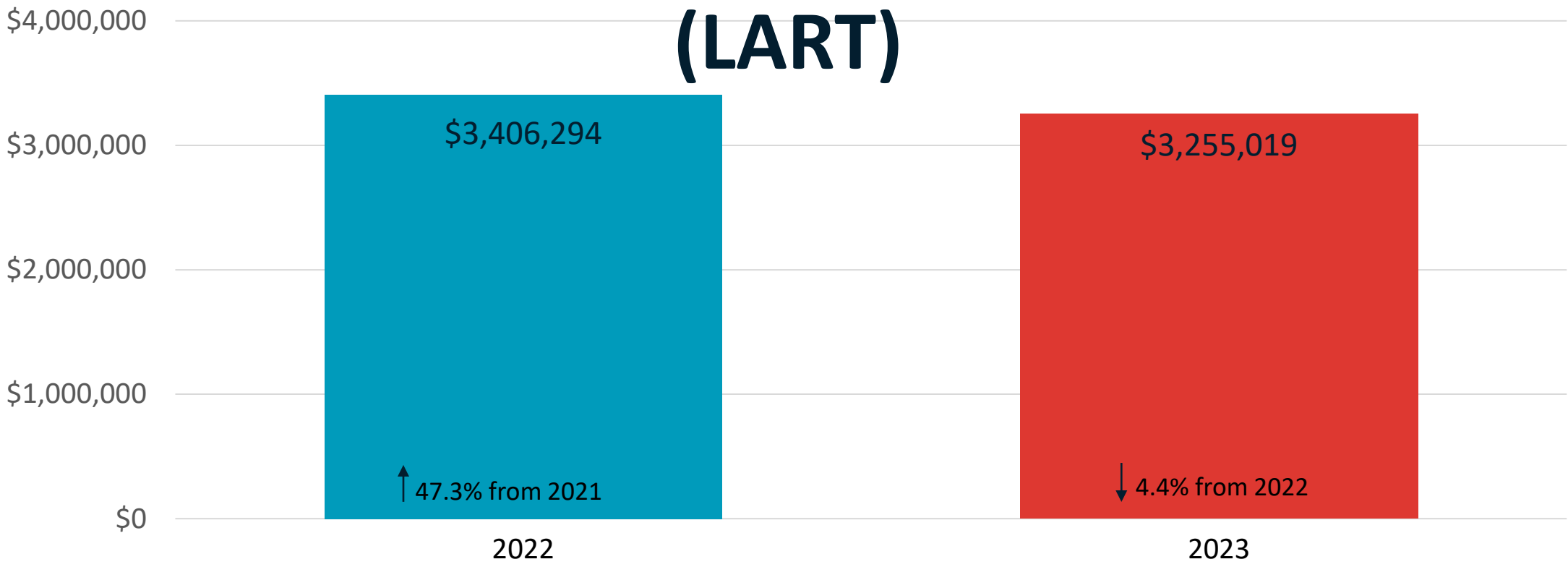
visit COLORADO SPRINGS

Q1 & Q2, 2023, KPI Report

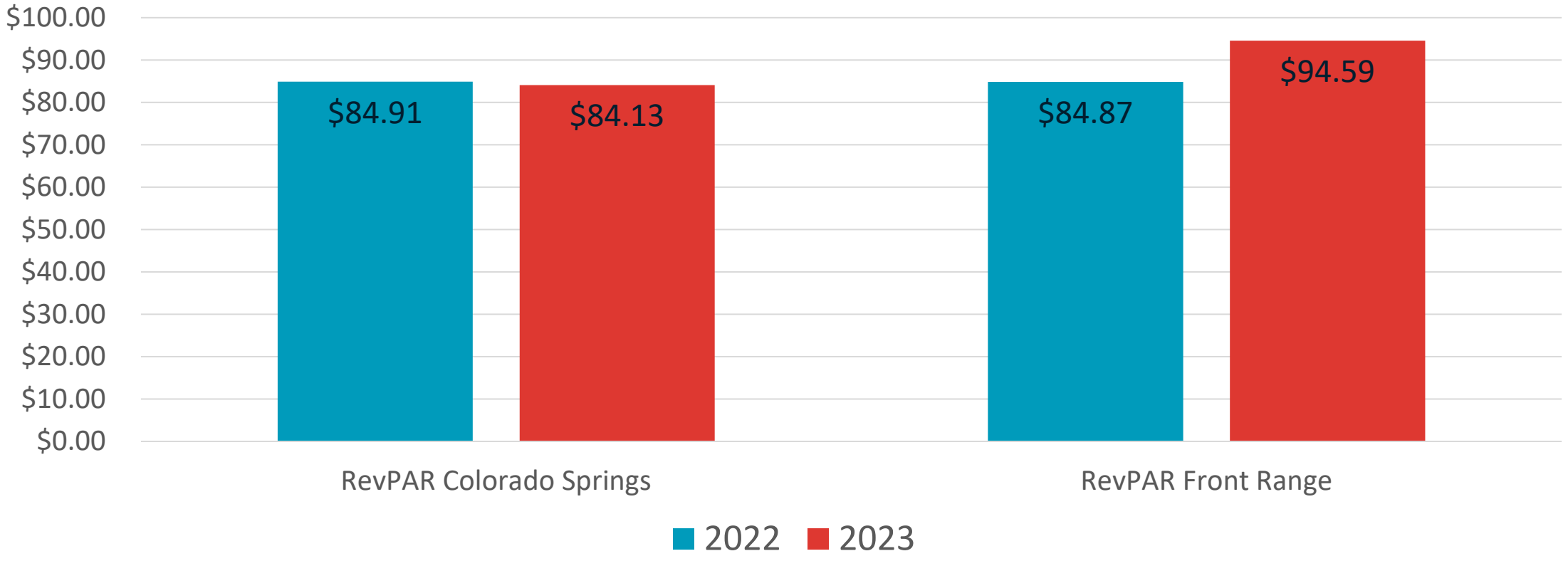
Lodgers and Auto Rental Tax (LART)



Colorado Springs Report of June 2023 Vendor Collections for Activity in May 2023.

Revenue per Available Room (RevPAR)

RevPAR – A hotel performance metric which is the product of the Average Daily room Rate (ADR) times the Occupancy rate.

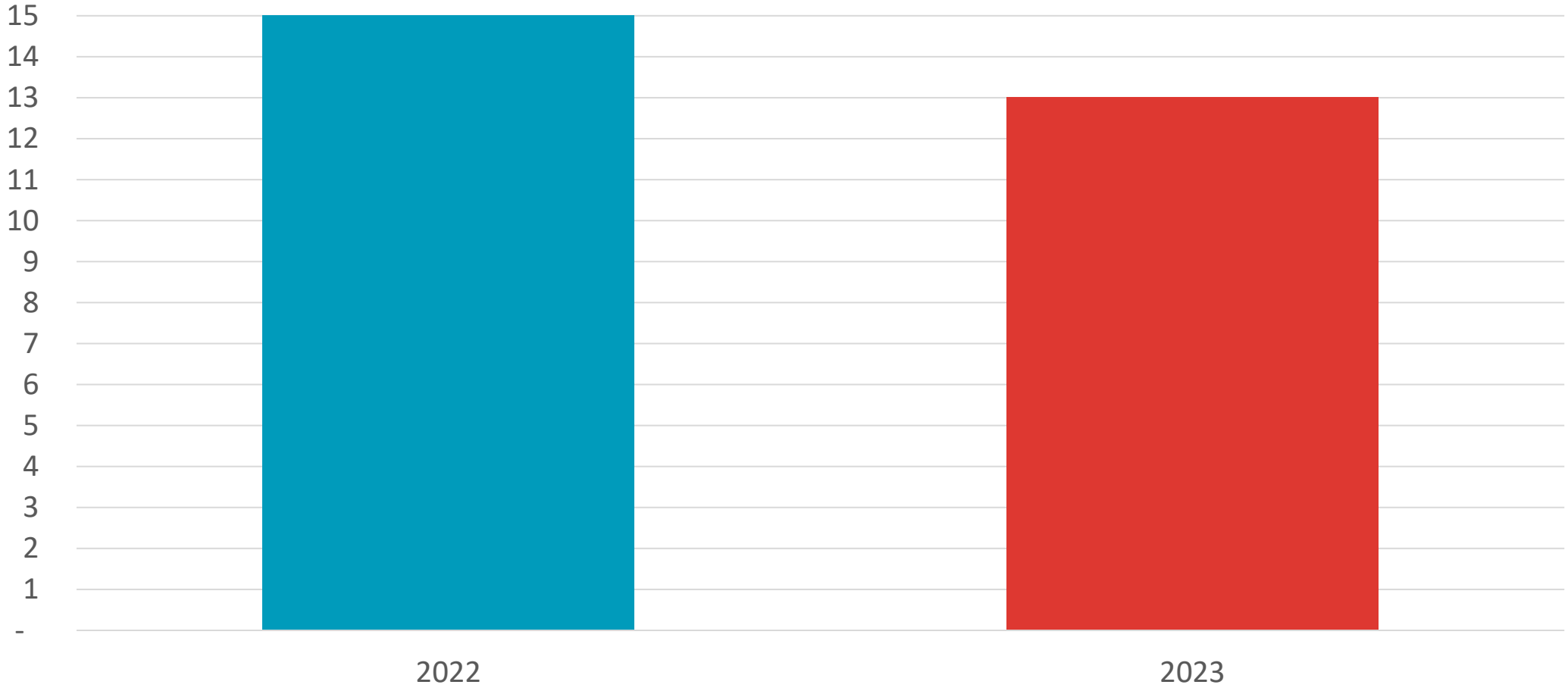


RevPAR data source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

visit COLORADO SPRINGS

GROUP SALES

Trade Shows Attended



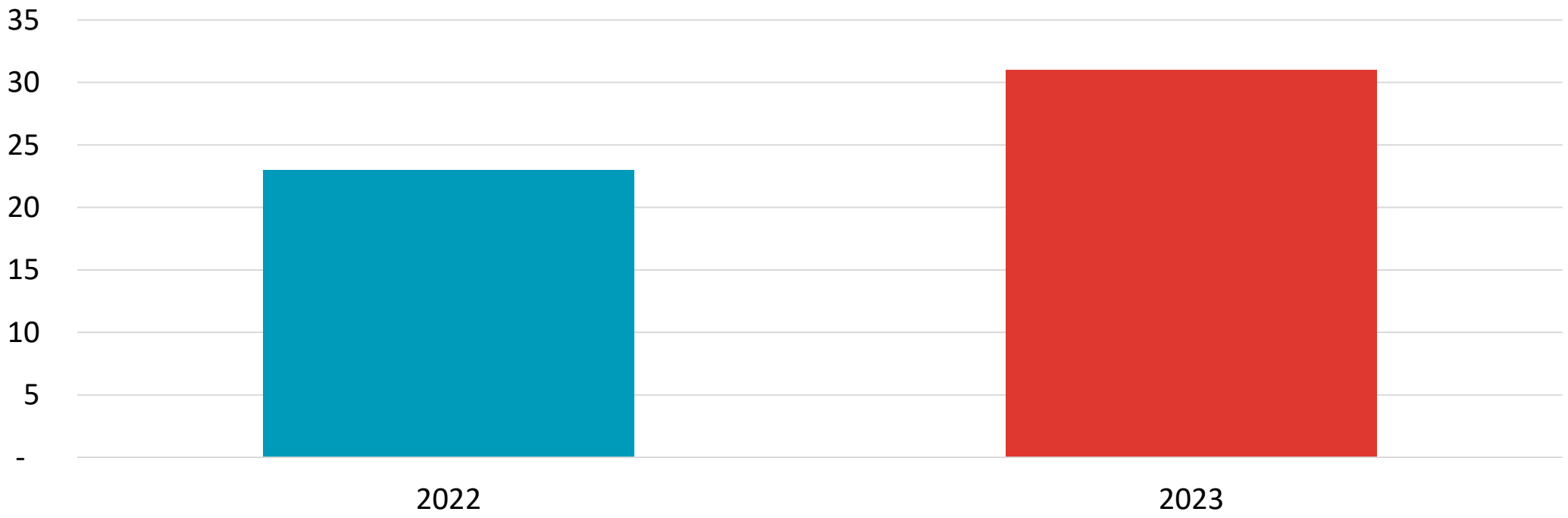
Example Tradeshows Attended
Q1/23

- PCMA Convening Leaders
- ESPA
- RCMA
- Meetings Industry Council of Colorado
- Conference Direct Annual Partner Meeting

Example Tradeshows Attended
Q2/23

- HelmsBriscoe Annual Business Conference
- Destination West
- CMCA
- Lamont Associates Associate Exchange Summit
- + MPI WEC, Smart Meetings, CSAE Annual Conference

Meeting Planner Site Visits and Familiarization (FAM) Tours



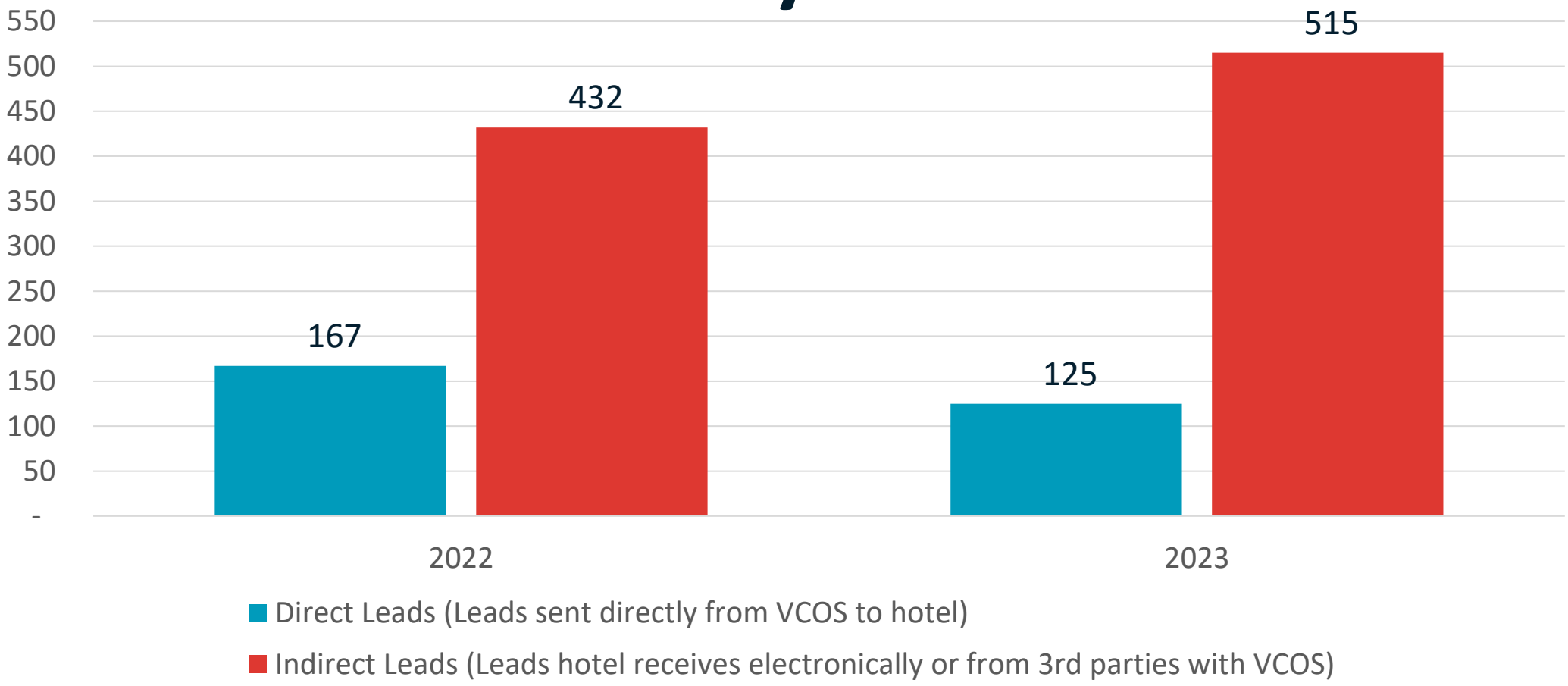
Example Destination Site Visits and FAM Tours
Q1/23

- National Jack in the Box Franchise – 2023 Franchise Conference
- Healthcare Distribution Alliance - 2024 Business & Leadership Conference
- Loeb & Loeb – 2024 Summer Partner Retreat
- National Association of Appraisers – 2024 Appraisers Conference & Trade Show
- State Risk Information – 2024 Annual Conference
- + 9 more

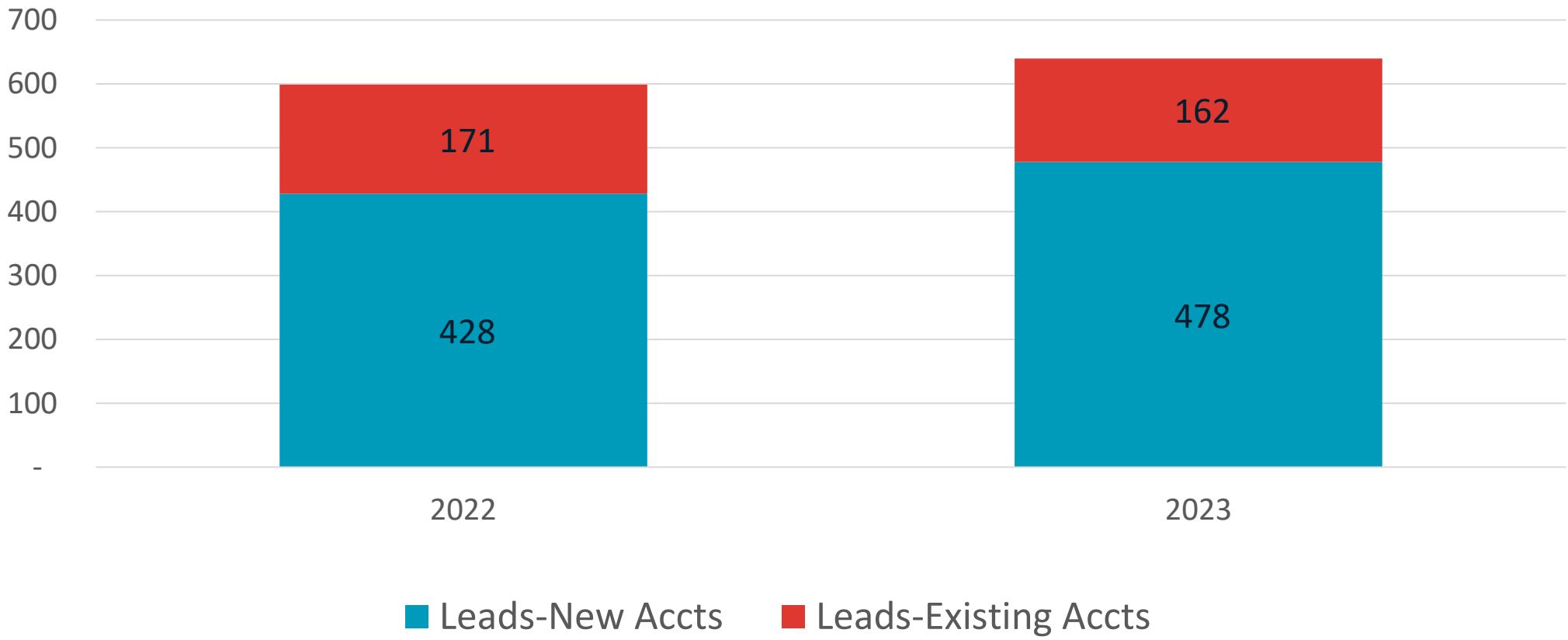
Example Destination Site Visits and FAM Tours
Q2/23

- International Jump Rope Union – 2023 IJRU World Jump Rope Championships
- Western Literature Association – 2024 Annual Conference
- American Gold Star Mothers – 2024 National Conference
- MxV Rail – 2025 World Congress on Railway Research
- Canvas Credit Union – 2023 Attorney Fly – In
- + 11 more

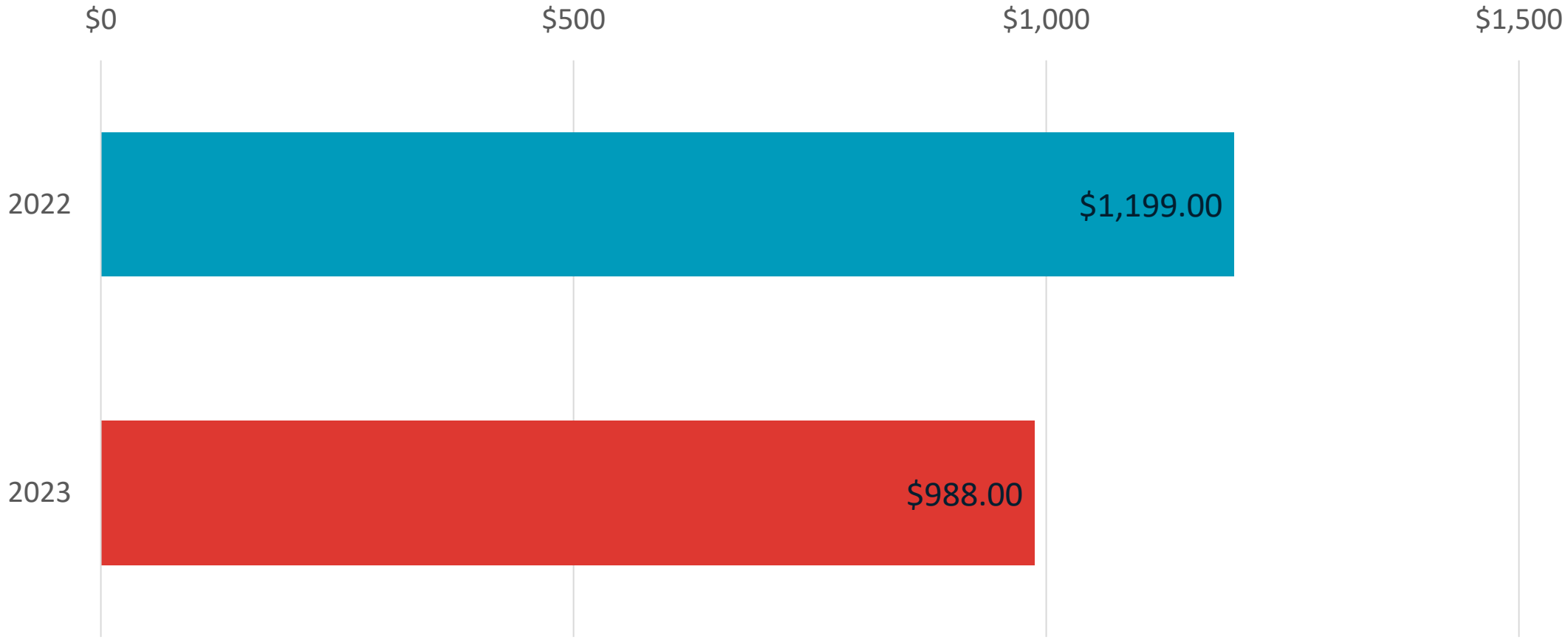
Leads by Source



Group Leads


700
600
500
400
300
200
100
-
171
428
162
478
2022
2023
Leads-New Accts
Leads-Existing Accts

Cost per Lead for Group Business



BOOKINGS (DEFINITES)

VCOS Reports Booking Revenue as “Definite” when:

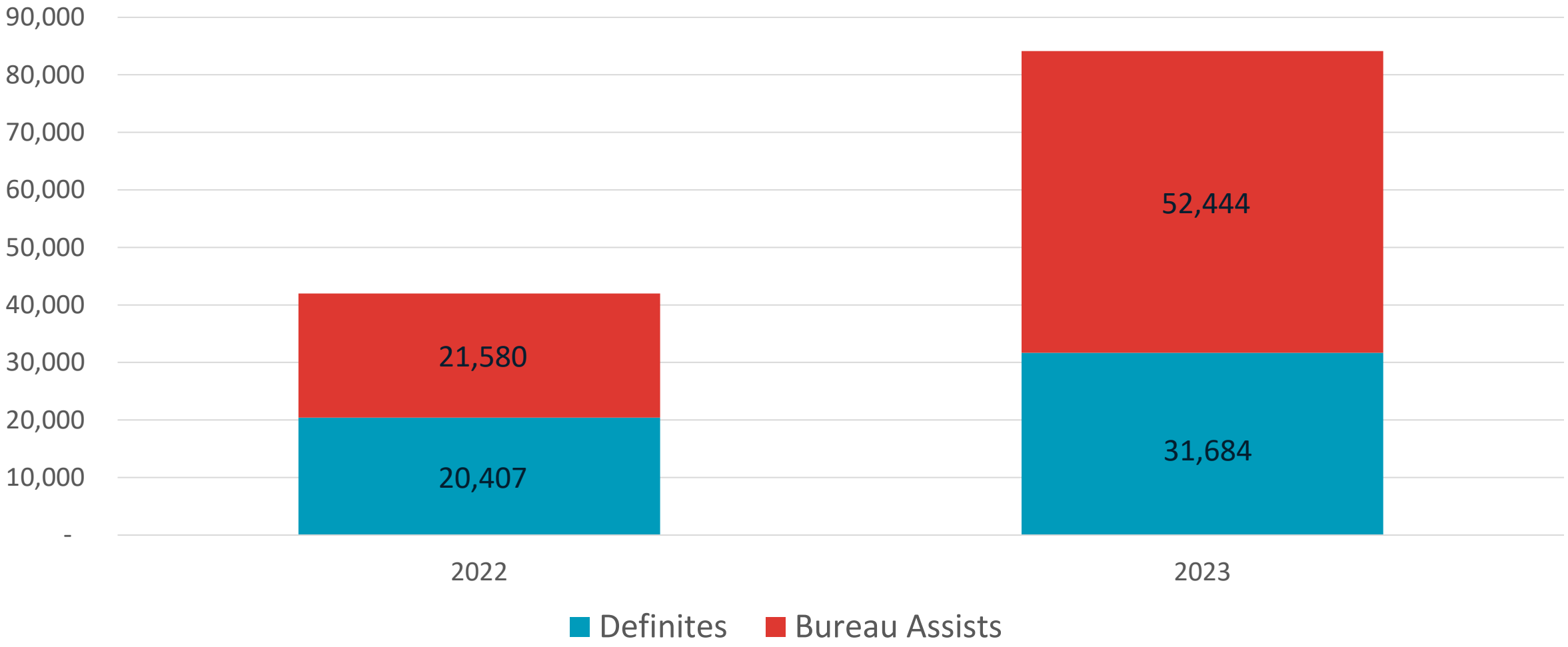
- A lead has been sent out on behalf of a meeting planner by a VCOS sales manager; and
- A local hotel has received the signed contract from the planner; and
- The VCOS sales associate confirms with the hotel sales representative the meeting dates, guest room block and number of attendees for the group

BOOKINGS (ASSISTS)

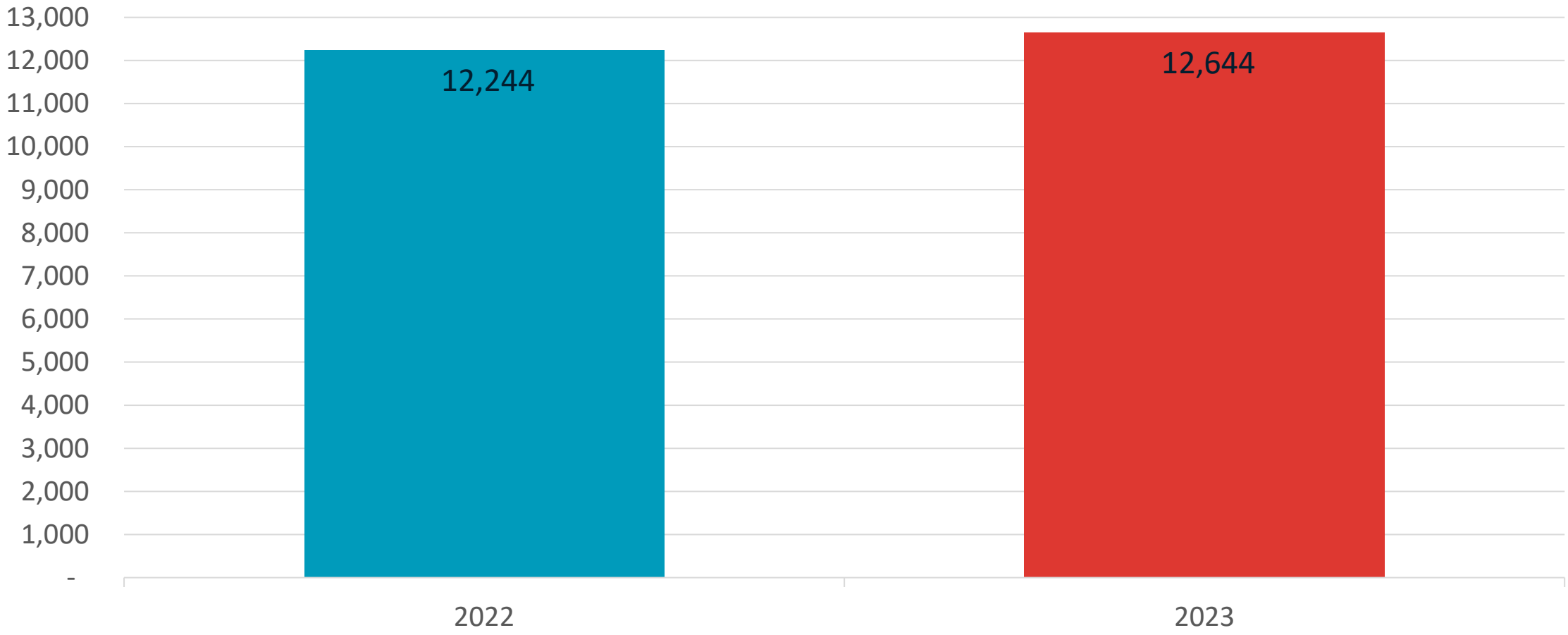
VCOS Reports Booking Revenue as a “Bureau Assist” when:

- A group books into Colorado Springs hotel through a lead that did not originate from VCOS; and
- A VCOS sales manager has been engaged in and contributed to the selling process that led to booking (i.e., trade show, phone discussion, printed materials provided, destination photos provided, sponsorships, destination information from our web site, etc.); and
- The sales manager receives approval to record the “assist’ by the VP of Sales or a group sales Director; and
- Documentation is recorded in the client account in the VCOS CRM

Estimated room nights booked for group travel



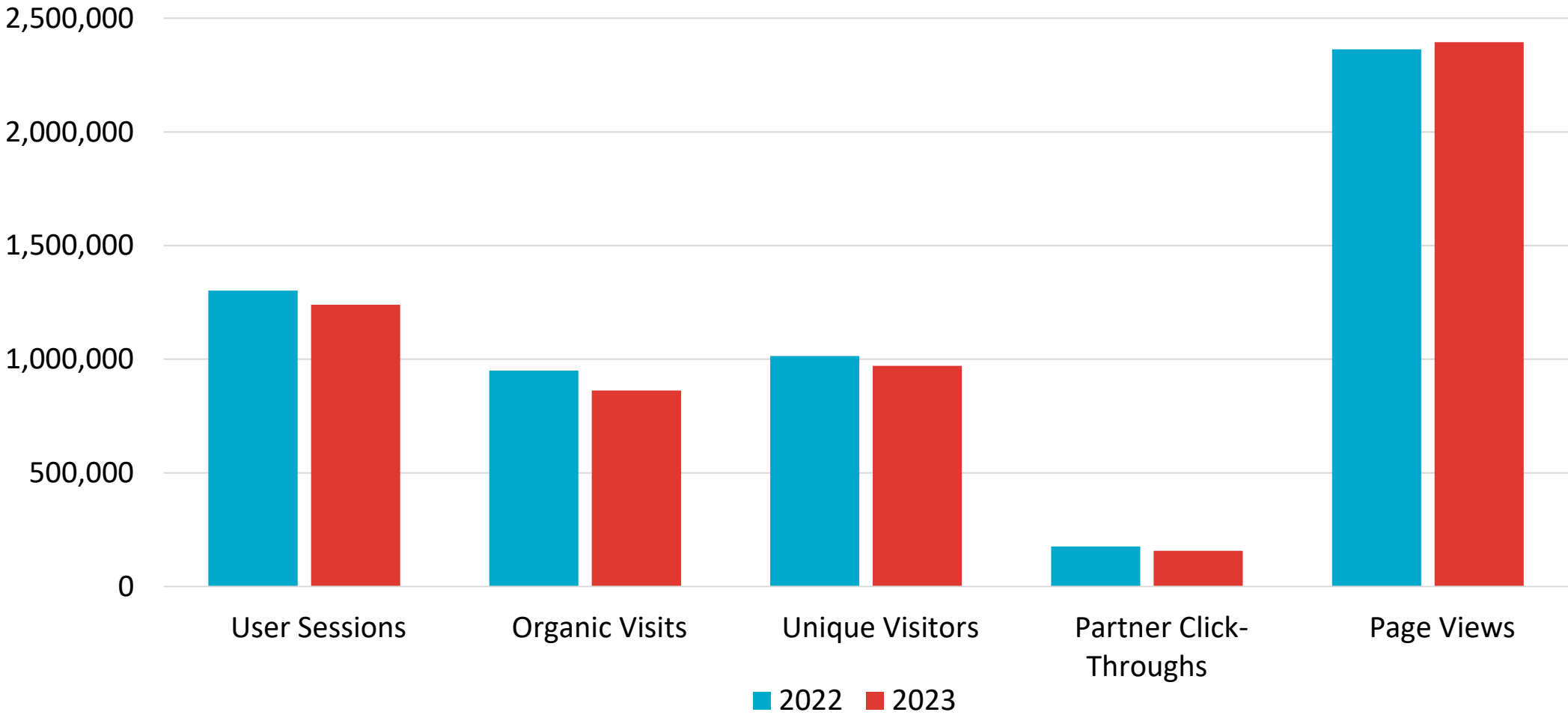
Group Servicing Activities



visit COLORADO SPRINGS

MARKETING, COMMUNICATIONS, PARTNERSHIP, VISITOR SERVICES

VisitCOS.com - Website KPIs

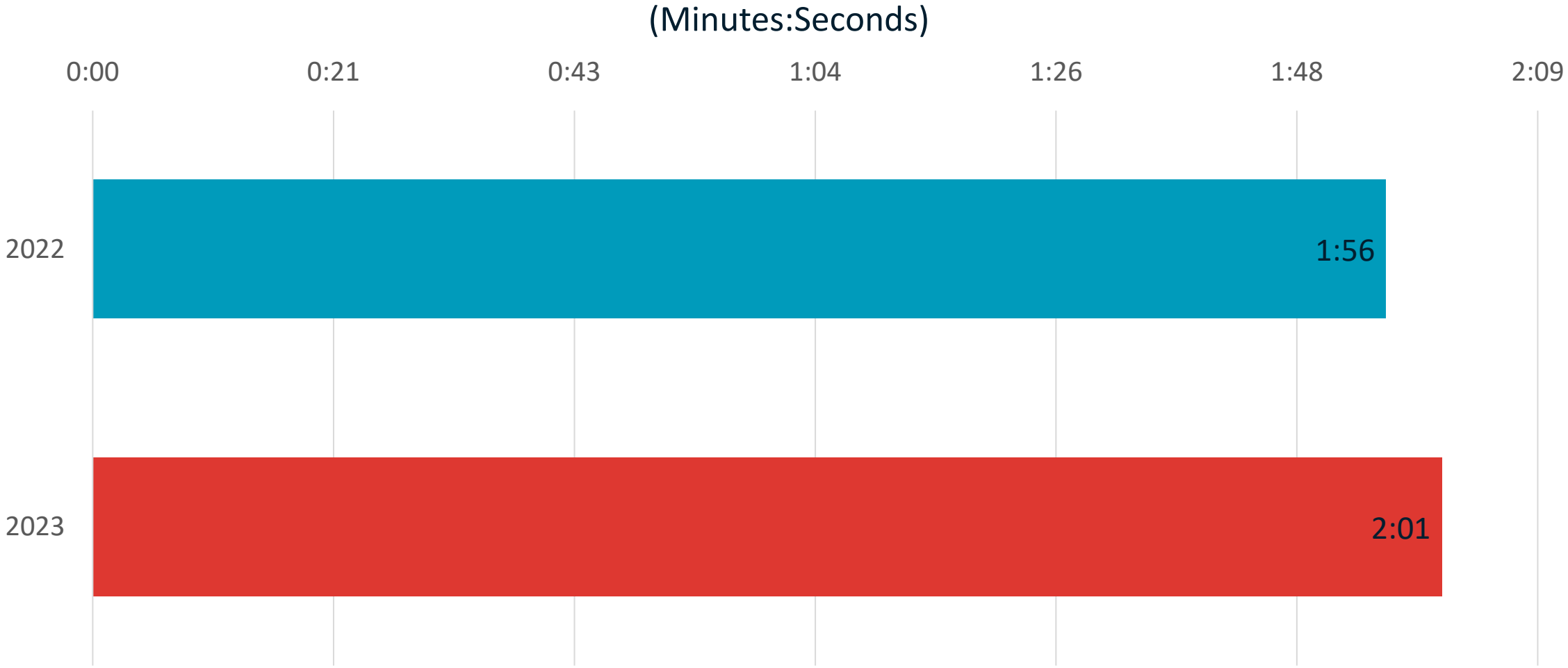


New website launched on 4/1/22. While we expected a slight dip in traffic for a short time (1-2 months), the drop in organic traffic was bigger and more extended than it should have been. We are working with the vendor to fix the problem (at their expense) and saw improvements beginning in Q4 2022. The performance has continued to improve each month in 2023, though YTD numbers are still negative. In May and June 2023, website sessions were up 18% and pageviews were up 26%.

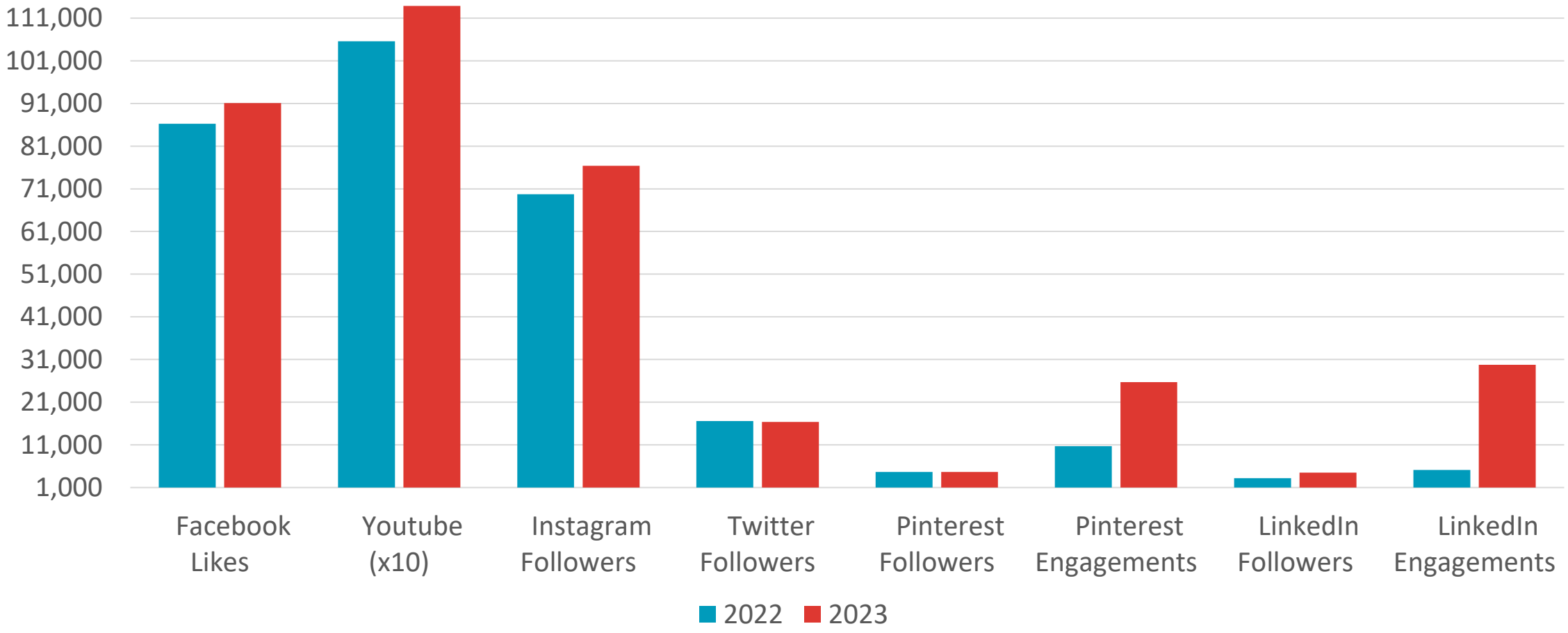
Top Referring Sites to VisitCOS.com

- Facebook.com (22,841)
- Colorado.com (13,637)
- Instagram (2,547)
- Earthtrekkers.com (1,331)
- Coloradosprings.gov (1,197)
- Pinterest (1,089)
- Keno.org (711)
- Rainbowryders.com (633)
- Linkedin.com (437)
- Cheyenne Mountain Resort (362)

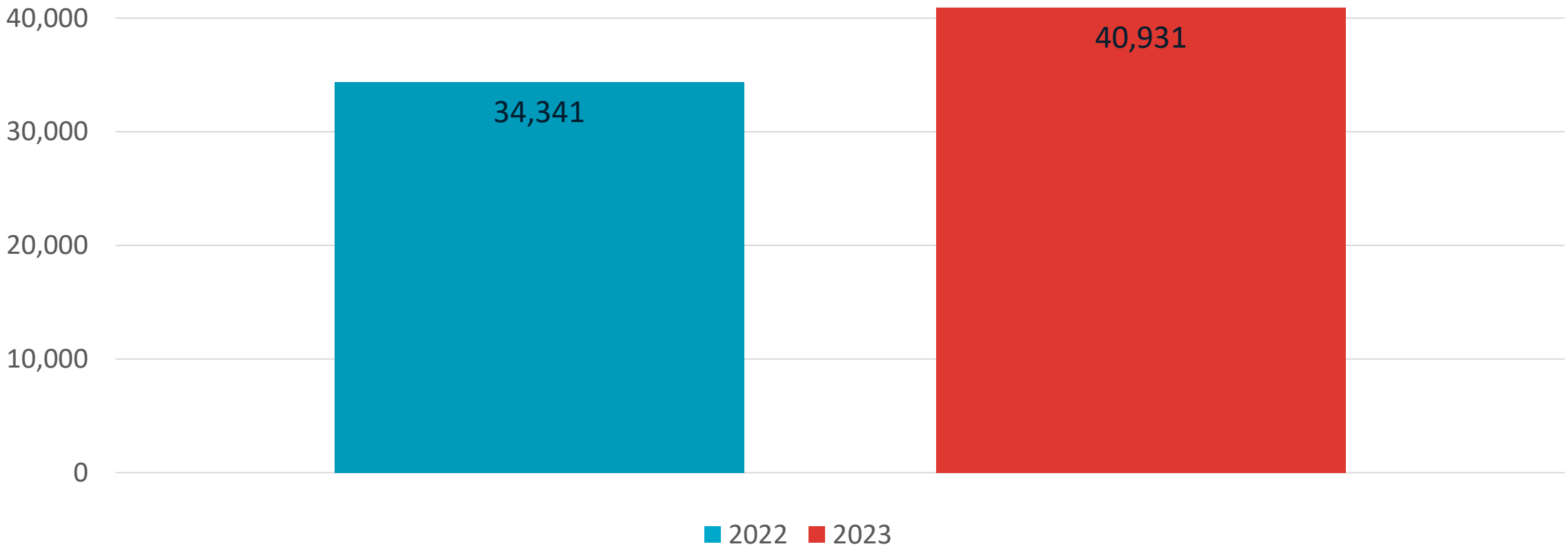
Time on Site VisitCOS.com



Social Media Activity

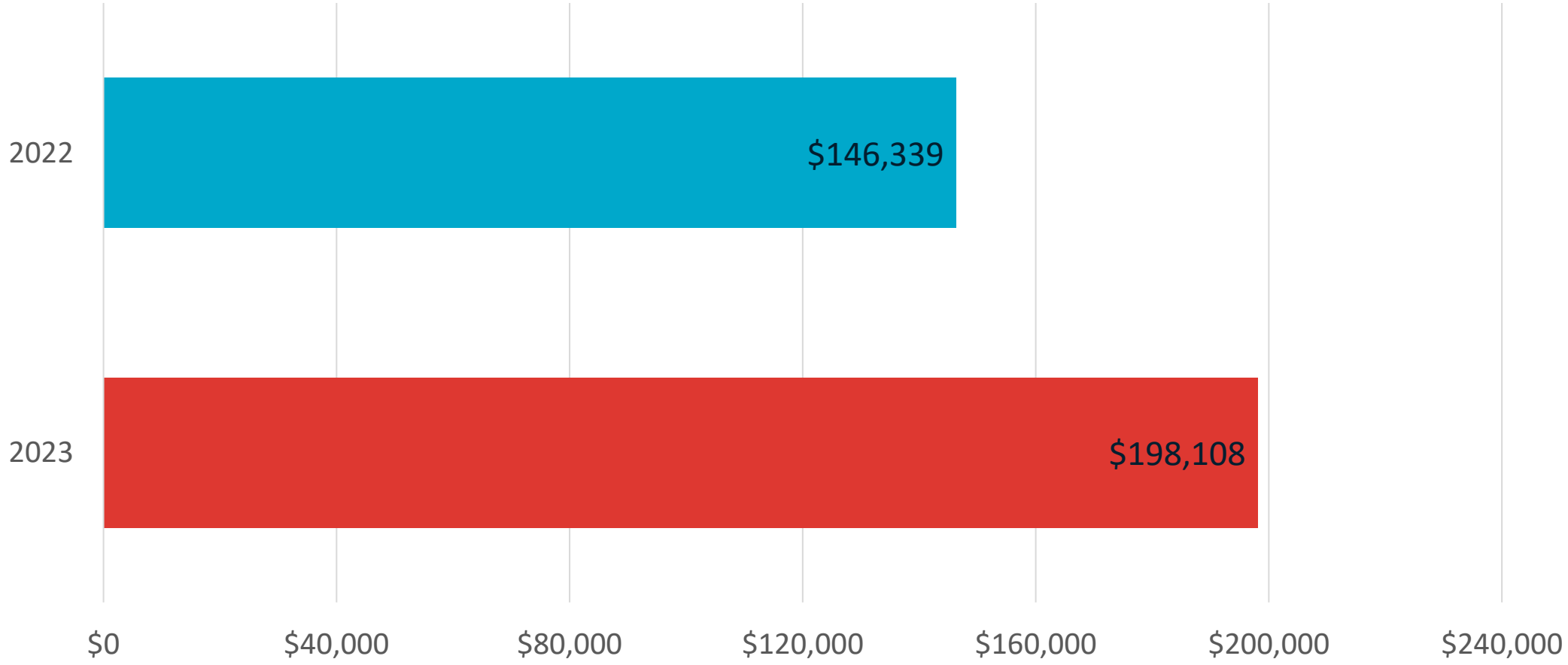


Social Media Traffic to Website



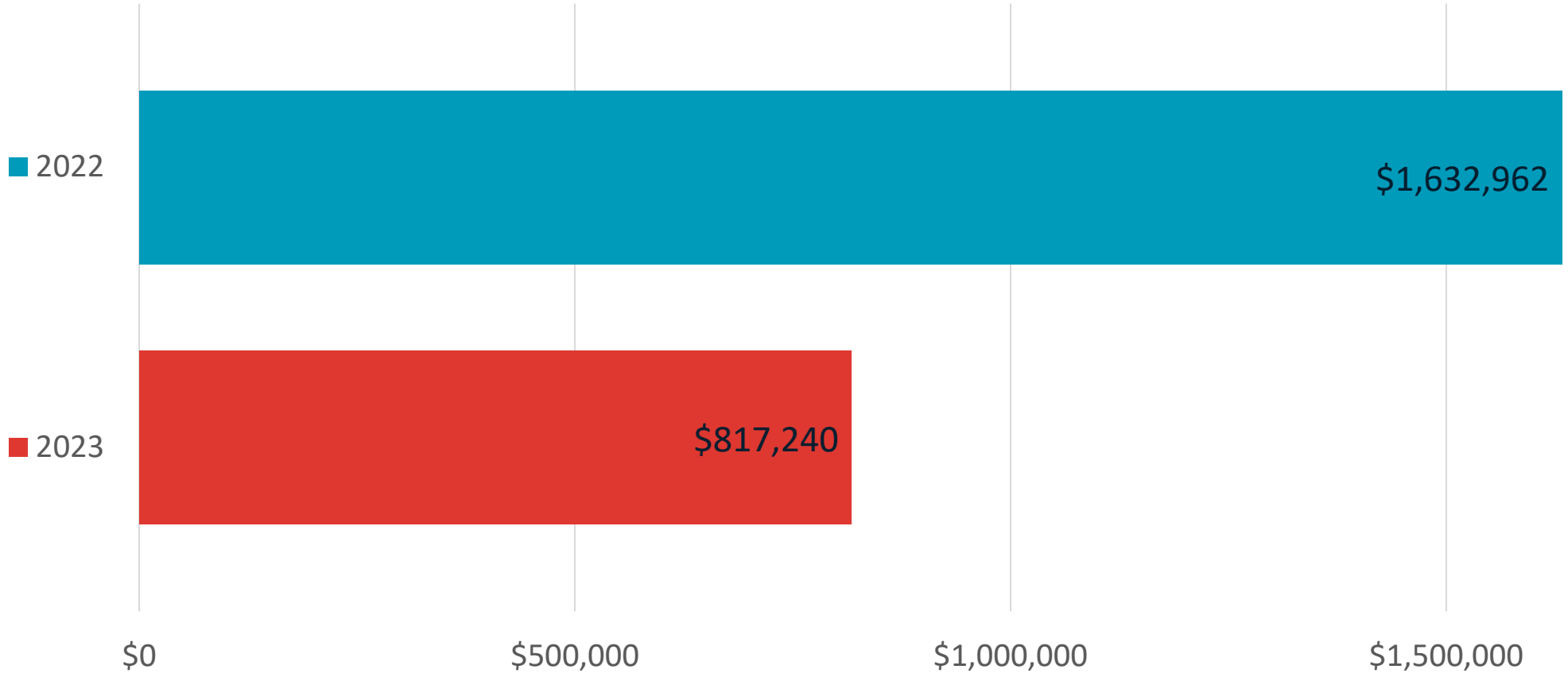
Social Media Advertising

2023 Budget = $260,000

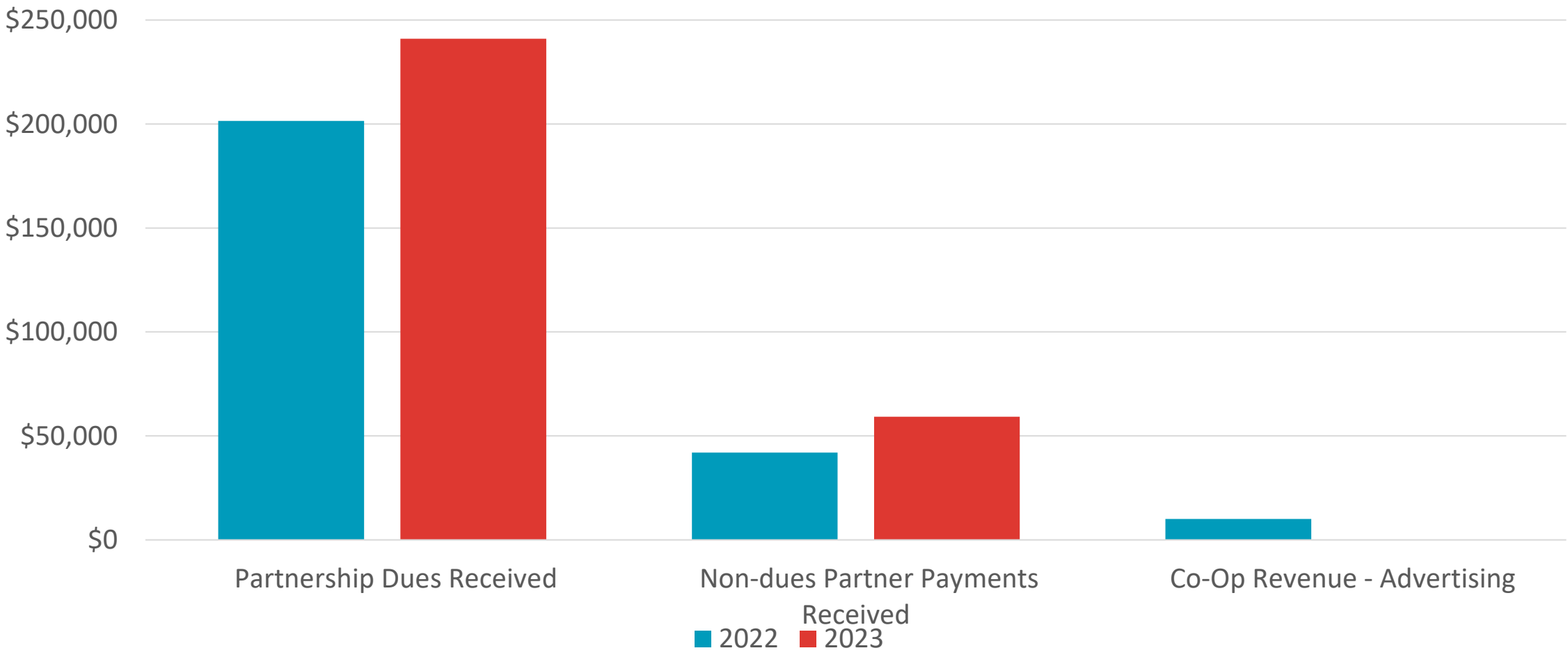


Total Advertising

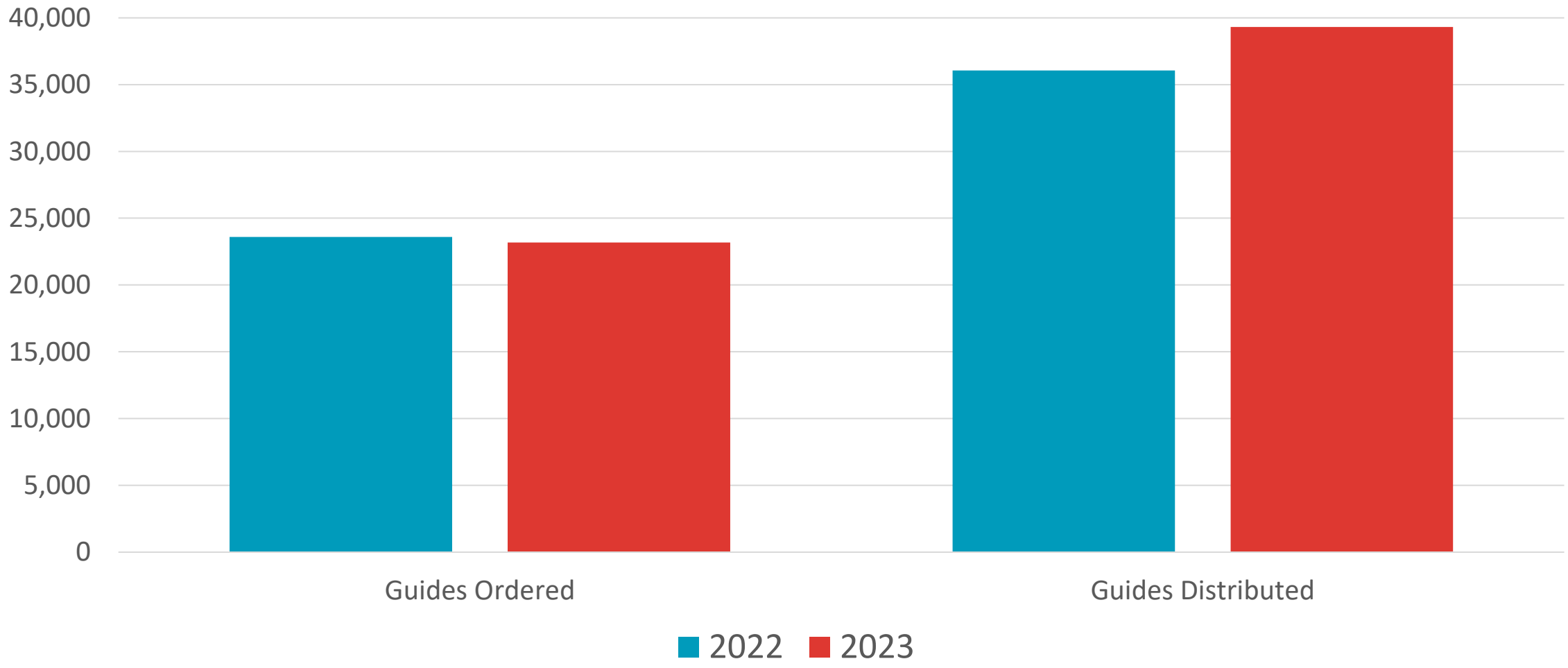
2023 Budget = $1,160,300



Partnership Revenues

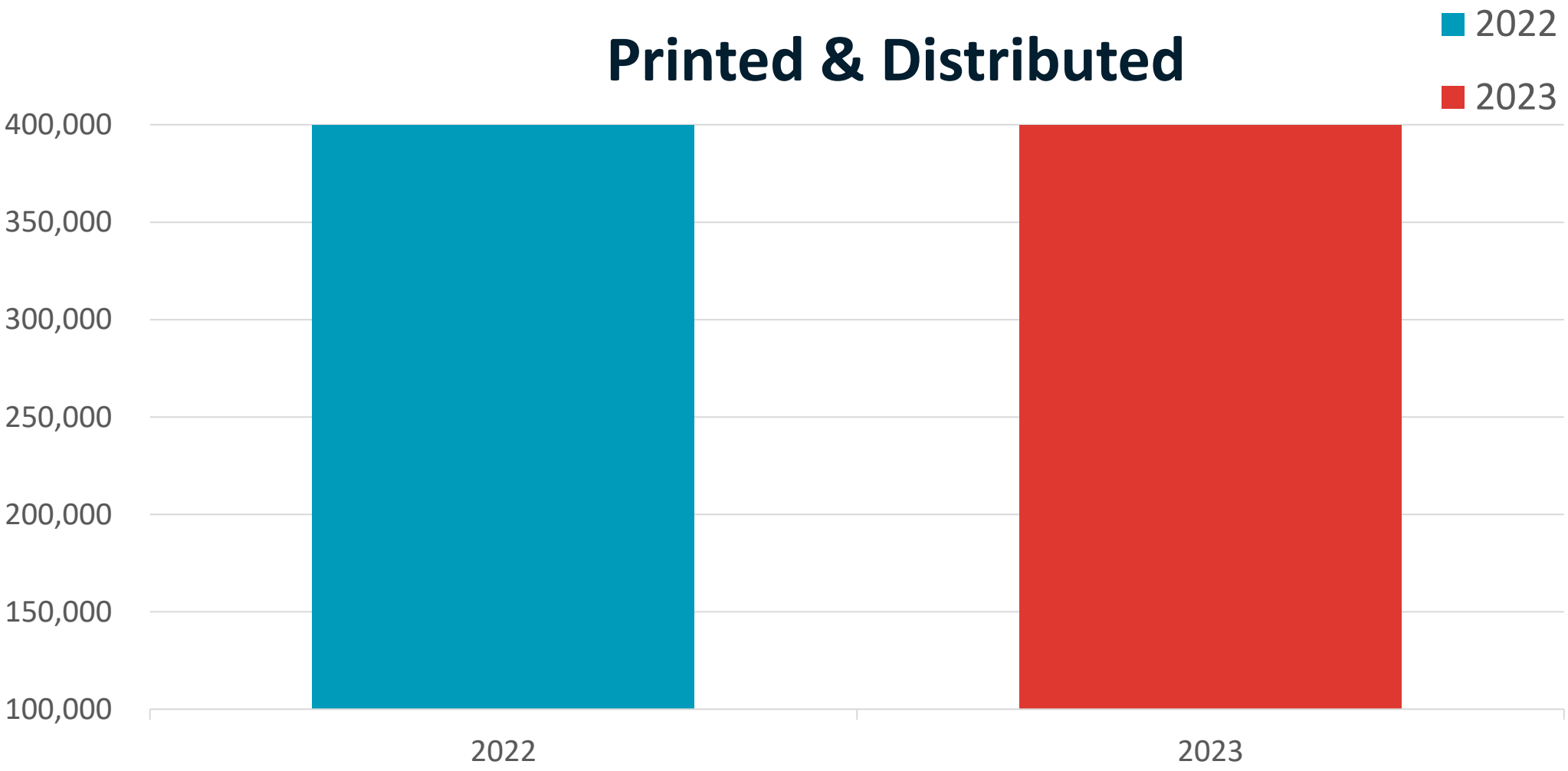


In-House OVP Fulfillment

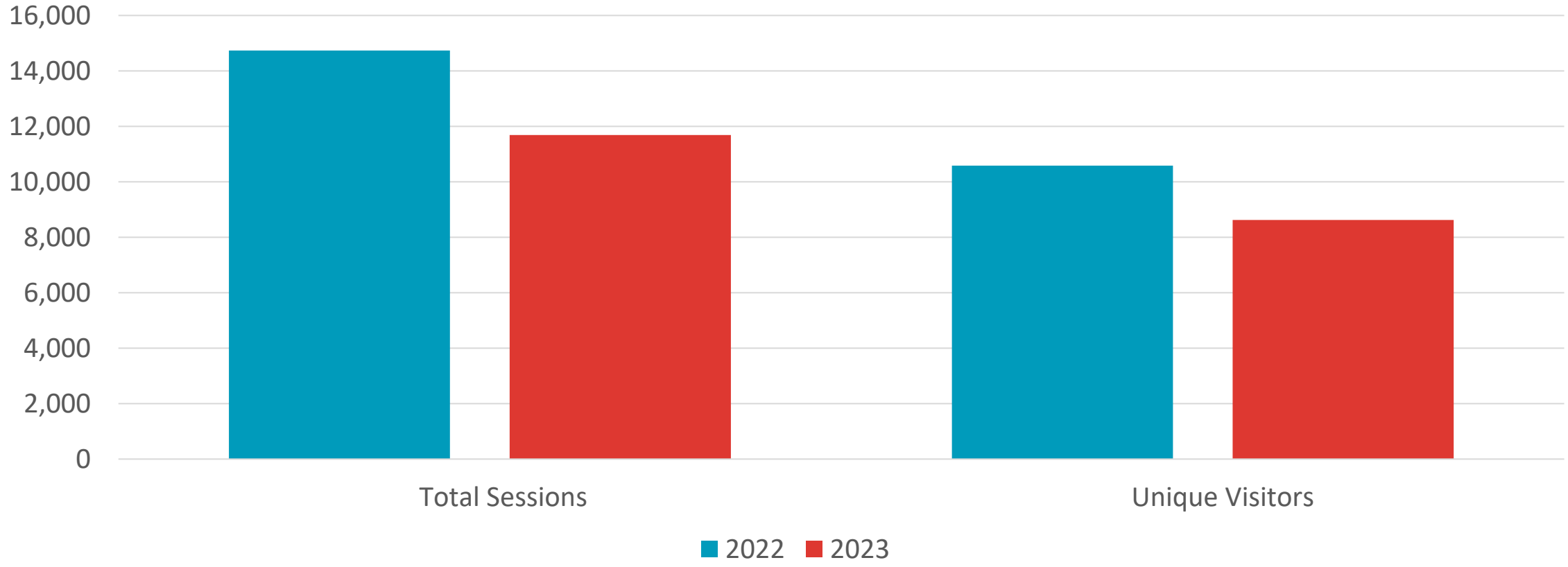


Official Vacation Planner

Printed & Distributed



Online Official Vacation Planner Sessions



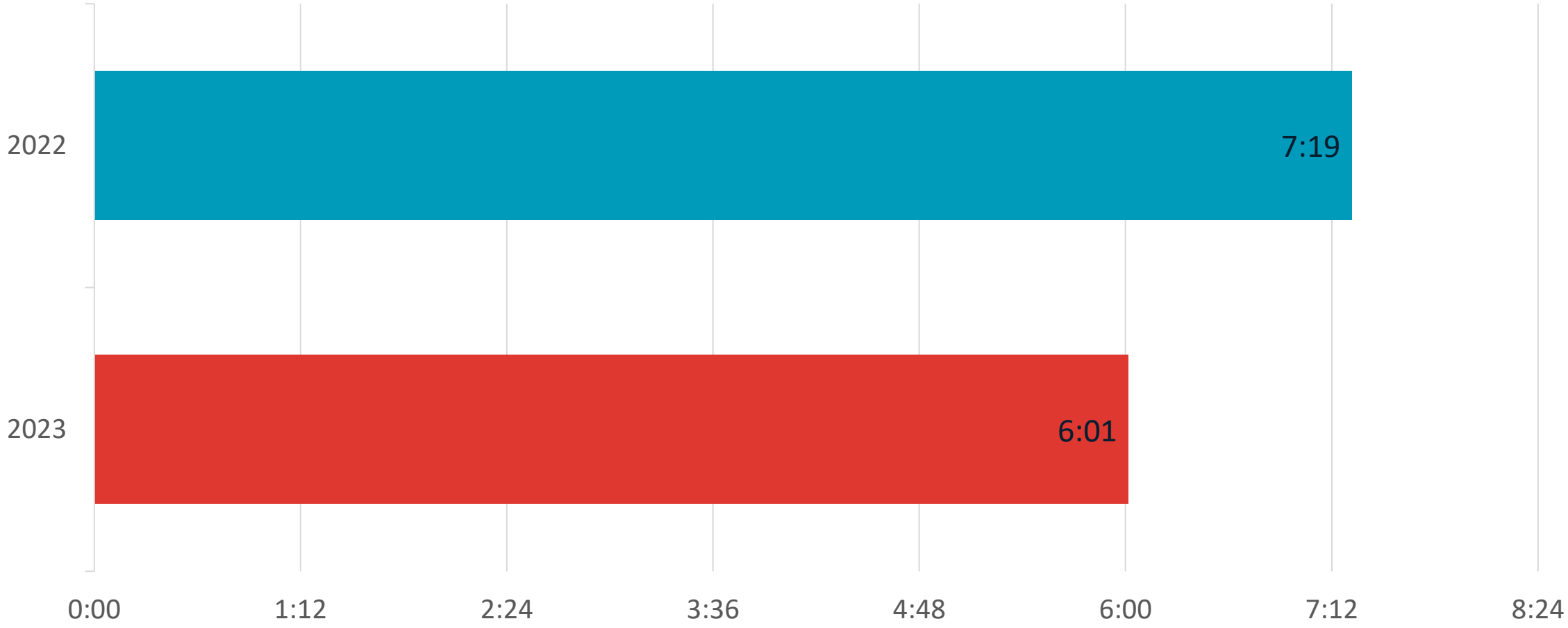
Visits to the online OVP were down in Q1/Q2 due to the general issues we were having with site traffic. We started an OVP campaign in mid-May and the traffic for May – July is up 40%.

Top Referring Sites to Online Vacation Planner

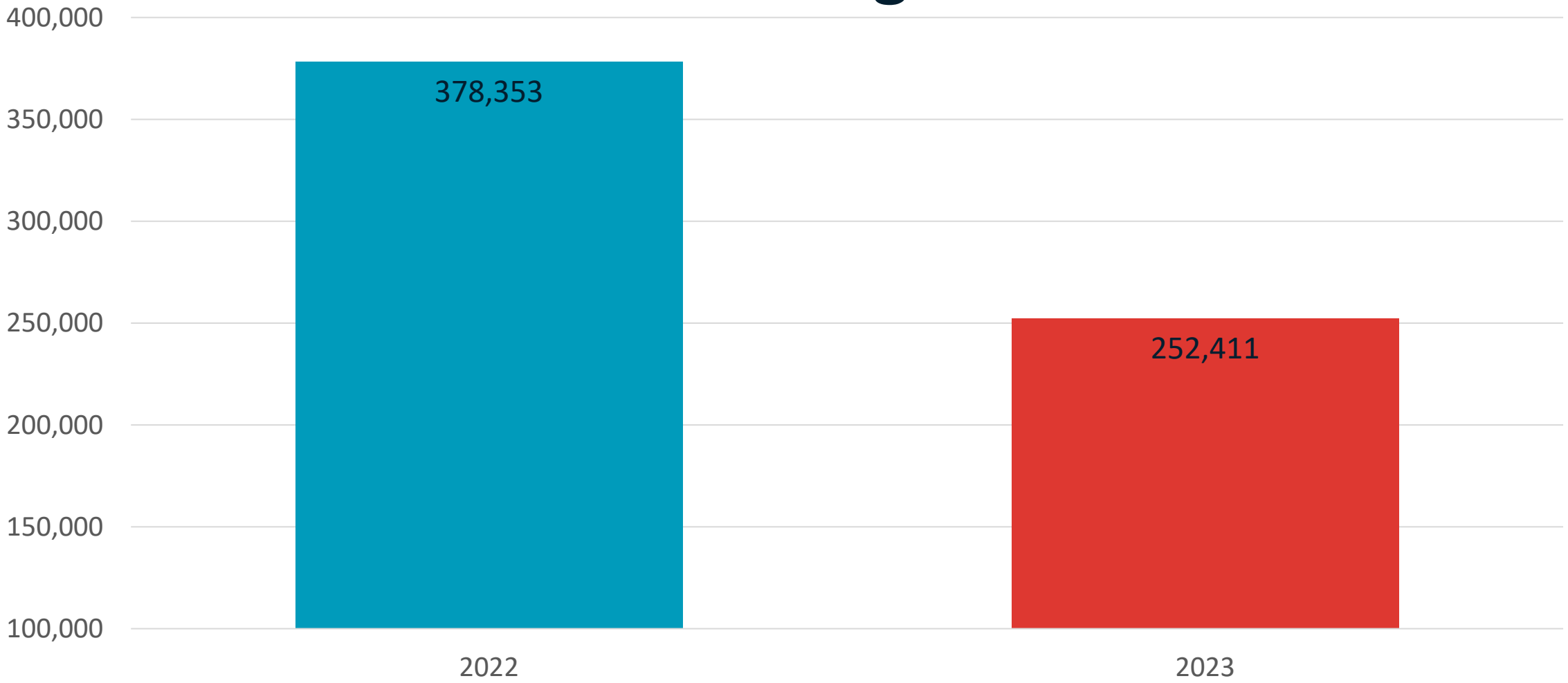
- Visitcos.com (2,453)
- Pikes-peak.com (1,510)
- Gardenofthegodsresort.com (115)
- Facebook.com (37)

Time on Site – Online OVP

(Minutes:Seconds)

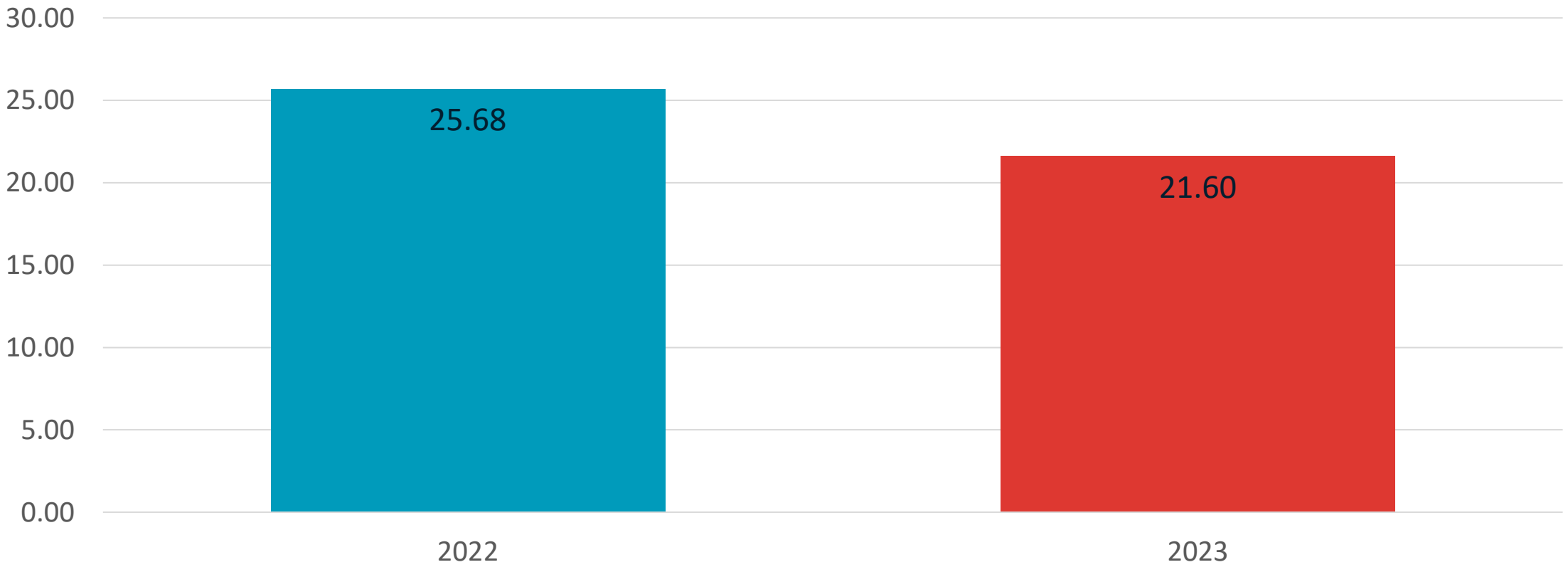


Online OVP Page Views



Sessions and page views were down in the first half of 2023 as a direct result of the poor performance of the new VisitCOS.com website, which is the top referral page to the Official Vacation Planner.

OVP Pages per Session



Questions?

visit
COLORADO
SPRINGS

visit COLORADO SPRINGS

KPI Data

2023 PERFORMANCE INDICATORS				
Contract Amount: $5,000,000				
	2022	2023	2022	2023
	Actual	Actual	Actual	Estimate/
	YTD	YTD	Year End	Goal
Activity/Output:	Q1 & Q2/2022	Q1 & Q2/2023		
Percentage Year over Year Change in Lodger and Auto Rental Tax (2 mos)	22.3%	-5.25%	16.6%	0.0%
Percentage Year over Year Change in RevPar – Colorado Springs	31.5%	-0.9%	59.37%	3.0%
(RevPar = Revenue per Available Room, a measure of a hotel's performance)				
Percentage Year over Year Change in RevPar – Colorado Front Range	76.9%	11.5%	94.11%	0.0%
(RevPar = Revenue per Available Room, a measure of a hotel's performance)				

2023 PERFORMANCE INDICATORS				
(Update thru Q2/2023)				
	2022	2023	2022	2023
	Actual	Actual	Actual	Estimate/
	YTD	YTD	Year End	Goal
Activity/Output:	Q1 & Q2/2022	Q1 & Q2/2023		
GROUP SALES-				
# of trade shows attended	16	13	23	26
Site Visits/Inspections Hosted	10	31	41	45
Site Visits who book, reported at end of year	n/a	n/a	24	25
Direct Leads (Leads sent directly from VCOS to hotel)	167	125	276	131
Indirect Leads (Leads hotel receives electronically or from 3rd parties with VCOS)	432	515	830	800

2023 PERFORMANCE INDICATORS				
Contract Amount: $5,000,000				
	2022	2023	2022	2023
	Actual	Actual	Actual	Estimate/
	YTD	YTD	Year End	Goal
Activity/Output:	Q1 & Q2/2022	Q1 & Q2/2023		
GROUP SALES-				
Group Leads from New Accounts	428	478	824	750
Group Leads from Existing Accounts	171	162	282	181
Total Group Leads (sum of above lead numbers)	599	640	1,107	931
Cost per Lead for Group Business	$1,199	$988	$1,205	$2,000
Estimated room nights booked for group travel, definites	20,407	31,684	67,912	100,000
Estimated room nights booked for group travel, bureau assists	21,580	52,444	83,538	112,500
Group Servicing Activities provided to visiting groups	6,380	7,088	12,644	13,000

2023 PERFORMANCE INDICATORS				
(Update thru Q2/2023)				
	2022	**2023**	**2022**	**2023**
	Actual	**Actual**	**Actual**	**Estimate/**
	YTD	**YTD**	**Year End**	**Goal**
Activity/Output:	**Q1 & Q2/2022**	**Q1 & Q2/2023**		
WESBITE – attract visitors for overnight and day stays; easy-to-use tool for meeting				
Total Website User Sessions	1,301,965	1,239,185	2,635,860	2,675,000
Organic Visits	949,609	862,338	1,796,901	1,925,000
Unique Visitors	1,013,947	970,532	2,075,163	2,100,000
Length of Visit (Time of Site)	1:56	2:01	1:51	1:51
Page Views	2,363,269	2,394,546	4,701,606	4,700,000
Partner Click-Throughs	176,230	156,903	315,641	316,000
SOCIAL MEDIA – integrate with marketing campaigns				
Facebook Likes	86,250	96,428	89,468	94,000
YouTube Views	1,055,671	1,138,526	1,116,208	1,250,000
Instagram Followers	69,731	76,371	71,867	78,000
Twitter Followers	16,602	16,364	16,453	16,500
Pinterest Followers	4,655	4,689	4,672	4,700
Pinterest Engagements	10,730	25,720	19,307	30,000
LinkedIn Followers	3,217	4,531	3,919	5,000
LinkedIn Engagements	5,147	29,758	19,343	22,000
Social Media Traffic to Website	34,341	40,931	102,829	103,000
Dollars spent on social media specific marketing	$146,339	$198,101	$727,374	$575,000

2023 PERFORMANCE INDICATORS				
(Update thru Q2/2023)				
	2022	**2023**	**2022**	**2023**
	Actual	**Actual**	**Actual**	**Estimate/**
	YTD	**YTD**	**Year End**	**Goal**
Activity/Output:	**Q1 & Q2/2022**	**Q1 & Q2/2023**		
PARTNERSHIP – provide value to our partners				
Partnership Dues Received-Cash	$201,456	$240,994	$354,903	$365,000
Non-dues Partnership Payments Received-Cash	$41,978	$59,261	$95,689	$100,000
Co-Op Revenue – Advertising	$10,056	$0	$16,579	$20,000
ADVERTISING				
Dollars spent on advertising and social media marketing	$1,632,962	$817,240	$2,451.630	$1,795,215
OFFICIAL VISITOR GUIDE				
Number of guides ordered through visitor Services	23,594	23,172	37,369	37,000
Number of guides distributed through Visitor Services	36,052	39,321	54,427	54,000
Number of guides printed and distributed (cert; slawson; vic; dia)	400,000	400,000	400,000	400,000
Electronic Visitor Guide Views/Sessions – Total Sessions	14,734	11,684	23,704	24,000
Unique Visitors	10,581	8,624	17,174	17,000
Average Session Duration	7:19	6:01	6:51	6:55
Electronic Visitor Guide Page Views	378,353	252,411	567,050	575,000
Electronic Visitor Guide Pages per Session	25.68	21.60	23.92	24.00

visit COLORADO SPRINGS

Thank You!