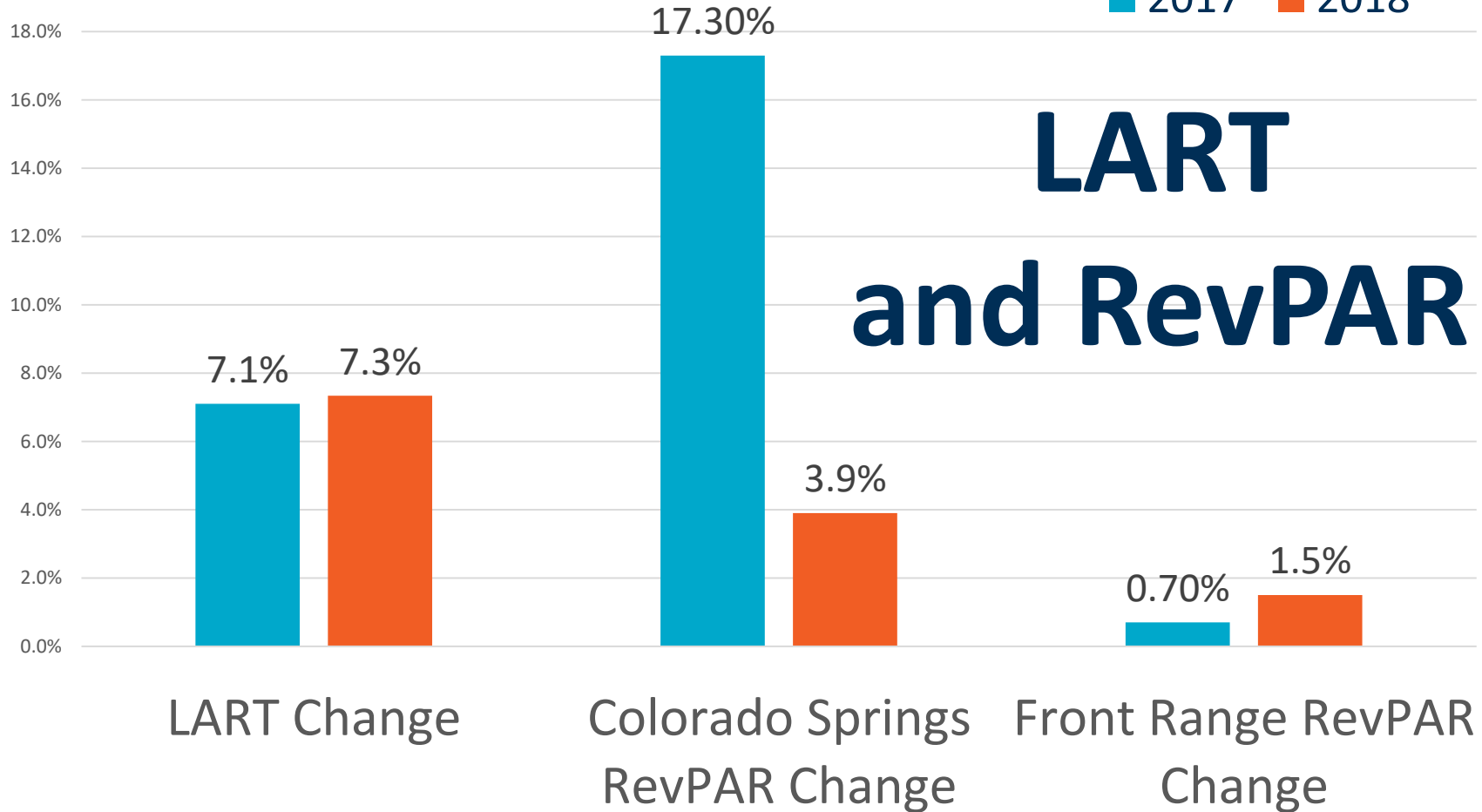


■ 2017 ■ 2018

LART and RevPAR



Q1/18 YTD



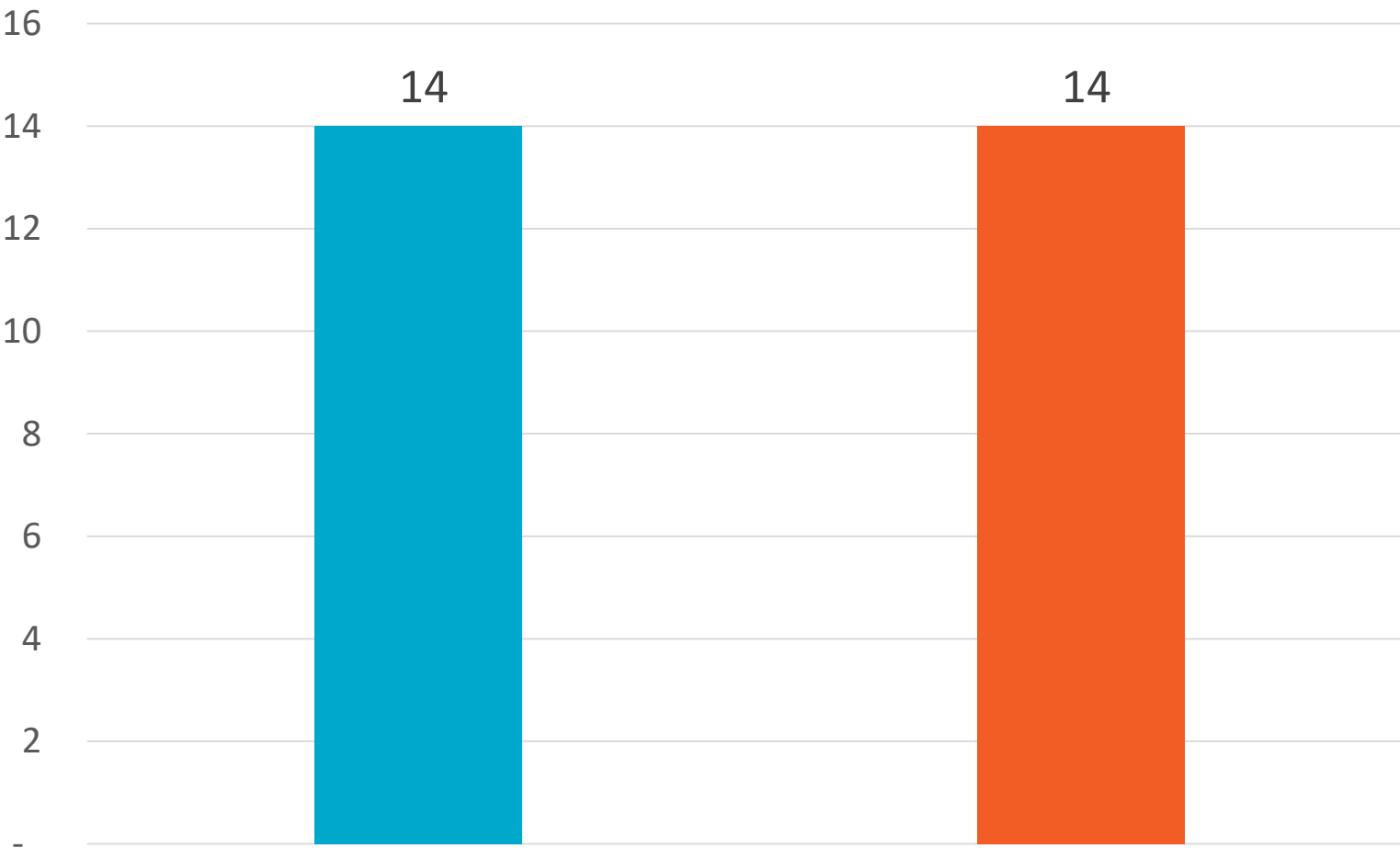
PLAN YOUR MEETING

Plan your next Colorado Meeting, Conference or Group Event in Colorado Springs!

Make planning your Colorado Springs meetings easy. Our CVB staff can help make your event the best attended yet! With great accommodations, facilities, service and stunning scenery, a Colorado Springs meeting or conference is sure to keep your attendees talking. Let our award-winning Convention Sales and Servicing Department help make your conference and meeting planning a success and an experience to remember.

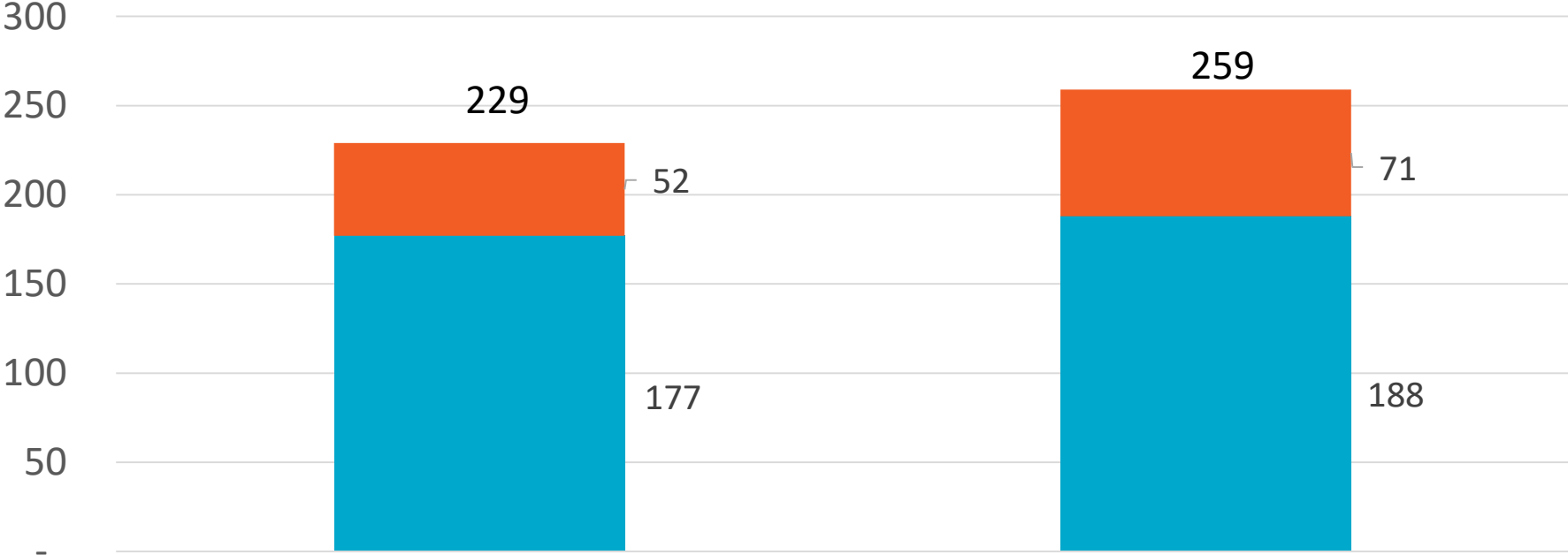
[Submit RFP](#) // [Digital Meeting Planner Guide](#)

Trade Shows Attended



Q1/18 YTD

Group Leads

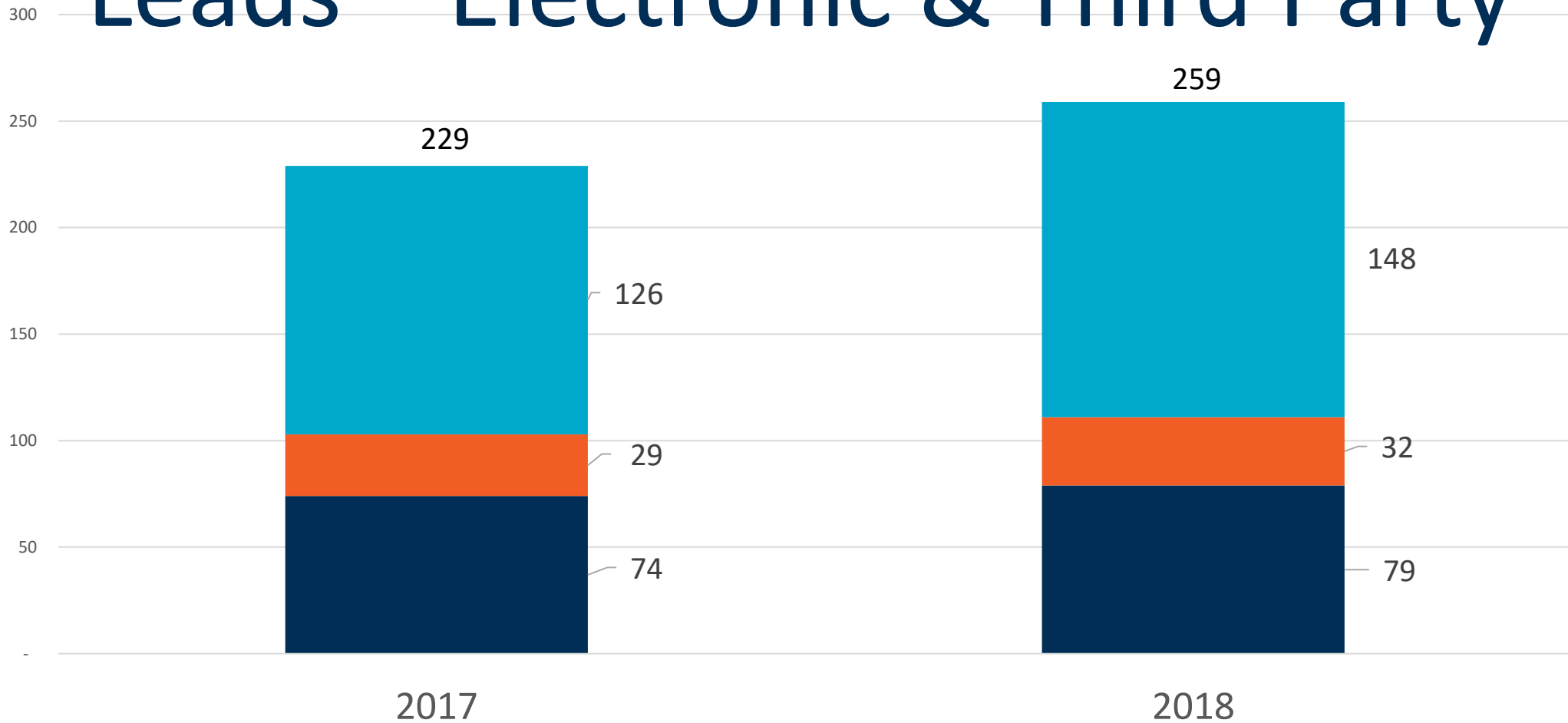


■ Leads-New Accts

■ Leads-Existing Accts

Q1/18 YTD

Leads – Electronic & Third Party



■ Leads via electronic channels and third parties

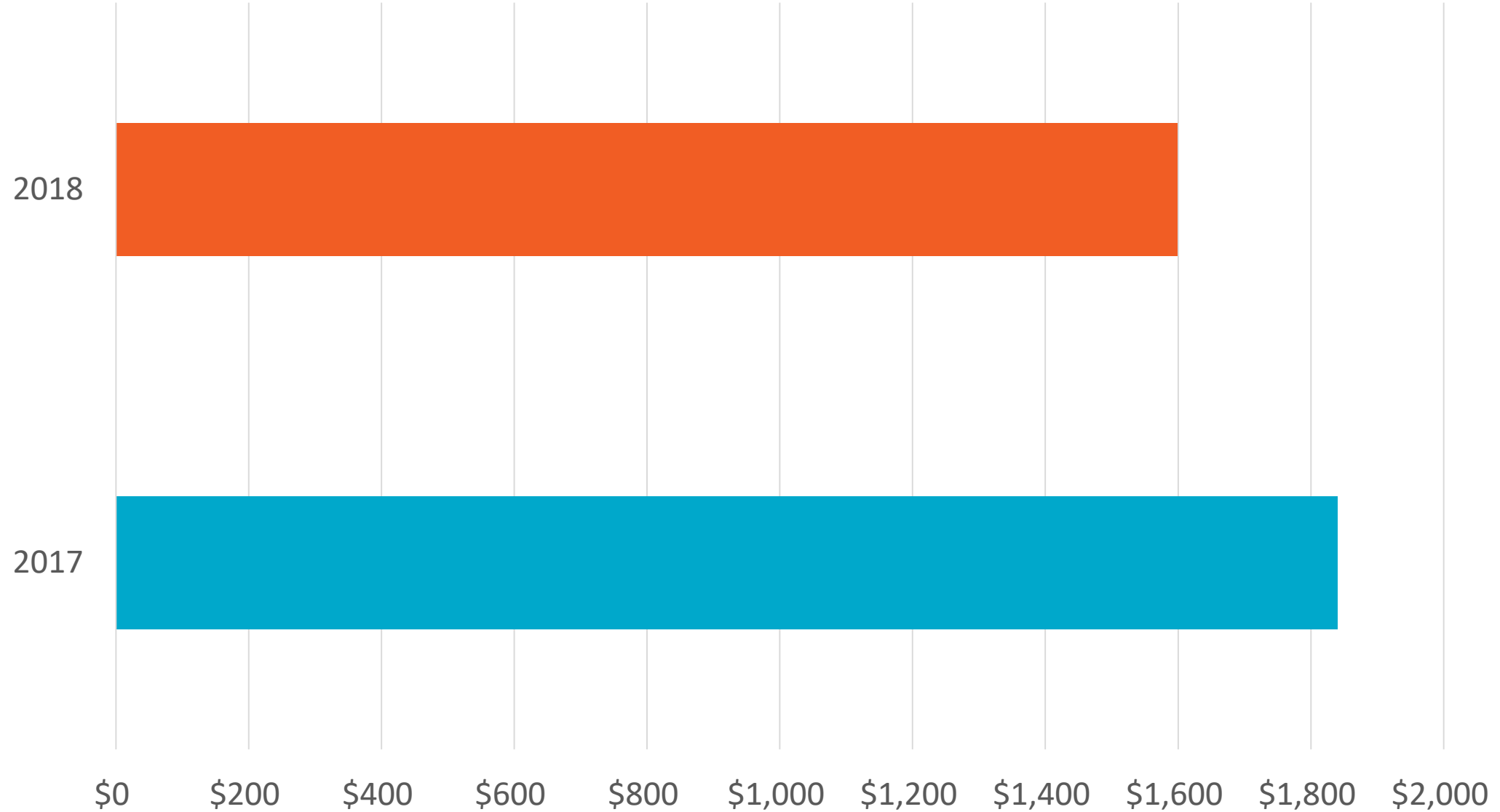
■ Direct and Specific Leads to hotels by market, repeat and RFP based, non-electronic

■ Direct and Specific Leads to hotels by market, new and RFP based, non-electronic

Q1/18 YTD

Q1/18 YTD

Cost per Lead



BOOKINGS (DEFINITES)

CVB Reports If:

- Hotel has received the signed contract from the client.
- CVB Staff confirm with the hotel meeting dates, room block and number of attendees.
- A lead is sent out on behalf of the client and the group has a signed contract with a partner hotel.

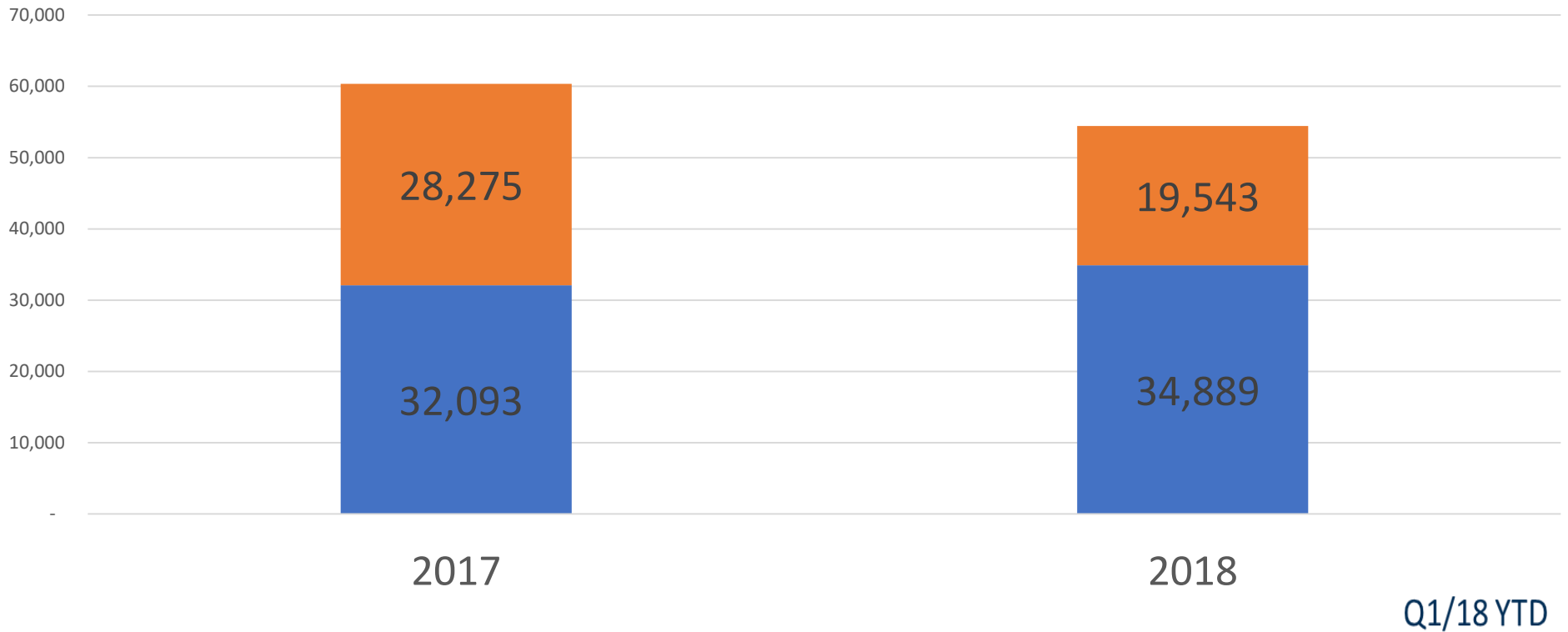
BOOKINGS (ASSISTS)

Bureau Assist:

- A sales manager has been engaged in and contributed to the selling process that led to the booking of rooms for a group (i.e., trade show, phone discussion, printed materials provided, destination photos provided, sponsorships, destination information from our web site, etc.). Must be documented and approved by VP of Sales.

Estimated room nights booked for group travel

■ Definites
■ Bureau Assists

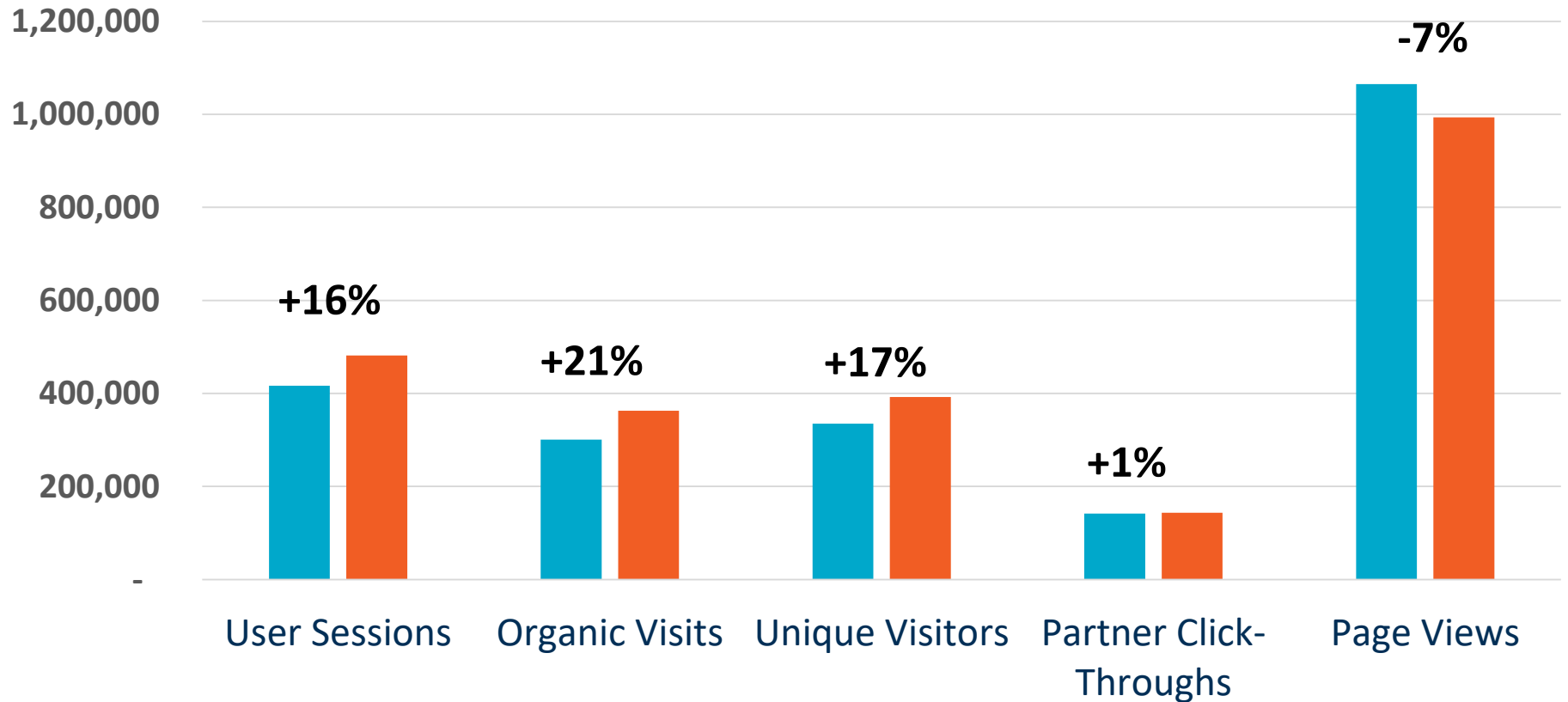


Community economic impact for booked groups



VisitCOS.com

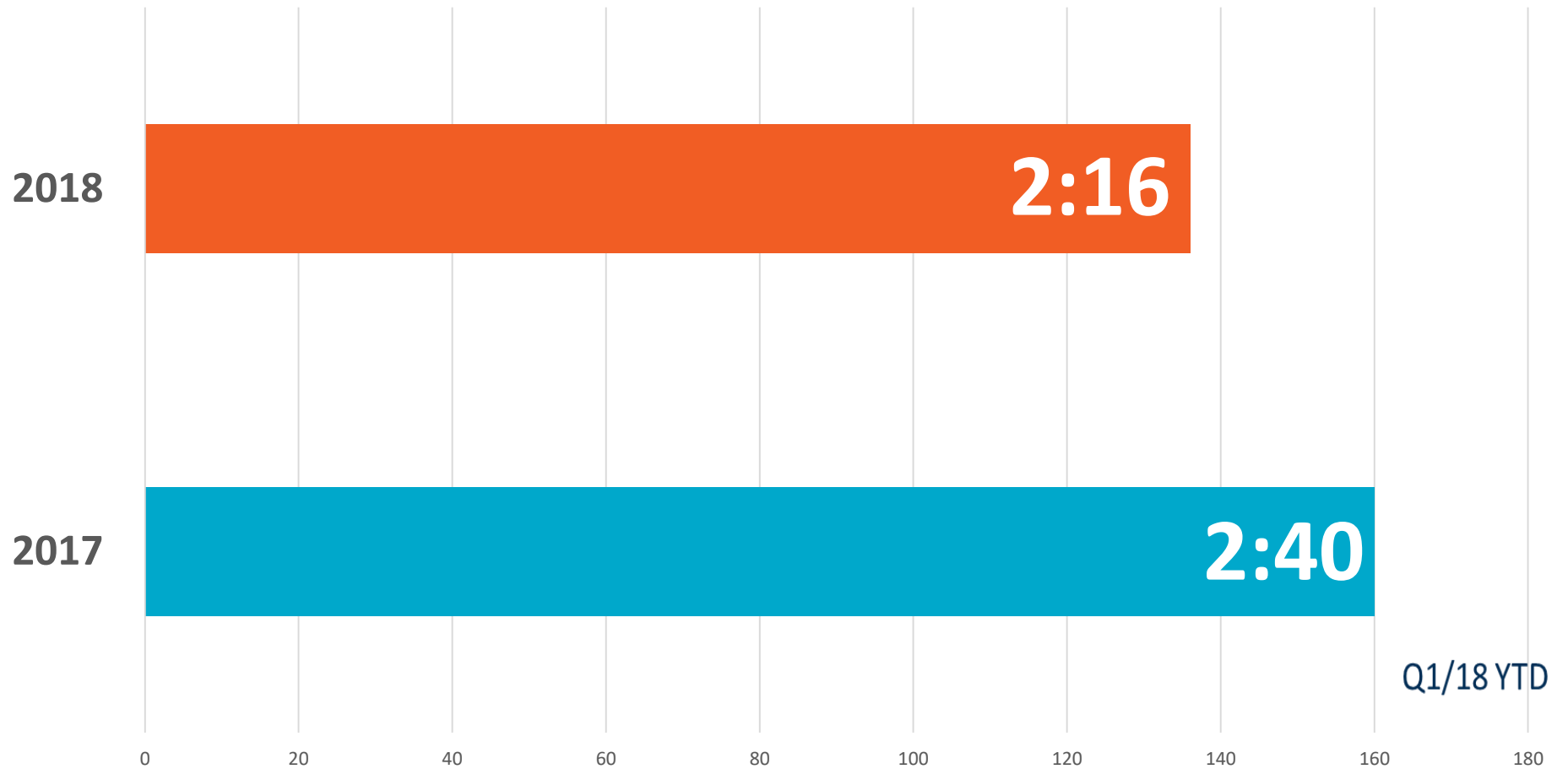
■ 2017 ■ 2018



Q1/18 YTD

Length of Visit

■ 2017 ■ 2018



Top Referring Sites

Facebook – 7,091

Colorado.com – 5,917

Pinterest – 3,348

Various Other Search Engines – 1,726

ColoradoSprings.gov – 1,511

Gazette.com (DMP Survey) – 904

SurveyGizmo.com (DMP Survey) – 783

Instagram – 480

GardenOfGods.com – 202

Electronic Visitor Guide - 199

Advertising on VisitCOS.com

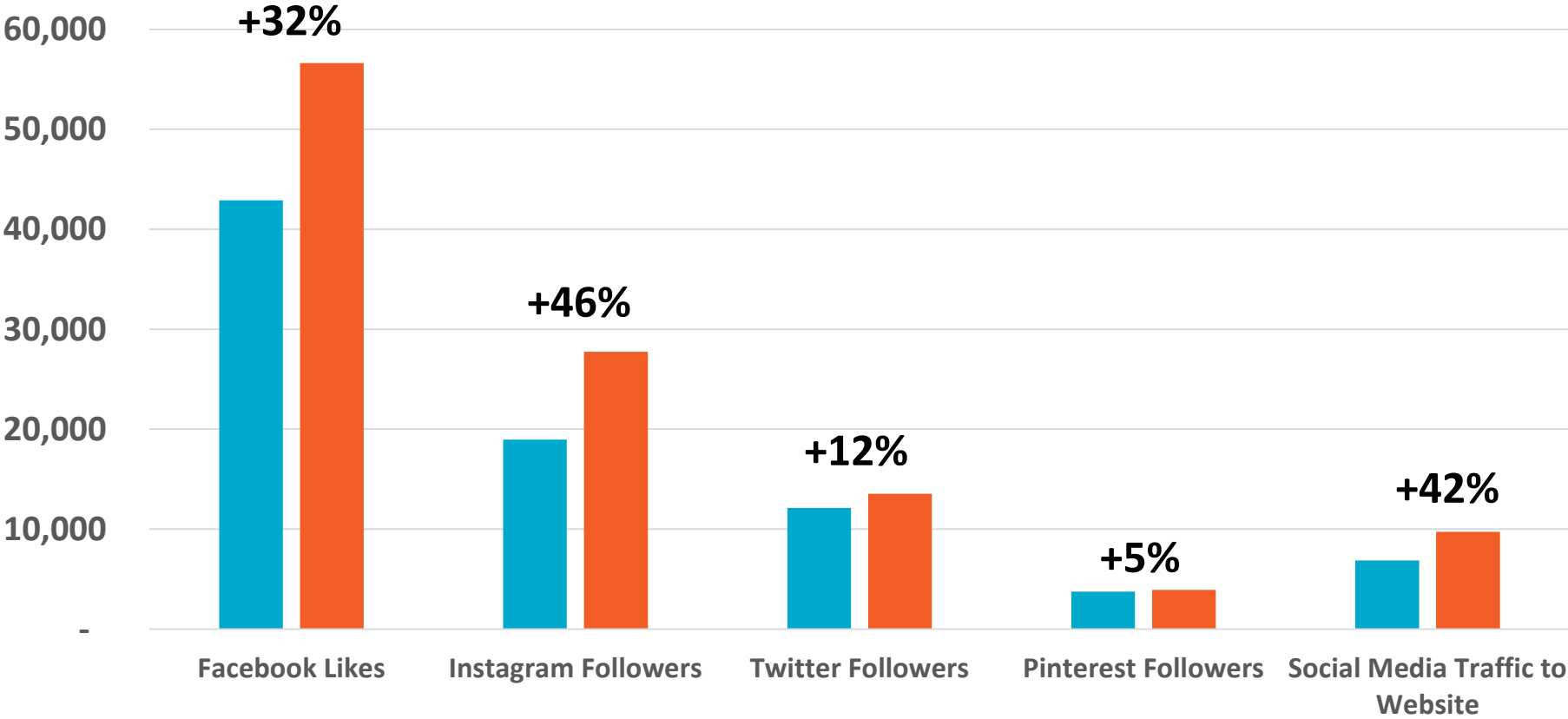
(# of ad units on the site)

	Q1	Q2	Q3	Q4	Total
Native Banners	33				33
Enhanced Pages	229				229
Consumer Leads	54				54
Coupons	12				12
Mobile App Features	3				3

Q1/18 YTD

Social Media

■ 2017 ■ 2018



Q1/18 YTD

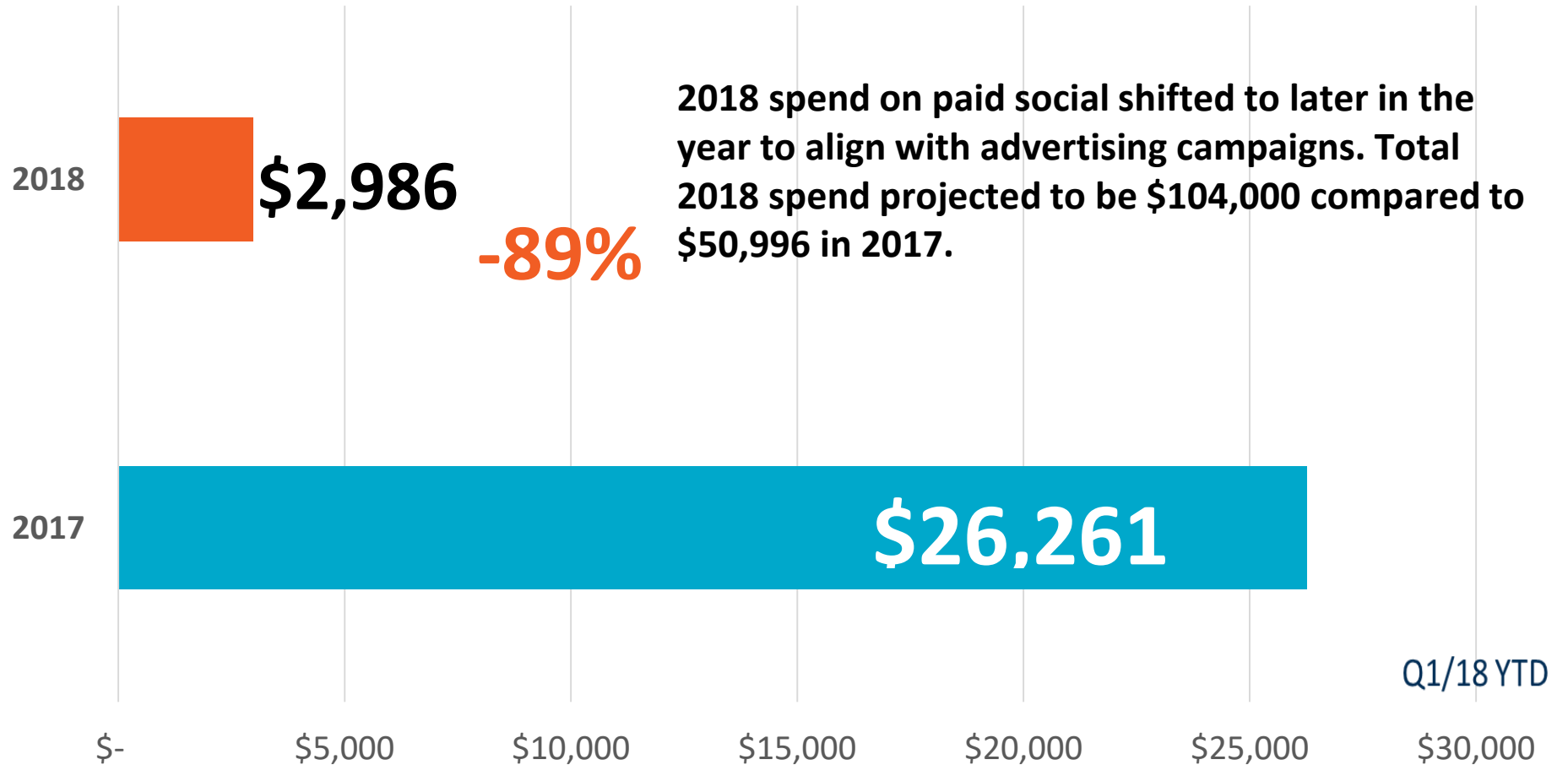
Social Media/PR Initiatives Generating Traffic to Partners

Initiatives/Campaigns are usually of a general nature, with an emphasis on driving traffic to VisitCOS.com. Paid social is shifted to later this year to align with advertising campaigns.

Significant social posts this year include USA Today rankings; videos on Facebook, YouTube, Twitter; Holiday focused such as Valentines Day; a monthly blog highlighting 9 partner events, etc.

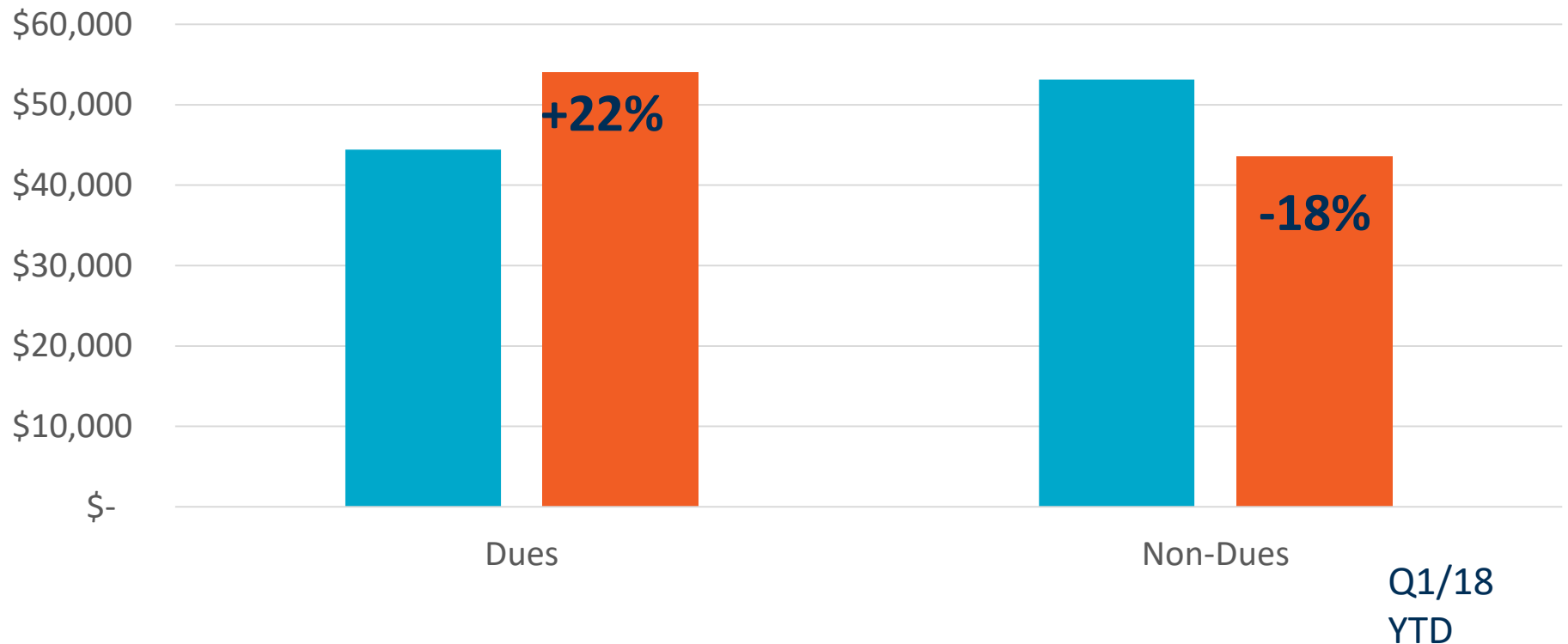
Social Media Spend

■ 2017 ■ 2018



Partnership Payments Received

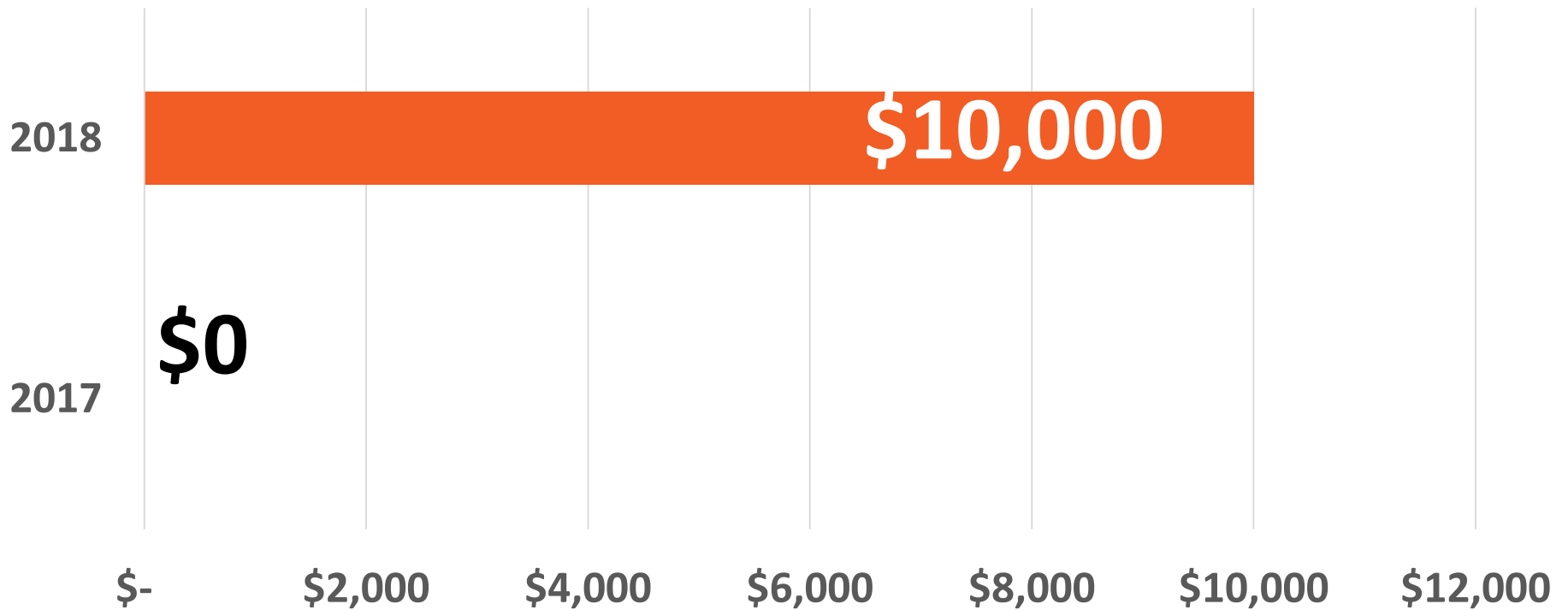
■ 2017 ■ 2018



Q1/18 YTD

Co-Op Advertising Revenue

■ 2017 ■ 2018



Advertising Spend

■ 2017 ■ 2018

2018



+10%

2017



\$277,717

Q1/18 YTD

\$- \$50 \$100 \$150 \$200 \$250 \$300 \$350

Q1 Markets

Leisure Travel

- **Olympic City USA**
- **Family & Outdoor**

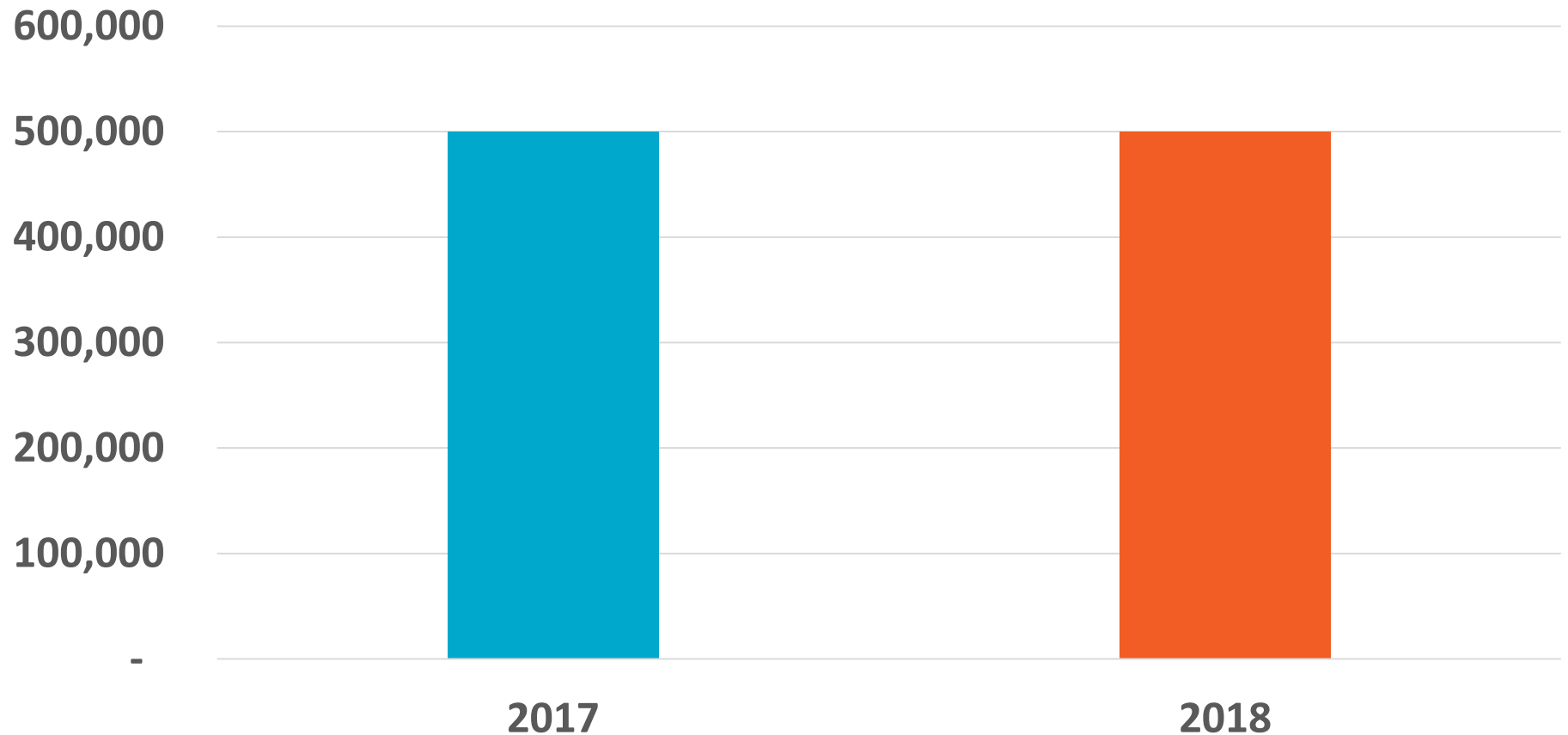
Group Travel

- **Meetings & Conventions**
- **Reunions**
- **Sports**
- **Domestic Tour**
- **International Travel**

Official Visitor Guides

Printed & Distributed

■ 2017 ■ 2018



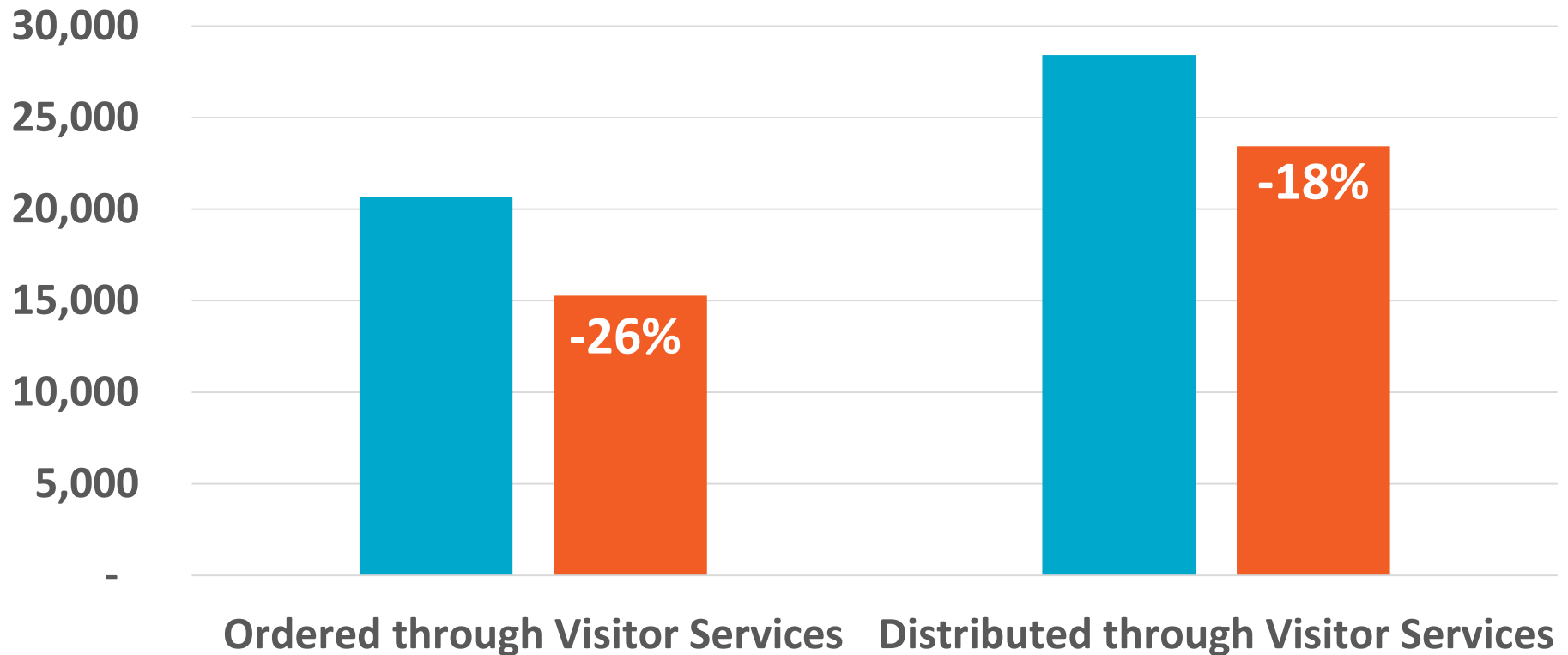
Origin of Guide Requests

- VisitCOS.com (9,792)
- Colorado.com (2,952)
- Pikes Peak Country Attractions (962)
- Go-Colorado.com (474)
- Colorado State Guide (452)
- AARP Reader Response (307)
- Colorado Vacation Planner (Activity Ctr, 214)
- Texas Monthly (132)

Official Visitor Guide

Visitor Services Distribution

■ 2017 ■ 2018



Q1/18 YTD

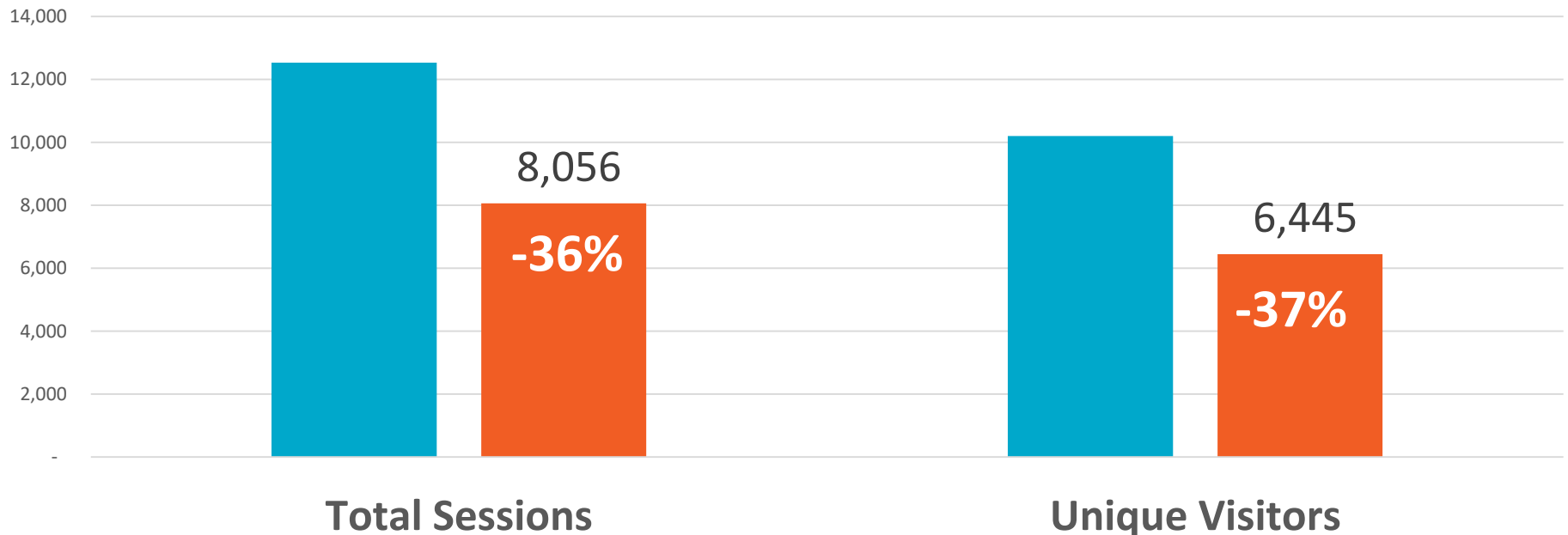
Top Referring Sites to Electronic Visitor Guide

- ColoradoSprings.gov - 531
- GardenOfTheGodsClub.com - 84
- Facebook - 15

Q1/18 YTD

Electronic Visitor Guide

■ 2017 ■ 2018



Q1/18 YTD

Q1/18 YTD

Length of Visit – Online Visitor Guide

■ 2017 ■ 2018

