

2017 Q4 Report

Contract Amount: 3,678,667

LART

Collections & Change Over

2016 YTD Actual	2017 YTD Actual	2017 Estimate
\$5,530,045	\$6,303,918	\$5,518,000
+14.8%	+14.0%	+2.9%



**COLORADO
SPRINGS**
CONVENTION &
VISITORS BUREAU



RevPAR

%Δ Year over Year

Colorado Springs
+8.7%

Front Range
+3.0%

2017 Q4 Report

Group Travel Servicing & Bookings	2016 YTD Actual	2017 YTD Actual	2017 Goal
# Group Servicing Activities	9,098	12,405	10,000
Room Nights	280,554	309,193	294,582
Room Night Economic Impact	\$129,770,615	\$179,133,372	\$137,654,037

Group Sales Lead Generation	2016 YTD Actual	2017 YTD Actual	2017 Goal
# Trade Shows	41	40	43
# Group Leads New Accounts	512	627	~
# Group Leads Existing Accounts	211	214	~
Total Group Leads	723	841	760
Cost Per Lead	\$1,958	\$1,895	\$2,085

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Marketing Activities	2016 YTD Actual	2017 YTD Actual	2017 Goal	Visitor Guides	2016 YTD Actual	2017 YTD Actual	2017 Goal
\$ Spent on Advertising	\$1,566,578	\$1,728,279	\$1,371,161	# Ordered	69,189	60,510	72,000
# Website Visits	2,709,656	2,385,802	2,900,000	# Distributed	77,253	67,973	79,500
Paid Social Media*	~*	\$50,996	\$82,500	# Viewed Online	48,744	36,795	52,000

Revenue	2016 YTD Actual	2017 YTD Actual	2017 Goal
Partner Revenue	\$416,417	\$445,539	\$478,080

* Metrics changed in 2017