



Travel USA Visitor Profile



COLORADO
TOURISM OFFICE

2022

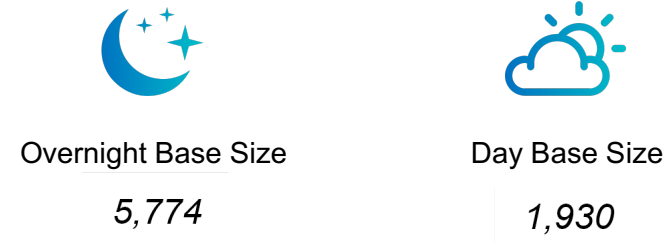
Introduction

- 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 2022.

Methodology

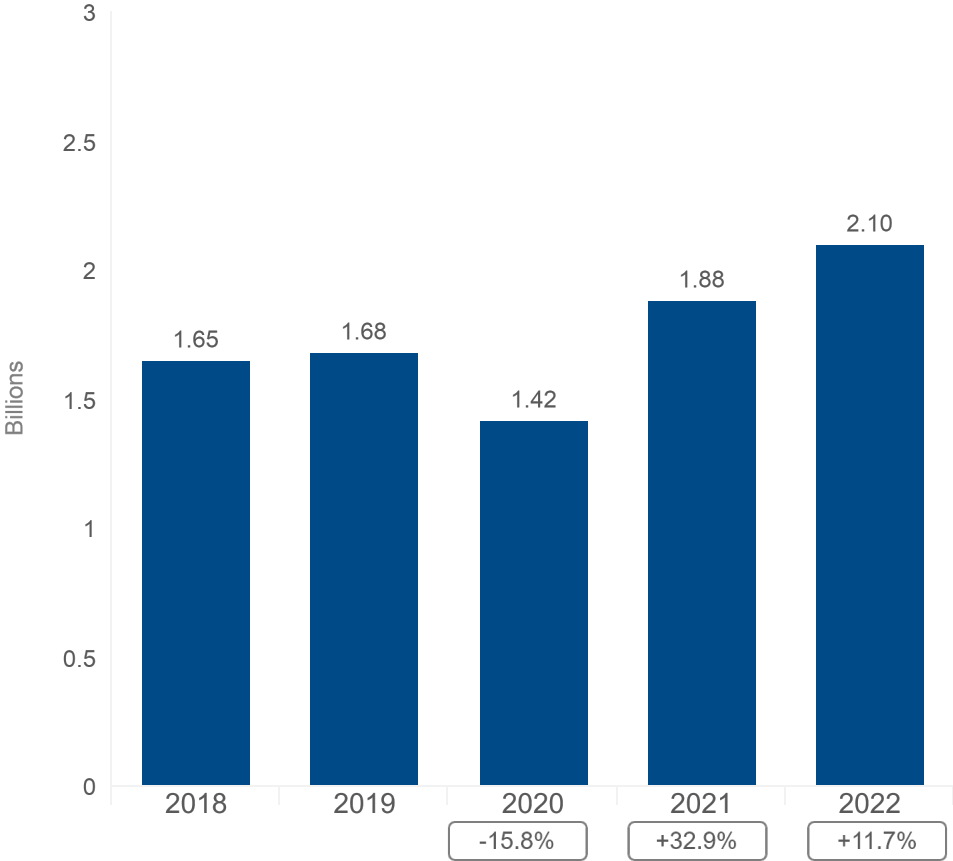
Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Colorado, the following sample was achieved in 2022:

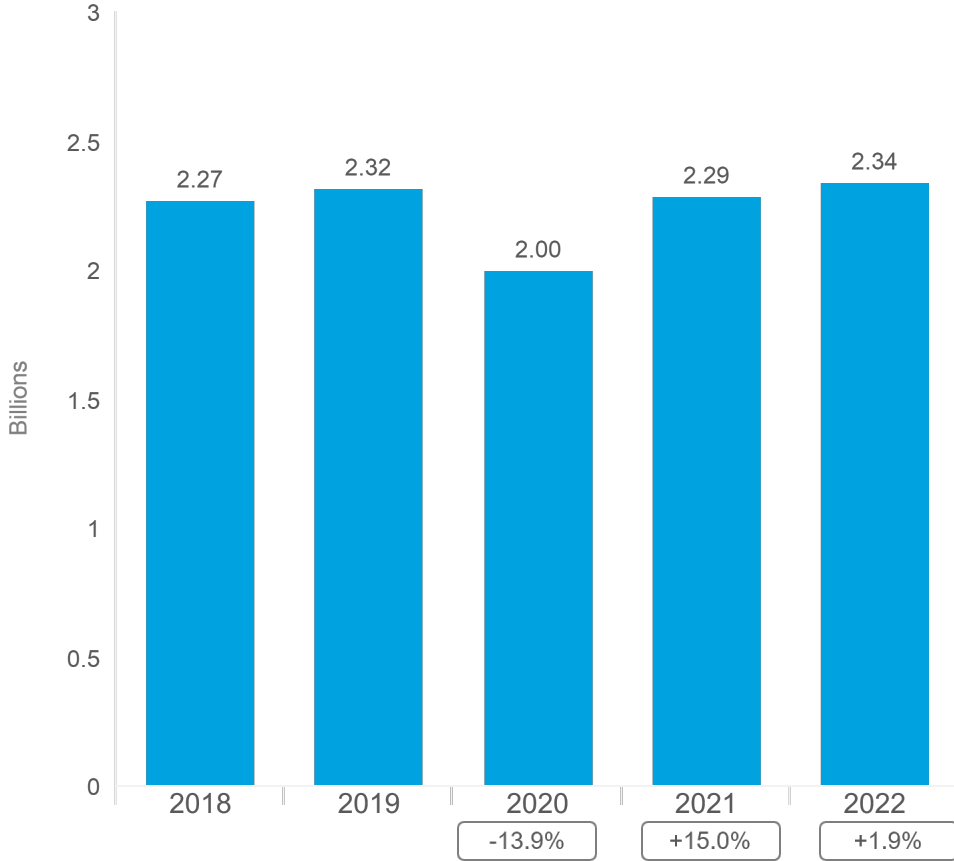


For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of U.S. Overnight Travel Market



Total Size of U.S. Day Travel Market



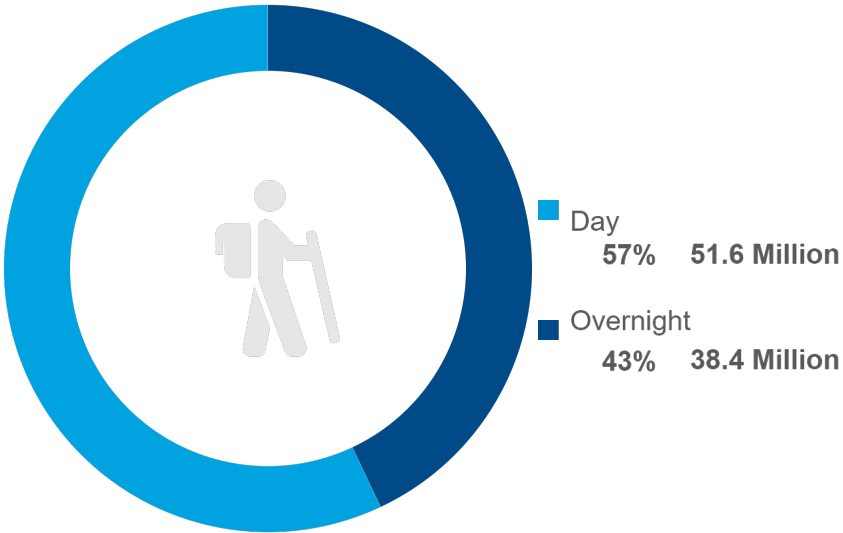
Total Size of Colorado 2022 Domestic Travel Market

Total Person-Trips

90.0 Million

2021: 84.2 Million

+6.9% vs. last year



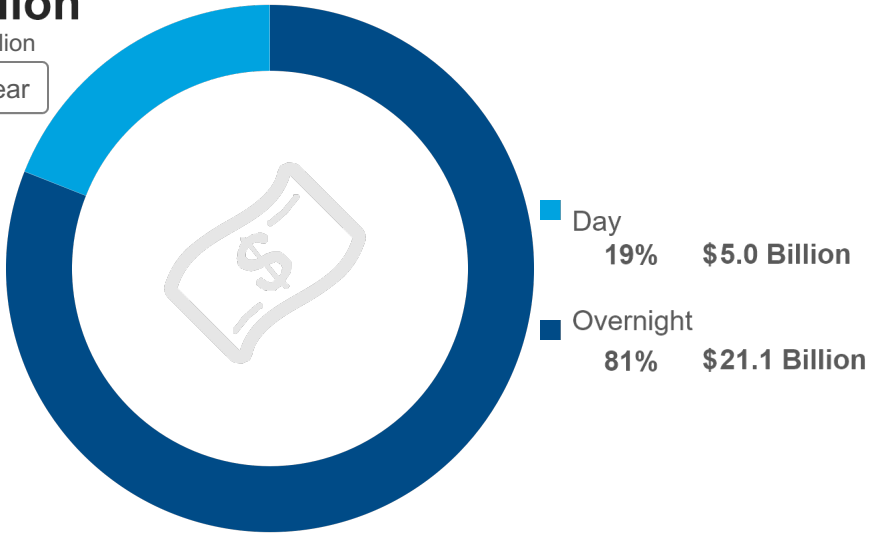
Total Expenditures for Colorado 2022 Domestic Travel Market

Total Spending

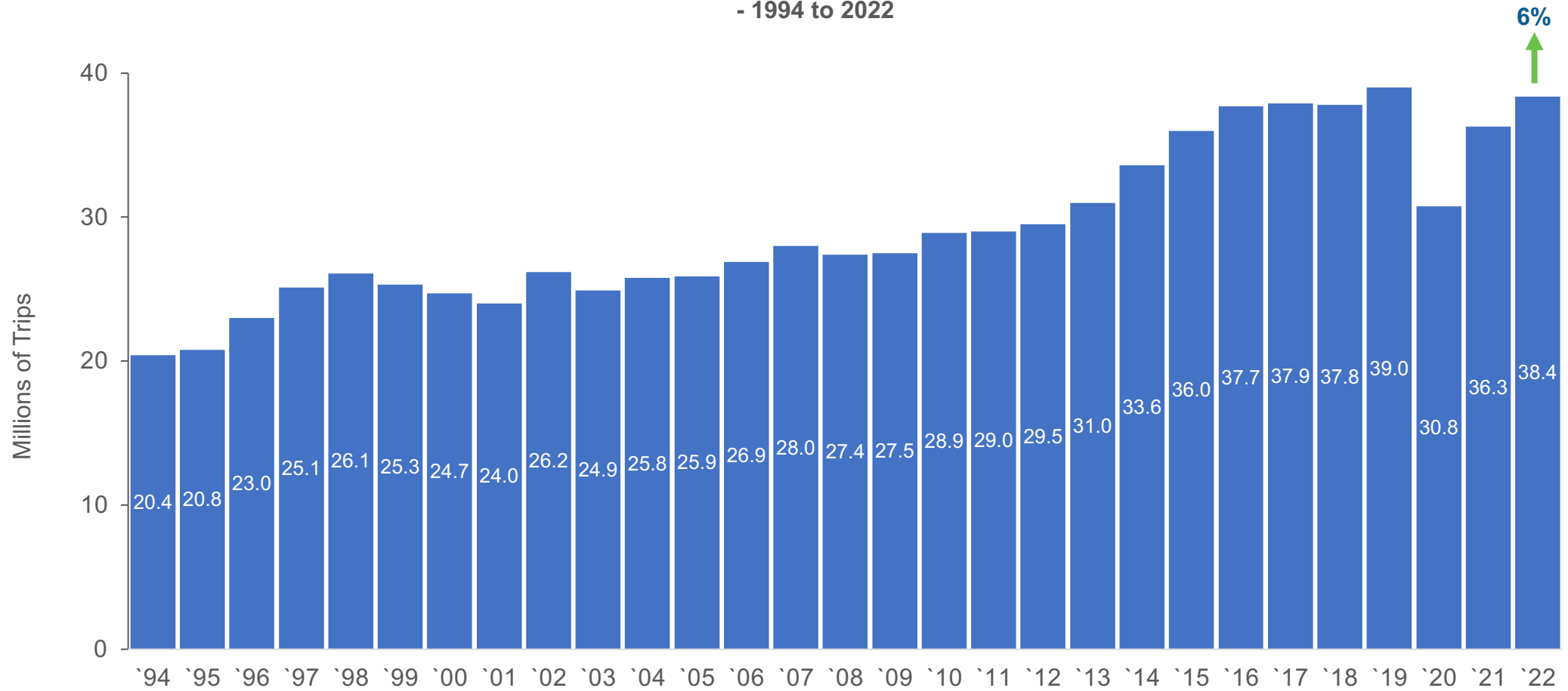
\$ 26.1 Billion

2021: \$21.1 Billion

+23.7% vs. last year

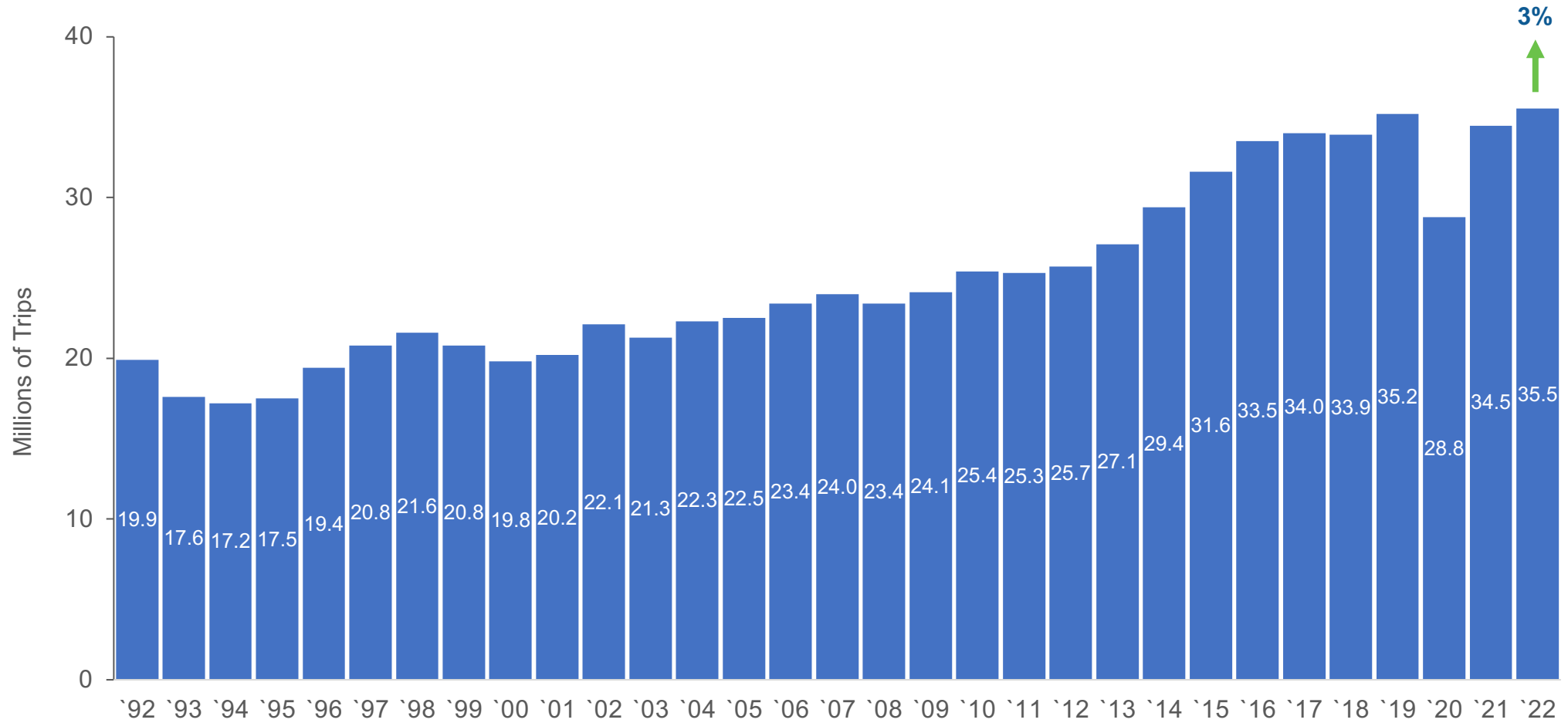


Overnight Trips to Colorado
- 1994 to 2022



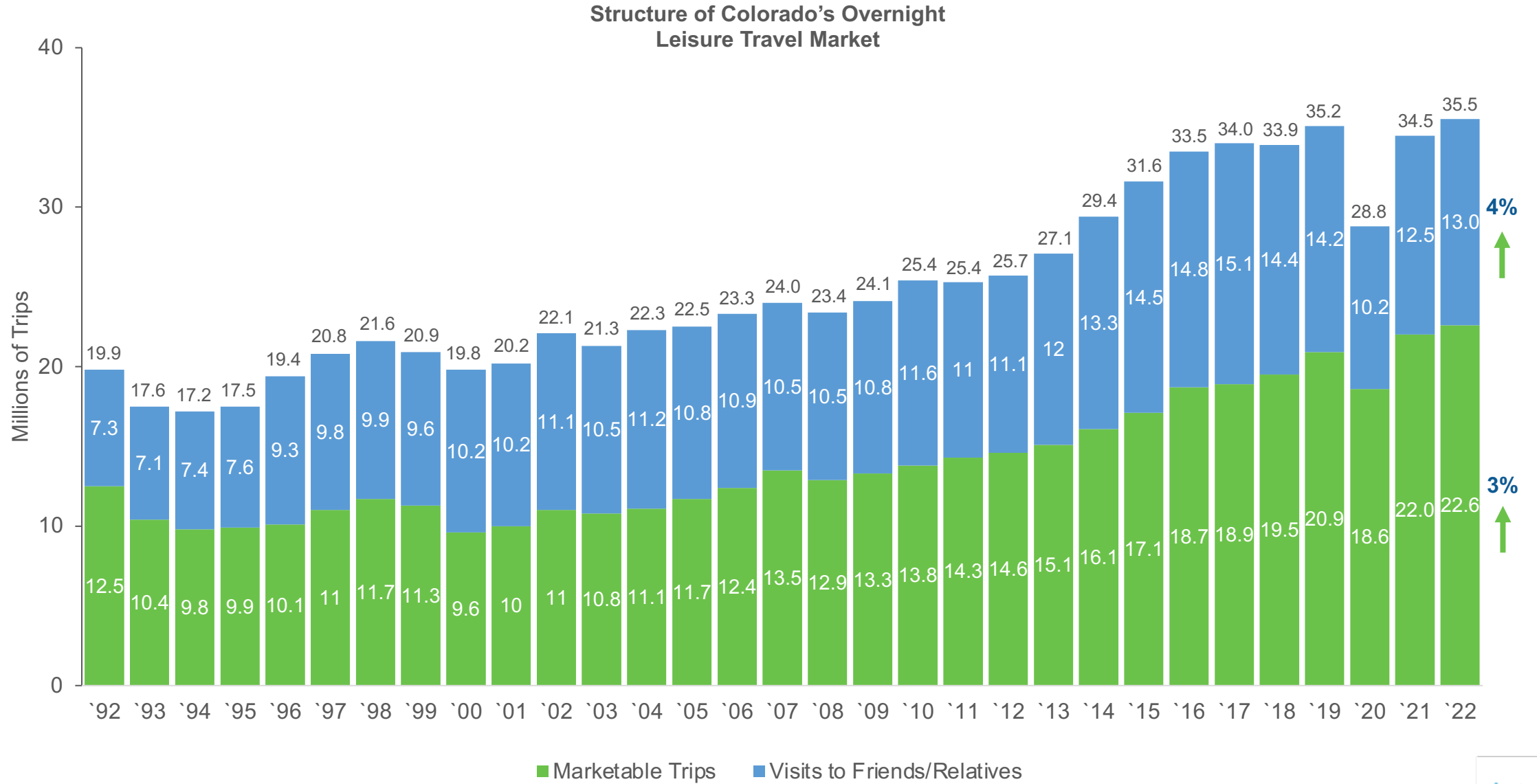
Note: Referencing this and subsequent charts showing annual trends, the Travel USA® survey was standardized for Leisure travel starting in 1992, so all charts about Leisure travel begin with that year. Questions about business trips were added in 1994; so charts about business travel or that show a total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

Overnight Leisure Trips to Colorado - 1992 to 2022

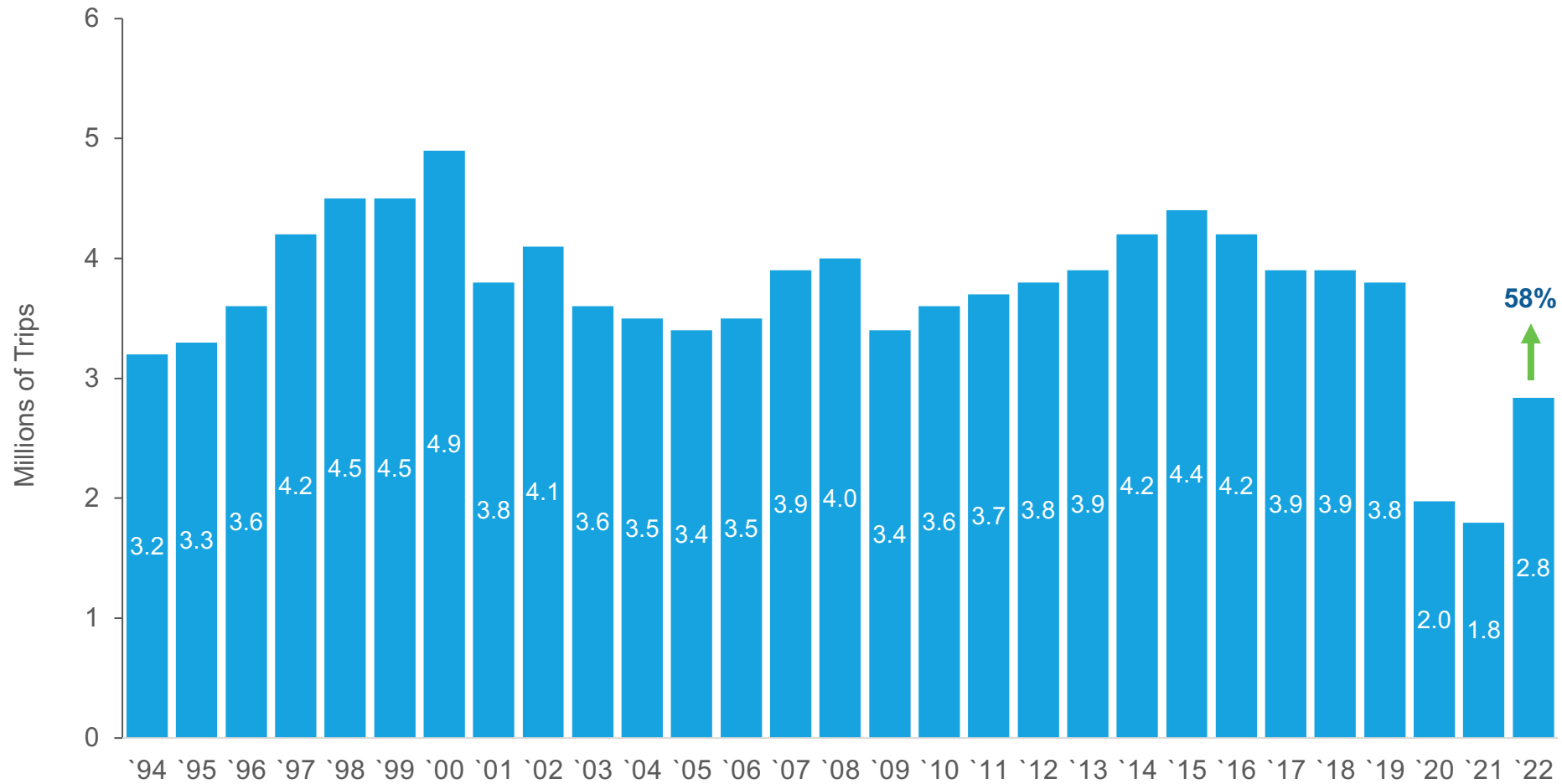


Size and Structure of Colorado's Travel Market

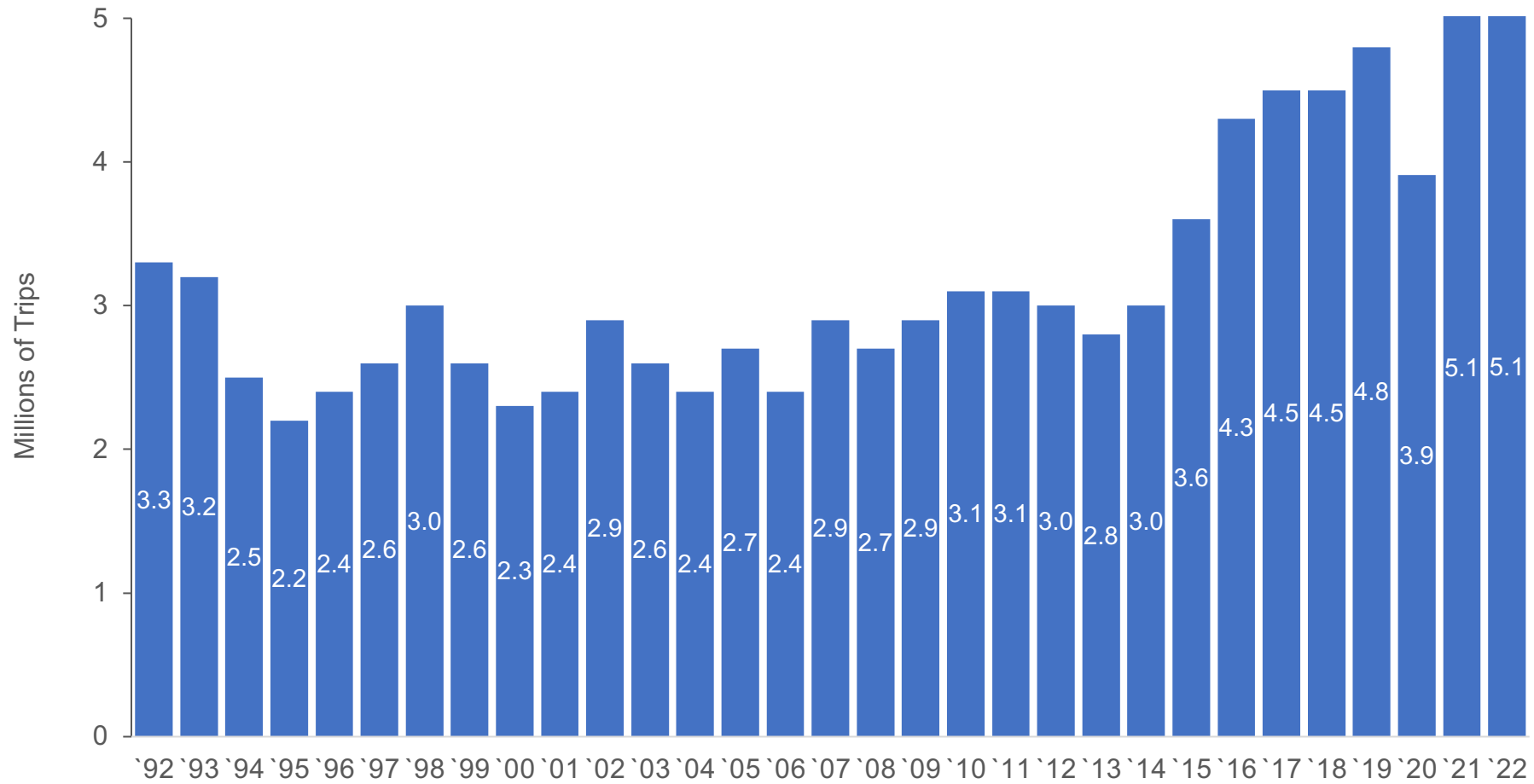
Base: Overnight Leisure Person-Trips



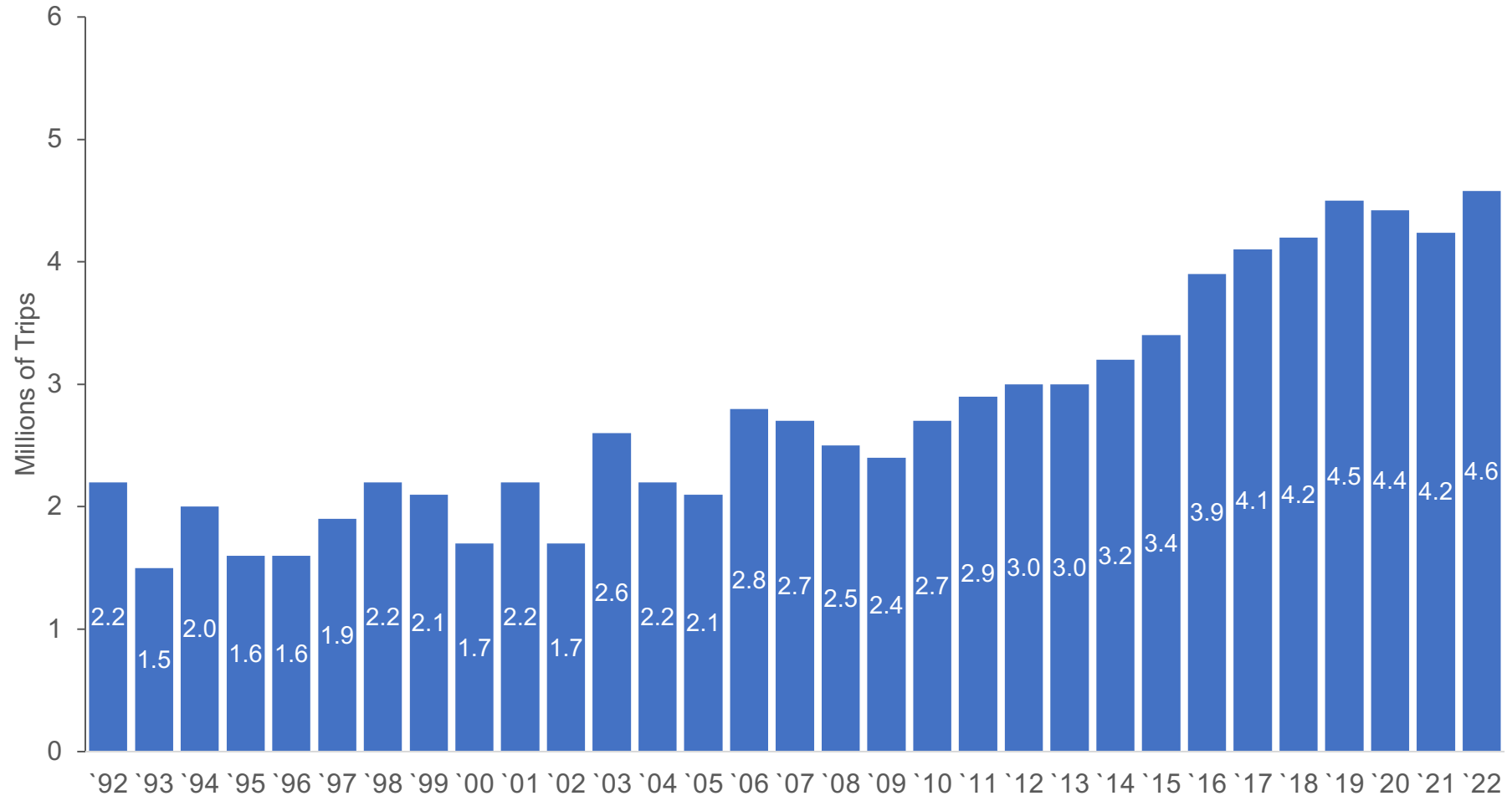
Overnight Business Trips to Colorado - 1994 to 2022



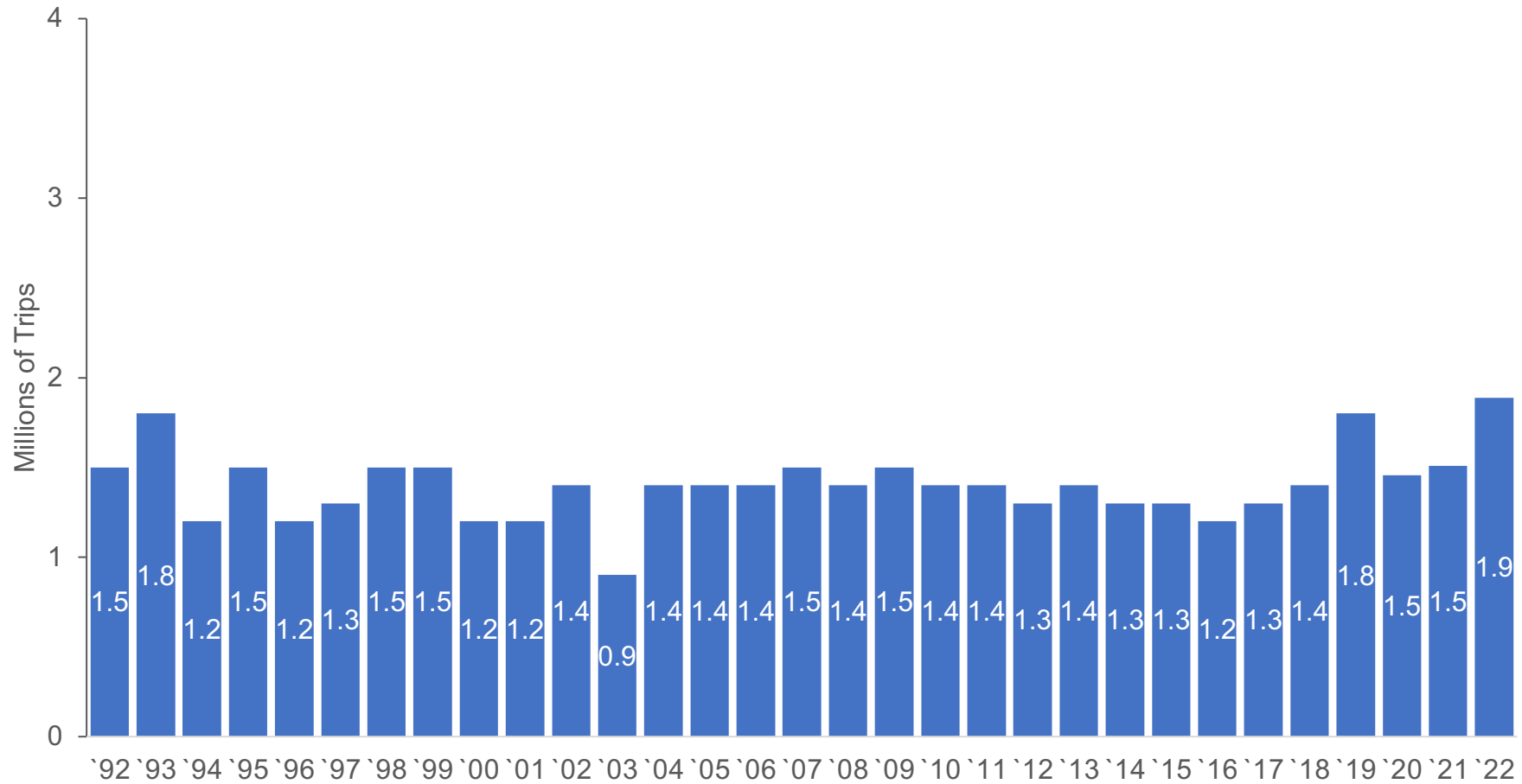
Overnight Touring Trips to Colorado - 1992 to 2022



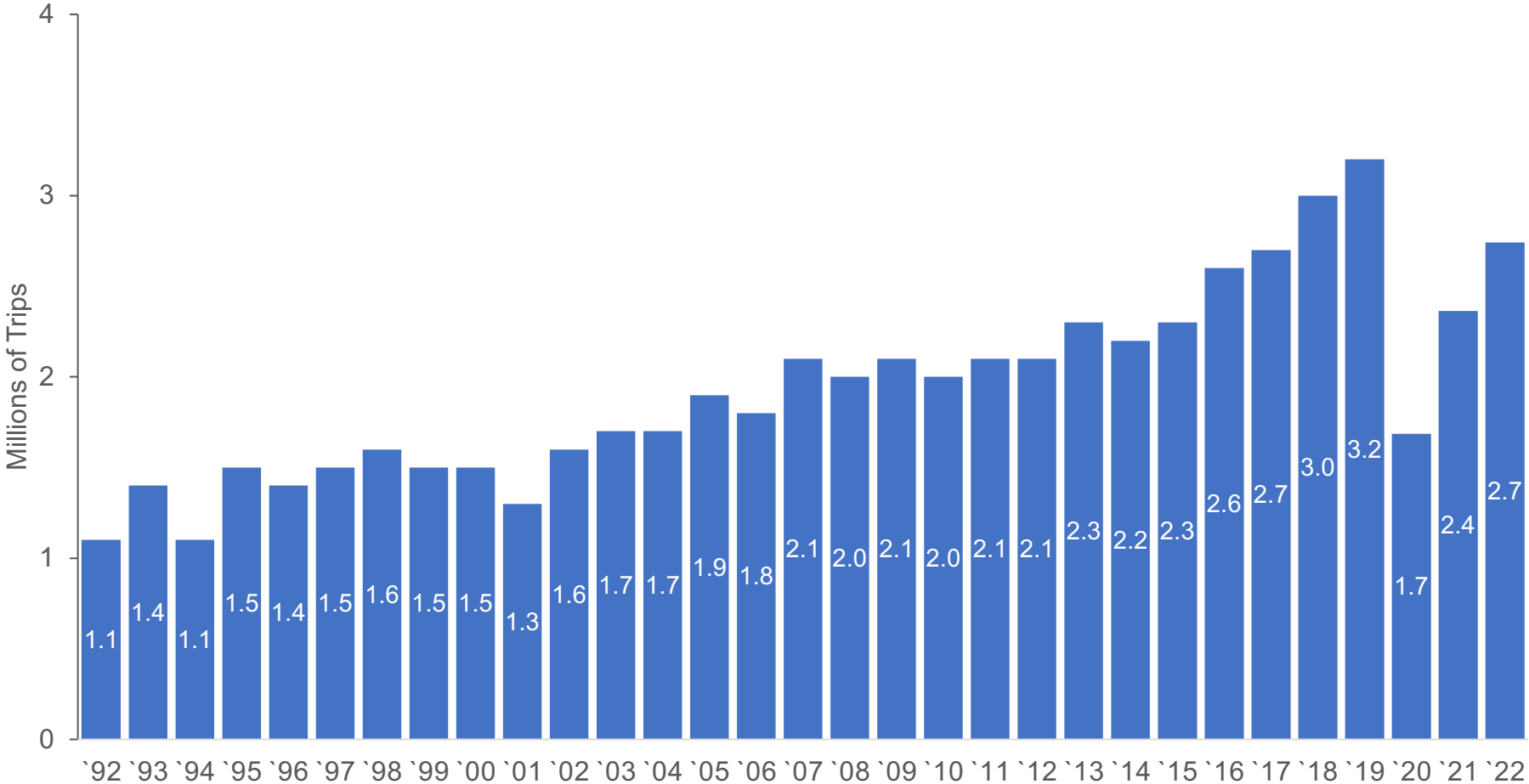
Overnight Outdoor Trips to Colorado - 1992 to 2022



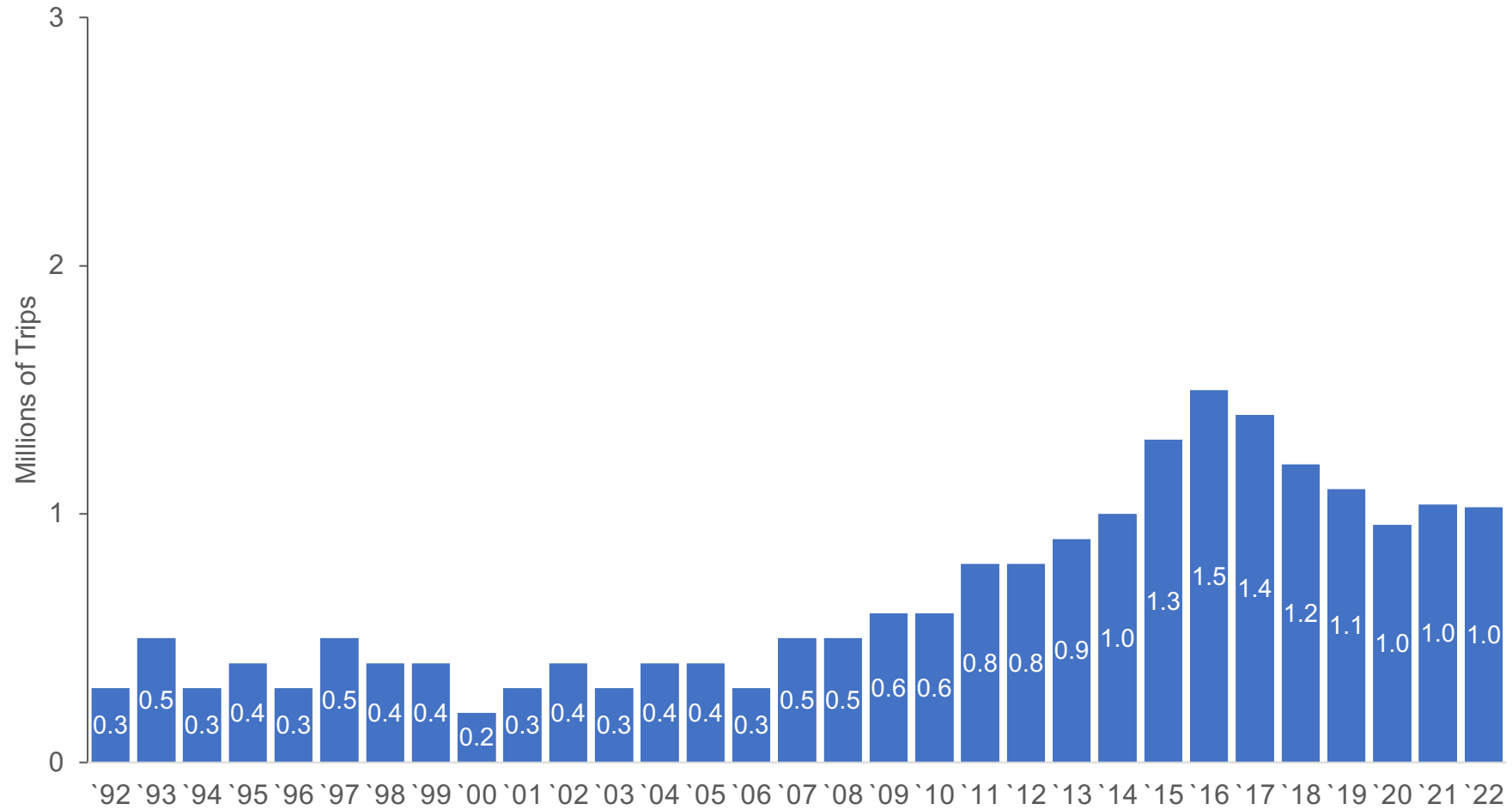
Overnight Business-Leisure Trips to Colorado - 1992 to 2022

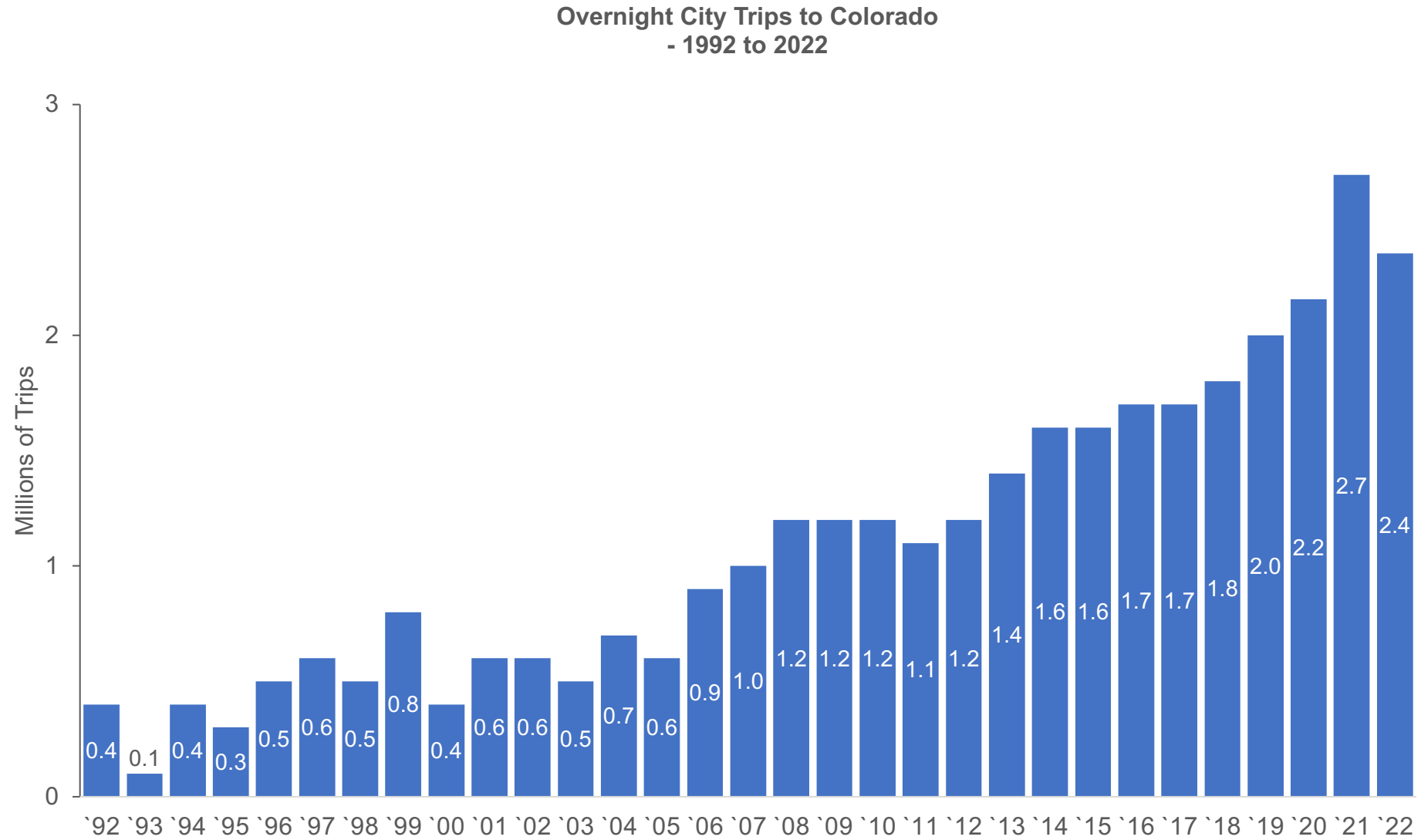


Overnight Special Event Trips to Colorado - 1992 to 2022

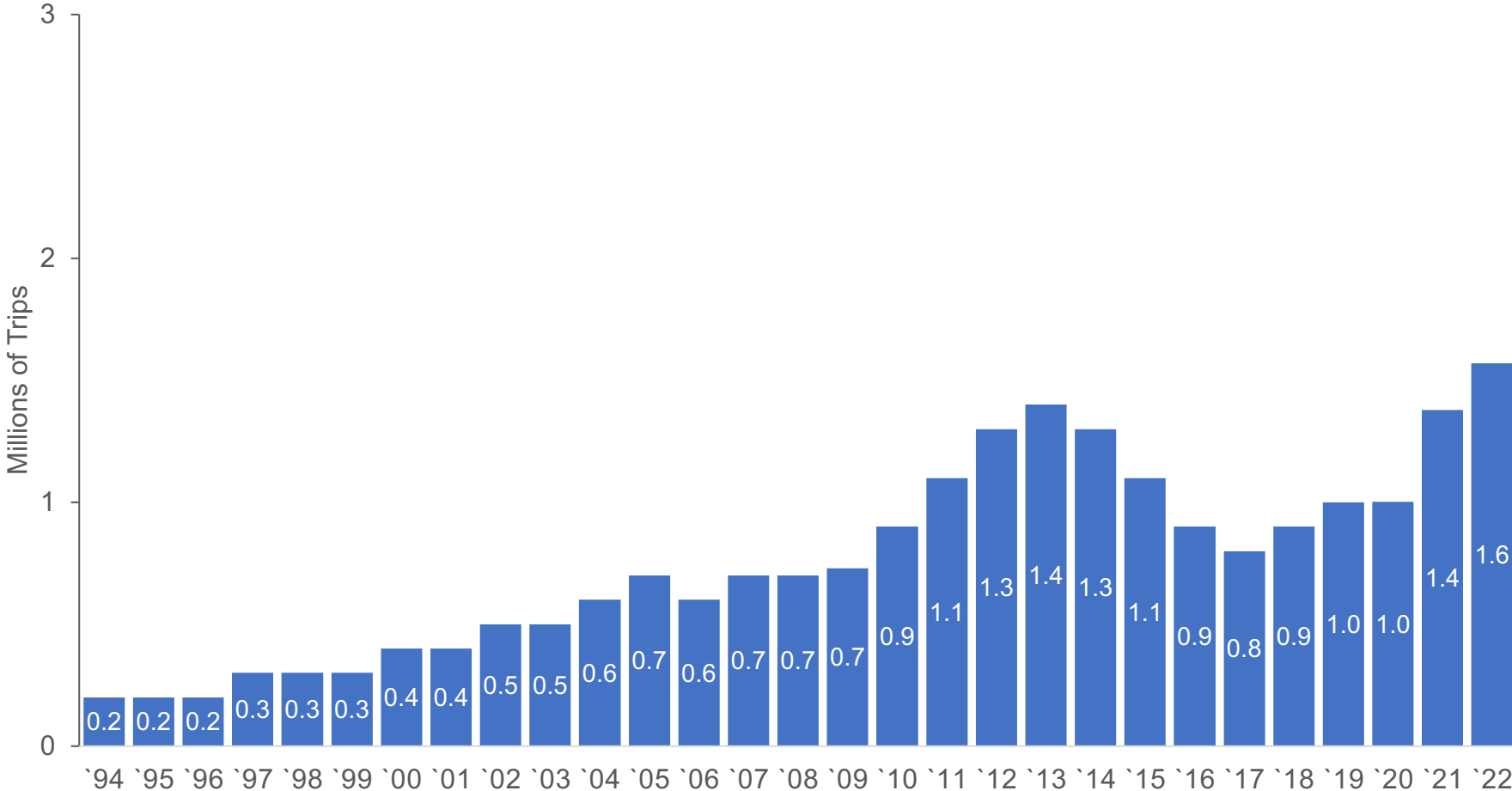


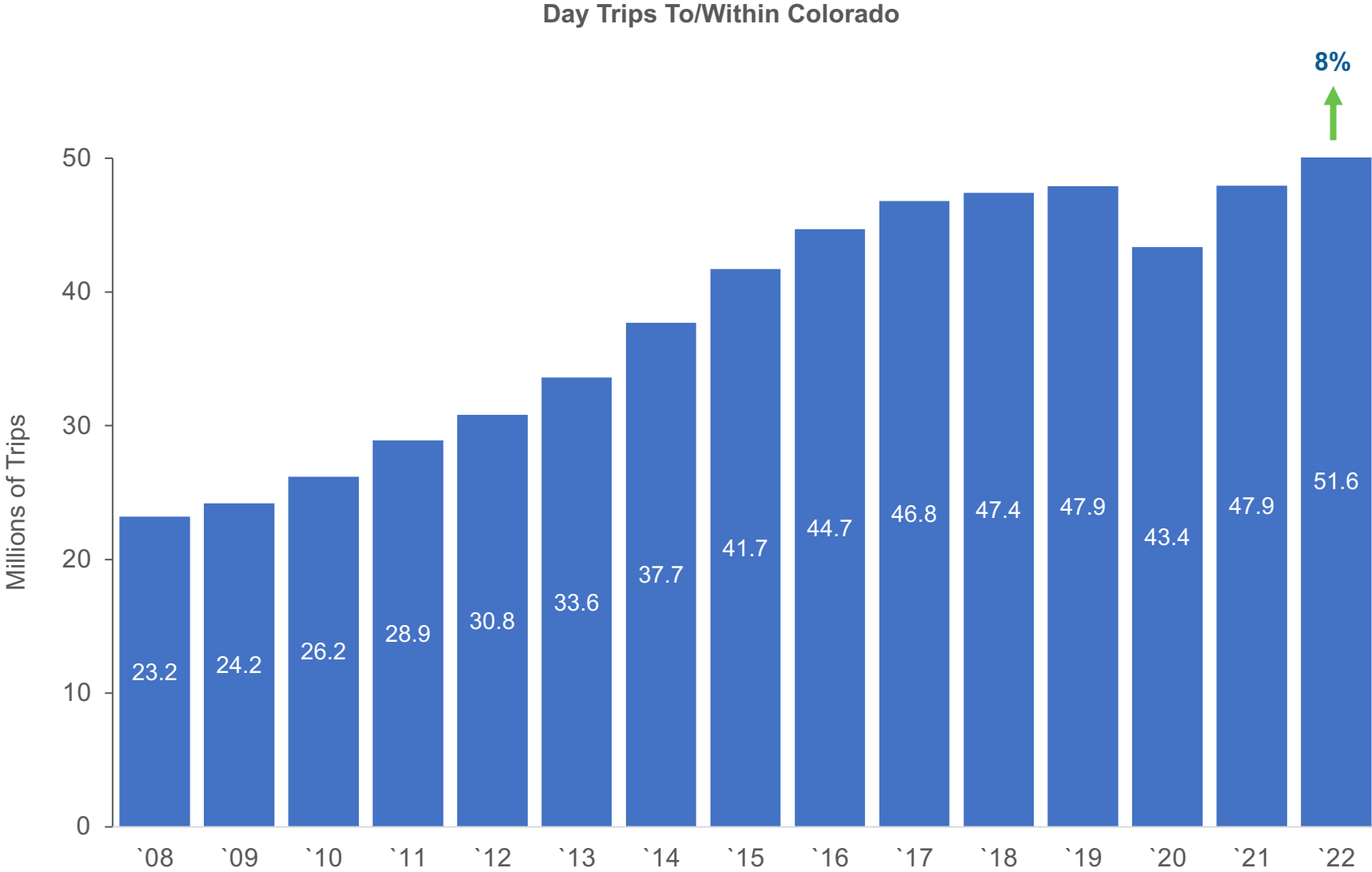
Overnight Resort Trips to Colorado - 1992 to 2022





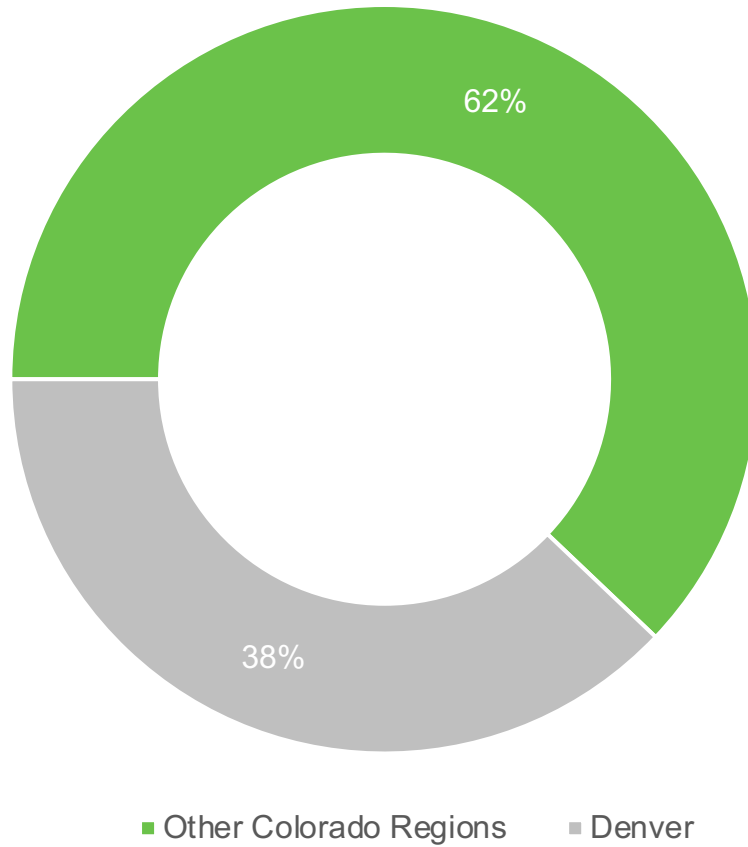
Overnight Casino Trips to Colorado - 1994 to 2022



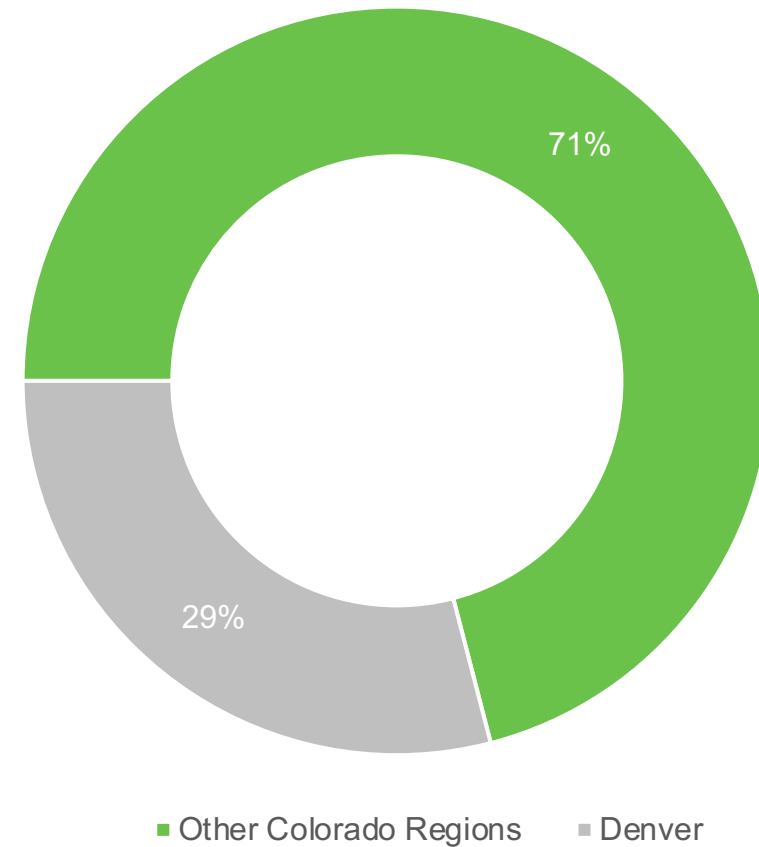


Total Travel Spending in Colorado in 2022 Overall Total = \$26.1 Billion

Total Overnight = \$21.1 Billion

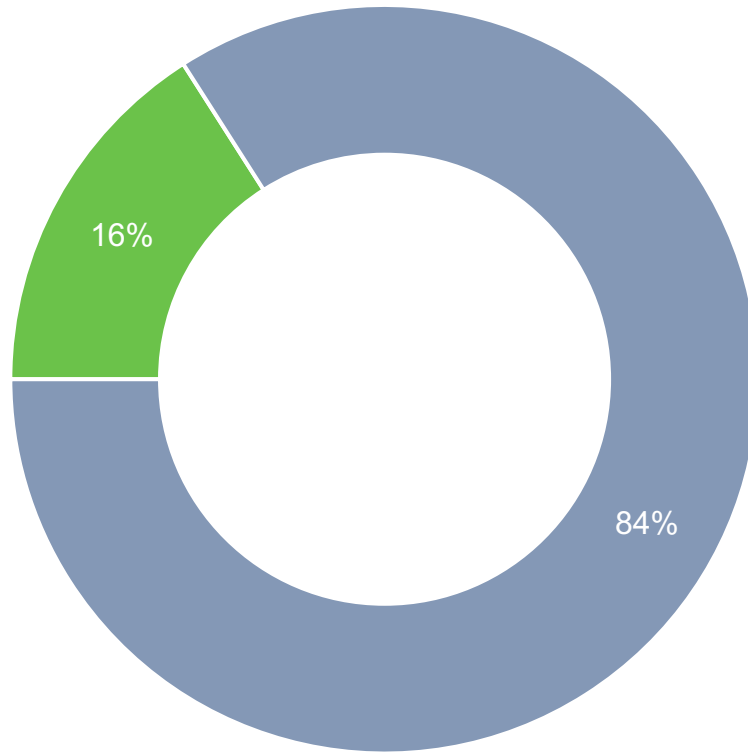


Total Day = \$5.0 Billion



Total Travel Spending in Colorado - Overnight Visitors

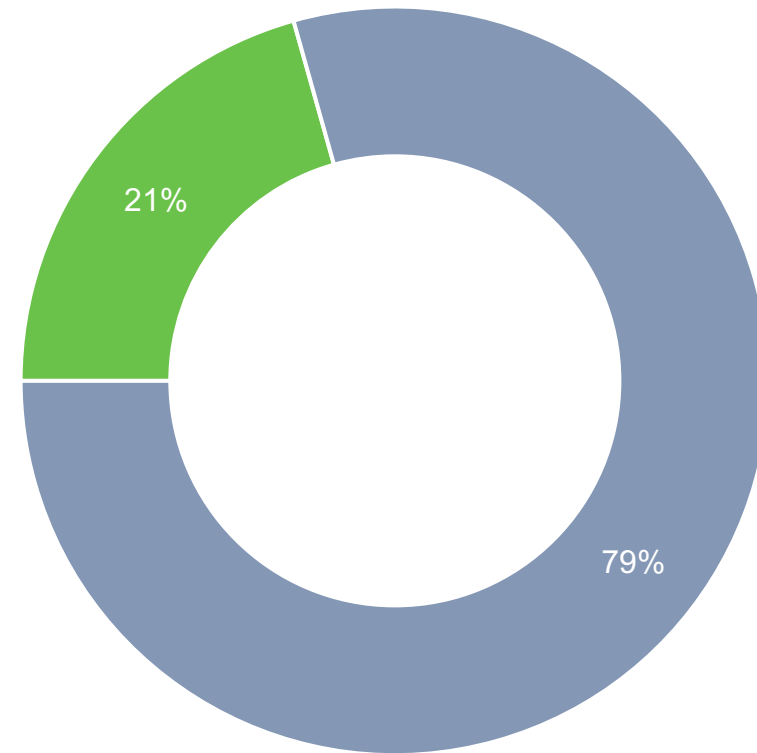
2021 Total= \$17.0 Billion



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

2022 Total= \$21.1 Billion

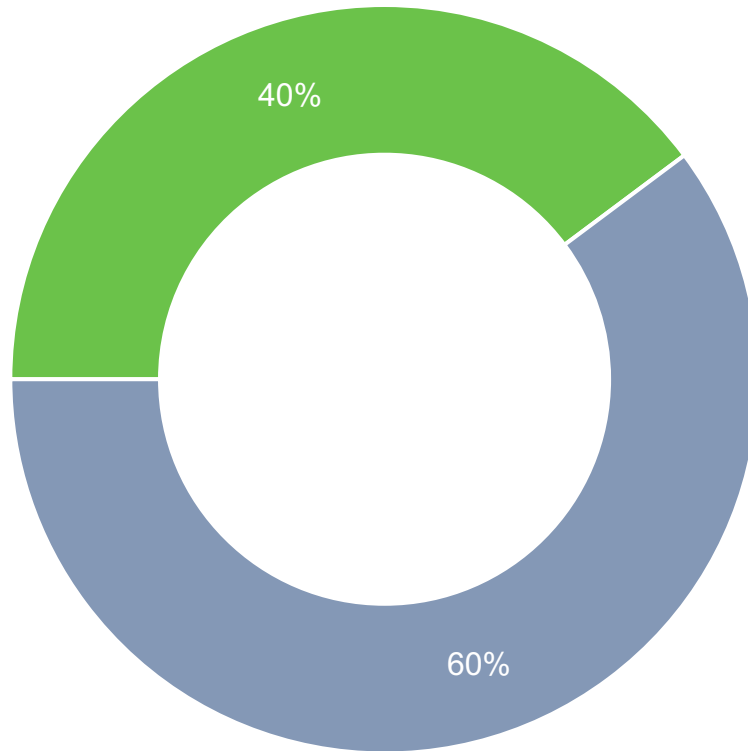
Total Spending Up 24%



- Colorado Residents (\$4.4 Billion)
- Out-of-State Visitors (\$16.7 Billion)

Total Travel Spending in Colorado - Day Visitors

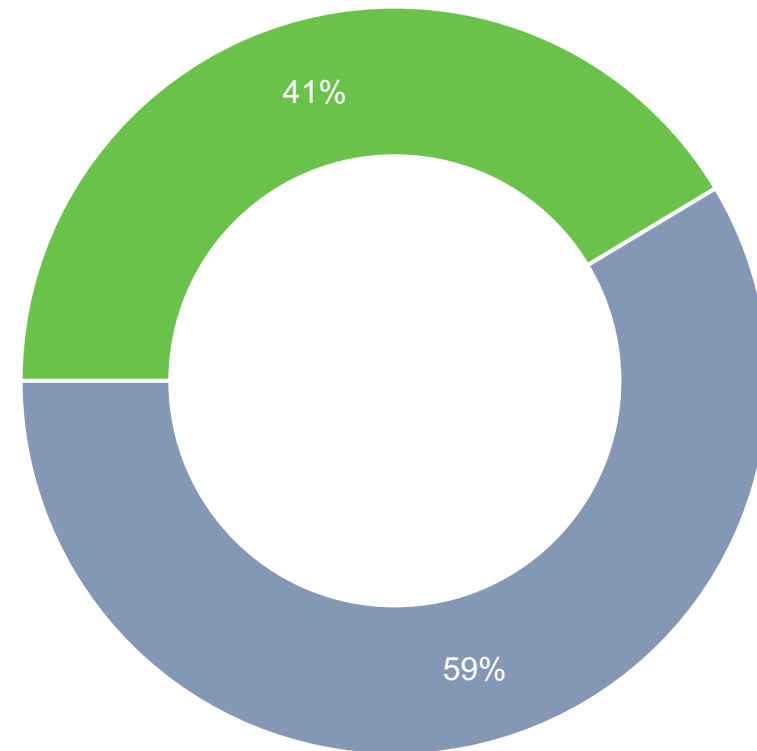
2021 Total= \$4.1 Billion



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

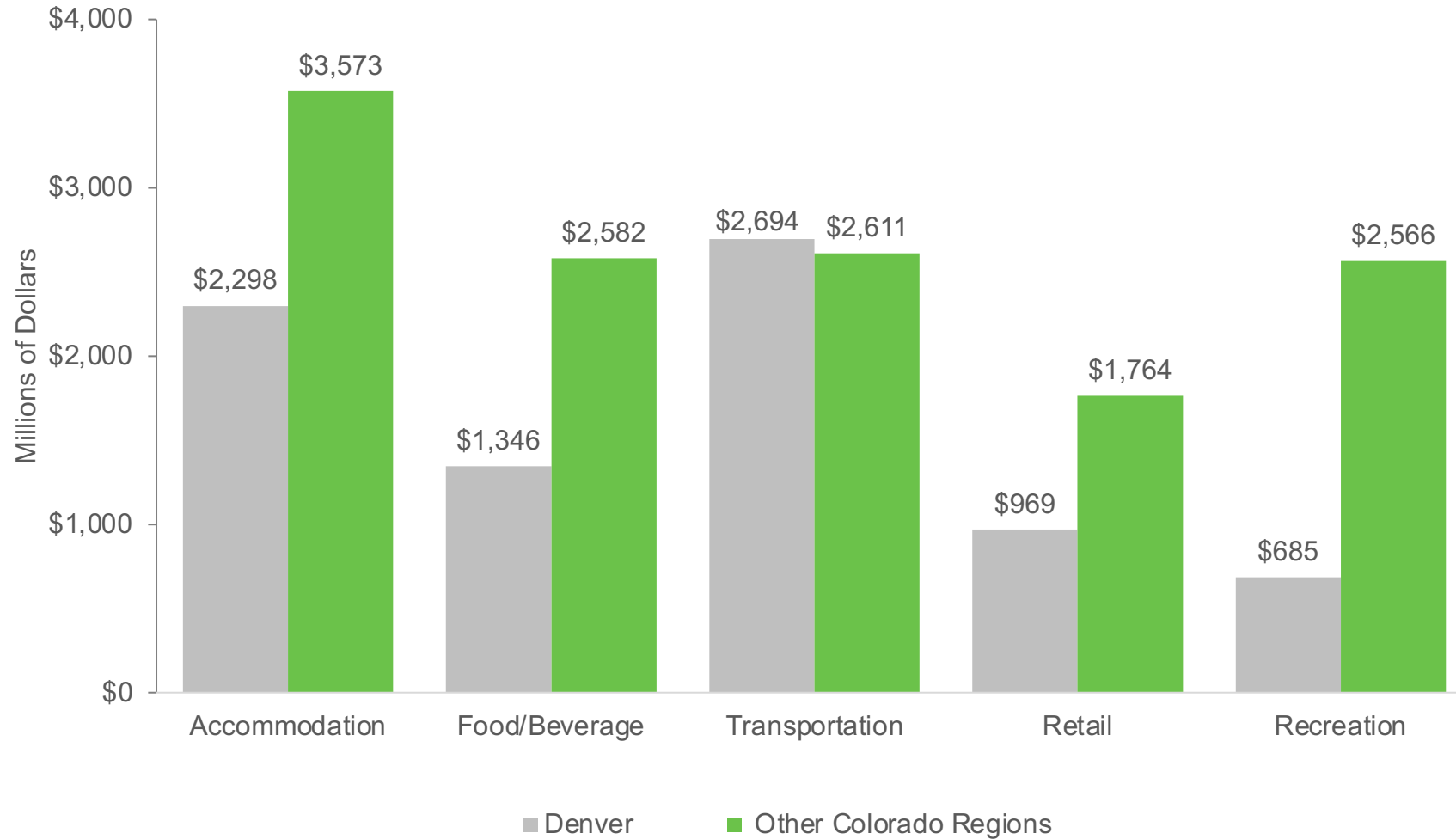
2022 Total= \$5.0 Billion

Total Spending Up 23%

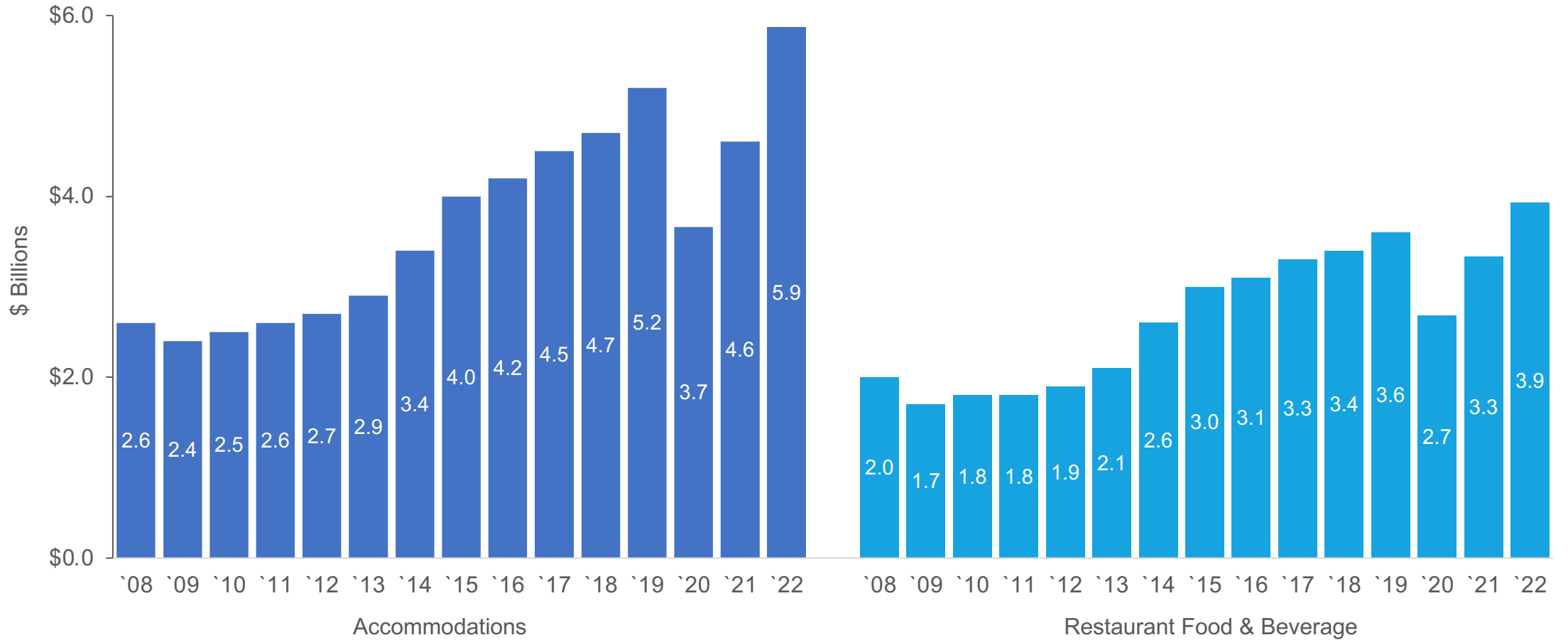


- Colorado Residents (\$2.1 Billion)
- Out-of-State Visitors (\$2.9 Billion)

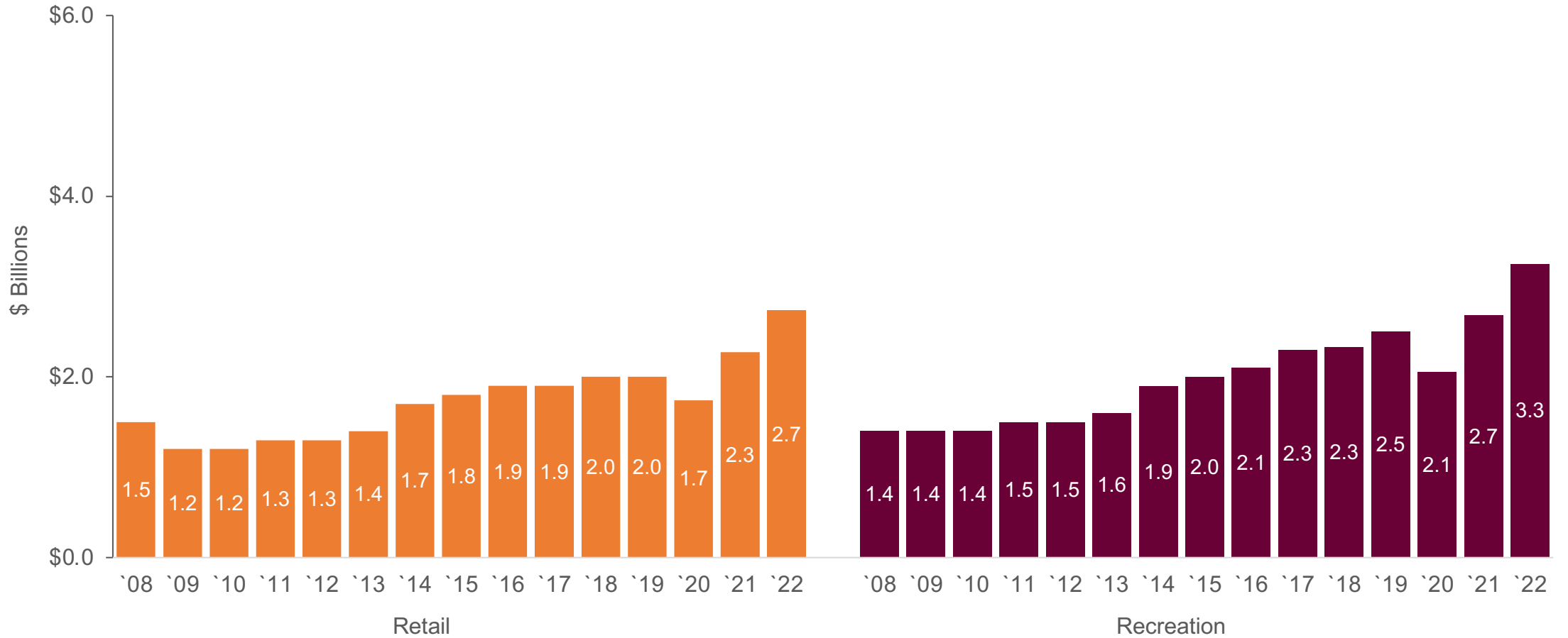
Overnight Travel Spending in 2022 by Sector - Denver vs. Other Colorado Regions



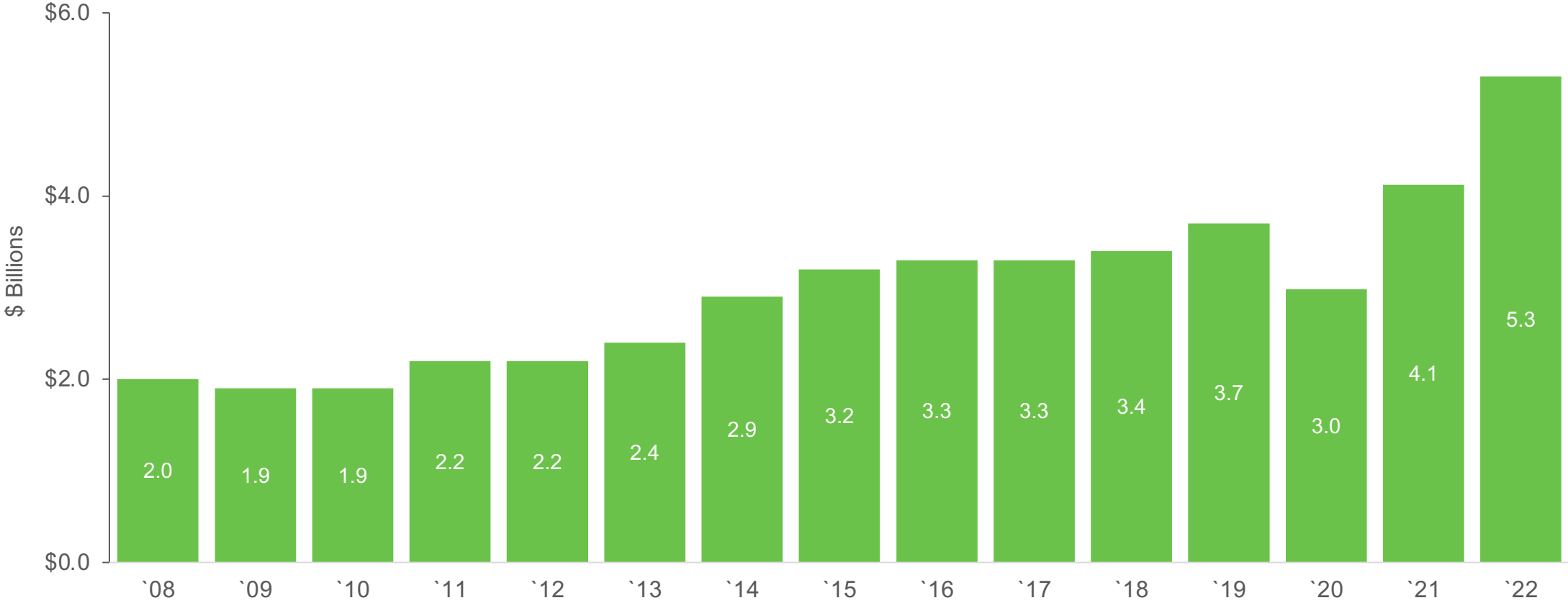
Colorado Expenditure Tracking - Overnight Visitors



Colorado Expenditure Tracking - Overnight Visitors

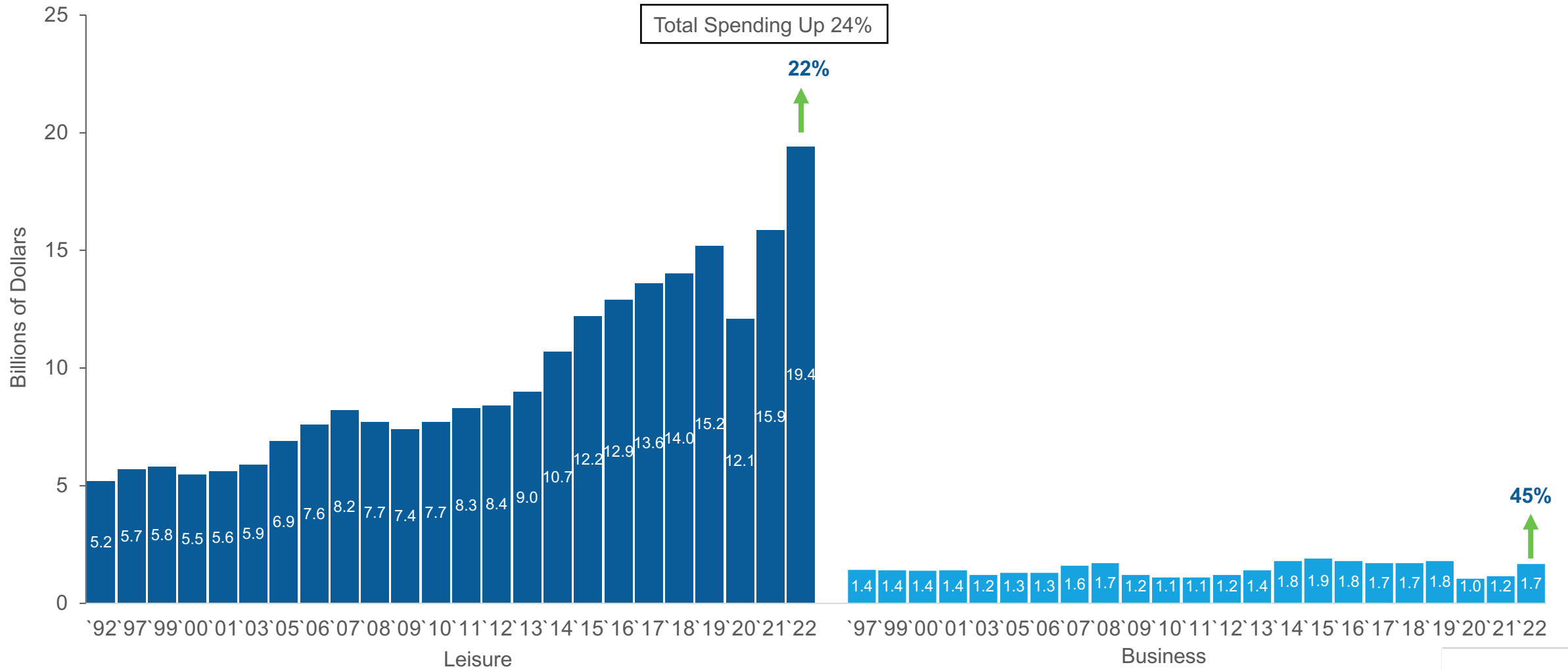


Colorado Expenditure Tracking - Overnight Visitors

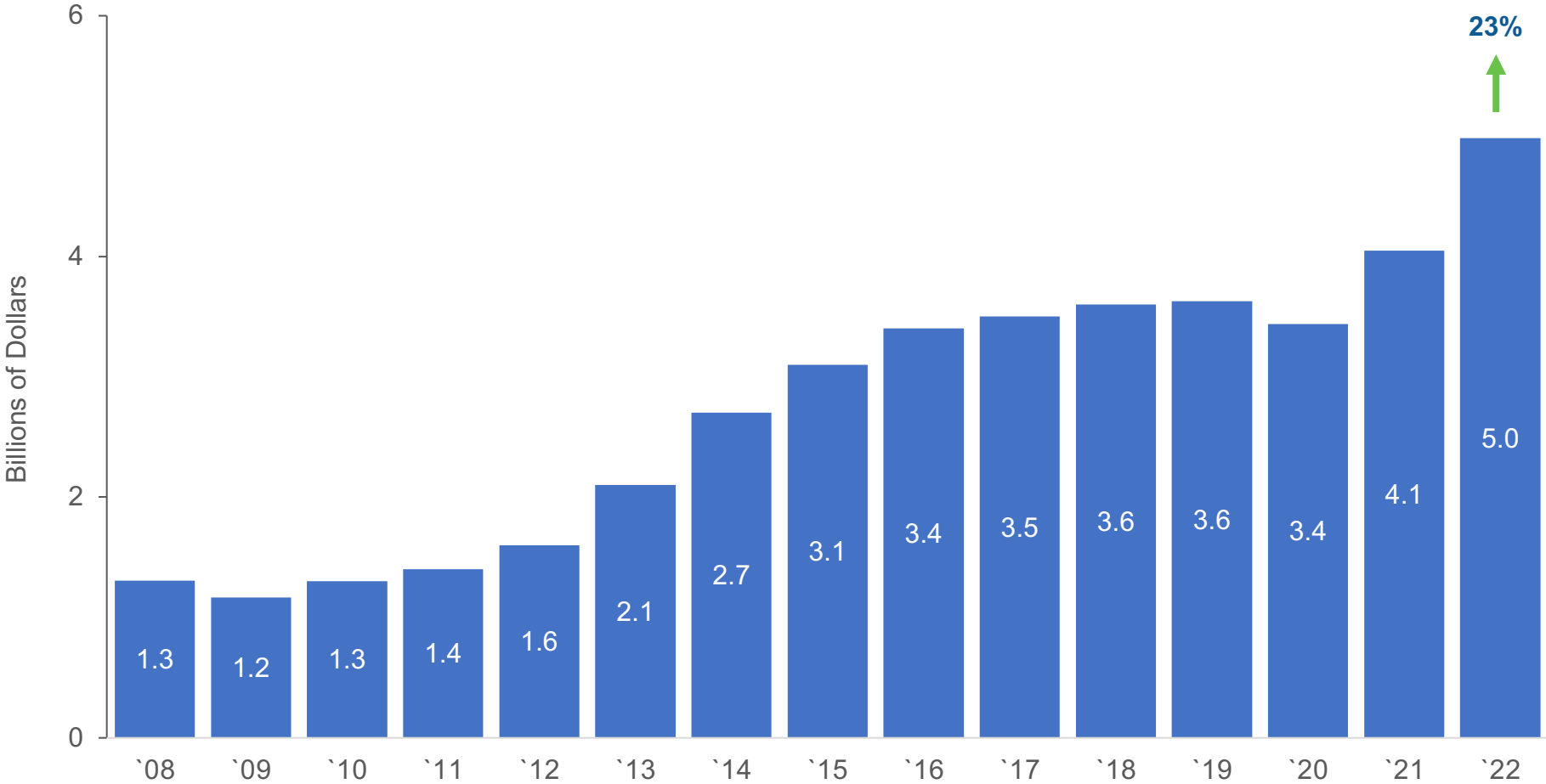


Transportation

Actual Travel Expenditures on Overnight Trips – 1992 to 2022



Expenditures on Day Trips





Travel USA Visitor Profile

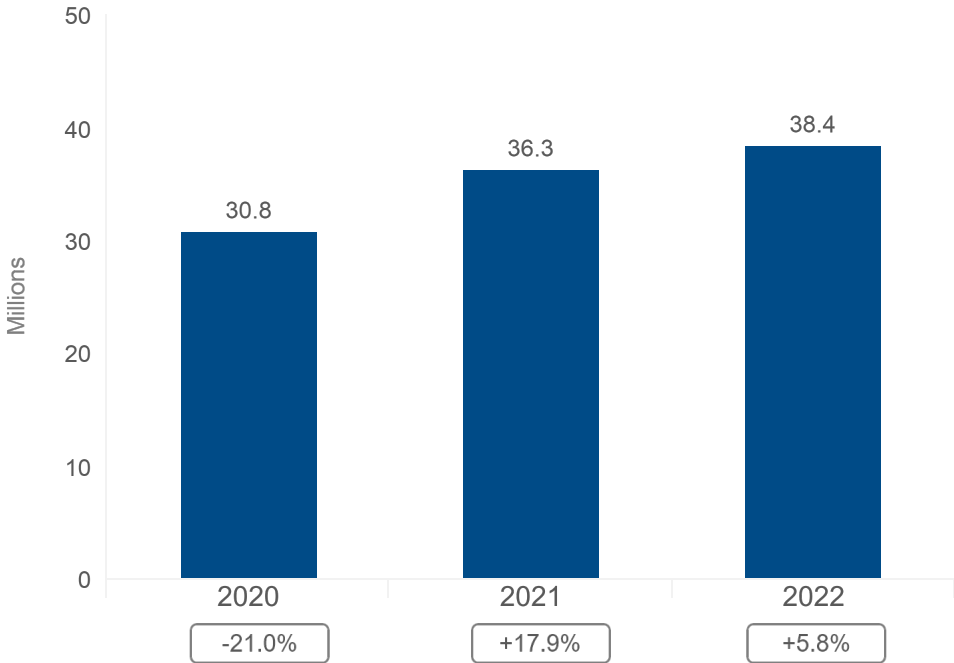
Overnight Visitation



COLORADO
TOURISM OFFICE

2022

Overnight Trips to Colorado



Past Visitation to Colorado

82% of overnight travelers to Colorado are repeat visitors

59% of overnight travelers to Colorado had visited before in the past 12 months

Domestic Overnight Expenditures - by Sector

Total Spending
\$ 21.090 Billion
 2021: \$17.023 Billion
 +23.9% vs. last year



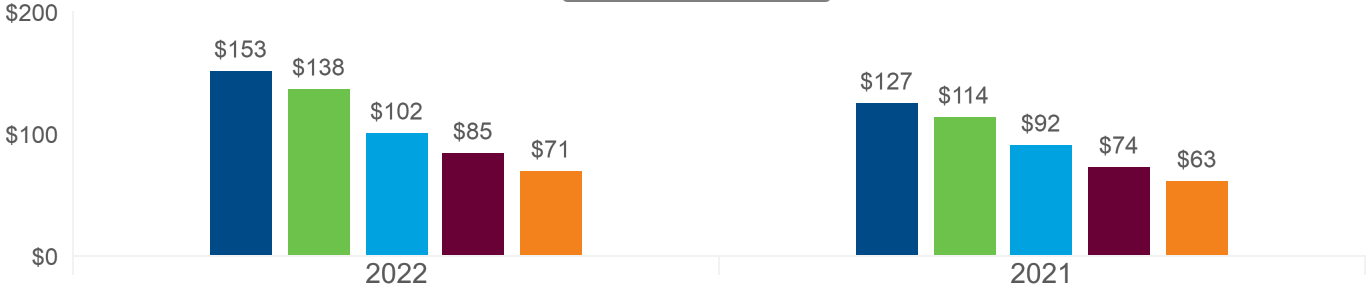
Lodging	28%	\$5,871 Million 2021: \$4,608 Million
Transportation at Destination	25%	\$5,305 Million 2021: \$4,125 Million
Restaurant Food & Beverage	19%	\$3,929 Million 2021: \$3,338 Million
Retail Purchase	13%	\$2,734 Million 2021: \$2,272 Million
Recreation/Entertainment	15%	\$3,251 Million 2021: \$2,679 Million

vs. last year
 +27.4%
 +28.6%
 +17.7%
 +20.3%
 +21.4%

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

Average Per Person Per Trip: \$550

Last year: \$469














■ Lodging ■ Transportation at Destination ■ Restaurant food & beverage ■ Recreation/ Sightseeing/ Entertainment ■ Retail Purchase

Average Per Person Per Trip:
 Leisure \$551
 2021: \$451
 Business \$595
 2021: \$631

Colorado's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

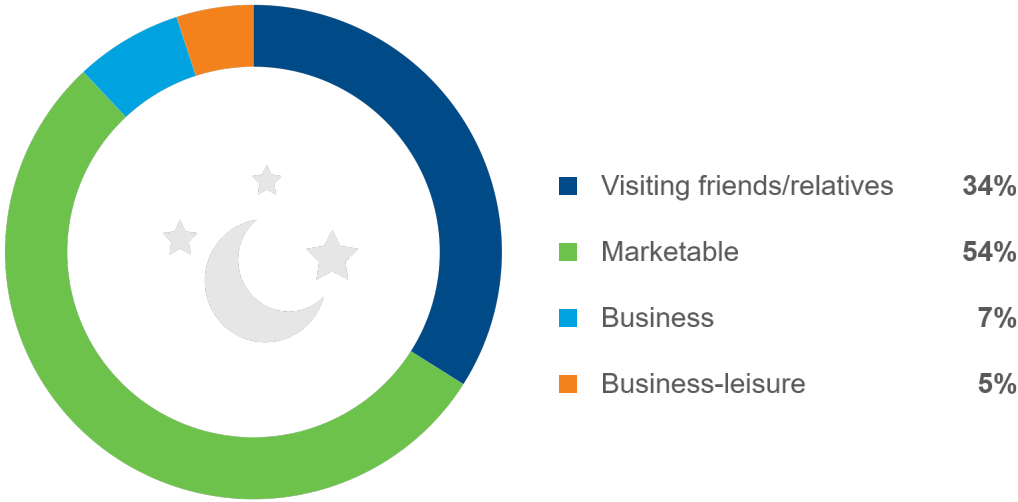
Main Purpose of Trip

 34% Visiting friends/ relatives	
 13% Touring	 3% Conference/ Convention
 12% Outdoors	
 7% Special event	 5% Other business trip
 6% City trip	
 4% Casino	
 3% Ski/Snowboarding	 5% Business-Leisure
 3% Resort	

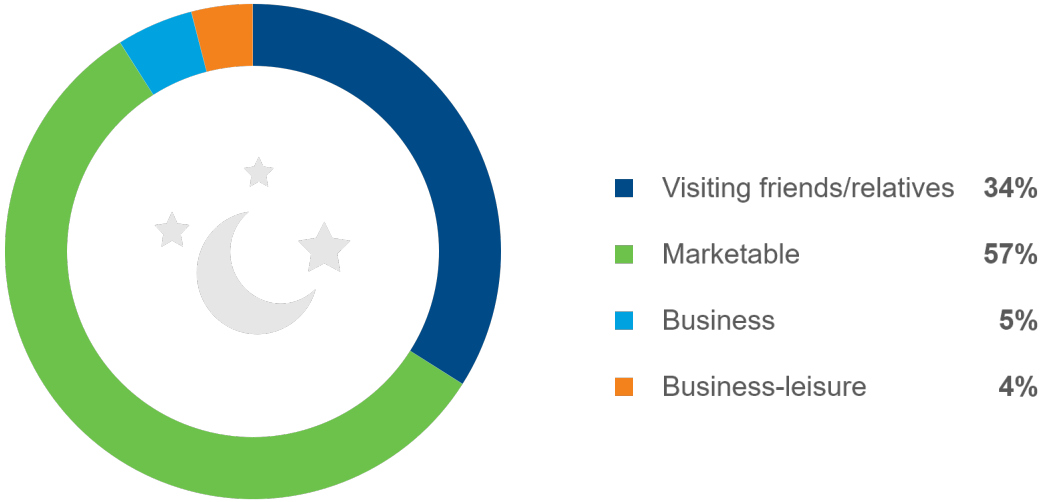
Main Purpose of Leisure Trip

	2022	2021	U.S. Norm
Visiting friends/ relatives	34%	34%	41%
Touring	13%	14%	10%
Outdoors	12%	12%	8%
Special event	7%	7%	7%
City trip	6%	7%	6%
Casino	4%	4%	5%
Ski/Snowboarding	3%	4%	1%
Resort	3%	3%	5%

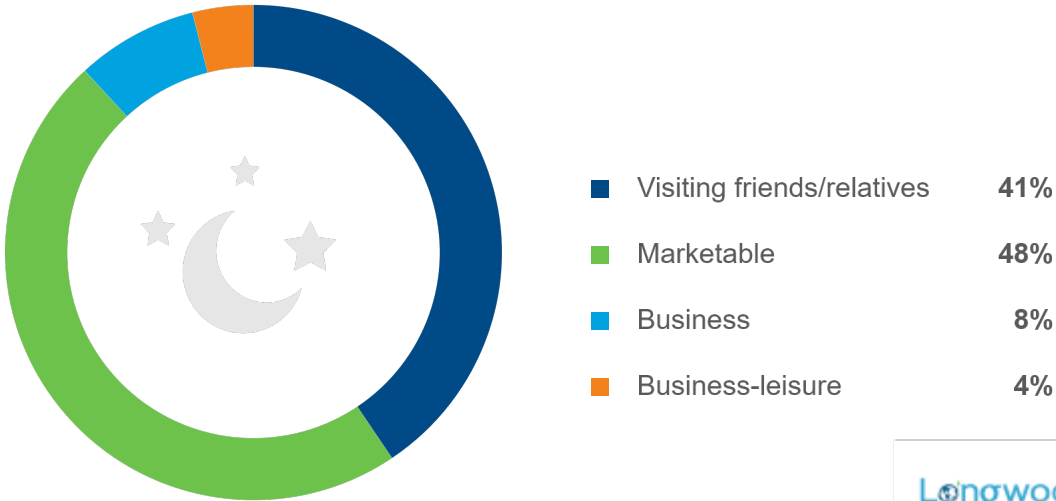
2022 Colorado Overnight Trips



Last Year's Colorado Overnight Trips



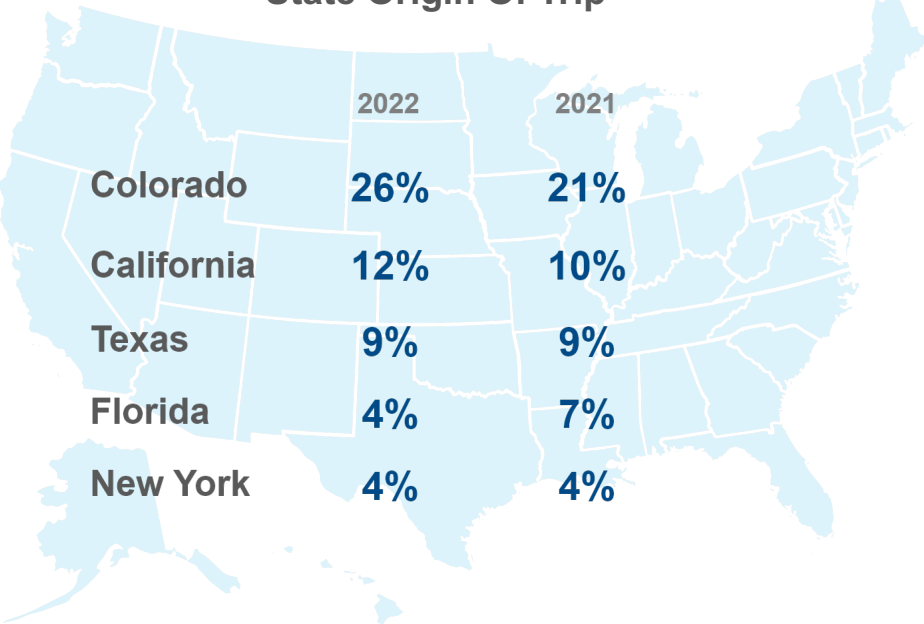
2022 U.S. Overnight Trips



Colorado's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

State Origin Of Trip



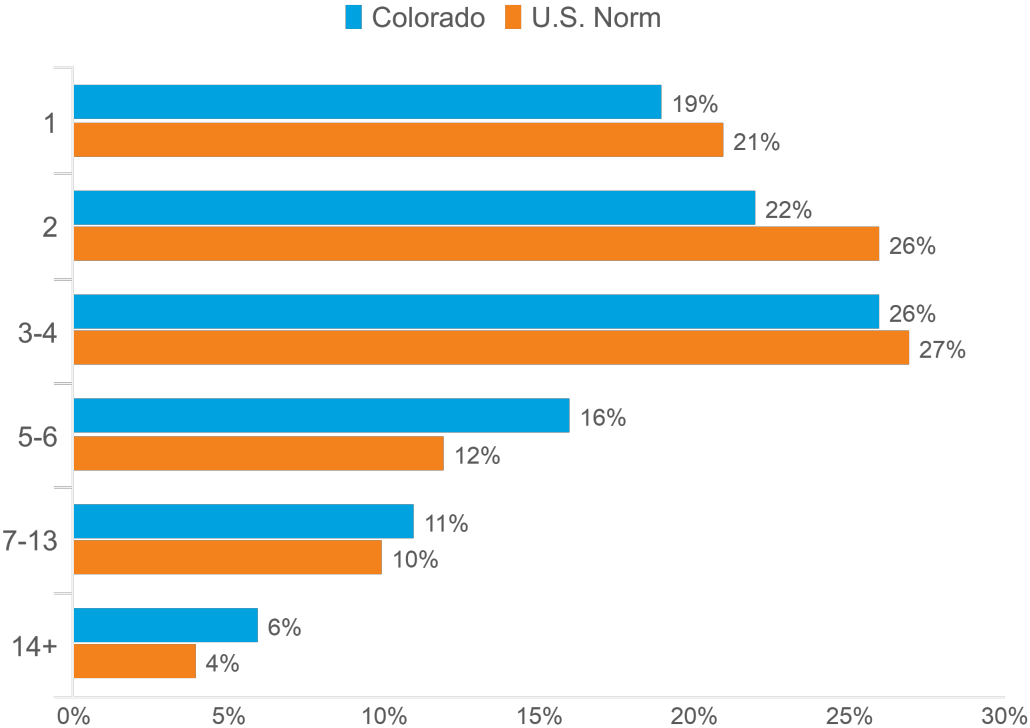
DMA Origin Of Trip

	2022	2021
Denver, CO	19%	14%
Los Angeles, CA	8%	6%
Colorado Springs-Pueblo, CO	6%	5%
New York, NY	4%	5%
Phoenix, AZ	3%	3%
Dallas-Ft. Worth, TX	3%	3%
Chicago, IL	2%	3%
Houston, TX	2%	2%
Albuquerque-Santa Fe, NM	2%	2%
Kansas City, KS	1%	1%

Season of Trip Total Overnight Person-Trips



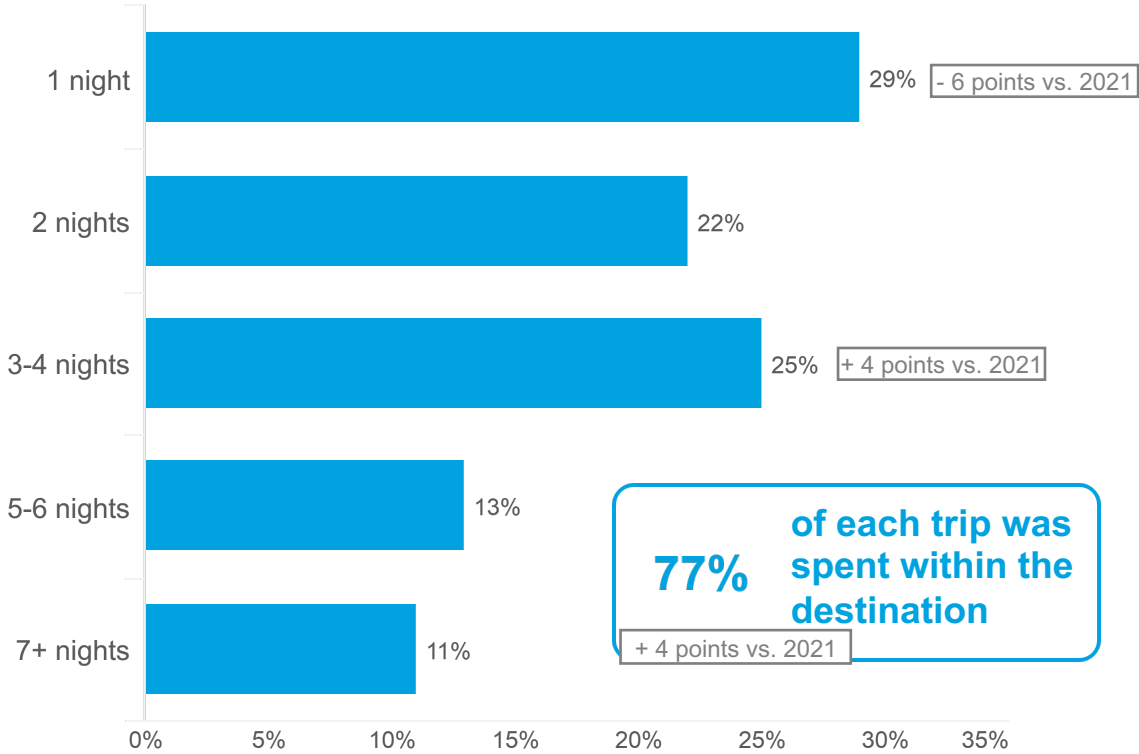
Total Nights Away on Trip



Colorado
4.6
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Colorado



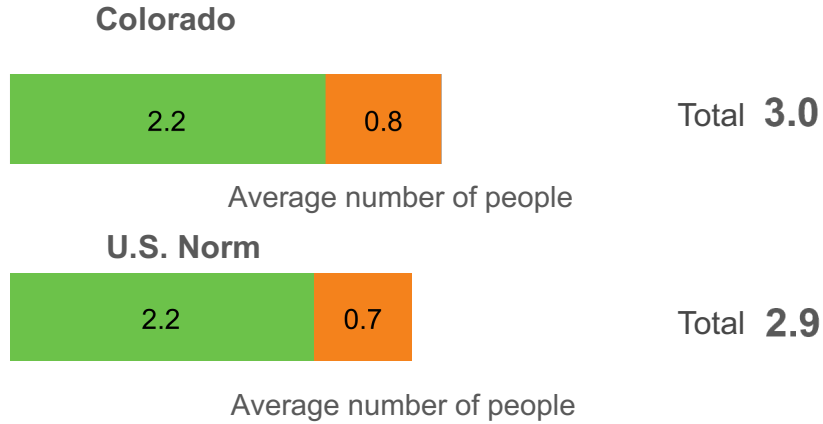
77% of each trip was spent within the destination
+ 4 points vs. 2021

Average number of nights
3.6

Average last year
3.4

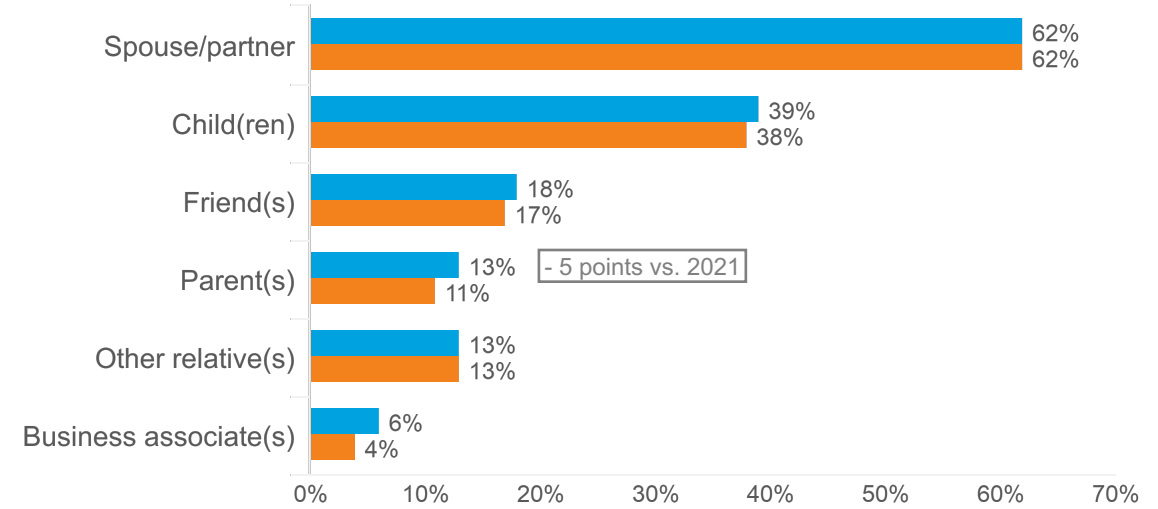
Size of Travel Party

Children Adults



Composition of Immediate Travel Party

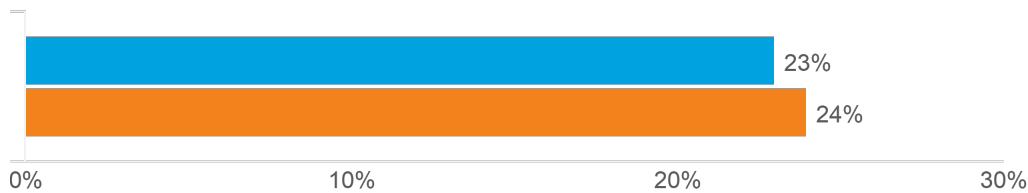
Colorado U.S. Norm



Base: 2022 Overnight Person-Trips that included more than one person

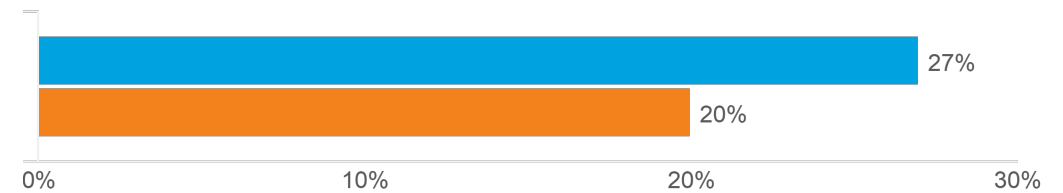
Percent Who Traveled Alone

Colorado U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Colorado U.S. Norm



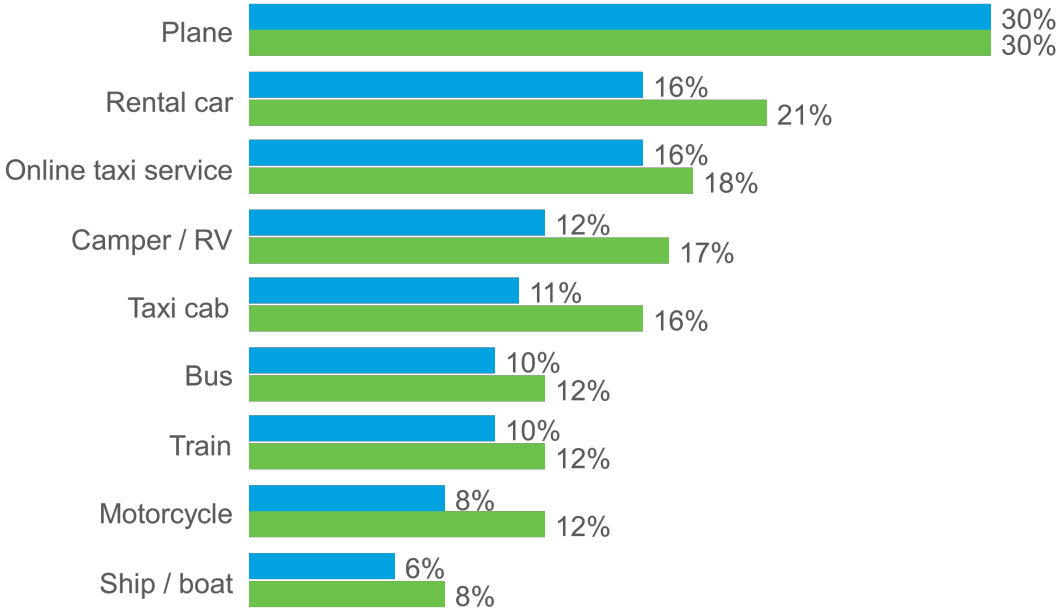
Transportation Used to get to Destination



65% of overnight travelers use own car/truck to get to their destination

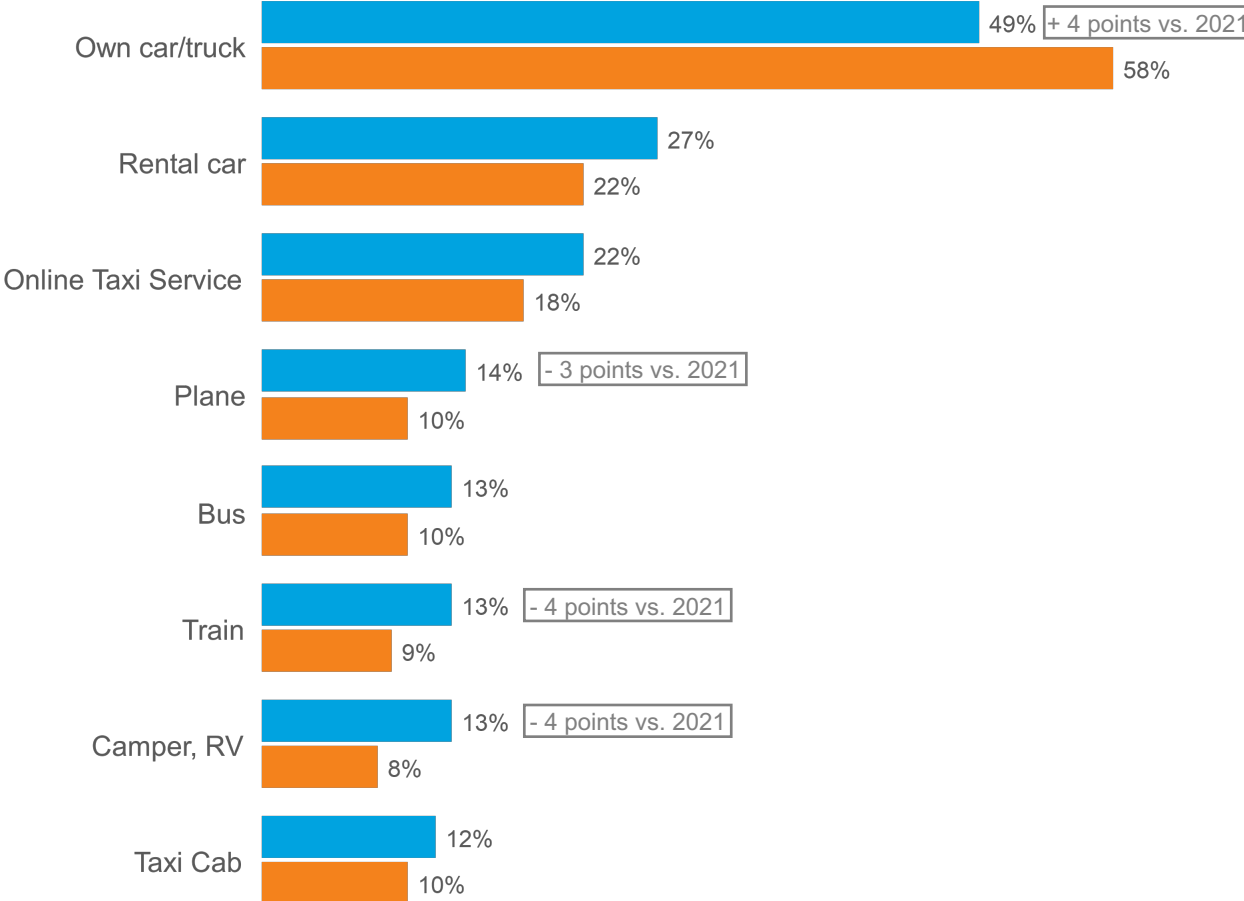
Previous year: **63%**

■ 2022 ■ 2021



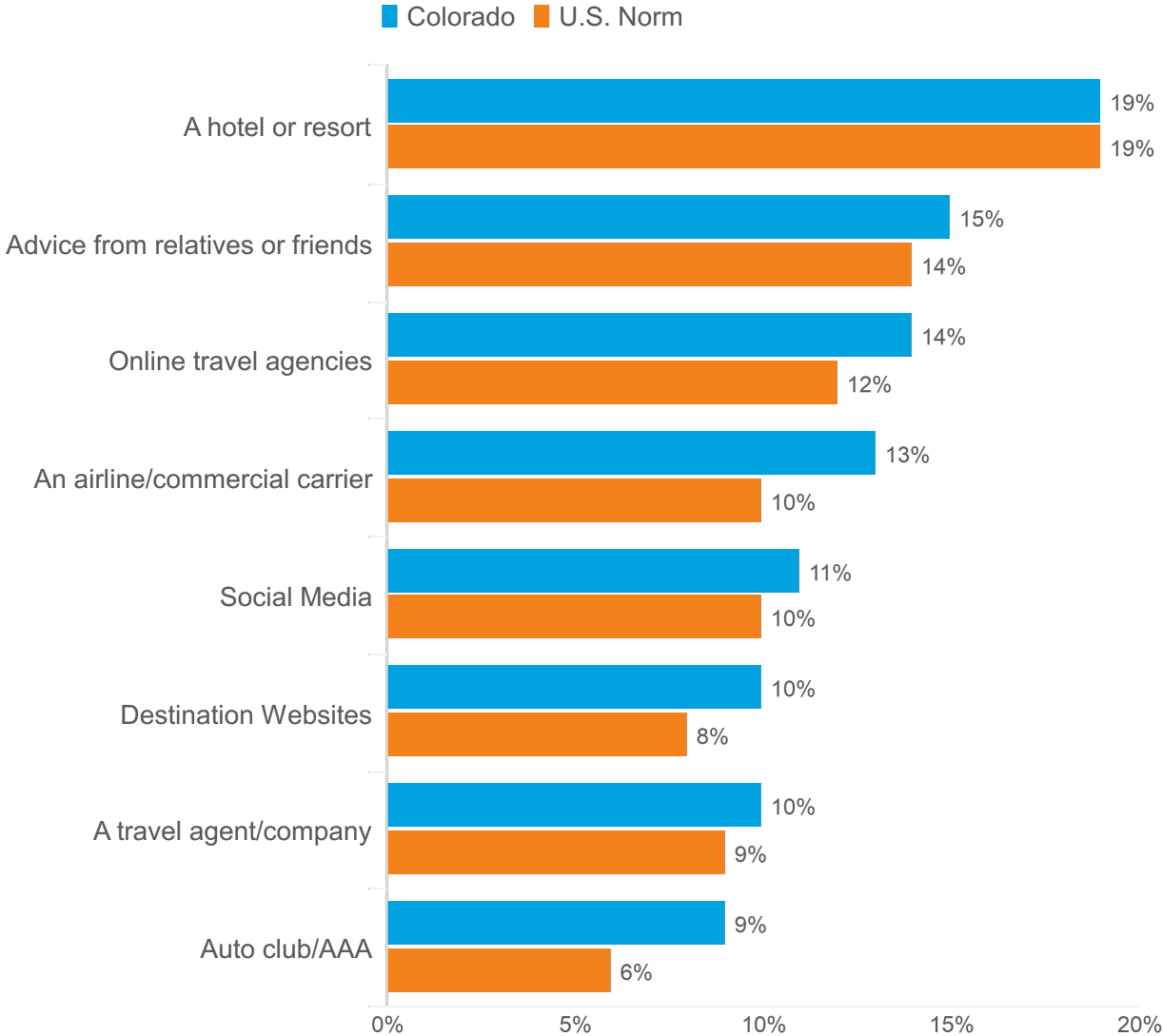
Transportation Used within Destination

■ Colorado ■ U.S. Norm



Question updated in 2020

Trip Planning Information Sources



Length of Trip Planning

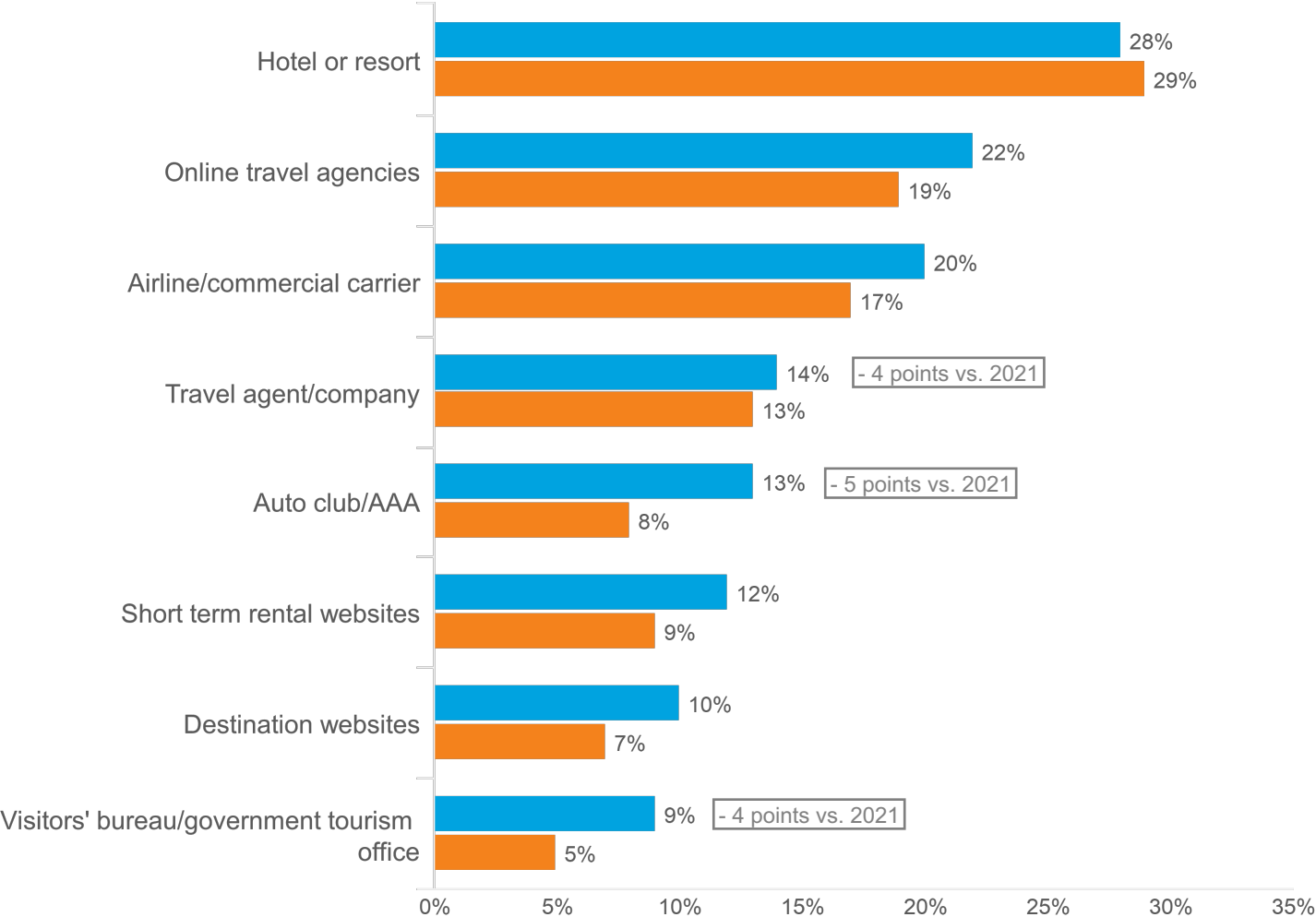
	Colorado	U.S. Norm
1 month or less	24%	31%
2 months	18%	16%
3-5 months	22%	18%
6-12 months	17%	14%
More than 1 year in advance	5%	5%
Did not plan anything in advance	14%	16%

Colorado's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Method of Booking

■ Colorado ■ U.S. Norm



Accommodations

	2022	2021
Hotel	43%	39%
Home of friends / relatives	18%	16%
Motel	16%	18%
Resort hotel	11%	12%
Bed & breakfast	10%	15%
Campground / RV park	10%	12%
Rented home / condo / apartment	10%	11%

Activity Groupings

Outdoor Activities



60%

U.S. Norm: 48%

Entertainment Activities



58%

U.S. Norm: 54%

Cultural Activities



40%

U.S. Norm: 29%

Sporting Activities



30%

- 3 points vs. 2021

U.S. Norm: 21%






Business Activities









24%

U.S. Norm: 17%

Activities and Experiences (Top 10)







	2022	2021
 Shopping	25%	20%
 Sightseeing	22%	20%
 Hiking/backpacking	17%	14%
 Attending celebration	16%	17%
 Bar/nightclub	16%	13%
 Landmark/historic site	16%	15%
 Museum	15%	13%
 National/state park	15%	12%
 Casino	12%	11%
 Nature tours/wildlife viewing/birding	11%	11%

Shopping Types on Trip

	Colorado	U.S. Norm
 Convenience/grocery shopping	48%	44%
 Souvenir shopping	45% - 4 points vs. 2021	41%
 Outlet/mall shopping	45%	48%
 Big box stores (Walmart, Costco)	36% - 4 points vs. 2021	33%
 Boutique shopping	31%	29%
 Antiquing	16% - 5 points vs. 2021	12%

Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

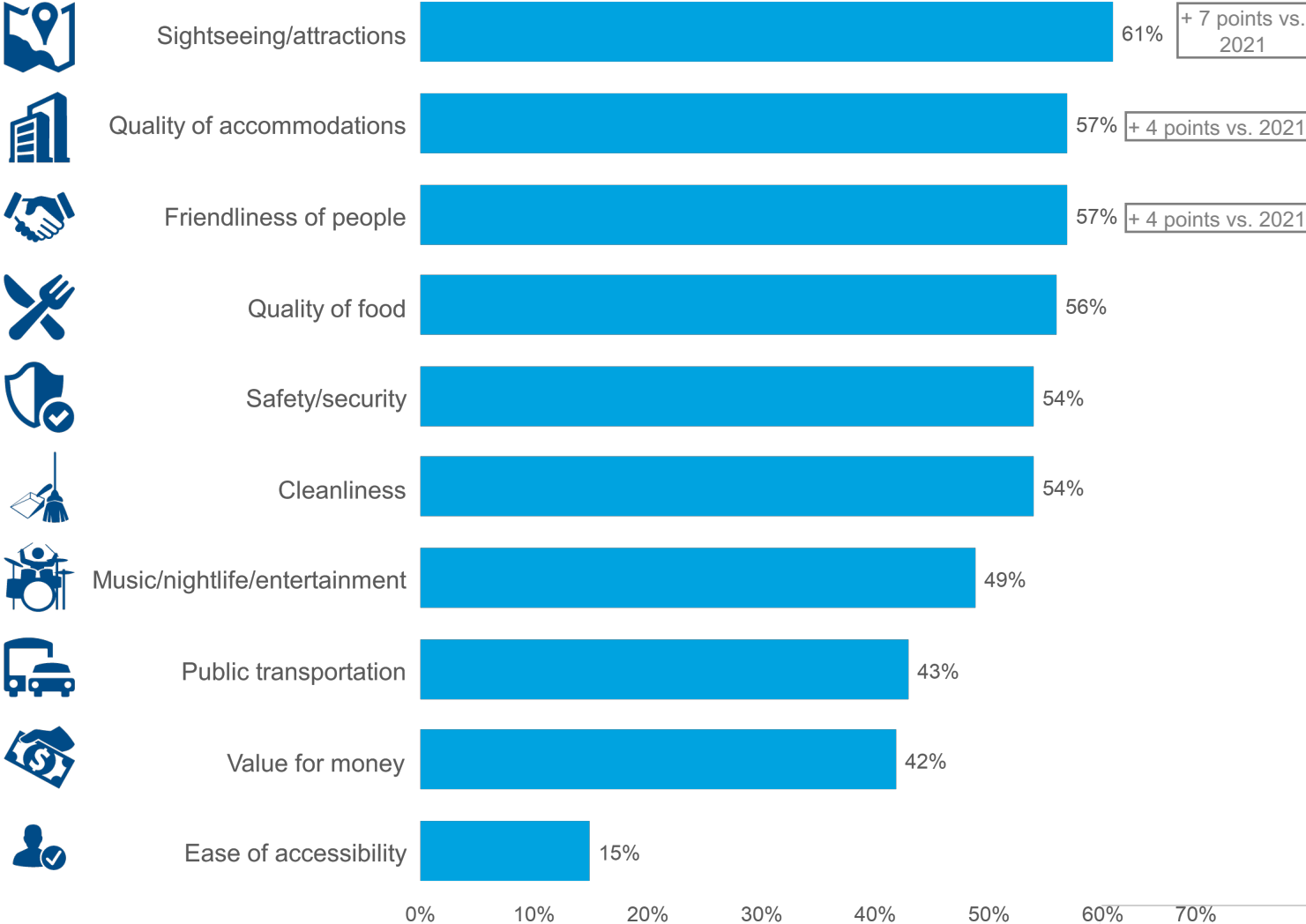
	Colorado	U.S. Norm
 Unique/local food	46% + 6 points vs. 2021	47%
 Street food/food trucks	28%	23%
 Fine/upscale dining	26%	25%
 Food delivery service (UberEATS, DoorDash, etc.)	24% - 3 points vs. 2021	21%
 Picnicking	18%	13%
 Gastropubs	14%	10%



73% + 4 points vs. 2021

of overnight travelers were very satisfied with their overall trip experience

% Very Satisfied with Trip*

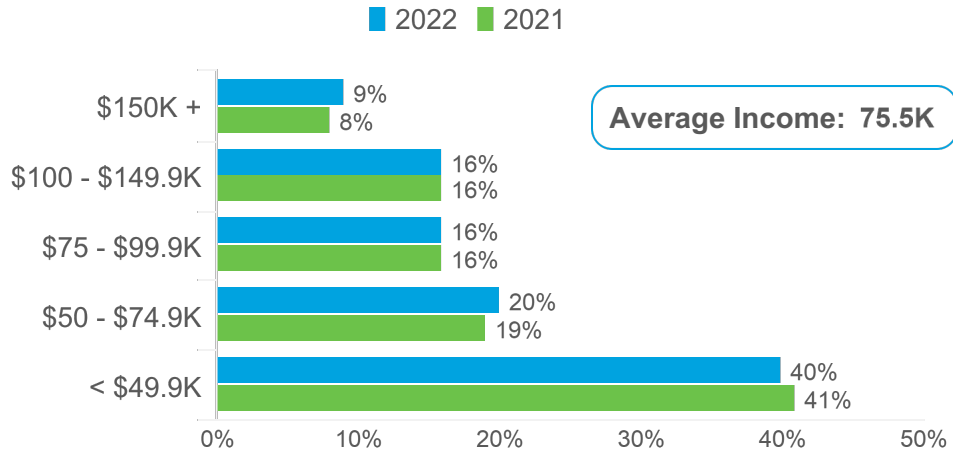


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

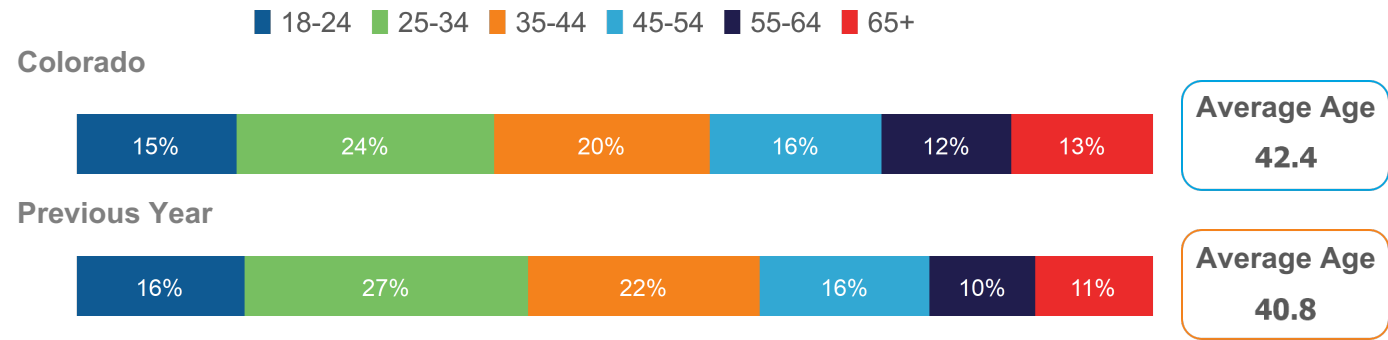
Demographic Profile of Overnight Colorado Visitors

Base: 2022 Overnight Person-Trips

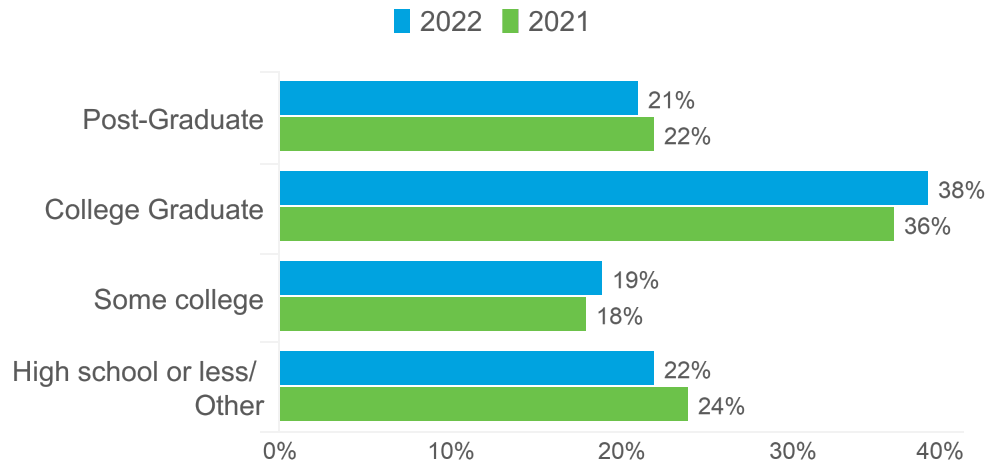
Household Income



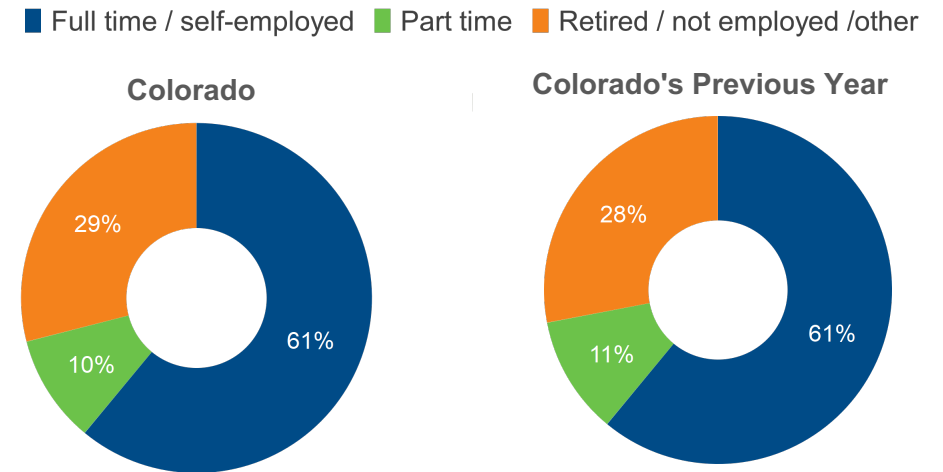
Age



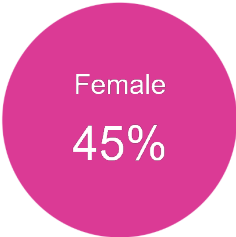
Educational Attainment



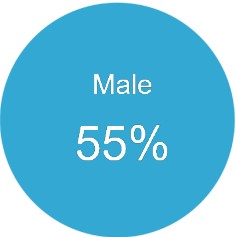
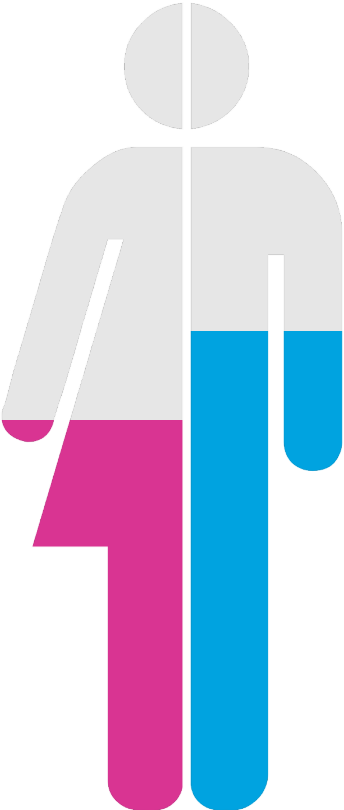
Employment



Gender



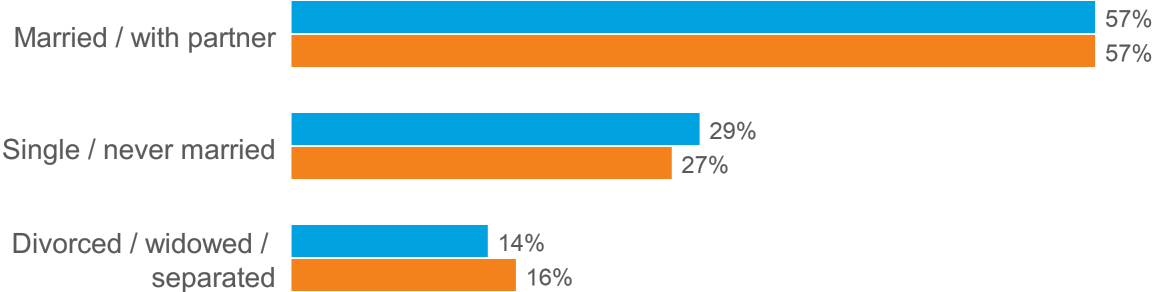
U.S. Norm
49%



U.S. Norm
51%

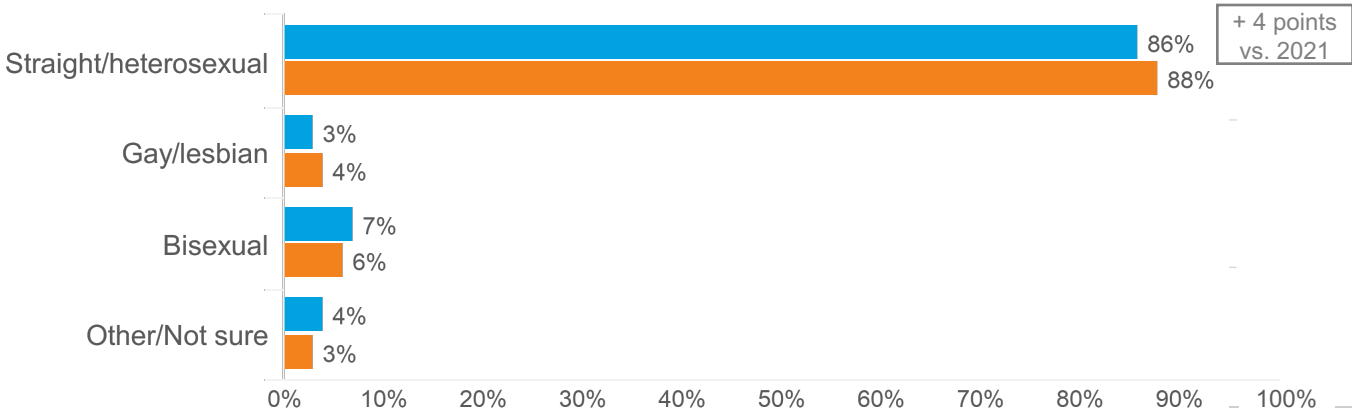
Marital Status

Colorado U.S. Norm



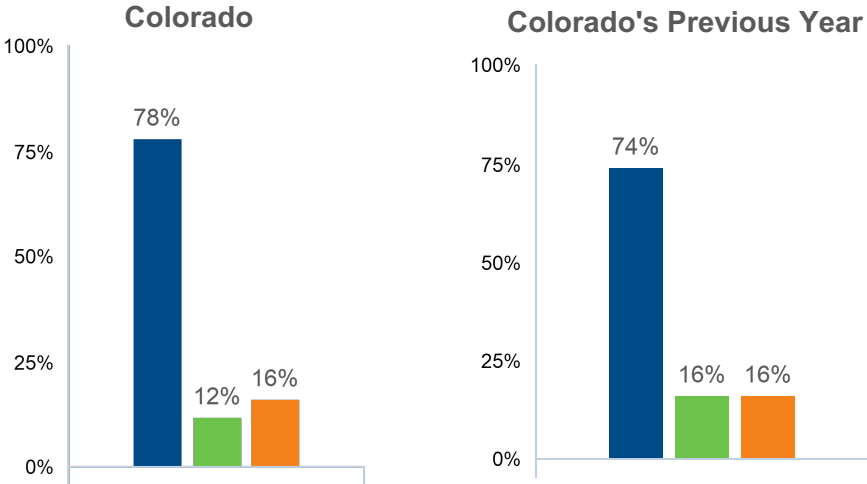
Sexual Orientation

Colorado U.S. Norm



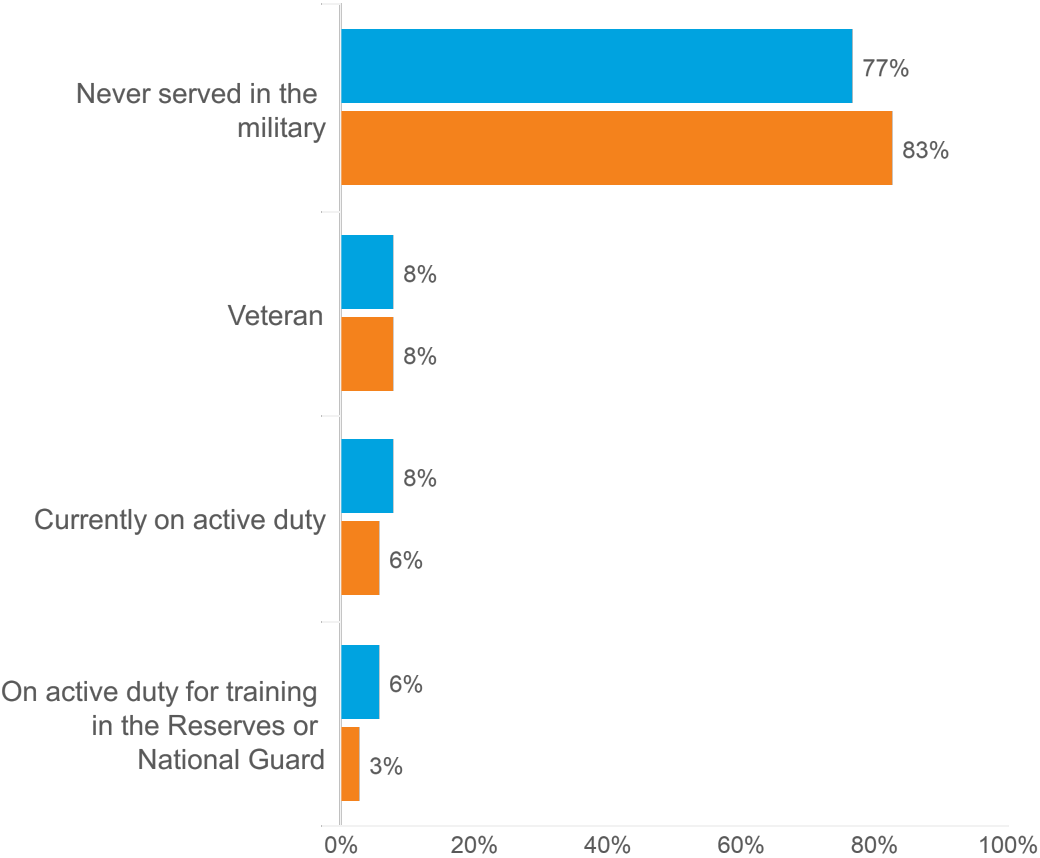
Race

■ White ■ African-American ■ Other



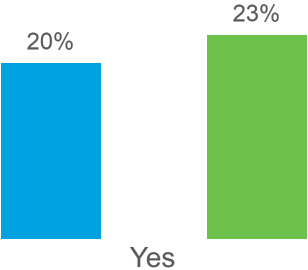
Military Status

■ Colorado ■ U.S. Norm

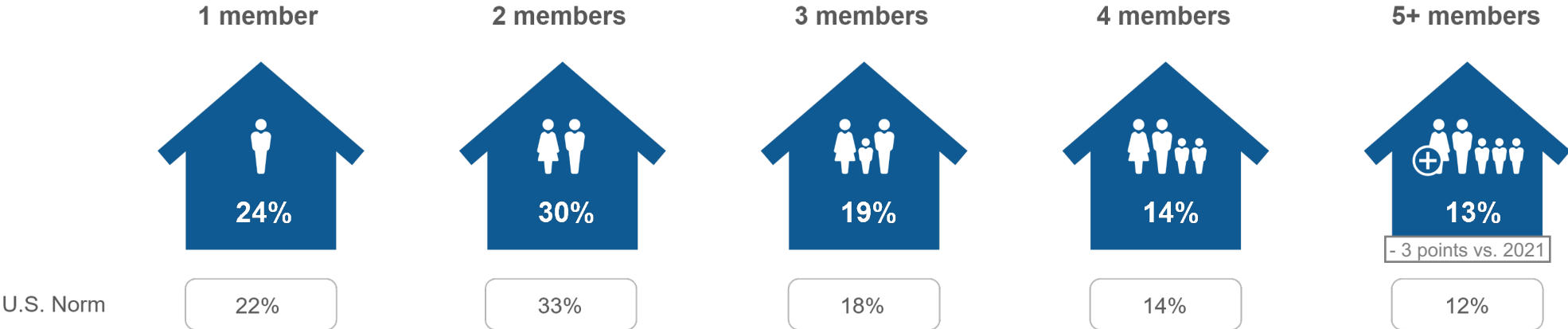


Hispanic Background

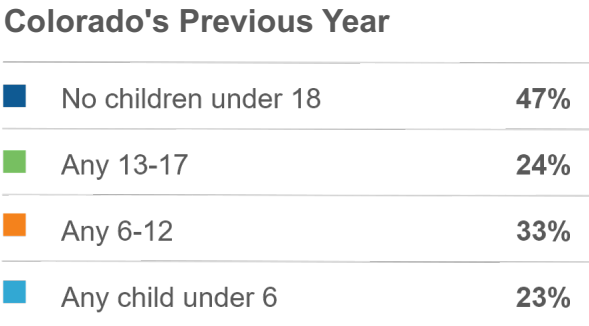
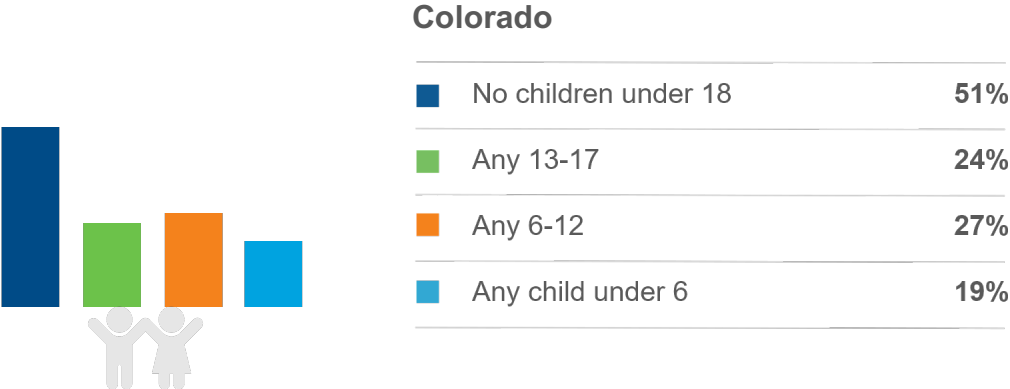
■ 2022 ■ 2021



Household Size



Children in Household





Travel USA Visitor Profile

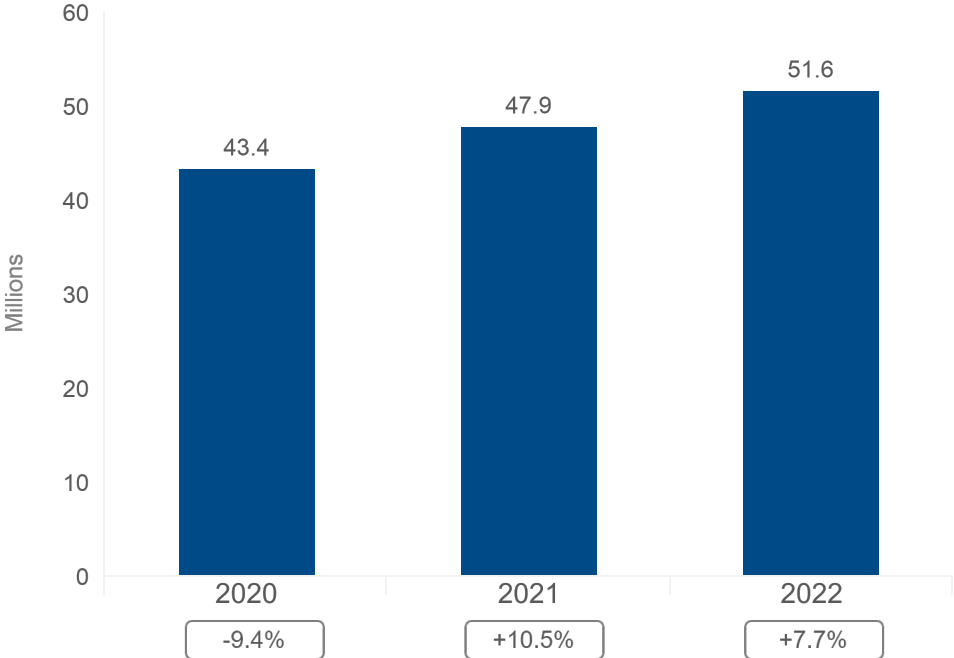
Day Visitation



COLORADO
TOURISM OFFICE

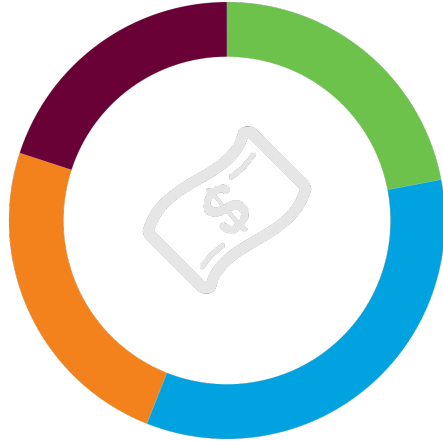
2022

Day Trips to Colorado



Domestic Day Expenditures - by Sector

Total Spending
\$4.982 Billion
 2021: \$4.050 Billion
 +23.0% vs. last year



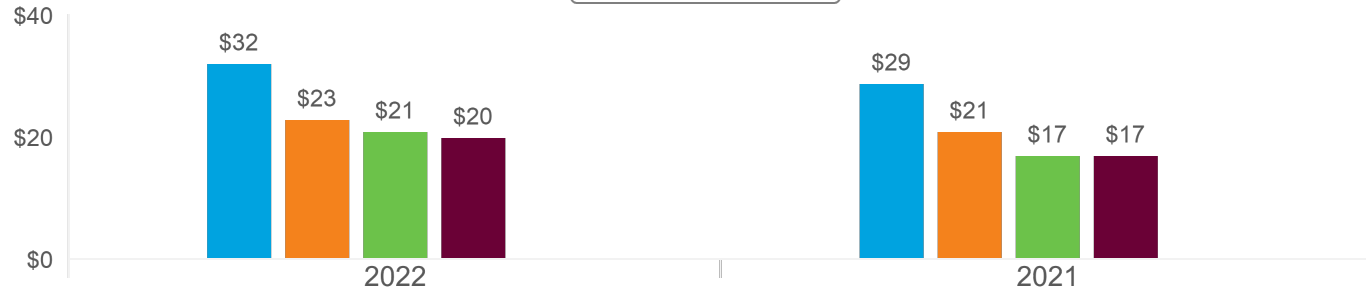
Sector	Percentage	2022 Expenditure	2021 Expenditure
Transportation at Destination	22%	\$1,077 Million	2021: \$833 Million
Restaurant Food & Beverage	34%	\$1,675 Million	2021: \$1,380 Million
Retail Purchase	24%	\$1,213 Million	2021: \$1,000 Million
Recreation/Entertainment	20%	\$1,016 Million	2021: \$ 836 Million

vs. last year
+29.3%
+21.4%
+21.2%
+21.5%

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












Average Per Person Per Trip: \$96

Last year: \$84



■ Restaurant food & beverage
 ■ Retail Purchase
 ■ Transportation at Destination
 ■ Recreation/ Sightseeing/ Entertainment

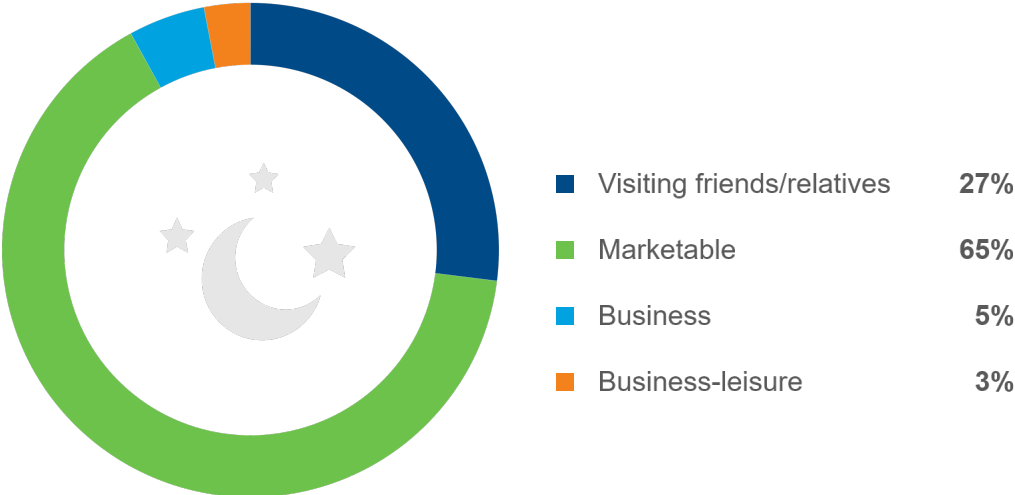
Main Purpose of Trip

 27% Visiting friends/ relatives	
 14% Touring	 1% Conference/ Convention
 13% Outdoors	
 9% City trip	
 8% Special event	 4% Other business trip
 7% Shopping	
 6% Casino	 3% Business-Leisure
 2% Ski/Snowboarding	

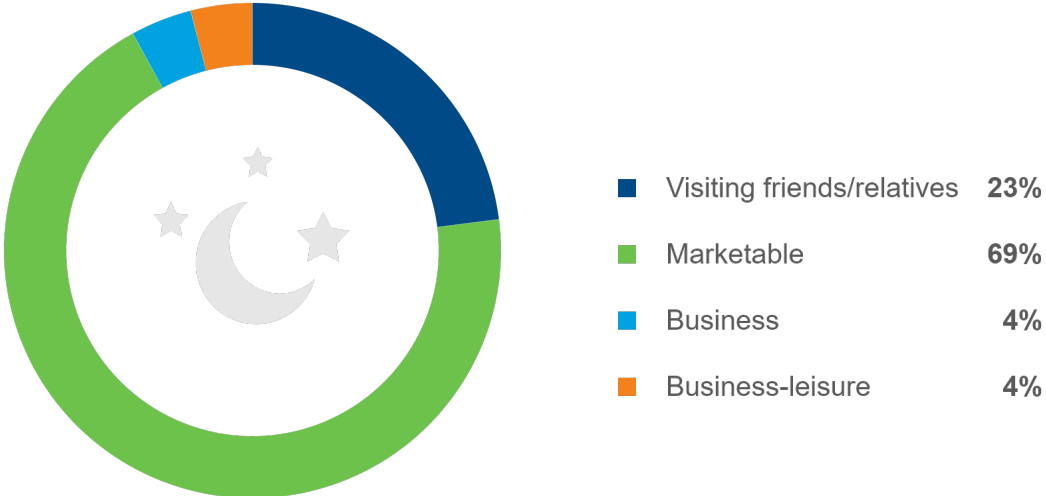
Main Purpose of Leisure Trip

	2022	2021	U.S. Norm
Visiting friends/ relatives	27%	23%	36%
Touring	14%	15%	11%
Outdoors	13%	13%	7%
City trip	9%	12%	9%
Special event	8%	7%	7%
Shopping	7%	6%	8%
Casino	6%	4%	5%
Ski/Snowboarding	2%	2%	<1%

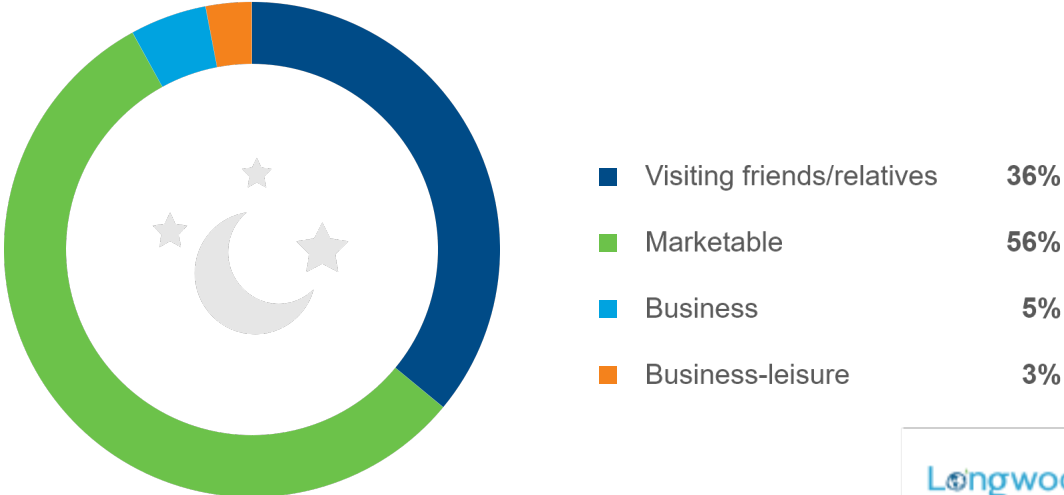
2022 Colorado Day Trips



Last Year's Colorado Day Trips



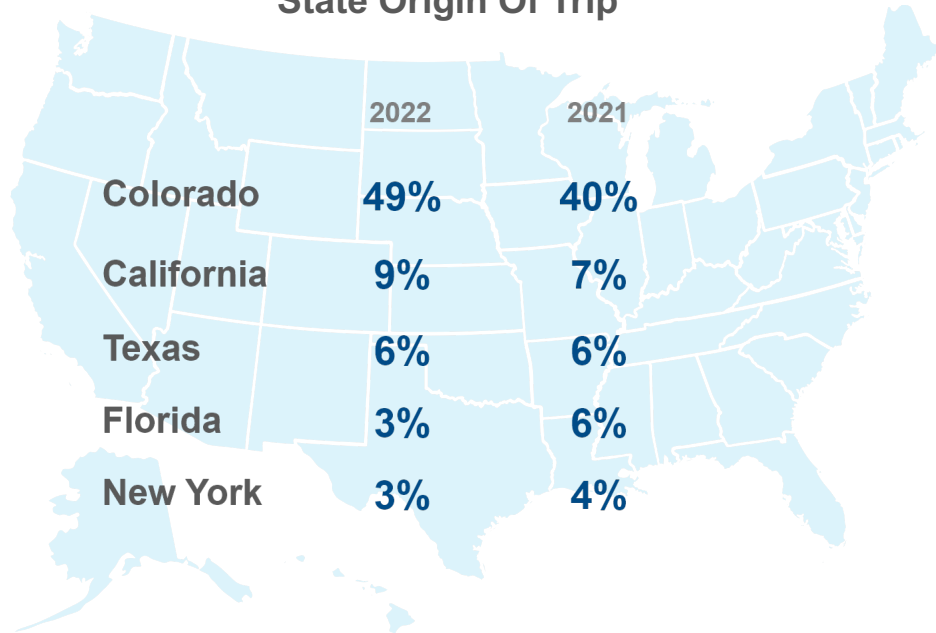
2022 U.S. Day Trips



Colorado's Day Trip Characteristics

Base: 2022 Day Person-Trips

State Origin Of Trip



DMA Origin Of Trip

	2022	2021
Denver, CO	34%	28%
Colorado Springs-Pueblo, CO	13%	10%
Los Angeles, CA	7%	4%
New York, NY	3%	4%
Albuquerque-Santa Fe, NM	3%	3%
Grand Junction-Montrose, CO	2%	2%
Chicago, IL	2%	2%
Houston, TX	2%	2%
Phoenix, AZ	2%	2%
Cheyenne-Scottsbluff, NE/WY	2%	1%



Season of Trip Total Day Person-Trips

Size of Travel Party

Children Adults

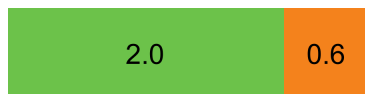
Colorado



Total **2.7**

Average number of people

U.S. Norm

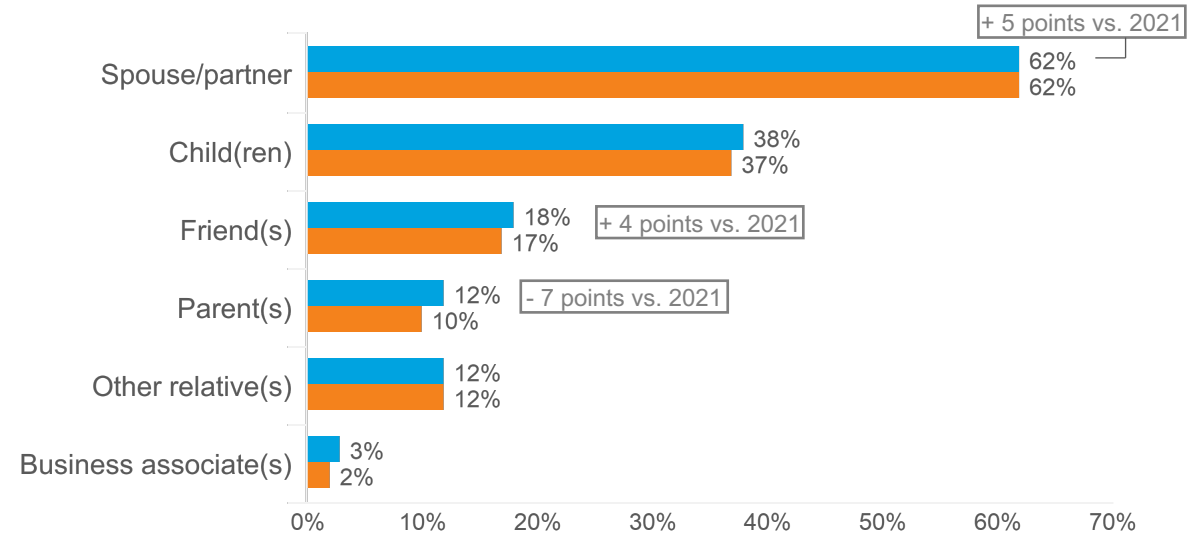


Total **2.6**

Average number of people

Composition of Immediate Travel Party

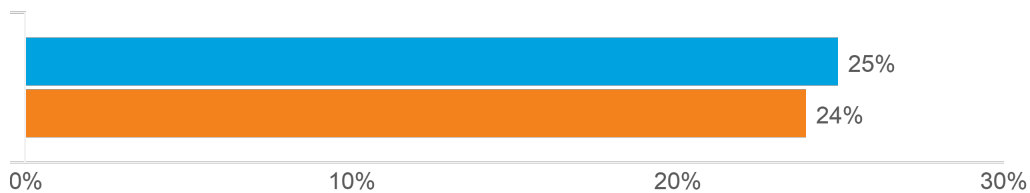
Colorado U.S. Norm



Base: 2022 Day Person-Trips that included more than one person

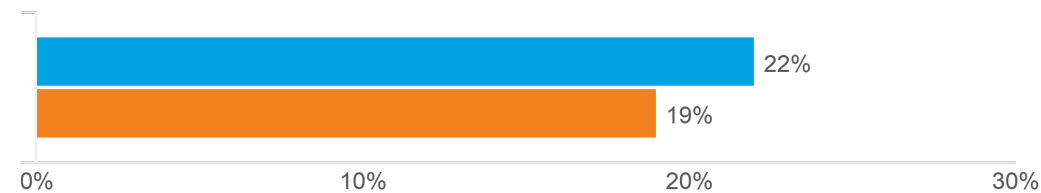
Percent Who Traveled Alone

Colorado U.S. Norm



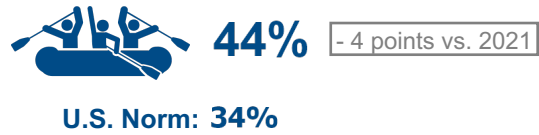
Percent Who Had Travel Party Member with Disabilities

Colorado U.S. Norm

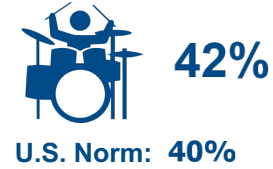


Activity Groupings

Outdoor Activities



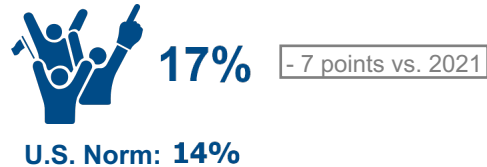
Entertainment Activities



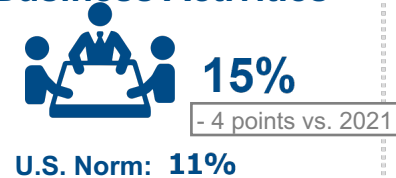
Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	2022	2021
Shopping	19%	16%
Sightseeing	15%	12%
Hiking/backpacking	12%	11%
Attending celebration	10%	10%
Landmark/historic site	9%	10%
Museum	8%	8%
Bar/nightclub	8%	7%
Nature tours/wildlife viewing/birding	7%	8%
Local parks/playgrounds	7%	7%
National/state park	7%	7%

Shopping Types on Trip

	Colorado	U.S. Norm
 Outlet/mall shopping	40%	48%
 Souvenir shopping	38% + 9 points vs. 2021	26%
 Convenience/grocery shopping	35%	28%
 Big box stores (Walmart, Costco)	34% + 3 points vs. 2021	29%
 Boutique shopping	28% + 5 points vs. 2021	23%
 Antiquing	16%	12%

Base: 2022 Day Person-Trips that included Shopping

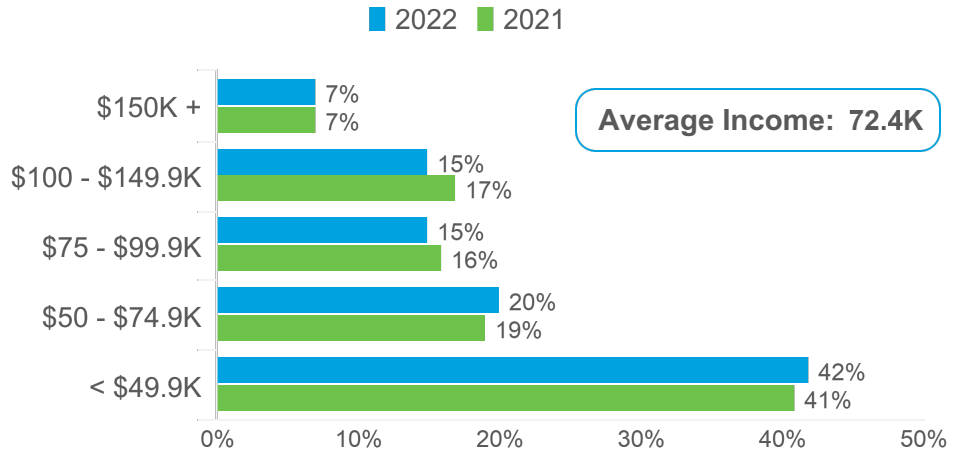
Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	38% + 7 points vs. 2021	38%
 Street food/food trucks	21%	19%
 Picnicking	16%	12%
 Fine/upscale dining	16%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	14% - 7 points vs. 2021	13%
 Gastropubs	9% - 4 points vs. 2021	7%

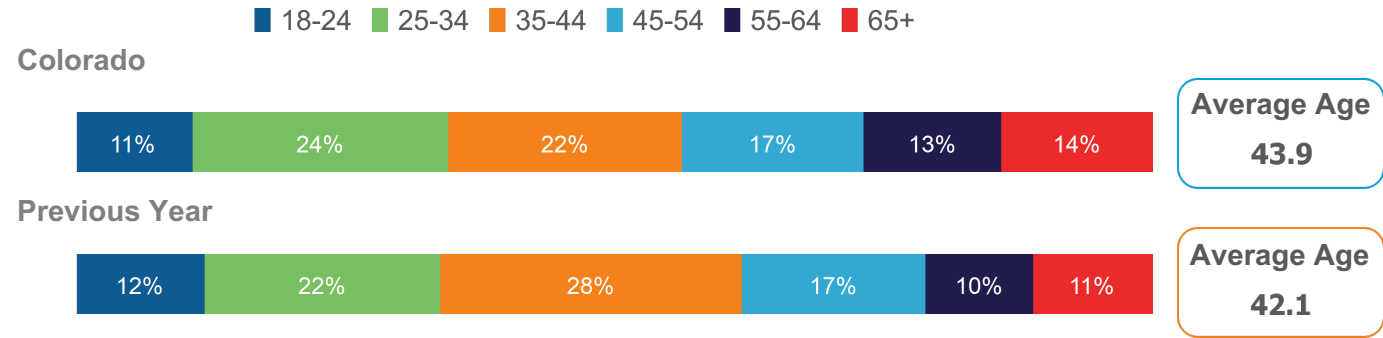
Demographic Profile of Day Colorado Visitors

Base: 2022 Day Person-Trips

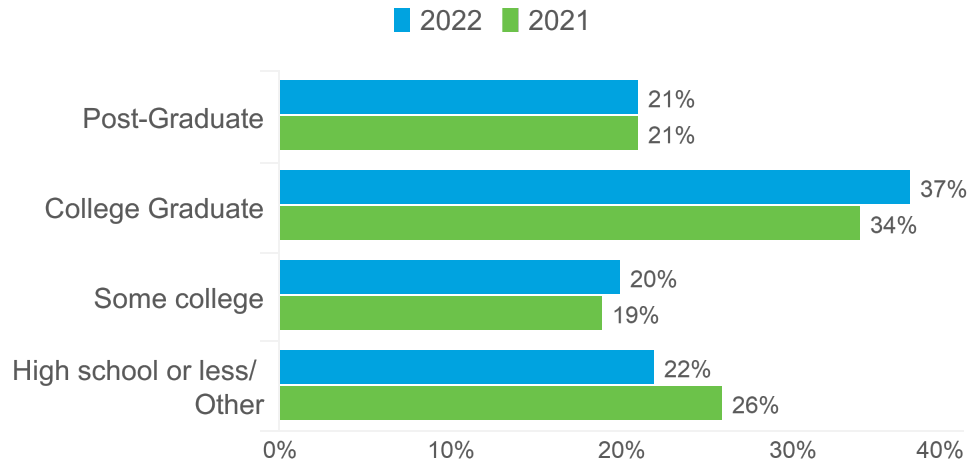
Household Income



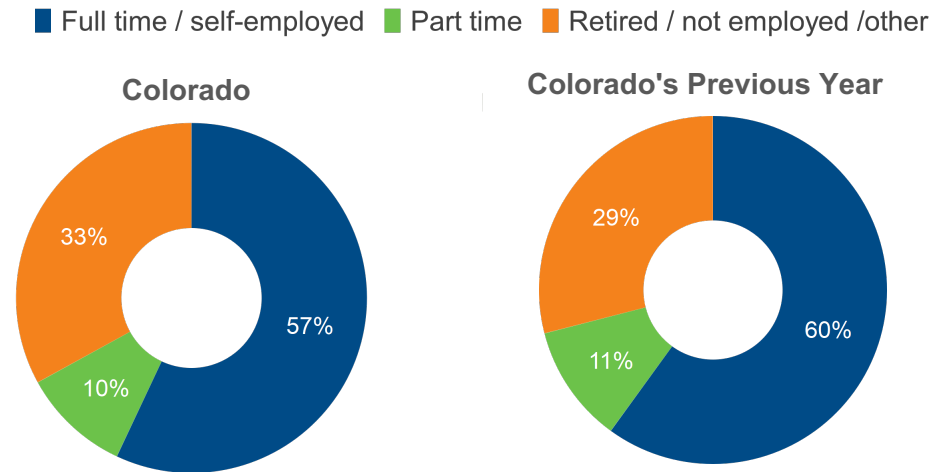
Age



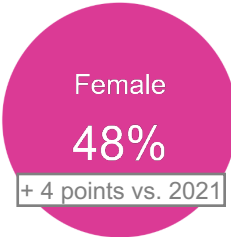
Educational Attainment



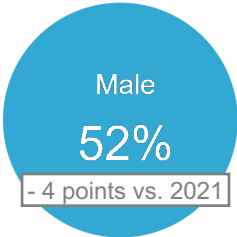
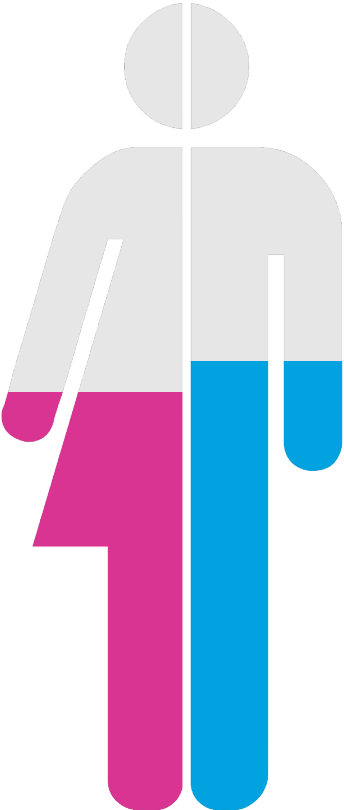
Employment



Gender



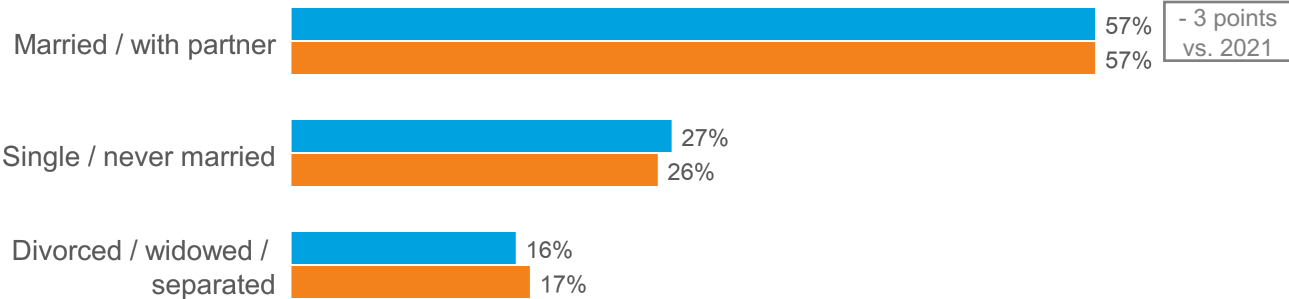
U.S. Norm
50%



U.S. Norm
50%

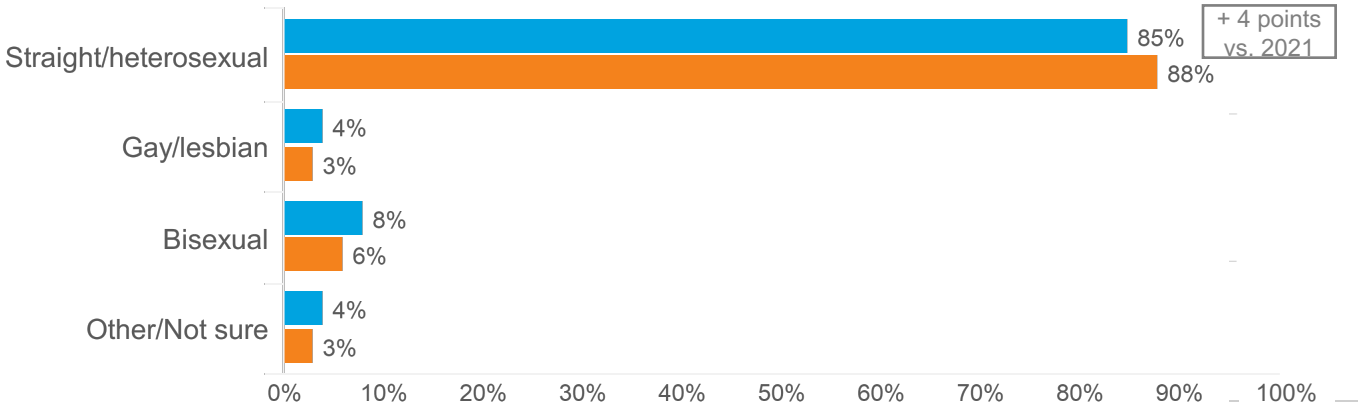
Marital Status

Colorado U.S. Norm



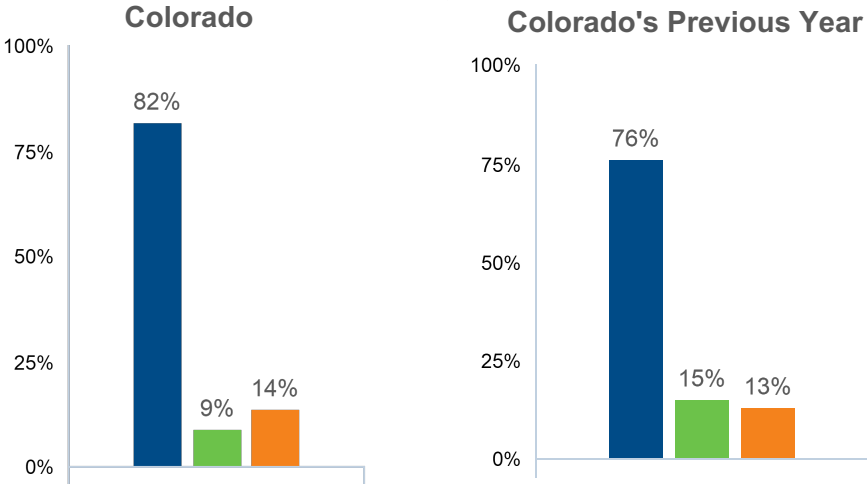
Sexual Orientation

Colorado U.S. Norm



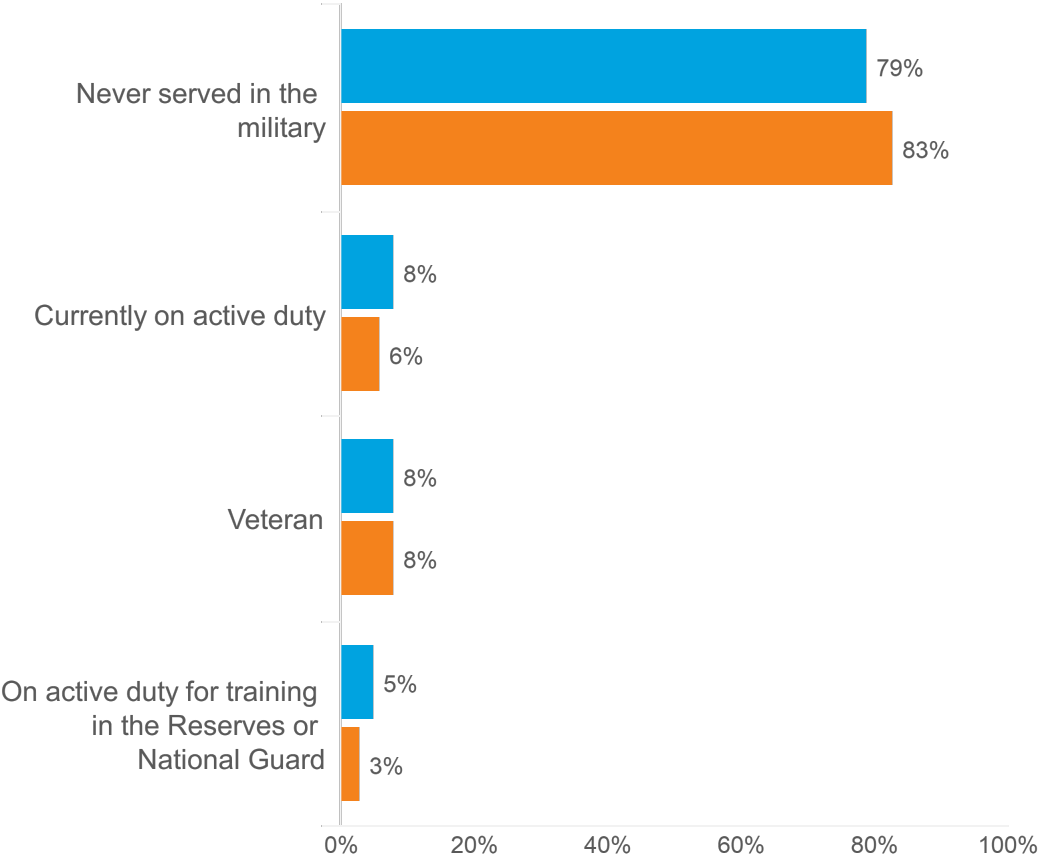
Race

■ White ■ African-American ■ Other



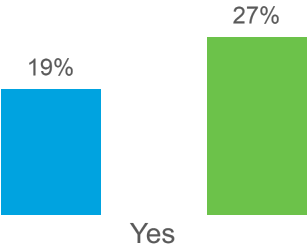
Military Status

■ Colorado ■ U.S. Norm

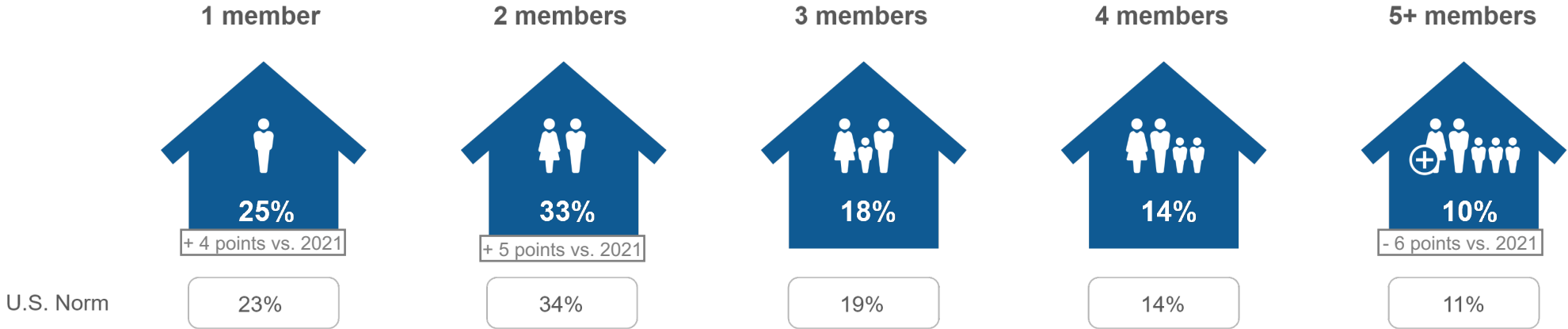


Hispanic Background

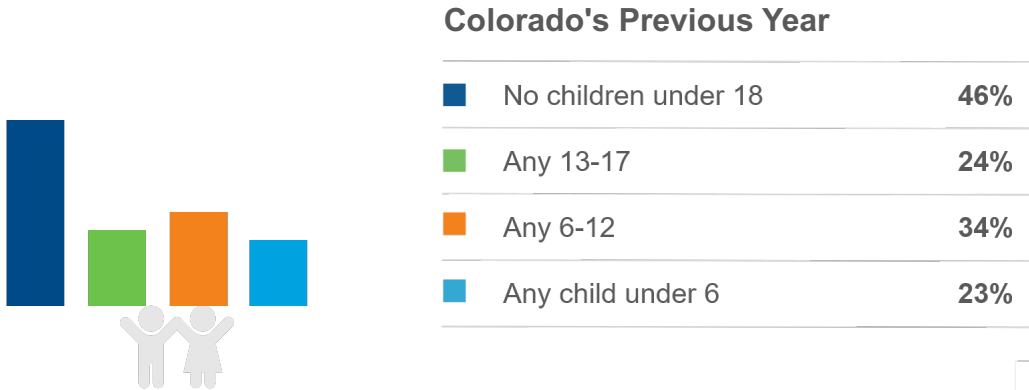
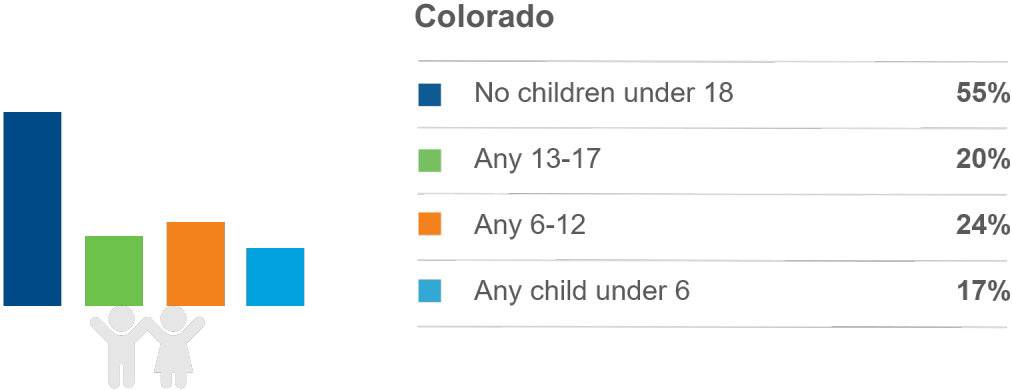
■ 2022 ■ 2021



Household Size



Children in Household





Travel USA Visitor Profile

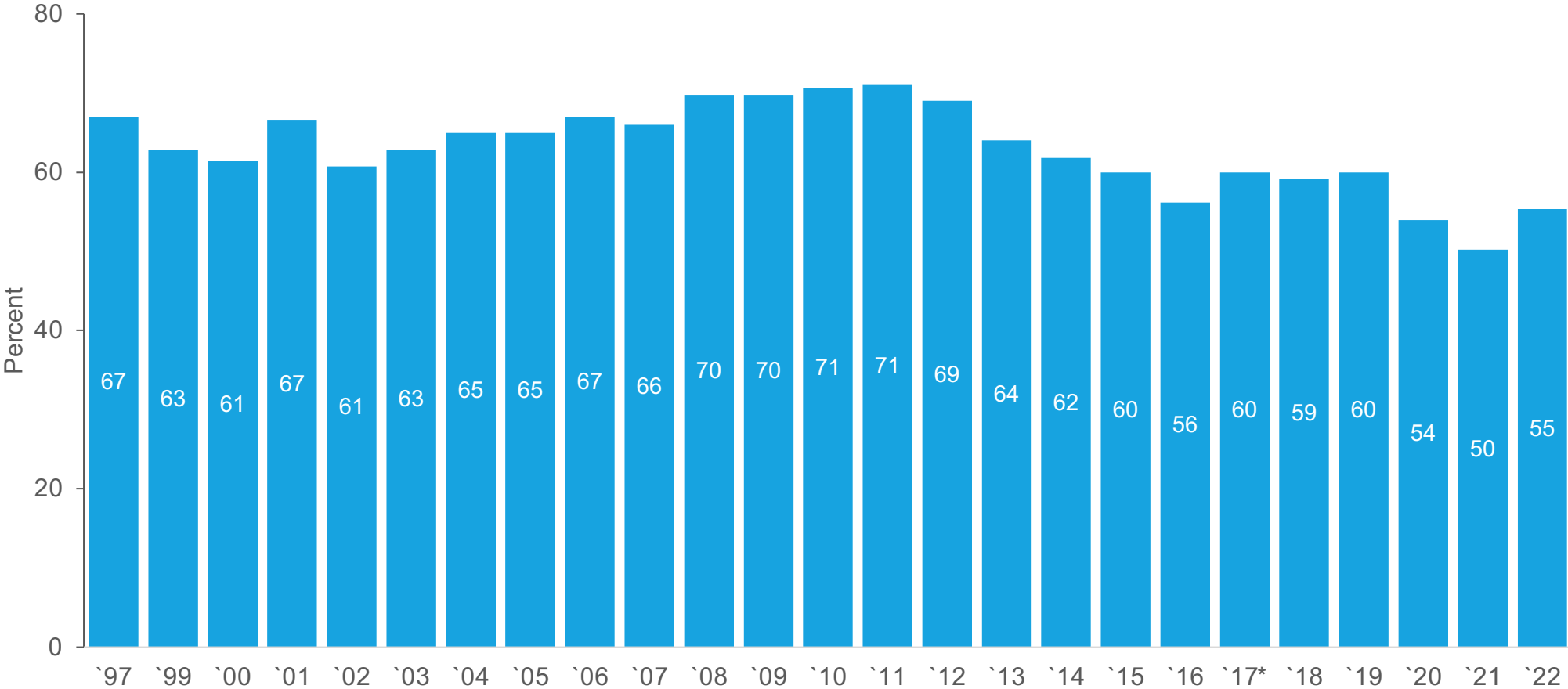
Leisure Visitation Overview



COLORADO
TOURISM OFFICE

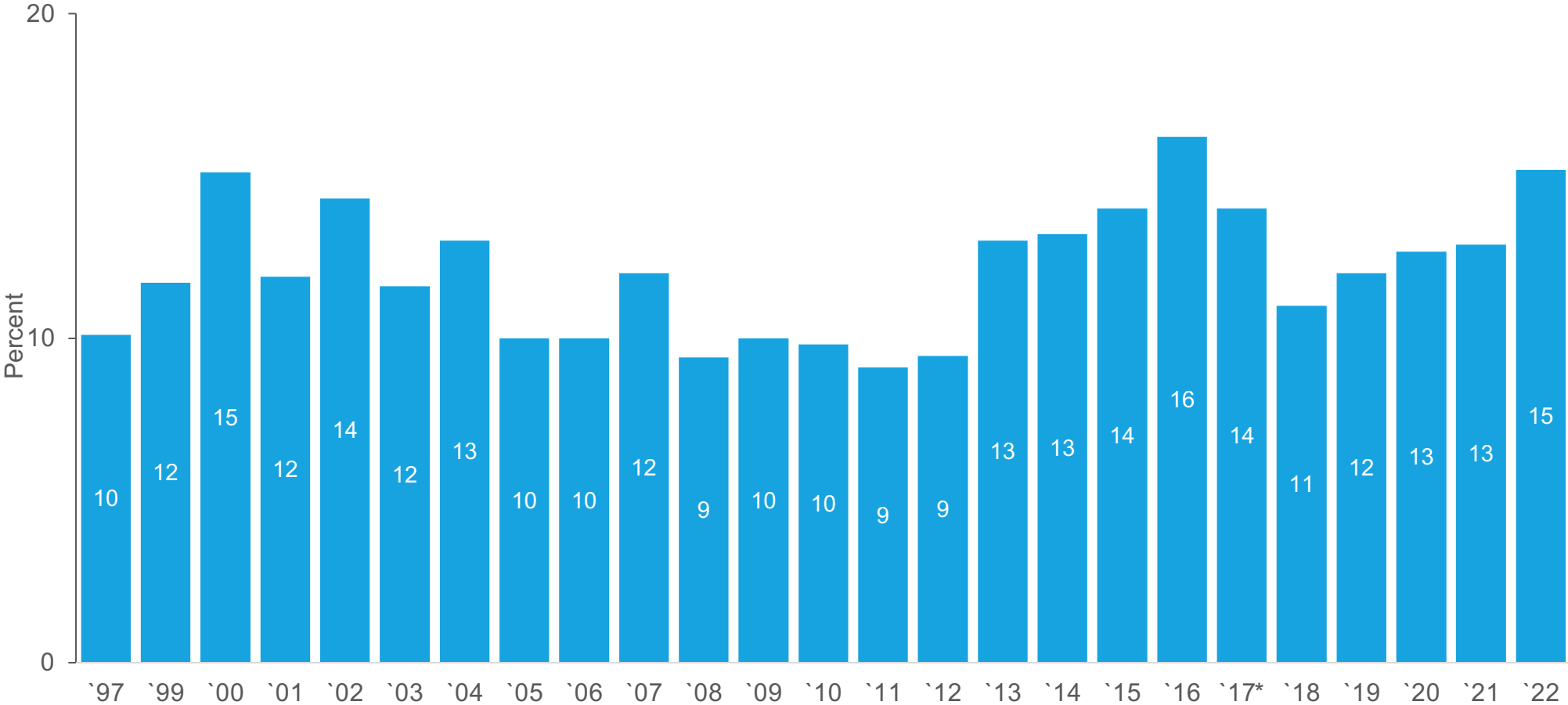
2022

Regional Sources of Business
- West**



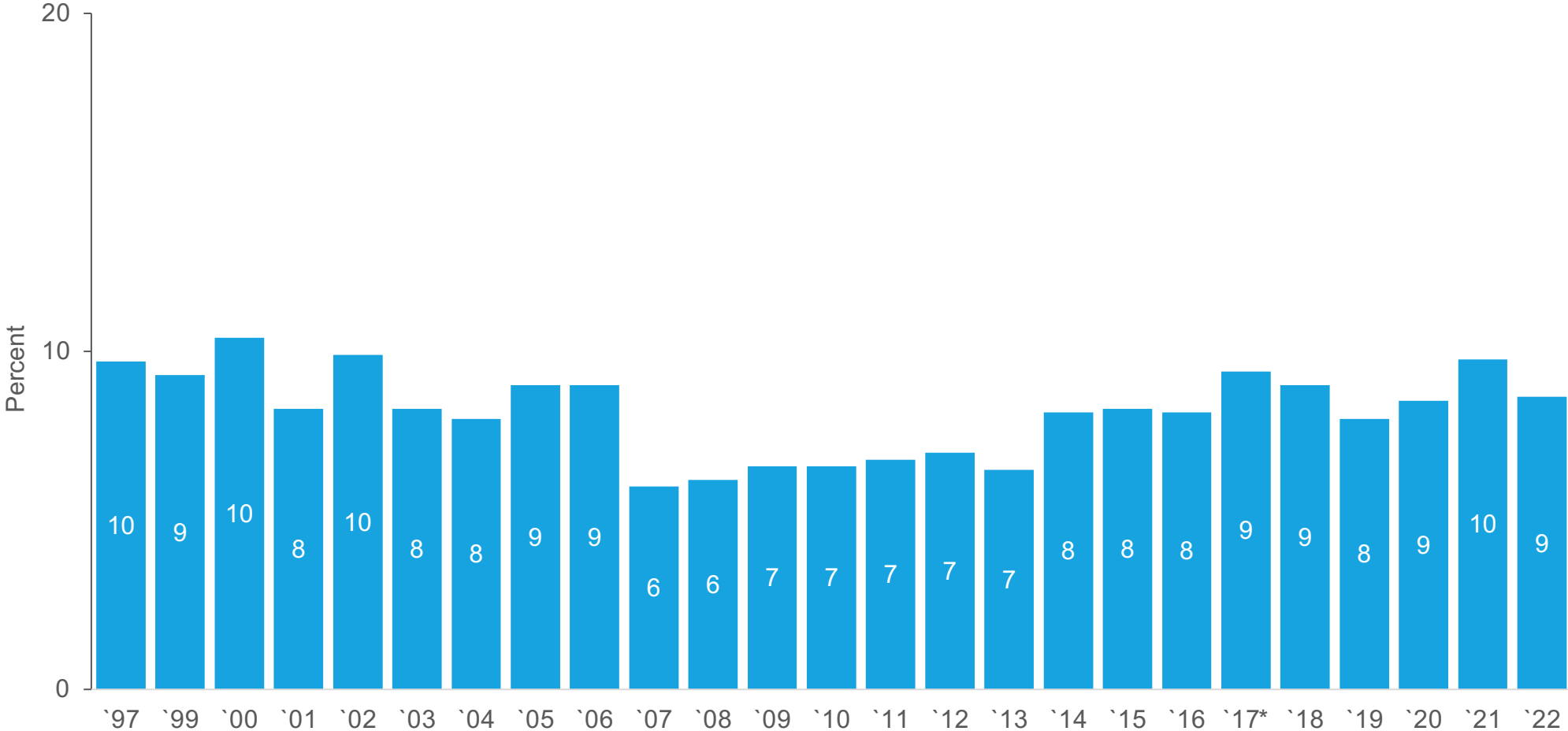
*Restated
**Mountain, West North Central and West South Central census divisions

Regional Sources of Business
- Pacific



*Restated

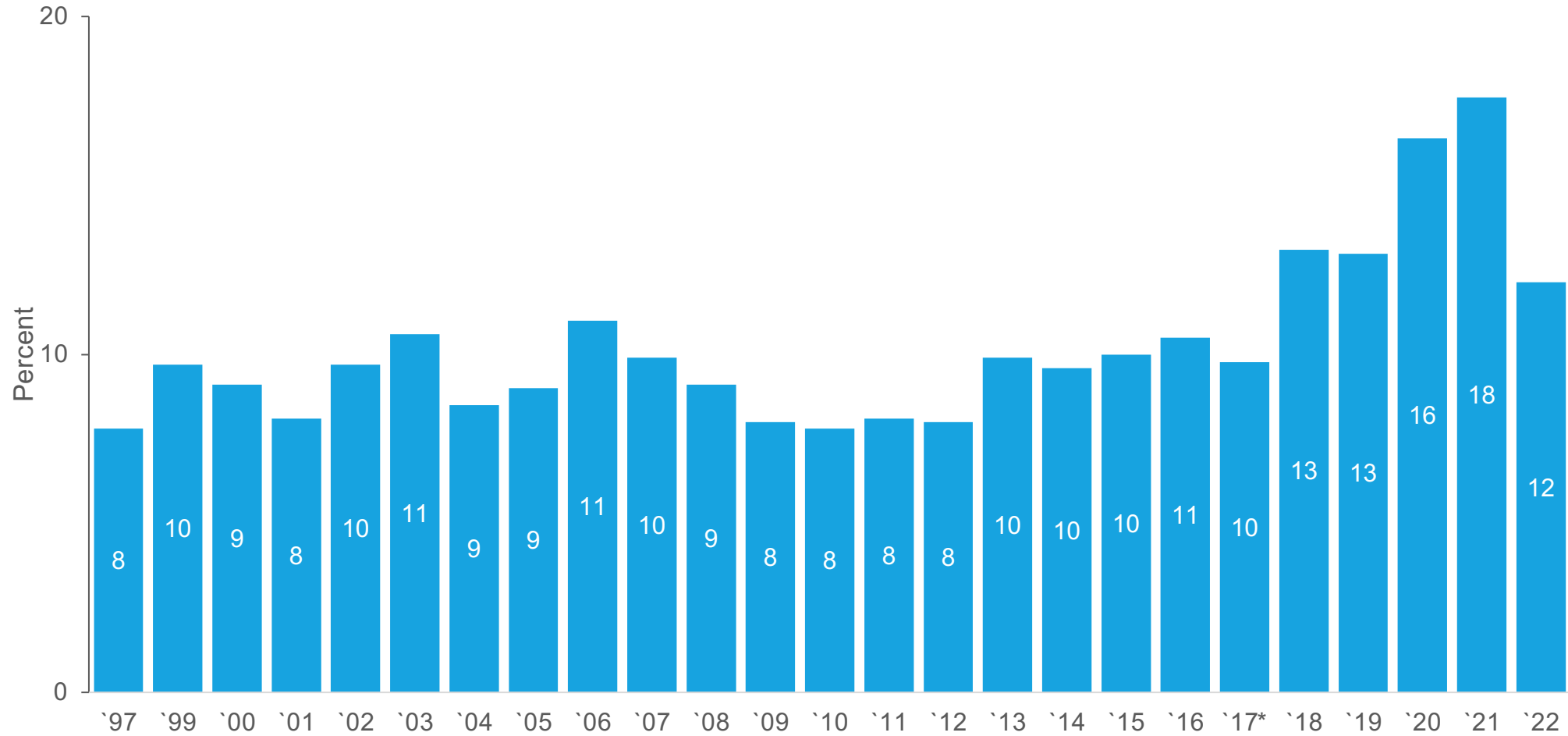
Regional Sources of Business
- Mid-West**



*Restated
**East North Central census division



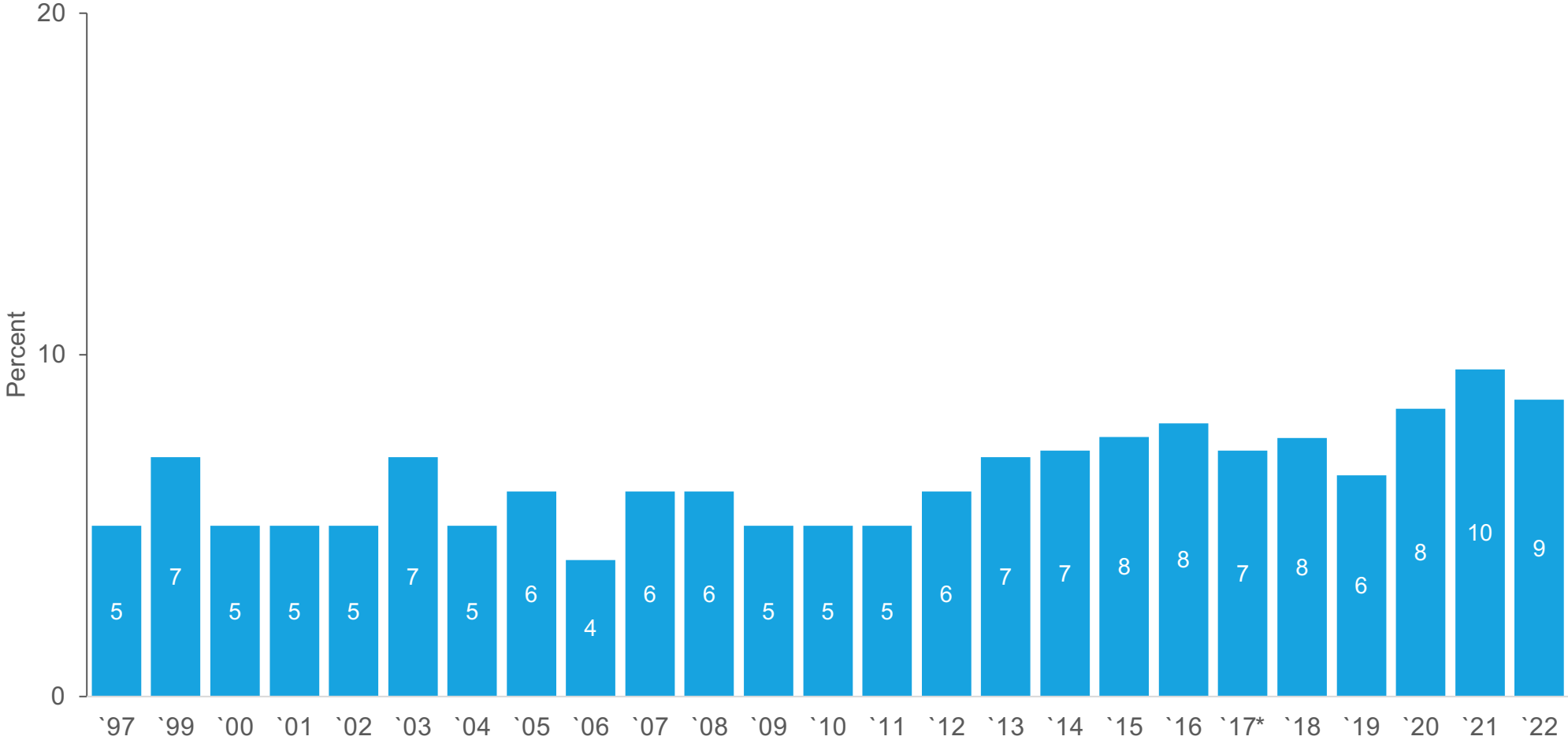
Regional Sources of Business - South**



*Restated

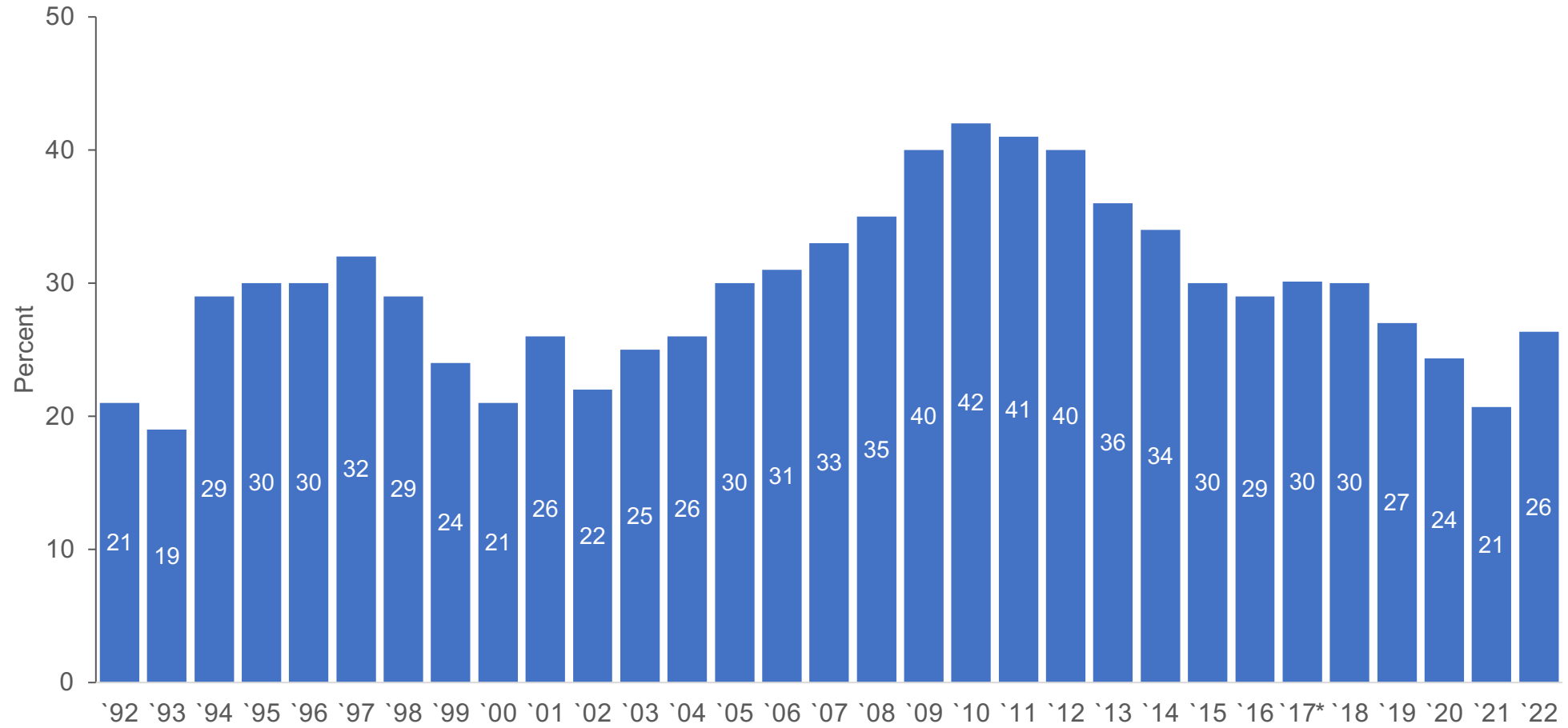
**South Atlantic and East South Central census divisions

Regional Sources of Business
- North-East**

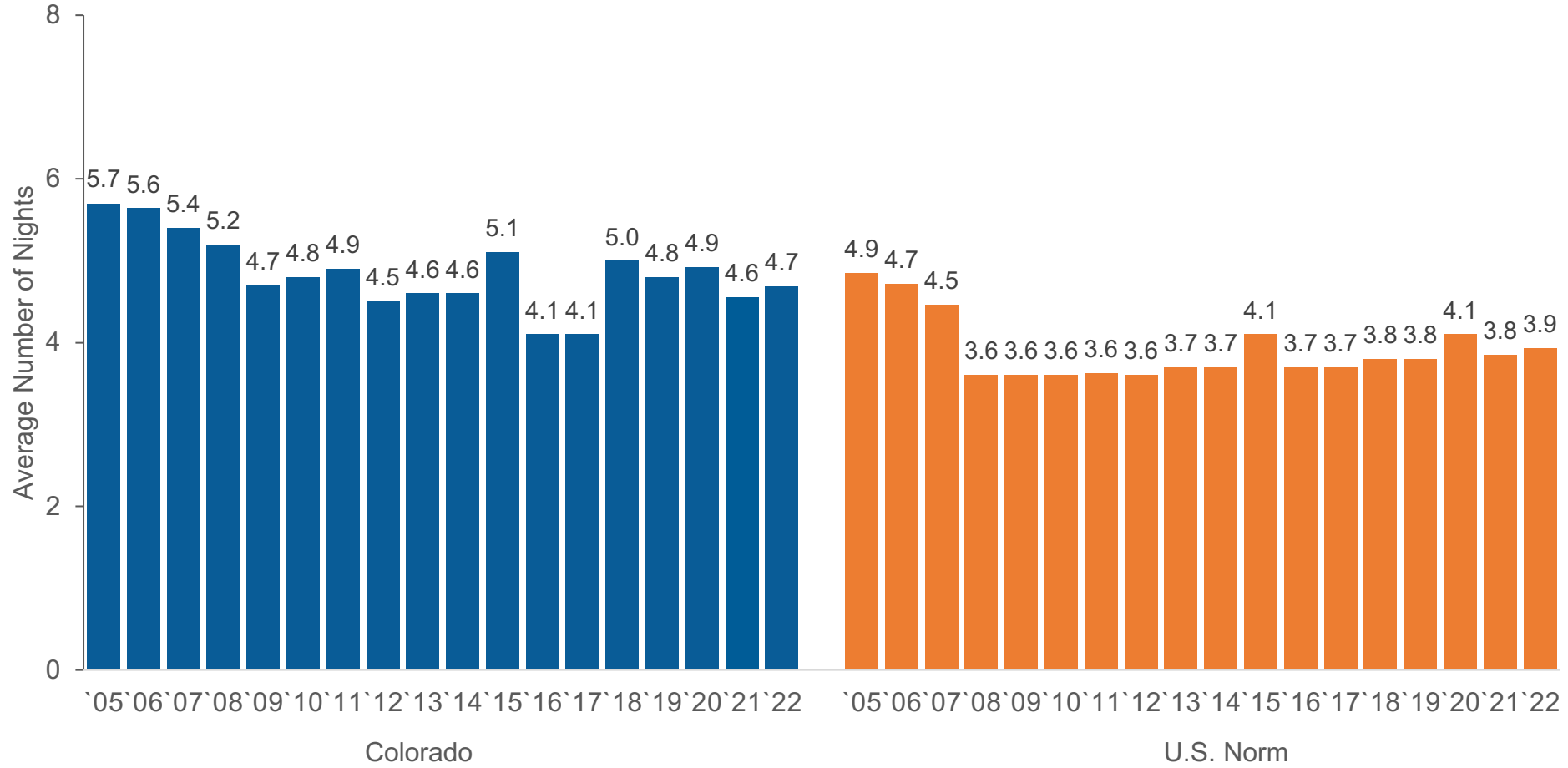


*Restated
**New England and Middle Atlantic census divisions

Percent of Overnight Leisure Trips Originating in Colorado



Length of Trip





Travel USA Visitor Profile

Overnight Outdoors Visitation



COLORADO
TOURISM OFFICE

2022

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 2022 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.

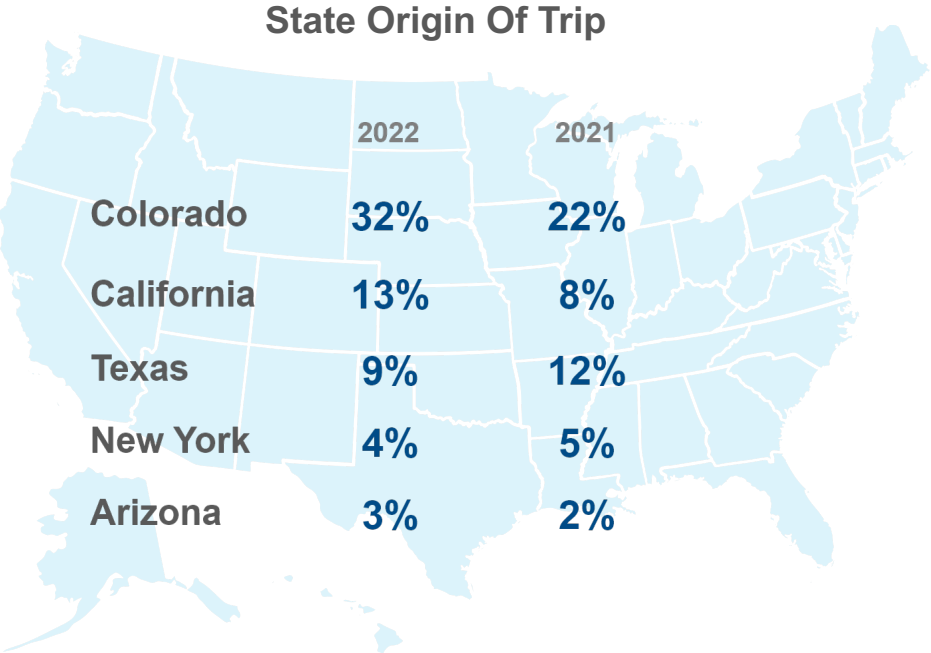
For Colorado's Outdoor segment, the following sample was achieved in 2022:



Overnight Base Size

689

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



DMA Origin Of Trip

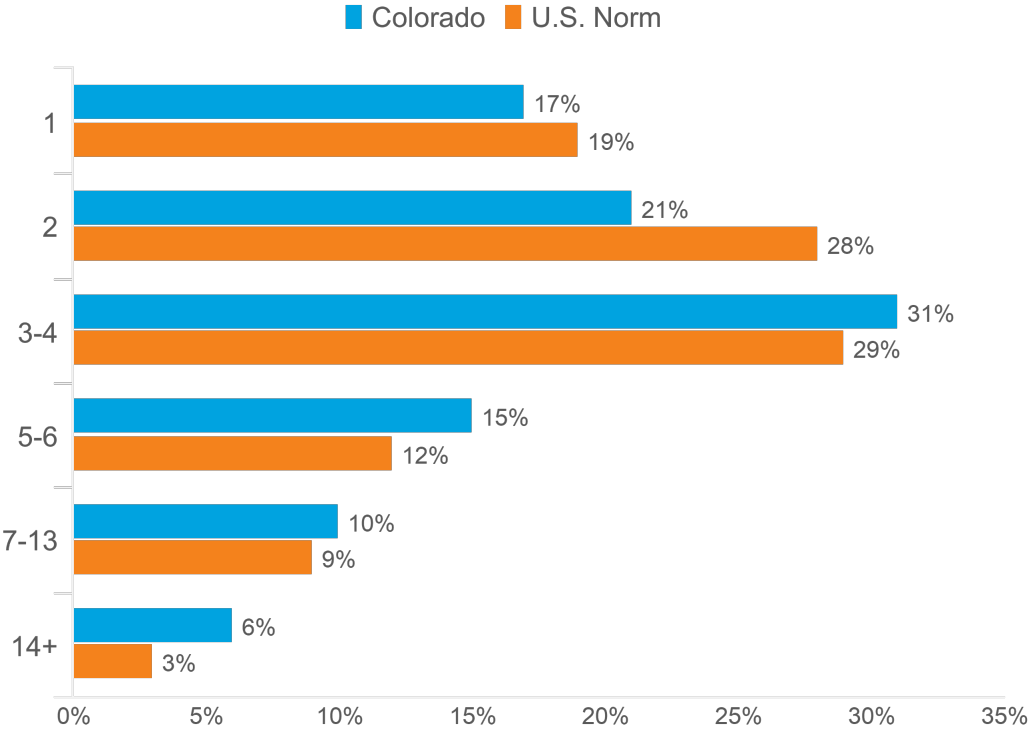
	2022	2021
Denver, CO	27%	15%
Los Angeles, CA	10%	5%
New York, NY	5%	5%
Colorado Springs-Pueblo, CO	4%	5%
Houston, TX	3%	3%

Past Visitation to Colorado

85% of overnight travelers to Colorado are repeat visitors

62% of overnight travelers to Colorado had visited before in the past 12 months

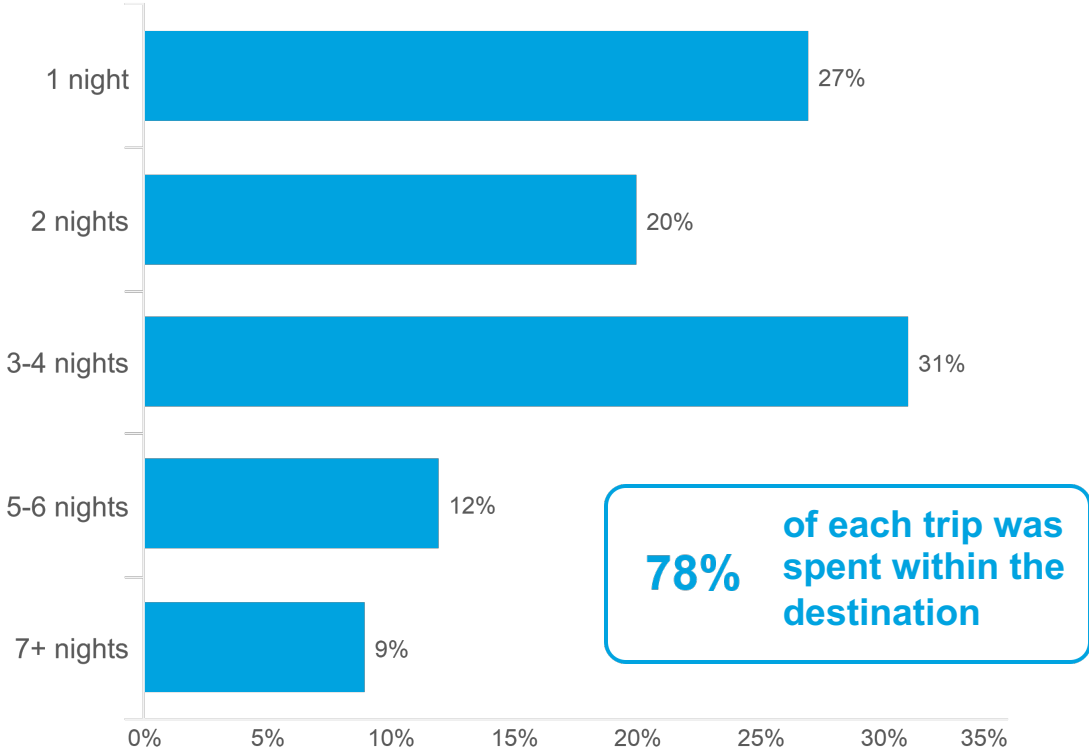
Total Nights Away on Trip



Colorado
4.5
Average Nights

U.S. Norm
3.8
Average Nights

Nights Spent in Colorado



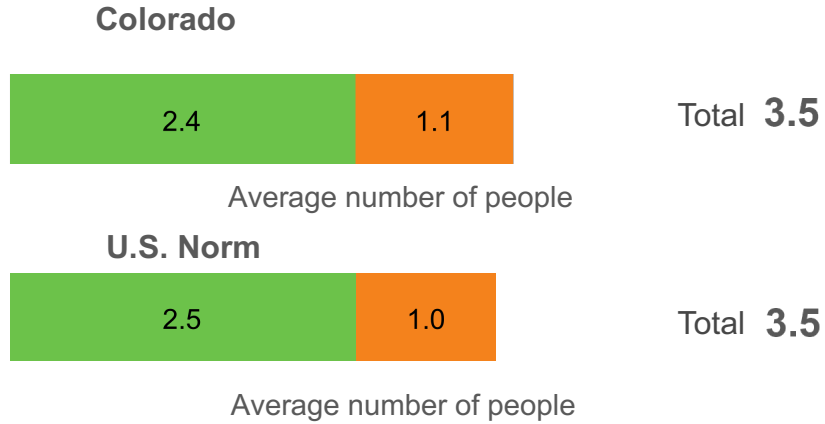
78% of each trip was spent within the destination

Average number of nights
3.5

Average last year
2.8

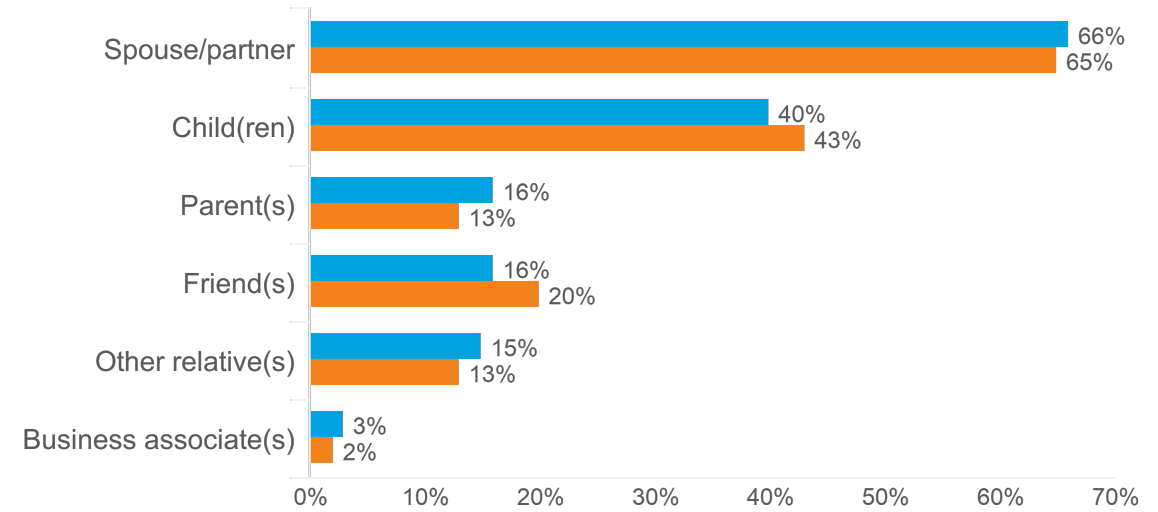
Size of Travel Party

Children Adults



Composition of Immediate Travel Party

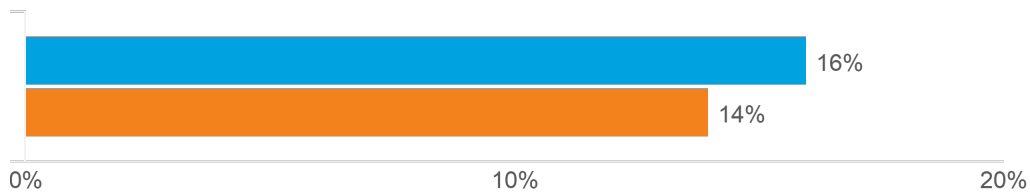
Colorado U.S. Norm



Base: 2022 Overnight Outdoor Person-Trips that included more than one person

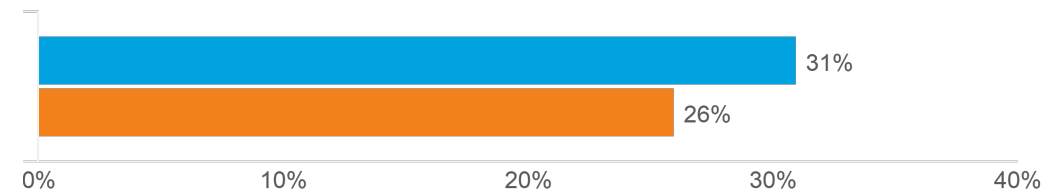
Percent Who Traveled Alone

Colorado U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Colorado U.S. Norm

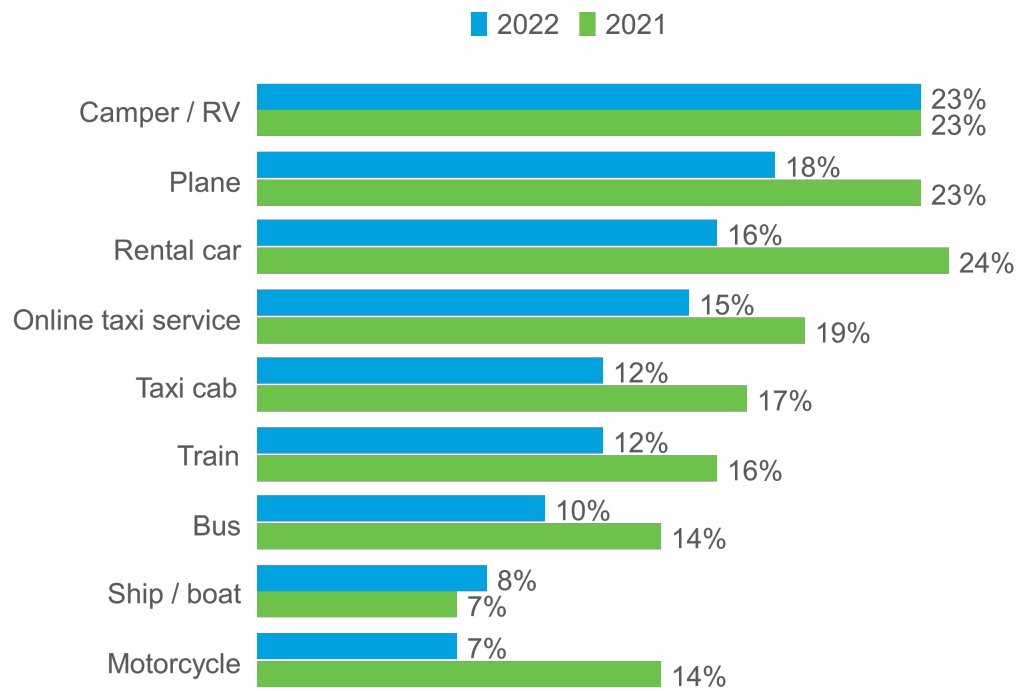


Transportation Used to get to Destination



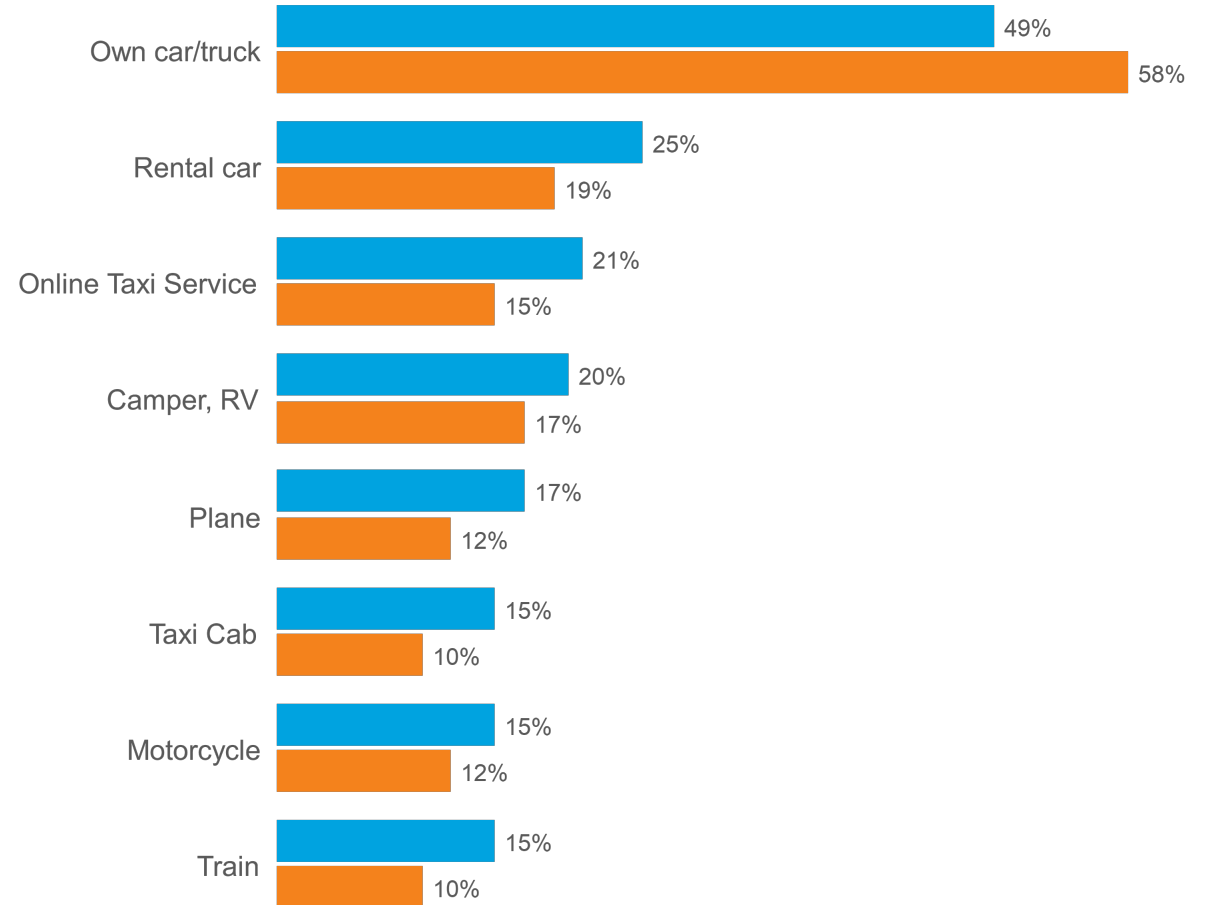
68% of overnight travelers use own car/truck to get to their destination

Previous year: 66%

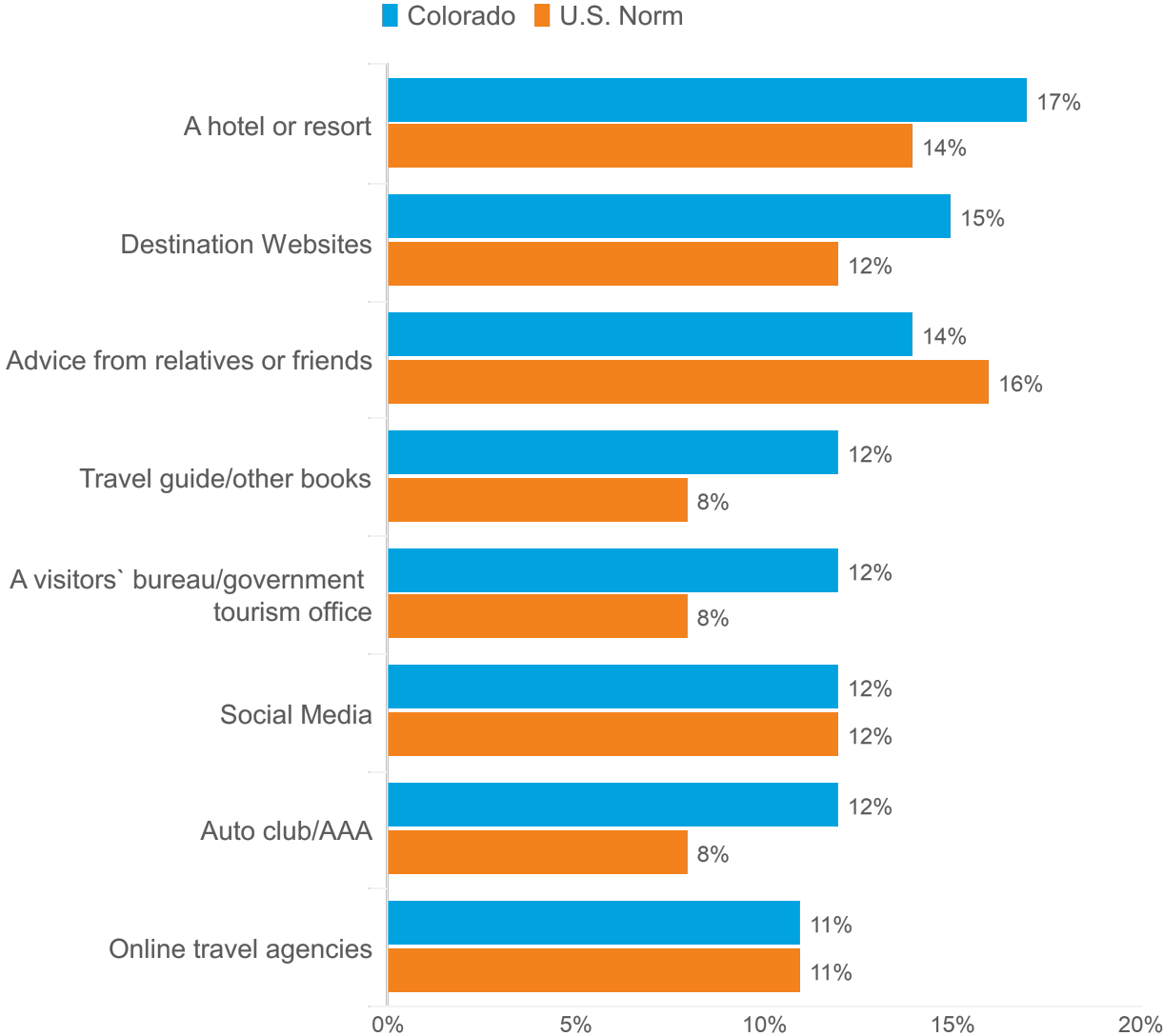


Transportation Used within Destination

■ Colorado ■ U.S. Norm



Trip Planning Information Sources



Length of Trip Planning

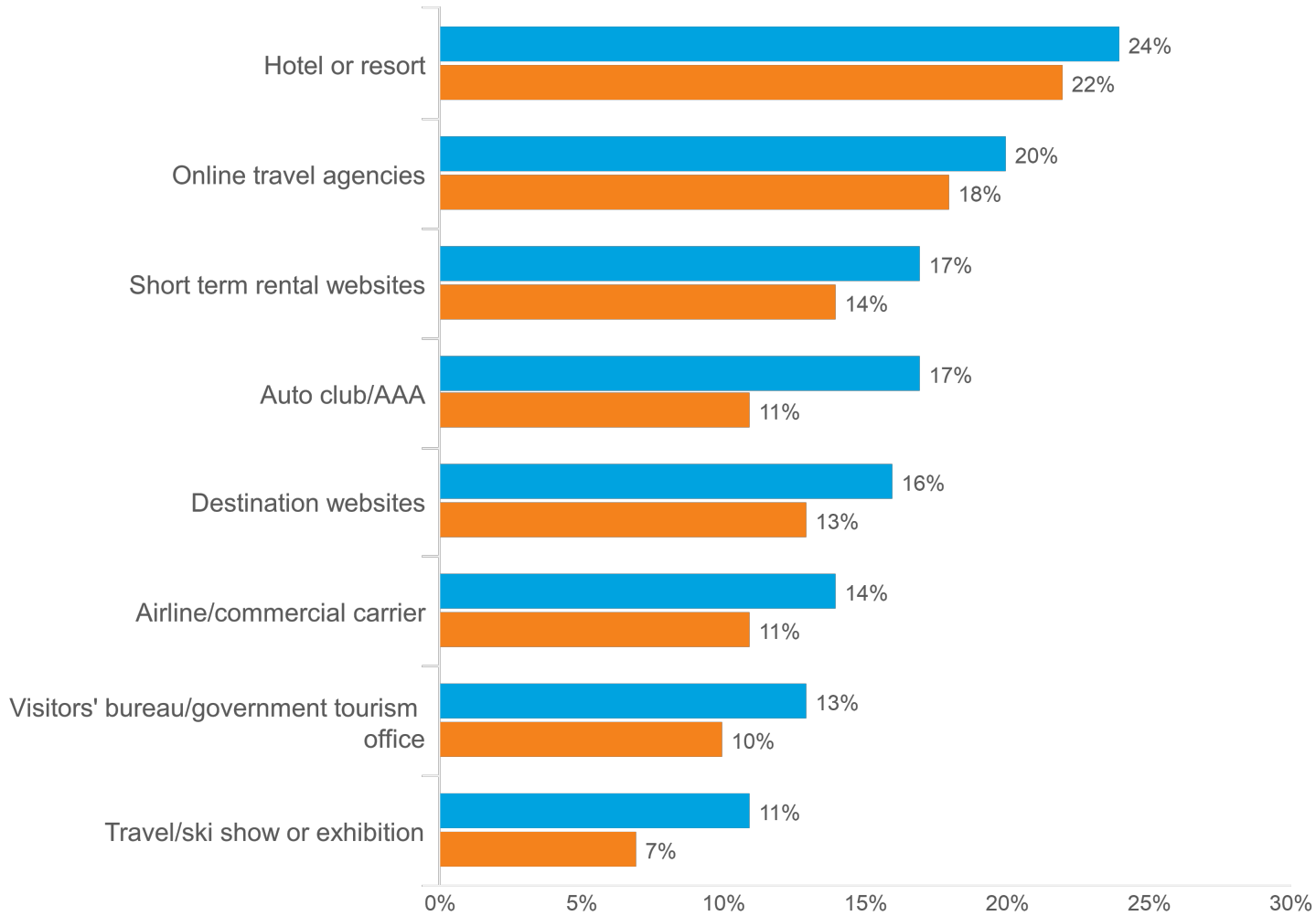
	Colorado	U.S. Norm
1 month or less	22%	27%
2 months	15%	16%
3-5 months	25%	21%
6-12 months	25%	19%
More than 1 year in advance	5%	5%
Did not plan anything in advance	8%	12%

Colorado's Overnight Trip Characteristics








Base: 2022 Overnight Outdoors Person-Trips

Method of Booking

■ Colorado ■ U.S. Norm



Accommodations

	2022	2021
 Hotel	35%	34%
 Campground / RV park	28%	26%
 Motel	16%	16%
 Rented home / condo / apartment	12%	11%
 Rented cottage / cabin	11%	14%
 Bed & breakfast	9%	13%
 Time share	9%	10%

Activity Groupings

Outdoor Activities



U.S. Norm: 83%

Entertainment Activities



U.S. Norm: 51%

Cultural Activities



U.S. Norm: 34%

Sporting Activities



U.S. Norm: 24%

Business Activities



U.S. Norm: 16%

Activities and Experiences (Top 10)







	2022	2021
Hiking/backpacking	39%	23%
Sightseeing	26%	19%
Camping	23%	18%
National/state park	23%	15%
Landmark/historic site	20%	15%
Shopping	18%	15%
Nature tours/wildlife viewing/birding	18%	14%
Winery/brewery/distillery tour	16%	10%
Museum	15%	10%
Fishing	14%	12%

Shopping Types on Trip

	Colorado	U.S. Norm
 Souvenir shopping	66%	47%
 Convenience/grocery shopping	54%	50%
 Boutique shopping	41%	31%
 Big box stores (Walmart, Costco)	35%	34%
 Outlet/mall shopping	31%	39%
 Antiquing	13%	15%

Base: 2022 Outdoor Person-Trips that included Shopping

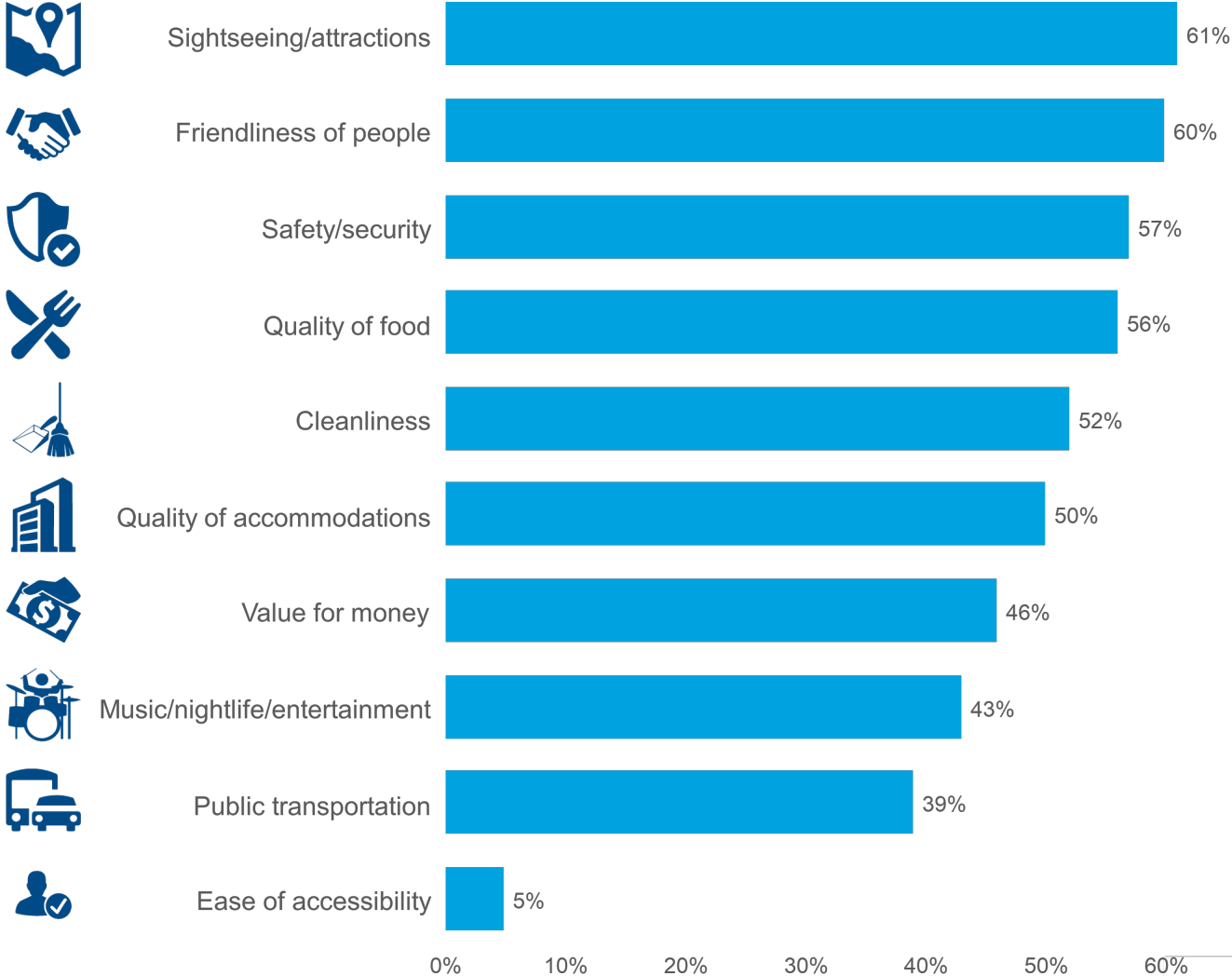
Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	41%	41%
 Picnicking	31%	31%
 Street food/food trucks	28%	22%
 Fine/upscale dining	24%	18%
 Food delivery service (UberEATS, DoorDash, etc.)	22%	18%
 Gastropubs	18%	11%



77%
of overnight travelers were
very satisfied with their overall
trip experience

% Very Satisfied with Trip*

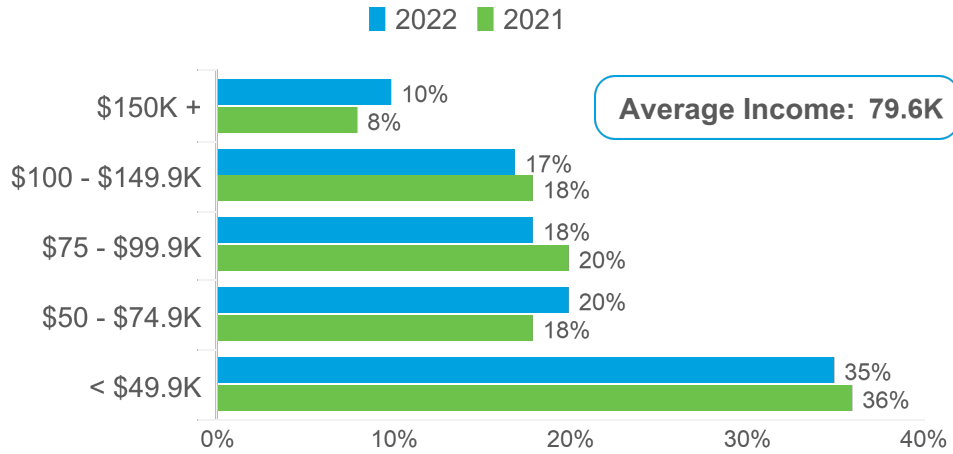


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

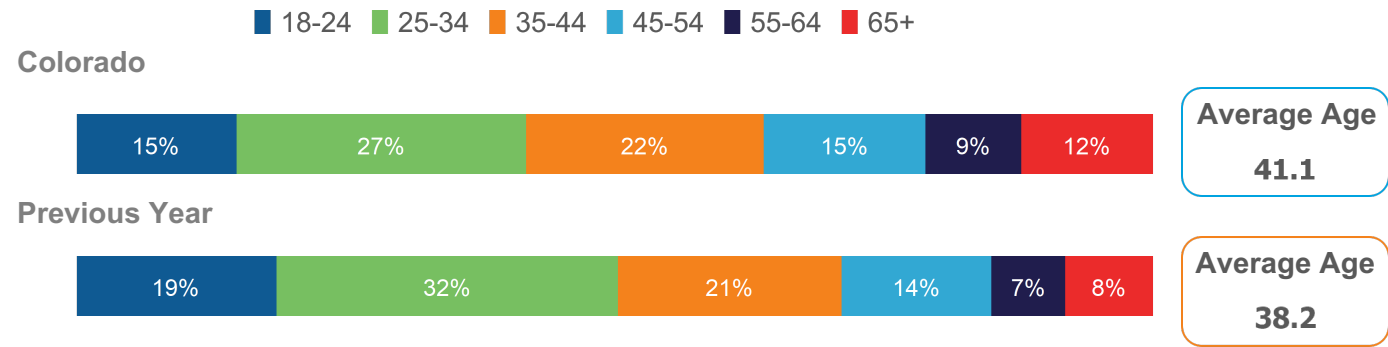
Demographic Profile of Overnight Colorado Visitors

Base: 2022 Overnight Outdoors Person-Trips

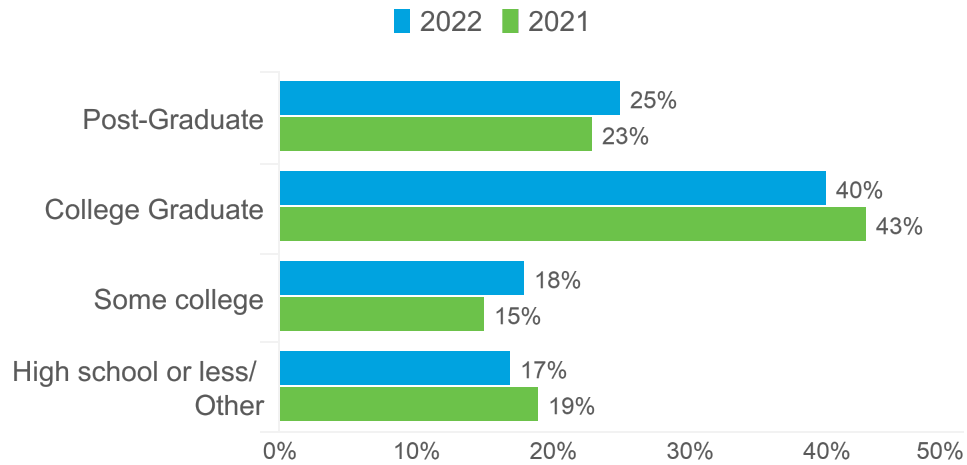
Household Income



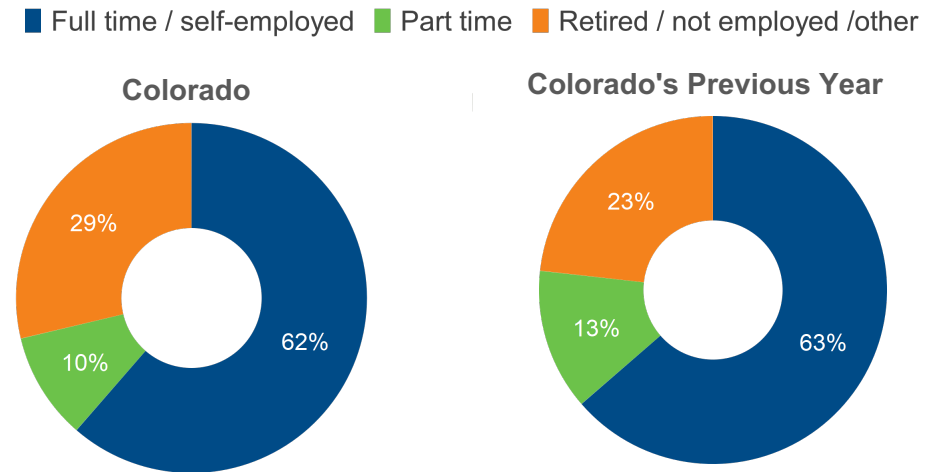
Age



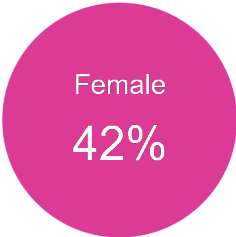
Educational Attainment



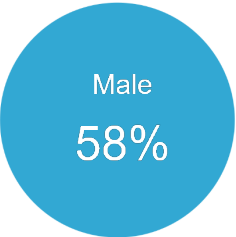
Employment



Gender



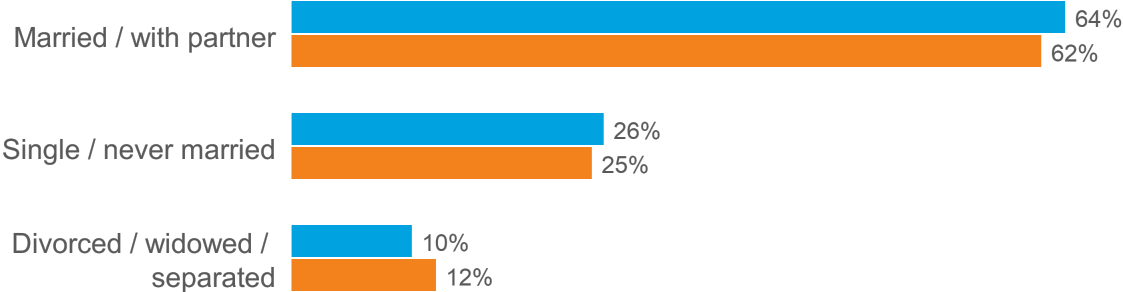
U.S. Norm
45%



U.S. Norm
55%

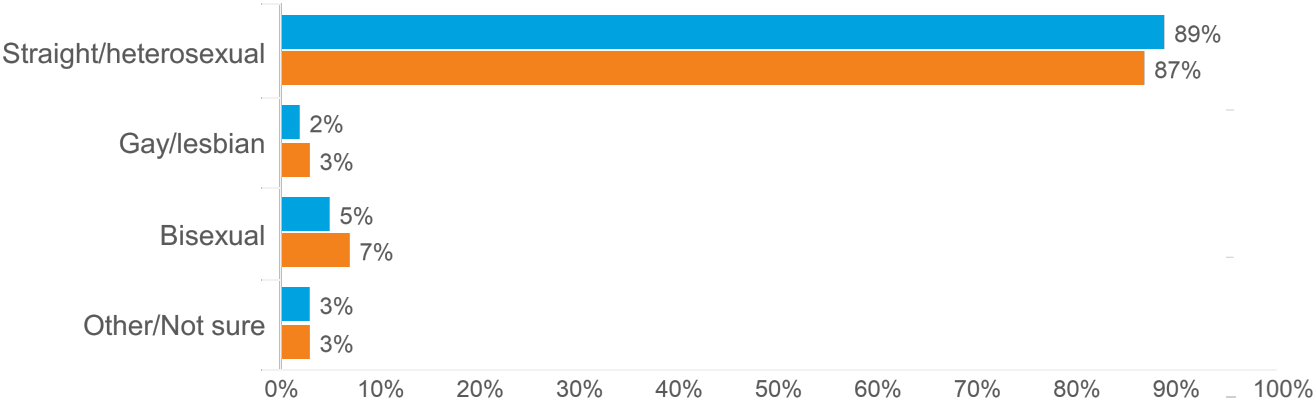
Marital Status

Colorado U.S. Norm



Sexual Orientation

Colorado U.S. Norm

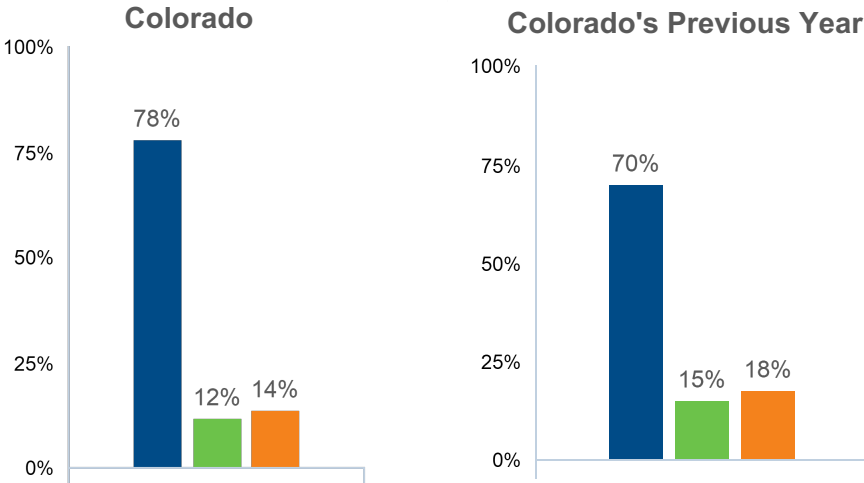


Demographic Profile of Overnight Colorado Visitors

Base: 2022 Overnight Outdoors Person-Trips

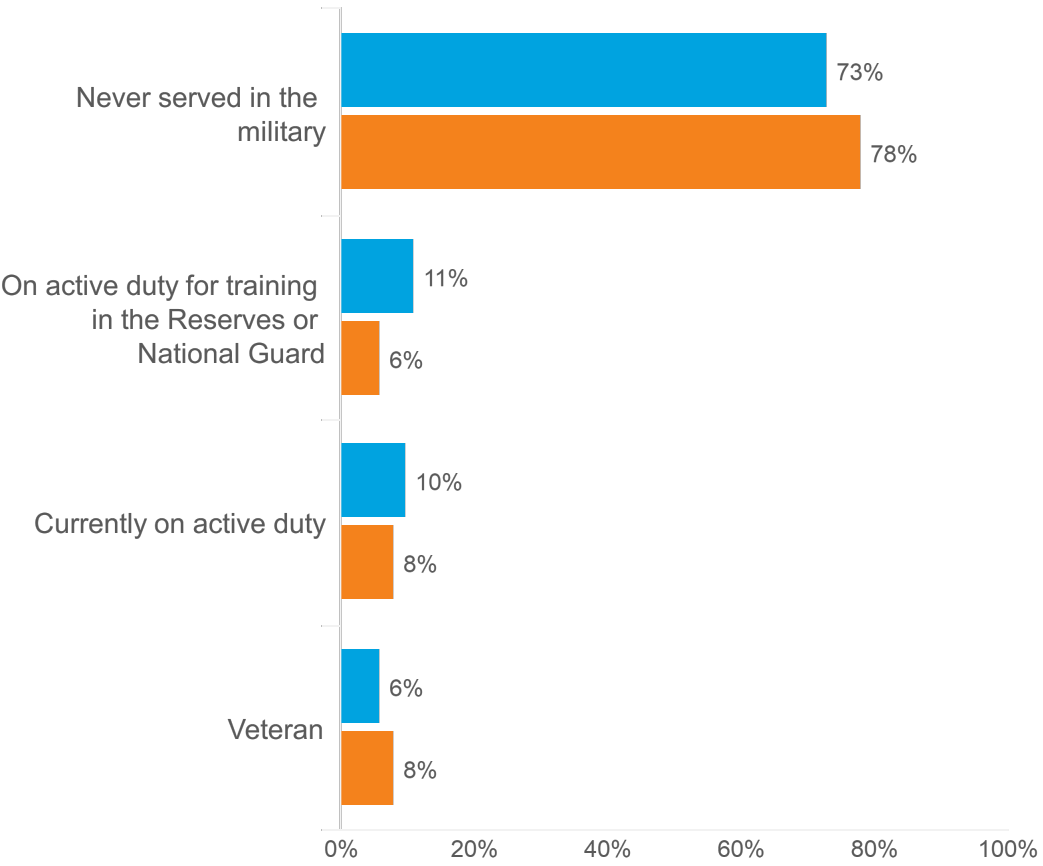
Race

■ White ■ African-American ■ Other



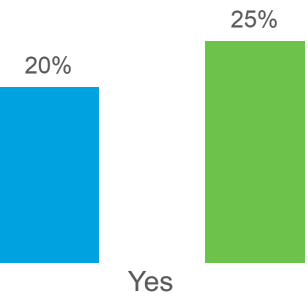
Military Status

■ Colorado ■ U.S. Norm

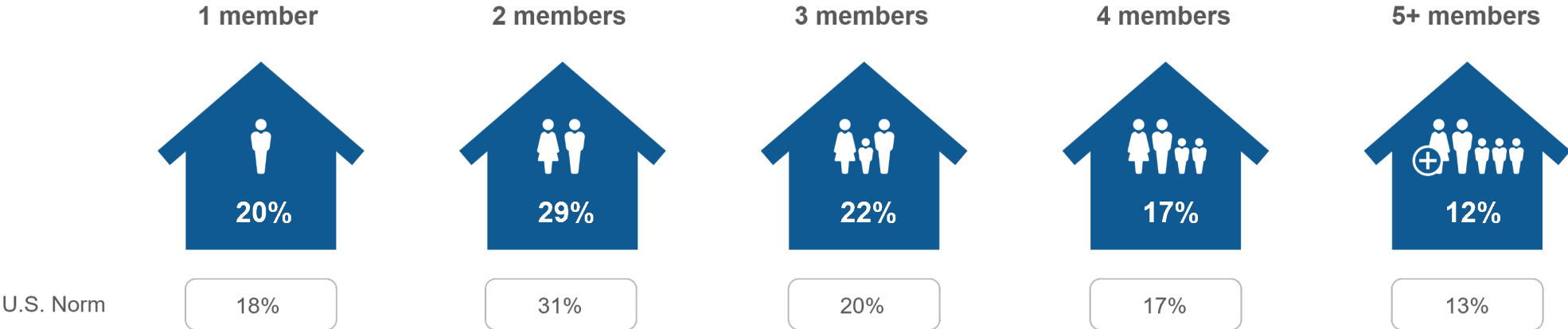


Hispanic Background

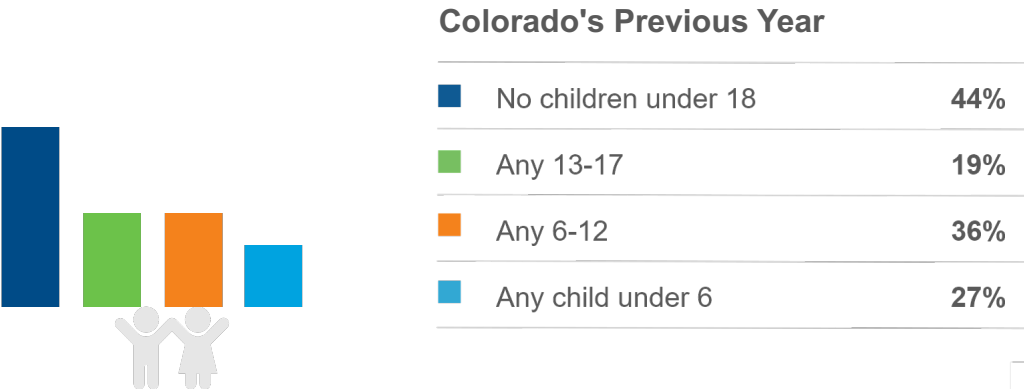
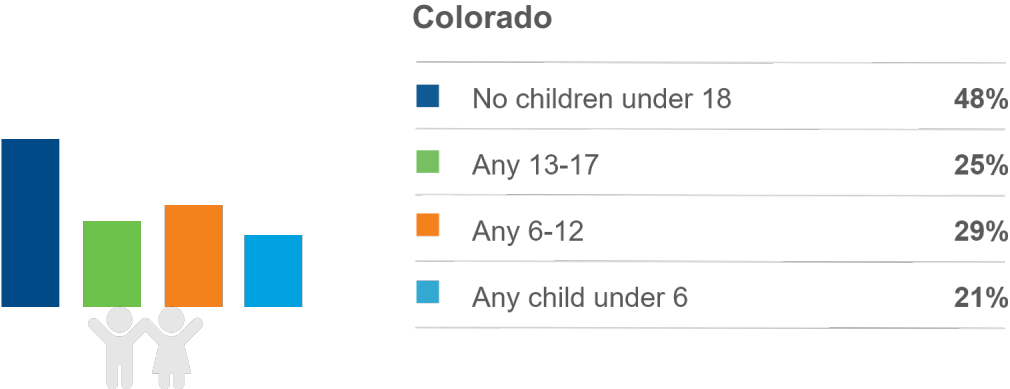
■ 2022 ■ 2021



Household Size



Children in Household





Travel USA Visitor Profile

Overnight Ski/Snowboarding Visitation



COLORADO
TOURISM OFFICE

2022

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 2022 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 2022:

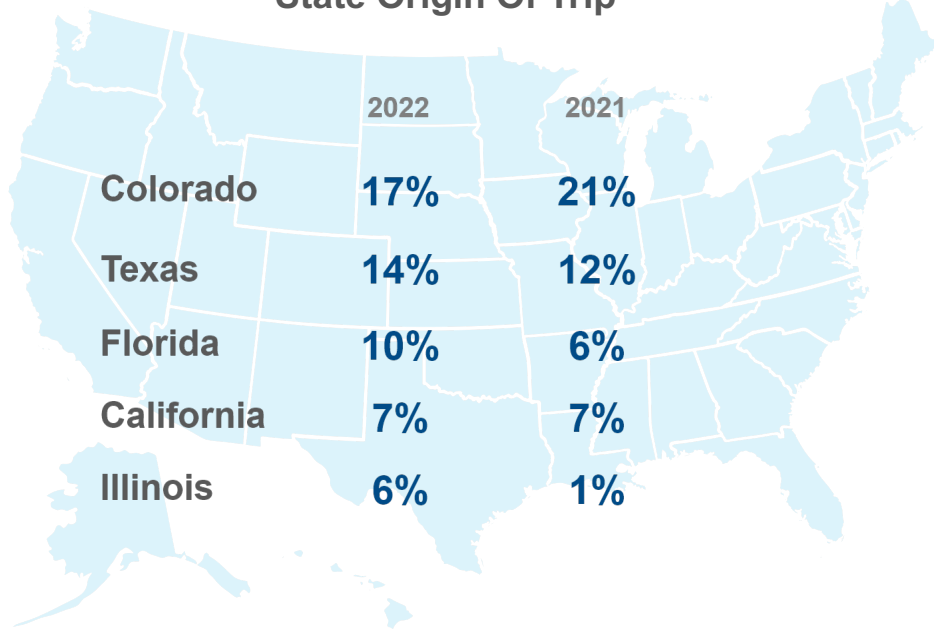


Overnight Base Size

197

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



Past Visitation to Colorado

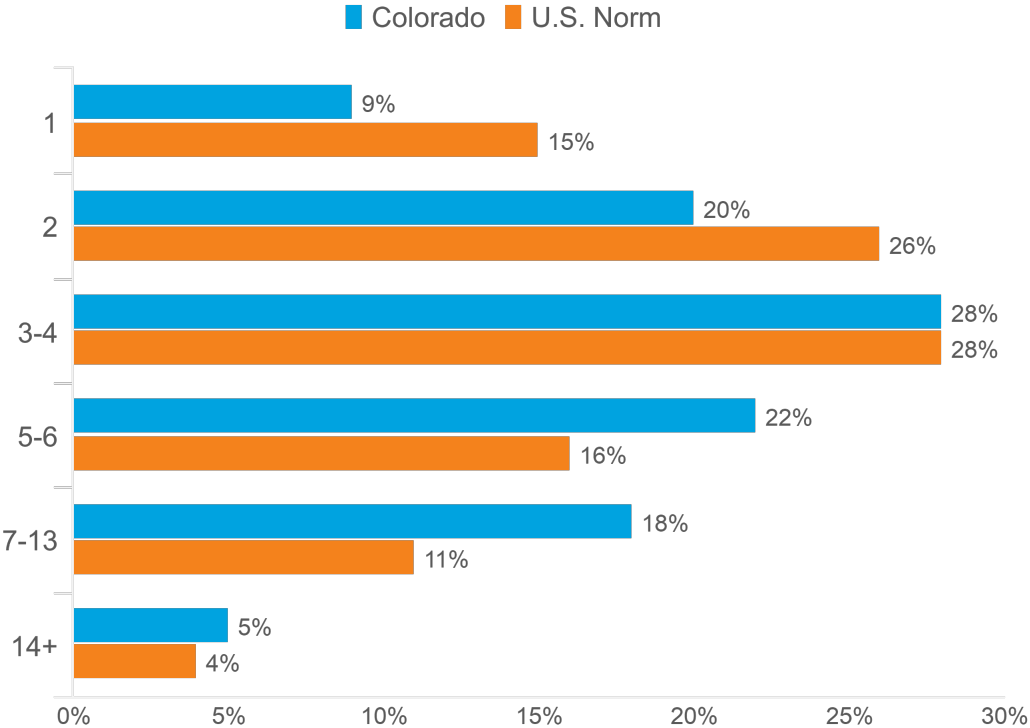
89% of overnight travelers to Colorado are repeat visitors

47% of overnight travelers to Colorado had visited before in the past 12 months

DMA Origin Of Trip

	2022	2021
Denver, CO	15%	17%
Dallas-Ft. Worth, TX	6%	3%
Chicago, IL	5%	<1%
Los Angeles, CA	4%	3%
Orlando-Daytona Beach-Melbrn, FL	4%	1%
Indianapolis-Lafayette, IN	4%	1%
New York, NY	3%	2%
Little Rock-Pine Bluff, AR	3%	1%
San Antonio, TX	3%	0%

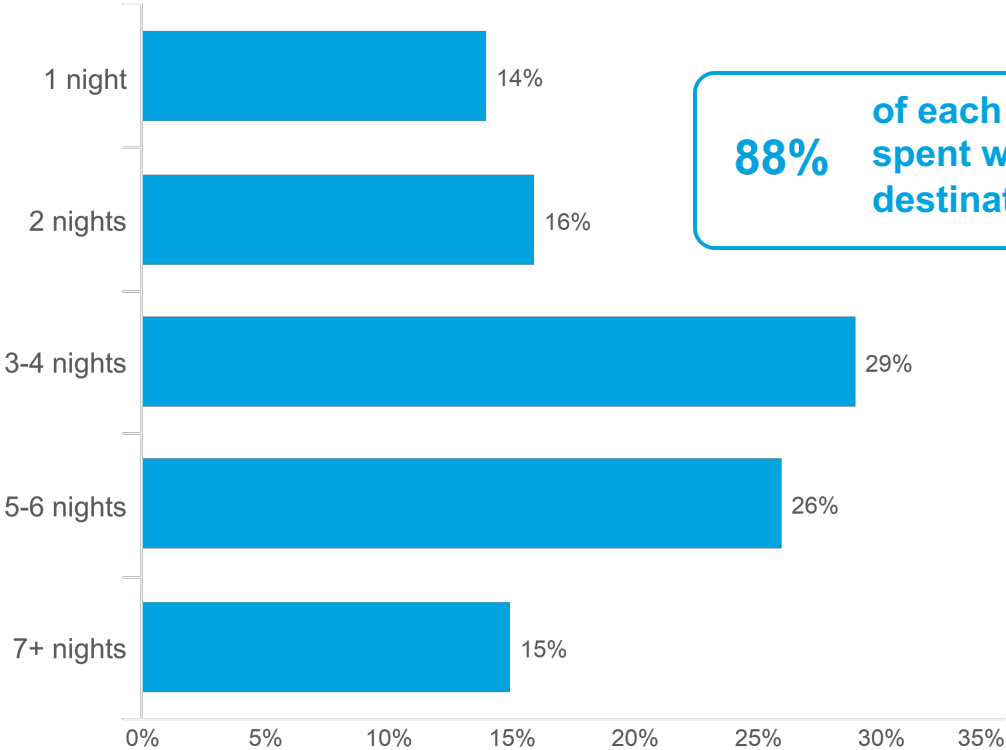
Total Nights Away on Trip



Colorado
5.1
Average Nights

U.S. Norm
4.2
Average Nights

Nights Spent in Colorado

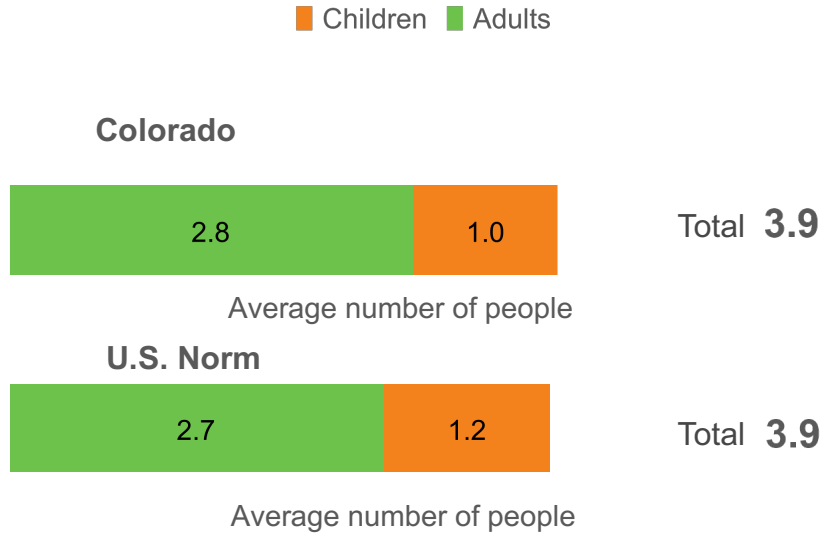


88% of each trip was spent within the destination

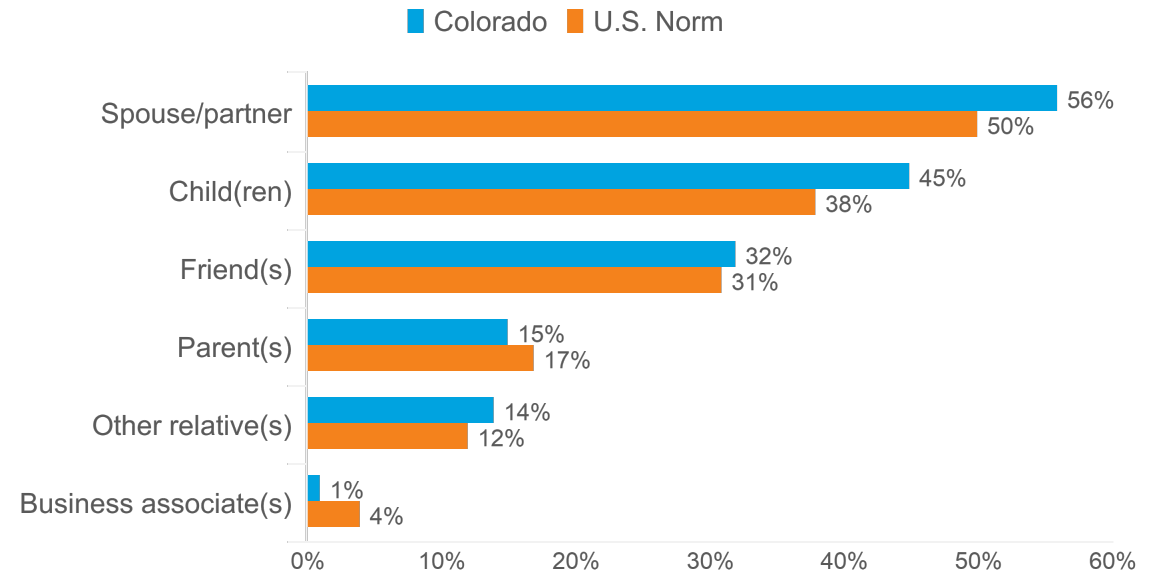
Average number of nights
4.5

Average last year
4.6

Size of Travel Party

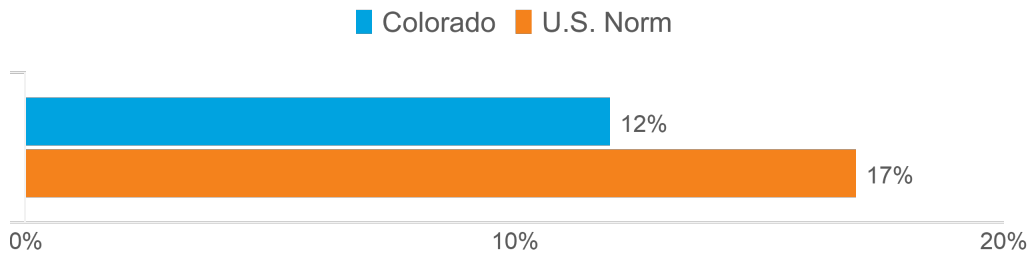


Composition of Immediate Travel Party

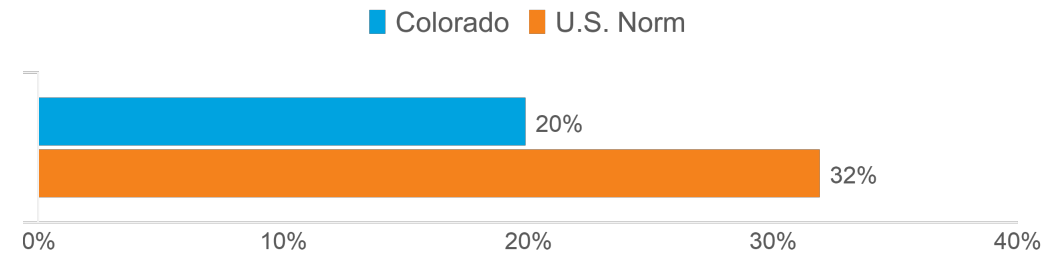


Base: 2022 Overnight Ski/Snowboarding Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities

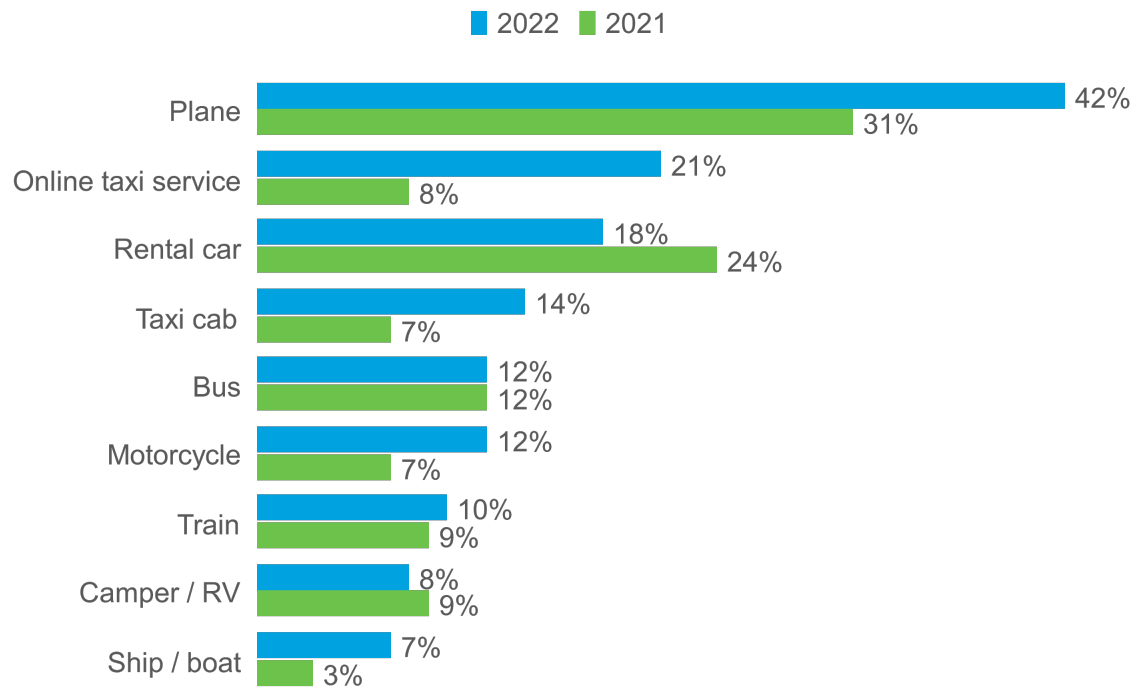


Transportation Used to get to Destination

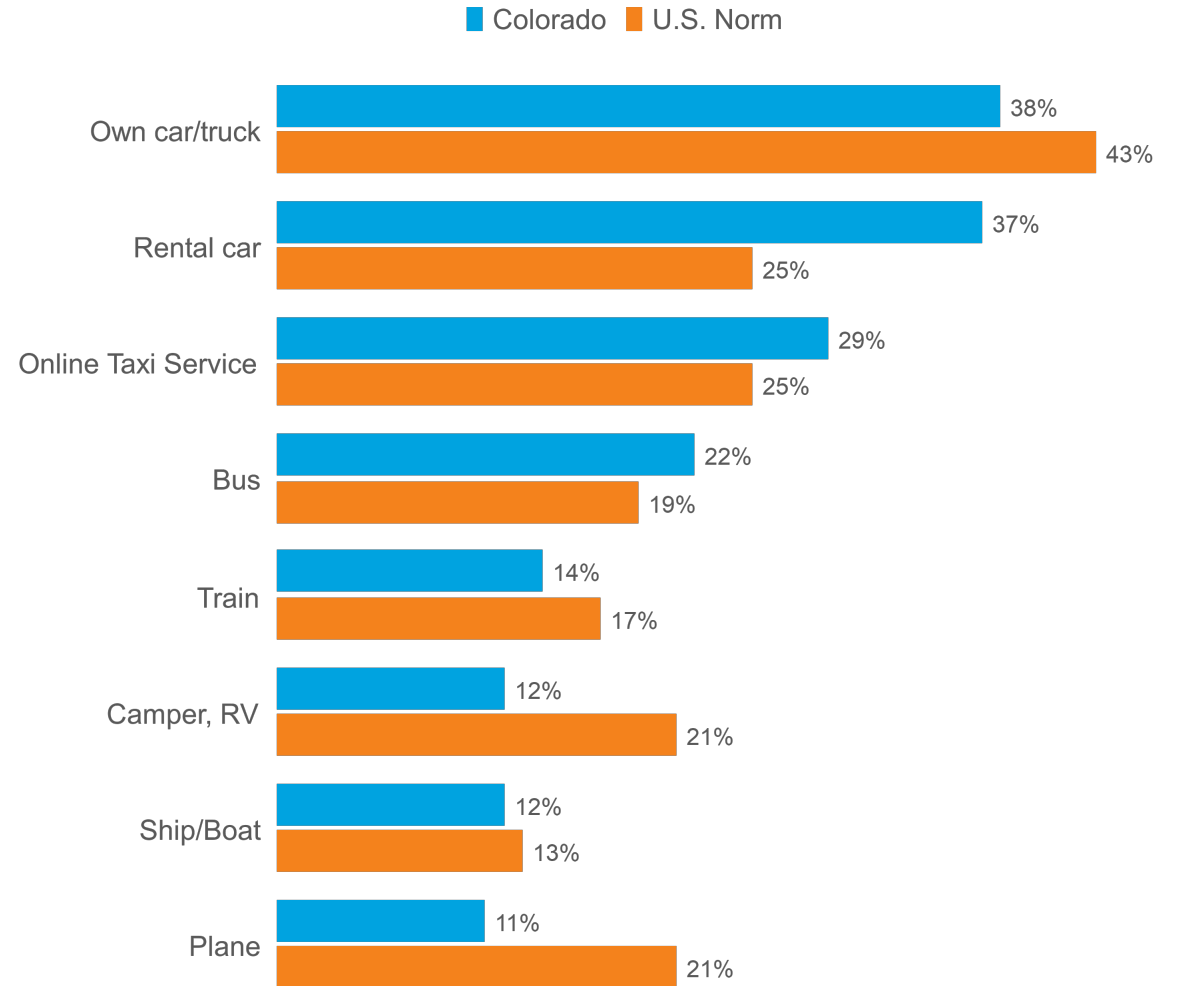


54% of overnight travelers use own car/truck to get to their destination

Previous year: **58%**

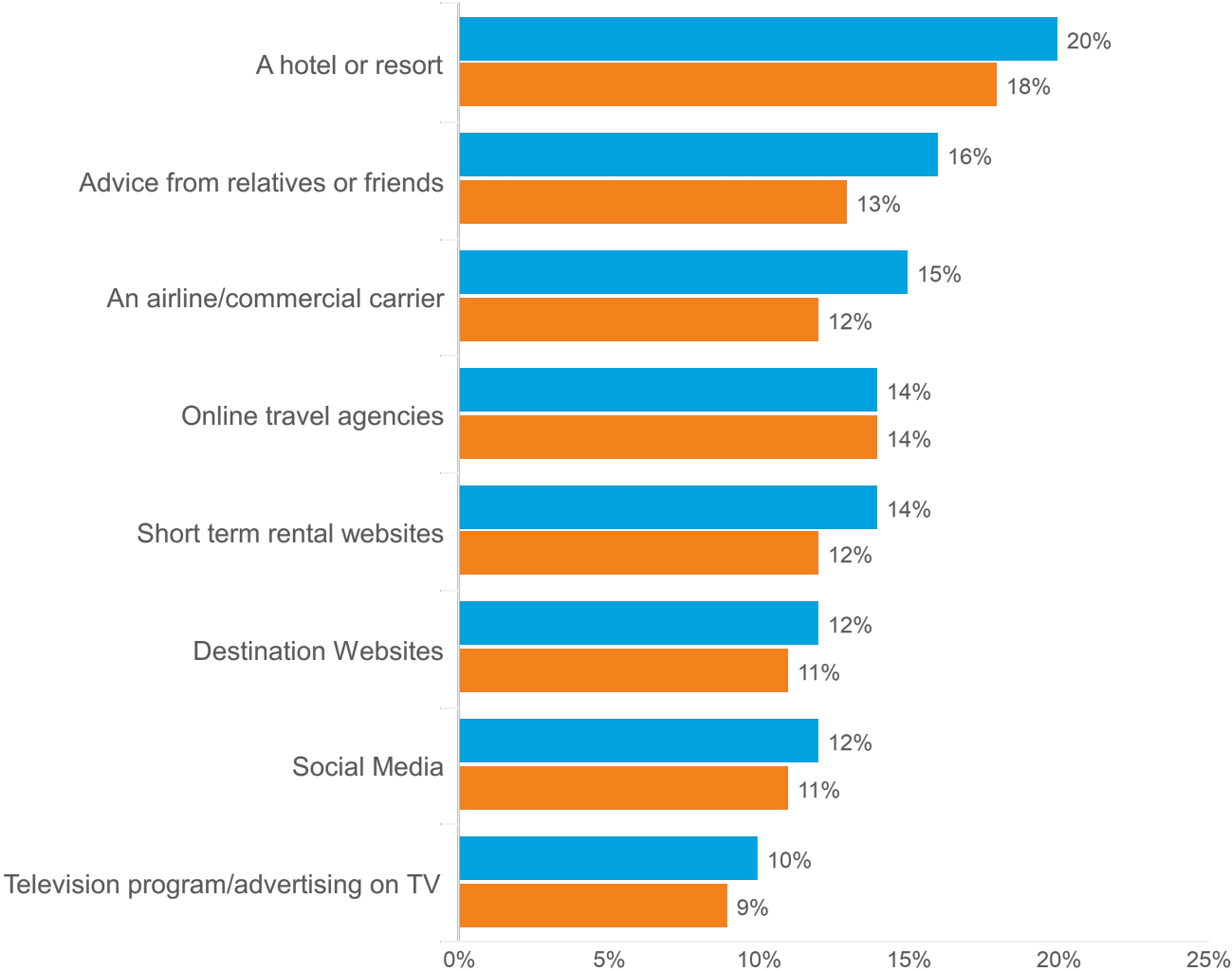


Transportation Used within Destination



Trip Planning Information Sources

Colorado U.S. Norm



Length of Trip Planning

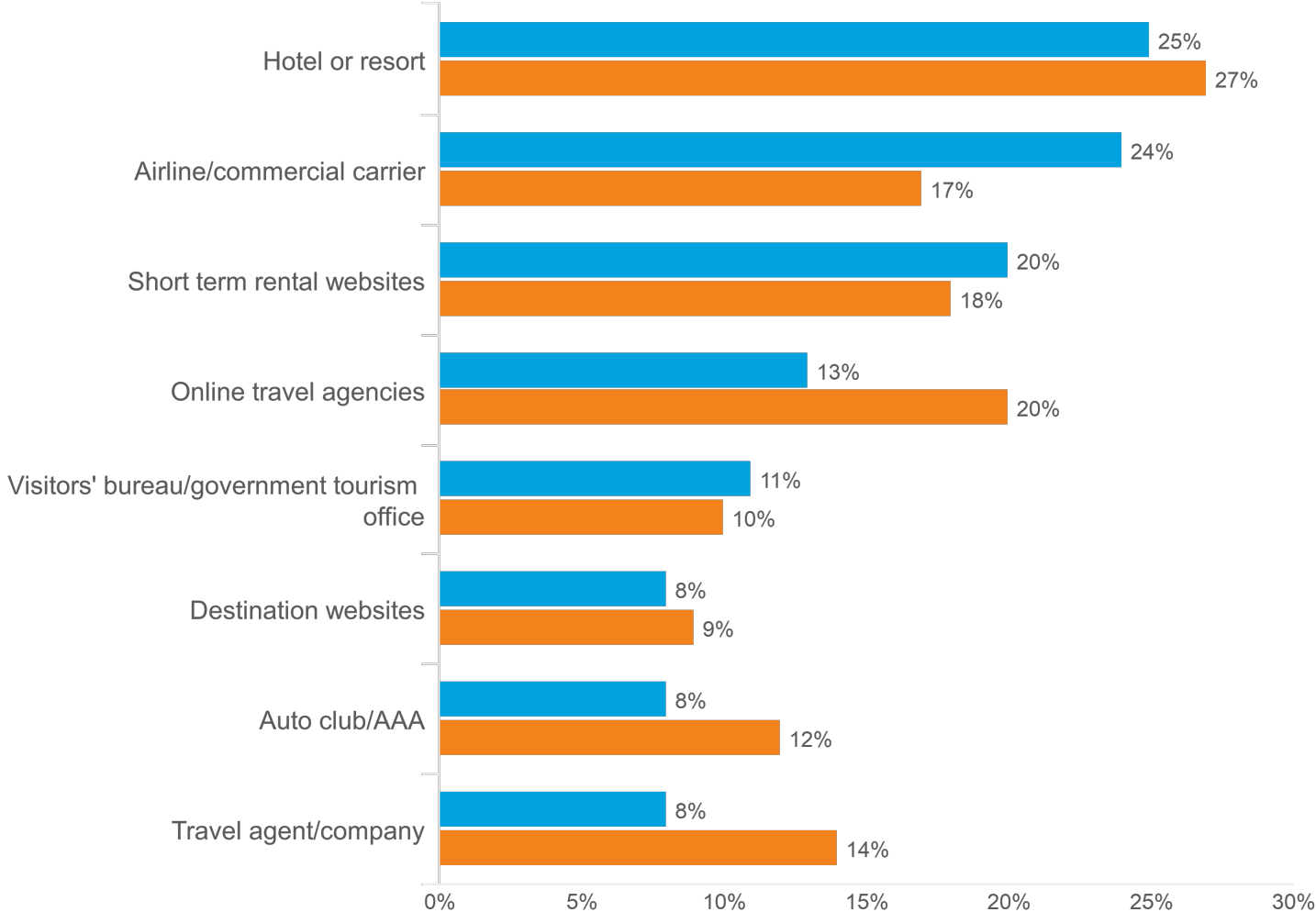
	Colorado	U.S. Norm
1 month or less	16%	24%
2 months	23%	20%
3-5 months	26%	23%
6-12 months	23%	17%
More than 1 year in advance	4%	5%
Did not plan anything in advance	8%	11%

Colorado's Overnight Trip Characteristics








Base: 2022 Overnight Ski/Snowboarding Person-Trips*
 *Caution low sample

Method of Booking

■ Colorado ■ U.S. Norm



Accommodations

	2022	2021
 Hotel	29%	31%
 Rented home / condo / apartment	21%	26%
 Resort hotel	14%	14%
 Time share	14%	15%
 Home of friends / relatives	12%	10%
 Rented cottage / cabin	10%	10%
 Country inn / lodge	10%	8%

Activity Groupings

Outdoor Activities



U.S. Norm: 83%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 41%

Sporting Activities



U.S. Norm: 37%

Business Activities



U.S. Norm: 26%

Activities and Experiences (Top 10)







	2022	2021
Skiing/snowboarding	63%	61%
Bar/nightclub	26%	13%
Shopping	23%	16%
Art gallery	14%	9%
Sightseeing	14%	8%
Attended/participated in an amateur sports event	14%	12%
Civil Rights/African-American heritage sights/experiences	14%	9%
Visiting colleges/universities	12%	4%
Landmark/historic site	12%	7%
Convention for personal interest	11%	8%

Shopping Types on Trip

	Colorado	U.S. Norm
 Boutique shopping	51%	33%
 Convenience/grocery shopping	50%	43%
 Souvenir shopping	47%	35%
 Big box stores (Walmart, Costco)	24%	25%
 Outlet/mall shopping	20%	27%
 Antiquing	18%	13%

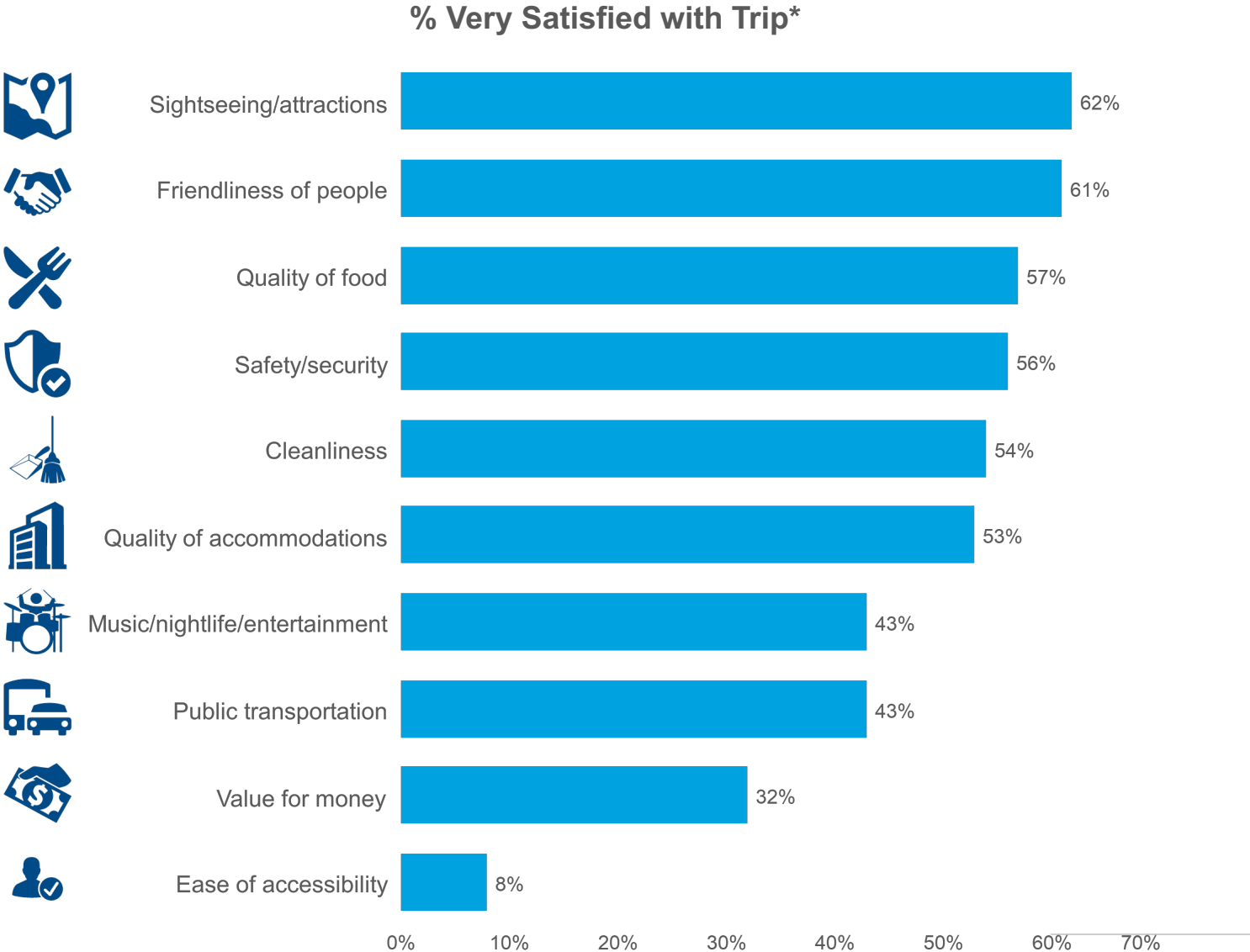
Base: 2022 Overnight Ski/Snowboarding Person-Trips that included Shopping

Dining Types on Trip

	Colorado	U.S. Norm
 Unique/local food	57%	40%
 Fine/upscale dining	43%	25%
 Gastropubs	23%	20%
 Street food/food trucks	23%	23%
 Food delivery service (UberEATS, DoorDash, etc.)	20%	23%
 Picnicking	7%	14%



72%
of overnight travelers were
very satisfied with their overall
trip experience

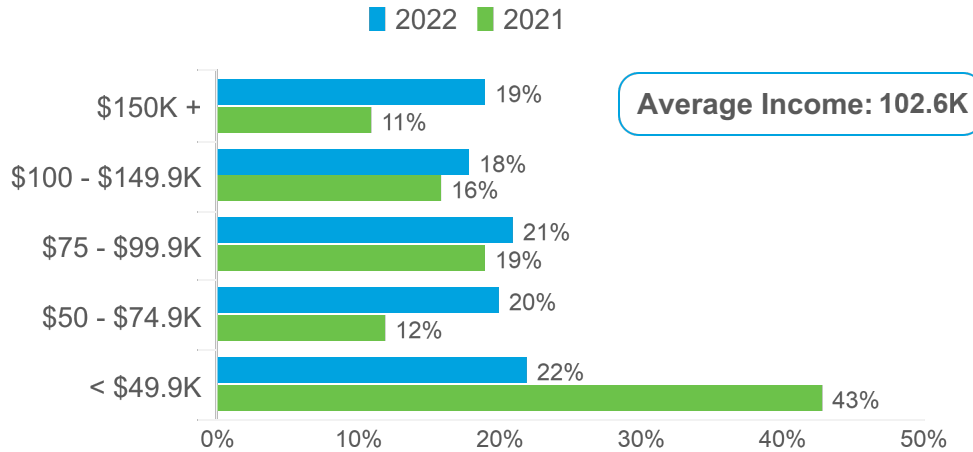


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

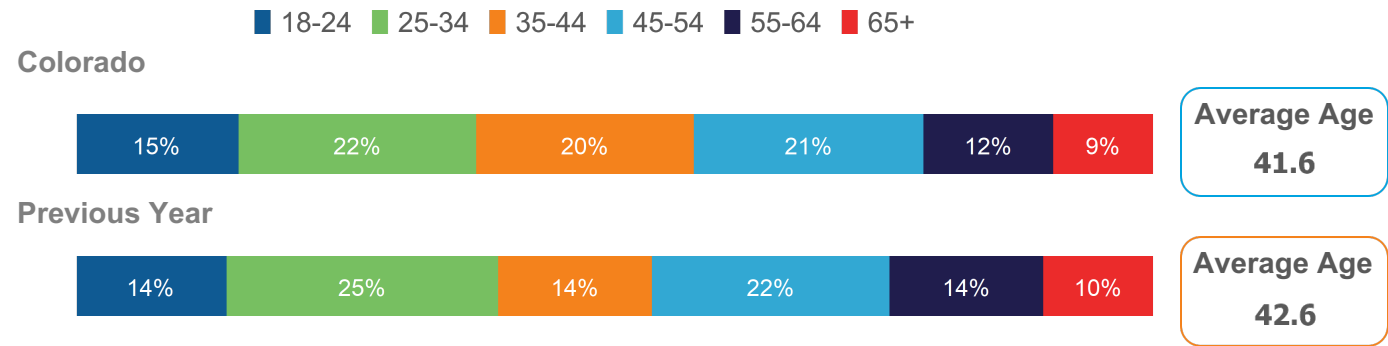
Demographic Profile of Overnight Colorado Visitors

Base: 2022 Overnight Ski/Snowboarding Person-Trips*
*Caution low sample

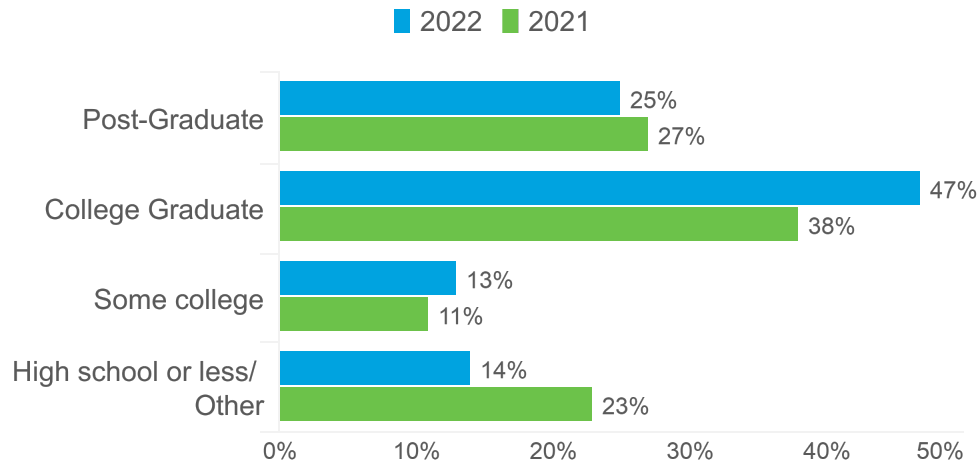
Household Income



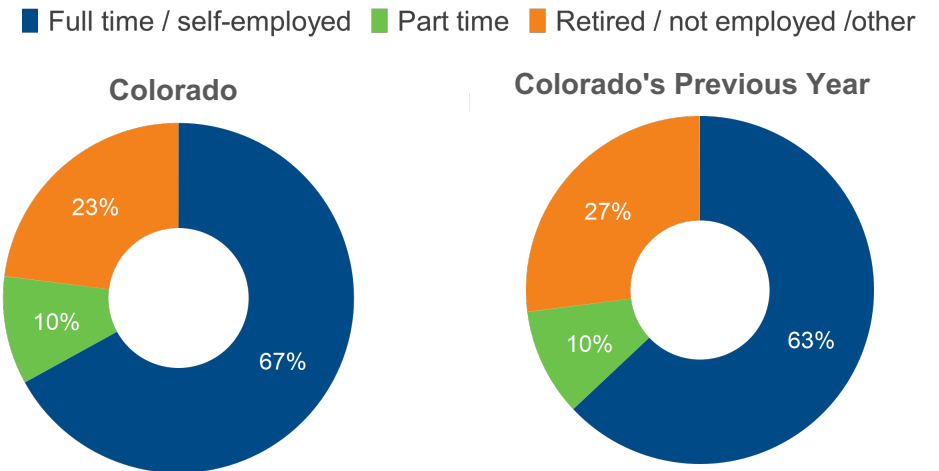
Age



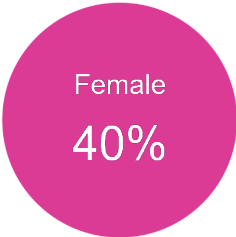
Educational Attainment



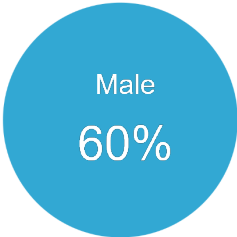
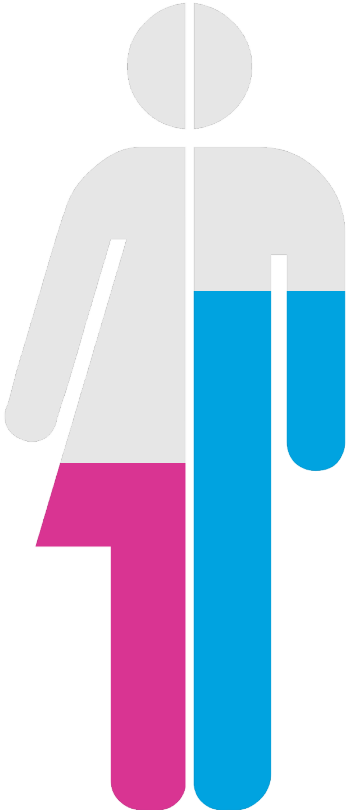
Employment



Gender



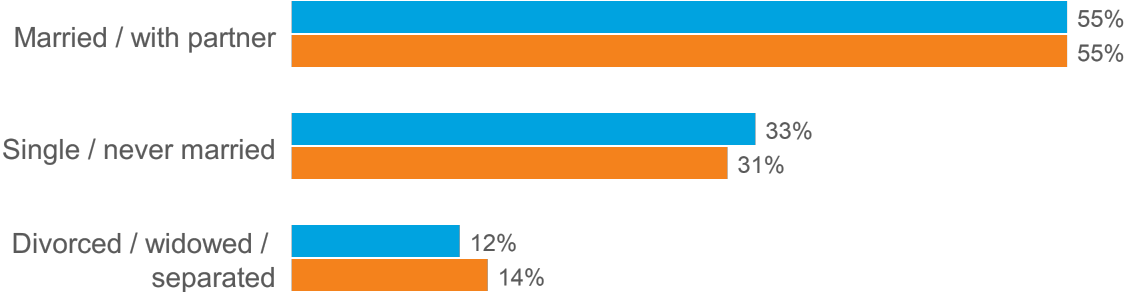
U.S. Norm
37%



U.S. Norm
63%

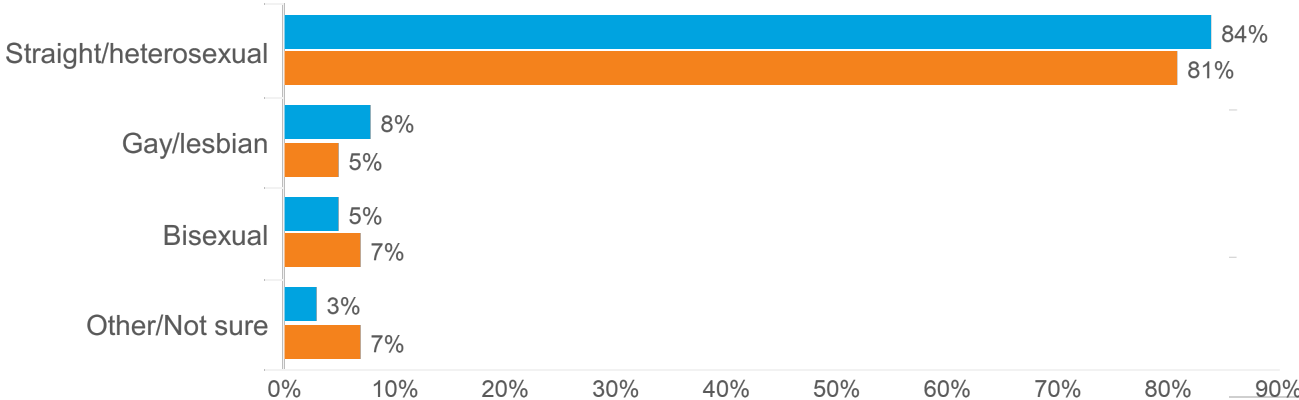
Marital Status

Colorado U.S. Norm



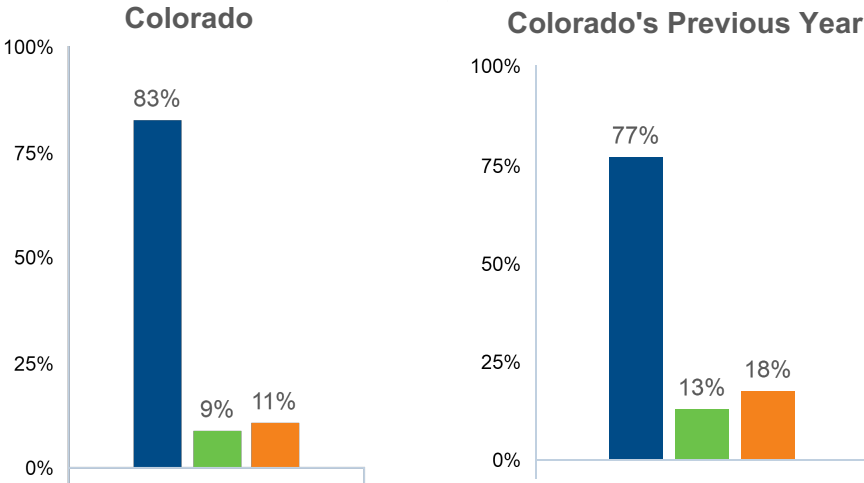
Sexual Orientation

Colorado U.S. Norm



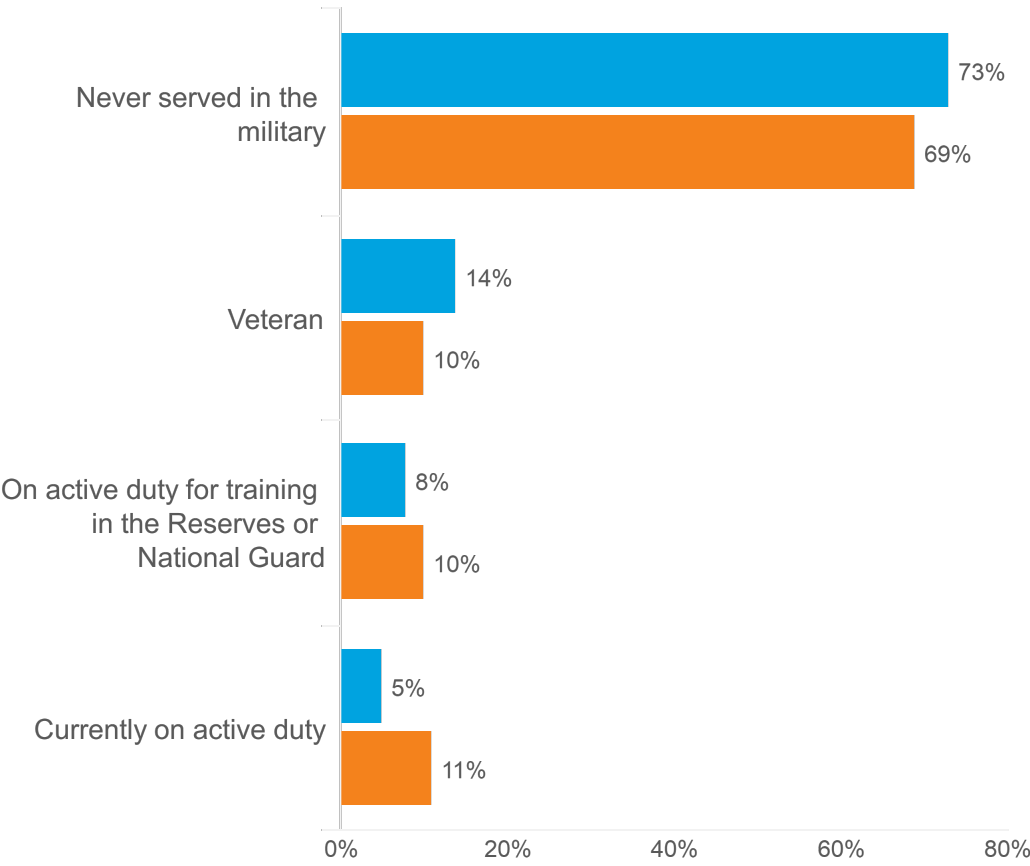
Race

■ White ■ African-American ■ Other



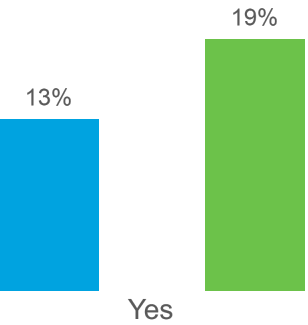
Military Status

■ Colorado ■ U.S. Norm

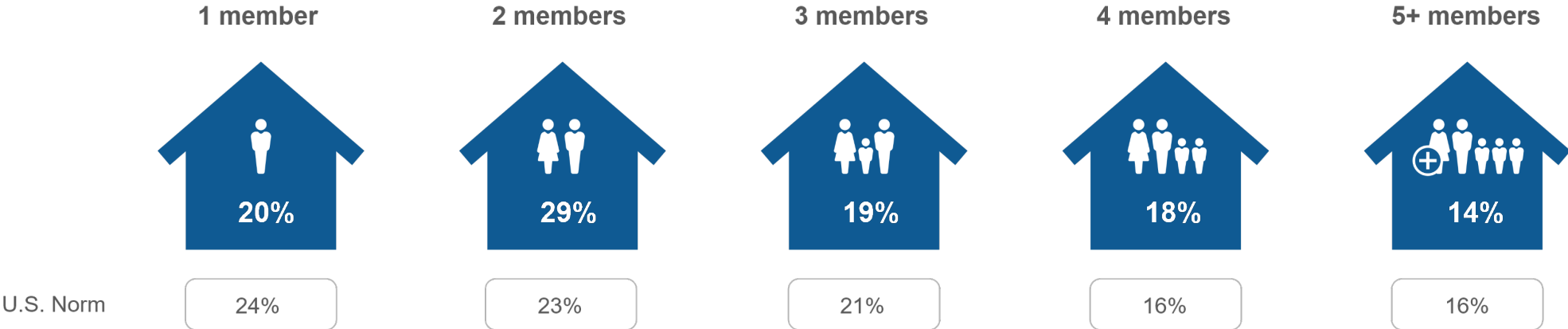


Hispanic Background

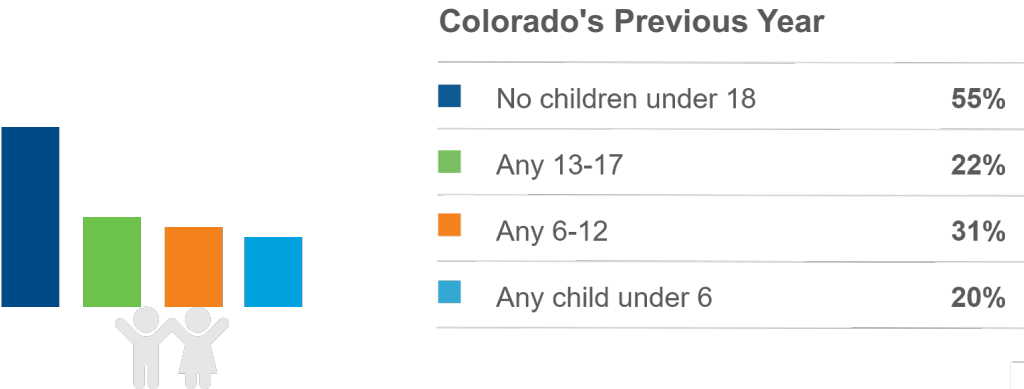
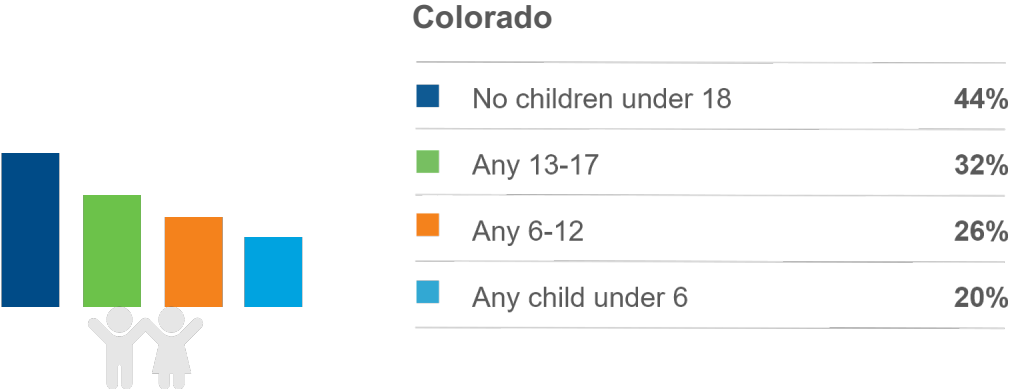
■ 2022 ■ 2021



Household Size



Children in Household



C M P A S S

Longwoods
INTERNATIONAL



COLORADO
TOURISM OFFICE