

2014 Q4 Report

Contract Amount: \$2,666,666

LART

Collections & Change Over Previous Year

2013 YTD Actual	2014 YTD Actual	2014 Estimate
\$3,822,803	\$4,232,427	~
+3.0%	+10.7%	+2.7%



COLORADO SPRINGS
CONVENTION & VISITORS BUREAU



RevPAR

% Year over Year

Colorado Springs
+9.5%

Front Range
+16.0%

Group Travel Servicing & Bookings	2013 YTD Actual	2014 YTD Actual	2014 Goal
# Group Servicing Activities	8,168	7,782	8,075
Room Nights	196,097	225,707	224,500
Room Night Economic Impact	\$78,816,329	\$117,889,112 *	\$97,930,000

Group Sales Lead Generation	2013 YTD Actual	2014 YTD Actual	2014 Goal
# Trade Shows	44	48	44
# Group Leads New Accounts	292	399	~
# Group Leads Existing Accounts	85	135	~
Total Group Leads	377	534	390
Cost Per Lead	\$2,969	\$2,346	\$3,310

Marketing Activities	2013 YTD Actual	2014 YTD Actual	2014 Goal	Visitor Guides	2013 YTD Actual	2014 YTD Actual	2014 Goal
\$ Spent on Advertising	\$1,049,892	\$1,021,857	\$868,395	# Ordered	38,930	40,655	40,000
# Website Visits	1,154,971	1,424,784	1,100,000	# Distributed	40,088	58,546	42,000
# Social Media Impressions	5,647,399	2,842,321	7,577,848	# Viewed Online	23,837	50,268	26,250

Revenue	2013 YTD Actual	2014 YTD Actual	2014 Goal
Partner Revenue	\$366,515	\$340,037	408,771

* Tourism Economics/DMAI Economic Impact Calculator Implemented 01/01/2014