

TOURISM PAYS

TOURISM IS A DRIVING ECONOMIC FORCE IN COLORADO SPRINGS & THE PIKES PEAK REGION

DID YOU KNOW, IN 2017...



23 million people visited



Visitors spent \$2.3 billion



Visitors paid \$97 million in taxes



Visitors spent \$6.34 million per day

TOP 5 ACTIVITIES

39% SHOPPING

29% STATE PARKS

25% HIKING / BACKPAKING

24% LANDMARK / HISTORIC SITE

22% FINE DINING

THE TOURISM INDUSTRY

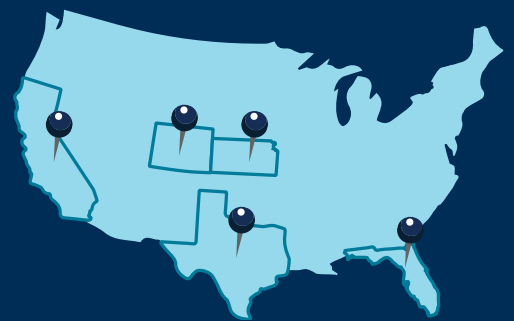


Tourism is the 3rd largest industry in the region, providing 20,000 jobs.



The local tourism industry payroll is more than \$400 million annually.

TOP 5 MARKETS



- 1 COLORADO
- 2 CALIFORNIA
- 3 TEXAS
- 4 KANSAS
- 5 FLORIDA



— TRIP PURPOSE —

