



Colorado Springs and
Pikes Peak Region 2025
Travel USA®



Travel USA® Overview

Methodology

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.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

Colorado Springs and Pikes Peak Region's base size for overnight trips in 2025:

1,215

This study yields a margin of error of $\pm 3\%$ at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

See Reference Guide for additional information on weighted base calculation.

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Estimate Report

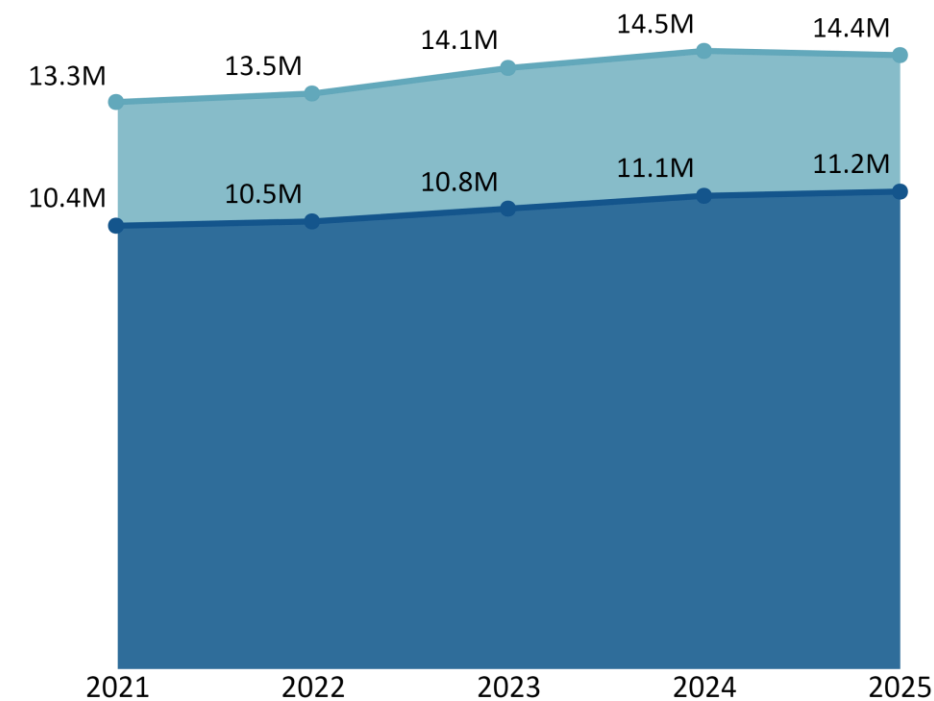
Colorado Springs and Pikes Peak Region
2025



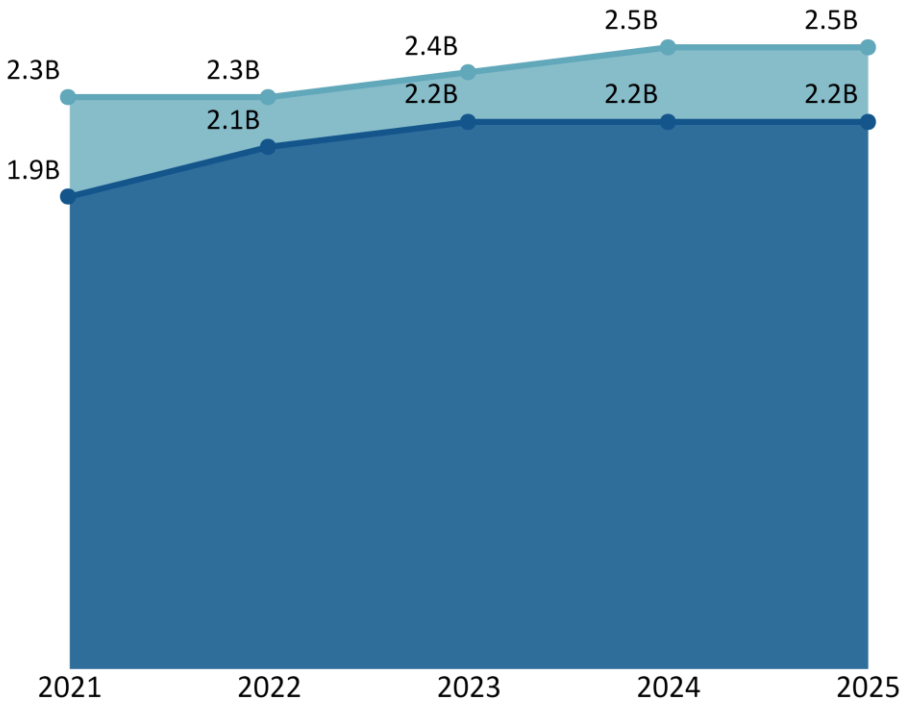
U.S. Travel Market Comparison

Total Overnight & Day Person-Trips

Colorado Springs and Pikes Peak Region Person-Trips



U.S. Person-Trips



2025 Domestic Traveler Market

Overview of Total Volume & Expenditures for Colorado Springs and Pikes Peak Region

Total Person-Trips  +0.3% YOY

25.6 Million

Total Spending  +0.4% YOY

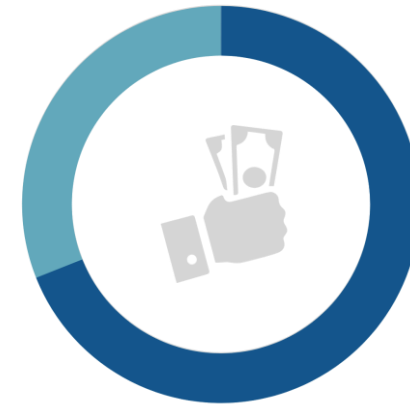
\$3.1 Billion

Day
14.4M



Overnight
11.2M

Day
\$1.0B



Overnight
\$2.1B



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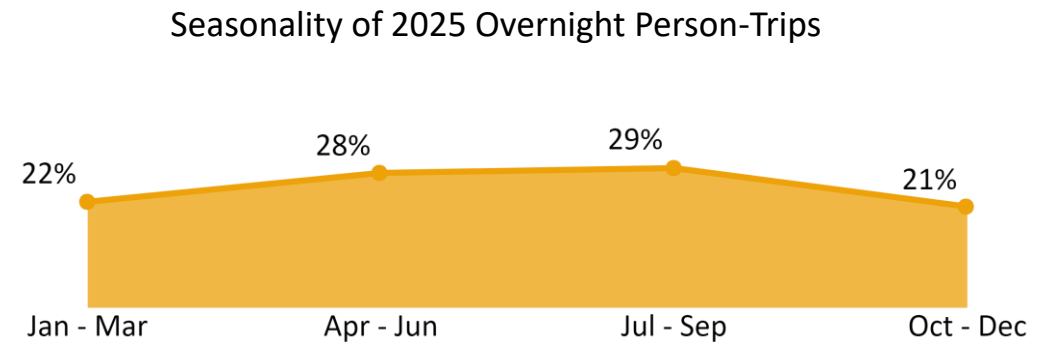
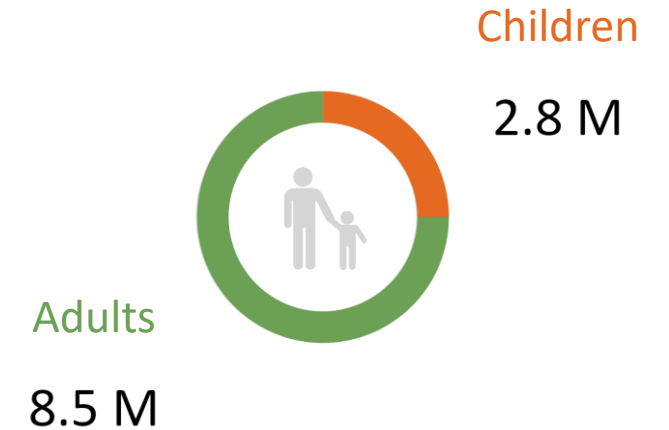
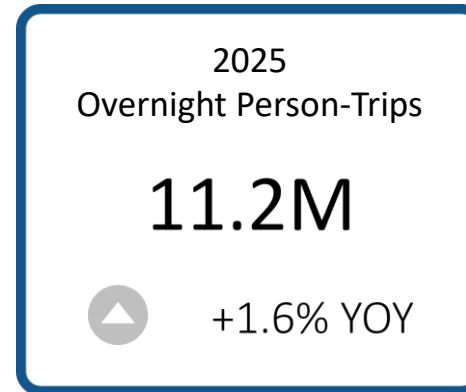
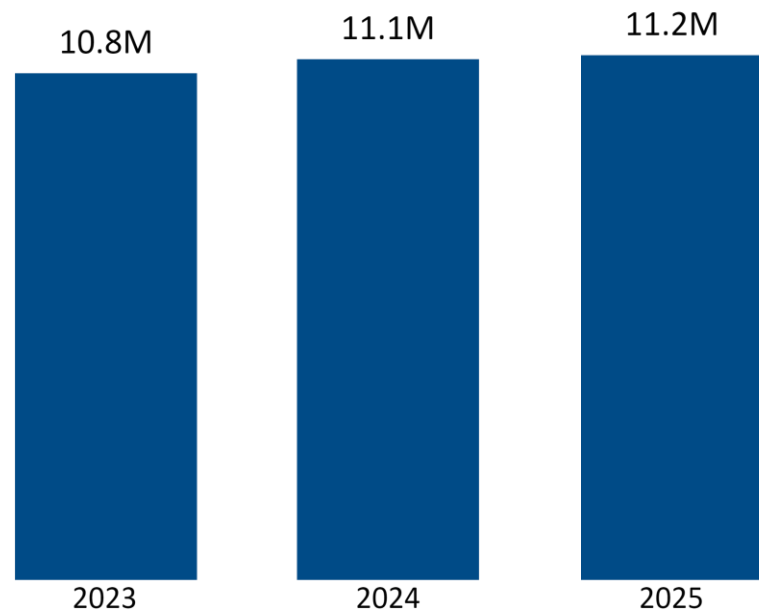
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Overnight Visitation

Volume & Expenditure Report

Overnight Trip Volume

YOY, Adults vs Children, & Seasonality of Trip Comparisons



Overnight Trip Expenditures

Total & Categorical
Spending by
Overnight Travelers

Total Spending ▲ +0.4% YOY

Average Per Person Spend:

\$2.143 Billion

\$191

Lodging

\$738M



-3.3% YOY

Average Per Person: \$66

Restaurant Food & Beverage

\$483M



+4.5% YOY

Average Per Person: \$43

Retail Purchase

\$347M



+4.1% YOY

Average
Per Person:
\$31

Recreation/Entertainment

\$310M



+3.1% YOY

Average
Per Person:
\$28

Transportation at Destination

\$265M



-3.6% YOY

Average
Per Person:
\$24



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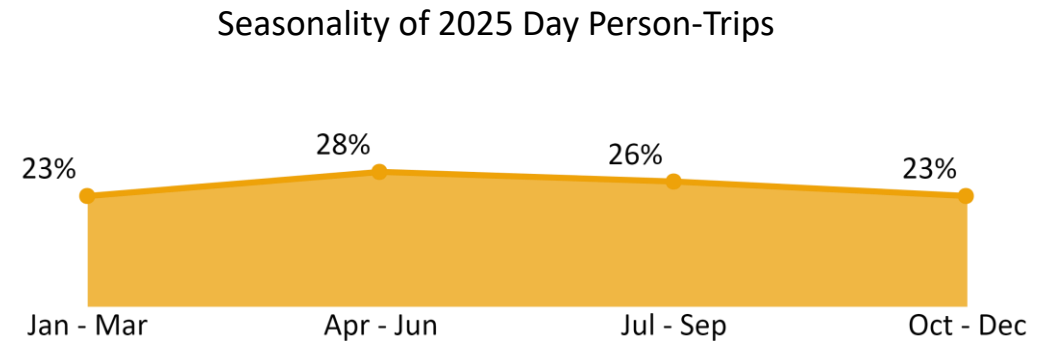
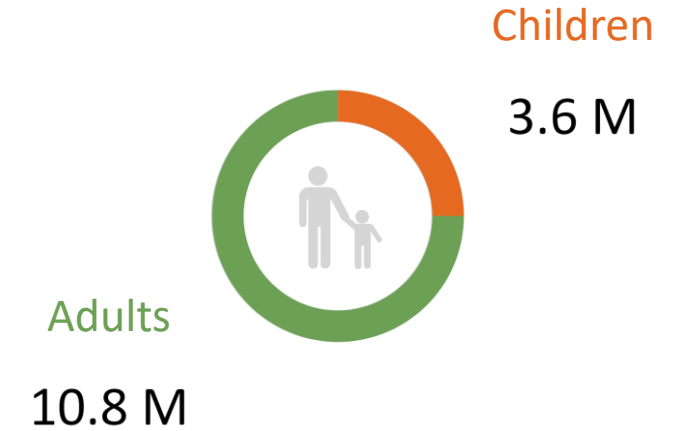
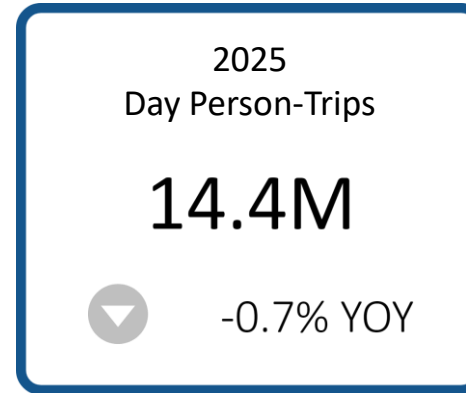
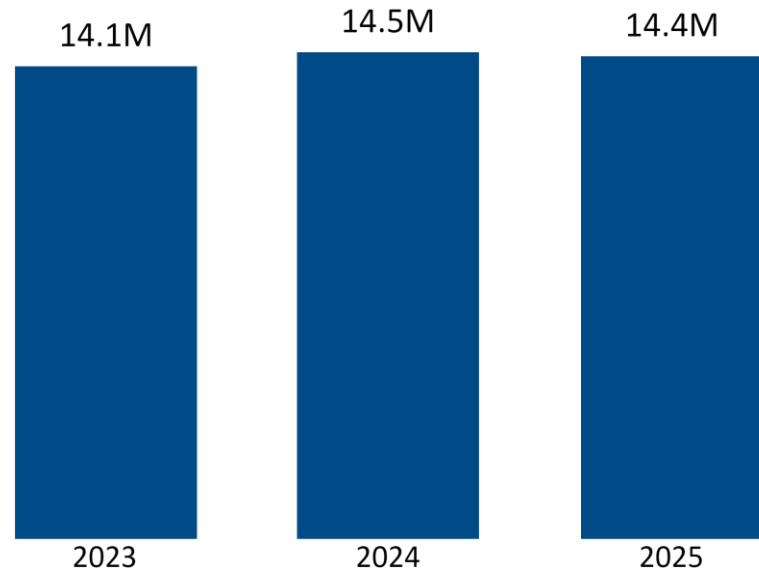
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Day Visitation

Volume & Expenditure Report

Day Trip Volume

YOY, Adults vs Children, & Seasonality of Trip Comparisons



Day Trip Expenditures

Total & Categorical Spending by Day Travelers

Total Spending ▲ +0.5% YOY

Average Per Person Spend:

\$0.971 Billion

\$68

Restaurant Food & Beverage

\$322M

▲ +2.3% YOY Average Per Person: \$22

Retail Purchase

\$229M

▲ +1.8% YOY Average Per Person: \$16

Recreation/Entertainment

\$222M

▲ +0.8% YOY Average Per Person: \$15

Transportation at Destination

\$199M

▼ -4.0% YOY Average Per Person: \$14

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Overnight Visitation Year-Over-Year Profile Report

2025



Pre-Trip

Traveler Profiles & Origins



State & DMA of Origin

Top Traveler Markets for Colorado Springs and Pikes Peak Region

	2025	2024
Colorado	19%	21%
Texas	12%	12%
California	10%	14%
Florida	7%	3%
New York	5%	5%



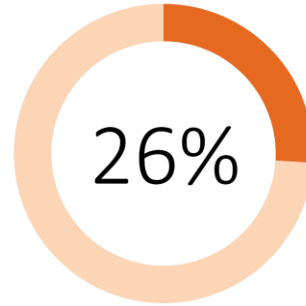
	2025	2024
Denver, CO	13%	16%
Los Angeles, CA	6%	11%
New York, NY	6%	5%
Colorado Springs-Pueblo, CO	6%	5%
Dallas-Ft. Worth, TX	5%	5%

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

24%

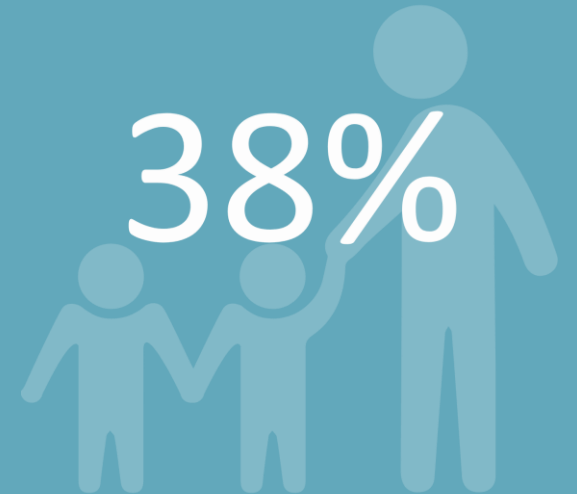


Travel Parties with Pets



Travel Parties
with Children

38%



Travel Party Composition

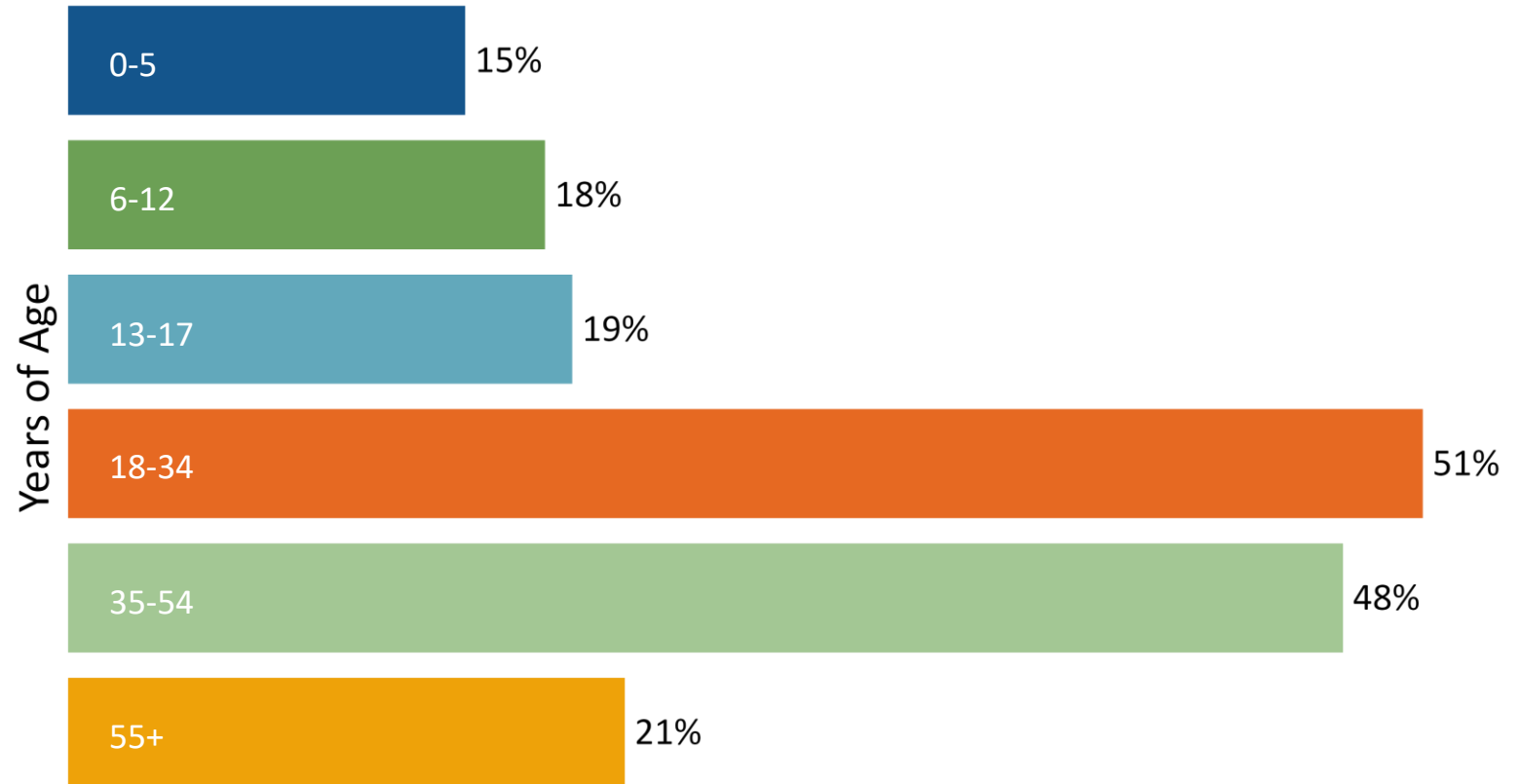
Travel Party Size & Age

Average Travel
Party Size

2.9



Travel Party Age



Travelers with Travel-Limiting Disabilities

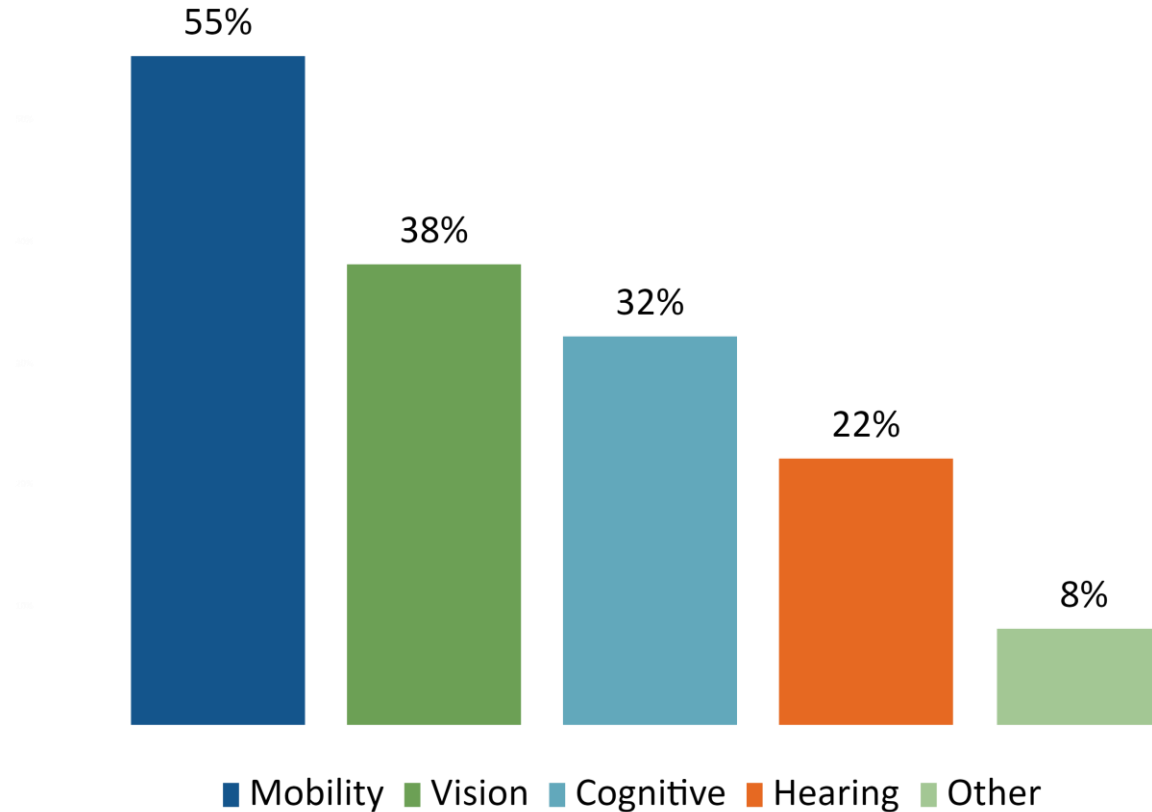
Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

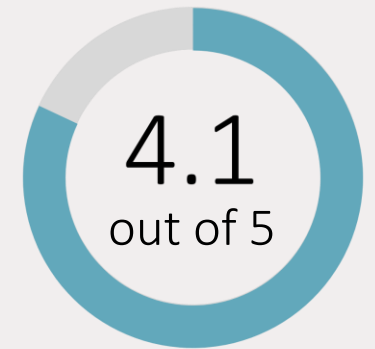
23%



-4.1% YOY



Ease of
Accessibility



Average Satisfaction Rating

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip

30%

▼ -3.4% YOY

Visiting friends / relatives

17%

▲ +2.1% YOY

Touring

17%

▲ +3.2% YOY

Outdoors

9%

▲ +1.1% YOY

Special event

6%

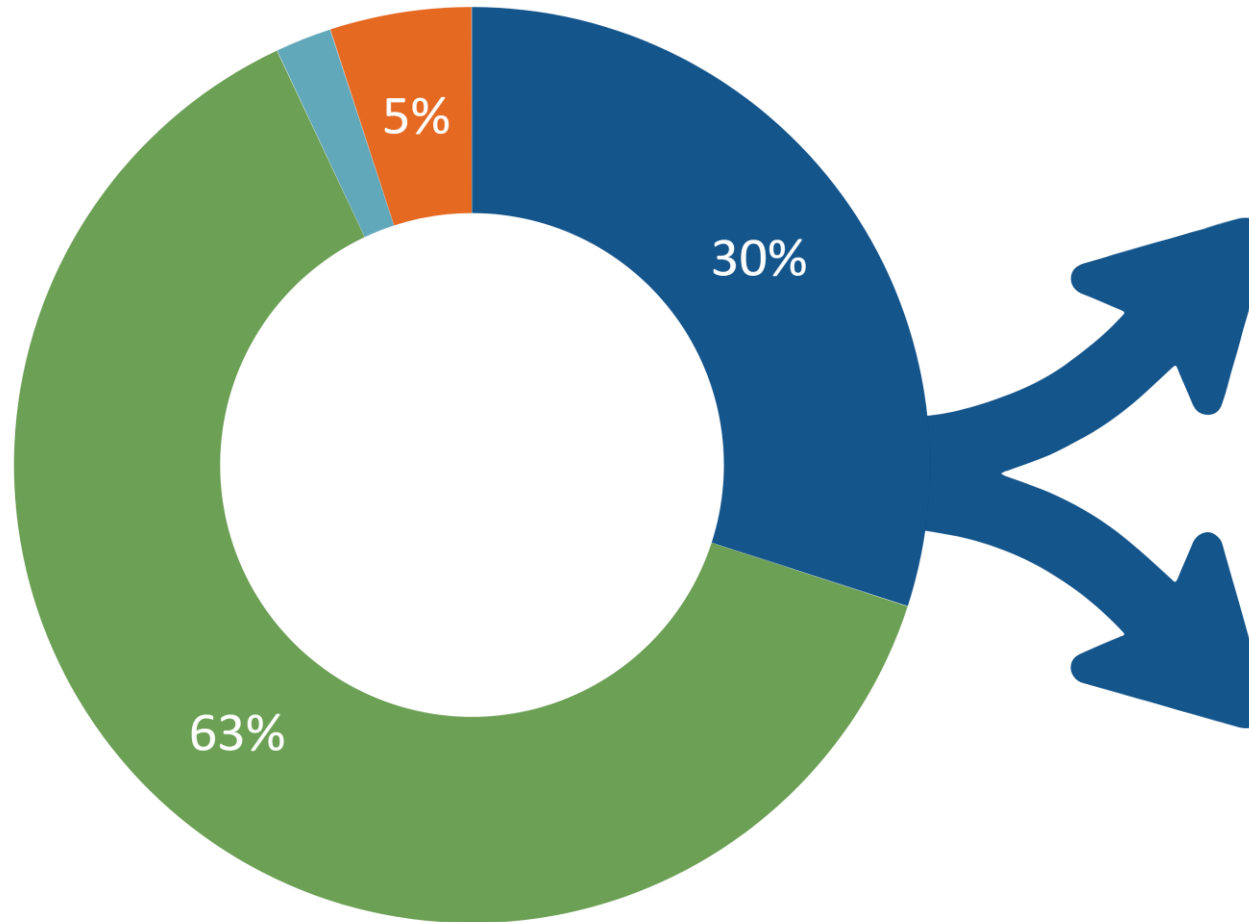
▼ -0.1% YOY

City trip

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

- Visiting friends/relatives
- Marketable
- Business-leisure
- Business



95%

Visited Friends/Relatives Who Live in Colorado Springs and Pikes Peak Region

5%

Met Friends/Relatives in Colorado Springs and Pikes Peak Region Who Live Elsewhere

Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

18%

Budget friendly traveler:
prioritizing affordability
and value for money

16%

Outdoor & adventure
seeker: drawn to
outdoor activities and
thrill-seeking

13%

Family traveler:
prioritizing activities and
accommodations
suitable for children

11%

Culture/heritage/history
seeker: seeking local
cultures, historical sites,
and engaging with local
traditions

10%

Luxury traveler: seeking
high-end experiences
and personalized
services

8%

Business traveler:
traveling for work
purposes, prioritizing
convenience
connectivity

Pre-Trip

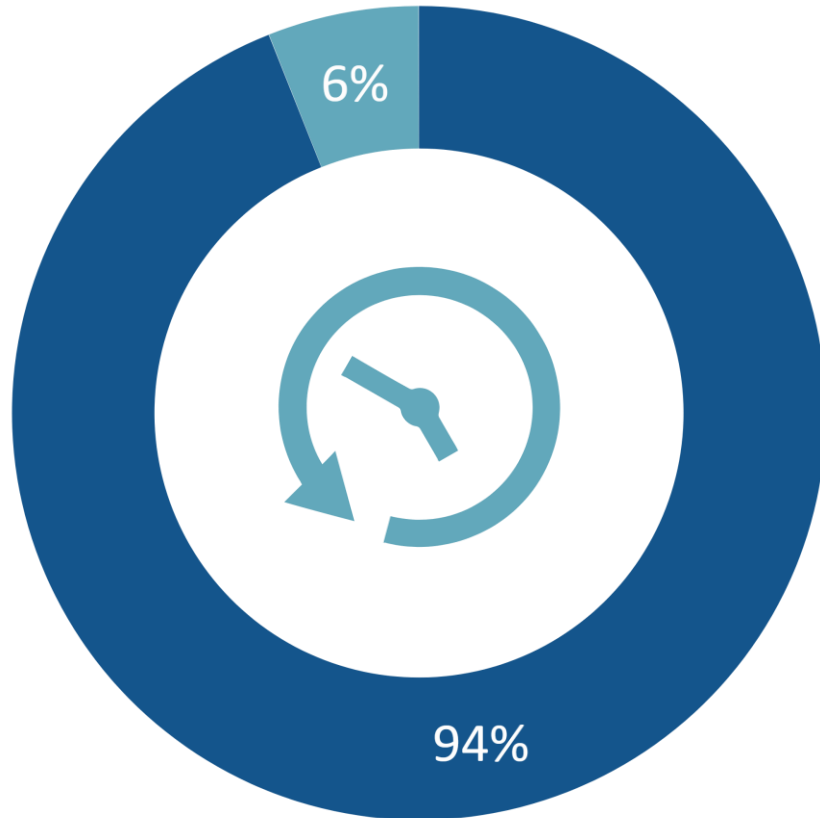
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan anything in advance

6%

▼ -1.2% YOY

2 months or less

45%

▼ -1.9% YOY

3-5 months

27%

▲ +2.2% YOY

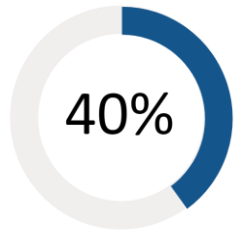
6 months or more

22%

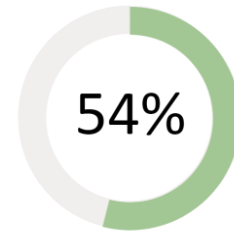
▲ +1.0% YOY

Sources of Trip Planning

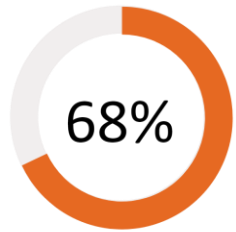
Share of Travelers Who Used Each Media Type for Trip Planning



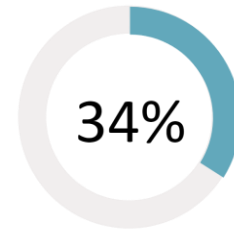
Print



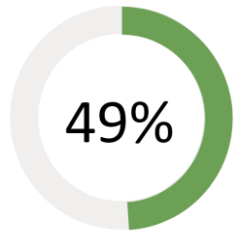
In-Person



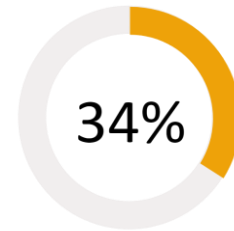
Online/Digital



TV/Video



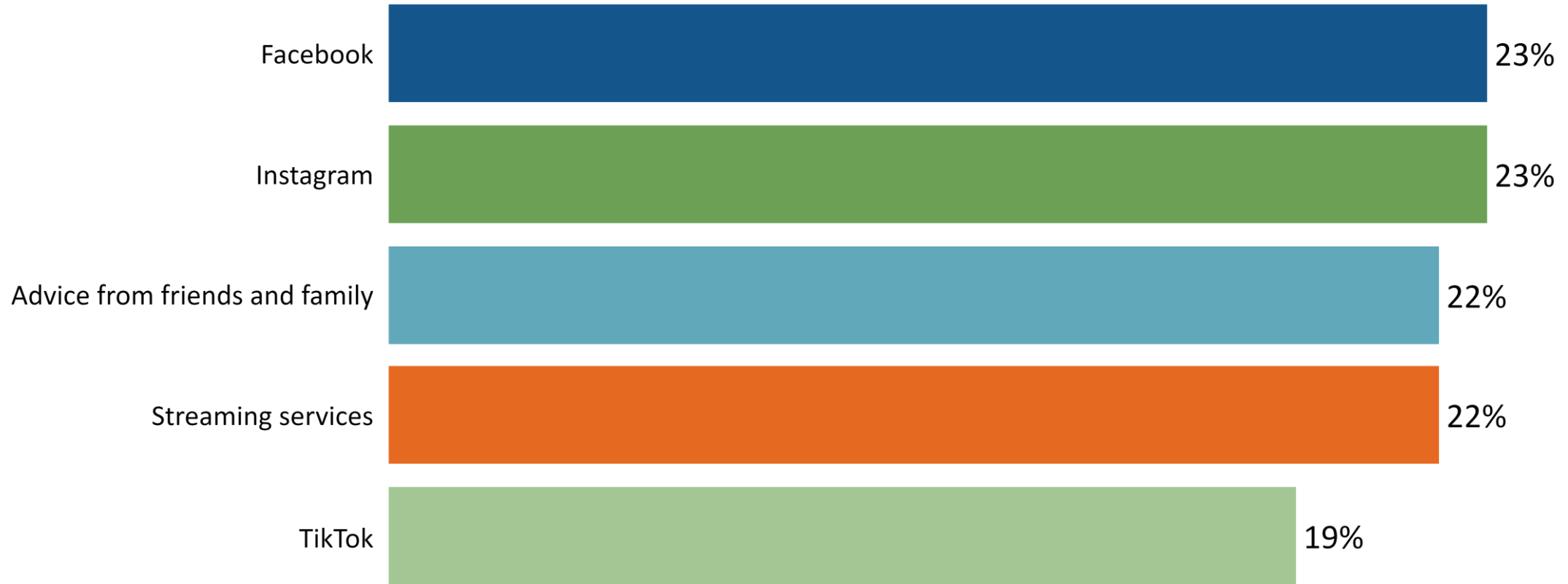
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



During Trip

Trip Structure

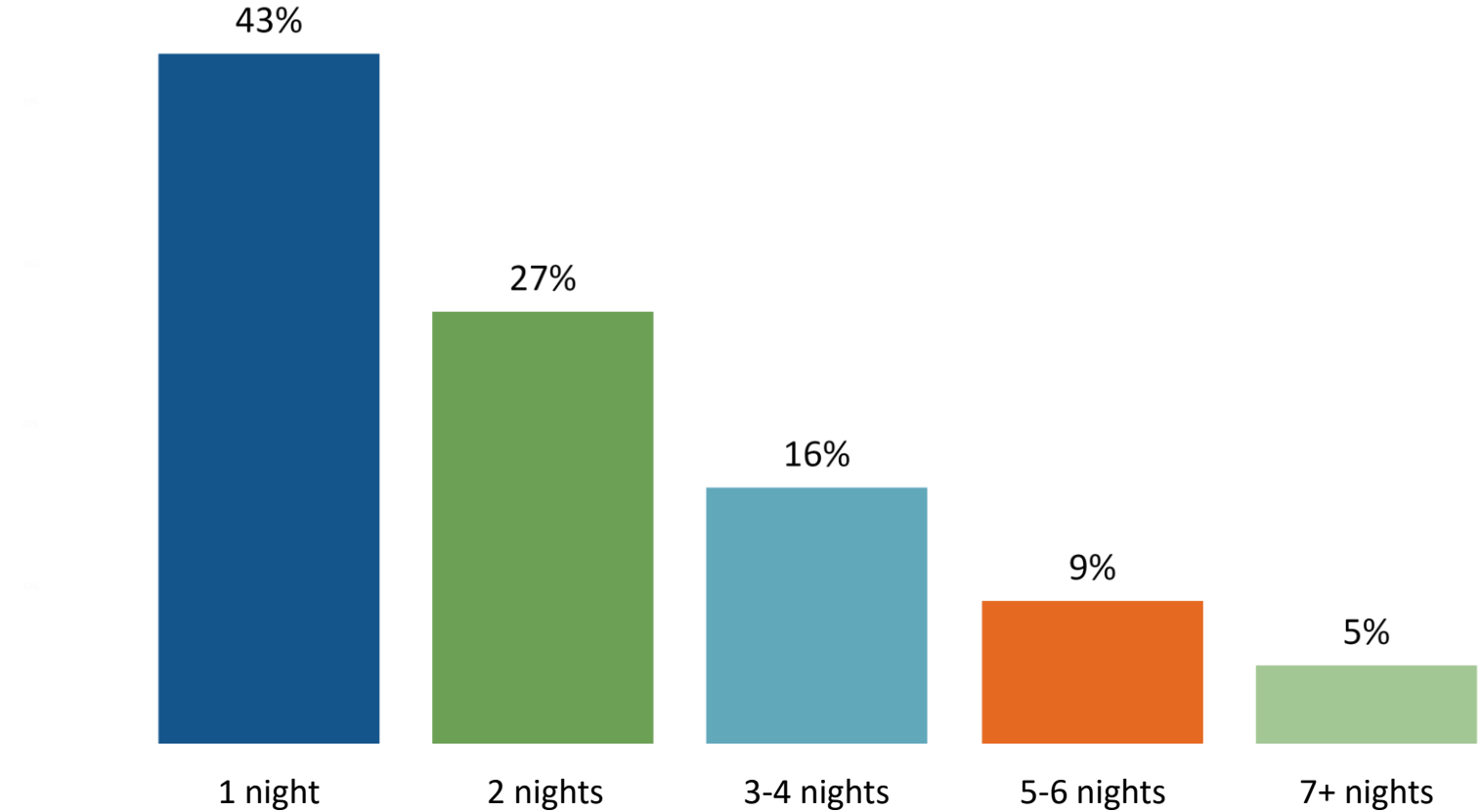
Trip Structure

Nights Spent in Colorado Springs and Pikes Peak Region

Average
Number of Nights

2.6

Previous Year: 2.7



Trip Structure

Share of Total Trip Spent in Colorado Springs and Pikes Peak Region

Average Number of
Nights Spent in Colorado
Springs and Pikes Peak
Region

2.6

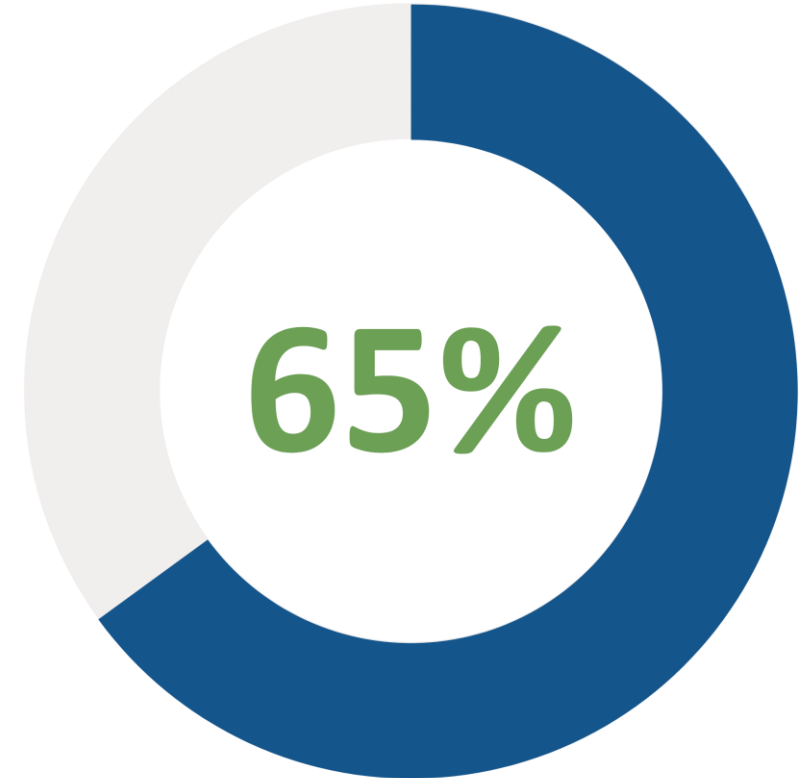
Average Number of
Total Trip Nights

4.0

=

*Accounts for trip nights that
Colorado Springs and Pikes Peak
Region travelers spent in other
destinations.*

Share of Total Trip Spent in
Colorado Springs and Pikes Peak Region



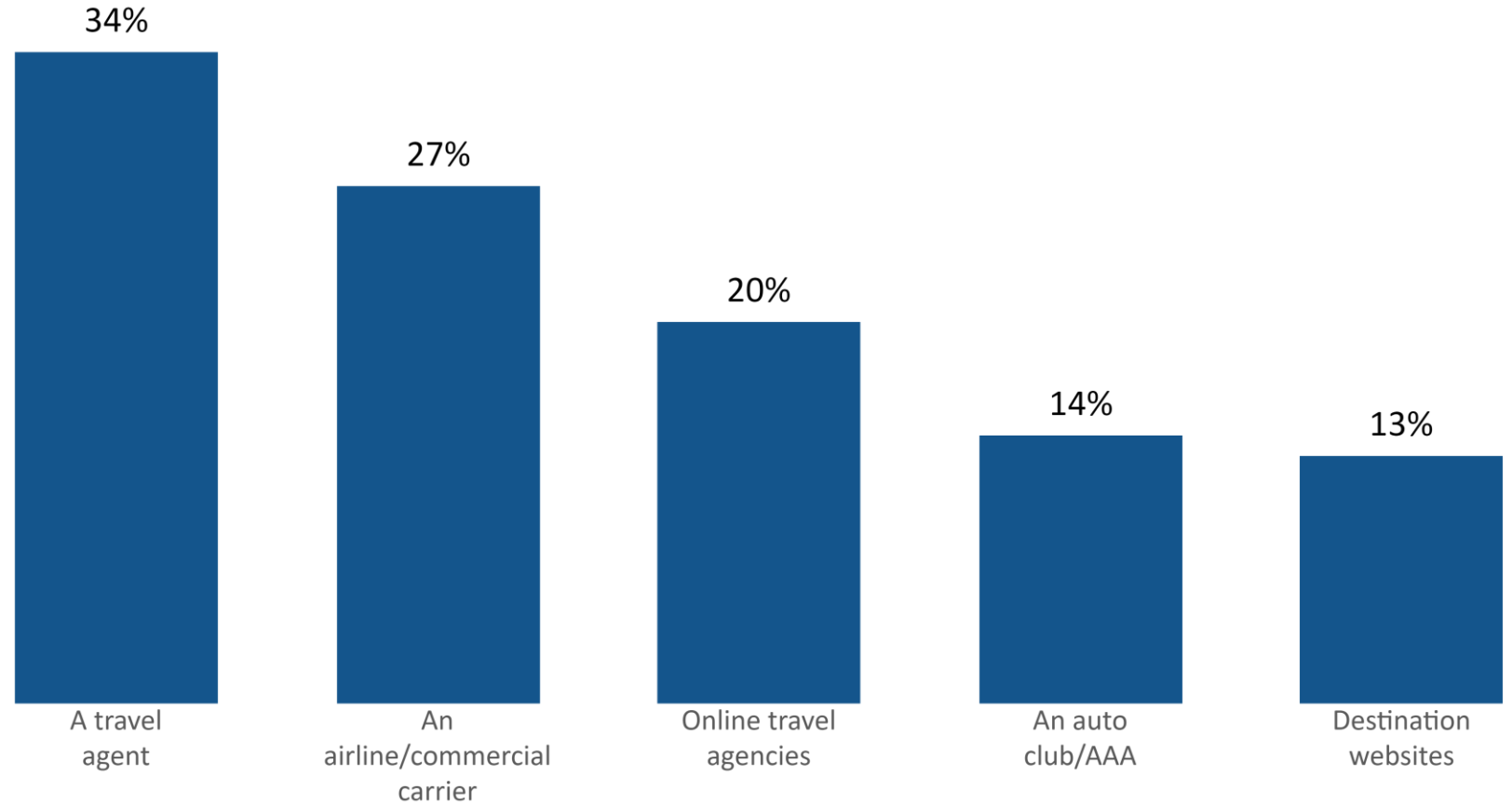
A higher percentage identifies the destination as the primary focus of travelers' itinerary.

During Trip

Transportation & Accommodations

Booking: Transportation

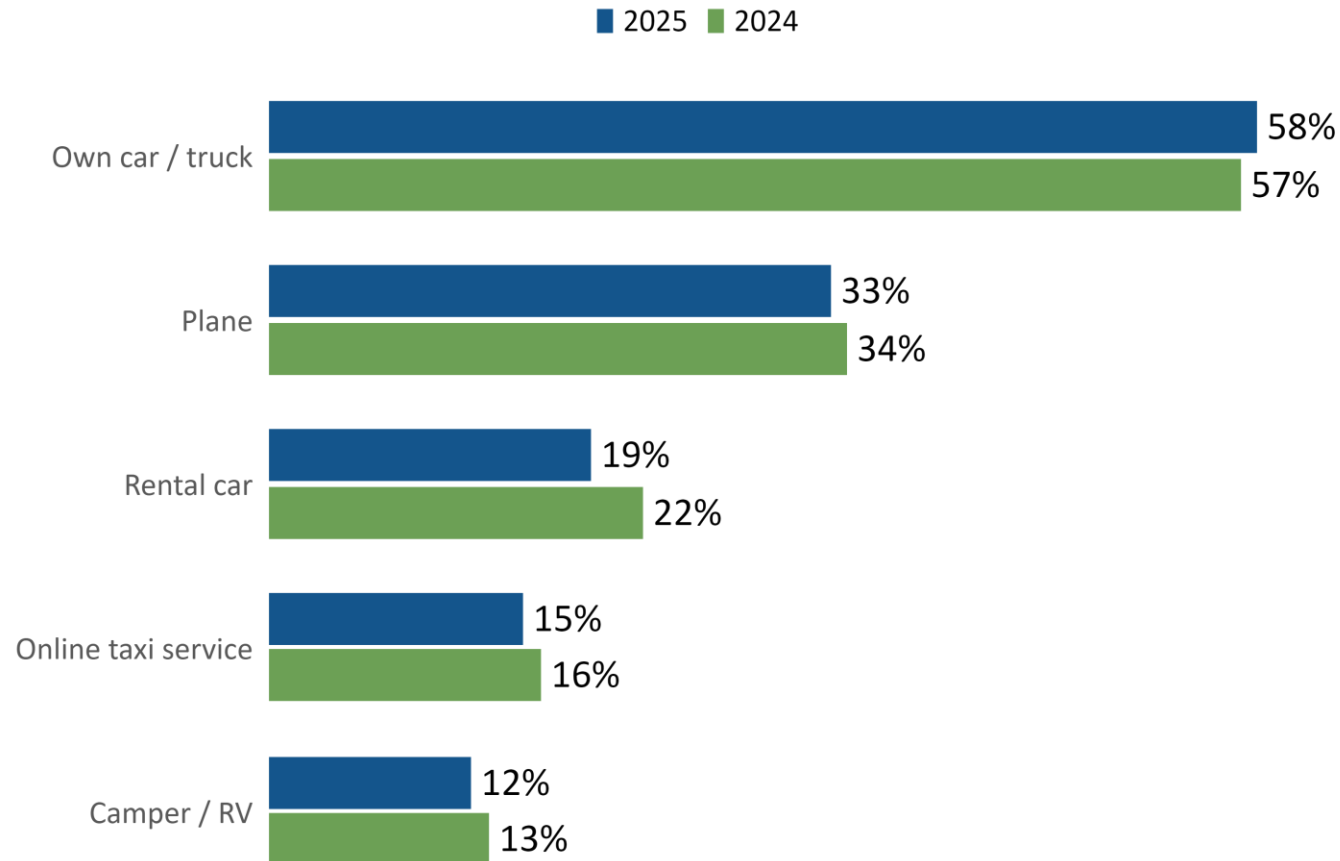
Top Booking Sources for Transportation



See Reference Guide for a full list of booking sources.

Transportation to Destination

Top Modes of Transportation Used by Travelers to Get to Colorado Springs and Pikes Peak Region



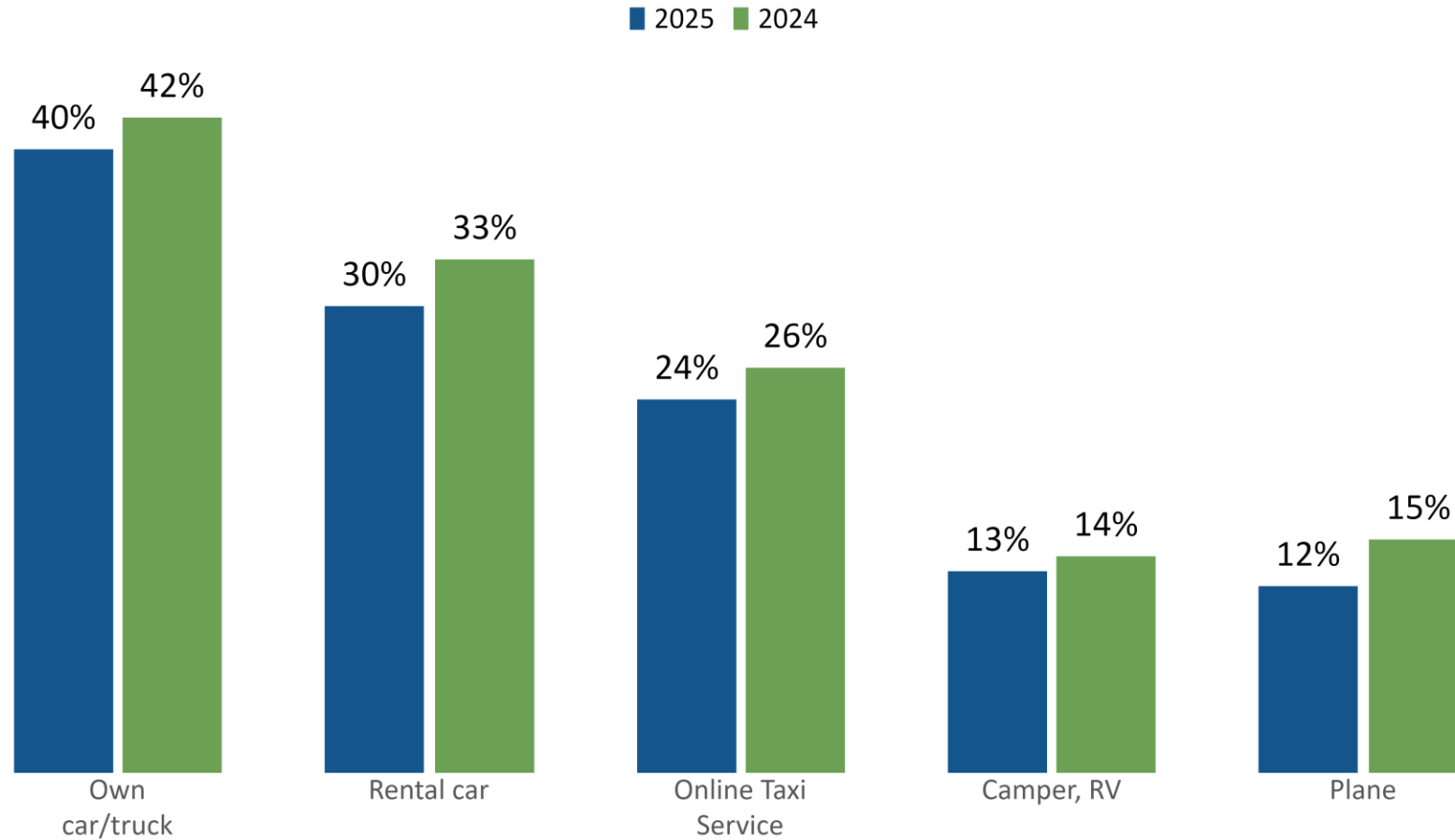
Vehicle Type

Gasoline/diesel	65%	▲	+0.4% YOY
Hybrid	19%	▼	-2.5% YOY
Electric	19%	▼	-0.7% YOY
Plug-in-hybrid	12%	▲	+0.8% YOY

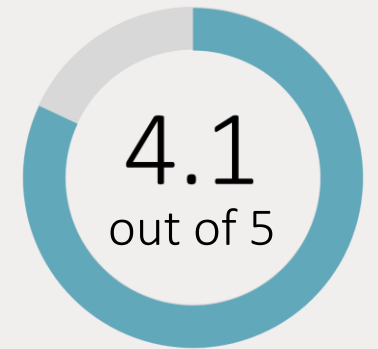
Vehicle type is only asked of travelers who selected 'rental car' or their 'own car/truck' as a mode of transportation to the destination.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Colorado Springs and Pikes Peak Region



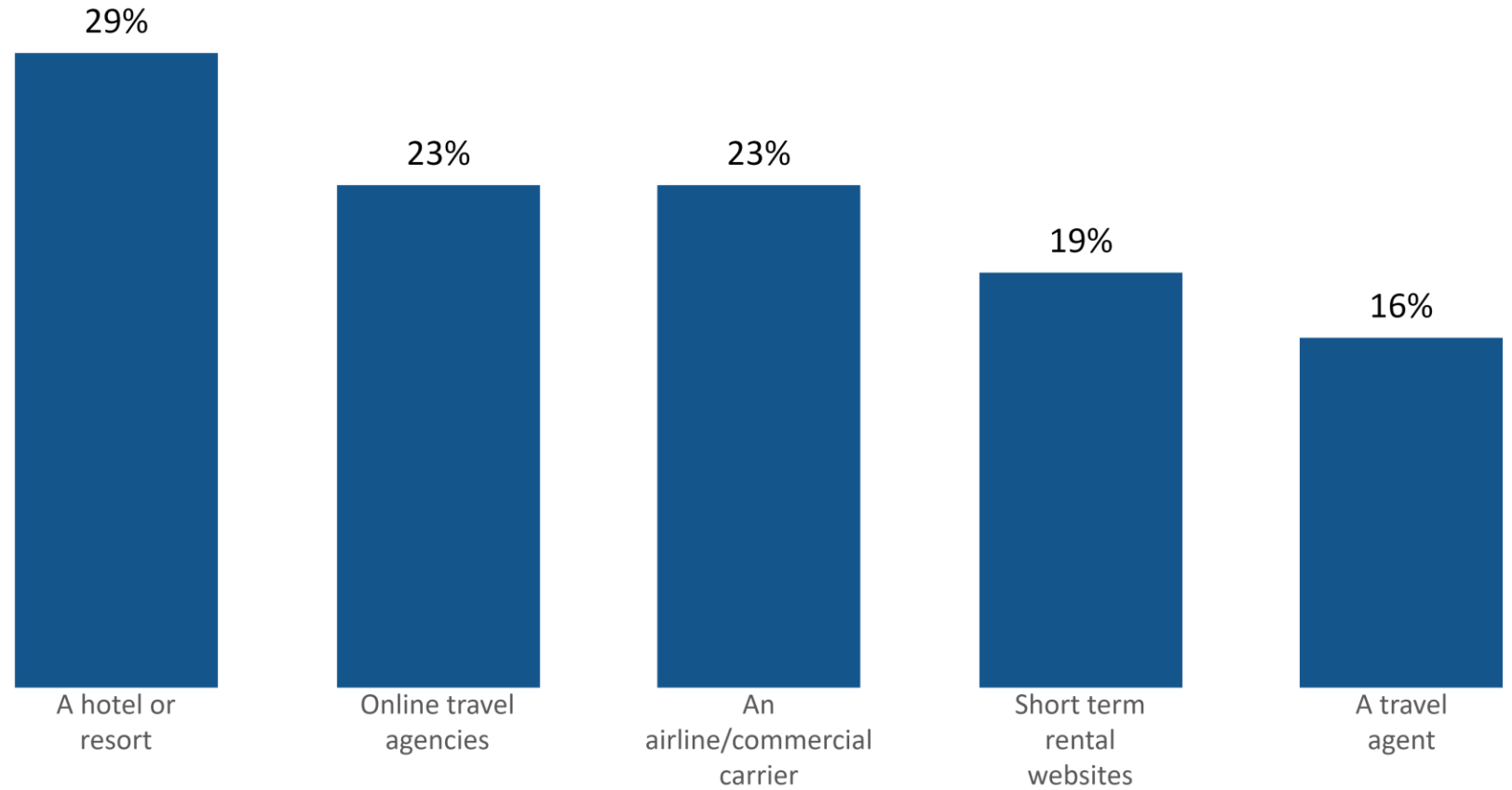
Public
Transportation



Average Satisfaction Rating

Booking: Accommodations

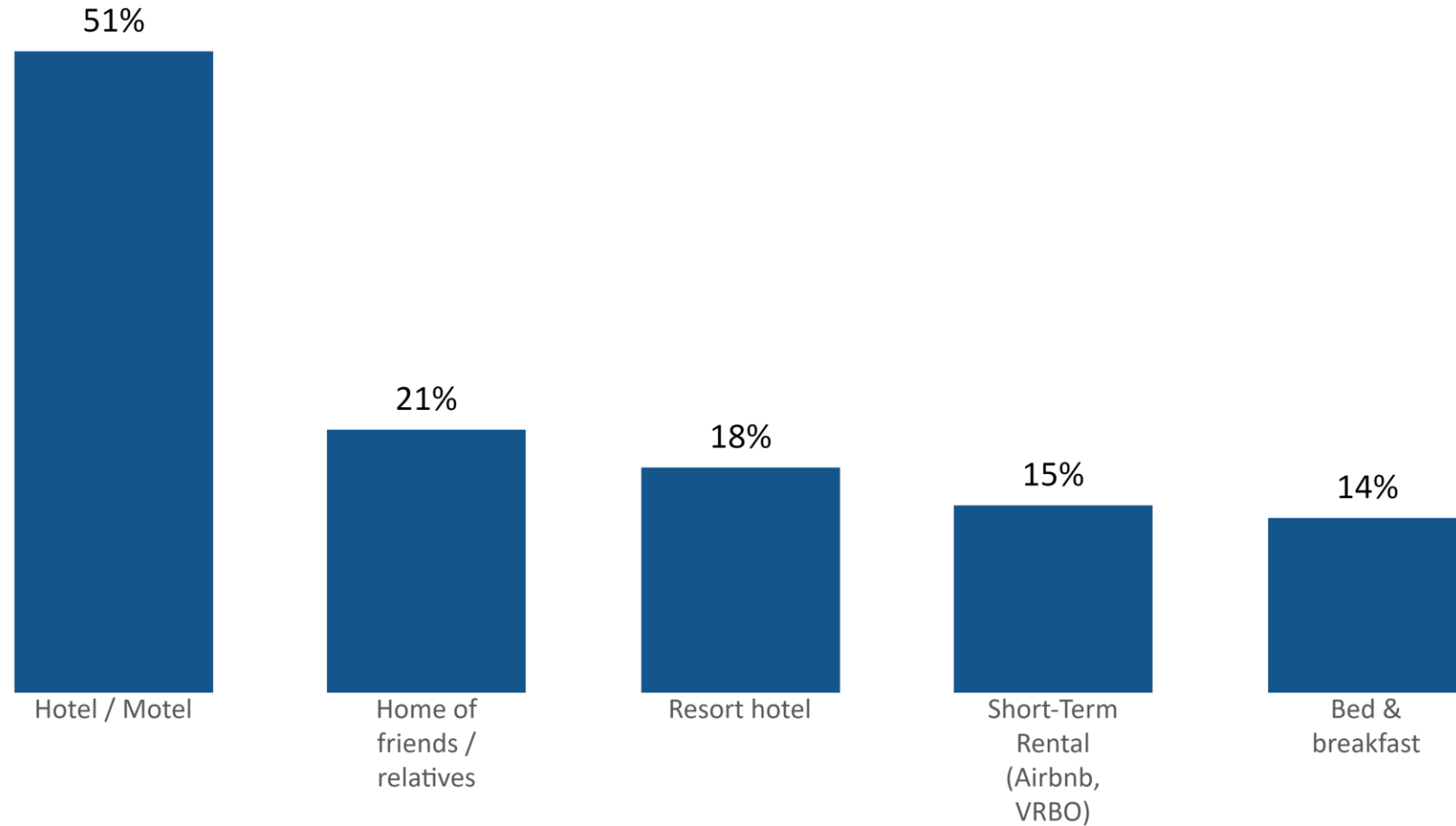
Top Booking Sources for Accommodations



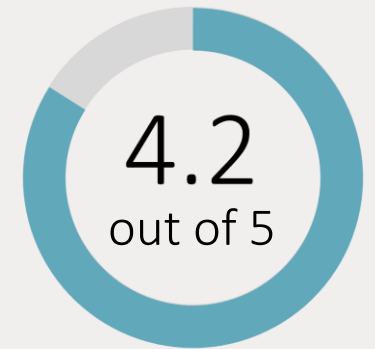
See Reference Guide for a full list of booking sources.

Accommodations

Top Accommodation Types for Colorado Springs and Pikes Peak Region Travelers



Quality of Accommodations



Average Satisfaction Rating

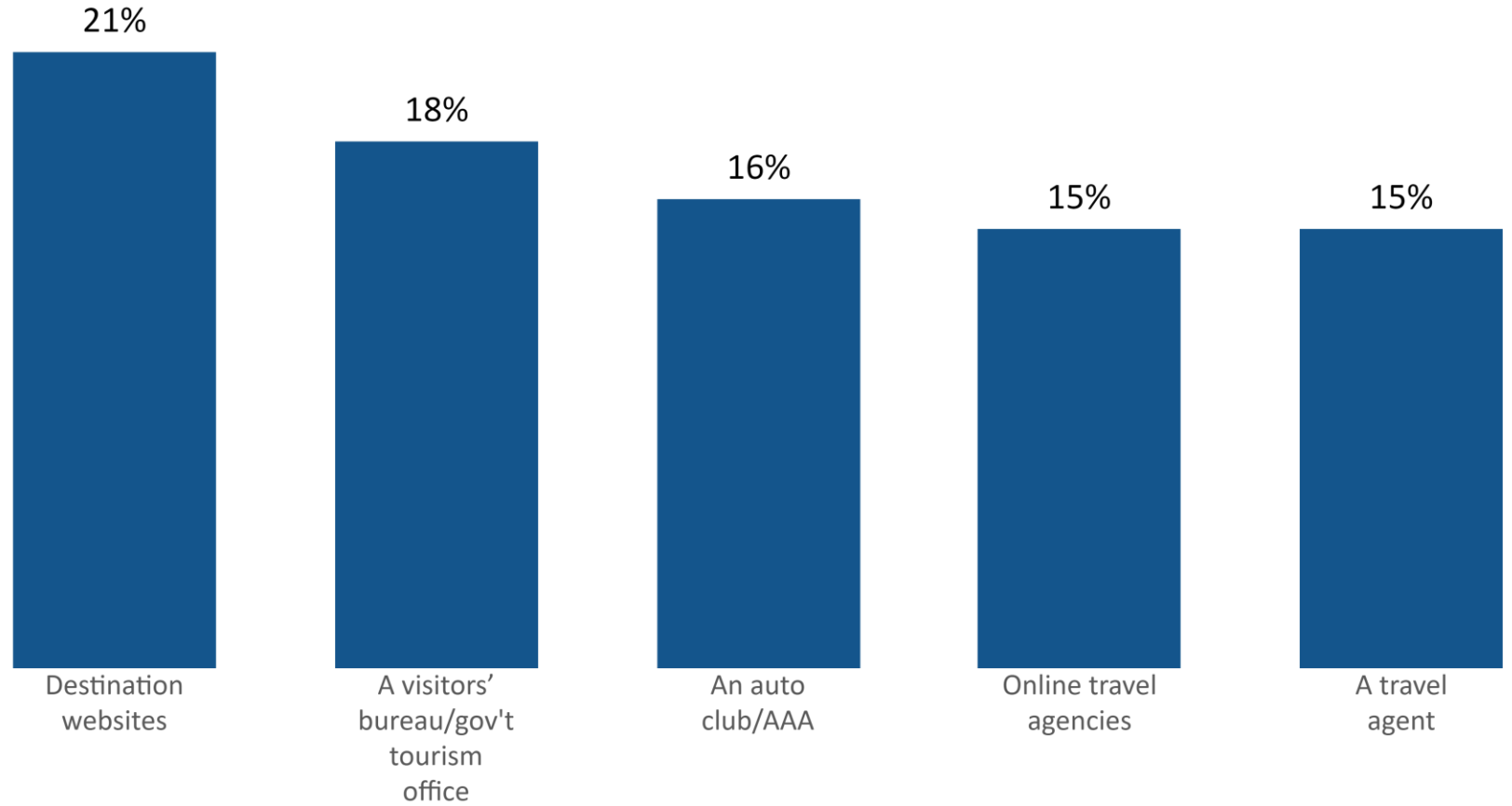
During Trip

Destination Activities



Booking: Activities

Top Booking Sources for Activities



See Reference Guide for a full list of booking sources.

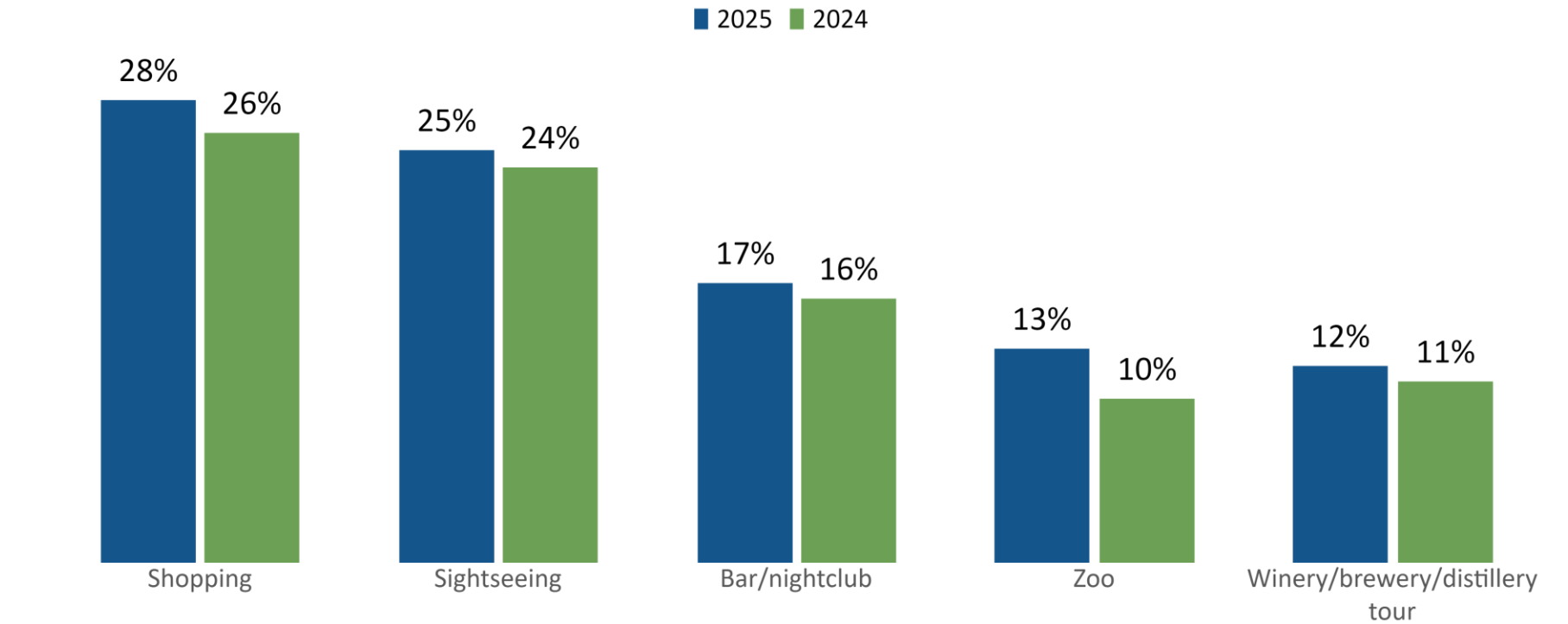
Entertainment Activities

Top Entertainment Activities for Colorado Springs and Pikes Peak Region Travelers

66%

Participated in Entertainment Activities During Their Trip

Previous Year: 70%



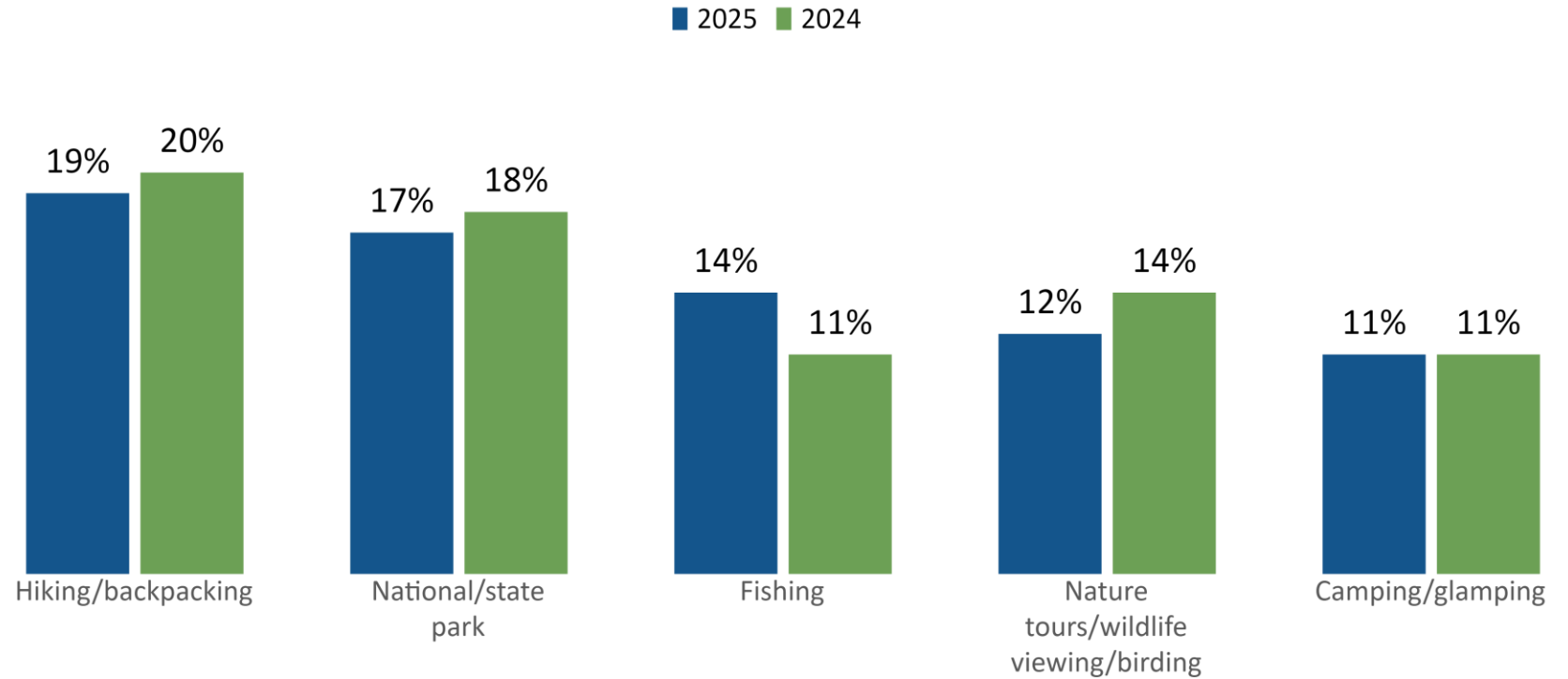
Recreational Activities

Top Recreational Activities for Colorado Springs and Pikes Peak Region Travelers

68%

Participated in
Recreational
Activities
During Their Trip

Previous Year: 69%



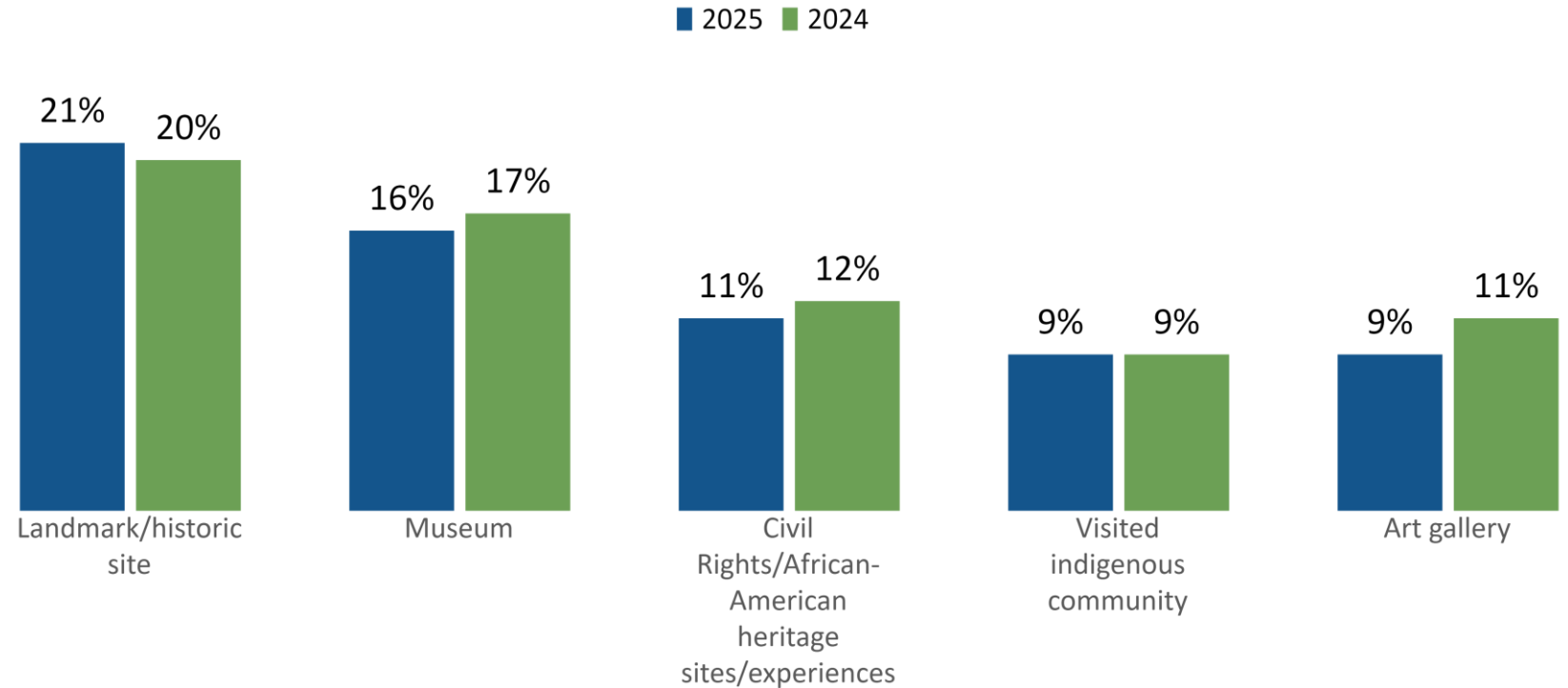
Cultural Activities

Top Cultural Activities for Colorado Springs and Pikes Peak Region Travelers

46%

Participated in
Cultural
Activities
During Their Trip

Previous Year: 48%



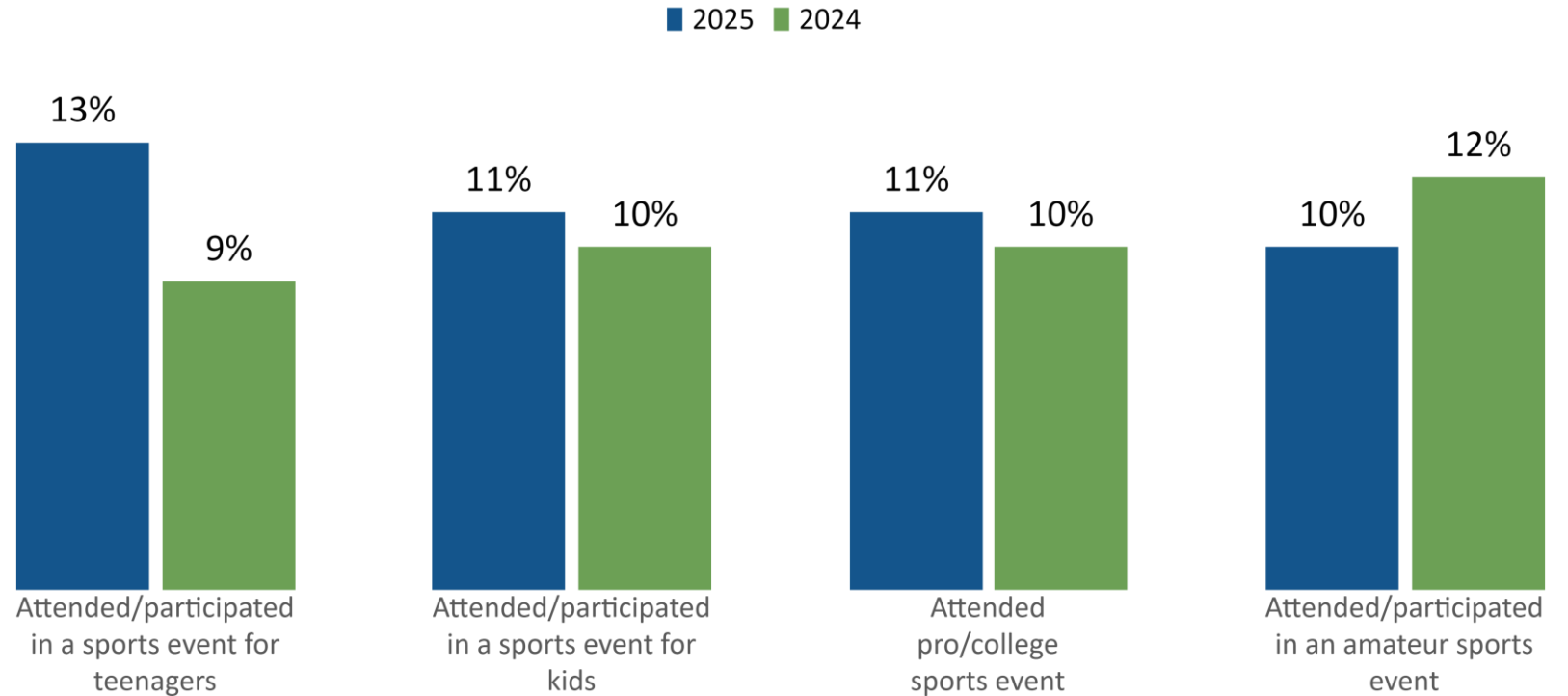
Sporting Events

Top Sporting Events for Colorado Springs and Pikes Peak Region Travelers

31%

Participated in
Sporting
Events
During Their Trip

Previous Year: 29%



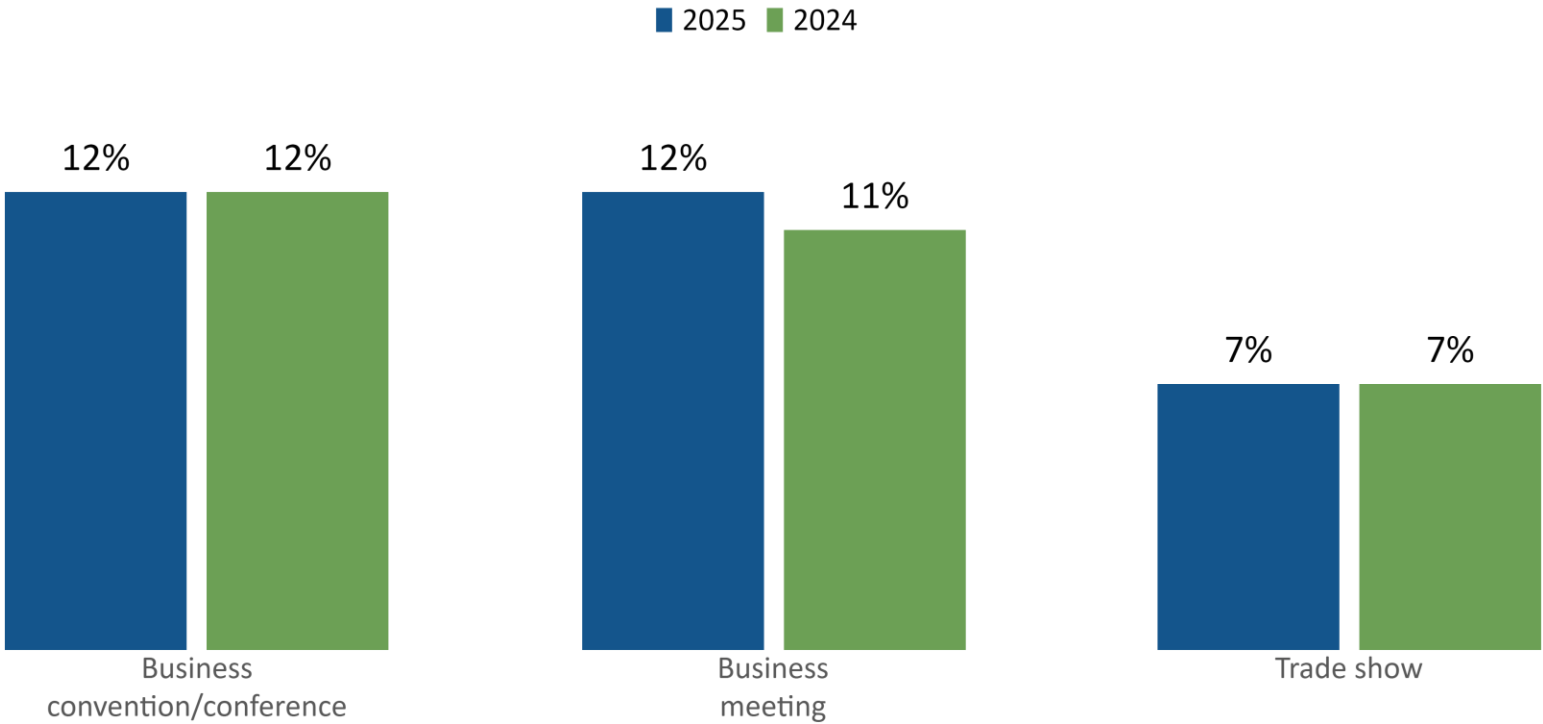
Business Activities

Top Business Activities for Colorado Springs and Pikes Peak Region Travelers

24%

Participated in
Business
Activities
During Their Trip

Previous Year: 25%



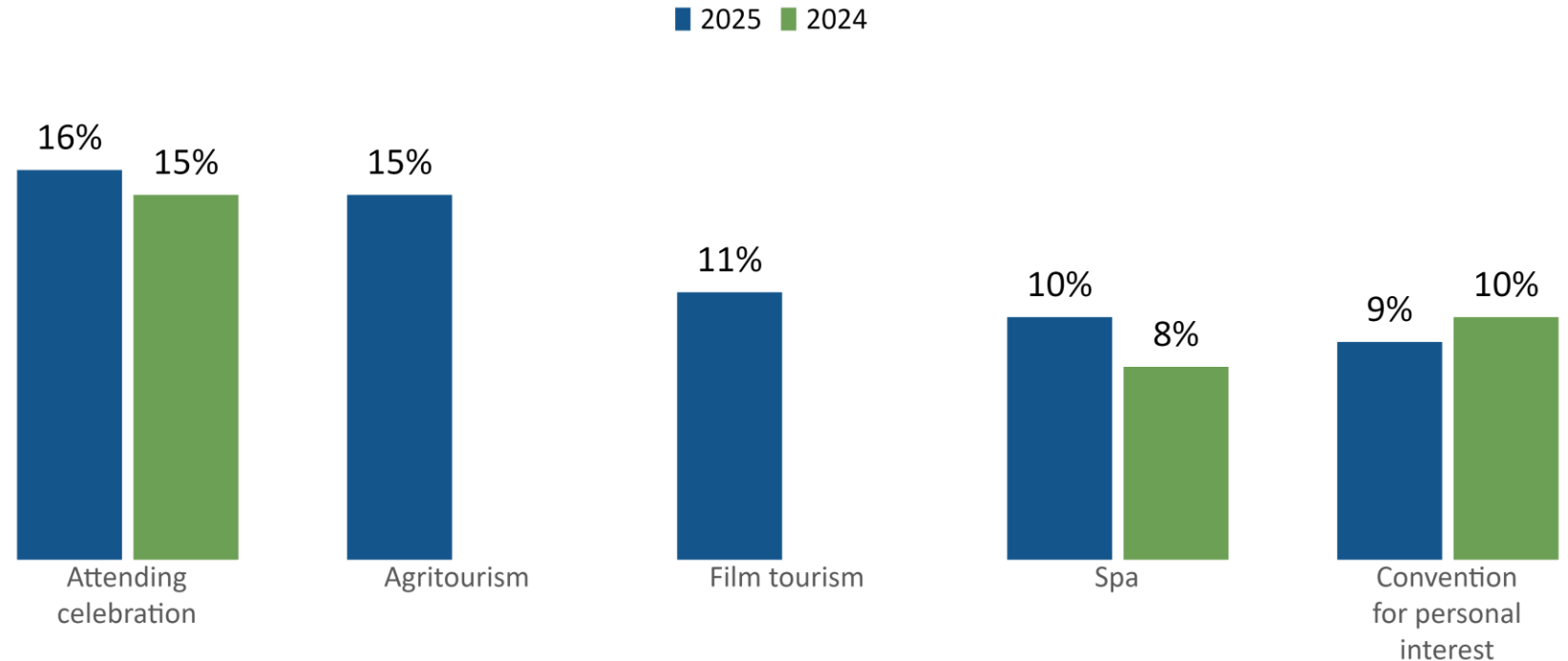
Other Activities

Top Other Activities for Colorado Springs and Pikes Peak Region Travelers

51%

Participated in
Other
Activities
During Their Trip

Previous Year: 43%

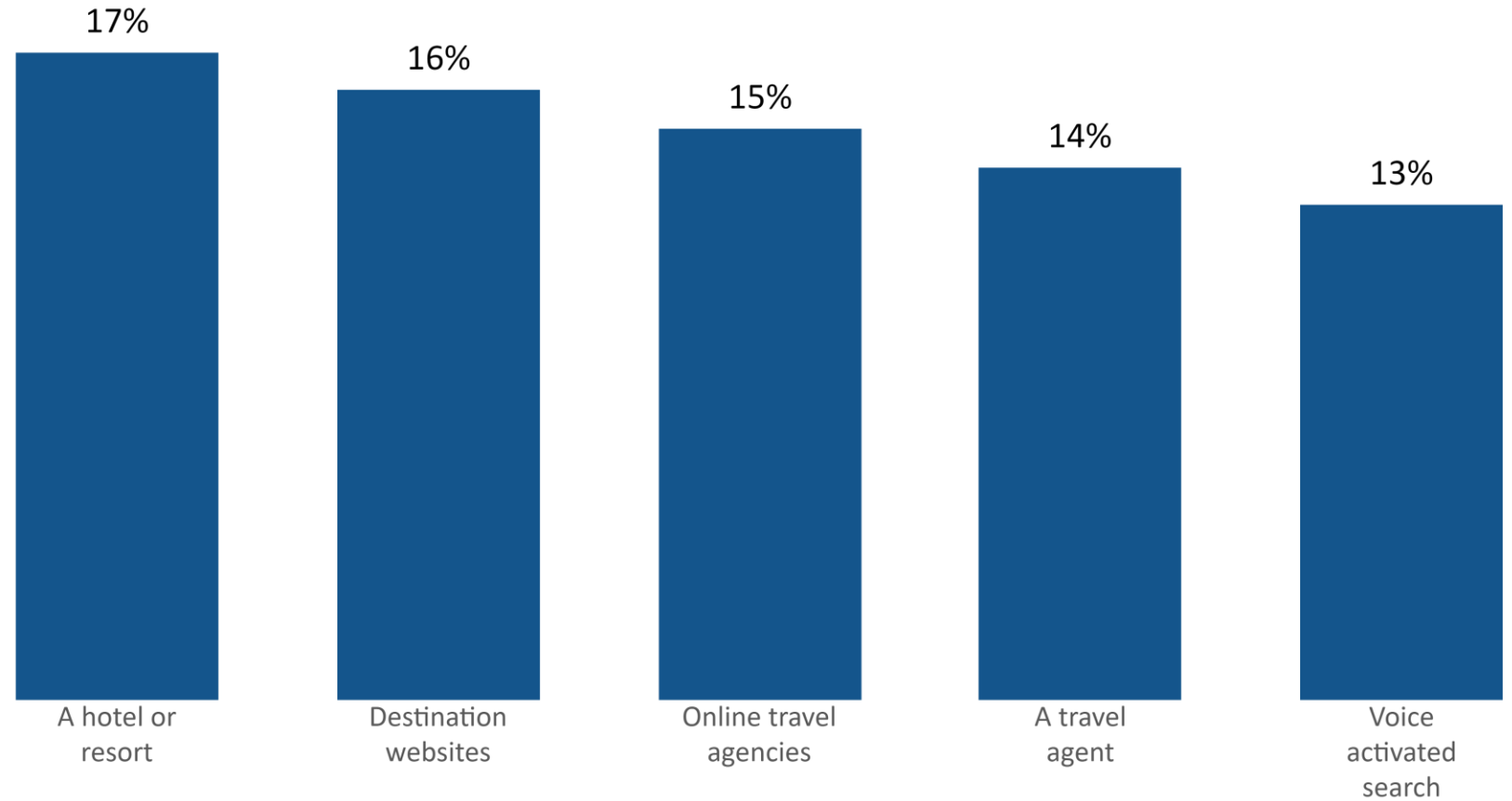


*Chart includes new response option for 2025; 2024 data unavailable



Booking: Dining

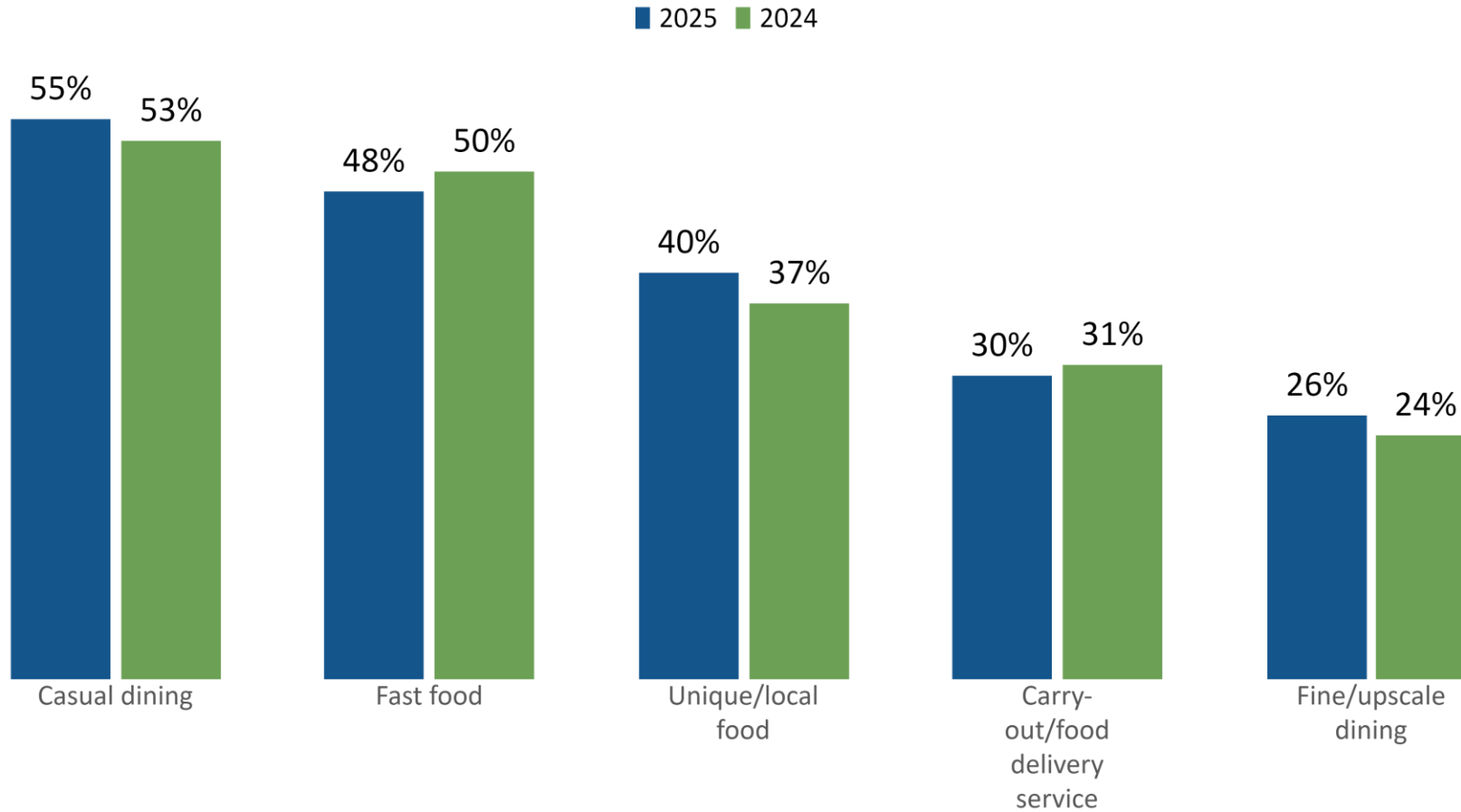
Top Booking Sources for Dining



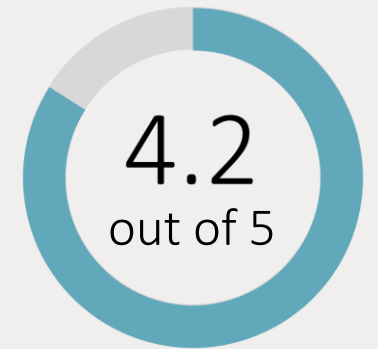
See Reference Guide for a full list of booking sources.

Dining

Top Dining Categories for Colorado Springs and Pikes Peak Region Travelers



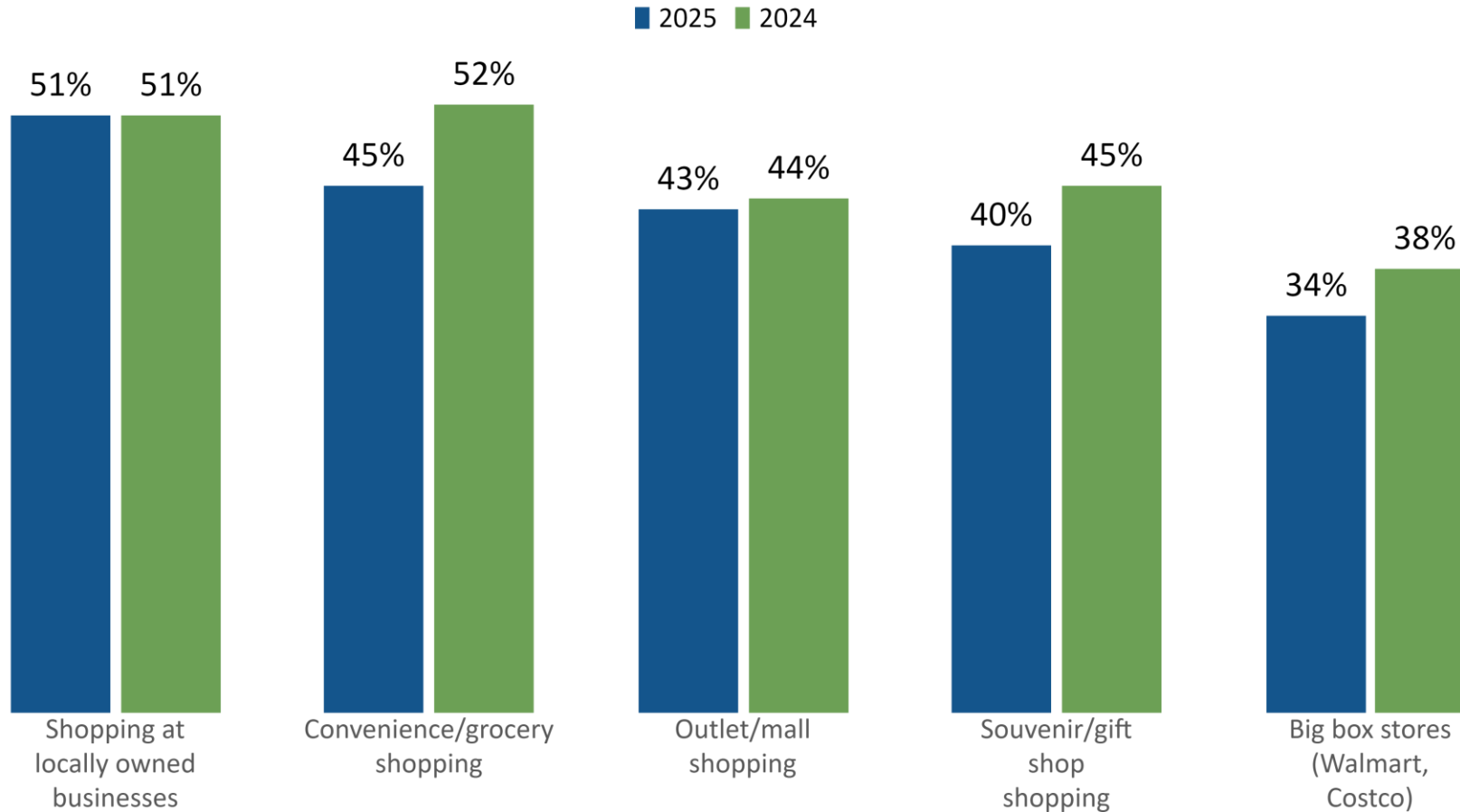
Quality of Food



Average Satisfaction Rating

Shopping

Top Shopping Categories for Colorado Springs and Pikes Peak Region Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Colorado Springs and Pikes Peak Region.

Post-Trip

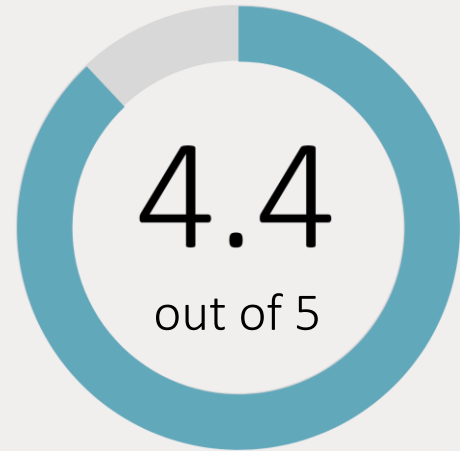
Traveler Satisfaction & Retention



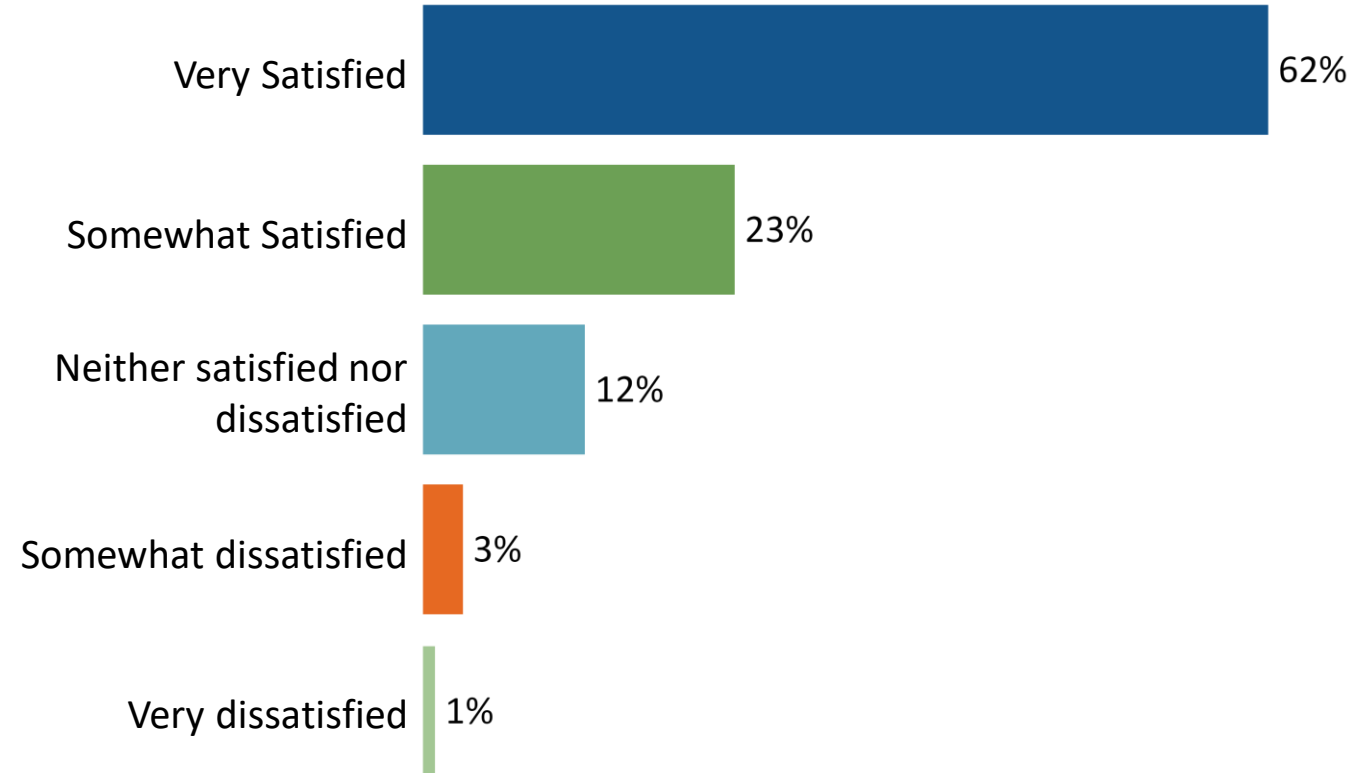
Satisfaction with Overall Trip

How Overnight Visitors Rated Their Colorado Springs and Pikes Peak Region Experience

Average Satisfaction Rating



Previous Year: 4.5



Additional Satisfaction Indicators

Key Components of the Colorado Springs and Pikes Peak Region Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



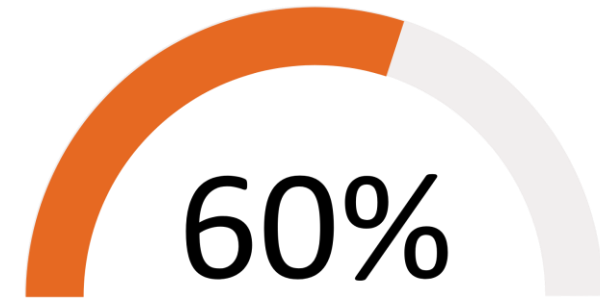
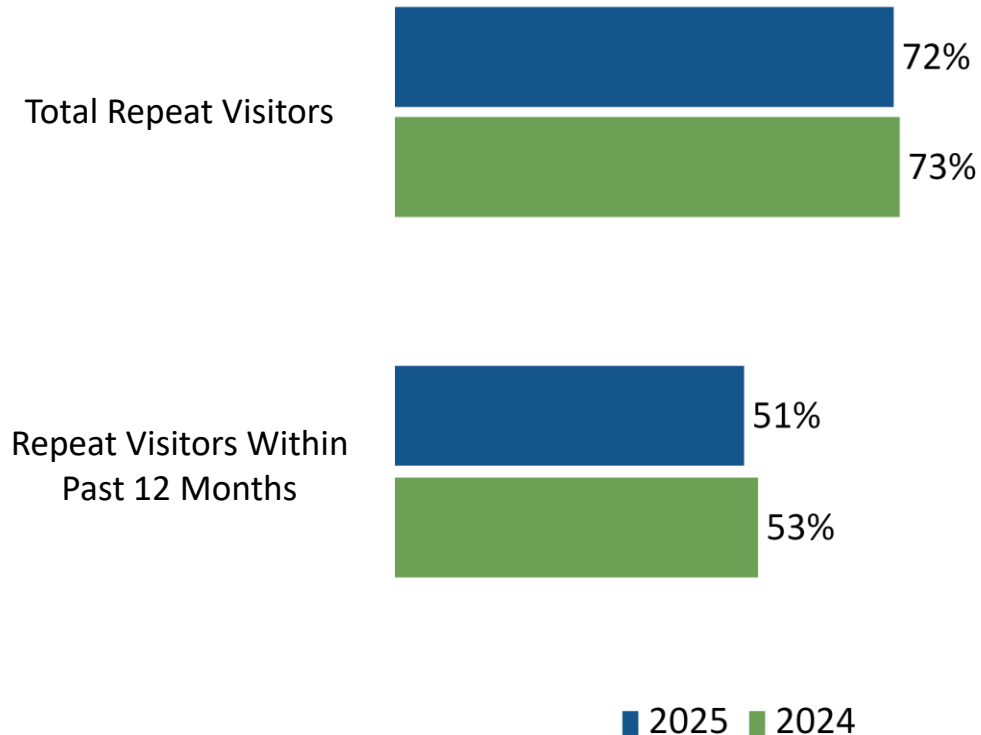
Friendliness of People



Visitor Retention Metrics

Key Predictors of Future Travel to Colorado Springs and Pikes Peak Region

Past Visitation



Selected That They Were
'Very Likely' to Return to
Colorado Springs and Pikes
Peak Region

*Repeat visitation is the strongest
predictor of future travel.*

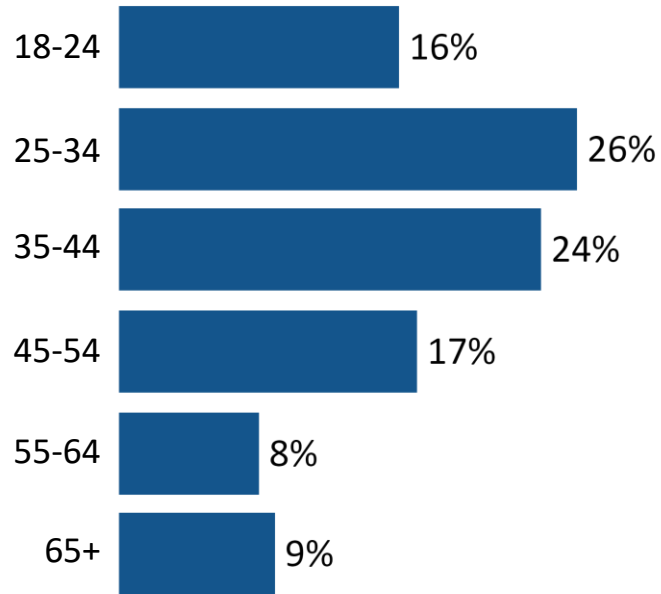
Respondent Demographics



Age, Gender, & Household Income

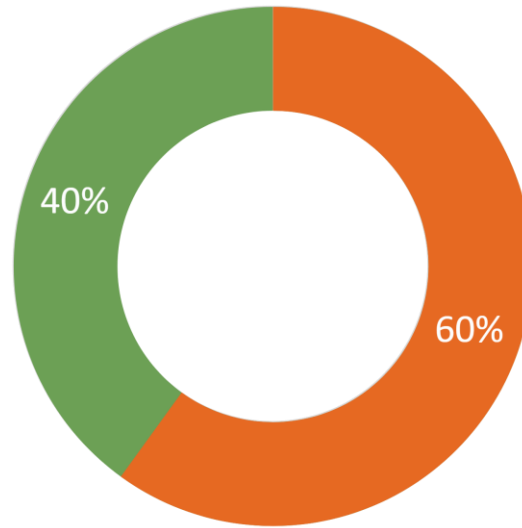
Respondent Demographics for Colorado Springs and Pikes Peak Region

Age



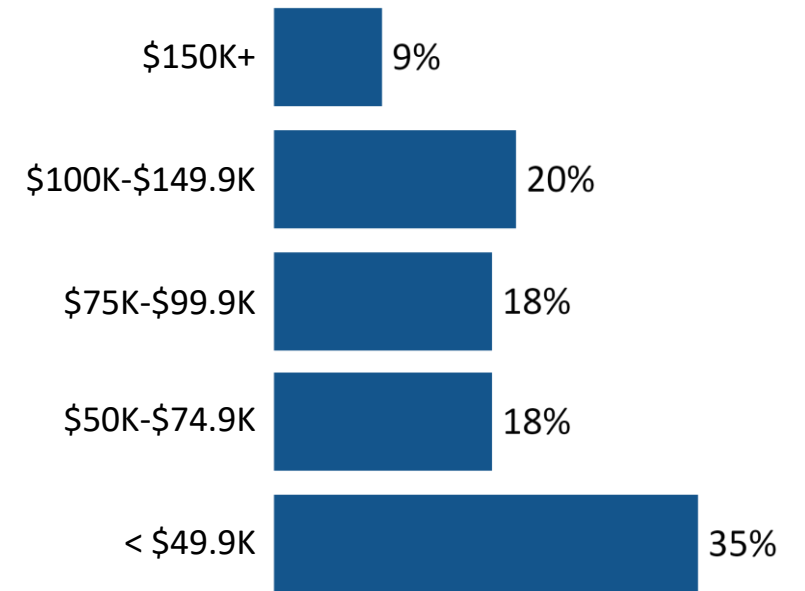
Average Age: 39.6

Gender



Female Male

Household Income

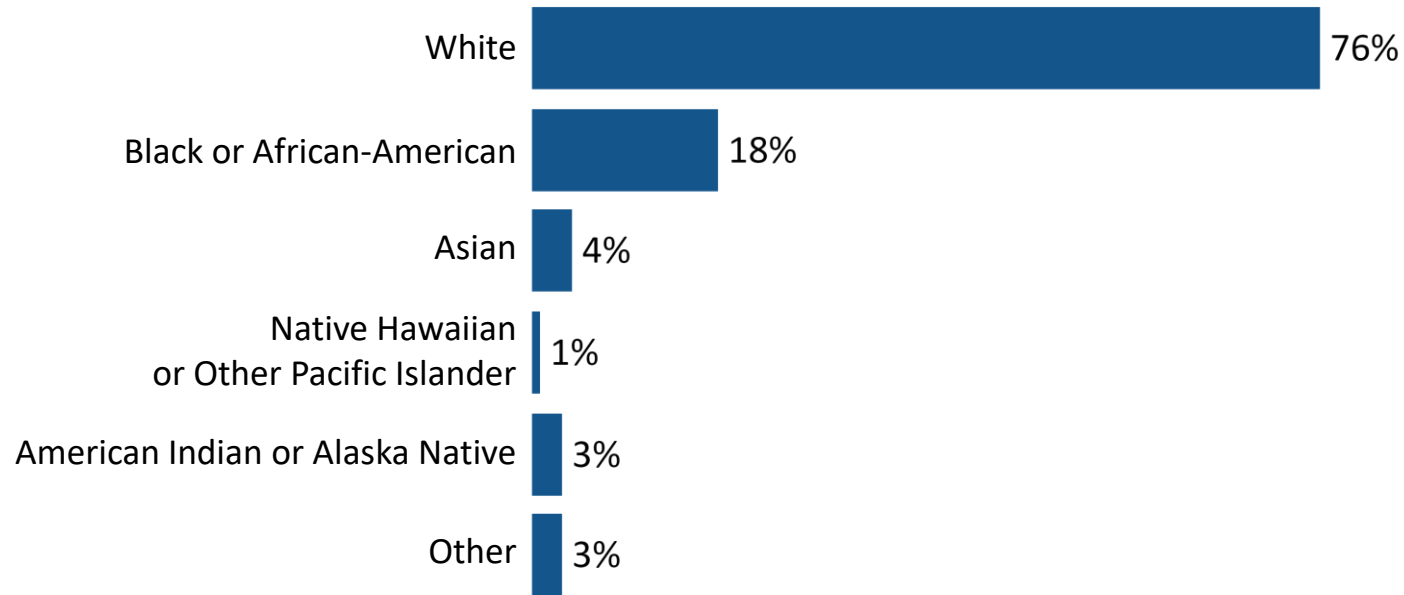


Average Income: \$82.3K

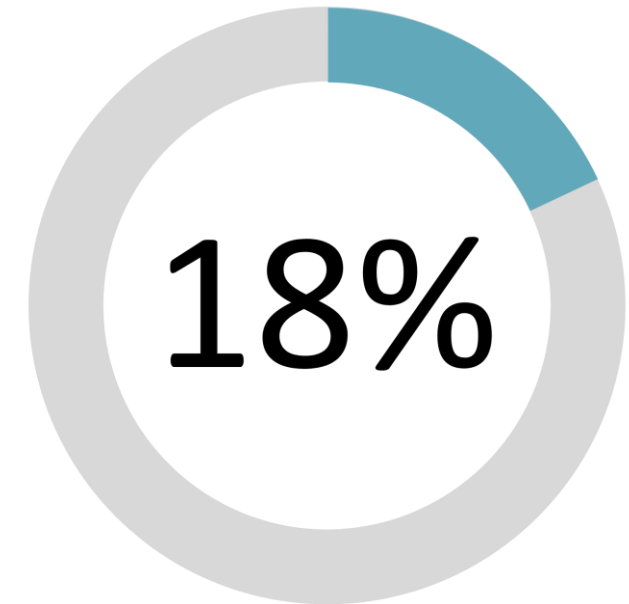
Race & Hispanic Background

Respondent Demographics for Colorado Springs and Pikes Peak Region

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

Additional Demographics

Respondent Demographics for Colorado Springs and Pikes Peak Region

Employment

70% full-time / self-employed

9% part-time

21% retired / not employed / other

Marital Status

54% married / living with a partner

33% single / never married

13% divorced / widowed / separated

Military Status*

80% never served in the military

8% veteran

8% currently on active duty

6% on active duty for training

Education

25% high school diploma or less / other

18% attended some college

37% associate's or bachelor's degree

20% graduate or professional degree

Sexual Orientation

90% straight

3% gay / lesbian

5% bisexual

2% other / not sure

Household Size

20% 1 member

33% 2 members

18% 3 members

20% 4 members

9% 5+ members

* Multi-select to include status for all household members

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Day Visitation Year-Over-Year Profile Report

2025



Pre-Trip

Traveler Profiles & Origins



State & DMA of Origin

Top Traveler Markets for Colorado Springs and Pikes Peak Region

	2025	2024
Colorado	51%	52%
Texas	10%	8%
California	9%	9%
New York	5%	5%
Arizona	3%	3%



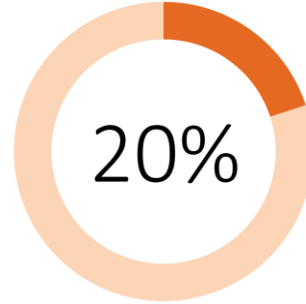
	2025	2024
Denver, CO	35%	31%
Colorado Springs-Pueblo, CO	16%	21%
New York, NY	5%	6%
Los Angeles, CA	4%	6%
Houston, TX	3%	2%

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

24%

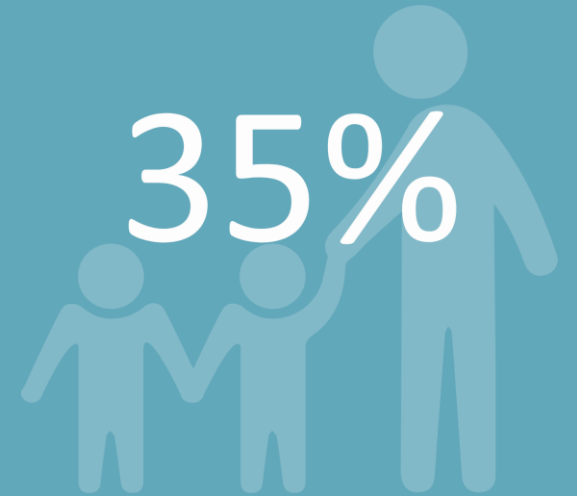


Travel Parties with Pets



Travel Parties
with Children

35%



Travel Party Composition

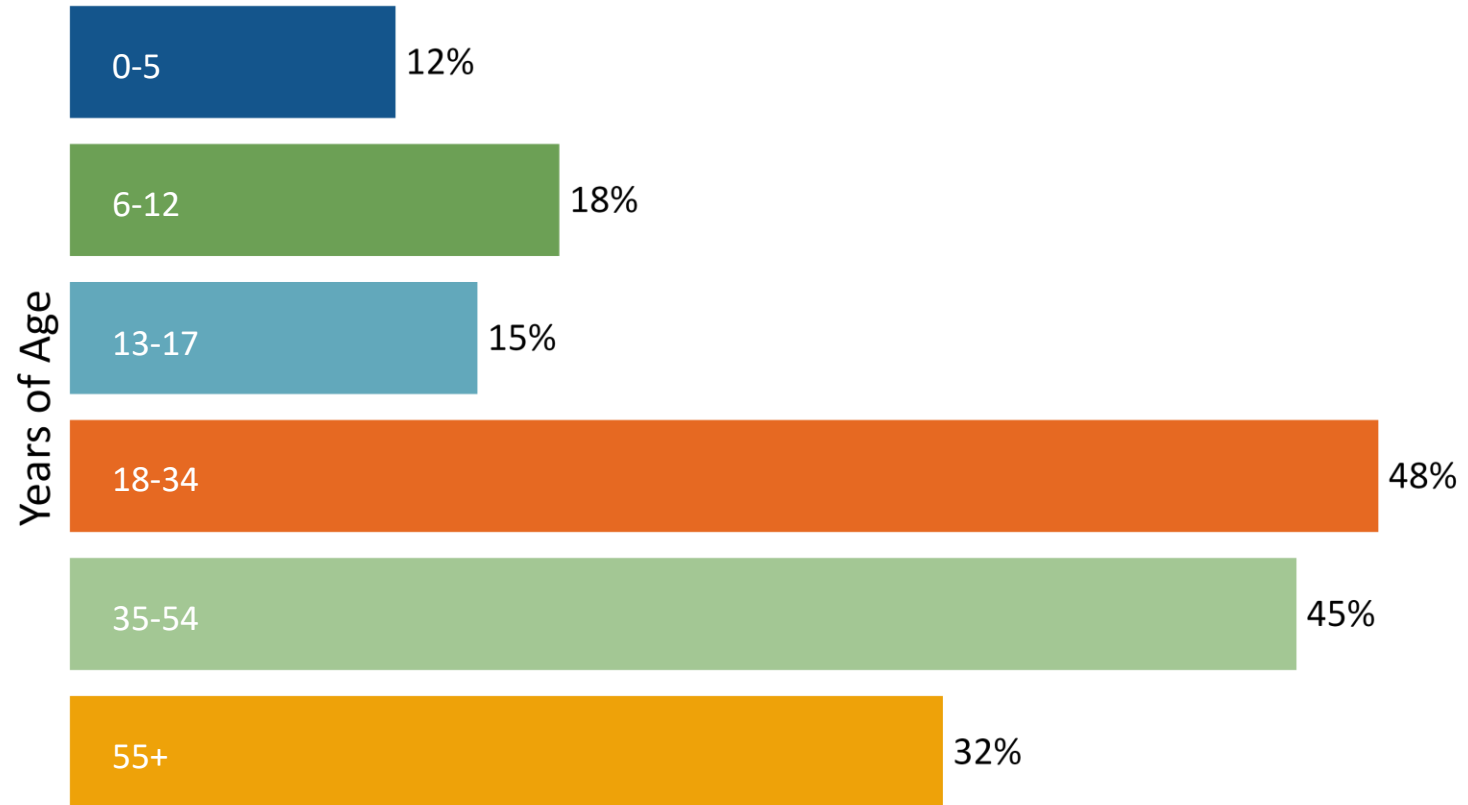
Travel Party Size & Age

Average Travel
Party Size

2.7



Travel Party Age



Travelers with Travel-Limiting Disabilities

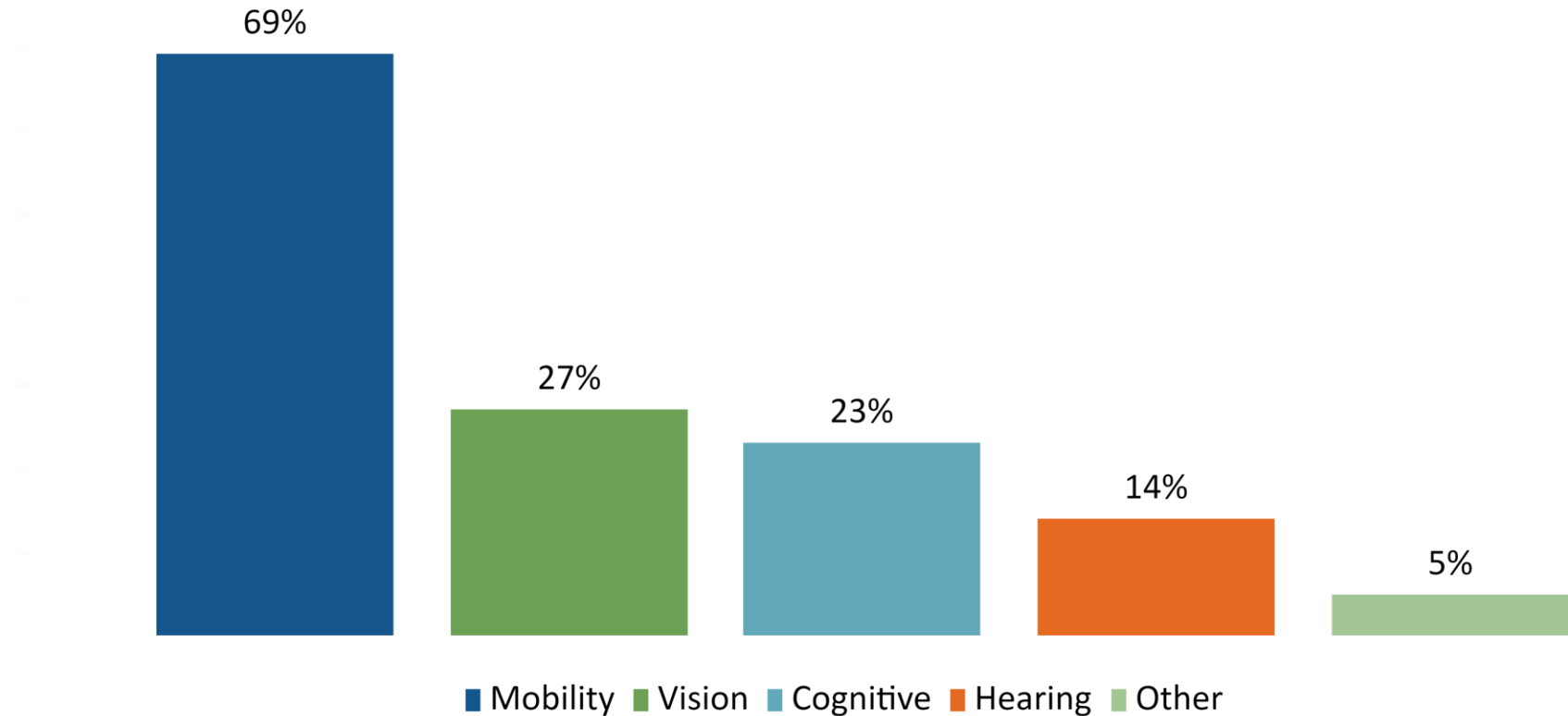
Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

19%



-0.1% YOY



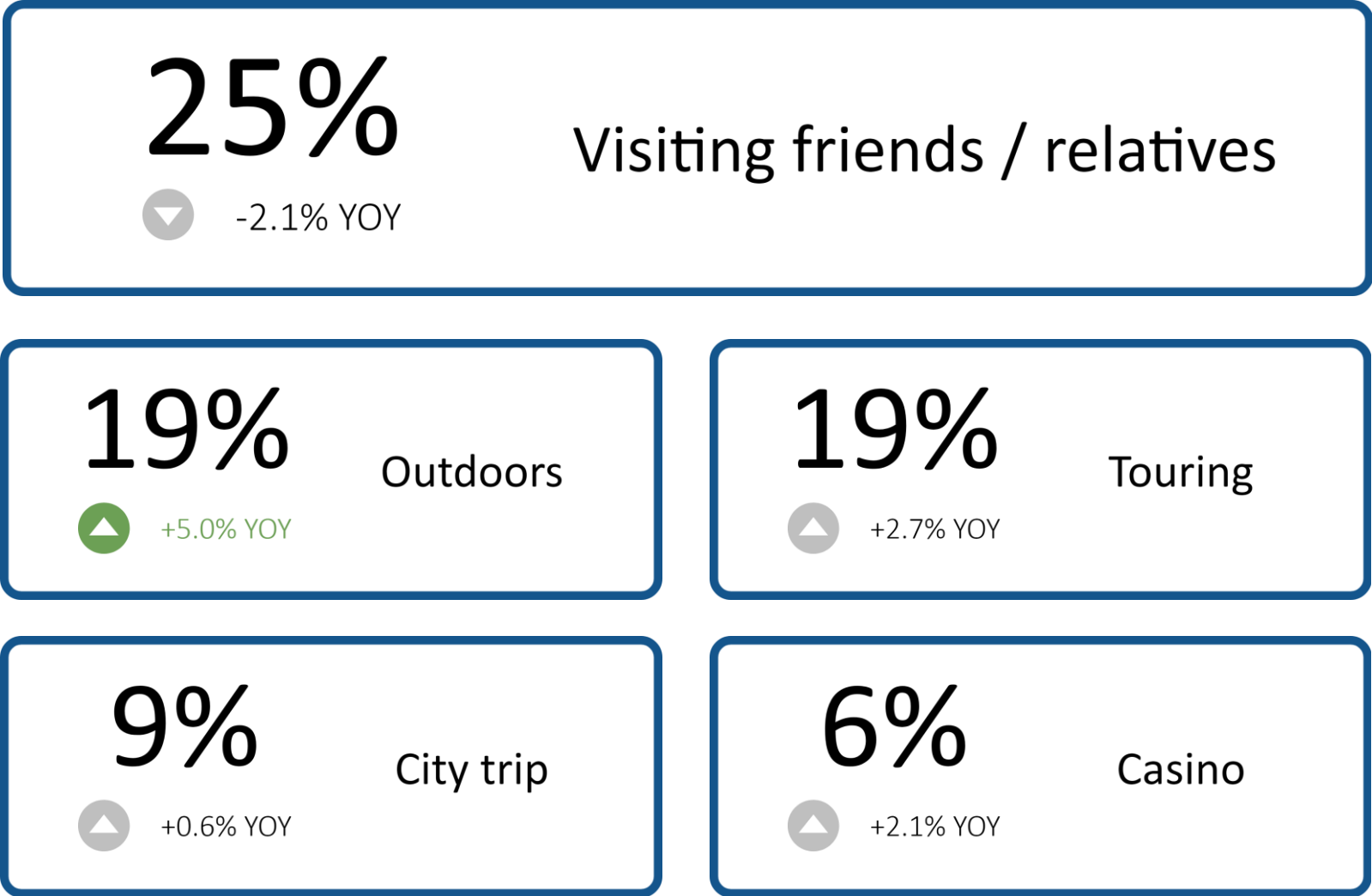
Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

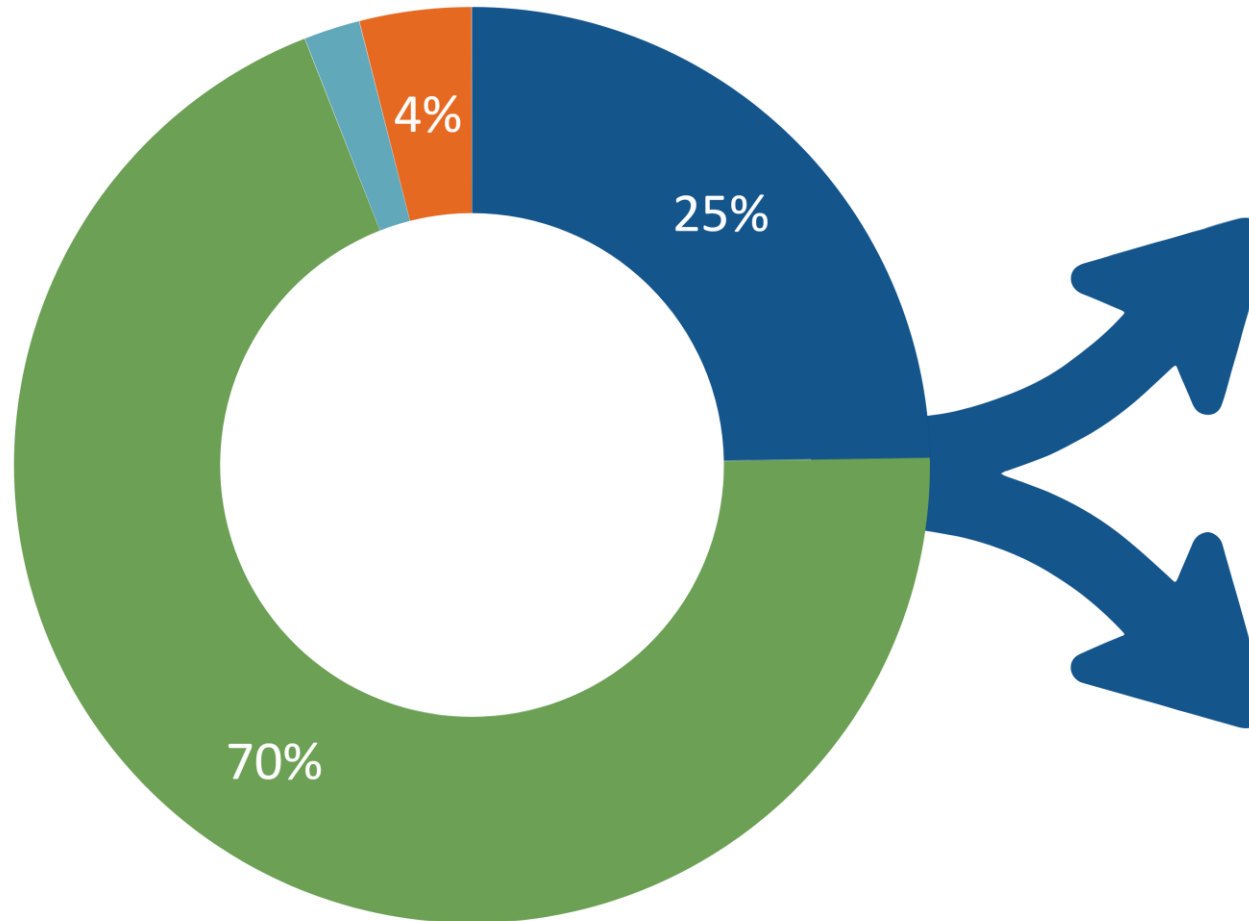
Each respondent selects **one** primary motivator for their trip



Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

- Visiting friends/relatives
- Marketable
- Business-leisure
- Business



95%

Visited Friends/Relatives Who
Live in Colorado Springs and
Pikes Peak Region

5%

Met Friends/Relatives in
Colorado Springs and Pikes
Peak Region Who Live
Elsewhere

Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

24%

Budget friendly traveler:
prioritizing affordability
and value for money

17%

Outdoor & adventure
seeker: drawn to
outdoor activities and
thrill-seeking

12%

Culture/heritage/history
seeker: seeking local
cultures, historical sites,
and engaging with local
traditions

11%

Family traveler:
prioritizing activities and
accommodations
suitable for children

8%

Special event traveler:
traveling for music
festivals, sporting events,
or other major events

8%

Luxury traveler: seeking
high-end experiences
and personalized
services

During Trip

Destination Activities



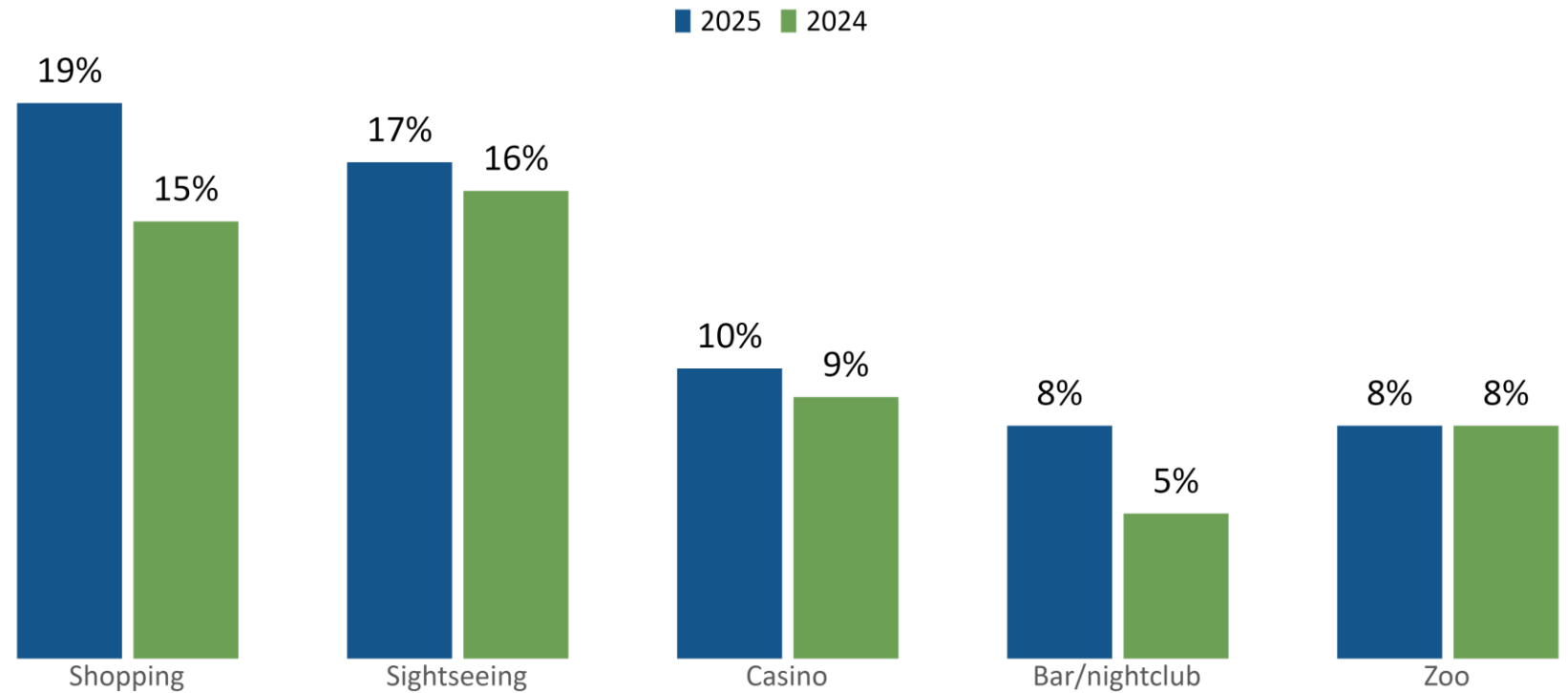
Entertainment Activities

Top Entertainment Activities for Colorado Springs and Pikes Peak Region Travelers

52%

Participated in
Entertainment
Activities
During Their Trip

Previous Year: 54%



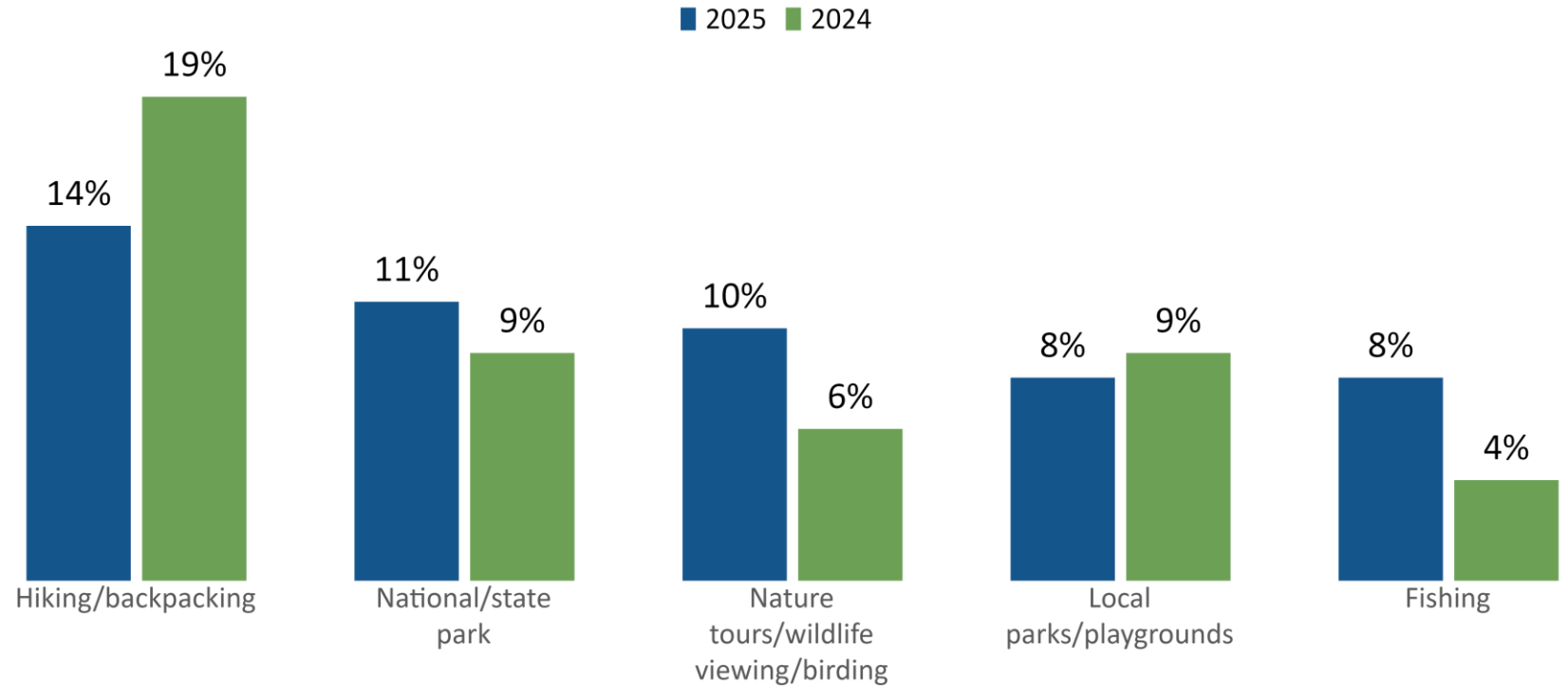
Recreational Activities

Top Recreational Activities for Colorado Springs and Pikes Peak Region Travelers

52%

Participated in
Recreational
Activities
During Their Trip

Previous Year: 51%



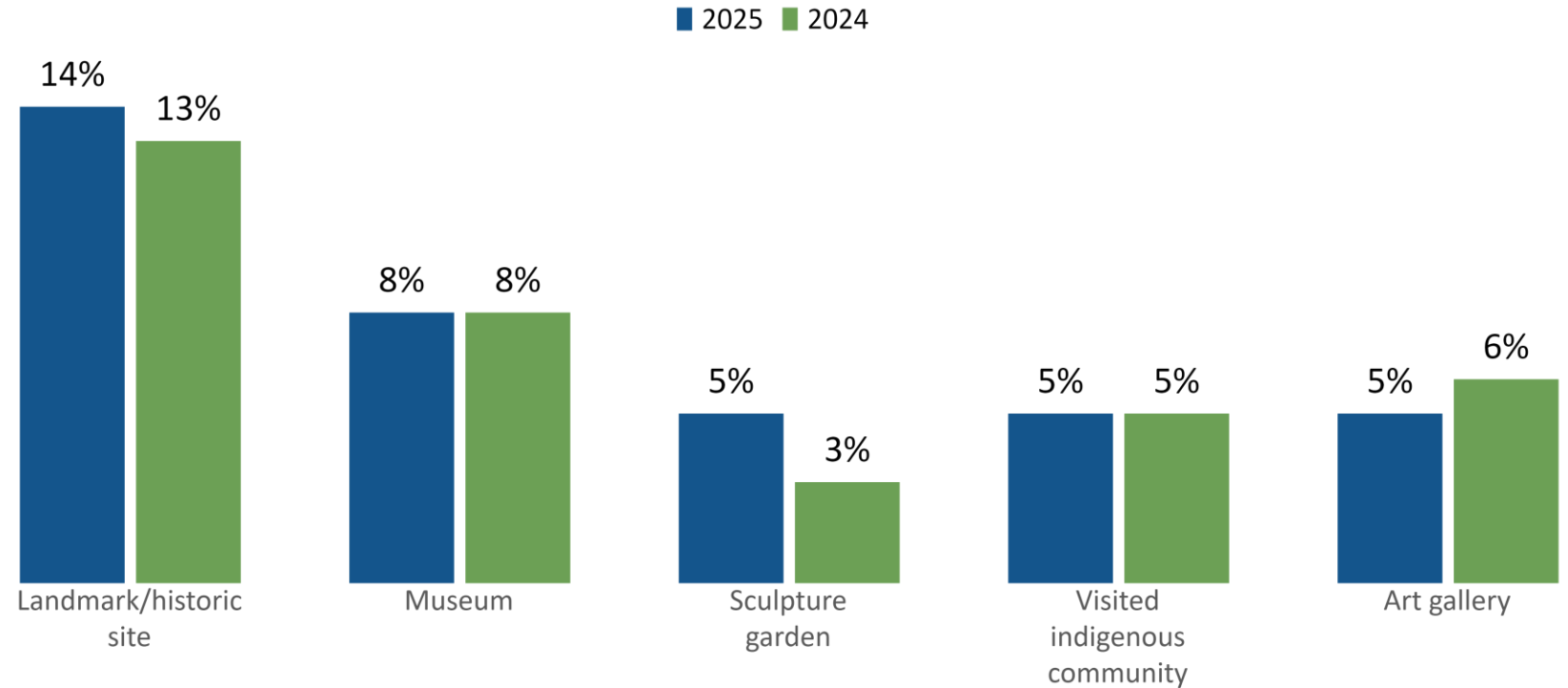
Cultural Activities

Top Cultural Activities for Colorado Springs and Pikes Peak Region Travelers

29%

Participated in
Cultural
Activities
During Their Trip

Previous Year: 31%



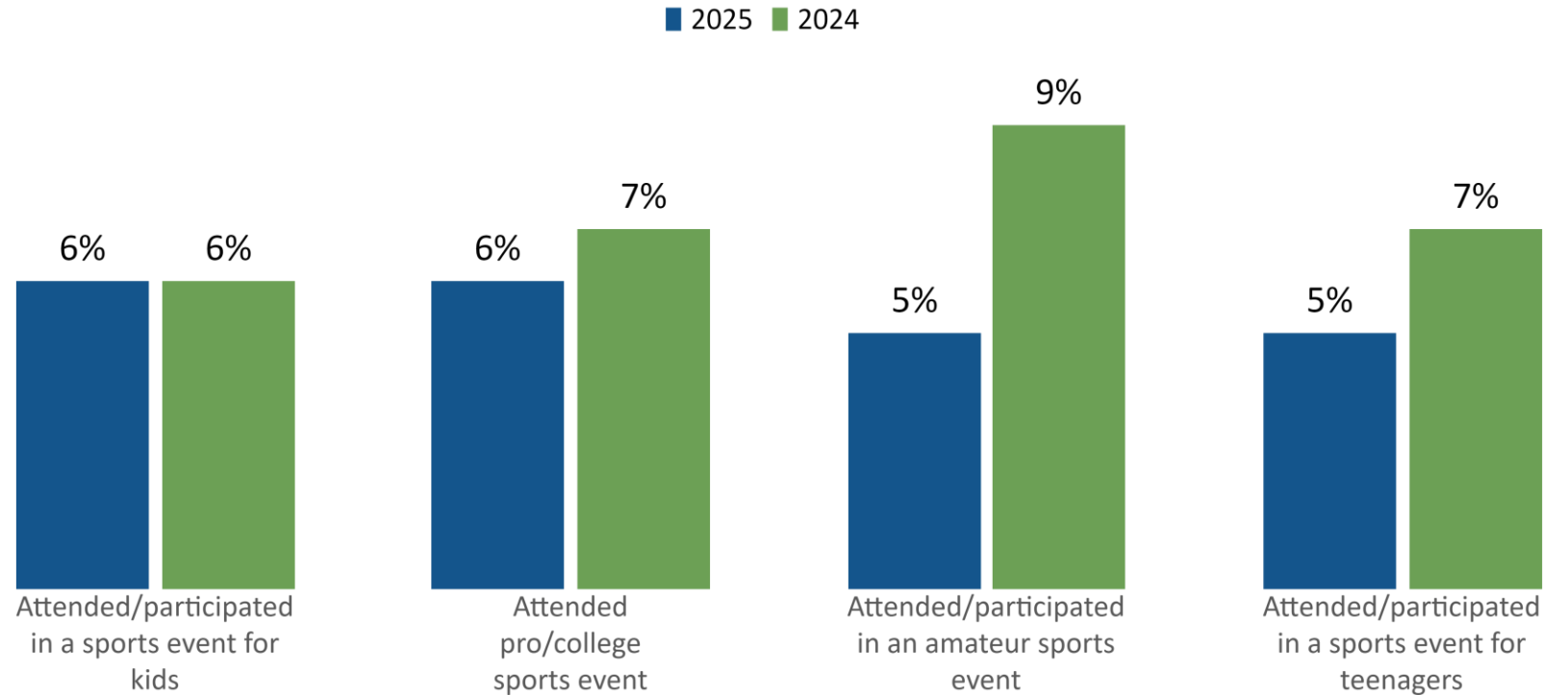
Sporting Events

Top Sporting Events for Colorado Springs and Pikes Peak Region Travelers

18%

Participated in
Sporting
Events
During Their Trip

Previous Year: 20%



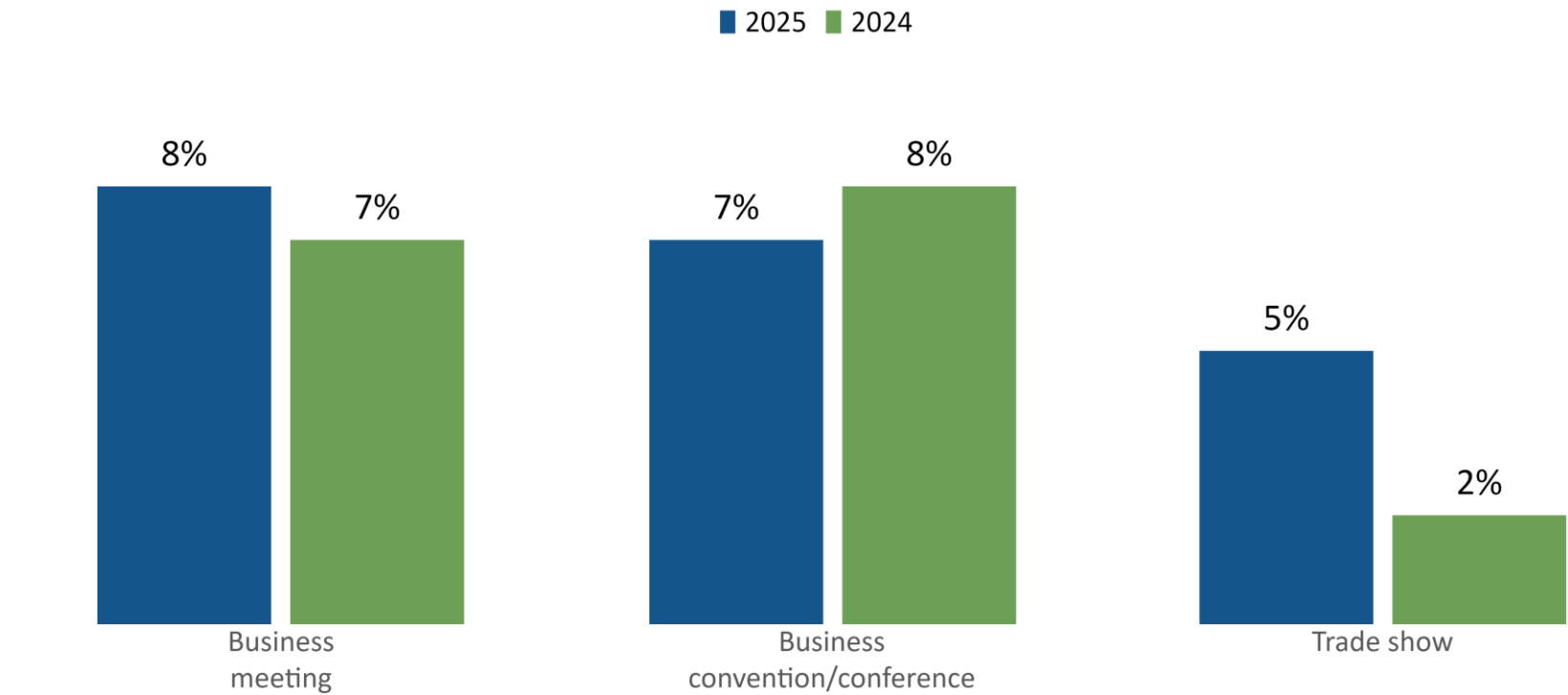
Business Activities

Top Business Activities for Colorado Springs and Pikes Peak Region Travelers

16%

Participated in
Business
Activities
During Their Trip

Previous Year: 15%



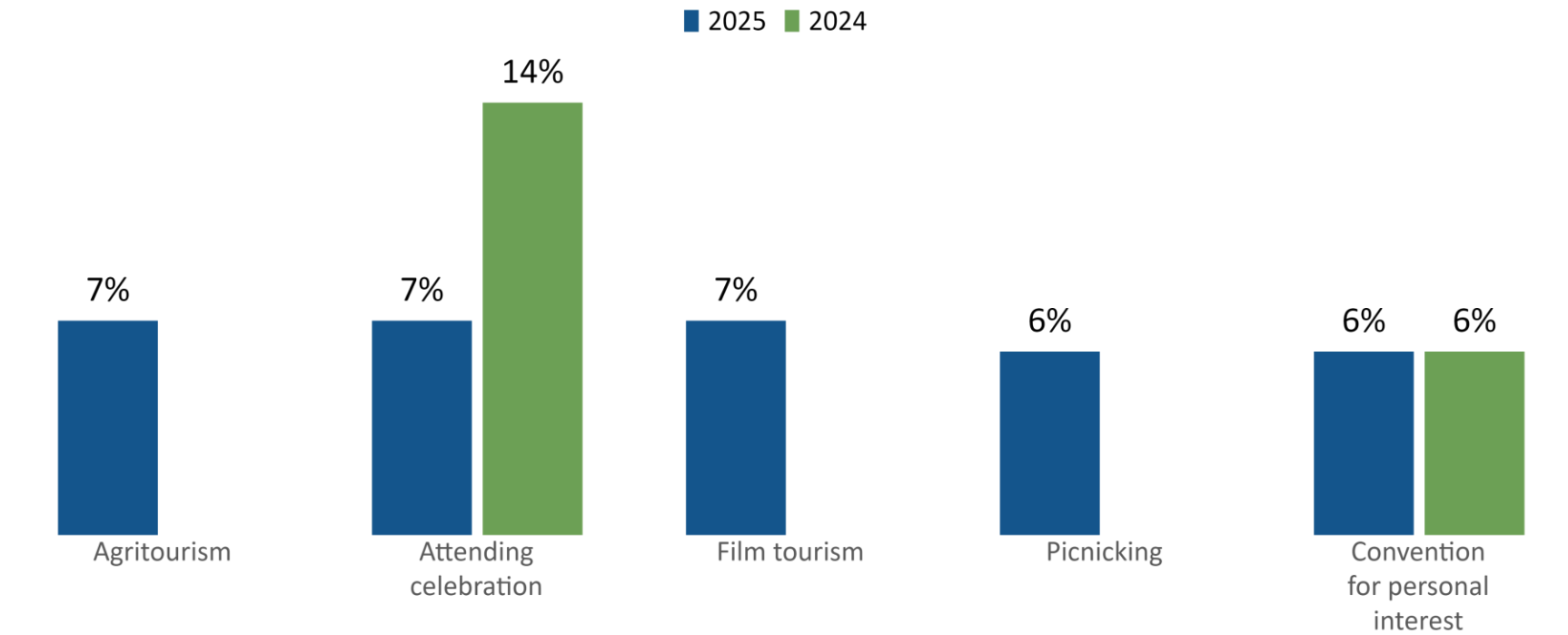
Other Activities

Top Other Activities for Colorado Springs and Pikes Peak Region Travelers

37%

Participated in
Other
Activities
During Their Trip

Previous Year: 30%

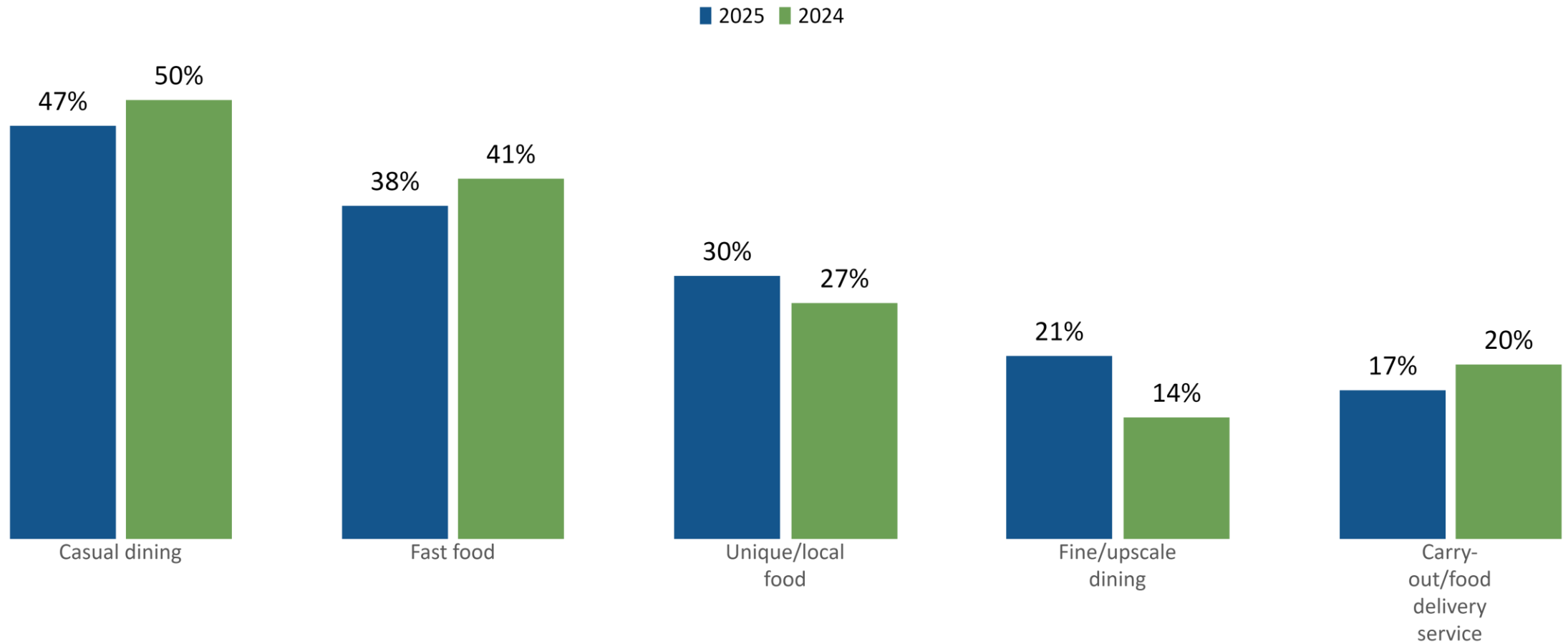


*Chart includes new response option for 2025; 2024 data unavailable



Dining

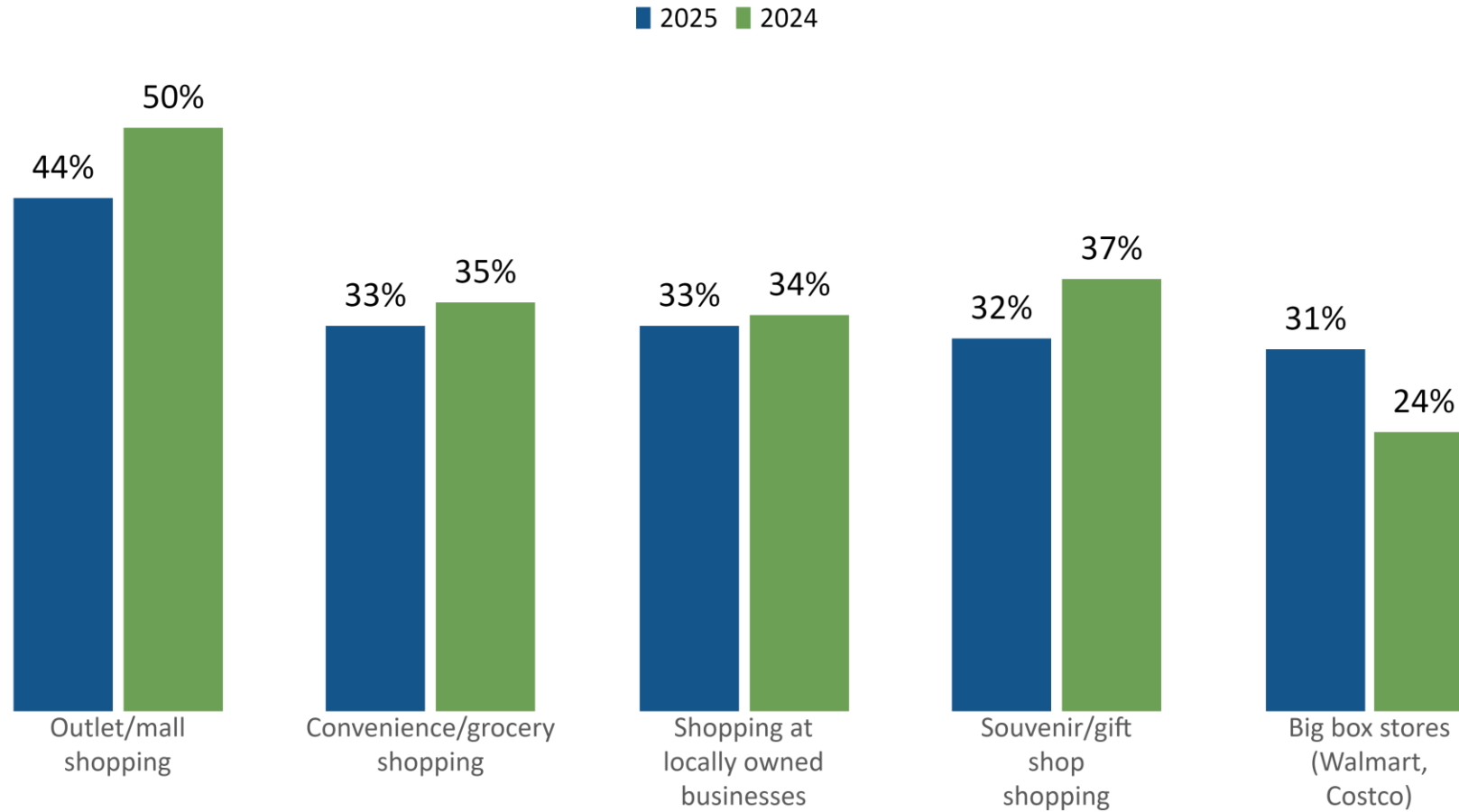
Top Dining Categories for Colorado Springs and Pikes Peak Region Travelers



See Reference Guide for a full breakdown of dining categories.

Shopping

Top Shopping Categories for Colorado Springs and Pikes Peak Region Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Colorado Springs and Pikes Peak Region.

Post-Trip

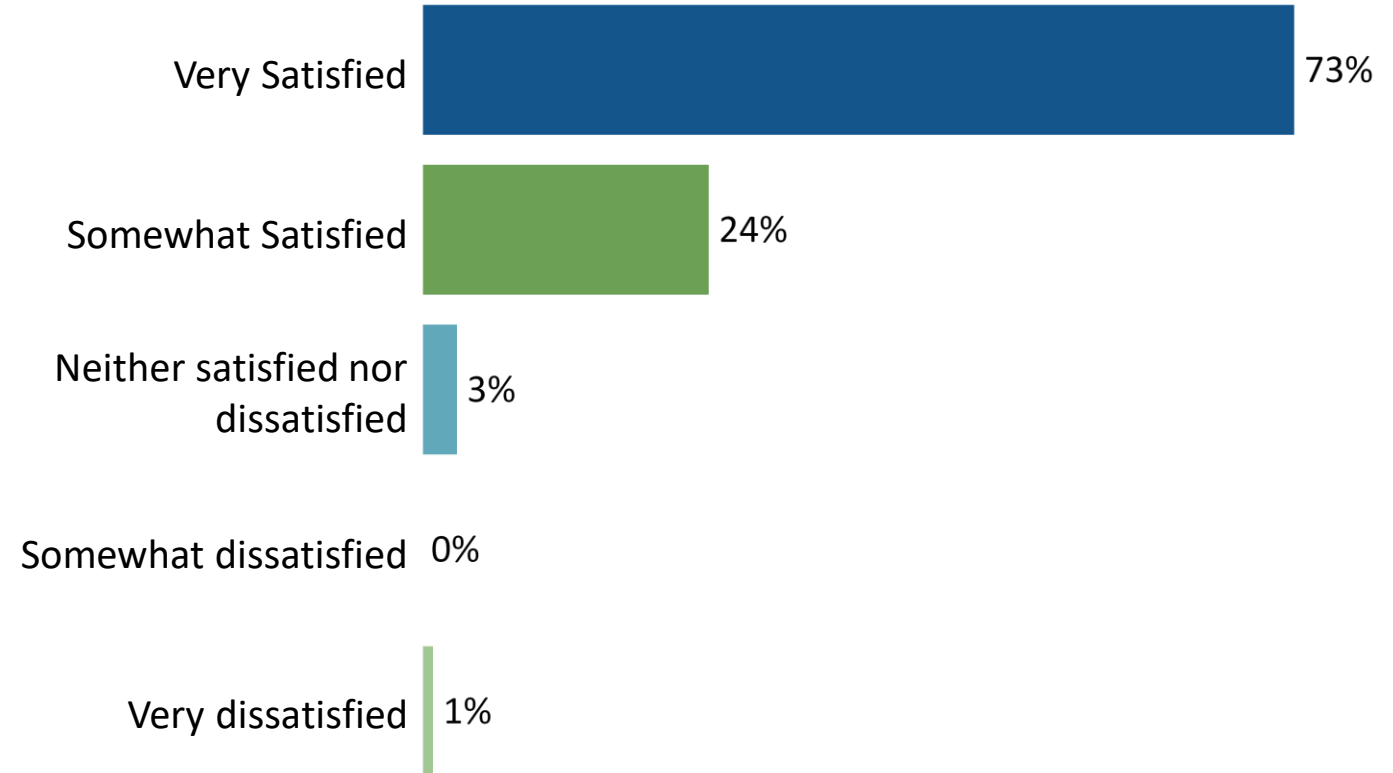
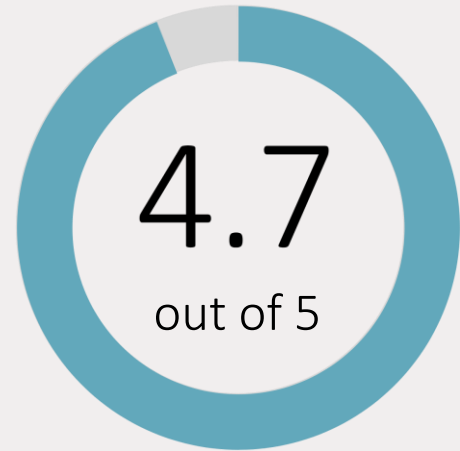
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Day Visitors Rated Their Colorado Springs and Pikes Peak Region Experience

Average Satisfaction Rating



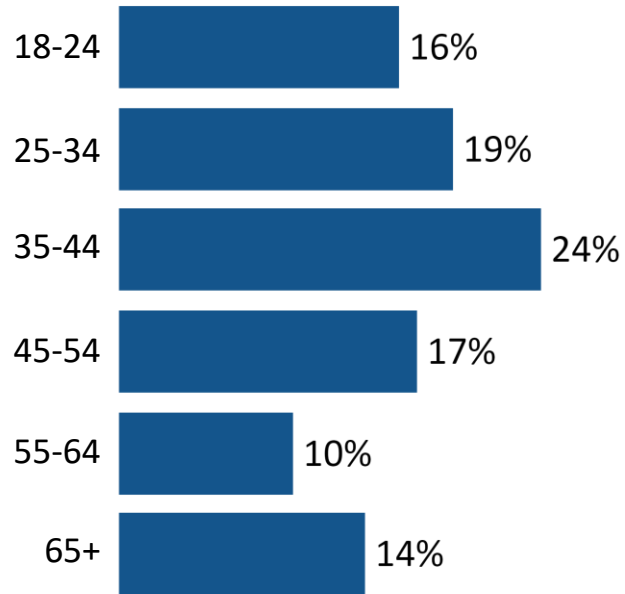
Respondent Demographics



Age, Gender, & Household Income

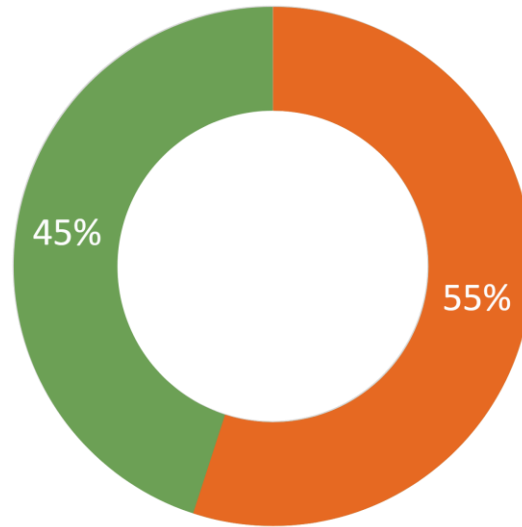
Respondent Demographics for Colorado Springs and Pikes Peak Region

Age



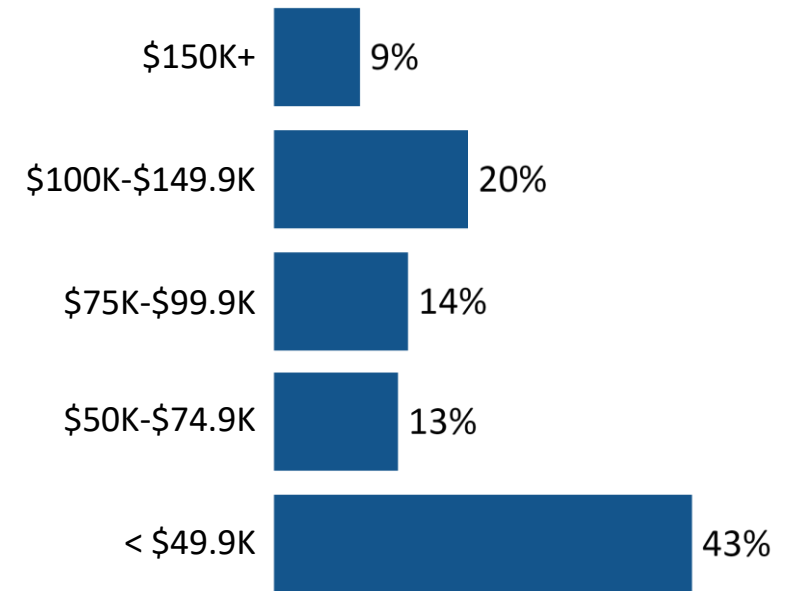
Average Age: 43.1

Gender



Female Male

Household Income

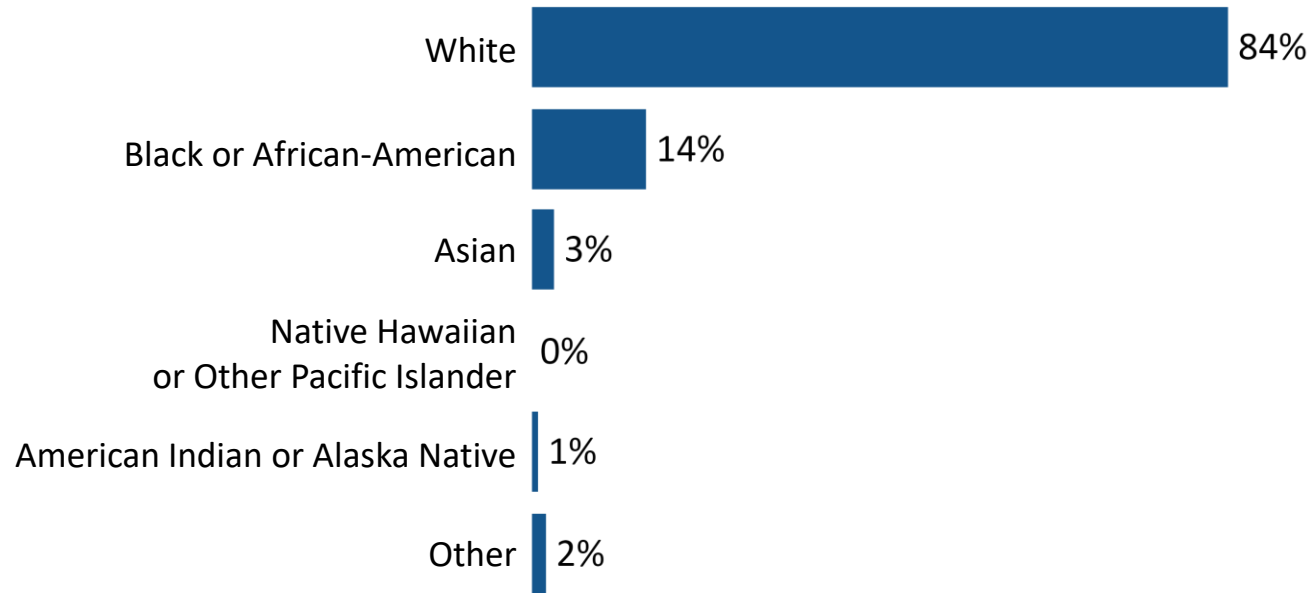


Average Income: \$76.7K

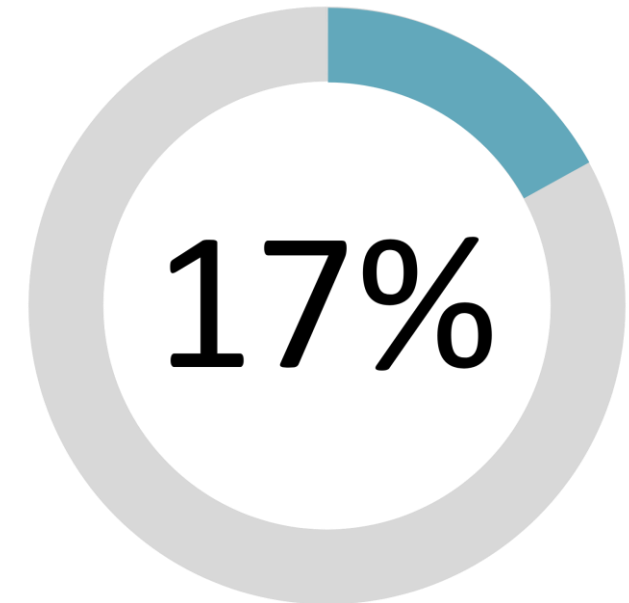
Race & Hispanic Background

Respondent Demographics for Colorado Springs and Pikes Peak Region

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

Additional Demographics

Respondent Demographics for Colorado Springs and Pikes Peak Region

Employment

62% full-time / self-employed

9% part-time

29% retired / not employed / other

Marital Status

49% married / living with a partner

35% single / never married

16% divorced / widowed / separated

Military Status*

81% never served in the military

8% veteran

6% currently on active duty

7% on active duty for training

Education

23% high school diploma or less / other

17% attended some college

40% associate's or bachelor's degree

20% graduate or professional degree

Sexual Orientation

89% straight

4% gay / lesbian

5% bisexual

3% other / not sure

Household Size

24% 1 member

34% 2 members

18% 3 members

14% 4 members

10% 5+ members

* Multi-select to include status for all household members

