Travel will power our economic recovery. Why travel matters to Colorado

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.

<table>
<thead>
<tr>
<th>STATE</th>
<th>SPENDING</th>
<th>PAYROLL</th>
<th>JOBS</th>
<th>TRAVEL INDUSTRY EMPLOYMENT RANKING</th>
<th>TAX RECEIPTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$24.3 Billion</td>
<td>$7.8 Billion</td>
<td>187,847</td>
<td>4</td>
<td>$4.0 Billion</td>
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<tr>
<td>2020</td>
<td>▼ -37%</td>
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<td>▼ -30%</td>
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Travel will refuel our economy, rebuild our workforce, and reconnect Americans.

Support TRAVEL • Support RECOVERY • Support JOBS