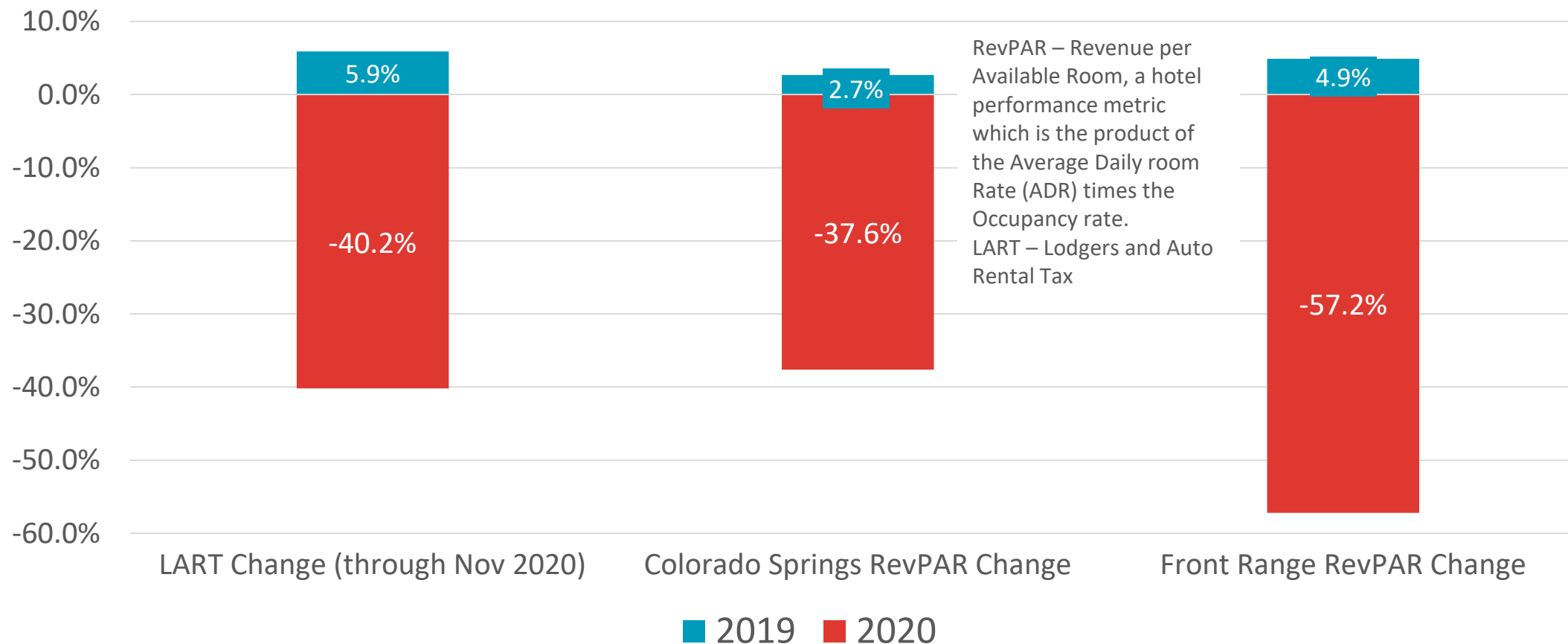




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**COLORADO  
SPRINGS**

4th Quarter, 2020, KPI Report

# LART and RevPAR



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

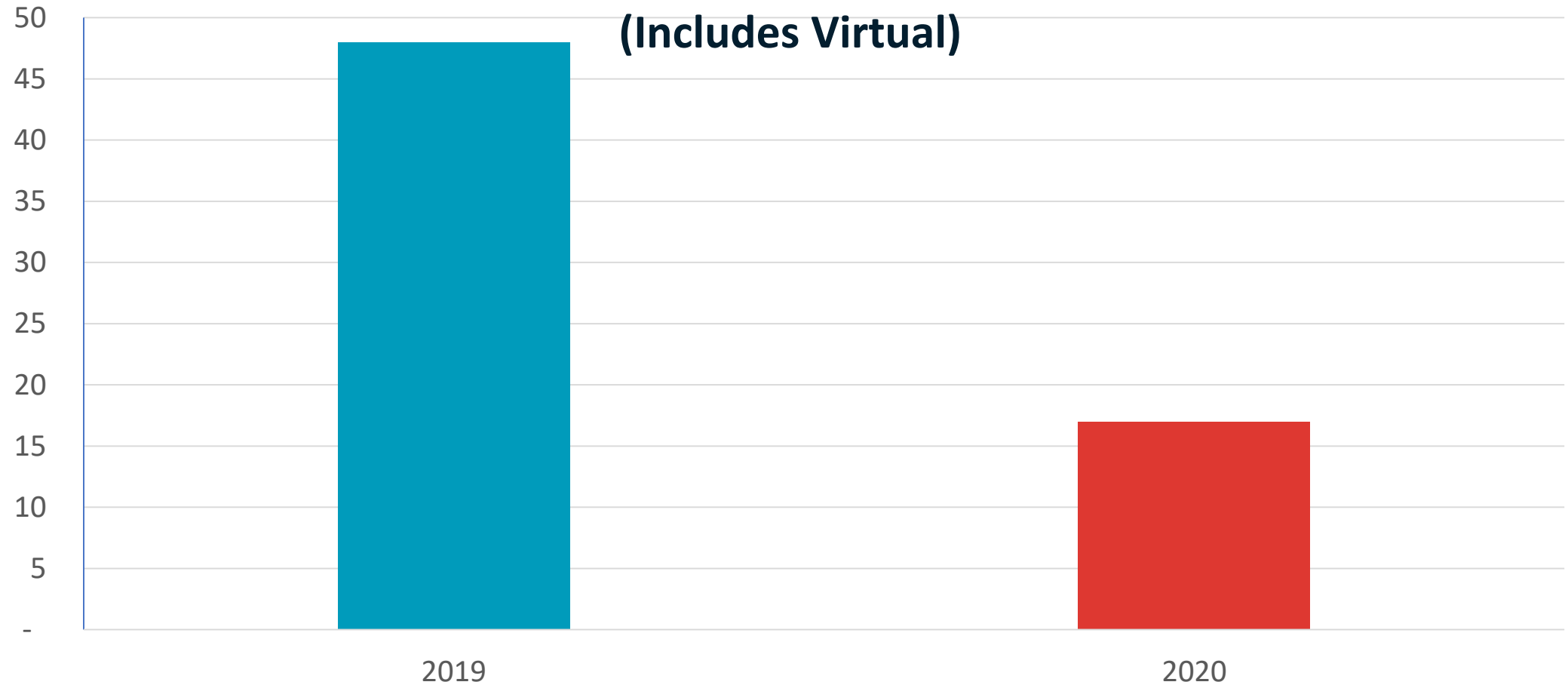


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**COLORADO  
SPRINGS**

GROUP  
SALES

# Trade Shows Attended

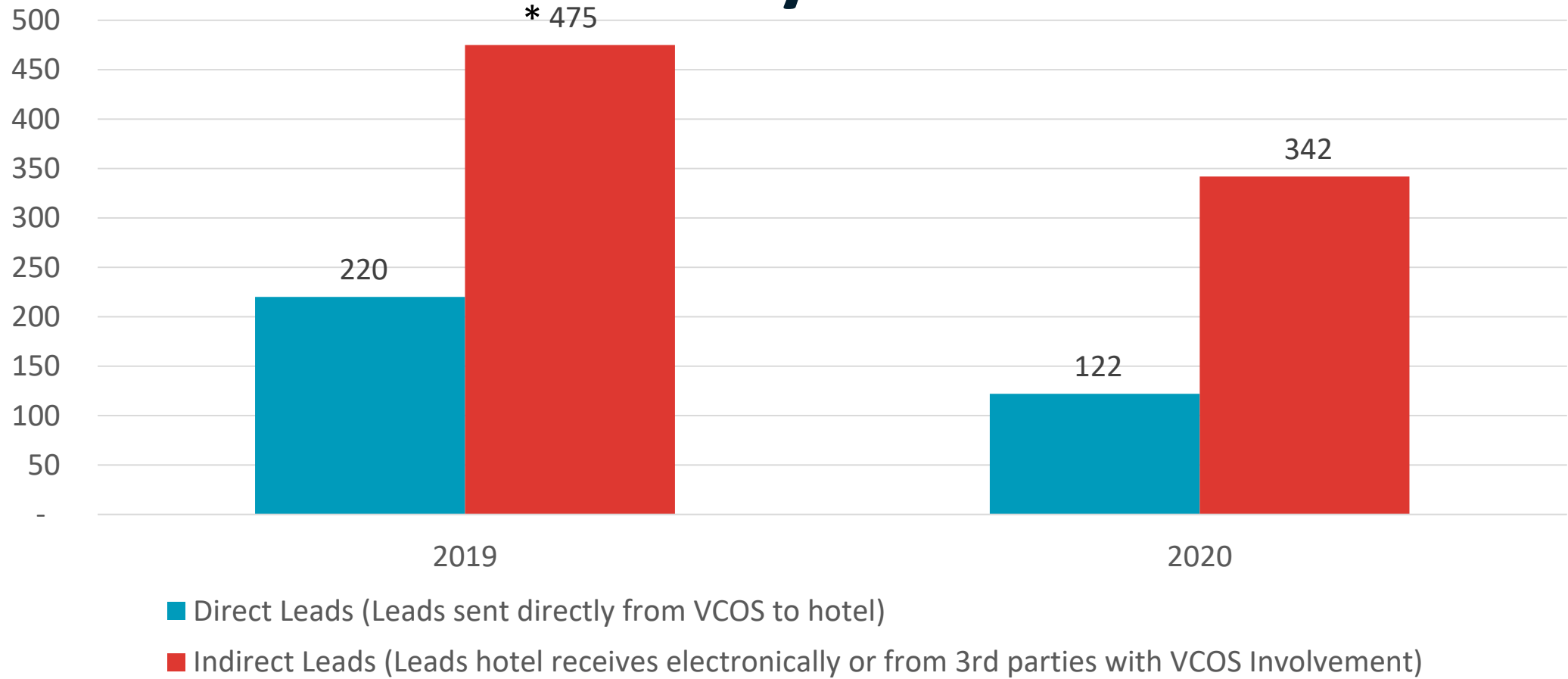
(Includes Virtual)



# Meeting Planner Site Visits and Familiarization (FAM) Tours

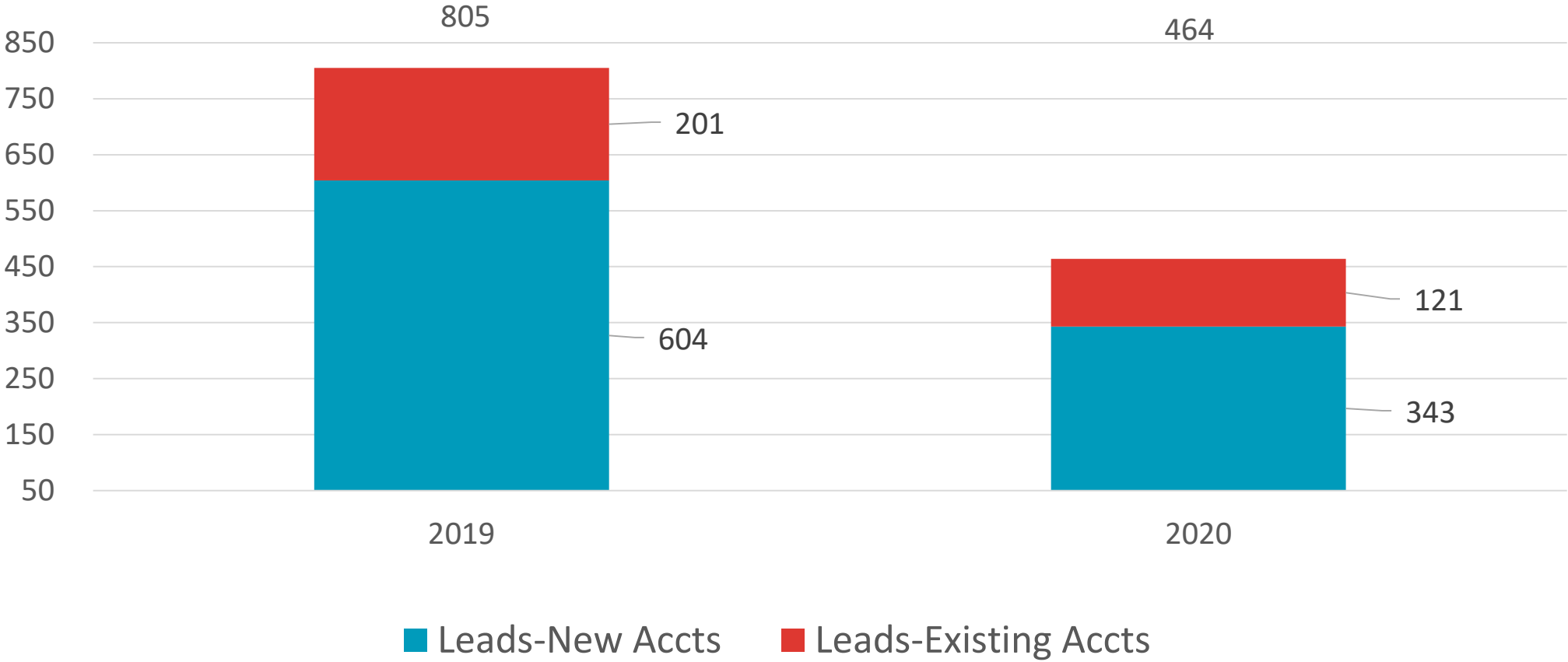


# Leads by Source

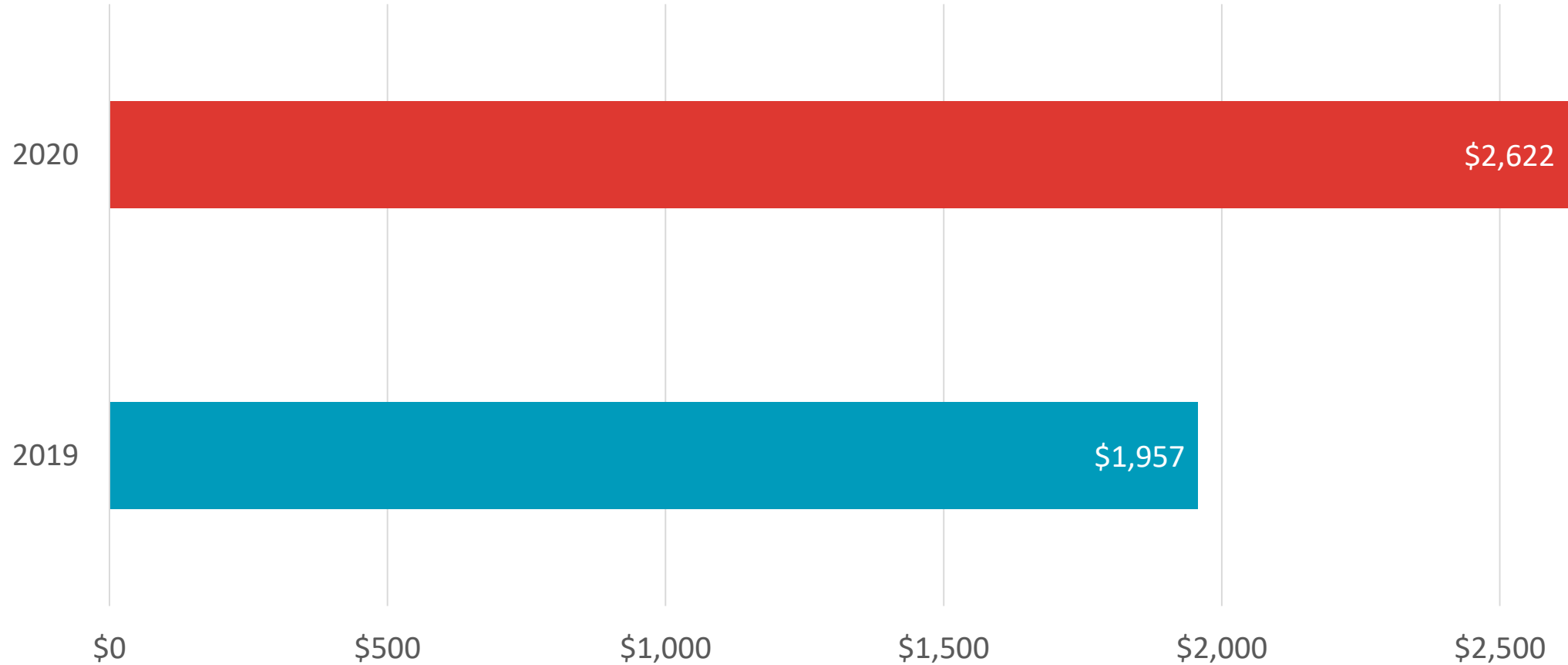


\* Included only new leads 2019

# Group Leads



# 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)

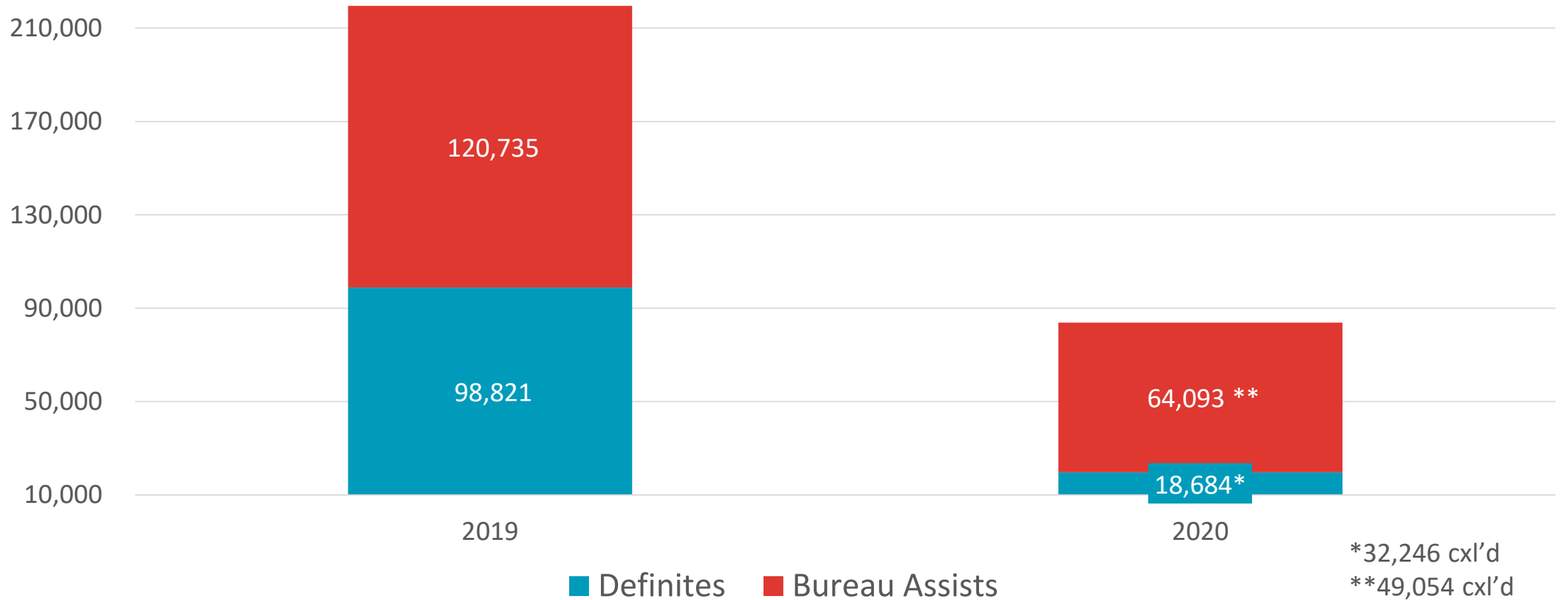
---

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 VCOS website, etc.). Must be documented and approved by VP of Sales.

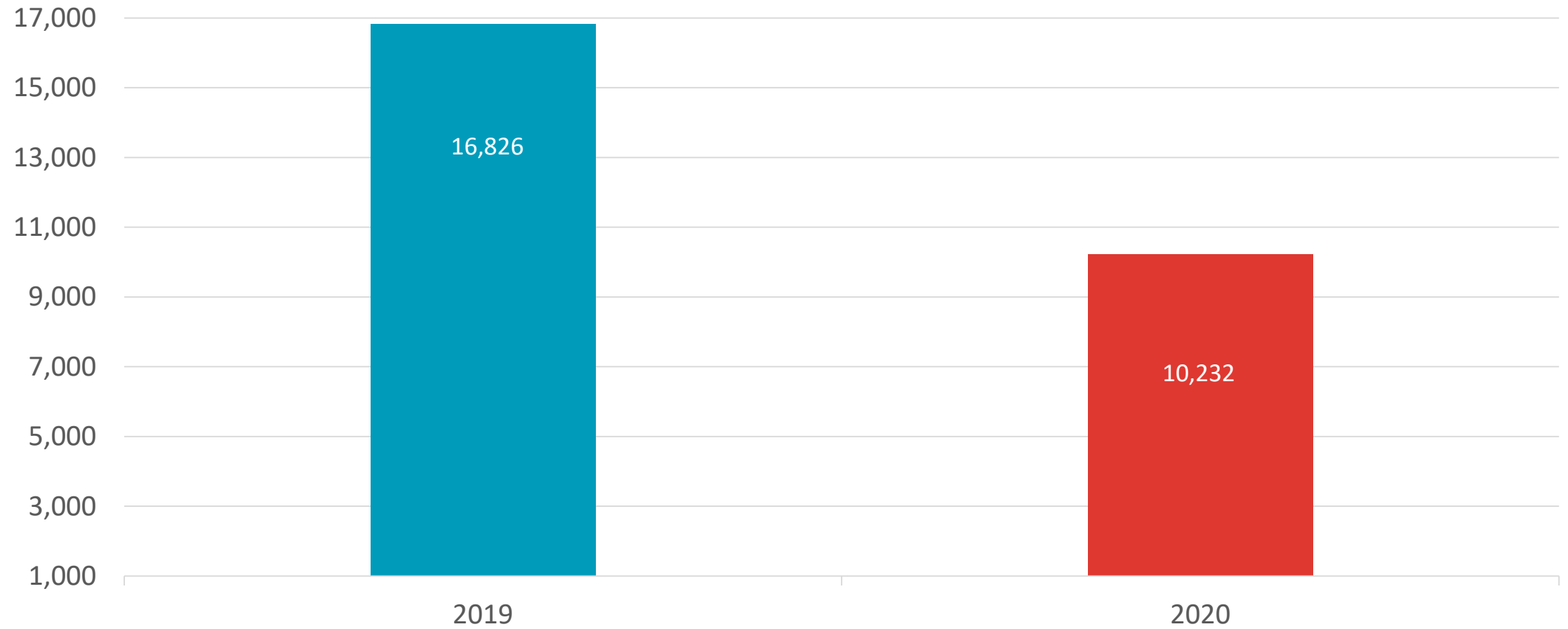
# Estimated room nights booked for group travel

(Net of Cancellations)



\*32,246 cxl'd  
\*\*49,054 cxl'd

# Group Servicing Activities

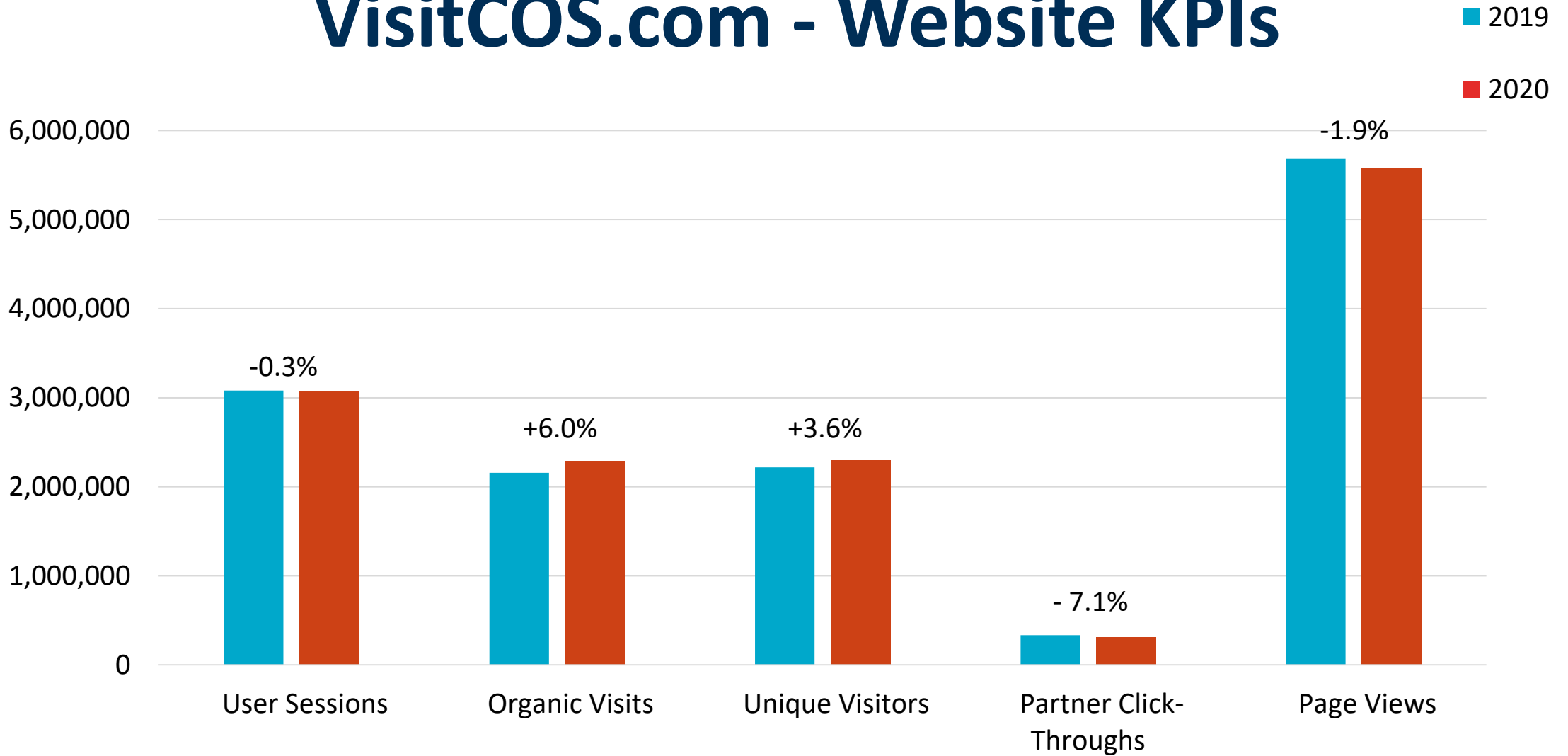




**visit**  
**COLORADO**  
**SPRINGS**

MARKETING,  
COMMUNICATIONS,  
PARTNERSHIP,  
VISITOR SERVICES

# VisitCOS.com - Website KPIs



# Top Referring Sites to VisitCOS.com

- Facebook.com (Previously #1)
- Colorado.com (#2)
- Pinterest.com (#3)
- KKTV.com (new)
- Instagram (#5)
- Coloradosprings.gov (#4)
- Gardenofgods.com.com (#7)
- Ppir.com (#8)
- Twitter.com (#7)
- Cheyennemountain.com (#9)

# Time on Site VisitCOS.com

(Minutes:Seconds)

01:44

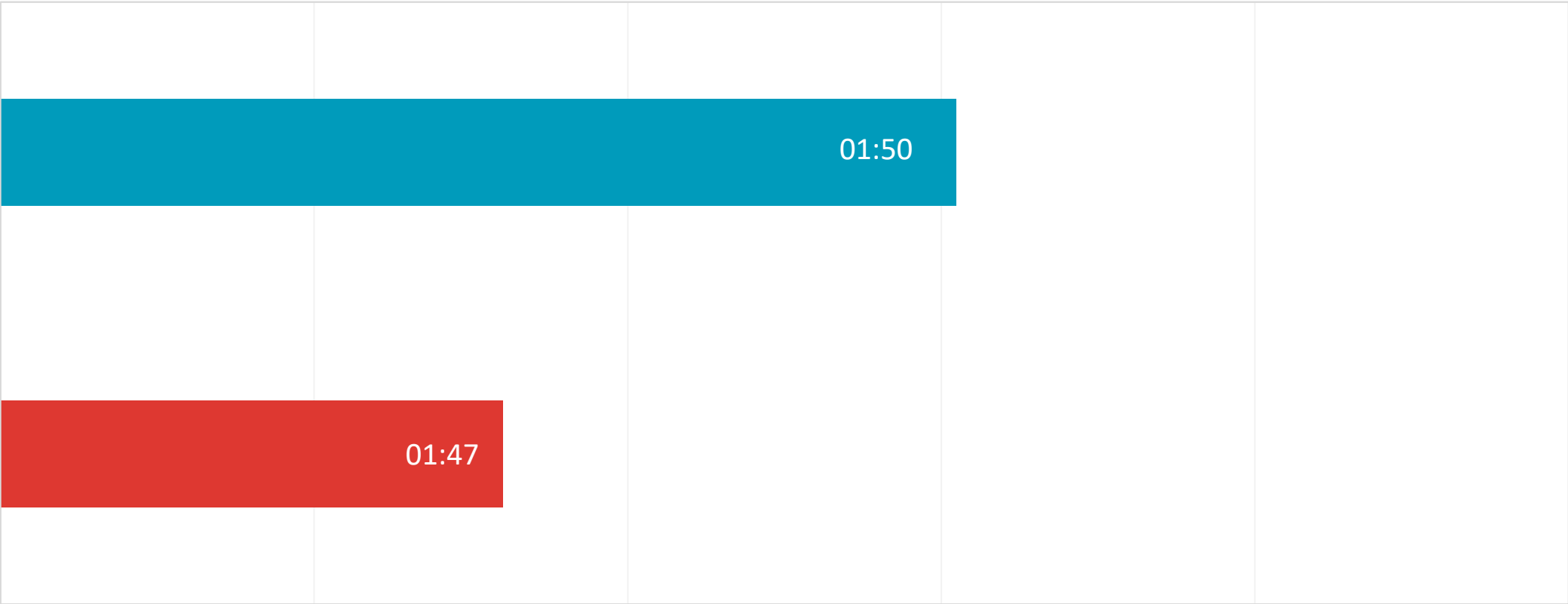
01:54

2019

01:50

2020

01:47






# Wikipedia Updates Q4/2020

Before:

## Culture and contemporary life [ edit ]

### Tourism [ edit ]

Almost immediately following the arrival of railroads beginning in 1871, the city's location at the base of [Pikes Peak](#) and the [Rocky Mountains](#) made it a popular tourism destination. Tourism is the third largest employer in the Pikes Peak region, accounting for more than 16,000 jobs.<sup>[82]</sup> In 2018, 23 million day and overnight visitors came to the area, contributing \$2.4 billion in revenue.<sup>[83]</sup>



Garden of the Gods [ edit ]

Colorado Springs has more than 55 attractions and activities in the area,<sup>[84]</sup> including [Garden of the Gods](#) park, [United States Air Force Academy](#), the [ANA Money Museum](#), [Cheyenne Mountain Zoo](#), [Colorado Springs Fine Arts Center at Colorado College](#), [Old Colorado City](#) and the [U.S. Olympic & Paralympic Training Center](#).<sup>[85]</sup> In 2020, the [U.S. Olympic & Paralympic Museum](#) opened;<sup>[86]</sup> the [Flying W Ranch Chuckwagon Dinner & Western Show](#) reopened in 2020.<sup>[87]</sup> A new [Pikes Peak Summit Complex](#) is under construction at the 14,115-foot summit of Pikes Peak, with a scheduled completion date of spring 2021.<sup>[88]</sup> The [Pikes Peak Cog Railway](#) is closed for reconstruction (it is scheduled to reopen in 2021),<sup>[89]</sup> as is the [Cadet Chapel](#) at the [U.S. Air Force Academy](#).<sup>[90]</sup>


The downtown Colorado Springs Visitor Information Center offers free area information to leisure and business travelers.<sup>[84]</sup> The [Cultural Office of the Pikes Peak Region](#) (COPPeR), also downtown, supports and advocates for the arts throughout the Pikes Peak Region. It operates the [PeakRadar](#) website to communicate city events.<sup>[91]</sup>

### Annual cultural events [ edit ]

Colorado Springs is home to the annual [Colorado Springs Labor Day Liffoff](#), a hot air balloon festival that takes place over Labor Day weekend at the city's [Memorial Park](#).<sup>[citation needed]</sup>

Other annual events include: a [comic book convention](#) and [science fiction convention](#) called [GalaxyFest](#) in February,<sup>[92]</sup> a [pride parade](#) called [PrideFest](#) in July,<sup>[93]</sup> the [Greek Festival](#), the [Pikes Peak Ascent and Marathon](#), and the [Steers & Beers Whiskey and Beer Festival](#) in August,<sup>[94][95][96]</sup> and the [Emma Crawford Coffin Races and Festival](#) in nearby [Manitou Springs](#) and [Arts Month](#) in October.<sup>[97][98]</sup>

The [Colorado Springs Festival of Lights](#) is held every December.<sup>[99]</sup> The Festival includes the [Festival of Lights Parade](#) which runs along [Tejon Street](#) in [Downtown Colorado Springs](#).<sup>[100]</sup>



The Saturday morning launch, overlooking Prospect Lake, in downtown Colorado Springs. [ edit ]

### Breweries [ edit ]

# Wikipedia Updates Q4/2020

After:

## Tourism [ edit ]

Almost immediately following the arrival of railroads beginning in 1871, the city's location at the base of [Pikes Peak](#) and the [Rocky Mountains](#) made it a popular tourism destination. Tourism is the third largest employer in the Pikes Peak region, accounting for more than 16,000 jobs.<sup>[82]</sup> In 2018, 23 million day and overnight visitors came to the area, contributing \$2.4 billion in revenue.<sup>[83]</sup>



Garden of the Gods

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In 2020, Colorado Springs hosted the inaugural [Pikes Peak APEX](#) <sup>[101]</sup>. The APEX, a four-day mountain bike challenge, features exhilarating, exceptionally crafted routes through dirt roads, jeep trails, and the amazing alpine singletrack that is quintessential Pikes Peak. The race will take place annually drawing both amateur cyclists and professional riders.



Pikes Peak, the easternmost "fourteener" in the United States



The Saturday morning launch, overlooking Prospect Lake, in downtown Colorado Springs.

# Wikipedia Updates

## Q4/2020

---

### Colorado Springs, Colorado: Revision history

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▼ **Filter revisions**

External tools: [Find addition/removal](#) ([Alternate](#)) · [Find edits by user](#) · [Page statistics](#) · [Pageviews](#) · [Fix dead links](#)

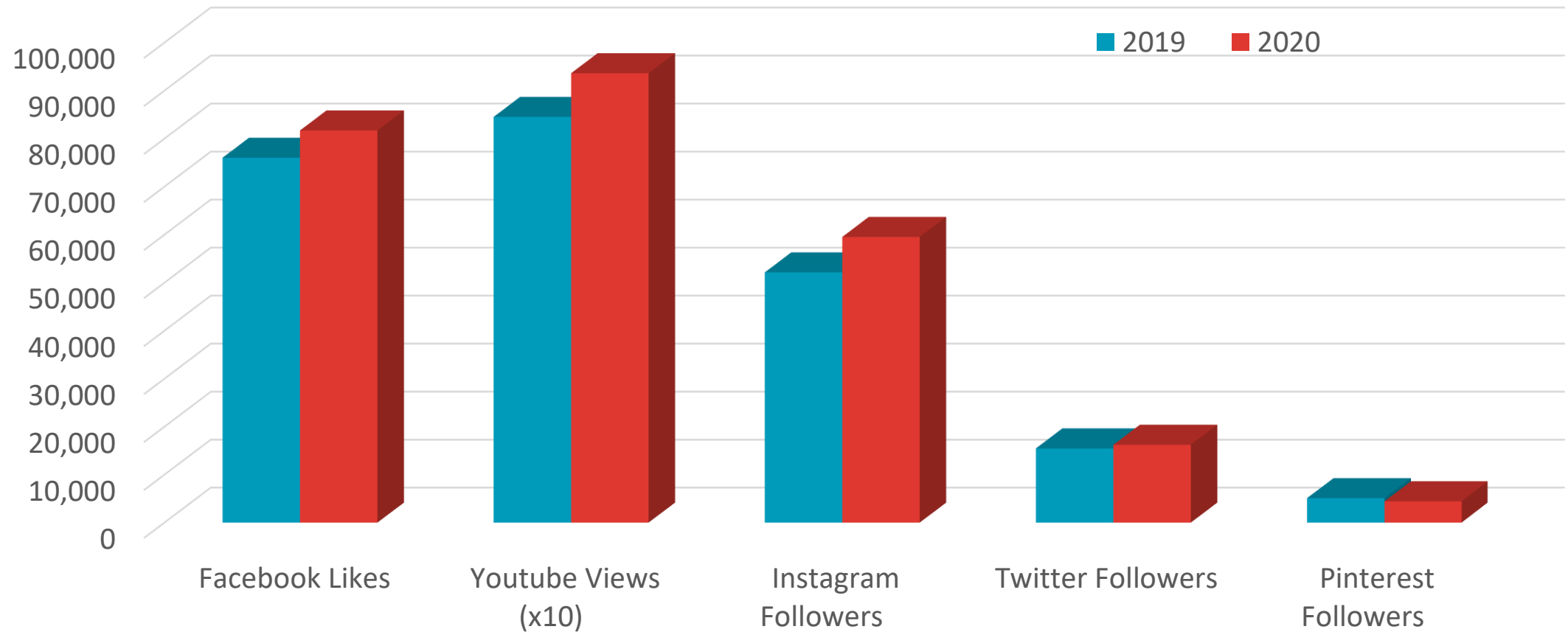
For any version listed below, click on its date to view it. For more help, see [Help:Page history](#) and [Help:Edit summary](#). (cur) = difference from current version, (prev) = difference from preceding version, **m** = [minor edit](#), **→** = [section edit](#), **←** = [automatic edit summary](#)

([newest](#) | [oldest](#)) [View](#) ([newer 50](#) | [older 50](#)) ([20](#) | [50](#) | [100](#) | [250](#) | [500](#))

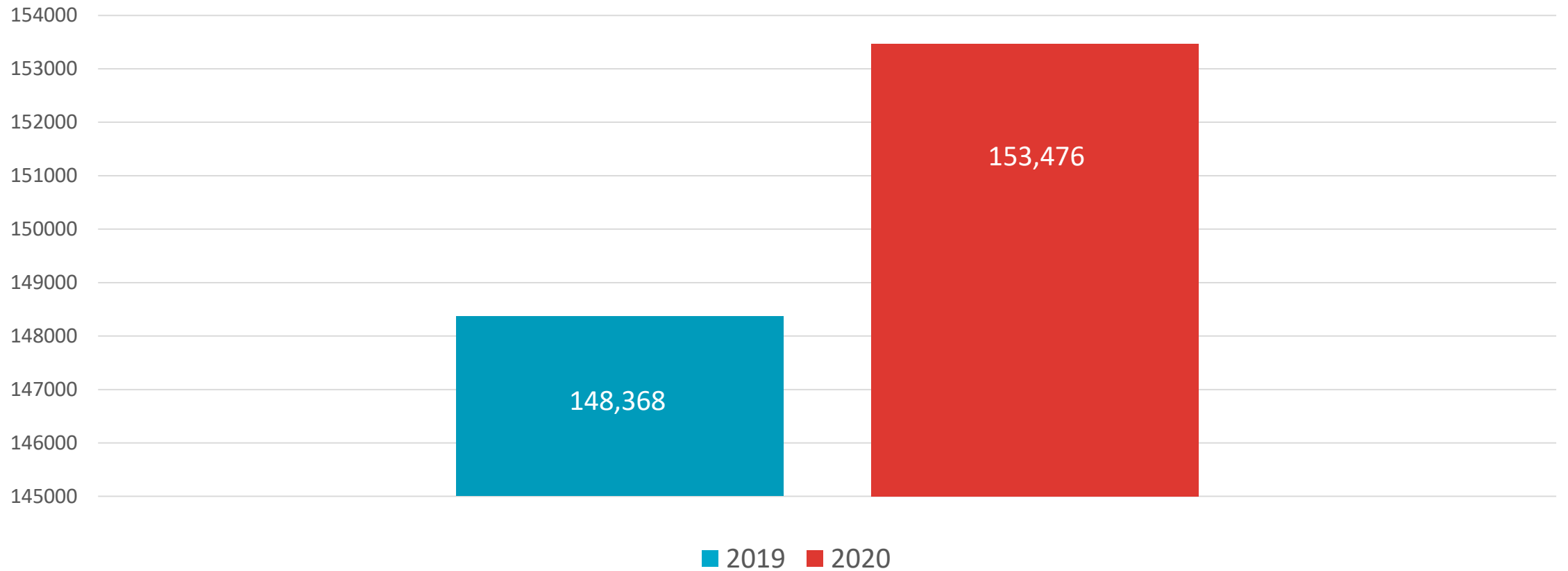
**Compare selected revisions**

- [\(cur | prev\)](#)  [16:50, 23 December 2020](#) [Visitcos](#) ([talk](#) | [contribs](#)) . . (110,179 bytes) [\(+426\)](#) . . [\(undo\)](#) (*Tag: nowiki added*)

# Social Media Activity

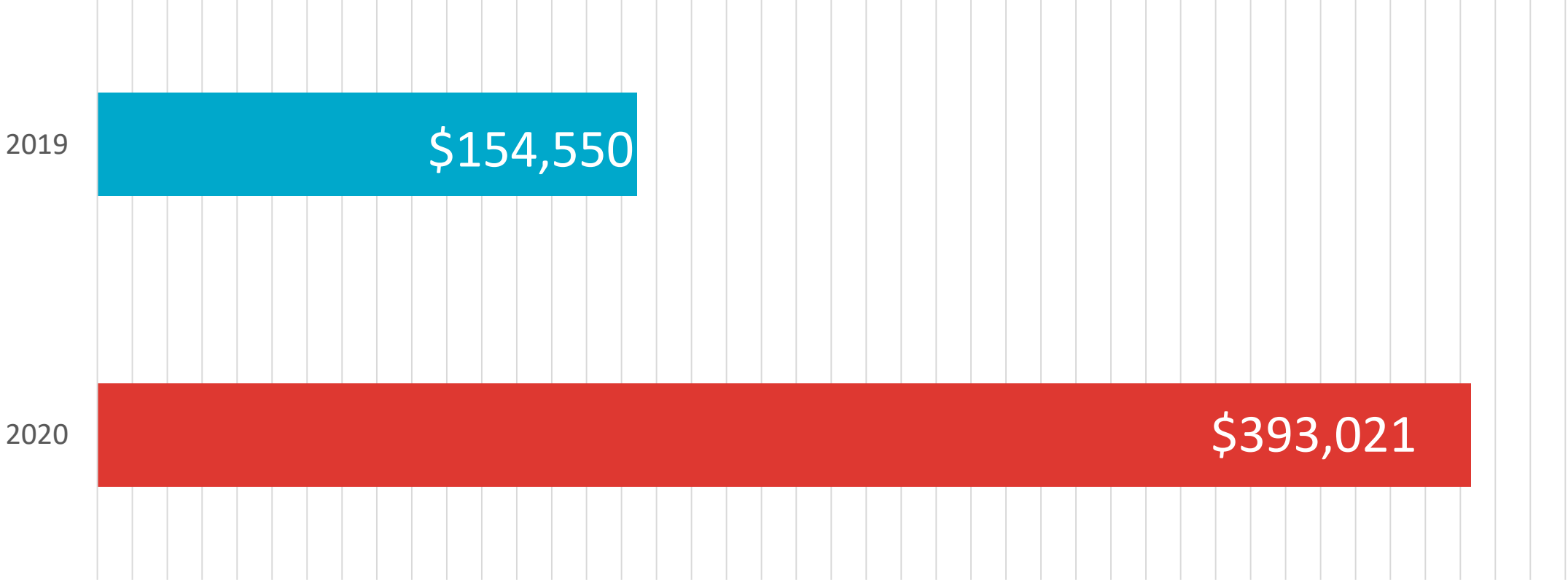


# Social Media Traffic to Website



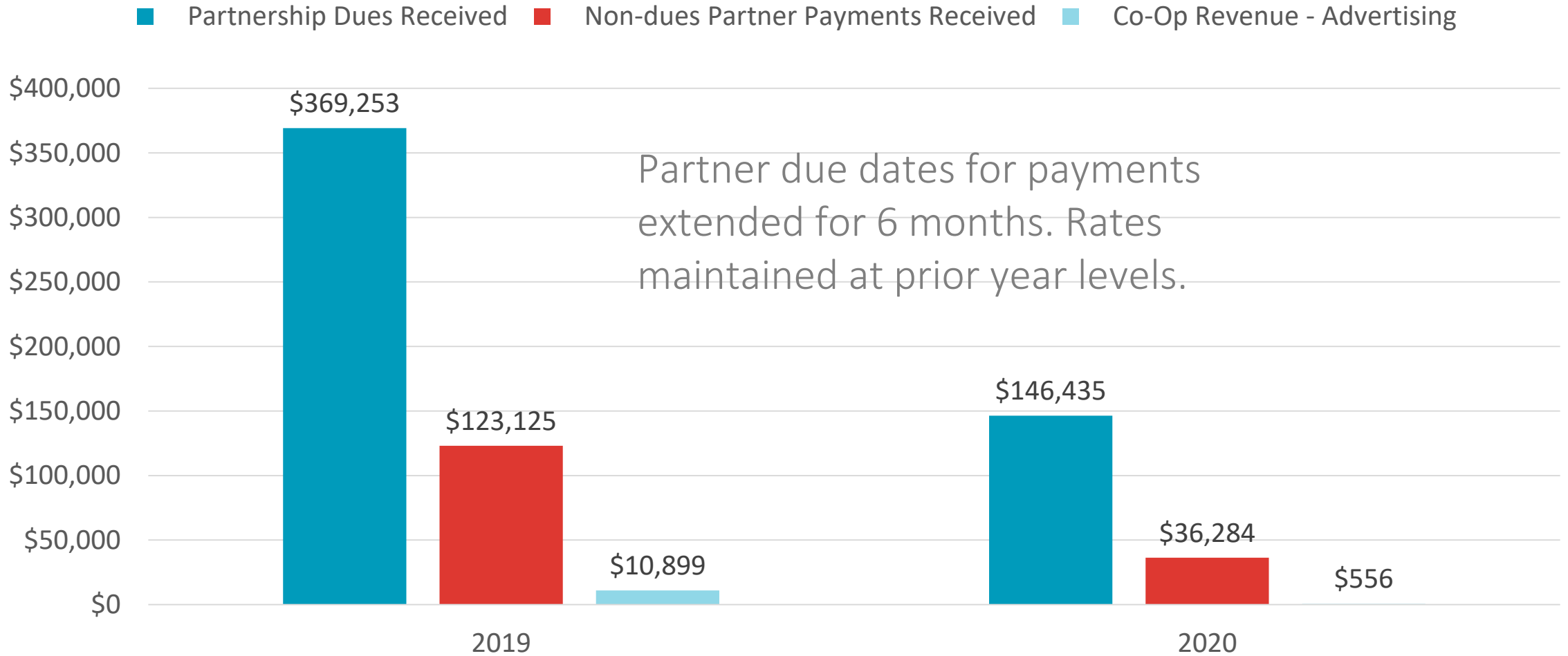
# Social Media Spend

2020 Budget = \$175,000



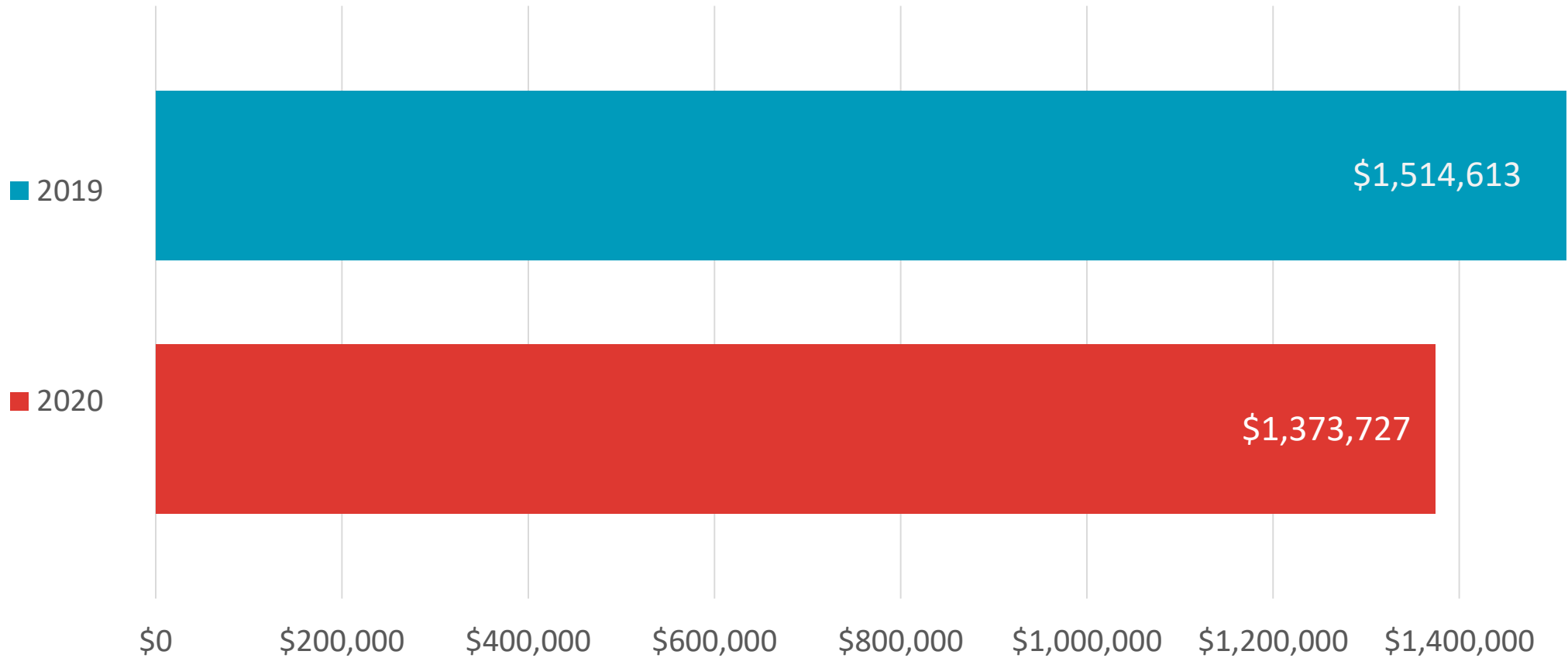


# Partnership Revenues



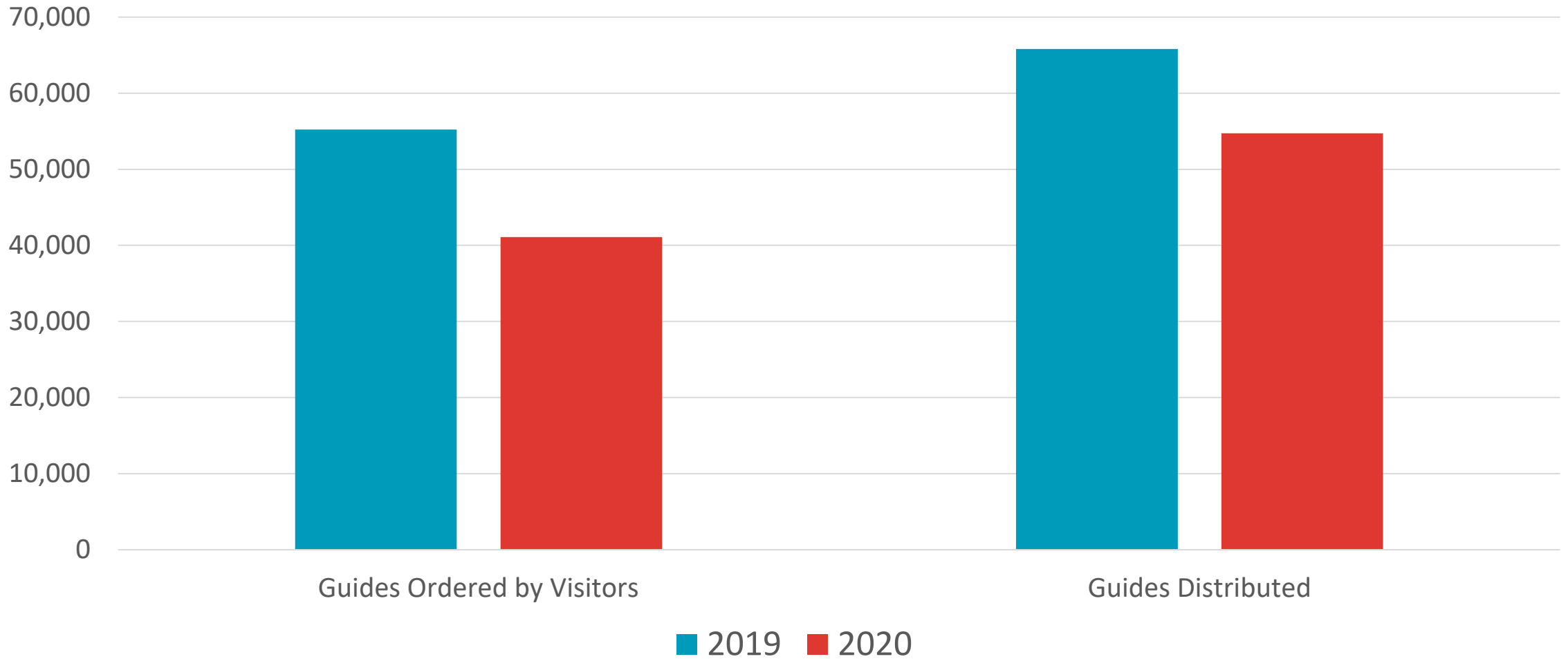
# Dollars Spent On Advertising

2020 Budget = \$1,578,442



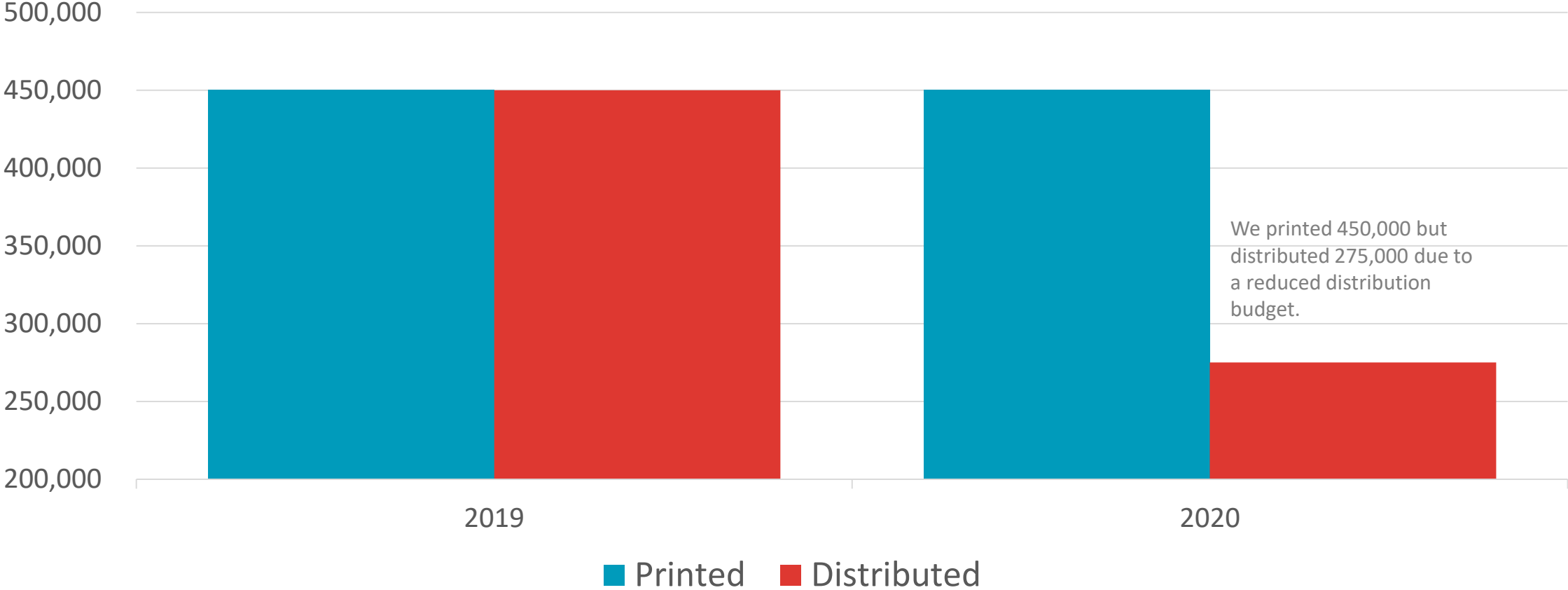


# In-House OVG Fulfillment

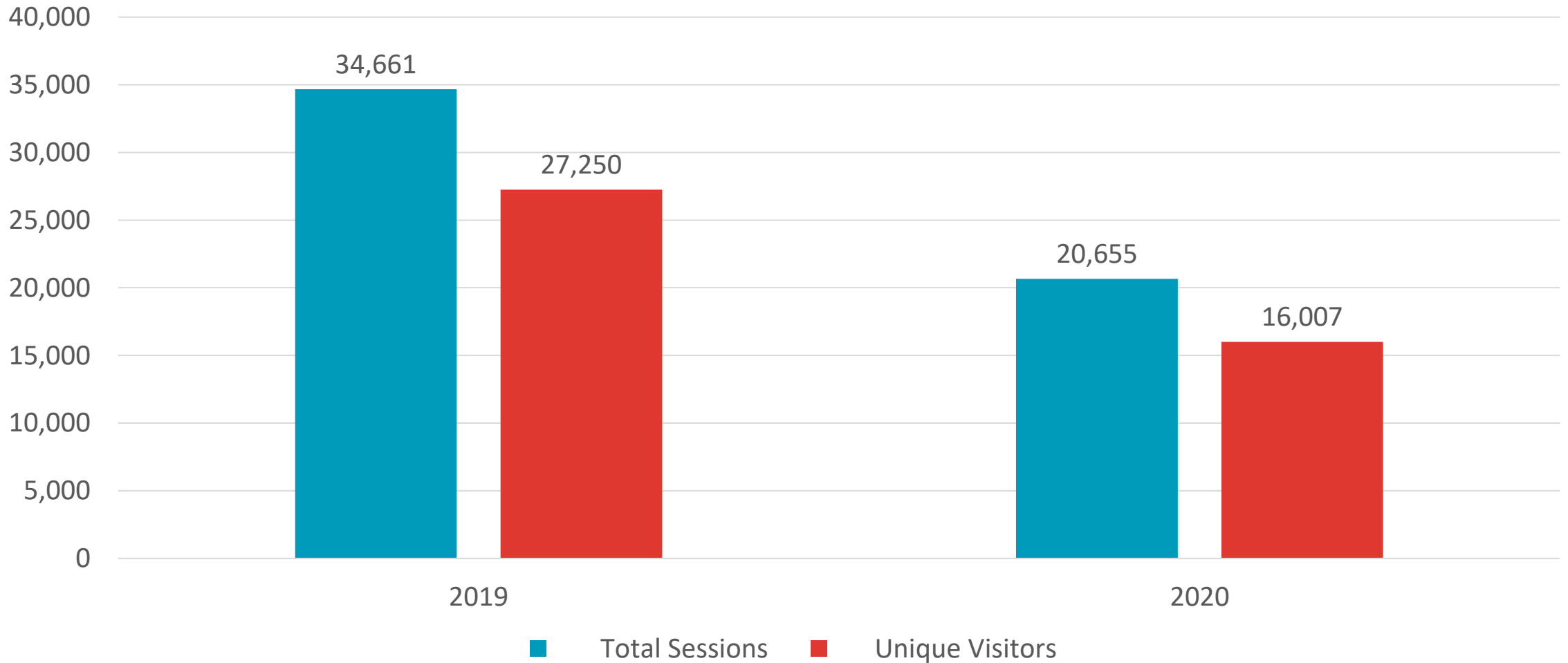


# Official Visitor Guides

## Printed & Distributed



# Online Official Visitor Guide Sessions

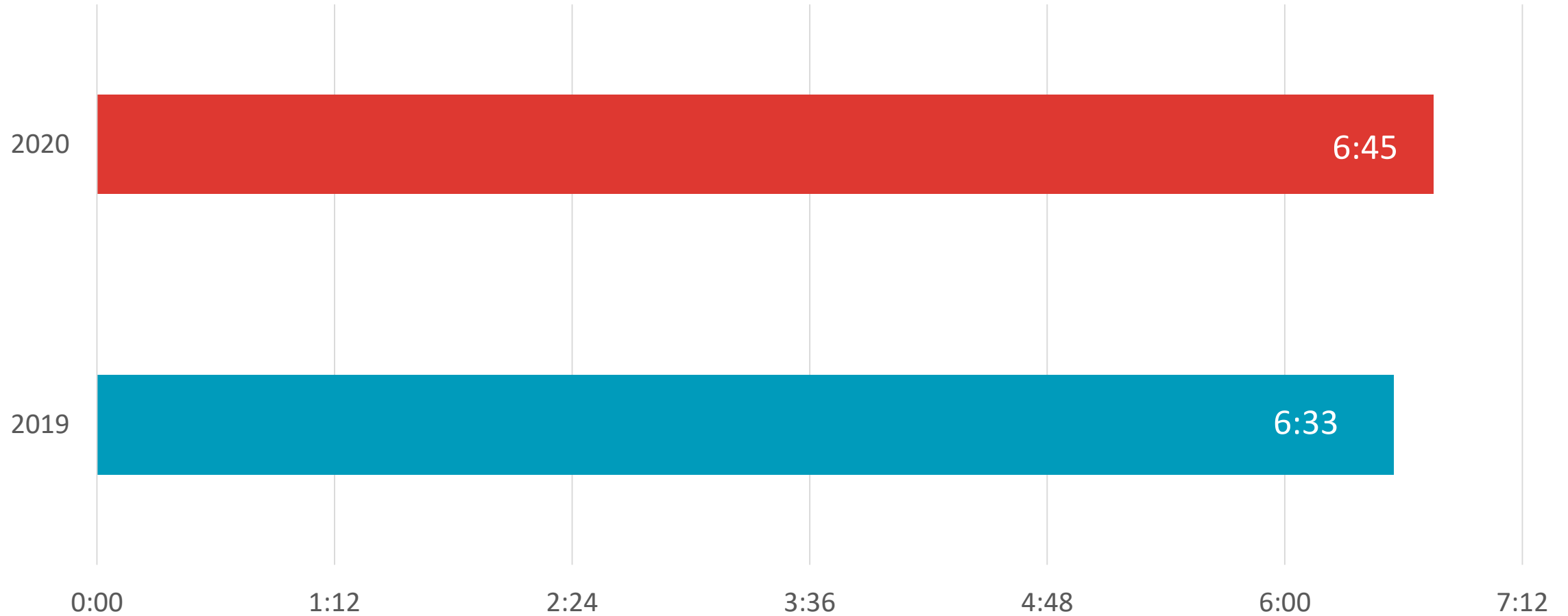


## Top Referring Sites to Online Visitor Guide

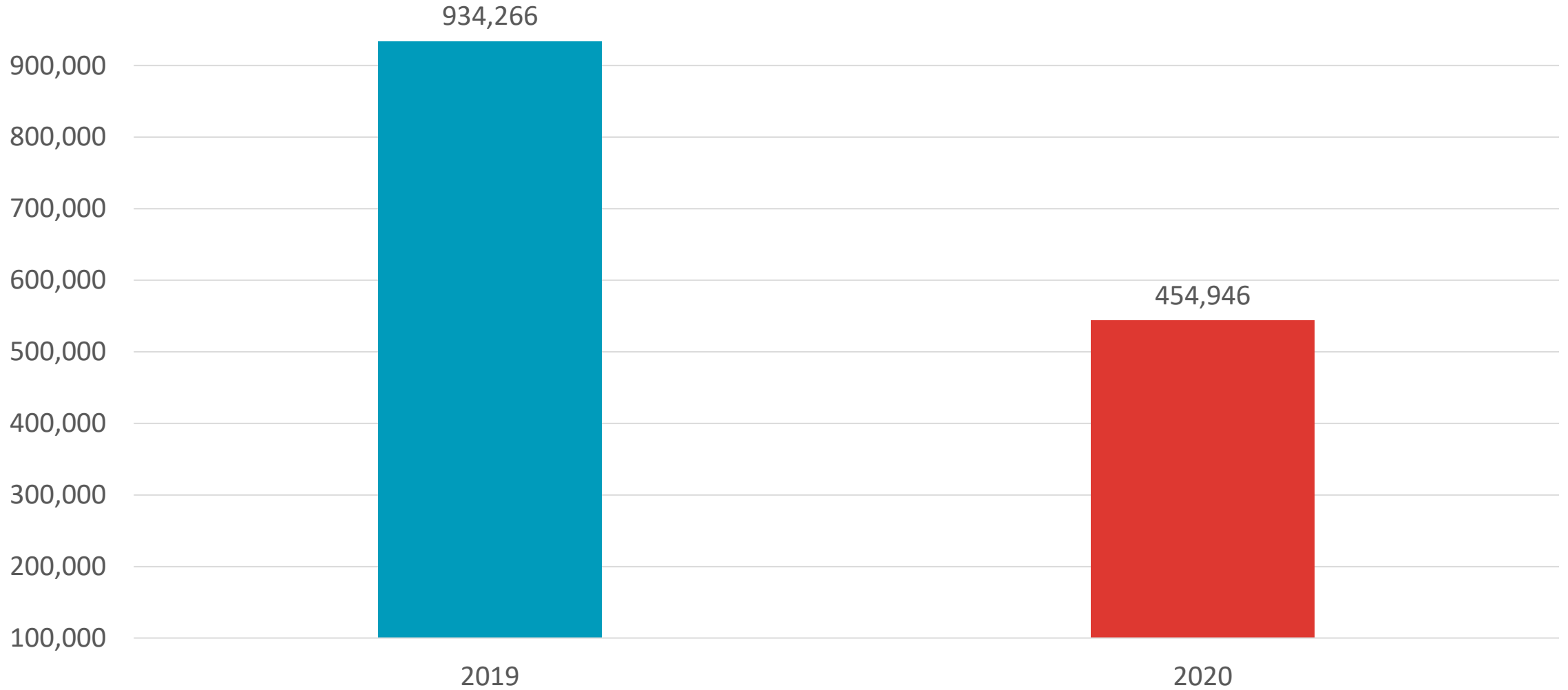
- [Pikes-peak.com](http://Pikes-peak.com) (2571)
- [Visitcos.com](http://Visitcos.com) (1619)
- [Gardenofthegodsresort.com](http://Gardenofthegodsresort.com) (260)
- Facebook (70)
- [Nationalexchangeclub.org](http://Nationalexchangeclub.org) (5)

# Time on Site – Online OVG

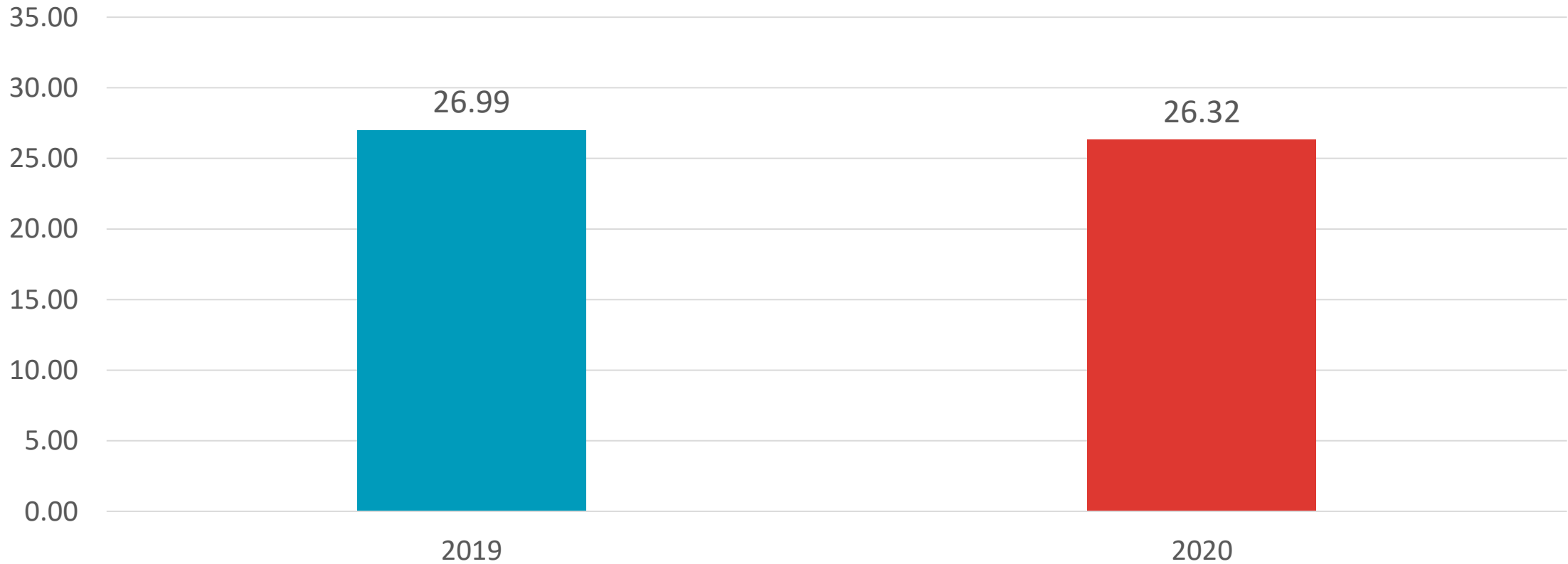
(Minutes:Seconds)



# Online Official Visitor Guide Page Views



# Online Visitor Guide Pages per Session



Questions?



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# Vote Yes on 1!

**Demand accountability** in our local government.

When you're asked to vote for something, you deserve a clear and thorough explanation. But in Colorado Springs, we're limited by law to just 30 words of explanation on our ballots.

Voting **"YES"** on Issue 1 will increase transparency and accountability on your ballot by removing the 30 word limit, ensuring you **know exactly where your tax dollars are going before you vote.**

[Endorsed By Local Leaders](#)[Ballot Language](#)[Frequently Asked Questions](#)

## Vote YES on Issue 1. The benefit is clear...

### More Clarity

Issue 1 allows you to have a full explanation of what you are voting for or against on your ballot.

Even Boulder and Denver voters get more of an explanation from their governments. Voting **"YES"** on Issue 1 will give Colorado Springs voters the same level of transparency and accountability every other voter in Colorado has on the ballot.

### Fiscal Responsibility

You deserve to know where your money is going before you vote on a ballot measure, and how you'll be assured it was spent as you were promised.

Voting **"YES"** on Issue 1 will make sure voters are in the driver's seat and ensures you have final say on how the City plans to use your tax dollars.

### Protecting our Parks

Our parks and open spaces are one of our community's greatest treasures. We need to make sure our investment into our natural beauty is in alignment with a City our size.

Voting **"YES"** on Issue 1 will make sure that when we're asked to improve funding for our parks, we have a full accounting of how those dollars will be invested.



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Thank You!