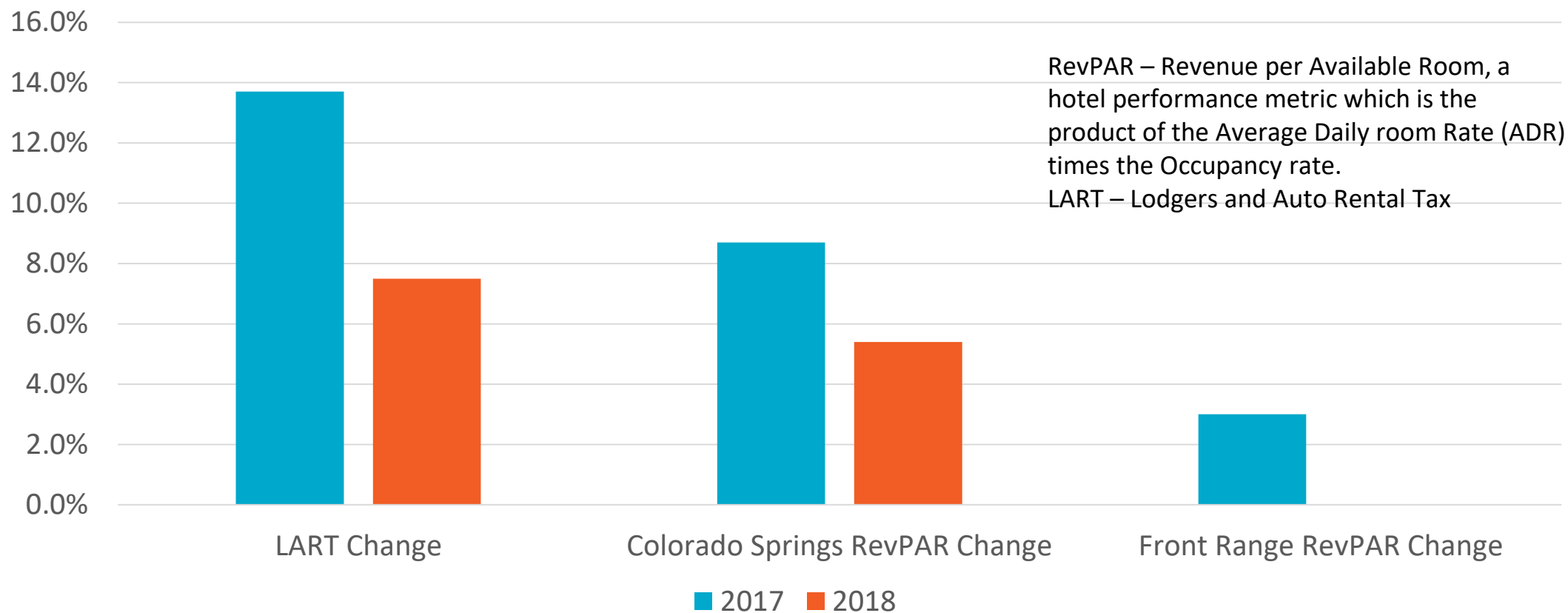




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**COLORADO
SPRINGS**

4th Quarter, 2018, KPI Report

LART and RevPAR



MEETING PLANNER RESOURCES

The conference services provided by the Visit Colorado Springs CVB are complimentary to you.

Let our award-winning staff help you plan your best-attended meeting, conference or event yet! We use our extensive knowledge of the Colorado Springs region to tailor our complimentary meeting planning services specifically to your needs. Whether planning an event for 500 or a board retreat for 10, we are ready to find the perfect venue that will rise above your expectations. We would love the opportunity to welcome your group to our beautiful region. The Visit Colorado Springs Convention and Visitors Bureau staff is ready to help kick off your search.

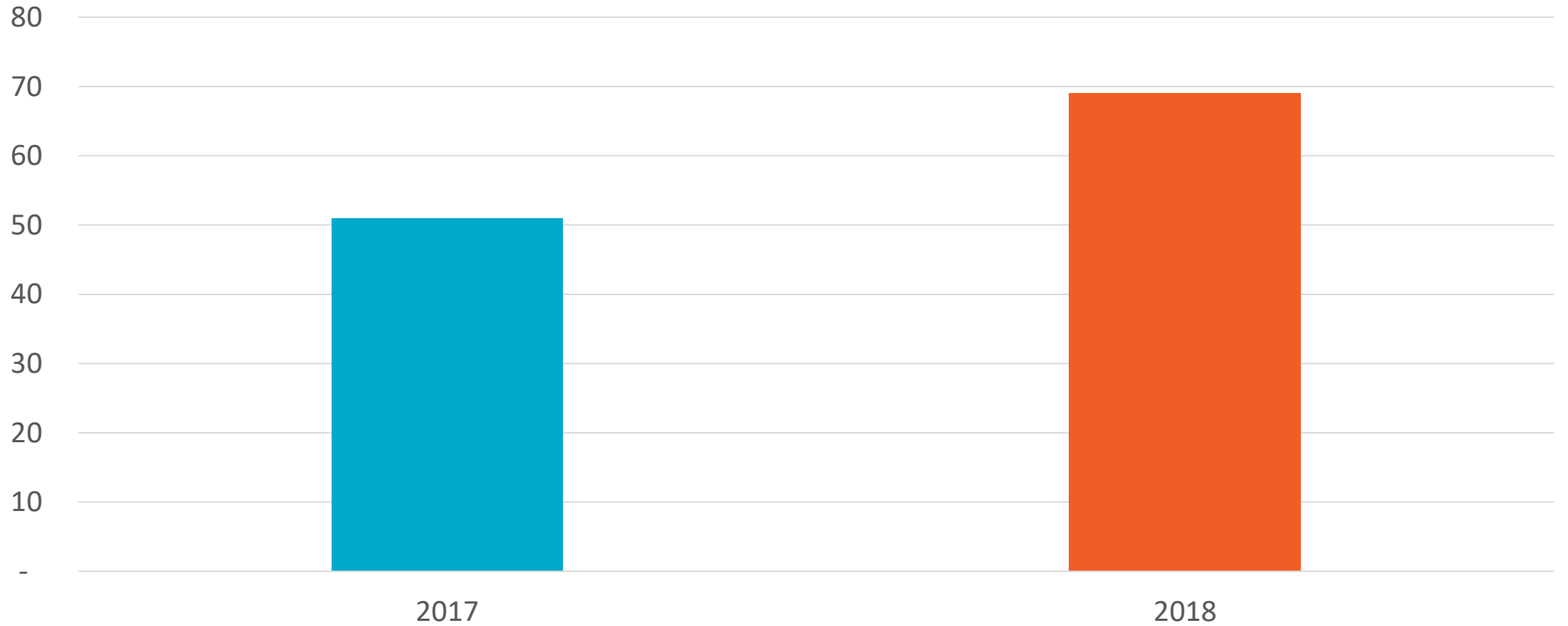
Trade Shows



Tradeshows Attended Q4/18

- Travel Events and Management in Sports/TEAMS
- IMEX America (International & Domestic Mtg Planners)
- Conference Direct Forum (3rd Party Meeting Planner Conf)
- World Travel Market (London, with Colorado Tourism)
- Destination Colorado Front Range Trade Show
- Connect DC (Meeting Planners)

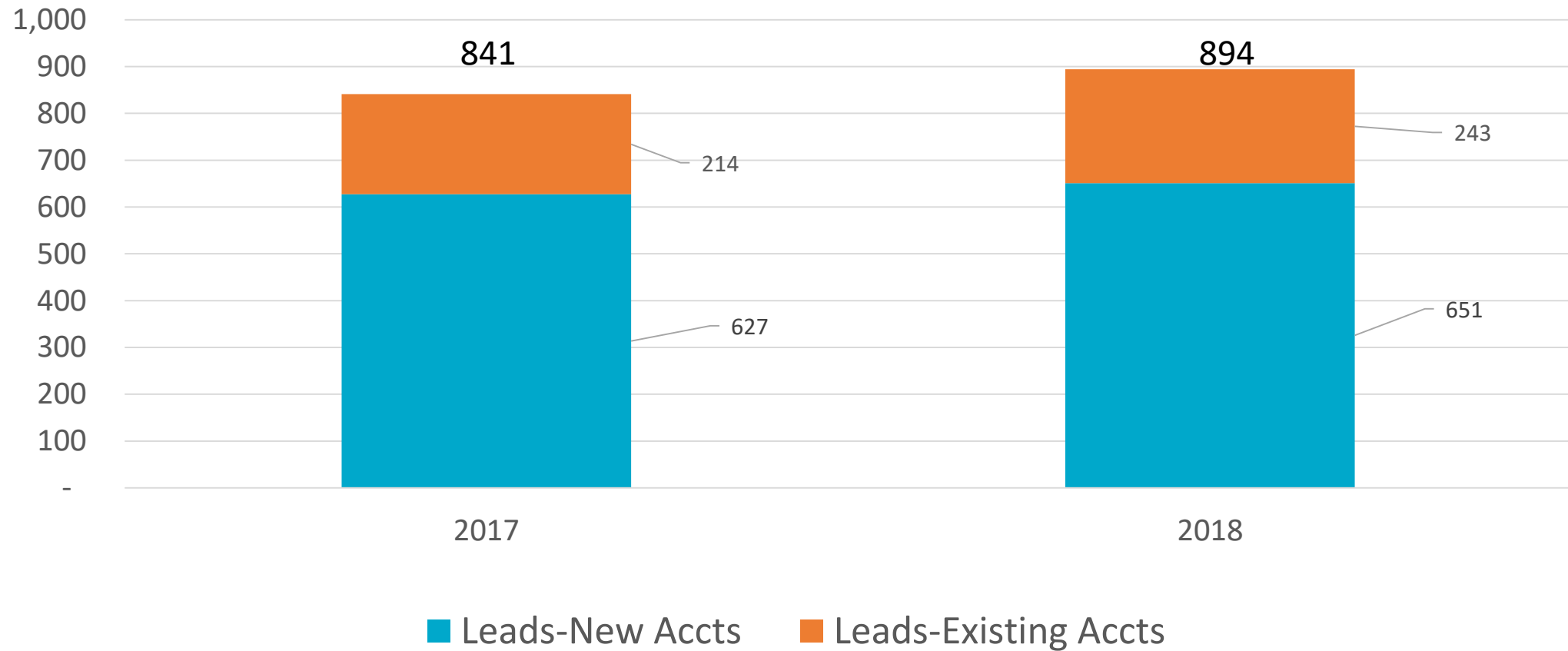
Planner Destination Site Visits



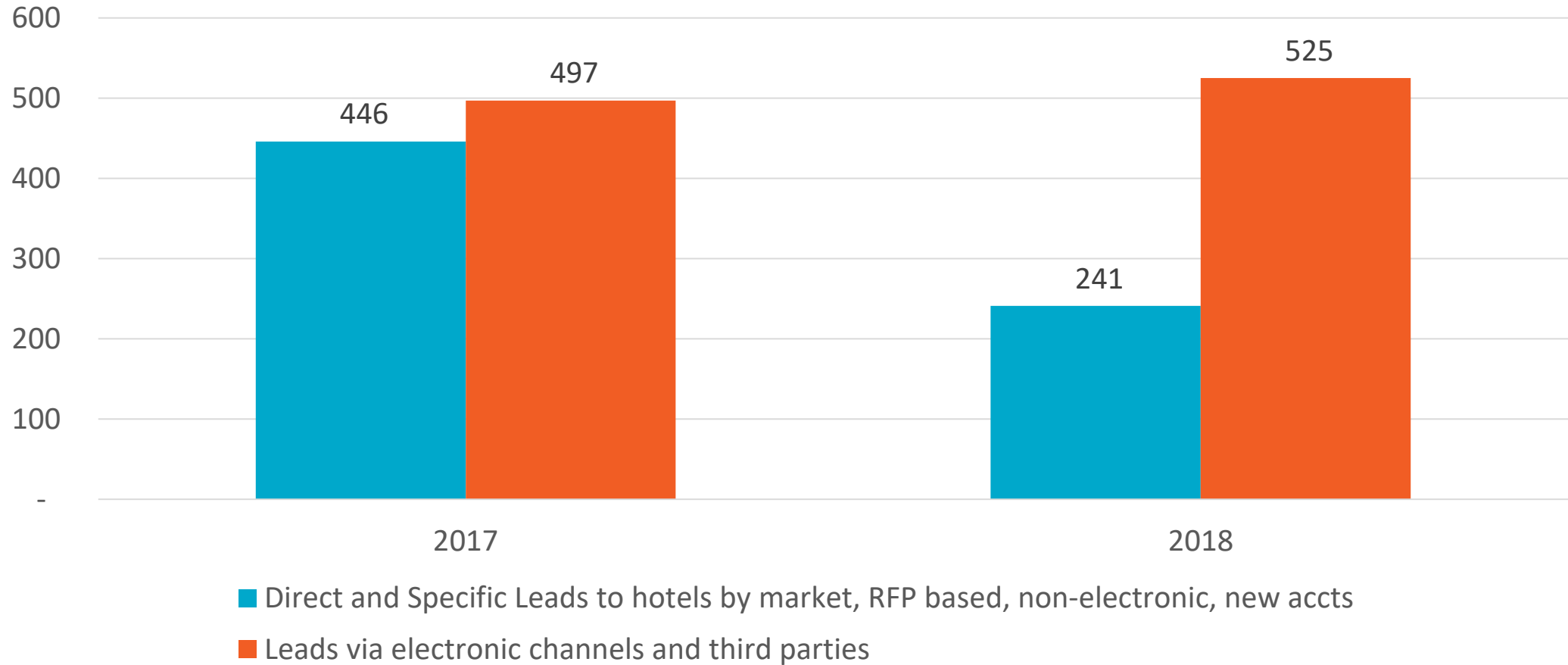
Example Destination Site Visits 2018

- CO Assn of Conservation Districts (2019 Annual Meeting)
- Ironman (2020 Ironman Competition)
- Women in CyberSecurity (2020 Women in Conservation Leadership Summit)
- Gases & Welding Distributors Assn (2021 Convention)
- Military Reunion Network (2020 Familiarization Tour)
- China Trade Familiarization Tour (Colorado Tourism Office)
- Dish Network (2018 Leadership Forum)

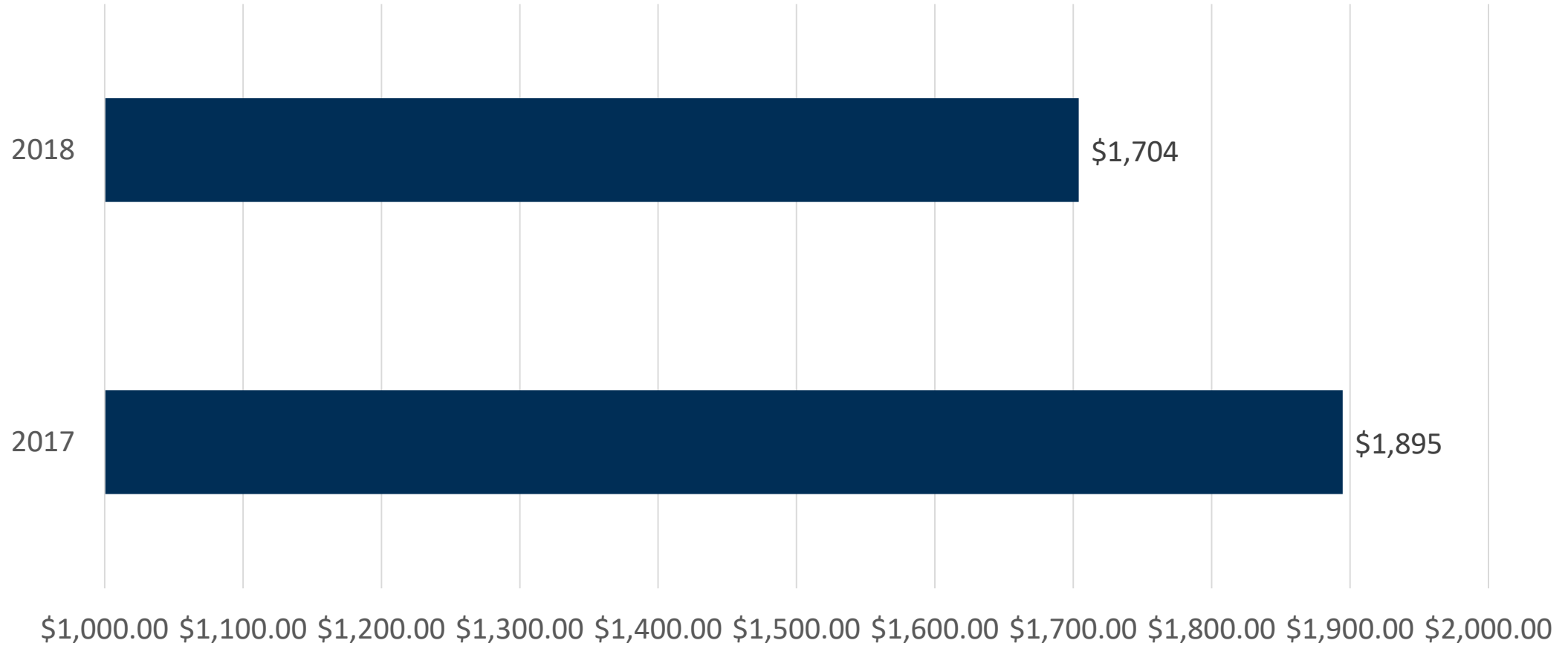
Group Leads



Leads – Electronic & Third Party



Cost per Lead for Group Business



BOOKINGS (DEFINITES)

VCOS Reports If:

- A lead is sent out on behalf of the client and the group has a signed contract with a partner hotel.
- Hotel has received the signed contract from the client.
- VCOS Staff confirm with the hotel meeting dates, room block and number of attendees.

BOOKINGS (ASSISTS)

Bureau Assist:

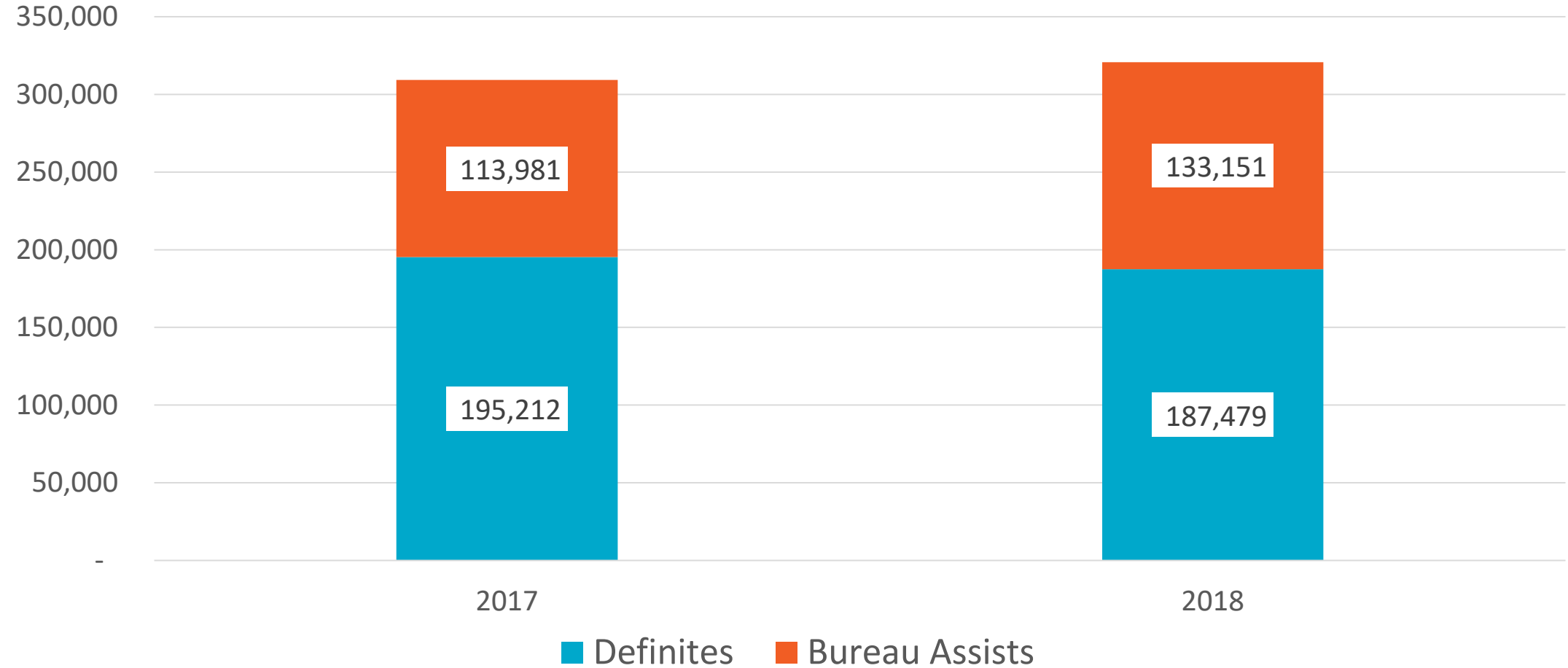
- A sales manager has been engaged in and contributed to the selling process that led to the booking of rooms for a group (i.e., trade show, phone discussion, printed materials provided, destination photos provided, sponsorships, destination information from our website, etc.). Must be documented and approved by VP of Sales.

“SIGNATURE” EVENTS

These events were reported in 2017 and prior;
excluded 2018 and beyond:

• Space Symposium	3,496 room nights
• Pikes Peak Hill Climb	21,058
• Pikes Peak or Bust Rodeo	3,475
• Pikes Peak Ascent/Marathon	3,045
• <u>2 Confidential Industry Events</u>	<u>5,009</u>
• TOTAL	36,083 room nights

Estimated room nights booked for group travel

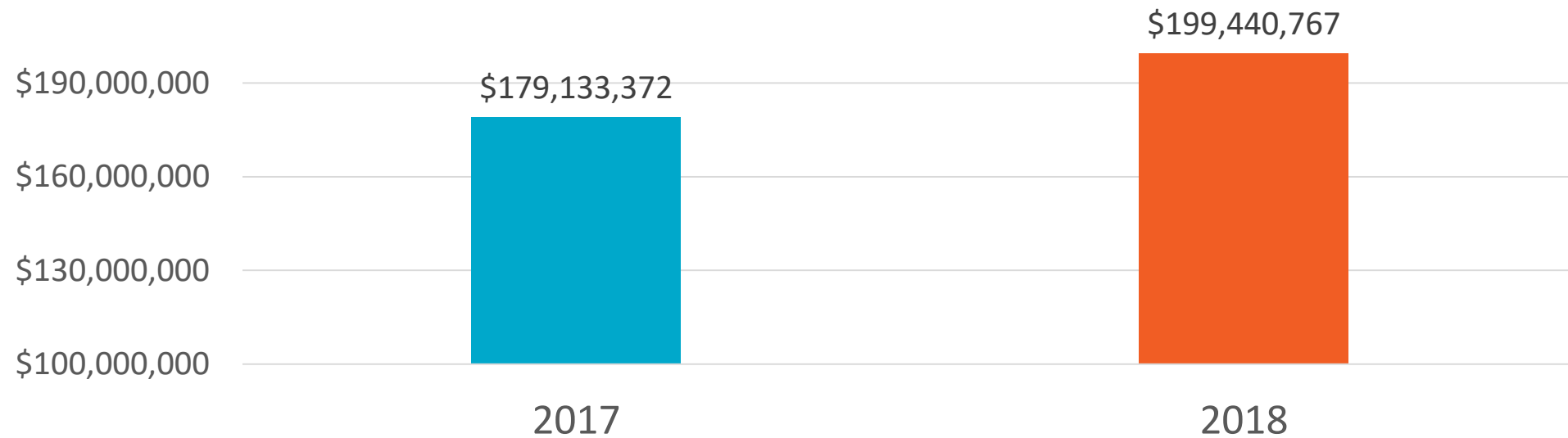


Economic Impact Calculator

Developed by Destinations International with Tourism Economics:

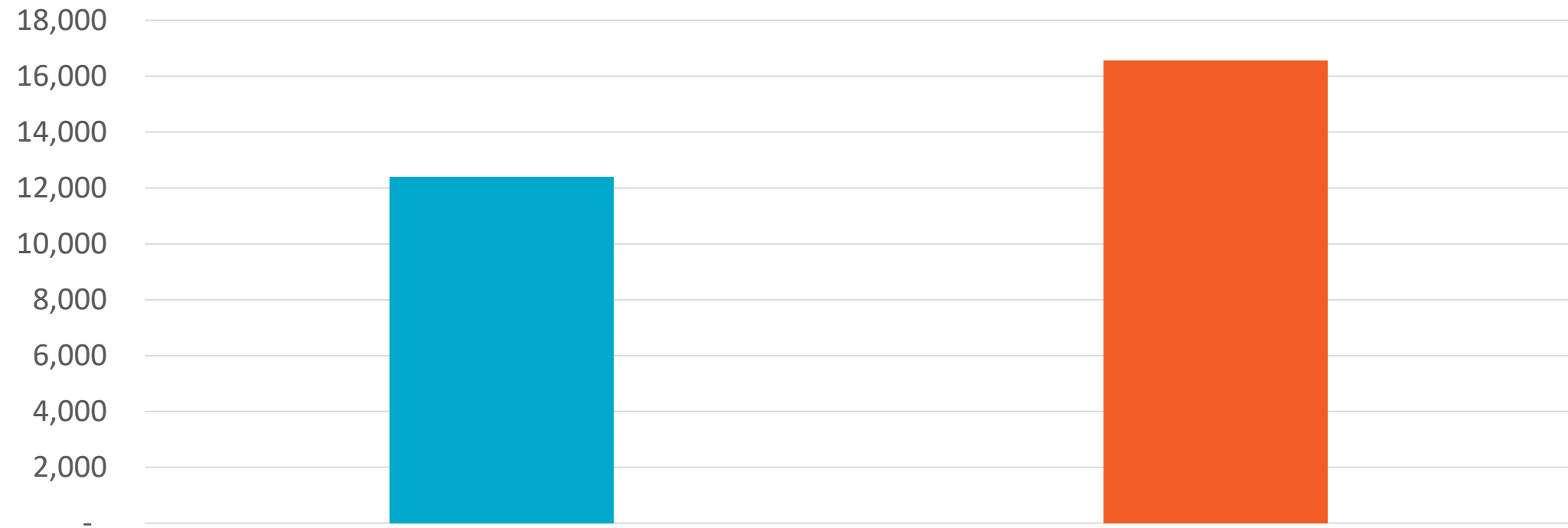
- Industry standard
- Consistent methodology
- Localized Data – tax rates, per diem costs, impact multipliers, delegate spending
- Default data based on industry standards
- Specific data can be input when varies from default
- Calculates value of groups, events, etc to community

Community economic impact – booked groups

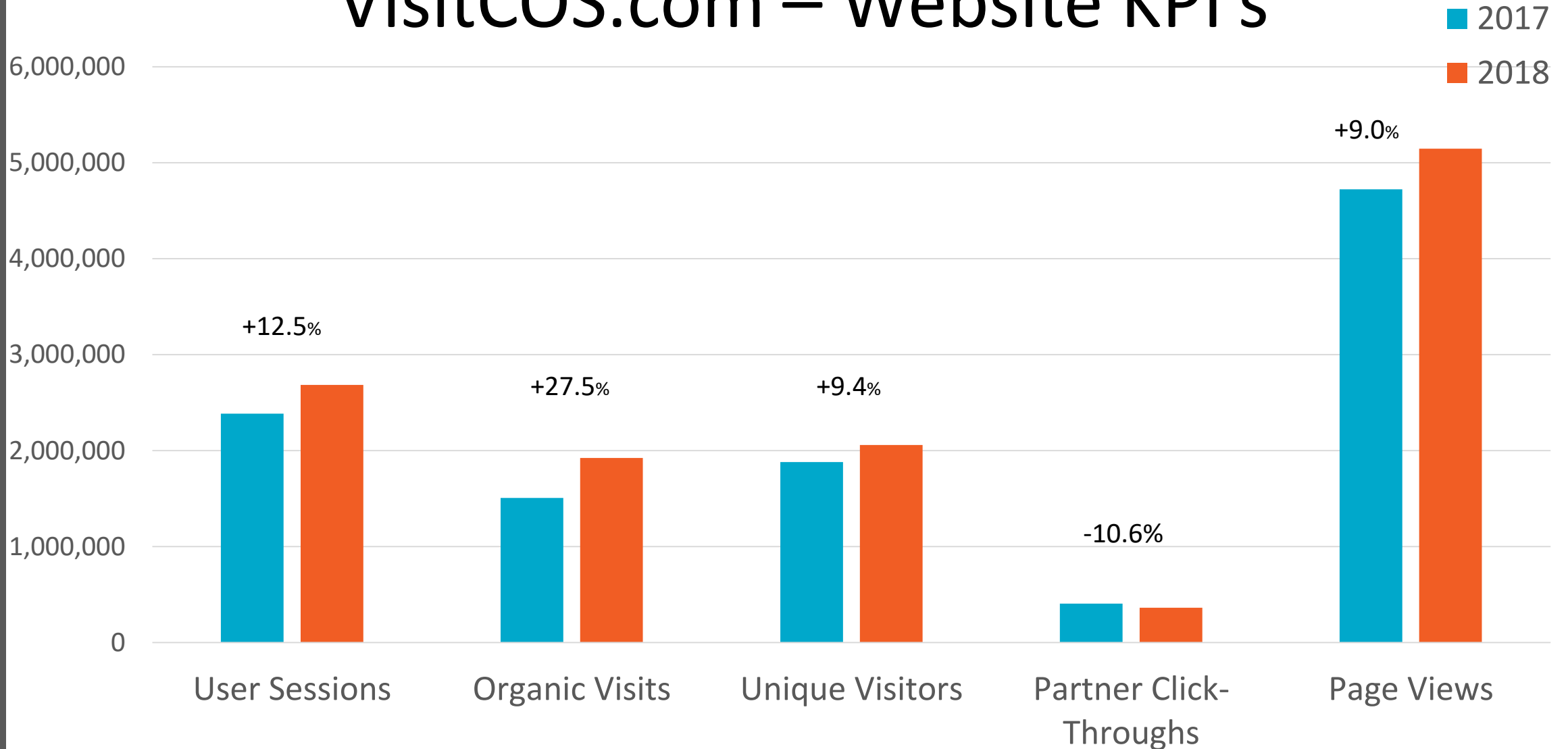


Group Servicing Activities

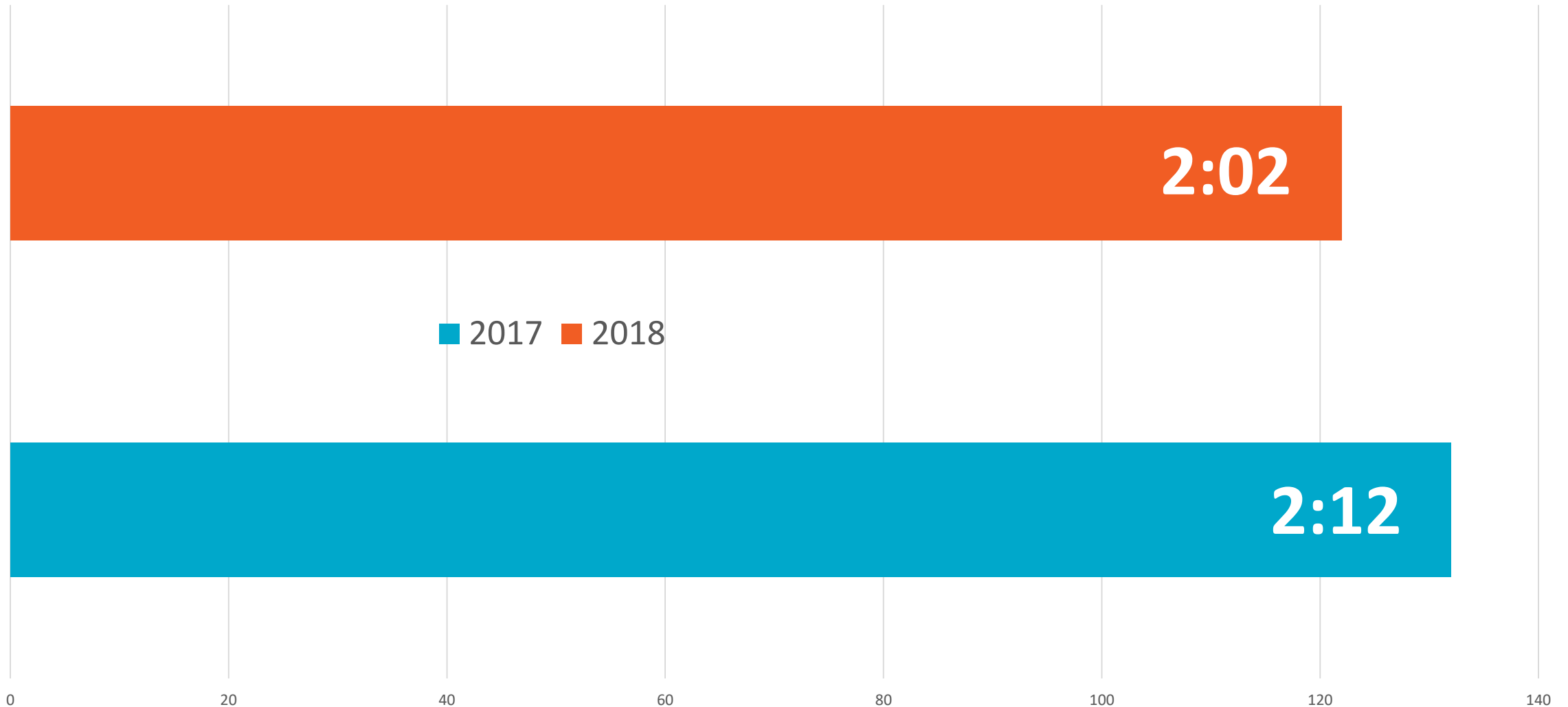
■ 2017 ■ 2018



VisitCOS.com – Website KPI's



Time on Site VisitCOS.com



Top Referring Sites

facebook.com (#2 on Q3/18 report)

CTO Email (unrated)

pinterest.com (4)

colorado.com (3)

coloradosprings.gov (7)

Carson.army.mil (8)

gazette.com (6)

gardenofgods.com (10)

Ppir.com (unrated)

Instagram (9)

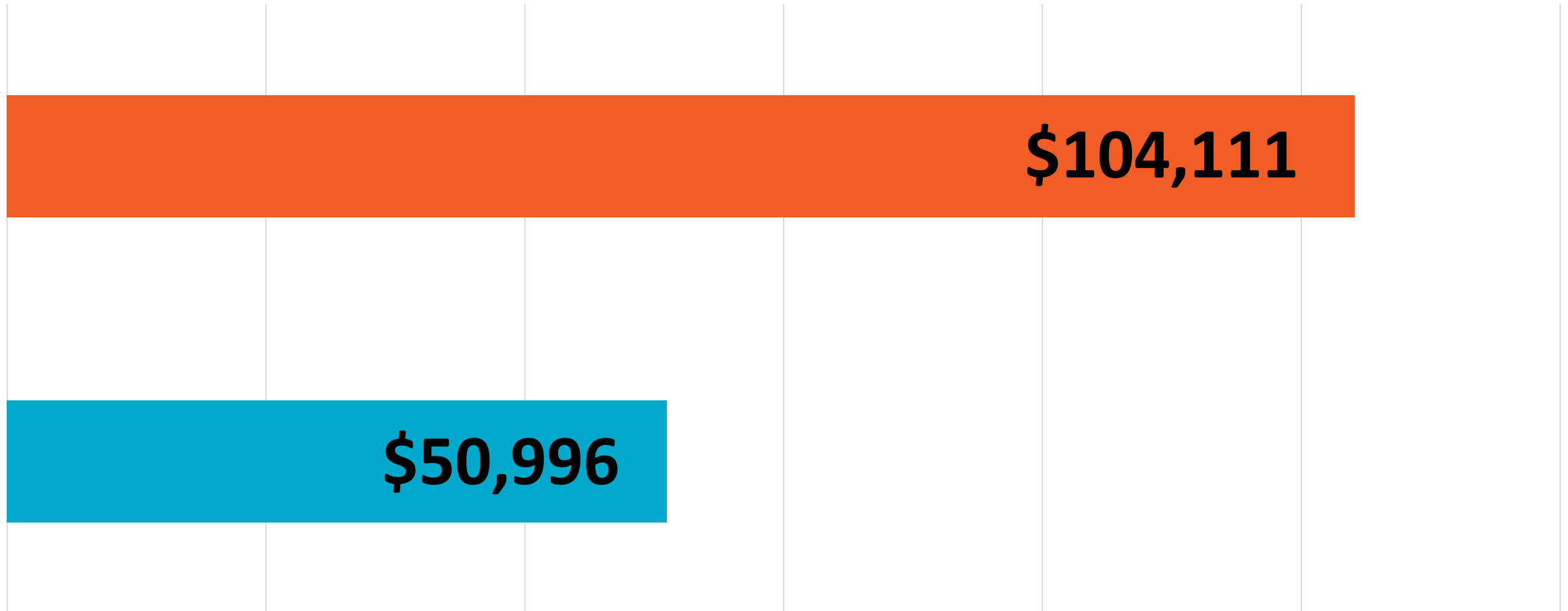
Advertising on VisitCOS.com

(# of ad units on the site)

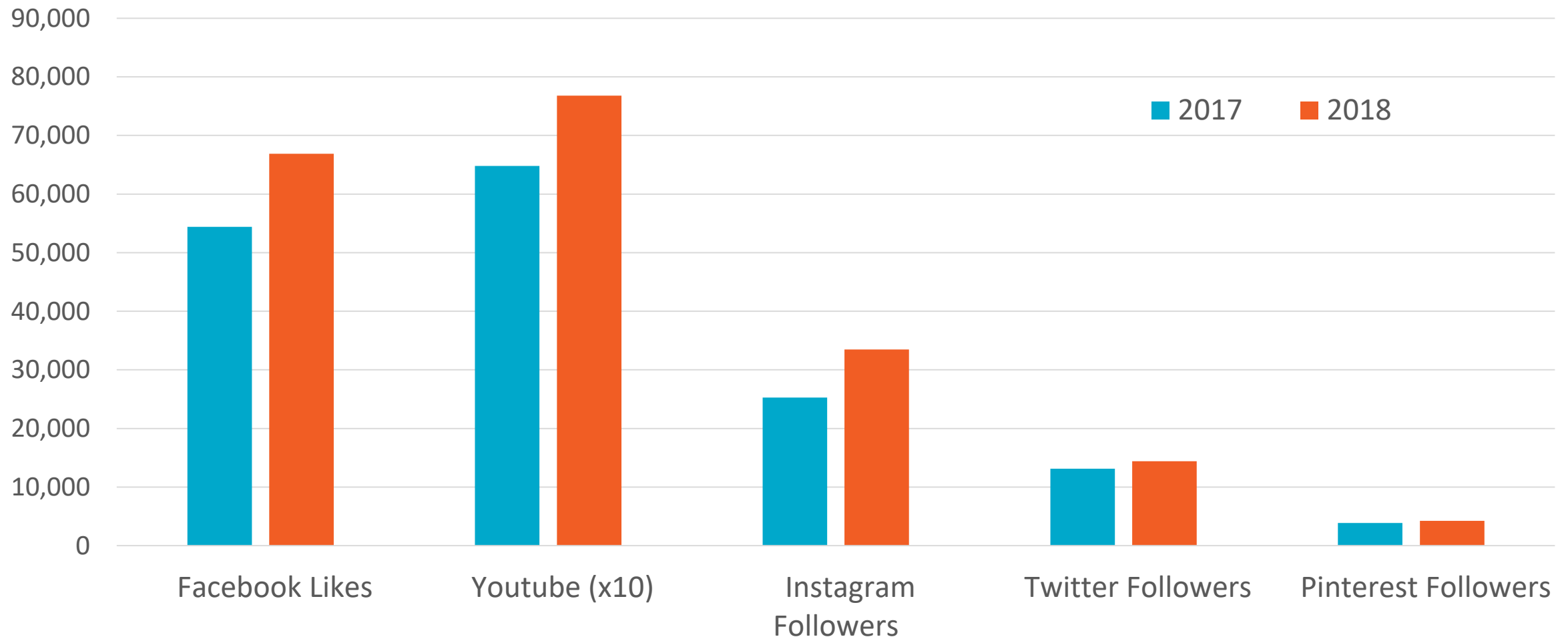
	Q1	Q2	Q3	Q4
Native Banners	33	34	36	36
Enhanced Pages	229	225	222	210
Consumer Leads	54	54	54	50
Coupons	12	12	13	13
Mobile App Features	3	3	3	3

Social Media Spend

■ 2017 ■ 2018



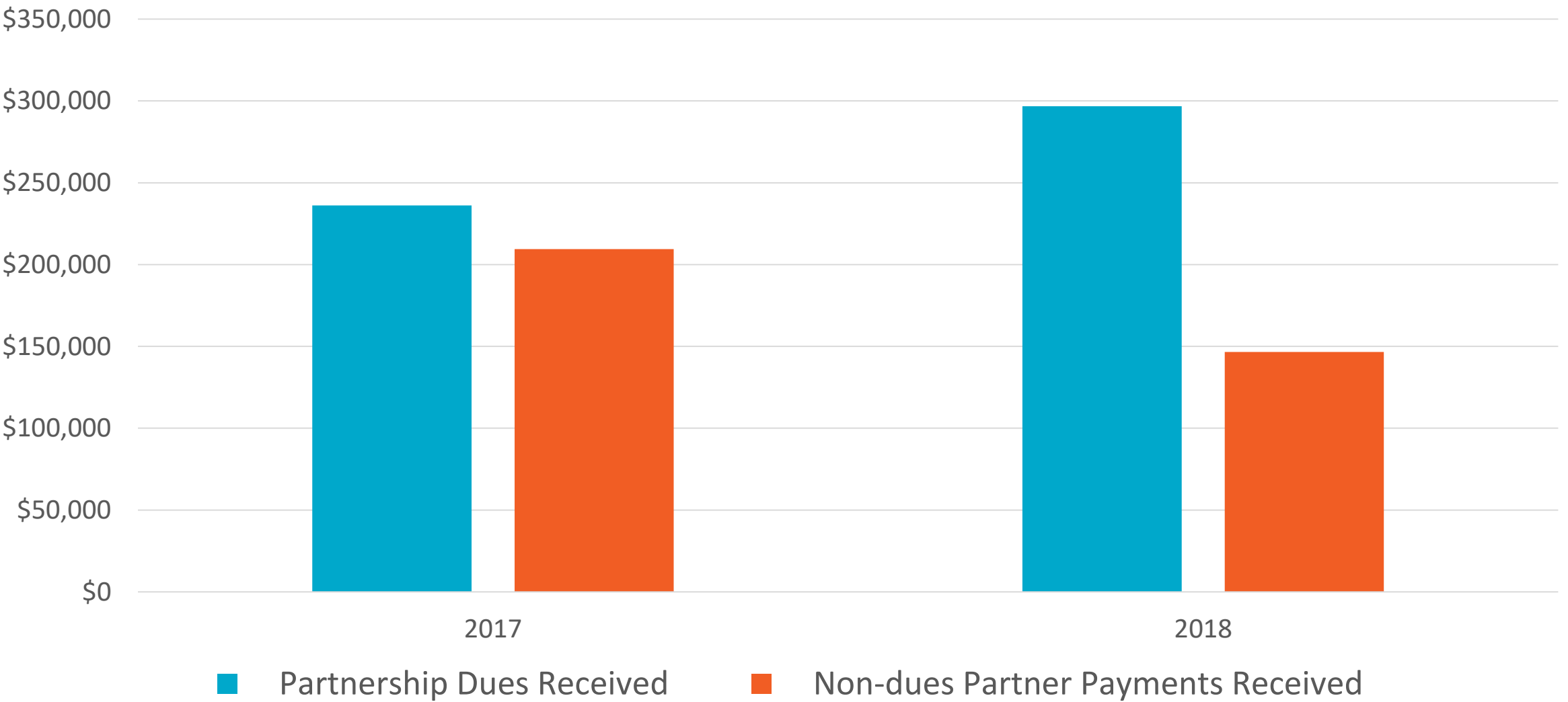
Social Media Activity



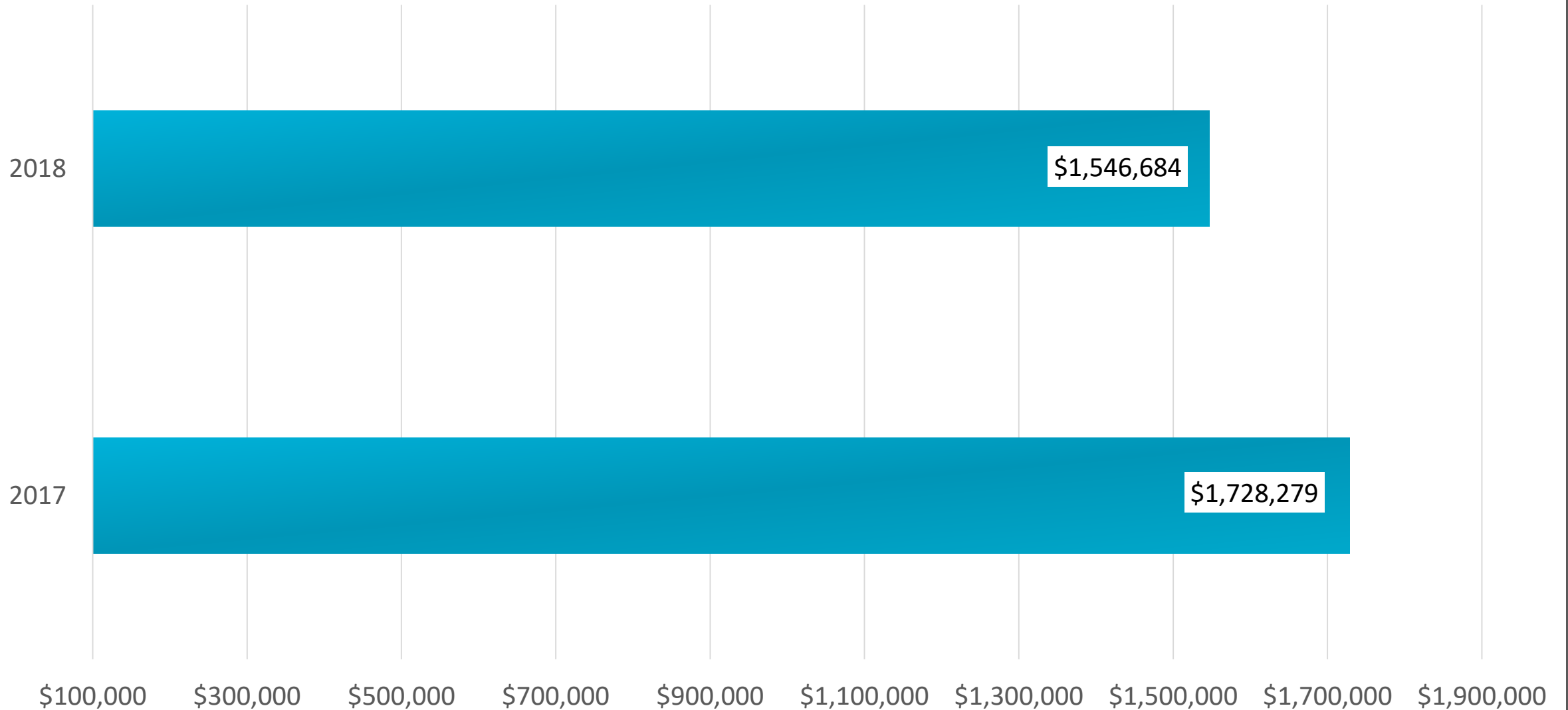
Social Media/PR Initiatives Generating Traffic to Partners

- 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
 - Pinterest pins leading to partner directory pages
 - Monthly blog highlighting partner events
 - Partner videos created/pushed (e.g. Illumination Festival; Coquette's Bistro)

Partnership Revenues



Dollars spent advertising



Q4 Advertising Markets (unchanged from Q3)

Leisure Travel

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

Group Travel

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

Origin of Printed Guide Requests

- VisitCOS.com (28,668)
- Colorado.com (10,764)
- AARP Reader Response (4,078)
- Pikes Peak Country Attractions (3,334)
- Colorado State Guide (2,736)
- Texas Monthly Reader Svc (568)
- Go-Colorado.com (555)
- Colorado Vacation Planner (Activity Ctr, 397)

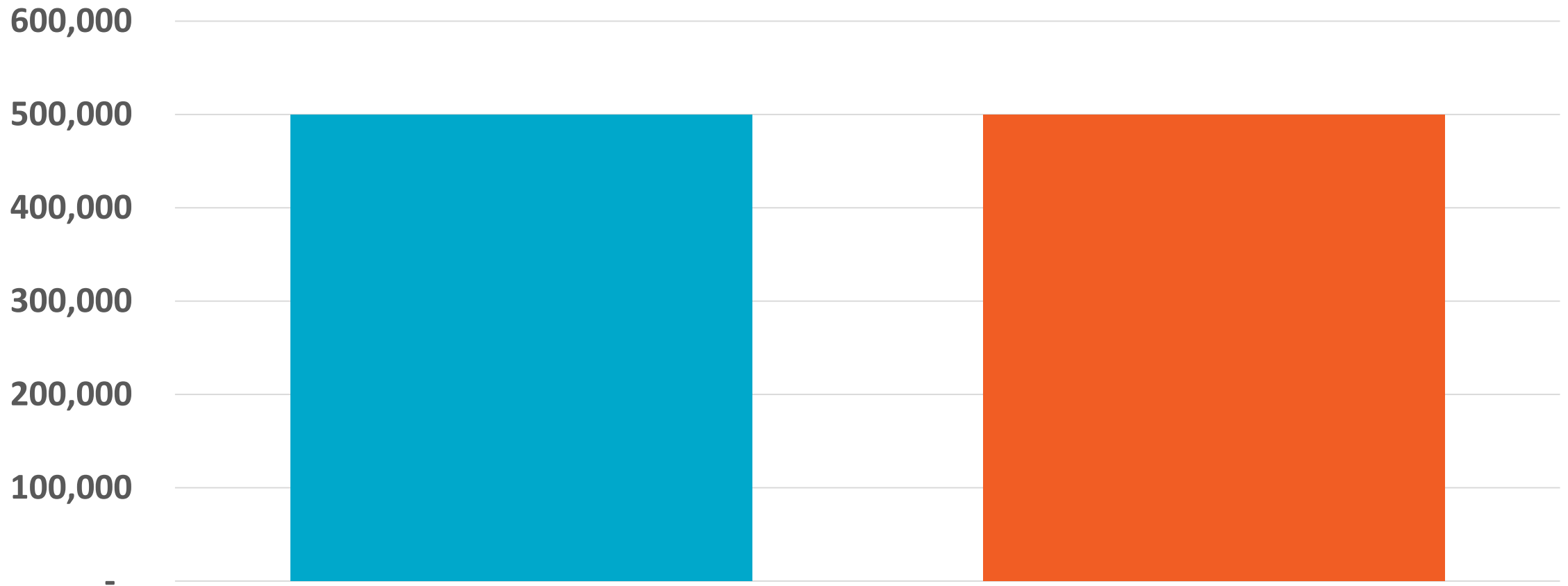
OVG Fulfillment by Visitor Svcs



Official Visitor Guides

Printed & Distributed

■ 2017 ■ 2018

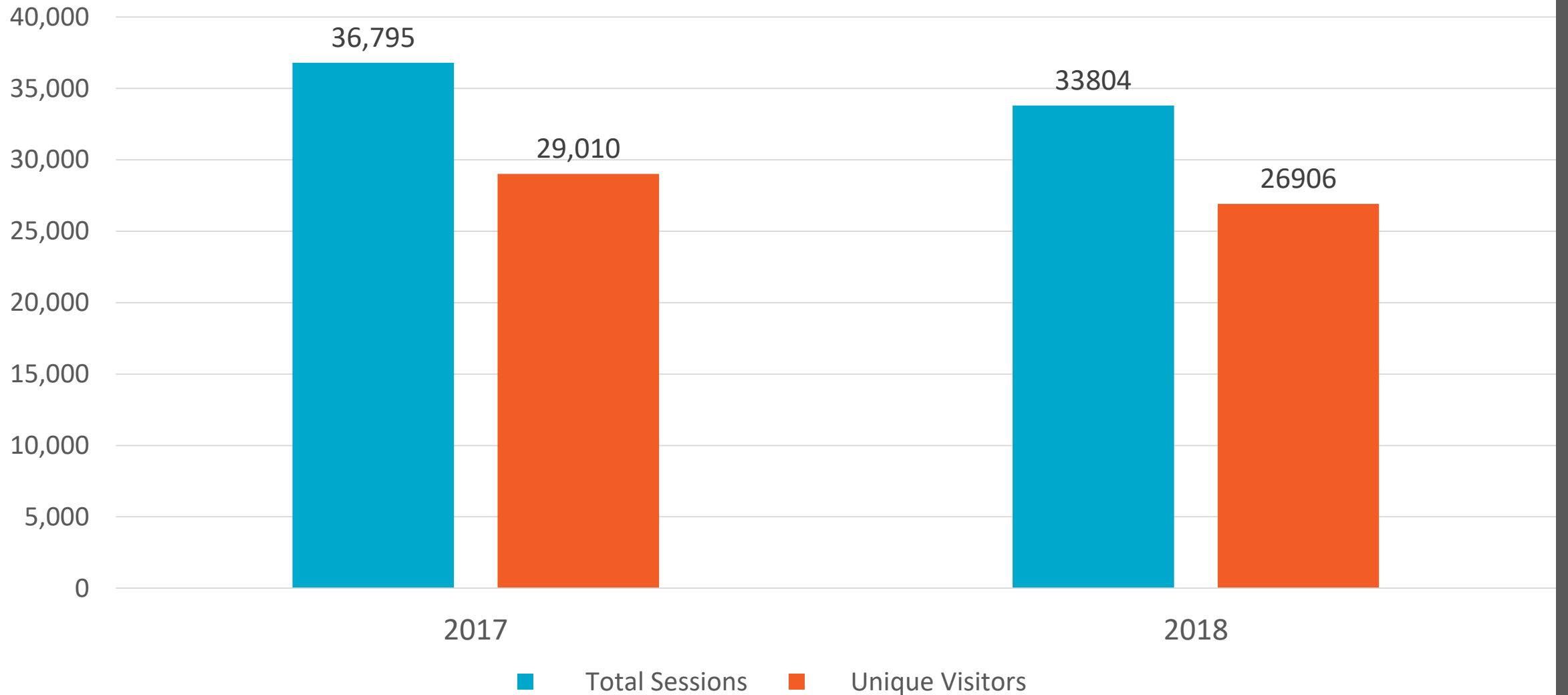


Visitor Information Center

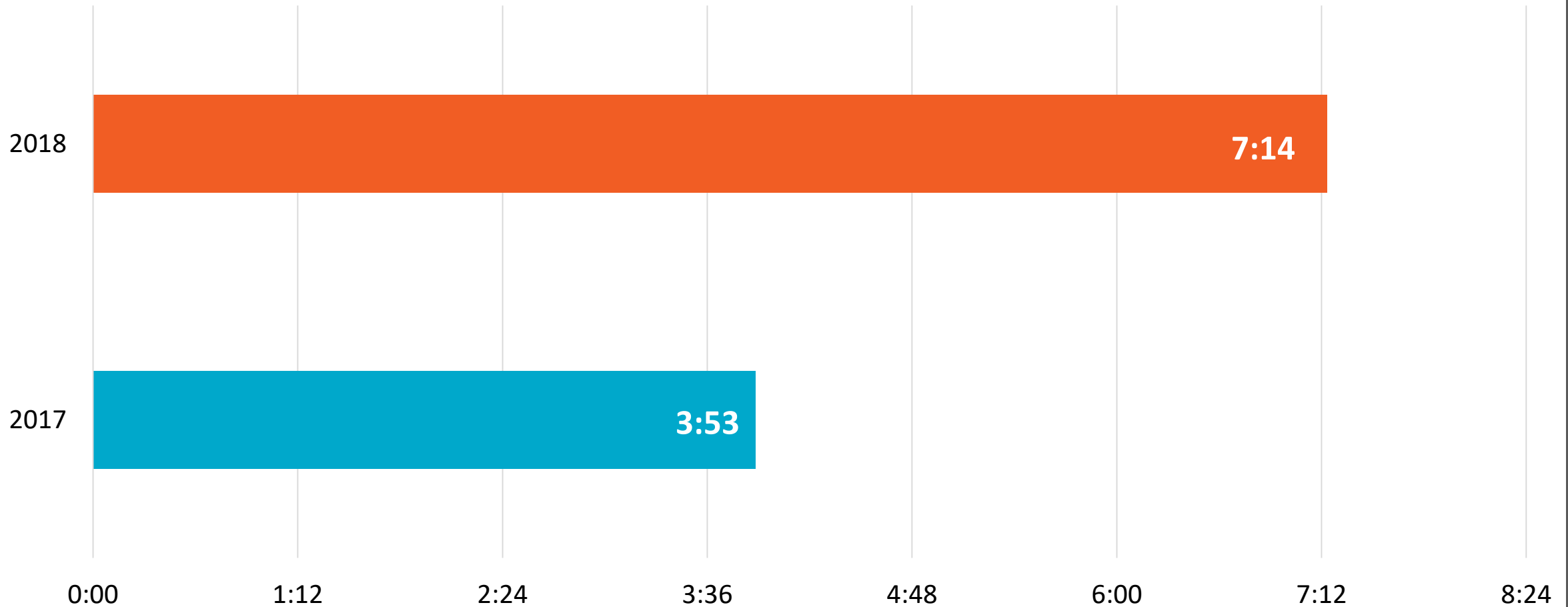
Top States and Countries in 2018

- Colorado
- Texas
- Missouri
- California
- Florida
- Illinois
- Kansas
- United States
- Canada
- Australia
- France
- Germany
- Netherlands
- United Kingdom

Online Official Visitor Guide



Time on Site - Online OVG



Top Referring Sites to Online Visitor Guide

- VisitCOS.com
- GardenOfTheGodsClub.com
- Facebook

PERFORMANCE INDICATORS				
(Update through Q4/2018)				
	<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>
Activity/Output:		<u>Q4/2018</u>		
Percentage Year over Year Change in Lodgers and Auto Rental Tax (11 mos)	13.7%	6.7%	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)	8.70%	5.4%	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)	3.00%	0.0%	3.00%	3.00%

PERFORMANCE INDICATORS - Group Sales	<u>2017</u>	<u>2018</u>	<u>2017</u>	<u>2018</u>
(Update through Q4/2018)	<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>
Activity/Output:		<u>Q4/2018</u>		
# of trade shows attended	40	40	40	42
Site Visits/Inspections Hosted, number	51	69	50	50
Site Visits who book, reported at end of year only	26	34	26	26
Direct and Specific Leads to hotels by market , new and RFP based, non-electronic	446	241	446	638
Direct and Specific Leads to hotels which have been verified by the hotel	n/a	2	new metric	
General, multi-property leads by market , excluding electronic and third party referrals	n/a	210	new metric	
Leads via electronic channels and third parties	497	525	497	565

PERFORMANCE INDICATORS - Group Sales	<u>2017</u>	<u>2018</u>	<u>2017</u>	<u>2018</u>
(Update through Q4/2018)	<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>
Activity/Output:		<u>Q4/2018</u>		
Group Leads from New Accounts	627	651	627	902
Group Leads from Existing Accounts	214	243	214	301
Total Group Leads (sum of above lead numbers)	841	894	841	1,203
Cost per Lead for Group Business	\$1,894.70	\$1,704.01	\$1,894.70	\$1,360.22
Estimated room nights booked for group travel, definites	195,212	187,479	195,212	189,000
Estimated room nights booked for group travel, bureau assists	113,981	133,151	113,981	111,000
Estimated community economic impact for all booked groups	\$179,133,372	\$209,072,478	\$179,133,372	\$174,294,000
Group Servicing Activities provided to visiting groups	12,405	16,556	12,405	12,000

PERFORMANCE INDICATORS - Website/Marketing	<u>2017</u>	<u>2018</u>	<u>2017</u>	<u>2018</u>
(Update through Q4/2018)	<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>
Activity/Output:		<u>Q4/2018</u>		
WEBSITE – attract visitors for overnight and day stays; easy-to-use tool for meeting				
Total Website Visits (see User Sessions below)				
Total Website User Sessions	2,385,802	2,684,889	2,385,802	2,550,000
Organic Visits	1,507,124	1,922,315	1,507,124	1,415,000
Unique Visitors	1,881,078	2,058,127	1,881,078	1,700,000
Length of Visit (Time on Site)	2:12	2:12	2:12	2:21
Page Views	4,485,350	5,145,507	4,485,350	4,780,000
Partner Click-Throughs	406,005	362,975	406,005	565,000
SOCIAL MEDIA – integrate with marketing campaigns				
Facebook Likes	54,393	66,888	54,393	57,500
Youtube Views	648,051	768,024	648,051	666,000
Instagram Followers	25,267	33,483	25,267	32,000
Twitter Followers	13,144	14,402	13,144	13,600
Pinterest Followers	3,875	4,238	3,875	4,000
Social Media Traffic to Website	52,060	114,892	52,060	54,000
Dollars spent on social media specific marketing	\$50,996	\$104,111	\$50,996	\$104,000

PERFORMANCE INDICATORS - Partnership, Ads, OVG	<u>2017</u>	<u>2018</u>	<u>2017</u>	<u>2018</u>
(Update through Q4/2018)	<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>
Activity/Output:		<u>Q4/2018</u>		
PARTNERSHIP – provide value to our partners				
Partnership Dues Received-Cash	\$236,135	\$296,785	\$236,135	\$248,724
Non-dues Partnership Payments Received-Cash	\$209,404	\$146,566	\$209,404	\$221,276
Co-Op Revenue - Advertising	\$150,125	\$11,500	\$150,125	\$10,000
ADVERTISING				
Dollars spent on advertising and social media marketing	\$1,728,279	\$1,546,684	\$1,728,279	\$1,552,985
OFFICIAL VISITOR GUIDE				
Number of guides ordered through Visitor Services	60,510	48,463	60,510	64,000
Number of guides distributed through Visitor Services	67,973	57,264	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	36,795	33,804	36,795	39,500
Unique Visitors	29,010	26,909	29,010	31,000
Length of Visit (Time on Site)	3:53	7:14	3:53	2:21
Electronic Visitor Guide Page Views	569,462	967,325	569,462	n/a
Electronic Visitor Guide Pages per Session	15.48	28.62	15.48	n/a

Questions?



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Thank You!