

IMPACT OF LOCAL ARTS TOURISM

OVERVIEW

The Cultural Office of the Pikes Peak Region has begun building concrete data to help inform investment and development of our cultural destination. This Snapshot Study compiles relevant information from local and national sources, including a first-of-its-kind survey of 11 of our top cultural attractions. This study intentionally does not focus on events; instead, it explores the impact of cultural attractions and venues as year-round engines of tourism.

WHAT WE KNOW ABOUT CULTURAL TOURISTS

Pikes Peak region visitors participate in cultural activities and entertainment at rates well above national norms, with

48%

engaging in local
arts & culture

(20% above average)

AND

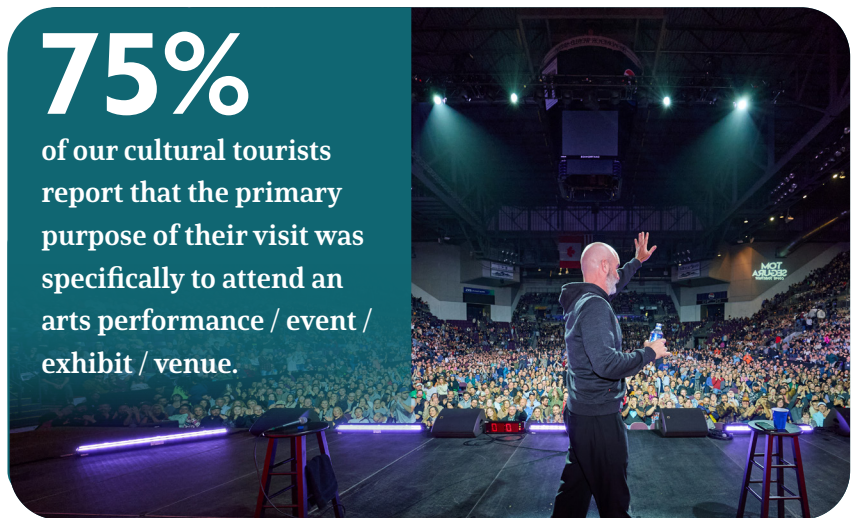
64%

engaging in local
entertainment

(10% above average.)

75%

of our cultural tourists report that the primary purpose of their visit was specifically to attend an arts performance / event / exhibit / venue.



Comedian Tom Segura filled the seats at Broadmoor World Arena in 2025

Nationally, cultural tourists stay longer and spend more than other travelers.

Locally,
they spend

17%

more in our
economy

than the national average for cultural tourists.

Arts, cultural
heritage, and
history drive

68%

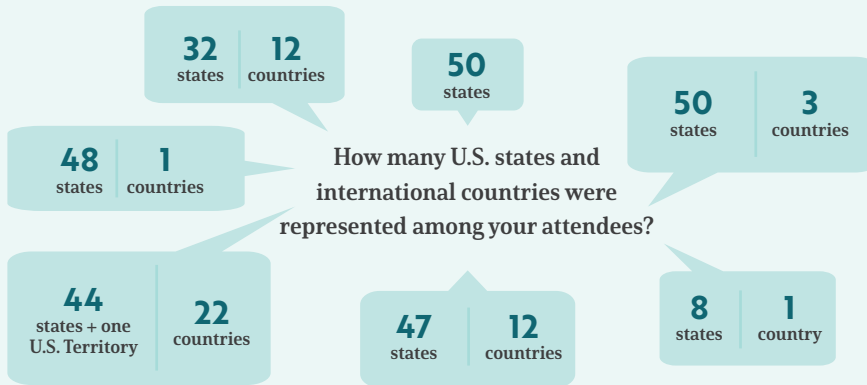
of all tourism
in the United
States

SPRING 2026 SURVEY OF TOP CULTURAL ATTRACTIONS

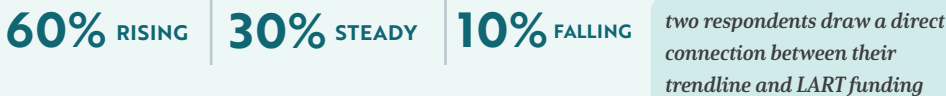
11 respondents, including Broadmoor World Arena, Cottonwood Center for the Arts, Colorado Springs Philharmonic, Colorado Springs Pioneers Museum, Ent Center for the Arts at UCCS, Colorado Springs Fine Arts Center at Colorado College, Green Box Arts, Pikes Peak Center, U.S. Olympic & Paralympic Museum, Venu's Ford Amphitheater + Phil Long Music Hall



Estimated local hotel room nights generated in 2025*: **234,579** ←



What has been the trendline for your tourism attendance over the past few years?



HIGHLIGHTS

Venu's Ford Amphitheater listed as "Top West Coast Amphitheater" on Billboard's 2026 Top Music Venues List.

Colorado Springs Pioneers Museum's "Until Forever Comes: This is Ute Homeland" was recognized as Denver Magazine's 5280 Best of the West.

Green Box Arts' summer art exhibit "Off the Beaten Path" by Patrick Shearn of Poetic Kinetics went viral in 2025 - more than 15 million people saw the installation digitally, and more than 100,000 people viewed it in person.



Ent Center for the Arts exemplifies how venues serve as tourism infrastructure, hosting other organizations at subsidized rates — including Sports Corp, the Colorado Springs Philharmonic, the Colorado Springs Chamber & EDC, and more — that also attract visitors and support economic development.

CONCLUSION

Because cultural tourists **stay longer** and **spend more** than other tourists, there is great opportunity in continuing to build the **cultural destination** of Colorado Springs and the Pikes Peak region. Realizing more of that potential requires a long-term, dual approach: continuing targeted funding for near-term events and also prioritizing sustained investment in the cultural attractions that drive year-round tourism.

Sources of Data: Arts Tourism Survey conducted by COPPR (Spring 2026), Arts & Economic Prosperity VI national study by Americans for the Arts (2023). Visit Colorado Springs' latest study by Longwoods International (2024). Based on the latter study, 44% of total tourists to the Pikes Peak region stay overnight for 2.7 nights, assuming 2 people per room and that cultural tourists follow the same behavior pattern.