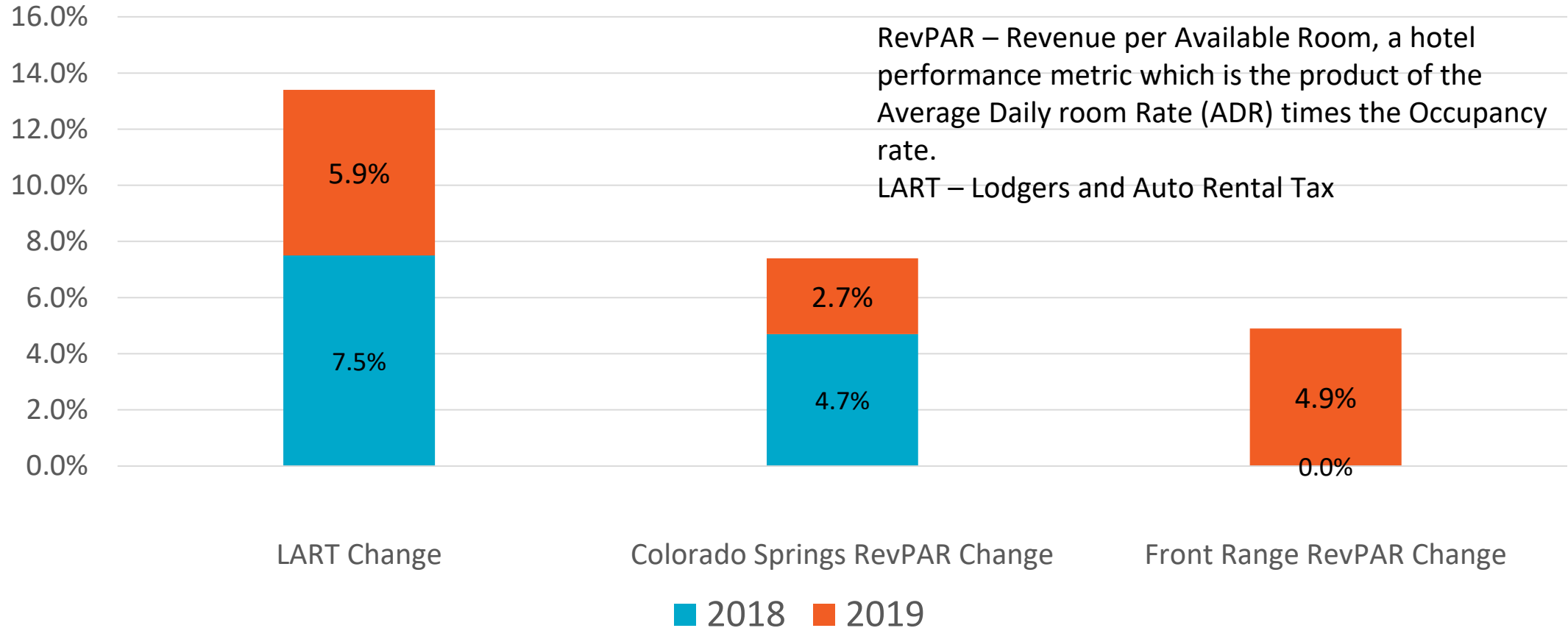




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4th Quarter, 2019, KPI Report

LART and RevPAR



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



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GROUP
SALES

Group Sales Staff and Summary Markets

- Pam Sherfese, CDME – VP of Sales: National Associations, HelmsBriscoe (3rd Party Planners)
- Kathy Reak, CFMP – Sr. Director of Convention Sales: National Associations, Corporate, Cyber, Religious, Conference Direct (3rd Party Planners)
- Floy Kennedy – Director of Travel Industry Sales, Domestic and International: Motorcoach, Tour Groups, International Meetings
- Cheryl McCullough, CSEE – Director of Sports & Special Events: Nat'l Governing Body Events/Meetings, Sports Events, Sports Associations
- Dina Chiaravalloti – Sales Manager: **ESports**, Colorado Assns, Military Reunions, Gov't/Military, Education, Experient (3rd Party Planners)
- Holly Taylor – Group Servicing Coordinator: Services all groups, Day Meetings, Class and Family Reunions, Holiday Parties, Student & Youth Groups, Weddings
- Sarah Price – Sales Coordinator: Administrative support for group sales staff, database specialist



WE DON'T BELIEVE IN "PLANNERS"



[Home](#) / [Meeting Planners](#) / [Why Choose Colorado Springs](#)

[Area Information](#)

[Testimonials](#)

[Q & A](#)

[Sales Team Awards & Accolades](#)



WHY CHOOSE COLORADO SPRINGS

COLLATERAL

Sales staff have profile sheets such as this which are sent to contacts with a personal touch and highlight the region.

Staff also make use of the website and our Official Visitor Guide. We have promotional materials such as lip balm for contacts, clients and groups in town.



Blue skies, inspirational settings and affordable accommodations await you in Colorado Springs.

We welcome you to experience the refreshing atmosphere of our destination. With convenient access, fantastic attractions and unique charm, Colorado Springs is the perfect destination for your upcoming event.

Spectacular scenery is found throughout the region. Framed by the red stone spires of Garden of the Gods Park, Pikes Peak-America's Mountain rises above the plains and serves as a majestic backdrop. Nearby, the world-famous Arkansas River tumbles 1,000 feet below the rim of the Royal Gorge.

When you meet in Colorado Springs, you get so much more than a single world-class city. Colorado Springs is a focal point for hub-and-spoke fun throughout the area. With more than 55 attractions and activities, countless parks & open spaces and stunning natural beauty, your attendees will find inspiration around every corner.

CONVENTION SERVICES

Let us help make your upcoming meeting the best attended yet! The staff of Visit Colorado Springs is waiting to help make your event a success.

Our free services include:

- Leads to hotels and properties, checking availability and rates.
- Leads to service providers which include transportation and off-site events.
- Personalized site inspections & assistance in locating unique event sites.
- Promotional materials, posters & images.

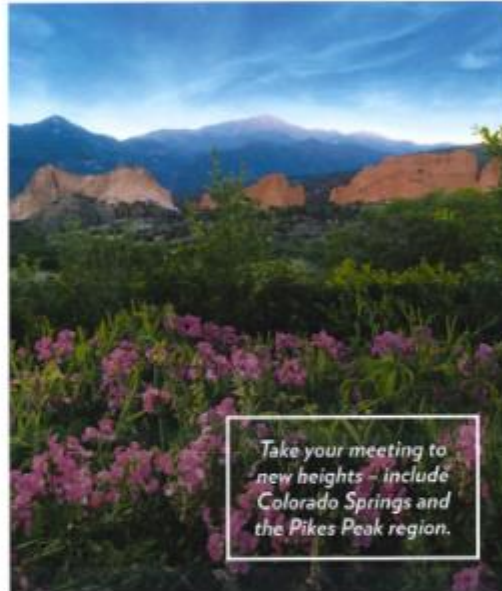
KATHY REAK

Senior Director of Convention Sales

800.888.4748 x. 132

719.685.7632

Kathy@VisitCOS.com



AVERAGE TEMPERATURES

January	41°F
February	45°F
March	49°F
April	60°F
May	69°F
June	80°F
July	85°F
August	82°F
September	75°F
October	66°F
November	50°F
December	42°F

INVITING CLIMATE

Colorado Springs is known for a mild climate and 300+ days of beautiful blue skies annually. During the summer, the days are seasonably warm and the evenings are refreshingly cool. Snow is less frequent than you might think; we receive less snow annually than Denver or Salt Lake City.

[VISITCOS.COM/MEET](https://www.visitcos.com/meet)



FLEXIBLE PROPERTIES & VENUES

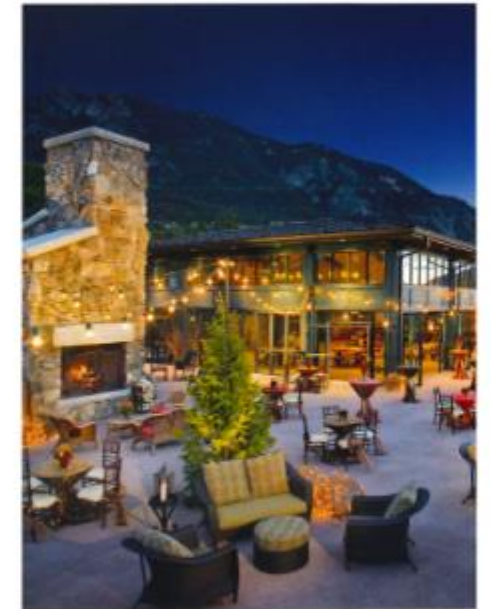
Colorado Springs offers more than 5,000 convention property hotel rooms and more than 14,000 rooms city-wide. Choose from an incredible variety of options ranging from a AAA Five Star resort to charming B&Bs, peaceful mountain retreats and authentic dude ranches. In addition to flexible convention and meeting space, the region offers unique off-site venues that are full of flavor and sure to elevate the experience for your attendees.

FANTASTIC ATTRACTIONS

- Pikes Peak - America's Mountain
- U.S. Olympic Complex
- U.S. Air Force Academy
- ProRodeo Hall of Fame
- Garden of the Gods Park
- Cave of the Winds
- Historic Old Colorado City
- Pikes Peak Highway
- Garden of the Gods Trading Post
- Cripple Creek Heritage Center
- Cripple Creek Casinos

CONVENIENT ACCESS

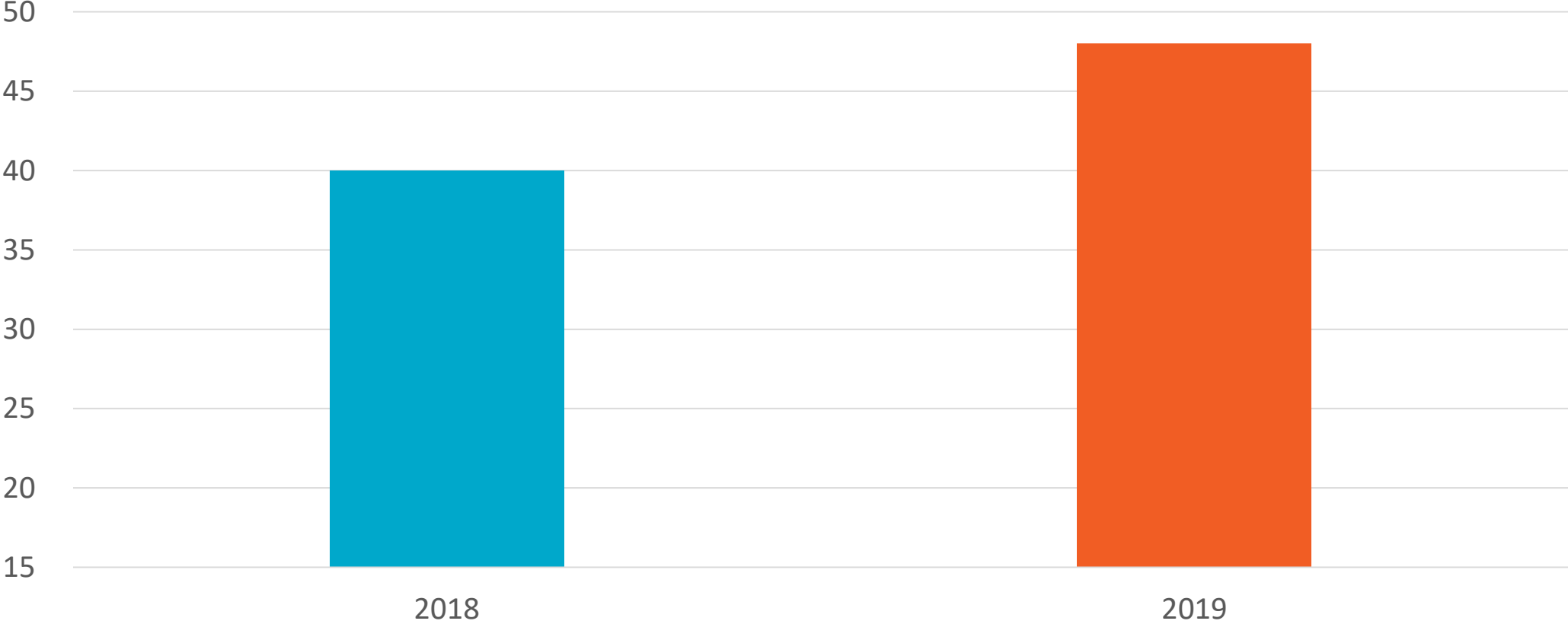
Centrally located in the U.S., Colorado Springs is easily reached from anywhere in the nation. Attendees traveling by car can follow Interstate 25 or U.S. Highway 24 directly into the heart of Colorado Springs. Air travelers will appreciate the ease and convenience of the Colorado Springs Airport (COS), a modern facility located just 11 miles from downtown. Served by several major U.S. carriers, our airport provides frequent service via North America and major cities worldwide. [FLYCOS.COM](https://www.flycos.com)



- Royal Gorge Route Railroad
- Manitou Cliff Dwellings
- Manitou Springs Historic District
- Cheyenne Mountain Zoo
- Royal Gorge Bridge
- The Broadmoor Seven Falls
- Pikes Peak Cog Railway (returning in 2021)

[VISITCOS.COM/MEET](https://www.visitcos.com/meet)

Trade Shows



Example Tradeshows Attended Q4/19

- TEAMS (Sports and Events Planners)
- Conference Direct CD Forum (Third Party Planners)
- CTO Australia Sales Mission (Int'l Tours)
- Smart Meetings (Corporate, Association Mtg Planners)
- Connect DC (Corporate, Association Mtg Planners)
- CTO UK Sales Mission (Int'l Tours)
- NTA Travel Exchange (Domestic Tourism)
- + others

Meeting Planner Site Visits and Familiarization (FAM) Tours

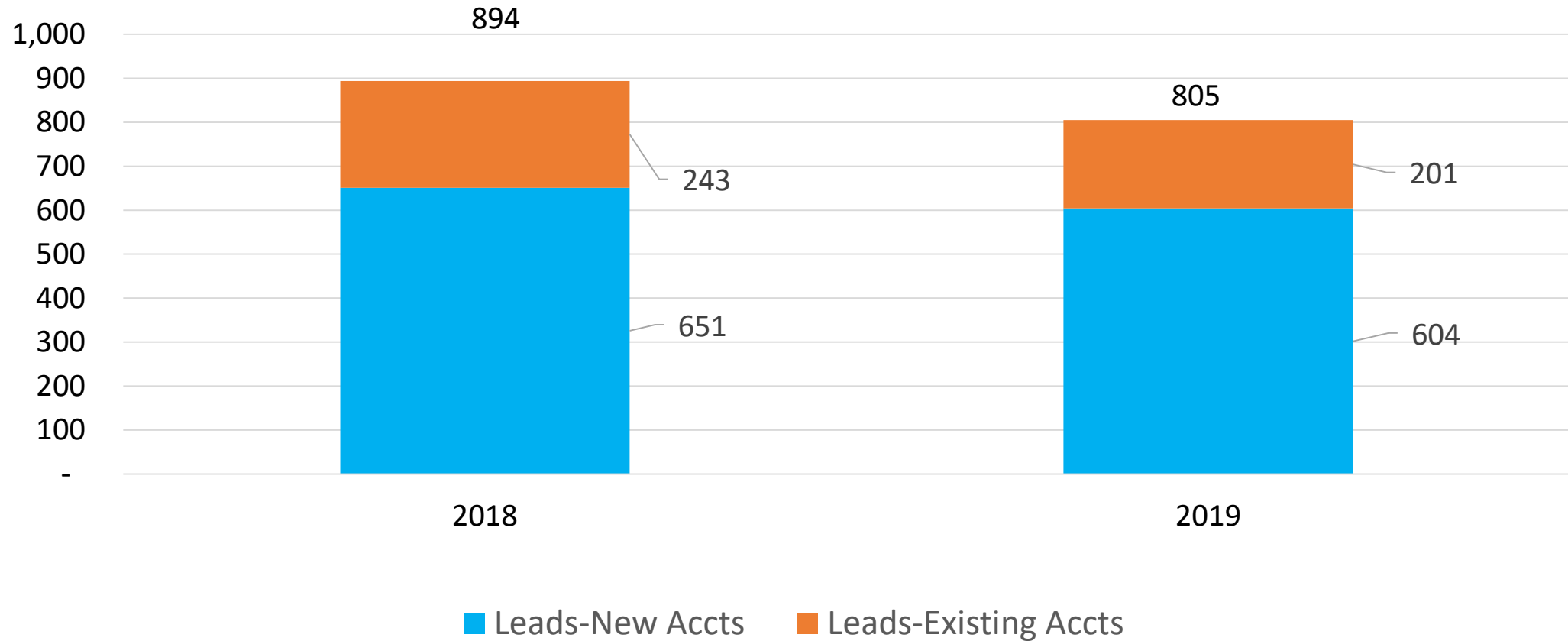


Example Q4/19

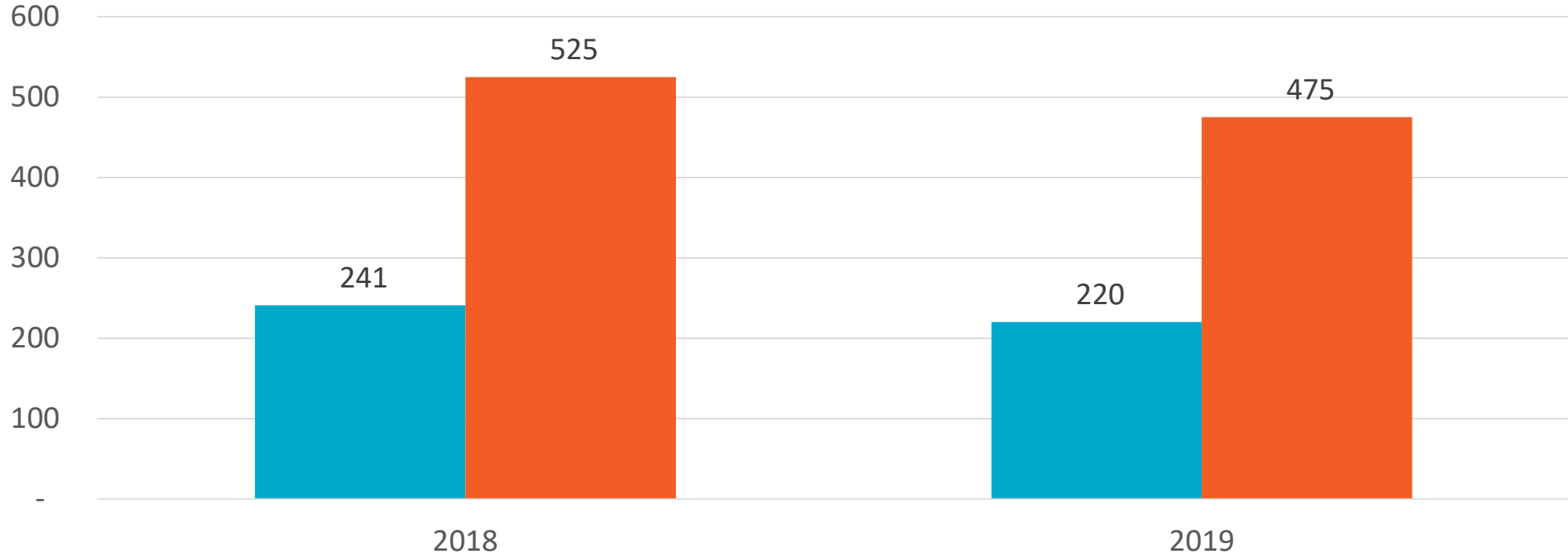
Destination Site Visits and FAM Tours

- Society of Insurance Trainers (2021 Site Conference)
- Military Officers Assn of America (2020 Reg. Leadership)
- Nat'l Assn of Manufacturers (2021 Summer Leadership)
- Disabled Sports USA (Adapt2Achieve Leadership Conf)
- National Exchange Club (2020 Board Meeting)
- S14 eSports (Destination Overview)
- Sports Events Magazine (2020 S.P.O.R.T.S. conference)

Group Leads

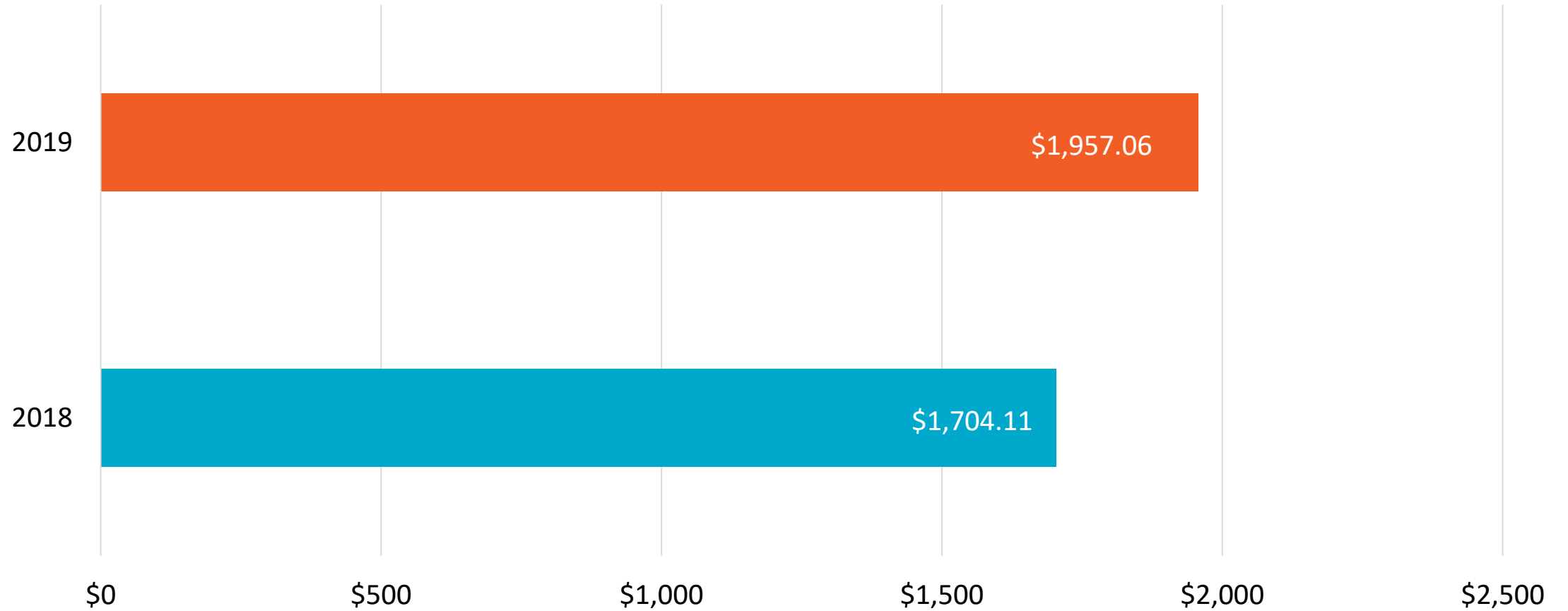


Leads by Source



- 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:

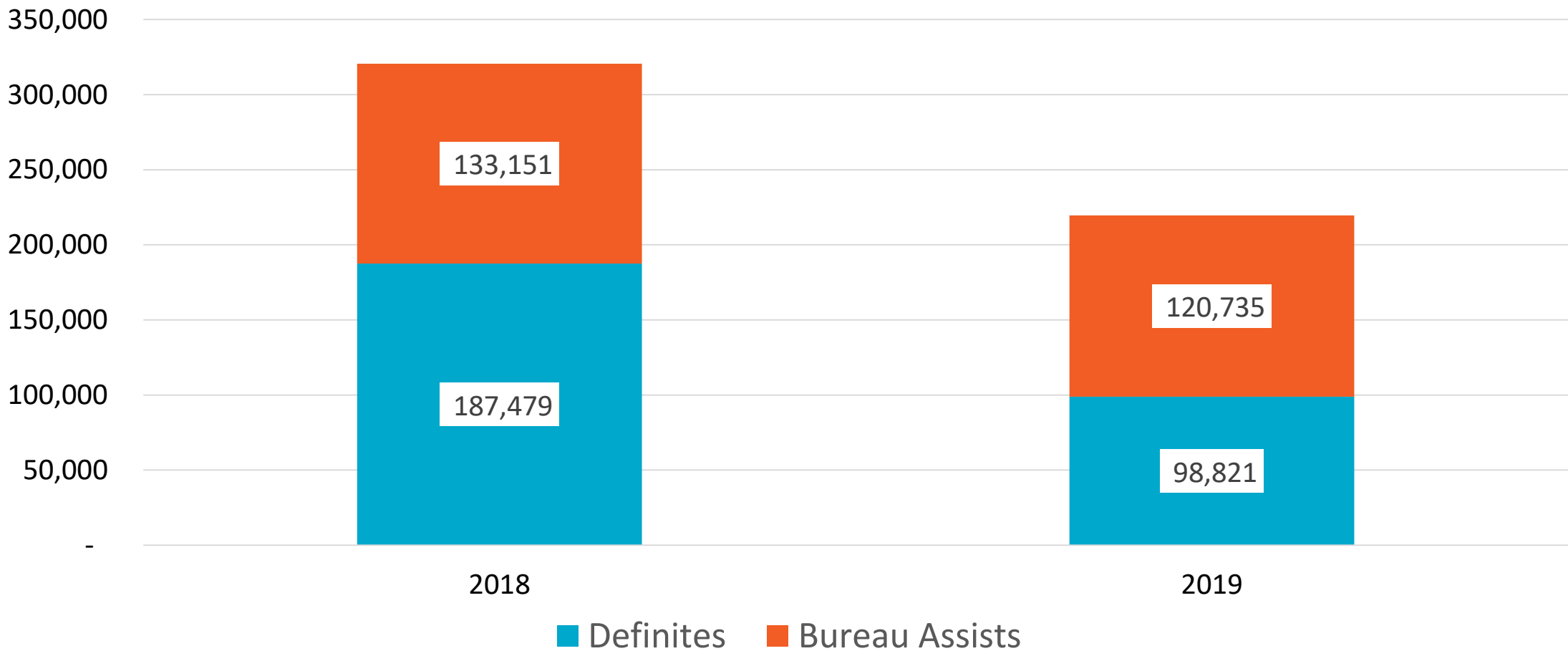
- A lead is sent out on behalf of the client and the group has a signed contract with a partner hotel.
- Hotel has received the signed contract from the client.
- VCOS Staff confirm with the hotel meeting dates, room block and number of attendees.

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 VCOS website, etc.). Must be documented and approved by VP of Sales.

Estimated room nights booked for group travel

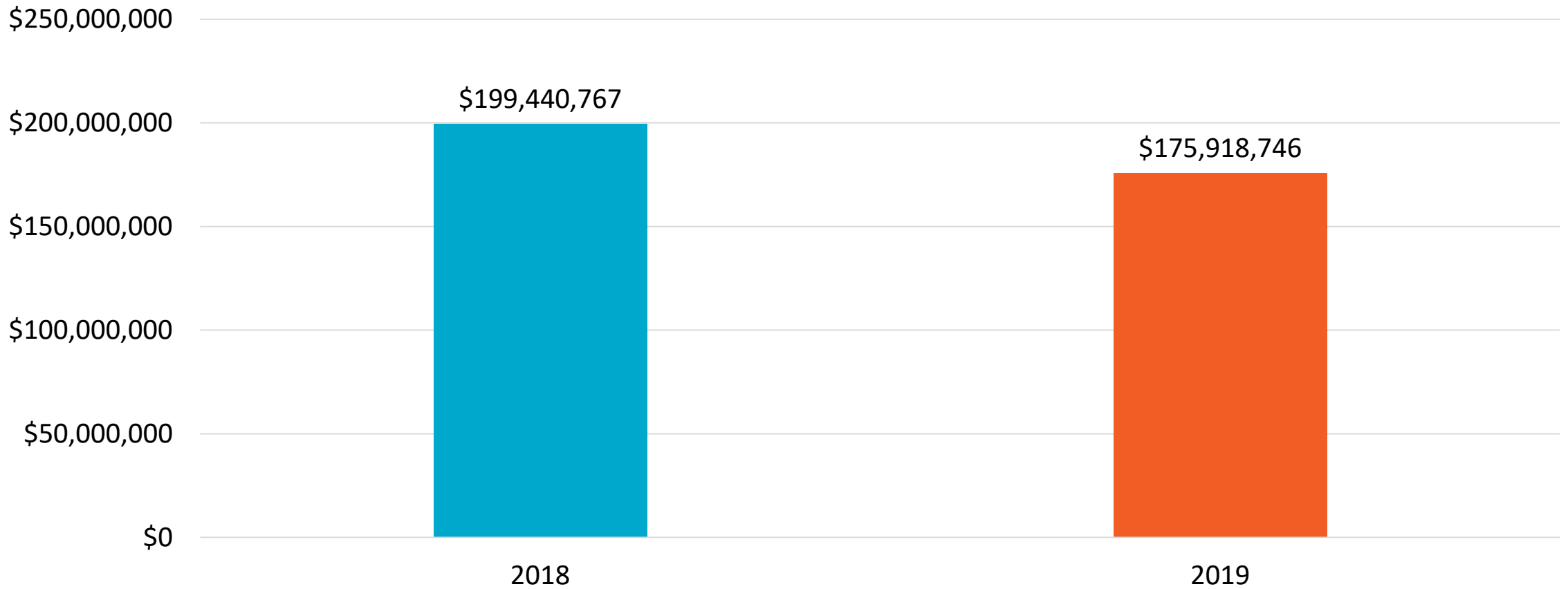


Economic Impact Calculator

Developed by Destinations International with Tourism Economics:

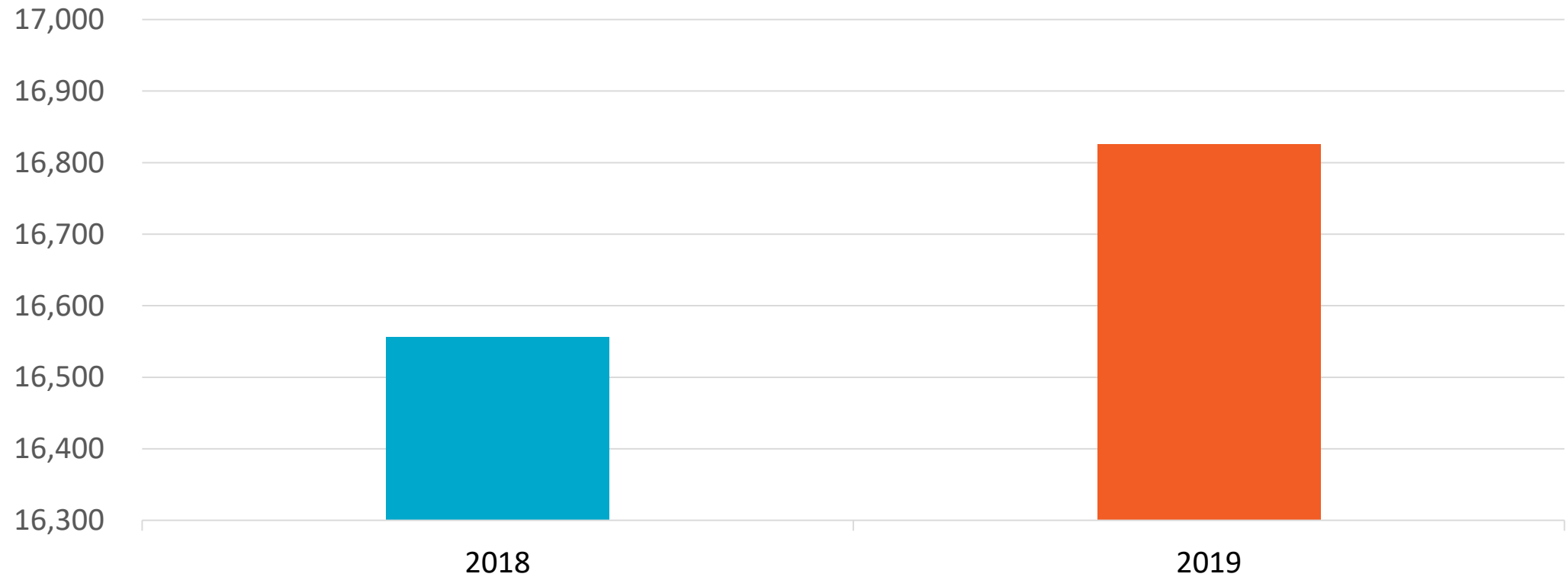
- Industry standard
- Consistent methodology
- Localized Data – tax rates, per diem costs, impact multipliers, delegate spending
- Default data based on industry standards
- Specific data can be input when varies from default
- Calculates value of groups, events, etc. to community

Community Economic Impact – Booked Groups



Group Servicing Activities

■ 2018 ■ 2019

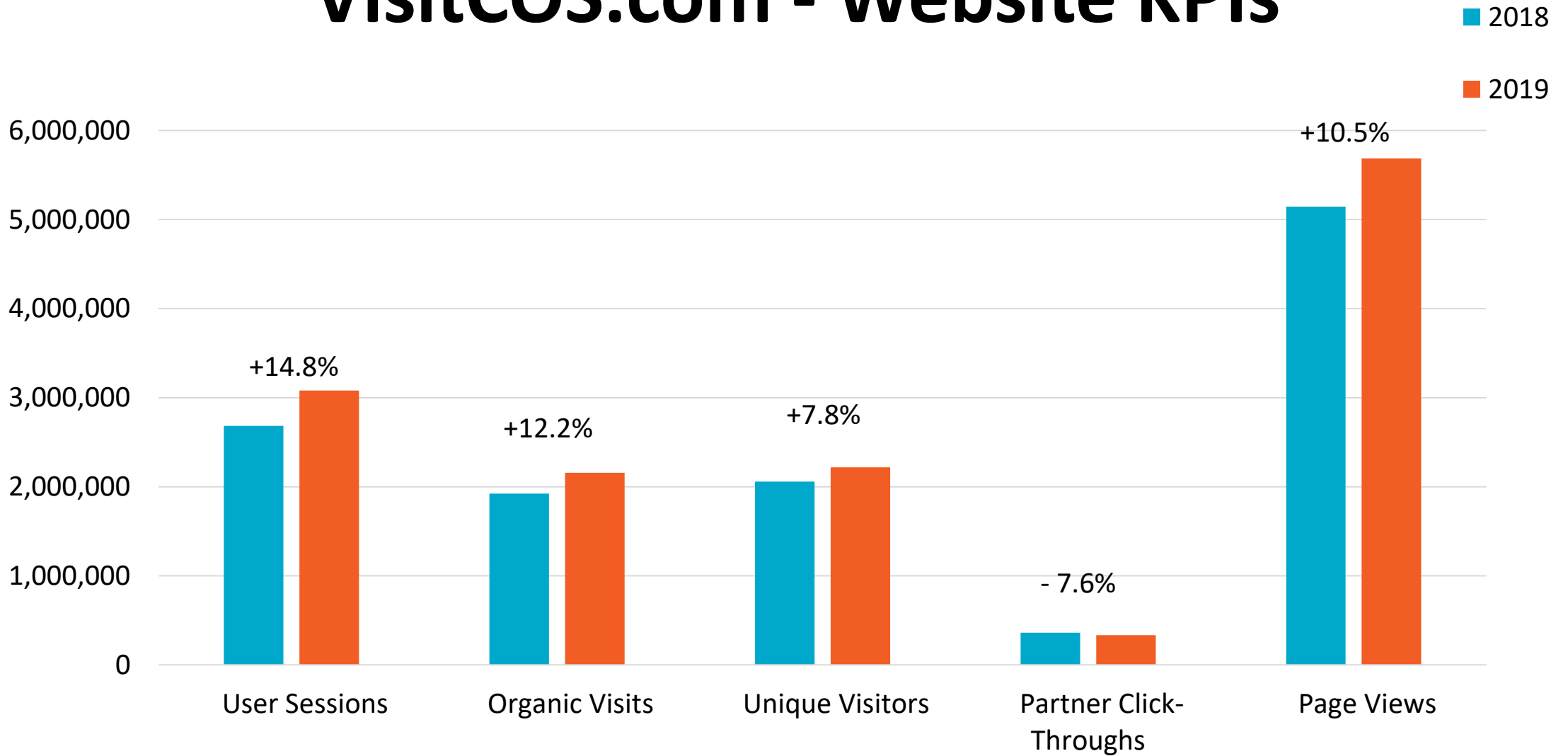




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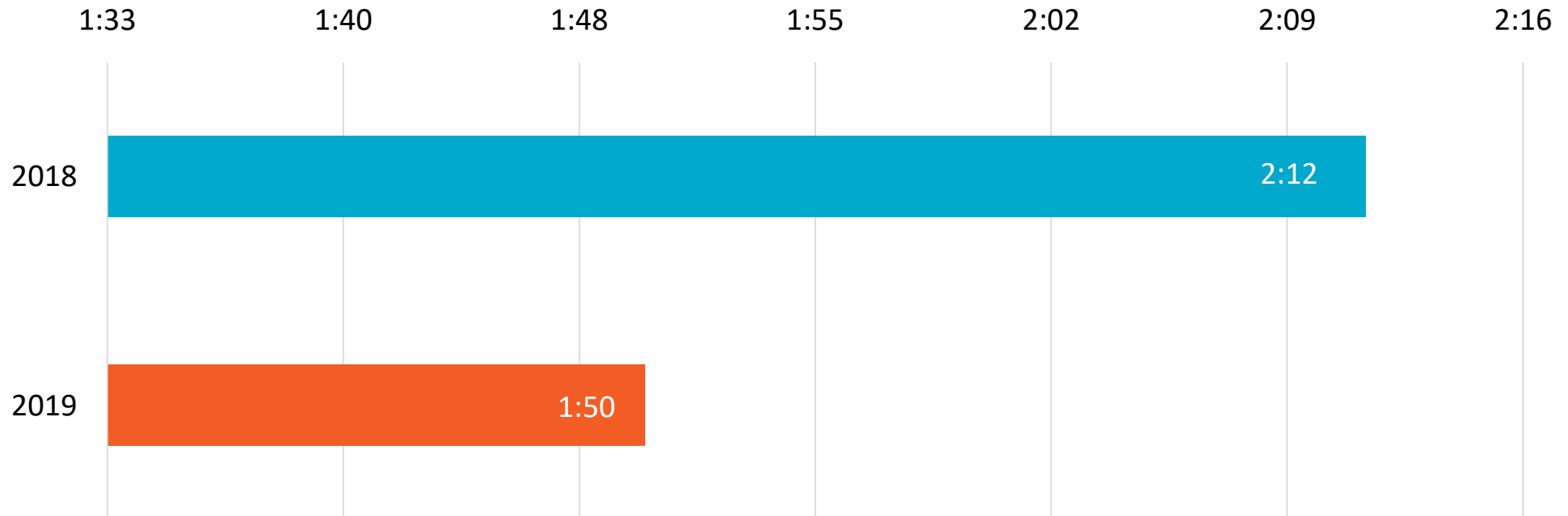
MARKETING,
COMMUNICATIONS,
PARTNERSHIP,
VISITOR SERVICES

VisitCOS.com - Website KPIs



Time on Site VisitCOS.com

(Minutes:Seconds)



Top Referring Sites

facebook.com (#1 on Q3/19 report)

colorado.com (#2)

pinterest.com (#3)

Twitter (#4)

coloradosprings.gov (#5)

instagram (#6)

gardenofgods.com (#8)

carson.army.mil (#7)

Gazette (Unrated)

ppir.com (#9)

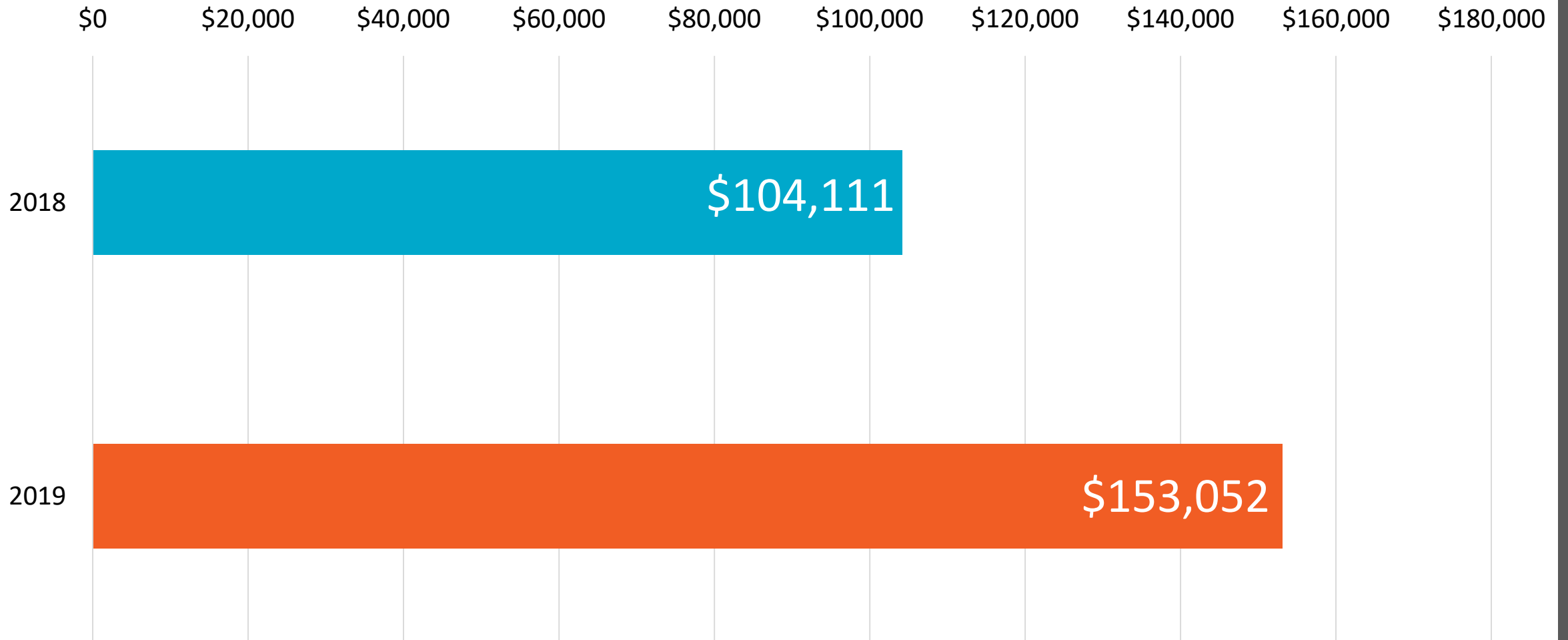
Advertising on VisitCOS.com

(# of ad units on the site)

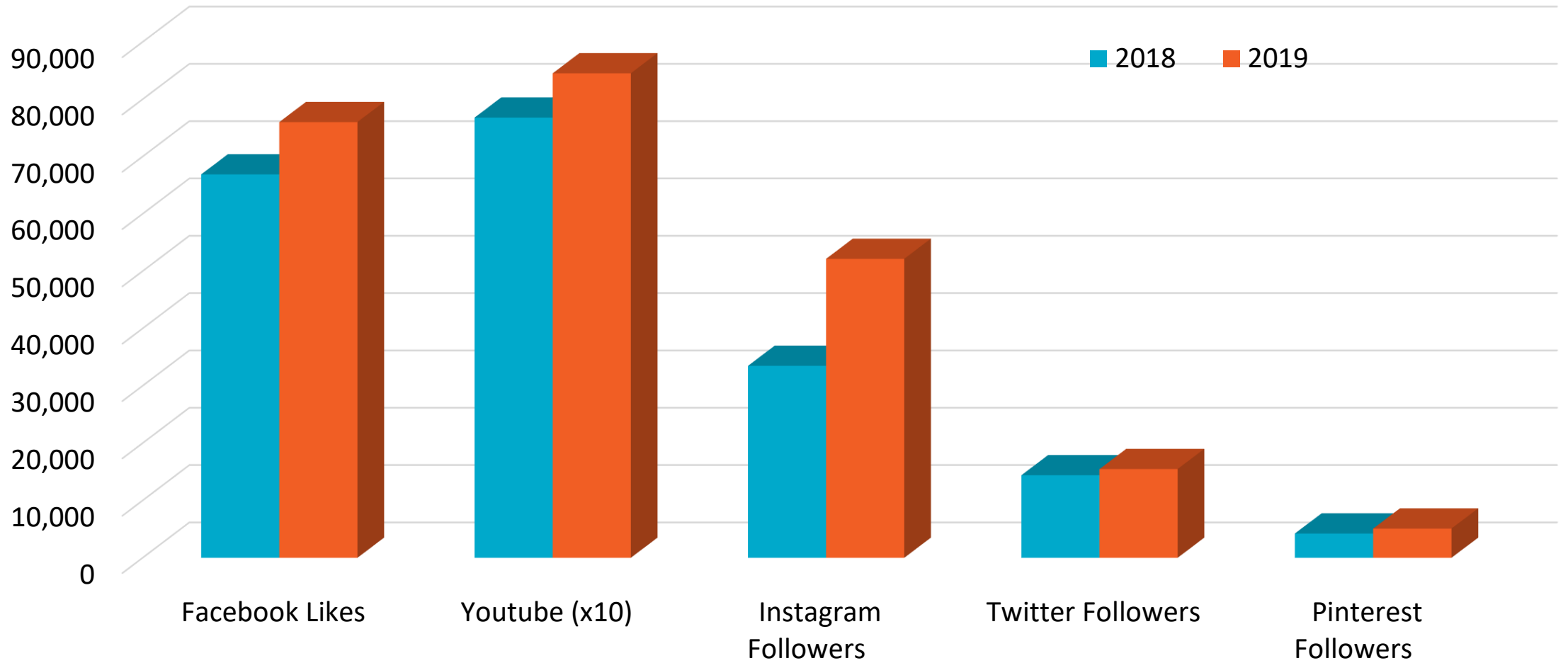
	Q1	Q2	Q3	Q4
Native Banners	41	39	38	38
Enhanced Pages	212	212	207	199
Consumer Leads	49	0	0	0
Coupons	13	13	13	13
Mobile App Features	3	3	3	3
Event Ribbon	0	1	1	1

Social Media Spend

2019 Budget = \$110,000



Social Media Activity

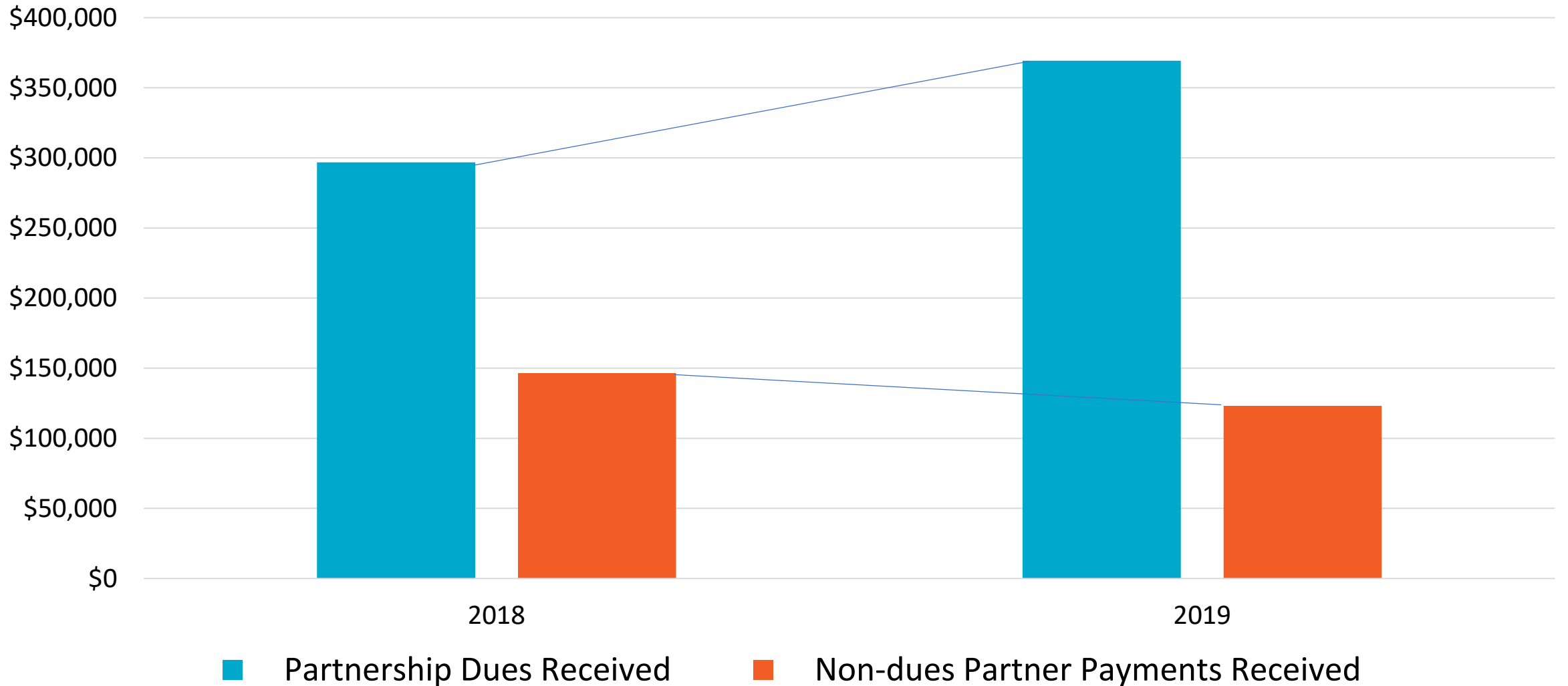


Social Media/PR Initiatives Generating Traffic to Partners – A Sampling

Drive traffic/awareness through VisitCOS.com, VCOS social platforms and earned media placements

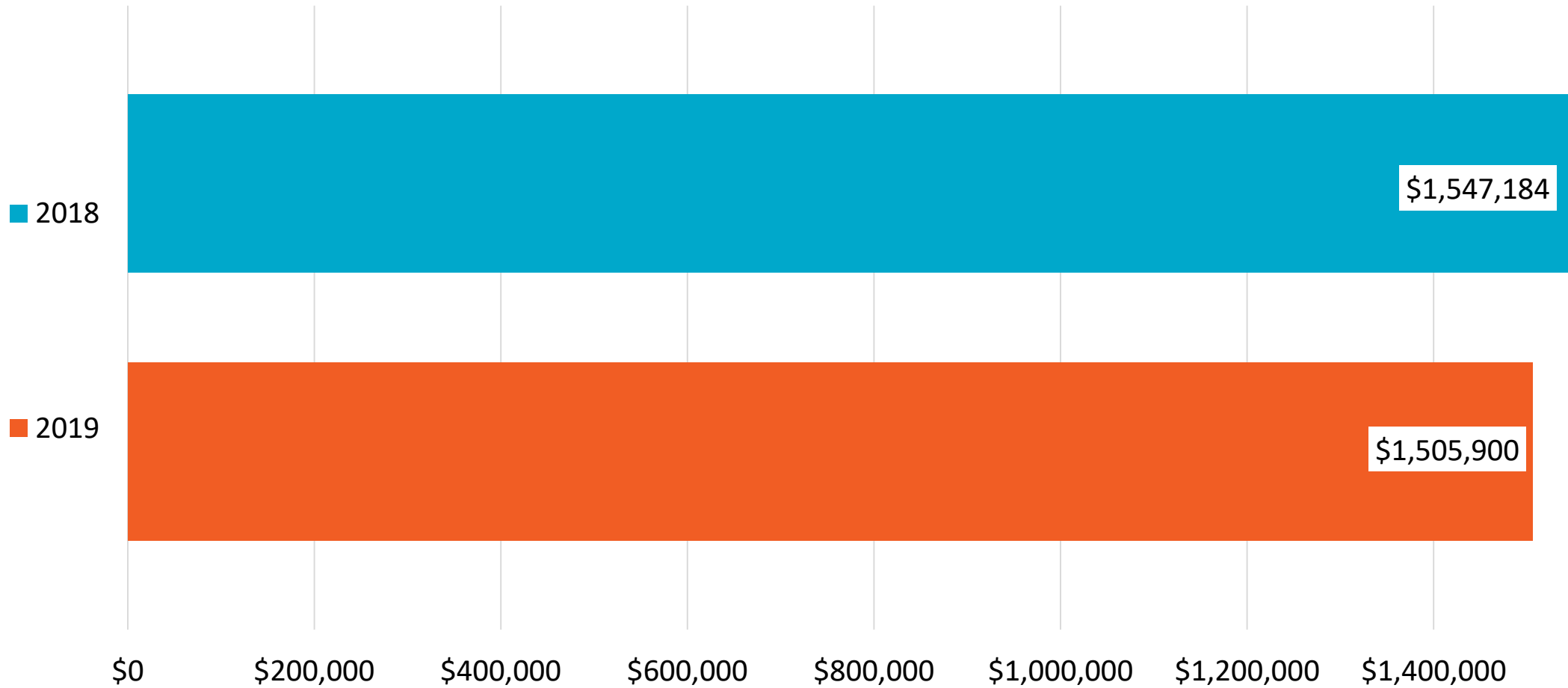
- KRDO Sweepstakes with Pikes Peak Region Attractions
- Pioneers Museum under full moon post – promoting Downtown
- December Roundup post – 10 Not-to-miss Events
- Asian Avenue Magazine – Destination feature highlighting multiple partners
- Dallas News – Promoting Manitou Springs
- USAFA Drone post
- WestJet Magazine – Promoting Olympic City USA
- Cozy Cabins post

Partnership Revenues



Dollars Spent On Advertising

2019 Budget = \$1,593,399



Q4 Advertising Markets



Leisure Travel

- **Olympic City USA Campaign launched Oct. 1**

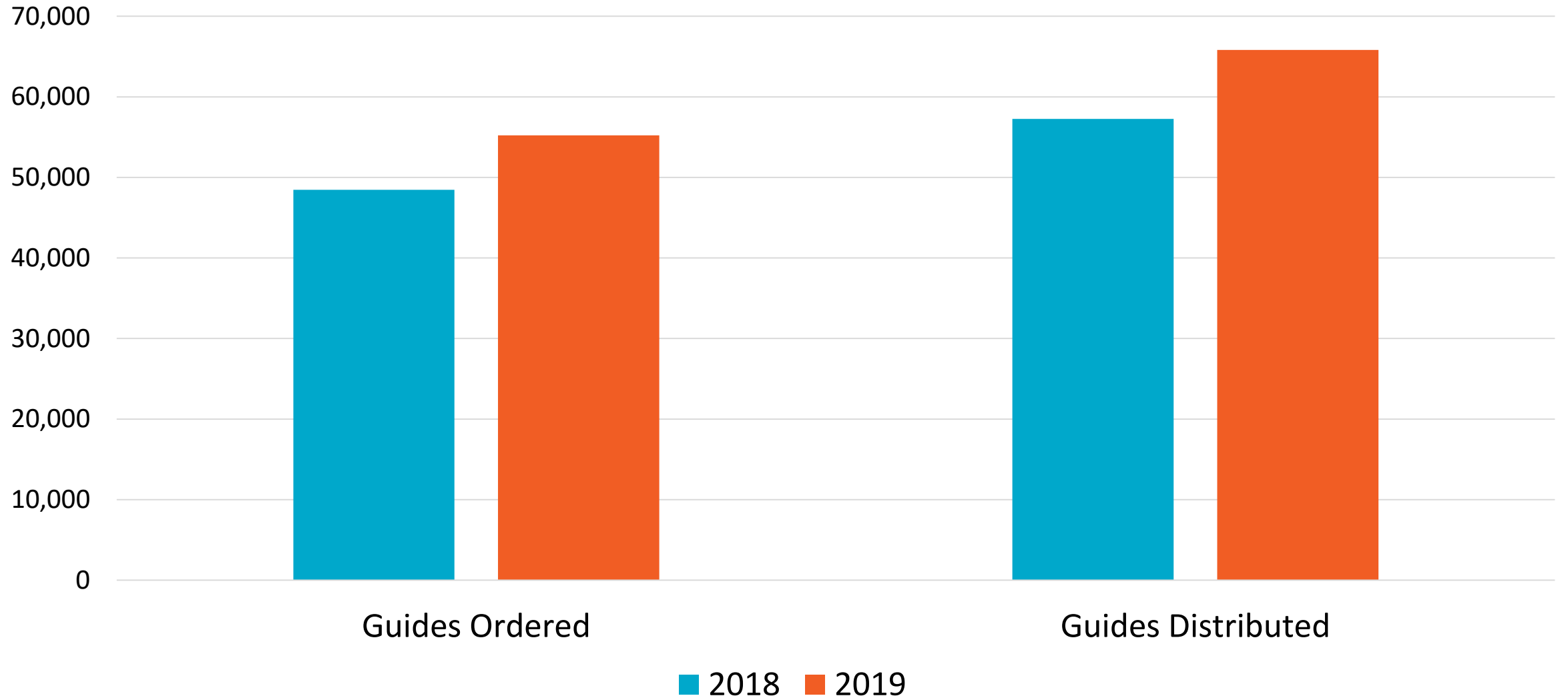
Group Travel Ongoing Ads

- **Meetings & Conventions**
- **Domestic Group Tour**
- **International**
- **Sports**

Origin of Printed Guide Requests

- VisitCOS.com (24,909)
- Colorado.com (14,427)
- AARP Reader Response (7,015)
- Pikes Peak Region Attractions (3,353)
- Colorado State Guide (2,739)
- National Park Trips (2,155)
- Go Travel Sites (1,880)
- Colorado Vacation Planner (Activity Ctr) (531)
- Texas Monthly Reader Svc (481)

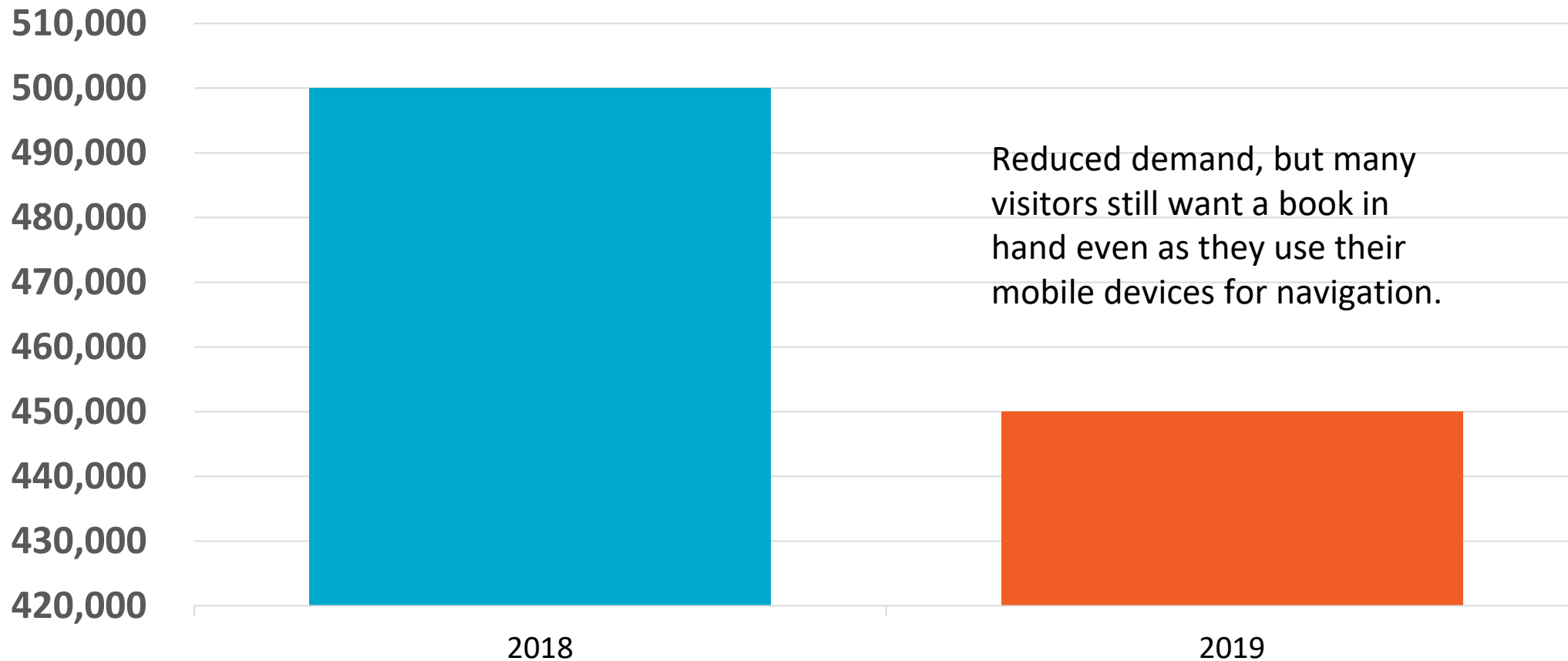
In-House OVG Fulfillment



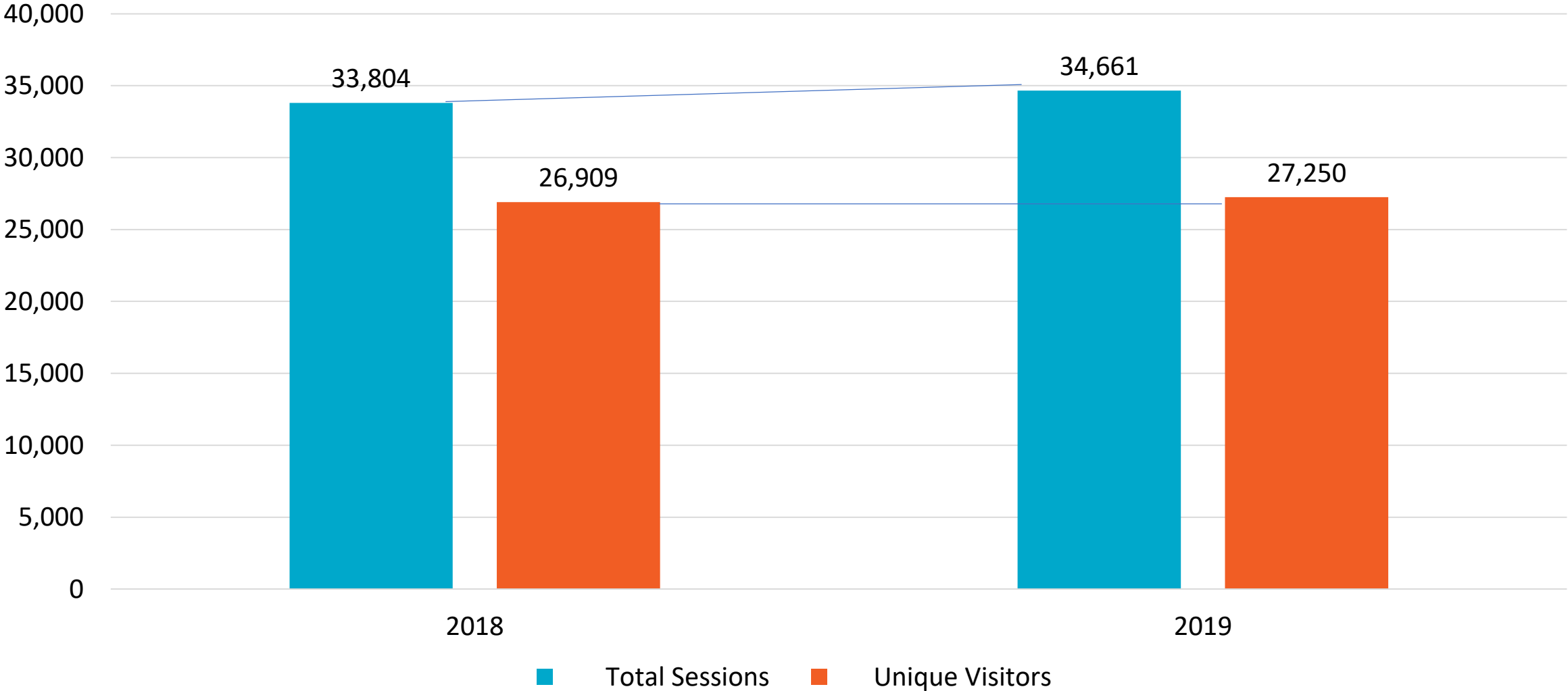
Official Visitor Guides

Printed & Distributed

■ 2018 ■ 2019

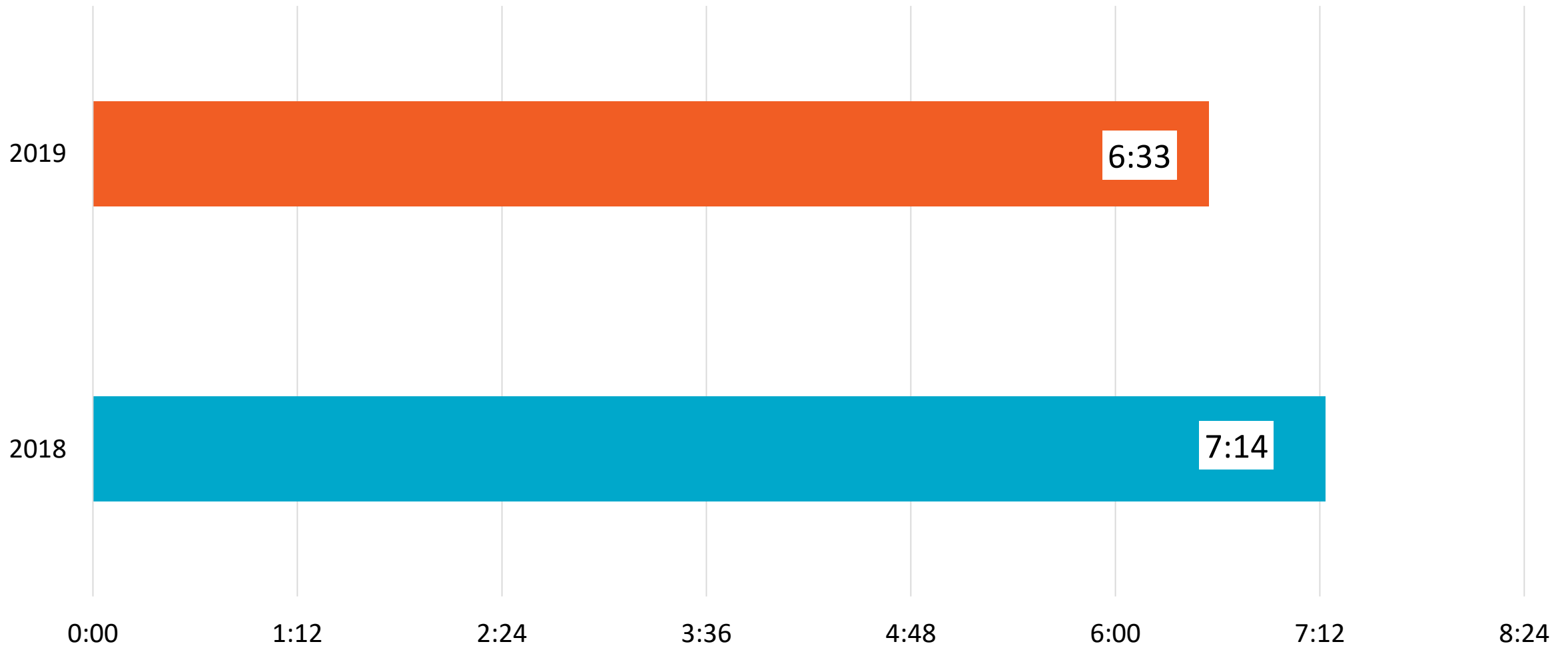


Online Official Visitor Guide

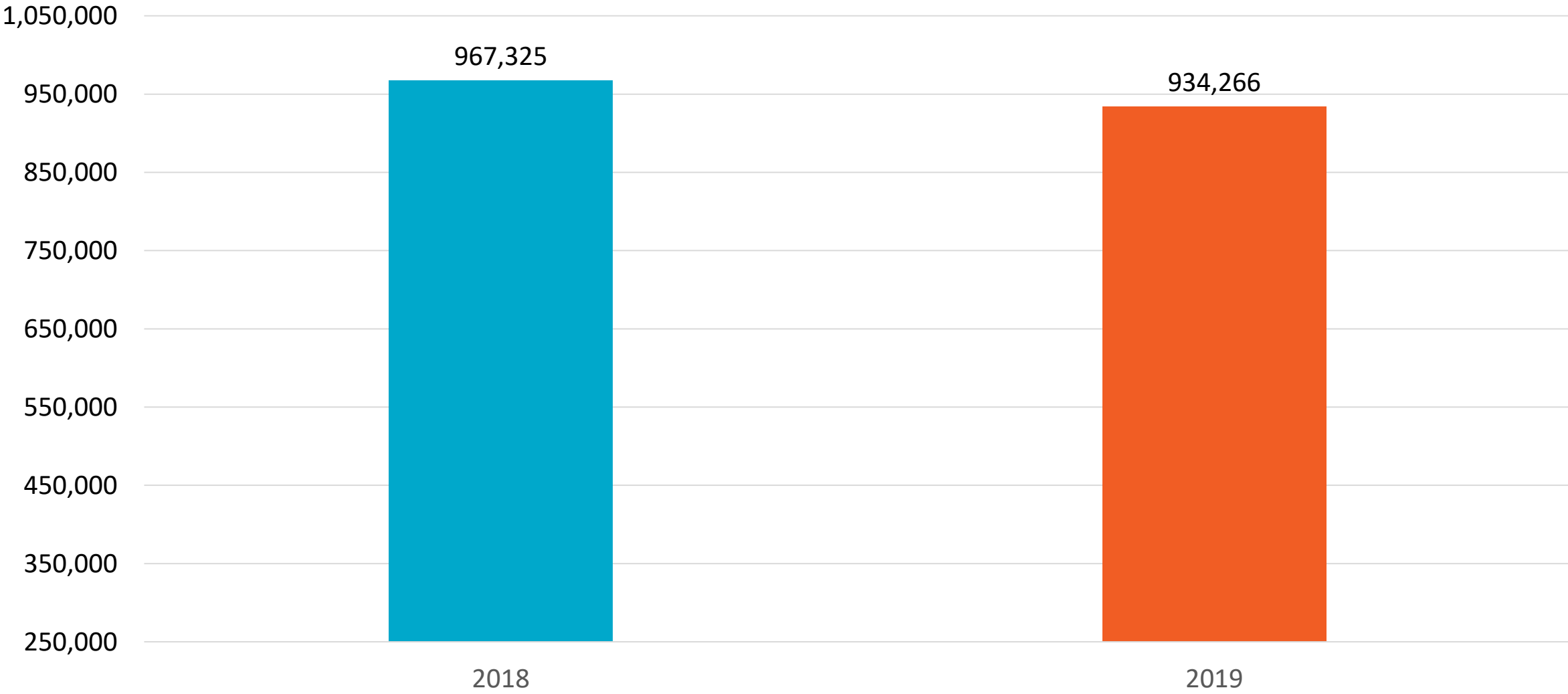


Time on Site – Online OVG

(Minutes:Seconds)

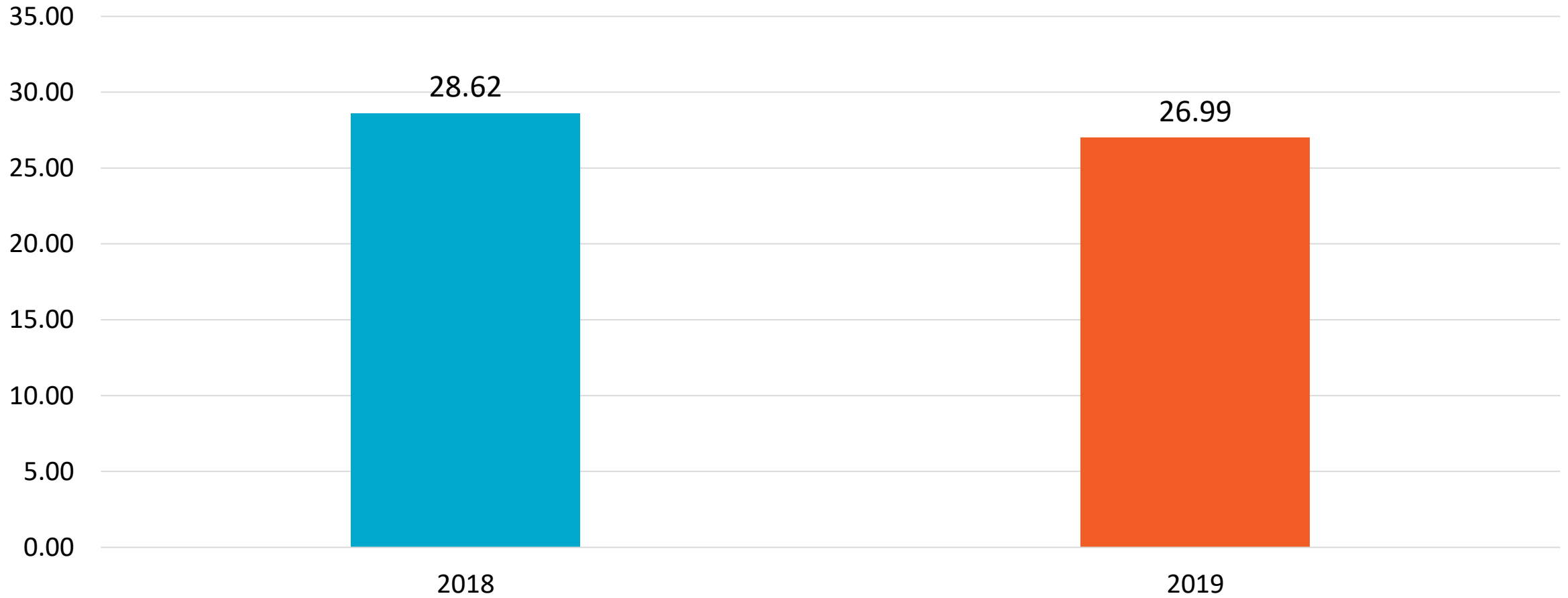


Online Visitor Guide Page Views



Online Visitor Guide

Pages per Session



Top Referring Sites to Online Visitor Guide

- VisitCOS.com (254)
- Facebook (119)
- Yahoo.com (37)
- GardenoftheGodsClub.com (16)

Questions?



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KPI Data

2019 PERFORMANCE INDICATORS				
(Update through Q4/2019)				
	<u>2018</u>	<u>2019</u>	<u>2018</u>	<u>2019</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>	<u>Q4/2019</u>		
Percentage Year over Year Change in Lodgers and Auto Rental Tax (11 mos)	7.5%	5.9%	7.5%	6.7%
Percentage Year over Year Change in RevPAR - Colorado Springs (RevPAR = Revenue per Available Room, a measure of a hotel's performance)	4.7%	2.7%	4.7%	3.70%
Percentage Year over Year Change in RevPAR - Colorado Front Range (RevPAR = Revenue per Available Room, a measure of a hotel's performance)	0.0%	4.9%	0.0%	3.70%

2019 PERFORMANCE INDICATORS				
(Update through Q4/2019)				
	<u>2018</u>	<u>2019</u>	<u>2018</u>	<u>2019</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>	<u>Q4/2019</u>		
GROUP SALES –				
# of trade shows attended	40	48	40	39
Site Visits/Inspections Hosted, number	69	77	69	70
Site Visits who book, reported at end of year only	34	45	34	34
Direct and Specific Leads to hotels by market , new and RFP based, non-electronic	241	220	241	246
Direct and Specific Leads to hotels which have been verified by the hotel	2	1	2	-
General, multi-property leads by market , excluding electronic and third party referrals	210	210	210	214
Leads via electronic channels and third parties	525	475	525	536

2019 PERFORMANCE INDICATORS

(Update through Q4/2019)

	<u>2018</u>	<u>2019</u>	<u>2018</u>	<u>2019</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>	<u>Q4/2019</u>		
GROUP SALES –				
Group Leads from New Accounts	651	604	651	664
Group Leads from Existing Accounts	243	201	243	248
Total Group Leads (sum of above lead numbers)	894	805	894	912
Cost per Lead for Group Business	\$1,704.01	\$1,957.06	\$1,704.01	\$1,813.59
Estimated room nights booked for group travel, definites	187,479	98,821	187,479	191,200
Estimated room nights booked for group travel, bureau assists	133,151	120,735	133,151	135,800
Estimated community economic impact for all booked groups	\$199,440,767	\$175,918,746	\$199,440,767	\$217,491,270
Group Servicing Activities provided to visiting groups	16,556	16,826	16,556	16,000

2019 PERFORMANCE INDICATORS				
(Update through Q4/2019)				
	<u>2018</u>	<u>2019</u>	<u>2018</u>	<u>2019</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>	<u>Q4/2019</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	2,684,889	3,081,469	2,684,889	2,950,000
Organic Visits	1,922,315	2,157,471	1,922,315	2,210,000
Unique Visitors	2,058,127	2,217,975	2,058,127	2,200,000
Length of Visit (Time on Site)	2:12	1:50	2:12	2:00
Page Views	5,145,507	5,688,081	5,145,507	5,400,000
Partner Click-Throughs	369,097	335,441	369,097	380,000
SOCIAL MEDIA – integrate with marketing campaigns				
Facebook Likes	66,888	76,021	66,888	80,000
Youtube Views	768,024	845,305	768,024	900,000
Instagram Followers	33,483	52,148	33,483	46,000
Twitter Followers	14,402	15,481	14,402	15,000
Pinterest Followers	4,238	5,100	4,238	4,500
Social Media Traffic to Website	114,892	148,368	114,892	144,000
Dollars spent on social media specific marketing	\$104,111	\$153,052	\$104,111	\$110,000

2019 PERFORMANCE INDICATORS				
(Update through Q4/2019)				
	<u>2018</u>	<u>2019</u>	<u>2018</u>	<u>2019</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>	<u>Q4/2019</u>		
PARTNERSHIP – provide value to our partners				
Partnership Dues Received-Cash	\$296,785	\$369,253	\$296,785	\$328,244
Non-dues Partnership Payments Received-Cash	\$146,566	\$123,125	\$146,566	\$190,536
Co-Op Revenue - Advertising	\$11,500	\$10,899	\$11,500	\$11,900
ADVERTISING				
Dollars spent on advertising and social media marketing	\$1,547,184	\$1,505,900	\$1,547,184	\$1,593,399
OFFICIAL VISITOR GUIDE				
Number of guides ordered through Visitor Services	48,463	55,214	48,463	46,040
Number of guides distributed through Visitor Services	57,264	65,806	57,264	54,743
Number of guides printed and distributed (cert; slawson; vic; dia)	500,000	450,000	500,000	450,000
Electronic Visitor Guide Views/Sessions - Total Sessions	33,804	34,661	33,804	34,000
Unique Visitors	26,909	27,250	26,909	27,000
Length of Visit (Time on Site)	7:14	6:33	7:14	7:14
Electronic Visitor Guide Page Views	967,325	934,266	967,325	920,000
Electronic Visitor Guide Pages per Session	28.62	26.99	28.62	29.00



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Thank You!