



WHAT IS THE VALUE OF TOURISM?

Visitors to Estes Park support our businesses & jobs and enhance the quality of life for residents and visitors alike.

In 2021, tourism alone generated:



3,100
jobs



\$100.6 million
in employee wages



\$35 million
in tax receipts



Visitors contributed **83.5%** of the local sales tax

Visitor-generated local sales tax: \$17,479,209
Total sales tax revenue: \$20,930,809

Tourism contributed

\$3,270
per resident
household
in local taxes



Total visitor
volume totaled nearly
1.8 million
person-trips