COLORADO TOURISM at a glance

$24.2 BILLION 
traveler spending  $1.5 BILLION 
state & local taxes

Campaign ROI
TOP 10% in the U.S.

8 NEW TRAVEL REGIONS

181,200 JOBS

TOP 2 DREAM DESTINATION

$683,729+ IN GRANTS for 27 Counties

696,659* visitors at 10 Colorado Welcome Centers

450,000 ANNUAL Vacation Guides

1,053,336 INTERNATIONAL VISITORS

1.2 BILLION impressions and $12.3 MILLION in advertising equivalency*

1.19 MILLION SOCIAL AUDIENCE:

190 Colo-Road Trip Itineraries

COME TO LIFE COLORADO™

* Asterisk indicates Fiscal Year 2020 outcomes. All other data points reflect 2019 outcomes. Please note COVID-19 containment affected FY20 outcomes.