



CARBONDALE TOURISM

2025 Tourism Impact Overview

Economic Impact

Lodging Tax Revenue

\$199K

Sales Tax Revenue

\$9.73M

Tourism Sector

200+ Businesses

Top Spending Categories

Grocery & Department Store,
Dining, Nightlife, Specialty Retail



Visitor Insights

Top In-State Markets

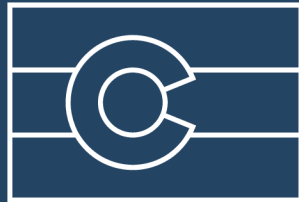
Denver: 61K Trips

Grand Junction:

21K Trips

Colorado Springs:

6K Trips



Top Out-Of-State Markets



Los Angeles
Dallas/Ft. Worth
New York

Visitors To Carbondale

Total Trips: 146K

Visit Nights: 235K

Avg. Monthly Visitors: 9.3K

Average Trip: 2.4 Nights

Peak Visitation: June-August

Visits During Peak Season:

49.2K (15.1K Day Trips, 34.1K

Overnight Trips)



Financial Report

2025 Percentage of Income

Lodging Tax: 97%

Interest On Investments: 1.7%

Merchandise Sales: 1.3%



2025 Spending By Category

Destination Marketing: 51.3%

Leadership & Coordination: 26.5%

Research & Data: 7.4%

Industry Relations & Partnerships: 6.4%

Resident & Stakeholder Engagement: 4.2%

Visitor Management & Education: 2.1%

Destination Development: 2.1%

Total Income: \$204,851

Total Spend: \$186,213

Net: \$18,638

Destination Marketing



14,500+ Followers

Across Instagram & Facebook

278K+ Organic Views

456K Google Ads Impressions

62K+ Website Visitors

1.3K Summer Giveaway

Promotion Entries



50K+ Print Ads In

Circulation

Seasonal Ads In Regional
Publications

Local Partnerships



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.