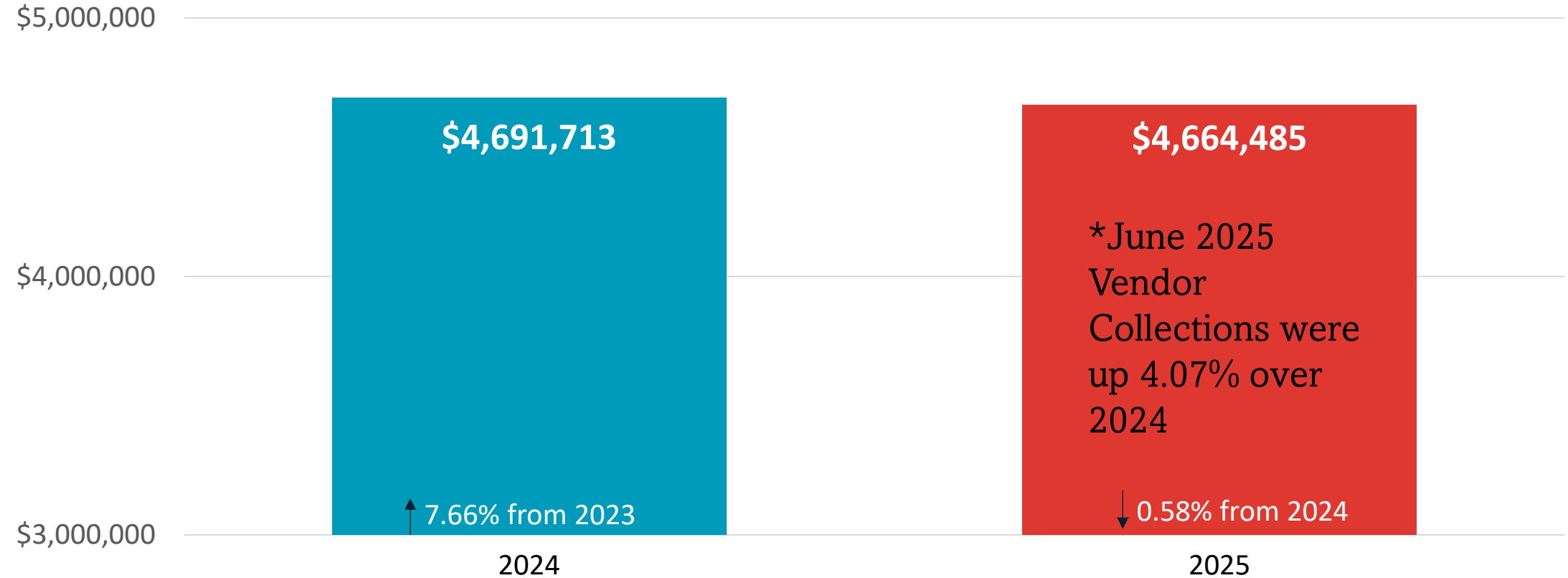




2025 KPI Report: Q1 & Q2

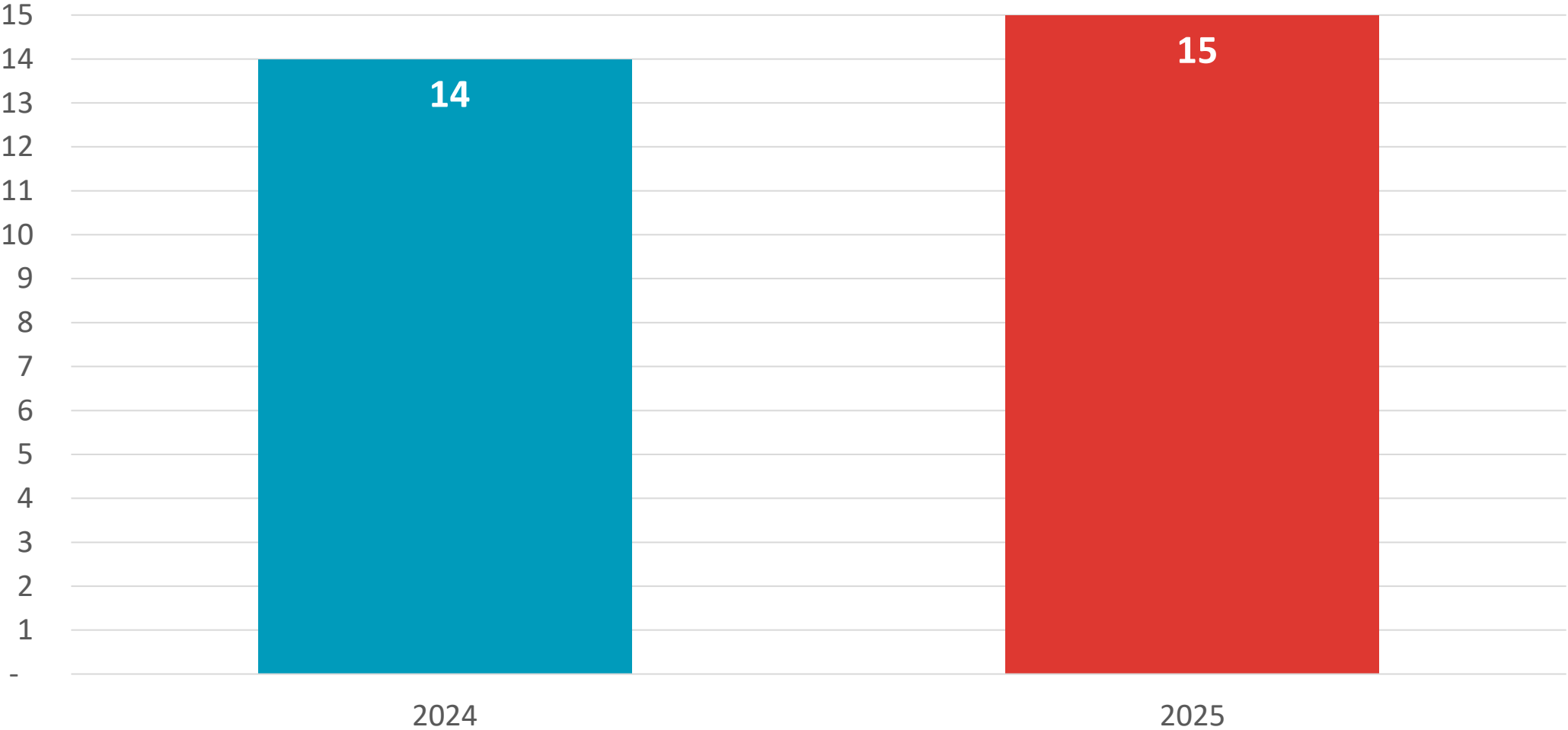


Lodgers and Auto Rental Tax (LART)

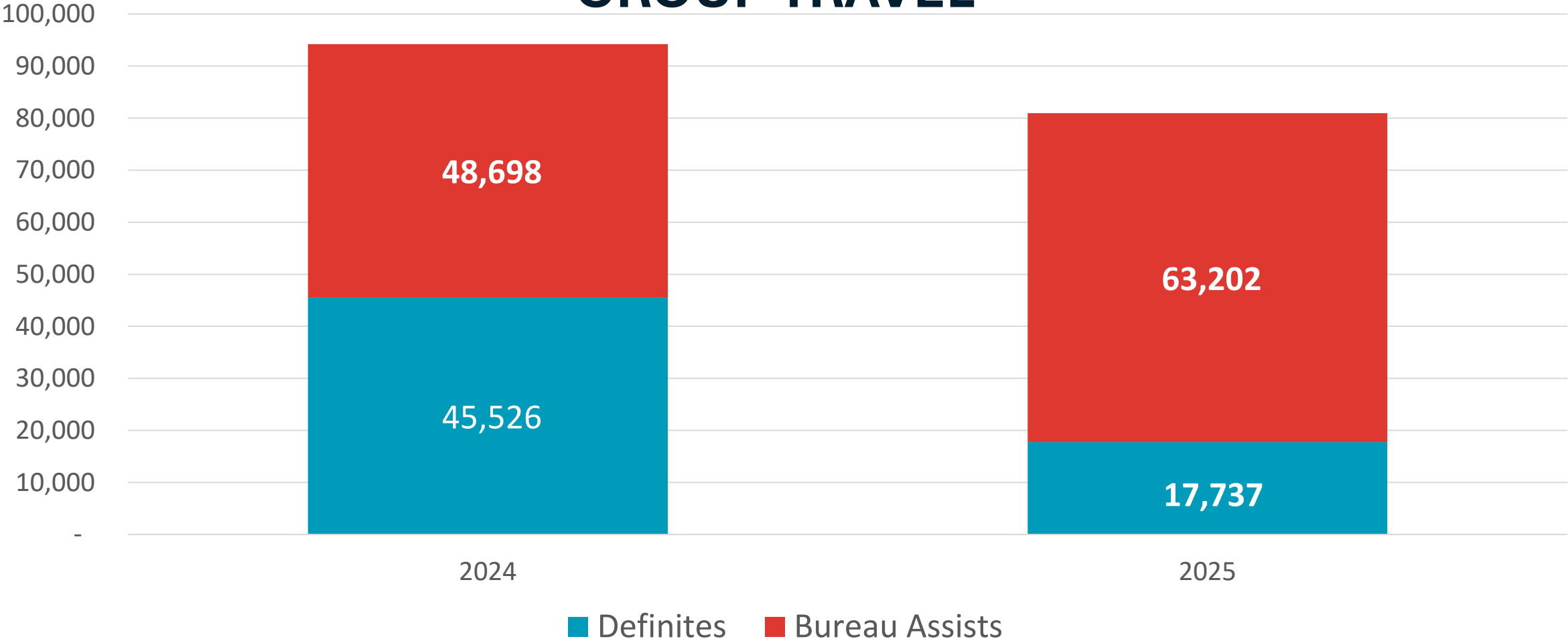


Colorado Springs Report of Vendor Collections thru June 2025.

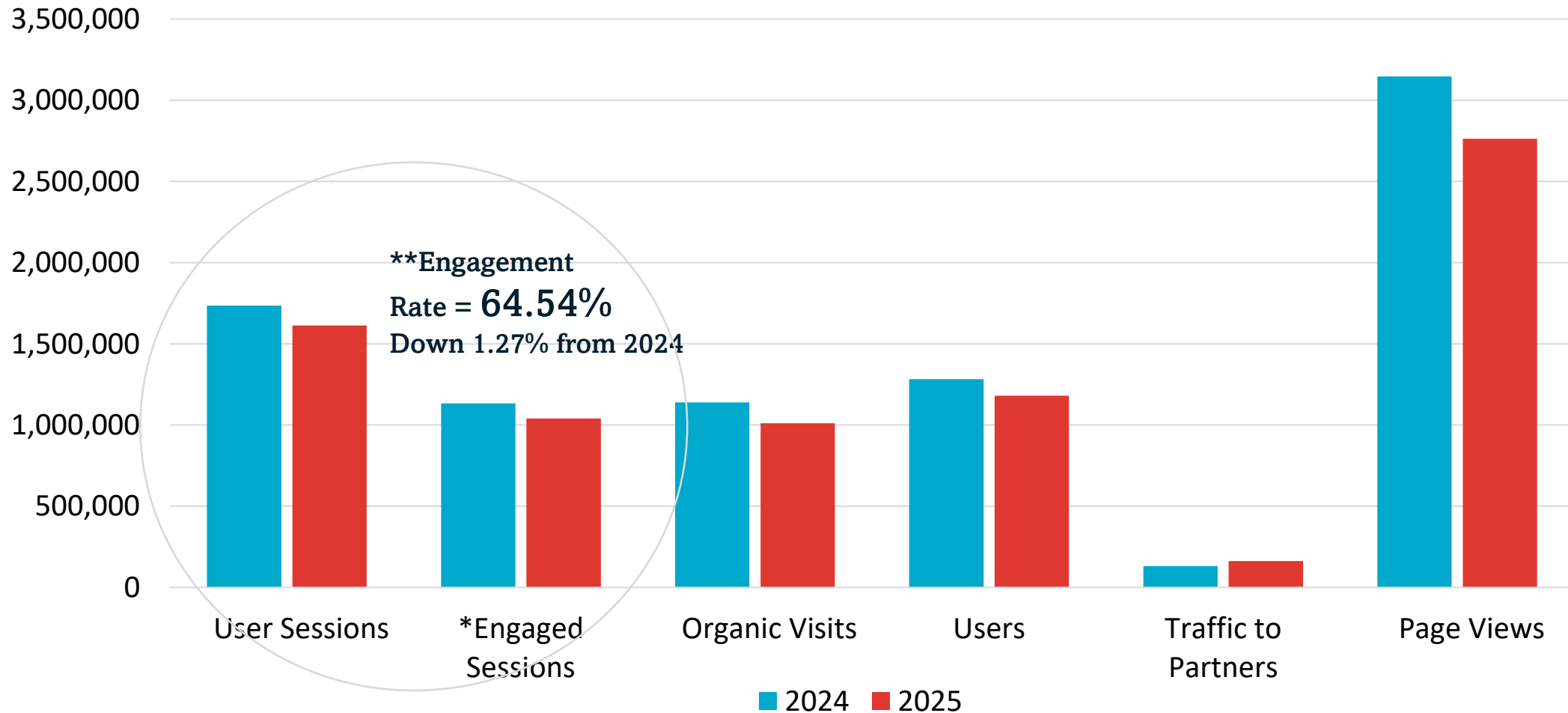
TRADE SHOWS ATTENDED



ESTIMATED ROOM NIGHTS BOOKED FOR GROUP TRAVEL

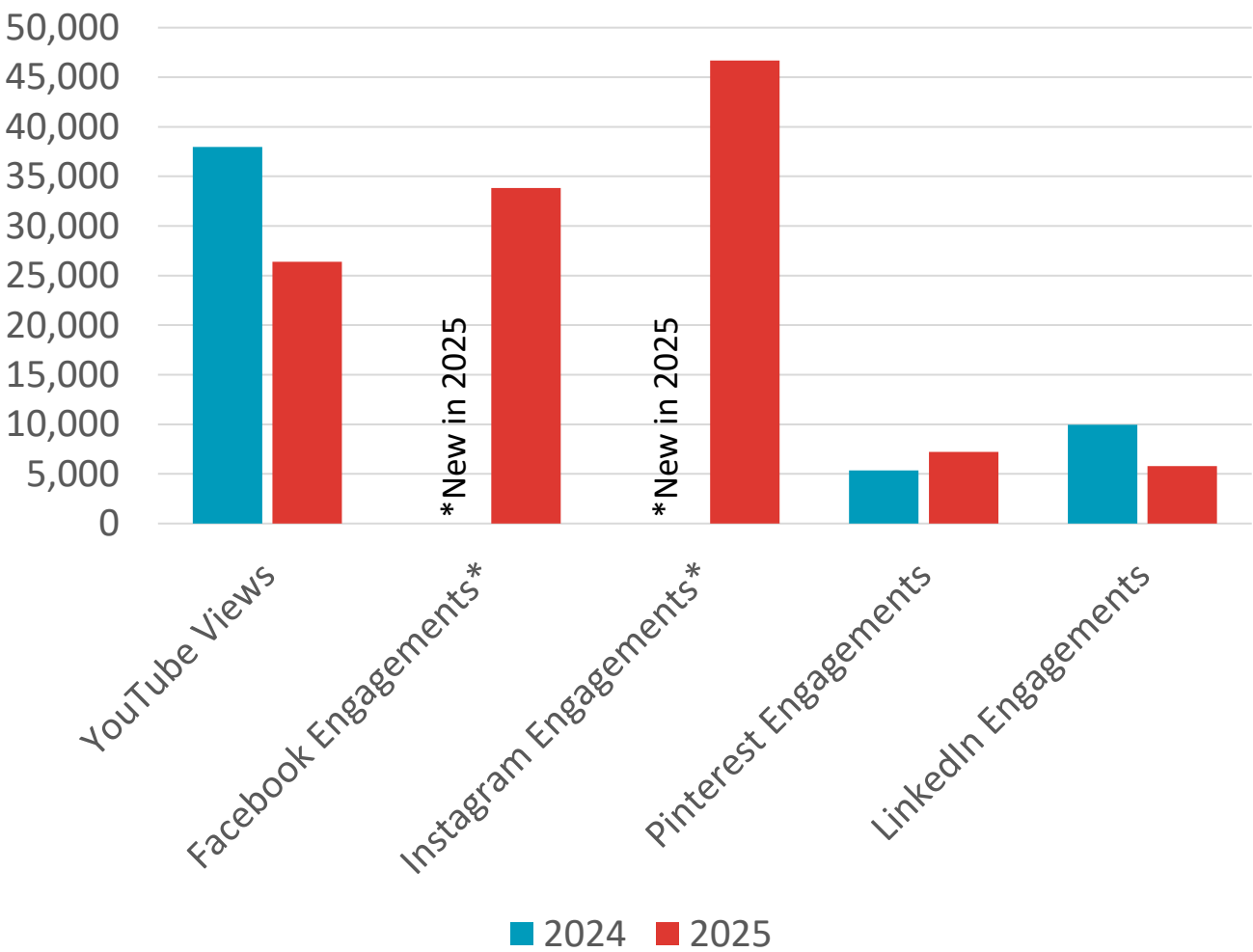


VisitCOS.com: Website KPIs

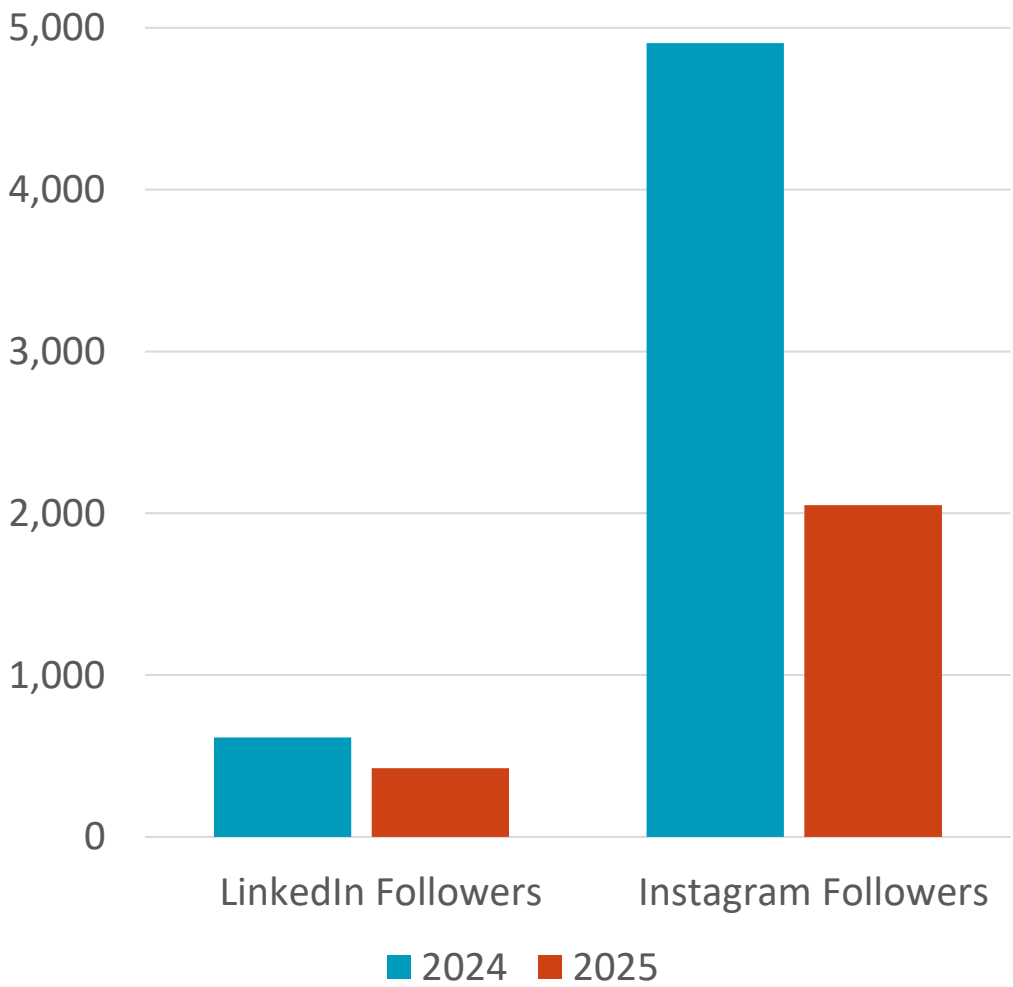


Engaged Sessions:** Engaged Sessions are triggered for each new pageview, website interactions, engagement time, and scroll events. *Engagement Rate:** Engagement Rate is the number of Engaged Sessions divided by the Total User Sessions.

SOCIAL MEDIA ACTIVITY



NEW FOLLOWERS



PIKES PEAK NEIGHBORHOODS & AREAS

Details:

- 25 neighborhoods & areas featured
- Multi-media project > website, interactive map, social media videos, sponsored content placements
- Funded in part by CTO Tourism Marketing Grant

Project Timeline (2025):

Jan – Mar	Apr - Jun	Jul - Sep	Oct - Dec
Research & Planning	Content Creation	Filming & Social Media Rollout	Reporting & Measuring

Goals:

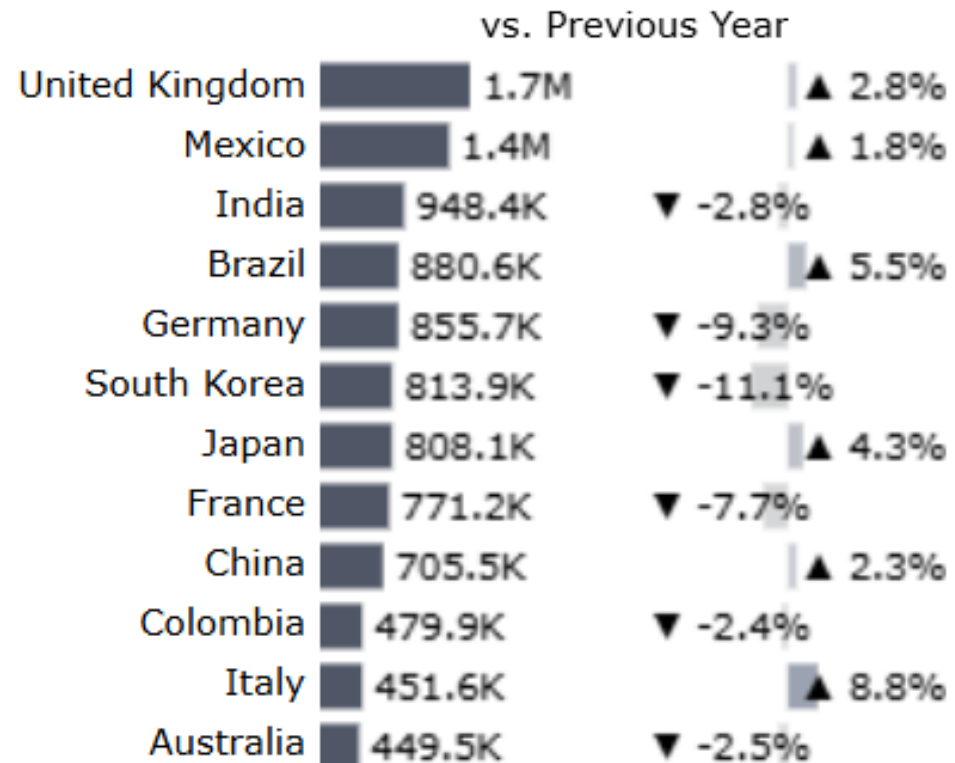
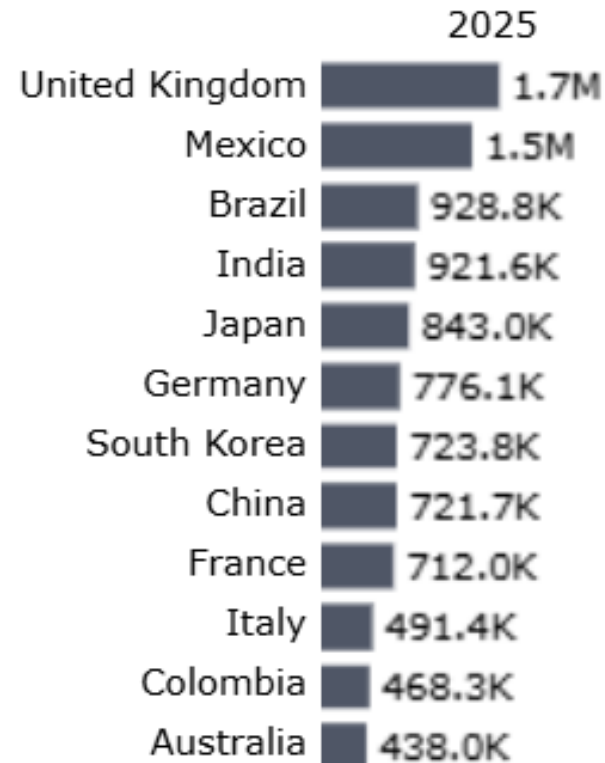
- Showcase lesser-known businesses and attractions
- Encourage year-round visitation
- Increase the length of stay by showing a robust region

INTERNATIONAL TRAVEL TO THE U.S.

*Data does not include Canada because those traveling by car do not fill out the I-94 form.

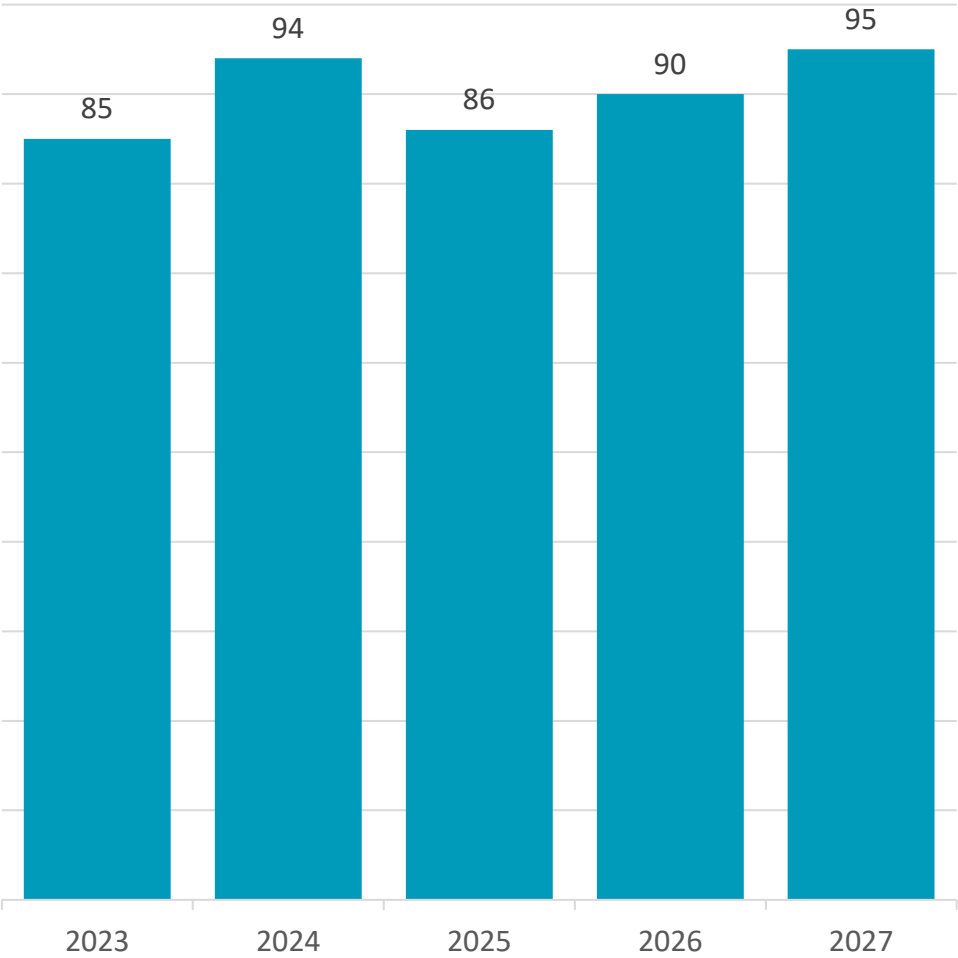
Origin Countries

Year-to-Date Arrivals

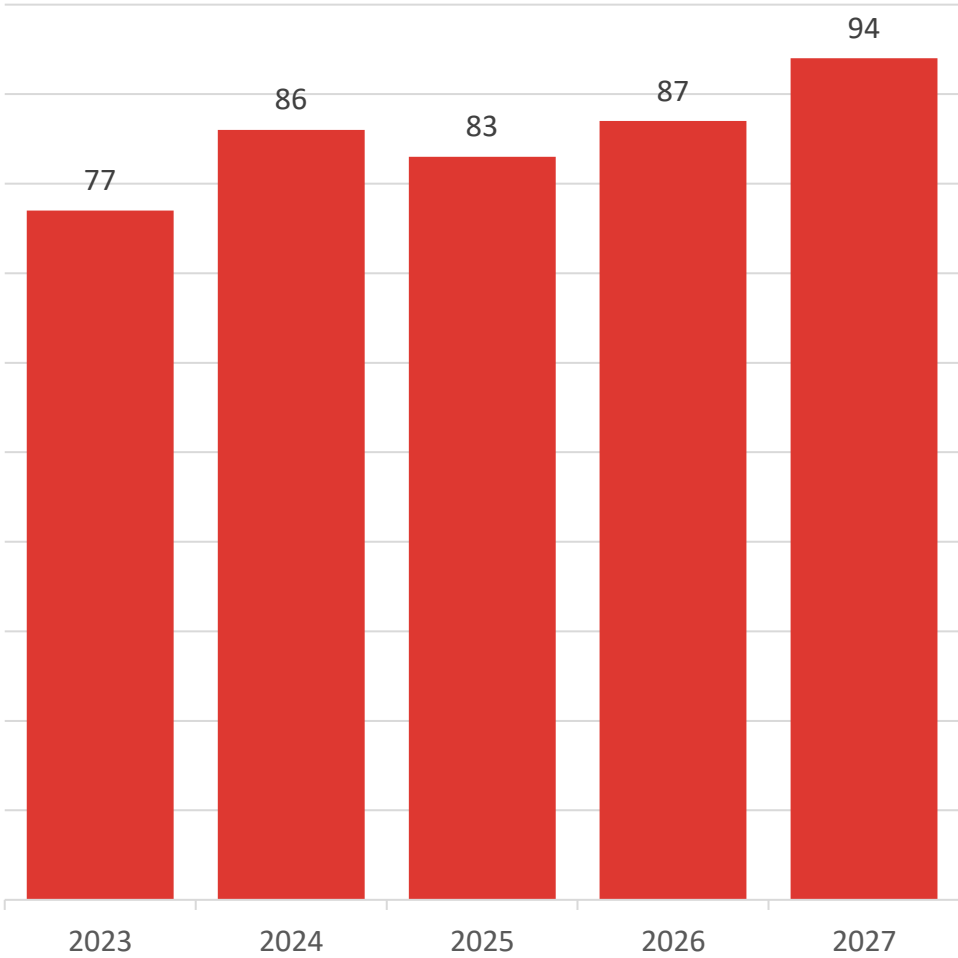


INTERNATIONAL TRAVEL TO COLORADO

International Visitor Arrivals
Colorado, (Index 2019 =100)



Spending by International Visitors
Colorado, (Index 2019 =100)



Source: Tourism Economics

DECLINE IN CANADIAN VISITORS

POLITICAL TENSIONS

- Anti-U.S. sentiment rising
- Boycott campaigns
- Rising Canadian national pride

TARIFFS & U.S. BORDER RHETORIC

- 48-62% say they are less likely to visit the U.S. in 2025

ECONOMIC INFLUENCE

- Strong U.S. dollar makes a U.S. trip more expensive
- 91% of Canadians want Canada to rely less on the U.S.

2024 ECONOMIC IMPACT:

(Canada to U.S.)

\$20.5 billion spent
20.4 million visitors

2025 vs 2024 (June)

Car travel: ↓ 33%

Air travel: ↓ 22%

COLORADO GOVERNORS CONFERENCE



GOV CON 2025

Come Early, Stay Late – Welcome to COS!

- October 22 – 24
- Hotel Polaris
- 400+ Colorado Destination Marketing professionals
- Educational conference – trends, forecasting, brainstorming
- Estimated economic impact: \$795,201



THANK YOU

