

COLORADO TOURISM

at a glance

\$22.3 BILLION

traveler spending



\$1.37 BILLION

state & local taxes

Campaign ROI

TOP 10%

in the U.S.

174,400

JOBS

TOP 5

DREAM DESTINATION

8 NEW TRAVEL REGIONS



\$721,000+
IN GRANTS
for 39 Counties

SOCIAL AUDIENCE:

1.23 MILLION



1 MILLION

visitors at 10 Colorado Welcome Centers

450,000 ANNUAL

Vacation Guides distributed



1,049,000

INTERNATIONAL VISITORS

4.5 MILLION

engagements

A top-performing state website in U.S.



10.8 MILLION

visitors to COLORADO.com



\$128.1

MILLION

PR ad value

150+

Colorado Field Guide itineraries

COME TO LIFE  COLORADO™

INDUSTRY.COLORADO.COM

*Most recent numbers as of July 2019