

Baseline Demographic Data

This baseline demographic data is organized into two categories: (1) who is currently visiting Colorado; and (2) who is interested and has been targeted to visit Colorado. This data may help inform strategies for the enhanced inclusion of under-represented groups.

Who Is Currently Visiting Colorado?

SMARI

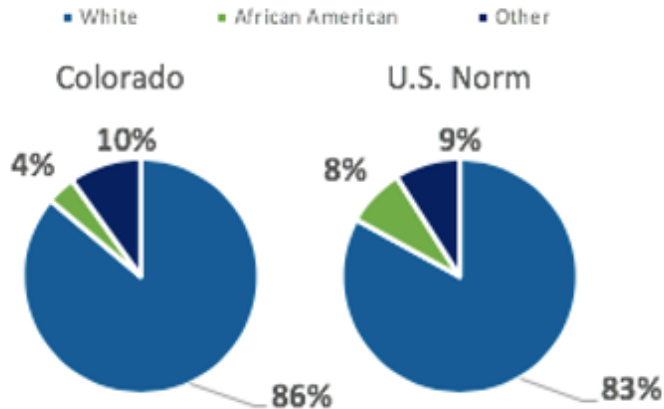
SMARI breaks down its data between seasons. For winter, SMARI screened out people under 25. Then, they screened for targets (also taking into consideration leisure trips that are not primarily to visit friends and family).

Colorado Visitors	Summer	Winter
Caucasian/white	82%	79%
African American/black	3%	6%
Latino/Hispanic	8%	7%
Asian	8%	10%
American Indian	1%	1%
Multi-cultural	0%	1%
Other	0%	0%

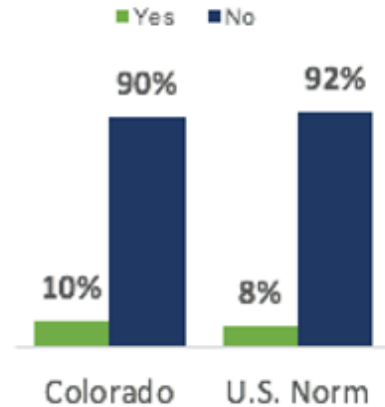
Who Is Currently Visiting Colorado?

Longwoods 2019 Report

Race



Hispanic Background

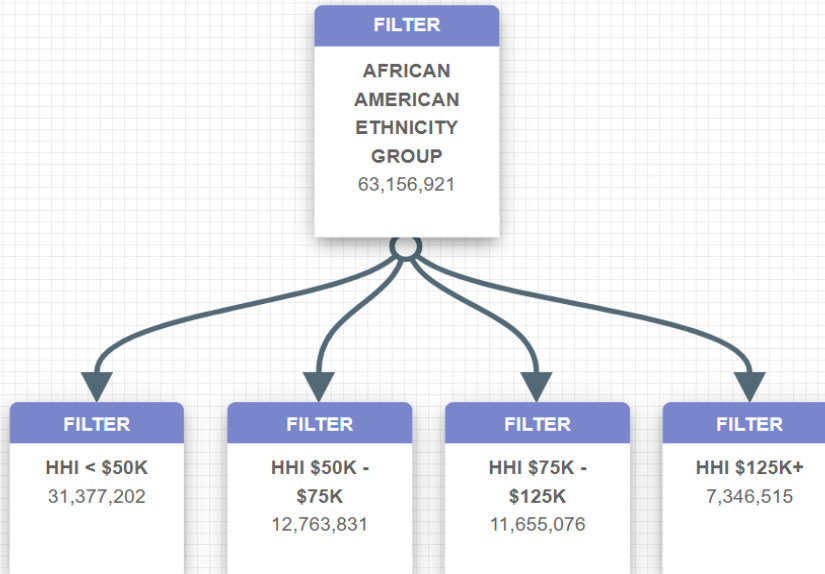


See also, the full Longwoods “Colorado Travel Year 2019 Demographics” PowerPoint data.

Who Is Interested in Visiting Colorado?

CTO Terminal Audiences

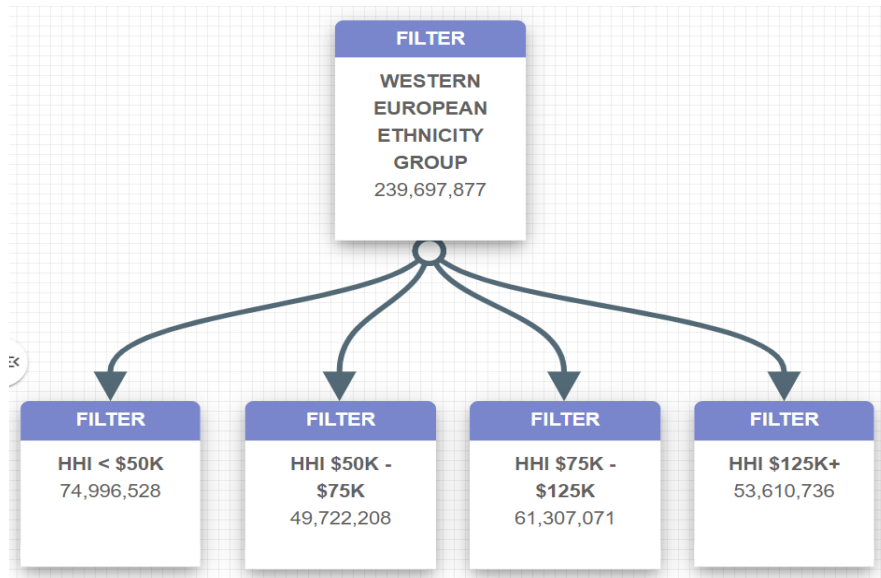
Sample comparison between “Ethnicity Group = African American” and “Ethnicity Group = Western European” data relating to Household Income (HHI):



Who Is Interested in Visiting Colorado?

CTO Terminal Audiences

Sample comparison between “Ethnicity Group = African American” and “Ethnicity Group = Western European” data relating to Household Income (HHI):



Who Is Interested in Visiting Colorado?

Portrait of American Travelers: Colorado Subset

Do you consider yourself to be...?

	Total	Interested in Colorado & Activities		Interested in Visiting Colorado	
		Interested in Visiting Colorado & Skiing/ Snowboarding	Interested in Visiting Colorado & Other Outdoors	Yes	No
		A	B	C	D
Unweighted Base	2971	513	743	1908	1063
Base	2971	575	738	1923	1048
White, non-Hispanic	70%	67%	74% A	71%	68%
Black, non-Hispanic	9%	7% B	4%	7%	11% C
Hispanic	14%	16%	13%	14%	14%
Asian	4%	7% B	4%	5% D	3%
Other	4%	3%	5%	3%	4%