

# 2014 Q1 Report

Contract Amount: \$2,666,666

## LART

Collections & Change  
Over Previous Year

2013 YTD Actual	2014 YTD Actual	2014 Estimate
\$411,385	\$439,553	~
+4.47%	+6.85%	+2.7%



**COLORADO  
SPRINGS**  
CONVENTION &  
VISITORS BUREAU

## RevPAR

% Year over Year

Colorado Springs  
+6.8%

Front Range  
+21%

Group Travel Servicing & Bookings	2013 YTD Actual	2014 YTD Actual	2014 Goal
# Group Servicing Activities	2,325	1,728	8,075
Room Nights	35,523	32,229	224,500
Room Night Economic Impact	\$14,236,336	\$22,119,398	\$97,930,000

Group Sales Lead Generation	2013 YTD Actual	2014 YTD Actual	2014 Goal
# Trade Shows	11	12	44
# Group Leads New Accounts	59	107	~
# Group Leads Existing Accounts	47	32	~
Total Group Leads	106	139	390
Cost Per Lead	\$2,832	\$2,380	\$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	\$324,432	383,910	\$868,395	# Ordered	25,546	17,248	40,000
# Website Visits	211,882	239,201	1,100,000	# Distributed	22,377	15,063	42,000
# Social Media Impressions	2,588,504	961,285	7,577,848	# Viewed Online	4,041	11,601	26,250

Revenue	2013 YTD Actual	2014 YTD Actual	2014 Goal
Partner Revenue	\$65,157	71,781	408,771