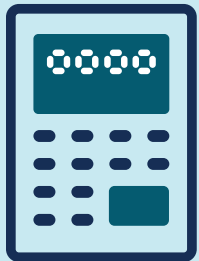




visit  
**COLORADO  
SPRINGS**



**23.7 MILLION**  
VISITORS IN 2021

↳ **10.4 MILLION** WERE  
OVERNIGHT TRIPS



OVERNIGHT VISITORS  
SPENT **\$1.8 BILLION**

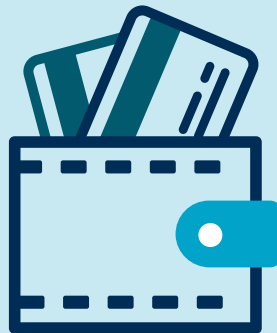


**72% OF OVERNIGHT  
TRAVELERS ARE  
REPEAT VISITORS.**



**TOURISM =  
3RD LARGEST  
EMPLOYER**

PUTTING **MORE THAN 20,000**  
OF OUR FRIENDS, FAMILY &  
NEIGHBORS TO WORK.



IN 2021 VISITORS SPENT  
A TOTAL OF **\$2.6 BILLION**  
= **\$7 MILLION PER DAY**

## TOP 5 REASONS PEOPLE VISIT

BASED ON OVERNIGHT VISITATION



**32%** trips to visit friends and relatives



**17%** Touring



**14%** outdoors



**8%** special event



**6%** city trip



**85% OF OVERNIGHT TRAVELERS RATED  
THE DESTINATION 4 OR 5 OUT OF 5  
“SATISFIED” OR “VERY SATISFIED”**



**OVERNIGHT VISITORS  
SPEND AN AVERAGE OF 2.1  
NIGHTS IN THE REGION**

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