The Value of Tourism

- **79%** of our residents believe more visitors enhance economic opportunity *(Visit COS Resident Sentiment Survey 2026)*

- **62%** of our residents are unaware the Lodgers & Automobile Rental Tax (LART) exists and that visitors pay that tax when they stay at a hotel or rent a car *(Visit COS Resident Sentiment Survey 2026)*



Trends

- **78%** of our residents said they'd support promotion of the city as a live music destination with **80%** saying more music would improve their quality of life *(Visit COS Music Tourism Survey 2026)*

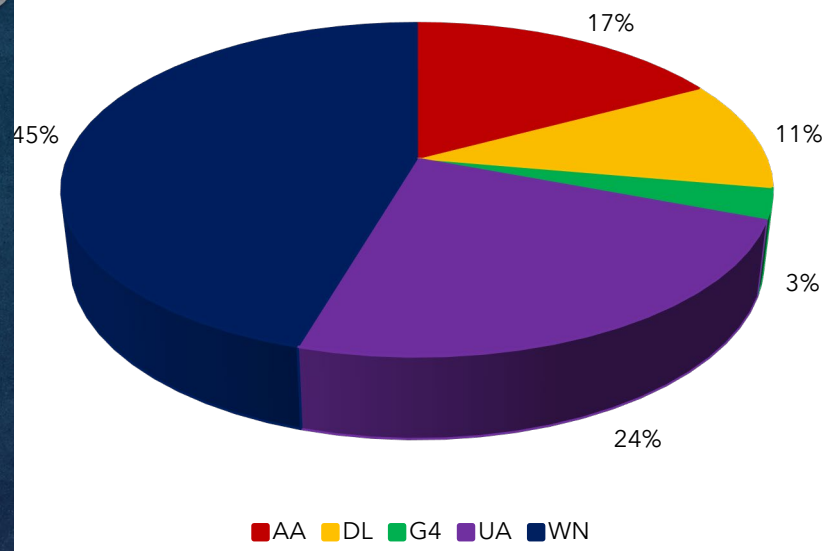
- At **60.5%,** food and cuisine is the highest travel passion category for recent or likely visitors to Colorado *(Miles Partnership State of the American Traveler 2025)*



The COS Route Map



12 mo. ending October 2026 Seat Share



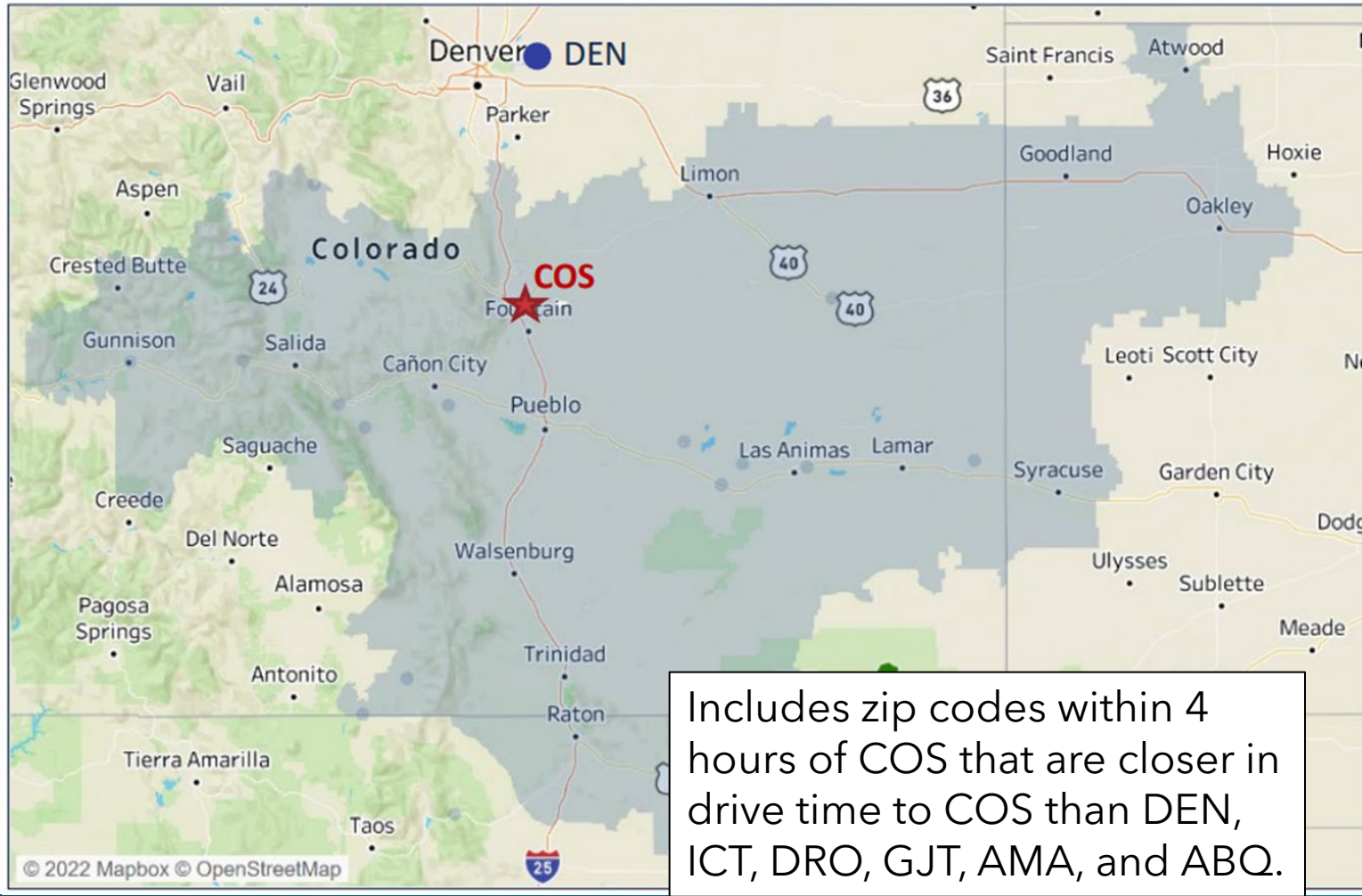
Source: Cirium DiioMi

COLORADO SPRINGS AIRPORT

FLYCOS.COM

COS Catchment Area

The COS Catchment Area stretches from Western Kansas to northern New Mexico. Approximately 1.2 million people live in the closest four counties to COS: El Paso, Teller, Pueblo, and Fremont



Includes zip codes within 4 hours of COS that are closer in drive time to COS than DEN, ICT, DRO, GJT, AMA, and ABQ.

Sources: Campbell Hill Catchment Study via Flare Date

COLORADO SPRINGS AIRPORT

FLYCOS.COM

Leakage from COS to DEN

Rank	City	PDEW	Leakage
1	Los Angeles Basin (LAX, BUR, LGB, ONT, SNA)	403	61%
2	Phoenix (PHX, AZA)	393	50%
3	Dallas-Fort Worth (DFW, DAL)	365	46%
4	Las Vegas (LAS)	283	48%
5	Washington/Baltimore (BWI, DCA, IAD)	257	56%
6	Chicago (ORD, MDW)	254	61%
7	Houston (IAH, HOU)	233	54%
8	New York City (EWR, JFK, LGA)	209	78%
9	San Francisco Bay (SFO, OAK, SJC)	202	71%
10	San Diego (SAN)	176	58%
11	Atlanta (ATL)	159	56%
12	Orlando (MCO, SFB)	157	61%
13	Seattle (SEA)	148	74%
14	South Florida (MIA, FLL, PBI)	144	69%
15	Tampa/St. Petersburg (TPA, PIE)	143	45%

Rank	City	PDEW	Leakage
16	Austin (AUS)	139	64%
17	Salt Lake City (SLC, PVU)	139	66%
18	Minneapolis/St. Paul (MSP)	136	79%
19	Boston (BOS, MHT, PVD)	130	72%
20	San Antonio (SAT)	101	42%
21	Nashville (BNA)	95	64%
22	Portland (PDX)	91	72%
23	Philadelphia (PHL, TTN)	82	74%
24	Saint Louis (STL)	78	67%
25	Kansas City (MCI)	76	71%
26	Sacramento (SMF)	76	54%
27	Detroit (DTW)	74	78%
28	Indianapolis (IND)	71	70%
29	Charlotte (CLT)	67	70%
30	Raleigh-Durham (RDU)	63	60%

Year Round

Seasonal

Sources: Fligence FlightBI

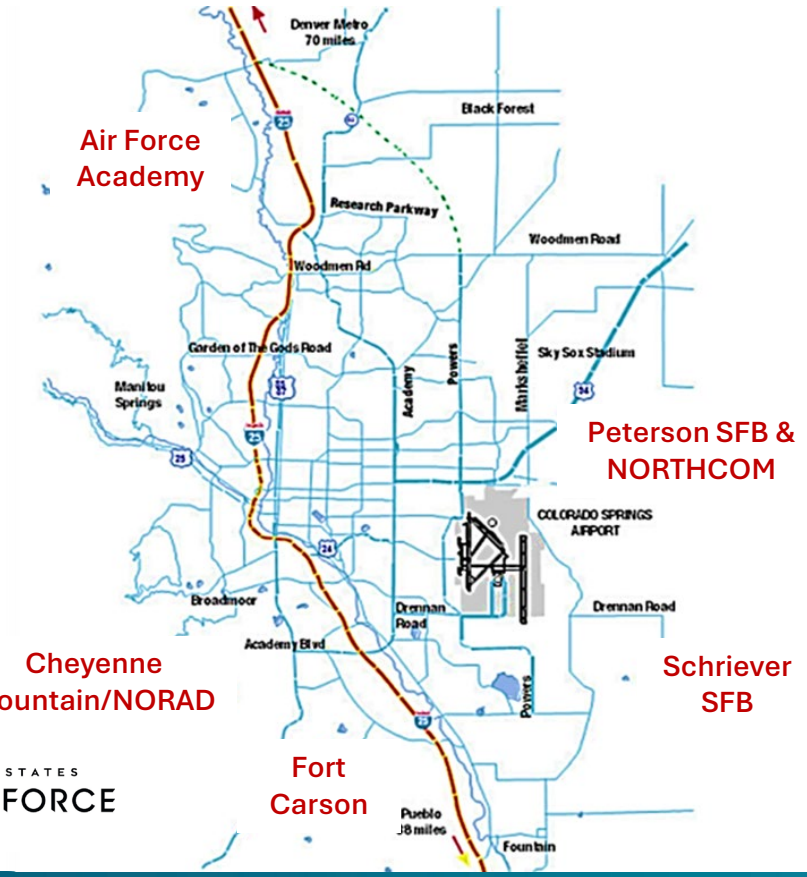
COLORADO SPRINGS AIRPORT

FLYCOS.COM

Home to a Strong Military Presence

The Aerospace and Defense sectors are the major catalysts of growth in Colorado Springs

- Five military installations with over 90,000 personnel
- 250+ Aerospace and Defense companies
- $7B annual economic impact and 44% of local economy
- 2nd largest Space economy in the U.S.
- #1 Highest Concentration of Aerospace Employees in U.S.
- #2 City for Defense Jobs
- #3 Emerging Tech Talent Market



COLORADO SPRINGS AIRPORT

FLYCOS.COM

2026 LABOR DAY LIFT OFF

- 50th Anniversary of the iconic Colorado Springs event
- 250,000 unique attendees in Memorial Park over 2.5 days (5 sessions)*
  - Largest free event in Colorado Springs
  - 33% of attendees from out of town
  - Saturday evening session saw 77,500 attendees
- Largest free hot air balloon festival in the United States
- 2026 Featured:
  - 80 Balloons
  - Wings of Blue
  - Drone Show
  - Fireworks









*Attendance data confirmed via Placer.ai

2027 WORLD LACROSSE SIXES CHAMPIONSHIPS

WORLD LACROSSE
SIXES CHAMPIONSHIPS
COLORADO SPRINGS 2027

KEY TAKEAWAYS

- First ever world championships for the sport of lacrosse sixes
- Primary qualifier for the LA28 Olympic Games
- 32 teams – 16 men and 16 women
- 10,000 estimated room nights
- $45 million estimated economic impact

OLYMPIC GAMES™ QUALIFIER LA28

COLORADO SPRINGS SPORTS CORP

WHAT TRAVELERS WANT NOW

Travelers want the local story

Technology should remove the friction, so people can create the moments.

THE EXPERIENCE: LOCAL AND MEMORABLE

~70%

of families seek experiences tied to local traditions

Hilton 2026 Trends Report (Ipsos, 14,000+ travelers, 14 countries)

50%

of our region's visitors do cultural activities. U.S. norm: 31%.

Longwoods Travel USA 2024, via Visit Colorado Springs

68%

of visitors did outdoor activities. Norm: 49%.

Source to confirm

THE DELIVERY: TECH-FORWARD, HUMAN-LED

56%

of U.S. leisure travelers used AI to plan a trip in the past year

Phocuswright, The AI Surge, March 2026

75%

of guests say good hospitality depends on human staff

Mews guest survey, July 2026 (3,250 travelers, 8 countries)

Kinship Landing