

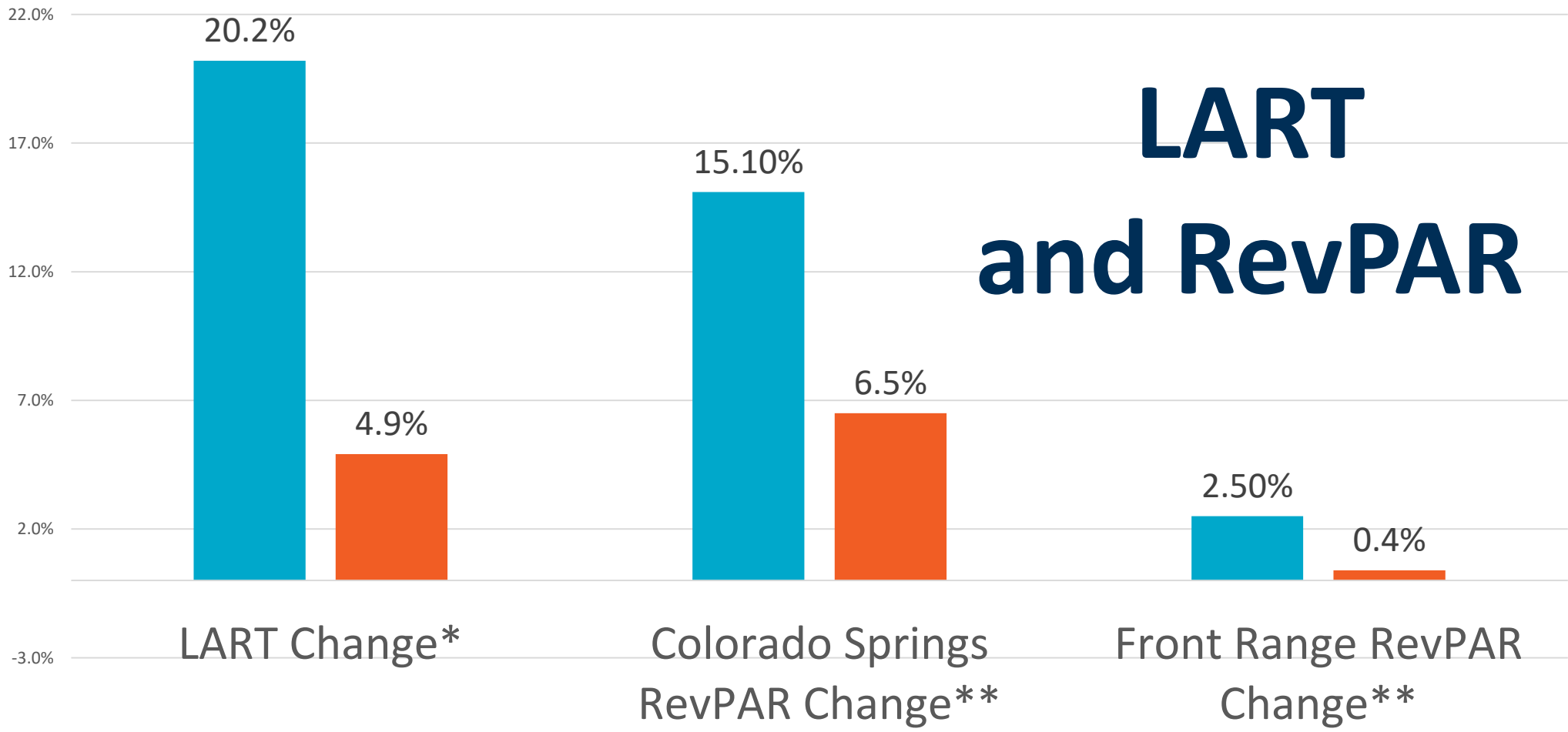


**COLORADO
SPRINGS**
CONVENTION &
VISITORS BUREAU

2nd Quarter, 2018, KPI Report

2017 2018

LART and RevPAR



* Vendor Sales Through May 31

**Smith Travel Research, through June 30



PLAN YOUR MEETING

Plan your next Colorado Meeting, Conference or Group Event in Colorado Springs!

Make planning your Colorado Springs meetings easy. Our CVB staff can help make your event the best attended yet! With great accommodations, facilities, service and stunning scenery, a Colorado Springs meeting or conference is sure to keep your attendees talking. Let our award-winning Convention Sales and Servicing Department help make your conference and meeting planning a success and an experience to remember.

[Submit RFP](#) // [Digital Meeting Planner Guide](#)

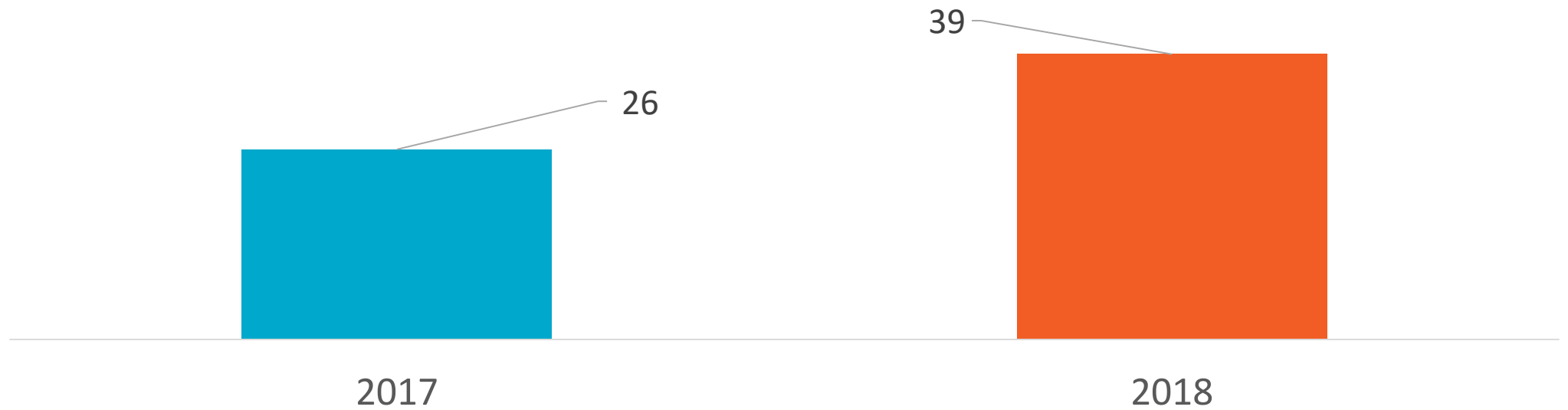
Trade Shows Attended

■ 2017 ■ 2018



Destination Site Visits

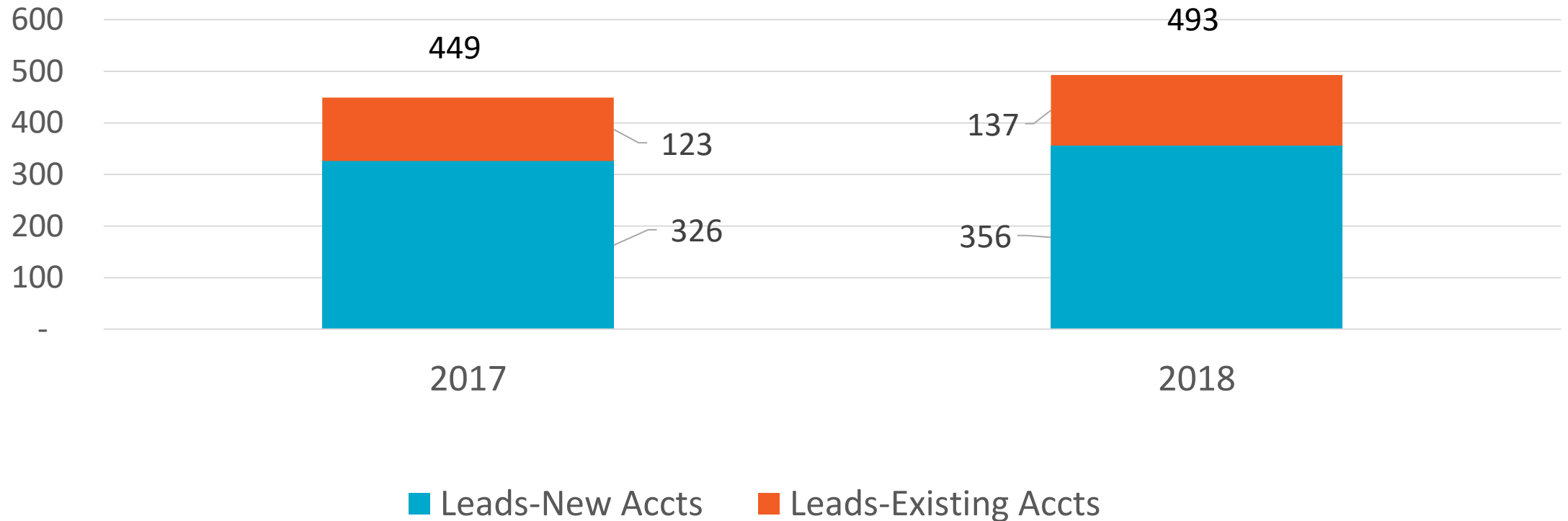
■ 2017 ■ 2018



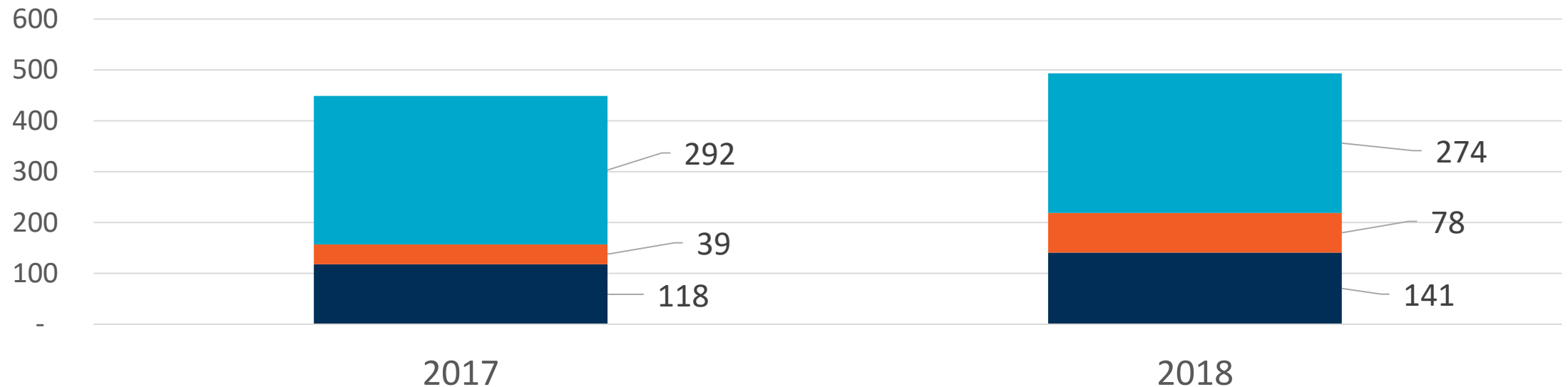
Example Destination Site Visits 2018

- National Rural Water Association (Annual Institute)
- Battle of the Bulge Association (Military Reunion)
- Student and Youth Travel Association (Annual Summit)
- Alfa Romeo Owners Club (2020 Nat'l Convention)
- 1st Global Research and Consulting (Nat'l Conference)
- Laxapalooza Lacrosse Tournaments

Group Leads



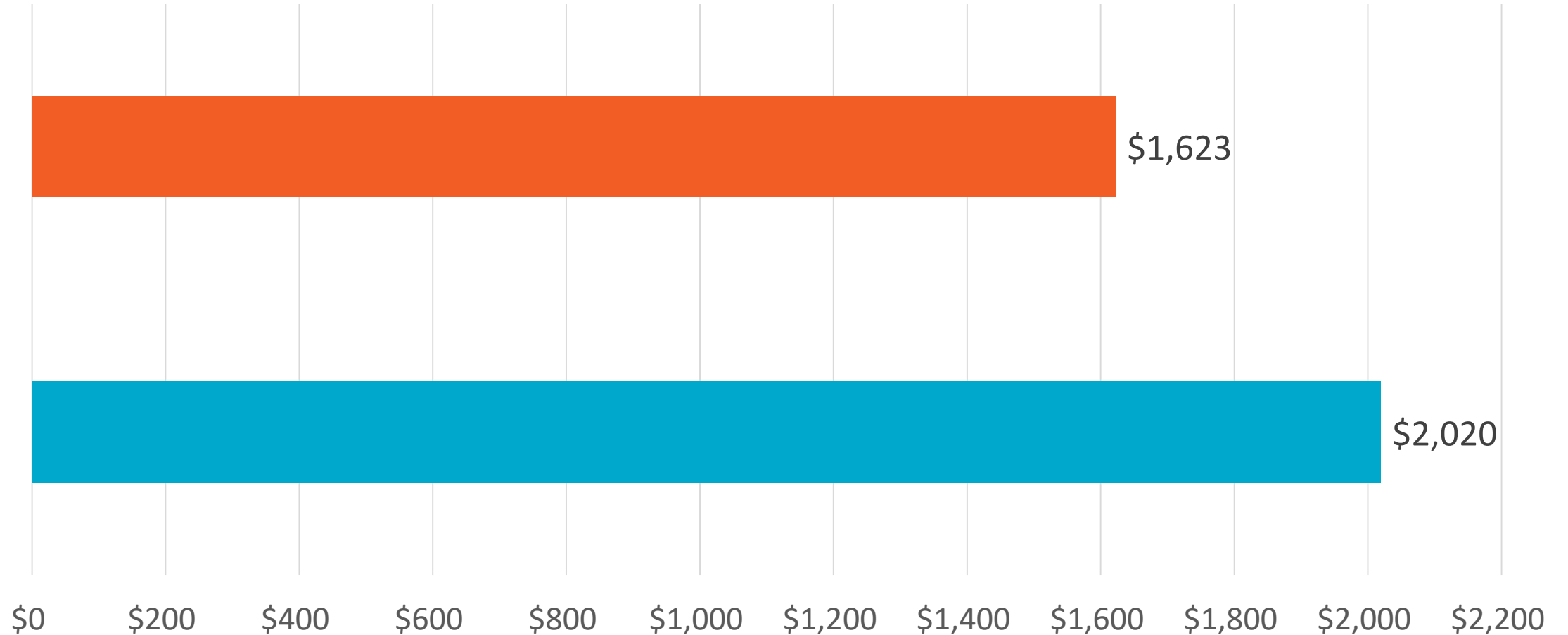
Leads – Electronic & Third Party



- Leads via electronic channels and third parties
- Direct and Specific Leads to hotels by market, RFP based, non-electronic; existing accts
- Direct and Specific Leads to hotels by market, RFP based, non-electronic, new accts

Cost per Lead

■ 2017 ■ 2018



BOOKINGS (DEFINITES)

CVB 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.
- CVB Staff confirm with the hotel meeting dates, room block and number of attendees.

BOOKINGS (ASSISTS)

Bureau Assist:

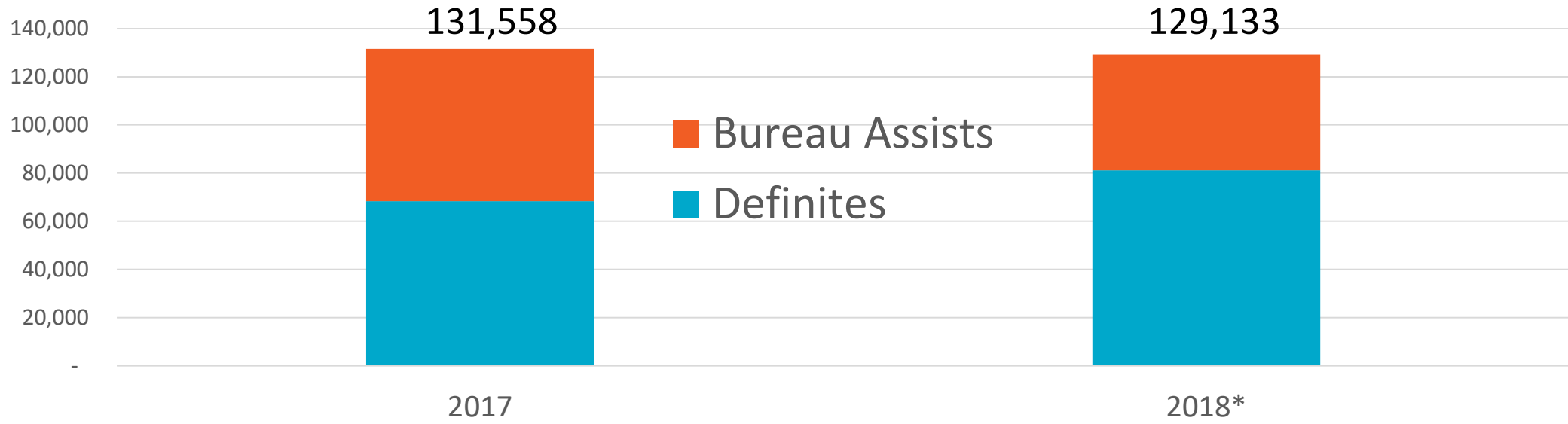
- A sales manager has been engaged in and contributed to the selling process that led to the booking of rooms for a group (i.e., trade show, phone discussion, printed materials provided, destination photos provided, sponsorships, destination information from our website, etc.). Must be documented and 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
- 2 Confidential Industry Events 5,009
- TOTAL 36,083 room nights

Est room nights booked - group travel



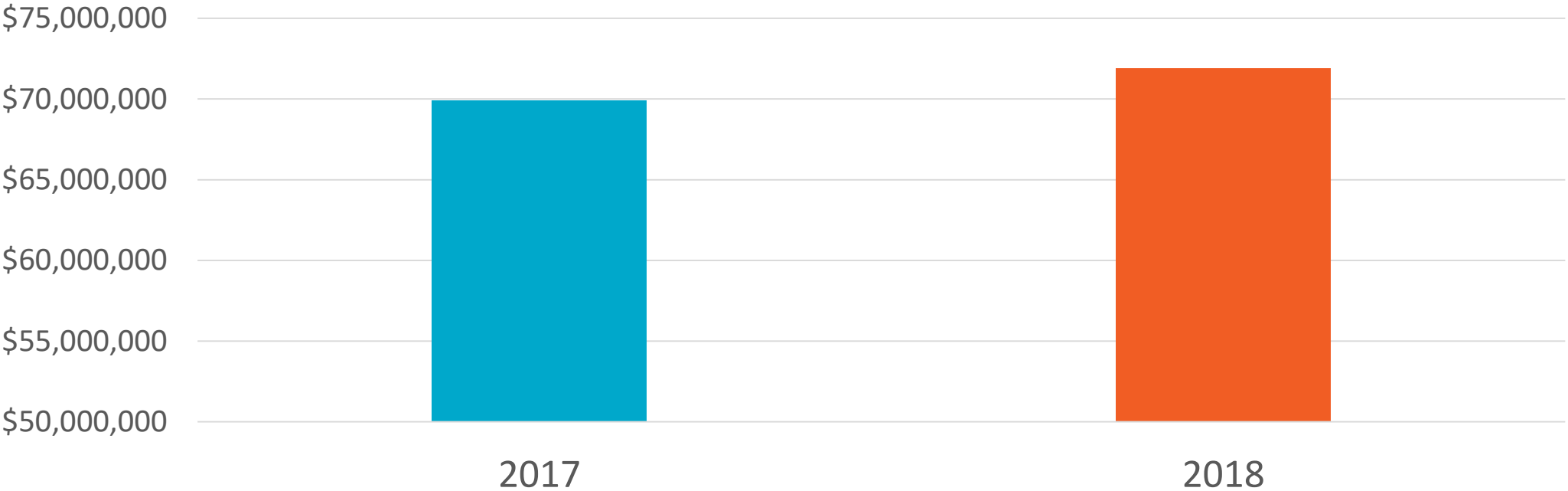
* See Signature Events

Economic Impact Calculator

Developed by Destinations International with Tourism Economics:

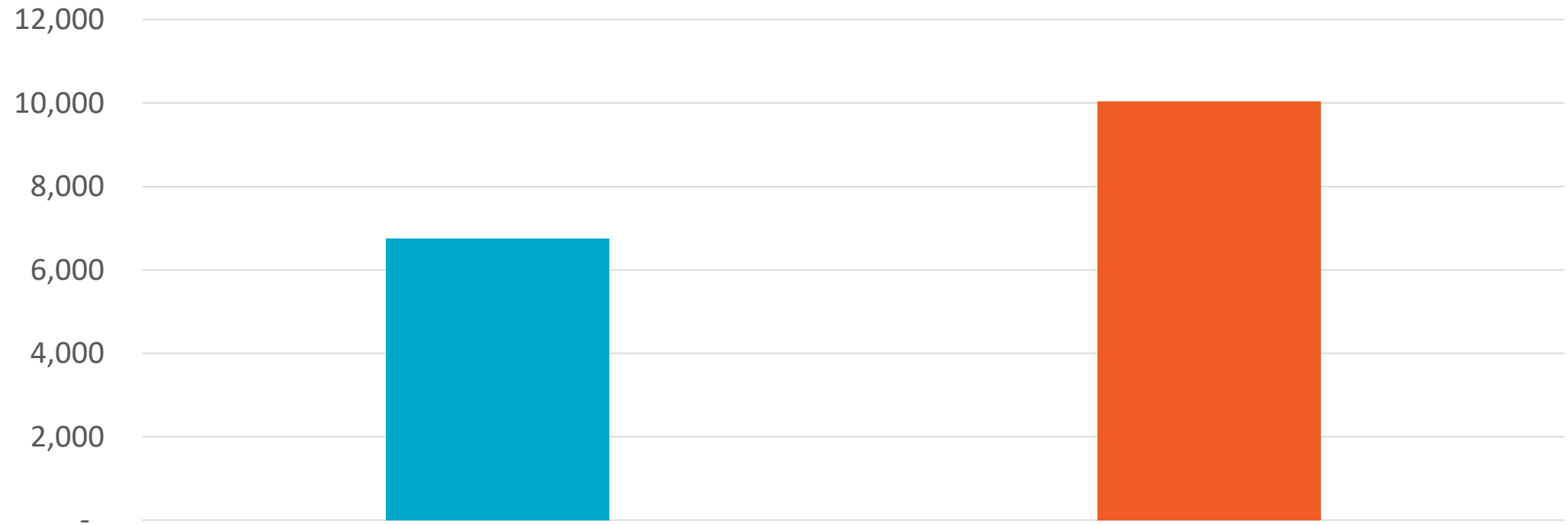
- Industry standard
- Consistent methodology
- Localized Data – tax rates, per diem costs, impact multipliers, delegate spending
- Default data based on industry standards
- Specific data can be input when varies from default
- Calculates value of groups, events, etc to community

Community economic impact - booked groups



Group Servicing Activities

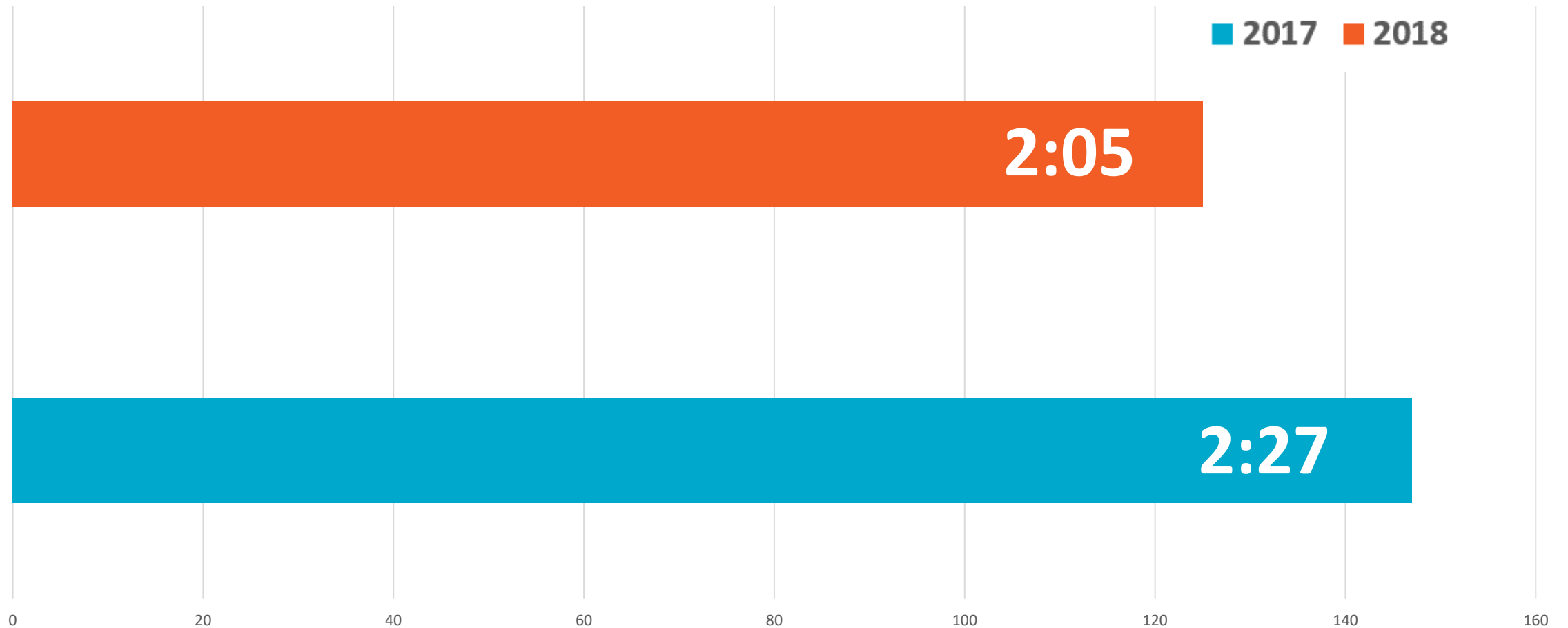
■ 2017 ■ 2018



VisitCOS.com – Website KPI's



Length of Website Visit



Top Referring Sites

colorado.com

facebook.com

Google Ad Words

pinterest.com

coloradosprings.gov

Various Search Engines

gazette.com

sgiz.mobi

instagram.com

gardenofgods.com

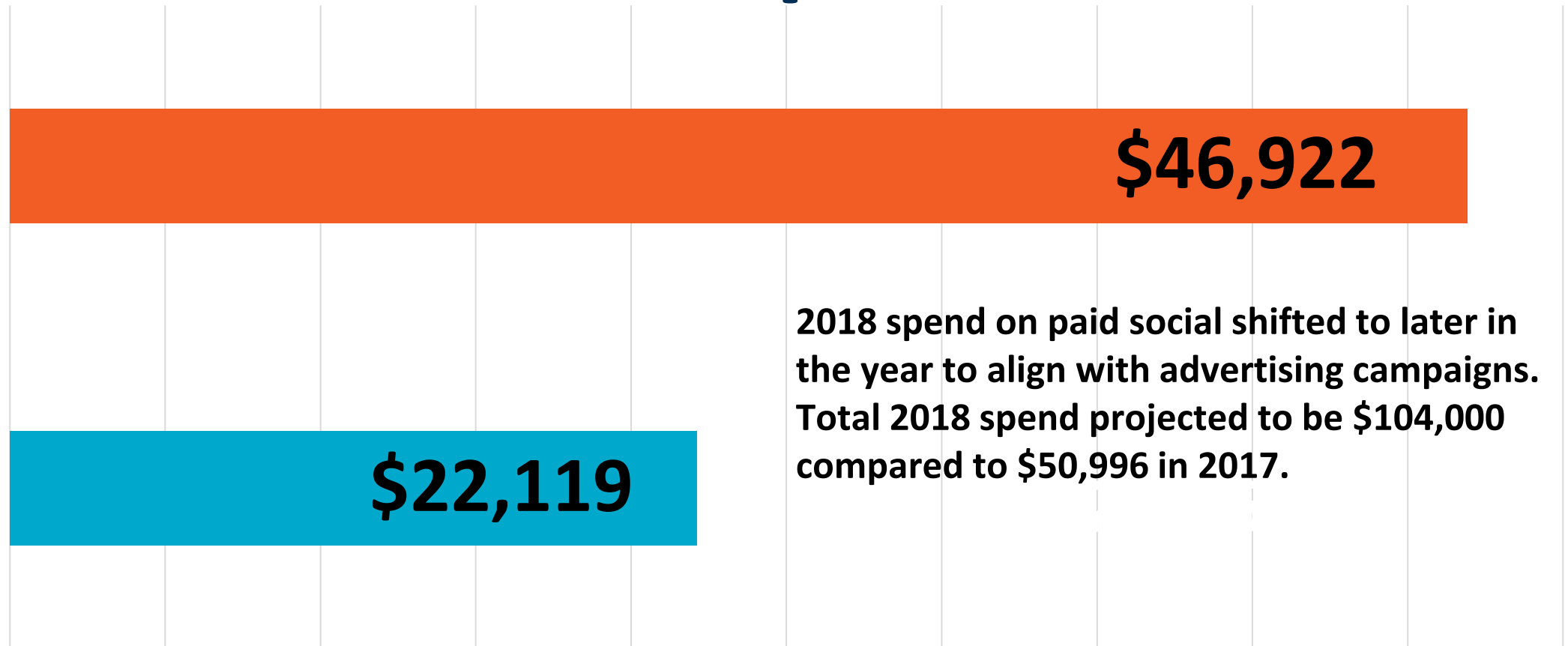
Advertising on VisitCOS.com

(# of ad units on the site)

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

Social Media Spend

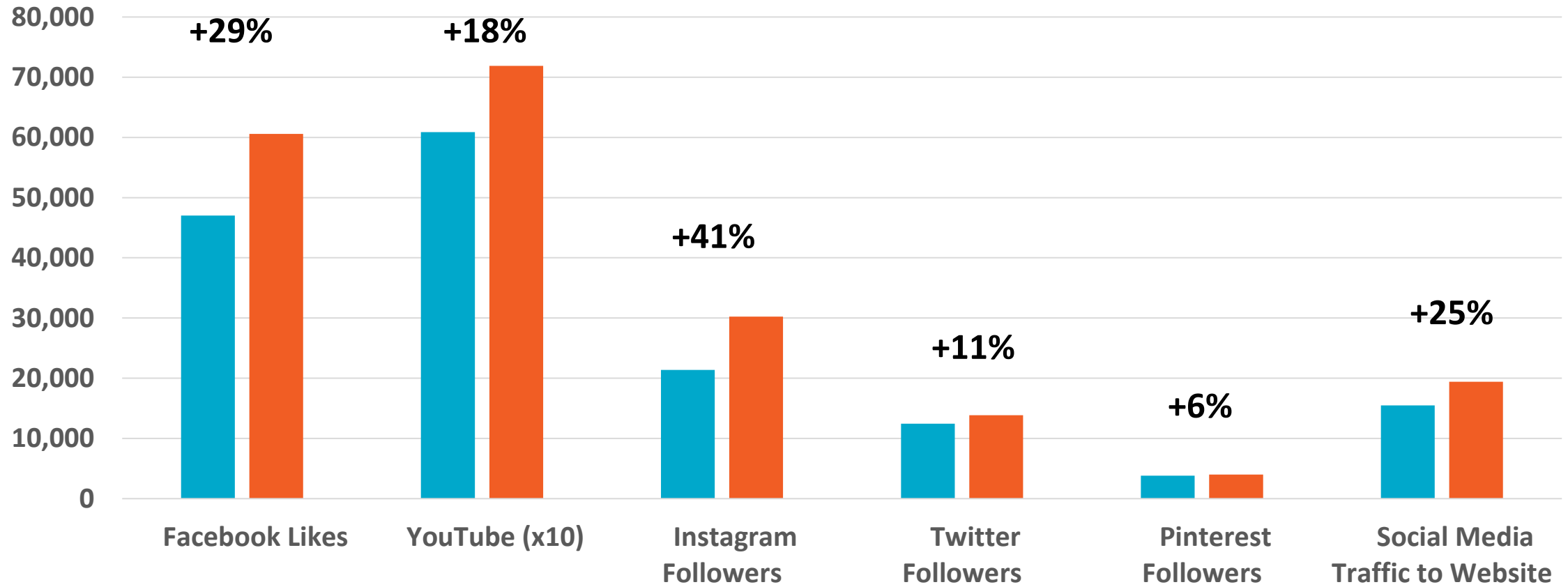
■ 2017 ■ 2018



2018 spend on paid social shifted to later in the year to align with advertising campaigns. Total 2018 spend projected to be \$104,000 compared to \$50,996 in 2017.

Social Media

■ 2017 ■ 2018

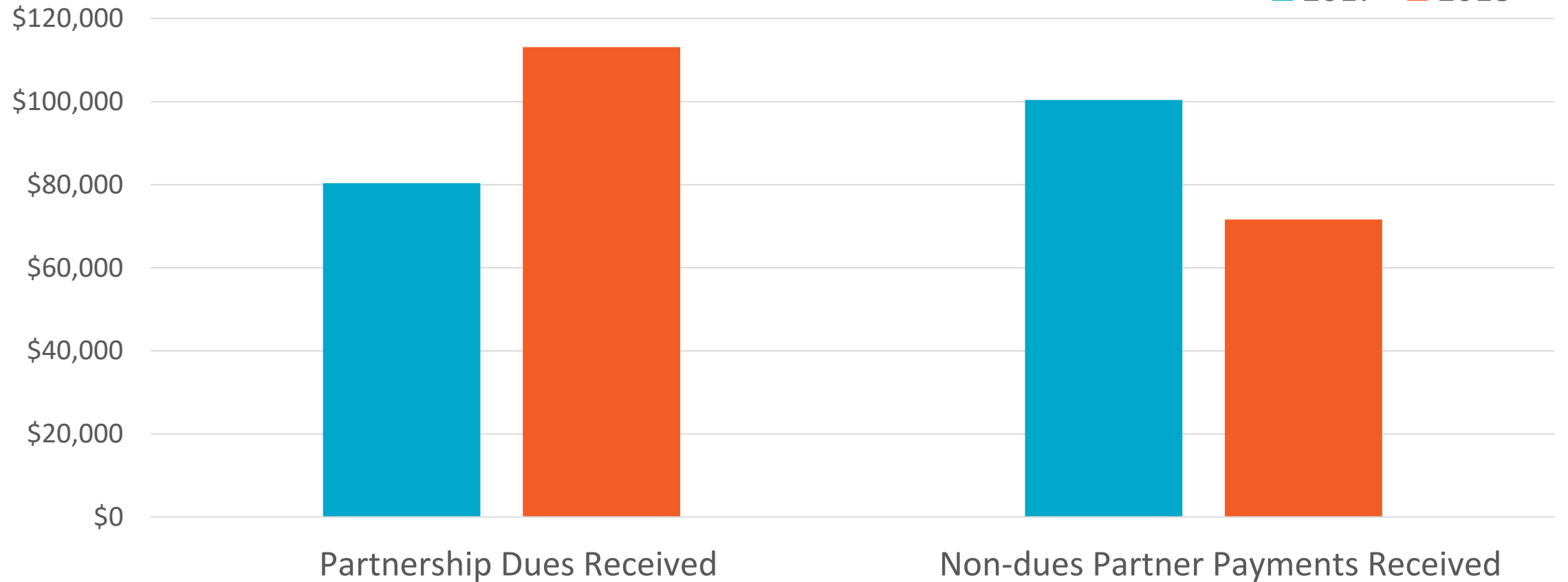


Social Media/PR Initiatives Generating Traffic to Partners

- Emphasis on driving traffic to VisitCOS.com
- Paid shifted to align with advertising campaigns
- Major pushes
 - USA Today rankings
 - Videos on Facebook, YouTube, Twitter
 - Holiday focused – Easter, Memorial Day
 - Monthly blog highlighting 9 partner events
 - Updates on ways to navigate Pikes Peak Highway with traffic changes, etc.
 - Major paid push for Crafts & Drafts.

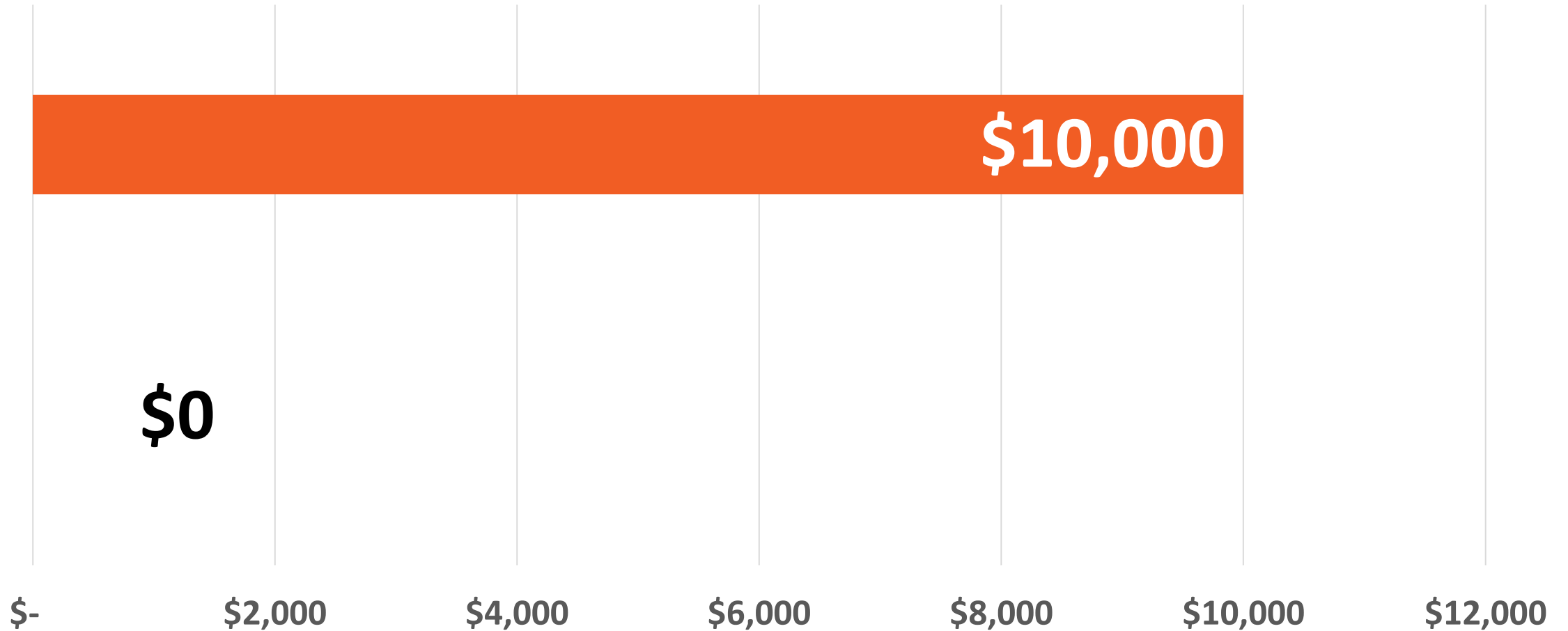
Partnership Payments Received

■ 2017 ■ 2018



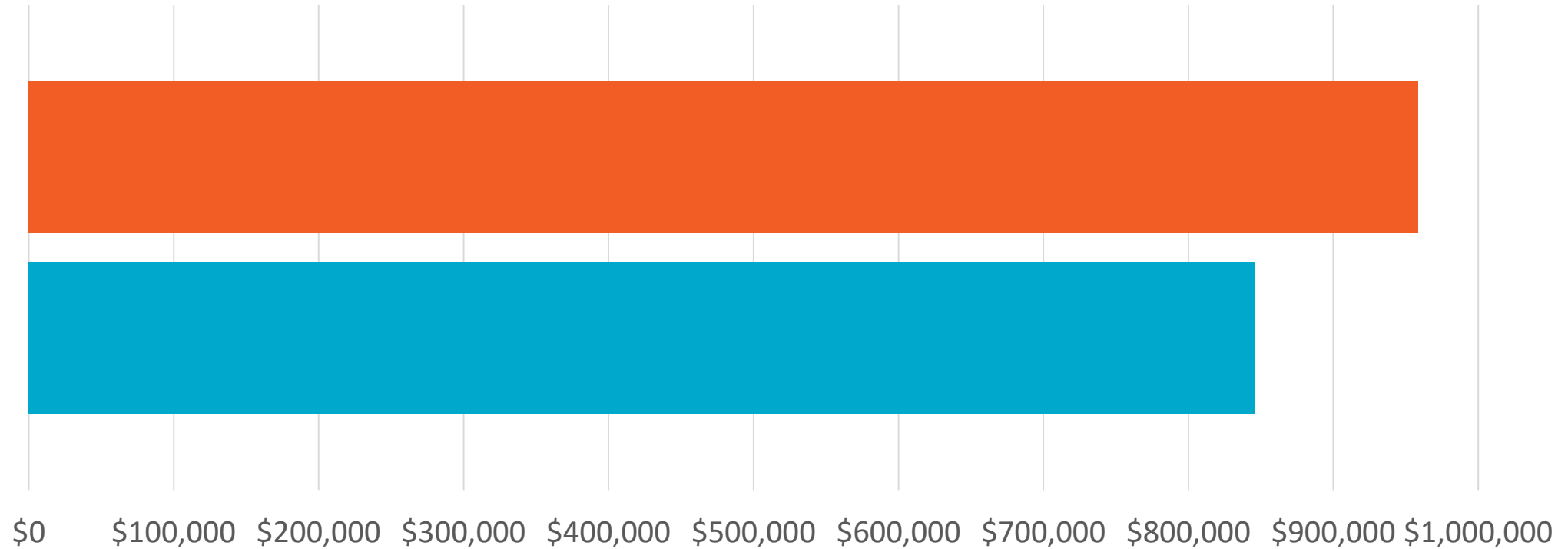
Co-Op Revenue

■ 2017 ■ 2018



Advertising Spend

■ 2017 ■ 2018



Q2 Markets

Leisure Travel

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

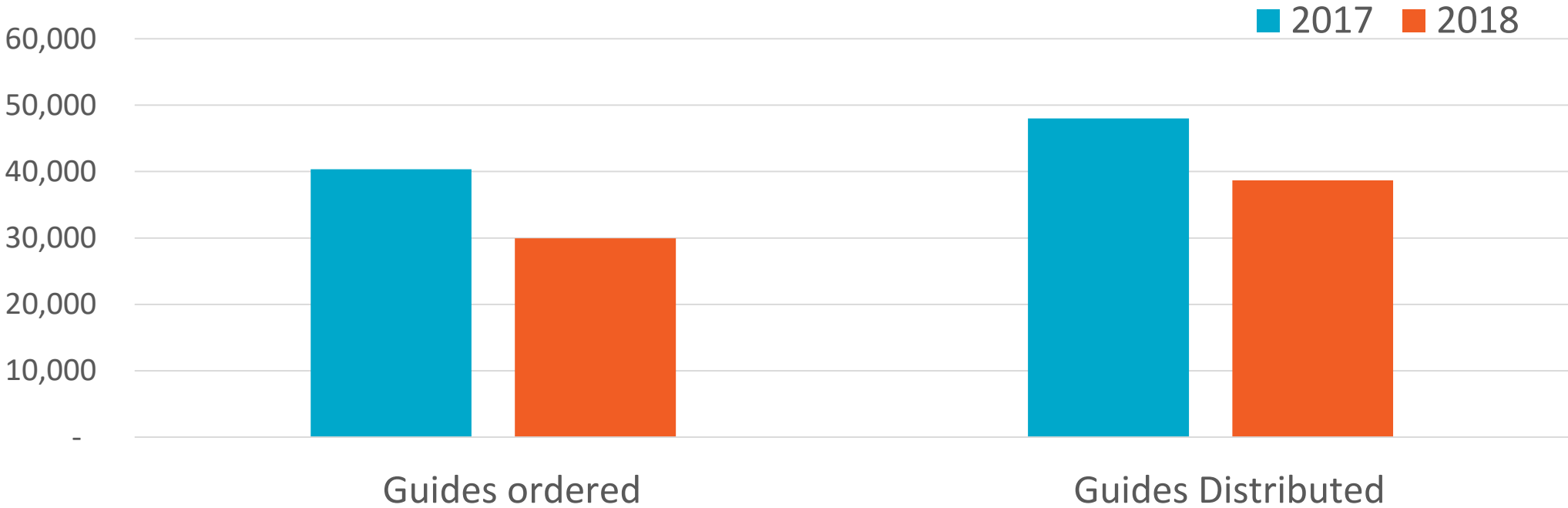
Group Travel

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

Origin of Printed Guide Requests

- VisitCOS.com (19,133)
- Colorado.com (3,540)
- AARP Reader Response (2,982)
- Pikes Peak Country Attractions (2,346)
- Colorado State Guide (1,334)
- Go-Colorado.com (520)
- Texas Monthly Reader Svc (424)
- Colorado Vacation Planner (Activity Ctr, 291)

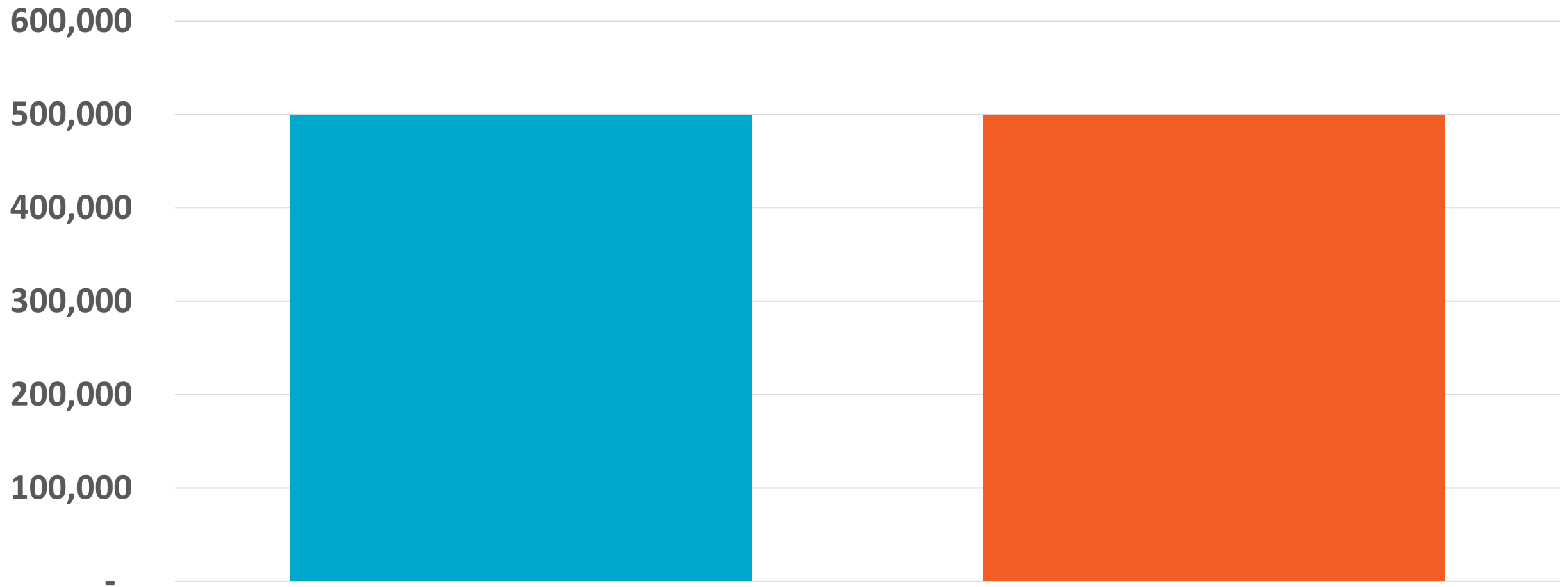
Official Visitor Guide Visitor Services



Official Visitor Guides

Printed & Distributed

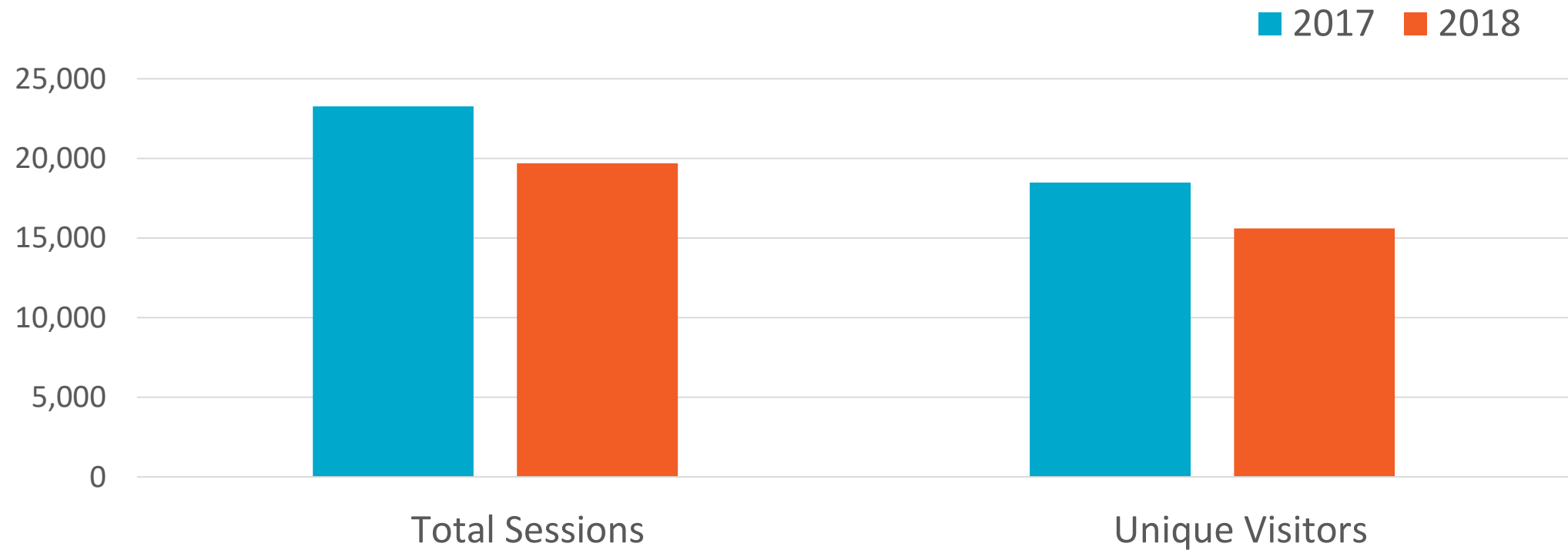
■ 2017 ■ 2018



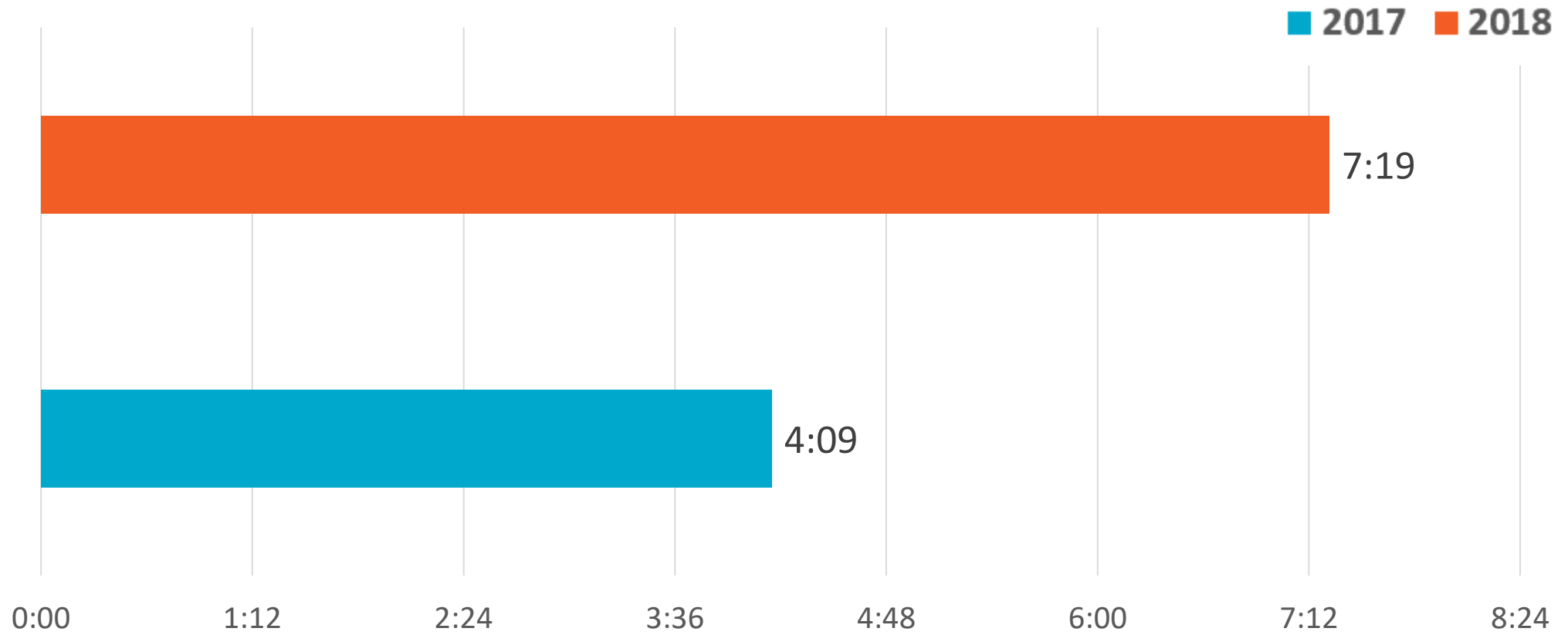
Top Referring Sites to Electronic Visitor Guide

- ColoradoSprings.gov 1,536
- GardenOfTheGodsClub.com 215
- Facebook 68

Electronic Official Visitor Guide



Length of Visit to Electronic OVG





**COLORADO
SPRINGS**
**CONVENTION &
VISITORS BUREAU**

Group Meetings Video

<https://www.youtube.com/watch?v=vUkC5i66rs>



**COLORADO
SPRINGS**
CONVENTION &
VISITORS BUREAU

Thank You