

# State of Colorado Tourism

August 2022



COLORADO  
TOURISM OFFICE

# Fall Campaign Video





# New Do Colorado Right Video



# Marketing Objectives

Influence measurable visits from **high-value travelers** to all areas of the state, thereby increasing economic impact

Educate visitors and residents on topics related to destination stewardship and responsible travel





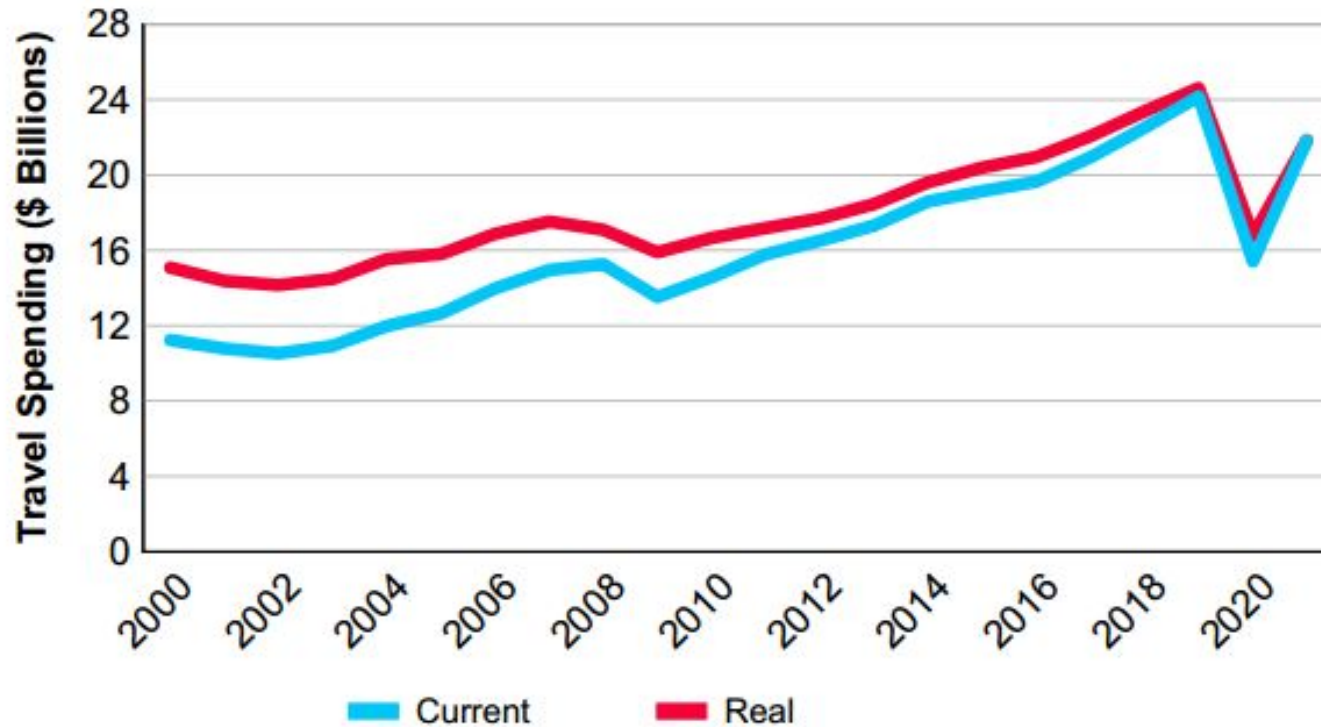
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# 2021 Annual Research



# Colorado

## Direct Spending / Real and Current Dollars



### OBSERVATIONS

Colorado direct travel-related spending grew by 41.8% to \$21.9 billion in 2021.

Sources: Bureau of Labor Statistics CPI, Dean Runyan Associates



# COLORADO TOURISM

2021 at a glance

**\$21.9 BILLION**  
traveler spending



**\$1.43 BILLION**  
state & local taxes

Campaign ROI  
**TOP 10%**  
in the U.S.

**161,000**  
JOBS 

CTO GAVE THE INDUSTRY  
**\$863,025**  
THROUGH PAID AND SOCIAL  
CO-OP PROGRAMS

  
**\$713,919+**  
IN GRANTS  
for 28 Counties  
\$1,597,587 AWARDED TO SUPPORT  
36 EVENTS IN 20 COUNTIES

**28 WORKSHOPS**  
across  
**25 COUNTIES**  
From the Colorado Recovery  
Assistance for Tourism Program

**394+**  
MILLION  
SOCIAL MEDIA  
IMPRESSIONS



**887,410** visitors at 10 Colorado  
Welcome Centers

**400,000 ANNUAL**  
Vacation Guides



**MORE THAN 180+**  
Colo-Road Trip Itineraries

**7.4+**  
MILLION  
engagements\*

A top-performing state website in U.S.



**9.9 MILLION**  
visitors to [COLORADO.com](https://colorado.com)



**8.6 BILLION**  
impressions and  
**\$27.8 MILLION**  
in PR Ad Value

# Breakouts & Other Key Statistics





# Colorado 2021 Visitor Research Executive Summary



43%

Overnight trips



84.2

Million visitors in 2021  
day + overnight trips



**\$469**

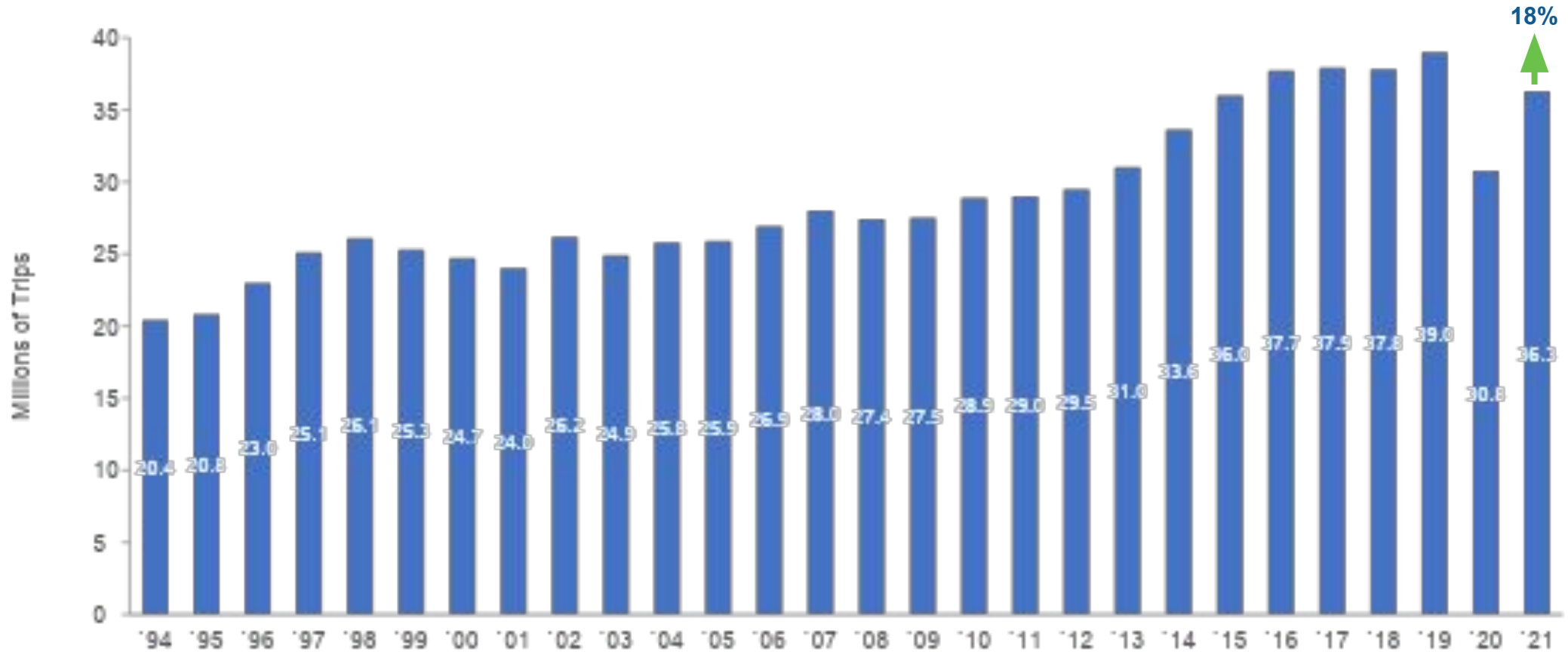
average spent per person on  
overnight trips



**\$84**

average spent per person on day  
trips

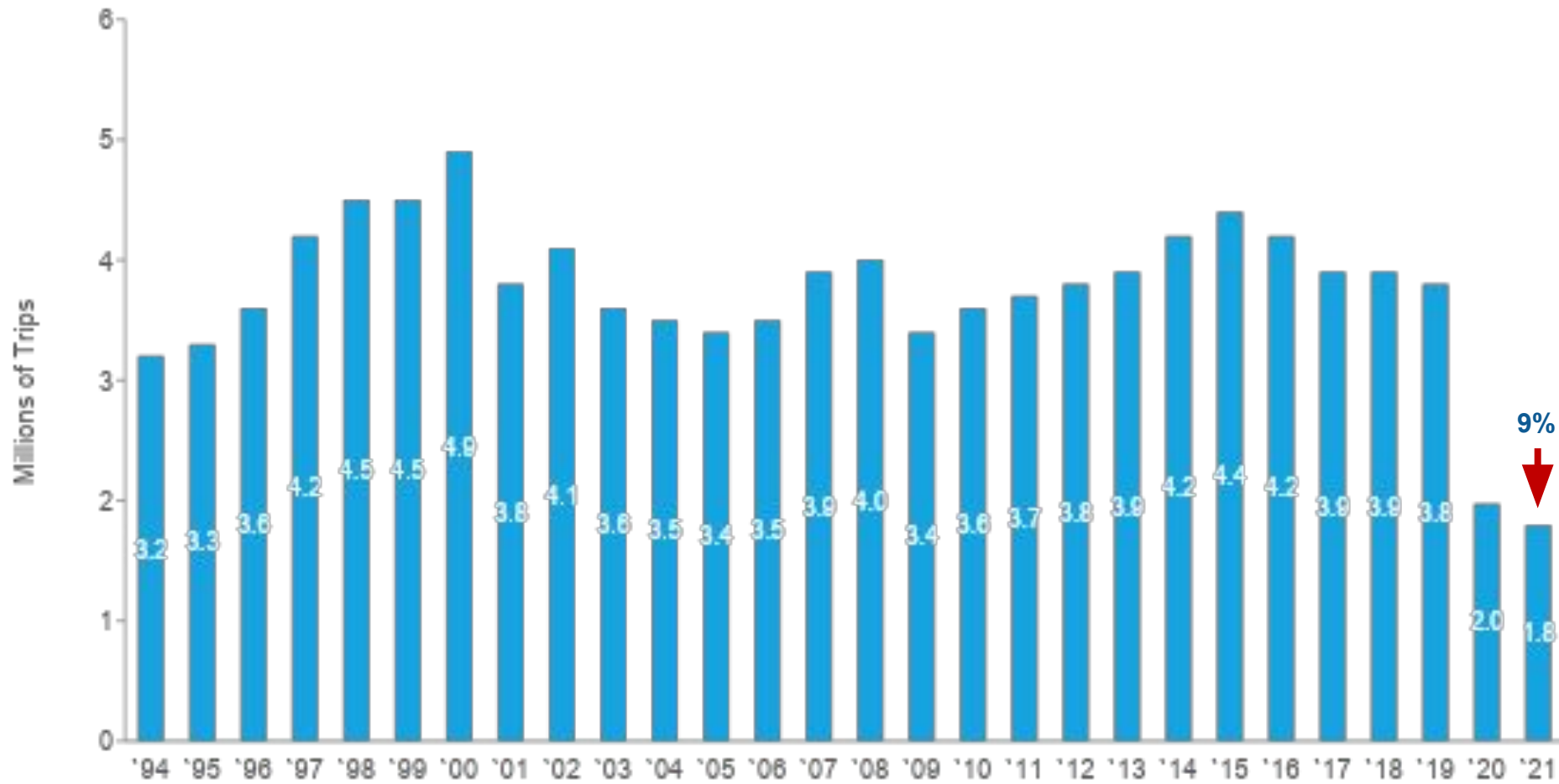
## Overnight Trips to Colorado - 1994 to 2021



Note: Referencing this and subsequent charts showing annual trends, the Travel USA® survey was standardized for Leisure travel starting in 1992, so all charts about Leisure travel begin with that year. Questions about business trips were added in 1994; so charts about business travel or that show a total of Leisure and business start with 1994 data.



### Overnight Business Trips to Colorado - 1994 to 2021



## Activity Groupings

### Outdoor Activities



### Entertainment Activities



### Cultural Activities



### Sporting Activities



### Business Activities



## Activities and Experiences (Top 10)

	Colorado	U.S. Norm
Shopping	20%	22%
Sightseeing	20%	16%
Attending celebration	17%	13%
Landmark/historic site	15%	11%
Hiking/backpacking	14%	<span>-3.8 points vs 2020</span> 7%
Museum	13%	10%
Business convention/conference	13%	8%
Bar/nightclub	13%	11%
National/state park	12%	7%
Convention for personal interest	12%	6%

# 2022 Pace & Activity





# Colorado Travel Indicators

June, 2022



- 

**+2.0%**  
June vs. 2019  
**Travel Spending**  
(Tourism Economics)
- 

**-18.9%**  
June vs. 2019  
**Air Passengers**  
(Airline Data Inc; TSA)
- 

**-2.1%**  
June vs. 2019  
**Auto Trips**  
(Arrivalist)
- 

**-0.4%**  
June vs. 2019  
**Hotel Demand**  
(STR)
- 

**-6.7%**  
June vs. 2019  
**L & H Jobs**  
(BLS)

Select a State

## Colorado Travel Impact

June, 2022

Travel Spending **\$2.2B**  
 **+3.5% vs. 2019**

Tax Revenue **\$120.8M**  
 (local & state)  **+2.5% vs. 2019**

## U. S. Total Travel Impact

June, 2022

Travel Spending **\$104.5B**  
 **+1.0% vs. 2019**

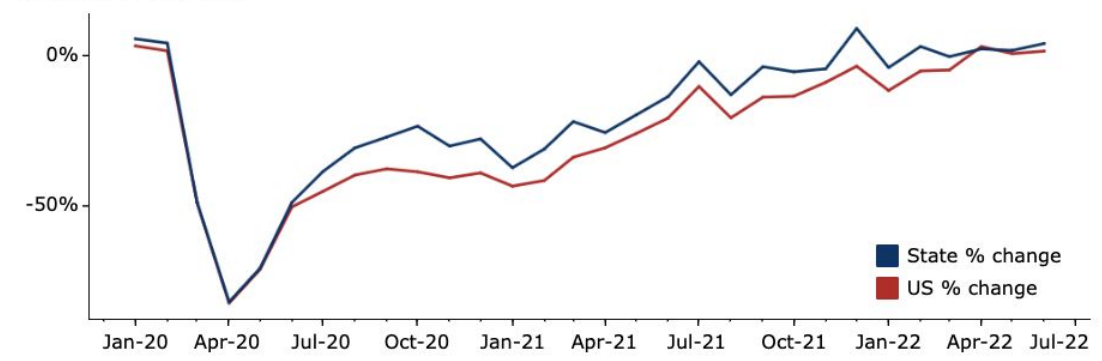
Tax Revenue **\$7.1B**  
 (local & state)  **+0.6% vs. 2019**

## Colorado Travel Spending

	Travel Spending	Market Growth Index (US = 100)*
Jul-21	\$2.1B	109
Aug-21	\$1.9B	110
Sep-21	\$1.9B	112
Oct-21	\$2.0B	109
Nov-21	\$1.8B	105
Dec-21	\$2.1B	113
Jan-22	\$1.8B	109
Feb-22	\$1.9B	109
Mar-22	\$2.1B	105
Apr-22	\$2.1B	99
May-22	\$2.1B	101
Jun-22	\$2.2B	103

## Travel Spending (% change vs 2019)

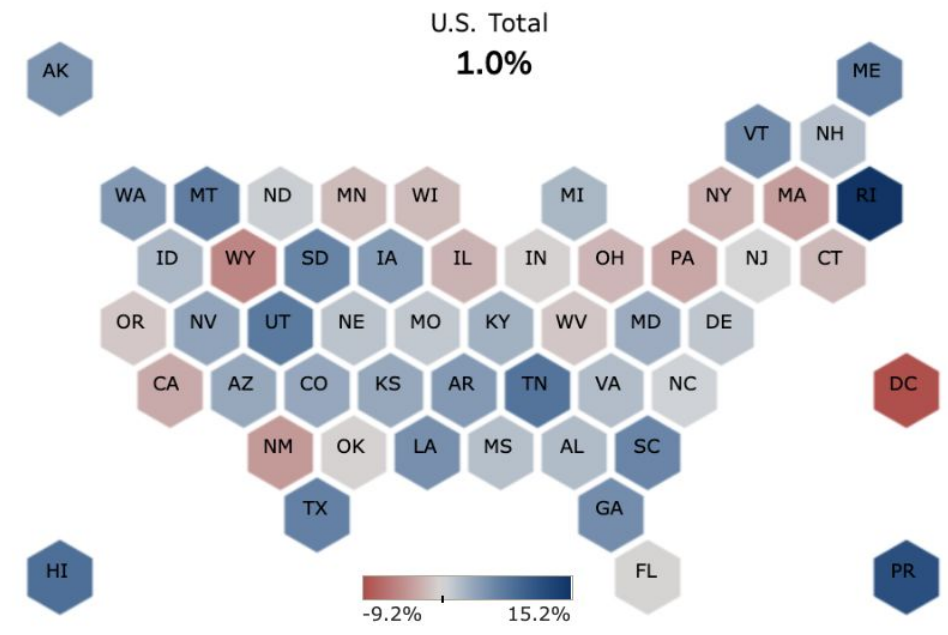
Colorado vs U.S. total



## Travel Spending by State

June, 2022, % change vs. 2019

Travel Spending



Source: Tourism Economics (Travel Spending)  
 \* Market growth index indicates whether a state is performing better or worse than the national average relative to its pre-pandemic benchmark.



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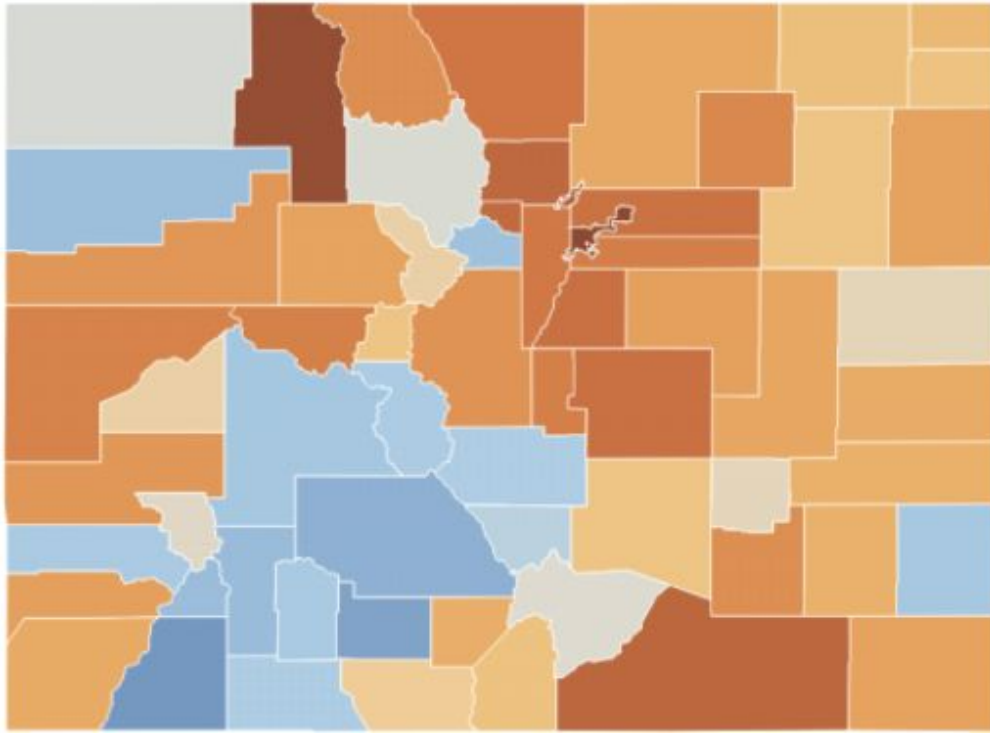
# COVID Industry Recovery Updates



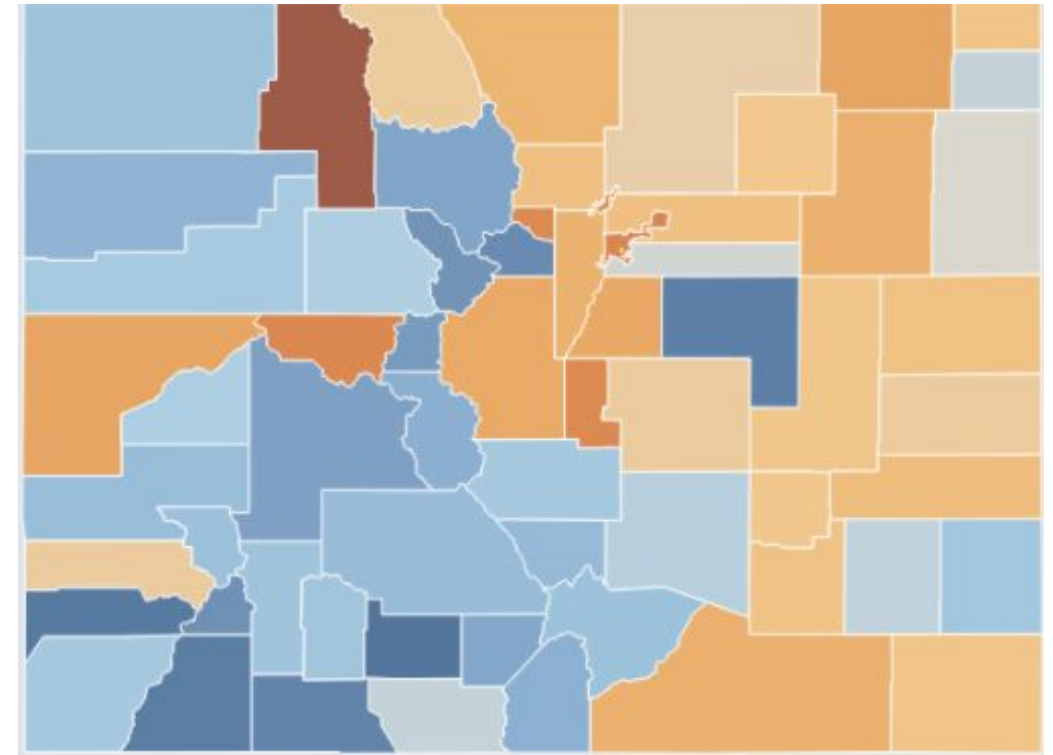


# Change In Visitor Spending

2019-2020 % Change



2019-2021 % Change



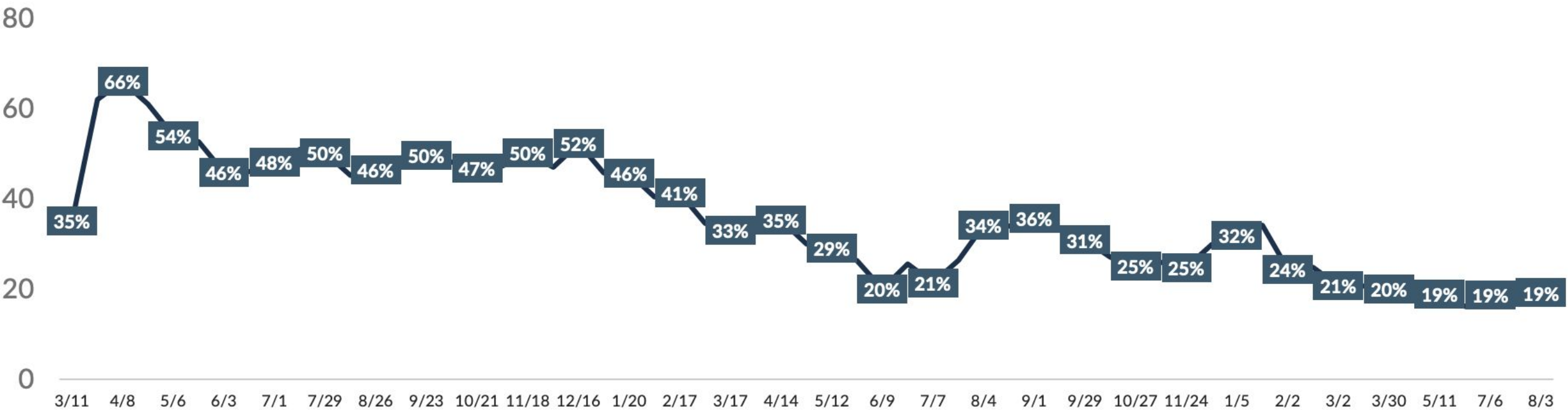
**Change in Visitor Spending**  
-56.4% 28.8%

**Color Legend**  
-53.0% 49.4%



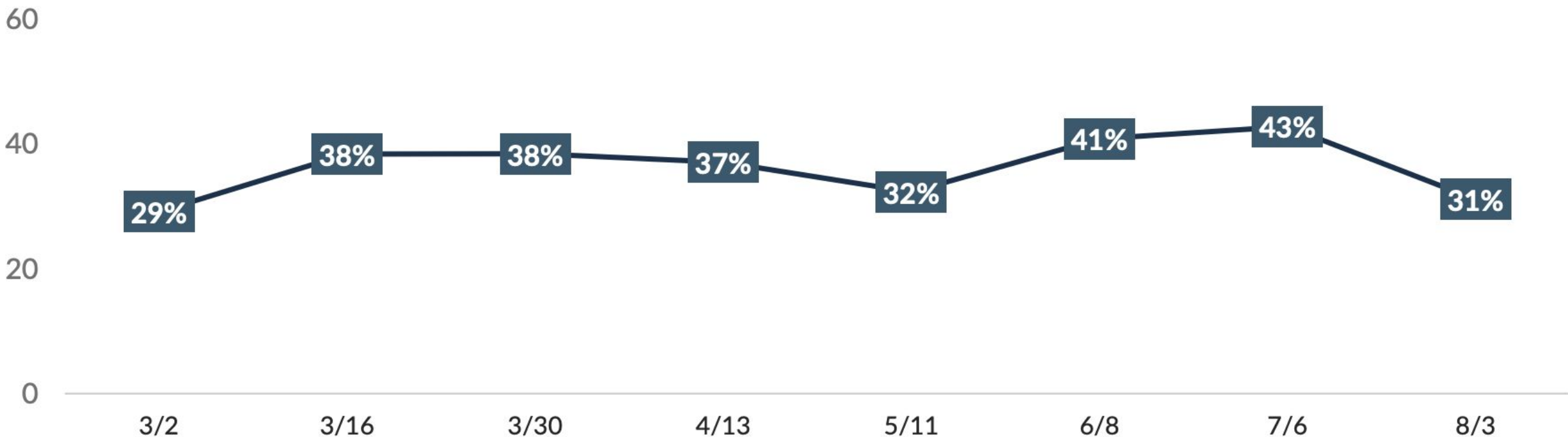
# IMPACT ON TRAVEL PLANS

## Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



# IMPACT ON TRAVEL PLANS

## Indicated that Rising Gas Prices Would Greatly Impact their Decision to Travel in the Next Six Months







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# CTO's Destination Stewardship Department



# The Evolution of DMOs



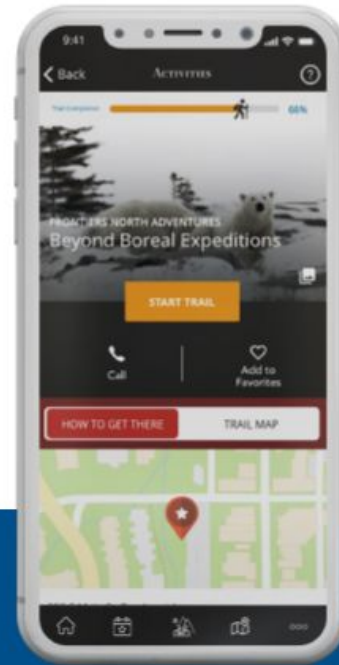
# New Technologies



Outdoor Kiosks



Portable Kiosks  
& Photobooth



Interactive Trails  
*Bandwango*



Digital Brochure



— To Steward Is To Care





# Our Destination Stewardship Work

A holistic approach that seeks to find harmony between quality of life for residents and a strong visitor economy while protecting our cultural and natural resources

## STRATEGIC PRIORITIES



## FOCUS AREAS



## SAMPLE OF PROGRAMS



# Collaboration is Key

Lead - Partner - Advocate Framework

## LEAD

DMO will be responsible and accountable for the initiative

## PARTNER

DMO will support the pursuit of the stakeholders' goals

## ADVOCATE

DMO will work with, for and through others to achieve a desired outcome



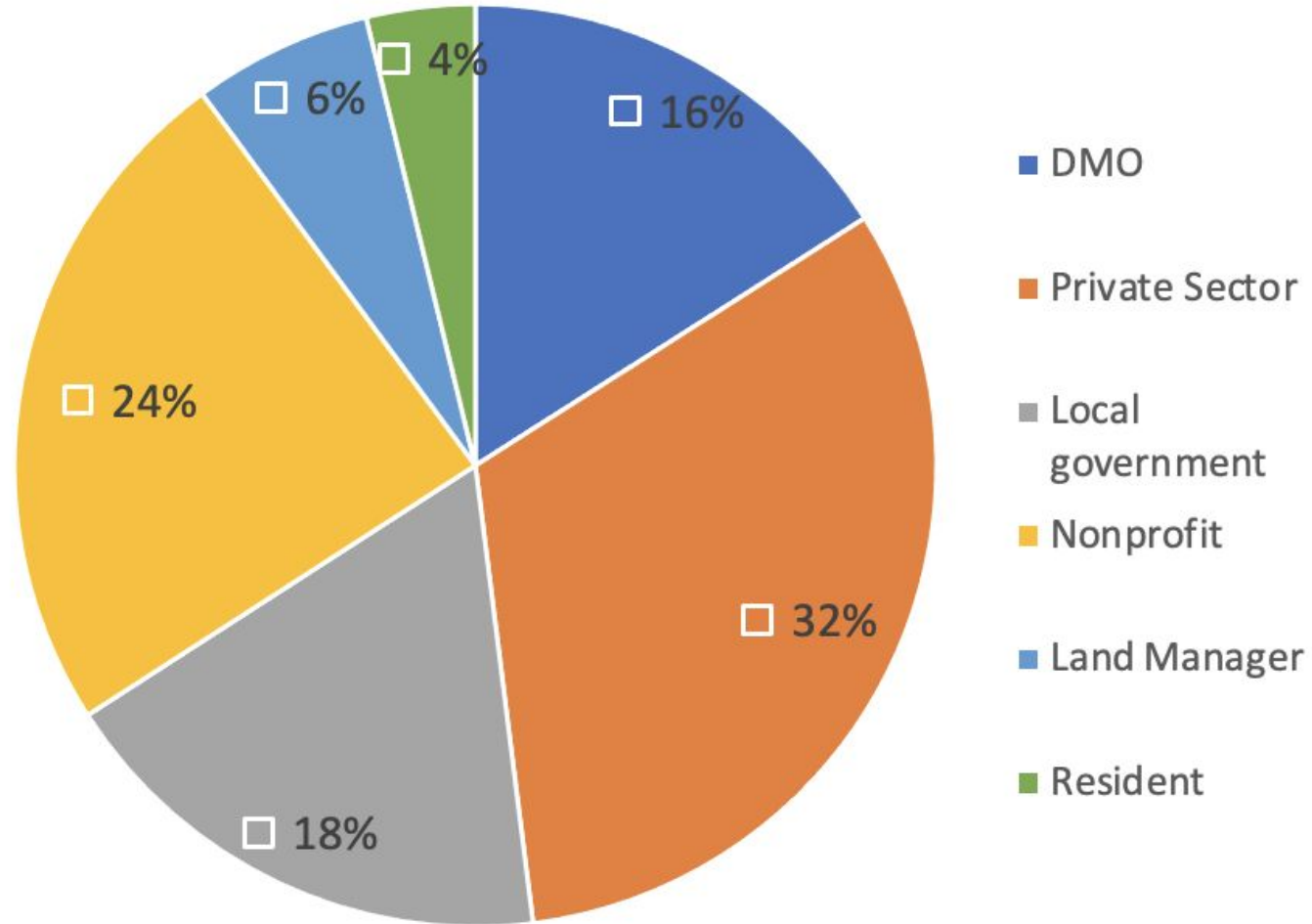
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# Industry Recovery Programming

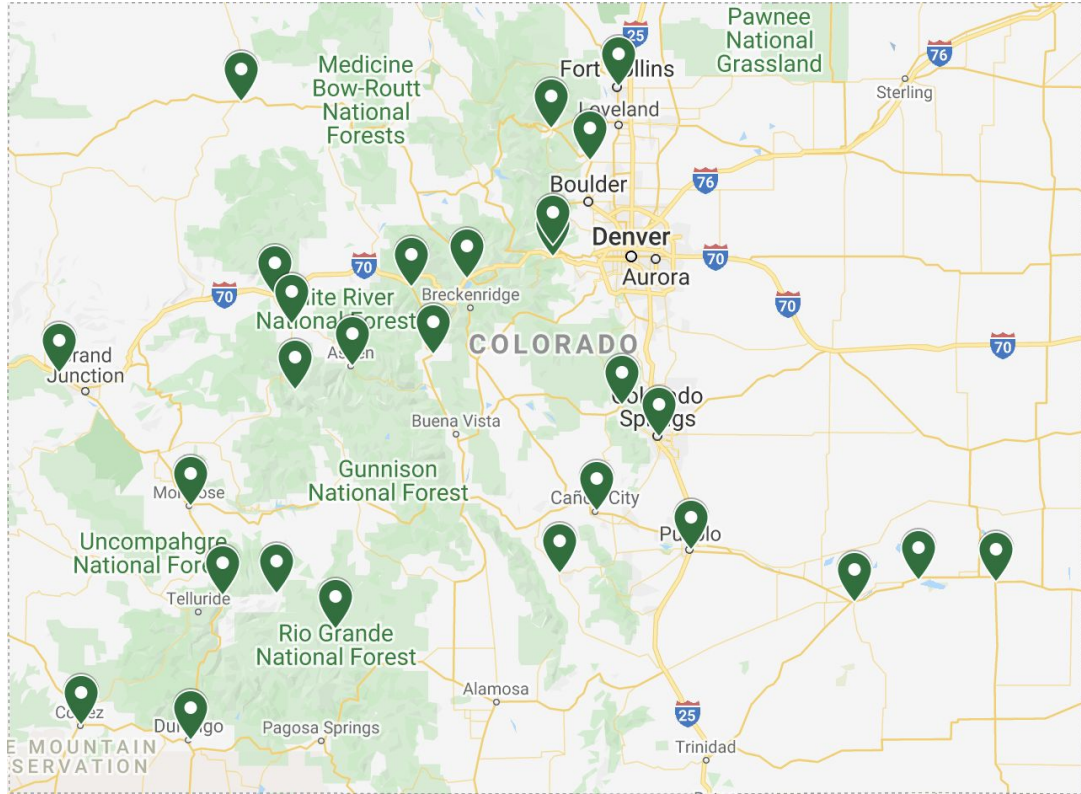
A skier in a purple jacket and helmet is shown in action, descending a snowy slope. The skier is wearing a purple jacket with white accents, dark pants, and a white helmet with purple goggles. They are leaning forward, carving a turn in the snow. In the background, a ski lift gondola is visible, suspended from cables that stretch across the sky. The landscape is filled with snow-covered evergreen trees, and the sky is overcast with grey clouds. The overall scene conveys a sense of winter sports and outdoor recreation.



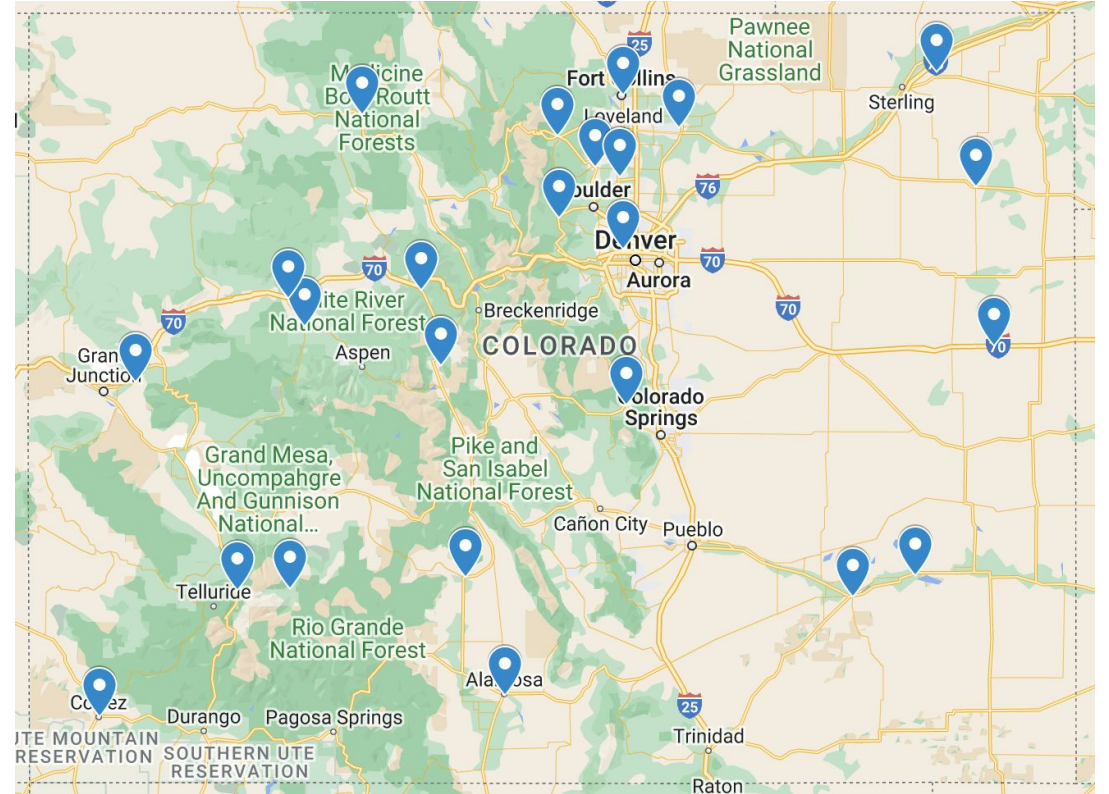
# 525 Tourism Stakeholders Engaged



# Restart



# Reimagine



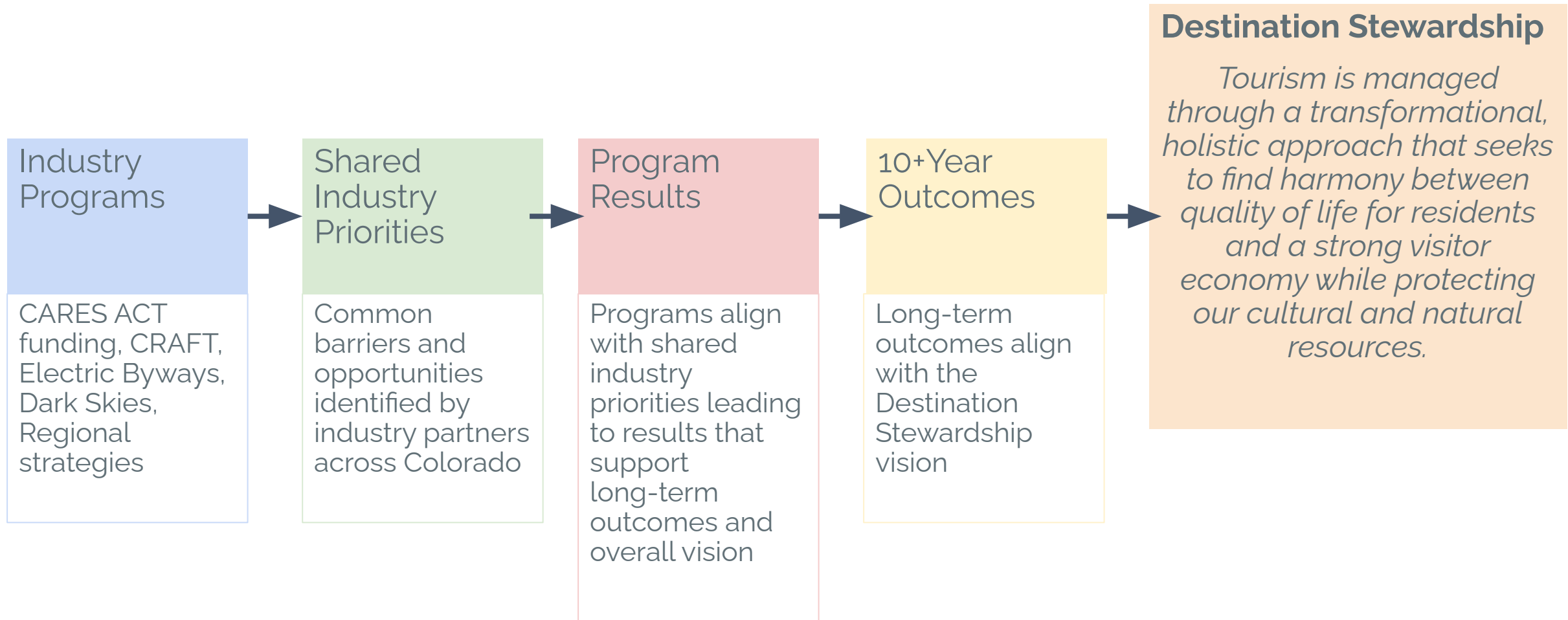


# Shared Industry Priorities

1. Advance tourism workforce
2. Advance off-peak tourism opportunities
3. Champion the value of tourism
4. Develop and enhance visitor experience
5. Encourage responsible and respectful use
6. Foster inclusive travel opportunities
7. Promote local businesses and experiences



# Working Towards the Vision





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# The Value of Tourism





# The Opportunity of Tourism

- Investments in local tourism are more important than ever before
- We are leaders in communications that enhance sense of place and establish expectations with visitors and residents
- We have an increasing opportunity to collaborate with local organizations to share resources and implement projects that enhance local quality of life







THANK YOU



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