TRAVEL IS AN ECONOMIC ENGINE
Why Travel Matters to Colorado

TRAVEL AND TOURISM WORKS FOR COLORADO
2017 Data

- Domestic and international travelers to Colorado spent $20.1 billion in 2017 and generated $3.7 billion to federal, state and local governments, dollars that help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

- The 175,600 jobs created by travelers to Colorado in 2017 represent 8.0% of the state’s total private industry employment.

- Without these jobs generated by domestic and international travel, Colorado’s 2017 unemployment rate of 2.9% would have been 8.7% of the labor force.

- For every $1 million spent in Colorado by domestic and international travelers, 8.7 jobs are created.

COLORADO-BASED TRAVEL COMPANIES

- Alterra Mountain Company
- Aspen Skiing Company
- Colorado Tourism Office
- Denver International Airport
- Vail Resorts, Inc.
- VISIT DENVER, The Convention & Visitors Bureau

TRAVEL AND TOURISM IS CRITICAL TO THE U.S. ECONOMY
2018 Data

DIRECT IMPACT

- $1.1 TRILLION in travel spending
- 8.9 MILLION jobs
- $268 BILLION payroll
- $171 BILLION in tax revenue

INTERNATIONAL

- #2 INDUSTRY EXPORT
- $256 Billion in travel exports, generating a $69 Billion trade surplus
- Of travel exports, $157 BILLION in travel spending by international visitors in the U.S.

TOTAL IMPACT

- $2.5 TRILLION in U.S. economic output
- 1 in 10 U.S. NON-FARM JOBS supported by travel
- 15.7 MILLION American jobs

1. Out of 20 industries by 2-digit NAICS code
2. Includes travel spending (international visitors spending on travel-related goods and services in the U.S.), international passenger fares on U.S. carriers and all spending for educational and health-related purposes (such as tuition, room and board paid for or provided by educational institutions, hospital charges, treatments, physicians’ fees, etc.) made by students and medical patients, along with all expenditures by border, seasonal, and other short-term workers.