

#4191: Red Rocks' Darius Wise Talks How Coloradans Are Skipping Summer Vacations as Travel Costs Climb...

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Red Rocks Credit Union President/CEO Darius Wise stopped by the show to share insights from the credit union's "**Summer Squeeze**" survey on why Coloradans are rewriting their summer vacation plans as travel costs continue to climb.

Darius discussed how their "Summer Squeeze" survey revealed how rising costs are driving more Coloradans to trade flights for road trips, mountain towns, campgrounds, and other close-to-home summer travel. He added that "Coloradans aren't giving up on summer. They're getting resourceful."

Some of the survey's findings included:

- Gas is the breaking point: 78% call it the top barrier to summer travel - -
- Nearly 3 in 5 are traveling less than last summer
- 1 in 4 aren't traveling at all
- Millennials are the most likely to sit summer travel vacations out

Despite these challenges, Darius explained that Coloradans are staying closer to home and taking advantage of local activities, while the credit union is helping members navigate financial pressures through programs like Skip-a-Pay, direct member support from frontline staff, and employee assistance initiatives including gas and grocery cards.

Check it out and let us know your thoughts. And be sure to watch the entire episode below for all the details.