



Travel USA Visitor Profile



2020

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Colorado's domestic tourism business in 2020.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Colorado, the following sample was achieved in 2020:



Overnight Base Size

6,624

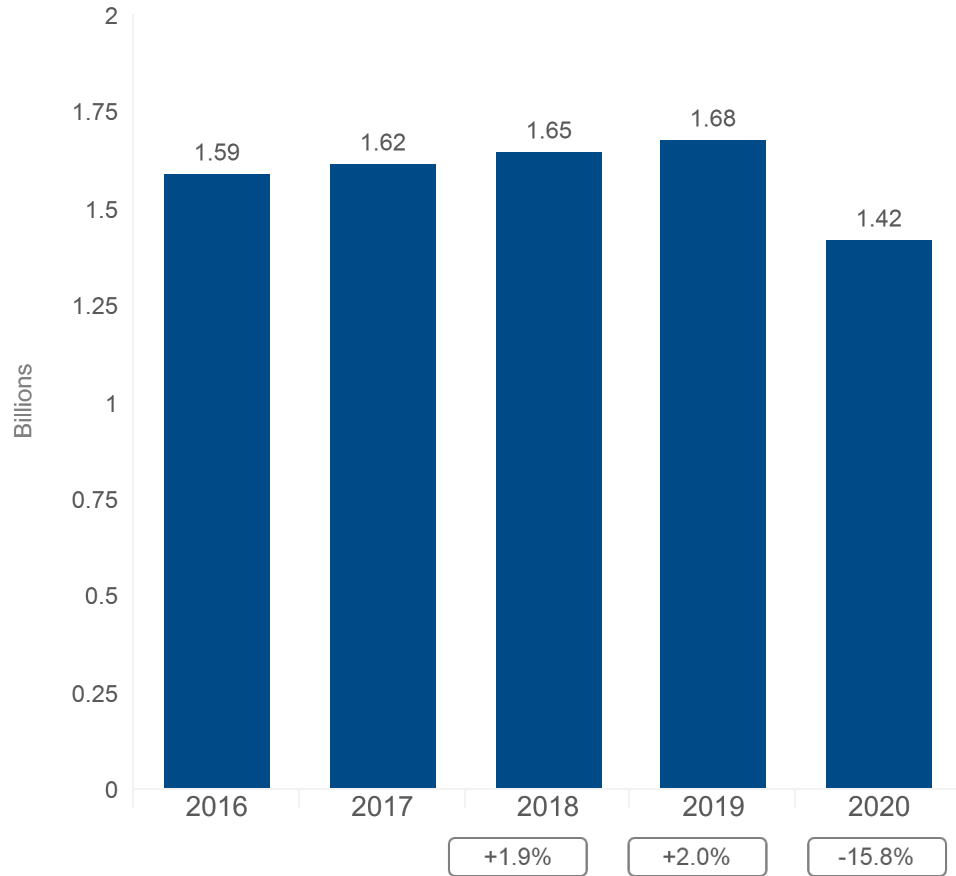


Day Base Size

2,642

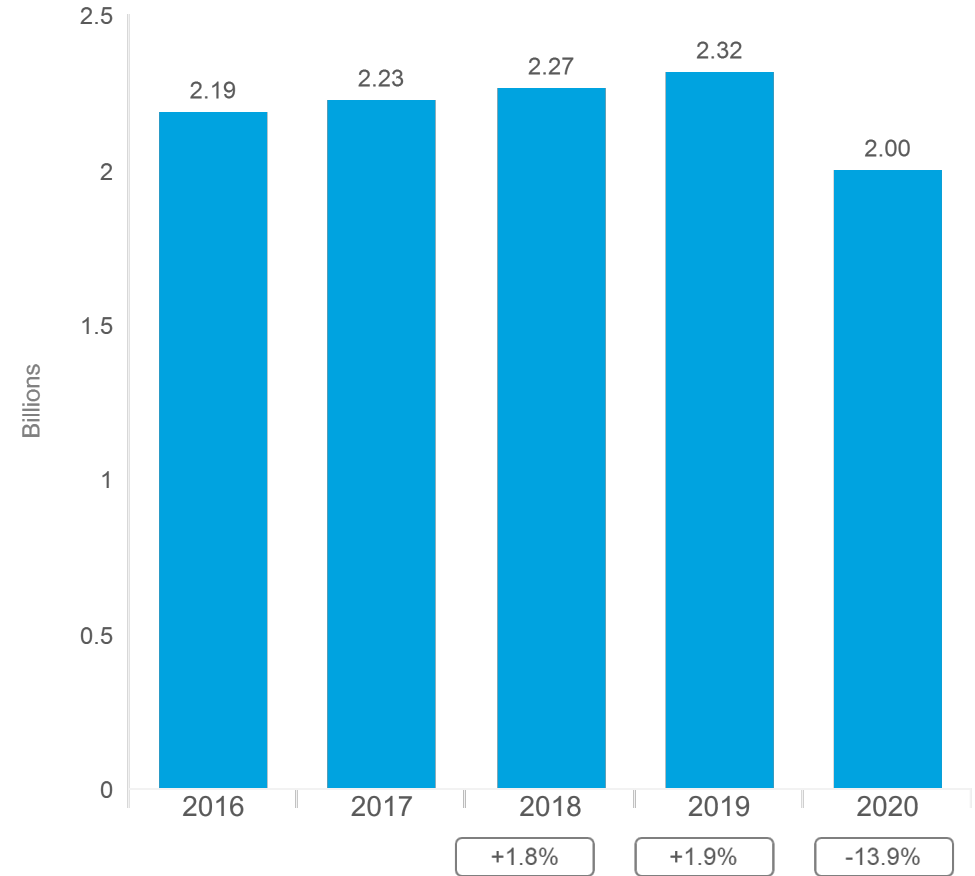
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of U.S. Overnight Travel Market



*West Region: Down 13.6% from 2019

Total Size of U.S. Day Travel Market



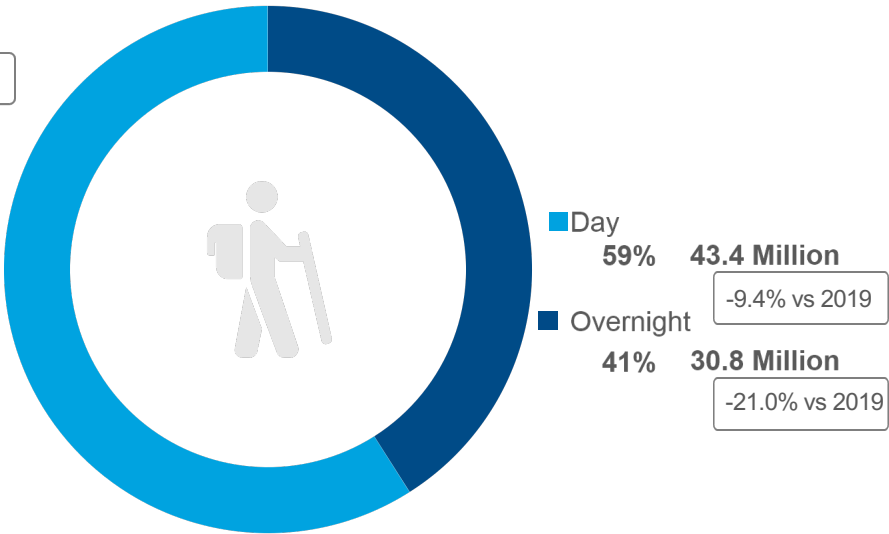
*West Region: Down 10.0% from 2019

Total Size of Colorado 2020 Domestic Travel Market

Total Person-Trips

74.1 Million

-14.7% vs. last year

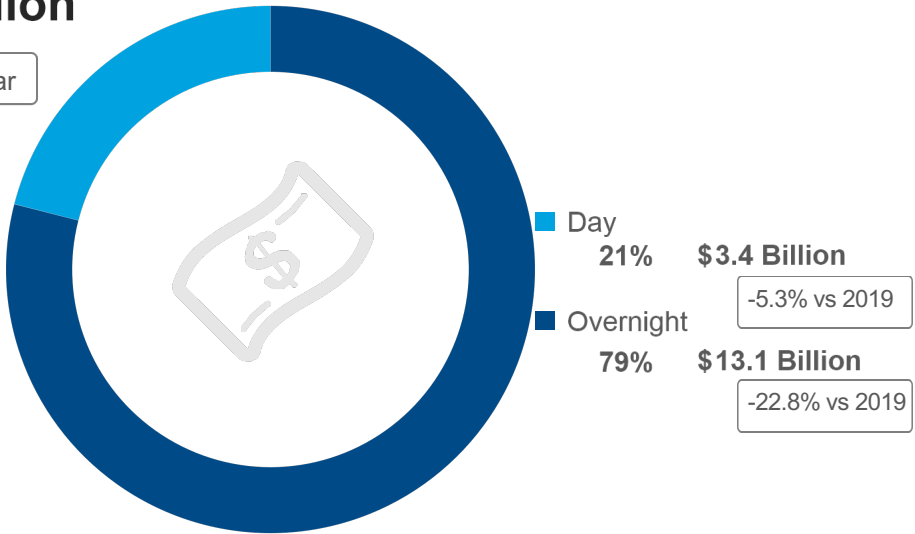


Total Expenditures for Colorado 2020 Domestic Travel Market

Total Spending

\$ 16.6 Billion

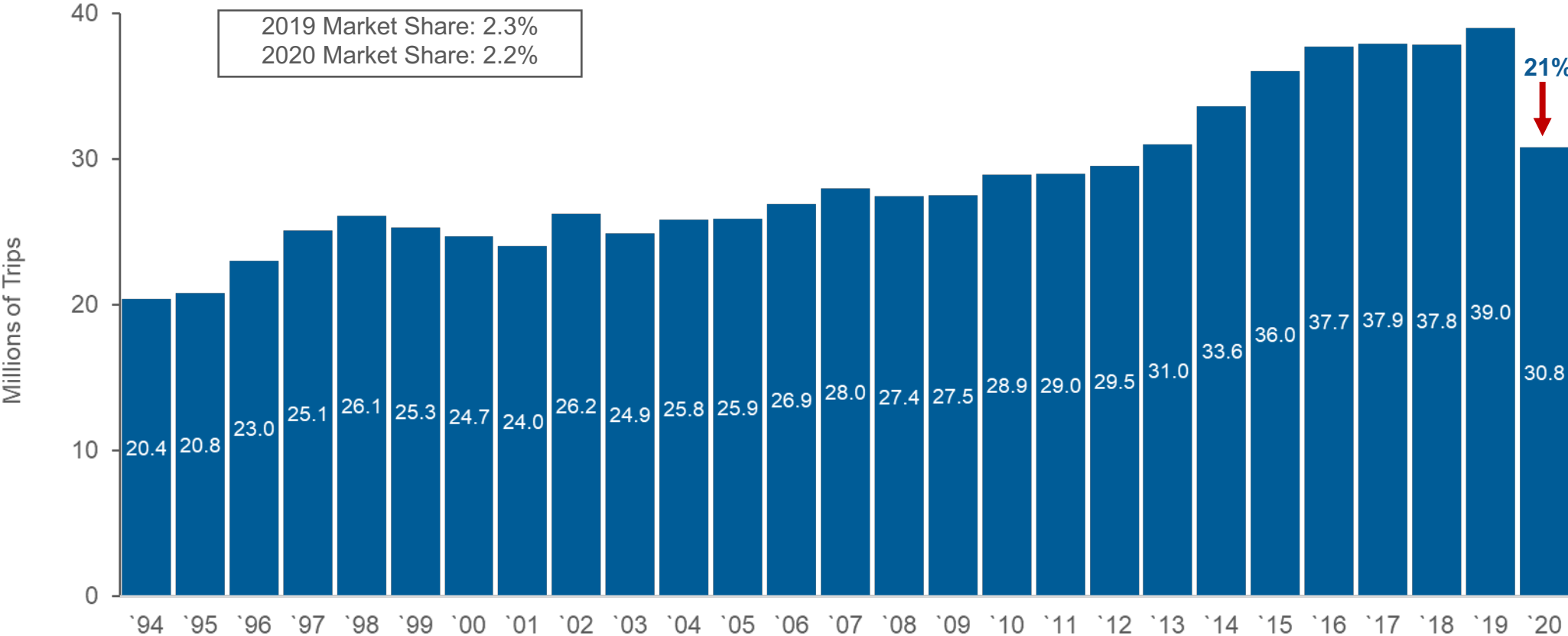
-19.7% vs. last year



Size and Structure of Colorado's Travel Market

Base: Overnight Person-Trips

Overnight Trips to Colorado - 1994 to 2020

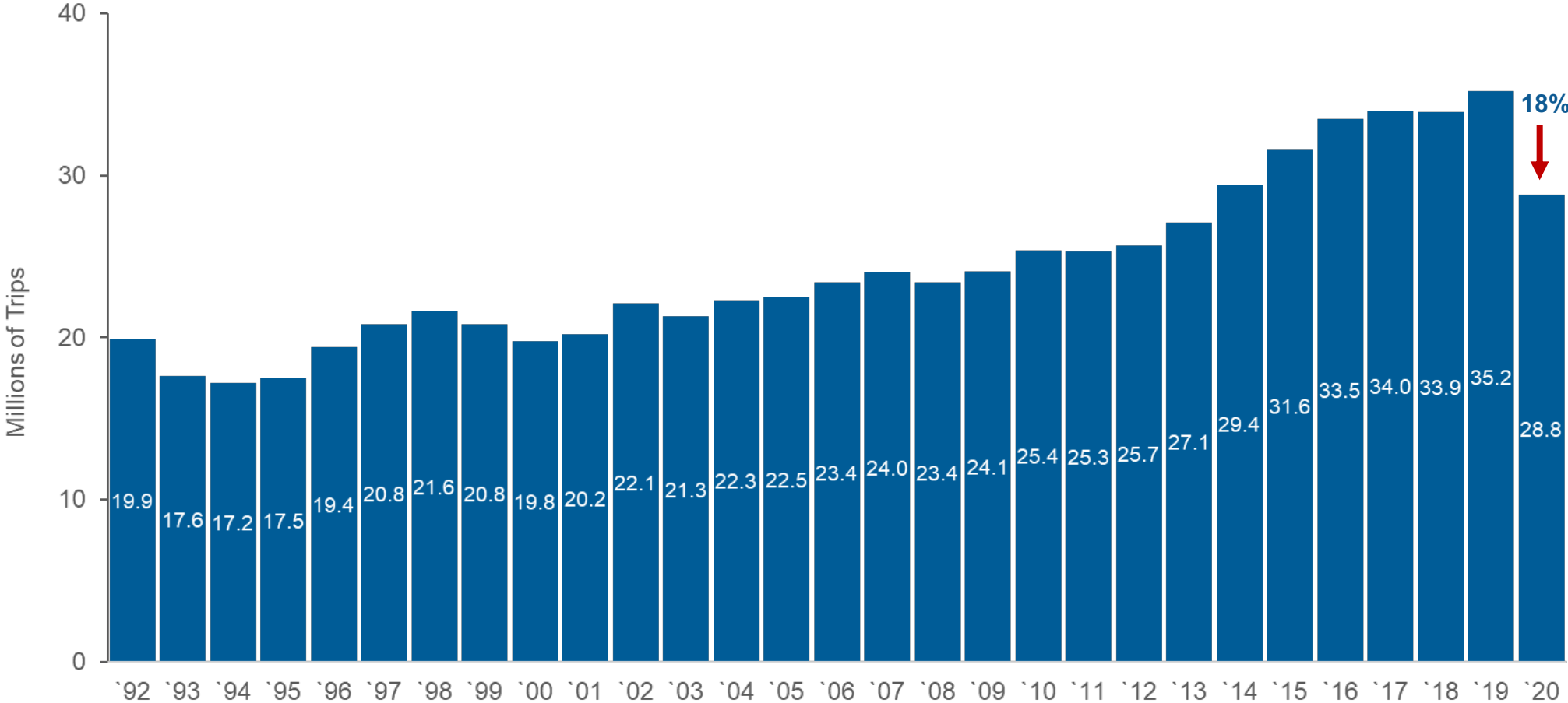


Note: Referencing this and subsequent charts showing annual trends, the Travel USA® survey was standardized for Leisure travel starting in 1992, so all charts about Leisure travel begin with that year. Questions about business trips were added in 1994; so charts about business travel or that show a total of Leisure and business start with 1994 data.

Size and Structure of Colorado's Travel Market

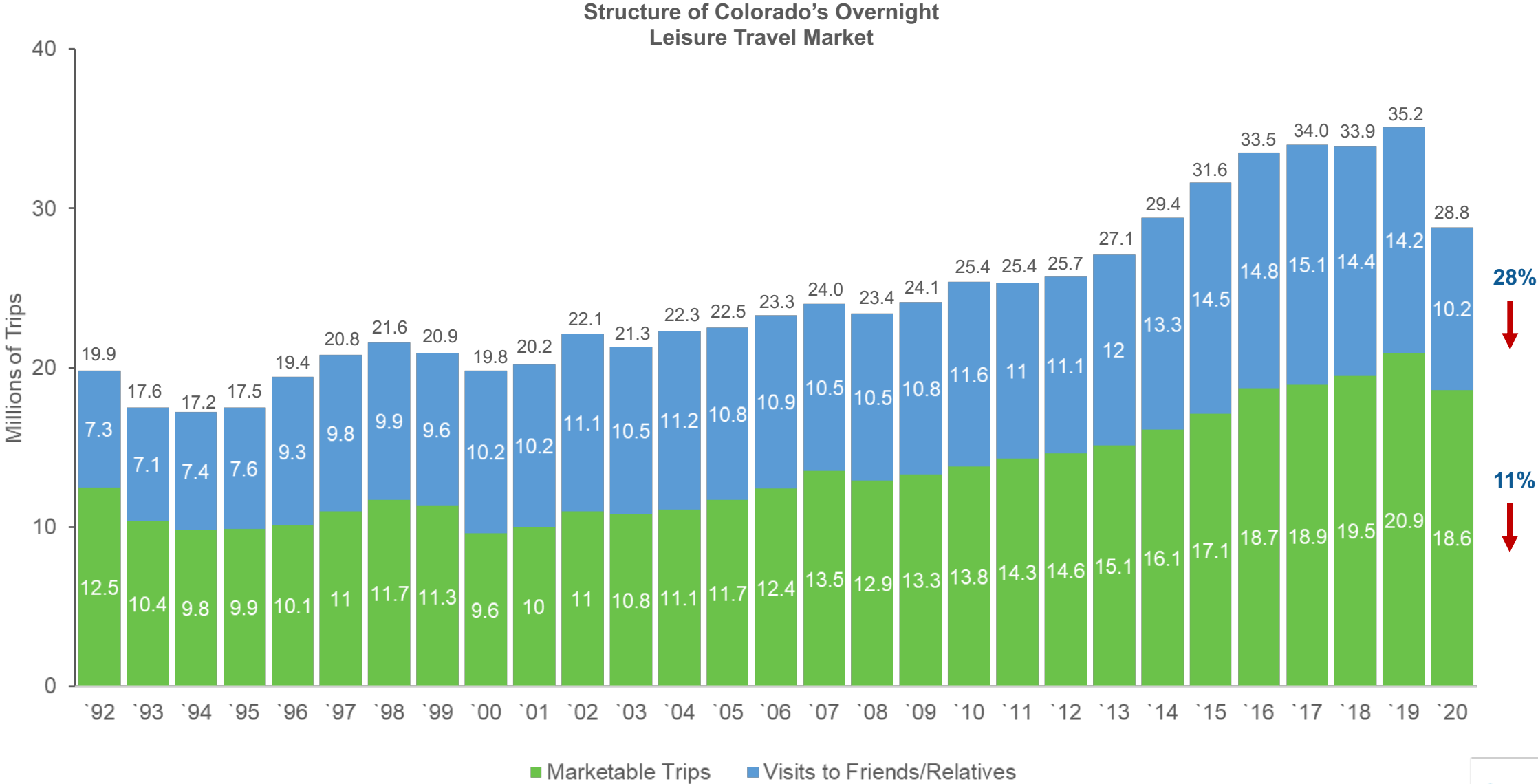
Base: Overnight Leisure (incl B/L) Person-Trips

Overnight Leisure Trips to Colorado - 1992 to 2020



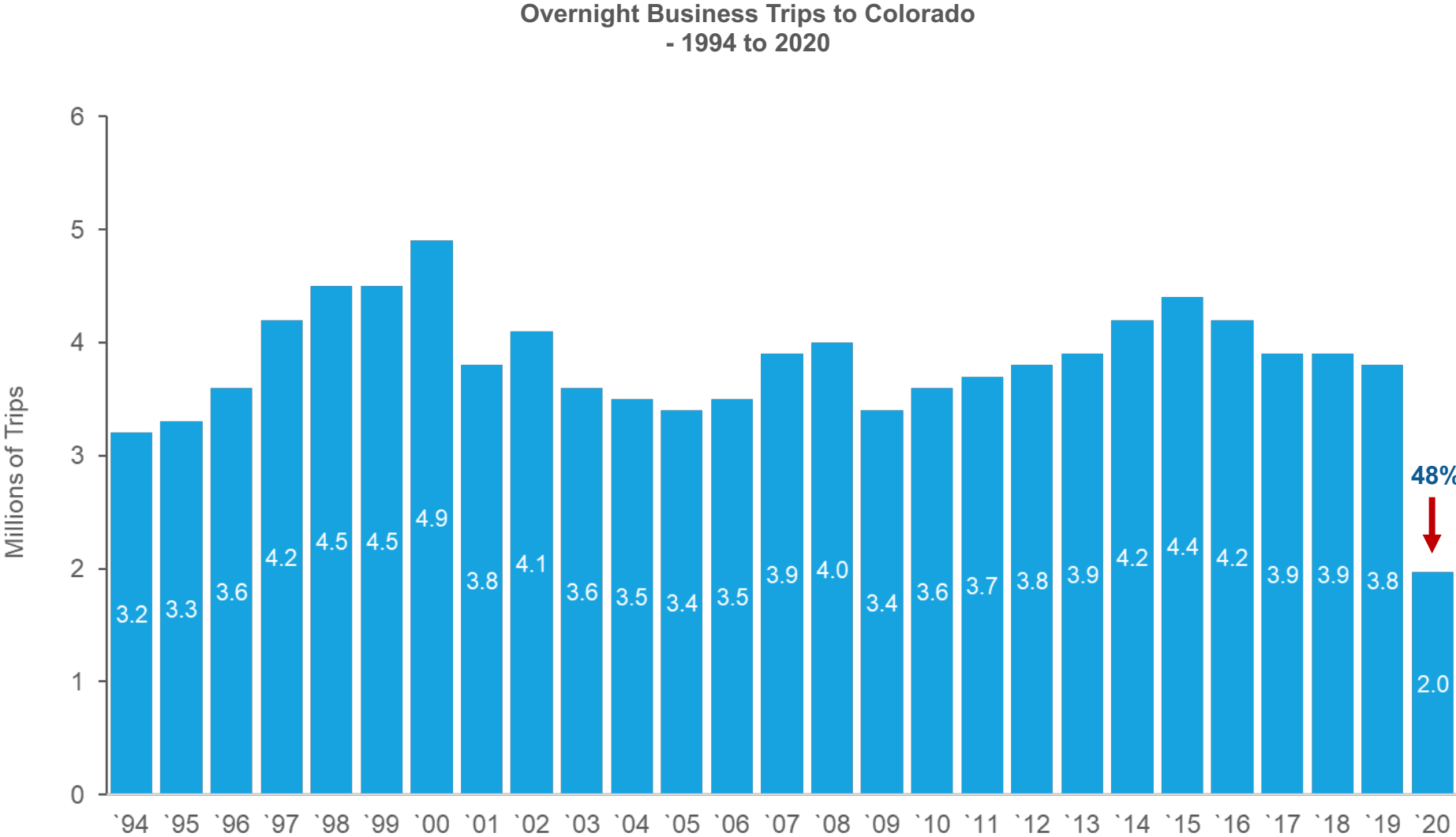
Size and Structure of Colorado's Travel Market

Base: Overnight Leisure (incl B/L) Person-Trips

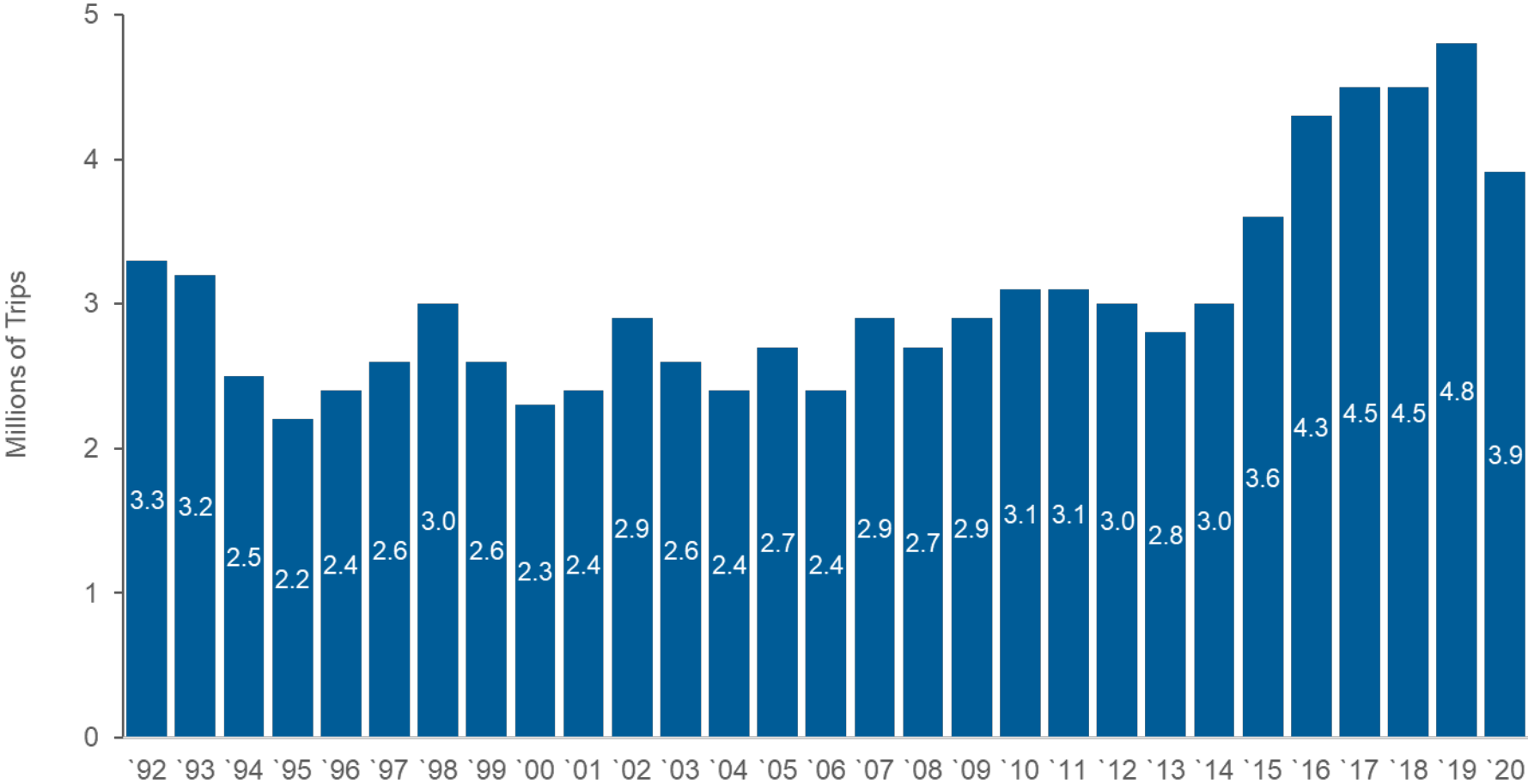


Size and Structure of Colorado's Travel Market

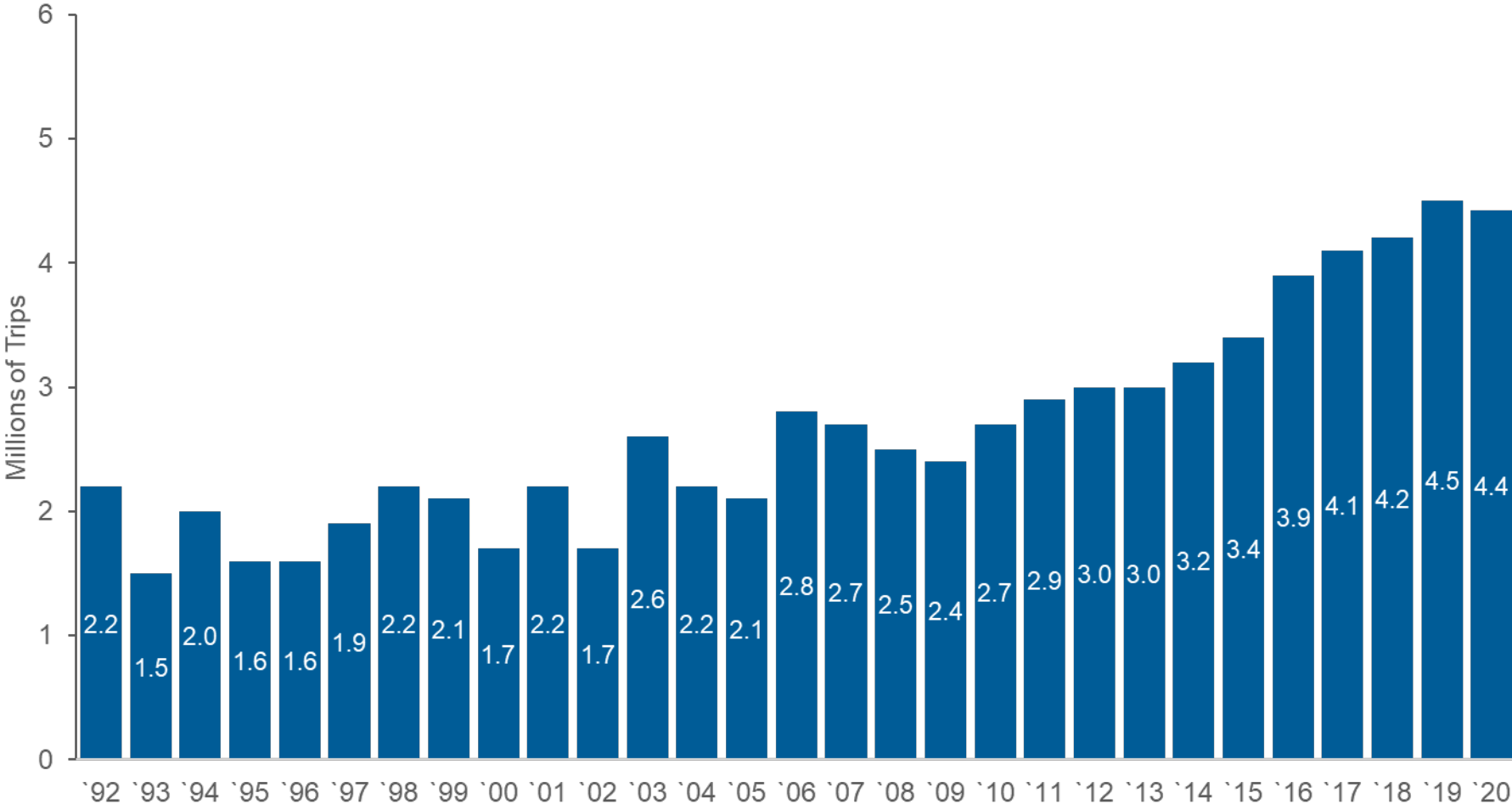
Base: Overnight Business Person-Trips



Overnight Touring Trips to Colorado - 1992 to 2020



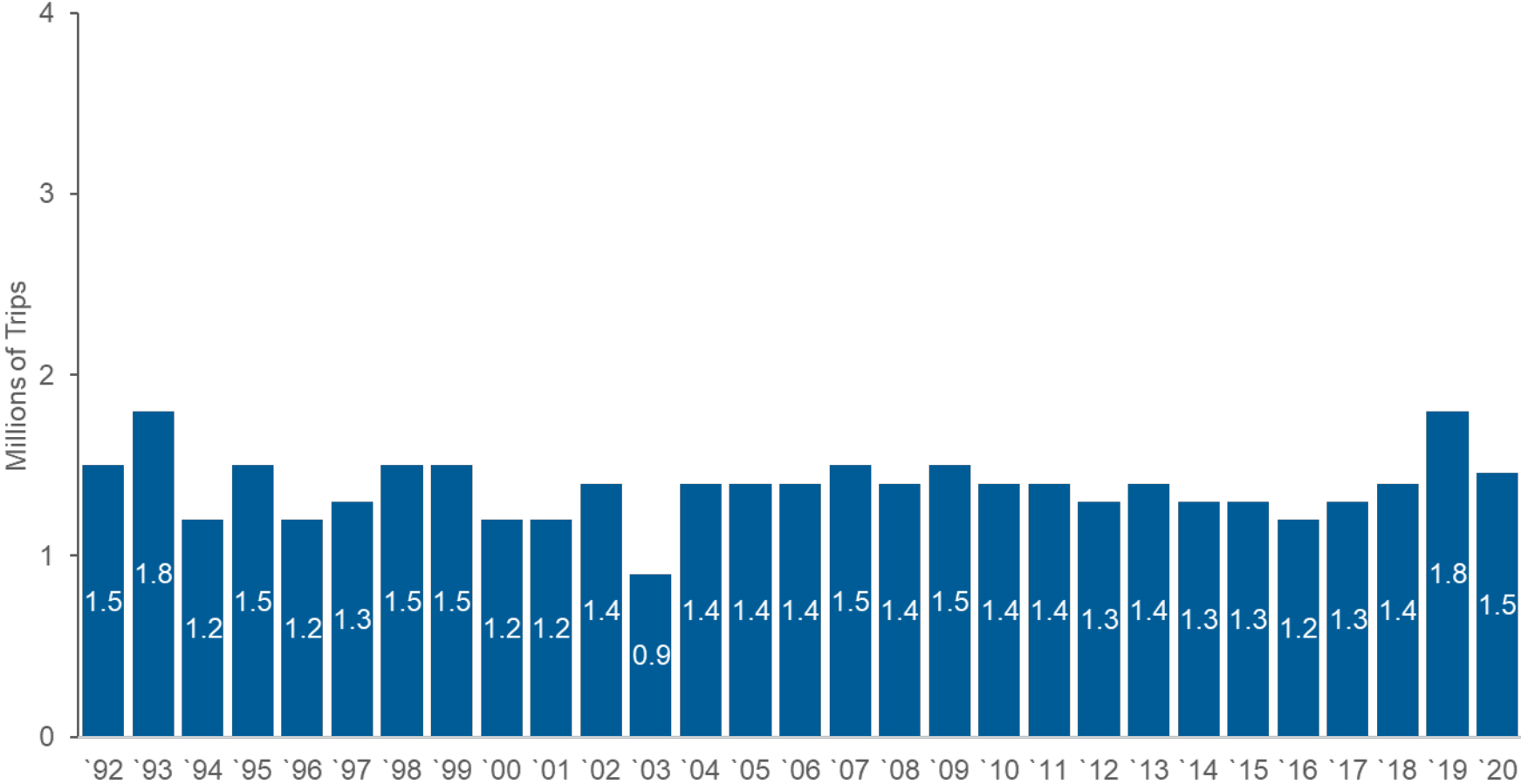
Overnight Outdoor Trips to Colorado - 1992 to 2020



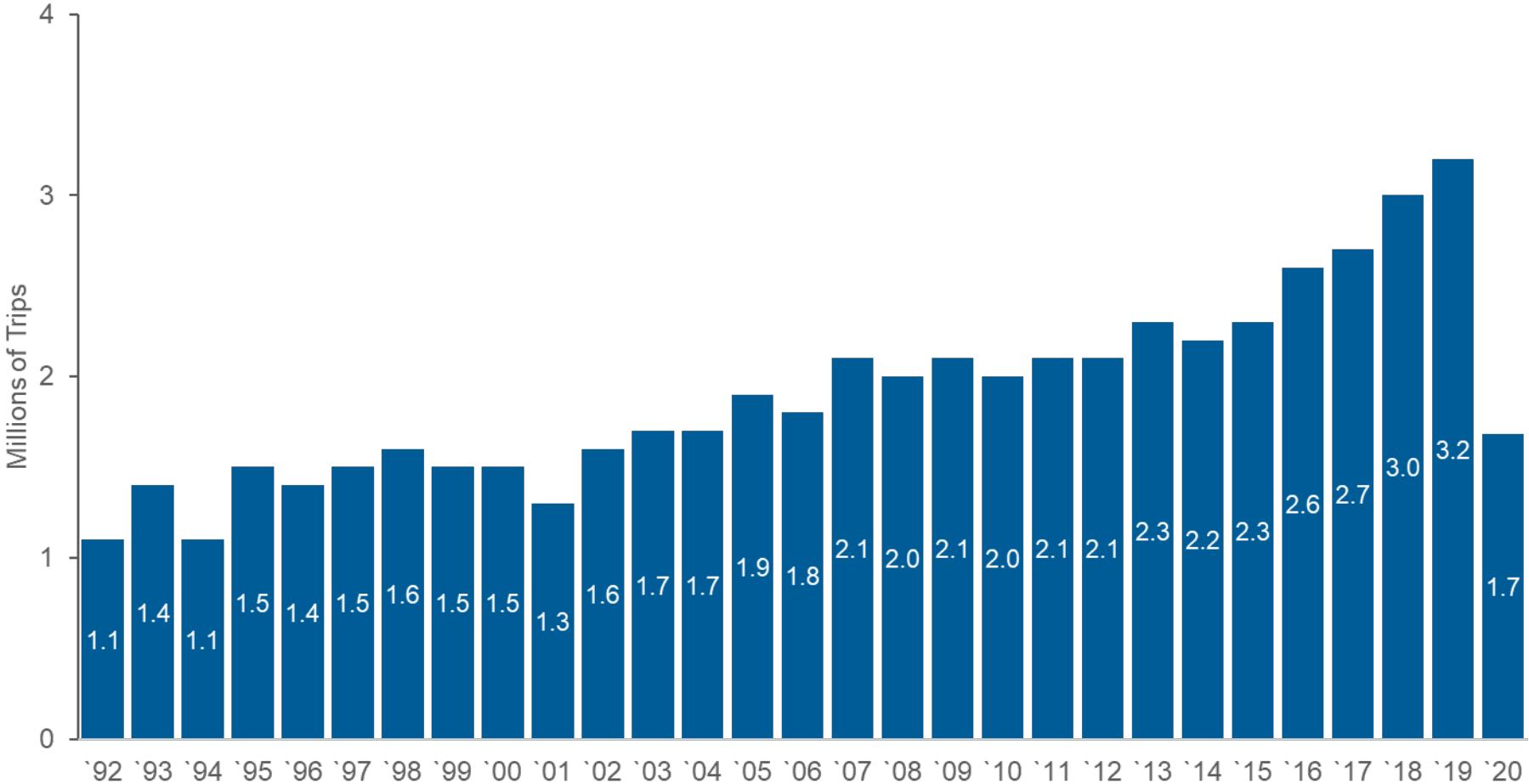
Size and Structure of Colorado's Travel Market

Base: Overnight Business-Leisure Person-Trips

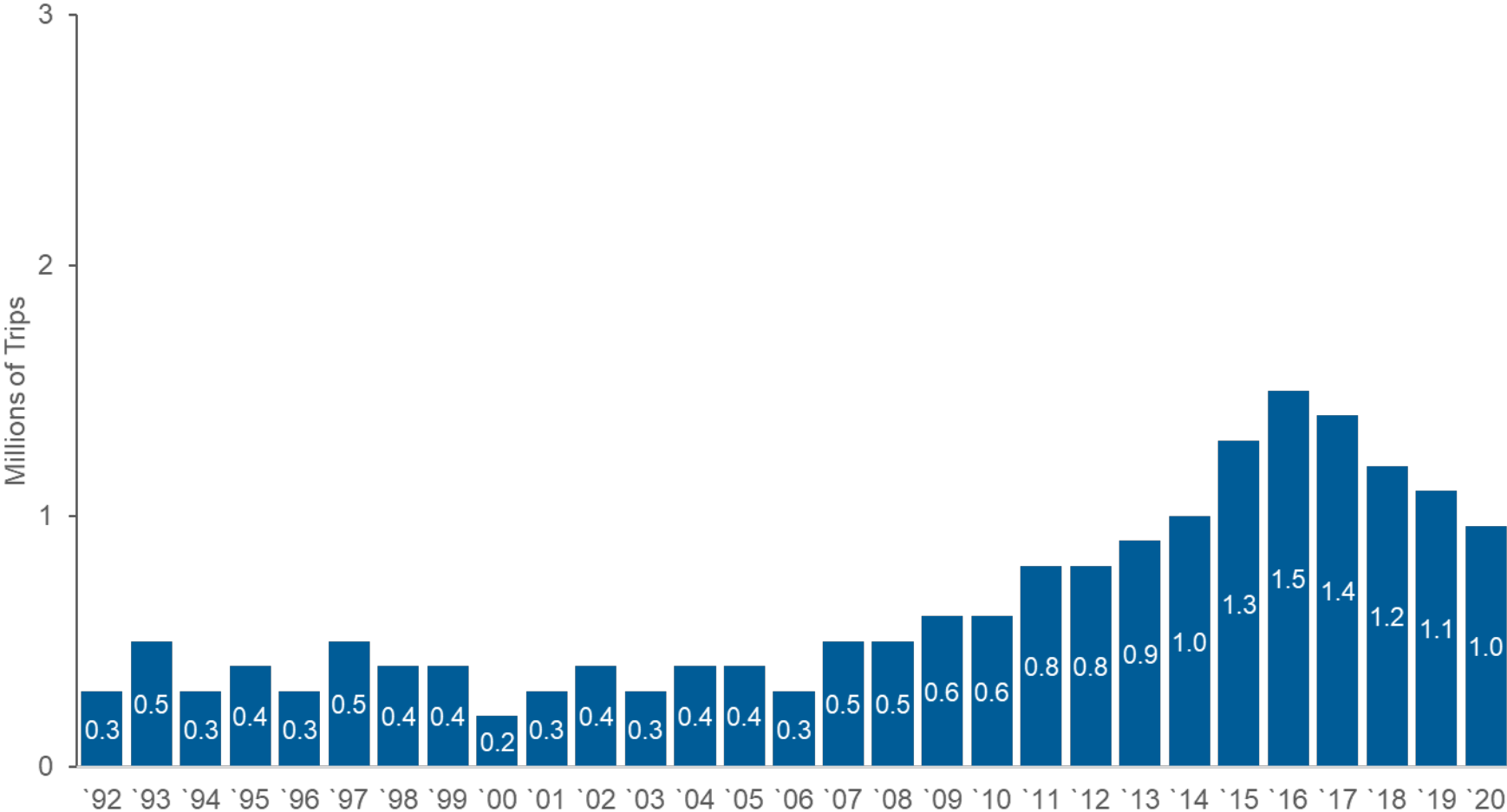
Overnight Business-Leisure Trips to Colorado - 1992 to 2020



Overnight Special Event Trips to Colorado - 1992 to 2020

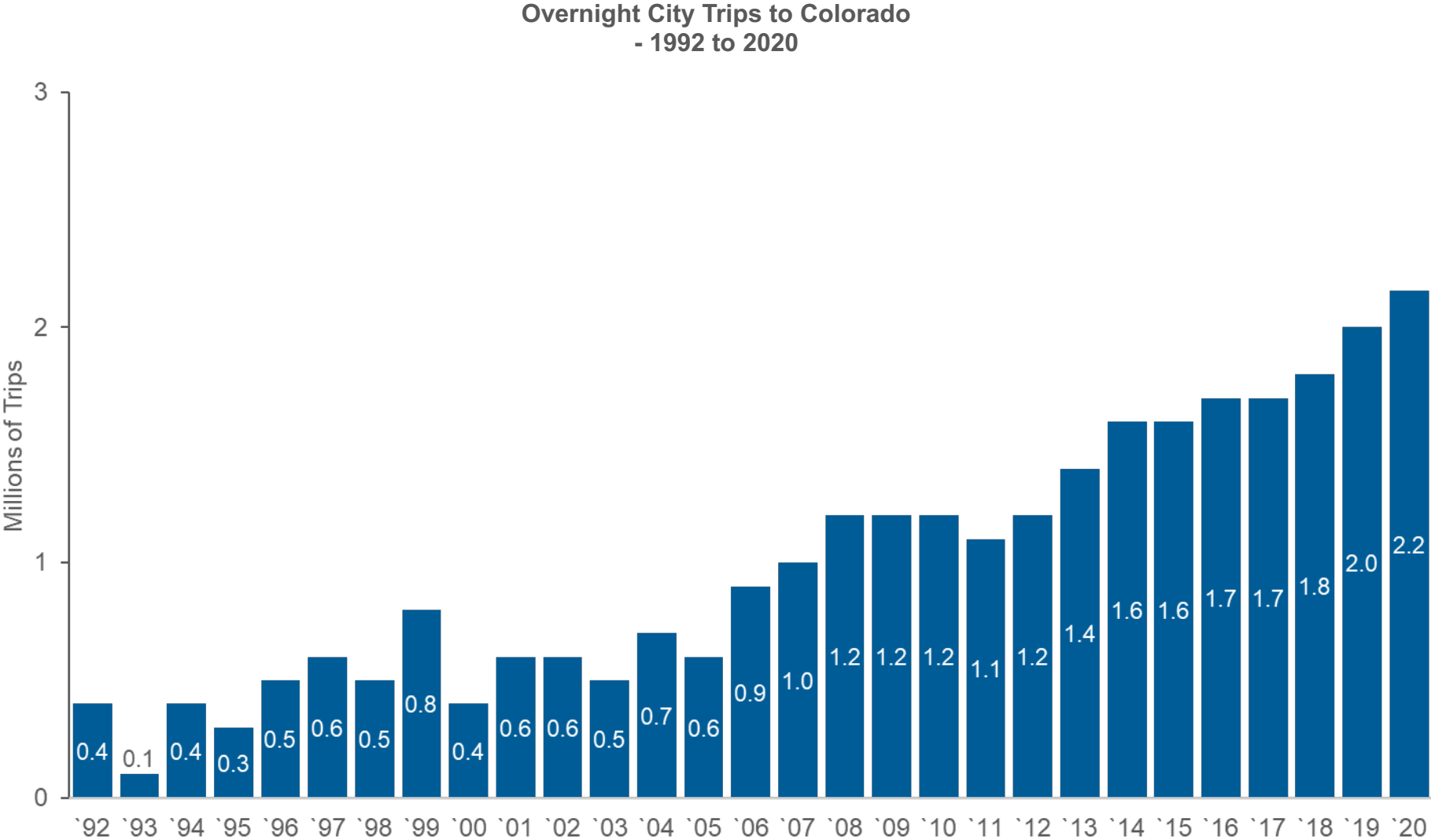


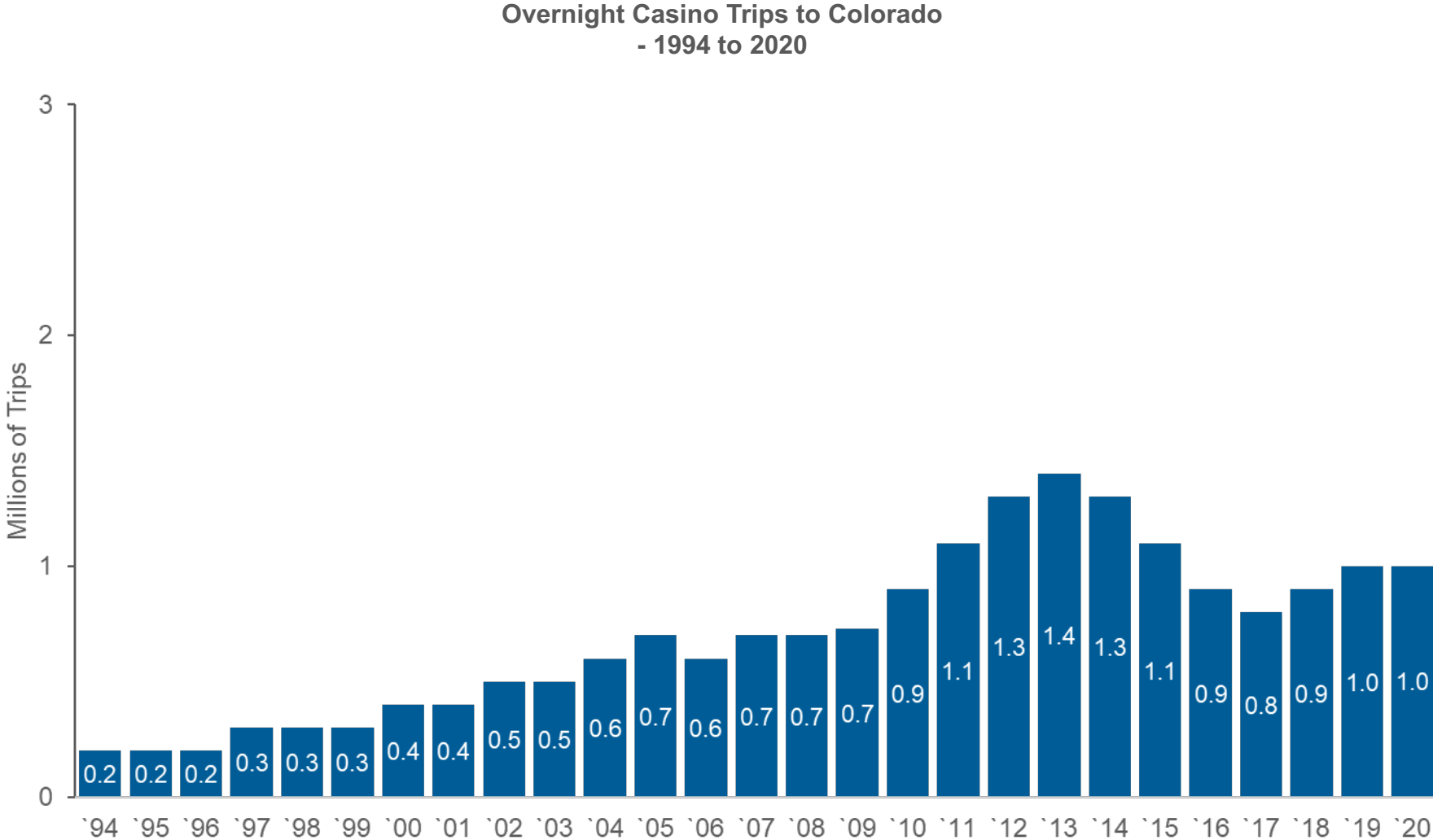
Overnight Resort Trips to Colorado - 1992 to 2020



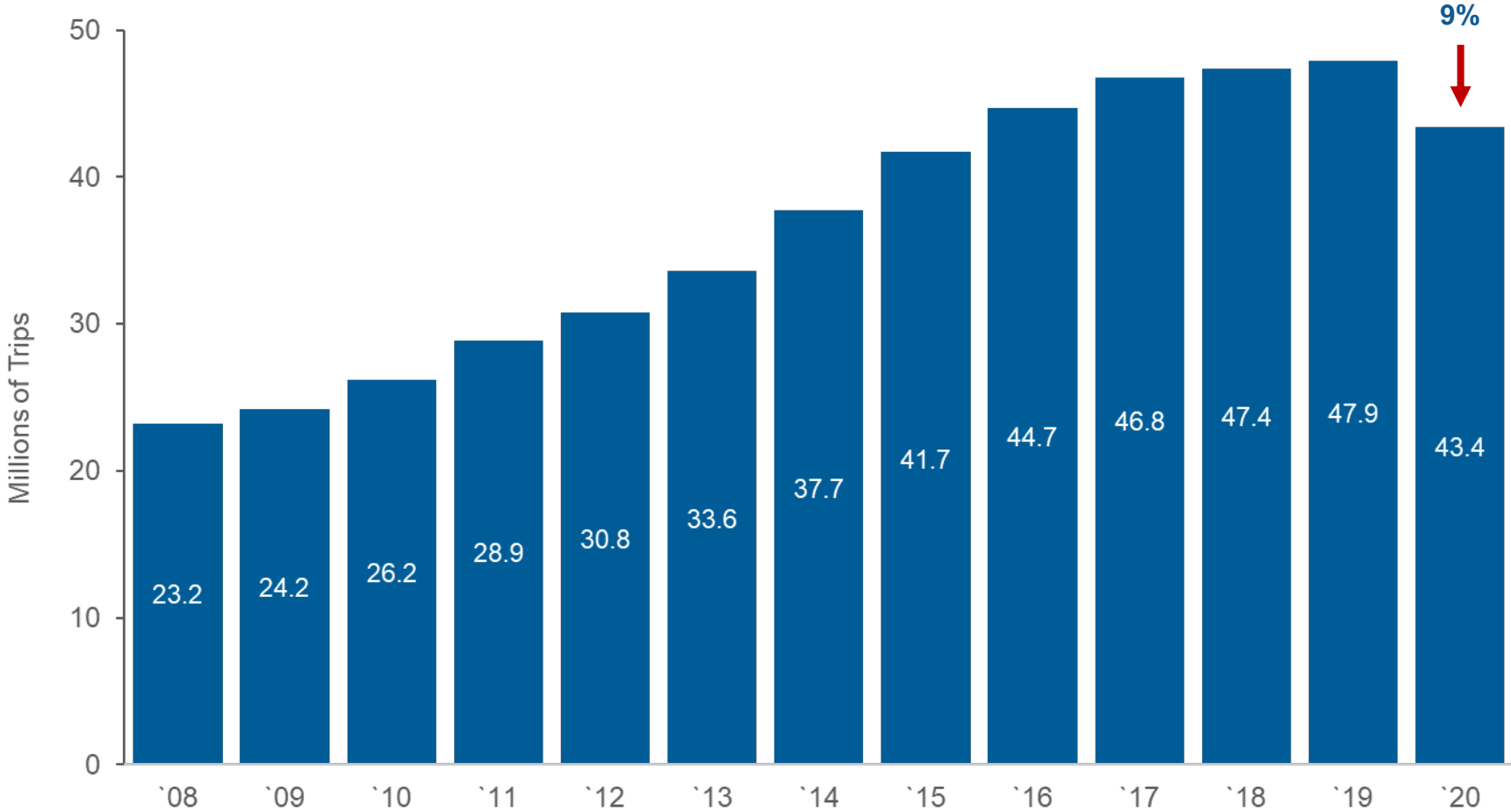
Size and Structure of Colorado's Travel Market

Base: Overnight City Person-Trips



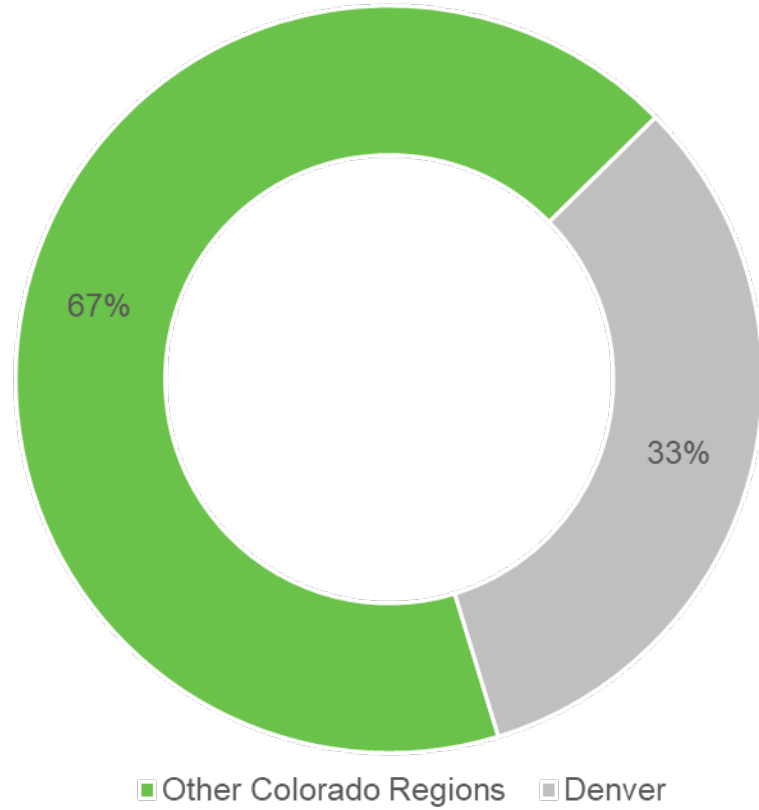


Day Trips To/Within Colorado

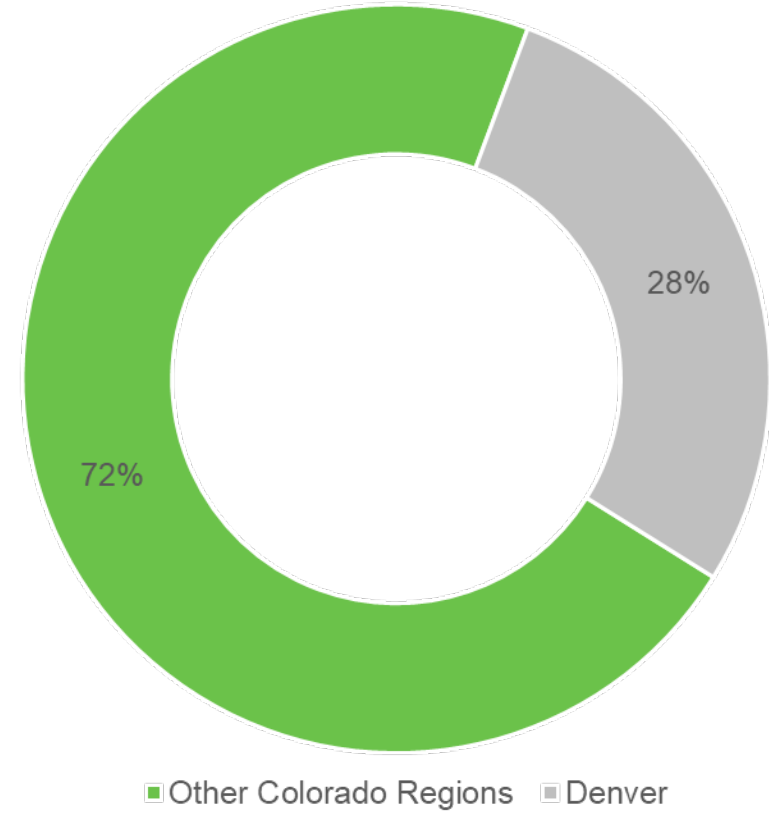


Total Travel Spending in Colorado in 2020 Overall Total = \$16.6 Billion

Total Overnight = \$13.1 Billion

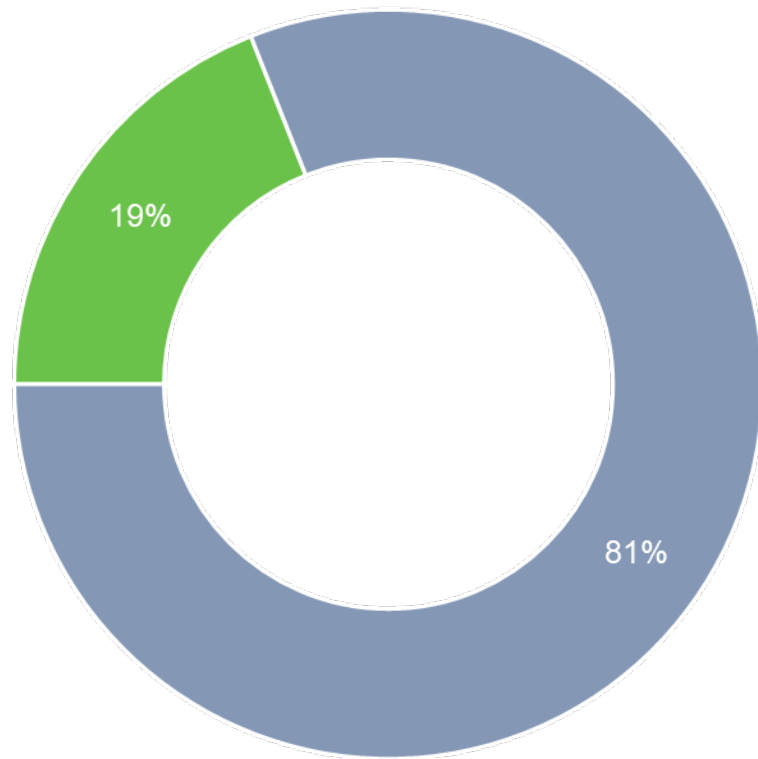


Total Day = \$3.4 Billion



Total Travel Spending in Colorado - Overnight Visitors

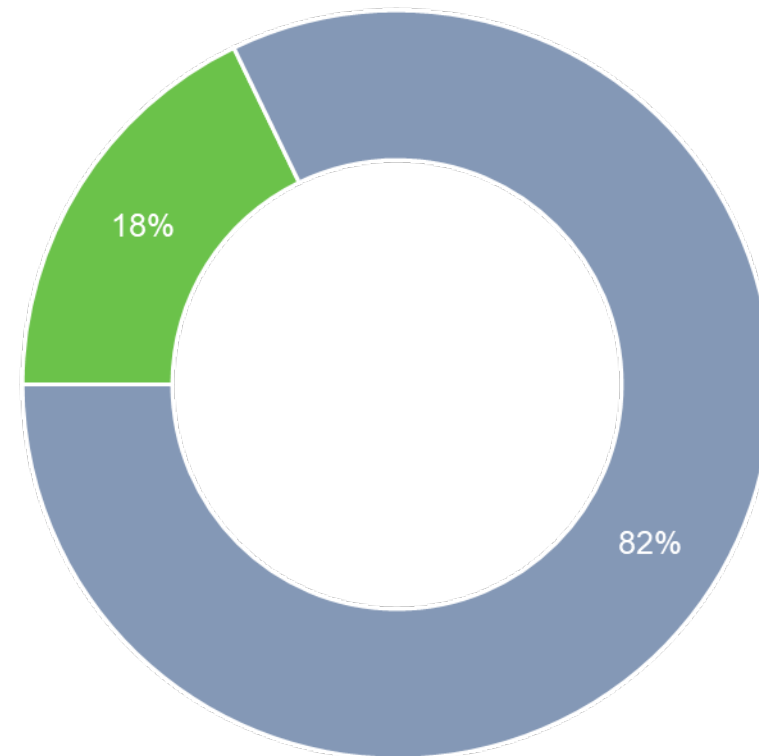
2019 Total= \$17.0 Billion



- Colorado Residents (\$3.2 Billion)
- Out-of-State Visitors (\$13.8 Billion)

2020 Total= \$13.1 Billion

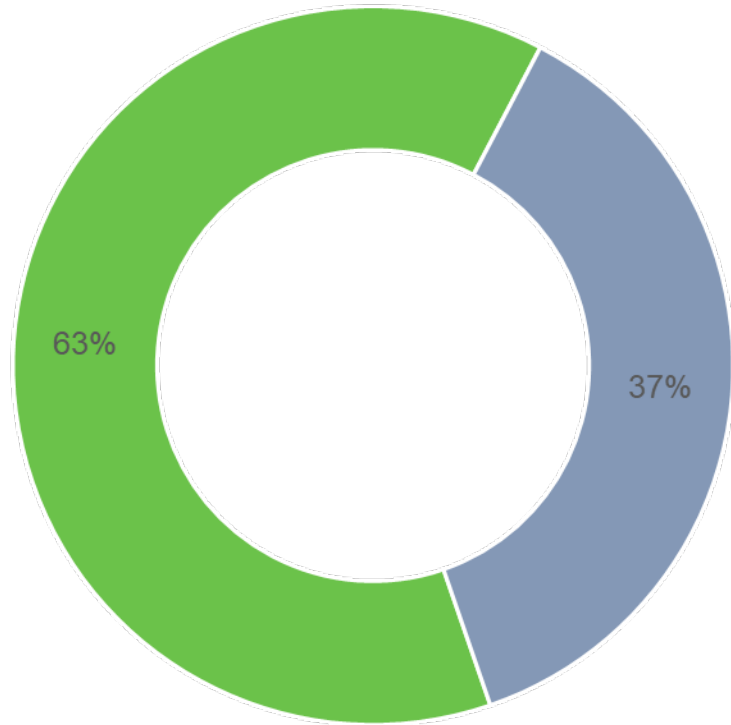
Total Spending Down 23%



- Colorado Residents (\$2.3 Billion)
- Out-of-State Visitors (\$10.8 Billion)

Total Travel Spending in Colorado - Day Visitors

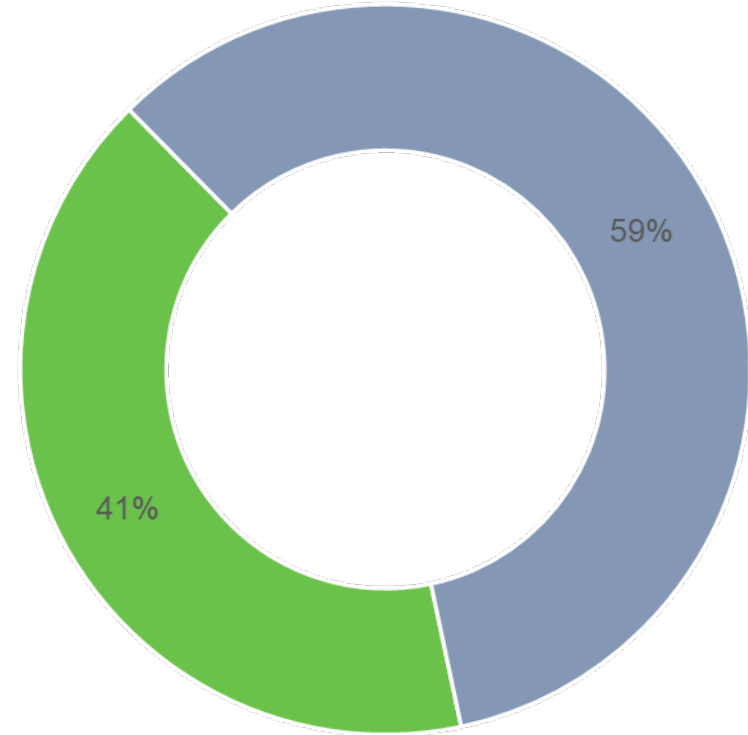
2019 Total= \$3.6 Billion



- Colorado Residents (\$2.3 Billion)
- Out-of-State Visitors (\$1.3 Billion)

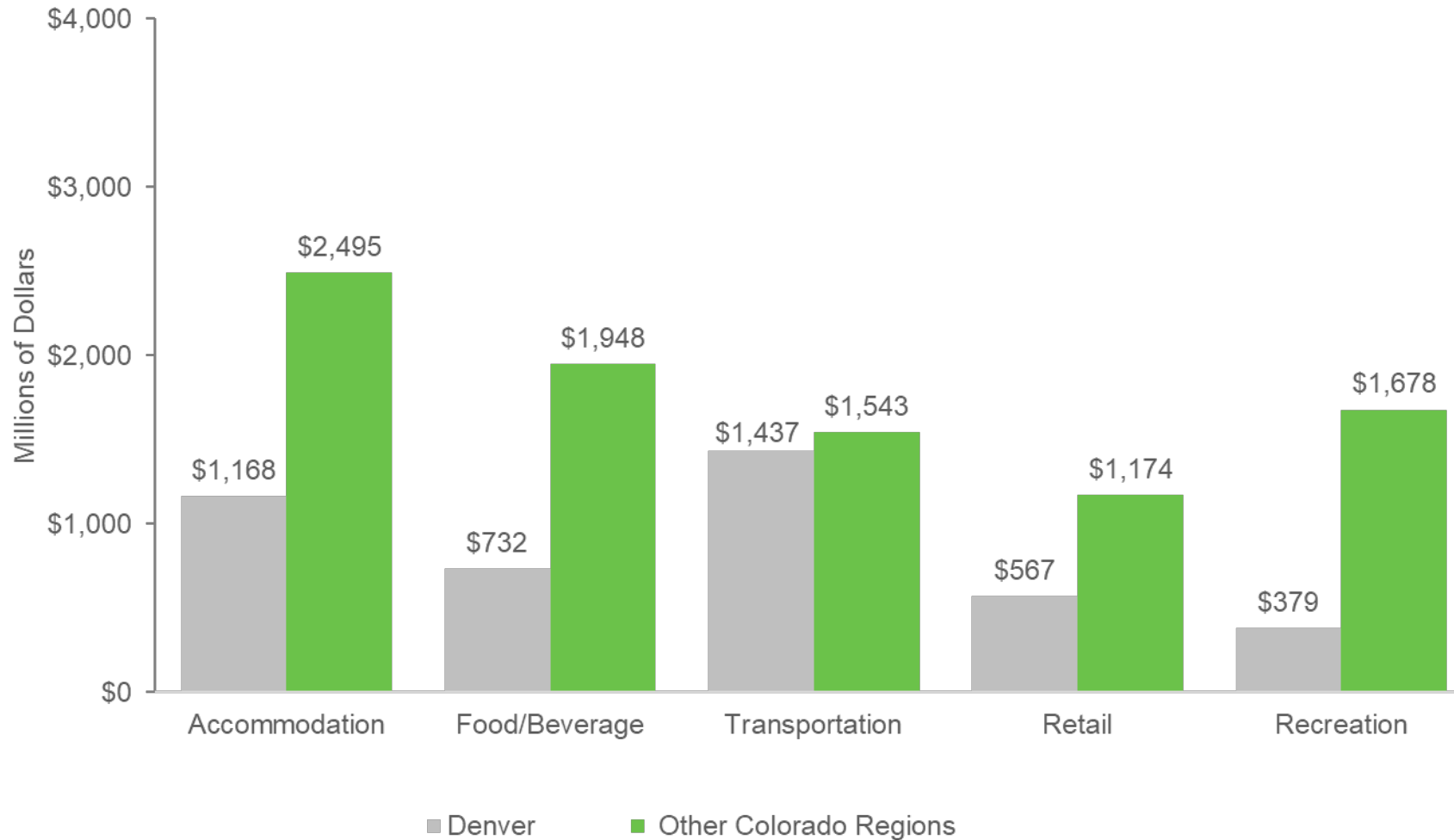
2020 Total= \$3.4 Billion

Total Spending Down 5%

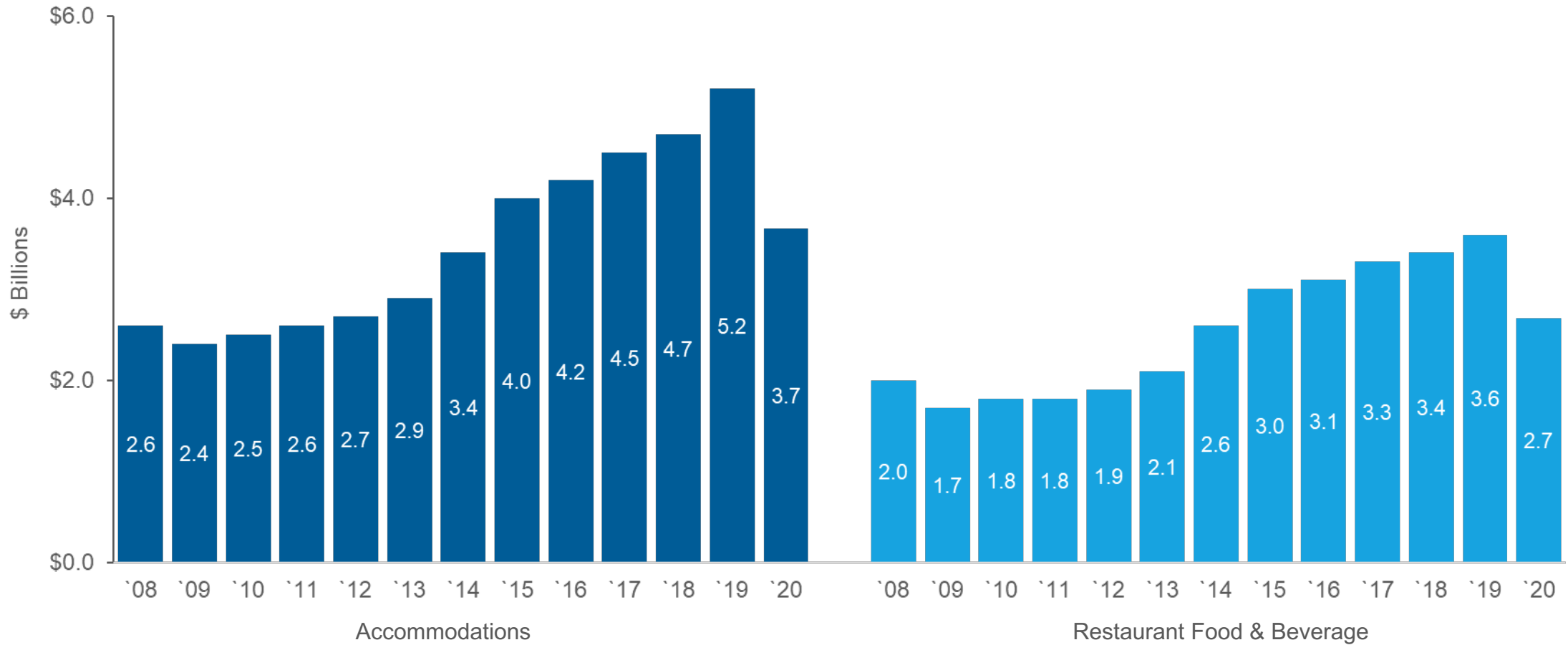


- Colorado Residents (\$1.4 Billion)
- Out-of-State Visitors (\$2.0 Billion)

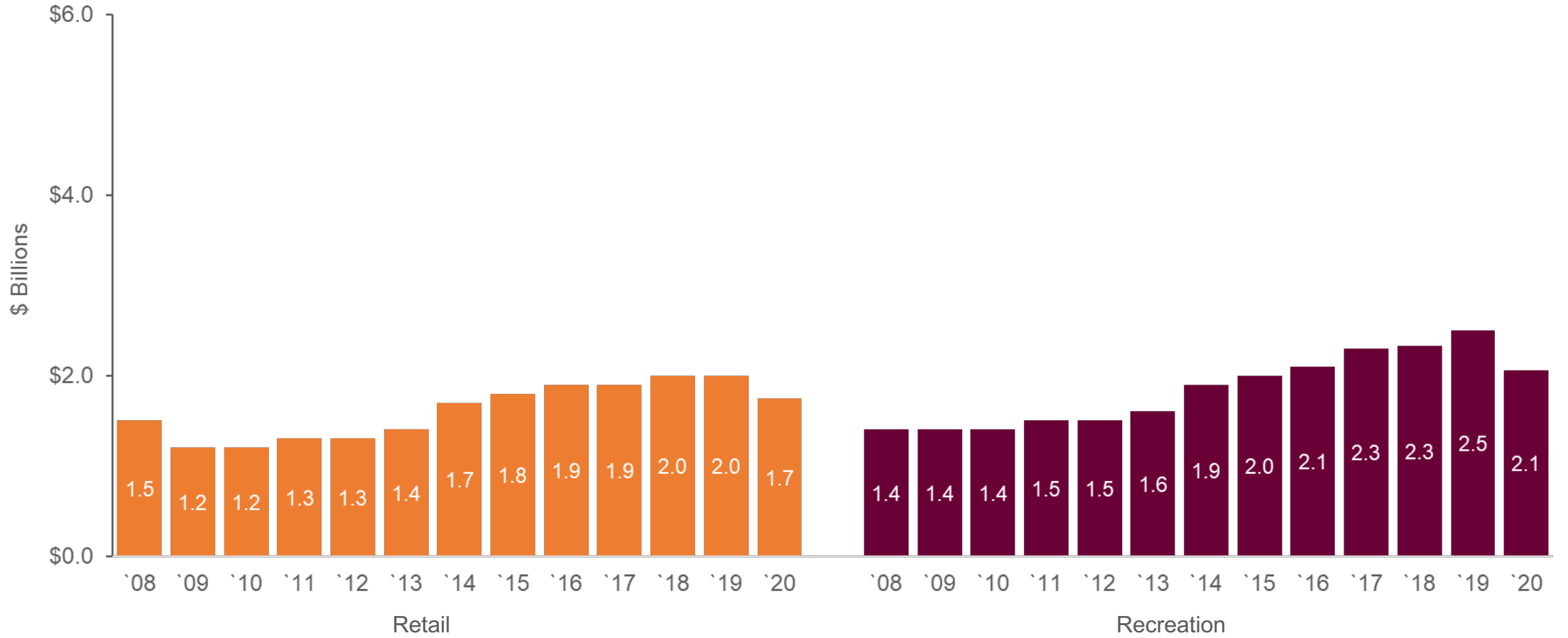
Overnight Travel Spending in 2020 by Sector - Denver vs. Other Colorado Regions



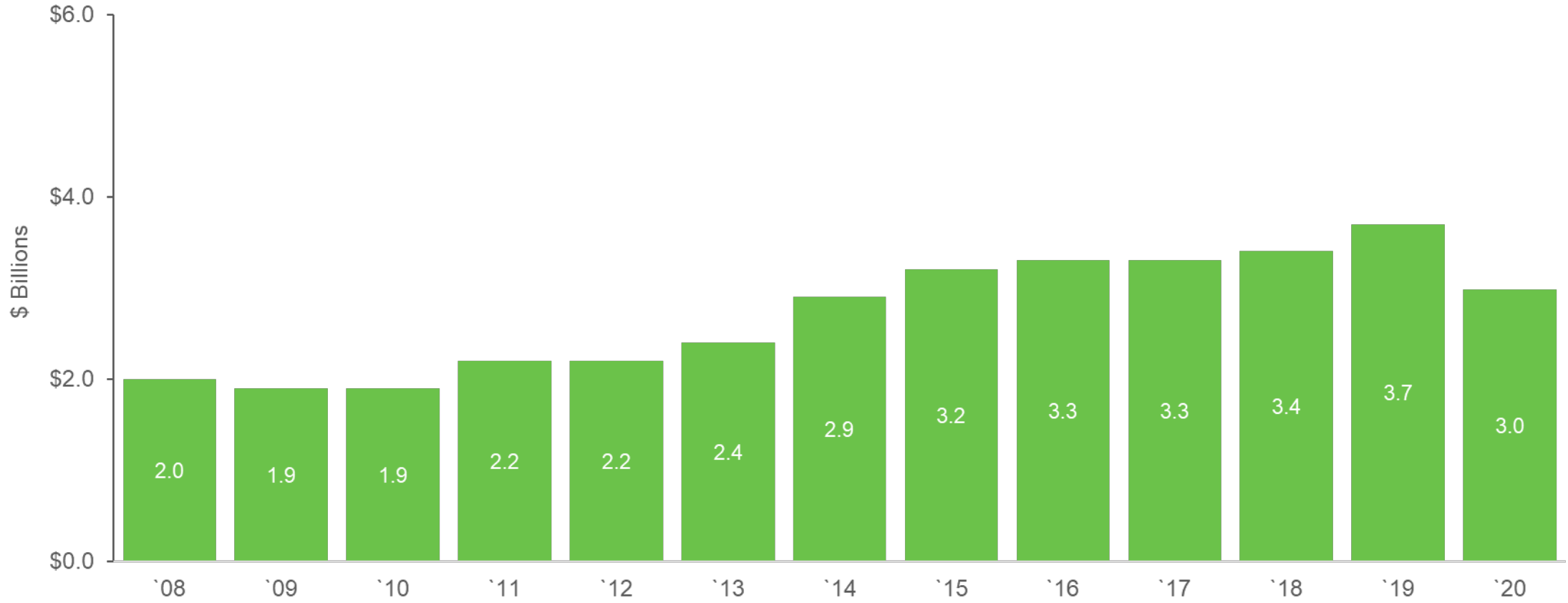
Colorado Expenditure Tracking - Overnight Visitors



Colorado Expenditure Tracking - Overnight Visitors



Colorado Expenditure Tracking - Overnight Visitors



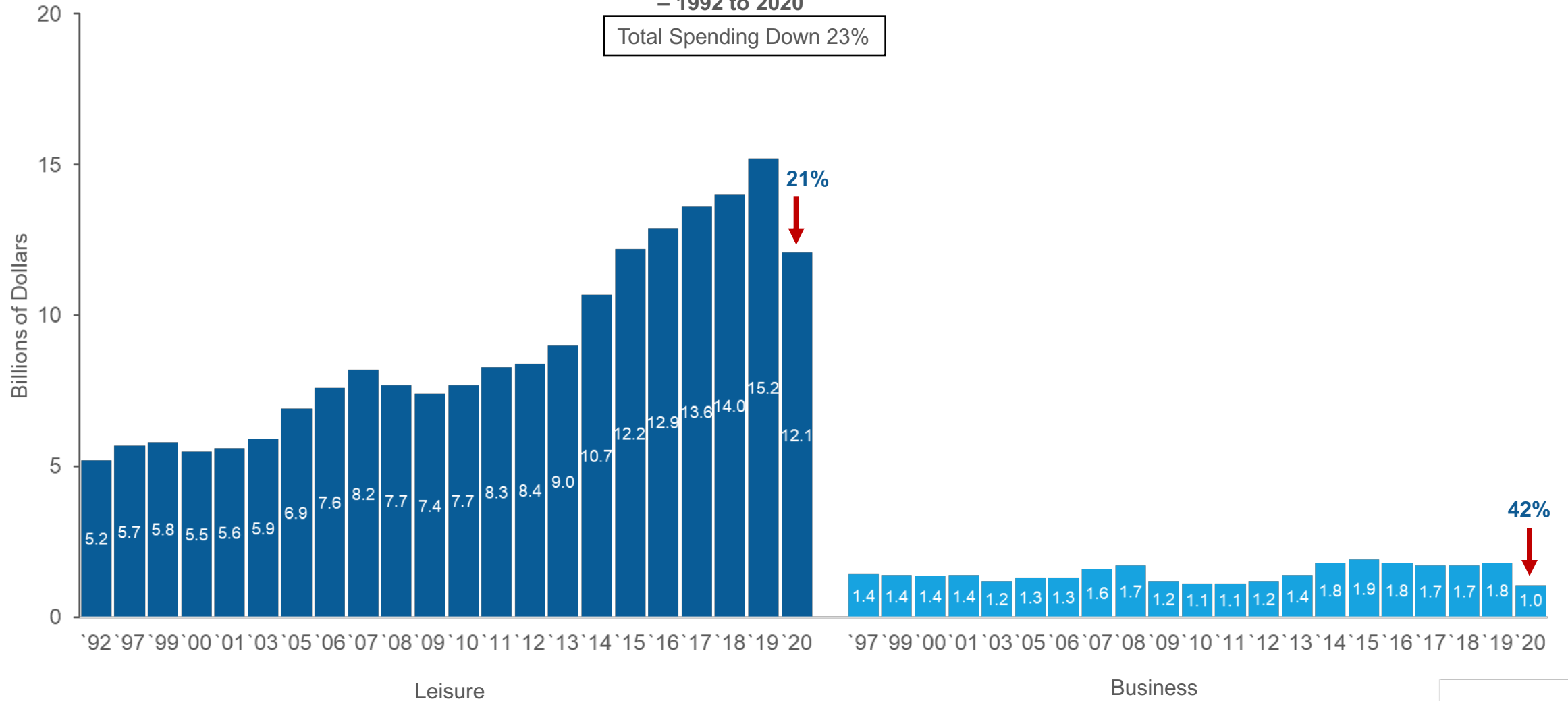
Transportation

Travel and Tourism Spending in Colorado

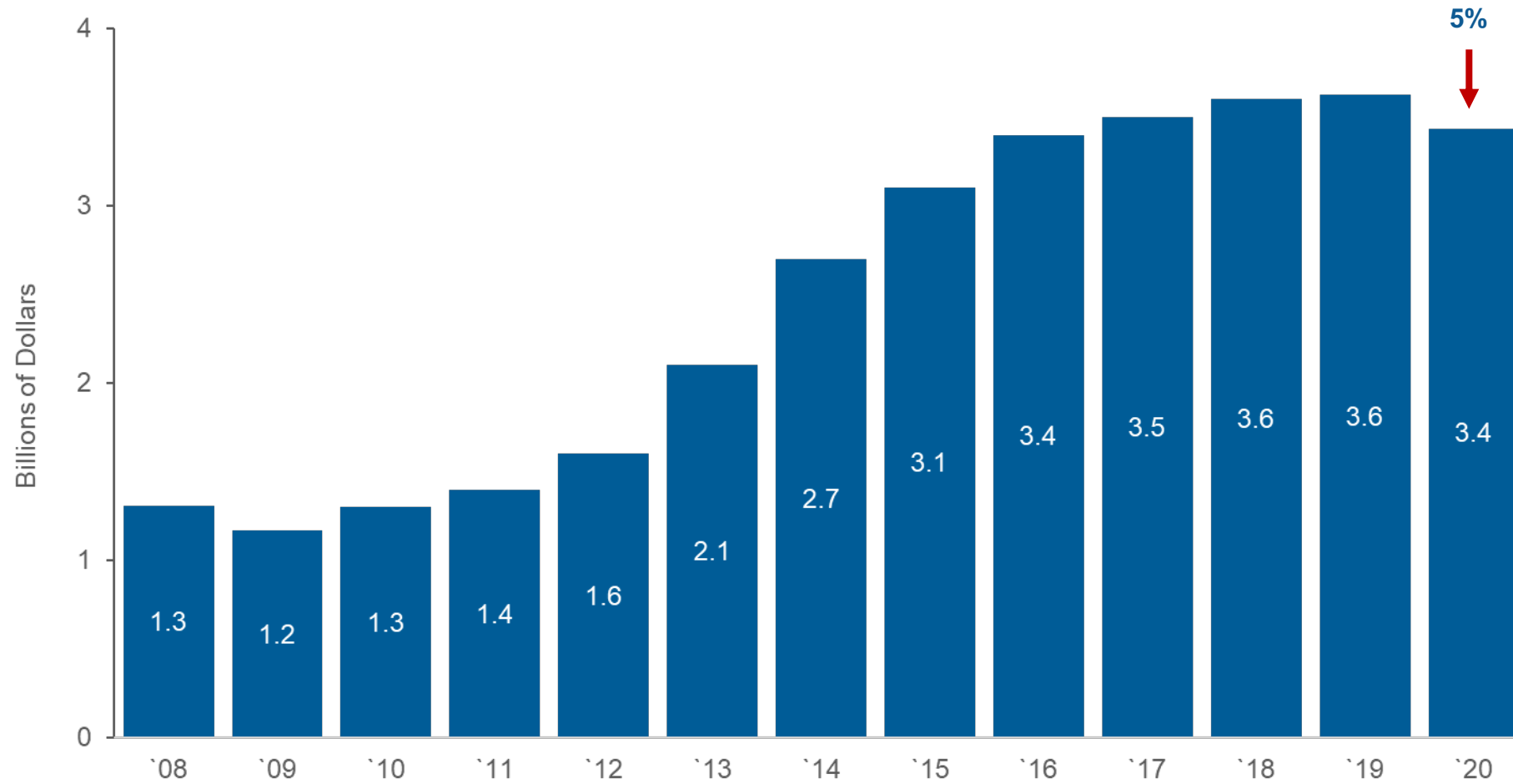
Base: Overnight Person-Trips

Actual Travel Expenditures on Overnight Trips
- 1992 to 2020

Total Spending Down 23%



Expenditures on Day Trips





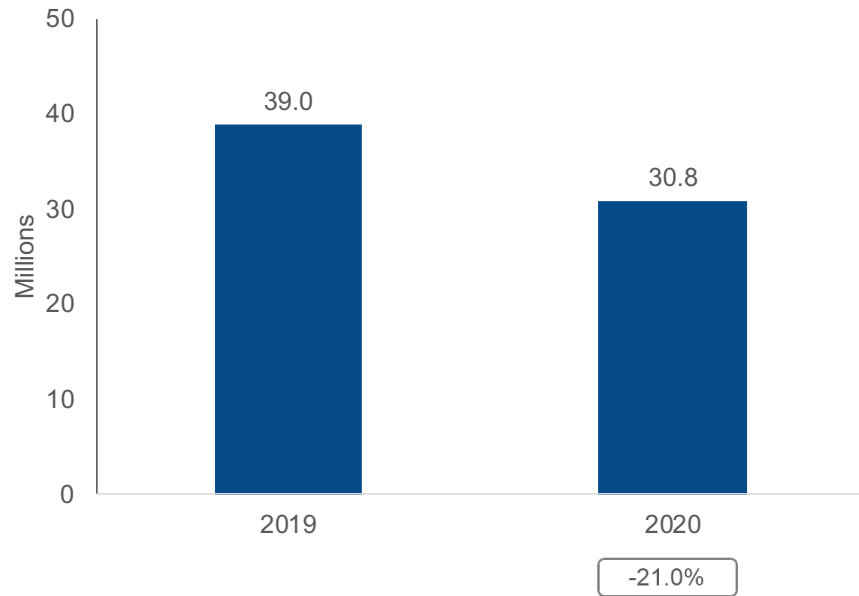
Travel USA Visitor Profile

Overnight Visitation



2020

Overnight Trips to Colorado



Past Visitation to Colorado

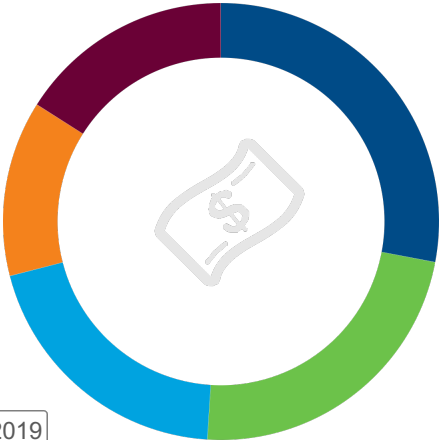
82% of overnight travelers to Colorado are repeat visitors

60% of overnight travelers to Colorado had visited before in the past 12 months

Domestic Overnight Expenditures - by Sector

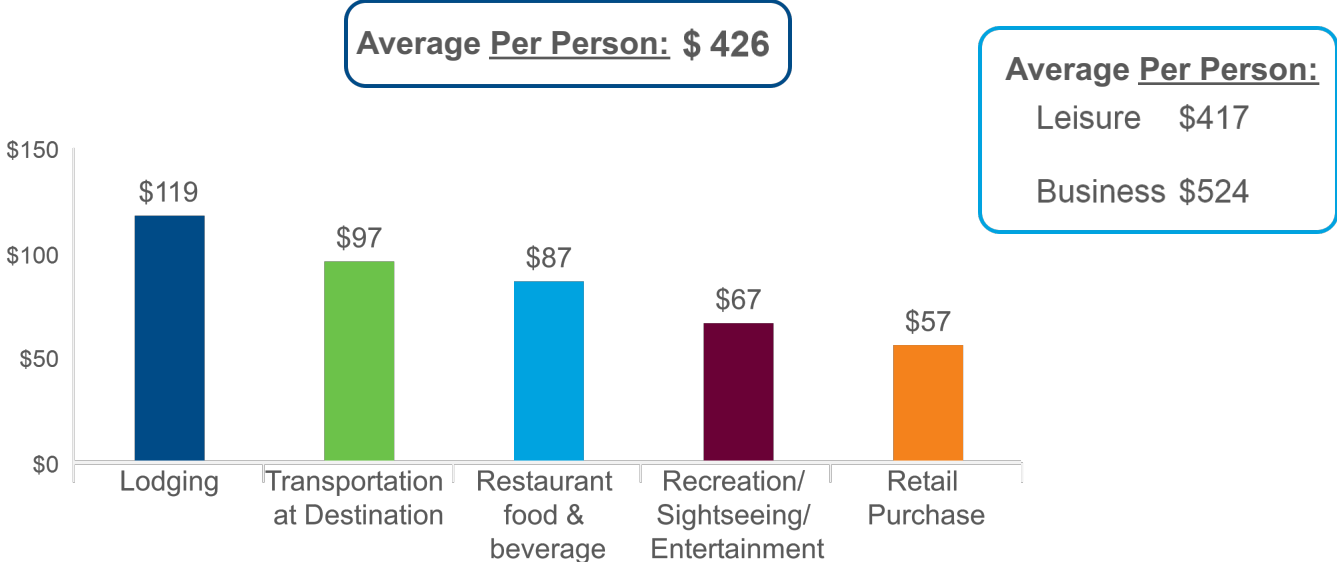
Total Spending
\$ 13.122 Billion

-22.8% vs. last year

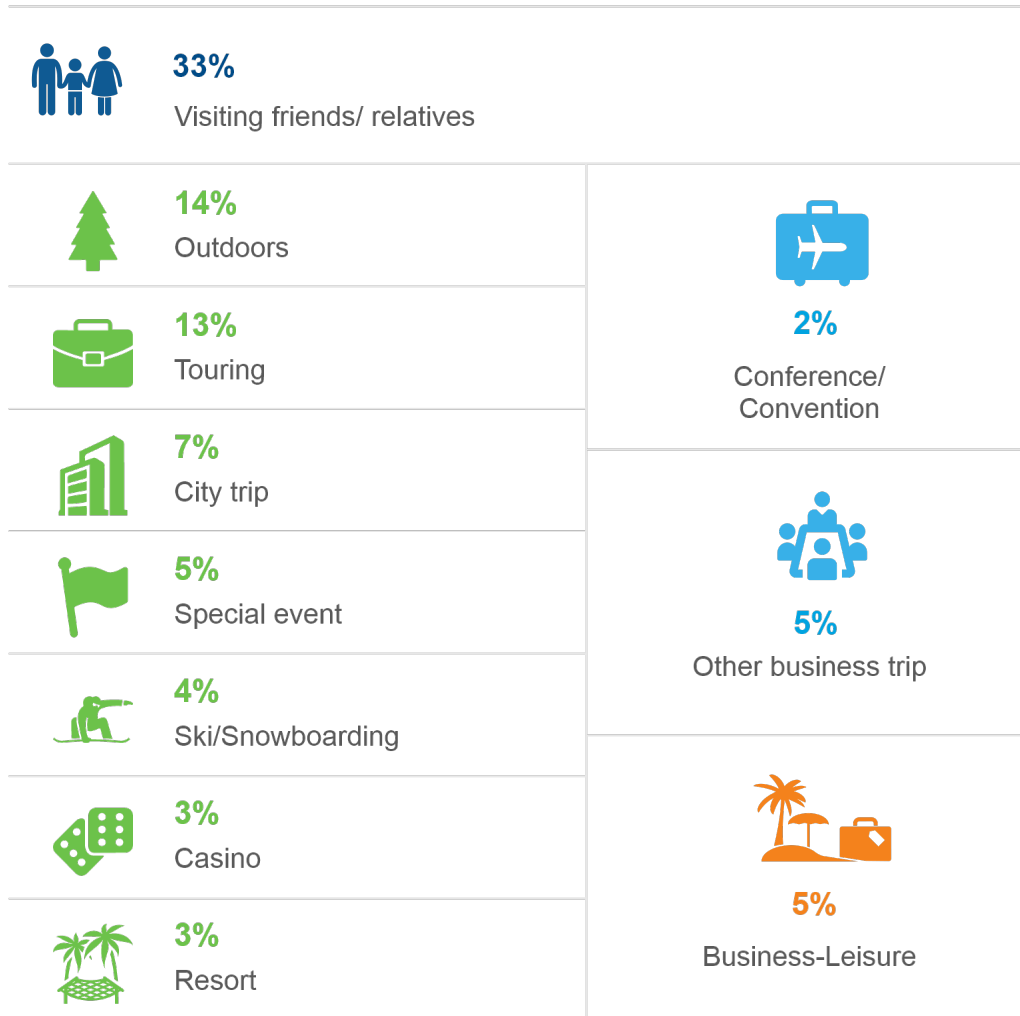


- Lodging -29.2% v. 2019
28% \$3,663 Million
- Transportation at Destination -19.5% v. 2019
23% \$2,980 Million
- Restaurant Food & Beverage -25.5% v. 2019
20% \$2,680 Million
- Retail Purchase -14.5% v. 2019
13% \$1,742 Million
- Recreation/Entertainment -16.9% v. 2019
16% \$2,058 Million

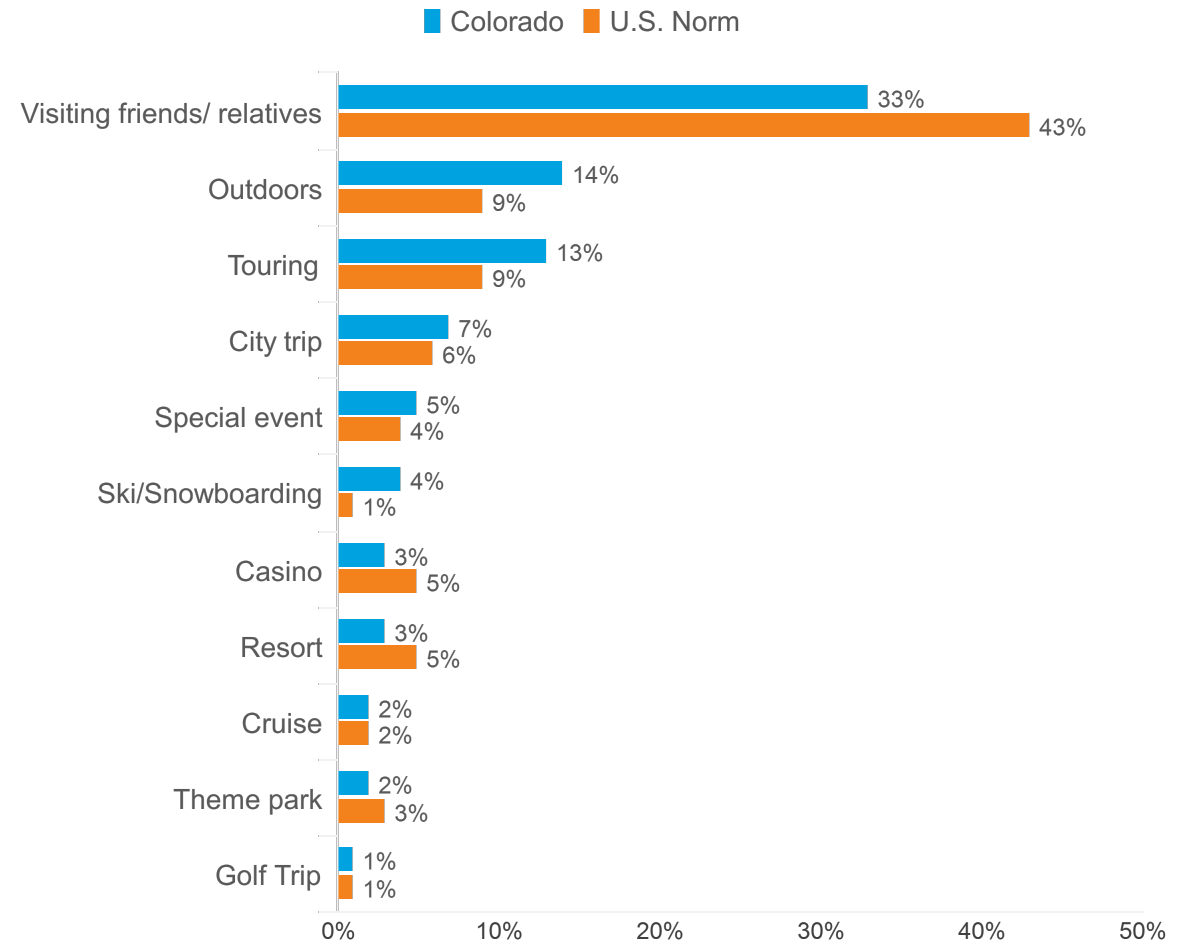
Average Per Person Expenditures on Domestic Overnight Trips - by Sector



Main Purpose of Trip



Main Purpose of Leisure Trip



2020 U.S. Overnight Trips



■ Visiting friends/relatives	43%
■ Marketable	45%
■ Business	7%
■ Business-leisure	4%

2020 Colorado Overnight Trips



■ Visiting friends/relatives	33%
■ Marketable	56%
■ Business	6%
■ Business-leisure	5%

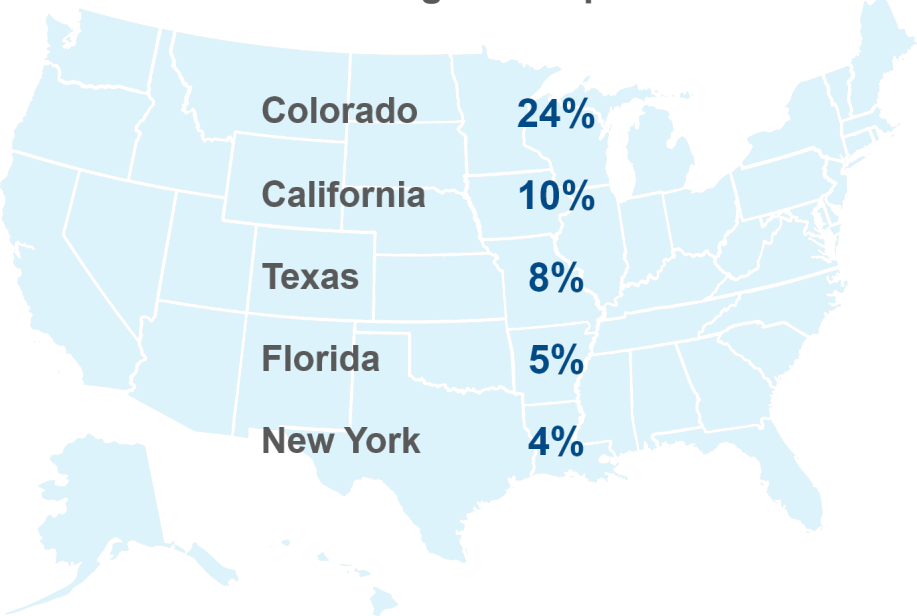
Visitor Volumes By Segment

■ Visiting friends/relatives	10.2 Million
■ Marketable	17.1 Million
■ Business	2.0 Million
■ Business-leisure	1.5 Million

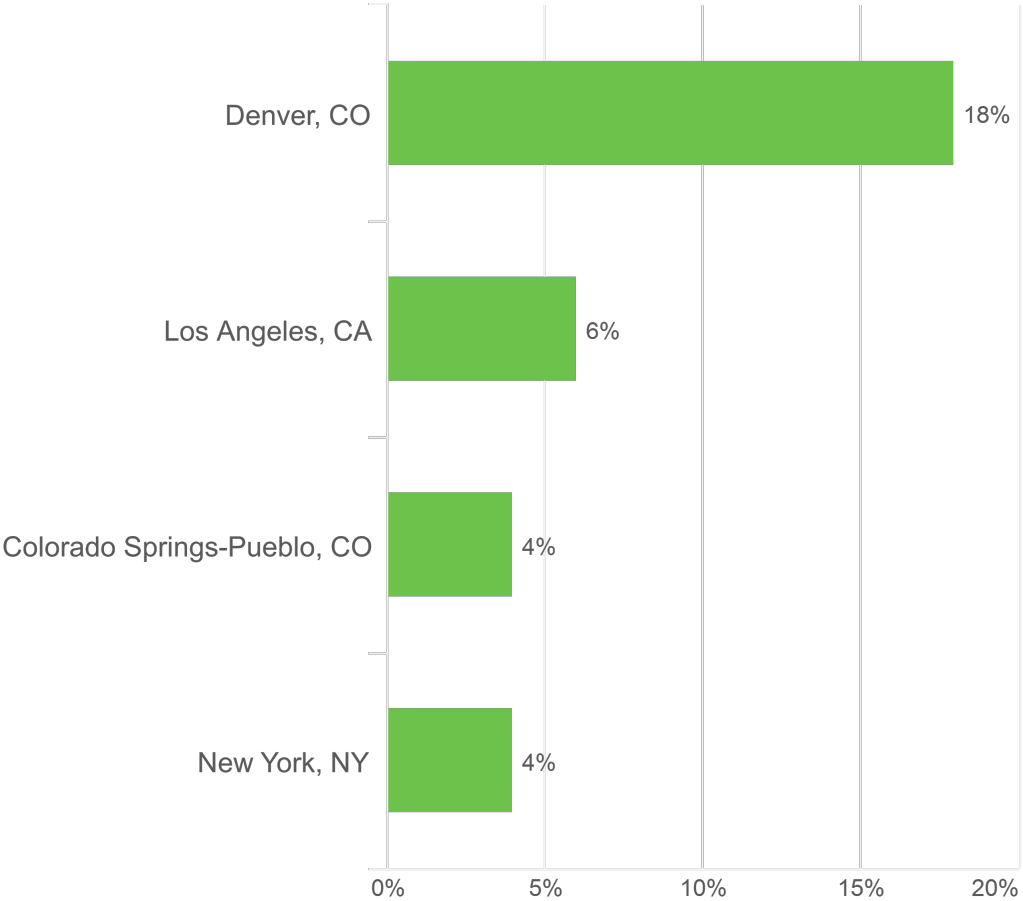
Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

State Origin Of Trip



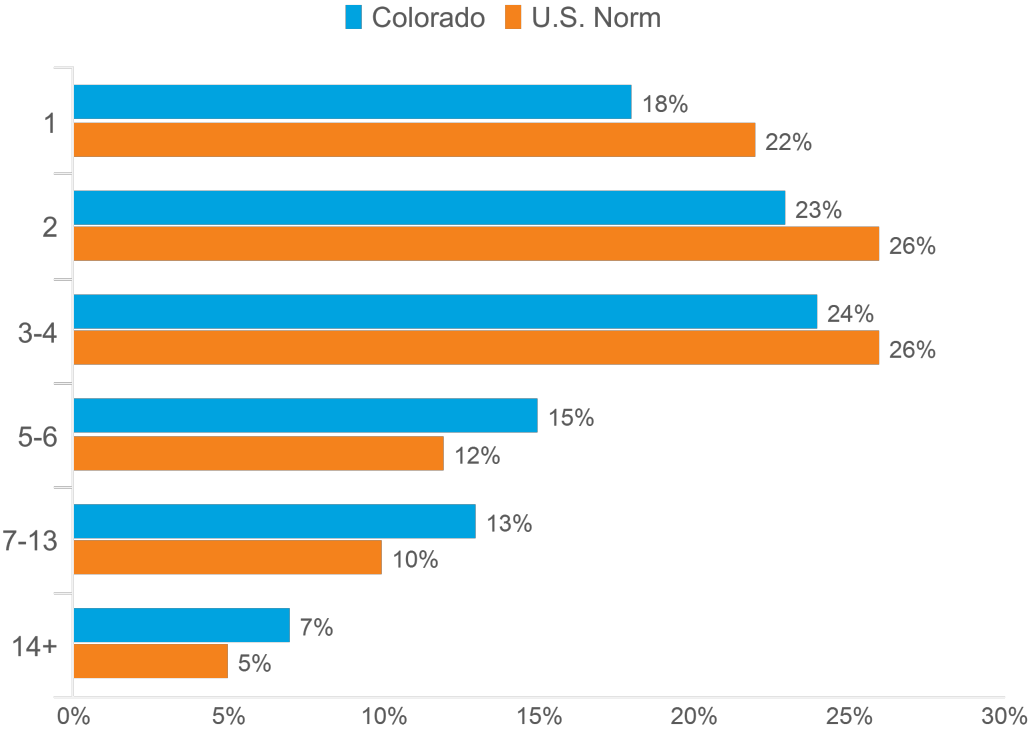
DMA Origin Of Trip



Season of Trip Total Overnight Person-Trips



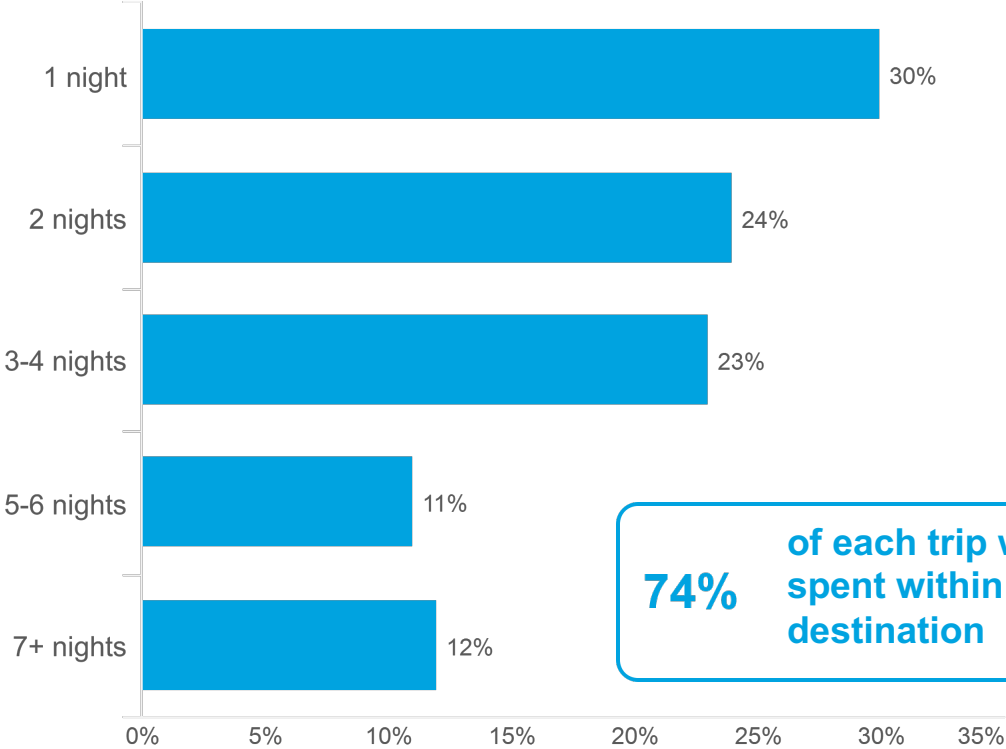
Total Nights Away on Trip



Colorado
5.0
Average Nights

U.S. Norm
4.1
Average Nights

Nights Spent in Colorado



74% of each trip was spent within the destination

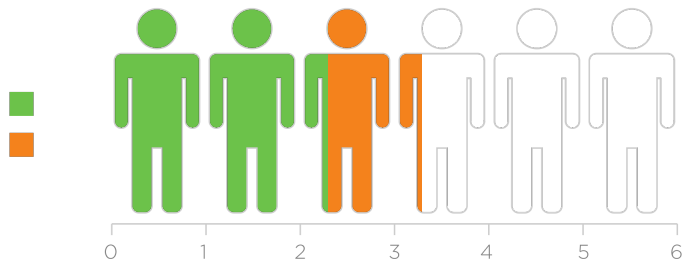
Average number of nights
3.7

Average last year
3.7

Size of Travel Party

■ Adults ■ Children

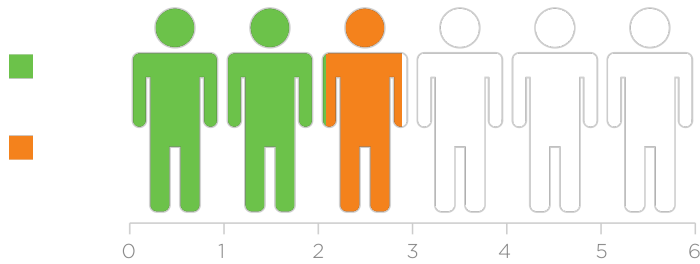
Colorado



Total
3.3

Average number of people

U.S. Norm

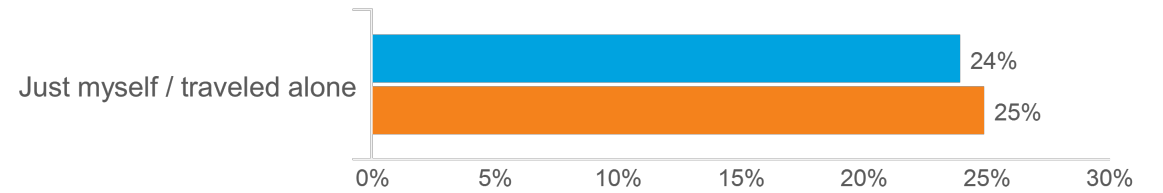


Total
3.0

Average number of people

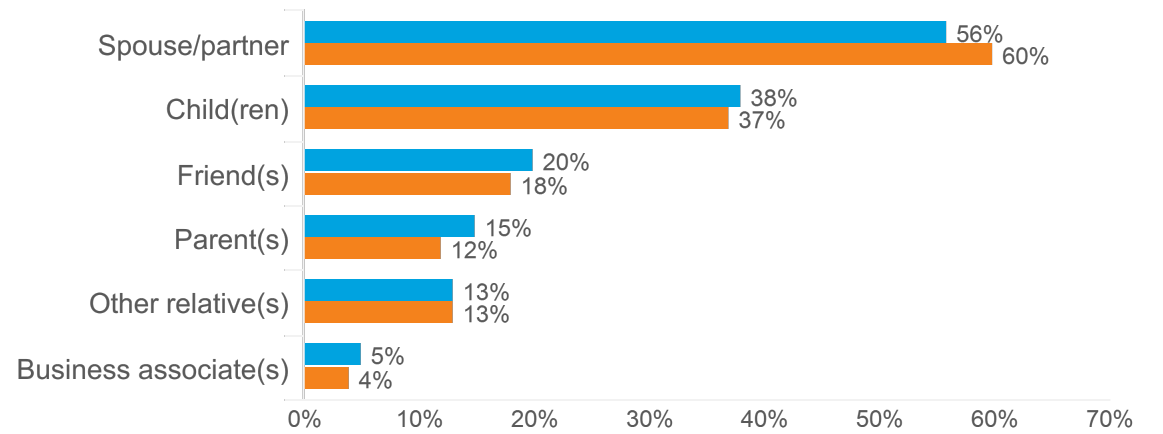
Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



Composition of Immediate Travel Party

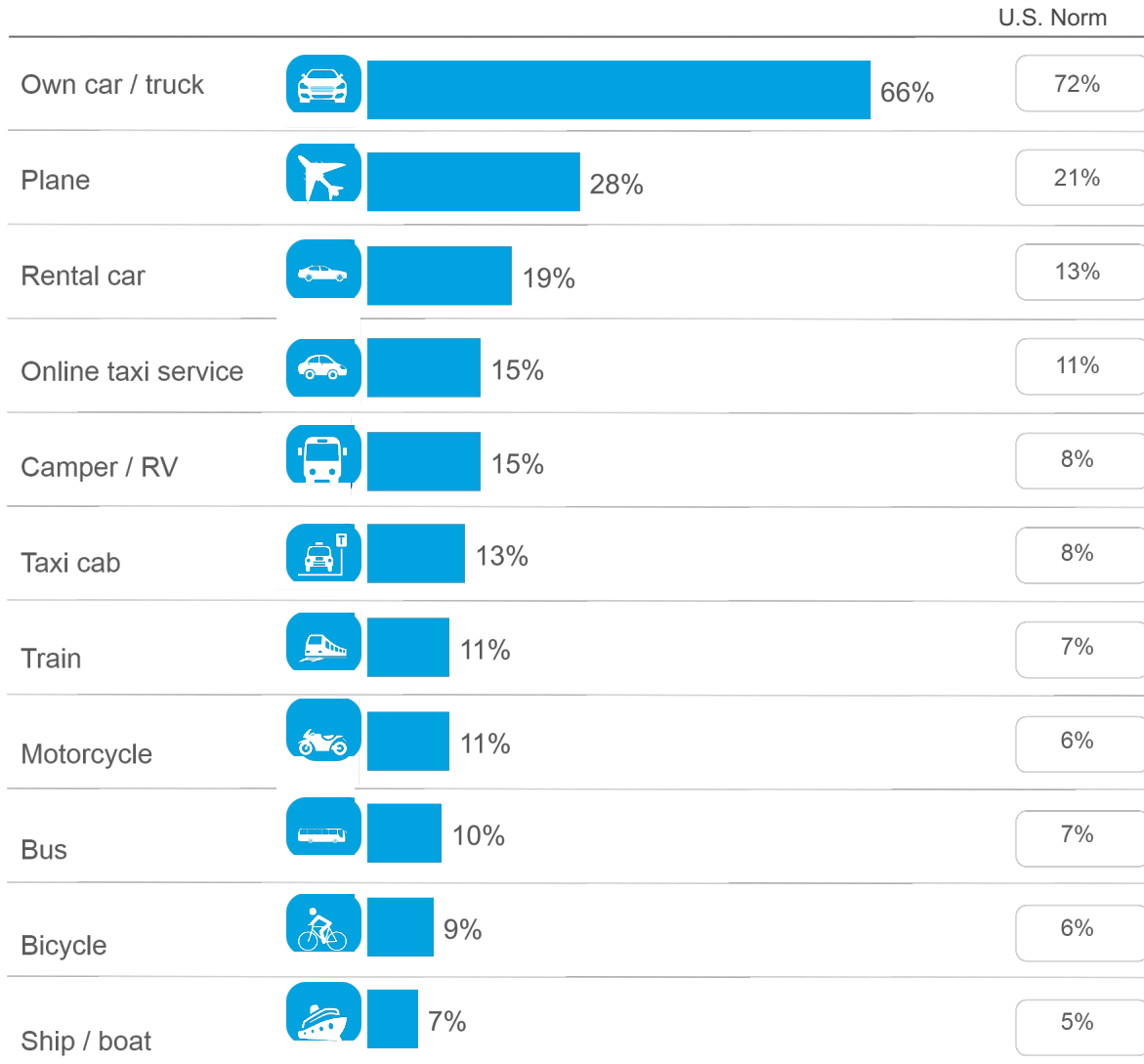
■ Colorado ■ U.S. Norm



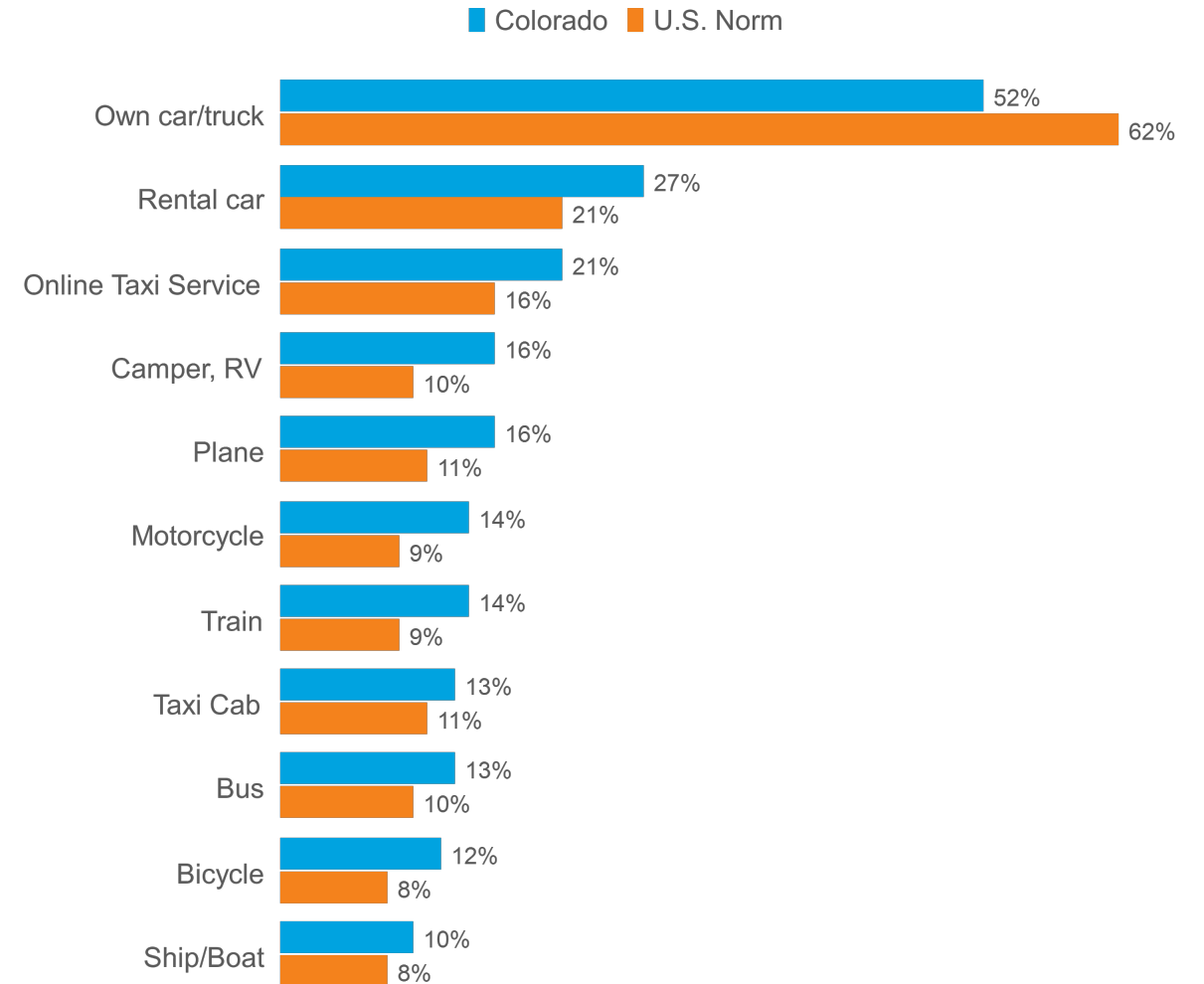
Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

Transportation Used to get to Destination

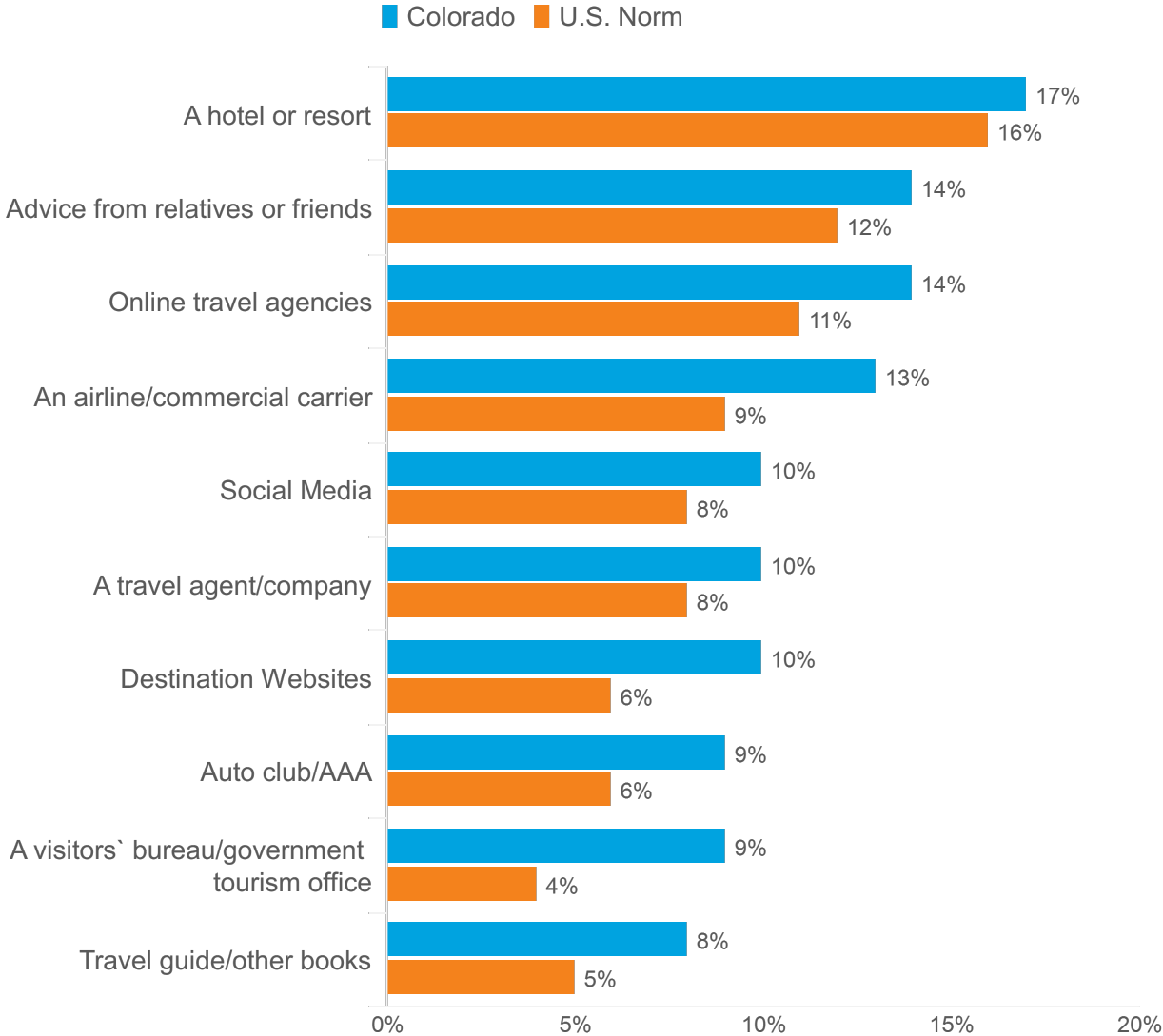


Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources



Length of Trip Planning

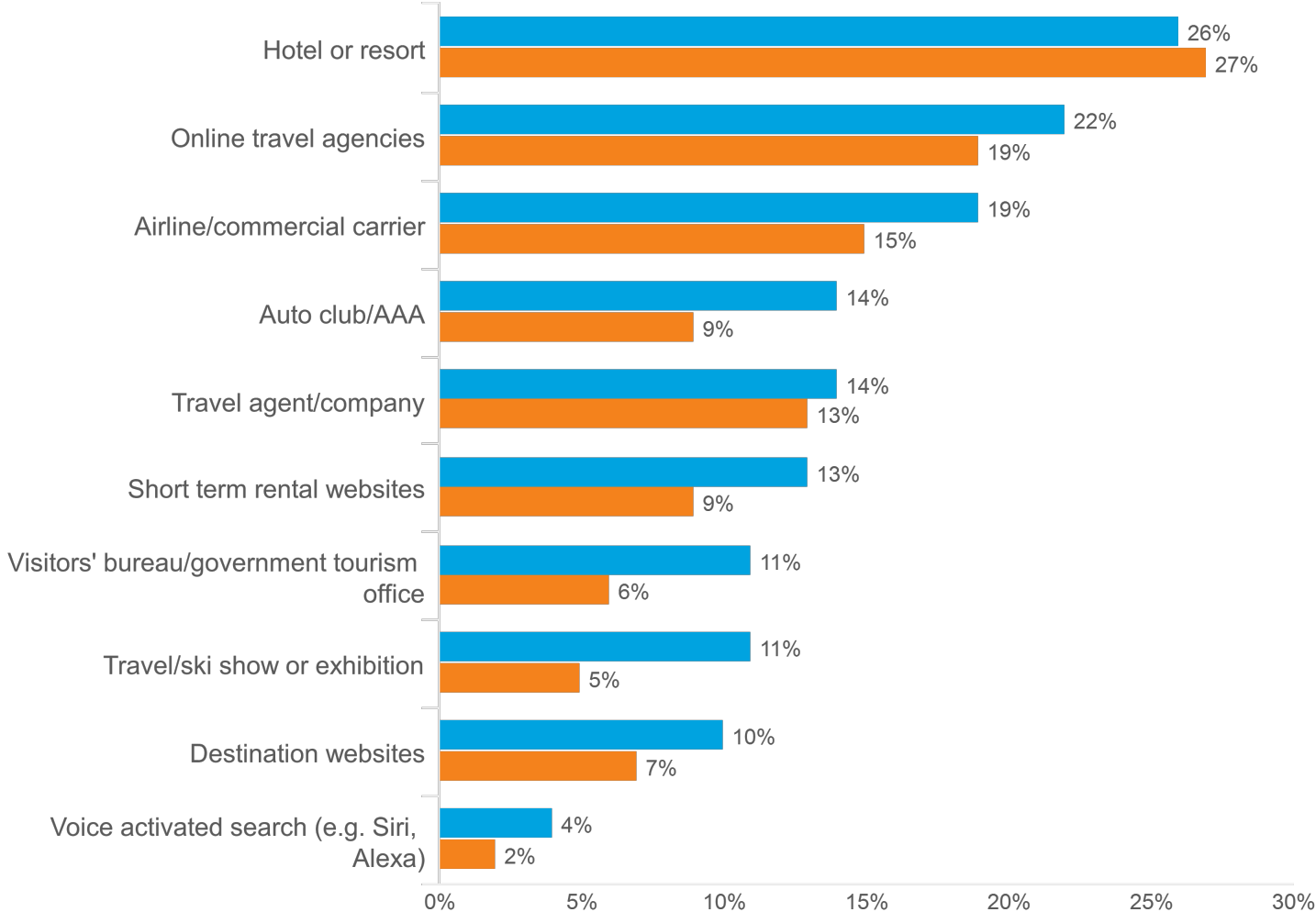
	Colorado	U.S. Norm
1 month or less	29%	33%
2 months	17%	15%
3-5 months	19%	15%
6-12 months	14%	11%
More than 1 year in advance	6%	4%
Did not plan anything in advance	15%	21%

Colorado's Overnight Trip Characteristics








Base: 2020 Overnight Person-Trips

Method of Booking

■ Colorado ■ U.S. Norm



Accommodations

		Colorado	U.S. Norm
	Hotel	37%	36%
	Motel	17%	12%
	Home of friends / relatives	17%	22%
	Bed & breakfast	12%	7%
	Campground / RV park	12%	6%
	Resort hotel	10%	10%
	Rented home / condo / apartment	9%	6%

Activity Groupings

Outdoor Activities



62%

U.S. Norm: 48%

Entertainment Activities



57%

U.S. Norm: 53%

Cultural Activities



36%

U.S. Norm: 26%

Sporting Activities



24%

U.S. Norm: 15%











Business Activities









25%

U.S. Norm: 17%

Activities and Experiences (Top 10)







	Colorado	U.S. Norm
 Shopping	20%	22%
 Sightseeing	19%	16%
 Hiking/backpacking	18%	9%
 Attending celebration	15%	13%
 Landmark/historic site	15%	11%
 National/state park	13%	8%
 Business meeting	12%	9%
 Bar/nightclub	12%	11%
 Nature tours/wildlife viewing/birding	12%	7%
 Business convention/conference	11%	7%

Shopping Types on Trip

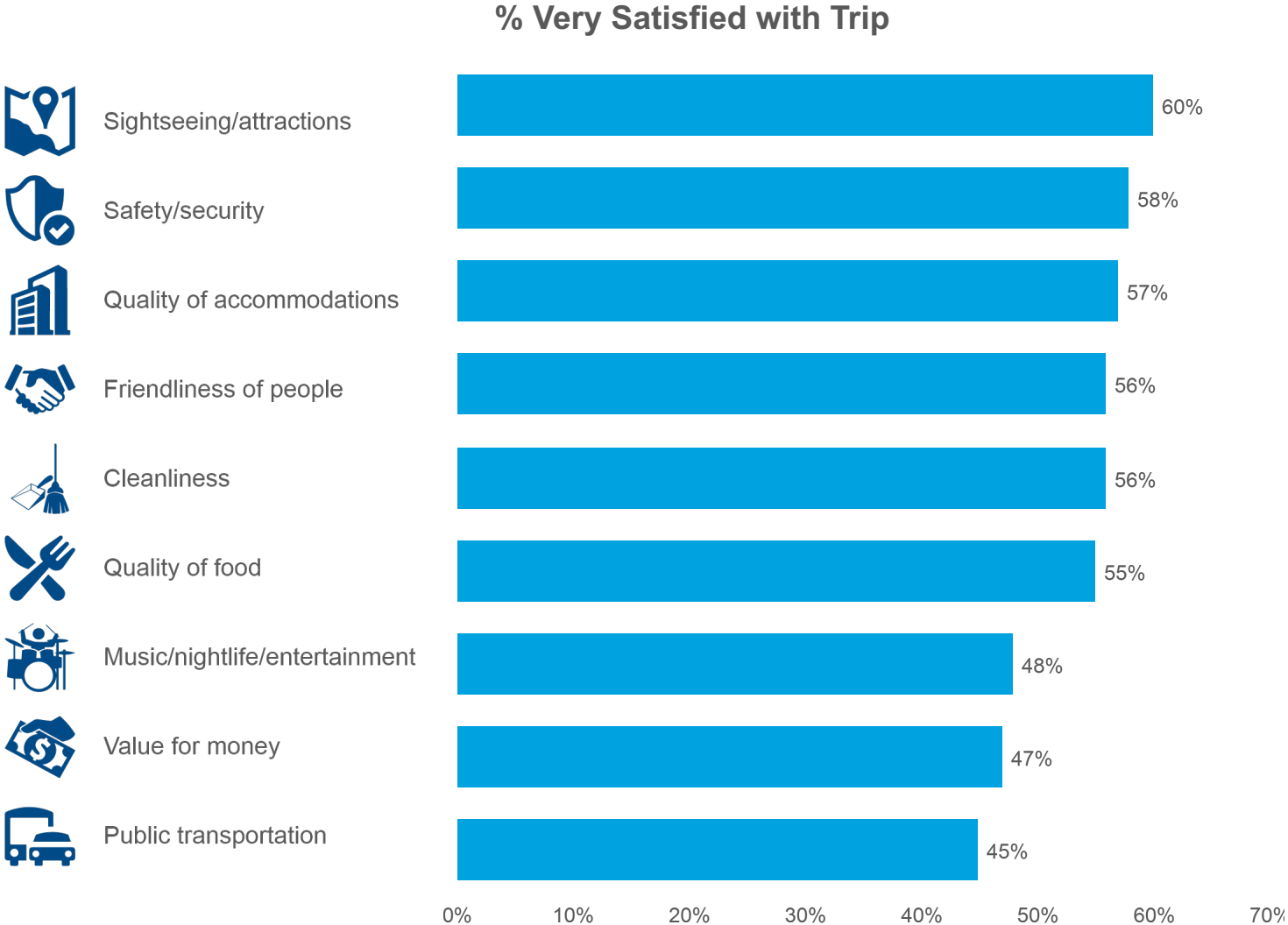
	Colorado	U.S. Norm
 Convenience/grocery shopping	50%	43%
 Souvenir shopping	44%	37%
 Big box stores (Walmart, Costco)	42%	36%
 Outlet/mall shopping	41%	49%
 Boutique shopping	31%	26%
 Antiquing	17%	12%

Base: 2020 Overnight Person-Trips that included Shopping

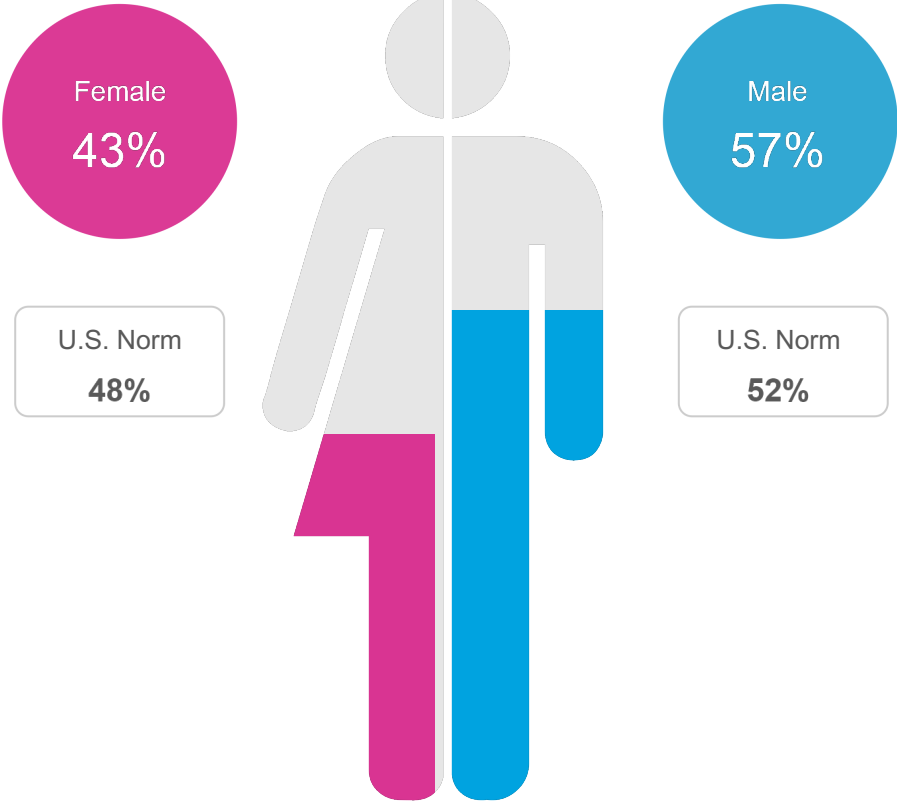
Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	40%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	24%	20%
 Street food/food trucks	23%	19%
 Fine/upscale dining	22%	20%
 Picnicking	19%	13%
 Gastropubs	13%	8%

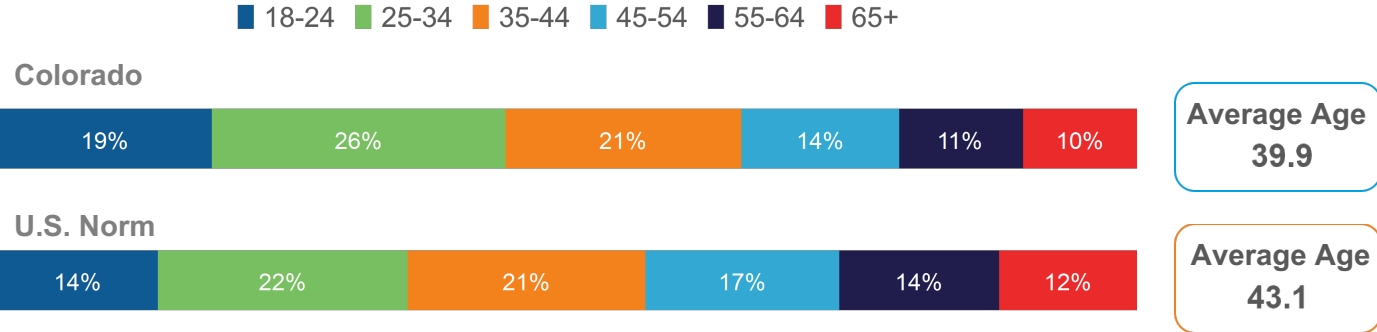
 **70%**
of overnight travelers were
very satisfied with their overall
trip experience



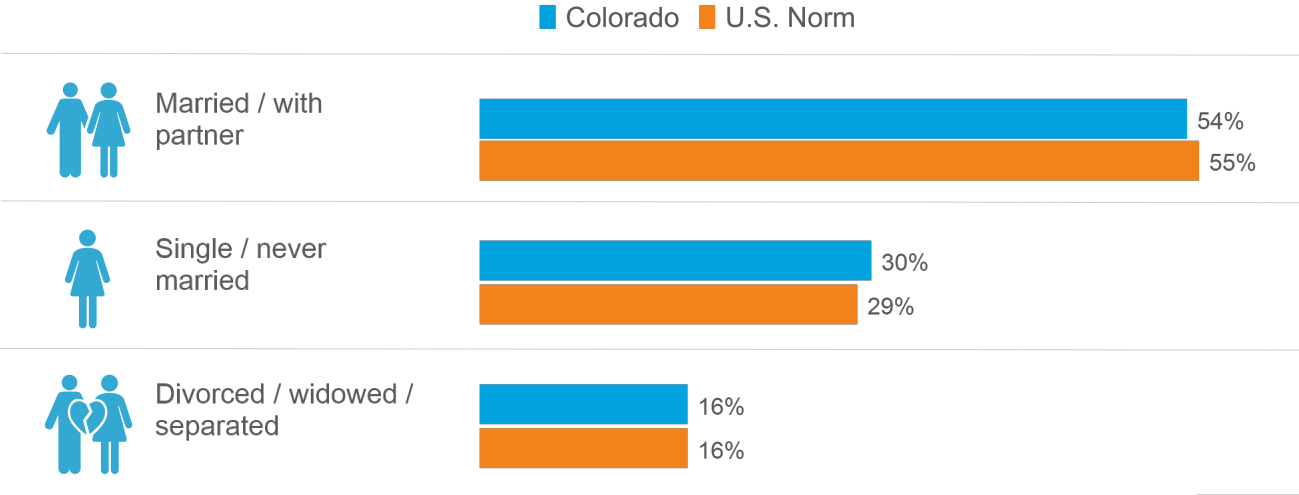
Gender



Age



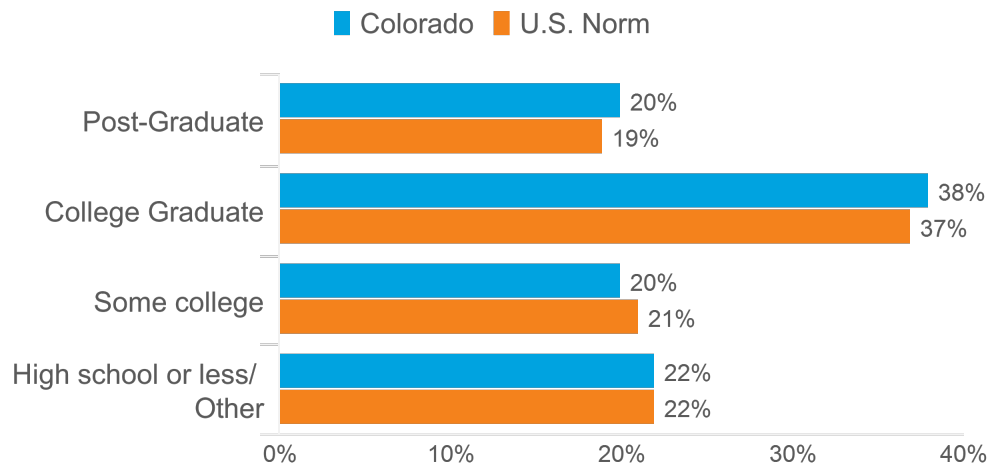
Marital Status



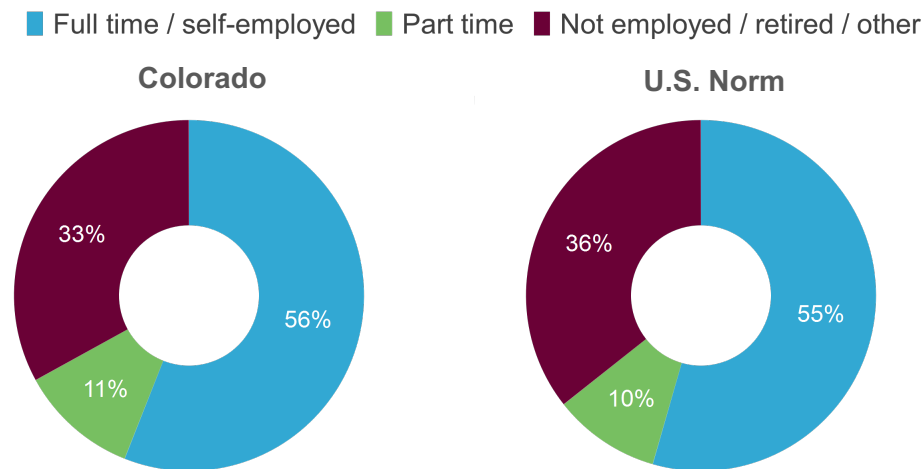
Demographic Profile of Overnight Colorado Visitors

Base: 2020 Overnight Person-Trips

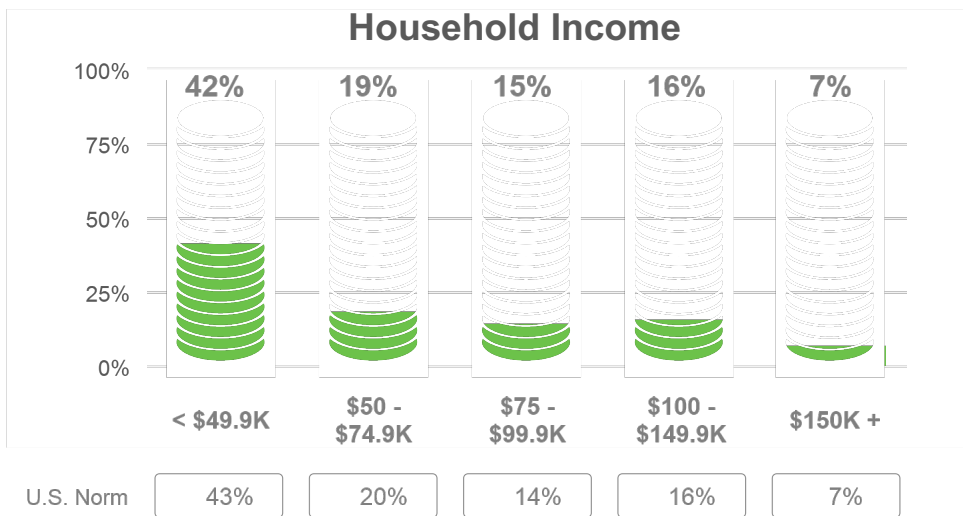
Education



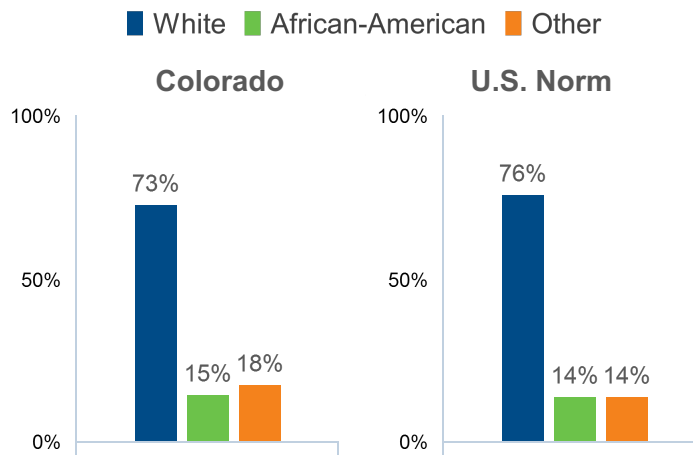
Employment



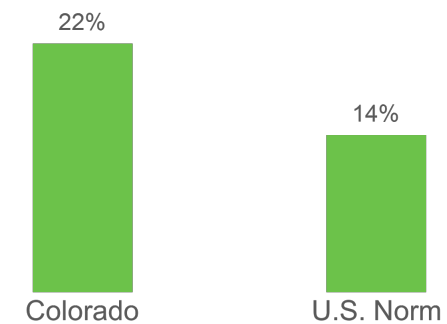
Household Income



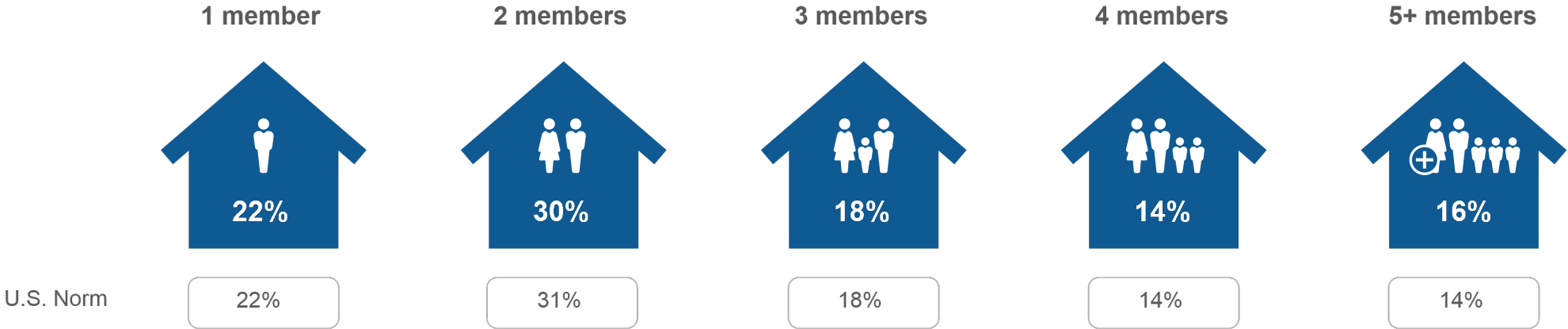
Race



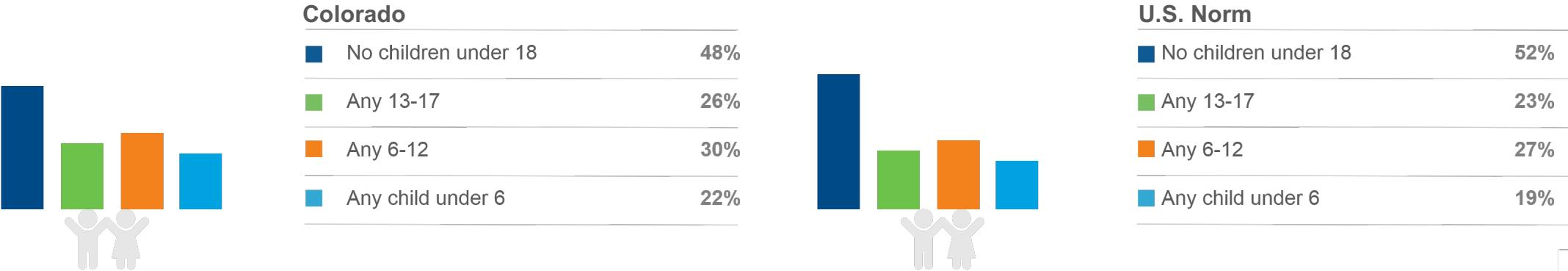
Hispanic Background



Household Size



Children in Household





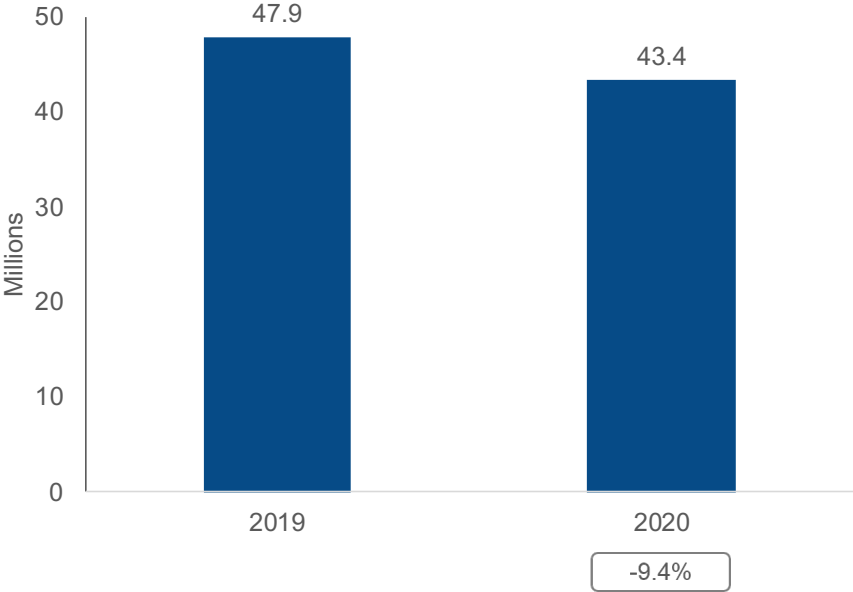
Travel USA Visitor Profile

Day Visitation



2020

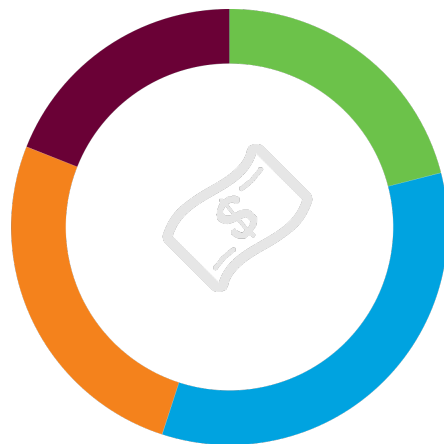
Day Trips to Colorado



Domestic Day Expenditures - by Sector

Total Spending
\$ 3.436 Billion

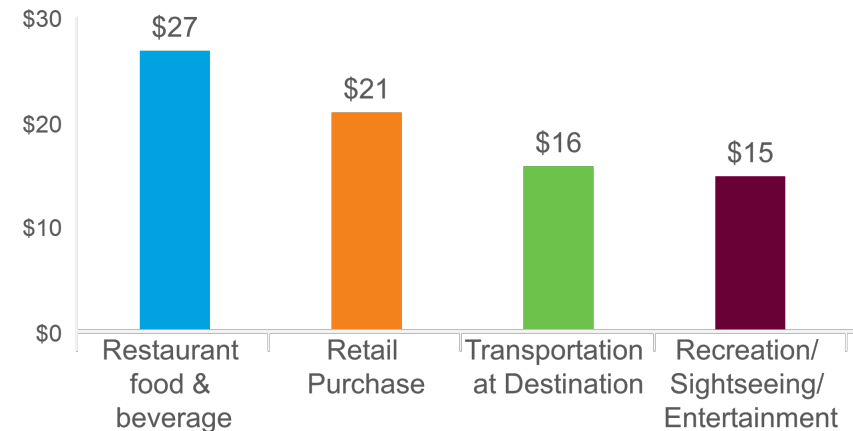
-5.3% vs. last year



- Transportation at Destination +7.7% v. 2019
21% \$707 Million
- Restaurant Food & Beverage -10.8% v. 2019
34% \$1,169 Million
- Retail Purchase -8.1% v. 2019
26% \$897 Million
- Recreation/Entertainment -3.0% v. 2019
19% \$663 Million

Average Per Person Expenditures on Domestic Day Trips - by Sector

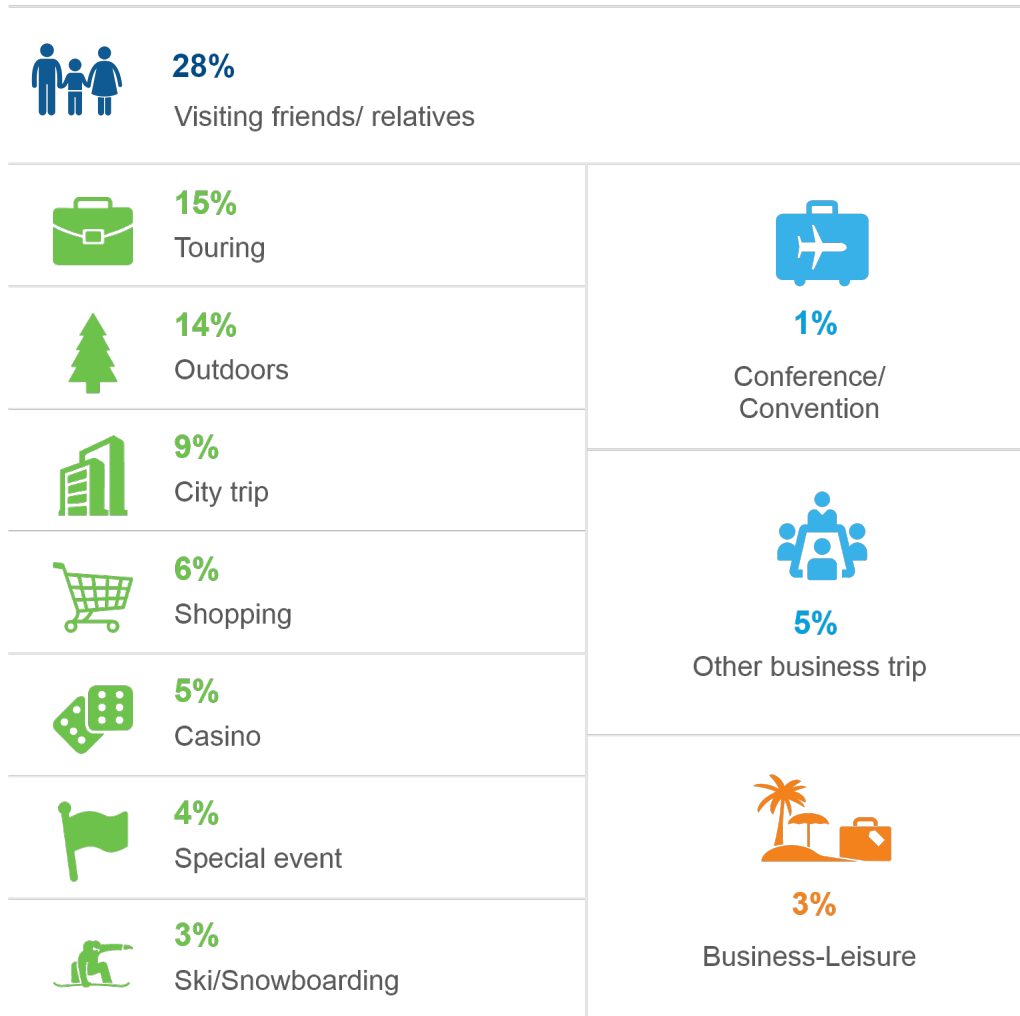
Average Per Person: \$ 79



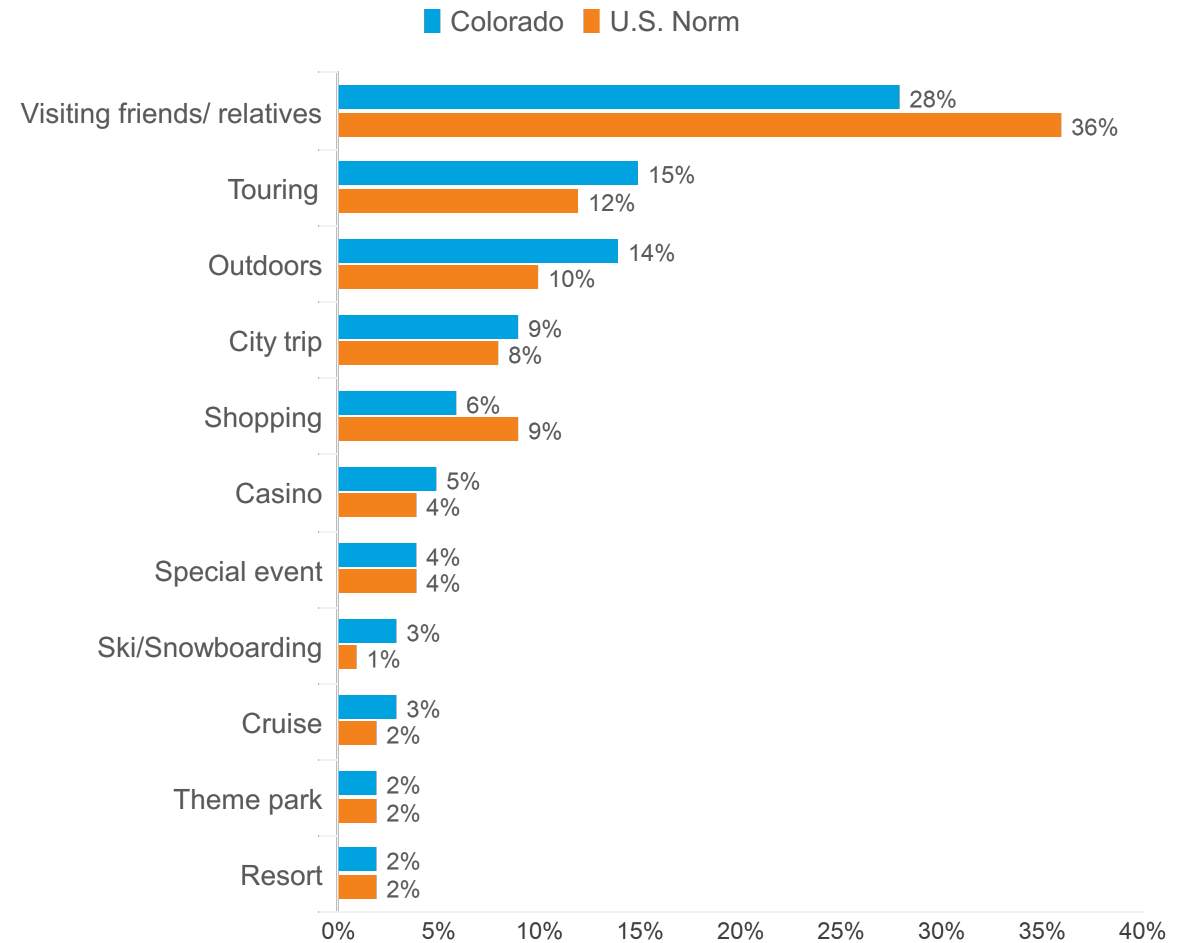
Colorado's Day Trip Characteristics

Base: 2020 Day Person-Trips

Main Purpose of Trip



Main Purpose of Leisure Trip



2020 U.S. Day Trips



■ Visiting friends/relatives	36%
■ Marketable	54%
■ Business	6%
■ Business-leisure	3%

2020 Colorado Day Trips

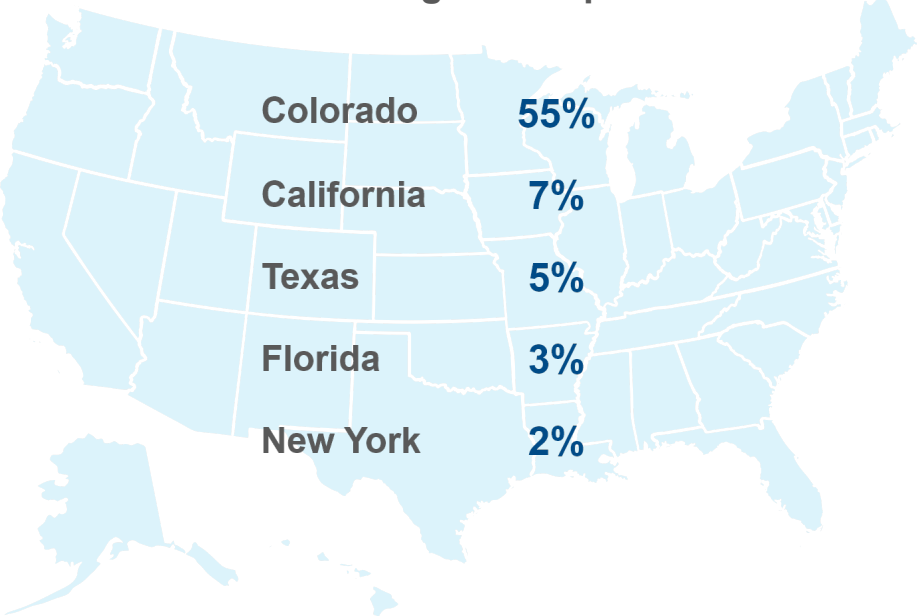


■ Visiting friends/relatives	28%
■ Marketable	63%
■ Business	6%
■ Business-leisure	3%

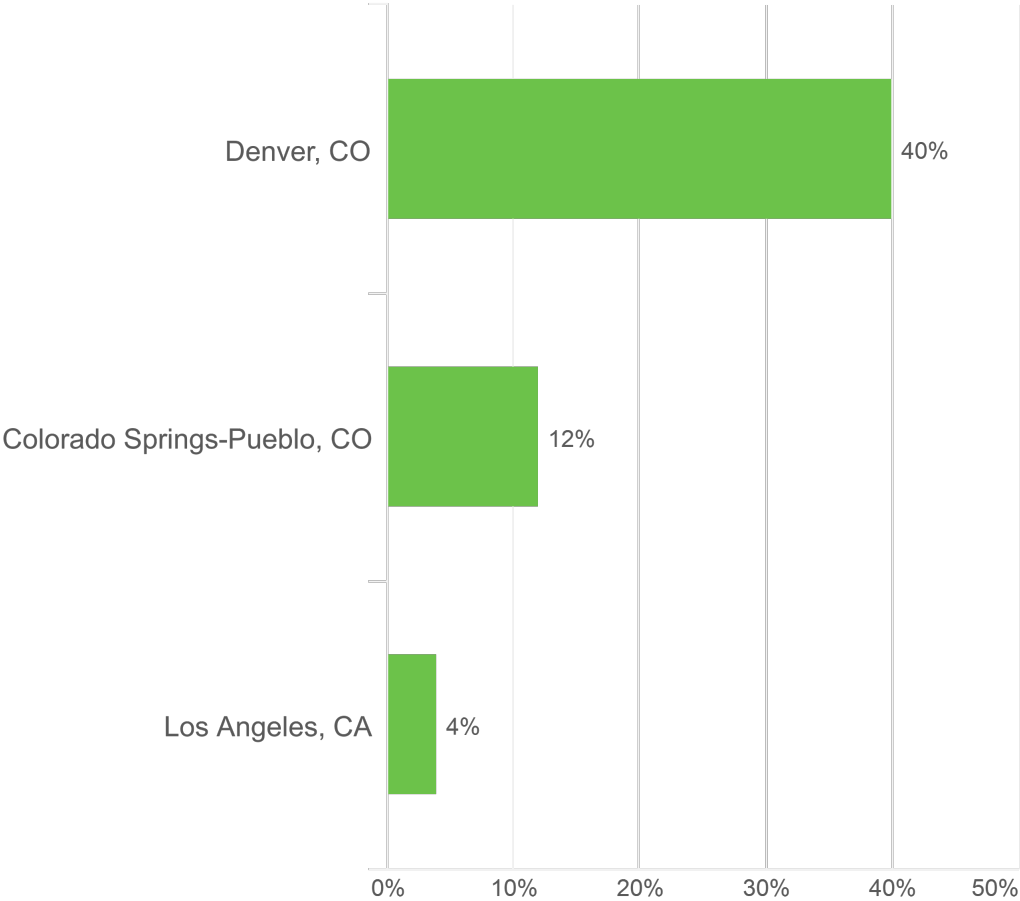
Visitor Volumes By Segment

■ Visiting friends/relatives	12.2 Million
■ Marketable	27.5 Million
■ Business	2.6 Million
■ Business-leisure	1.1 Million

State Origin Of Trip



DMA Origin Of Trip



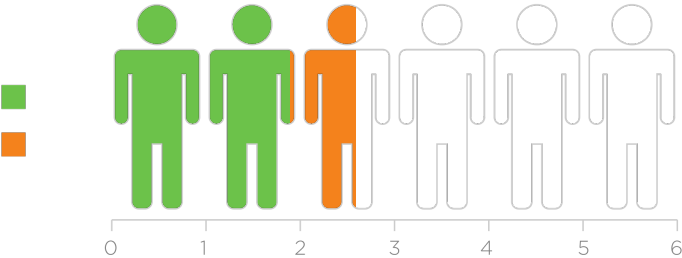
Season of Trip Total Day Person-Trips



Size of Travel Party

■ Adults ■ Children

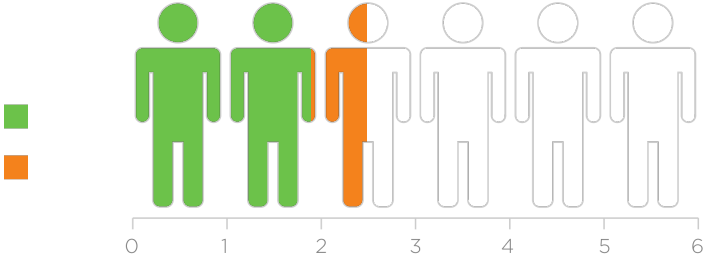
Colorado



Total
2.7

Average number of people

U.S. Norm

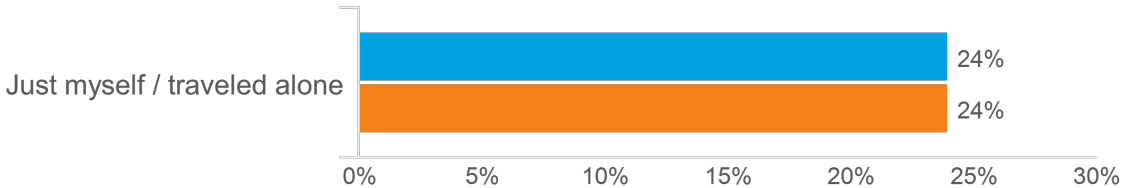


Total
2.6

Average number of people

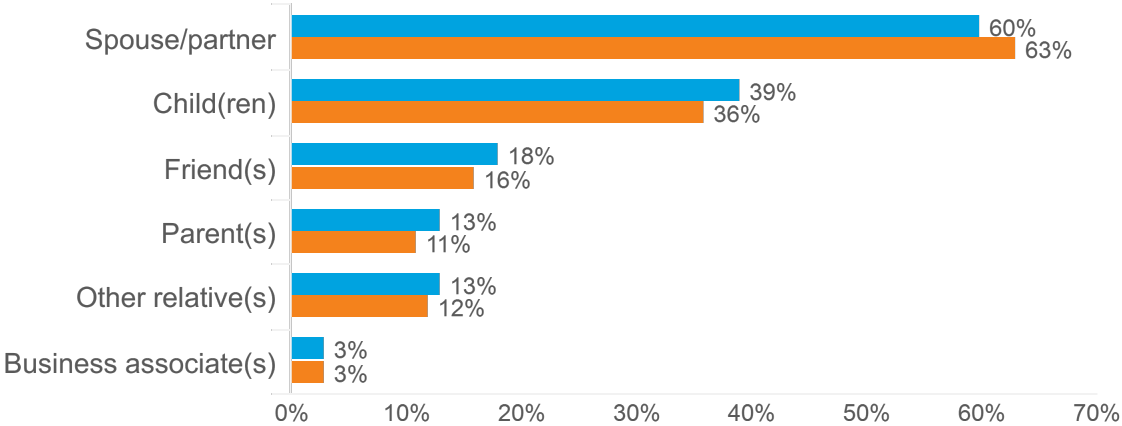
Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



Composition of Immediate Travel Party

■ Colorado ■ U.S. Norm



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 45%

Cultural Activities



U.S. Norm: 17%

Sporting Activities



U.S. Norm: 8%

Business Activities









U.S. Norm: 10%

Activities and Experiences (Top 10)







	Colorado	U.S. Norm
Shopping	16%	20%
Hiking/backpacking	15%	7%
Sightseeing	15%	13%
Attending celebration	9%	9%
Landmark/historic site	9%	8%
National/state park	8%	6%
Nature tours/wildlife viewing/birding	8%	5%
Business meeting	8%	6%
Museum	7%	5%
Camping	7%	3%

Shopping Types on Trip

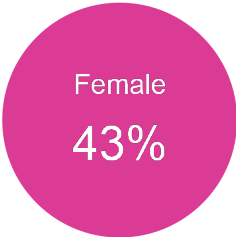
	Colorado	U.S. Norm
 Outlet/mall shopping	42%	49%
 Big box stores (Walmart, Costco)	32%	31%
 Souvenir shopping	30%	20%
 Boutique shopping	30%	21%
 Convenience/grocery shopping	26%	28%
 Antiquing	12%	12%

Base: 2020 Day Person-Trips that included Shopping

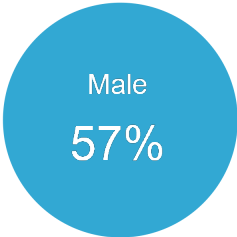
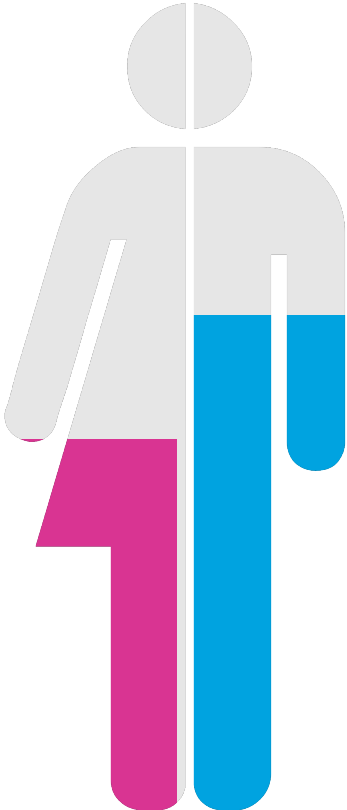
Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	33%	34%
 Street food/food trucks	19%	15%
 Picnicking	17%	14%
 Food delivery service (UberEATS, DoorDash, etc.)	14%	12%
 Fine/upscale dining	12%	12%
 Gastropubs	8%	5%

Gender



U.S. Norm
49%



U.S. Norm
51%

Age

18-24 25-34 35-44 45-54 55-64 65+

Colorado



Average Age
43.3

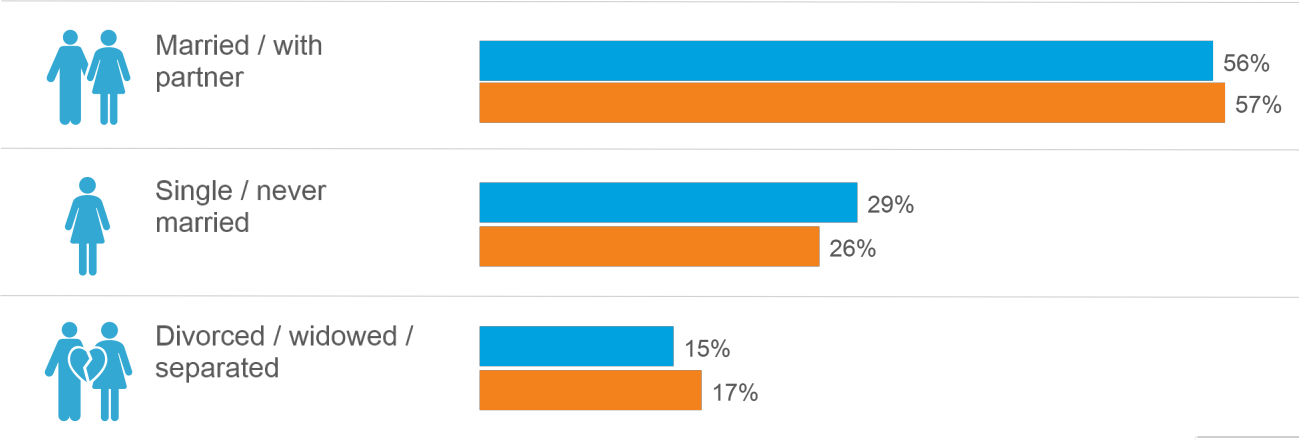
U.S. Norm



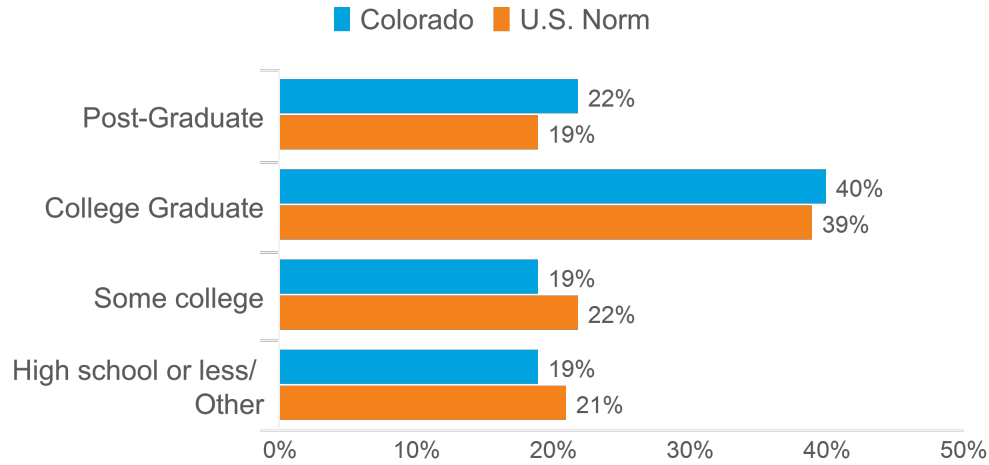
Average Age
45.8

Marital Status

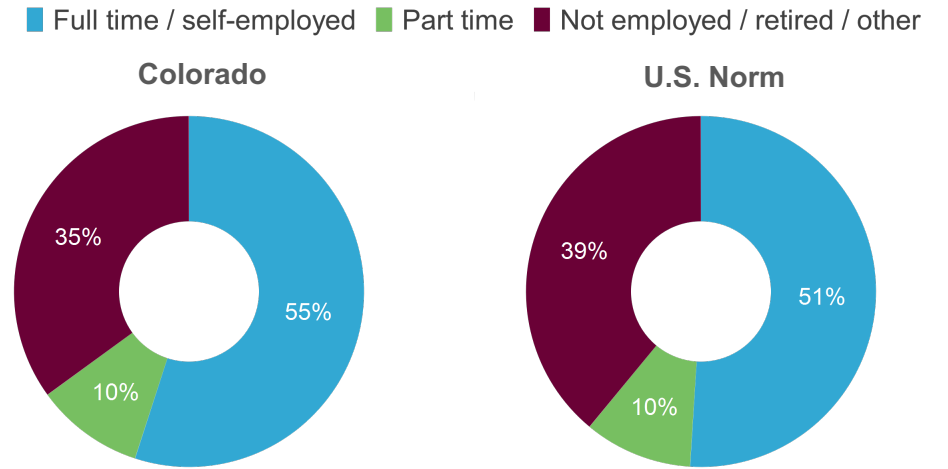
Colorado U.S. Norm



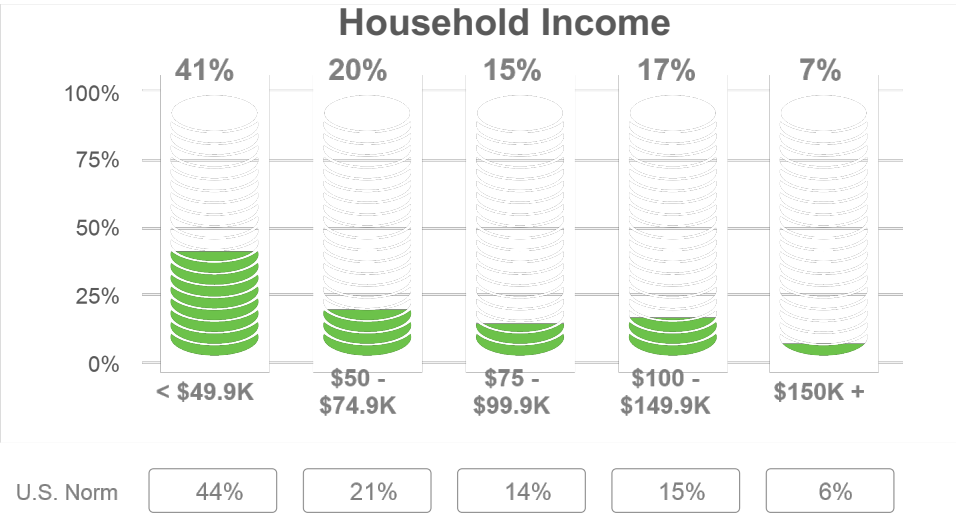
Education



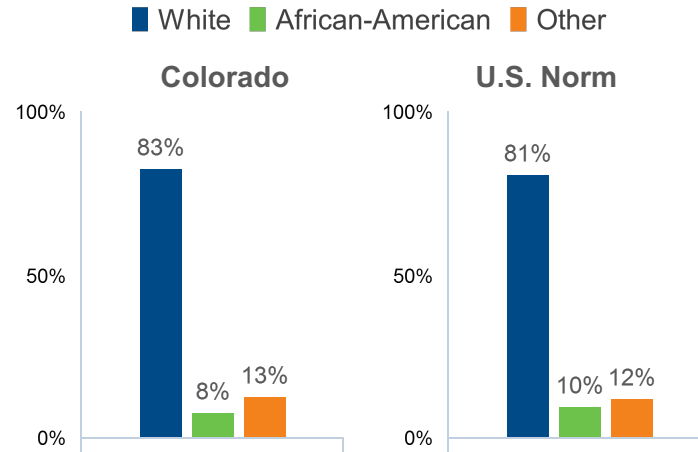
Employment



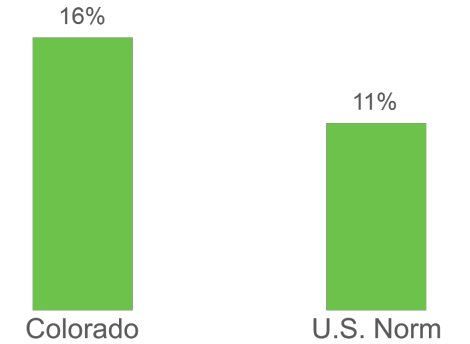
Household Income



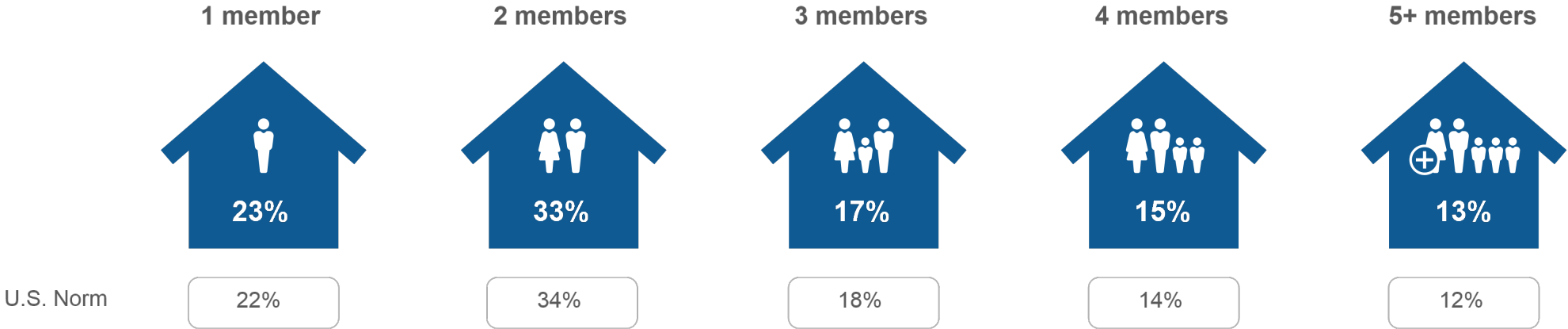
Race



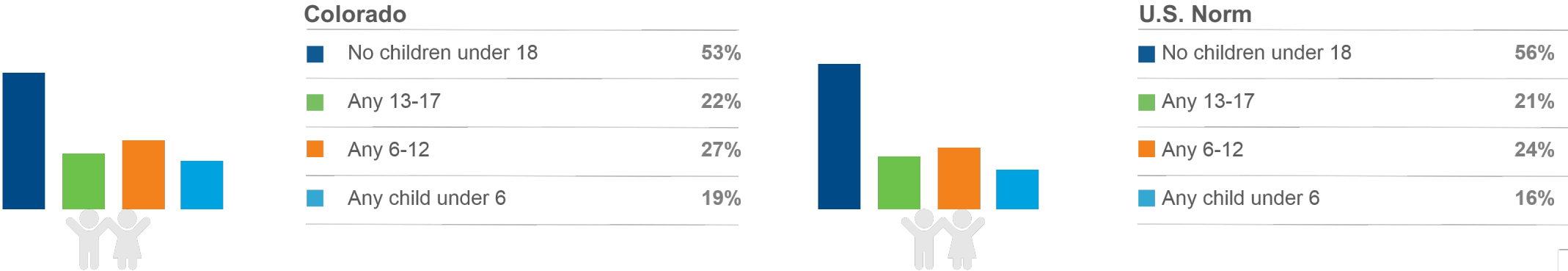
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Leisure Overnight Visitation



2020

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Colorado's domestic tourism business in 2020.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Colorado, the following sample was achieved in 2020:



Overnight Base Size

6,199



Day Base Size












2,485

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

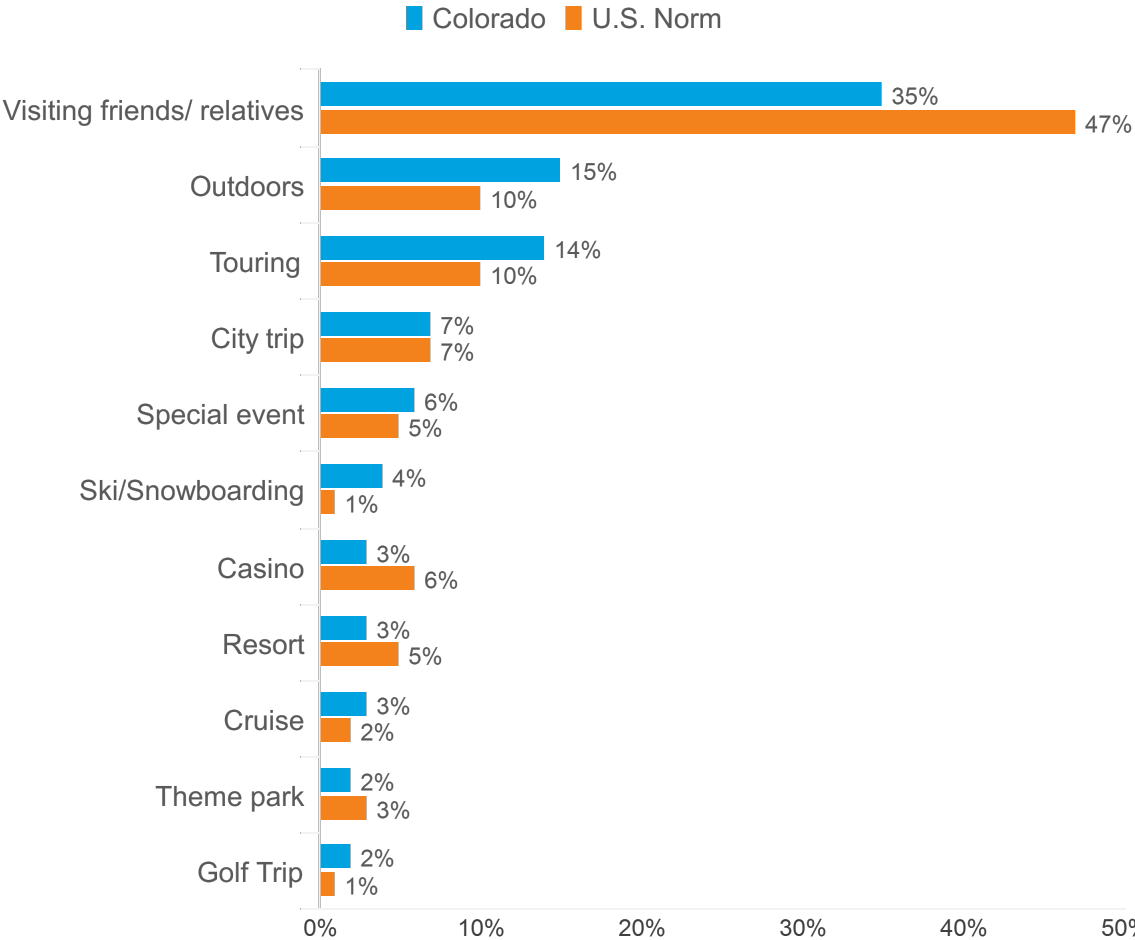
Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Leisure (incl B/L) Person-Trips

Main Purpose of Trip

 35% Visiting friends/ relatives	
 15% Outdoors	 0% Conference/ Convention
 14% Touring	
 7% City trip	 0% Other business trip
 6% Special event	
 4% Ski/Snowboarding	
 3% Casino	 5% Business-Leisure
 3% Resort	

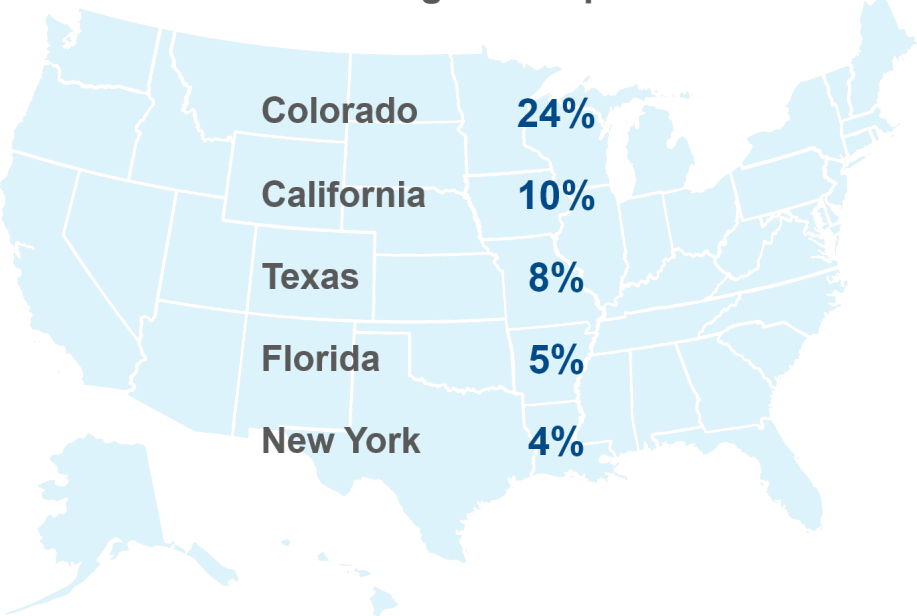
Main Purpose of Leisure Trip



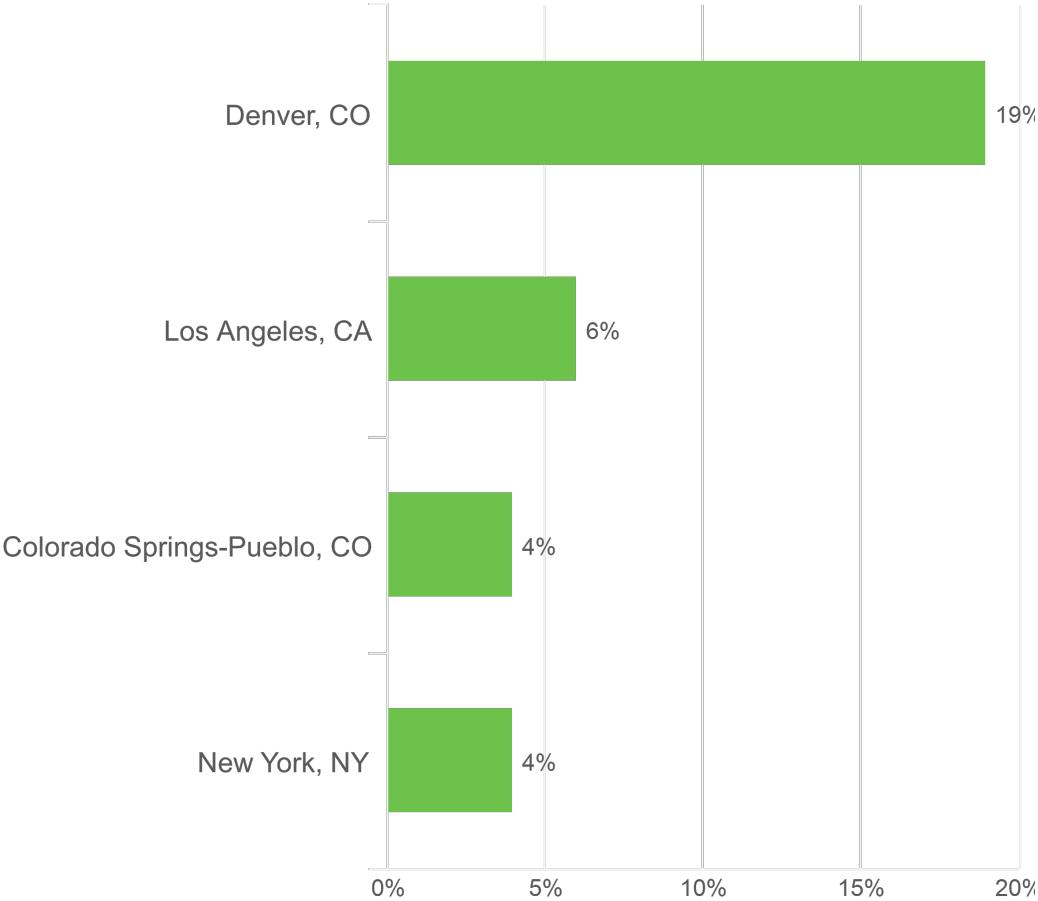
Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Leisure (incl B/L) Person-Trips

State Origin Of Trip



DMA Origin Of Trip

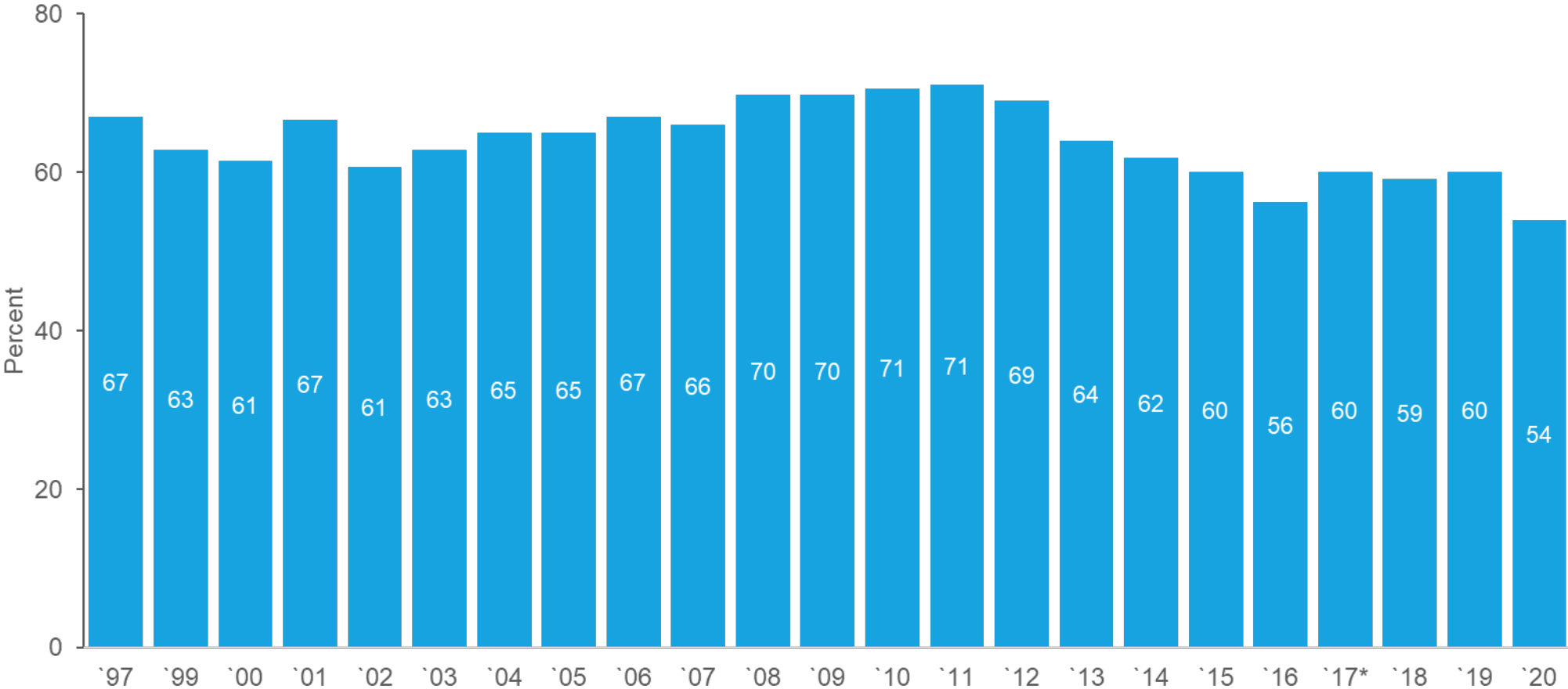


Past Visitation to Colorado

81% of overnight travelers to Colorado are repeat visitors

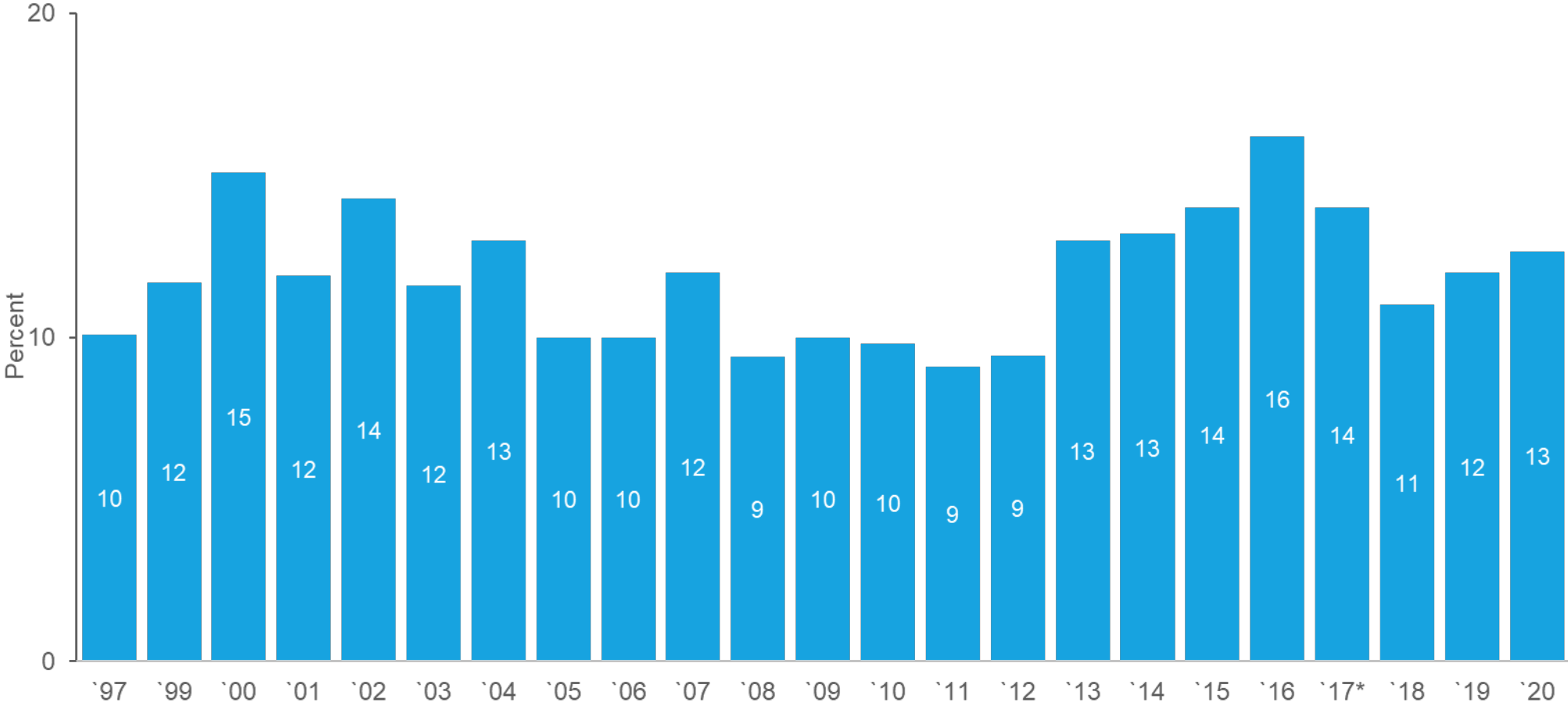
60% of overnight travelers to Colorado had visited before in the past 12 months

Regional Sources of Business - West**



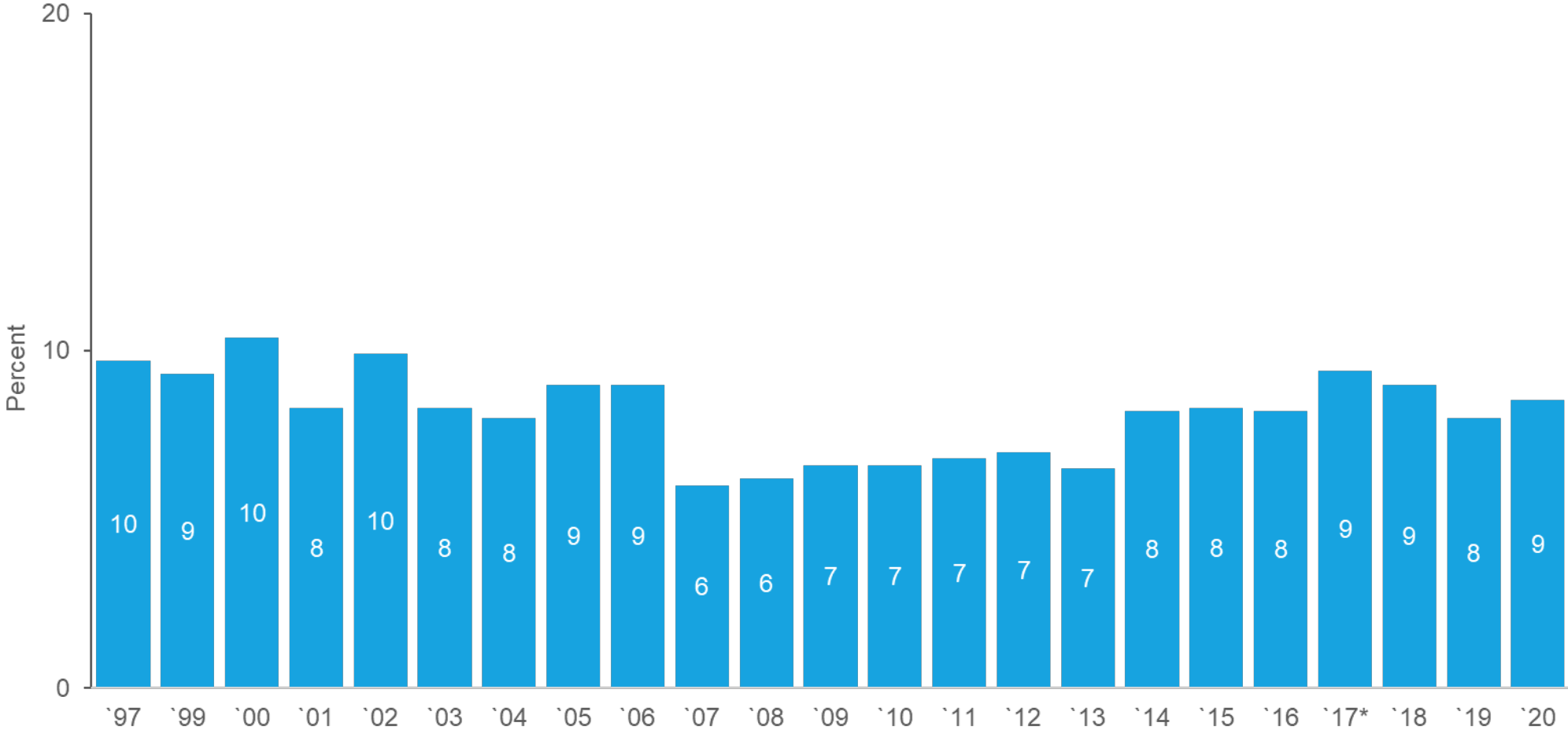
*Restated
**Mountain, West North Central and West South Central census divisions

Regional Sources of Business - Pacific



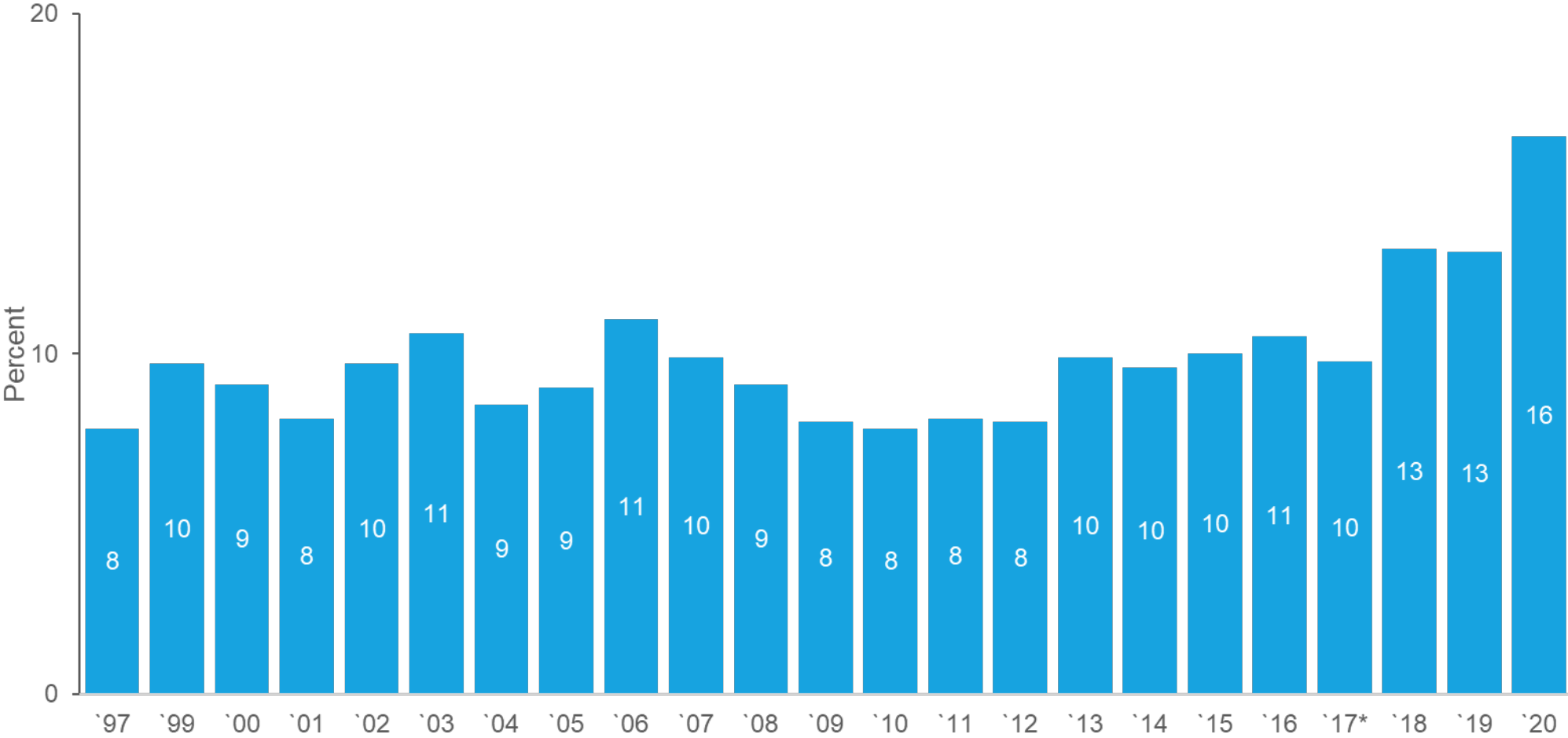
*Restated

Regional Sources of Business - Mid-West**



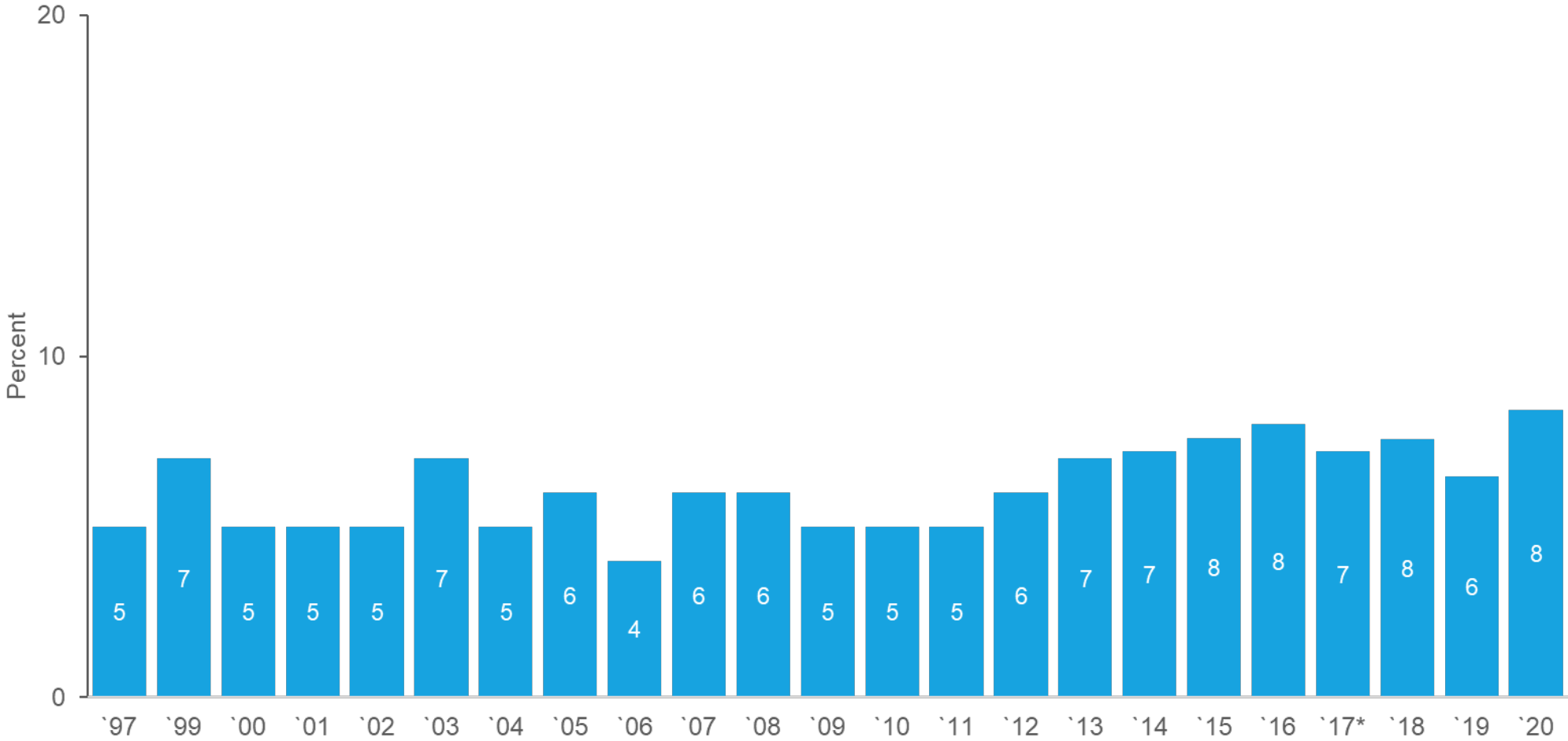
*Restated
**East North Central census division

Regional Sources of Business - South**



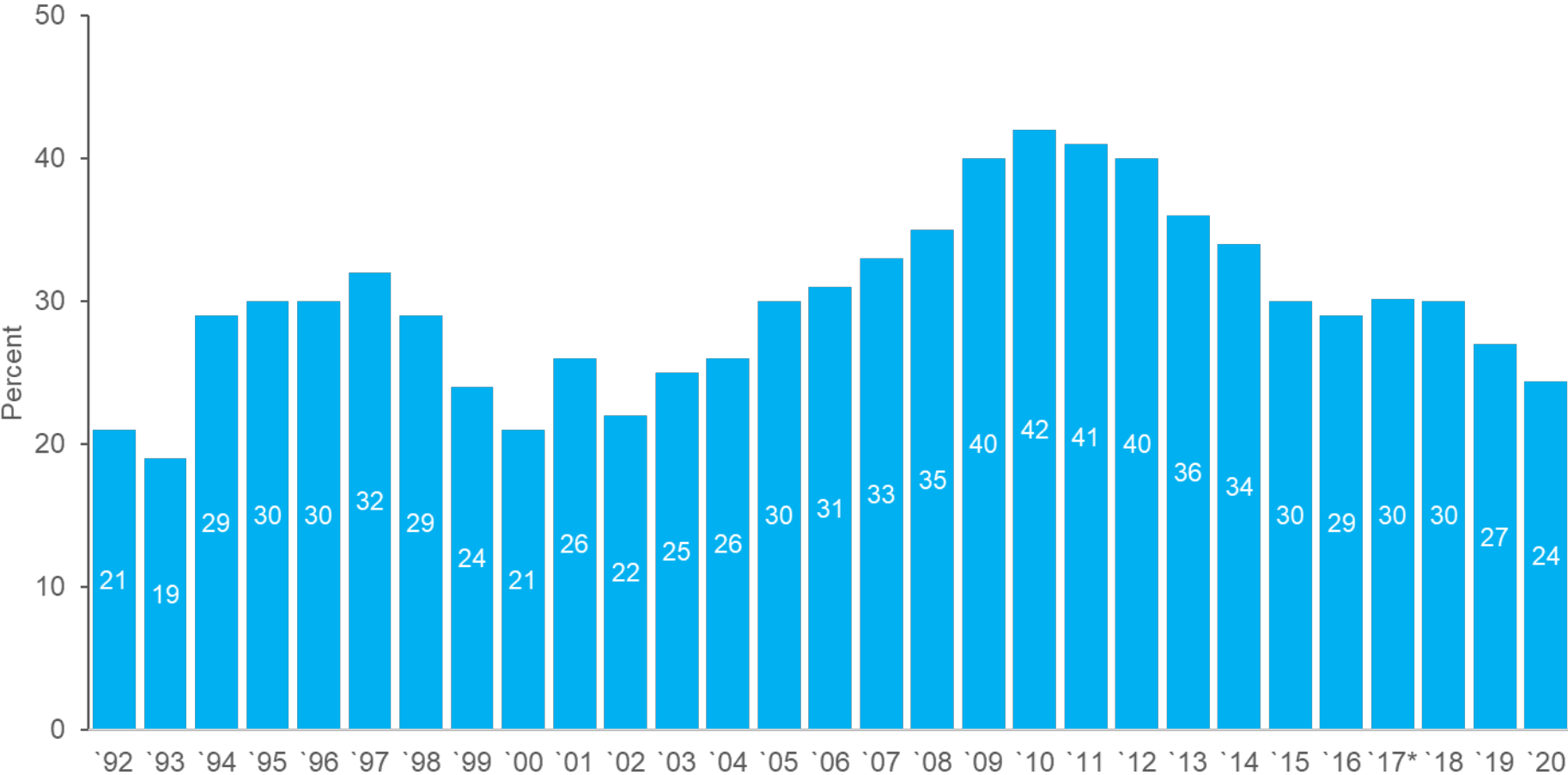
*Restated
**South Atlantic and East South Central census divisions

Regional Sources of Business - North-East**



*Restated
**New England and Middle Atlantic census divisions

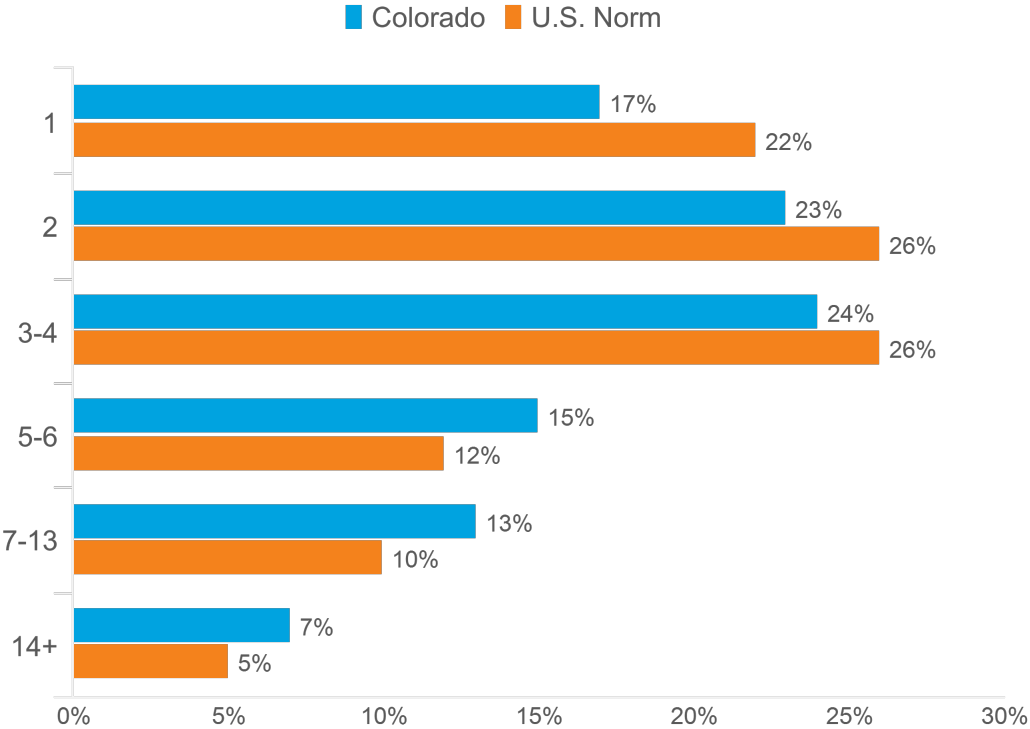
Percent of Overnight Leisure Trips Originating in Colorado



Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Leisure (incl B/L) Person-Trips

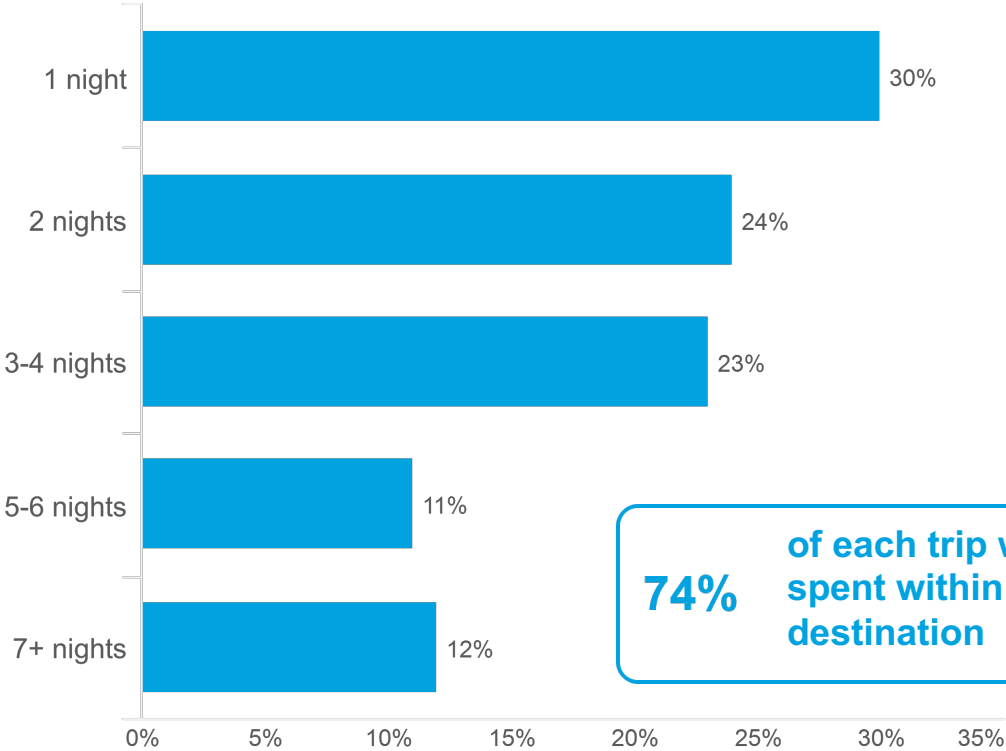
Total Nights Away on Trip



Colorado
4.9
Average Nights

U.S. Norm
4.1
Average Nights

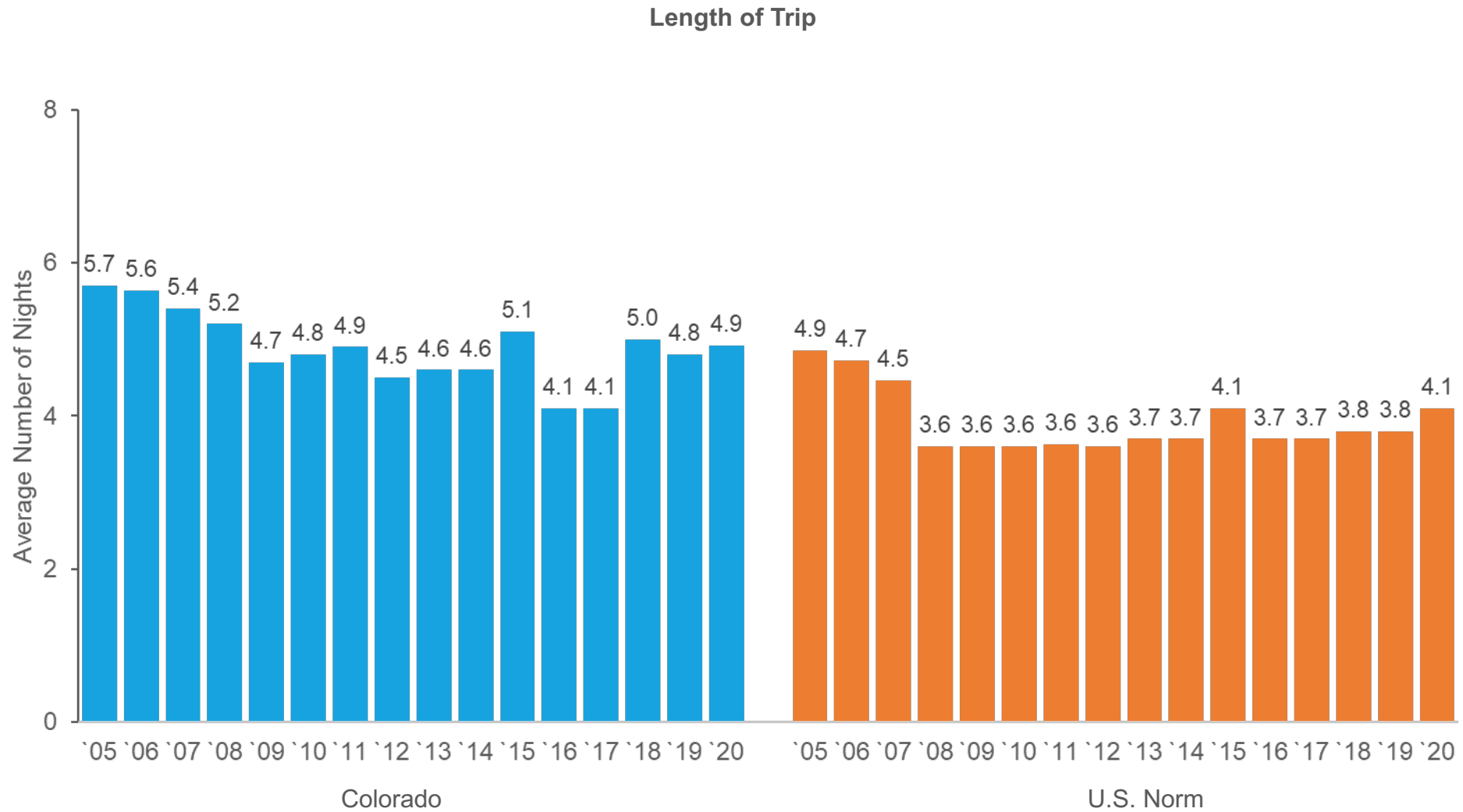
Nights Spent in Colorado



74% of each trip was spent within the destination

Average number of nights
3.6

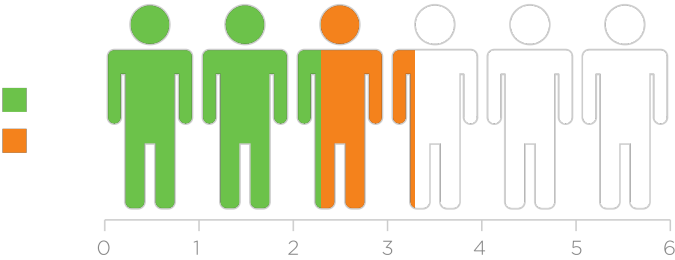
Average last year
3.7



Size of Travel Party

■ Adults ■ Children

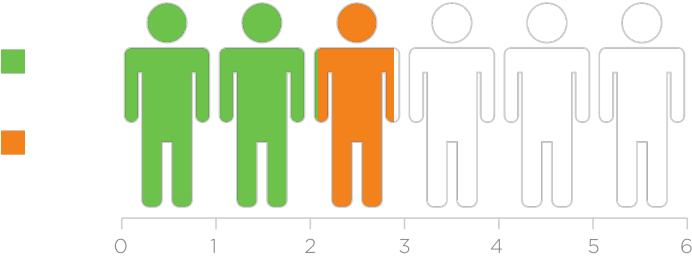
Colorado



Total
3.3

Average number of people

U.S. Norm

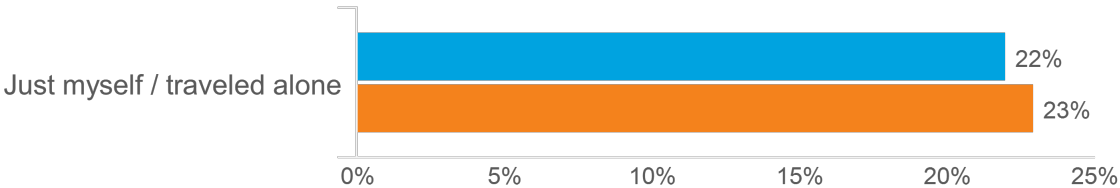


Total
3.0

Average number of people

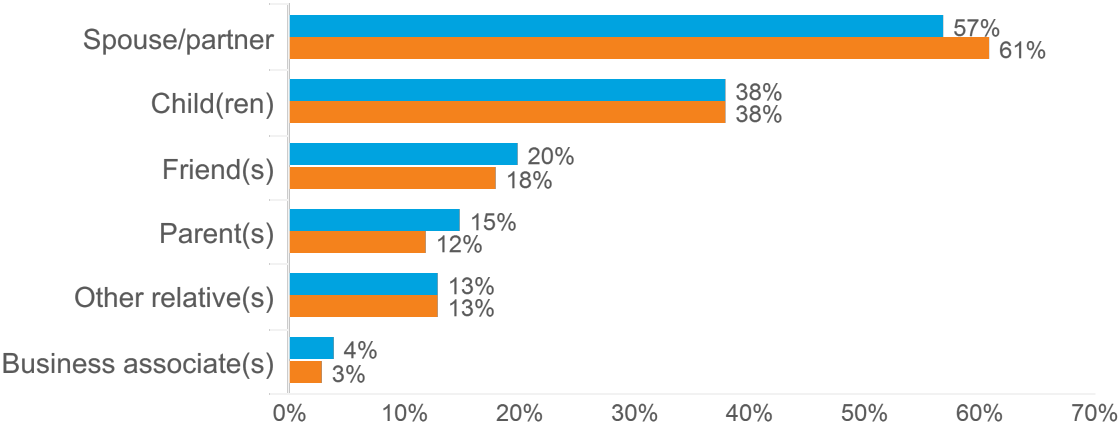
Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



Composition of Immediate Travel Party

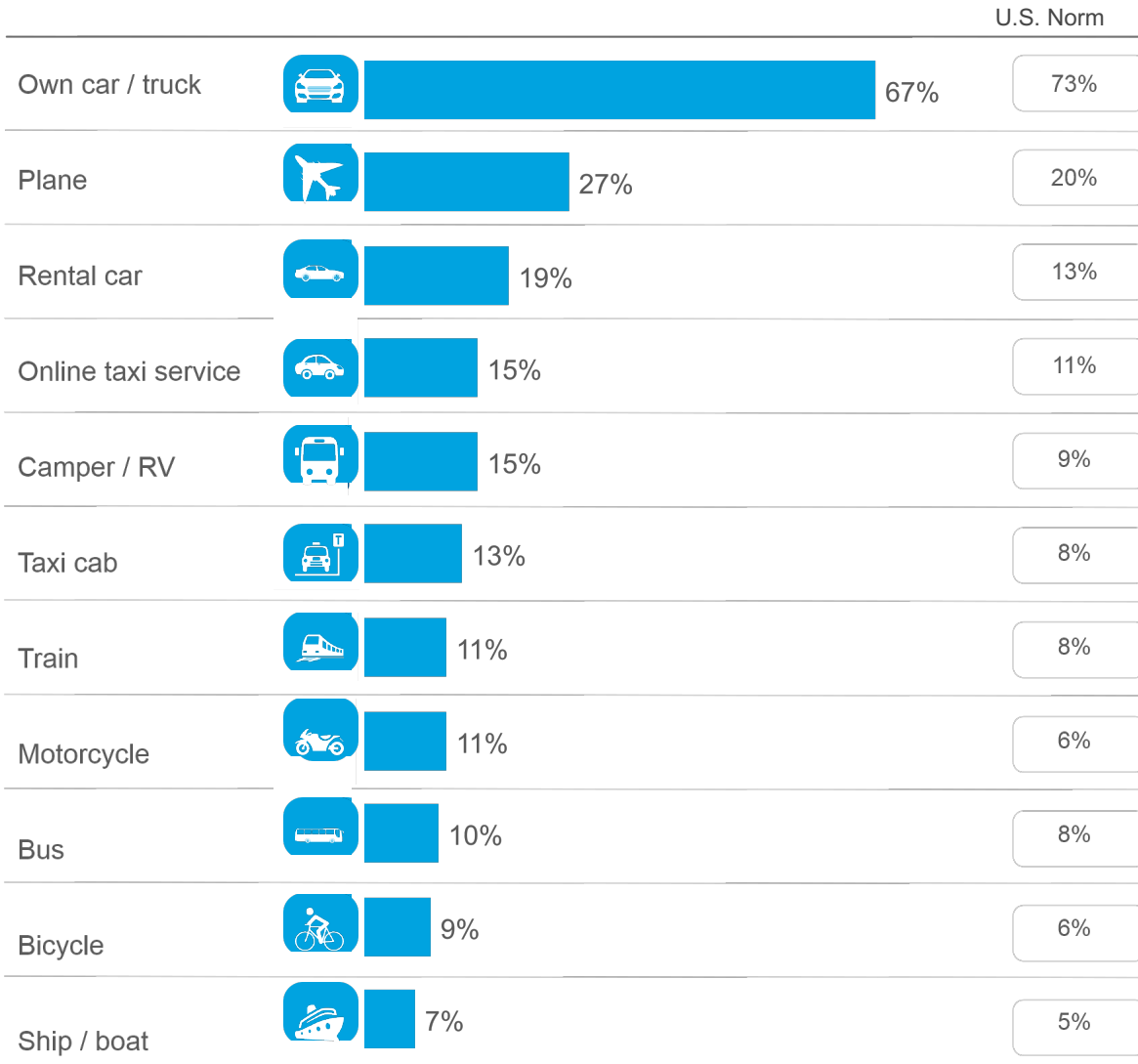
■ Colorado ■ U.S. Norm



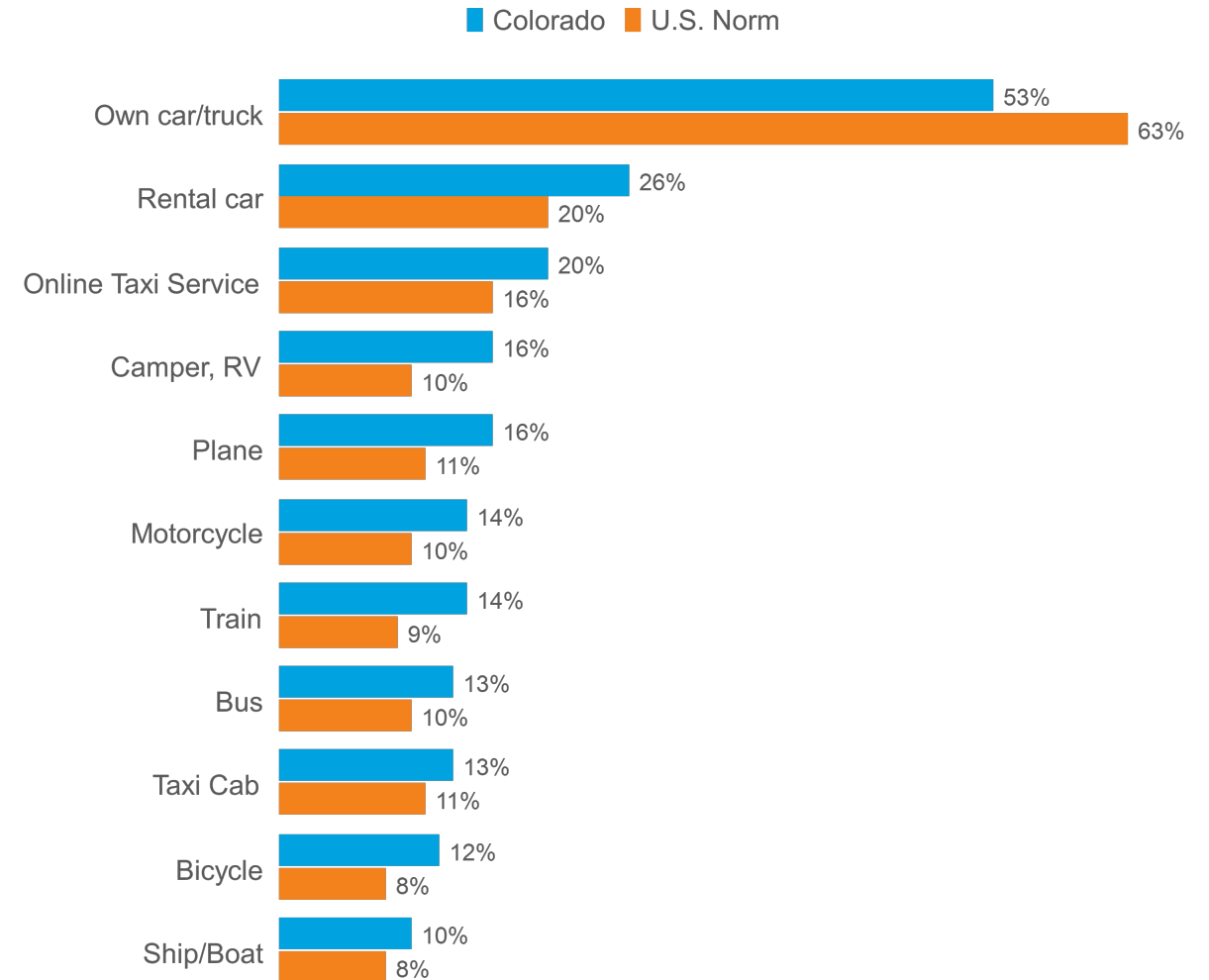
Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Leisure (incl B/L) Person-Trips

Transportation Used to get to Destination

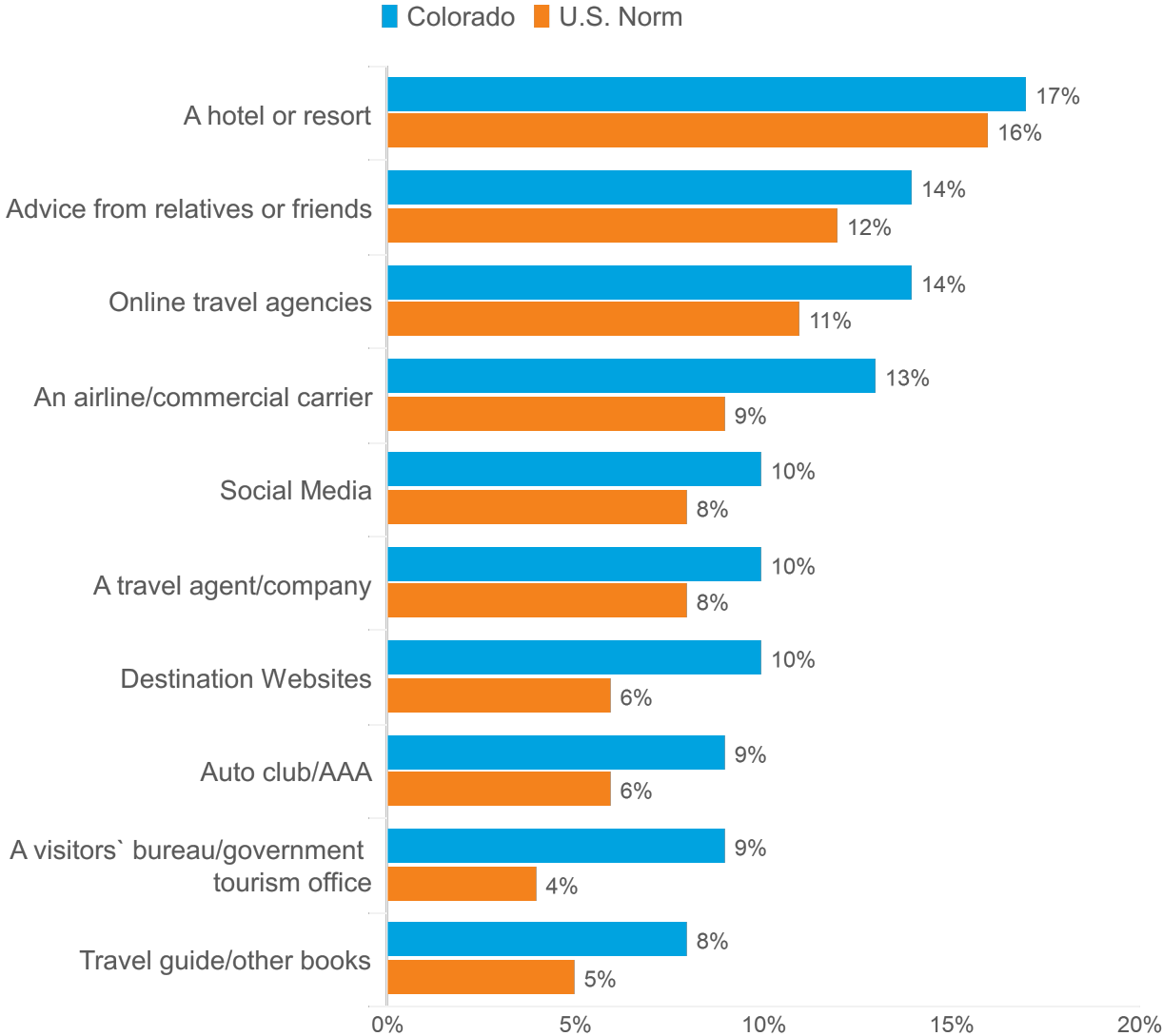


Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources



Length of Trip Planning

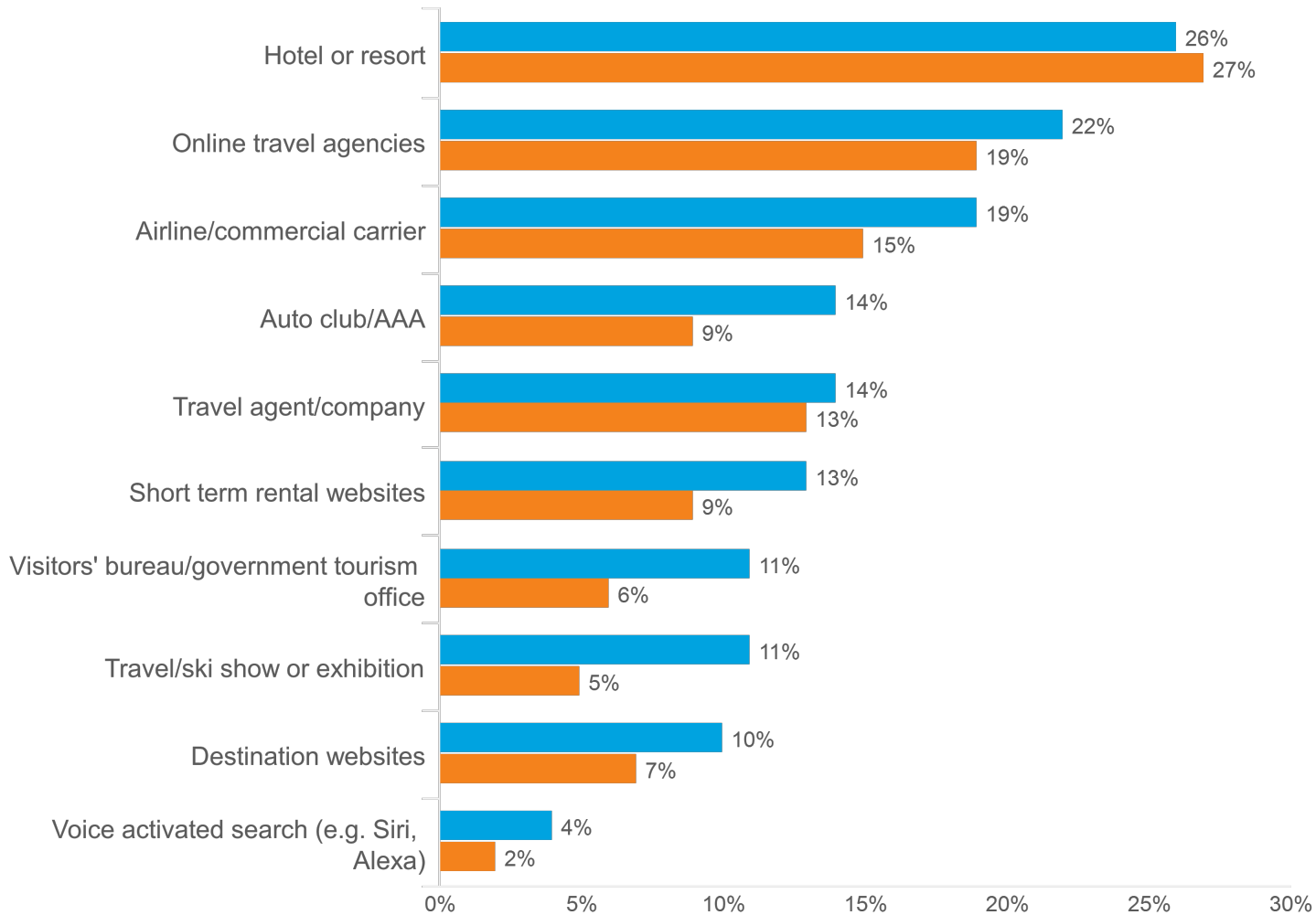
	Colorado	U.S. Norm
1 month or less	28%	33%
2 months	17%	15%
3-5 months	20%	16%
6-12 months	14%	12%
More than 1 year in advance	6%	4%
Did not plan anything in advance	15%	21%

Colorado's Overnight Trip Characteristics








Base: 2020 Overnight Leisure (incl B/L) Person-Trips

Method of Booking

■ Colorado ■ U.S. Norm



Accommodations

		Colorado	U.S. Norm
	Hotel	36%	34%
	Home of friends / relatives	18%	23%
	Motel	17%	12%
	Bed & breakfast	13%	7%
	Campground / RV park	12%	6%
	Rented home / condo / apartment	10%	6%
	Resort hotel	10%	11%

Activity Groupings

Outdoor Activities



U.S. Norm: 50%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 27%

Sporting Activities



U.S. Norm: 16%

Business Activities









U.S. Norm: 14%

Activities and Experiences (Top 10)







	Colorado	U.S. Norm
Shopping	21%	23%
Sightseeing	19%	17%
Hiking/backpacking	18%	9%
Attending celebration	16%	13%
Landmark/historic site	15%	11%
National/state park	14%	8%
Bar/nightclub	12%	11%
Nature tours/wildlife viewing/birding	12%	7%
Local parks/playgrounds	12%	9%
Museum	11%	9%


Shopping Types on Trip

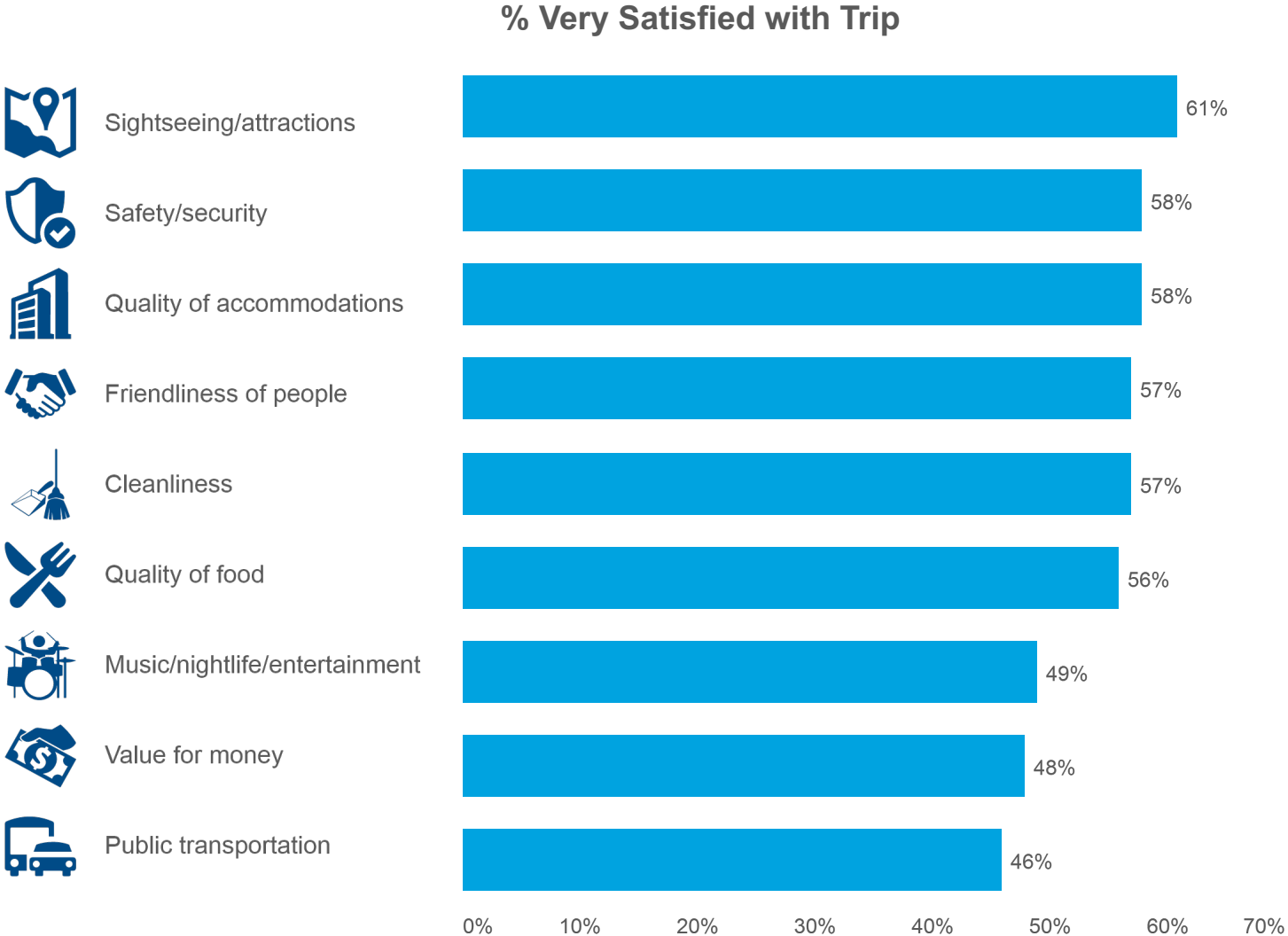
	Colorado	U.S. Norm
 Convenience/grocery shopping	51%	43%
 Souvenir shopping	45%	37%
 Big box stores (Walmart, Costco)	42%	36%
 Outlet/mall shopping	41%	49%
 Boutique shopping	31%	26%
 Antiquing	18%	12%

Base: 2020 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	41%	41%
 Food delivery service (UberEATS, DoorDash, etc.)	24%	20%
 Street food/food trucks	23%	19%
 Fine/upscale dining	22%	20%
 Picnicking	20%	14%
 Gastropubs	12%	8%

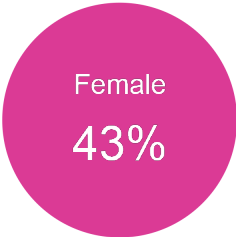
 **71%**
of overnight travelers were
very satisfied with their overall
trip experience



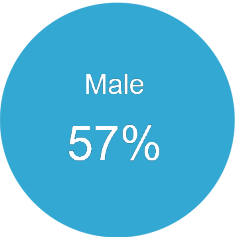
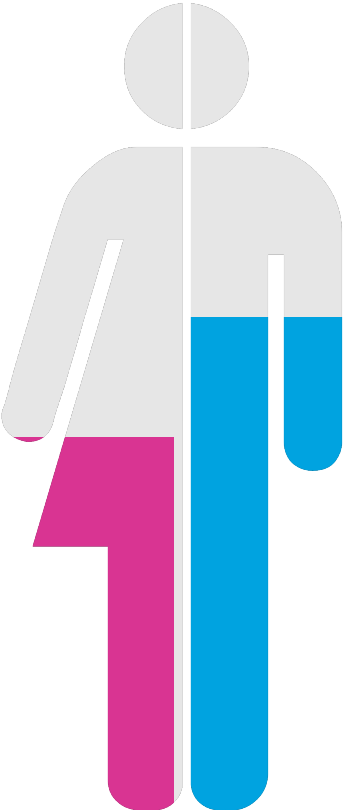
Demographic Profile of Overnight Colorado Visitors

Base: 2020 Overnight Leisure (incl B/L) Person-Trips

Gender



U.S. Norm
49%



U.S. Norm
51%

Age

18-24 25-34 35-44 45-54 55-64 65+

Colorado



Average Age
39.9

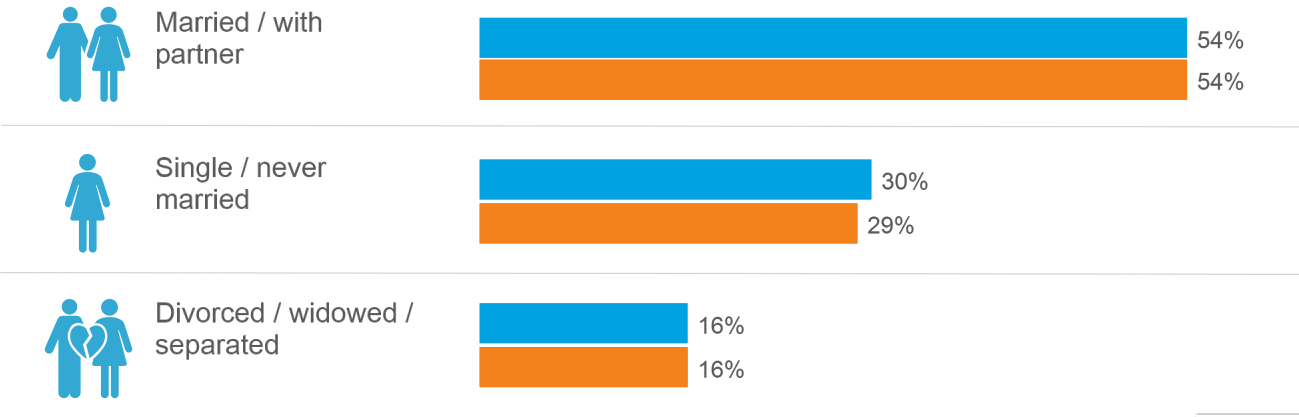
U.S. Norm



Average Age
43.0

Marital Status

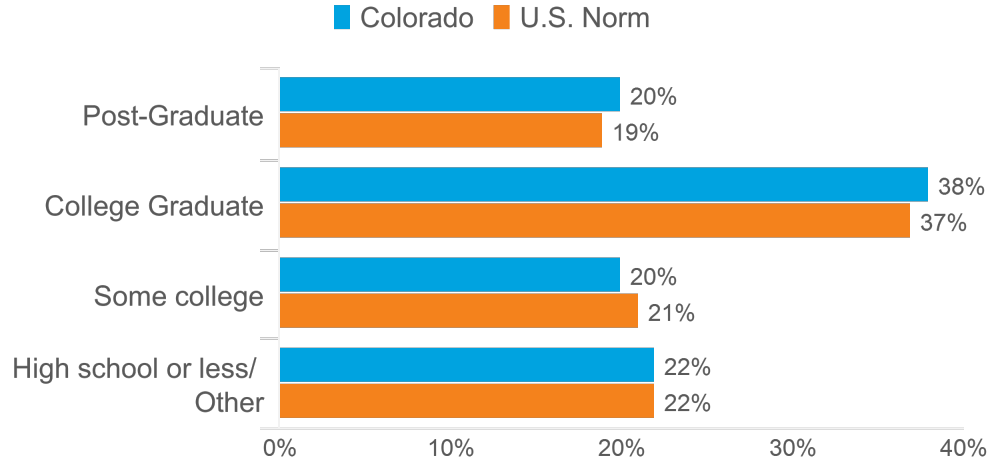
Colorado U.S. Norm



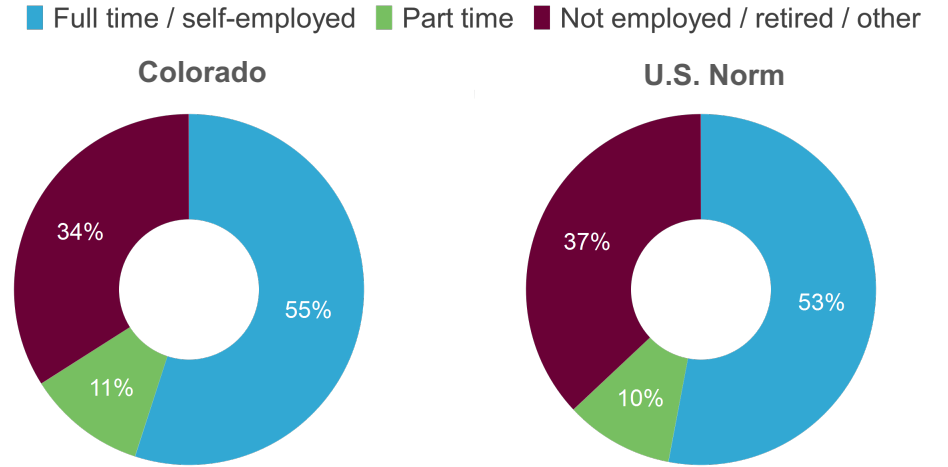
Demographic Profile of Overnight Colorado Visitors

Base: 2020 Overnight Leisure (incl B/L) Person-Trips

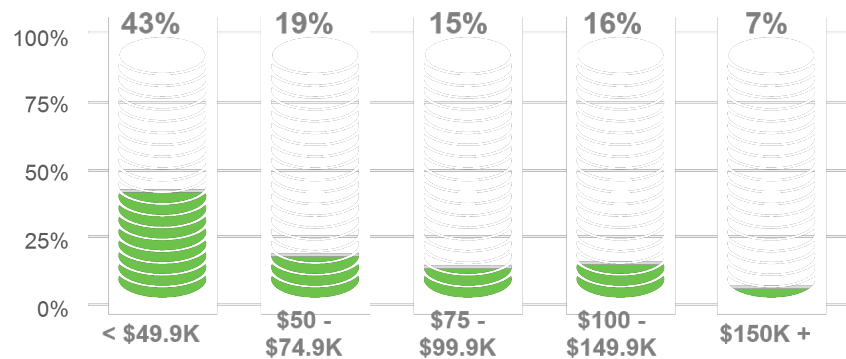
Education



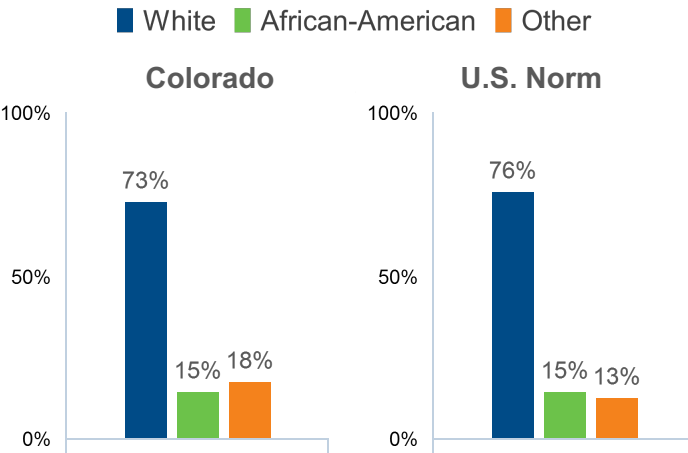
Employment



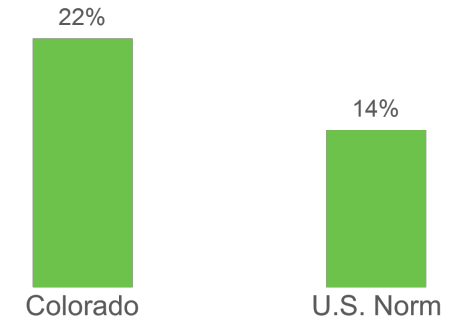
Household Income



Race

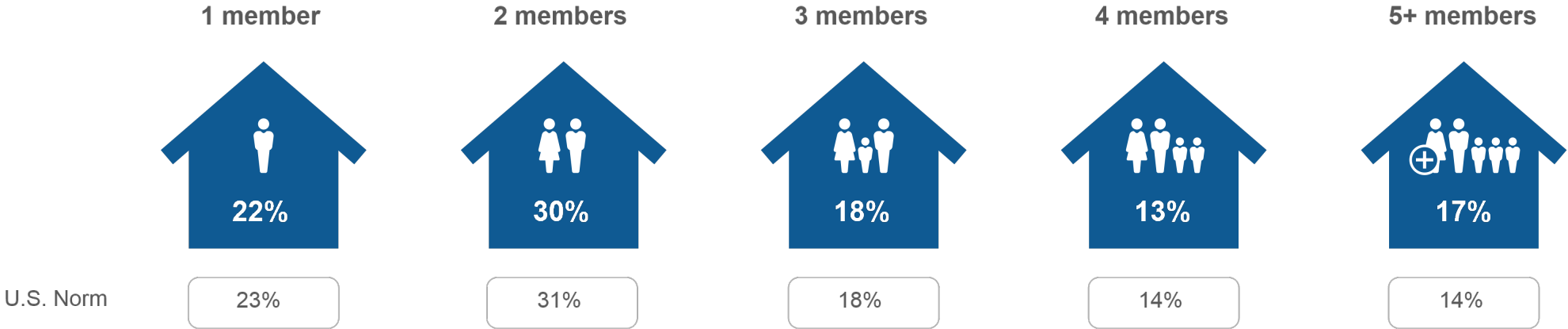


Hispanic Background

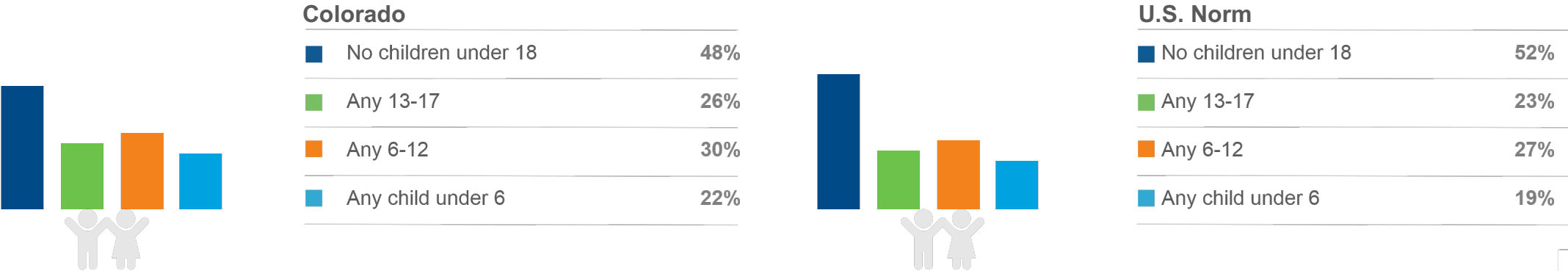


U.S. Norm 44% 20% 14% 15% 7%

Household Size



Children in Household





Travel USA Visitor Profile

Leisure Day Visitation

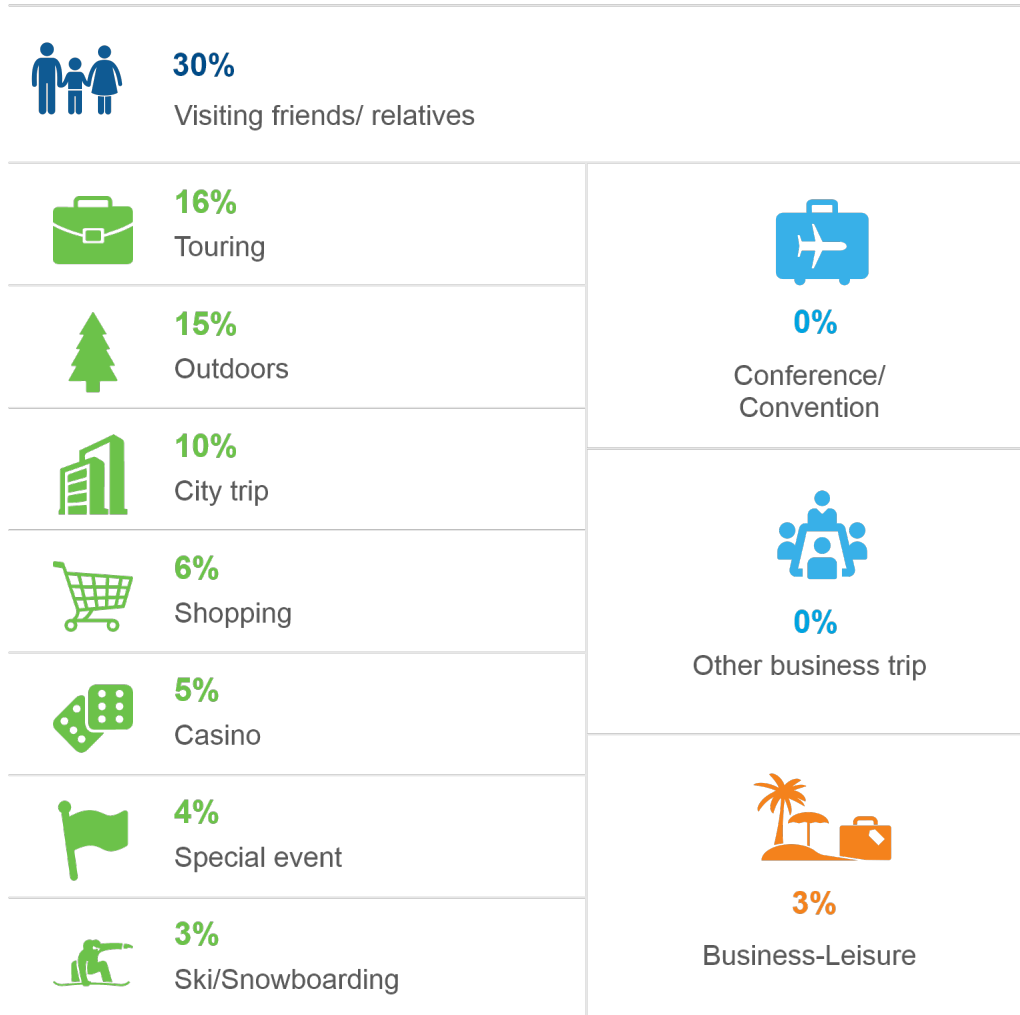


2020

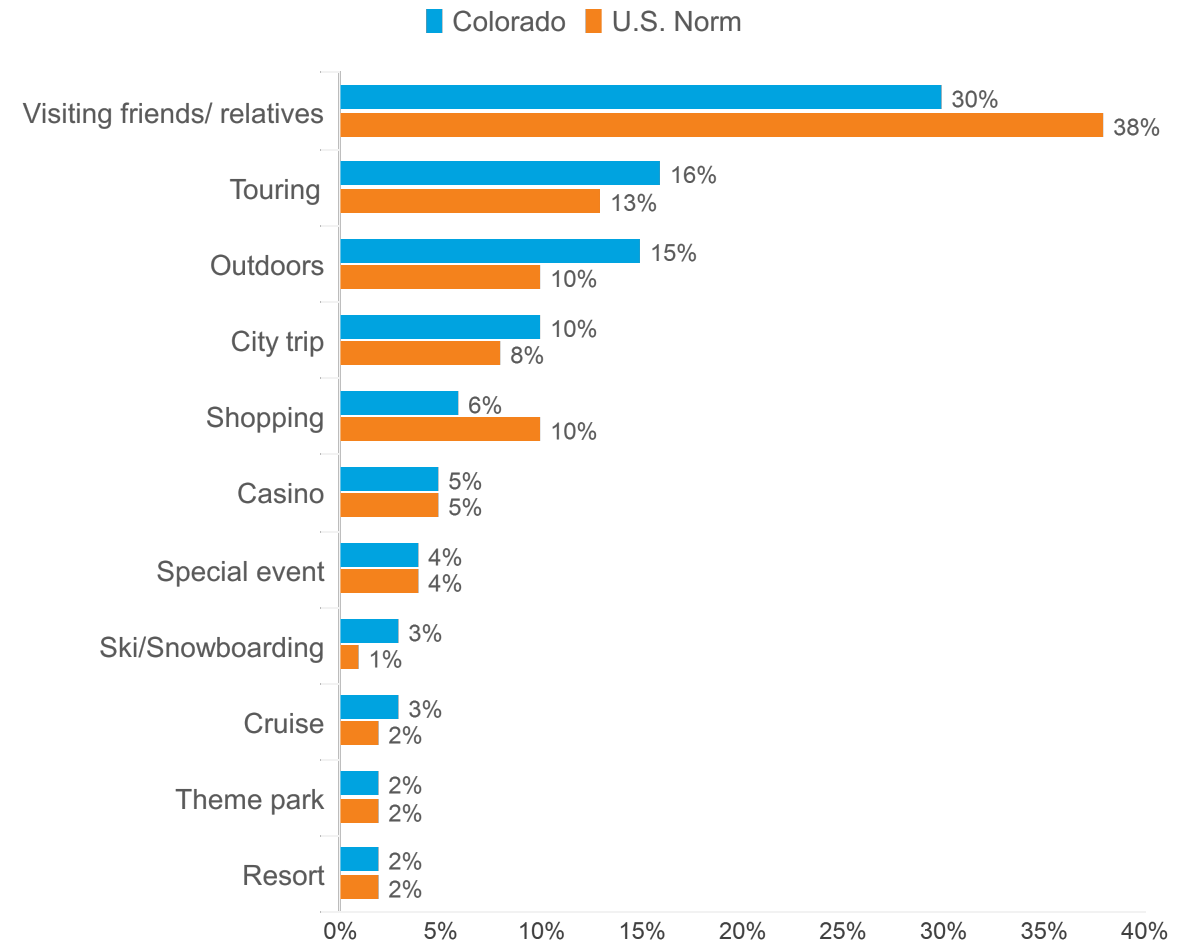
Colorado's Day Trip Characteristics

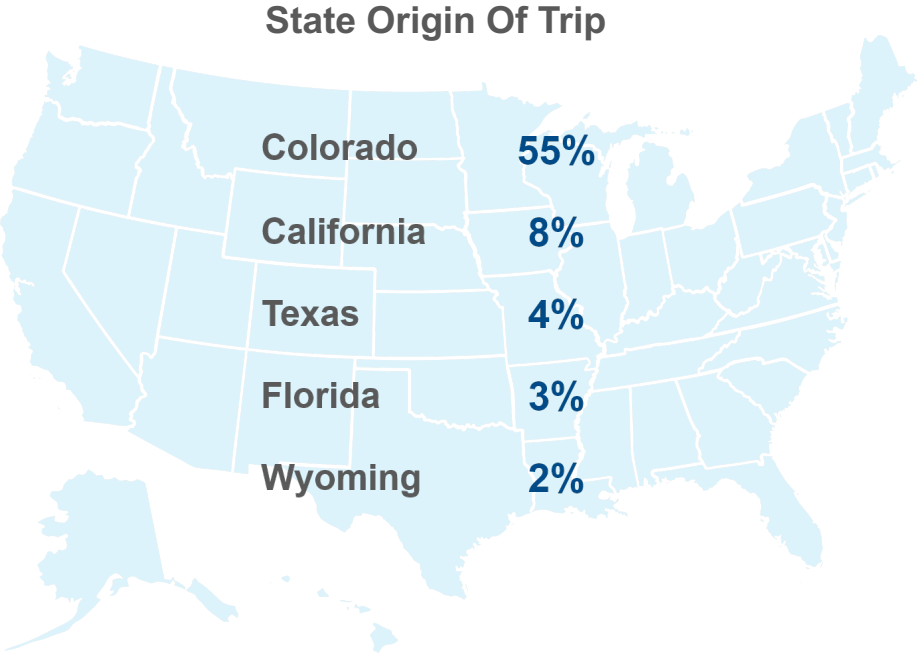
Base: 2020 Day Leisure (incl B/L) Person-Trips

Main Purpose of Trip

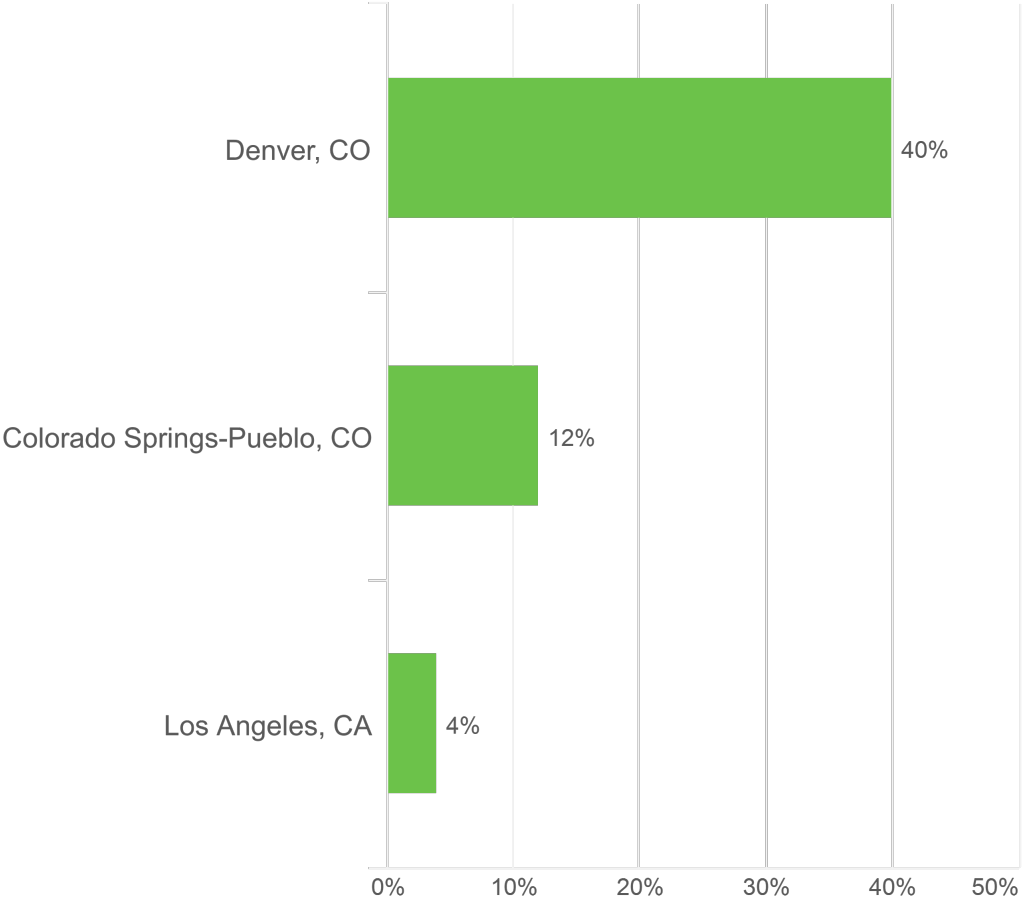


Main Purpose of Leisure Trip





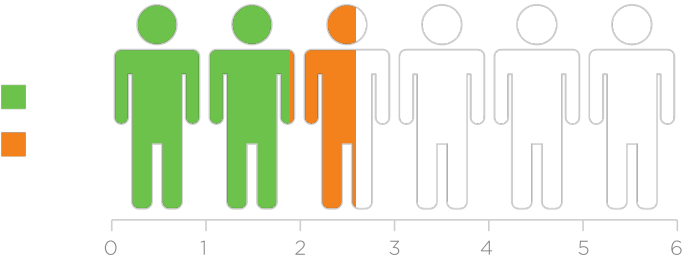
DMA Origin Of Trip



Size of Travel Party

■ Adults ■ Children

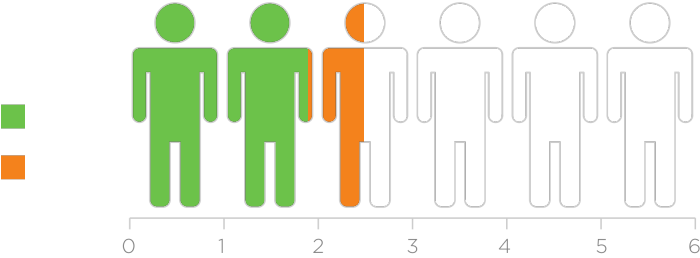
Colorado



Total
2.7

Average number of people

U.S. Norm

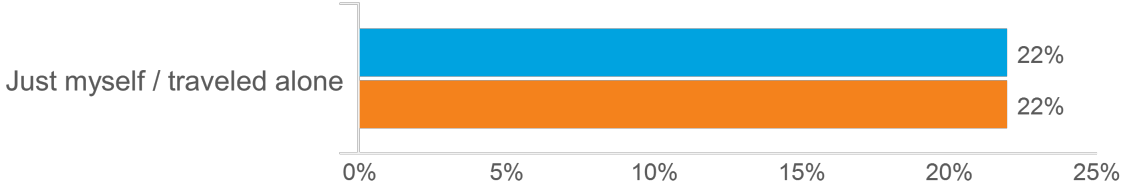


Total
2.6

Average number of people

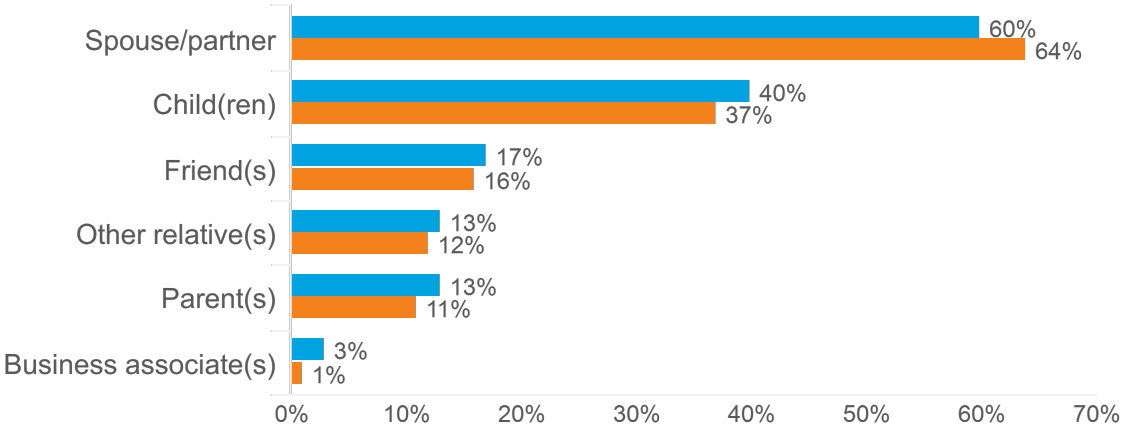
Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



Composition of Immediate Travel Party

■ Colorado ■ U.S. Norm



Activity Groupings

Outdoor Activities



U.S. Norm: 37%

Entertainment Activities



U.S. Norm: 47%

Cultural Activities



U.S. Norm: 18%

Sporting Activities



U.S. Norm: 8%

Business Activities









U.S. Norm: 8%

Activities and Experiences (Top 10)







	Colorado	U.S. Norm
Shopping	17%	21%
Hiking/backpacking	16%	8%
Sightseeing	16%	14%
Landmark/historic site	9%	8%
Attending celebration	9%	9%
National/state park	9%	6%
Nature tours/wildlife viewing/birding	8%	6%
Camping	7%	3%
Museum	7%	5%
Casino	7%	6%

Shopping Types on Trip

	Colorado	U.S. Norm
 Outlet/mall shopping	42%	49%
 Big box stores (Walmart, Costco)	31%	31%
 Souvenir shopping	30%	20%
 Boutique shopping	29%	21%
 Convenience/grocery shopping	26%	28%
 Antiquing	12%	12%

Base: 2020 Day Person-Trips that included Shopping

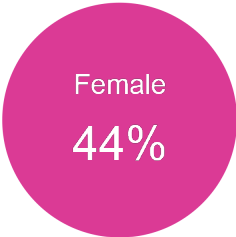
Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	33%	34%
 Street food/food trucks	18%	15%
 Picnicking	17%	14%
 Food delivery service (UberEATS, DoorDash, etc.)	14%	12%
 Fine/upscale dining	13%	12%
 Gastropubs	8%	5%

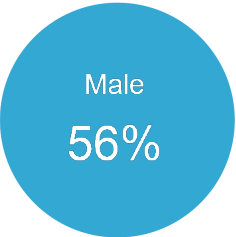
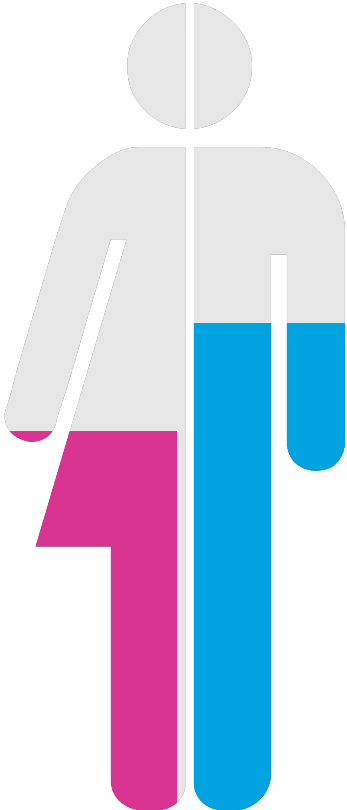
Demographic Profile of Day Colorado Visitors

Base: 2020 Day Leisure (incl B/L) Person-Trips

Gender



U.S. Norm
50%



U.S. Norm
50%

Age

18-24 25-34 35-44 45-54 55-64 65+

Colorado



Average Age
43.2

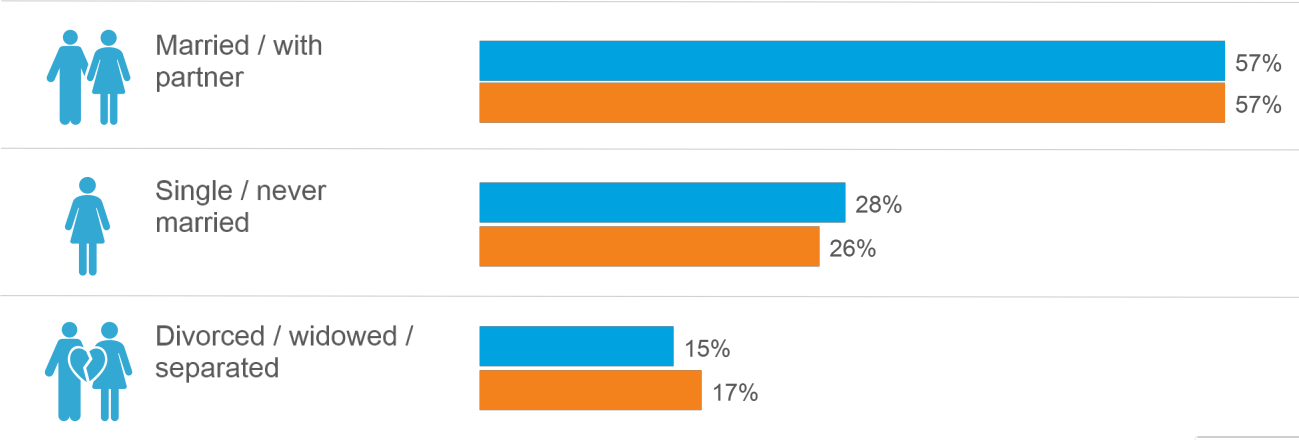
U.S. Norm



Average Age
45.8

Marital Status

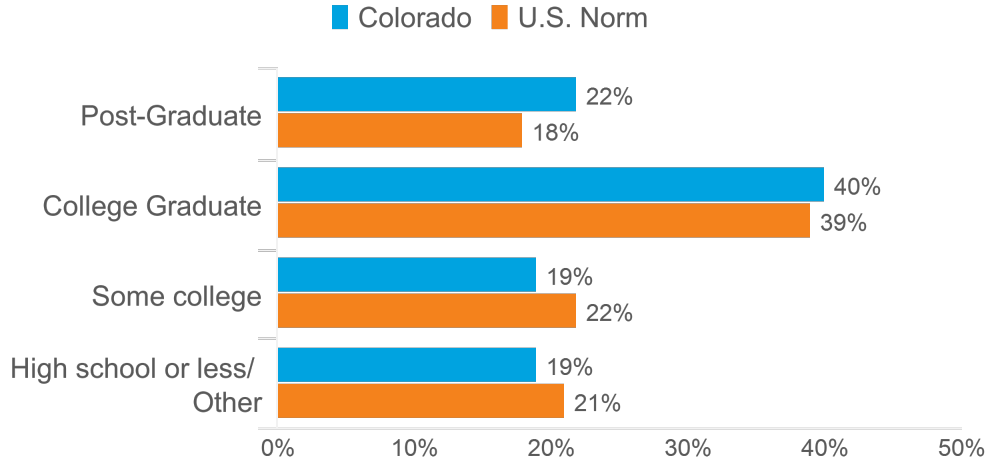
Colorado U.S. Norm



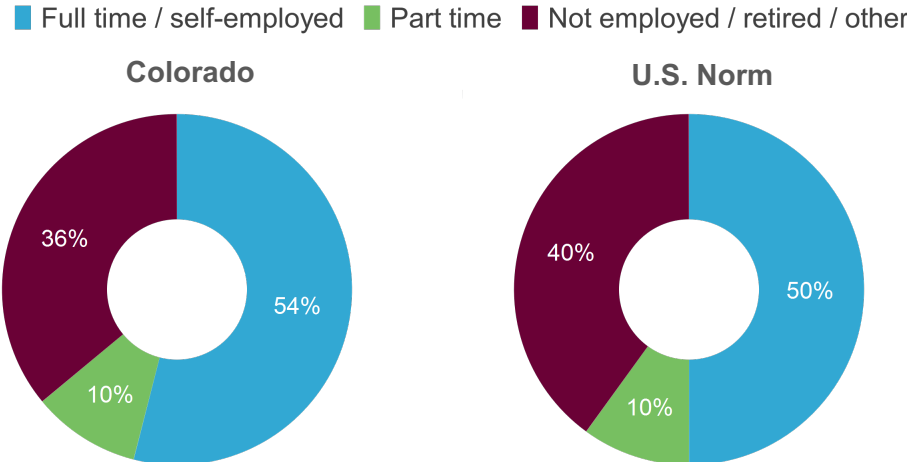
Demographic Profile of Day Colorado Visitors

Base: 2020 Day Leisure (incl B/L) Person-Trips

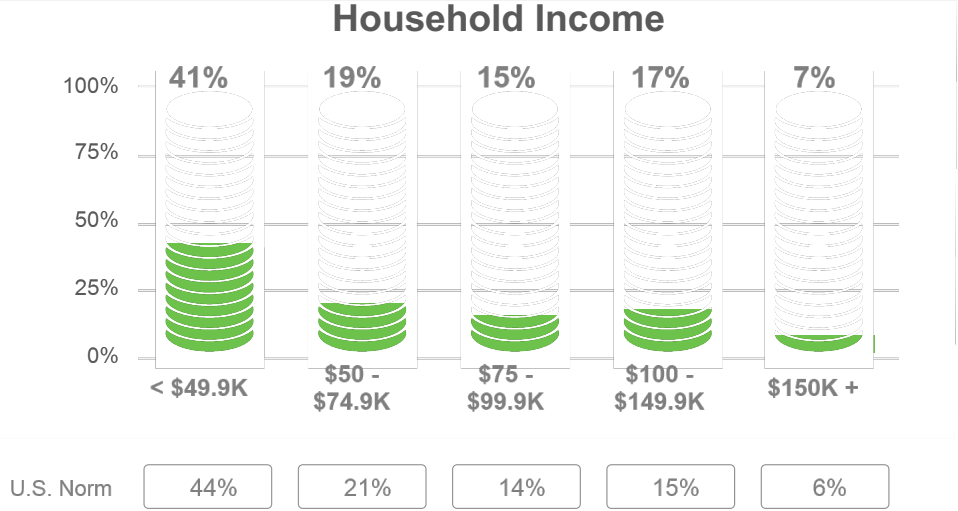
Education



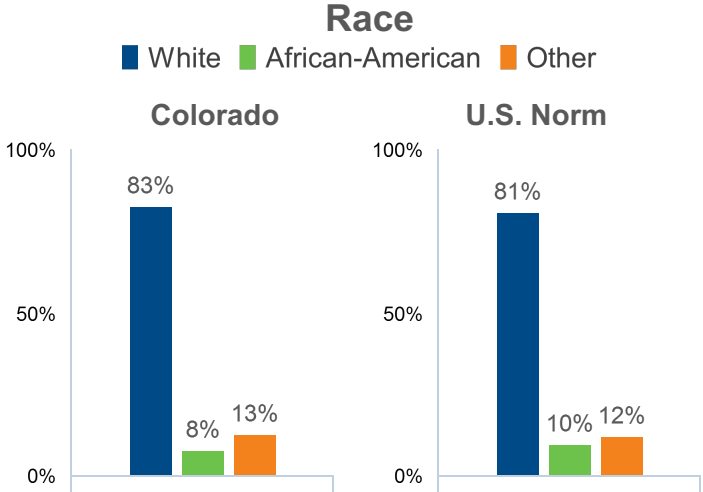
Employment



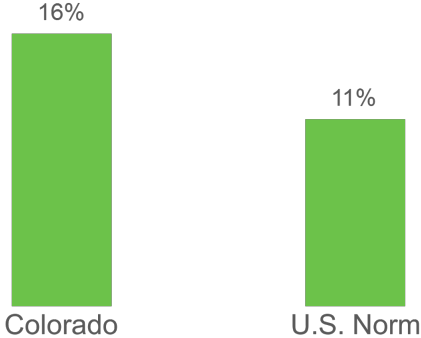
Household Income



Race



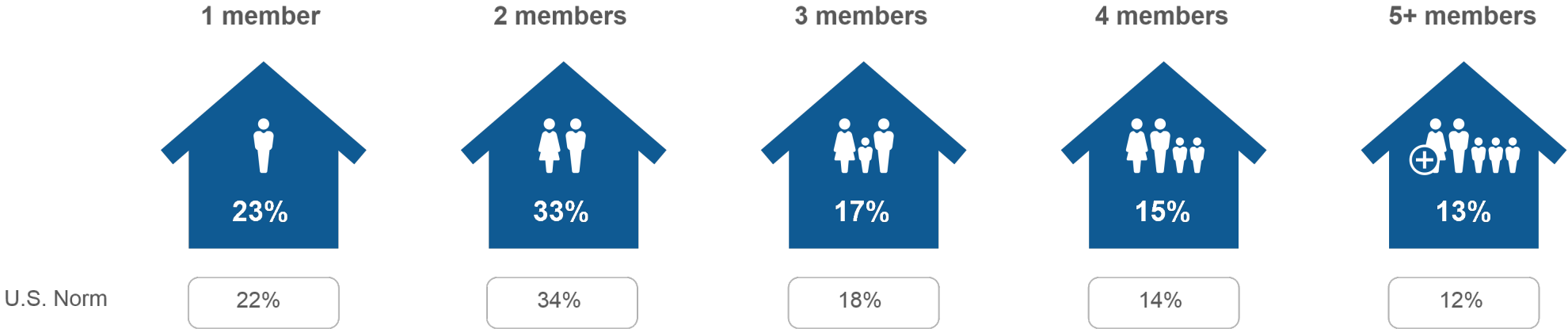
Hispanic Background



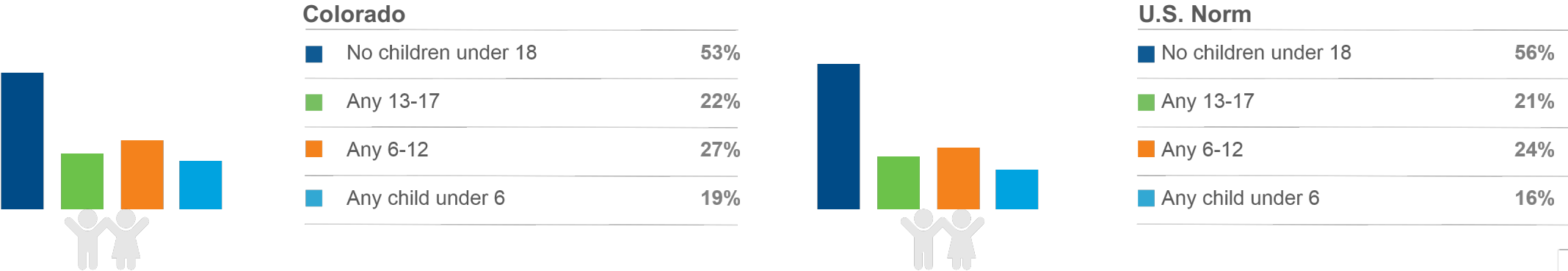
Demographic Profile of Day Colorado Visitors

Base: 2020 Day Leisure (incl B/L) Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Overnight Touring Visitation



2020

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- This report provides an overview for Colorado's domestic tourism business in 2020 for the Touring segment.
- The **Touring** segment is defined as having selected “touring through a region to experience its scenic beauty, history and culture” as the main purpose of trip.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Colorado's Touring segment, the following sample was achieved in 2020:

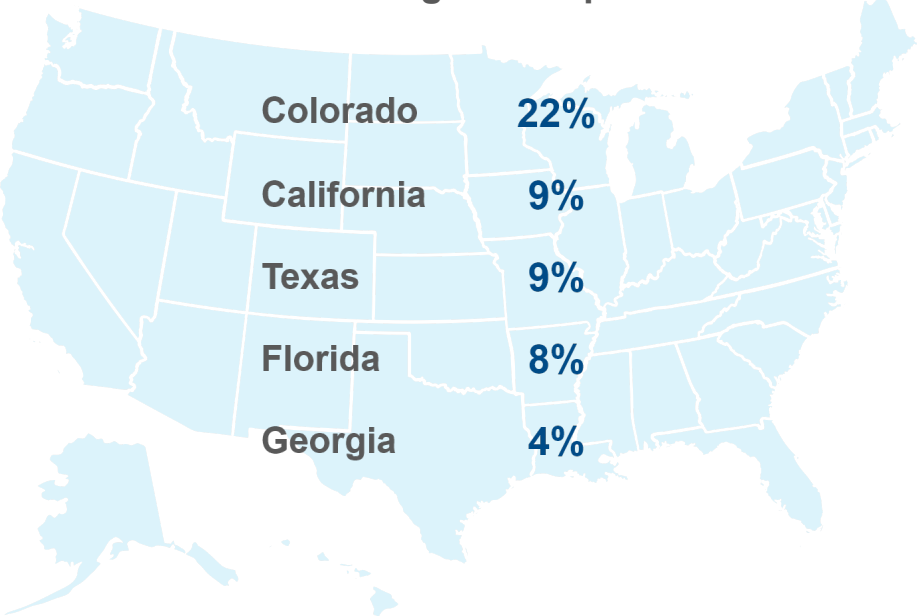


Overnight Base Size

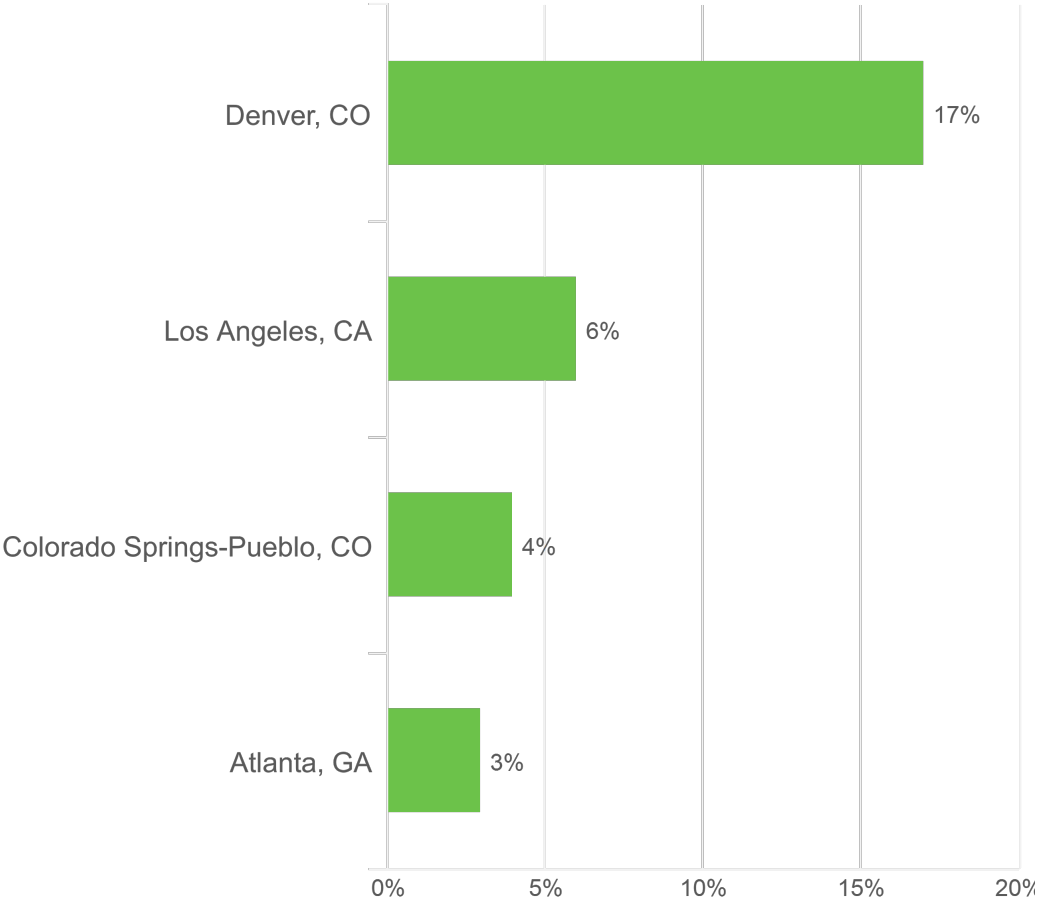
842

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

State Origin Of Trip



DMA Origin Of Trip

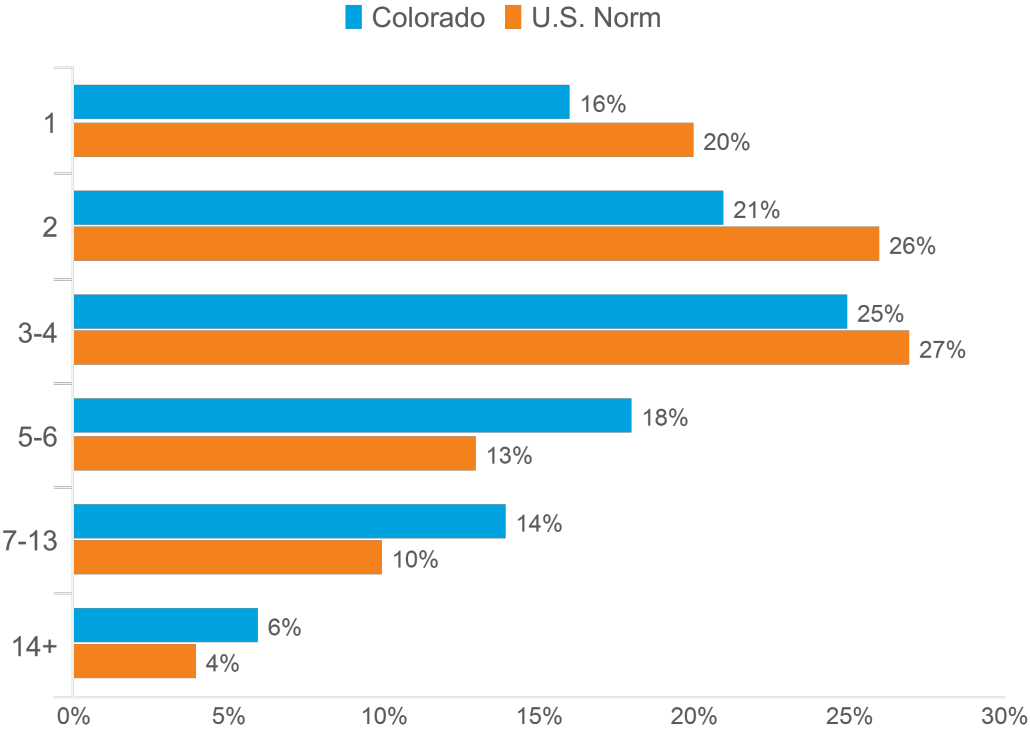


Past Visitation to Colorado

79% of overnight travelers to Colorado are repeat visitors

53% of overnight travelers to Colorado had visited before in the past 12 months

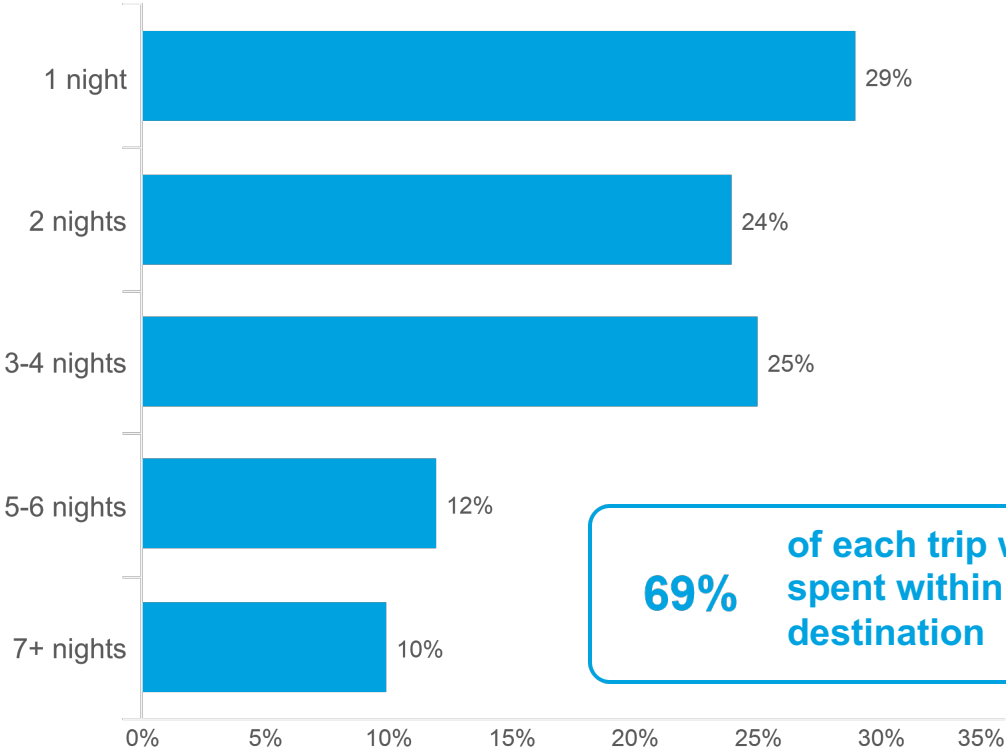
Total Nights Away on Trip



Colorado
4.8
Average Nights

U.S. Norm
4.0
Average Nights

Nights Spent in Colorado



69% of each trip was spent within the destination

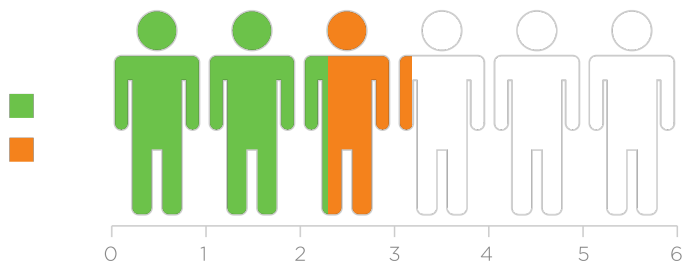
Average number of nights
3.3

Average last year
3.7

Size of Travel Party

■ Adults ■ Children

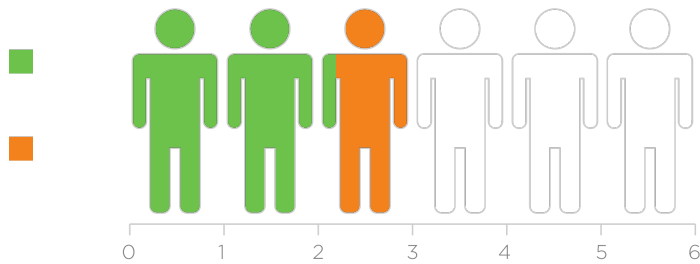
Colorado



Total
3.3

Average number of people

U.S. Norm

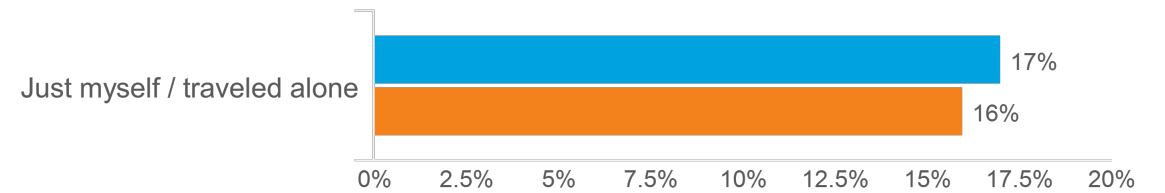


Total
3.1

Average number of people

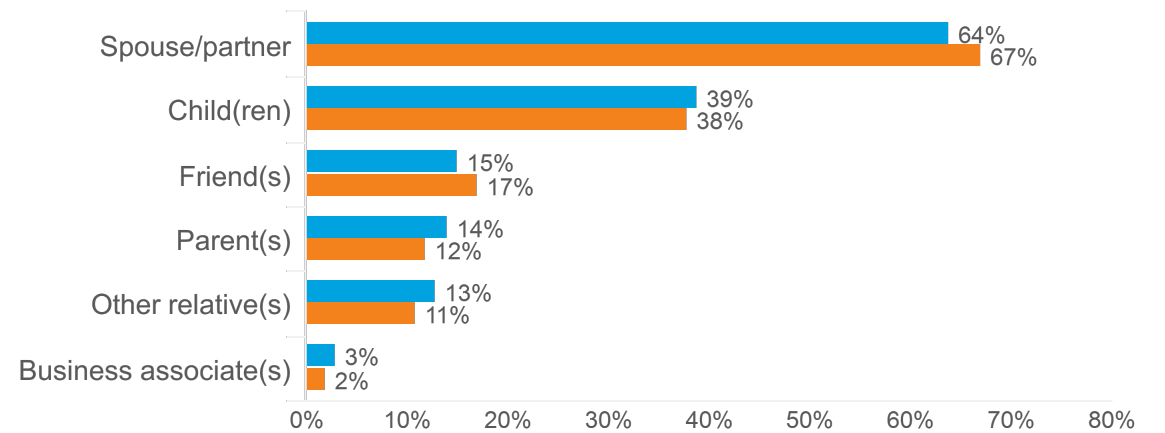
Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



Composition of Immediate Travel Party

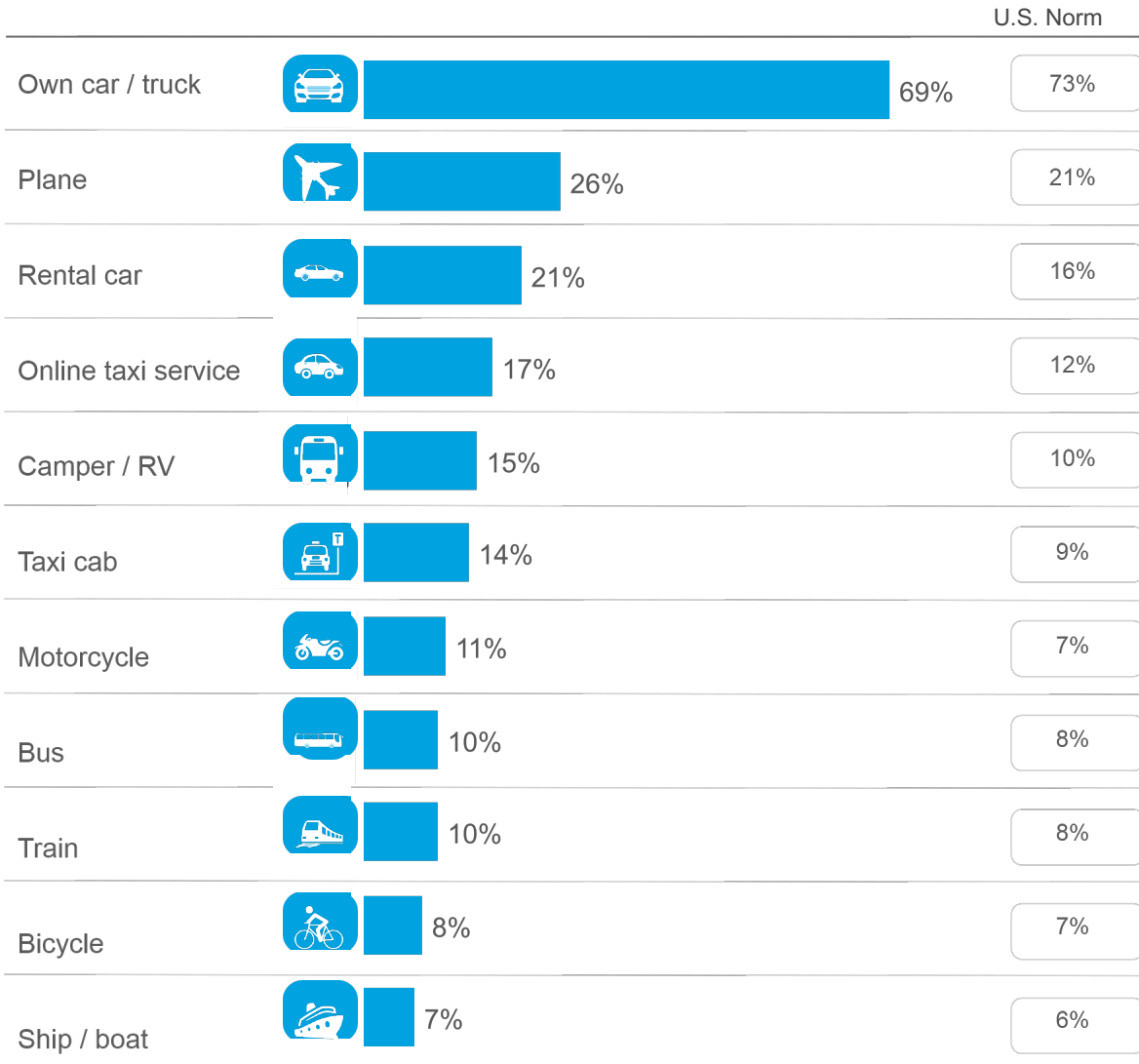
■ Colorado ■ U.S. Norm



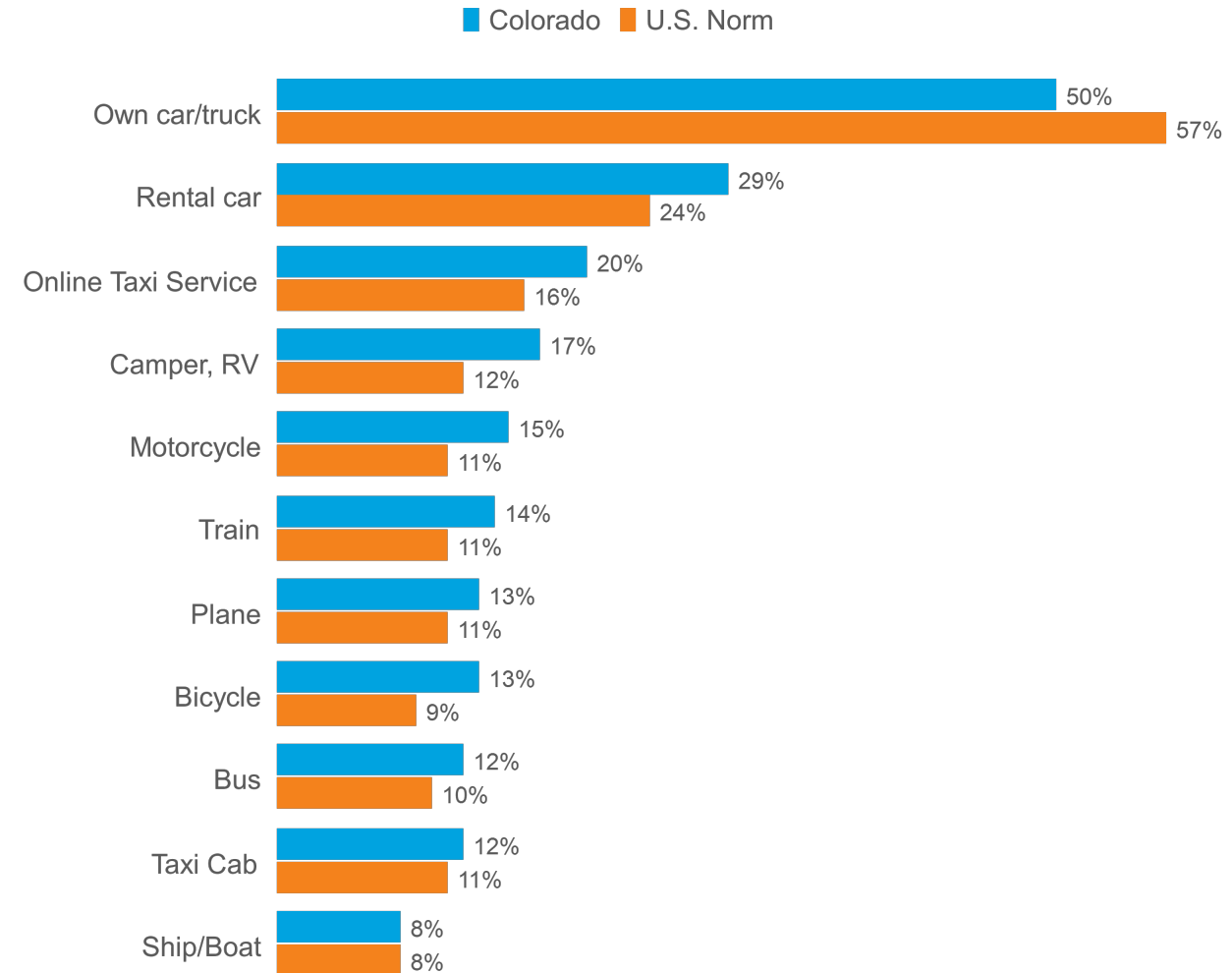
Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Touring Person-Trips

Transportation Used to get to Destination

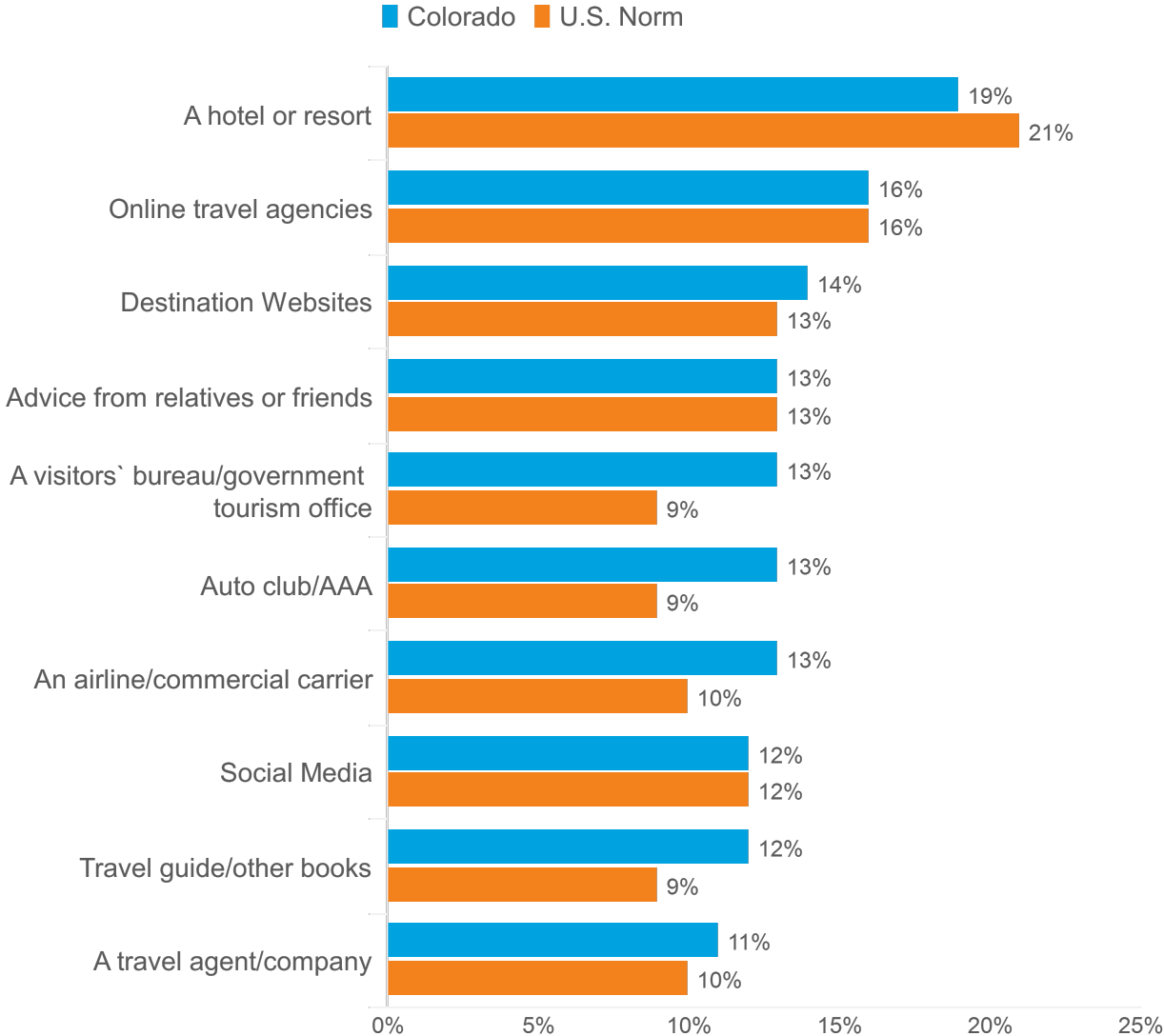


Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources



Length of Trip Planning

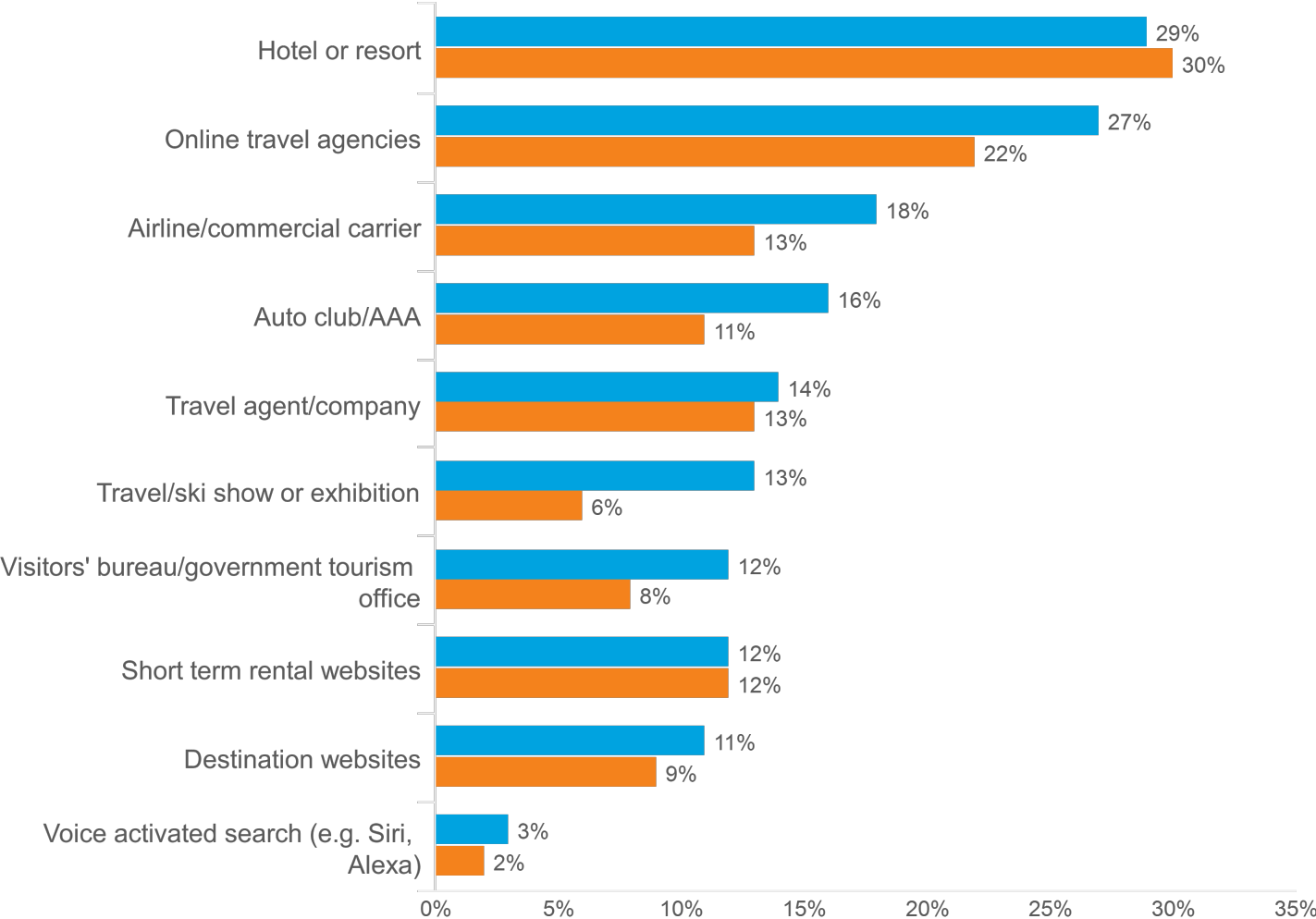
	Colorado	U.S. Norm
1 month or less	29%	32%
2 months	19%	17%
3-5 months	20%	20%
6-12 months	16%	15%
More than 1 year in advance	5%	5%
Did not plan anything in advance	10%	12%

Colorado's Overnight Trip Characteristics








Base: 2020 Overnight Touring Person-Trips

Method of Booking

■ Colorado ■ U.S. Norm



Accommodations

	Colorado	U.S. Norm
 Hotel	47%	46%
 Motel	22%	17%
 Bed & breakfast	17%	11%
 Campground / RV park	15%	6%
 Country inn / lodge	12%	7%
 Resort hotel	11%	12%
 Rented home / condo / apartment	11%	9%

Activity Groupings

Outdoor Activities



U.S. Norm: 65%

Entertainment Activities



U.S. Norm: 68%

Cultural Activities



U.S. Norm: 48%

Sporting Activities



U.S. Norm: 18%

Business Activities



U.S. Norm: 16%

Activities and Experiences (Top 10)







	Colorado	U.S. Norm
Sightseeing	30%	33%
Landmark/historic site	27%	26%
National/state park	22%	18%
Nature tours/wildlife viewing/birding	22%	14%
Hiking/backpacking	21%	15%
Shopping	20%	29%
Local parks/playgrounds	14%	13%
Museum	13%	16%
Business convention/conference	12%	7%
Attending celebration	12%	9%

Shopping Types on Trip

	Colorado	U.S. Norm
 Souvenir shopping	59%	55%
 Convenience/grocery shopping	59%	39%
 Outlet/mall shopping	34%	43%
 Boutique shopping	32%	34%
 Big box stores (Walmart, Costco)	26%	27%
 Antiquing	24%	18%

Base: 2020 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	49%	52%
 Food delivery service (UberEATS, DoorDash, etc.)	26%	19%
 Street food/food trucks	26%	23%
 Picnicking	25%	17%
 Fine/upscale dining	25%	25%
 Gastropubs	13%	12%



74%
of overnight travelers were
very satisfied with their overall
trip experience



Sightseeing/attractions



Safety/security



Cleanliness



Quality of accommodations



Friendliness of people



Quality of food



Value for money



Music/nightlife/entertainment



Public transportation

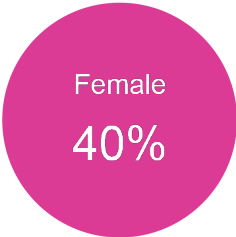


0% 10% 20% 30% 40% 50% 60% 70% 80%

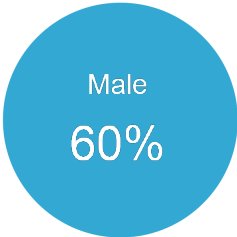
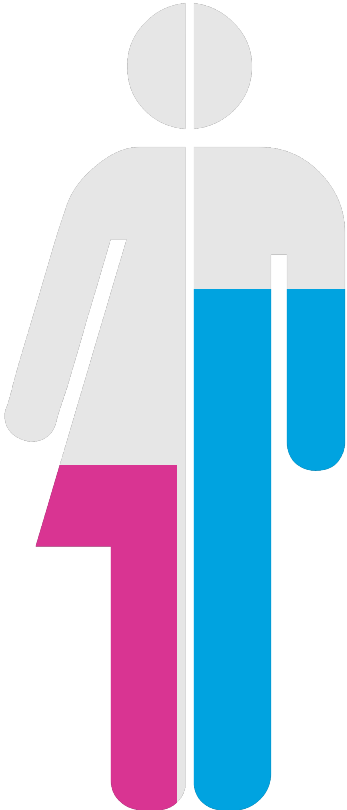
Demographic Profile of Overnight Colorado Visitors

Base: 2020 Overnight Touring Person-Trips

Gender



U.S. Norm
45%



U.S. Norm
55%

Age

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

Colorado



Average Age
40.0

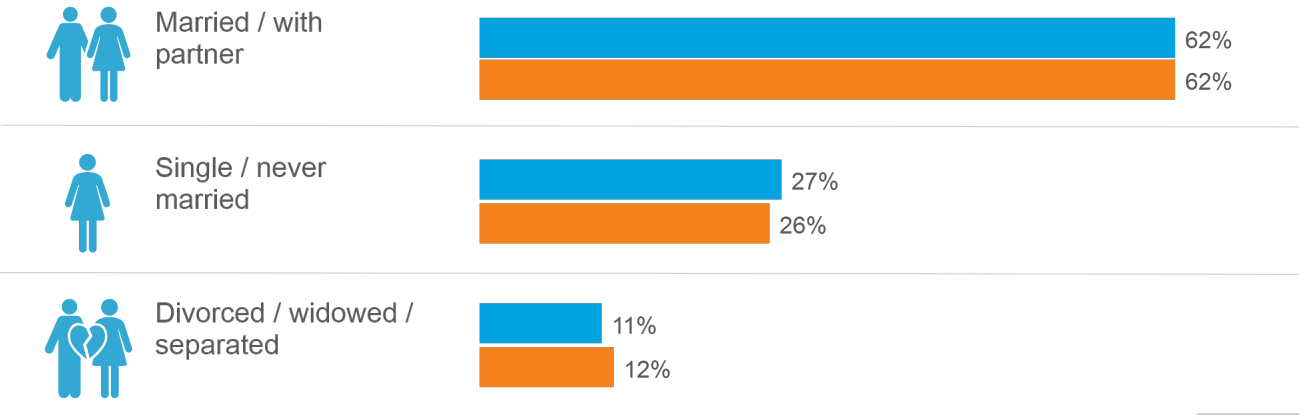
U.S. Norm



Average Age
42.6

Marital Status

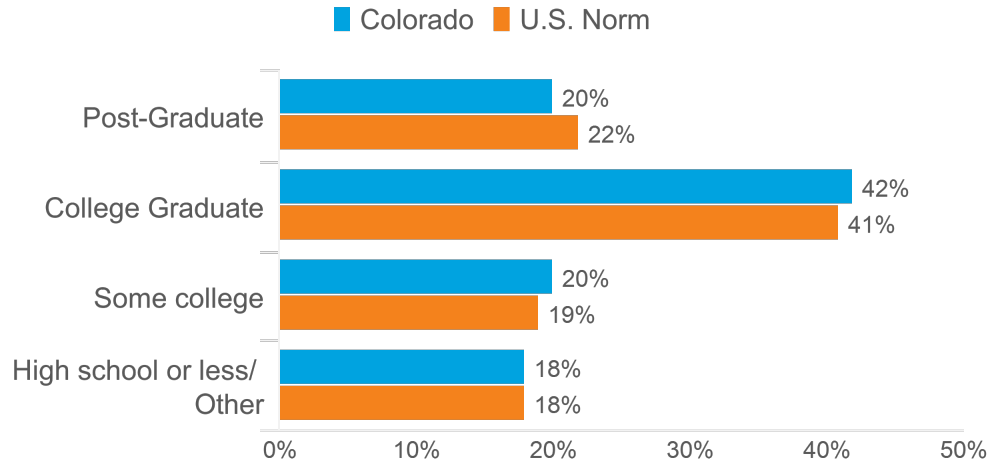
■ Colorado ■ U.S. Norm



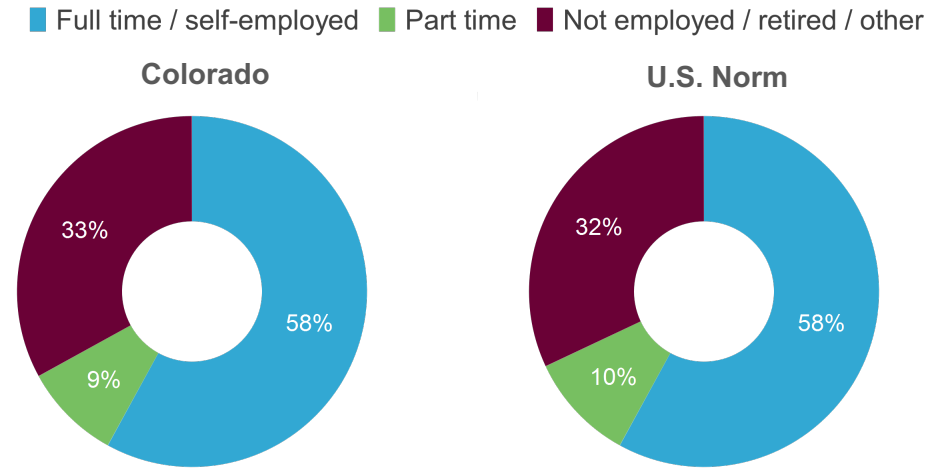
Demographic Profile of Overnight Colorado Visitors

Base: 2020 Overnight Touring Person-Trips

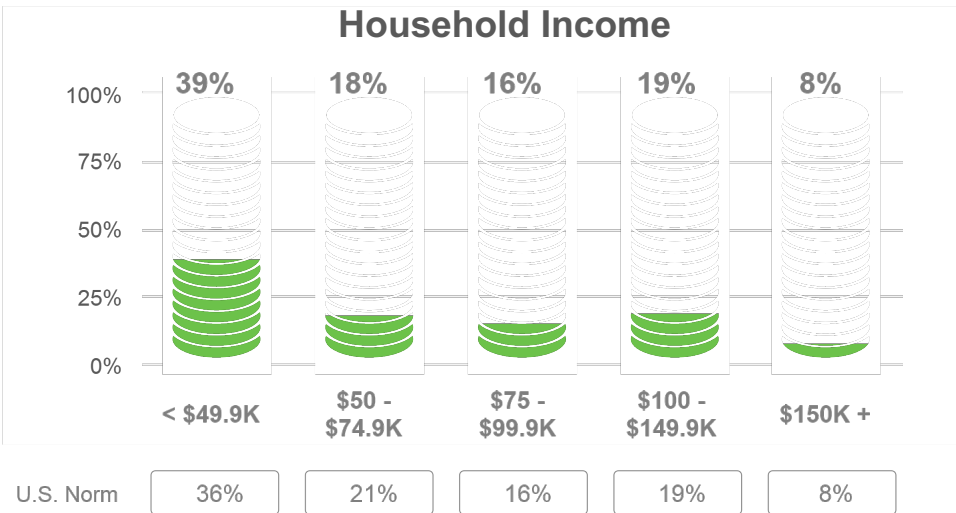
Education



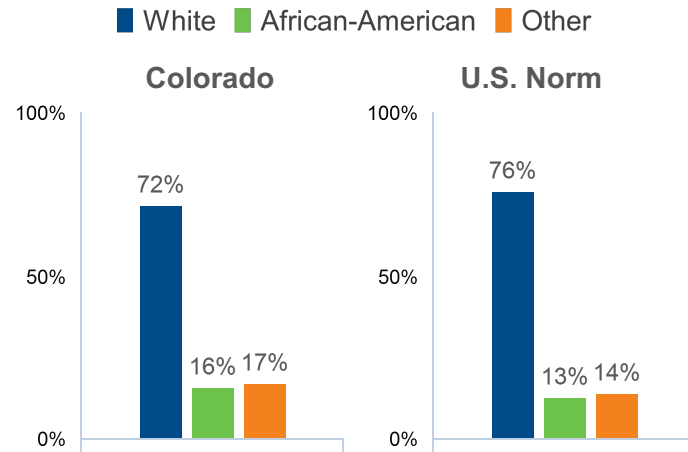
Employment



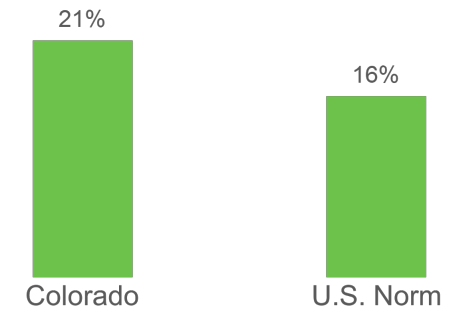
Household Income



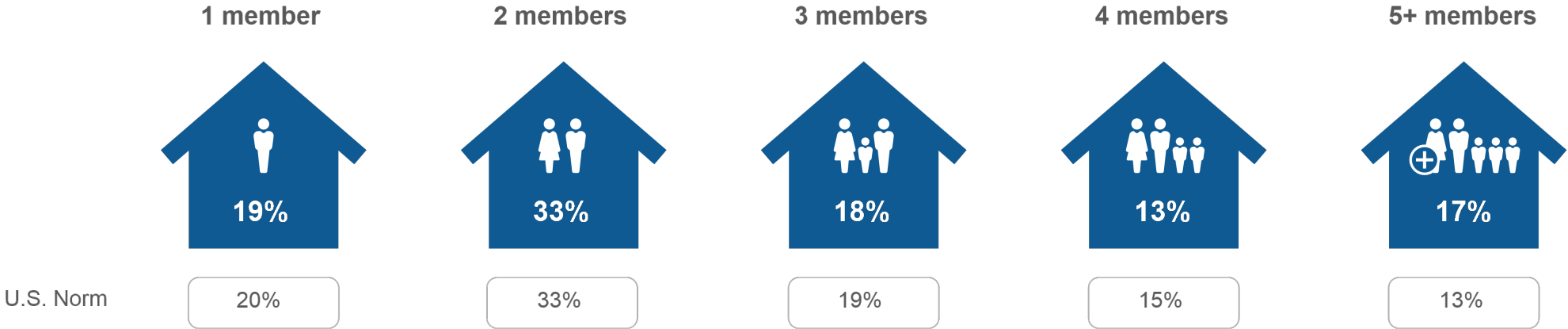
Race



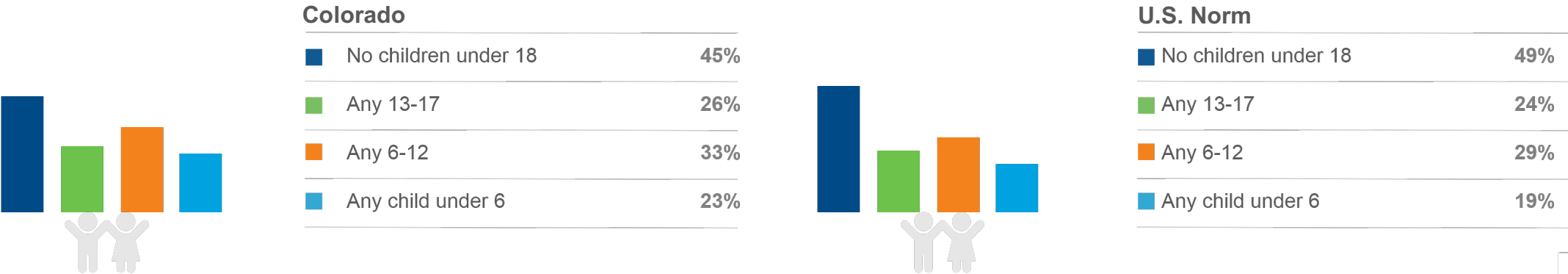
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Overnight Outdoors Visitation



2020

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- This report provides an overview for Colorado's domestic tourism business in 2020 for the Outdoors segment.
- The **Outdoors** segment is defined as having selected “outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating” as the main purpose of trip.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Colorado's Outdoors segment, the following sample was achieved in 2020:



Overnight Base Size

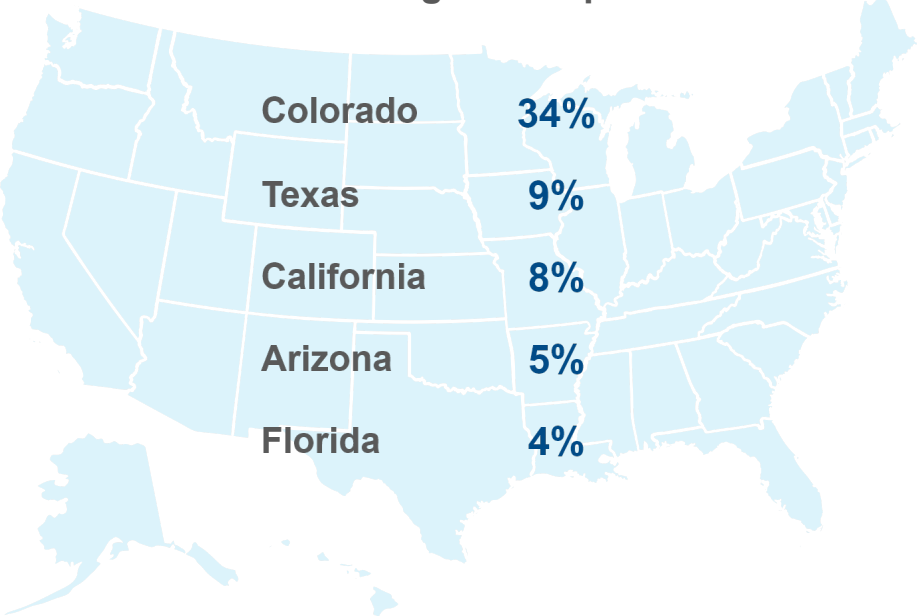
952

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

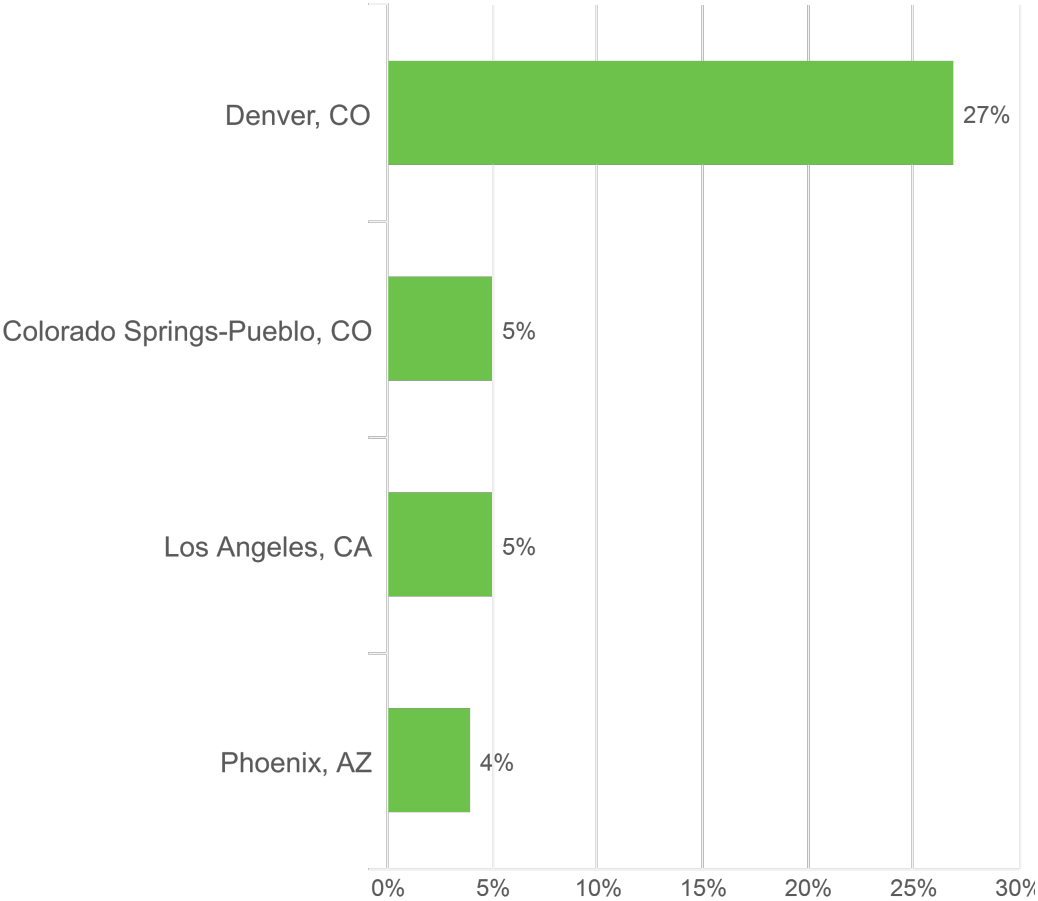
Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Outdoors Person-Trips

State Origin Of Trip



DMA Origin Of Trip

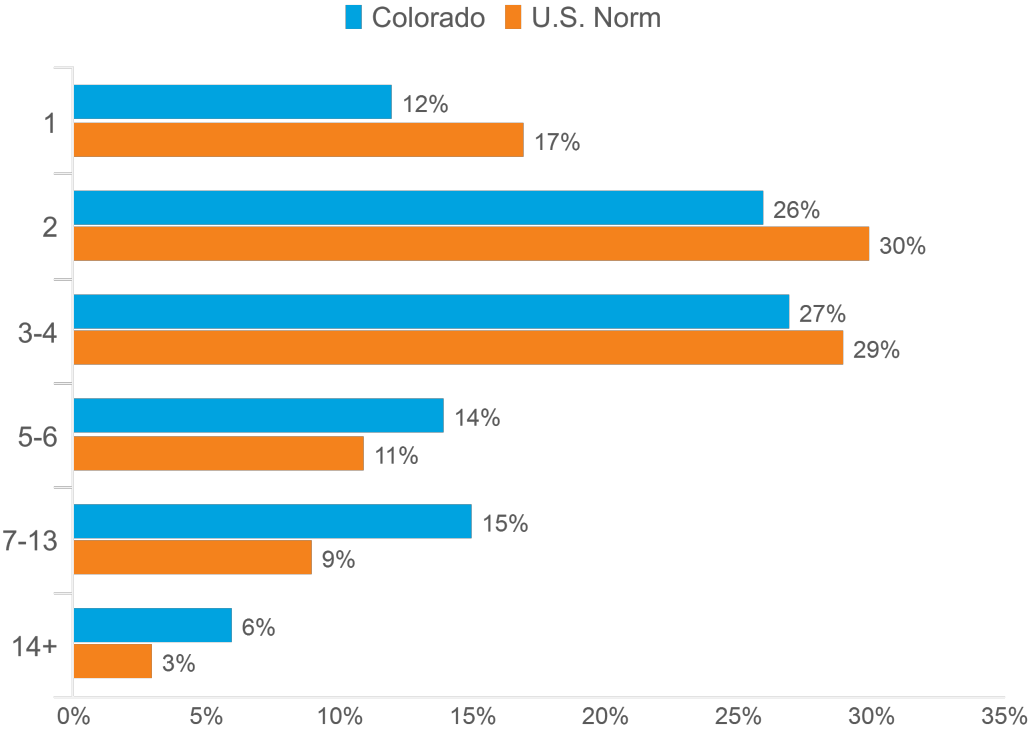


Past Visitation to Colorado

80% of overnight travelers to Colorado are repeat visitors

55% of overnight travelers to Colorado had visited before in the past 12 months

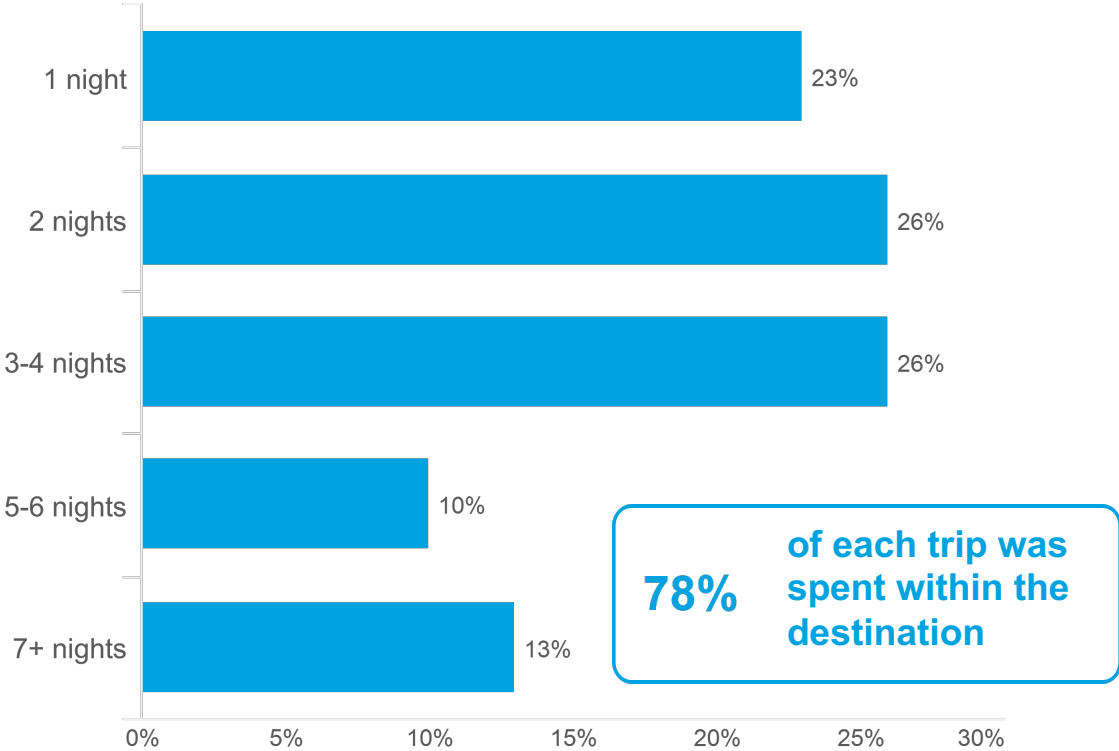
Total Nights Away on Trip



Colorado
4.9
Average Nights

U.S. Norm
3.8
Average Nights

Nights Spent in Colorado



78% of each trip was spent within the destination

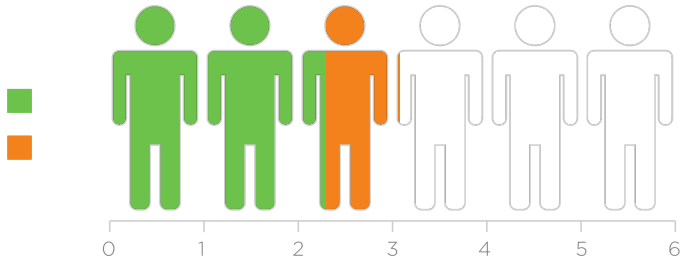
Average number of nights
3.8

Average last year
3.5

Size of Travel Party

■ Adults ■ Children

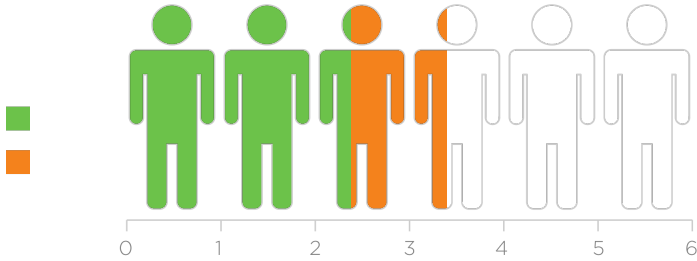
Colorado



Total
3.2

Average number of people

U.S. Norm

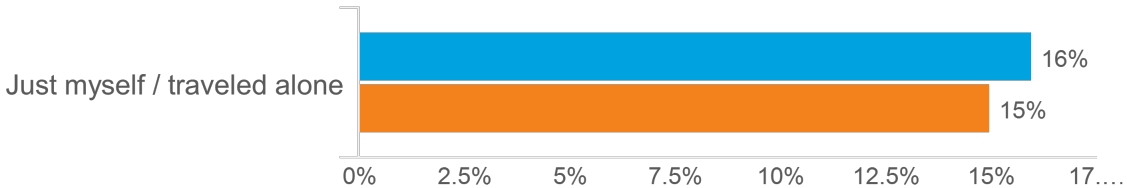


Total
3.5

Average number of people

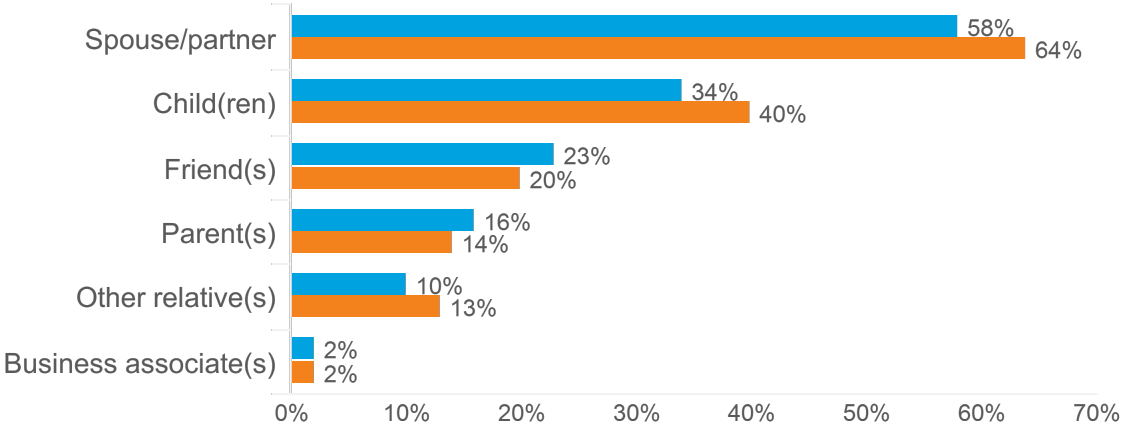
Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



Composition of Immediate Travel Party

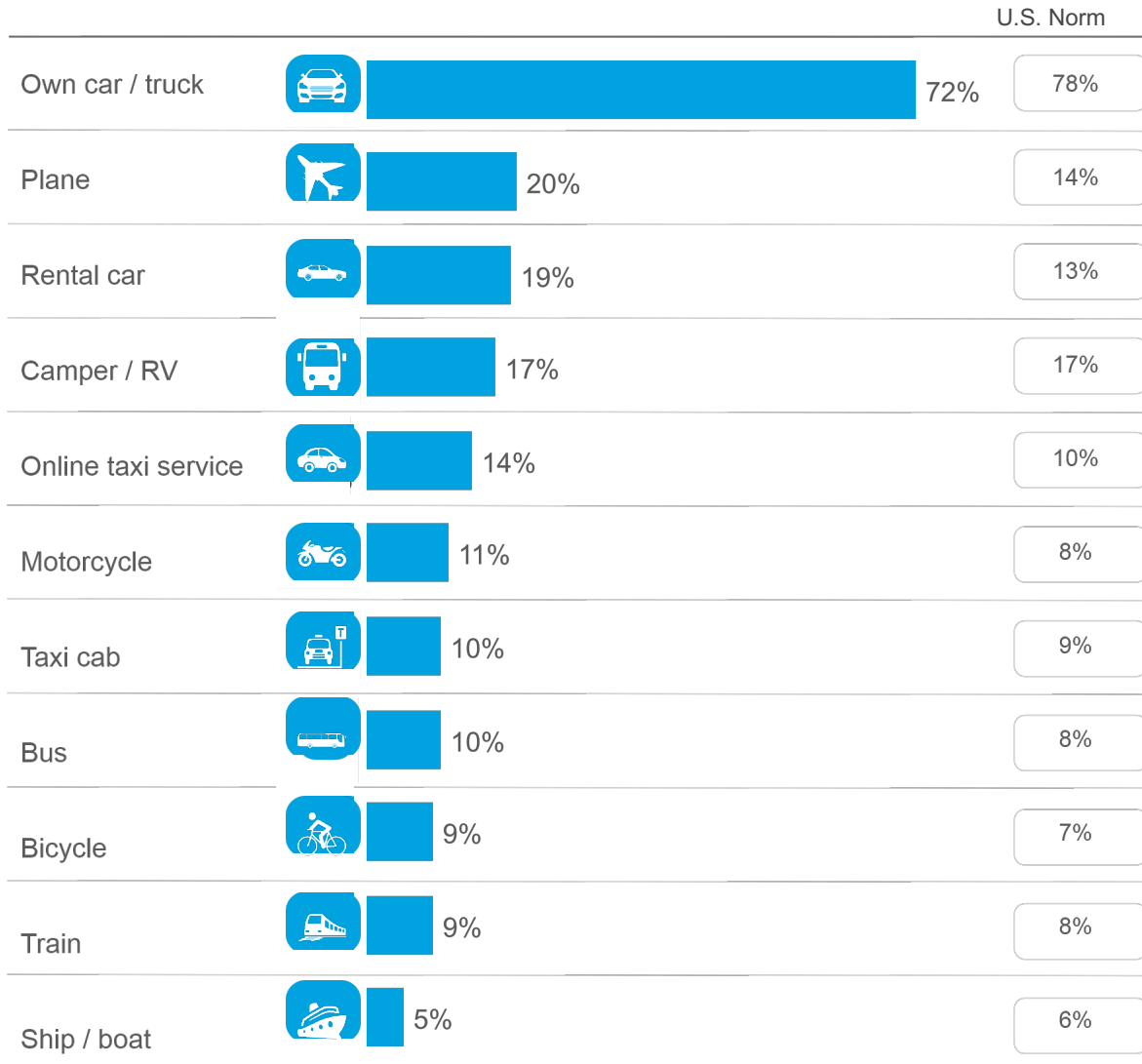
■ Colorado ■ U.S. Norm



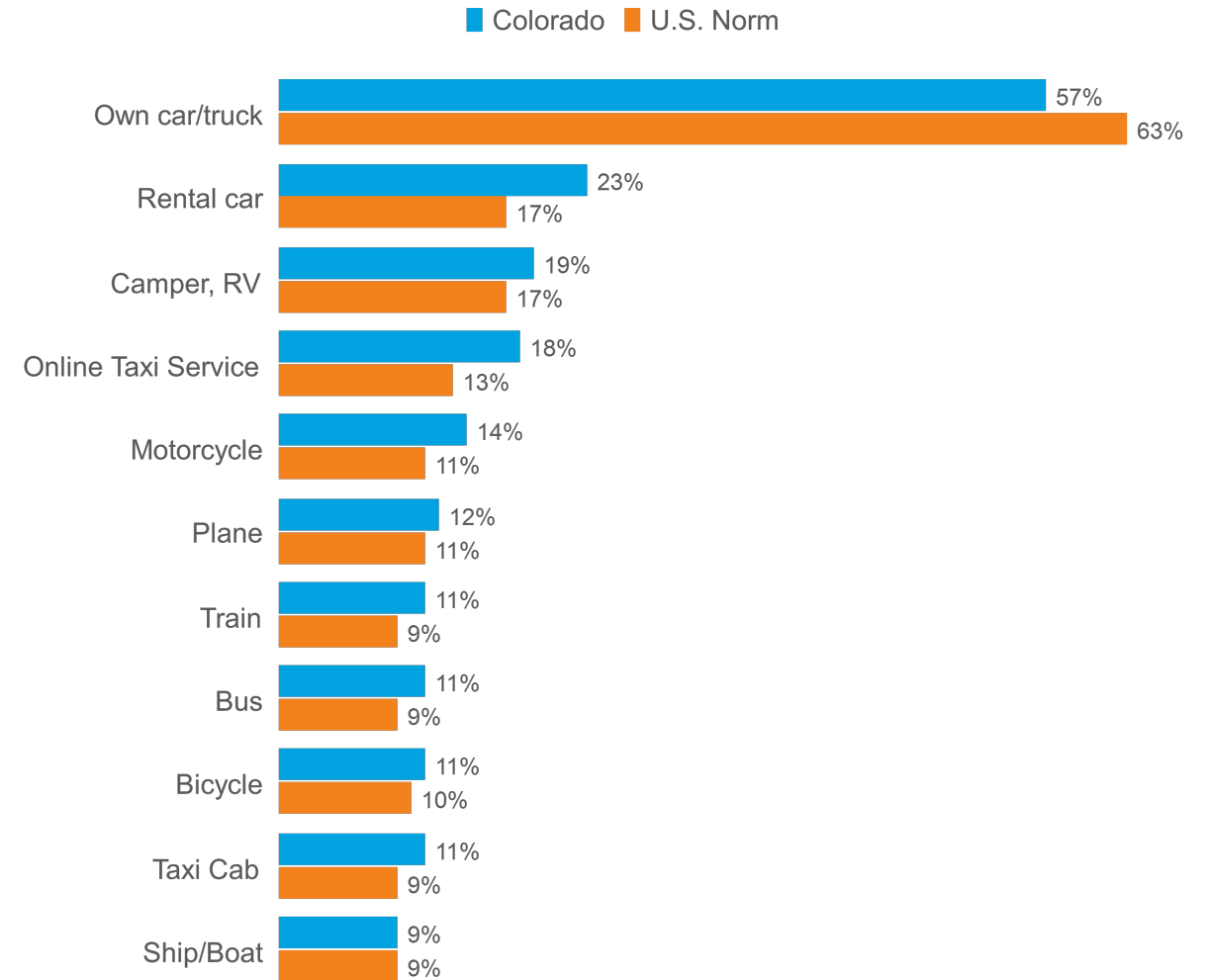
Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Outdoors Person-Trips

Transportation Used to get to Destination

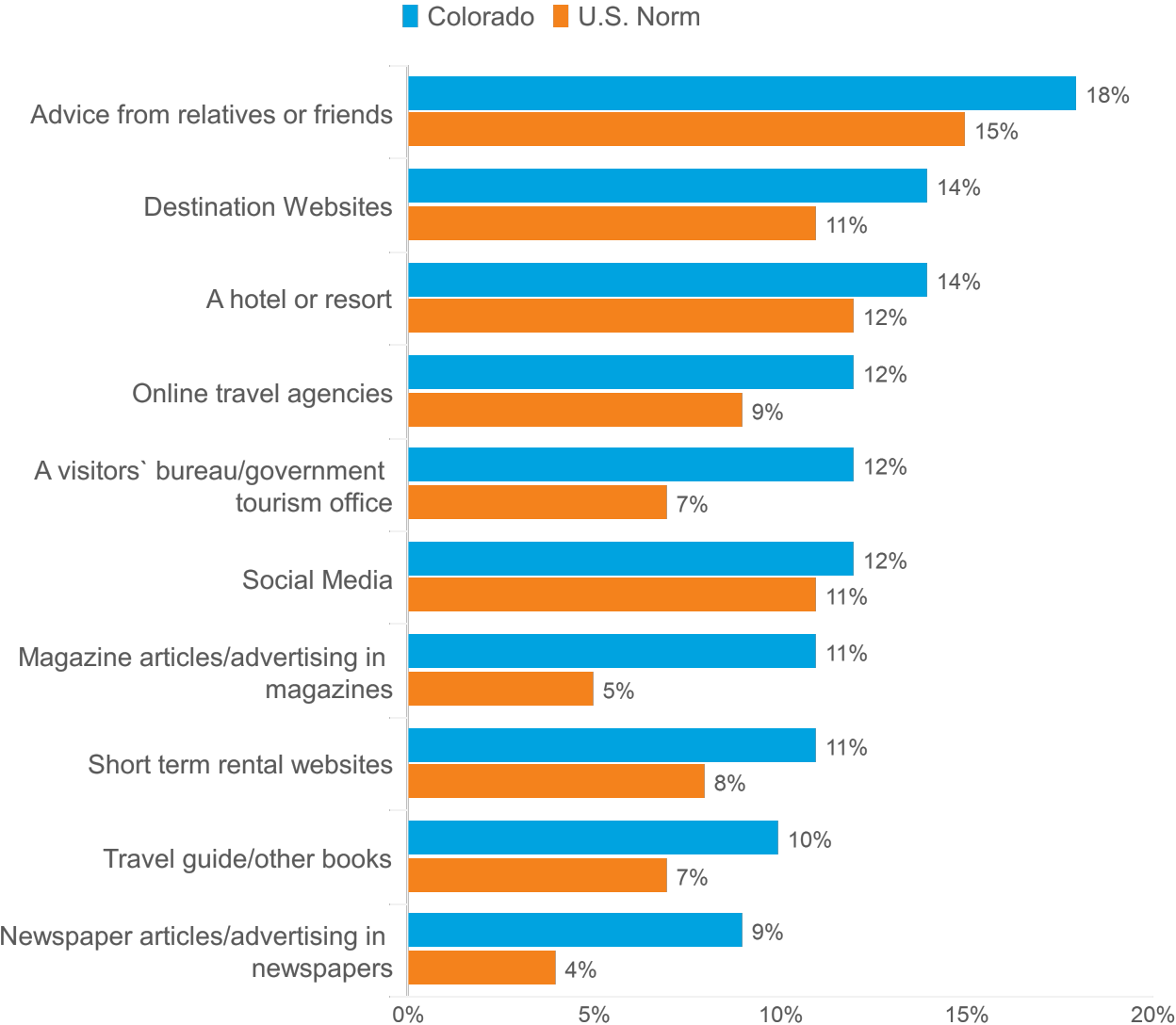


Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources



Length of Trip Planning

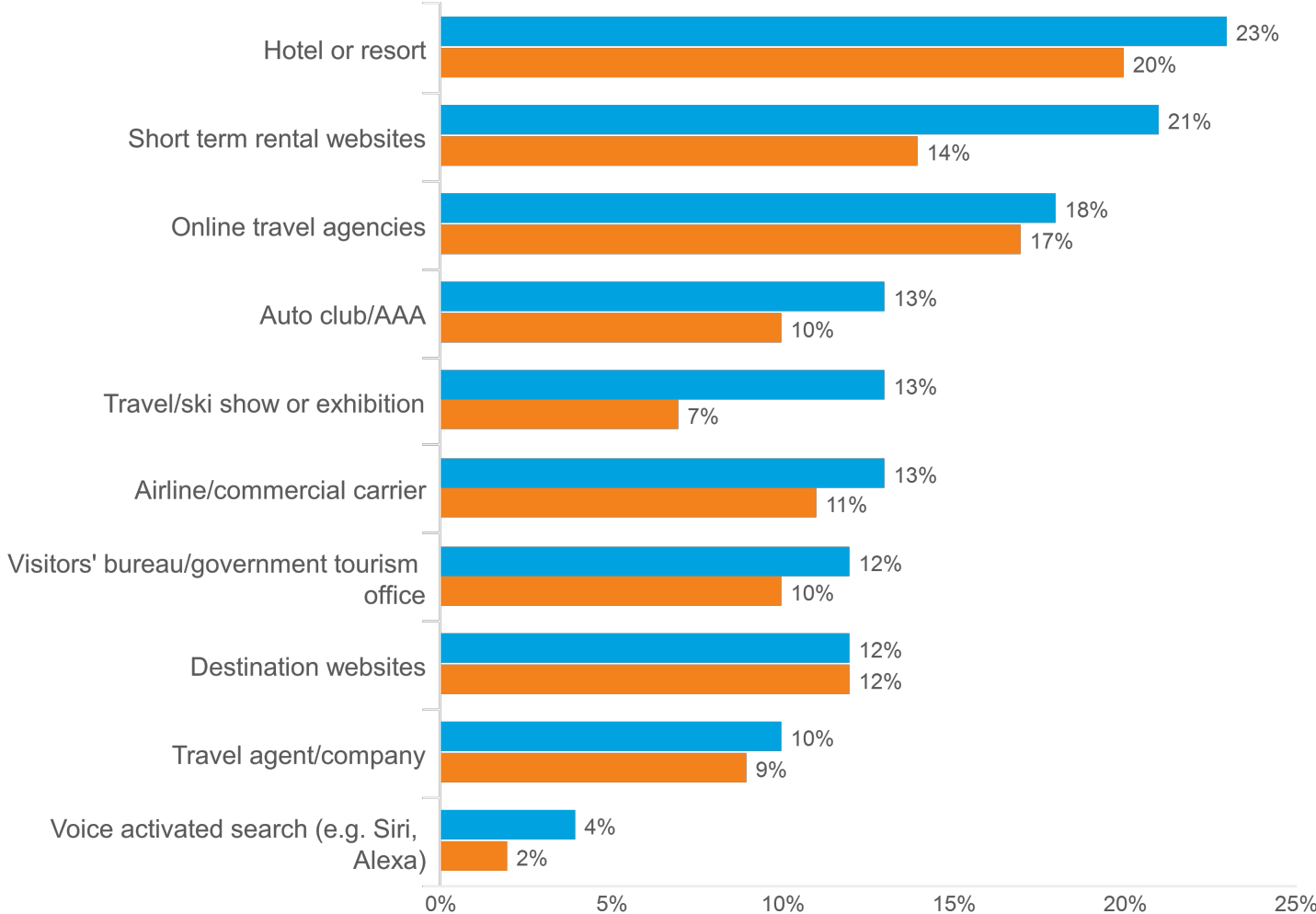
	Colorado	U.S. Norm
1 month or less	28%	33%
2 months	19%	16%
3-5 months	21%	19%
6-12 months	15%	13%
More than 1 year in advance	5%	4%
Did not plan anything in advance	12%	15%

Colorado's Overnight Trip Characteristics








Base: 2020 Overnight Outdoors Person-Trips

Method of Booking

■ Colorado ■ U.S. Norm



Accommodations

		Colorado	U.S. Norm
	Campground / RV park	27%	28%
	Hotel	26%	26%
	Motel	15%	11%
	Rented cottage / cabin	13%	10%
	Country inn / lodge	12%	6%
	Bed & breakfast	12%	9%
	Rented home / condo / apartment	11%	8%

Activity Groupings

Outdoor Activities



U.S. Norm: 83%

Entertainment Activities



U.S. Norm: 47%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 17%

Business Activities









U.S. Norm: 14%

Activities and Experiences (Top 10)







	Colorado	U.S. Norm
Hiking/backpacking	40%	26%
Camping	24%	25%
Sightseeing	23%	18%
National/state park	21%	17%
Shopping	19%	16%
Landmark/historic site	19%	13%
Nature tours/wildlife viewing/birding	18%	14%
Fishing	17%	21%
Local parks/playgrounds	14%	11%
Swimming	13%	18%

Shopping Types on Trip

	Colorado	U.S. Norm
 Convenience/grocery shopping	64%	48%
 Souvenir shopping	64%	45%
 Big box stores (Walmart, Costco)	39%	33%
 Boutique shopping	38%	29%
 Outlet/mall shopping	28%	38%
 Antiquing	18%	17%

Base: 2020 Overnight Person-Trips that included Shopping

Dining Types on Trip

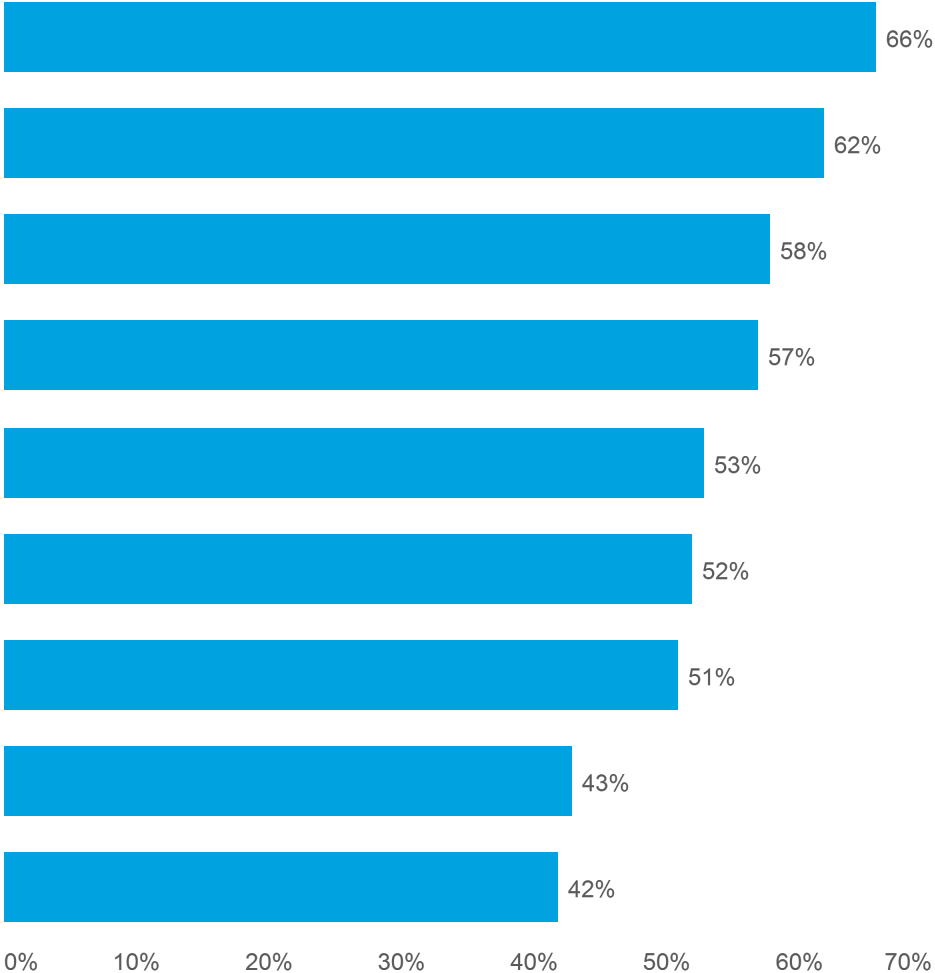
	Colorado	U.S. Norm
 Unique/local food	43%	37%
 Picnicking	28%	31%
 Fine/upscale dining	20%	14%
 Street food/food trucks	20%	17%
 Food delivery service (UberEATS, DoorDash, etc.)	19%	15%
 Gastropubs	13%	9%



73%
of overnight travelers were
very satisfied with their overall
trip experience

-  Sightseeing/attractions
-  Safety/security
-  Friendliness of people
-  Cleanliness
-  Quality of food
-  Quality of accommodations
-  Value for money
-  Music/nightlife/entertainment
-  Public transportation

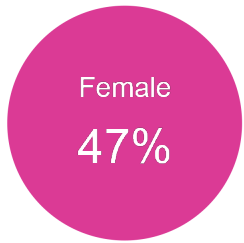
% Very Satisfied with Trip



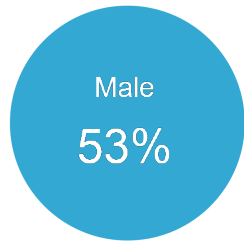
Demographic Profile of Overnight Colorado Visitors

Base: 2020 Overnight Outdoors Person-Trips

Gender



U.S. Norm
48%



U.S. Norm
52%

Age

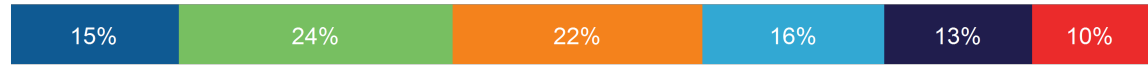
■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

Colorado



Average Age
39.2

U.S. Norm



Average Age
41.5

Marital Status

■ Colorado ■ U.S. Norm



Married / with partner



Single / never married



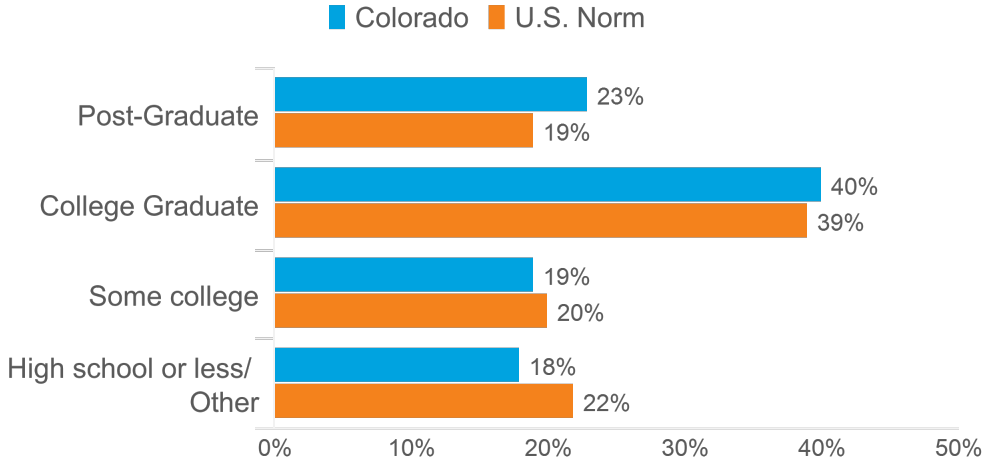
Divorced / widowed / separated



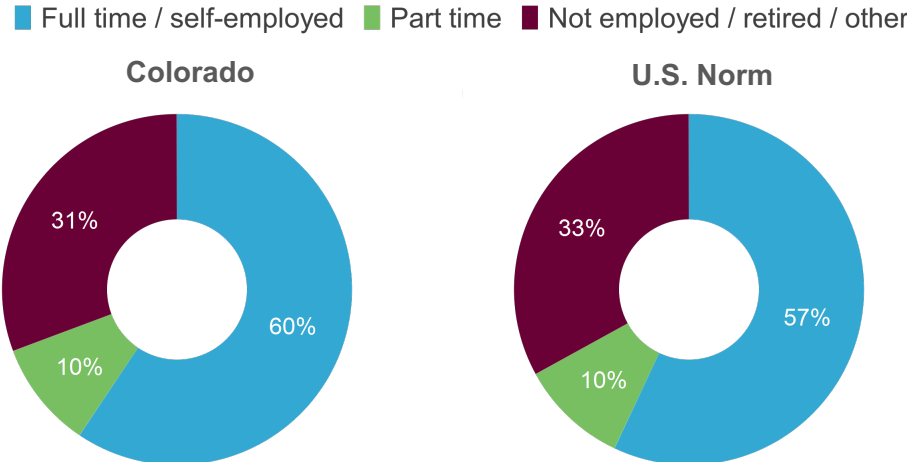
Demographic Profile of Overnight Colorado Visitors

Base: 2020 Overnight Outdoors Person-Trips

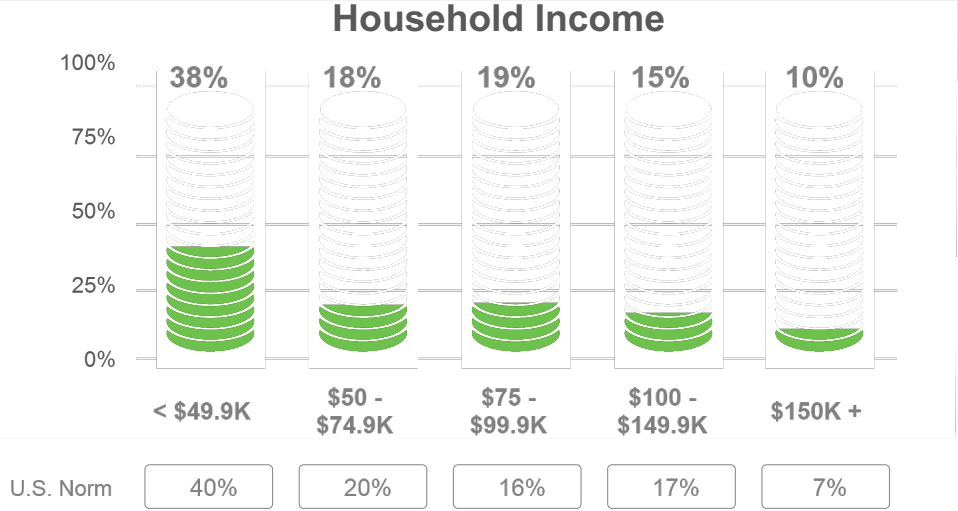
Education



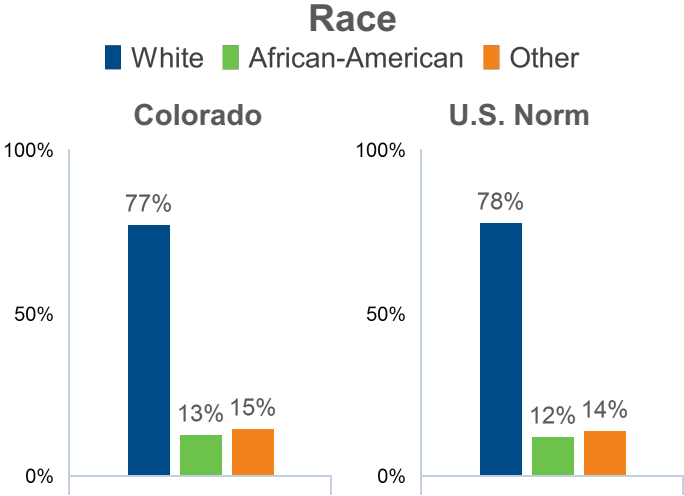
Employment



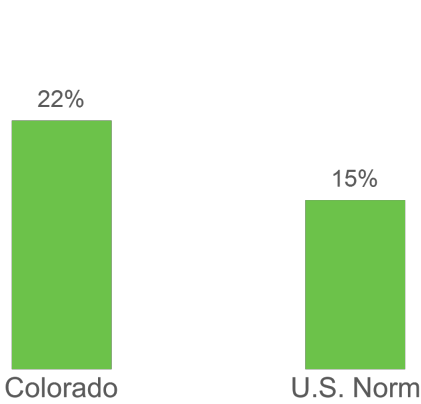
Household Income



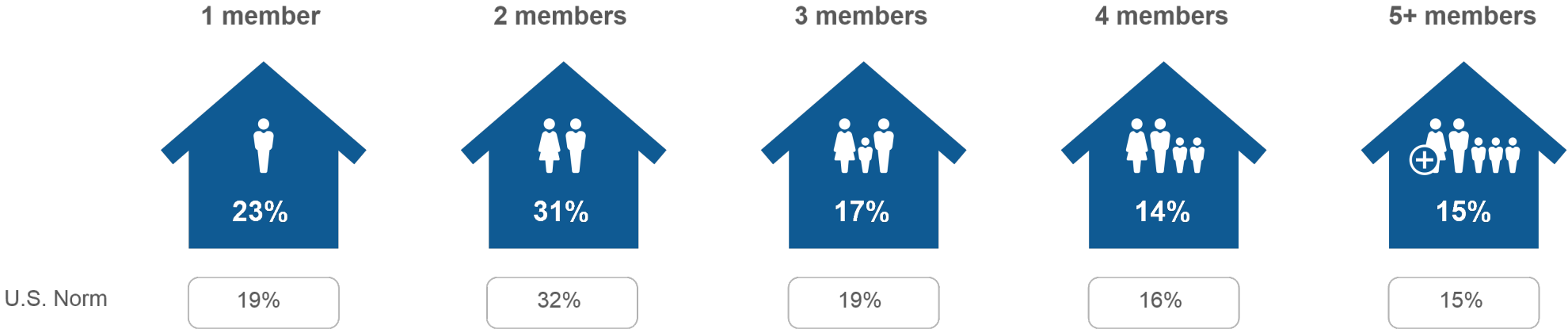
Race



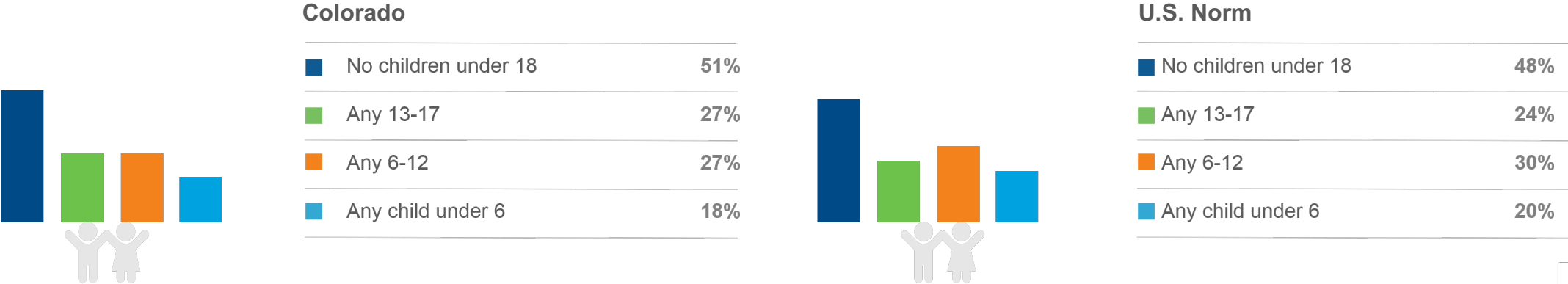
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Overnight Ski/Snowboarding Visitation



2020

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- This report provides an overview for Colorado's domestic tourism business in 2020 for the Ski/Snowboarding segment.
- The **Ski/Snowboarding** segment is defined as having selected ski/snowboarding as the main purpose of trip.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Colorado's Ski/Snowboarding segment, the following sample was achieved in 2020:

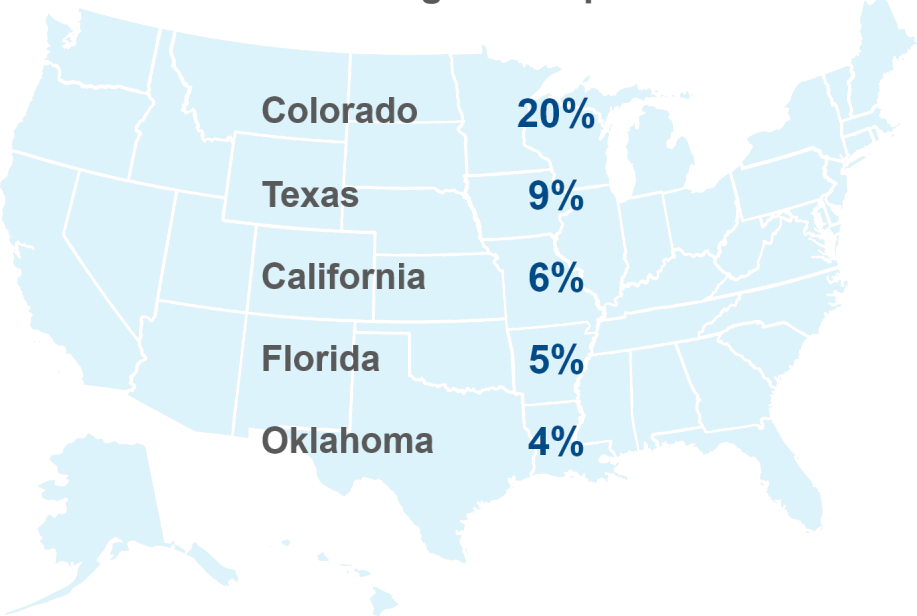


Overnight Base Size

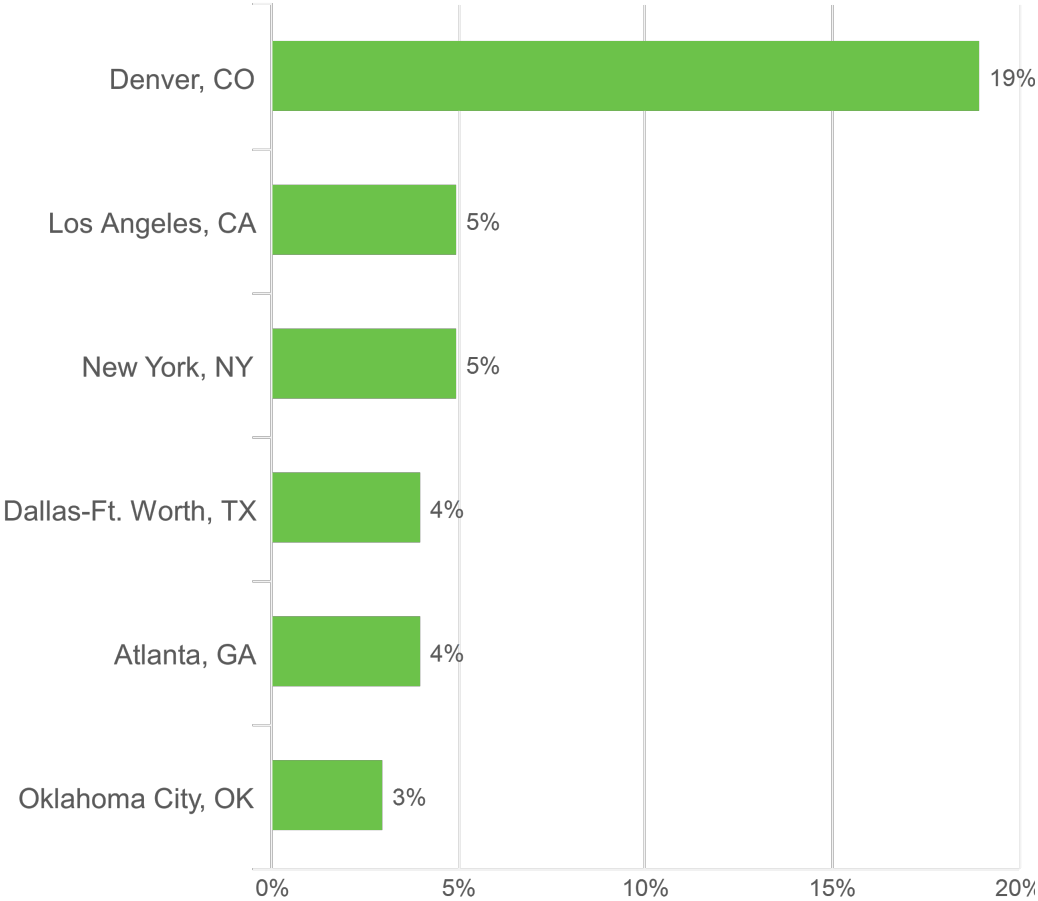
244

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

State Origin Of Trip



DMA Origin Of Trip

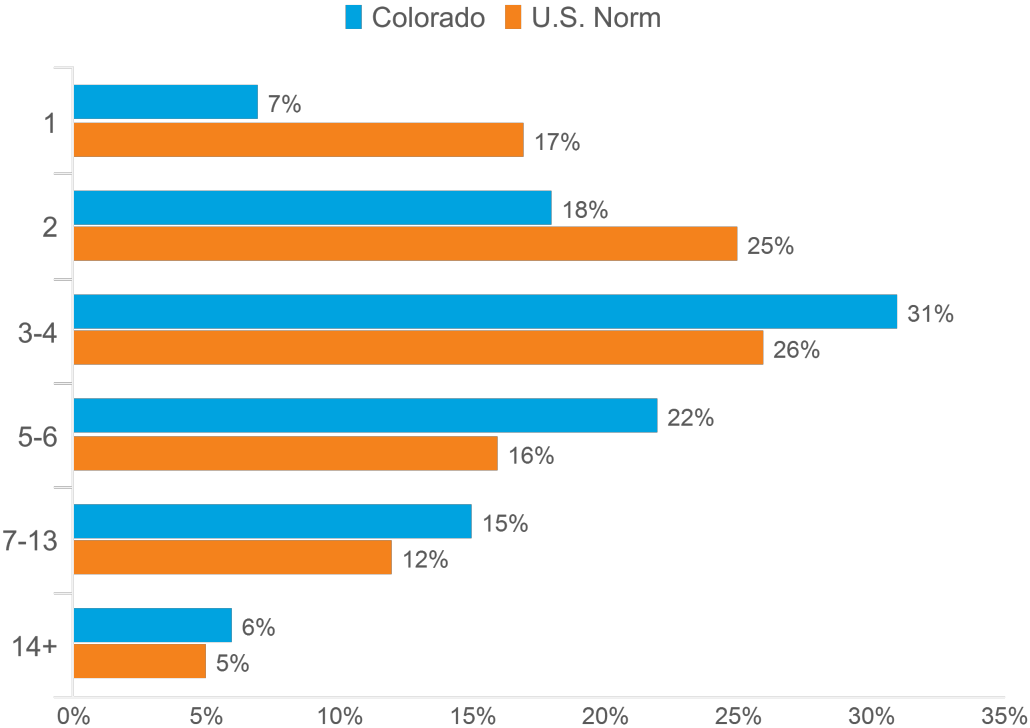


Past Visitation to Colorado

80% of overnight travelers to Colorado are repeat visitors

57% of overnight travelers to Colorado had visited before in the past 12 months

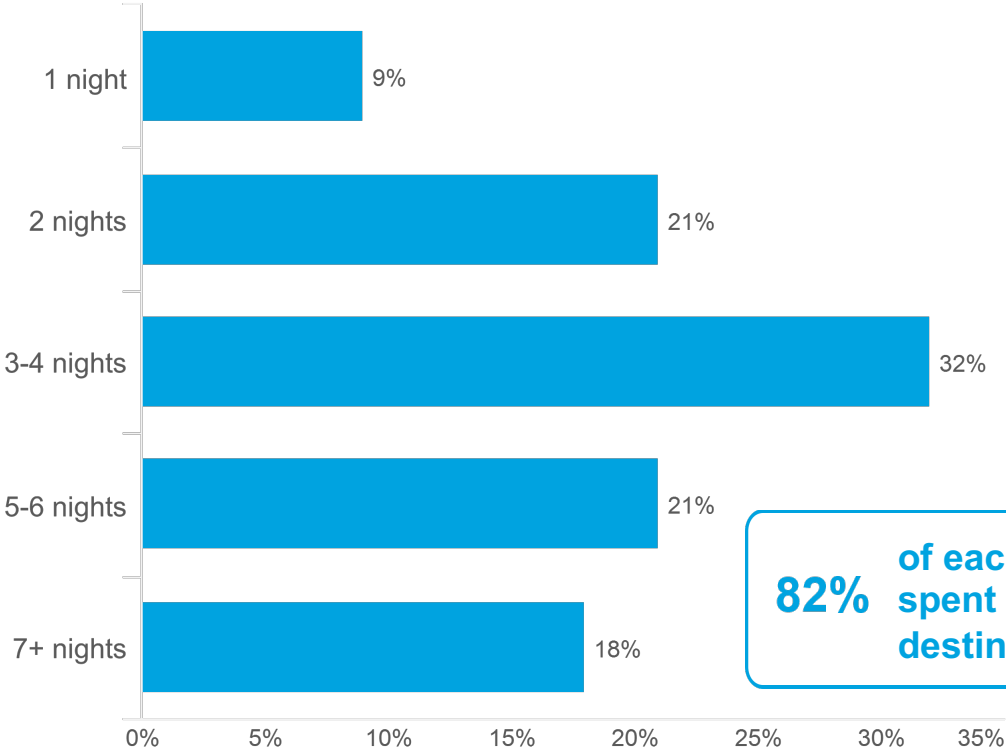
Total Nights Away on Trip



Colorado
5.6
 Average Nights

U.S. Norm
4.6
 Average Nights

Nights Spent in Colorado



82% of each trip was spent within the destination

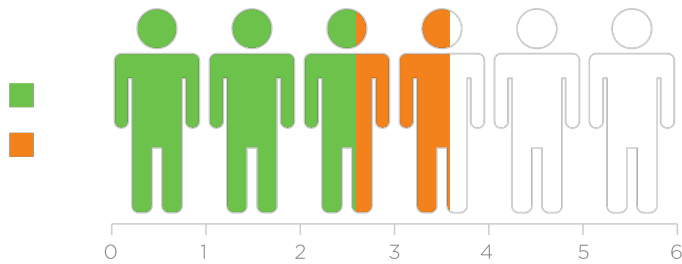
Average number of nights
4.6

Average last year
4.0

Size of Travel Party

■ Adults ■ Children

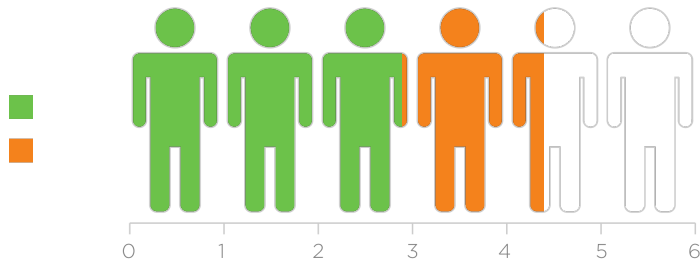
Colorado



Total
3.7

Average number of people

U.S. Norm

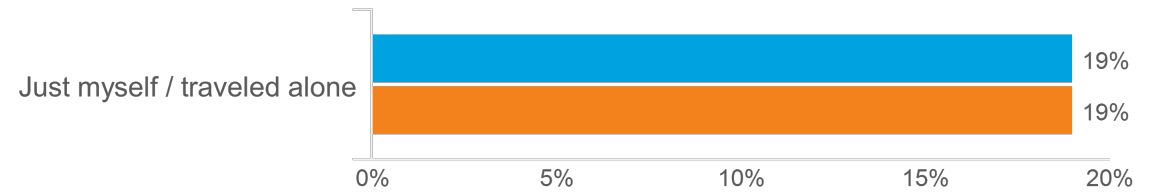


Total
4.5

Average number of people

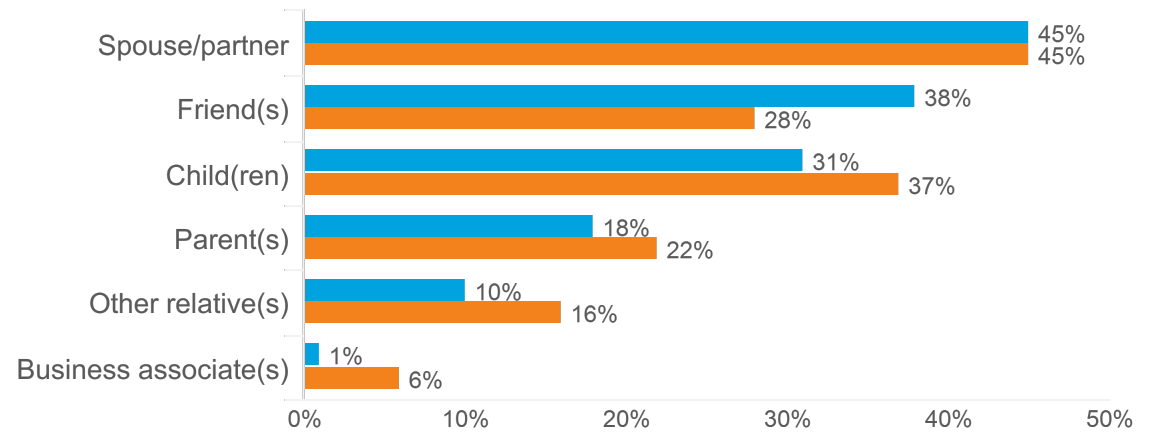
Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



Composition of Immediate Travel Party

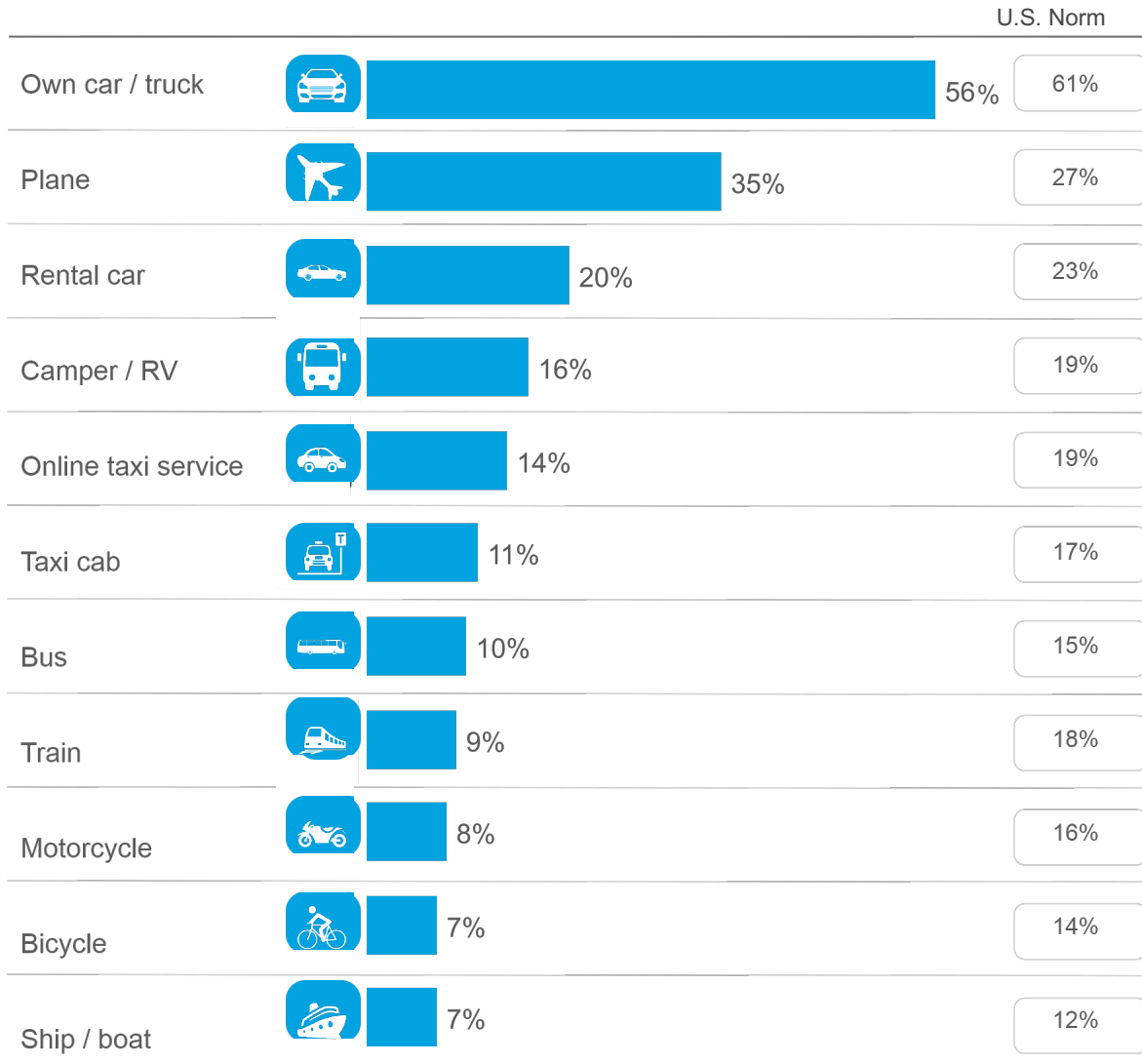
■ Colorado ■ U.S. Norm



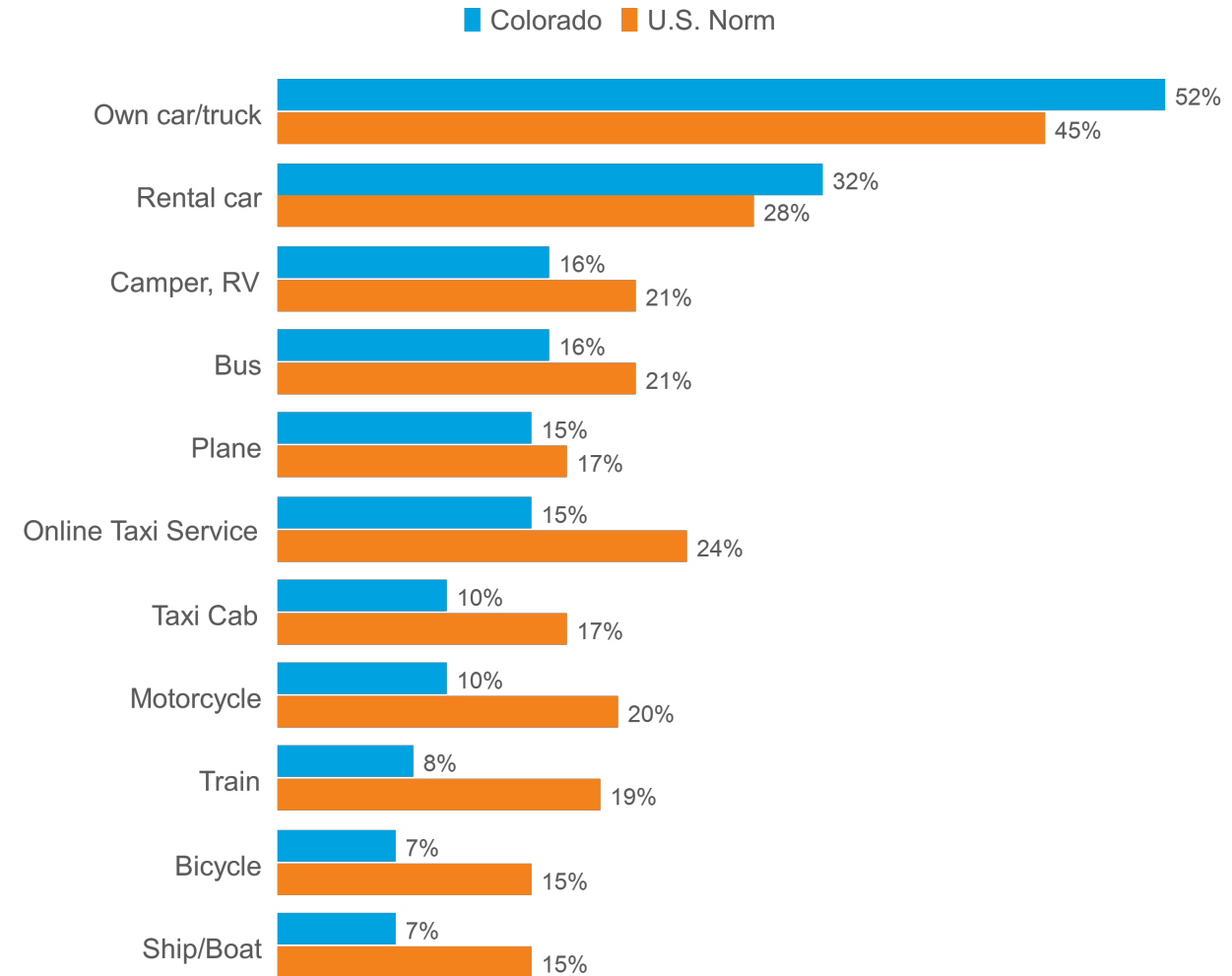
Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Ski/Snowboarding Person-Trips*
*Caution low sample

Transportation Used to get to Destination

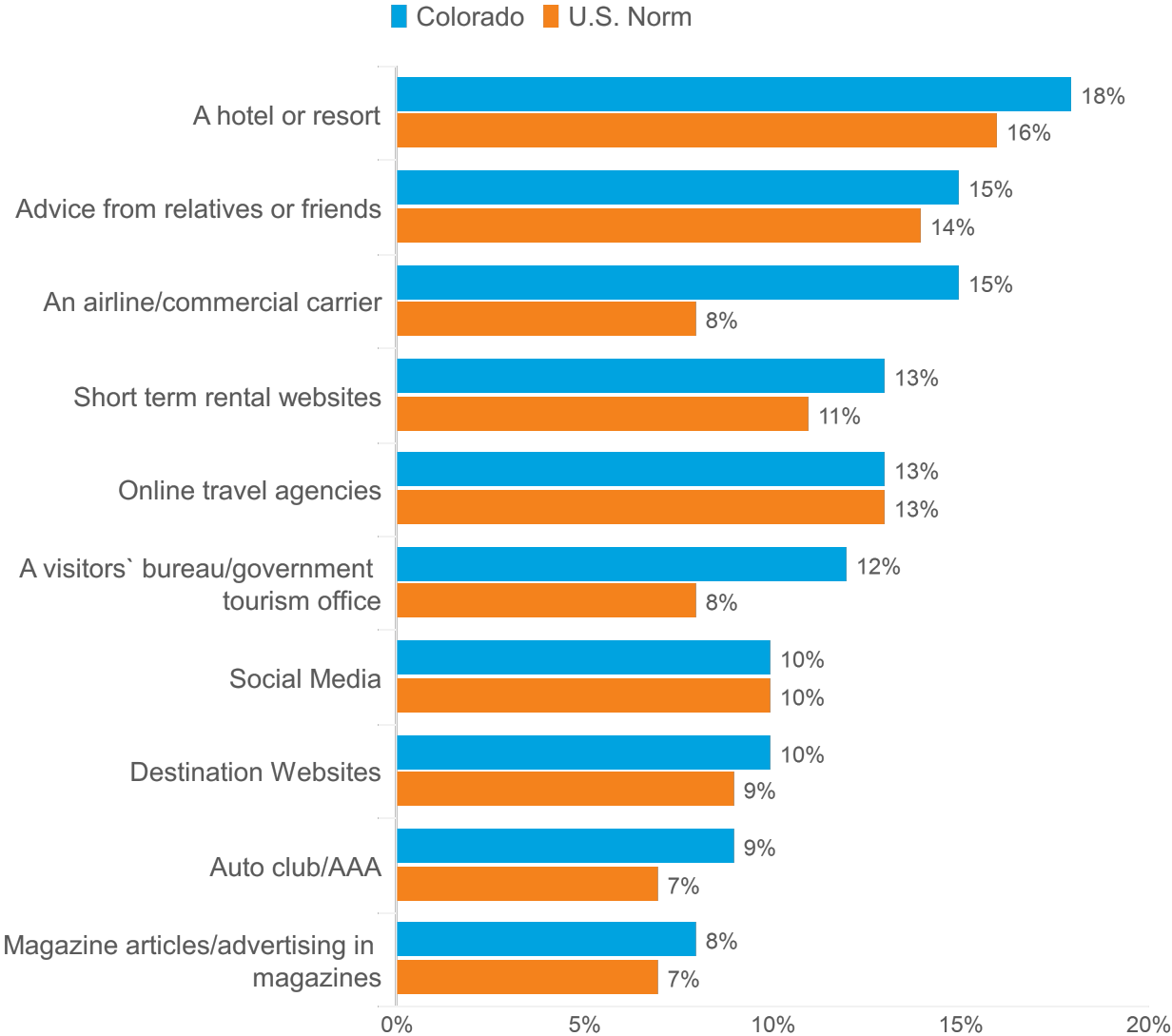


Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources



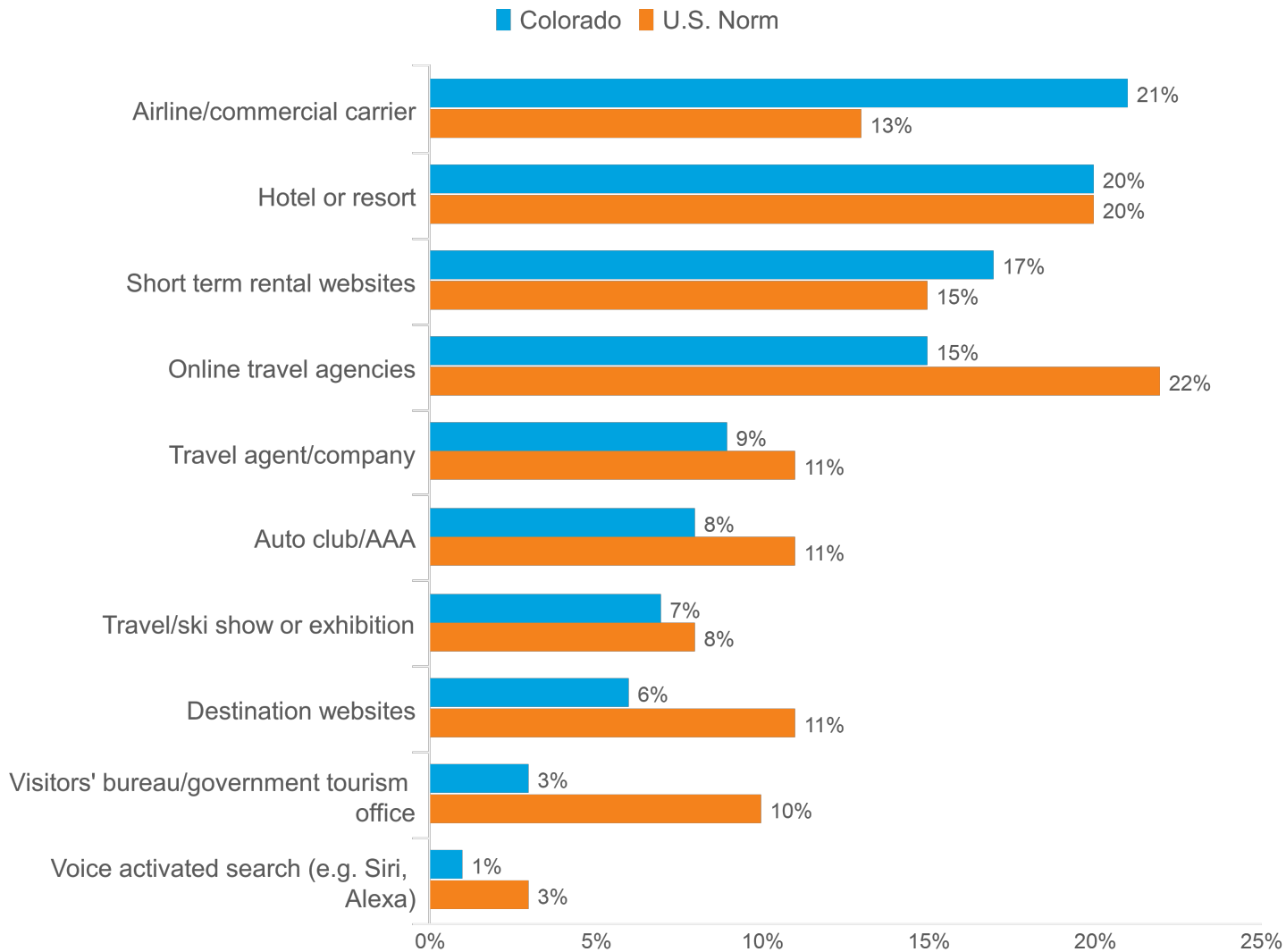
Length of Trip Planning

	Colorado	U.S. Norm
1 month or less	24%	24%
2 months	19%	19%
3-5 months	26%	24%
6-12 months	19%	18%
More than 1 year in advance	3%	5%
Did not plan anything in advance	9%	11%








Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Ski/Snowboarding Person-Trips*
*Caution low sample

Method of Booking



Accommodations

		Colorado	U.S. Norm
	Hotel	27%	25%
	Rented home / condo / apartment	20%	15%
	Motel	13%	11%
	Own condo / apartment / cabin / second home	13%	11%
	Resort hotel	12%	11%
	Campground / RV park	10%	10%
	Home of friends / relatives	8%	9%

Activity Groupings

Outdoor Activities



U.S. Norm: 81%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 38%

Sporting Activities



U.S. Norm: 30%

Business Activities









U.S. Norm: 26%

Activities and Experiences (Top 10)







	Colorado	U.S. Norm
Skiing/snowboarding	64%	42%
Bar/nightclub	15%	13%
Shopping	14%	16%
Sightseeing	11%	13%
Snowmobiling	9%	8%
Hiking/backpacking	8%	8%
Attending celebration	8%	13%
Business convention/conference	8%	12%
Museum	8%	8%
Attended/participated in a sports event for teenagers	8%	11%

Shopping Types on Trip

	Colorado	U.S. Norm
 Souvenir shopping	44%	38%
 Convenience/grocery shopping	41%	39%
 Big box stores (Walmart, Costco)	36%	25%
 Boutique shopping	28%	29%
 Outlet/mall shopping	28%	33%
 Antiquing	12%	16%

Base: 2020 Overnight Person-Trips that included Shopping

Dining Types on Trip

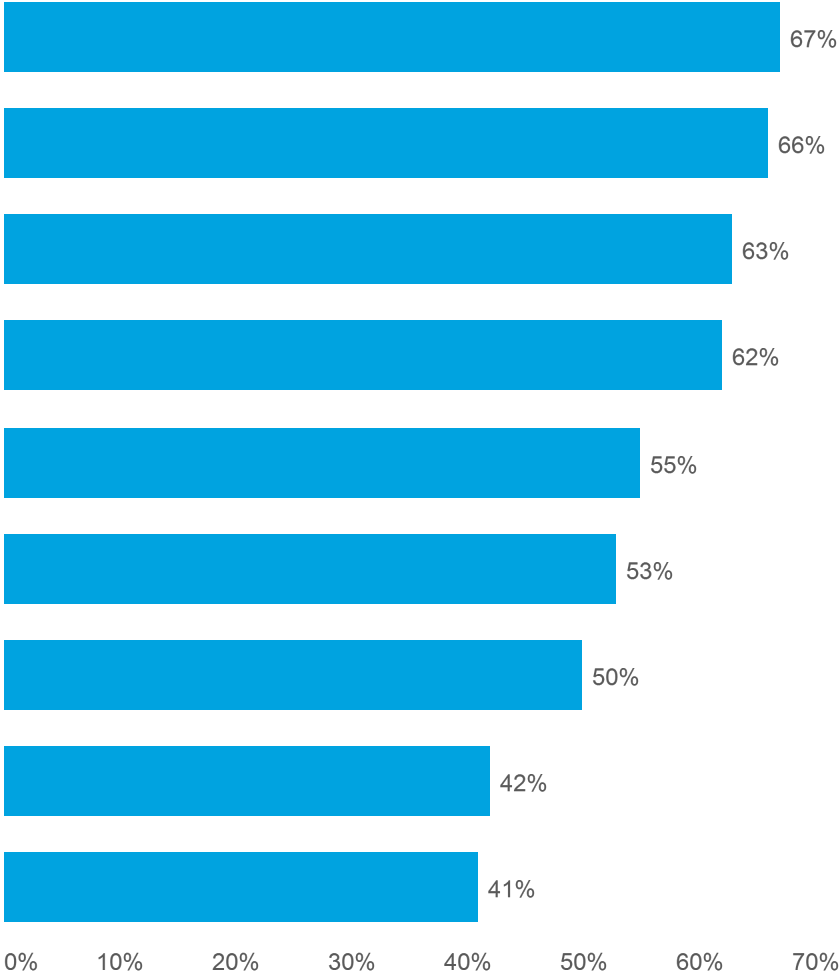
	Colorado	U.S. Norm
 Unique/local food	54%	38%
 Fine/upscale dining	24%	22%
 Street food/food trucks	14%	18%
 Gastropubs	13%	14%
 Food delivery service (UberEATS, DoorDash, etc.)	13%	19%
 Picnicking	10%	12%



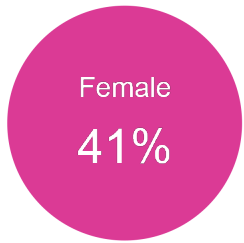
76%
of overnight travelers were
very satisfied with their overall
trip experience

-  Safety/security
-  Sightseeing/attractions
-  Cleanliness
-  Quality of accommodations
-  Quality of food
-  Friendliness of people
-  Public transportation
-  Value for money
-  Music/nightlife/entertainment

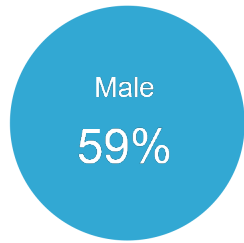
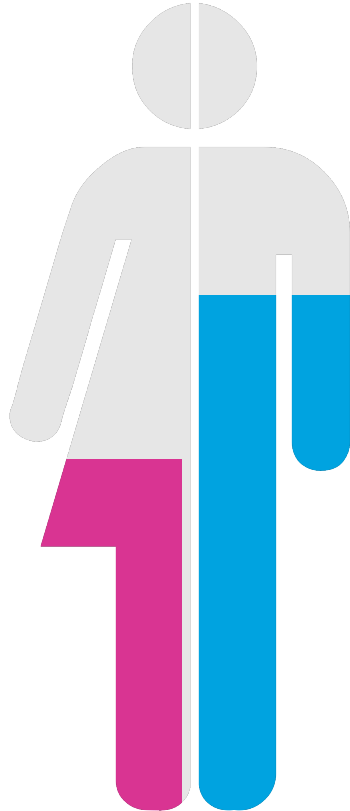
% Very Satisfied with Trip



Gender



U.S. Norm
41%



U.S. Norm
59%

Age

18-24 25-34 35-44 45-54 55-64 65+

Colorado



Average Age
40.3

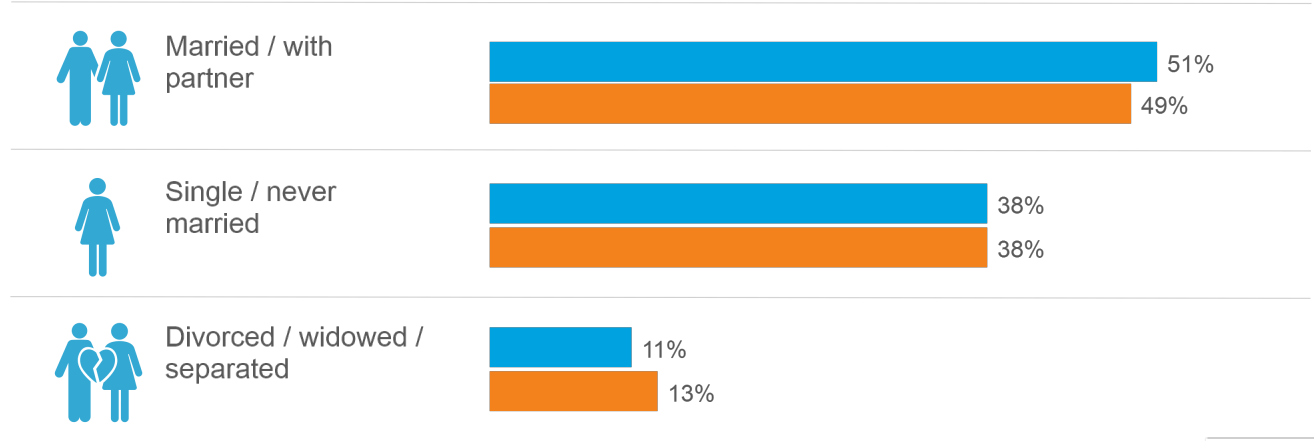
U.S. Norm



Average Age
36.3

Marital Status

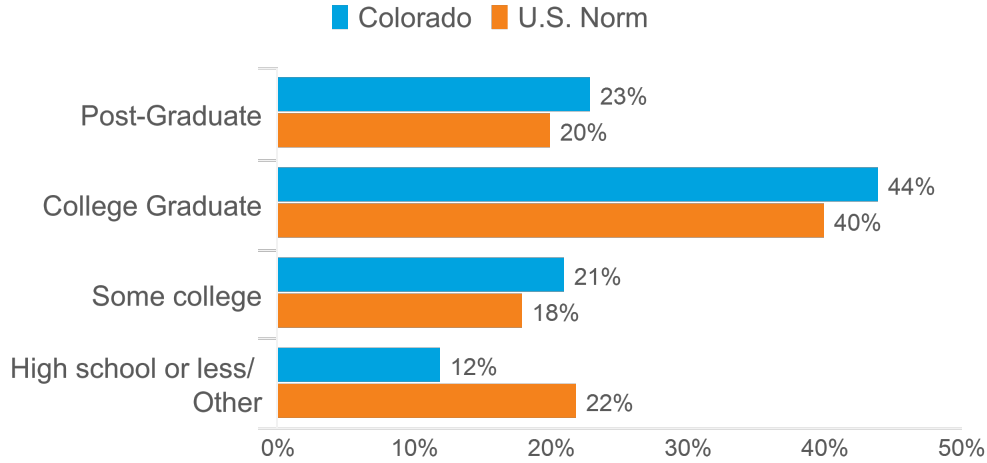
Colorado U.S. Norm



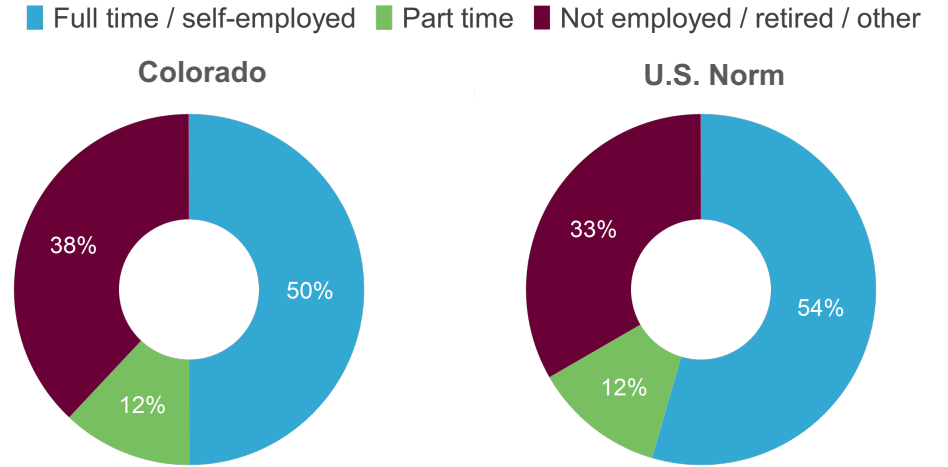
Demographic Profile of Overnight Colorado Visitors

Base: 2020 Overnight Ski/Snowboarding Person-Trips*
*Caution low sample

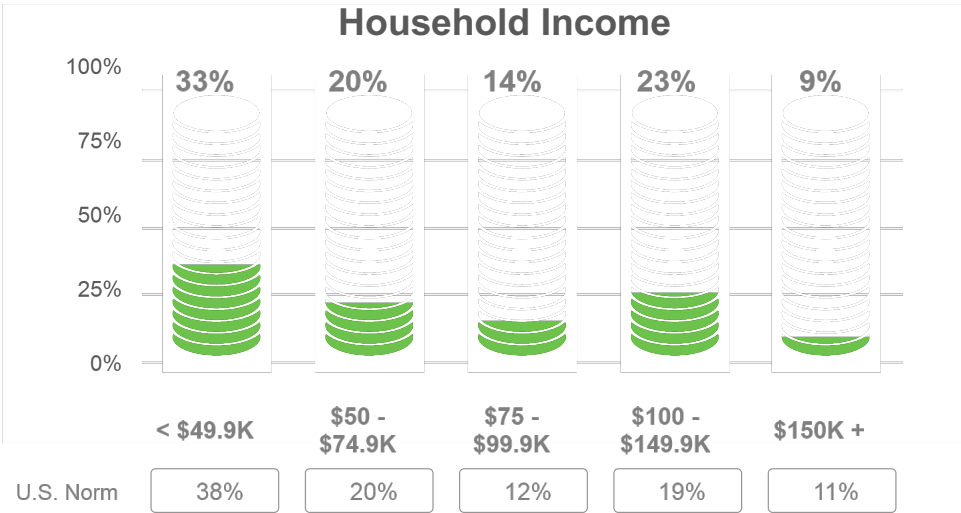
Education



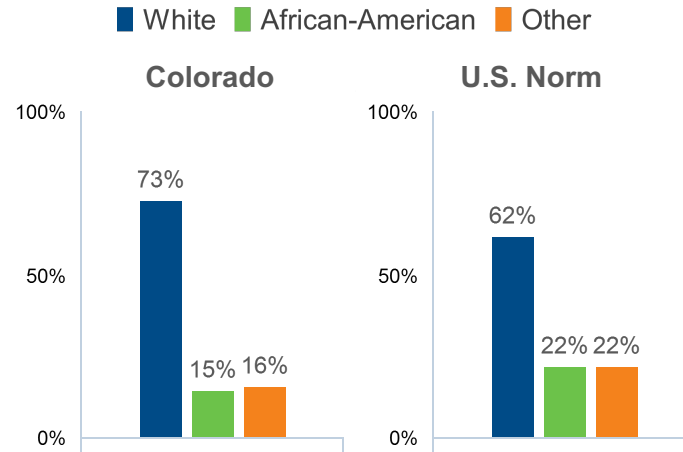
Employment



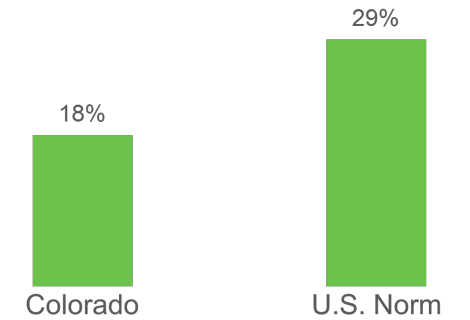
Household Income



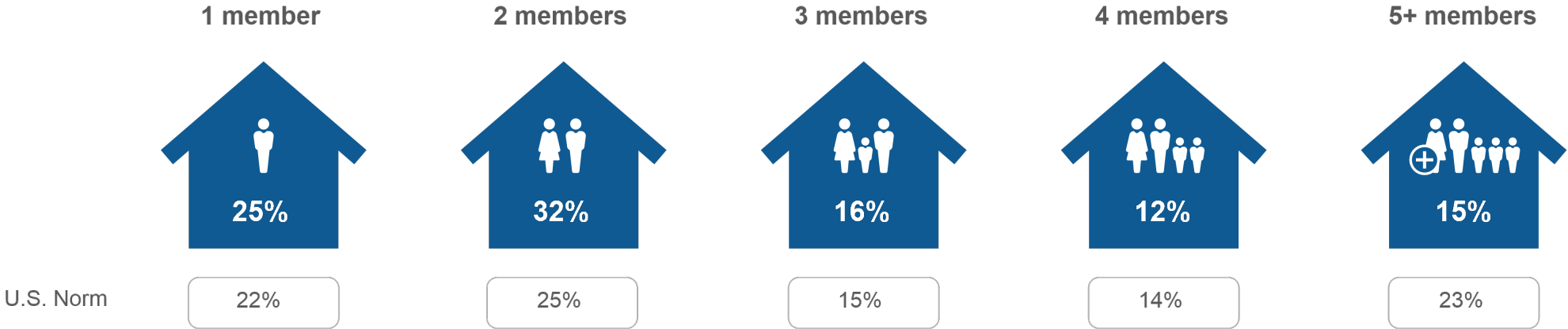
Race



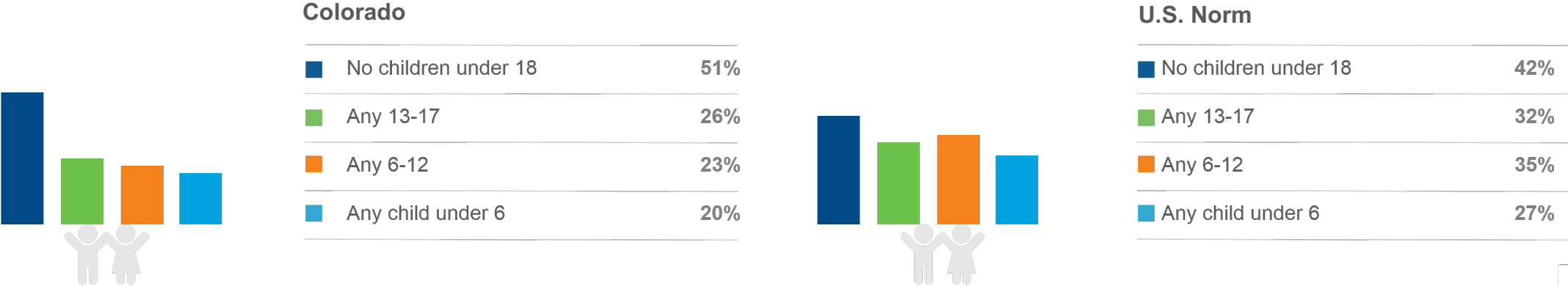
Hispanic Background



Household Size



Children in Household



C  M P A S S

Longwoods
INTERNATIONAL