



GRAND COUNTY TOURISM MARKET ANALYSIS SUMMARY

2025



OBJECTIVE

The **Market Analysis Summary** provides insights regarding Grand County's current trends, spending, economic impacts, and business opportunities. Tourist related industries are broken down into categories related to restaurants, social services, personal services, recreation, attractions, and retail.

This summary serves as a key resource for tracking economic growth and identifying business opportunities, needs, or gaps within the County, helping to inform strategic decisions and future planning efforts.

A pixel art illustration of a landscape. In the foreground, there's a body of water reflecting the sky. A large, detailed tree with green foliage and a brown trunk stands on the right. The middle ground is filled with a dense forest of smaller trees. In the background, there are rolling mountains under a sky with large, fluffy white and yellow clouds.

VISITOR OVERVIEW

BROADER MARKET TRENDS

Tourism has contributed **\$28.5 billion** to Colorado's economy in 2024.



Visitation to Colorado **increased by 2.3%** in 2024 to **95.4 million** visitors.



Tourism directly supports approximately **188,000** jobs across the state.



Top activities for travelers were **outdoor and entertainment activities**, followed by **cultural and sporting activities**.



23% of travel parties required **accessibility services**; the national average is **18%**.



20% of visitors used **electric cars** to get to Colorado, double the national average of **10%**.



Source: Dean Runyan Associates. (2025, June 27). The economic impact of travel: 2024 Colorado state, regional, and county impacts. Prepared for the Colorado Tourism Office.

GRAND COUNTY VISITOR TRENDS

57%

Percent of visitors have an annual income of over **\$100,000**

2.2

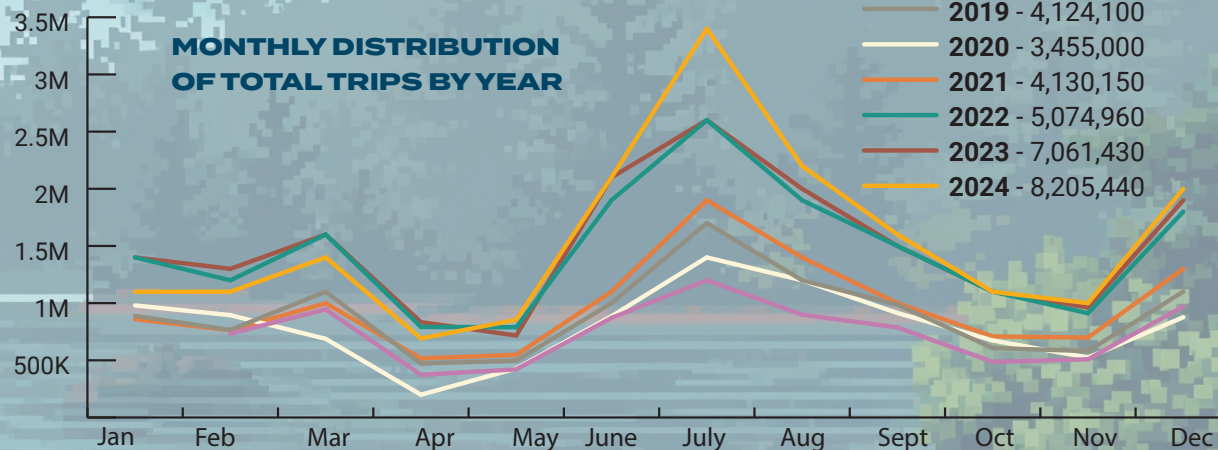
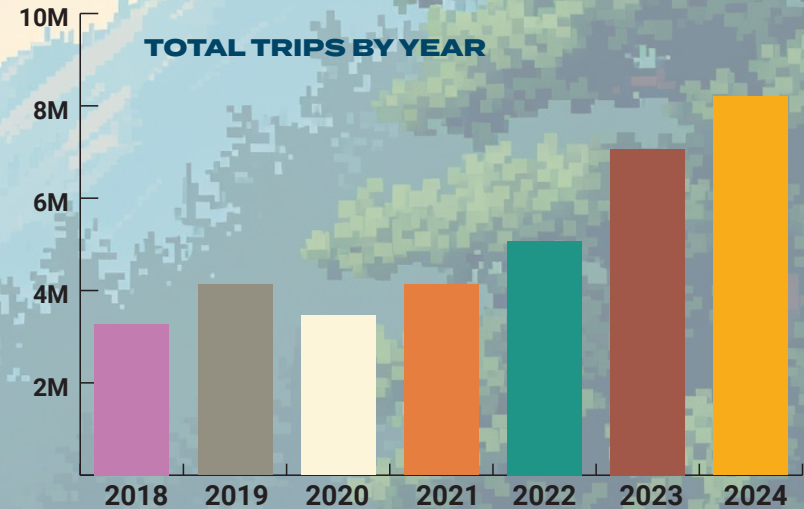
Average length of stay in days

52%

Percent of visitors who have households of **3-5** people

54%

Percent of visitors over the age of **45**



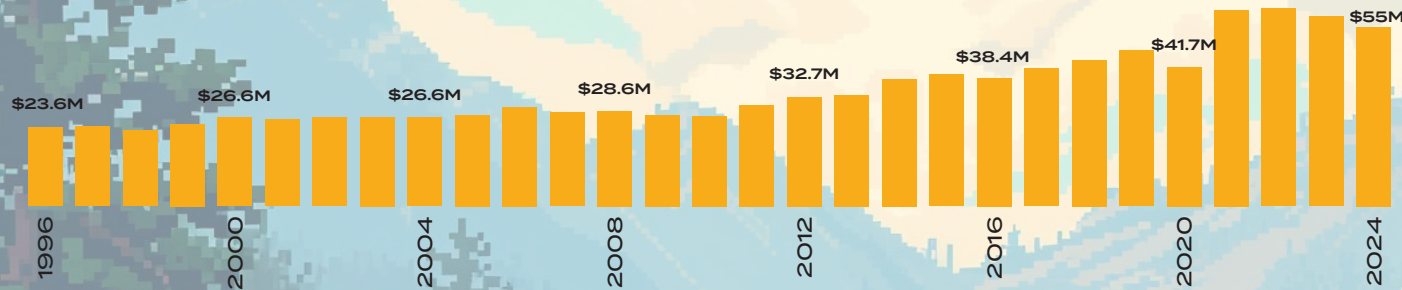
Source: Datafy 2024

Market Analysis Summary

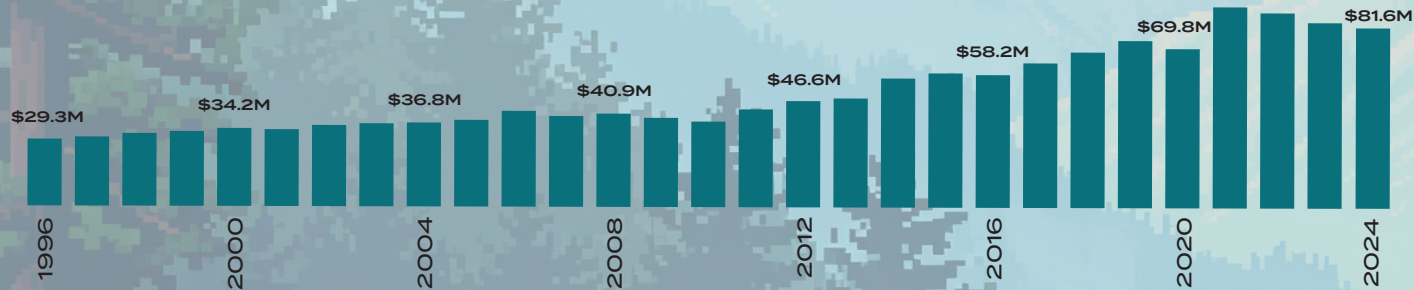
The number of total trips has surged to **over 8.2 million in 2024.**

SPENDING

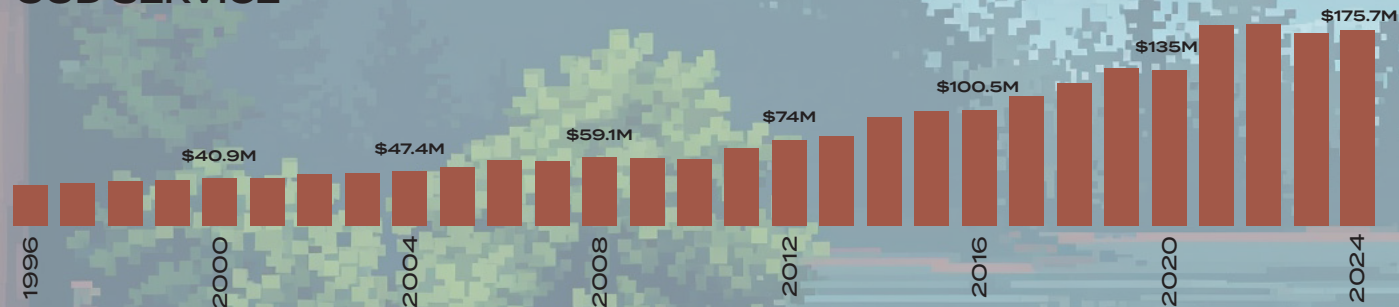
RETAIL



ARTS, ENTERTAINMENT, AND RECREATION



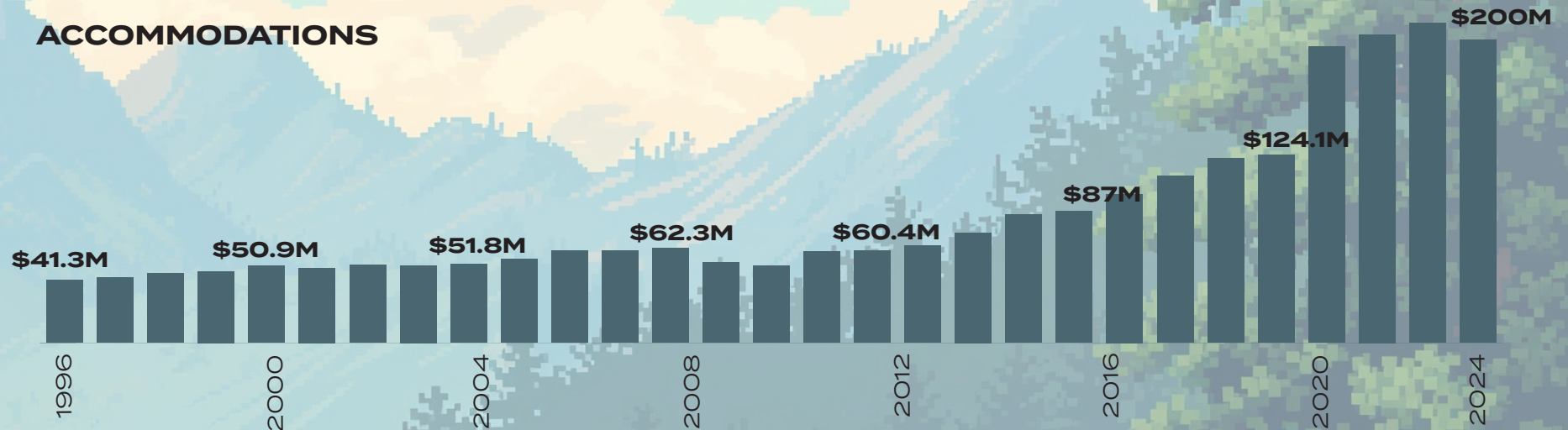
FOOD SERVICE



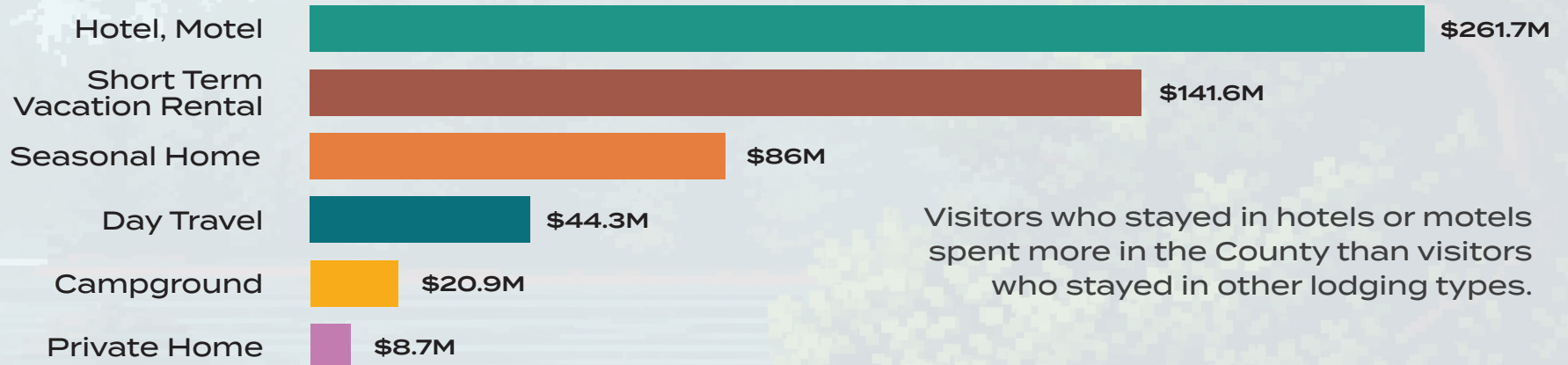
Tourism Spending in Grand County has steadily grown over the past three decades. Visitor spending has rebounded since the pandemic with 2021 and 2022 being the highest recorded visitor spending in the County's history. However, 2024 data shows a slight decrease in spending.

VISITOR SPENDING

ACCOMMODATIONS



2024 VISITOR SPENDING BASED ON ACCOMMODATION TYPE

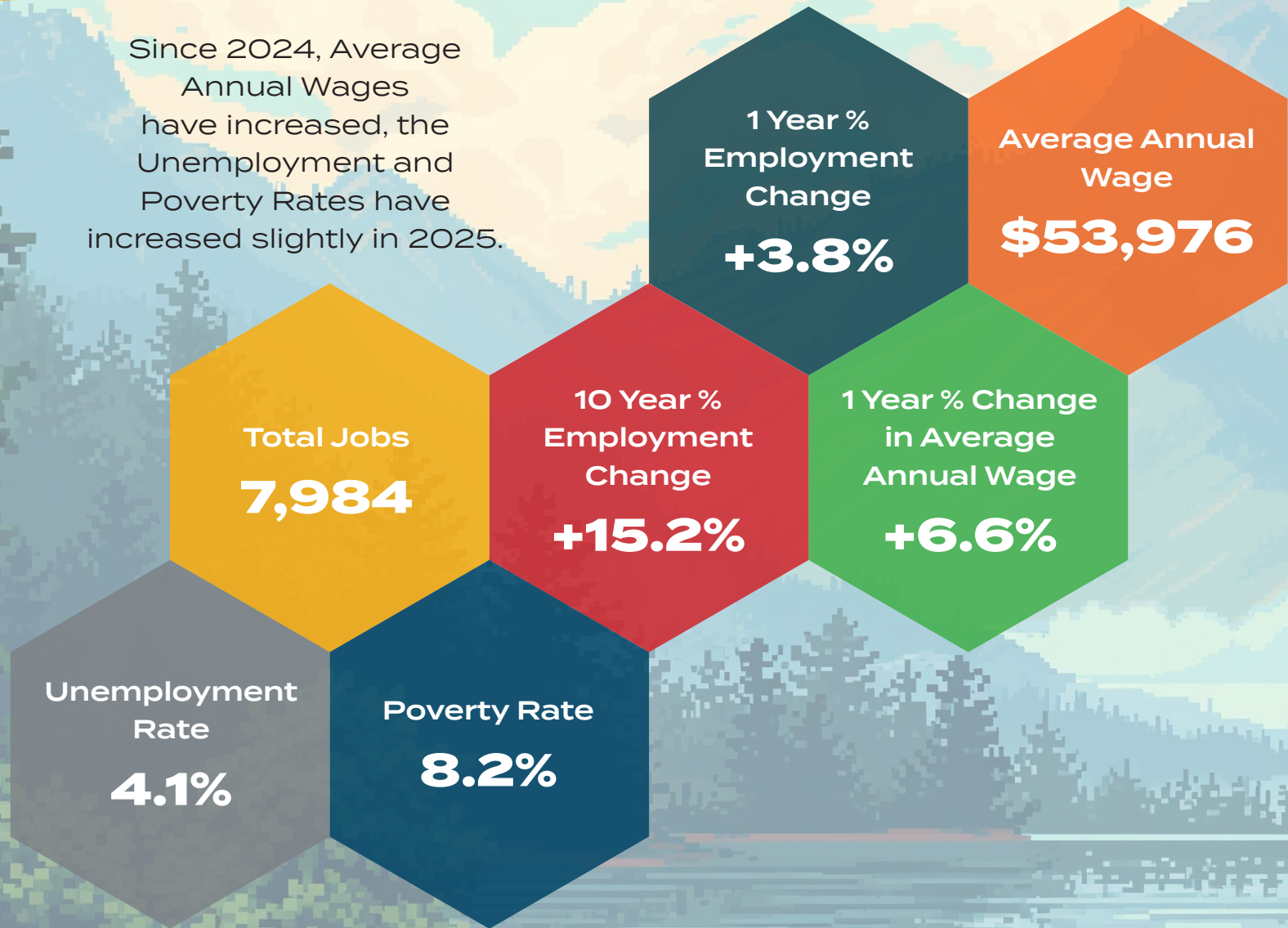


Visitors who stayed in hotels or motels spent more in the County than visitors who stayed in other lodging types.

Source: Colorado Tourism Office - Dean Runyan Associates Travelstats.com 2024

WORKFORCE

Since 2024, Average Annual Wages have increased, the Unemployment and Poverty Rates have increased slightly in 2025.



Source: NWCCOG Economic Development District July Q4 2025, Colorado Department of Labor and Employment/LMI Gateway, StatsAmerica, and State of Colorado Demography Office

SEASONAL VARIATION

TOP ACTIVITIES BY SEASON WITH TOTAL PERCENT OF VISIT DAYS

May-October

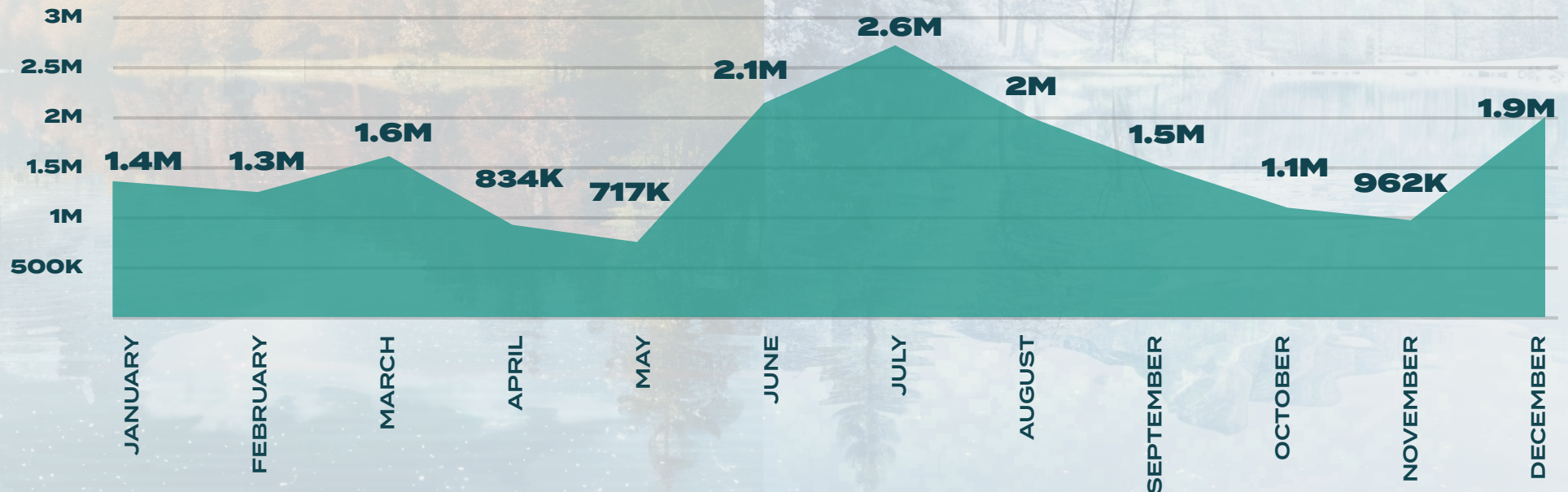
- ▶ Sightseeing/Wildlife Viewing: 15.1%
- ▶ Hiking: 14.3%
- ▶ RMNP Specific: 9.9%
- ▶ Mountain Biking: 5.7%
- ▶ Fishing: 3.1%
- ▶ Camping/Backpacking: 3.4%
- ▶ Water Sports: 2.8%
- ▶ Road Biking: 2.8%
- ▶ Golf: 2%
- ▶ Horseback Riding: 1.6%



November-April

- ▶ Downhill Skiing: 21.9%
- ▶ Tubing: 4.9%
- ▶ Cross Country Skiing: 3.8%
- ▶ Snowmobiling: 2.8%
- ▶ Snowshoeing: 1.7%
- ▶ Fishing: 1%

VISITATION BY VISITOR DAYS IN 2024



Sources: Economic Impacts of Outdoor Recreation 2021 and Datafy 2024



LOCAL ECONOMY

ECONOMIC IMPACT OF TOURISM

Compared to other northwest counties, Grand County has had the greatest population growth since 2020 by **2.8%** and with increased job growth over the past year by **3.8%**.

Additionally, local tax receipts generated by travel spending was **\$41.4M** in 2024. The annual wage is **\$53,976** which is the second lowest of the surrounding six counties.



Source: NWCCOG Economic Development District July Q4 2025, Colorado Department of Labor and Employment/LMI Gateway, StatsAmerica, and State of Colorado Demography Office, Colorado Tourism Office - Dean Runyan Associates Travelstats.com 2024

TOWN OVERVIEW

Each town has a unique character with a variety of activities and attractions that contributes to the economic vitality of the County.

KREMMLING

Activities: hunting, river rafting, kayaking, ATV/OHV, fishing, snowshoeing, camping

Attractions: Colorado River, Blue River, rapids, Colorado Scenic Byway, Gore Canyon, Wolford Reservoir

HOT SULPHUR SPRINGS

Activities: hot springs, ATV/OHV, fishing, hiking, camping

Attractions: Hot Sulphur Springs Resort, hot springs along Colorado River, Pioneer Park, Pioneer Museum

FRASER

Activities: skiing, snowshoeing, snowmobiling, fishing, mountain biking

Attractions: Mountain Mural Festival, Fraser High Country Stampede Rodeo, Arapaho National Forest

GRAND LAKE

Activities: snowmobiling, Nordic skiing, hiking, mountain biking, boating, sailing, fishing, shopping, dining

Attractions: Rocky Mountain National Park, Scenic trails, lakefront music festivals, Rocky Mountain Folk School, Rocky Mountain Repertory Theatre

GRANBY

Activities: skiing, boating, golfing, fishing, shopping, horseback riding

Attractions: Agate Avenue (Main Street), Museums, YMCA of the Rockies: Snow Mountain Ranch, C Lazy U Ranch

WINTER PARK

Activities: skiing, snowboarding, rafting, hiking, golf, boating, biking, horseback riding, snowshoeing, dining, shopping

Attractions: Winter Park Resort, Annual Jazz Festival, Blues from the Top Music Festival, Winter Park Carnival, live music at Hideaway Park, Fraser River

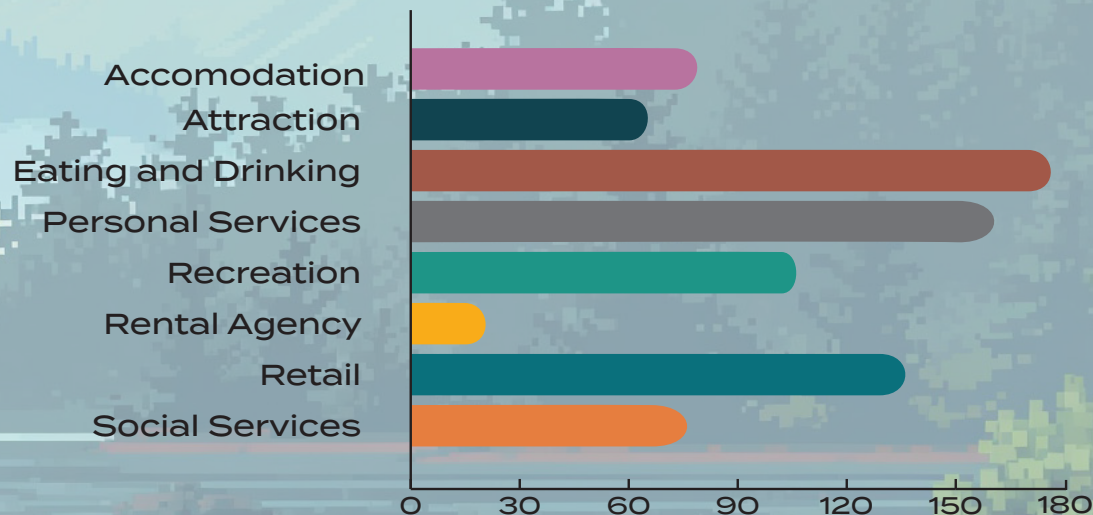


BUSINESSES AND RETAIL

Grand County has about 950 establishments, of these establishments about 530 are directly related to tourism. These tourism related industries account for about 65% of all jobs in the County; this includes:

- ▶ Accommodations & food services (23%),
- ▶ Arts, entertainment, and recreation (17%),
- ▶ Retail (10%),
- ▶ Construction (10%), and
- ▶ Real Estate and Rental and Leasing (5%).

BUSINESS TYPES BY CATEGORY



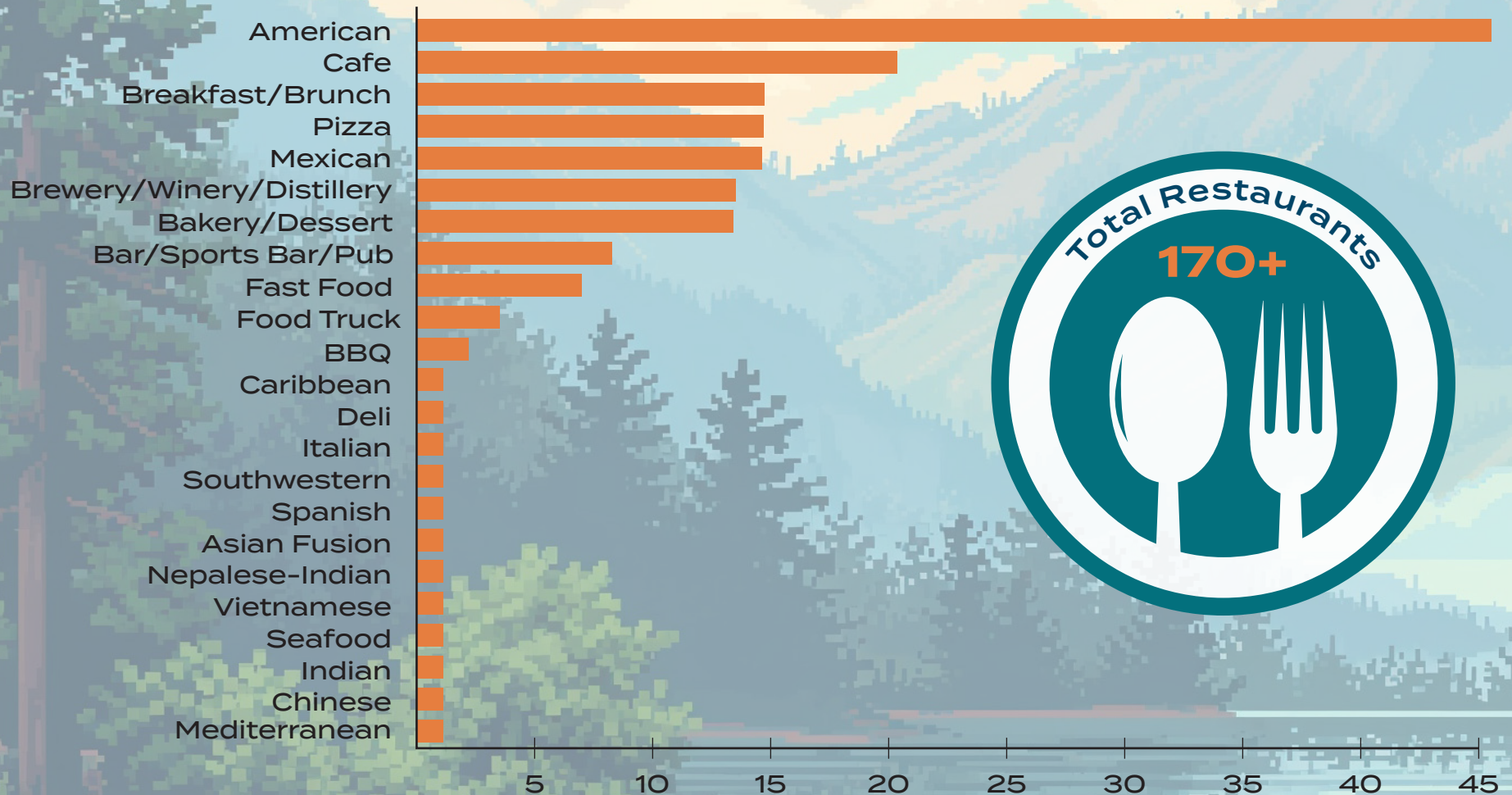
TOURISM-RELATED RETAIL TYPES

- ▶ Antiques
- ▶ Apparel
- ▶ Art/Jewelry Store
- ▶ Bike Rental
- ▶ Bird Store
- ▶ Candles
- ▶ Cannabis/Smokeshop
- ▶ Car Rental
- ▶ Craft Store
- ▶ Cycling Shop
- ▶ Equipment Rental
- ▶ Equipment Store
- ▶ Fishing Shop
- ▶ Floral Shop
- ▶ Furniture Store
- ▶ General Store
- ▶ Gift Store
- ▶ Greenhouse
- ▶ Grocery
- ▶ Hardware/Paint Store
- ▶ Health Foods Store
- ▶ Liquor Store
- ▶ Shopping Mall

Source: NWCCOG Economic Development District July Q4 2025, Colorado Department of Labor and Employment/LMI Gateway, StatsAmerica, and State of Colorado Demography Office Dean Runyan Associates Travelstats.com 2024

RESTAURANTS

Accommodations and food service are the largest sector in Grand County, supplying a total of **1,830** jobs of **7,984** total jobs. The average annual wage in this sector is **\$35,880**.



Source: NWCCOG Economic Development District July Q4 2025, Colorado Department of Labor and Employment/LMI Gateway, StatsAmerica, and State of Colorado Demography Office

SOCIAL AND PERSONAL SERVICES

Social and Personal Services are not directly tied to the tourism industry, but they offer essential or desired services to the local workforce and residents.



Estimated
160+
Personal
Services

INCLUDING:

- ▶ Acupuncture,
- ▶ Animal/Vet Services,
- ▶ Auto/Boat Services,
- ▶ Car Rental,
- ▶ Laundry,
- ▶ Massage,
- ▶ Reflexologist,
- ▶ Salons,
- ▶ Towing Services,
- ▶ Travel/Rental Agencies, and
- ▶ Wellness centers.

HOUSING

Occupied units in Grand County are predominantly owner-occupied. According to the U.S. Census Bureau, most housing units are classified as vacant. These vacant units fall into categories such as: for rent, rented but not occupied, for sale, sold but not occupied, for seasonal recreational or occasional use, for migrant workers, and others. Housing prices and values have increased significantly since 2015. Housing values have continued to rise, but not as quickly as what homes are being sold for. This could mean that homes are being sold at a higher price than their actual value - 2022 and 2023 saw record sale prices. Prices in 2025 have begun to decrease.

TOTAL HOUSING UNITS **16,633**

OWNER VS. RENTER OCCUPIED

Owner **11,559**

Renter **3,935**

TOTAL VACANT UNITS **9,627**

VACANT UNIT BREAKDOWN

For Rent **549**

Rent, not occupied **38**

For sale only **86**

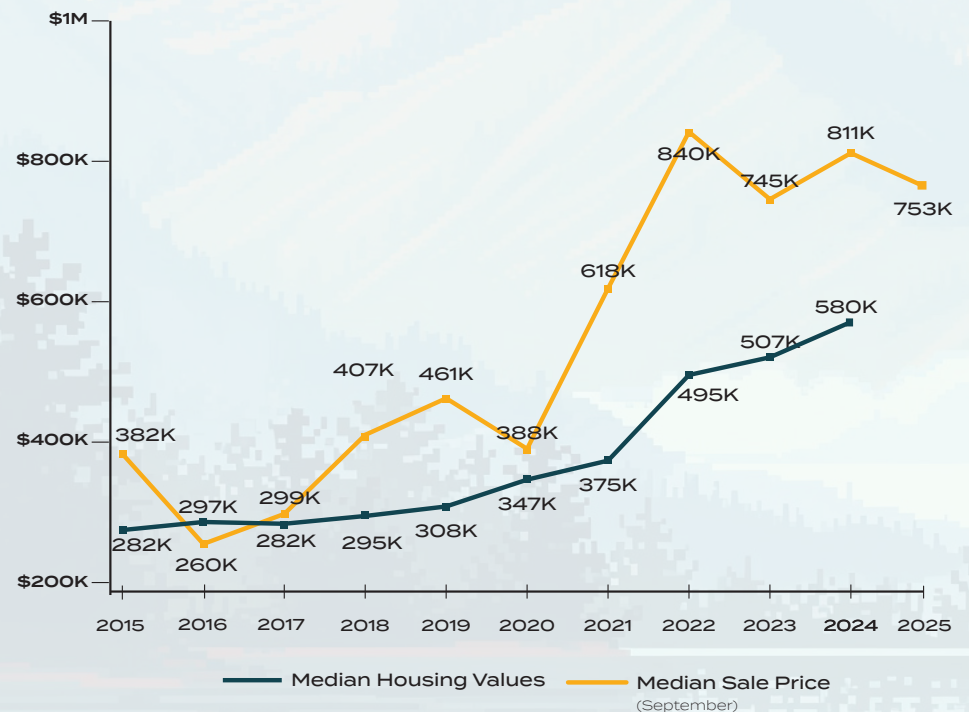
Sold, not occupied **27**

For seasonal, recreational,
or occasional use **8,682**

For migrant workers **12**

Other vacant **233**

HOME VALUE VS. MEDIAN SALE PRICE



Sources: U.S. Census Bureau American Community Survey 2023 - Select Housing Characteristics, Orchard 2024

Census Bureau data after 2023 is not yet available. Data from Orchard shows the median sale price from 2015 to 2024; 2010 data is not available. The median home sale price reflects the prices of homes that are being bought and sold, which can fluctuate based on market demand and supply. In a hot market, sale prices may be driven up due to competition among buyers. Home values are often assessed for tax purposes or estimated by online tools and may not reflect the current market conditions. These assessments can be based on historical data, replacement costs, and other factors that don't always align with current sale prices.

RECREATION AND ACTIVITIES

Recreation Assets

- ▶ 5 Wilderness Areas
- ▶ 1 National Park
- ▶ 2 Downhill Ski Areas
- ▶ 4 Nordic Centers
- ▶ 2 Downhill Bike Parks
- ▶ Largest natural body of water in Colorado: Grand Lake
- ▶ Continental Divide Trail from Berthoud Pass to the Rocky Mountains
- ▶ Natural Hot Springs

Top 5 Activities based on percentage of tourism spending in the County are:

- ▶ Skiing: 30.4%
 - ▶ Wildlife Viewing/Sightseeing: 12.7%
 - ▶ Hiking: 10.9%
 - ▶ Tubing: 5.3%
 - ▶ Mountain Biking: 4.7%
- Natural Hot Springs

Source: Economic Impacts of Outdoor Recreation 2021

1,031
miles of trails
throughout the
whole County

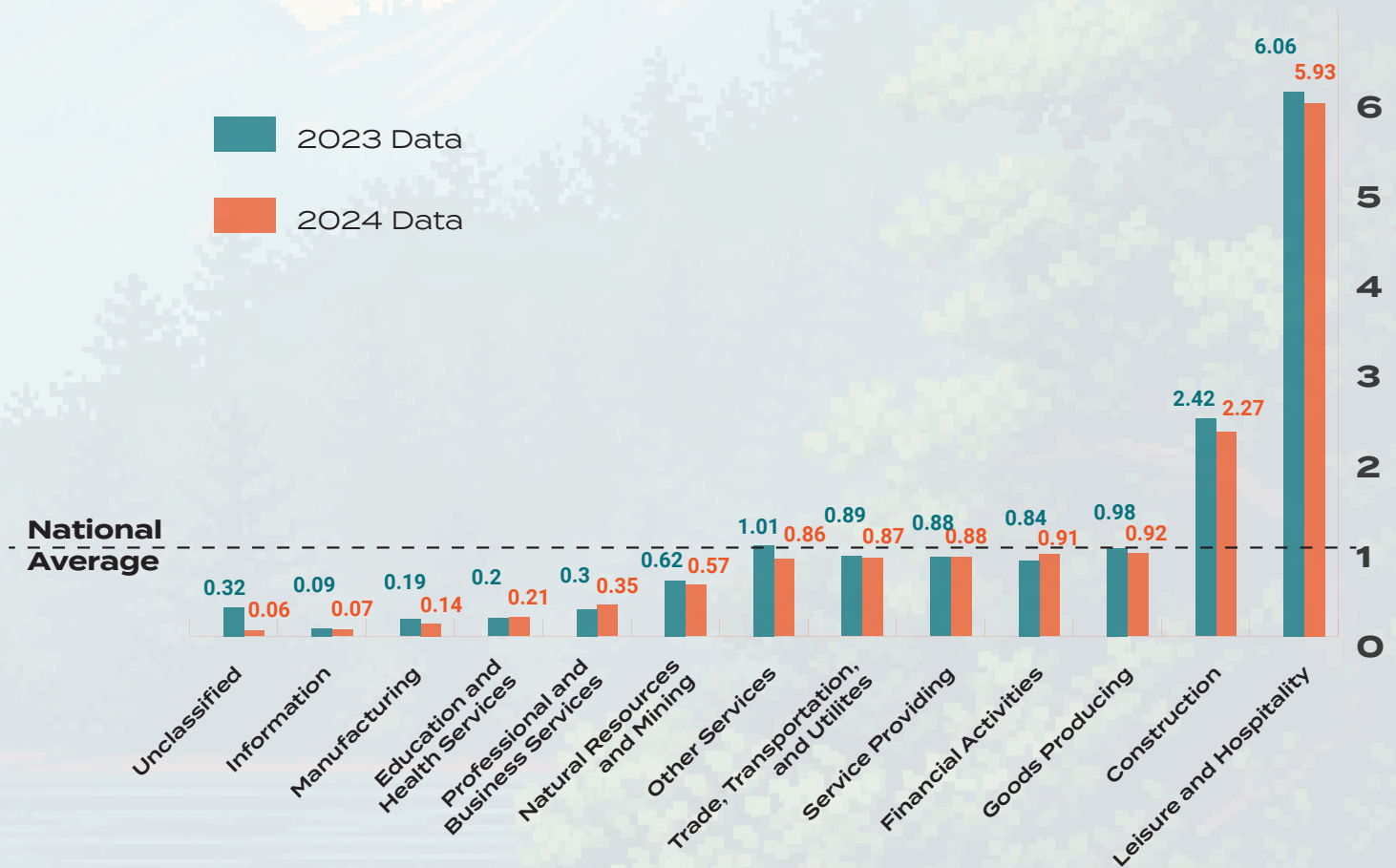


OPPORTUNITIES

MARKET OPPORTUNITIES

Location Quotients (LQs) are a statistical measure used to compare the concentration of a particular industry in a region to a larger reference area, such as the national average. Using LQs to compare Grand County to national averages, it is possible to identify industries that may be lacking in the County. In Grand County, industries such as Information, Financial Activities, Professional and Business Services, and Education and Health Services present potential opportunities for growth and development.

Both the Construction and Leisure & Hospitality sectors have a higher concentration of employment compared to the national average. Since 2023, LQs in these industries have remained relatively stable, showing little variation over the last year.



Source: Bureau of Labor Statistics: Annual Averages Location Quotients 2023 and 2024

BUSINESS OPPORTUNITIES

Based on data collected regarding tourism-related businesses throughout the County, several key business opportunities have emerged. While not all of these opportunities are directly within the tourism industry, they are businesses that support and enhance the tourism sector. These include businesses that provide essential services and amenities to tourists, as well as those that contribute to the overall infrastructure and appeal of the area.

By fostering these supportive industries, the County can strengthen its tourism market and create a more robust local economy.

- ▶ Apparel Stores
- ▶ Business Incubator
- ▶ Additional Car Rentals
- ▶ Car Dealership
- ▶ Child Care
- ▶ Construction and Home Improvement (contractors, builders, and home renovation companies)
- ▶ Dry Cleaners
- ▶ Grocery Store
- ▶ Higher Education/Vocational Training
- ▶ Technology and IT Services
- ▶ Telecommunications (cell phone or internet providers)

INCENTIVES

INCENTIVES

ENTERPRISE ZONES

Grand County is part of Colorado's Northwest Enterprise Zone. In designated Enterprise Zones, businesses are eligible for state income tax credits and sales and use tax exemptions for specific business investments. Some of the tax credits and incentives offered in Enterprise Zones include:

- ▶ Enterprise Zone Job Training Credit
- ▶ Enterprise Zone New Employee Tax Credit
- ▶ Enterprise Zone Employer-Sponsored Health Insurance Tax Credit
- ▶ Enterprise Zone Research and Development Tax Credit
- ▶ Enterprise Zone Vacant Commercial Building Rehabilitation Tax Credit
- ▶ Enterprise Zone Commercial Vehicle Investment Tax Credit
- ▶ Enterprise Zone Investment Tax Credit

LOCAL RESOURCES

WORKFORCE RECRUITMENT

The Work in Grand website can be used to find employment options, housing opportunities, local resources and events, and volunteer opportunities.

www.workingrand.com

CHAMBERS OF COMMERCE

There are a number of active Chambers of Commerce in Grand County equipped to help new businesses get started.

- ▶ Winter Park & Fraser Chamber
- ▶ Destination Granby
- ▶ Kremmling Area Chamber of Commerce
- ▶ Grand Lake Chamber of Commerce
- ▶ Hot Sulphur Springs Chamber of Commerce

CONSORTIUM LIST

FEDERAL

NATIONAL TRAVEL & TOURISM OFFICE

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NATIONAL PARKS SERVICE (REGION 7)

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STATE

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Director

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Destination Development

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MUNICIPAL/REGIONAL

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HEADWATERS TRAIL ALLIANCE

Executive Director & President

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COLORADO PARKS AND WILDLIFE (AREA 9)

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BUREAU OF LAND MANAGEMENT KREMMLING

Field Manager

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CONSORTIUM LIST

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NORTHWEST COLORADO COUNCIL OF GOVERNMENTS (NWCCOG)

Executive Director

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GRAND COUNTY BOARD OF COMMISSIONERS

District 1

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GRAND COUNTY OPEN LANDS, RIVERS, AND TRAILS ADVISORY COMMITTEE

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ROCKY MOUNTAIN NATIONAL PARK

Superintendent

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TOWNS

FRASER

Mayor

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Manager

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GRANBY

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GRAND LAKE

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Market Analysis Summary

CONSORTIUM LIST

HOT SULPHUR SPRINGS

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WINTER PARK

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CHAMBERS OF COMMERCE

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WINTER PARK/FRASER

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