

## **MEDIA CONTACTS**

## FOR IMMEDIATE RELEASE

## Warm Weather, Steady Water and Guest Demand Driving Colorado River Outfitters Outlook For 2021 Season

**June 10, 2021 – Denver, Colorado –** Late season moisture across most of the state and warming summer temperatures are combining to drive pent-up guest demand for rafters to get out on the state's rivers early this summer. The Colorado River Outfitters Association (CROA) is predicting a return to a "normal" rafting season, projected to run through the end of July or mid-August on most rivers across the state.

"We are incredibly encouraged by the advanced reservations we're seeing from customers wanting to enjoy a traditional Colorado summer activity," said David Costlow, CROA Executive Director. "We predict that river flows this summer will be perfect for families to get out and discover a new favorite adventure together."

Based on current conditions, CROA forecasts the following outlook for rivers across the state:

**Western Slope (Taylor & Animas):** With snowpack at 70% this year, lower water levels may hit earlier than normal, but outfitters are expecting great family runs through mid-August and perhaps later.

**Colorado River:** Flows are currently slightly lower than normal near Kremmling due to early season water being held in the reservoirs. The river near Glenwood Springs is currently seeing higher flows due to contributions from the Eagle River and Roaring Fork. When the reservoir water is released later in June, levels will come up and runs will last through September.

**Clear Creek:** Clear Creek is currently running strong and anticipated to run through the end of July and perhaps into early August if weekly moisture continues. \*Current access restrictions are in place for tubing type activities only near Golden; not commercial rafting outfitters.

**Poudre:** Benefitting from great late-season moisture, the Poudre River will likely provide strong runs through August. \*Current access restrictions are in place in Fort Collins for tubing type activities only; not commercial rafting outfitters in Poudre Canyon.

Arkansas River: The Arkansas' Controlled Flow program should ensure water for recreation

through mid-August.

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**About CROA** The Colorado River Outfitters Association (CROA) is a trade association representing more than 50 licensed professional whitewater rafting outfitters across the state of Colorado. CROA's mission is to: (1) promote Colorado as the premier river rafting destination in the United States, (2) support members' efforts to attract visitors to Colorado and (3) provide a reasoned voice on industry developments and matters of policy affecting commercial boating and Colorado's tourism economy as a whole.