concerned residents	Just a beautiful town - Recommend Pearl Street Mall, great bookstore! The college campus is absolutely beautiful, lots of bicyclers, People of all ages, the Dushanbe Teahouse is a must
Nice college town	One of the best places I have ever been, not to be missed
Beautiful, mountainous, rugged	Quaint college town with so many outdoor things to do
Just a suburb of Denver	Very unique town, very personable.
Very liberal	Not as liberal as I thought it would be. And very pretty place.
A college town	Much more than expected. A great place to visit
Mountain town	Way to busy. The hiking was like a freeway. Shopping (grocery) expensive.
Expected upbeat college town atmosphere with beautiful scenery	Very friendly, interesting place. Would be a wonderful place to live
College town	I loved it; very eclectic, artsy, laid back, beautiful setting.
Western type town, old buildings, quaint	Modern town, very busy, huge market
Skiing town	There are multiple varieties of things to do.
Cold and snowy	Absolutely beautiful
Knew nothing.	Awesome!!!!
I expected Boulder to be beautiful	Boulder and the vicinity were awesome, beyond words. Many things to see and do
Earthy Nature	Expensive Healthy Fun
Mountainous, beautiful, outdoor oriented	Pretty much the same thing - it was exactly as I expected.
Fun, exciting	Words or pictures cannot describe just how breath taking it is. You have to see it to believe it.
front door to the mountains	Many exceptional trails, but be aware of parking usage fees and overcrowding. Very clean and good organic food stores.

### Activities

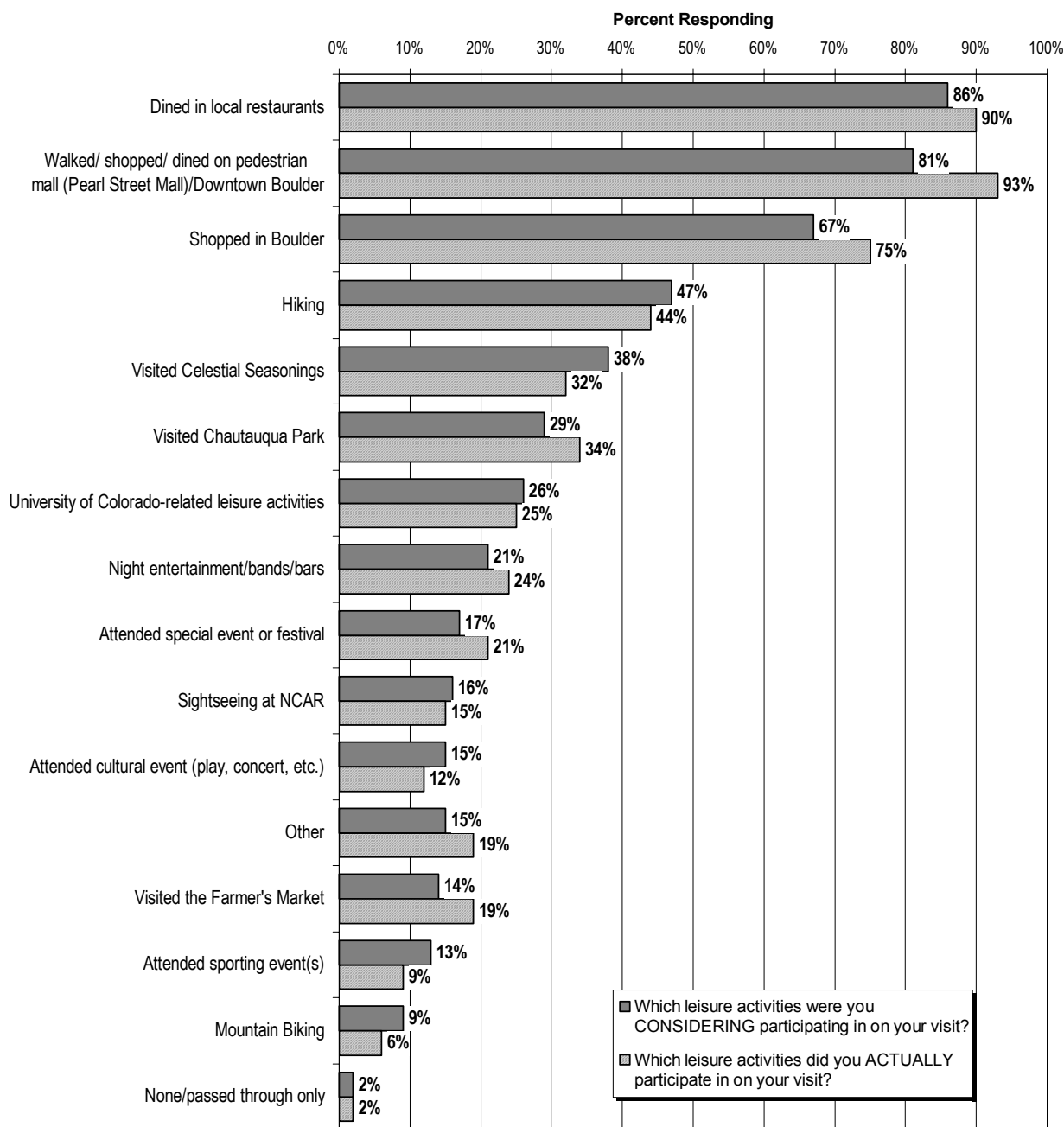
The most popular leisure activities during the visit in Boulder were dining in local restaurants and walking/shopping/dining on the Pearl Street Mall, followed by shopping, hiking, visiting Celestial Seasonings, visiting Chautauqua, and CU-related leisure activities. Somewhat less



popular but still important were night entertainment/ bars/bands, visiting the Farmer’s Market, attending a special event or festival, sightseeing at NCAR, and attending a cultural event.

The survey also asked respondents to indicate which activities they were *considering* participating in prior to their arrival in Boulder. The general rank order of activities considered is similar to activities actually participated in, with some minor exceptions. For example, 81 percent said they were considering walking/shopping/dining on the Pearl Street Mall prior to their arrival; 93 percent said they actually participated in Pearl Street activities.

**Figure 4**  
*Activities Intended to Participate In and Actually Participated In*



### Spending in Boulder

Total spending in Boulder averaged \$1,191 per party, with a median of \$725. The more visits a respondent has made to Boulder, the more they tend to spend. First time visitors averaged \$1,226 (median \$700), those who have been one to five times previously spent \$1,049 on average (median \$750), and guests who have visited more than five times averaged \$1,332 in spending (\$825 median). The total spending amount equates to approximately \$115 per person per day.

### Non-visitors

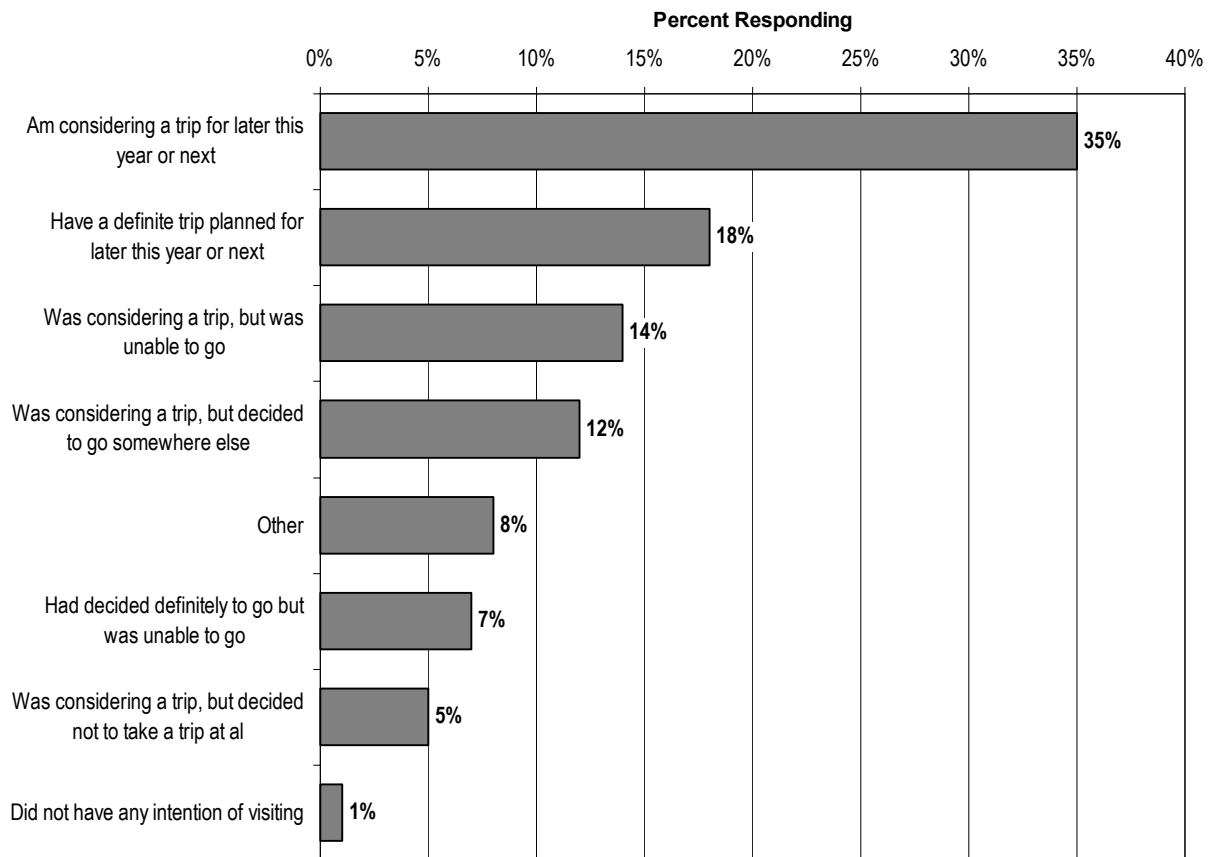
It is instructive to understand the group that did not visit Boulder, which compromised 35 percent of survey respondents. Among that segment, the intent to visit is high and the reason for not visiting tends to be that there is a trip to Boulder planned later.

Of those who hadn't visited Boulder since receiving the information, 35 percent said they are considering a trip for later this year or next year, while another 18 percent indicated that they have a definite trip planned to Boulder later this year or next. These results reveal a strong intent to visit Boulder, an encouraging sign for future visits.

Other reasons for not visiting the Boulder area include that the respondent was considering a trip, but turned out to be unable to go (14 percent), and considering a trip but decided to go elsewhere (12 percent). The other places people visited instead of Boulder were extremely varied, and no one place emerged as a particular competitor of Boulder. Some of the places mentioned include San Diego, Greeley, Colorado Springs, Denver, Glenwood Springs, Steamboat Springs, and Las Vegas.

Some other reasons for not visiting mentioned on the survey include "considering moving to the area," "ran out of time," and "may move to Boulder someday."

**Figure 5**  
*Why haven't you visited Boulder since requesting the information?*

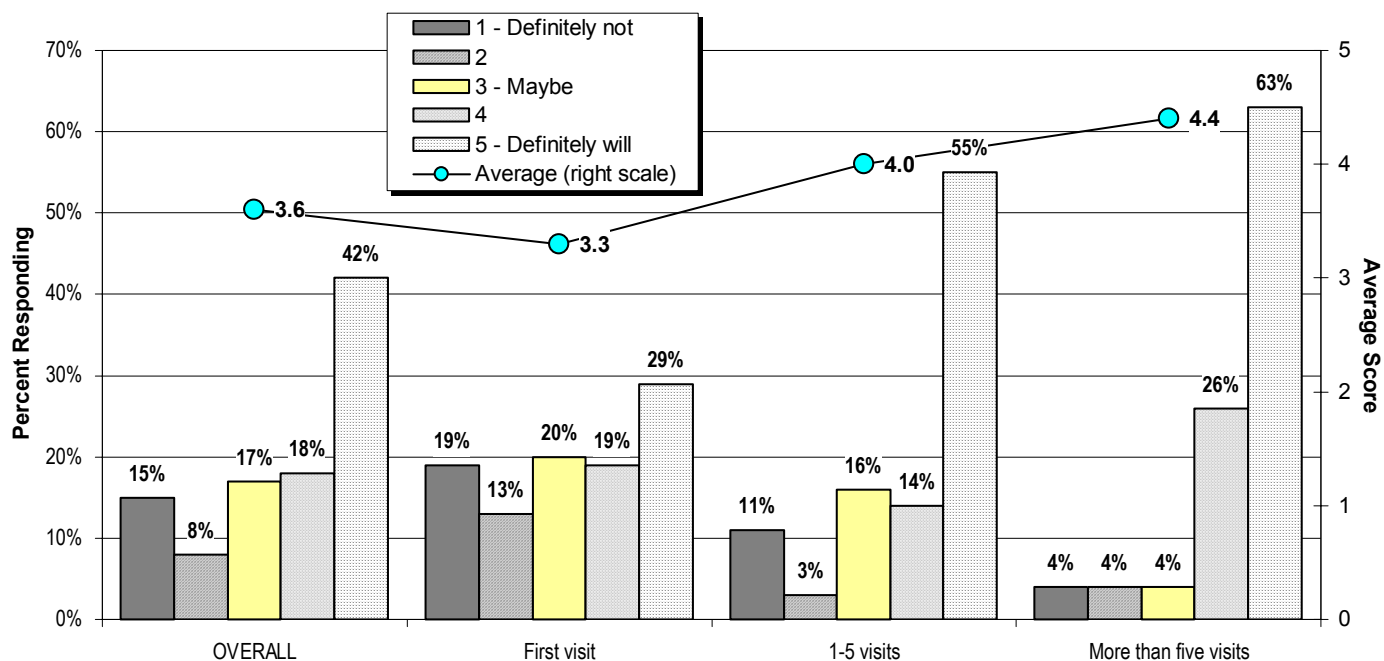


### Ratings of Experience

Satisfaction with the overall experience in Boulder was very high, with 65 percent rating it “excellent” (5 out of five), and 30 percent rating it “very good” (4 out of five). Only 5 percent rated the overall experience a three or less on the five point scale.

Likelihood of return to Boulder in the next year is also very high, with 42 percent indicating that they “definitely will” return (5 out of five), and another 18 percent rating their likelihood of return a four out of five. Seventeen percent gave a three out of five, 8 percent a two out of five, and 15 percent a one out of five. The average score overall is 3.6 out of five.

**Figure 6**  
Likelihood of Return to Boulder in the Next Year  
by Number of Prior Visits to Boulder



Following the likelihood of return question, respondents were asked to explain why they gave the answer they did. The responses are quite varied and numerous, and the reader is encouraged to read the full text of the comments in the appendix section of this report. A sampling of the comments is presented here.

Among those who rated their likelihood of return a three or lower, the reason for the low likelihood tends to be because of lack of time or too much distance, and not because of some bad experience or poor impression of Boulder. Some comments about why they are unlikely to return include:

We live 1,100 miles away. (And my family isn't as enraptured with the Rockies as I am!)  
Loved the city and the area, but we were there for a wedding - like to travel to other areas  
No plans, other vacations planned  
Other sites to see in other areas  
Don't think I'll have the time  
Because we don't have another trip to Colorado planned for next year  
We hold our reunion in a different city each year. Personal travel plans for next year are primarily international, but definitely plan to return to Boulder at some point. Have discussed it as a possible relocation site

Those who were likely to return gave a multitude of reasons for saying they were likely to return. Some of those comments include:

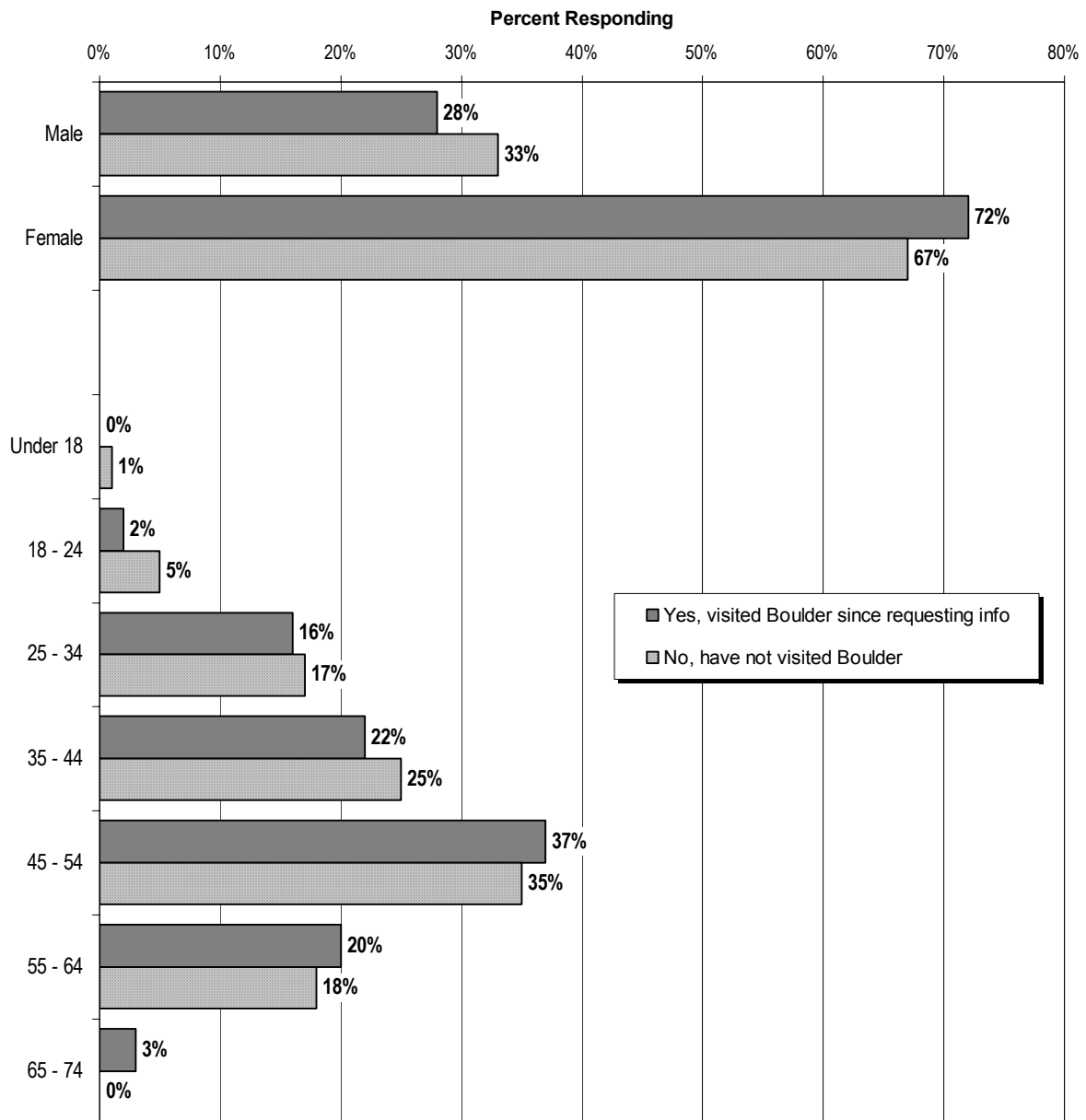
Enjoyed my initial visit very much  
We're planning to move there son may go to college there  
I have family there and I simply love visiting the town  
My son lives in Denver and we enjoying coming to Boulder sightsee and shop  
Because I like the school I visited  
I always like visiting Boulder

### Demographics

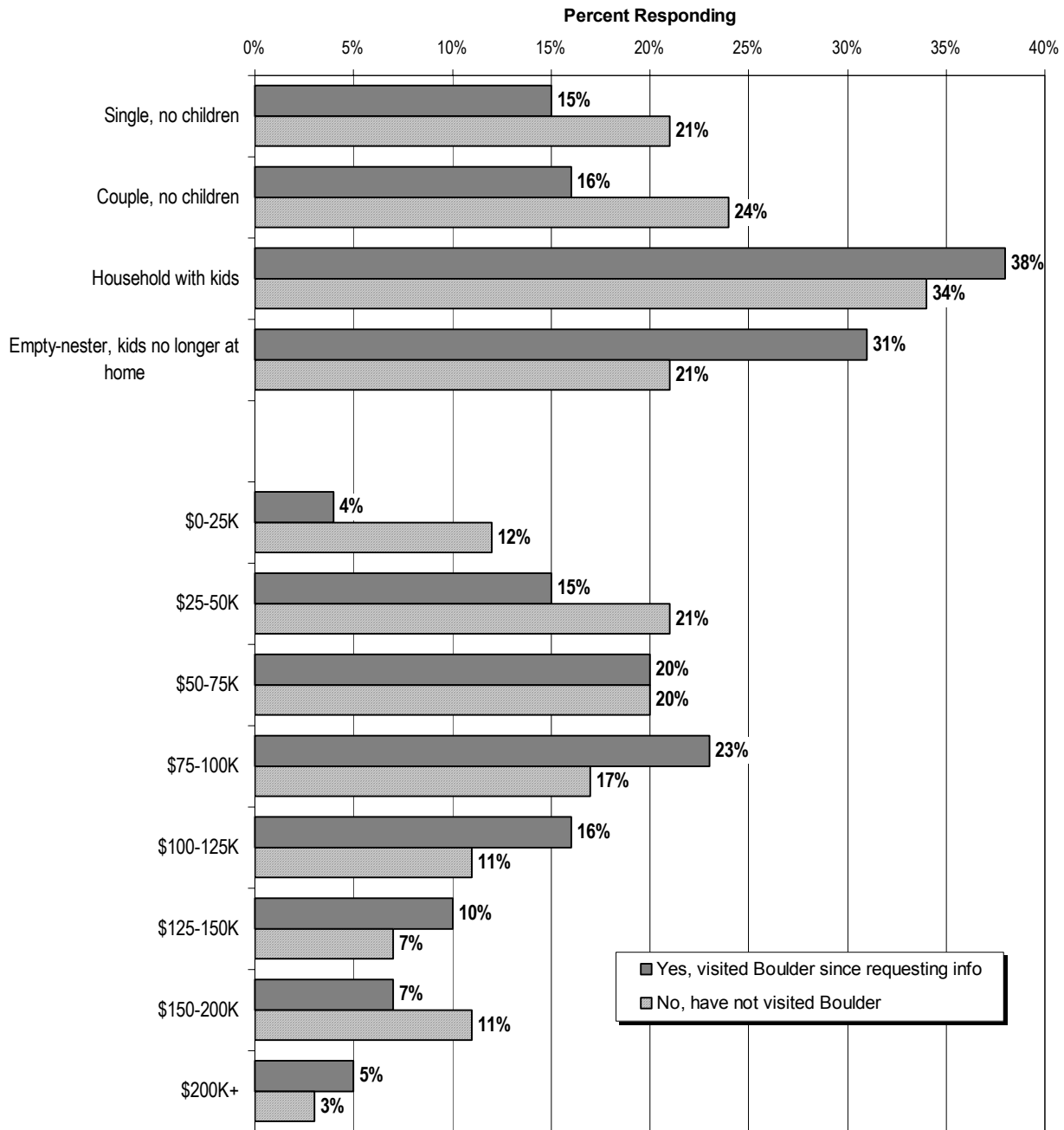
The demographic characteristics of respondents tend to differ somewhat by whether the person visited Boulder since requesting the information or not. This section profiles some of those differences, as well as some of the similarities, between the two groups.

Those who visited Boulder tend to be families with kids or empty nesters, a bit older, and more affluent compared to those who had not yet visited. This latter group is more likely to be single or a couple without kids, a bit younger, with lower household incomes as compared to those who did visit.

**Figure 7**  
*Respondent Demographics*  
 By Visitors and Non-Visitors (1 of 2)



**Figure 8**  
*Respondent Demographics*  
 By Visitors and Non-Visitors (2 of 2)

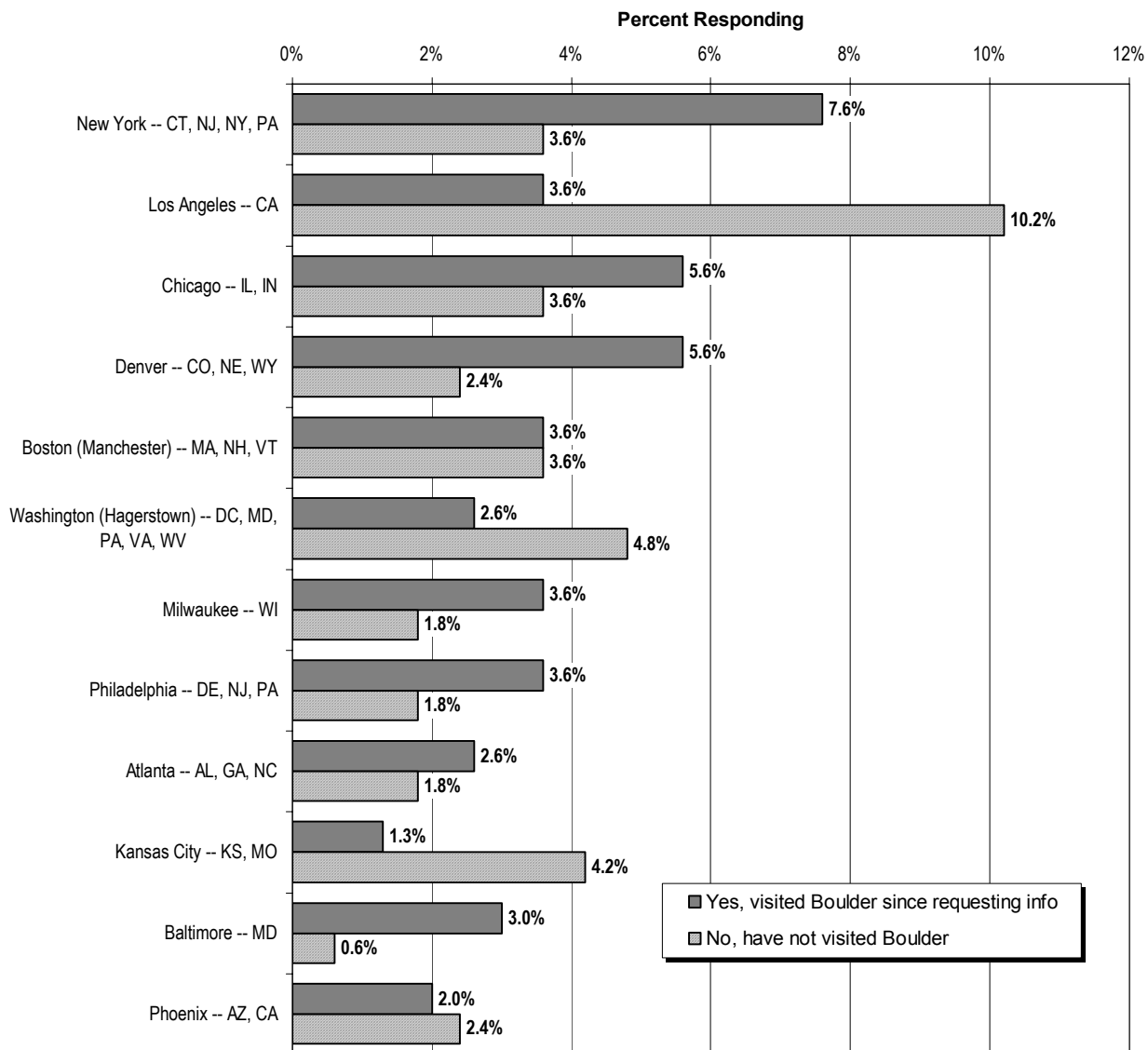


Geographic Origin

The geographic origin of inquirers is also of interest. Again, the results are presented by those inquirers who actually visited Boulder and by those who did not visit.

The geographic distribution of both visitors and non-visitors is quite broad, with most market areas and states represented. In terms of the market area of residence, 7.6 percent of visitors were from the New York City market area, followed by Chicago, Denver, Los Angeles, Boston, Washington, DC, Milwaukee, and Philadelphia. Interestingly, many non-visitors are from the Los Angeles area (10.2 percent of non-visitors), followed by Washington, DC and Kansas City. These areas might be important generators of visitation in the future.

**Figure 9**  
*Designated Market Area*  
By Visitors and Non-Visitors

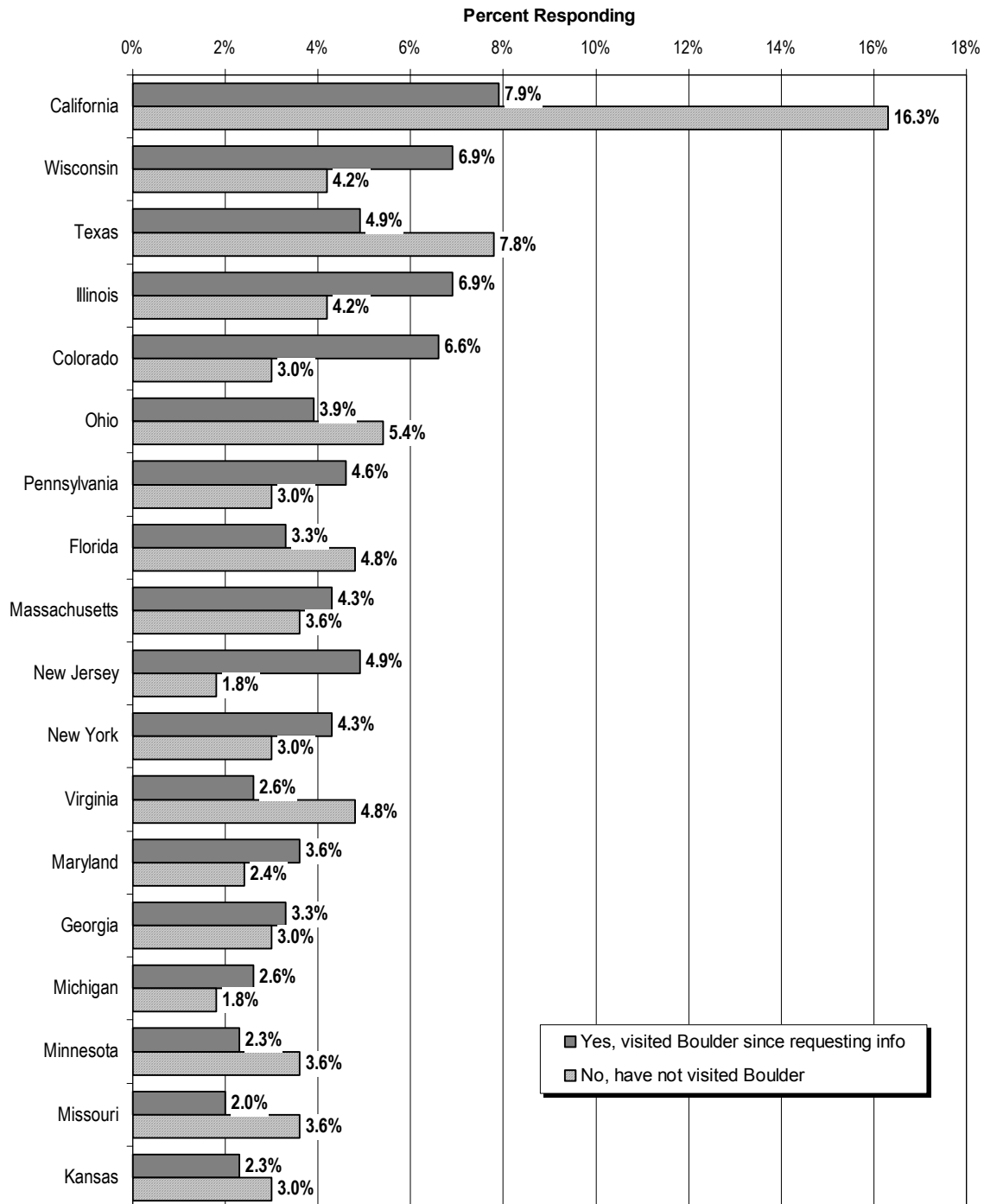


Looking at the geographic origin by state of residence shows that California is the top state for both visitors and non-visitors, while Wisconsin is tied for number two for visitors to Boulder (tied with Illinois and Colorado). Texas, New Jersey, and Pennsylvania are all important states



for visitors as well. In terms of non-visitors, California is the top state, followed by Texas, Ohio, Virginia, Florida, and Illinois.

**Figure 10**  
*State of Origin*  
 By Visitors and Non-Visitors



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♦ **OPEN ENDED COMMENTS**

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# Boulder Convention & Visitors Bureau

## Web Survey October 2005

### **What was the OTHER reason you requested information about Boulder?**

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- ♦ Working with a new Christian Ministry moving in your area
- ♦ Worked there for 6wks and needed info about community
- ♦ We're planning to move to Boulder, CO, in 2006
- ♦ We were attending a wedding in Jamestown and were staying in Boulder while there.
- ♦ We went for a wedding
- ♦ We are looking to relocate to ^some place^ that fits our criteria. Boulder is on the list.
- ♦ Was thinking of relocating to Boulder
- ♦ Was thinking about relocating
- ♦ Was thinking about moving to Boulder
- ♦ Was looking for info for my son, but I became interested after looking at some pictures, websites,
- ♦ Was hiking in Boulder while in Denver and last trip out was 13 yrs ago, rekindled my desire to see
- ♦ was considering moving to Boulder, and wanted more information
- ♦ was considering moving to Boulder
- ♦ Was considering moving there but circumstances have changed and I'm not moving anytime soon
- ♦ was considering moving back to Boulder
- ♦ Want to relocate
- ♦ Visiting family and wanted to find out interesting things to do in Boulder and the area while we wer
- ♦ Visiting CU student --third visit to Boulder
- ♦ Thinking of relocating.
- ♦ Thinking of moving to Colorado, and looking for a town to live in or near.
- ♦ Son Attends College @ CU Boulder
- ♦ Rehearsal dinner and info to out of town guests
- ♦ recently moved here and want to know about Boulder
- ♦ potential to move to Boulder, Co.
- ♦ possible relocation
- ♦ possible move
- ♦ planning to move the Denver or Boulder area
- ♦ Planned a conference in the area
- ♦ My son was moving there.
- ♦ My parents were visiting from Illinois and I wanted to know more about where to take them in Boulder
- ♦ My daughter is moving to Boulder in late October.
- ♦ moving to Boulder in Dec.
- ♦ Moving to Boulder
- ♦ Moving to Boulder
- ♦ Moved to Boulder for a year
- ♦ Moved here
- ♦ Might move into the area
- ♦ may move there one day
- ♦ looking to relocate to the area
- ♦ Local planner holding event for out of towners
- ♦ Live here & want to know everything about the area & collect info for our visitors as well
- ♦ just visited in July 2005 - wanted info
- ♦ Job opportunity
- ♦ I've already been to Boulder but was gathering info for a return trip

# Boulder Convention & Visitors Bureau

## Web Survey October 2005

### What was the OTHER reason you requested information about Boulder?

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- ♦ I work at NCAR and I bring 100's of traveler's to Boulder each year and wanted to provide maps and a
- ♦ I was planning on visiting Boulder in anticipation of moving there and wanted more information
- ♦ I was moving in the area.
- ♦ I was already in Boulder recently
- ♦ I want to move to Boulder.
- ♦ I took my son to school there
- ♦ I never requested information- I do have a daughter who lives there and loves it
- ♦ I have visited Boulder and other areas in Colorado as my son lives there. We are looking for a plac
- ♦ I have been to Boulder 1 time for couple of days, would like to revisit with more time to look aroun
- ♦ i have been there before and wanted to learn more about the environment
- ♦ I asked for this information in April or March getting ready for a trip i have already taken.
- ♦ I am on the planning commission for our town, Payson, Utah, and wanted to show them pictures
- ♦ I am a former resident and was inquiring about the changes and growth in Boulder. The possibility
- ♦ have recently traveled to Boulder and I am considering graduate school in the area
- ♦ have family members who are moving there; I want to visit your city
- ♦ Have been to Boulder several times and wanted more info for future trips.
- ♦ have been there 4 times
- ♦ had many out of state wedding guests and wanted to give them info
- ♦ Gathering info about the area might move there for school
- ♦ Family was moving there, wanted information for them
- ♦ Considering relocating to Boulder
- ♦ Considering Boulder as a retirement location in approximatyely 10 years
- ♦ coming to buy a home in boulder
- ♦ business visitors needed ^what to do info in Boulder^
- ♦ Business for my husband as well as vacation
- ♦ Am planning on moving to Boulder at some point
- ♦ Am planning on moving outside of Boulder in the next two years
- ♦ am moving to the Boulder/Denver area in a year to 18 months
- ♦ Always wanted to visit, not sure when and if I can, but wanted the info in case
- ♦ After growing up in Boulder, I wanted to learn all about Boulder since moving back to the county.
- ♦ a friend was moving and we wanted to give them info on the area

# Boulder Convention & Visitors Bureau

## Web Survey October 2005

### What was the purpose of your trip to Boulder? (OTHER)

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- ♦ won trip
- ♦ wedding
- ♦ wedding
- ♦ Wedding
- ♦ wedding
- ♦ wedding
- ♦ Wedding
- ♦ wedding
- ♦ wedding
- ♦ wedding
- ♦ wedding
- ♦ visiting Univ Colorado Boulder
- ♦ visiting school
- ♦ visiting CU Boulder
- ♦ visit U. of Colorado
- ♦ University of Colorado graduation
- ♦ UNIVERSITY MOVE IN
- ♦ University
- ♦ UNC Luau
- ♦ UC family orientation
- ♦ UC Boulder open house
- ♦ Title9k Mothers Day Run
- ♦ Taking son to school at University of Colorado
- ♦ taking son to college
- ♦ taking my son to CU boulder to start freshman year
- ♦ student to CU
- ♦ sports camp at U of C for my son
- ♦ Son's Graduation
- ♦ Son participated in Odessey of the Mind /
- ♦ shopping
- ♦ School
- ♦ School
- ♦ relocation visit
- ♦ relocation
- ♦ Registering dau. @ CU
- ♦ Recreation in Buolder because of business in Aurora that followed
- ♦ real estate
- ♦ radiation therapy
- ♦ potential to move to Boulder
- ♦ possible relocation
- ♦ planning on moving to Boulder
- ♦ Odyssey World Finals
- ♦ Odyssey of the Mind World Finals
- ♦ Odyssey of the Mind
- ♦ new job/relocation decisions
- ♦ neice's wedding

# Boulder Convention & Visitors Bureau

## Web Survey October 2005

### **What was the purpose of your trip to Boulder? (OTHER)**

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- ♦ moving to boulder
- ♦ Moving Son Into Dorm
- ♦ moved here
- ♦ moved here
- ♦ mom visiting me in denver
- ♦ medical treatment
- ♦ medical treatment
- ♦ Mead Festival
- ♦ looking to see what area I would like to live in
- ♦ looking for housing for daughter who attends the university
- ♦ looking for a house to buy
- ♦ live here
- ♦ Job Interview
- ♦ House Hunting
- ♦ house hunting
- ♦ hiking
- ♦ H S Graduation
- ♦ Gen. business for the spouse, touring for me
- ♦ fun and revisit the greatest city during the July 4th week
- ♦ finding a home
- ♦ Fastpitch Softball Tournament
- ♦ family wedding
- ♦ family wedding
- ♦ Education: Rolf Institute
- ♦ dropping son off at cu
- ♦ did not visit
- ♦ decide whether to relocate
- ♦ daughter going to University of Colorado Boulder
- ♦ Daughter entering Grad School
- ♦ CU student drop off
- ♦ CU orientation
- ♦ Course at School of Natural Cookery
- ♦ considering relocating to Boulder
- ♦ considering moving to Boulder
- ♦ College Tour
- ♦ College Seminar
- ♦ child to attend college
- ♦ checking out for future relocation
- ♦ Bringing son to school
- ♦ bring our son to college
- ♦ annual reunion w/ friends
- ♦ 3-day video class
- ♦ ^Odyssey of the Mind^ at Colorado University

# Boulder Convention & Visitors Bureau

## Web Survey October 2005

### **What other places did you visit on your trip?**

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- ◆ YMCA of the Rockies, Breckenridge
- ◆ Wyoming, Estes Park and towns/areas around Boulder
- ◆ winter park/Fraiser
- ◆ We stayed in Nederland and Fort Collins  
We are house searching for a possible move, so we toured Longmont, Louisville, Boulder and
- ◆ other sub
- ◆ Vail, Aspen, Wyoming, Rocky Mtn Park, Pikes Peak
- ◆ Vail, Aspen, Denver
- ◆ Vail
- ◆ vail
- ◆ utah
- ◆ Train Museum, Golden
- ◆ The Rocky Mountains, UC-Boulder, Denver, Aurora
- ◆ The Denver area
- ◆ The Carnegie Library and Niwot
- ◆ The Broadmore in CO Springs
- ◆ Telluride, Ouray & Dillion
- ◆ surrounding parks, cities
- ◆ surrounding mountains
- ◆ Superior, El Dorado Canyon
- ◆ Sundance Trail Ranch, Red Feather Lakes,CO
- ◆ Summit County
- ◆ Steamboat Springs, Rocky Mountain National Park
- ◆ spent 7 days touring around co.
- ◆ South Fork, RMNP, Estes Park, Longmont
- ◆ South Dakota
- ◆ sites around boulder
- ◆ Santa Fe
- ◆ Salida
- ◆ Sacramento, California
- ◆ royal gorge,pikes peak,silverton
- ◆ Rocky Mtn National Park etc.
- ◆ Rocky Mtn National Park etc.
- ◆ Rocky Mtn Nat. Park, Glenwood Springs
- ◆ Rocky Mtn Nat Park
- ◆ Rocky Mt. Park, Glenwood Springs, Telluride, Mesa Verde
- ◆ Rocky MT National Park; Jamestown
- ◆ rocky mt national park, denver
- ◆ rocky mt national park and denver
- ◆ rocky mountain natl park
- ◆ Rocky Mountain National Park. Westminster, Louisville
- ◆ Rocky Mountain National Park,Estes Park,Nederland,Loveland
- ◆ Rocky Mountain National Park, Estes Park, Lyons CO, Canon City CO
- ◆ rocky mountain national park, estes park, vail, breckenridge
- ◆ Rocky Mountain National Park, Estes Park, Cental City

# Boulder Convention & Visitors Bureau

## Web Survey October 2005

### **What other places did you visit on your trip?**

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- ♦ Rocky Mountain National Park, CO north of Boulder
- ♦ Rocky Mountain National Park, and Colorado Springs
- ♦ Rocky Mountain National Park and Estes Park
- ♦ Rocky Mountain National Park
- ♦ Rocky Mountain National Park
- ♦ Rocky Mountain National Park
- ♦ Rocky Mountain National Park
- ♦ Rocky Mountain National Park
- ♦ Rocky Mnt Nat Park, Winter Park
- ♦ RMNP, Ft. Collins, Estes Park, Longmont
- ♦ RMNP, Colorado Springs (Pikes Peak, GoG)
- ♦ RMNP
- ♦ RM Nat Park, Fort Collins
- ♦ Rifle, Glenwood Springs, Aspen, Leadville
- ♦ Pueblo, Rocky Mtn NP
- ♦ Ouray, Co. Denver
- ♦ northern colorado
- ♦ nederland, golden
- ♦ Nederland
- ♦ Nederland
- ♦ National Parks
- ♦ Mt. Evans, Estes Park, Denver Zoo, Pearl Street Mall
- ♦ Moab, Utah
- ♦ Manitou Springs
- ♦ Mainly Boulder, Stayed in Broomfield, Denver
- ♦ louisville
- ♦ Longmont, Niwot
- ♦ local nearby towns
- ♦ Littleton
- ♦ Leadville, CO
- ♦ Leadville, Aspen, Salida, Manitou Springs, Cripple Creek
- ♦ las vegas new mexico
- ♦ las vegas and Utah
- ♦ lafayette, denver
- ♦ lafayette, louisville, and longmont
- ♦ Jackson, WY; Cody, WY; Rapid City, SD
- ♦ Greeley, Denver
- ♦ Great Sand Dunes, Colorado Springs, and Estes Park
- ♦ grand lake, vail & breckenridge
- ♦ Grand lake and Breckenridge, CO
- ♦ Grand Junction, Crested Butte, Steamboat Springs, Leadville
- ♦ Golden, Rocky Mt Nat Park
- ♦ Golden CO
- ♦ Glenwood Springs
- ♦ Ft Collins, Cheyenne, Laramie
- ♦ Ft Collins, Breckenridge, Denver



# Boulder Convention & Visitors Bureau

## Web Survey October 2005

### **What other places did you visit on your trip?**

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- ◆ Fruita, Denver, Colorado Springs
- ◆ Fruita
- ◆ Fort Collins; Loveland; Estes Park; Cheyenne WY
- ◆ Fort Collins, Estes Park
- ◆ Fort Collins, CO
- ◆ Fort Collins
- ◆ Fort Collins
- ◆ Fort Collins
- ◆ Evergreen,CO
- ◆ Esties Park
- ◆ Estes Park/Mountain area
- ◆ Estes Park, Vail, Colorado Springs
- ◆ Estes Park, South Dakota
- ◆ estes park, rocky mountain nat'l park, denver, golden
- ◆ Estes Park, Rocky Mountain National Park, Nederland
- ◆ estes park, rocky mountain national park
- ◆ Estes Park, Rocky Mountain National Park
- ◆ Estes Park, RMNP, Frisco, Buena Vista, Salida, Manitou Springs
- ◆ estes park, pikes peak
- ◆ Estes Park, Denver
- ◆ Estes Park, Denver
- ◆ Estes Park, Denver
- ◆ Estes Park, Centennial
- ◆ Estes Park, Butterfly Pavillion, Mead Distillary
- ◆ Estes Park and Breckenridge
- ◆ Estes Park & Denver Airport
- ◆ estes park
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# Boulder Convention & Visitors Bureau

## Web Survey October 2005

### **What other places did you visit on your trip?**

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- ◆ Estes National Park, Denver, Pikes Peak, Steamboat Springs
- ◆ Estes Park, Rocky Mountain National Park
- ◆ Edwards, Colorado
- ◆ Eagle, CO
- ◆ drove from New Jersey to Colorado and back
- ◆ Drove around the mountains
- ◆ Dnver and Beaver Creek
- ◆ Different states
- ◆ Devner and surrounding mountains.
- ◆ Denver. estes park
- ◆ Denver,Aurora
- ◆ Denver, Wyoming, South Dakota
- ◆ Denver, wyoming, colorado springs, loveland
- ◆ Denver, winter park, estes park
- ◆ Denver, Vail, Durango, Colorado Springs, Moab, UT
- ◆ Denver, Steamboat Springs, Dillon, Vail
- ◆ Denver, SLC
- ◆ Denver, Rocky Mountain Park
- ◆ Denver, Rocky Mountain National Park
- ◆ Denver, Rocky Mountain National Park
- ◆ Denver, Red Rocks, Morrison, Golden,
- ◆ Denver, Pikes Peak, Rocky Mountain National Park
- ◆ Denver, Ouray, Colorado Springs, Telluride
- ◆ Denver, longmount, broomfield
- ◆ Denver, Longmont and Estes Park
- ◆ Denver, Longmont and Estes Park
- ◆ denver, longmont
- ◆ Denver, GOlden, Highlands Ranch, Evergreen, Nederland
- ◆ Denver, Golden, Ft.Collins
- ◆ denver, golden, colorado springs
- ◆ Denver, Golden
- ◆ Denver, Golden
- ◆ Denver, Golden
- ◆ Denver, Evergreen
- ◆ Denver, Estes Park, Rocky Mountain Natinal Park
- ◆ Denver, Estes Park
- ◆ Denver, Estes Park
- ◆ Denver, Colorado Springs, Manitou Springs, Canon City, Estes Park
- ◆ Denver, colorado springs, estes park, rocky mountain national park
- ◆ Denver, Colorado Springs, Estes Park
- ◆ Denver, col. springs, Nederland, Greeley, rock mtn natl park
- ◆ Denver, Castlerock, and Colorado Springs
- ◆ Denver, Canon City, Pueblo, Colorado City,
- ◆ Denver, Broomfield, Grand Lake
- ◆ Denver, Breckenridge, Este Park, Nebraska
- ◆ Denver, Boston



# Boulder Convention & Visitors Bureau

## Web Survey October 2005

### **What other places did you visit on your trip?**

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- ♦ Coors Field, Red Rocks, Golden, Rocky Mt Nat Park
- ♦ Colorado Springs; Grand Lake
- ♦ Colorado Springs, Santa Fe, Albuquerque  
Colorado Springs, Rocky Mtn. National Park, Vail, Estes Park, Aspen, Glenwood Springs, Crawford,
- ♦ Bue
- ♦ Colorado Springs, Rocky Mountain National Park, St. Louis, Mo
- ♦ colorado springs, pueblo, estes park
- ♦ colorado springs, golden colorado, aspen, yellowstone
- ♦ Colorado Springs, Fort Collins
- ♦ colorado springs, denver,rmnf, hot air balloon ride, etc.
- ♦ Colorado Springs, Denver
- ♦ colorado springs and the rocky mountains
- ♦ Colorado Springs and Fort Collins
- ♦ COLORADO SPRINGS
- ♦ Colorado Springs
- ♦ Colorado Springs
- ♦ Colorado springs
- ♦ Colorado Springs
- ♦ colo. sprgs., estes pk. manitou sprgs. denver
- ♦ Colo,Sprs., Denver,
- ♦ Cheyenne, Wyoming and Estes Park, Colorado
- ♦ Brighton
- ♦ Breckinridge Denver Colorado Springs
- ♦ Breckenridge/Rocky Mt National Park
- ♦ Breckenridge, Estes and Vail
- ♦ breckenridge
- ♦ Black Hills, Mount Rushmore,Denver,Colorado Springs, etc
- ♦ Aspen, Col. Springs
- ♦ Aspen, Breckenridge, Buena Vista
- ♦ arizona nevada
- ♦ all over colorado
- ♦ Albuquerque and Flagstaff AZ

## Boulder Convention & Visitors Bureau

### Web Survey October 2005

<b>Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?</b>	<b>After your visit, what would you tell a friend about Boulder?</b>
♦ mountainous	♦ a busy city
♦ Crisp, clean, friendly, picturesque	♦ Crisp, clean, friendly, picturesque
♦ bucolic	♦ it's cool
♦ mountainous	♦ glorious
♦ COOL,TRENDY,HIP,UNUSUAL	♦ GO VISIT AND EXPERIENCE IT FOR YOURSELF
♦ had no idea what to expect.	♦ It is a beautiful city and the people are extremely nice. The hills are spectacular.
♦ Mountains, nice dry air, pretty	♦ It was beautiful and friendly
♦ beautiful mountain city	♦ good place to visit
♦ nice scenery	♦ yes
♦ relaxing, near out-of-doors areas	♦ same as above. More nice shopping areas than the last time.
♦ Modern, mountain, sports	♦ Good place to visit, outdoor enthusiasts especially
♦ Beautiful	♦ Beautiful, big emphasis on outdoor activity, great college campus, close to other activities.
♦ Beautiful and relaxed.	♦ Had a great time. Loved Pearl Street Mall. It reminded us of our college days in Madison. My son thought the skate park was awesome!
♦ I expected beautiful mountains and a vibrant, busy city.	♦ It was beautiful, and lots of things to do.
♦ hip, clean, liberal, upscale, walkable	♦ nice pedestrian shop area, culturally interesting, out of the ordinary stores
♦ Clean, fresh air, mountains	♦ Clean air, Pearl St. Mall, Fitness, Restaurants, no smoking facilities, snow and it's beautiful.
♦ fun, beautiful, artsy	♦ loved it!
♦	♦ Invigorating outdoor environment.
♦ Mountains. athletic lifestyle	♦ Yes, have!
♦ Bigger	♦ Lovely, suburban-like
♦ Small town outside Denver with mountain views. College town.	♦
♦ didn't know what to expect.	♦ great town & loved Pearl street
♦ Earthy, Granola	♦ Youbethca
♦ Ideal living place, great college town	♦ Ditto
♦ unknown	♦ Great
♦ Fantastic scenery, vibrant, artsy, college town, sunny, friendly, environmentally concerned residents	♦ Just a beautiful town - Recommend Pearl Street Mall, great bookstore! The college campus is absolutely beautiful, lots of bicyclers, People of all ages, the Danashube Teahouse is a must
♦ A college town; modern, but laid back	♦ It was fun, laid back, beautiful! Great place to shop for unusual items.

## Boulder Convention & Visitors Bureau

### Web Survey October 2005

<b>Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?</b>	<b>After your visit, what would you tell a friend about Boulder?</b>
♦	♦ Wonderful clean little town. Lots on interesting things to do and interesting people to meet there. DOG FRIENDLY!!We love Boulder and plan on visiting as often as possible.
♦ Friendly, liberal, sunny, laid back	♦ Friendly, liberal, out doorsy, sunny, laid back, clean
♦ Beautiful	♦ Beautiful, friendly
♦ Had been told it is beautiful.	♦ Wonderful view of the mountains, beautiful university campus, fabulous pedestrian mall downtown
♦ beautiful, cool, cultured, strong emphasis on ecology, liberal politics, high prices	♦ good place to visit, take lots of time for seeing sights, friendly people, made for walkers and bikers, beautiful landscape
♦ Similar political and social climate as we have in Madison, Wisconsin but with stunning mountainous landscape.	♦ Similar political and social climate as we have in Madison, Wisconsin but with stunning mountainous landscape.
♦ mountainous; hot; dry; beautiful	♦ beautiful; mountainous; inviting; People friendly; Holiday Inn Express an excellent place to stay
♦ Calm and inviting	♦ tranquil
♦ nice college town	♦ one of the best places I have ever been, not to be missed
♦ beautiful, picture book scenery	♦ beautiful, picture book scenery, friendly people
♦	♦ Exciting, clean, full of energy, non-rushed.
♦ Awesome!Breathtaking.It's next to the Rockies-what more should I expect!?	♦ You should go! Think about moving there!The mountains are indescribable...
♦ bustling	♦ bustling
♦ Natural, cold	♦ Beautiful, hot (during the summer), Unfortunately not very friendly residents, excellent cooking school (School of natural Cookery). Excellent farmers market, great public transportation
♦ a beautiful town	♦ I loved it and will be back. The city is clean and the rRocky Mts. are the best
♦ Difficult to navigate	♦ People are very friendly, great places to explore, more affordable than I expected
♦ Beautiful scenery	♦ Spectatular! Beautiful, clean, wonderful, excellent vacation destination. Very friendly, warm, lots to do, fantastic, unbelievable blue skiies, beauty in every direction.
♦ pretty, college town, with incredible views and fun drives nearby	♦ same
♦ Small college town not much to do	♦ Fun place to be with cute stores and good golf courses. Beautiful vistas and sunsets.
♦ Beautiful, Clean	♦ Great city. Hip and relaxing. No hustle and bustle. Fresh air, friendly people.
♦ Mountain town	♦ Very liberal, laid back, people friendly, nice place to visit, live

## Boulder Convention & Visitors Bureau

### Web Survey October 2005

<b>Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?</b>	<b>After your visit, what would you tell a friend about Boulder?</b>
♦ Boulder is a fun town	♦ Awesome town. Lots of frendly, health-conscious folks who love the outdoors
♦ Beautiful	♦ Beautiful
♦ Nice,college town, good restaurants	♦ Fun to visit
♦ interesting town	♦ it was an interesting town
♦ A suburb of Denver	♦ Nothing like I expected! It really is its own city. The people were VERY VERY friendly, the city was clean and beautiful, the food and shopping were great. Everything exceeded my expectations. I absolutely cannot overstate how many friendly and helpful people we ran into. I work in tourism, and I live in the South, so I did not expect to find any place with nicer people than here, but Boulder definitely was!!
♦ beautiful, mountainous, rugged	♦ Quaint college town with so many outdoor things to do
♦ Pretty, quiet	♦ Very scenic, mountanous, clean, friendly, fun
♦ mountainous	♦ I would like to live there someday
♦ quaint	♦ modern
♦ Surrounding Mountains	♦ Yes
♦ calm and cute	♦ calm, cute, beautiful, a young person place
♦ Fun and friendly	♦ Most certainly
♦ Laid back, cooler temperatures, mountainous	♦ Boulder is a beautiful location, filled with active, friendly, laid-back people.
♦ college town	♦ college town, clean, environmentally friendly
♦ very liberal	♦ not as liberal as I thought it would be. And very pretty place.
♦ great, laid back	♦ a must place to visit
♦ Eclectic, Hippy, Beautiful, Outdoor playground	♦ I loved it! My favorite city on our state-wide vacation.
♦ Scenic, diverse, lots to see and do	♦ Same as above
♦ Beautiful foothills college town	♦ Great place to visit
♦ Beautiful city	♦ Charming city, very tourist friendly and I did'nt need a car to get around.
♦ nostalgic	♦ interesting, fun
♦ mountainous	♦ a variety of cultural amenities, great town, mountains
♦ Thought it would be more of a college town	♦ Great hiking trails - expensive to shop
♦ Just a suburb of Denver	♦ Very unique town, very personable.
♦ Beautiful, crunchy, outdoorsy,	♦ Great downtown, very pedestrian and bike friendly, lots of artisans, apparent music scene, lots of outdoors access
♦ Small university city	♦ Interesting sightseeing, tea factory, college, and cute shops and restaurants along Pearl Street, etc.

## Boulder Convention & Visitors Bureau

### Web Survey October 2005

<b>Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?</b>	<b>After your visit, what would you tell a friend about Boulder?</b>
♦ Small town, a lot cooler than Phoenix, not really sure how much there would be to do.	♦ University town, nice for being outdoors, fun downtown center, beautiful walk along the creek through town, good dinner theatre, interesting historical venues, a good place to relax.
♦ Smaller Fewer cars Smaller roads	♦ Great town! Easy to become familiar with. Friendly; beautiful
♦ nice college town like Burlington, Vermont	♦ nice town, nice walking mall, like burlington vermont
♦ clean, open, beautiful views	♦ it is lovely
♦ College town, Beautiful, laid-back	♦ Must see Pearl St., alot to do, close to many thing (Rocky Mountain National Park), loved the scenery.
♦ open and fun	♦ exactly what I thought
♦ a fun city	♦ great destination
♦ Perfect	♦ must go
♦ no expectations	♦ a most beautiful place. I love Boulder
♦ great	♦ college town, loved the foot hills, liked everything, great bike trails
♦ beautiful, friendly	♦ a great place to visit
♦ Nice Mountain Area	♦ Fabulous outdoor activities, beautiful mountains, friendly people, great accommodations.
♦ new age, progressive	♦ worth a visit
♦ liberal, hippee, funky, weird, fun, rich, deep, loving, beautiful, unique, special, pricey	♦ There is no place that I would rather be
♦ beautiful outdoors	♦ fun friendly beautiful
♦ fresh air, beautiful setting	♦ great college town, beautiful location
♦ Active, Outdoorsy, interesting.	♦ Its a great place to visit (or live) and I highly recommend it.
♦ Clean, safe	♦ exceptionally friendly, beautiful
♦ Very nice and scenic	♦ It was beautiful. I would travel there again. We had a great time there.
♦ A college town	♦ Much more than expected. A great place to visit
♦ quaint, with mountain views	♦ University town, busy, active
♦ great town, felt right at home	♦ vist if you can
♦ Quaint, small, family-oriented, personable	♦ It is a lot bigger than I expected it to be. The landscapes are beautiful, and the city is well maintained. It was nice to be able to walk everywhere.
♦ cold	♦ Beautiful, sunny, fun, outdoor college town!
♦ small town, scenic	♦ same
♦ scenic college town	♦ loved the downtown area
♦ Beautiful, healthy, upscale	♦ Beautiful, healthy, friendly
♦ Mountains, Outdoors	♦ Lovely, clean, fun, beautiful



## Boulder Convention & Visitors Bureau

### Web Survey October 2005

<b>Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?</b>	<b>After your visit, what would you tell a friend about Boulder?</b>
♦ cool weather, fun activities, water and pretty scenery	♦ Hot weather! but pretty and fun
♦ Beautiful scenery, plenty to do	♦ All this and so much more.
♦ Nice weather, peaceful, mountainous	♦ I think Boulder, Colorado is the nicest place to visit, live, raise a family. I am considering moving back to Boulder. I lived there in the 1980's and cannot find a place in the western US that I like better. It is great for sports and outdoor fun. The mountains are inspiring and peaceful
♦ College town	♦ Beautiful, organic, healthy lifestyle
♦ I didnt know what to expect, other than maybe see some mountains.	♦ Nice, clean quite town for it's size.
♦ clean, lots of outdoor activities	♦
♦	♦ Awesome! Just the type of community my husband and I would love to live in, very clean, very friendly and very, very health concious.
♦ attractive, nice shops, mountain atmosphere	♦ You've gotta go! What a great public place!
♦ mountain town	♦ Way to busy. The hiking was like a freeway. Shopping (grocery) expensive.
♦ Rural	♦ Great place to visit; beautiful scenery with great resturants.
♦ Berkeley in the Rockies	♦ Trying too hard to be Berkeley in the Rockies
♦	♦ A wonderful place
♦ Interesting place to visit	♦ It was fabulous. The scenery, things to do, and the ease of getting around
♦ Having been there it is spectacular	♦ Again it is spectacular
♦ scenic, nice weather, quiet	♦ pleasant town, good restaurant, pretty
♦ Active college town	♦ Great, need more time to enjoy.
♦ Very outdoors and physically fit city. A typically trendy and hip City.	♦ It is a great place to visit and the prarie dogs are so cute!!
♦ nice climate, accessible to recreation	♦ fun lots to do
♦ Foothills, great scenery,exclusive	♦ Highly recommend, closer to mountains than expected which is great, lifestyle and atmosphere were great - loved healthy lifestyle of community and how that was encouraged.
♦ outdoorsy, liberal, artsy	♦ Conservative-ish campus in liberal city, cultural activities and outdoor opportunities
♦ rocky mountain foothills, university town	♦ I really enjoyed my visit and would love to visit it again. However, I was slightly disappointed - I thought it would be more beautiful - I think the foothills of Los Angeles are prettier. I was surprised how flat it is from Denver to Boulder. However, I really enjoyed the hike I went on & would like to hike some more in the area.
♦ N/A since I was born here - I am an Arbuthnot and our family has been here since the beginning of Boulder	♦ Yes, I do all the time. I am a story teller and I am now preparing stories of Boulder County History that will be entertaining and educational - so my friends are always hearing about Boulder in one way or another.

## Boulder Convention & Visitors Bureau

### Web Survey October 2005

<b>Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?</b>	<b>After your visit, what would you tell a friend about Boulder?</b>
♦ College town	♦ reminded me of old town Santa Barbara and had the feel of early Berkley CA
♦ Progressive, colorful, beautiful	♦ Friendly people, good shopping and restaurants, beautiful, but inconvenient, campus, nice running trail.
♦ natural; friendly; athletic; arts; academic; unique	♦ not as busy in Boulder as I would have thought in the summer; perfect weather; great people; much to do;
♦ College town with lots going on; friendly, progressive	♦ It was what we expected and would love to spend more time there next time.
♦ Warm, Earthy, College, Hiking, Dogs...	♦ Great hiking, volatile weather, nice place to live.
♦ N/A Knew what to expect	♦ Nice place to rock climb, drink beer and hike.
♦ Cool pretty green	♦ Hot beautiful great
♦ Beautiful scenery, college town	♦ It seemed like a hip place.
♦ cold and snowy	♦ it was so nice and comfortable and the mountains were so beautiful
♦ College town	♦ sophisticated college town
♦ a beautiful town nestled at the foothills of the rockies.	♦ the same. everything I expected and more.
♦ I had no expectations	♦ lovely area with shopping and a marvelous view
♦ clean	♦ Great Place
♦ beautiful	♦ breathtaking and fun
♦ beautiful, peaceful, quiet	♦ same
♦ mountains	♦ beautiful, great downtown
♦ nature trip	♦ visit boulder if interested in mountaineering stuff
♦ Interesting, outdoor oriented, Sunny, Mountain town.	♦ Gotta go to Boulder.
♦ pretty	♦ I had a good time
♦ expected upbeat college town atmosphere with beautiful scenery	♦ Very friendly, interesting place. Would be a wonderful place to live
♦	♦ Boulder itself is worth a leisurely day or three
♦ a very artsy town	♦ YES
♦ Big tourist city.	♦ A quaint college town with a ton of character. Great food and shopping. Most beautiful canyons and parks.
♦ mountainous	♦ incredibly welcoming and friendly people
♦ to be very nice	♦ GREAT! especially Boulder Canyon. Beauty beyond belief
♦ college town	♦ wonderful, diverse, tons to do, great places to eat, a great destination

## Boulder Convention & Visitors Bureau Web Survey October 2005

<b>Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?</b>	<b>After your visit, what would you tell a friend about Boulder?</b>
♦ It was good to be back and to see how it had grown. The friends and good times were shared by all during my stay.	♦ The changes were many, I could not get over the growth in population and how it has built up. Boulder is Better. It is still the place to live, work, and enjoy life. What makes Boulder Better is the University and the influence it has on the education system of the city and the types of people it draws into it's community of thought.
♦ nothing preconceived	♦ did not visit
♦ great views of the mountains	♦ great town to visit
♦ relaxing and beautiful	♦ Loved it and would like to visit again.
♦ outdoorsy	♦ Great town, I would live there. People & town with values & priorities similar to my own.
♦ Beautiful, peaceful, and laid back.	♦ GO IN THE FALL!!!!
♦ mountains, outdoorsy,	♦ It is a great place to go on business or on vacation.
♦ great	♦ better than anticipated, great for anyone who enjoys an active lifestyle.
♦ nice	♦ I want to move there, loved it.
♦ Iowa City with mountains.	♦ Iowa City with mountains, totally wonderful.
♦ fun	♦ great town, lots of cultural happenings and liberal people. Loved the Pearl Street market
♦ Beautiful and clean	♦ Loved it
♦ Outdoors, Healthy, Active Community	♦ Very Nice City
♦ Pretty college town	♦ Breath-taking scenery from anywhere in Boulder; cosmopolitan atmosphere; good restaurants.
♦ college town	♦ I loved it; very eclectic, artsy, laid back, beautiful setting.
♦ beautiful mountain town	♦ surprised by the beautiful red color of the flatirons, Chautauqua park is awesome, just a really healthy, progressive town!
♦ Nice smaller college town	♦ Thought it was a beautiful town with plenty to see and do
♦	♦ Magnificent scenery
♦ scenic	♦
♦ laid back	♦ great cycling and farmers market
♦ A nice mountain town that I always want to live by/in.	♦ not yet
♦ College town	♦ Charming
♦ beautiful	♦ very nice friendly and beautiful
♦ unique, casual, fun	♦ GO!!! You won't regret it!
♦ Pedestrian friendly	♦ Pedestrian friendly with a lot of fun destinations nearby
♦	♦ It's clean

## Boulder Convention & Visitors Bureau

### Web Survey October 2005

Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?	After your visit, what would you tell a friend about Boulder?
♦ Very cool	♦ Yes
♦ Eclectic.	♦ Eclectic.
♦ Scenic and refreshing from mountain air	♦ Scenic, refreshing from mountain air and a lovely city.
♦ college town, sporty	♦ beautiful setting surrounded by mountains, comfortable climate, lots of shopping and activities
♦ Skiing town	♦ There are multiple varieties of things to do.
♦ I had no expectations.	♦ A beautiful, vibrant city at the base of the Rockies.
♦ airy, clean, friendly, rocky, beautiful	♦ its a great, friendly place to visit and live
♦ an upscale collge town	♦ it is a good location to use as a base for day trips in CO
♦ Western type town, old buildings, quaint	♦ Modern town, very busy, huge market
♦ beautiful, interesting, fun I lived there 16 years ago	♦ It's a great place to hang out, lots to see and do
♦ small college town and the edge of the Rocky Mountains	♦ very clean and beautiful city with lots to see and do
♦ Beautiful mountains and cool weather.	♦ It si a beautiful city.
♦ liberal, beautiful, progressive, mountainous	♦ seemed like a great city
♦ outdoorsy	♦ a fun city; loved Pearl Street; outdoor haven
♦ magnificent, beautiful	♦ It's a great place, beautiful, a place where you'll want to visit more than once.
♦ beautiful, fun, exciting	♦ beautiful, fun, exciting, (everyone was so courteous)
♦ qaint, college town	♦ It's one of the most beautiful and well planned out city I've ever been to. I love how there are so many jogging trails and several people walk, ride their bike, or run to get around.
♦ earthy, outdoorsy	♦ the atmosphere is awesome, a mini Madison Wisconsin only with mountains.
♦ Hippy, Granola, Leftist	♦ Yuppie, Clean, Rural
♦ Different, cultural, scenic	♦ Yes
♦ quiant	♦ Great place to visit. Picturesque an lots to do.
♦ Athletic and charming. Healthy and mystical.	♦ How it's a beautiful town and that it's great for outdoor enthusiasts.
♦ awesome!	♦ amazing! gotta visit!
♦ Cold and snowy	♦ Absolutely beautiful
♦ busy, vibrant	♦ check out the celestial seasonings factory
♦ City located in scenic location	♦ Vibrant young city with spectacular surroundings & recreational oppourtunities & plenty of restaurants/nightspots!
♦ environmentally friendly, young and active, scenic	♦ great place to visit and possibly live
♦ I just had no idea what it would be like	♦ It is breath takingly beautiful and everyone should visit at least once.

## Boulder Convention & Visitors Bureau

### Web Survey October 2005

Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?	After your visit, what would you tell a friend about Boulder?
♦ beautiful	♦ very beautiful..great town
♦ mountainous	♦ it's a beautiful place with tons of stuff going on in the city.
♦ Ecclectic, beautiful, serene but fun.	♦
♦ college town	♦ awesome city to sight see in
♦ Quaint and unusual in a fun way. (Pearl street mall area)	♦ The same
♦	♦
♦ Hiking, biking, public transportation	♦ Once you visit, you'll want to return again and again
♦ Liberal, Hippie, Eclectic, Relaxed	♦ Yes
♦ Fun College City	♦ Fun City. Alot to do.
♦ cold	♦ It wasn't cold. In fact, it was hot, and everyone said I wouldn't need air conditioning, but we did.
♦ Knew nothing.	♦ Awesome!!!!
♦ gorgeous	♦ extremely awesome place to be, gorgeous, fun town
♦ Beautiful, Happy people live there	♦ It's wonderful
♦ fresh air, outdoor activities, mountain community, college town	♦ We loved it and are planning to move there.
♦ mountanious, beautiful, peaceful	♦ That it was really nice and i would want to spend more time there
♦ College town, laid back, artsy	♦ Great place to visit. Have wonderful downtown Pearl district. Enjoyed the hike/bike trails throughout community. Girgeous surroundings
♦ didn't know	♦ very commerical
♦	♦ This is the place to go!
♦ ideal	♦ great place
♦ earthy, cold, college town	♦ had such a great time, great place to visit, people are so nice, warm and sunny, pearl street is hopping!
♦	♦ You gotta experience Boulder. Go check it out.
♦ Scenic, pleasant (temperature), fun, healthy, clean	♦ It was a beautiful, fun place that is a great place to stay to enjoy the outdoors and is convenient to the RMNP without being touristy. And very vegetarian-friendly.
♦ North of Denver	♦ Absolutely breathtaking.
♦ beautiful	♦ very cool town
♦ college town	♦ ecclectic and interesting
♦ I expected Boulder to be beautiful	♦ Boulder and the vicinity was awesome, beyond words. Many things to see and do
♦ friendly and scenic	♦
♦ beautiful, artsy	♦ awesome place to me. Artsy, beautiful

## Boulder Convention & Visitors Bureau

### Web Survey October 2005

<b>Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?</b>	<b>After your visit, what would you tell a friend about Boulder?</b>
♦ Laid back.	♦ Laid back, but more congested than anticipated. Also more expensive.
♦ No idea	♦ very nice place
♦ Pretty, surrounded by mountains, kind of like Santa Fe w/out New Mexico motiff,	♦ Beautiful area, nice walking/bike paths, big sky, beautiful country, Interesting places to go.
♦ Beautiful, healthy	♦ Friendly, beautiful, expensive , healthy
♦ Full of granola heads & students	♦ Full of granola heads & students--but well worth the trip
♦ Gorgeous, interesting, easy to get around	♦ A great place to visit
♦ Livewire artistic college city.	♦ It was a livewire art drenched college city with additional attractions and festivals.
♦ charming, outdoor activity	♦ beautiful - lots to do, healthy life-style, too expensive to live there
♦ Beautiful, fresh air, easy access to mountains, lots of hiking, biking, major University, friendly people	♦ You have got to go! Breathtaking, great outdoors for all ages, relaxing, you'll never want to leave
♦ beautiful, natural, clean	♦ friendly, picturesque, fun
♦ Earthy Nature	♦ Expensive Healthy Fun
♦ beautiful, friendly	♦ beautiful, friendly
♦ peacefull, beautiful. Small-town feel	♦ Great place to visit and lots to see and do.
♦ Pretty, green	♦ That if I could afford to move there, I would. It's a wonderful town. I love the mountains and all the open space and the spirit of the community.
♦ Up scale collage town that does not change when school is out.	♦ About some of the special places I visited while there.
♦ Different, not the normal Colorado town.	♦ Is a neat , quaint town with beautiful mountains in the background. A fun special place, very interesting & colorful.
♦ Its better then then the Post card looks	♦ If you can make Boulder a destination and stay if you can
♦ Healthy, friendly, clean, smart, fun, culturally savvy, hip, beautiful	♦ it is close to pefect
♦ A college town	♦ It is beautiful, refined in restaurants and other amenities .
♦ scenic, wholesome	♦ great place to live
♦ rustic, chewy-granola	♦ nice!
♦ outdoorsy and friendly	♦ Everyone is active and welcoming
♦ Another western city	♦ Absolutely. I would love to live there.
♦ Beautiful	♦ It is a very beautiful place to visit and I highly recommend anyone to go visit there.
♦ Very earthy people, totally different scene from Chicago	♦ GO VISIT....it's amazing!!!
♦ Mountainous, beautiful, outdoor oriented	♦ Pretty much the same thing - it was exactly as I expected.
♦ Get to see the rockies	♦ Great place to go and see colorodo from.

## Boulder Convention & Visitors Bureau

### Web Survey October 2005

<b>Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?</b>	<b>After your visit, what would you tell a friend about Boulder?</b>
♦ picturesque	♦ Beauty beyond my anticipation.
♦ beautiful spiritual earthy	♦ Go
♦ outdoors oriented, beautiful	♦ good food, good downtown, lots of outdoors activities available
♦	♦ Cute town but very touristy.
♦ lots of mountain ranges fresh air	♦ beautiful place to visit. People are friendly very restful and relaxing place to visit
♦ Mountains, more of the arts. Community theater, etc.	♦ beautiful, clean, college town, fun,
♦ Ecological	♦ best place to live
♦	♦ Go visit. It's wonderful!
♦ not sure	♦ great place to live
♦ No expectations other than the natural beauty; had never traveled that far West.	♦ It was more beautiful than we ever imagined and the level of culture was much higher than we expected. We loved the diversity the University brings.
♦ artsy, fun, natural	♦ a great place to visit
♦ scenic; quaint; friendly; easy going	♦ It is a very beautiful place and you need more than 2 days to see even half.
♦ hippie like	♦ It was a very nice place to visit. Friendly, very visitable...Good place to walk around
♦ more like Denver which I had been to previously	♦ Unique, friendly, magical
♦ mountains	♦ mountains, accessible city w/lots to do
♦ vefie friendly.	♦ beautiful city.
♦ Loose, friendly, eclectic	♦ Eclectic
♦ Grew up in Colorado, attended CU in the 1980's. I expected Boulder to be the same as during my college years and was not disappointed.	♦ Great place to visit! Would love to live there, but not in the winter-time.
♦ scenic, yet convenient.	♦ I dig it and great weather.
♦ Beautiful, unique shops, lovely open areas, vibrant, good restaurants	♦ Beautiful, unique shops, lovely open areas, vibrant, good restaurants
♦ Fun, exciting	♦ Words or pictures can not describe just how breath taking it is. You have to see it to believe it.
♦ Mountains and not much to do	♦ Beautiful city, stunning scenry, beautiful river walking path, lots to do...not enough time to see it all so we are coming back, great restaurants and lot of out door dining, great weather with no humidity and great shopping. Can you tell we loved it?
♦	♦ great little town
♦ Beautiful, family friendly, progressive, engaging	♦ Trendy. Visit Peral Street. Go to the Rockies. Relax.
♦ dry	♦ beautiful scenery, friendly people, clean

## Boulder Convention & Visitors Bureau

### Web Survey October 2005

Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?	After your visit, what would you tell a friend about Boulder?
♦ I had no pre-conceived ideas about Boulder	♦ That it was a beautiful, quaint little town full of very friendly people, several good places to eat, old fashioned shopping Boulder Creek is beautiful and the falls as well. Lovely town
♦ beautiful mountains	♦ beautiful mountains
♦ upper mountain rec area	♦ upper mountain rec area with lots to do
♦ Outdoorsy, liberal, laid back, friendly	♦ fun outdoor dining, fun Irish pubs and good hiking
♦ Beautiful, progressive, college town	♦ good places to eat and shop, nice city
♦ front door to the mountains	♦ Many exceptional trails, but be aware of parking useage fees and overcrowding. Very clean and good organic foodstores.
♦ Scenic, college town.	♦ Great dining, outdoor adventures, upscale pedestrian mall.
♦ modern city with mountains nearby	♦ To go and vist, it is truly beautiful
♦ expected a city	♦ cool, very artsy, hippyish
♦ spiritual	♦ that I was shocked at the youth, spoiled teens/students, who had nothing better to do than destroy other people's property with the 'excuse' that it was Halloween. This was simply appalling!
♦	♦
♦ quaint town	♦ Not so quaint, very active town
♦ Quaint and small, close to the mountains	♦ A wonderful place, expensive,
♦ Mountainous, cold, hard to get around	♦ Best place to live for biking, running, outdoor lifestyle
♦ Beautiful, friendly, multi-cultural	♦ Same as above
♦ A nice and clean and active city.	♦ A beautiful palce to visit and live.
♦ fun, pretty, clean, beautiful, friendly	♦ I would highly recommend the city to ANYONE who asks me. I LOVED it! The Flatirons were gorgeous and everyone we ran into was totally friendly and helpful. Boulder is a DEFINITE MUST on a trip to Colorado!
♦ Earthy, sporty, relaxed	♦ Same
♦ Friendly people, envirnmentally conscious	♦ definitely!
♦ artsy	♦ great place to visit - We'll definitely be back!
♦ Wasn't sure.	♦ Interesting, fun, good to see a revitalized downtown area; good food, lots of interesting shops, good new and used bookstores.
♦ A very beautiful little college town.	♦ Boulder is one of the nicest towns that I have ever been too. It is everything I expected and more.
♦ I did not know what to expect.	♦ Absolutely beutiful. Breathtaking scenery.
♦ No Expectations.	♦ Yeah
♦ bohemian	♦ great spot. Lots to do. Beautiful scenery. Would go back in the winter to ski.



## Boulder Convention & Visitors Bureau

### Web Survey October 2005

<b>Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?</b>	<b>After your visit, what would you tell a friend about Boulder?</b>
♦ N/A - I had already been several times.	♦ Great place - housing is expensive but otherwise wonderful.
♦ unique, laid back, clean	♦ great town, great place to visit, would relocate there if we didn't have family ties elsewhere
♦ a bigger version of WV	♦ i liked it a lot, i would go back
♦ sophisticated yet quaint, quiet but bustling, well educated, outdoorsy	♦ Very friendly, great home base while visiting Colorado and the Rockies. Outdoorsey healthy atmosphere, sophisticated
♦ cultural, tony, upscale.	♦
♦ did not know for sure	♦ Beautiful, majestic, awesome
♦ Cold and snowy	♦ I loved it. The temperature was great and the scenery was beautiful.
♦ groovy, organic, hippy	♦ beautiful, healing, peaceful, friendly, fun, and groovy and organic
♦ outdoorsy, laid back,	♦ outdoorsy, vital, friendly,
♦ Relaxed, comfortable, clean	♦ Great place. Fun for the family. Friendly.
♦ Scenic, relaxed, fun, invigorating, exciting	♦ The same
♦ Beautiful	♦ Beautiful
♦ Pretty views of the mountains, smaller city, clean	♦ yes, it was a neat town
♦ Attractive, lively	♦ Attractive, lively, too expensive to purchase a home
♦ college town	♦ clean well planned lots to do
♦ mountainous beautiful	♦ beautiful sights, many places to visit, great shopping, friendly
♦ Boulder didn't even register on our radar before our daughter applied to Grad School at U of C. Didn't know what to expect.	♦ Definitely. Beautiful setting. Very Friendly town. Good Shopping and Services. Lovely & Scenic locale. Not far from Major urban center.
♦ hippie, college town, down to earth	♦ Loved it! Totally us! Full of life. Conscious people who were physically active. Healthy. Down to earth, friendly. Outdoors. Not ravaged by commerical stores/restaraunts.
♦ crunchy, liberal, scenic	♦ lovely landscape, young residents, lots to do, very expensive real estate.
♦ I expected it to be a great town to walk around, with many interesting shops and restaurants, and great brewpubs.	♦ It was exactly what I expected, and then some. One additional item I'd add is the people are very friendly and helpful.
♦ Mountainous Breathtakingly beautiful	♦ Mountainous Breathtakingly beautiful Cosmopolitan Wonderful shopping, dining Friendly people
♦ Great, very clean and beautiful	♦ I would enjoy visiting again
♦ Interesting	♦ There are a variety of things to do and the mountains surrounding it are spectacular!
♦ College Town, Friendly, beautiful scenery	♦ We enjoyed our visit. We especially liked the Pearl Street Mall area. We went on to Estes Park and the National Park on a day trip. That was definitely worth the trip!
♦ refreshing, relaxing	♦ It's a great place. (I used to live in Boulder)

# Boulder Convention & Visitors Bureau

## Web Survey October 2005

### What OTHER leisure activities you considering and/or actually participate in on your trip?

- ♦ winery visits
- ♦ white water rafting
- ♦ Western Museum,
- ♦ Went to Boulder Falls
- ♦ waterfall, creek,estes park
- ♦ Walked all over
- ♦ Visited Winter Park
- ♦ visited the Hill
- ♦ visited the college campus
- ♦ visited small towns nearby
- ♦ visited Leave No Trace Center for Outdoor Ethics
- ♦ visited estes park
- ♦ visit RMNP
- ♦ used as base to drive to Estes Park, Pikes Peak and Cheyenne for the Rodeo
- ♦ U of Col college visit
- ♦ three-day wedding festival
- ♦ Teahouse
- ♦ Tea house, Boulder Cr Path
- ♦ tea house
- ♦ stayed at the millenium harvest house hotel and loved it
- ♦ stare at the Flatirons
- ♦ spent whole time with convention activities
- ♦ skiing
- ♦ six flags
- ♦ sightseeing
- ♦ Shopped at Flat Iron Mall
- ♦ Shakespeare performance
- ♦ Seeing and spending time with old friends and the experience Boulder offered
- ♦ Running
- ♦ Running
- ♦ Rocky Mtn. National Park
- ♦ rock climbing - Eldorado Canyon
- ♦ rock climbed
- ♦ road biking
- ♦ Red Stone Meadery
- ♦ real estate interest
- ♦ radio show
- ♦ Picnic in nearby state park
- ♦ Pearl Street Mall Craft Show
- ♦ Odyssey of the Mind
- ♦ NOAA Facility, Boulder Falls
- ♦ Meadery
- ♦ look at real estate
- ♦ long mountain drives
- ♦ Leaning Tree Museum
- ♦ Leanin Tree museum, public library,park downtown

# Boulder Convention & Visitors Bureau

## Web Survey October 2005

### What OTHER leisure activities you considering and/or actually participate in on your trip?

- ♦ Leanin Tree Gallery
- ♦ Leanin' Tree
- ♦ jogging
- ♦ Horseback riding
- ♦ horseback riding
- ♦ golf
- ♦ going up in to the canyons
- ♦ General Sight Seeing
- ♦ Gay and Lesbian activities
- ♦ Fly fishing
- ♦ Flt Fishing, Hiking
- ♦ Flagstaff house
- ♦ Fishing/played hockey at hartmann inline rink
- ♦ fishing
- ♦ fish observatory; boulder creek path
- ♦ enjoyed watching the river tubing
- ♦ Eldorado Springs
- ♦ Dushanbe Tea, Mt. Sanitas, toured houses on market
- ♦ drove/walked around neighborhoods
- ♦ cycling
- ♦ CU
- ♦ checked out Whole Foods Market
- ♦ canyon
- ♦ canoeing
- ♦ buying house
- ♦ brew pubs
- ♦ Bouldering/Climbing
- ♦ Boulder Falls
- ♦ Boulder Falls
- ♦ bird watching
- ♦ Billy's Bus Tour
- ♦ biking along the river, playing tennis
- ♦ biking
- ♦ Ballgame in Denver
- ♦ Backroads Marathon
- ♦ Attended movie theater
- ♦ attended a wedding
- ♦ Ate at tea house given by sister city
- ♦ art shows, Schacht tour
- ♦ Art mueseum in denver, botanical gardens

## Boulder Convention & Visitors Bureau Web Survey October 2005

How would you rate your overall experience in Boulder? (1=Poor, 5=Excellent)	What is the likelihood that you will return to Boulder in the next year? (1=Definitely will not, 5= Definitely will return)	Why do you say that?	Do you have any other general comments on your experience in Boulder?
3	4	♦ too busy for me. we're trying to get any from a busy city	♦ liked the visit to celestial seasonings and the mead
.	.	♦ I LOVE BOULDER	♦
4	4	♦ not likely to have a business trip back there and I do not ski	♦
4	2	♦ great place	♦ no
.	.	♦ very pretty place to be love it very much	♦ wished could move there
5	5	♦ I was there for medical treatment and not for pleasure or leisure. However, it is a lovely place to visit.	♦
.	.	♦ Want to bring my other daughters there	♦ It's a nice size city
.	.	♦ no plans to be in CO in the coming year	♦ no
.	.	♦ We are stationed in Europe and it's also very pretty over there. Would like to see more of Europe...	♦ I kind of was turned off at the fact that the Pearl Street Mall didn't have any ^regular^ shops. Everything was catering to hippies and Green Party types. We are more of the sophisticated travelers and shoppers.
5	5	♦ will probably do a different destination instead this year.	♦ I had a great time, felt relaxed and healthier.
5	5	♦ We loved Colorado	♦ A wonderful place to visit
5	4	♦ There are lots of other cool places to visit!	♦
5	2	♦ Our daughter lives there.	♦
.	.	♦ Main reason for visit was daughter had a conference in Denver. We came a week early to explore Colorado a bit. Next year - different conference location	♦
5	5	♦ Because I absolutely love Boulder and wished I lived there.	♦ Just great restaurants, great entertainment and an all out great city.
5	5	♦ We attended an event and it won't be held in Bolder next year.	♦
5	5	♦ distance, expense	♦ great time
4	5	♦ Enjoyed my several prior trips to Boulder.	♦
.	.	♦ Son in college	♦
4	5	♦ Like Boulders atmosphere, lodging, shopping and recreational activities	♦ Always pleasurable
4	4	♦ Family lives there.	♦ Pear Street Mall overated. Enjoyed out door movies put on by the library.
4	3	♦ because i like to vist and i have friends that live near by in Lafayette	♦
4	1	♦ Great people	♦
4	2	♦ Still looking at properties	♦
4	5	♦ will return to Denver	♦

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5	3	♦ Because of my work situation and a new grandchild in Texas unable to go to Colorado this year. Hopefully next year	♦ I am considering moving there at retirement and I found everyone friendly and helpful. Even the servers. Asking directions, asking about the city, etc. I thought the population would be younger and pleasantly surprised to see a number of people 40+
4	1	♦	♦ But I received absolutely no material from Boulder after I requested it!!!! So was surprised to get a survey.
5	5	♦ There's another conference and I plan to attend.	♦ I loved our Celestial Tea visit!
.	.	♦ We love Boulder and the whole state of Colorado. It's so beautiful and we want to come back.....	♦ We live in Texas (Dallas area) which is so blah. The people of Boulder and the beauty of everything around Boulder make us want to visit there again. We love it that the city is so dog friendly as well. We hope to visit again next year and every year after that.
4	5	♦ friends live there, wonderful place	♦
.	.	♦ Daughter goes to college at CU	♦
4	5	♦ May lack time to return	♦ Would love to visit again and have told many others about the city and area
.	.	♦ We produce shows and we rarely if ever come back to the same city within 2-3 years time.	♦ We would have preferred to stay in the Hotel Boulderado vs. the Millennium Hotel in retrospect.
.	.	♦ We are retired; living on a fixed income; can't really afford to	♦ If we had the money, we would definitely visit our friends and stay in Boulder again.
.	.	♦ I lived there for five years and loved it.	♦ It's even more beautiful now.
5	5	♦ with college tuitions, not planning any far-away vacations, but I do plan to return someday and show my husband how special it is!	♦ Thanks for the information you sent. It helped me plan a wonderful stay.
4	4	♦ traveling expenses are too high	♦
5	5	♦ Depends on my daughter's visit, independent of me	♦
5	3	♦ We live 1100 miles away.(And my family isn't as enraptured with the Rockies as I am!)	♦ I really liked Boulder.It is a beautiful city.
4	4	♦ I have no foreseeable reason to return in the next few years. I vacation elsewhere, closer to home.	♦ My time in Boulder was spent only in the hours of 6PM - Midnight
.	.	♦ I finished the cooking course that was primary reason for visiting Boulder. I have no other reason to come back unless I take anothe course.	♦ People could be friendlier to visitors. My general experience was that most people didn't care enough to help or guide a visitor.
4	3	♦ because I love that town	♦ it was wonderful

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4	3	♦ Wanted to do so much more than had time for. Didn't get to Farmer's Market, concerts, stuff in evening cuz too tired from hiking!	♦ Has something for everyone, very friendly people, beautiful
5	5	♦ We only vacation every other year! Sorry.	♦ A great mix of people from different backgrounds. But very kind and nice. Wonderful downtown area. Easy to get around. The travel material and information were great and assisted us nicely.
5	5	♦ no plans in the immediate future	♦
5	3	♦ The family member who got married lives in Cleveland so we will see the couple in Ohio	♦
5	3	♦ Family lives there. Love to visit again	♦ Great city, would love to visit again during summer, fall or winter
.	.	♦ Boulder is beautiful, but expensive.	♦ My family and I enjoyed hiking and the friendly atmosphere of Boulder. We also liked your proximity to RMNP.
4	4	♦ Alot to see	♦
.	.	♦ Went to visit family. it's a far trip	♦ It was enjoyable. A little smaller than I thought. We were there during the heat spell and I missed the ocean!
4	5	♦ job may prevent my trip	♦
5	5	♦ It was one of the nicest places I have ever been to, and travel is a hobby of mine. I had just started to think that you had to go to Europe to have that kind of travel experience. Little did I know that I could have gone to Boulder. I will definitely be back!	♦ I loved the variety of experiences: different cuisines, activities, attractions, shopping, and the beautiful scenery.
.	.	♦ I am scheduled to go to parents weekend at the university next week	♦ There was a lot more traffic than I expected. Driving in town was difficult
.	.	♦	♦
.	.	♦ Not sure where my next vacation will be, but if I travel out west again, I will definitely visit Boulder	♦ So nice, I would even like to live there.
5	5	♦ My son is going to school there for the next two years, at least	♦ It was a beautiful place, one in which I would live, if I had the opportunity
.	.	♦ We ran out of time, and didn't get to explore Boulder, but have already planned our vacation for the next year in another part of the USA.	♦ would love to go back at some point!
.	.	♦ I do not go to the same place every year for vacation	♦ No
5	3	♦ I fell in love with Boulder, and I would like to go to school there.	♦ Awesome place, didnt have enough time to do all the things I wanted to.
.	.	♦ I live in Denver and I like to go to Boulder for a day trip	♦ Every time I have been to Boulder I have had a grea time.

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.	.	♦ My husband and I fell in love with the area and are planning to accept an offer to transfer to his company's office in Boulder. We will return to house shop.	♦
5	5	♦ child in college at boulder	♦
5	2	♦ Relocating	♦ love to see the beautiful mountains every day. That's our favorite part.
4	1	♦ I have friends to visit and stay with and alot more to explore.	♦ Boulder was a very comfortable place to visit and we felt very healthy there.
.	.	♦ We now reside in Colorado Springs	♦ Great city!
4	4	♦ Hopeful he will remain in school!	♦
4	1	♦ I usually don't plan so far in advance	♦ loved just walking around the city
5	4	♦ live too far away	♦ overall, a good experience. There are nice, old homes to see
5	5	♦ Travel somewhere different every summer.	♦ Loved it.
.	.	♦ Liked other part of CO a little better	♦ no
5	5	♦ This trip was for medical treatment.	♦ Very hospitable, somewhat costly.
5	5	♦ Great town, lots to do.	♦ Visitors kit was thorough and helpful.
5	2	♦ Loved the city and the area, but we were there for a wedding - like to travel to other areas	♦
.	.	♦ We pretty much saw everything we wanted to see there.	♦ Seems like a nice city with things to keep you busy.
5	5	♦ We came specifically for the class and, although we very much enjoyed ourselves, we have many places both in the US and worldwide that we would like to visit.	♦
3	3	♦ Attending the university	♦
.	.	♦ Very nice place, but I live in Vermont, so distance is a factor.	♦ fittest people in any city I've been in.
5	3	♦ i have a son in college ther	♦ everyone was very nice and helpful
.	.	♦ My son lives there and I will be visiting probably 2 to 3 times a year. Plus its a beautiful place.	♦ There is so many things to do that I have been able to spread them out for each visit.
4	1	♦ Lots to do.....	♦ I will return again in the immediate future
4	4	♦ service was bad	♦ over all a+

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5	5	♦ My son lives there.	♦ We stay at the Millennium hotel b/c we can rent bikes, play tennis, and swim. It is a central location. We get a room with a mt. view. We love the shopping, the dining, and Pearl St. We go to Black Hawk for a day. And, we usually arrive in Boulder after we start somewhere else in the southwest, which we love. I will return to Boulder for the rest of my life.
5	5	♦ Not planning to vacation outside wisc. in 2006	♦ If housing was less expensive I would consider moving there, I just love the whole area
5	5	♦ I found Boulder to be very friendly, and lots to do.	♦
5	4	♦ I love boulder and will be back in the next couple years.	♦ I would love to retire in the area.
.	.	♦ won't have the opportunity	♦ interesting area everyone should visit
4	5	♦ again,..I live here	♦ BOULDER ROCKS! KEEP BOULDER WEIRD!
.	.	♦ I would love to return to Boulder in the next year and may possibly have the opportunity again with work. I will be visiting a friend near Denver and will most likely come to Boulder again.	♦ Boulder is a wonderful town. Pearl Street is a great experience and the countryside is beautiful.
5	3	♦ fun, enjoyable, comfortable	♦
5	5	♦ our son is a Freshman, great college town	♦
5	5	♦ Its a great city	♦
5	2	♦ It is on our list of places we enjoyed and will definitely return to.	♦ Wonderful location, easy to maneuver, great shopping and food
.	.	♦ We loved going to Boulder. The people there were very nice and the atmosphere was great.	♦ We especially liked Boulder Falls. That was probably the best part of our trip.
.	.	♦ Children live there...the city has alot to offer	♦
4	3	♦ moving to the area	♦
3	1	♦ no plans, other vacations planned	♦
.	.	♦ I am considering moving there, so a return is very likely.	♦ I had a really good experience there. The city is just beautiful.
5	1	♦ I love Boulder	♦ no
5	3	♦ Far away	♦ Very clean town
5	5	♦ want to see many different areas of the country	♦ Very nice town, would have liked going to college there
5	5	♦ Other plans and long distance from WV (home)	♦
4	3	♦ I enjoyed my visit and know there's even more to see and do	♦ Very pleasant
5	5	♦ It was so hot, the traffic in Denver was horrible with all the construction, and the Chautauqua where we stayed did not even tell us they had air conditioners available. With two small children, that's important.	♦ We enjoy Boulder. It's a fun place to go and to take children. I don't think we'll stay at the Chautauqua again.



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.	.	♦ Because a good size portion of my family lives in Boulder area.	♦
5	1	♦ Family still there.	♦
4	5	♦ I have started to expand my business in the Boulder area and have a trip planned at the end of October	♦ The people are friendly. The weather is great snow or sun. The town has not changed that much in the 20 years that I have been gone. I just love the place.
5	4	♦ We found a lot to do	♦
5	3	♦ I would like to visit when I have more time.	♦ Good I will be back some day.
5	5	♦ We moved to Louisville as a result of the trip.	♦
5	5	♦ because there are other parts of the USA that we would like to visit	♦
4	3	♦ Far away from Ohio and other places I haven't been that I want to see.	♦ Boulder has a great, offbeat and vibrant atmosphere ... There's a sense of community and creativity that was invigorating ... a city with loads of personality!
.	.	♦ It's too busy. Should limit amount of people on trails.	♦ The place we stayed was filthy. I fired the hosekeeper and cleaned myself. But did not get a reduced rate for cleaning myself.
5	5	♦ weather is great, lots of outdoor activities to choose from, downtown area is people friendly and very welcoming.	♦ would be nice to see less homeless people on the streets
4	3	♦ Have another vacation planned. But we would love to come back to Boulder!	♦
.	.	♦ Will return. 50-50 whether it will be within a year	♦
.	.	♦ buisness training...not likely that they will return	♦
5	2	♦ I loved it.	♦ Fantastic downtown and planning.
5	5	♦ Because we have other plans	♦ Staying in Boulder was a very positive experience and would highly recommend the trip to friends and family.
4	1	♦ It was a great experience and the people were so friendly.	♦ Just such a wonderful experience that I wish to return
5	3	♦ It is just not in our travel plans for the year. We may return to Colorado this year, but plan to ski in Aspen.	♦ We had a great time, enjoyed seeing the University of Colorado and enjoyed shopping, dining and relaxing. We attended last year's Colorado/Univ. of Texas football game.s
.	.	♦ Wanted to spend more time	♦ Almost missed the mall area.
4	5	♦ I will plan a trip to Europe or Moscow in 2006.	♦ Beautiful. I wish that I had more time for all of the outdoor activities that Boulder has to offer.
5	1	♦ other sites to see in other areas	♦
.	.	♦ Because first trip was a scouting trip to see what was available and next trip will be to enjoy more outdoor recreation.	♦ Daughter very interested in moving to Boulder after meeting people and seeing college

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4	3	♦ child at UC	♦ great public transportation, good restaurants. Hard to understand hotel accomodations locations in relationship to the campus.
.	.	♦ My daughter has decided to go to UC Santa Cruz instead so my vacations in the next few years will be to the San Jose/Santa Cruz area.	♦ I enjoyed my hotel and the Italian restaurant I ate in on Pearl St.
5	5	♦	♦
5	5	♦ I love my home town, it is fun. I love the history of Boulder and I am	♦ You need to include more history about Boulder. And encourage trips to historical places in and around Boulder.
.	.	♦ Love the small town college area	♦ outdoor restrooms at Pearl St Mall most welcome
5	3	♦ We go to Estes Park every year. We don't always have enough time for the side trip.	♦ I would move to Boulder if I could.
5	4	♦ love the mountains, shops and people	♦ great city
5	5	♦ distance from home	♦
5	5	♦ We don't have immediate plans to return. We take our family on a different vacation each year to see other parts of the country.	♦ Just wish we would have had more time to spend.
5	4	♦ I have family there.	♦ The bus was great, it was easy to get to Denver.
.	.	♦ I make it a ppoint to go climbing once a year and my guide is based out of the Boulder area.	♦
4	1	♦ Don't think I'll have the time.	♦ Great Time
5	4	♦ We have family members in Fort Collins. Wouldn't mind going back to the Boulder area.	♦ It was quite congested and commercial but still a fun place with lots of options.
5	5	♦ i love the place	♦ i have to come back some time
5	4	♦ My son is a student at CU.	♦
5	1	♦ loved it.	♦
5	5	♦ Our daughter is also considering relocating to Boulder and it is likely we will be back.	♦
.	.	♦ Time and money	♦
.	.	♦ daughter there	♦ looking forward to seeing it again
.	.	♦ We have lots of places to visit, but would definately like to come back.	♦
5	5	♦ it's a nice place to stay	♦ it was clean and interesting place to visit
4	1	♦ Fresh air, constant sun. The way the city was tied into the surrounding landscape including the Boulder path.	♦ It was just a very relaxing place to visit.

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5	5	♦ Family trip and if we don't have any place else to go we would consider going back	♦
.	.	♦ Would like to explore the possibility of finding employment and settling in the area	♦ the people seemed very friendly and accomodating
5	5	♦ Probably won't head west this year, but would like to visit Rocky Mtn	♦
5	2	♦ lots of other cool places to try out in CO in addition to Boulder	♦ Very fun trip! Relaxing!
.	.	♦ The only reason the experience was not excellent is the hotel quality. We have stayed at several hotels in Boulder, from expensive to not so expensive and none get a high rating in my opinion.	♦ We love Boulder.
5	5	♦ We would love to but have a commitment to go to Newfoundland Canada for family	♦ We loved it!!
4	2	♦ Difficult for my husband to travel.	♦ I really enjoyed the visit and do hope to return someday for a longer visit. Many places I would have liked to have seen but we had to many visits to make as I was in Denver for a 100th birthday party. I have a life long friend in Boulder who I visited and that made my time in Boulder extra special
5	5	♦ Will probably not return to the area for a while	♦
5	5	♦ have plans to go to europe	♦ wonderful and fun
5	5	♦ Boulder continues to have many of my friends and family members in it's community.I have been and still inticed to return	♦ The city has grown ten fold and has become part of the major metropolitan area with Denver. I surely hope that this growth will subside, even stop, because it takes away the culture and spirit Boulder has to offer.
.	.	♦ We never visited after lokking over the limited amount of information send we opted to spend time elsewhere	♦
.	.	♦ not planning to go to Colorado next year	♦
5	3	♦ would love to live and work there	♦
.	.	♦ Can't come every year, Maine is long way. Not enough vacation time.	♦ We had a great time. Could have stayed longer in Boulder. Probably the best town we stayed in.
4	4	♦ Its a great place to visit. Especially if you live in a remote, Western Slope town.	♦ We Loved it! Interesting folks!
4	4	♦ Not sure if I will get the chance to travel on business there again.	♦

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.	.	♦ My son attending CU gives us an excellent excuse to visit over the next few years.	♦
5	3	♦ beautiful town	♦ loved all th tree's and bike trail.
5	3	♦ Limited vacation time, desire to have children experience many different places. We did love Boulder!	♦ Absolutely fantastic experience, Boulder is a special place.
5	1	♦ It is a great city to visit with a number of entertainment options available	♦
5	3	♦ had a great time and there is more to see and there will probably be other opportunities to blend business and pleasure	♦
5	5	♦ Our son lives there.	♦ Friendly and walkable.
5	4	♦ Business dependent	♦ Very enjoyable.
5	5	♦ My daughter now lives/works in Denver but even on my last visit to Denver, we drove to Boulder for a day.	♦ Staff in the hotels and restaurants very helpful in helping visitors to find their way around town - even without a car which often present a challenge to hosts.
.	.	♦ I want to move to the area.	♦ It's a great place to be.
5	1	♦ Our group really enjoyed Boulder and we plan to hold the same event in Boulder in early October 2006	♦ I thought the CVB was extremely helpful in providing me with information for our group. Thank you!
5	5	♦ within driving distance of kansas city and we love the hiking and biking.	♦ i wish i lived there year round!
4	1	♦ Next Summer vacation will not be to Colorado	♦ Was a nice stop for a couple of days, liked the university and town park plus the downtown mall area.
.	.	♦ Family is there	♦ Was not impressed with Foot of the Mountain Motel. It was unseasonably hot - no air - left a day earlier than planned.
5	5	♦ Unfortunately we were there during the Labor Day Weekend major university football game which greatly reduced our enjoyment of the area. We had the unfortunate ^luck^ of staying at a hotel with celebrations on it's grounds. It was not pleasant for us at all.	♦ We had looked forward to seeing the fish observatory and found it to be in a very run down state. The observation lenses were clouded over with growth, the food machines were non-existent, and the general area unkempt. Luckily the child we traveled with was too young to be disappointed by it.
.	.	♦ love it there!	♦
4	5	♦ Not next year, but sometime in the future is likely.	♦ Very good.
3	1	♦ beautiful area	♦
.	.	♦ We loved it and can't wait to go back	♦ It was a delightful experience with too many things to do in just one visit.

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4	3	♦ We came for a wedding and we are trying to visit different locations around the country with our children.	♦ We enjoyed Boulder. The Boulderado is a fabulous hotel. Enjoyed the mall. Our children had trouble finding food they enjoyed on the mall.
4	3	♦ Travel to see my daughter.	♦ Would have been nice if I recieved information requested.
5	4	♦ It was fun	♦ No
4	4	♦ Other nice places to visit.	♦ Great place. Wouldn't mind living there.
5	1	♦ Because we don't have another trip to Colorado planned for next year.	♦ Boulder is a wonderful city with beautiful surroundings and a nice internal atmosphere.
.	.	♦ I went with my middle daughter, and want very much to attend again with the entire family	♦
5	5	♦ The Odyssey of the Mind event that I attended will be held in another state next year	♦
5	5	♦ Trips are few and far between being from WI	♦
5	4	♦ Not planning a trip to Colorado, but would certainly stop in Boulder if in the general area.	♦
5	5	♦ I loved the atmosphere and have a good friend who lives there	♦
4	5	♦ other places to see	♦ a great time!
5	2	♦ Not planning to be in the Colorado area next year, like to try a different state each year, but would go back and visit in the next 5 years	♦ Parking was not easy, found people friendly and restaurant/food service good.
5	3	♦ My husband and I love Boulder and miss it very much- we met there and got married on Flagstaff Mtn.	♦ It has changed some- busier, more traffic, more expensive. But it still has pretty much the same feel- we're just older now.
4	5	♦ it was an enjoyable visit	♦ local people were extremely helpful
.	.	♦ I enjoyed the city	♦
4	5	♦ loved colorado	♦ charming
4	4	♦ My son is living there at the moment.	♦
5	3	♦ We will definitely return but due to our schedule, probably not within a year.	♦
5	3	♦ I loved everything about it	♦ the millenium harvest house hotel was the best hotel i have ever stayed in. With great service and amazing people. I actually felt like i was at a resort. It was an amazing experience and I would come back just to stay there.
5	5	♦ It is such a relaxing place to be.	♦
4	4	♦ twoboys in college	♦ Would love my kids to see/experience the beauty of Colorado.

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4	2	♦ We are already planning a snow skiing trip for this winter.	♦ Food was expensive.
4	4	♦ We had a great time! ANd there's a lot more we would like to do.	♦
5	3	♦ I love Boulder. It's a magical place with lots to see and do. The weather is fantastic.	♦ The people are friendly and down to earth. I felt very comfortable staying here. The restaurants are equally great.
5	4	♦ I moved here in July!	♦
4	1	♦ Love the area and the mothers day trip is now an annual event	♦ Wonderful vacation area
4	4	♦ great, fun place with many unique activities.	♦ a bit too much rain but it was fun anyway.
4	4	♦ Already have other vacations planned for 2006 - Florida Keys + Canadian Rockies Only can take 2 trips per year with job & budget + Am trying to see everywhere we haven't seen before re-visiting areas	♦ We really liked the area & would love to revisit some year & spend more time !
4	2	♦ We hold our reunion in a different city each year. Personal travel plans for next year are primarily international, but definitely plan to return to Boulder at some point. Have discussed it as a possible relocation site.	♦
.	.	♦ I got altitude sickness.	♦
5	5	♦ Not sure if and when we will be back for business	♦
.	.	♦ it's fun and beautiful	♦
.	.	♦ It is a great place & now that I have family living there I can go visit	♦
.	.	♦ loved the area	♦
4	1	♦ New destination.	♦
.	.	♦ We are not planning to visit Colorado any day soon.	♦
5	5	♦ Funds-high cost of living in Boulder	♦
.	.	♦ My parents were visiting from Illinois and don't normally take trips of this length. I, however, work in Boulder so I visit at least five times a week.	♦ My parents enjoyed the change of pace. Boulder is very different from the rural community they live in.
.	.	♦ I really enjoyed visiting Boulder	♦ Boulder Dinner Theater is awsome
5	5	♦ Moved here.	♦
4	3	♦ I would love to return	♦
4	4	♦ I love it there and am plannig to live in the area when I relocate in January.	♦ Very interesting town and clean. Great place to live.
4	4	♦ I loved it there.	♦

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5	5	♦ We're planning to move there.	♦ We love the area - the fresh air, beautiful scenery, friendly attitude of the people, variety of activities.
.	.	♦ i really got a good impression of the place, so that i would like to experience more of what it has to offer	♦
5	5	♦ Enjoyed my initial visit very much	♦
.	.	♦ we like to visit other parts of the us	♦
4	4	♦ considering graduate school in the area	♦
5	4	♦ still want to relocate	♦
5	3	♦ not sure if a trip to colorado, or boulder is in my immediate future.	♦ great time. there is a fantastic restaurant for breakfast with beignets. the staff was great, the food was better and the old house it is in was divine!
3	3	♦ I usually travel to Colorado each summer.	♦
5	5	♦ I would like to visit yearly during the summer to escape the heat and humidity of the south and enjoy the mountains.	♦ It was tourist-friendly without being touristy (like Estes Park, which we only drove through). It was easy to get around and the locals were very friendly. I'd move there if I didn't mind snow!
.	.	♦ Travel plans take me overseas	♦ I thoroughly enjoyed it. It was beautiful and a perfect place to be based for other side trips....Estes Park, Rocky Mtn. National Park, Pikes Peak, Air Force Academy, Garden of the Gods, etc.
5	5	♦ son may go to college there	♦
5	2	♦	♦ Although i have not visited yet, it is still on the table for the future.
4	5	♦ would like to move there!	♦
5	5	♦ Will visit dau. @ CU, but also enjoy area.	♦
5	3	♦ Lots of other plans.	♦ We loved it.
.	.	♦ I want to see my daughter. :-)	♦ NCAR tour was BORING! too long. Wish I hadn't gone. Wish I had gone to Celestial Seasons instead.
5	3	♦ I like it a lot, and my son is a student there. My daughter is considering going there as well.	♦
.	5	♦ Celestial Seasonings & Leanin Tree-I like to take people there whenever possible	♦ Great day trip. Someday I may plan a longer trip
4	4	♦ Can't afford to go two years in a row.	♦
.	.	♦ Moondance International Film Festival	♦ Fun spot, friendly people, lively night life.
.	.	♦ family, outside activities	♦ loved the idea that Bolder is so pet friendly, environmentally aware, and have so many great hiking areas and bike paths

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.	.	♦ Its a great place no matter what time of year; favorite place for vacation	♦ So much to do outdoors that the experience is always greater than ever expected. Boulder is full of people who love the environment and it shows on how respectful people are with nature. Hiking, streams, biking are very clean and peaceful. Our kids love it and still talk about the great experience they had.
5	2	♦ family in he area	♦
.	.	♦ Other places to visit	♦ Beautiful city!
4	3	♦ we enjoyed it very much. Just not sure when we'll be coming back	♦ It had all the things we look for -- good weather, good restaurants, things to do, shopping. Nice hotel
5	5	♦ I have family there and I simply love visiting the town.	♦
5	1	♦ I have famile in the area and there is still more I think I would like to see in the area.	♦
4	1	♦ We loved Boulder and to visit my daughter	♦
4	5	♦ I should practice what I preach and live there	♦ Tht attitude and altitude combine to give life its true meaning...live it
5	1	♦ I love it and can't wait to come again	♦ Boulder maintains the integrity I loved in the earlier years ...pre Pearl Street and has integrated the new with the old in a hip, delicious and exciting way
4	1	♦ Myson isn't there any more and I would most likely travel to visit one of my other children in another state	♦ It is very clean and the people are great
5	1	♦ haven't made any plans	♦ It was a very nice experience
4	5	♦ I don't know if we'll be back THAT soon!	♦
5	5	♦ I had a lot of fun there and it is a lot different from the city life in San Diego	♦ Thanks for all the info, it helped out a lot
4	3	♦ I plan to visit a friend in Boulder.	♦
3	3	♦ I love Boulder!!!!	♦ Many thing to do and see. Just looking at the scenery.
4	4	♦ wonderful people and wonderful culture	♦ I tell EVERYONE to go visit!!!
.	.	♦ Will definitely come back for vacation - just probably not in the next few years.	♦ It was wonderful and the people were very friendly.
.	.	♦ lots to see and do besides the event we came for	♦ not able to stay long enough
4	4	♦ enjoyed all that was offered and more	♦
5	4	♦ planning trip to ski, hopefully in CO this next winter	♦
.	.	♦ nice place to visit, plenty to do (more than I had time for last time) daughter in college there so there is motivation to come and visit	♦ great place



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4	2	♦ Too many other places I haven't visited yet.	♦ I had a great time.
5	4	♦ I said that because I haven't decided what kind of a vacation I want to take for next year yet.	♦ Enjoyed myself a lot. I've wanted to go to Colorado for a long, long time. Glad I finally did and will go again someday. It was great!
3	3	♦ My daughter lives in Boulder	♦ Is three Community Theater in Boulder?
.	.	♦ To avoid extreme heat	♦
5	5	♦ We have to small children. We don't travel too much. I'd love to come again.	♦ I had a wonderful time.
5	1	♦ daughter lives there	♦ no
5	5	♦ We want to see other parts of the country, but would definitely consider Boulder in a few years.	♦ We thoroughly enjoyed our stay and wish we could have seen and done more in Boulder. But we were there primarily for a wedding and to spend time with everyone. Thus, why we would like to return to Boulder at some point.
5	5	♦ don't have plans yet for 2006--would always consider Boulder for a weekend getaway	♦ Stayed at the Boulder Broker for Easter weekend--fantastic food, great service, wonderful experience. Really enjoy the big cooking store downtown. It would be nice if you could put a map of the mall into your visitors package, since the mall is so spread out; we drove around forever looking for a specific store.
5	5	♦ No time available	♦ Celestial Seasonings was a wonderful experience & I would love to go back. Pearl St. was a little disappointing; prices were high & the sales staff were pushy.
4	2	♦ We have a college student	♦ Keep up the good work
4	4	♦ Because there was so much I didn't get to see	♦ Although I stayed with friends, I felt at home in this city of friendly interesting people.
5	5	♦ really liked the city and lots to do nearby	♦ no
4	4	♦ Don't often vacation in the same place twice	♦
5	3	♦ We live in North Carolina, and attended a family reunion in Boulder this summer. We do not plan another trip to Boulder in the near future.	♦ Boulder is a lovely city and we thoroughly enjoyed our trip there.
5	5	♦ We like the restaurants and playing hockey.	♦ It was a great experience.
5	5	♦ Nearby, my son and his wife live in Longmont, but attend church in Boulder and it's a halfway meeting place for us.	♦
5	5	♦ Can't get enough of it!!	♦ We loved it so much that we hope to move there in the near future.
5	5	♦ We are discussing plans not for 2006	♦

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5	4	♦ My son lives in Denver and we enjoying coming to Boulder sightsee and shop	♦
5	5	♦ Without the business opportunity that brought me to the greater Denver area, I would likely not have planned extra days to stay in Boulder.	♦ Boulder was great. Central sources of happenings in the city were hard to quickly coordinate. The time required to read multiple sources (books, local papers, etc.) ate in to the time I had to do things. Also, it was somewhat surprprisingly hard to get good insider perspective on what should be at the top of my list, given my family's interests and availability.
5	1	♦ my daughter moved after her wedding	♦ i always had a great time there.
5	3	♦ I was not feeling well and would have probably spent more time shopping and I want to return asap in order to do that. Also I would like to do more hiking if I am up to it.	♦
.	.	♦ family	♦ nice time
.	.	♦ had a good time	♦
5	5	♦ It was fun	♦
5	5	♦ Because I have other trips planned to other regions and won't make it there in the next year. I would like to return some day and spend more time there.	♦ I think it was a nice place. Glad we stopped on our way through.
5	3	♦ Beautiful scenery, good food, great hiking, but a little expensive	♦
.	.	♦ We have family living in Aurora.	♦ The Boulder Creek walking and biking path was in need of weeding, grass cutting, and seeding of muddy areas.
.	.	♦ Would like to return to Boulder but not in the next year. Travel plans already made	♦ The weather was great.
5	5	♦ loved it	♦
5	3	♦ Because of the spoiled attitude of people who obviously have everything they need and don't appreciate it.	♦ This time in Boulder really showed my what America is about: spoiled.
4	5	♦ Expensive lodging. Ran out of things to do.	♦
.	.	♦ My son lives there and I will go again to visit.	♦
5	1	♦ Liked it enough to move here.	♦
5	1	♦ Boulder is a fun & beautiful city	♦ I love the relaxed atmosphere
5	1	♦ I enjoyed the pleasant and welcoming atmosphere from those in the service industry and made acquaintances easily.	♦ Am looking forward to moving and living in Boulder within the next 24 months.
4	4	♦ My husband and I couldn't have had a nicer time. The vacation was great.	♦

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5	5	♦ I came to visit someone I was in a relationship with and that relationship is now over.	♦
5	5	♦ Really liked the area - would probably visit in summer next time	♦
4	5	♦ Attending 2006 UNC luau, graduation	♦
.	.	♦ We live in Lafayette now and I work in Boulder. It is a great place to go have fun.	♦ I loved the whole experience.
5	1	♦ Boulder is one of the greatest cities I have ever visited. It has something for everyone in the family.	♦ I took hundreds of photos while in Boulder. Many of them were enlarged to poster size and decorate the walls in my classroom.
.	.	♦ travel plans to other parts of the country	♦ it was great
5	5	♦ Because I like the school I visited	♦ No
5	5	♦ Don't have any immediate trips planned.	♦
5	3	♦ My niece lives there - I may consider relocating.	♦
.	.	♦ wonderful experience	♦ would love to like there if we ever had the opportunity
.	.	♦ i have family there, and it was really nice	♦ just that I enjoyed my stay in Boulder
5	5	♦ we love visiting Boulder and plan to acquire a second home in the area sometime in the near future	♦
2	2	♦ An awesome city and area	♦ Thank you for your hospitality
.	.	♦ Returning will depend on whether my son returns to the area.	♦
5	2	♦ I love it. I feel peace there. I may want to move there.	♦
.	.	♦ have family in Boulder (new granddaughter)	♦ enjoyed visit, look forward to manyreturn visits
5	5	♦ I loved the area but I like to travel to different places. I will probably return but not in the next year.	♦
5	3	♦ I want to live in Boulder	♦ Well set up city. Clean and safe. Diverse population.
5	3	♦ Like the town, excellent University conference	♦ friendly people
.	.	♦ We had a great time!	♦
4	4	♦ Don't have the time this next year	♦ We would love to come back again, and really enjoyed the city!
.	.	♦ We will visit family who relocated from California	♦
3	3	♦ enjoyed trip	♦
3	3	♦ We would love to visit again and see more.	♦

## Boulder Convention & Visitors Bureau Web Survey October 2005

<b>How would you rate your overall experience in Boulder?</b> <i>(1=Poor, 5=Excellent)</i>	<b>What is the likelihood that you will return to Boulder in the next year?</b> <i>(1=Definitely will not, 5= Definitely will return)</i>	<b>Why do you say that?</b>	<b>Do you have any other general comments on your experience in Boulder?</b>
.	.	<ul style="list-style-type: none"> <li>♦ We have family there now. Would like to experience more of the area.</li> </ul>	<ul style="list-style-type: none"> <li>♦ We are very pleased that our daughter chose Boulder for her Grad School education. We are totally taken with the city and look forward to years of future visits. You really need to look into your hotel situation. We did not find one price attractive hotel in Boulder. We stayed in Westminster on both trips and commuted up to the city. We spend very little time in our hotels when we travel, but would like to have a full range of amenities when we are in our room. Boulder has the amenities,</li> </ul>
5	5	<ul style="list-style-type: none"> <li>♦ Not enough money and other obligations. No free time.</li> </ul>	<ul style="list-style-type: none"> <li>♦ We sincerely loved it and will be back to visit when money and time allow. And possibly relocating when life settles a little more.</li> </ul>
5	5	<ul style="list-style-type: none"> <li>♦ depends on our search for a new home &amp; jobs.</li> </ul>	<ul style="list-style-type: none"> <li>♦ Would love to be able to find a house in Table Mesa or the Hill. Flatter neighborhoods less appealing. Everyone in Boulder was very ^chill.^ Boulder was highly touted as a pretty, livable place with lots of amenities and that was all true. But it may be prohibitively expensive.</li> </ul>
.	.	<ul style="list-style-type: none"> <li>♦ If I'm in Denver, I'm definitely coming back to Boulder. If my travels don't take me to Denver, I wouldn't.</li> </ul>	<ul style="list-style-type: none"> <li>♦ Great small city for entertainment, great food, loved the brewpubs.</li> </ul>
4	3	<ul style="list-style-type: none"> <li>♦ Our son was not accepted into UC Boulder's engineering program, however he will reapply this year and hopefully be accepted.</li> </ul>	<ul style="list-style-type: none"> <li>♦ Loved the Pearl Street Mall and was disappointed that we had not been able to budget more time for leisure activities.</li> </ul>
.	.	<ul style="list-style-type: none"> <li>♦ For my son's baseball tournaments</li> </ul>	<ul style="list-style-type: none"> <li>♦</li> </ul>
5	5	<ul style="list-style-type: none"> <li>♦ Cost of travel may make it a longer span of time. I will return, for I have family in the area and I love it!</li> </ul>	<ul style="list-style-type: none"> <li>♦</li> </ul>
4	2	<ul style="list-style-type: none"> <li>♦ We plan to visit other states we have never visited before.</li> </ul>	<ul style="list-style-type: none"> <li>♦ People were very friendly and helpful.</li> </ul>
5	5	<ul style="list-style-type: none"> <li>♦ I always like visiting Boulder.</li> </ul>	<ul style="list-style-type: none"> <li>♦</li> </ul>

# Boulder Convention & Visitors Bureau

## Web Survey October 2005

### **The reason I did not take a trip to Boulder is because we decided to go...**

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- ◆ Summit County (Keystone)
- ◆ Steamboat Springs
- ◆ St. Louis, MO
- ◆ San Diego
- ◆ Nerja, Spain
- ◆ mexico
- ◆ Maine
- ◆ Las Vegas (Event)
- ◆ Greeley, Colorado
- ◆ Glenwood Springs & Denver
- ◆ Fruita, Denver, COSP
- ◆ colorado springs and rocky mountains
- ◆ Colorado Springs
- ◆ Colo Springs, Den,Golden,
- ◆ breckenridge

# Boulder Convention & Visitors Bureau

## Web Survey October 2005

### **Why did you not take a trip to Boulder since requesting information?**

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- ◆ We have decided to go back to one of our first choices. Asheville, NC Partly because of ease in ge
- ◆ Trip is May 06
- ◆ still plan to visit/move in
- ◆ see above
- ◆ Research only
- ◆ ran out of time this trip, but still want to go - was considering moving to Boulder
- ◆ Ran out of time in other areas of Colorado
- ◆ next visit to Colorado plan to visit Boulder
- ◆ may move there some day
- ◆ job opportunity didn't work out
- ◆ considering relocation to Colorado

♦ **SURVEY INSTRUMENT**

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Welcome to the BOULDER, Colorado Convention and Visitors Bureau

**BOULDER**  
colorado usa

**Our records indicate that you requested visitor information about Boulder. Which ONE statement best describes the main reason you requested this information?**

- Had definitely decided to take a trip to or through Boulder, and wanted more information about where to go and what to see
- Was considering a trip to or through Boulder, and wanted more information
- Had definitely decided to take a trip to or through Colorado, and wanted more information
- Was considering a trip to or through Colorado, and wanted more information
- Was not really planning a trip, but thought I might be interested in seeing Boulder some day and took the opportunity to get information
- Other reason:

**What is your 5 digit home ZIP code? (Or country of residence)**

Zip:  or Country:

**Have you visited the Boulder area since you requested the visitor information?**

- Yes (*please enter the arrival date of your visit*) DAY  MONTH  YEAR
- No (*IF NO, CLICK HERE*)

**For the following questions, please reference your most recent visit to Boulder.**



**Including you, how many people were in your immediate travel group or party?**

#

**Who was with you on the trip to Boulder? (CHECK ALL THAT APPLY)**

- Myself only
- Spouse/partner
- Children (how many?: )
- Other family
- Friends
- Group/club/organized trip
- Other:

**How many nights did you stay in the Boulder area? (WRITE 0 IF NONE)**

**What was the purpose of your trip to Boulder?**

- Business convention/conference
- General business
- General vacation/recreation
- Special event (sports, cultural, etc)
- Visiting family and/or friends
- Other:

**Was Boulder:**

- The primary destination on your trip
- A planned stop on a longer trip

**What other places did you visit on your trip?**

**Not including your most recent visit, how many previous visits had you made to Boulder?**

- None, first visit
- One
- Two
- Three to five
- Six to ten
- Eleven to twenty
- Twenty-one or more

**Before your visit to Boulder, what words or phrases would you use to describe what you expected Boulder would be like?**

**After your visit, what would you tell a friend about Boulder?**

**Before your visit, which LEISURE activities were you considering participating in on your visit? And which activities did you actually participate in on your trip? *(CHECK ALL THAT APPLY)***

Considering before visit	Actually participated in	
<input type="checkbox"/>	<input type="checkbox"/>	None/passed through only
<input type="checkbox"/>	<input type="checkbox"/>	Dined in local restaurants
<input type="checkbox"/>	<input type="checkbox"/>	Walked/Shopped/Dined on pedestrian mall (Pearl Street Mall)/Downtown Boulder
<input type="checkbox"/>	<input type="checkbox"/>	Attended sporting event(s)
<input type="checkbox"/>	<input type="checkbox"/>	Visited Celestial Seasonings
<input type="checkbox"/>	<input type="checkbox"/>	Attended cultural event (play, concert, etc.)
<input type="checkbox"/>	<input type="checkbox"/>	University of Colorado-related leisure activities
<input type="checkbox"/>	<input type="checkbox"/>	Sightseeing at National Center for Atmospheric Research (NCAR)
<input type="checkbox"/>	<input type="checkbox"/>	Shopped in Boulder
<input type="checkbox"/>	<input type="checkbox"/>	Visited Chautauqua Park
<input type="checkbox"/>	<input type="checkbox"/>	Attended special event or festival
<input type="checkbox"/>	<input type="checkbox"/>	Mountain Biking
<input type="checkbox"/>	<input type="checkbox"/>	Hiking
<input type="checkbox"/>	<input type="checkbox"/>	Night entertainment/bands/bars
<input type="checkbox"/>	<input type="checkbox"/>	Visited the Farmers' Market
<input type="checkbox"/>	<input type="checkbox"/>	Other: <input type="text"/>

**Please estimate your immediate party's TOTAL expenditures in the Boulder area, including lodging. DO NOT include expenditures outside the area such as airfare or interstate travel expenses.**

\$

**How would you rate your overall experience in Boulder?**

POOR 1 2 AVERAGE 3 4 EXCELLENT 5

**What is the likelihood that you will return to Boulder in the next year?**

POOR 1 2 AVERAGE 3 4 EXCELLENT 5

**Why do you say that?**

**Do you have any other general comments on your experience in Boulder?**

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**Those who have not visited Boulder please resume here.**

**Which of the following statements BEST describes why you did not take a trip to Boulder since requesting information?**

- Did not have any intention of visiting
- Was considering a trip, but was unable to go
- Was considering a trip, but decided to go somewhere else (Where? )
- Was considering a trip, but decided not to take a trip at all
- Am considering a trip for later this year or next
- Had decided definitely to go but was unable to go
- Have a definite trip planned for later this year or next
- Other:

**Overall, how likely are you to take a trip to Boulder in the next two years?**

WILL NOT	UNLIKELY	MAYBE	PROBABLY WILL	DEFINITELY WILL
1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**ALL RESPONDENTS PLEASE:**

**Just a few more questions for classification purposes.**

**What is your gender?**

- Male
- Female

**Which best describes your family status?**

- Single, no children
- Couple, no children
- Household with kids
- Empty-nester, kids no longer at home

**What year were you born?**

19

**Which category best represents your annual household income (before taxes)?**

- \$0-24,999
- \$25-49,999
- \$50-74,999
- \$75-99,999
- \$100-124,999
- \$125-149,999
- \$150-199,999
- \$200,000 or more

**Would you be willing to participate in follow-up research?**

- Yes
- No

---

**THANK YOU! . . for your time and participation! Please complete the next section if you'd like to be entered into the prize drawing!**

**So that we may contact you if you are the winner of the prize drawing, please provide your first name and either email address or phone number:**

First Name:


Phone Number:

OR

Email address:

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♦ **STATISTICAL TABLES**

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BCVB Web Survey 2005

		OVERALL	Visited Boulder since requested info		Ever visited Boulder previously		
			Yes	No	No, First Visit	1-5 times	More than five times
The main reason you requested visitor information about Boulder	Had definitely decided to take a trip to or thru Boulder	58%	75%	27%	76%	74%	68%
	Was considering a trip to or thru Boulder	13%	5%	29%	6%	4%	
	Had definitely decided to take a trip to or thru Colorado	9%	9%	8%	9%	10%	8%
	Was considering a trip to or through Colorado	5%	1%	11%	1%	2%	
	Was not really planning a trip, but might be interesting in	2%		5%			
	Other	14%	11%	20%	8%	10%	24%
TOTAL		100%	100%	100%	100%	100%	100%
	n =	484	304	168	165	120	25
Have you visited the Boulder area since you requested the visitor info?	Yes	65%	100%		100%	100%	100%
	No	35%		100%			
TOTAL		100%	100%	100%	100%	100%	100%
	n =	476	308	168	160	120	26
Including you, how many people were in your immediate travel group or party?	Myself only	14%	14%		16%	12%	15%
	2	44%	45%		48%	42%	35%
	3	14%	13%		10%	17%	19%
	4	16%	15%		17%	16%	12%
	5	5%	5%		4%	7%	
	6 - 9	4%	4%		2%	3%	12%
	10 - 19	1%	1%		1%	1%	
	20+	2%	2%		2%	2%	8%
TOTAL		100%	100%		100%	100%	100%
Average		3.0	3.0	.	2.9	3.0	3.6
Median		2.0	2.0	.	2.0	2.0	2.0
	n =	303	295	0	162	115	25
If traveling with Children, how many?	1	46%	46%		40%	52%	55%
	2	40%	40%		48%	36%	27%
	3	9%	9%		8%	10%	9%
	4+	4%	4%		4%	2%	9%
TOTAL		100%	100%		100%	100%	100%
Average		1.7	1.7	.	1.7	1.6	1.7
Median		2.0	2.0	.	2.0	1.0	1.0
	n =	113	111	0	51	50	11
Who was with you on the trip to Boulder?	Spouse/partner	65%	65%		61%	70%	67%
	Children	37%	37%		31%	43%	41%
	Myself only	20%	20%		22%	18%	19%
	Other family	15%	15%		11%	17%	33%
	Friends	8%	8%		9%	4%	19%
	Group/club/organized trip	4%	4%		5%	2%	
	Other	3%	3%		4%	3%	
TOTAL		151%	152%		143%	156%	178%
	n =	315	307		166	120	27

BCVB Web Survey 2005

		OVERALL	Visited Boulder since requested info	Ever visited Boulder previously		
			Yes	No, First Visit	1-5 times	More than five times
How many nights did you stay in the Boulder area?	Day visit only	15%	15%	13%	15%	24%
	1	8%	8%	10%	5%	8%
	2	12%	12%	12%	12%	16%
	3	17%	17%	13%	21%	12%
	4	16%	16%	12%	20%	24%
	5	15%	14%	18%	11%	8%
	6 - 7	11%	12%	13%	11%	4%
	8 - 9	2%	2%	2%	3%	
	10+	4%	4%	6%	2%	4%
<b>TOTAL</b>		100%	100%	100%	100%	100%
Average		3.5	3.5	3.7	3.4	2.8
Median		3.0	3.0	4.0	3.0	3.0
n =		308	299	163	118	25
What was the purpose of your trip to Boulder?	General vacation/recreation	44%	43%	42%	48%	33%
	Visiting family and/or friends	24%	24%	16%	32%	37%
	Other	20%	21%	20%	18%	33%
	Special event (sports, cultural, etc)	12%	12%	14%	10%	11%
	Business convention/conference	8%	8%	10%	5%	4%
	General Business	3%	3%	2%	3%	7%
<b>TOTAL</b>		111%	112%	105%	117%	126%
n =		308	299	164	115	27
Was Boulder:	The Primary destination on your trip	63%	64%	63%	61%	70%
	A planned stop on a longer trip	37%	36%	37%	39%	30%
<b>TOTAL</b>		100%	100%	100%	100%	100%
n =		315	306	164	122	27
Not including your most recent visit, how many previous visits had you made to Boulder?	None, first visit	53%	52%	100%		
	One	21%	21%		54%	
	Two	9%	9%		24%	
	Three to five	9%	8%		22%	
	Six to ten	3%	4%			41%
	Eleven to twenty	2%	2%			19%
	Twenty-one or more	3%	3%			41%
<b>TOTAL</b>		100%	100%	100%	100%	100%
n =		315	306	166	122	27

14 Nov 05  
Source: RRC Associate



BCVB Web Survey 2005

		OVERALL	Visited Boulder since requested info	Ever visited Boulder previously		
			Yes	No, First Visit	1-5 times	More than five times
Which leisure activities were you <b>CONSIDERING</b> participating in on your visit?	None/passed through only	2%	2%	3%	2%	
	Dined in local restaurants	86%	86%	83%	89%	91%
	Walked/shopped/dined on pedestrian mall (Pearl Street Mall)/Downtown Boulder	81%	80%	78%	83%	87%
	Attended sporting event(s)	13%	14%	14%	11%	22%
	Visited Celestial Seasonings	38%	39%	36%	41%	35%
	Attended cultural event (play, concert, etc.)	15%	14%	13%	15%	22%
	University of Colorado-related leisure activities	26%	26%	22%	28%	35%
	Sightseeing at NCAR	16%	16%	14%	14%	39%
	Shopped in Boulder	67%	67%	69%	63%	70%
	Visited Chautauqua Park	29%	29%	26%	29%	43%
	Attended special event or festival	17%	17%	16%	16%	26%
	Mountain Biking	9%	9%	9%	8%	9%
	Hiking	47%	48%	48%	44%	52%
	Night entertainment/bands/bars	21%	21%	22%	21%	17%
	Visited the Farmer's Market	14%	14%	11%	20%	9%
	Other	15%	14%	18%	13%	9%
TOTAL		496%	498%	484%	497%	565%
	n =	277	271	148	104	23
Which leisure activities did you <b>ACTUALLY</b> participate in on your visit?	None/passed through only	2%	2%	2%	2%	
	Dined in local restaurants	90%	89%	87%	93%	93%
	Walked/shopped/dined on pedestrian mall (Pearl Street Mall)/Downtown Boulder	93%	93%	92%	94%	96%
	Attended sporting event(s)	9%	9%	9%	8%	19%
	Visited Celestial Seasonings	32%	31%	26%	38%	41%
	Attended cultural event (play, concert, etc.)	12%	12%	9%	11%	26%
	University of Colorado-related leisure activities	25%	25%	23%	25%	30%
	Sightseeing at NCAR	15%	14%	12%	13%	33%
	Shopped in Boulder	75%	76%	76%	75%	74%
	Visited Chautauqua Park	34%	34%	28%	39%	48%
	Attended special event or festival	21%	22%	19%	18%	41%
	Mountain Biking	6%	6%	6%	7%	7%
	Hiking	44%	44%	43%	41%	59%
	Night entertainment/bands/bars	24%	24%	25%	22%	26%
	Visited the Farmer's Market	19%	19%	14%	26%	26%
Other	19%	19%	23%	15%	19%	
TOTAL		520%	520%	494%	526%	637%
	n =	309	300	161	119	27

14 Nov 05  
Source: RRC Associate

## BCVB Web Survey 2005

		OVERALL	Visited Boulder since requested info	Ever visited Boulder previously		
			Yes	No, First Visit	1-5 times	More than five times
Please estimate your immediate party's TOTAL expenditures in Boulder area, including lodging	\$0	1%	1%	1%	1%	
	\$1 - \$249	17%	17%	17%	17%	22%
	\$250 - \$499	14%	15%	19%	8%	13%
	\$500 - \$999	25%	24%	22%	32%	13%
	\$1000 - \$1999	25%	25%	22%	29%	30%
	\$2000 - \$2999	11%	11%	13%	8%	9%
	\$3000+	6%	6%	6%	4%	13%
<b>TOTAL</b>		100%	100%	100%	100%	100%
<b>Average</b>		\$1,191	\$1,208	\$1,266	\$1,049	\$1,332
<b>Median</b>		\$725	\$725	\$700	\$750	\$825
<b>n =</b>		280	272	151	106	22
How would you rate your overall experience in Boulder?	1 - Poor	0%	0%	1%		
	2	0%	0%		1%	
	3 - Average	4%	4%	6%	2%	
	4	30%	31%	30%	31%	33%
	5 - Excellent	65%	65%	64%	66%	67%
<b>TOTAL</b>		100%	100%	100%	100%	100%
<b>Average</b>		4.6	4.6	4.6	4.6	4.7
<b>n =</b>		317	308	166	122	27
What is the likelihood that you will return to Boulder in the next year?	1 - Definitely not	15%	14%	19%	11%	4%
	2	8%	8%	13%	3%	4%
	3 - Maybe	17%	17%	20%	16%	4%
	4	18%	18%	19%	14%	26%
	5 - Definitely will	42%	43%	29%	55%	63%
<b>TOTAL</b>		100%	100%	100%	100%	100%
<b>Average</b>		3.6	3.7	3.3	4.0	4.4
<b>n =</b>		317	308	166	122	27

14 Nov 05  
Source: RRC Associate

**BCVB Web Survey 2005**

<i>Have not visited Boulder...</i>		OVERALL	Visited Boulder since requested info		Ever visited Boulder previously	
			Yes	No	No, First Visit	1-5 times
<b>Why you have not taken a trip to Boulder since requesting info</b>	Am considering a trip for later this year or next	35%		35%		
	Have a definite trip planned for later this year or next	18%		17%		
	Was considering a trip, but was unable to go	14%		15%		
	Was considering a trip, but decided to go somewhere else	12%		12%		
	Other	8%		8%		
	Had decided definitely to go but was unable to go	7%		7%		
	Was considering a trip, but decided not to take a trip at al	5%		5%		
	Did not have any intention of visiting	1%		1%		
<b>TOTAL</b>		100%		100%		
	n =	127		123		
<b>Overall, how likely are you to take a trip to Boulder in the next two years?</b>	Unlikely	4%	11%	2%	15%	17%
	Maybe	28%	28%	29%	38%	
	Probably will	35%	22%	37%	15%	33%
	Definitely will	34%	39%	32%	31%	50%
<b>TOTAL</b>		100%	100%	100%	100%	100%
<b>Average</b>		4.0	3.9	4.0	3.6	4.2
n =		149	18	125	13	6

14 Nov 05

Source: RRC Associate

BCVB Web Survey 2005

Demography		OVERALL	Visited Boulder since requested info		Ever visited Boulder previously		
			Yes	No	No, First Visit	1-5 times	More than five times
What is your gender?	Male	30%	28%	33%	24%	34%	35%
	Female	70%	72%	67%	76%	66%	65%
TOTAL		100%	100%	100%	100%	100%	100%
	n =	470	292	165	154	118	26
Which best describes your family status?	Single, no children	17%	15%	21%	17%	12%	12%
	Couple, no children	19%	16%	24%	19%	16%	
	Household with kids	36%	38%	34%	41%	33%	42%
	Empty-nester, kids no longer at home	28%	31%	21%	24%	39%	46%
TOTAL		100%	100%	100%	100%	100%	100%
	n =	469	291	165	153	118	26
Age of respondent	Under 18	0%		1%			
	18 - 24	3%	2%	5%	3%	2%	
	25 - 34	16%	16%	17%	20%	13%	13%
	35 - 44	23%	22%	25%	24%	18%	25%
	45 - 54	36%	37%	35%	36%	38%	38%
	55 - 64	19%	20%	18%	14%	29%	21%
	65 - 74	2%	3%		3%	2%	4%
TOTAL		100%	100%	100%	100%	100%	100%
Average		44.9	45.7	43.1	43.8	47.8	48.2
Median		46.0	47.0	45.0	45.0	49.0	50.0
n =		447	275	159	145	112	24
Annual household income before taxes	\$0-25k	7%	4%	12%	6%	2%	
	\$25-50k	17%	15%	21%	16%	14%	9%
	\$50-75k	20%	20%	20%	22%	20%	9%
	\$75-100k	21%	23%	17%	21%	26%	30%
	\$100-125k	14%	16%	11%	16%	16%	13%
	\$125-150k	9%	10%	7%	9%	9%	13%
	\$150-200k	9%	7%	11%	5%	7%	22%
	\$200+	4%	5%	3%	5%	6%	4%
TOTAL		100%	100%	100%	100%	100%	100%
	n =	416	252	151	131	104	23
Would you be willing to participate in follow-up research?	Yes	75%	75%	75%	73%	76%	80%
	No	25%	25%	25%	27%	24%	20%
TOTAL		100%	100%	100%	100%	100%	100%
	n =	455	283	158	150	115	25

14 Nov 05  
Source: RRC Associate

BCVB Web Survey 2005

	OVERALL	Visited Boulder since requested info		Ever visited Boulder previously			
		Yes	No	No, First Visit	1-5 times	More than five times	
DMA	New York -- CT, NJ, NY, PA	6.0%	7.6%	3.6%	8.0%	6.7%	3.8%
	Los Angeles -- CA	6.0%	3.6%	10.2%	3.7%	2.5%	7.7%
	Chicago -- IL, IN	4.8%	5.6%	3.6%	6.7%	5.0%	
	Denver -- CO, NE, WY	4.8%	5.6%	2.4%	3.7%	4.2%	26.9%
	Boston (Manchester) -- MA, NH, VT	3.7%	3.6%	3.6%	4.3%	4.2%	
	Milwaukee -- WI	3.1%	3.6%	1.8%	3.1%	5.8%	
	Washington (Hagerstown) -- DC, MD, PA, VA, WV	3.3%	2.6%	4.8%	3.1%	1.7%	3.8%
	Philadelphia -- DE, NJ, PA	2.9%	3.6%	1.8%	3.7%	3.3%	3.8%
	Atlanta -- AL, GA, NC	2.3%	2.6%	1.8%	3.7%	.8%	3.8%
	Baltimore -- MD	2.1%	3.0%	.6%	3.7%	2.5%	
	Kansas City -- KS, MO	2.3%	1.3%	4.2%	.6%	2.5%	
	Phoenix -- AZ, CA	2.1%	2.0%	2.4%	1.2%	3.3%	
	Cleveland -- OH	1.9%	1.7%	2.4%	1.8%	1.7%	
	Dallas - Fort Worth -- TX	1.7%	2.0%	1.2%	.6%	3.3%	3.8%
	Houston -- TX	1.9%	1.3%	2.4%	1.2%	.8%	3.8%
	San Francisco - Oakland - San Jose -- CA	1.7%	1.7%	1.8%	1.2%	1.7%	3.8%
	Minneapolis - Saint Paul -- MN, WI	1.7%	1.3%	2.4%	1.8%		3.8%
	Nashville -- KY, TN	1.5%	2.0%	.6%	1.2%	3.3%	
	Hartford & New Haven -- CT	1.2%	2.0%		2.5%	1.7%	
	San Diego -- CA	1.2%	1.7%	.6%	.6%	3.3%	
	Detroit -- MI	1.2%	1.0%	1.2%	1.8%	.8%	
	Pittsburgh -- MD, PA, WV	1.0%	1.3%	.6%	1.8%	.8%	
	Colorado Springs - Pueblo -- CO	1.0%	1.3%	.6%	.6%	2.5%	
Tampa - Saint Petersburg (Sarasota) -- FL	1.0%	1.0%	1.2%	1.2%	.8%		
Dayton -- IN, OH	1.0%	1.0%	1.2%	1.8%			
Saint Louis -- IL, MO	1.0%	1.0%	.6%	.6%	2.5%		
Madison -- WI	1.0%	1.0%	1.2%	1.8%			
All Others	36.6%	34.0%	41.2%	34.0%	34.3%	35.0%	
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
n =	482	303	166	163	120	26	

14 Nov 05  
Source: RRC Associate

## BCVB Web Survey 2005

		OVERALL	Visited Boulder since requested info		Ever visited Boulder previously		
			Yes	No	No, First Visit	1-5 times	More than five times
<b>STATE / COUNTRY OF ORIGIN</b>	California	10.8%	7.9%	16.3%	6.1%	9.2%	11.5%
	Wisconsin	6.0%	6.9%	4.2%	7.3%	7.5%	3.8%
	Illinois	5.8%	6.9%	4.2%	8.5%	5.0%	3.8%
	Colorado	5.6%	6.6%	3.0%	4.3%	5.8%	26.9%
	Texas	6.0%	4.9%	7.8%	2.4%	6.7%	11.5%
	Ohio	4.3%	3.9%	5.4%	5.5%	2.5%	
	Pennsylvania	4.1%	4.6%	3.0%	5.5%	3.3%	3.8%
	Massachusetts	3.9%	4.3%	3.6%	5.5%	3.3%	
	Florida	4.1%	3.3%	4.8%	3.7%	5.0%	
	New Jersey	3.7%	4.9%	1.8%	4.9%	4.2%	3.8%
	New York	3.7%	4.3%	3.0%	4.9%	3.3%	3.8%
	Maryland	3.1%	3.6%	2.4%	4.3%	2.5%	3.8%
	Georgia	3.1%	3.3%	3.0%	4.3%	1.7%	3.8%
	Virginia	3.3%	2.6%	4.8%	2.4%	3.3%	
	Michigan	2.7%	2.6%	1.8%	3.0%	3.3%	
	Minnesota	2.7%	2.3%	3.6%	1.8%	2.5%	3.8%
	Missouri	2.7%	2.0%	3.6%	1.2%	4.2%	
	Kansas	2.5%	2.3%	3.0%	1.8%	2.5%	3.8%
	Arizona	2.1%	2.0%	2.4%	1.2%	3.3%	
	Tennessee	1.9%	2.0%	1.8%	1.2%	3.3%	
	Connecticut	1.4%	2.3%		3.0%	1.7%	
	Indiana	1.2%	1.3%	1.2%	1.2%	.8%	3.8%
Oregon	1.2%	1.3%	1.2%		3.3%		
Alabama	1.0%	1.6%		1.8%	.8%	3.8%	
Iowa	1.2%	1.0%	1.8%	1.2%	.8%		
Oklahoma	1.2%	1.0%	1.8%	1.2%	.8%		
All Others	10.7%	10.3%	10.5%	11.8%	9.4%	8.3%	
<b>TOTAL</b>		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n =	483	304	166	164	120	26