



COLORADO

KEY INDUSTRY

TOURISM & OUTDOOR RECREATION



INDUSTRY FACTS

2013 TOTAL EXPORTS

\$48.7
MILLION

TOP 3 EXPORT MARKETS

1. Canada

2. Mexico

3. United Kingdom

NUMBER OF COMPANIES

7.8K

AVERAGE ANNUAL EMPLOYMENT

177.7K

5.3% EMPLOYMENT CONCENTRATION

Colorado is an international hub of tourism and outdoor recreation, supported by its world class facilities, abundant opportunities and diverse landscapes.

The tourism and outdoor recreation key industry includes a variety of subsectors ranging from accommodation and attractions to entertainment and heritage tourism. Specifically, the tourism and outdoor recreation industry includes companies that produce, promote or participate in live performances, sporting events or exhibits. Companies included in this industry also preserve and exhibit objects and includes sites of historical, cultural or educational interest, such as museums. Additionally, companies in this industry operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby and leisure-time interests, such as amusement parks, casinos, golf courses, skiing facilities, fitness and recreation centers and other amusement and recreation-related services. Companies that grow grapes, manufacture wines and brandies, and provide customers with accommodations and food services are also included. The industry includes companies that wholesale and manufacture sports and athletic equipment and footwear. Companies that manufacture ophthalmic goods, apparel and outerwear are also included. Tourism and outdoor recreation companies provide travel arrangement, reservations, car and recreational equipment rental, transit, and scenic and sightseeing services. Sporting goods stores and recreational, motorcycle, ATV and boat dealers are also included. The industry includes companies that promote and preserve the environment and wildlife.

Tourism & Outdoor Recreation Assets

Colorado's outdoor recreation and tourism industry is a significant economic driver. The state's tradition and passion for outdoor access is due in large part to unparalleled natural resources, as well as a long history of environmental conservation and stewardship. Colorado welcomed a record 64.6 million visitors in 2013, spending a record \$17.3 billion touring historic places, enjoying cultural activities and attractions, experiencing exceptional culinary experiences, and discovering eco-tourism and agritourism. Colorado is also one of the nation's most-favored destinations for skiing: 12 of the 30 top resorts in Ski magazine's "2012-2013 Resort Rankings" are located in the Colorado Rocky Mountains. The 2013-14 ski season set new records for resort visitations at the Colorado ski resorts. The 25 ski areas in the state recorded 12.6 million ski visits, a 10 percent increase compared with the 2012-13 ski season. Colorado Ski Country USA's 21 resorts reported 7.1 million visits, while Vail Resorts recorded 5.5 million visits. In addition to winter recreation offerings, Colorado also offers numerous opportunities for hiking, backpacking, camping, visiting state and national parks, biking, rafting, boating, mountain climbing and hunting. According to the Outdoor Industry Association, at least 65 percent of Colorado residents participate in outdoor recreation each year.

Major Employers

- Aspen Ski Company
- Frontier Airlines
- SkyWest Airlines
- South Suburban Parks and Recreation
- Southwest Airlines
- Steamboat Ski and Resort Company
- The Broadmoor
- United Airlines
- Vail Resorts
- Winter Park Resort

TOP OCCUPATIONS

BY EMPLOYMENT

1. Maids and Housekeeping Cleaners

2. Combined Food Preparation and Serving Workers, Including Fast Food

3. Retail Salespersons

4. Waiters and Waitresses

5. Fitness Trainers and Aerobics Instructors

ANNUAL
PAYROLL
\$6
BILLION

DID YOU
KNOW?

Colorado's outdoor recreation industry generates \$994 million in state and local tax revenue.
(Outdoor Industry Association, 2014)

Colorado's wine industry contributed \$144.1 million and nearly 1,700 jobs to the economy in 2012. (Colorado Wine Industry Development Board, 2013; Colorado State University, 2013)

Colorado hosts 18 of the world's 100 best mountain biking trails
(Singletracks, 2014)

The state is home to nearly 500 heritage tourism sites.
(Colorado Tourism Office, 2014)

Rocky Mountain National Park is among the top 10 most visited national parks in the nation, with more than 3 million visitors. (U.S. Department of Interior, 2014)

Note: An establishment is defined as a single physical location that produces some form of economic activity. One company can have multiple establishments.

Sources: QCEW Employees, Non-QCEW Employees, Self-Employed, & Extended Proprietors – EMSI 2014.2 Class of Worker; WISERTrade.

Workforce

Colorado's tourism and outdoor recreation industry includes a large pool of talented, skilled workers. The age distribution of workers in the tourism and outdoor recreation industry is concentrated in the younger age brackets, especially in the 16-24 age group. Compared with the age distribution across all industries, the tourism and outdoor recreation industry has a larger share of employees between the ages of 16 and 34 years old.

Nearly 42 percent of tourism and outdoor recreation-related occupations in Colorado require a high school diploma or equivalent, while nearly 13 percent require a bachelor's degree or higher. More than 75 percent of the tourism and outdoor recreation-related occupations require some sort of on-the-job training.

Education and Training

The higher education system in Colorado provides an excellent support system for the tourism and outdoor recreation industry in the state and offers a broad range of technical, scientific, and specialized degrees. There are 28 public institutions of higher education in Colorado, consisting of 13 four-year and 15 two-year public institutions offering tourism and outdoor recreation-related programs. In addition, there are more than 30 private and religious accredited institutions and about 50 private occupational and technical schools offering more than 200 tourism and outdoor recreation-related programs throughout the state.

Key Locational Factors

1. Abundant recreational opportunities

- Colorado is a premier destination for skiing in North America and attracts more skiers than any other state. The state is home to 25 ski and snowboard resorts and offers some of the most epic trails in the nation. (Colorado Tourism Office, 2014; Colorado Ski Country USA, 2014)
- National forests occupy nearly 22 percent of Colorado's state land area, the third-highest percentage among the 50 states. Colorado's more than 55 national and state parks, substantial wilderness and recreation areas, and the greatest number of 14,000-foot mountain peaks in the nation are vital components to the state's quality of life and offer some of the highest quality outdoor opportunities. (U.S. Forest Service, 2013; Colorado State Parks, 2013)
- Colorado hosts seven professional sports teams including the Denver Broncos football, Denver Nuggets basketball, Colorado Rockies baseball, Colorado Avalanche hockey, Colorado Mammoth lacrosse, Denver Outlaws lacrosse, and Colorado Rapids soccer. (Colorado Tourism Office, 2014)

2. The ability to recruit and retain a healthy, skilled, and productive workforce

- Of Colorado's adult population, more than 37 percent has completed a bachelor's or higher-level degree, making Colorado the second-most highly educated state in the nation behind Massachusetts. (U.S. Census Bureau, 2012 American Community Survey)
- Colorado ranked among the top 10 "States with the Biggest Rate of Job Growth in 2013." The state has consistently outperformed the national average job growth rate, rising 4.1 percent since early 2010. (Kiplinger's Personal Finance, 2013)

3. A pro-business environment and competitive tax structure

- Colorado offers single-factor tax apportionment, which assesses taxes on a company's sales in the state only. Along with few regulatory burdens, Colorado's corporate income tax rate of 4.63 percent is one of the lowest and most competitive tax structures in the nation. (State of Colorado; The Tax Foundation)
- *Forbes* ranked Colorado fifth on its 2013 "Best States for Business and Careers" list. Colorado's cost of doing business is 2.4 percent below the national average and the state received its highest rankings for labor supply (first overall), growth prospects (fourth overall), and quality of life (ninth overall).

Learn more about Colorado's tourism & outdoor recreation industry at www.advancecolorado.com/tourism or www.colorado.com.



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