

2016 Q4 Report

Contract Amount: \$3,249,067

LART

Collections & Change Over

2015 YTD Actual	2016 YTD Actual	2016 Estimate
\$5,056,916	\$5,846,258	\$4,875,000
+13.4%	+15.6%	+4.0%



**COLORADO
SPRINGS**
CONVENTION &
VISITORS BUREAU



RevPAR

% Year over Year

Colorado Springs
+13.7%

Front Range
+2.6%

2016 Q4 Report

Group Travel Servicing & Bookings	2015 YTD Actual	2016 YTD Actual	2016 Goal
# Group Servicing Activities	9,880	9,098	8,202
Room Nights	245,923	280,554	262,770
Room Night Economic Impact	\$121,412,492	\$129,770,615	\$132,352,900

Group Sales Lead Generation	2015 YTD Actual	2016 YTD Actual	2016 Goal
# Trade Shows	39	41	37
# Group Leads New Accounts	428	512	~
# Group Leads Existing Accounts	195	211	~
Total Group Leads	623	723	636**
Cost Per Lead	\$2,367	\$1,958	\$2,211**

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Marketing Activities	2015 YTD Actual	2016 YTD Actual	2016 Goal	Visitor Guides	2015 YTD Actual	2016 YTD Actual	2016 Goal
\$ Spent on Advertising	\$1,095,104	\$1,566,578	\$998,207	# Ordered	60,662	69,189	65,000
# Website Visits	2,133,766	2,709,656	2,675,000	# Distributed	72,487	77,253	75,000
Social Media Impressions*	242,327	148,531	250,000	# Viewed Online	49,112	48,744	60,000

Revenue	2015 YTD Actual	2016 YTD Actual	2016 Goal
Partner Revenue	\$437,469	\$416,417	\$478,080

* Promoted YouTube of Big Moments video added 27k impressions in Q1/2015

** Goals revised during Q3 for consistency between markets