



News

Red Rocks CU Survey Finds Many Coloradans Traveling Less This Summer

By [Joyce Moed](#)

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A survey by the \$354 million Red Rocks Credit Union in Littleton, Colo., found that rising living costs are affecting summer travel plans for many Colorado residents, with gas prices cited as the biggest obstacle.

The survey of 300 Colorado residents, conducted June 2-4, found that 82% said the rising cost of living has affected their household finances this year, including 52% who said it has affected them "a lot."

Three in five respondents (59%) said they expect to travel less than they did last summer, while just 13% said they expect to travel more. Another 27% said they do not plan to travel at all this summer, and 17% said they have already delayed or canceled travel plans because of cost.

When asked what is making summer travel more difficult to afford, 78% cited gas prices, followed by everyday expenses taking up more of their income (65%), food and dining costs (55%), hotel prices (49%) and airfare (48%).

"These numbers match what we hear from members across Arapahoe, Douglas and Jefferson counties," Darius Wise, CEO of Red Rocks, said. "Coloradans aren't giving up on summer. They're getting resourceful. They're choosing the mountains over the airport and the campsite over the hotel, making real tradeoffs to do it. Our job is to understand what our members are actually up against, not what a national headline assumes, and to show up for them in ways that help."

13% of households earning more than \$100,000. Lower-income respondents also were almost three times more likely to have already canceled a trip because of cost.

Among millennials, 35% said they are not traveling this summer, compared with 18% of Gen Z respondents.

For those who are traveling, overnight trips within Colorado were the most common choice, selected by 30% of respondents. By comparison, 23% said they plan to fly elsewhere in the United States and 4% plan international travel.

Wise said the survey findings reinforce the credit union's efforts to help members facing financial challenges.

"Seeing it in the data is one thing. Doing something about it is the job," Wise said. "We run our Skip-A-Pay program twice a year, including this summer, so members can pause a loan payment when money gets tight. We've also given our frontline teams room to step in directly when someone comes in facing a real hardship. And as these costs stretch families further, we're looking hard at what more we can do, including ideas like gas assistance, for the members and the staff feeling it most. When your neighbors are squeezed, you find ways to show up for them."

The survey was conducted online using Pollfish and included 300 Colorado residents. It had a margin of error of plus or minus 5.66%.

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