

# Study Shows It's \$1 Billion Bonus

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Colorado's ski industry has surged eightfold over the past decade to a \$1 billion-a-year operation, the first in-depth study of the industry in 15 years disclosed Thursday.

In addition, in 1981-82 it:

✓ Created nearly 39,000 jobs, 22,000 of them direct employment at ski areas. In 1971-72 there were 8,000 direct jobs in the industry.

✓ Accounted for \$586 million in personal income in 1981.

✓ **County-by-county results of skiing industry's impact in Colorado, Page 1-E.**

✓ Represents a \$3.6 billion capital investment in 1982 replacement dollars, \$2.6 billion in housing alone.

✓ Was responsible for the construction of 2,850 housing units in 1981 and 2,925 in 1980, adding \$800 million in property values.

Please See SKI on 13-A

## Ski-Related Sales / 1981-82 Season

(In Millions of dollars)



Source: Browne, Bortz & Coddington

The Denver Post / Connie Prinslow