

PIKES PEAK REGION

# Summertime Survey

Presented by

Andrew Hershberger Creative  
A Marketing Agency



## Results and Insight Report July 2015

Andrew Hershberger Creative  
A Marketing Agency



## Why We Conducted This Survey

At Andrew Hershberger Creative, we're simply crazy about all things local. You know ... the food, the culture, the community features that make our region the vibrant, eclectic place it is. We're talking craft beers, side-street venues, farm-fresh veggies, funky festivals, artisan boutiques and all the rest. Yep, all those one-of-a-kind, only-here, quirky and creative enterprises that ignite our sense of community and make us who we are. We love it all and we thrive on partnerships with the people and organizations who are out there every day, creating, building, entertaining, and inspiring. Naturally, our passion for the community makes us insatiably curious about the topics that make us tick. So we chose a few fun questions with some serious intent and asked you: what do YOU like best? Within the following pages are some of the answers that surprised us or confirmed our gut feelings about preferences in the Pikes Peak region. Thanks for participating, and ... happy reading!

## What Makes Us Different

AH Creative is not a logo factory or a robotic assembly line cranking out ads and brochures. We think uber-cool ad jargon is fine for Mad Men, but we prefer having plain-English conversations with our clients.

Given a challenge, we are driven to understand the why, the who, and the how before we commit a single pixel to the page. We are true believers that understanding is the basis for effective marketing.

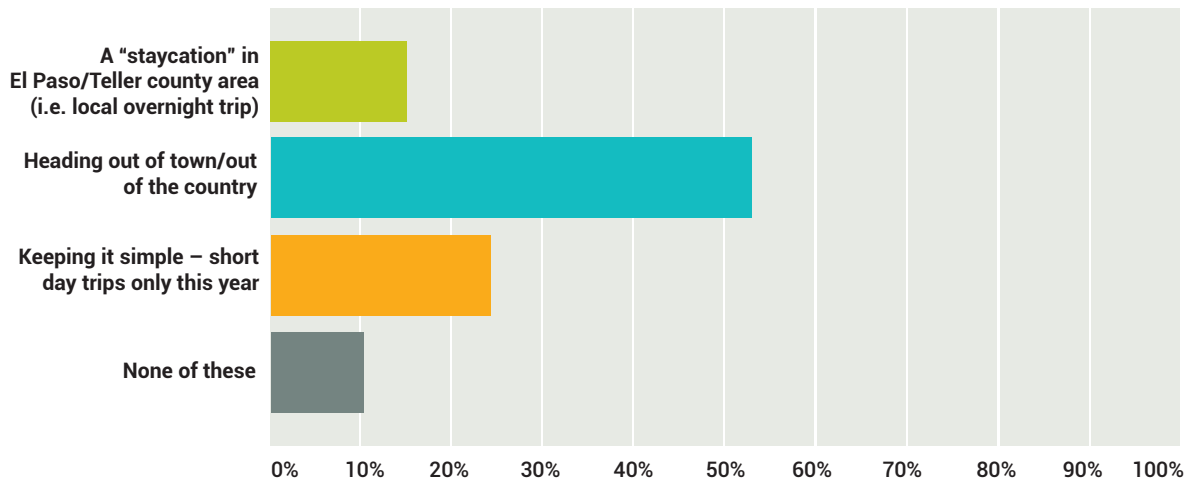
What is the overall brand vision? What is the shopper profile? What features are likely to make an event successful? What drives certain purchase decisions? What are competitors doing and saying and is it working? These are the kind of questions we pursue answers to ... and they're also the kind of questions that lead to the insights behind successful campaigns and marketing programs.

But while we may be a little cuckoo for data, we're even more cuckoo about results. Getting our clients to their desired outcome is always our top priority. So if you'd prefer working with a partner instead of an order taker, if you like the idea of fact-based, decision-making instead of best-guessing, if you enjoy sensible conversations that lead to sensational successes, then Andrew Hershberger Creative may be a good fit for your future.

Question 1

## Looking ahead to your big summer getaway, what's on your agenda this year?

Answered: 257 | Skipped 2



14.2%

37 Responses

A "staycation" in El Paso/Teller county area (i.e. local overnight trip)

51.6%

134 Responses

Heading out of town/out of the country

23.8%

62 Responses

Keeping it simple – short day trips only this year

9.6%

25 Responses

None of these

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### Insight

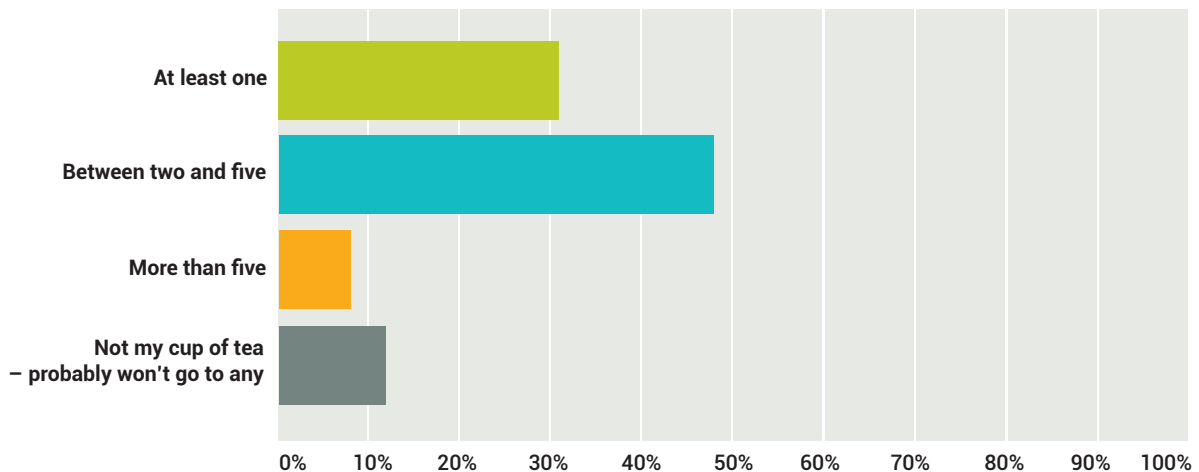
Thirty eight percent of survey respondents indicated that they will be spending some of their discretionary income for travel, tourism and leisure activities in the Pikes Peak region this summer. That is a significant impact on the local economy.

Understanding consumer behavior is crucial to effective marketing programs that have an economic impact for the local travel and tourism industry in the Pikes Peak region. To find out more about AH Creative and how our marketing services can impact your business, email us at [info@ahershbergercreative.com](mailto:info@ahershbergercreative.com) or call 719.964.6617.

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## There are lots of regional fairs and festivals every weekend during the summer months. How many will you attend?

Answered: 259 | Skipped 0



**48.6%** Between two and five

126 Responses

**30.8%** At least one

80 Responses

**13.1%** Not my cup of tea – probably won't go to any

34 Responses

**7%** More than five

19 Responses

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### Insight

Almost 87% of respondents stated they will attend at least one festival this summer, with the majority of that segment attending between two and five. Festivals in the Pikes Peak region are economic multipliers in a variety of ways. Revenue generated has a direct impact on and quality of life indicators, making the Pikes Peak region a valued place to live and work.

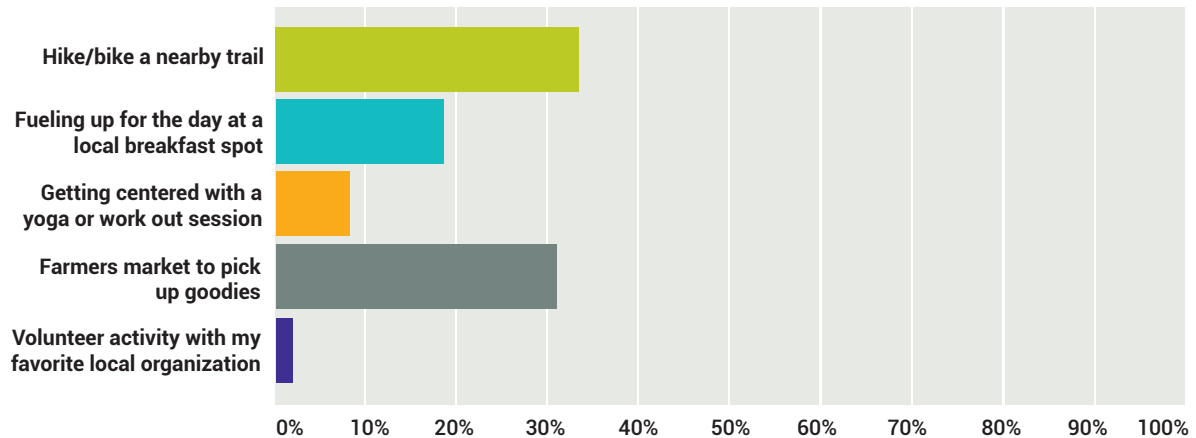
AH Creative is committed to supporting arts and culture in the Pikes Peak region. Our clients include the Cultural Office of the Pikes Peak Region (COPPeR) and the Pikes Peak Arts Council. Our partnership with the Pikes Peak Arts & Music Festival has helped draw close to 18,000 visitors to America the Beautiful Park each July 4th weekend. **To find out more about AH Creative and how our marketing services can impact your business, email us at [info@ahershbergercreative.com](mailto:info@ahershbergercreative.com) or call 719.964.6617.**

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Question 3

## It's early on a beautiful Saturday morning in July and you're spending the day in town. Where are you headed first?

Answered: 221 | Skipped 38



**33.9%** Hike/bike a nearby trail  
86 Responses

**19.7%** Fueling up for the day at a local breakfast spot  
42 Responses

**8.6%** Getting centered with a yoga or work out session  
19 Responses

**31.2%** Farmers market to pick up goodies  
69 Responses

**2.2%** Volunteer activity with my favorite local organization  
5 Responses

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### Insight

The Pikes Peak region is routinely at the top of national rankings for its love of the outdoor life and its focus on wellness. With the exceptional local scenery and an extensive trail network, it's little wonder that a third of us start our weekend out in nature or traversing an urban landscape. And our wealth of seasonal farmers markets attracts a similar percent of dedicated shoppers craving fresh, healthy, locally grown and crafted offerings.

We love all things local and the healthy, vibrant lifestyle cannot be overrated. That's why we love partnerships with organizations that get us out and moving, like the Air Force Academy Athletic Department and Callaway Golf. **To find out more about AH Creative and how our marketing services can impact your business, email us at [info@ahershbergercreative.com](mailto:info@ahershbergercreative.com) or call 719.964.6617.**

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Question 3 Continued

It's clear that folks in the Pikes Peak region like variety. Here are some additional comments from our respondents about places they frequent on warm summer mornings in July ...

*"With my family"*

*"Zoo, pool or museum with my 8 year old daughter :) "*

*"What ever will be fun for small kiddos."*

*"Kids sports or activities."*

- Folks in the Pikes Peak region are recognized for being physically fit. We love to bicycle, run, play tennis and hit the golf course.

*"Running on one of our many awesome trails."*

*"Fishing!"*

*"Working in my yard."*

*"Riding my horse."*

*"Relaxing."*

- The Pikes Peak region is rich in art and culture and at least one of you said you'd be enjoying fine art offerings.
- For as much as we indulge in all that the Pikes Peak region has to offer we are still hard workers. Six respondents said they'd be working.

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Quality of life is important in a vibrant local economy and the Pikes Peak region has plenty to offer. AH Creative works with clients across a variety of business sectors that have a direct impact on our region's lifestyle economy. **To find out more about AH Creative and how our marketing services can impact your business, email us at [info@ahershbergercreative.com](mailto:info@ahershbergercreative.com) or call 719.964.6617.**

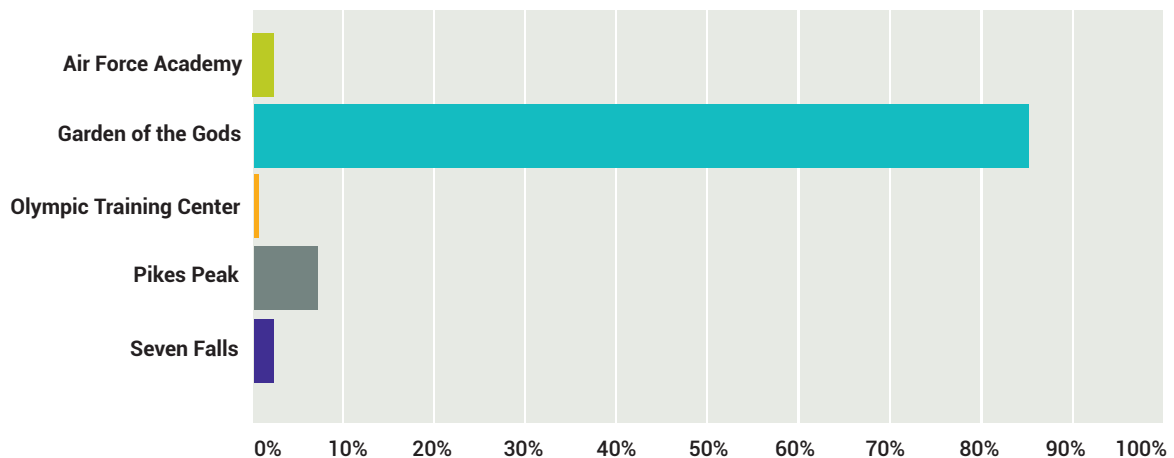
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Question 4

## You've got out-of-town company. What's the FIRST local attraction you want to take them to visit?

Answered: 230 | Skipped 29



**3%** Air Force Academy  
 7 Responses

**.4%** Olympic Training Center  
 1 Responses

**85.6%**

**7.8%** Pikes Peak  
 18 Responses

**3%** Seven Falls  
 7 Responses

197 Responses

**Garden of the Gods**

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### Insight

A sometimes overlooked component to the travel and tourism economy is the preferences of locals. Folks in the Pikes Peak region visit local destinations and in many cases are taking company from out of town. Understanding what 'the locals' think is important when it comes to marketing our region.

Tourism is a space we understand well. We have helped several resorts, hospitality enterprises, casinos, and attractions build success through insightful marketing campaigns that drive visits. **To find out more about AHCreative and how our marketing services can impact your business, email us at [info@ahershbergercreative.com](mailto:info@ahershbergercreative.com) or call 719.964.6617.**

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Question 4 Continued

**Folks in the Pikes Peak region have an exceptional wealth of distinctive and beautiful destinations to choose from and enjoy. Here are some additional local favorites that were mentioned...**

- Manitou Springs and Old Colorado City are popular and beloved centers for unique, local shopping and dining experiences.
- Recognized nationally, the Cheyenne Mountain Zoo is the highest zoo in the nation by altitude and a favorite among locals for family fun.
- With 22 local craft breweries and more on the way four respondents stated they will be taking guests to visit one or more.
- The Broadmoor remains an iconic destination for Colorado Springs.
- Those who enjoy a bracing physical challenge will be headed to the Manitou Springs Incline.
- For options outside of Colorado Springs the Royal Gorge, the Great Sand Dunes National Monument and Cripple Creek were noted as great destinations.
- Downtown Colorado Springs was mentioned for shopping and dining.

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Travel and tourism is a major sector of the Pikes Peak region economy. The AH Creative team's marketing experience in the travel and tourism sector spans over two decades in the Pikes Peak region, as well as Las Vegas, Nevada, a recognized benchmark destination for travel and tourism. **To find out more about AH Creative and how our marketing services can impact your business email us at [info@ahershbergercreative.com](mailto:info@ahershbergercreative.com) or call 719.964.6617.**

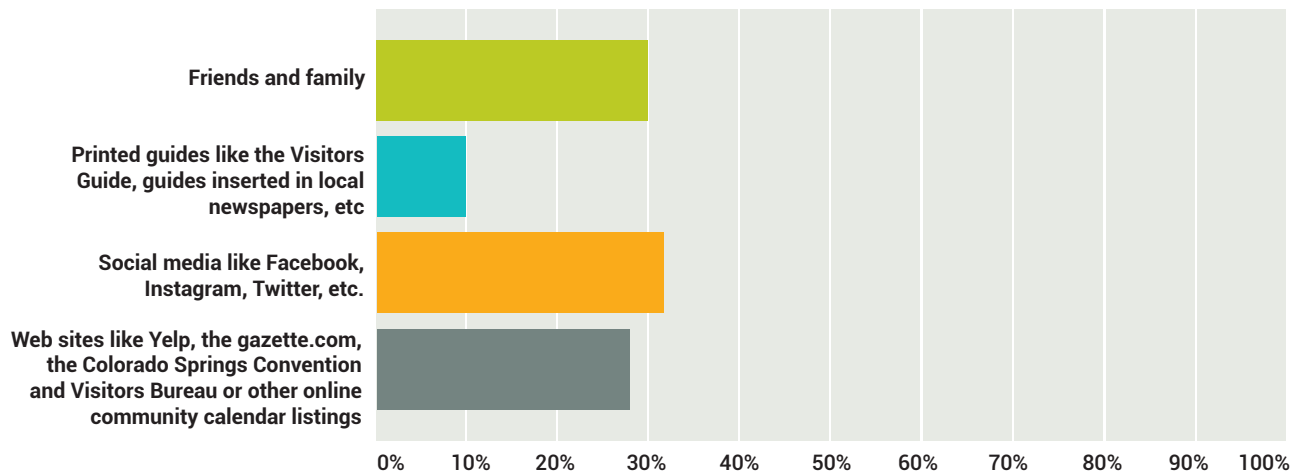
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Question 5

## When I go looking for something fun to do on my days off, the very first place I check is:

Answered: 235 | Skipped 24



30%

71 Responses

Friends and family

9.8%

23 Responses

Printed guides like the Visitors Guide, guides inserted in local newspapers, etc

32.3%

76 Responses

Social media like Facebook, Instagram, Twitter, etc.

27.6%

65 Responses

Web sites like Yelp, the gazette.com, the Colorado Springs Convention and Visitors Bureau or other online community calendar listings

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### Insight

We get by with a little help from our friends. Our social media friends, especially. Most of us like to tap our favorite platforms when we are putting together a plan to have fun. But in nearly equal numbers, we use our personal connections to family and friends, and online resources to round out our fun-shopping investigations.

Understanding how to integrate social media into an overall communications program has become a marketing must-do for any enterprise that seeks to be relevant. To find out more about AH Creative and how our marketing services can impact your business, email us at [info@ahershbergercreative.com](mailto:info@ahershbergercreative.com) or call 719.964.6617.

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Question 5 Continued

**There is always a wide variety of sources folks can utilize to find out what is going on in the Pikes Peak region. Here are some additional statistics and comments from our respondents...**

PeakRadar.com followed the Indy for the most-referenced place to find out what to do in the Pikes Peak region.

- Several of you mentioned the Gazette and Gazette GO!
- Outdoor advertising still is in the mix with recognition.
- Google searches are a handy resource for 3 survey respondents.
- TripAdvisor.com was acknowledged as a valuable resource.

*"Combo of Social, the Indy (Insider Guide) and recommendations from friends."*

*"I already know what to do."*

*"When I have a day off, don't go searching for activities... down time without is more precious."*

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Understanding where to find customers is key to connecting them to your business, product and services. As a marketing firm focused on research and insight, we are positioned to not only put you in the right position to speak to your target market but to create the compelling call to actions to increase business and improve revenue. **To find out more about AH Creative and how our marketing services can impact your business email us at [info@ahershbergercreative.com](mailto:info@ahershbergercreative.com) or call 719.964.6617.**

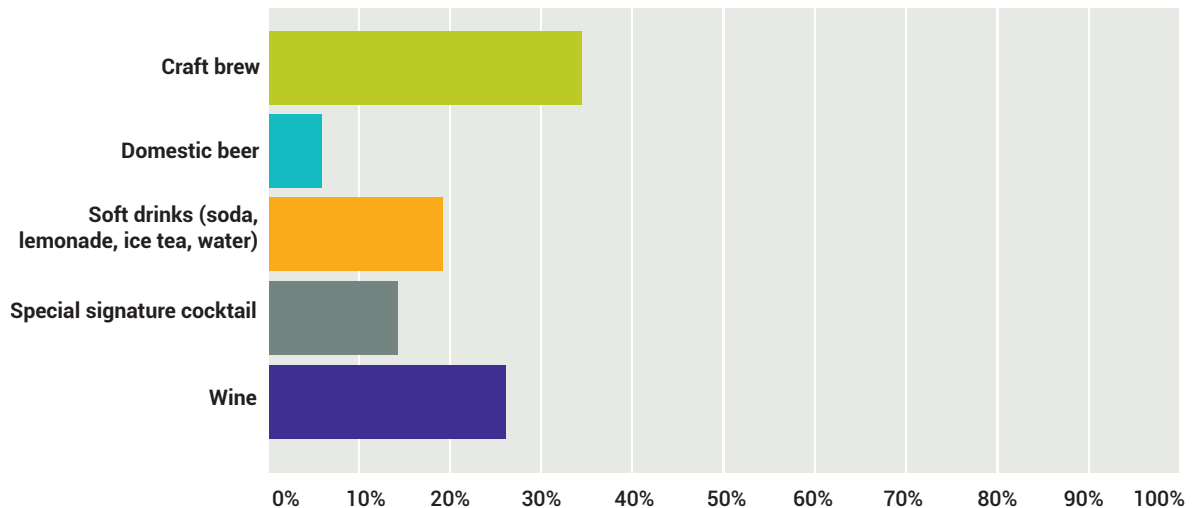
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Question 6

## You're cooking on the grill tonight – what's your favorite beverage choice?

Answered: 258 | Skipped 1



**34.1%**

**Craft brew**  
88 Responses

**19.7%**  
51 Responses

Soft drinks (soda,  
lemonade, ice tea, water)

**13.9%**  
36 Responses

Special signature  
cocktail

**6.2%** Domestic beer  
16 Responses

**25.9%** Wine  
67 Responses

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### Insight

Food and drink bring us together in our backyards. Our “flavors of choice” help build a more dimensional picture of the local consumer. This survey points to why our local craft breweries do so well! What and why a consumer buys and continues to support brands, products and services is essential to effective marketing.

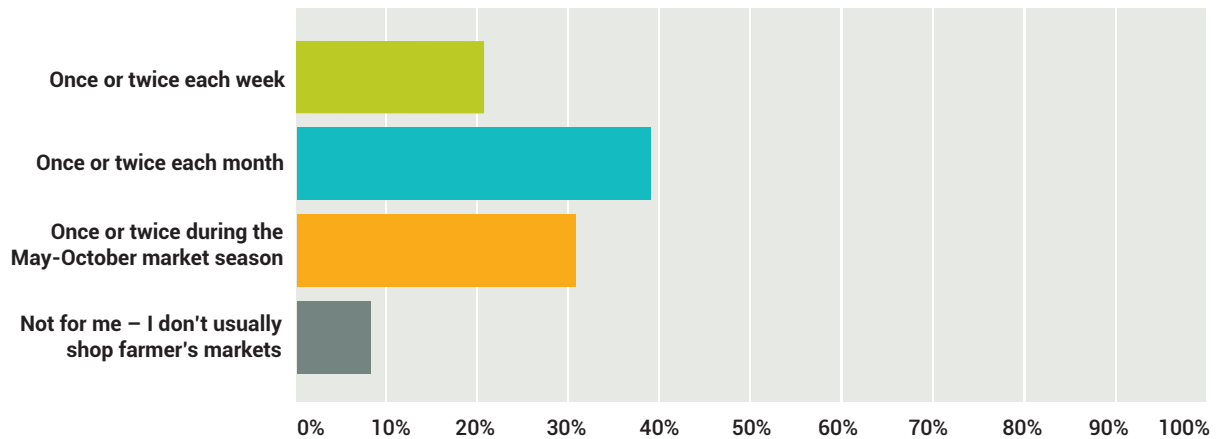
AH Creative understands the importance of identifying consumer values and affinities, as well as general market trends so that we can position our clients in a compelling way that drives sales. **To find out more about AH Creative and how our marketing services can impact your business, email us at [info@ahershbergercreative.com](mailto:info@ahershbergercreative.com) or call 719.964.6617.**

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Question 7

## During the summer months, how often do you shop local outdoor farmers markets?

Answered: 256 | Skipped 3



**21.1%** Once or twice each week  
54 Responses

**39.8** Once or twice each month  
102 Responses

**30.5%** Once or twice during the May-October market season  
78 Responses

**8.2%** Not for me – I don't usually shop farmer's markets  
21 Responses

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### Insight

Healthy, local-sourced food is important to folks in the Pikes Peak region. Over 90% of you said you'd visit a farmers market at least once between May and October. More than 20% will visit as often as twice a week.

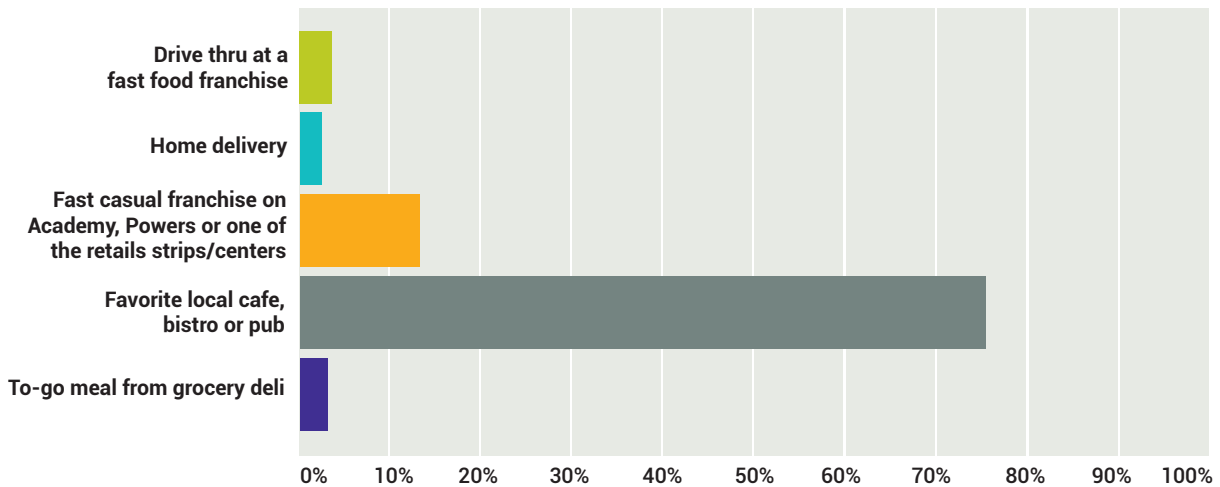
AH Creative knows the local food economy space very well. We have enjoyed successful partnerships with the Colorado Springs Public Market, food, beer and wine producers, and restaurants. **To find out more about AH Creative and how our marketing services can impact your business, email us at [info@ahershbergercreative.com](mailto:info@ahershbergercreative.com) or call 719.964.6617.**

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Question 8

## When you're not cooking dinner at home, where are you most likely to grab a quick bite?

Answered: 246 | Skipped 13



**3.6%**  
9 Responses

Drive thru at a fast food franchise

**3.1%**  
8 Responses

Home delivery

**13.3%**  
34 Responses

Fast casual franchise on Academy, Powers or one of the retail strips/centers

**76%**

Favorite local cafe, bistro or pub  
187 Responses

**3.1%**  
8 Responses

To-go meal from grocery deli

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### Insight

When it comes to everyday dinner choices, we prefer to patronize locally owned eateries by a very wide margin. This is fantastic news for local entrepreneurs in the food and beverage business, and is probably reflected in the number of unique and delicious offerings brought to us by creative local chefs.

Small businesses account for much of the local economy. As a small business ourselves, we have a particular understanding of the challenges faced in this sector and bring that sensibility to the table. We also have a long history of participation with the Colorado Springs Chamber of Commerce, Small Business Development Center and Regional Business Alliance. We are engaged and informed. **To find out more about AH Creative and how our marketing services can impact your business, email us at [info@ahershbergercreative.com](mailto:info@ahershbergercreative.com) or call 719.964.6617.**

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Question 9

## What is your gender?

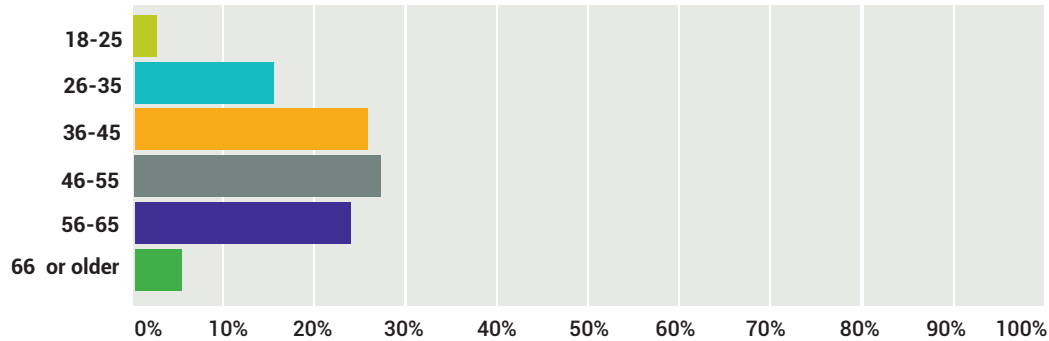
Answered: 259 | Skipped 0



Question 9

## What is your age?

Answered: 259 | Skipped 0



**2.7%** 18-25  
7 Responses

**27%** 46-55  
70 Responses

**15.4%** 26-35  
40 Responses

**23.9%** 56-65  
62 Responses

**25.9%** 36-45  
67 Responses

**5%** 66 or older  
13 Responses

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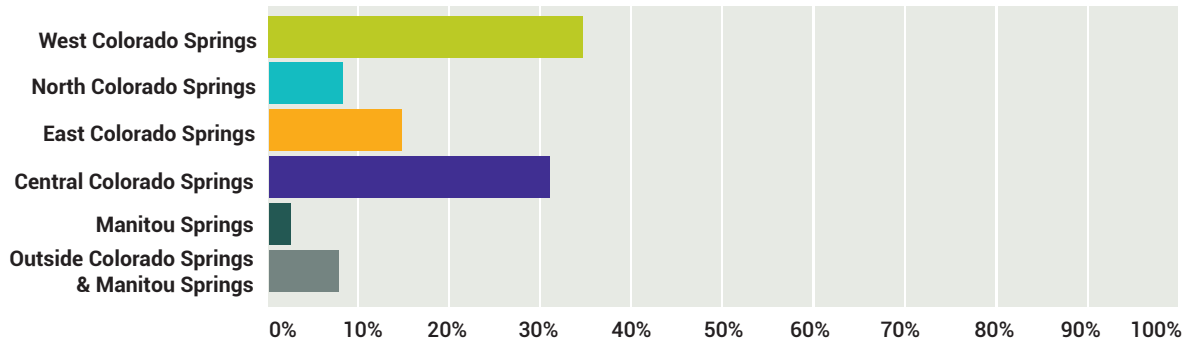
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Question 9

## What is your residential five-digit zip code?

Answered: 249 | Skipped 10



**34.9%**

87 Responses

West Colorado Springs

**8.4%**

21 Responses

North Colorado Springs

**14%**

35 Responses

East Colorado Springs

**30.9%**

77 Responses

Central Colorado Springs

**2.8%**

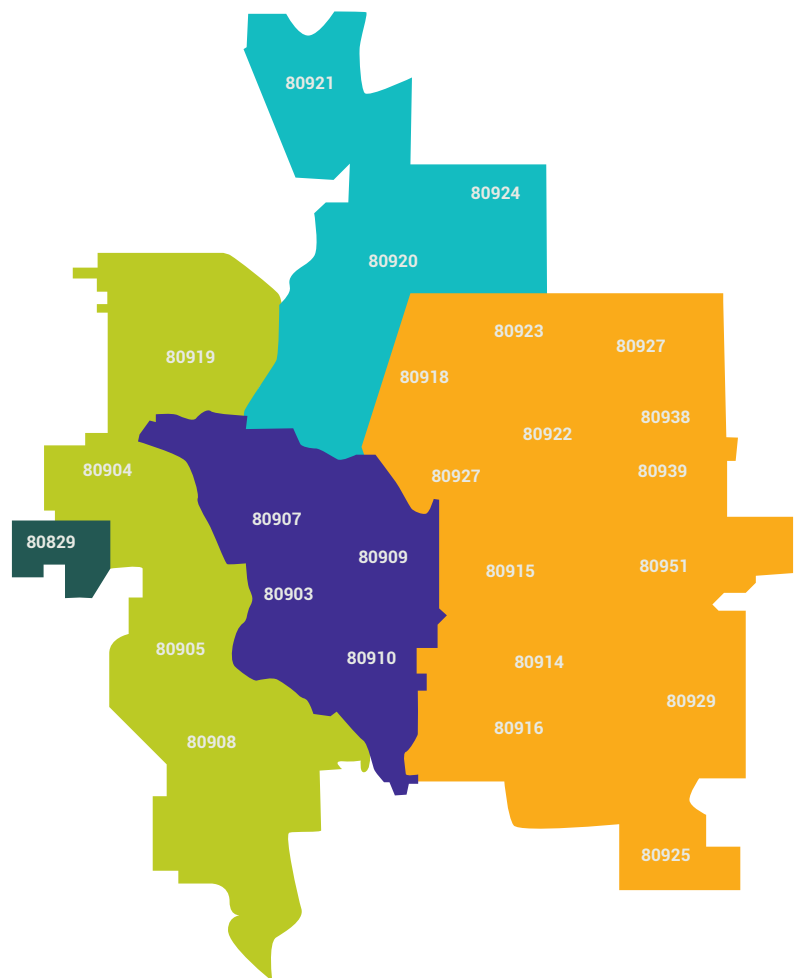
7 Responses

Manitou Springs

**8.8%**

22 Responses

Outside Colorado Springs  
& Manitou Springs



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