



## Travel USA Visitor Profile



COLORADO  
TOURISM OFFICE

2021

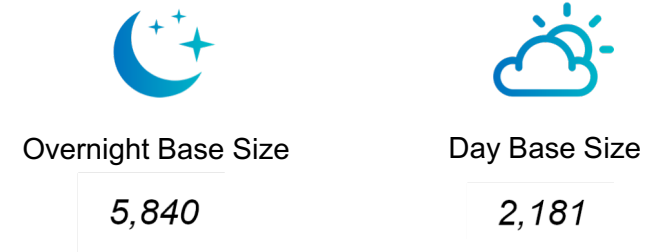
## Introduction

- 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 2021.

## 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 2021:



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

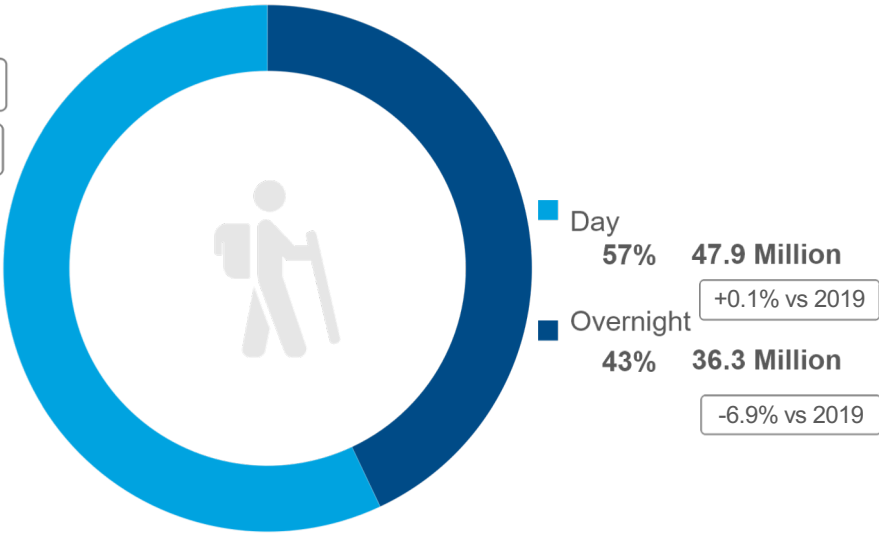
## Total Size of Colorado 2021 Domestic Travel Market

Total Person-Trips

**84.2 Million**

+13.6% vs 2020

-3.1% vs 2019



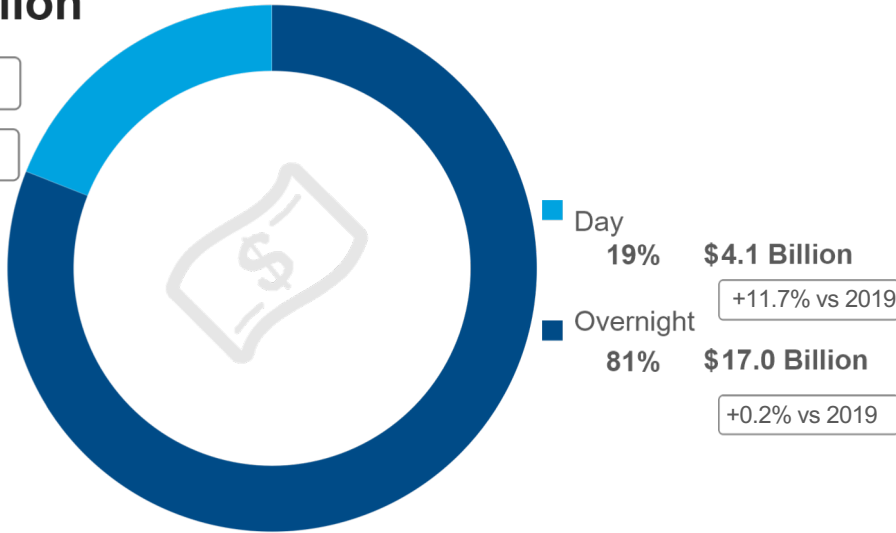
## Total Expenditures for Colorado 2021 Domestic Travel Market

Total Spending

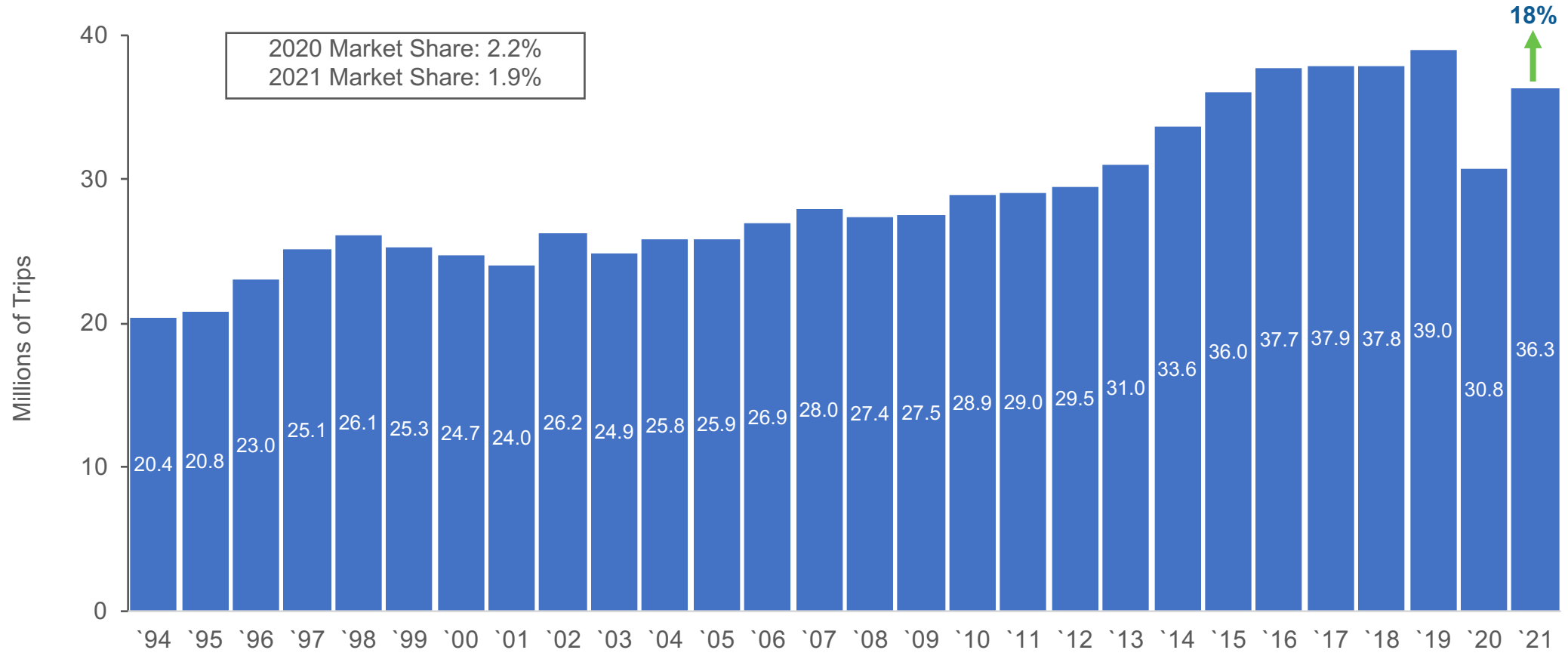
**\$ 21.1 Billion**

+27.3% vs 2020

+2.2% vs 2019

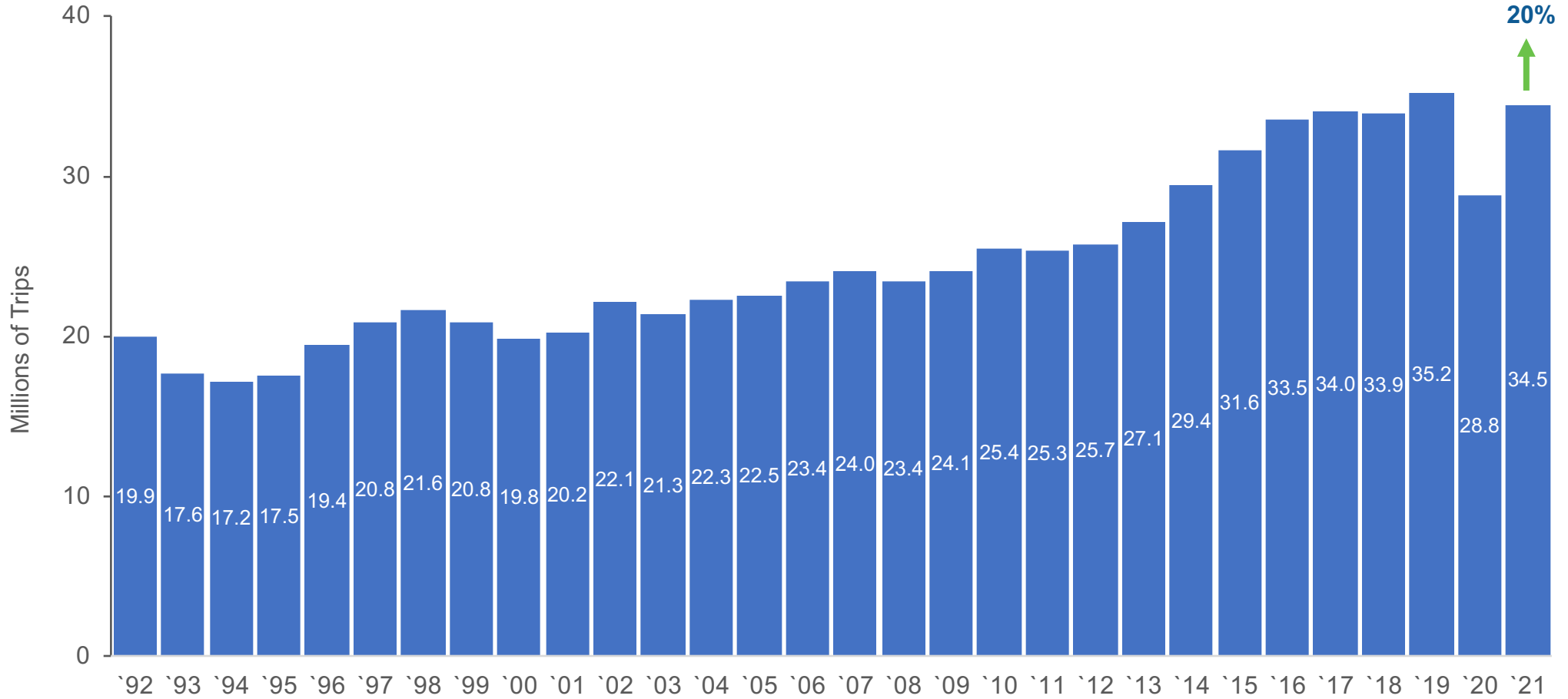


Overnight Trips to Colorado  
- 1994 to 2021



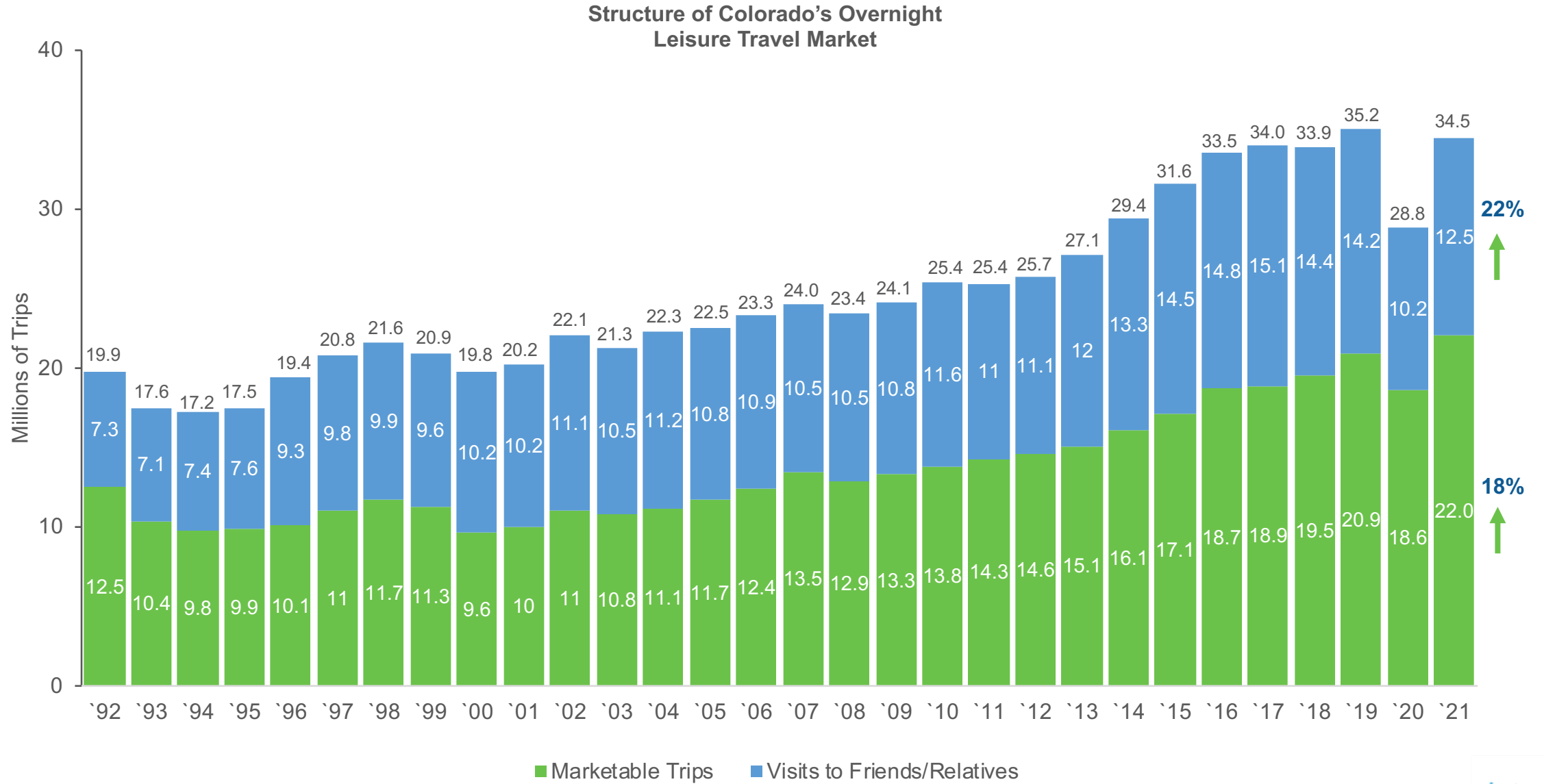
Note: Referencing this and subsequent charts showing annual trends, the Travel USA® survey was standardized for Leisure travel starting in 1992, so all charts about Leisure travel begin with that year. Questions about business trips were added in 1994; so charts about business travel or that show a total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

## Overnight Leisure Trips to Colorado - 1992 to 2021

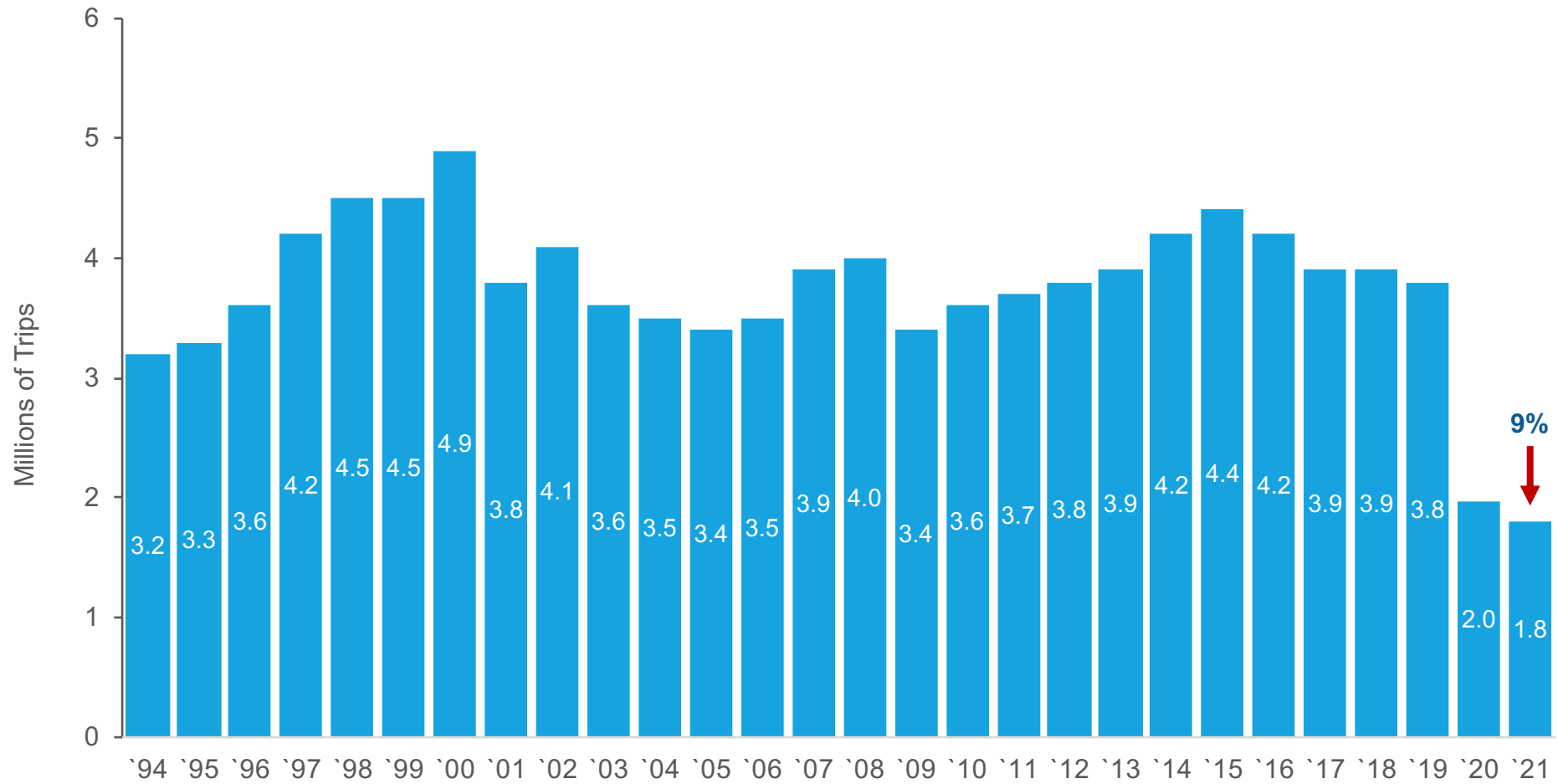


# Size and Structure of Colorado's Travel Market

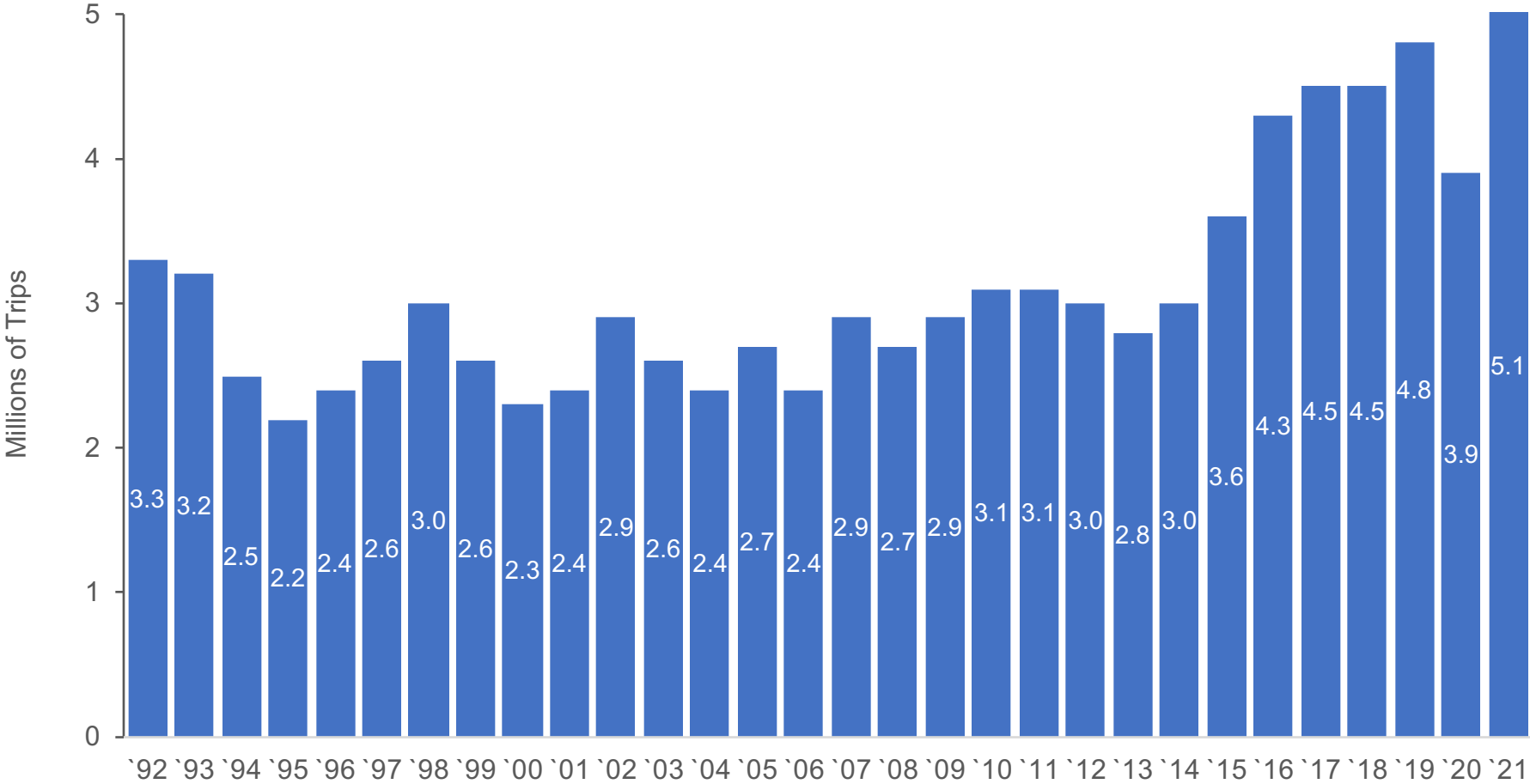
Base: Overnight Leisure Person-Trips



### Overnight Business Trips to Colorado - 1994 to 2021

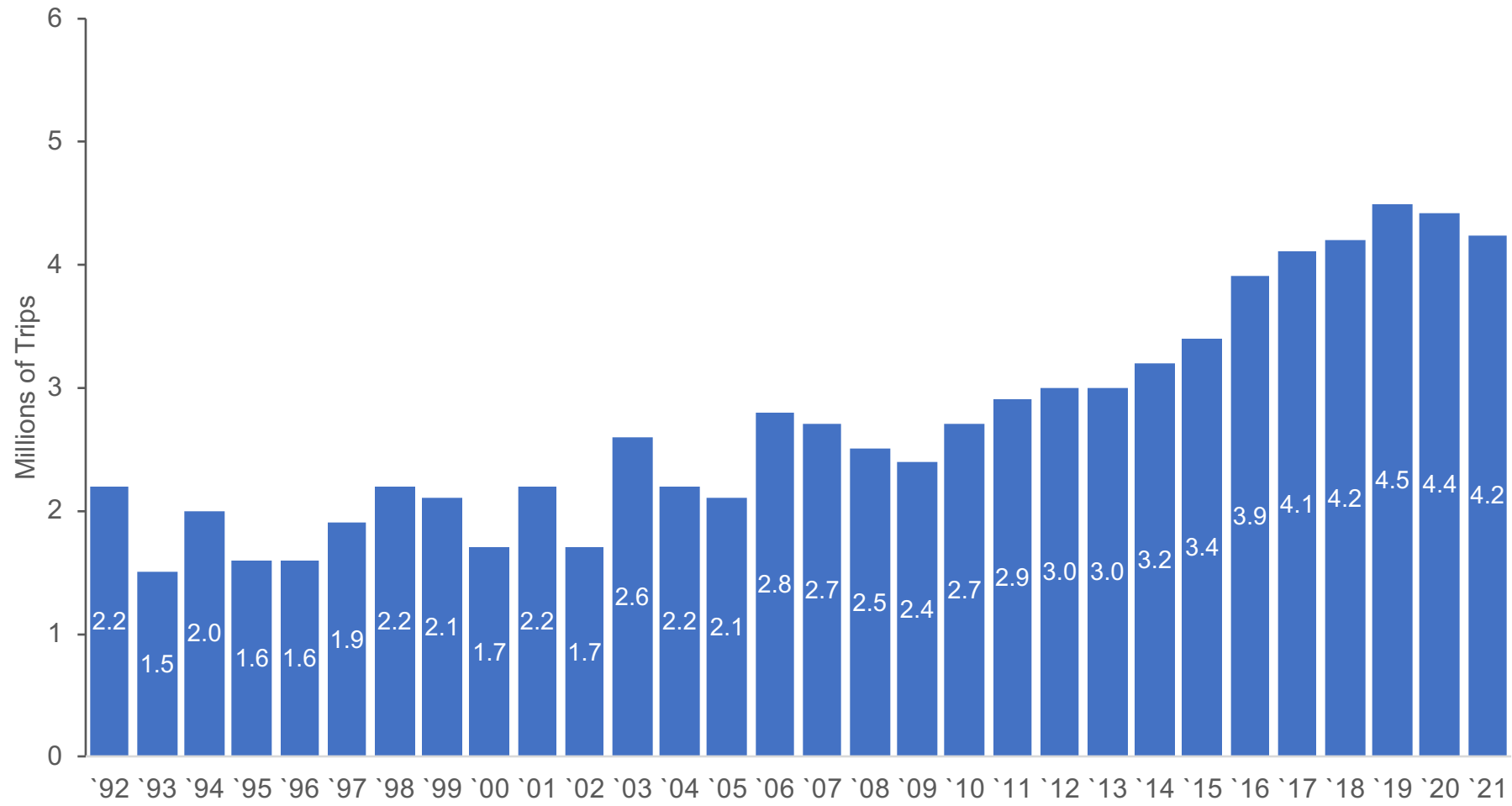


### Overnight Touring Trips to Colorado - 1992 to 2021

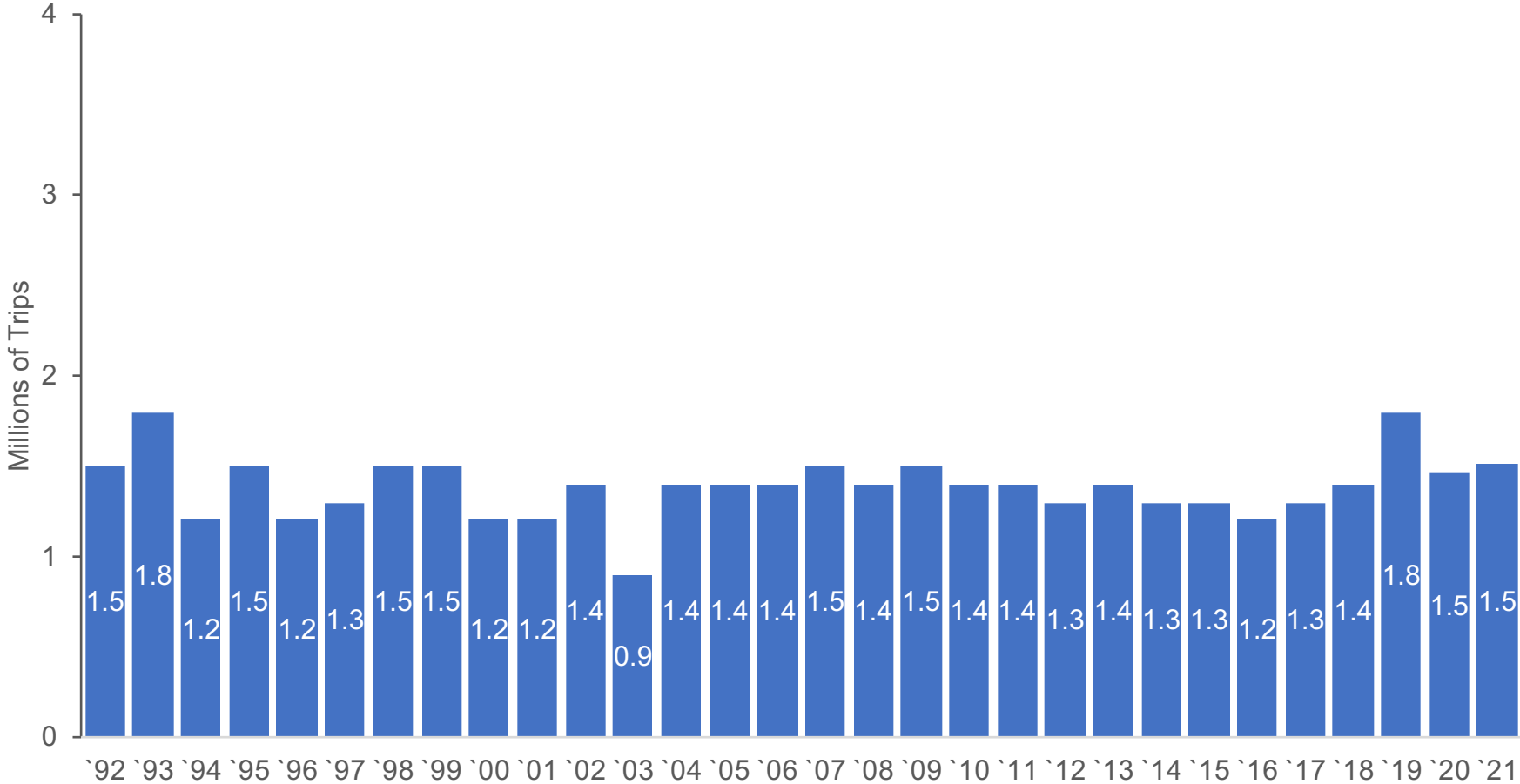




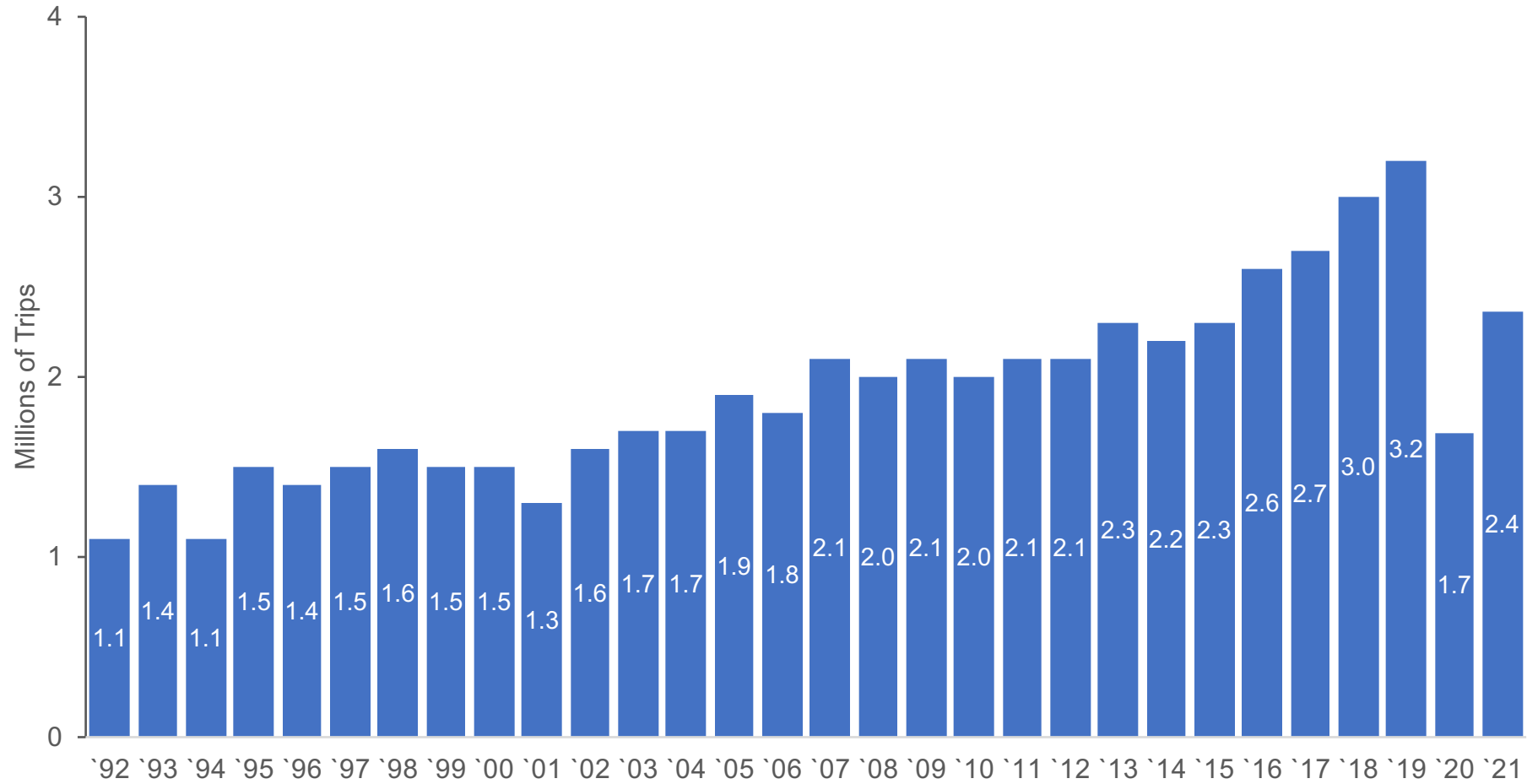
### Overnight Outdoor Trips to Colorado - 1992 to 2021

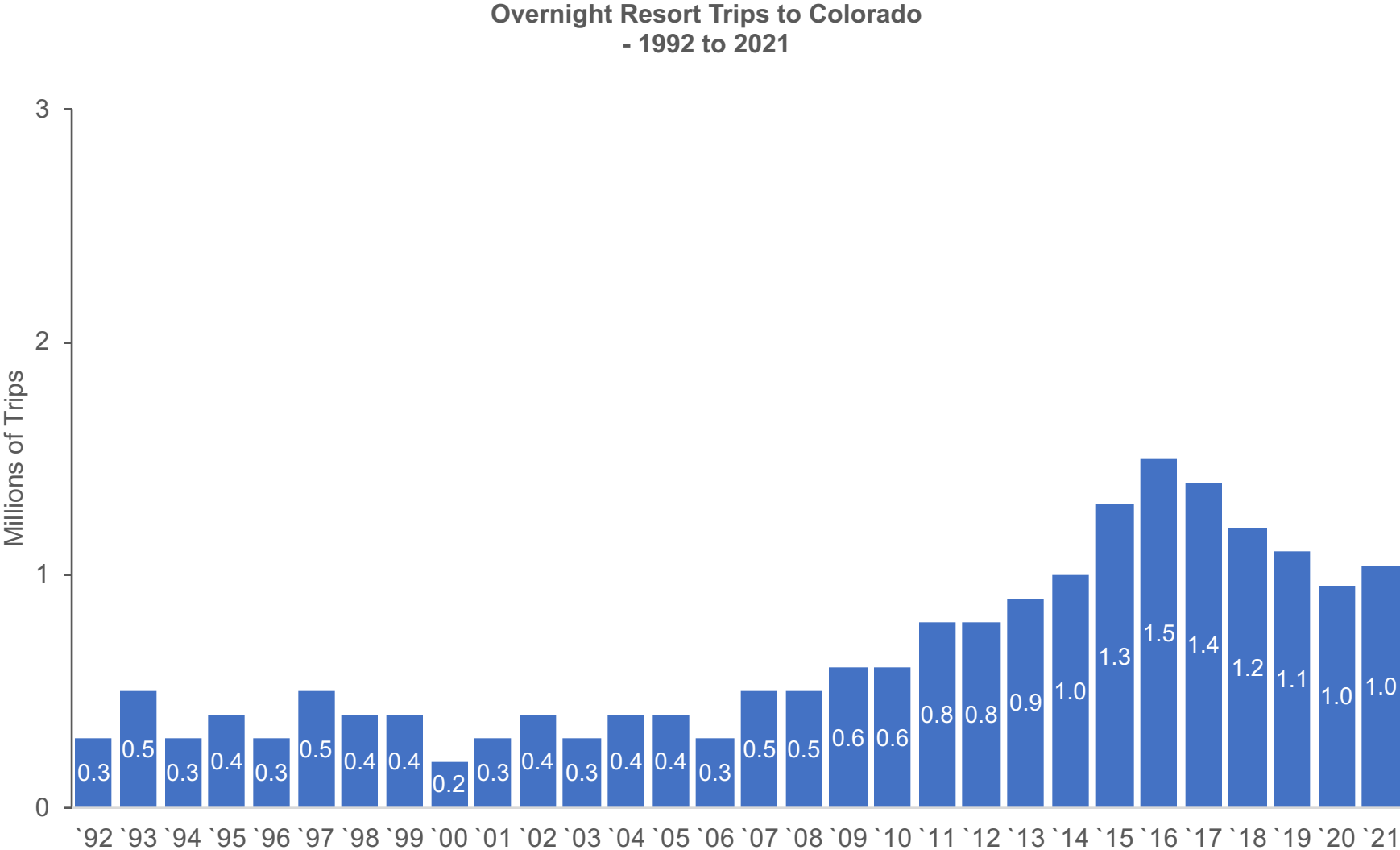


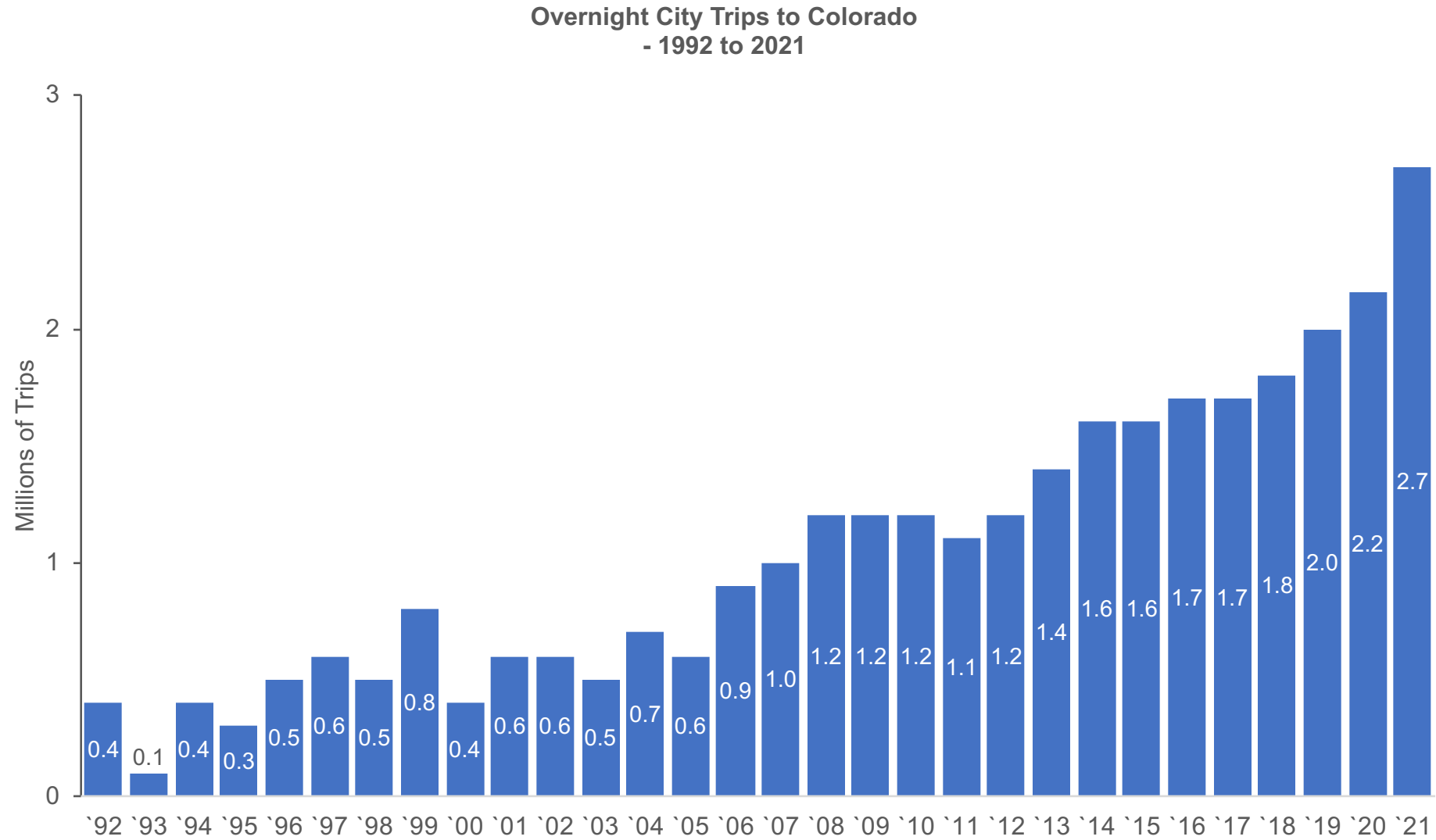
### Overnight Business-Leisure Trips to Colorado - 1992 to 2021

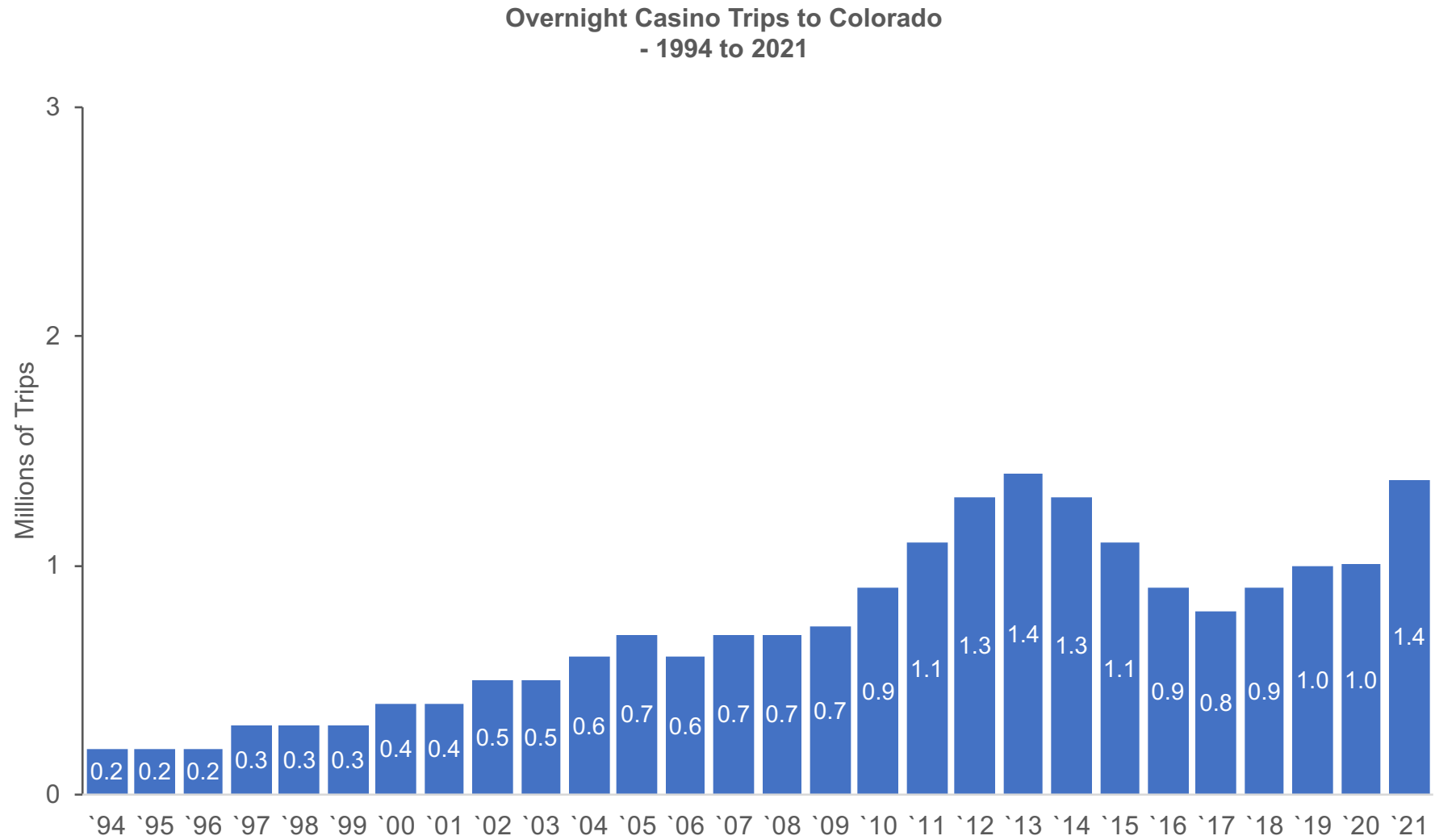


### Overnight Special Event Trips to Colorado - 1992 to 2021

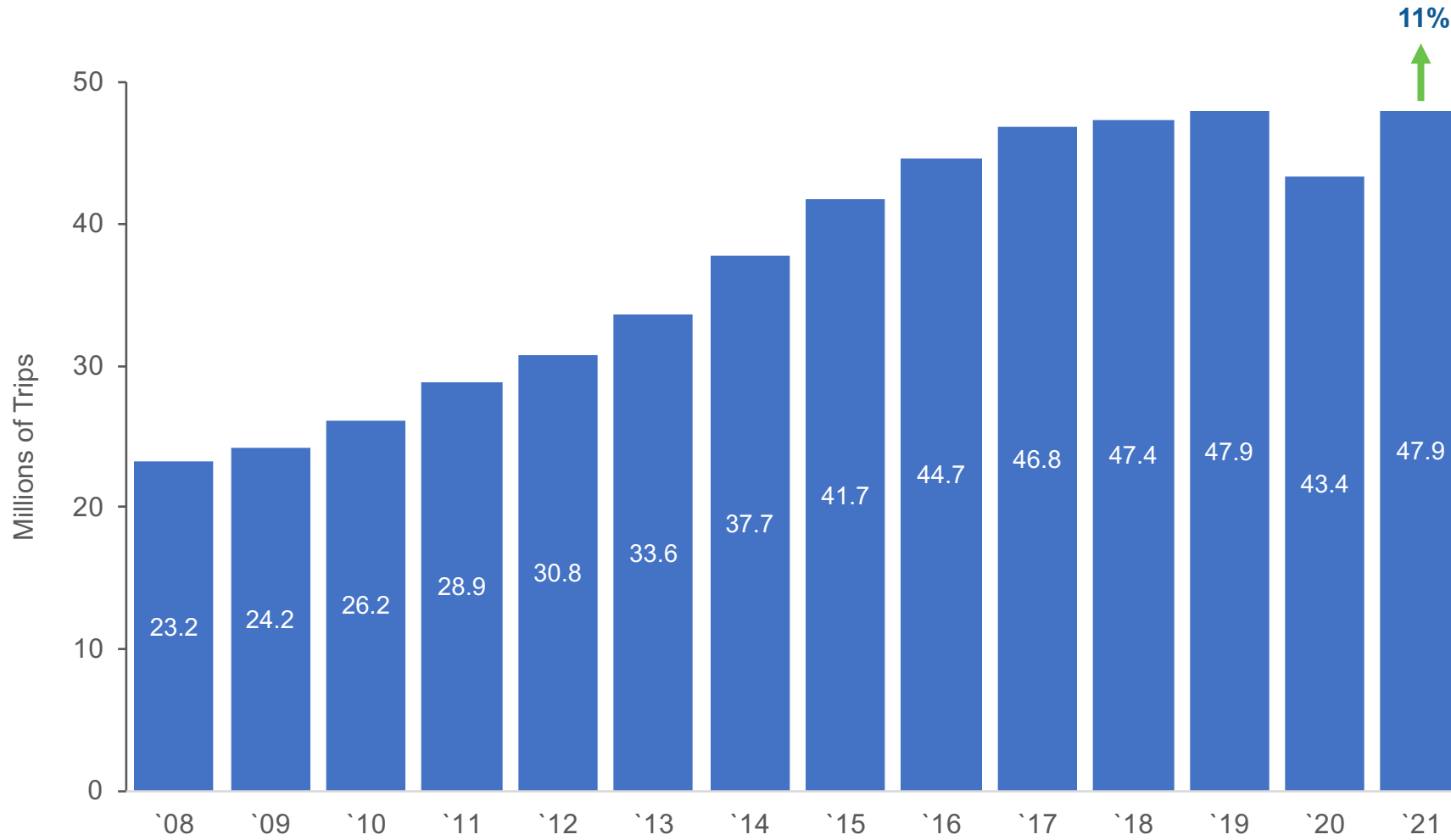






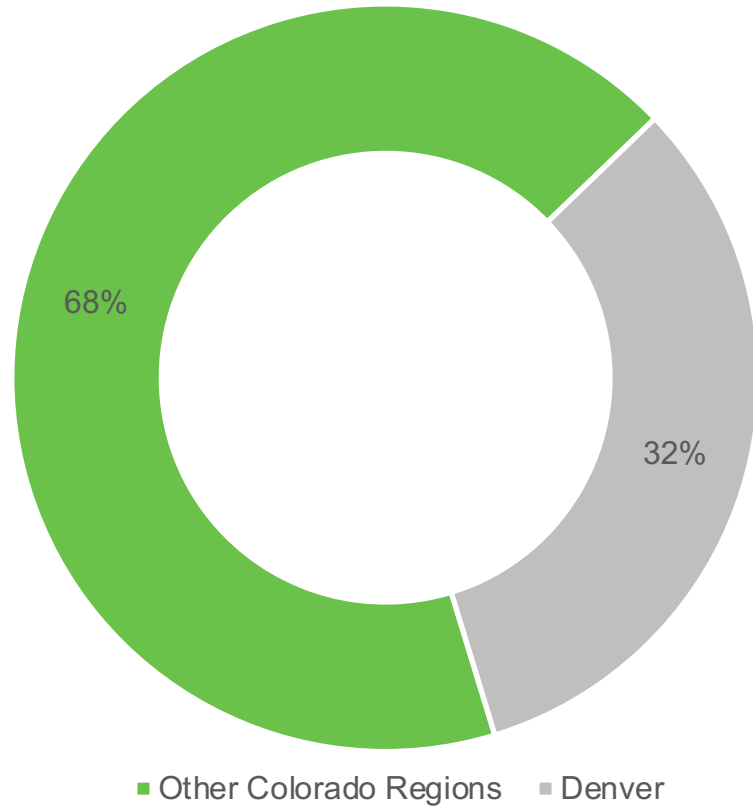


## Day Trips To/Within Colorado

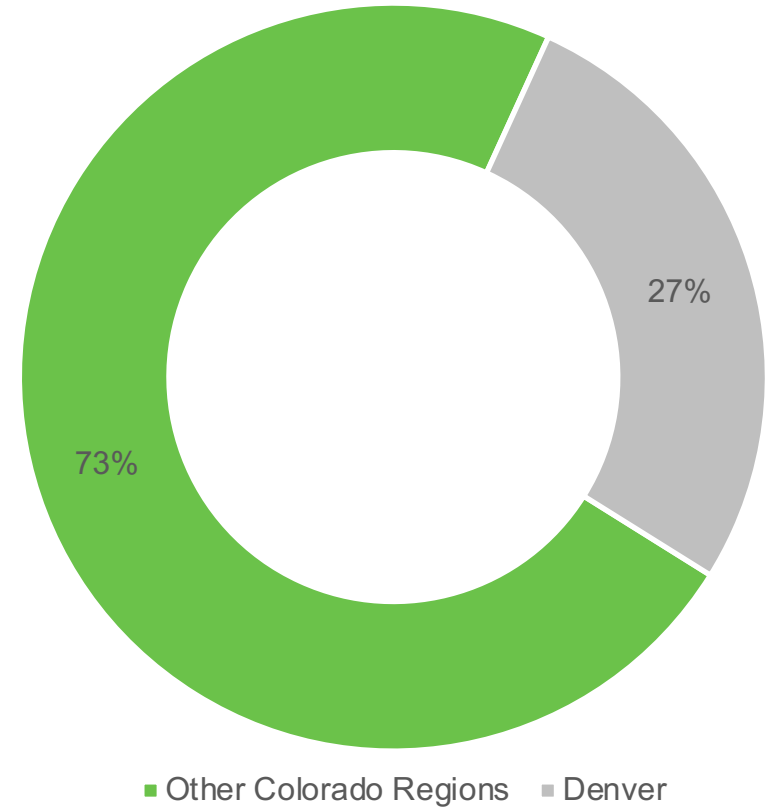


## Total Travel Spending in Colorado in 2021 Overall Total = \$21.1 Billion

### Total Overnight = \$17.0 Billion



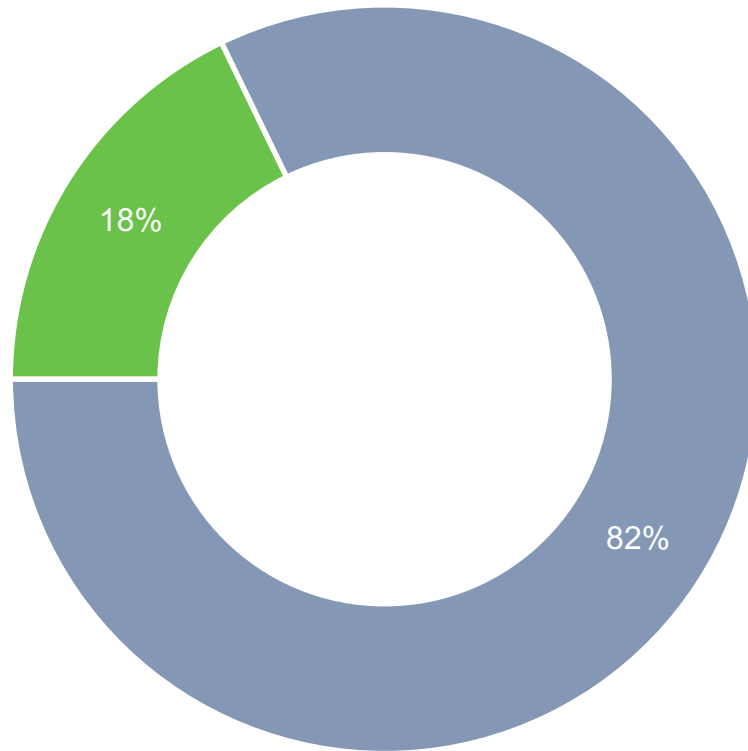
### Total Day = \$4.1 Billion





## Total Travel Spending in Colorado - Overnight Visitors

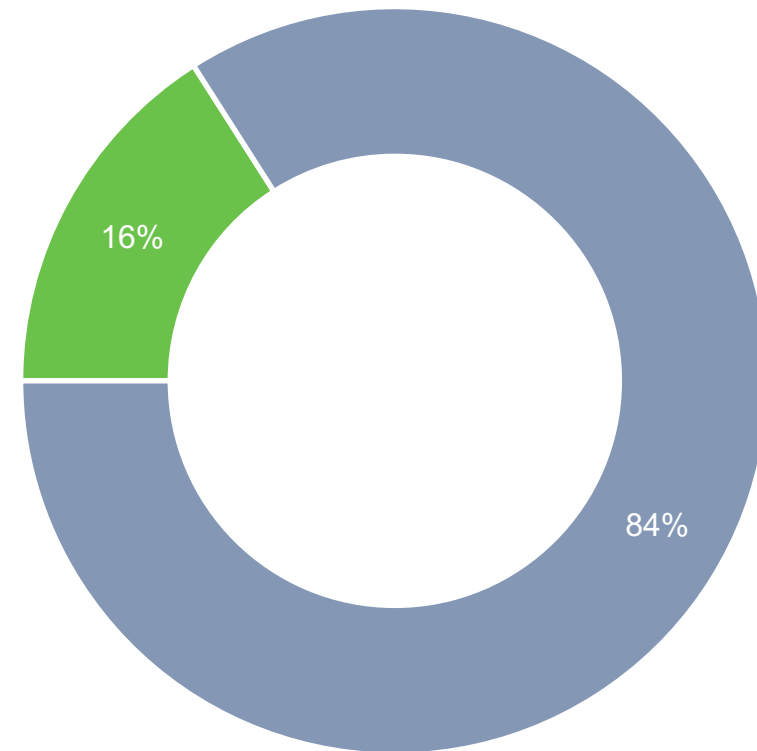
2020 Total= \$13.1 Billion



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

2021 Total= \$17.0 Billion

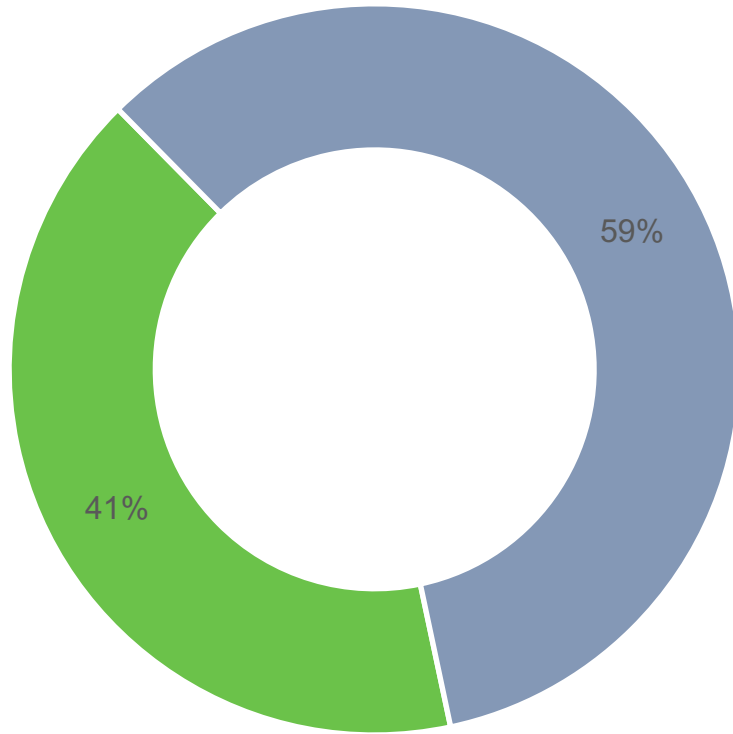
Total Spending Up 30%



- Colorado Residents (\$2.7 Billion)
- Out-of-State Visitors (\$14.3 Billion)

## Total Travel Spending in Colorado - Day Visitors

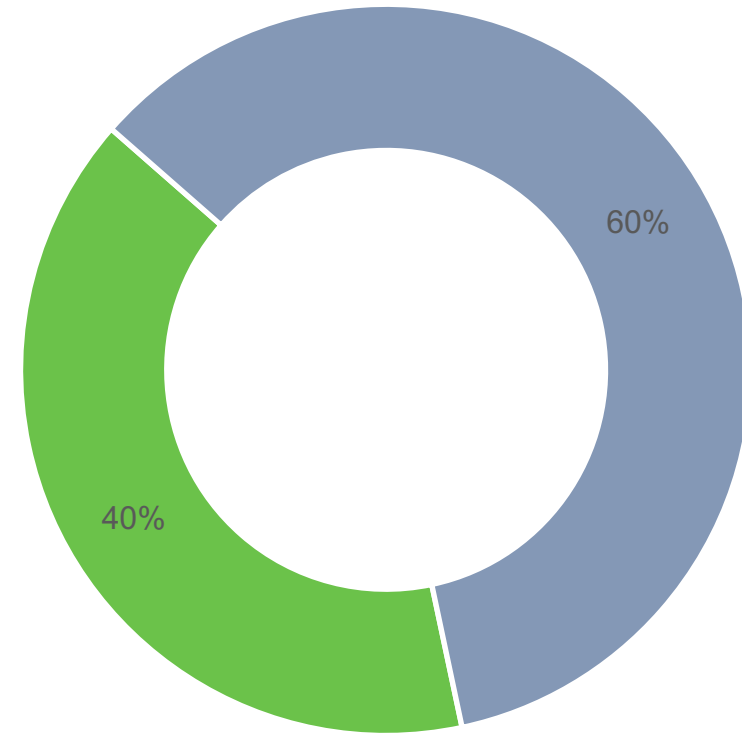
2020 Total= \$3.4 Billion



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

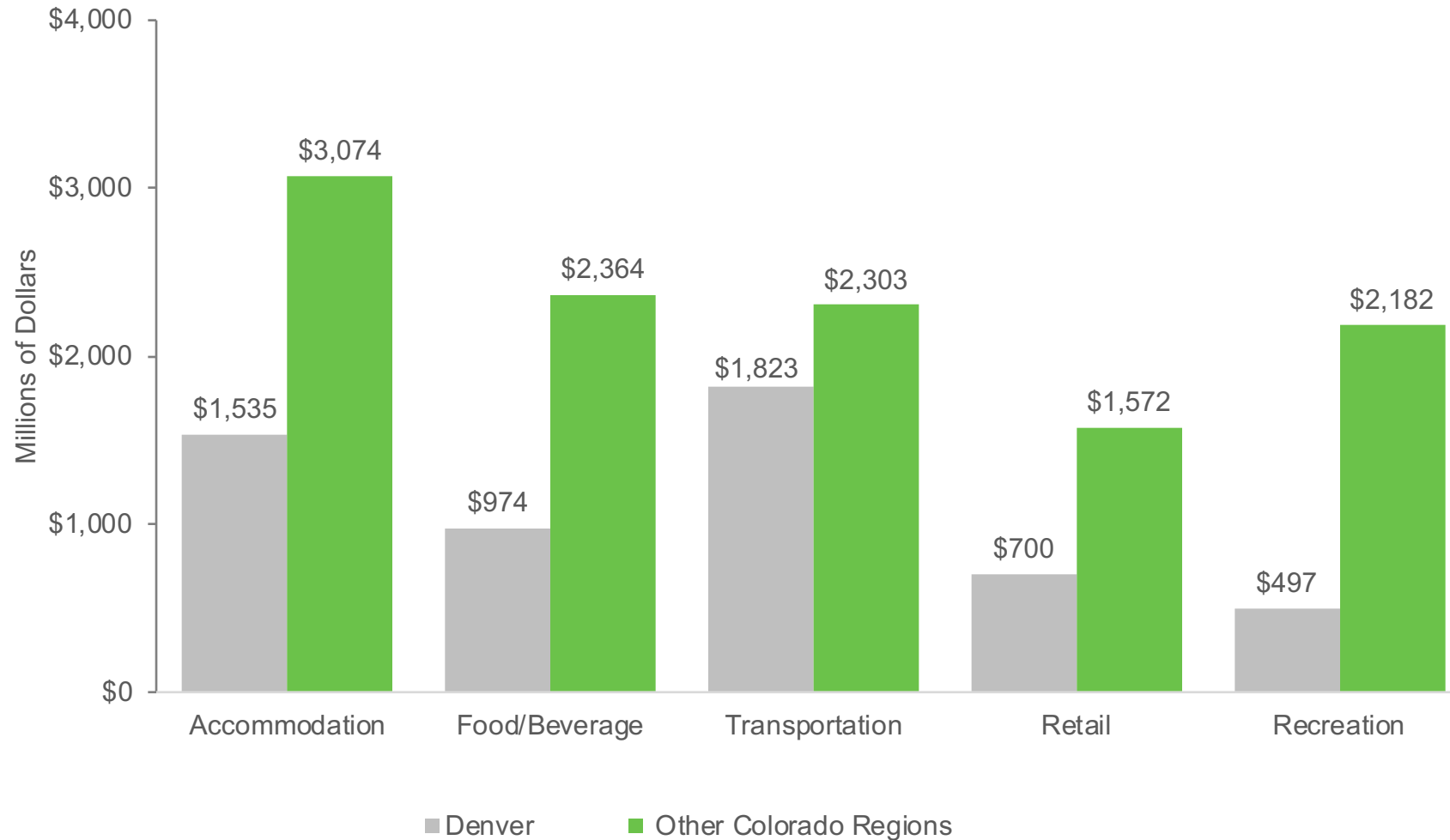
2021 Total= \$4.1 Billion

Total Spending Up 18%

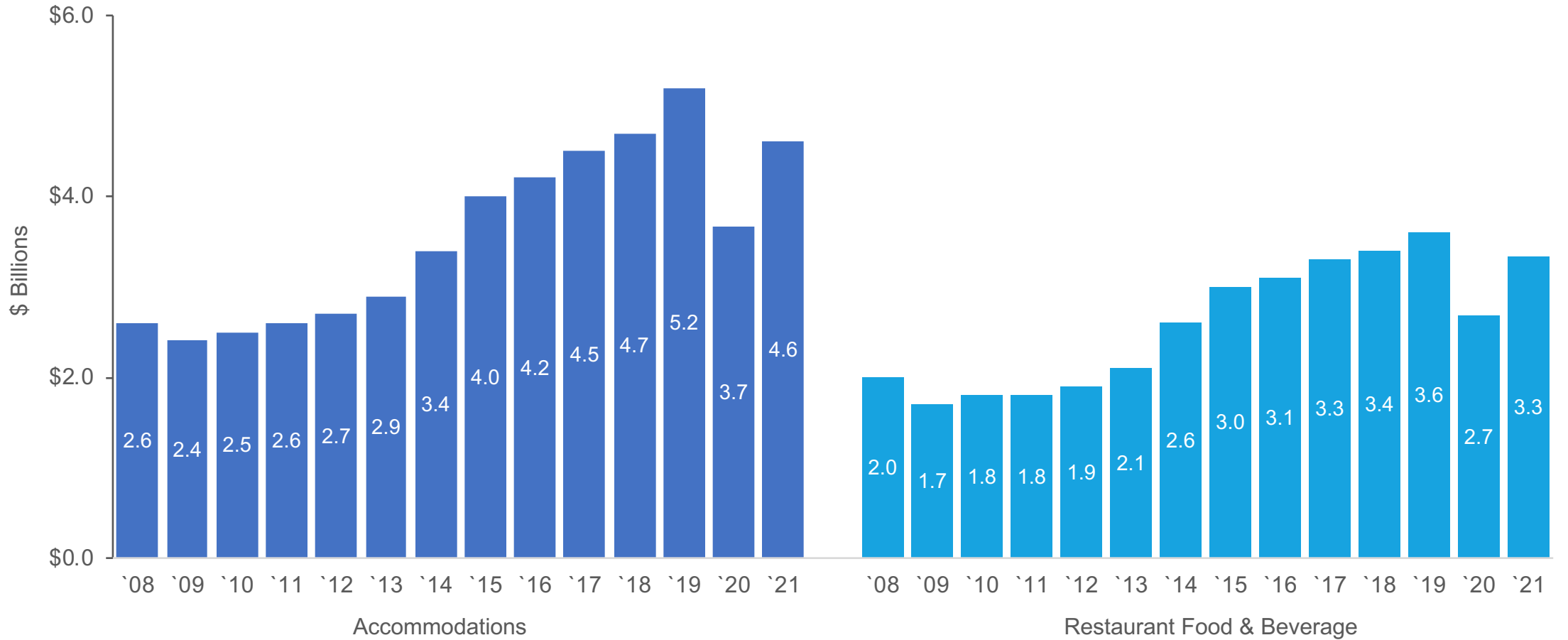


- Colorado Residents (\$1.6 Billion)
- Out-of-State Visitors (\$2.4 Billion)

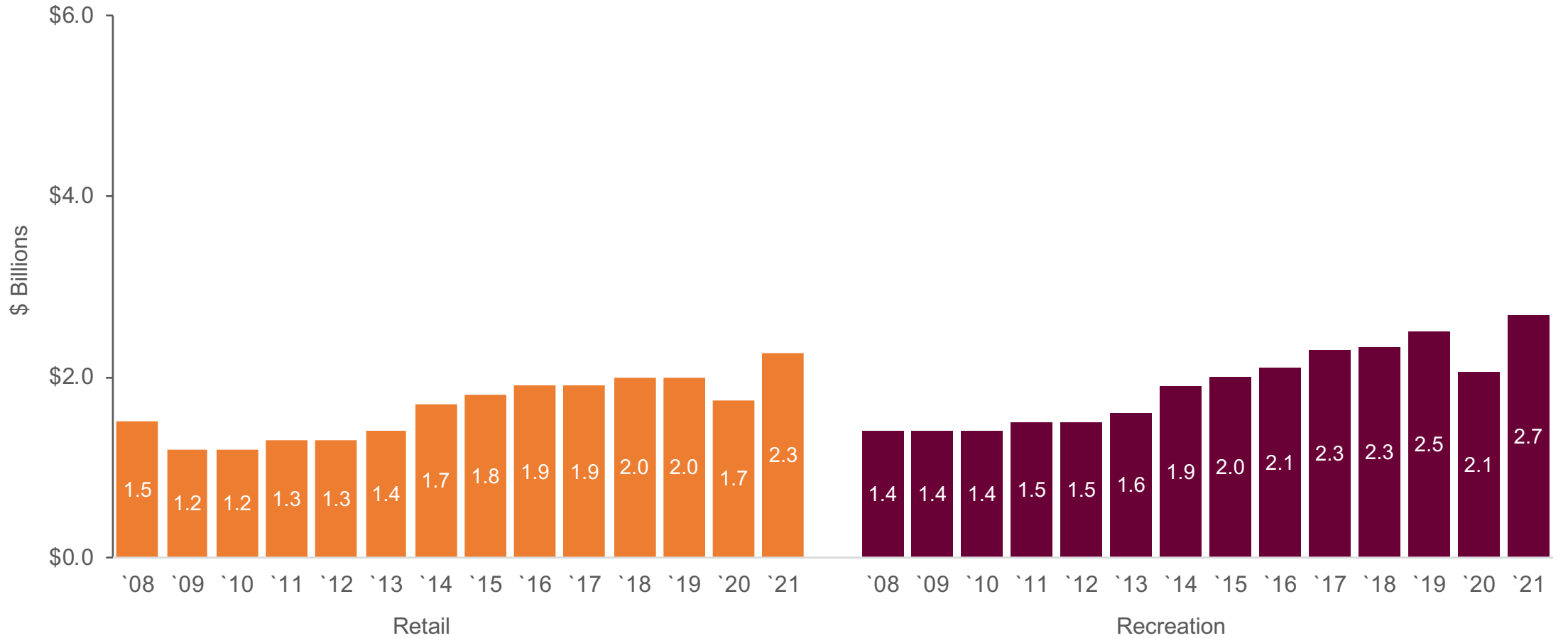
### Overnight Travel Spending in 2021 by Sector - Denver vs. Other Colorado Regions



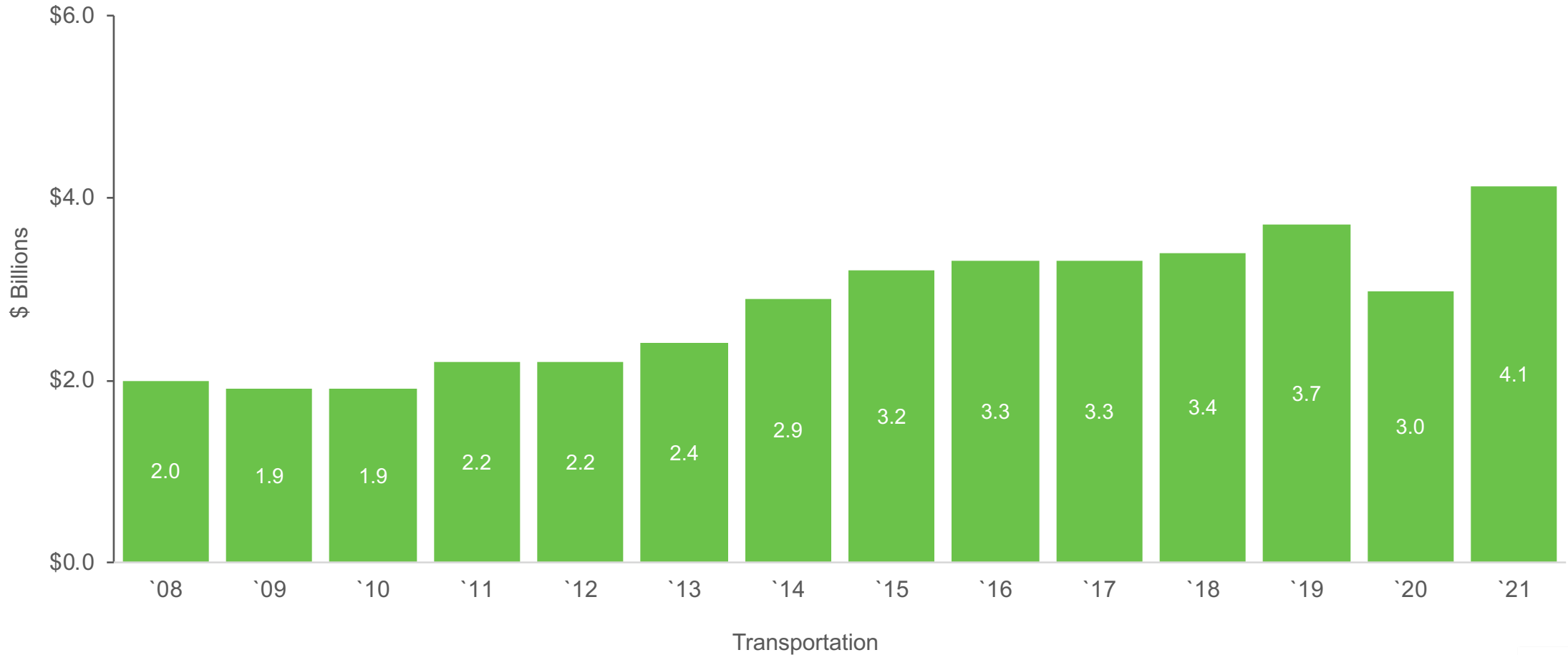
## Colorado Expenditure Tracking - Overnight Visitors



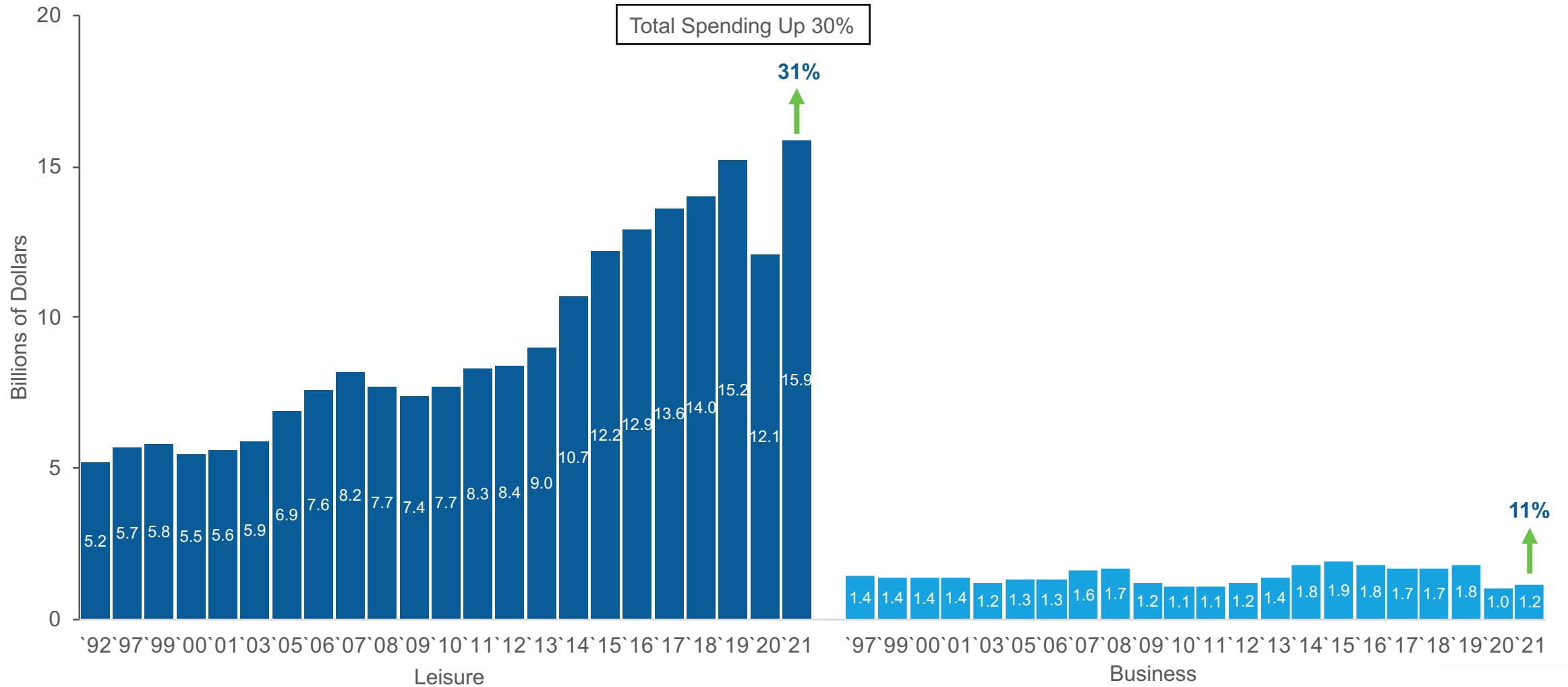
### Colorado Expenditure Tracking - Overnight Visitors

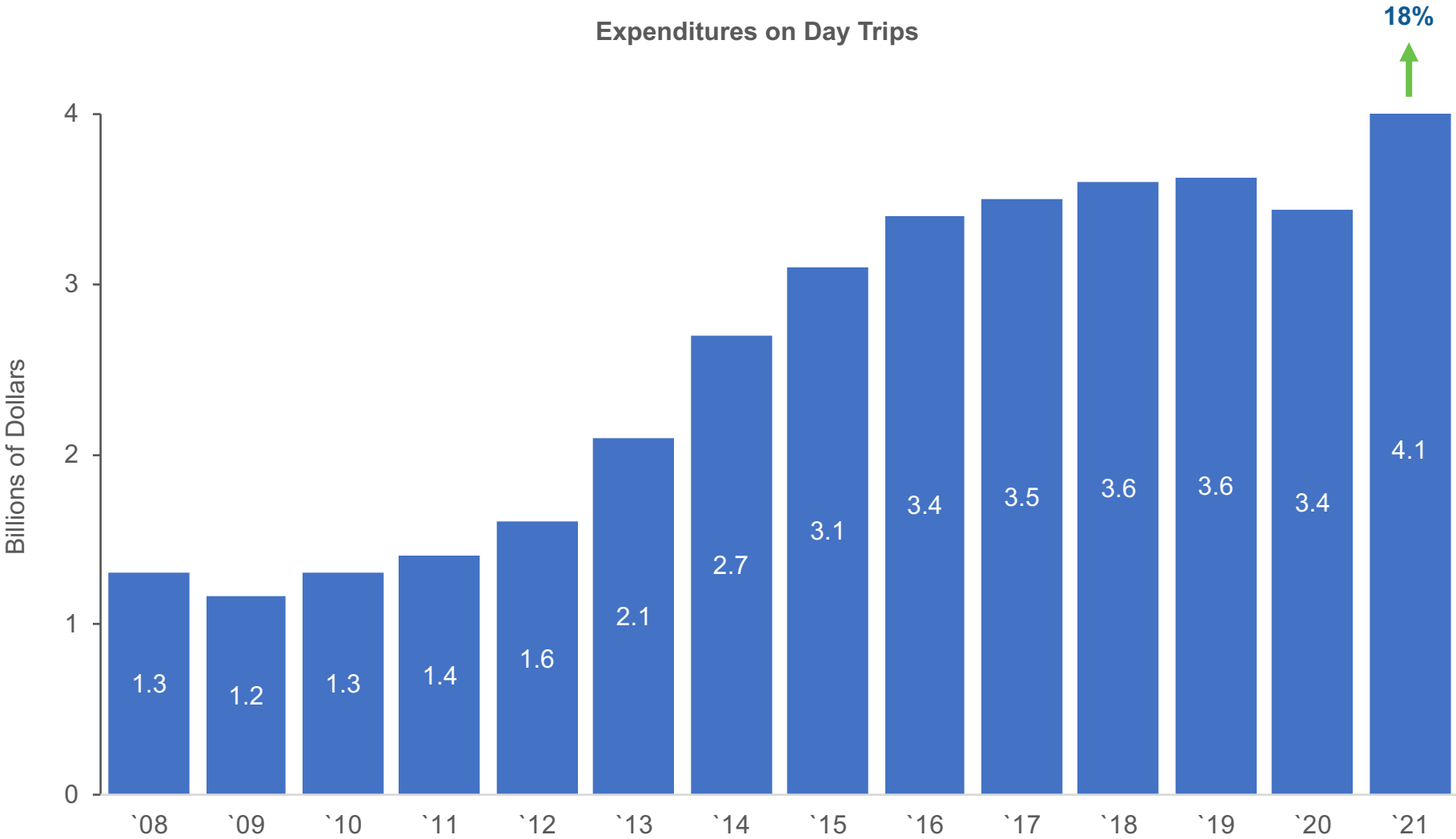


### Colorado Expenditure Tracking - Overnight Visitors



**Actual Travel Expenditures on Overnight Trips  
– 1992 to 2021**









# Travel USA Visitor Profile

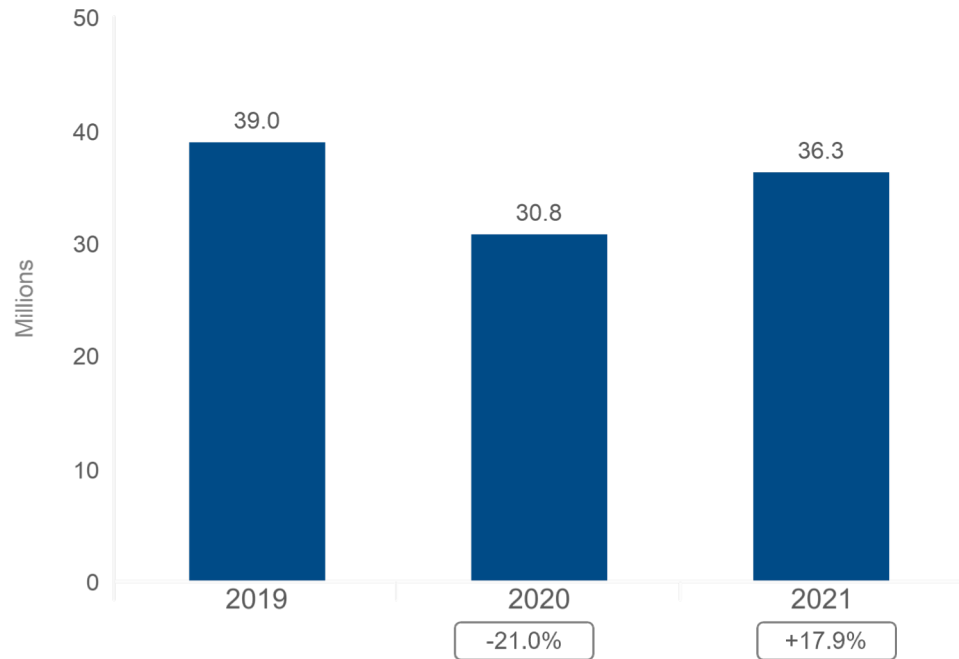
## Overnight Visitation



COLORADO  
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2021

## Overnight Trips to Colorado



## Past Visitation to Colorado

**81%** of overnight travelers to Colorado are repeat visitors

**58%** of overnight travelers to Colorado had visited before in the past 12 months

## Domestic Overnight Expenditures - by Sector

Total Spending  
**\$ 17.023 Billion**

+29.7% vs. last year



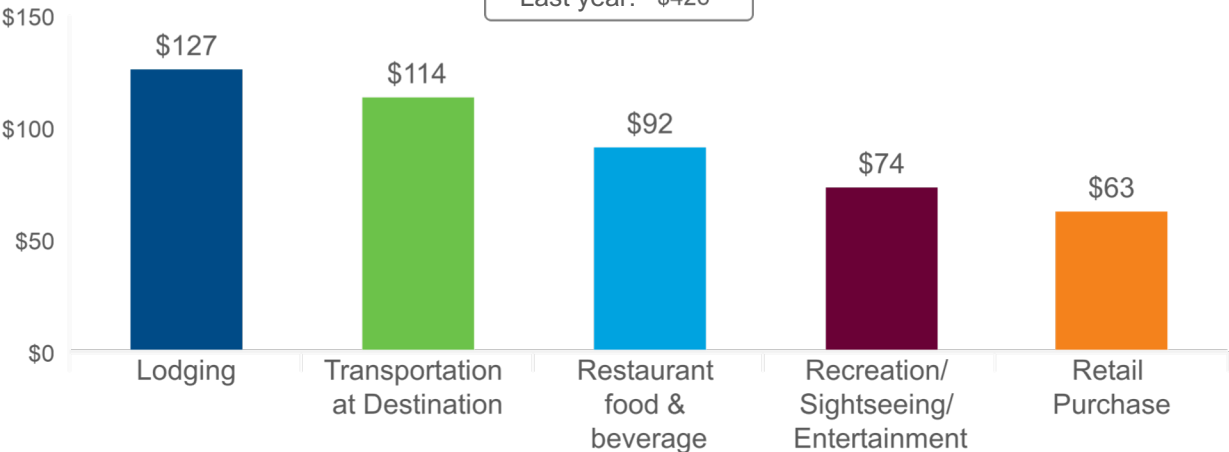
Lodging	27%	\$4,608 Million
Transportation at Destination	24%	\$4,125 Million
Restaurant Food & Beverage	20%	\$3,338 Million
Retail Purchase	13%	\$2,272 Million
Recreation/Entertainment	16%	\$2,679 Million

vs. last year
+25.8%
+38.4%
+24.6%
+30.5%
+30.2%

## Average Per Person Expenditures on Domestic Overnight Trips - by Sector

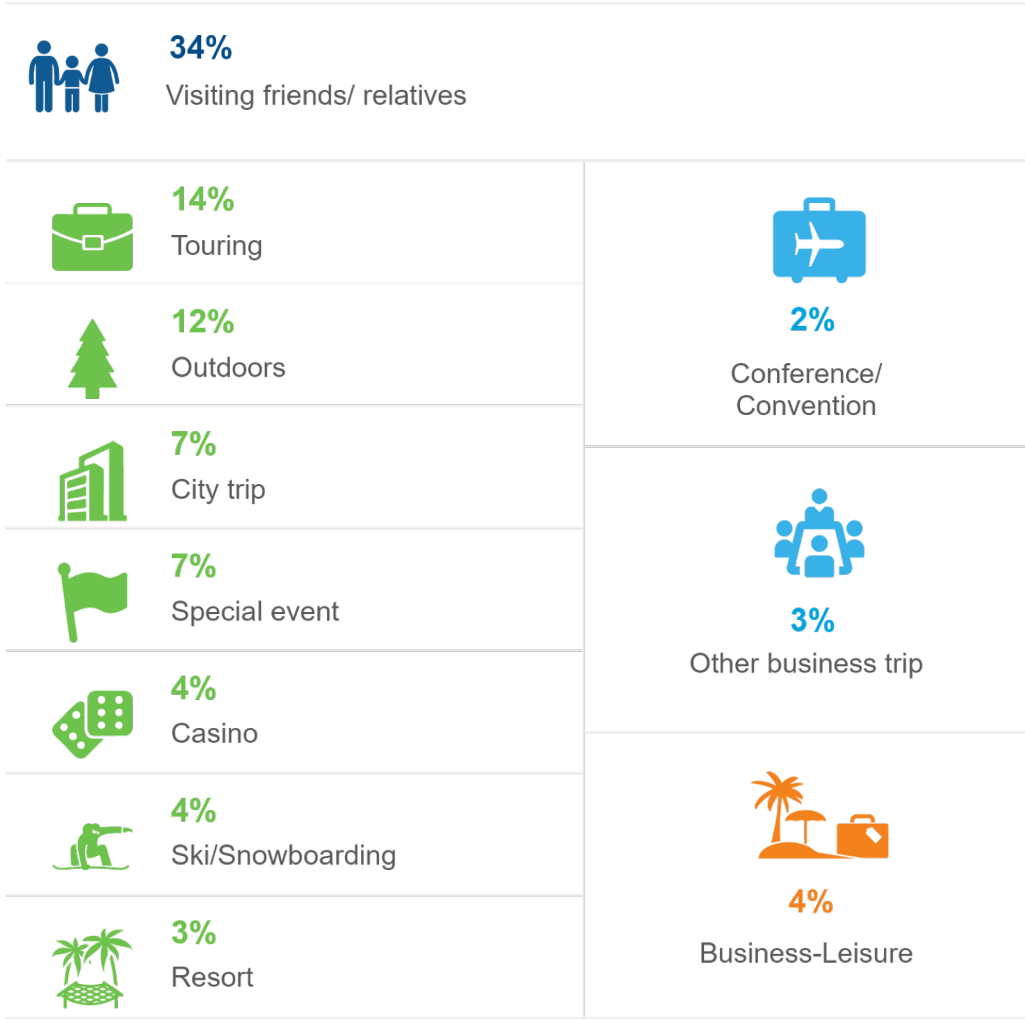
**Average Per Person: \$ 469**

Last year: \$426

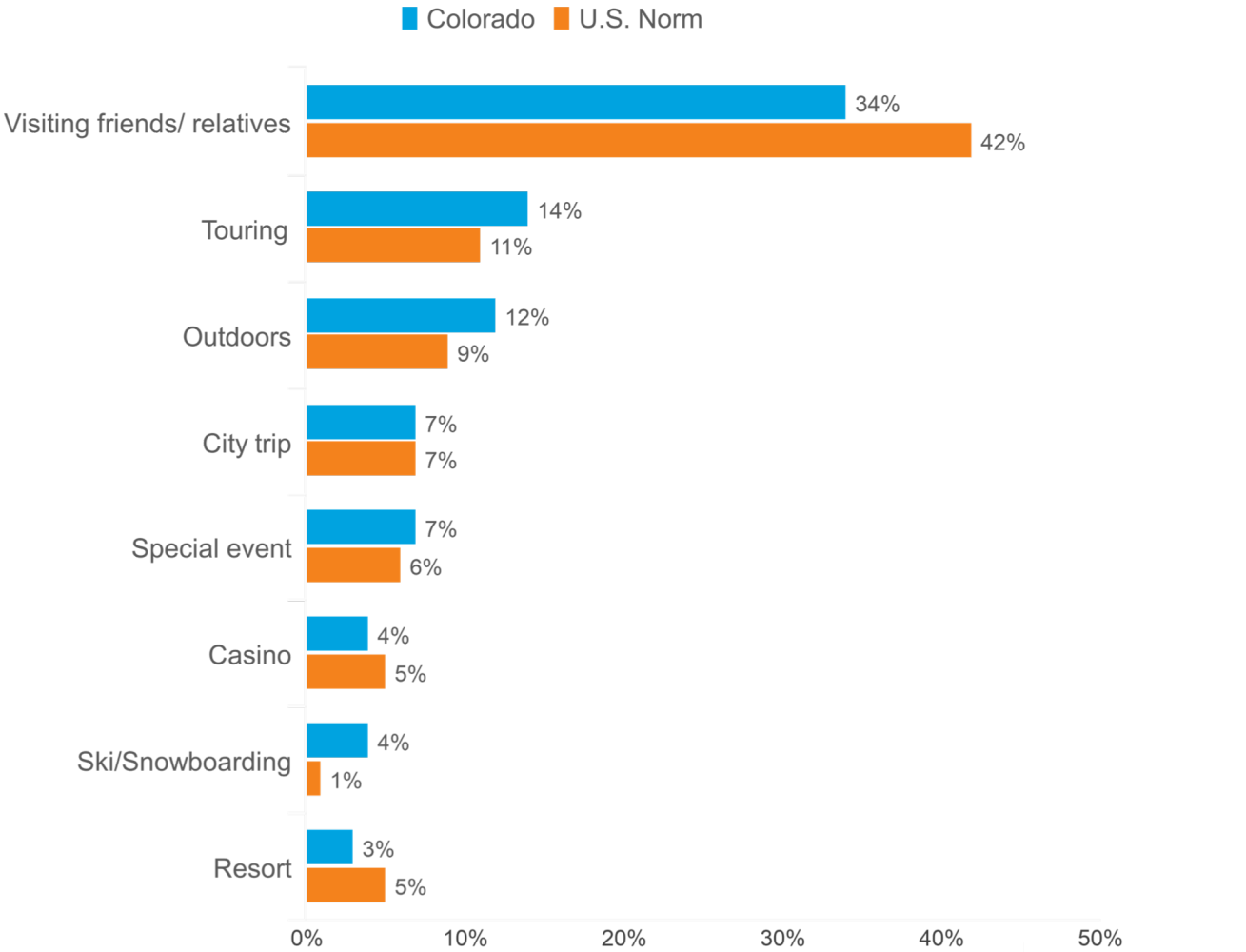


**Average Per Person:**  
 Leisure \$451  
 Business \$631

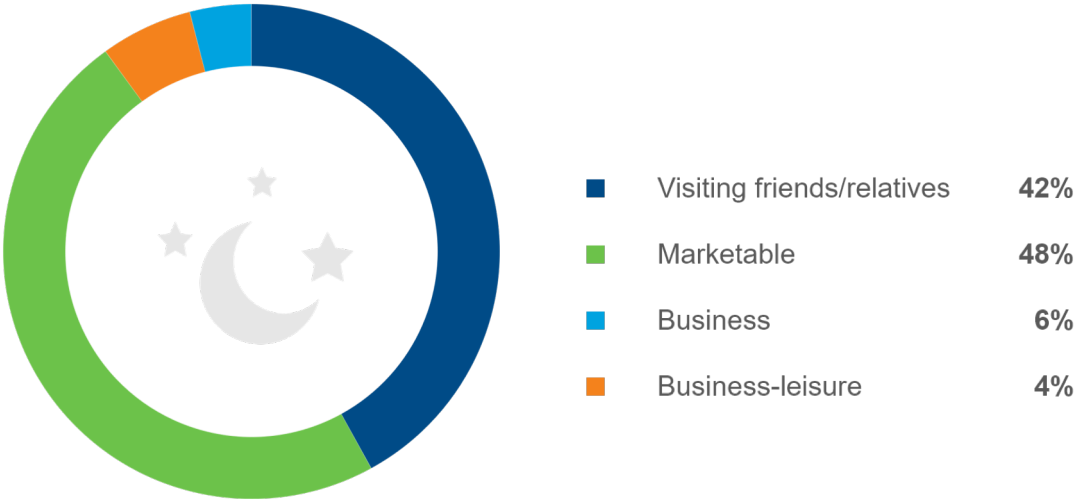
## Main Purpose of Trip



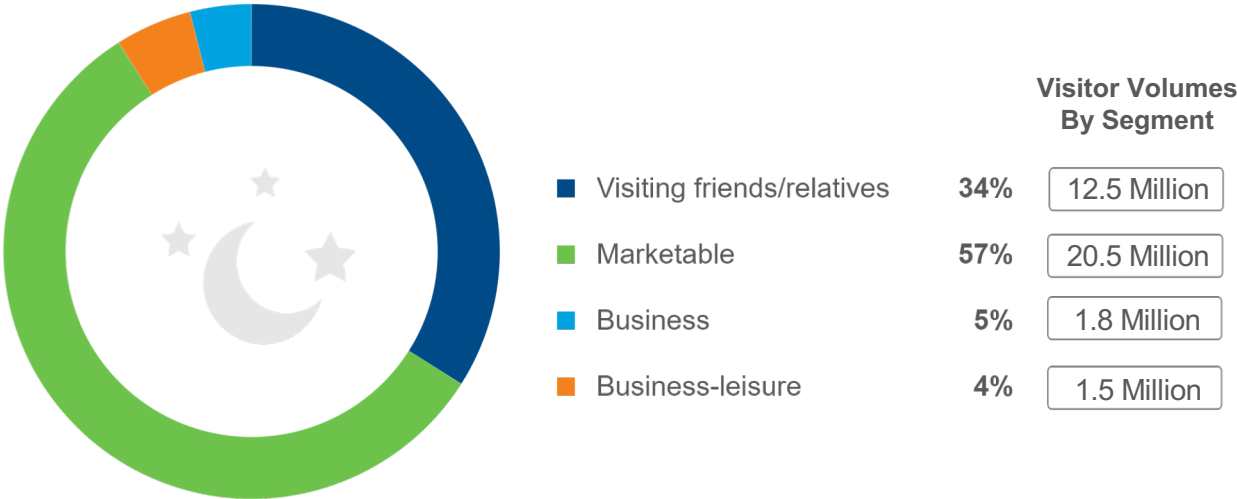
## Main Purpose of Leisure Trip



### 2021 U.S. Overnight Trips



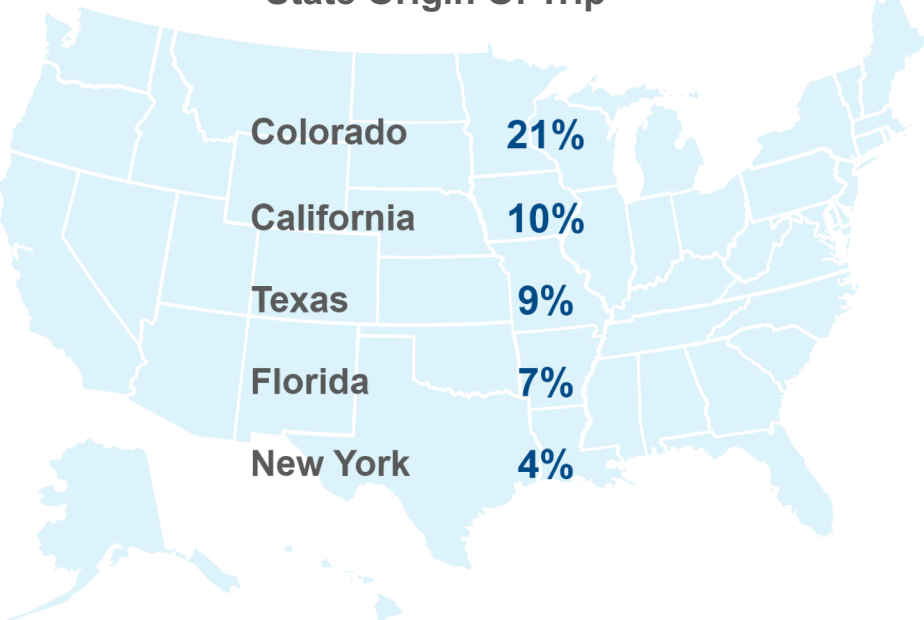
### 2021 Colorado Overnight Trips



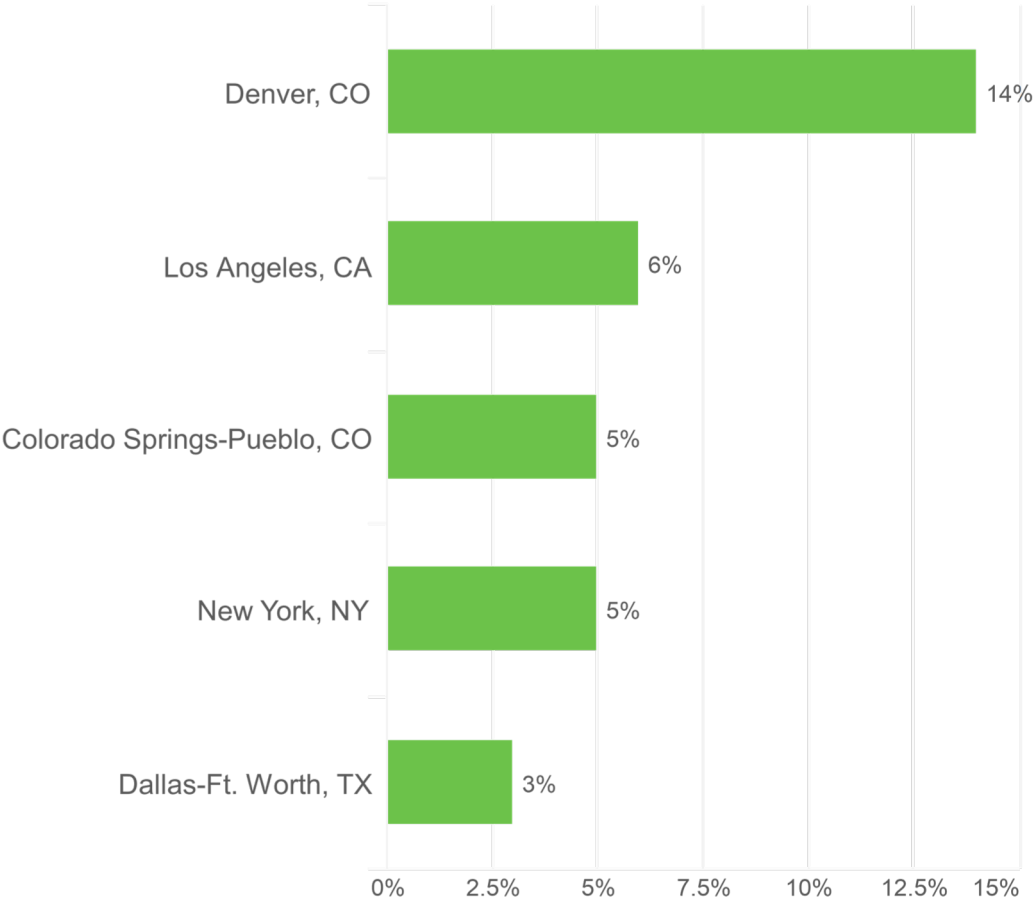
# Colorado's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

## State Origin Of Trip



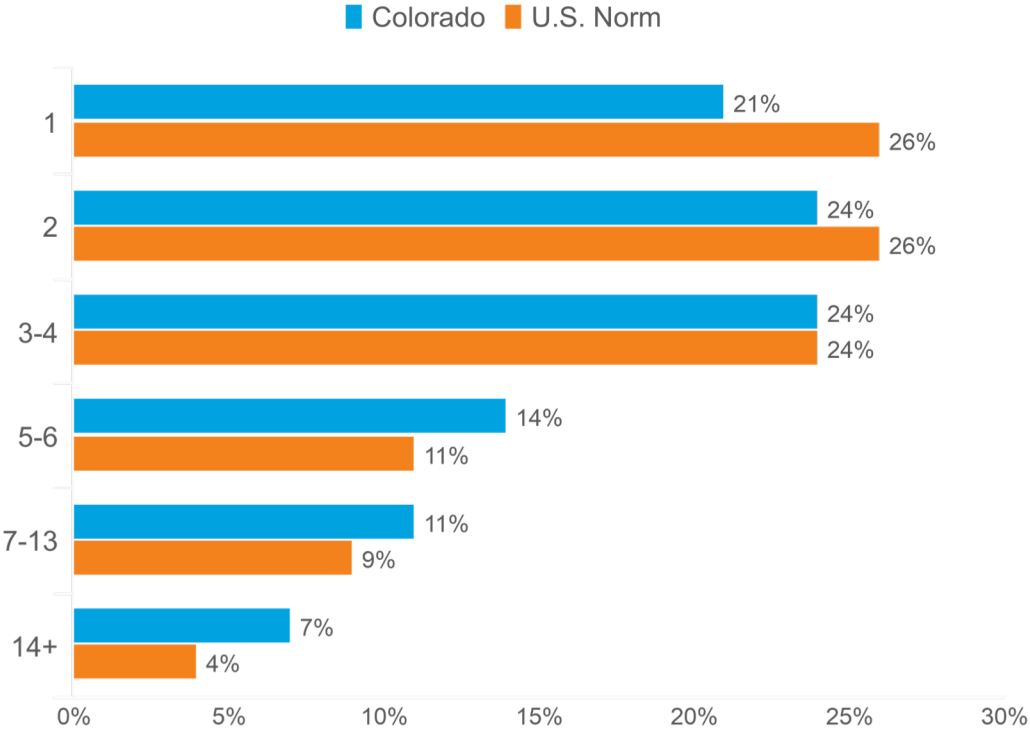
## DMA Origin Of Trip



## Season of Trip Total Overnight Person-Trips



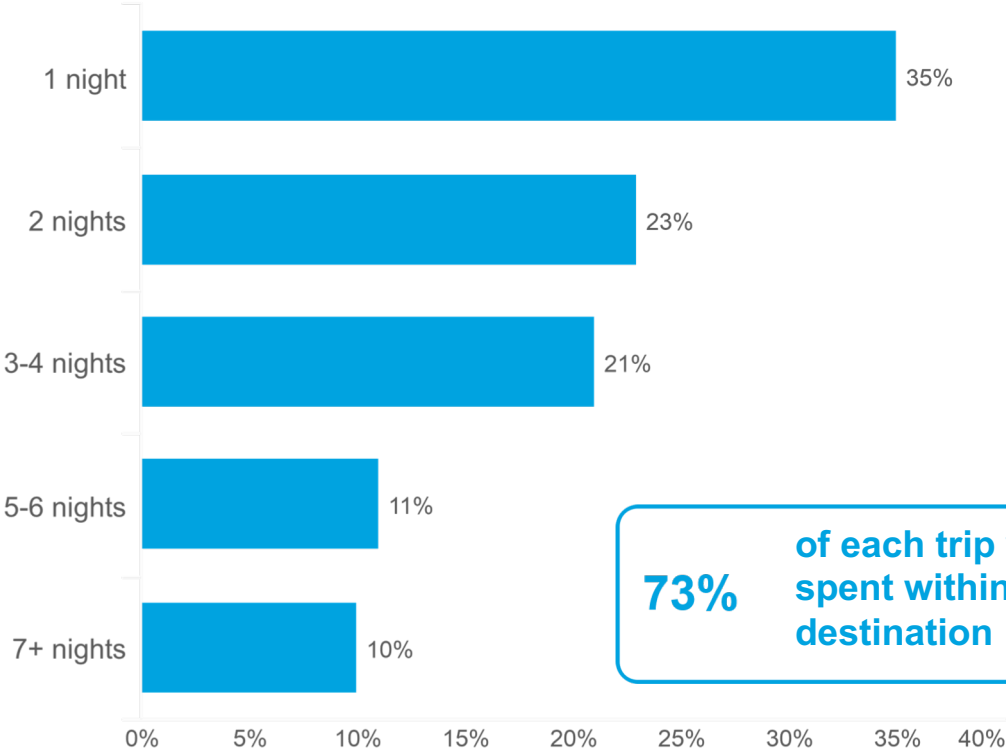
## Total Nights Away on Trip



Colorado  
**4.6**  
Average Nights

U.S. Norm  
**3.9**  
Average Nights

## Nights Spent in Colorado



**73%** of each trip was spent within the destination

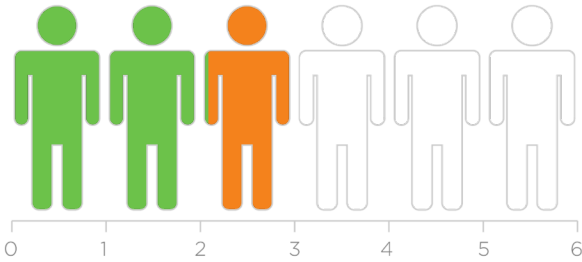
Average number of nights  
**3.4**

Average last year  
**3.7**

## Size of Travel Party

■ Adults ■ Children

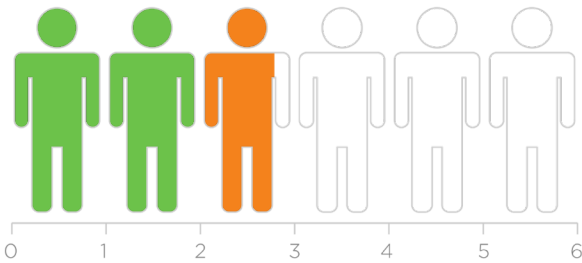
### Colorado



Total  
**3.0**

Average number of people

### U.S. Norm

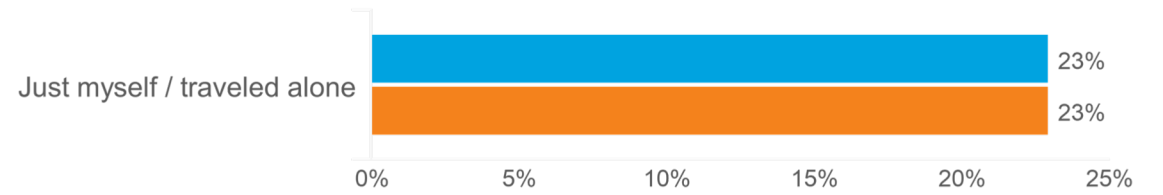


Total  
**2.9**

Average number of people

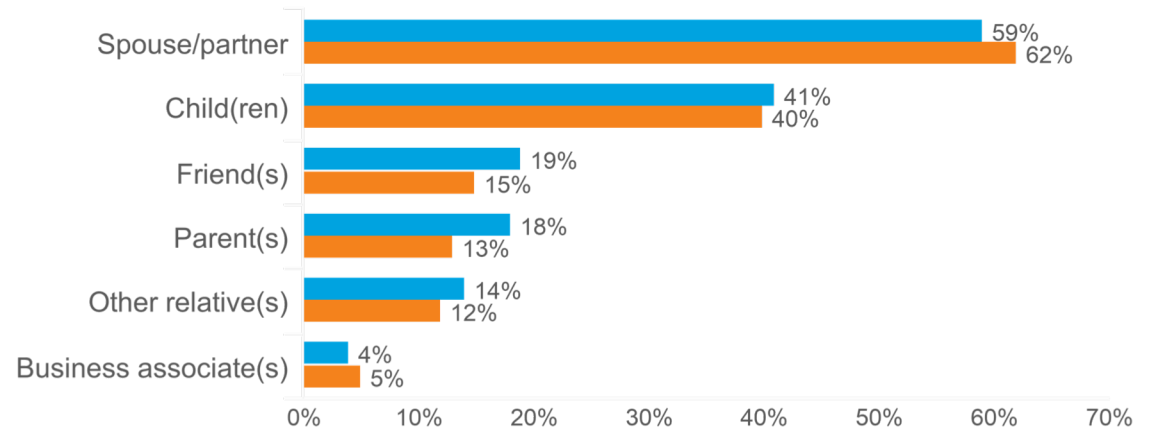
## Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



## Composition of Immediate Travel Party

■ Colorado ■ U.S. Norm

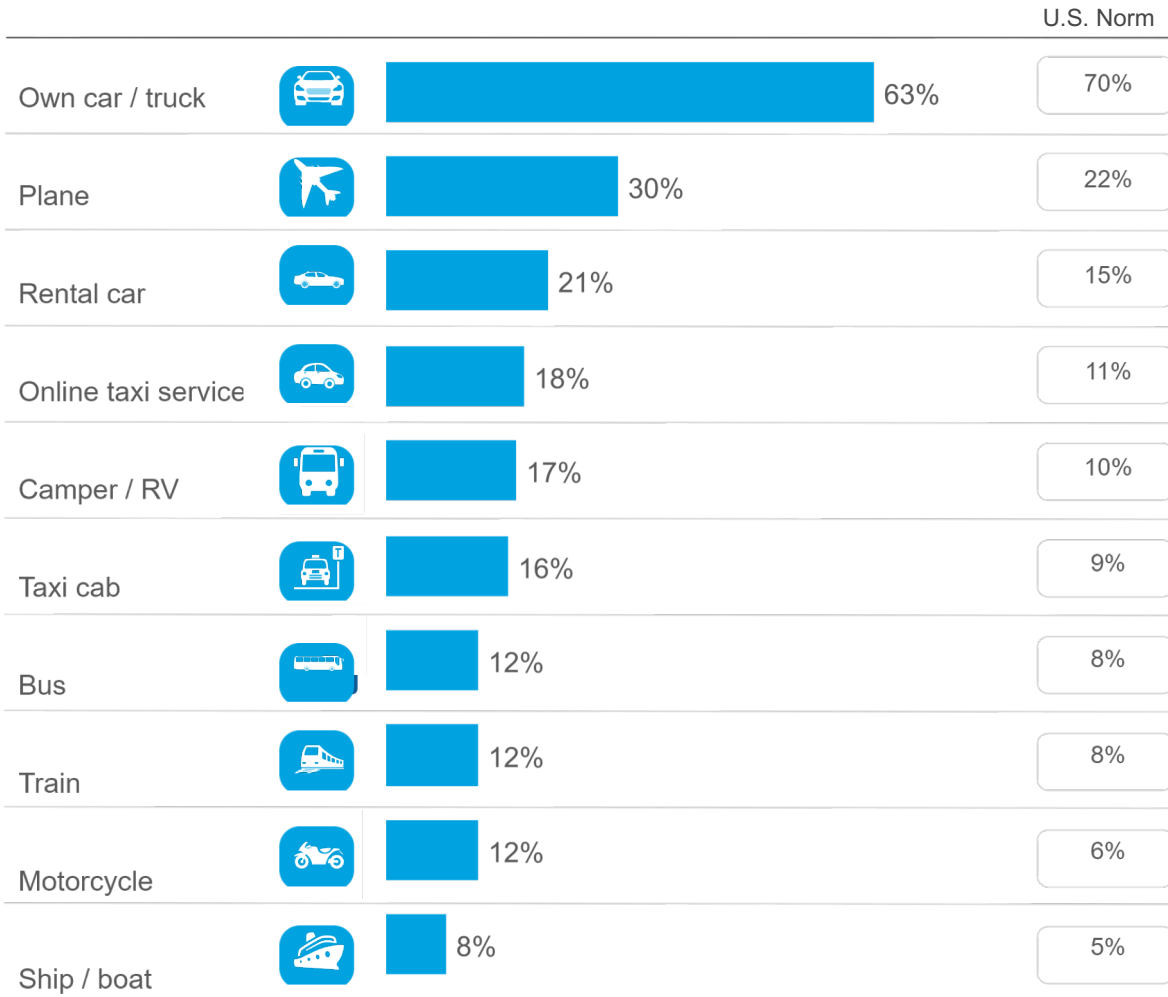




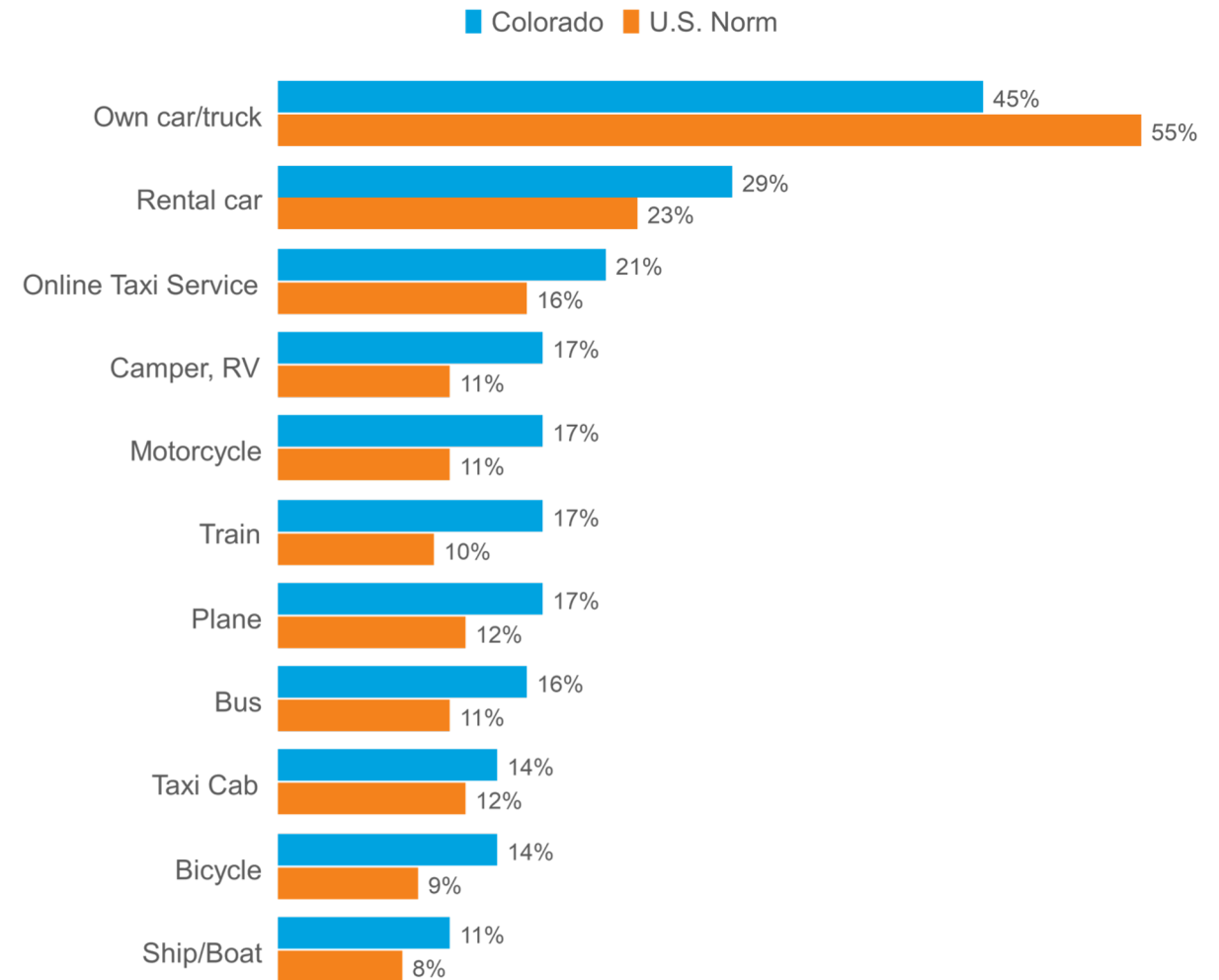
# Colorado's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

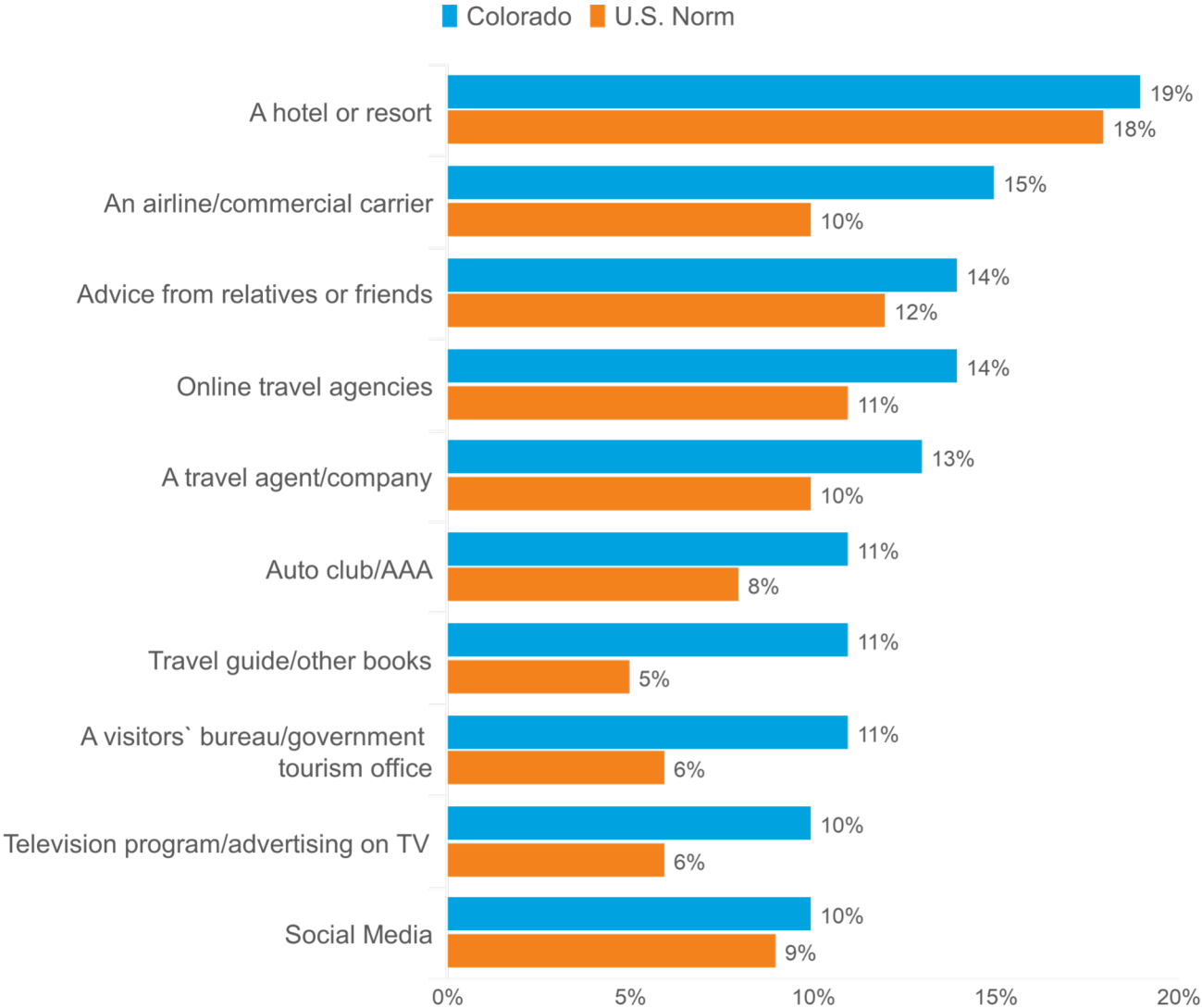
## Transportation Used to get to Destination



## Transportation Used within Destination



## Trip Planning Information Sources



## Length of Trip Planning

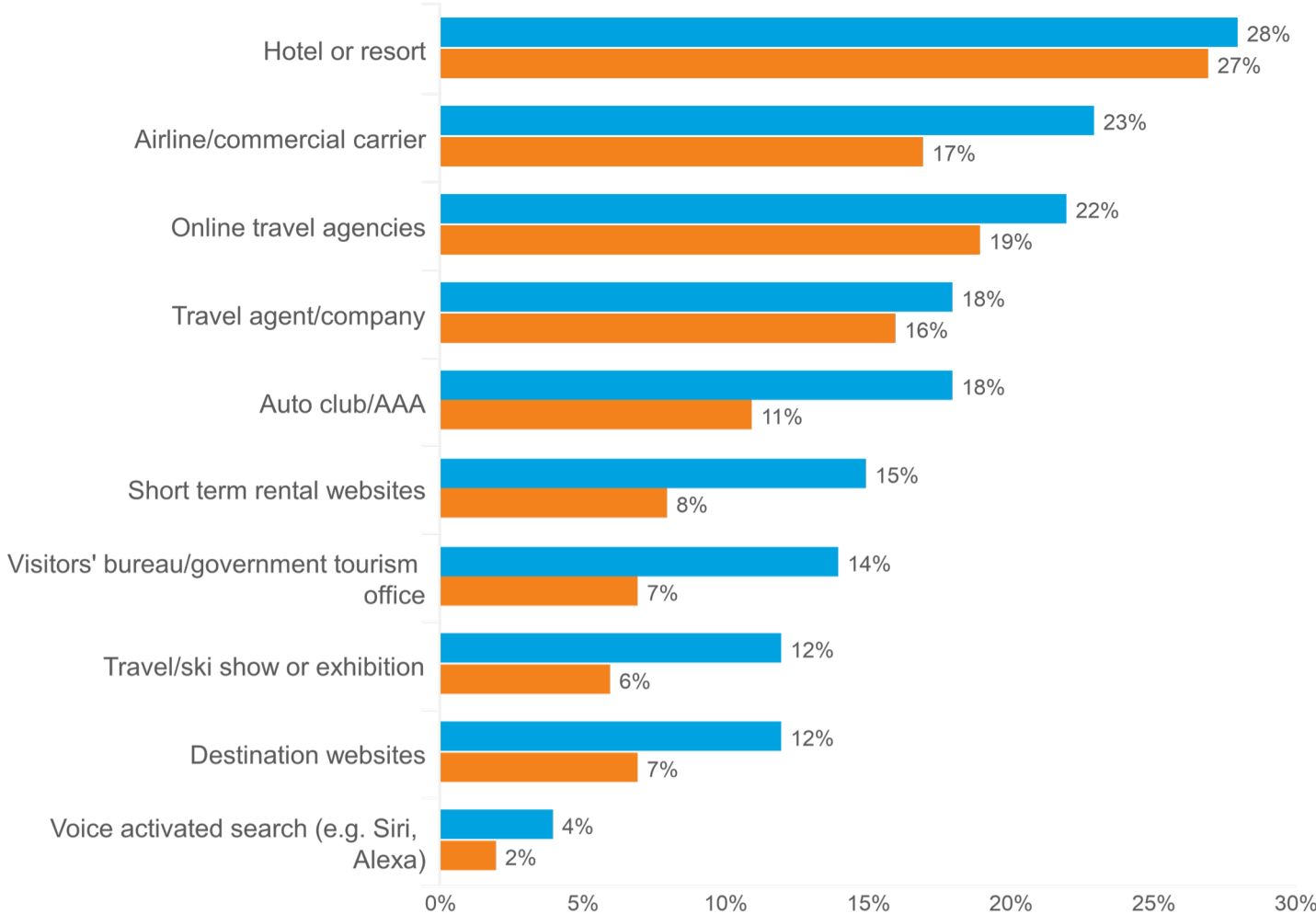
	Colorado	U.S. Norm
1 month or less	24%	30%
2 months	16%	15%
3-5 months	22%	18%
6-12 months	19%	14%
More than 1 year in advance	6%	6%
Did not plan anything in advance	12%	17%

# Colorado's Overnight Trip Characteristics








Base: 2021 Overnight Person-Trips

## Method of Booking

■ Colorado ■ U.S. Norm



## Accommodations

		Colorado	U.S. Norm
	Hotel	39%	38%
	Motel	18%	13%
	Home of friends / relatives	16%	19%
	Bed & breakfast	15%	8%
	Campground / RV park	12%	6%
	Resort hotel	12%	12%
	Rented home / condo / apartment	11%	6%

## Activity Groupings

### Outdoor Activities



U.S. Norm: 48%

### Entertainment Activities



U.S. Norm: 55%

### Cultural Activities



**42%**

+5.5 points vs 2020

U.S. Norm: 29%

### Sporting Activities



+3.6 points vs 2020

U.S. Norm: 24%

### Business Activities








U.S. Norm: 18%

## Activities and Experiences (Top 10)







	Colorado	U.S. Norm
Shopping	20%	22%
Sightseeing	20%	16%
Attending celebration	17%	13%
Landmark/historic site	15%	11%
Hiking/backpacking	14%	-3.8 points vs 2020 7%
Museum	13%	10%
Business convention/conference	13%	8%
Bar/nightclub	13%	11%
National/state park	12%	7%
Convention for personal interest	12%	6%

## Shopping Types on Trip

	Colorado	U.S. Norm
 Convenience/grocery shopping	49%	42%
 Souvenir shopping	49%	39%
 Outlet/mall shopping	45%	47%
 Big box stores (Walmart, Costco)	40%	33%
 Boutique shopping	31%	28%
 Antiquing	22%	13%

Base: 2021 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.)	27%	21%
 Street food/food trucks	25%	21%
 Fine/upscale dining	24%	22%
 Picnicking	20%	14%
 Gastropubs	16%	10%



**69%**  
of overnight travelers were  
very satisfied with their overall  
trip experience



Sightseeing/attractions

55%



Quality of food

54%



Quality of accommodations

53%



Friendliness of people

53%



Cleanliness

53%



Safety/security

52%



Music/nightlife/entertainment

46%



Value for money

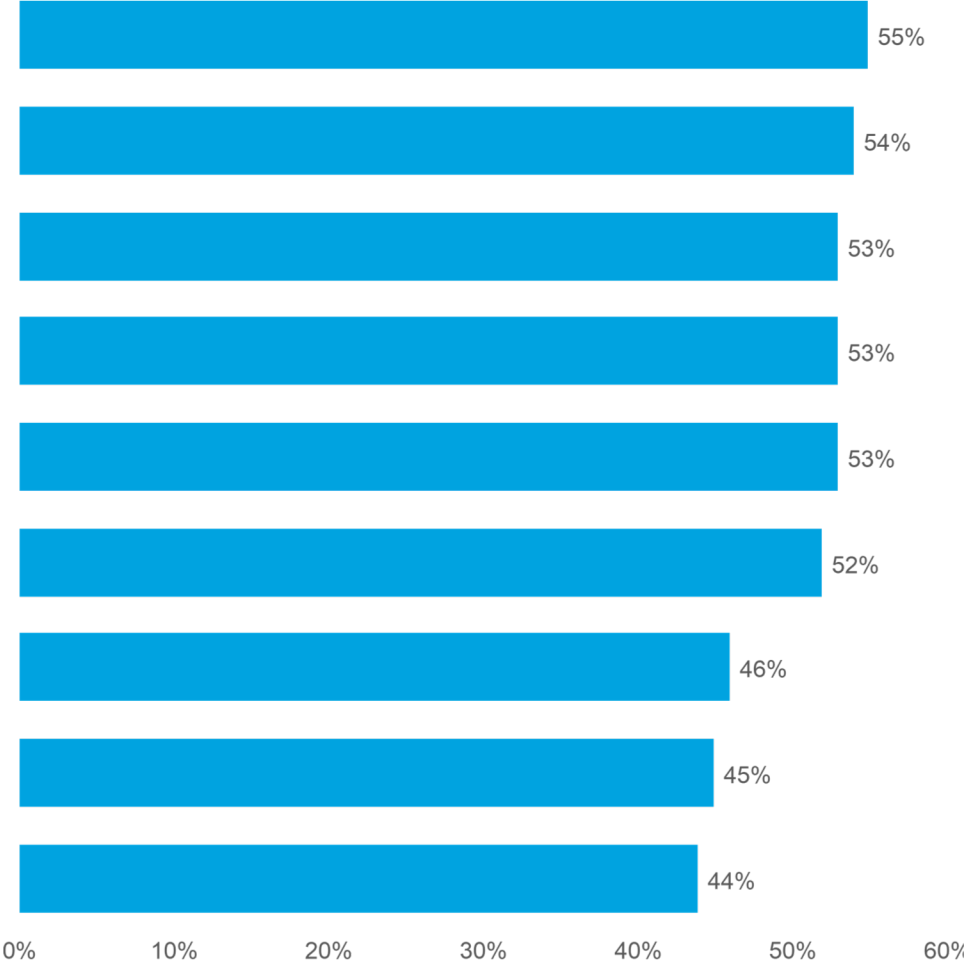
45%



Public transportation

44%

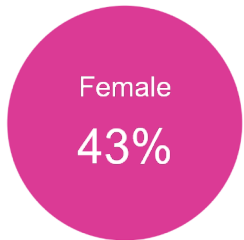
## % Very Satisfied with Trip



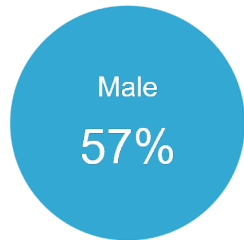
# Demographic Profile of Overnight Colorado Visitors

Base: 2021 Overnight 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  
40.8

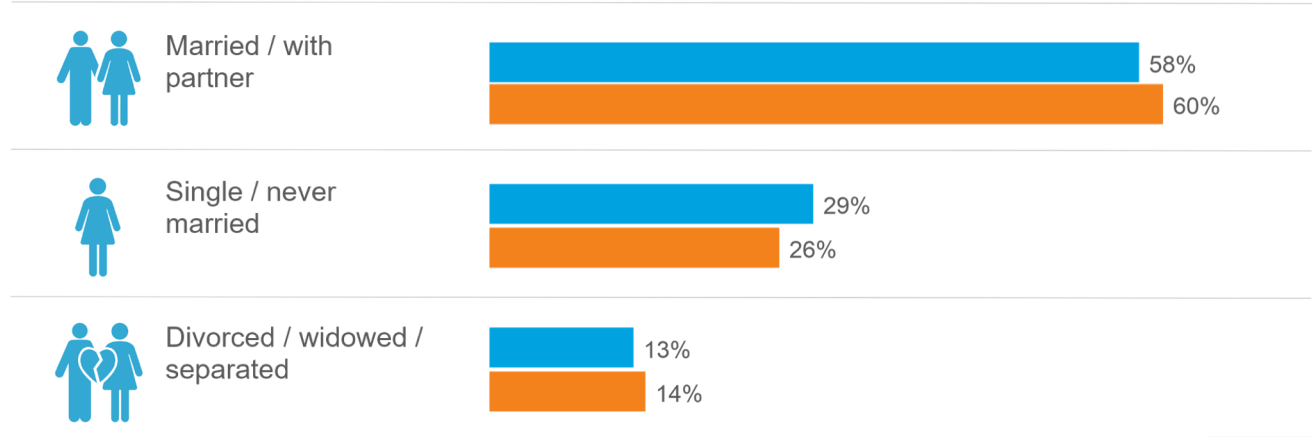
### U.S. Norm



Average Age  
43.7

## Marital Status

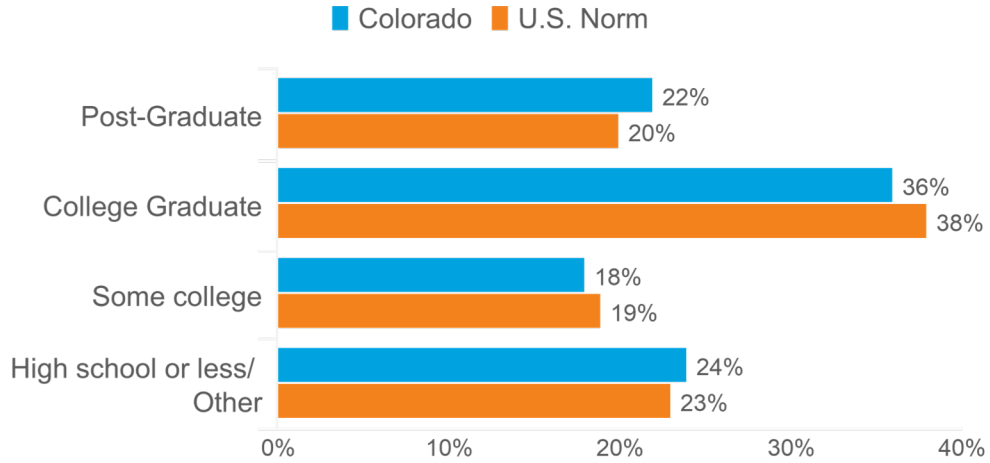
■ Colorado ■ U.S. Norm



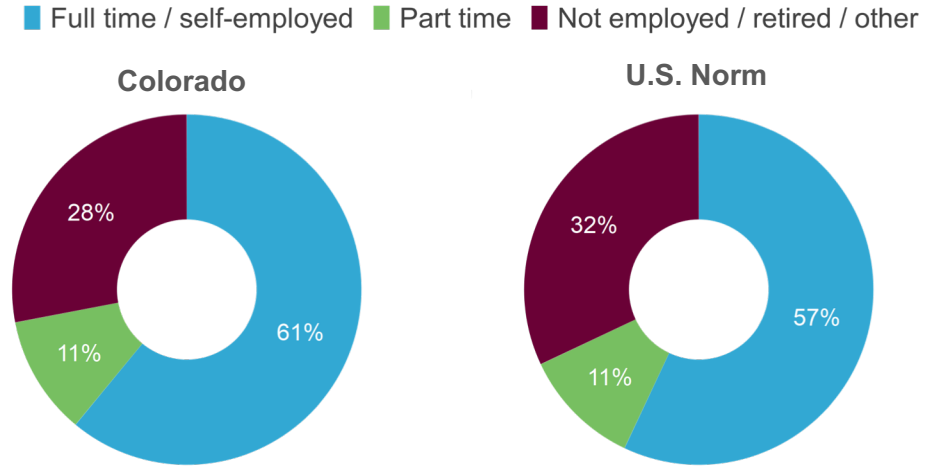
# Demographic Profile of Overnight Colorado Visitors

Base: 2021 Overnight Person-Trips

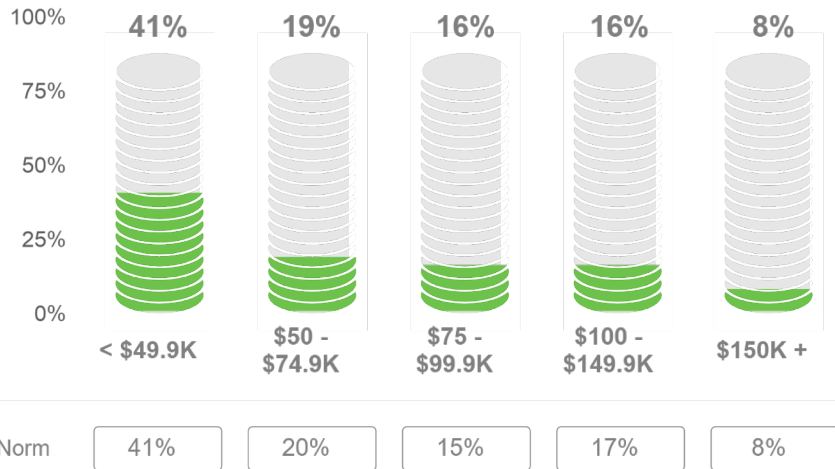
## Education



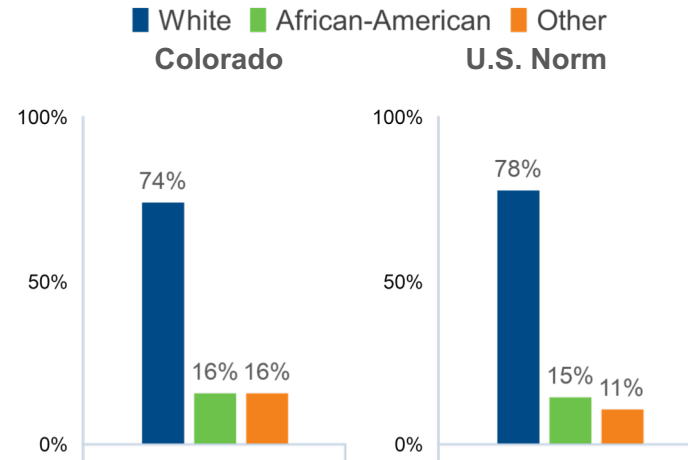
## Employment



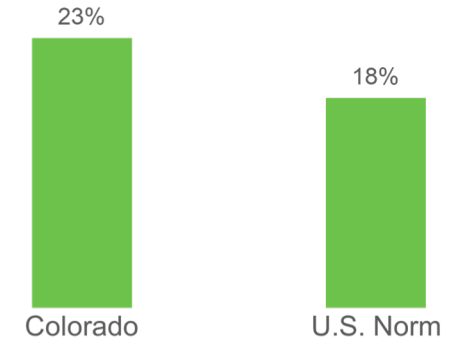
## Household Income



## Race

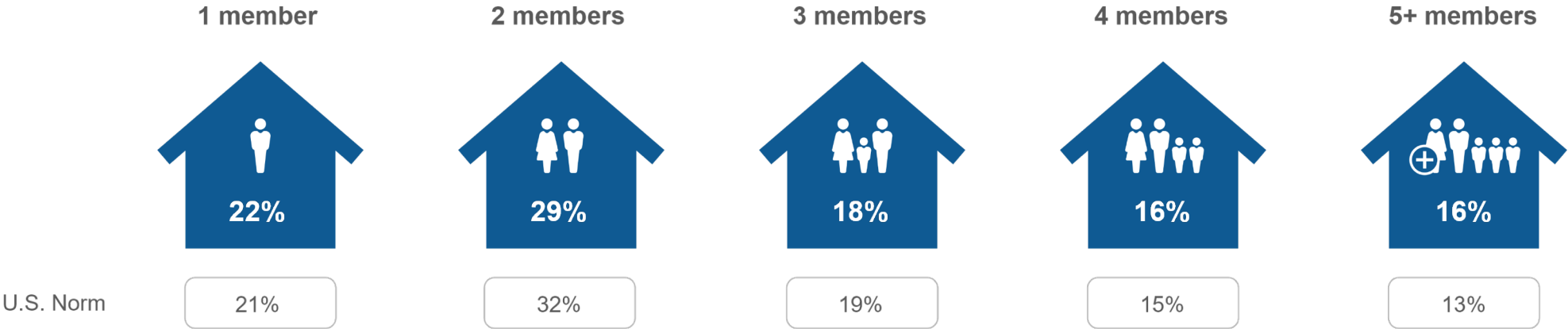


## Hispanic Background

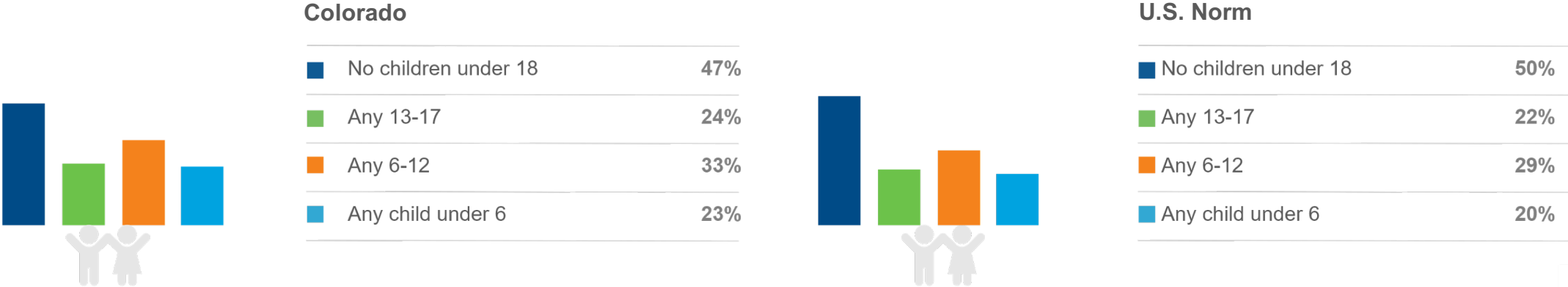




## Household Size



## Children in Household





# Travel USA Visitor Profile

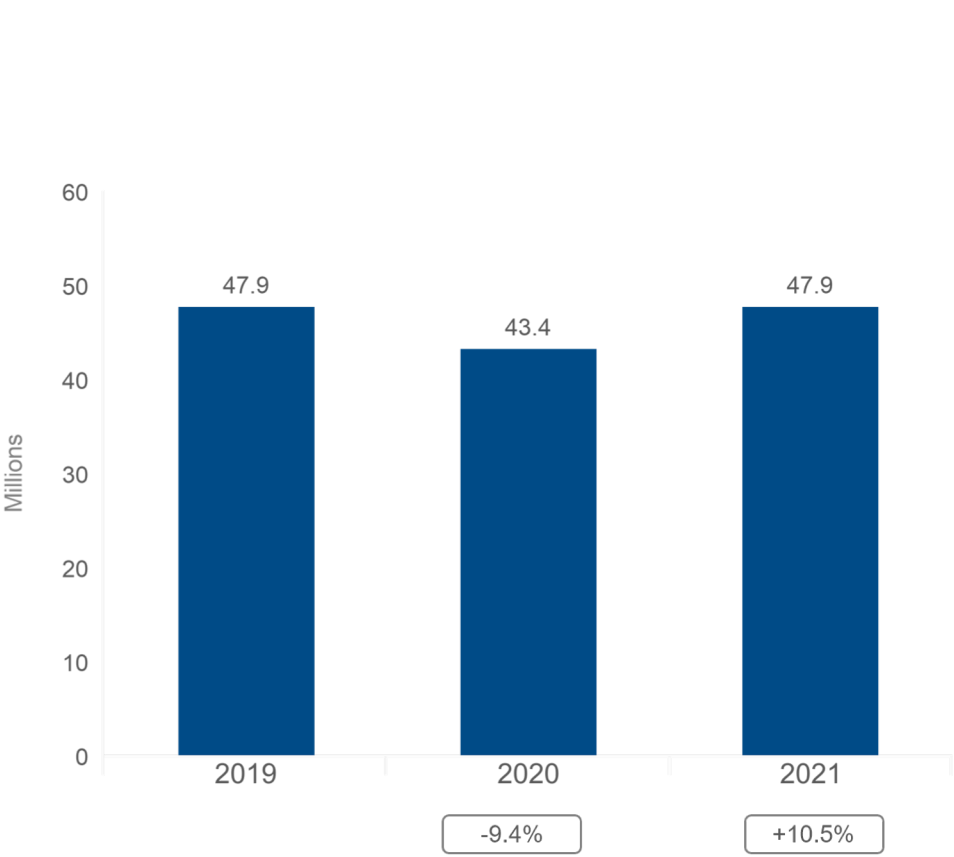
## Day Visitation



**COLORADO**  
TOURISM OFFICE

**2021**

### Day Trips to Colorado



## Domestic Day Expenditures - by Sector

Total Spending  
**\$4.050 Billion**

+17.9% vs. last year



Transportation at Destination	21%	\$833 Million
Restaurant Food & Beverage	34%	\$1,380 Million
Retail Purchase	25%	\$1,000 Million
Recreation/Entertainment	21%	\$836 Million

vs. last year
+17.9%
+18.1%
+11.5%
+26.1%

## Average Per Person Expenditures on Domestic Day Trips - by Sector

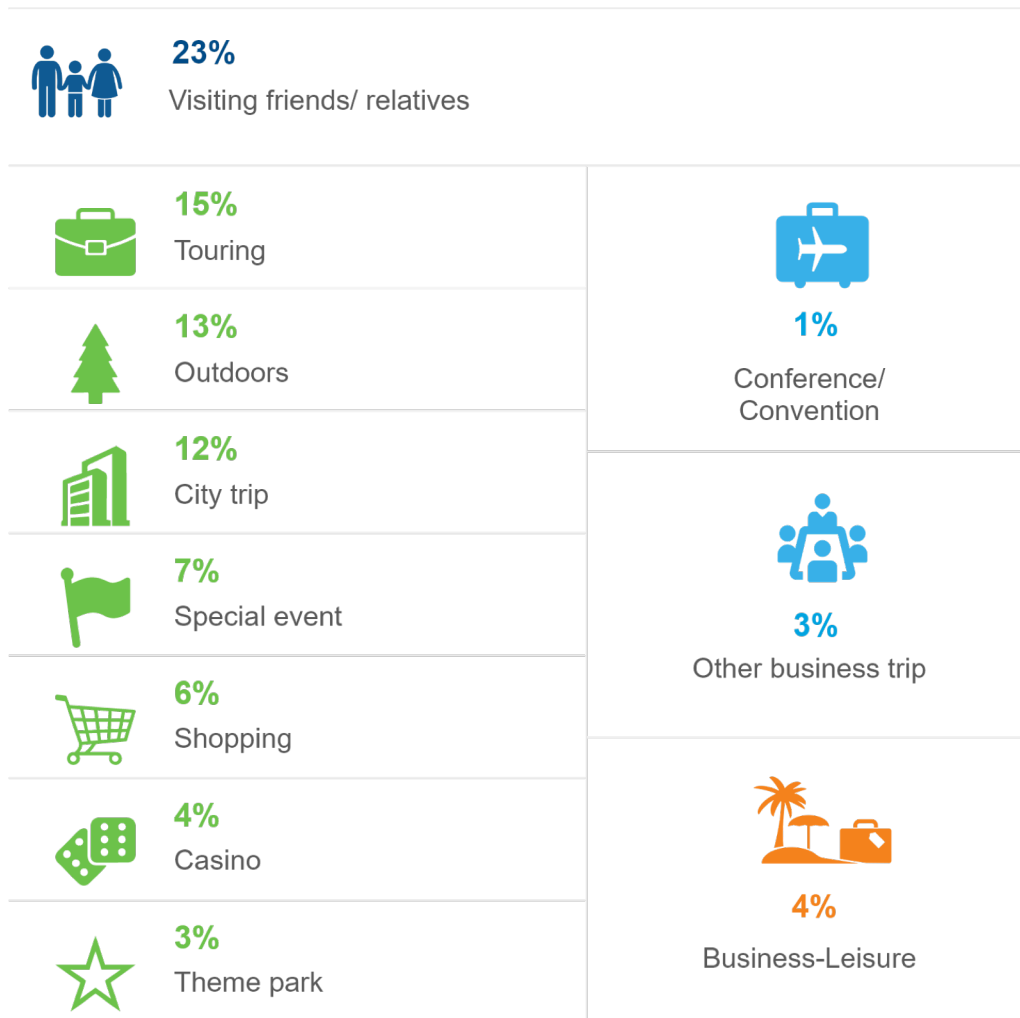


**Average Per Person: \$84**

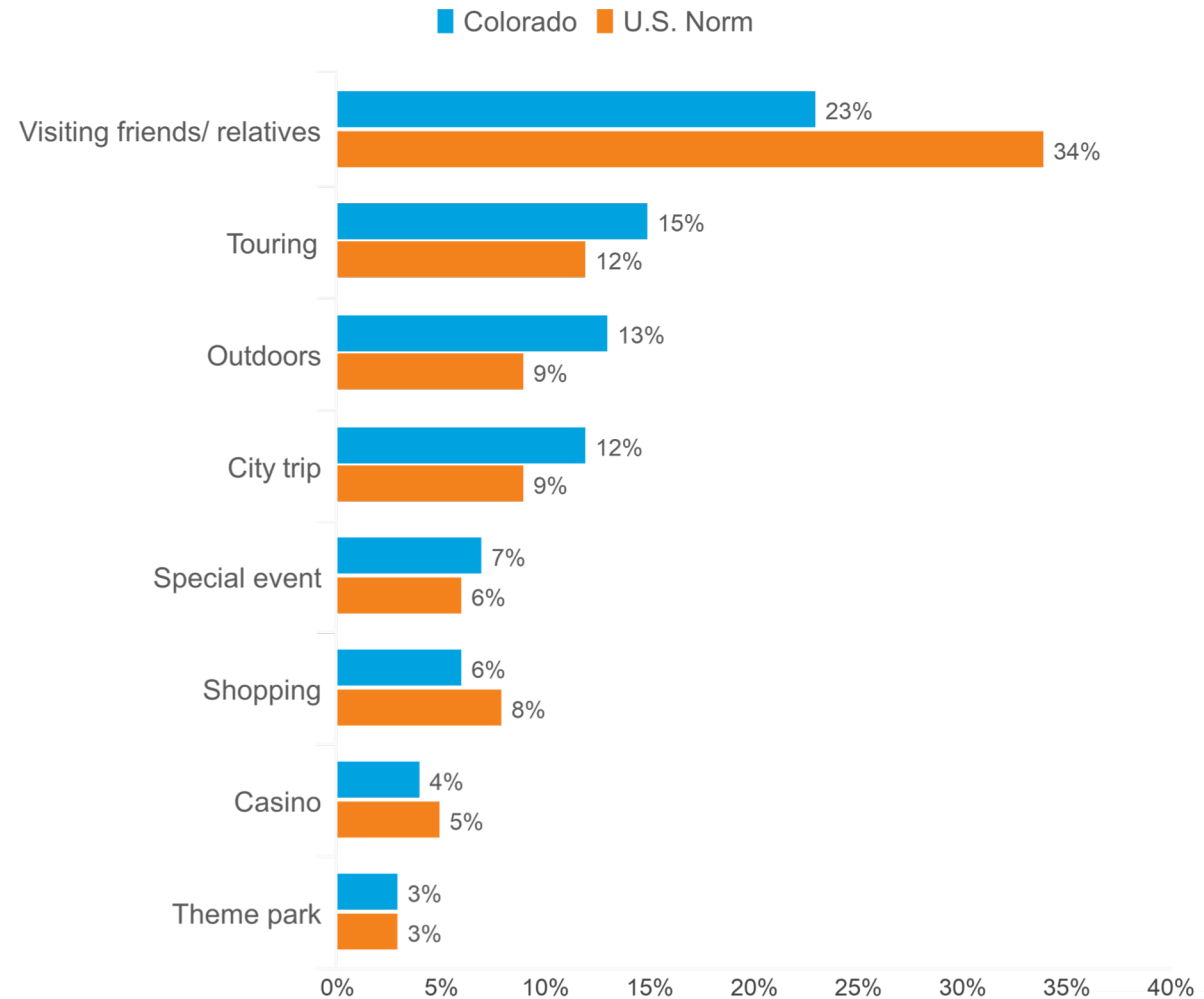
Last year: \$79



## Main Purpose of Trip



## Main Purpose of Leisure Trip



## 2021 U.S. Day Trips



■ Visiting friends/relatives	34%
■ Marketable	58%
■ Business	5%
■ Business-leisure	3%

## 2021 Colorado Day Trips

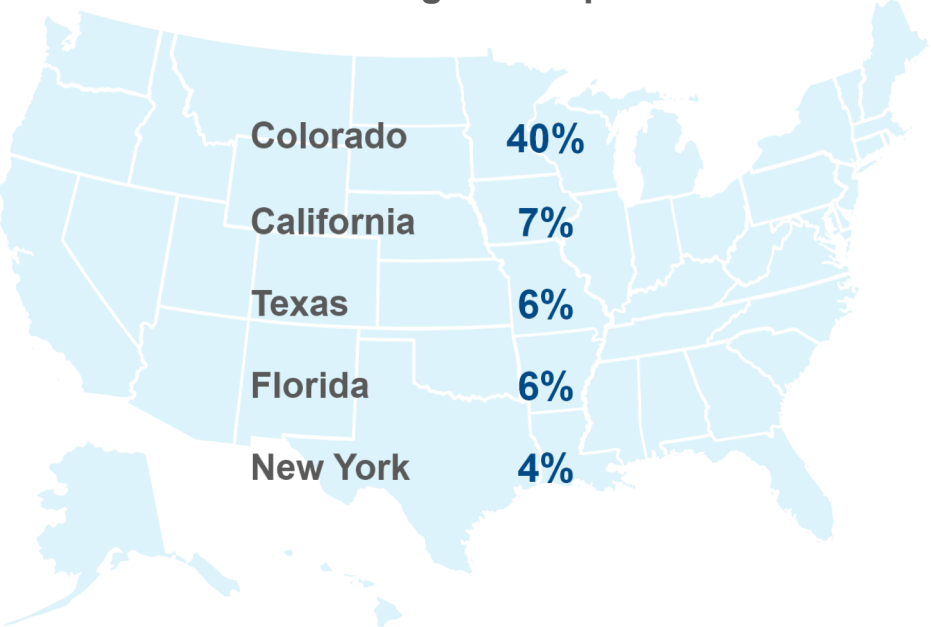


■ Visiting friends/relatives	23%
■ Marketable	69%
■ Business	4%
■ Business-leisure	4%

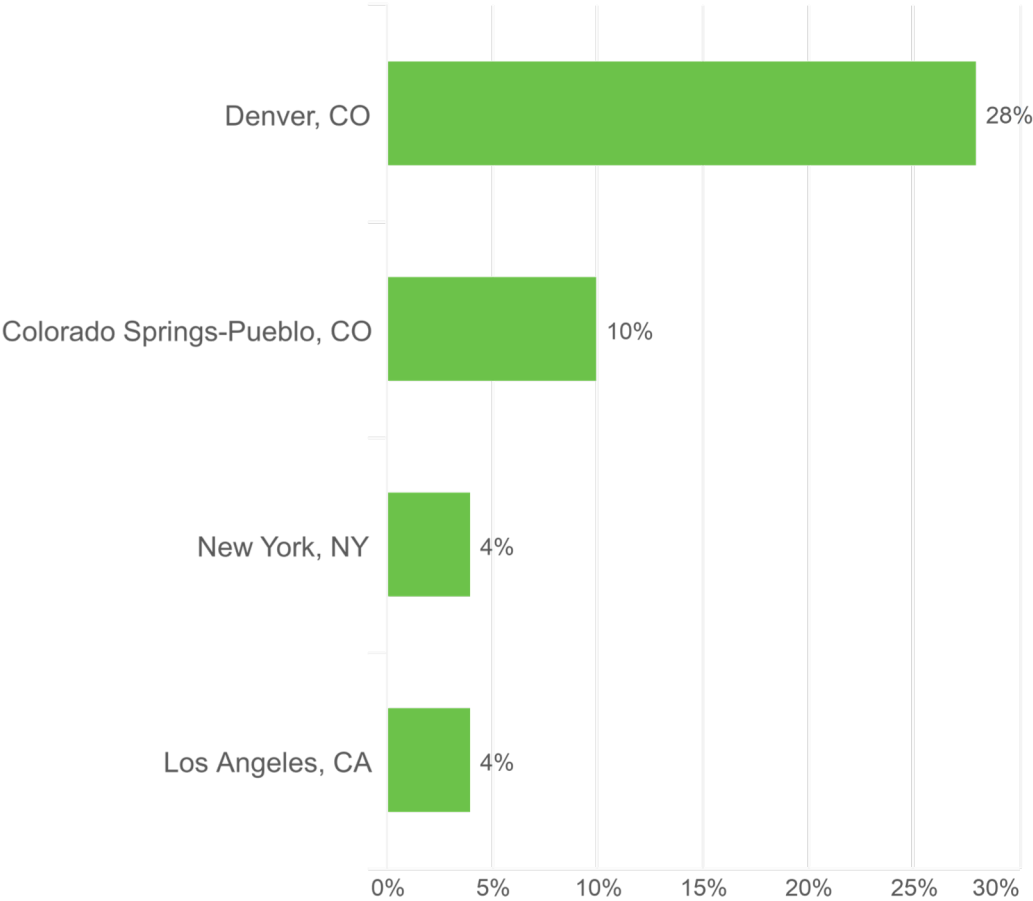
### Visitor Volumes By Segment

■ Visiting friends/relatives	11.1 Million
■ Marketable	33.1 Million
■ Business	1.9 Million
■ Business-leisure	1.9 Million

## State Origin Of Trip



## DMA Origin Of Trip



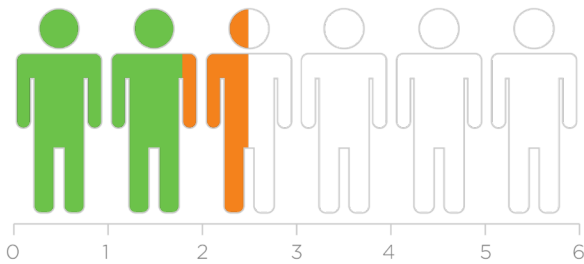
## Season of Trip Total Day Person-Trips



## Size of Travel Party

■ Adults ■ Children

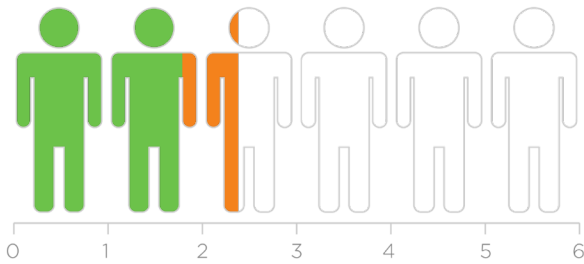
### Colorado



Average number of people

Total  
**2.6**

### U.S. Norm

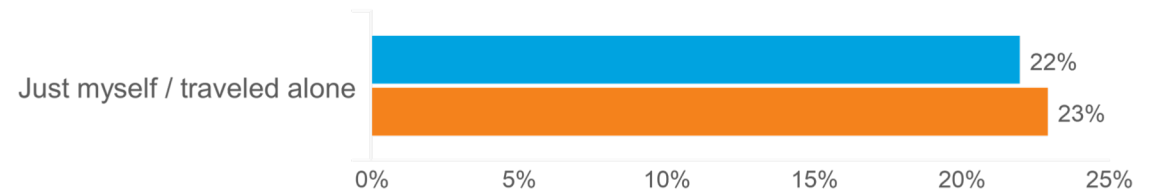


Average number of people

Total  
**2.6**

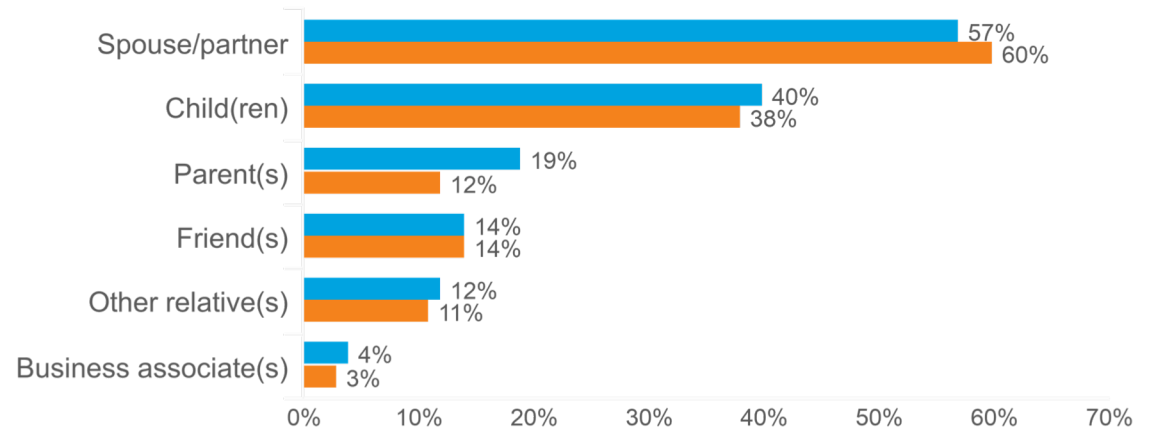
## Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



## Composition of Immediate Travel Party

■ Colorado ■ U.S. Norm



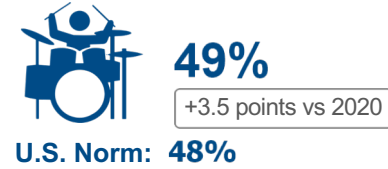


## Activity Groupings

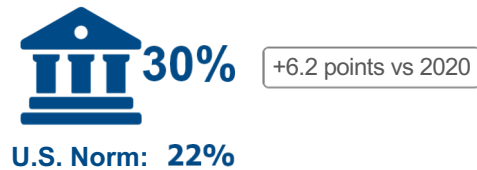
### Outdoor Activities



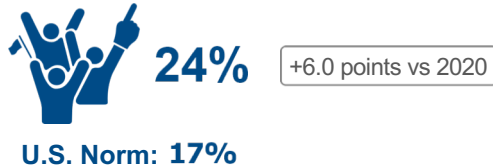
### Entertainment Activities



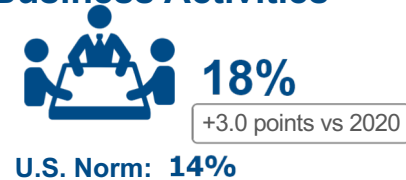
### Cultural Activities



### Sporting Activities









### Business Activities



## Activities and Experiences (Top 10)







	Colorado	U.S. Norm
 Shopping	16%	19%
 Sightseeing	12%	11%
 Hiking/backpacking	11% <span>+4.7 points vs 2020</span>	5%
 Attending celebration	10%	10%
 Landmark/historic site	10%	8%
 Business convention/conference	9%	5%
 Museum	8%	7%
 Attended/participated in an amateur sports event	8% <span>+3.8 points vs 2020</span>	4%
 Nature tours/wildlife viewing/birding	8%	5%
 Business meeting	8%	6%

## Shopping Types on Trip

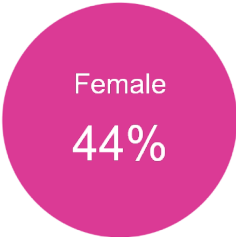
	Colorado	U.S. Norm
 Outlet/mall shopping	42%	46%
 Convenience/grocery shopping	34%	26%
 Big box stores (Walmart, Costco)	31%	28%
 Souvenir shopping	29%	24%
 Boutique shopping	22%	22%
 Antiquing	14%	13%

Base: 2021 Day Person-Trips that included Shopping

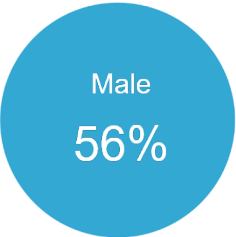
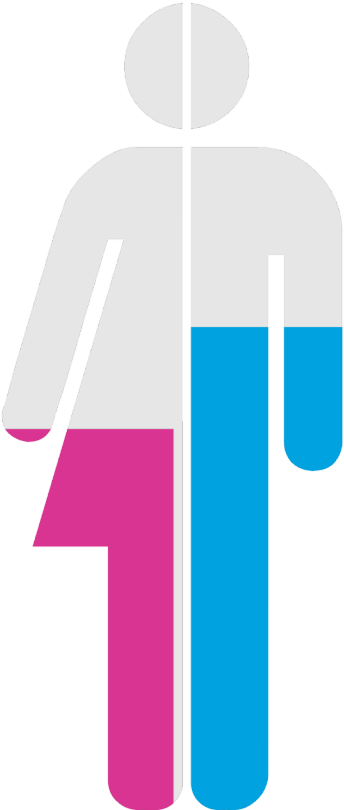
## Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	31%	34%
 Street food/food trucks	21%	17%
 Food delivery service (UberEATS, DoorDash, etc.)	20%	15%
 Picnicking	17%	14%
 Fine/upscale dining	15%	15%
 Gastropubs	13%	7%

## Gender



U.S. Norm  
49%



U.S. Norm  
51%

## Age

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

### Colorado



Average Age  
42.1

### U.S. Norm



Average Age  
45.3

## Marital Status

Colorado U.S. Norm



Married / with partner



Single / never married



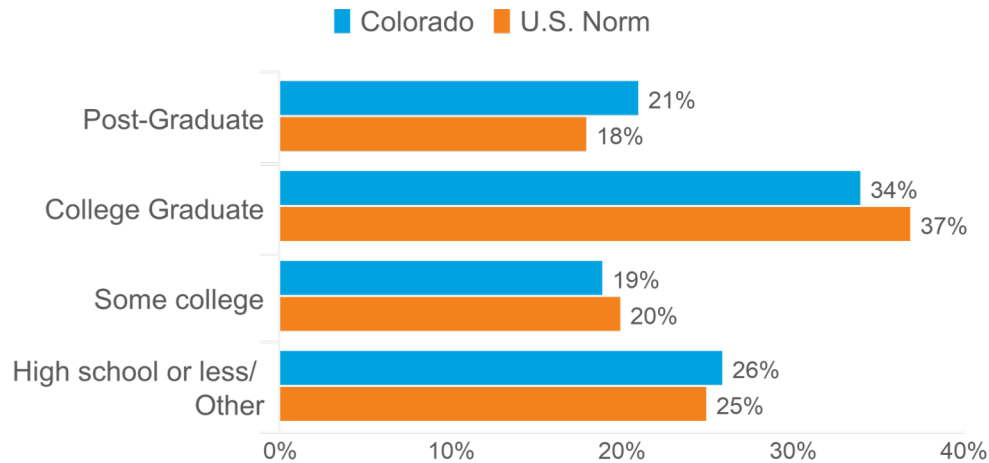
Divorced / widowed / separated



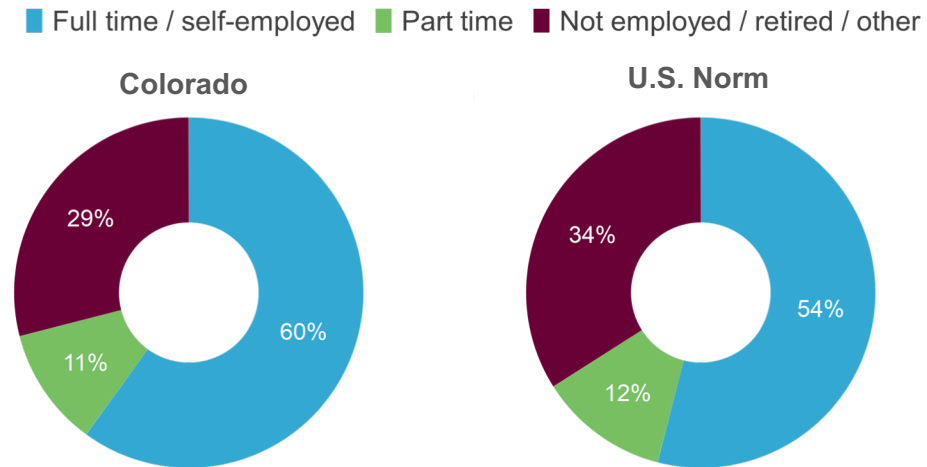
# Demographic Profile of Day Colorado Visitors

Base: 2021 Day Person-Trips

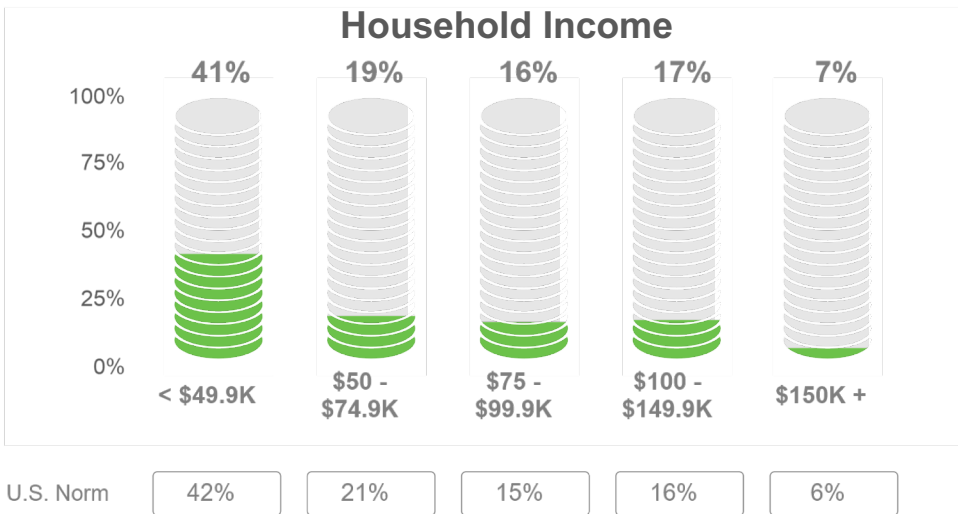
## Education



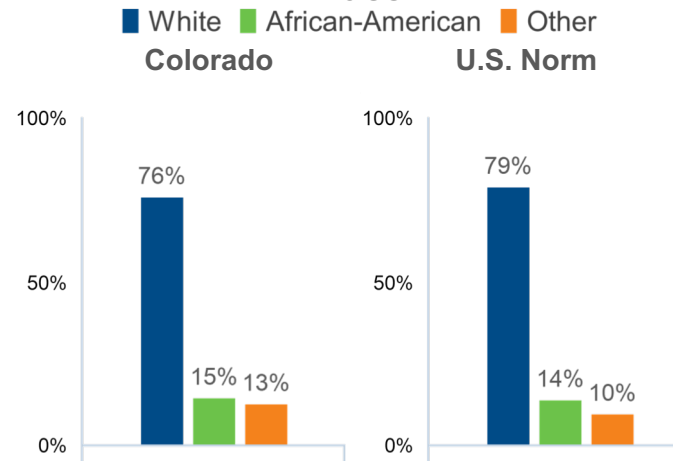
## Employment



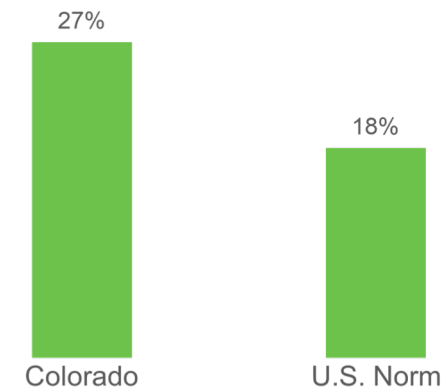
## Household Income



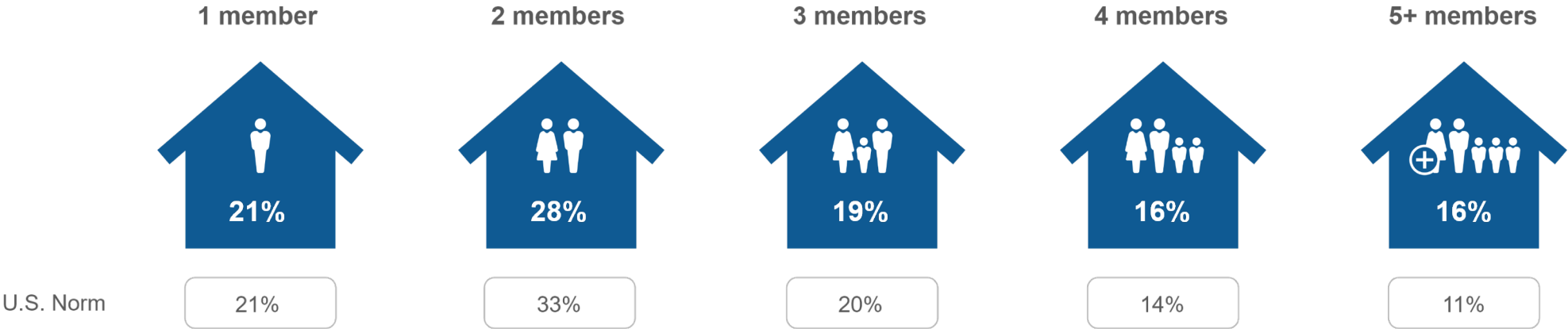
## Race



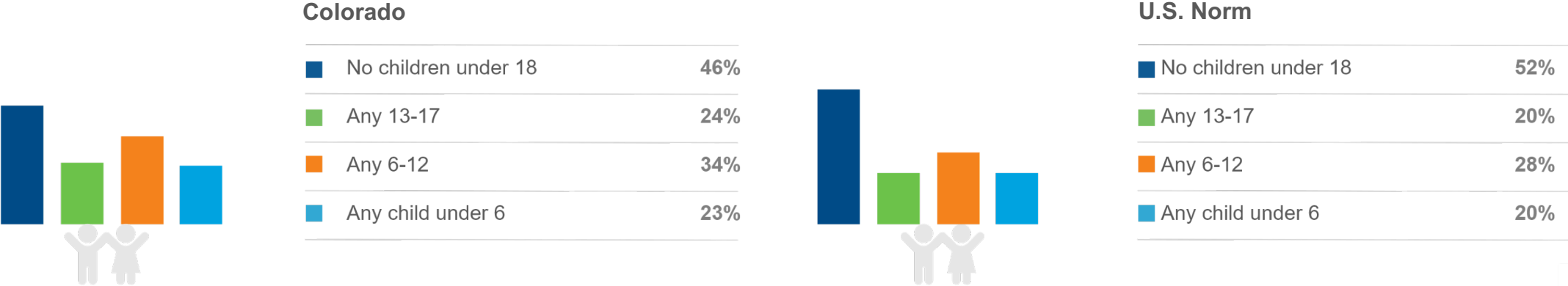
## Hispanic Background



## Household Size



## Children in Household





# Travel USA Visitor Profile

## Leisure Visitation



COLORADO  
TOURISM OFFICE

2021

## 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 2021.

## 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 leisure (incl B/L) sample was achieved in 2021:



Overnight Base Size

5,551



Day Base Size

2,096

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



# Travel USA Visitor Profile

## Overnight Leisure Visitation



COLORADO  
TOURISM OFFICE

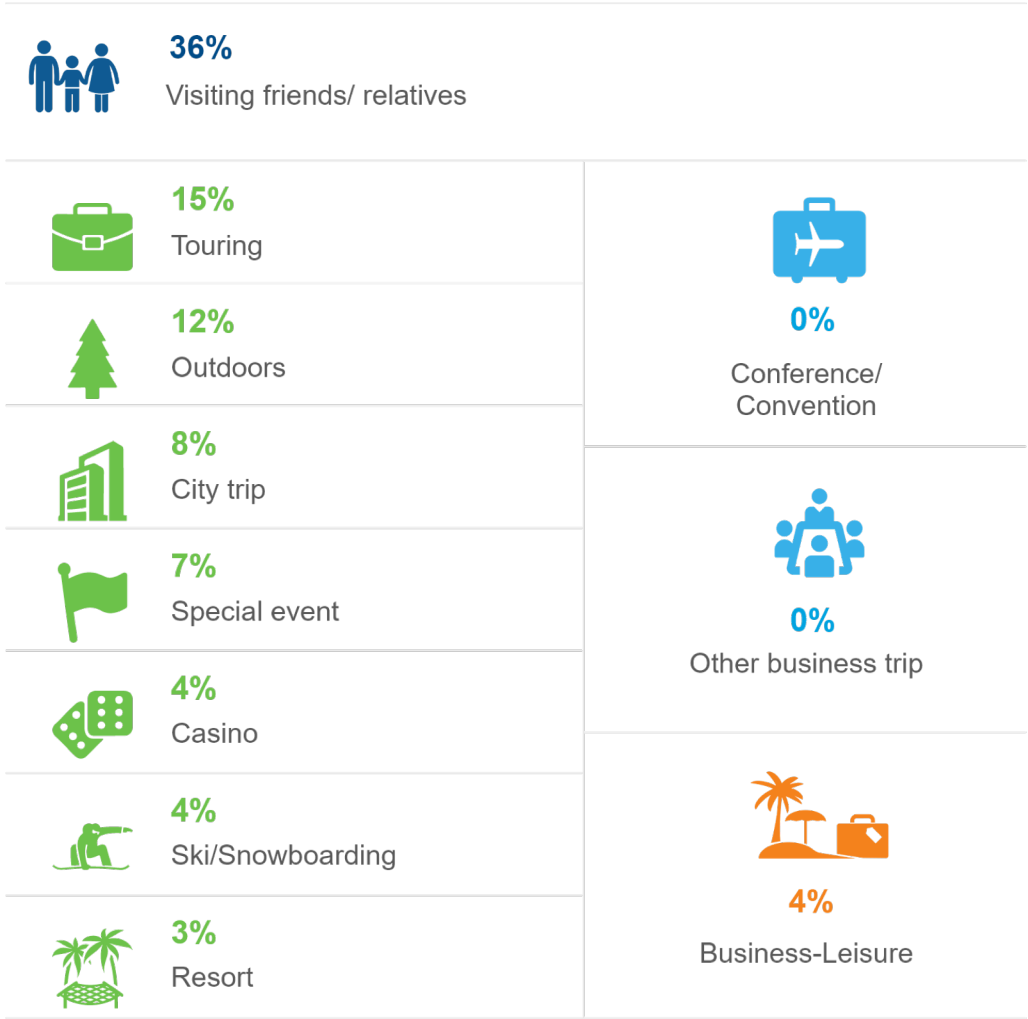
2021



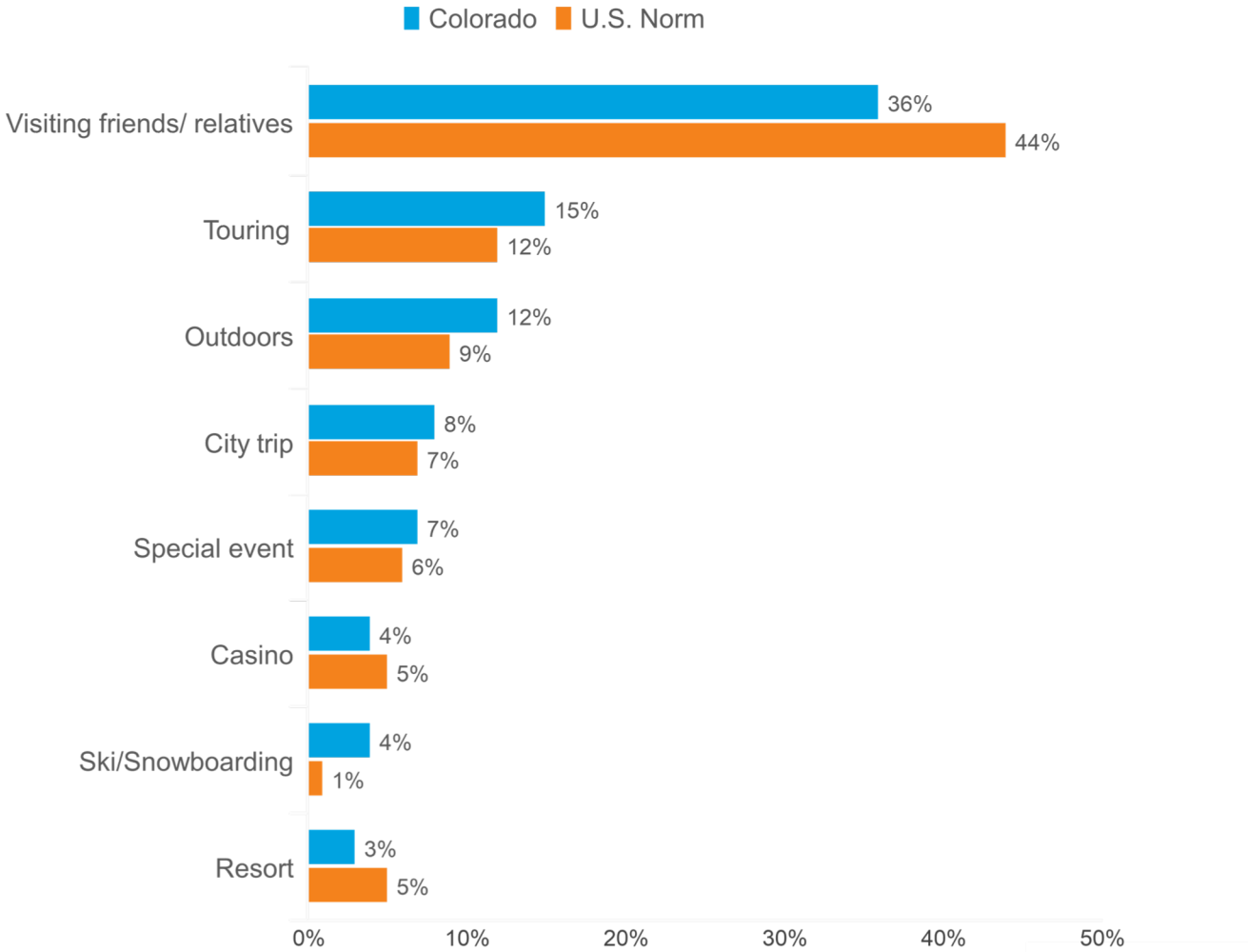
# Colorado's Overnight Trip Characteristics

Base: 2021 Overnight Leisure (incl B/L) Person-Trips

## Main Purpose of Trip

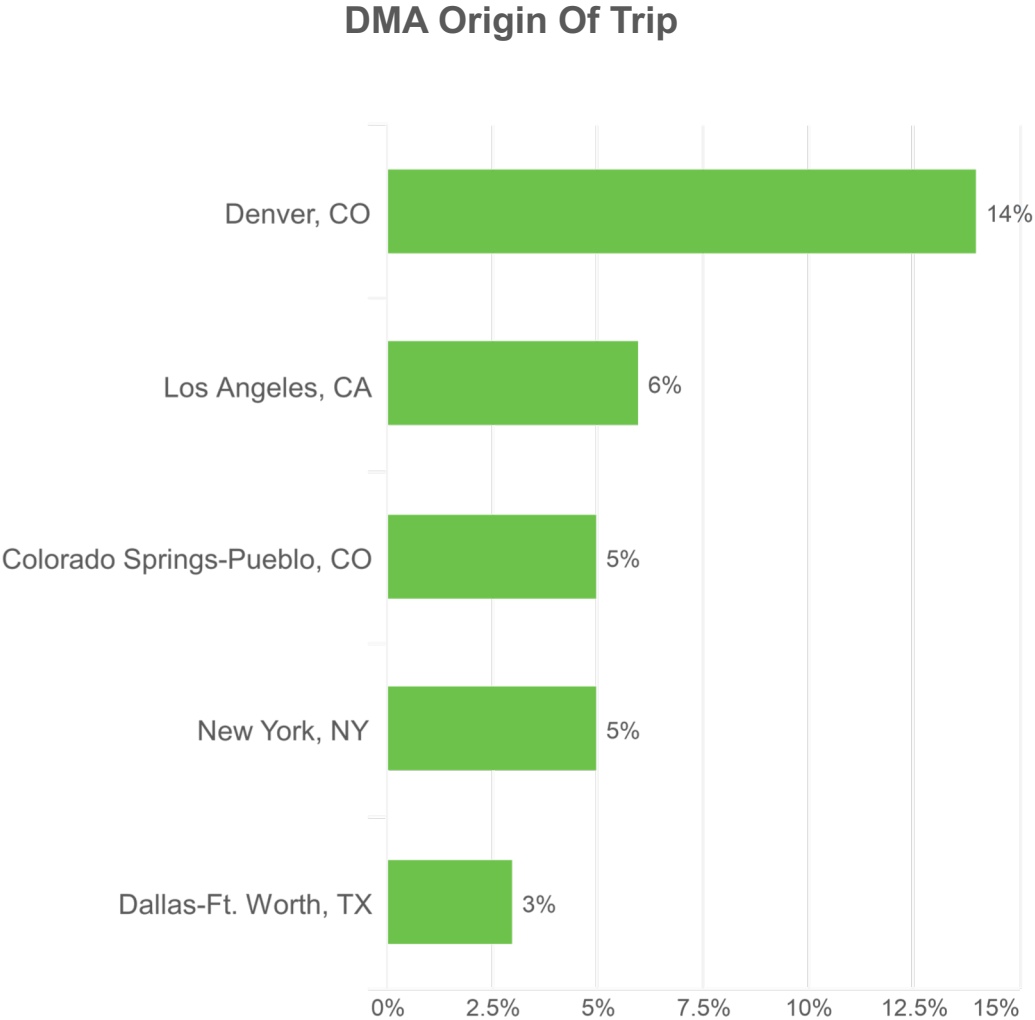
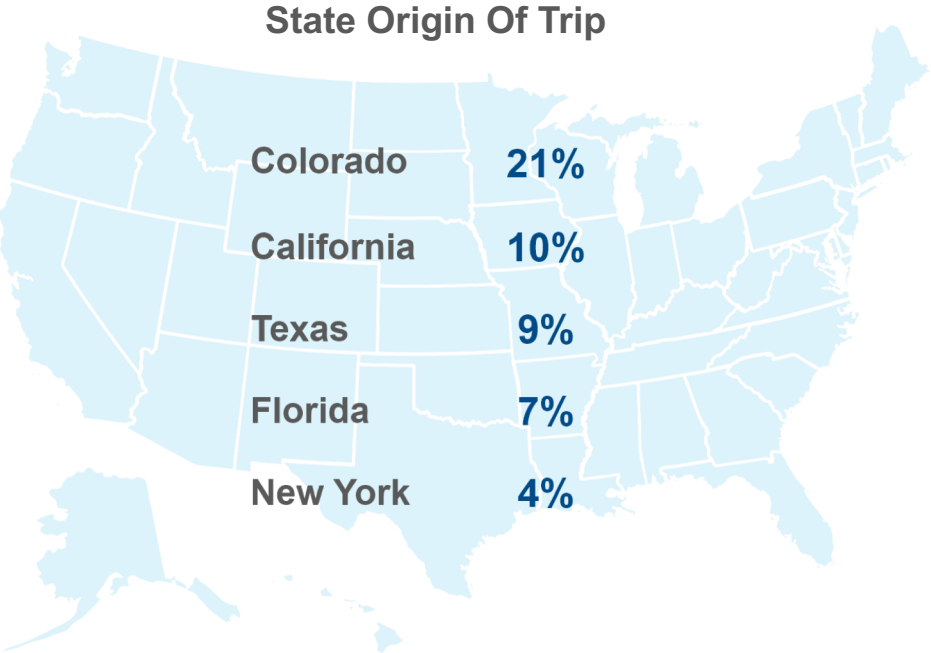


## Main Purpose of Leisure Trip



# Colorado's Overnight Trip Characteristics

Base: 2021 Overnight Leisure (incl B/L) Person-Trips

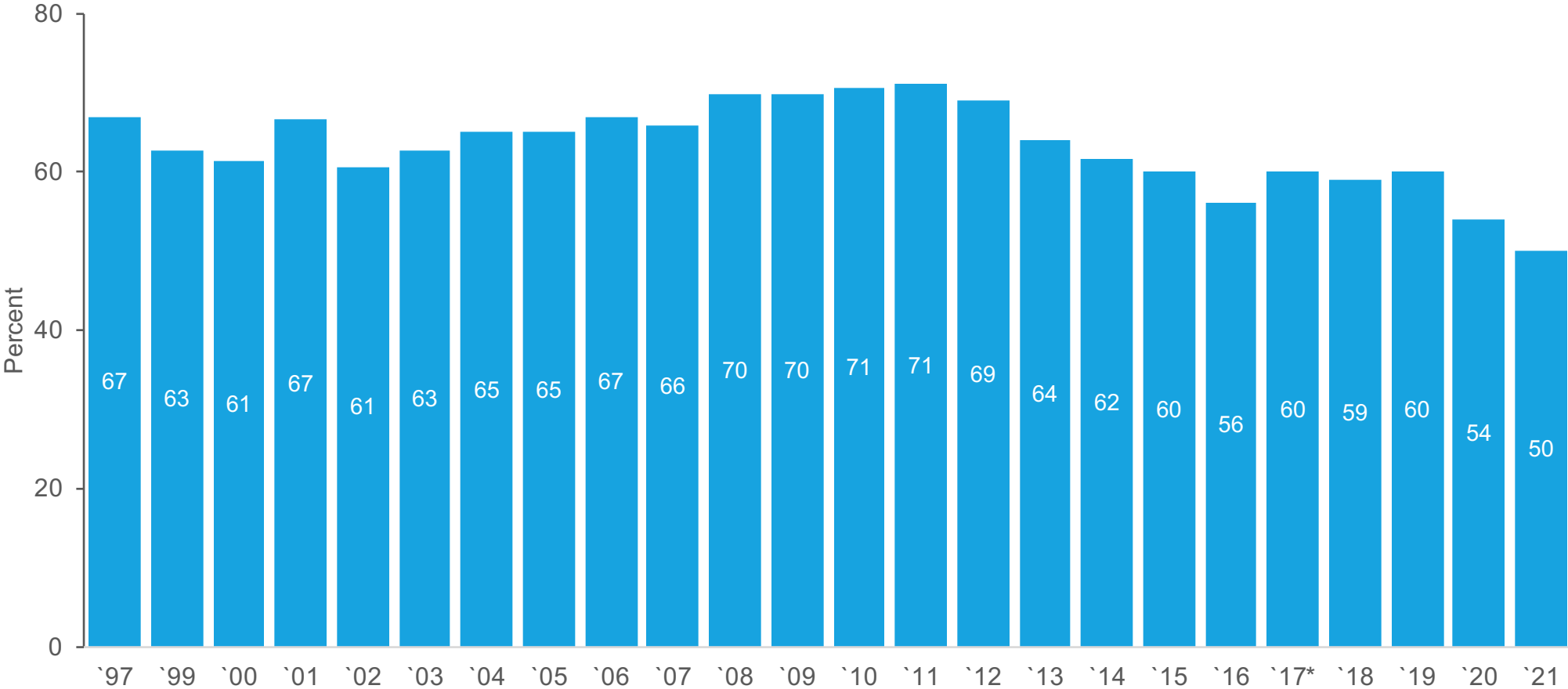


### Past Visitation to Colorado

**81%** of overnight travelers to Colorado are repeat visitors

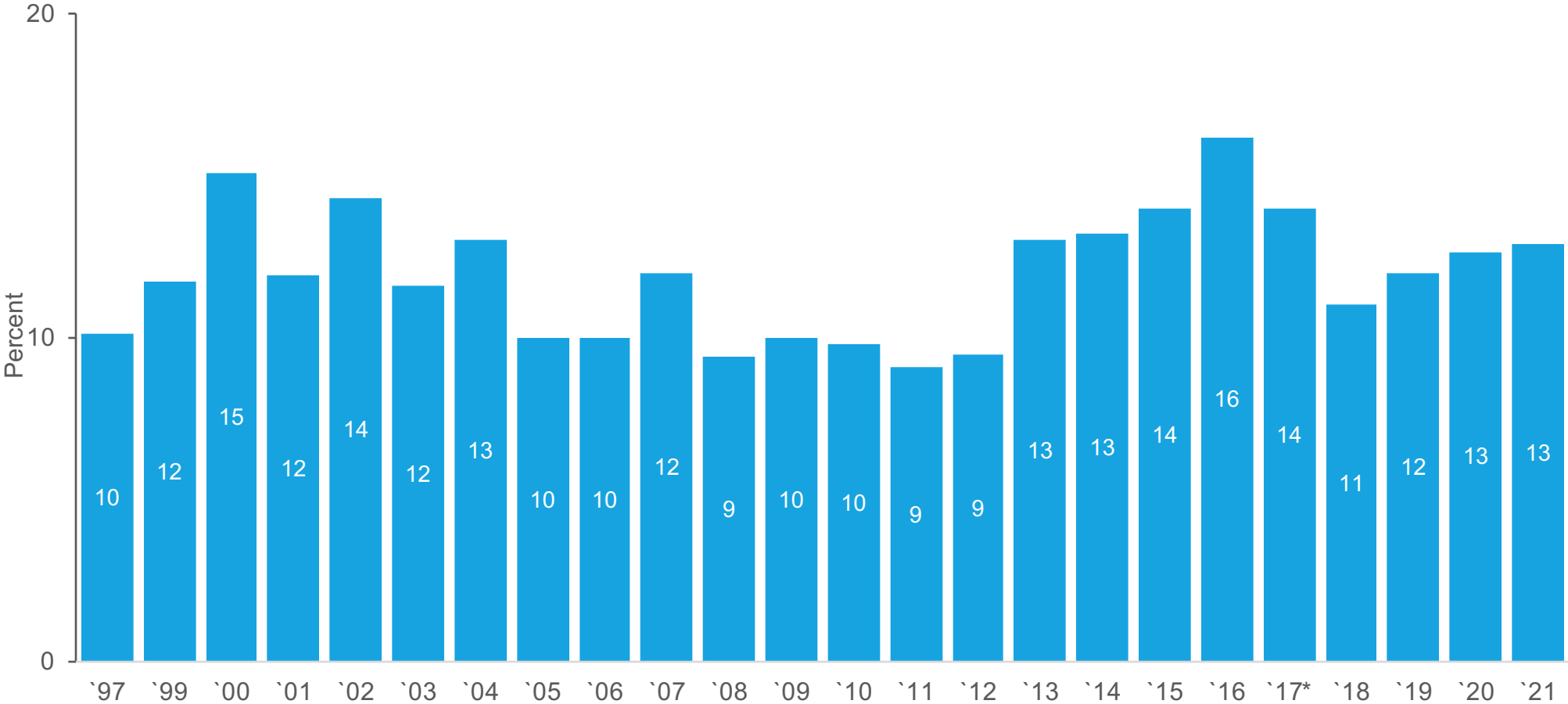
**58%** of overnight travelers to Colorado had visited before in the past 12 months

Regional Sources of Business  
- West\*\*



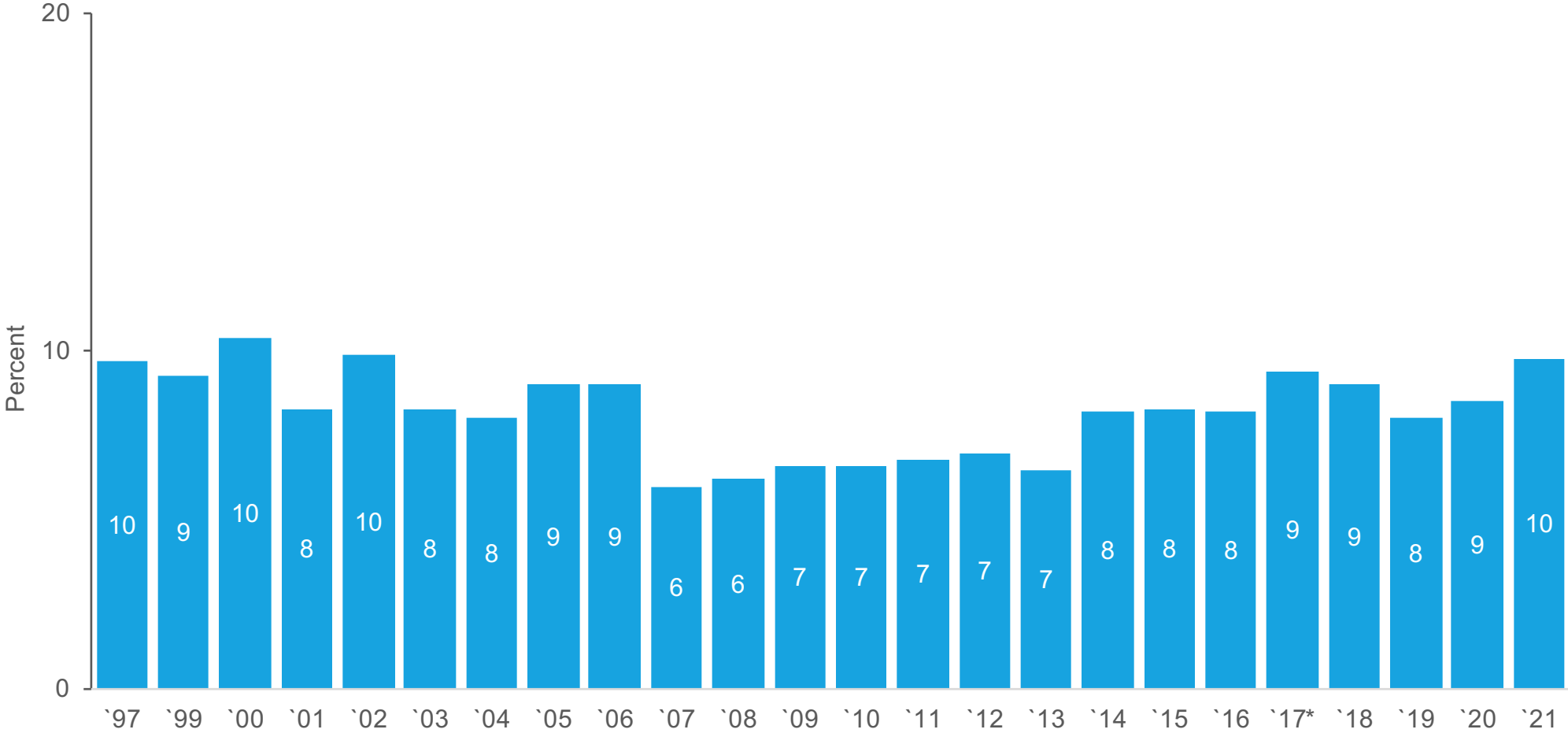
\*Restated  
\*\*Mountain, West North Central and West South Central census divisions

Regional Sources of Business  
- Pacific



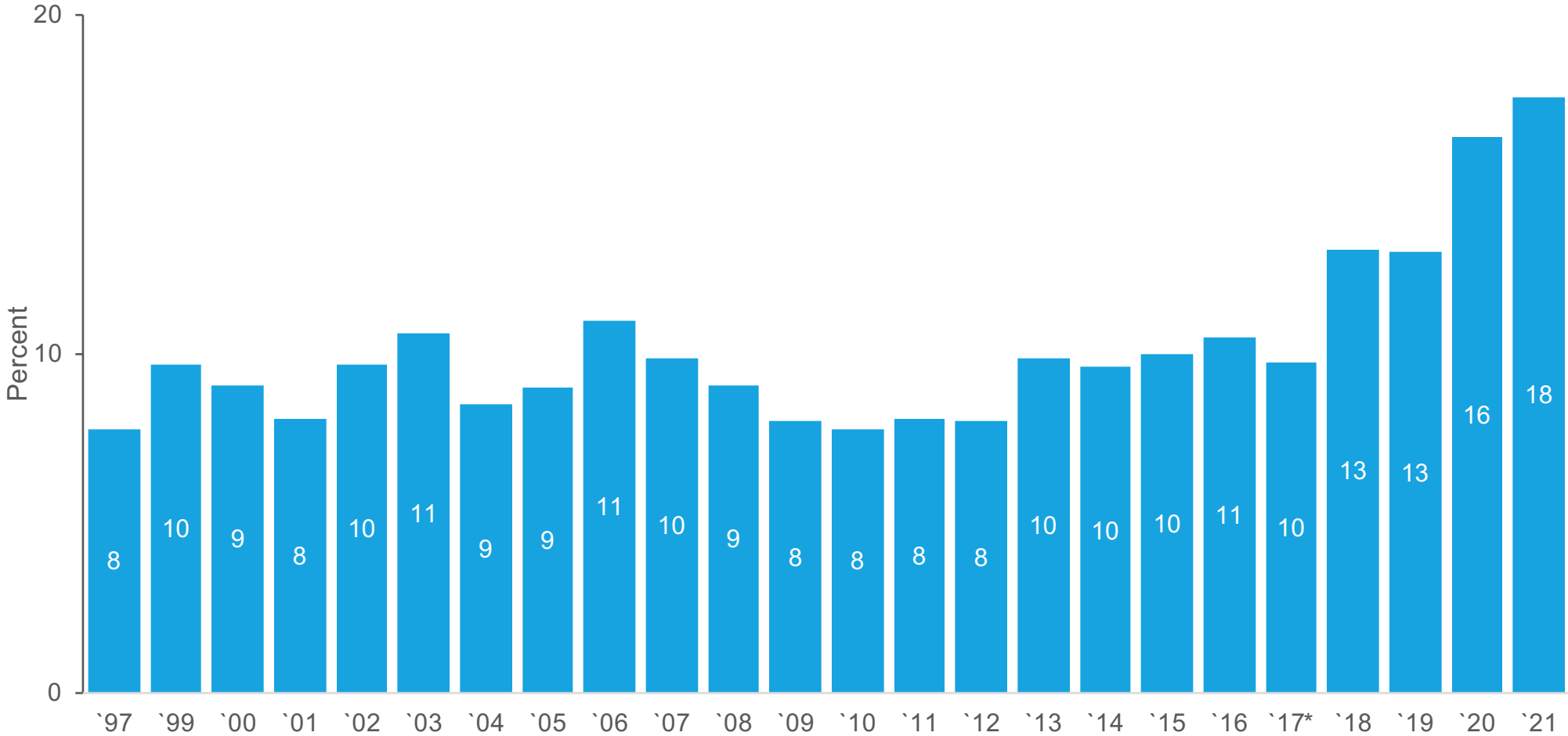
\*Restated

Regional Sources of Business  
- Mid-West\*\*



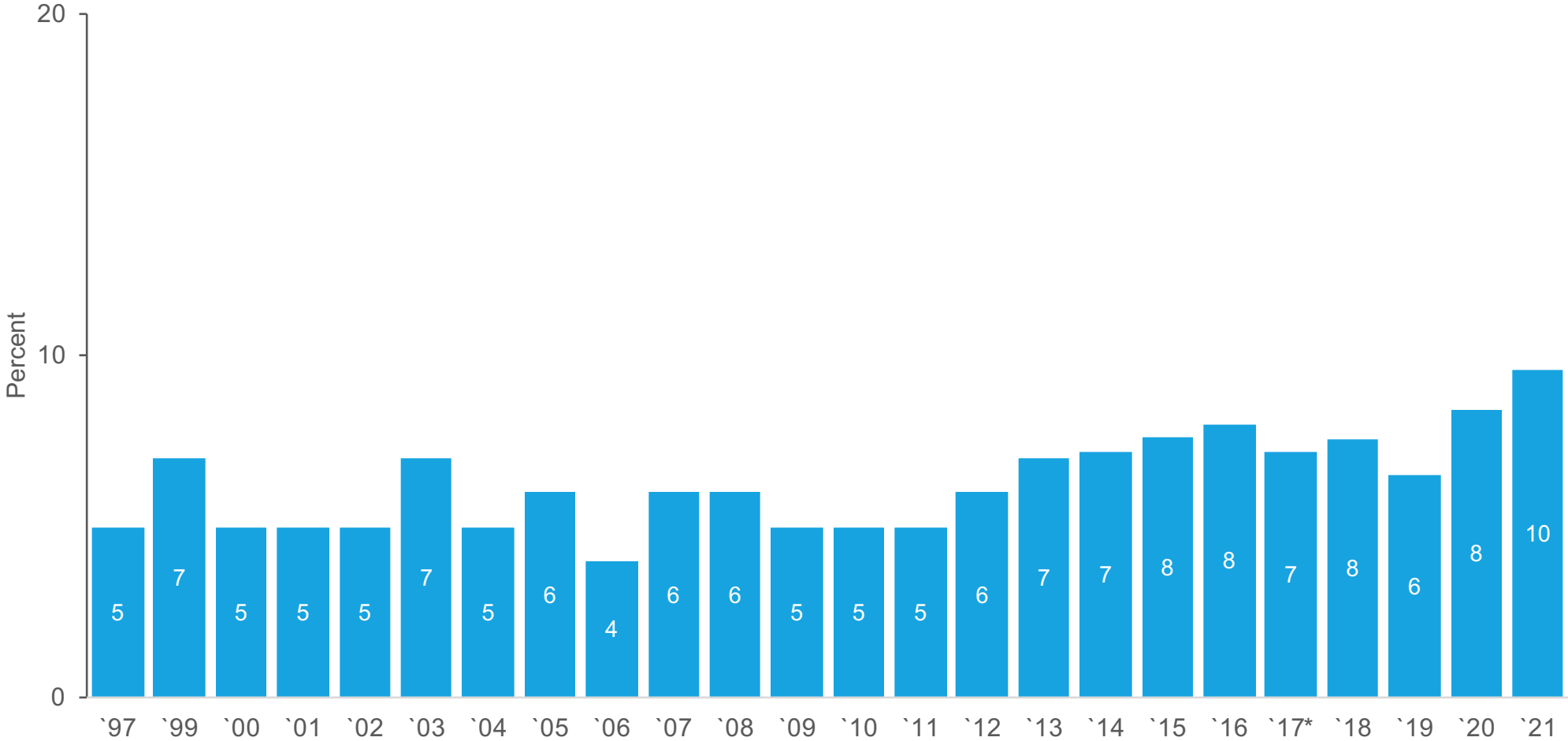
\*Restated  
\*\*East North Central census division

Regional Sources of Business  
- South\*\*



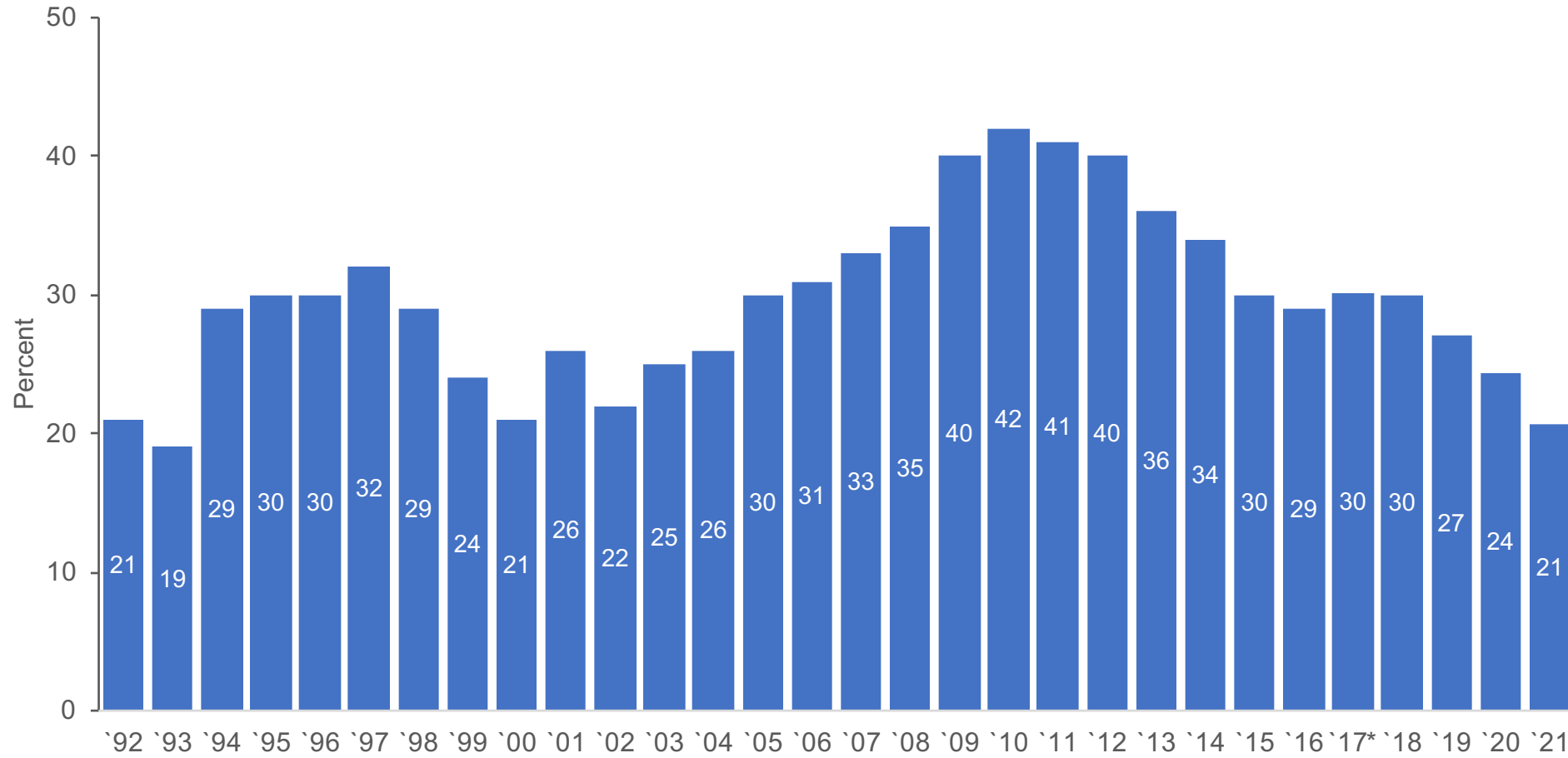
\*Restated  
\*\*South Atlantic and East South Central census divisions

Regional Sources of Business  
- North-East\*\*



\*Restated  
\*\*New England and Middle Atlantic census divisions

### Percent of Overnight Leisure Trips Originating in Colorado

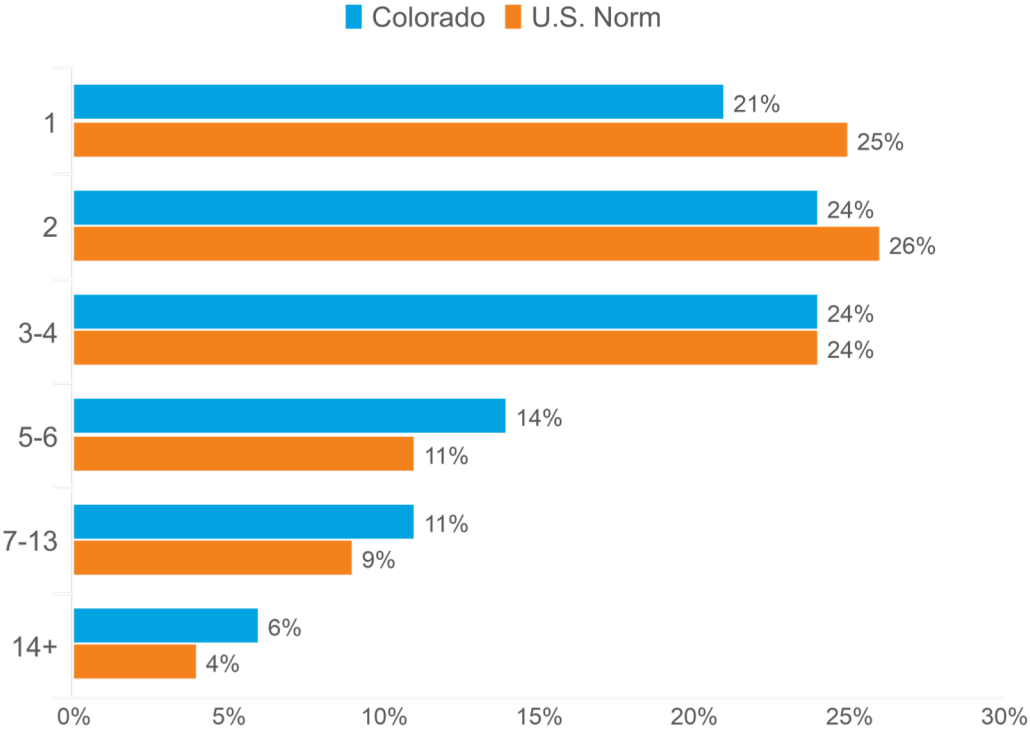




# Colorado's Overnight Trip Characteristics

Base: 2021 Overnight Leisure (incl B/L) Person-Trips

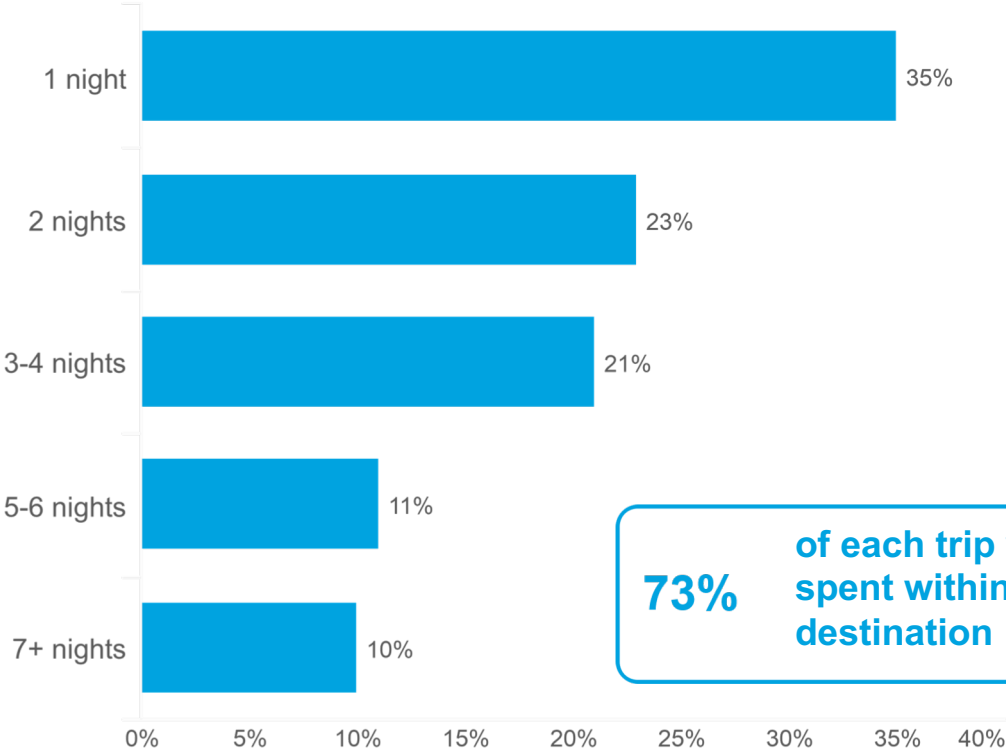
## Total Nights Away on Trip



Colorado  
**4.6**  
Average Nights

U.S. Norm  
**3.8**  
Average Nights

## Nights Spent in Colorado

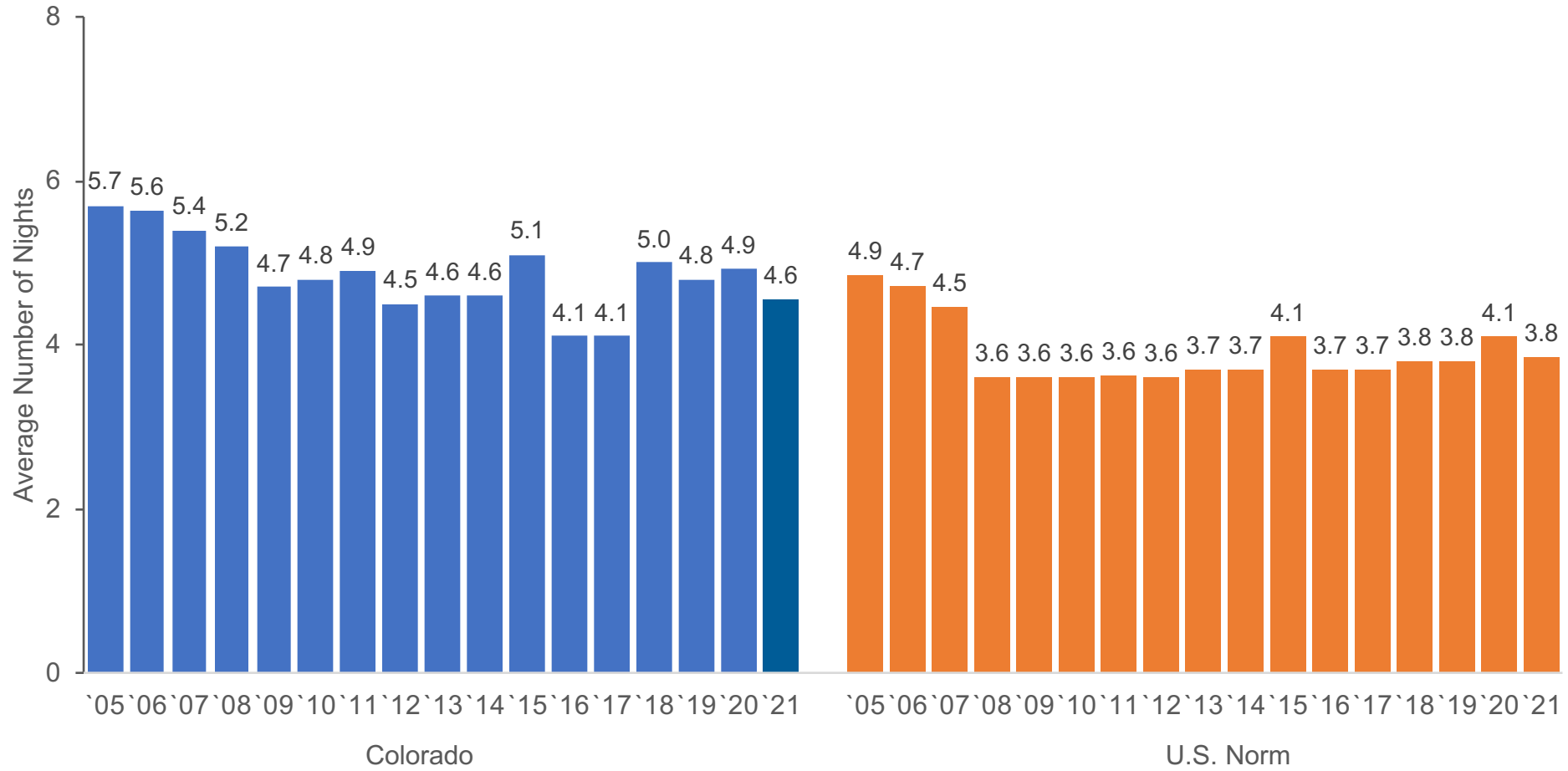


**73%** of each trip was spent within the destination

Average number of nights  
**3.3**

Average last year  
**3.6**

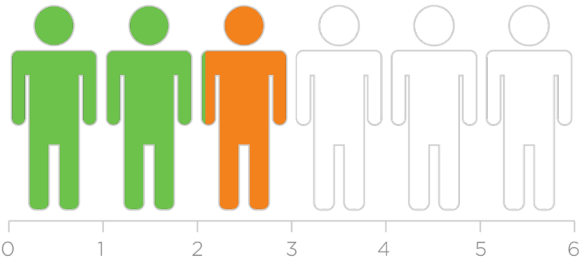
## Length of Trip



## Size of Travel Party

■ Adults ■ Children

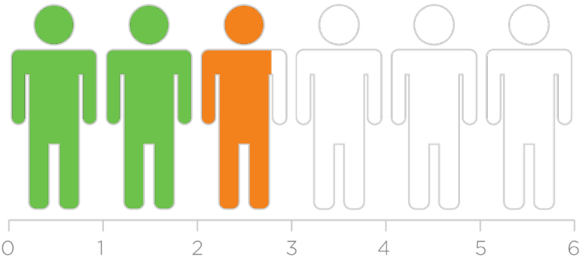
### Colorado



Total  
**3.1**

Average number of people

### U.S. Norm

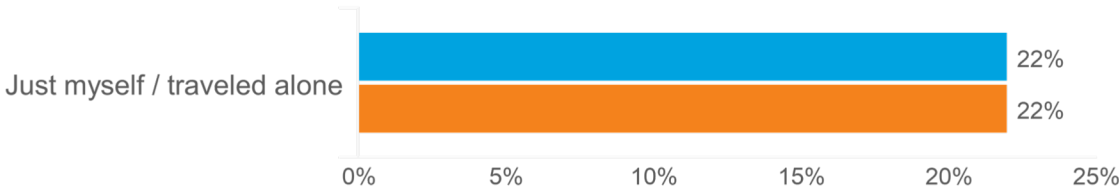


Total  
**2.9**

Average number of people

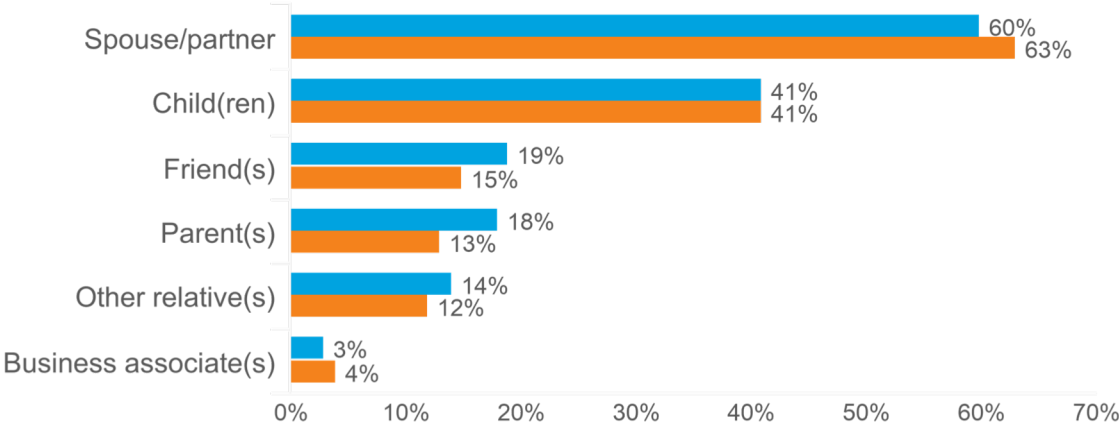
## Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



## Composition of Immediate Travel Party

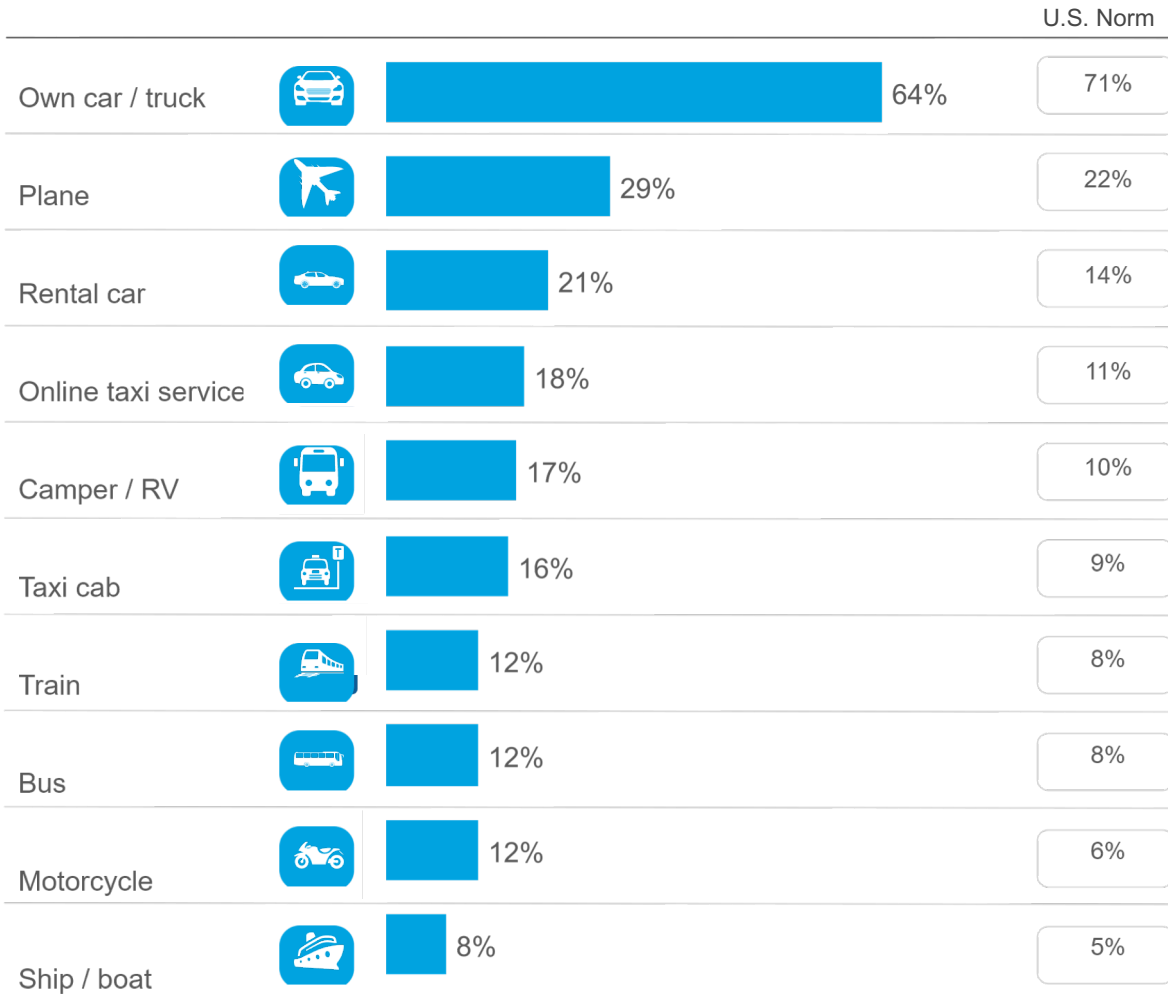
■ Colorado ■ U.S. Norm



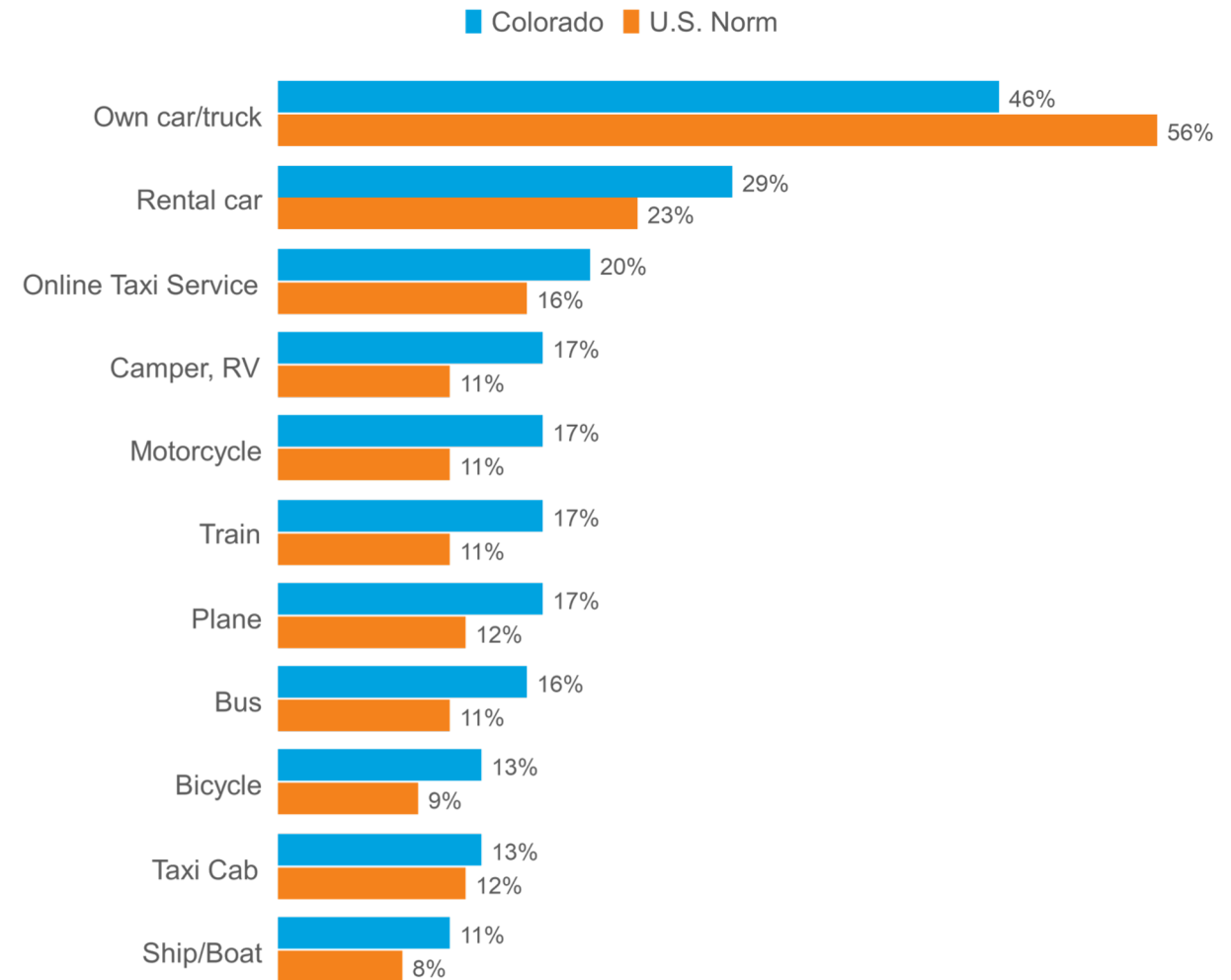
# Colorado's Overnight Trip Characteristics

Base: 2021 Overnight Leisure (incl B/L) Person-Trips

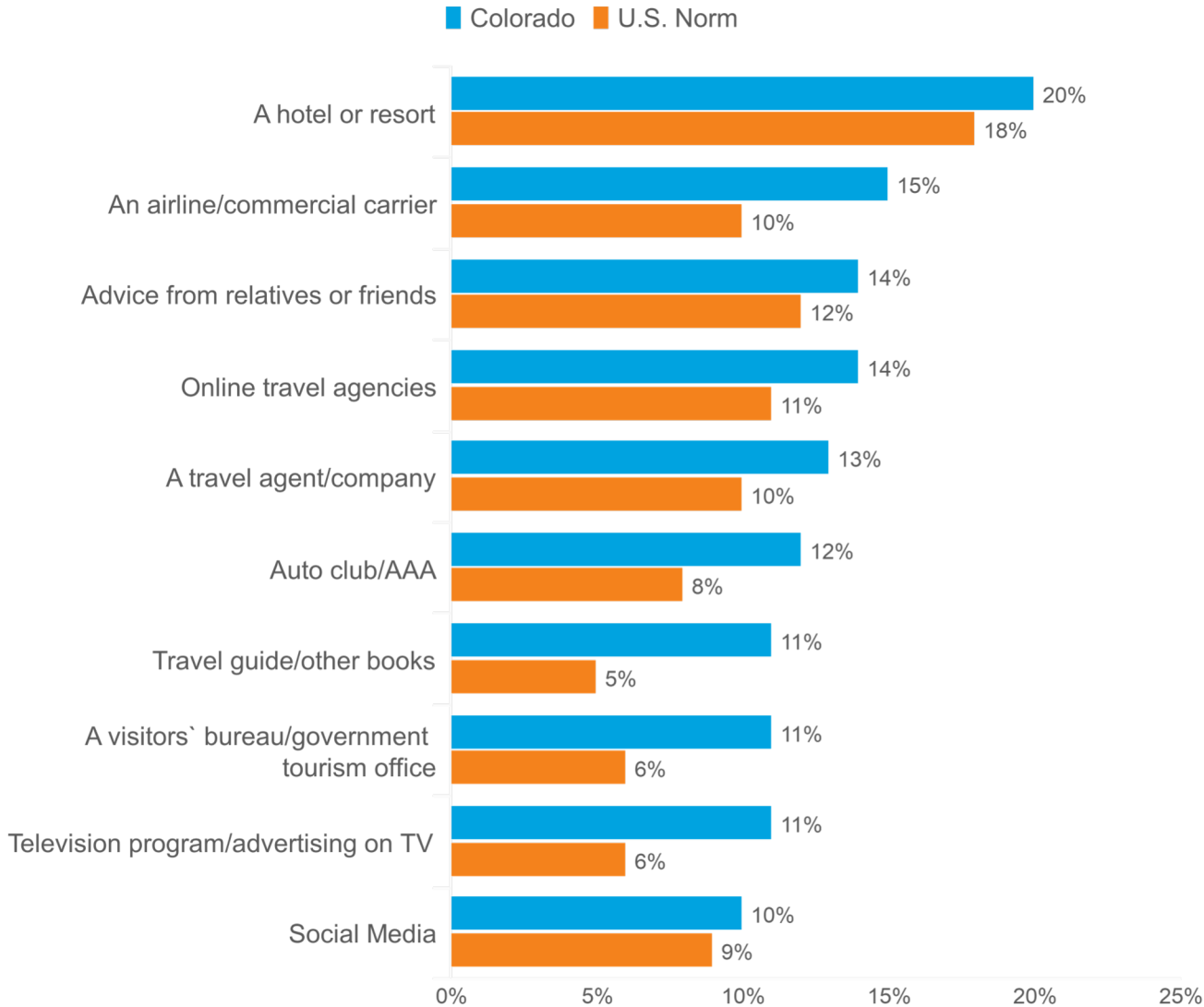
## Transportation Used to get to Destination



## Transportation Used within Destination



## Trip Planning Information Sources



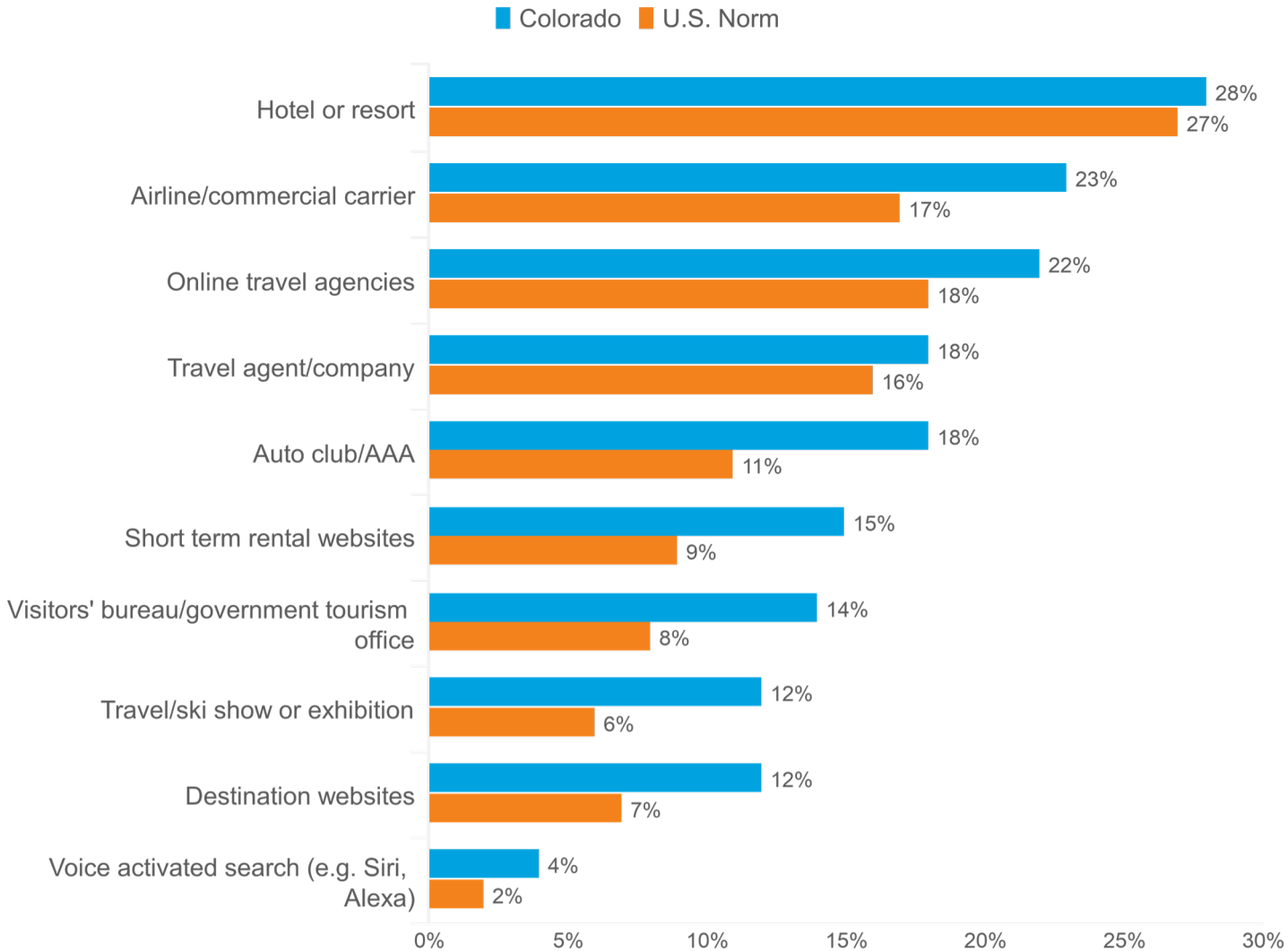
## Length of Trip Planning

	Colorado	U.S. Norm
1 month or less	24%	29%
2 months	17%	15%
3-5 months	23%	18%
6-12 months	19%	15%
More than 1 year in advance	6%	6%
Did not plan anything in advance	12%	16%








# Colorado's Overnight Trip Characteristics

Base: 2021 Overnight Leisure (incl B/L) Person-Trips

## Method of Booking



## Accommodations

		Colorado	U.S. Norm
	Hotel	39%	37%
	Motel	18%	13%
	Home of friends / relatives	16%	20%
	Bed & breakfast	15%	9%
	Campground / RV park	12%	6%
	Resort hotel	12%	12%
	Rented home / condo / apartment	11%	6%

## Activity Groupings

### Outdoor Activities



U.S. Norm: 50%

### Entertainment Activities



U.S. Norm: 57%

### Cultural Activities



U.S. Norm: 30%

### Sporting Activities



U.S. Norm: 24%

### Business Activities









U.S. Norm: 16%

## Activities and Experiences (Top 10)







	Colorado	U.S. Norm
Shopping	20%	22%
Sightseeing	20%	16%
Attending celebration	17%	14%
Landmark/historic site	16%	11%
Hiking/backpacking	14%	8%
Museum	13%	10%
Bar/nightclub	13%	11%
National/state park	13%	7%
Business convention/conference	12%	7%
Convention for personal interest	12%	6%

## Shopping Types on Trip

	Colorado	U.S. Norm
 Convenience/grocery shopping	49%	42%
 Souvenir shopping	49%	39%
 Outlet/mall shopping	45%	47%
 Big box stores (Walmart, Costco)	41%	33%
 Boutique shopping	31%	28%
 Antiquing	22%	13%

Base: 2021 Day Leisure (incl B/L) Person-Trips that included Shopping

## Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	40%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	27%	21%
 Street food/food trucks	26%	21%
 Fine/upscale dining	24%	22%
 Picnicking	20%	15%
 Gastropubs	16%	10%

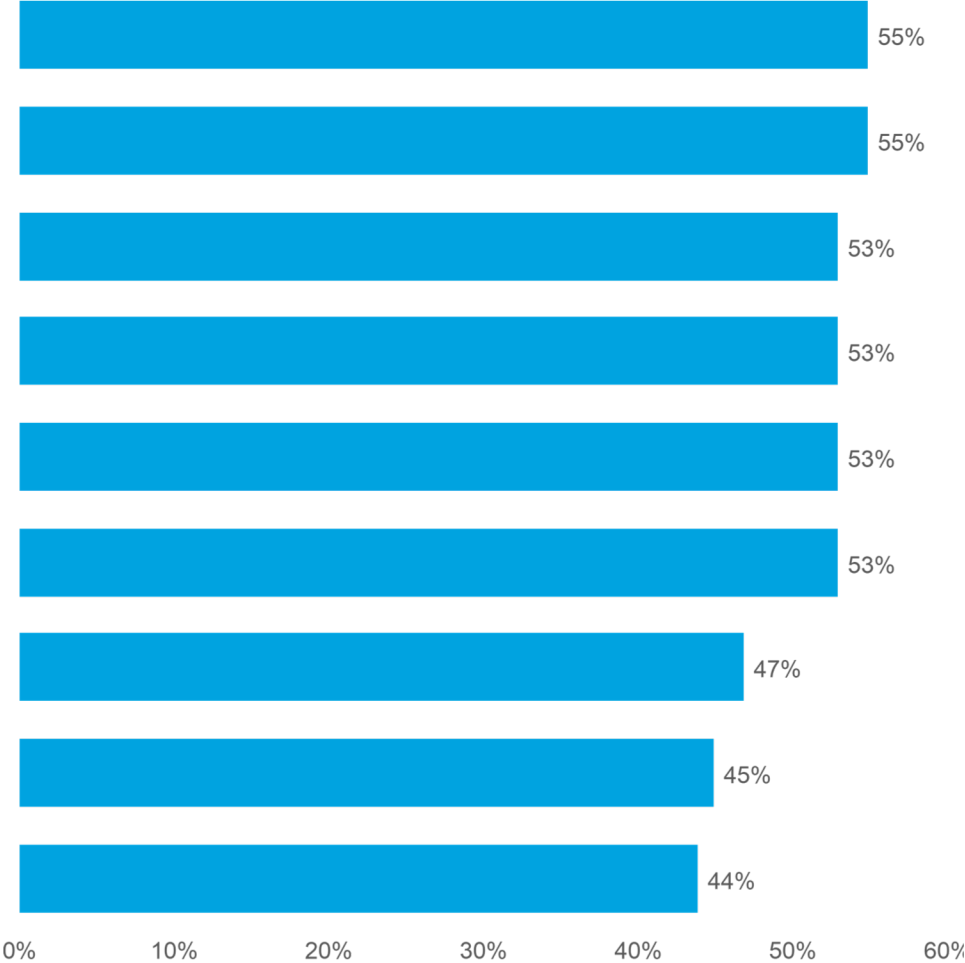




**69%**  
of overnight travelers were  
very satisfied with their overall  
trip experience

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

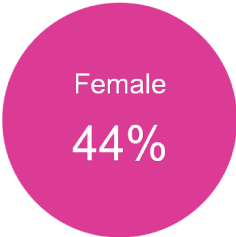
### % Very Satisfied with Trip



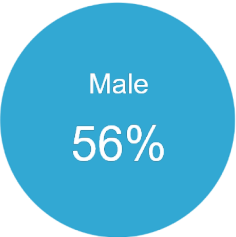
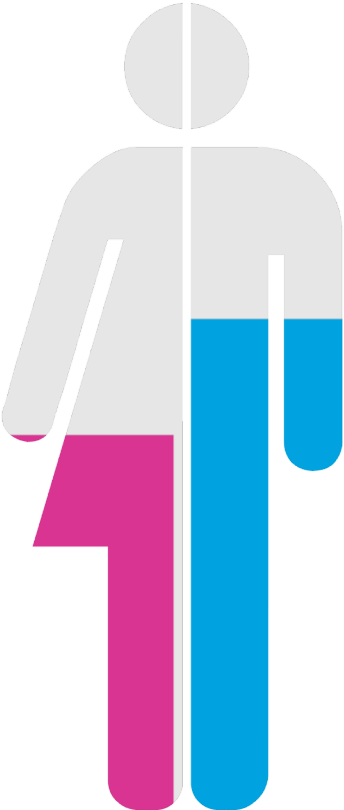
# Demographic Profile of Overnight Colorado Visitors

Base: 2021 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  
40.9

### U.S. Norm



Average Age  
43.8

## Marital Status

Colorado U.S. Norm



Married / with partner



Single / never married



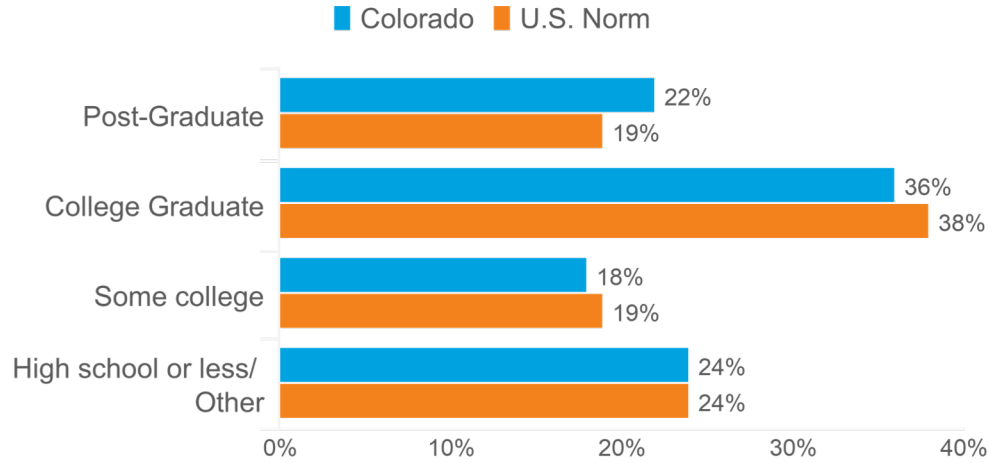
Divorced / widowed / separated



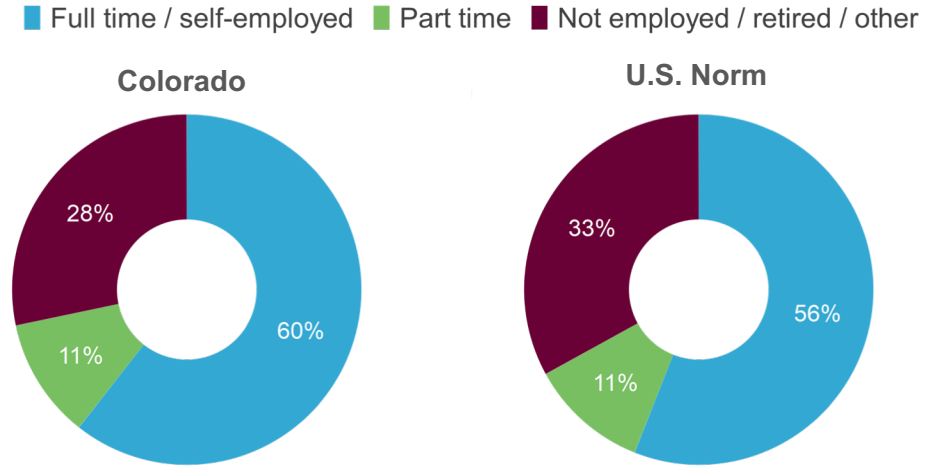
# Demographic Profile of Overnight Colorado Visitors

Base: 2021 Overnight Leisure (incl B/L) Person-Trips

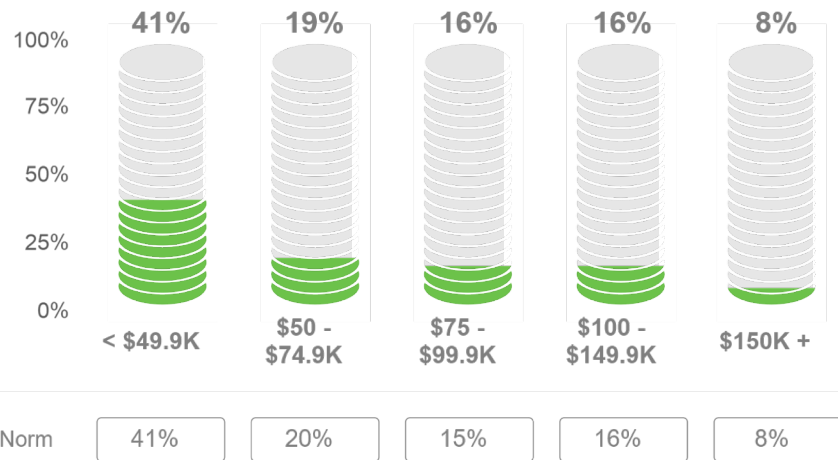
## Education



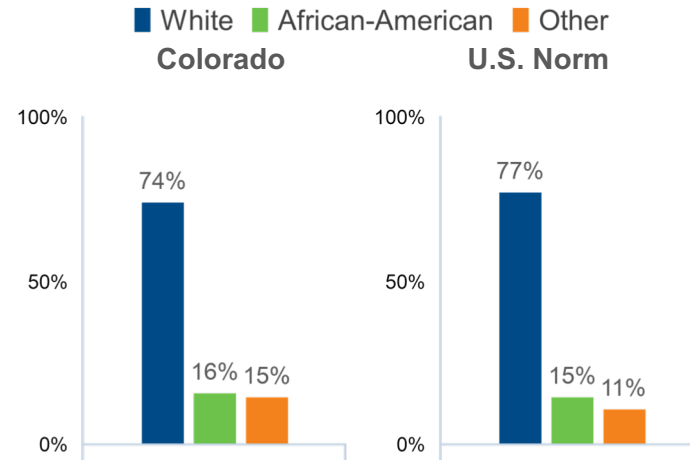
## Employment



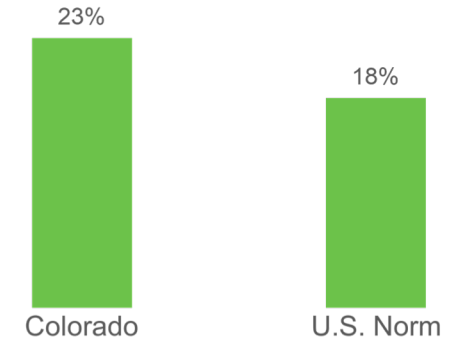
## Household Income



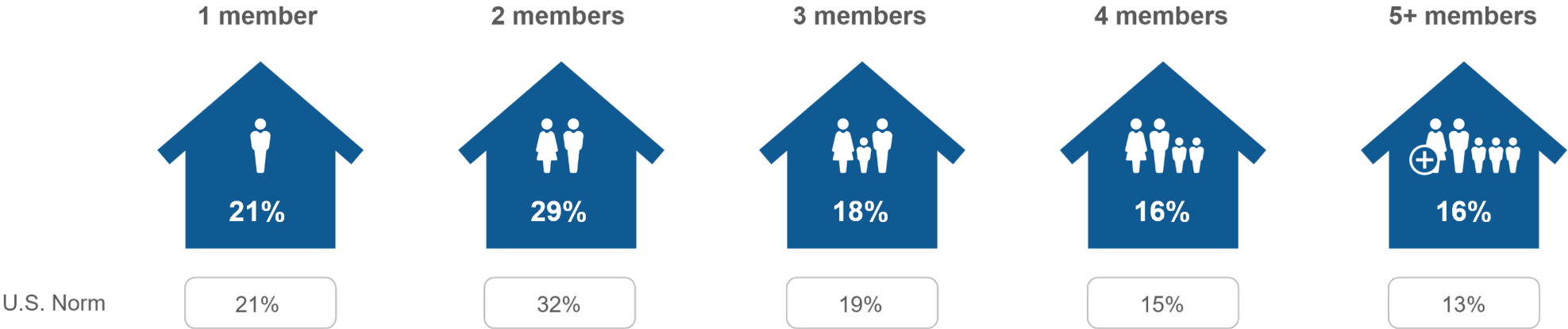
## Race



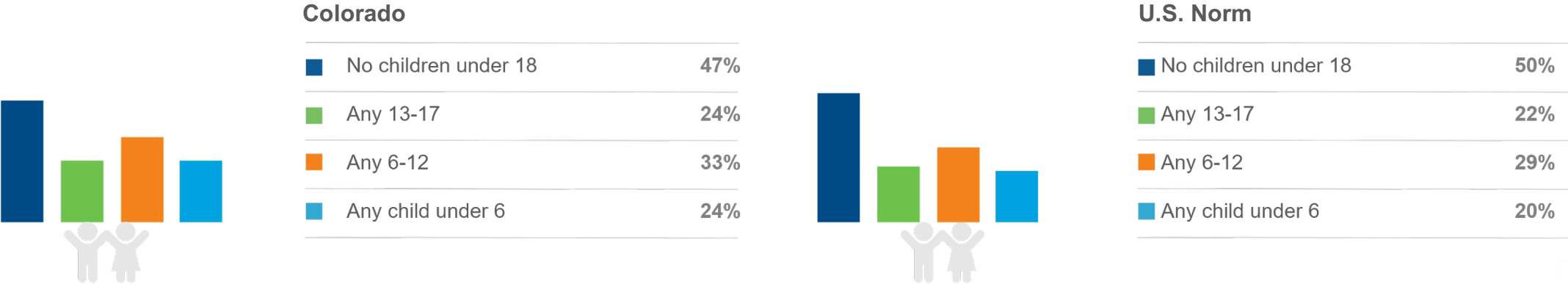
## Hispanic Background



## Household Size



## Children in Household





# Travel USA Visitor Profile

## Day Leisure Visitation



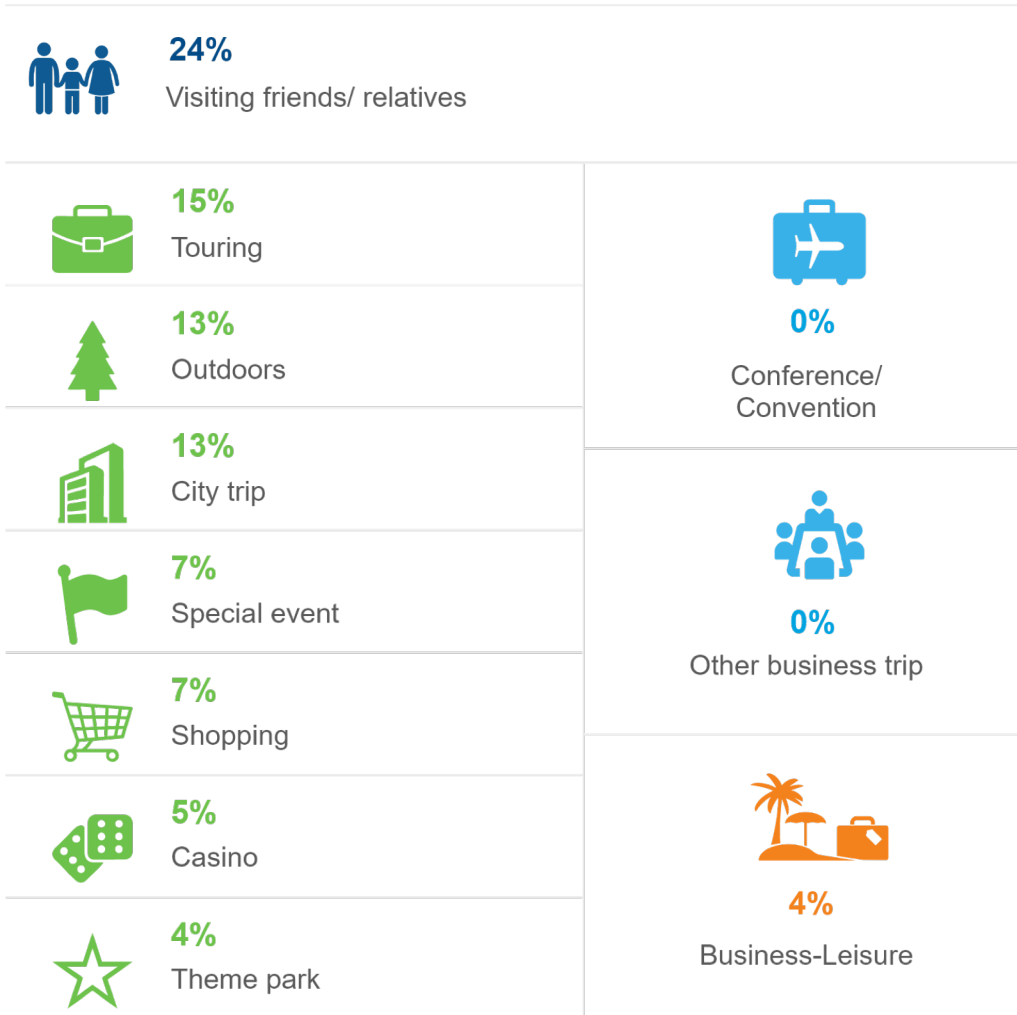
COLORADO  
TOURISM OFFICE

2021

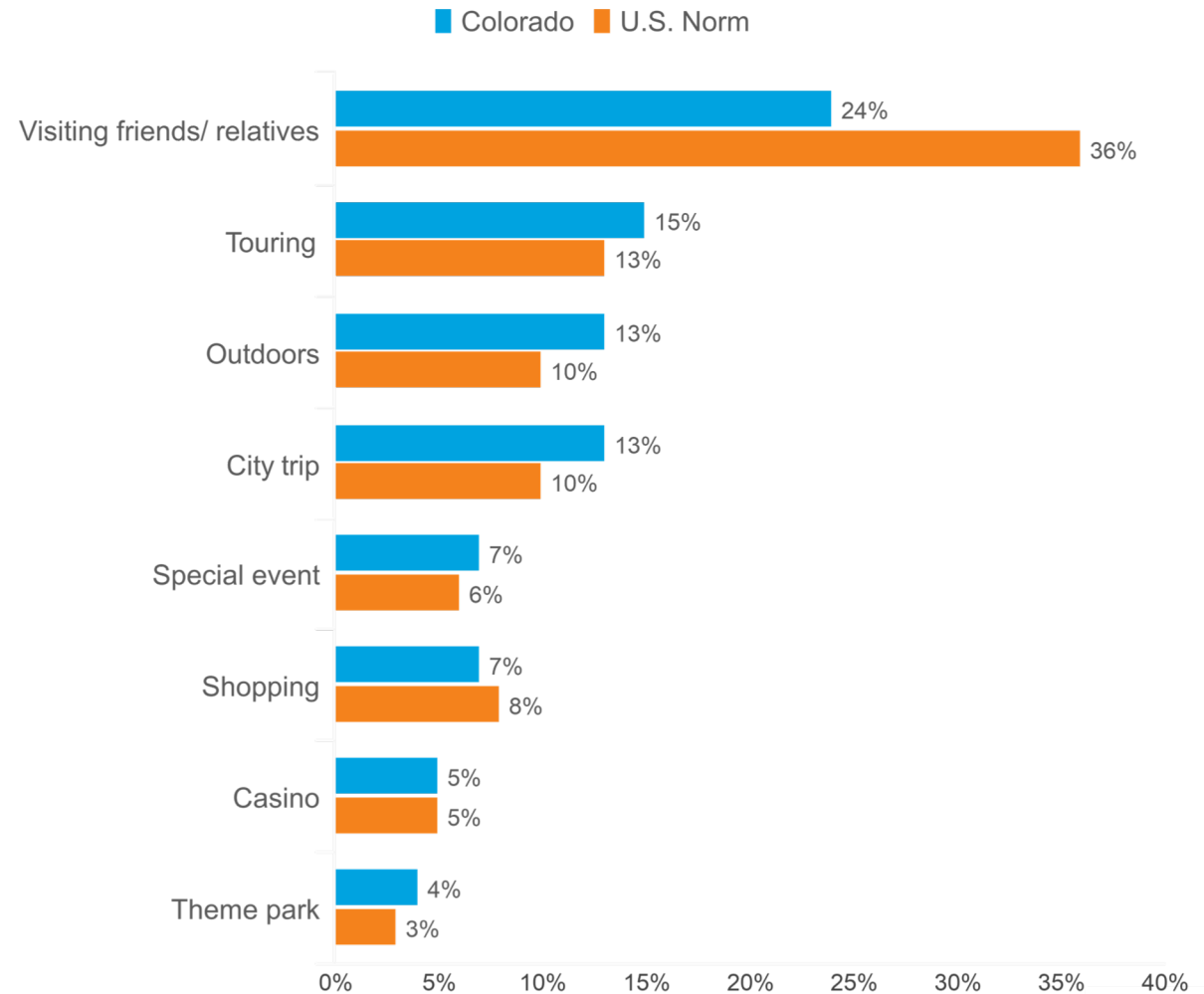
# Colorado's Day Trip Characteristics

Base: 2021 Day Leisure (incl B/L) Person-Trips

## Main Purpose of Trip



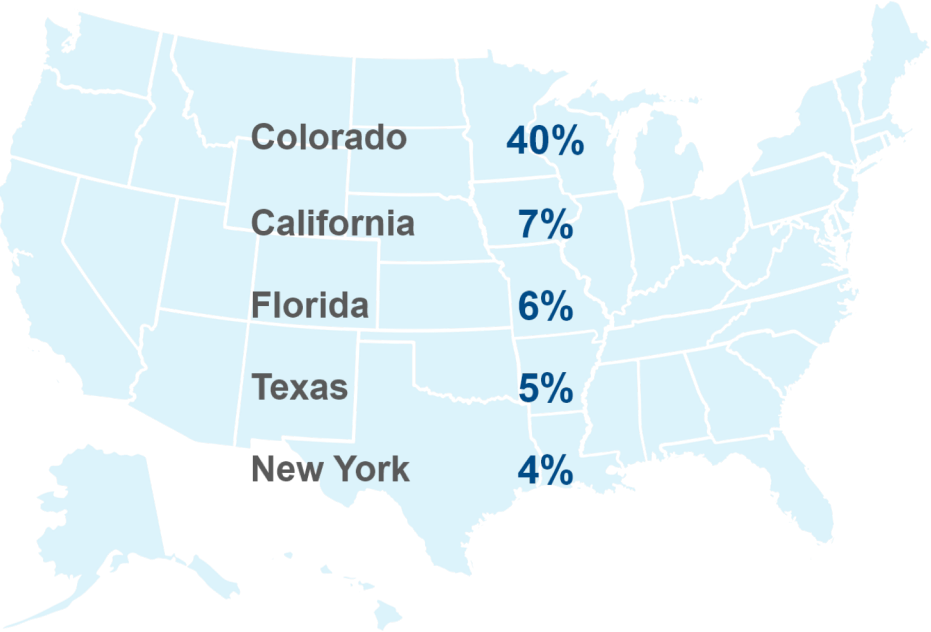
## Main Purpose of Leisure Trip



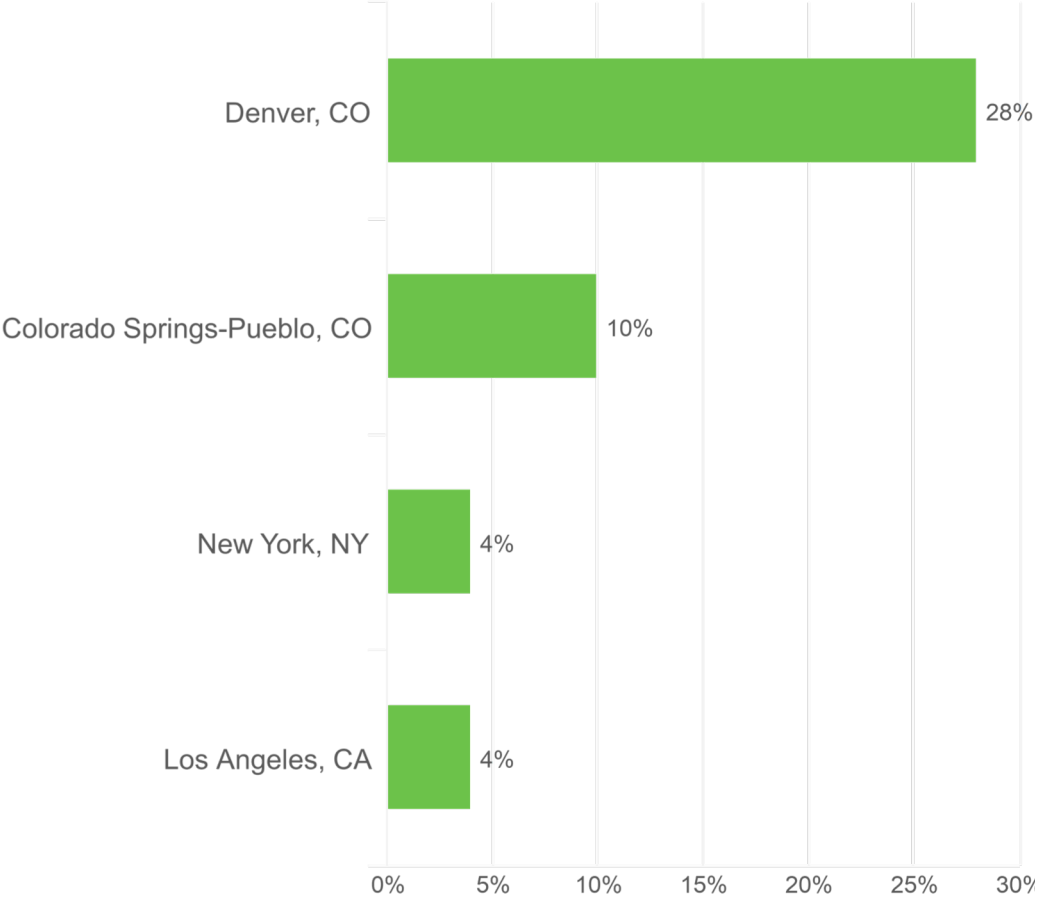
# Colorado's Day Trip Characteristics

Base: 2021 Day Leisure (incl B/L) Person-Trips

### State Origin Of Trip



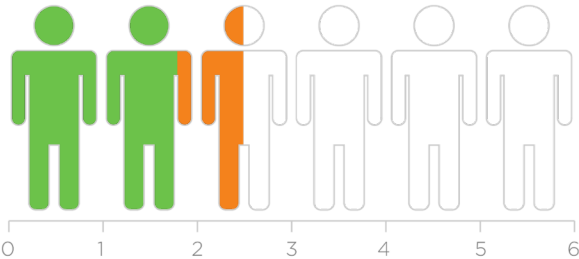
### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

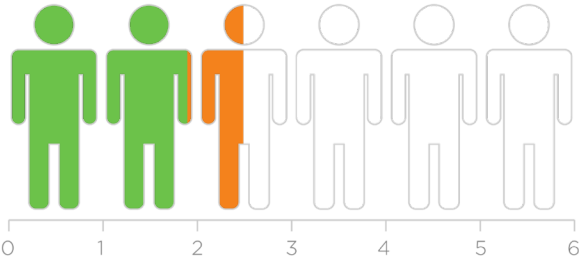
### Colorado



Total  
**2.7**

Average number of people

### U.S. Norm

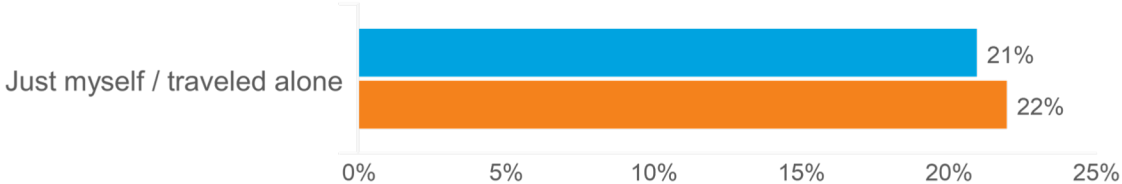


Total  
**2.6**

Average number of people

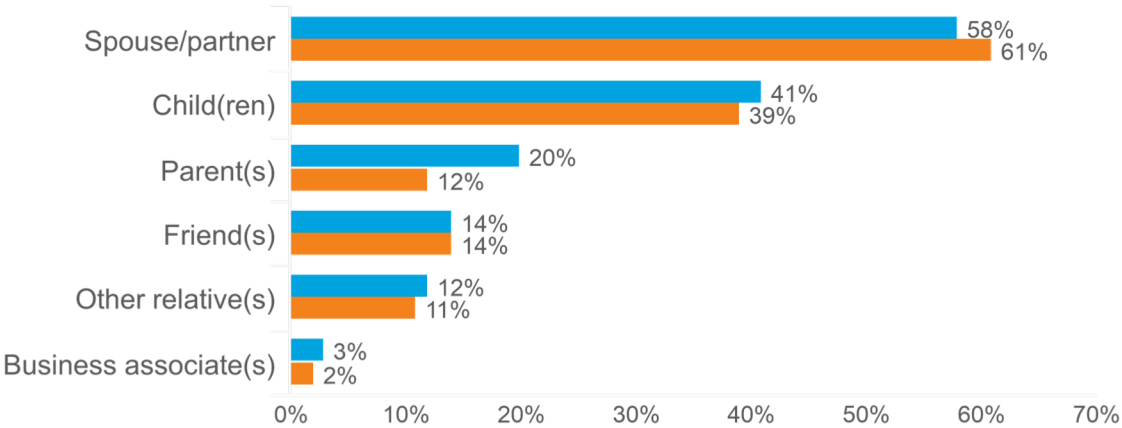
## Percent Who Traveled Alone

■ 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: 49%

### Cultural Activities



U.S. Norm: 22%

### Sporting Activities



U.S. Norm: 18%

### Business Activities









U.S. Norm: 12%

## Activities and Experiences (Top 10)







	Colorado	U.S. Norm
Shopping	17%	19%
Sightseeing	13%	12%
Hiking/backpacking	11%	6%
Attending celebration	11%	10%
Landmark/historic site	10%	8%
Museum	9%	7%
Business convention/conference	8%	5%
Attended/participated in an amateur sports event	8%	4%
Nature tours/wildlife viewing/birding	8%	5%
Civil Rights/African-American heritage sights/experiences	8%	4%

## Shopping Types on Trip

	Colorado	U.S. Norm
 Outlet/mall shopping	42%	47%
 Convenience/grocery shopping	34%	26%
 Big box stores (Walmart, Costco)	31%	28%
 Souvenir shopping	30%	24%
 Boutique shopping	22%	22%
 Antiquing	14%	13%

Base: 2021 Day Leisure (incl B/L) Person-Trips that included Shopping

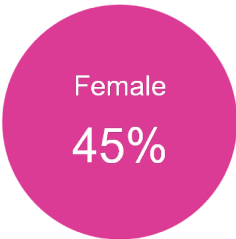
## Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	31%	34%
 Street food/food trucks	21%	18%
 Food delivery service (UberEATS, DoorDash, etc.)	20%	15%
 Picnicking	17%	14%
 Fine/upscale dining	15%	15%
 Gastropubs	13%	8%

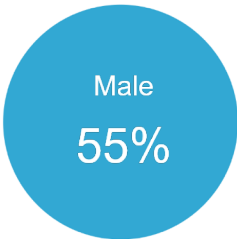
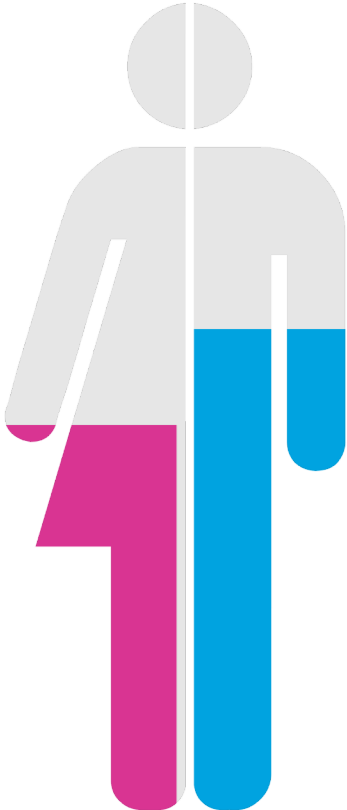
# Demographic Profile of Day Colorado Visitors

Base: 2021 Day 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  
42.1

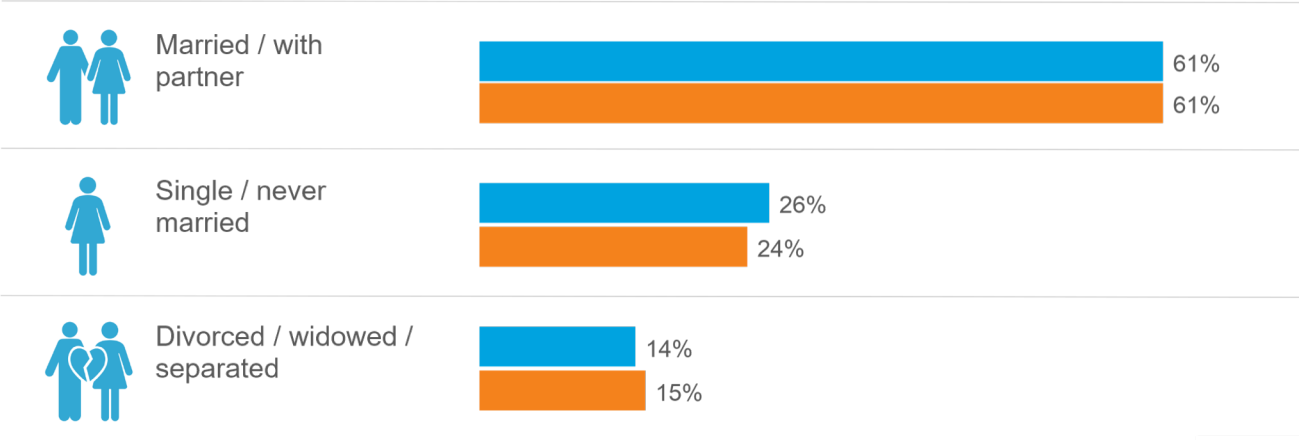
### U.S. Norm



Average Age  
45.3

## Marital Status

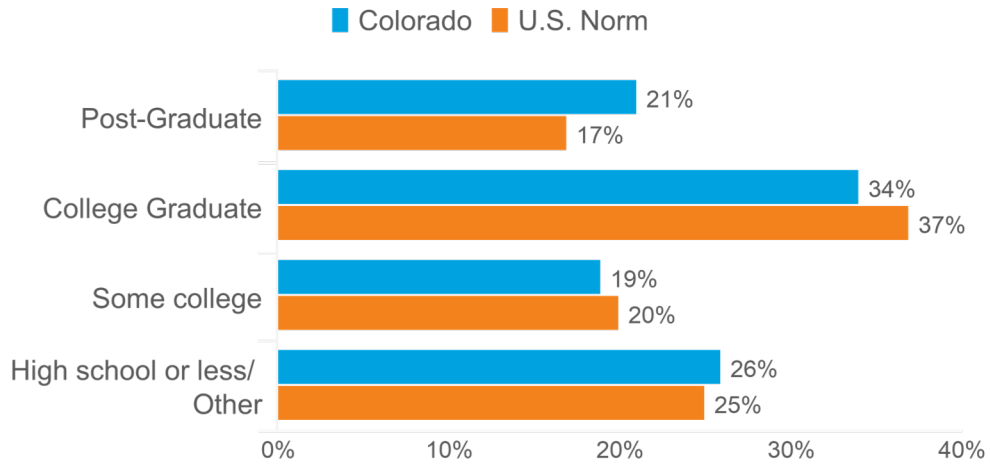
Colorado U.S. Norm



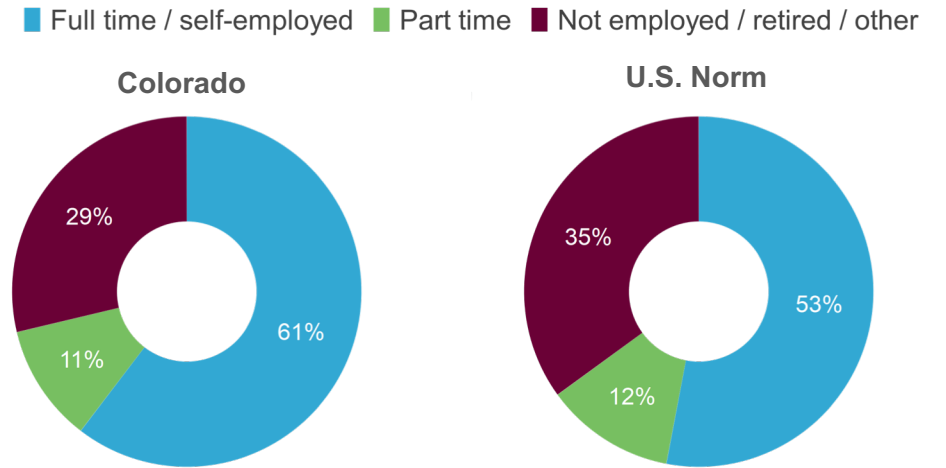
# Demographic Profile of Day Colorado Visitors

Base: 2021 Day Leisure (incl B/L) Person-Trips

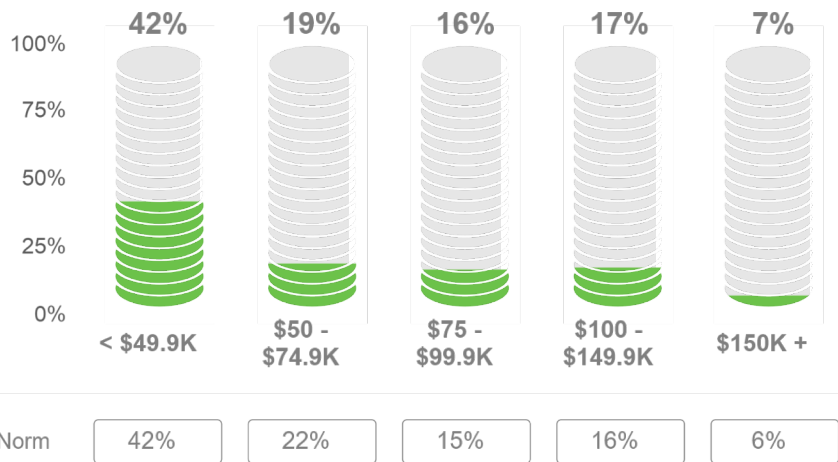
## Education



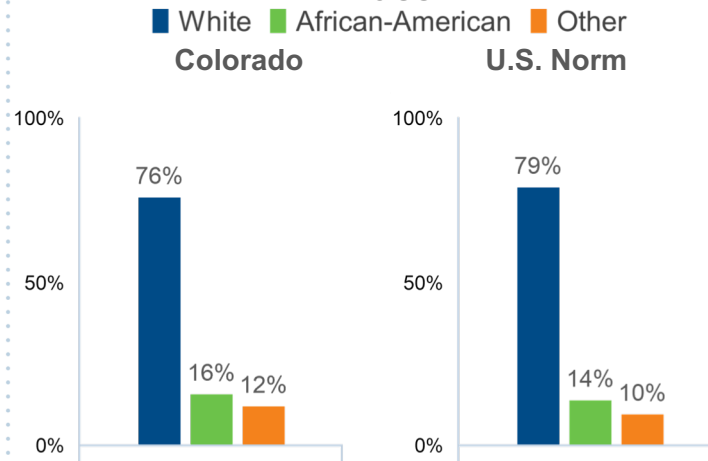
## Employment



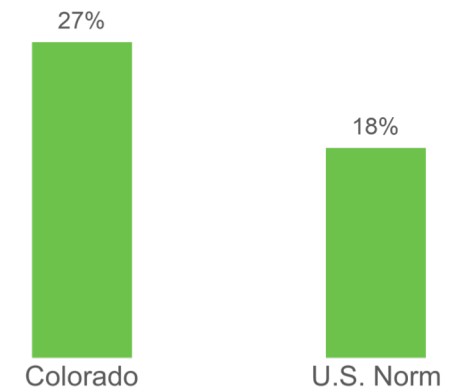
## Household Income



## Race



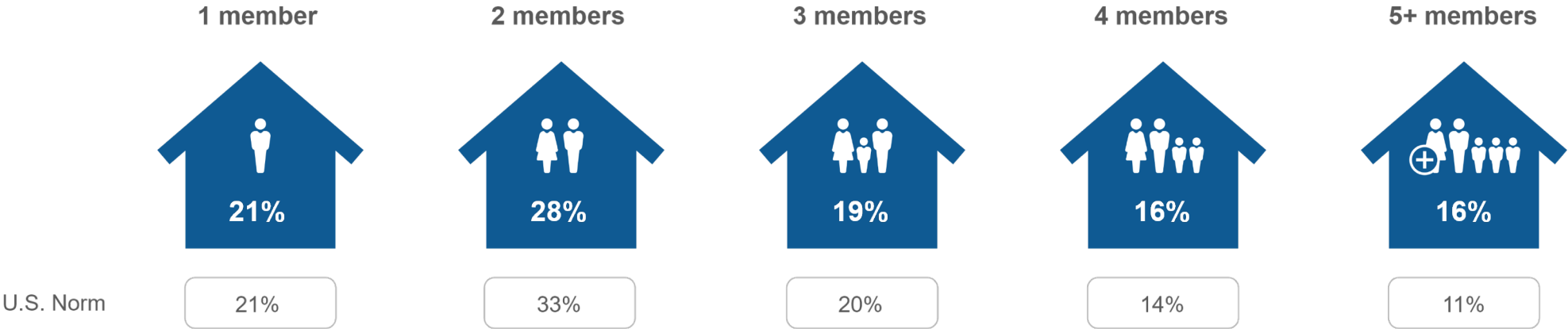
## Hispanic Background



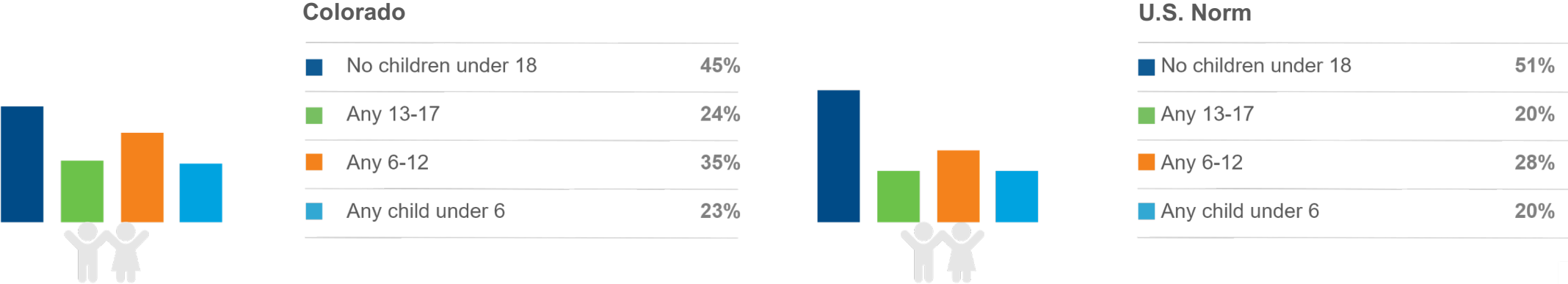
# Demographic Profile of Day Colorado Visitors

Base: 2021 Day Leisure (incl B/L) Person-Trips

## Household Size



## Children in Household





# Travel USA Visitor Profile

## Overnight Touring Visitation



COLORADO  
TOURISM OFFICE

2021

## 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 2021 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.

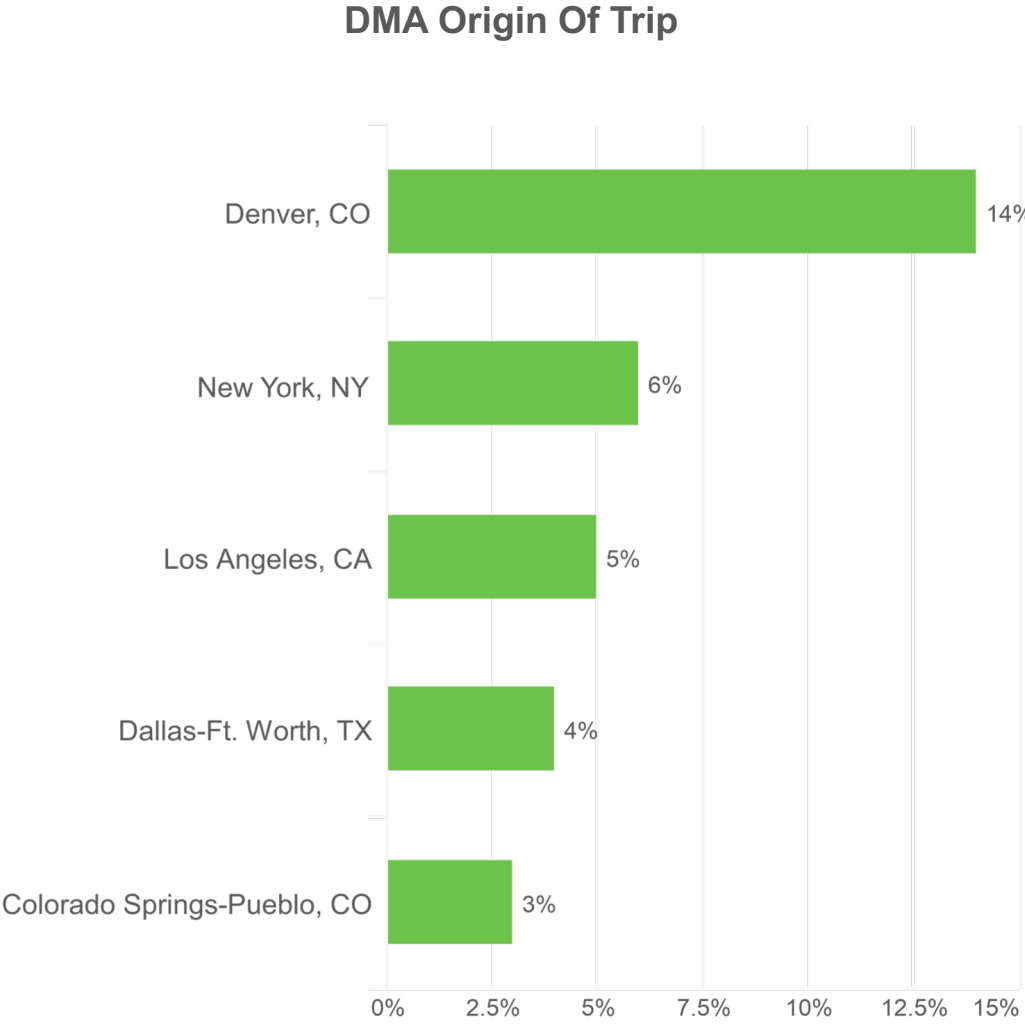
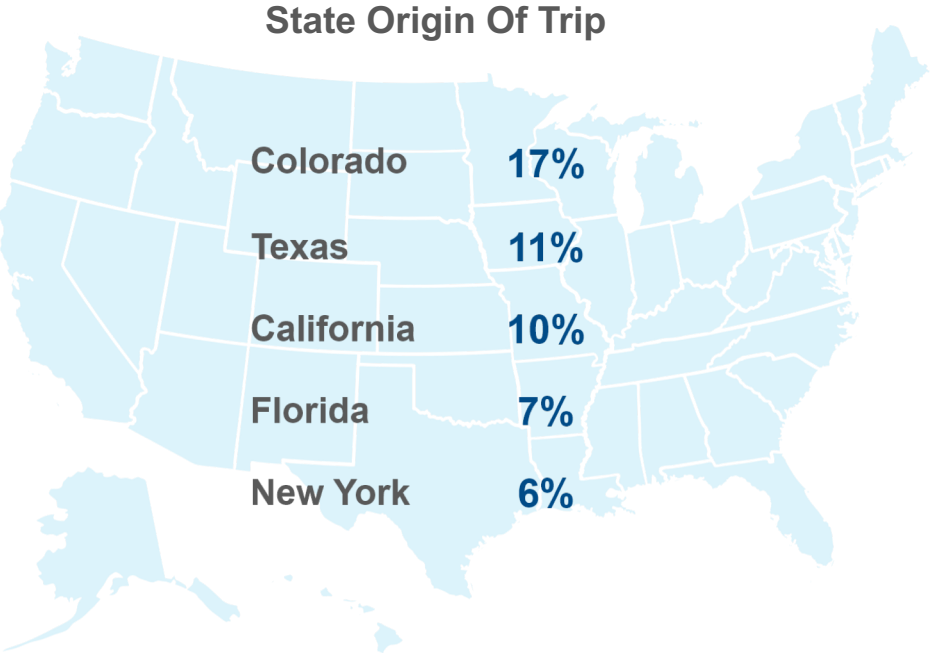
For Colorado's Touring segment, the following sample was achieved in 2021:



Overnight Base Size

827

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



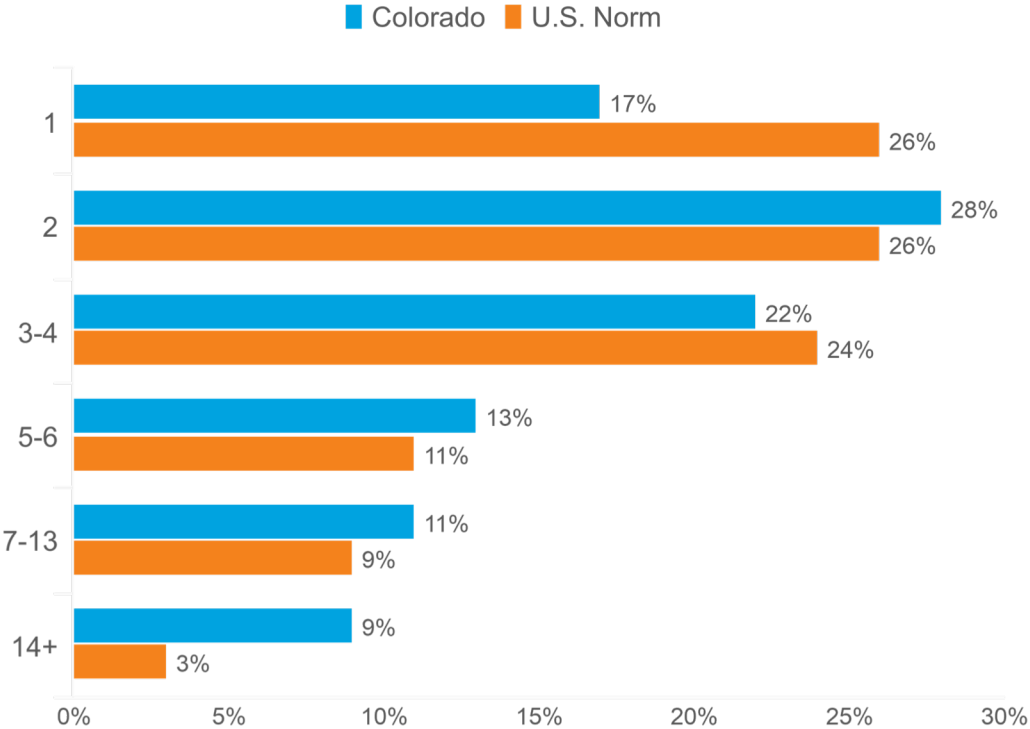
### Past Visitation to Colorado

**78%** of overnight travelers to Colorado are repeat visitors

**50%** of overnight travelers to Colorado had visited before in the past 12 months



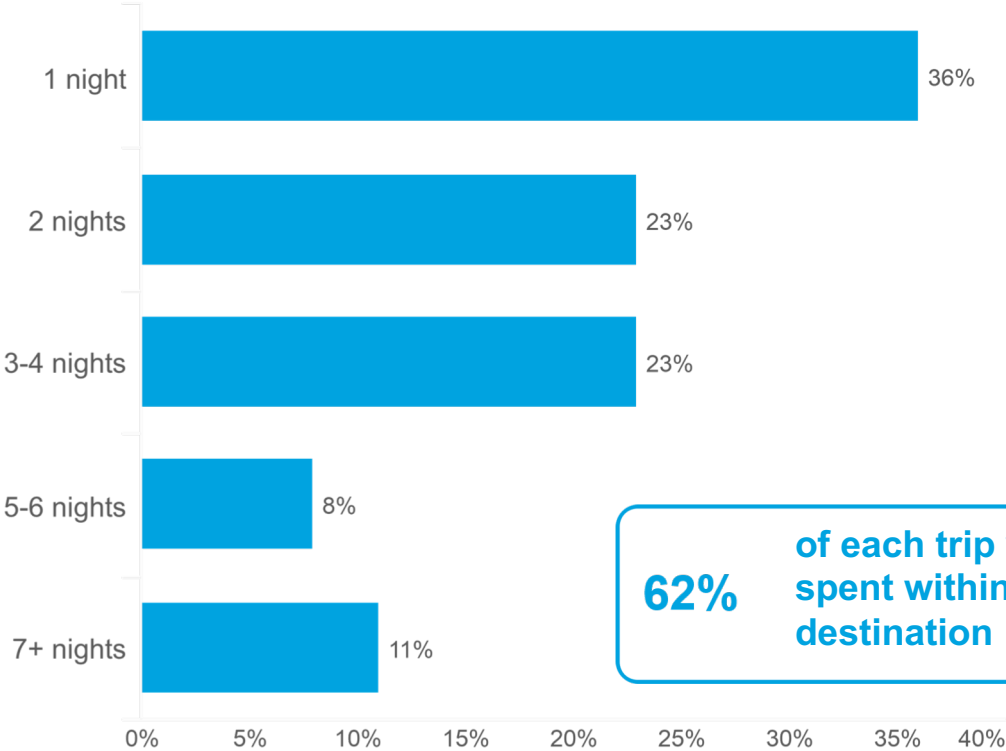
## Total Nights Away on Trip



Colorado  
**5.1**  
Average Nights

U.S. Norm  
**3.7**  
Average Nights

## Nights Spent in Colorado



**62%** of each trip was spent within the destination

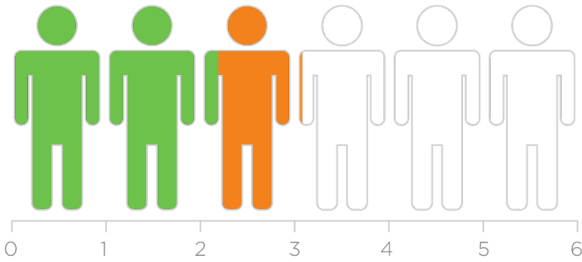
Average number of nights  
**3.2**

Average last year  
**3.3**

## Size of Travel Party

■ Adults ■ Children

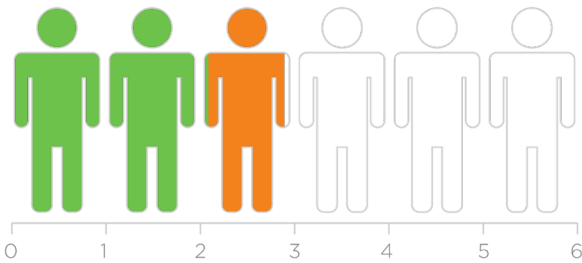
### Colorado



Average number of people

Total  
**3.2**

### U.S. Norm

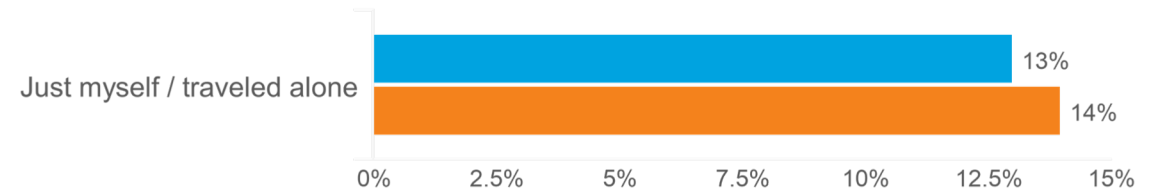


Average number of people

Total  
**3.0**

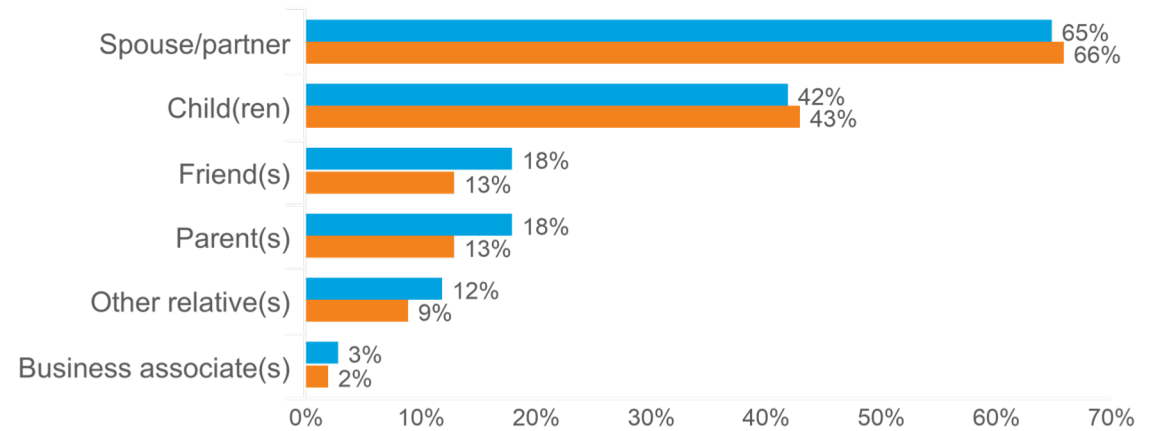
## Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



## Composition of Immediate Travel Party

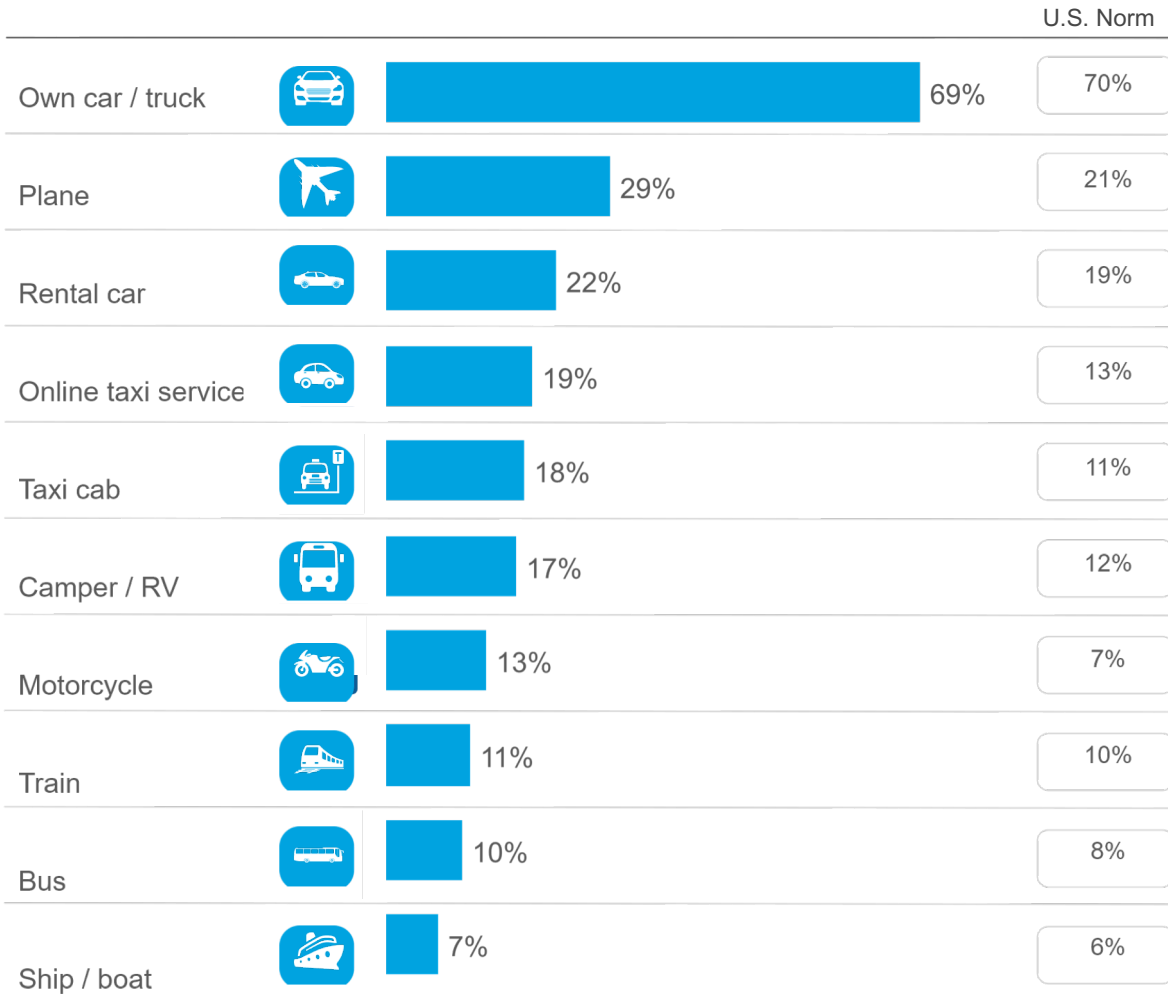
■ Colorado ■ U.S. Norm



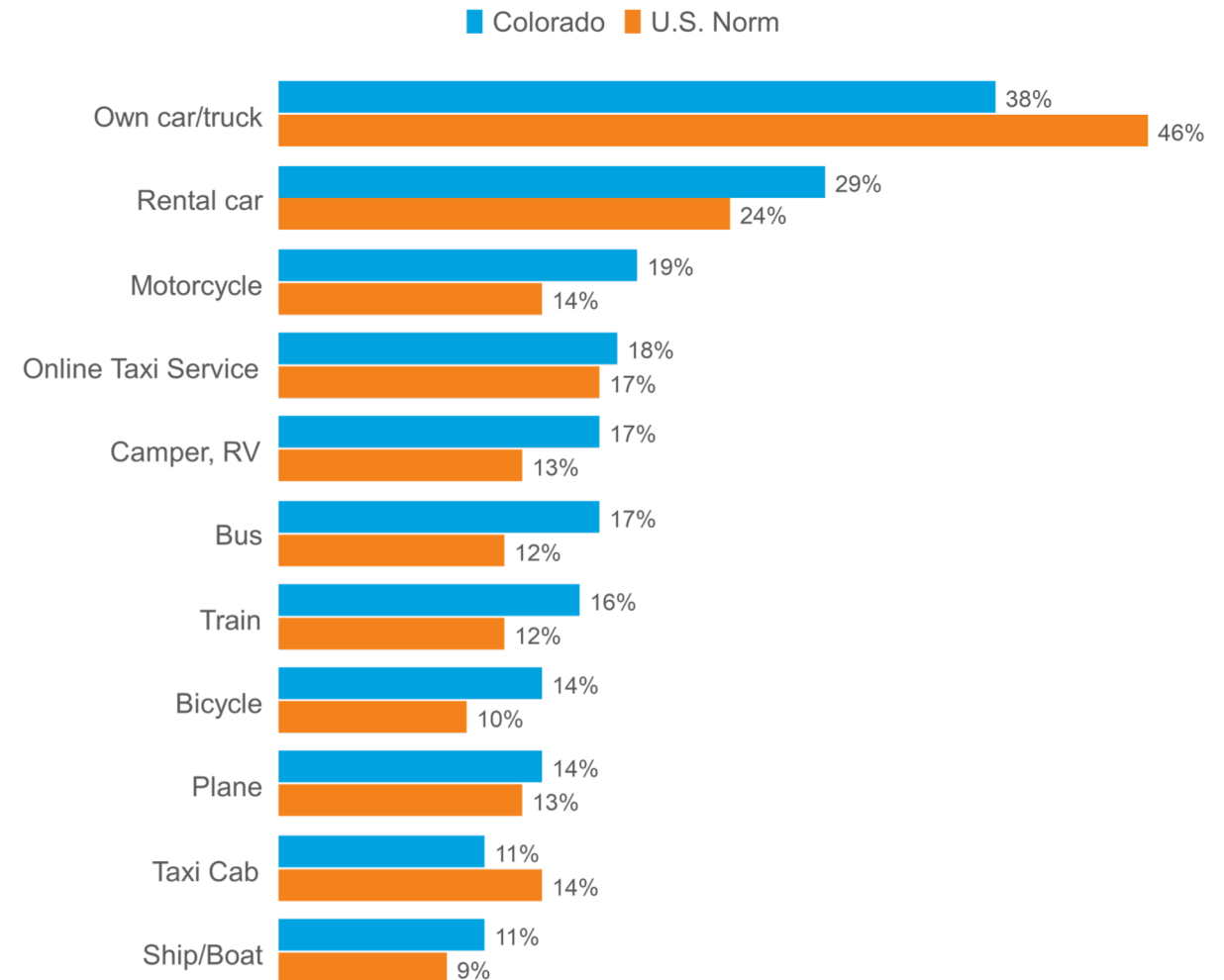
# Colorado's Overnight Trip Characteristics

Base: 2021 Overnight Touring Person-Trips

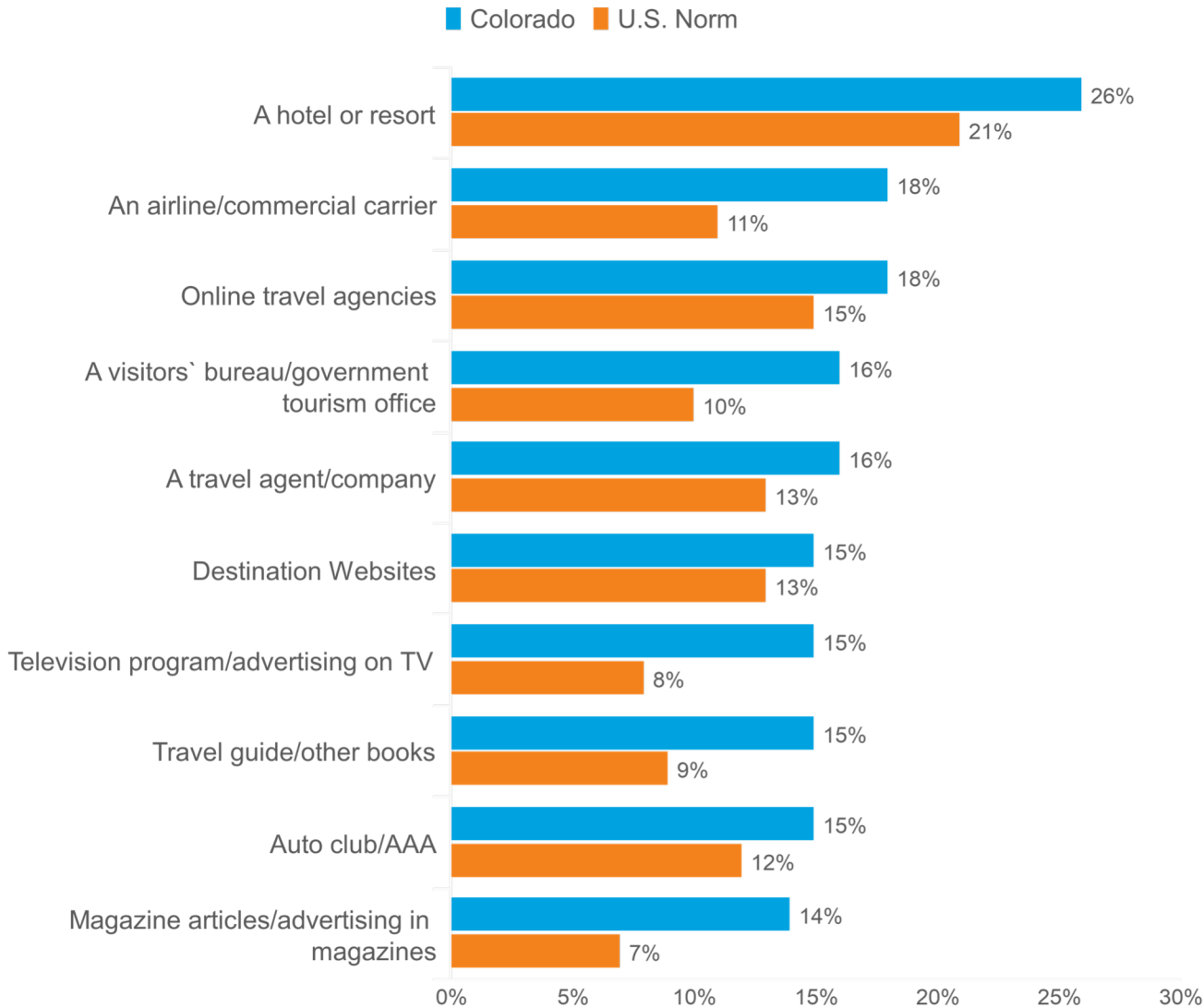
## Transportation Used to get to Destination



## Transportation Used within Destination



## Trip Planning Information Sources



## Length of Trip Planning

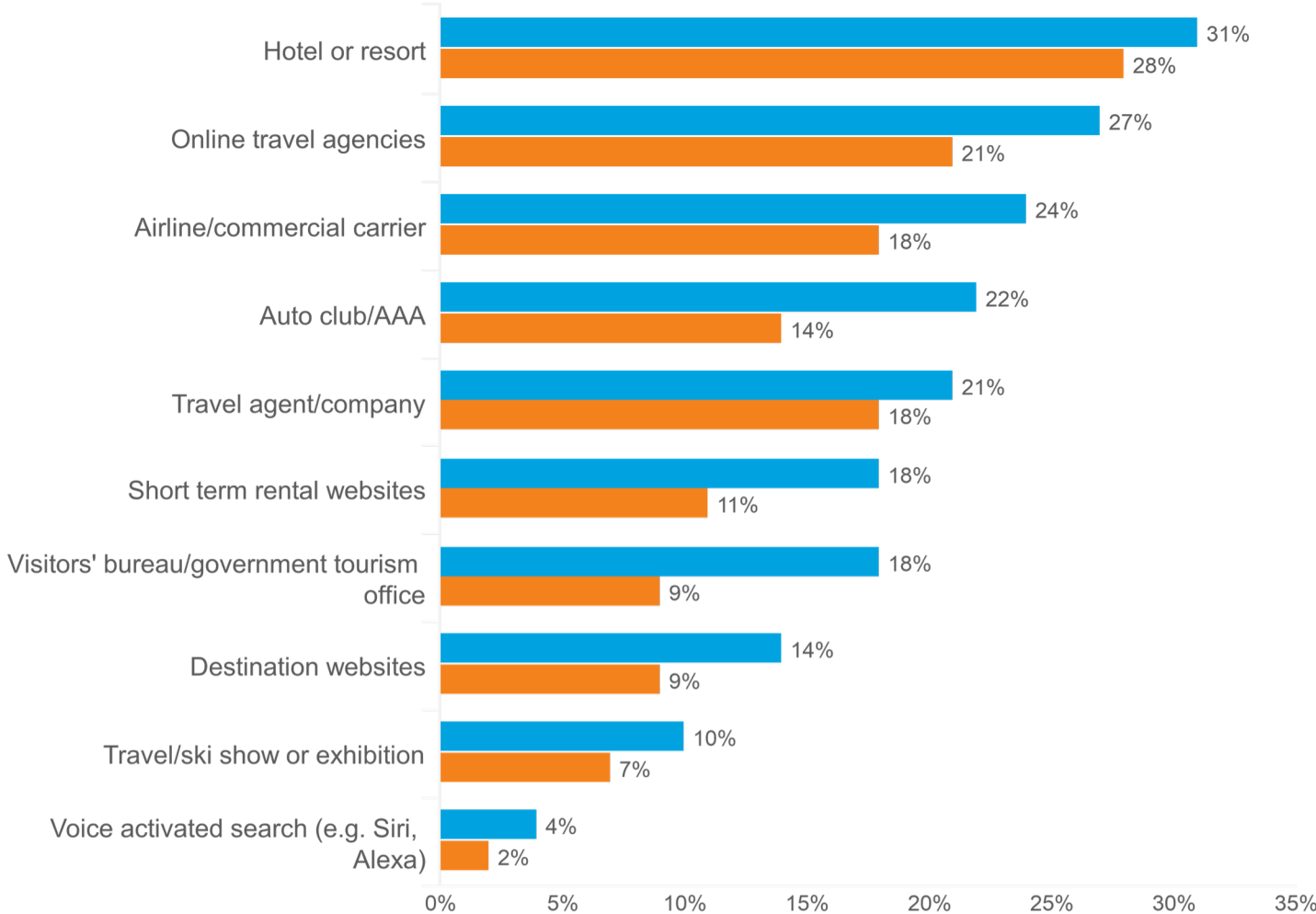
	Colorado	U.S. Norm
1 month or less	19%	25%
2 months	19%	17%
3-5 months	28%	24%
6-12 months	23%	21%
More than 1 year in advance	7%	6%
Did not plan anything in advance	5%	7%

# Colorado's Overnight Trip Characteristics








Base: 2021 Overnight Touring Person-Trips

## Method of Booking

■ Colorado ■ U.S. Norm



## Accommodations

		Colorado	U.S. Norm
	Hotel	50%	48%
	Motel	25%	18%
	Bed & breakfast	22%	14%
	Time share	15%	7%
	Rented home / condo / apartment	15%	9%
	Country inn / lodge	15%	8%
	Campground / RV park	14%	7%

## Activity Groupings

### Outdoor Activities



U.S. Norm: 63%

### Entertainment Activities



U.S. Norm: 67%

### Cultural Activities



U.S. Norm: 49%

### Sporting Activities



U.S. Norm: 27%

### Business Activities




U.S. Norm: 18%

## Activities and Experiences (Top 10)







	Colorado	U.S. Norm
Sightseeing	31%	30%
Landmark/historic site	28%	24%
National/state park	27%	16%
Shopping	26%	27%
Hiking/backpacking	21%	12%
Museum	21%	17%
Nature tours/wildlife viewing/birding	18%	13%
Visited American Indian Community	16%	7%
Bar/nightclub	15%	11%
Civil Rights/African-American heritage sights/experiences	15%	9%

## Shopping Types on Trip

	Colorado	U.S. Norm
 Souvenir shopping	<b>58%</b>	<b>54%</b>
 Convenience/grocery shopping	<b>53%</b>	<b>38%</b>
 Outlet/mall shopping	<b>46%</b>	<b>40%</b>
 Big box stores (Walmart, Costco)	<b>40%</b>	<b>25%</b>
 Boutique shopping	<b>33%</b>	<b>34%</b>
 Antiquing	<b>23%</b>	<b>18%</b>

Base: 2021 Overnight Person-Trips that included Shopping

## Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	<b>49%</b>	<b>49%</b>
 Food delivery service (UberEATS, DoorDash, etc.)	<b>29%</b>	<b>22%</b>
 Street food/food trucks	<b>29%</b>	<b>25%</b>
 Fine/upscale dining	<b>28%</b>	<b>28%</b>
 Picnicking	<b>25%</b>	<b>18%</b>
 Gastropubs	<b>17%</b>	<b>14%</b>



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



Sightseeing/attractions

59%



Quality of food

56%



Cleanliness

55%



Safety/security

54%



Friendliness of people

54%



Quality of accommodations

51%



Music/nightlife/entertainment

49%



Public transportation

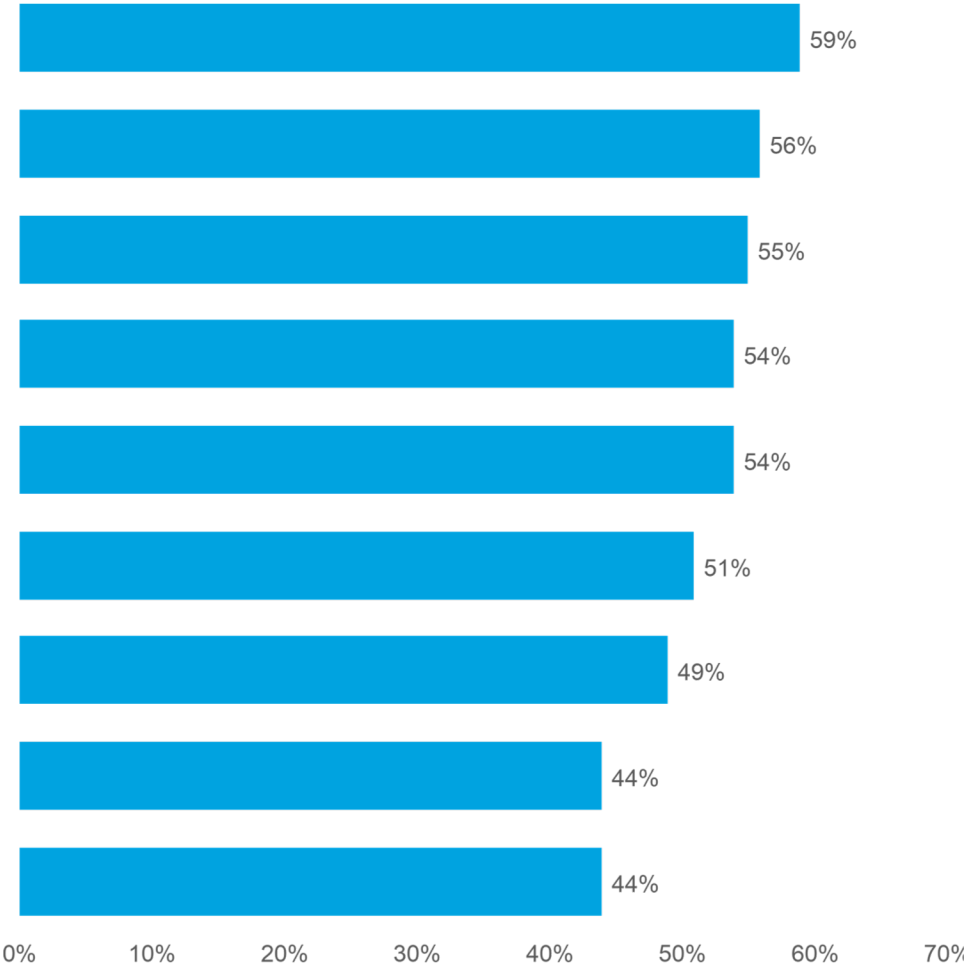
44%



Value for money

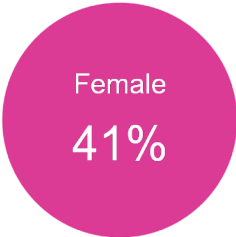
44%

### % Very Satisfied with Trip

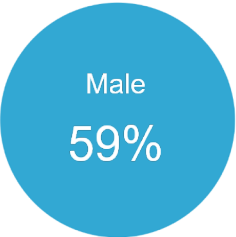




## Gender



U.S. Norm  
44%



U.S. Norm  
56%

## Age

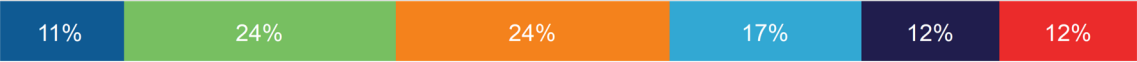
18-24 25-34 35-44 45-54 55-64 65+

### Colorado



Average Age  
41.1

### U.S. Norm



Average Age  
42.8

## Marital Status

Colorado U.S. Norm



Married / with partner



Single / never married



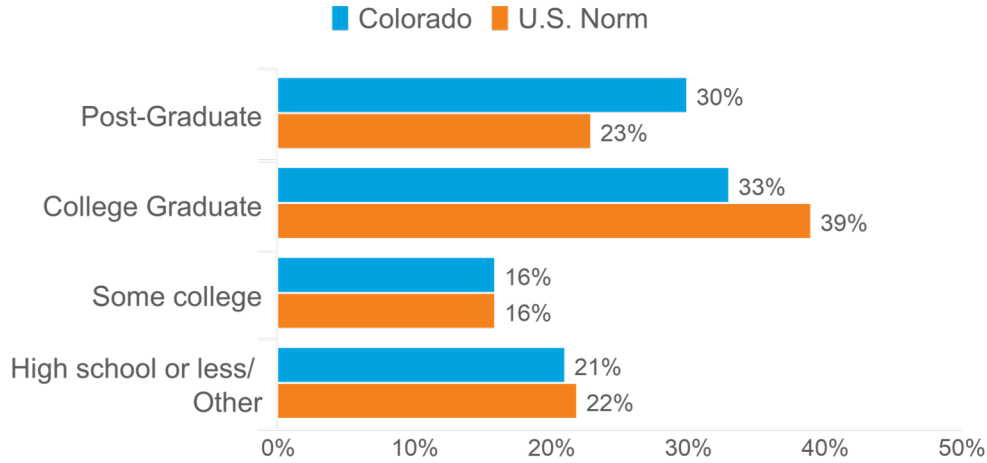
Divorced / widowed / separated



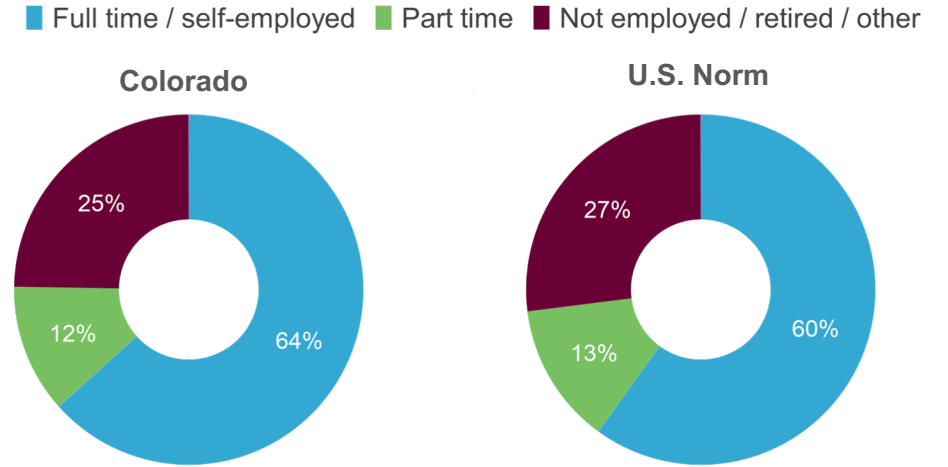
# Demographic Profile of Overnight Colorado Visitors

Base: 2021 Overnight Touring Person-Trips

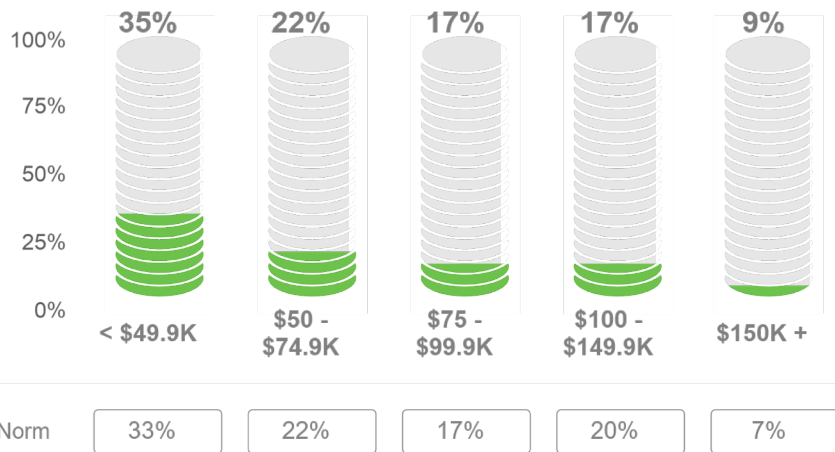
## Education



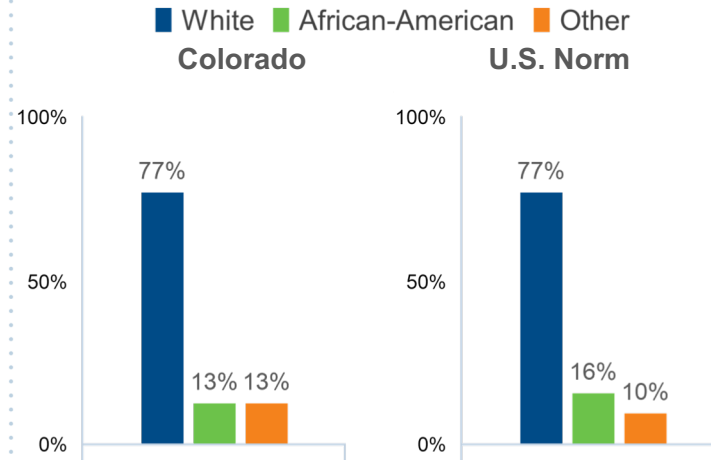
## Employment



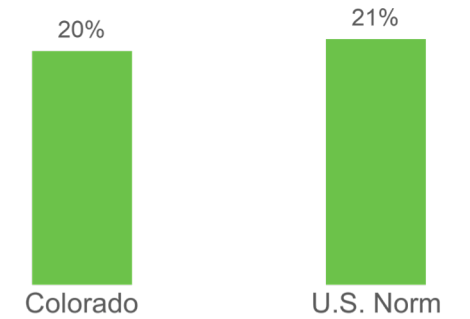
## Household Income



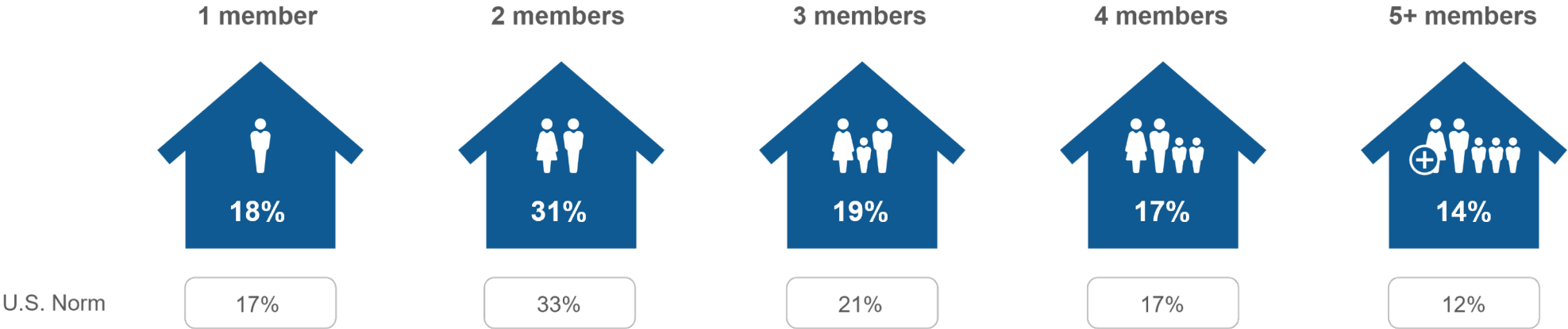
## Race



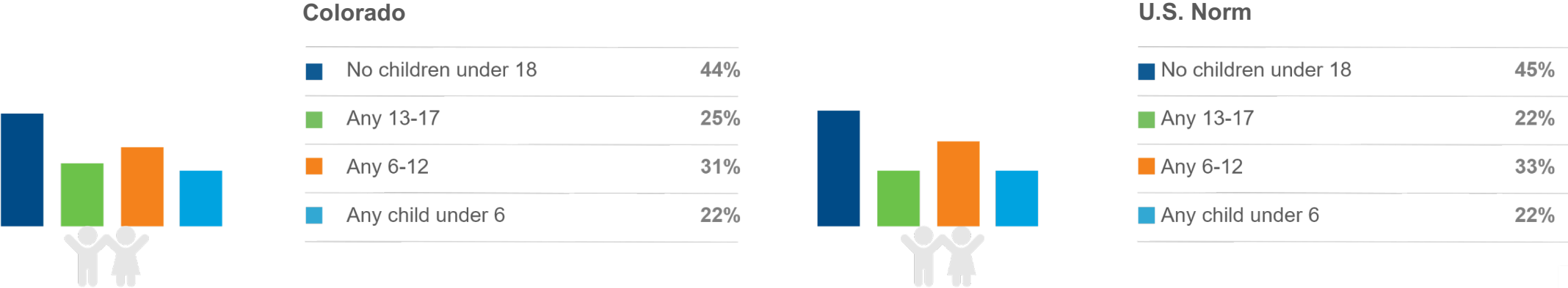
## Hispanic Background



## Household Size



## Children in Household





# Travel USA Visitor Profile

## Overnight Outdoors Visitation



COLORADO  
TOURISM OFFICE

2021

## 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 2021 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 Outdoor segment, the following sample was achieved in 2021:



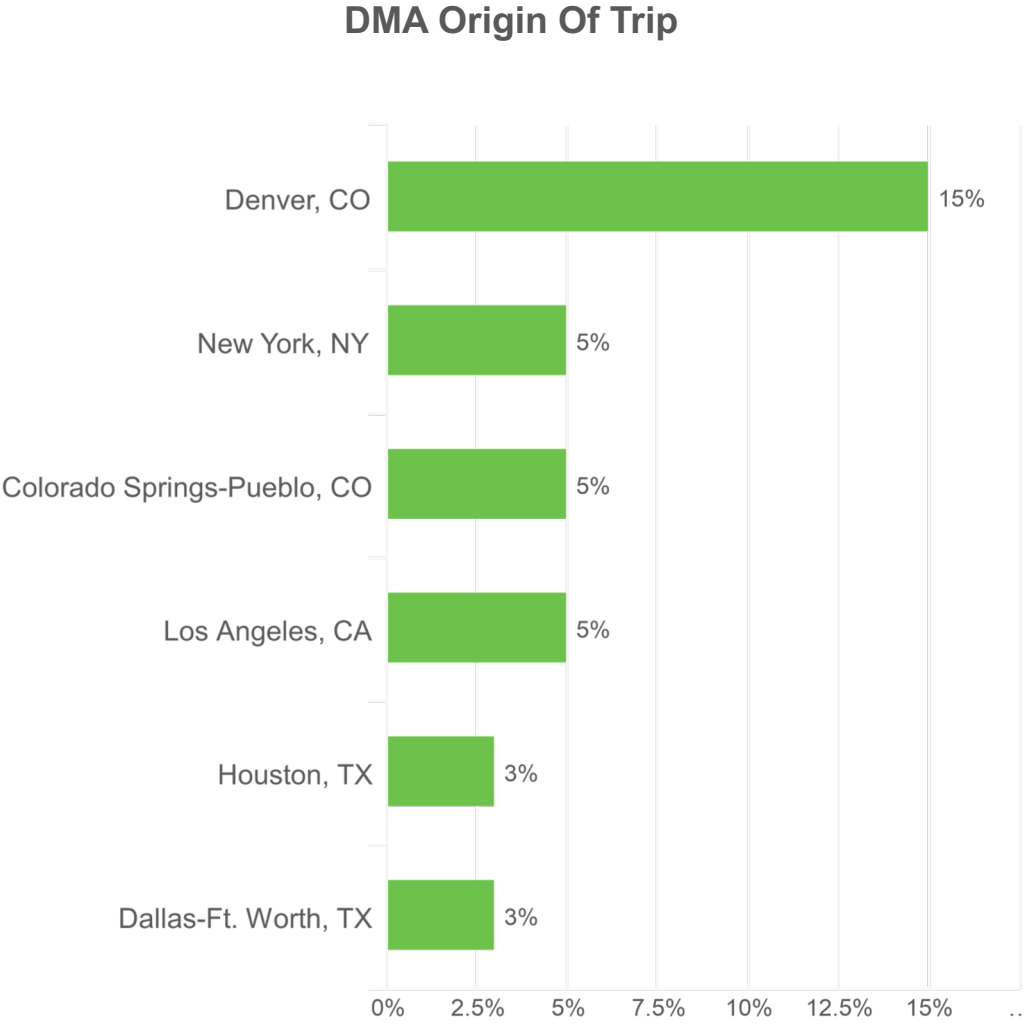
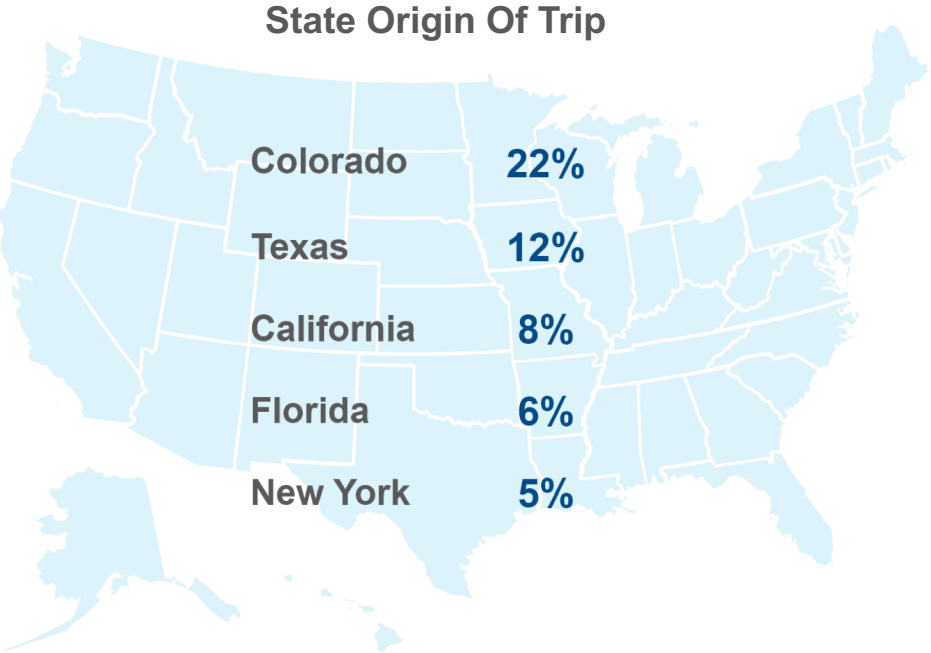
Overnight Base Size

682

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: 2021 Overnight Outdoors Person-Trips

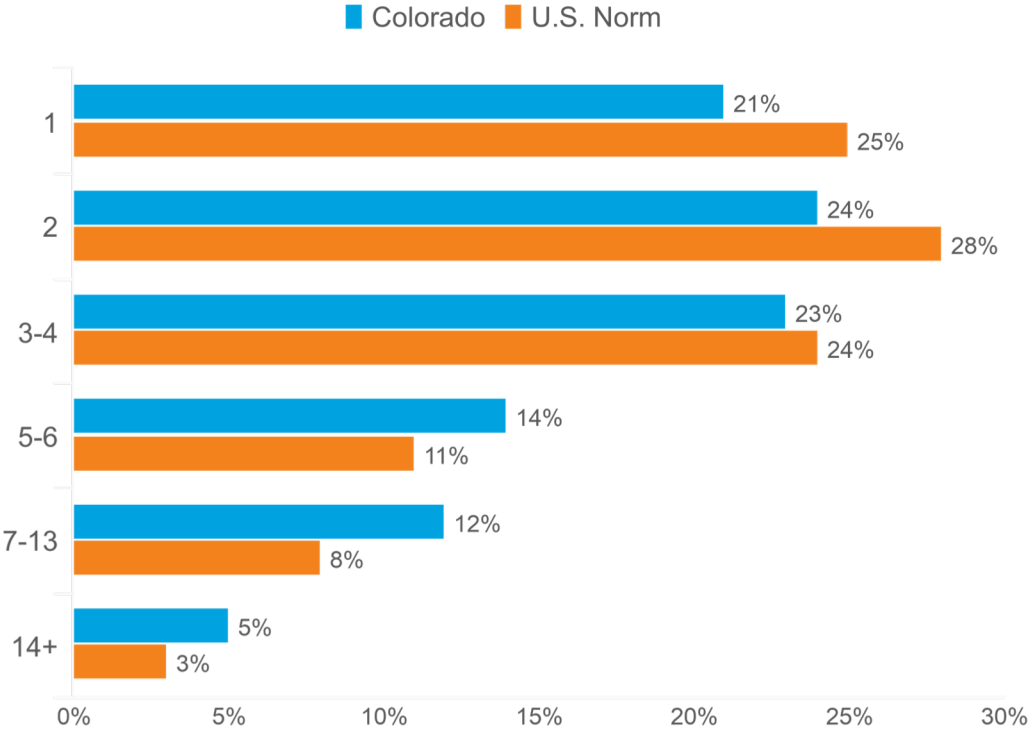


### Past Visitation to Colorado

**79%** of overnight travelers to Colorado are repeat visitors

**58%** of overnight travelers to Colorado had visited before in the past 12 months

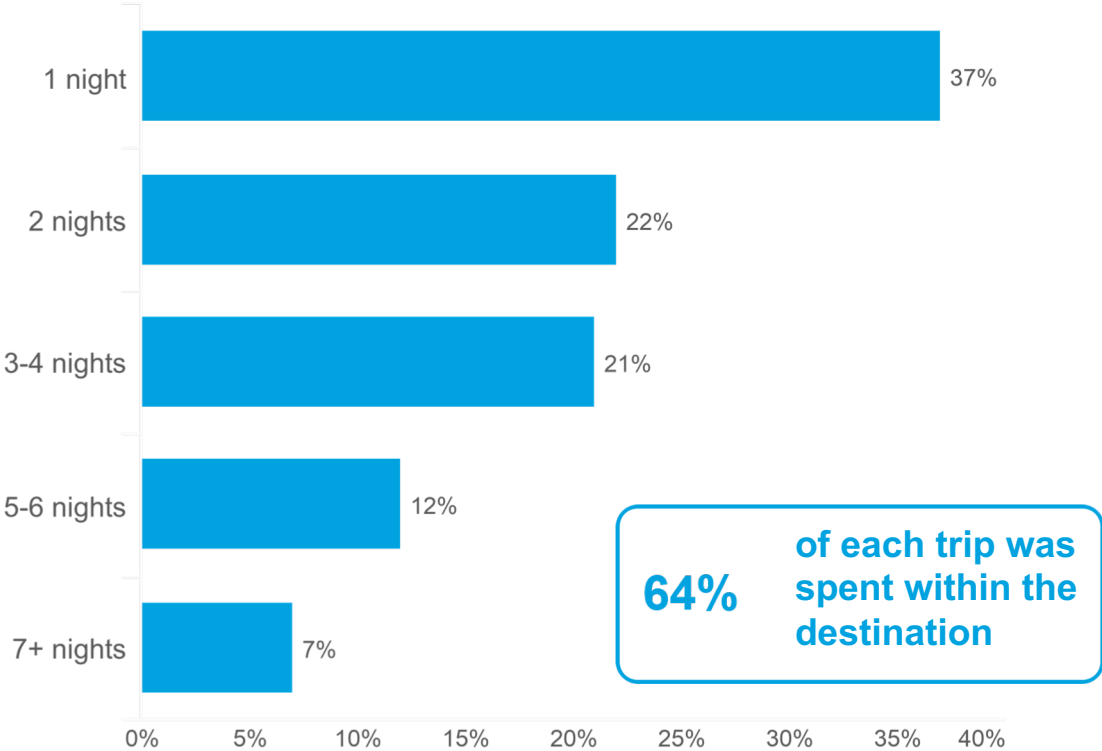
## Total Nights Away on Trip



Colorado  
**4.4**  
Average Nights

U.S. Norm  
**3.6**  
Average Nights

## Nights Spent in Colorado



**64%** of each trip was spent within the destination

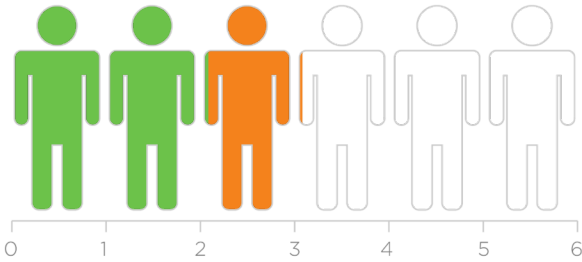
Average number of nights  
**2.8**

Average last year  
**3.8**

## Size of Travel Party

■ Adults ■ Children

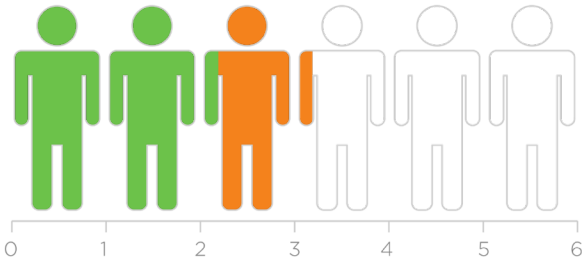
### Colorado



Average number of people

Total  
**3.2**

### U.S. Norm

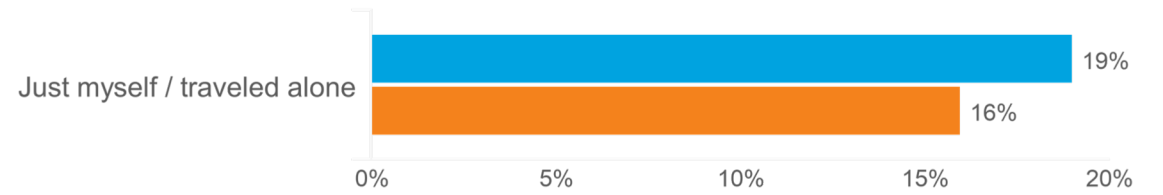


Average number of people

Total  
**3.3**

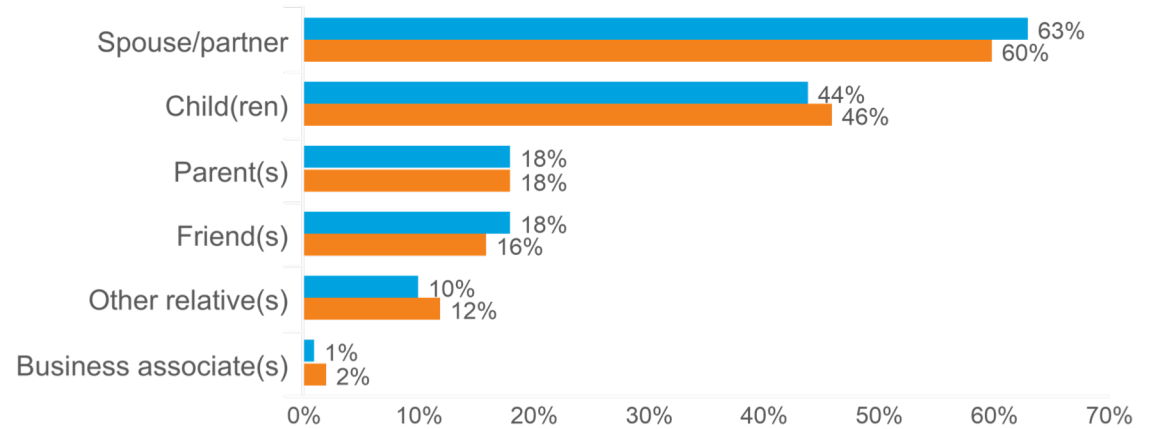
## Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



## Composition of Immediate Travel Party

■ Colorado ■ U.S. Norm

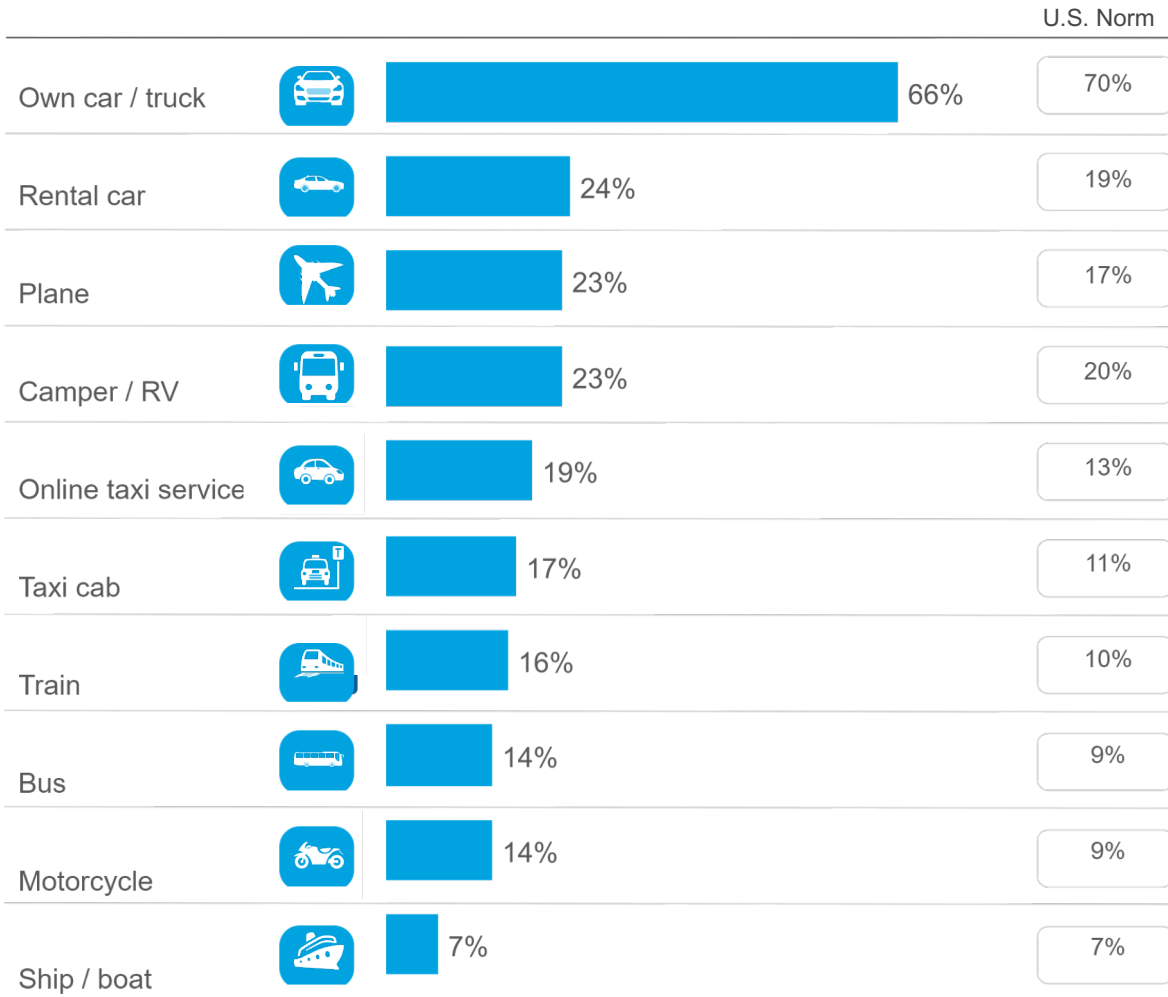




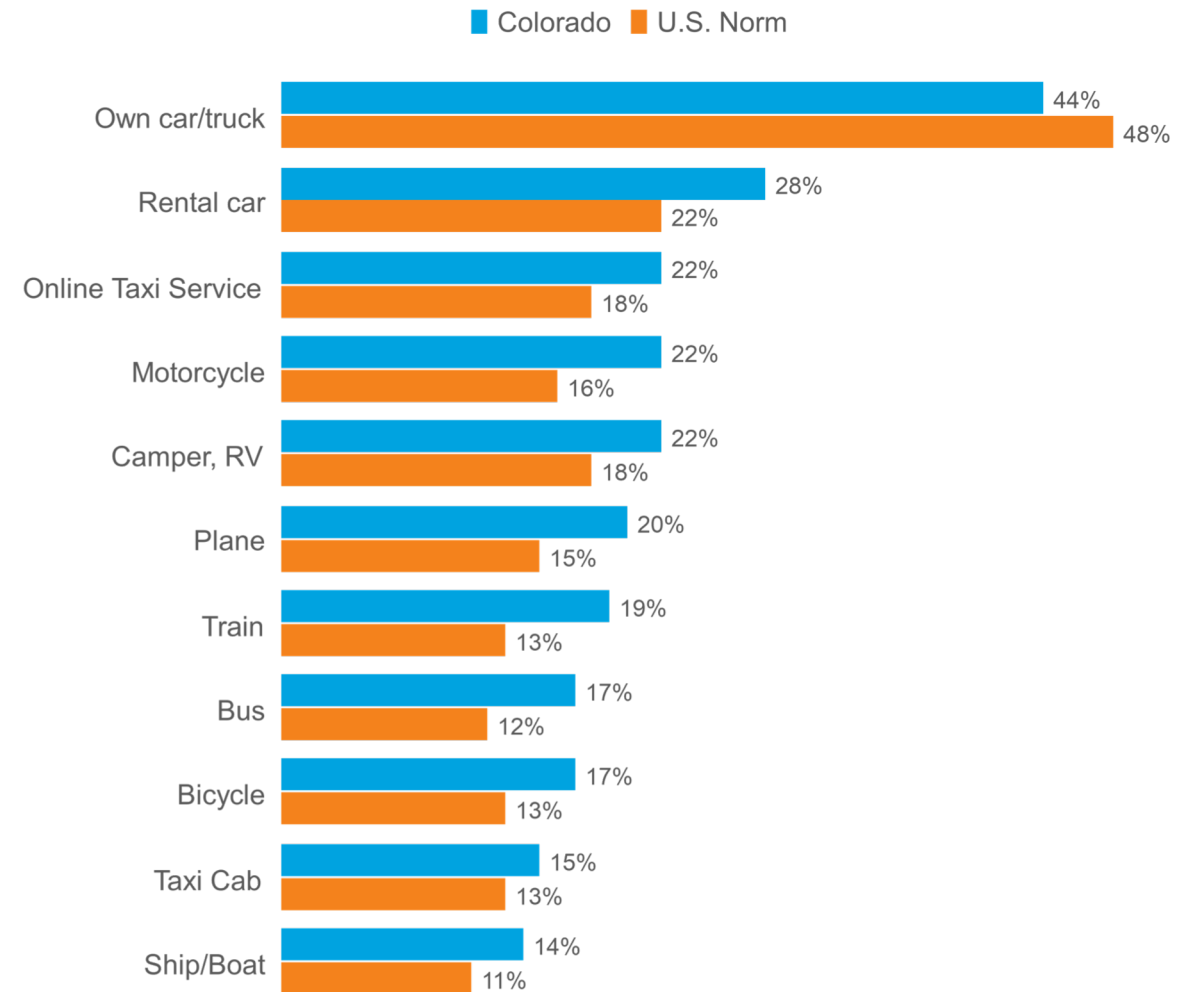
# Colorado's Overnight Trip Characteristics

Base: 2021 Overnight Outdoors Person-Trips

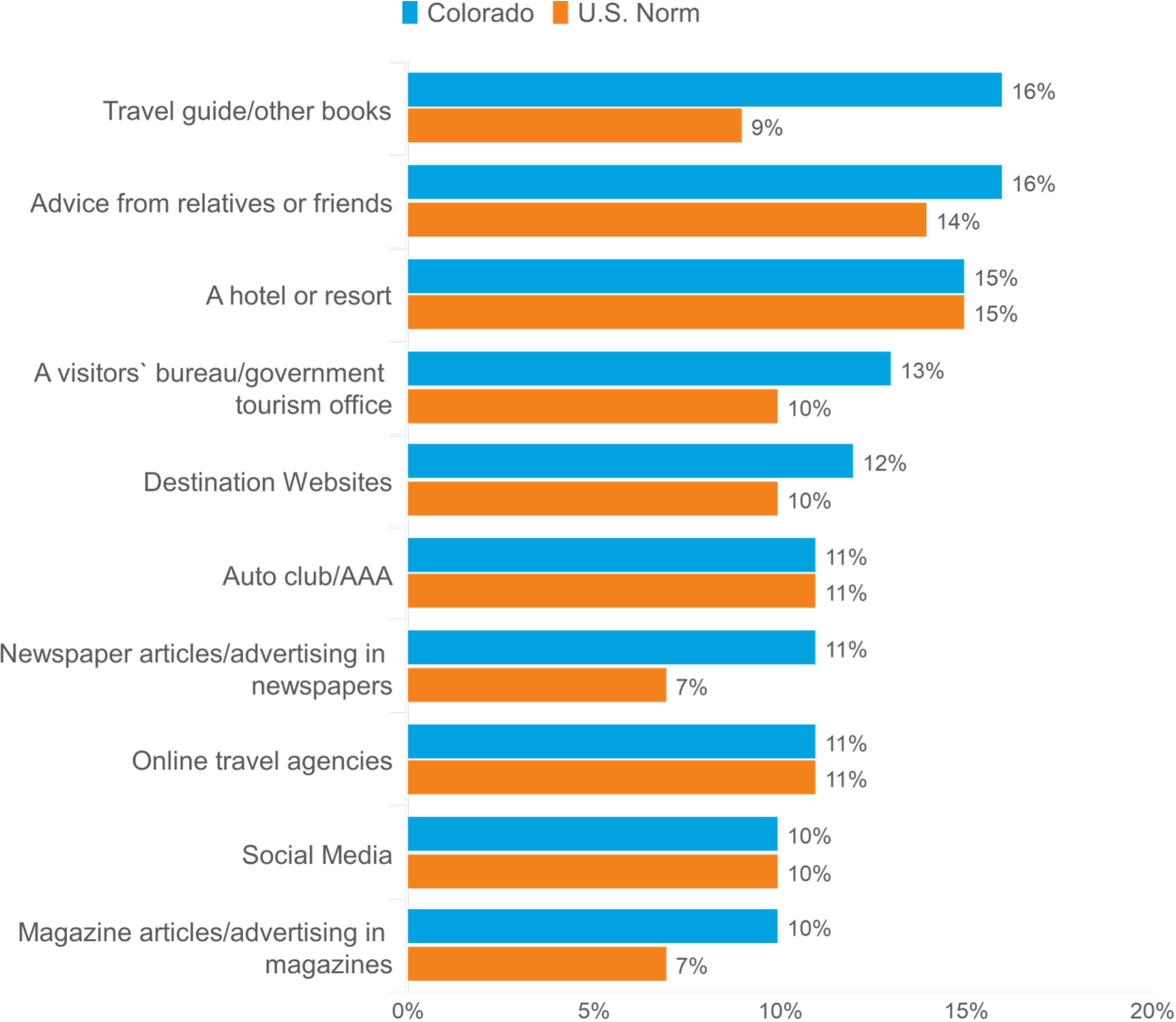
## Transportation Used to get to Destination



## Transportation Used within Destination



## Trip Planning Information Sources



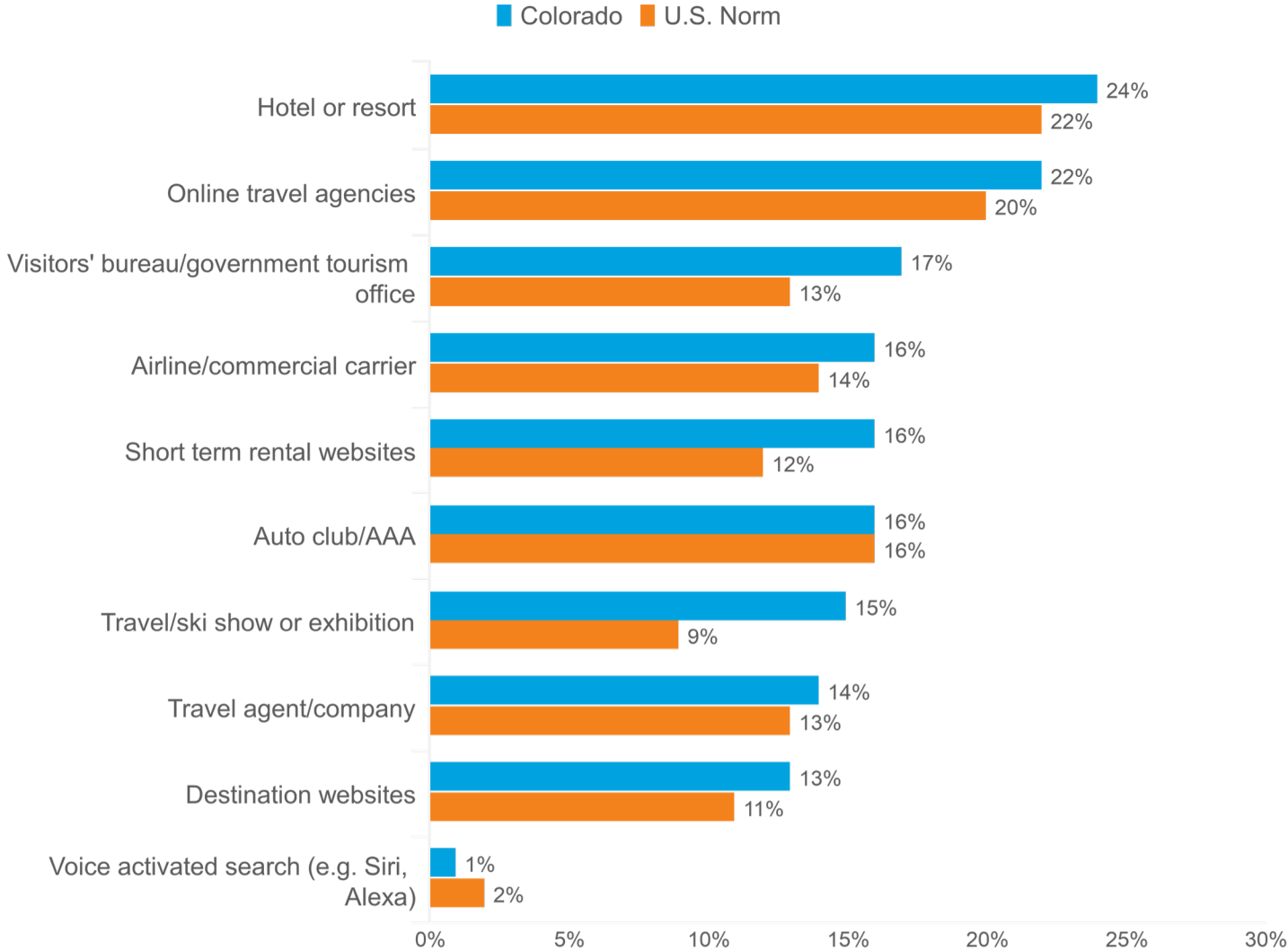
## Length of Trip Planning

	Colorado	U.S. Norm
1 month or less	21%	25%
2 months	19%	16%
3-5 months	28%	26%
6-12 months	17%	18%
More than 1 year in advance	6%	5%
Did not plan anything in advance	10%	11%








# Colorado's Overnight Trip Characteristics

Base: 2021 Overnight Outdoors Person-Trips

## Method of Booking



## Accommodations

		Colorado	U.S. Norm
	Hotel	34%	31%
	Campground / RV park	26%	24%
	Motel	16%	12%
	Country inn / lodge	15%	9%
	Rented cottage / cabin	14%	11%
	Bed & breakfast	13%	14%
	Rented home / condo / apartment	11%	8%

## Activity Groupings

### Outdoor Activities



U.S. Norm: 77%

### Entertainment Activities



U.S. Norm: 53%

### Cultural Activities



U.S. Norm: 35%

### Sporting Activities



U.S. Norm: 30%

### Business Activities









U.S. Norm: 20%

## Activities and Experiences (Top 10)







	Colorado	U.S. Norm
Hiking/backpacking	23%	19%
Sightseeing	19%	17%
Camping	18%	21%
Attending celebration	16%	10%
National/state park	15%	14%
Shopping	15%	16%
Convention for personal interest	15%	9%
Landmark/historic site	15%	12%
Nature tours/wildlife viewing/birding	14%	14%
Fishing	12%	16%

## Shopping Types on Trip

	Colorado	U.S. Norm
 Convenience/grocery shopping	48%	44%
 Souvenir shopping	47%	46%
 Big box stores (Walmart, Costco)	42%	34%
 Outlet/mall shopping	37%	38%
 Boutique shopping	26%	28%
 Antiquing	15%	17%

Base: 2021 Overnight Person-Trips that included Shopping

## Dining Types on Trip

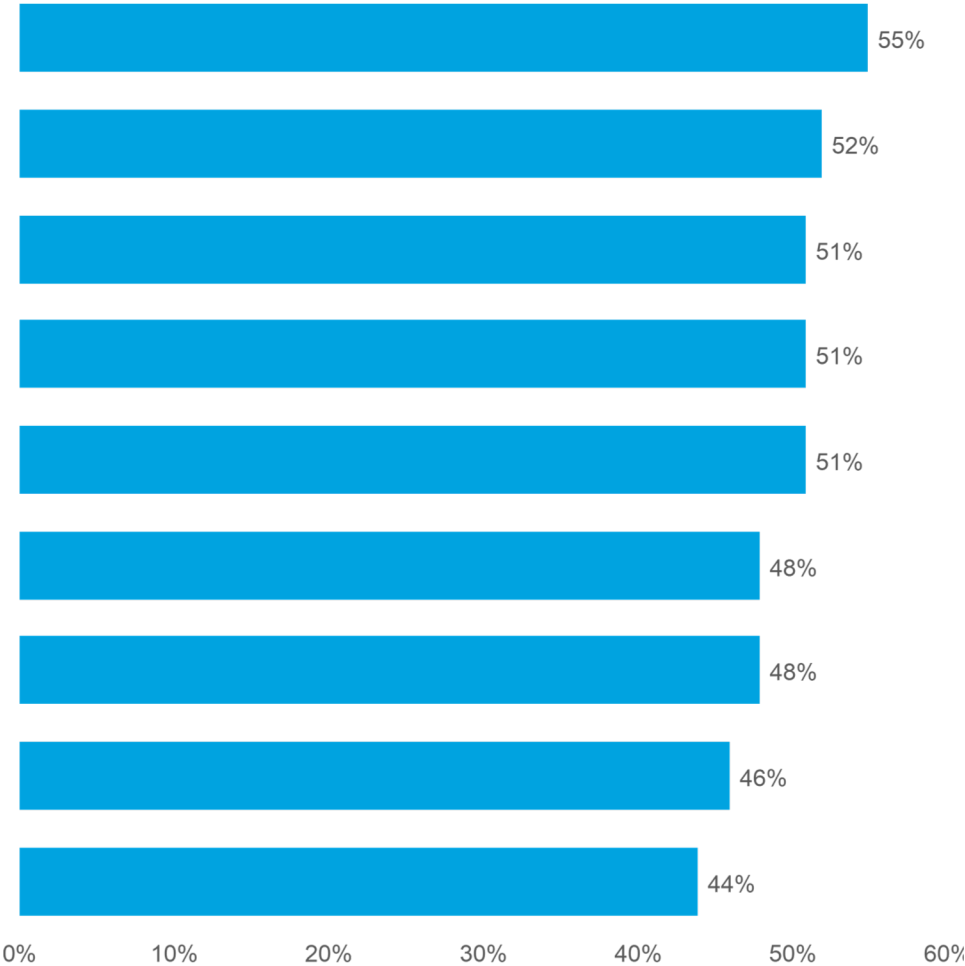
	Colorado	U.S. Norm
 Unique/local food	37%	36%
 Picnicking	31%	27%
 Food delivery service (UberEATS, DoorDash, etc.)	26%	21%
 Street food/food trucks	26%	22%
 Fine/upscale dining	20%	18%
 Gastropubs	17%	12%



**67%**  
of overnight travelers were  
very satisfied with their overall  
trip experience

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

**% Very Satisfied with Trip**

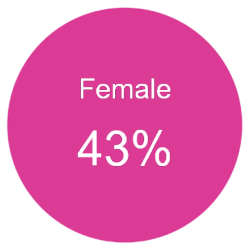


Question updated in 2020

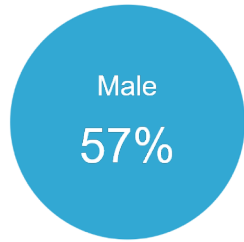
# Demographic Profile of Overnight Colorado Visitors

Base: 2021 Overnight Outdoors Person-Trips

## Gender



U.S. Norm  
44%



U.S. Norm  
56%

## Age

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

### Colorado



Average Age  
38.2

### U.S. Norm



Average Age  
40.5

## Marital Status

Colorado U.S. Norm



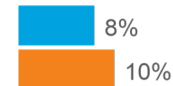
Married / with partner



Single / never married



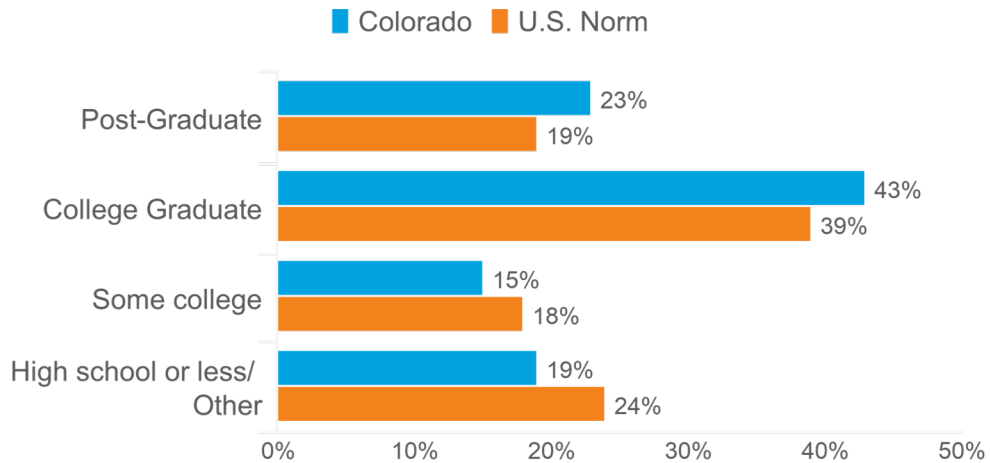
Divorced / widowed / separated



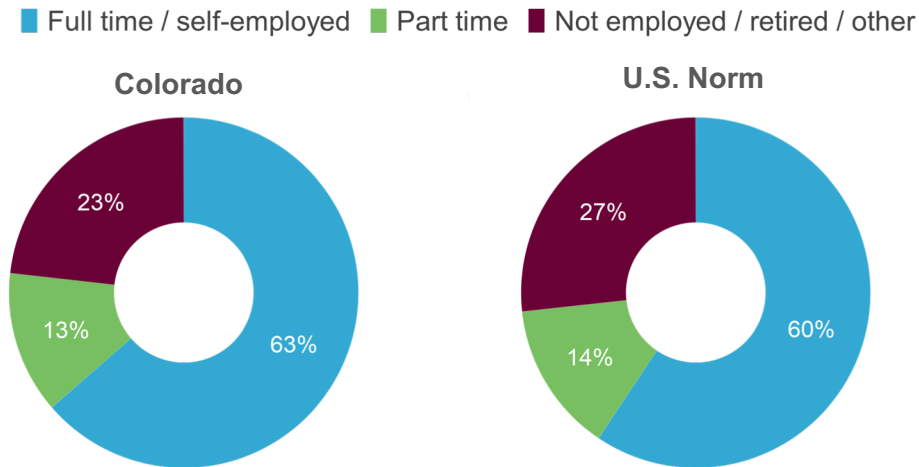
# Demographic Profile of Overnight Colorado Visitors

Base: 2021 Overnight Outdoors Person-Trips

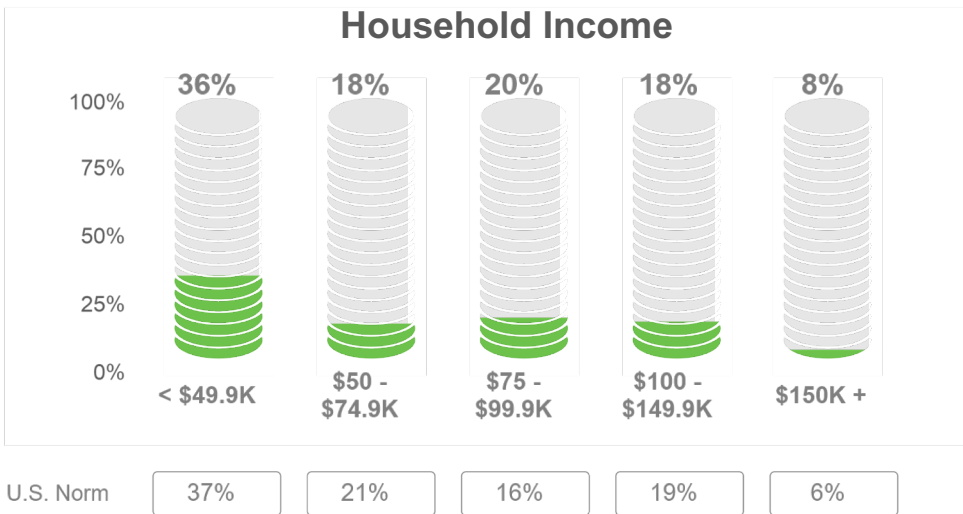
## Education



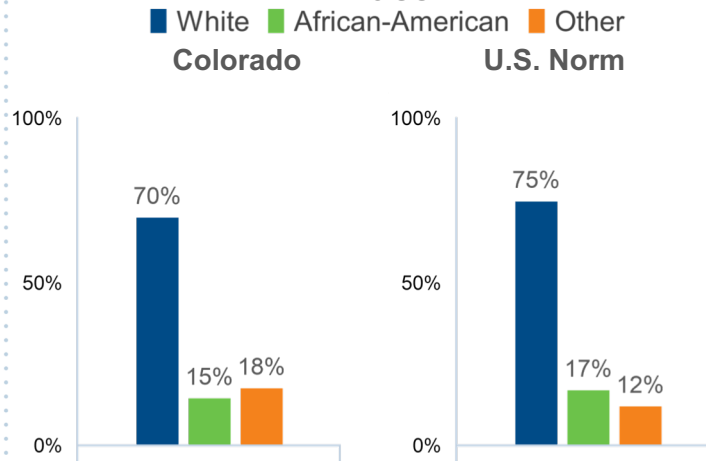
## Employment



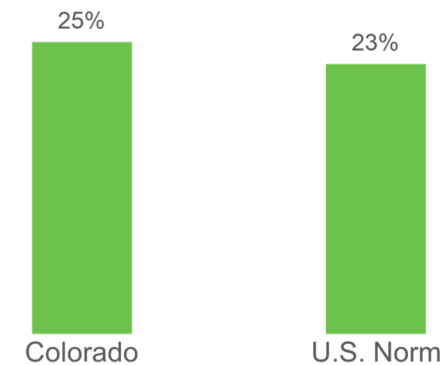
## Household Income



## Race

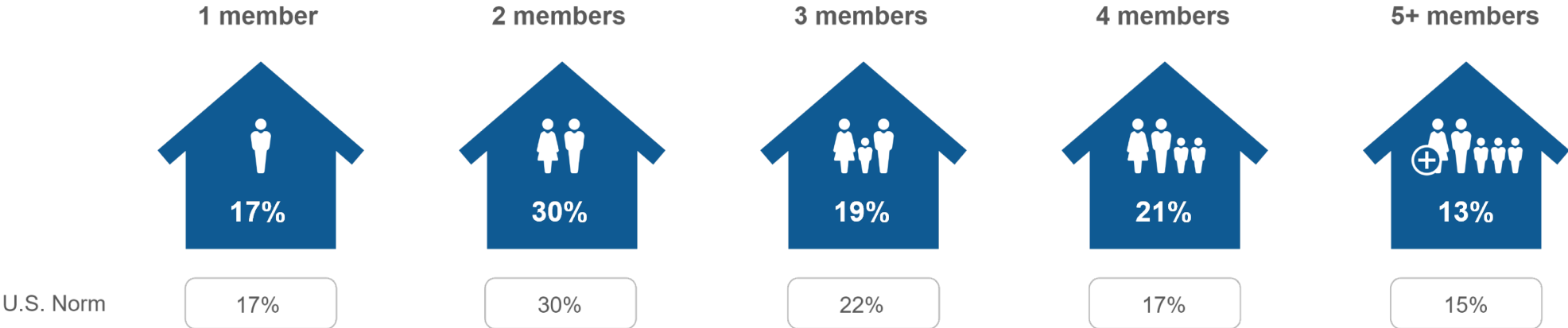


## Hispanic Background

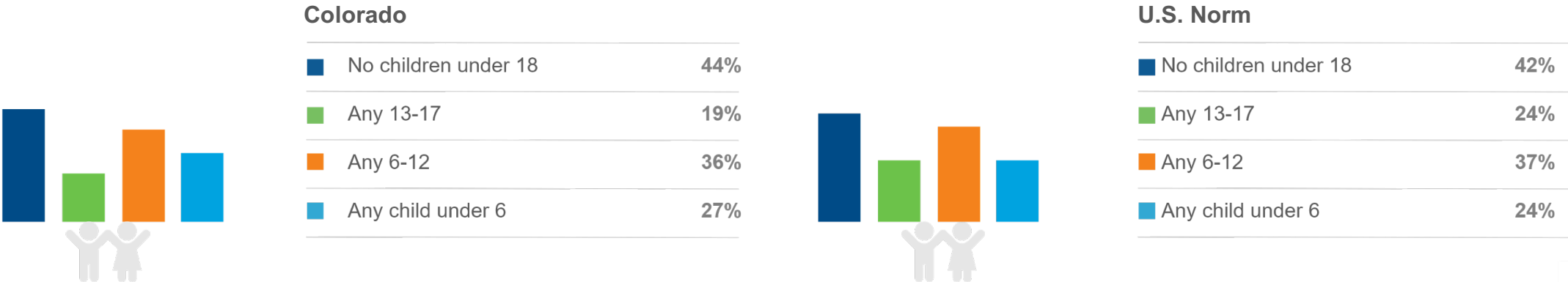




## Household Size



## Children in Household





# Travel USA Visitor Profile

## Overnight Ski/Snowboarding Visitation



COLORADO  
TOURISM OFFICE

2021

## 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 2021 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.

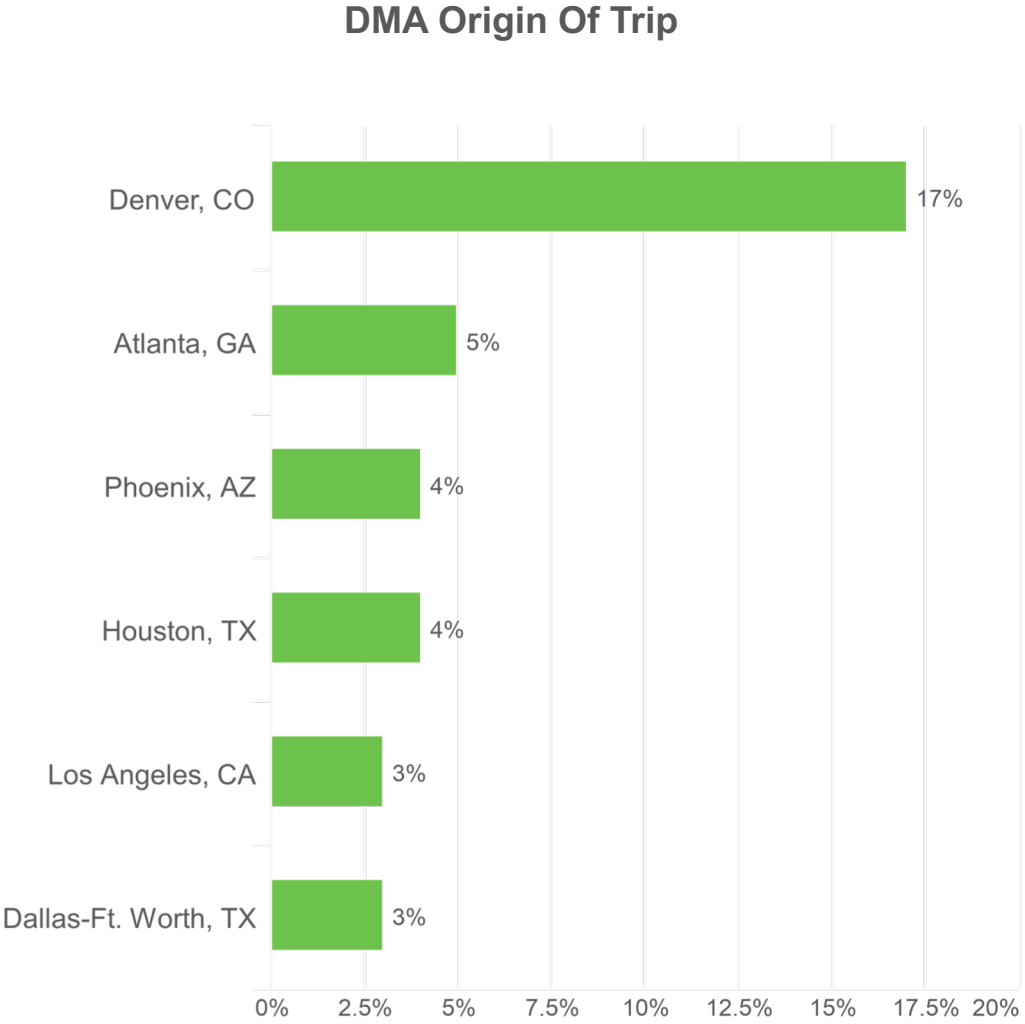
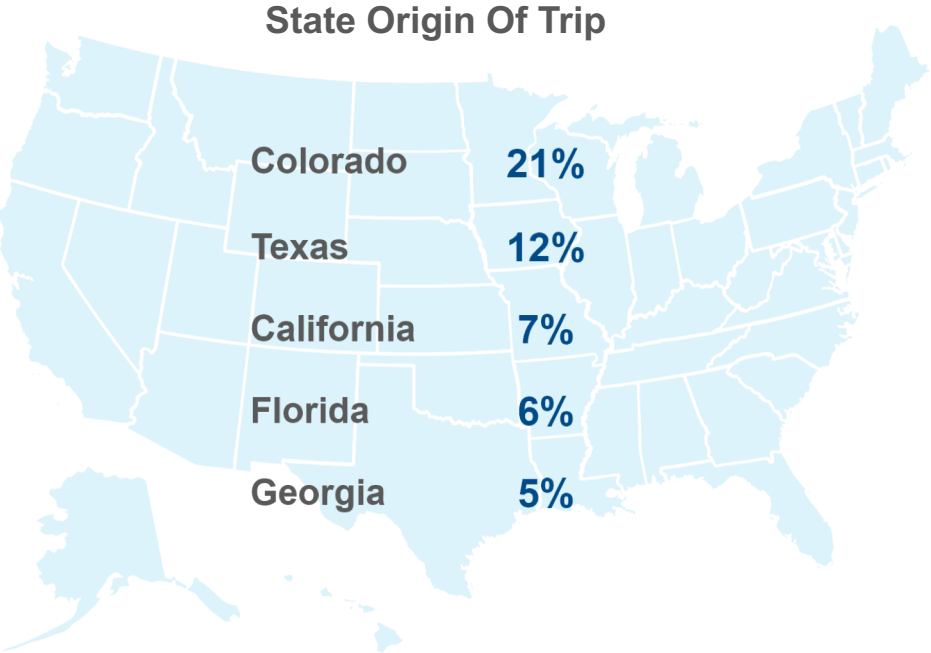
For Colorado's Ski/Snowboarding segment, the following sample was achieved in 2021:



Overnight Base Size

216

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

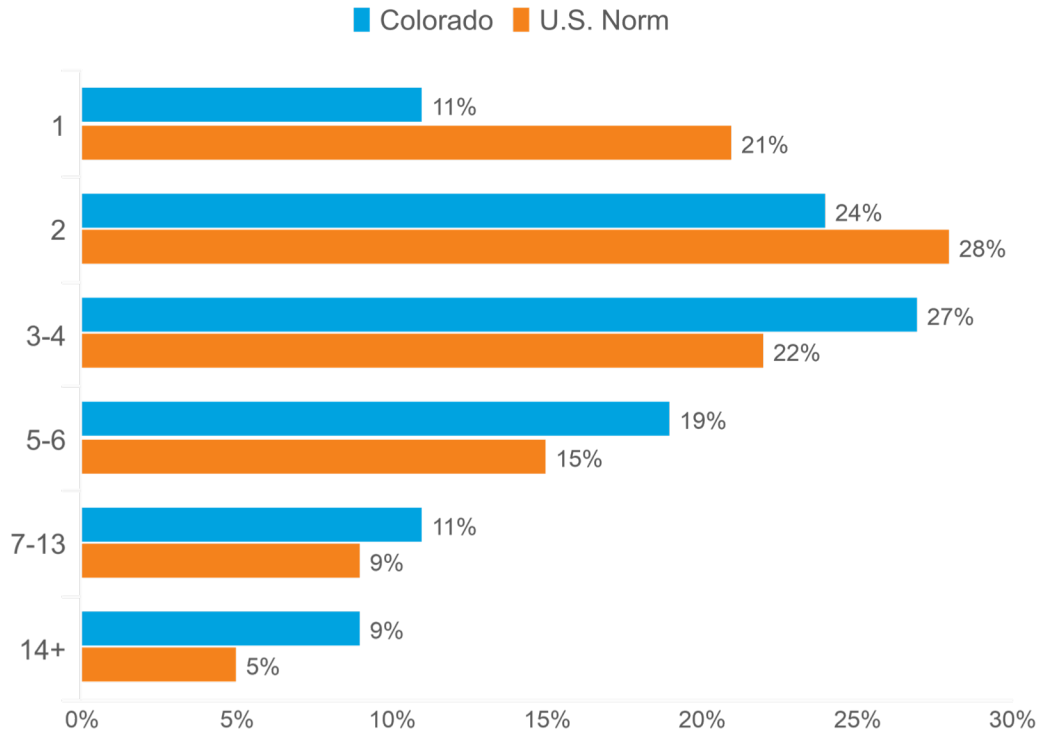


### Past Visitation to Colorado

**80%** of overnight travelers to Colorado are repeat visitors

**52%** of overnight travelers to Colorado had visited before in the past 12 months

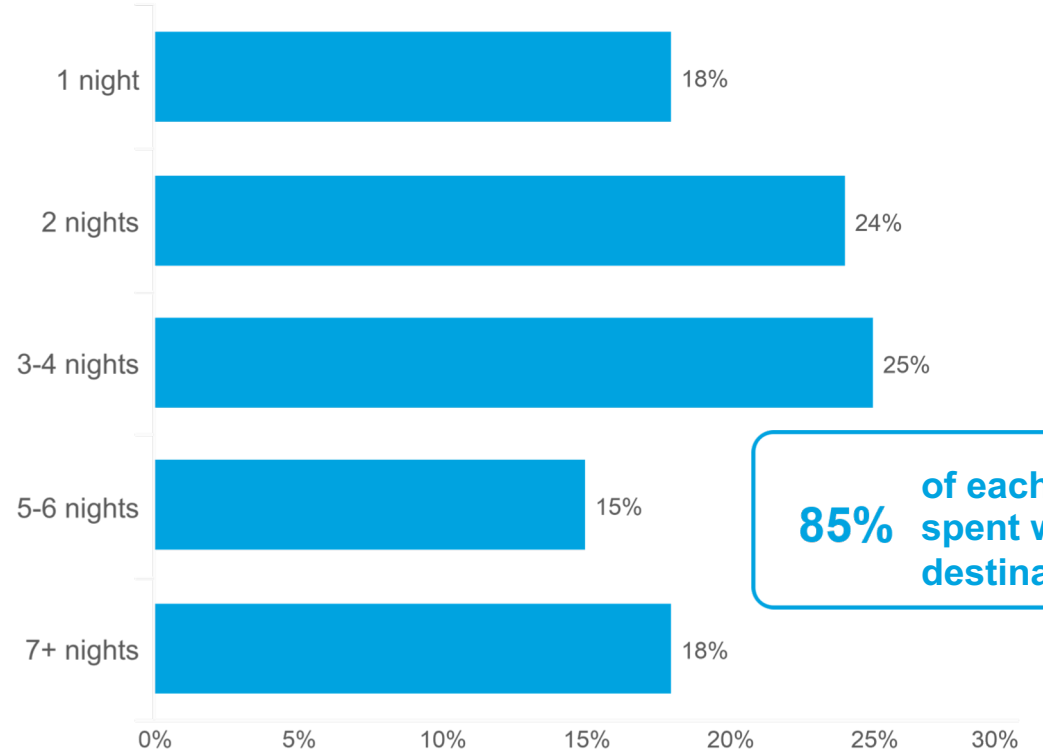
## Total Nights Away on Trip



Colorado  
**5.4**  
Average Nights

U.S. Norm  
**4.3**  
Average Nights

## Nights Spent in Colorado



**85%** of each trip was spent within the destination

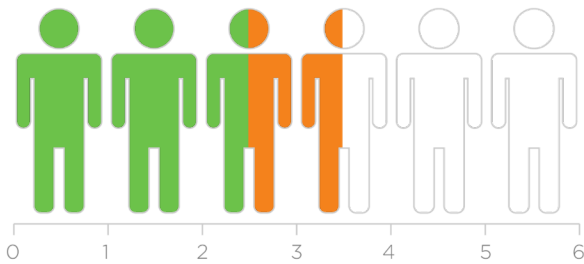
Average number of nights  
**4.6**

Average last year  
**4.6**

## Size of Travel Party

■ Adults ■ Children

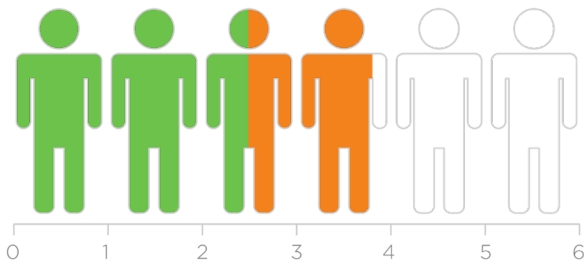
### Colorado



Average number of people

Total  
**3.6**

### U.S. Norm

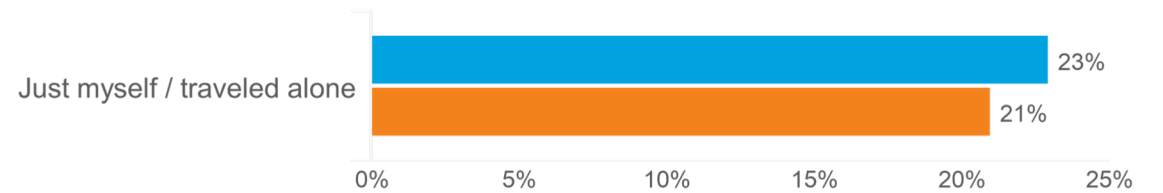


Average number of people

Total  
**3.8**

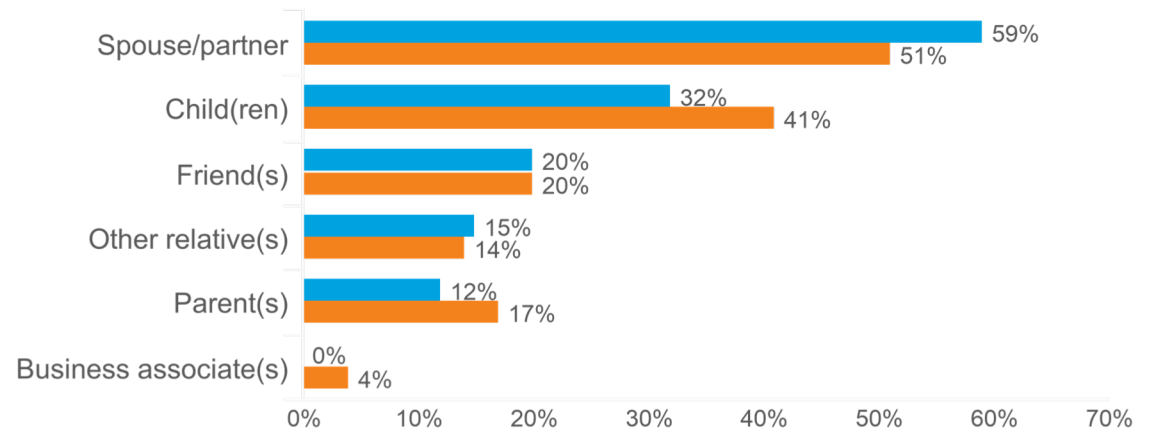
## Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



## Composition of Immediate Travel Party

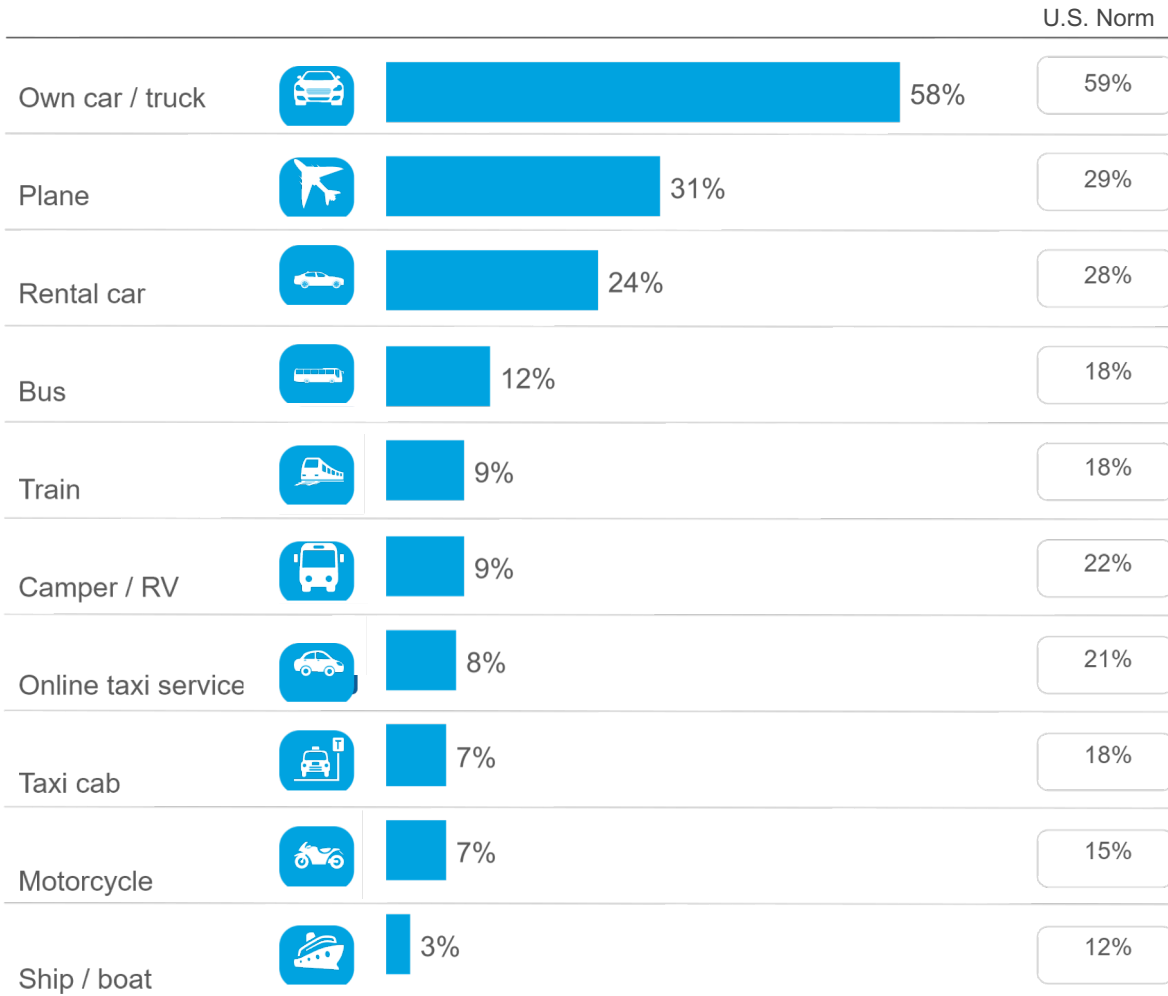
■ Colorado ■ U.S. Norm



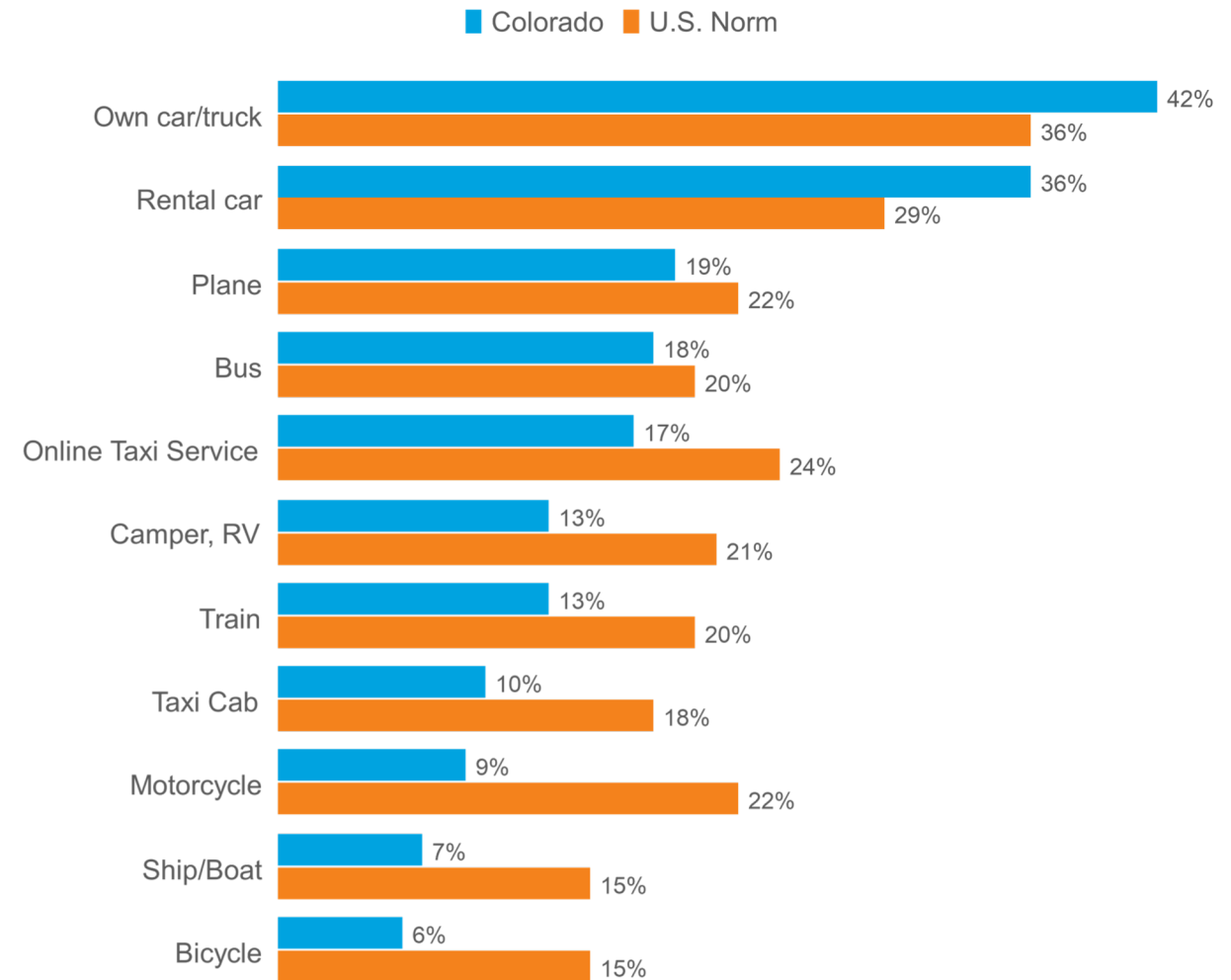
# Colorado's Overnight Trip Characteristics

Base: 2021 Overnight Ski/Snowboarding Person-Trips\*  
\*Caution low sample

## Transportation Used to get to Destination



## Transportation Used within Destination



## Trip Planning Information Sources



## Length of Trip Planning

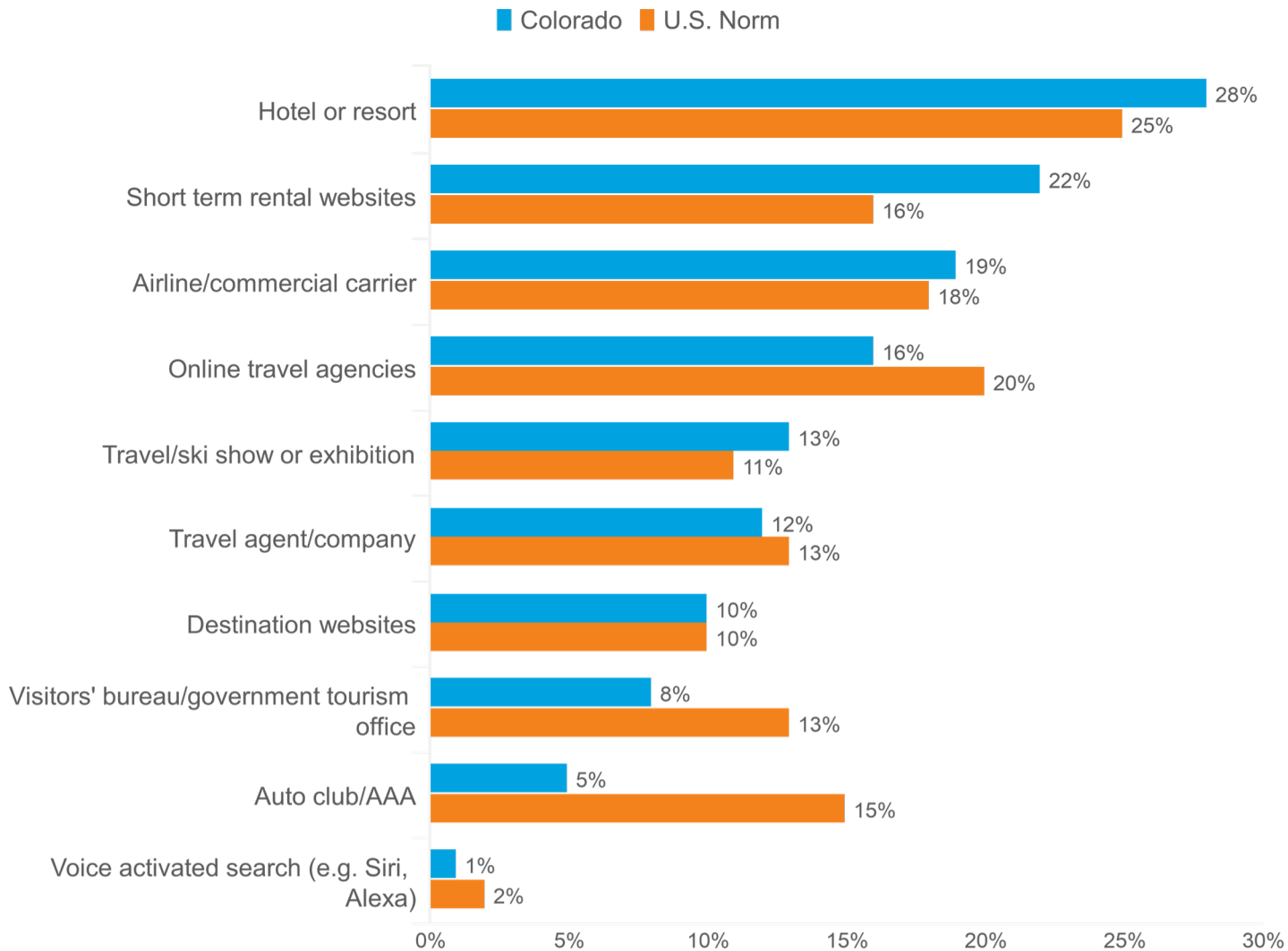
	Colorado	U.S. Norm
1 month or less	32%	24%
2 months	18%	20%
3-5 months	16%	23%
6-12 months	25%	20%
More than 1 year in advance	7%	4%
Did not plan anything in advance	3%	9%










# Colorado's Overnight Trip Characteristics

Base: 2021 Overnight Ski/Snowboarding Person-Trips\*  
\*Caution low sample

## Method of Booking



## Accommodations

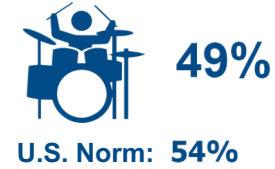
	Colorado	U.S. Norm
 Hotel	31%	30%
 Rented home / condo / apartment	26%	13%
 Bed & breakfast	15%	15%
 Time share	15%	13%
 Resort hotel	14%	11%
 Home of friends / relatives	10%	6%
 Rented cottage / cabin	10%	13%

## Activity Groupings

### Outdoor Activities



### Entertainment Activities



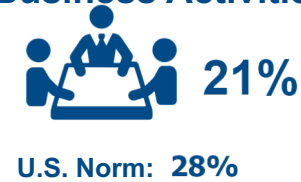
### Cultural Activities



### Sporting Activities









### Business Activities



## Activities and Experiences (Top 10)







	Colorado	U.S. Norm
 Skiing/snowboarding	61%	35%
 Shopping	16%	14%
 Museum	13%	11%
 Bar/nightclub	13%	11%
 Attended/participated in an amateur sports event	12%	11%
 Spa	12%	9%
 Business convention/conference	11%	12%
 Winery/brewery/distillery tour	11%	11%
 Attended/participated in a sports event for teenagers	10%	13%
 Snowmobiling	10%	12%

## Shopping Types on Trip

	Colorado	U.S. Norm
 Souvenir shopping	<b>66%</b>	<b>42%</b>
 Convenience/grocery shopping	<b>59%</b>	<b>45%</b>
 Big box stores (Walmart, Costco)	<b>41%</b>	<b>35%</b>
 Boutique shopping	<b>40%</b>	<b>31%</b>
 Outlet/mall shopping	<b>24%</b>	<b>31%</b>
 Antiquing	<b>4%</b>	<b>11%</b>

Base: 2021 Overnight Person-Trips that included Shopping

## Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	<b>49%</b>	<b>34%</b>
 Fine/upscale dining	<b>26%</b>	<b>24%</b>
 Street food/food trucks	<b>21%</b>	<b>21%</b>
 Gastropubs	<b>16%</b>	<b>19%</b>
 Food delivery service (UberEATS, DoorDash, etc.)	<b>14%</b>	<b>21%</b>
 Picnicking	<b>9%</b>	<b>15%</b>



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



Cleanliness

56%



Safety/security

55%



Quality of food

50%



Sightseeing/attractions

50%



Friendliness of people

49%



Quality of accommodations

45%



Public transportation

44%



Value for money

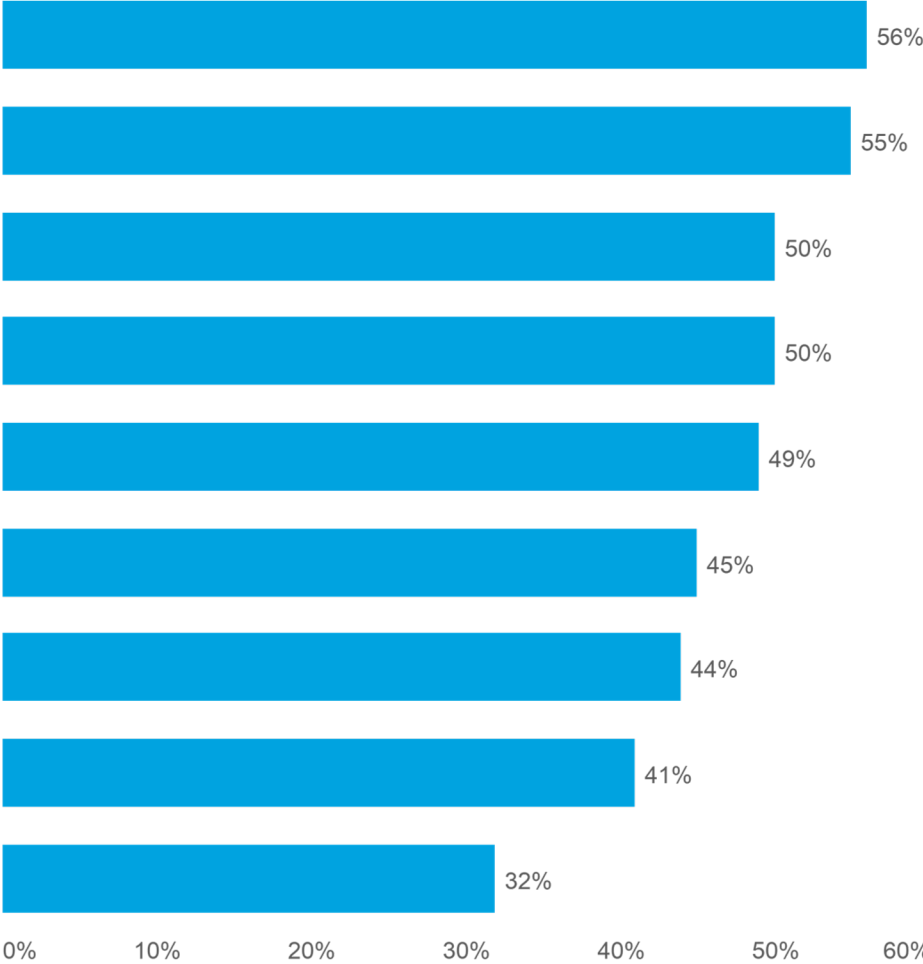
41%



Music/nightlife/entertainment

32%

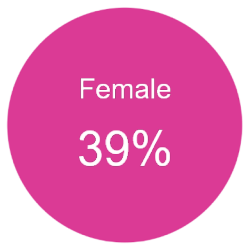
**% Very Satisfied with Trip**



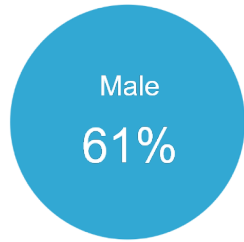
# Demographic Profile of Overnight Colorado Visitors

Base: 2021 Overnight Ski/Snowboarding Person-Trips\*  
 \*Caution low sample

## Gender



U.S. Norm  
40%



U.S. Norm  
60%

## Age

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

### Colorado



Average Age  
42.6

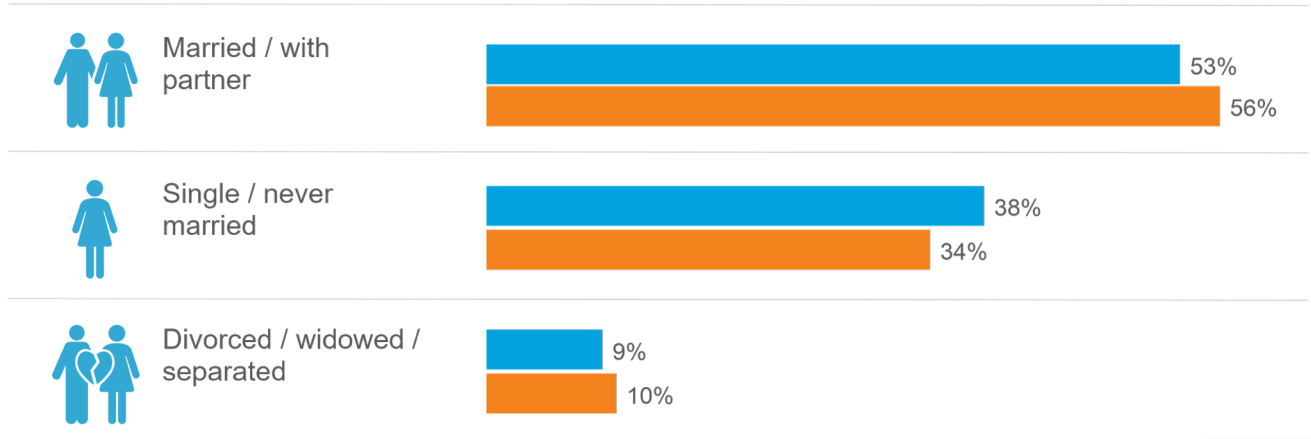
### U.S. Norm



Average Age  
37.0

## Marital Status

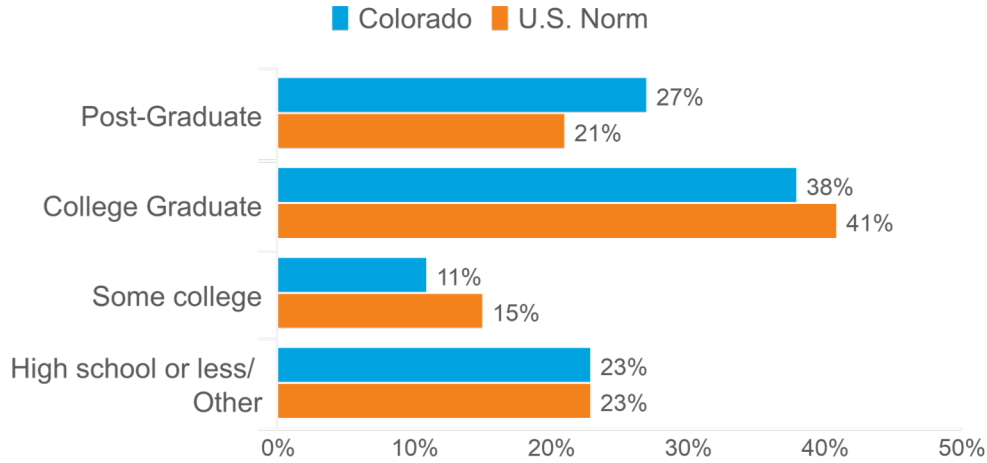
■ Colorado ■ U.S. Norm



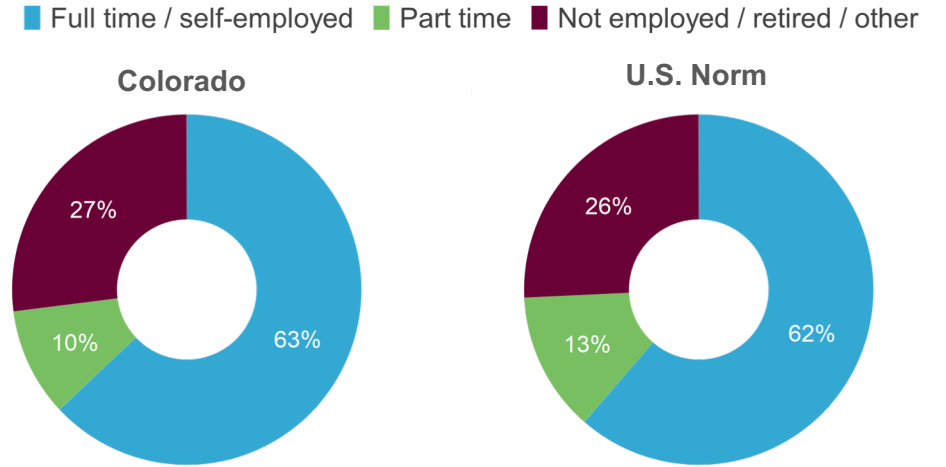
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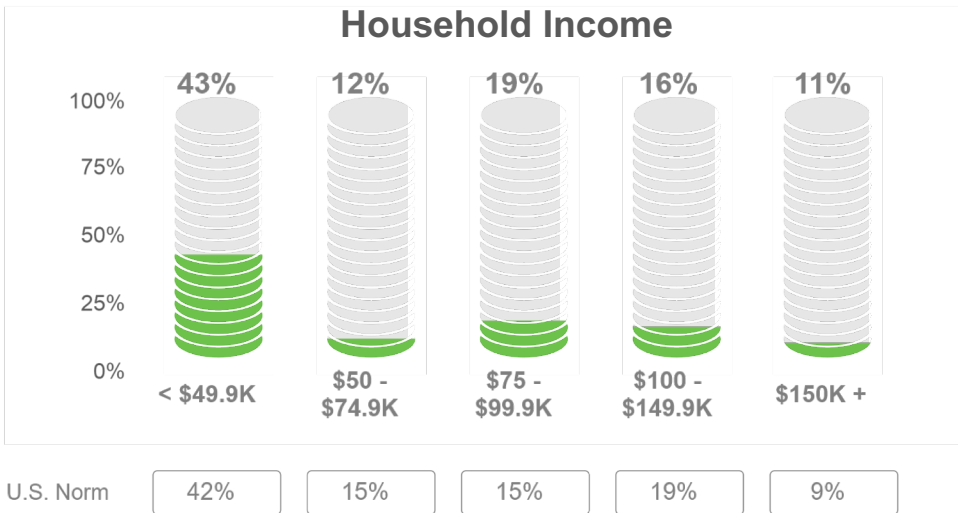
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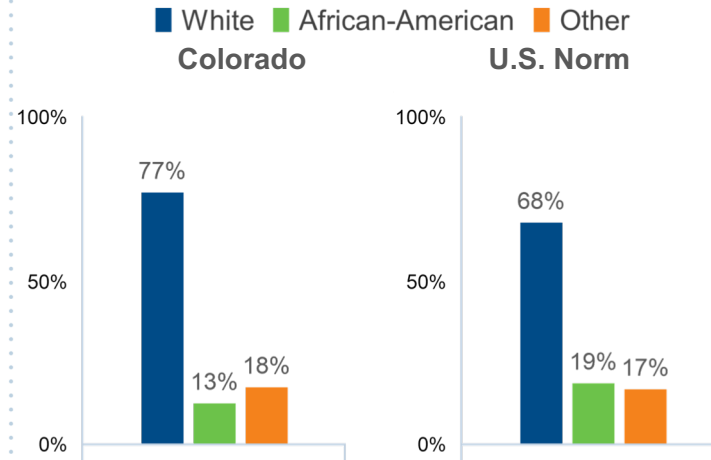
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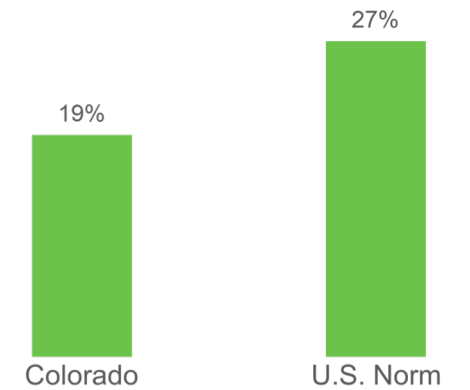
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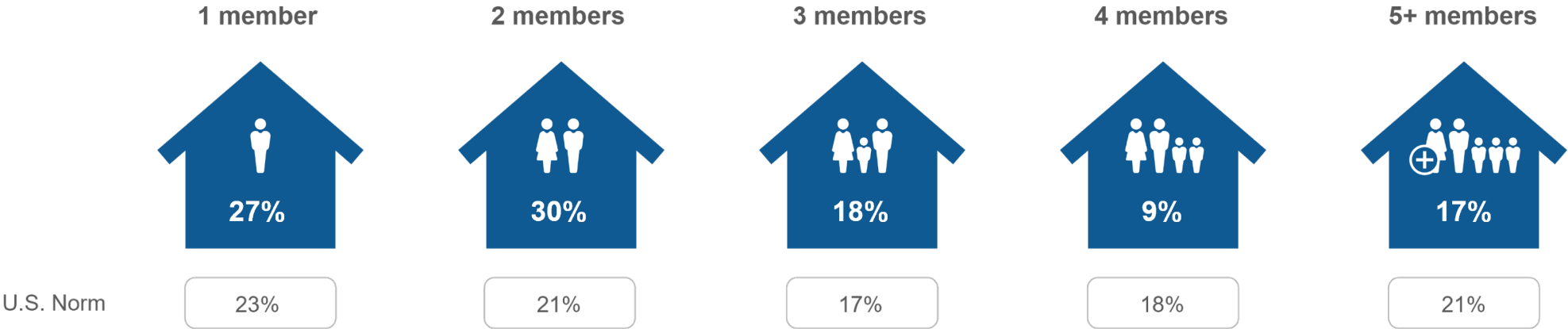
## Race



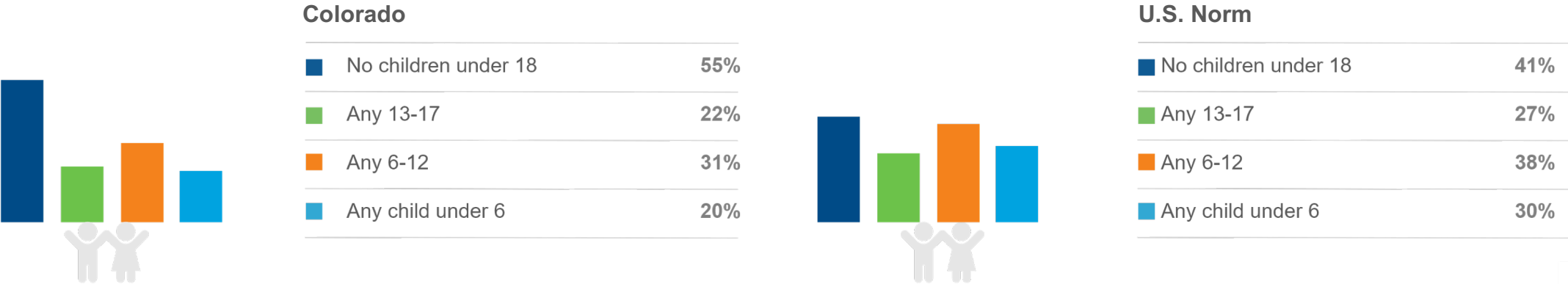
## Hispanic Background



## Household Size



## Children in Household



C  M P A S S

Longwoods  
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