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#### **FOR IMMEDIATE RELEASE**

## **Weather, Water Levels & Guest Enthusiasm Drive Colorado River Outfitters Optimism For 2020 Season**

**June 26, 2020 – Denver, Colorado** – Three weeks after Gov. Jared Polis and the Colorado Dept. of Public Health & Environment issued guidance allowing for outdoor recreation and Colorado’s 2020 rafting season to begin, outfitters across the state are increasingly optimistic that this year’s season will be a success.

Ideal summer weather, inviting water temperatures and levels, and a growing demand to “get outside” are resulting in increased reservations across the state. Currently, all runs on all rivers are open to rafting, and some outfitters are operating at nearly 70% capacity, with requests for reservations picking up daily. The current snowpack levels should provide a full rafting season, with outfitters operating through mid- to late-August (depending on the river).

“We are incredibly encouraged by the growing enthusiasm we’re seeing from customers wanting to get out on the water, and enjoy a traditional Colorado summer activity,” said David Costlow, CROA Executive Director. “We have defined protocols in place, and outfitters have successfully managed those protocols, ensuring that guests have the enjoyable, memorable experience they are looking for.”

Members of the Colorado River Outfitters Association (CROA), offer the following insights into their businesses and expectations for the season:

#### **Billy Marquis, Arkansas River Tours:**

“Our guests’ experience has been enhanced due to our new COVID procedures allowing us to provide a more personalized and private experience with our reduced trip sizes. Surprisingly, 2020 is shaping up to be one of our top seasons due to great water conditions, warm weather and demand from guests to get into the outdoors in a naturally social distancing environment.”

#### **Kevin Foley, Performance Tours:**

“We’re seeing a steady daily increase in reservations for both current trips and for trips throughout the summer. There seems to be a lot of pent up demand for activities in the great outdoors that combine excitement, breathtaking scenery and wide open spaces. We’re very optimistic about how things are shaping up for the remainder of the summer. People are very

eager to get back outside and enjoy normal summertime activities, and whitewater rafting is naturally a great option.”

**Gregory Cowan, Defiance Rafting:**

“Our guests are discovering that a couple of hours on the river provides an opportunity to disconnect from the noise and reconnect with what matters most.”

The Colorado River Outfitters Association’s (CROA) 2019 Economic Impact Report shows that the rafting industry hosted more than 542,400 users last year, delivering more than \$ 73.6 million in direct expenditures and resulting in more than \$188.4 million in economic impact to the state.

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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.