

2014 Q3 Report

Contract Amount: \$2,666,666

LART

Collections & Change
Over Previous Year

2013 YTD Actual	2014 YTD Actual	2014 Estimate
\$2,842,516	\$3,109,874	~
+4.4%	+9.41%	+2.7%



**COLORADO
SPRINGS**
CONVENTION &
VISITORS BUREAU



RevPAR

% Year over Year

Colorado Springs
+8.9%

Front Range
+16.2%

Group Travel Servicing & Bookings	2013 YTD Actual	2014 YTD Actual	2014 Goal
# Group Servicing Activities	5,433	7,361	8,075
Room Nights	156,934	159,571	224,500
Room Night Economic Impact	\$61,785,915	\$87,393,066 *	\$97,930,000

Group Sales Lead Generation	2013 YTD Actual	2014 YTD Actual	2014 Goal
# Trade Shows	35	38	44
# Group Leads New Accounts	218	325	~
# Group Leads Existing Accounts	65	104	~
Total Group Leads	283	429	390
Cost Per Lead	\$3,025	\$1,969	\$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	\$891,705	\$917,163	\$868,395	# Ordered	34,534	34,740	40,000
# Website Visits	960,276	1,142,152	1,100,000	# Distributed	35,484	52,563	42,000
# Social Media Impressions	5,425,343	9,927,873	7,577,848	# Viewed Online	19,983	45,104	26,250

Revenue	2013 YTD Actual	2014 YTD Actual	2014 Goal
Partner Revenue	\$270,036	\$267,849	408,771

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