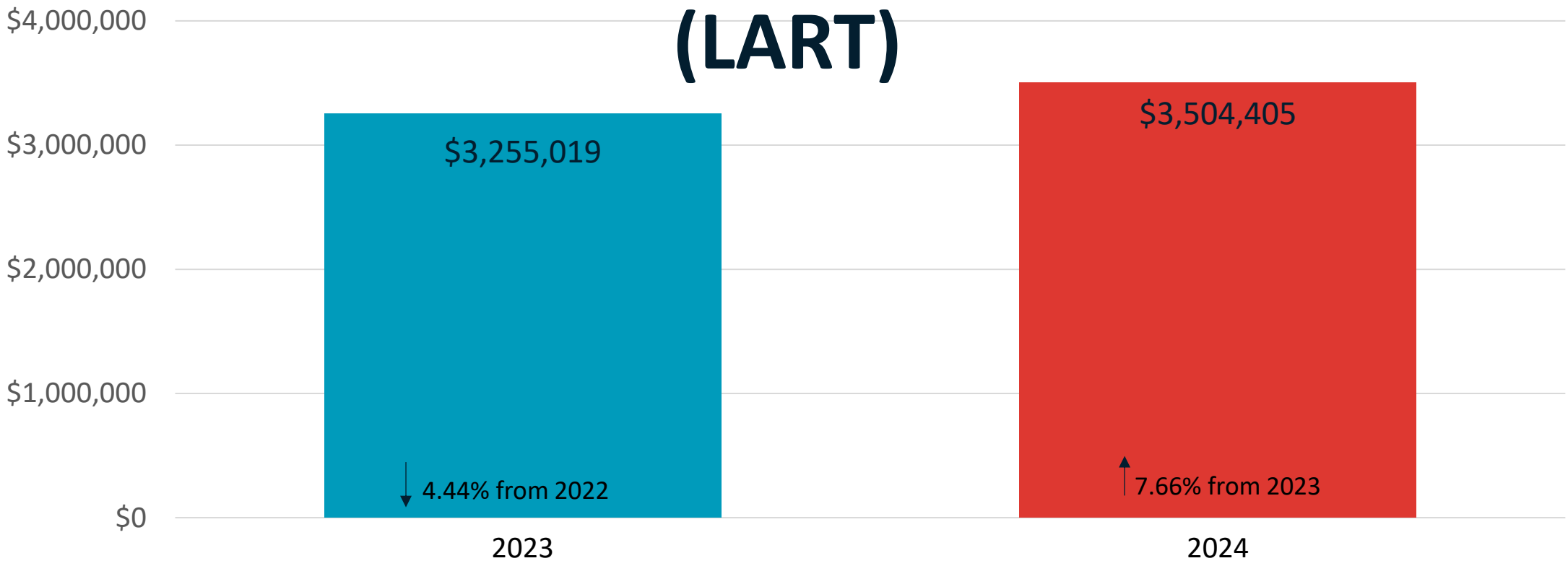
visit COLORADO SPRINGS

Q1 & Q2, 2024, KPI Report

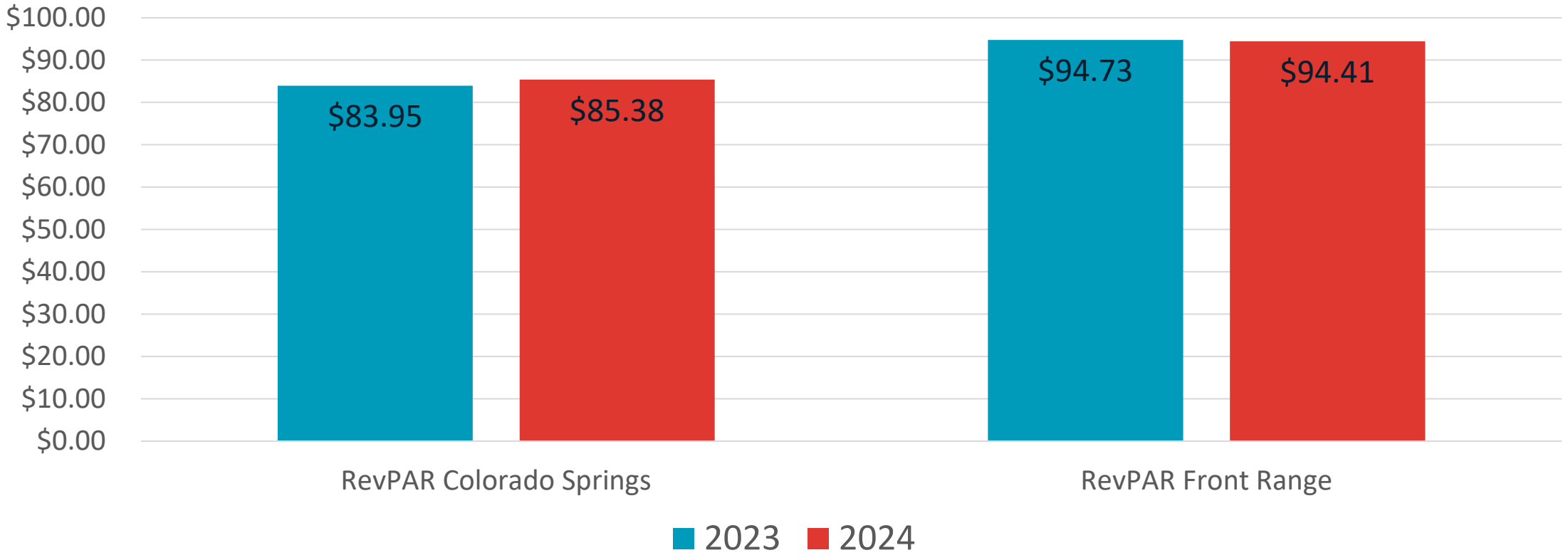
Lodgers and Auto Rental Tax (LART)



Colorado Springs Report of June 2024 Vendor Collections for Activity thru May 2024.

Revenue per Available Room (RevPAR)

RevPAR – A hotel performance metric which is the product of the Average Daily room Rate (ADR) times the Occupancy rate.



RevPAR data source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

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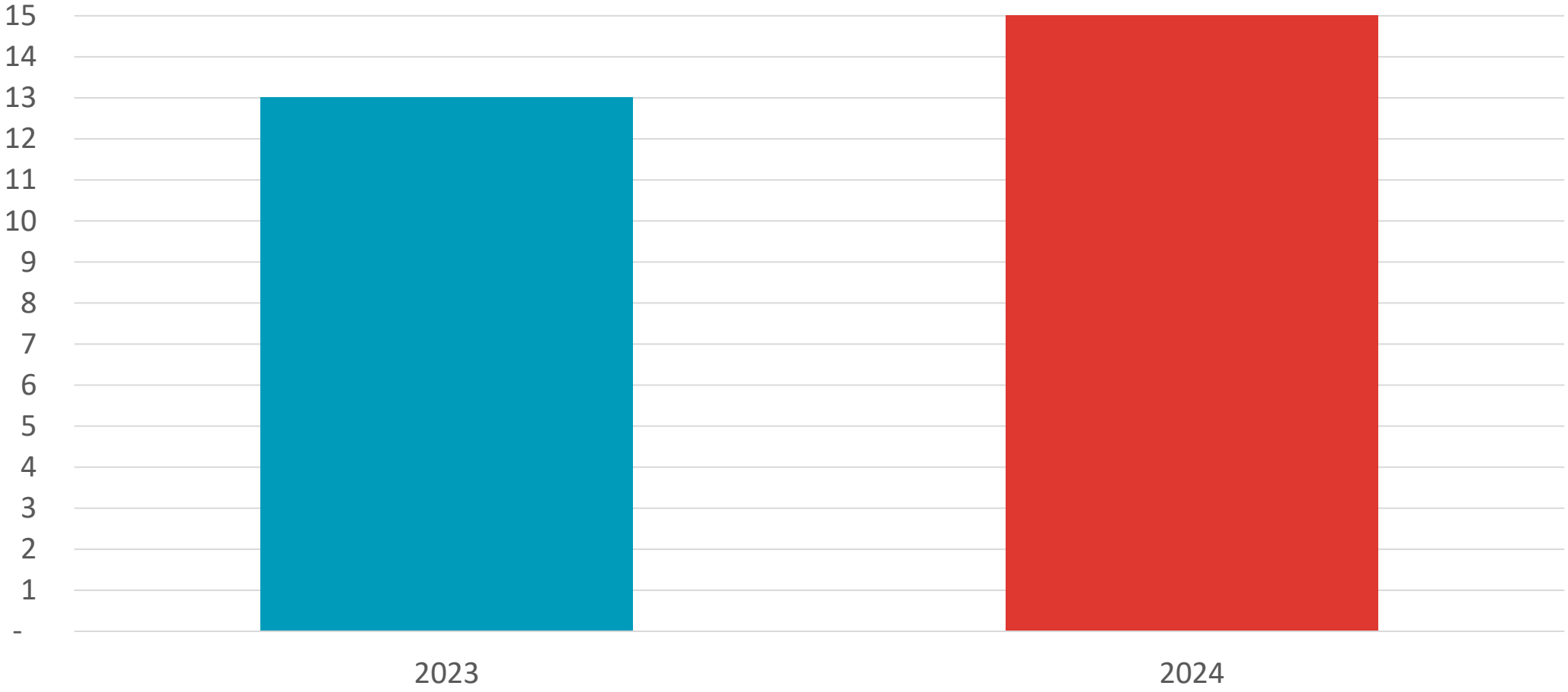
GROUP SALES

Trade Shows Attended



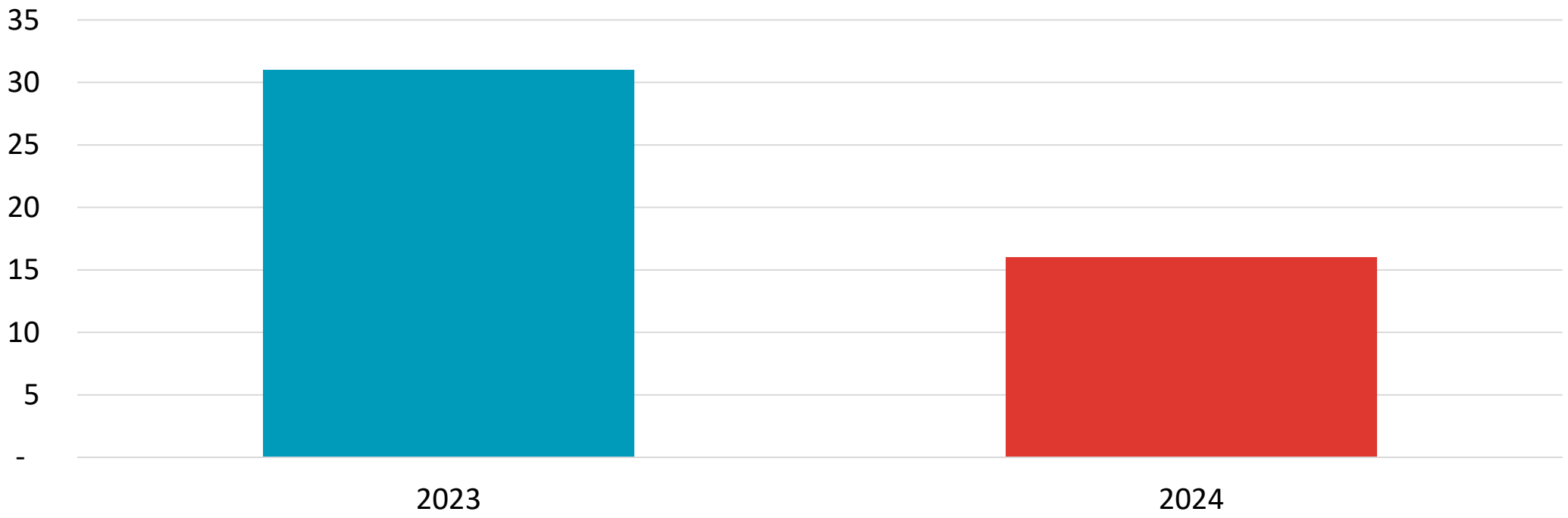
Example Tradeshows Attended
Q1/24

- RCMA
- ESPA
- PCMA All Hearts Gala
- Smart Meetings
- CMCA
- Meetings Industry Council of Colorado

Example Tradeshows Attended
Q2/24

- Prestige Partner Summit
- ConferenceDirect Annual Partner Meeting
- Sports ETA Symposium
- HelmsBriscoe Annual Business Conference
- + MPI WEC, MPI RMC Golf Tournament, CSAE Annual Conference, Destination West

Meeting Planner Site Visits and Familiarization (FAM) Tours



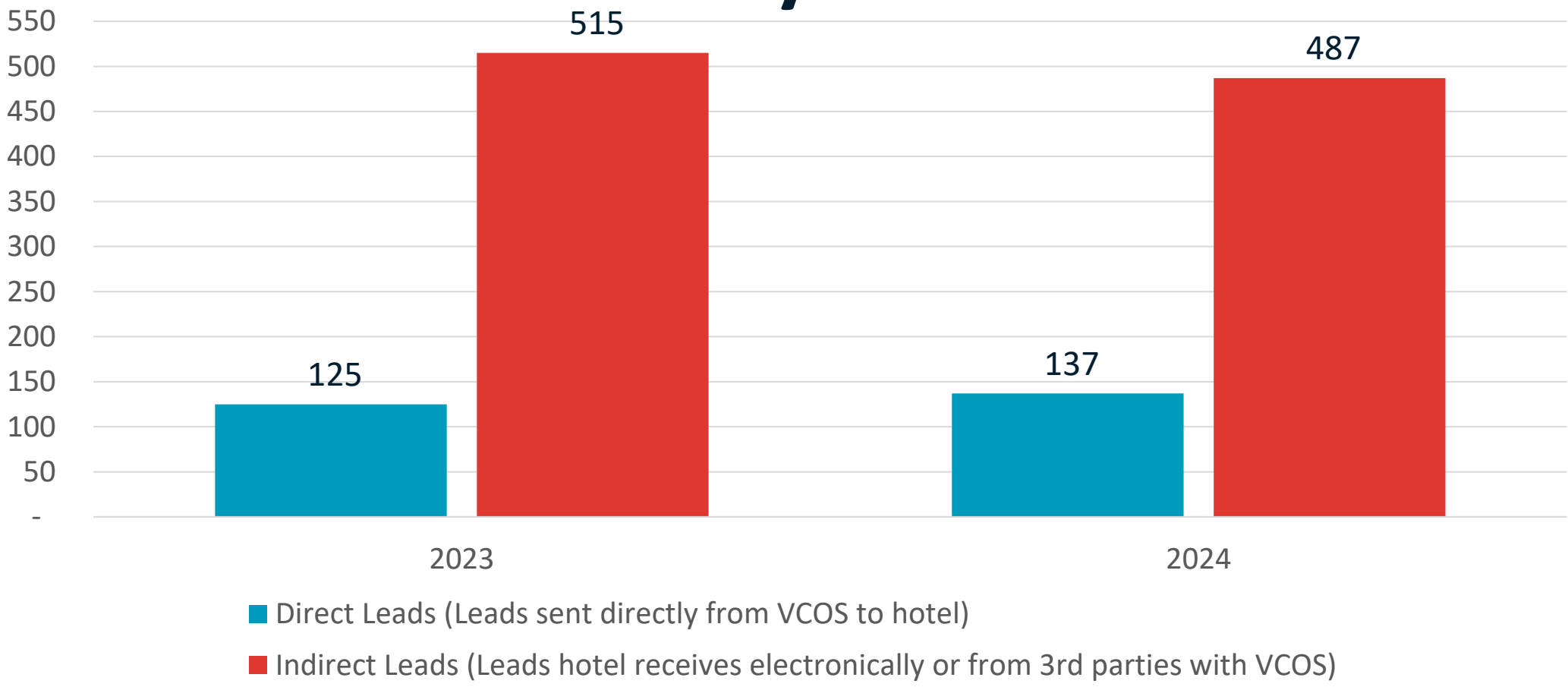
Example Destination Site Visits and FAM Tours
Q1/24

- Affiliated Independent Distributors– 2025 Electrical & Industrial Business Unit Spring Meeting
- US Navy Chaplain Corps- 2024 Strategic Leadership Symposium
- Society of Research Administrators – 2025 Western Southern Selection Meeting
- +2 others

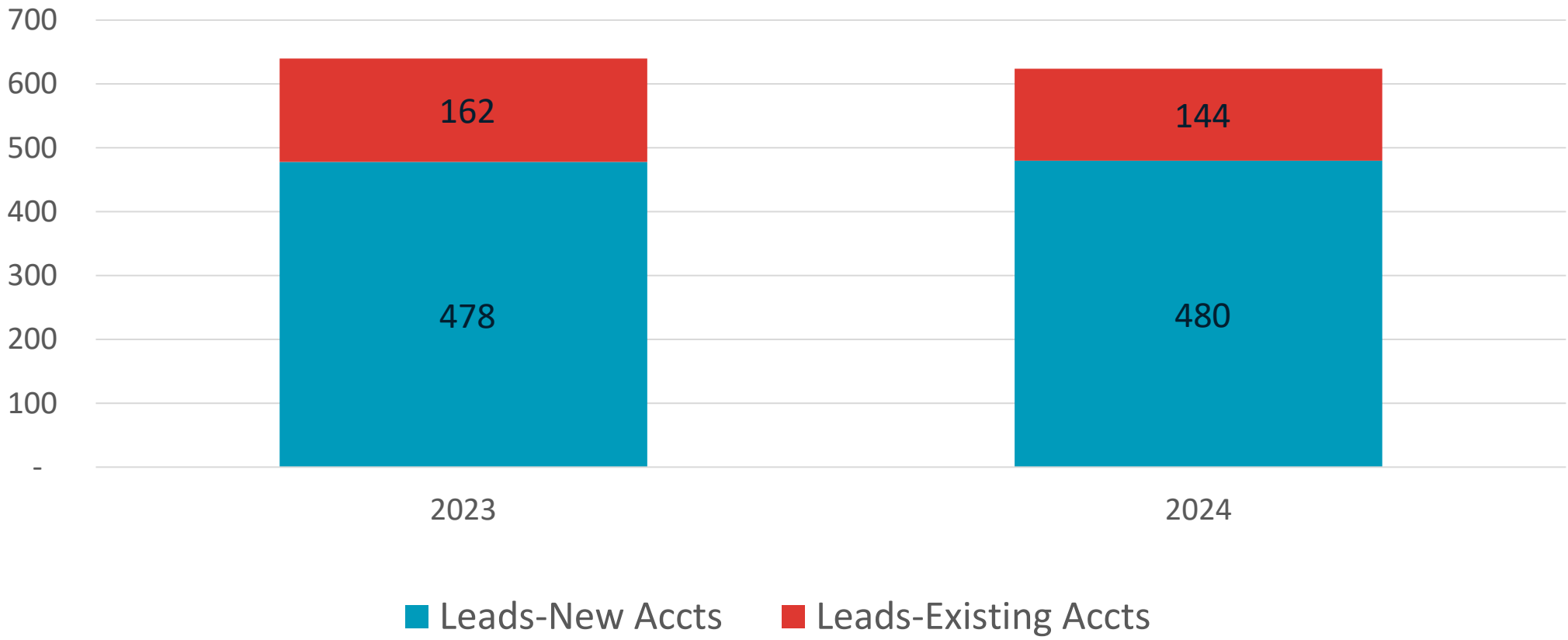
Example Destination Site Visits and FAM Tours
Q2/24

- International Salon Spa Business Network – 2026 Annual Conference
- Sunrise Dental Solutions – 2024 Sunrise Annual Summit
- NLC Mutual Insurance Company – 2024 Rise Team Retreat
- International Dyslexia Association Rocky Mountain – 2025 Reading in the Rockies
- +7 Others

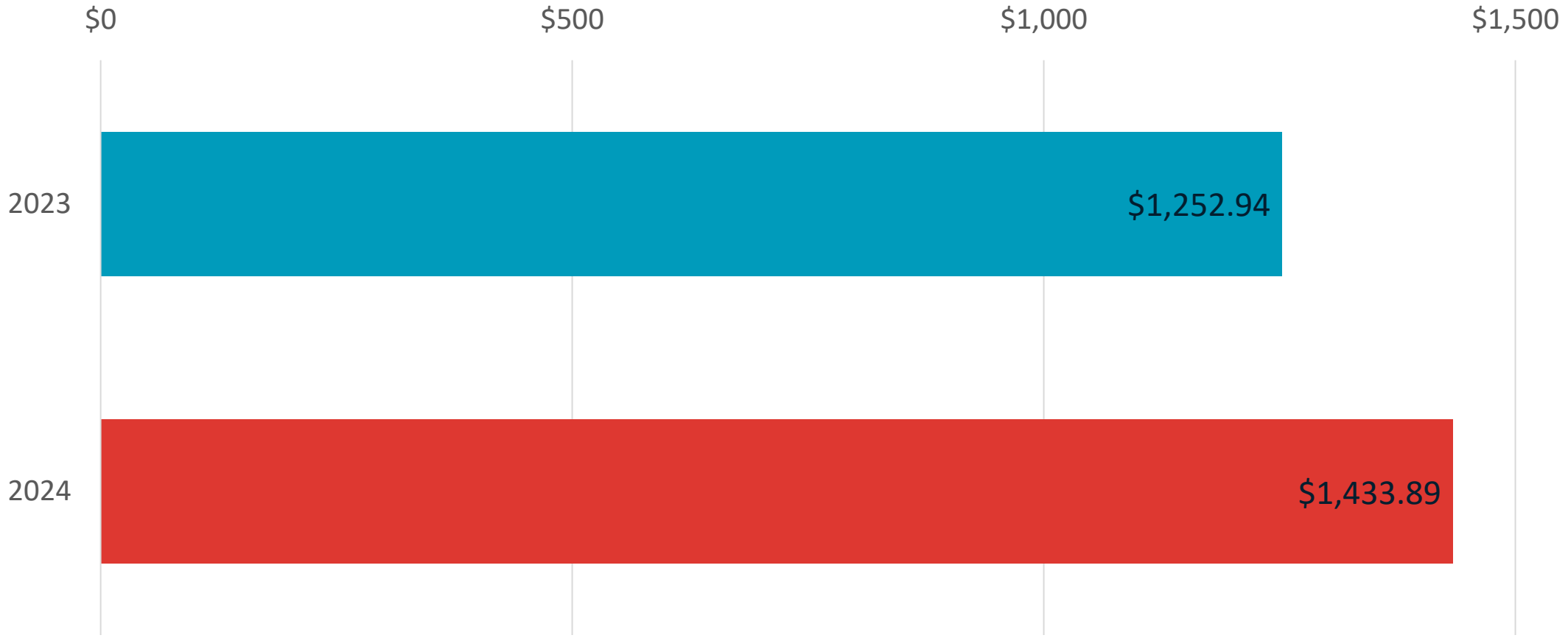
Leads by Source



Group Leads


700
600
500
400
300
200
100
-
162
478
144
480
2023
2024
Leads-New Accts
Leads-Existing Accts

Cost per Lead for Group Business



BOOKINGS (DEFINITES)

VCOS Reports Booking Revenue as “Definite” when:

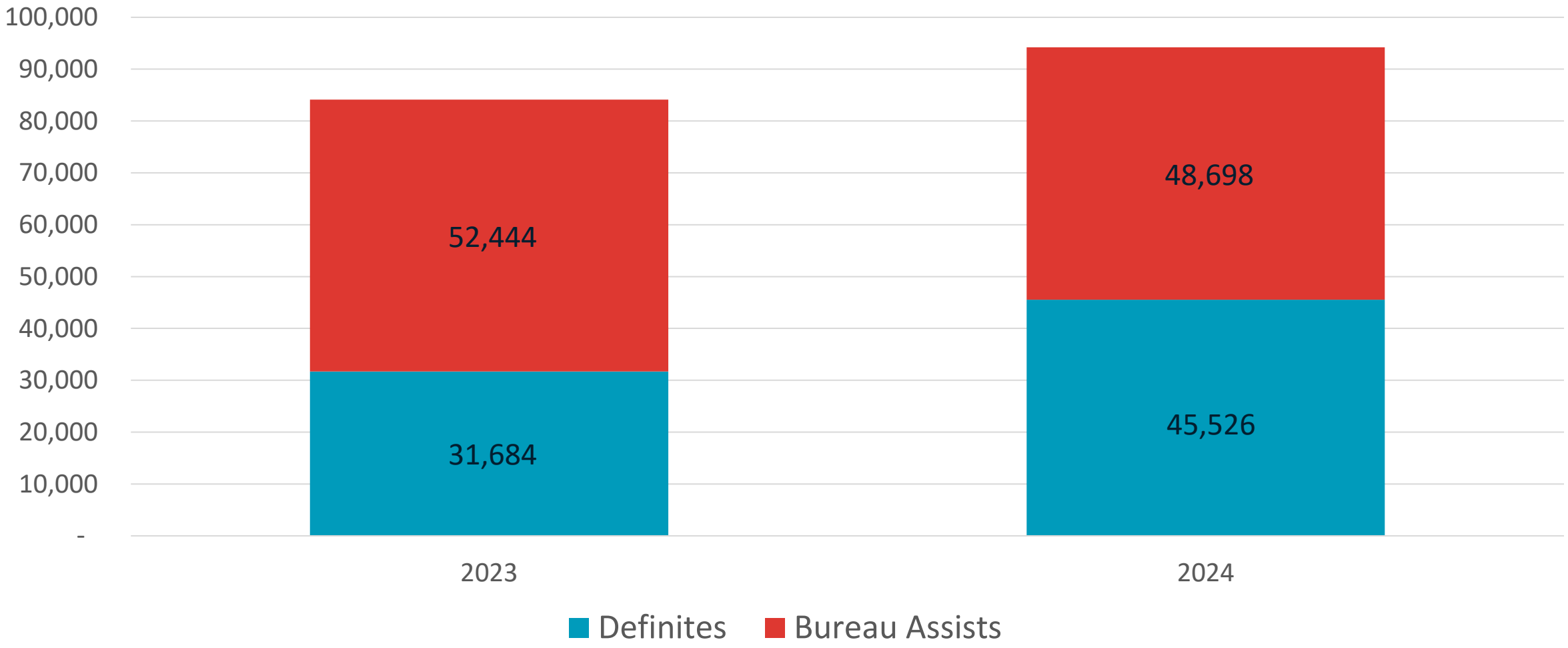
- A lead has been sent out on behalf of a meeting planner by a VCOS sales manager; and
- A local hotel has received the signed contract from the planner; and
- The VCOS sales associate confirms with the hotel sales representative the meeting dates, guest room block and number of attendees for the group

BOOKINGS (ASSISTS)

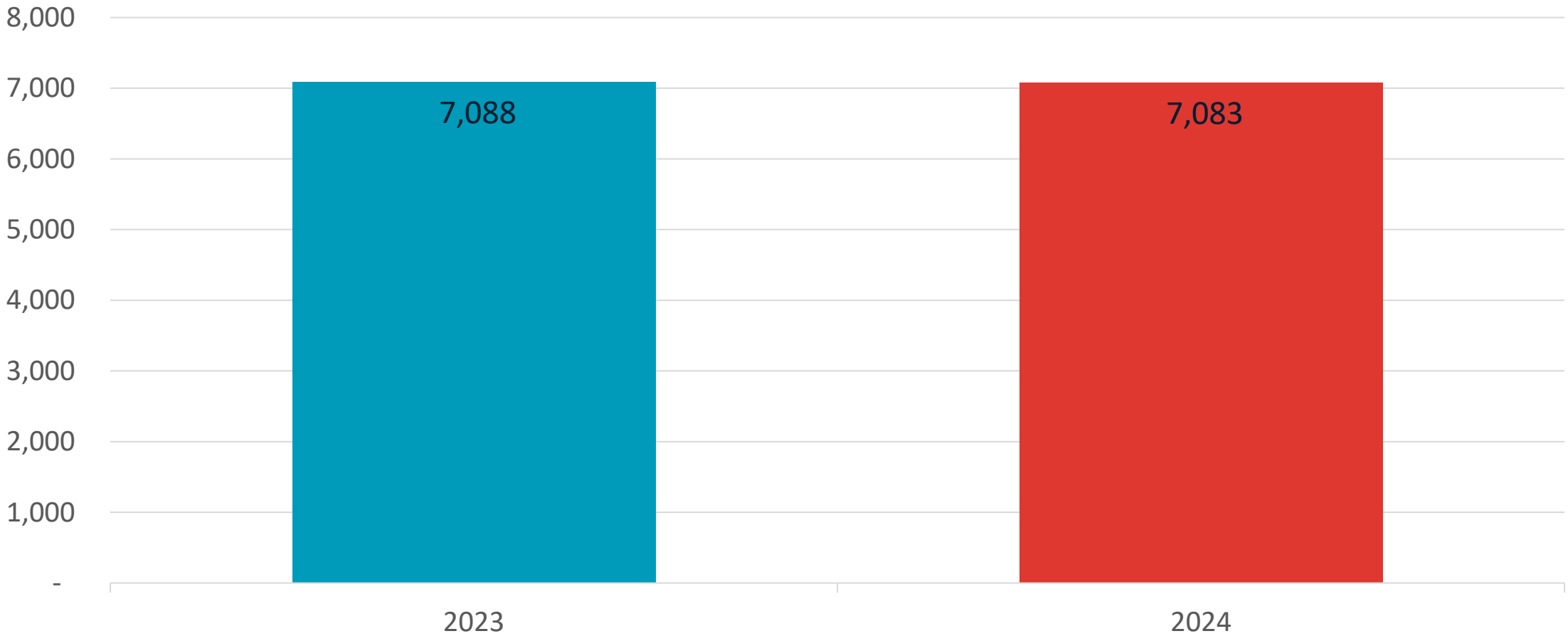
VCOS Reports Booking Revenue as a “Bureau Assist” when:

- A group books into Colorado Springs hotel through a lead that did not originate from VCOS; and
- A VCOS sales manager has been engaged in and contributed to the selling process that led to booking (i.e., trade show, phone discussion, printed materials provided, destination photos provided, sponsorships, destination information from our web site, etc.); and
- The sales manager receives approval to record the “assist’ by the VP of Sales or a group sales Director; and
- Documentation is recorded in the client account in the VCOS CRM

Estimated room nights booked for group travel



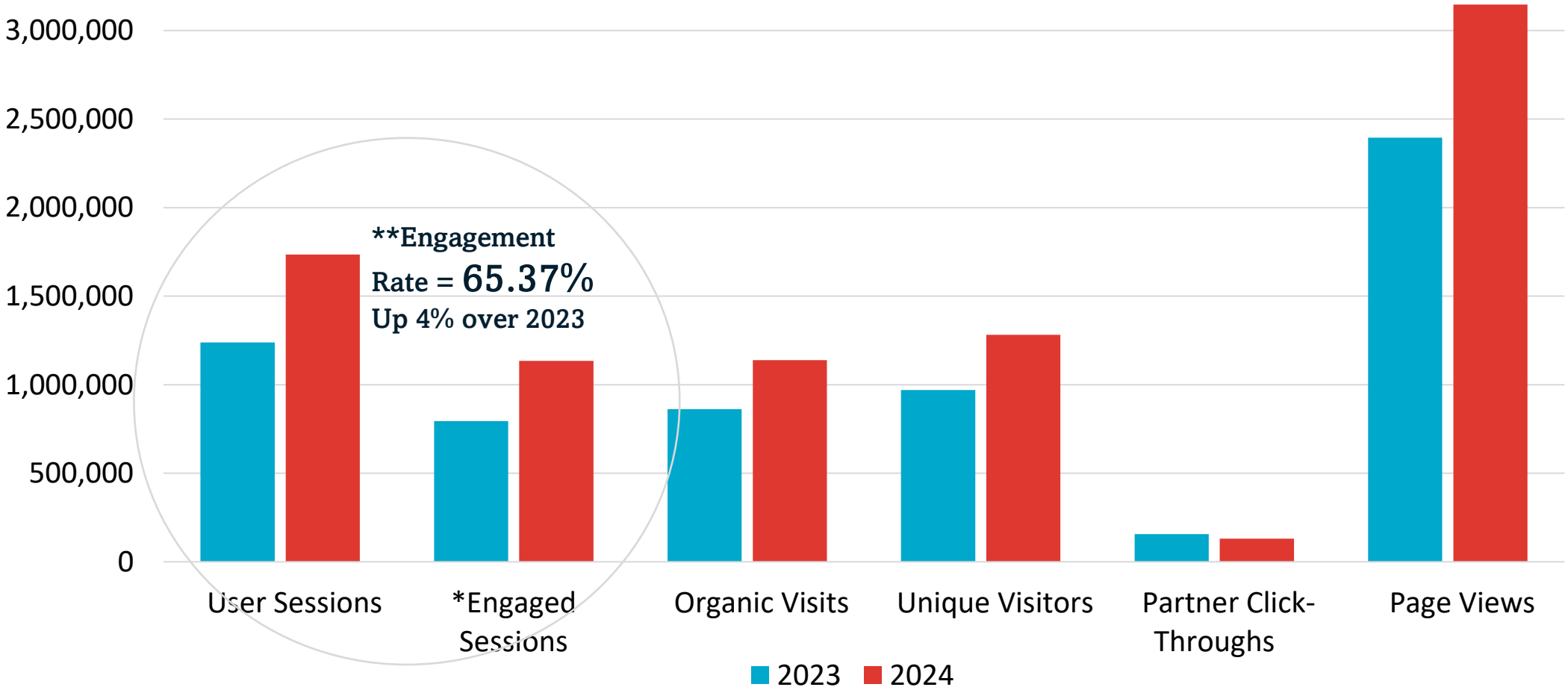
Group Servicing Activities



visit COLORADO SPRINGS

MARKETING, COMMUNICATIONS, PARTNERSHIP, VISITOR SERVICES

VisitCOS.com - Website KPIs

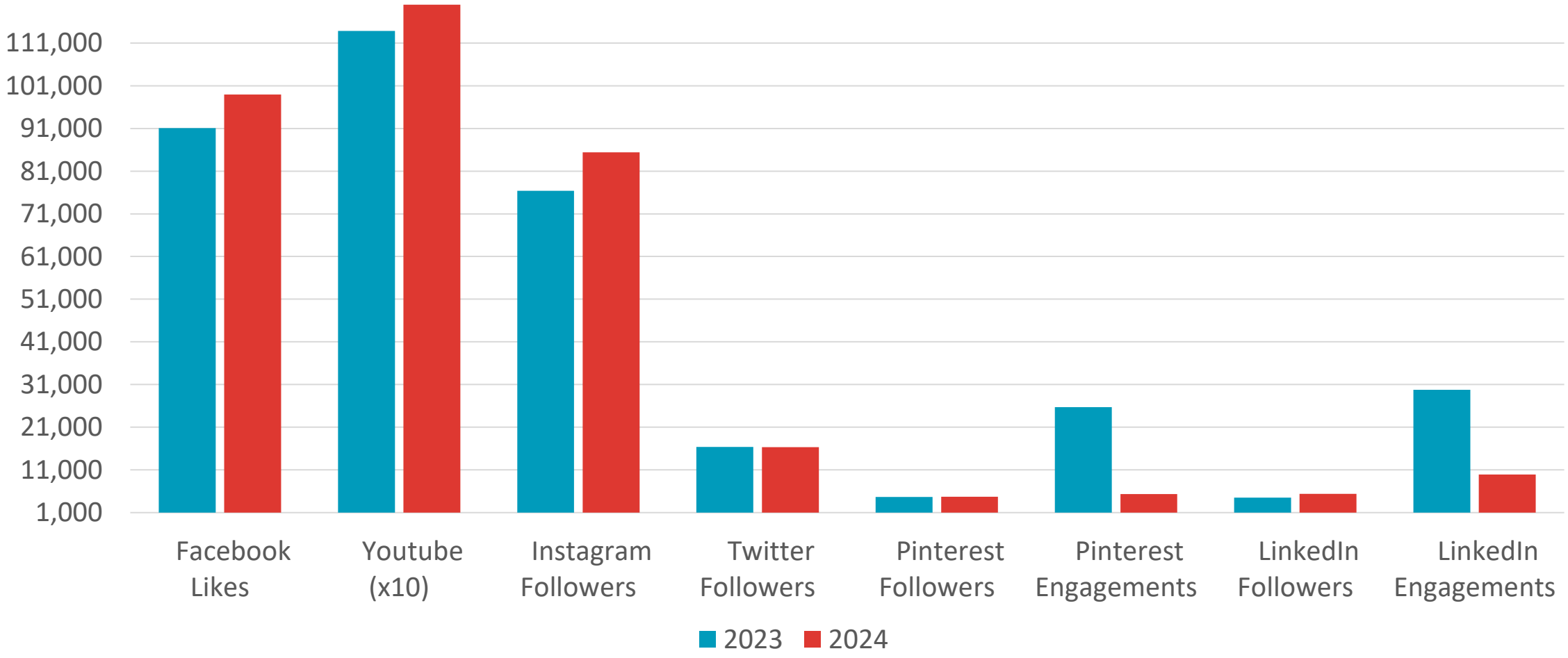


Our website has shown significant growth year-over-year, aligning 2024 with our pre-COVID benchmark year of 2019. Key performance indicators include: **Sessions:** Increased by 40%, **Organic Visits:** Increased by 25%, **Users:** Increased by 33% and **Pageviews:** Increased by 26%. While partner referrals have been slower to recover, we are observing steady growth. Our ongoing efforts to direct users to our partners' websites continue to yield positive results.***Engaged Sessions:** Engaged Sessions are triggered for each new pageview, website interactions, engagement time, and scroll events. ****Engagement Rate:** Engagement Rate is the number of Engaged Sessions divided by the Total User Sessions.

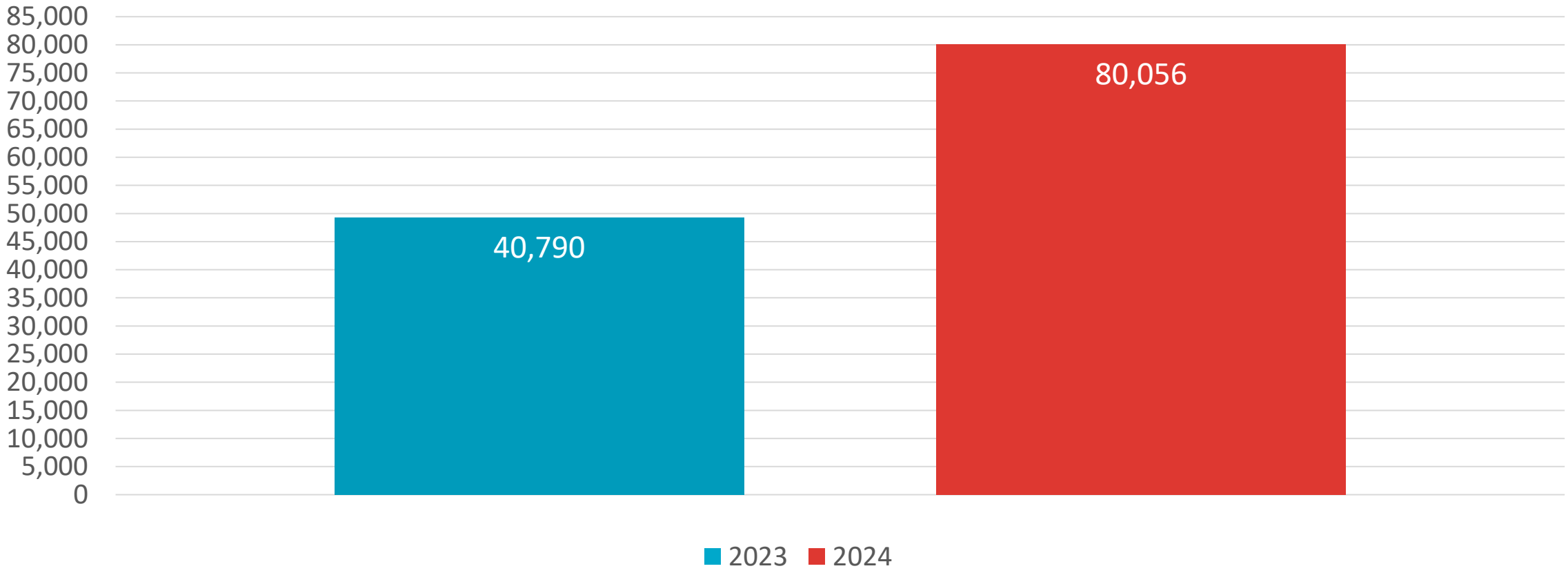
Top Referring Sites to VisitCOS.com

- Facebook.com (28,487)
- Colorado.com (9,510)
- ColoradoSprings.gov (1,932)
- Instagram.com (1416)
- KOAA.com (1,006)
- KKTV.com (952)
- MountainDaleCampground.com (936)
- EarthTrekkers.com (906)
- Pinterest.com (771)
- KRDO.com (740)

Social Media Activity

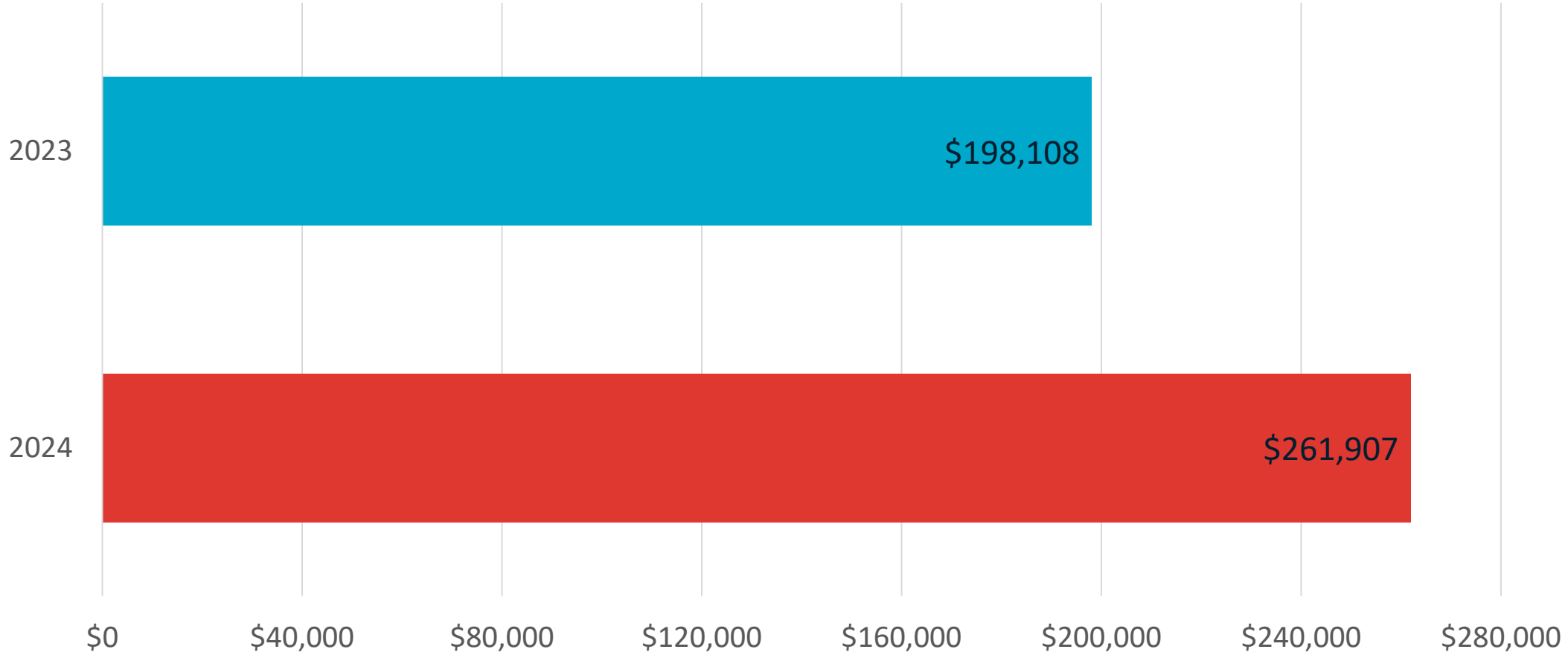


Social Media Traffic to Website



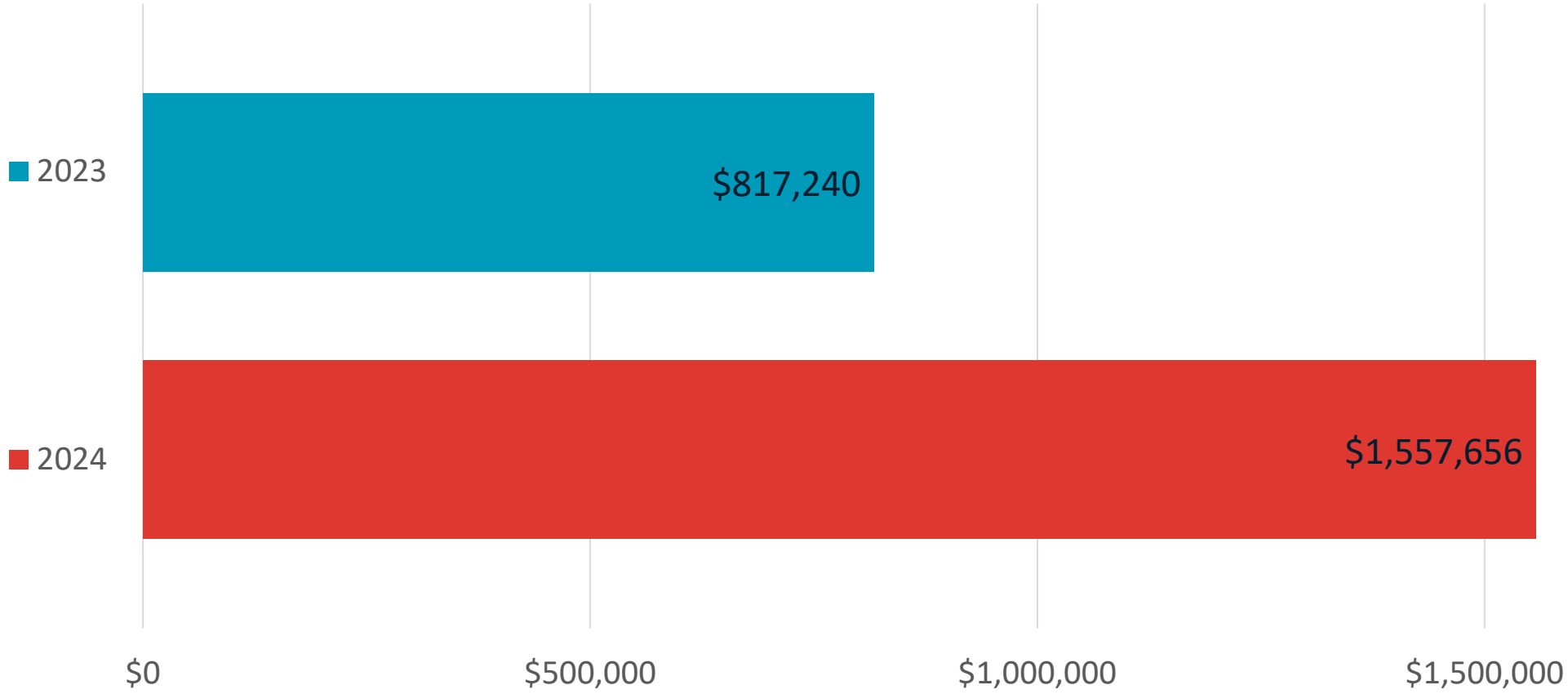
Social Media Advertising

2024 Budget = $455,812

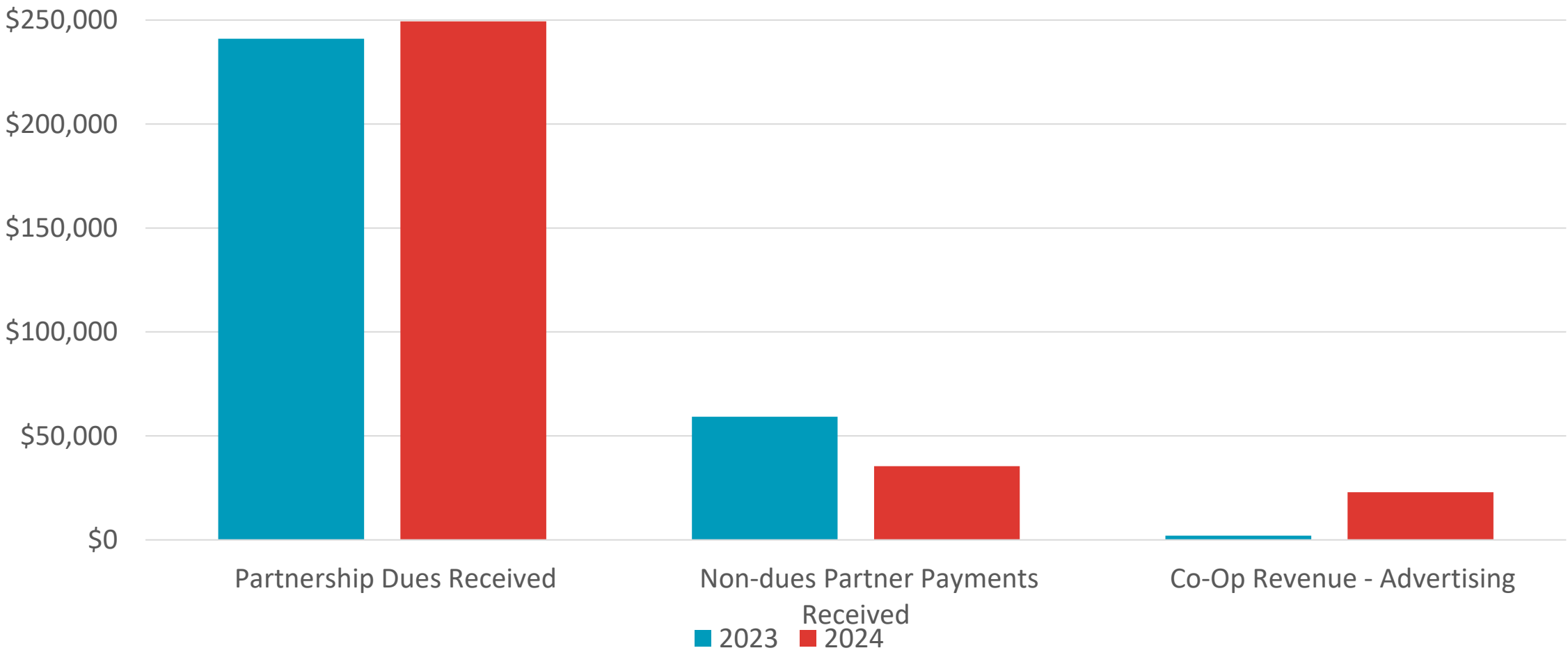


Total Advertising

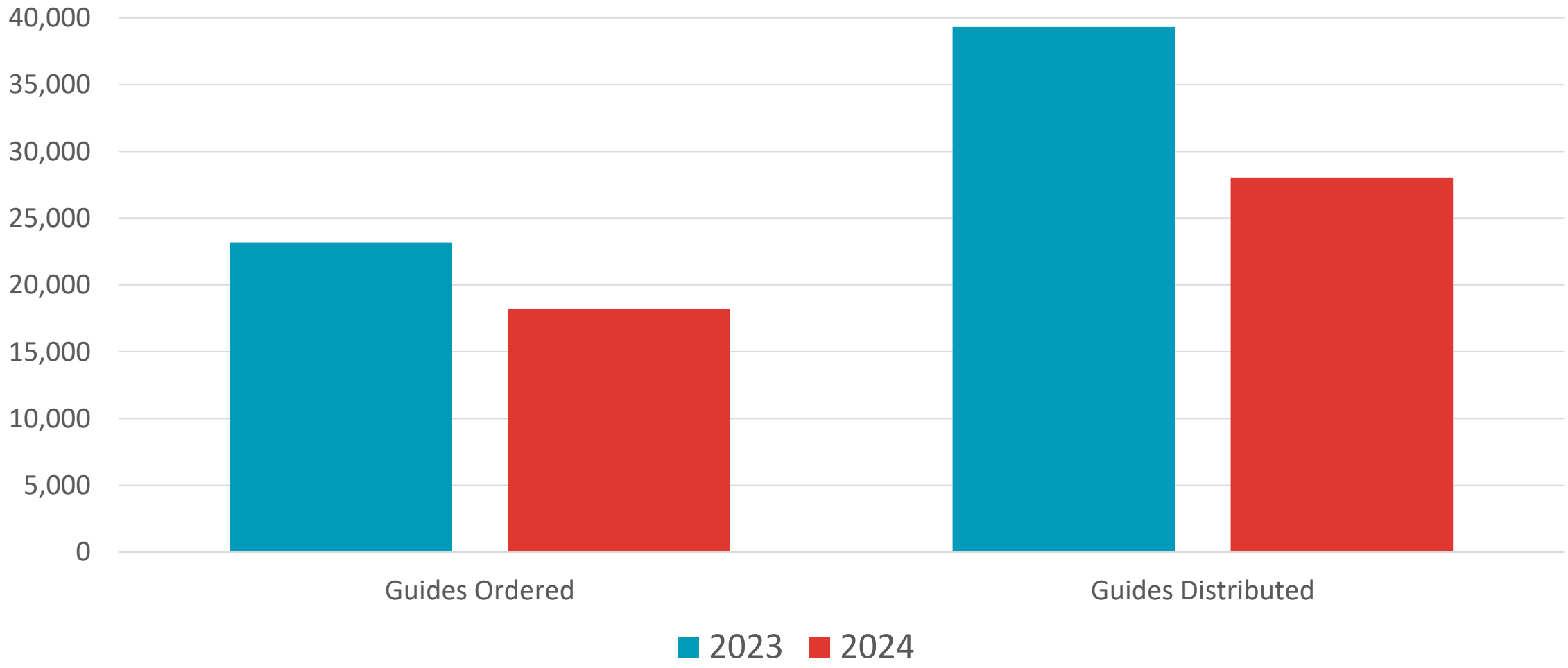
2024 Budget = $2,238,173.00



Partnership Revenues

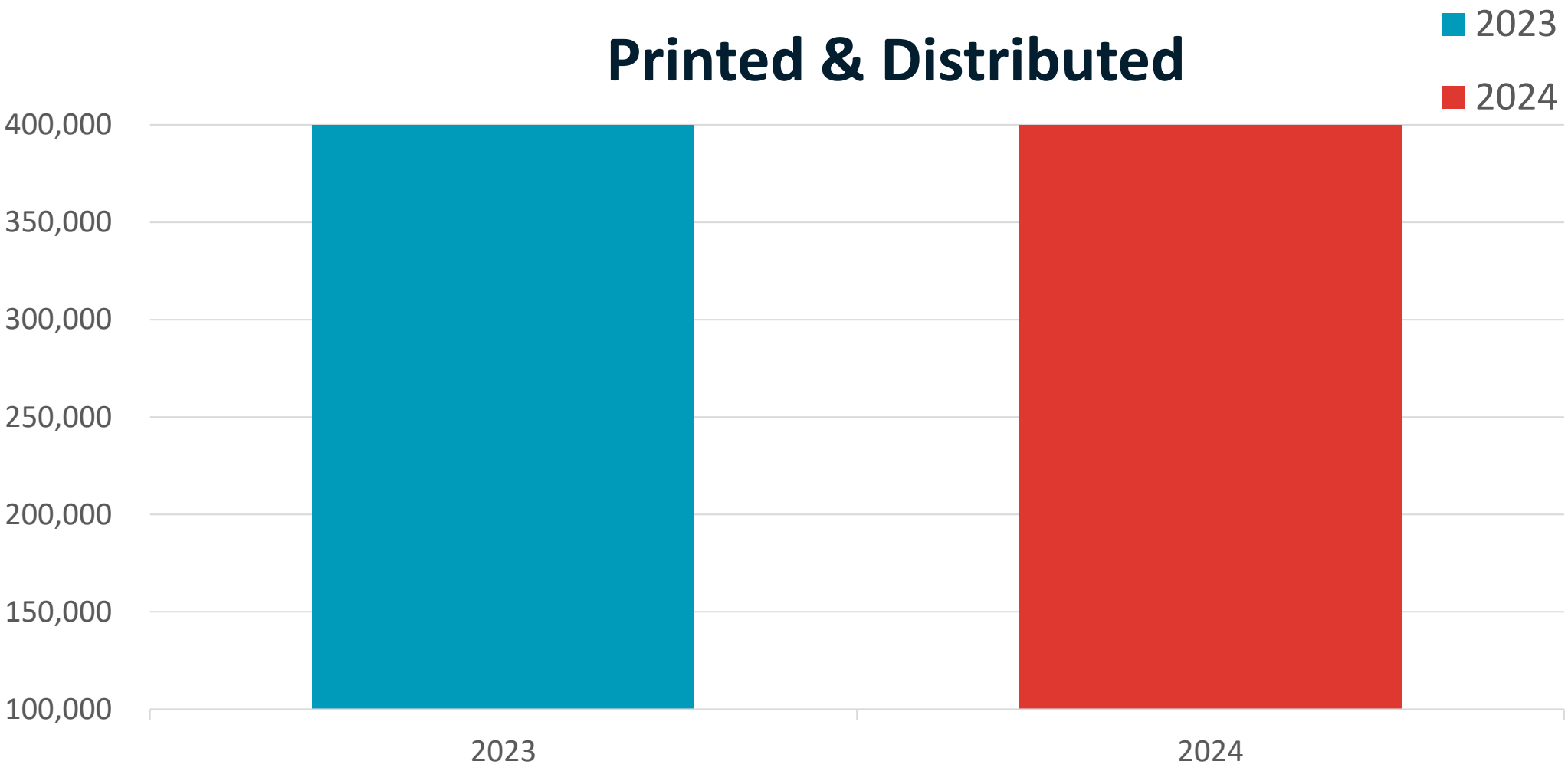


In-House OVP Fulfillment

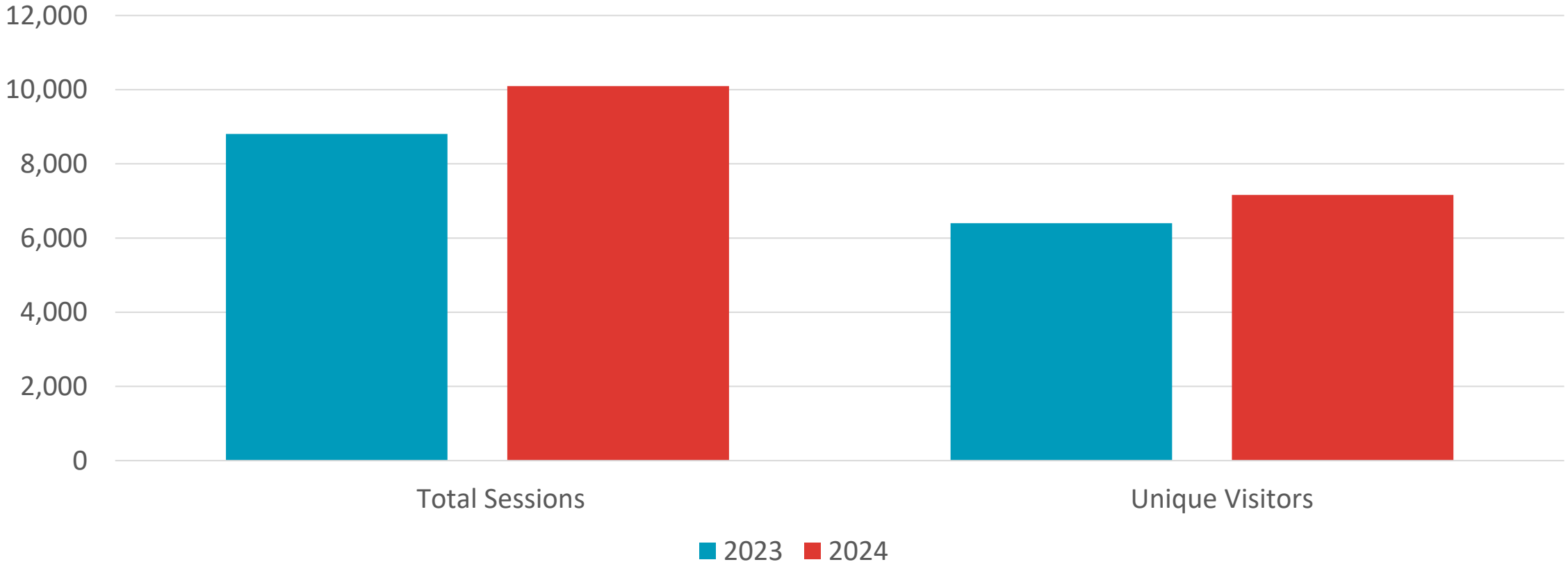


Official Vacation Planner

Printed & Distributed



Online Official Vacation Planner Sessions



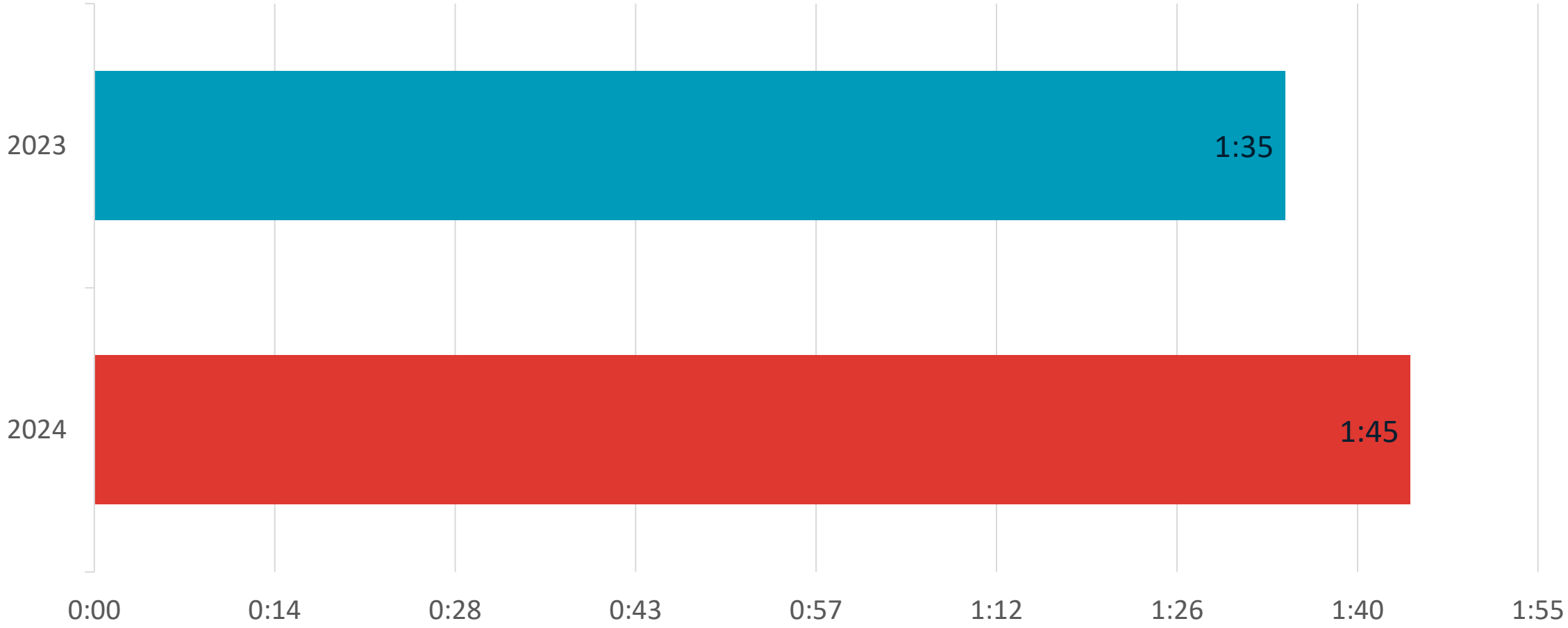
Visits to the online OVP have also seen nice growth year-to-date, with sessions up 15% and users up 12%

Top Referring Sites to Online Vacation Planner

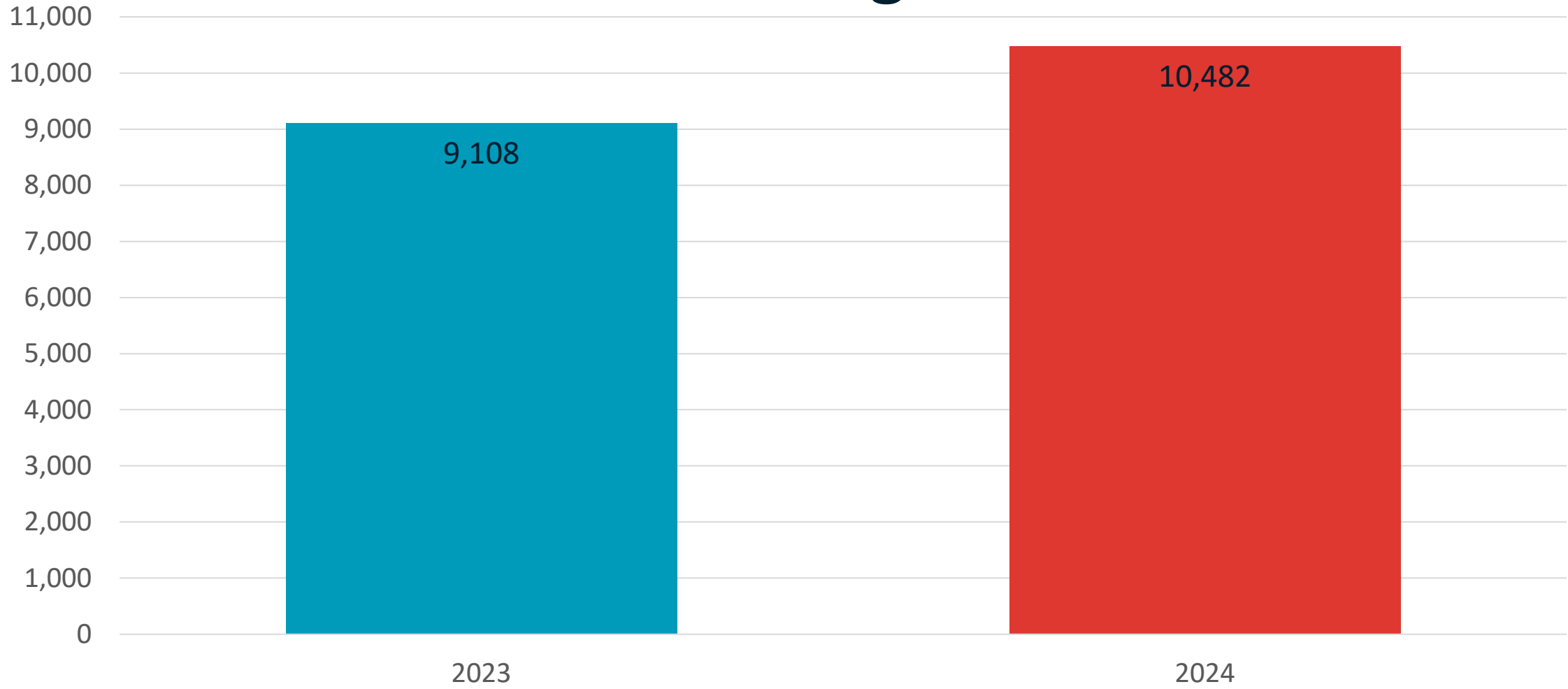
- Visitcos.com (3,567)
- Pikes-Peak.com (1,151)
- GardenoftheGodsResort.com (214)
- Google (28)
- Facebook (9)

Time on Site – Online OVP

(Minutes:Seconds)

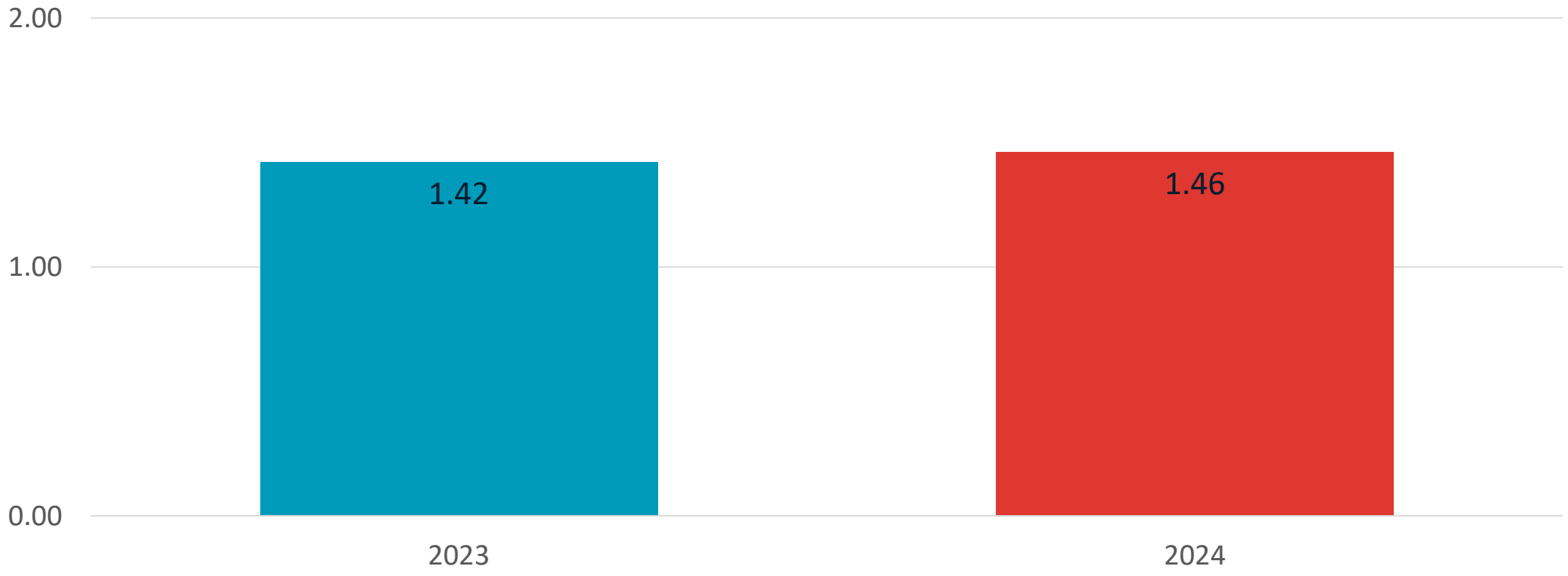


Online OVP Page Views



Sessions and page views were down in the first half of 2023 as a direct result of the poor performance of the new VisitCOS.com website, which is the top referral page to the Official Vacation Planner.

OVP Events Per User



Questions?

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