

# Colorado

## Tourism Office

***Tourism equals jobs and revenue for Colorado – it is a vital piece of our economy.***

- **Tourism is one of the largest industries in Colorado in terms of jobs, employing 138,000 people in the tourism sector.** Overall, these employees earn nearly \$4 billion annually, contributing to state revenue. *Dean Runyan Associates, The Economic Impact of Travel on Colorado 2009.*
- **Total visitor direct travel spending in Colorado totals more than \$13.4 billion** according to *Dean Runyan Associates, The Economic Impact of Travel on Colorado 2009.*
- **In 2010, Colorado welcomed a total of 55.1 million domestic visitors.** *Longwoods International, Colorado Travel Year 2010*
- **The Colorado travel industry generates more than \$689 million in local and state tax revenue, not including property taxes.** *Dean Runyan Associates, The Economic Impact of Travel on Colorado 2009.*
- **Without the contribution of state and local taxes from tourism, the average Colorado family would pay \$364 more in taxes annually.** *Total state and local taxes divided by total number of Colorado residents according to 2009 U.S. Census Bureau estimate.*
- **Colorado, with 1.5 million overnight ski trips in 2010, remained the top overnight destination for ski trips in the country with close to a 20 percent share of the market.** *Longwoods International, Colorado Travel Year 2010*
- **The CTO received around \$14 million to promote state tourism in FY2011.** Approximately 92 percent of the budget is allocated to domestic and international tourism promotion; 6 percent of the budget is for the Colorado Welcome Centers, heritage & marketing grant programs, research and industry outreach; 2 percent is spent on administration.
- **It is important for Colorado to stay highly visible in the marketplace and to maintain the ranking as a top 10 dream destination for travelers. Competitors such as California, Florida, Arizona, Utah and international destinations will continue to market themselves aggressively to the same potential travelers.**