

Colorado Springs Convention Visitors Bureau

<b>2018 Contract Amount:</b> \$3,862,600				
<b>PERFORMANCE INDICATORS</b>				
<b>(Update through Q3/2018)</b>				
	<u>2017</u>	<u>2018</u>	<u>2017</u>	<u>2018</u>
	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Estimate/</u>
	<u>YTD</u>	<u>YTD</u>	<u>Year End</u>	<u>Goal</u>
<b>Activity/Output:</b>		<b>Q3/2018</b>		
Percentage Year over Year Change in Lodgers and Auto Rental Tax (8 mos)	14.9%	7.0%	13.7%	0.04%
Percentage Year over Year Change in RevPAR - Colorado Springs (RevPAR = Revenue per Available Room, a measure of a hotel's performance)	9.30%	6.4%	8.70%	3.00%
Percentage Year over Year Change in RevPAR - Colorado Front Range (RevPAR = Revenue per Available Room, a measure of a hotel's performance)	2.30%	0.9%	3.00%	3.00%
<b>GROUP SALES –</b>				
Review and description of group sales efforts	n/a	See prior rpt	n/a	Present to
Description of Markets Covered-	n/a	Attachment	n/a	Present to
Website Design Presentation for group sales efforts/meeting planner assistance	n/a	See prior rpt	n/a	Present to
Samples of group sales collateral	n/a	Nothing new	n/a	
# of trade shows attended	26	33	40	42
List of trade shows attended by market and employee; any hotels attending	n/a	Attachment	n/a	
Site Visits/Inspections Hosted, number	43	49	50	50
Site Visits/Inspections Hosted, listing of group and market		Attachment		
Site Visits who book, reported at end of year only	-	-	26	26
Direct and Specific Leads to hotels <b>by market</b> , new and RFP based, non-electronic	156	198	446	638

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<b>Activity/Output:</b>		<b>Q3/2018</b>		
Direct and Specific Leads to hotels which have been verified by the hotel	n/a	2	new metric	
General, multi-property leads <b>by market</b> , excluding electronic and third party	n/a	169	new metric	
Leads via electronic channels and third parties	432	417	481	565
Group Leads from New Accounts	459	519	627	902
Group Leads from Existing Accounts	178	206	214	301
Total Group Leads (sum of above lead numbers)	637	725	841	1,203
Cost per Lead for Group Business	\$2,019.91	\$1,582.75	\$1,894.70	\$1,360.22
Estimated room nights booked for group travel, definites	140,036	84,021	195,212	189,000
Estimated room nights booked for group travel, bureau assists	93,897	148,655	113,981	111,000
Estimated community economic impact for all booked groups	\$138,732,263	\$151,162,927	\$179,635,099	\$174,294,000
Group Servicing Activities provided to visiting groups	9,816	13,875	12,405	12,000
<b>WEBSITE – attract visitors for overnight and day stays; easy-to-use tool for meeting</b>				
Total Website Visits (see User Sessions below)				
Total Website User Sessions	1,901,619	2,138,795	2,387,632	2,550,000
Organic Visits	1,176,098	1,535,537	1,353,533	1,415,000

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	<u>YTD</u>	<u>YTD</u>	<u>Year End</u>	<u>Goal</u>
<b>Activity/Output:</b>		<b>Q3/2018</b>		
Unique Visitors	1,543,002	1,678,713	1,590,457	1,700,000
Top Referring Sites		Attachment		
Length of Visit (Time on Site)	2:17	2:04	2:12	2:21
Page Views	3,862,041	4,261,610	4,485,350	4,780,000
Advertising on our Site		Attachment		
Partner Click-Throughs	356,877	313,293	539,095	565,000
<b>SOCIAL MEDIA – integrate with marketing campaigns</b>				
Facebook Likes	51,586	65,729	54,393	57,500
Youtube Views	633,010	752,127	648,051	666,000
Instagram Followers	23,262	33,968	25,267	32,000
Twitter Followers	12,759	13,811	13,144	13,600
Pinterest Followers	3,844	4,141	3,875	4,000
Social Media Traffic to Website	37,215	42,257	52,060	54,000
Social Media/PR Initiatives Generating Traffic to Partners		Attachment		
Dollars spent on social media specific marketing	\$49,443	\$96,820	\$50,996	\$104,000
<b>PARTNERSHIP – provide value to our partners</b>				
Partnership Dues Received-Cash	\$166,277	\$216,911	\$236,135	\$248,724
Non-dues Partnership Payments Received-Cash	\$146,601	\$112,996	\$209,404	\$221,276
Co-Op Revenue - Advertising		\$10,000	\$0	\$10,000
<b>ADVERTISING</b>				
Dollars spent on advertising and social media marketing	\$1,585,033	\$1,391,523	\$1,728,279	\$1,552,985
Details on markets in which we run campaigns		Attachment		

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	<u>YTD</u>	<u>YTD</u>	<u>Year End</u>	<u>Goal</u>
<b>Activity/Output:</b>		<b><u>Q3/2018</u></b>		
<b>OFFICIAL VISITOR GUIDE</b>				
Number of guides ordered through Visitor Services	53,885	42,167	60,510	64,000
Origination of guide requests		Attachment		
Number of guides distributed through Visitor Services	62,361	51,691	67,973	72,000
Number of guides printed and distributed (cert; slawson; vic; dia)	500,000	500,000	500,000	500,000
Electronic Visitor Guide Views/Sessions - Total Sessions	33,399	29,870	36,795	39,500
Organic Traffic*	*	*	*	*
Unique Visitors	26,273	23,703	29,023	31,000
Top Referring Sites		See Below		
Length of Visit (Time on Site)	4:00	7:18	2:12	2:21
* Note: the Electronic VG is housed on the CVB website and is not promoted through SEO or other search options - we strive to drive people to our website where they can then order or view the Official Visitor Guide.				
* Electronic Visitor Guide Page Views	531,550	852,931		
* Electronic Visitor Guide Pages per Session	15.92	28.55		
Top Referring Sites for Electronic OVG				
VisitCOS.com				
Pikes-Peak.com				
Garden of the Gods Collection				
Facebook				

**Visit Colorado Springs  
Group Sales Market Alignment  
10/30/2018**

Sales Contact	Markets
<b>Pam Sherfese, CDME - Vice President of Sales</b>	Associations - AK, AL, AR CT, DC, DE,FL, HI, KY, LA, MA, MI, MD, ME, MS, NC,
719-685-7634	NH, NJ, NY, OH, PA, RI, SC, TN, VA, VT, WV
Pam@VisitCOS.com	American Express Meetings & Events - per assigned states
	Experient/Maritz Travel
	HelmsBriscoe
	Education - .edu
	Government/Military - per assigned states
	Corporate & Associations - Cyber - per assigned states
	Corporate & Associations - Medical - per assigned states
	Military Reunions
<b>Kathy Reak - Senior Director of Convention Sales</b>	Associations - AZ, CA, CO ,GA, IA, ID, IL, IN, KS, MO, MN, MT, ND, NE, NM, NV,
719-685-7632	OK, OR, SD, TX, UT, WA, WI, WY
Kathy@VisitCOS.com	American Express Meetings & Events - per assigned states
	ConferenceDirect
	Hospitality Performance Network
	Corporate - State and National
	Government/Military - per assigned states
	Corporate & Associations - Cyber - per assigned states
	Corporate & Associations - Medical - per assigned states
	Fraternal
	Religious
<b>Floy Kennedy - Director of Travel Industry Sales</b>	Motorcoach - Domestic/International
719-685-7635	FIT - Domestic/International
Floy@VisitCOS.com	Tour Groups - Domestic/International
	FAMS/Receptive Operators/Wholesalers - Domestic/International
	International Meetings
<b>Cheryl McCullough, CSEE - Director of Sports &amp; Special Events</b>	Olympic National Governing Body Events & Meetings
719-685-7642	Sports Events - Competitions, Tournaments, Invitationals
Cheryl@VisitCOS.com	Special Events - Car Clubs, Dog Shows, Dance & Music Competitions, Motorcycle Clubs
	Sports Association Meetings
	ESports
<b>Dina Chiaravalloti - Group Services Manager</b>	Services all group markets
719-685-7626	Day Meetings
Dina@VisitCOS.com	Class Reunions
	Family Reunions
	Holiday Parties
	Hobbies
	Student & Youth Groups
	Weddings

## 2018 Travel/Tradeshaw Schedule

JAN | FEB | MAR

Event	Market	Dates	Location	CVB Rep	Co-Op Fee	Participants	Event Type
Destination Colorado Board Retreat	Industry Event	Jan. 11-12	Winter Park, CO	Kathy Reak	N/A	CVB	I/E
Go West	International	Jan. 16-19	Salt Lake City, UT	Floy Kennedy	N/A	CVB	T/S
American Bus Association (ABA)	Domestic	Jan. 26-30	Charlotte, NC	Floy Kennedy	N/A	CVB	T/S
Religious Conference Management Association (RCMA)	Religious	Jan. 30 - Feb. 1	Omaha, NE	Kathy Reak	\$1,400	CVB, Hotel Elegante	T/S
International Inbound Travel Association (IITA)	International	Feb. 4-8	Portland, OR	Floy Kennedy	N/A	CVB	T/S
Bridal Extravaganza	Wedding	Feb. 11	Colorado Springs, CO (DoubleTree)	Dina Chiaravalloti	N/A	CVB	T/S
Destinations International Destination Showcase	Ass'n, Corp, Gov't	Feb. 13	Washington, DC	Pam Sherfesee	N/A	CVB	T/S
RTO Summit West	International	Feb. 20-23	Marina Del Ray, CA	Floy Kennedy	N/A	CVB	T/S
Global Pharmaceutical & Medical Meetings Summit	Corporate	Feb. 26-28	Philadelphia, PA	Kathy Reak	N/A	CVB	T/S
Christian Meetings and Conventions Association (CMCA)	Religious	Mar. 6-8	Roanoke, VA	Kathy Reak	N/A	CVB	T/S
ITB Berlin	International	Mar. 7-11	Berlin, Germany	Floy Kennedy	N/A	CVB	T/S
ASAE Great Ideas Conference	Association	Mar. 11-13	Colorado Springs, CO (Broadmoor)	Pam Sherfesee	N/A	CVB	T/S
Meetings Industry Council of Colorado (MIC)	CO: Ass'n, Corp, Gov't, Relig	Mar. 13-14	Denver, CO	Kathy Reak, Dina Chiaravalloti	N/A	CVB	T/S
EnVision, Experient Partners	Third Party	Mar. 14-16	Detroit, MI	Pam Sherfesee	N/A	CVB	T/S
ConferenceDirect Annual Partner Meeting	Third Party	Mar. 24-29	Los Angeles, CA	Kathy Reak	N/A	CVB	T/S
NASC Women's Summit	Sports	Mar. 28-30	Columbus, OH	Cheryl McCullough	N/A	CVB	Edu.

Q1 Trade Shows (T/S)	14
Q1 Industry Events (I/E)	1
Q1 Education (Edu.)	1
<b>Q1 Total</b>	<b>16</b>

## 2018 Travel/Tradeshows Schedule - Group Sales

APR | MAY | JUN

Event	Market	Dates	Location	CVB Rep	Co-Op Fee	Participants	Event Type
Connect Rockies	Ass'n, Corp	Apr. 18-19	Denver, CO	Kathy Reak, Dina Chiaravalloti	N/A	CVB	T/S
Xperience Design Project by ASAE (XDP)	Association	Apr. 19-20	National Harbor, MD	Pam Sherfesee	N/A	CVB	T/S
Bridal Festivals	Wedding	Apr. 22	Colorado Springs, CO (Antlers)	Dina Chiaravalloti	N/A	CVB	T/S
NASC Sports Event Symposium	Sports	Apr. 23-26	Minneapolis, MN	Cheryl McCullough	N/A	CVB	T/S
HelmsBriscoe Annual Business Conference	Third Party	Apr. 30-May 2	Orlando, FL	Pam Sherfesee	N/A	CVB	T/S
Sport Industry eXchange	Sports	May 15-17	Colorado Springs, CO (Marriott)	Cheryl McCullough	N/A	CVB	T/S
International Live Events Association	Industry Event	May 19	Colorado Springs, CO (WhirlyBall)	Kathy Reak, Dina Chiaravalloti	N/A	CVB	I/E
International Pow Wow (IPW)	International	May 19-23	Denver, CO	Floy Kennedy	N/A	CVB	T/S
MPI-WEC	Corporate	Jun. 2-5	Indianapolis, IN	Kathy Reak	N/A	CVB	T/S
Travel Alliance Partners (TAP)	Domestic	Jun. 4-8	Atlantic City, NJ	Floy Kennedy	N/A	CVB	T/S
CSAE Annual Meeting	Association	Jun. 6-8	Greeley, CO	Kathy Reak	N/A	CVB	T/S
Tourism Academy	Education	Jun. 13-14	Louisville, KY	Sarah Conde	N/A	CVB	Edu.
Smart Meetings Mid-Atlantic	Ass'n, Corp	Jun. 14	Washington, DC	Pam Sherfesee	N/A	CVB	T/S
Military Reunion Network Educational Summit	Military Reunion	Jun. 23-26	Washington, DC	Pam Sherfesee	N/A	CVB	T/S

Q2 Trade Shows (T/S)	12
Q2 Industry Events (I/E)	1
Q2 Education (Edu.)	1
<b>Q2 Total</b>	<b>14</b>

## 2018 Travel/Tradeshaw Schedule - Group Sales

JUL | AUG | SEP

Event	Market	Dates	Location	CVB Rep	Co-Op Fee	Participants	Event Type
ACCESSE Leadership Conference	Association	Jul. 10-12	Pasadena, CA	Pam Sherfesee	N/A	CVB	T/S
Destination West	Corp, Ass'n	Jul. 15-17	Denver, CO	Kathy Reak	N/A	CVB	T/S
Plan Your Meetings - Denver	Corporate	Jul. 19	Denver, CO	Kathy Reak	N/A	CVB	T/S
IITA Board & Committee Meeting	Industry Event	Aug. 2-4	Sarasota, FL	Floy Kennedy	N/A	CVB	T/S
Destination Colorado Roadshow	Corp, Ass'n	Aug. 7-8	Minneapolis, MN	Kathy Reak	N/A	CVB	T/S
ASAE Five-Star Weekend Conference	Industry Event	Sep. 11-17	Colorado Springs, CO (Broadmoor)	Pam Sherfesee	N/A	CVB	I/E
25th Anniverary Destination Colorado Customer Appreciation Event	Corp, Ass'n	Sep. 13-14	Vail, CO	Kathy Reak, Pam Sherfesee	N/A	CVB	T/S
US Olympic Assembly	Industry Event	Sept. 20-21	Colorado Springs, CO	Cheryl McCullough	N/A	CVB	I/E
ConferenceDirect Industry Insights	Third Party	Sep. 25	Los Angeles, CA	Kathy Reak	N/A	CVB	T/S

Q3 Trade Shows (T/S)	7
Q3 Industry Events (I/E)	2
Q3 Education (Edu.)	0
<b>Q3 Total</b>	<b>9</b>



2018 Client Site Visits (Q1)

Date(s) of Site Visit	CVB Sales Rep	Group Name	Event Name	Market	Event Status	Comments
1/19/2018	Kathy Reak	National Rural Water Association	2020 In-Service Meeting (CVENT)	CONV-Association	Lost	Met with Becca and Kelley at the Hotel Elegante. I offered their VIP's gifts upon arrival (they will need 5). They are also looking at Albuquerque and Billings.
2/21/2018	Kathy Reak	Association of Independent School Admission Professionals	2019 Annual Institute	CONV-Association	Definite	Met Stephanie at CMR for lunch with Penny. Some of the things they will be needing is transportation from the resort to a school on one day where they will be meeting. Buses must be air conditioned. Also will need a list of caterers for a possible box lunch. As we get closer, will want coupons (which I believe there are zoo coupons in the Visitors Guide) We will see how we can help.
2/22/2018	Pam Sherfese, CDME	HelmsBriscoe	No event - Destination Overview	Third Party	N/A	DoubleTree - Cheyenne CMR - Tom Antlers - Amy G/G Club - Lee
3/1/2018	Pam Sherfese, CDME	Battle of the Bulge Association	2018 Military Reunion	CONV-Mil Reunion	Definite	Met up with Alan and Judy at the Hotel Elegante. They had met with The Academy Hotel and Marriott. They had eliminated The Academy Hotel because of the configuration of their hospitality rooms. They had visited the National WWII Aviation Museum and they are hoping to have an event there plus either lunch or dinner. I gave them Dina's contact information and a sample welcome bag.
3/6/2018	Pam Sherfese, CDME	USS England DLG/CG-22	2020 Military Reunion	CONV-Mil Reunion	Lead	Evergreen Cemetery Hyatt Place Embassy Suites Antlers  3/6 Dina and I met with RJ and Molly. They had another couple with them from Westcliffe. Dates: 9/23-27/2020.
3/8/2018	Pam Sherfese, CDME	Spooky Brotherhood AC-47	2019 Military Reunion	CONV-Mil Reunion	Definite	Dina and I met with Dale and Dee. They are bringing their 2019 Military Reunion to Colorado Springs. They are considering either Hotel Elegante, Academy Hotel or the Embassy Suites. They will be having a meeting in May to decide which hotel, tour options, etc. History: 2018 September Wednesday (after Labor Day) - Sunday. 200 people. Dina gave them a sample bag for their welcome bag. They showed interest in our lapel pins. They want our logo sent to them so their reunion tshirts will include our CVB logo.
3/14/2018	Pam Sherfese, CDME	Student & Youth Travel Association	2019 Annual Summit	CONV-Association	Definite	Amy, Becky & Steve are coming for Great Ideas and then staying on to do a site/early planning visit. Please mark your calendar for the 12-14 to be involved in their visit. I'll confirm which CM will handle. Thanks again, Laurie
3/23/2018	Kathy Reak	Colorado Bar Association	2019 Solo Small Firm Conference (CVENT)	CONV-Association	Definite	Qusair and Danae did sites of CMR and Great Wolf Lodge on Monday. Will follow up to see how they went
3/28/2018	Dina Chiaravalloti	The Felting Source	2019 Crafting Event	CONV-Hobby	Definite	Meet with Deb Tewell, her husband Duncan Rollo, and Toby Reed at Hotel Elegante for lunch and a site visit. Deb is also touring Glen Eyrie and The Hideaway in Black Forest.

2018 Client Site Visits (Q2)

Date(s) of Site Visit	CVB Sales Rep	Group Name	Event Name	Market	Event Status	Comments
4/5/2018	Cheryl McCullough, CSEE	Laxapalooza Lacrosse Tournaments, LLC		TOUR-Sports	N/A	Site visit - El Pomar Youth Sports Park and Memorial Park
4/6/2018	Kathy Reak	International Association of Canine Professionals	2019 Annual Conference	CONV-Association	Definite	Had dinner with Tracey (Hotel Elegante) and Cyndi last night at the Hotel Elegante. Looks very, very good for us. Cyndi is very down to earth and quite honestly this is a perfect hotel for her group and I believe she knows it. Was not impressed with CMR - very nice property and like Penny but just didn't feel it was the right "feel" for her group. She also did not have any hot water for her shower and she hated the pillows. But what I think it really comes down to is cost and Hotel Elegante is priced right. She does have a resort in Vegas she is going to do a site visit of but she does not like Vegas and she already knows it will cost more and the environment for the dogs is not the same. If she chooses to come here, they will have a February meeting and I told her we would try and get the Wolf Ambassador to come meet her board from the Wolf and Wildlife Sanctuary
4/6/2018	Pam Sherfese, CDME	480th Artillery Vietnam Vets	2018 Military Reunion	CONV-Mil Reunion	Definite	Tammy and Marshal Beene and Bill and Sharon Price. Took them to lunch at the Airplane Restaurant before they headed over to the Natl Museum of the WWII Aviation.
4/11/2018	Dina Chiaravalloti	Colorado Nursery & Greenhouse Association	2018 Annual Conference (CVENT)	CONV-Association	Definite	cc: Allison Gault
4/17/2018	Pam Sherfese, CDME	American Institute of Architects - Colorado	2019 Practice+Design Conference	CONV-Association	Lost	Meet with Leigh @ DoubleTree, and Nicole Steed with HelmsBriscoe. 4/17 @ 10:30
4/19/2018	Cheryl McCullough, CSEE	Laxapalooza Lacrosse Tournaments, LLC		TOUR-Sports	N/A	Site Visit - EPYSP and Memorial Park, Wednesday, April 4
5/7/2018	Kathy Reak	1st Global Research & Consulting	2019 National Conference	CONV-Corporate	Lost	Met with Jordan and Kristin this morning - looks like the Broadmoor is the only property they are going to site and as long as everything goes well today think Maureen will have a signed contract fairly quickly.
5/8/2018	Pam Sherfese, CDME	Phi Gam Fraternity	2018 Reunion	CONV-Fraternal	Definite	2:00 pm DoubleTree 3:00 pm Hotel Elegante
5/10-11/2018	Dina Chiaravalloti	Summer Soiree: An Afternoon of Music & Art	2018 Summer Soiree: An Afternoon of Music & Art	Day Meetings	Definite	Site visit with RoMa Johnson today- the Colorado Springs Shrine Club and the Loft Music Venue 5/10 5/11 Site visit at The Warehouse
5/18/2018	Pam Sherfese, CDME	HelmsBriscoe, Caren Camp	<i>No event - Destination Overview</i>	<i>Third Party</i>	N/A	Since her qualifications for her groups is a high-end hotel property that can accommodate 250 rooms on peak, she and her family stayed at CMR. We did a site visit with Penny Bergsten and then I took them to dinner at the Phantom Canyon.  About two years ago, Caren was at The Broadmoor.
6/4/2018	Cheryl McCullough, CSEE	University of Colorado Colorado Springs	2019 Play the Game Conference	TOUR-Sports	Lead	Site Visit, Saturday June 2 - Antlers, Hotel Elegante, Doubletree and Cheyenne Mountain Resort
6/5/2018	Cheryl McCullough, CSEE	Alfa Romeo Owners Club	2020 Alfa Romeo Convention	TOUR-Sports	Definite	Site visit, Monday, June 4 - Doubletree, PPIR and Hotel Elegante
6/12/2018	Pam Sherfese, CDME	Center for Global Health Engagement	2018 GEIS USNORTHCOM Disease Surveillance Strategic Planning Workshop	CONV-Association	Definite	Visited Embassy Suites, Radisson and The Antlers.
6/28/2018	Pam Sherfese, CDME	Spooky Brotherhood AC-47	2019 Military Reunion	CONV-Mil Reunion	Definite	They have met with Michele, Hotel Elegante. They have asked for a contract. They have met with the USAFA regarding the plaque their reunion is donating at the Academy and they want to have a lunch there, if possible. We discussed servicing, welcome bags, donated items for their bags. We discussed their transportation needs. Tours: 9/5 pick up at HE and tour Garden of the Gods Park ending at the Trading Post Ladies will stay at the TP for shopping and lunch. Then go to Glen Eyrrie for a tour/high tea. 50-60 people. Men will stay on buses and go to the Airplane Restaurant for their lunch. Then they will go to the Natl Museum of WWII Aviation for a tour and then on to the PAFB Museum for a tour.  9/6 Transportation to the USAFA in the morning to dedicate a monument. They are interested in having some of our brochures to pre-promote 2019 at their 2018 reunion. They asked we mail our items to their home.
6/29/2018	Floy Kennedy	2018 IPW Denver	Hylton Fothergill Fam	TOUR-FAM	N/A	<i>No event - Destination Overview</i>
6/29/2018	Floy Kennedy	2018 IPW Denver	Tom on Tour Germany	TOUR-FAM	N/A	<i>No event - Destination Overview</i>
6/29/2018	Floy Kennedy	2018 IPW Denver	TMTC Post Fam	TOUR-FAM	N/A	<i>No event - Destination Overview</i>

2018 Client Site Visits (Q3)

Date(s) of Site Visit	CVB Sales Rep	Group Name	Event Name	Market	Event Status	Comments
7/9/2018	Pam Sherfese, CDME	Association of Aquatic Professionals, The	2023 AOAP Annual Meeting (CVENT)	CONV-Association	Definite	HB: LEAD: Site Visit: Met with Tanya and Juliene briefly before Maureen met with them. They are excited to be here and this is Juliene's first time to Colorado Springs.  Gave Tanya our check paying for hers and her client's airline tickets. Took out of the line item for the HB Third Party under Business Development line item.
7/10/2018	Dina Chiaravalloti	5th Infantry Regiment Association	2020 Military Reunion	CONV-Mil Reunion	Lead	Lunch at Paravicini's with Carolyn and Randy.
7/13/2018	Pam Sherfese, CDME	Destinations, Meetings, and Incentives, Inc.	No event - Destination overview	Third Party	N/A	The Lodge at Flying Horse - Susan Larson Garden of the Gods Collection - Lee The Mining Exchange - Nikki No RFP just looking at smaller/boutique properties for future opportunities.
7/13/2018	Dina Chiaravalloti	Lakenheath American High School	2019 Class Reunion	TOUR-Class Reunion	Lead	Site visit at: The Marriott, CMR, Antlers, Mining Exchange, Iron Springs Chateau Melodrama Theatre.
7/13/2018	Pam Sherfese, CDME	National College of Probate Judges	2020 Spring Conference	CONV-Association	Definite	Met with Penny to review the meeting rooms space and guest room arrangements.
7/16/2018	Pam Sherfese, CDME	C-123's in South East Asia	2019 Military Reunion	CONV-Mil Reunion	Definite	Met Sue and Phil for breakfast/site visit at the Hotel Elegante.
7/16/2018	Pam Sherfese, CDME	USS Shangri-La (CV-38) Reunion Association	2020 Military Reunion	CONV-Mil Reunion	Lead	Al and Gwen had a full site visit. Dina and I hosted them to dinner tonight at BJ's Restaurant. Lovely people.
7/17/2018	Dina Chiaravalloti	Catholic Charities USA	2018 Applied Institute for Disaster Excellence	CONV-Religious	Definite	I met with Simona and Dottie at Hotel Elegante for breakfast with Toby.
7/25/2018	Kathy Reak	Distributive Education Clubs of America	2019 DECA OVERFLOW	CONV-Education	Lead	Brad and his boss Dana are coming to the Springs today to look at the Hotel Elegante and SCP Hotel. Pam is going over to meet them and have lunch per Tracey's invitation.
7/27/2018	Pam Sherfese, CDME	HelmsBriscoe	No event - Destination overview	Third Party	N/A	Took Debbie and her daughter, Sophie, from CMR to Garden of the Gods Park then into the Garden of the Gods Trading Post for lunch. Quick tour but gave Debbie a chance to see some of COS and an attraction.
7/27/2018	Pam Sherfese, CDME	National Association of State Boards of Accountancy	2019 Board Meeting (CVENT)	CONV-Association	Definite	7/27-29. Angela Layton and Thomas Kenny. Friday, 7/27: 12:00 pm pu Angela and Thomas at G/G to transport to Broadmoor 12:30 pm deliver to The Broadmoor 3:00 pm pu Angela and Thomas as The Broadmoor to transport to CMR
7/30/2018	Pam Sherfese, CDME	USS Brush (DD-745) Alumni Organization	2019 Military Reunion	CONV-Mil Reunion	Definite	9:30 AM Marriott - Melissa Gonyea (site) 11:30 AM Hotel Elegante - Toby Reed (lunch/site) Pam join for them for lunch. 1:45 PM CMR - Jennifer Johnston (site) Pam will join to be present while Jennifer reviews their proposal with John.  Walking out of CMR, John mentioned CMR is too expensive, the Marriott is a nice hotel and well kept but the Hotel Elegante has the hospitality room and ability to bring in their own beverages and has the experience to take good care of the group.
7/31/2018	Kathy Reak	Colorado-Wyoming Association of Museums	2021 Annual Conference	CONV-Association	Lead	Kent and the Board conducted site visits of the Hotel Elegante, Embassy Suites and Marriott on Friday, July 27th
7/31/2018	Kathy Reak	Evangelical Press Association	2020 Annual Convention	CONV-Religious	Lead	Met Lamar and Teresa for breakfast at the Antlers along with Erin. They are siting CMR, Antlers, Great Wolf, DoubleTree, Marriott. Feel like they would like the downtown experience but still have a lot of hotels to see. Will follow up in two weeks as to what their thoughts are.
8/1/2018	Pam Sherfese, CDME	ADESA, Inc.	2019 Client Advisory Board Event (CVENT)	CONV-Corporate	Definite	12:00 noon. Tammy and Carol Sewell. Meet at the Golf Club Grill.

8/1/2018	Pam Sherfese, CDME	International Facility Management Association	2020 Facility Fusion (CVENT)	CONV-Association	Lost	<p>Here are your reservation confirmation numbers for your site visit checking in July 31, 2018. (Broadmoor)</p> <p>Mr. Barry Brantley: BJHWG  Ms. Katie Flynn: QCJSR  Ms. Ann Loayza: 6J5PX (CheckOUT: 08/02/18)  Ms. TJ Mendieta: Z56QV</p> <p>If COS and The Broadmoor are chosen:  *Possible this group will contract for 2020 and 2022.  *This group is interested in arranging behind the scenes tours at The Broadmoor, OTC and USAFA.  These 3 tours would be on the Thursday of their conference for 20-50 people each. 2:00-5:00pm at the facility.  5:30 pm back at The Broadmoor.</p>
8/2/2018	Dina Chiaravalloti	Military Operations Research Society	2019 Annual Symposium	CONV-Association	Definite	Dina to show the client off-site restaurant venues.
8/30/2018	Kathy Reak	Personify	2020 PersonFest	CONV-Corporate	Definite	Met with Jena, Teresa, Kari and Tammy (Broadmoor) for lunch. They are are very highly considering the Broadmoor for their April 2020 group.
9/25/2018	Pam Sherfese, CDME	MCB 7 Reunion Association, Inc.	2019 Military Reunion	CONV-Mil Reunion	Definite	<p>Denny and Sharon  Sited Hotel Elegante and the Marriott.  We visited the USAFA Visitors Center, Garden of the Gods Park, OCC and Manitou Springs.  He wants to have tours on Friday and Saturday of their reunion. I suggested we ask Dina to send the ground transportation companies the sites they want to visit and get the companies to suggest the timing of these tours.  He wants to visit the USAFA Visitor Center, Garden of the Gods Park then go to the Royal Gorge Park. (long day)  A bus to go to the top of Pikes Peak.  A bus to go to OCC and Manitou Springs.  Denny said they will have a decision by the end of October.</p>
9/28/2018	Floy Kennedy	2018 Fams	Nashville Domestic Motorcoach Fam	TOUR-FAM	Bureau Assist	
9/28/2018	Floy Kennedy	2018 Fams	Nashville Domestic Motorcoach Fam	TOUR-FAM	Bureau Assist	
9/28/2018	Floy Kennedy	2018 Fams	Select Traveler Bank Club Fam	TOUR-FAM	Bureau Assist	
9/28/2018	Floy Kennedy	2018 Fams	Select Traveler Bank Club Fam	TOUR-FAM	Bureau Assist	
9/28/2018	Floy Kennedy	2018 Fams	Voyagers du Monde France	TOUR-FAM	Definite	
9/28/2018	Floy Kennedy	2018 Fams	Voyagers du Monde France	TOUR-FAM	Definite	
9/28/2018	Kathy Reak	Whataburger Restaurants, Inc.	2019 Leadership & Family Retreat	CONV-Corporate	Lead	Megan was in COS this week for a site visit. Saw Lodge at Flying Horse, Mining Exchange, Antlers, Cheyenne Mountain Resort and Garden of the Gods Collection. She changed the itinerary multiple times but was still able to accomplish what she needed.

## Website Referral Sources

Rank	Source	Sessions
1	Google Ads (PPC)	39,431
2	Facebook.com	29,258
3	colorado_com	27,341
4	pinterest.com	11,629
5	various search engines	9,000
6	gazette.com (DMP survey)	2,573
7	coloradosprings.gov	1,880
8	carson.army.mil	1,111
9	instagram.com	1,017
10	gardenofgods.com	1,006
11	Electronic Visitor Guide	816
12	ppir.com	771
13	twitter.com	575
14	Town of Palmer Lake	453
15	Reddit	312
16	Royal Gorge Bridge & Park	329
17	KOAA	277
18	Out There Colorado	253
19	El Paso County	237
20	Cheyenne Mountain Resort	243
	<b>TOTAL</b>	<b>128,512</b>

## 2018 Advertising on VisitCOS.com

Native Ads	Q1	Q2	Q3	Q4
Arts & Events	2	2	1	
Home Page	6	6	8	
Lodging Pages	3	3	3	
Meeting Planner Pages	6	5	6	
Run of Site	9	11	10	
Things to Do	6	6	7	
Shops & Galleries	1	1	0	
OVG Confirmation Page & Email	0	0	1	
<b>Total</b>	<b>33</b>	<b>34</b>	<b>36</b>	
<b>Other</b>				
Enhanced Pages	229	225	222	
Leads	54	54	54	
Online Coupon	12	12	13	
Mobile App Feature	3	3	3	

# Social Media/PR Initiatives Generating Traffic to Partners

- Emphasis on driving traffic to VisitCOS.com
- Paid shifted to align with advertising campaigns
- Major pushes
  - Added meetings news to LinkedIn
  - Live feeds from partners for designated holidays/themes (eg National Candy Day)
  - Pinterest pins leading to partner directory pages
  - Monthly blog highlighting partner events
  - Revamped itineraries with partner info
  - Themed and seasonal blogs

## Q3 Markets

### Leisure Travel

- Olympic City USA
- Family & Outdoor
- Crafts & Drafts

### Group Travel

- Meetings & Conventions
- Reunions
- Sports
- Domestic Tour
- International Travel



# OVG Requests and Distribution

Source	#Guides				Total
	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	
VisitCOS.com	9,792	9,341	6,472		25,605
Colorado.com	2,952	588	5,373		8,913
AARP	307	2,675	161		3,143
PPCA	962	1,384	701		3,047
*CO State Guide	287	882	216		1,385
Go-Colorado.com	474	46	-		520
Texas Monthly	132	292	35		459
Co Vacation Planner (Activity Center)	214	77	66		357
Phone	110	83	71		264
*Colorado State Guide	165	N/A	N/A		165
Go Travel Sites	N/A	138	224		362
In-House	35	55	54		144
Email	5	2	1		8
Mail	2	2	1		5
Premier Travel Media	N/A	N/A	5		5
<b>Subtotal</b>	<b>15,437</b>	<b>15,565</b>	<b>13,380</b>		<b>44,382</b>
Bulk	9,214	2,743	1,753		13,710
Bill Slawson	6,350	6,300	237		12,887
Certified	44,925	34,900	1,597		81,422
<b>Total</b>	<b>75,926</b>	<b>59,508</b>	<b>16,967</b>		<b>152,401</b>

\* Should have been the same source code  
Combined in 2nd Qtr.