

# COLORADO TOURISM

at a glance

**\$24.2 BILLION**

traveler spending



**\$1.5 BILLION**

state & local taxes

Campaign ROI

**TOP 10%**

in the U.S.

**181,200**

JOBS

**TOP 2**

DREAM DESTINATION

**8 NEW TRAVEL REGIONS**



**\$683,729+**  
IN GRANTS  
for 27 Counties

SOCIAL AUDIENCE:

**1.19 MILLION**



**696,659\*** visitors at 10 Colorado Welcome Centers

**450,000 ANNUAL**  
Vacation Guides



**1,053,336**   
INTERNATIONAL VISITORS

**2.4 MILLION**

engagements\*

A top-performing state website in U.S.



**10.1 MILLION**  
visitors to COLORADO.com



**1.2 BILLION**  
impressions and  
**\$12.3 MILLION**  
in advertising equivalency\*

MORE THAN  
**190**  
Colo-Road Trip Itineraries

COME TO LIFE  COLORADO™

INDUSTRY.COLORADO.COM

\*Asterisk indicates Fiscal Year 2020 outcomes.

All other data points reflect 2019 outcomes.

Please note COVID-19 containment affected FY20 outcomes.