

Aspen Summer Visitor Profile – Summer 2008

Age*

Under 25	5%
25-34	13%
35-44	23%
45-54	24%
55-65	23%
65+	12%

HHI*

Under \$50k	11%
\$50k- \$99k	24%
\$100k - \$199k	30%
+\$200k	35%

Average Length of Stay*

5.8 nights

Of the 83% that Stay Overnight

69%	Stay in Aspen
1%	Stay at Highlands
17%	Stay in Snowmass
11%	Stay down valley

Marital Status*

Families w/ children at home	37%
Empty-nesters	32%
Singles w/out children	15%
Couples w/out children	17%

Top Feeder Markets*

Colorado
Texas
California
Florida
New York
Illinois

Method of Travel

56%	Use air travel for at least part of their trip
44%	Use ground transportation- primarily private car

Of that 56% who use air travel:

35%	Fly into Aspen Sardy Field (ASE)
18%	Fly into Denver Int'l Airport (DIA)
1%	Fly into Eagle Regional Airport (EGE)
1%	Fly into other airports

*based on 2008 Intercept Surveys – Summer Visitor - RRC Associates

Area Population

Area	2007 Full Time Population	2008 Full Time Population
Aspen	6,403	6,671
Snowmass	2,268	2,335
Pitkin County*	16,607	17,101
Basalt	860	3,277
Unincorporated Area	7,076	7,076

Source: April 200 U.S. Census Bureau
July 2001 –July 2008 , State Demography Office
Table prepared: May 2010

Pitkin County Profile Summary:

The 2008 population of Pitkin County was estimated at 17,101. This represents a 3.0 percent increase from 2007.

Source State Demography Office

The total civilian labor force in Pitkin County for 2007 was 11,445 of which 11,129 were employed and 316 were unemployed. The unemployment rate was 2.8 percent.

Source: Colorado Department of Labor

Average Aspen Population (Visitors + Full Time Residents) based on water consumption through city sanitation department	2005	2006	2007	2008	2009
	January	17,959	18,367	16,633	16,633
February	17,653	17,551	16,122	15,510	16,633
March	18,367	18,673	17,245	16,939	16,837
April	12,959	13,061	12,653	13,367	12,755
May	11,224	11,531	11,122	12,857	11,327
June	15,102	15,306	14,184	15,612	14,490
July	18,265	19,490	17,755	18,890	16,327
August	18,673	17,551	15,918	17,449	15,102
September	14,796	14,082	13,367	15,204	12,449
October	11,735	11,837	11,224	12,755	11,327
November	13,265	11,633	11,020	12,449	11,837
December	17,449	15,510	15,102	15,918	15,204
Average Year-Round	15,621	15,383	14,362	15,221	14,632
Average (Dec.-Mar)	17,857	17,525	16,276	16,523	16,221
Average (Jun-Sept)	16,709	16,607	15,306	15,227	14,367

Source: Aspen Consolidated Sanitation District WWTF

Occupancy

*Occupancy numbers in RED are from the new reporting tool structure RRC Associates.

Occupancy Levels	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
January	71%	67%	70%	69%	74%	78%	80%	85%	86%	69%	68%
February	81%	76%	72%	77%	75%	80%	77%	84%	84%	65%	66%
March	83%	79%	76%	72%	76%	84%	80%	82%	83%	58%	60%
April	41%	39%	27%	25%	24%	29%	28%	29%	28%	26%	22%
May	36%	22%	21%	26%	19%	21%	23%	18%	23%	18%	
June	62%	58%	54%	55%	49%	55%	54%	59%	57%	46%	
July	81%	78%	71%	74%	72%	77%	76%	84%	82%	57%	
August	74%	71%	69%	73%	71%	70%	77%	78%	78%	50%	
September	59%	44%	44%	43%	49%	51%	54%	52%	51%	37%	
October	41%	32%	38%	24%	30%	29%	32%	37%	30%	24%	
November	32%	24%	28%	20%	29%	23%	30%	28%	24%	19%	
December	57%	48%	54%	52%	60%	61%	65%	63%	49%	49%	
Average Year-Round	60%	53%	53%	53%	52%	55%	56%	58%	56%	43%	
Average (Dec.-Mar)	72%	70%	67%	68%	69%	76%	75%	79%	79%	60%	61%
Average (Jun-Sept)	69%	63%	60%	61%	60%	63%	65%	68%	67%	48%	

Source: RRC Associates / Aspen Chamber Resort Association

Aspen / Snowmass Bed Base

Total Number of Units

2009

Aspen: 2000

Snowmass: 1665

Source: Stay Aspen Snowmass

Skier Visit History	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009
Snowmass	699,701	724,753	747,303	768,010	769,570		
Aspen Mountain	315,130	298,831	304,497	324,468	327,750		
Aspen Highlands	157,317	160,836	167,390	193,244	193,496		
Buttermilk	141,077	139,213	148,017	159,081	153,831		
Totals	1,313,225	1,323,633	1,367,207	1,444,803	1,444,647	1,297,929	1,364,055

Source: Aspen Skiing Company

Average Temperature	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Average Max. Temperature (F)	35.4	39.2	45.4	52.4	62.6	72.4	77.9	75.7	68.8	57.7	43.3	34.9	55.5
Average Min. Temperature (F)	9.1	11.7	19.5	26.2	34.6	41.2	46.8	46.3	39.0	29.5	18.7	9.7	27.7
Average Total Precipitation (in)	1.72	2.10	2.66	2.51	2.13	1.42	1.76	1.58	2.06	2.00	2.58	1.85	24.37
Average Total SnowFall (in.)	24.9	27.4	28.1	19.9	7.8	1.0	0.0	0.0	1.0	11.0	27.7	24.8	173.8

Top Winter Domestic Feeder Markets: New York, Chicago, Los Angeles, Denver, Boston, Washington DC, Miami/Fort Lauderdale, Philadelphia, San Francisco/Oakland, Minneapolis/St. Paul, Detroit, Dallas/Fort Worth, Tampa/St. Petersburg, Atlanta, Houston, Baltimore, West Palm Beach, Cleveland, San Diego, Orlando/Daytona Beach/ Melbourne

Top Winter International Feeder Markets: United Kingdom, Australia, Brazil, Germany, Mexico, Canada

Source: 2007-2008 Demographic Profile Aspen Skiing Company

Cost of Gallon of Gas Past 5 Years

Denver:

8/22/06: \$2.93/gallon

9/14/07: \$2.90/gallon

7/27/08: \$3.97/gallon

9/16/08: \$3.70/gallon

12/30/09 \$2.52/gallon

Glenwood Springs:

\$2.79/gallon

\$3.17/gallon

\$4.47/gallon

\$3.96/gallon

\$2.85/gallon

For Aspen, estimate a \$1.00+/gallon in addition to Glenwood Springs prices.

– Fuel Gauge Report

Snow Fall 1934-2009 in inches	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual Total
HIGH 1983/84	27	41.45	55	72	71.5	79	76	36	41	15	278
LOW 1953/54	0	0	0	6	5	2	7.2	0	0	0	59.10
AVERAGE	1.55	9.18	22.12	24.42	25.22	25.52	26.08	15.35	4.75	.88	151.62

Source: City of Aspen Water Department

Source: Western Regional Climate Center

Visitor Center Traffic 2001-2009

January-December 2001

TOTAL: 104,688

January-December 2003

TOTAL: 141,877

January-December 2005

TOTAL: 145,134

January-December 2006

TOTAL: 240,200

January-December 2007

Airport *CLOSED 18+ months for resurfacing project

TOTAL: 144,653

January-December 2008

TOTAL: 171,591

January-December 2009

TOTAL: 204,485

Source: Aspen Chamber Resort Association