

2014 Q2 Report

Contract Amount: \$2,666,666

LART

Collections & Change
Over Previous Year

2013 YTD Actual	2014 YTD Actual	2014 Estimate
\$1,310,211	\$1,387,220	~
+3.0%	+5.88%	+2.7%



**COLORADO
SPRINGS**
CONVENTION &
VISITORS BUREAU

RevPAR

% Year over Year

Colorado Springs
+4.7%

Front Range
+16.4%

Group Travel Servicing & Bookings	2013 YTD Actual	2014 YTD Actual	2014 Goal
# Group Servicing Activities	4,566	4,953	8,075
Room Nights	79,188	79,859	224,500
Room Night Economic Impact	\$30,663,652	\$54,929,496 *	\$97,930,000

Group Sales Lead Generation	2013 YTD Actual	2014 YTD Actual	2014 Goal
# Trade Shows	20	24	44
# Group Leads New Accounts	157	222	~
# Group Leads Existing Accounts	48	67	~
Total Group Leads	205	289	390
Cost Per Lead	\$2,828	\$2,312	\$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	\$653,463	802,701	\$868,395	# Ordered	31,203	25,722	40,000
# Website Visits	631,620	676,352	1,100,000	# Distributed	37,697	39,482	42,000
# Social Media Impressions	4,308,433	1,705,502	7,577,848	# Viewed Online	9,326	29,506	26,250

Revenue	2013 YTD Actual	2014 YTD Actual	2014 Goal
Partner Revenue	\$132,333	\$153,223	408,771

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