

# TIAC

Tourism Industry Association of Colorado

TIAC is a non-profit coalition of Colorado tourism related organizations and associations uniting diverse segments of the industry into one unified voice. TIAC supports the sustainability of a competitive marketplace for the tourism industry in Colorado through statewide tourism funding and Colorado marketing initiatives. TIAC supports a viable and sustainable workforce in Colorado to include employment, housing, wages, transportation and education.

## TOURISM An Economic Generator



### JOBS

174,400 supported by tourism



### DIRECT SPENDING

\$22.3 billion spent by travelers



### TOURISM RELATED EARNINGS

\$6.8 billion



### TAX REVENUE

\$1.37 billion generated by travelers, with 61% going to local governments

## Viable and Sustainable COLORADO WORKFORCE



### EMPLOYMENT

VISAs, Labor Force, Training



### HOUSING

Affordability, Availability, Quality



**WAGES** Minimum Wage, Benefits



### TRANSPORTATION

I-70, Congestion, Alternative Modes, Peak vs. Off-Peak

## Statewide Tourism Funding IT WORKS!



### COME TO LIFE

The Colorado Tourism Office (CTO) marketing campaign ranked in the top 10% for ROI, generating \$479 from travelers for each \$1 spent



### INTERNATIONAL

Topped 1 million visitors for the first time in 2018



### RURAL COLORADO

CTO promotes less-visited destinations, spreading tourism dollars across the entire state

Only state with dedicated fund supporting agritourism in rural Colorado



### MATCHING GRANTS

CTO awards \$700,000+ for marketing projects, impacting 39 counties statewide



### SUSTAINABLE TOURISM

Travelers chose CO as the top-ranked destination for protecting and preserving its natural resources

CTO's official partnership with Leave No Trace encourages visitors to be active stewards of CO's precious resources