

Economic Impact

Carbondale Tourism measures tourism's economic impact based off of the following three metrics:

Taxes collected from local visitor spending¹

#1 **\$198,667** Lodging Tax
\$9.37M Sales Tax Revenue

Tourism businesses = local jobs

#2 **185** Tourism Sector Businesses in Carbondale²

#3 **\$800** Tax Total Saved Per Colorado Household³

Sources: ¹ Town of Carbondale, ² Carbondale Chamber of Commerce, ³ Dean Runyan Associates Annual Economic Impact

Visitors to Carbondale

451,800
Total Visitors⁴

34.7K
Overnight Trips⁵



Top Visitor Cities:
Denver, Grand Junction, Boulder



Visitors by State:
Colorado, Texas, & California



Peak Visitation Months:
May, July, & September

Sources: ^{4,5} Placer Ai

Visitor Education

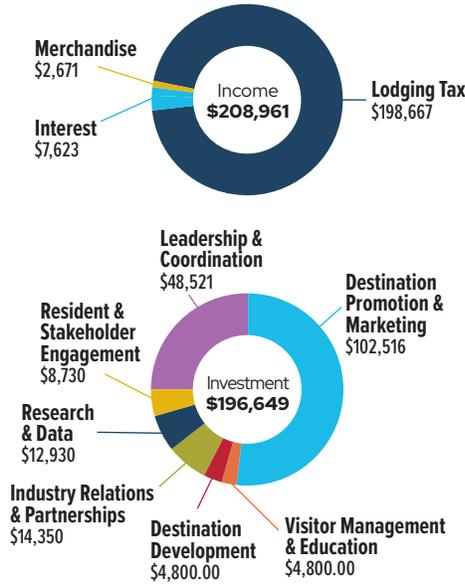
700 VISITOR CENTER INQUIRIES

1200
Responsible Visitor Education Campaign Collateral Distributed



Financial Report

Carbondale Tourism's work is funded by a 2% lodging tax mandated by Carbondale voters in 2003. Funds are invested in destination promotion and marketing, as well as destination management initiatives, including visitor education, destination development, and tourism research.



Industry Partnerships and Destination Development

Roaring Fork Valley Destination Alliance **RFVDA**

REGENERATIVE ROARING FORK VISITOR STEWARDSHIP CAMPAIGN

2.8K INSTAGRAM FOLLOWERS

2.5K FACEBOOK FOLLOWERS

24K WEBSITE VISITORS

7K EMAIL LISTSERV RECIPIENTS

1933 VOLUNTEERS

2K PROJECT SEASON ANNOUNCEMENTS MAILED

300 PROJECT POSTERS DISTRIBUTED

COLORADO CREATIVE CORRIDOR VISITOR PROMOTION

250 BROCHURES DISTRIBUTED

COLORADO WELCOME CENTER LOCATIONS **10**

3600 SOCIAL MEDIA IMPRESSIONS

Destination Promotion

4.625M DIGITAL MARKETING IMPRESSIONS

Top Website Page Views
#1. Home Page #2. Events

56,771 WEBSITE VISITORS

5,261 Facebook Followers **194,157** Organic Impressions

8,925 Instagram Followers **263,731** Organic Impressions

5,412 E-Newsletter Sends **89%** Open Rate

4M GOOGLE AD IMPRESSIONS

MARKETING CAMPAIGN SPOTLIGHT



SUMMER RODEO SEASON 2024

463,000 LOCAL NEWS ADVERTISING IMPRESSIONS

11,200
Spanish Language Local News Advertising Impressions

92,139 SOCIAL MEDIA IMPRESSIONS

2,176 WEBSITE IMPRESSIONS

25 PARTICIPATING BUSINESSES



250 BANDANNAS HANDED OUT