

Economic Impact

311,748
Visitors

\$193,663
Lodging tax

\$7.8 million
Sales tax revenue

175

Tourism Businesses in Carbondale

Research & Data

Visitor Profile

Top visitor cities:

Denver, Grand Junction, Colorado Springs, Aurora, Littleton, Vail

Visitors by state:

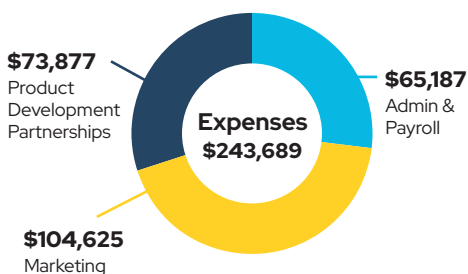
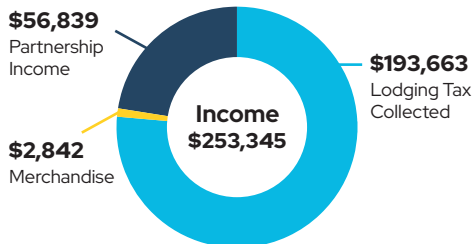
Colorado 59%, Texas 7.5%, California 3.4%

Peak months for visitation:

July, June, August, September, December



Financial Impact



Destination Promotion

1.46 MILLION MEDIA IMPRESSIONS

Top Page Search

1. First Friday
2. Penny Hot Springs
3. Redstone Coke Ovens
4. Ride the Ranches

5,270 Facebook Followers  **358,523** Organic Impressions

8,261 Instagram Followers  **506,331** Organic Impressions

1,299 E-newsletter Recipients  **50%** Open Rate

up 1,022 since May 2023

2.3 MILLION MEDIA IMPRESSIONS

600+ VISITOR INFORMATION INQUERIES

Industry Relations

75 hours

Carbondale Tourism spent 75 hours/6.5 hours per month representing and advocating for tourism businesses at state and regional tourism meetings.

Carbondale Tourism coordinates the Roaring Fork Valley Destination Alliance, a coalition of Roaring Fork Valley tourism industry partners.



Care for Colorado Coalition

Colorado Historic Hot Springs Loop

West Elk Loop Scenic and Historic Byway

Visitor Education

Take it Easy
responsible visitor behavior campaign



150 Window decals distributed to Carbondale businesses

Stickers distributed at community events and businesses **450**

580 Koozies distributed at community events and businesses

Virtual Visitor Center QR code cards distributed to Carbondale lodging partners **220**

488 Take It Easy webpage visits **368** users

The Scoop on Poop

responsible pet owner campaign



2,300 Bags distributed

Scoop on Poop education postcards handed out **225**

Product Development



Colorado Creative Corridor



Ride The Ranches



Roaring Fork + Farm Map