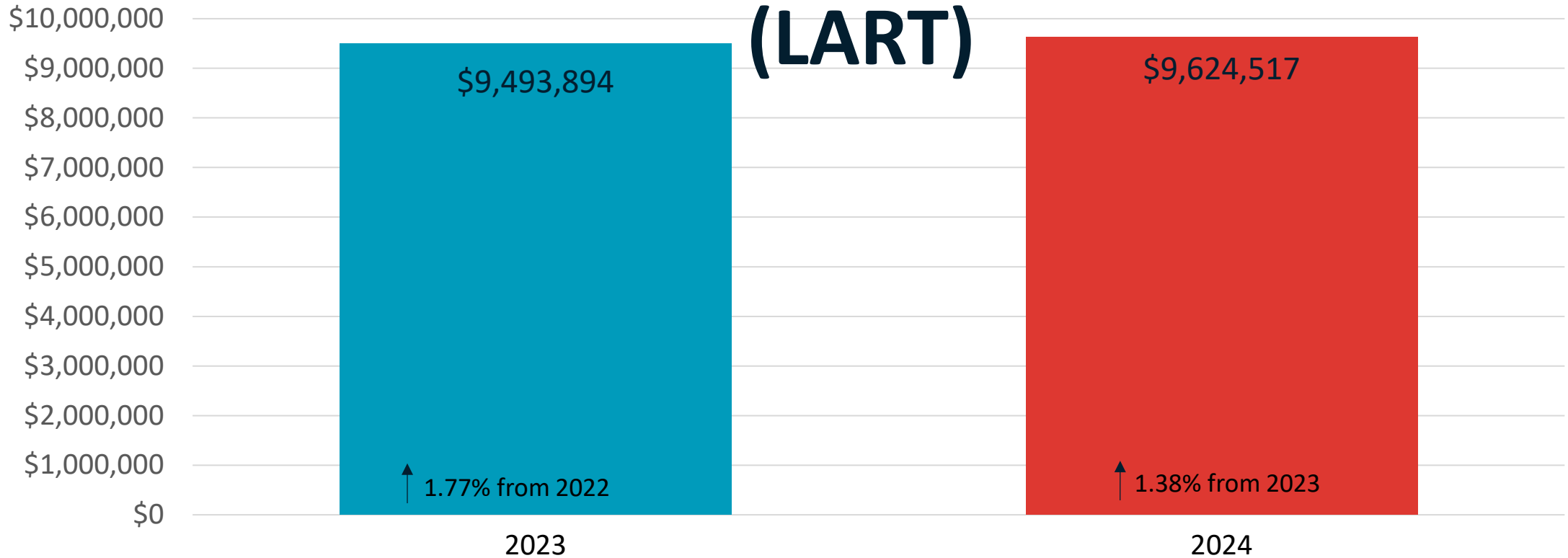




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Q3 & Q4, 2024 KPI Report

# Lodgers and Auto Rental Tax (LART)



*Colorado Springs Report of December 2024 Vendor Collections for Activity thru November 2024.*

# POSITIVE ECONOMIC EFFECTS OF TOURISM IN THE PIKES PEAK REGION

- Visitor spending totaled \$2.9 Billion
- VisitCOS group sales, sports and special events brought in \$153,128,991M
- Tourism revenue saved each local family of four \$945 in annual taxes
- Tourism accounts for 40,000 jobs
- Hotel occupancy rates in 2024 averaged 63.2%, down 1.8% from 2023

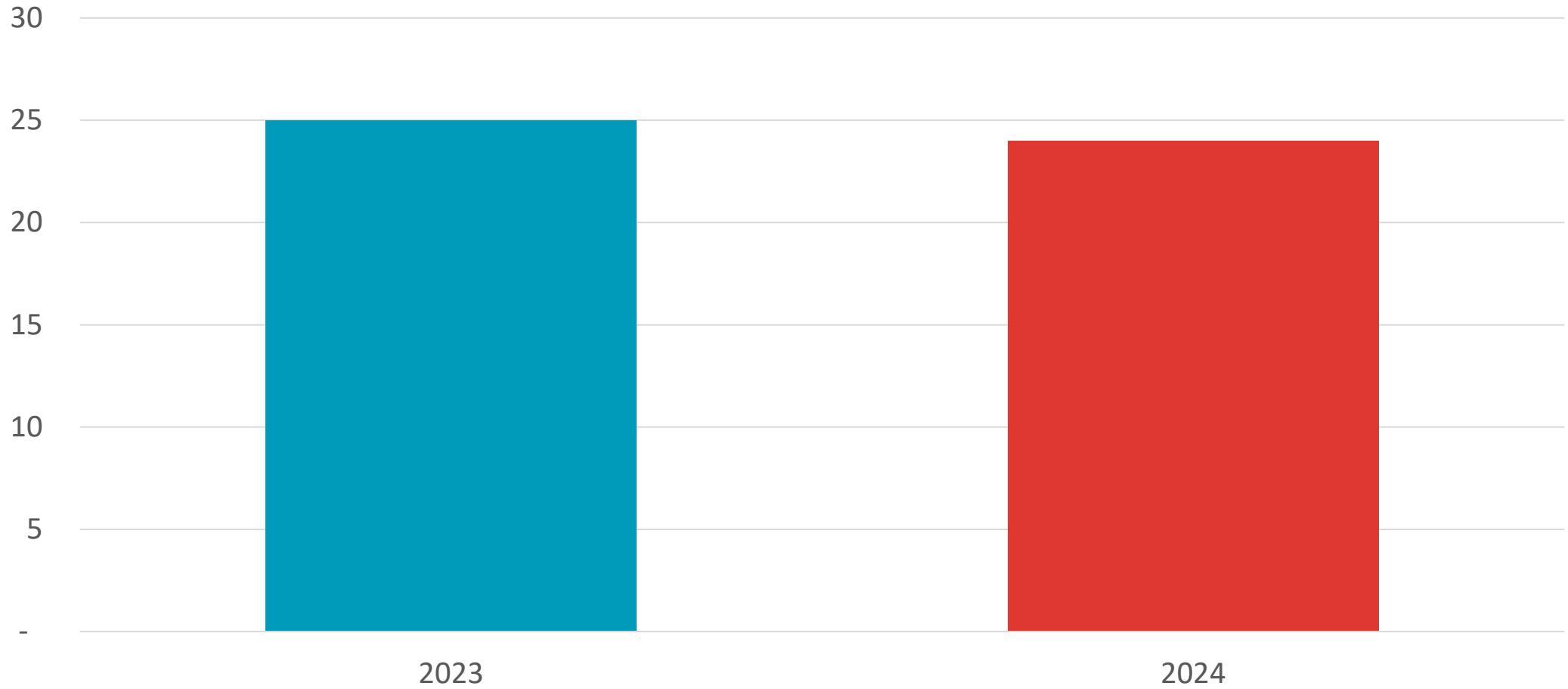




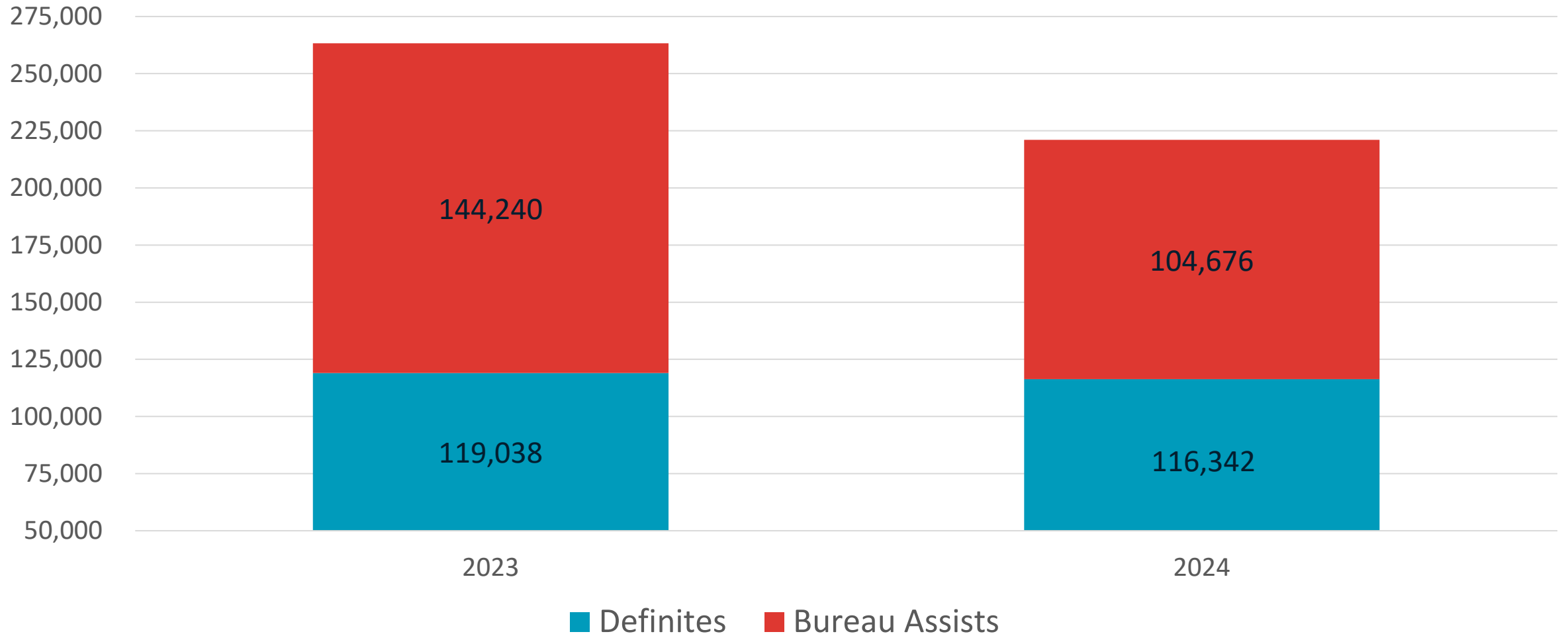
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GROUP  
SALES

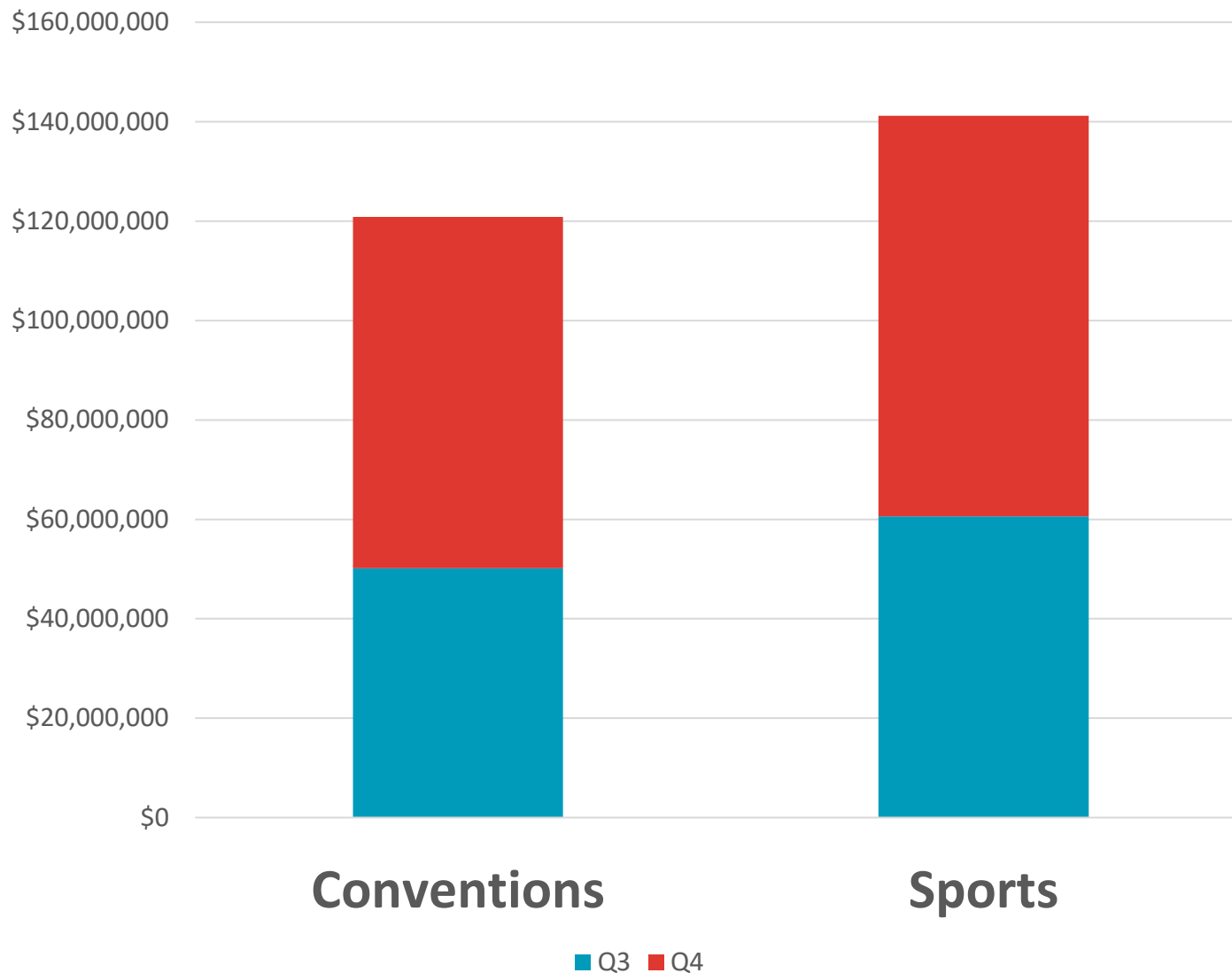
# Trade Shows Attended



# Estimated room nights booked for group travel



# Economic Impact Q3/Q4 2024



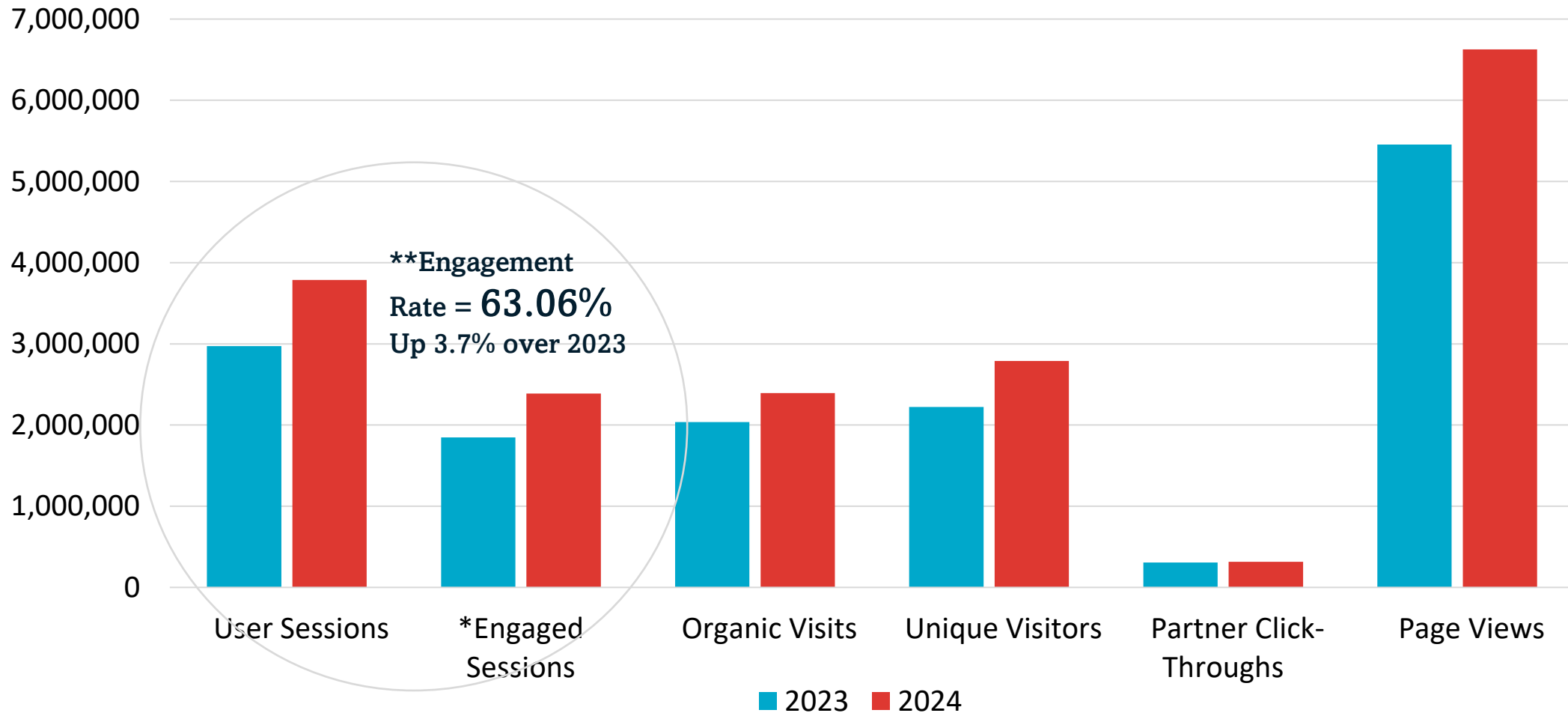


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MARKETING,  
COMMUNICATIONS,  
PARTNERSHIP,  
VISITOR SERVICES

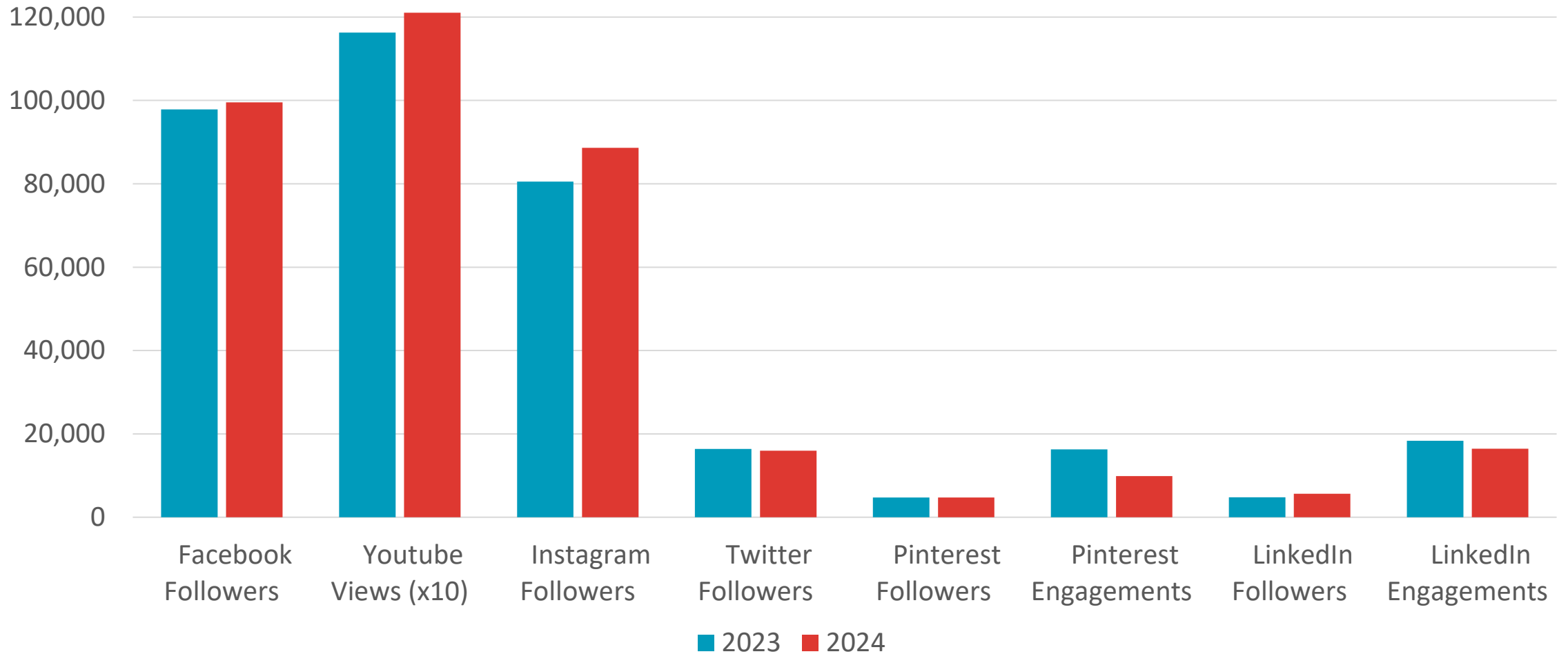


# VisitCOS.com - Website KPIs



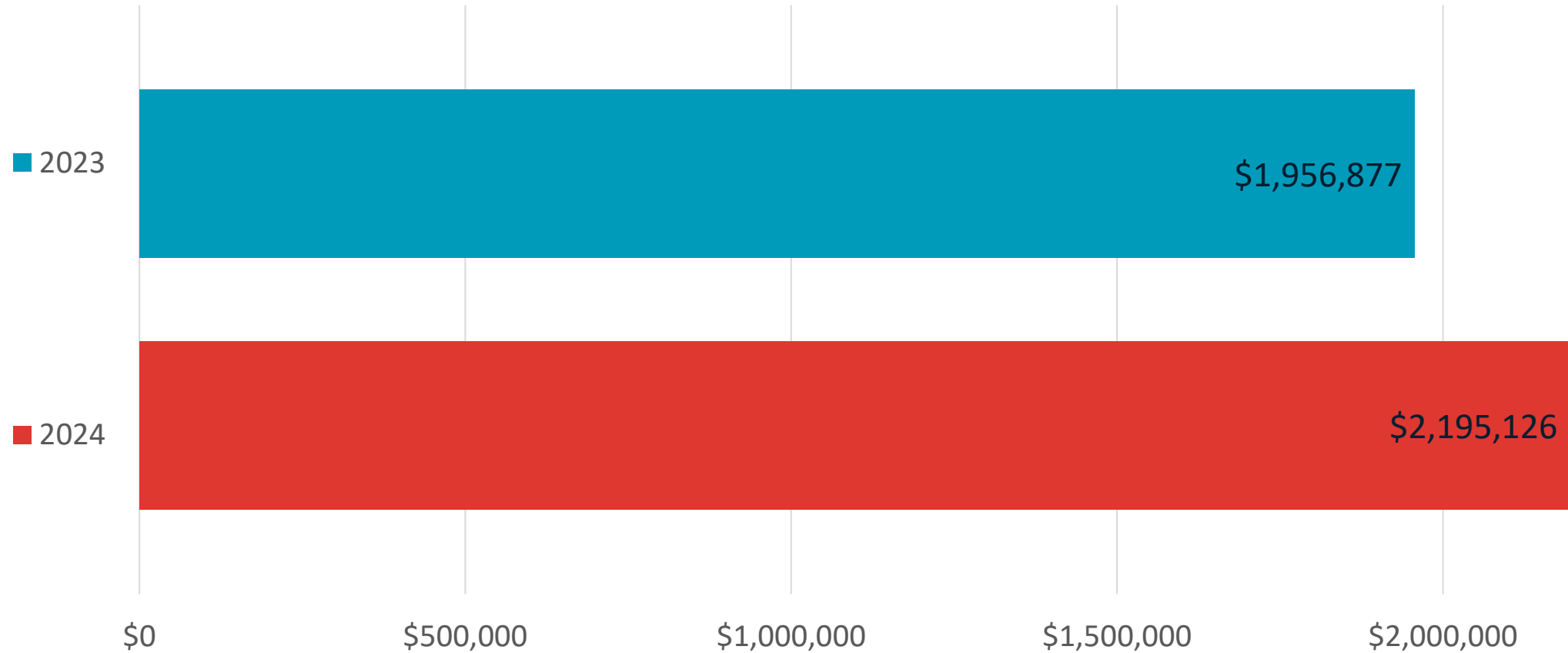
Our website has shown significant growth year-over-year, aligning 2024 with our pre-COVID benchmark year of 2019. **\*Engaged Sessions:** Engaged Sessions are triggered for each new pageview, website interactions, engagement time, and scroll events. **\*\*Engagement Rate:** Engagement Rate is the number of Engaged Sessions divided by the Total User Sessions.

# Social Media Activity



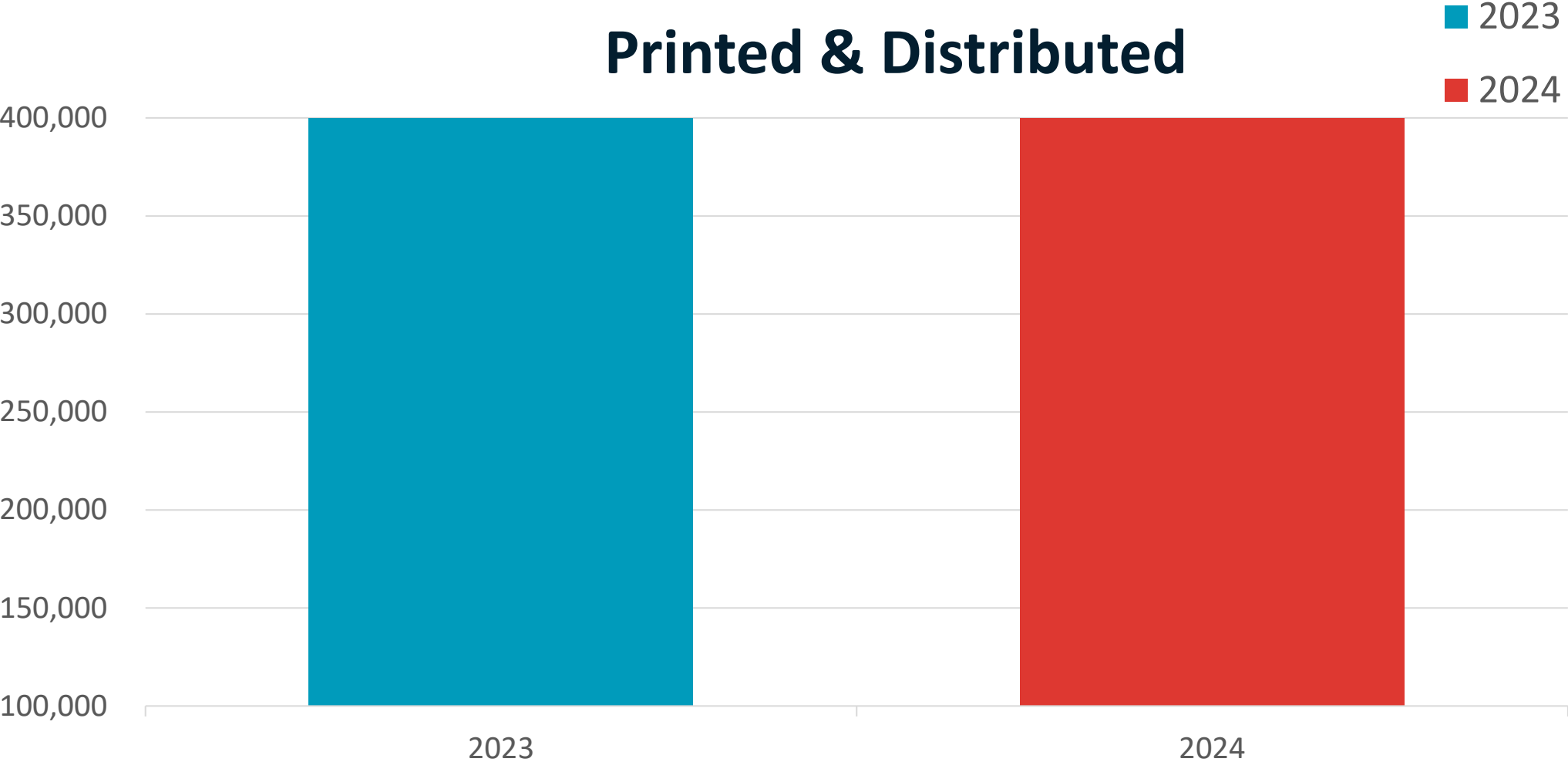
# Total Advertising

2024 Budget = \$2,238,173.00





# Official Vacation Planner

## Printed & Distributed




## RESIDENT SENTIMENT SURVEY: (sample size: 400)

- **Tourism Importance:** 44% of voters consider tourism policy important to their vote
- **Economic Impact:** 79% of respondents believe increased tourism enhances economic opportunities, citing improved city revenue and business growth
- **Quality of life:** 33% state tourism enhances quality of life while 40% state it diminishes their quality of life

- 
- 80% agree the industry should educate visitors on how to be responsible and respectful travelers
  - 40% agree that VCOS should do more to attract visitors
  - 20% disagree and 40% have no opinion
  - 88% are aware of efforts to promote COS as Olympic City USA
- 



## Positive Impacts:

- **60% stated the positives outweigh the negatives**
  - **82% agree that tourism has a positive impact on local businesses**
- 



## Positive Impacts:

- **52% cite tourism creates more leisure choices, revenue for city/small businesses and increased economic opportunity**
  - **45% said they have access to more quality restaurants, events and other recreational opportunities because of tourism in COS**
- 





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Thank You!