



Lodging Survey

1. What lodging entity do you represent?

2. Where is your business located? Select all that apply.

- a. Granby
- b. Grand Lake
- c. Hot Sulphur Springs
- d. Winter Park
- e. Kremmling
- f. Fraser
- g. Parshall
- h. Tabernash
- i. Other

3. Select the lodging type that best describes your business. Select all that apply.

- a. Hotel
- b. Motel
- c. Cabin
- d. Condo
- e. Short-term rental
- f. Resort
- g. Inn
- h. Ranch
- i. Lodge
- j. RV Park
- k. Hotel-minium
- l. Timeshare
- m. Camping
- n. Other

4. How long has your business been open?

- a. Less than 1 year
- b. 1-5 years
- c. 6-10 years
- d. 10+ years



5. Which best describes your business?
 - a. Locally-owned
 - b. Franchise
 - c. National or international brand
 - d. Boutique

6. Is your business seasonal? (i.e. closed for a month or more for part of the year)
 - a. Yes
 - b. No
 - c. Somewhat

7. If your business is seasonal, which months are you open? Select all that apply.
 - a. January
 - b. February
 - c. March
 - d. April
 - e. May
 - f. June
 - g. July
 - h. August
 - i. September
 - j. October
 - k. November
 - l. December

8. Would you like to remain operational past the current, selected months?
 - a. Yes
 - b. No

9. What would help you remain operational past your current open months? (open answer)
 - a. Increased tourism during shoulder seasons
 - b. Consistent staffing
 - c. Improved building services (plumbing, HVAC, other maintenance)
 - d. Marketing and branding support
 - e. Other

10. Rank the seasons based on occupancy. 1 is the highest occupancy, 4 is the lowest occupancy.
 - a. Fall _____
 - b. Winter _____
 - c. Spring _____
 - d. Summer _____

11. What type of jobs are available at your business? Select all that apply.

- a. Full-time
- b. Part-time
- c. Contract
- d. Independent Contractor
- e. Temporary
- f. On-Call
- g. Volunteer

12. How many employees do you have during your busiest season?

- a. 1-5 employees
- b. 6-10 employees
- c. 11-20 employees
- d. 21-40 employees
- e. 41-75 employees
- f. 76 or more employees

13. How many employees do you have during your slow season?

- a. 1-5 employees
- b. 6-10 employees
- c. 11-20 employees
- d. 21-40 employees
- e. 41-75 employees
- f. 76 or more employees

14. Total number of rooms: _____

15. What is your average occupancy during peak season?

- a. 0-20%
- b. 20-40%
- c. 40-60%
- d. 60-80%
- e. 80-100%

16. What is your average occupancy during slow seasons?

- a. 0-20%
- b. 20-40%
- c. 40-60%
- d. 60-80%
- e. 80-100%

17. Do you use dynamic rate use?

- a. Yes
- b. No

18. Rank the following booking methods based on use. 1 is most frequent, 4 is least frequent.
- a. Third-party booking service (Expedia, Kayak, etc)
 - b. Vacation rental websites (Vrbo, AirBnB, Vacasa)
 - c. Direct booking through business website or by phone
 - d. Other: _____
19. How do people discover your business? Select all that apply.
- a. Business website
 - b. Social media
 - c. Online search
 - d. Print advertisement
 - e. Word of mouth
 - f. County or state
 - g. Chamber of commerce
 - h. Other: _____
20. Rank the following concerns based on their level of importance. Number 1 should be your business' most pressing need.
- a. Hiring staff _____
 - b. Retaining staff _____
 - c. Training staff _____
 - d. Aging/outdated building, interiors, and/or appliances _____
 - e. Visitor fluctuations based on season _____
 - f. Transportation _____
 - g. Lodging taxes _____
 - h. Crime _____
 - i. Inflation _____
 - j. Business competition _____
 - k. Affordability for customers _____
21. Rank the following needs based on their level of importance. Number 1 should be your business' most pressing need.
- a. Funding for repairs _____
 - b. Assistance with marketing and advertising _____
 - c. Trained workforce _____
 - d. Space to expand business _____
 - e. Funding to expand business _____
 - f. Healthcare and benefits for employees _____
 - g. Transportation _____
 - h. Other: _____

22. What trends do you see emerging in tourism? Select all that apply:

- a. Sustainability
- b. Increased National Park visitation
- c. "Hidden gem" locations – Local experience
- d. Glamping
- e. Summer attractions
- f. Winter attractions
- g. Other: Please specify

