

It All Starts with a Visitor...

1

LODGING TAX

Let's look at our 1.9% Lodging Tax...

Chaffee County imposes a 1.9% tax when visitors rent rooms in hotels, motels, short-term rentals, lodges, private campgrounds, and similar accommodations for stays of less than 30 consecutive days.



2

TAX COLLECTED

How much lodging tax is being collected in Chaffee County?
\$1,355,193 (2024)



3

REVENUE

How much revenue does that correspond to?
 $\$1,355,193 \div 0.019 =$
DRUM ROLL PLEASE...
Revenue to lodging businesses in Chaffee County:
\$71,325,947 (2024)

4

AVAILABLE TOURISM FUNDING

60% of lodging tax is allocated to non-tourism uses, leaving us with
40%
 $\$1,355,193 \times 0.40 =$
\$542,077 available for tourism promotion & management (Approx. 2026)



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ROI

Spending of \$542,077 led to an Economic Impact of \$183,000,000
ROI of \$338 : \$1

5

ECONOMIC IMPACT

Total Economic Impact of Travel and Tourism in Chaffee County:
\$183,000,000 (2024)
Source: Dean Runyan Associates



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GROWTH (Tourism Funding Only)

A one-year 10% increase in lodging tax revenue, considered moderate growth from \$542,077 to \$596,285
Equates to an increased economic impact from \$183M to \$201,300,000

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TAKE AWAY Tourism Works!

A moderate growth in Chaffee County of 10% in lodging tax revenue equates to over **\$18,000,000 in additional economic impact in one year!**