

2017 Q1 Report

Contract Amount: 3,678,667

LART

Collections & Change Over

2016 YTD Actual	2017 YTD Actual	2017 Estimate
\$545,168	\$583,599	\$5,518,000
+21.1%	+7.0%	+2.9%



**COLORADO
SPRINGS**
CONVENTION &
VISITORS BUREAU



RevPAR

% Year over Year

Colorado Springs
+17.3%

Front Range
+0.7%

2017 Q1 Report

Group Travel Servicing & Bookings	2016 YTD Actual	2017 YTD Actual	2017 Goal
# Group Servicing Activities	2,339	4,164	10,000
Room Nights	47,115	60,368	294,582
Room Night Economic Impact	\$19,759,220	\$31,621,860	\$137,654,037

Group Sales Lead Generation	2016 YTD Actual	2017 YTD Actual	2017 Goal
# Trade Shows	12	14	43
# Group Leads New Accounts	136	177	~
# Group Leads Existing Accounts	46	52	~
Total Group Leads	182	229	760
Cost Per Lead	\$2,452	\$1,958	\$2,211

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Marketing Activities	2016 YTD Actual	2017 YTD Actual	2017 Goal	Visitor Guides	2016 YTD Actual	2017 YTD Actual	2017 Goal
\$ Spent on Advertising	\$346,326	\$277,717	\$1,371,161	# Ordered	20,600	20,649	72,000
# Website Visits	461,664	416,680	2,900,000	# Distributed	28,637	28,420	79,500
Paid Social Media*	~*	26,261	82,500	# Viewed Online	13,876	12,531	52,000

Revenue	2016 YTD Actual	2017 YTD Actual	2017 Goal
Partner Revenue	\$113,702	\$118,729	\$478,080

* Metrics changed in 2017