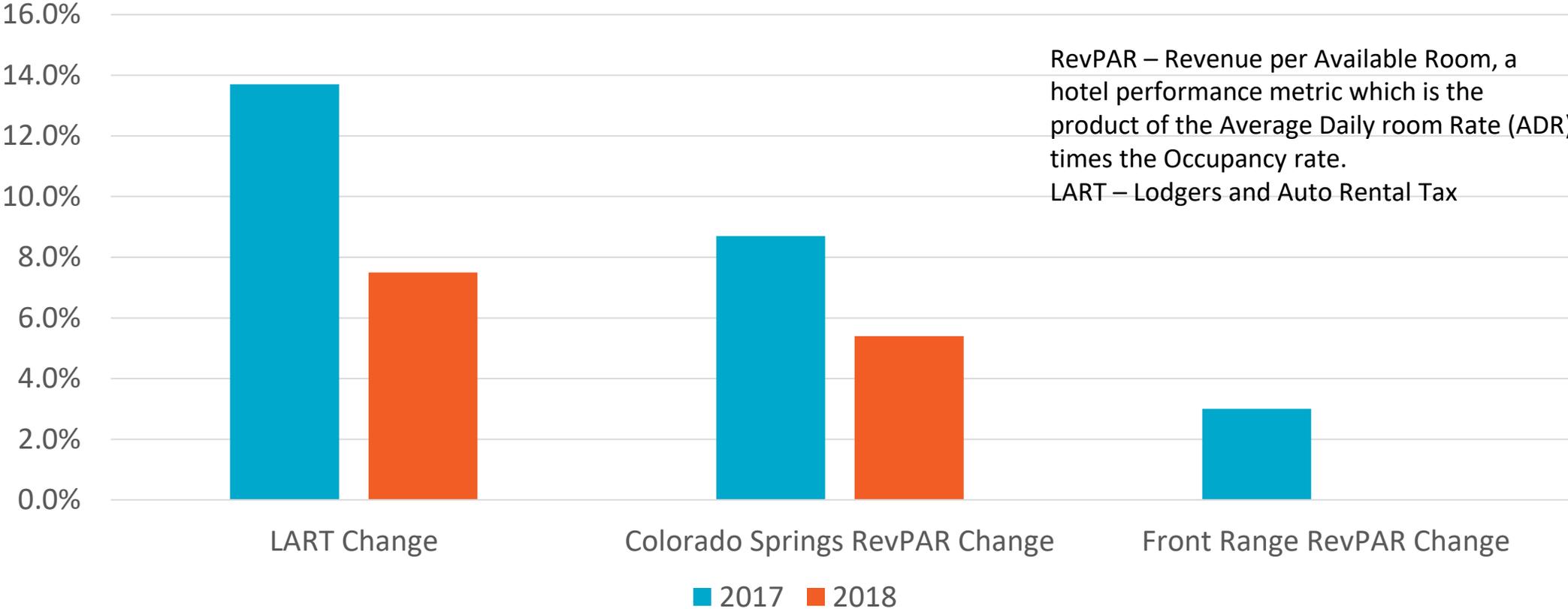




— visit —
**COLORADO
SPRINGS**

4th Quarter, 2018, KPI Report

LART and RevPAR



MEETING PLANNER RESOURCES

The conference services provided by the Visit Colorado Springs CVB are complimentary to you.

Let our award-winning staff help you plan your best-attended meeting, conference or event yet! We use our extensive knowledge of the Colorado Springs region to tailor our complimentary meeting planning services specifically to your needs. Whether planning an event for 500 or a board retreat for 10, we are ready to find the perfect venue that will rise above your expectations. We would love the opportunity to welcome your group to our beautiful region. The Visit Colorado Springs Convention and Visitors Bureau staff is ready to help kick off your search.

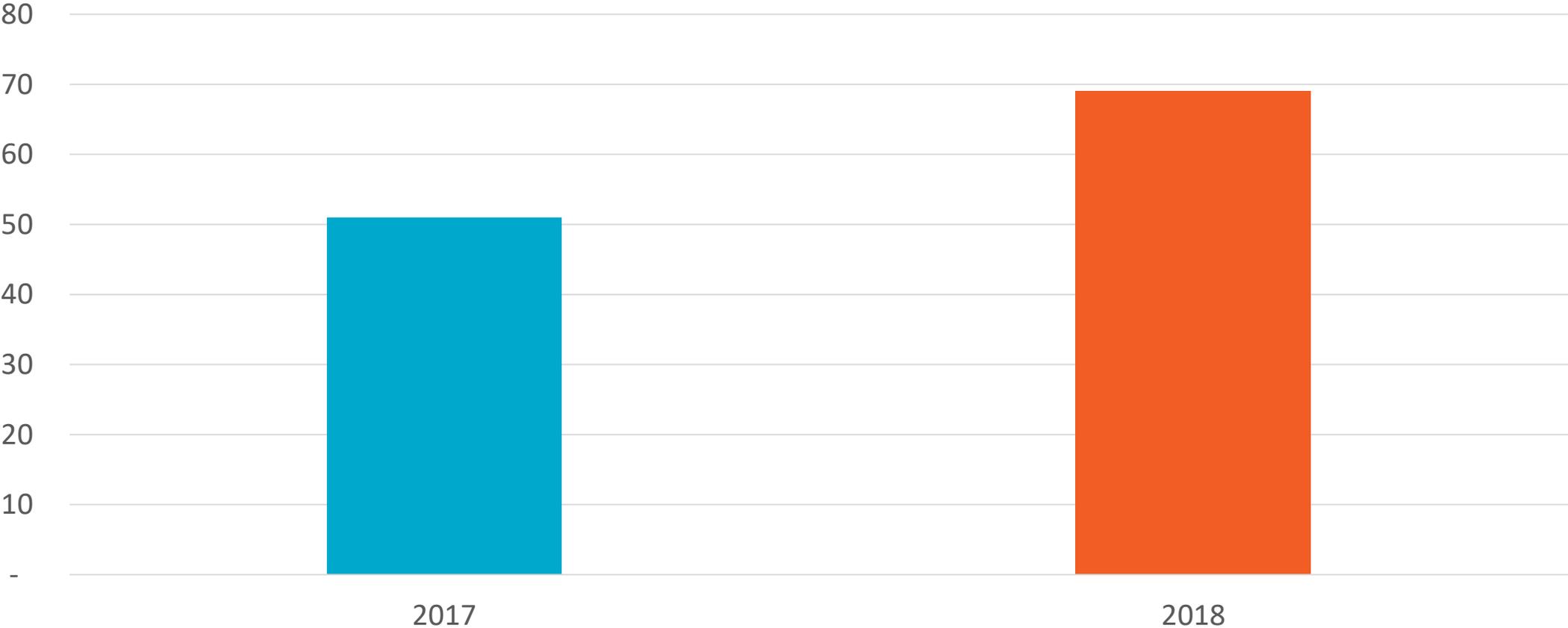
Trade Shows



Tradeshows Attended Q4/18

- Travel Events and Management in Sports/TEAMS
- IMEX America (International & Domestic Mtg Planners)
- Conference Direct Forum (3rd Party Meeting Planner Conf)
- World Travel Market (London, with Colorado Tourism)
- Destination Colorado Front Range Trade Show
- Connect DC (Meeting Planners)

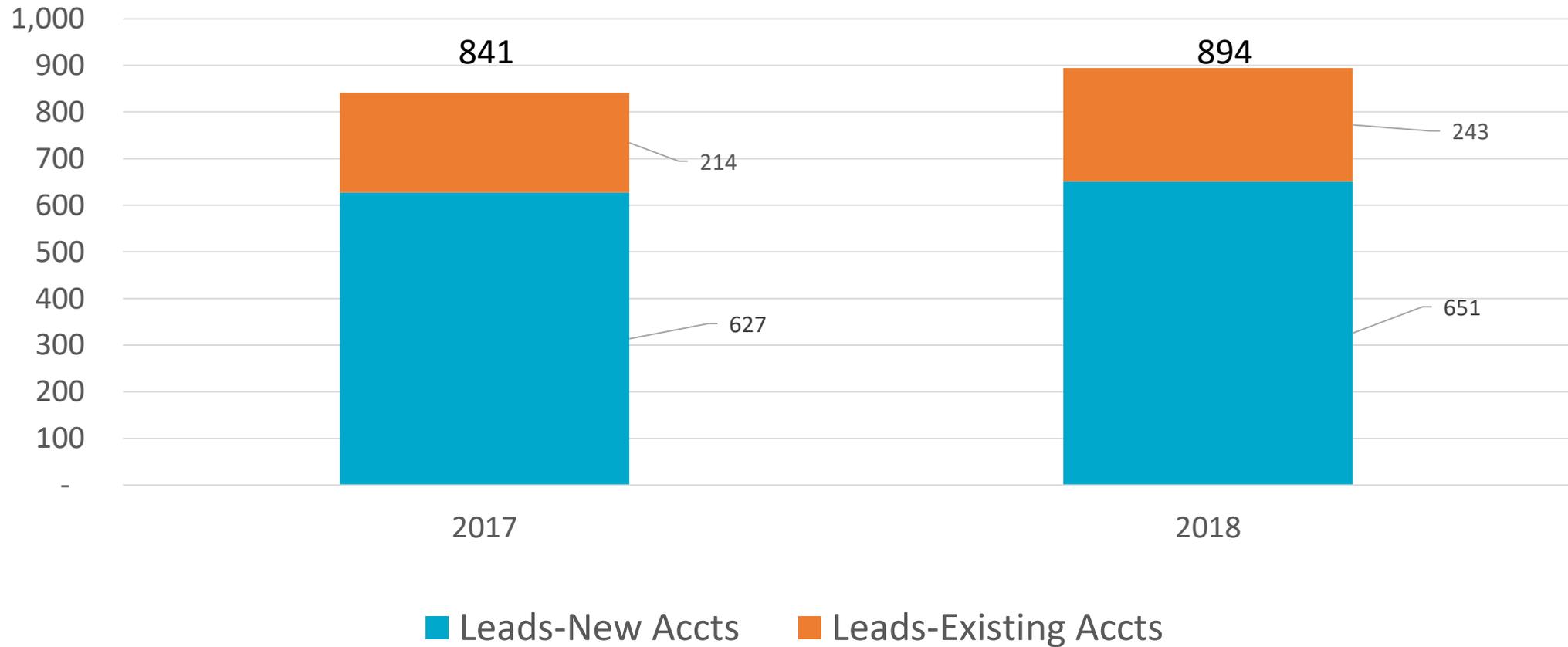
Planner Destination Site Visits



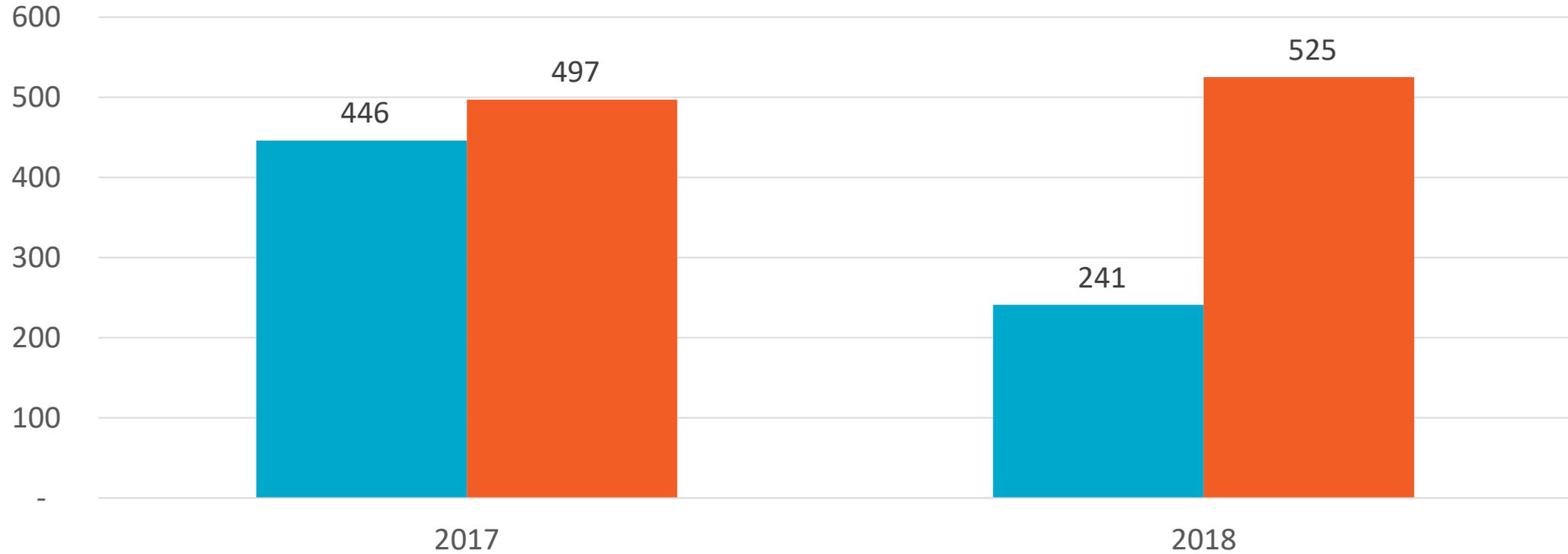
Example Destination Site Visits 2018

- CO Assn of Conservation Districts (2019 Annual Meeting)
- Ironman (2020 Ironman Competition)
- Women in CyberSecurity (2020 Women in Conservation Leadership Summit)
- Gases & Welding Distributors Assn (2021 Convention)
- Military Reunion Network (2020 Familiarization Tour)
- China Trade Familiarization Tour (Colorado Tourism Office)
- Dish Network (2018 Leadership Forum)

Group Leads

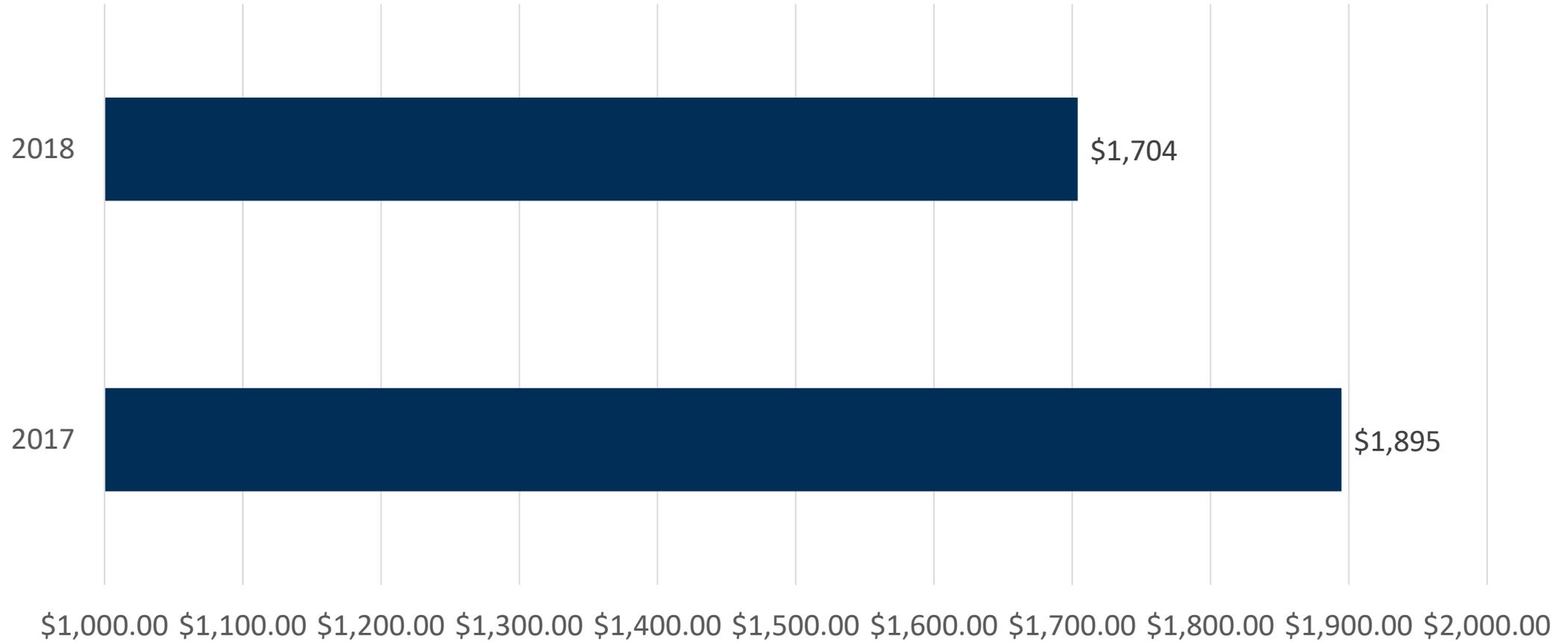


Leads – Electronic & Third Party



- Direct and Specific Leads to hotels by market, RFP based, non-electronic, new accts
- Leads via electronic channels and third parties

Cost per Lead for Group Business



BOOKINGS (DEFINITES)

VCOS Reports If:

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

BOOKINGS (ASSISTS)

Bureau Assist:

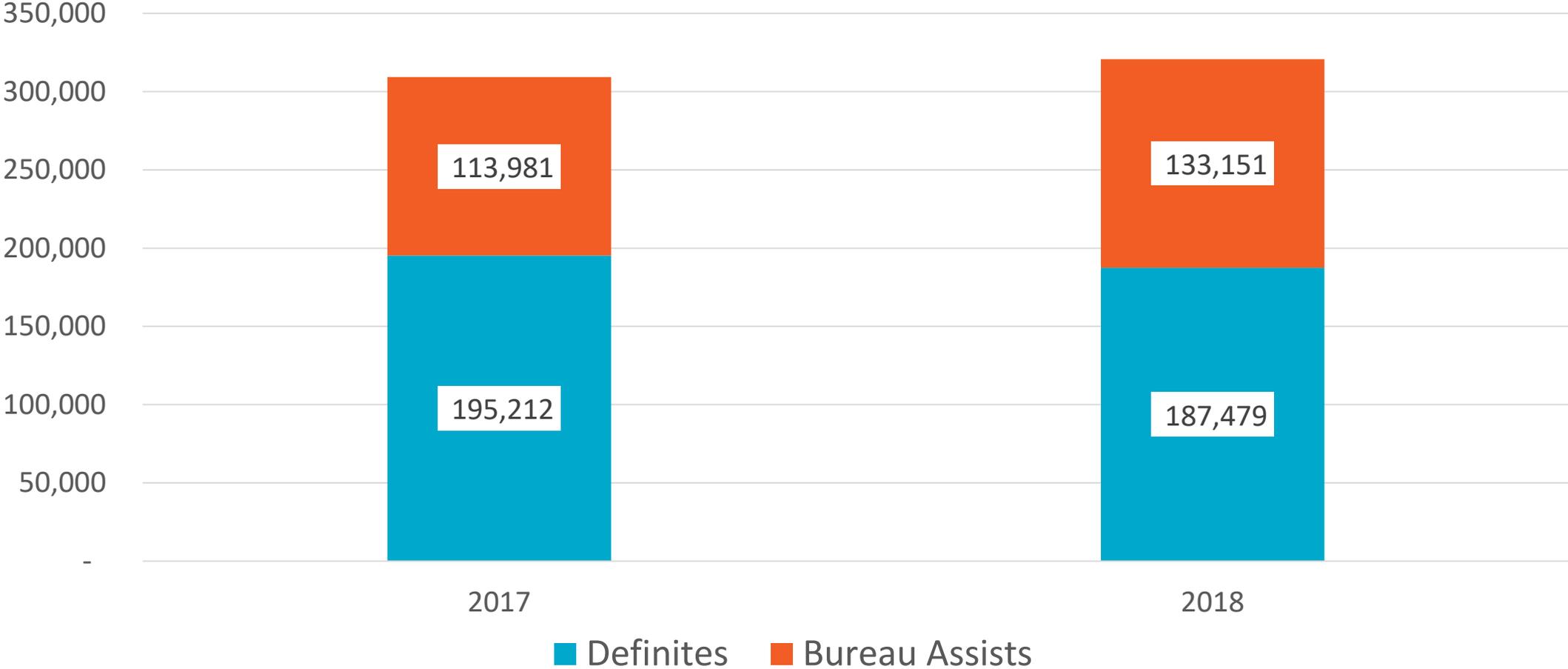
- A sales manager has been engaged in and contributed to the selling process that led to the booking of rooms for a group (i.e., trade show, phone discussion, printed materials provided, destination photos provided, sponsorships, destination information from our website, etc.). Must be documented and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

“SIGNATURE” EVENTS

These events were reported in 2017 and prior;
excluded 2018 and beyond:

- Space Symposium 3,496 room nights
- Pikes Peak Hill Climb 21,058
- Pikes Peak or Bust Rodeo 3,475
- Pikes Peak Ascent/Marathon 3,045
- 2 Confidential Industry Events 5,009
- TOTAL 36,083 room nights

Estimated room nights booked for group travel

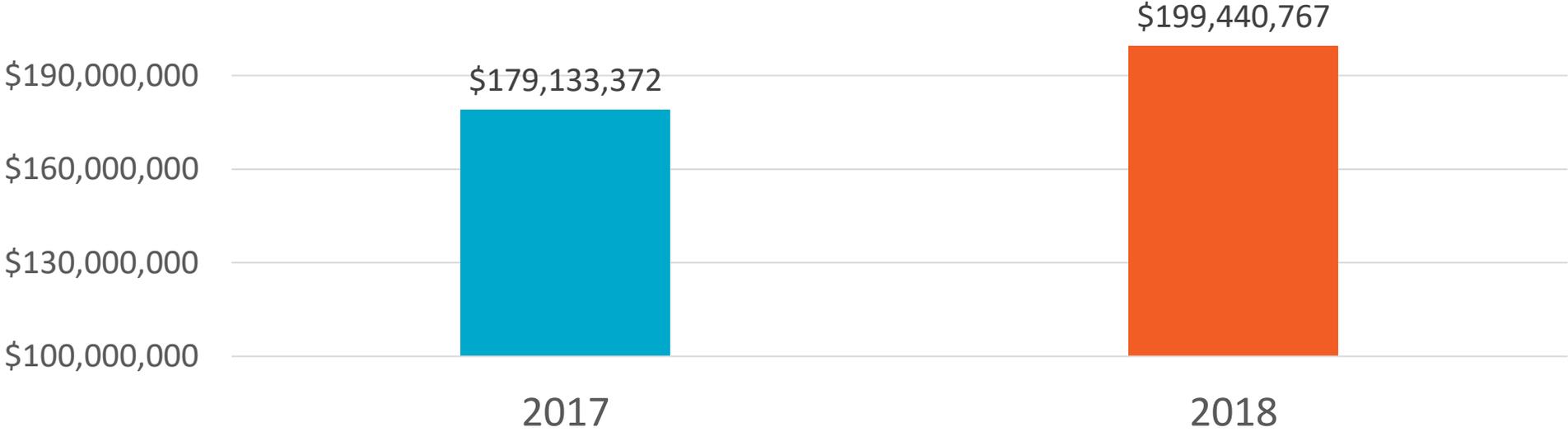


Economic Impact Calculator

Developed by Destinations International with Tourism Economics:

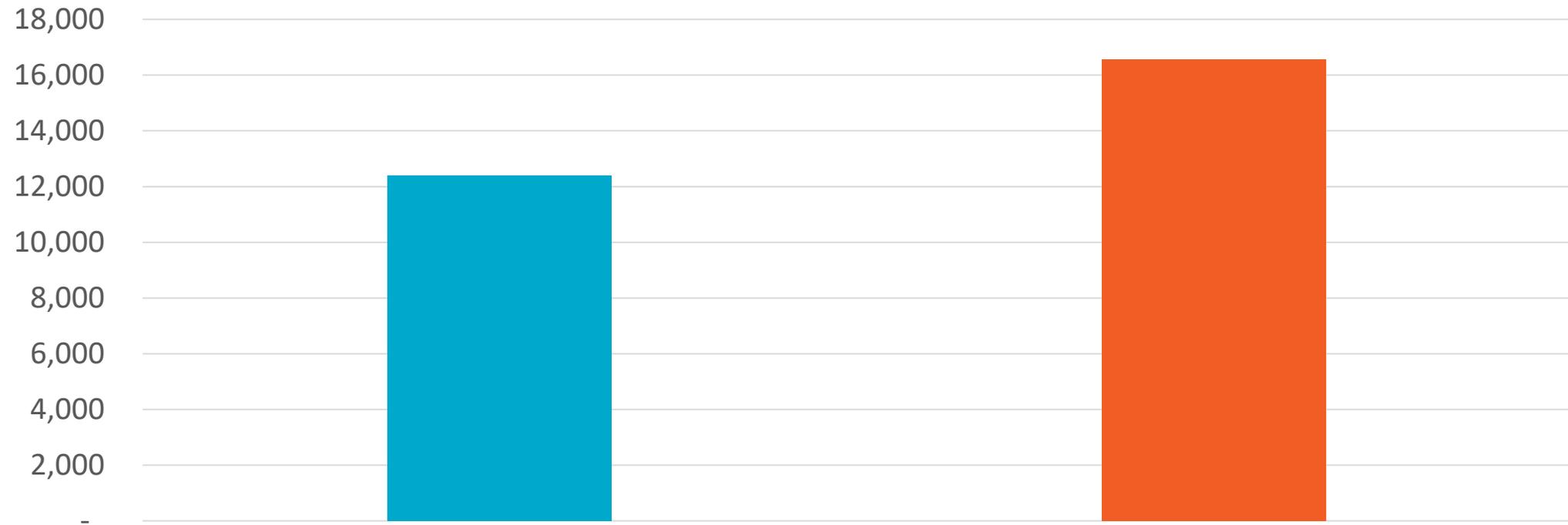
- Industry standard
- Consistent methodology
- Localized Data – tax rates, per diem costs, impact multipliers, delegate spending
- Default data based on industry standards
- Specific data can be input when varies from default
- Calculates value of groups, events, etc to community

Community economic impact – booked groups

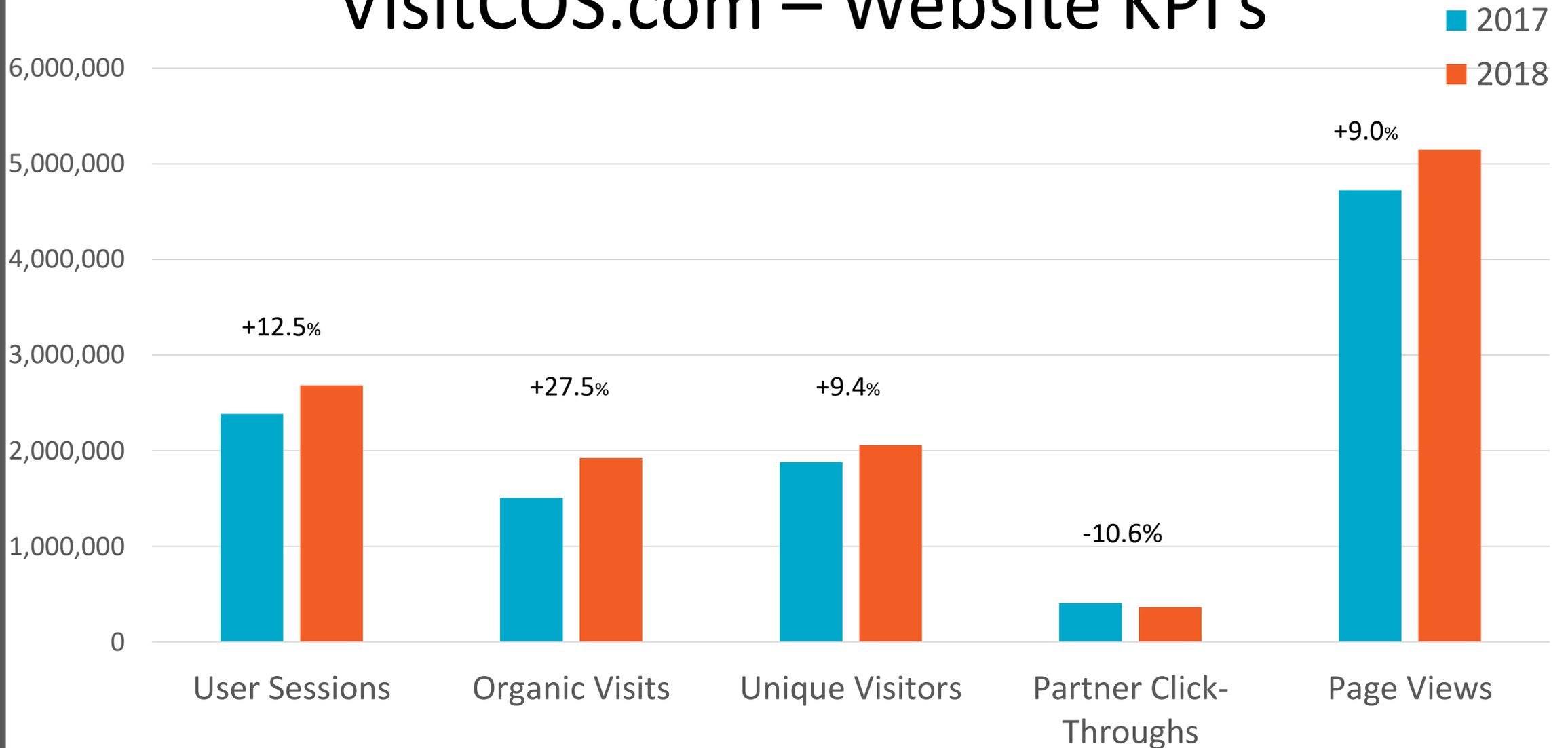


Group Servicing Activities

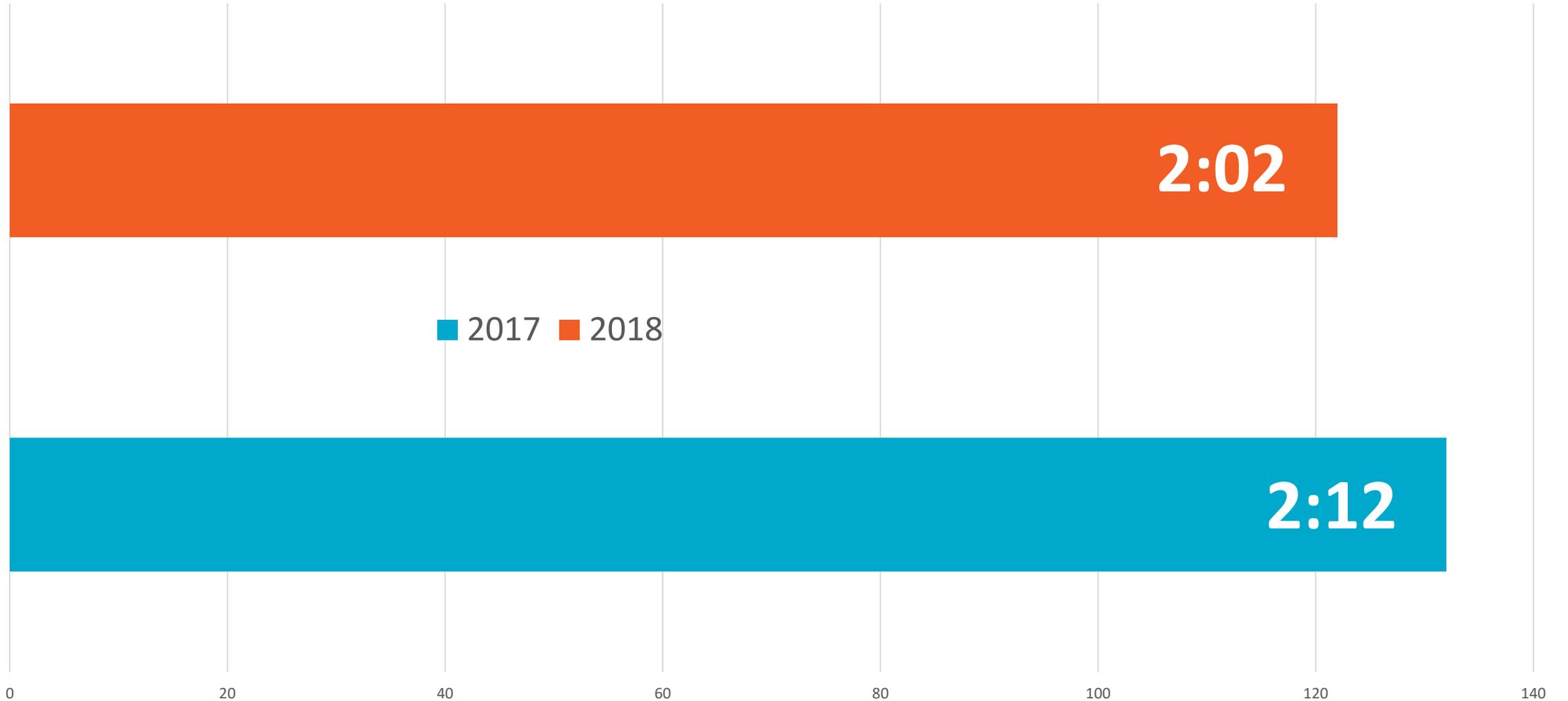
■ 2017 ■ 2018



VisitCOS.com – Website KPI's



Time on Site VisitCOS.com



Top Referring Sites

facebook.com (#2 on Q3/18 report)

CTO Email (unrated)

pinterest.com (4)

colorado.com (3)

coloradosprings.gov (7)

Carson.army.mil (8)

gazette.com (6)

gardenofgods.com (10)

Ppir.com (unrated)

Instagram (9)

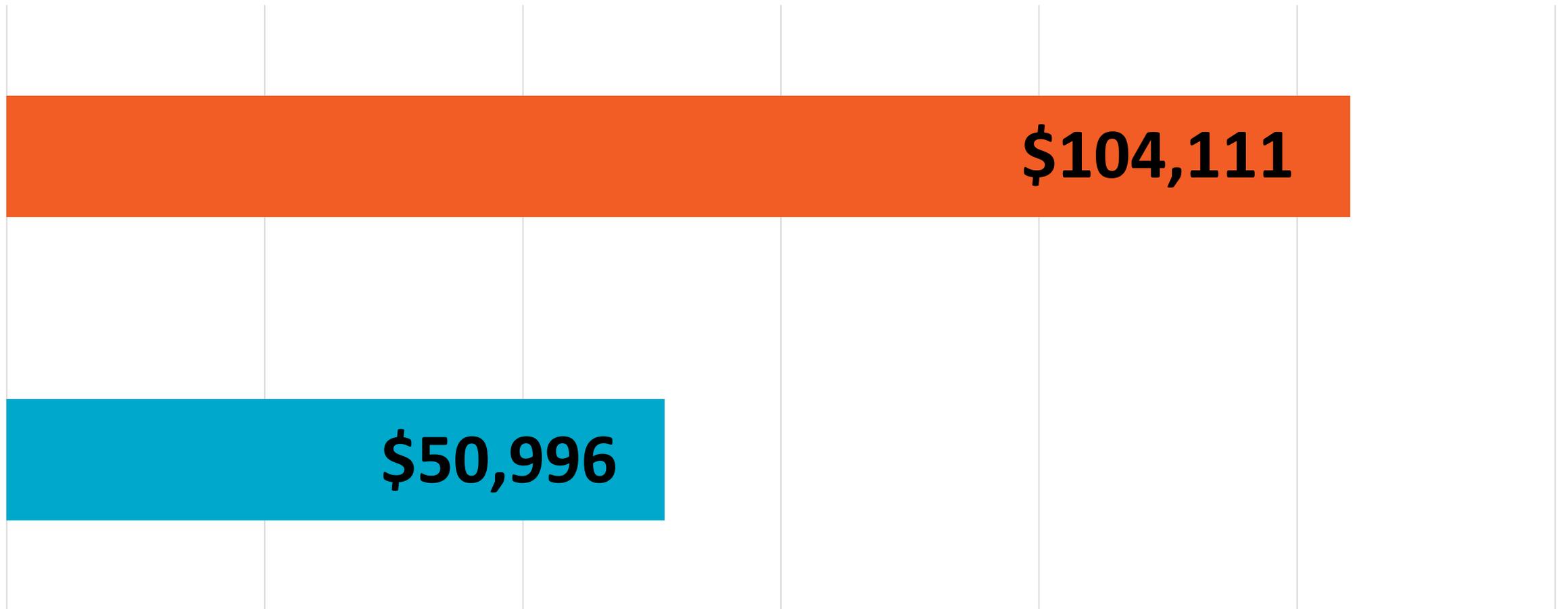
Advertising on VisitCOS.com

(# of ad units on the site)

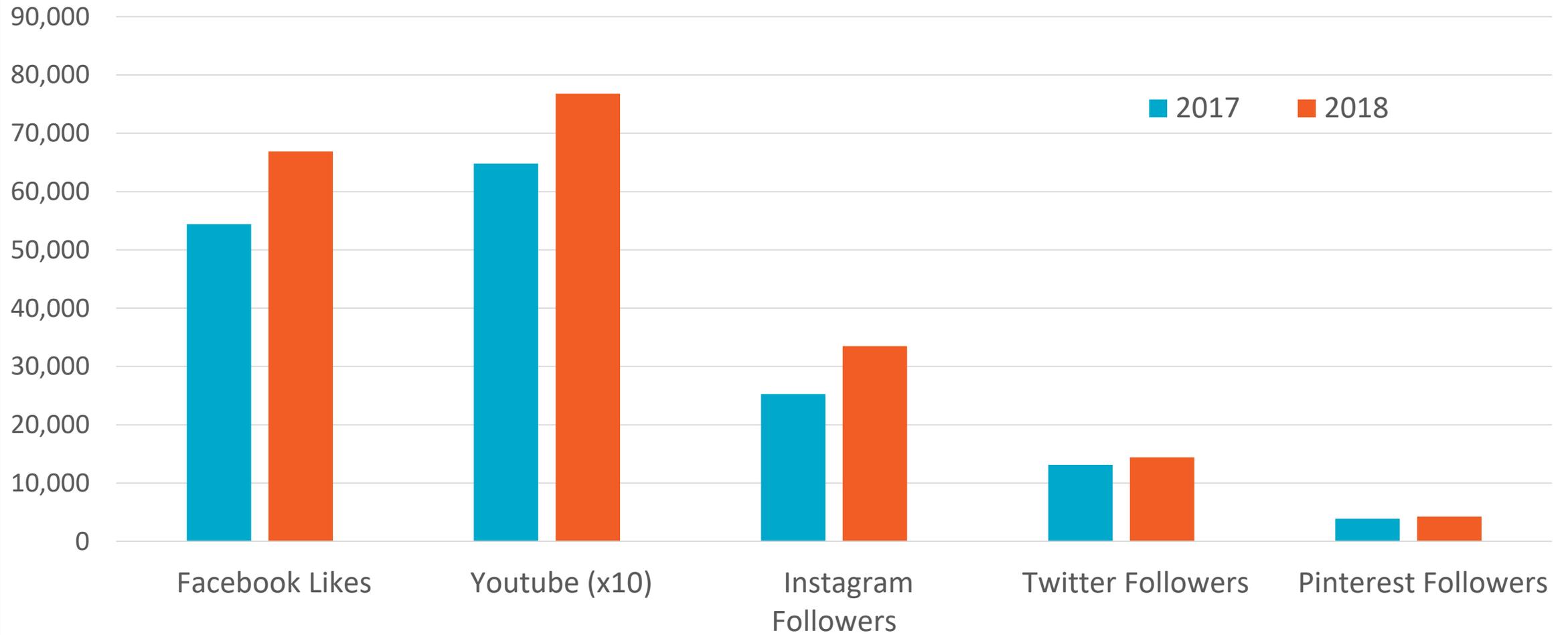
| | Q1 | Q2 | Q3 | Q4 |
|----------------------------|------------|------------|------------|------------|
| Native Banners | 33 | 34 | 36 | 36 |
| Enhanced Pages | 229 | 225 | 222 | 210 |
| Consumer Leads | 54 | 54 | 54 | 50 |
| Coupons | 12 | 12 | 13 | 13 |
| Mobile App Features | 3 | 3 | 3 | 3 |

Social Media Spend

■ 2017 ■ 2018



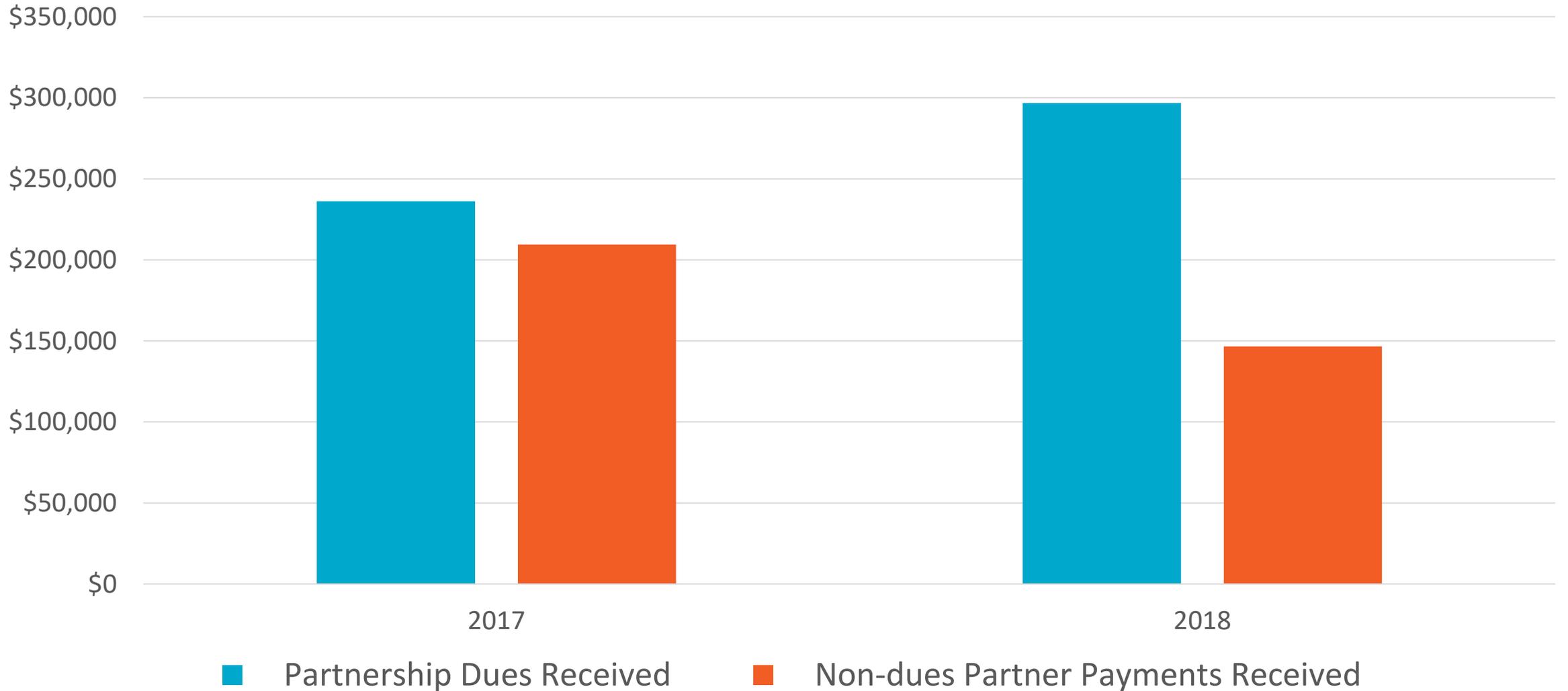
Social Media Activity



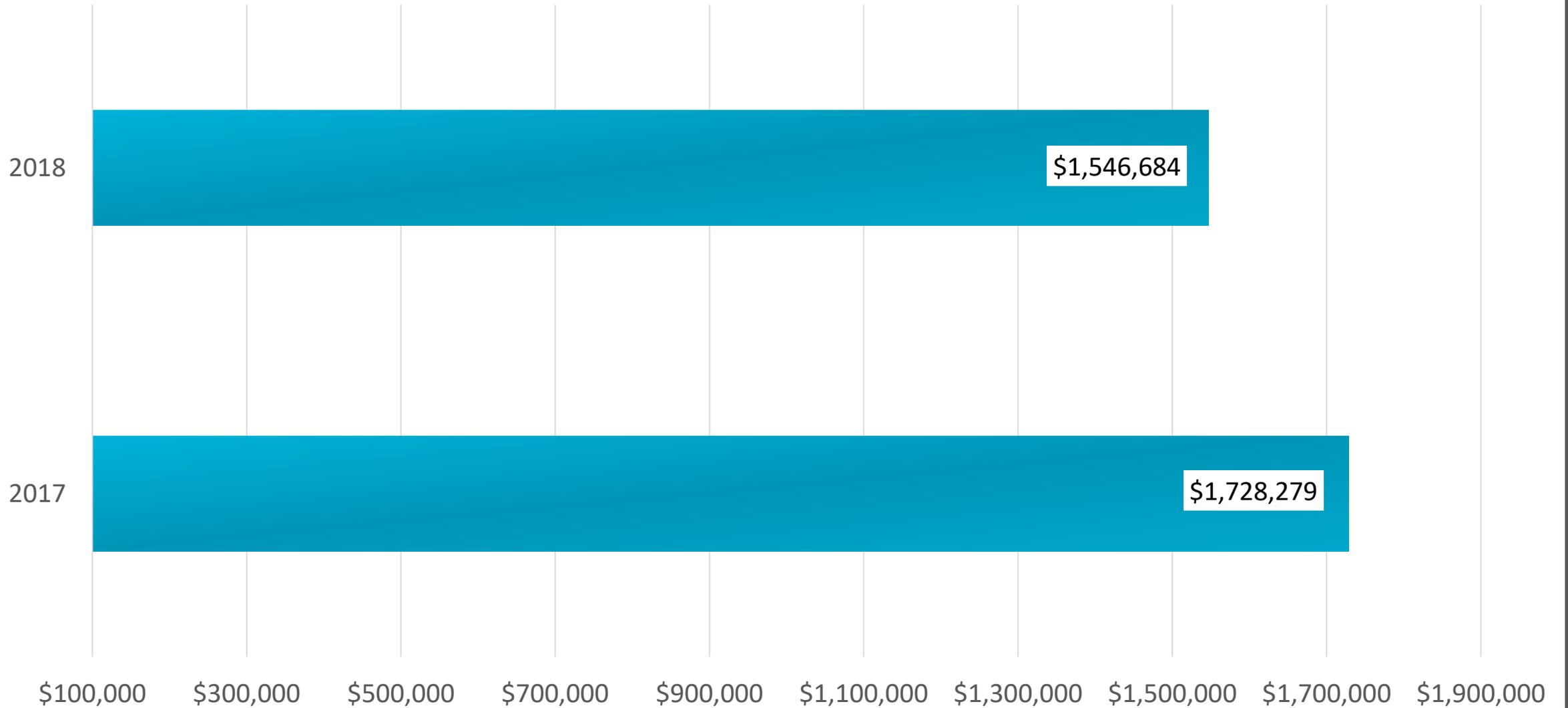
Social Media/PR Initiatives Generating Traffic to Partners

- Emphasis on driving traffic to VisitCOS.com
- Paid shifted to align with advertising campaigns
- Major pushes
 - Added meetings news to LinkedIn
 - Live feeds from partners for designated holidays/themes
 - Pinterest pins leading to partner directory pages
 - Monthly blog highlighting partner events
 - Partner videos created/pushed (e.g. Illumination Festival; Coquette's Bistro)

Partnership Revenues



Dollars spent advertising



Q4

**Advertising
Markets
(unchanged
from Q3)**

Leisure Travel

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

Group Travel

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

Origin of Printed Guide Requests

- VisitCOS.com (28,668)
- Colorado.com (10,764)
- AARP Reader Response (4,078)
- Pikes Peak Country Attractions (3,334)
- Colorado State Guide (2,736)
- Texas Monthly Reader Svc (568)
- Go-Colorado.com (555)
- Colorado Vacation Planner (Activity Ctr, 397)

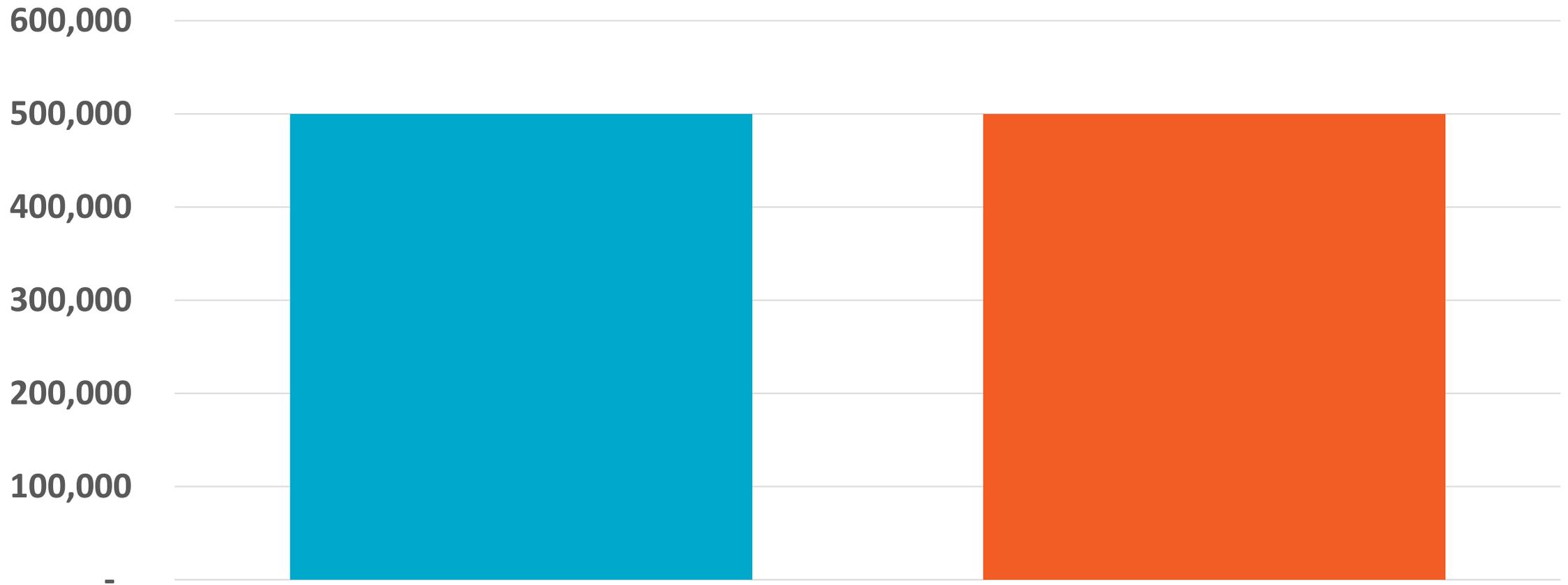
OVG Fulfillment by Visitor Svcs



Official Visitor Guides

Printed & Distributed

■ 2017 ■ 2018

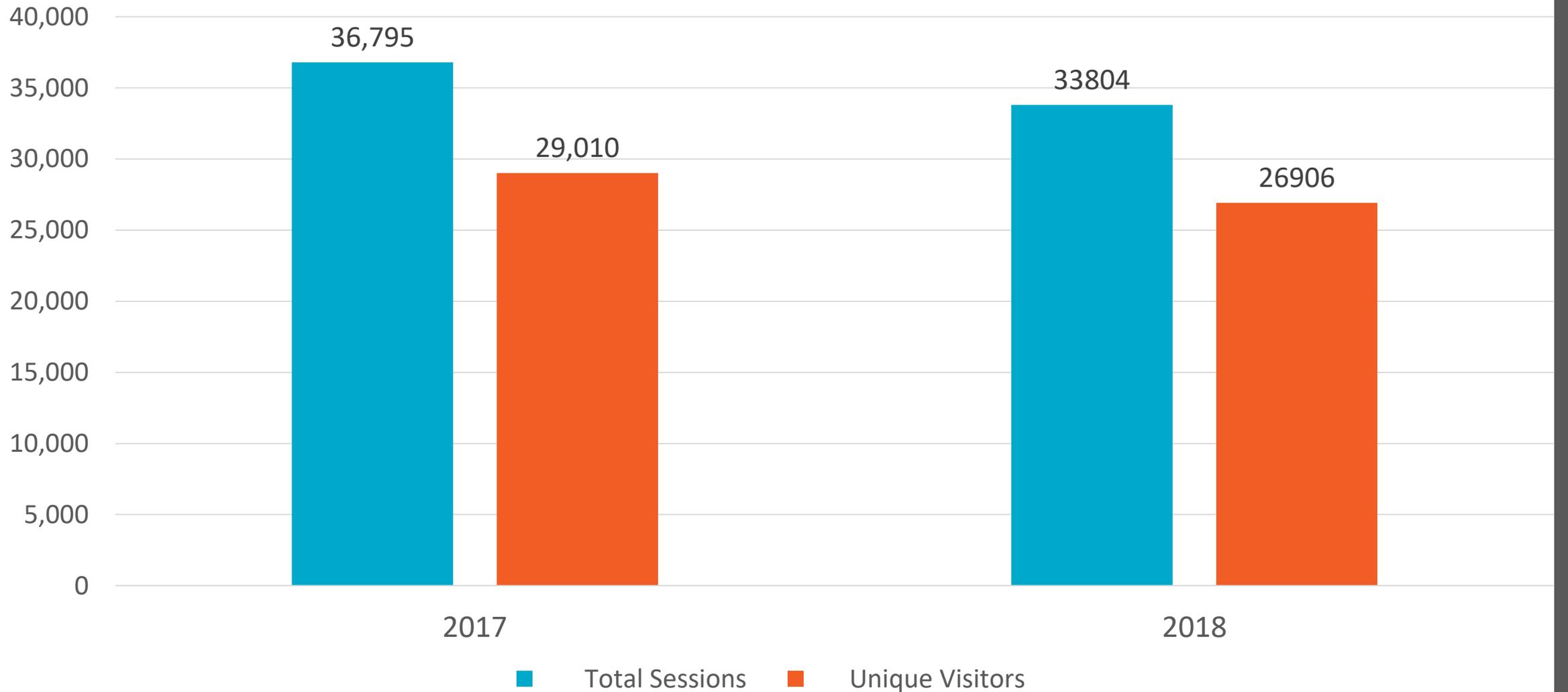


Visitor Information Center

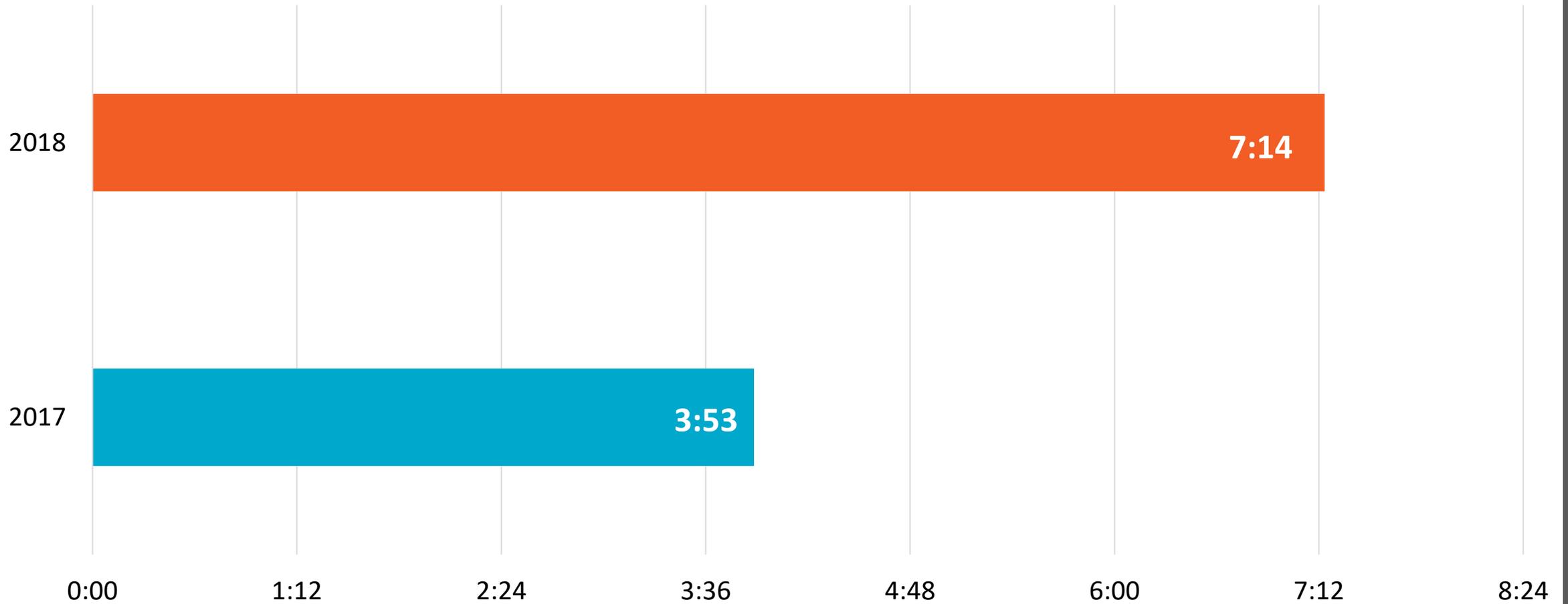
Top States and Countries in 2018

- Colorado
- Texas
- Missouri
- California
- Florida
- Illinois
- Kansas
- United States
- Canada
- Australia
- France
- Germany
- Netherlands
- United Kingdom

Online Official Visitor Guide



Time on Site - Online OVG



Top Referring Sites to Online Visitor Guide

- VisitCOS.com
- GardenOfTheGodsClub.com
- Facebook

| PERFORMANCE INDICATORS | | | | |
|--|---------------|----------------|-----------------|------------------|
| (Update through Q4/2018) | | | | |
| | <u>2017</u> | <u>2018</u> | <u>2017</u> | <u>2018</u> |
| | <u>Actual</u> | <u>Actual</u> | <u>Actual</u> | <u>Estimate/</u> |
| | <u>YTD</u> | <u>YTD</u> | <u>Year End</u> | <u>Goal</u> |
| Activity/Output: | | <u>Q4/2018</u> | | |
| Percentage Year over Year Change in Lodgers and Auto Rental Tax (11 mos) | 13.7% | 6.7% | 13.7% | 0.04% |
| Percentage Year over Year Change in RevPAR - Colorado Springs (RevPAR = Revenue per Available Room, a measure of a hotel's performance) | 8.70% | 5.4% | 8.70% | 3.00% |
| Percentage Year over Year Change in RevPAR - Colorado Front Range (RevPAR = Revenue per Available Room, a measure of a hotel's performance) | 3.00% | 0.0% | 3.00% | 3.00% |

| PERFORMANCE INDICATORS - Group Sales | <u>2017</u> | <u>2018</u> | <u>2017</u> | <u>2018</u> |
|---|---------------|----------------|-----------------|------------------|
| (Update through Q4/2018) | <u>Actual</u> | <u>Actual</u> | <u>Actual</u> | <u>Estimate/</u> |
| | <u>YTD</u> | <u>YTD</u> | <u>Year End</u> | <u>Goal</u> |
| Activity/Output: | | <u>Q4/2018</u> | | |
| # of trade shows attended | 40 | 40 | 40 | 42 |
| Site Visits/Inspections Hosted, number | 51 | 69 | 50 | 50 |
| Site Visits who book, reported at end of year only | 26 | 34 | 26 | 26 |
| Direct and Specific Leads to hotels by market , new and RFP based, non-electronic | 446 | 241 | 446 | 638 |
| Direct and Specific Leads to hotels which have been verified by the hotel | n/a | 2 | new metric | |
| General, multi-property leads by market , excluding electronic and third party referrals | n/a | 210 | new metric | |
| Leads via electronic channels and third parties | 497 | 525 | 497 | 565 |

| PERFORMANCE INDICATORS - Group Sales | <u>2017</u> | <u>2018</u> | <u>2017</u> | <u>2018</u> |
|---|---------------|----------------|-----------------|------------------|
| (Update through Q4/2018) | <u>Actual</u> | <u>Actual</u> | <u>Actual</u> | <u>Estimate/</u> |
| | <u>YTD</u> | <u>YTD</u> | <u>Year End</u> | <u>Goal</u> |
| Activity/Output: | | <u>Q4/2018</u> | | |
| Group Leads from New Accounts | 627 | 651 | 627 | 902 |
| Group Leads from Existing Accounts | 214 | 243 | 214 | 301 |
| Total Group Leads (sum of above lead numbers) | 841 | 894 | 841 | 1,203 |
| Cost per Lead for Group Business | \$1,894.70 | \$1,704.01 | \$1,894.70 | \$1,360.22 |
| Estimated room nights booked for group travel, definites | 195,212 | 187,479 | 195,212 | 189,000 |
| Estimated room nights booked for group travel, bureau assists | 113,981 | 133,151 | 113,981 | 111,000 |
| Estimated community economic impact for all booked groups | \$179,133,372 | \$209,072,478 | \$179,133,372 | \$174,294,000 |
| Group Servicing Activities provided to visiting groups | 12,405 | 16,556 | 12,405 | 12,000 |

| PERFORMANCE INDICATORS - Website/Marketing | <u>2017</u> | <u>2018</u> | <u>2017</u> | <u>2018</u> |
|--|----------------------|-----------------------|------------------------|-------------------------|
| (Update through Q4/2018) | <u>Actual</u> | <u>Actual</u> | <u>Actual</u> | <u>Estimate/</u> |
| | <u>YTD</u> | <u>YTD</u> | <u>Year End</u> | <u>Goal</u> |
| Activity/Output: | | <u>Q4/2018</u> | | |
| WEBSITE – attract visitors for overnight and day stays; easy-to-use tool for meeting | | | | |
| Total Website Visits (see User Sessions below) | | | | |
| Total Website User Sessions | 2,385,802 | 2,684,889 | 2,385,802 | 2,550,000 |
| Organic Visits | 1,507,124 | 1,922,315 | 1,507,124 | 1,415,000 |
| Unique Visitors | 1,881,078 | 2,058,127 | 1,881,078 | 1,700,000 |
| Length of Visit (Time on Site) | 2:12 | 2:12 | 2:12 | 2:21 |
| Page Views | 4,485,350 | 5,145,507 | 4,485,350 | 4,780,000 |
| Partner Click-Throughs | 406,005 | 362,975 | 406,005 | 565,000 |
| SOCIAL MEDIA – integrate with marketing campaigns | | | | |
| Facebook Likes | 54,393 | 66,888 | 54,393 | 57,500 |
| Youtube Views | 648,051 | 768,024 | 648,051 | 666,000 |
| Instagram Followers | 25,267 | 33,483 | 25,267 | 32,000 |
| Twitter Followers | 13,144 | 14,402 | 13,144 | 13,600 |
| Pinterest Followers | 3,875 | 4,238 | 3,875 | 4,000 |
| Social Media Traffic to Website | 52,060 | 114,892 | 52,060 | 54,000 |
| Dollars spent on social media specific marketing | \$50,996 | \$104,111 | \$50,996 | \$104,000 |

| PERFORMANCE INDICATORS - Partnership, Ads, OVG | <u>2017</u> | <u>2018</u> | <u>2017</u> | <u>2018</u> |
|--|----------------------|-----------------------|------------------------|-------------------------|
| (Update through Q4/2018) | <u>Actual</u> | <u>Actual</u> | <u>Actual</u> | <u>Estimate/</u> |
| | <u>YTD</u> | <u>YTD</u> | <u>Year End</u> | <u>Goal</u> |
| Activity/Output: | | <u>Q4/2018</u> | | |
| PARTNERSHIP – provide value to our partners | | | | |
| Partnership Dues Received-Cash | \$236,135 | \$296,785 | \$236,135 | \$248,724 |
| Non-dues Partnership Payments Received-Cash | \$209,404 | \$146,566 | \$209,404 | \$221,276 |
| Co-Op Revenue - Advertising | \$150,125 | \$11,500 | \$150,125 | \$10,000 |
| | | | | |
| ADVERTISING | | | | |
| Dollars spent on advertising and social media marketing | \$1,728,279 | \$1,546,684 | \$1,728,279 | \$1,552,985 |
| | | | | |
| OFFICIAL VISITOR GUIDE | | | | |
| Number of guides ordered through Visitor Services | 60,510 | 48,463 | 60,510 | 64,000 |
| Number of guides distributed through Visitor Services | 67,973 | 57,264 | 67,973 | 72,000 |
| Number of guides printed and distributed (cert; slawson; vic; dia) | 500,000 | 500,000 | 500,000 | 500,000 |
| | | | | |
| Electronic Visitor Guide Views/Sessions - Total Sessions | 36,795 | 33,804 | 36,795 | 39,500 |
| Unique Visitors | 29,010 | 26,909 | 29,010 | 31,000 |
| Length of Visit (Time on Site) | 3:53 | 7:14 | 3:53 | 2:21 |
| Electronic Visitor Guide Page Views | 569,462 | 967,325 | 569,462 | n/a |
| Electronic Visitor Guide Pages per Session | 15.48 | 28.62 | 15.48 | n/a |

Questions?



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Thank You!