



Report: Rivers a Major Stream of Revenue in 2010

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GRAND JUNCTION, Colo. (KKCO) - Rivers were a major stream of revenue for **Colorado** in 2010 according to a new report released Tuesday.

The **Colorado River Outfitters Association** says the total economic impact of commercial river rafting last year was \$150.3 million. That's up 4.9 percent, or \$7 million, from 2009 and is the second highest total ever recorded since the CROA began tracking numbers in 1988.

"Rafting has always been a cost effective way for outdoor enthusiasts to indulge themselves in nature and for families to vacation together," said Johnny Cantamessa, CROA chairman. "When times and budgets are tight, the thrill-per-dollar ratio becomes that much more important, as evidenced by our industry's strong 2010."

507,392 people rafted Colorado's rivers during the 2010 season which runs from April to September. The Colorado and Arkansas Rivers saw the largest increases in visitors.

Video:  Report: Rivers a Major Stream of Revenue in 2010

http://www.nbc11news.com/localnews/headlines/Report_Rivers_a_Major_Stream_of_Revenue_in_2010_115597424.html