

Cultural Tourism



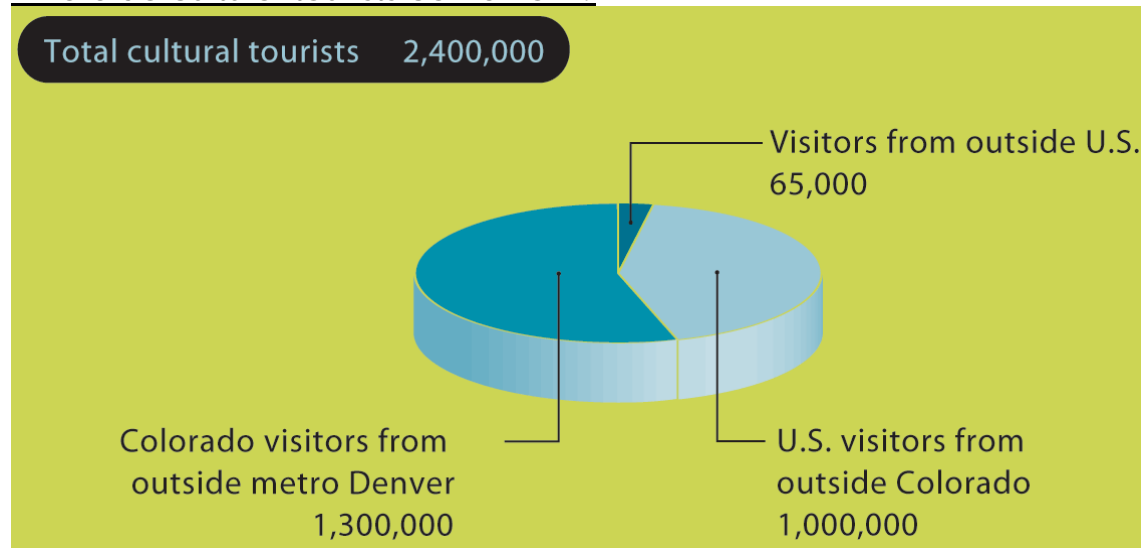
What is cultural tourism?

Cultural Tourism is travel directed towards experiencing the arts and heritage of Colorado. Many tourist include arts and cultural activities in their trips and an increasing number of visitors are coming to Denver specifically to enjoy our arts.

How many cultural tourist visit Denver?

2.4 million tourists visit culture annually – one for every resident of metro Denver!

Where do cultural tourists come from?



Total cultural tourists	2,400,000
Colorado visitors from outside metro Denver	1,300,000
US visitors from outside Colorado	1,000,000
Visitors from outside US	65,000

What is the economic impact of cultural tourism?

Visitors from outside metro Denver generate **\$334 million in new money** for our economy. By new money we mean dollars coming into our local economy from outside the metro region, which has a particularly important impact on business and community vitality.

Want to know more?

CBCA and membership

Additional *2006 Study* information

Presentations and interviews

Contact Susan Beyda at sbeyda@cbca.org or 303-282-5129