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.

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, HDi Markets, OEDIT Calculations
*Sub-sectors align with 6-digit North American Industrial Classification System (NAICS) codes
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.

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.

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.

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)

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.

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For more information:
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TOURISM & O-REC TRADE 2019
$483 M TRADE
$47 M EXPORT
$436 M IMPORT
5% CAGR, 2010-19
2% OF TOTAL TRADE

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%)

Top Export Partners
1. Canada (38%)
2. UK (13%)
3. Mexico (7%)
4. Australia (6%)
5. Japan (3%)

Top Export Partners
1. Canada (38%)
2. Mexico (7%)
3. China (30%)
4. Korea (6%)
5. Australia (5%)

Top Import Partners
1. China (23%)
2. Vietnam (20%)
3. Mexico (9%)
4. Taiwan (8%)
5. Italy (7%)

TOURISM & O-REC FOREIGN DIRECT INVESTMENT

1. Sweden (Hestra)
2. Japan (Montbell)
3. France (ABK Climbing)
4. Italy (Fantic E-Bikes)
5. Norway (Active Brands)

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.