



## 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

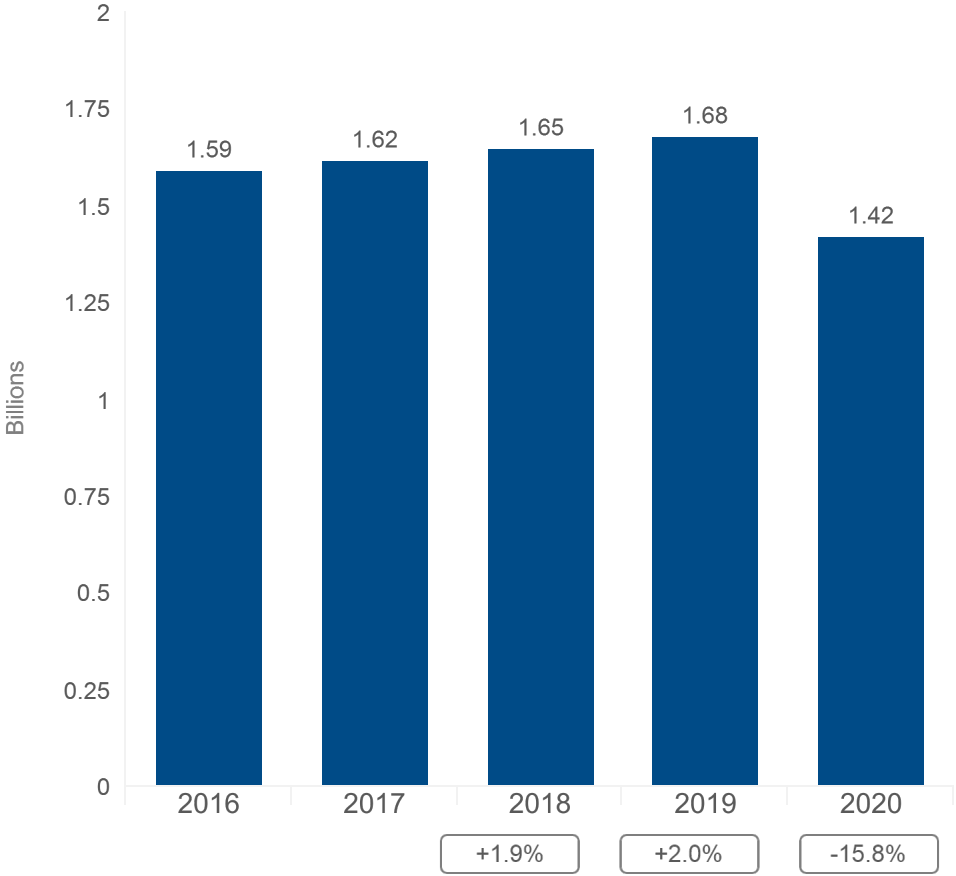


Day Base Size

2,642

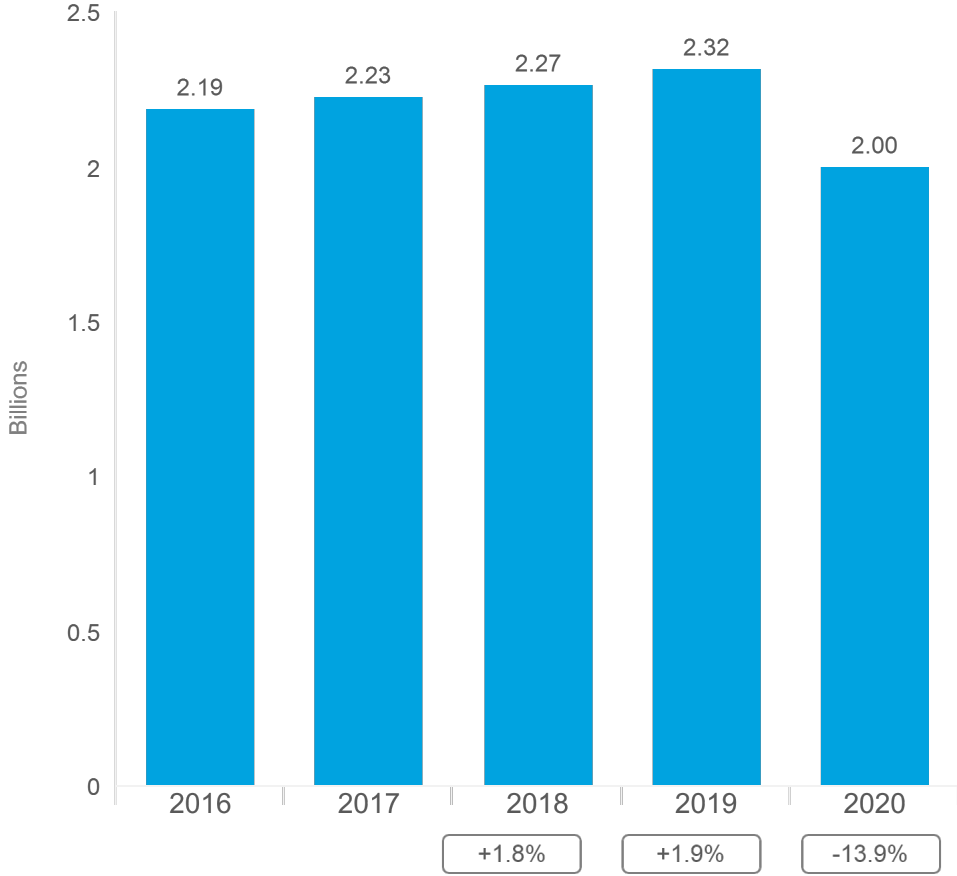
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

### Total Size of U.S. Overnight Travel Market



\*West Region: Down 13.6% from 2019

### Total Size of U.S. Day Travel Market



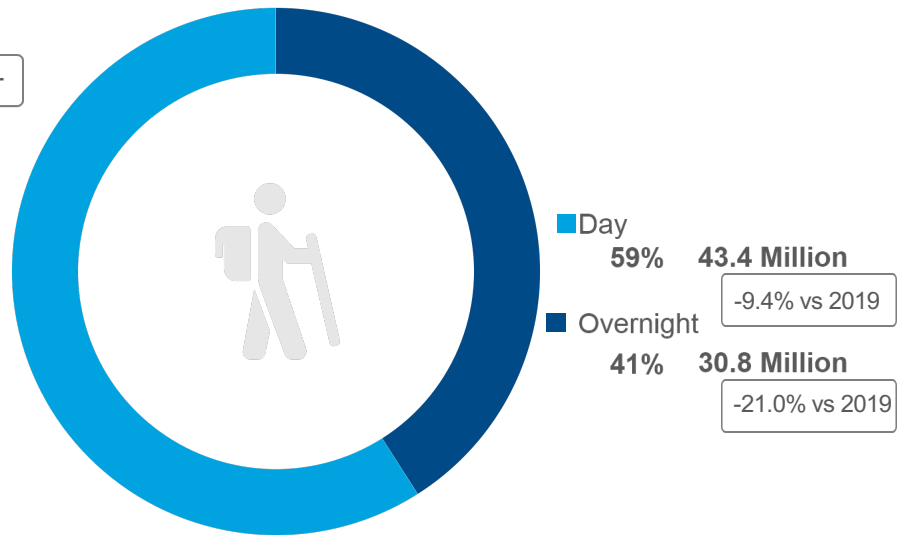
\*West Region: Down 10.0% from 2019

## Total Size of Colorado 2020 Domestic Travel Market

Total Person-Trips

**74.1 Million**

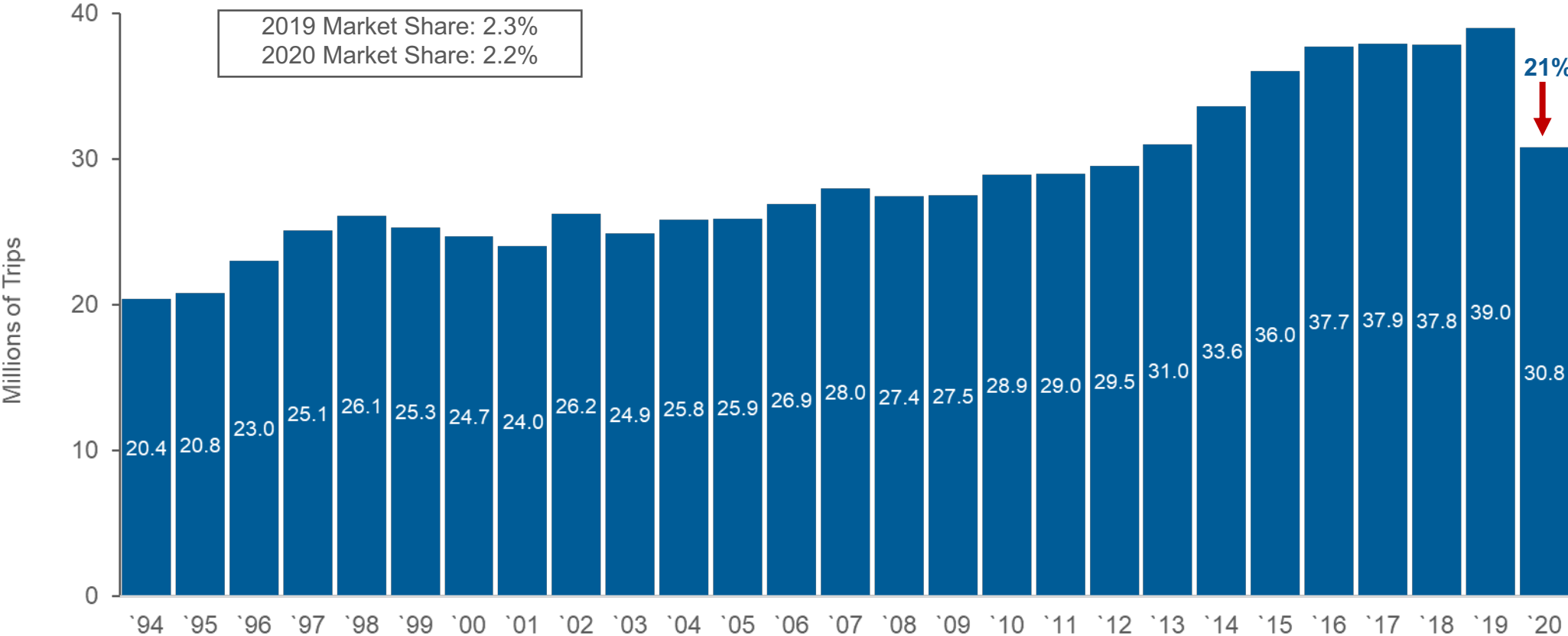
-14.7% vs. last year



# Size and Structure of Colorado's Travel Market

Base: Overnight Person-Trips

### Overnight Trips to Colorado - 1994 to 2020

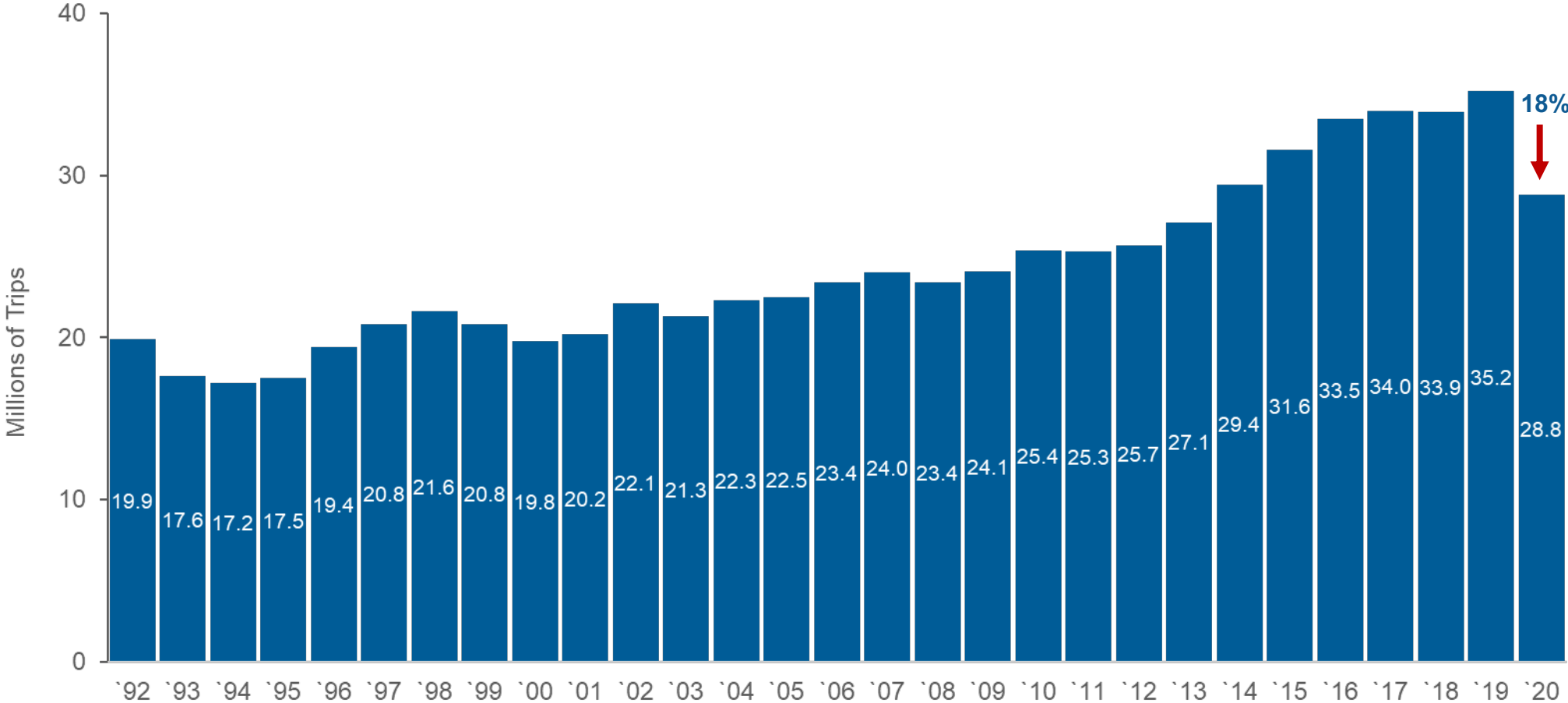


Note: Referencing this and subsequent charts showing annual trends, the Travel USA® survey was standardized for Leisure travel starting in 1992, so all charts about Leisure travel begin with that year. Questions about business trips were added in 1994; so charts about business travel or that show a total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

# Size and Structure of Colorado's Travel Market

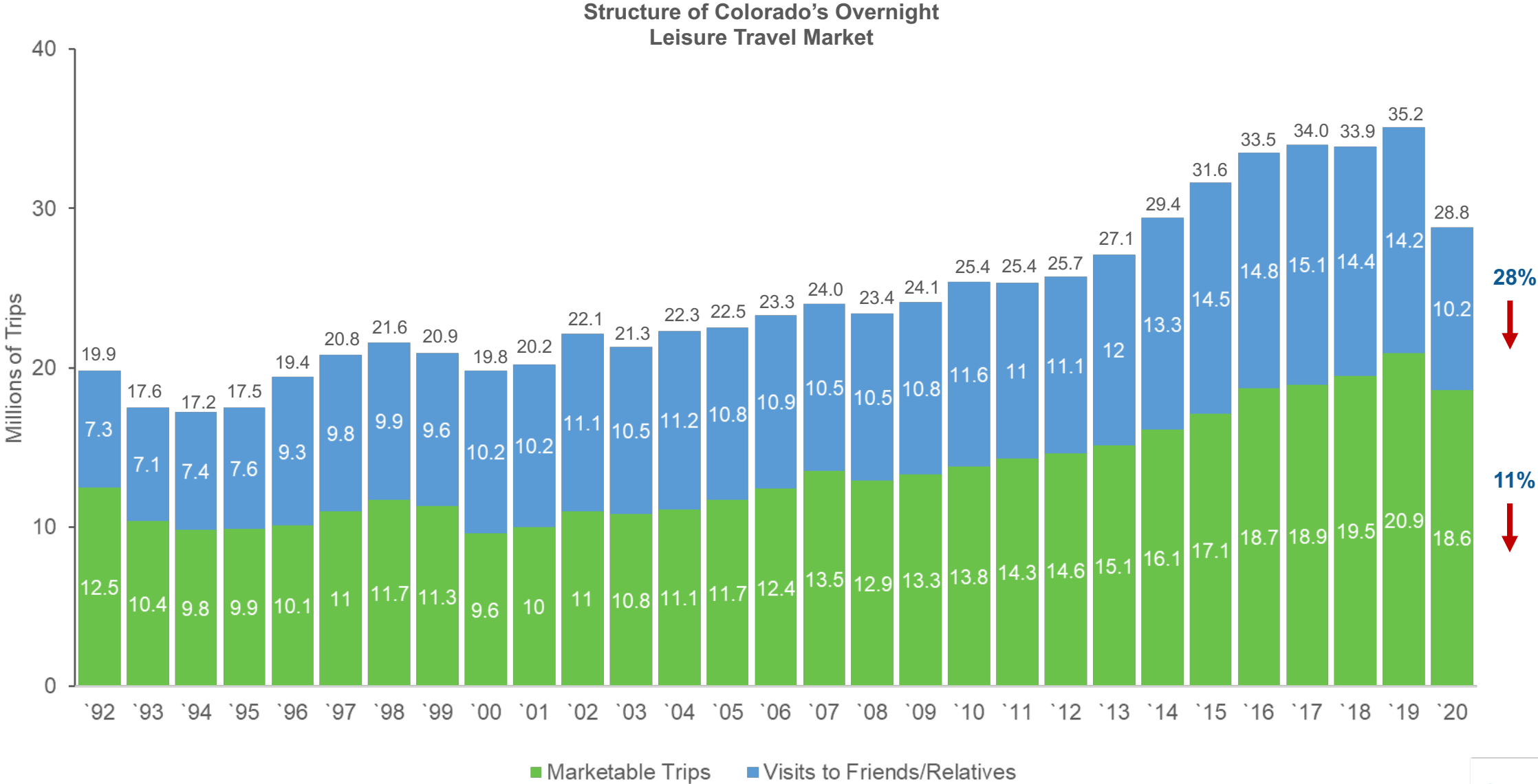
Base: Overnight Leisure (incl B/L) Person-Trips

### Overnight Leisure Trips to Colorado - 1992 to 2020



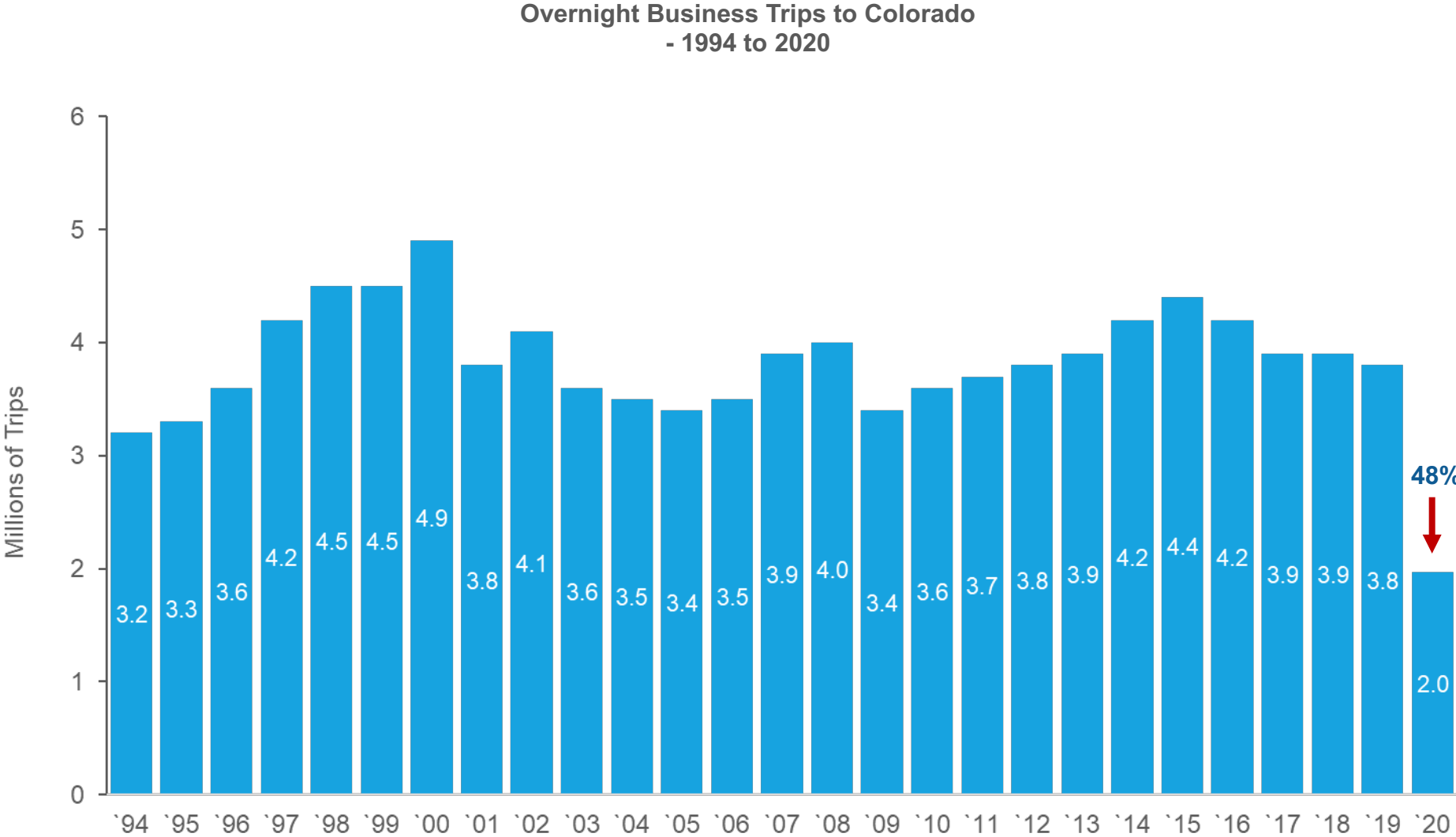
# Size and Structure of Colorado's Travel Market

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



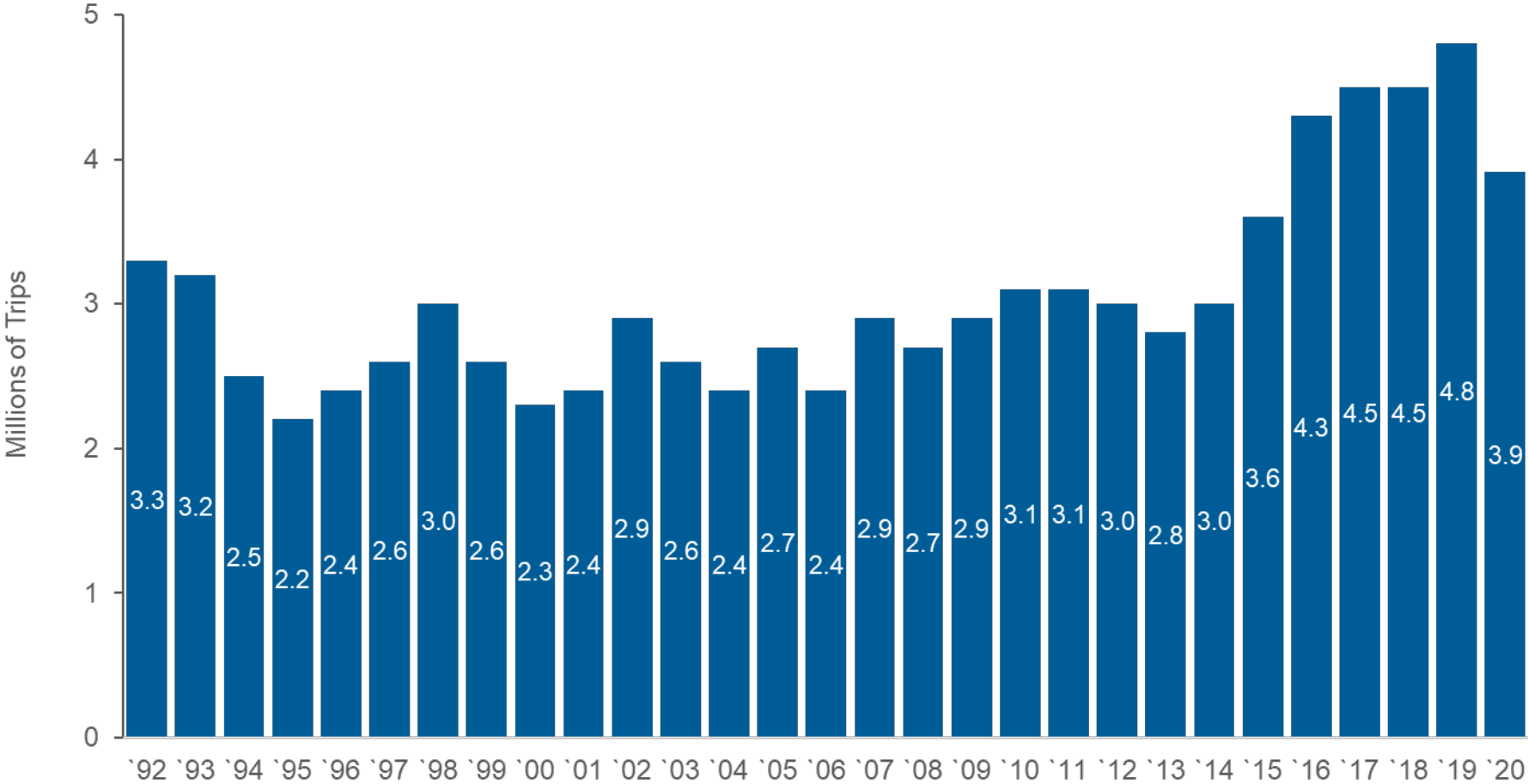
# Size and Structure of Colorado's Travel Market

Base: Overnight Business Person-Trips

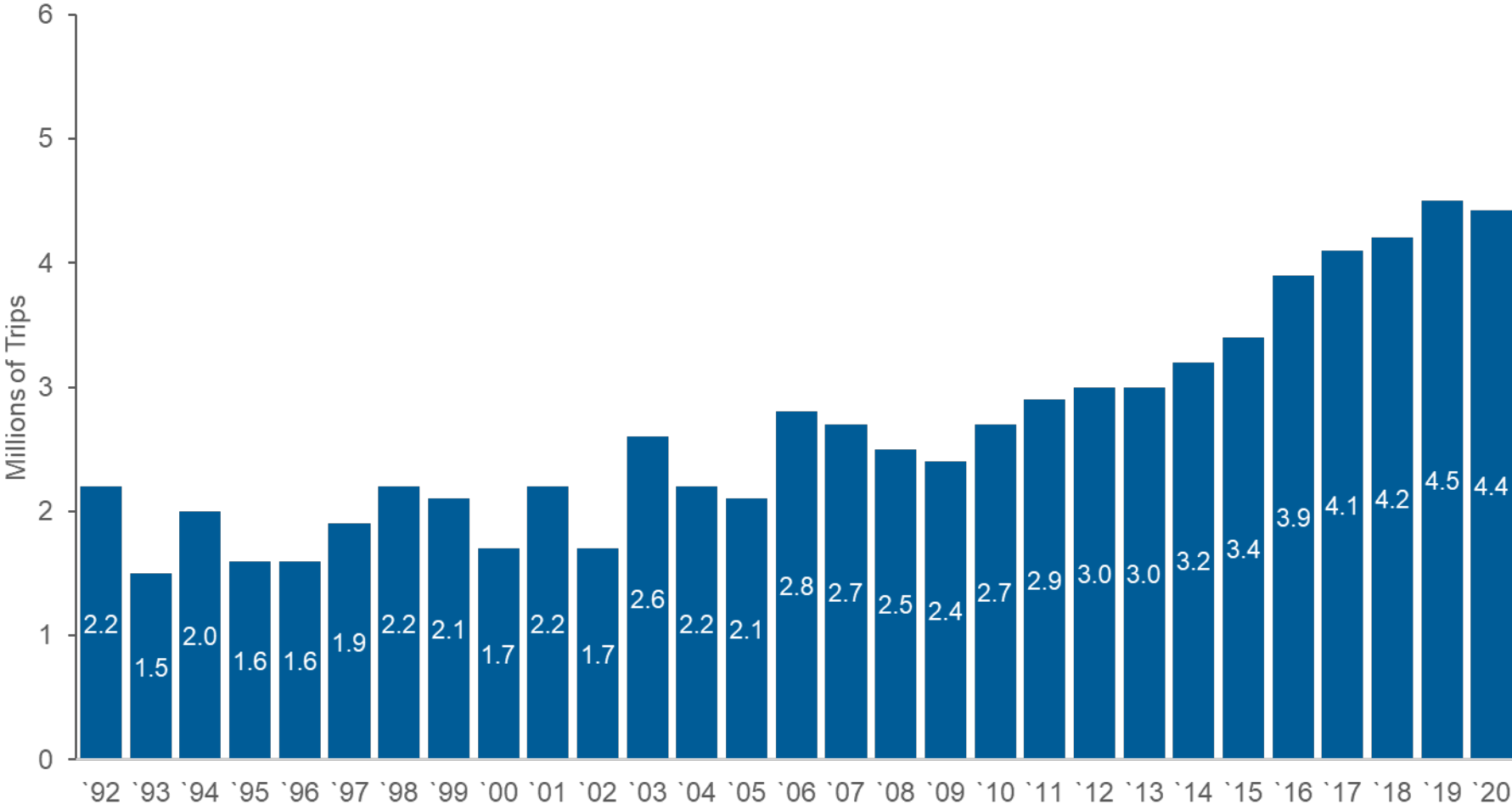




### Overnight Touring Trips to Colorado - 1992 to 2020



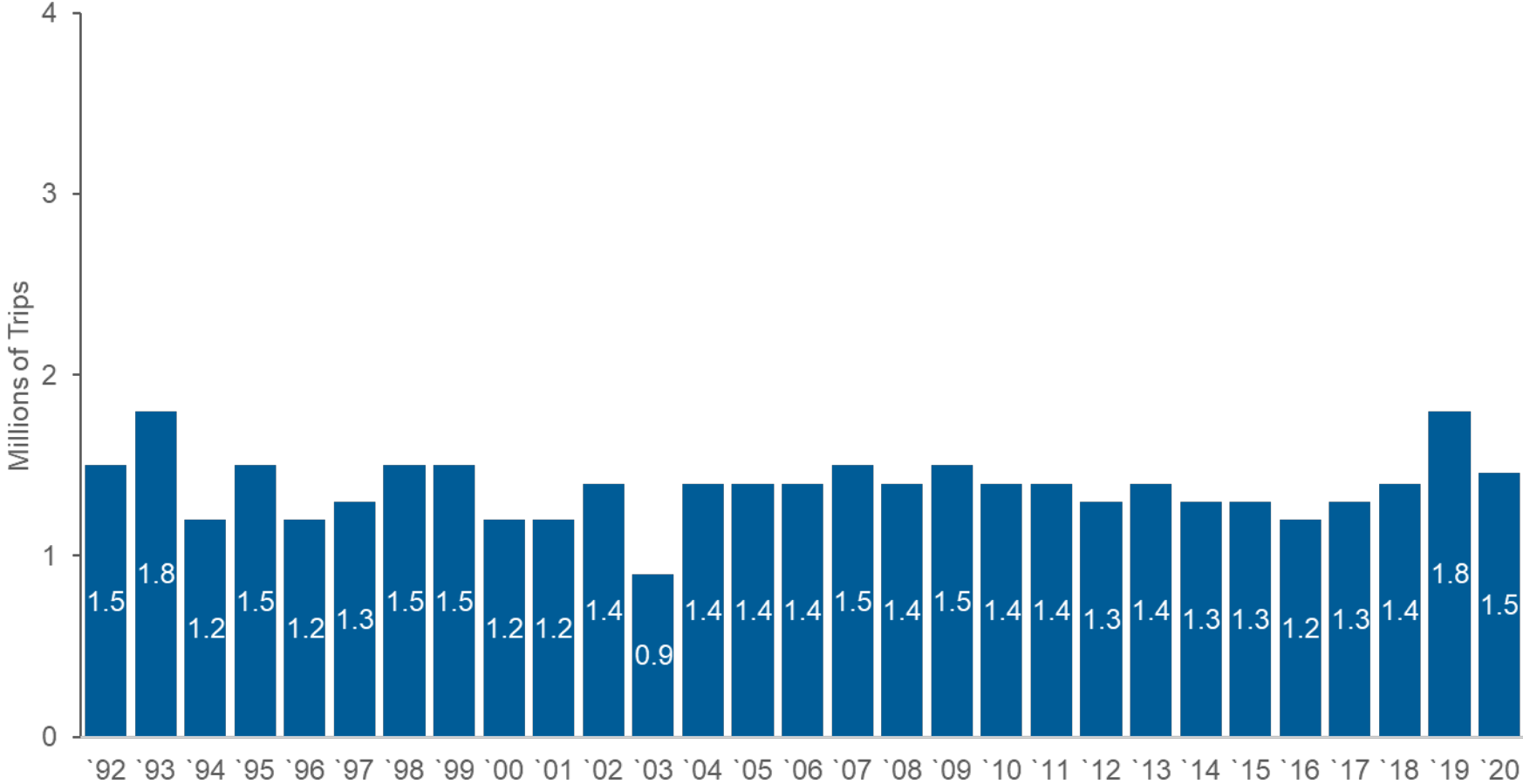
### Overnight Outdoor Trips to Colorado - 1992 to 2020



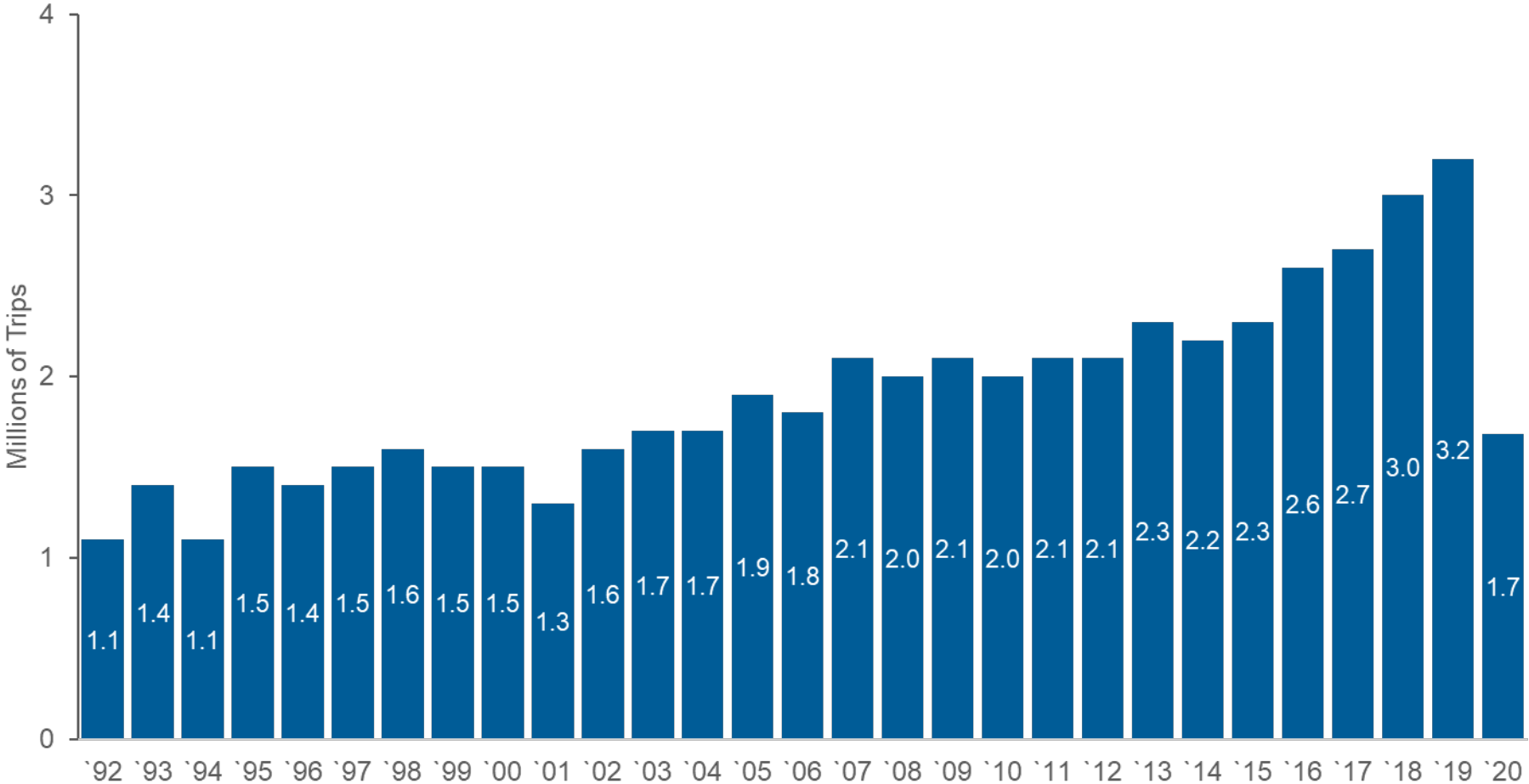
# Size and Structure of Colorado's Travel Market

Base: Overnight Business-Leisure Person-Trips

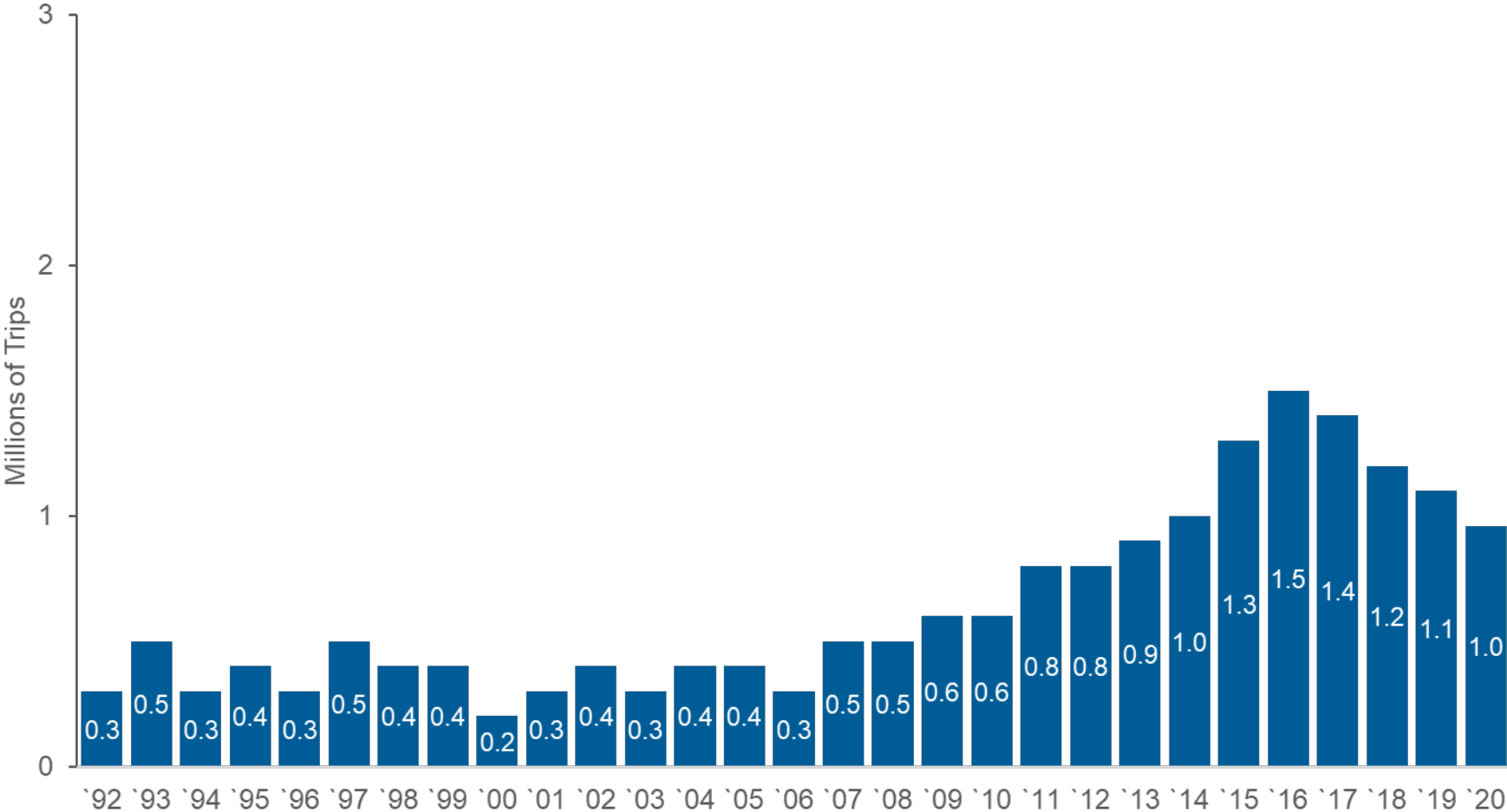
### Overnight Business-Leisure Trips to Colorado - 1992 to 2020



### Overnight Special Event Trips to Colorado - 1992 to 2020

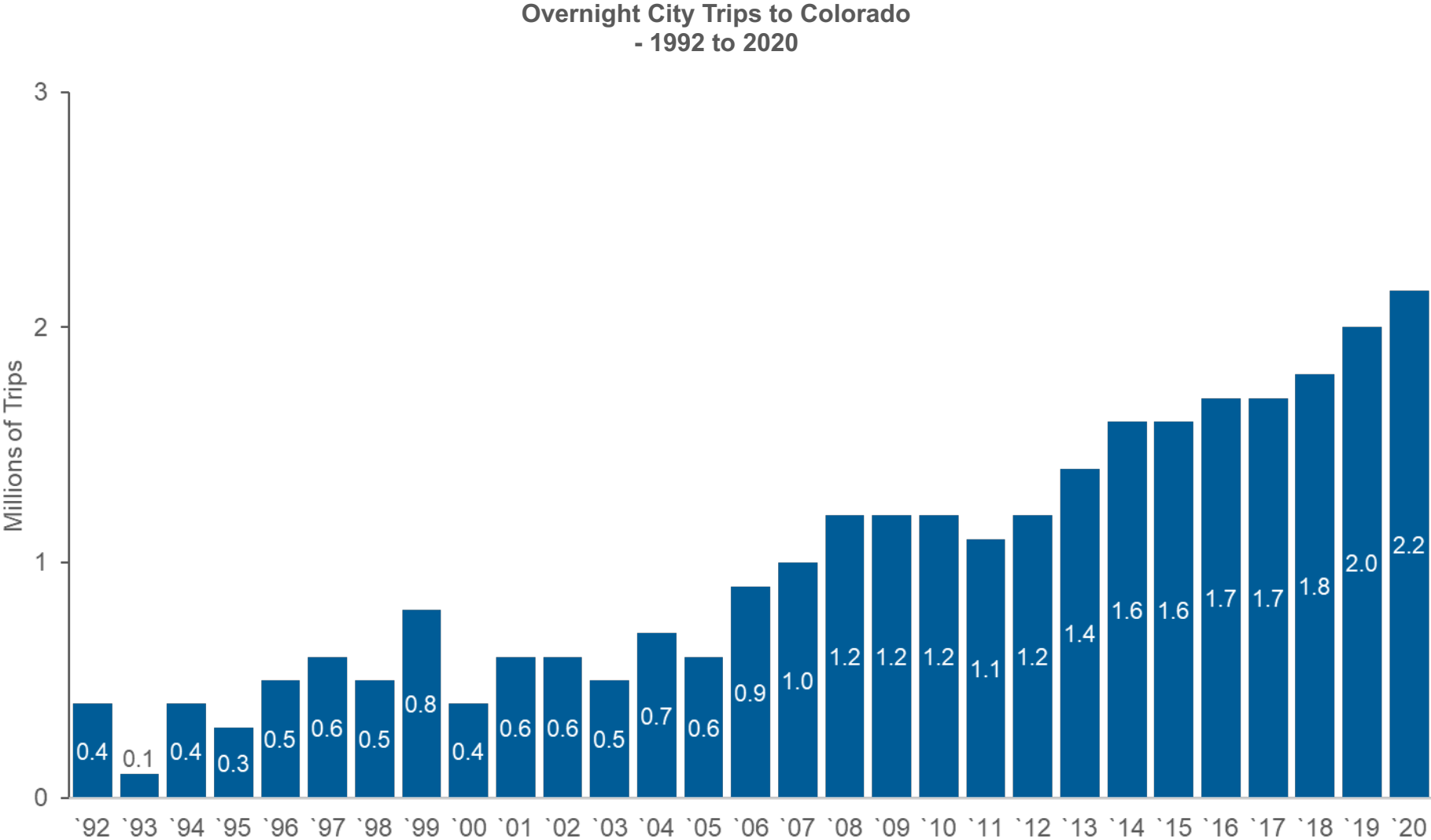


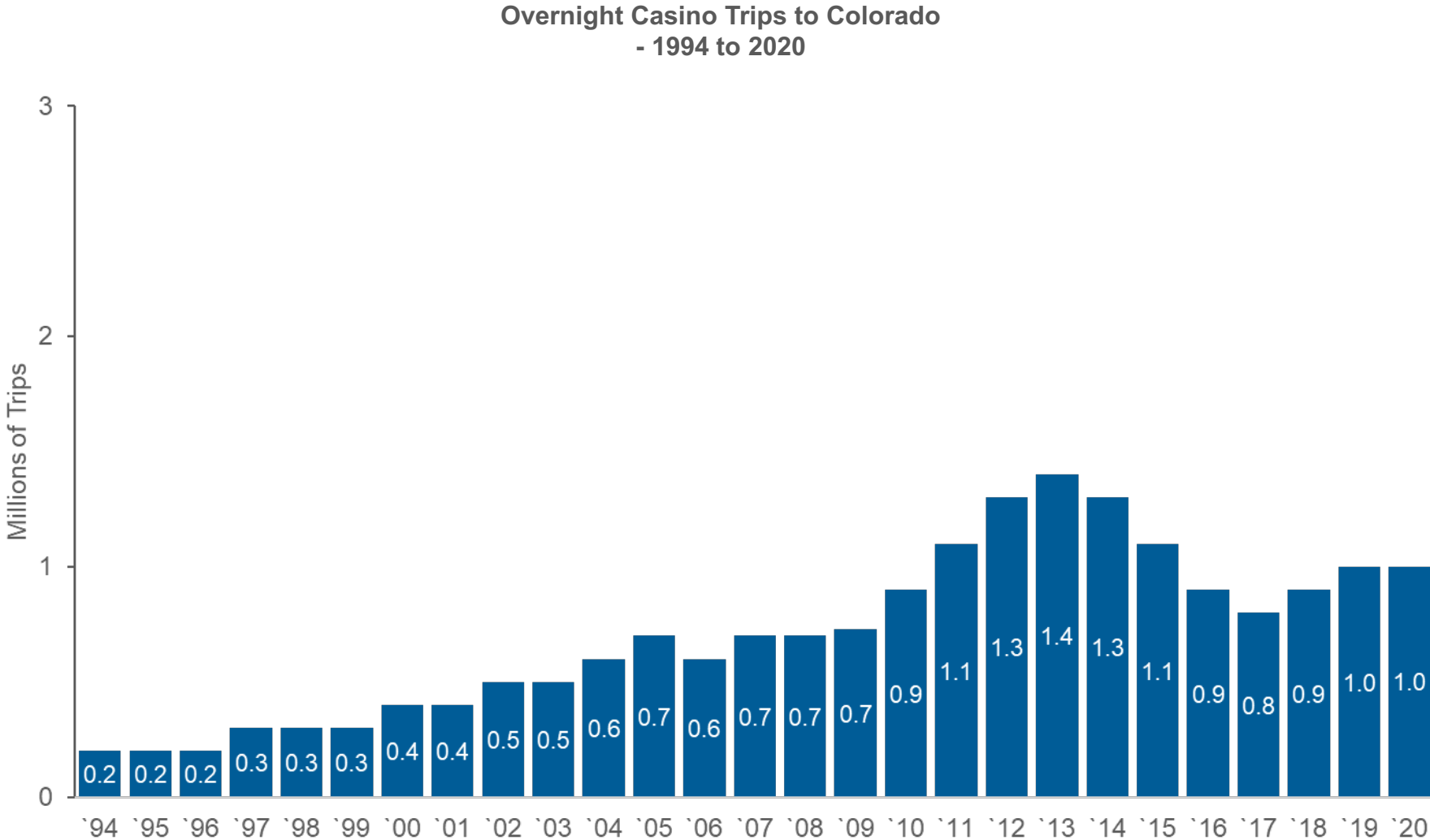
### Overnight Resort Trips to Colorado - 1992 to 2020



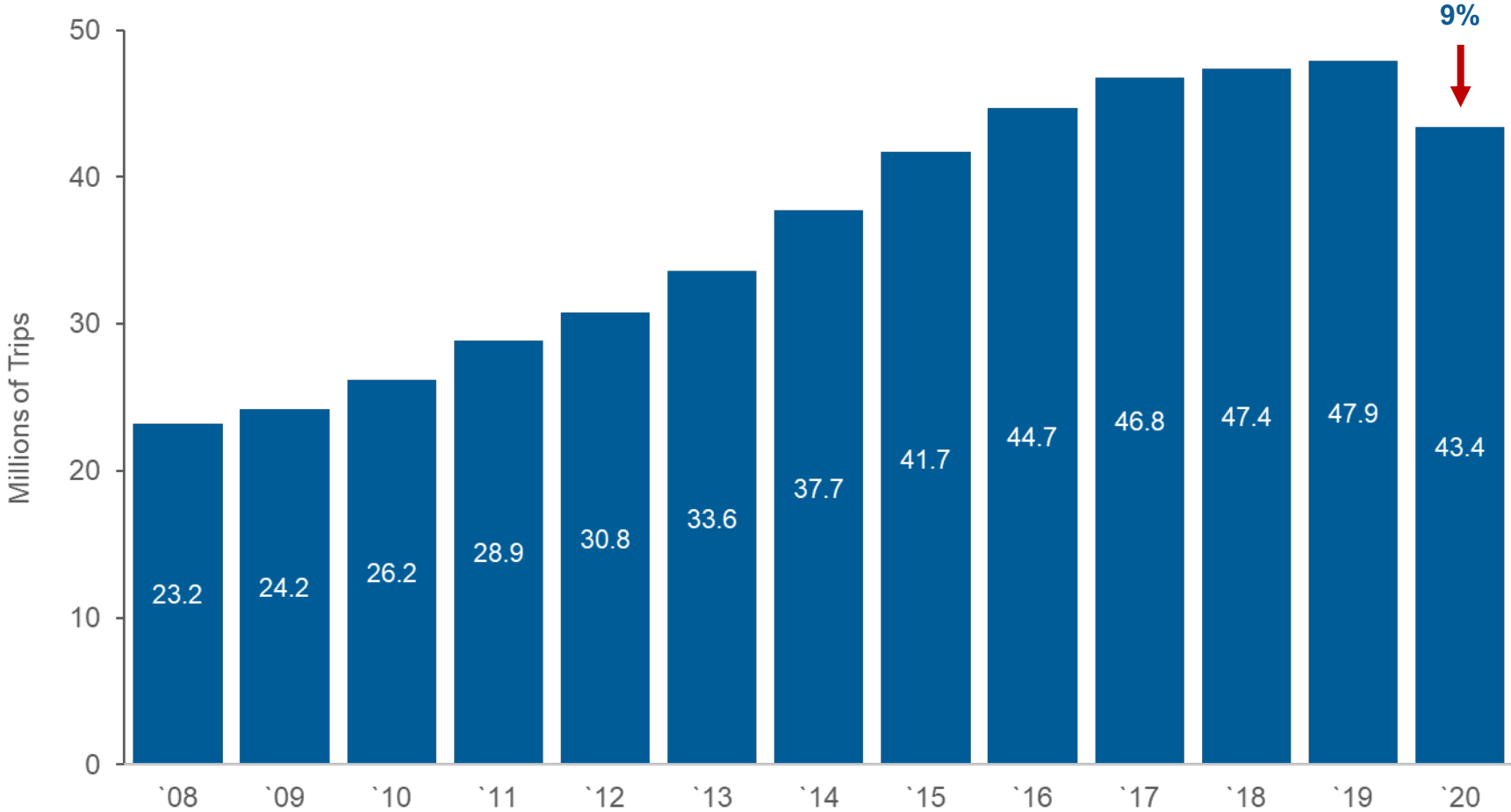
# Size and Structure of Colorado's Travel Market

Base: Overnight City Person-Trips





### Day Trips To/Within Colorado







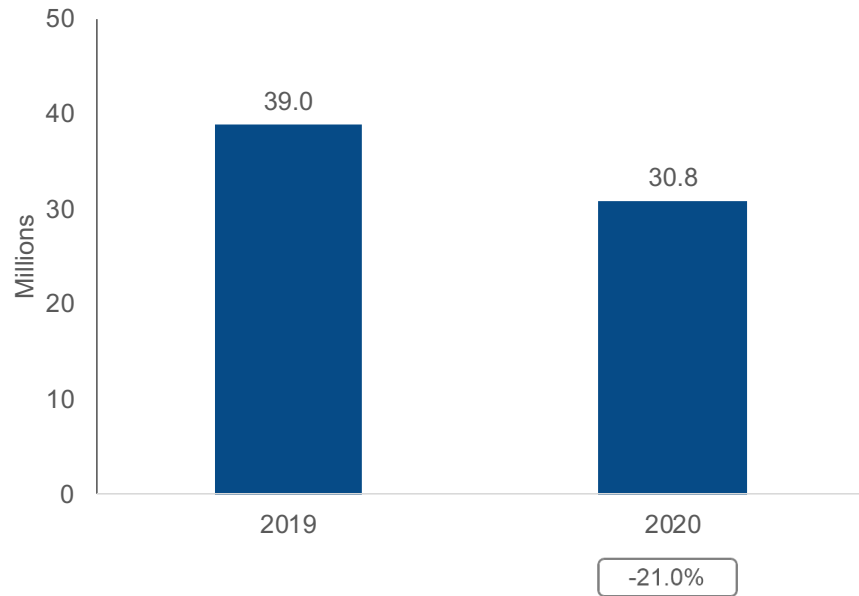
# Travel USA Visitor Profile

## Overnight Visitation



2020

## Overnight Trips to Colorado














## Past Visitation to Colorado

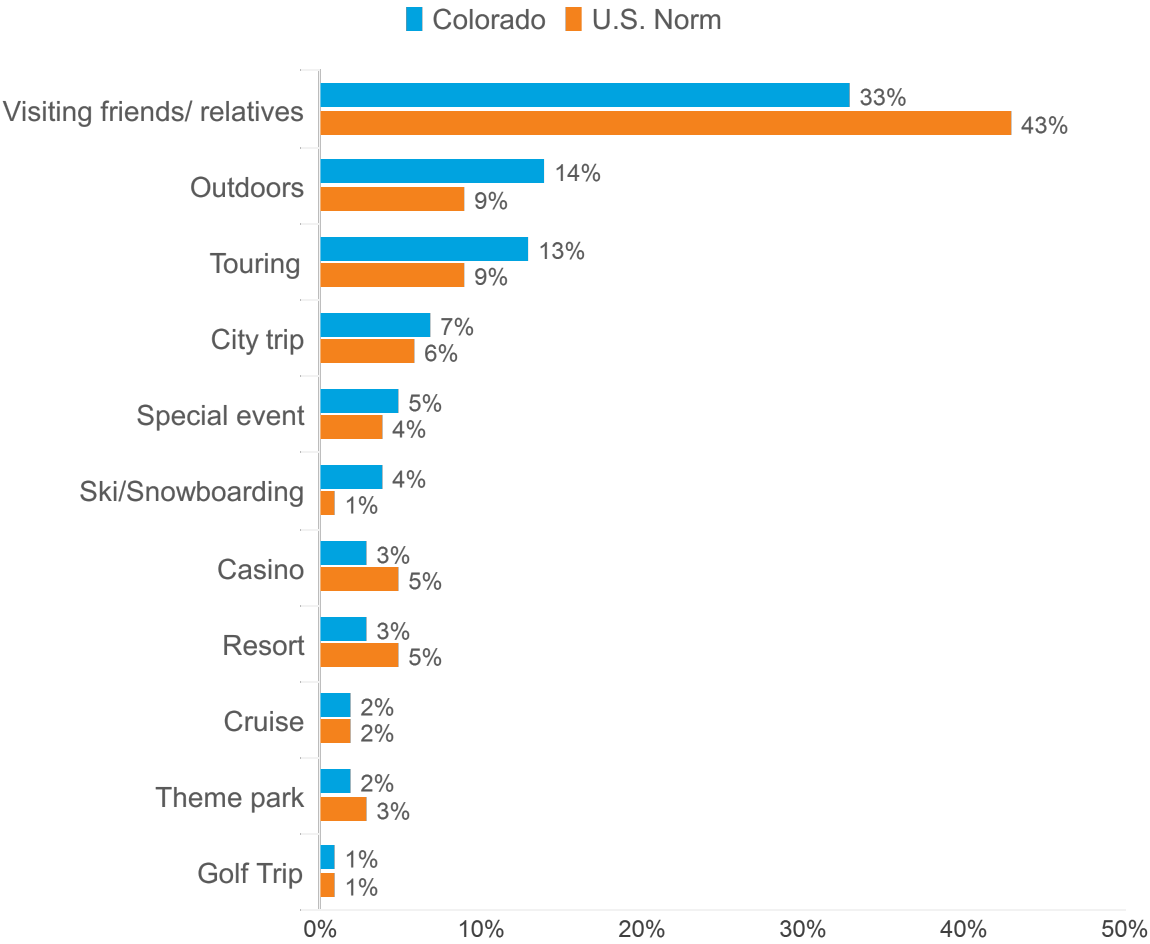
**82%** of overnight travelers to Colorado are repeat visitors

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

## Main Purpose of Trip

 <b>33%</b> Visiting friends/ relatives	
 <b>14%</b> Outdoors	 <b>2%</b> Conference/ Convention
 <b>13%</b> Touring	
 <b>7%</b> City trip	 <b>5%</b> Other business trip
 <b>5%</b> Special event	
 <b>4%</b> Ski/Snowboarding	
 <b>3%</b> Casino	 <b>5%</b> Business-Leisure
 <b>3%</b> Resort	

## 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%

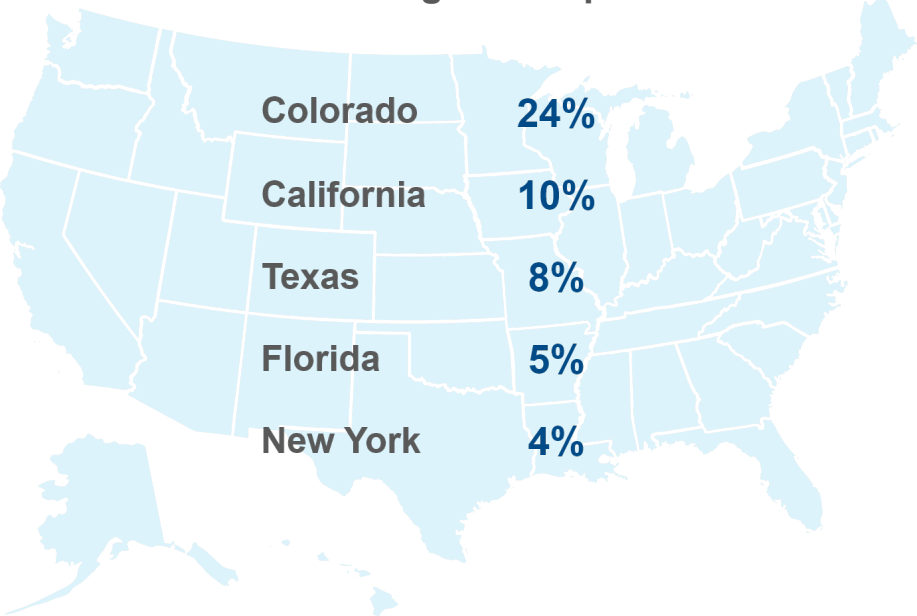
#### Visitor Volumes By Segment

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

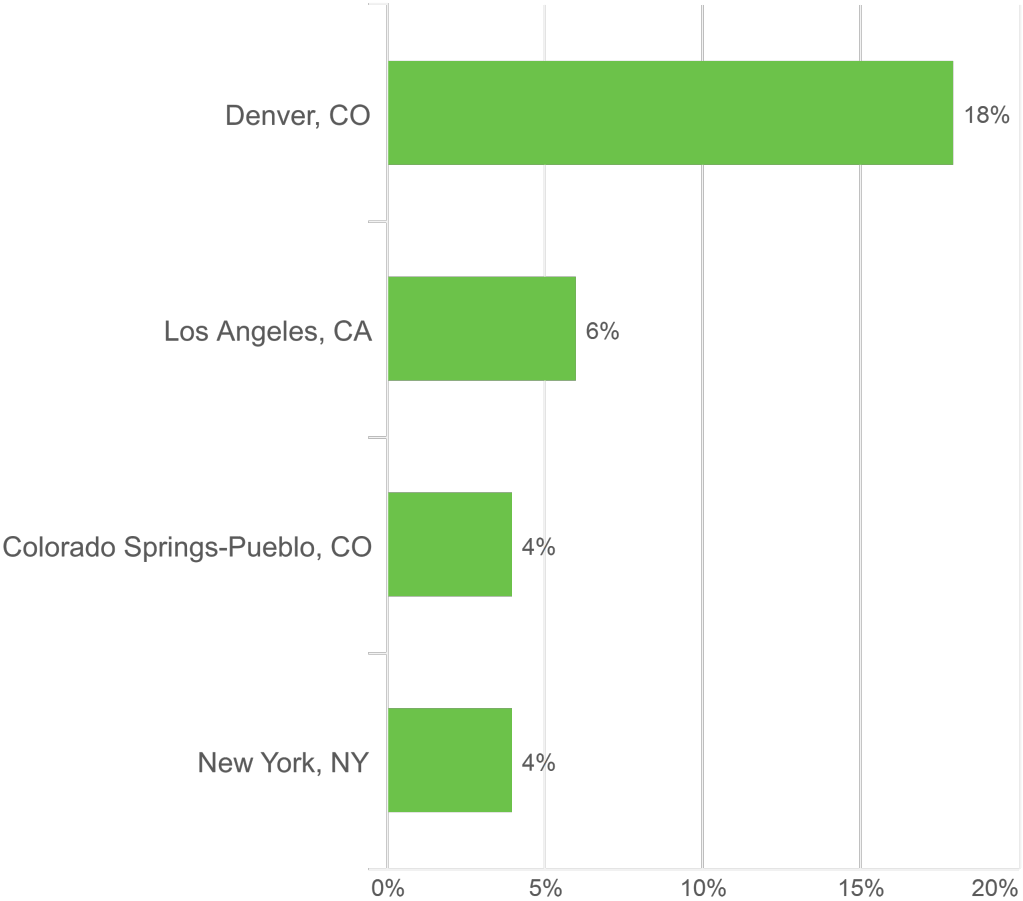
# Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

## State Origin Of Trip



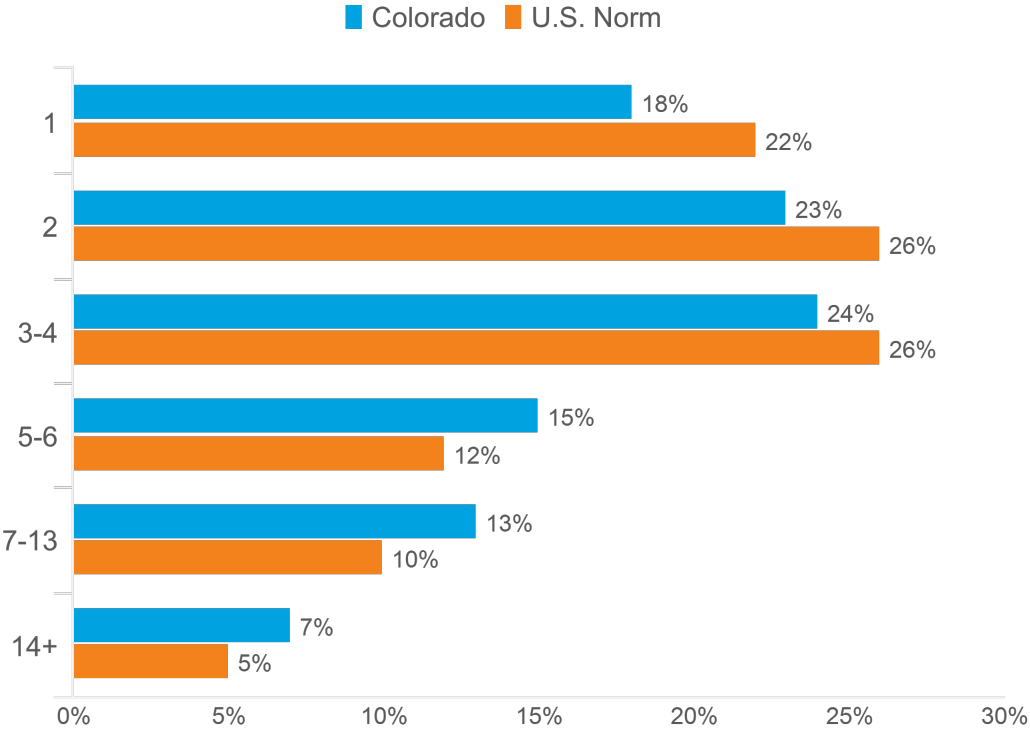
## DMA Origin Of Trip



## Season of Trip Total Overnight Person-Trips



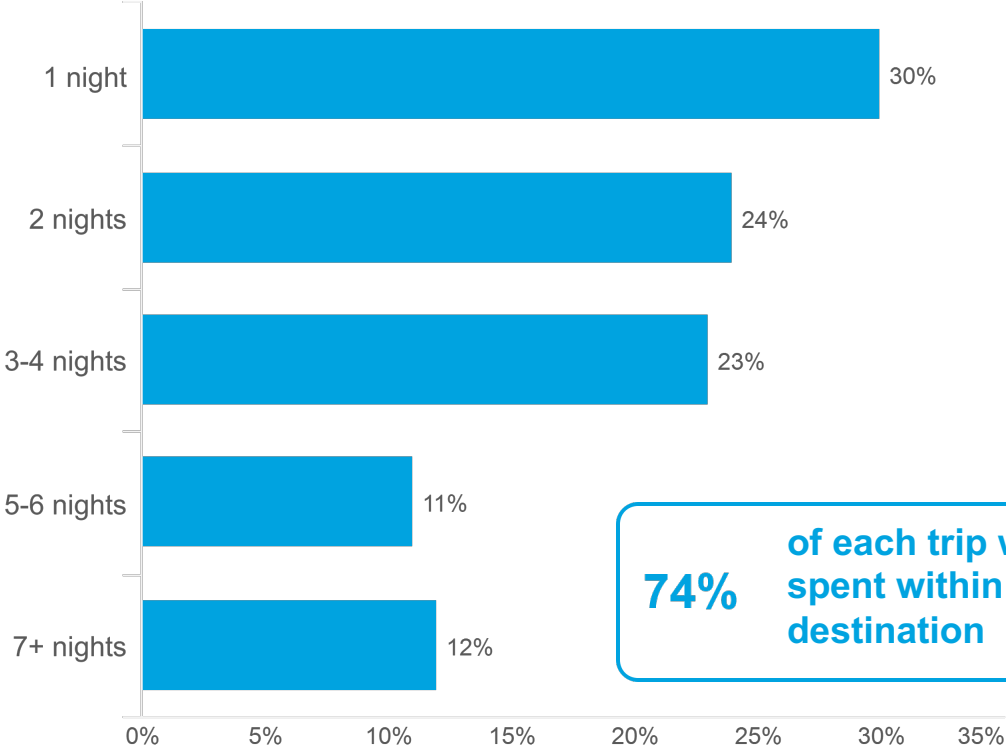
## Total Nights Away on Trip



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

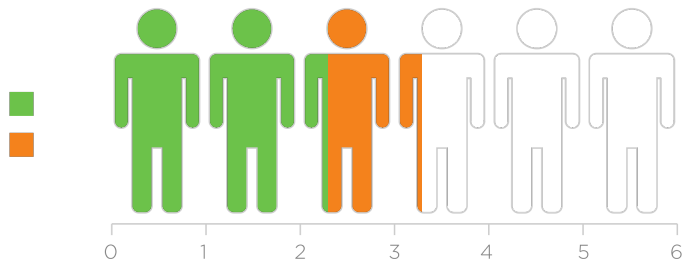
Average number of nights  
**3.7**

Average last year  
**3.7**

## Size of Travel Party

■ Adults ■ Children

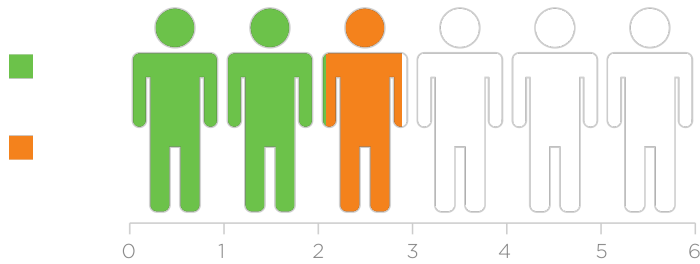
### Colorado



Total  
**3.3**

Average number of people

### U.S. Norm

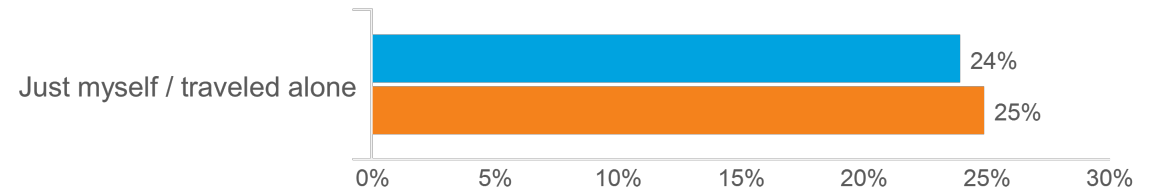


Total  
**3.0**

Average number of people

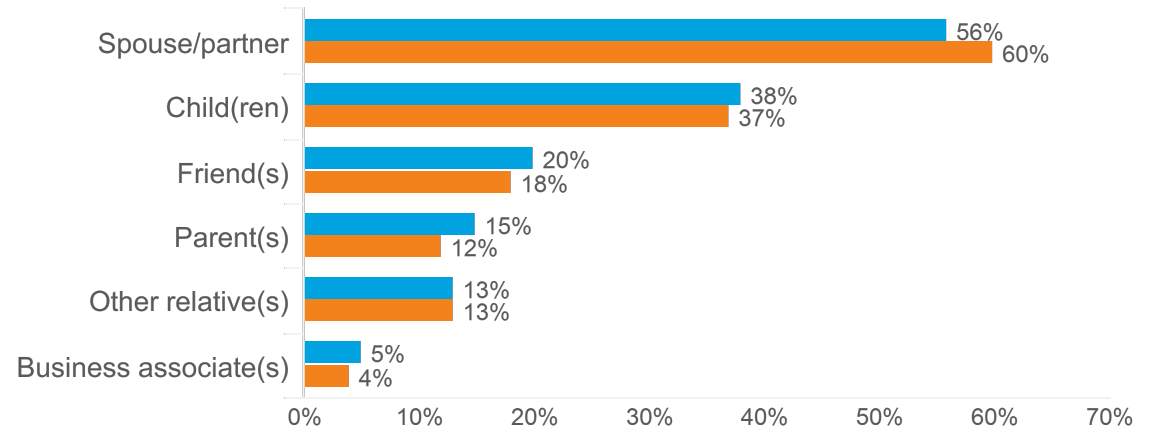
## Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



## Composition of Immediate Travel Party

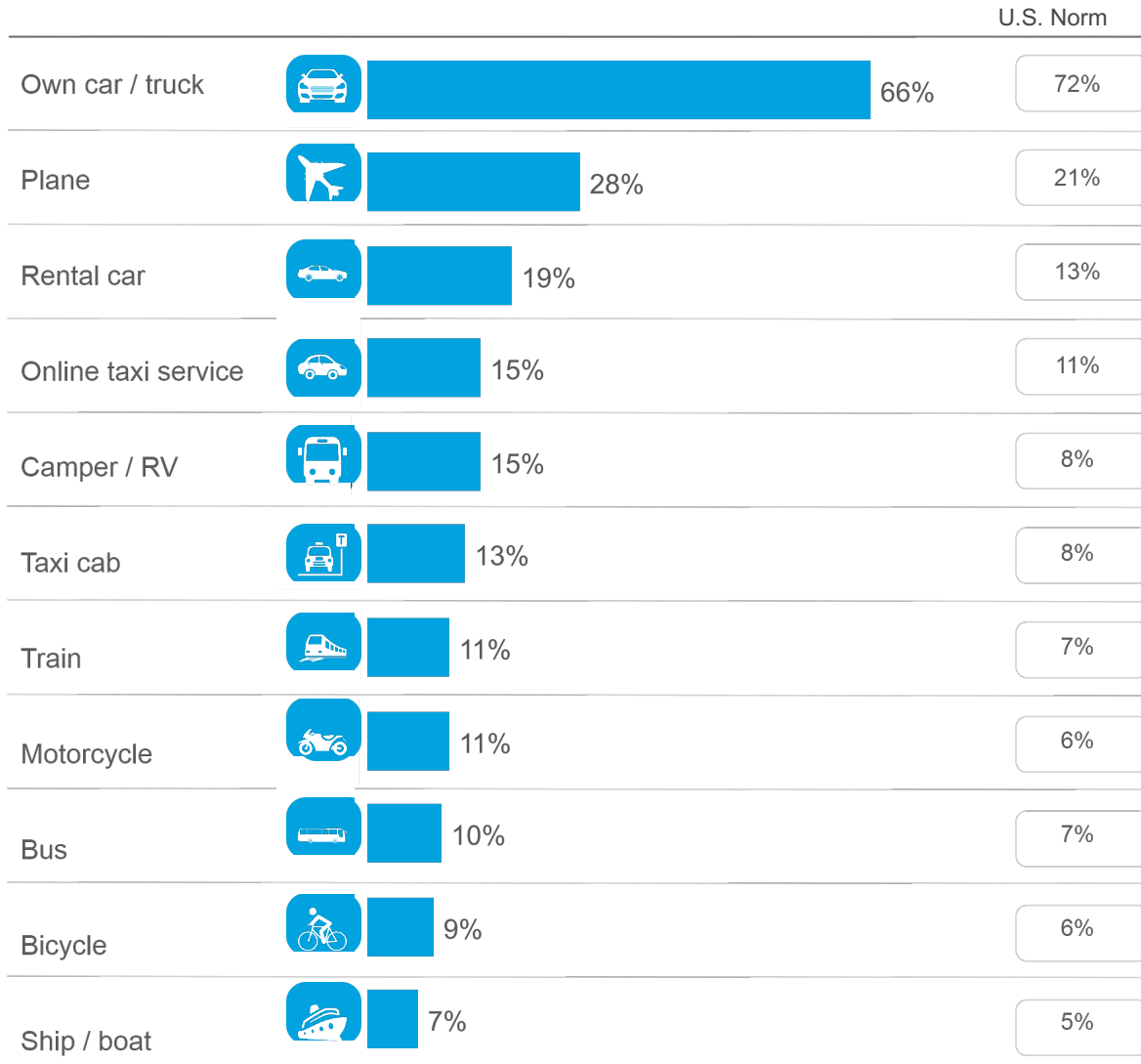
■ Colorado ■ U.S. Norm



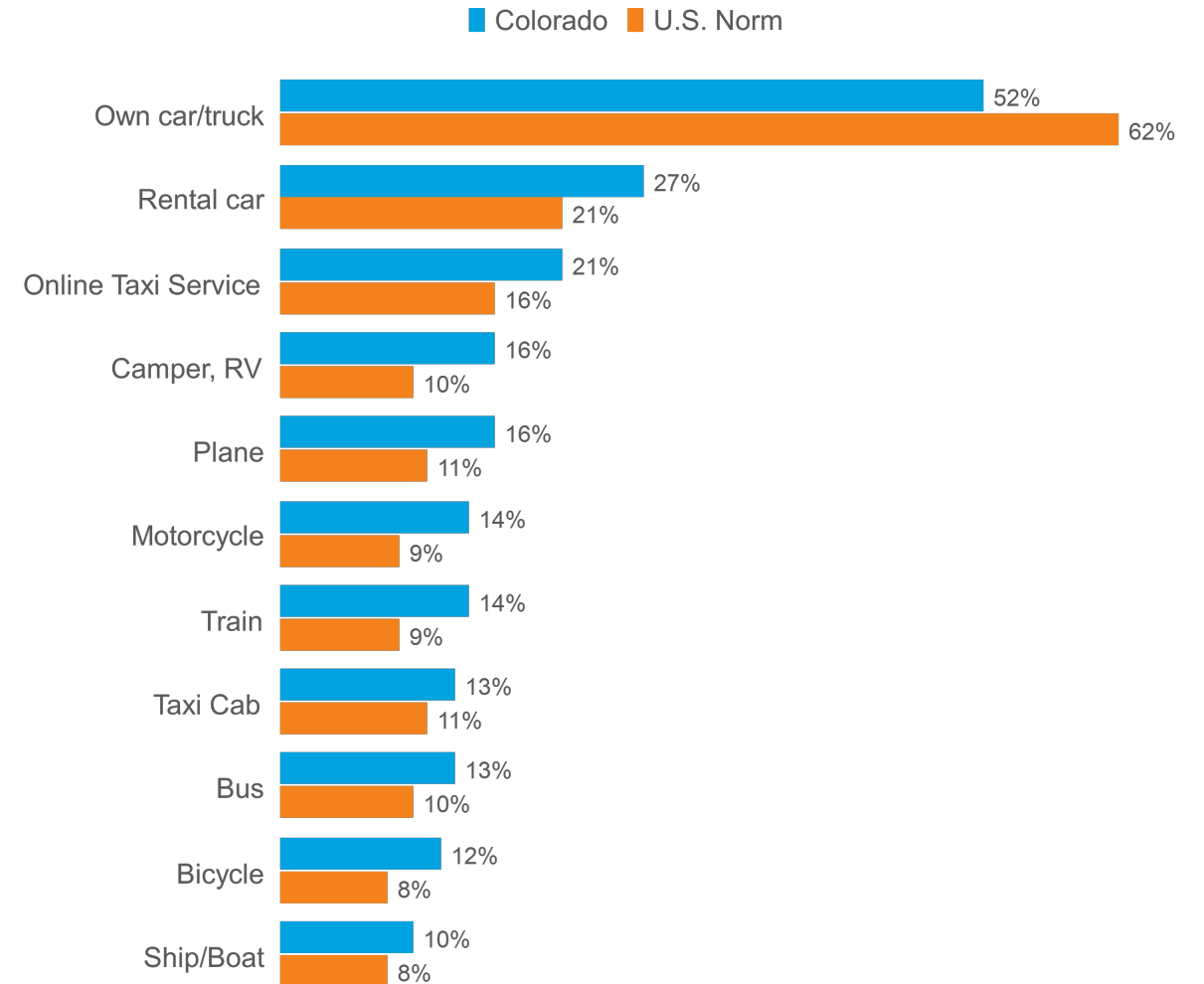
# Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

## Transportation Used to get to Destination



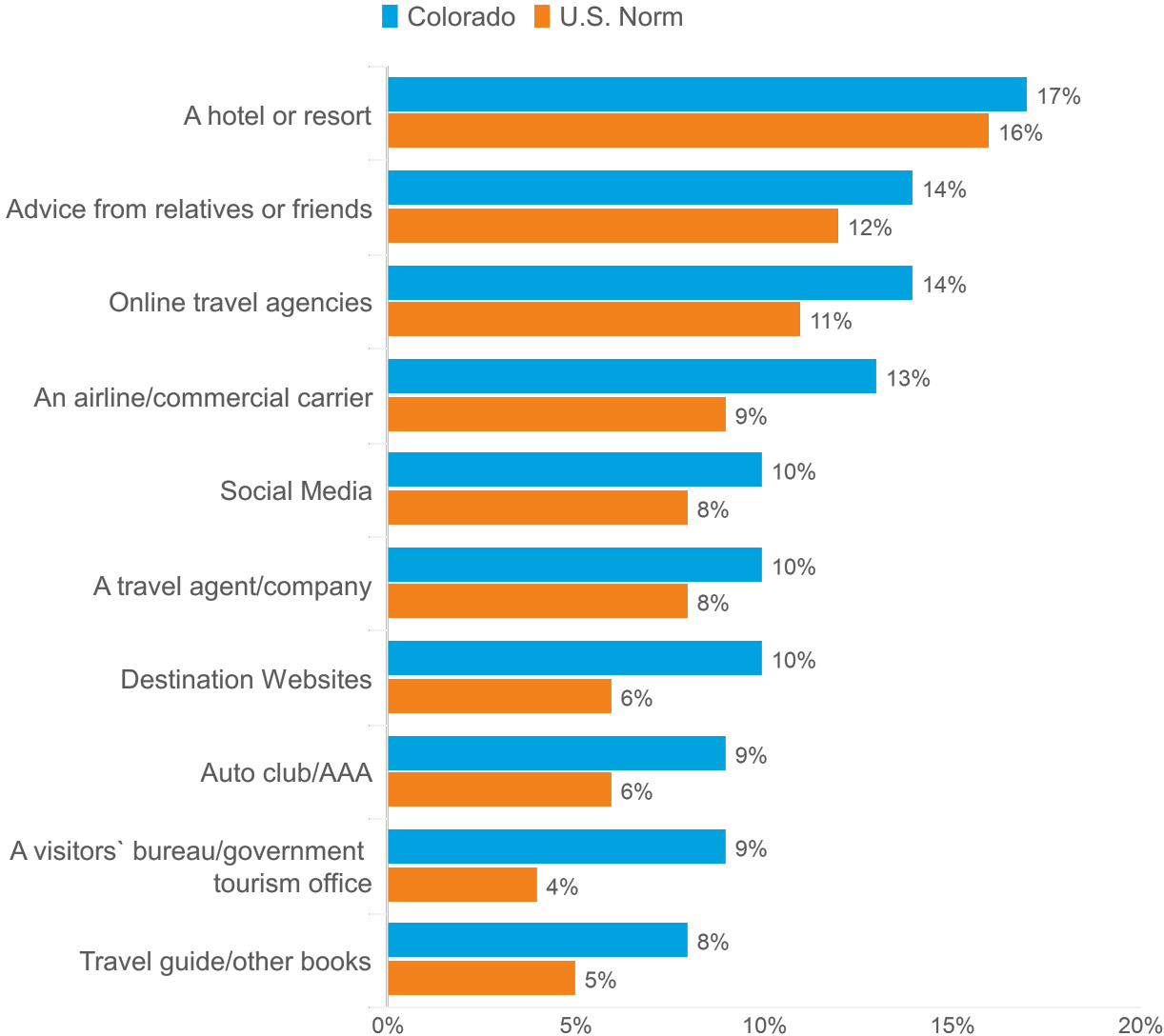
## Transportation Used within Destination



Question updated in 2020



Trip Planning Information Sources



Length of Trip Planning

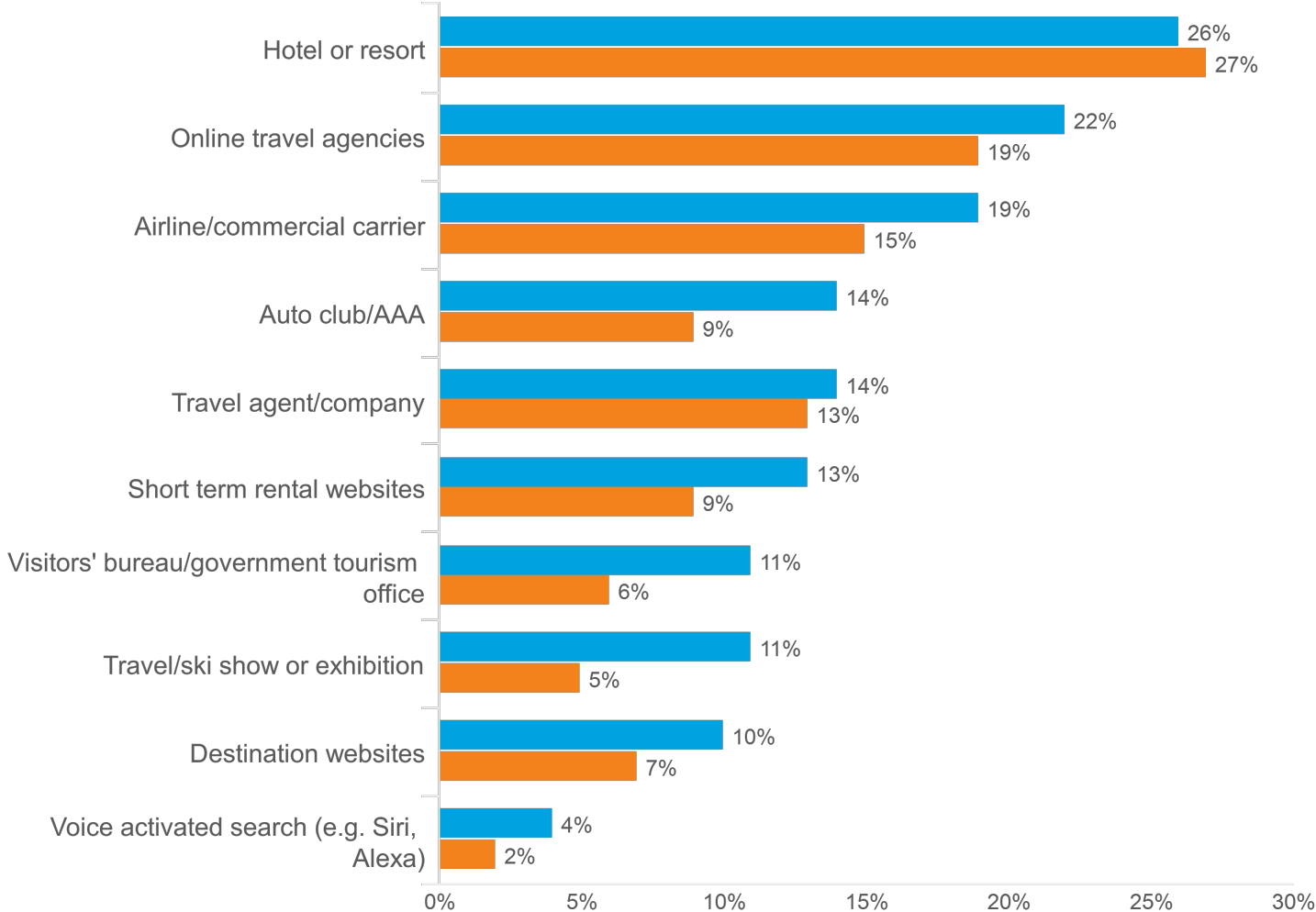
	Colorado	U.S. Norm
1 month or less	29%	33%
2 months	17%	15%
3-5 months	19%	15%
6-12 months	14%	11%
More than 1 year in advance	6%	4%
Did not plan anything in advance	15%	21%

# 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

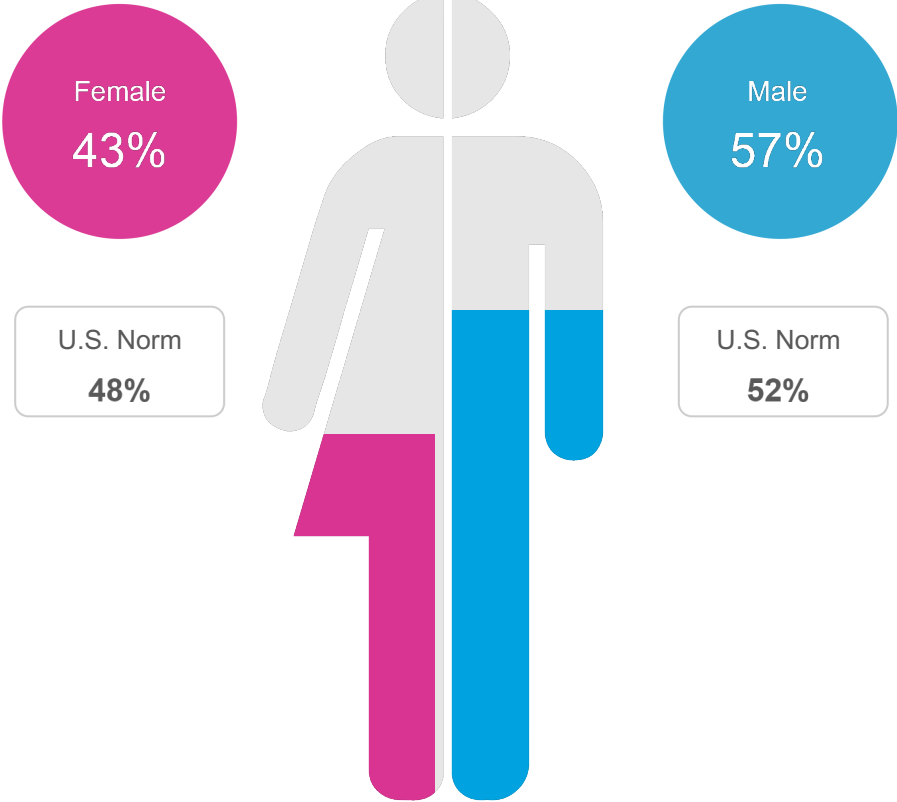
## Dining Types on Trip

	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%

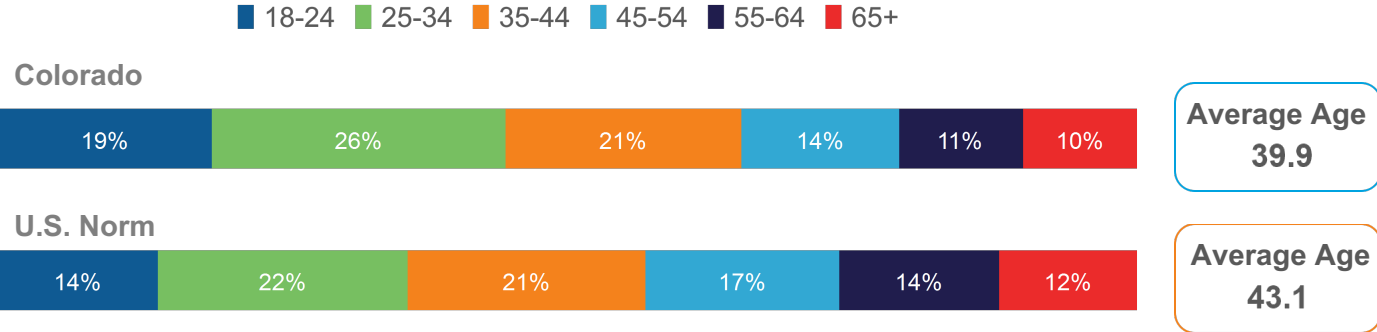
 **70%**  
of overnight travelers were  
very satisfied with their overall  
trip experience



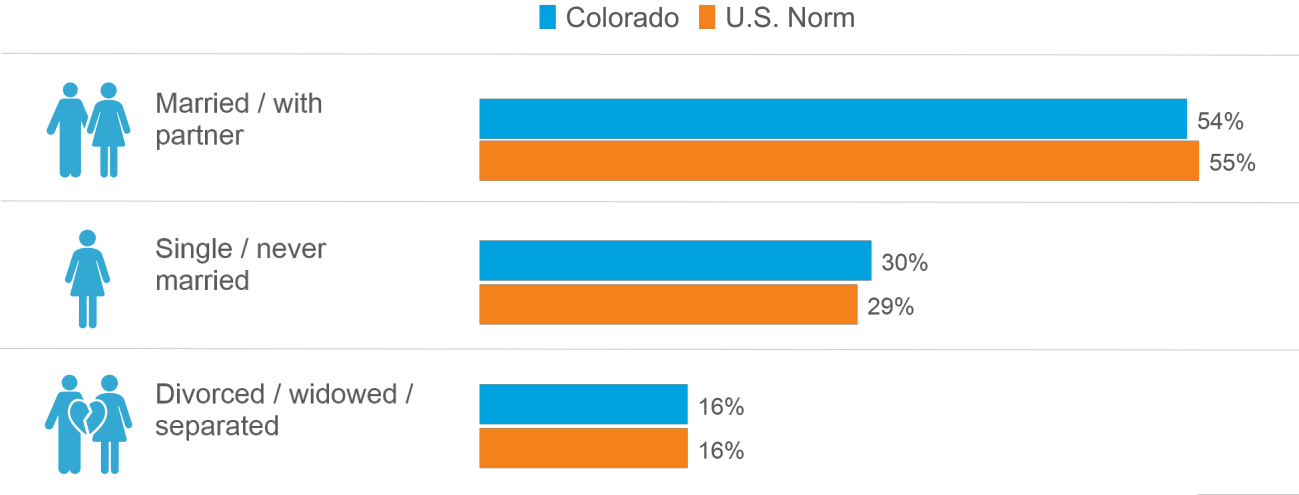
## Gender



## Age



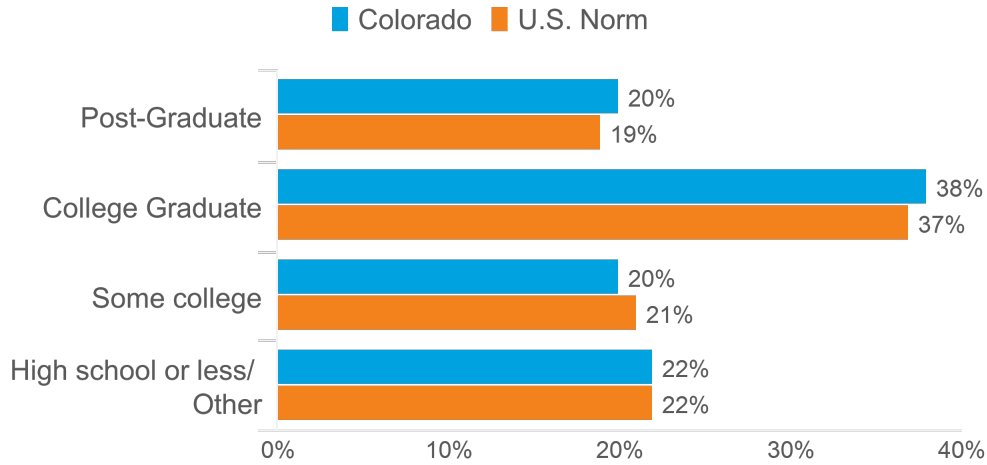
## Marital Status



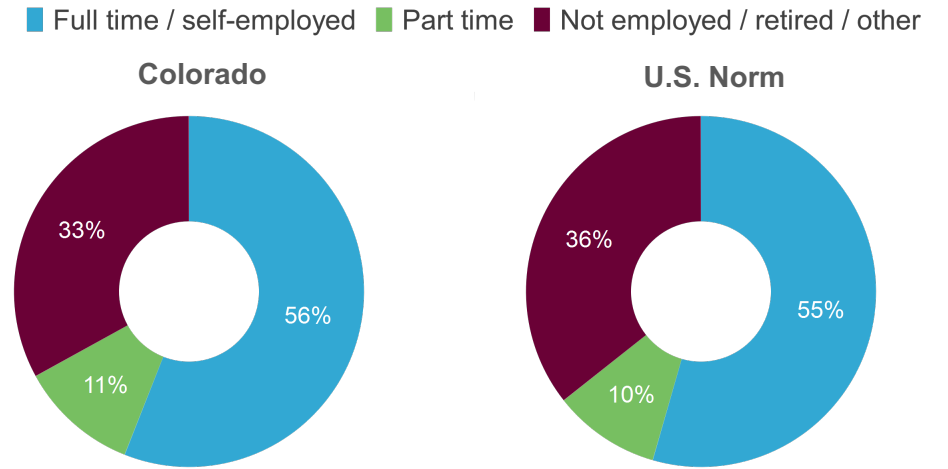
# Demographic Profile of Overnight Colorado Visitors

Base: 2020 Overnight Person-Trips

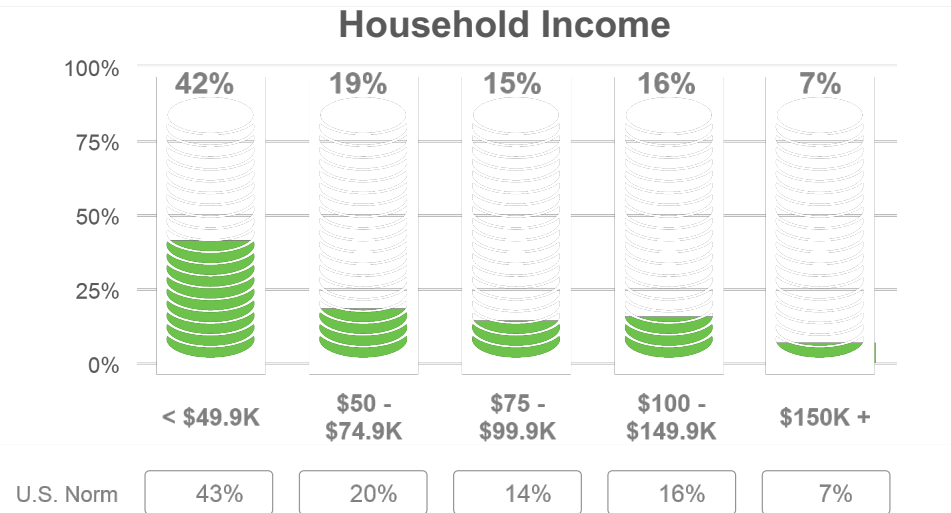
## Education



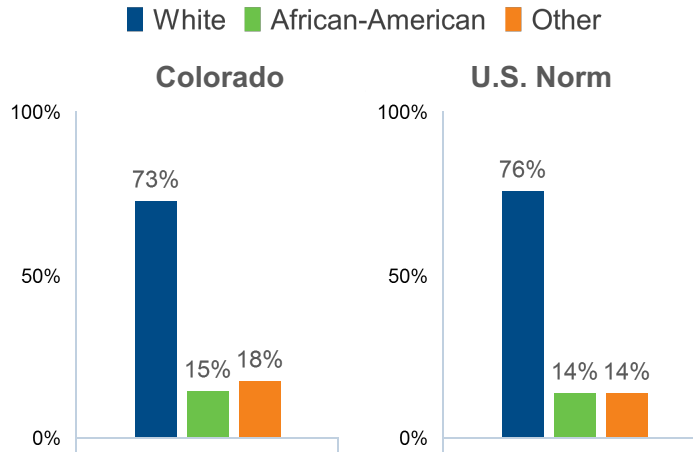
## Employment



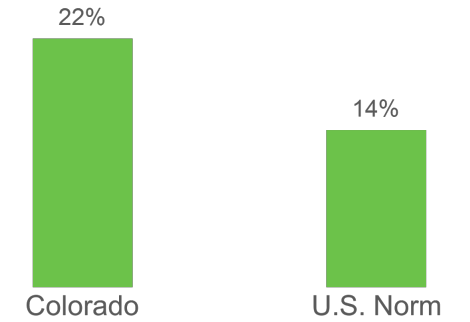
## Household Income



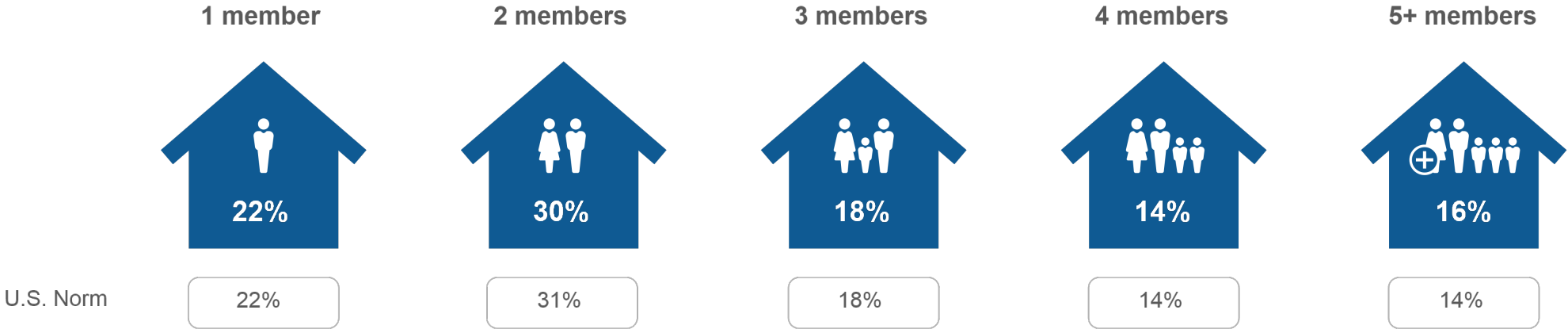
## Race



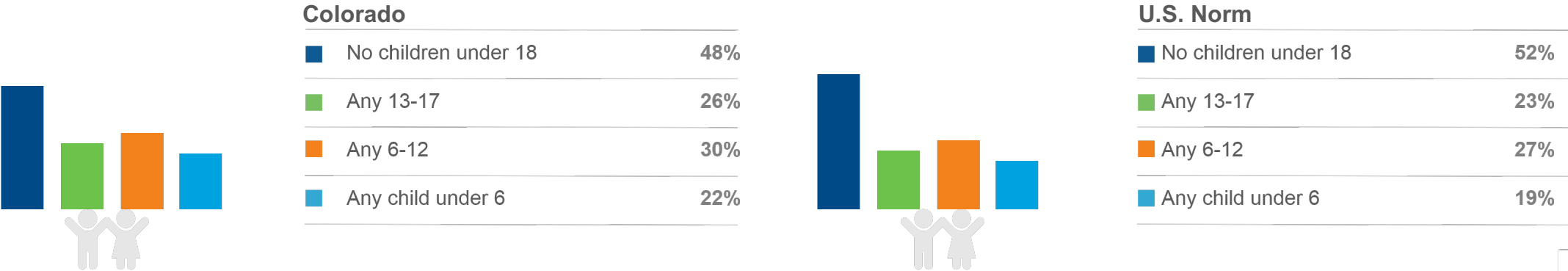
## Hispanic Background



## Household Size



## Children in Household







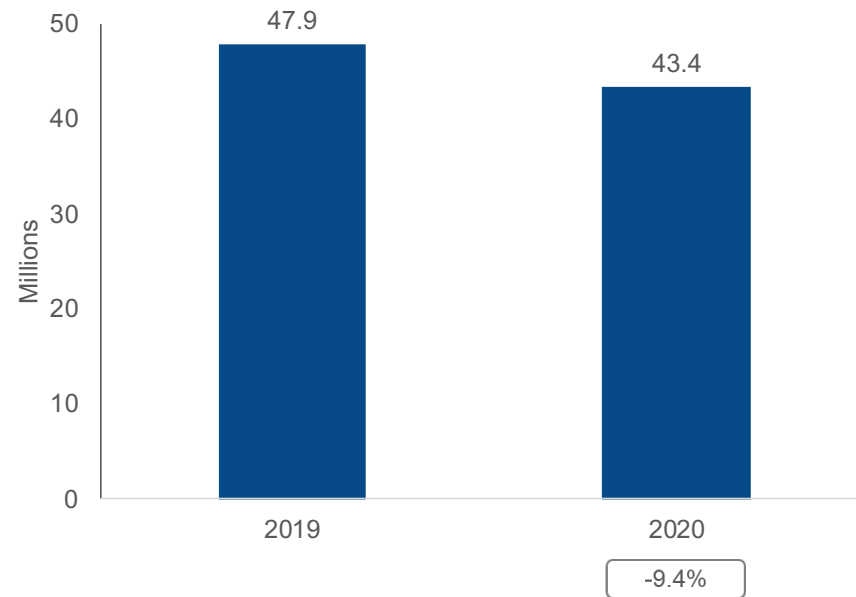
# Travel USA Visitor Profile

## Day Visitation



2020

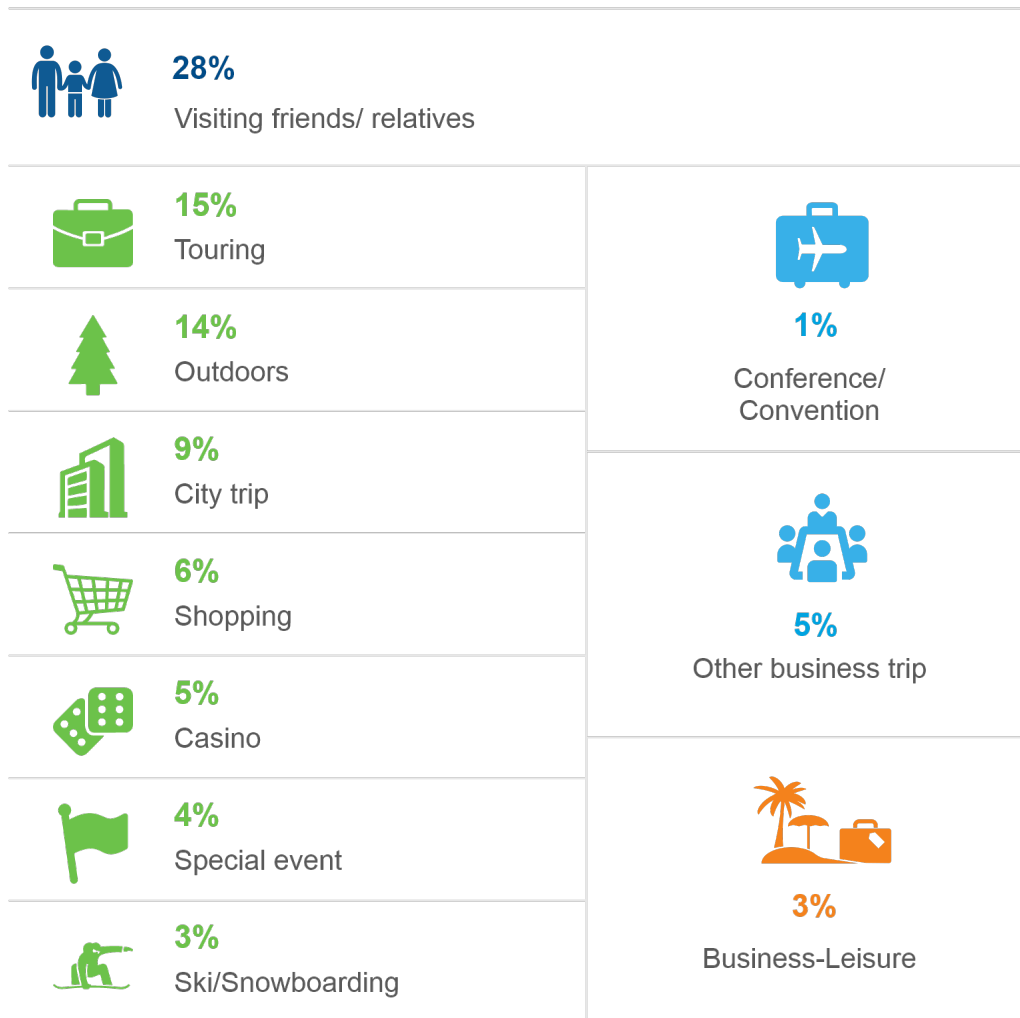
## Day Trips to Colorado



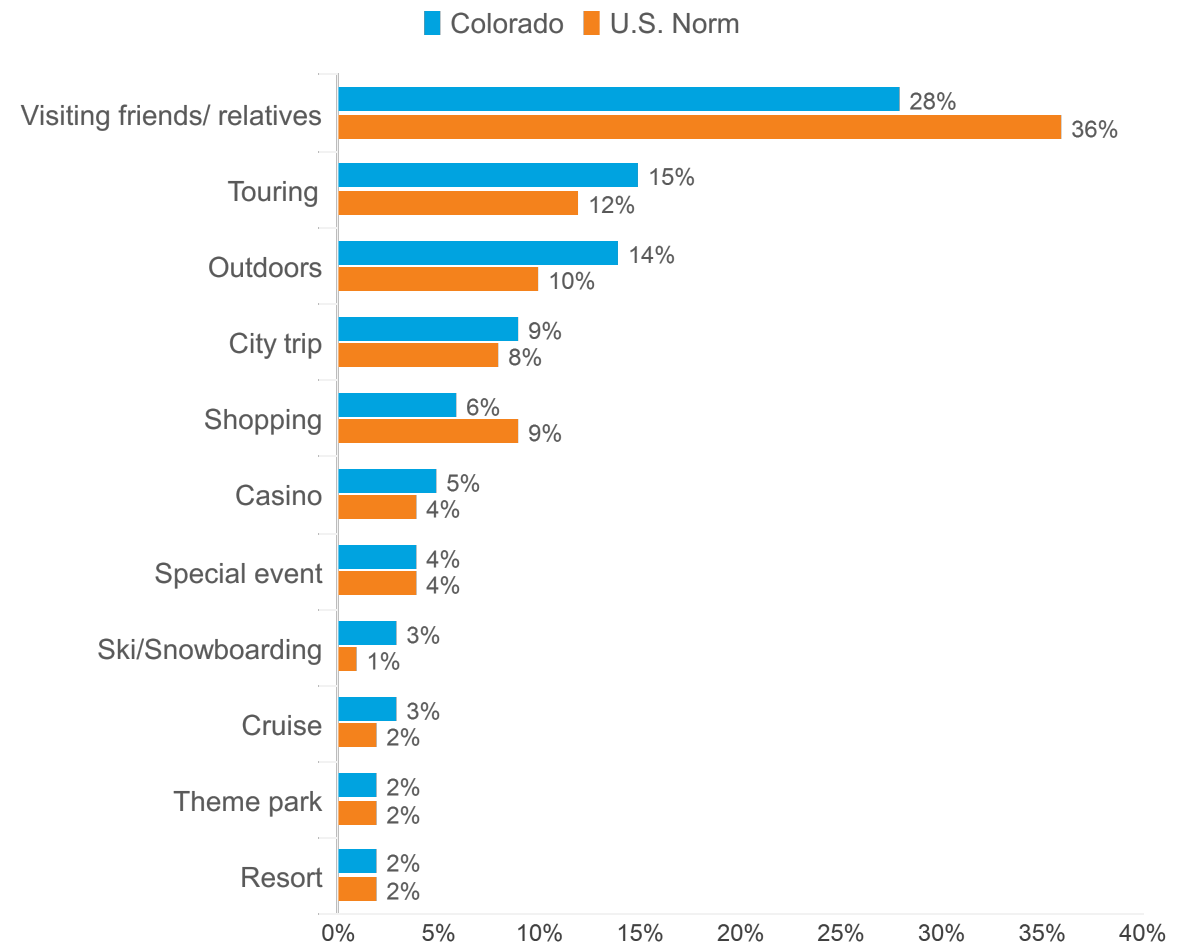
# Colorado's Day Trip Characteristics

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

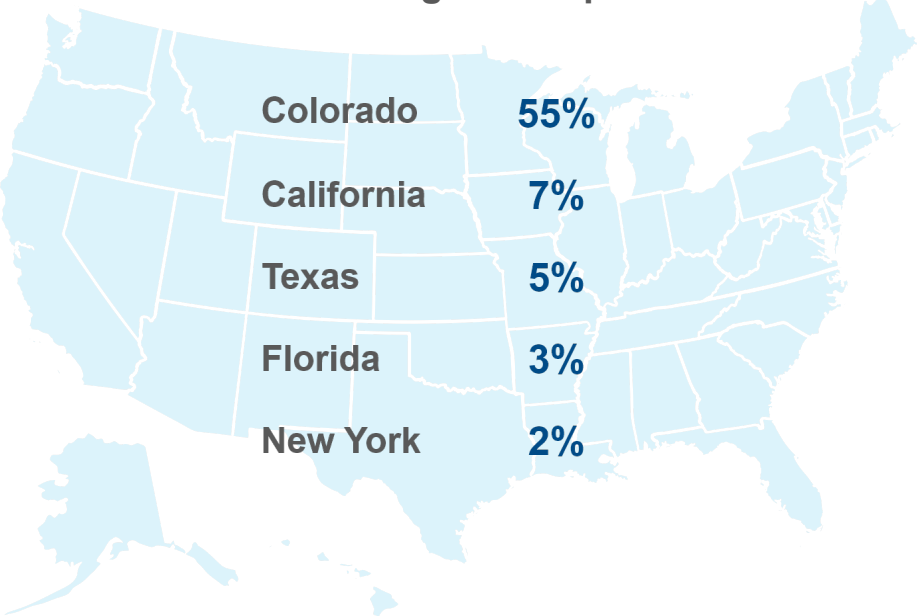


■ Visiting friends/relatives	28%
■ Marketable	63%
■ Business	6%
■ Business-leisure	3%

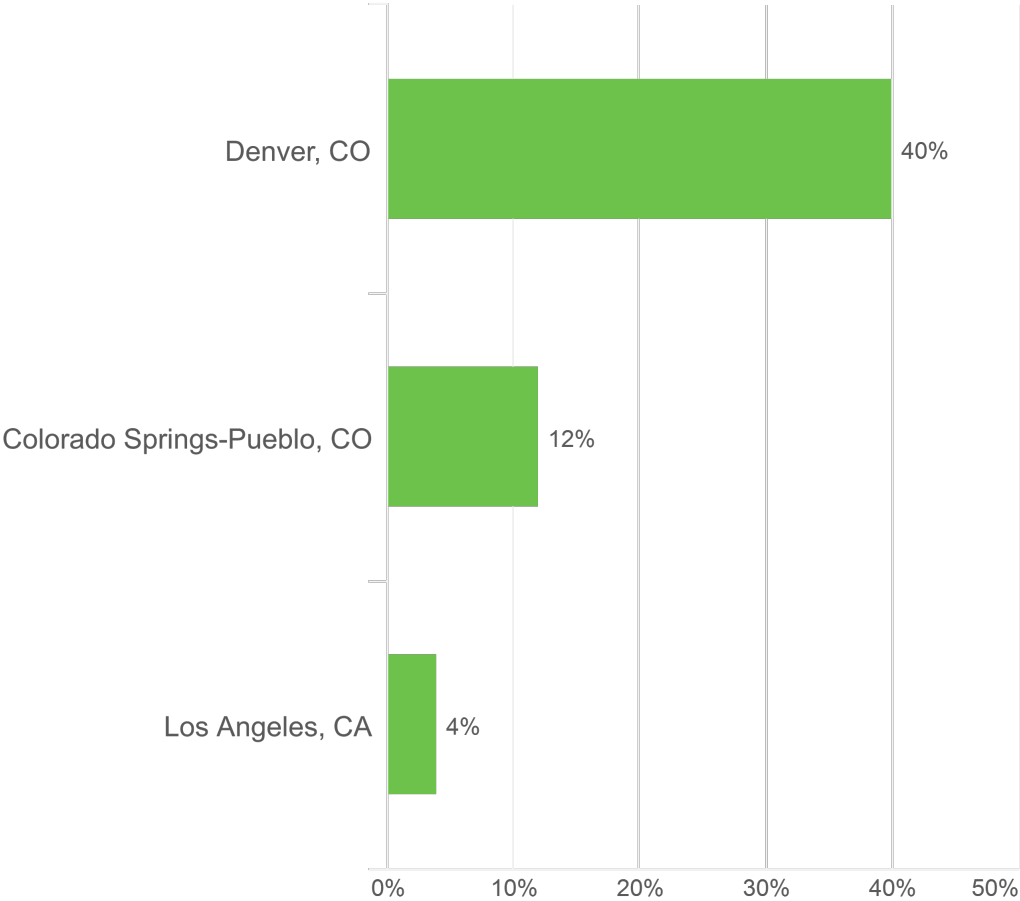
### Visitor Volumes By Segment

■ 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



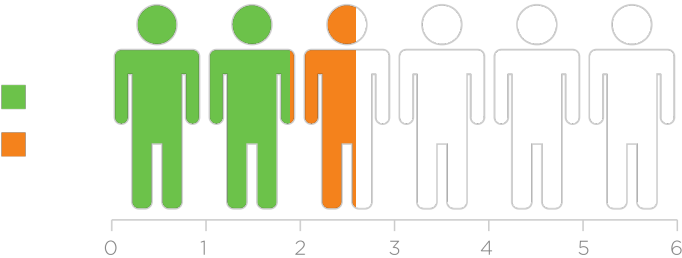
### Season of Trip Total Day Person-Trips



## Size of Travel Party

■ Adults ■ Children

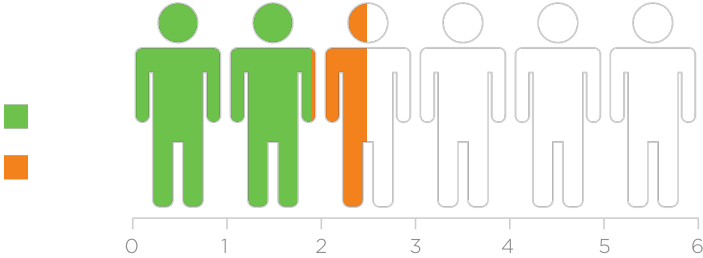
### Colorado



Total  
**2.7**

Average number of people

### U.S. Norm

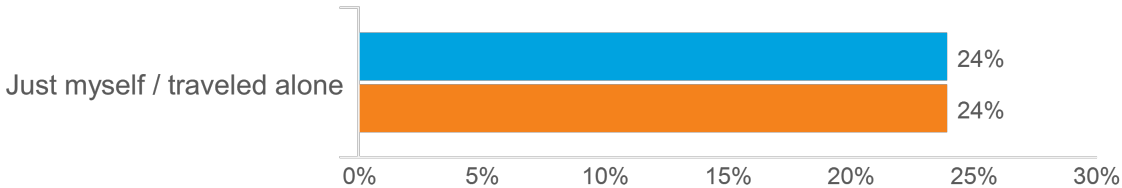


Total  
**2.6**

Average number of people

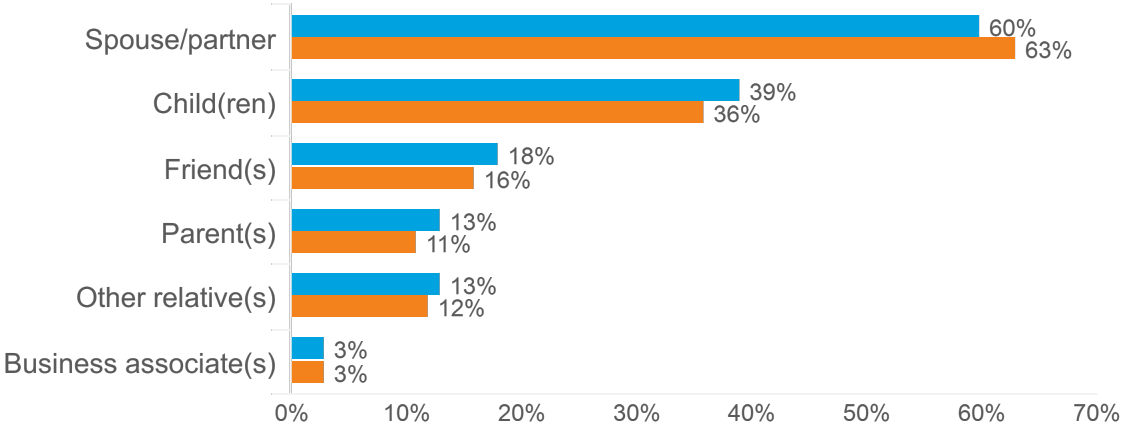
## Percent Who Traveled Alone

■ 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%

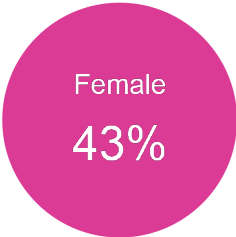
Base: 2020 Day Person-Trips that included Shopping

## Dining Types on Trip

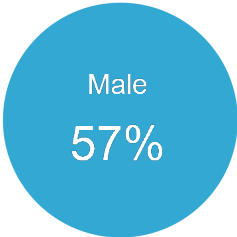
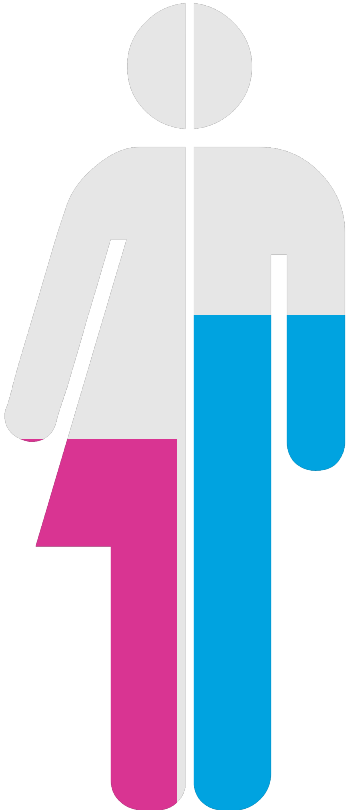
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 Unique/local food	33%	34%
 Street food/food trucks	19%	15%
 Picnicking	17%	14%
 Food delivery service (UberEATS, DoorDash, etc.)	14%	12%
 Fine/upscale dining	12%	12%
 Gastropubs	8%	5%



## 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

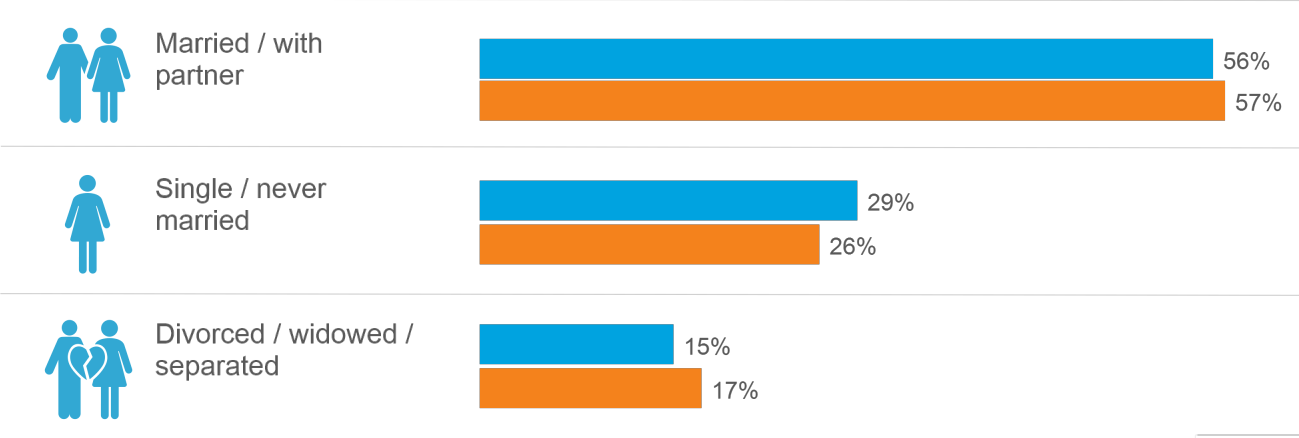
### U.S. Norm



Average Age  
45.8

## Marital Status

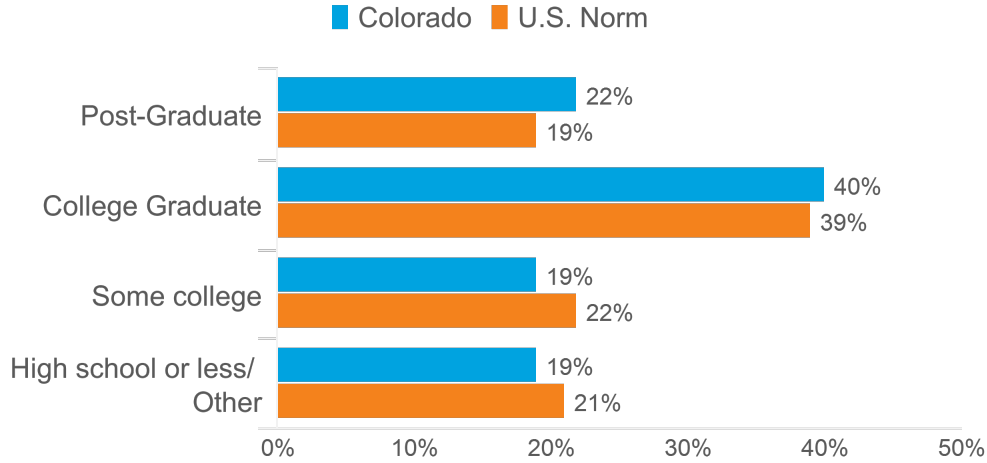
Colorado U.S. Norm



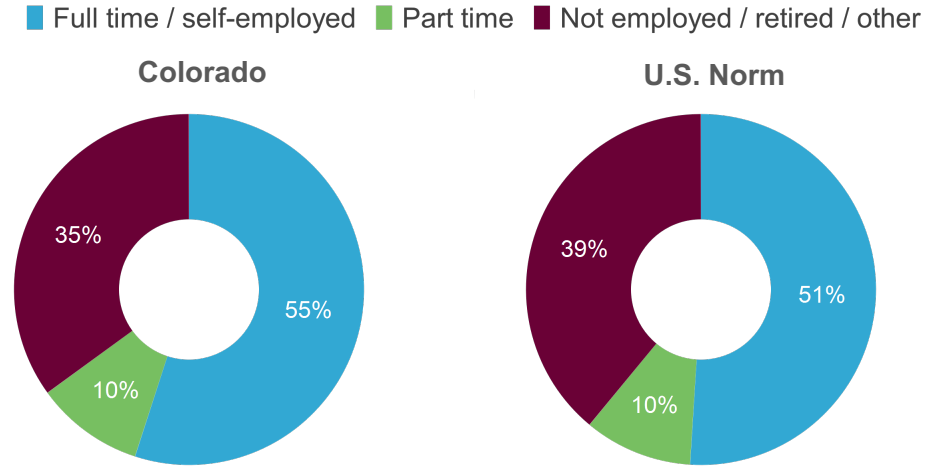
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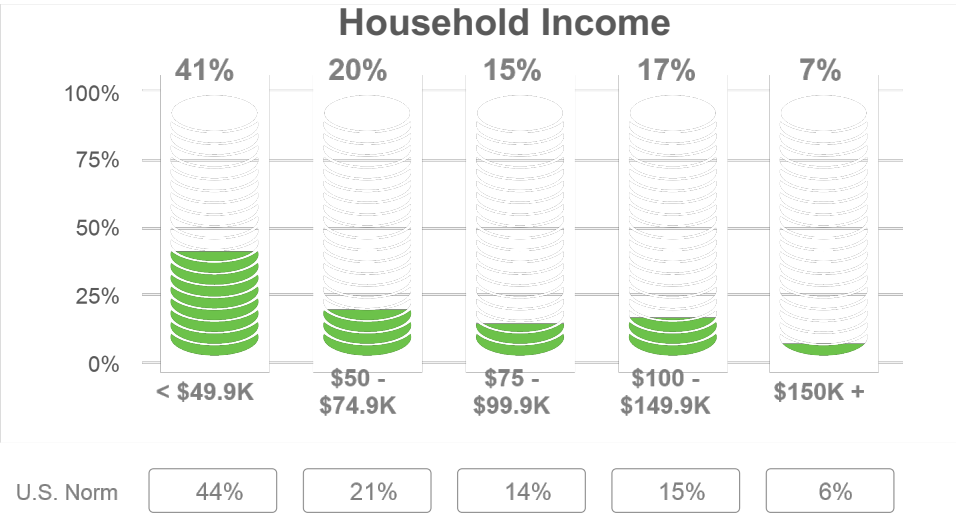
## Education



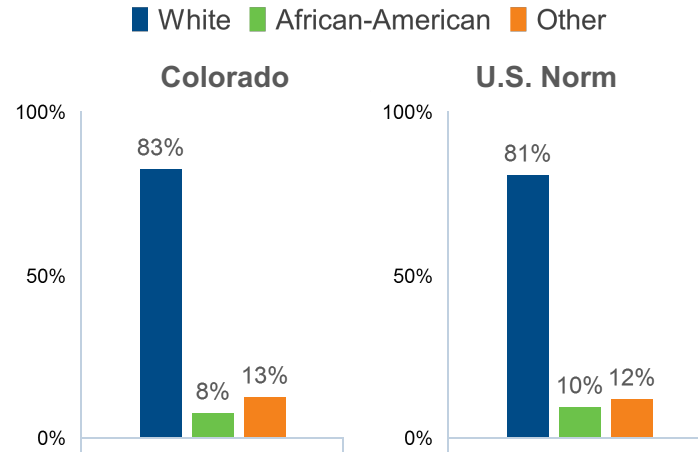
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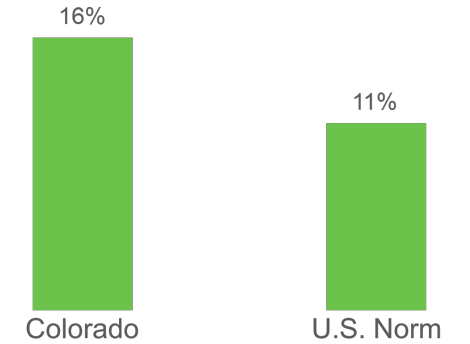
## Household Income



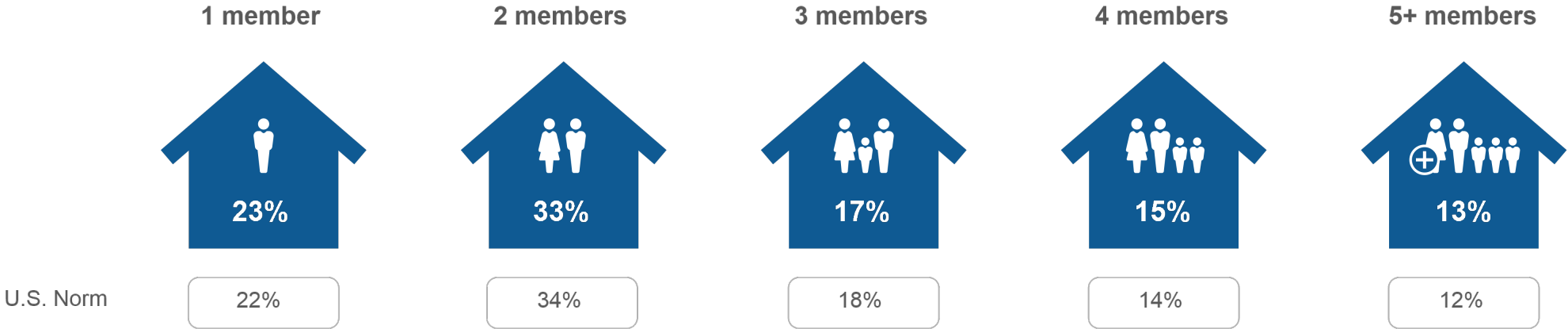
## Race



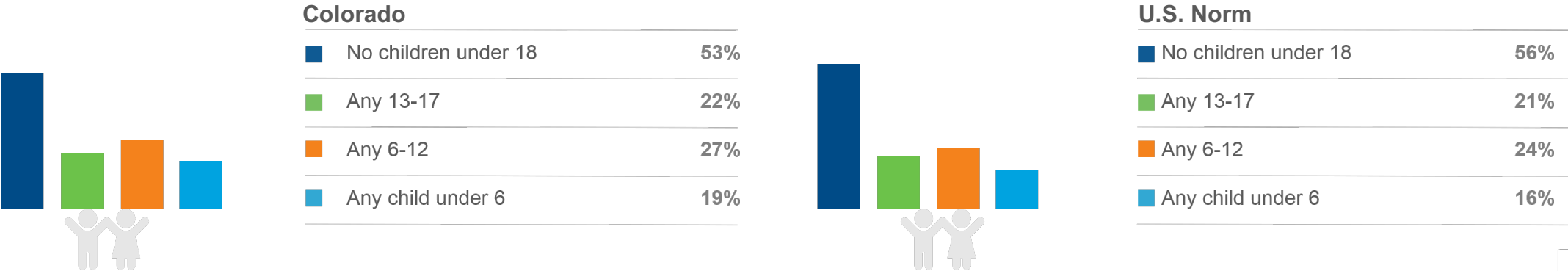
## Hispanic Background



## 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.

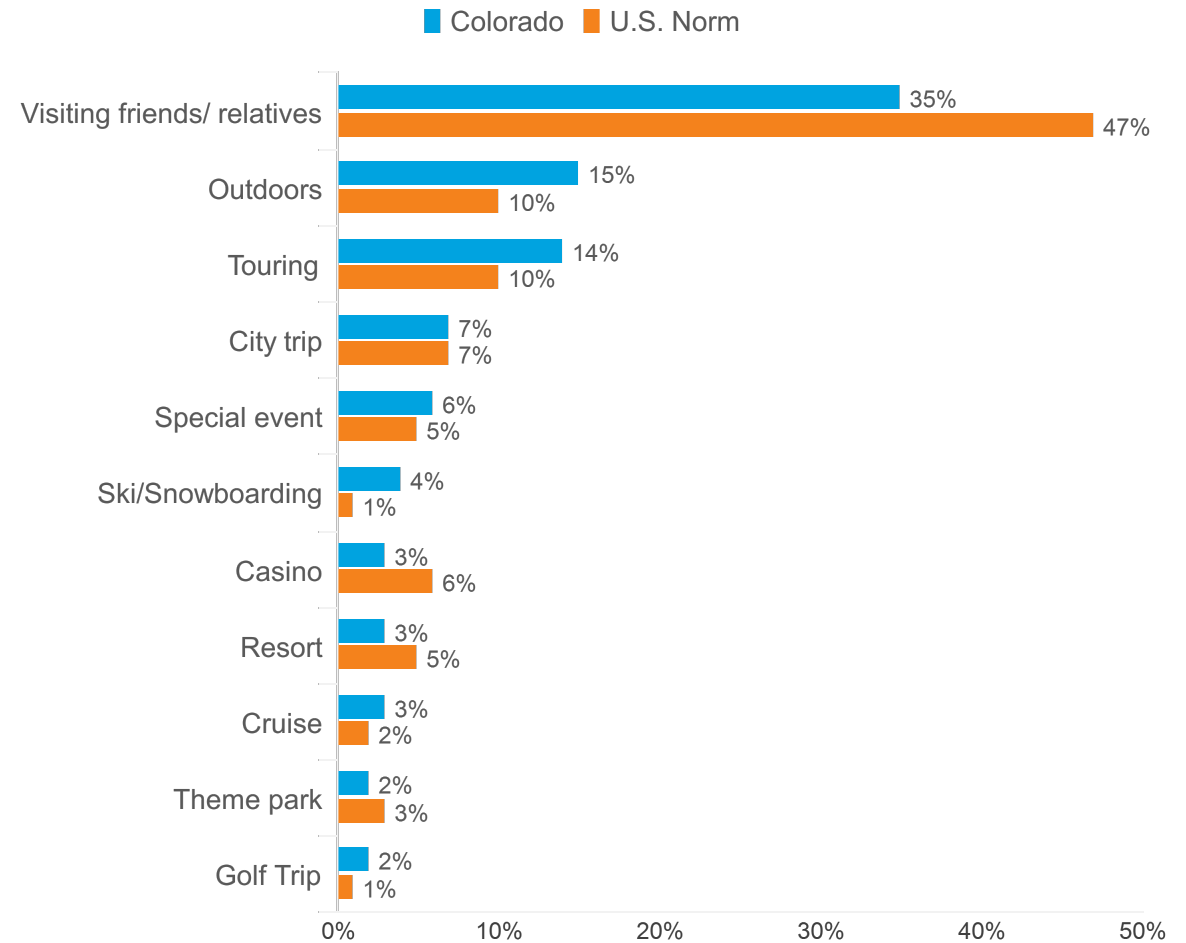
# Colorado's Overnight Trip Characteristics

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

## Main Purpose of Trip

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

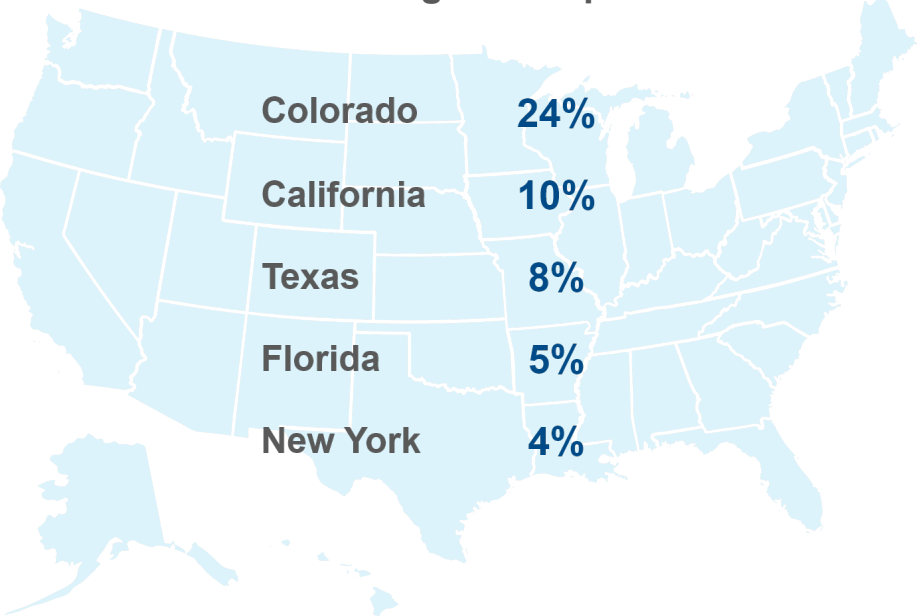
## Main Purpose of Leisure Trip



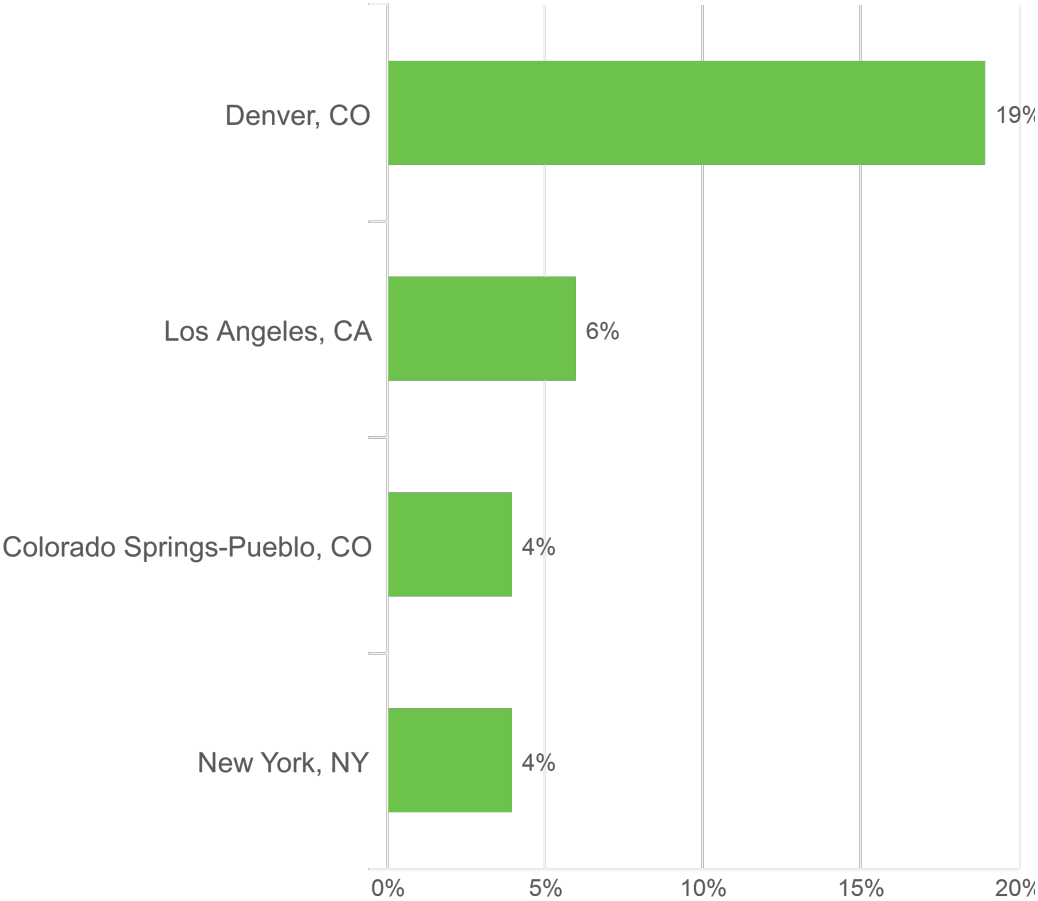
# Colorado's Overnight Trip Characteristics

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

## State Origin Of Trip



## DMA Origin Of Trip

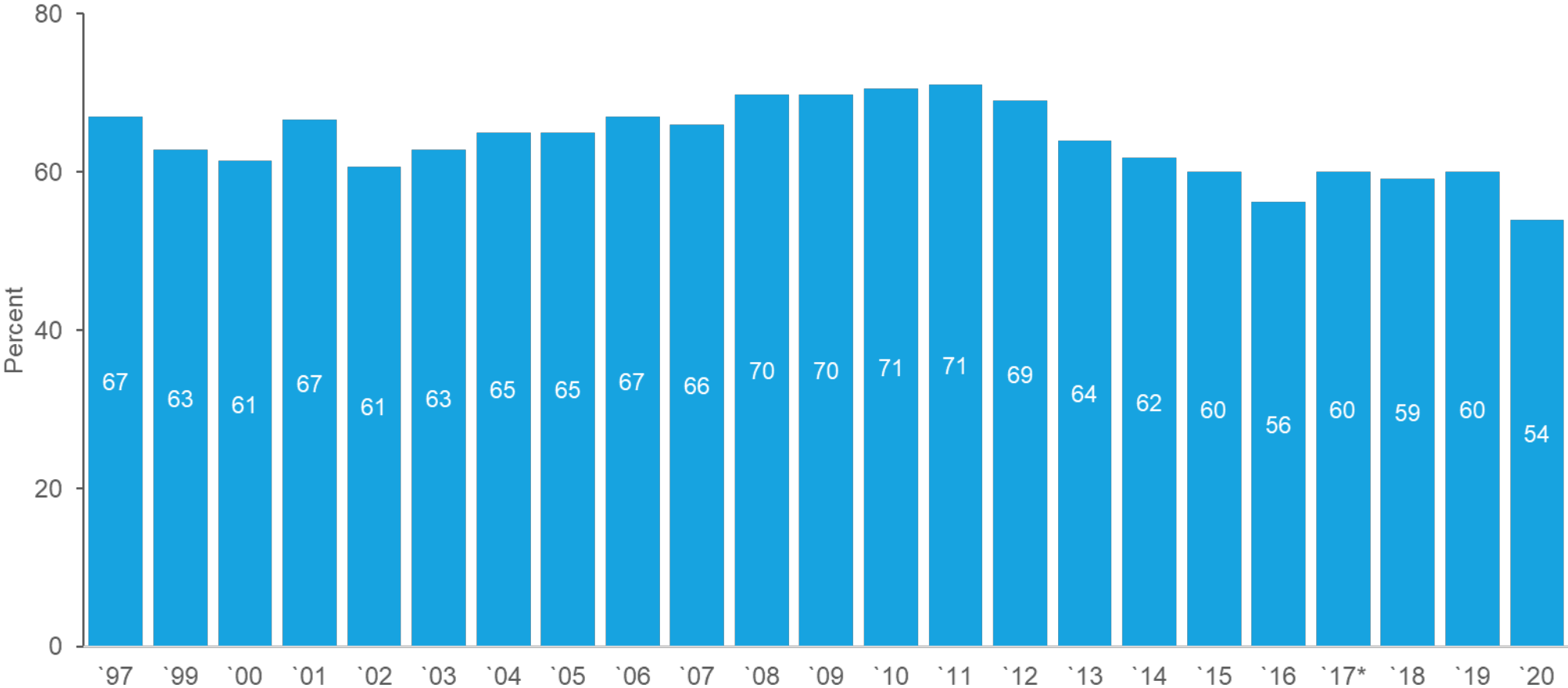


## Past Visitation to Colorado

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

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

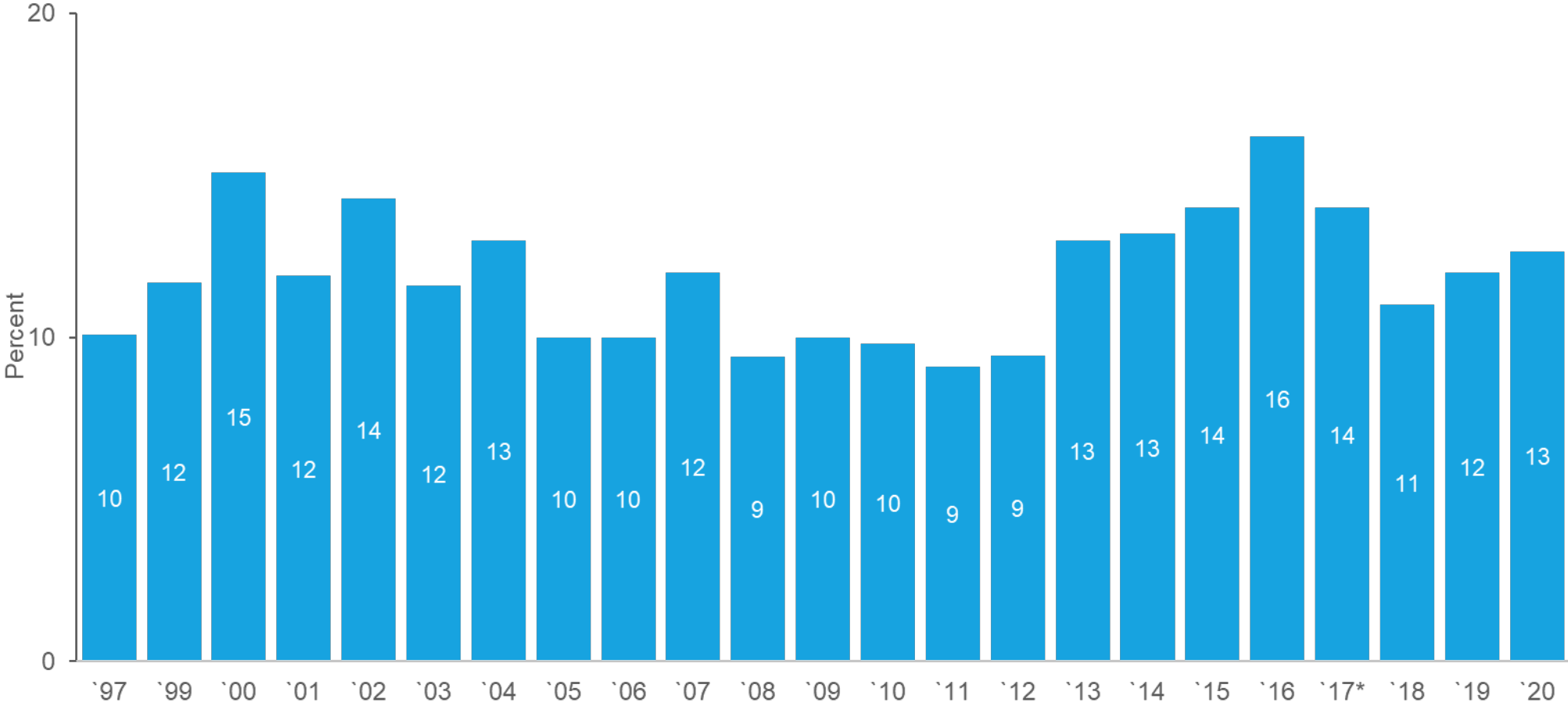
### Regional Sources of Business - West\*\*



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

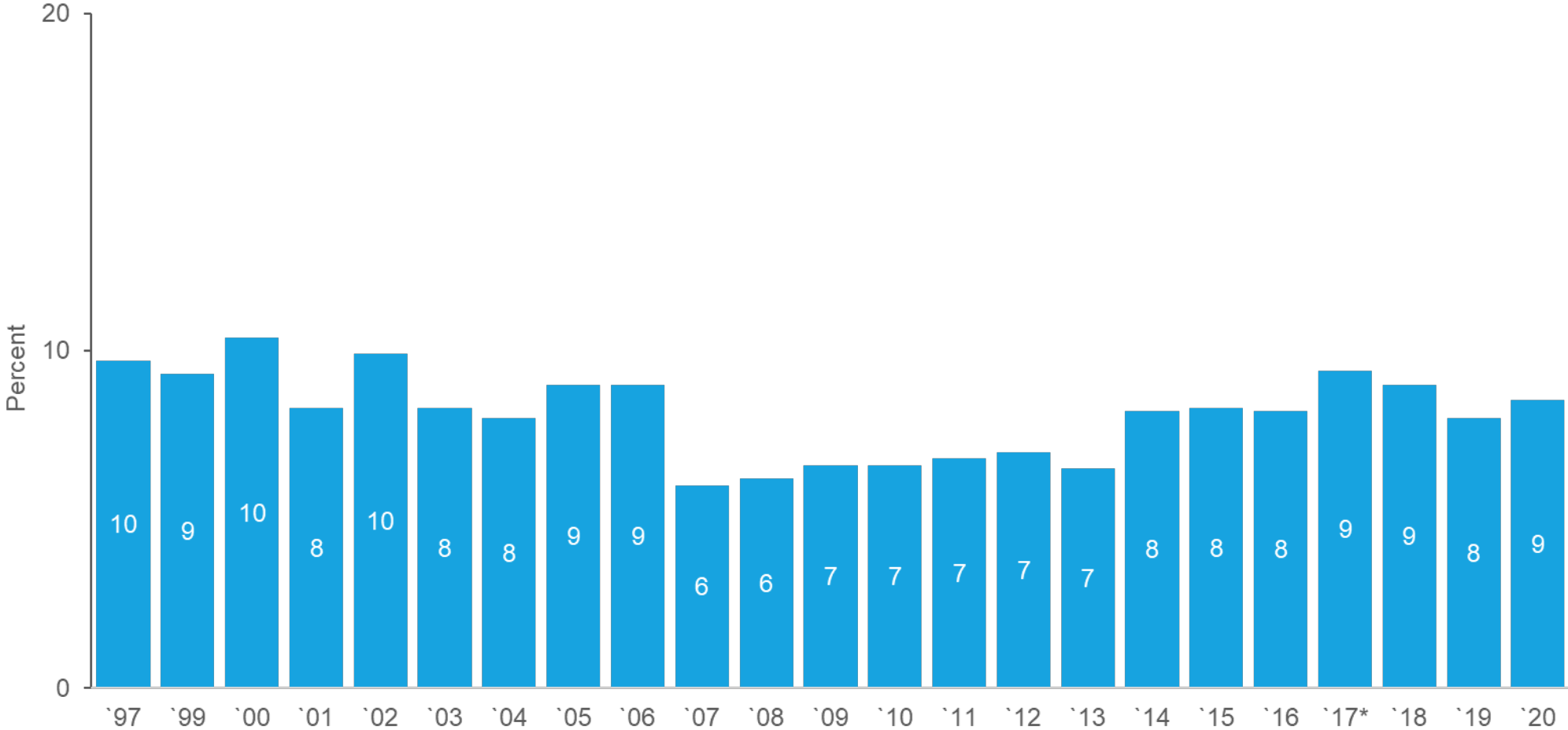


## Regional Sources of Business - Pacific



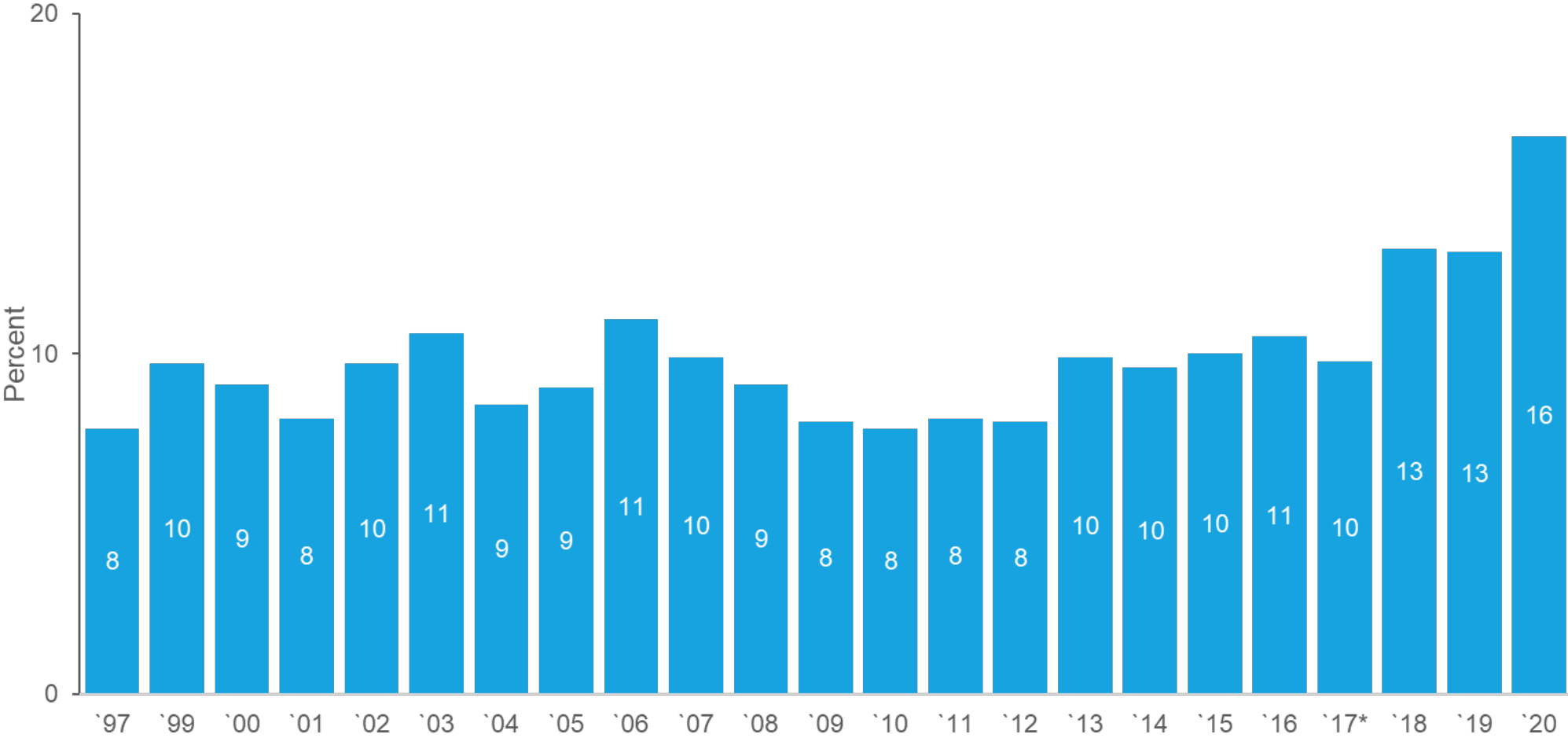
\*Restated

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



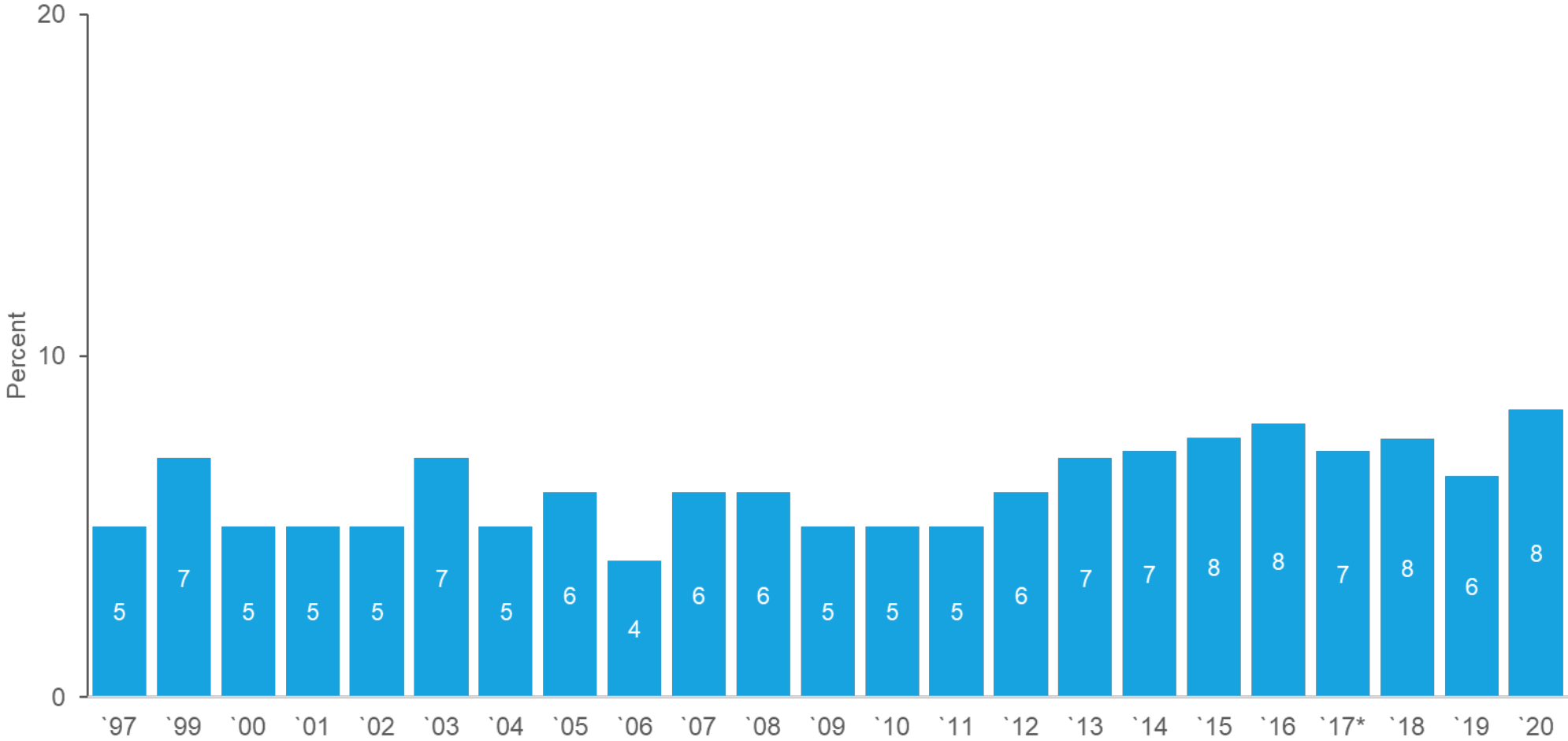
\*Restated  
\*\*East North Central census division

### Regional Sources of Business - South\*\*



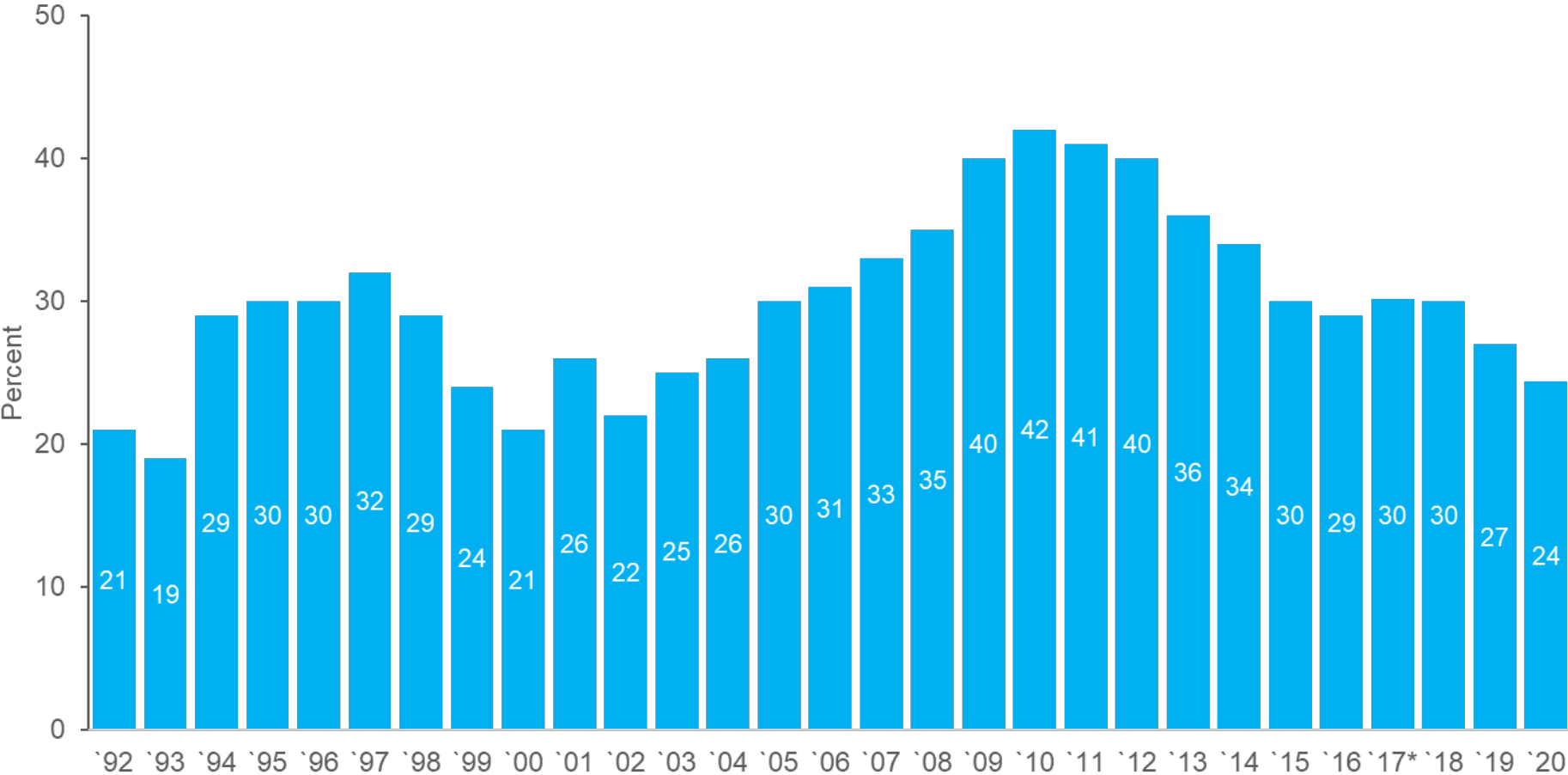
\*Restated  
\*\*South Atlantic and East South Central census divisions

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



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

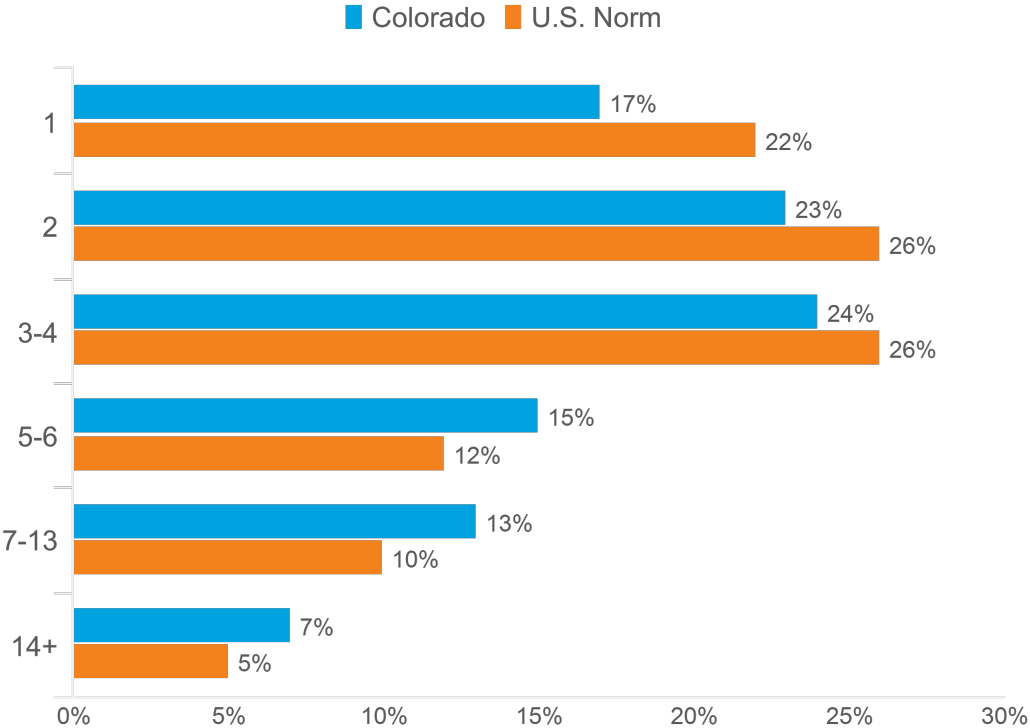
### Percent of Overnight Leisure Trips Originating in Colorado



# Colorado's Overnight Trip Characteristics

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

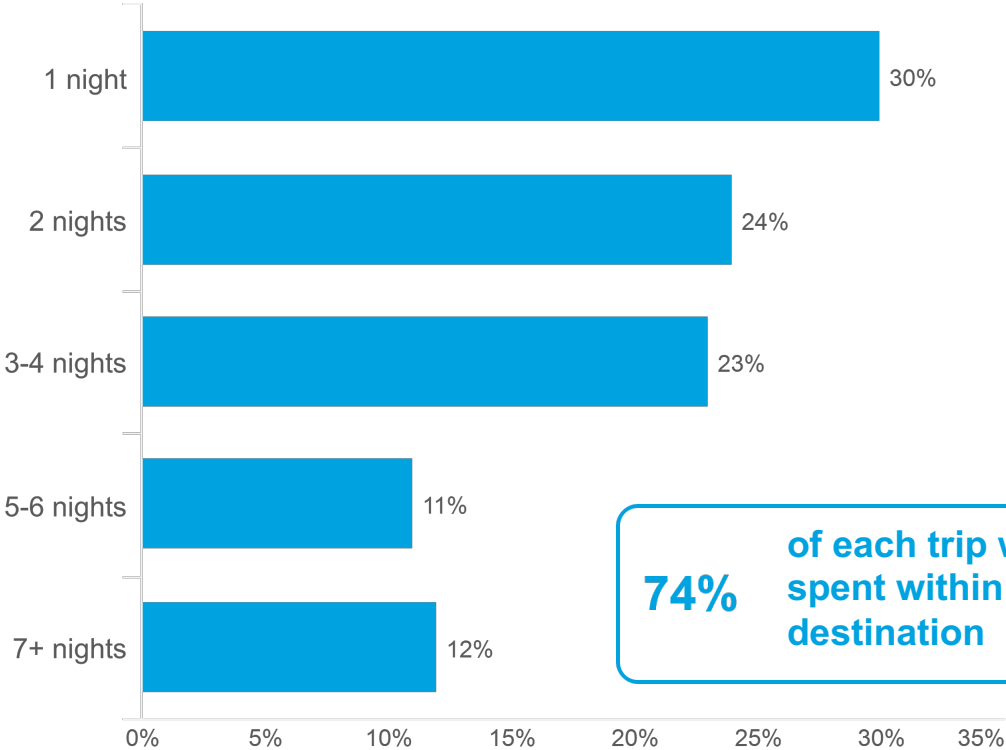
## Total Nights Away on Trip



Colorado  
**4.9**  
Average Nights

U.S. Norm  
**4.1**  
Average Nights

## Nights Spent in Colorado

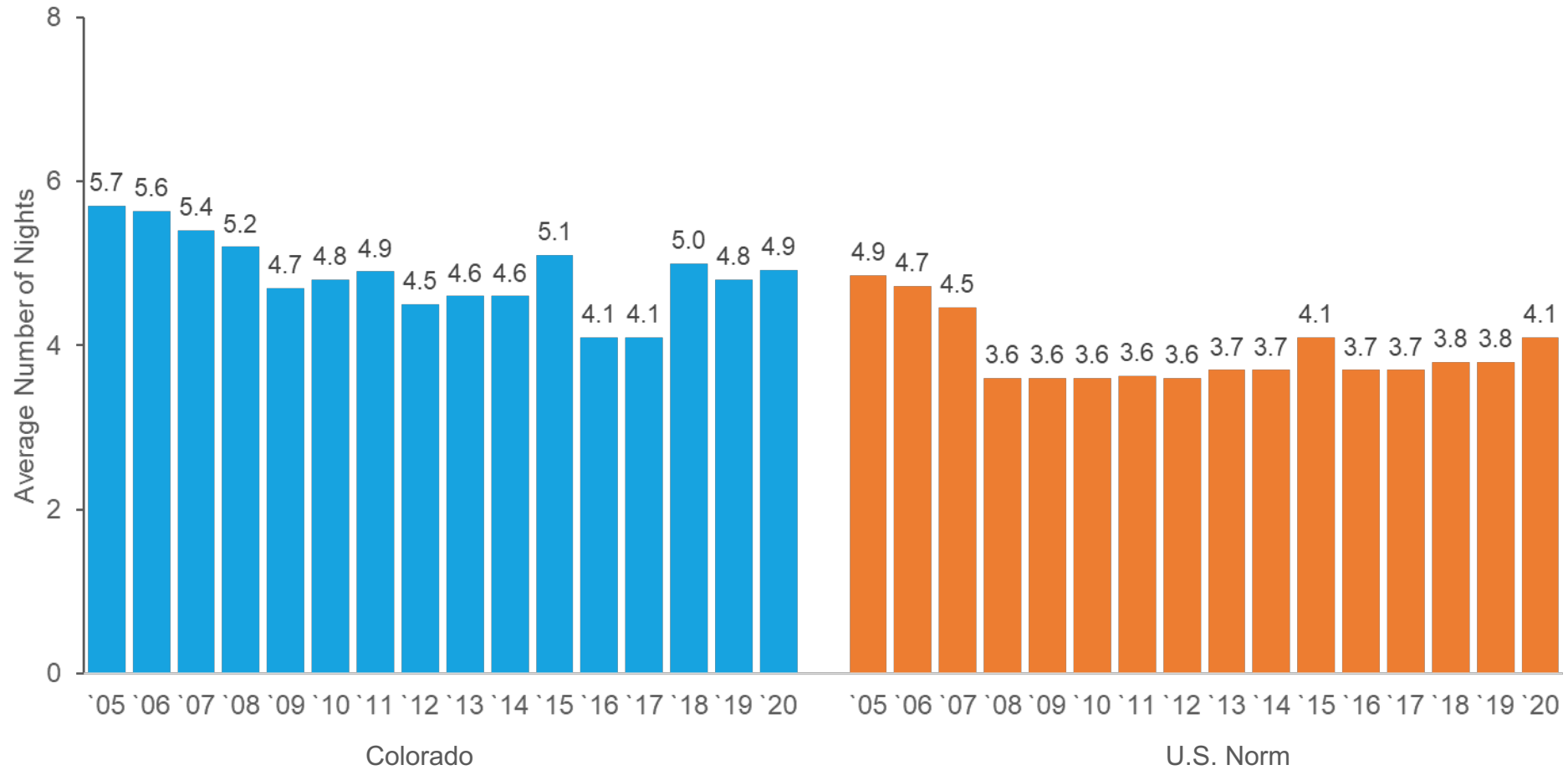


**74%** of each trip was spent within the destination

Average number of nights  
**3.6**

Average last year  
**3.7**

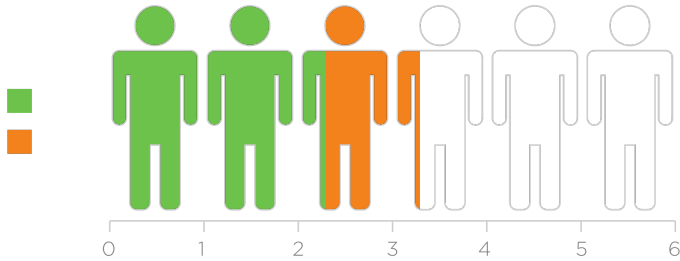
## Length of Trip



## Size of Travel Party

■ Adults ■ Children

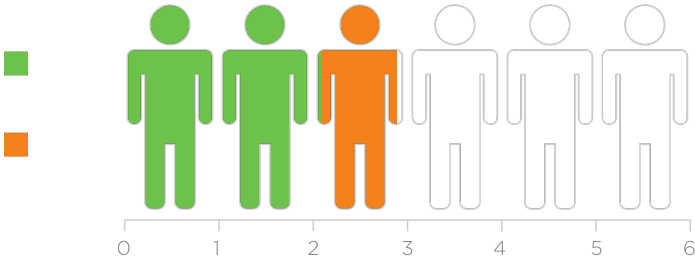
### Colorado



Total  
**3.3**

Average number of people

### U.S. Norm

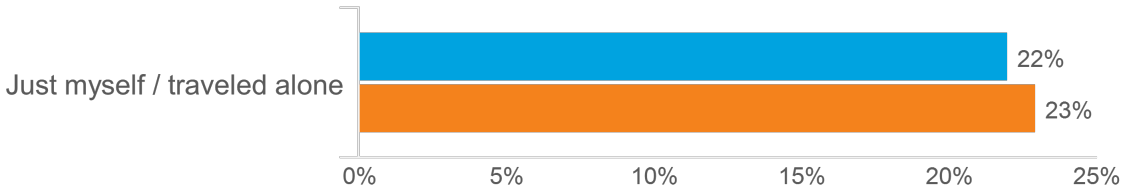


Total  
**3.0**

Average number of people

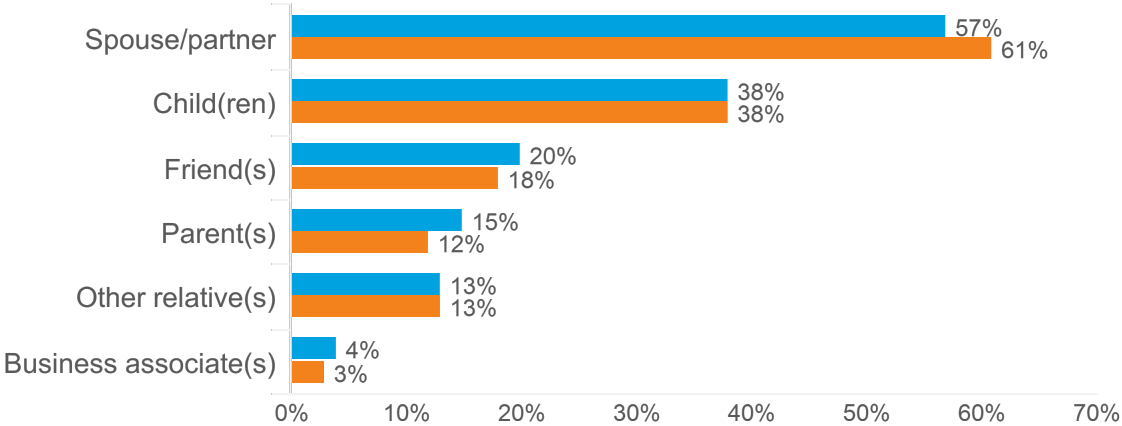
## Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



## Composition of Immediate Travel Party

■ Colorado ■ U.S. Norm

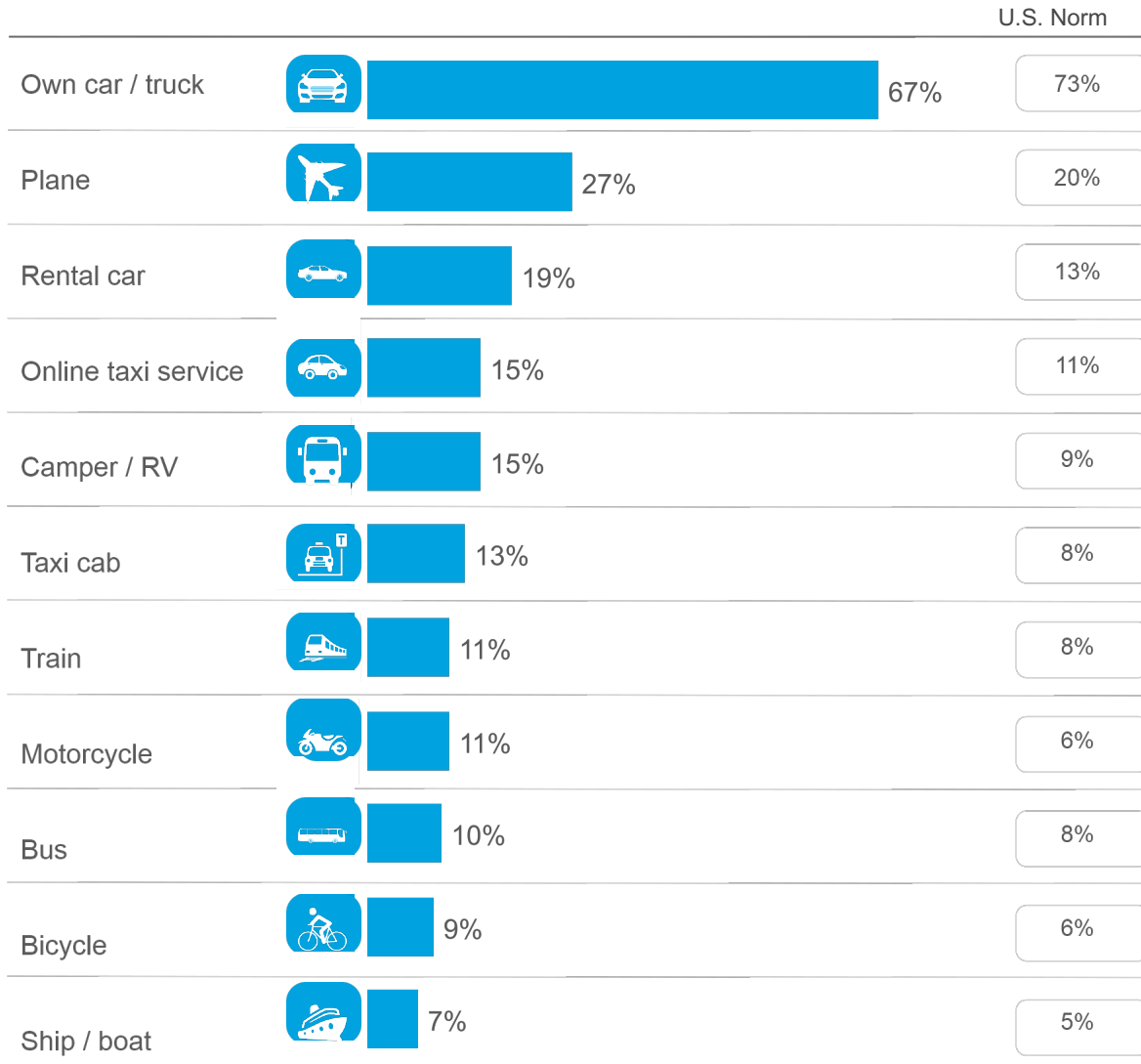




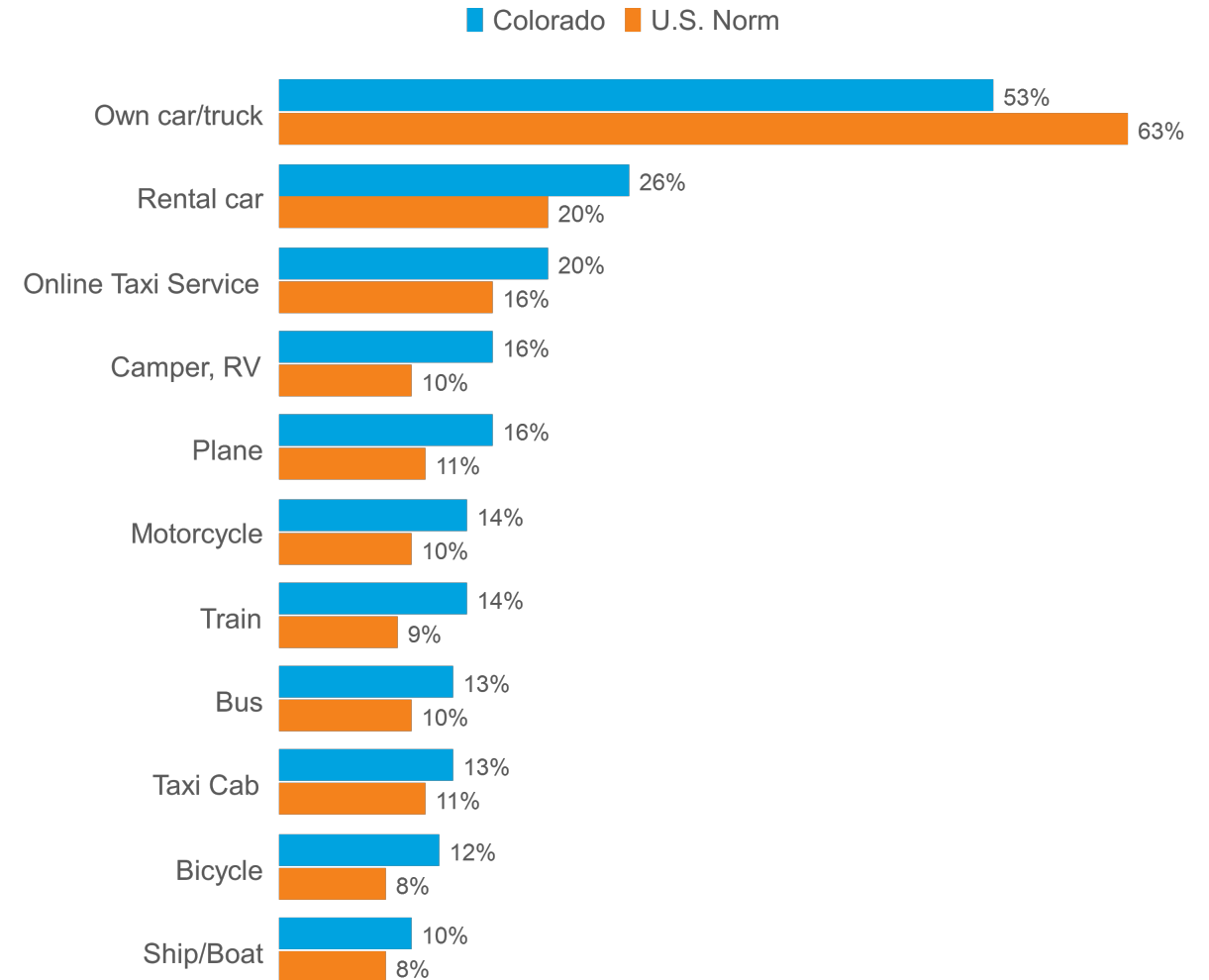
# Colorado's Overnight Trip Characteristics

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

## Transportation Used to get to Destination

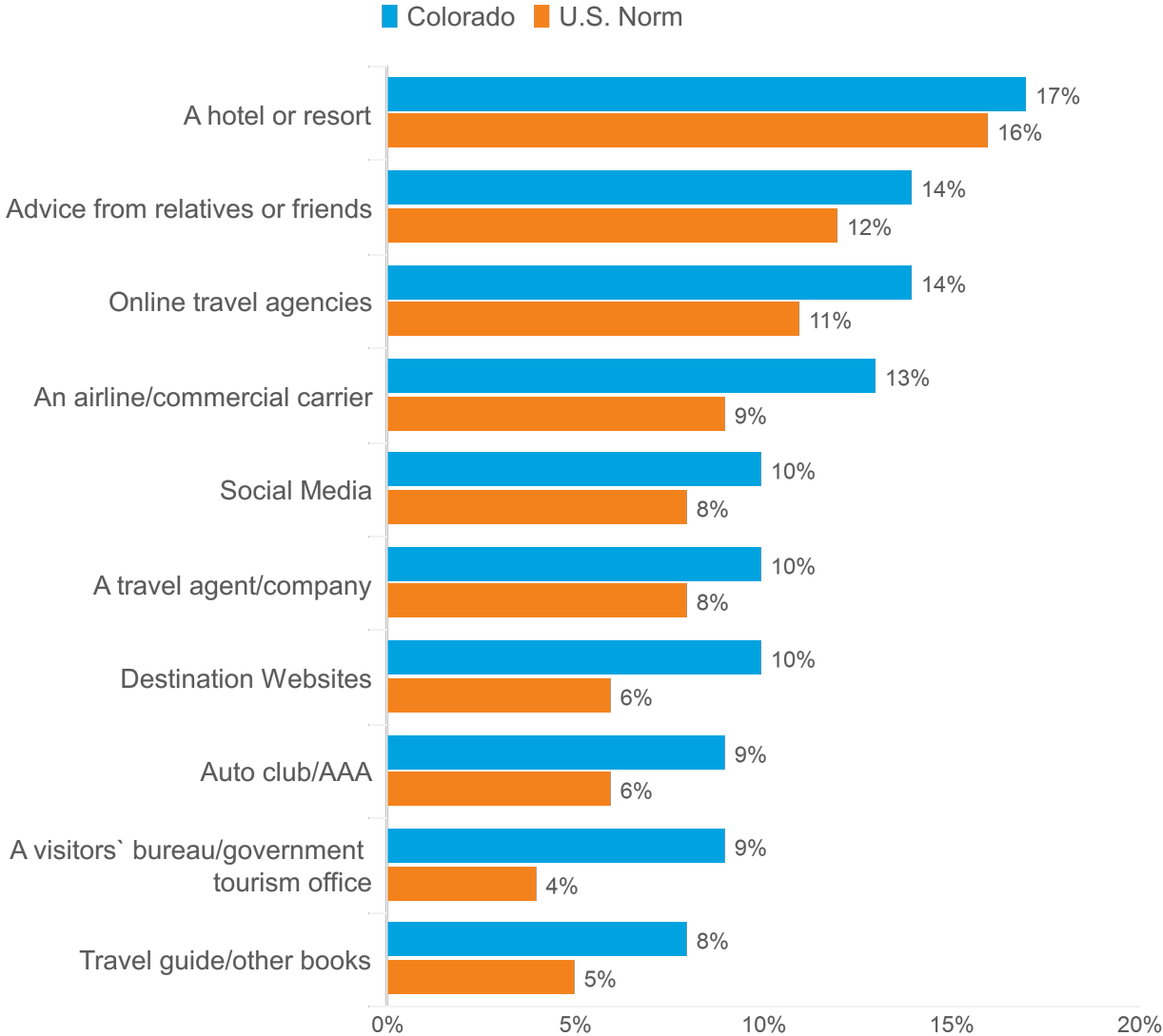


## Transportation Used within Destination



Question updated in 2020

## Trip Planning Information Sources



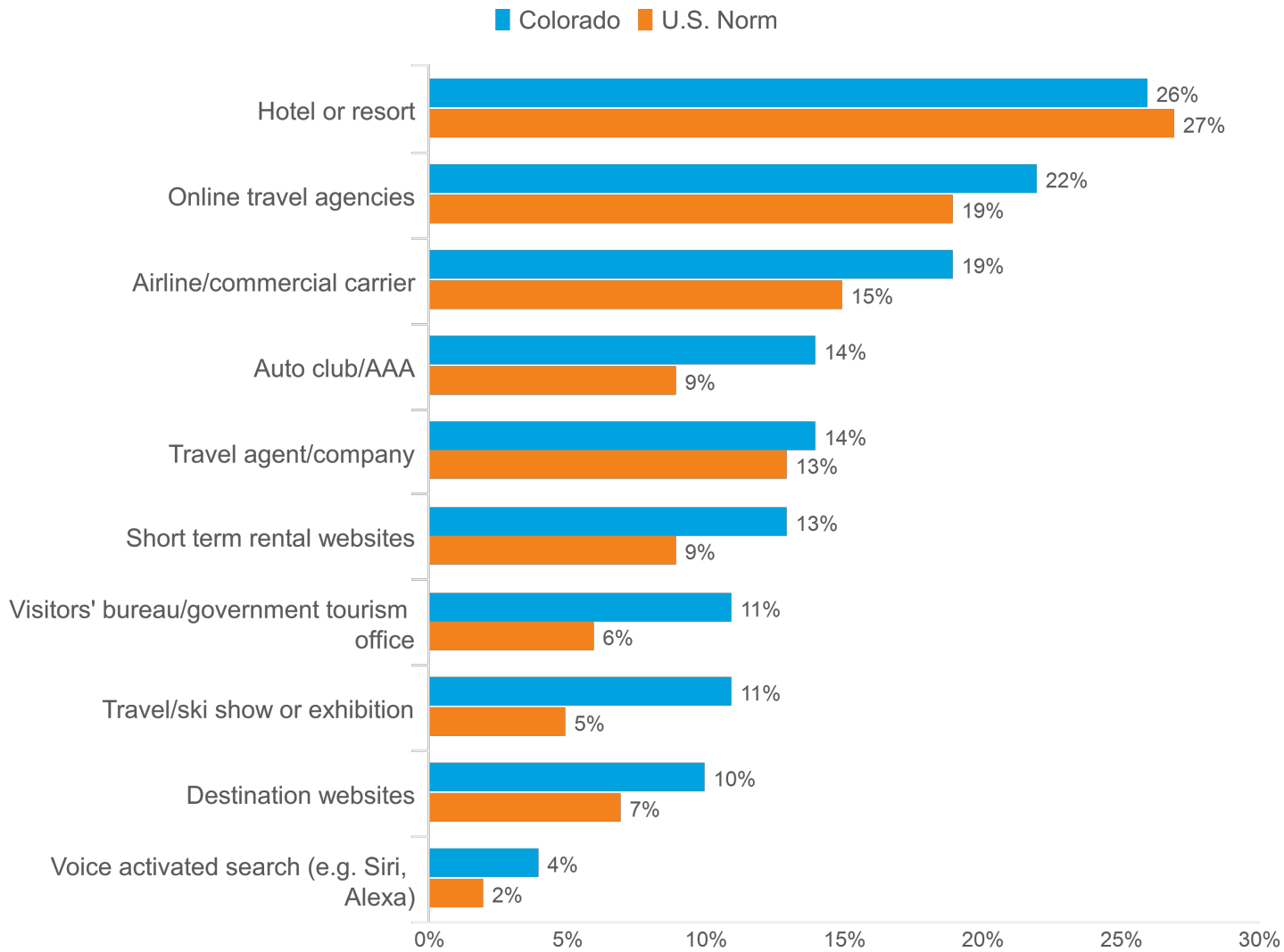
## Length of Trip Planning

	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



## 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

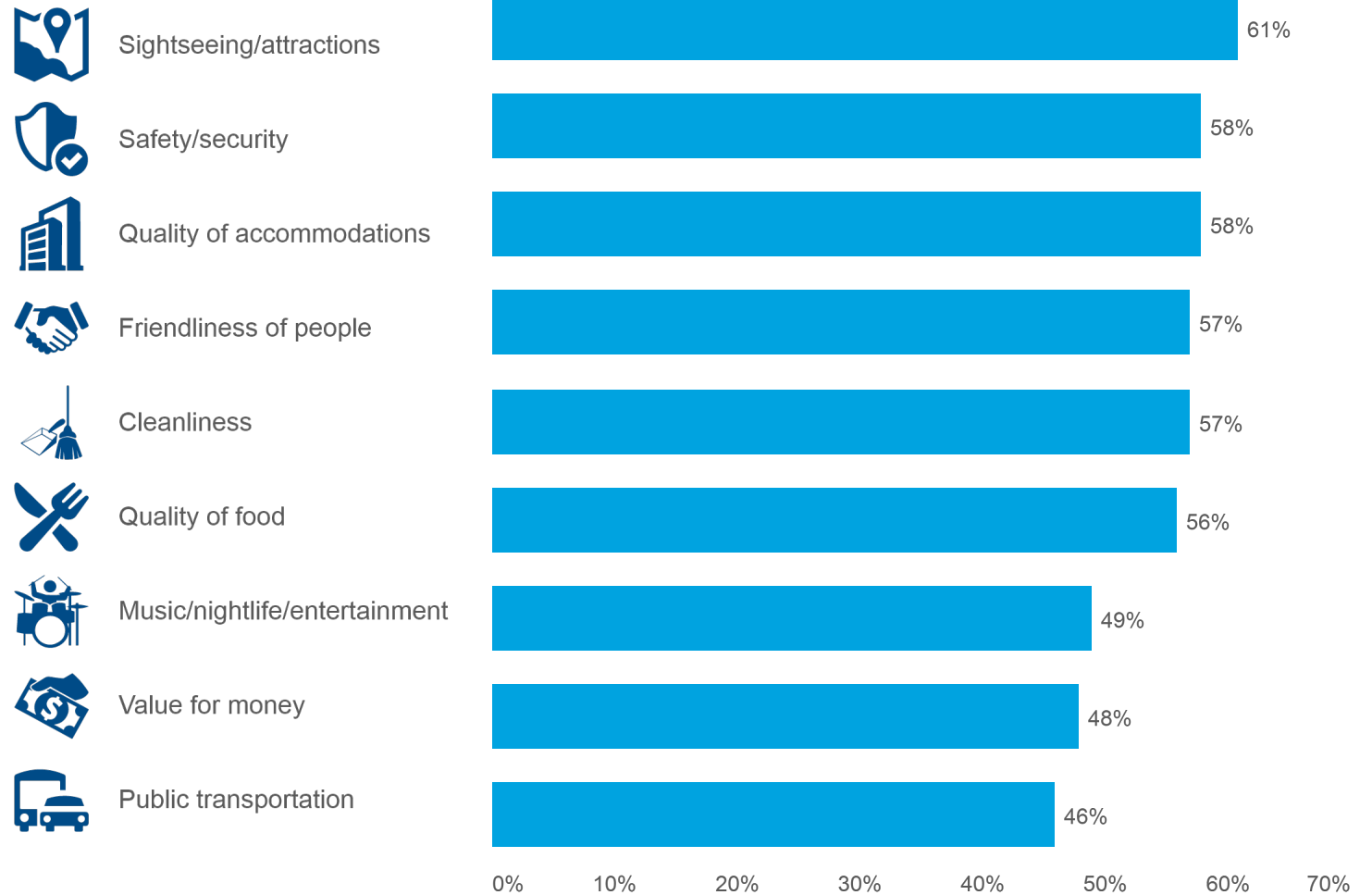
	Colorado	U.S. Norm
 Convenience/grocery shopping	51%	43%
 Souvenir shopping	45%	37%
 Big box stores (Walmart, Costco)	42%	36%
 Outlet/mall shopping	41%	49%
 Boutique shopping	31%	26%
 Antiquing	18%	12%

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%

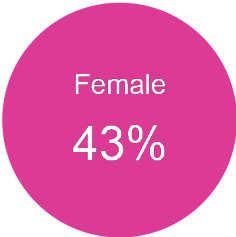
 **71%**  
of overnight travelers were  
very satisfied with their overall  
trip experience



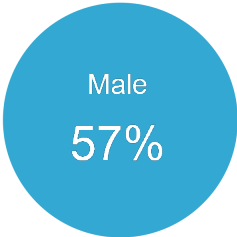
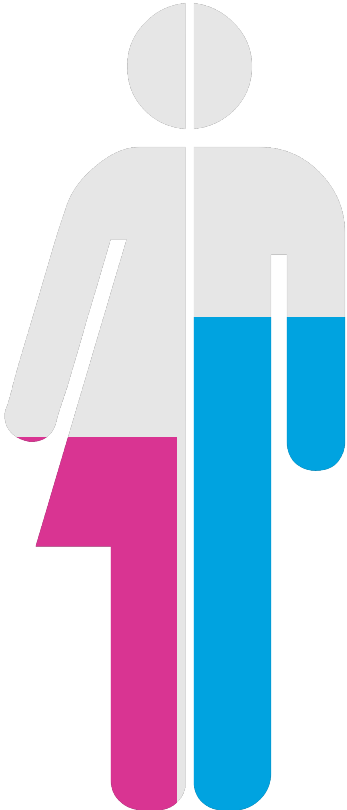
# Demographic Profile of Overnight Colorado Visitors

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

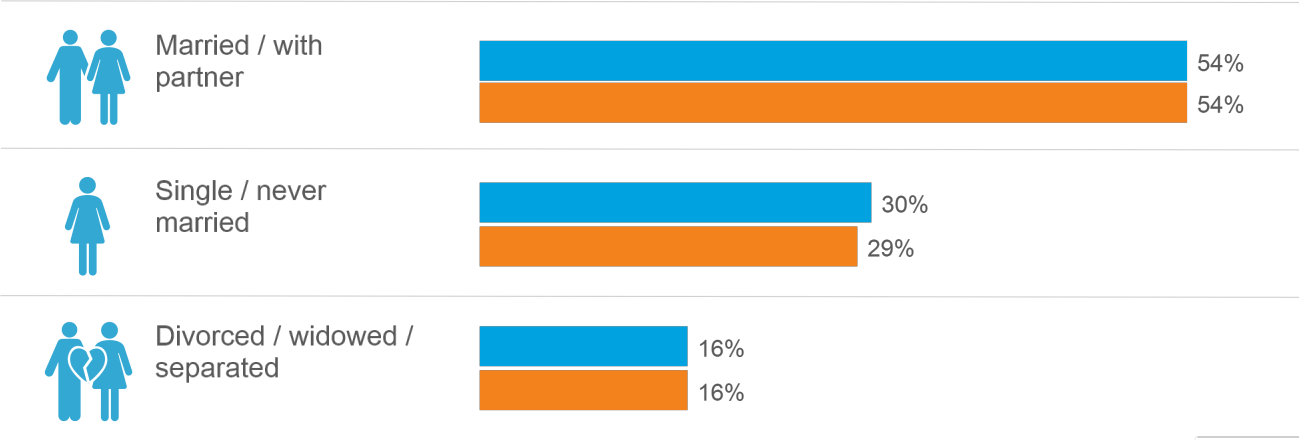
### U.S. Norm



Average Age  
43.0

## Marital Status

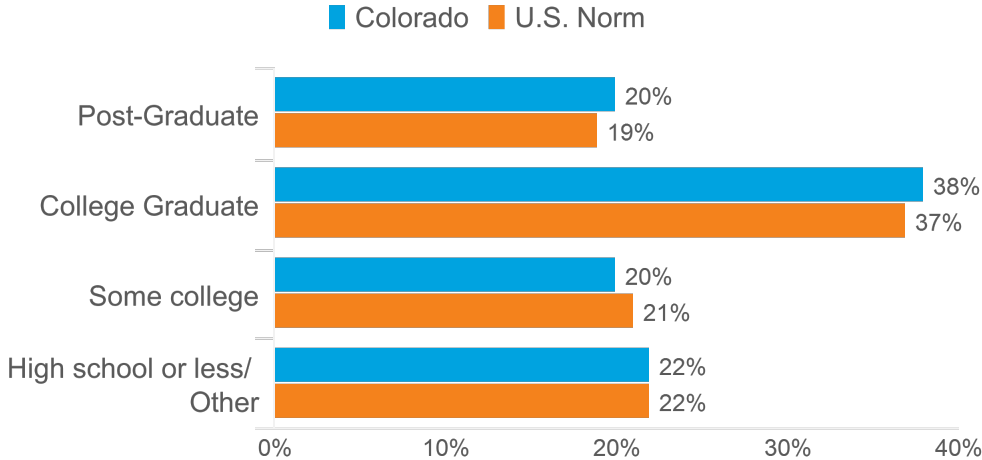
Colorado U.S. Norm



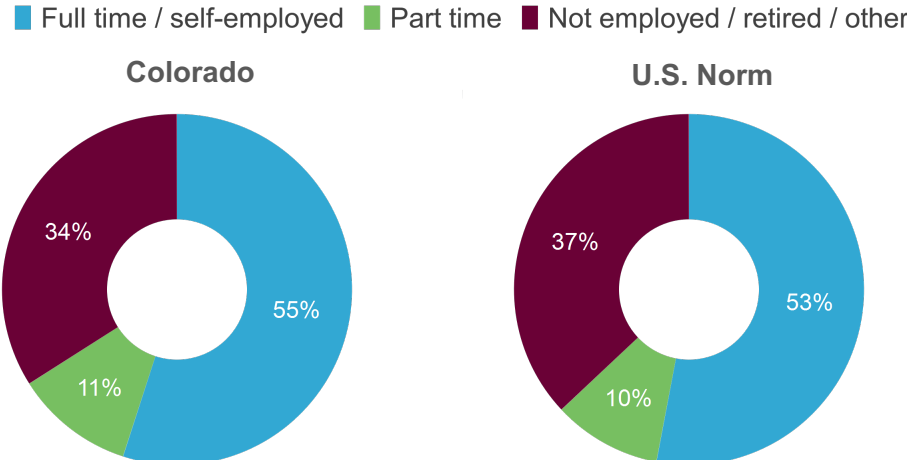
# Demographic Profile of Overnight Colorado Visitors

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

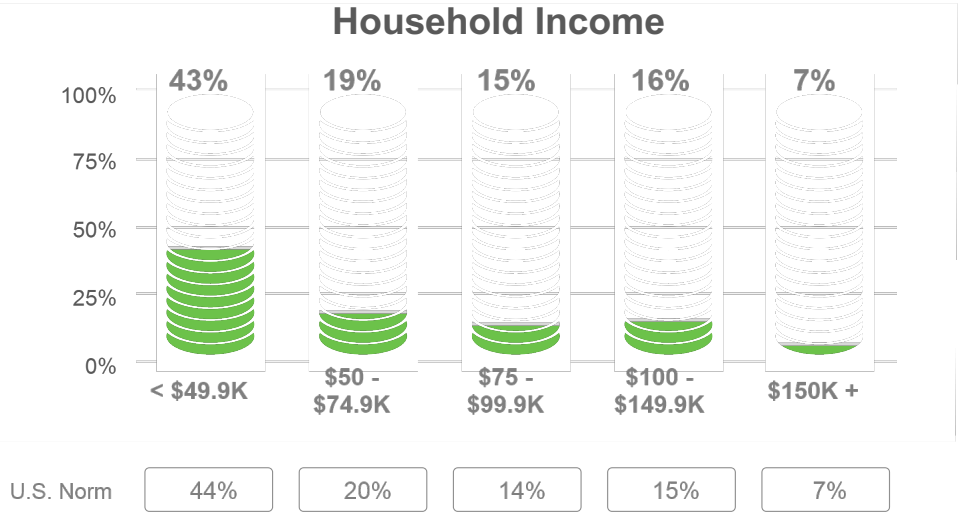
## Education



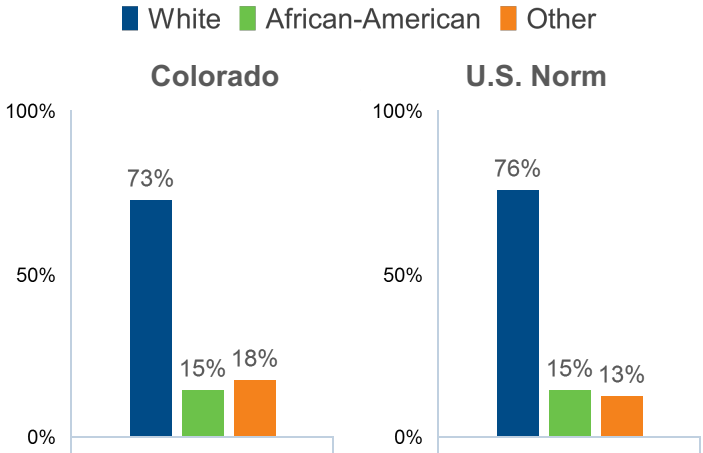
## Employment



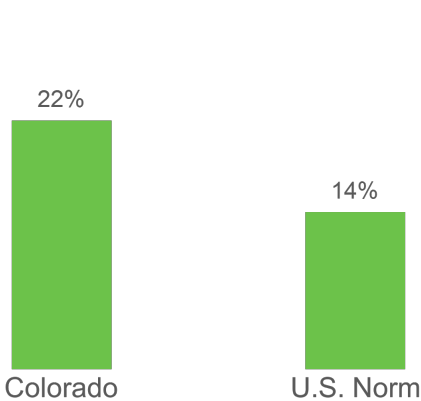
## Household Income



## Race

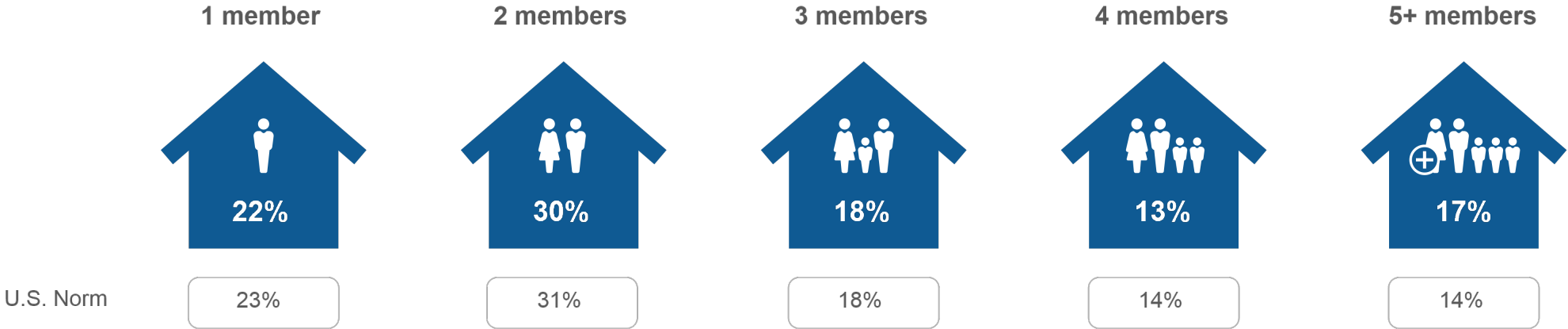


## Hispanic Background

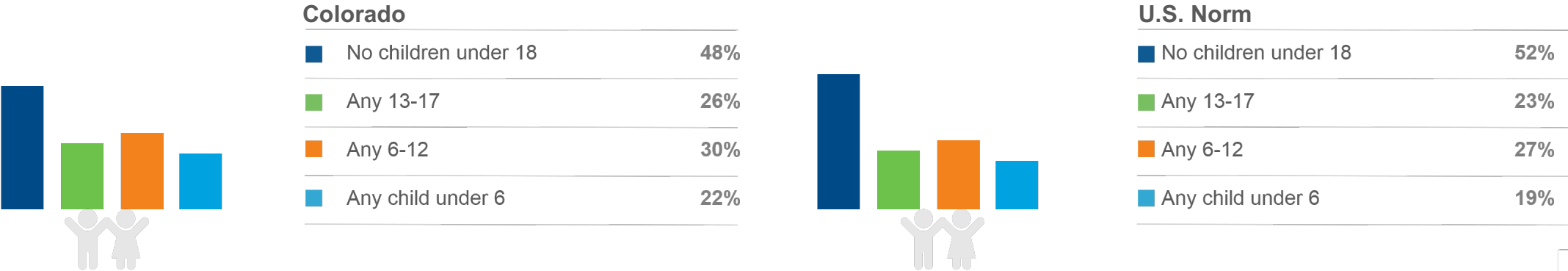




## Household Size



## Children in Household





# Travel USA Visitor Profile

Leisure Day Visitation

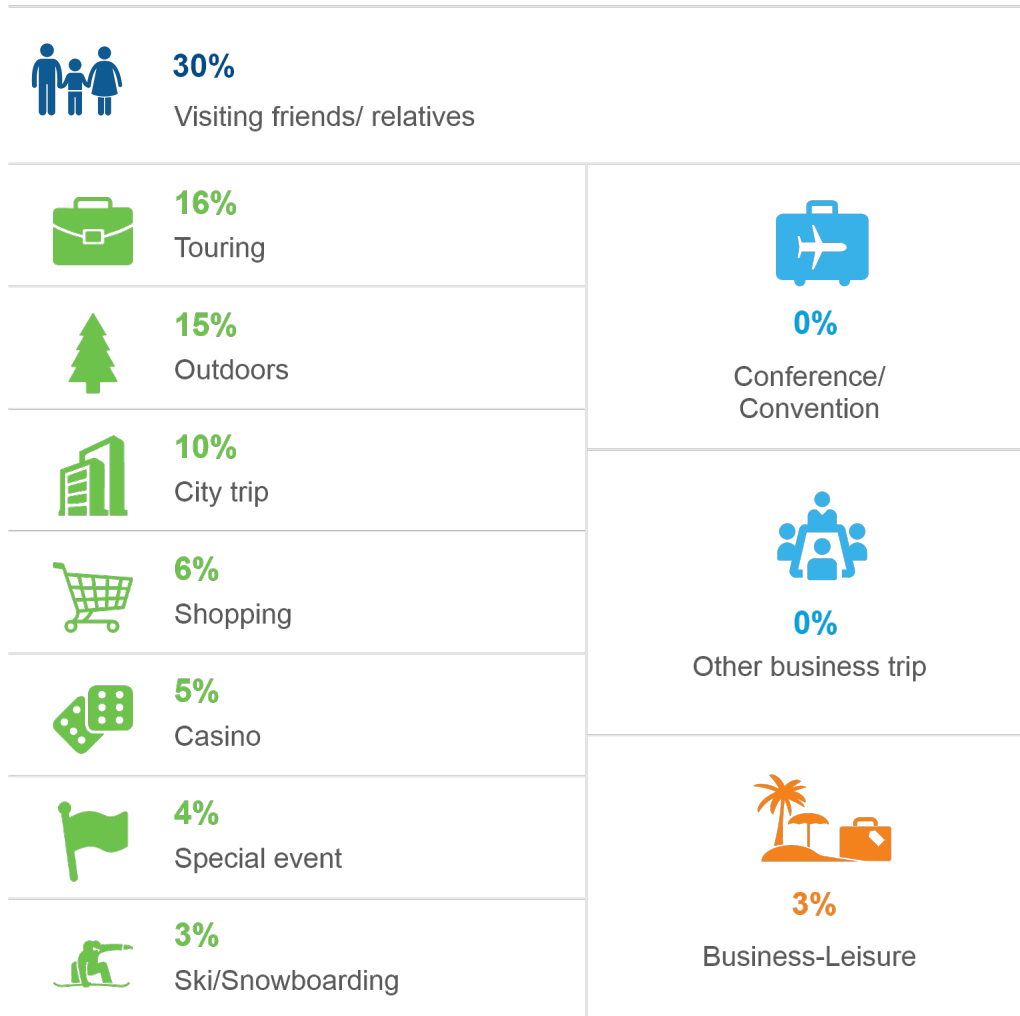


2020

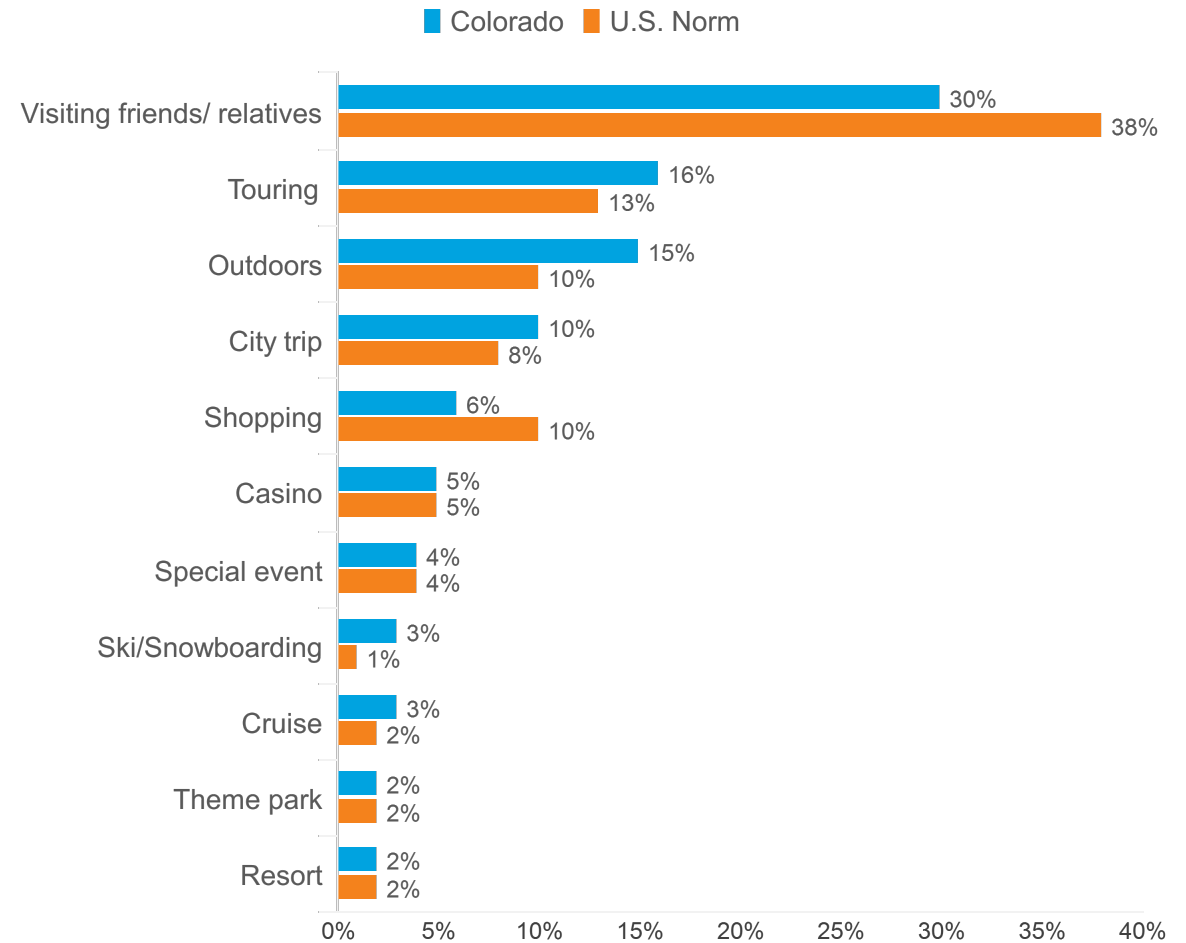
# Colorado's Day Trip Characteristics

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

## Main Purpose of Trip

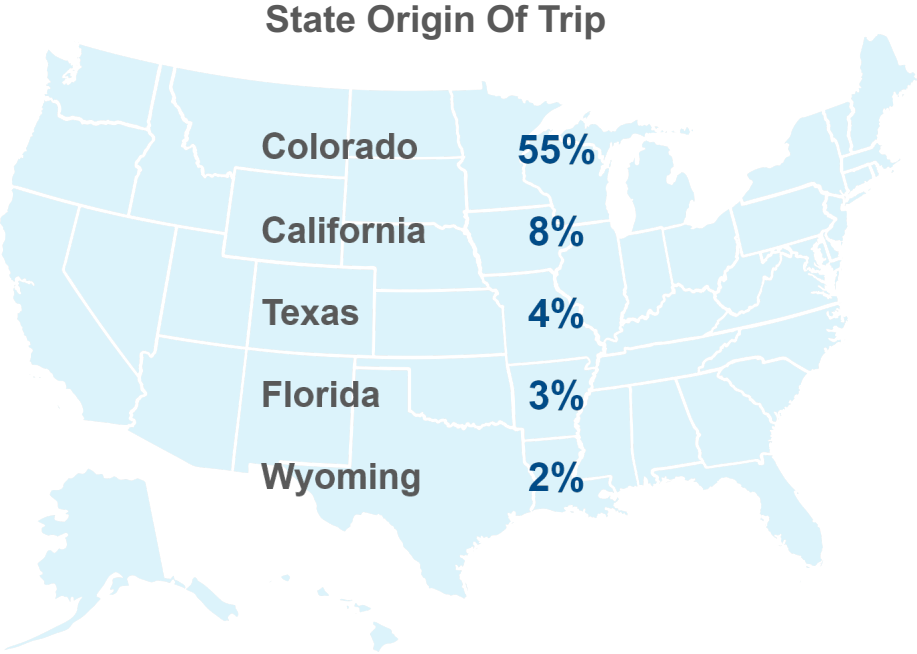


## Main Purpose of Leisure Trip

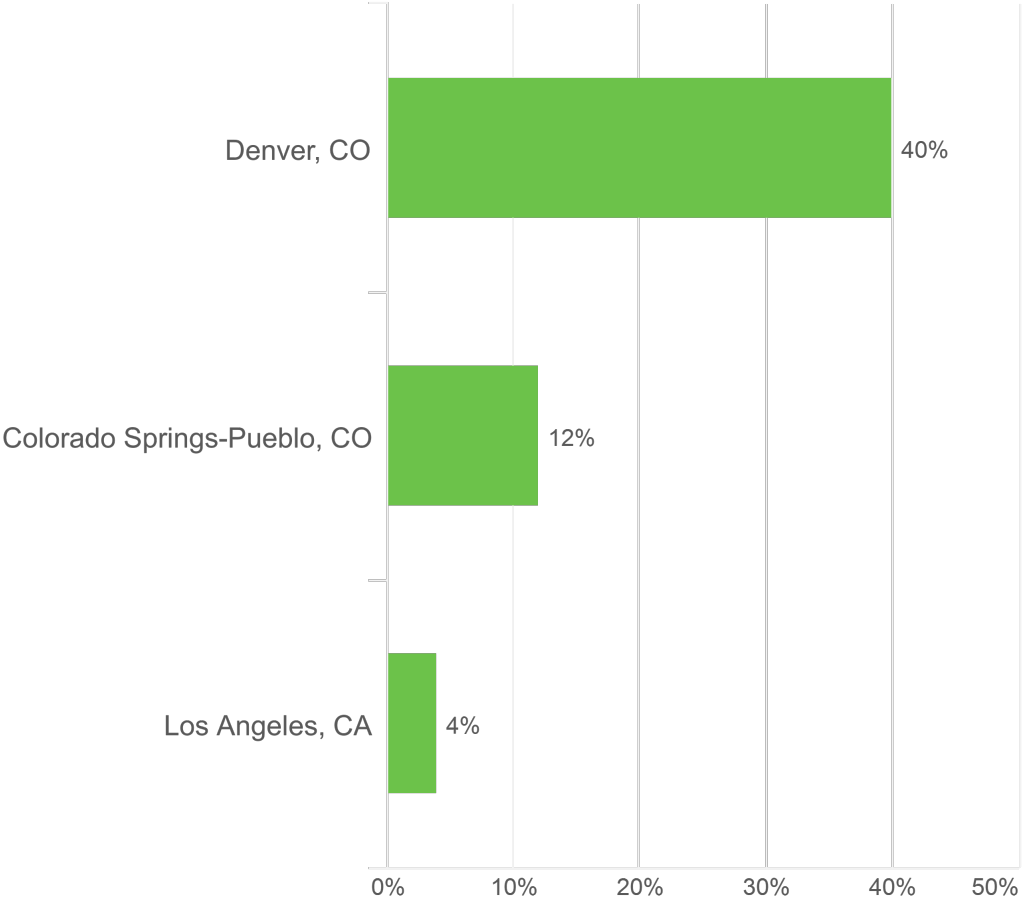


# Colorado's Day Trip Characteristics

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



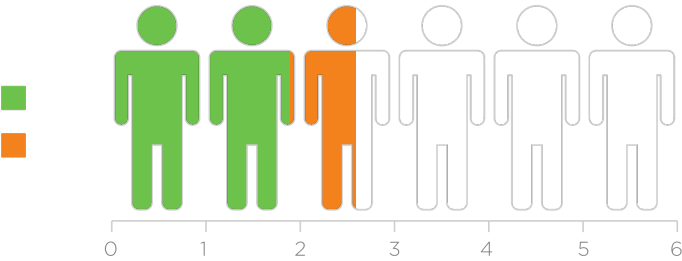
### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

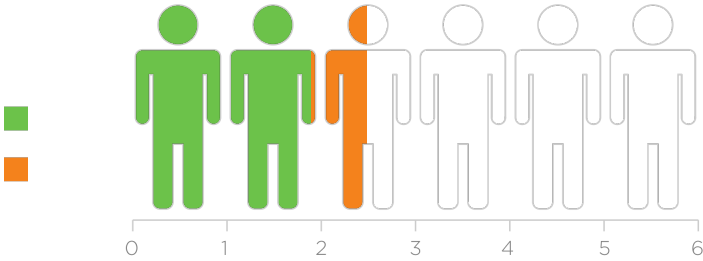
### Colorado



Total  
**2.7**

Average number of people

### U.S. Norm

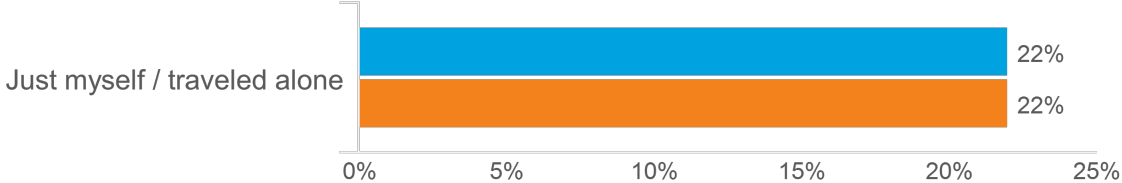


Total  
**2.6**

Average number of people

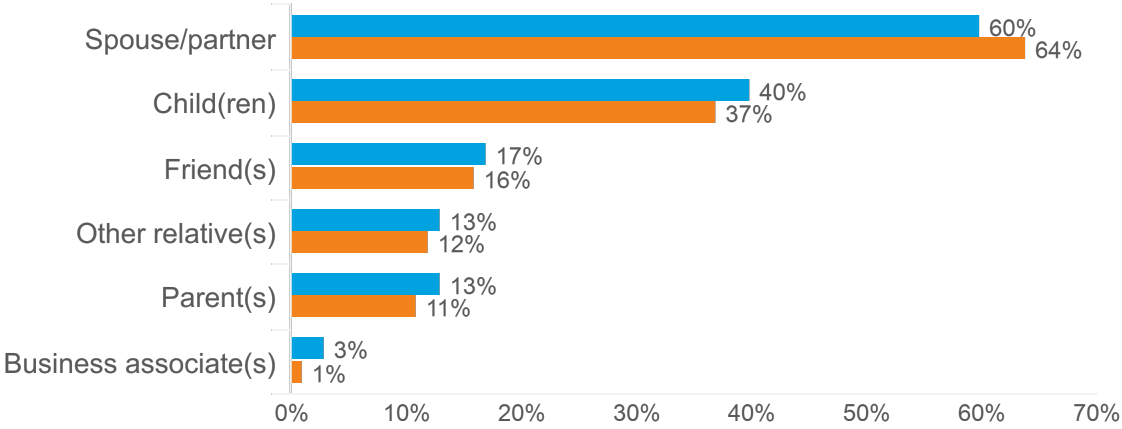
## Percent Who Traveled Alone

■ 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

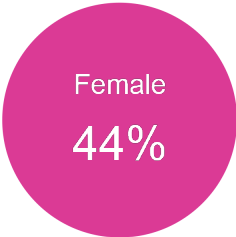
## Dining Types on Trip

	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%

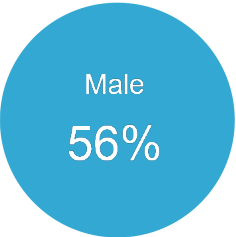
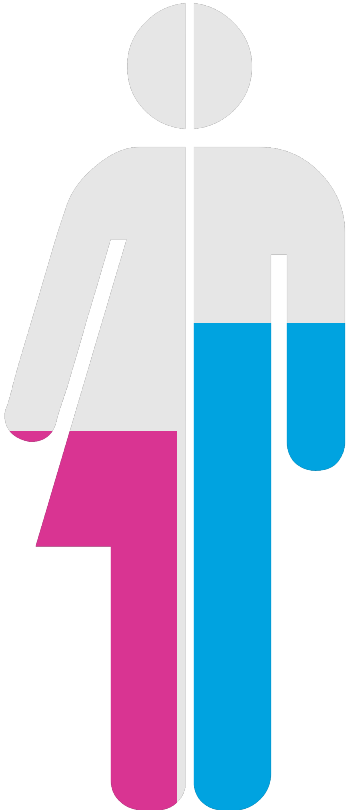
# Demographic Profile of Day Colorado Visitors

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

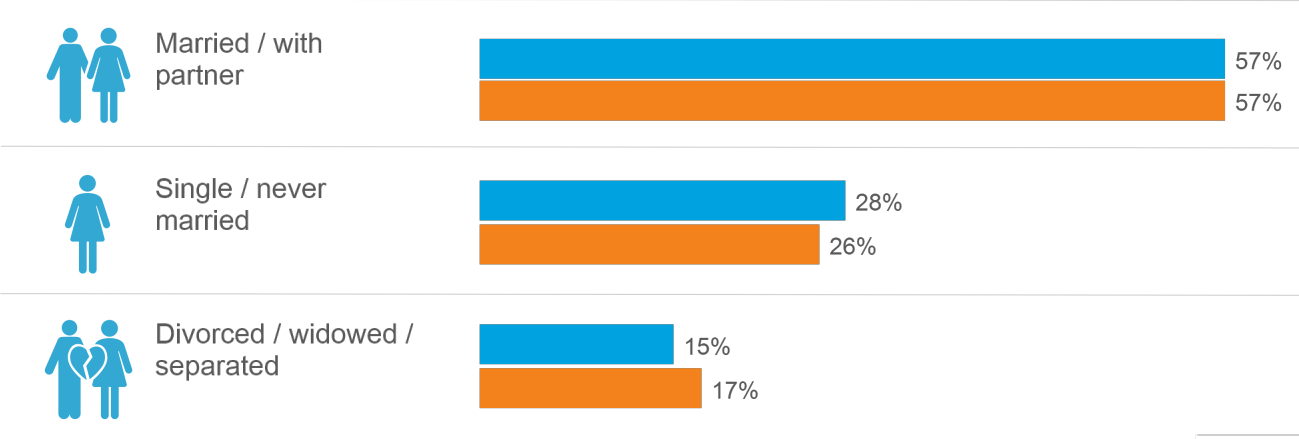
### U.S. Norm



Average Age  
45.8

## Marital Status

Colorado U.S. Norm

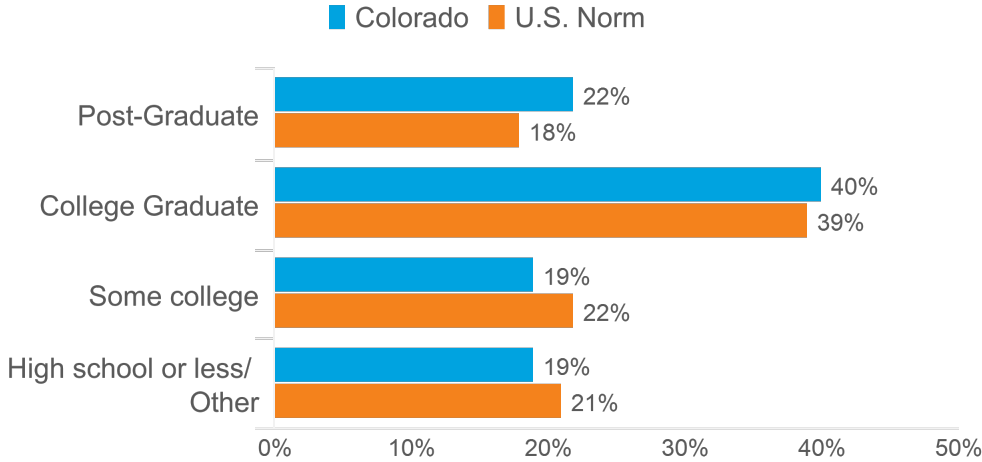




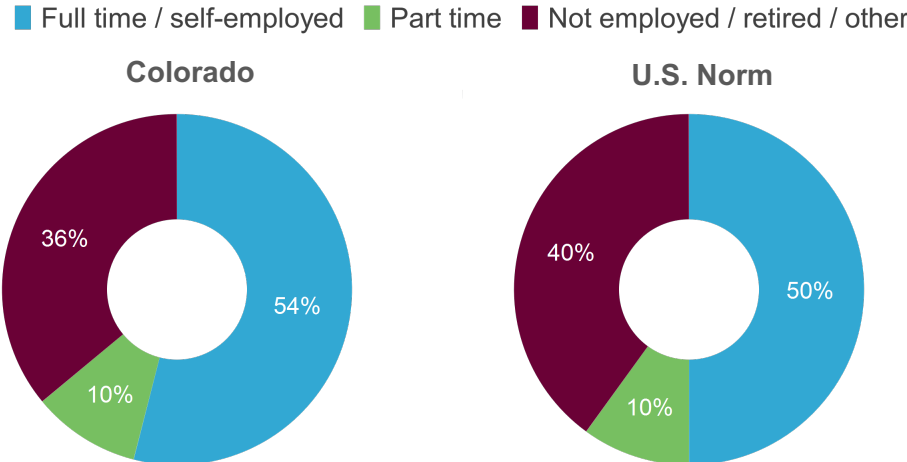
# Demographic Profile of Day Colorado Visitors

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

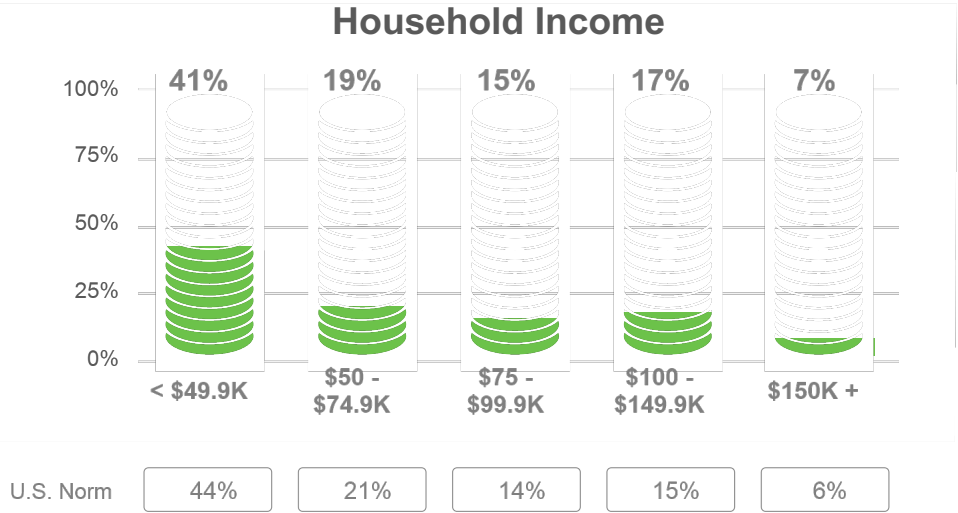
## Education



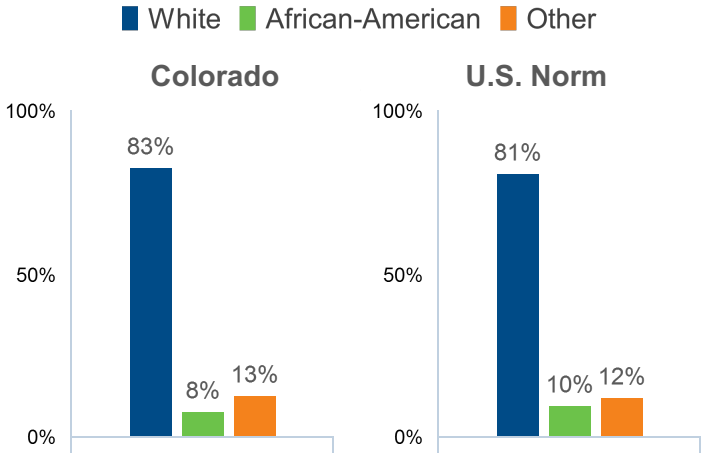
## Employment



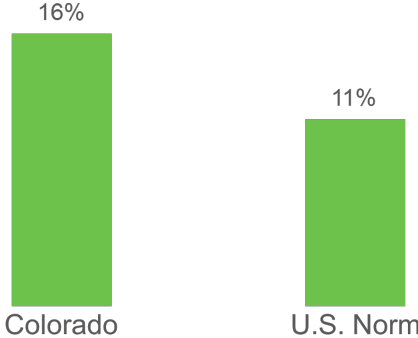
## Household Income



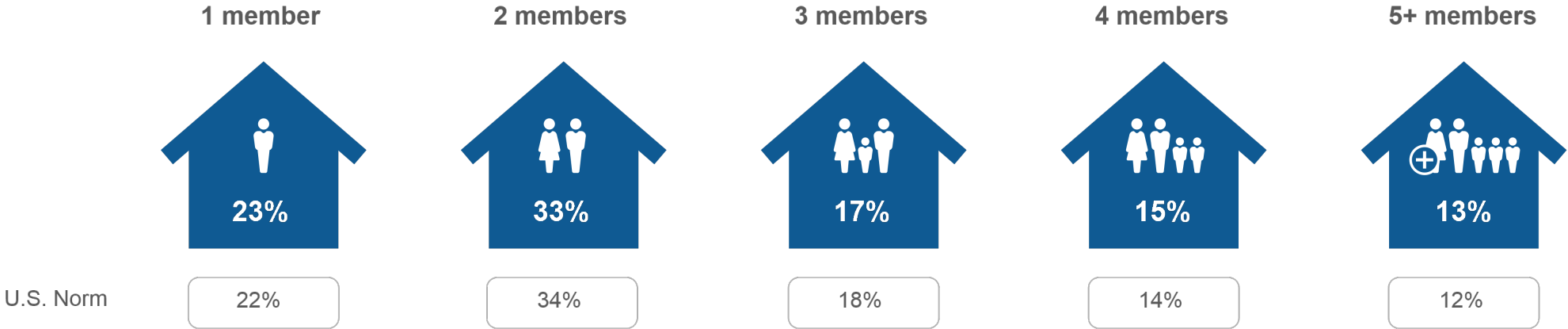
## Race



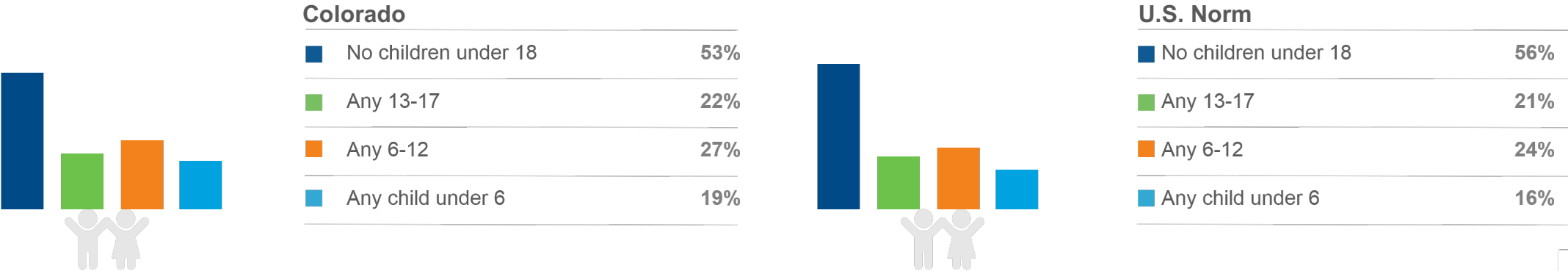
## Hispanic Background



## 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:

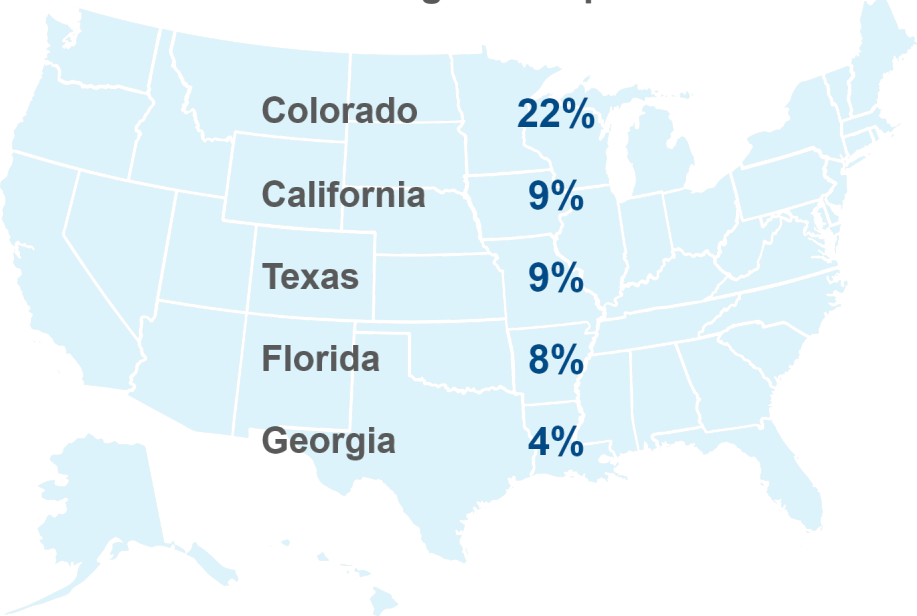


Overnight Base Size

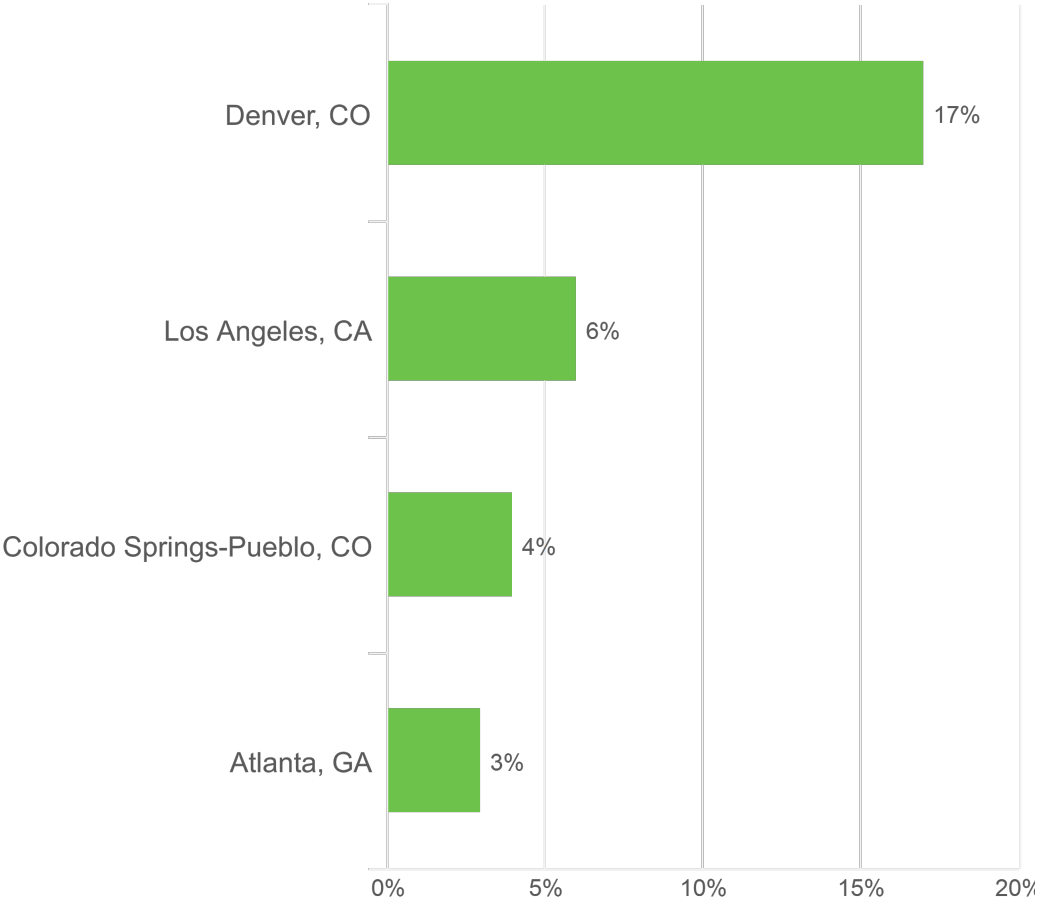
842

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

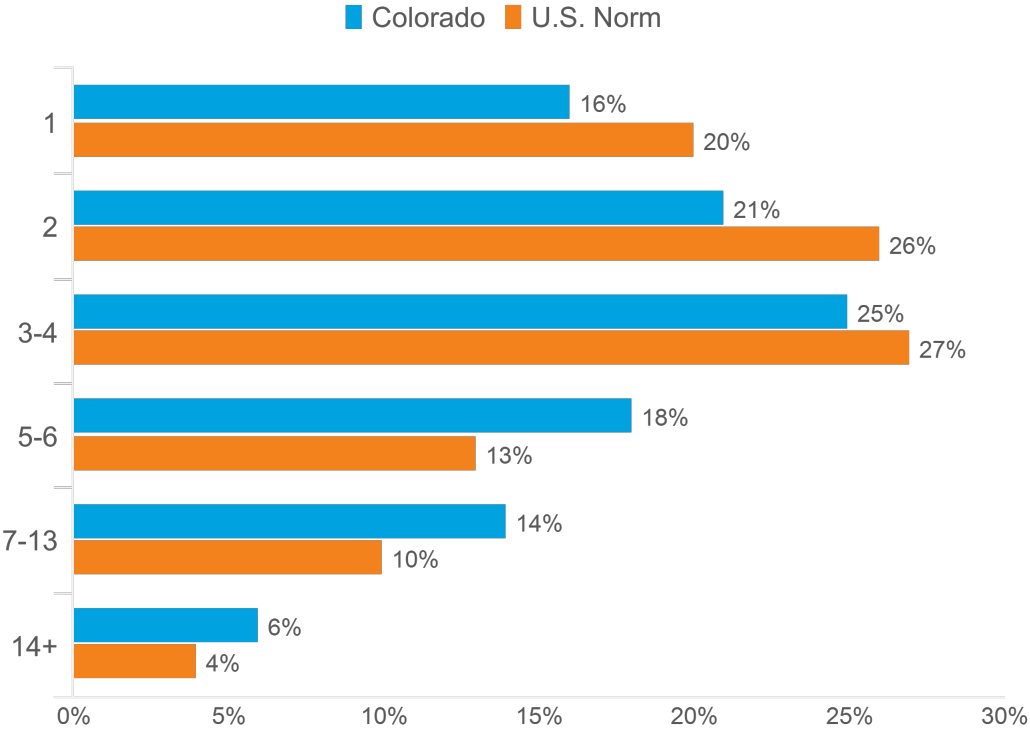


### Past Visitation to Colorado

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

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

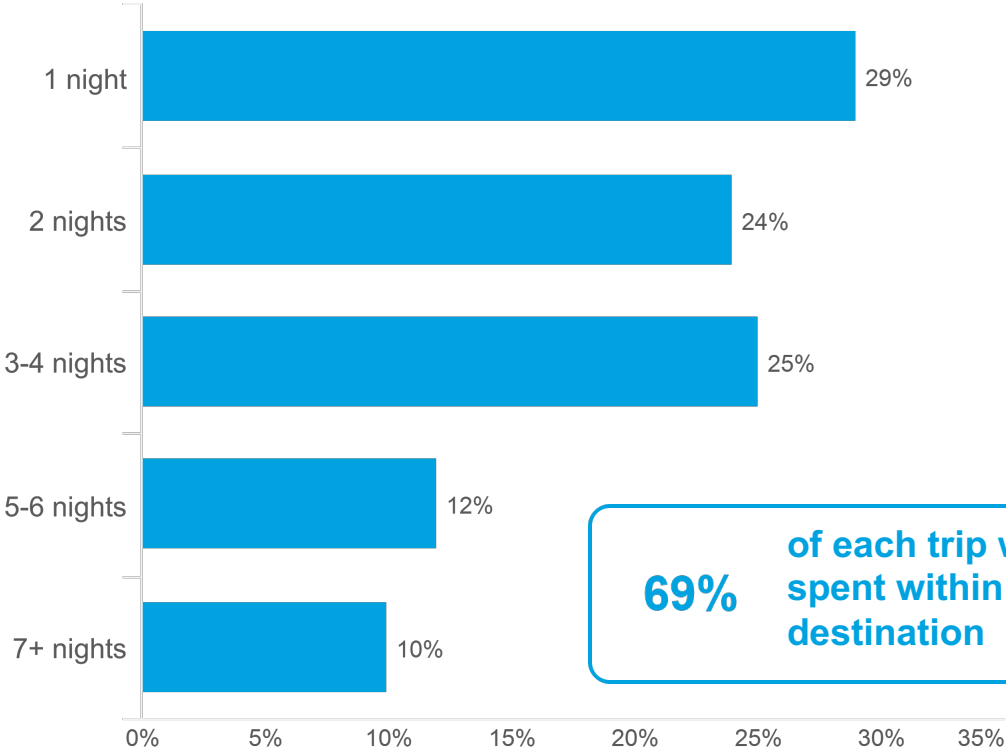
## Total Nights Away on Trip



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

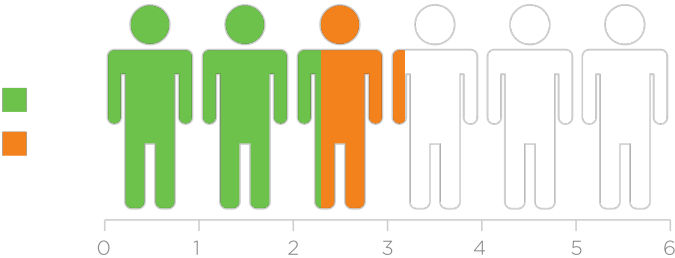
Average number of nights  
**3.3**

Average last year  
**3.7**

## Size of Travel Party

■ Adults ■ Children

### Colorado

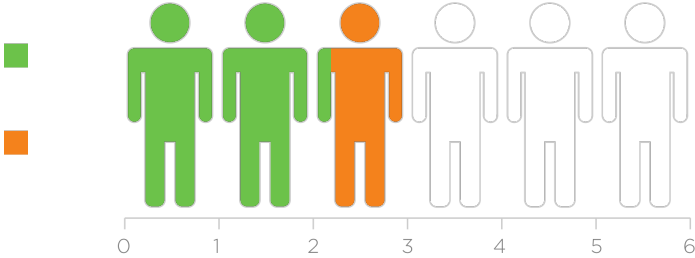


Total

**3.3**

Average number of people

### U.S. Norm



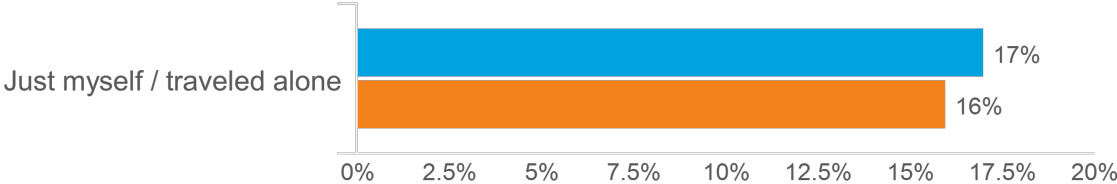
Total

**3.1**

Average number of people

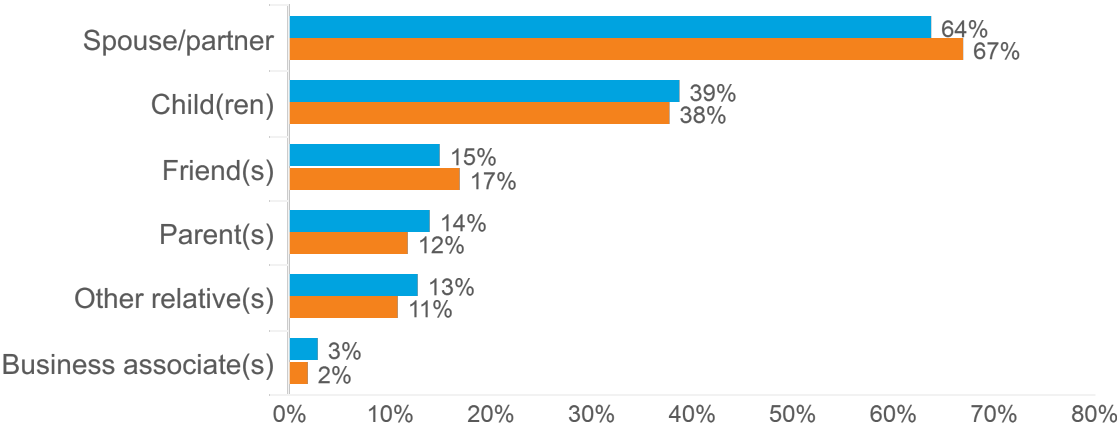
## Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



## Composition of Immediate Travel Party

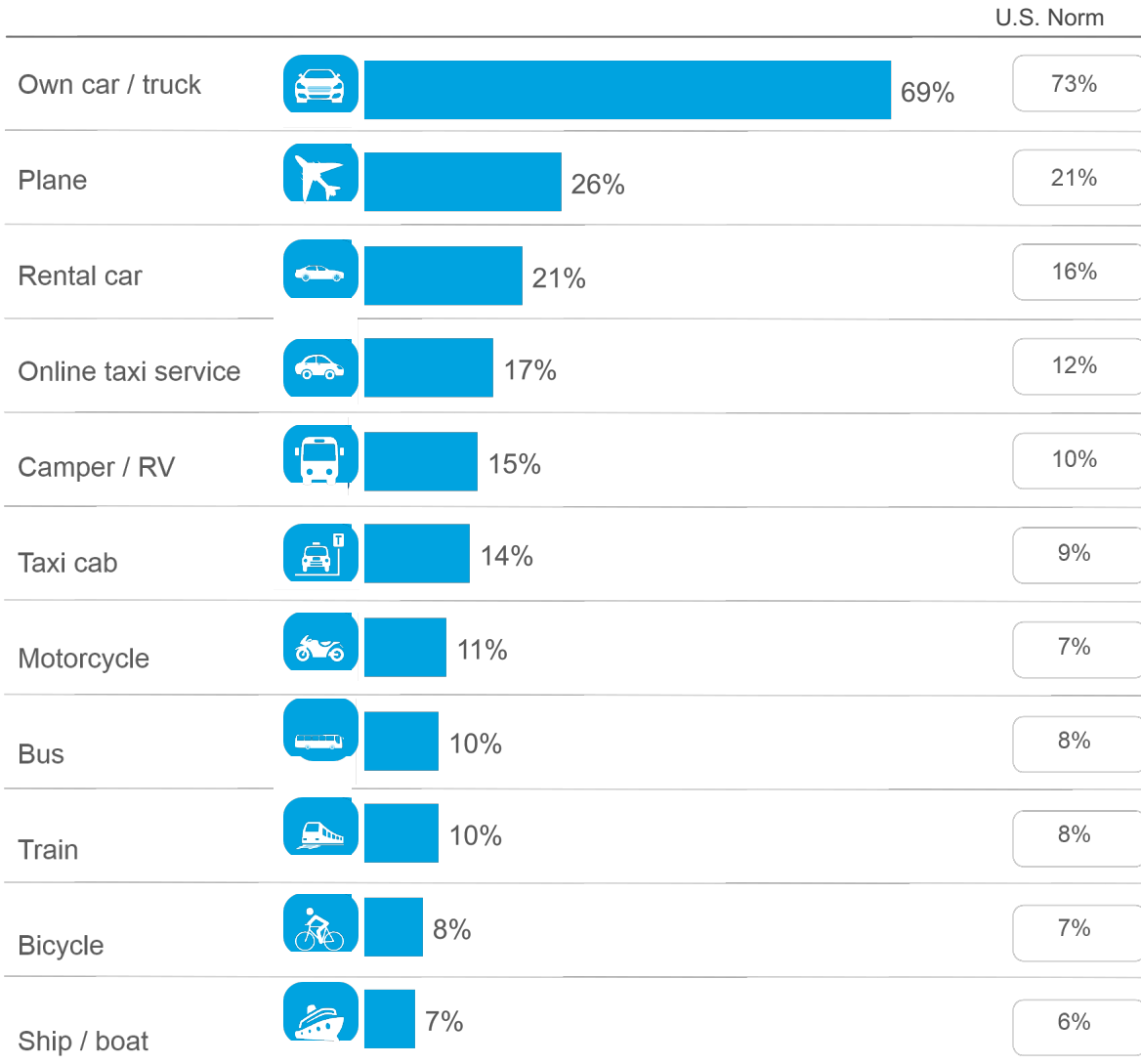
■ Colorado ■ U.S. Norm



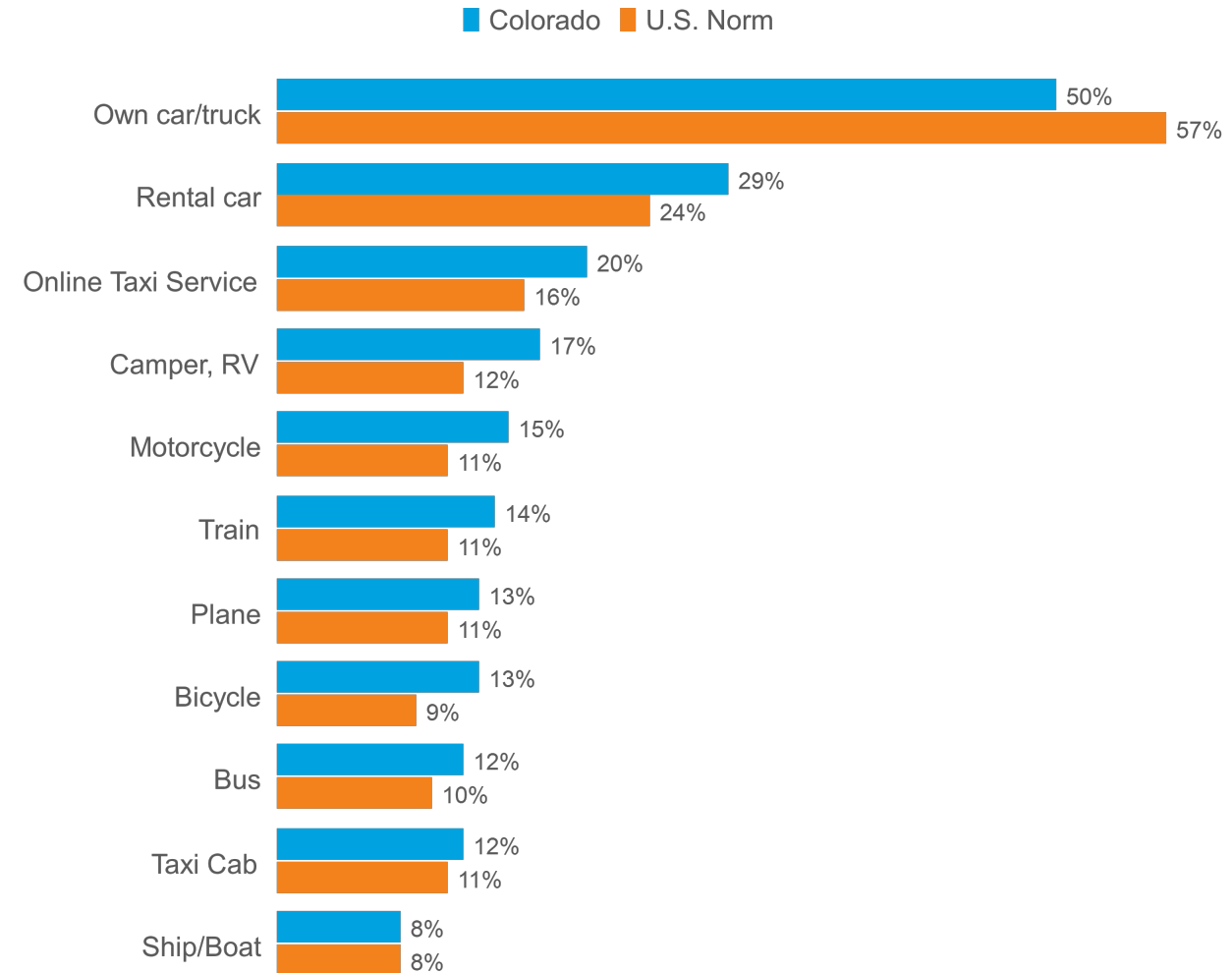
# Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Touring Person-Trips

## Transportation Used to get to Destination



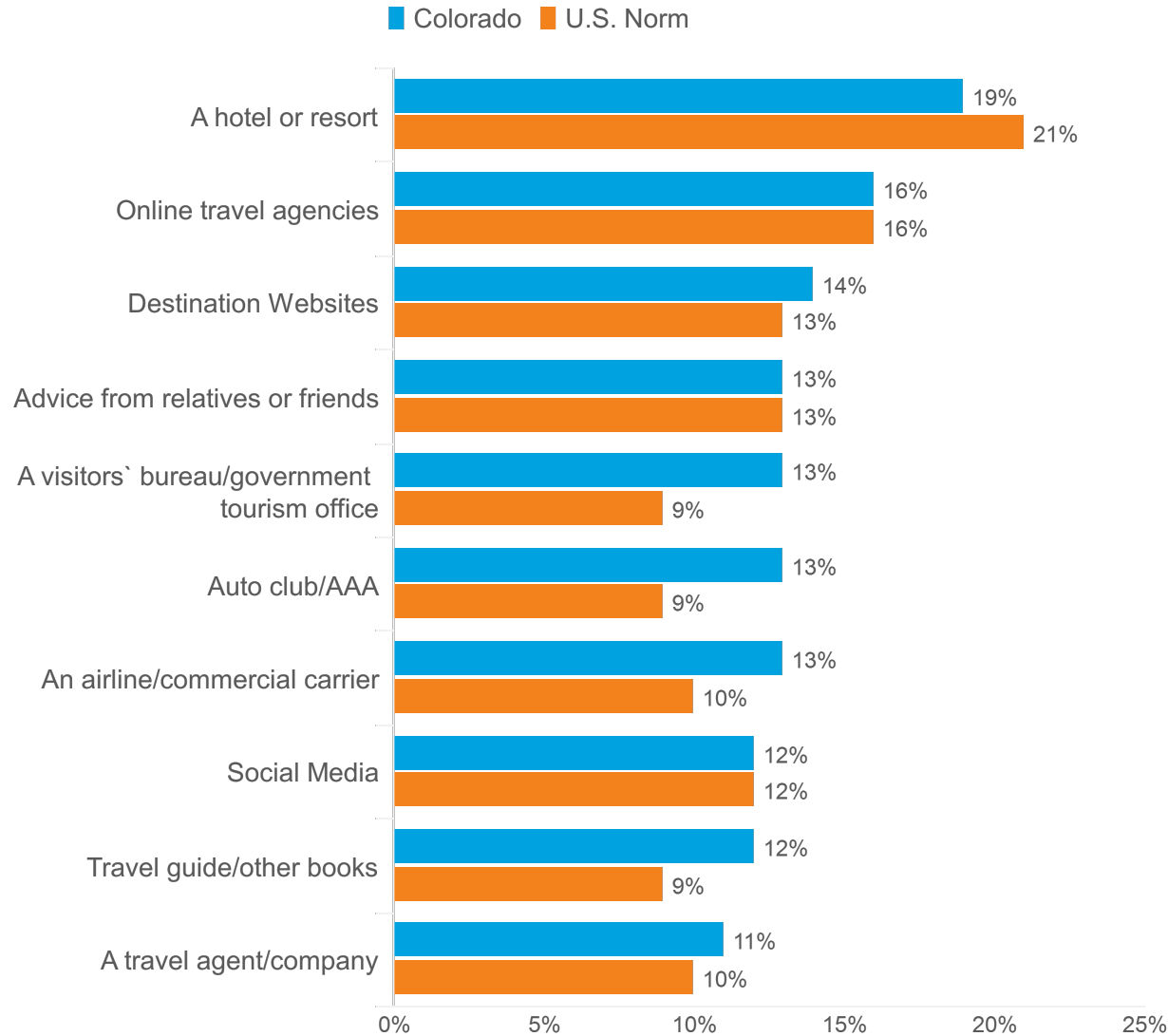
## Transportation Used within Destination



Question updated in 2020



## Trip Planning Information Sources



## Length of Trip Planning

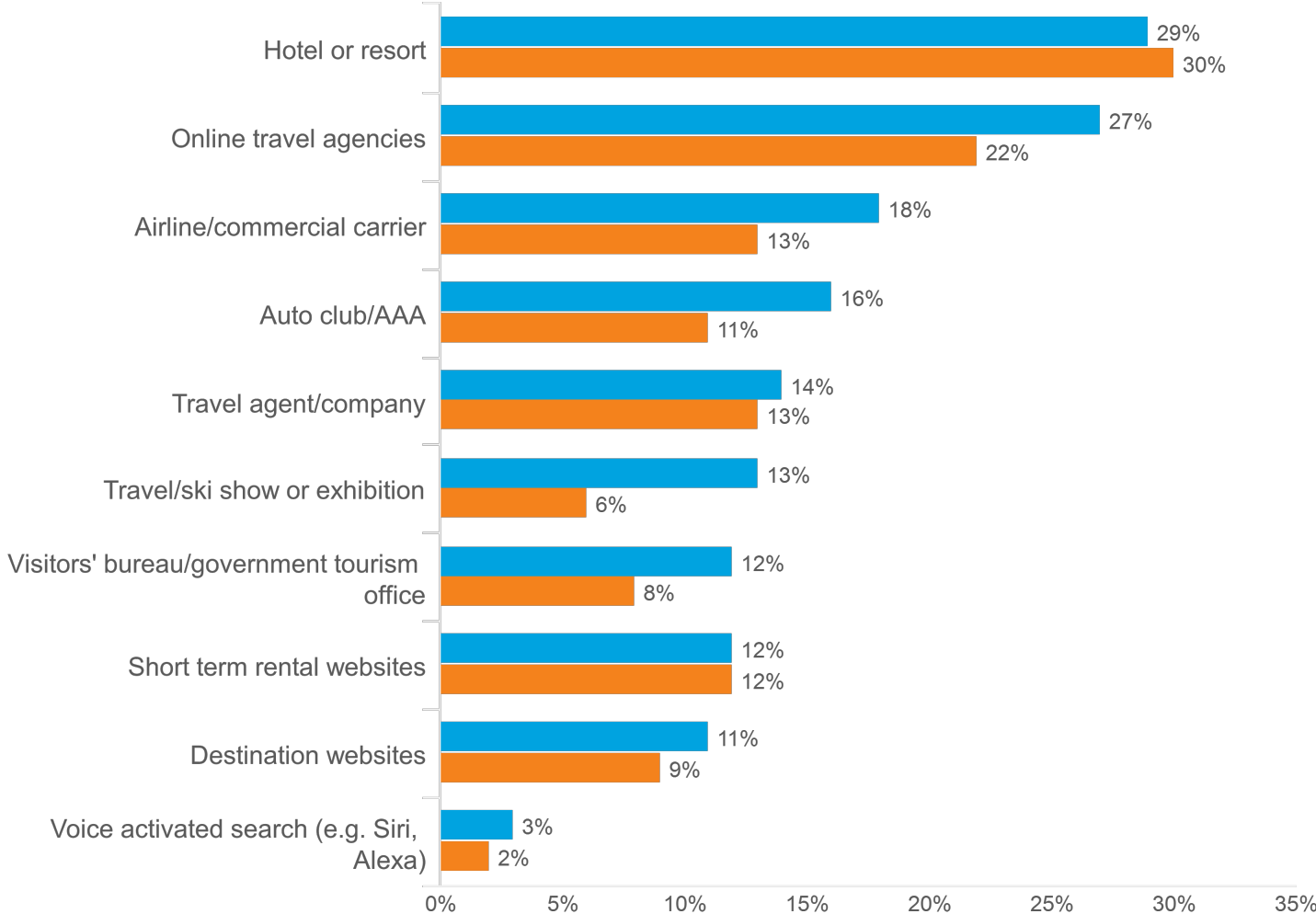
	Colorado	U.S. Norm
1 month or less	29%	32%
2 months	19%	17%
3-5 months	20%	20%
6-12 months	16%	15%
More than 1 year in advance	5%	5%
Did not plan anything in advance	10%	12%

# 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

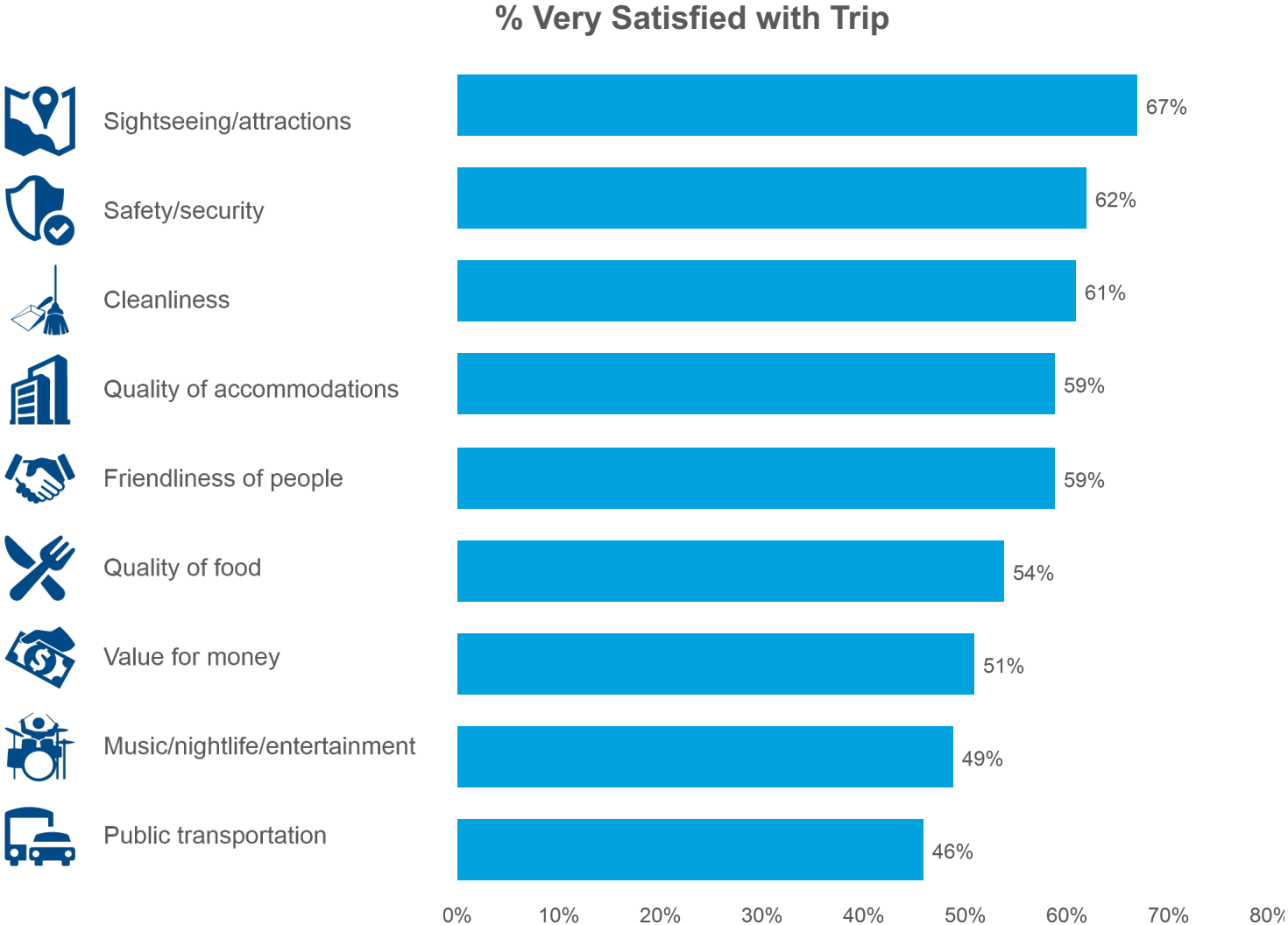
	Colorado	U.S. Norm
 Souvenir shopping	<b>59%</b>	<b>55%</b>
 Convenience/grocery shopping	<b>59%</b>	<b>39%</b>
 Outlet/mall shopping	<b>34%</b>	<b>43%</b>
 Boutique shopping	<b>32%</b>	<b>34%</b>
 Big box stores (Walmart, Costco)	<b>26%</b>	<b>27%</b>
 Antiquing	<b>24%</b>	<b>18%</b>

Base: 2020 Overnight Person-Trips that included Shopping

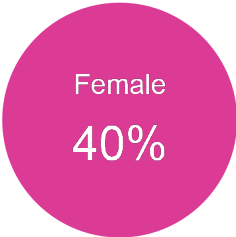
## Dining Types on Trip

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

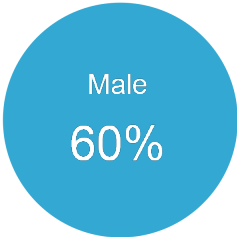
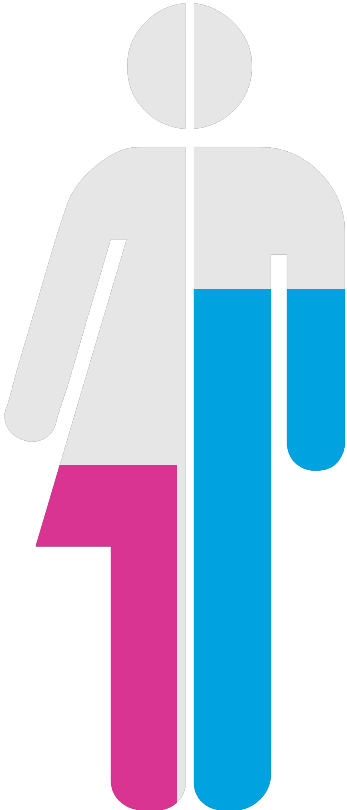
 **74%**  
of overnight travelers were  
very satisfied with their overall  
trip experience



## 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

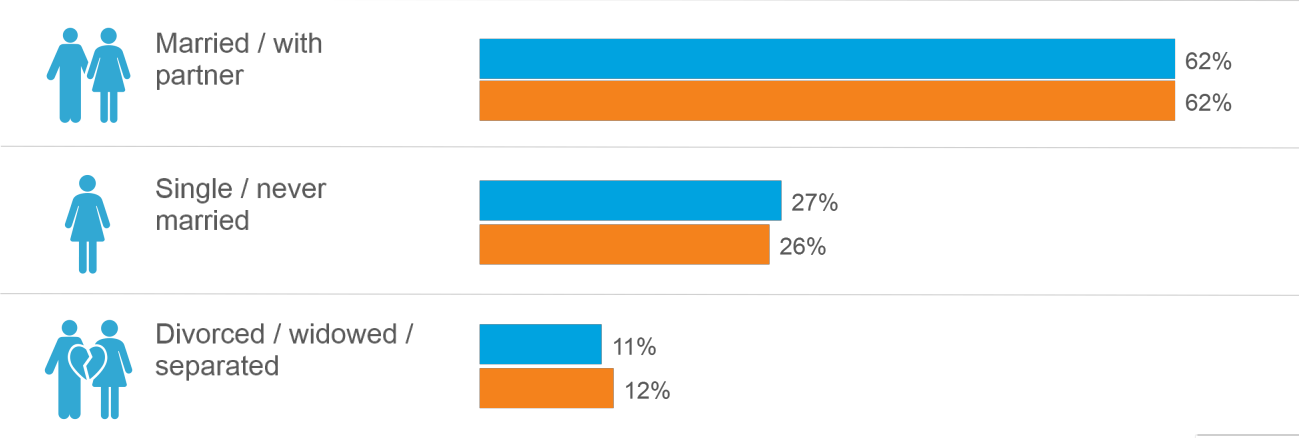
### U.S. Norm



Average Age  
42.6

## Marital Status

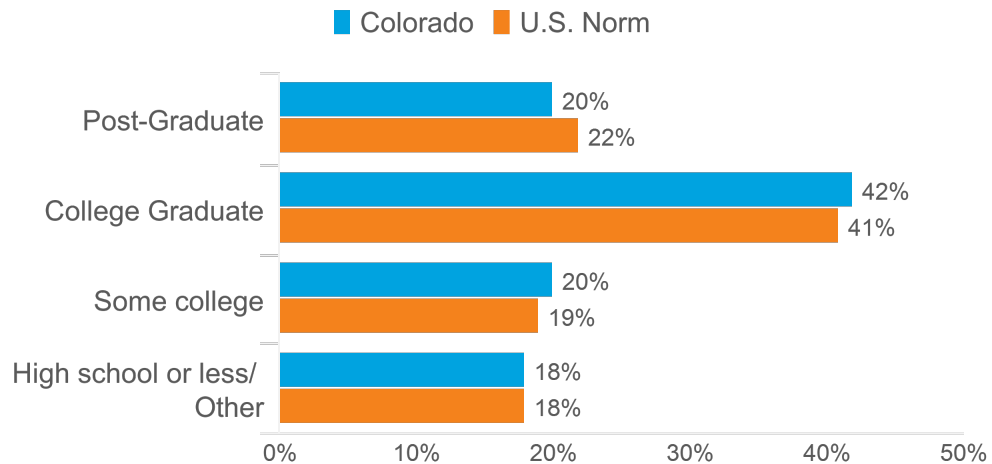
Colorado U.S. Norm



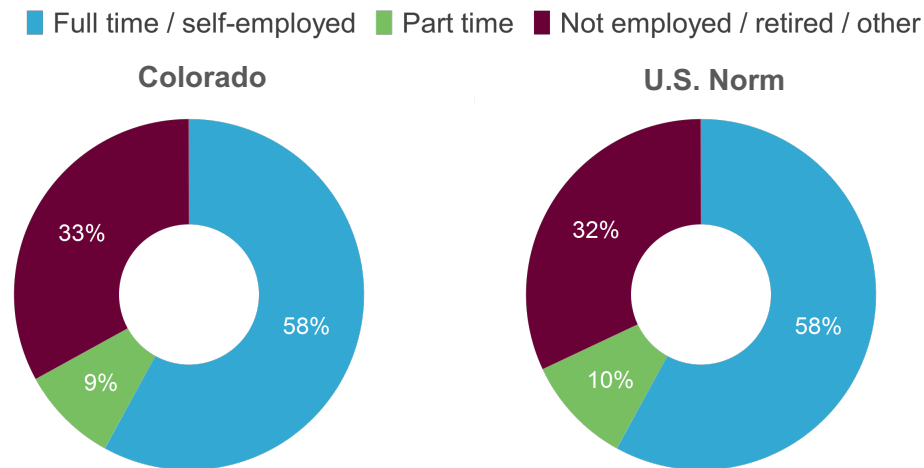
# Demographic Profile of Overnight Colorado Visitors

Base: 2020 Overnight Touring Person-Trips

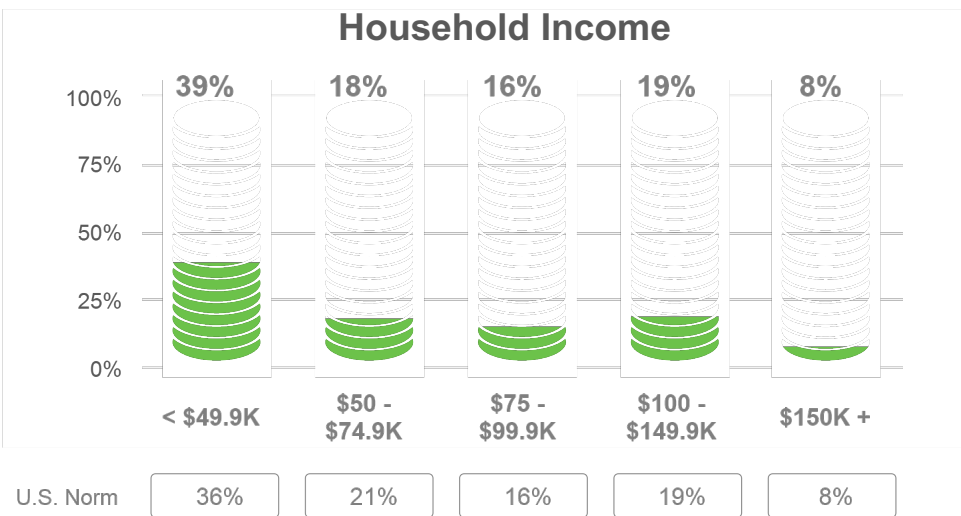
## Education



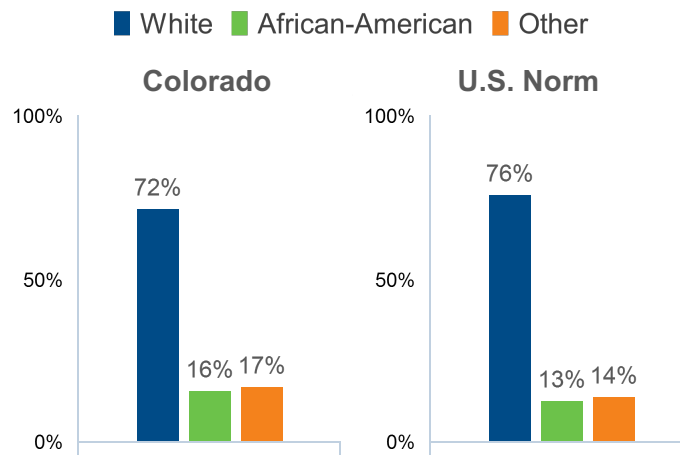
## Employment



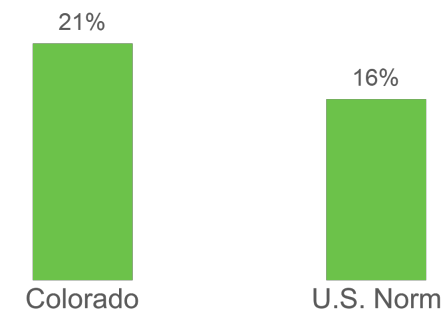
## Household Income



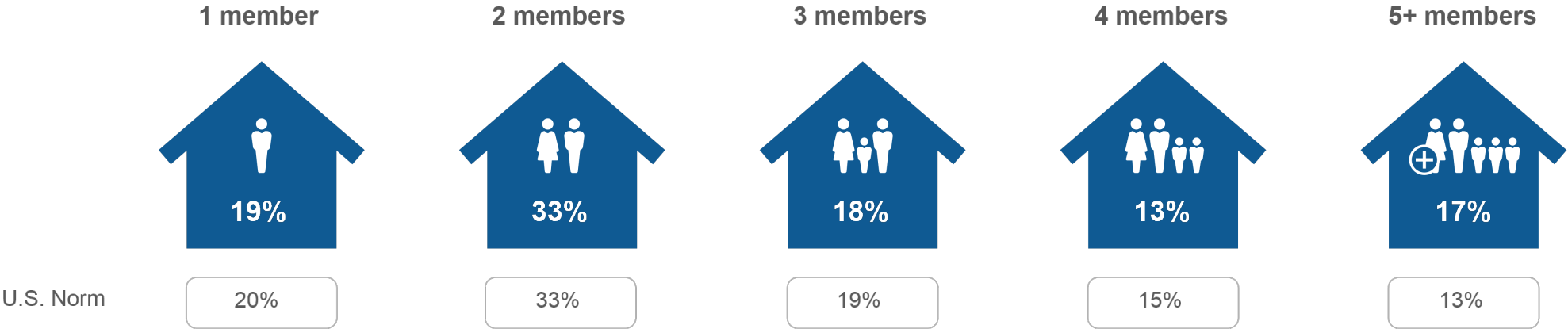
## Race



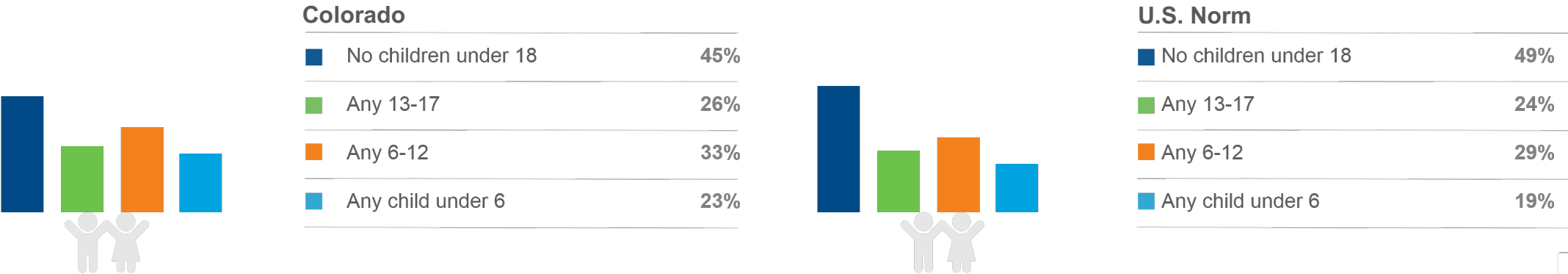
## Hispanic Background



## 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

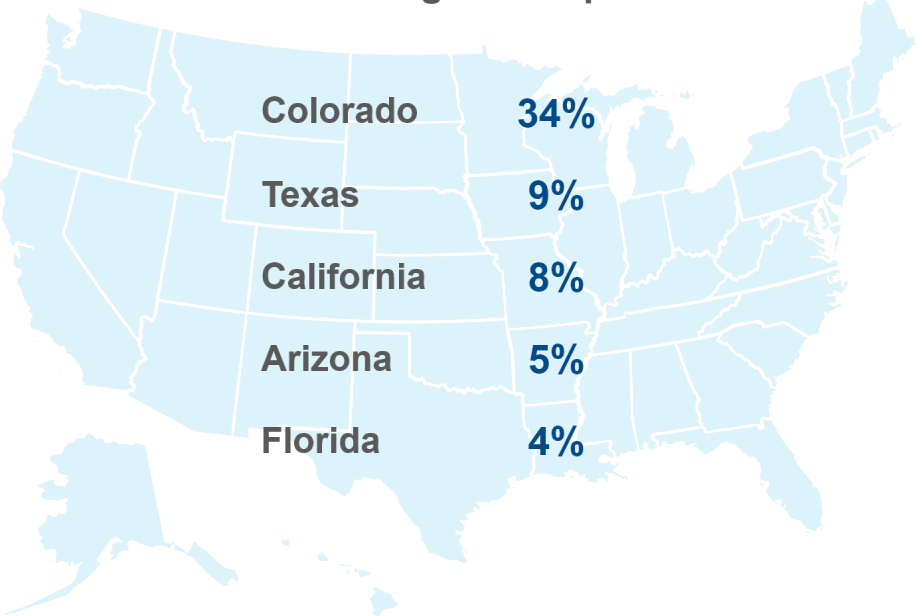
952

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

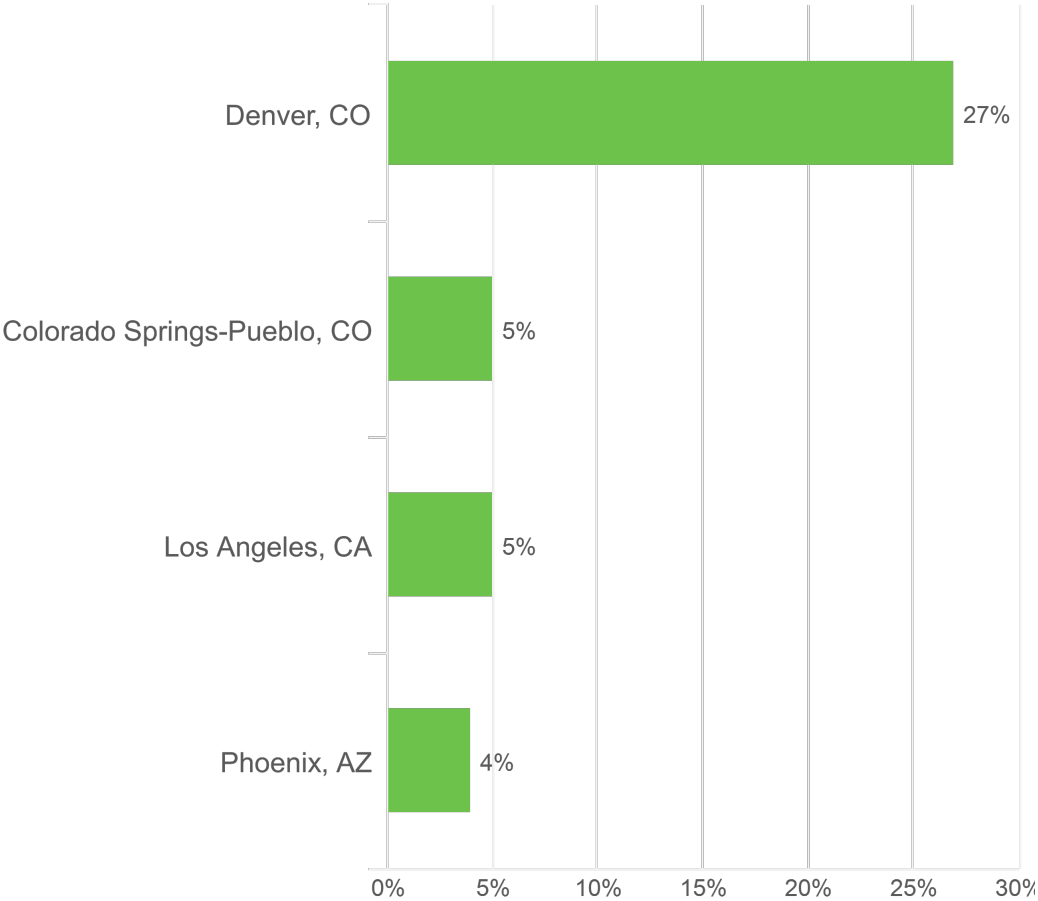
# Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Outdoors Person-Trips

## State Origin Of Trip



## DMA Origin Of Trip

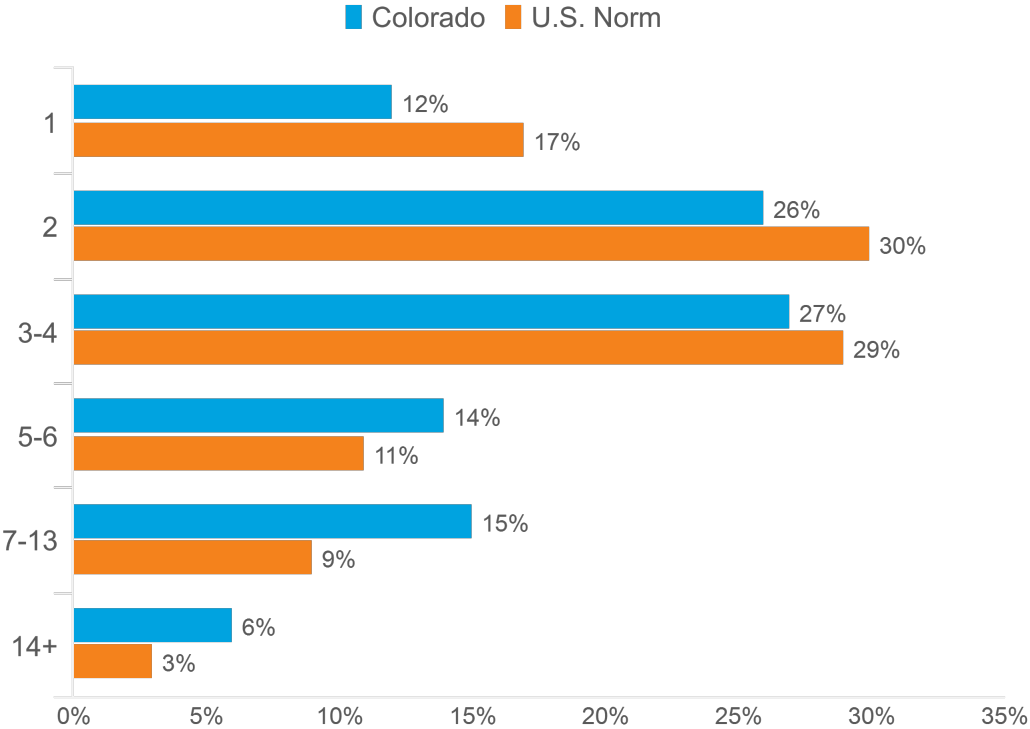


## Past Visitation to Colorado

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

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

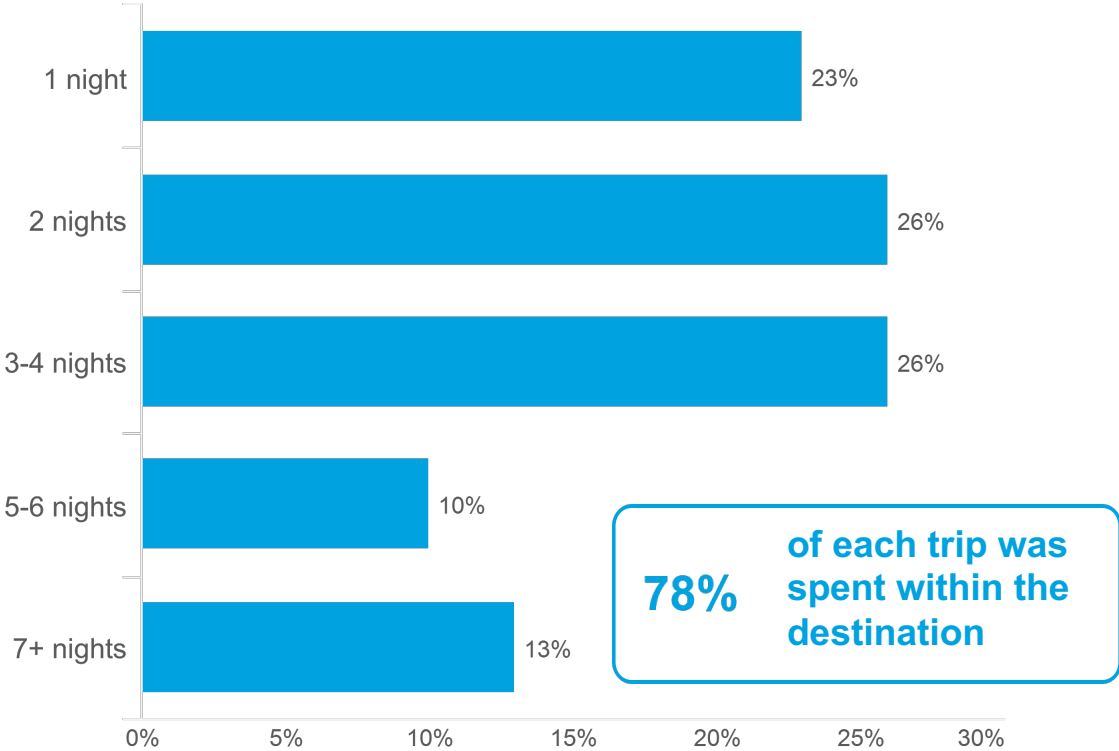
## Total Nights Away on Trip



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

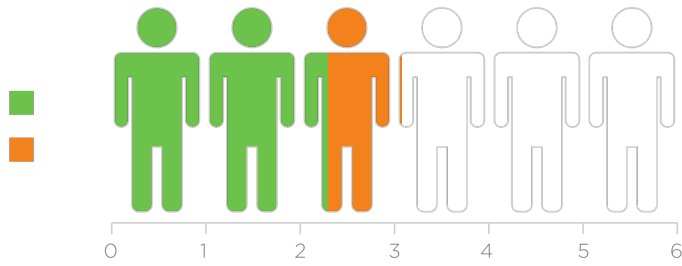
Average number of nights  
**3.8**

Average last year  
**3.5**

## Size of Travel Party

■ Adults ■ Children

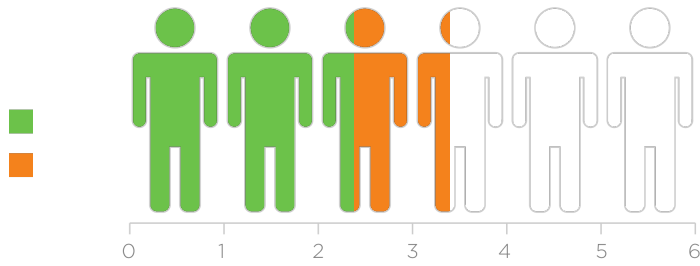
### Colorado



Total  
**3.2**

Average number of people

### U.S. Norm

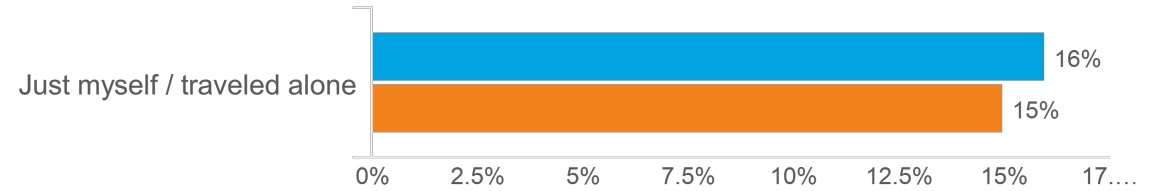


Total  
**3.5**

Average number of people

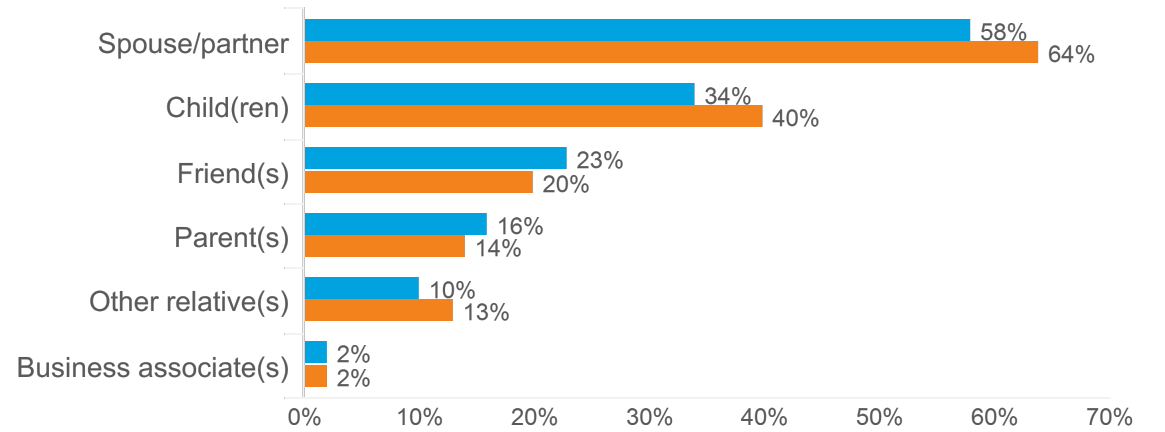
## Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



## Composition of Immediate Travel Party

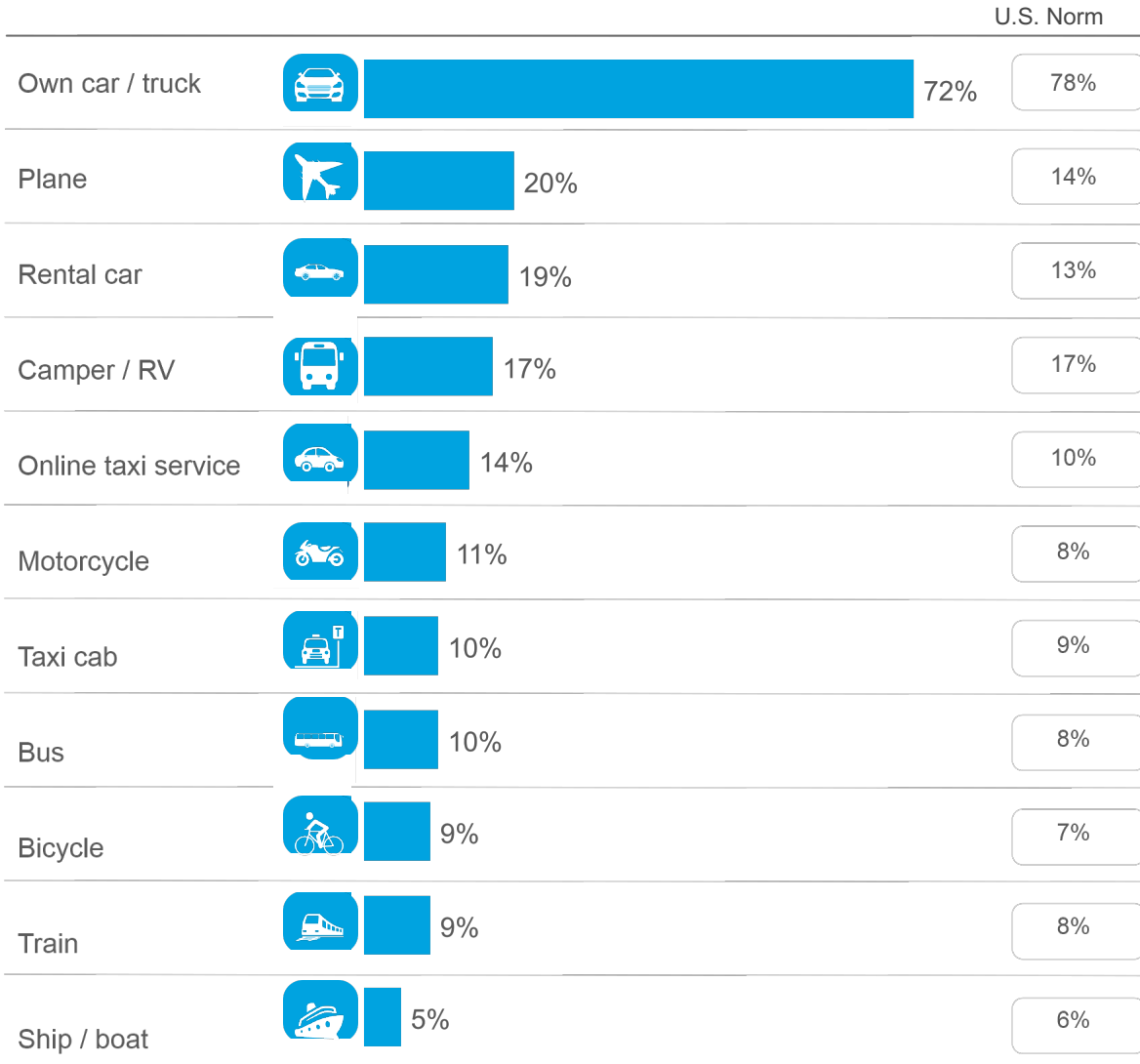
■ Colorado ■ U.S. Norm



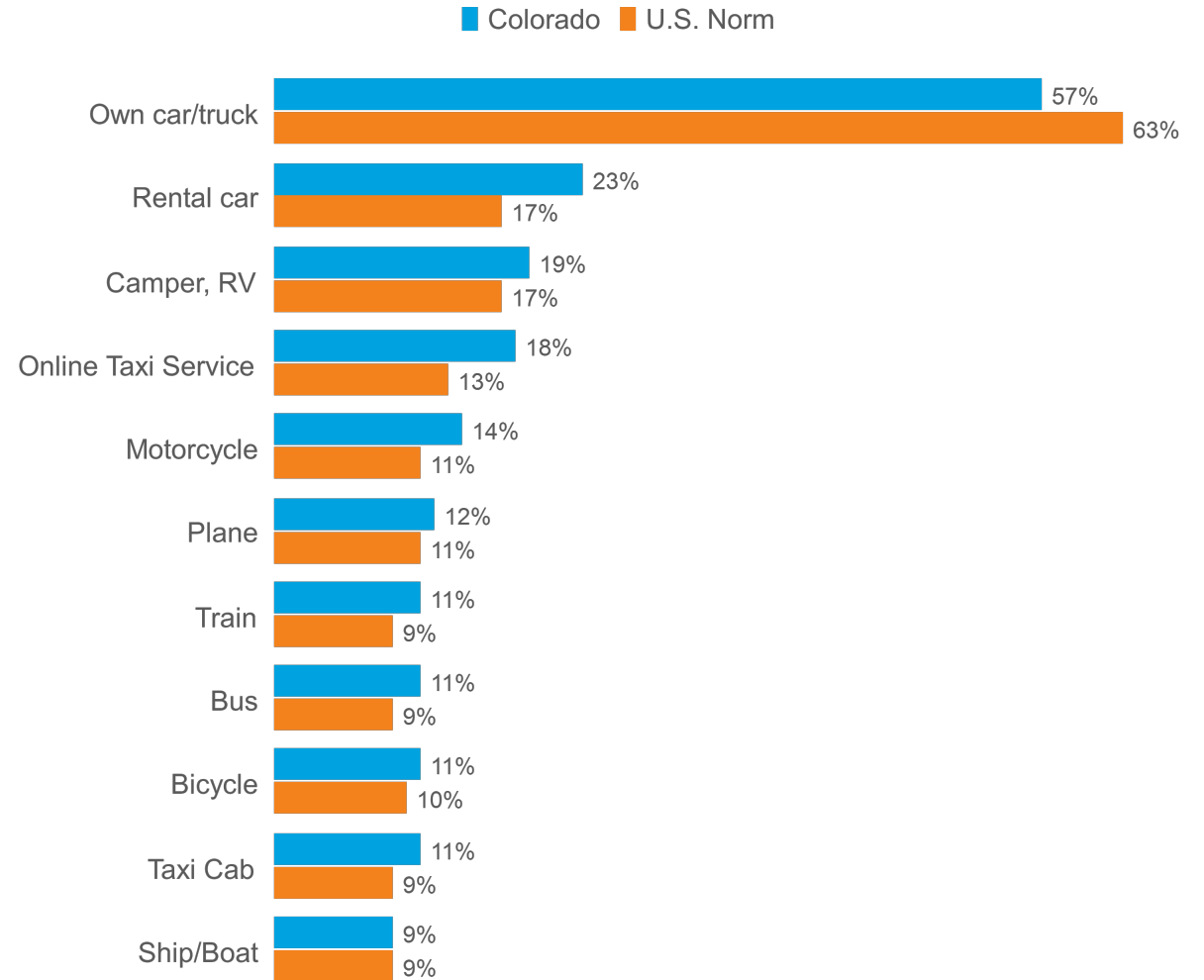
# Colorado's Overnight Trip Characteristics

Base: 2020 Overnight Outdoors Person-Trips

## Transportation Used to get to Destination

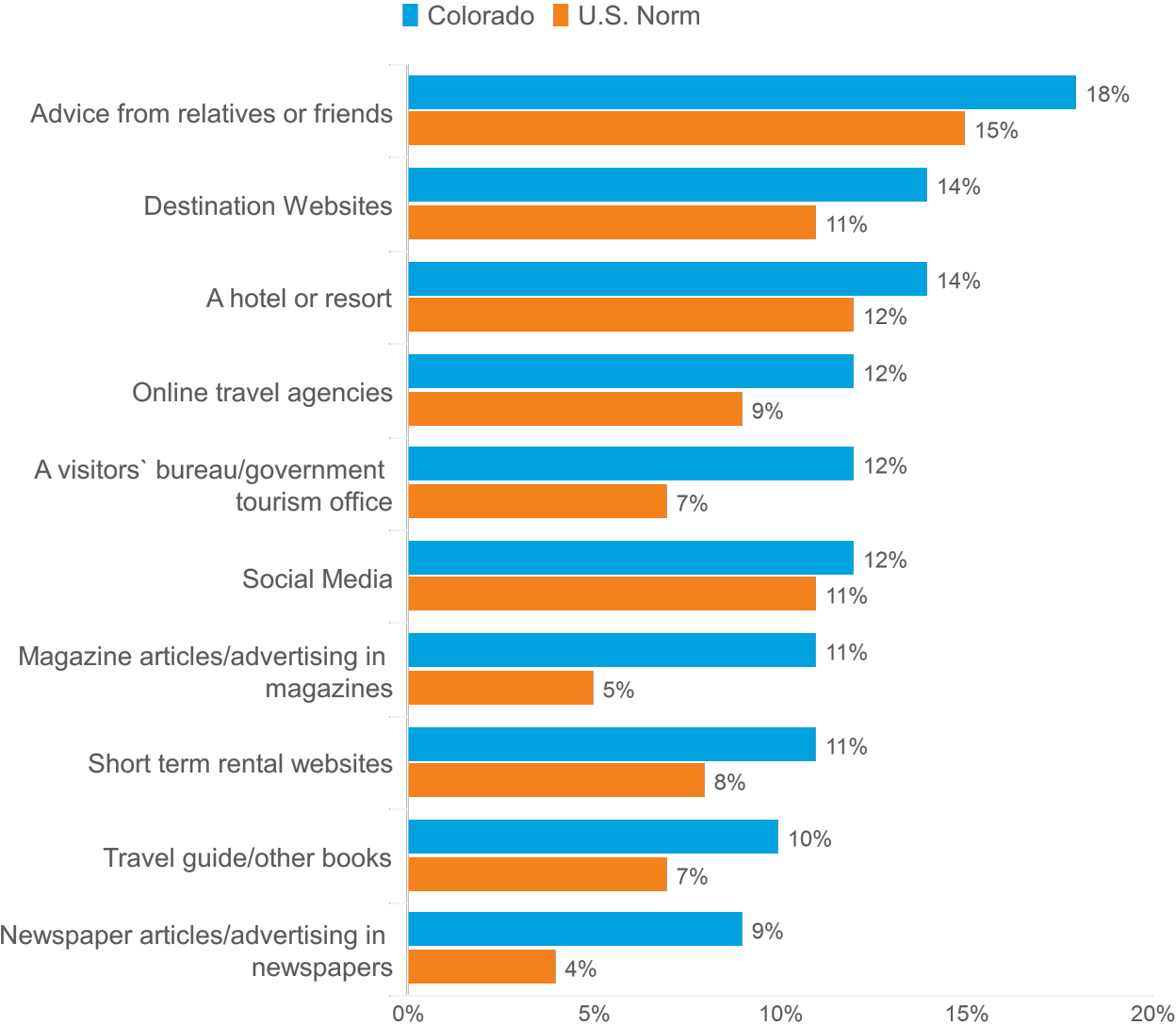


## Transportation Used within Destination



Question updated in 2020

## Trip Planning Information Sources



## Length of Trip Planning

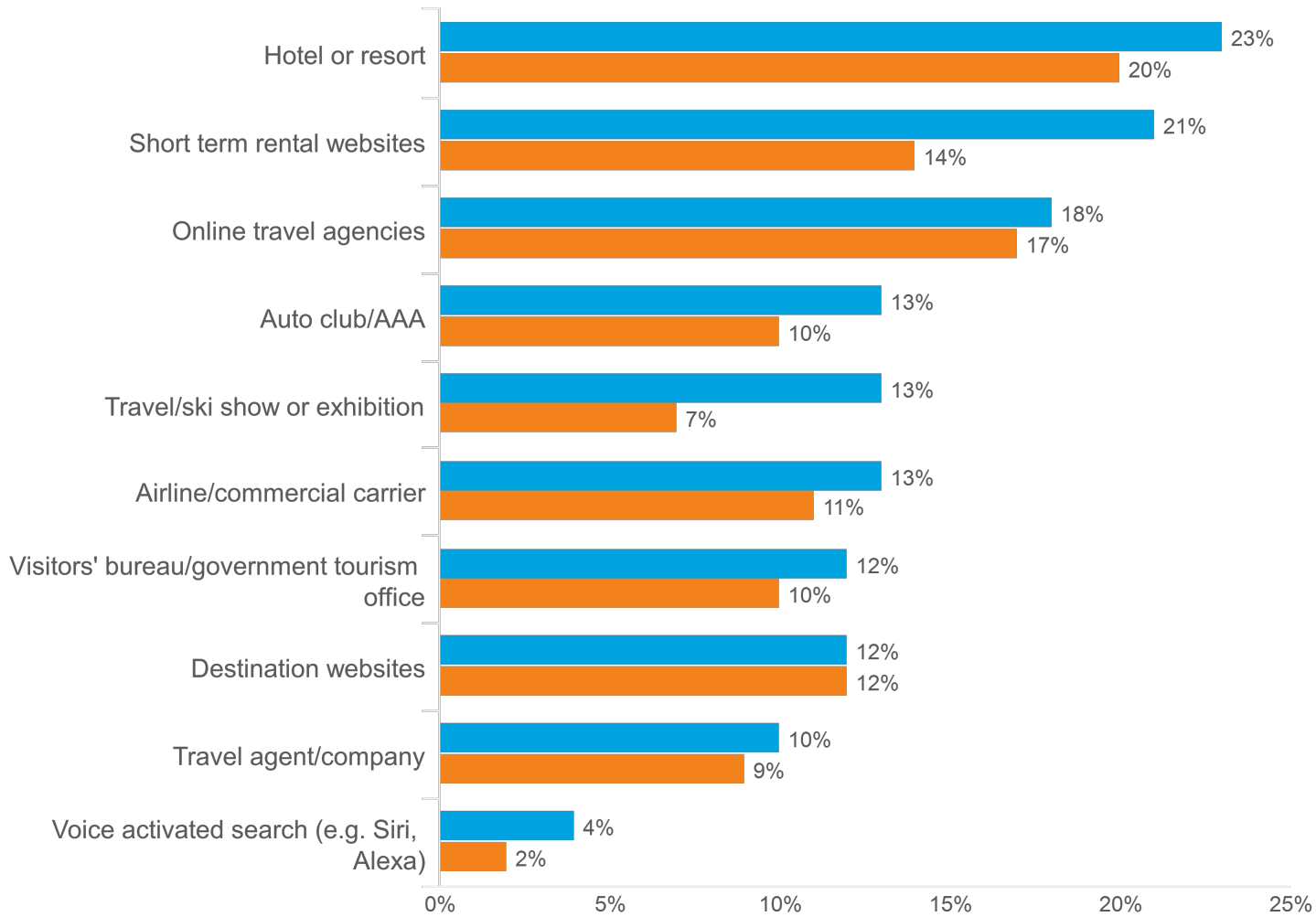
	Colorado	U.S. Norm
1 month or less	28%	33%
2 months	19%	16%
3-5 months	21%	19%
6-12 months	15%	13%
More than 1 year in advance	5%	4%
Did not plan anything in advance	12%	15%

# 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

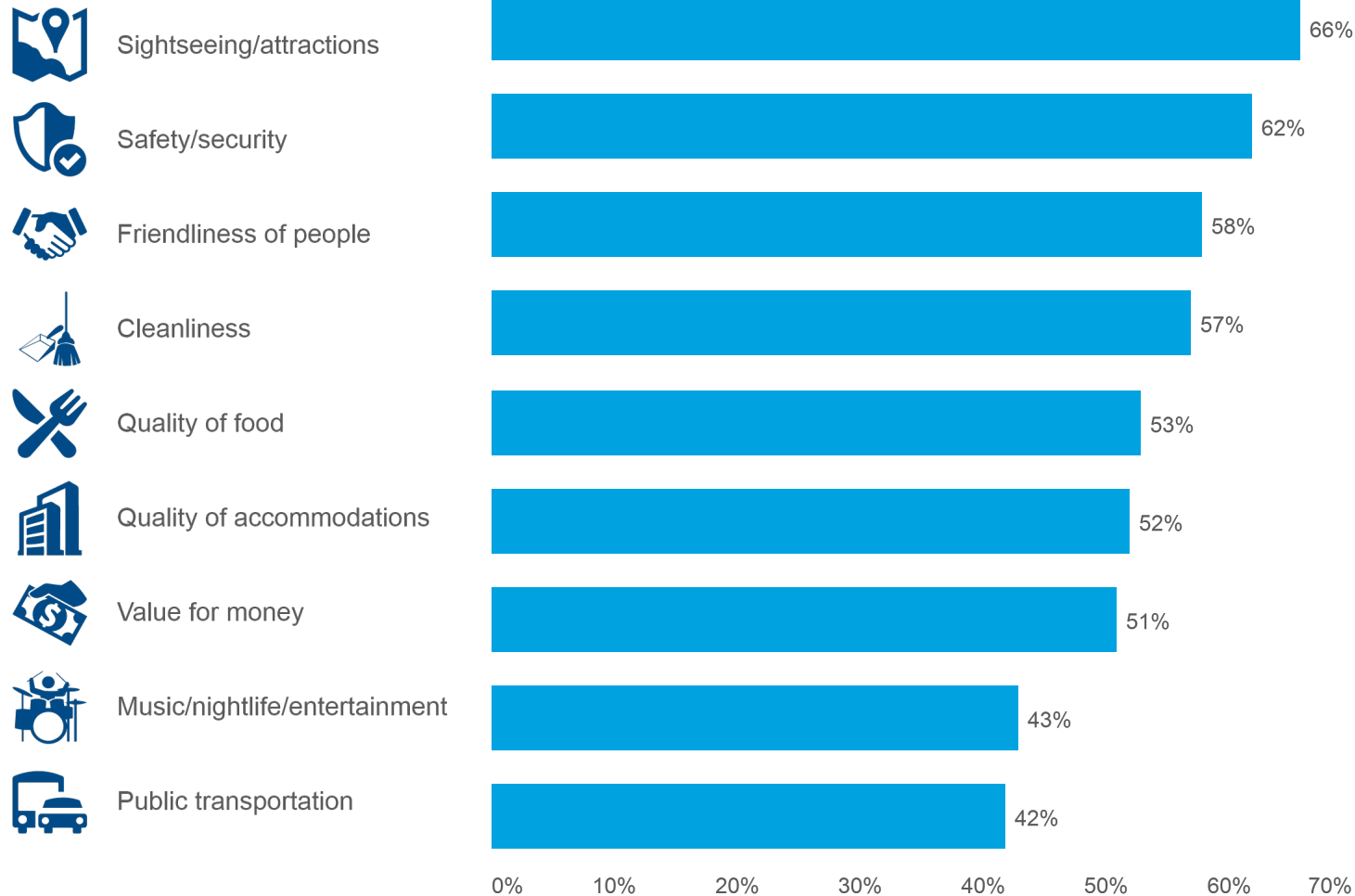
	Colorado	U.S. Norm
 Convenience/grocery shopping	<b>64%</b>	<b>48%</b>
 Souvenir shopping	<b>64%</b>	<b>45%</b>
 Big box stores (Walmart, Costco)	<b>39%</b>	<b>33%</b>
 Boutique shopping	<b>38%</b>	<b>29%</b>
 Outlet/mall shopping	<b>28%</b>	<b>38%</b>
 Antiquing	<b>18%</b>	<b>17%</b>

Base: 2020 Overnight Person-Trips that included Shopping

## Dining Types on Trip

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

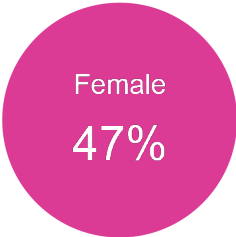
 **73%**  
of overnight travelers were  
very satisfied with their overall  
trip experience



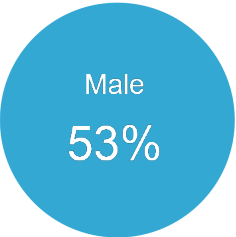
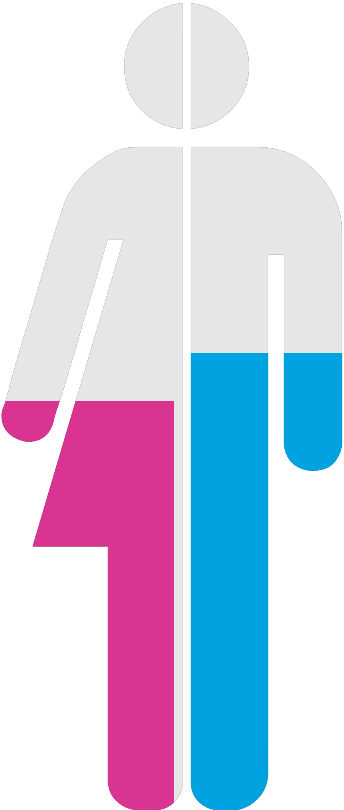
# Demographic Profile of Overnight Colorado Visitors

Base: 2020 Overnight Outdoors Person-Trips

## Gender



U.S. Norm  
48%



U.S. Norm  
52%

## Age

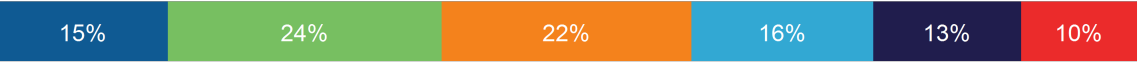
18-24 25-34 35-44 45-54 55-64 65+

### Colorado



Average Age  
39.2

### U.S. Norm



Average Age  
41.5

## Marital Status

Colorado U.S. Norm



Married / with partner



Single / never married



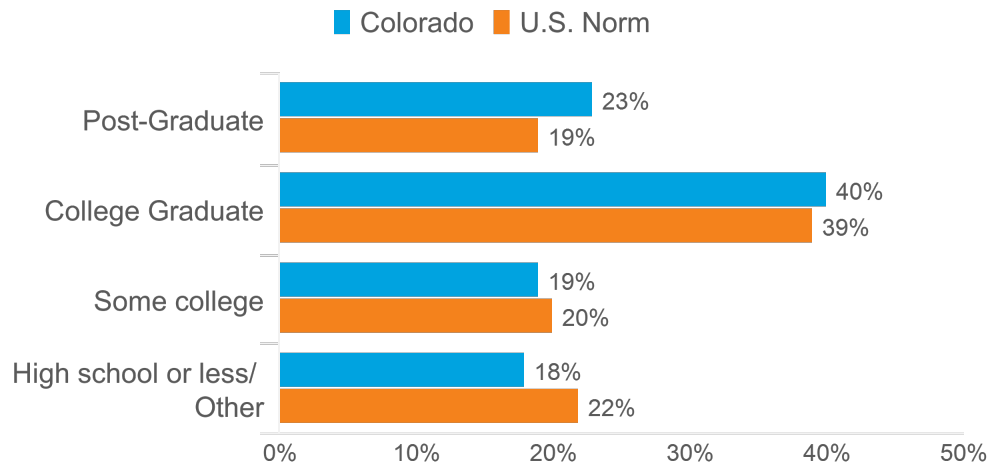
Divorced / widowed / separated



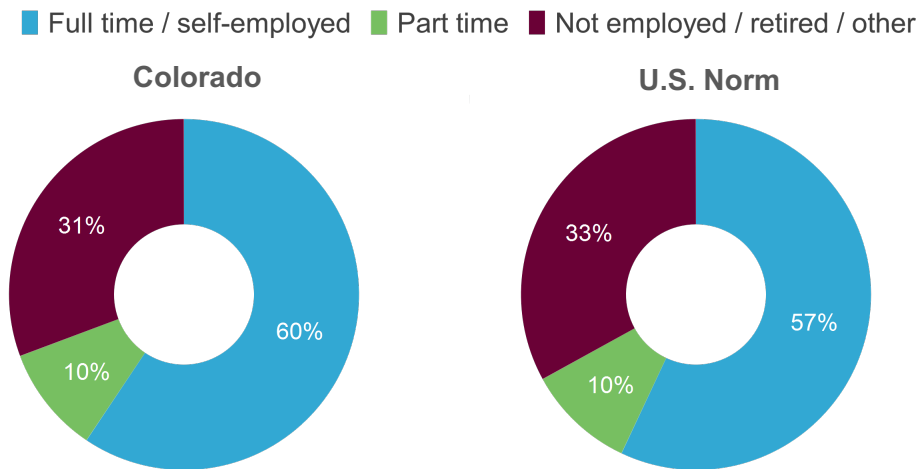
# Demographic Profile of Overnight Colorado Visitors

Base: 2020 Overnight Outdoors Person-Trips

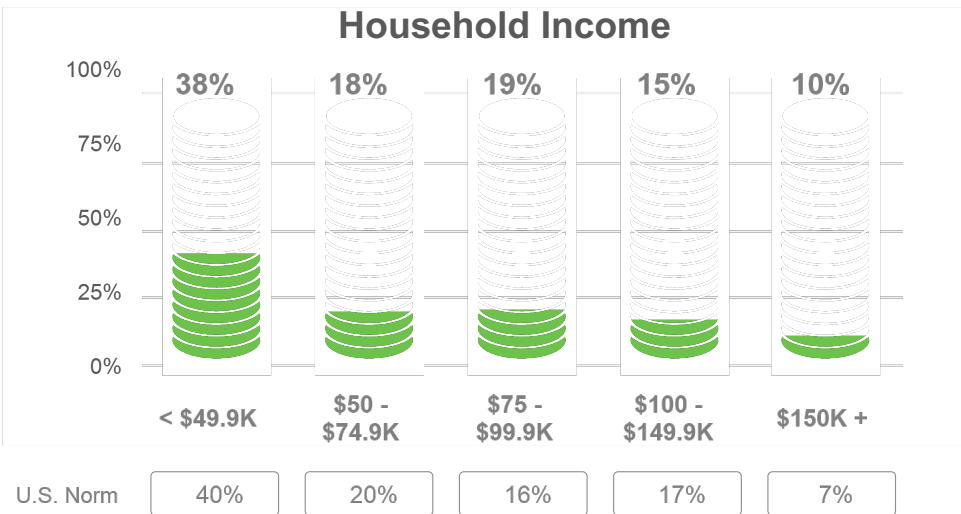
## Education



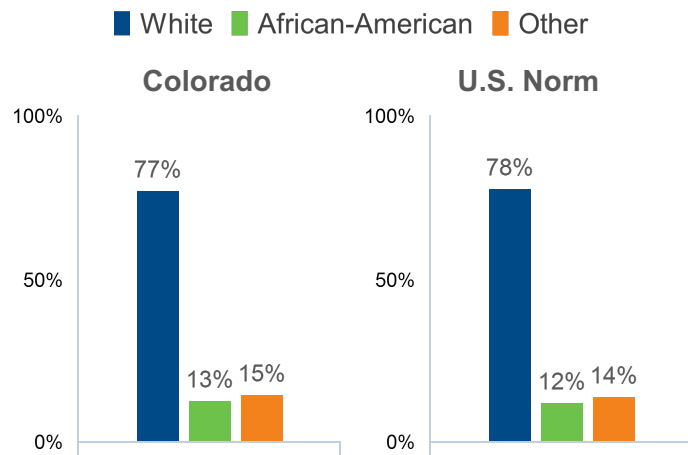
## Employment



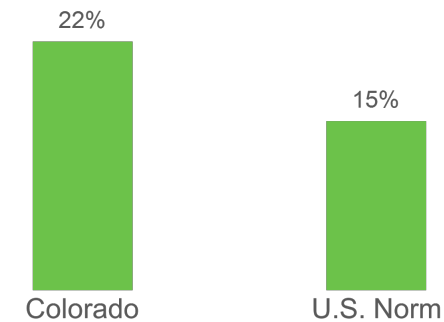
## Household Income



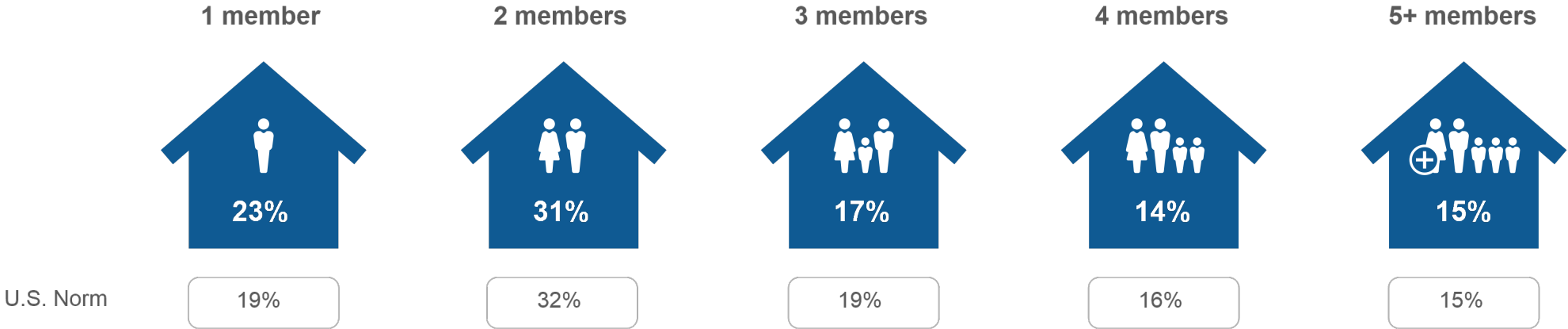
## Race



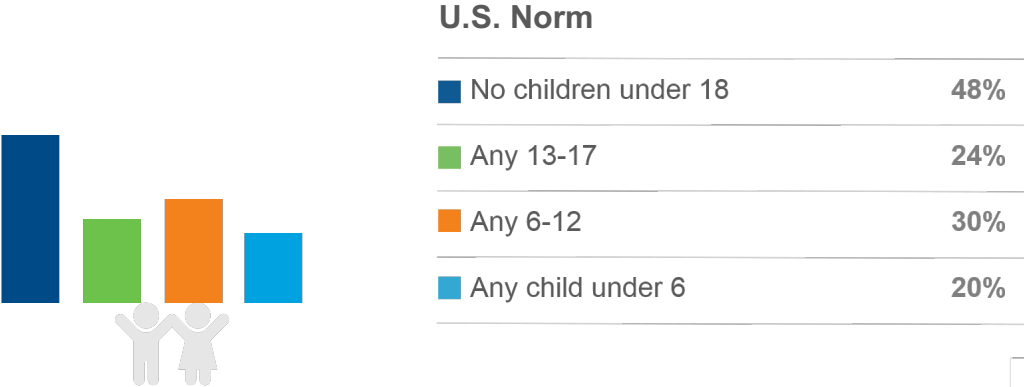
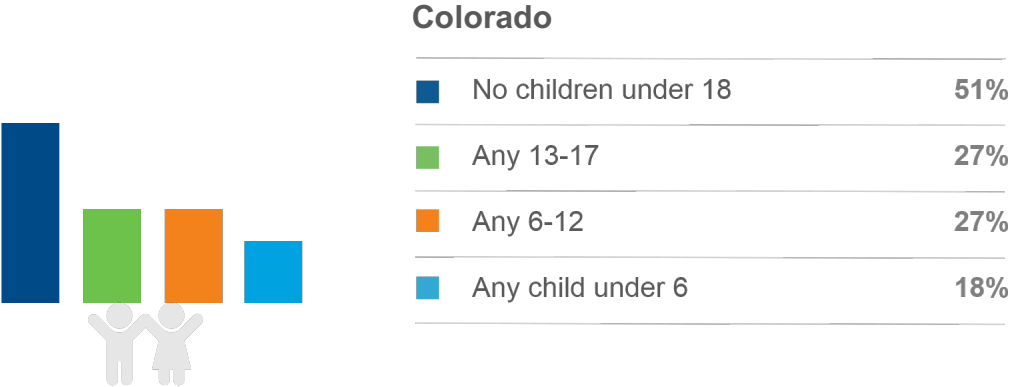
## Hispanic Background



## 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:



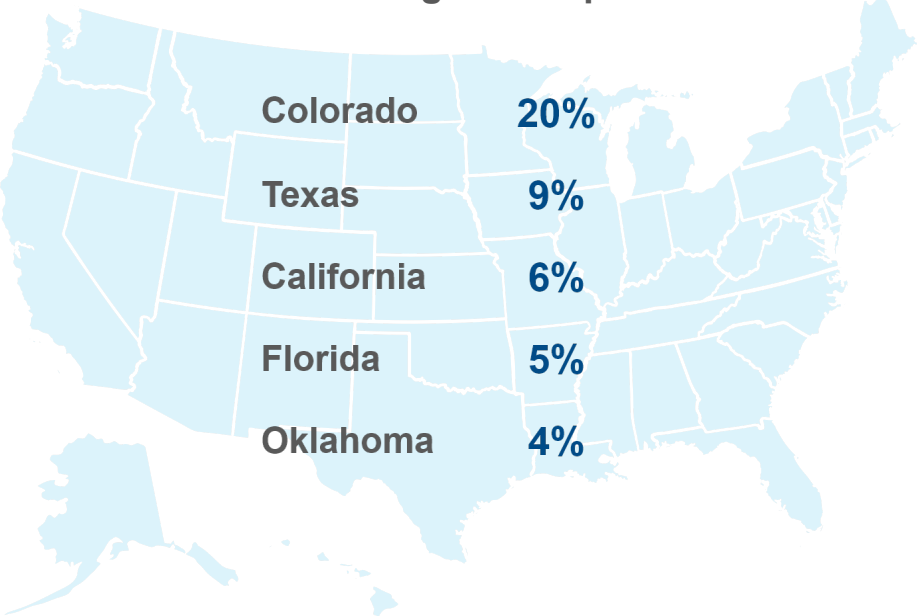
Overnight Base Size

244

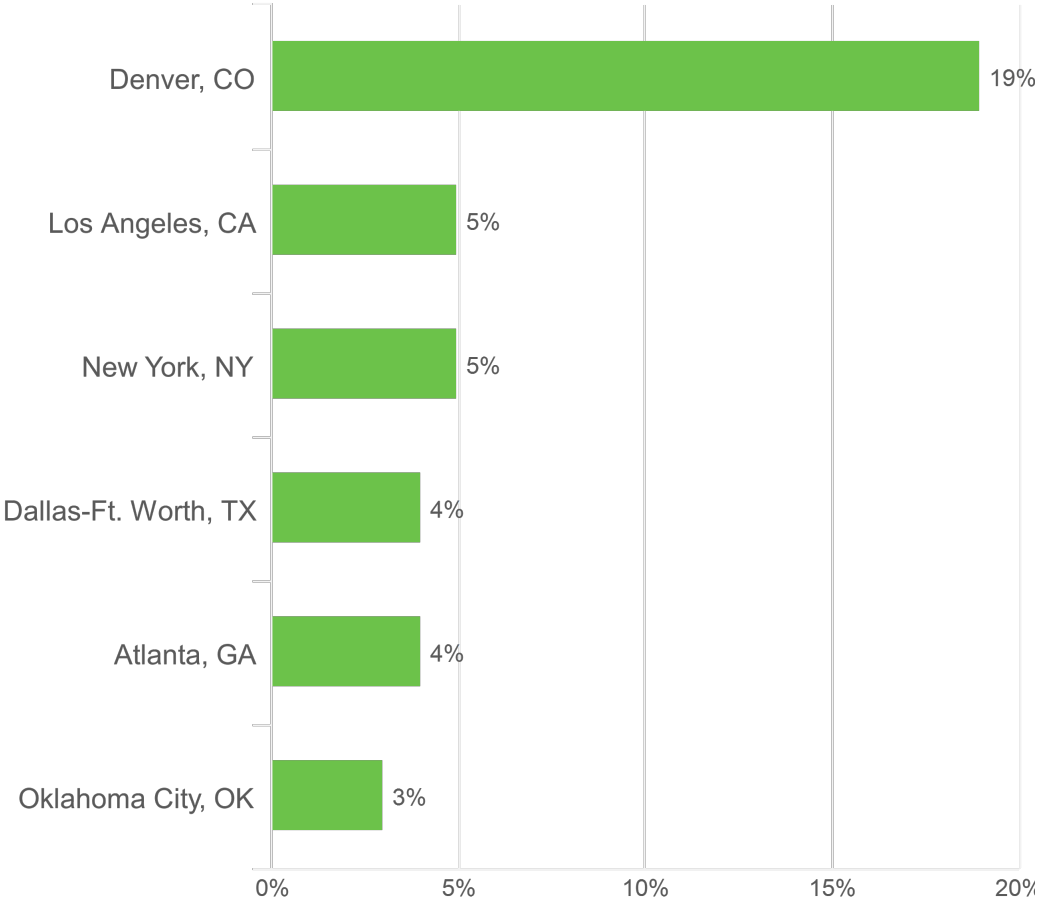
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



## State Origin Of Trip



## DMA Origin Of Trip

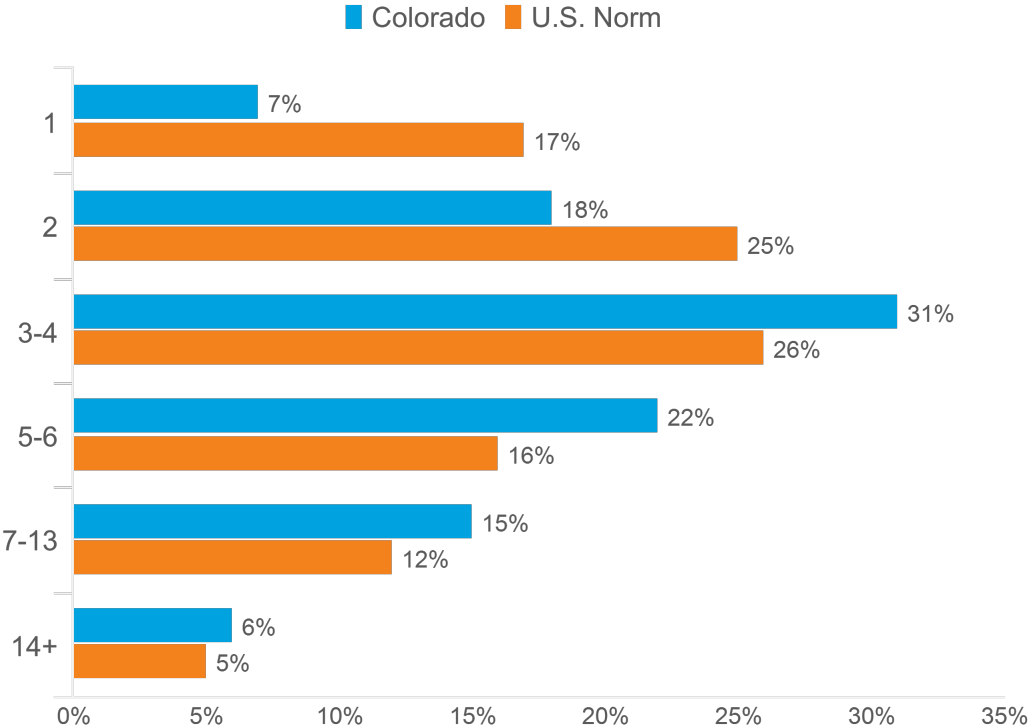


## Past Visitation to Colorado

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

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

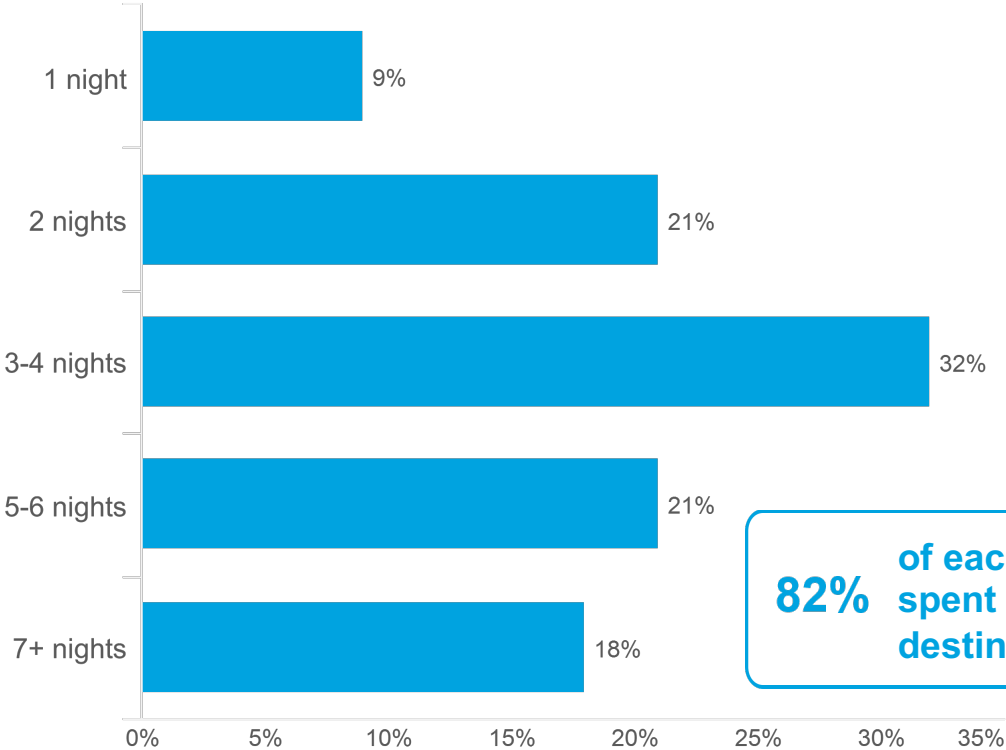
## Total Nights Away on Trip



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

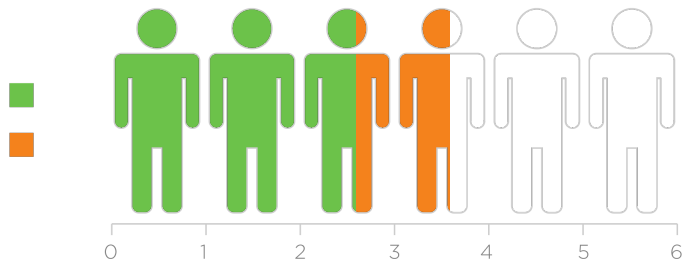
Average number of nights  
**4.6**

Average last year  
**4.0**

## Size of Travel Party

■ Adults ■ Children

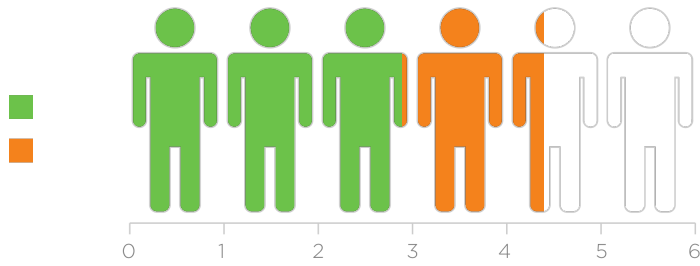
### Colorado



Total  
**3.7**

Average number of people

### U.S. Norm

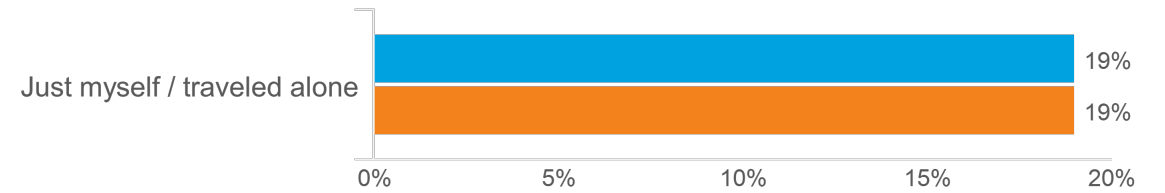


Total  
**4.5**

Average number of people

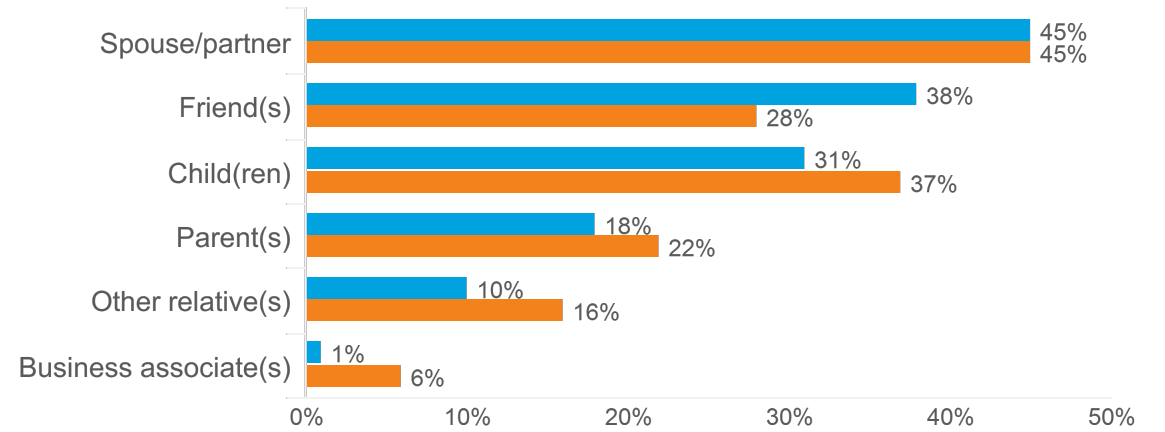
## Percent Who Traveled Alone

■ Colorado ■ U.S. Norm



## Composition of Immediate Travel Party

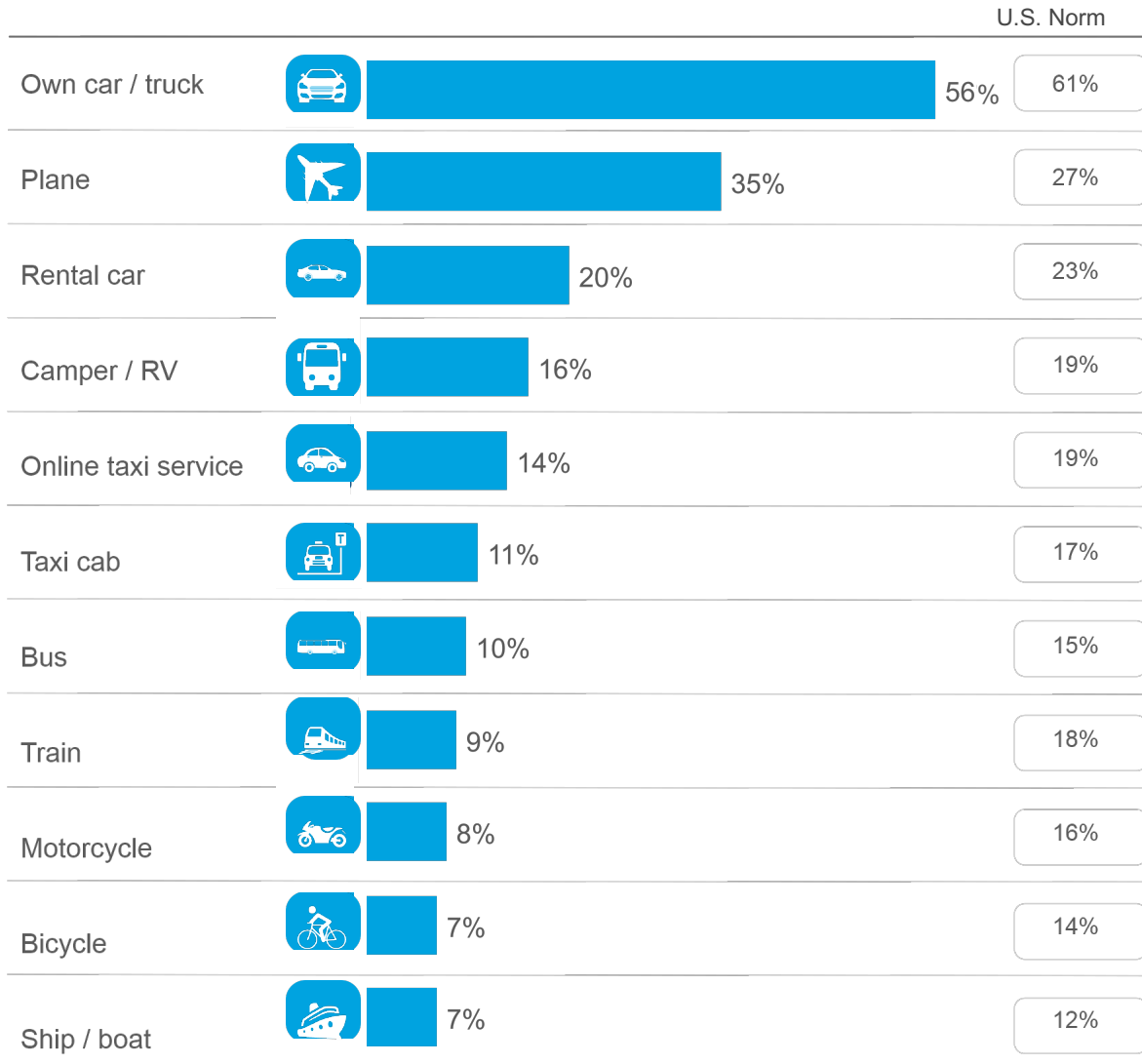
■ Colorado ■ U.S. Norm



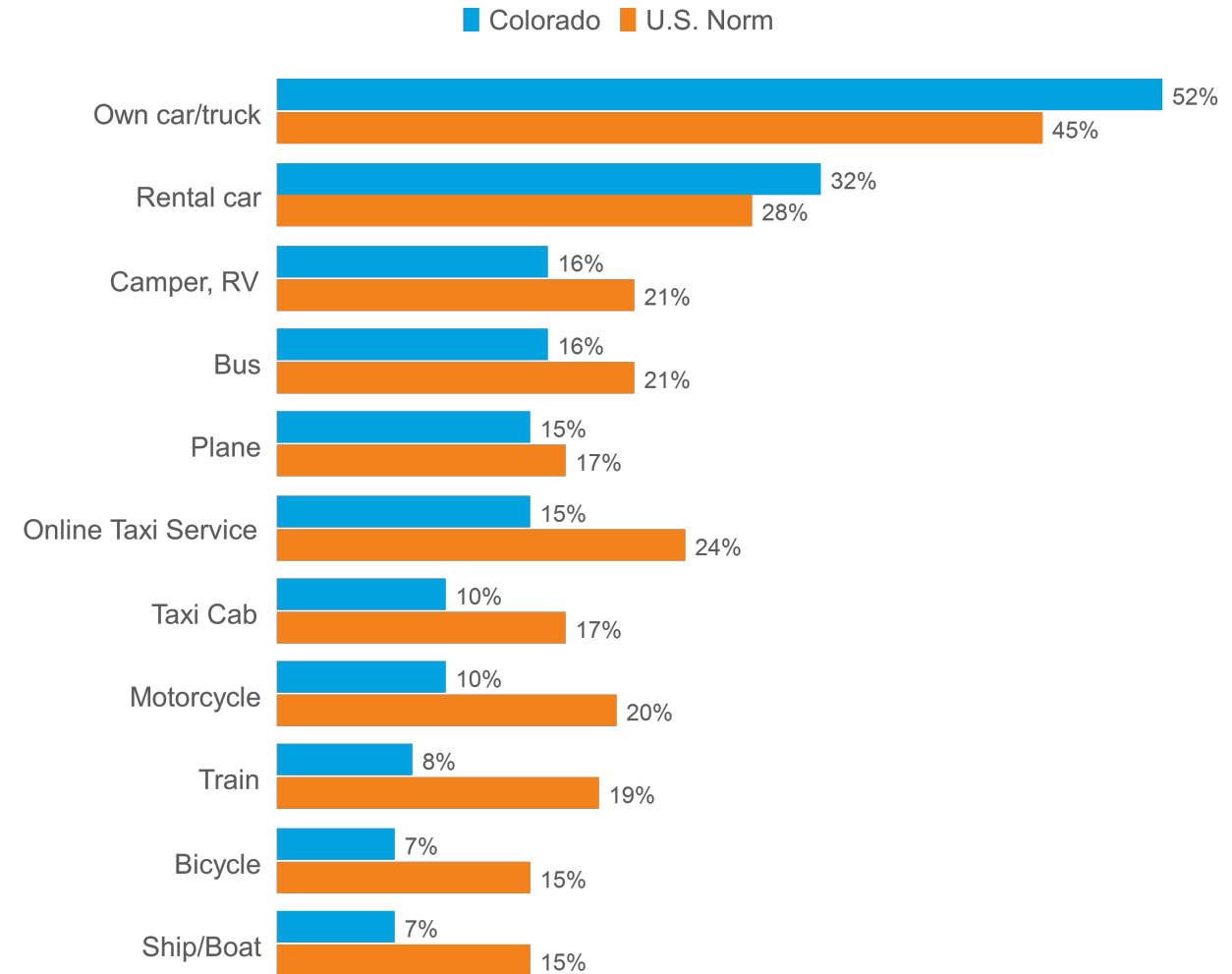
# Colorado's Overnight Trip Characteristics

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

## Transportation Used to get to Destination

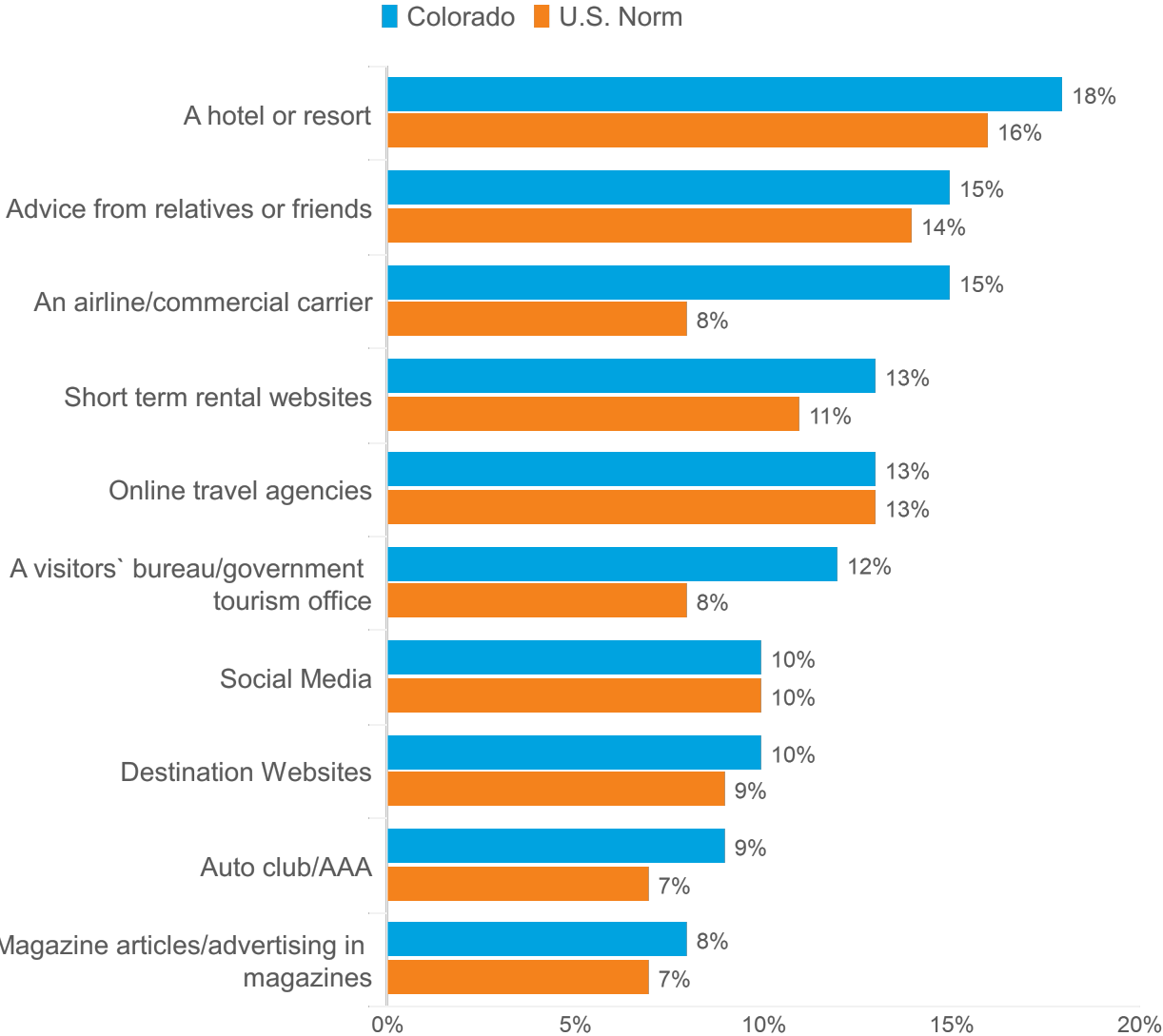


## Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources



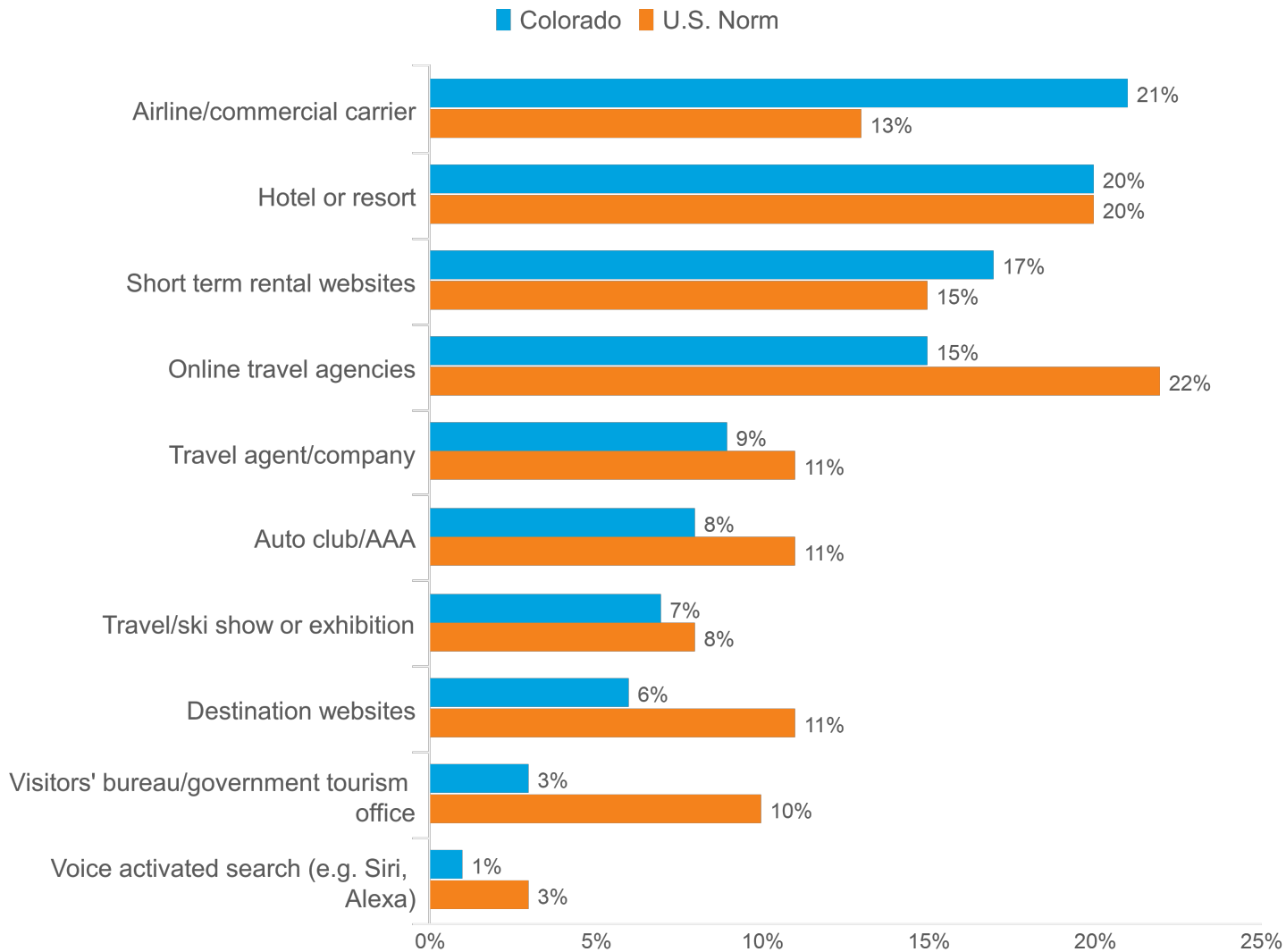
Length of Trip Planning

	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



**88%**

U.S. Norm: **81%**

### Entertainment Activities



**47%**

U.S. Norm: **55%**

### Cultural Activities



**26%**

U.S. Norm: **38%**

### Sporting Activities



**18%**

U.S. Norm: **30%**

### Business Activities









**15%**

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	<b>44%</b>	<b>38%</b>
 Convenience/grocery shopping	<b>41%</b>	<b>39%</b>
 Big box stores (Walmart, Costco)	<b>36%</b>	<b>25%</b>
 Boutique shopping	<b>28%</b>	<b>29%</b>
 Outlet/mall shopping	<b>28%</b>	<b>33%</b>
 Antiquing	<b>12%</b>	<b>16%</b>

Base: 2020 Overnight Person-Trips that included Shopping

## Dining Types on Trip

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

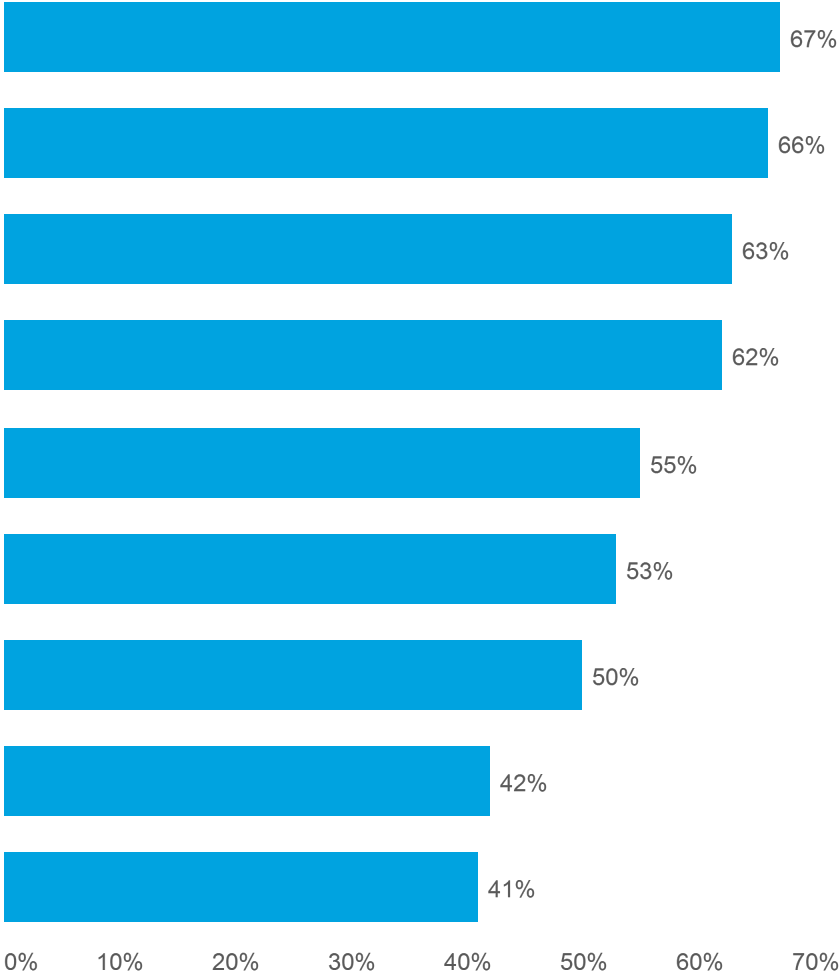




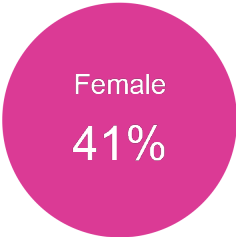
**76%**  
of overnight travelers were  
very satisfied with their overall  
trip experience

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

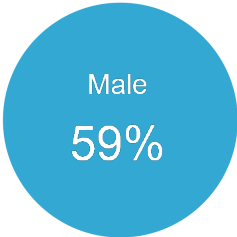
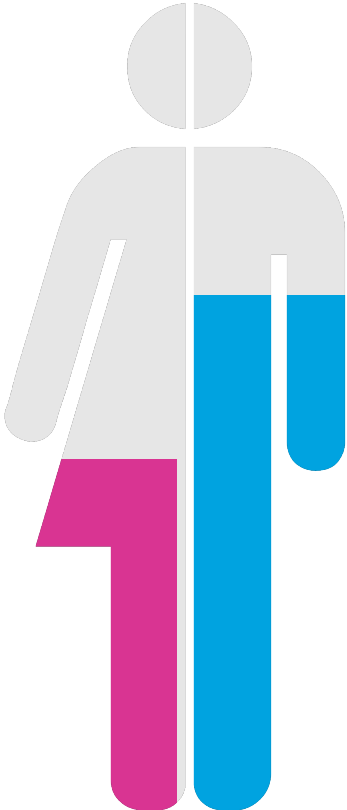
**% Very Satisfied with Trip**



## 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



Married / with partner



Single / never married



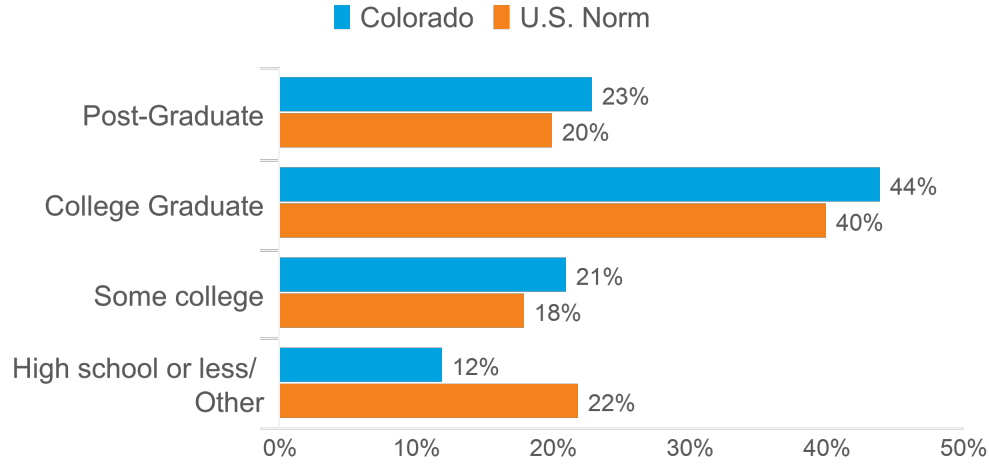
Divorced / widowed / separated



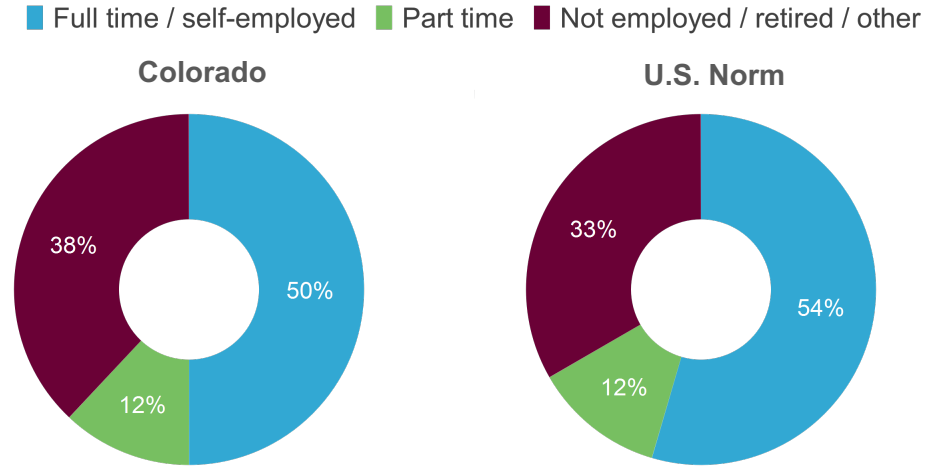
# Demographic Profile of Overnight Colorado Visitors

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

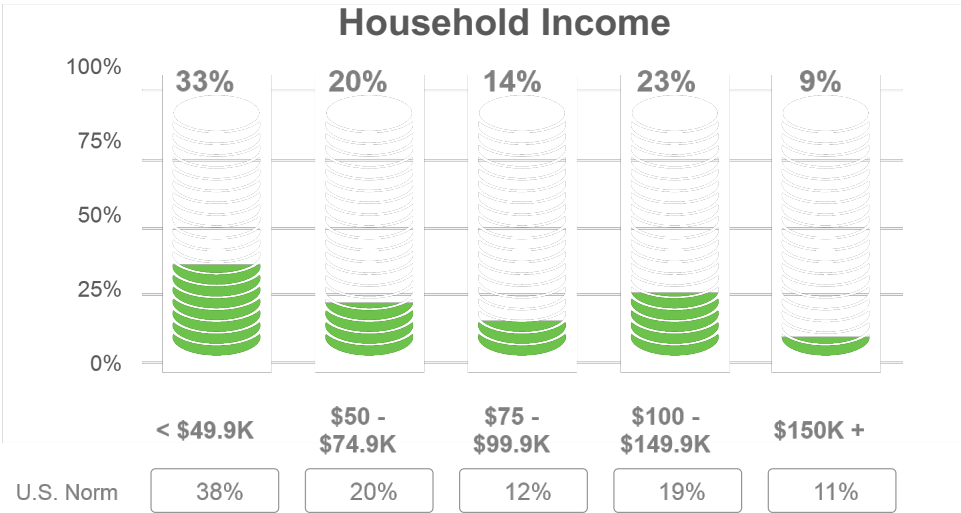
## Education



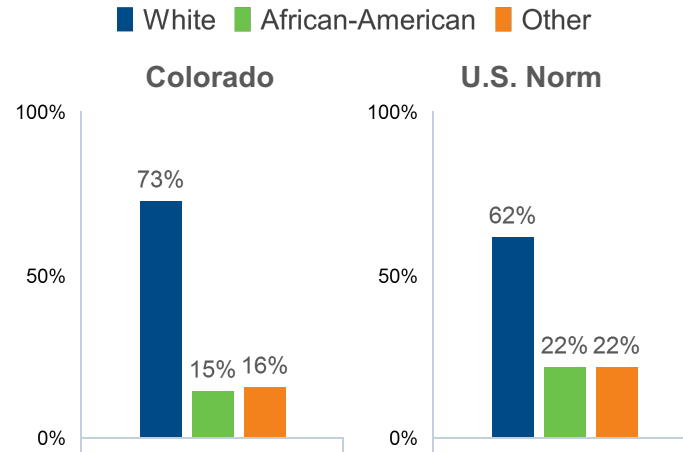
## Employment



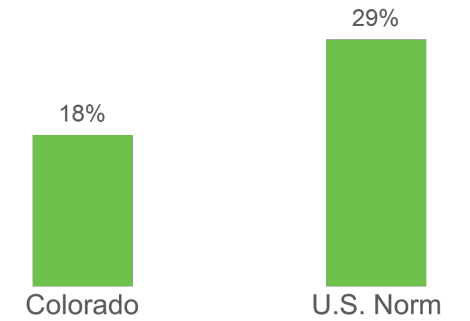
## Household Income



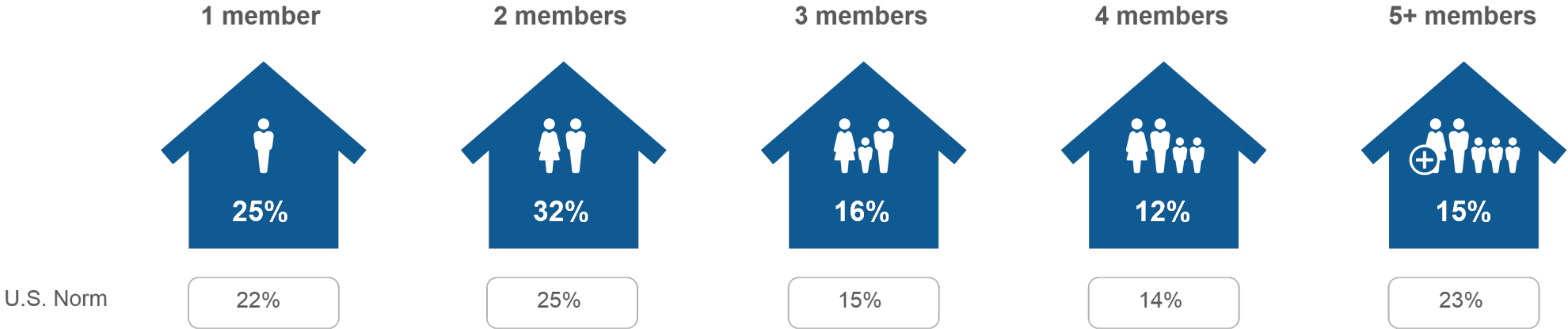
## Race



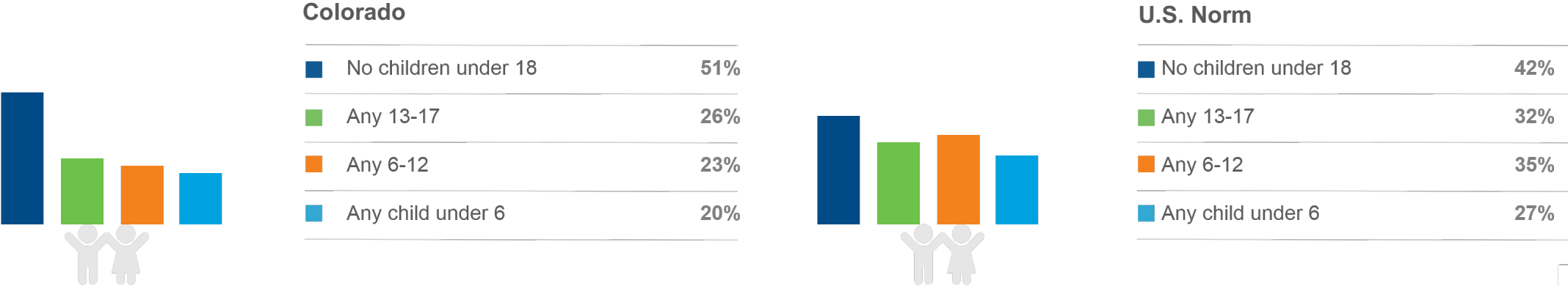
## Hispanic Background



## Household Size



## Children in Household



C  M P A S S

Longwoods  
INTERNATIONAL