



Aspen Chamber Resort Association 2025 Visitor Profile Study

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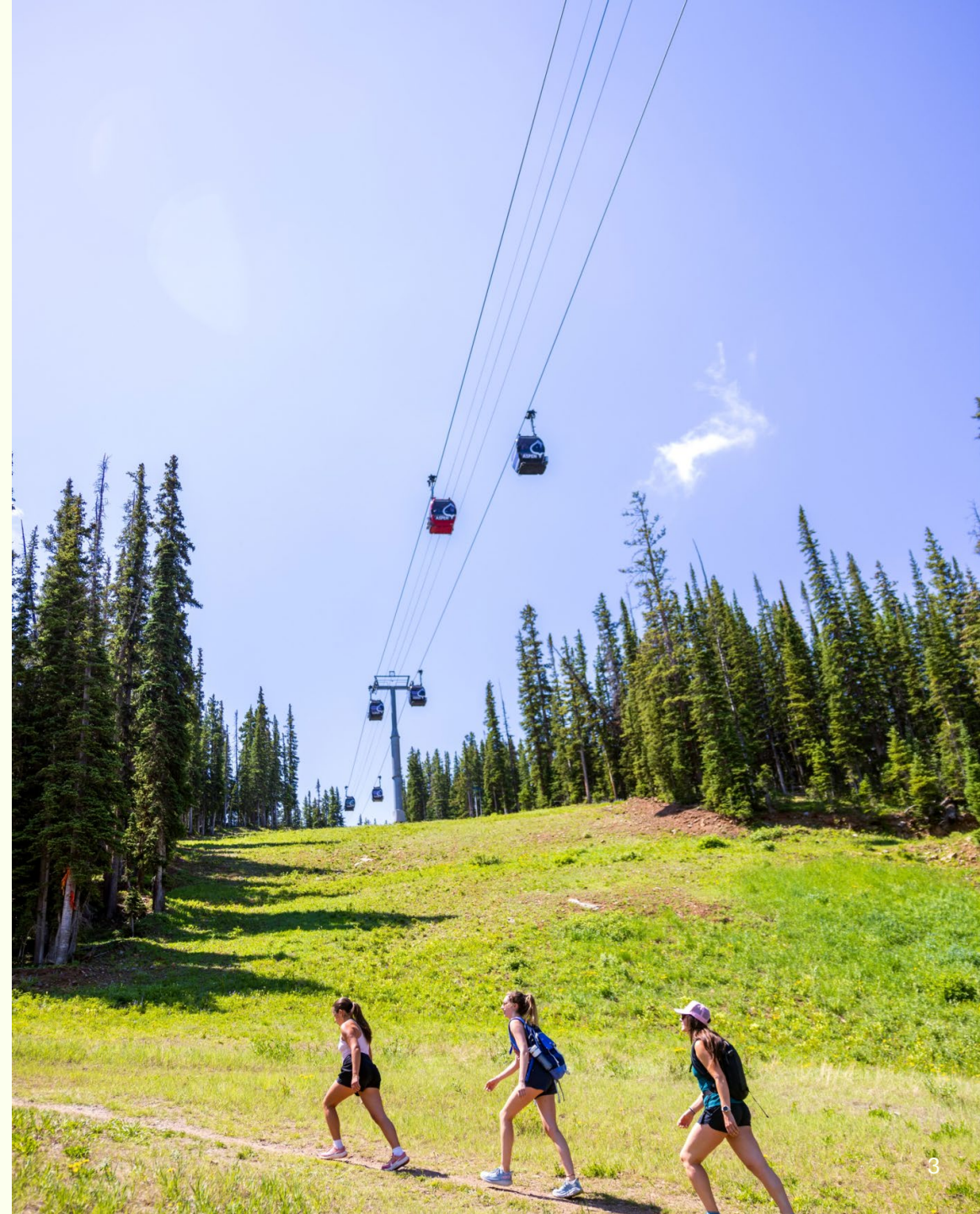
Research Overview & Objectives

This report presents findings from a study of Aspen's visitors in the calendar year of 2025, conducted by Future Partners on behalf of the Aspen Chamber Resort Association. This presents data collected using an online survey distributed to both an online panel of travelers and Aspen's owned and partner audiences.

The goal of the overall research was to:

- Update the profile of Aspen visitors
- Identify trip specific data, such as visitor origin, purpose of trip, mode of transportation, and lodging
- Evaluate trip motivators and in-destination experiences, such as what is successful and what can be improved
- Estimate the economic impact of tourism to Aspen

The research was also designed to allow for comparison of key metrics to the previous Aspen Visitor Profile Study conducted by Future Partners in 2022/23.

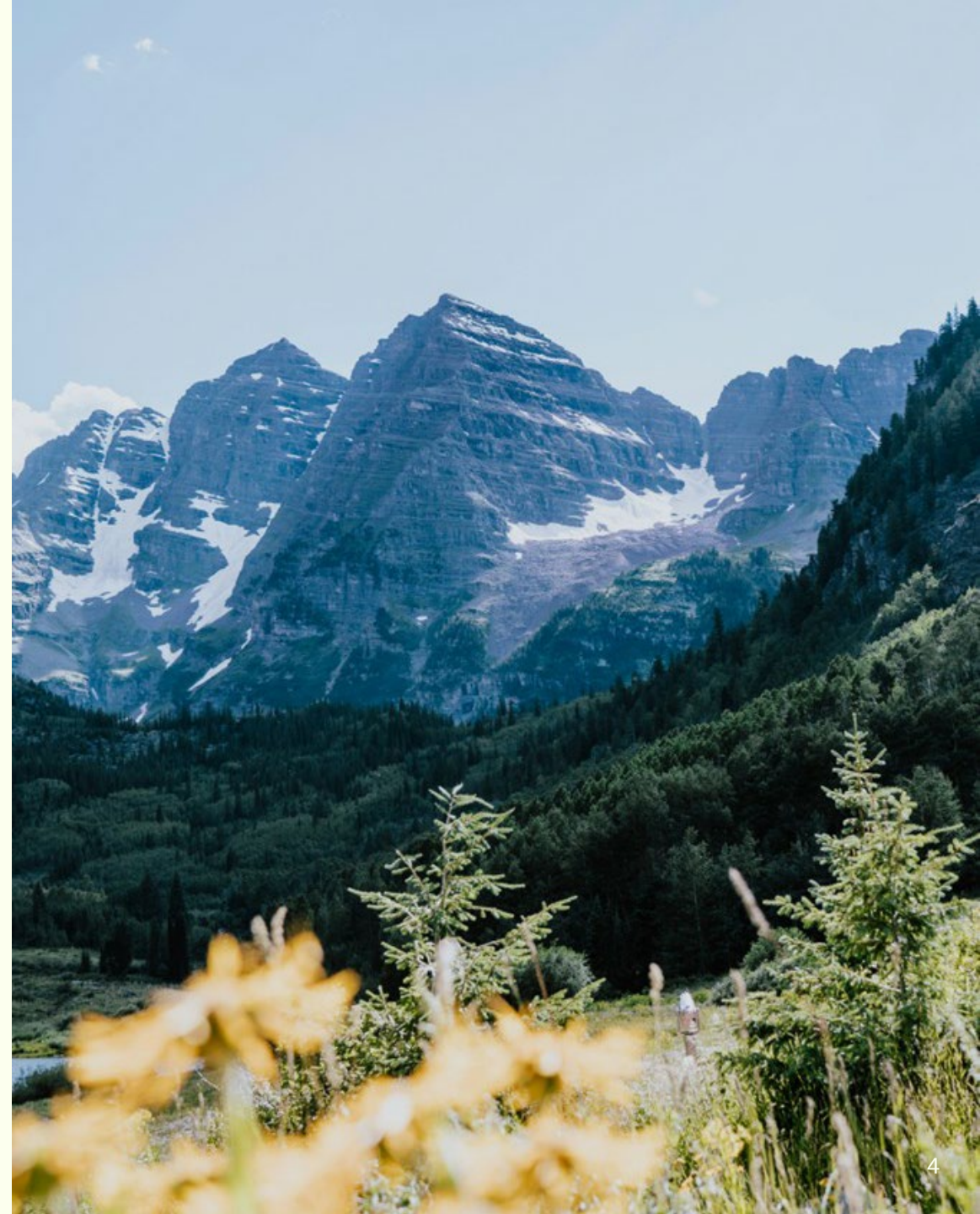


Methodology

To address the objectives of this research, Future Partners implemented an online survey of Aspen visitors distributed to respondents sourced from both a trusted third-party online panel of travelers and the Aspen Chamber Resort Association and partners' owned audiences.

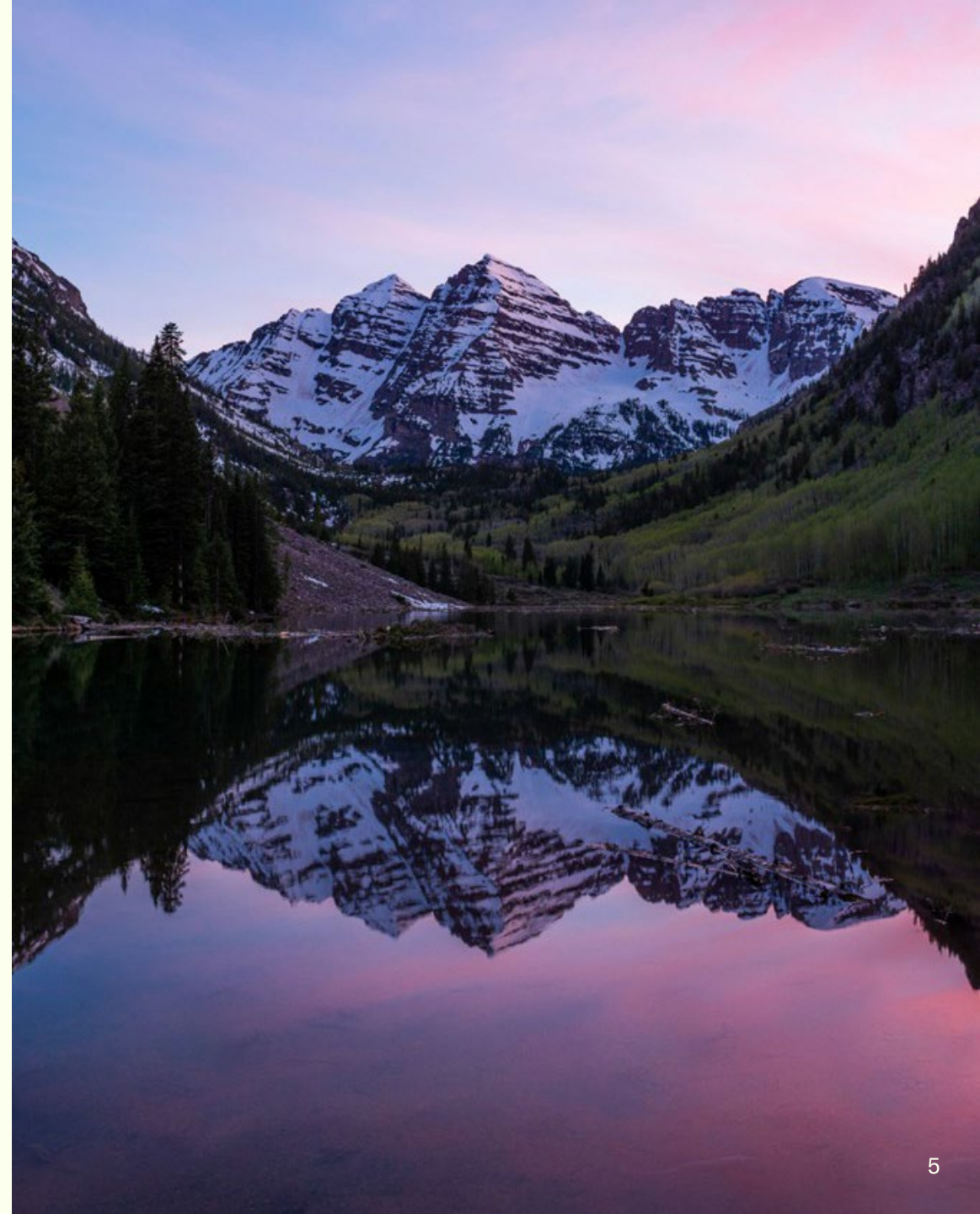
This report presents data from 929 completed surveys gathered from March 6-23, 2026. Respondents met the following criteria:

- Age 18 years or older
- Traveled to Aspen in 2025
- Reside outside of Aspen



Key Terms in This Report

- **Outdoor Recreationalists** – visitors who are motivated to travel to be outdoors and experience nature.
- **Arts & Culture Enthusiasts** – visitors whose hobbies include going to art museums, concerts, and/or theater/plays.
- **Culinary Seekers** – visitors who are motivated to travel to indulge their passions for food and cuisine.
- **Family Friendly** – visitors who are motivated to travel to spend more quality time with their family.
- **Sustainably Minded** – visitors who reported the statement “I prioritize visiting places with strong sustainability initiatives” describes them well or perfectly.
- **Health & Wellness** – visitors whose hobbies include fitness/health, playing sports, going to spas, and/or self-care.



Visitor Industry Performance

Industry Performance Overview

This section of the report provides industry performance metrics developed using Future Partners' economic impact model for destinations. This model is a standard price-quantity model used in economic measurement. It uses proprietary Aspen Visitor profile survey data, as well as information from numerous secondary sources.

Example data inputs include but are not limited to:

- Annual estimates of the number of visitors and the average number of days they spent in destination (for key traveler segments)
- Estimates of per-person, per-day spending in the destination (in detail by type of spending)
- Hotel occupancy rates
- Government tax receipts



Aspen Visitor Impact 2025

Key metrics showing the performance of the visitor industry are below:

Visitor Volume



**1.1
Million**

**Visitor Days
in Market**



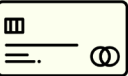
**3.2
Million**

**Direct Visitor
Spend**



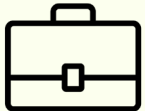
**\$1.7
Billion**

**Total Economic
Impact**



**\$2.0
Billion**

**Total Jobs
Supported by Visitor Industry***



15,337

**Total Labor Income
Supported by Visitor Industry***



**\$857.4
Million**

**County and Local
Taxes Generated**



**\$113.8
Million**

**State & Federal
Taxes Generated**



**\$193.3
Million**

**Note not all jobs supported by the visitor industry are located within the visitor industry.*

**Source: IMPLAN Economic Impact Analysis, 2025.*

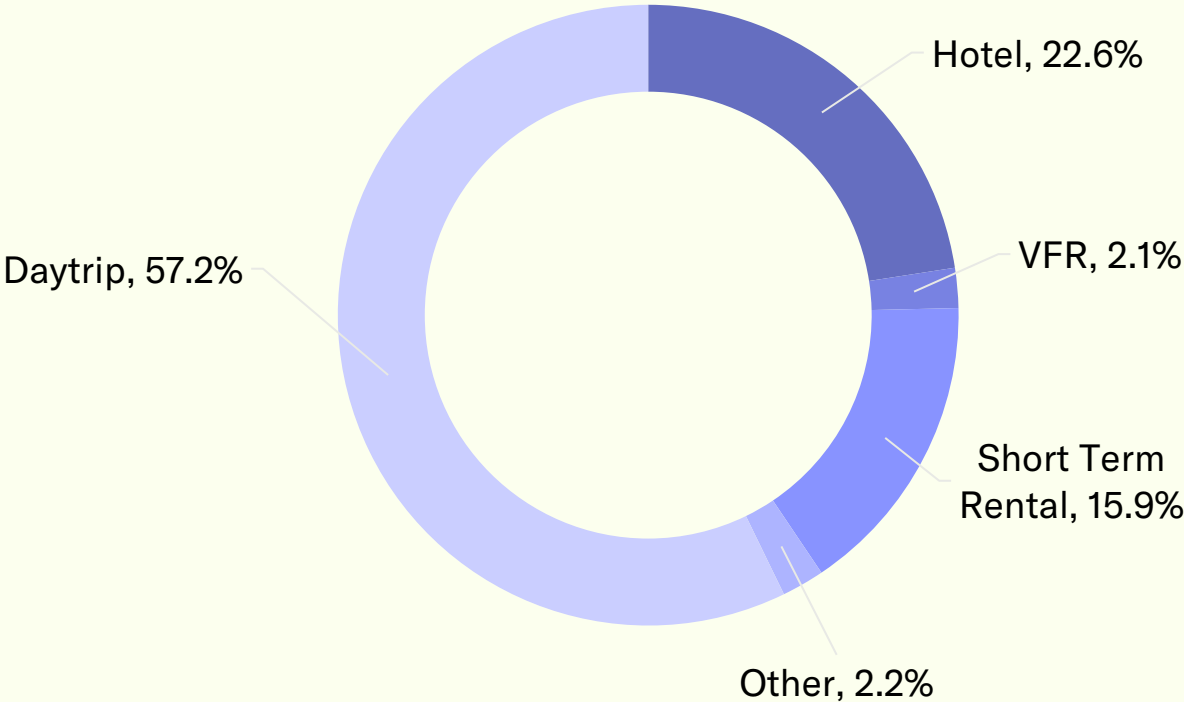
Economic Impact Comparison to 2022/23 Snapshot

	2022/23	2025
Hotel Occupancy	60.0%	62.3%
Hotel Demand	489,169	393,212
Hotel Revenue	\$358,844,595	\$229,412,597
Hotel ADR	\$733.58	\$860.35
Visitor Volume	1,306,212	1,092,713
Overnight Volume	509,423	467,603
Day Trip Volume	796,789 (61.0%)	625,111 (57.2%)
Per Trip Spend	\$1,230.10	\$1,549.87
Direct Visitor Spending	\$1,606,770,048	\$1,693,568,567
Total Economic Impact (using IMPLAN)	\$1,965,300,401	\$2,046,821,942
Tax Revenues Generated (State & Local)	\$242,440,626	\$307,139,408
Tourism Industry Payroll	\$793,739,164	\$857,410,100
Jobs Supported	13,698	15,337

Aspen hosted over one million visitors in 2025.

Aspen hosted over 1.1 million visitors in the period of study. The largest segment were day trip visitors, accounting for 625,110 visitors, or 57.2 percent of the total.

Volume Breakdown by Visitor Type

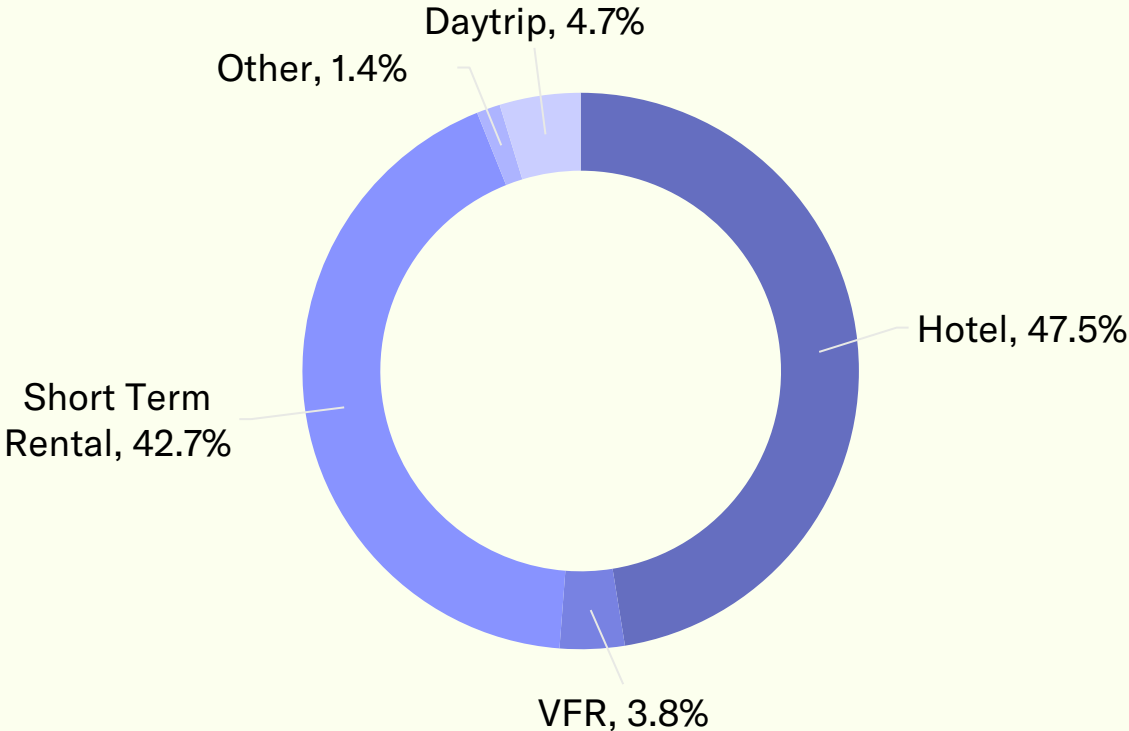


Visitor Volume	
Hotel	246,498
VFR (Visiting Friends, Relatives)	22,731
Short Term Rental	174,167
Other	24,206
Day Trip Visitors	625,110
Total	1,092,713

Visitors spent \$1.7 billion in Aspen.

Aspen visitors spent over \$1.7 billion dollars in visitor-related spending in the period of study. Visitors staying in hotels accounted for the largest share of spending at \$803.6 million, or 47.5 percent of the total. Short term rental visitors contributed \$723.3 million, or 42.7 percent.

Visitor Spend Breakdown by Visitor Type

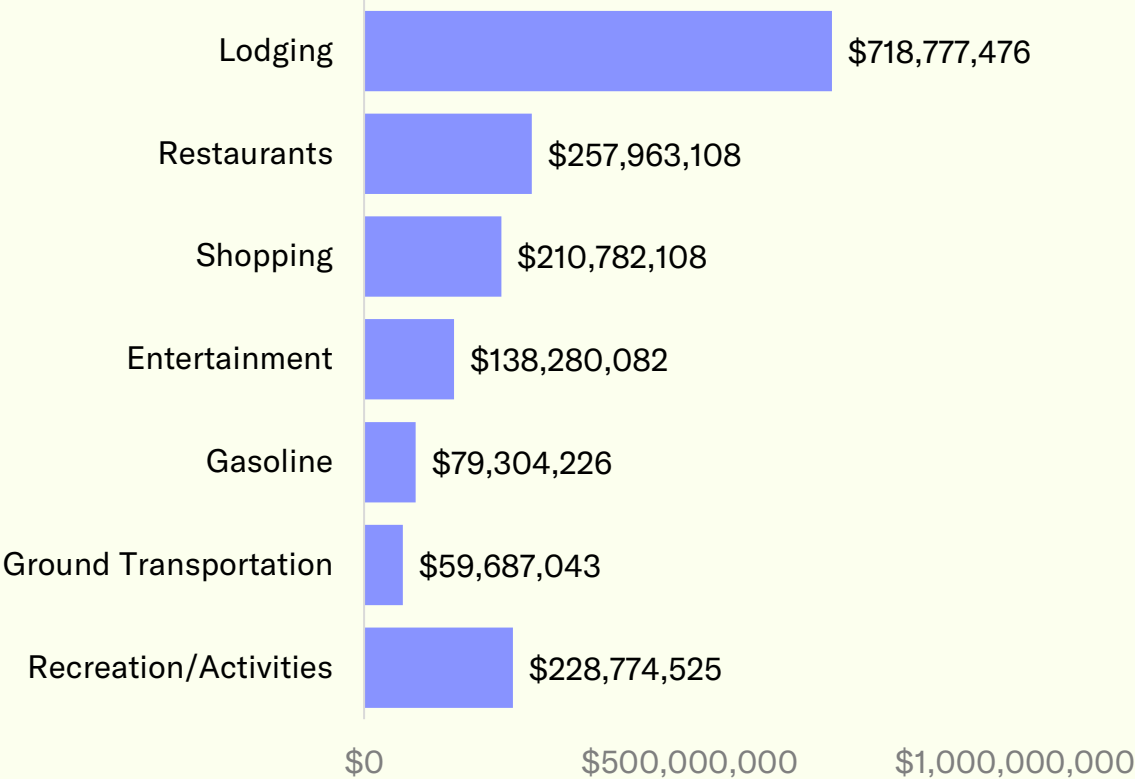


Direct Visitor Spending	
Hotel	\$803,637,646
Short Term Rental	\$723,330,059
VFR	\$63,684,357
Other	\$23,264,431
Day Trip Visitors	\$79,652,074
Total	\$1,693,568,567

Visitation spending is led by lodging, recreation, and dining.

The largest single type of visitor spending was in lodging, totaling \$718.8 million. Restaurants and dining came in second at \$258.0 million. Recreation and activities contributed \$228.8 million in direct visitor spending.

Visitor Spend Breakdown by Spending Category

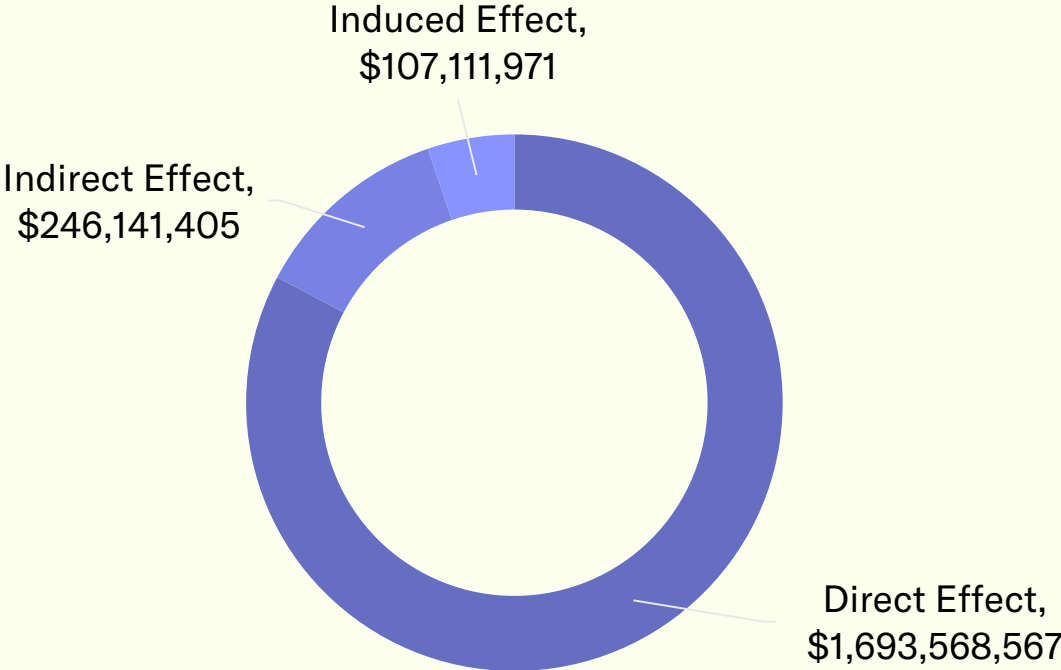


Direct Visitor Spending	
Lodging	\$718,777,476
Restaurants	\$257,963,108
Shopping	\$210,782,108
Entertainment	\$138,280,082
Gasoline	\$79,304,226
Ground Transportation	\$59,687,043
Recreation/Activities	\$228,774,525
Total	\$1,693,568,567

The total economic impact of tourism to Aspen in 2025 was over \$2.0 billion.

The Aspen tourism industry generated a total of \$2.0 billion dollars in economic impact including indirect and induced spending effects. This calculation is based on IMPLAN modeling.

Total Economic Impact Breakdown by Impact Type



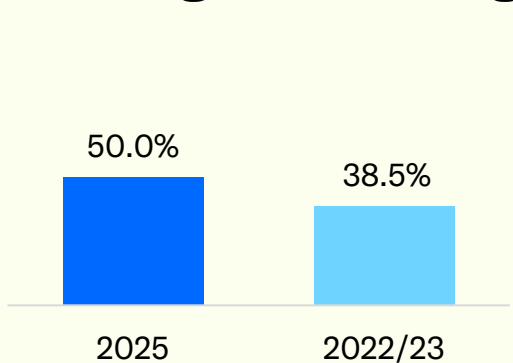
Total Economic Impact	
Direct Visitor Spending	\$1,693,568,567
Indirect Spending Effects	\$246,141,405
Induced Spending Effects	\$107,111,971
Total Economic Impact	\$2,046,821,942

Executive Summary

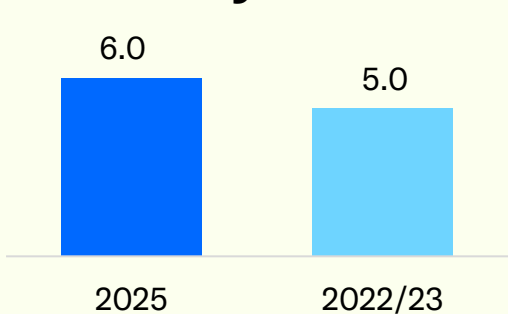
Aspen Visitor Profile: 2025 vs. 2022/23

Comparisons between key metrics for the previous visitor profile study are detailed below:

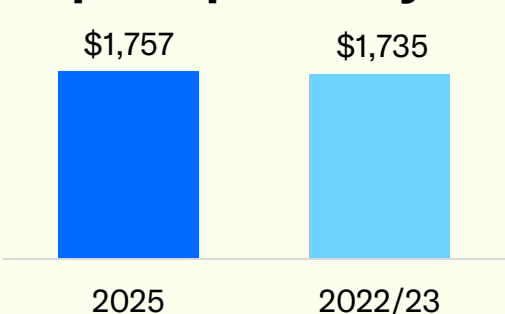
Overnight Percentage



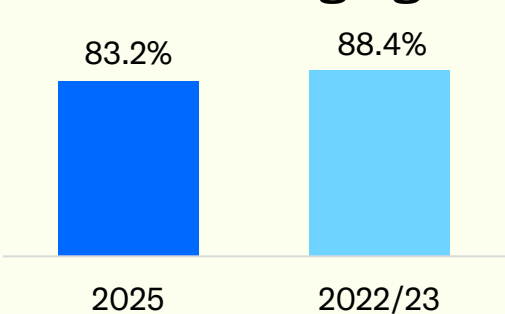
Length of Stay – Days*



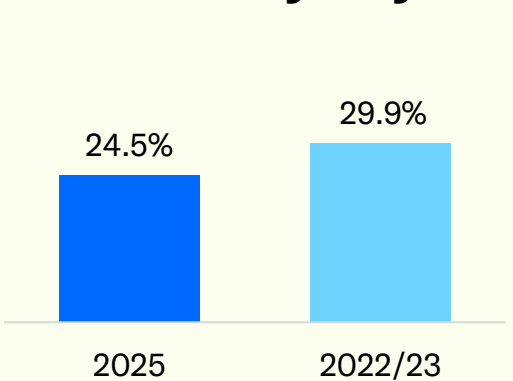
Average Daily Trip Spend per Party*



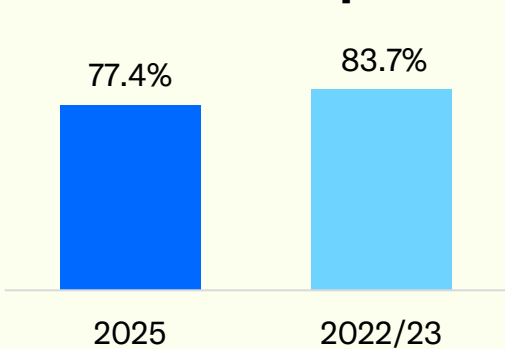
% Stayed in Paid Lodging



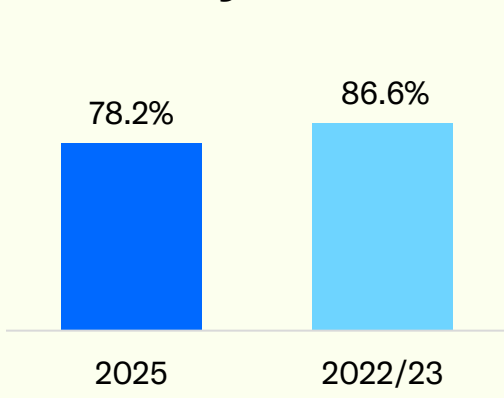
% Arrived by Any Air



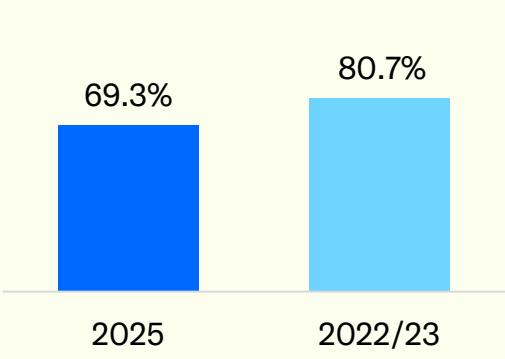
% Satisfied with Overall Trip



% Likely to Return



% Likely to Recommend



*Excluding campers, day trippers, and those visiting friends and relatives.

Largely comprised of Coloradans, overall 2025 Aspen visitors typically describe themselves as **transformative travelers motivated by cultural experiences.**

- Over four in ten Aspen visitors in 2025 traveled to the destination from within the state of Colorado. At 41.3 percent, Colorado represents the largest origin state for visitors to Aspen in 2025. This is followed distantly by California (5.5%), Florida (5.3%), and Texas (5.2%). Similarly, Denver is the origin metro market with the largest share of visitors at 35.4 percent, far outpacing other origin markets. Among the segments, Culinary Seekers represent the largest share of Denver-originating visitors at 50.1 percent, while Family Friendly reported the smallest share of visitors from Denver at 30.9 percent.
- With the exception of hiking, cultural experiences and attractions rate highest for importance in destination selection among visitors. Over eight in ten surveyed 2025 visitors to Aspen said that dining (86.6%) is an important driver to why they select a vacation destination. This is followed somewhat distantly by historical sites (72.1%), while a tertiary tier of important destination attributes is comprised of museums (65.4%), hiking (64.7%), festivals/events (63.6%), and concerts (63.0%).
- Aspen visitors perceive themselves as transformative travelers who seek connection and new experiences on their trips. Aspen visitors in 2025 are driven to travel by a desire for authentic, immersive experiences. Their most common perceptions of themselves as travelers cluster around the concept of travel as transformative and rejuvenating, with over 79 percent saying that preferring experiences where they can get a sense for the essence of a place, openness to new cultures, trying new things, and connecting with nature describe them well. Values-based travel perceptions form a strong secondary tier, including supporting small businesses (71.0%), traveling off the beaten path (66.7%), and preferring slow travel (60.6%). This suggests Aspen visitors are deliberate about how they travel, not just where.

Aspen's visitor base is highly loyal, averaging 12.9 lifetime trips to Aspen, with more than half of 2025 visitors having reporting a trip to Aspen in 2024.

- Aspen has a highly loyal repeat visitor base, with more than half of 2025 visitors also reporting a trip to the destination in 2024. In addition to trips to Aspen in 2025, these visitors were most likely to also have traveled to Aspen in 2024 (56.5%). Data was collected in March and April of 2026, but a sizeable share (38.9%) said they had already taken subsequent trips to Aspen in 2026 at the time of survey. Reflecting their high loyalty to Aspen, these visitors have taken an average of 12.9 trips to the destination in their adult lifetime.
- Just over half of Aspen visitors surveyed took at least two trips to the destination in 2025. Just within the year of 2025, visitors to Aspen reported an average of 4.4 trips taken to the destination, though just under half (48.2%) reported only taking one trip in the year.
- Aspen 2025 visitation followed a seasonal pattern, peaking in summer and winter with softer shoulder seasons in spring and fall. Visitors to Aspen in 2025 were asked to share which months they took a trip to Aspen, and results indicate clear seasonality, with April and May as well as November and December forming shoulder seasons around higher winter and summer season visitation. While exact timing of visits within each month were not specified in the survey, it should be noted that the winter shoulder season is comprised more of early December rather than late December. As this study was conducted in the spring of 2026, December represents the largest share of recent visits to Aspen reported at 20.7 percent, likely reflecting high visitation during the holiday season.

Aspen leads the competitive set in near-term travel intent, attribute performance, and ad and owned media recall, with other in-state destinations being its closest competitors.

- Aspen tops the competitor set at 60.3 percent saying they are interested in visiting in the next year, but the competitive picture shifts notably compared to past visitation. Telluride jumps to second place (43.2%), ahead of Vail/Beaver Creek (33.4%). Jackson Hole (35.7%) also ranks higher on future intent than past visits, pointing to growing competitive pressure from Wyoming. In terms of likely to convert interest to trip planning, Aspen's lead widens considerably, with more than half (51.5%) planning to visit in the next year, more than double Vail/Beaver Creek (22.5%) and Telluride (22.1%). Aspen occupies a distinct place at the top of the planning consideration set, likely tying back to these visitors' strong loyalty to the destination.
- For destination attribute performance, Aspen leads the competitive set across nearly every attribute, with its strongest advantages in the high-importance attributes of dining, hiking, and shopping. Respondents were asked to select which of the competitor destinations most closely reflects a closed list of attributes, and Aspen consistently outperforms other destination in the set, with particularly wide margins for dining and entertainment categories.
- At 47.5 percent, Aspen's ad recall is nearly 19 percentage points ahead of second-place Lake Tahoe (28.9%), indicating strong advantage in the competitive set, and an improvement over the 42.8 percent reported for Aspen in 2022/23. Aspen rates highest in the set for owned media recall by an even wider margin than ad recall, though this has declined since the previous study. The share of those who have visited Aspen's website or social media channels is at nearly half (47.9%), more than 30 percentage points ahead of second-place Telluride (17.4%). However, this represents a decline from the 52.3 percent owned media recall recorded in 2022/23, suggesting some erosion in organic reach or engagement.

Skiing and scenic beauty lead Aspen top-of-mind associations and attribute performance ratings, but high-cost perceptions are pervasive.

- When asked what first comes to mind when they think of Aspen as a destination, skiing/snow sports (24.3%) and scenic beauty (16.6%) dominate responses from 2025 visitors, reflecting a strong outdoor brand. However, associations with expense ranks third at 14.5 percent, followed by arts and culture (14.2%), suggesting cost is a defining lens through which many visitors view the destination.
- Visitors were asked to rate their agreement on whether Aspen delivers on a closed list of attributes. Over three-fourths agreed that Aspen delivers on dining (80.3%), skiing/snowboarding (78.5%), and/or hiking (75.2%), followed by a secondary tier of well-rated attributes comprised of snowshoeing/cross country skiing (72.0%), festivals/events (70.9%), and/or shopping (70.6%). However, agreement is notably lower for wellness-related activities such as spas (46.5%) and yoga/workout classes (42.7%), and select outdoor activities (i.e., golfing 42.3%, road biking 42.3%, and horseback riding 34.7%).
- Aspen over-delivers on most attributes relative to their importance but dining, historical sites, and museums represent key areas where Aspen has an opportunity to improve. Measuring the share of visitors who said Aspen delivers on these attributes compared to the share who said these attributes are important to their destination selection, Aspen's strongest performance is around snowshoeing/cross country skiing (+41.3pp), skiing/snowboarding (+36.7pp), uphillig (+31.3pp), and mountain biking (+30.0pp), attributes where delivery far exceeds their stated importance. However, dining (-6.3pp), historical sites (-15.7pp), and museums (-17.3pp) are the attributes where Aspen falls most notably short of importance. Critically, these three attributes are visitors' highest-priority attributes, indicating a clear area of opportunity for Aspen to focus on in messaging. In particular, Aspen visitors hold dining to a high standard on their trips, with 86.6 stating that this is an important attribute to their destination selection, but a smaller 80.3 percent agreed that Aspen actually delivers on this key attribute.
- High accommodation costs (26.2%) and gas prices (21.9%) lead as the top barriers to interest in visiting Aspen in the next year, echoing perceptions can be expensive. A desire to try somewhere new (18.3%) and travel distance (16.0%) round out the top four deterrents to interest in visiting again in the near-term.

Most visitors traveled to Aspen for **leisure, with the majority taking these trips with their **significant other** and typically choosing to **stay in vacation rentals or hotels or resorts.****

- More than half of 2025 visitors to Aspen traveled to the destination primarily for vacation and leisure. Nearly six in ten visitors (59.1%) cited vacation or leisure as the primary purpose of their most recent 2025 Aspen trip, followed distantly by a special event or festival (13.1%).
- At 72.5 percent, the largest share of visitors to Aspen in 2025 reported traveling on their most recent 2025 trip with their spouse or partner, followed distantly by friends (21.6%), children under 18 (17.7%), and/or adult children (17.1%).
- The mean length of stay has grown robustly from 5.0 days in 2022/23 to 6.0 days, when looking at respondents who stayed in paid lodging overnight, excluding campers and those visiting friends or relatives.
- Vacation rentals (43.0%) narrowly outperformed hotels or resorts (42.3%) as the top accommodation type, suggesting a competitive paid lodging landscape in Aspen. More than half of visitors who stayed in paid lodging in Aspen (53.3%) booked through third-party websites or apps, followed by direct hotel booking (42.0%). Stay Aspen Snowmass accounts for 13.7% overall.

Outdoor activities were most likely to be a **primary trip motivator**, while attractions were less likely to be a driving factor in visitors' decision to travel to Aspen in 2025.

- At nearly half of respondents, shopping (48.6%) was the most common activity reported by 2025 Aspen visitors followed distantly by hiking (28.4%), concerts (24.8%), and/or bar/nightclub (24.6%). Roughly one in five reported participating in downhill skiing/snowboarding (22.2%), going to a museum (21.0%) and/or an art gallery (20.5%). Among respondents who participated in at least one of these activities on their last 2025 Aspen trip, the largest share said that downhill skiing/snowboarding was their primary motivating activity for this trip, though this is a relatively small share of 18.2 percent. In total, 42.2 percent of these respondents reported an outdoor activity was their primary motivation for visiting Aspen, followed by 28.1 percent who selected live entertainment, suggesting that outdoor offerings play an outsized role in bringing visitors to the destination.
- For respondents who attended a festival/event on their most recent 2025 trip to Aspen, the largest share by far reported attending the Aspen Music Festival and School (45.4%), followed by the 4th of July Celebration (19.0%). A secondary tier is comprised of the FOOD & WINE Classic in Aspen (13.3%), Winterskol™ (12.6%) and Theatre Aspen Show (11.9%).
- At 85 percent, the majority of 2025 Aspen visitors went to at least one of the listed attractions on their last trip. Nearly three in ten (28.9%) went to the Aspen Art Museum, followed by the Aspen Mountain Gondola (25.6%). About one in five reported visiting the John Denver Sanctuary (21.7%) and/or Maroon Bells (19.9%). Among respondents who visited at least one of these attractions on their last 2025 Aspen trip, the relatively largest share (11.7%) said they visited the Klein Music Tent, suggesting that while the Aspen Art Museum and the Aspen Mountain Gondola were the top overall visited attractions, they are not necessarily the focus of visitors' trips to the destination. Generally, attractions were not a key driver to visiting Aspen, as 44.1 percent of those who did visit an attraction said none of these were primary motivations for making the trip.

Overall trip satisfaction, return intent, and likelihood to recommend have all declined since 2022/23, signaling a growing gap between Aspen's premium positioning and visitor expectations.

- When asked to recall their favorite memory of their Aspen trip, one in five mentioned scenic beauty (21.7%), followed by musical performances (17.6%), and skiing and snow sports (14.8%), neatly encapsulating Aspen as a place with both world-class nature and culture
- At 77.4 percent, overall trip satisfaction levels this year is a decrease of -6.3 percentage points from 83.7% in 2022/23. Aspen scored highest in satisfaction with quality of accommodations (88.6%), which has improved from 85.5% in 2022/23. On the other hand, satisfaction with hospitality and service (73.3%) declined slightly from 76.0%. Satisfaction was lowest for value for money (50.4%) and quality of transportation options (54.9%), consistent with patterns seen throughout this study.
- Nearly four in five Aspen 2025 visitors (78.2%) are likely or extremely likely to return in the future, with 65.3 percent saying they are extremely likely to do so, a strong indicator of their loyalty to Aspen as a destination. However, the top 2 box score has decreased -8.4 percentage points from 86.6 percent in 2022/23, which echoes the softening in overall trip satisfaction.
- At 52.4 percent, a majority of visitors are extremely likely to recommend Aspen, with nearly seven in ten (69.3%) reporting any likelihood to recommend Aspen to friends or family. However, this does represent a -11.4-percentage point decline from the 80.7 percent reported in 2022/23, a more pronounced drop than that seen in return intent over the same period.

Awareness of the planned 2027 airport closure is low, though most visitors anticipate no impact on their Aspen travel plans. Travel inconvenience is the top concern for those less likely to visit during the closure.

- Only about one-third of visitors to Aspen in 2025 were aware of the planned Aspen/Pitkin County Airport closure in 2027. For the most part, the closure of the airport is expected to have no impact on these visitors (66.3% neutral), though notably a larger share said they are more likely to visit Aspen in 2027 (18.6%) as a result of the closure, versus just 15.1 percent who say they are less likely.
- Expectations for less crowding drive increased likelihood in visiting Aspen in 2027 during the planned airport closure. Among those who said they are more likely to visit Aspen in 2027 because of the airport closure, by far the most commonly mentioned reason was a perception that the airport closure will result in less crowding in Aspen (30.6%).
- On the other hand, the inconveniences of navigating other modes of arrival topped the list of why visitors are less likely to come to Aspen during the planned airport closure in 2027. For those who said they are less likely to visit Aspen in 2027 on account of the planned airport closure, the top reasons cited center around driving concerns (29.7%), followed by having to use another airport (27.6%), while about one in five wrote in general concerns about inconvenience (21.6%).

Aspen visitors leverage a diverse mix of media content for both trip inspiration and general consumption, though they skew towards digital channels, namely online search and social media.

- Online search and social media are Aspen visitors' top inspiration sources, but word of mouth and visitor guides also rate highly. When asked where they turn to for travel inspiration, Aspen 2025 visitors are by far the most likely to say they use online search (52.4%), followed distantly by a mix of off- and online media channels including social media (38.4%), word of mouth (37.2%), visitor guides/brochures (36.6%) and/or online articles (36.6%). Notably, AI falls toward the bottom of the list at just 12.2 percent, suggesting this group has not yet adopted AI tools into their travel planning repertoire.
- Aspen visitors are most likely to regularly consume online news, social media, and streaming services. At over eight in ten (84.5%), the largest share of Aspen 2025 visitors read online news articles daily or weekly, followed by roughly three-fourths who use social media (77.2%) and/or watch streaming services (73.4%). These travelers generally report a diverse mix of media channels, with more than half plugging into any of these channels at least weekly, except for podcasts (44.5%), gaming (41.6%) and/or reading online lifestyle magazines (32.5%).
- At over three-fourths, the largest share of 2025 Aspen visitors typically use Facebook (78.2%), followed by two-thirds who use YouTube (66.3%) and six in ten who report using Instagram (59.6%). A notable one in three use LinkedIn (33.7%), followed by Pinterest (31.5%) and TikTok (25.2%).

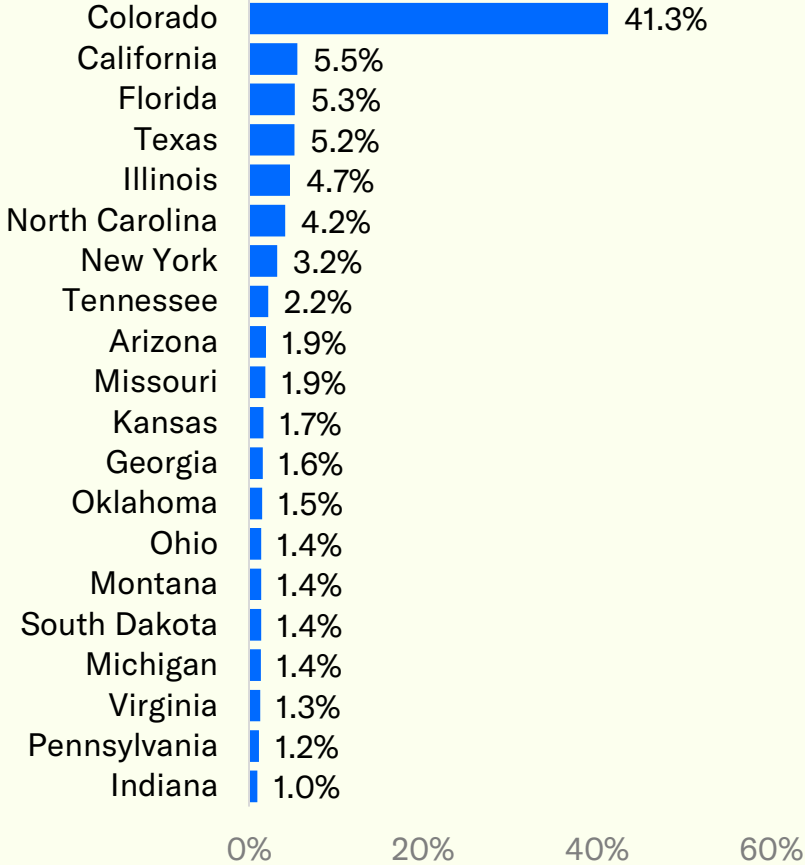
Detailed Findings

Origin Markets

Over four in ten Aspen visitors in 2025 traveled to the destination from within the state of Colorado.

At 41.3 percent, Colorado represents the largest origin state for visitors to Aspen in 2025. This is followed distantly by California (5.5%), Florida (5.3%), and Texas (5.2%). Day trippers were significantly more likely to be in-state visitors (65.9%) compared to overnight visitors (8.2%).

Top 20 Origin States



By Segment

	Overnight Visitors	Day Trippers
Colorado	8.2%	65.9%
California	9.7%	2.4%
Florida	9.0%	2.4%
Texas	8.9%	2.4%
Illinois	4.5%	4.9%
North Carolina	3.2%	4.9%
New York	7.6%	0.0%
Tennessee	1.9%	2.4%
Arizona	1.3%	2.4%
Missouri	1.1%	2.4%
Kansas	0.6%	2.4%
Georgia	3.7%	0.0%
Oklahoma	0.3%	2.4%
Ohio	3.3%	0.0%
Montana	0.0%	2.4%
South Dakota	0.0%	2.4%
Michigan	3.2%	0.0%
Virginia	3.0%	0.0%
Pennsylvania	2.7%	0.0%
Indiana	2.3%	0.0%
Base	885	41

 = statistically significantly higher than other respondents

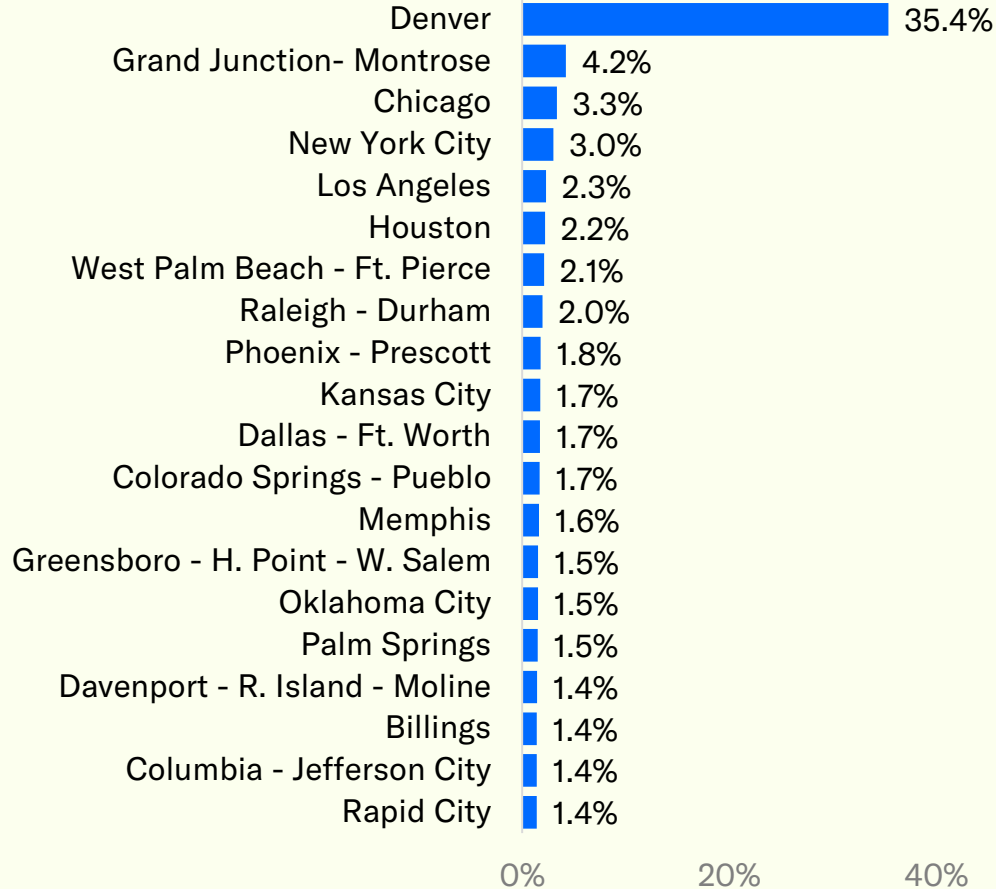
Question: What is your zip code?

Base: Total respondents (928 completed surveys).

At over one-third of visitors, Denver represents the largest origin metro market for 2025 visitors to Aspen.

Similarly, Denver is the origin metro market with the largest share of visitors at 35.4 percent, far outpacing other origin markets. More than half of day trippers (56.1%) in 2025 originated from Denver, while overnight visitors were more distributed across other major metros, led by Denver (7.5%), but followed closely by New York City (7.1%) and Los Angeles (5.4%).

Top 20 Origin Metro Markets



By Segment

	Overnight Visitors	Day Trippers
Denver	7.5%	56.1%
Grand Junction- Montrose	0.1%	7.3%
Chicago	4.6%	2.4%
New York City	7.1%	0.0%
Los Angeles	5.4%	0.0%
Houston	1.9%	2.4%
West Palm Beach - Ft. Pierce	1.7%	2.4%
Raleigh - Durham	1.3%	2.4%
Phoenix - Prescott	0.9%	2.4%
Kansas City	0.8%	2.4%
Dallas - Ft. Worth	4.1%	0.0%
Colorado Springs - Pueblo	0.6%	2.4%
Memphis	0.5%	2.4%
Greensboro - H. Point - W. Salem	0.3%	2.4%
Oklahoma City	0.3%	2.4%
Palm Springs	0.2%	2.4%
Davenport - R. Island - Moline	0.1%	2.4%
Billings	0.0%	2.4%
Columbia - Jefferson City	0.0%	2.4%
Rapid City	0.0%	2.4%
Base	885	41

 = statistically significantly higher than other respondents

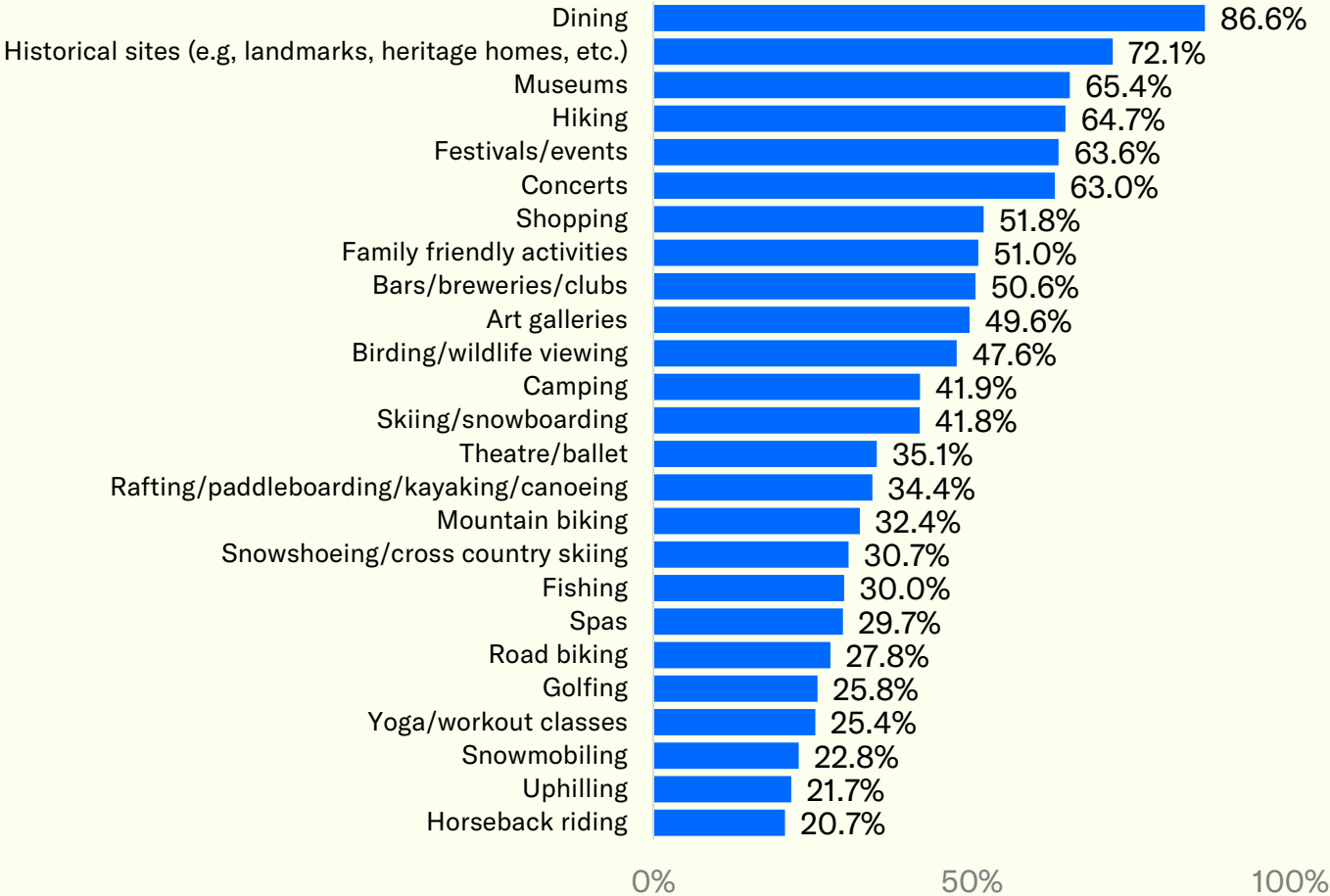
Travel Mindset

With the exception of hiking, cultural experiences and attractions rate highest for importance in destination selection among visitors.

Over eight in ten surveyed 2025 visitors to Aspen said that dining (86.6%) is an important driver to why they select a vacation destination. This is followed somewhat distantly by historical sites (72.1%), while a tertiary tier of important destination attributes is comprised of museums (65.4%), hiking (64.7%), festivals/events (63.6%), and concerts (63.0%).

Destination Attribute Importance

% Top 2 Box Importance




Question: How important are each of the following to you when selecting a destination for vacation?

Base: Total respondents (928 completed surveys).

Sustainability Minded visitors are more likely to place higher importance on outdoor activities compared to other segments.

Destination Attribute Importance by Segment

 = statistically significantly higher than other respondents

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Dining	88.0%	87.0%	98.2%	88.1%	88.8%	89.1%
Historical sites	69.7%	71.4%	69.2%	76.1%	78.4%	69.7%
Museums	57.4%	68.5%	66.0%	64.6%	74.3%	61.6%
Hiking	73.0%	63.8%	69.9%	59.1%	78.8%	74.5%
Festivals/events	60.5%	68.8%	71.7%	64.8%	76.1%	56.7%
Concerts	61.9%	70.9%	69.9%	59.4%	72.1%	60.8%
Shopping	43.6%	45.8%	48.0%	50.4%	66.9%	53.0%
Family friendly activities	41.8%	42.1%	41.9%	60.1%	68.1%	56.9%
Bars/breweries/clubs	47.6%	51.6%	55.8%	49.6%	58.5%	51.8%
Art galleries	43.5%	55.5%	57.1%	44.1%	62.3%	44.4%
Birding/wildlife viewing	52.0%	49.2%	43.1%	39.0%	63.1%	52.5%
Camping	38.2%	41.7%	37.0%	34.0%	63.7%	46.9%
Skiing/snowboarding	44.2%	41.9%	40.8%	35.0%	58.3%	52.3%
Theatre/ballet	29.9%	37.7%	32.9%	27.4%	42.3%	30.0%
Rafting/paddleboarding/kayaking/canoeing	34.6%	33.3%	32.6%	34.5%	51.1%	41.4%
Mountain biking	30.2%	29.5%	27.0%	23.1%	45.5%	39.0%
Snowshoeing/cross country skiing	27.8%	27.7%	33.5%	21.5%	47.2%	36.8%
Fishing	25.1%	23.3%	26.5%	24.4%	38.4%	30.5%
Spas	23.6%	28.2%	30.2%	27.6%	49.3%	38.9%
Road biking	20.2%	26.3%	24.1%	19.2%	39.7%	30.2%
Golfing	17.8%	20.1%	25.3%	21.1%	39.1%	25.2%
Yoga/workout classes	17.3%	20.2%	20.0%	12.6%	34.4%	29.6%
Snowmobiling	16.7%	19.1%	18.6%	16.1%	32.6%	27.2%
Uphilling	16.7%	18.1%	17.4%	11.8%	34.2%	23.2%
Horseback riding	13.6%	19.6%	18.7%	18.1%	34.3%	19.4%
Base	450	527	290	376	545	544

Question: How important are each of the following to you when selecting a destination for vacation?

Aspen visitors perceive themselves as transformative travelers who seek connection and new experiences on their trips.

Aspen visitors in 2025 are driven to travel by a desire for authentic, immersive experiences. Their most common perceptions of themselves as travelers cluster around the concept of travel as transformative and rejuvenating, with nearly eight in ten saying that preferring experiences where they can get a sense for the essence of a place, openness to new cultures, trying new things, and connecting with nature describe them well.

Values-based travel perceptions form a strong secondary tier, including supporting small businesses (71.0%), traveling off the beaten path (66.7%), and preferring slow travel (60.6%). This suggests Aspen visitors are deliberate about *how* they travel, not just where.

Travel Psychographics

% Top 2 Box "5 – Describes me perfectly" or "4"



Question: How much do each of the following statements describe you?

Base: Total respondents (928 completed surveys).

Sustainably Minded visitors are more likely to prefer to revisit destinations and are much more likely to share their travels on social media, suggesting strong loyalty as well as high potential as destination ambassadors.

Travel Psychographics by Segment ■ = statistically significantly higher than other respondents

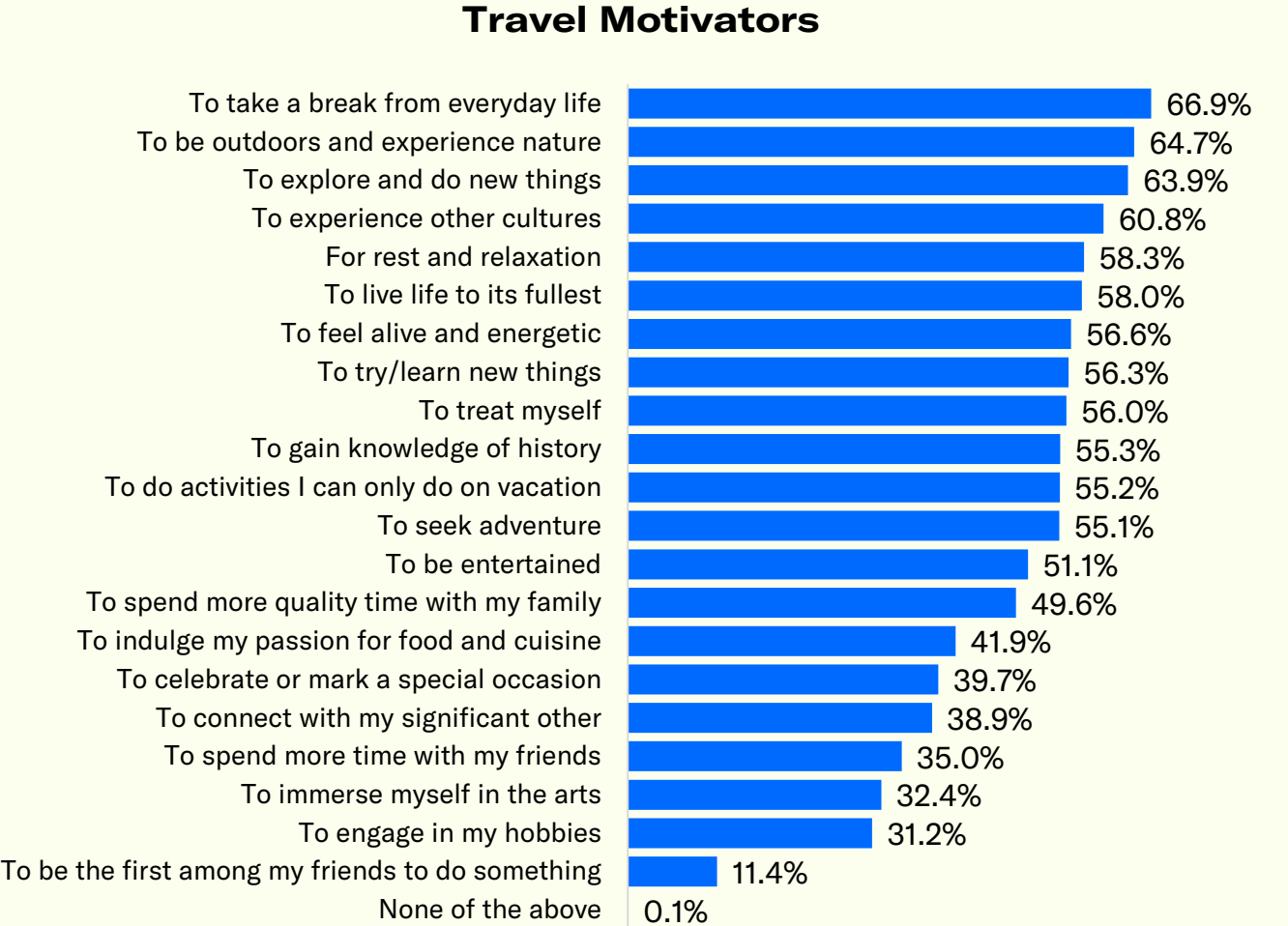
Top 2 Box "5 – Describes me perfectly" or "4"	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
I prefer experiences where I can really get a sense for the essence of a place	88.9%	83.0%	82.5%	84.1%	87.0%	86.1%
I travel to open my mind to new cultures and experiences	81.9%	82.7%	81.9%	80.8%	93.8%	87.2%
I enjoy trying new things, such as foods, experiences, and activities	85.8%	85.8%	84.0%	82.8%	92.1%	85.1%
Being outside and connecting with nature motivates me to travel	89.5%	79.4%	82.5%	80.0%	89.0%	91.1%
I make an effort to support small businesses when I travel	75.8%	71.7%	73.3%	75.2%	84.8%	75.9%
I like to travel off the beaten path	74.3%	62.8%	66.5%	70.0%	82.8%	70.5%
Building stronger connections with my family is important to why I travel	60.4%	52.0%	47.9%	81.3%	75.8%	64.1%
I am someone that others seek out for travel ideas and advice	58.0%	62.9%	63.4%	58.3%	78.2%	62.0%
I prefer slow travel over checking off a list	56.3%	61.5%	50.6%	61.4%	56.7%	53.6%
I prefer active time to down time on vacation	61.6%	50.1%	56.3%	55.8%	69.9%	66.6%
The trips I take are a point of pride for me	56.7%	52.7%	56.2%	61.9%	65.4%	59.2%
I travel to splurge on myself	40.0%	46.8%	48.9%	48.7%	62.8%	45.1%
I research the cultural and ethnic diversity of a destination before I visit	46.5%	45.9%	47.3%	39.3%	66.2%	52.9%
I prioritize visiting places with strong sustainability initiatives	43.5%	44.8%	49.0%	46.8%	100.0%	50.6%
I make an effort to support minority-owned businesses when I travel	42.0%	40.8%	37.7%	37.9%	71.1%	50.7%
I always share my travels on social media	37.5%	39.9%	38.2%	35.2%	61.1%	45.1%
I prefer not to vacation in places where the politics is sharply different from my own	41.6%	42.9%	34.9%	42.3%	50.3%	37.1%
I strongly prefer to travel to places I have been to before	25.6%	27.8%	19.1%	23.5%	44.4%	33.2%
Base	450	527	290	376	545	544

*Sample size is <100

Question: How much do each of the following statements describe you?

Aspen visitors are largely motivated by nature, discovery, and relaxation reflecting travelers who seeks renewal and transformation.

Two-thirds of Aspen visitors said they travel to take a break from everyday life (66.9%), followed by slightly smaller shares who said they travel to be outdoors and experience nature (64.7%), to explore and do new things (63.9%), and/or to experience other cultures (60.8%), reflecting their self-perceptions as people who travel for transformative and rejuvenating experiences.



0% 10% 20% 30% 40% 50% 60% 70% 80%

Question: Why do you travel? Select all that apply

Base: Total respondents (929 completed surveys).

Travel as an opportunity to relax and get away from the day-to-day is most likely to drive Outdoor Recreationalists, Arts & Culture Enthusiasts, Culinary Seekers, and Family Friendly visitors.

Travel Motivators by Segment

= statistically significantly higher than other respondents

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
To take a break from everyday life	82.3%	78.3%	84.1%	83.3%	60.8%	73.5%
To be outdoors and experience nature	100.0%	73.3%	84.3%	74.5%	64.7%	75.7%
To explore and do new things	79.7%	74.3%	79.3%	75.1%	64.6%	72.7%
To experience other cultures	75.6%	72.2%	75.6%	62.1%	61.2%	65.9%
For rest and relaxation	71.7%	66.8%	76.2%	73.2%	59.6%	63.9%
To live life to its fullest	76.5%	64.8%	79.4%	70.3%	59.7%	69.9%
To feel alive and energetic	76.6%	65.4%	75.3%	70.8%	59.1%	69.3%
To try/learn new things	72.2%	66.5%	74.8%	65.5%	56.9%	63.4%
To treat myself	65.3%	64.5%	71.4%	69.6%	56.4%	58.0%
To gain knowledge of history	68.7%	62.8%	69.4%	66.8%	55.5%	59.7%
To do activities I can only do on vacation	69.5%	62.2%	73.3%	71.5%	55.5%	58.3%
To seek adventure	71.2%	61.2%	64.5%	60.0%	55.7%	70.8%
To be entertained	57.8%	60.6%	65.4%	59.3%	40.0%	55.3%
To spend more quality time with my family	57.1%	51.0%	58.4%	100.0%	53.4%	50.8%
To indulge my passion for food and cuisine	54.5%	52.3%	100.0%	49.4%	47.3%	48.6%
To celebrate or mark a special occasion	51.9%	50.5%	57.9%	54.7%	41.7%	42.0%
To connect with my significant other	48.5%	41.2%	49.4%	55.8%	41.3%	42.0%
To spend more time with my friends	46.5%	41.4%	52.8%	51.6%	34.8%	39.9%
To immerse myself in the arts	41.7%	44.3%	48.5%	35.6%	40.3%	34.5%
To engage in my hobbies	40.0%	34.3%	45.0%	30.7%	35.6%	42.3%
To be the first among my friends to do something	11.0%	11.0%	17.1%	10.9%	12.6%	13.9%
None of the above	0.0%	0.1%	0.0%	0.0%	0.2%	0.1%
Base	453	528	291	378	547	546

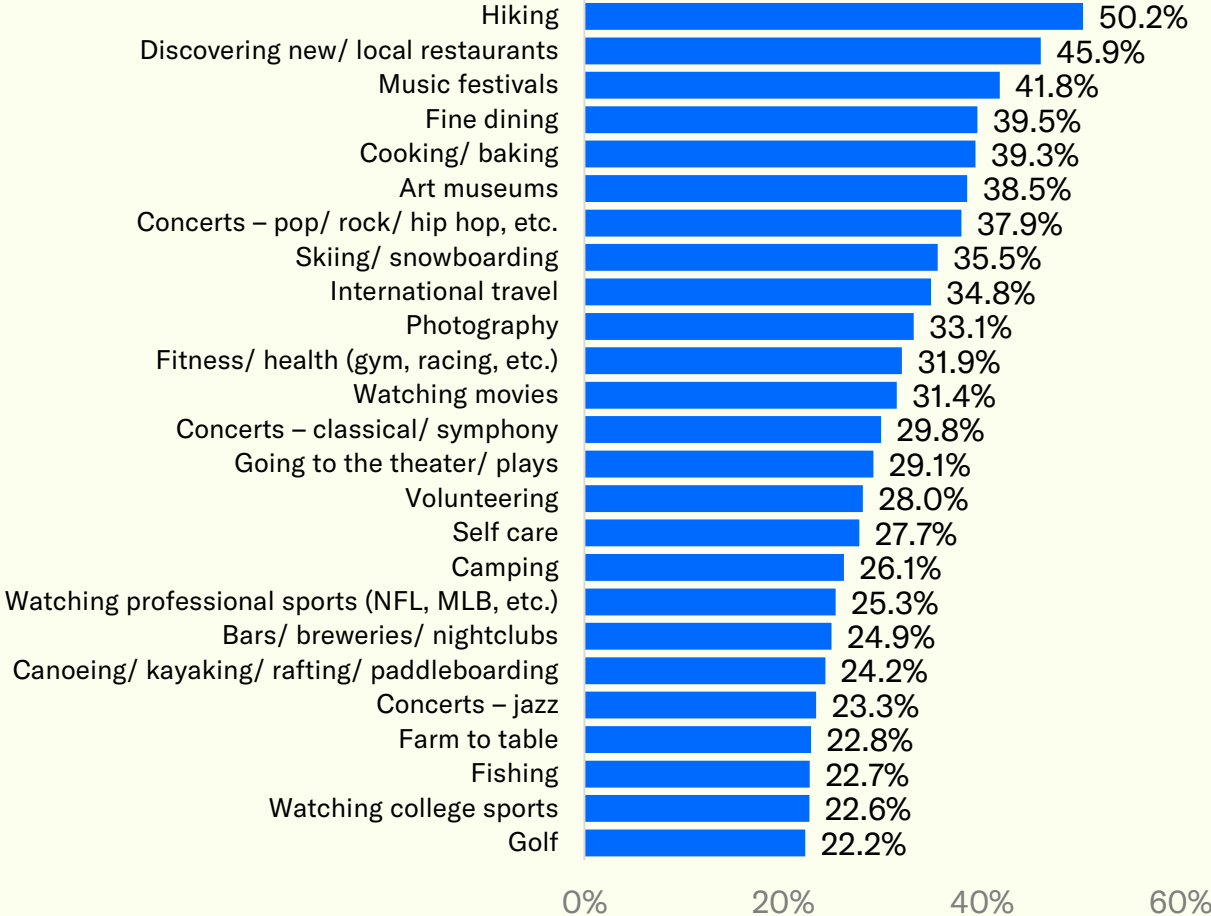
Question: Why do you travel? Select all that apply

Base: Total respondents (929 completed surveys).

Hiking and dining experiences top the list of Aspen visitors' interests in general.

Aligning with the high importance placed on hiking when it comes to choosing their vacation destinations, Aspen visitors in 2025 were most likely to select hiking as one of their personal passions or hobbies (50.2%). This was followed by discovering new/local restaurants (45.9%) and music festivals (41.8%), also reflecting the culture-centric experiential attributes they prioritize in destination selection.

Top 25 Passions & Hobbies




Question: From the list below, please select what you would consider to be a personal passion or hobby. Select all that apply.

Base: Total respondents (929 completed surveys).

Fine dining is Culinary Seekers’ top passion, while Sustainability Minded, Outdoor Recreationalists, and Health & Wellness visitors over-index for camping as a key interest.

Top 25 Passions & Hobbies by Segment

 = statistically significantly higher than other respondents

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Hiking	67.7%	51.3%	60.4%	58.2%	56.5%	64.2%
Discovering new/ local restaurants	52.2%	56.9%	66.3%	57.9%	46.8%	55.0%
Music festivals	46.5%	55.5%	47.8%	42.4%	40.4%	48.4%
Fine dining	45.8%	50.4%	67.7%	42.0%	38.5%	47.7%
Cooking/ baking	46.8%	44.1%	56.5%	45.6%	42.6%	51.1%
Art museums	46.5%	55.8%	58.0%	42.0%	44.8%	45.9%
Concerts – pop/ rock/ hip hop, etc.	45.7%	55.0%	53.8%	42.0%	43.3%	49.4%
Skiing/ snowboarding	47.2%	39.9%	51.6%	38.3%	46.3%	47.4%
International travel	41.4%	46.0%	52.4%	37.2%	33.3%	39.3%
Photography	45.9%	38.9%	50.3%	37.6%	38.3%	42.7%
Fitness/ health (gym, racing, etc.)	39.3%	32.9%	40.6%	29.4%	29.3%	55.5%
Watching movies	34.5%	32.5%	36.3%	41.1%	31.6%	37.2%
Concerts – classical/ symphony	33.4%	43.3%	35.1%	35.3%	24.8%	30.1%
Going to the theater/ plays	38.6%	42.1%	39.9%	35.2%	33.4%	33.7%
Volunteering	36.9%	31.9%	37.6%	33.2%	37.6%	38.2%
Self care	32.7%	32.1%	37.6%	33.3%	37.3%	48.0%
Camping	34.8%	29.6%	33.2%	27.7%	38.8%	34.3%
Watching professional sports (NFL, MLB, etc.)	32.4%	27.2%	36.2%	26.3%	24.0%	34.8%
Bars/ breweries/ nightclubs	30.4%	29.4%	43.7%	29.0%	24.6%	32.8%
Canoeing/ kayaking/ rafting/ paddleboarding	33.2%	27.6%	37.4%	30.3%	30.2%	36.6%
Concerts – jazz	29.1%	33.8%	39.0%	21.2%	22.4%	27.0%
Farm to table	29.9%	30.7%	40.4%	24.4%	32.8%	28.9%
Fishing	27.6%	18.7%	28.5%	30.4%	26.2%	28.6%
Watching college sports	26.8%	22.7%	24.6%	28.6%	23.0%	29.7%
Golf	27.4%	22.1%	36.1%	24.9%	20.9%	29.8%
Base	453	528	291	378	547	546

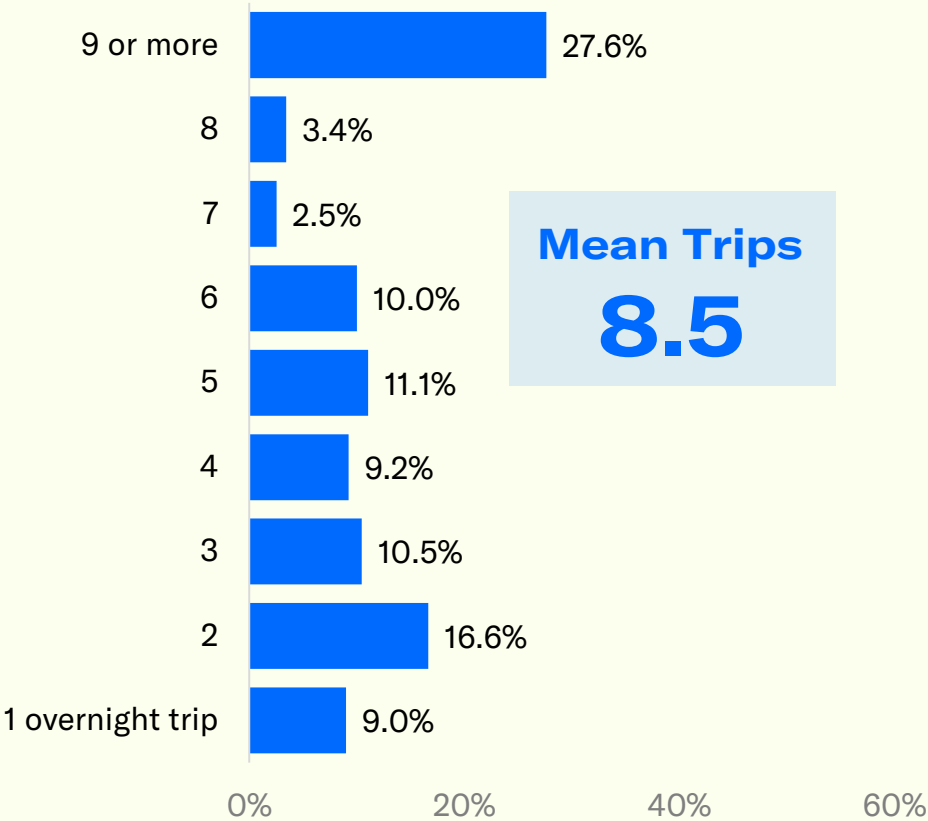
Question: From the list below, please select what you would consider to be a personal passion or hobby. Select all that apply.

Past Aspen Travel

Visitors to Aspen in 2025 have taken an average of 8.5 total overnight leisure trips since the start of 2025.

Aspen visitors are frequent travelers in general, reporting an average of 8.5 overnight leisure trips since January 2025. In fact, over one in four (27.6%) said they have taken 9 or more such trips, while fewer than one in ten (9.0%) reported only taking one. Among the segments, Outdoor Recreationalists had the highest average at 10.2 trips, while Sustainably Minded visitors had the relatively lowest average at 7.3 trips.

Total Overnight Leisure Trips since January 2025



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
9 or more	34.6%	31.3%	31.0%	30.0%	29.9%	30.9%
8	1.6%	3.9%	1.7%	1.6%	2.7%	2.0%
7	3.0%	2.9%	4.3%	3.8%	4.6%	3.7%
6	10.8%	11.0%	10.3%	13.9%	7.4%	7.9%
5	10.4%	13.0%	10.4%	9.3%	10.4%	7.6%
4	10.4%	8.9%	10.4%	10.2%	10.4%	10.2%
3	8.8%	8.4%	10.4%	7.6%	9.2%	11.8%
2	13.8%	14.5%	16.0%	12.2%	17.3%	15.5%
1 overnight trip	6.6%	6.2%	5.5%	11.5%	8.0%	10.3%
Mean Trips	10.2	9.5	9.8	9.1	7.3	9.0
Base	452	528	290	378	547	546

= statistically significantly higher than other respondents

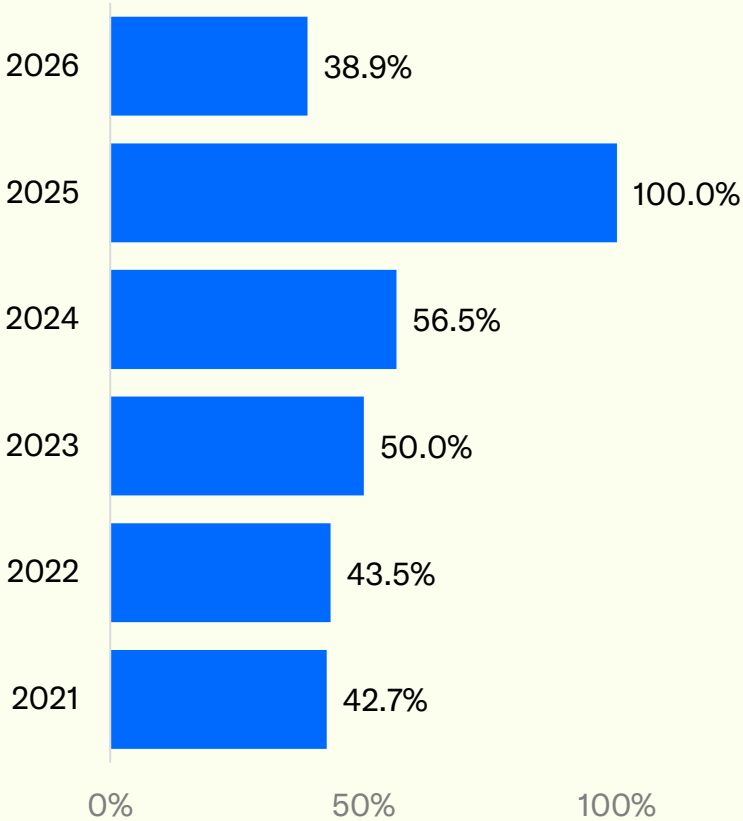
Question: How many overnight leisure trips have you taken at least 50 miles from home since January 2025?

Base: Total respondents (928 completed surveys).

Aspen has a highly loyal repeat visitor base, with more than half of 2025 visitors also reporting a trip to the destination in 2024.

In addition to trips to Aspen in 2025, these visitors were most likely to also have traveled to Aspen in 2024 (56.5%). Data was collected in March and April of 2026, but a sizeable share (38.9%) said they had already taken subsequent trips to Aspen in 2026 at the time of survey. At least half of Outdoor Recreationalists, Arts & Culture Enthusiasts, and Culinary Seekers reported visiting Aspen at least once a year between 2021 and 2024.

Year of Past Aspen Visitation



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
2026	48.9%	48.1%	61.4%	49.4%	46.8%	42.9%
2025	100%	100%	100%	100%	100%	100%
2024	68.9%	66.6%	75.1%	64.1%	57.6%	61.4%
2023	66.5%	60.9%	69.5%	54.9%	48.7%	51.5%
2022	59.3%	54.4%	66.3%	48.9%	38.7%	46.7%
2021	56.6%	53.7%	60.2%	46.3%	40.6%	41.6%
Base	453	528	291	378	547	546

= statistically significantly higher than other respondents

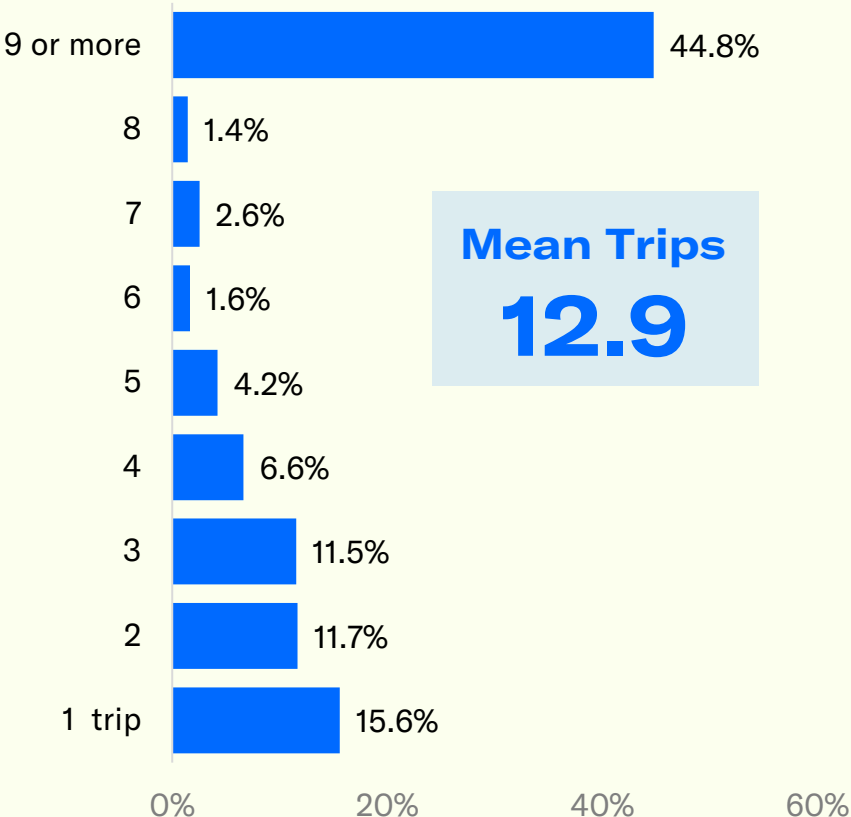
Question: In which year(s) have you visited the Aspen area? Include both day and overnight trips. Select all that apply.

Base: Total respondents (929 completed surveys).

Reflecting their high loyalty to Aspen, these visitors have taken an average of 12.9 trips to the destination in their adult lifetime.

As noted previously, these travelers are highly loyal to Aspen as a destination, with a reported average of 12.9 trips taken to the destination as an adult. More than four in ten (44.8%) have taken 9 or more trips to the destination, with the highest averages reported by Culinary Seekers (18.0 trips), Outdoor Recreationalists (16.4 trips), and Arts & Culture Enthusiasts (16.0 trips).

Lifetime Trips to Aspen



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
9 or more	58.8%	55.8%	63.4%	54.1%	45.9%	46.5%
8	1.7%	1.5%	1.6%	1.8%	2.6%	1.7%
7	3.0%	3.2%	0.4%	1.4%	1.2%	3.8%
6	1.7%	1.2%	1.3%	1.3%	2.0%	1.6%
5	1.8%	4.3%	3.3%	1.6%	4.4%	3.5%
4	4.6%	8.0%	5.7%	2.9%	5.3%	6.6%
3	9.0%	11.7%	5.7%	12.1%	10.7%	9.8%
2	8.4%	5.0%	3.6%	7.5%	15.2%	12.8%
1 trip	10.9%	9.2%	15.0%	17.4%	12.6%	13.6%
Mean Trips	16.4	16.0	18.0	15.1	13.3	13.3
Base	453	528	291	378	547	546

 = statistically significantly higher than other respondents

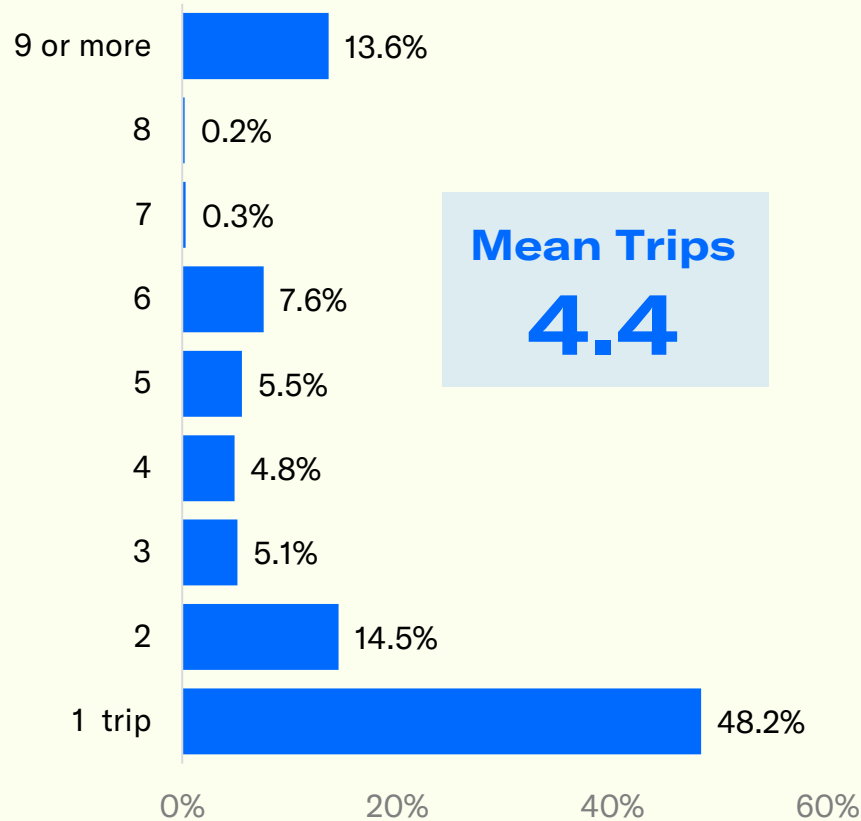
Question: How many trips to Aspen have you made as an adult (i.e., since age 18 or older)?

Base: Total respondents (929 completed surveys).

Just over half of Aspen visitors surveyed took at least two trips to the destination in 2025.

Just within the year of 2025, visitors to Aspen reported an average of 4.4 trips taken to the destination, though just under half (48.2%) reported only taking one trip in the year. Among the segments, the highest average number of 2025 trips to Aspen was reported by Sustainably Minded visitors (5.7), followed by Outdoor Recreationalists (5.5 trips) and Culinary Seekers (5.5 trips).

2025 Trips to Aspen



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
9 or more	18.2%	17.2%	21.3%	20.6%	17.3%	11.3%
8	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
7	0.3%	0.2%	0.0%	0.1%	0.4%	0.1%
6	11.4%	8.6%	13.6%	8.8%	10.8%	12.7%
5	7.4%	7.0%	7.7%	3.8%	5.4%	6.5%
4	1.4%	5.8%	1.3%	1.5%	6.9%	4.3%
3	4.8%	5.2%	1.4%	2.9%	8.8%	6.4%
2	13.5%	15.9%	15.8%	10.7%	12.0%	16.2%
1 trip	43.0%	40.0%	38.7%	51.6%	38.3%	42.5%
Mean Trips	5.5	5.2	5.5	5.3	5.7	4.2
Base	453	528	291	378	547	546

= statistically significantly higher than other respondents

Question: In just 2025, how many trips to Aspen have you made for any reason?

Base: Total respondents (929 completed surveys).

Aspen 2025 visitation followed a seasonal pattern, peaking in summer and winter with softer shoulder seasons in spring and fall.

Visitors to Aspen in 2025 were asked to share which months they took a trip to Aspen, and results indicate clear seasonality, with April and May as well as November and December forming shoulder seasons around higher winter and summer season visitation. Outdoor Recreationalists and Culinary Seekers are the most summer-skewed segments, with both peaking strongly in July and August, while Sustainably Minded visitors index notably higher in January and February, suggesting a stronger affinity for the winter season relative to other groups.

Months Visited Aspen in 2025



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
January 2025	33.8%	35.3%	38.8%	34.9%	43.6%	30.4%
February 2025	37.2%	32.4%	40.6%	31.8%	37.7%	33.3%
March 2025	31.3%	27.3%	39.5%	32.5%	38.2%	27.0%
April 2025	25.3%	23.5%	27.6%	20.6%	26.8%	22.9%
May 2025	27.4%	28.4%	36.9%	29.3%	36.8%	26.7%
June 2025	43.8%	38.7%	43.6%	40.4%	31.3%	35.0%
July 2025	49.9%	51.3%	51.4%	44.4%	36.2%	38.3%
August 2025	53.5%	50.1%	54.9%	47.3%	37.9%	43.2%
September 2025	40.8%	37.7%	48.5%	40.8%	48.3%	40.5%
October 2025	33.1%	33.8%	38.7%	33.7%	32.9%	27.6%
November 2025	22.9%	23.0%	26.9%	23.8%	26.8%	22.2%
December 2025	30.5%	28.0%	39.6%	26.2%	28.4%	25.0%
Base	453	528	291	378	547	546

= statistically significantly higher than other respondents

Question: In which month(s) did you visit Aspen? (Select all in which you visited for any reason).

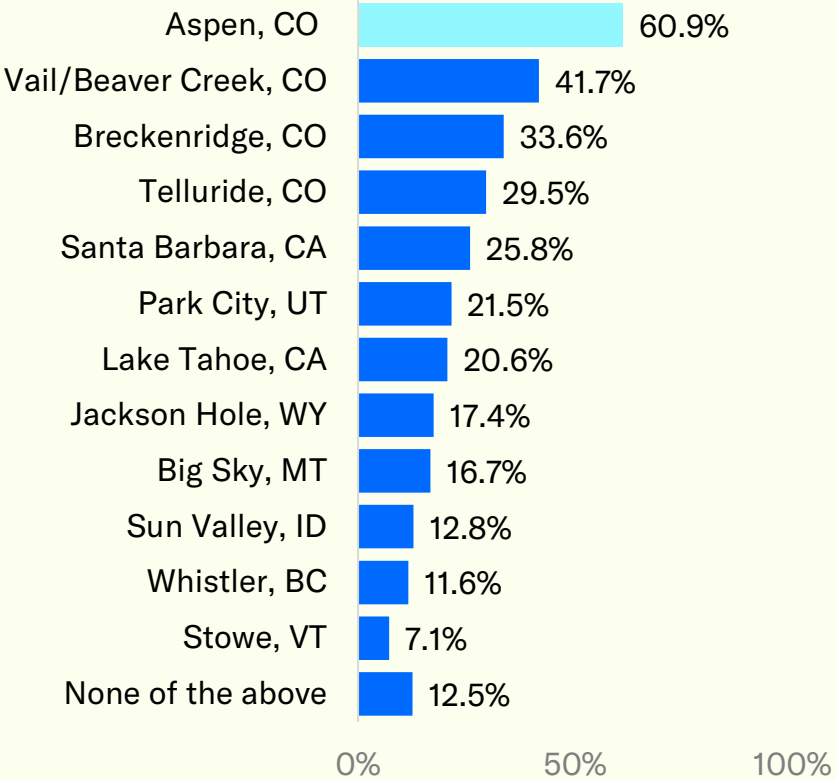
Base: Total respondents (929 completed surveys).

Competitor Set

Aspen leads the competitive set for past visitation by a wide margin, trailed distantly by other Colorado destinations.

Six in ten visitors to Aspen reported an overnight leisure trip to Aspen in the past five years, well ahead of second-place Vail/Beaver Creek (41.7%). Breckenridge (33.6%) and Telluride (29.5%) are the next closest competitor destinations for recent overnight leisure visitation, suggesting the field of true competitors is relatively narrow and tend to cluster around other Colorado destinations. Among the segments, Aspen outperforms other competitor destinations, though Health & Wellness visitors were statistically more likely than other respondents to say they have visited Sun Valley for an overnight leisure trip in the past five years (17.9%).

Competitor Destinations – Past 5-Year Visitation



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Aspen, CO	66.4%	69.5%	68.7%	57.3%	62.7%	69.3%
Vail/Beaver Creek, CO	45.7%	46.6%	57.5%	41.6%	50.2%	45.2%
Breckenridge, CO	36.5%	39.4%	40.4%	30.7%	40.6%	36.2%
Telluride, CO	29.5%	30.8%	30.5%	27.3%	34.2%	31.4%
Santa Barbara, CA	24.9%	24.7%	32.5%	28.4%	33.2%	28.1%
Park City, UT	18.6%	21.0%	21.8%	22.8%	27.1%	26.9%
Lake Tahoe, CA	18.6%	20.0%	23.0%	17.6%	29.6%	23.1%
Jackson Hole, WY	13.6%	18.2%	14.2%	15.3%	19.7%	13.8%
Big Sky, MT	17.0%	15.6%	14.2%	15.5%	18.8%	16.8%
Sun Valley, ID	14.4%	12.7%	14.0%	14.5%	21.2%	17.9%
Whistler, BC	11.6%	11.8%	17.2%	12.0%	14.3%	11.3%
Stowe, VT	3.3%	7.3%	4.3%	4.8%	8.8%	6.8%
None of the above	14.6%	14.1%	11.9%	15.7%	9.7%	9.7%
Base	453	528	291	378	547	546

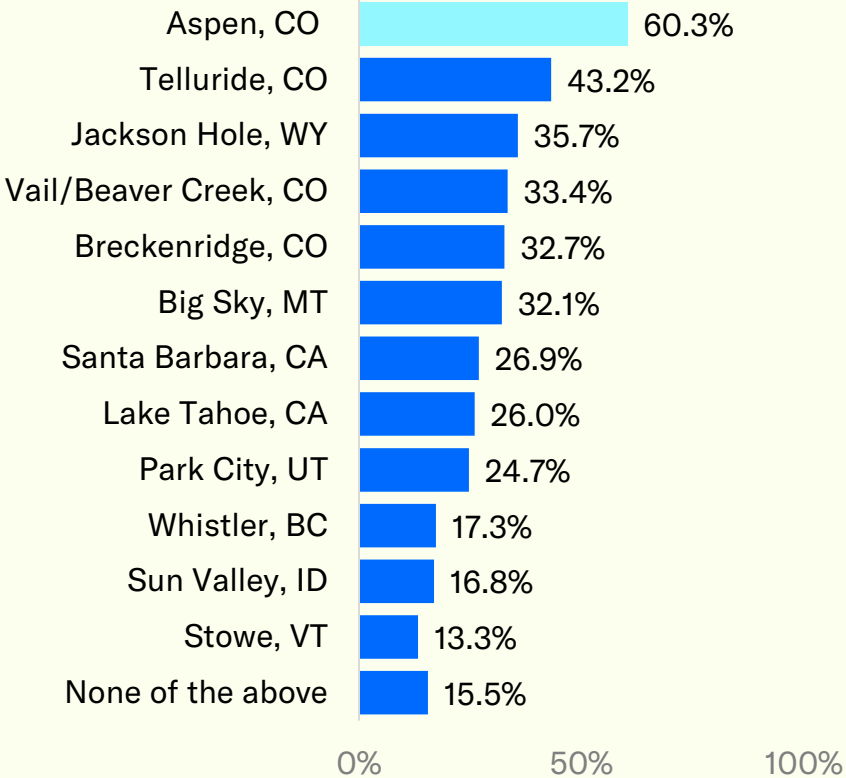
= statistically significantly higher than other respondents

Question: Which of the following destinations have you visited overnight for leisure in the past five years? Select all that apply.

Aspen maintains its lead in future travel intent, though Telluride emerges as the closest competitor among the set.

Aspen tops the set at 60.3 percent saying they are interested in visiting in the next year, but the competitive picture shifts notably compared to past visitation. Telluride jumps to second place (43.2%), ahead of Vail/Beaver Creek (33.4%). Jackson Hole (35.7%) also ranks higher on future intent than past visits, pointing to growing competitive pressure from Wyoming. Health & Wellness visitors show the strongest future intent toward Aspen (74.4%) and are also statistically more likely to be interested in visiting Big Sky and Whistler, indicating a broad appetite for premium mountain experiences, while Sustainably Minded visitors show significantly higher interest in Lake Tahoe.

Competitor Destinations – Interested in Visiting Next Year



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Aspen, CO	65.2%	66.0%	72.8%	67.1%	70.0%	74.4%
Telluride, CO	49.4%	49.1%	46.5%	45.4%	47.2%	50.0%
Jackson Hole, WY	40.2%	36.6%	46.2%	36.9%	36.1%	40.2%
Vail/Beaver Creek, CO	38.0%	34.6%	36.2%	37.2%	39.5%	41.2%
Breckenridge, CO	34.6%	33.9%	31.4%	33.1%	37.7%	34.4%
Big Sky, MT	38.1%	34.4%	40.1%	31.4%	37.6%	43.6%
Santa Barbara, CA	25.2%	28.8%	36.1%	24.5%	34.8%	27.9%
Lake Tahoe, CA	25.4%	28.1%	30.3%	29.5%	39.8%	31.2%
Park City, UT	26.6%	25.5%	23.9%	22.7%	29.2%	26.8%
Whistler, BC	17.9%	19.8%	20.8%	22.1%	26.5%	24.8%
Sun Valley, ID	17.8%	18.2%	9.6%	18.9%	27.4%	19.3%
Stowe, VT	14.3%	13.5%	13.6%	13.4%	17.5%	19.3%
None of the above	13.7%	13.7%	7.9%	18.3%	5.3%	8.6%
Base	453	528	291	378	547	546

= statistically significantly higher than other respondents

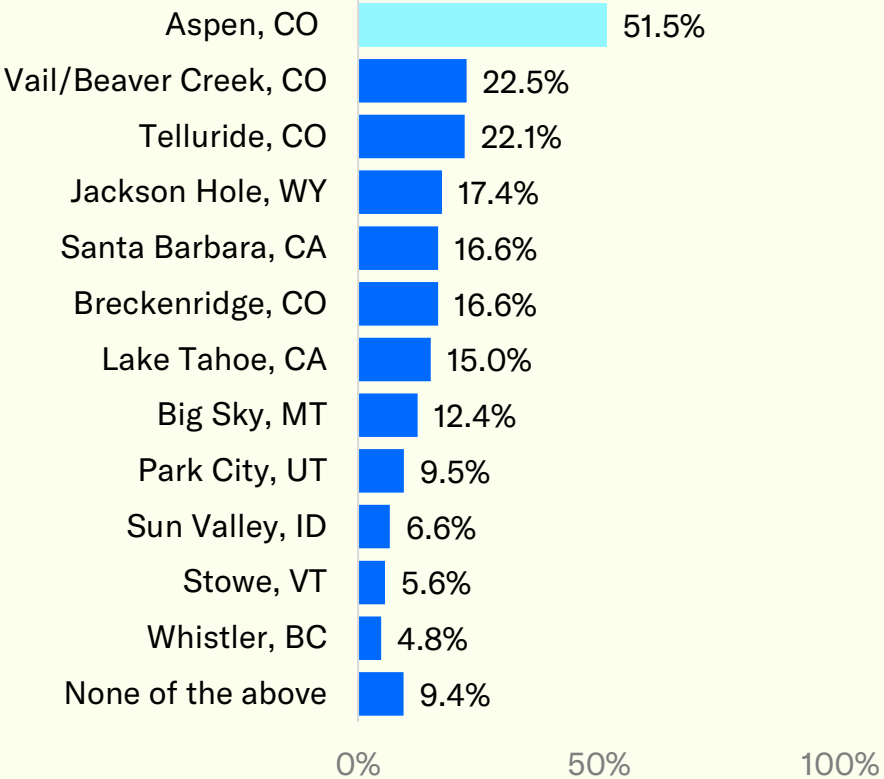
Question: Which of the following destinations are you interested in visiting overnight for leisure in the next 12 months? Select all that apply.

Base: Total respondents (929 completed surveys).

Among these loyal visitors, Aspen converts interest into travel plans at a rate that far outpaces the competitive set.


In terms of likely to convert interest to trip planning, Aspen's lead widens considerably, with more than half (51.5%) planning to visit in the next year, more than double Vail/Beaver Creek (22.5%) and Telluride (22.1%). Aspen occupies a distinct place at the top of the planning consideration set, likely tying back to these visitors' strong loyalty to the destination. Among the segments, Culinary Seekers reported the strongest planning intent for Aspen (62.6%), followed by Health & Wellness visitors (58.0%). Sustainably Minded visitors are the only segment to index significantly higher for Whistler.

Competitor Destinations – Planning to Visit in the Next Year



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Aspen, CO	55.1%	56.3%	62.6%	53.2%	54.8%	58.0%
Vail/Beaver Creek, CO	25.0%	23.7%	25.8%	23.3%	24.7%	24.2%
Telluride, CO	21.1%	22.5%	15.1%	20.5%	23.9%	21.1%
Jackson Hole, WY	15.3%	17.3%	22.6%	17.5%	17.0%	12.8%
Santa Barbara, CA	13.2%	16.4%	17.0%	11.5%	19.1%	14.0%
Breckenridge, CO	11.5%	16.4%	8.7%	14.6%	15.4%	13.4%
Lake Tahoe, CA	12.3%	13.4%	13.7%	13.0%	21.2%	14.5%
Big Sky, MT	9.9%	12.9%	13.5%	9.7%	13.0%	9.9%
Park City, UT	6.2%	6.9%	6.3%	8.2%	13.0%	9.5%
Sun Valley, ID	4.9%	6.9%	3.9%	7.9%	7.4%	5.5%
Stowe, VT	4.1%	5.7%	5.4%	2.9%	5.8%	7.0%
Whistler, BC	3.5%	3.7%	2.8%	3.5%	7.5%	4.5%
None of the above	11.1%	10.4%	4.4%	11.3%	7.9%	11.9%
Base	435	501	277	356	527	527

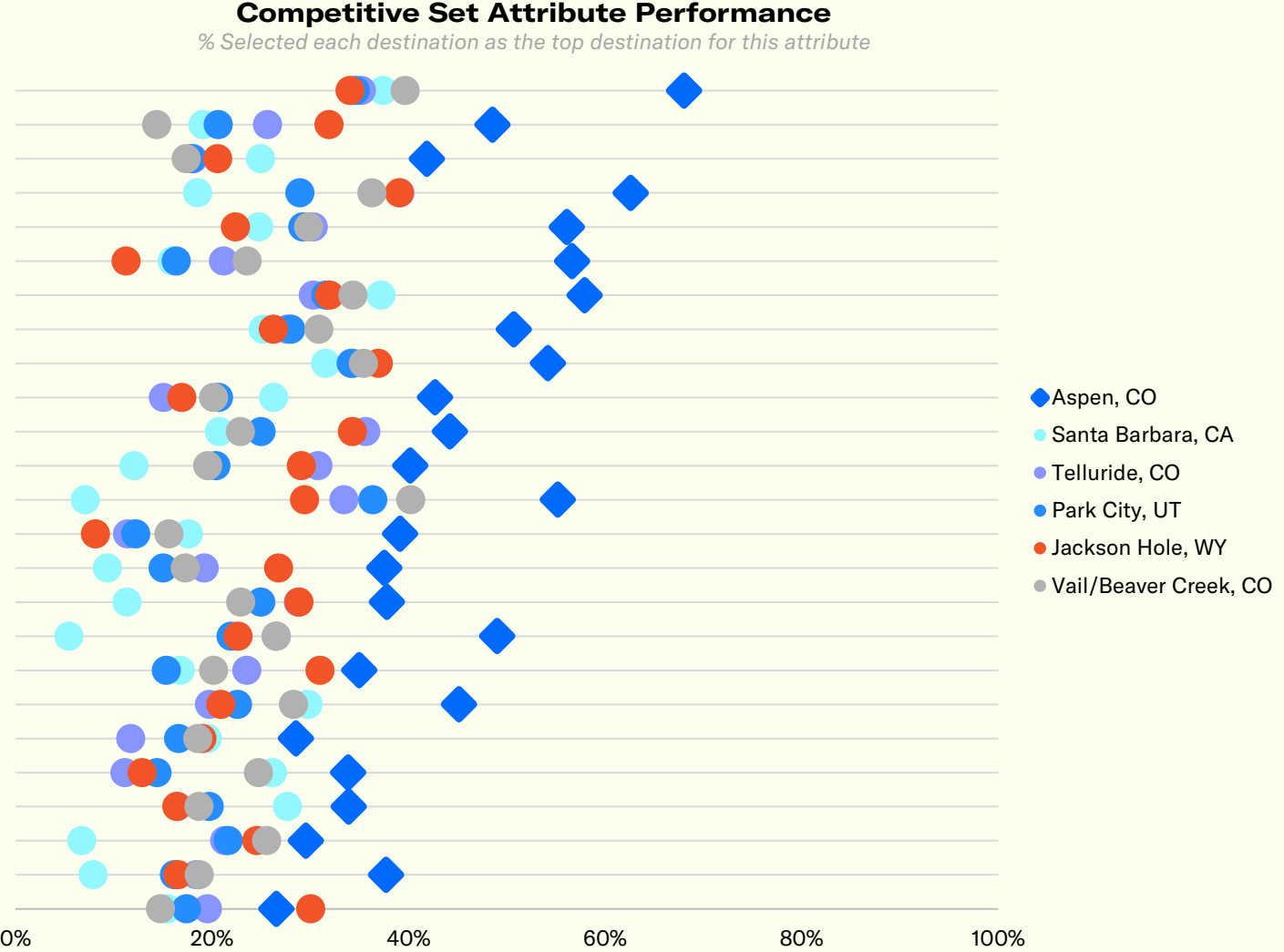
 = statistically significantly higher than other respondents

Question: Which of the following destinations are you planning to visit overnight for leisure in the next 12 months? Select all that apply.

Base: Respondents who said they are interested in visiting at least one destination in the next 12 months (884 completed surveys).

Aspen leads the competitive set across nearly every attribute, with its strongest advantages in the high-importance attributes of dining, hiking, and shopping.

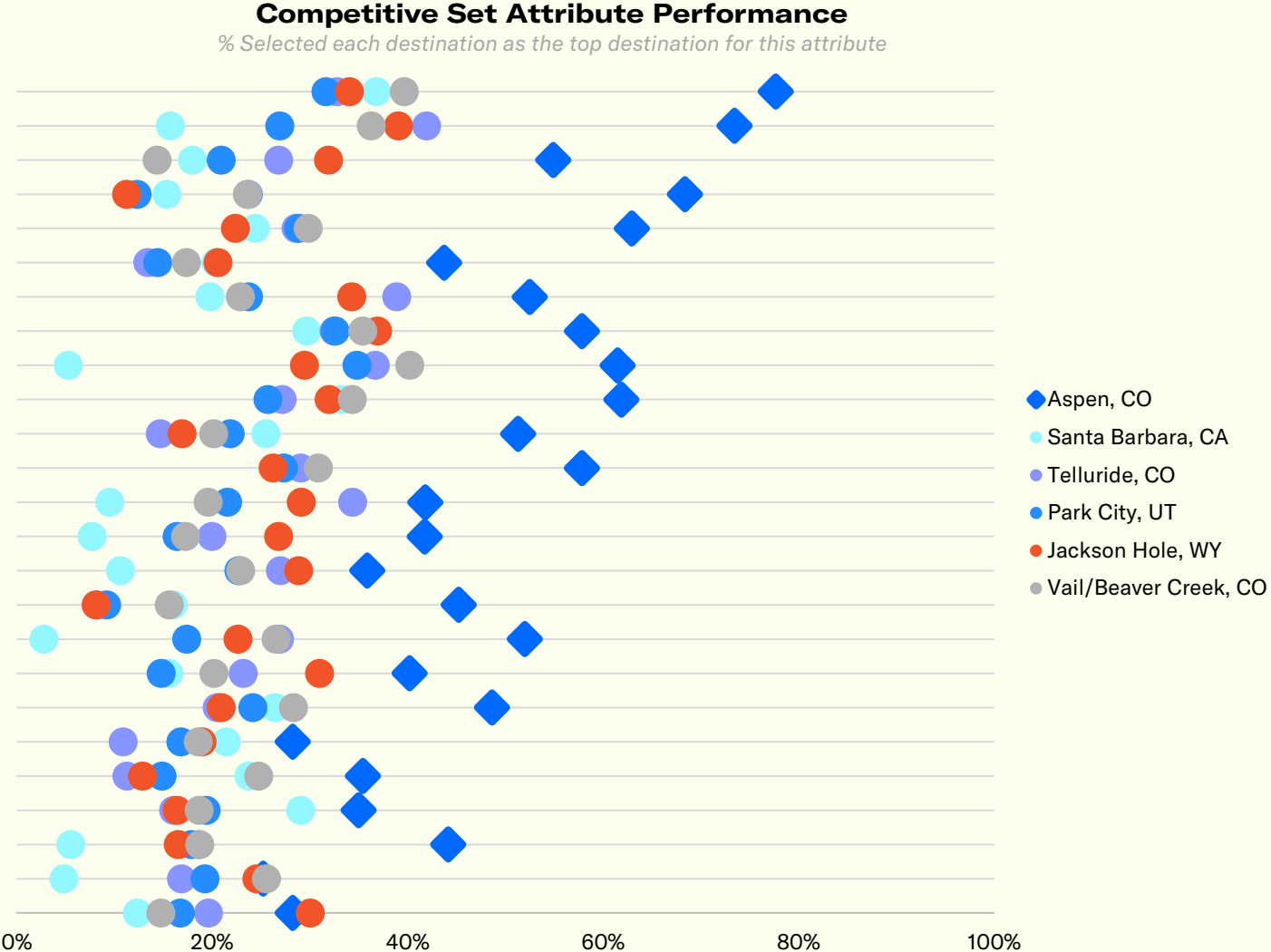
	Attribute Importance
Dining	86.6%
Historical sites	72.1%
Museums	65.4%
Hiking	64.7%
Festivals/events	63.6%
Concerts	63.0%
Shopping	51.8%
Family friendly activities	51.0%
Bars/breweries/clubs	50.6%
Art galleries	49.6%
Birding/wildlife viewing	47.6%
Camping	41.9%
Skiing/snowboarding	41.8%
Theatre/ballet	35.1%
Rafting/paddleboarding/kayaking/canoeing	34.4%
Mountain biking	32.4%
Snowshoeing/cross country skiing	30.7%
Fishing	30.0%
Spas	29.7%
Road biking	27.8%
Golfing	25.8%
Yoga/workout classes	25.4%
Snowmobiling	22.8%
Uphilling	21.7%
Horseback riding	20.7%



Question: For each attribute below, please select the destination(s) that most closely reflect that attribute, whether you have been before or not.

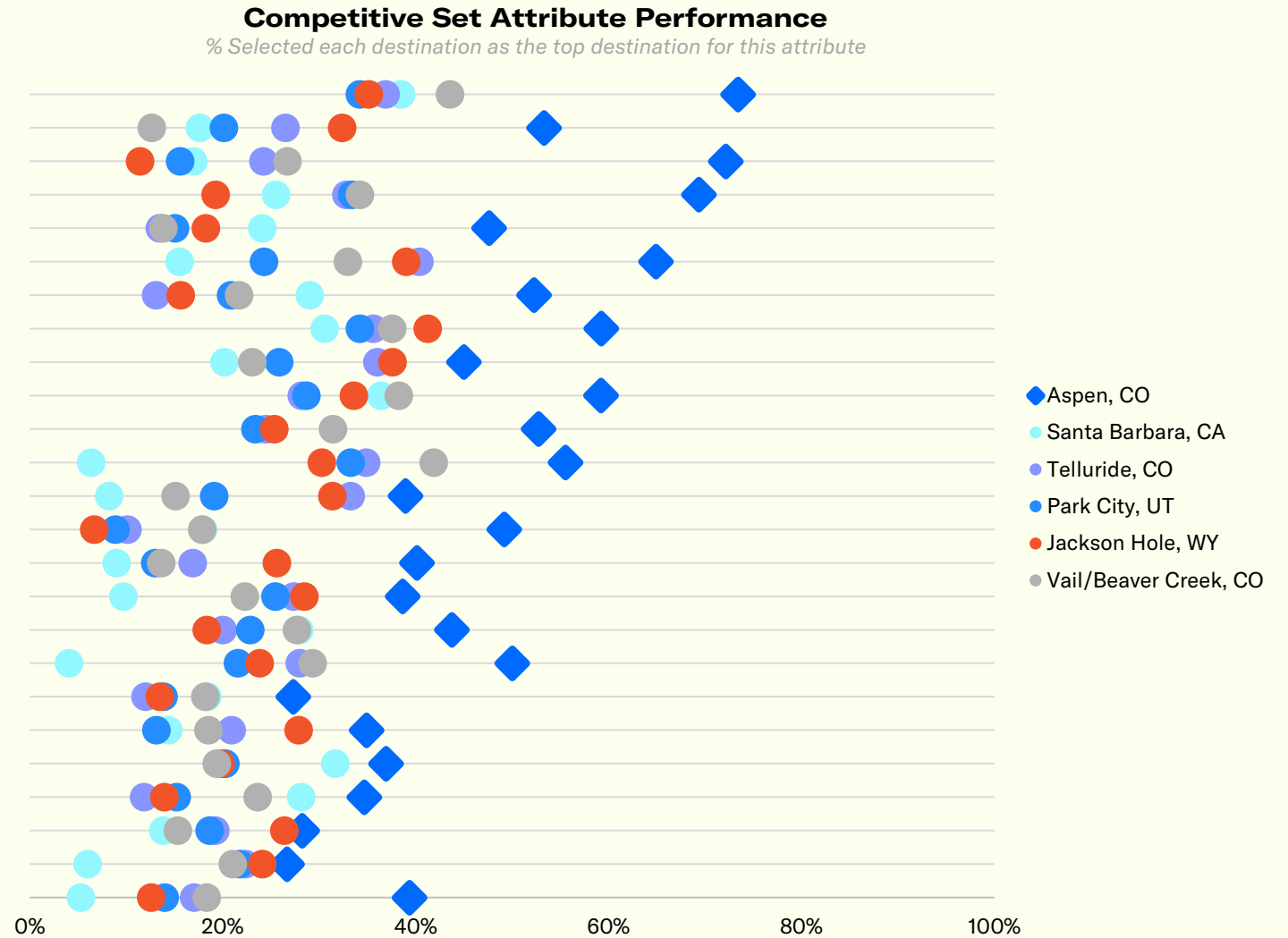
Outdoor Recreationalists were most likely to select Aspen as the best destination for key attributes of dining, hiking, and concerts.

	Attribute Importance
Dining	88.0%
Hiking	73.0%
Historical sites	69.7%
Concerts	61.9%
Festivals/events	60.5%
Museums	57.4%
Birding/wildlife viewing	52.0%
Bars/breweries/clubs	47.6%
Skiing/snowboarding	44.2%
Shopping	43.6%
Art galleries	43.5%
Family friendly activities	41.8%
Camping	38.2%
Rafting/paddleboarding/kayaking/canoeing	34.6%
Mountain biking	30.2%
Theatre/ballet	29.9%
Snowshoeing/cross country skiing	27.8%
Fishing	25.1%
Spas	23.6%
Road biking	20.2%
Golfing	17.8%
Yoga/workout classes	17.3%
Uphilling	16.7%
Snowmobiling	16.7%
Horseback riding	13.6%



Aspen leads across all attributes for Arts & Culture Enthusiasts, with the highest ratings for dining, concerts, and museums.

	Attribute Importance
Dining	87.0%
Historical sites	71.4%
Concerts	70.9%
Festivals/events	68.8%
Museums	68.5%
Hiking	63.8%
Art galleries	55.5%
Bars/breweries/clubs	51.6%
Birding/wildlife viewing	49.2%
Shopping	45.8%
Family friendly activities	42.1%
Skiing/snowboarding	41.9%
Camping	41.7%
Theatre/ballet	37.7%
Rafting/paddleboarding/kayaking/canoeing	33.3%
Mountain biking	29.5%
Spas	28.2%
Snowshoeing/cross country skiing	27.7%
Road biking	26.3%
Fishing	23.3%
Yoga/workout classes	20.2%
Golfing	20.1%
Horseback riding	19.6%
Snowmobiling	19.1%
Uphilling	18.1%

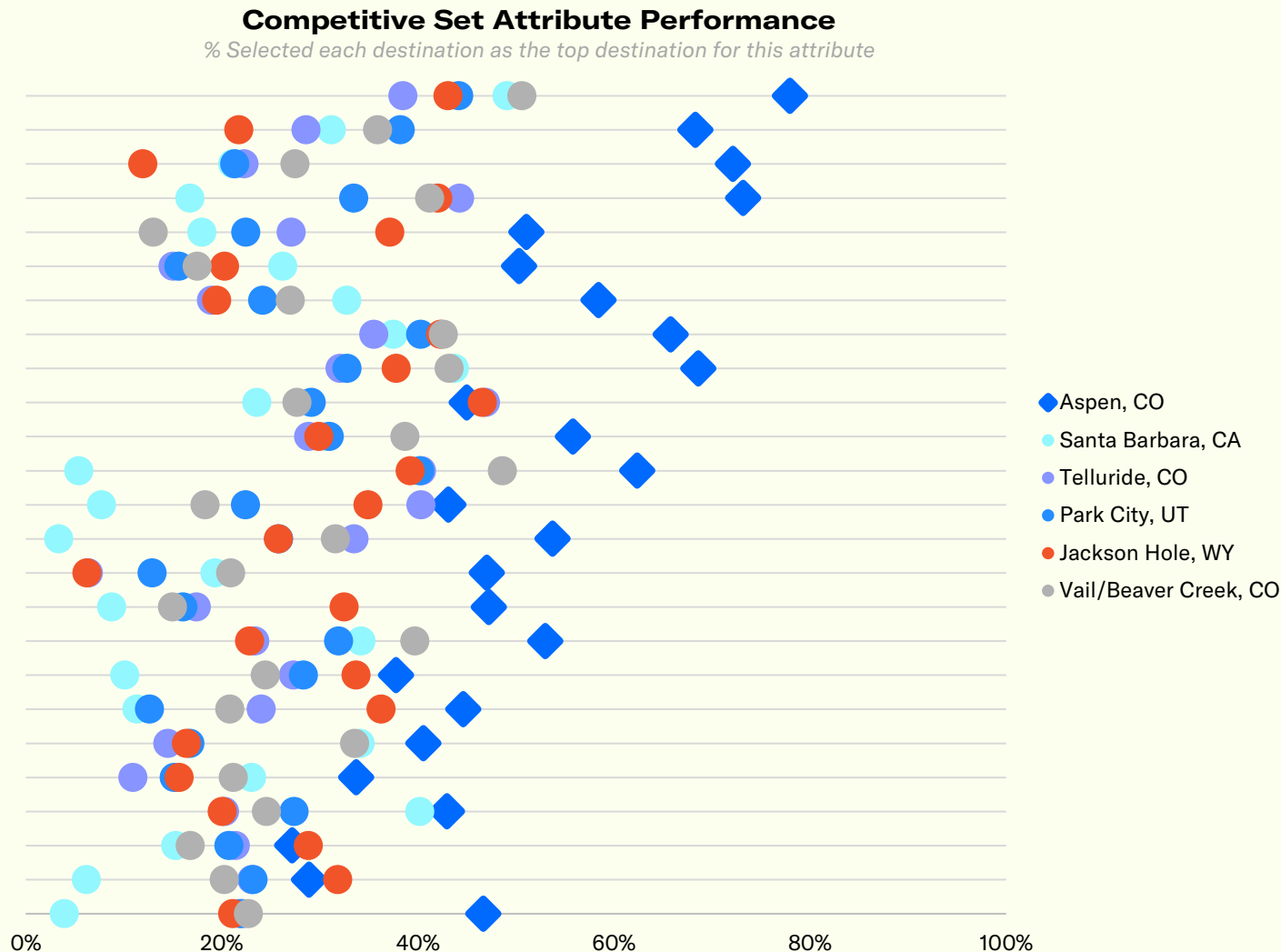


Question: For each attribute below, please select the destination(s) that most closely reflect that attribute, whether you have been before or not.

Base: Arts & Culture Enthusiasts (528 completed surveys).

Among Culinary Seekers, Aspen's advantage is most pronounced in this segments' topmost-important attribute of dining, leading competitors by the widest margin in the entire set.

	Attribute Importance
Dining	98.2%
Festivals/events	71.7%
Concerts	69.9%
Hiking	69.9%
Historical sites	69.2%
Museums	66.0%
Art galleries	57.1%
Bars/breweries/clubs	55.8%
Shopping	48.0%
Birding/wildlife viewing	43.1%
Family friendly activities	41.9%
Skiing/snowboarding	40.8%
Camping	37.0%
Snowshoeing/cross country skiing	33.5%
Theatre/ballet	32.9%
Rafting/paddleboarding/kayaking/canoeing	32.6%
Spas	30.2%
Mountain biking	27.0%
Fishing	26.5%
Golfing	25.3%
Road biking	24.1%
Yoga/workout classes	20.0%
Horseback riding	18.7%
Snowmobiling	18.6%
Uphilling	17.4%

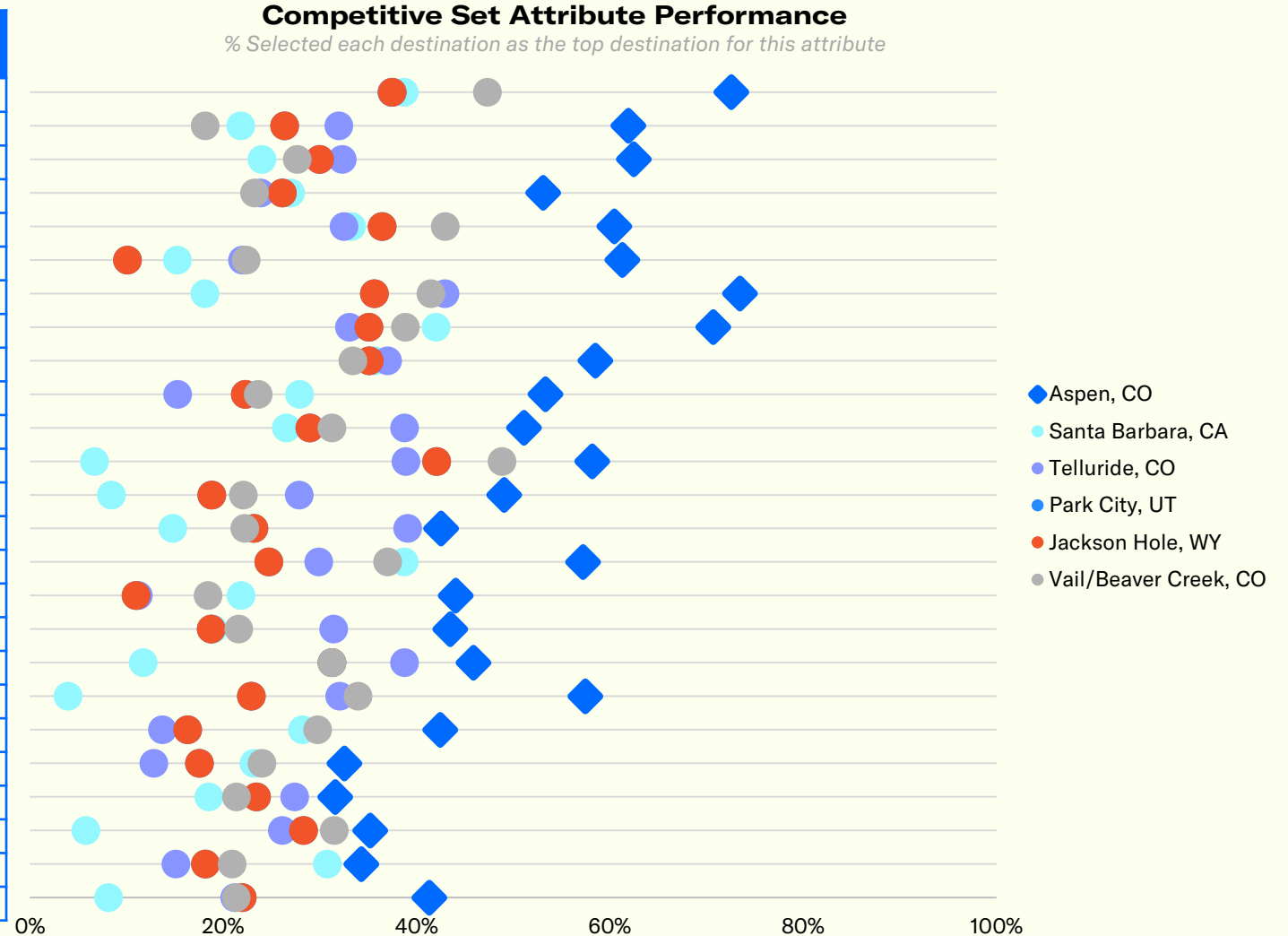


Question: For each attribute below, please select the destination(s) that most closely reflect that attribute, whether you have been before or not.

Base: Culinary Seekers (291 completed surveys).

Aspen leads the competitive set for Family Friendly visitors across all attributes, with top rankings for dining, hiking, and shopping.

	Attribute Importance
Dining	88.1%
Historical sites	76.1%
Festivals/events	64.8%
Museums	64.6%
Family friendly activities	60.1%
Concerts	59.4%
Hiking	59.1%
Shopping	50.4%
Bars/breweries/clubs	49.6%
Art galleries	44.1%
Birding/wildlife viewing	39.0%
Skiing/snowboarding	35.0%
Rafting/paddleboarding/kayaking/canoeing	34.5%
Camping	34.0%
Spas	27.6%
Theatre/ballet	27.4%
Fishing	24.4%
Mountain biking	23.1%
Snowshoeing/cross country skiing	21.5%
Golfing	21.1%
Road biking	19.2%
Horseback riding	18.1%
Snowmobiling	16.1%
Yoga/workout classes	12.6%
Uphilling	11.8%

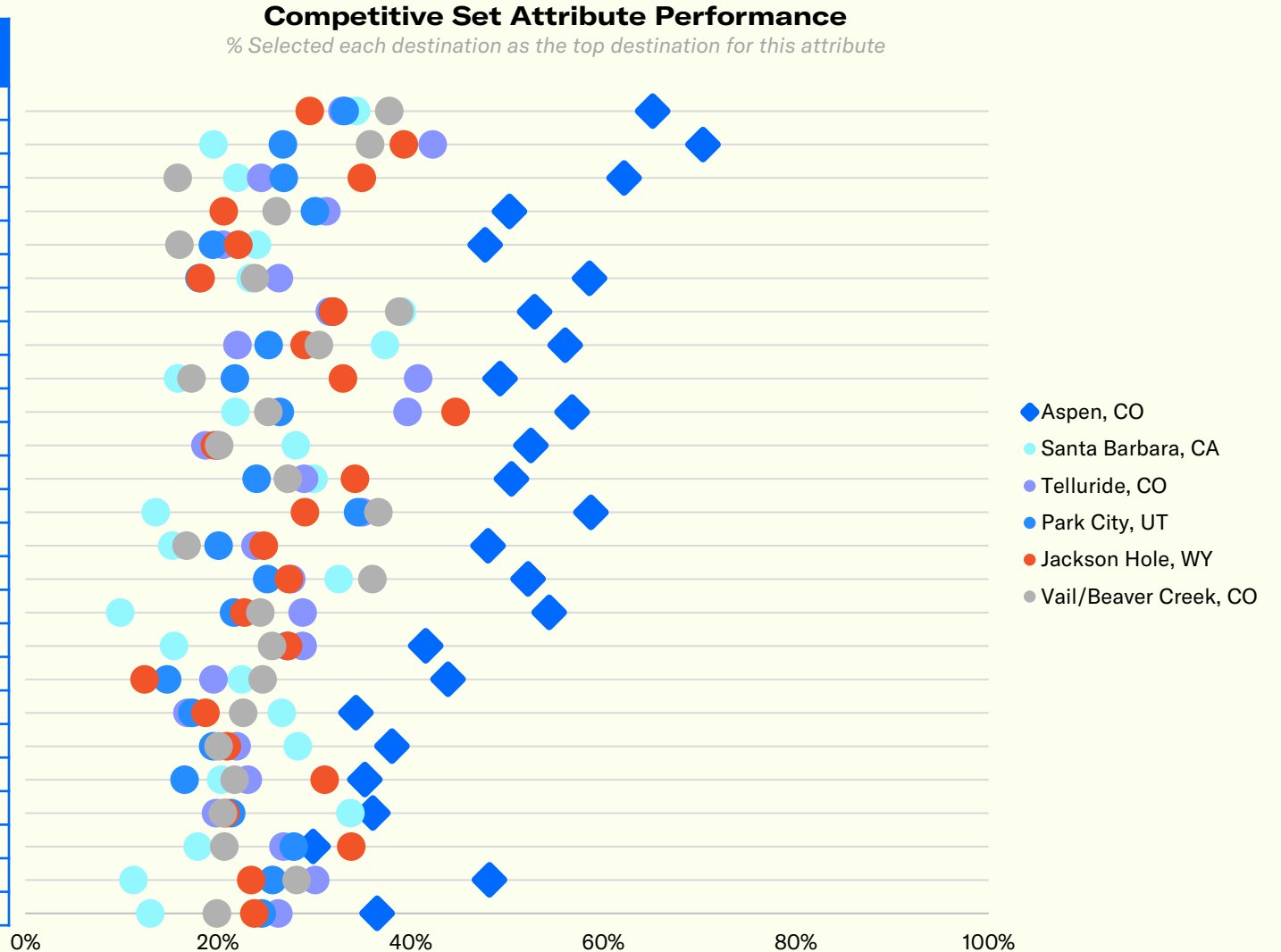


Question: For each attribute below, please select the destination(s) that most closely reflect that attribute, whether you have been before or not.

Base: Family Friendly (356 completed surveys).

Aspen leads for most attributes among Sustainably Minded visitors, though the margin over competitors skews narrower than for other segments.

	Attribute Importance
Dining	88.8%
Hiking	78.8%
Historical sites	78.4%
Festivals/events	76.1%
Museums	74.3%
Concerts	72.1%
Family friendly activities	68.1%
Shopping	66.9%
Camping	63.7%
Birding/wildlife viewing	63.1%
Art galleries	62.3%
Bars/breweries/clubs	58.5%
Skiing/snowboarding	58.3%
Rafting/paddleboarding/kayaking/canoeing	51.1%
Spas	49.3%
Snowshoeing/cross country skiing	47.2%
Mountain biking	45.5%
Theatre/ballet	42.3%
Road biking	39.7%
Golfing	39.1%
Fishing	38.4%
Yoga/workout classes	34.4%
Horseback riding	34.3%
Uphilling	34.2%
Snowmobiling	32.6%

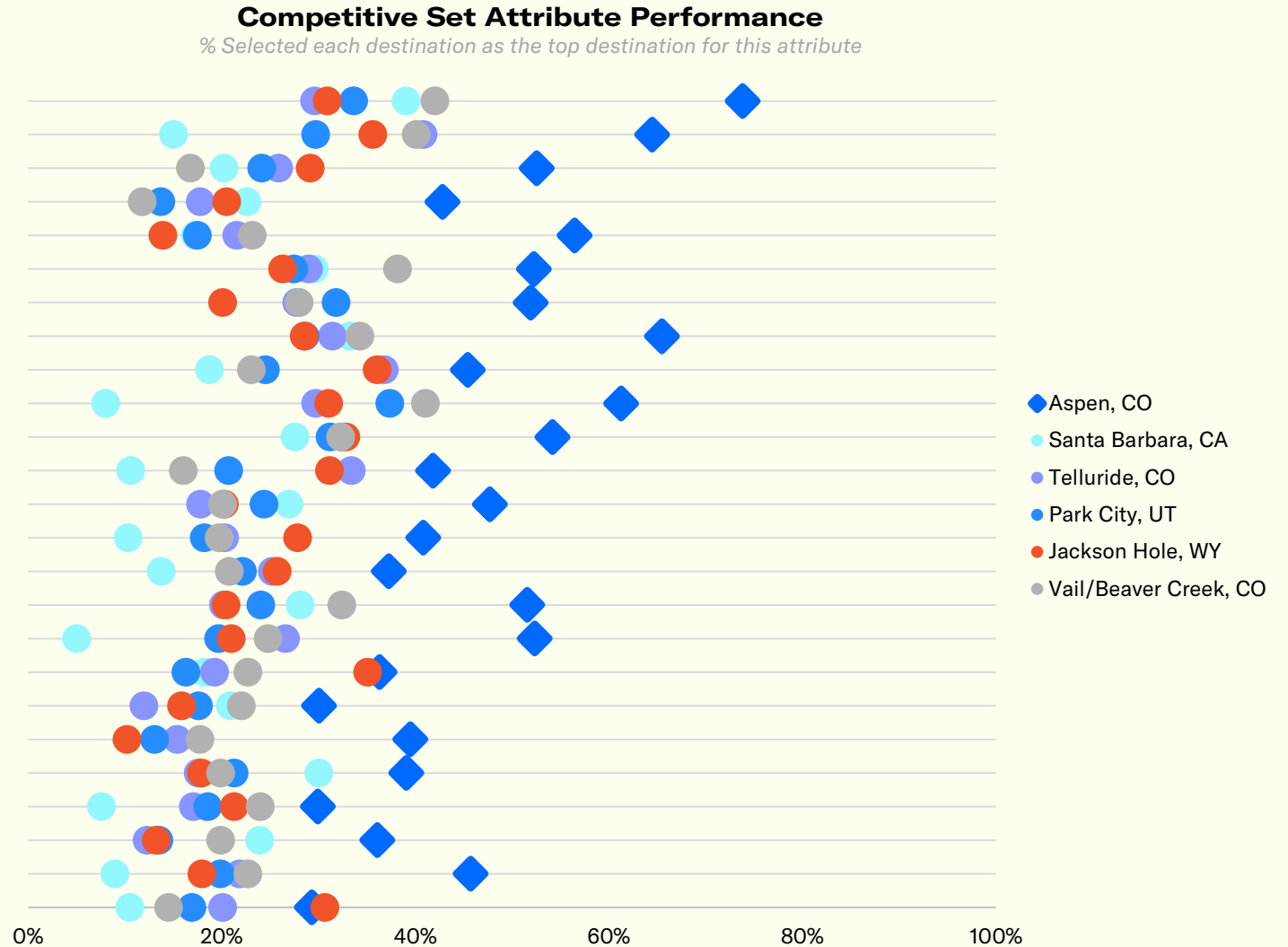


Question: For each attribute below, please select the destination(s) that most closely reflect that attribute, whether you have been before or not.

Base: Sustainably Minded (547 completed surveys).

For Health & Wellness visitors, Aspen has a clear lead for key dining and hiking attributes, as well as nearly all other attributes.

	Attribute Importance
Dining	89.1%
Hiking	74.5%
Historical sites	69.7%
Museums	61.6%
Concerts	60.8%
Family friendly activities	56.9%
Festivals/events	56.7%
Shopping	53.0%
Birding/wildlife viewing	52.5%
Skiing/snowboarding	52.3%
Bars/breweries/clubs	51.8%
Camping	46.9%
Art galleries	44.4%
Rafting/paddleboarding/kayaking/canoeing	41.4%
Mountain biking	39.0%
Spas	38.9%
Snowshoeing/cross country skiing	36.8%
Fishing	30.5%
Road biking	30.2%
Theatre/ballet	30.0%
Yoga/workout classes	29.6%
Snowmobiling	27.2%
Golfing	25.2%
Uphilling	23.2%
Horseback riding	19.4%



Question: For each attribute below, please select the destination(s) that most closely reflect that attribute, whether you have been before or not.

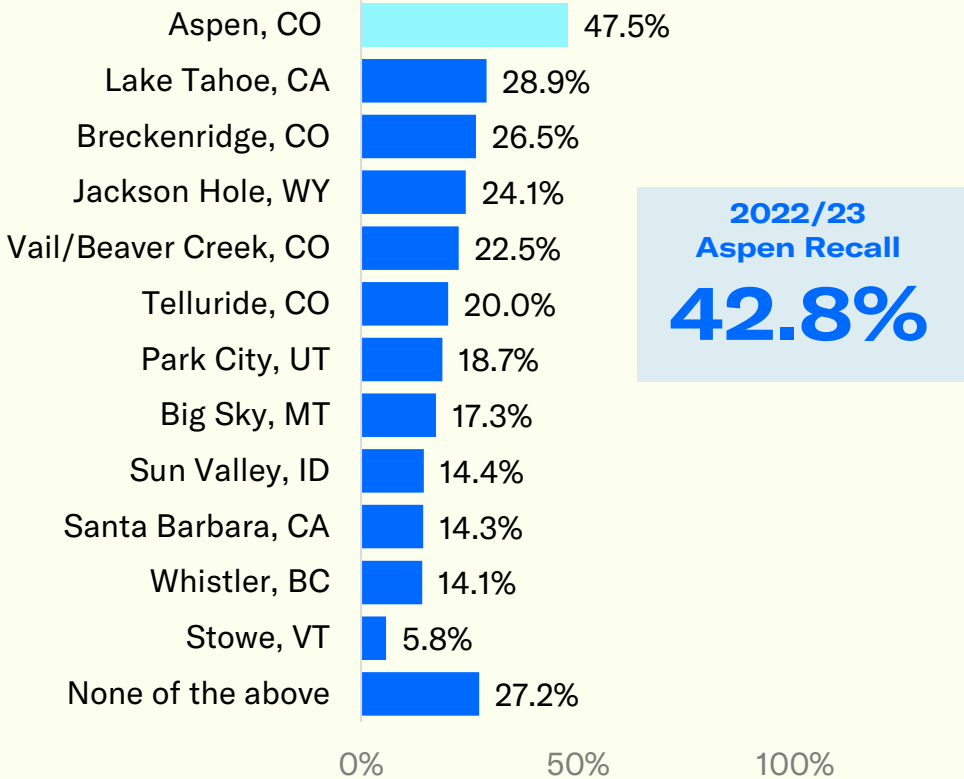
Base: Health & Wellness (546 completed surveys).

Marketing Recall

Aspen leads the competitor set in unaided ad recall by a wide margin, with strong recall across all segments.

At 47.5 percent, Aspen's ad recall is nearly 19 percentage points ahead of second-place Lake Tahoe (28.9%), indicating strong advantage in the competitive set, and an improvement over the 42.8 percent reported for Aspen in 2022/23. Unaided ad recall for Aspen is high across all segments, though strongest among Outdoor Recreationalists (57.0%) and Sustainably Minded visitors (56.4%).

Ad Recall – Past Year



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Aspen, CO	57.0%	52.8%	53.1%	51.8%	56.4%	52.1%
Lake Tahoe, CA	34.1%	32.8%	44.4%	29.9%	36.3%	36.8%
Breckenridge, CO	29.8%	30.3%	32.6%	23.1%	29.6%	29.5%
Jackson Hole, WY	32.9%	27.3%	37.4%	23.9%	32.3%	30.6%
Vail/Beaver Creek, CO	27.4%	28.2%	36.4%	22.6%	27.7%	27.1%
Telluride, CO	24.7%	23.2%	17.9%	18.8%	28.3%	23.3%
Park City, UT	22.0%	18.9%	19.3%	16.2%	24.2%	24.3%
Big Sky, MT	21.3%	21.2%	27.2%	15.9%	22.5%	20.7%
Sun Valley, ID	17.8%	17.3%	17.7%	15.9%	24.3%	21.0%
Santa Barbara, CA	15.7%	16.1%	21.7%	13.1%	23.3%	19.8%
Whistler, BC	15.7%	16.1%	20.1%	12.6%	12.8%	17.8%
Stowe, VT	5.3%	6.2%	6.4%	6.6%	9.8%	7.0%
None of the above	20.2%	23.6%	16.3%	26.6%	14.8%	21.8%
Base	453	528	291	378	547	546

= statistically significantly higher than other respondents

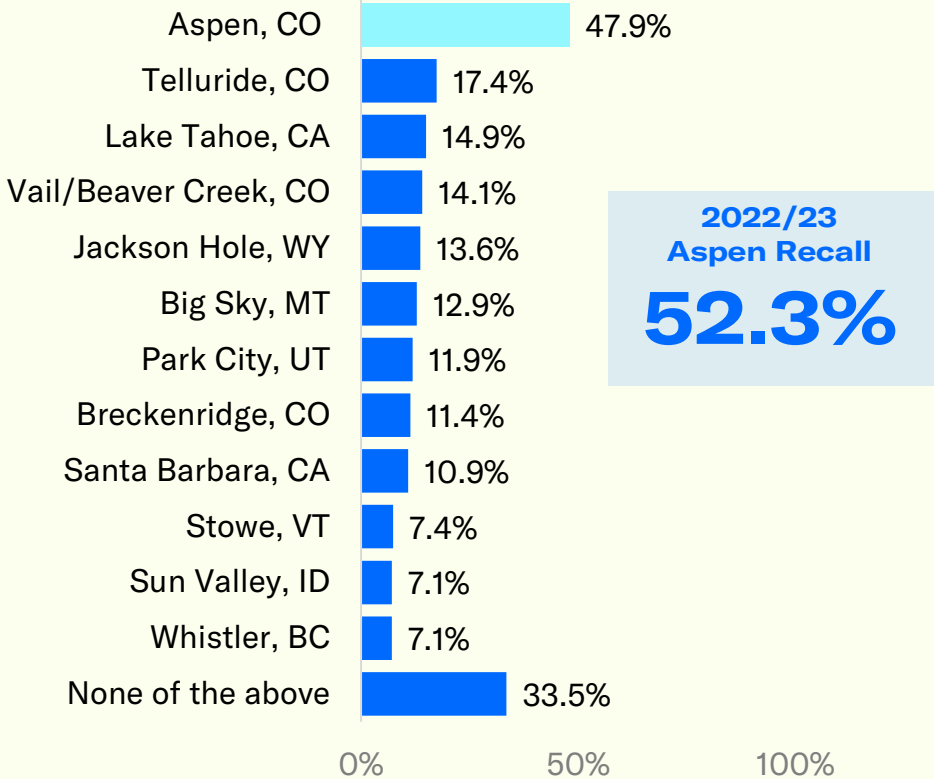
Question: Do you recall seeing advertising (such as online ads, billboards, magazine ads, TV commercials, or sponsored social media posts) for any of the following destinations in the past 12 months? Select all that apply.

Base: Total respondents (929 completed surveys).

Aspen rates highest in the set for owned media recall by an even wider margin than ad recall, though this has declined since the previous study.

The share of those who have visited Aspen’s website or social media channels is at nearly half (47.9%), more than 30 percentage points ahead of second-place Telluride (17.4%). However, this represents a decline from the 52.3 percent owned media recall recorded in 2022/23, suggesting some erosion in organic reach or engagement. Among the segments, Culinary Seekers (63.6%) and Sustainably Minded visitors (61.2%) show the highest engagement with Aspen's owned channels, suggesting that these segments are particularly receptive to content-led marketing.

Owned Media Recall – Past Year



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Aspen, CO	56.1%	55.9%	63.6%	47.6%	61.2%	55.8%
Telluride, CO	20.1%	19.8%	21.8%	20.1%	26.3%	19.0%
Lake Tahoe, CA	14.1%	14.6%	23.2%	14.5%	23.5%	14.0%
Vail/Beaver Creek, CO	15.4%	16.9%	20.0%	15.2%	23.1%	18.6%
Jackson Hole, WY	17.1%	13.9%	16.4%	12.3%	19.8%	15.3%
Big Sky, MT	13.9%	14.4%	15.4%	12.4%	20.9%	13.6%
Park City, UT	12.1%	12.2%	13.6%	13.1%	21.8%	13.6%
Breckenridge, CO	11.3%	12.6%	11.4%	8.1%	16.5%	16.3%
Santa Barbara, CA	10.7%	11.5%	12.4%	9.9%	22.0%	12.3%
Stowe, VT	8.5%	8.7%	8.7%	8.4%	15.4%	8.3%
Sun Valley, ID	6.6%	7.8%	6.1%	5.9%	13.8%	7.6%
Whistler, BC	7.3%	7.8%	6.5%	6.2%	13.7%	6.9%
None of the above	31.2%	29.7%	18.6%	39.5%	15.7%	28.8%
Base	453	528	291	378	547	546

= statistically significantly higher than other respondents

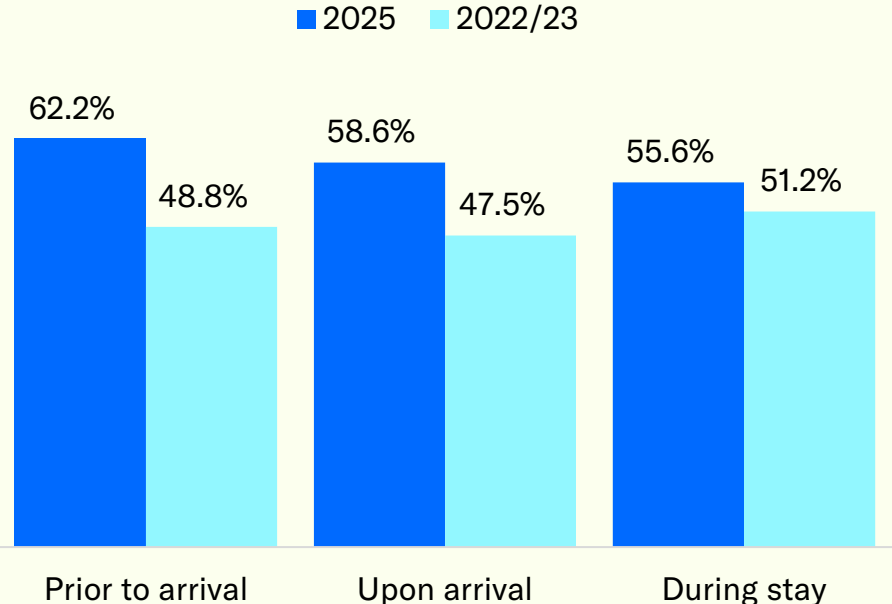
Question: Have you visited the official destination website and/or social media channels for the following destinations in the past 12 months? Select all that apply.

Base: Total respondents (929 completed surveys).

Recall of responsible visitation messaging has increased across all three touchpoints compared to the previous study.

Aspen’s responsible visitation messaging recall in 2025 grew notably compared to 2022/23 across all stages of the visitor journey, up +13.4 percentage points prior to arrival (62.2%), +11.1 points upon arrival (58.6%), and +4.4 points during visitors’ stay (55.6%). Recall upon arrival indexed highest among Outdoor Recreationalists (63.4%) and Health & Wellness visitors (61.8%). Sustainably Minded visitors reported the lowest pre-arrival recall (47.0%) but strong in-destination awareness (60.6%), suggesting they may be more attuned to in-market messaging than pre-arrival content.

Responsible Visitation Messaging Recall Upon Arrival



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Prior to arrival	57.8%	57.3%	53.2%	61.1%	47.0%	51.3%
Upon arrival	63.4%	56.1%	54.7%	60.4%	64.8%	61.8%
During stay	55.6%	60.1%	62.4%	53.1%	60.6%	64.8%
Base	453	528	291	378	547	546

■ = statistically significantly higher than other respondents

Question: Do you recall seeing any messaging related to responsible visitation for the Aspen area?

Base: Total respondents (929 completed surveys).

Aspen Perceptions

Aspen’s top associations are led by skiing and scenic beauty, but frequent mentions of the destination as expensive signals a potential barrier to broader appeal.

When asked what first comes to mind when they think of Aspen as a destination, skiing/snow sports (24.3%) and scenic beauty (16.6%) dominate responses from 2025 visitors, reflecting a strong outdoor brand. However, associations with expense ranks third at 14.5 percent, followed by arts and culture (14.2%), suggesting cost is a defining lens through which many visitors view the destination. Among the segments, skiing/snow sports were the top Aspen associations except for Arts & Culture Enthusiasts, who were most likely to write in mentions of arts and culture (20.3%).

Top-of-Mind Associations with Aspen – Unaided



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Skiing/snow sports	20.4%	18.5%	23.9%	28.3%	29.7%	21.3%
Scenic beauty	17.6%	13.0%	12.4%	13.8%	14.4%	17.6%
Expensive	18.6%	18.3%	15.6%	12.5%	17.7%	16.0%
Arts and culture	15.6%	20.3%	16.8%	13.7%	6.0%	10.0%
Luxury	6.0%	5.7%	9.5%	7.0%	6.1%	7.5%
Dining	4.9%	7.5%	6.8%	6.6%	6.8%	6.3%
Cozy town	5.3%	4.8%	7.9%	6.6%	4.4%	6.0%
Winter atmosphere	0.3%	3.1%	0.2%	0.7%	4.9%	3.8%
Time with family, friends	2.8%	2.8%	0.3%	3.7%	1.2%	0.5%
Outdoor activities	1.7%	1.6%	0.7%	1.6%	2.8%	2.1%
Accommodations	2.5%	2.5%	3.9%	0.2%	0.3%	2.9%
Shopping	2.4%	0.2%	0.2%	3.0%	0.2%	2.7%
Entertainment	0.6%	0.4%	0.5%	0.9%	1.7%	1.1%
Great place to visit	0.1%	0.6%	0.1%	0.3%	1.9%	0.8%
Emotional connection	0.3%	0.3%	0.2%	0.4%	0.9%	0.7%
Relaxation/wellness	0.3%	0.2%	0.5%	0.5%	0.5%	0.5%
Pop culture association	0.1%	0.3%	0.0%	0.0%	0.2%	0.1%
Seasonal appeal	0.3%	0.1%	0.5%	0.1%	0.0%	0.0%
Lifestyle/residency	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
Quality service	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Base	430	480	272	353	487	505

= statistically significantly higher than other respondents

Thinking about Aspen as a travel destination, what first comes to mind?

“

Authentic midwestern town, fantastic skiing, overpriced restaurants and ski passes stupid-expensive now.

”

“

Aspen is unaffordably expensive, especially for overnight lodging. For the first time in many years, I will not be attending this summer's Aspen Music Festival because of the cost, either in town or down-valley. An overnight visit to Aspen is now off of my travel list.

”

“

Perfect town whose officials worked carefully with zoning, amazing-uncrowded skiing because so many visitors are tourists not skiers, fabulous restaurants. Negative is traffic coming into town, and traffic around town, limited parking, lack of après ski venues.

”

“

The beauty of the natural setting, the ease of getting around town, the high quality of the music festival, and the hiking trails.

”

“The beautiful mountain backdrop blanketed in snow, and the quiet, peace of the night away from the busy city. I have been attempting to learn how to snowboard but still unsuccessfully. The old-fashioned cabin that we rented for our last stay made me feel like it was home and I can't wait to get back.”

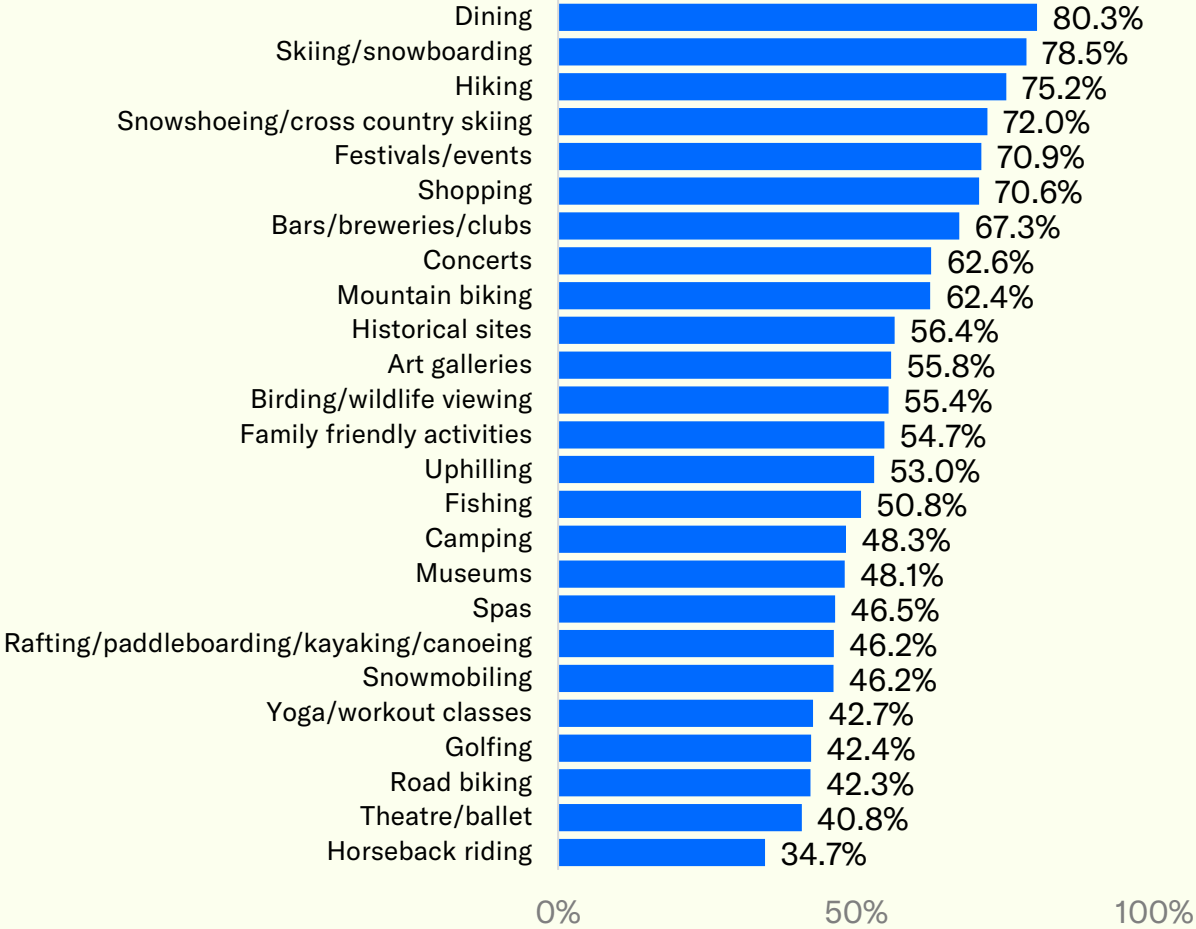
Aspen performs strongest with dining, skiing/snowboarding, and hiking offerings.

Aspen 2025 visitors were asked to rate their agreement on whether Aspen delivers on the attributes listed in the chart to the right. Over three-fourths agreed that Aspen delivers on dining (80.3%), skiing/snowboarding (78.5%), and/or hiking (75.2%), followed by a secondary tier of well-rated attributes comprised of snowshoeing/cross country skiing (72.0%), festivals/events (70.9%), and/or shopping (70.6%).

However, agreement is notably lower for wellness-related activities such as spas (46.5%) and yoga/workout classes (42.7%), and select outdoor activities (i.e., golfing 42.3%, road biking 42.3%, and horseback riding 34.7%).

Aspen Attribute Performance

% Agree or Strongly Agree that Aspen Delivers on these Attribute



Question: For each attribute below, please select how much you agree or disagree Aspen delivers on that attribute.

Base: Total respondents (929 completed surveys).

Arts & Culture Enthusiasts agree Aspen delivers on festivals and concerts, while Sustainably Minded visitors lead on perceptions of Aspen’s outdoor and wellness-oriented attributes.

Aspen Attribute Performance by Segment

 = statistically significantly higher than other respondents

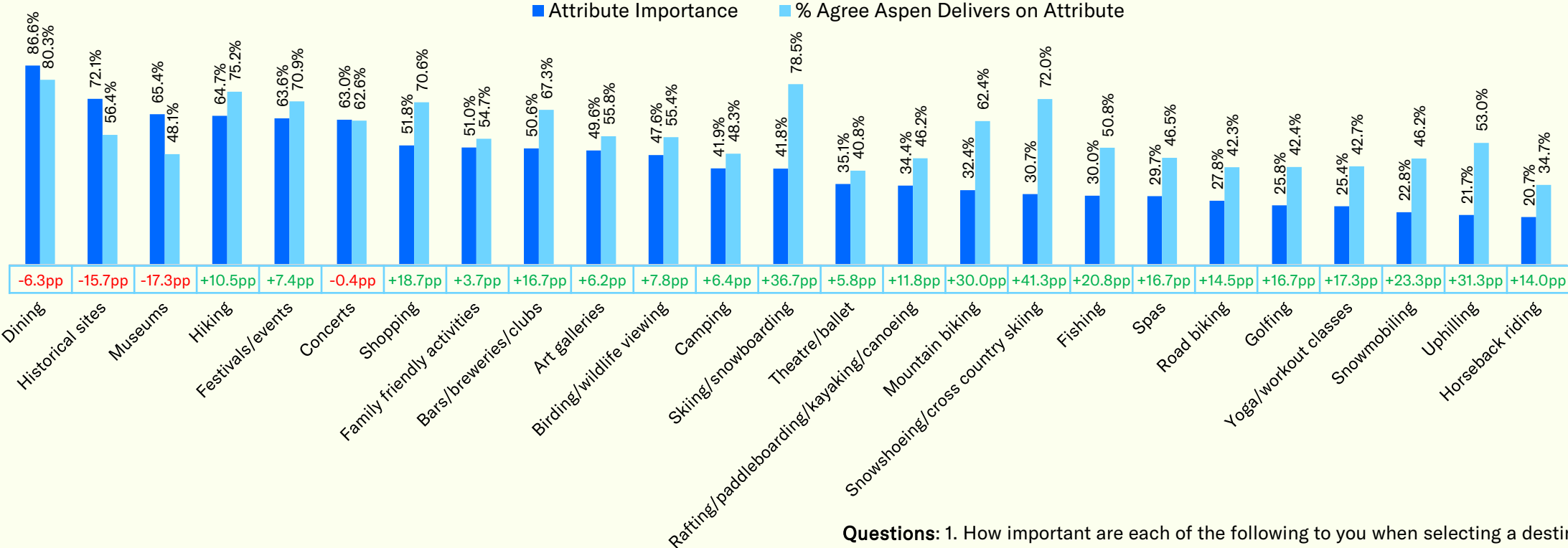
% Agree Aspen delivers on this attribute	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Dining	83.1%	81.3%	83.9%	82.3%	82.3%	83.7%
Skiing/snowboarding	78.6%	77.8%	75.5%	87.8%	87.8%	81.6%
Hiking	81.2%	79.7%	78.9%	76.2%	88.2%	73.4%
Snowshoeing/cross country skiing	69.5%	69.5%	69.3%	78.3%	79.1%	68.8%
Festivals/events	70.5%	80.7%	73.5%	73.0%	78.3%	69.7%
Shopping	69.4%	69.3%	65.2%	71.3%	75.7%	75.3%
Bars/breweries/clubs	65.9%	69.0%	65.9%	72.1%	70.0%	65.1%
Concerts	65.8%	76.1%	69.4%	61.1%	74.1%	63.4%
Mountain biking	69.2%	63.9%	65.0%	73.2%	72.4%	64.1%
Historical sites	56.8%	60.9%	50.9%	61.3%	68.8%	60.0%
Art galleries	57.4%	64.1%	63.1%	62.9%	73.3%	59.4%
Birding/wildlife viewing	60.1%	56.9%	51.6%	55.4%	72.3%	55.1%
Family friendly activities	55.0%	54.6%	50.5%	56.3%	71.2%	58.8%
Uphilling	55.3%	55.7%	59.3%	53.6%	70.5%	54.9%
Fishing	53.8%	48.9%	51.0%	57.3%	61.5%	49.9%
Camping	44.5%	43.7%	47.6%	43.9%	68.2%	46.7%
Museums	48.4%	51.3%	51.7%	42.7%	66.1%	54.0%
Spas	45.2%	47.9%	54.5%	47.1%	65.7%	57.9%
Rafting/paddleboarding/kayaking/canoeing	49.9%	47.1%	44.5%	48.6%	56.5%	47.3%
Snowmobiling	37.4%	40.8%	43.6%	47.6%	55.7%	44.1%
Yoga/workout classes	42.4%	41.7%	44.6%	38.2%	57.6%	51.4%
Golfing	37.0%	42.8%	40.3%	41.7%	56.1%	40.1%
Road biking	44.1%	40.9%	38.0%	42.1%	50.3%	43.8%
Theatre/ballet	37.4%	45.5%	42.1%	40.2%	58.4%	41.4%
Horseback riding	31.4%	34.0%	28.8%	31.5%	51.6%	36.8%
Base	453	528	291	378	547	546

Question: For each attribute below, please select how much you agree or disagree Aspen delivers on that attribute.

Aspen over-delivers on most attributes relative to their importance but dining, historical sites, and museums represent key areas where Aspen has an opportunity to improve.

Measuring the share of visitors who said Aspen delivers on these attributes compared to the share who said these attributes are important to their destination selection, Aspen's strongest performance is around snowshoeing/cross country skiing (+41.3pp), skiing/snowboarding (+36.7pp), uphillling (+31.3pp), and mountain biking (+30.0pp), attributes where delivery far exceeds their stated importance. However, dining (-6.3pp), historical sites (-15.7pp), and museums (-17.3pp) are the attributes where Aspen falls most notably short of importance. These three attributes are visitors' highest-priority attributes, indicating a clear area of opportunity for Aspen to focus on in messaging. In particular, Aspen visitors hold dining to a high standard on their trips, with 86.6 stating that this is an important attribute to their destination selection, but a smaller 80.3 percent agreed that Aspen actually delivers on this key attribute.

Destination Attribute Importance vs Aspen Rating



Questions: 1. How important are each of the following to you when selecting a destination for vacation? 2. For each attribute below, please select how much you agree or disagree Aspen delivers on that attribute.

The largest negative performance gap for dining is reported by Culinary Seekers, who are also more likely than other segments to report lower perceptions of Aspen for these attributes compared to their importance in destination selection.

Destination Attribute Importance vs Aspen Top Ranking by Segments

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Dining	-4.9pp	-5.7pp	-14.3pp	-5.8pp	-6.5pp	-5.4pp
Skiing/snowboarding	-12.8pp	-10.5pp	+18.2pp	-14.9pp	-9.6pp	+9.7pp
Hiking	-9.0pp	-17.1pp	-14.2pp	-21.9pp	-8.2pp	-7.6pp
Snowshoeing/cross country skiing	+8.1pp	+15.9pp	-9.0pp	+17.2pp	+9.4pp	-1.1pp
Festivals/events	+10.0pp	+11.9pp	+1.8pp	+8.2pp	+2.2pp	+13.0pp
Shopping	+3.9pp	+5.2pp	-0.4pp	+1.7pp	+2.0pp	-2.6pp
Bars/breweries/clubs	+25.8pp	+23.5pp	-17.2pp	+20.9pp	+8.8pp	-22.3pp
Concerts	+13.2pp	+12.5pp	+8.6pp	+3.7pp	+3.1pp	+1.9pp
Mountain biking	+18.4pp	+17.4pp	+10.0pp	+22.5pp	+11.5pp	+13.3pp
Historical sites	+13.9pp	+8.6pp	+5.9pp	+18.9pp	+11.0pp	+15.0pp
Art galleries	+8.1pp	+7.6pp	+8.6pp	+16.4pp	+9.1pp	+2.5pp
Birding/wildlife viewing	+6.2pp	+2.0pp	-10.6pp	+9.8pp	+4.6pp	-0.2pp
Family friendly activities	+34.5pp	+35.9pp	+34.7pp	+52.7pp	+29.5pp	+29.3pp
Uphilling	+7.5pp	+7.7pp	+9.2pp	+12.8pp	+16.1pp	+11.4pp
Fishing	+15.3pp	+13.8pp	+12.0pp	+14.1pp	+5.4pp	+5.9pp
Camping	+39.0pp	+34.4pp	+38.0pp	+50.2pp	+26.9pp	+25.2pp
Museums	+41.7pp	+41.8pp	+35.8pp	+56.8pp	+31.9pp	+32.0pp
Spas	+28.7pp	+25.6pp	-24.5pp	+33.0pp	+23.1pp	-19.5pp
Rafting/paddleboarding/kayaking/canoeing	+21.6pp	+19.7pp	-24.3pp	+19.5pp	+16.4pp	-19.1pp
Snowmobiling	+23.9pp	+14.5pp	+13.8pp	+22.9pp	+10.6pp	+13.6pp
Yoga/workout classes	+19.2pp	+22.7pp	-15.1pp	+20.6pp	+17.0pp	-14.9pp
Golfing	+25.1pp	+21.5pp	+24.6pp	+25.7pp	+23.3pp	+21.8pp
Road biking	+20.7pp	+21.7pp	-25.0pp	+31.5pp	+23.2pp	-16.9pp
Theatre/ballet	+38.6pp	+37.6pp	-41.9pp	+41.8pp	+36.3pp	-31.7pp
Horseback riding	+17.8pp	+14.4pp	+10.2pp	+13.4pp	+17.3pp	+17.3pp
Base	453	528	291	378	547	546

Questions: 1. How important are each of the following to you when selecting a destination for vacation? 2. For each attribute below, please select how much you agree or disagree Aspen delivers on that attribute.

Base: Total respondents (929 completed surveys)

Cost concerns are the dominant barriers to Aspen visitation interest, with high accommodation prices reported as the top deterrent.

High accommodation costs (26.2%) and gas prices (21.9%) lead as the top barriers to interest in visiting Aspen in the next year, echoing perceptions that it can be expensive. A desire to try somewhere new (18.3%) and travel distance (16.0%) round out the top four deterrents to interest in visiting again in the near-term. Among the segments, Culinary Seekers stand out with the highest rates of concern around accommodation costs (40.0%) and the strongest sense that Aspen is not welcoming to travelers like them (26.2%). As “other” was selected by a high 43.3 percent of these respondents, written in responses are presented in the following slide.

Barriers to Interest in Visiting Aspen

In the Next 12 Months



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Hotel/accommodations prices are too high	27.8%	28.3%	40.0%	12.0%	19.3%	26.0%
Cost of gas is too high	16.1%	24.8%	16.8%	13.8%	27.5%	22.9%
Been before and wish to try somewhere new	13.5%	11.3%	8.5%	17.5%	24.1%	22.3%
Traveling to Aspen takes too long	8.3%	16.6%	16.3%	12.0%	11.8%	17.2%
Cost of airfare is too expensive	9.9%	12.1%	6.1%	15.1%	26.3%	19.3%
The Aspen/Pitkin County Airport is unreliable	14.8%	16.9%	17.4%	5.8%	23.3%	15.5%
Better value at another destination	8.7%	11.0%	16.4%	3.9%	17.4%	11.1%
Aspen is not welcoming to travelers like me	13.8%	14.2%	26.2%	1.4%	7.7%	12.8%
Concerns about my personal safety in Aspen	1.1%	2.9%	1.9%	2.0%	10.0%	6.4%
Not enough activities in Aspen that interest me	1.4%	2.8%	0.6%	1.9%	7.0%	2.7%
Other	55.3%	59.2%	43.5%	55.1%	28.1%	35.2%
Base	102	157	70	97	203	158

= statistically significantly higher than other respondents

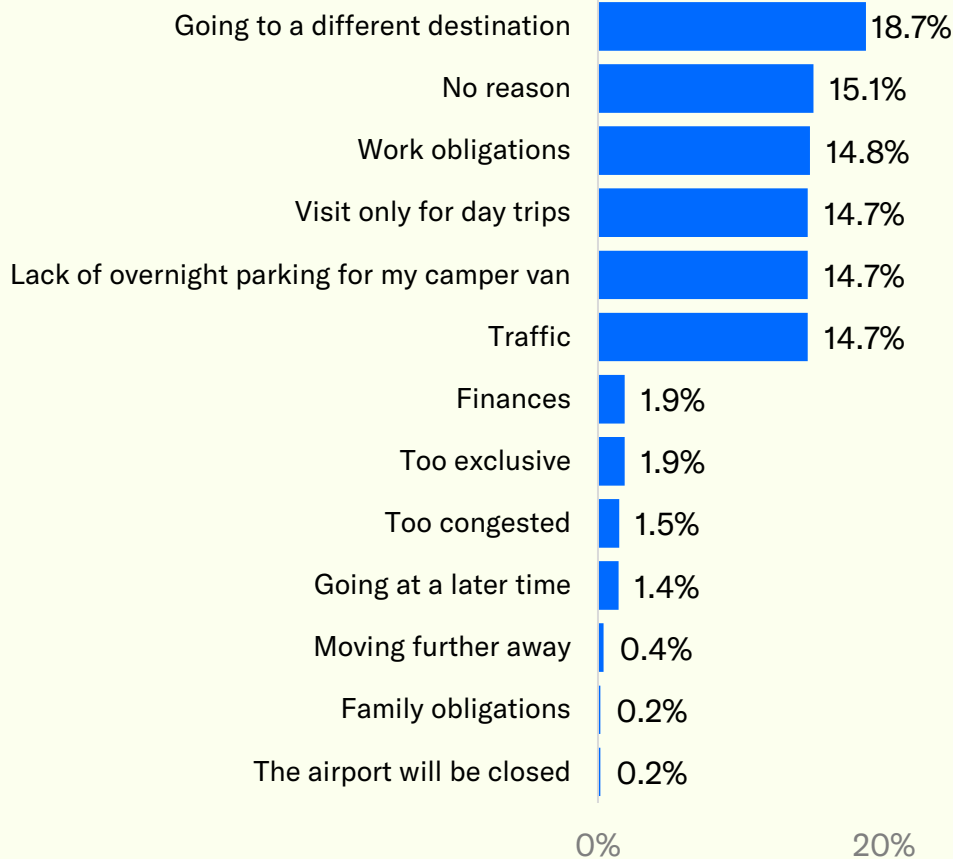
Question: Earlier you said you were not interested in visiting Aspen in the next 12 months. What are the reasons for not considering a trip to Aspen at this time? Select all that apply

Base: Respondents who are not interested in visiting Aspen in the next year (324 completed surveys).

For those citing other interest barriers, the most common reasons shared were around destination competitor and work obligations.

Among those who elected to write in the “other” reasons they are not interested in visiting Aspen in the next year the top response was they are already planning to visit a different destination (18.7%). Work constraints and logistical considerations were also mentioned, though it should be noted only a small sample (n=29) chose to share their other reasons.

Barriers to Interest in Visiting Aspen – Other (Unaided) *In the Next 12 Months*



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Going to a different destination	27.7%	24.7%	32.2%	34.9%	4.6%	1.4%
No reason	0.6%	0.6%	0.0%	31.1%	0.0%	0.0%
Work obligations	21.7%	21.7%	0.0%	0.3%	46.1%	0.5%
Visit only for day trips	21.7%	0.0%	31.2%	31.1%	45.6%	43.9%
Lack of overnight parking for my camper van	0.0%	21.7%	0.0%	0.0%	0.0%	0.0%
Traffic	21.7%	21.7%	31.2%	0.0%	0.0%	43.9%
Finances	2.2%	2.2%	3.2%	0.0%	0.0%	1.2%
Too exclusive	2.8%	2.8%	0.8%	0.8%	0.0%	4.4%
Too congested	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%
Going at a later time	1.6%	1.6%	1.2%	1.2%	3.3%	2.7%
Moving further away	0.0%	0.6%	0.0%	0.0%	0.0%	1.2%
Family obligations	0.0%	0.2%	0.0%	0.3%	0.5%	0.5%
The airport will be closed	0.2%	0.2%	0.3%	0.3%	0.0%	0.5%
Base	21	21	11	16	11	12

= statistically significantly higher than other respondents

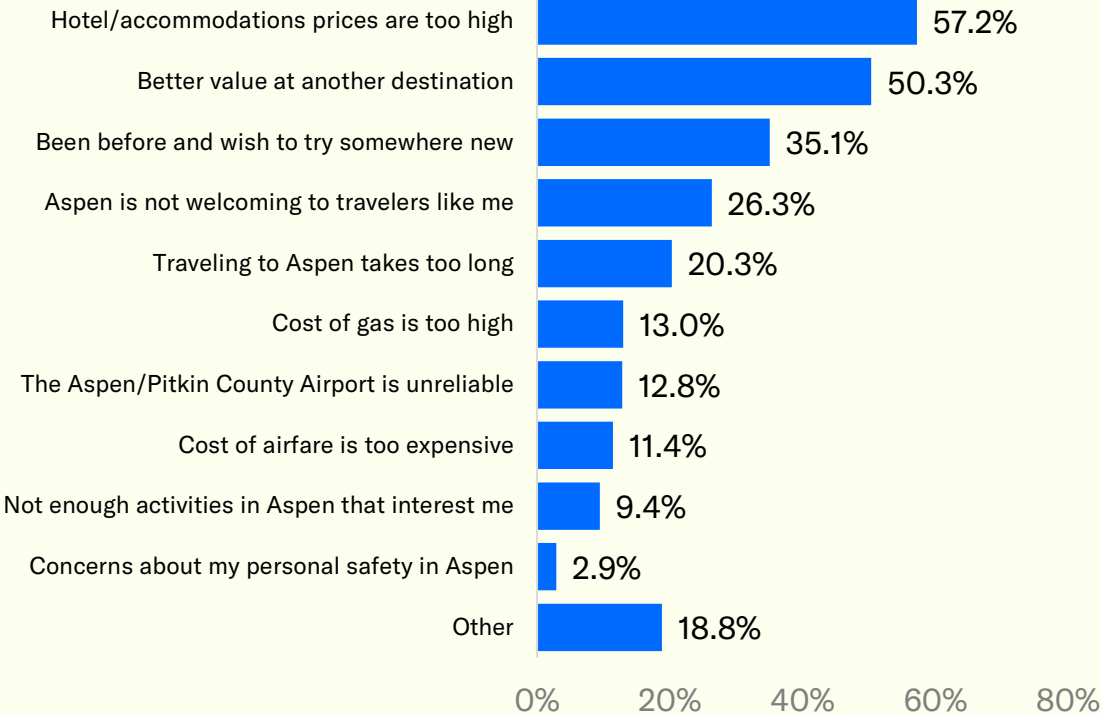
Question: Earlier you said you were not interested in visiting Aspen in the next 12 months. What are the reasons for not considering a trip to Aspen at this time? Other: please specify.

Base: Respondents who are not interested in visiting Aspen in the next year and selected “other” (29 completed surveys).

Even among visitors interested in returning to Aspen in the next year, accommodation costs and perceived better value elsewhere are the dominant barriers to converting intent into a planned trip.

Among those who are interested in visiting Aspen again in the next year but are not yet planning a trip, cost is the top barrier. More than half said high accommodation prices (57.2%), followed closely by the perception that better value is available at another destination (50.3%). Among the segments, concerns about how welcoming they feel in Aspen were highest among Sustainably Minded (37.0%), Arts & Culture Enthusiasts (36.5%), Family Friendly visitors (36.1%), and Health & Wellness visitors (34.9%).

Barriers to Planning a Trip Despite Interest in Visiting Aspen *In the Next 12 Months*



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Hotel/accommodations prices are too high	52.5%	63.9%	46.2%	65.4%	58.9%	51.7%
Better value at another destination	54.7%	40.9%	24.3%	51.5%	45.0%	52.3%
Been before and wish to try somewhere new	29.4%	29.8%	26.1%	40.5%	31.0%	30.5%
Aspen is not welcoming to travelers like me	24.4%	36.5%	21.9%	36.1%	37.0%	34.9%
Traveling to Aspen takes too long	26.1%	2.8%	0.0%	25.7%	3.7%	25.5%
Cost of gas is too high	16.4%	2.8%	1.7%	15.8%	5.6%	15.2%
The Aspen/Pitkin County Airport is unreliable	12.8%	14.7%	24.2%	15.0%	24.7%	3.5%
Cost of airfare is too expensive	14.4%	14.1%	23.7%	13.8%	22.9%	2.4%
Not enough activities in Aspen that interest me	12.5%	12.6%	22.5%	12.3%	18.2%	12.5%
Concerns about my personal safety in Aspen	1.9%	1.5%	0.6%	2.0%	5.6%	2.2%
Other	26.1%	25.6%	46.2%	13.7%	20.3%	24.1%
Base	43	52	20	43	49	56

= statistically significantly higher than other respondents

Question: Earlier you said you were interested in visiting Aspen in the next 12 months, but not planning to travel in the next 12 months. What are the reasons for not planning a trip to Aspen at this time? Select all that apply.
Base: Respondents who are interested in visiting Aspen in the next year but are not planning a trip (90 completed surveys).

Most Recent Aspen Trip Details

As this study was conducted in the spring of 2026, December represents the largest share of recent visits to Aspen reported.

As data was collected in March-April 2026, respondents' most recent 2025 visit to Aspen was more likely to fall in the second half of the year, hence December's dominant share (20.7%). Among the segments, Culinary Seekers were the most likely to have reported their most recent 2025 visit to Aspen occurred in December (35.2%), while Outdoor Recreationalists lead for a most recent 2025 visit in June (13.7%), pointing to a distinctly summer-oriented visitation pattern for that group.

Month of Most Recent Visit to Aspen in 2025



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
January 2025	3.2%	6.4%	4.6%	4.3%	11.6%	8.2%
February 2025	5.4%	5.3%	5.6%	6.6%	10.4%	7.2%
March 2025	3.0%	2.7%	6.6%	3.1%	5.1%	3.7%
April 2025	1.1%	2.1%	1.0%	0.9%	3.1%	2.5%
May 2025	1.2%	1.6%	0.9%	1.3%	3.0%	1.4%
June 2025	13.7%	8.6%	6.4%	13.5%	3.5%	7.9%
July 2025	11.7%	12.0%	12.5%	11.3%	10.9%	10.5%
August 2025	10.9%	12.5%	8.6%	11.3%	3.1%	9.8%
September 2025	10.5%	6.9%	7.3%	9.5%	11.2%	12.3%
October 2025	10.9%	12.9%	9.6%	11.6%	10.1%	10.3%
November 2025	1.3%	4.5%	1.6%	4.9%	4.6%	5.4%
December 2025	26.9%	24.6%	35.2%	21.6%	23.5%	20.8%
Base	453	528	291	378	547	546

 = statistically significantly higher than other respondents

Question: In which month in 2025 was your MOST RECENT VISIT to Aspen? (If your trip spanned two months, please choose the month in which your trip began.)

Base: Total respondents (929 completed surveys).

More than half of 2025 visitors to Aspen traveled to the destination primarily for vacation and leisure.

Nearly six in ten visitors (59.1%) cited vacation or leisure as the primary purpose of their most recent 2025 Aspen trip, followed distantly by a special event or festival (13.1%). Among the segments, Culinary Seekers (20.0%) and Arts & Culture Enthusiasts (18.5%) were most likely to have visited for a special event or festival, reinforcing the importance of Aspen's events calendar as a visitation motivator for these segments.

Primary Purpose of Most Recent Trip



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Vacation/leisure	52.8%	53.3%	48.6%	50.8%	58.4%	61.6%
Attend a special event/festival	16.4%	18.5%	20.0%	18.7%	12.8%	12.7%
Business	9.7%	9.3%	10.9%	9.5%	15.7%	6.4%
Visit friends/relatives	4.0%	4.6%	4.7%	2.4%	3.9%	4.9%
Attend a conference/convention	2.4%	2.4%	3.7%	0.2%	1.2%	3.0%
Other	14.8%	11.8%	12.1%	18.4%	8.0%	11.4%
Base	453	528	291	378	547	546

= statistically significantly higher than other respondents

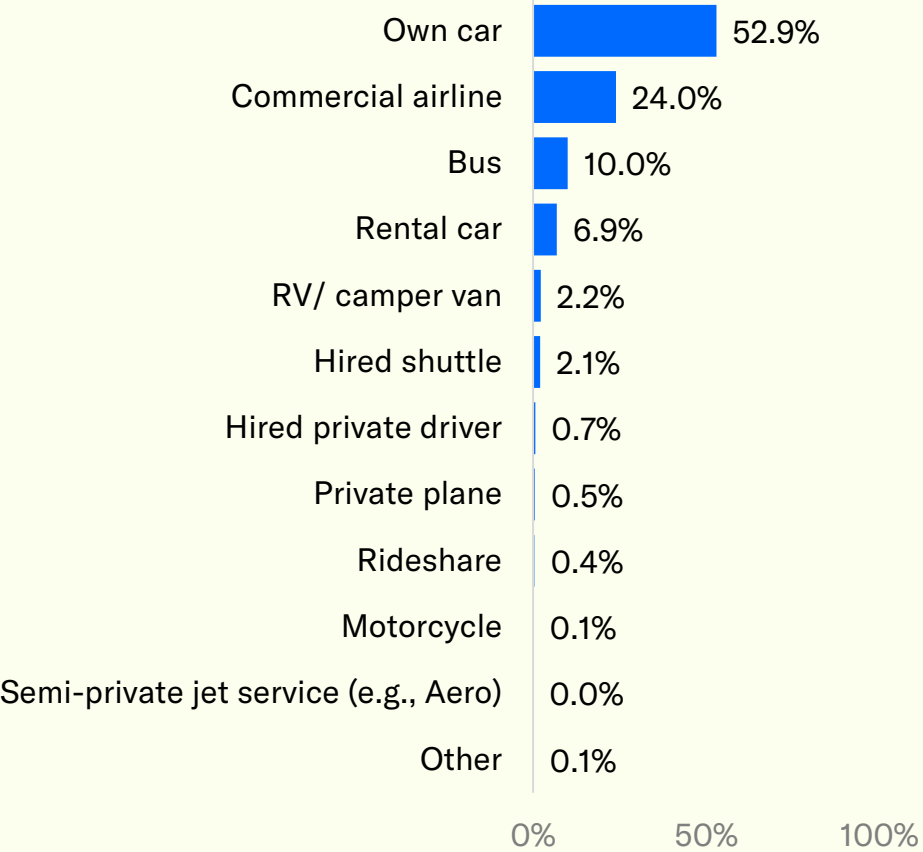
Question: What was the primary purpose of your most recent 2025 visit to Aspen? (Select one.)

Base: Total respondents (929 completed surveys).

Personal car remains the top arrival mode for 2025 Aspen visitors.

Just over half (52.9%) said they arrived in Aspen by personal car, well ahead of air arrivals (24.0%). Given that they were more likely to be in-state visitors, day trippers were, unsurprisingly, significantly more likely to have arrived by personal car (70.7%), while nearly half of overnight visitors (49.5%) arrived by commercial airline.

Arrival Transportation Method



By Segment

	Overnight Visitors	Day Trippers
Own car	29.1%	70.7%
Commercial airline	49.5%	4.9%
Bus	0.6%	17.1%
Rental car	12.8%	2.4%
RV/ camper van	1.9%	2.4%
Hired shuttle	1.6%	2.4%
Hired private driver	1.6%	0.0%
Private plane	1.2%	0.0%
Rideshare	0.9%	0.0%
Motorcycle	0.3%	0.0%
Semi-private jet service (e.g., Aero)	0.1%	0.0%
Other	0.3%	0.0%
Base	888	41

 = statistically significantly higher than other respondents

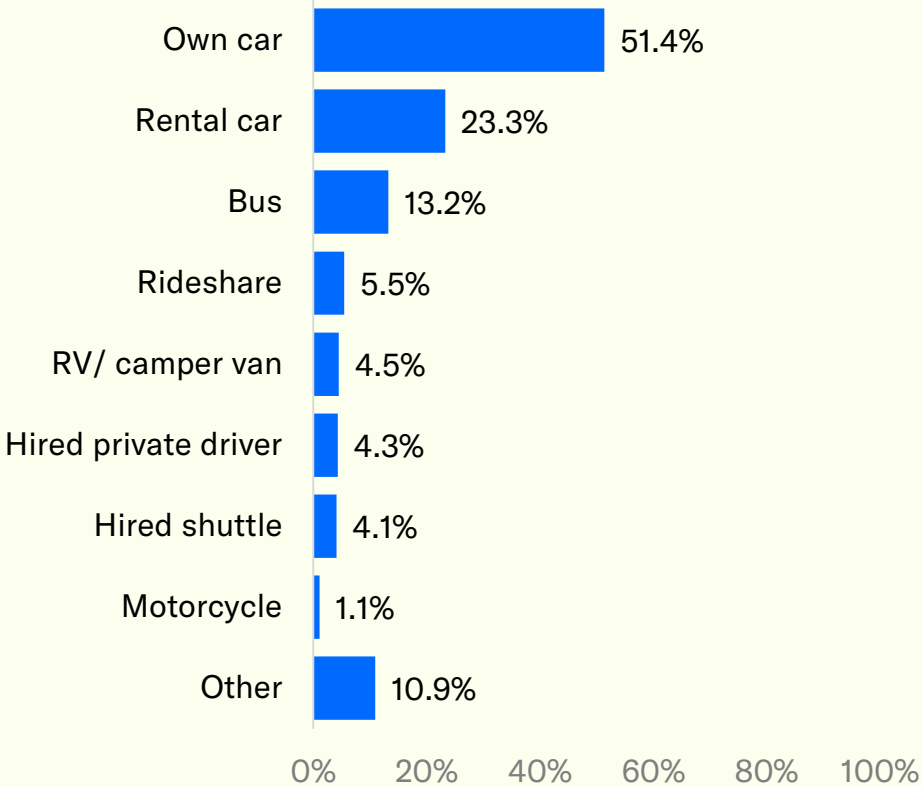
Question: Which type of transportation did you use to arrive in Aspen?

Base: Total respondents (929 completed surveys).

Personal and rental cars lead as the top in-market transportation modes among 2025 visitors to Aspen.

In-market travel mirrors arrival patterns, with personal vehicles (51.4%) and rental cars (23.3%) accounting for the majority of in-destination transportation. Bus usage (13.2%) comes in third. Overnight visitors were much less likely to have used their own personal car (32.0%), but more likely to have used a rental car (47.9%). They also had a higher likelihood of using rideshare (9.4%), a hired private driver (6.9%) or hired shuttle (6.3%) in-destination.

In-Market Transportation Methods



By Segment

	Overnight Visitors	Day Trippers
Own car	32.0%	65.9%
Rental car	47.9%	4.9%
Bus	11.4%	14.6%
Rideshare	9.5%	2.4%
RV/ camper van	4.0%	4.9%
Hired private driver	6.9%	2.4%
Hired shuttle	6.3%	2.4%
Motorcycle	2.5%	0.0%
Other	6.0%	14.6%
Base	888	41

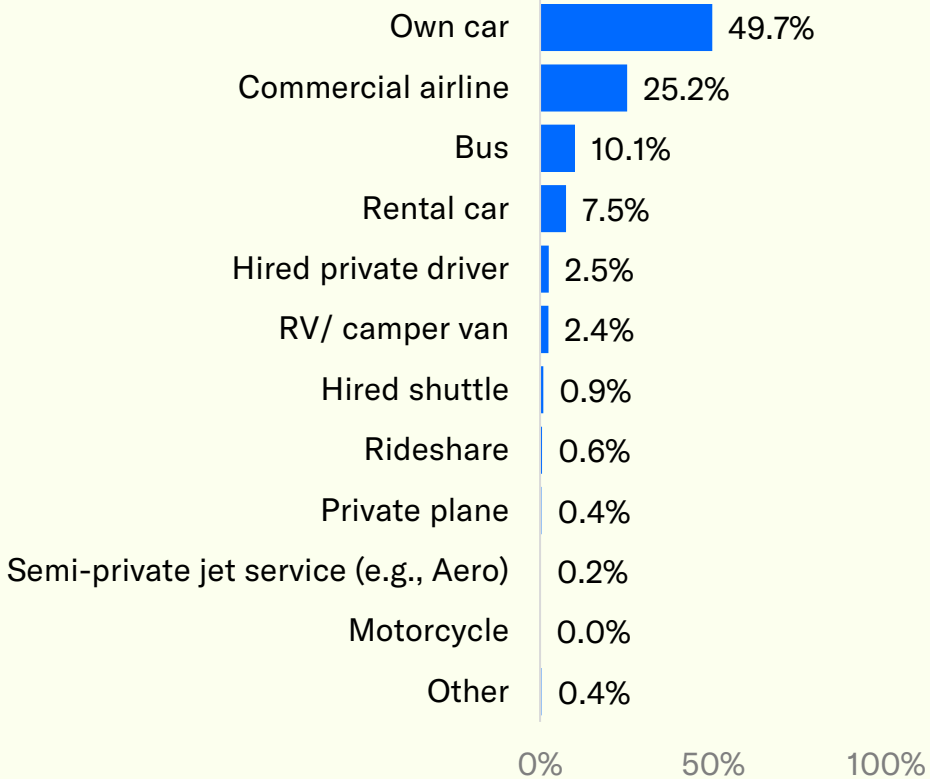
= statistically significantly higher than other respondents

Question: Which type of transportation did you use to travel within Aspen?
(Select all that apply.)

Departure transportation modes closely reflect arrival patterns, with roughly half of 2025 Aspen visitors leaving by personal car.

Departure methods are largely consistent with how visitors arrived, with own car (49.7%) and commercial airline (25.2%) accounting for roughly three-quarters of departure transportation. As with arrival mode, overnight visitors were much more likely to have departed by commercial airline (45.8%).

Departure Transportation Method



By Segment

	Overnight Visitors	Day Trippers
Own car	28.1%	65.9%
Commercial airline	45.8%	9.8%
Bus	0.8%	17.1%
Rental car	14.3%	2.4%
Hired private driver	2.6%	2.4%
RV/ camper van	2.4%	2.4%
Hired shuttle	2.1%	0.0%
Rideshare	1.4%	0.0%
Private plane	1.0%	0.0%
Semi-private jet service (e.g., Aero)	0.5%	0.0%
Motorcycle	0.1%	0.0%
Other	1.0%	0.0%
Base	888	41

= statistically significantly higher than other respondents

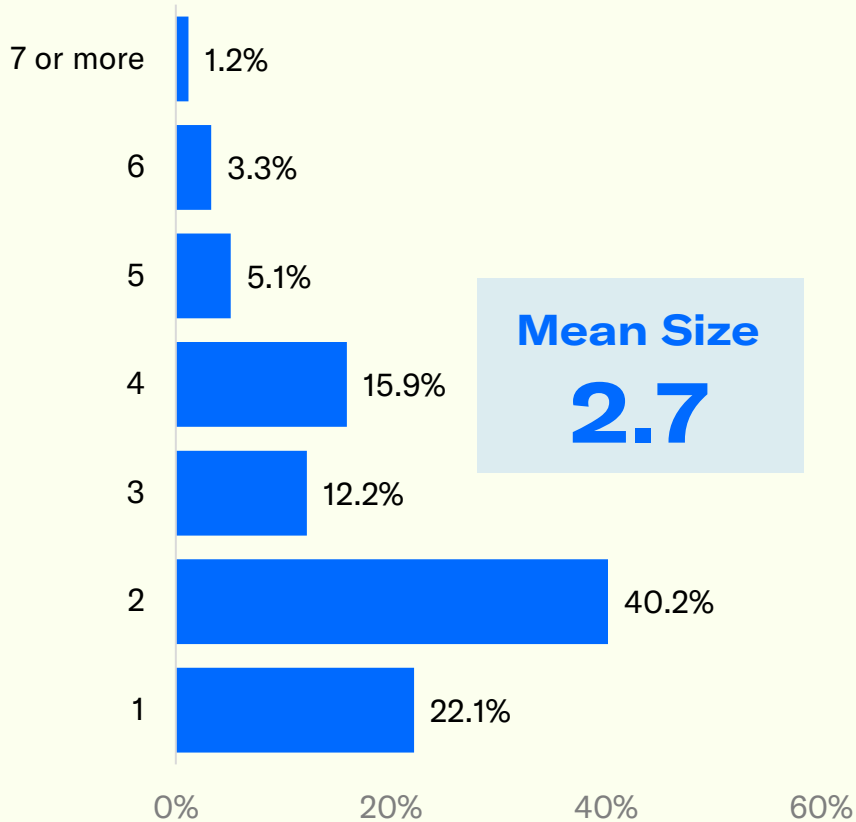
Question: Which type of transportation did you use to depart from Aspen?

Base: Total respondents (929 completed surveys).

Aspen 2025 visitors most commonly traveled as a pair, though roughly one in five traveled solo to the destination.

Pairs (40.2%) and solo travelers (22.1%) were most common among Aspen 2025 visitors, accounting for nearly two-thirds of all visitors surveyed, with a mean size of 2.7 people. Among the segments, Family Friendly visitors reported the largest average party (3.0) and the highest share of groups of five or more, consistent with their travel motivations. Culinary Seekers skew smallest with a mean of 2.5 and the highest solo travel rate (30.3%).

Average Travel Party Size



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
7 or more	1.5%	1.5%	1.3%	1.3%	1.8%	1.5%
6	4.1%	3.7%	5.3%	5.7%	1.9%	4.6%
5	6.2%	4.3%	2.4%	8.2%	4.2%	5.0%
4	15.3%	13.8%	13.5%	16.7%	16.8%	20.3%
3	12.7%	10.5%	10.3%	9.8%	12.8%	13.7%
2	36.9%	40.3%	36.9%	47.4%	39.9%	32.9%
1	23.2%	25.9%	30.3%	10.9%	22.6%	21.9%
Mean size (persons)	2.8	2.6	2.5	3.0	2.7	2.9
Base	453	528	291	378	547	546

 = statistically significantly higher than other respondents

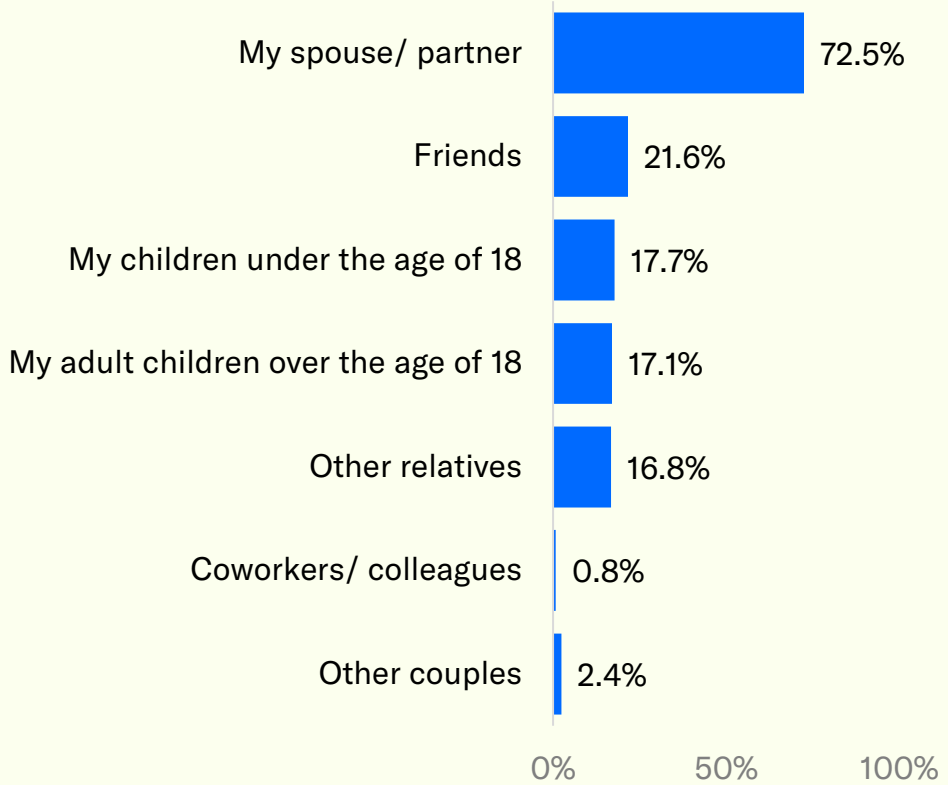
Question: Including yourself, how many people were in your travel party on your last visit to Aspen?

Base: Total respondents (929 completed surveys).

Nearly three-fourths of 2025 Aspen visitors traveled with their significant other.

At 72.5 percent, the largest share of visitors to Aspen in 2025 reported traveling on their most recent 2025 trip with their spouse or partner, followed distantly by friends (21.6%), children under 18 (17.7%), and/or adult children (17.1%). Among the segments, Culinary Seekers (34.7%) and Health & Wellness visitors (30.5%) indexed notably higher for friend. Family Friendly visitors, as expected, were much more likely to have traveled with their adult children (26.0%) and other relatives (24.7%), reflecting multigenerational travel patterns.

Travel Party Composition



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Spouse/ partner	72.8%	75.4%	71.8%	72.8%	69.2%	68.1%
Friends	26.2%	24.2%	34.7%	15.4%	22.9%	30.5%
Own children under 18	12.9%	16.2%	11.4%	13.4%	26.8%	20.6%
Own adult children	20.4%	13.9%	10.3%	26.0%	13.2%	18.6%
Other relatives	19.7%	13.6%	15.1%	24.7%	14.9%	19.0%
Coworkers/ colleagues	1.1%	1.0%	0.6%	0.7%	1.0%	1.2%
Other couples	3.3%	3.4%	4.9%	3.7%	0.2%	3.6%
Base	393	456	253	344	469	474

= statistically significantly higher than other respondents

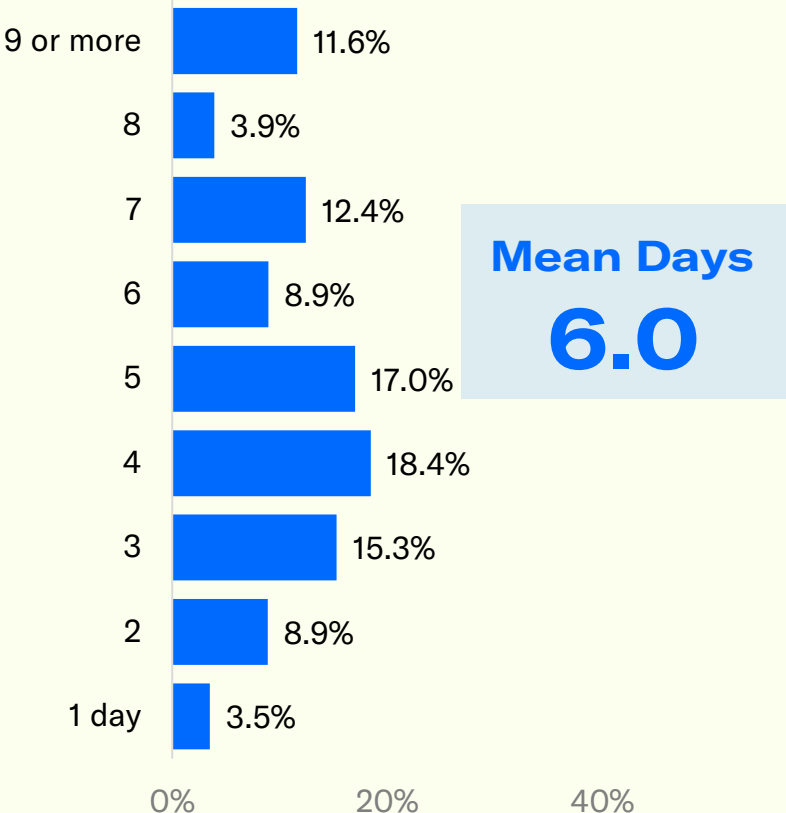
Question: Who did you travel with on your last visit to Aspen? Select all that apply.

Base: Respondents who traveled in a group of 2 or more (793 completed surveys).

More than half of overnight visitors* spent at least five days in Aspen on their most recent 2025 trip to the destination.

Trips of 5 days or more represent 53.9 percent of most recent visits in 2025, representing a majority of Aspen’s overnight visitors. The mean length of stay among those who stayed in paid lodging (excluding campers and those visiting friends and relatives) was 6.0 days. Outdoor Recreationalists recorded the longest mean stay at 7.3 days, while Family Friendly visitors who stayed overnight had the shortest at 6.2 days.

Length of Stay – Days



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
9 or more	19.0%	13.8%	17.8%	14.9%	13.8%	14.1%
8	4.6%	4.9%	6.2%	6.5%	2.6%	4.6%
7	12.4%	11.3%	8.5%	11.2%	12.0%	10.7%
6	10.3%	11.1%	12.2%	10.4%	7.9%	8.5%
5	15.3%	19.1%	18.8%	17.4%	18.3%	18.0%
4	18.3%	15.5%	19.2%	18.4%	16.9%	18.6%
3	12.2%	12.3%	9.1%	13.7%	16.3%	13.5%
2	4.7%	9.1%	5.2%	5.4%	8.3%	9.2%
1 day	3.2%	3.0%	2.9%	2.1%	3.9%	2.8%
Mean days	7.3	6.6	7.1	6.7	6.2	6.5
Base	453	528	291	378	547	546

 = statistically significantly higher than other respondents

Question: On your last trip, how many days and nights did you spend in Aspen?

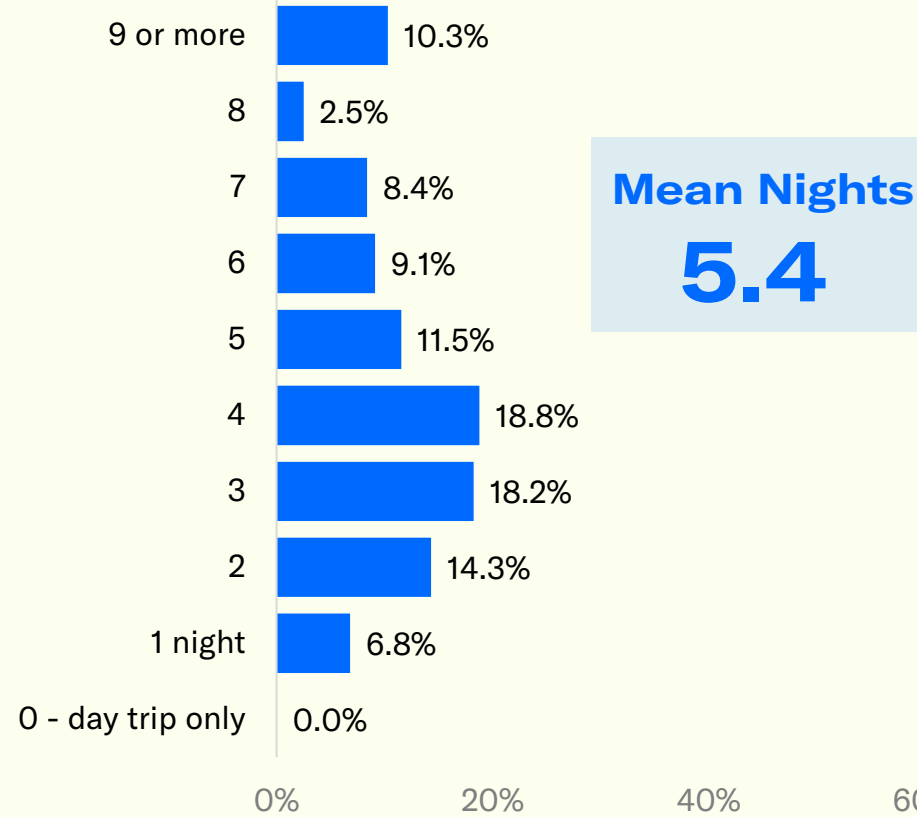
Base: Total respondents, excluding campers, day trippers, and those visiting friends and relatives (651 completed surveys).

*Excluding campers, day trippers, and those visiting friends and relatives.

Among overnight visitors*, over four in ten spent at least four nights in Aspen on their last 2025 trip.


At 41.9 percent, a sizeable share of overnight visitors stayed in Aspen for four nights or more on their most 2025 recent visit. This year, Aspen overnight visitors reported an average of 5.4 nights in-market. Outdoor Recreationalists had the longest stay at a mean of 6.7 nights, followed closely by Culinary Seekers (6.5 nights).

Length of Stay – Nights



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
9 or more	18.1%	13.2%	17.2%	13.0%	11.9%	13.3%
8	1.5%	2.0%	0.9%	2.1%	2.7%	1.1%
7	10.8%	9.1%	9.3%	9.2%	6.2%	7.0%
6	7.3%	8.7%	8.5%	9.7%	9.0%	10.2%
5	10.9%	13.4%	12.6%	12.2%	11.0%	10.3%
4	17.5%	20.7%	20.8%	19.8%	19.3%	20.1%
3	18.3%	14.4%	18.2%	19.1%	17.4%	17.6%
2	9.6%	11.8%	7.7%	10.9%	15.7%	14.1%
1 night	5.9%	6.7%	4.7%	4.0%	6.8%	6.2%
0 – day trip only	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mean nights	6.7	6.0	6.5	6.1	5.6	5.9
Base	453	528	291	378	547	546

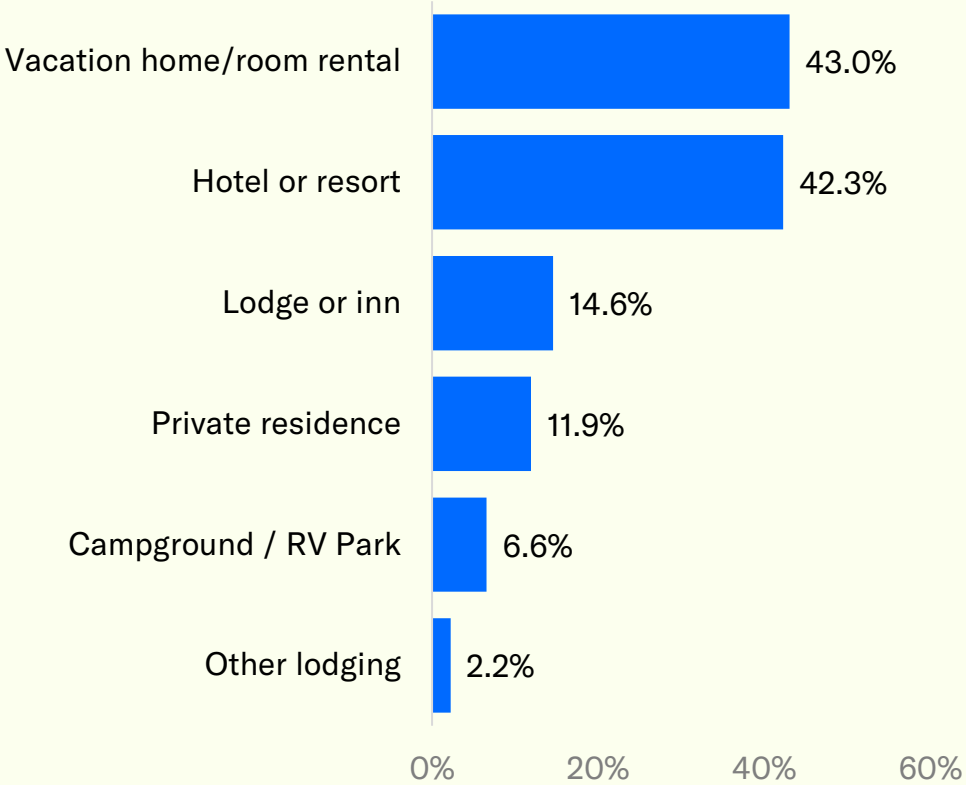
 = statistically significantly higher than other respondents

*Excluding campers, day trippers, and those visiting friends and relatives.

Vacation rentals outpace hotels and resorts as the most common accommodation type for overnight Aspen visitors.

Vacation rentals (43.0%) narrowly outperformed hotels or resorts (42.3%) as the top accommodation type, suggesting a competitive paid lodging landscape in Aspen. Among the segments, Outdoor Recreationalists were more likely to have stayed in vacation rentals (49.1%), while Sustainably Minded visitors were the most hotel-oriented segment (47.1%), also over-indexing for lodge/inn usage (17.2%).

Accommodation Type Used



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Vacation home/room rental	49.1%	47.8%	49.7%	48.2%	42.3%	46.2%
Hotel or resort	31.7%	39.1%	34.4%	35.3%	47.1%	40.7%
Lodge or inn	13.1%	14.0%	13.2%	12.0%	17.2%	14.0%
Private residence	11.0%	13.0%	11.0%	12.6%	13.9%	11.8%
Campground / RV Park	6.6%	4.4%	4.6%	4.1%	8.3%	5.6%
Other lodging	2.9%	1.8%	2.5%	3.0%	2.1%	2.4%
Base	422	496	271	355	534	523

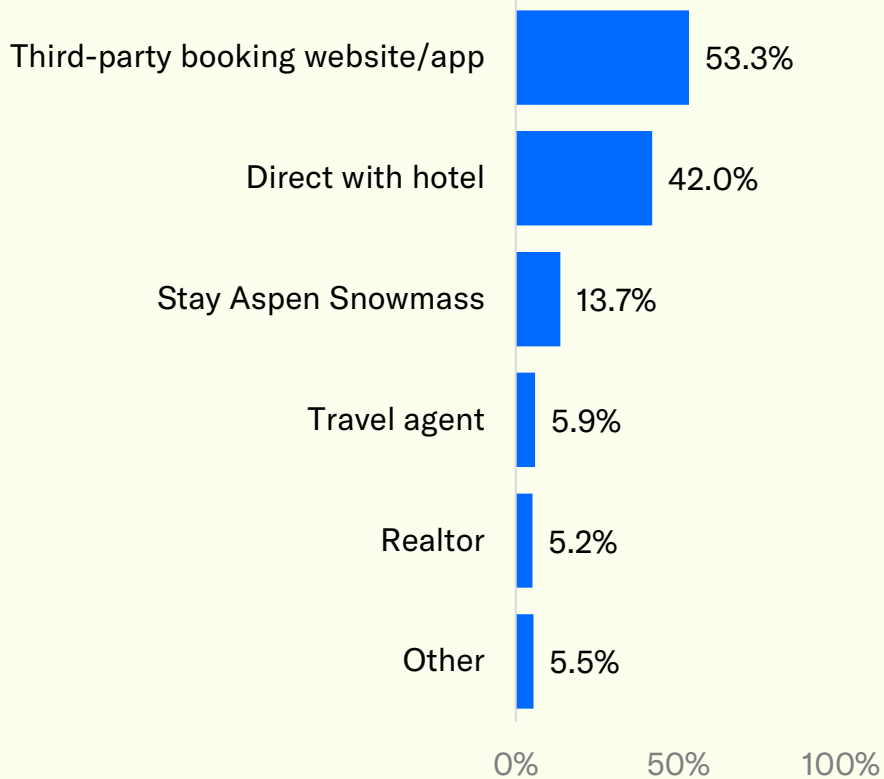
= statistically significantly higher than other respondents

Question: You said you spent __ nights in Aspen on your most recent trip. How many nights did you spend in each type of lodging on your last overnight trip Aspen? (Select all that apply)

A small majority of paid lodging users reported booking with a third-party website or app.

More than half of visitors who stayed in paid lodging in Aspen (53.3%) booked through third-party websites or apps, followed by direct hotel booking (42.0%). Stay Aspen Snowmass accounts for 13.7% overall, and indexes particularly strongly among Sustainably Minded visitors (18.9%), though this audience was also more likely to have used a third-party booking site (58.2%).

Accommodation Booking Method



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Third-party booking website/app	50.0%	53.2%	54.2%	52.9%	58.2%	54.9%
Direct with hotel	37.3%	42.3%	38.9%	39.6%	43.7%	39.1%
Stay Aspen Snowmass	9.1%	13.3%	7.1%	7.7%	18.9%	11.0%
Travel agent	5.6%	6.8%	6.0%	6.9%	7.2%	7.4%
Realtor	6.2%	5.3%	5.3%	5.2%	6.4%	6.5%
Other	10.7%	6.3%	7.3%	5.6%	2.2%	5.7%
Base	319	399	216	270	467	427

= statistically significantly higher than other respondents

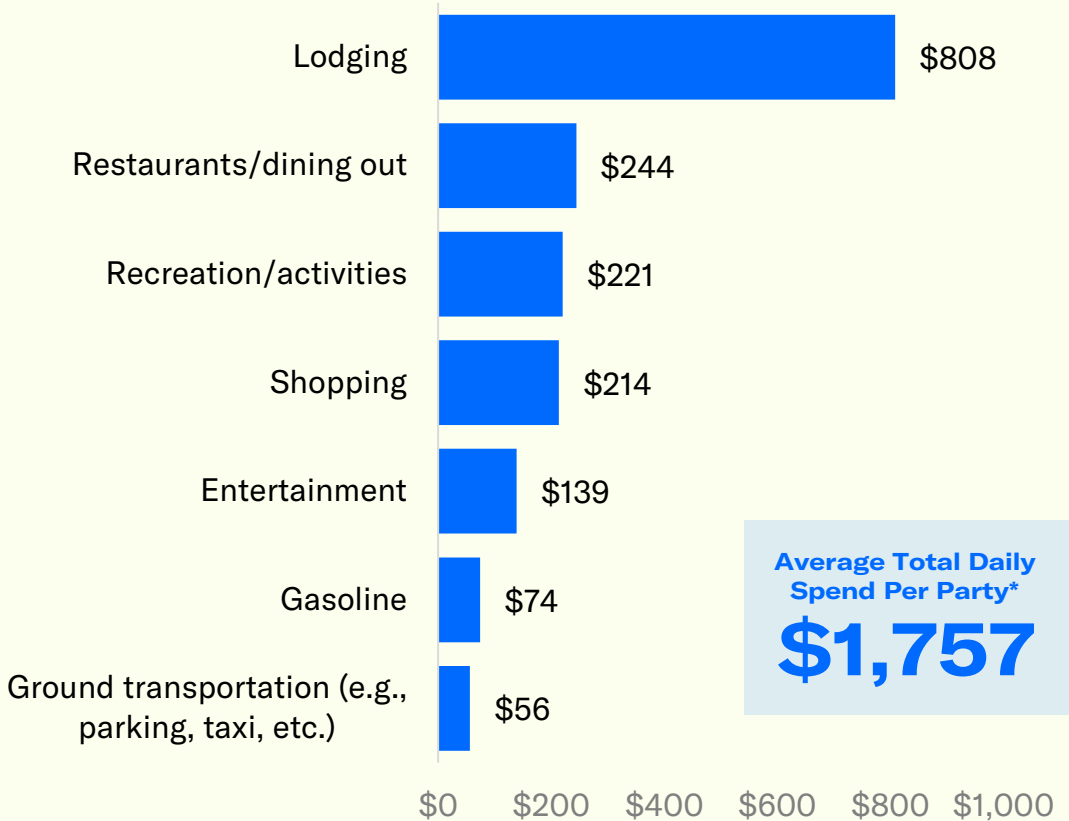
Question: Which of the following best describe how you booked your lodging for your most recent trip to Aspen? Select all that apply.

Base: Overnight visitors who stayed in paid lodging (739 completed surveys).

Lodging and dining represent the largest spending categories among Aspen visitors* in 2025.

Excluding campers, day trippers, and those visiting friends and relatives to understand daily spend per travel party among those who stayed overnight in paid lodging, the average total spend per party per day is \$1,757, with the highest spending by category by far reported for lodging (\$808), followed distantly by restaurants and dining (\$244), recreation/activities (\$221), and shopping (\$214). At the segment level, Culinary Seekers have the highest average daily party spend at \$1,910, driven particularly by lodging (\$885) and dining out (\$288), while Outdoor Recreationalists report the lowest total daily spend per party at \$1,729.

Daily Spend per Travel Party



*Excluding campers, day trippers, and those visiting friends and relatives.

By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Lodging	\$814	\$843	\$885	\$885	\$845	\$845
Restaurants/dining out	\$234	\$264	\$288	\$268	\$257	\$280
Recreation/activities	\$217	\$220	\$236	\$255	\$234	\$253
Shopping	\$225	\$219	\$248	\$223	\$237	\$246
Entertainment	\$123	\$146	\$135	\$108	\$164	\$145
Gasoline	\$71	\$58	\$54	\$80	\$88	\$74
Ground transportation	\$46	\$57	\$63	\$40	\$70	\$59
Average Total Daily Spend Per Party	\$1,729	\$1,807	\$1,910	\$1,857	\$1,896	\$1,903
Base	453	528	291	378	547	546

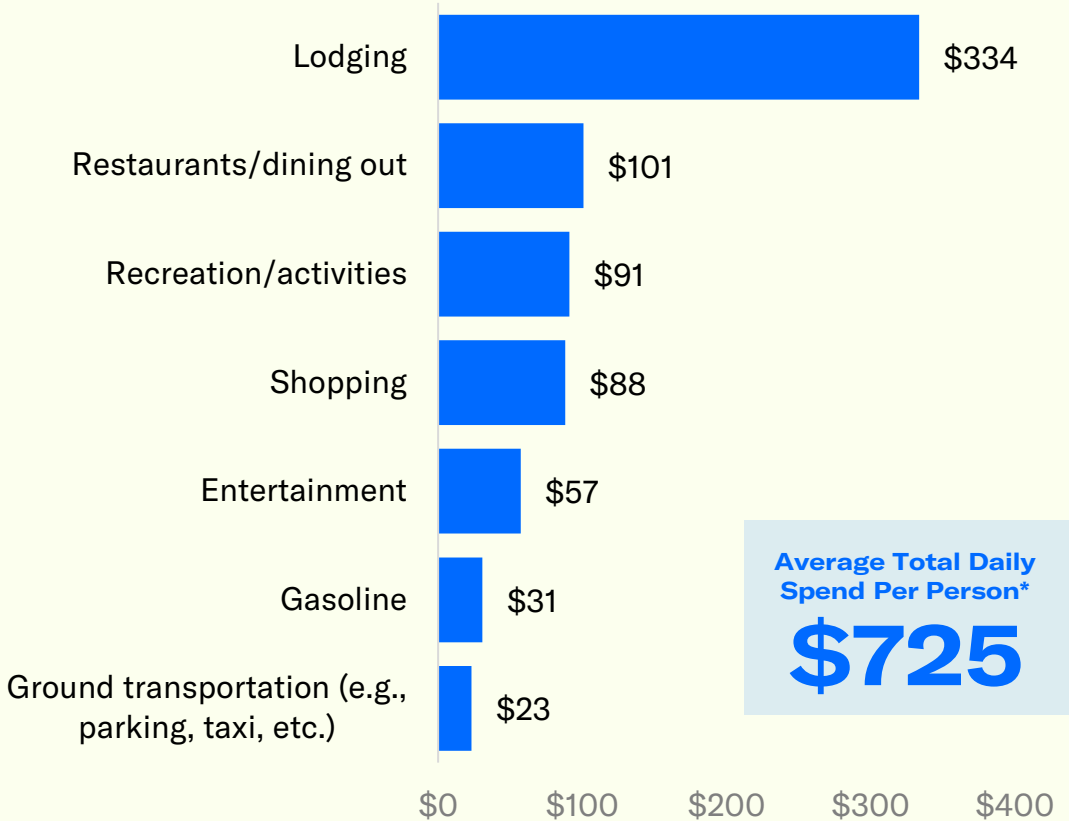
Question: On your most recent trip, approximately how much did you spend PER DAY in Aspen on each of the following:

Base: Total respondents, excluding campers, day trippers, and those visiting friends and relatives (651 completed surveys).

The average daily spend per person* is \$725, with notable variation across the segments.

The average daily spend per person was \$725, led by lodging (\$334), dining (\$101), recreation (\$91), and shopping (\$88). Culinary Seekers are the high-spending segment at \$811 per person per day, with higher spend particularly across lodging (\$375), dining out (\$122), and shopping (\$105), while Family Friendly visitors report the lowest per-person spend at \$688, likely reflecting the larger average travel party size for this segment.

Daily Spend per Person



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Lodging	\$330	\$349	\$375	\$328	\$330	\$342
Restaurants/dining out	\$95	\$109	\$122	\$99	\$100	\$113
Recreation/activities	\$88	\$91	\$100	\$94	\$91	\$102
Shopping	\$91	\$91	\$105	\$83	\$93	\$99
Entertainment	\$50	\$61	\$57	\$40	\$64	\$59
Gasoline	\$29	\$24	\$23	\$30	\$35	\$30
Ground transportation	\$19	\$23	\$27	\$15	\$28	\$24
Average Total Daily Spend Per Person	\$702	\$748	\$811	\$688	\$741	\$769
Base	453	528	291	378	547	546

*Excluding campers, day trippers, and those visiting friends and relatives.

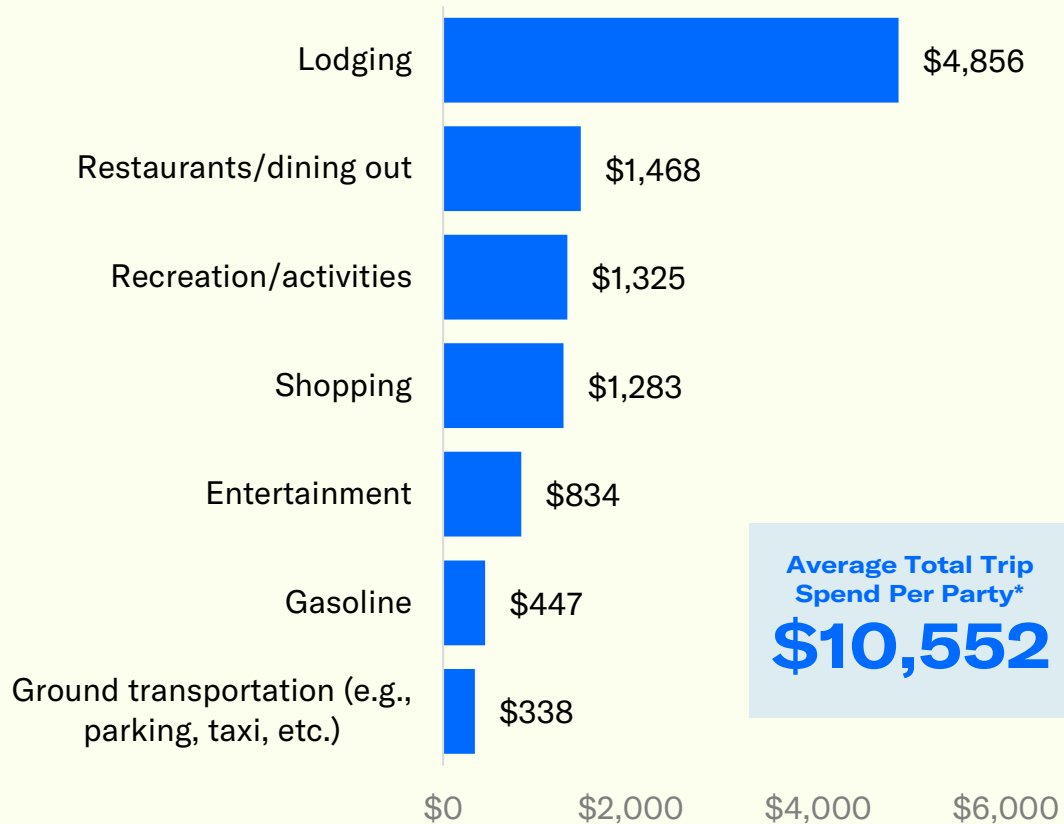
Question: On your most recent trip, approximately how much did you spend PER DAY in Aspen on each of the following. How many persons' travel expenses did this spending fully cover (including yourself)?

Base: Total respondents, excluding campers, day trippers, and those visiting friends and relatives (651 completed surveys).

Total average trip spend per party for Aspen 2025 visitors* was just over \$10,000.

On average, the total trip spend per party among 2025 visitors to Aspen was \$10,552, with nearly half of that accounted for by lodging (\$4,856), followed by dining (\$1,468), recreation (\$1,325), and shopping (\$1,283) costs. Culinary Seekers are by far the highest-value segment at \$13,544 total trip spend on average per party, +28.4 percent above the overall average, driven by significantly higher spending in lodging (\$6,274) and dining (\$2,045). Arts & Culture Enthusiast visitors report the lowest total trip spend at \$11,903.

Trip Spend per Travel Party



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Lodging	\$5,925	\$5,555	\$6,274	\$5,968	\$5,243	\$5,486
Restaurants/dining out	\$1,703	\$1,741	\$2,045	\$1,807	\$1,594	\$1,818
Recreation/activities	\$1,577	\$1,449	\$1,675	\$1,717	\$1,450	\$1,642
Shopping	\$1,641	\$1,439	\$1,761	\$1,502	\$1,469	\$1,594
Entertainment	\$899	\$962	\$959	\$726	\$1,020	\$939
Gasoline	\$514	\$384	\$381	\$538	\$548	\$481
Ground transportation	\$332	\$373	\$449	269	\$437	\$385
Average Total Trip Spend Per Party	\$12,592	\$11,903	\$13,544	\$12,528	\$11,761	\$12,346
Base	453	528	291	378	547	546

Question: On your most recent trip, approximately how much did you spend PER DAY in Aspen on each of the following. On your last trip, how many days and nights did you spend in Aspen?

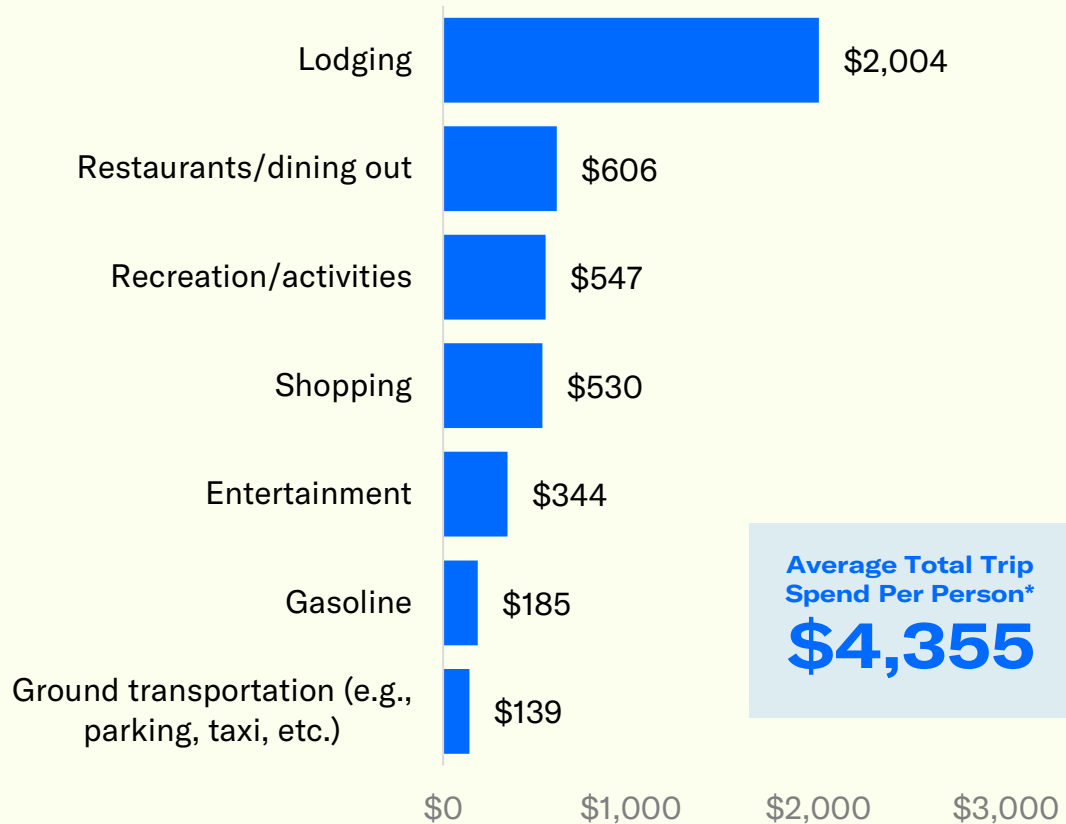
Base: Total respondents, excluding campers, day trippers, and those visiting friends and relatives (651 completed surveys).

*Excluding campers, day trippers, and those visiting friends and relatives.

The average total trip spend per person* for Aspen visitors in 2025 was \$4,355.

The average trip spend per person for 2025 Aspen visitors was \$4,355, with lodging (\$2,004), dining (\$606), recreation (\$547), and shopping (\$530) once again representing the largest shares of spending. Culinary Seekers also reported the highest average spend for this metric at \$5,748 per person per trip, while Sustainably Minded visitors reported the lowest per-person trip spend at \$4,598, just below Family Friendly visitors (\$5,748).

Trip Spend per Person



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Lodging	\$2,406	\$2,301	\$2,663	\$2,211	\$2,050	\$2,218
Restaurants/dining out	\$692	\$721	\$868	\$669	\$623	\$735
Recreation/activities	\$640	\$600	\$711	\$636	\$567	\$664
Shopping	\$666	\$596	\$748	\$557	\$574	\$645
Entertainment	\$365	\$399	\$407	\$269	\$399	\$380
Gasoline	\$209	\$159	\$162	\$199	\$214	\$195
Ground transportation	\$135	\$154	\$191	\$100	\$171	\$156
Average Total Trip Spend Per Person	\$5,113	\$4,930	\$5,748	\$4,641	\$4,598	\$4,992
Base	453	528	291	378	547	546

Question: On your most recent trip, approximately how much did you spend PER DAY in Aspen on each of the following. How many persons' travel expenses did this spending fully cover (including yourself)? On your last trip, how many days and nights did you spend in Aspen?

Base: Total respondents, excluding campers, day trippers, and those visiting friends and relatives (651 completed surveys).

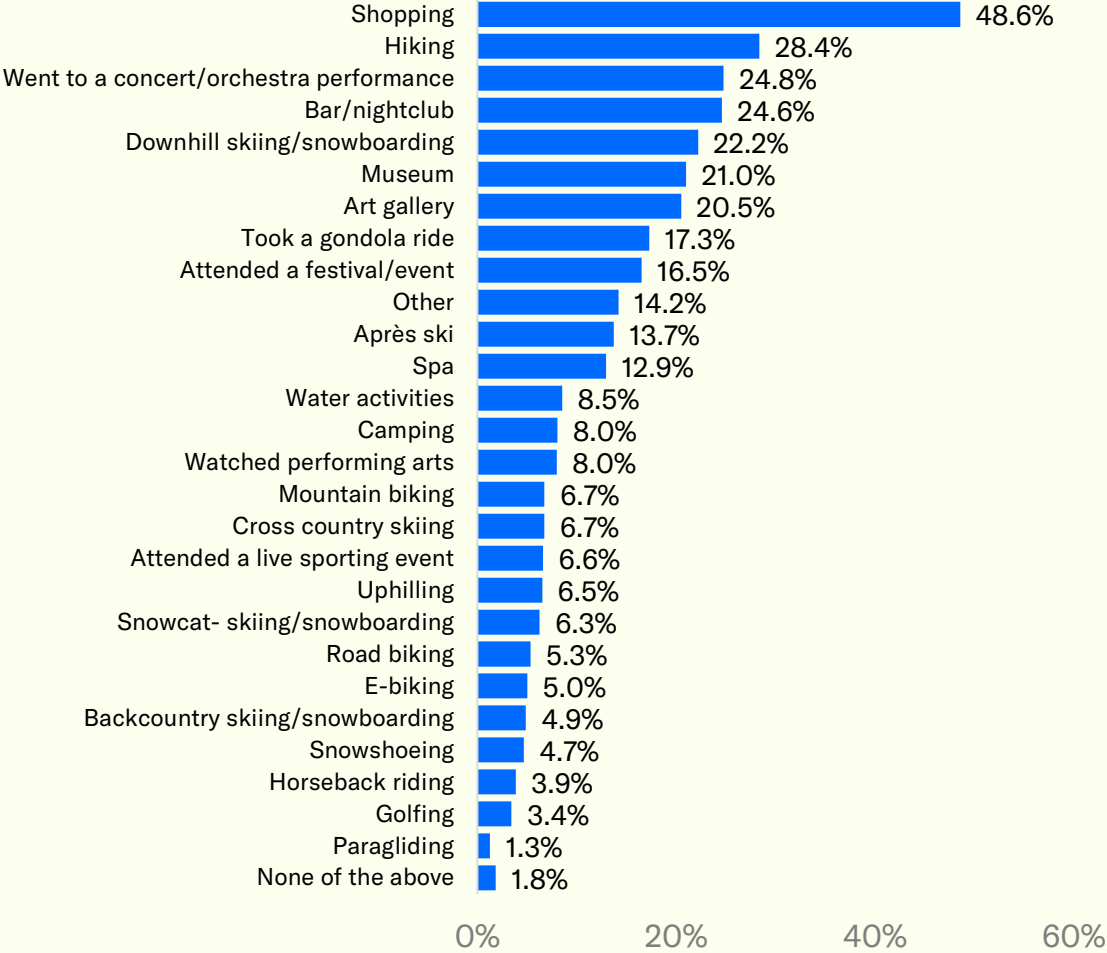
*Excluding campers, day trippers, and those visiting friends and relatives.

Visitor Activities

Shopping dominates as the top activity that 2025 Aspen visitors engaged in on their most recent trip.

At nearly half of respondents, shopping (48.6%) was the most common activity reported by 2025 Aspen visitors followed distantly by hiking (28.4%), concerts (24.8%), and/or bar/nightclub (24.6%). Roughly one in five reported participating in downhill skiing/snowboarding (22.2%), going to a museum (21.0%) and/or an art gallery (20.5%).

Activities Participated In




Question: What type of the following activities did you participate in on your last trip to Aspen? Select all that apply.

Base: Total respondents (929 completed surveys).

Shopping, hiking, and live entertainment anchor the Aspen activity mix across all segments, but Sustainably Minded visitors were more likely to have participated in a wider range of activities and Health & Wellness visitors over-index for skiing and spa experiences.

Activities Participated In by Segment

 = statistically significantly higher than other respondents

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Shopping	45.6%	43.7%	49.2%	58.4%	56.8%	51.7%
Hiking	31.8%	26.9%	34.9%	24.4%	40.6%	33.7%
Went to a concert/orchestra performance	31.4%	33.7%	31.4%	32.5%	26.5%	25.6%
Bar/nightclub	27.6%	25.4%	33.6%	23.2%	28.6%	31.0%
Downhill skiing/snowboarding	26.6%	22.0%	30.9%	23.9%	31.3%	29.6%
Museum	19.7%	25.9%	29.0%	19.0%	24.7%	23.9%
Art gallery	23.1%	26.4%	29.4%	21.3%	25.3%	22.6%
Took a gondola ride	19.6%	15.9%	18.1%	20.4%	18.3%	21.2%
Attended a festival/event	17.3%	19.8%	16.5%	13.5%	20.8%	20.4%
Other	17.2%	18.1%	19.1%	16.1%	10.8%	9.4%
Après ski	16.1%	15.7%	22.1%	13.8%	18.7%	16.9%
Spa	9.3%	11.4%	12.4%	12.1%	19.1%	17.8%
Water activities	7.2%	7.9%	8.3%	5.4%	11.5%	10.5%
Camping	4.1%	7.0%	4.4%	4.3%	15.7%	8.6%
Watched performing arts	4.9%	9.4%	5.8%	4.9%	10.6%	7.4%
Mountain biking	5.9%	6.9%	4.6%	4.5%	9.6%	8.1%
Cross country skiing	6.3%	7.4%	5.8%	5.4%	13.4%	6.8%
Attended a live sporting event	5.0%	7.5%	6.3%	6.1%	12.1%	10.0%
Uphilling	7.1%	7.8%	6.0%	4.9%	12.6%	6.5%
Snowcat- skiing/snowboarding	4.1%	4.9%	3.6%	5.7%	11.0%	7.6%
Road biking	4.3%	5.1%	4.7%	4.6%	9.7%	6.3%
E-biking	3.4%	6.0%	4.1%	3.6%	9.6%	6.3%
Backcountry skiing/snowboarding	3.0%	4.0%	3.5%	5.4%	8.3%	5.5%
Snowshoeing	2.5%	3.3%	2.5%	3.4%	8.2%	5.6%
Horseback riding	2.9%	3.9%	4.1%	3.7%	6.8%	4.3%
Golfing	2.7%	3.4%	3.2%	3.0%	6.1%	4.1%
Paragliding	0.7%	1.3%	0.3%	1.1%	2.1%	1.1%
None of the above	0.2%	0.3%	0.0%	2.8%	0.1%	0.1%
Base	453	528	291	378	547	546

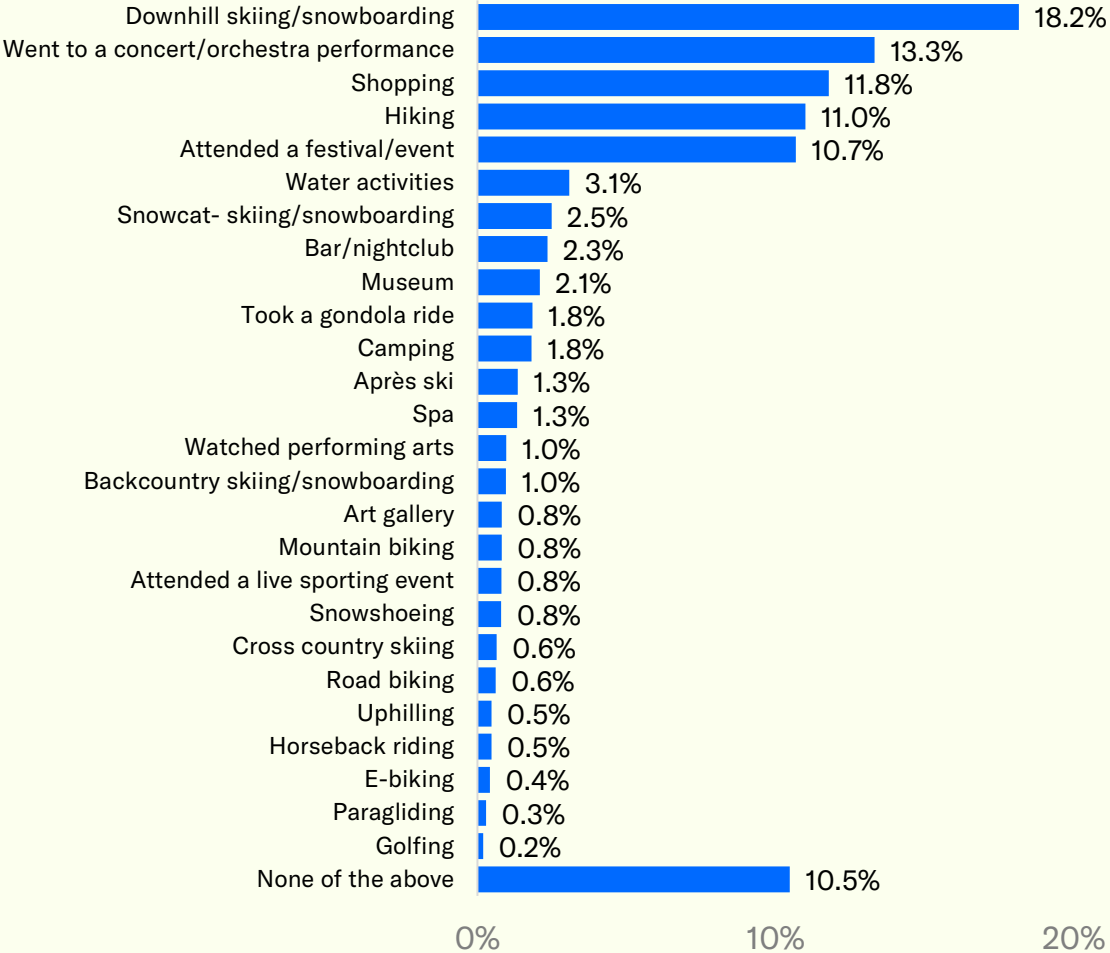
Question: What type of the following activities did you participate in on your last trip to Aspen? Select all that apply.

Outdoor activities are by far the top category for primary motivating activities, followed by live entertainment activities.

Among respondents who participated in at least one of these activities on their last 2025 Aspen trip, the largest share said that downhill skiing/snowboarding was their primary motivating activity for this trip, though this is a relatively small share of 18.2 percent. Concerts (13.3%), shopping (11.8%), hiking (11.0%), and festivals/events (10.7%) comprise a secondary tier of primary motivating activities.

In total, 42.2 percent of these respondents reported an outdoor activity was their primary motivation for visiting Aspen, followed by 28.1 percent who selected live entertainment, suggesting that outdoor offerings play an outsized role in bringing visitors to the destination.

Primary Motivating Activity



Question: Of the activities you participated in on your last trip, which was your primary motivation for visiting Aspen? Select one.

Base: Respondents who participated in at least one of these activities (918 completed surveys).

Downhill skiing/snowboarding was the top motivating activity for all segments except for Arts & Culture Enthusiasts, who were most likely to have been motivated by concerts.

Primary Motivating Activity by Segment

= statistically significantly higher than other respondents

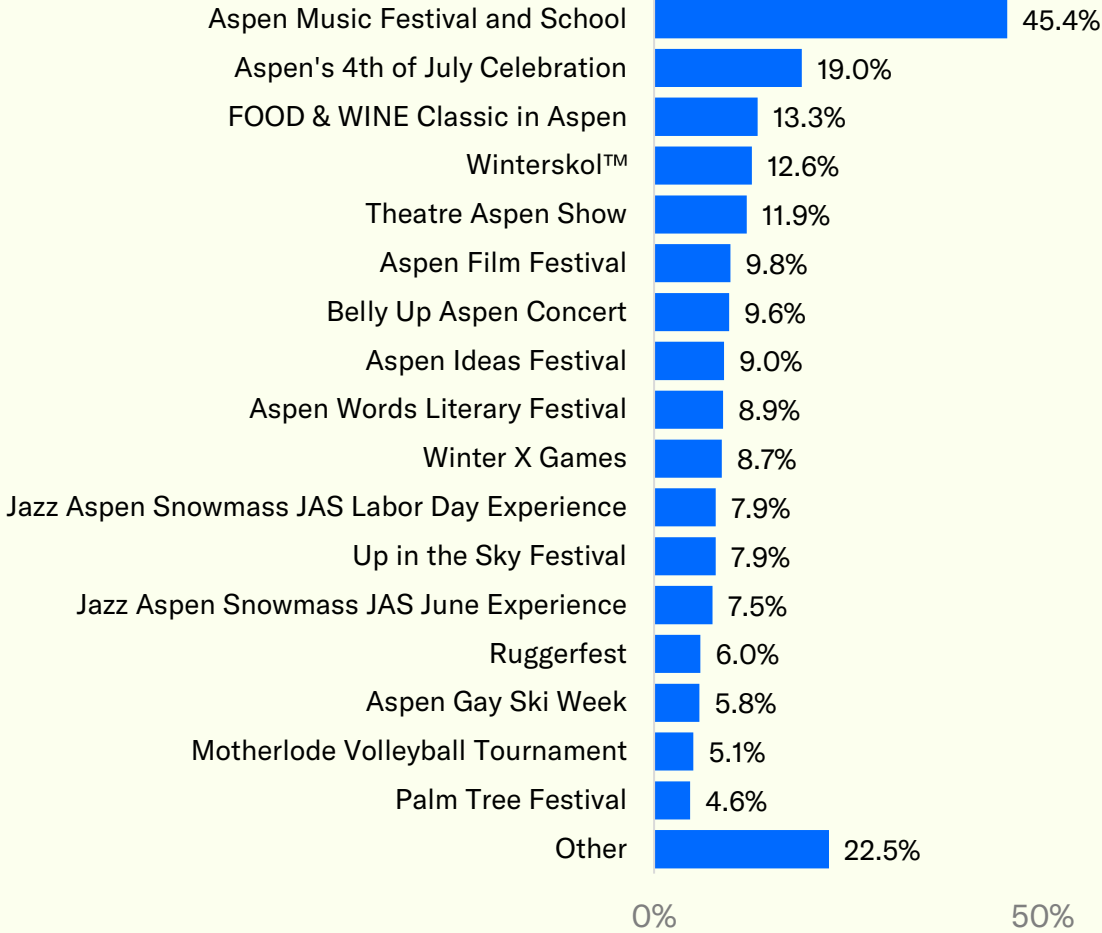
	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Downhill skiing/snowboarding	22.4%	17.5%	25.4%	22.4%	26.0%	24.0%
Went to a concert/orchestra performance	19.5%	18.8%	18.5%	18.7%	8.2%	11.0%
Shopping	7.7%	8.0%	1.5%	13.7%	7.7%	13.0%
Hiking	12.1%	7.8%	14.7%	8.4%	9.9%	13.6%
Attended a festival/event	11.4%	13.8%	10.3%	8.1%	11.8%	13.1%
Water activities	3.1%	3.1%	4.2%	1.0%	2.4%	4.2%
Snowcat- skiing/snowboarding	1.4%	1.8%	1.6%	2.2%	4.5%	3.0%
Bar/nightclub	2.8%	2.8%	3.9%	0.3%	1.6%	1.1%
Museum	0.5%	2.6%	0.5%	0.3%	1.1%	0.4%
Took a gondola ride	0.5%	0.4%	0.5%	3.2%	0.3%	0.4%
Camping	1.4%	1.0%	1.2%	1.1%	3.1%	0.7%
Après ski	0.8%	1.3%	1.4%	1.1%	1.9%	1.1%
Spa	0.9%	0.9%	1.2%	1.1%	2.1%	1.6%
Watched performing arts	0.4%	1.1%	0.3%	0.3%	1.0%	0.9%
Backcountry skiing/snowboarding	0.1%	1.0%	0.3%	1.0%	1.2%	1.0%
Art gallery	0.5%	0.9%	1.0%	0.9%	1.2%	1.0%
Mountain biking	0.3%	0.8%	0.3%	0.7%	1.6%	0.6%
Attended a live sporting event	0.4%	0.4%	0.4%	1.0%	1.0%	1.1%
Snowshoeing	0.4%	0.4%	0.5%	0.3%	0.9%	0.6%
Cross country skiing	0.2%	0.5%	0.2%	0.6%	1.3%	0.7%
Road biking	0.4%	0.3%	0.4%	0.3%	1.2%	0.6%
Uphilling	0.3%	0.6%	0.0%	0.0%	1.0%	0.1%
Horseback riding	0.3%	0.5%	0.3%	0.2%	0.8%	0.2%
E-biking	0.6%	0.5%	0.5%	0.5%	0.8%	0.2%
Paragliding	0.1%	0.2%	0.0%	0.4%	0.6%	0.4%
Golfing	0.1%	0.1%	0.1%	0.2%	0.3%	0.2%
None of the above	11.4%	12.7%	10.7%	12.0%	6.7%	5.3%
Base	450	523	291	376	546	544

Question: Of the activities you participated in on your last trip, which was your primary motivation for visiting Aspen? Select one.

Over four in five festival/event goers attended the Aspen Music Festival and School on their last 2025 trip to Aspen.

For respondents who attended a festival/event on their most recent 2025 trip to Aspen, the largest share by far reported attending the Aspen Music Festival and School (45.4%), followed by the 4th of July Celebration (19.0%). A secondary tier is comprised of the FOOD & WINE Classic in Aspen (13.3%), Winterskol™ (12.6%) and Theatre Aspen Show (11.9%).

Festivals/Events Attended



The Aspen Music Festival and School topped event attendance for all segments, while Outdoor Recreationalists and Health & Wellness visitors were more likely to have attended the 4th of July Celebration.

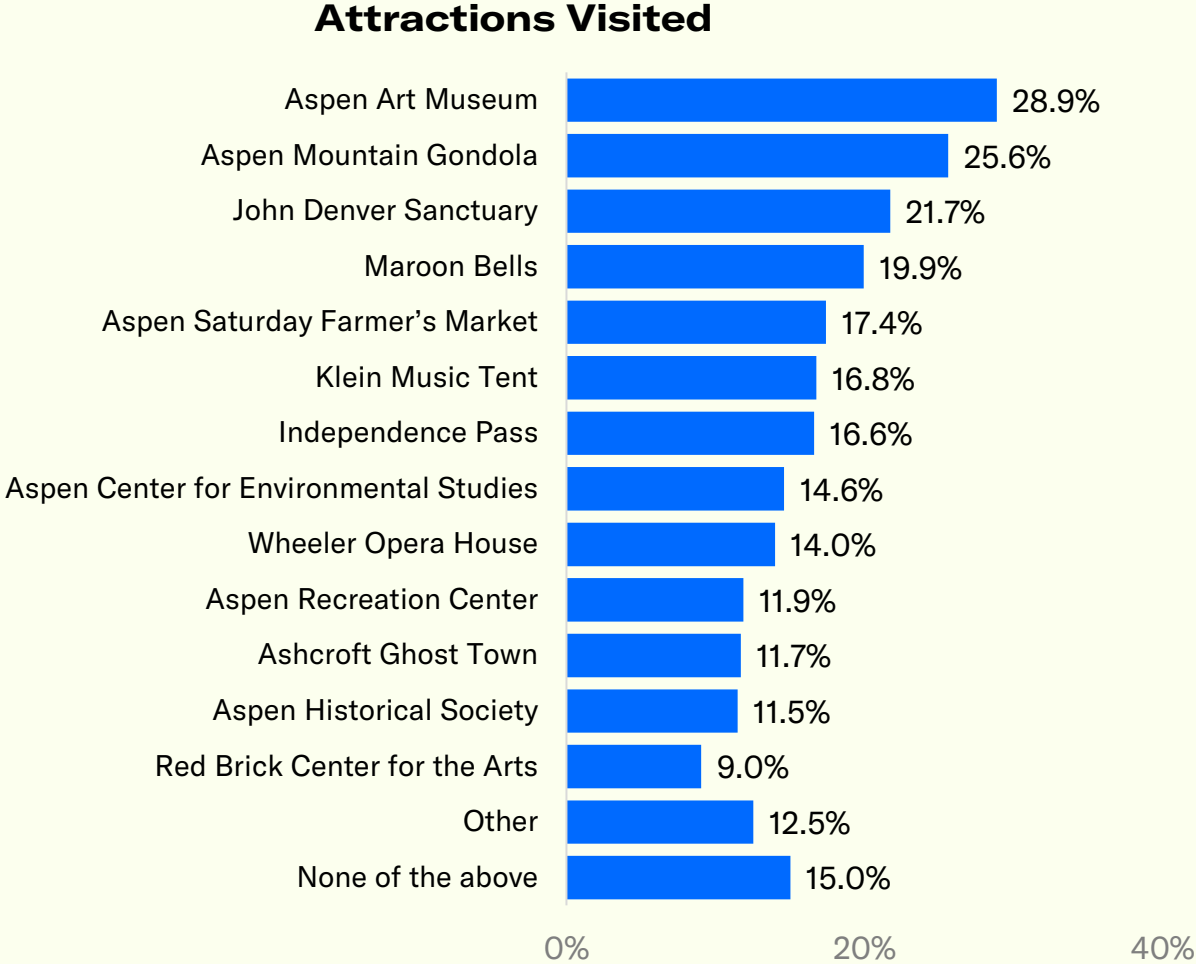
Festivals/Events Attended by Segment

= statistically significantly higher than other respondents

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Aspen Music Festival and School	44.4%	50.1%	42.7%	40.2%	37.7%	43.0%
Aspen's 4th of July Celebration	21.4%	18.6%	12.2%	13.3%	15.6%	21.1%
FOOD & WINE Classic in Aspen	10.3%	11.4%	14.8%	11.8%	18.8%	13.7%
Winterskol™	16.5%	12.9%	4.2%	4.3%	5.1%	15.1%
Theatre Aspen Show	11.5%	11.2%	10.1%	12.9%	15.6%	11.5%
Aspen Film Festival	7.6%	7.4%	11.6%	10.1%	10.9%	10.3%
Belly Up Aspen Concert	8.3%	7.5%	9.4%	9.6%	12.3%	10.6%
Aspen Ideas Festival	6.9%	6.2%	8.1%	9.0%	12.6%	7.2%
Aspen Words Literary Festival	4.3%	5.7%	4.1%	7.0%	14.8%	7.6%
Winter X Games	7.1%	6.3%	10.9%	12.6%	11.1%	8.6%
Jazz Aspen Snowmass JAS Labor Day Experience	6.0%	5.8%	9.7%	8.1%	10.8%	6.4%
Up in the Sky Festival	4.9%	5.6%	5.6%	6.0%	11.7%	7.9%
Jazz Aspen Snowmass JAS June Experience	5.4%	5.7%	8.0%	6.2%	9.8%	5.7%
Ruggerfest	5.9%	5.9%	7.0%	5.6%	7.6%	7.3%
Aspen Gay Ski Week	2.9%	4.0%	4.5%	5.4%	8.5%	5.1%
Motherlode Volleyball Tournament	3.5%	4.2%	4.1%	5.4%	7.1%	5.5%
Palm Tree Festival	3.0%	2.5%	1.3%	4.0%	6.6%	5.1%
Other	32.3%	26.5%	49.7%	51.5%	34.8%	30.1%
Base	125	153	91	96	135	141

Aspen visitors in 2025 went to a broad range of cultural and natural attractions in the destination.

At 85 percent, the majority of 2025 Aspen visitors went to at least one of the attractions listed in the destination on their last trip. Nearly three in ten (28.9%) went to the Aspen Art Museum, followed by the Aspen Mountain Gondola (25.6%). About one in five reported visiting the John Denver Sanctuary (21.7%) and/or Maroon Bells (19.9%).



Question: Which attractions did you visit in Aspen on your last visit? Select all that apply.

Base: Total respondents (929 completed surveys).

The Aspen Art Museum was the top attraction visited by all segments except for Health & Wellness visitors, who were more likely to have visited the Aspen Mountain Gondola.

Attractions Visited by Segment

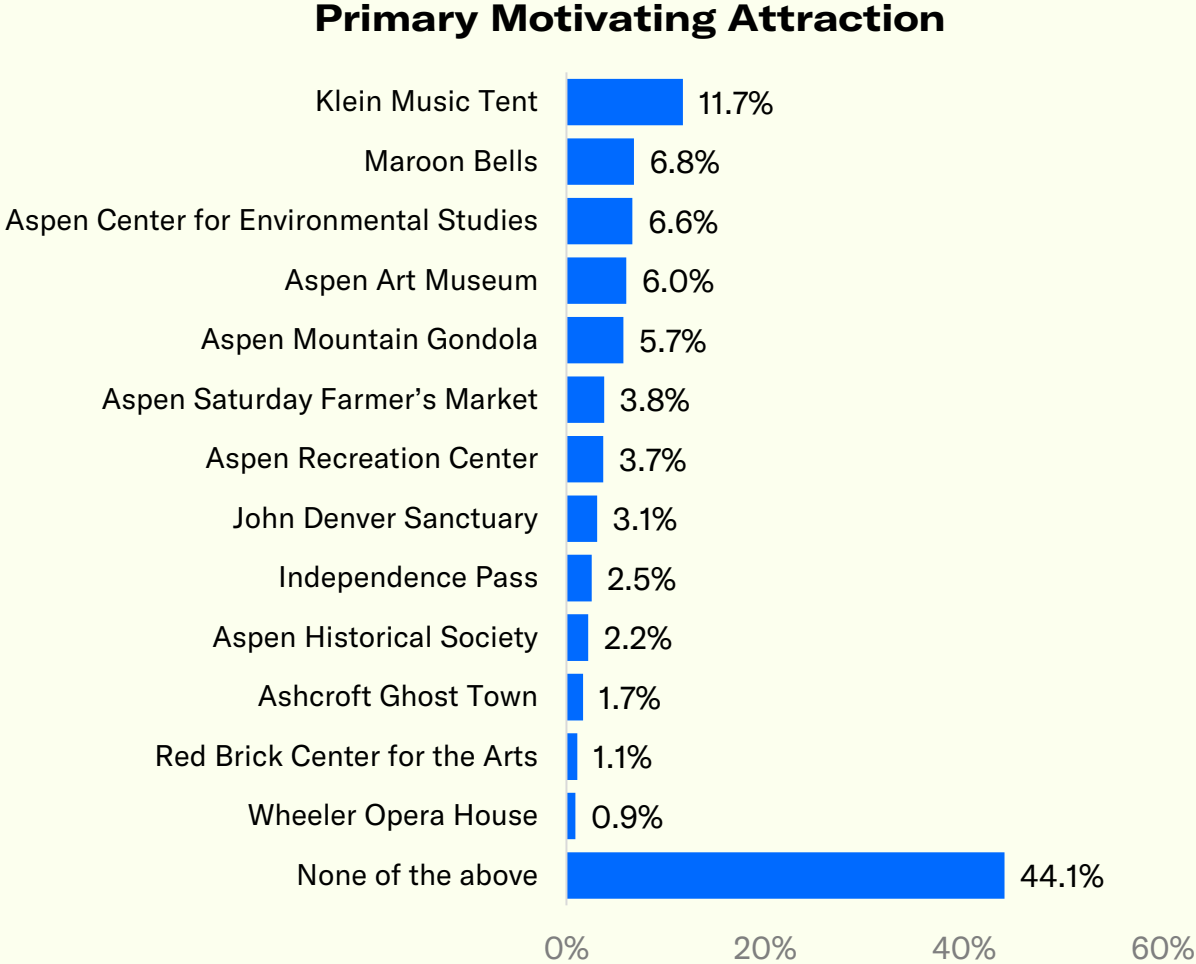
= statistically significantly higher than other respondents

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Aspen Art Museum	32.2%	35.3%	37.2%	32.2%	38.4%	28.2%
Aspen Mountain Gondola	30.3%	24.6%	28.6%	30.3%	34.7%	30.8%
John Denver Sanctuary	22.8%	24.9%	16.9%	29.6%	25.5%	19.1%
Maroon Bells	23.6%	20.7%	14.0%	21.8%	19.5%	23.4%
Aspen Saturday Farmer's Market	18.4%	18.5%	19.9%	19.9%	22.8%	17.1%
Klein Music Tent	18.3%	21.9%	18.4%	21.0%	10.9%	10.3%
Independence Pass	18.5%	17.9%	10.6%	15.4%	20.5%	15.5%
Aspen Center for Environmental Studies	16.3%	15.8%	18.0%	14.0%	19.9%	13.8%
Wheeler Opera House	17.2%	17.7%	19.2%	16.4%	18.3%	16.3%
Aspen Recreation Center	9.0%	11.3%	5.6%	10.2%	20.8%	15.4%
Ashcroft Ghost Town	12.6%	12.6%	9.9%	11.8%	17.6%	10.3%
Aspen Historical Society	9.0%	11.9%	9.9%	10.8%	13.6%	9.5%
Red Brick Center for the Arts	10.1%	11.1%	7.8%	9.9%	14.4%	12.8%
Other	19.2%	15.7%	15.3%	15.6%	14.4%	15.5%
None of the above	12.6%	13.9%	15.0%	16.4%	4.4%	12.8%
Base	450	523	291	376	546	544

Question: Which attractions did you visit in Aspen on your last visit? Select all that apply.

Over four in ten visitors to Aspen in 2025 cited a particular attraction as a primary motivation for their last trip to the area.

Among respondents who visited at least one of these attractions on their last 2025 Aspen trip, the relatively largest share (11.7%) said they visited the Klein Music Tent, suggesting that while the Aspen Art Museum and the Aspen Mountain Gondola were the top overall visited attractions, they are not necessarily the focus of visitors' trips to the destination. Generally, attractions were not a key driver to visiting Aspen, as 44.1 percent of those who did visit an attraction said none of these were primary motivations for making the trip.



Question: Of the attractions you visited on your last trip, which was your primary motivation for visiting Aspen? Select one.

Base: Total respondents (929 completed surveys).

The Klein Music Tent was more likely to be a primary trip driver for Arts & Culture Enthusiasts, though generally no single attraction stands out as a key motivator among any of the segments.

Primary Motivating Attraction by Segment

= statistically significantly higher than other respondents

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Klein Music Tent	12.9%	16.6%	12.1%	15.8%	1.9%	3.9%
Maroon Bells	9.6%	6.3%	6.5%	5.7%	6.4%	9.9%
Aspen Center for Environmental Studies	7.1%	6.8%	10.5%	6.3%	8.4%	8.4%
Aspen Art Museum	3.3%	7.1%	9.0%	7.5%	8.7%	3.2%
Aspen Mountain Gondola	5.7%	2.9%	5.7%	6.1%	10.6%	6.5%
Aspen Saturday Farmer's Market	3.4%	3.8%	4.7%	4.5%	7.1%	4.8%
Aspen Recreation Center	1.0%	3.3%	0.5%	1.7%	7.3%	5.2%
John Denver Sanctuary	1.2%	1.7%	1.1%	4.0%	2.7%	2.2%
Independence Pass	2.9%	2.5%	0.9%	0.5%	5.2%	1.2%
Aspen Historical Society	0.7%	2.2%	0.9%	1.2%	4.1%	2.1%
Ashcroft Ghost Town	0.8%	1.0%	1.0%	0.7%	2.4%	1.4%
Red Brick Center for the Arts	0.3%	1.1%	0.9%	0.8%	1.9%	0.9%
Wheeler Opera House	0.8%	1.0%	0.1%	0.4%	1.1%	0.7%
None of the above	50.3%	43.6%	46.1%	44.7%	32.2%	49.7%
Base	450	523	291	376	546	544

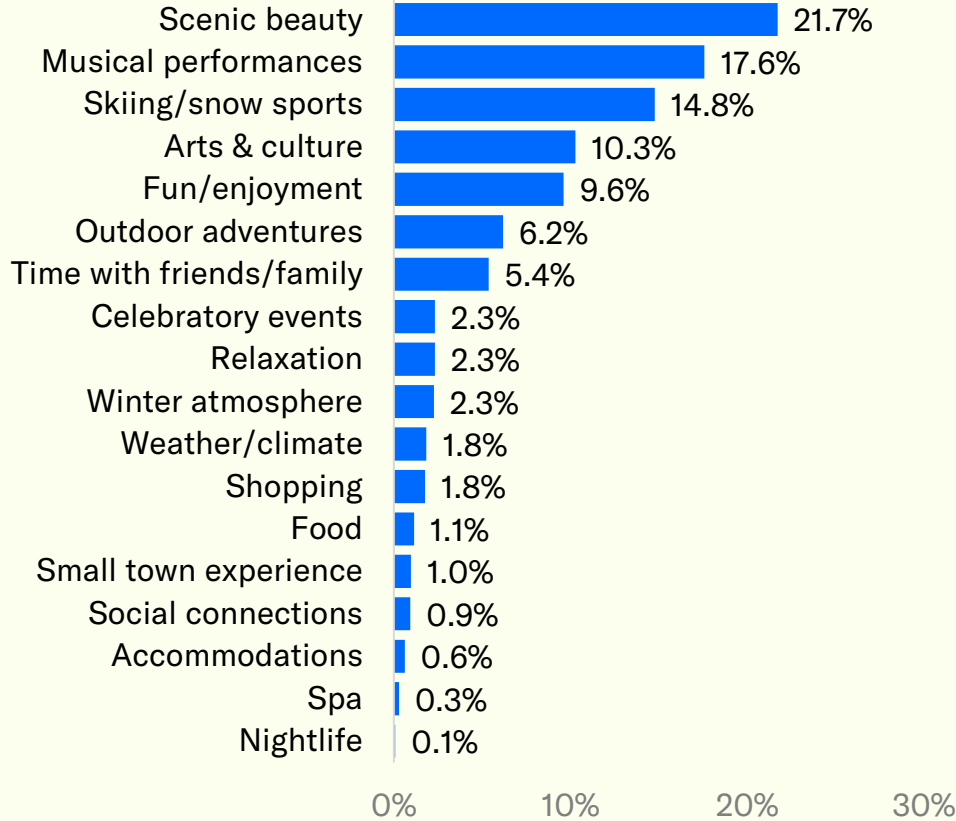
Question: Of the attractions you visited on your last trip, which was your primary motivation for visiting Aspen? Select one.

Visitor Experience

Visitors are most likely to cite scenic beauty and musical performances when sharing their favorite Aspen memories.

When asked to recall their favorite memory of their Aspen trip, one in five mentioned scenic beauty (21.7%), followed by musical performances (17.6%), and skiing and snow sports (14.8%), neatly encapsulating Aspen as a place with both world-class nature and culture. Arts & Culture Enthusiasts were most likely to mention musical performances (26.5%), while Health & Wellness visitors outpaced other visitors in mentions of skiing memories (19.6%).

Favorite Memory of Aspen Trip – Unaided



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Scenic beauty	21.9%	20.8%	24.9%	22.4%	26.5%	24.5%
Musical performances	21.9%	26.5%	21.2%	20.8%	7.3%	11.4%
Skiing/snow sports	14.7%	12.2%	18.4%	13.9%	19.5%	19.6%
Arts & culture	9.2%	12.0%	9.8%	10.5%	7.2%	8.0%
Fun/enjoyment	10.2%	8.2%	7.1%	11.5%	11.7%	7.3%
Outdoor adventures	6.8%	6.2%	5.0%	3.9%	12.5%	8.0%
Time with friends/family	5.2%	3.4%	3.8%	4.0%	6.7%	6.8%
Celebratory events	3.2%	3.1%	0.7%	0.5%	0.7%	3.0%
Relaxation	0.6%	0.6%	4.9%	0.6%	1.5%	0.7%
Winter atmosphere	0.3%	2.7%	0.2%	3.2%	1.3%	3.4%
Weather/climate	0.0%	0.1%	0.1%	3.0%	0.3%	0.1%
Shopping	2.6%	0.2%	0.1%	3.2%	0.1%	3.0%
Food	1.0%	1.2%	1.1%	0.8%	0.9%	1.4%
Small town experience	0.7%	1.0%	0.6%	0.4%	1.1%	0.8%
Social connections	0.9%	0.9%	0.7%	0.8%	1.2%	1.1%
Accommodations	0.7%	0.7%	1.1%	0.5%	0.9%	0.5%
Spa	0.1%	0.1%	0.3%	0.1%	0.2%	0.2%
Nightlife	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
Base	432	491	271	359	491	508

= statistically significantly higher than other respondents

Question: What was your favorite memory of your most recent trip to Aspen?

Base: Total respondents (849 completed surveys).

What was your favorite memory of your most recent trip to Aspen?

“

The performance of the national anthem by the Aspen Music Festival orchestra. Also a concert sponsored by the Aspen Historical Society in the Community Church -- and the reception following where we mixed with locals and other music lovers.

”

“

My favorite memory from my most recent trip to Aspen was an early summer morning bike ride out to Maroon Bells. I left town just after sunrise, when the streets were still quiet and the mountains felt almost sacred. As I rounded that final bend and the Bells came into view, perfectly reflected in the water, it honestly took my breath away.

”

“

Seeing the children skiing for the first time, trying on all their gear, having laughable moments falling and trying again, enjoying the mountain scenery, beautiful nature.

”

“

Skiing down Aspen Mountain and seeing the stunning views of the Maroon Bells was unforgettable.

”

What was your favorite memory of your most recent trip to Aspen?

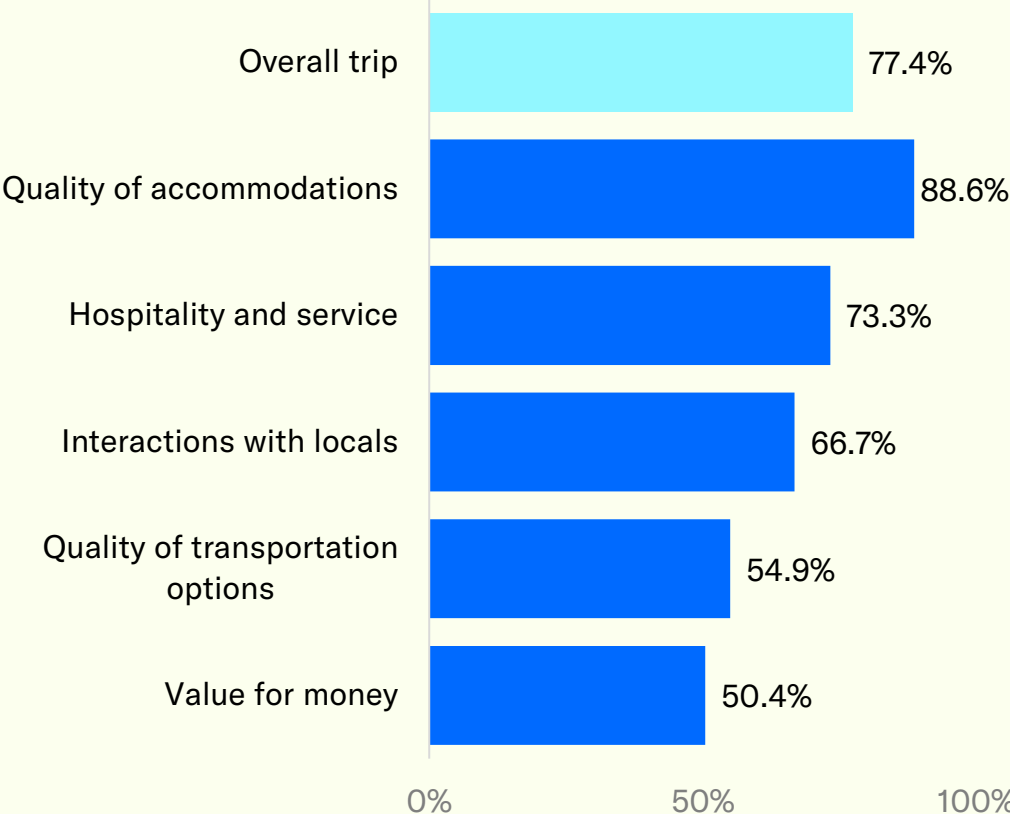
“The answer to a favorite memory is difficult to land on, but favorable memories in Aspen for me include the feeling one receives from breathing in your fresh mountain air, and the sense of connection with Mother Nature that transpires as a result. Also love your ‘pet friendly’ atmosphere. Finally, don’t forget the overall focus of getting outside to live!”

Over three-fourths were satisfied with their overall trip to Aspen in 2025, with satisfaction highest with lodging quality.

At 77.4 percent, overall trip satisfaction levels this year is a decrease of -6.3 percentage points from 83.7% in 2022/23. Aspen scored highest in satisfaction with quality of accommodations (88.6%), which has improved from 85.5% in 2022/23. On the other hand, satisfaction with hospitality and service (73.3%) declined slightly from 76.0%. Satisfaction was lowest for value for money (50.4%) and quality of transportation options (54.9%), consistent with patterns seen throughout this study. Family Friendly visitors report the highest overall trip satisfaction (81.9%), while Sustainably Minded visitors lead on value perception (57.8%) despite their substantially higher trip spend.

Satisfaction with Aspen Trip Components

% Top 2 Box "5 – Extremely satisfied" or "4 – Satisfied"



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Overall trip	74.7%	73.3%	71.3%	81.9%	80.3%	73.4%
Quality of accommodations	87.7%	88.1%	87.7%	88.5%	91.6%	87.0%
Hospitality and service	73.6%	70.5%	70.7%	80.0%	79.0%	71.4%
Interactions with locals	71.3%	63.7%	62.0%	66.6%	71.6%	68.8%
Quality of transportation options	50.9%	49.0%	57.5%	58.3%	67.8%	56.3%
Value for money	49.9%	47.8%	48.4%	45.2%	57.8%	56.6%
Base	453	528	291	378	547	546

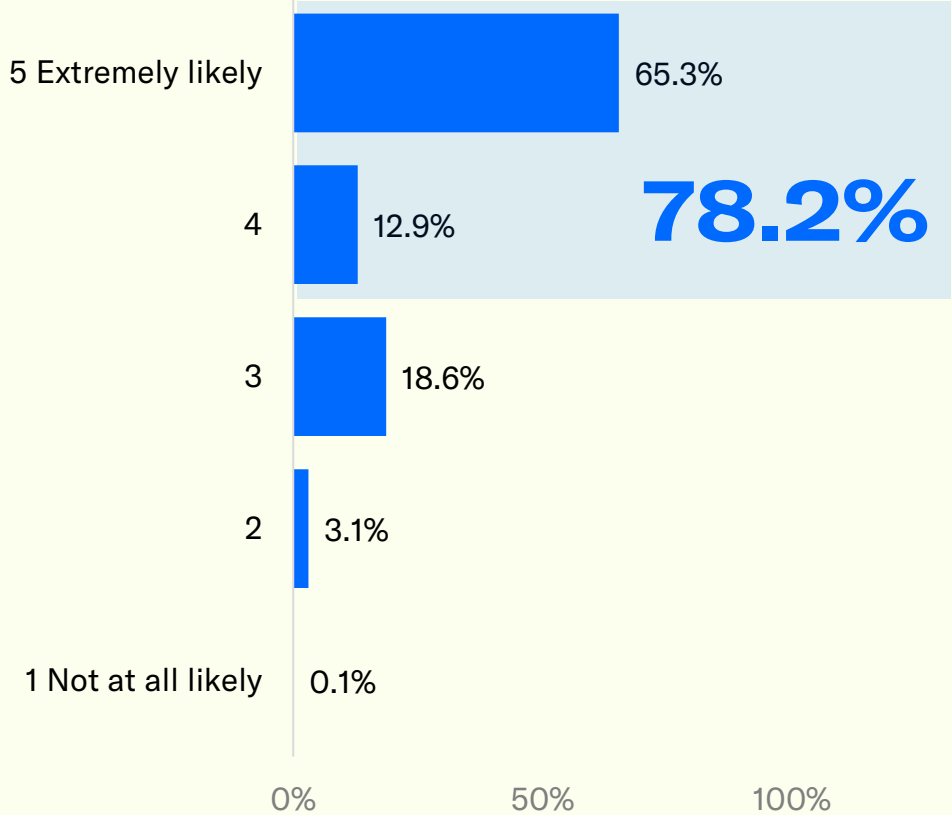
= statistically significantly higher than other respondents

Question: How satisfied were you with the following on your last trip to Aspen?

Nearly two-thirds are extremely likely to return to Aspen in the future, reflecting the historically high loyalty of these visitors.

Nearly four in five Aspen 2025 visitors (78.2%) are likely or extremely likely to return in the future, with 65.3 percent saying they are extremely likely to do so, a strong indicator of their loyalty to Aspen as a destination. However, the top 2 box score has decreased -8.4 percentage points from 86.6 percent in 2022/23, which echoes the softening in overall trip satisfaction. Return intent is highest among Outdoor Recreationalists (87.5%), Culinary Seekers (88.4%), and Family Friendly visitors (87.3%), while Arts & Culture Enthusiasts (78.9%) reported the relative lowest likelihood to return.

Likelihood to Return to Aspen in the Future



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Top 2 Box	87.5%	78.9%	88.4%	87.3%	87.5%	85.3%
5 – Extremely likely	76.1%	68.9%	76.8%	76.4%	71.8%	69.9%
4	11.3%	9.9%	11.7%	10.9%	15.7%	15.4%
3	10.2%	18.7%	4.6%	12.5%	12.2%	14.5%
2	2.3%	2.3%	6.8%	0.2%	0.3%	0.2%
1 – Not at all likely	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%
Base	453	528	291	378	547	546

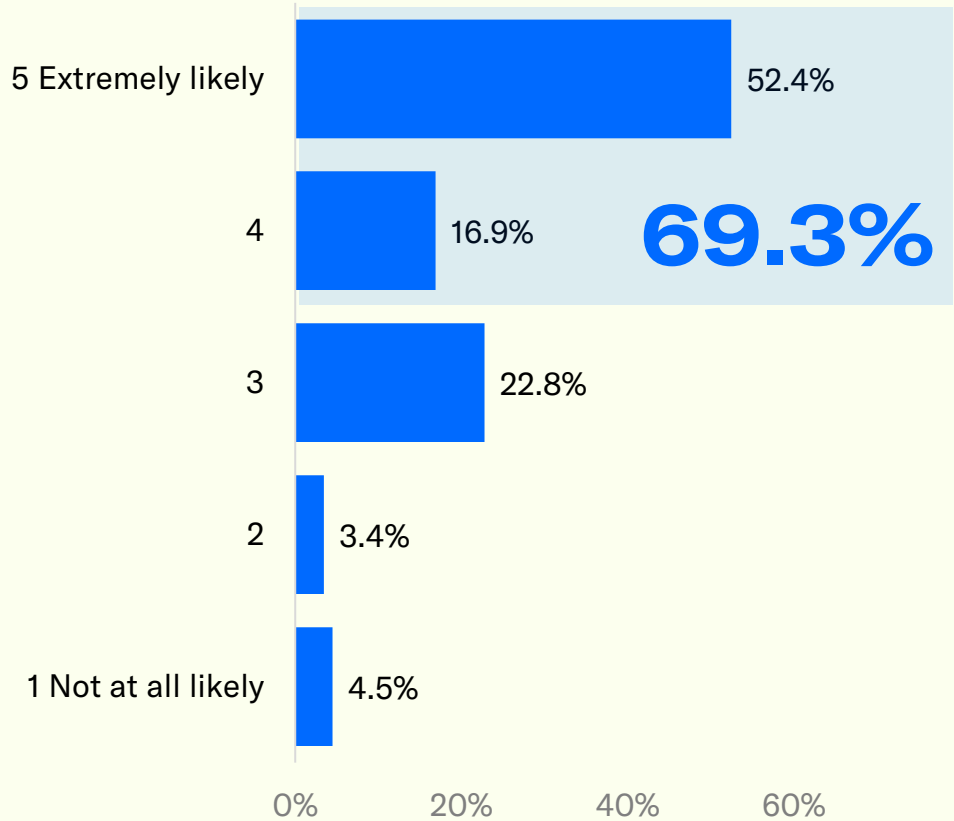
 = statistically significantly higher than other respondents

Question: How likely are you to...?

Over half of visitors are extremely likely to recommend Aspen.

At 52.4 percent, a majority of visitors are extremely likely to recommend Aspen, with nearly seven in ten (69.3%) reporting any likelihood to recommend Aspen to friends or family. However, this does represent a -11.4-percentage point decline from the 80.7 percent reported in 2022/23, a more pronounced drop than that seen in return intent over the same period. Sustainably Minded visitors (73.9%) and Health & Wellness visitors (72.3%) are the most likely to recommend, while Culinary Seekers (68.2%) and Arts & Culture Enthusiasts (68.8%) fall slightly below the total.

Likelihood to Recommend Aspen



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Top 2 Box	71.6%	68.8%	68.2%	70.2%	73.9%	72.3%
5 – Extremely likely	57.0%	53.1%	61.6%	54.3%	62.1%	57.8%
4	14.6%	15.6%	6.6%	15.9%	11.8%	14.5%
3	18.9%	20.1%	17.7%	24.0%	19.0%	19.5%
2	2.8%	4.8%	3.9%	0.1%	0.3%	3.2%
1 – Not at all likely	6.7%	6.3%	10.2%	5.7%	6.8%	4.9%
Base	453	528	291	378	547	546

 = statistically significantly higher than other respondents

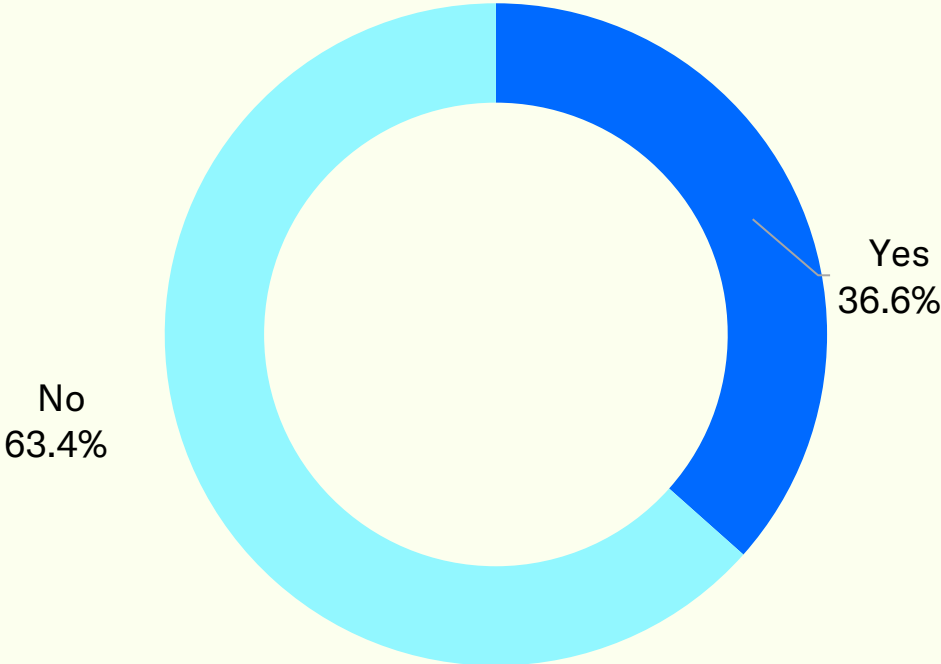
Question: How likely are you to...?

Aspen/Pitkin County Airport Closure Impact

Only about one-third of visitors to Aspen in 2025 were aware of the planned Aspen/Pitkin County Airport closure in 2027.

The vast majority (63.4%) were unaware of the planned airport closure. Among the segments, awareness was highest among Sustainably Minded visitors (50.2%), though notably the segments were more likely to have been aware of the airport closure plans compared to overall visitors to Aspen.

Aware of Planned Airport Closure



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Yes	42.8%	40.9%	44.0%	37.7%	50.2%	37.1%
No	57.2%	59.1%	56.0%	62.3%	49.8%	62.9%
Base	449	520	286	375	543	542

■ = statistically significantly higher than other respondents

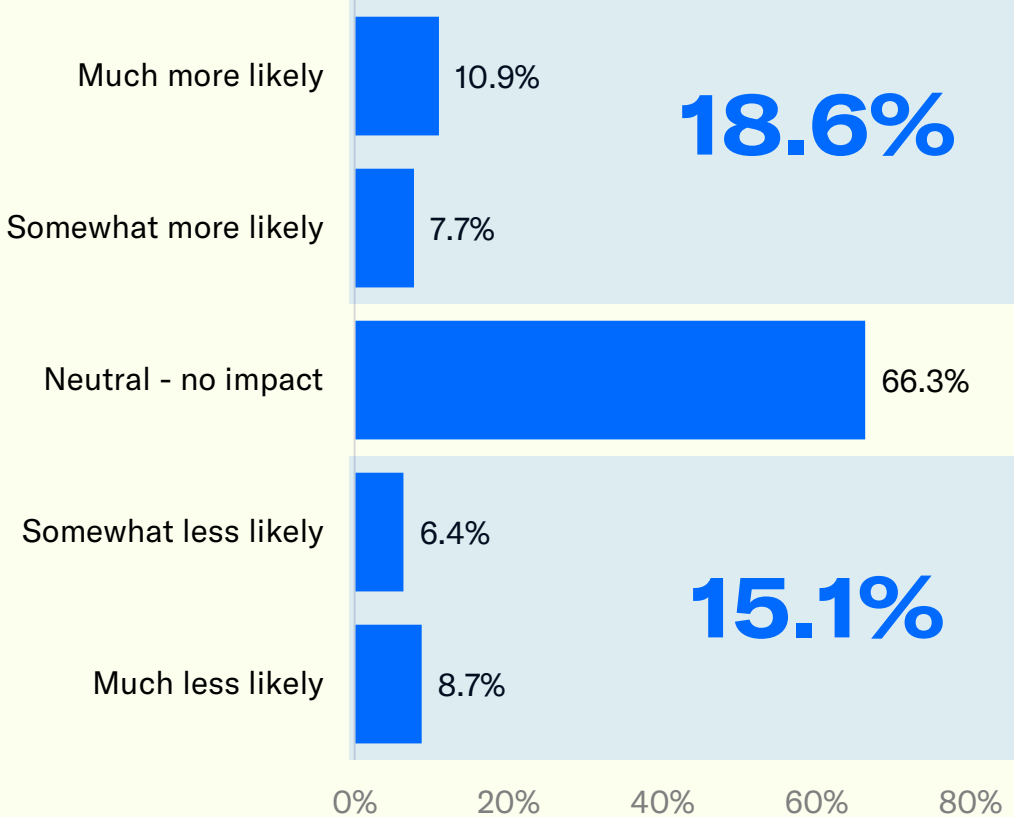
Question: The Aspen/Pitkin County Airport is scheduled to be closed for 9 months between April and December 2027. Prior to taking this survey, were you aware of this planned airport closure?

Base: Respondents who are likely to return to Aspen (916 completed surveys).

Two-thirds of 2025 Aspen visitors say the planned airport closure has no impact on their visitation intent for Aspen in 2027.

For the most part, the closure of the airport is expected to have no impact on these visitors (66.3% neutral), though notably a larger share said they are more likely to visit Aspen in 2027 (18.6%) as a result of the closure, versus just 15.1 percent who say they are less likely. Among the segments, over three in ten Sustainably Minded visitors (31.7%) are more likely to visit Aspen because of the airport closure.

Impact of Planned Airport Closure



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Top 2 Box	13.0%	15.0%	14.5%	13.1%	31.7%	19.9%
Much more likely	6.3%	9.3%	8.1%	8.8%	21.8%	11.2%
Somewhat more likely	6.8%	5.8%	6.4%	4.3%	9.9%	8.7%
Neutral – no impact	70.8%	67.7%	66.4%	69.7%	50.0%	64.0%
Somewhat less likely	6.6%	5.9%	5.4%	8.3%	6.0%	5.6%
Much less likely	9.6%	11.3%	13.7%	8.9%	12.3%	10.4%
Bottom 2 Box	16.1%	17.2%	19.1%	17.2%	18.3%	16.0%
Base	449	520	286	375	543	542

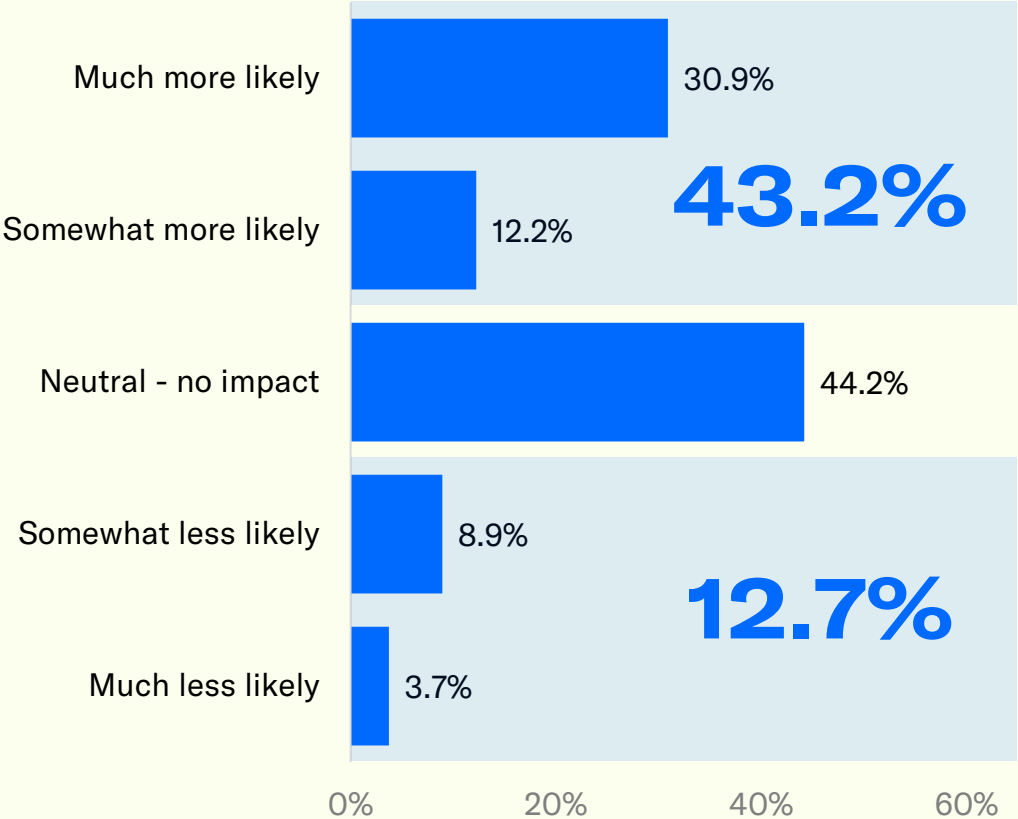
= statistically significantly higher than other respondents

Question: How does this affect your likelihood of visiting Aspen in 2027?

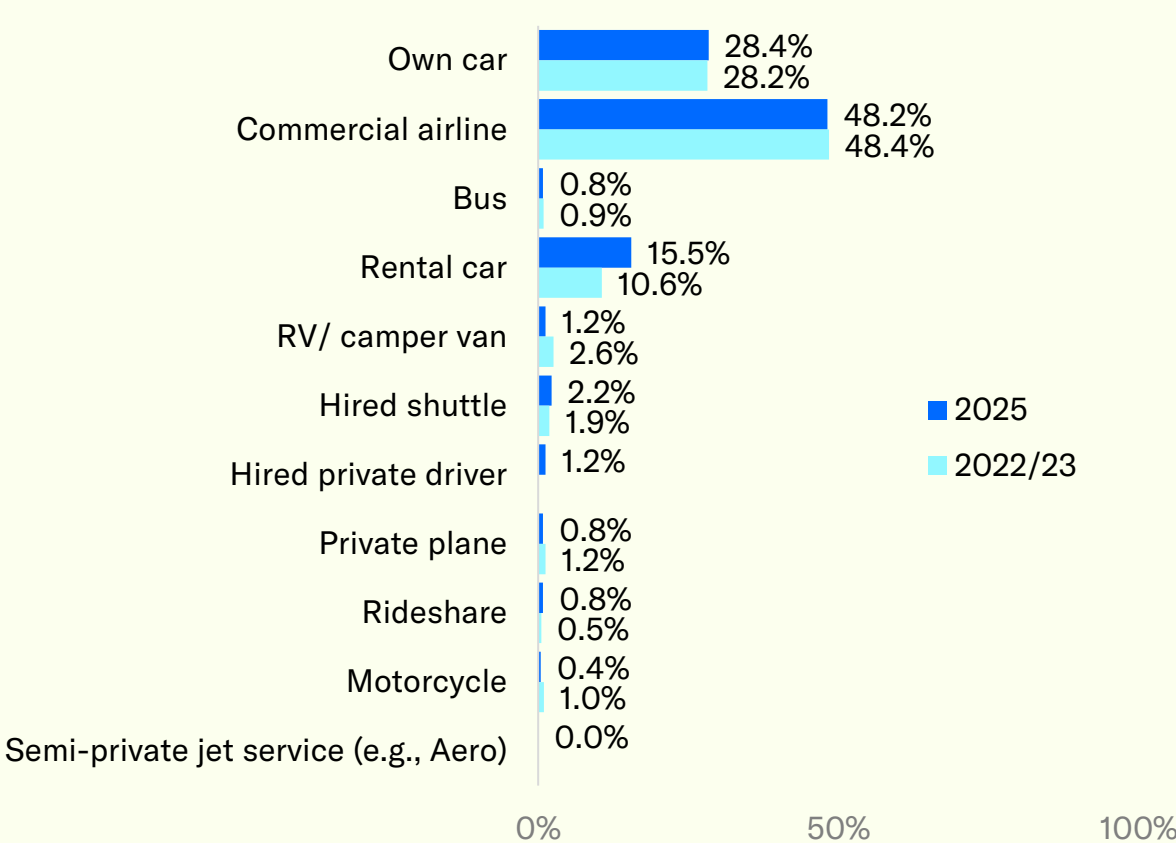
The airport closure has a positive impact on hotel guests' likelihood to visit Aspen in 2027.

Among hotel guests, historically just under half tend to arrive to Aspen by air (48.2% in 2025, 48.4% in 2022/23). That being said, they are significantly more likely than overall visitors to say that the planned airport closure actually increases their likelihood to visit Aspen in 2027 (43.2%).

Impact of Planned Airport Closure – Hotel Guests



Arrival Transportation Method – Hotel Guests

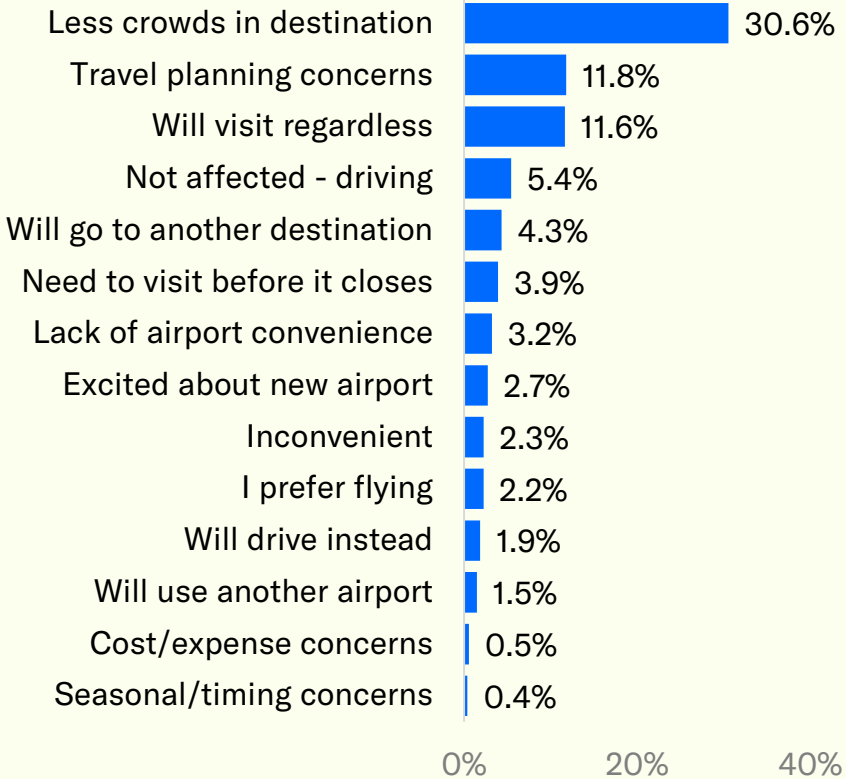


Question: How does this affect your likelihood of visiting Aspen in 2027? Which type of transportation did you use to arrive in Aspen?

Expectations for less crowding drive increased likelihood in visiting Aspen in 2027 during the planned airport closure.

Among those who said they are more likely to visit Aspen in 2027 because of the airport closure, by far the most commonly mentioned reason was a perception that the airport closure will result in less crowding in Aspen (30.6%). Among the segments, this perception was highest for Culinary Seekers (60.8%) and Family Friendly visitors (57.0%).

Description of Positive Impact – Unaided



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Less crowds in destination	43.3%	27.3%	60.8%	57.0%	40.3%	39.4%
Travel planning concerns	5.8%	6.9%	4.9%	6.5%	15.1%	8.4%
Will visit regardless	4.5%	8.9%	6.7%	7.0%	14.1%	7.3%
Not affected - driving	2.1%	6.9%	5.3%	7.4%	0.3%	3.1%
Will go to another destination	5.8%	6.7%	7.0%	5.9%	3.4%	5.8%
Need to visit before it closes	4.2%	4.4%	3.4%	3.1%	4.0%	3.4%
Lack of airport convenience	2.0%	2.3%	1.4%	0.6%	4.4%	1.9%
Excited about new airport	2.0%	2.7%	2.1%	1.9%	3.0%	1.6%
Inconvenient	1.6%	2.4%	0.7%	0.6%	1.5%	2.1%
I prefer flying	1.7%	2.8%	1.0%	1.6%	0.7%	3.2%
Will drive instead	0.7%	2.2%	0.3%	0.3%	2.6%	1.5%
Will use another airport	1.7%	1.1%	1.0%	1.3%	1.3%	0.9%
Cost/expense concerns	0.0%	0.9%	0.0%	0.0%	0.4%	0.4%
Seasonal/timing concerns	0.7%	0.2%	0.0%	0.3%	0.5%	0.0%
Base	73	113	50	64	164	118

 = statistically significantly higher than other respondents

Question: In a few words, please share why the planned airport closure makes you more likely to visit Aspen in 2027.

In a few words, please share why the planned airport closure makes you more likely to visit Aspen in 2027.

“

Fewer crowds and easier access make the trip more relaxing and enjoyable.

”

“

It makes me much more likely to visit because it promises fewer crowds and quieter, more relaxed mountain atmosphere.

”

“

I've been coming to Aspen since the 1980's, there is nothing better than a visit to quiet Aspen without all of the tourists.

”

“

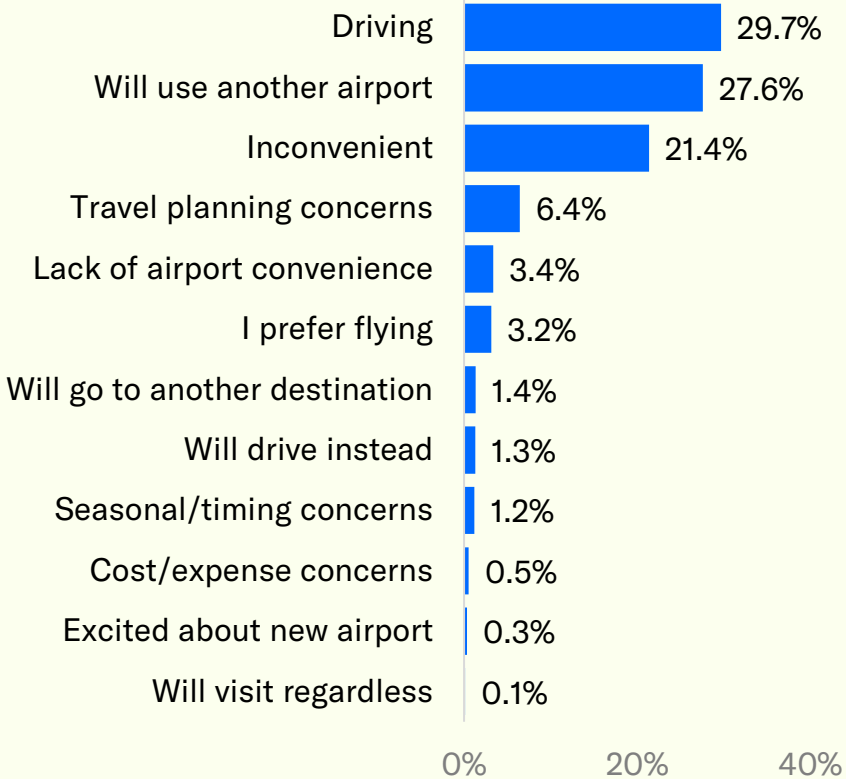
Less congestion and improved airport facilities make travel to Aspen smoother and more convenient.

”

The inconveniences of navigating other modes of arrival topped the list of why visitors are less likely to come to Aspen during the planned airport closure in 2027.

For those who said they are less likely to visit Aspen in 2027 on account of the planned airport closure, the top reasons cited center around driving concerns (29.7%), followed by having to use another airport (27.6%), while about one in five wrote in general concerns about inconvenience (21.6%). Among the segments, Culinary Seekers were significantly more likely to mention having to fly into another airport to get to Aspen while their airport is closed.

Description of Negative Impact – Unaided



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Driving	36.7%	30.0%	25.6%	44.4%	27.0%	24.9%
Will use another airport	35.8%	32.4%	49.7%	25.5%	25.0%	26.1%
Inconvenient	8.5%	21.6%	8.4%	9.7%	28.8%	27.6%
Travel planning concerns	4.9%	4.2%	4.2%	8.2%	5.9%	6.6%
Lack of airport convenience	3.1%	2.7%	3.2%	3.4%	4.7%	4.0%
I prefer flying	3.5%	3.6%	2.9%	2.5%	0.0%	2.3%
Will go to another destination	1.7%	1.5%	0.2%	1.9%	2.1%	0.5%
Will drive instead	1.4%	0.3%	0.5%	1.7%	2.4%	2.0%
Seasonal/timing concerns	0.9%	1.1%	1.7%	0.6%	0.7%	1.0%
Cost/expense concerns	0.0%	0.7%	0.0%	0.0%	0.0%	0.4%
Excited about new airport	0.4%	0.4%	0.4%	0.5%	0.0%	0.3%
Will visit regardless	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%
Base	88	88	67	82	63	94

= statistically significantly higher than other respondents

Question: In a few words, please share why the planned airport closure makes you less likely to visit Aspen in 2027.

Base: Respondents less likely to visit in 2027 due to airport closure (137 completed surveys).

In a few words, please share why the planned airport closure makes you less likely to visit Aspen in 2027.

“

Because it will be a hassle to get there flying into Eagle and then having such a long ride to our condo. Same with leaving – we will have that long ride to the airport to go home. It's really going to be inconvenient and deter us from coming to town during the construction.

”

“

Driving from the Denver airport is a big ordeal. I've done it several times, and I don't need to use a car while I'm in Aspen, so it's a waste of money.

”

“

It will make travel there not as easy and probably much more expensive for other means of transportation.

”

“

It would be a three-day trip to drive to Aspen. We plan to fly to nearby airport during the airport closure. However, timing is difficult to get ground transportation from nearby airports or Denver airport to Aspen.

”

In a few words, please share why the planned airport closure makes you less likely to visit Aspen in 2027.

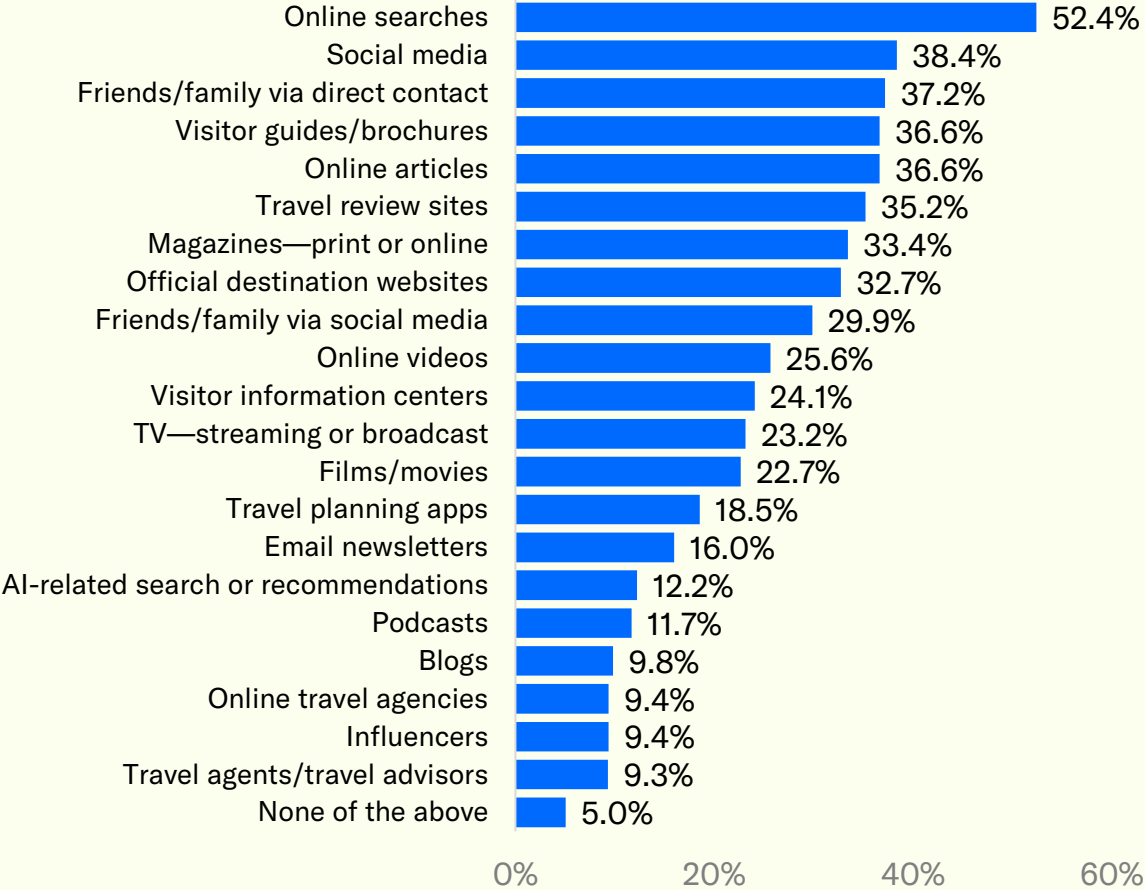
“It’s too far of a drive from Denver for out-of-town friends and family to visit. Winter storms make driving unpredictable. I won’t be spending the cost of Aspen hotels or restaurants while the airport is closed and would only visit with extremely deep discounts due to the inconvenience of a remote location not having the ease of an airport. No one will come visit me there.”

Travel Planning & Media

Online search and social media are Aspen visitors' top inspiration sources, but word of mouth and visitor guides also rate highly.

When asked where they turn to for travel inspiration, Aspen 2025 visitors are by far the most likely to say they use online search (52.4%), followed distantly by a mix of off- and online media channels including social media (38.4%), word of mouth (37.2%), visitor guides/brochures (36.6%) and/or online articles (36.6%). Notably, AI falls toward the bottom of the list at just 12.2 percent, suggesting this group has not yet adopted AI tools into their travel planning repertoire.

Travel Inspiration Sources



Question: Where do you look for travel inspiration? Select all that apply.

Base: Total respondents (929 completed surveys).

Online search and social media are the top travel inspiration sources across all segments, though more than half of Culinary Seekers also turn to magazines and online articles for inspiration.

Travel Inspiration Sources by Segment

 = statistically significantly higher than other respondents

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Online searches	62.3%	60.0%	62.6%	62.4%	53.7%	57.0%
Social media	41.3%	40.9%	41.7%	41.6%	41.5%	44.9%
Friends/family via direct contact	48.3%	40.6%	50.2%	47.2%	41.4%	44.1%
Visitor guides/brochures	38.3%	41.3%	48.8%	44.9%	31.9%	33.4%
Online articles	45.3%	45.2%	51.9%	38.3%	43.3%	40.5%
Travel review sites	39.9%	37.4%	41.7%	46.3%	39.4%	36.6%
Magazines—print or online	46.5%	38.8%	51.8%	38.7%	34.7%	37.6%
Official destination websites	40.4%	37.6%	41.7%	34.2%	30.7%	39.4%
Friends/family via social media	39.6%	37.2%	39.3%	31.1%	30.7%	29.6%
Online videos	28.3%	29.6%	27.1%	29.5%	34.5%	32.5%
Visitor information centers	28.1%	28.3%	32.6%	26.0%	26.5%	24.1%
TV—streaming or broadcast	22.1%	25.5%	27.7%	20.4%	23.2%	24.0%
Films/movies	26.8%	27.7%	33.4%	29.2%	29.1%	28.3%
Travel planning apps	20.1%	21.7%	21.0%	19.8%	27.8%	22.3%
Email newsletters	20.9%	20.3%	22.3%	17.8%	17.9%	22.4%
AI-related search or recommendations	11.5%	14.2%	12.1%	11.0%	19.5%	17.2%
Podcasts	11.4%	11.7%	12.9%	14.4%	16.9%	13.5%
Blogs	11.2%	12.3%	12.4%	12.5%	15.4%	14.8%
Online travel agencies	9.4%	8.4%	8.7%	11.7%	14.7%	12.9%
Influencers	9.7%	9.6%	13.2%	9.5%	13.8%	13.7%
Travel agents/travel advisors	8.5%	9.2%	11.1%	10.3%	16.1%	12.3%
None of the above	5.1%	2.4%	0.5%	3.2%	3.7%	5.2%
Base	453	528	291	378	547	546

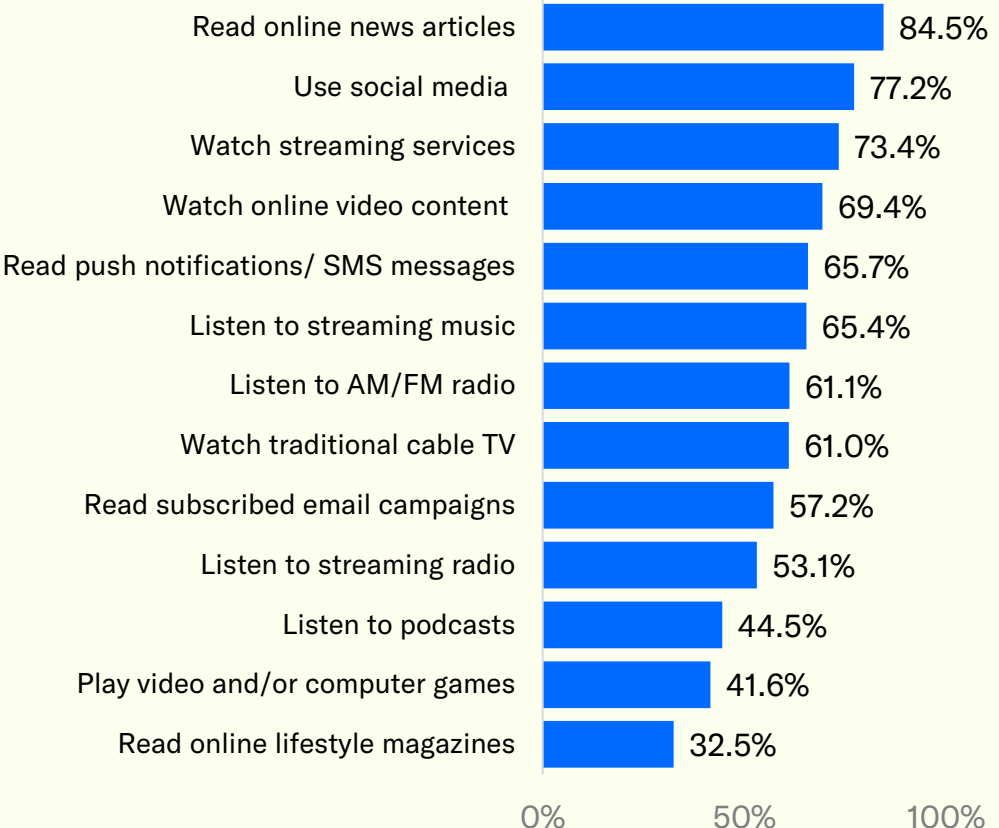
Question: Where do you look for travel inspiration? Select all that apply.

Aspen visitors are most likely to regularly consume online news, social media, and streaming services.

At over eight in ten (84.5%), the largest share of Aspen 2025 visitors read online news articles daily or weekly, followed by roughly three-fourths who use social media (77.2%) and/or watch streaming services (73.4%). These travelers generally report a diverse mix of media channels, with more than half plugging into any of these channels at least weekly, except for podcasts (44.5%), gaming (41.6%) and/or reading online lifestyle magazines (32.5%). Among the segments, Sustainably Minded visitors are significantly more likely to listen to streaming music (81.7%), read subscribed email campaigns (72.6%), and/or play video/computer games (63.6%).

Media Channels Consumed

% Top 2 Box Daily or Weekly



By Segment

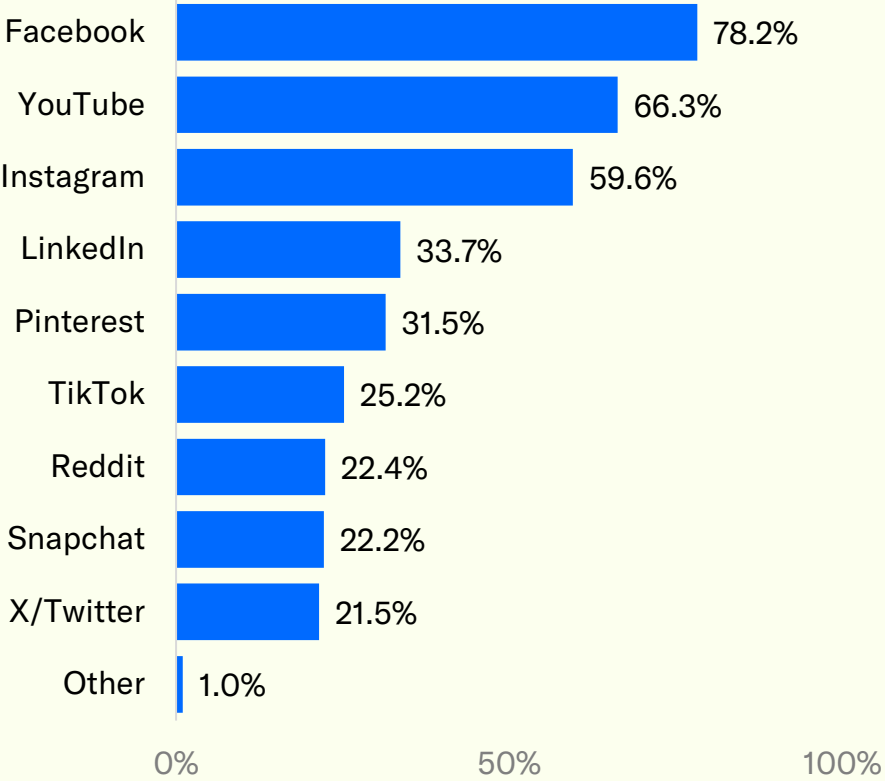
	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Use social media	76.1%	77.3%	76.0%	81.6%	77.8%	78.0%
Watch streaming services	71.8%	75.5%	77.1%	73.7%	78.1%	78.4%
Read online news articles	89.1%	85.9%	84.9%	89.1%	86.4%	87.6%
Listen to streaming music	72.9%	72.8%	76.4%	67.7%	81.7%	76.4%
Watch online video content	71.4%	66.0%	74.3%	68.9%	76.9%	75.8%
Read push notifications/ SMS messages	66.0%	65.1%	69.6%	67.0%	79.4%	76.4%
Watch traditional cable TV	52.0%	57.2%	53.6%	61.7%	53.7%	52.9%
Listen to AM/FM radio	54.7%	63.9%	55.1%	53.1%	63.8%	61.6%
Read subscribed email campaigns	54.6%	60.2%	68.3%	56.2%	72.6%	58.5%
Listen to streaming radio	48.4%	52.1%	57.2%	49.9%	53.8%	54.8%
Listen to podcasts	38.3%	45.4%	42.3%	36.1%	59.0%	49.2%
Play video and/or computer games	35.3%	36.6%	34.4%	34.8%	63.6%	50.4%
Read online lifestyle magazines	28.6%	35.6%	33.3%	24.8%	41.2%	36.6%
Base	453	528	291	378	547	546

= statistically significantly higher than other respondents

Facebook, YouTube, and Instagram are by far the most commonly used social media platforms among Aspen visitors.

At over three-fourths, the largest share of 2025 Aspen visitors typically use Facebook (78.2%), followed by two-thirds who use YouTube (66.3%) and six in ten who report using Instagram (59.6%). Among the segments, YouTube ranked highest for Sustainably Minded visitors (80.2%), who were also the most likely segment by a wide margin to use TikTok (40.2%) and/or Reddit (33.7%), though Health & Wellness Visitors also over-indexed for Reddit usage (29.1%).

Social Media Platforms Typically Used



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Facebook	78.3%	79.5%	78.8%	85.4%	74.7%	72.7%
YouTube	70.4%	67.4%	67.5%	65.9%	80.2%	70.0%
Instagram	63.2%	61.9%	66.2%	56.9%	69.9%	69.4%
LinkedIn	36.2%	38.3%	36.9%	31.1%	39.5%	37.2%
Pinterest	34.0%	33.2%	33.7%	29.9%	44.1%	40.6%
TikTok	18.6%	22.5%	23.6%	19.4%	40.2%	29.2%
Reddit	22.1%	24.2%	22.0%	20.2%	33.7%	29.1%
Snapchat	20.6%	24.8%	20.5%	17.2%	28.3%	27.1%
X/Twitter	16.1%	19.8%	16.9%	16.5%	30.0%	23.1%
Other	1.3%	0.9%	1.1%	1.3%	1.3%	1.3%
Base	425	502	276	367	532	528

= statistically significantly higher than other respondents

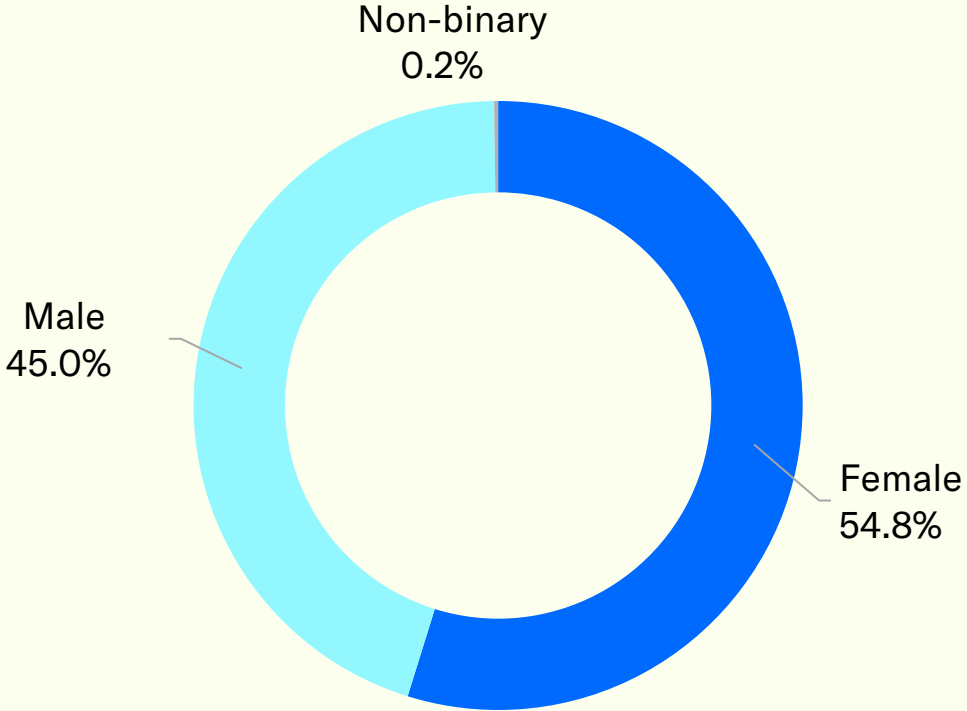
Question: Which social media platforms do you typically use? Select all that apply.

Base: Respondents who use social media (888 completed surveys).

Demographics


Demographics

Gender



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Female	58.9%	59.6%	58.3%	58.9%	50.5%	56.3%
Male	41.0%	40.2%	41.3%	41.0%	49.1%	43.5%
Non-binary	0.1%	0.2%	0.4%	0.1%	0.4%	0.3%
Base	453	528	291	378	547	546

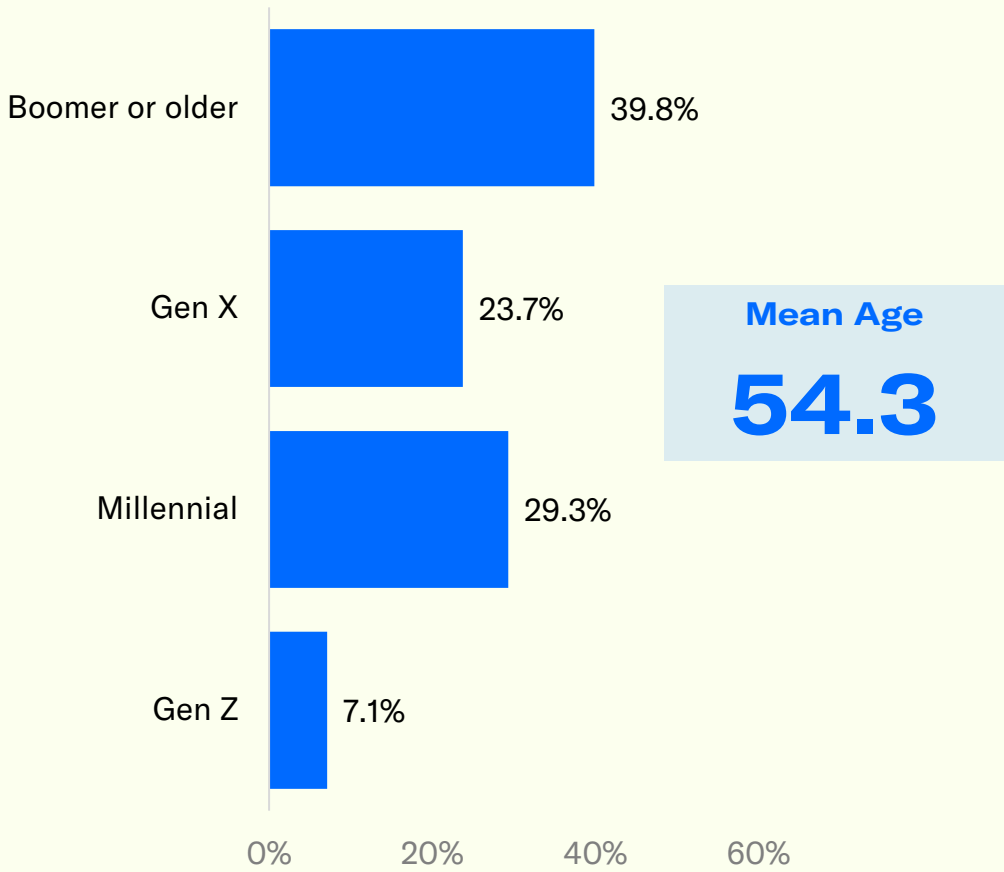
 = statistically significantly higher than other respondents

Question: What is your gender?

Base: Total respondents (929 completed surveys).

Demographics

Generations



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Boomer or older	39.7%	47.2%	34.4%	49.8%	21.8%	26.9%
Gen X	27.6%	16.2%	28.6%	20.0%	23.7%	27.4%
Millennial	27.5%	30.4%	30.5%	24.0%	42.4%	37.9%
Gen Z	5.2%	6.2%	6.5%	6.2%	12.1%	7.8%
Mean Age	55.5	55.9	54.0	57.5	47.5	50.0
Base	453	528	291	378	547	546

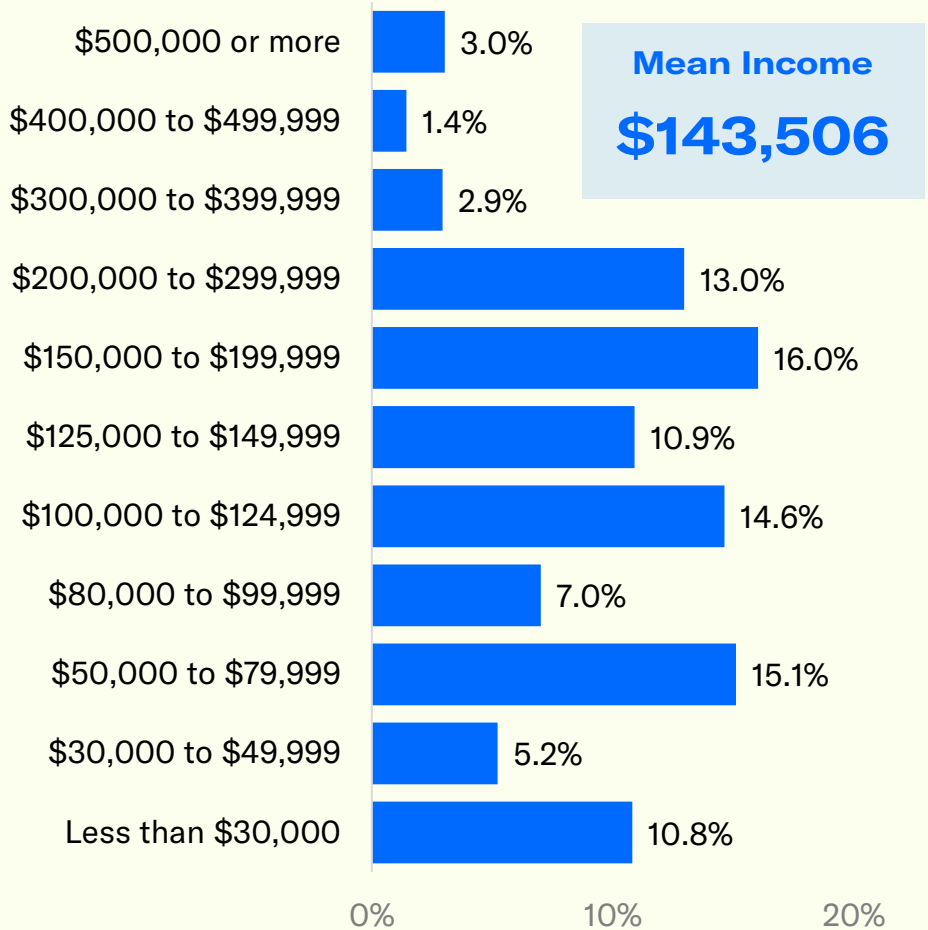
= statistically significantly higher than other respondents

Question: In what year were you born?

Base: Total respondents (929 completed surveys).

Demographics

Annual Household Income



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
\$500,000 or more	4.2%	3.1%	4.5%	3.3%	3.1%	3.9%
\$400,000-\$499,999	2.0%	1.6%	2.2%	2.0%	1.0%	1.8%
\$300,000-\$399,999	3.0%	2.7%	3.8%	3.0%	2.5%	2.7%
\$200,000-\$299,999	12.4%	12.1%	10.3%	8.6%	9.4%	15.3%
\$150,000-\$199,999	19.3%	20.6%	19.7%	17.7%	15.3%	16.1%
\$125,000-\$149,999	10.6%	12.8%	15.0%	16.3%	11.7%	7.6%
\$100,000-\$124,999	11.6%	8.6%	13.7%	17.3%	6.0%	9.4%
\$80,000-\$99,999	8.0%	7.9%	6.7%	3.5%	10.4%	7.3%
\$50,000-\$79,999	17.3%	14.6%	11.5%	14.3%	14.9%	18.6%
\$30,000-\$49,999	4.9%	4.8%	5.8%	5.4%	9.9%	5.9%
Less than \$30,000	6.8%	11.3%	6.8%	8.6%	15.7%	11.4%
Mean	\$154,071	\$145,905	\$158,821	\$146,200	\$127,262	\$147,146
Base	391	473	252	335	517	489

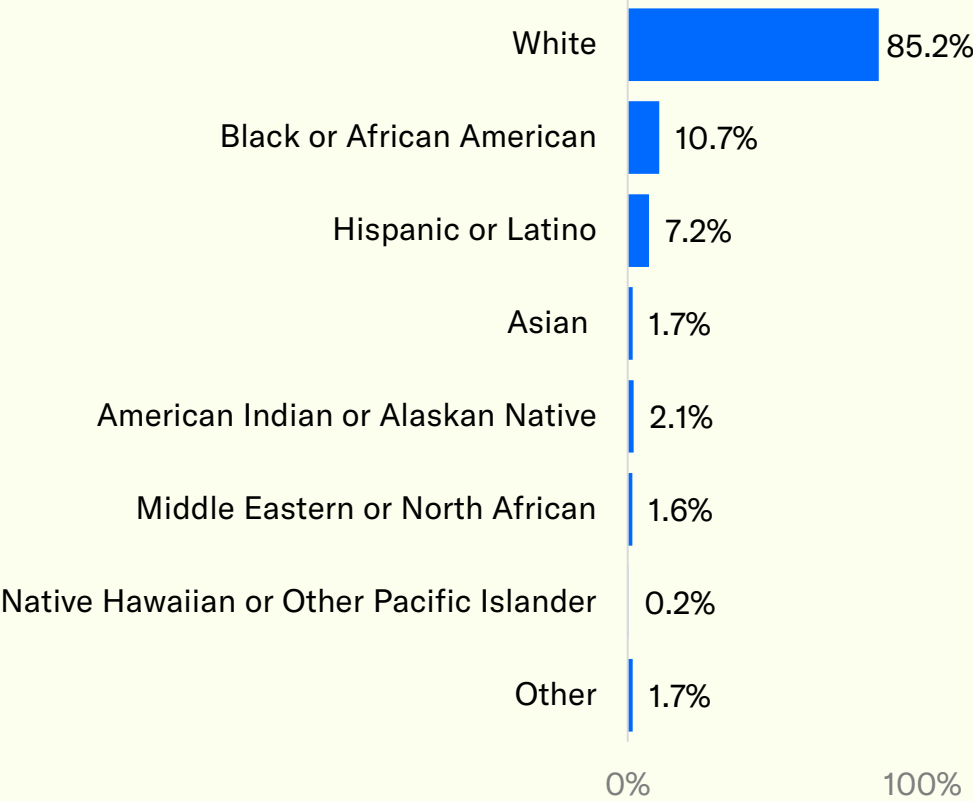
 = statistically significantly higher than other respondents

Question: Which best describes the combined annual income of all members of your household?

Base: Total respondents (848 completed surveys).

Demographics

Race/Ethnicity



By Segment

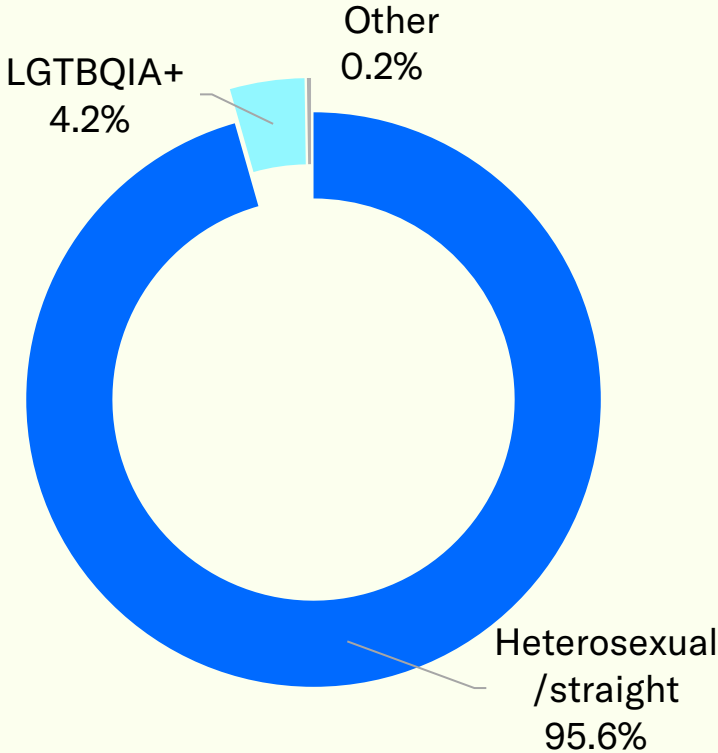
	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
White	90.7%	87.6%	85.9%	93.3%	83.5%	83.2%
Black or African American	6.0%	8.8%	8.3%	4.9%	13.4%	11.4%
Hispanic or Latino	7.3%	7.9%	9.5%	5.8%	10.3%	6.4%
Asian	0.6%	0.9%	0.9%	1.1%	2.1%	1.7%
American Indian or Alaskan Native	2.8%	2.7%	4.6%	3.6%	4.3%	3.3%
Middle Eastern or North African	2.3%	2.2%	3.8%	0.2%	0.1%	2.6%
Native Hawaiian or Other Pacific Islander	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%
Other	2.3%	2.5%	0.6%	0.3%	3.3%	2.8%
Base	435	516	279	366	530	530

= statistically significantly higher than other respondents

Question: What is your race and/or ethnicity? Select all that apply.

Demographics

LGBTQIA+ Community



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
LGBTQIA+	4.5%	5.0%	2.9%	4.7%	3.7%	2.8%
Heterosexual/straight	95.2%	94.7%	96.7%	95.2%	96.2%	97.1%
Other	0.3%	0.3%	0.4%	0.2%	0.1%	0.1%
Base	433	509	276	367	536	527

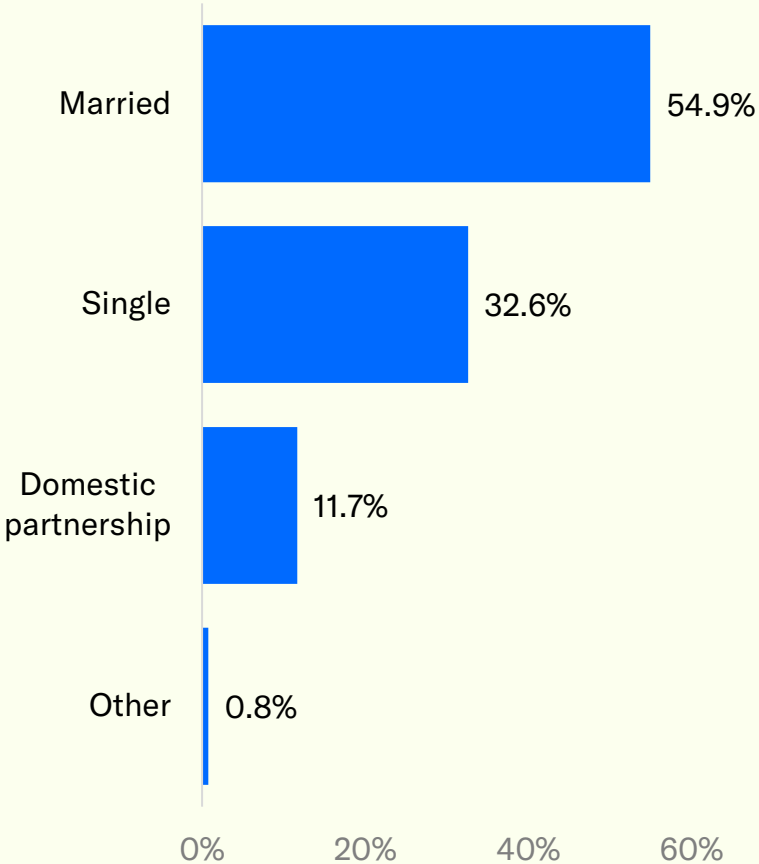
= statistically significantly higher than other respondents

Question: Do you consider yourself...?

Base: Total respondents (899 completed surveys).

Demographics

Marital Status



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Married	55.9%	49.0%	49.7%	64.8%	48.7%	49.7%
Single	29.5%	35.4%	36.2%	23.4%	36.7%	33.8%
Domestic partnership	13.7%	15.0%	13.4%	11.1%	13.5%	15.8%
Other	0.9%	0.5%	0.6%	0.7%	1.1%	0.8%
Base	448	525	288	374	546	541

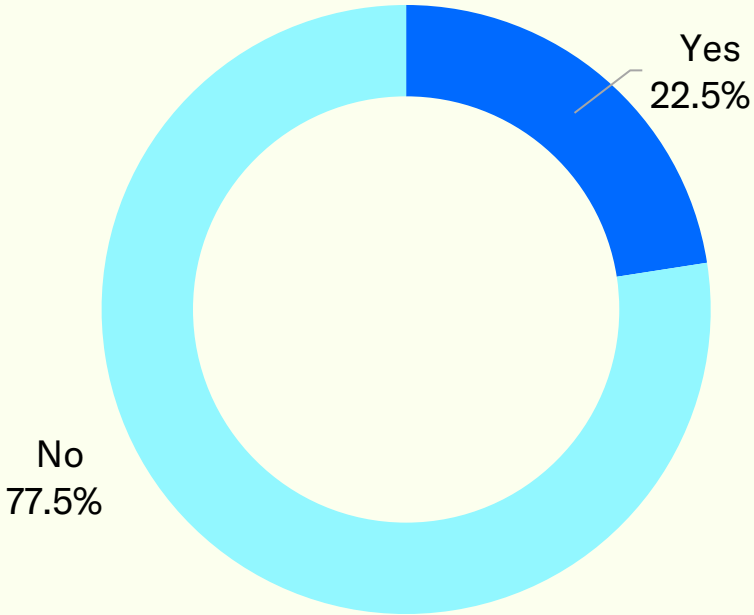
= statistically significantly higher than other respondents

Question: Which best describes your marital status?

Base: Total respondents (923 completed surveys).

Demographics

Children in the Household



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Yes	17.0%	20.4%	18.2%	18.0%	36.9%	22.0%
No	83.0%	79.6%	81.8%	82.0%	63.1%	78.0%
Base	453	528	291	378	547	546

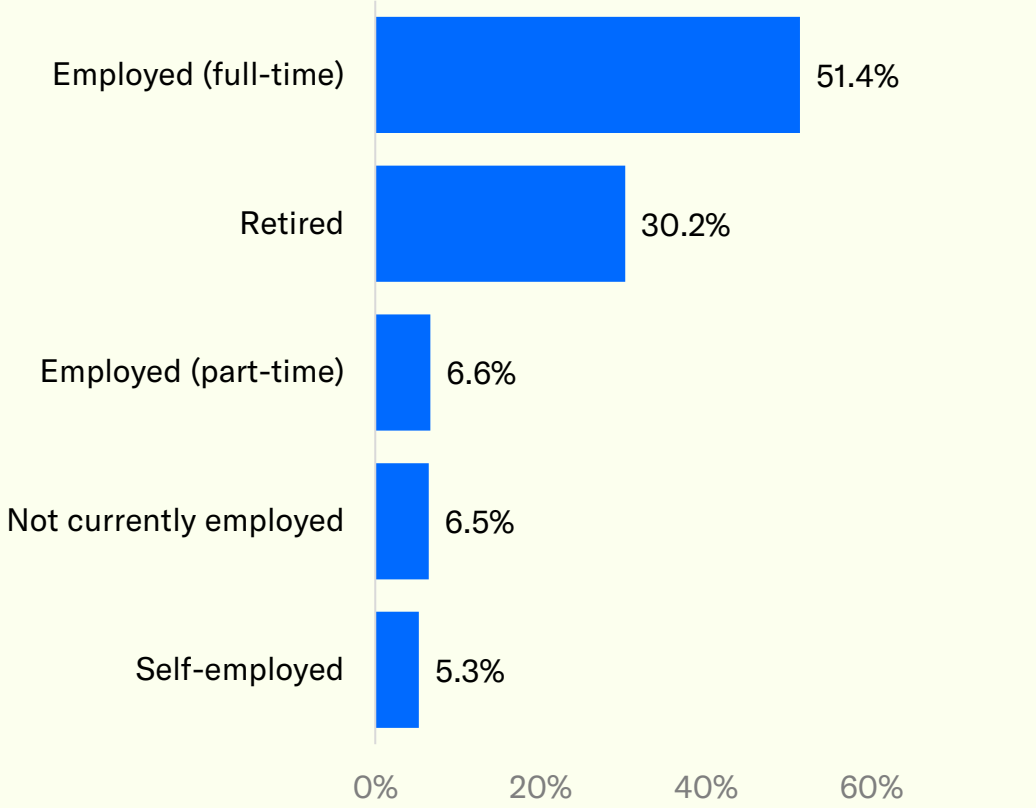
= statistically significantly higher than other respondents

Question: Do you have children under the age of 18 living in your household?

Base: Total respondents (929 completed surveys).

Demographics

Employment Status



By Segment

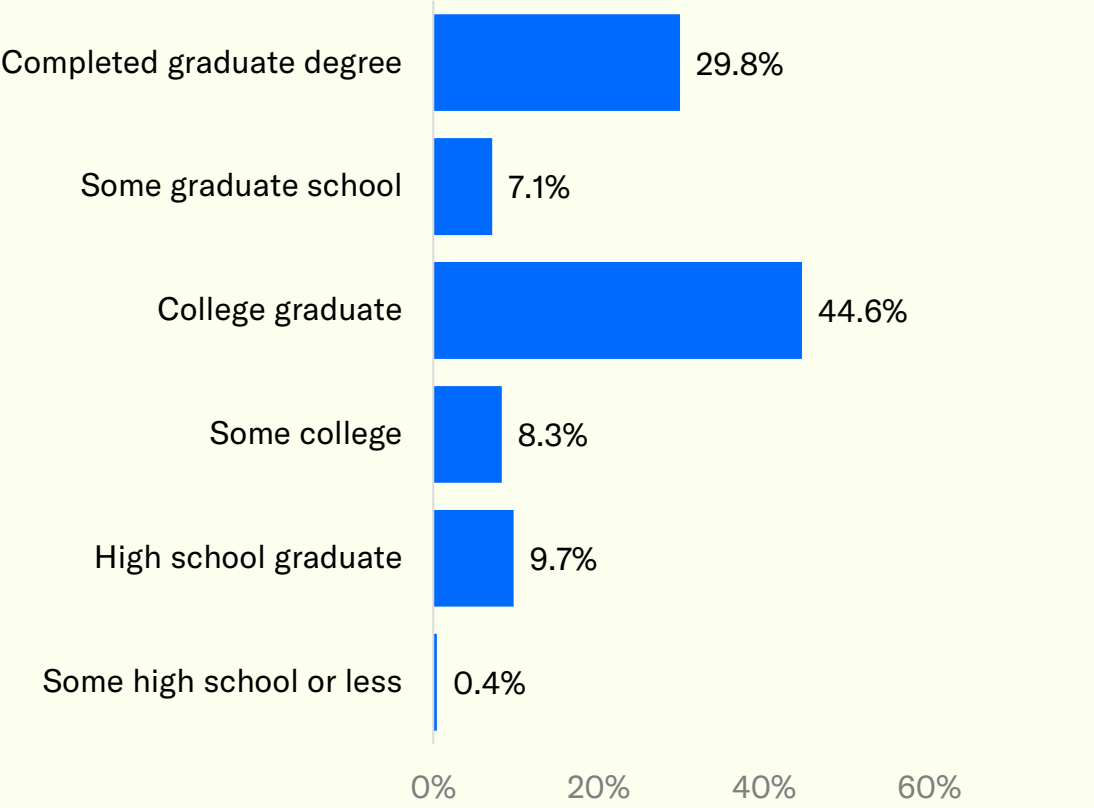
	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Employed (full-time)	48.4%	50.5%	52.5%	48.8%	62.9%	56.7%
Retired	32.4%	33.3%	27.4%	31.6%	16.6%	22.1%
Employed (part-time)	6.3%	4.0%	5.5%	10.6%	6.2%	4.9%
Not currently employed	6.3%	5.9%	5.9%	5.0%	10.4%	9.8%
Self-employed	6.6%	6.4%	8.8%	4.1%	3.9%	6.4%
Base	445	520	286	372	546	538

= statistically significantly higher than other respondents

Question: Which best describes your current employment status?

Demographics

Highest Education



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Completed graduate degree	27.1%	33.7%	30.5%	25.0%	31.3%	29.1%
Some graduate school	7.3%	6.3%	6.1%	7.8%	3.3%	5.2%
College graduate	53.3%	50.2%	51.5%	52.6%	45.5%	47.9%
Some college	9.0%	4.3%	5.1%	7.2%	7.5%	10.1%
High school graduate	3.0%	5.3%	6.5%	7.0%	11.6%	7.5%
Some high school or less	0.3%	0.2%	0.3%	0.4%	0.9%	0.2%
Base	447	522	287	374	544	539

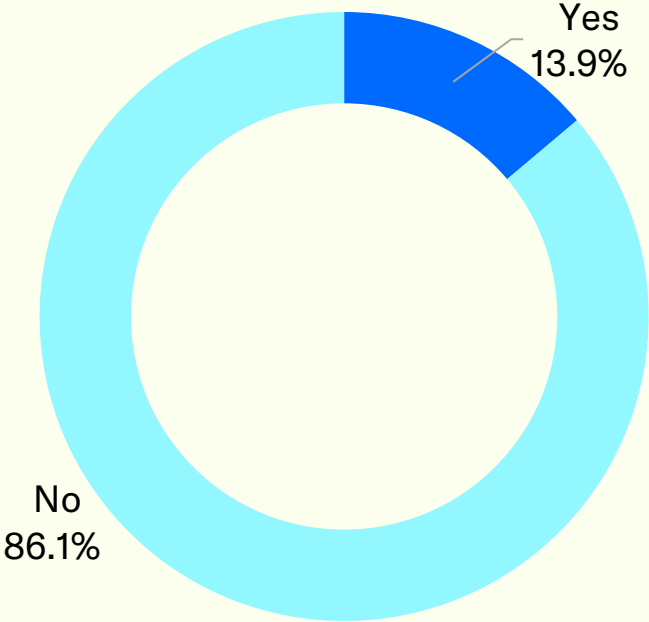
= statistically significantly higher than other respondents

Question: What is your highest level of education?

Base: Total respondents (920 completed surveys).

Demographics

Travelers with Disabilities



By Segment

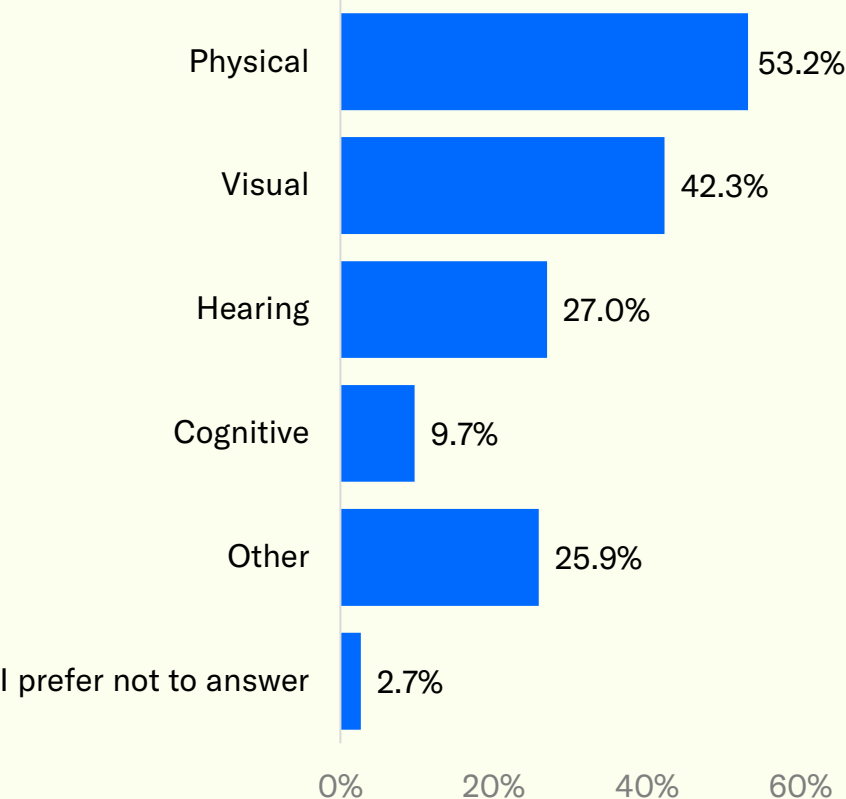
	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Yes	11.4%	12.4%	13.3%	11.6%	15.9%	15.4%
No	88.6%	87.6%	86.7%	88.4%	84.1%	84.6%
Base	445	520	287	373	542	537

■ = statistically significantly higher than other respondents

Question: Do you or anyone you often travel with have a physical, visual or cognitive condition that requires special assistance from travel providers such as wheelchair access to restrooms, emotional support animals, sensory sensitivities?

Demographics

Disability Type



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Hearing	53.3%	50.4%	38.7%	63.2%	54.2%	51.2%
Visual	24.9%	41.6%	56.1%	27.1%	41.5%	28.0%
Physical	25.1%	41.5%	31.7%	27.4%	31.6%	22.7%
Cognitive	3.1%	6.7%	4.3%	4.4%	14.6%	7.6%
Other	43.5%	39.5%	31.0%	28.3%	29.0%	38.4%
I prefer not to answer	1.2%	2.6%	2.5%	3.7%	3.5%	2.1%
Base	39	65	35	39	87	71

= statistically significantly higher than other respondents

Question: Which of the following best describes the condition? (Select all that apply)

Base: Respondents who have someone in their travel party with a disability (119

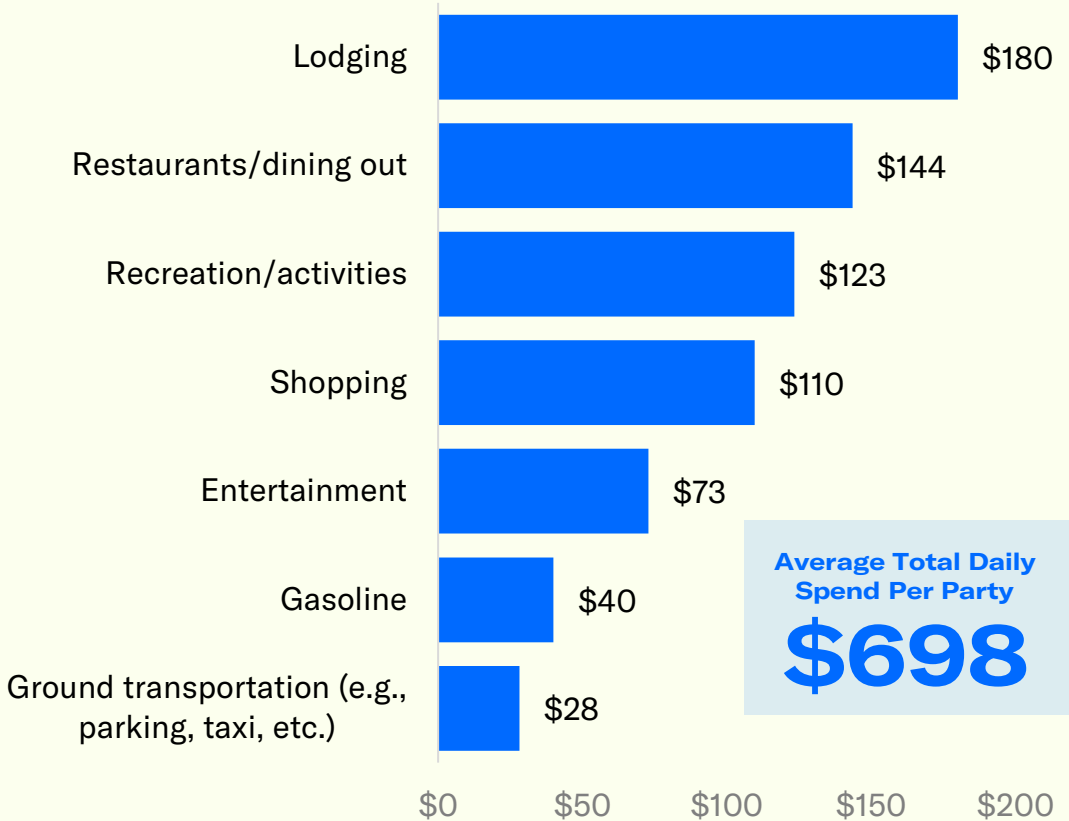
completed surveys).

Appendix: Spending Overnight vs. Day Trippers

Appendix: Spending – Overnight vs. Day Trippers

Daily Spend per Travel Party

Daily Spend per Travel Party



By Segment

	Total	Any Overnight Visitors	Day Trippers
Lodging	\$180	\$713	N/A
Restaurants/dining out	\$144	\$233	\$77
Recreation/activities	\$123	\$211	\$58
Shopping	\$110	\$201	\$43
Entertainment	\$73	\$132	\$28
Gasoline	\$40	\$77	\$17
Ground transportation	\$28	\$61	\$4
Average Total Daily Spend Per Party	\$698	\$1,626	\$227
Base	929	888	41

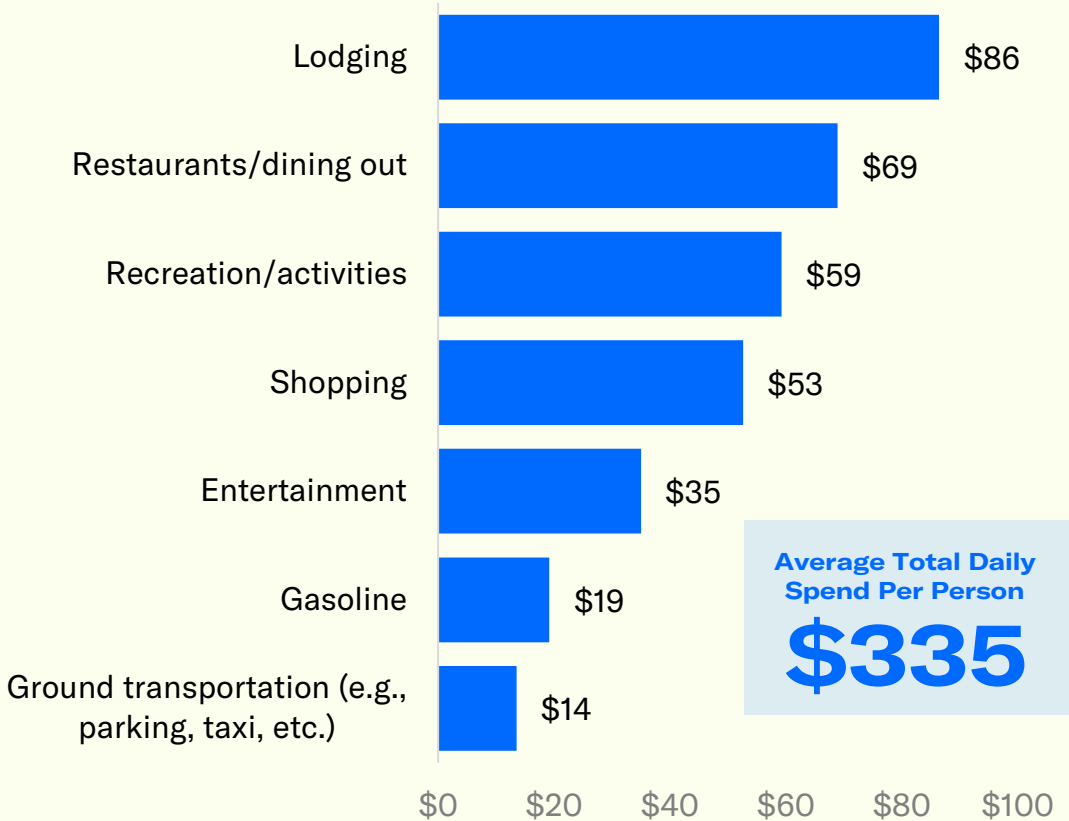
= statistically significantly higher than other respondents

Question: On your most recent trip, approximately how much did you spend PER DAY in Aspen on each of the following:

Appendix: Spending – Overnight vs. Day Trippers

Daily Spend per Person

Daily Spend per Person



By Segment

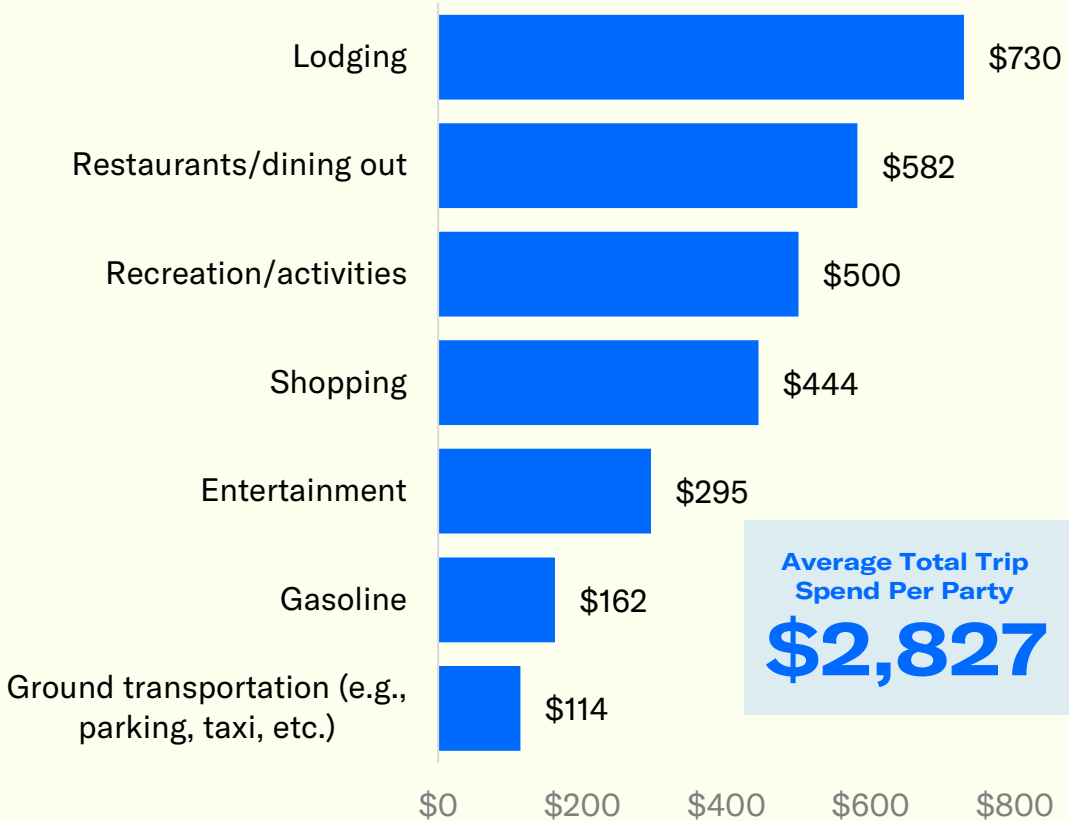
	Total	Any Overnight Visitors	Day Trippers
Lodging	\$86	\$287	N/A
Restaurants/dining out	\$69	\$94	\$43
Recreation/activities	\$59	\$85	\$33
Shopping	\$53	\$81	\$24
Entertainment	\$35	\$53	\$16
Gasoline	\$19	\$31	\$9
Ground transportation	\$14	\$24	\$2
Average Total Daily Spend Per Person	\$335	\$654	\$127
Base	929	888	41

Question: On your most recent trip, approximately how much did you spend PER DAY in Aspen on each of the following. How many persons' travel expenses did this spending fully cover (including yourself)?

Appendix: Spending – Overnight vs. Day Trippers

Trip Spend per Travel Party

Trip Spend per Travel Party



By Segment

	Total	Any Overnight Visitors	Day Trippers
Lodging	\$730	\$4,262	N/A
Restaurants/dining out	\$582	\$1,393	\$201
Recreation/activities	\$500	\$1,259	\$152
Shopping	\$444	\$1,200	\$111
Entertainment	\$295	\$791	\$74
Gasoline	\$162	\$459	\$43
Ground transportation	\$114	\$364	\$11
Average Total Daily Spend Per Party	\$2,827	\$9,728	\$592
Base	929	888	41

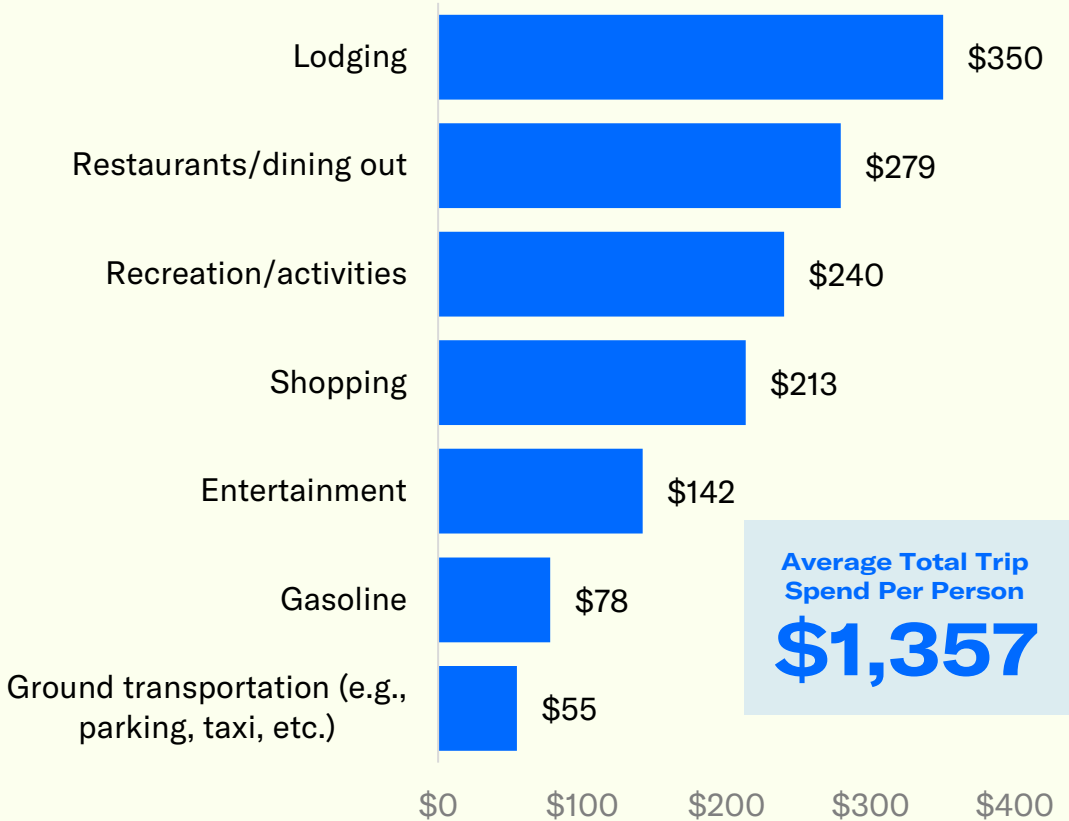
Question: On your most recent trip, approximately how much did you spend PER DAY in Aspen on each of the following. On your last trip, how many days and nights did you spend in Aspen?

Base: Total respondents (929 completed surveys).

Appendix: Spending – Overnight vs. Day Trippers

Trip Spend per Person

Trip Spend per Person



By Segment

	Total	Any Overnight Visitors	Day Trippers
Lodging	\$350	\$1,714	N/A
Restaurants/dining out	\$279	\$560	\$113
Recreation/activities	\$240	\$506	\$85
Shopping	\$213	\$483	\$62
Entertainment	\$142	\$318	\$42
Gasoline	\$78	\$185	\$24
Ground transportation	\$55	\$146	\$6
Average Total Daily Spend Per Person	\$1,357	\$3,912	\$333
Base	929	888	41

Question: On your most recent trip, approximately how much did you spend PER DAY in Aspen on each of the following. How many persons’ travel expenses did this spending fully cover (including yourself)?

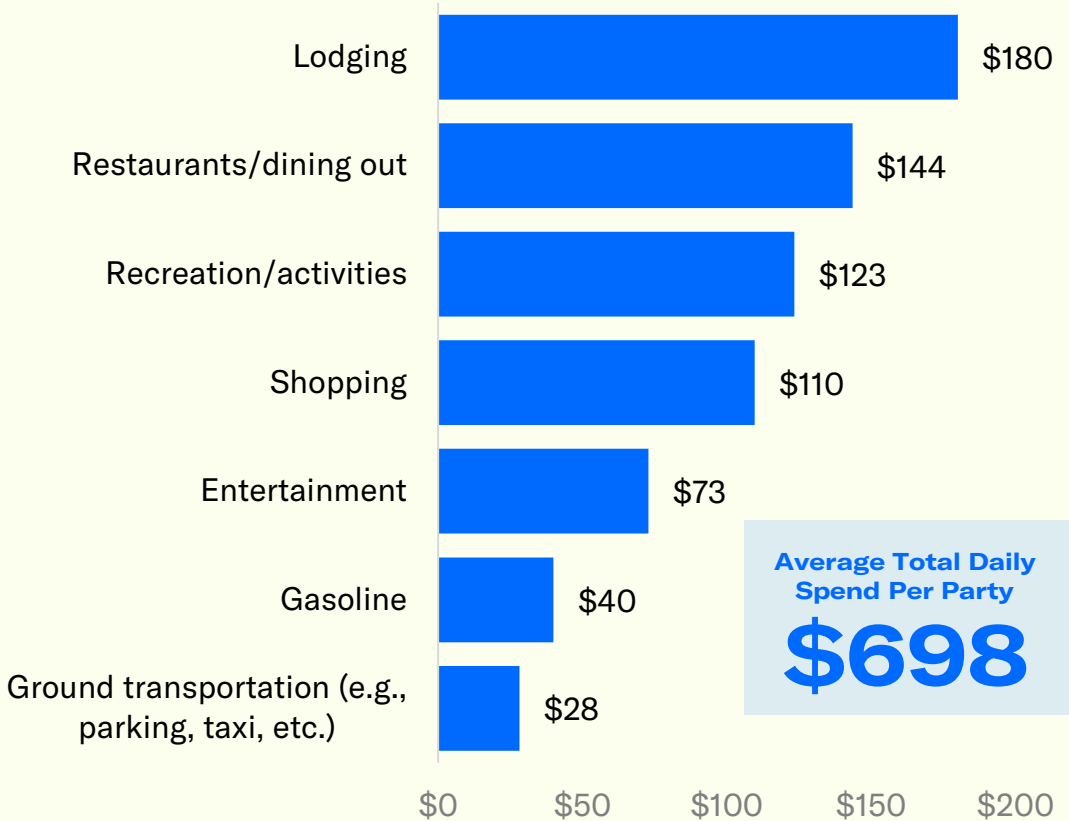
On your last trip, how many days and nights did you spend in Aspen?

Base: Total respondents (929 completed surveys).

Lodging and dining represent the largest spending categories among Aspen visitors in 2025.

Daily spend per travel party averages \$698, with the highest spending by category reported for lodging (\$180), restaurants and dining (\$144), recreation/activities (\$123), and shopping (\$110). At the segment level, Sustainably Minded visitors have by far the highest average daily party spend at \$966, driven particularly by lodging (\$247) and recreation (\$196), while Outdoor Recreationalists report the lowest total daily spend per party at \$613.

Daily Spend per Travel Party



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Lodging	\$151	\$157	\$172	\$163	\$247	\$209
Restaurants/dining out	\$128	\$148	\$163	\$144	\$170	\$164
Recreation/activities	\$121	\$123	\$153	\$95	\$196	\$115
Shopping	\$102	\$99	\$111	\$103	\$151	\$125
Entertainment	\$58	\$73	\$61	\$58	\$100	\$71
Gasoline	\$31	\$28	\$22	\$39	\$57	\$43
Ground transportation	\$20	\$26	\$28	\$21	\$45	\$31
Average Total Daily Spend Per Party	\$613	\$654	\$709	\$624	\$966	\$758
Base	453	528	291	378	547	546

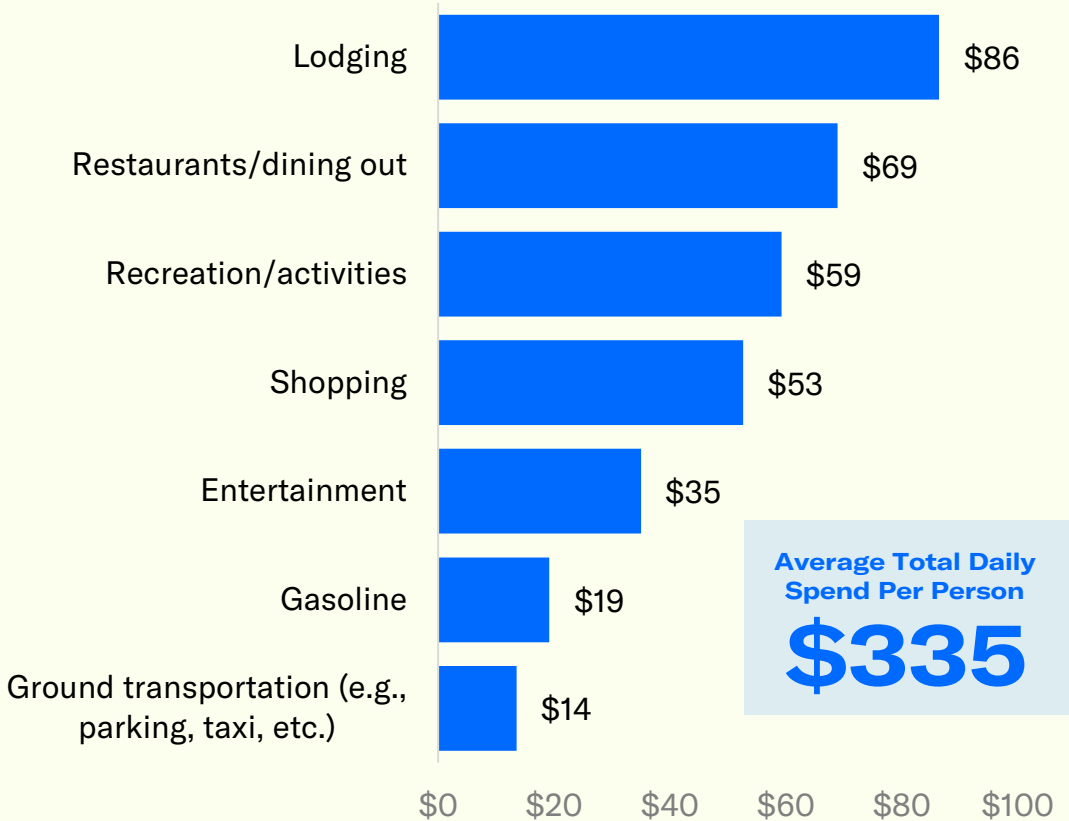
 = statistically significantly higher than other respondents

Question: On your most recent trip, approximately how much did you spend PER DAY in Aspen on each of the following:

The average daily spend per person is \$335, with notable variation across the segments.

The average daily spend per person was \$335, led by lodging (\$86), dining (\$69), and recreation (\$59). Sustainably Minded visitors are the high-spending segment at \$433 per person per day, with higher spend across all categories, while Family Friendly visitors report the lowest per-person spend at \$283, likely reflecting the larger average travel party size for this segment.

Daily Spend per Person



By Segment

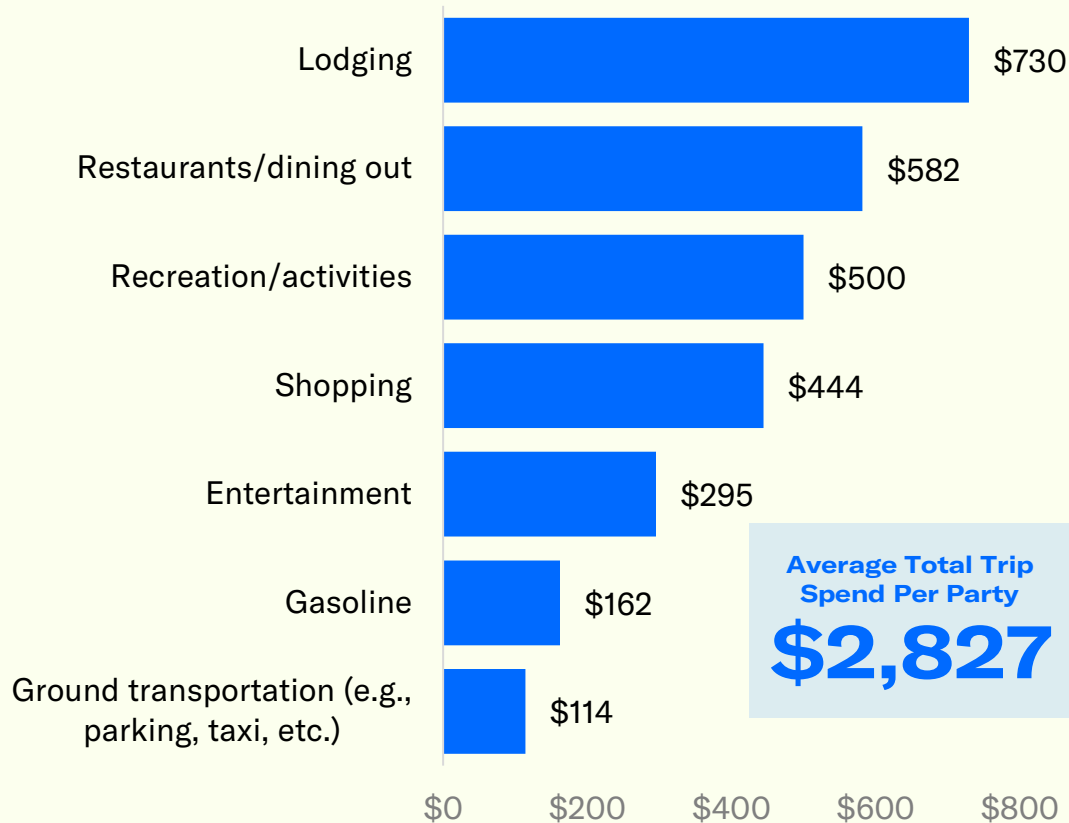
	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Lodging	\$74	\$78	\$89	\$74	\$111	\$96
Restaurants/dining out	\$63	\$73	\$84	\$66	\$76	\$75
Recreation/activities	\$59	\$61	\$79	\$43	\$88	\$52
Shopping	\$50	\$49	\$58	\$47	\$67	\$57
Entertainment	\$28	\$36	\$32	\$26	\$45	\$32
Gasoline	\$15	\$14	\$12	\$18	\$25	\$20
Ground transportation	\$10	\$13	\$14	\$9	\$20	\$14
Average Total Daily Spend Per Person	\$299	\$323	\$367	\$283	\$433	\$347
Base	453	528	291	378	547	546

Question: On your most recent trip, approximately how much did you spend PER DAY in Aspen on each of the following. How many persons' travel expenses did this spending fully cover (including yourself)?

Total average trip spend per party for Aspen 2025 visitors was just under \$3,000.

On average, the total trip spend per party among 2025 visitors to Aspen was \$2,827, with about two-thirds of that accounted for by lodging (\$730), dining (\$582), and recreation (\$500) costs. Sustainably Minded visitors are by far the highest-value segment at \$4,618 total trip spend on average per party, more than 60 percent above the overall average, driven by significantly higher spending in lodging (\$1,184), recreation (\$940), and dining (\$811). Family Friendly visitors report the lowest total trip spend at \$2,476.

Trip Spend per Travel Party



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Lodging	\$655	\$677	\$794	\$647	\$1,184	\$760
Restaurants/dining out	\$555	\$637	\$752	\$574	\$811	\$596
Recreation/activities	\$524	\$529	\$706	\$376	\$940	\$417
Shopping	\$442	\$425	\$514	\$409	\$720	\$454
Entertainment	\$250	\$314	\$283	\$231	\$477	\$258
Gasoline	\$136	\$122	\$103	\$156	\$272	\$157
Ground transportation	\$88	\$112	\$127	\$83	\$215	\$114
Average Total Trip Spend Per Party	\$2,650	\$2,816	\$3,281	\$2,476	\$4,618	\$2,756
Base	453	528	291	378	547	546

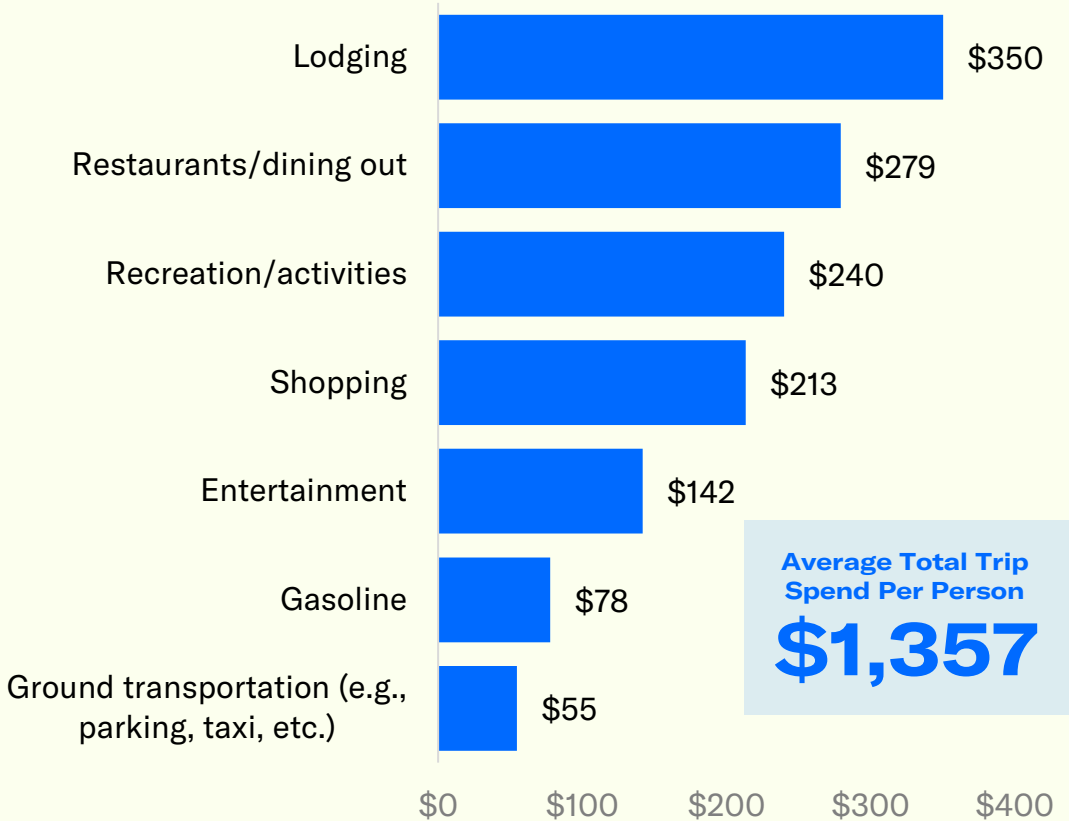
Question: On your most recent trip, approximately how much did you spend PER DAY in Aspen on each of the following. On your last trip, how many days and nights did you spend in Aspen?

Base: Total respondents (929 completed surveys).

The average total trip spend per person for Aspen visitors in 2025 was \$1,357.

The average trip spend per person for 2025 Aspen visitors was \$1,357, with lodging (\$350), dining (\$279), and recreation (\$240) once again representing the largest shares of spending. Sustainably Minded visitors once again reported the highest average spend for this metric at \$2,069 per person per trip, while Family Friendly visitors report the lowest per-person trip spend at \$1,125.

Trip Spend per Person



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Lodging	\$319	\$334	\$411	\$294	\$530	\$348
Restaurants/dining out	\$271	\$314	\$390	\$260	\$363	\$273
Recreation/activities	\$255	\$261	\$366	\$171	\$421	\$191
Shopping	\$216	\$210	\$266	\$186	\$323	\$208
Entertainment	\$122	\$155	\$147	\$105	\$214	\$118
Gasoline	\$66	\$60	\$54	\$71	\$122	\$72
Ground transportation	\$43	\$55	\$66	\$38	\$96	\$52
Average Total Trip Spend Per Person	\$1,292	\$1,389	\$1,699	\$1,125	\$2,069	\$1,261
Base	453	528	291	378	547	546

Question: On your most recent trip, approximately how much did you spend PER DAY in Aspen on each of the following. How many persons' travel expenses did this spending fully cover (including yourself)?

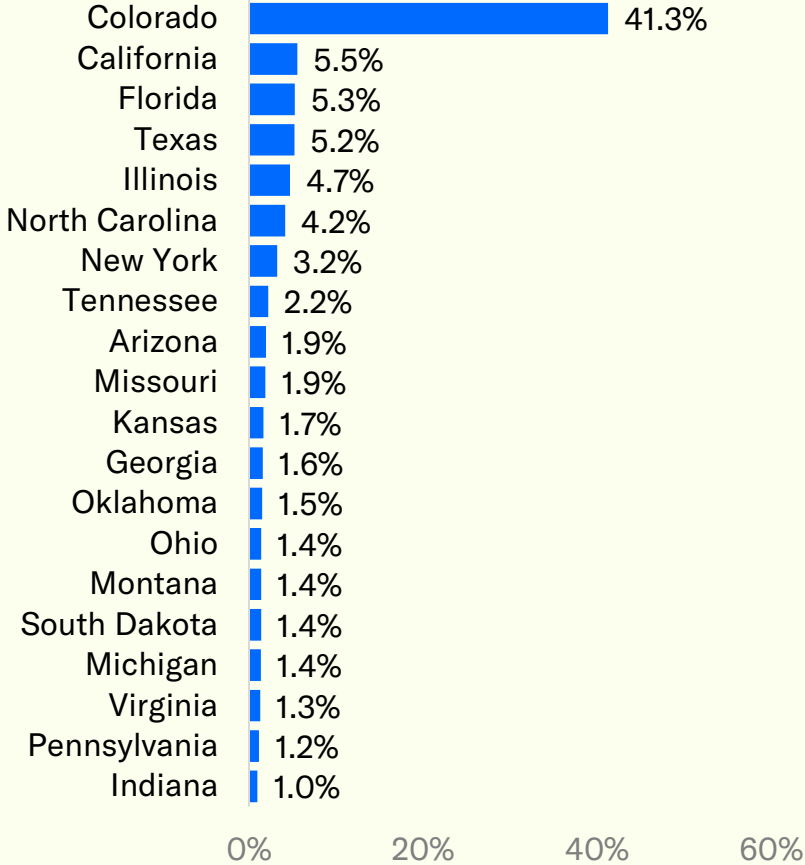
On your last trip, how many days and nights did you spend in Aspen?

Base: Total respondents (929 completed surveys).

Over four in ten Aspen visitors in 2025 traveled to the destination from within the state of Colorado.


At 41.3 percent, Colorado represents the largest origin state for visitors to Aspen in 2025. This is followed distantly by California (5.5%), Florida (5.3%), and Texas (5.2%). Among the segments, more than half of Culinary Seekers (57.0%), Arts & Culture Enthusiasts (52.2%), and Outdoor Recreationalists (51.5%) are in-state visitors.

Top 20 Origin States



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Colorado	51.5%	52.2%	57.0%	36.8%	42.6%	45.0%
California	3.6%	5.6%	3.3%	6.2%	6.2%	6.6%
Florida	3.0%	3.6%	7.5%	3.0%	6.2%	4.8%
Texas	5.2%	5.2%	6.5%	5.8%	4.8%	3.4%
Illinois	3.5%	3.4%	1.7%	7.0%	3.2%	1.6%
North Carolina	3.1%	1.4%	0.7%	3.6%	2.1%	3.6%
New York	1.4%	2.8%	2.2%	1.9%	4.2%	3.0%
Tennessee	2.8%	2.7%	3.8%	3.4%	4.4%	3.2%
Arizona	2.8%	2.4%	4.0%	3.3%	0.5%	2.9%
Missouri	2.5%	0.4%	0.3%	3.4%	0.7%	3.0%
Kansas	2.4%	2.3%	0.2%	3.1%	0.3%	0.3%
Georgia	1.0%	0.9%	1.5%	2.0%	2.2%	2.4%
Oklahoma	0.0%	2.2%	0.1%	0.0%	0.1%	0.2%
Ohio	0.9%	1.0%	0.8%	0.9%	2.0%	1.3%
Montana	2.2%	0.0%	0.0%	2.8%	0.0%	2.4%
South Dakota	2.2%	2.0%	0.0%	2.8%	0.0%	0.0%
Michigan	1.0%	1.4%	0.8%	1.1%	1.8%	1.7%
Virginia	0.6%	0.8%	1.0%	1.3%	1.3%	1.4%
Pennsylvania	1.0%	1.2%	0.9%	1.4%	1.7%	1.4%
Indiana	0.8%	0.7%	0.7%	1.1%	1.3%	0.8%
Base	450	527	290	376	545	544

 = statistically significantly higher than other respondents

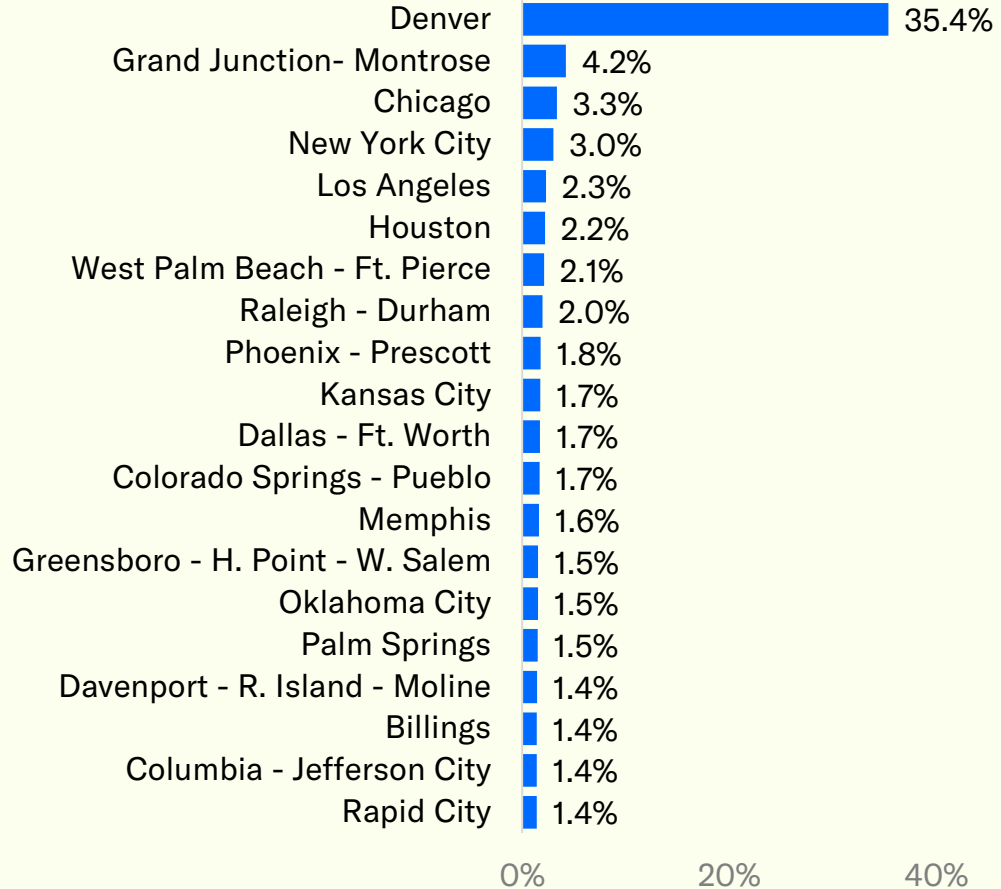
Question: What is your zip code?

Base: Total respondents (928 completed surveys).

At over one-third of visitors, Denver represents the largest origin metro market for 2025 visitors to Aspen.

Similarly, Denver is the origin metro market with the largest share of visitors at 35.4 percent, far outpacing other origin markets. Among the segments, Culinary Seekers represent the largest share of Denver-originating visitors at 50.1 percent, while Family Friendly visitors had the smallest share of visitors from Denver at 30.9 percent.

Top 20 Origin Metro Markets



By Segment

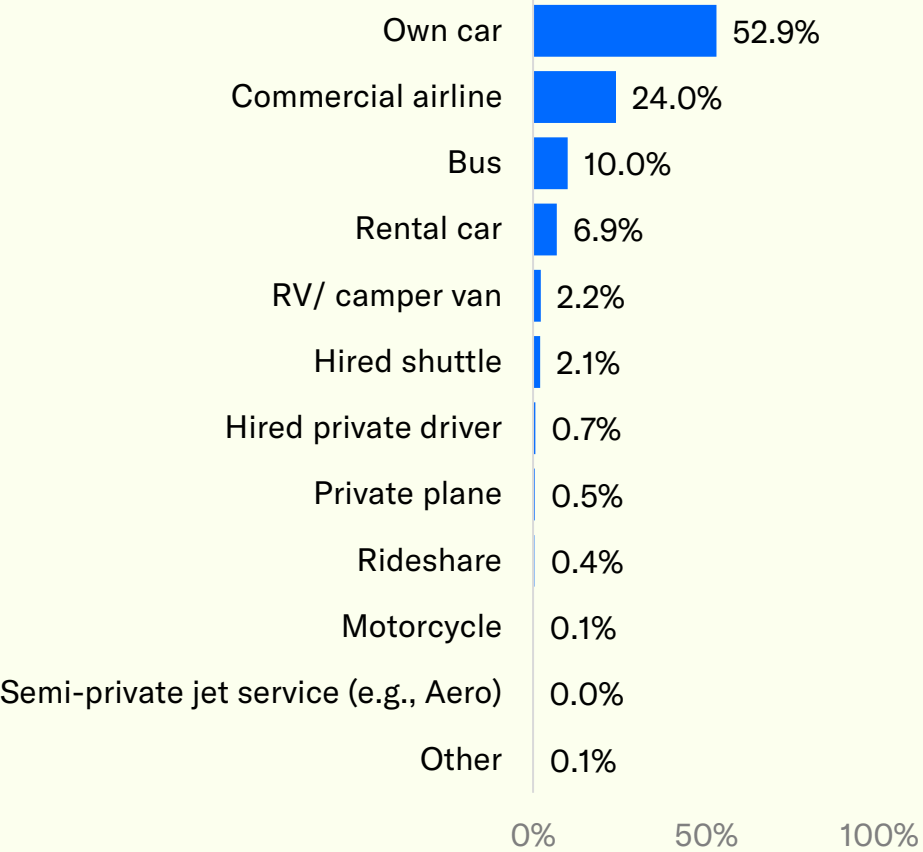
	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Denver	44.8%	43.8%	50.1%	30.9%	35.7%	42.3%
Grand Junction- Montrose	4.4%	6.1%	6.7%	5.7%	3.3%	2.5%
Chicago	3.8%	3.5%	1.8%	4.3%	3.2%	1.7%
New York City	1.7%	2.3%	1.9%	1.9%	3.8%	3.0%
Los Angeles	1.7%	1.8%	1.5%	1.3%	4.1%	1.9%
Houston	2.4%	2.6%	3.6%	3.1%	1.1%	0.8%
West Palm Beach - Ft. Pierce	0.5%	0.7%	4.6%	0.5%	1.4%	1.0%
Raleigh - Durham	0.1%	0.7%	0.1%	3.0%	0.7%	0.5%
Phoenix - Prescott	2.5%	2.3%	3.7%	3.0%	0.3%	2.7%
Kansas City	2.4%	2.3%	0.1%	3.1%	0.3%	0.4%
Dallas - Ft. Worth	1.9%	1.7%	2.0%	2.0%	1.9%	1.4%
Colorado Springs - Pueblo	2.4%	2.3%	0.1%	0.2%	3.6%	0.2%
Memphis	2.2%	2.3%	3.3%	2.9%	3.3%	2.8%
Greensboro - H. Point - W. Salem	2.2%	0.2%	0.1%	0.2%	0.2%	2.6%
Oklahoma City	0.0%	2.2%	0.1%	0.0%	0.1%	0.2%
Palm Springs	0.1%	2.1%	0.2%	3.0%	0.1%	2.6%
Davenport - R. Island - Moline	0.0%	0.0%	0.0%	2.8%	0.0%	0.1%
Billings	2.2%	0.0%	0.0%	2.8%	0.0%	2.4%
Columbia - Jefferson City	2.2%	0.0%	0.0%	2.8%	0.0%	2.4%
Rapid City	2.2%	2.0%	0.0%	2.8%	0.0%	0.0%
Base	450	527	290	376	545	544

= statistically significantly higher than other respondents

Personal car remains the top arrival mode for 2025 Aspen visitors.

Just over half (52.9%) said they arrived in Aspen by personal car, well ahead of air arrivals (24.0%). Notably, Sustainably Minded visitors were least likely to have arrived by personal car (41.3%) but were more likely to have arrived by air (32.1%) or rental car (8.7%).

Arrival Transportation Method



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Own car	60.1%	55.8%	53.6%	52.1%	41.3%	55.8%
Commercial airline	20.8%	23.2%	23.6%	24.3%	32.1%	25.0%
Bus	13.1%	12.2%	13.5%	14.2%	13.1%	9.9%
Rental car	3.7%	3.7%	3.6%	6.7%	8.7%	5.5%
RV/ camper van	0.8%	2.7%	0.3%	0.7%	1.0%	0.8%
Hired shuttle	0.3%	0.4%	3.7%	0.6%	1.2%	0.7%
Hired private driver	0.4%	0.6%	0.6%	0.1%	0.8%	0.8%
Private plane	0.7%	0.7%	0.6%	0.6%	0.7%	0.8%
Rideshare	0.0%	0.4%	0.0%	0.3%	0.7%	0.5%
Motorcycle	0.0%	0.1%	0.1%	0.1%	0.2%	0.2%
Semi-private jet service (e.g., Aero)	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Other	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
Base	453	528	291	378	547	546

= statistically significantly higher than other respondents

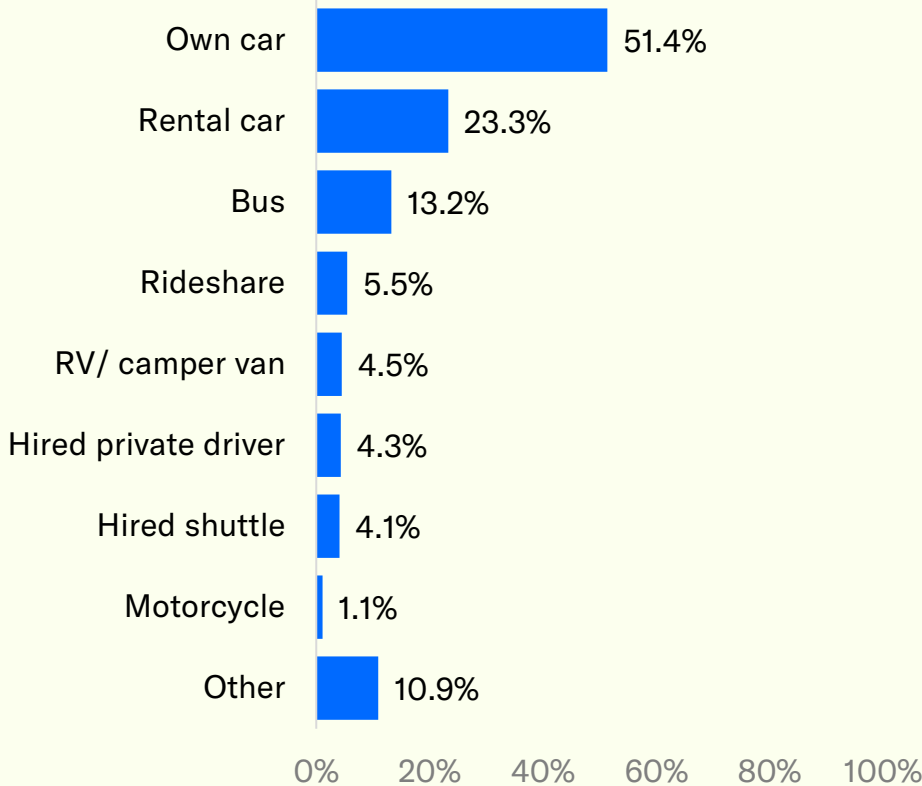
Question: Which type of transportation did you use to arrive in Aspen?

Base: Total respondents (929 completed surveys).

Personal and rental cars lead as the top in-market transportation modes among 2025 visitors to Aspen.

In-market travel mirrors arrival patterns, with personal vehicles (51.4%) and rental cars (23.3%) accounting for the majority of in-destination transportation. Bus usage (13.2%) comes in third. Among the segments, buses were more likely to be used among Family Friendly (19.1%), Culinary Seekers (18.7%), and Outdoor Recreationalists (17.9%). Sustainably Minded visitors reported the lowest shares for personal cars (40.1%) and the highest for rental car (31.7%), suggesting they arrive without their own vehicle more frequently and rely on alternative options once in destination.

In-Market Transportation Methods



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Own car	56.4%	52.9%	51.5%	50.4%	40.1%	54.9%
Rental car	16.6%	18.7%	16.4%	23.0%	31.7%	22.0%
Bus	17.9%	12.8%	18.7%	19.1%	14.8%	14.9%
Rideshare	4.9%	5.9%	7.4%	5.9%	8.7%	7.5%
RV/ camper van	1.2%	3.4%	4.1%	1.5%	3.3%	1.7%
Hired private driver	4.1%	5.1%	5.6%	5.0%	7.9%	5.6%
Hired shuttle	4.1%	4.5%	5.7%	2.9%	4.5%	5.6%
Motorcycle	0.4%	0.7%	0.4%	0.4%	2.3%	1.1%
Other	14.3%	15.0%	13.2%	10.9%	14.3%	12.4%
Base	453	528	291	378	547	546

= statistically significantly higher than other respondents

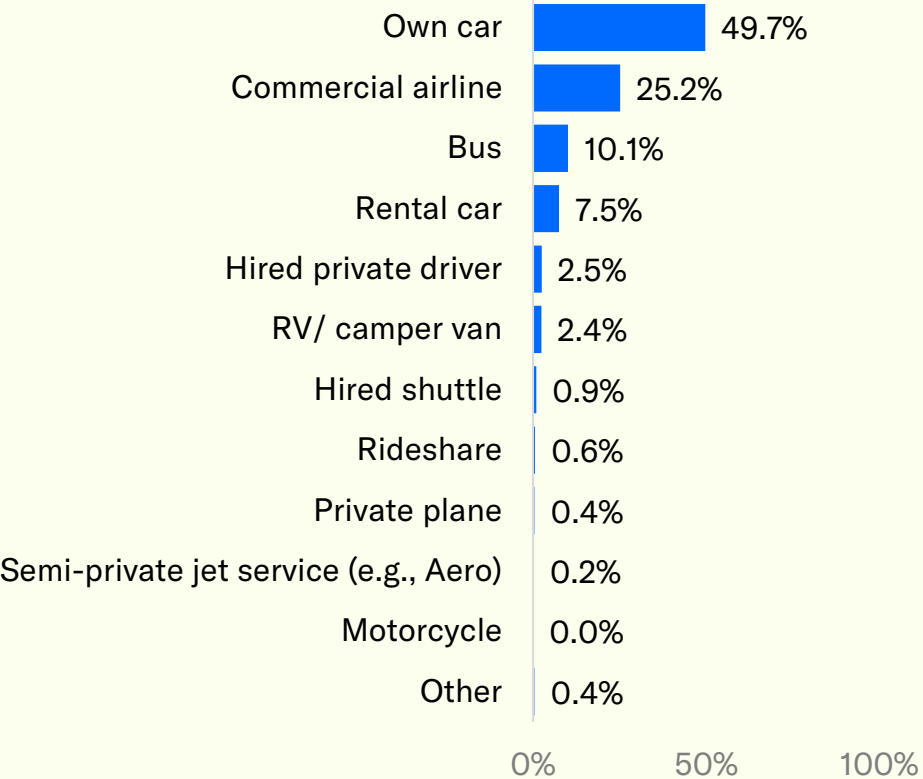
Question: Which type of transportation did you use to travel within Aspen?
(Select all that apply.)

Base: Total respondents (929 completed surveys).

Departure transportation modes closely reflect arrival patterns, with roughly half of 2025 Aspen visitors leaving by personal car.

Departure methods are largely consistent with how visitors arrived, with own car (49.7%) and commercial airline (25.2%) accounting for roughly three-quarters of departure transportation. As with arrival mode, Sustainably Minded visitors in 2025 were the least likely to depart by personal vehicle (36.4%) and the most likely to fly (33.4%).

Departure Transportation Method



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
Own car	57.6%	51.6%	54.0%	52.1%	36.4%	50.6%
Commercial airline	21.9%	25.4%	22.2%	22.8%	33.4%	28.8%
Bus	13.2%	12.3%	13.7%	14.3%	13.4%	10.1%
Rental car	4.2%	4.8%	4.2%	7.9%	10.0%	6.4%
Hired private driver	0.8%	0.9%	3.8%	0.5%	1.9%	0.7%
RV/ camper van	0.9%	2.8%	0.5%	0.6%	1.2%	0.9%
Hired shuttle	0.5%	0.8%	0.7%	0.9%	1.1%	0.7%
Rideshare	0.2%	0.6%	0.4%	0.5%	1.0%	0.7%
Private plane	0.3%	0.3%	0.1%	0.2%	0.8%	0.7%
Semi-private jet service (e.g., Aero)	0.0%	0.3%	0.0%	0.1%	0.4%	0.0%
Motorcycle	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Other	0.4%	0.2%	0.4%	0.1%	0.4%	0.3%
Base	453	528	291	378	547	546

 = statistically significantly higher than other respondents

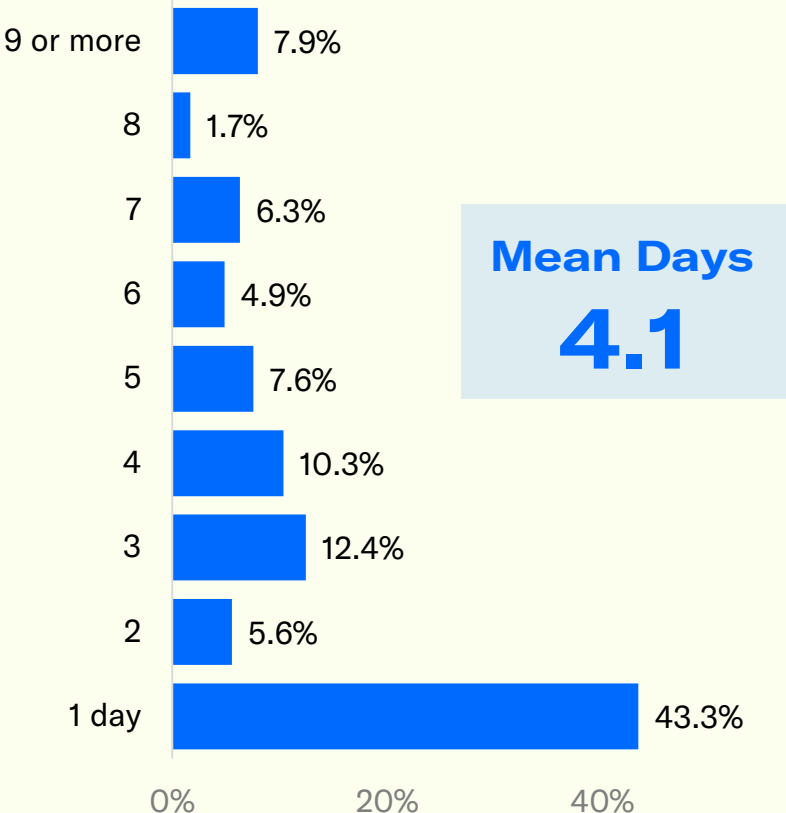
Question: Which type of transportation did you use to depart from Aspen?

Base: Total respondents (929 completed surveys).

Over four in ten visitors spent one day in Aspen on their most recent trip in 2025.

Single-day trips account for 43.3 percent of most recent visits, representing the largest share of Aspen visitors in 2025. The mean length of stay has grown robustly from 3.5 days in 2022/23 to 4.1 days. Sustainably Minded visitors record the longest mean stay at 4.8 days, while Health & Wellness visitors are the shortest at 3.6 days.

Length of Stay – Days



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
9 or more	10.8%	9.2%	12.9%	8.6%	10.5%	6.4%
8	1.5%	1.7%	2.1%	2.3%	1.5%	2.1%
7	5.9%	5.8%	2.8%	6.7%	6.4%	4.5%
6	5.3%	5.6%	7.4%	6.1%	7.5%	5.8%
5	5.1%	6.6%	5.9%	6.1%	11.4%	7.9%
4	5.8%	9.1%	5.9%	5.8%	9.6%	8.0%
3	10.7%	12.9%	6.7%	8.3%	13.3%	10.9%
2	4.4%	5.6%	5.5%	4.8%	5.6%	7.2%
1 day	50.6%	43.4%	50.8%	51.3%	34.2%	47.3%
Mean days	4.3	4.3	4.6	4.0	4.8	3.6
Base	453	528	291	378	547	546

= statistically significantly higher than other respondents

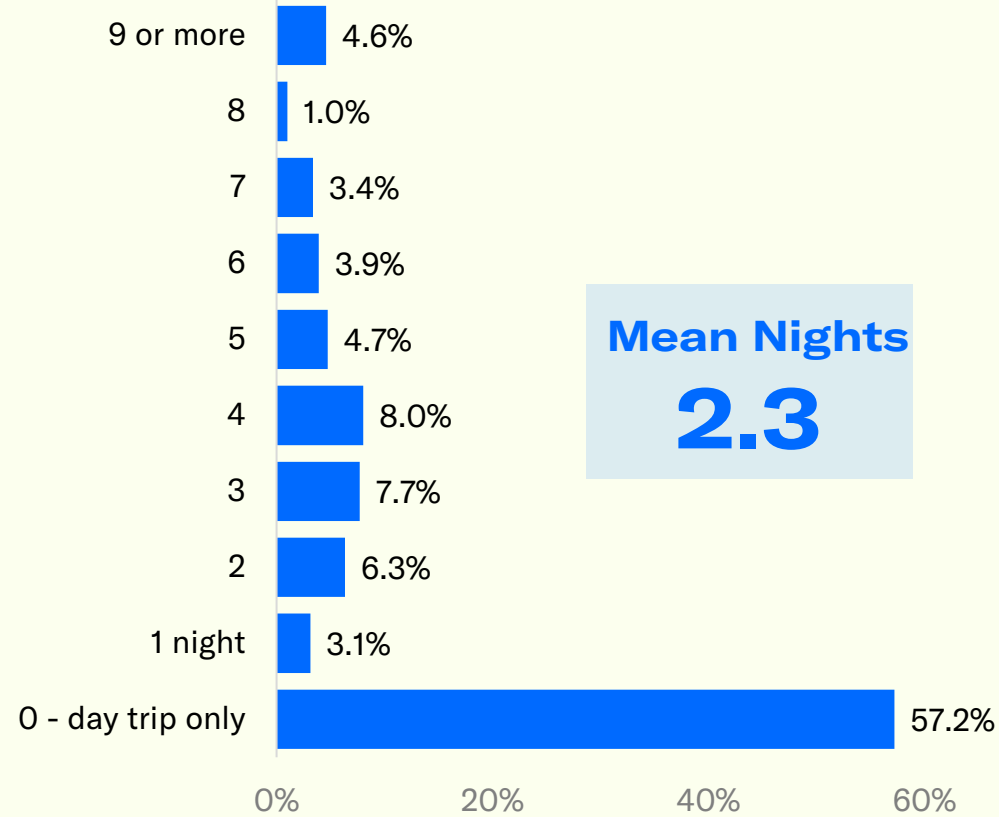
Question: On your last trip, how many days and nights did you spend in Aspen?

Base: Total respondents (929 completed surveys).

While day trippers represent the majority of Aspen visitors in 2025, over four in ten stayed at least one night in the destination.

More than half of all visitors (57.2%) made day trips on their most recent visit. This year, Aspen visitors reported an average of 2.3 nights in-market, representing a decline from the 2.7-night average reported in 2022/23. Sustainably Minded visitors had the longest stay at a mean of 3.1 nights, followed by Health & Wellness visitors (2.6 nights).

Length of Stay – Nights



By Segment

	Outdoor Recreationalists	Arts & Culture Enthusiasts	Culinary Seekers	Family Friendly	Sustainably Minded	Health & Wellness
9 or more	6.2%	4.9%	6.0%	5.1%	6.3%	6.1%
8	0.5%	0.6%	0.3%	0.8%	1.3%	0.5%
7	3.4%	3.0%	3.0%	3.1%	3.5%	3.1%
6	2.2%	3.1%	2.8%	3.5%	5.3%	4.7%
5	3.4%	4.5%	4.2%	3.9%	6.4%	4.6%
4	5.9%	7.3%	6.4%	7.1%	11.6%	8.4%
3	5.9%	5.0%	5.8%	6.2%	10.2%	7.6%
2	3.3%	4.4%	2.9%	4.1%	9.3%	6.2%
1 night	2.4%	2.5%	1.8%	1.5%	4.2%	3.2%
0 – day trip only	66.9%	64.7%	66.6%	64.7%	41.8%	55.7%
Mean nights	2.2	2.1	2.2	2.2	3.1	2.6
Base	453	528	291	378	547	546

 = statistically significantly higher than other respondents

Question: On your last trip, how many days and nights did you spend in Aspen?

Base: Total respondents (929 completed surveys).

Future Partners