

Travel will power our economic recovery. Why travel matters to

COLORADO

STATE	SPENDING	PAYROLL	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$24.3 Billion	\$7.8 Billion	187,847	4
2020	▼ -36%	▼ -29%	▼ -34%	▼ 8
2021	▼ 14% Below 2019 Levels			

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **COLORADO**. In 2019:

- Domestic and international travelers spent **\$24.3 billion** while visiting.
- For every **\$1 million** spent in Colorado by domestic and international travelers, **7.7 jobs were created**.
- Travel spending directly supported **187,847 jobs**, making the travel industry the state's **4th largest workforce**, representing **8.1%** of our state's total private sector employment.
- Travel spending generated **\$4.0 billion in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In 2020 and 2021, the COVID-19 pandemic led to historic declines in travel to **COLORADO** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 36% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending was 14% below 2019 levels in 2021**.
- **Travel employment fell by 34% in 2020** and travel's share of total private industry employment fell from **8.1% to 5.7%**.

SOURCE: U.S. Travel Association, Tourism Economics

TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

