

2015 Q4 Report

Contract Amount: \$2,773,332

LART

Collections & Change Over Previous Year

2014 YTD Actual	2015 YTD Actual	2015 Estimate
\$4,232,427	\$4,817,337	\$4,160,000
+10.7%	+13.8%	+4.0%



RevPAR

% Year over Year

Colorado Springs
+10.7%

Front Range
+7.4%

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Group Travel Servicing & Bookings	2014 YTD Actual	2015 YTD Actual	2015 Goal
# Group Servicing Activities	7,082	9,880	9,100
Room Nights	225,707	245,923	234,500
Room Night Economic Impact	\$117,889,112	\$121,412,492	\$99,930,000

Group Sales Lead Generation	2014 YTD Actual	2015 YTD Actual	2015 Goal
# Trade Shows	38	39	40
# Group Leads New Accounts	440	428	~
# Group Leads Existing Accounts	43	195	~
Total Group Leads	483	623	445
Cost Per Lead	\$2,761	\$2,123	\$2,976

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Marketing Activities	2014 YTD Actual	2015 YTD Actual	2015 Goal	Visitor Guides	2014 YTD Actual	2015 YTD Actual	2015 Goal
\$ Spent on Advertising	\$1,049,892	\$1,095,104	\$867,132	# Ordered	40,655	60,662	42,000
# Website Visits	1,424,784	2,133,766	1,638,500	# Distributed	58,546	72,487	60,000
# Social Media Impressions	*	242,327	100,000	# Viewed Online	50,268	49,112	60,000

Revenue	2014 YTD Actual	2015 YTD Actual	2015 Goal
Partner Revenue	\$352,372	\$437,469	494,292

* Social Media Metrics revised in 2015. 2014 numbers are unrelated to 2015 measures.