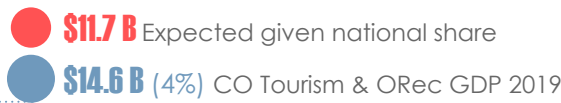


# TOURISM & OUTDOOR RECREATION IN COLORADO

In the heart of the Rocky Mountains, Colorado offers natural beauty, accessibility, and variety of activity which few other places around the world can match. As such, millions of visitors come to our state every year to join our residents - amongst the fittest and most active in the US - in the wild spaces which they hold dear and fight to protect.

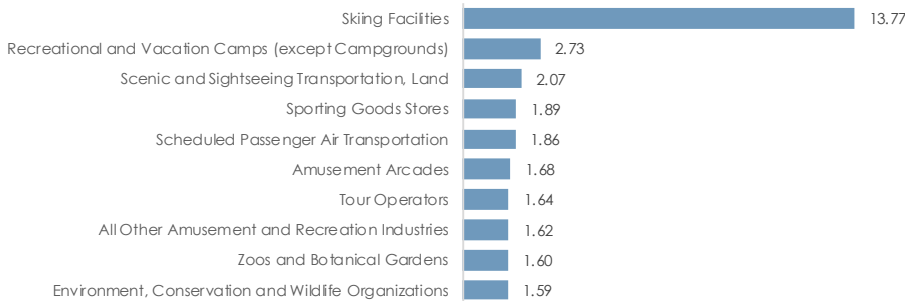


Tourism & outdoor recreation in Colorado generated **\$14.6 B** in output, 4% of the state GDP of \$390 B in 2019. Given this industry's share of national employment, this sized GDP should result in **\$11.7 B** in tourism & outdoor recreation output.



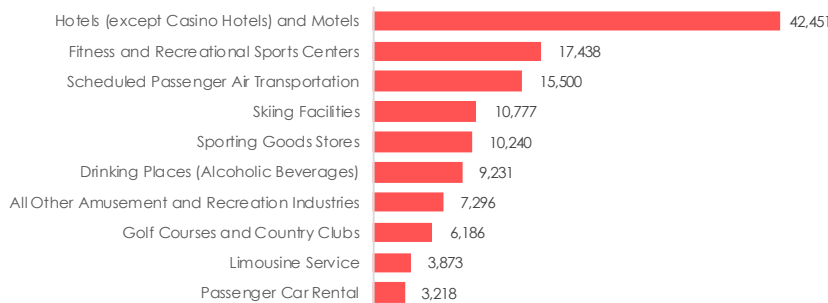
## SUB-SECTOR DENSITY

Location Quotient (LQ): share of employment in Colorado vs share in US, 2019  
(>1 means denser than US | =1 means equal density | <1 means less dense)



## SUB-SECTOR EMPLOYMENT

Count of workers employed in Colorado, 2019



The charts above show the top 10 sub-sectors\* (by industry density and total employment) of the 52 used to define Colorado Tourism & O-Rec. Thirty of the sub-sectors that make up this industry in our state are more concentrated than the nation, and 27 employ more than 1,000 workers.

DATA SOURCES (FRONT & BACK): EMSI, BEA, CENSUS, BLS, WISERTRADE, FDI MARKETS, OEDIT CALCULATIONS  
\*SUB-SECTORS ALIGN WITH 6-DIGIT NORTH AMERICAN INDUSTRIAL CLASSIFICATION SYSTEM (NAICS) CODES



**1.3**

TIMES DENSER THAN USA

**7,400**

COMPANIES

**165,600**

EMPLOYEES

**27%**

JOB GROWTH 2010-2019

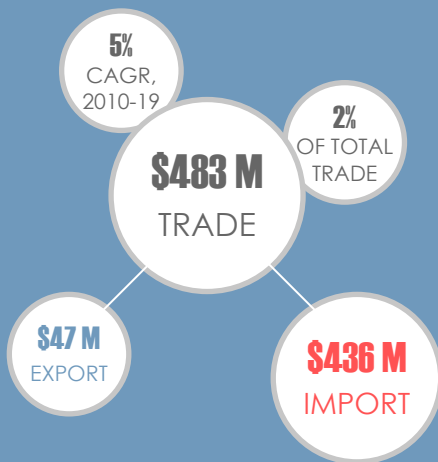
**\$25.6 B**

ANNUAL SALES

# MAJOR TOURISM & O-REC COMPANIES



## TOURISM & O-REC TRADE 2019



### TOP EXPORT PARTNERS

1. CANADA (38%)
2. UK (13%)
3. MEXICO (7%)
4. AUSTRALIA (6%)
5. JAPAN (3%)

### TOP IMPORT PARTNERS

1. CHINA (23%)
2. VIETNAM (20%)
3. MEXICO (9%)
4. TAIWAN (8%)
5. ITALY (7%)

## TOURISM & O-REC FOREIGN DIRECT INVESTMENT

TOP COUNTRIES STARTING OPERATIONS IN COLORADO TOURISM/O-REC 2010-2019

1. SWEDEN (HESTRA)
2. JAPAN (MONTBELL)
3. FRANCE (ABK CLIMBING)
4. ITALY (FANTIC E-BIKES)
5. NORWAY (ACTIVE BRANDS)

FOR MORE INFORMATION:  
[WWW.CHOOSCOLORADO.COM](http://WWW.CHOOSCOLORADO.COM)  
 303-892-3840  
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**COLORADO**

Office of Economic Development  
& International Trade

## COLORADO COMPANY PROFILES

The Colorado tourism & outdoor recreation industry is as diverse as the state's landscape, with enterprises working locally and globally to entertain, educate, and equip through a variety of activities.



### VF CORPORATION

VF Corp, the Fortune 500 (#252) multinational owner of such globally-recognizable brands as The North Face, JanSport, Vans, Dickies, Timberland, and Smartwool, relocated its HQ to Denver in 2019. The move, motivated by the city's outdoor culture, will create about 800 jobs in the area.



### VAIL RESORTS

HQed in Broomfield, Colorado, Vail Resorts is one of the largest ski resort owner/operators in the world, with 37 mountains in the US, Canada, and Australia. Its portfolio includes some of the ski-world's most revered destinations, including Vail, Whistler Blackcomb, Park City, and Beaver Creek.



### OSPREY PACKS

Founded in 1974 in Santa Cruz, California, this outdoor backpack company located its HQ in Cortez, Colorado in the 1990s to access the abundant wild terrain for testing. The move was so successful in enhancing quality that Osprey announced a lifetime warranty for all products in 2009.



### MOOTS CYCLES

Bike manufacturer Moots has been building hand-crafted bikes in Steamboat Springs since 1981. The company focuses on building high-quality frames for mountain and road use, and maintains a vetted dealership network throughout the US, Canada, Europe, and Asia.



### LEITNER POMA

French cable-driven lift system manufacturer, Poma, opened a manufacturing facility in Grand Junction, Colorado in 1981. In 2002, Poma merged with Italy's Leitner Technologies, forming Leitner Poma, which continues to build world-class chairlifts and gondolas in Grand Junction to this day.



### NATIONAL WESTERN STOCK SHOW ASSOCIATION

Held in Denver every year since 1906, the National Western Stock Show is among the largest livestock shows in the world, attracting over 700,000 visitors in 2019. Its Association is a nonprofit charitable organization that provides educational programs for agriculture and veterinary medicine.