

Travel will power our economic recovery. Why travel matters to

COLORADO

STATE	SPENDING	PAYROLL	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING	TAX RECEIPTS
2019	\$24.3 Billion	\$7.8 Billion	187,847	4	\$4.0 Billion
2020	▼ -37%				▼ -30%

In **Colorado**, as our attractions, hotels, restaurants and more were unable to welcome visitors, our once thriving travel and tourism industry was no longer the significant economic driver it had been.

In 2019:

- Domestic and international travelers spent **\$24.3 billion** exploring our state
- For every **\$1 million** spent in Colorado by domestic and international travelers, **7.7 jobs are created**
- The **187,847 travel-supported jobs** represented **8.1% of Colorado's total private industry employment**, without which our **unemployment rate of 2.7%** would have been **10.6% of the labor force**
- Travel spending generated **\$4.0 billion to federal, state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers

Colorado experienced severe losses in 2020.

- Spending by domestic and international travelers **declined by 37%**, shuttering many local businesses and putting our residents out of work
- Due to the decline in spending, **federal, state and local tax receipts declined by 30%**, jeopardizing jobs and public programs—which we need more than ever as we work toward recovery

FROM COAST-TO-COAST, THE COVID-19 PANDEMIC HAS DECIMATED THE NATIONAL TRAVEL INDUSTRY.

2020 SPENDING: \$680.3 BILLION	▼ 42%	2019 SPENDING: \$1.2 TRILLION
2020 TOTAL ECONOMIC OUTPUT: \$1.5 TRILLION	▼ 42%	2019 ECONOMIC OUTPUT: \$2.6 TRILLION
2020 TOTAL JOBS: 11 MILLION	▼ 34%	2019 TOTAL JOBS: 17 MILLION

Travel will refuel our economy, rebuild our workforce, and reconnect Americans.

Support **TRAVEL** • Support **RECOVERY** • Support **JOBS**