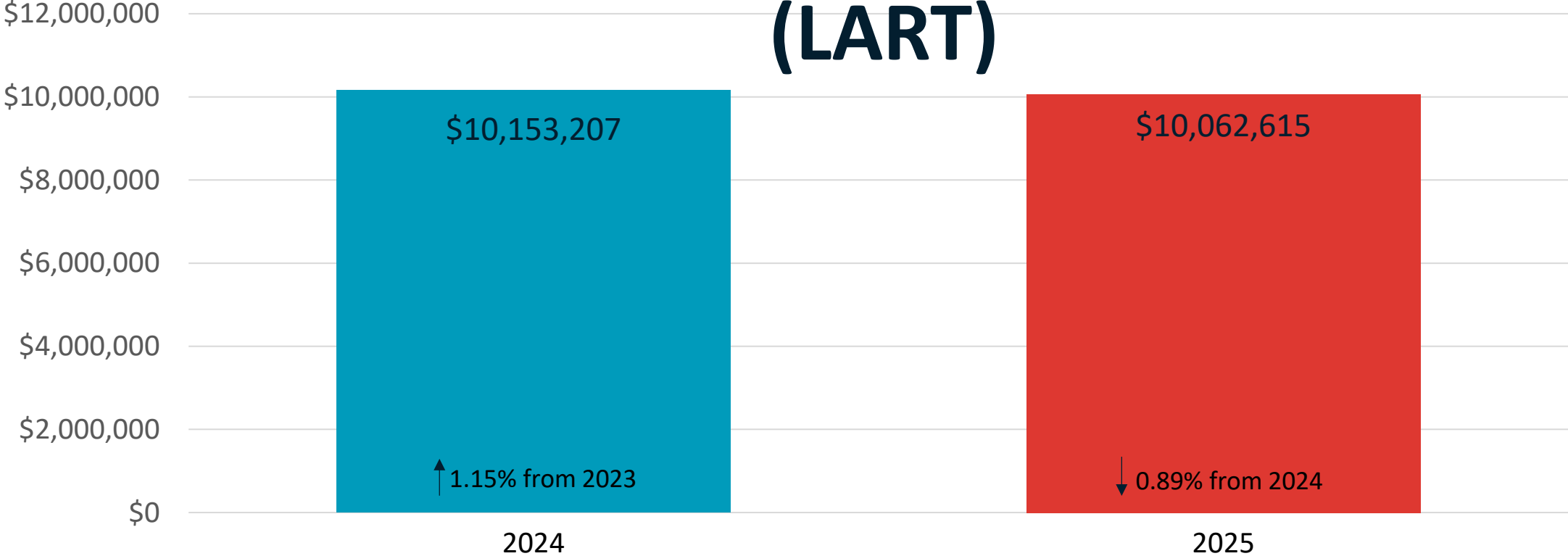




— visit —
**COLORADO
SPRINGS**

Year-End 2025, KPI Report

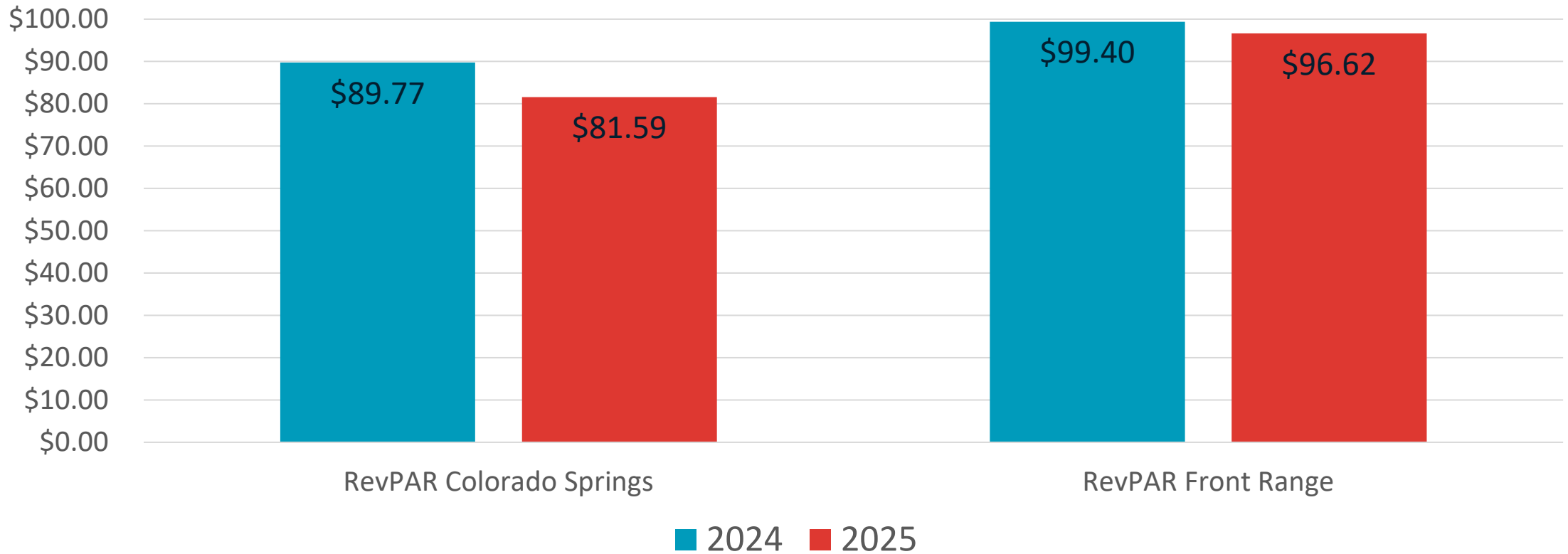
Lodgers and Auto Rental Tax (LART)



Colorado Springs Report of January 2026 Vendor Collections for Activity in December 2025.

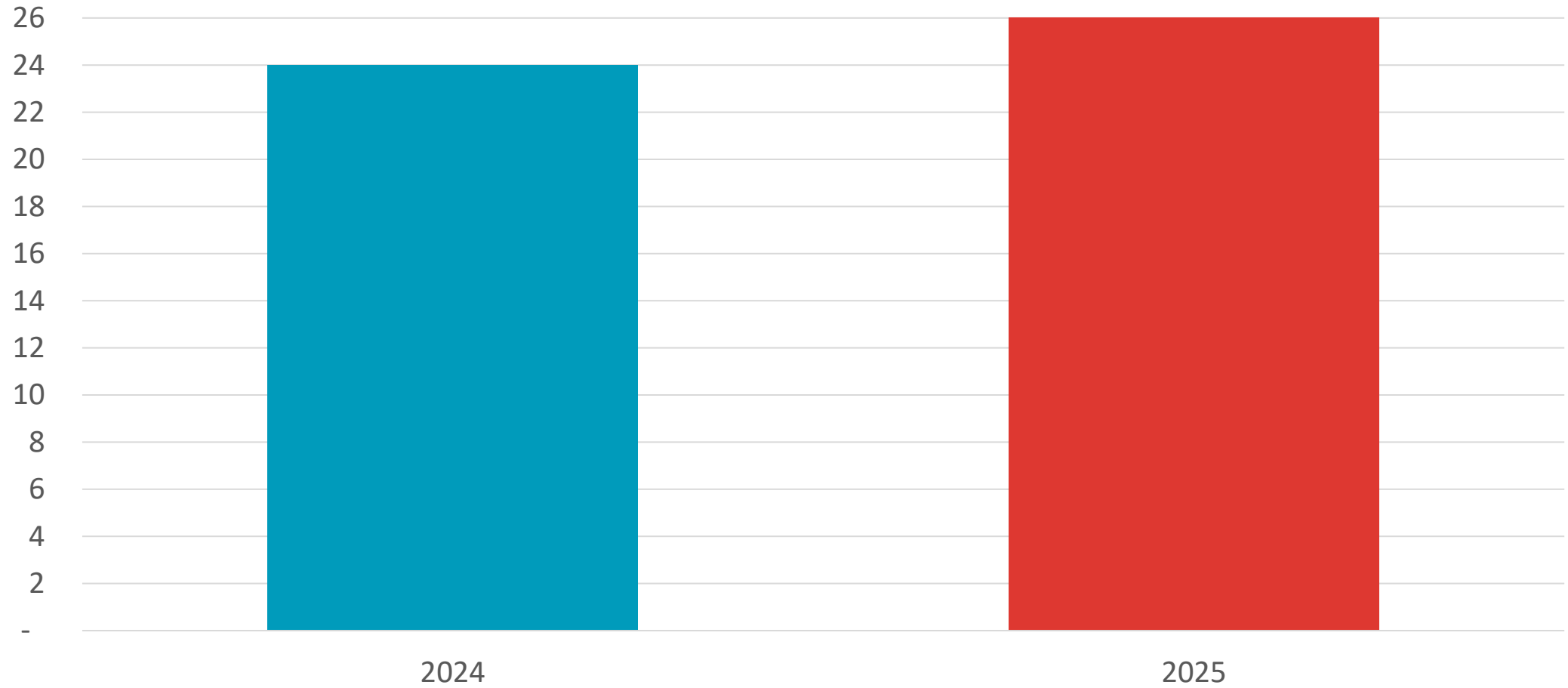
Revenue per Available Room (RevPAR)

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

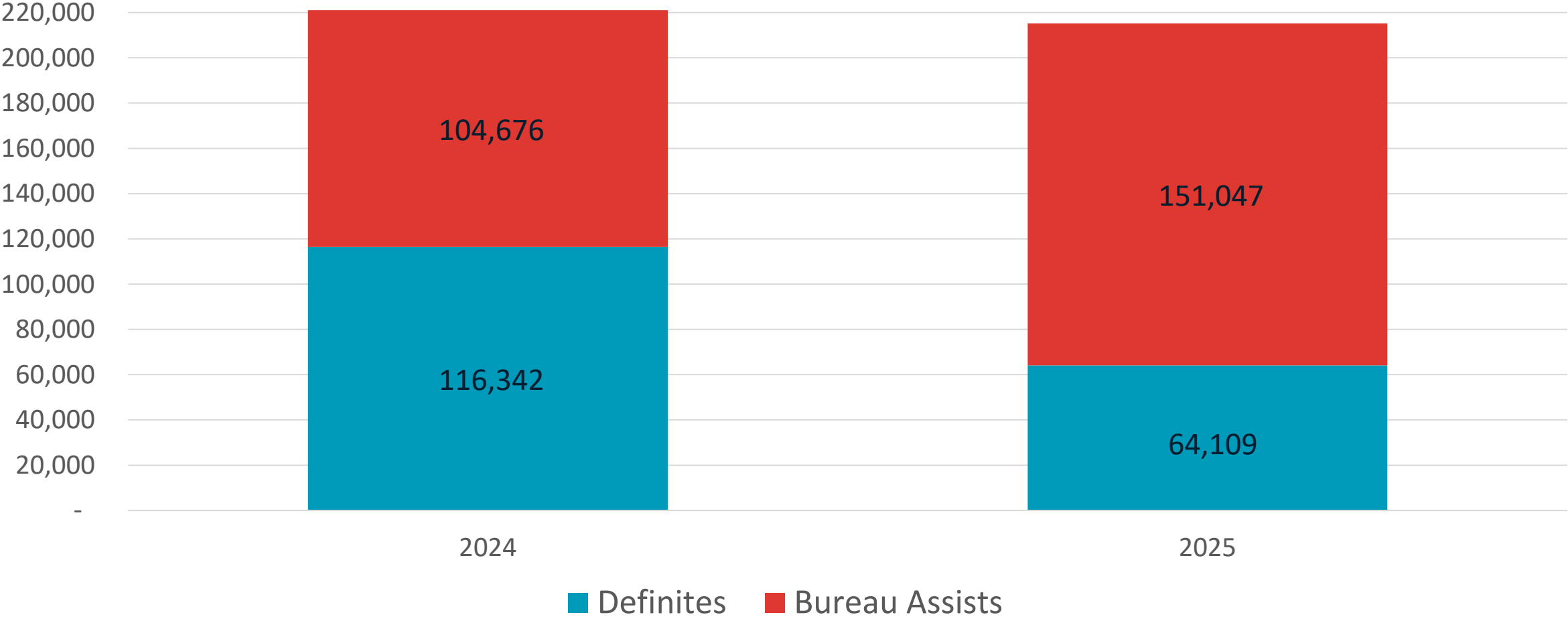


RevPAR data source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

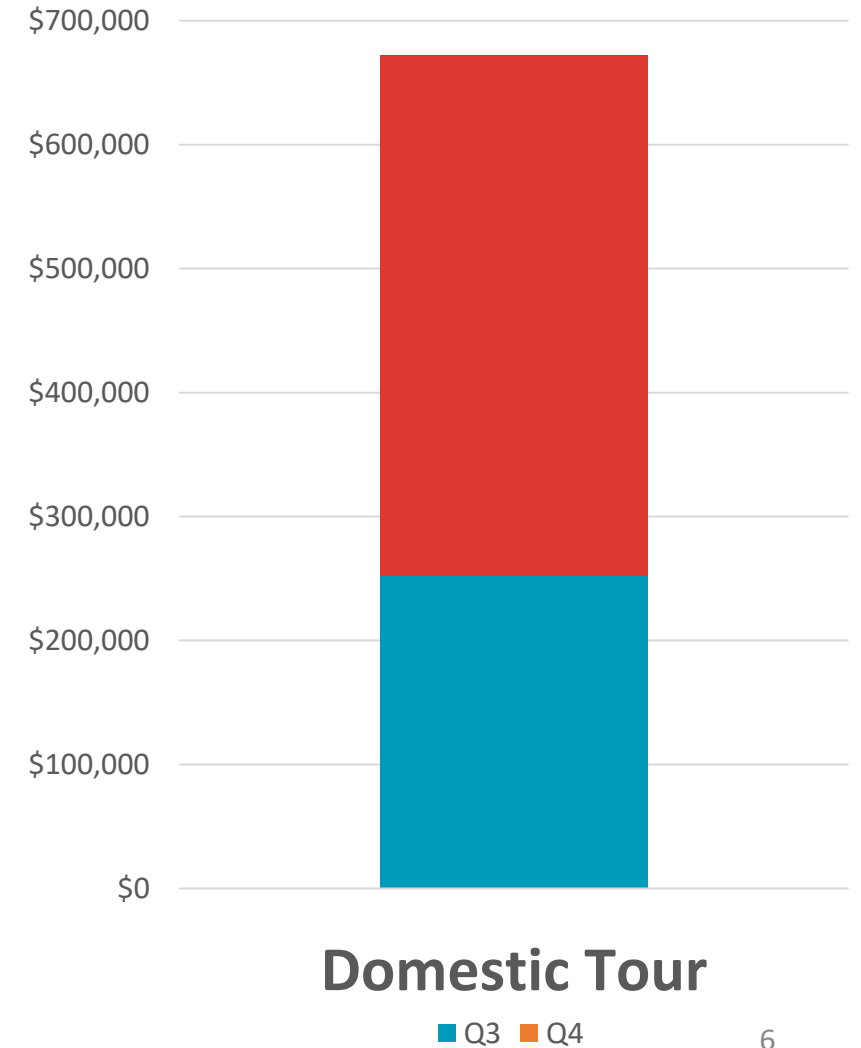
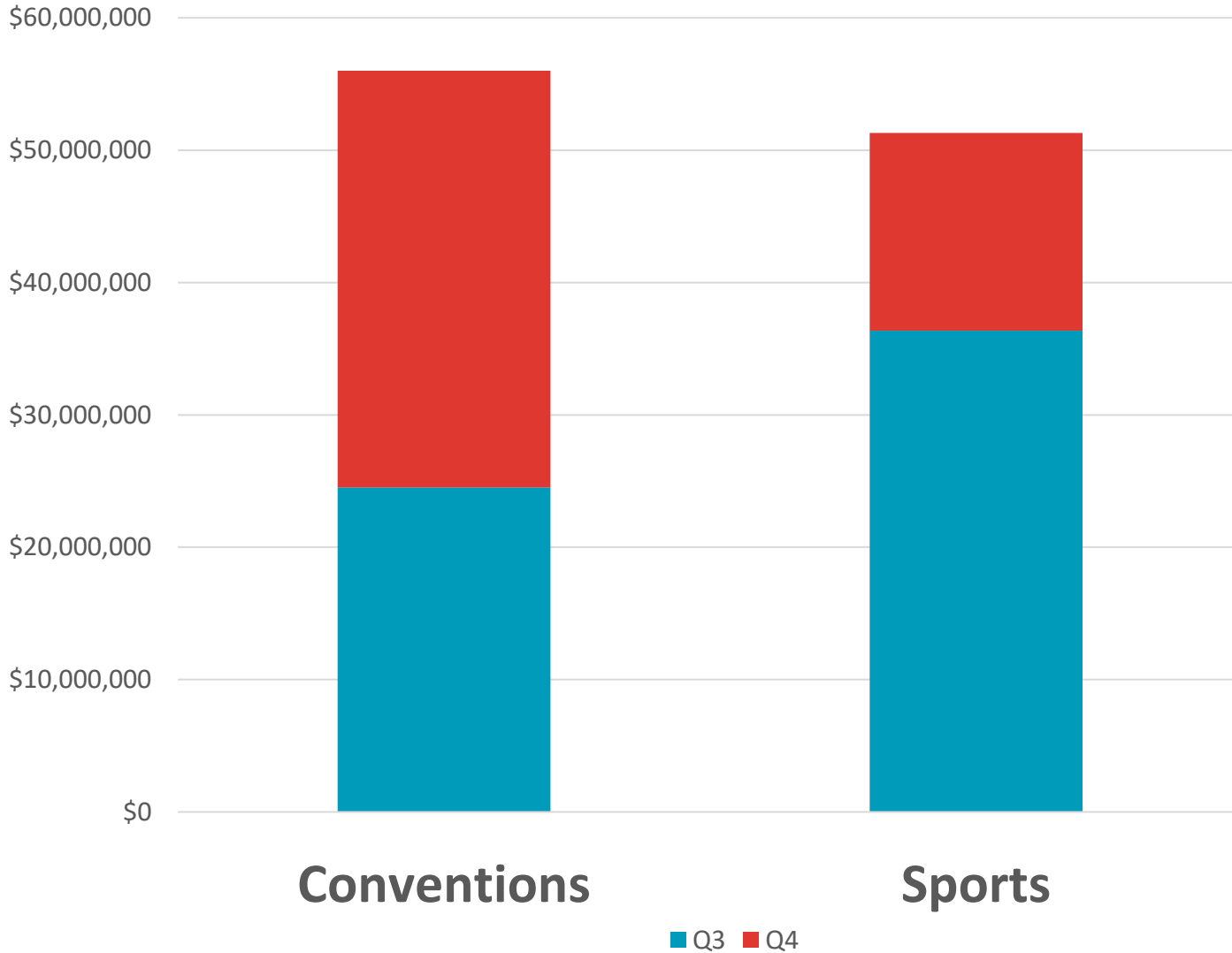
Trade Shows Attended



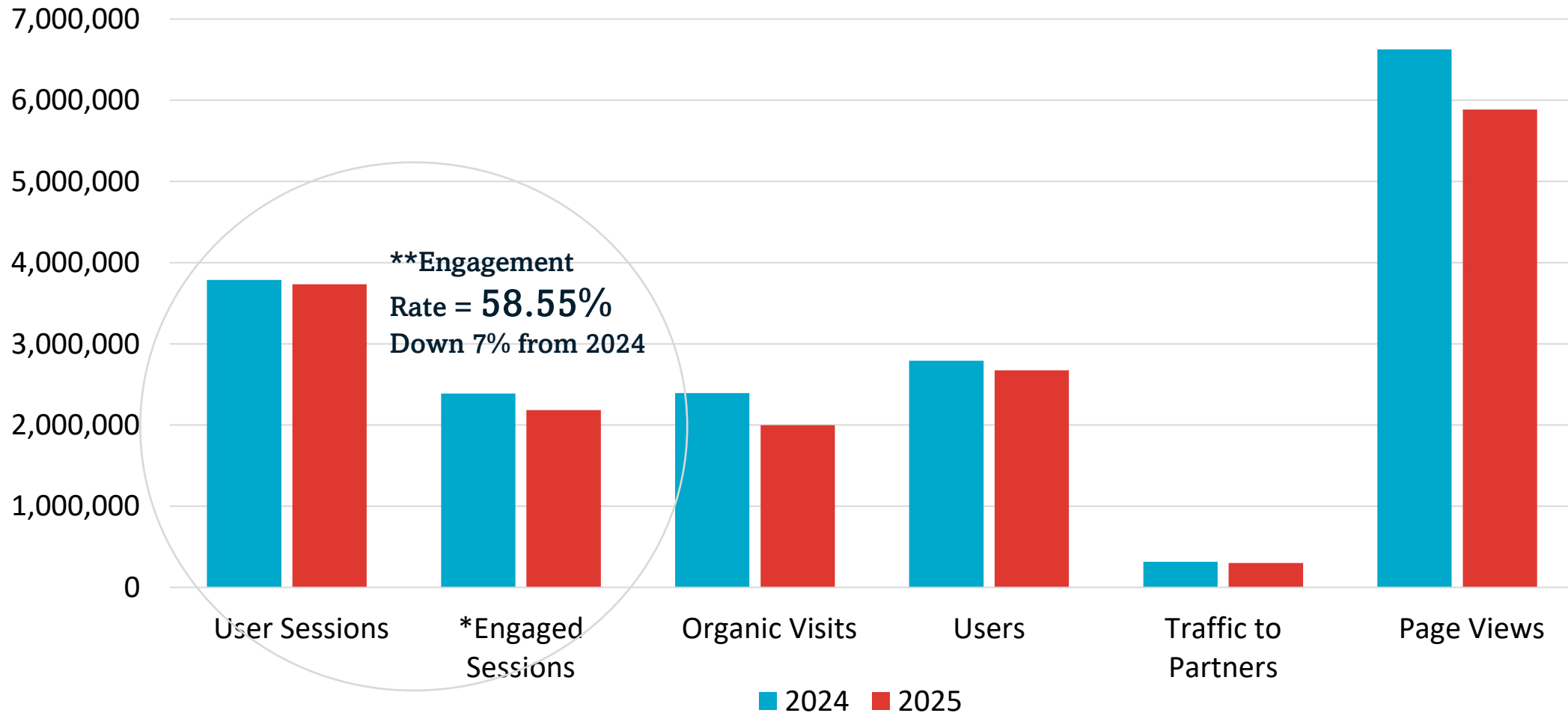
Estimated room nights booked for group travel



Economic Impact: Q3/Q4 2025



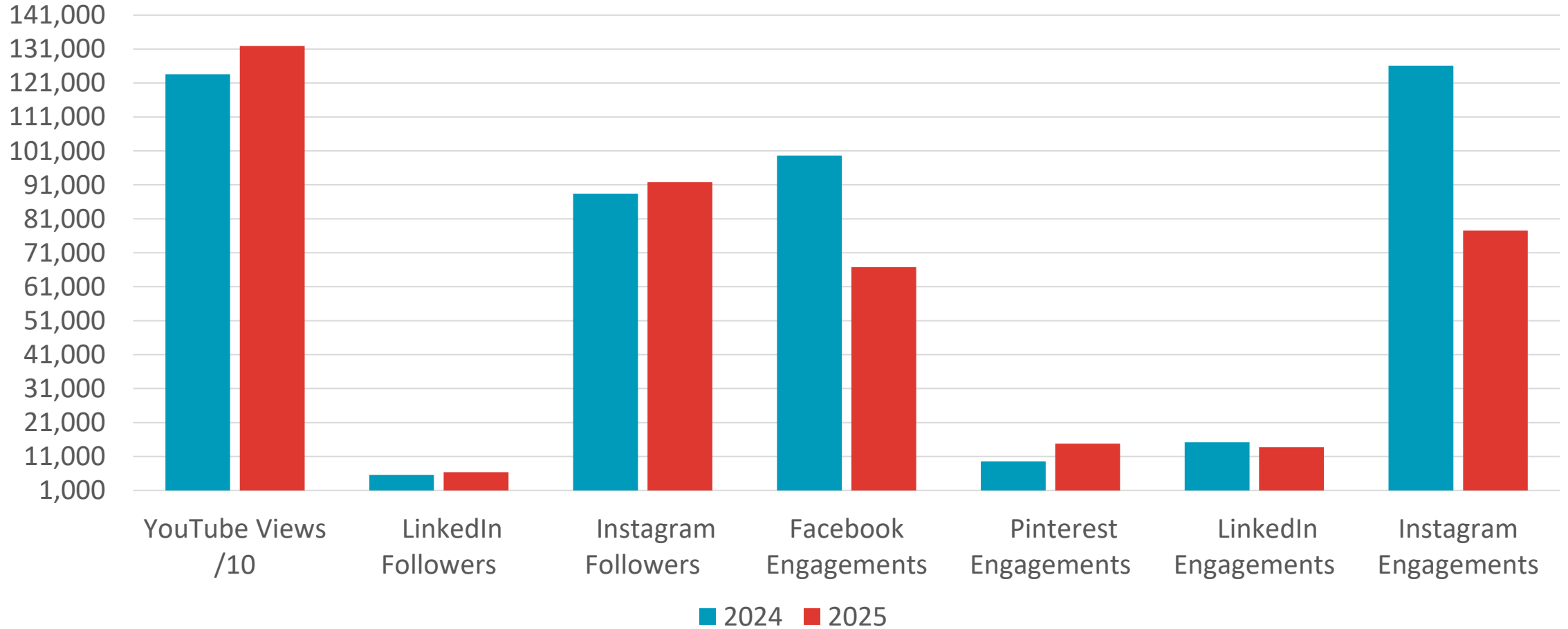
VisitCOS.com: Website KPIs



*Engaged Sessions: Engaged Sessions are triggered for each new pageview, website interaction, engagement time, and scroll event.

**Engagement Rate: Engagement Rate is the number of Engaged Sessions divided by the Total User Sessions.

Social Media Activity



THE VALUE OF TOURISM

THIS IS WHY
WE HAVE

**NICE
THINGS**



Sponsored By
Visit Colorado Springs

DID YOU KNOW:

**TOURISM
BENEFITS
OUR LOCALS**



But our **2% tourist tax** is one of the **lowest** in the country



COLORADO
SPRINGS



SIMILAR
DESTINATIONS



Visitor spending supports businesses, attractions, restaurants, and more.

AD PLACEMENTS

- **Programmatic Native Ads**
- **Meta Ads**
- **LinkedIn Ads**



In Market: 2/2 – 3/13

Audience: COS / likely voters

Impressions: 1,332,463

Clicks: 14,234

CTR: 1.07% (0.41% benchmark)

Total Landing Page Traffic: 16,307
(during campaign)

2026 Short-Term Meetings & Events

- 2026 booking promo for meetings that book and actualize in 2026
- Putting dollars behind the initiative via targeted LinkedIn ads



WINTER PROMO

Meetings Incentive Program

- Rebate program based on group size
- Requirements:
 - minimum of 100 rooms over at least 2 nights
 - ***November 1 – March 31***

Highlighting value-based pricing, mild climate, unique venues

WINTER LEISURE CAMPAIGN

Impressions: 6.7M

Clicks: 37.8K

CTR: 0.56%

ATTRIBUTION:

- **2,856,198** Measurable Impressions
- **14,714** Observed Visits
- **0.52%** Visit Rate



250 | 150

Capitalizing on 250 | 150 with new destination brand video and ad campaign, along with a number of activations:

- **Local Organizing Committee** – met monthly
- **State activation** – media, passports, events
- **VCOS activation** – media outreach, blog posts, social media
- **COS Culture Pass** with CSPM (coming in May)
- **August 1, 2026** – Colorado Day
- **GMA LIVE FROM COS**

