



**AGENDA**  
**for the Tourism Advisory Board**  
**of the Town of Palisade, Colorado**  
**341 W 7<sup>th</sup> Street (Palisade Civic Center)**



**November 10, 2022**

**9:00 am Monthly Meeting**

**<https://us06web.zoom.us/j/96182810397>**

- I. REGULAR MEETING CALLED TO ORDER AT 9:00 am**
- II. ROLL CALL**
- III. AGENDA ADOPTION**
- IV. APPROVAL OF MINUTES, August 11, 2022, Special Meeting September 8, 2022, Special Meeting October 27, 2022**
- V. FINANCIAL YTD UPDATE**
- VI. INTRODUCTION ANDREA KUSKIE, MILES PARTNERSHIP**
  - A. Opportunities with CTO**
- VII. ADVERTISING UPDATE: Ryan and Melita**
  - A. Update on Marketing Strategy**
  - B. Discuss 2023 Campaign**
- VIII. OLD BUSINESS**
  - A. Summary of Workshop for CTO Reimagine Grant**
  - B. Update on Lodging Tax ballot**
- IX. NEW BUSINESS**
  - A. New date for Joint meeting with Trustee Board**
- X. BOARD DISCUSSION– Topics not on agenda**
- XI. PUBLIC COMMENT**
- XII. ORGANIZATION UPDATES (Please keep comments to 3 minutes)**
- XIII. ADJOURNMENT**

**[Next Meeting Thursday, December 8, 2022, 9:00 am – 11:00 am](#)**



**MINUTES OF THE REGULAR MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
August 11, 2022**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:08 am by Vice Chair Ryan Robinson with members present: Jeff Hanle, Jeff Snook, Ashley McGee, and Trustee Turner. Present on Zoom were Jean Tally, Cassidee Shull, and Tim Wenger. Absent were Chamber Director Jessica Burford, Chair Juliann Adams, and Rondo Buecheler. A quorum was declared. Also in attendance via Zoom were Town Clerk Keli Frasier, Finance Director Travis Boyd, and Melita Pawlowski with Slate Communications Marketing.

**APPROVAL OF AGENDA**

***Motion #1*** by J. Snook, seconded by J. Hanle, to approve the Agenda as presented.

A voice vote was requested  
Motion carried unanimously

**APPROVAL OF MINUTES**

***Motion #2*** by C. Shull, seconded by J. Snook, to approve the Minutes of July 14, 2022, as presented.

A voice vote was requested  
Motion carried unanimously

**INTRODUCTION OF MIMI MATHER**

Ms. Mather announced that Palisade and Fruita were awarded Reimagine Destination grant and described future grant opportunities.

***Motion #3*** by C. Shull, seconded by R. Robinson, to move forward with applying for a no-match EDA State Outdoor Recreation Grant.

A voice vote was requested  
Motion carried unanimously

**FINANCIAL YTD UPDATE**

Finance Director Travis Boyd gave a brief financial update.

**ADVERTISING UPDATE**

**Update on Marketing Strategy**

M. Paelowski with Slate Communications conducted a detailed discussion regarding the *Visit Palisade* website. They reviewed a summary of the analytics of the website and newsletter, and social media.

**Status of Website Corrections**

M. Paelowski with Slate Communications stated the online form is working better than predicted.

**OLD BUSINESS**

**Workshop for CTO grant Tuesday, October 18, 2022, 9 am to 4 pm, Location TBD**

Vice-Chair Robinson stated that we're still looking for a place to hold the workshop.

**Update on postcards**

C. Shull stated that new postcards have been dropped off at Town Hall to receive stamps.

**Update on Zoom waiver for TAB meetings**

Town Clerk Frasier explained that TAB has the authority to set rules and regulations for their meetings and that the Board of Trustees will review the policy at an upcoming meeting.

**Update on Lodging Tax ballot for November**

*The consensus* of the Board is to move forward with setting a work session with the Board of Trustees to discuss a special election.

**NEW BUSINESS**

**New date for Joint meeting with Trustee Board**

Town Clerk Frasier stated she would discuss setting a work session with the Board of Trustees with the Town Manager and Mayor.

**PUBLIC COMMENT**

None was offered.

**ORGANIZATIONAL UPDATES**

Board members gave brief updates on their organizations and businesses.

**ADJOURNMENT**

**Motion #4** by Trustee Turner, seconded by A. McGee, to adjourn the meeting at 10:35 am.

A voice vote was requested.

Motion carried unanimously.

X

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Ryan Robinson  
TAB Vice Chairperson

X

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Keli Frasier  
Town Clerk



**MINUTES OF THE SPECIAL MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
September 1, 2022**

The special meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:04 am by Chair Juliann Adams with members present: Jean Tally, Cassidee Shull, Jeff Snook, Tim Wenger, Ashley McGee, Jessica Burford, and Trustee Ellen Turner. Absent were Vice Chair Ryan Robinson, Jeff Hanle, and Rondo Buecheler. A quorum was declared. Also in attendance were Town Clerk Keli Frasier, Town Manager Janet Hawkinson, Finance Director Travis Boyd, and Melita Pawlowski with Slate Communications Marketing.

**APPROVAL OF AGENDA**

***Motion #1*** by J. Tally, seconded by Trustee Turner, to approve the Agenda as presented.

A voice vote was requested  
Motion carried unanimously

**NEW BUSINESS**

**Discussion On Ballot Language For The Lodging Fee Increase To Be Placed On the November 8, 2022, Special Election Ballot**

***Motion #2*** by C. Shull to advise the Board of Trustees to set the ballot language to increase the Lodging fee to \$6.00 per rented room per night, with \$2.00 of the fee being earmarked for public safety.  
*There was no second, Motion failed.*

***Motion #3*** by C. Shull, seconded by J. Burford to advise the Board of Trustees to set the ballot language to increase the Lodging fee to \$5.00 per rented room per night, with \$1.00 of the fee being earmarked for public safety.  
*C. Shull rescinded the motion.*

***Motion #4*** by C. Shull to advise the Board of Trustees to set the ballot language to increase the Lodging fee to \$6.00 per rented room per night, with \$2.00 of the fee being earmarked for public safety.

A roll call vote was requested.

**Yes:** Chair J. Adams, C. Shull, J. Snook, A. McGee, T. Wenger, J. Burford, Trustee Turner

**No:** J. Tally

**Absent:** Vice Chair R. Robinson, J. Hanle, R. Buecheler

Motion carried.



**ADJOURNMENT**

***Motion #5*** by Trustee Turner, seconded by J. Snook, to adjourn the meeting at 10:02 am.

A voice vote was requested.  
Motion carried unanimously.

X

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Ryan Robinson  
TAB Vice Chairperson

X

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Keli Frasier  
Town Clerk



**MINUTES OF THE SPECIAL MEETING OF THE  
PALISADE TOURISM ADVISORY BOARD  
October 13, 2022**

The regular meeting of the Tourism Advisory Board for the Town of Palisade was called to order at 9:25 am by Chair Juliann Adams, with members present: Cassidee Shull, Jeff Hanle, Rondo Buecheler, and Vice Chair Ryan Robinson. Absent were Jean Tally, Jeff Snook, Tim Wenger, Ashley McGee, Jessica Burford, and Trustee Ellen Turner. Also in attendance were Town Clerk Keli Frasier, Finance Director Travis Boyd, and Ryan Burke & Melita Pawlowski with Slate Communications Marketing. **A quorum was not declared, and no official meeting was held.**

Finance Director Travis Boyd gave a brief update on financials, Melita Pawlowski with Slate Communications Marketing gave an update on quarterly reports and social media, and Chair Adams reminded the attendees of the CTO grant meeting on Tuesday, October 18, 2022.

X

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Juliann Adams  
Tourism Advisory Board Chairperson

X

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Keli Frasier  
Town Clerk

# PALISADE 2023 ANNUAL WORKPLAN

	MONTH
	<b>COSTS &amp; LABOR</b>
<b>SOCIAL MEDIA &amp; ONLINE CONTENT</b>	<b>\$6,000</b>
Social media post creation	
Blog writing	
Email newsletters	
<b>ADVERTISING MANAGEMENT, CONTENT &amp; DESIGN</b>	<b>\$3,000</b>
Coordination with advertising platforms	
Content creation	
Design of ads	
<b>ADVERTISING BUYS</b>	<b>\$13,500</b>
Digital Advertising	
CTO	
Print	
Social Media	
<b>WEBSITE REDESIGN, PROGRAMMING, HOSTING</b>	<b>\$17,000</b>
Site map creation	
Navigation language	
Homepage design	
Interior page design	
Programming website	
Transfer of content	
Monthly security updates	
ADA compliance subscription	
<b>VIDEO/PHOTOGRAPHY</b>	<b>\$4,000</b>

# PALISADE 2023 ANNUAL WORKPLAN

	MONTH
Telling local stories	
Documentation of local amenities and activities	
<b>PARTNERSHIP COORDINATION</b>	<b>\$1,500</b>
Meet with Chamber	
Partner with Fruita	
Expand with Colorado National Monument National Park (promote Palisade and Colorado National Monument as a package)	
Work with Visitors Center to distribute brochures	
Expand work with Cameo	
	<b>\$45,000</b>

# The Economic Impact of Travel

## Colorado

2021p  
State, Regional, & County Impacts

June 2022

**PREPARED FOR**  
Colorado Tourism Office



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# The Economic Impact of Travel in Colorado

2021p

State, Regional, & County Impacts

Colorado Tourism Office

6/29/2022

## **PRIMARY RESEARCH CONDUCTED BY**

Dean Runyan Associates  
811 SW 11th Avenue Suite 920  
Portland, Oregon 97205

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# Introduction

## Introduction

### Purpose of the Report

This report was commissioned by the Colorado Office of Tourism to assess the economic impact of travel to the state of Colorado. The travel industry represents an important component of Colorado's state economy. Spending associated with travel in Colorado generates earnings, employment and taxes throughout the state. Many counties in Colorado contain attractive travel destinations and count the travel industry as a primary economic industry in their area. This report describes the economic activity associated with travel throughout the state, detailing important trends within the industry.

### How to Use the Report

This report brings together data collected from many sources, both public and private, that are relevant to the measurement of travel throughout Colorado. Our analysis synthesizes the data and generates estimates for the impact of travel to counties in the state. We encourage the reader of this report to use the table of contents to navigate to the section of the report that is relevant to their concerns and to reach out to Dean Runyan Associates with any questions on further detail or clarification.

### 2021 Considerations

It should be noted that these measures of economic activity declined at unprecedented rates during 2020 and in 2021 increased at unprecedented rates.

Starting in 2021, we are including an estimate for short term vacation rentals, as the COVID-19 pandemic accelerated STVR popularity as an alternative overnight option.

The label for "Hotel, Motel, STR" in prior reports has been updated to "Hotel, Motel, STVR" to reduce confusion between the intended use describing short term vacation rentals and STR LLC, a provider of hotel industry statistics.

Day travel impacts has been added to the county estimates.



**Spending, Employment, Earnings, and Taxes** are the key metrics to measure the economic impacts of travel.

### What are travel impacts?

**Travel impacts** measure the economic activity associated with the activity of travel within a region. As travel is a broad activity that encompasses many other activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make estimates for each of the composite elements of travel in order to arrive at a total number. Reporting on travel impacts allows decision-makers to benchmark the travel industry against other local industries, gain insight on the makeup of traveler activity in their region, and communicate clearly to stakeholders the relevance of the traveler economy to their region.



# National Impacts

2021p

# National / Summary

## U.S. Travel Impacts 2021 Preliminary

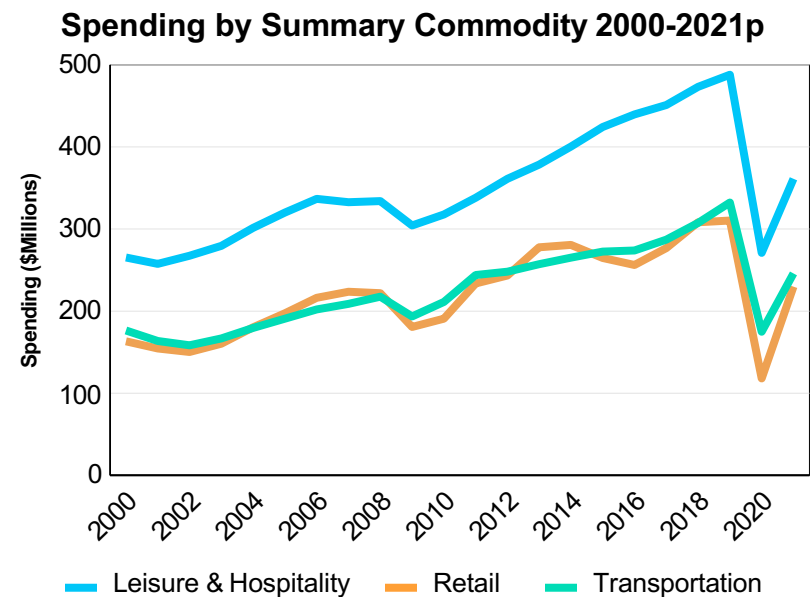
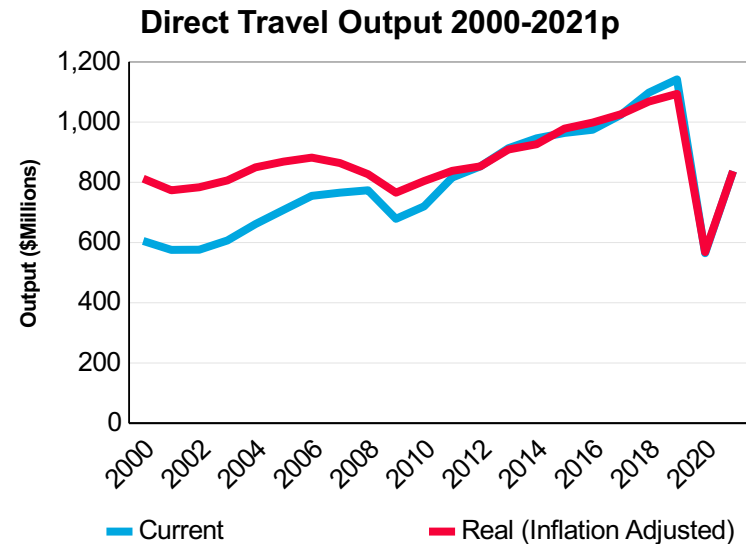
The COVID-19 pandemic brought economic disruption to almost all sectors of the U.S. economy in 2020, but few industries were as hard hit as travel. The combination of economic instability and health and safety measures in the U.S. led to a large reduction in the demand for such services. Total travel output decreased by 48% (-\$525B) in 2020, as compared to 2019 levels. In 2021 travel activity continued the recovery started in mid-late 2020, by the end of 2021 travel output increased approximately 48% (+\$268B) compared to 2020 levels. An additional \$256 billion is needed to reach 2019 levels of travel output.

At the time of this report, the Bureau of Economic Analysis (BEA) Tourism Satellite Account covered travel activity through 2020; all 2021 estimates have been made by Dean Runyan Associates.

Direct travel output by resident and foreign visitors was \$837 billion in 2021 in current dollars. This represents a 48% increase over 2020. When adjusted for inflation (real dollars), spending increased by 47% from 2020 to 2021.

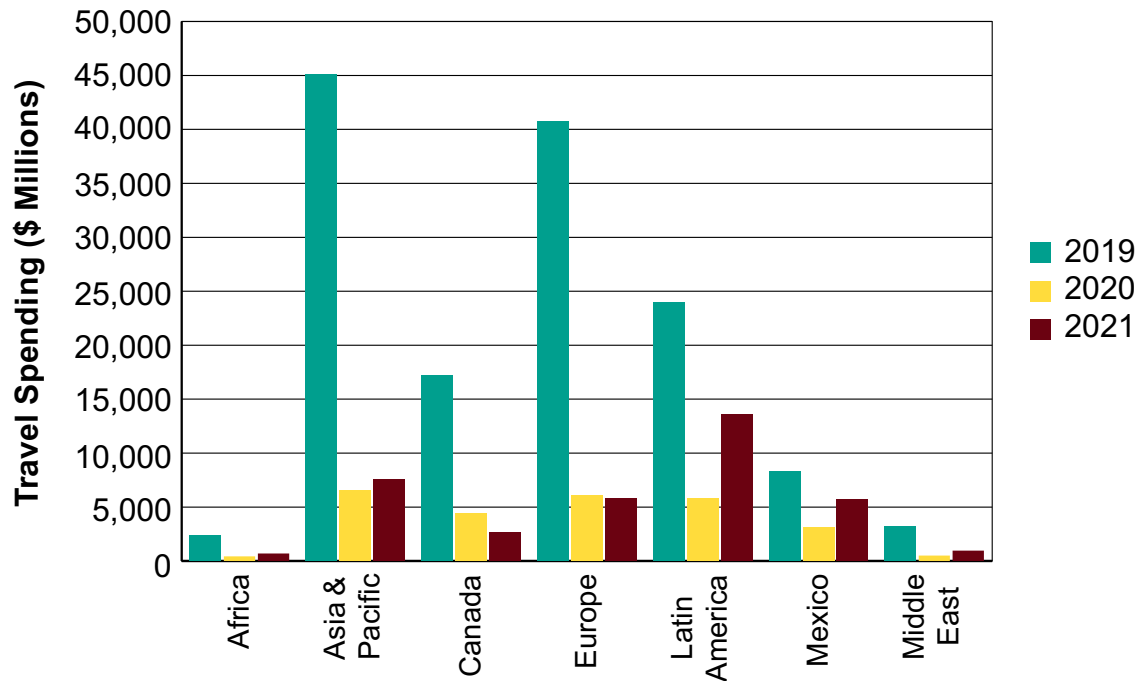
Leisure & Hospitality, as a share of total spending, decreased to 43%, compared to 48% in 2020. The overall shift in total spending was influenced by the return to air travel, and price increases for gasoline.

The U.S. travel industry **expanded 48% (\$268B) in 2021**, after losing a combined \$525 billion in 2020.



# National / Summary

## International Spending 2021p



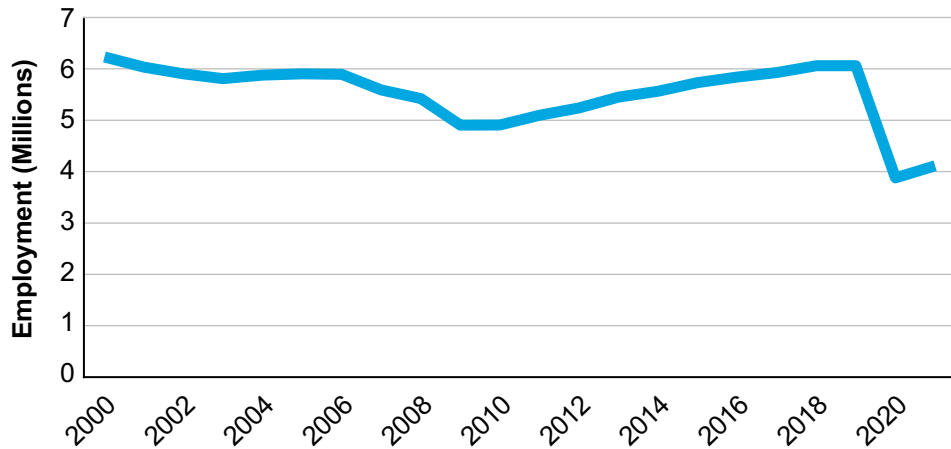
While international spending is up 38% relative to 2020, most regions are still lagging compared to 2019 levels of travel activity. International markets are slow to recover, as COVID-19 restrictions were still prevalent throughout much of the globe in 2021.

**Sources:** Dean Runyan Associates, Bureau of Economic Analysis

Note: Travel restrictions generally took effect in March 2020, with January and February 2020 showing relatively normal travel patterns.

# National / Summary

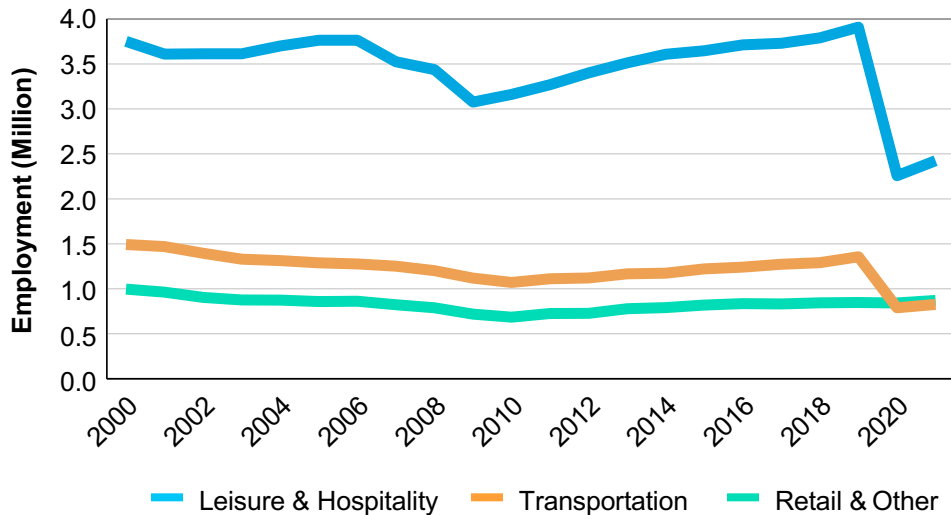
## U.S. Travel Industry Direct Employment



National employment in the travel industry recovered 230,000 jobs in 2021, an increase of 7% over 2020. In 2020, travel industry employment decreased by 2.2 million jobs (-36% YOY).

Sources: Bureau of Economic Analysis, Dean Runyan Associates

## U.S. Travel Industry Employment by Sector



Leisure and hospitality grew 7.4% in 2021 a gain of 166,000 jobs.

Sources: Bureau of Economic Analysis, Dean Runyan Associates



# State Impacts

2021p



# Colorado / Summary

## Travel Impacts 2021



### 41.8% Increase in Travel Spending

Travel spending in Colorado grew from \$15.4 billion in 2020 to \$21.9 billion in 2021, an increase of 41.8%



### 14,800 Jobs Gained

Direct travel-generated employment grew from 147,000 to 161,000, a gain of approximately 14,800 jobs, and a 10.1% increase in employment compared to 2020.



### 12.3% Growth in Travel Earnings

Direct travel-generated earnings grew from \$6.6 billion to \$7.4 billion, a gain of approximately \$800 million, and an increase of 12.3% compared to 2020.



### 40.1% Increase in Tax Revenue

State and local tax revenue grew from a combined total of \$1.0 billion in 2020 to \$1.4 billion in 2021, an increase of 40.1% compared to 2020. Travel-generated state and local tax revenue generated approximately \$670 per Colorado household in 2021.

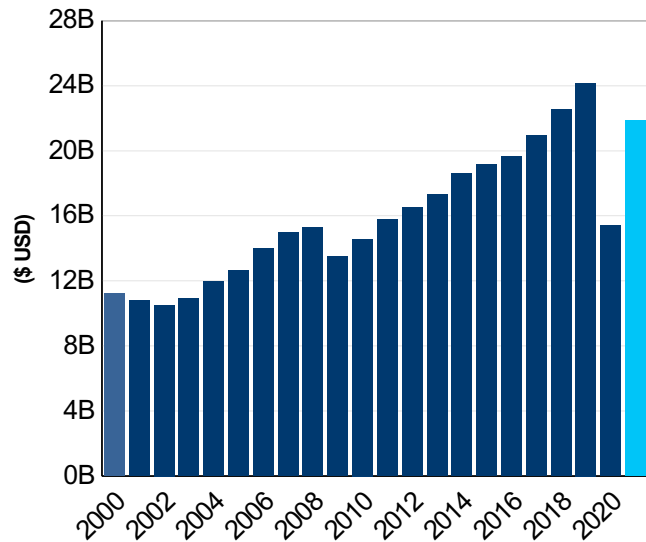
Note: These estimates for Colorado are subject to revision when more complete or additional data becomes available.



# Colorado / Spending

## Direct Travel Spending

Direct travel spending increased by \$6.5 billion in 2021.

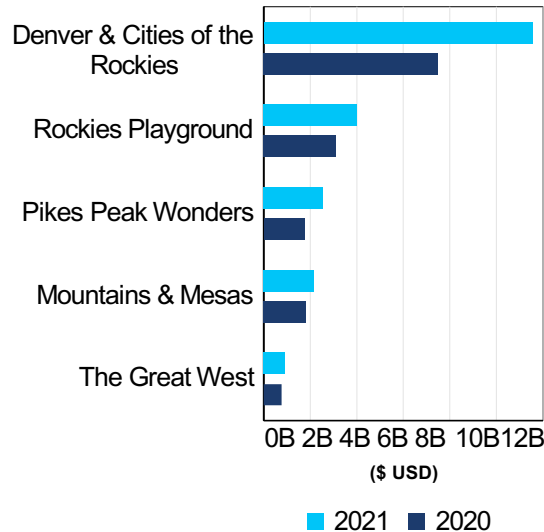


Travel spending in Colorado grew from \$15.4 billion in 2020 to 21.9 billion in 2021, a 41.8% increase from the prior year.

From 2012-2021, Colorado travel spending grew at an average annual rate of 2.8%.



Direct travel spending increases in top 5 regions.



All 5 of the travel regions that generate the highest travel spending in Colorado grew in 2021. The growth rate of the top 5 regions was 41.9%, compared to a growth rate of 41.8% for the state as a whole. Visitors spent approximately \$11.6 billion in the Denver & Cities of the Rockies region alone in 2021, 54.5% of the state total.



$$\text{Destination} + \text{Other Travel} = \text{Direct Travel Spending}$$

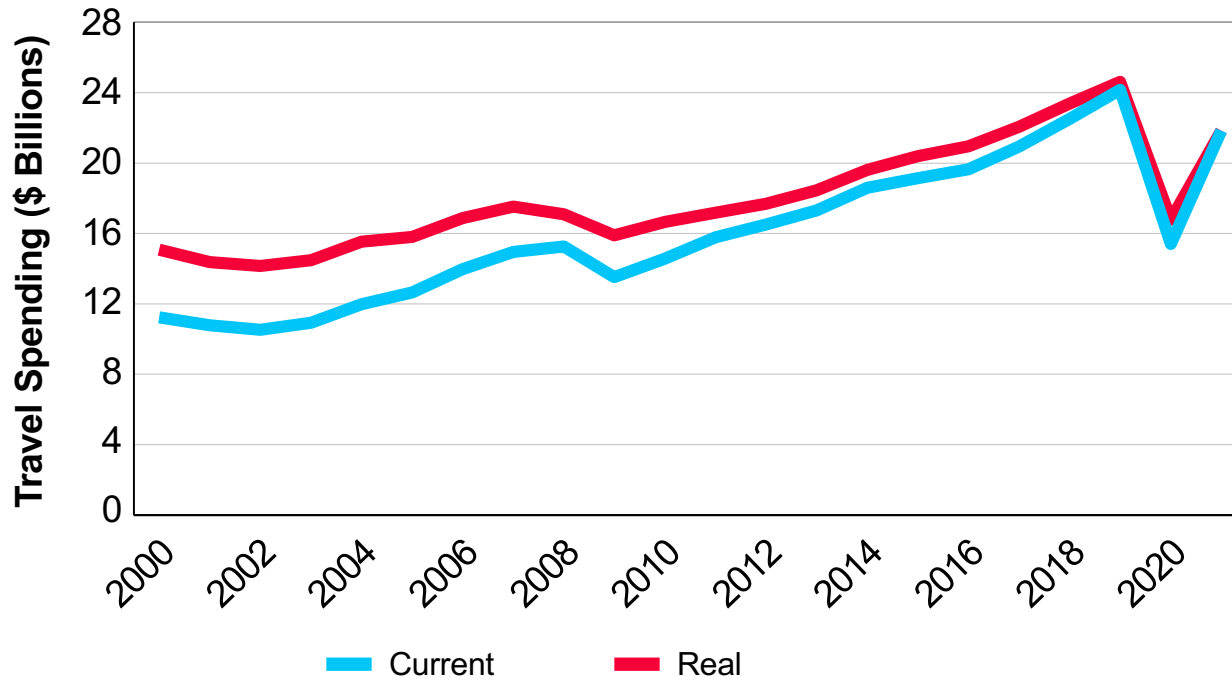
### What is direct travel spending?

**Direct travel spending** includes both destination spending and other spending. **Destination spending** refers to all spending on goods and services by visitors at the destination. **Other travel spending** refers to expenditures at travel arrangement companies located in Colorado, convention and trade show operations, and spending on air by residents to leave the state for travel elsewhere. These expenditures directly support the travel industry in Colorado but are not considered visitor spending in our methodology.



# Colorado / Spending

## Direct Spending / Real and Current Dollars



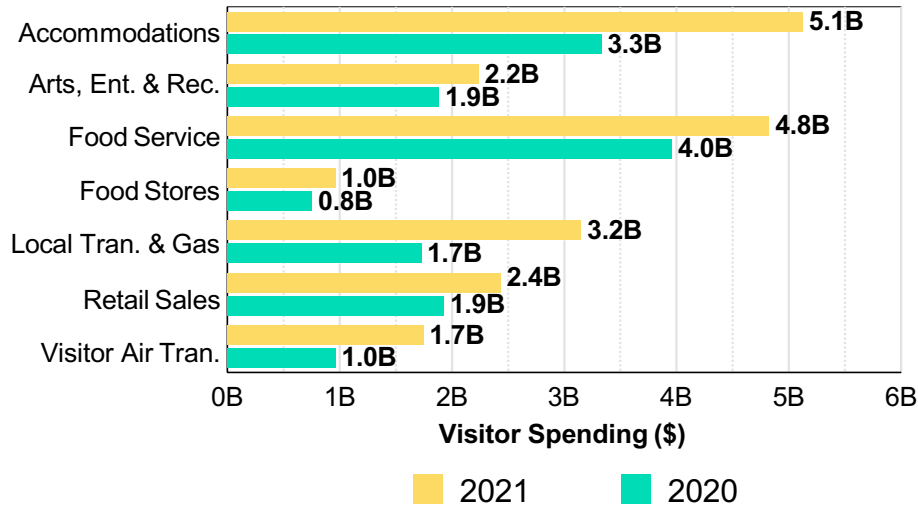
Colorado travel spending increased from \$15.4 billion in 2020 to \$21.9 billion in 2021, an increase of 41.8% in current dollars. Adjusted for inflation the real dollar increase in travel spending was 30.2%.

Sources: Dean Runyan Associates, Bureau of Labor Statistics CPI



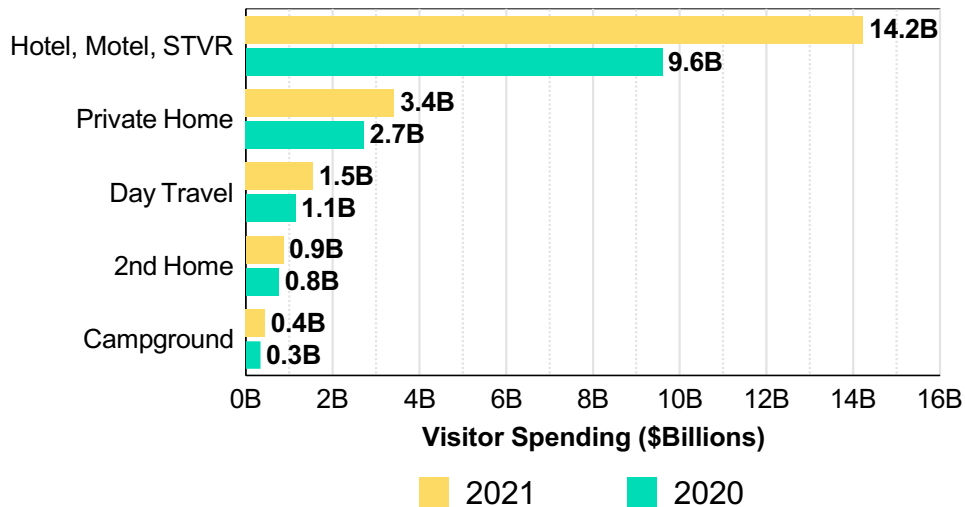
# Colorado / Spending

## Visitor Spending by Commodity Purchased



The largest increase occurred in Accommodations -- \$1.8 billion was gained in 2021 compared to 2020, an increase of 53.8%.

## Visitor Spending by Accommodation Type



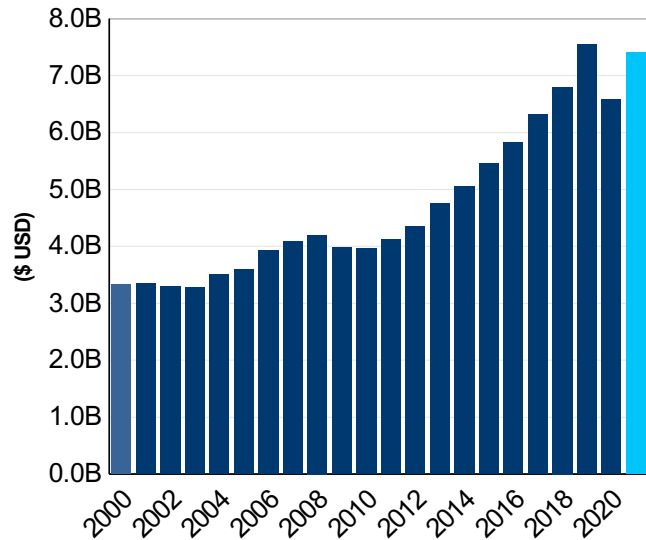
Visitors who stayed in a Hotel, Motel, or STVR spent \$14.2 billion in 2021, an increase of 48.2%.

**Sources:** Dean Runyan Associates, Omnitrak Group, Energy Information Administration, Bureau of Labor Statistics CPI, STR LLC. Percent change calculated on unrounded figures.

# Colorado / Earnings

## Direct Travel-Generated Earnings

Direct travel-generated earnings increased by \$800 million in 2021.

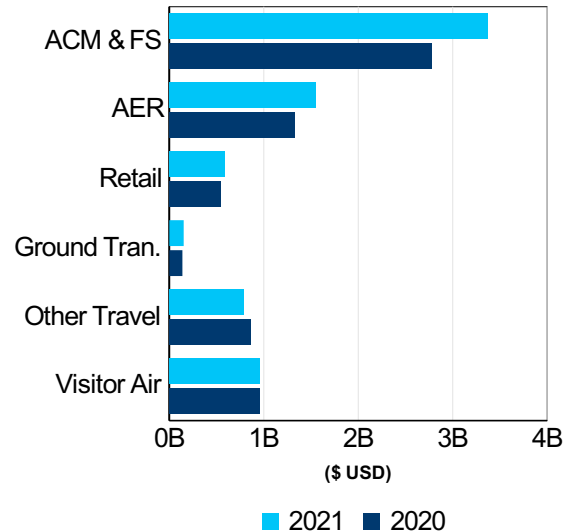


Direct travel-generated earnings grew from \$6.6 billion to \$7.4 billion in 2021, an increase of 12.3% from the prior year.

From 2012-2021, Colorado direct travel-generated earnings grew at an average annual rate of 5.4%.



Component sectors of the travel industry show mixed growth.



Accommodation & Food Services (ACM & FS)  
Arts, Entertainment, Recreation (AER)

Accommodation & Food Services (ACM & FS) grew at the fastest rate (21.5%) of the primary sectors that make up the travel industry. Other Travel, which includes resident air travel and travel agencies declined (-8.1%).



$$\begin{aligned}
 &(\text{Revenue} - \text{Cost of Goods Sold} - \\
 &\text{Expenses} - \text{Sales Tax}) \\
 &= \\
 &\text{Earnings}
 \end{aligned}$$

### What are direct travel-generated earnings?

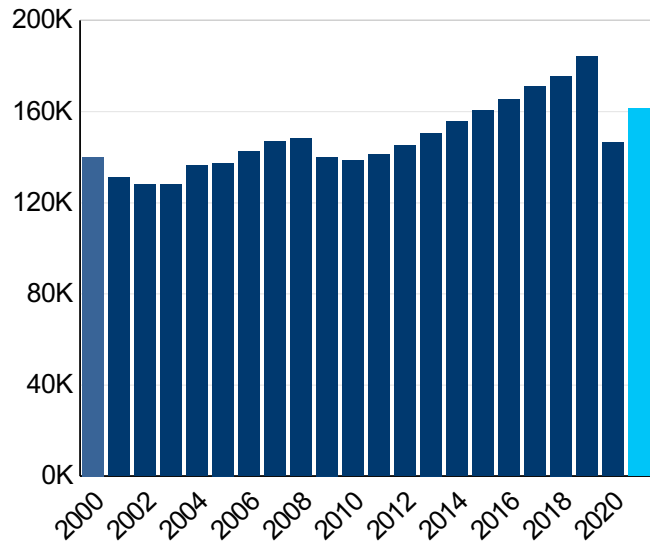
**Direct travel-generated earnings** represent the total after-point of sale tax income from travel activity. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of travel-generated earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.

# Colorado / Employment

## Direct Travel-Generated Employment

Direct travel-generated employment increased by 14,800 jobs in 2021.

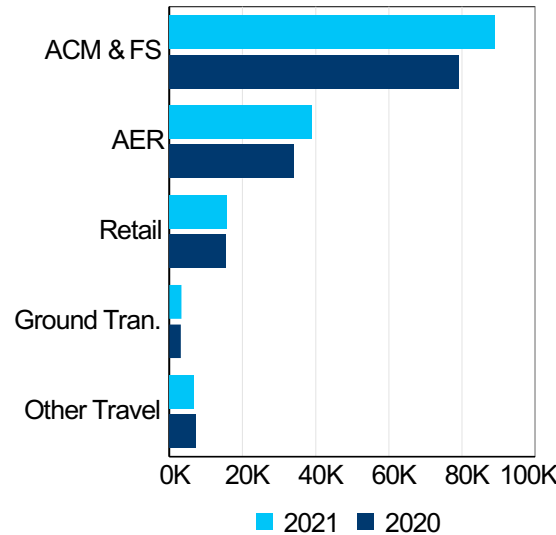


Direct travel-generated employment grew from 147,000 to 161,000 jobs in 2021, a 10.1% increase from the prior year.

From 2012-2021, Colorado travel employment grew at an average annual rate of 1.1%.



Accommodations and Food Services accounted for 68% of the gain.



Accommodation & Food Services (ACM & FS)  
Arts, Entertainment, Recreation (AER)

Employment in the Accommodations and Food Services sector totaled 89,000 in 2021, a gain of 10,000 jobs (12.7%) from 2020. Arts, Entertainment, and Recreation grew at the highest rate, gaining 4,800 jobs (14.2%).

## What is direct travel-generated employment?

Direct travel-generated employment refers to the total number of full and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings come from travel-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in Colorado, a total employment number attributable to travel can be reached. Employment figures reflect an annual average level of employment.

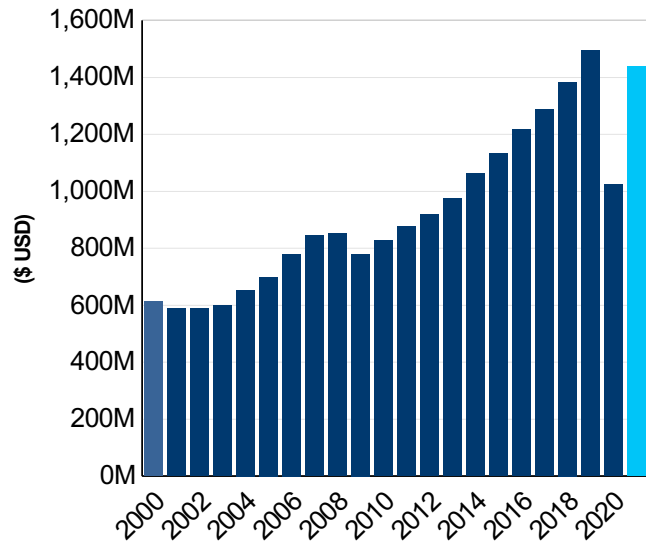


In 2021, every \$1 million in travel-related spending resulted in 8 jobs for the industry.

# Colorado / Tax Revenue

## Direct Travel-Generated Tax Receipts

Direct travel-generated tax revenue increased by \$400 million in 2021.

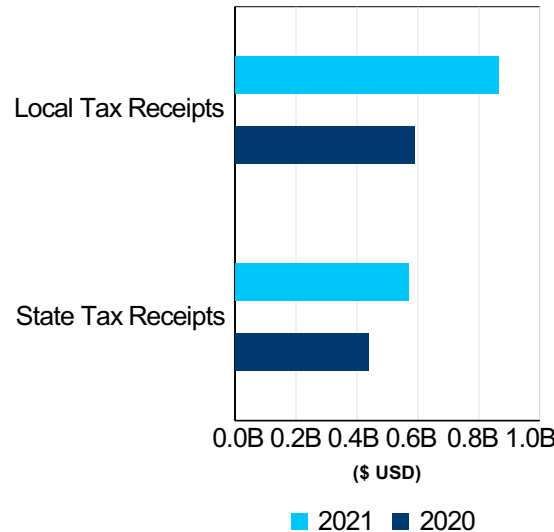


Direct travel-generated tax revenue increased from \$1.0 billion to \$1.4 billion in 2021, an increase of 40.1% from the prior year.

From 2012-2021, travel-generated state and local tax revenue for Colorado grew at an average annual rate of 5.1%.



Tax revenue increases across state and local sources.



State and local tax receipts grew at different rates in 2021. State tax receipts grew 30.4%, while local tax receipts grew 47.4%. The stronger growth in local tax receipts is largely attributable to local sales and lodging tax revenue.

Travel-generated state and local tax revenue generated approximately \$670 per Colorado household in 2021.

## What are direct travel-generated tax receipts?

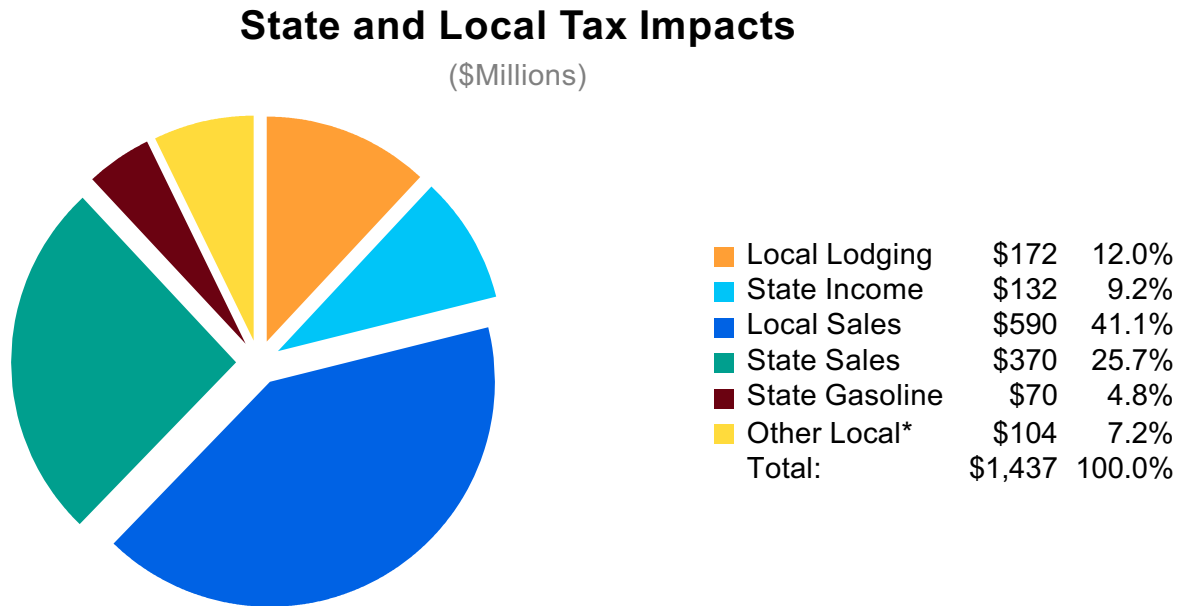
Direct travel-generated tax receipts include state and local taxes related to travel. **State taxes** include lodging taxes, motor fuel taxes, and sales taxes. **Local taxes** primarily take the form of sales taxes imposed by cities, counties, and other tax jurisdictions in Colorado. They also include any applicable local lodging tax.



# Colorado / Tax Revenue

## Travel Industry State and Local Government Tax Revenues, 2021 CY

The distribution of taxes generated by the travel industry for 2021 is shown in the following chart. Sales tax receipts are distinguished between those that are generated by visitor spending and those that are generated by the spending of travel industry employees.



Source: Dean Runyan Associates. \*Other Local includes Passenger Facility Charge (PFC) and Auto Rental Tax.

Local sales taxes generated by the travel industry make up 41.1% of all state and local travel generated tax revenue.

# Colorado / Impacts Table, Summary

## Direct Travel Impacts 2012-2021p

	2012	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.		
										2020-21	2019-21	2012-21
<b>Spending (\$Billions)</b>												
Total (Current \$)	16.5	18.6	19.1	19.7	20.9	22.5	24.2	15.4	21.9	41.8%	-9.6%	2.8%
Other	1.8	2.0	2.1	2.0	2.2	2.3	2.5	0.9	1.4	59.7%	-45.4%	-2.7%
Visitor	14.7	16.6	17.1	17.6	18.8	20.2	21.7	14.6	20.5	40.7%	-5.4%	3.4%
<b>Earnings (\$Billions)</b>												
Earnings (Current \$)	4.4	5.1	5.5	5.8	6.3	6.8	7.5	6.6	7.4	12.3%	-1.9%	5.4%
<b>Employment (000's)</b>												
Employment	145.2	155.6	160.7	165.5	171.2	175.7	184.1	146.6	161.4	10.1%	-12.3%	1.1%
<b>Tax Revenue (\$Billions)</b>												
Total (Current \$)	1.9	2.2	2.4	2.5	2.7	2.9	3.1	2.2	2.8	29.9%	-9.1%	4.2%
Local	0.5	0.6	0.7	0.7	0.8	0.8	0.9	0.6	0.9	47.4%	-4.3%	5.2%
State	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.4	0.6	30.4%	-3.4%	3.7%
Federal	1.0	1.2	1.2	1.3	1.4	1.5	1.6	1.2	1.4	20.9%	-13.9%	3.9%

**Notes:**

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.  
Earnings and Employment include CARES act support, data limitations prevent disaggregation.





# Colorado / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
<b>Direct Travel Spending (\$Billions)</b>												
Destination Spending	14.7	15.4	16.6	17.1	17.6	18.8	20.2	21.7	14.6	20.5	40.7%	-5.4%
Other Travel*	1.8	1.9	2.0	2.1	2.0	2.2	2.3	2.5	0.9	1.4	59.7%	-45.4%
<b>TOTAL</b>	<b>16.5</b>	<b>17.3</b>	<b>18.6</b>	<b>19.1</b>	<b>19.7</b>	<b>20.9</b>	<b>22.5</b>	<b>24.2</b>	<b>15.4</b>	<b>21.9</b>	<b>41.8%</b>	<b>-9.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Billions)</b>												
Hotel, Motel, STVR**	9.0	9.7	10.6	11.2	11.7	12.5	13.6	14.7	9.6	14.2	48.2%	-3.4%
Hotel, Motel										12.0		
STVR										2.3		
Campground	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.4	31.7%	20.2%
Private Home	2.7	2.7	2.8	2.9	2.9	3.1	3.2	3.4	2.7	3.4	25.4%	1.4%
2nd Home	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.9	13.6%	13.1%
Day Travel	2.0	2.1	2.1	2.0	2.0	2.1	2.3	2.4	1.1	1.5	35.2%	-36.7%
<b>TOTAL</b>	<b>14.7</b>	<b>15.4</b>	<b>16.6</b>	<b>17.1</b>	<b>17.6</b>	<b>18.8</b>	<b>20.2</b>	<b>21.7</b>	<b>14.6</b>	<b>20.5</b>	<b>40.7%</b>	<b>-5.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Billions)</b>												
Accommodations	2.8	3.1	3.5	3.9	4.2	4.5	4.8	5.2	3.3	5.1	53.8%	-1.5%
Food Service	3.2	3.4	3.7	3.9	4.1	4.4	4.8	5.2	4.0	4.8	21.8%	-7.6%
Food Stores	0.7	0.7	0.7	0.8	0.8	0.8	0.8	0.9	0.8	1.0	27.3%	9.4%
Local Tran. & Gas	2.3	2.3	2.3	1.9	1.9	2.1	2.3	2.4	1.7	3.2	82.5%	30.9%
Arts, Ent. & Rec.	1.9	2.0	2.1	2.2	2.2	2.3	2.5	2.6	1.9	2.2	18.9%	-13.5%
Retail Sales	2.1	2.2	2.3	2.4	2.4	2.5	2.6	2.8	1.9	2.4	26.1%	-11.6%
Visitor Air Tran.	1.7	1.8	2.0	2.1	2.1	2.2	2.4	2.6	1.0	1.7	81.3%	-33.0%
<b>TOTAL</b>	<b>14.7</b>	<b>15.4</b>	<b>16.6</b>	<b>17.1</b>	<b>17.6</b>	<b>18.8</b>	<b>20.2</b>	<b>21.7</b>	<b>14.6</b>	<b>20.5</b>	<b>40.7%</b>	<b>-5.4%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other Travel includes resident air travel, and travel arrangement services.

\*\*Starting in 2021 we have additional information regarding the impacts of short term vacation rentals (STVR) and hotel, motels. Trend for these breakouts not available.





# Colorado / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-21	2019-21
<b>Travel Industry Earnings (\$Billions)</b>												
Accom. & Food Serv.	2.1	2.2	2.3	2.6	2.7	3.0	3.2	3.5	2.8	3.4	21.5%	-2.5%
Arts, Ent. & Rec.	1.0	1.0	1.1	1.2	1.2	1.3	1.4	1.6	1.3	1.6	17.3%	-4.0%
Retail**	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.6	8.2%	14.5%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.2	9.2%	-14.5%
Visitor Air Tran.	0.4	0.5	0.5	0.5	0.6	0.7	0.8	0.9	1.0	1.0	0.1%	9.8%
Other Travel*	0.5	0.6	0.6	0.6	0.7	0.8	0.8	0.9	0.9	0.8	-8.1%	-13.8%
<b>TOTAL</b>	<b>4.4</b>	<b>4.8</b>	<b>5.1</b>	<b>5.5</b>	<b>5.8</b>	<b>6.3</b>	<b>6.8</b>	<b>7.5</b>	<b>6.6</b>	<b>7.4</b>	<b>12.3%</b>	<b>-1.9%</b>
<b>Travel Industry Employment (Thousand Jobs)</b>												
Accom. & Food Serv.	81.4	84.3	87.5	90.8	93.9	97.1	98.9	101.5	79.0	89.0	12.7%	-12.3%
Arts, Ent. & Rec.	34.1	35.0	36.3	37.7	38.5	39.6	40.9	44.7	34.1	39.0	14.2%	-12.8%
Retail**	13.9	14.2	14.5	14.9	15.3	15.5	15.7	15.8	15.6	15.8	1.7%	0.3%
Ground Tran.	3.0	3.1	3.3	3.4	3.6	3.6	3.8	4.3	3.2	3.3	3.2%	-23.5%
Visitor Air Tran.	5.7	6.2	6.3	6.3	6.7	7.2	7.9	8.6	7.5	7.7	1.9%	-10.7%
Other Travel*	7.2	7.7	7.7	7.6	7.5	8.1	8.5	9.3	7.2	6.6	-7.8%	-28.7%
<b>TOTAL</b>	<b>145.2</b>	<b>150.6</b>	<b>155.6</b>	<b>160.7</b>	<b>165.5</b>	<b>171.2</b>	<b>175.7</b>	<b>184.1</b>	<b>146.6</b>	<b>161.4</b>	<b>10.1%</b>	<b>-12.3%</b>
<b>Tax Receipts Generated by Travel Spending (\$Billions)</b>												
Local Tax Receipts	0.5	0.6	0.6	0.7	0.7	0.8	0.8	0.9	0.6	0.9	47.4%	-4.3%
State Tax Receipts	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.4	0.6	30.4%	-3.4%
<b>TOTAL</b>	<b>0.9</b>	<b>1.0</b>	<b>1.1</b>	<b>1.1</b>	<b>1.2</b>	<b>1.3</b>	<b>1.4</b>	<b>1.5</b>	<b>1.0</b>	<b>1.4</b>	<b>40.1%</b>	<b>-4.0%</b>

Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

\*Other Travel includes resident air travel and travel arrangement services.

\*\*Retail includes gasoline.





# Region Impacts

2021p

# Tourism Regions

## **Canyons & Plains**

Baca  
Bent  
Crowley  
Kiowa  
Las Animas  
Otero  
Powers

## **Denver & Cities of the Rockies**

Adams  
Arapahoe  
Boulder  
Broomfield  
Clear Creek  
Denver  
Douglas  
Gilpin  
Jefferson  
Larimer  
Park  
Weld

## **Mountains & Mesas**

Archuleta  
Delta  
Dolores  
Garfield  
Gunnison  
Hinsdale  
La Plata  
Mesa  
Montezuma  
Montrose  
Ouray  
San Juan  
San Miguel

## **Mystic San Luis Valley**

Alamosa  
Conejos  
Costilla  
Gunnison  
Huerfano  
Mineral

Rio Grande  
Saguache

## **Pikes Peak Wonders**

Chaffee  
Custer  
Douglas  
El Paso  
Fremont  
Gunnison  
Lake  
Park  
Pueblo  
Teller

## **Pioneering Plains**

Arapahoe  
Cheyenne  
Elbert  
Kit Carson  
Lincoln  
Logan  
Morgan  
Phillips  
Sedgwick  
Washington  
Yuma

## **Rockies Playground**

Clear Creek  
Eagle  
Garfield  
Gunnison  
Lake  
Park  
Pitkin  
Summit

## **The Great West**

Eagle  
Garfield  
Grand  
Jackson  
Moffat  
Rio Blanco  
Routt

# Region / Summary

## Direct Travel Impacts 2021p

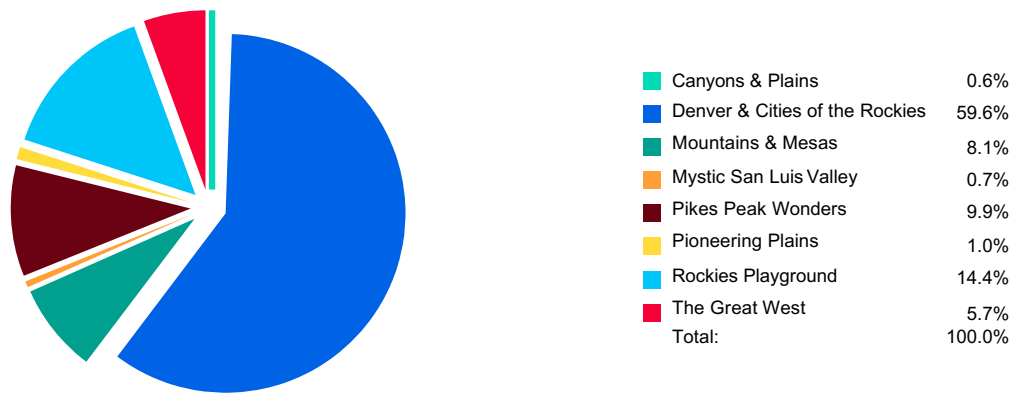
	Travel Spending		Earnings (Millions)	Employ. (000's Jobs)	Local Tax (Millions)	State Tax (Millions)	Total Tax (Millions)
	Total (Millions)	Visitor* (Millions)					
Canyons & Plains	\$114	\$114	\$43	1.7	\$2.7	\$3.6	\$6.3
Denver & Cities of the Rockies	\$11,553	\$10,390	\$4,410	81.3	\$457.8	\$295.2	\$753.0
Mountains & Mesas	\$2,153	\$2,091	\$601	17.3	\$79.2	\$54.7	\$133.9
Mystic San Luis Valley	\$206	\$205	\$53	2.2	\$7.5	\$5.9	\$13.3
Pikes Peak Wonders	\$2,549	\$2,456	\$734	23.1	\$91.6	\$69.8	\$161.5
Pioneering Plains	\$344	\$327	\$74	2.5	\$8.3	\$10.5	\$18.9
Rockies Playground	\$4,008	\$3,982	\$1,068	24.1	\$179.2	\$106.5	\$285.7
The Great West	\$923	\$918	\$419	9.2	\$39.9	\$24.9	\$64.9
<b>Colorado</b>	<b>\$21,850</b>	<b>\$20,481</b>	<b>\$7,402</b>	<b>161.4</b>	<b>\$866.3</b>	<b>\$571.2</b>	<b>\$1,437.5</b>

Note: Earnings includes wage and salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors.  
 \*The sum of visitor spending is less than statewide visitor spending because a portion of ground transportation is allocated to "other travel" at the regional level.  
 Earnings and Employment include CARES Act support.

# Region / Summary

## Travel Industry Earnings, 2021p

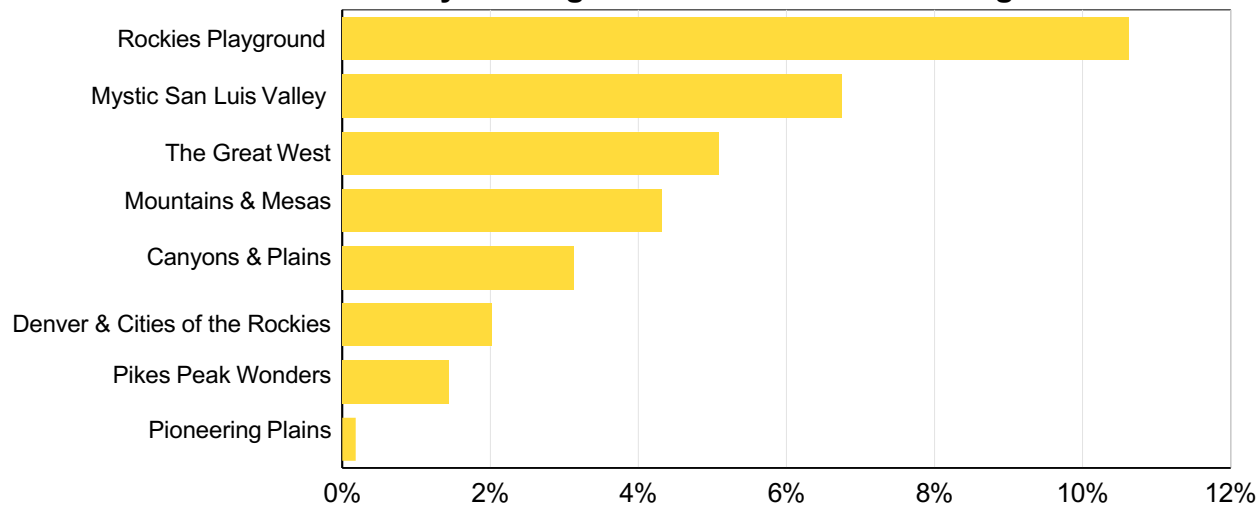
**Travel Industry Earnings by Region**



The majority of travel industry earnings (59.6%) are distributed to the Denver & Cities of the Rockies region, with notable portions going to the Rockies Playground (14.4%) and Mountains & Mesas (8.1%) regions. However, the size of travel earnings in relation to total earnings is actually lower in the Denver & Cities of the Rockies region compared to the Rockies Playground region. This is due to the economic diversification that comes from major urban areas.

Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics and U.S. Bureau of Economic Analysis.

**Travel Industry Earnings as a share of Total Earnings**



# Canyons & Plains Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Direct Travel Spending (\$Million)</b>											
Destination Spending	113	112	113	103	103	110	113	120	86	114	▲ 31.7%
Other Travel*	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	▼ -5.4%
<b>TOTAL</b>	113	112	110	103	103	110	113	120	86	114	▲ 31.7%
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>											
Hotel, Motel, STVR	58	58	58	54	55	59	59	65	45	64	▲ 42.8%
Hotel, Motel										63	
STVR										1.0	
Campground	3	3	3	3	3	4	4	4	3	5	▲ 33.1%
Private Home	19	19	19	19	19	20	20	20	21	23	▲ 8.6%
2nd Home	3	3	3	3	3	3	3	3	3	4	▲ 13.4%
Day Travel	29	28	29	24	23	25	27	28	14	19	▲ 35.4%
<b>TOTAL</b>	113	112	110	103	103	110	113	120	86	114	▲ 31.7%
<b>Visitor Spending by Commodity Purchased (\$Million)</b>											
Accommodations	21	20	21	20	21	22	22	25	15	23	▲ 49.1%
Food Service	26	27	26	26	27	29	29	32	25	30	▲ 22.6%
Food Stores	7	7	7	6	6	7	6	7	6	7	▲ 20.2%
Local Tran. & Gas	25	24	25	17	16	18	22	22	14	22	▲ 55.7%
Arts, Ent. & Rec.	14	14	14	14	14	14	14	15	11	13	▲ 17.4%
Retail Sales	20	20	20	19	18	19	19	19	14	18	▲ 21.1%
<b>TOTAL</b>	113	112	110	103	103	110	113	120	86	114	▲ 31.7%

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

# Canyons & Plains Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Travel Industry Earnings (\$Million)</b>											
Accom. & Food Serv.	18	18	18	18	20	21	23	24	23	27	▲ 17.5%
Arts, Ent. & Rec.	9	9	9	10	10	11	10	11	11	11	▲ 2.6%
Retail**	4	4	4	4	4	4	4	5	5	5	▲ 4.1%
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▼ -5.4%
<b>TOTAL</b>	<b>31</b>	<b>31</b>	<b>31</b>	<b>32</b>	<b>34</b>	<b>36</b>	<b>38</b>	<b>39</b>	<b>38</b>	<b>43</b>	<b>▲ 11.6%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	1,040	1,030	1,040	990	1,020	1,040	1,050	1,040	900	990	▲ 9.7%
Arts, Ent. & Rec.	610	590	610	560	540	560	520	550	500	520	▲ 4.2%
Retail**	180	190	180	180	180	180	170	180	180	180	▲ 0.6%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▼ -13.4%
<b>TOTAL</b>	<b>1,830</b>	<b>1,810</b>	<b>1,750</b>	<b>1,720</b>	<b>1,730</b>	<b>1,780</b>	<b>1,740</b>	<b>1,770</b>	<b>1,580</b>	<b>1,690</b>	<b>▲ 6.9%</b>
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>											
Local Tax Receipts	3	3	3	2	2	3	3	3	2	3	▲ 29.0%
State Tax Receipts	4	4	4	4	4	4	4	4	3	4	▲ 22.4%
<b>TOTAL</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>6</b>	<b>▲ 25.2%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

\*\*Retail includes gasoline.

# Denver & Cities of the Rockies Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Direct Travel Spending (\$Million)</b>											
Destination Spending	8,114	8,584	8,114	9,471	9,699	10,372	11,265	12,099	6,743	10,390	▲ 54.1%
Other Travel*	1,584	1,676	1,584	1,858	1,801	1,930	2,062	2,217	747	1,163	▲ 55.8%
<b>TOTAL</b>	<b>9,698</b>	<b>10,260</b>	<b>11,090</b>	<b>11,330</b>	<b>11,500</b>	<b>12,302</b>	<b>13,326</b>	<b>14,316</b>	<b>7,490</b>	<b>11,553</b>	<b>▲ 54.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>											
Hotel, Motel, STVR	4,897	5,290	4,897	6,101	6,288	6,773	7,431	8,073	3,997	6,894	▲ 72.5%
STVR										309	
Campground	70	67	70	68	69	74	77	78	74	95	▲ 29.3%
Private Home	1,870	1,925	1,870	2,046	2,089	2,180	2,290	2,415	1,855	2,356	▲ 27.0%
2nd Home	120	121	120	122	125	130	136	140	145	164	▲ 12.8%
Day Travel	1,158	1,181	1,158	1,134	1,128	1,215	1,330	1,393	672	881	▲ 31.0%
<b>TOTAL</b>	<b>8,114</b>	<b>8,584</b>	<b>9,284</b>	<b>9,471</b>	<b>9,699</b>	<b>10,372</b>	<b>11,265</b>	<b>12,099</b>	<b>6,743</b>	<b>10,390</b>	<b>▲ 54.1%</b>
<b>Visitor Spending by Commodity Purchased (\$Million)</b>											
Accommodations	1,261	1,392	1,261	1,790	1,897	2,057	2,250	2,437	998	1,798	▲ 80.2%
Food Service	1,502	1,624	1,502	1,874	1,958	2,117	2,341	2,558	1,649	2,222	▲ 34.7%
Food Stores	275	290	275	326	325	336	357	378	289	370	▲ 27.9%
Local Tran. & Gas	1,543	1,550	1,543	1,328	1,293	1,411	1,590	1,641	1,194	2,225	▲ 86.3%
Arts, Ent. & Rec.	992	1,043	992	1,128	1,152	1,213	1,289	1,366	881	1,125	▲ 27.8%
Retail Sales	1,142	1,200	1,142	1,298	1,309	1,364	1,453	1,535	970	1,282	▲ 32.2%
Visitor Air Tran.	1,398	1,484	1,398	1,728	1,765	1,875	1,984	2,183	761	1,367	▲ 79.6%
<b>TOTAL</b>	<b>8,114</b>	<b>8,584</b>	<b>9,284</b>	<b>9,471</b>	<b>9,699</b>	<b>10,372</b>	<b>11,265</b>	<b>12,099</b>	<b>6,743</b>	<b>10,390</b>	<b>▲ 54.1%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.



# Denver & Cities of the Rockies Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Travel Industry Earnings (\$Million)</b>											
Accom. & Food Serv.	961	1,021	961	1,213	1,301	1,426	1,538	1,700	1,244	1,513	▲ 21.7%
Arts, Ent. & Rec.	490	516	490	600	620	651	705	892	709	844	▲ 19.1%
Retail**	192	200	192	224	233	243	259	272	261	294	▲ 12.5%
Ground Tran.	80	83	80	98	104	109	122	138	108	118	▲ 9.2%
Visitor Air Tran.	362	458	362	508	586	665	705	821	908	891	▼ -1.8%
Other Travel*	448	553	448	588	632	714	762	864	819	749	▼ -8.6%
<b>TOTAL</b>	<b>2,533</b>	<b>2,830</b>	<b>3,003</b>	<b>3,231</b>	<b>3,476</b>	<b>3,810</b>	<b>4,090</b>	<b>4,688</b>	<b>4,048</b>	<b>4,410</b>	<b>▲ 8.9%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	36,690	38,190	36,690	41,690	43,450	44,960	45,710	47,590	34,790	38,700	▲ 11.2%
Arts, Ent. & Rec.	16,390	17,110	16,390	18,480	18,220	18,550	19,200	22,770	16,910	19,340	▲ 14.4%
Retail**	7,030	7,290	7,030	7,580	7,690	7,810	8,010	8,020	7,190	7,540	▲ 4.8%
Ground Tran.	2,380	2,430	2,380	2,680	2,790	2,830	2,970	3,360	2,490	2,560	▲ 3.2%
Visitor Air Tran.	5,330	5,820	5,330	5,950	6,290	6,790	6,950	7,880	7,060	7,040	▼ -0.2%
Other Travel*	6,660	7,180	6,660	7,070	7,010	7,560	7,780	8,570	6,700	6,150	▼ -8.3%
<b>TOTAL</b>	<b>74,480</b>	<b>78,020</b>	<b>80,790</b>	<b>83,450</b>	<b>85,450</b>	<b>88,490</b>	<b>90,610</b>	<b>98,180</b>	<b>75,140</b>	<b>81,340</b>	<b>▲ 8.3%</b>
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>											
Local Tax Receipts	302	327	302	391	416	449	490	530	273	458	▲ 67.5%
State Tax Receipts	217	231	217	258	268	280	302	328	218	295	▲ 35.4%
<b>TOTAL</b>	<b>519</b>	<b>558</b>	<b>613</b>	<b>649</b>	<b>685</b>	<b>729</b>	<b>792</b>	<b>858</b>	<b>491</b>	<b>753</b>	<b>▲ 53.3%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

\*\*Retail includes gasoline.

# Mountains & Mesas Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Direct Travel Spending (\$Million)</b>											
Destination Spending	1,241	1,300	1,241	1,418	1,472	1,574	1,642	1,794	1,778	2,091	▲ 17.6%
Other Travel*	63	64	63	72	73	77	85	92	32	62	▲ 94.8%
<b>TOTAL</b>	<b>1,304</b>	<b>1,364</b>	<b>1,439</b>	<b>1,490</b>	<b>1,544</b>	<b>1,651</b>	<b>1,727</b>	<b>1,886</b>	<b>1,810</b>	<b>2,153</b>	<b>▲ 19.0%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>											
Hotel, Motel, STVR	660	716	660	830	874	947	983	1,111	1,236	1,416	▲ 14.6%
STVR										392	
Campground	106	102	106	104	105	113	118	119	109	144	▲ 31.8%
Private Home	162	165	162	172	177	182	188	196	170	211	▲ 23.7%
2nd Home	137	139	137	142	146	150	157	161	154	181	▲ 17.4%
Day Travel	176	178	176	169	169	183	196	206	109	140	▲ 28.4%
<b>TOTAL</b>	<b>1,241</b>	<b>1,300</b>	<b>1,367</b>	<b>1,418</b>	<b>1,472</b>	<b>1,574</b>	<b>1,642</b>	<b>1,794</b>	<b>1,778</b>	<b>2,091</b>	<b>▲ 17.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Million)</b>											
Accommodations	271	287	271	347	374	395	413	461	487	633	▲ 29.8%
Food Service	290	311	290	354	373	409	427	477	529	515	▼ -2.8%
Food Stores	77	80	77	89	90	95	96	104	116	131	▲ 12.9%
Local Tran. & Gas	170	170	170	141	135	149	170	175	125	226	▲ 81.5%
Arts, Ent. & Rec.	157	165	157	180	186	199	203	217	236	229	▼ -3.0%
Retail Sales	187	193	187	202	205	215	218	233	223	234	▲ 5.1%
Visitor Air Tran.	89	95	89	105	108	112	116	128	61	122	▲ 100.6%
<b>TOTAL</b>	<b>1,241</b>	<b>1,300</b>	<b>1,367</b>	<b>1,418</b>	<b>1,472</b>	<b>1,574</b>	<b>1,642</b>	<b>1,794</b>	<b>1,778</b>	<b>2,091</b>	<b>▲ 17.6%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

# Mountains & Mesas Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Travel Industry Earnings (\$Million)</b>											
Accom. & Food Serv.	208	221	208	257	271	292	305	330	296	372	▲ 25.8%
Arts, Ent. & Rec.	79	84	79	98	102	109	110	120	103	124	▲ 20.8%
Retail**	35	36	35	40	41	43	44	47	66	61	▼ -7.1%
Ground Tran.	7	8	7	9	9	10	11	13	10	11	▲ 9.1%
Visitor Air Tran.	3	4	3	4	5	5	21	15	16	23	▲ 43.0%
Other Travel*	3	3	3	3	4	4	15	11	9	10	▲ 6.8%
<b>TOTAL</b>	<b>335</b>	<b>355</b>	<b>381</b>	<b>410</b>	<b>433</b>	<b>464</b>	<b>506</b>	<b>537</b>	<b>500</b>	<b>601</b>	<b>▲ 20.3%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	9,230	9,690	9,230	10,280	10,520	10,890	10,740	10,990	9,160	10,750	▲ 17.3%
Arts, Ent. & Rec.	3,590	3,660	3,590	3,890	4,060	4,230	4,230	4,280	3,470	4,060	▲ 17.1%
Retail**	1,430	1,470	1,430	1,520	1,590	1,620	1,600	1,640	2,080	1,870	▼ -10.2%
Ground Tran.	220	220	220	240	250	260	270	310	230	230	▲ 3.1%
Visitor Air Tran.	90	100	90	100	100	110	320	230	170	250	▲ 48.2%
Other Travel*	70	70	70	70	70	80	240	170	100	120	▲ 22.2%
<b>TOTAL</b>	<b>14,640</b>	<b>15,210</b>	<b>15,670</b>	<b>16,100</b>	<b>16,610</b>	<b>17,190</b>	<b>17,400</b>	<b>17,620</b>	<b>15,210</b>	<b>17,290</b>	<b>▲ 13.7%</b>
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>											
Local Tax Receipts	39	42	39	48	52	55	58	66	67	79	▲ 18.0%
State Tax Receipts	33	34	33	38	40	41	44	48	47	55	▲ 16.3%
<b>TOTAL</b>	<b>72</b>	<b>76</b>	<b>81</b>	<b>86</b>	<b>92</b>	<b>97</b>	<b>101</b>	<b>113</b>	<b>114</b>	<b>134</b>	<b>▲ 17.3%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

\*\*Retail includes gasoline.

# Mystic San Luis Valley Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Direct Travel Spending (\$Million)</b>											
Destination Spending	134	125	134	132	136	156	156	166	156	205	▲ 31.2%
Other Travel*	0.8	0.8	0.8	0.6	0.7	0.7	0.9	0.9	0.4	2	▲ 337.3%
<b>TOTAL</b>	<b>135</b>	<b>126</b>	<b>127</b>	<b>133</b>	<b>137</b>	<b>156</b>	<b>157</b>	<b>167</b>	<b>156</b>	<b>206</b>	<b>▲ 31.9%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>											
Hotel, Motel, STVR	66	59	66	69	73	88	84	92	99	135	▲ 36.6%
STVR										26	
Campground	17	16	17	17	17	18	19	19	17	23	▲ 34.0%
Private Home	12	12	12	12	12	12	13	13	13	14	▲ 7.1%
2nd Home	11	11	11	10	10	11	12	12	11	12	▲ 9.3%
Day Travel	27	26	27	24	23	26	28	29	16	20	▲ 30.5%
<b>TOTAL</b>	<b>134</b>	<b>125</b>	<b>127</b>	<b>132</b>	<b>136</b>	<b>156</b>	<b>156</b>	<b>166</b>	<b>156</b>	<b>205</b>	<b>▲ 31.2%</b>
<b>Visitor Spending by Commodity Purchased (\$Million)</b>											
Accommodations	29	25	29	31	34	39	39	42	40	61	▲ 53.1%
Food Service	35	33	35	37	39	46	45	49	51	60	▲ 18.4%
Food Stores	9	9	9	10	10	11	11	11	12	15	▲ 25.2%
Local Tran. & Gas	22	22	22	16	14	17	20	20	13	21	▲ 58.7%
Arts, Ent. & Rec.	11	11	11	12	12	13	13	14	13	15	▲ 18.3%
Retail Sales	25	23	25	25	25	28	27	28	27	32	▲ 18.1%
Visitor Air Tran.	2	2	2	0.8	1.0	0.7	2	2	0.9	1	▲ 35.5%
<b>TOTAL</b>	<b>134</b>	<b>125</b>	<b>127</b>	<b>132</b>	<b>136</b>	<b>156</b>	<b>156</b>	<b>166</b>	<b>156</b>	<b>205</b>	<b>▲ 31.2%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

# Mystic San Luis Valley Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Travel Industry Earnings (\$Million)</b>											
Accom. & Food Serv.	22	22	22	25	26	29	30	33	30	38	▲ 23.9%
Arts, Ent. & Rec.	5	5	5	5	6	6	6	6	5	5	▲ 7.3%
Retail**	5	5	5	6	6	7	6	7	9	9	▲ 2.2%
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	▲ 9.3%
Visitor Air Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.3	▲ 54.1%
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1	0.5	▲ 397.4%
<b>TOTAL</b>	<b>32</b>	<b>32</b>	<b>34</b>	<b>36</b>	<b>38</b>	<b>42</b>	<b>43</b>	<b>45</b>	<b>45</b>	<b>53</b>	<b>▲ 18.5%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	1,370	1,360	1,370	1,460	1,540	1,630	1,580	1,640	1,440	1,630	▲ 13.3%
Arts, Ent. & Rec.	290	290	290	330	320	350	330	280	230	260	▲ 11.8%
Retail**	270	260	270	270	280	300	280	280	350	340	▼ -2.3%
Ground Tran.	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 3.3%
Visitor Air Tran.	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 37.7%
Other Travel*	<10	<10	<10	<10	<10	<10	<10	<10	<10	<10	▲ 344.5%
<b>TOTAL</b>	<b>1,940</b>	<b>1,910</b>	<b>2,020</b>	<b>2,070</b>	<b>2,150</b>	<b>2,290</b>	<b>2,200</b>	<b>2,210</b>	<b>2,020</b>	<b>2,240</b>	<b>▲ 10.6%</b>
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>											
Local Tax Receipts	4	3	4	4	5	5	5	6	6	7	▲ 34.5%
State Tax Receipts	4	4	4	4	4	5	5	5	5	6	▲ 26.1%
<b>TOTAL</b>	<b>8</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>13</b>	<b>▲ 30.7%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

\*\*Retail includes gasoline.

# Pikes Peak Wonders Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Direct Travel Spending (\$Million)</b>											
Destination Spending	1,781	1,810	1,781	1,950	2,057	2,253	2,377	2,494	1,723	2,456	▲ 42.6%
Other Travel*	113	94	113	91	96	108	116	126	40	93	▲ 131.5%
<b>TOTAL</b>	<b>1,894</b>	<b>1,904</b>	<b>1,995</b>	<b>2,041</b>	<b>2,153</b>	<b>2,361</b>	<b>2,493</b>	<b>2,620</b>	<b>1,763</b>	<b>2,549</b>	<b>▲ 44.6%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>											
Hotel, Motel, STVR	939	972	939	1,128	1,222	1,370	1,442	1,529	1,040	1,647	▲ 58.4%
STVR										136	
Campground	60	58	60	59	60	64	67	68	65	82	▲ 27.5%
Private Home	392	391	392	388	394	409	429	444	427	487	▲ 13.9%
2nd Home	54	54	54	53	55	57	60	62	63	75	▲ 18.9%
Day Travel	335	336	335	322	326	353	379	391	128	164	▲ 28.9%
<b>TOTAL</b>	<b>1,781</b>	<b>1,810</b>	<b>1,899</b>	<b>1,950</b>	<b>2,057</b>	<b>2,253</b>	<b>2,377</b>	<b>2,494</b>	<b>1,723</b>	<b>2,456</b>	<b>▲ 42.6%</b>
<b>Visitor Spending by Commodity Purchased (\$Million)</b>											
Accommodations	281	291	281	368	418	476	507	531	337	604	▲ 79.3%
Food Service	429	448	429	522	566	623	657	700	528	683	▲ 29.4%
Food Stores	87	89	87	99	102	107	109	113	102	127	▲ 25.4%
Local Tran. & Gas	269	261	269	187	169	198	236	239	155	242	▲ 56.4%
Arts, Ent. & Rec.	282	293	282	318	330	350	356	372	264	314	▲ 19.2%
Retail Sales	338	343	338	373	389	411	419	433	305	388	▲ 27.4%
Visitor Air Tran.	95	85	95	84	83	89	94	106	33	97	▲ 192.9%
<b>TOTAL</b>	<b>1,781</b>	<b>1,810</b>	<b>1,899</b>	<b>1,950</b>	<b>2,057</b>	<b>2,253</b>	<b>2,377</b>	<b>2,494</b>	<b>1,723</b>	<b>2,456</b>	<b>▲ 42.6%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

# Pikes Peak Wonders Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Travel Industry Earnings (\$Million)</b>											
Accom. & Food Serv.	253	263	253	305	325	361	388	416	355	441	▲ 24.4%
Arts, Ent. & Rec.	134	136	134	160	167	178	182	194	156	182	▲ 16.6%
Retail**	57	58	57	65	69	73	75	77	82	90	▲ 9.0%
Ground Tran.	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.4	0.4	▲ 7.1%
Visitor Air Tran.	10	9	10	10	10	11	11	12	10	11	▲ 6.3%
Other Travel*	12	11	12	11	13	15	15	16	13	11	▼ -13.4%
<b>TOTAL</b>	<b>466</b>	<b>478</b>	<b>502</b>	<b>551</b>	<b>585</b>	<b>638</b>	<b>672</b>	<b>715</b>	<b>616</b>	<b>734</b>	<b>▲ 19.3%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	12,260	12,690	12,260	13,600	14,130	14,870	15,060	15,290	12,620	14,400	▲ 14.0%
Arts, Ent. & Rec.	5,720	5,700	5,720	6,030	6,420	6,630	6,690	6,880	5,140	5,710	▲ 11.1%
Retail**	2,310	2,340	2,310	2,490	2,590	2,680	2,650	2,620	2,580	2,660	▲ 3.2%
Ground Tran.	<10	<10	<10	<10	<10	<10	10	10	<10	<10	▲ 1.2%
Visitor Air Tran.	170	170	170	160	160	170	180	200	140	150	▲ 6.7%
Other Travel*	230	220	230	210	220	240	250	270	190	170	▼ -13.4%
<b>TOTAL</b>	<b>20,700</b>	<b>21,120</b>	<b>21,570</b>	<b>22,500</b>	<b>23,530</b>	<b>24,600</b>	<b>24,840</b>	<b>25,270</b>	<b>20,690</b>	<b>23,100</b>	<b>▲ 11.6%</b>
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>											
Local Tax Receipts	49	50	49	59	73	81	85	89	61	92	▲ 49.2%
State Tax Receipts	51	52	51	58	61	64	68	71	52	70	▲ 33.5%
<b>TOTAL</b>	<b>100</b>	<b>102</b>	<b>108</b>	<b>117</b>	<b>134</b>	<b>145</b>	<b>153</b>	<b>161</b>	<b>114</b>	<b>161</b>	<b>▲ 42.0%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

\*\*Retail includes gasoline.

# Pioneering Plains Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Direct Travel Spending (\$Million)</b>											
Destination Spending	239	249	239	248	238	256	275	290	225	327	▲ 45.0%
Other Travel*	8	13	8	14	11	20	21	23	18	17	▼ -5.0%
<b>TOTAL</b>	<b>247</b>	<b>262</b>	<b>282</b>	<b>263</b>	<b>250</b>	<b>275</b>	<b>296</b>	<b>313</b>	<b>243</b>	<b>344</b>	<b>▲ 41.3%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>											
Hotel, Motel, STVR	72	81	72	91	82	91	97	106	84	105	▲ 25.3%
STVR										5	
Campground	7	7	7	6	6	7	7	7	7	9	▲ 39.2%
Private Home	79	82	79	84	87	88	92	96	88	146	▲ 65.8%
2nd Home	13	13	13	13	13	14	15	15	14	21	▲ 52.4%
Day Travel	67	66	67	54	50	56	63	64	33	45	▲ 37.8%
<b>TOTAL</b>	<b>239</b>	<b>249</b>	<b>268</b>	<b>248</b>	<b>238</b>	<b>256</b>	<b>275</b>	<b>290</b>	<b>225</b>	<b>327</b>	<b>▲ 45.0%</b>
<b>Visitor Spending by Commodity Purchased (\$Million)</b>											
Accommodations	24	27	24	33	31	33	35	39	28	34	▲ 22.9%
Food Service	38	41	38	46	45	48	50	55	47	51	▲ 8.7%
Food Stores	10	11	10	12	11	11	11	12	11	12	▲ 9.0%
Local Tran. & Gas	122	123	122	108	105	114	128	132	97	184	▲ 88.8%
Arts, Ent. & Rec.	15	15	15	16	15	16	17	17	14	15	▲ 4.4%
Retail Sales	30	32	30	34	32	33	33	35	28	31	▲ 10.1%
<b>TOTAL</b>	<b>239</b>	<b>249</b>	<b>268</b>	<b>248</b>	<b>238</b>	<b>256</b>	<b>275</b>	<b>290</b>	<b>225</b>	<b>327</b>	<b>▲ 45.0%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.



# Pioneering Plains Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Travel Industry Earnings (\$Million)</b>											
Accom. & Food Serv.	22	24	22	28	28	30	32	33	31	35	▲ 11.9%
Arts, Ent. & Rec.	6	6	6	7	7	7	8	8	7	8	▲ 19.1%
Retail**	7	8	7	8	8	9	9	9	11	11	▼ -2.4%
Ground Tran.	7	7	7	9	9	10	11	12	10	11	▲ 9.0%
Other Travel*	5	7	5	8	7	11	12	14	10	10	▼ -5.0%
<b>TOTAL</b>	<b>47</b>	<b>53</b>	<b>58</b>	<b>61</b>	<b>59</b>	<b>67</b>	<b>72</b>	<b>77</b>	<b>69</b>	<b>74</b>	<b>▲ 7.3%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	1,200	1,300	1,200	1,390	1,390	1,400	1,390	1,360	1,230	1,260	▲ 2.5%
Arts, Ent. & Rec.	530	530	530	590	540	540	590	560	430	510	▲ 20.3%
Retail**	350	370	350	380	370	370	370	370	400	370	▼ -5.9%
Ground Tran.	210	220	210	240	250	250	270	300	220	230	▲ 3.0%
Other Travel*	120	140	120	140	100	140	130	140	110	90	▼ -13.0%
<b>TOTAL</b>	<b>2,410</b>	<b>2,560</b>	<b>2,720</b>	<b>2,730</b>	<b>2,650</b>	<b>2,710</b>	<b>2,750</b>	<b>2,730</b>	<b>2,380</b>	<b>2,470</b>	<b>▲ 3.6%</b>
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>											
Local Tax Receipts	5	5	5	6	6	6	7	7	6	8	▲ 49.4%
State Tax Receipts	8	9	8	9	9	9	10	10	8	11	▲ 31.7%
<b>TOTAL</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>14</b>	<b>19</b>	<b>▲ 39.0%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

\*\*Retail includes gasoline.

# Rockies Playground Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Direct Travel Spending (\$Million)</b>											
Destination Spending	2,393	2,523	2,393	2,929	3,075	3,116	3,366	3,631	3,078	3,982	▲ 29.4%
Other Travel*	22	23	22	26	26	27	35	39	17	26	▲ 53.9%
<b>TOTAL</b>	<b>2,415</b>	<b>2,546</b>	<b>2,746</b>	<b>2,955</b>	<b>3,101</b>	<b>3,143</b>	<b>3,401</b>	<b>3,671</b>	<b>3,095</b>	<b>4,008</b>	<b>▲ 29.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>											
Hotel, Motel, STVR	1,886	2,004	1,886	2,379	2,513	2,538	2,758	2,996	2,589	3,355	▲ 29.6%
STVR										1,274	
Campground	30	29	30	30	30	32	34	34	29	40	▲ 38.5%
Private Home	98	102	98	111	114	117	120	129	101	123	▲ 22.4%
2nd Home	199	203	199	213	219	226	232	237	234	249	▲ 6.2%
Day Travel	180	185	180	196	200	203	222	234	126	215	▲ 71.4%
<b>TOTAL</b>	<b>2,393</b>	<b>2,523</b>	<b>2,722</b>	<b>2,929</b>	<b>3,075</b>	<b>3,116</b>	<b>3,366</b>	<b>3,631</b>	<b>3,078</b>	<b>3,982</b>	<b>▲ 29.4%</b>
<b>Visitor Spending by Commodity Purchased (\$Million)</b>											
Accommodations	769	838	769	1,056	1,151	1,172	1,245	1,360	1,218	1,698	▲ 39.4%
Food Service	649	683	649	793	833	850	946	1,028	890	998	▲ 12.1%
Food Stores	141	146	141	167	168	166	179	190	169	239	▲ 41.5%
Local Tran. & Gas	124	124	124	105	101	111	126	130	93	171	▲ 84.3%
Arts, Ent. & Rec.	331	340	331	375	382	377	405	422	345	400	▲ 15.9%
Retail Sales	276	283	276	308	312	308	330	348	277	347	▲ 25.7%
Visitor Air Tran.	103	110	103	125	128	132	136	154	86	129	▲ 48.9%
<b>TOTAL</b>	<b>2,393</b>	<b>2,523</b>	<b>2,722</b>	<b>2,929</b>	<b>3,075</b>	<b>3,116</b>	<b>3,366</b>	<b>3,631</b>	<b>3,078</b>	<b>3,982</b>	<b>▲ 29.4%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

# Rockies Playground Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Travel Industry Earnings (\$Million)</b>											
Accom. & Food Serv.	431	460	431	532	569	596	662	702	603	697	▲ 15.5%
Arts, Ent. & Rec.	164	178	164	213	220	218	233	248	220	248	▲ 12.9%
Retail**	52	53	52	60	63	62	67	70	81	90	▲ 11.1%
Ground Tran.	6	6	6	7	8	8	9	10	8	9	▲ 9.5%
Visitor Air Tran.	5	5	5	6	7	8	23	16	13	18	▲ 36.5%
Other Travel*	3	4	3	4	4	5	9	8	5	6	▲ 16.7%
<b>TOTAL</b>	<b>661</b>	<b>706</b>	<b>754</b>	<b>822</b>	<b>870</b>	<b>897</b>	<b>1,004</b>	<b>1,054</b>	<b>931</b>	<b>1,068</b>	<b>▲ 14.7%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	14,150	14,530	14,150	15,380	15,850	16,140	17,250	17,550	13,930	15,470	▲ 11.0%
Arts, Ent. & Rec.	4,830	4,940	4,830	5,460	5,880	5,820	6,330	6,340	5,130	6,060	▲ 18.1%
Retail**	1,640	1,680	1,640	1,820	1,860	1,820	1,890	1,920	2,050	2,160	▲ 5.5%
Ground Tran.	180	180	180	200	210	210	220	250	190	190	▲ 3.5%
Visitor Air Tran.	90	100	90	100	100	110	360	250	120	160	▲ 26.2%
Other Travel*	50	50	50	50	50	60	110	90	50	50	▲ 6.5%
<b>TOTAL</b>	<b>20,950</b>	<b>21,470</b>	<b>22,170</b>	<b>23,010</b>	<b>23,950</b>	<b>24,160</b>	<b>26,160</b>	<b>26,400</b>	<b>21,470</b>	<b>24,080</b>	<b>▲ 12.2%</b>
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>											
Local Tax Receipts	95	101	95	122	138	140	150	162	140	179	▲ 28.0%
State Tax Receipts	62	66	62	77	82	83	90	97	84	106	▲ 26.3%
<b>TOTAL</b>	<b>157</b>	<b>167</b>	<b>182</b>	<b>199</b>	<b>220</b>	<b>223</b>	<b>240</b>	<b>260</b>	<b>224</b>	<b>286</b>	<b>▲ 27.3%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

\*\*Retail includes gasoline.

# The Great West Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Direct Travel Spending (\$Million)</b>											
Destination Spending	696	727	696	828	864	936	999	1,067	763	918	▲ 20.3%
Other Travel*	4	4	4	4	5	5	6	6	3	6	▲ 66.5%
<b>TOTAL</b>	<b>700</b>	<b>731</b>	<b>799</b>	<b>832</b>	<b>869</b>	<b>941</b>	<b>1,005</b>	<b>1,073</b>	<b>766</b>	<b>923</b>	<b>▲ 20.5%</b>
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>											
Hotel, Motel, STVR	442	470	442	562	591	648	698	755	507	608	▲ 19.9%
STVR										113	
Campground	33	32	33	32	33	35	37	37	32	43	▲ 36.8%
Private Home	41	41	41	43	45	46	47	50	45	52	▲ 15.0%
2nd Home	110	112	110	116	121	125	130	134	135	157	▲ 16.4%
Day Travel	70	72	70	74	75	82	87	91	43	57	▲ 31.1%
<b>TOTAL</b>	<b>696</b>	<b>727</b>	<b>794</b>	<b>828</b>	<b>864</b>	<b>936</b>	<b>999</b>	<b>1,067</b>	<b>763</b>	<b>918</b>	<b>▲ 20.3%</b>
<b>Visitor Spending by Commodity Purchased (\$Million)</b>											
Accommodations	173	184	173	227	244	262	284	310	209	274	▲ 30.9%
Food Service	194	205	194	241	253	281	301	323	243	266	▲ 9.8%
Food Stores	46	48	46	55	56	59	61	64	51	61	▲ 18.9%
Local Tran. & Gas	51	51	51	40	38	42	49	50	35	60	▲ 73.2%
Arts, Ent. & Rec.	114	119	114	134	138	150	158	164	118	125	▲ 6.3%
Retail Sales	95	97	95	105	106	113	116	121	86	100	▲ 16.3%
Visitor Air Tran.	24	24	24	26	29	28	29	34	21	31	▲ 48.9%
<b>TOTAL</b>	<b>696</b>	<b>727</b>	<b>794</b>	<b>828</b>	<b>864</b>	<b>936</b>	<b>999</b>	<b>1,067</b>	<b>763</b>	<b>918</b>	<b>▲ 20.3%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

# The Great West Region / Impacts Table, Detailed

## Direct Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020-2021
<b>Travel Industry Earnings (\$Million)</b>											
Accom. & Food Serv.	147	154	147	186	196	206	209	217	191	247	▲ 28.8%
Arts, Ent. & Rec.	83	90	83	107	113	123	130	140	116	132	▲ 14.3%
Retail**	19	19	19	21	22	24	25	26	27	27	▼ 0.0%
Ground Tran.	1	1	1	2	2	2	2	2	2	2	▲ 9.0%
Visitor Air Tran.	0.5	0.6	0.5	0.6	0.7	0.8	5	4	5	9	▲ 81.3%
Other Travel*	0.5	0.6	0.5	0.7	0.6	0.9	2	1	1	2	▲ 62.1%
<b>TOTAL</b>	<b>251</b>	<b>266</b>	<b>291</b>	<b>317</b>	<b>334</b>	<b>357</b>	<b>374</b>	<b>389</b>	<b>342</b>	<b>419</b>	<b>▲ 22.4%</b>
<b>Travel Industry Employment (Jobs)</b>											
Accom. & Food Serv.	5,420	5,530	5,420	6,020	6,030	6,210	6,160	6,060	4,950	5,860	▲ 18.3%
Arts, Ent. & Rec.	2,140	2,200	2,140	2,360	2,570	2,900	2,980	3,010	2,290	2,490	▲ 8.6%
Retail**	640	660	640	700	710	750	750	750	730	700	▼ -4.8%
Ground Tran.	40	40	40	50	50	50	50	60	40	40	▲ 3.0%
Visitor Air Tran.	20	20	20	20	20	20	80	50	50	90	▲ 62.0%
Other Travel*	20	20	20	20	10	20	30	20	20	20	▲ 29.7%
<b>TOTAL</b>	<b>8,290</b>	<b>8,480</b>	<b>8,910</b>	<b>9,160</b>	<b>9,390</b>	<b>9,950</b>	<b>10,060</b>	<b>9,960</b>	<b>8,090</b>	<b>9,200</b>	<b>▲ 13.7%</b>
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>											
Local Tax Receipts	24	25	24	31	34	37	39	43	33	40	▲ 22.2%
State Tax Receipts	18	19	18	22	23	24	26	28	21	25	▲ 20.9%
<b>TOTAL</b>	<b>42</b>	<b>44</b>	<b>48</b>	<b>53</b>	<b>57</b>	<b>61</b>	<b>65</b>	<b>70</b>	<b>53</b>	<b>65</b>	<b>▲ 21.7%</b>

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agencies.

\*\*Retail includes gasoline.



# County Impacts

2021p

# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Adams</b>												
Travel Spending (\$M)	444.0	480.6	519.4	510.3	517.3	554.4	601.5	639.1	416.4	592.0	▲ 42.2%	▲ 2.9%
Earnings (\$M)	97.6	110.5	118.4	128.9	140.2	153.1	173.4	225.3	178.7	208.3	▲ 16.6%	▲ 7.9%
Employment (Jobs)	4,500	5,210	5,400	5,540	5,670	5,930	6,300	7,710	6,070	6,500	▲ 7.2%	▲ 3.8%
Local Taxes (\$M)	17.7	20.4	23.4	25.4	26.8	28.4	30.1	32.6	19.2	28.3	▲ 47.1%	▲ 4.8%
State Taxes (\$M)	15.8	16.9	18.0	18.6	19.2	19.2	20.6	22.6	15.5	20.0	▲ 29.1%	▲ 2.4%
<b>Alamosa</b>												
Travel Spending (\$M)	48.4	45.3	42.6	49.7	50.5	54.2	55.7	58.4	47.5	72.2	▲ 52.0%	▲ 4.1%
Earnings (\$M)	9.9	9.7	9.6	10.7	10.8	11.6	12.2	12.6	10.9	13.5	▲ 23.9%	▲ 3.1%
Employment (Jobs)	540	520	510	530	540	560	550	530	420	470	▲ 12.7%	▼ -1.4%
Local Taxes (\$M)	1.4	1.3	1.2	1.6	2.0	2.1	2.1	2.2	1.9	2.9	▲ 54.2%	▲ 7.1%
State Taxes (\$M)	1.4	1.3	1.3	1.5	1.5	1.6	1.6	1.7	1.4	2.0	▲ 43.2%	▲ 3.5%
<b>Arapahoe</b>												
Travel Spending (\$M)	986.0	1,021.2	1,089.9	1,122.8	1,136.7	1,177.6	1,210.9	1,267.2	884.4	1,280.2	▲ 44.8%	▲ 2.6%
Earnings (\$M)	259.1	265.8	282.1	314.6	320.6	332.1	343.9	358.3	292.5	331.0	▲ 13.2%	▲ 2.5%
Employment (Jobs)	7,300	7,490	7,810	8,170	8,200	8,430	8,510	8,720	6,890	7,350	▲ 6.7%	▲ 0.1%
Local Taxes (\$M)	24.4	25.9	29.0	32.1	33.4	34.5	34.6	36.3	23.0	32.3	▲ 40.6%	▲ 2.8%
State Taxes (\$M)	30.3	31.2	33.1	35.1	36.0	35.9	36.9	38.7	27.6	37.9	▲ 37.2%	▲ 2.3%
<b>Archuleta</b>												
Travel Spending (\$M)	53.5	54.9	60.8	62.4	67.2	73.5	82.6	91.5	91.7	129.8	▲ 41.6%	▲ 9.3%
Earnings (\$M)	16.1	17.3	18.7	20.7	22.3	24.3	26.1	27.8	30.2	38.1	▲ 26.2%	▲ 9.0%
Employment (Jobs)	630	690	690	730	780	810	810	820	830	960	▲ 14.9%	▲ 4.3%
Local Taxes (\$M)	2.1	2.1	2.4	2.6	2.8	3.0	3.4	3.8	3.7	5.6	▲ 52.1%	▲ 10.4%
State Taxes (\$M)	1.6	1.6	1.8	1.9	2.0	2.2	2.4	2.7	2.7	3.6	▲ 35.6%	▲ 8.6%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Employment and Earnings includes CARES Act support.

# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Baca</b>												
Travel Spending (\$M)	5.7	5.6	5.6	5.0	4.8	5.2	5.7	5.9	4.2	5.6	▲ 33.9%	▼ -0.2%
Earnings (\$M)	0.7	0.7	0.8	0.9	0.9	0.9	0.9	1.0	0.8	0.9	▲ 12.1%	▲ 3.4%
Employment (Jobs)	40	40	50	50	50	50	50	50	40	40	▲ 13.0%	▲ 0.9%
Local Taxes (\$M)	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	▲ 21.7%	▲ 1.0%
State Taxes (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 17.8%	▼ -0.9%
<b>Bent</b>												
Travel Spending (\$M)	5.6	5.6	5.0	4.2	4.3	4.7	5.0	5.3	4.0	5.4	▲ 35.9%	▼ -0.2%
Earnings (\$M)	1.0	1.0	0.9	0.8	0.8	0.9	0.9	1.0	1.0	1.2	▲ 20.7%	▲ 2.1%
Employment (Jobs)	60	60	50	50	50	60	50	50	50	60	▲ 19.9%	▲ 0.6%
Local Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 34.7%	▲ 0.3%
State Taxes (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	▲ 24.6%	▼ -0.6%
<b>Boulder</b>												
Travel Spending (\$M)	569.1	589.3	604.0	599.7	619.4	636.6	712.5	755.3	456.8	698.0	▲ 52.8%	▲ 2.1%
Earnings (\$M)	156.6	163.7	171.0	183.7	194.2	200.8	214.0	230.5	179.6	214.6	▲ 19.5%	▲ 3.2%
Employment (Jobs)	6,240	6,320	6,370	6,480	6,600	6,470	6,620	6,750	5,070	5,670	▲ 11.9%	▼ -0.9%
Local Taxes (\$M)	21.5	22.8	23.9	25.3	28.6	29.1	32.8	35.2	18.3	31.5	▲ 72.0%	▲ 3.9%
State Taxes (\$M)	16.9	17.5	18.0	18.5	19.2	19.0	21.0	22.3	14.2	20.2	▲ 41.8%	▲ 1.8%
<b>Broomfield</b>												
Travel Spending (\$M)	116.4	116.9	123.7	127.5	131.9	137.6	154.3	170.7	90.9	129.1	▲ 42.0%	▲ 1.0%
Earnings (\$M)	29.0	30.2	31.3	33.6	35.3	36.9	40.8	45.2	35.8	39.7	▲ 10.8%	▲ 3.2%
Employment (Jobs)	1,270	1,300	1,310	1,340	1,400	1,390	1,430	1,480	1,120	1,220	▲ 9.4%	▼ -0.4%
Local Taxes (\$M)	4.9	5.0	5.3	5.5	5.7	6.0	6.8	7.5	3.6	5.5	▲ 50.3%	▲ 1.0%
State Taxes (\$M)	2.9	2.9	3.1	3.2	3.4	3.5	3.9	4.4	2.4	3.3	▲ 38.8%	▲ 1.4%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Employment and Earnings includes CARES Act support.



# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Chaffee</b>												
Travel Spending (\$M)	84.4	89.1	96.9	95.5	107.0	118.3	135.1	146.6	143.8	175.5	▲ 22.0%	▲ 7.6%
Earnings (\$M)	22.0	23.6	25.0	27.4	30.3	33.8	37.4	41.8	38.4	47.4	▲ 23.4%	▲ 8.0%
Employment (Jobs)	1,070	1,090	1,100	1,120	1,180	1,280	1,340	1,390	1,200	1,360	▲ 13.4%	▲ 2.4%
Local Taxes (\$M)	2.9	3.1	3.5	3.5	4.2	4.6	5.3	5.8	5.8	7.2	▲ 24.4%	▲ 9.5%
State Taxes (\$M)	2.5	2.6	2.8	2.9	3.2	3.5	3.9	4.3	4.1	5.0	▲ 20.5%	▲ 7.1%
<b>Cheyenne</b>												
Travel Spending (\$M)	3.9	3.9	3.9	3.2	3.1	3.4	3.8	3.9	2.7	3.7	▲ 37.7%	▼ -0.5%
Earnings (\$M)	0.5	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.6	0.7	▲ 12.3%	▲ 3.1%
Employment (Jobs)	40	40	50	40	40	40	40	40	30	30	▲ 5.4%	▼ -1.7%
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 21.0%	▲ 0.7%
State Taxes (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	▲ 17.0%	▼ -1.2%
<b>Clear Creek</b>												
Travel Spending (\$M)	33.2	34.2	34.4	34.5	38.0	43.5	49.3	53.1	54.5	73.2	▲ 34.2%	▲ 8.2%
Earnings (\$M)	7.5	8.6	9.0	10.0	11.3	12.3	13.0	14.4	13.0	15.1	▲ 16.4%	▲ 7.3%
Employment (Jobs)	390	430	420	470	500	540	540	580	460	520	▲ 11.6%	▲ 2.9%
Local Taxes (\$M)	0.7	0.8	0.8	0.9	1.2	1.4	1.6	1.8	2.0	2.8	▲ 40.2%	▲ 14.4%
State Taxes (\$M)	1.1	1.1	1.1	1.2	1.3	1.4	1.5	1.7	1.6	2.0	▲ 28.5%	▲ 6.6%
<b>Conejos</b>												
Travel Spending (\$M)	11.5	11.4	11.3	10.1	11.6	13.0	12.7	13.6	11.5	14.0	▲ 21.4%	▲ 1.9%
Earnings (\$M)	2.6	2.5	2.6	2.6	3.0	3.5	3.3	3.6	3.5	3.9	▲ 10.1%	▲ 4.2%
Employment (Jobs)	190	180	180	170	210	220	200	200	170	180	▲ 4.9%	▼ -0.5%
Local Taxes (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 15.4%	▲ 3.5%
State Taxes (\$M)	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.4	0.4	▲ 14.3%	▲ 1.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Employment and Earnings includes CARES Act support.

# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Costilla</b>												
Travel Spending (\$M)	5.1	5.1	4.7	5.4	4.9	5.4	6.1	7.1	6.0	8.4	▲ 40.2%	▲ 5.1%
Earnings (\$M)	1.3	1.2	1.1	1.4	1.5	1.7	1.7	1.9	1.8	2.4	▲ 31.9%	▲ 6.6%
Employment (Jobs)	110	100	100	120	120	120	120	120	100	140	▲ 37.6%	▲ 2.7%
Local Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	▲ 51.1%	▲ 7.7%
State Taxes (\$M)	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	▲ 37.8%	▲ 4.8%
<b>Crowley</b>												
Travel Spending (\$M)	2.7	2.7	2.7	2.2	2.1	2.3	2.6	2.7	1.9	2.6	▲ 31.6%	▼ -0.6%
Earnings (\$M)	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	▼ -0.7%	▲ 2.3%
Employment (Jobs)	20	20	20	20	20	20	20	20	20	20	▼ -5.9%	▼ -1.6%
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 2.5%	▲ 0.5%
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 12.7%	▼ -1.5%
<b>Custer</b>												
Travel Spending (\$M)	12.1	12.5	13.3	13.0	13.3	17.1	16.9	18.7	17.3	21.6	▲ 24.6%	▲ 6.0%
Earnings (\$M)	2.0	1.9	2.1	2.2	2.4	2.8	3.0	3.6	3.7	4.7	▲ 26.8%	▲ 8.9%
Employment (Jobs)	150	140	160	160	160	180	190	230	210	280	▲ 31.0%	▲ 6.3%
Local Taxes (\$M)	0.3	0.3	0.3	0.3	0.3	0.5	0.4	0.5	0.5	0.6	▲ 30.8%	▲ 8.9%
State Taxes (\$M)	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.6	▲ 24.6%	▲ 5.8%
<b>Delta</b>												
Travel Spending (\$M)	45.2	44.5	47.0	45.2	46.8	49.5	53.1	55.3	47.1	58.4	▲ 23.9%	▲ 2.6%
Earnings (\$M)	11.6	11.6	12.7	13.6	14.8	15.4	15.7	16.5	16.6	18.8	▲ 13.0%	▲ 4.9%
Employment (Jobs)	650	650	670	720	750	730	720	700	690	770	▲ 11.4%	▲ 1.8%
Local Taxes (\$M)	1.1	1.1	1.2	1.2	1.3	1.3	1.4	1.5	1.3	1.6	▲ 24.6%	▲ 4.3%
State Taxes (\$M)	1.4	1.3	1.4	1.4	1.5	1.5	1.6	1.7	1.4	1.7	▲ 19.0%	▲ 2.3%

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# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Denver</b>												
Travel Spending (\$M)	5,539.5	5,886.1	6,461.2	6,694.4	6,827.2	7,394.3	8,050.3	8,753.5	3,800.2	6,434.9	▲ 69.3%	▲ 1.5%
Earnings (\$M)	1,471.4	1,715.7	1,816.6	1,936.6	2,126.8	2,393.7	2,580.1	3,046.2	2,700.2	2,826.7	▲ 4.7%	▲ 6.7%
Employment (Jobs)	32,000	33,760	34,900	35,770	37,170	39,600	40,620	45,820	33,920	35,890	▲ 5.8%	▲ 1.2%
Local Taxes (\$M)	184.9	198.6	224.9	239.8	256.2	282.4	310.8	339.3	158.6	293.5	▲ 85.1%	▲ 4.7%
State Taxes (\$M)	89.9	98.1	107.2	112.4	119.7	130.5	142.7	159.0	100.9	141.9	▲ 40.7%	▲ 4.7%
<b>Dolores</b>												
Travel Spending (\$M)	5.5	5.6	5.7	5.9	5.9	6.3	6.3	6.5	5.0	9.6	▲ 91.9%	▲ 5.8%
Earnings (\$M)	1.0	1.0	1.1	1.1	1.2	1.3	1.2	1.3	1.1	2.0	▲ 79.5%	▲ 6.9%
Employment (Jobs)	70	70	60	70	70	70	70	70	60	110	▲ 82.5%	▲ 5.4%
Local Taxes (\$M)	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.1	0.3	▲ 99.3%	▲ 6.5%
State Taxes (\$M)	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.3	▲ 90.5%	▲ 5.9%
<b>Douglas</b>												
Travel Spending (\$M)	296.3	315.7	333.0	333.6	336.7	352.3	382.4	368.6	238.1	312.8	▲ 31.4%	▲ 0.5%
Earnings (\$M)	67.1	69.8	74.7	81.8	84.0	87.2	92.8	100.0	87.9	103.1	▲ 17.2%	▲ 4.4%
Employment (Jobs)	3,030	3,100	3,180	3,300	3,340	3,350	3,390	3,510	3,010	3,250	▲ 8.0%	▲ 0.7%
Local Taxes (\$M)	8.3	9.2	9.9	10.2	10.7	11.1	12.6	12.0	6.9	9.4	▲ 36.2%	▲ 1.3%
State Taxes (\$M)	8.8	9.3	9.8	10.1	10.3	10.4	11.2	11.1	7.5	9.5	▲ 26.2%	▲ 0.7%
<b>Eagle</b>												
Travel Spending (\$M)	923.3	958.9	1,015.8	1,097.4	1,097.9	1,084.6	1,174.5	1,247.8	1,018.9	1,306.0	▲ 28.2%	▲ 3.5%
Earnings (\$M)	220.6	231.0	243.1	263.7	267.1	273.9	332.8	346.5	288.8	330.7	▲ 14.5%	▲ 4.1%
Employment (Jobs)	7,340	7,380	7,550	7,910	8,080	8,170	9,620	9,420	7,340	8,420	▲ 14.7%	▲ 1.4%
Local Taxes (\$M)	35.0	36.9	39.3	43.6	47.7	47.3	50.7	54.2	45.2	58.4	▲ 29.2%	▲ 5.3%
State Taxes (\$M)	22.5	23.5	24.9	27.3	27.5	27.3	30.1	31.9	26.5	33.4	▲ 26.3%	▲ 4.0%

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# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>El Paso</b>												
Travel Spending (\$M)	1,337.5	1,332.3	1,394.4	1,441.9	1,545.1	1,695.4	1,798.6	1,895.5	1,175.0	1,827.2	▲ 55.5%	▲ 3.2%
Earnings (\$M)	307.1	319.8	335.5	368.1	395.7	434.5	458.9	488.7	413.9	494.7	▲ 19.5%	▲ 4.9%
Employment (Jobs)	13,920	14,510	14,850	15,530	16,370	17,170	17,320	17,700	14,210	15,850	▲ 11.6%	▲ 1.3%
Local Taxes (\$M)	37.3	38.3	41.0	45.2	57.7	63.8	67.2	70.7	44.8	70.7	▲ 57.9%	▲ 6.6%
State Taxes (\$M)	36.0	36.8	38.6	41.2	44.2	46.8	49.4	52.1	36.0	50.2	▲ 39.4%	▲ 3.4%
<b>Elbert</b>												
Travel Spending (\$M)	68.6	75.7	79.1	81.1	80.2	90.6	96.4	102.6	82.8	147.4	▲ 78.0%	▲ 8.0%
Earnings (\$M)	13.1	15.8	17.0	18.4	17.1	22.5	24.4	27.4	21.7	22.0	▲ 1.7%	▲ 5.3%
Employment (Jobs)	400	430	440	450	430	470	470	520	400	390	▼ -2.8%	▼ -0.2%
Local Taxes (\$M)	1.7	1.8	1.9	1.9	2.0	2.1	2.1	2.3	1.9	4.2	▲ 118.7%	▲ 9.3%
State Taxes (\$M)	1.9	2.0	2.1	2.2	2.2	2.3	2.4	2.6	2.1	3.8	▲ 81.4%	▲ 7.3%
<b>Fremont</b>												
Travel Spending (\$M)	74.2	75.1	74.9	79.7	80.1	87.6	89.1	90.7	83.5	98.1	▲ 17.5%	▲ 2.8%
Earnings (\$M)	18.2	17.2	17.3	19.8	19.9	21.9	23.4	24.9	25.2	31.4	▲ 24.6%	▲ 5.6%
Employment (Jobs)	1,070	980	950	1,030	1,000	1,080	1,080	1,110	1,050	1,220	▲ 16.6%	▲ 1.3%
Local Taxes (\$M)	1.6	1.7	1.7	2.0	2.9	3.2	3.1	3.2	3.1	3.6	▲ 16.4%	▲ 8.2%
State Taxes (\$M)	2.2	2.3	2.3	2.5	2.5	2.6	2.6	2.7	2.5	2.9	▲ 15.7%	▲ 2.5%
<b>Garfield</b>												
Travel Spending (\$M)	183.7	183.2	196.6	197.9	202.0	212.6	213.3	236.3	175.1	254.6	▲ 45.4%	▲ 3.3%
Earnings (\$M)	44.1	46.4	51.1	55.4	58.9	61.4	60.5	64.0	58.8	69.7	▲ 18.6%	▲ 4.7%
Employment (Jobs)	1,730	1,810	1,940	1,990	2,060	2,050	1,920	1,990	1,730	1,910	▲ 10.3%	▲ 1.0%
Local Taxes (\$M)	6.8	6.9	7.6	8.2	8.7	9.0	8.8	10.0	7.4	11.0	▲ 49.1%	▲ 5.0%
State Taxes (\$M)	5.9	5.9	6.3	6.6	6.8	6.8	6.9	7.5	5.7	7.8	▲ 35.1%	▲ 2.8%

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# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Gilpin</b>												
Travel Spending (\$M)	188.5	200.3	201.6	200.0	199.3	211.5	208.9	225.3	128.1	169.8	▲ 32.5%	▼ -1.0%
Earnings (\$M)	74.8	71.8	73.0	78.6	80.5	86.0	84.8	86.5	72.1	91.4	▲ 26.9%	▲ 2.0%
Employment (Jobs)	2,470	2,450	2,490	2,500	2,560	2,580	2,490	2,530	1,750	2,250	▲ 28.7%	▼ -0.9%
Local Taxes (\$M)	1.3	1.4	1.4	1.4	1.5	1.6	1.6	1.7	1.0	1.4	▲ 47.1%	▲ 0.9%
State Taxes (\$M)	2.4	2.3	2.4	2.5	2.6	2.7	2.7	2.8	2.0	2.7	▲ 32.5%	▲ 1.4%
<b>Grand</b>												
Travel Spending (\$M)	243.8	252.7	294.2	313.7	314.0	347.4	381.2	415.6	404.9	516.3	▲ 27.5%	▲ 7.8%
Earnings (\$M)	69.2	75.9	87.4	98.6	99.7	108.7	117.7	123.7	109.9	137.0	▲ 24.7%	▲ 7.1%
Employment (Jobs)	2,760	2,880	3,160	3,330	3,280	3,440	3,600	3,520	2,870	3,340	▲ 16.4%	▲ 1.9%
Local Taxes (\$M)	8.1	8.5	10.0	12.2	13.1	14.8	16.4	18.0	18.7	24.8	▲ 32.8%	▲ 11.8%
State Taxes (\$M)	6.0	6.3	7.3	8.0	8.0	8.8	9.7	10.5	10.1	12.9	▲ 28.2%	▲ 8.0%
<b>Gunnison</b>												
Travel Spending (\$M)	163.3	170.3	189.4	197.5	211.8	231.5	248.6	256.6	270.8	326.4	▲ 20.5%	▲ 7.2%
Earnings (\$M)	41.3	43.3	51.2	56.3	60.6	67.1	70.7	73.1	68.9	80.6	▲ 17.0%	▲ 6.9%
Employment (Jobs)	2,030	2,100	2,320	2,430	2,520	2,640	2,530	2,480	2,120	2,390	▲ 12.9%	▲ 1.7%
Local Taxes (\$M)	6.0	6.2	7.1	7.5	8.5	9.3	10.1	10.5	11.5	14.4	▲ 24.9%	▲ 9.2%
State Taxes (\$M)	3.7	3.8	4.3	4.6	5.0	5.5	5.9	6.1	6.4	7.8	▲ 21.7%	▲ 7.8%
<b>Hinsdale</b>												
Travel Spending (\$M)	13.4	13.3	16.4	13.8	15.7	16.7	17.6	18.5	19.8	20.6	▲ 4.0%	▲ 4.4%
Earnings (\$M)	8.6	7.9	9.5	8.6	9.9	11.2	10.4	11.5	10.4	13.7	▲ 32.3%	▲ 4.8%
Employment (Jobs)	510	510	570	470	500	580	510	560	460	600	▲ 30.0%	▲ 1.6%
Local Taxes (\$M)	0.5	0.5	0.7	0.6	0.7	0.7	0.7	0.8	0.9	0.9	▲ 0.4%	▲ 4.7%
State Taxes (\$M)	0.4	0.4	0.5	0.4	0.5	0.5	0.5	0.5	0.6	0.6	▲ 4.2%	▲ 4.3%

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# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Huerfano</b>												
Travel Spending (\$M)	16.6	16.5	15.9	16.4	16.0	17.2	18.0	19.4	17.4	21.8	▲ 25.6%	▲ 2.7%
Earnings (\$M)	3.5	3.5	3.2	3.4	3.7	3.8	3.6	4.0	4.2	4.2	▲ 0.1%	▲ 2.0%
Employment (Jobs)	200	200	180	200	200	190	170	180	170	180	▲ 7.2%	▼ -0.6%
Local Taxes (\$M)	0.5	0.5	0.4	0.5	0.5	0.6	0.6	0.6	0.6	0.8	▲ 21.2%	▲ 5.0%
State Taxes (\$M)	0.6	0.6	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.7	▲ 16.3%	▲ 1.5%
<b>Jackson</b>												
Travel Spending (\$M)	4.9	5.5	7.0	6.3	8.2	9.6	9.4	9.9	7.4	9.6	▲ 29.8%	▲ 6.9%
Earnings (\$M)	2.6	3.0	3.5	3.3	4.2	5.0	5.1	5.5	4.1	5.4	▲ 30.9%	▲ 7.4%
Employment (Jobs)	110	120	130	110	140	170	170	160	110	140	▲ 29.7%	▲ 2.5%
Local Taxes (\$M)	0.2	0.2	0.3	0.3	0.4	0.4	0.4	0.4	0.3	0.4	▲ 30.9%	▲ 9.2%
State Taxes (\$M)	0.1	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.2	0.3	▲ 28.0%	▲ 6.9%
<b>Jefferson</b>												
Travel Spending (\$M)	646.4	689.5	717.7	703.8	707.1	752.1	792.1	839.6	563.4	737.9	▲ 31.0%	▲ 1.3%
Earnings (\$M)	156.1	165.5	178.5	192.2	202.6	211.7	222.7	235.5	191.3	223.5	▲ 16.8%	▲ 3.7%
Employment (Jobs)	5,930	6,280	6,580	6,790	6,960	6,930	6,970	7,050	5,490	5,930	▲ 8.0%	▼ 0.0%
Local Taxes (\$M)	16.9	19.0	20.7	22.3	22.9	24.2	24.8	26.8	16.6	21.1	▲ 27.1%	▲ 2.3%
State Taxes (\$M)	22.4	23.6	24.5	25.4	25.9	25.6	26.8	28.4	19.9	24.2	▲ 22.1%	▲ 0.8%
<b>Kiowa</b>												
Travel Spending (\$M)	1.3	1.3	1.4	1.3	1.3	1.4	1.4	1.5	1.2	1.4	▲ 17.0%	▲ 0.2%
Earnings (\$M)	0.4	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	▲ 7.9%	▲ 0.1%
Employment (Jobs)	30	20	20	20	20	20	20	20	20	20	▼ -1.8%	▼ -4.3%
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 14.6%	▲ 0.7%
State Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 13.8%	▼ -0.2%

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# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Kit Carson</b>												
Travel Spending (\$M)	22.7	23.7	24.4	22.6	21.7	22.9	25.9	28.4	25.1	26.5	▲ 5.2%	▲ 1.6%
Earnings (\$M)	6.1	6.3	6.4	6.5	7.0	7.5	7.5	8.0	8.3	8.3	▲ 0.1%	▲ 3.0%
Employment (Jobs)	280	280	280	280	290	290	270	270	260	240	▼ -6.4%	▼ -1.5%
Local Taxes (\$M)	0.4	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6	▼ -2.3%	▲ 3.0%
State Taxes (\$M)	0.8	0.8	0.9	0.8	0.8	0.8	0.9	1.0	0.9	0.9	▲ 2.4%	▲ 0.9%
<b>La Plata</b>												
Travel Spending (\$M)	272.7	276.3	297.3	307.5	321.1	337.3	347.1	374.1	463.4	545.3	▲ 17.7%	▲ 7.2%
Earnings (\$M)	76.2	81.1	85.1	88.0	92.8	97.3	106.4	110.6	103.7	131.3	▲ 26.6%	▲ 5.6%
Employment (Jobs)	3,060	3,150	3,230	3,260	3,380	3,450	3,480	3,490	3,020	3,400	▲ 12.5%	▲ 1.0%
Local Taxes (\$M)	7.7	7.9	8.5	9.0	9.9	10.5	10.5	11.5	16.0	20.1	▲ 25.5%	▲ 10.1%
State Taxes (\$M)	6.1	6.2	6.6	6.9	7.2	7.5	7.8	8.4	11.1	12.7	▲ 14.7%	▲ 7.7%
<b>Lake</b>												
Travel Spending (\$M)	35.4	33.7	34.1	34.0	38.2	40.6	46.0	49.9	43.5	65.1	▲ 49.5%	▲ 6.3%
Earnings (\$M)	9.8	9.7	10.5	11.0	11.9	13.4	14.3	15.9	14.3	17.1	▲ 19.2%	▲ 5.7%
Employment (Jobs)	400	390	400	400	430	450	460	480	410	450	▲ 10.4%	▲ 1.3%
Local Taxes (\$M)	0.9	0.8	0.8	0.9	1.0	1.1	1.2	1.4	1.3	1.7	▲ 37.8%	▲ 7.1%
State Taxes (\$M)	1.0	1.0	1.0	1.0	1.1	1.2	1.3	1.4	1.3	1.8	▲ 43.9%	▲ 6.0%
<b>Larimer</b>												
Travel Spending (\$M)	654.1	676.4	739.6	753.7	739.2	763.9	867.9	931.7	617.7	830.0	▲ 34.4%	▲ 2.4%
Earnings (\$M)	166.2	176.6	191.3	209.2	214.9	223.1	247.7	263.5	218.1	264.4	▲ 21.2%	▲ 4.8%
Employment (Jobs)	8,530	8,680	9,160	9,840	9,700	9,770	10,260	10,490	8,170	9,270	▲ 13.5%	▲ 0.8%
Local Taxes (\$M)	17.3	18.3	20.6	22.0	23.4	24.0	27.5	29.8	18.9	25.7	▲ 35.6%	▲ 4.0%
State Taxes (\$M)	19.3	20.1	21.8	22.8	22.7	22.7	25.5	27.4	18.9	24.4	▲ 29.3%	▲ 2.4%

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# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Las Animas</b>												
Travel Spending (\$M)	44.1	44.9	44.5	42.8	42.4	45.4	46.9	50.5	29.5	44.3	▲ 50.0%	▲ 0.0%
Earnings (\$M)	12.5	12.7	12.5	13.3	14.2	15.2	16.7	17.1	16.1	18.3	▲ 13.9%	▲ 3.9%
Employment (Jobs)	680	690	650	650	660	700	710	710	610	670	▲ 9.6%	▼ -0.2%
Local Taxes (\$M)	1.0	1.0	1.0	1.0	1.1	1.1	1.1	1.2	0.7	1.0	▲ 52.1%	▲ 0.6%
State Taxes (\$M)	1.4	1.4	1.4	1.4	1.5	1.5	1.5	1.6	1.1	1.4	▲ 33.5%	▲ 0.2%
<b>Lincoln</b>												
Travel Spending (\$M)	41.2	39.7	42.0	35.2	34.5	36.6	43.3	45.3	33.9	42.9	▲ 26.6%	▲ 0.4%
Earnings (\$M)	3.4	3.0	3.3	3.4	3.5	3.6	4.1	4.4	4.0	4.4	▲ 7.6%	▲ 2.4%
Employment (Jobs)	180	150	160	160	160	150	170	180	150	160	▲ 1.0%	▼ -1.6%
Local Taxes (\$M)	0.8	0.8	0.9	0.8	0.8	0.8	1.0	1.0	0.8	1.0	▲ 17.3%	▲ 1.8%
State Taxes (\$M)	1.5	1.5	1.5	1.5	1.5	1.4	1.6	1.6	1.3	1.4	▲ 15.7%	▼ -0.5%
<b>Logan</b>												
Travel Spending (\$M)	33.5	35.5	40.3	36.4	30.4	37.0	38.1	38.1	31.3	31.8	▲ 1.5%	▼ -0.5%
Earnings (\$M)	8.1	9.3	10.5	10.8	9.7	10.5	11.1	10.8	10.2	10.6	▲ 4.2%	▲ 2.7%
Employment (Jobs)	450	510	550	540	490	500	500	470	400	390	▼ -3.3%	▼ -1.4%
Local Taxes (\$M)	0.9	1.0	1.2	1.1	0.9	1.1	1.2	1.1	0.9	0.9	▼ -8.4%	▼ -0.4%
State Taxes (\$M)	1.1	1.1	1.3	1.2	1.1	1.2	1.2	1.2	1.0	1.0	▲ 0.9%	▼ -0.5%
<b>Mesa</b>												
Travel Spending (\$M)	330.9	333.0	338.5	336.5	337.6	357.3	376.0	396.2	277.2	332.4	▲ 19.9%	▲ 0.0%
Earnings (\$M)	66.7	70.0	73.2	77.5	81.1	85.9	100.2	101.1	94.8	103.2	▲ 8.9%	▲ 4.5%
Employment (Jobs)	3,420	3,530	3,540	3,580	3,680	3,780	3,990	3,980	3,370	3,690	▲ 9.7%	▲ 0.8%
Local Taxes (\$M)	9.0	9.1	9.3	9.8	10.0	10.4	10.9	13.2	9.9	10.1	▲ 1.9%	▲ 1.2%
State Taxes (\$M)	8.5	8.6	8.7	9.0	9.1	9.2	9.9	10.3	8.2	8.8	▲ 7.5%	▲ 0.3%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Employment and Earnings includes CARES Act support.



# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Mineral</b>												
Travel Spending (\$M)	15.7	14.6	16.3	16.2	17.2	18.0	18.3	18.4	18.8	20.4	▲ 8.8%	▲ 2.6%
Earnings (\$M)	5.1	4.9	5.5	5.4	5.9	6.0	6.1	5.8	6.3	6.5	▲ 3.4%	▲ 2.5%
Employment (Jobs)	340	310	350	360	360	350	360	350	350	320	▼ -10.1%	▼ -0.7%
Local Taxes (\$M)	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.8	▲ 12.0%	▲ 3.3%
State Taxes (\$M)	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	▲ 7.7%	▲ 2.8%
<b>Moffat</b>												
Travel Spending (\$M)	45.2	41.9	35.9	37.2	37.5	39.3	36.9	38.9	36.1	43.3	▲ 20.0%	▼ -0.4%
Earnings (\$M)	9.8	9.6	8.6	8.9	8.5	9.0	8.9	8.8	8.9	10.5	▲ 17.6%	▲ 0.6%
Employment (Jobs)	600	590	520	540	510	530	530	500	450	490	▲ 9.4%	▼ -2.0%
Local Taxes (\$M)	1.3	1.2	1.0	1.1	1.1	1.2	1.1	1.1	1.1	1.3	▲ 18.3%	▼ -0.4%
State Taxes (\$M)	1.3	1.2	1.1	1.1	1.1	1.1	1.1	1.1	1.0	1.2	▲ 17.6%	▼ -0.5%
<b>Montezuma</b>												
Travel Spending (\$M)	99.8	107.3	107.7	107.0	107.0	117.4	113.7	123.9	97.3	134.0	▲ 37.8%	▲ 3.0%
Earnings (\$M)	20.4	21.6	22.2	23.5	24.4	26.0	25.9	26.7	24.6	31.0	▲ 26.1%	▲ 4.2%
Employment (Jobs)	1,130	1,160	1,160	1,190	1,210	1,230	1,180	1,160	960	1,150	▲ 19.7%	▲ 0.2%
Local Taxes (\$M)	2.5	2.8	2.8	3.0	3.1	3.3	3.1	3.5	2.7	3.8	▲ 41.3%	▲ 4.4%
State Taxes (\$M)	2.9	3.1	3.2	3.3	3.3	3.4	3.3	3.6	2.8	3.8	▲ 31.8%	▲ 2.5%
<b>Montrose</b>												
Travel Spending (\$M)	115.9	121.9	127.3	133.5	138.8	147.8	156.3	170.1	132.7	194.7	▲ 46.7%	▲ 5.3%
Earnings (\$M)	20.6	21.6	22.3	24.1	26.1	28.6	37.2	37.3	36.4	48.5	▲ 33.3%	▲ 8.9%
Employment (Jobs)	920	970	990	1,030	1,080	1,130	1,240	1,230	1,090	1,250	▲ 14.5%	▲ 3.1%
Local Taxes (\$M)	2.5	2.5	2.6	2.8	3.1	3.3	3.3	3.6	3.3	4.3	▲ 30.2%	▲ 5.7%
State Taxes (\$M)	2.8	2.8	2.9	3.0	3.1	3.2	3.4	3.6	3.2	4.4	▲ 37.7%	▲ 4.8%

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# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Morgan</b>												
Travel Spending (\$M)	44.2	49.8	58.8	53.5	49.8	52.5	52.8	58.4	40.4	55.6	▲ 37.7%	▲ 2.3%
Earnings (\$M)	10.2	11.9	14.0	14.3	14.5	15.3	16.4	17.5	16.0	19.3	▲ 20.4%	▲ 6.6%
Employment (Jobs)	690	780	870	880	850	840	870	830	710	820	▲ 14.4%	▲ 1.6%
Local Taxes (\$M)	0.8	1.0	1.3	1.2	1.2	1.2	1.2	1.3	0.9	1.3	▲ 38.4%	▲ 4.8%
State Taxes (\$M)	1.7	1.8	2.1	2.0	2.0	1.9	2.0	2.1	1.6	2.0	▲ 25.5%	▲ 1.7%
<b>Otero</b>												
Travel Spending (\$M)	29.6	29.8	30.0	26.2	25.8	27.6	29.2	30.4	21.2	28.3	▲ 33.7%	▼ -0.4%
Earnings (\$M)	5.7	5.9	6.0	6.1	6.2	6.7	7.0	7.3	7.1	8.2	▲ 16.1%	▲ 3.6%
Employment (Jobs)	320	320	320	310	310	320	310	310	280	310	▲ 11.1%	▼ -0.5%
Local Taxes (\$M)	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.4	0.5	▲ 30.1%	▲ 0.2%
State Taxes (\$M)	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.8	0.9	▲ 21.5%	▼ -0.7%
<b>Ouray</b>												
Travel Spending (\$M)	37.0	38.2	38.6	42.9	46.8	49.2	50.9	77.4	73.2	87.4	▲ 19.4%	▲ 9.0%
Earnings (\$M)	10.6	11.2	11.8	12.6	14.0	15.2	17.0	19.7	19.6	22.6	▲ 15.1%	▲ 7.8%
Employment (Jobs)	490	530	530	550	600	640	660	740	680	730	▲ 6.5%	▲ 4.0%
Local Taxes (\$M)	1.7	1.8	1.8	2.0	2.5	2.6	2.7	4.2	4.0	4.8	▲ 20.2%	▲ 10.8%
State Taxes (\$M)	1.1	1.1	1.1	1.2	1.4	1.4	1.5	2.2	2.1	2.4	▲ 17.1%	▲ 8.5%
<b>Park</b>												
Travel Spending (\$M)	26.9	27.2	29.1	28.7	29.3	31.3	32.9	34.7	24.5	29.6	▲ 20.9%	▲ 1.0%
Earnings (\$M)	7.1	7.0	7.6	8.1	8.4	8.9	10.1	10.9	9.8	11.9	▲ 20.5%	▲ 5.3%
Employment (Jobs)	480	480	530	530	550	550	570	600	530	580	▲ 8.7%	▲ 1.9%
Local Taxes (\$M)	0.7	0.7	0.8	0.8	0.9	0.9	0.9	1.0	0.7	0.8	▲ 15.5%	▲ 0.9%
State Taxes (\$M)	0.8	0.8	0.8	0.9	0.9	0.9	0.9	1.0	0.7	0.8	▲ 16.4%	▲ 0.7%

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# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Phillips</b>												
Travel Spending (\$M)	10.5	10.3	10.2	9.8	9.3	10.4	11.8	12.1	9.1	12.4	▲ 36.5%	▲ 1.8%
Earnings (\$M)	1.2	1.2	1.3	1.7	1.7	1.8	1.9	2.0	1.9	1.9	▼ -2.9%	▲ 4.8%
Employment (Jobs)	80	80	80	100	100	100	100	100	100	90	▼ -7.2%	▲ 1.9%
Local Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	▲ 25.1%	▲ 10.1%
State Taxes (\$M)	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.5	▲ 16.1%	▲ 0.0%
<b>Pitkin</b>												
Travel Spending (\$M)	622.5	658.3	708.9	756.3	794.7	811.4	808.9	828.4	604.6	614.1	▲ 1.6%	▼ -0.1%
Earnings (\$M)	220.0	239.8	254.7	276.1	300.1	304.8	322.9	338.4	306.9	343.8	▲ 12.0%	▲ 4.6%
Employment (Jobs)	4,570	4,770	4,840	4,900	5,310	5,270	5,340	5,350	4,490	4,640	▲ 3.4%	▲ 0.2%
Local Taxes (\$M)	26.4	28.0	30.7	33.1	38.7	39.7	39.4	40.3	31.0	30.2	▼ -2.6%	▲ 1.4%
State Taxes (\$M)	14.6	15.5	16.8	18.0	19.1	19.5	19.7	20.2	16.2	16.4	▲ 1.3%	▲ 1.2%
<b>Prowers</b>												
Travel Spending (\$M)	24.3	22.5	21.3	21.3	22.2	23.1	22.6	24.0	24.4	26.3	▲ 7.6%	▲ 0.8%
Earnings (\$M)	10.9	10.1	10.2	10.6	11.1	11.5	11.3	12.2	12.5	13.3	▲ 5.9%	▲ 2.0%
Employment (Jobs)	680	660	640	620	620	620	580	610	570	580	▲ 1.0%	▼ -1.7%
Local Taxes (\$M)	0.8	0.7	0.7	0.7	0.7	0.8	0.7	0.8	0.8	0.9	▲ 9.4%	▲ 0.6%
State Taxes (\$M)	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.7	▲ 8.1%	▲ 1.3%
<b>Pueblo</b>												
Travel Spending (\$M)	219.0	219.4	230.6	226.6	221.4	246.2	254.3	257.5	203.8	267.5	▲ 31.3%	▲ 2.0%
Earnings (\$M)	62.0	62.0	66.8	74.3	75.7	80.9	83.2	87.3	81.6	92.7	▲ 13.6%	▲ 4.1%
Employment (Jobs)	2,460	2,480	2,520	2,620	2,730	2,730	2,730	2,700	2,350	2,570	▲ 9.2%	▲ 0.4%
Local Taxes (\$M)	5.3	5.3	5.9	6.5	6.4	7.2	7.1	7.1	5.8	7.7	▲ 32.8%	▲ 3.9%
State Taxes (\$M)	7.3	7.3	7.6	7.9	7.9	8.1	8.3	8.5	6.9	8.4	▲ 22.1%	▲ 1.4%

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# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Rio Blanco</b>												
Travel Spending (\$M)	17.8	19.1	17.7	15.3	16.1	18.4	16.0	16.9	17.3	20.0	▲ 15.2%	▲ 1.2%
Earnings (\$M)	7.4	7.8	7.0	6.6	7.1	7.9	6.2	6.4	6.7	8.1	▲ 20.3%	▲ 0.9%
Employment (Jobs)	250	260	230	210	240	260	220	230	220	250	▲ 13.1%	▲ 0.1%
Local Taxes (\$M)	0.5	0.5	0.5	0.4	0.4	0.5	0.4	0.4	0.5	0.5	▲ 13.5%	▲ 1.8%
State Taxes (\$M)	0.5	0.6	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	▲ 14.6%	▲ 0.8%
<b>Rio Grande</b>												
Travel Spending (\$M)	28.3	24.1	26.4	25.1	26.7	34.4	32.6	36.2	40.9	54.0	▲ 32.2%	▲ 6.7%
Earnings (\$M)	7.7	7.8	9.1	9.8	10.2	11.9	11.8	13.5	13.6	18.7	▲ 37.0%	▲ 9.2%
Employment (Jobs)	420	450	520	520	550	610	550	620	570	740	▲ 30.1%	▲ 5.8%
Local Taxes (\$M)	0.9	0.7	0.9	0.9	1.0	1.3	1.2	1.3	1.6	2.1	▲ 33.1%	▲ 8.7%
State Taxes (\$M)	0.9	0.8	0.9	0.9	1.0	1.1	1.1	1.2	1.3	1.6	▲ 28.6%	▲ 5.9%
<b>Routt</b>												
Travel Spending (\$M)	316.8	339.7	367.1	382.4	413.8	442.9	477.9	499.6	231.3	234.8	▲ 1.5%	▼ -2.9%
Earnings (\$M)	144.5	151.2	164.6	178.2	191.8	202.5	211.9	219.9	189.3	230.7	▲ 21.8%	▲ 4.8%
Employment (Jobs)	3,890	3,920	4,100	4,190	4,430	4,750	4,800	4,770	3,750	4,220	▲ 12.5%	▲ 0.8%
Local Taxes (\$M)	11.0	12.0	13.2	13.9	15.3	16.4	17.8	18.6	9.2	8.6	▼ -6.9%	▼ -2.4%
State Taxes (\$M)	7.7	8.3	9.0	9.5	10.3	11.0	11.8	12.3	6.5	6.9	▲ 6.0%	▼ -1.1%
<b>Saguache</b>												
Travel Spending (\$M)	9.0	9.0	10.2	9.6	9.9	14.1	14.0	13.6	14.5	15.6	▲ 7.7%	▲ 5.7%
Earnings (\$M)	2.0	2.2	2.6	2.6	2.6	3.9	4.0	3.9	4.4	4.0	▼ -10.9%	▲ 7.1%
Employment (Jobs)	140	150	190	180	170	240	240	220	240	210	▼ -13.4%	▲ 4.0%
Local Taxes (\$M)	0.2	0.2	0.2	0.2	0.2	0.4	0.4	0.4	0.4	0.4	▲ 11.5%	▲ 10.2%
State Taxes (\$M)	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	▲ 3.2%	▲ 5.2%

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# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>San Juan</b>												
Travel Spending (\$M)	14.8	15.9	16.4	17.9	19.4	21.5	21.1	23.5	25.5	31.8	▲ 24.9%	▲ 7.9%
Earnings (\$M)	3.7	3.8	3.9	4.5	4.9	5.5	5.4	6.4	5.7	7.7	▲ 34.9%	▲ 7.7%
Employment (Jobs)	190	190	180	210	210	230	220	260	230	310	▲ 37.0%	▲ 5.0%
Local Taxes (\$M)	0.5	0.5	0.5	0.6	0.8	0.9	0.9	1.0	1.1	1.3	▲ 18.9%	▲ 10.2%
State Taxes (\$M)	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.7	0.9	▲ 29.4%	▲ 8.2%
<b>San Miguel</b>												
Travel Spending (\$M)	151.9	183.3	193.6	219.9	225.9	242.8	253.3	292.6	306.1	282.5	▼ -7.7%	▲ 6.4%
Earnings (\$M)	58.1	65.0	69.2	79.6	80.4	86.5	90.1	104.5	88.1	104.0	▲ 18.1%	▲ 6.0%
Employment (Jobs)	1,540	1,660	1,720	1,860	1,820	1,920	1,970	2,150	1,690	1,920	▲ 13.9%	▲ 2.2%
Local Taxes (\$M)	5.8	7.1	7.6	9.0	9.3	9.9	10.5	12.1	12.6	12.1	▼ -4.2%	▲ 7.7%
State Taxes (\$M)	3.9	4.7	5.0	5.8	6.0	6.4	6.7	7.7	7.7	7.7	▼ -0.1%	▲ 7.0%
<b>Sedgwick</b>												
Travel Spending (\$M)	3.9	3.8	3.8	3.4	3.3	3.5	3.8	3.8	2.8	3.6	▲ 26.9%	▼ -0.7%
Earnings (\$M)	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	▲ 2.1%	▲ 2.0%
Employment (Jobs)	30	30	30	30	30	30	30	30	30	30	▼ -5.7%	▼ -0.8%
Local Taxes (\$M)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	▲ 7.5%	▼ -0.2%
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	▲ 13.0%	▼ -1.4%
<b>Summit</b>												
Travel Spending (\$M)	686.5	747.7	829.8	909.5	1,008.5	1,034.0	1,195.1	1,351.0	1,282.4	1,816.3	▲ 41.6%	▲ 10.2%
Earnings (\$M)	174.9	188.0	204.5	226.7	243.1	254.8	283.4	299.8	272.9	319.0	▲ 16.9%	▲ 6.2%
Employment (Jobs)	7,060	7,270	7,610	7,990	8,250	8,380	8,910	9,240	7,650	8,800	▲ 15.0%	▲ 2.2%
Local Taxes (\$M)	27.7	30.6	34.3	38.2	43.8	44.8	51.7	58.7	56.8	80.4	▲ 41.6%	▲ 11.2%
State Taxes (\$M)	19.5	21.2	23.5	25.9	28.7	29.4	33.7	37.7	35.7	48.6	▲ 36.2%	▲ 9.6%

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# County / Impacts Table, Summary

## Travel Impacts 2012-2021p

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Avg. Annual % Chg.	
											2020-21	2012-21
<b>Teller</b>												
Travel Spending (\$M)	162.7	172.2	180.6	180.2	181.5	192.3	194.2	206.0	134.5	153.8	▲ 14.4%	▼ -0.6%
Earnings (\$M)	53.9	53.0	54.0	58.0	59.8	63.3	64.5	67.7	51.1	61.5	▲ 20.3%	▲ 1.3%
Employment (Jobs)	1,980	1,860	1,930	1,970	2,030	2,090	2,110	2,080	1,590	1,750	▲ 9.7%	▼ -1.2%
Local Taxes (\$M)	1.4	1.4	1.5	1.5	1.7	1.8	1.9	2.0	1.3	1.6	▲ 24.2%	▲ 1.6%
State Taxes (\$M)	2.6	2.6	2.7	2.8	2.9	2.9	3.0	3.2	2.2	2.7	▲ 21.1%	▲ 0.3%
<b>Washington</b>												
Travel Spending (\$M)	4.1	4.2	4.2	4.1	4.1	4.3	4.4	4.5	3.7	4.0	▲ 8.3%	▼ -0.4%
Earnings (\$M)	0.7	0.8	0.8	0.8	0.9	0.9	0.9	0.9	0.9	0.8	▼ -5.5%	▲ 1.7%
Employment (Jobs)	40	40	40	40	40	40	40	40	40	30	▼ -12.4%	▼ -2.1%
Local Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 1.9%	▲ 0.0%
State Taxes (\$M)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	▲ 5.9%	▼ -0.7%
<b>Weld</b>												
Travel Spending (\$M)	237.9	262.9	278.8	262.7	261.9	294.3	314.3	331.8	259.3	323.0	▲ 24.5%	▲ 3.1%
Earnings (\$M)	50.4	55.6	60.3	65.4	70.0	77.6	81.9	87.6	83.4	96.7	▲ 15.9%	▲ 6.7%
Employment (Jobs)	2,940	3,120	3,300	3,400	3,510	3,670	3,640	3,710	3,270	3,590	▲ 9.8%	▲ 2.0%
Local Taxes (\$M)	4.7	5.6	6.1	6.0	6.0	6.9	7.3	7.8	5.9	7.3	▲ 25.2%	▲ 4.6%
State Taxes (\$M)	7.6	8.3	8.7	8.7	8.8	9.2	9.7	10.3	8.2	9.8	▲ 19.5%	▲ 2.5%
<b>Yuma</b>												
Travel Spending (\$M)	14.3	14.5	14.5	13.0	12.7	13.6	14.7	15.1	10.8	15.1	▲ 40.1%	▲ 0.6%
Earnings (\$M)	3.5	3.3	3.3	3.4	3.8	3.9	4.2	4.3	4.6	5.3	▲ 15.0%	▲ 4.3%
Employment (Jobs)	220	220	220	210	230	230	250	250	250	280	▲ 14.1%	▲ 2.7%
Local Taxes (\$M)	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	▲ 33.4%	▲ 2.0%
State Taxes (\$M)	0.6	0.6	0.6	0.6	0.6	0.5	0.6	0.6	0.4	0.5	▲ 21.7%	▼ -0.2%

Details may not add to totals due to rounding. Percent change calculated on unrounded figures. Employment and Earnings includes CARES Act support.

# Glossary

<b>Term</b>	<b>Definition</b>
Hotel, Motel, STVR	Accommodation types that house transient lodging activity.
Private Home	Unpaid overnight accommodations used to host visiting friends and family overnight.
Other Overnight	Combination of other overnight visitors who stay in campgrounds or 2nd homes.
Day Travel	Greater than 50 miles traveled non-routine to the destination.
Visitor Spending	Direct spending made by visitors in a destination.
Other Spending	Spending by residents on travel arrangement services, or spending for convention activity.
Direct Spending	Expenditures made by consumers, combination of Visitor Spending and Other Spending.
Direct Earnings	Total after-tax net income from travel. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.
Direct Employment	Employment generated by direct spending; Includes full time, part time, seasonal, and proprietors.
Local Taxes	City and county taxes generated by travel spending.
State Taxes	State taxes generated by travel spending.
Destination Spending	Interchangeable with Visitor Spending. Direct spending made by visitors in a destination.
STVR	Short Term Vacation Rental, private and semi-private lodging rented by owners or property management companies (e.g. Airbnb, VRBO).
2nd Home	Homes under private ownership for personal use as a seasonal property where a lodging tax is not collected. Only includes spending during trip.



# Methodology

## Travel Impacts Methodology

Primary travel impact analysis will make use of the Regional Travel Impact Model (RTIM), prepared and maintained by Dean Runyan Associates and used for most of our travel impact analysis since 1985. This model was developed to provide robust impact findings at small geography without reliance on annual survey research. This is a “bottom up” approach whereby analysis is conducted at the county level, then aggregated to regions and the state, allowing us to use the most detailed tax, employment, wages, and other data that are available. Our clients have selected this approach to provide particularly detailed and defensible findings for all parts of their constituency.

Because the model does not rely on annual survey research for its primary inputs, we work in other states with a variety of other visitor profile providers, including national panel managers or those making use of intercept or regional web methodology. Analysis is conducted separately by type of visitor lodging, making use of data and modeling appropriate to each. Impact analysis associated with visitors staying in commercial lodging makes use of lodging tax data to calculate lodging sales, then employs expenditure distribution data for these types of visitors to calculate total sales and the distribution among expenditure categories. We maintain our own expenditure distribution database for each state we work in, but also make use of historic and current expenditure data, as available. Rental cabins, condos and other property are included in this category if lodging tax has been applied to sales.

Earnings, employment, and tax receipts are calculated using employment and wage data by business category, for each county, plus the applicable taxes on each type of expenditure. Tax impacts, such as for restaurant, fuel, and retail purchases, are calculated from spending amounts; totals will be checked against data from state sources.

Sales attributed to campers are calculated from campground inventory (separately for public and commercial campgrounds), camping occupancy data and average expenditures for camping parties. Expenditure data will be from expenditure databases that we maintain, augmented by visitor survey data available for Colorado, as available.

Other impacts are calculated in a manner like those for commercial accommodation travelers. Sales attributable to travelers staying in their own second homes, or in rented condo, cabin, and other accommodations, are calculated from inventories of these types of lodging and the associated utilization and expenditure data. Findings are made consistent if some of these sales have been subject to lodging tax. Second home inventories are from US Census sources and any local/regional data available. Other impacts are calculated in a manner like those for commercial accommodation travelers.

(Continued on next page)



# Methodology / Continued

## Travel Impacts Methodology

Day travel spending is calculated as a factor of overnight spending, with the proportions based on visitor data for Colorado travelers. This analysis will rely the most on visitor profile data provided by the profile contractor. Other impacts are calculated in a similar way as those for commercial accommodation travelers.

All spending estimates are summed for each county and separately for each business category with applicable data then used to calculate earnings, employment, and tax receipts. County totals will be mapped to regions using address and other location data for lodging, camping, and other rental accommodations using separate methods for each type of lodging.

In all cases, our data and methodology are transparent, allowing for reliable error trapping and effective review of findings. All findings are also checked against available comparable data, such as county-level employment data by industry from the US Bureau of Labor Statistics and lodging sales data from STR and Key Data.



# Fruita + Palisade Tourism Partnership

REIMAGINE DESTINATIONS PROGRAM

October 18, 2022



COLORADO  
TOURISM OFFICE



# Agenda

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- 9:00 | Registration, Networking
- 9:15 | Welcome, Opening Remarks, & Introductions
- 9:45 | Colorado Tourism Office Updates
- 10:00 | Champion Update & Destination Assessment
- 10:30 | Fruita + Palisade Partnership Work Plan
- 10:45 | Action Planning
- 12:15 | Lunch
- 1:15 | Wrap-up
- 1:30 | Gravel Adventure Guide Planning (optional)



A wide-angle landscape photograph of a canyon. The foreground and middle ground show rugged, layered rock formations in shades of brown and tan. Several winding dirt paths are visible, snaking across the slopes and along the edges of the canyon. Sparse green shrubs and small trees are scattered across the rocky terrain. In the distance, a valley opens up with a river or stream, surrounded by rolling hills and more distant mountain ranges under a bright blue sky with scattered white clouds. The overall scene is a dramatic and scenic natural landscape.

# — Introductions



# Introductions

- Name
- Who are you representing today?
- Small groups
  - “Grand Valley you gotta...”
  - 1 must see from Fruita and Palisade (2 total)





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# Colorado Tourism Office Updates





# Reimagine Destinations Program

- Destination assessment
- Workshop
- 100 hours free consulting
- \$20,000 creative asset production shoot (\$30k total, planned for winter 2023)



# Colorado Tourism Office

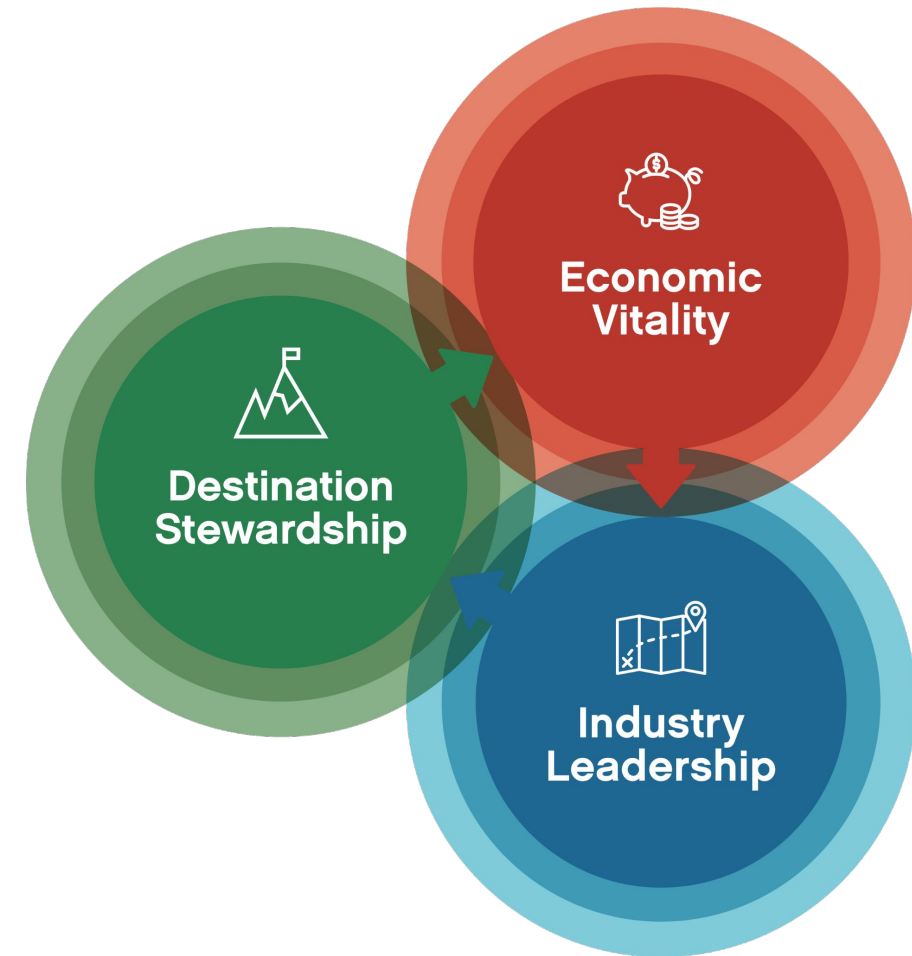
The Colorado Tourism Office (CTO) is the Destination Marketing and Management Organization for the state of Colorado.

The CTO is a division of the Colorado Office of Economic Development and International Trade (OEDIT) with a mission to achieve and sustain a healthy Colorado economy that works for everyone and protects what makes Colorado the best state in the country to live, work, start a business, raise a family, and retire.



# Colorado Tourism Roadmap 2.0

Seeks to advance the strength and resilience of the Colorado tourism industry through *collaboration, inclusivity, innovation, and leadership*



# Destination Stewardship in Colorado

Support for Colorado destinations that balances *quality of life for residents* and *quality of experience for visitors*, while *enhancing our environment and communities*

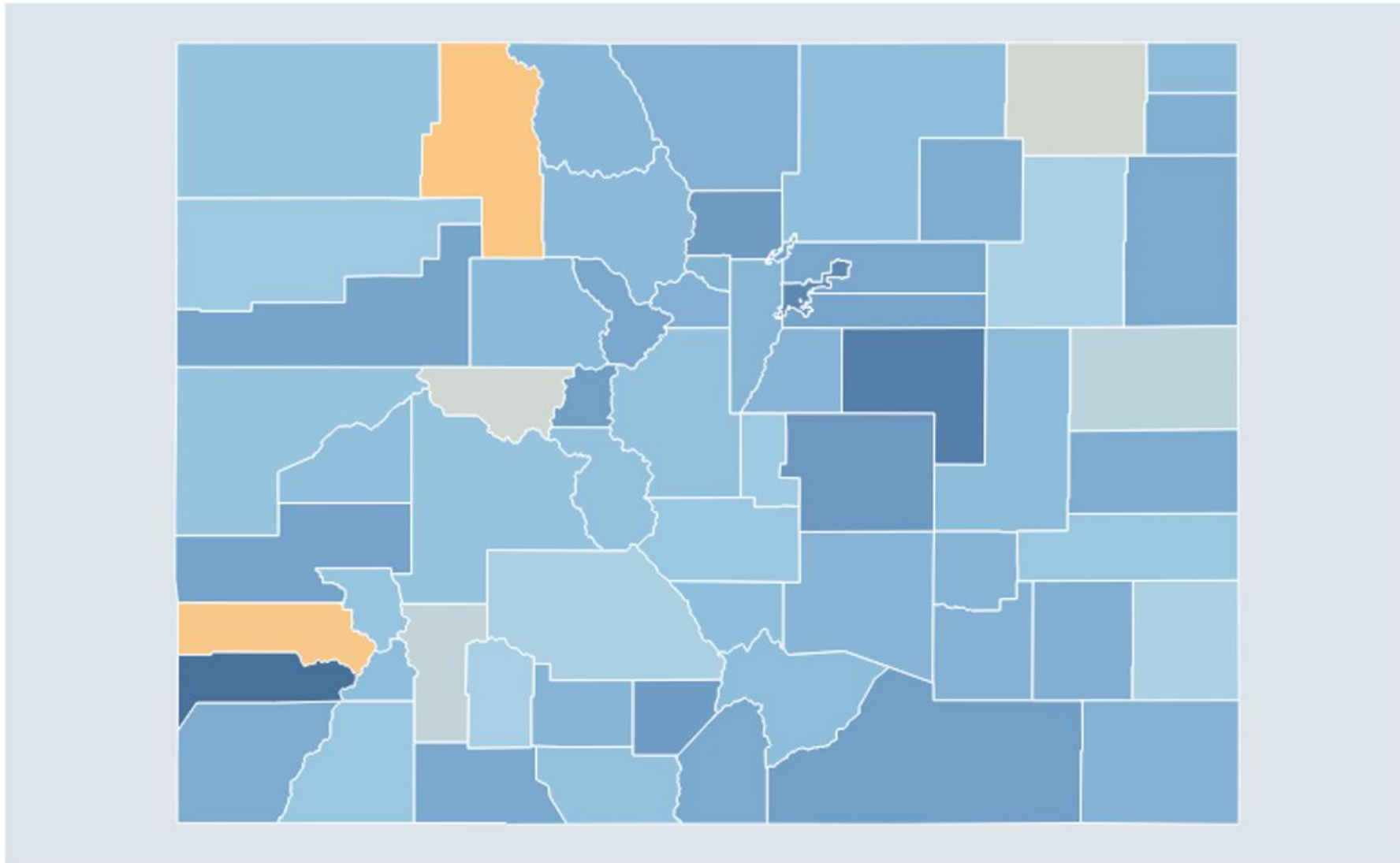


# 2021 Statewide Economic Impact

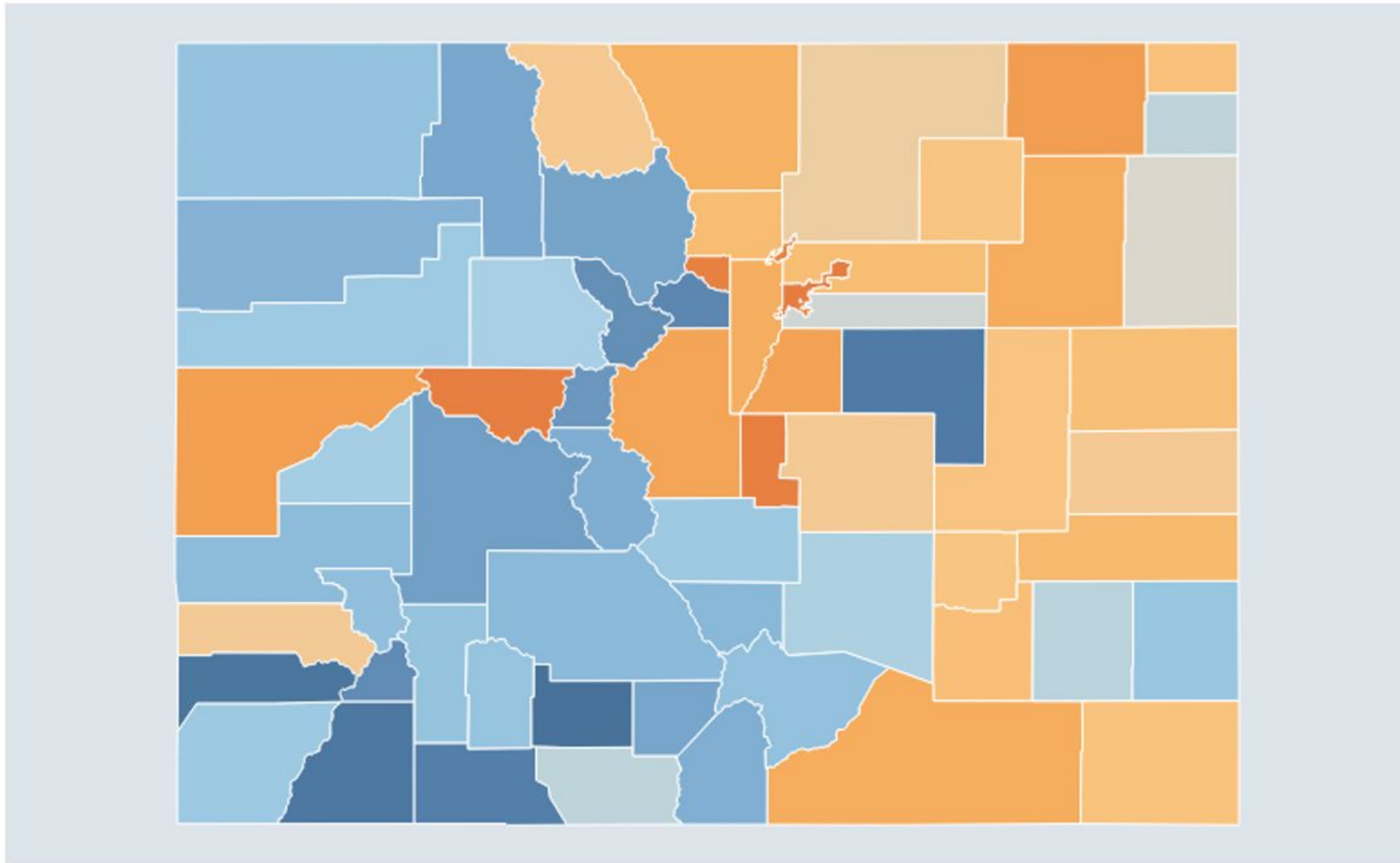
Category	2019	2020	2021	% change
Travel Spending	\$24.2B	\$15.8B	\$22.2B	-8.2%
Tourism Employment	184,100	146,800	161,700	-12.2%
State and Federal Tax Revenue	\$3.1B	\$2.2B	\$2.9B	-6.5%

\*Source: Dean Runyan Associates, The Economic Impact of Travel in Colorado, 2011-2021

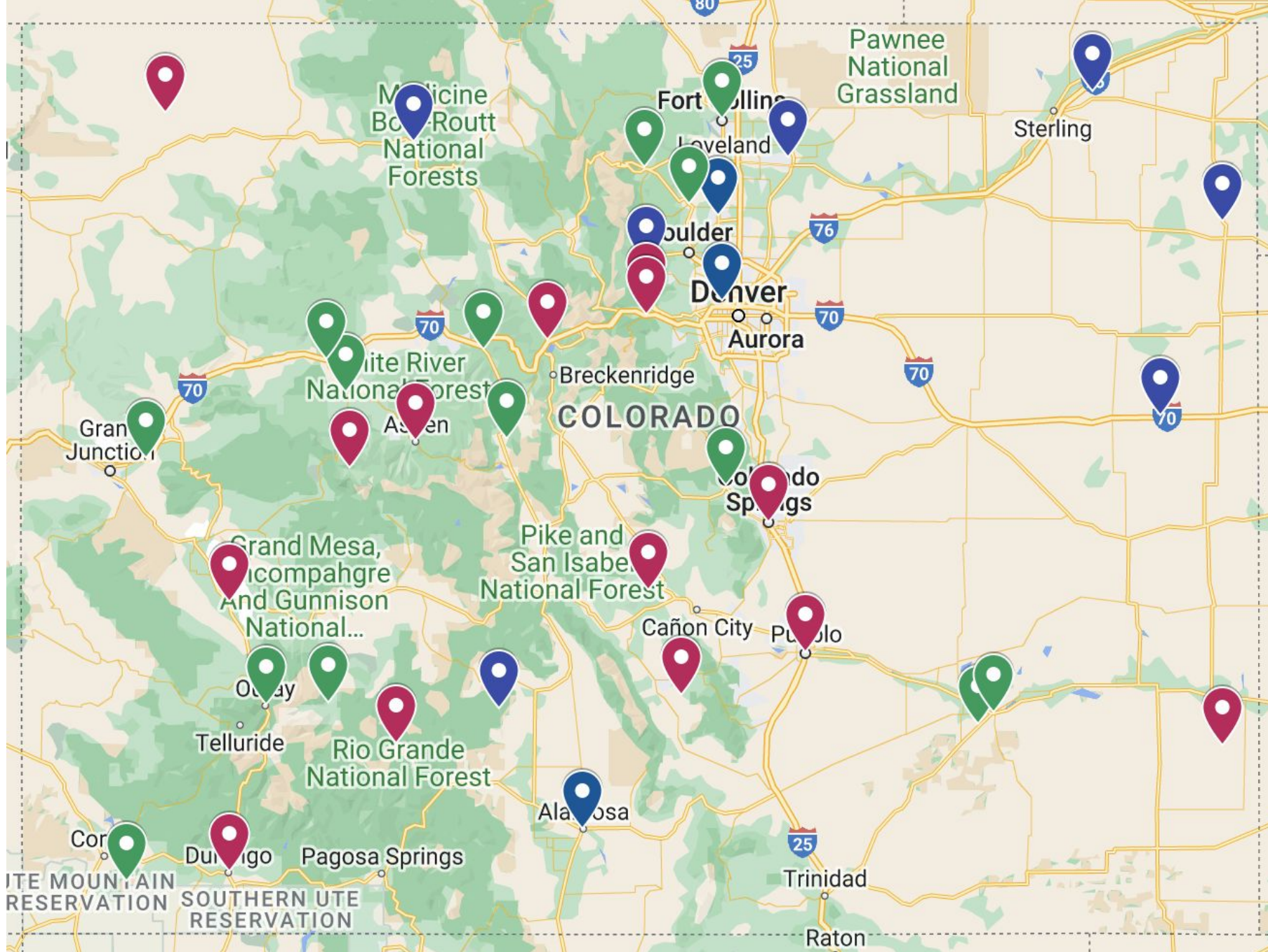
# 2020-2021 % Change



# 2019-2021 % Change





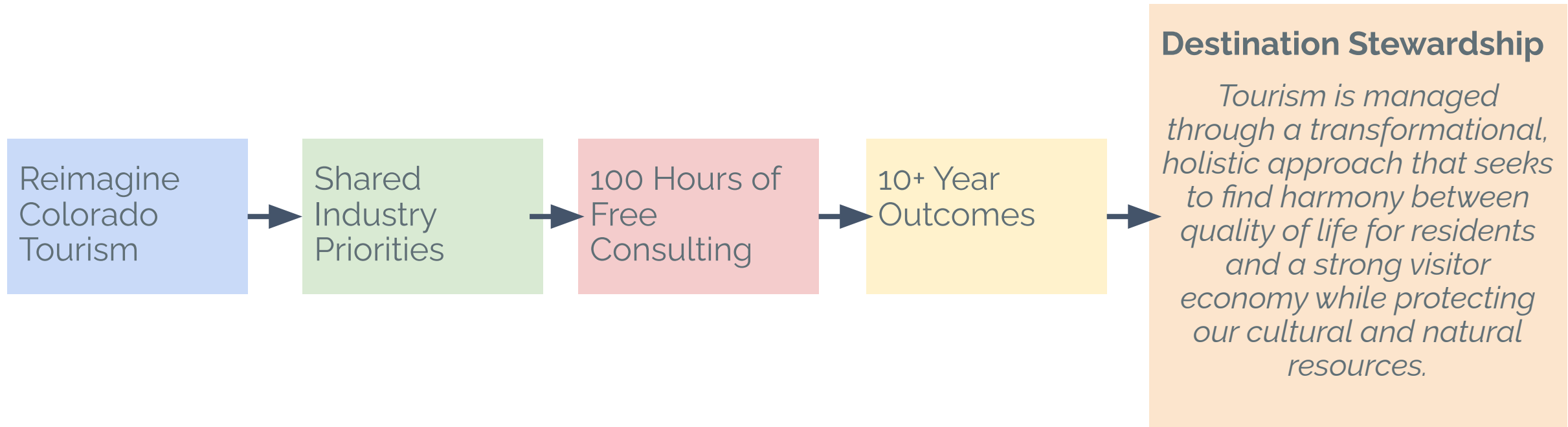


# Shared Industry Priorities

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

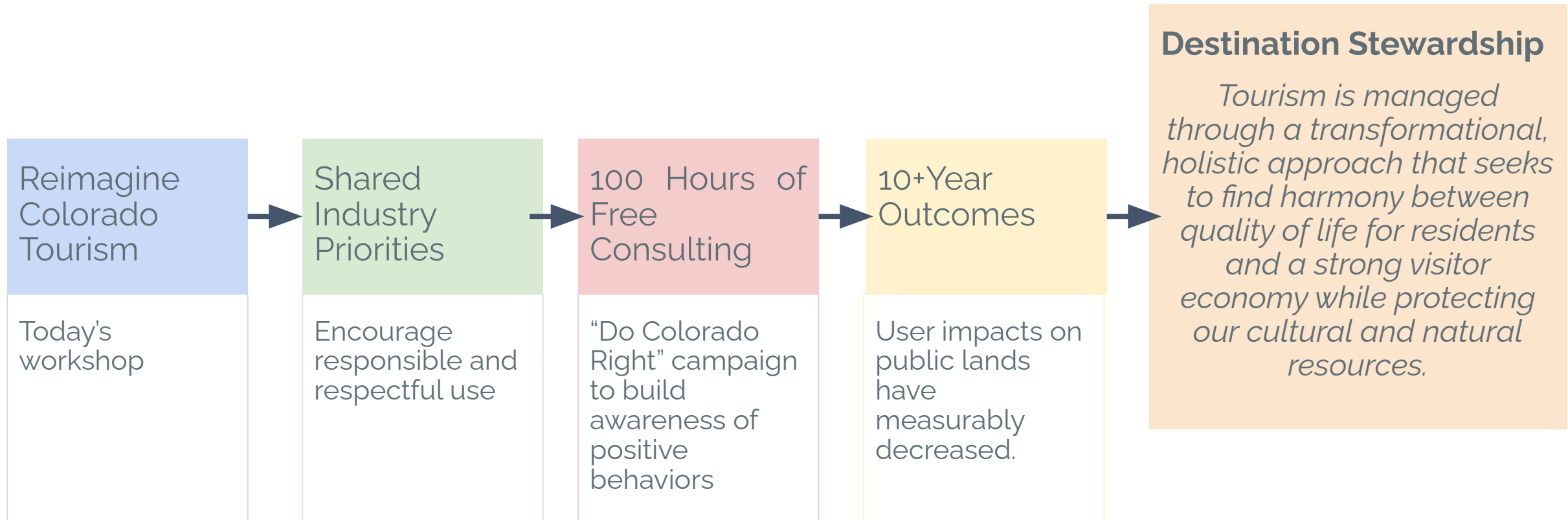


# Working Towards A Collective Vision





# Vision to Action



# Silverthorne & Dillon (Exit 205)

- The towns of Silverthorne & Dillon (Exit 205) participated in the Restart Destinations Program
- Exit 205 identified an opportunity to encourage responsible and respectful use and received input from local stakeholders
- Exit 205 worked with its CRAFT Mentor to identify key themes and produce foundational messaging
- Exit 205 published the content and participated in a Colorado Tourism Office social media co-op



# Do Exit 205 Right

Font Size: [+](#) [-](#) [+](#) [Share & Bookmark](#) [Feedback](#) [Print](#)



Welcome! The Town of Silverthorne is conveniently located off I-70 at Exit 205, along with the Town of Dillon, about an hour and a half from Denver. Together, Silverthorne and Dillon are thrilled to have you visit and experience our beautiful community. To help you have an amazing visit to Exit 205 and Silverthorne, here are a few tips to Do Exit 205 Right:

## On The Trail

- Even though shortcuts can be tempting, please don't take them. A few extra strides on the path will protect plants and terrain.
- Respect wildlife and other trail users - be sure to travel quietly.
- Leave flowers, plants, rocks and historical items as you find them so others experience the joy of discovery.

## In Town

- Be patient - please. Practice kindness. Our workforce is doing their best to welcome you and provide exceptional service. Restaurants, shops, and hotels and accommodations may be under staffed, so breathe in the clean mountain air and take in the views for a bit if you have to wait.



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# Fruita & Palisade Champion Updates





# Tourism Updates: Palisade

- 3rd CTO grant in 3 years with Fruita
- New marketing pieces:
  - Tear-off maps
  - Stamped postcards
  - Palisade trifold brochure
  - Window decals - 'share your experience'
- Replace Fruit & Wine Byway signage
- Hosting journalists → feature articles
- Ballot issue to increase lodging fee & \$2 for public safety



# Tourism Updates: Fruita

- North Fruita Desert Master Plan
- New and unique events in Fruita
  - Co2UT and REXY Gravel Races
  - Kids Adventure Games
- Increased travel to Fruita
- Commercial development
- [FARM](#) - Fruita Arts Recreation Marketplace
- Kokopelli Master Plan
- Marketing Efforts



# Joint Marketing is Underway

- 3 CTO Grants over last 3 years
- 9-month Sojern campaign (2021)
- Photography and videography to build asset collection
- [discovergrandvalley.com](https://discovergrandvalley.com)

**DISCOVER THE  
GRAND  
VALLEY**



# Destination Assessment

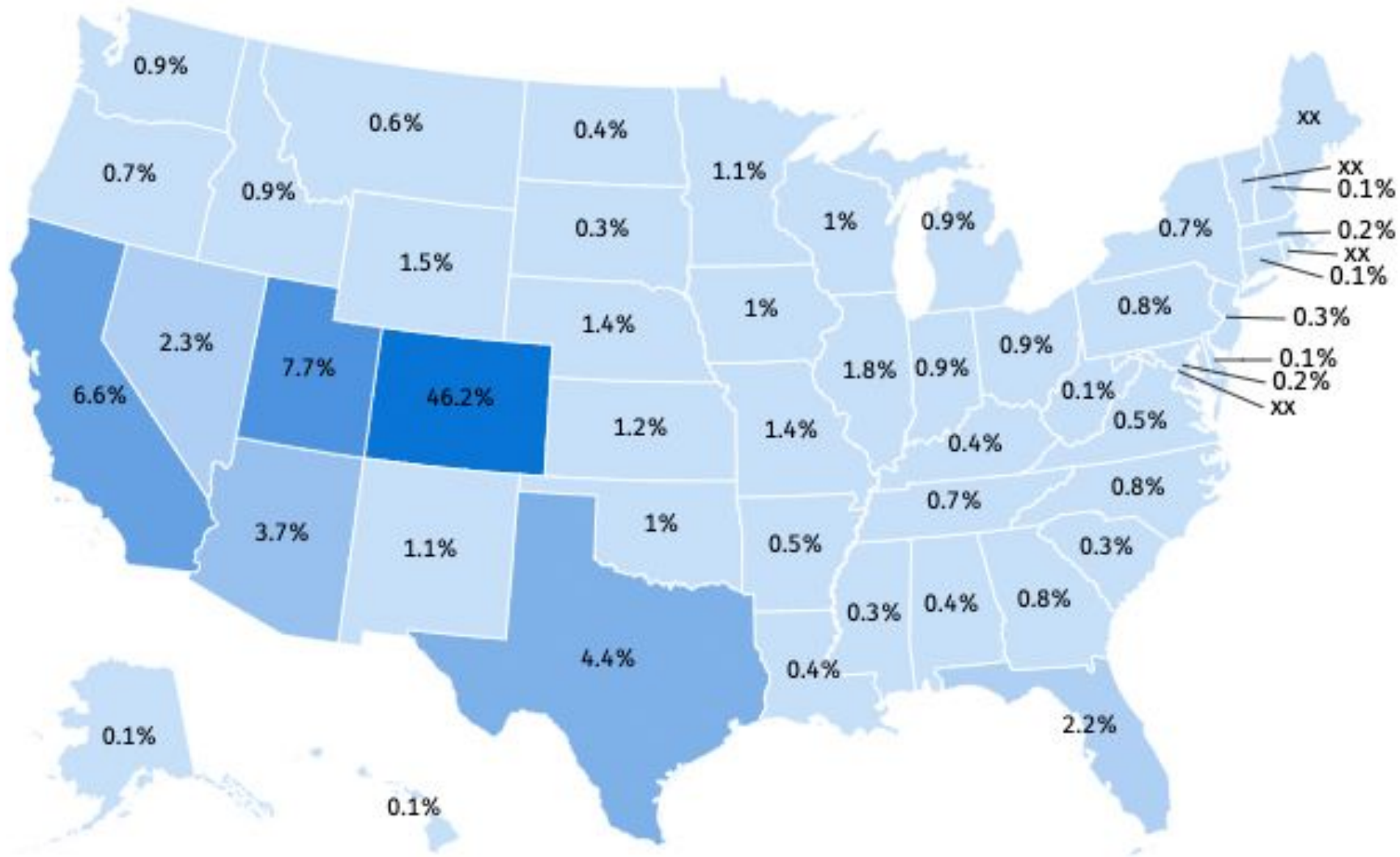




# Destination Assessment

- Calls w/ Champions and check-ins w/ Palisade TAB and Fruita TAC
- OREC Grant application
- Tourism Stakeholder Survey (*Only **15** responses so far, so please respond!*)
- Visitor profile studies
  - [Fruita](#)
  - [Palisade](#)





Share of visitor trips by state (01/01/19-8/31/22; Palisade)

# Fruita Visitor Days by Length of Stay

2019



2020



2021



2022\*





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# Fruita + Palisade Partnership Work Plan

A person wearing a blue helmet and a black and blue cycling jersey is riding a mountain bike on a dirt trail. The trail is surrounded by desert vegetation, including green trees and yellowish shrubs. In the background, there are large, layered rock formations and a clear blue sky. The text "Fruita + Palisade Partnership Work Plan" is overlaid in white on the left side of the image.



# Fruita + Palisade Tourism Partnership

*Collaboratively and creatively market Fruita and Palisade as a unified destination.*

## Objectives:

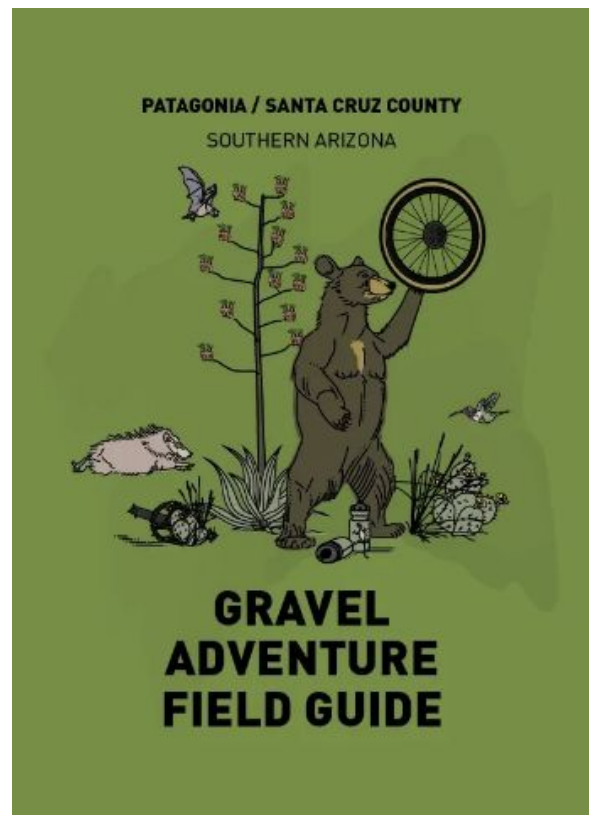
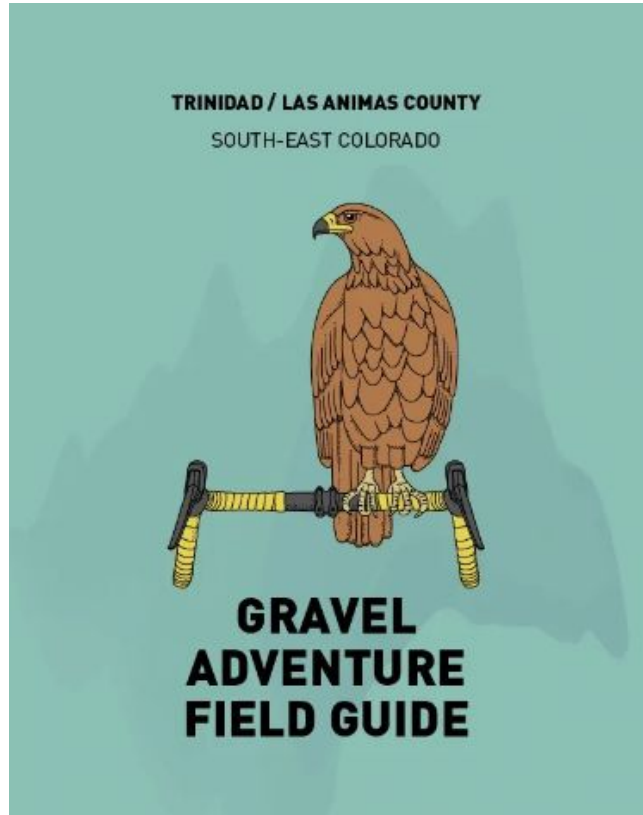
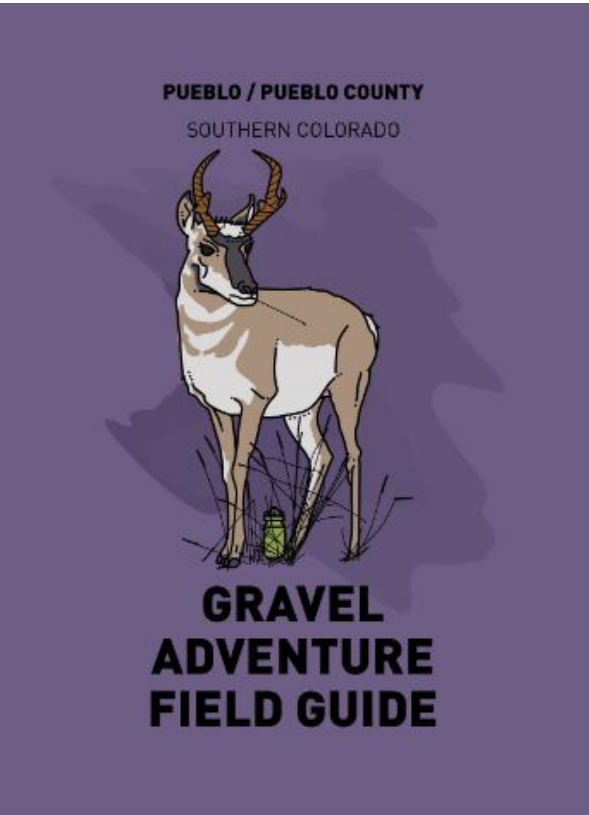
- Identify ways in which the two towns can augment one another's tourism experience
- Align budgets and grant opportunities to fund joint-marketing efforts
- Create marketing materials and media that promote the Grand Valley as a multi-day destination for both outdoor recreation and agritourism
- Encourage more responsible visitation within the Grand Valley
- Keep one another informed about events, tourism experiences, and happenings in order to facilitate cross promotions

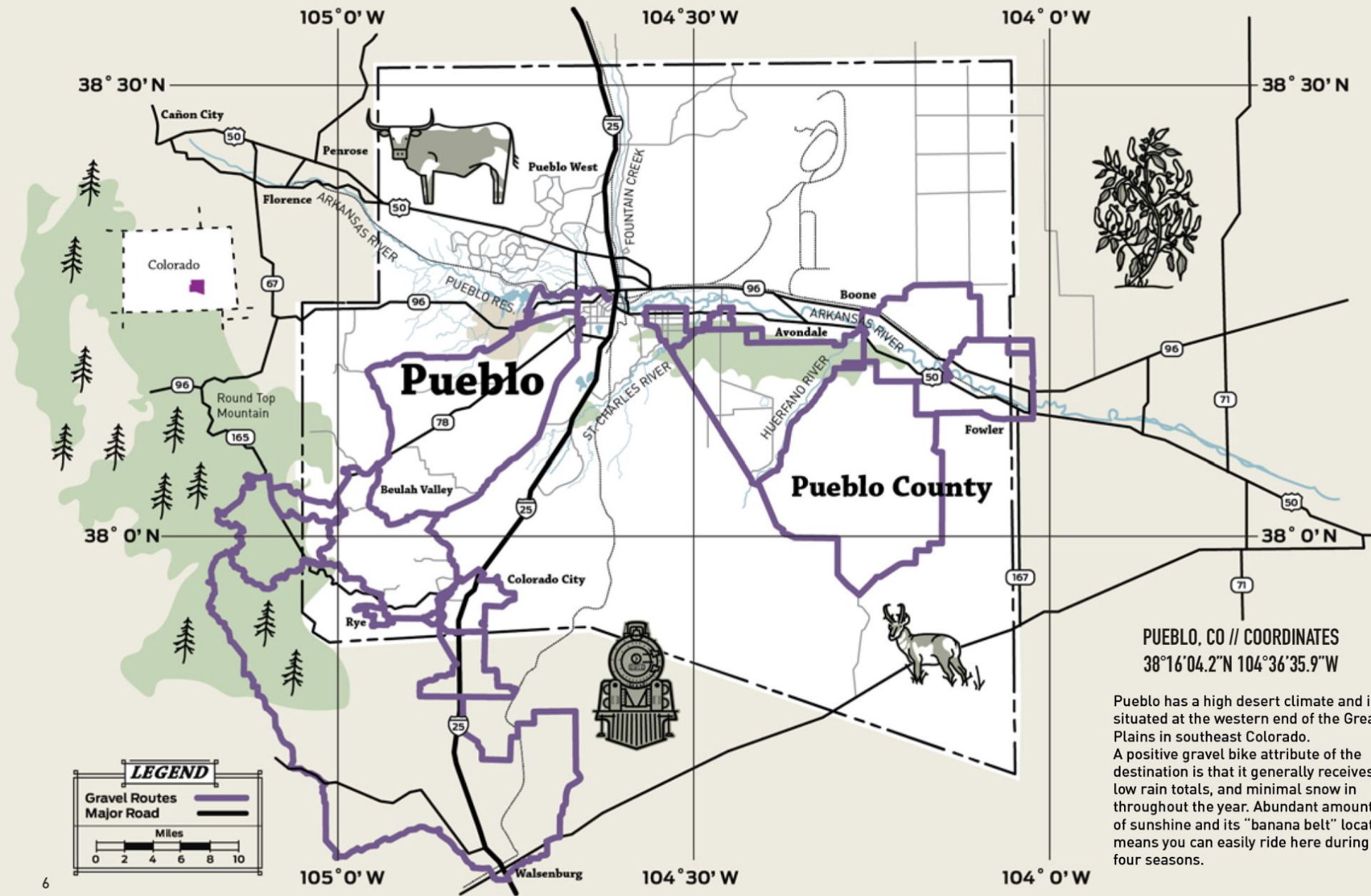
# F+P Partnership Work Plan

- Recommended projects
  - Collecting video and photo assets
  - F+P shared event calendar
  - Shared marketing materials and media
  - Responsible visitation messaging
  - Grant applications
- Other potential projects
  - Bike + agritourism routes
  - “What’s open” ([example](#))
  - Website updates
  - F+P promotional campaign
  - Community and media outreach



# Gravel Adventure Field Guides



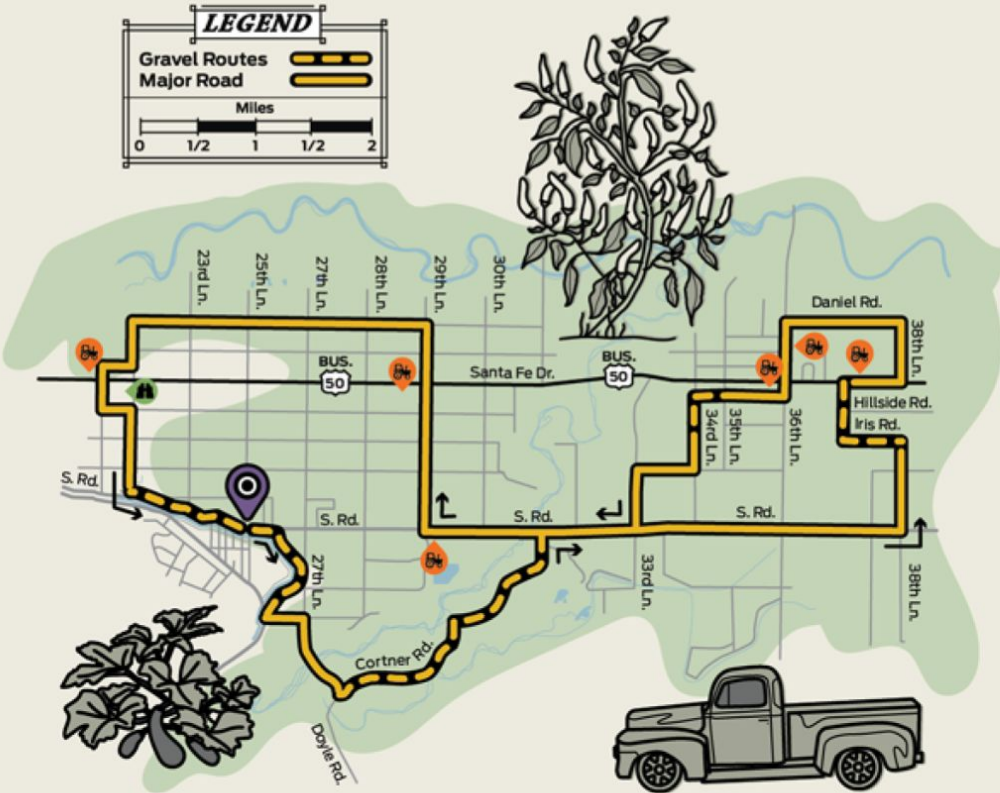


PUEBLO, CO // COORDINATES  
 38°16'04.2"N 104°36'35.9"W

Pueblo has a high desert climate and is situated at the western end of the Great Plains in southeast Colorado. A positive gravel bike attribute of the destination is that it generally receives low rain totals, and minimal snow in throughout the year. Abundant amounts of sunshine and its "banana belt" location means you can easily ride here during all four seasons.



# PUEBLO FARMSTAND TREVERSA



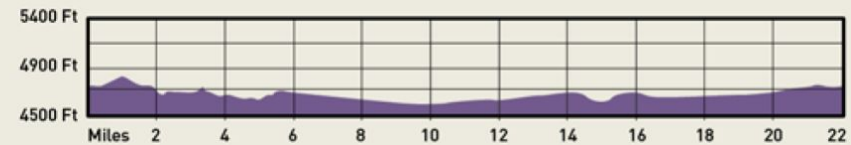
Distance: 23.8 Miles  
 Elevation: +444 Ft  
 Max Grade: 3.0%  
 Approx: 27/73 %Gravel/Paved  
[ridewithgps.com/routes/38497314](http://ridewithgps.com/routes/38497314)

Agriculture sits at the heart of Pueblo County's identity, with the green chile at the center of it all. This mixed surface route invites you to visit a network of six family-owned roadside farmstands to sample the bounty of Arkansas River Valley-grown fruits and vegetables.

Along with green chiles, you'll find dry sausages, cheese, honey, ethnic foods, and pastries made on site. Both year-round and seasonal farmstands give you options when visiting. Pueblo's farmstands are a mash-up of colors, aromas, food and sights. The local farm life and history is better experienced on a bicycle.

## SPECIAL ROUTE

Explore the family farms of Pueblo. Park and start at the S. Rd. Irrigation Canal. Enjoy the agricultural hub of southern Colorado. Please plan some time to visit the farmstands. More info in the Locals Section on page 57.





# ROAD ORIGINS

Pueblo's origin dates to 1842, when fur traders allegedly helped build a plaza on the confluence of the Arkansas River at Fountain Creek. El Pueblo served as an independent trading post and fort until 1854. It drew traders, trappers, and hunters of Mexican, French, Anglo, and Native American heritage to the region as the Santa Fe Trail developed.

Early Front Range trails forged by Native Americans converged on Pueblo, including the Cherokee Trail and Trapper's Trail (Taos Trail). Each contributed significantly to westward U.S. expansion. Even present day I-25 follows what once started out as a singletrack footpath that traveled north and south of Pueblo.

The Gold Rush of 1859 brought a new wave of people to Colorado. This in turn helped spawn the cattle industry in Pueblo County. Charles Goodnight and Oliver Loving (Goodnight-Loving Trail) drove Texas Longhorn cattle into Colorado by the late 1860s. Pueblo's agriculture and ranching roots were integral in utilizing the road network to support the regionally connected mining industry, which was dependent on immigrant labor from around the world

Today, Pueblo's urban downtown amenities, coupled with its history and sizable 746-mile network of rural unpaved roads makes it an ideal destination to explore on a gravel bike.

10

CATTLE IN PUEBLO COUNTY TODAY

37,000

FIRST GOODNIGHT-LOVING DRIVE IN 1866

2,000

18

TEXAS LONGHORNS

COWBOYS

Charles Goodnight, Oliver Loving and the Goodnight-Loving Trail introduced the Longhorn steer to Pueblo as they drove cattle from TX to WY. It had been said "They had more weight in thier horns than beef on thier bones." Non the less an iconic animal of the old west. 11



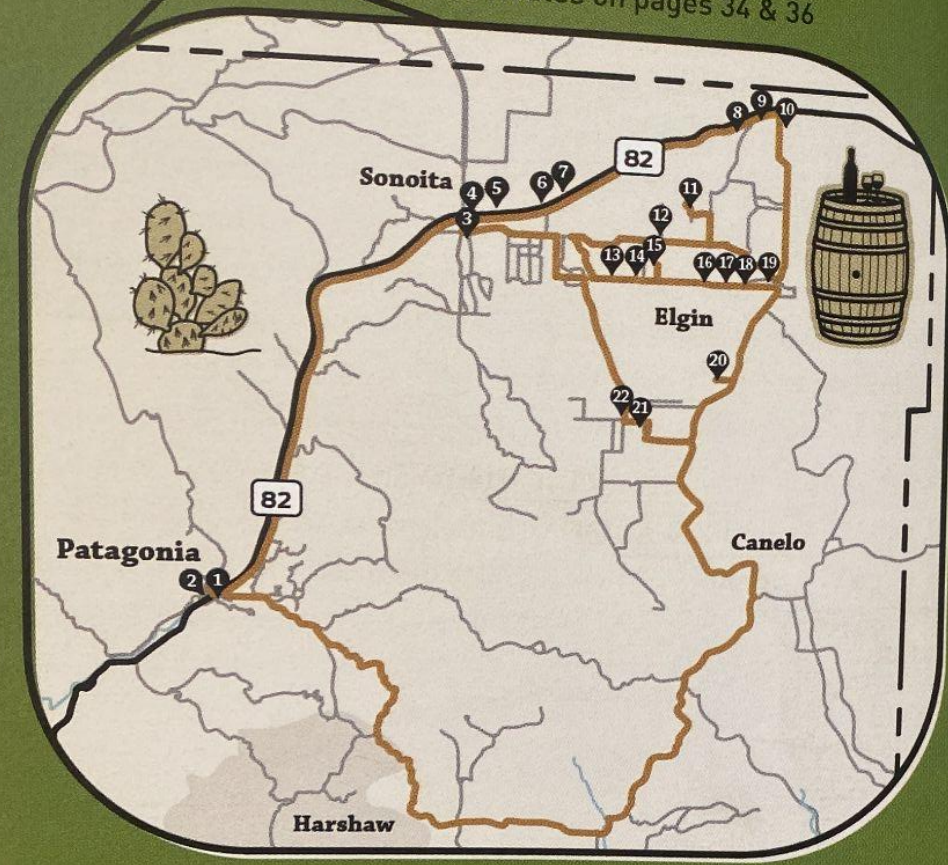
NV UT CO  
 CA Arizona NM  
 Mexico

# SANTA CRUZ COUNTY

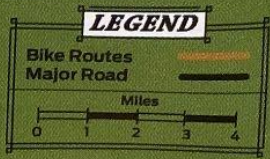
## TASTING ROOMS

### VINEYARDS, BREWERIES & DISTILLERIES

See Routes on pages 34 & 36



Just northwest of Patagonia, AZ is an amazing selection of tasting rooms. In our Map Section you'll see several ways to visit this area on gravel routes of various distances. Enjoy the bounty. Please, drink responsibly you'll still have to find your way back to camp.



✓ **A GRAND TIME FOR ADVENTURE**

- 1. PATAGONIA LUMBER COMPANY
- 2. PATAGONIA QUEEN OF CUPS
- 3. COPPER BROTHEL BREWERY
- 4. DOS CABEZAS WINE WORKS
- 5. THE CAFÉ
- 6. ARIZONA HOPS AND VINES
- 7. THE MEADING ROOM
- 8. RUNE WINES
- 9. HANNAH'S HILL VINEYARD
- 10. LOS MILICS FAMILY VINEYARDS
- 11. VINO STACHE
- 12. WILHELM FAMILY VINEYARDS
- 13. AUTUMN SAGE VINEYARDS
- 14. DEEP SKY VINEYARDS
- 15. RANCHO ROSSA VINEYARDS
- 16. CALLAGHAN VINEYARDS
- 17. FLYING LEAP VINEYARDS & DISTILLERY
- 18. TWISTED UNION WINE COMPANY
- 19. ELGIN WINERY AND DISTILLERY
- 20. SONOITA VINEYARDS
- 21. COPPER HOP RANCH
- 22. LIGHTNING RIDGE CELLARS





0:03 / 2:50



HD



COLORADO  
TOURISM OFFICE



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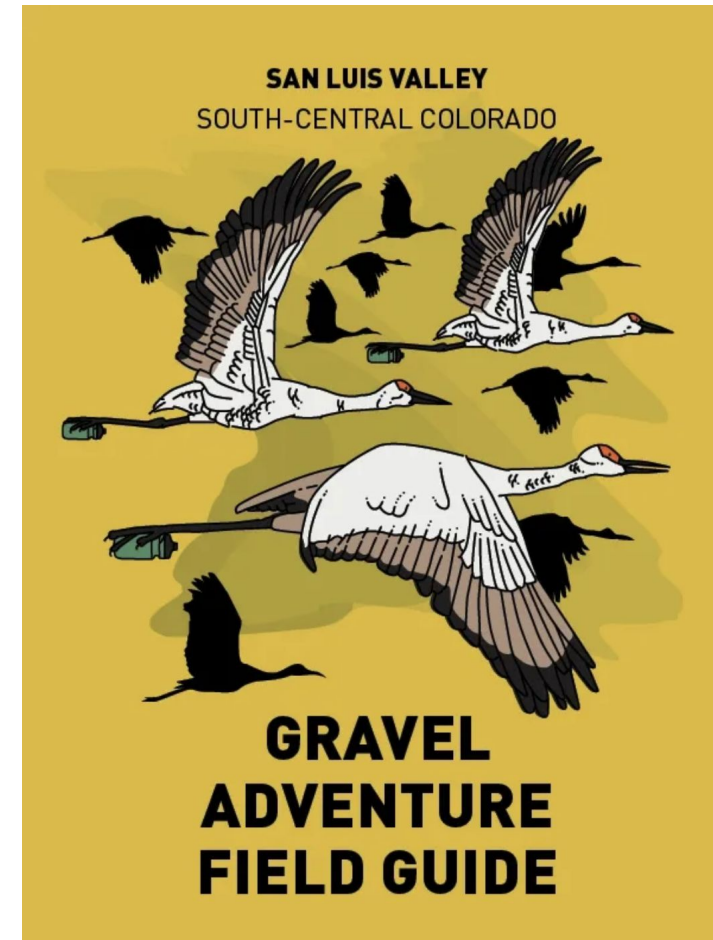
# Action Planning





# Small Group Action Planning

- Topic 1: Adventure Field Guide
  - What's the name of this "new" shared destination?
  - What's the animal?
  - Interesting backroad destinations?
  - Agritourism to highlight?
  - Stories, history, fun facts?
  - Other elements to include, map or feature? (e.g., Mtb trail systems)
  - Other partners we should engage?
  - Distribution ideas (digital + 7000 copies)?



# Small Group Action Planning

- Topic 2: Marketing & Itinerary Building
  - Pick a target market: Family, food/wine, Front Ranger, winter traveler, local
  - List “must do” activities
  - Name your itinerary
  - New tourism products
  - Photos to share?





# Lunch Break



Take the  
Tourism  
Stakeholder  
Survey →





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# Next Steps





# Next Steps

- Summary Report
- 100 hours of free consulting (Winter-Spring)
  - Adventure gravel guide production
  - Joint marketing materials







THANK YOU

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COLORADO  
TOURISM OFFICE