Q3 & Q4, 2023, KPI Report

Lodgers and Auto Rental Tax (LART)

$9,841,667

$10,038,231

↑ 13.44% from 2021

↑ 2% from 2022

2022
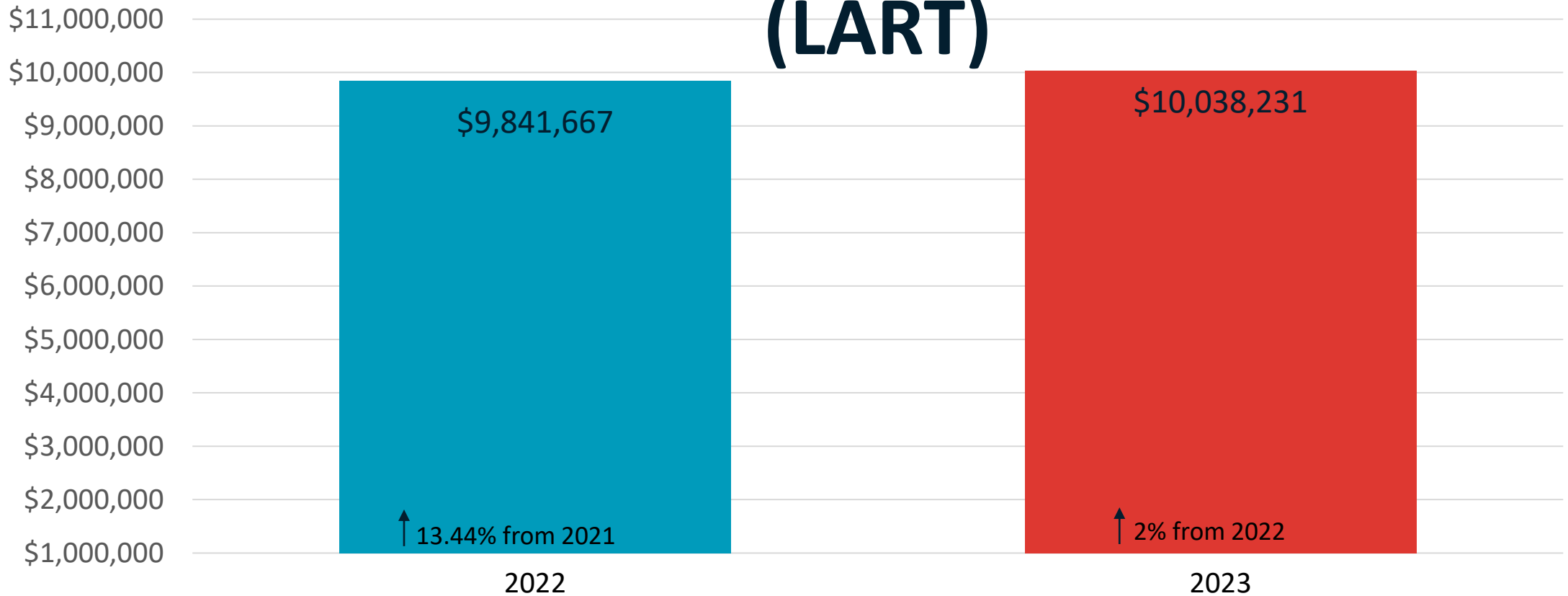
2023

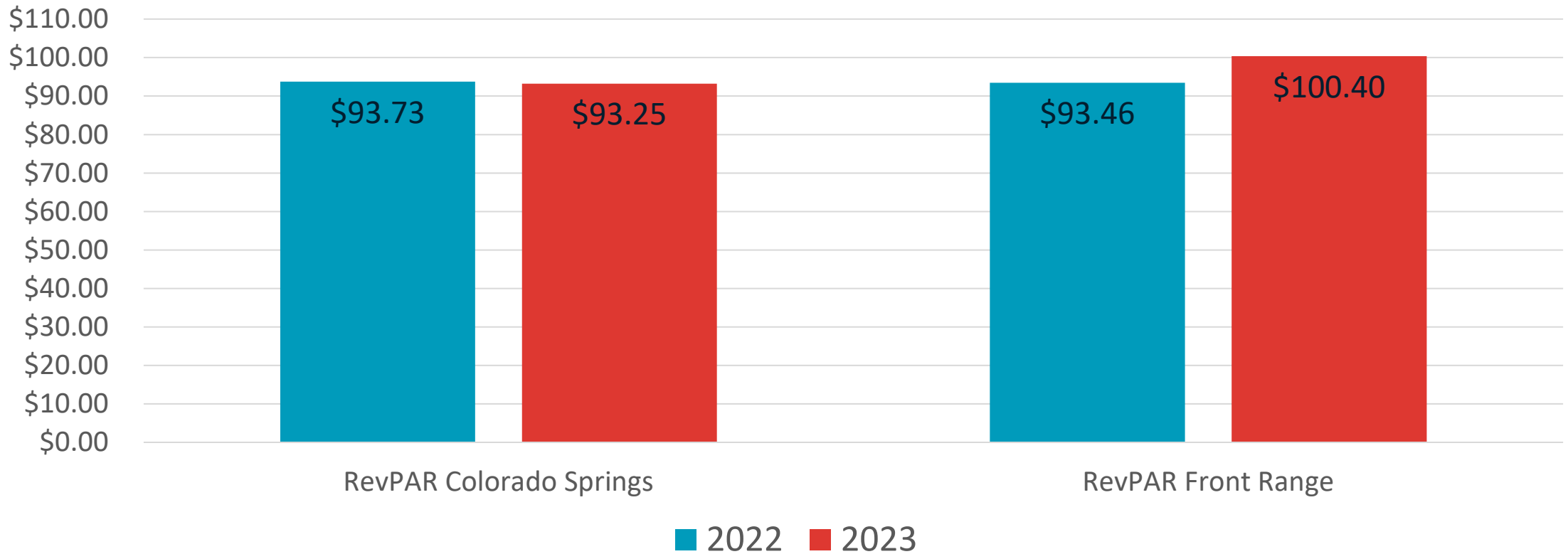*Colorado Springs Report of January 2024 Vendor Collections for Activity in December 2023.*

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.
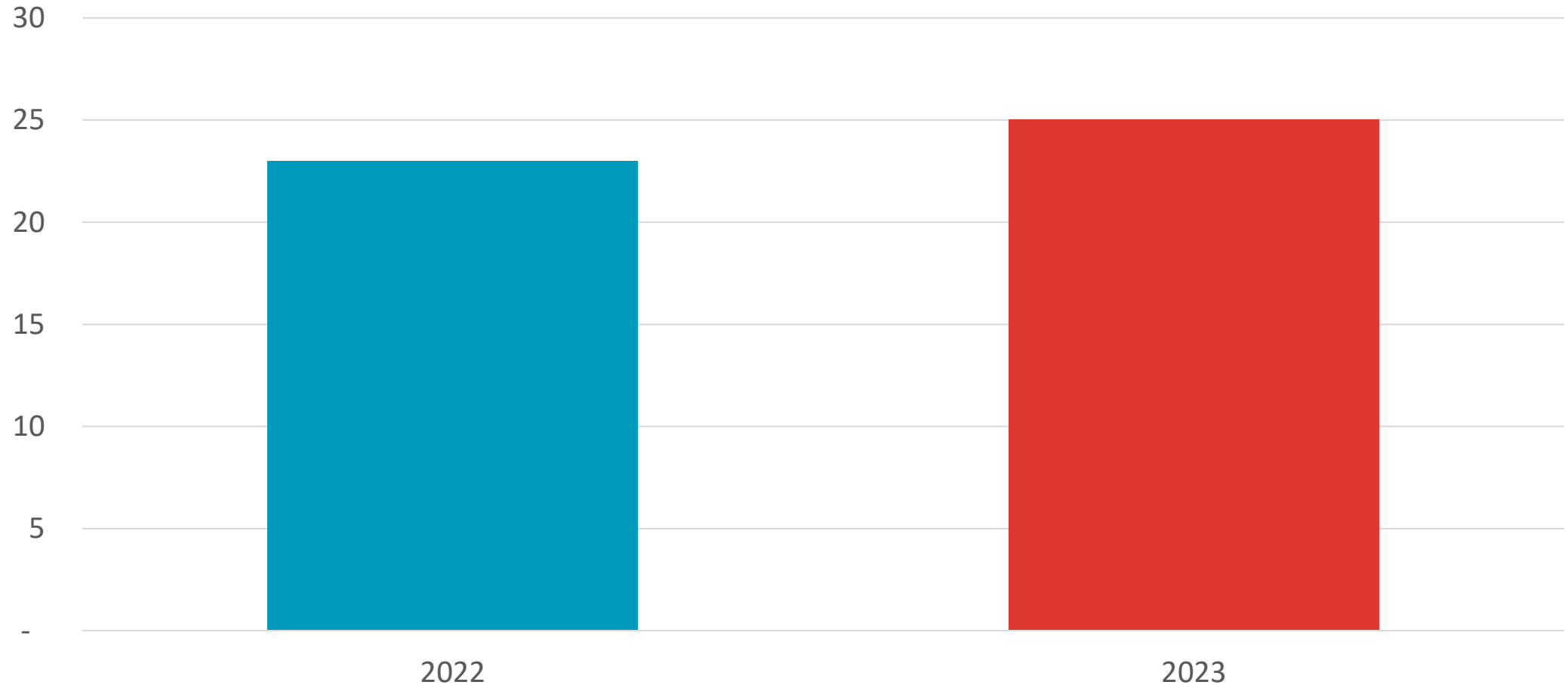

RevPAR data source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

GROUP SALES

# Trade Shows Attended

Example Tradeshows Attended
Q3/23

- Cvent Connect
- ConferenceDirect CDX
- Meetings Today Live
- Destination Colorado Customer Appreciation
- CSAE Annual Conference

Example Tradeshows Attended
Q4/23

- TEAMS
- IMEX
- Smart Meetings
- Prestige Client Summit
- Holiday Showcase
- Destination Colorado Front Range

Meeting Planner Site Visits and Familiarization (FAM) Tours
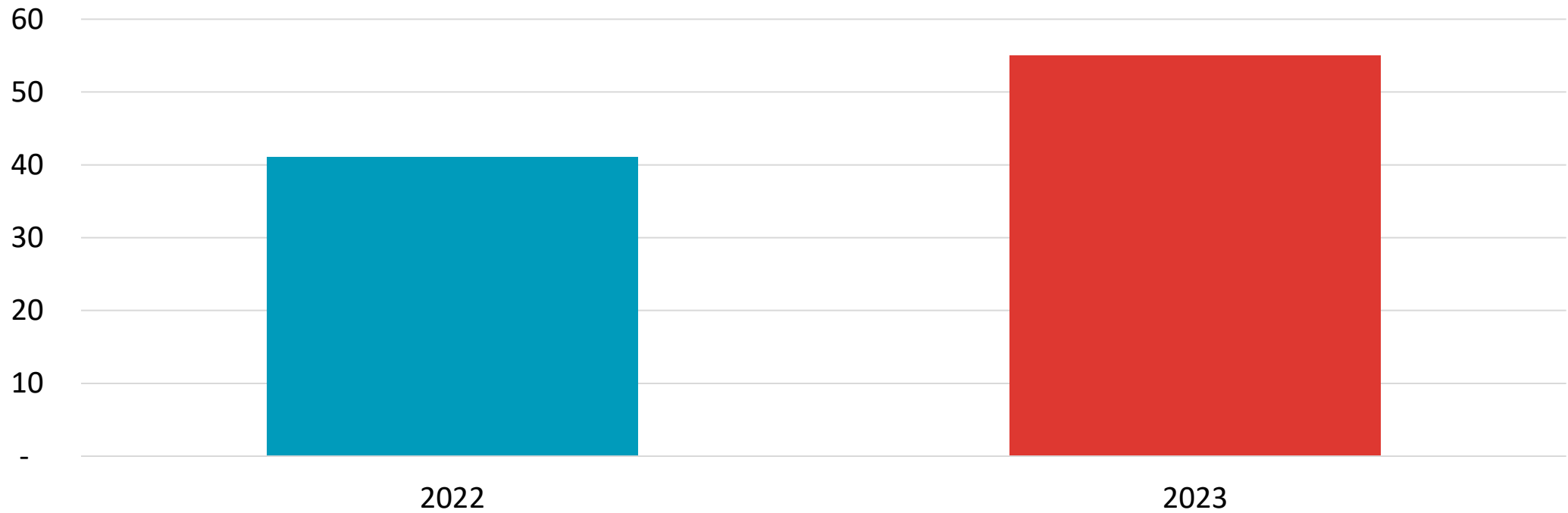
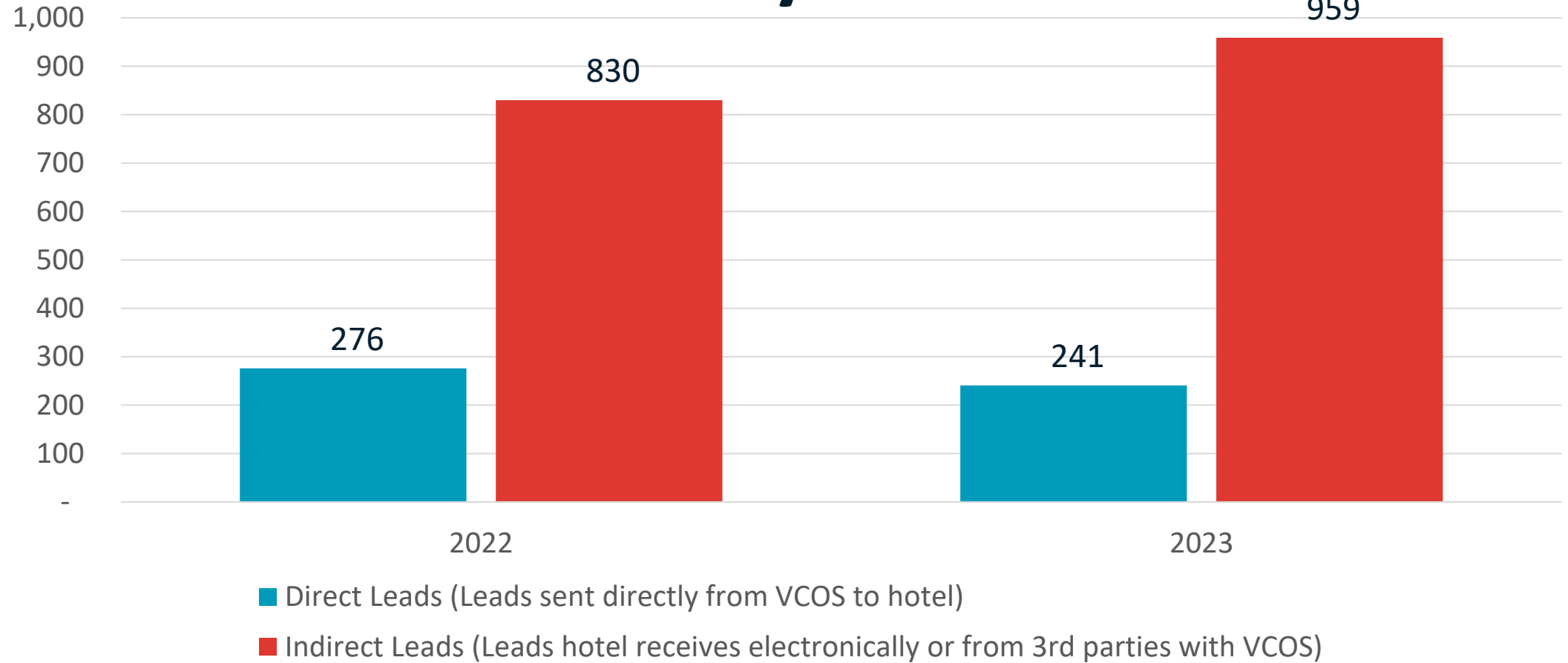# Example Destination Site Visits and FAM Tours Q3/23

- National Motor Freight Traffic Association, Inc. – 2024 Advisory Council Meeting
- American Bar Association - Washington DC – 2026 American College of Mortgage Attorneys Spring Meeting
- Consumer Health Products Association – 2026 Self-care Leadership Summit
- PSC Group – 2024 Helping Hands Foundation Meeting
- Komatsu Financial – 2024 Finance Seminar

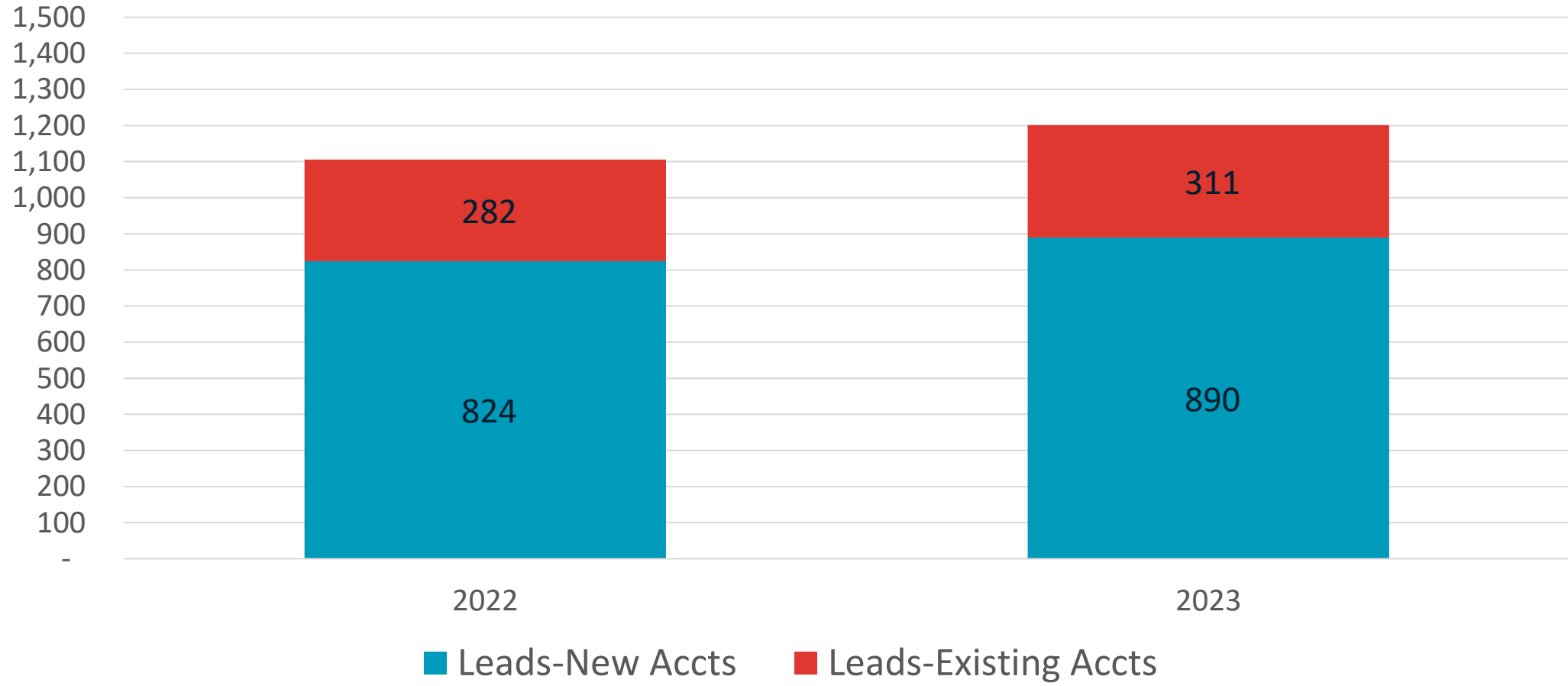# Example Destination Site Visits and FAM Tours
Q4/23

- Miranda Family Reunion – 2024 Family Reunion
- American Board of Anesthesiology – 2025 Board of Directors Meeting
- Ohio Bankers League – 2027 Annual Conference
- UMB Funds Services – 2026 Market Insight Conference
- + 5 others

Leads by Source

	2022	2023
Direct Leads	276	241
Indirect Leads	830	959

■ Direct Leads (Leads sent directly from VCOS to hotel)

■ Indirect Leads (Leads hotel receives electronically or from 3rd parties with VCOS)

Cost per Lead for Group Business

	$0	$500	$1,000	$1,500
2022			$1,208.00	
2023			$1,093.00	
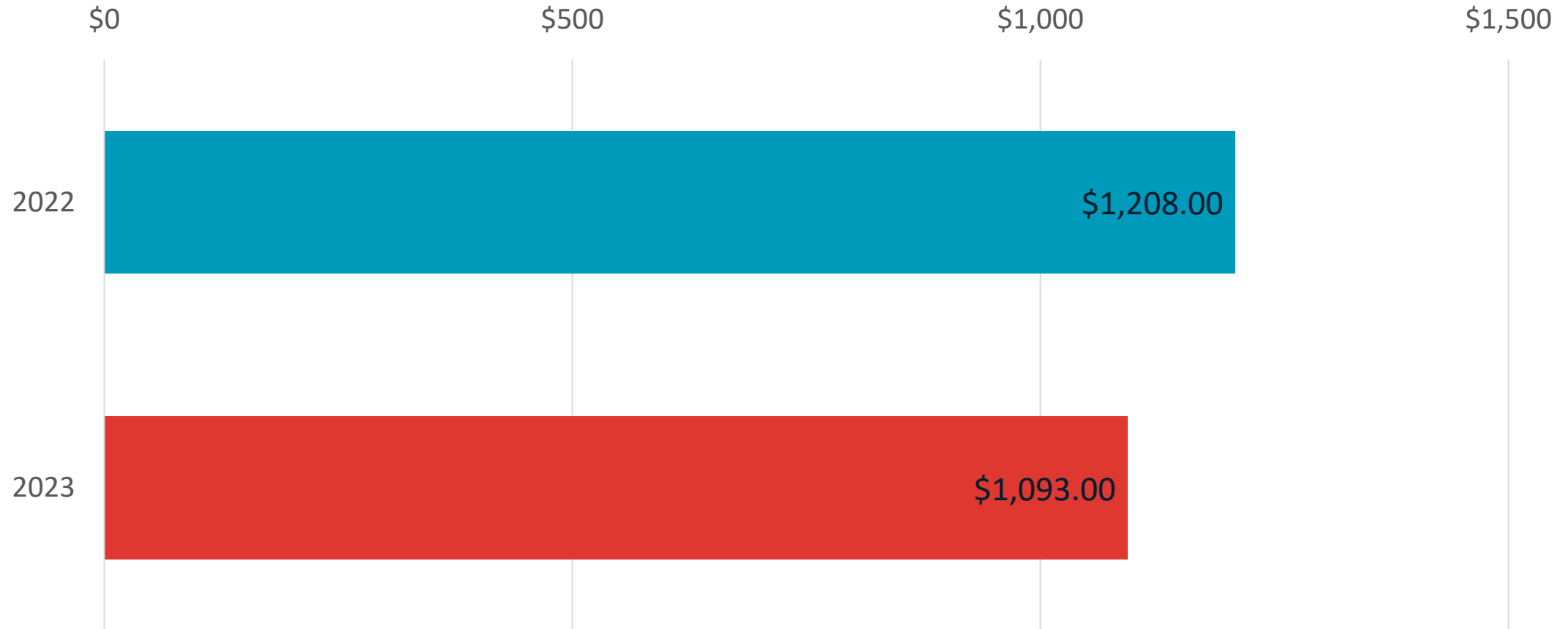
BOOKINGS (DEFINITES)

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

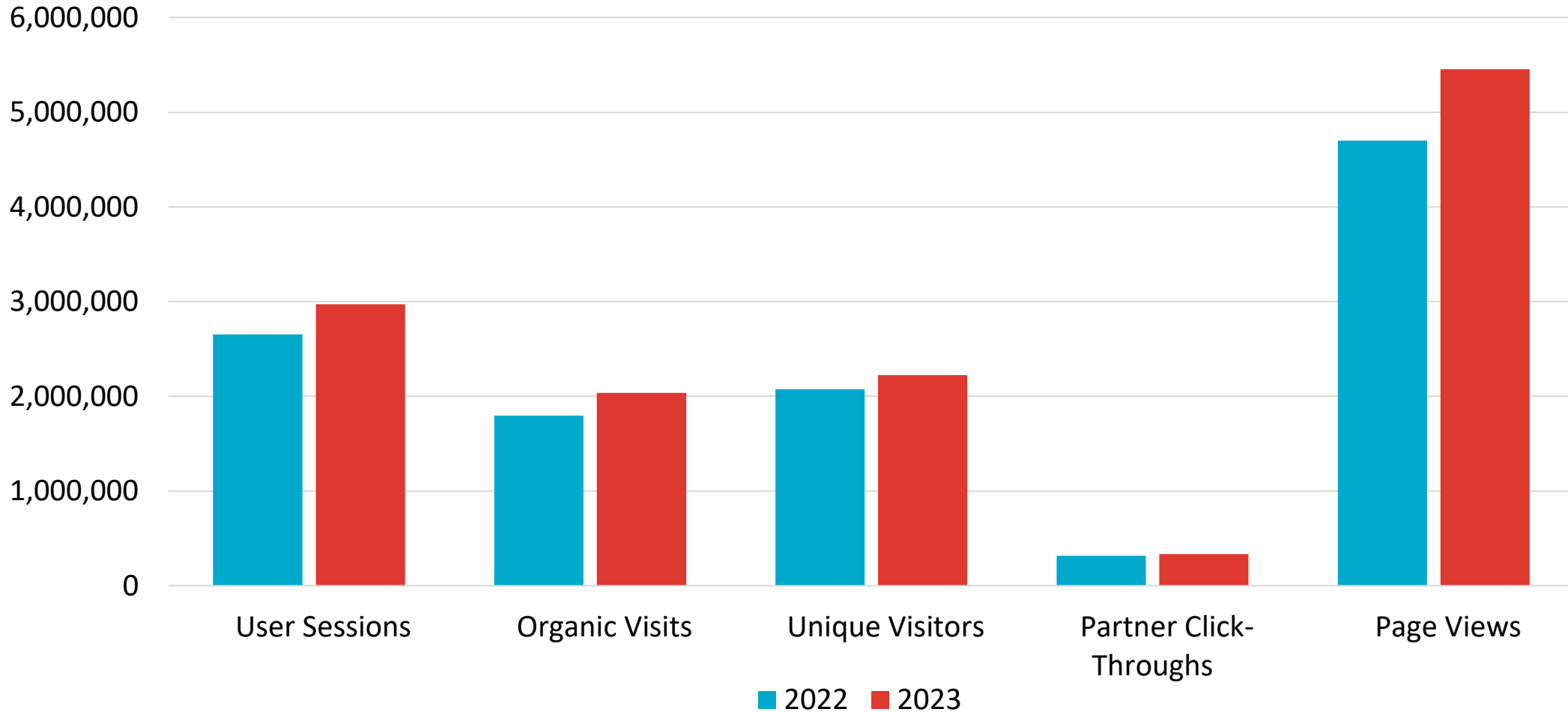|	2022	2023
Bureau Assists	83,538	144,240
Definites	67,912	119,038

Definites   Bureau Assists
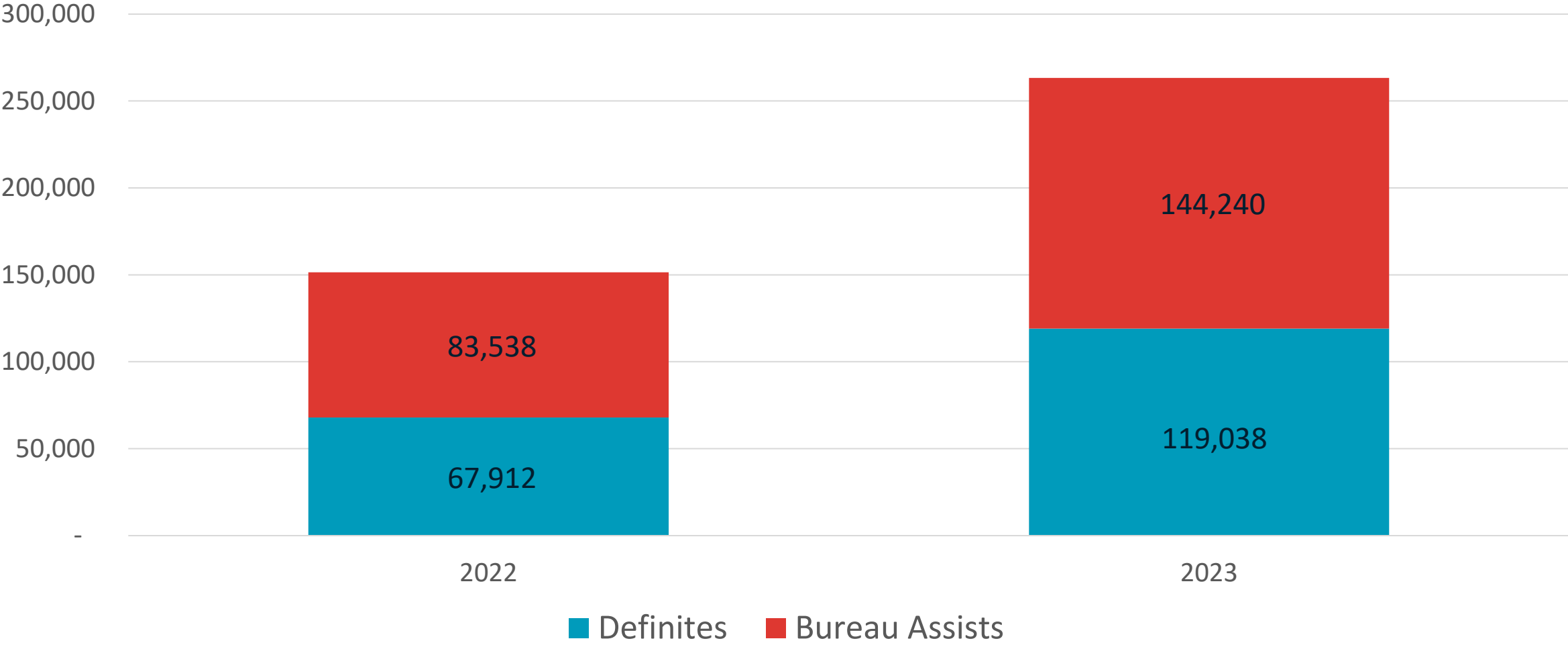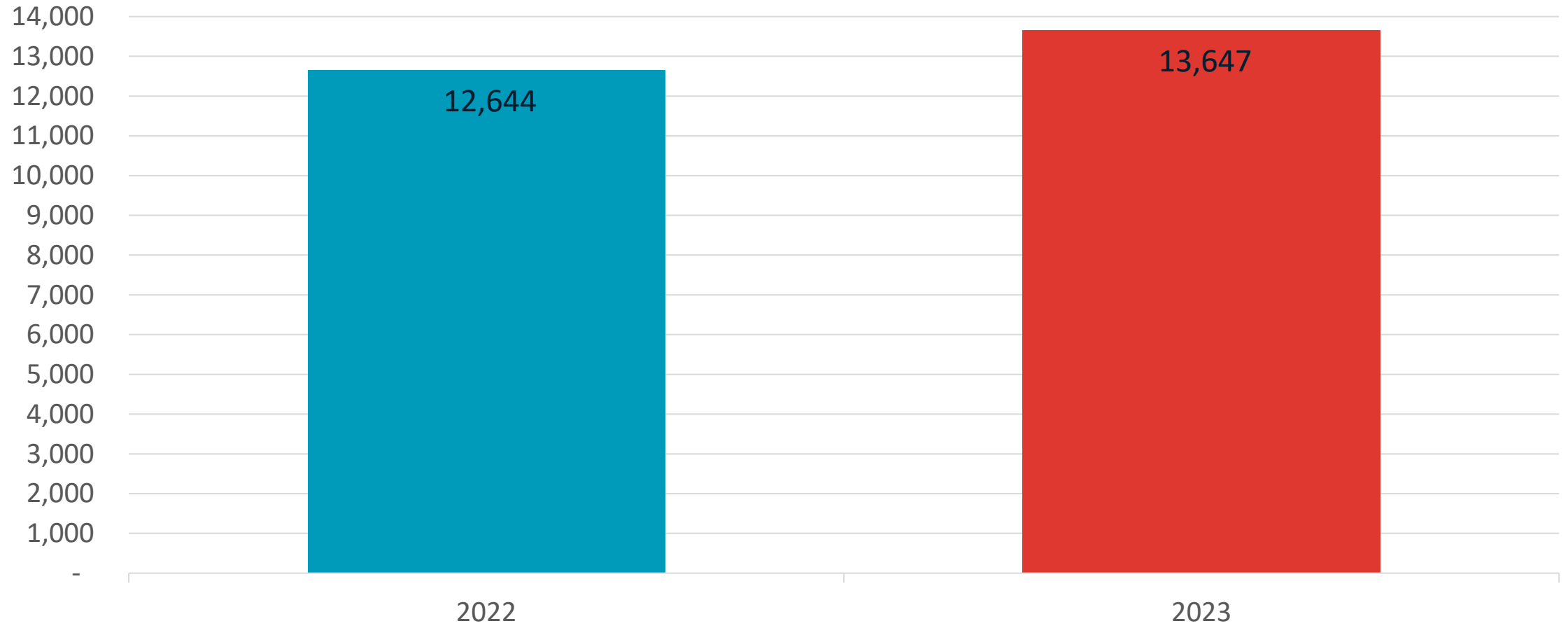
Group Servicing Activities

MARKETING, COMMUNICATIONS, PARTNERSHIP, VISITOR SERVICES

VisitCOS.com - Website KPIs

After the launch, and unexpected drop in organic traffic in 2022, the website performance has continued to improve each month in 2023. Both Q3 and Q4 continued to see significant growth in website performance and engagement, significantly outpacing 2022 and nearly bringing us back to pre-pandemic numbers. Our team continues to invest in both organic and paid website strategies as well as competitive analyses to ensure we maintain prominent search rankings and engagement.

Top Referring Sites to VisitCOS.com

- Facebook.com (35,286)
- Colorado.com (13,732)
- Instagram (3,438)
- Newsbreakapp.com (1,775)
- Earthtrekkers.com (1,761)
- Pinterest (1,638)
- Coloradosprings.gov (1,151)
- Cheyenne Mountain Resort (978)
- Rainbowryders.com (789)
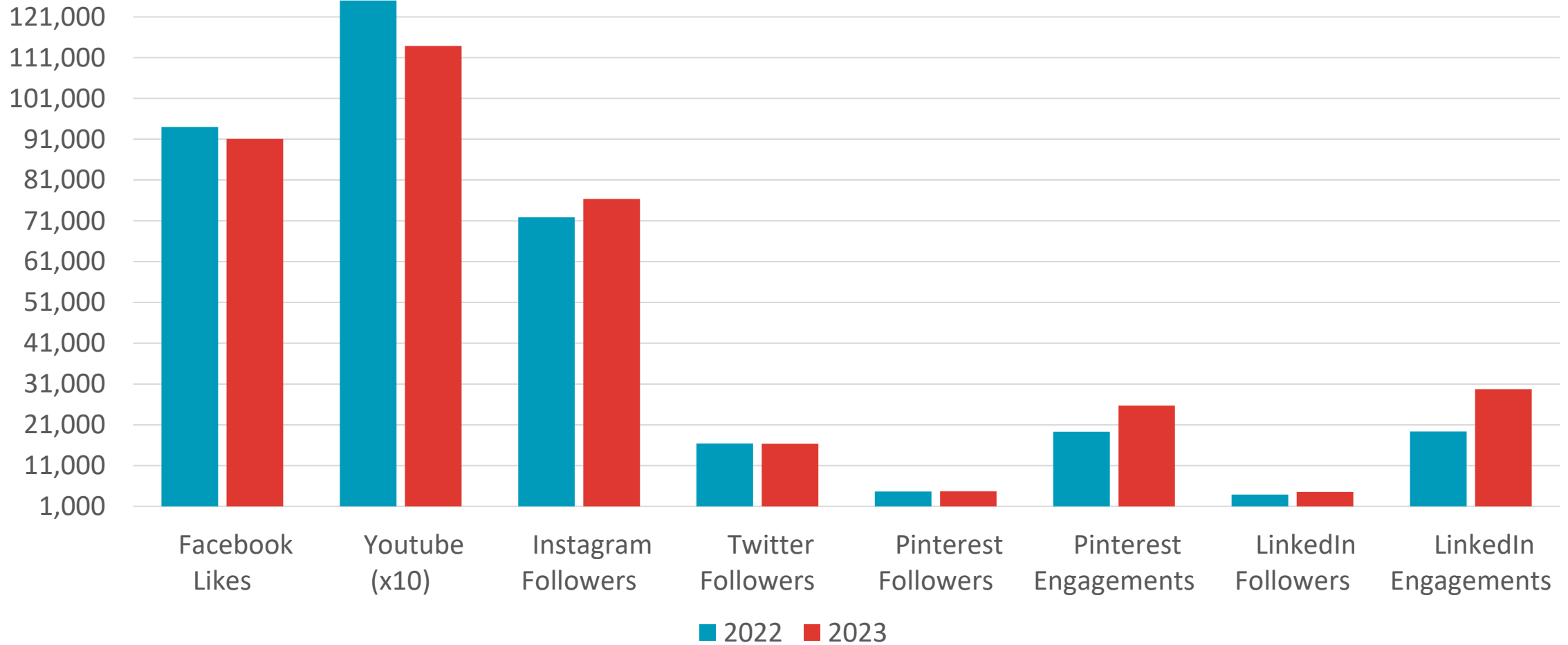- ColordaoCollege.edu (710)

Time on Site VisitCOS.com

(Minutes:Seconds)
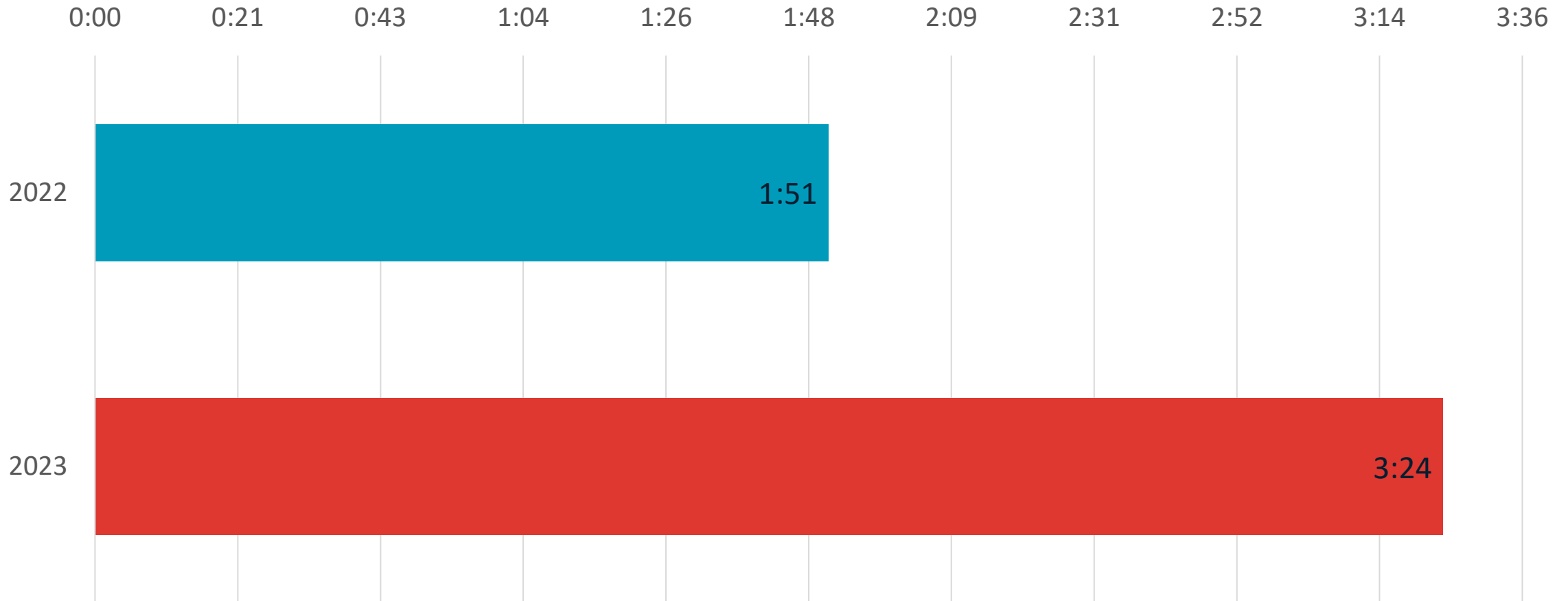
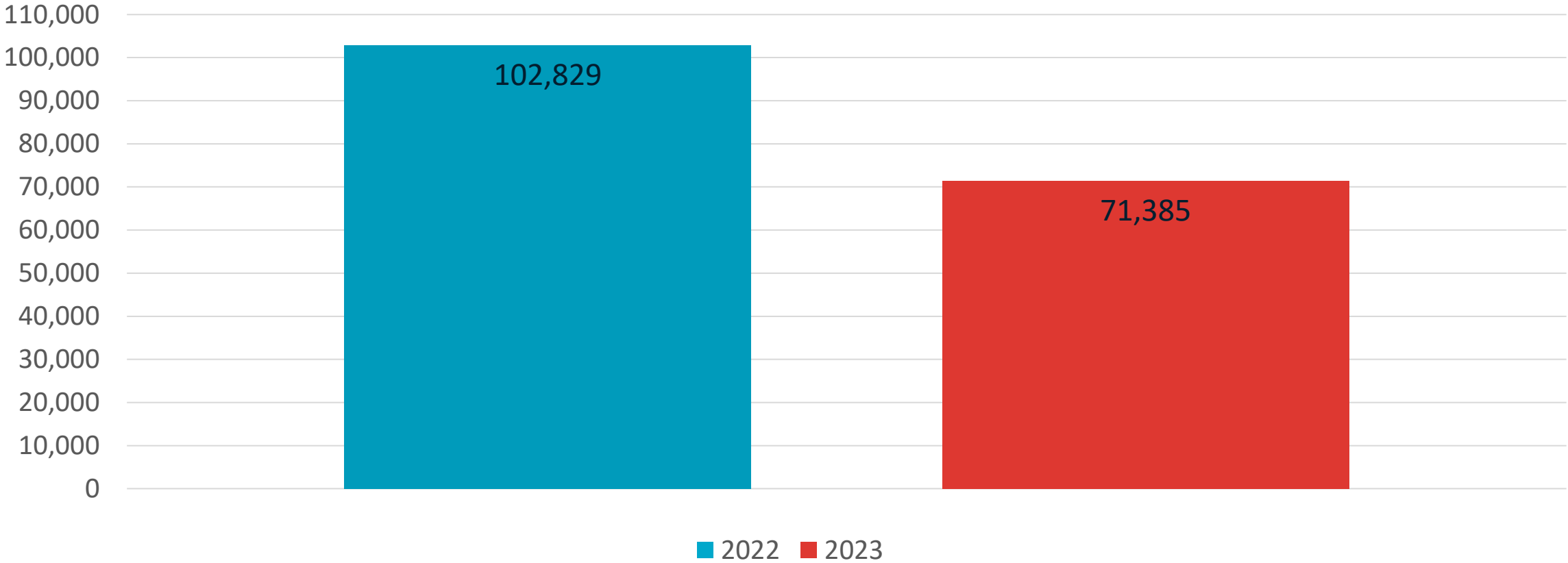The time on site grew quite a bit and part of this is a function of Google switching from Google Analytics Universal to Google Analytics 4.

Social Media Activity

Social Media Traffic to Website

The drop in social media metrics/budget from 2022 to 2023 was due to the ARPA grant in which we ran a campaign in six cities that have direct routes to COS - a lot of the campaign budget was put into social media.

Social Media Advertising

2023 Budget = $420,000
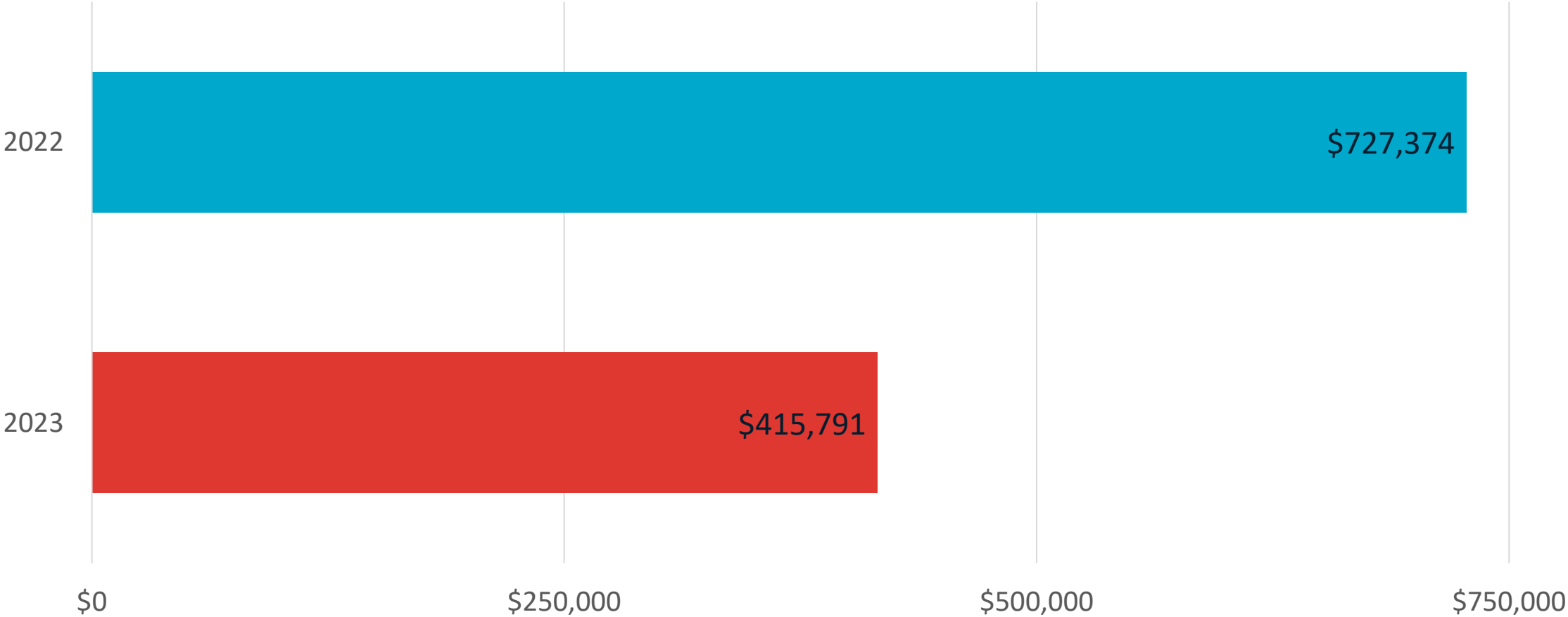
$727,374

$415,791

2022

2023

$0 $250,000 $500,000 $750,000

The drop in social media metrics/budget from 2022 to 2023 was due to the ARPA grant in which we ran a campaign in six cities that have direct routes to COS - a lot of the campaign budget was put into social media.
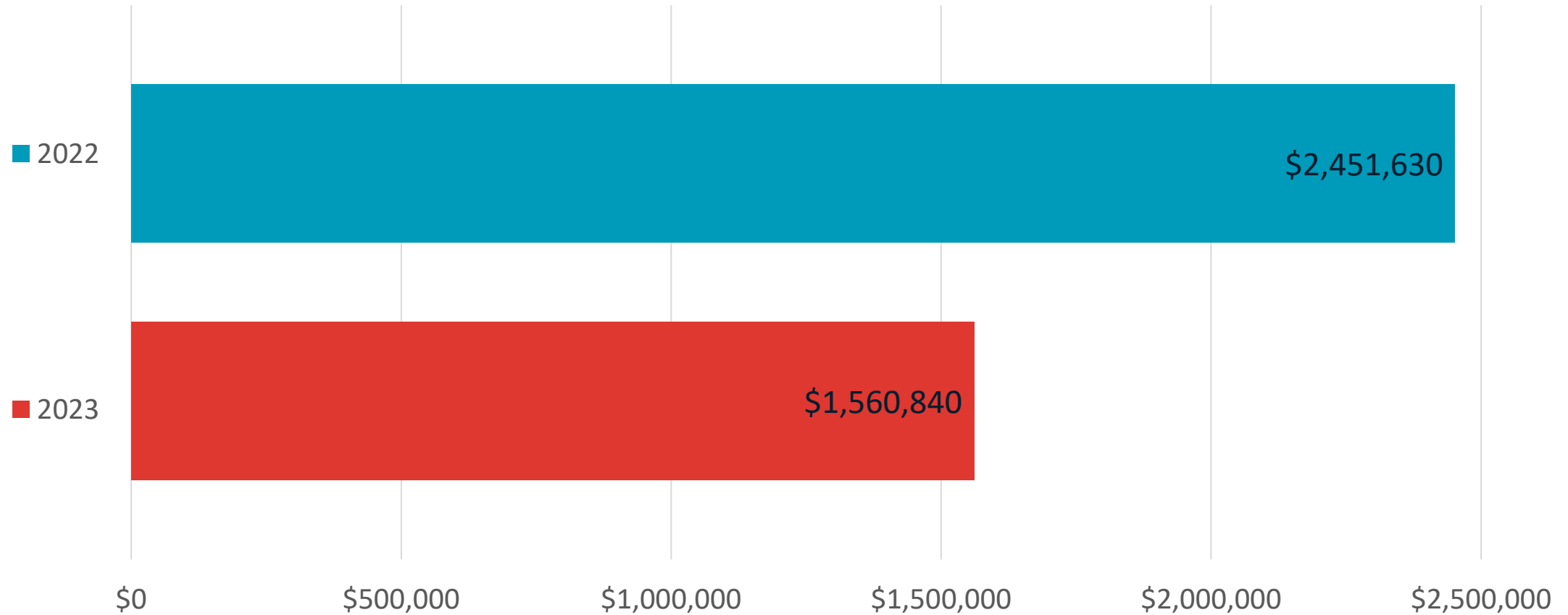
Total Advertising

*2023 Budget = $1,631,000

*2022 budget was higher due to the ARPA grant.

Partnership Revenues
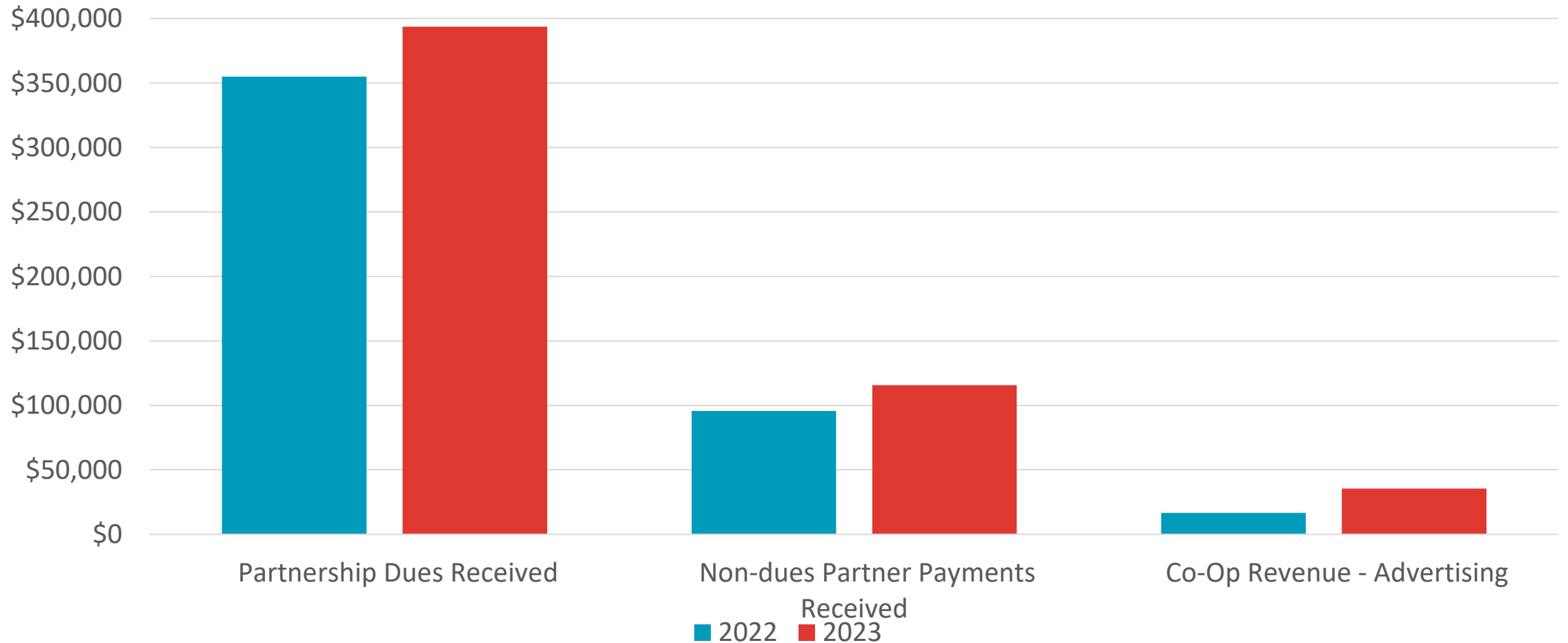
In-House OVP Fulfillment
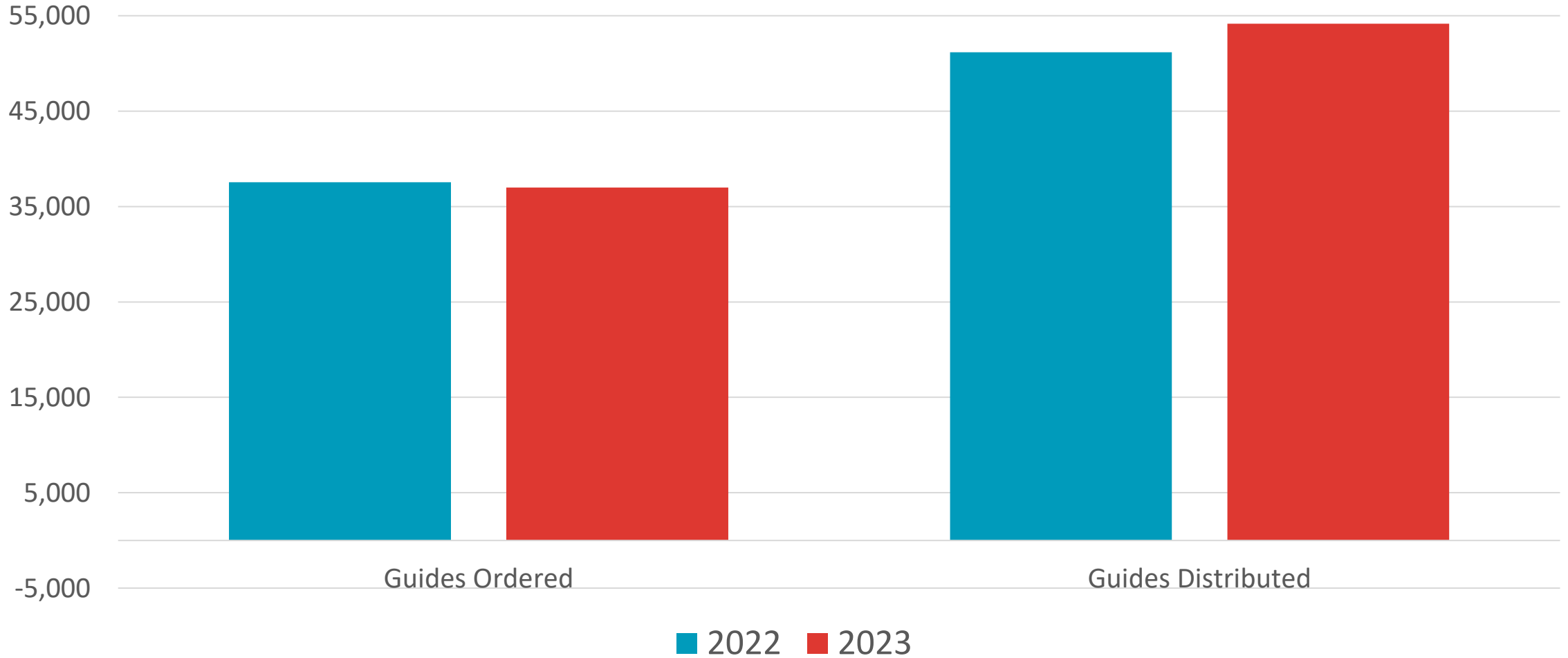
Official Vacation Planner
Printed & Distributed
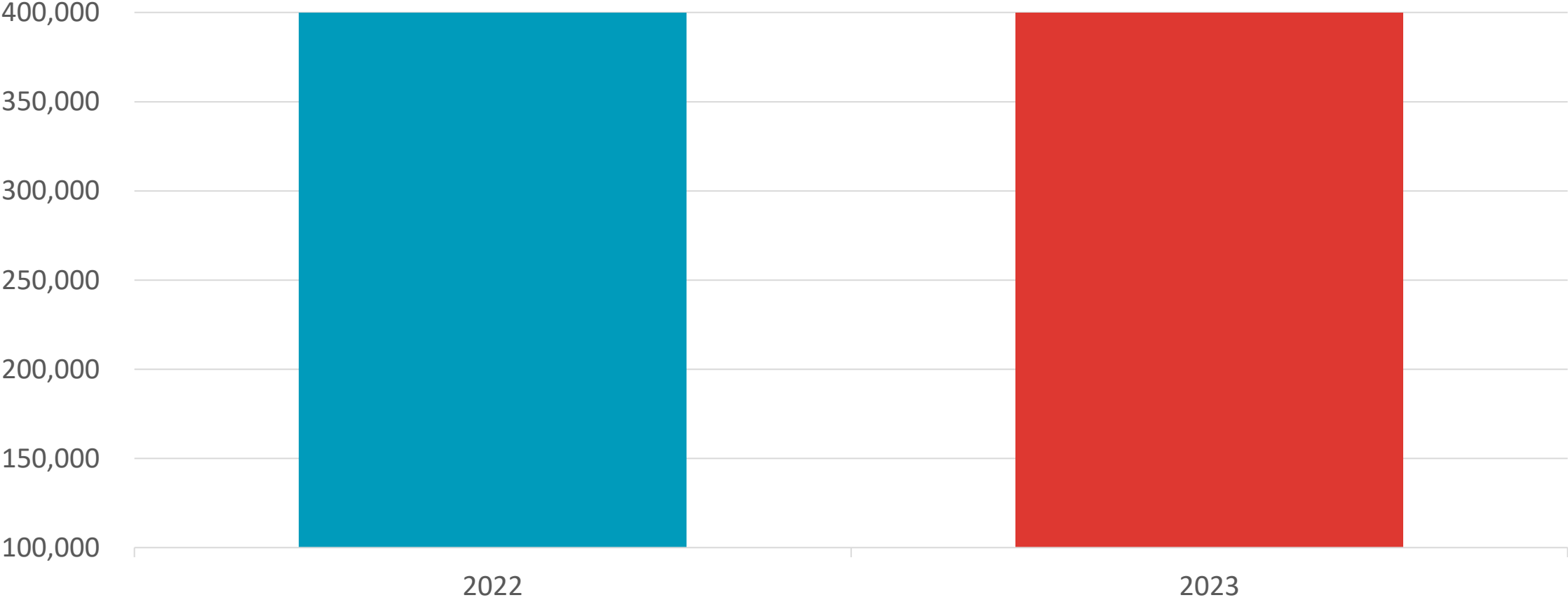
Online Official Vacation Planner Sessions
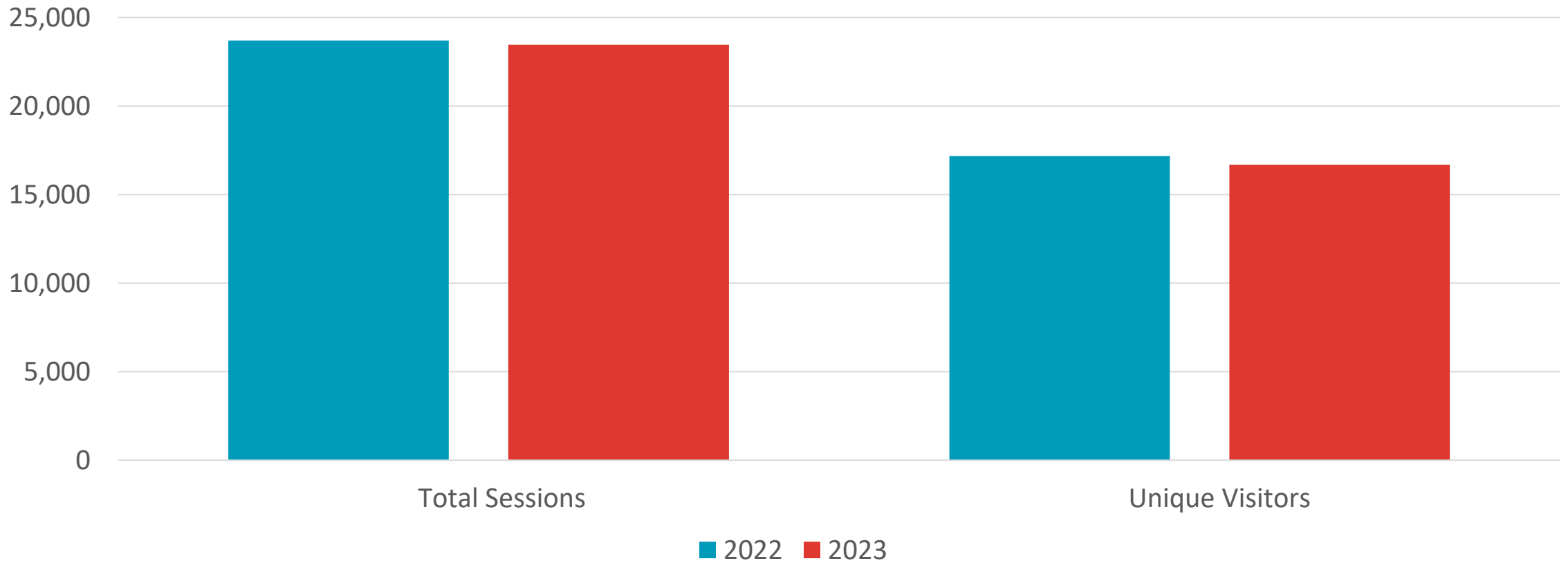
Visits to the online OVP were down in Q1/Q2 due to the general issues we were having with site traffic. We started an OVP campaign in mid-May and the traffic for May – July is up 40%.

Top Referring Sites to Online Vacation Planner

- Visitcos.com (4,445)
- Pikes-peak.com (2,433)
- Gardenofthegodsresort.com (248)
- Facebook.com (59)

Time on Site – Online OVP

(Minutes:Seconds)

2022	6:51
2023	6:01

0:00 1:12 2:24 3:36 4:48 6:00 7:12 8:24
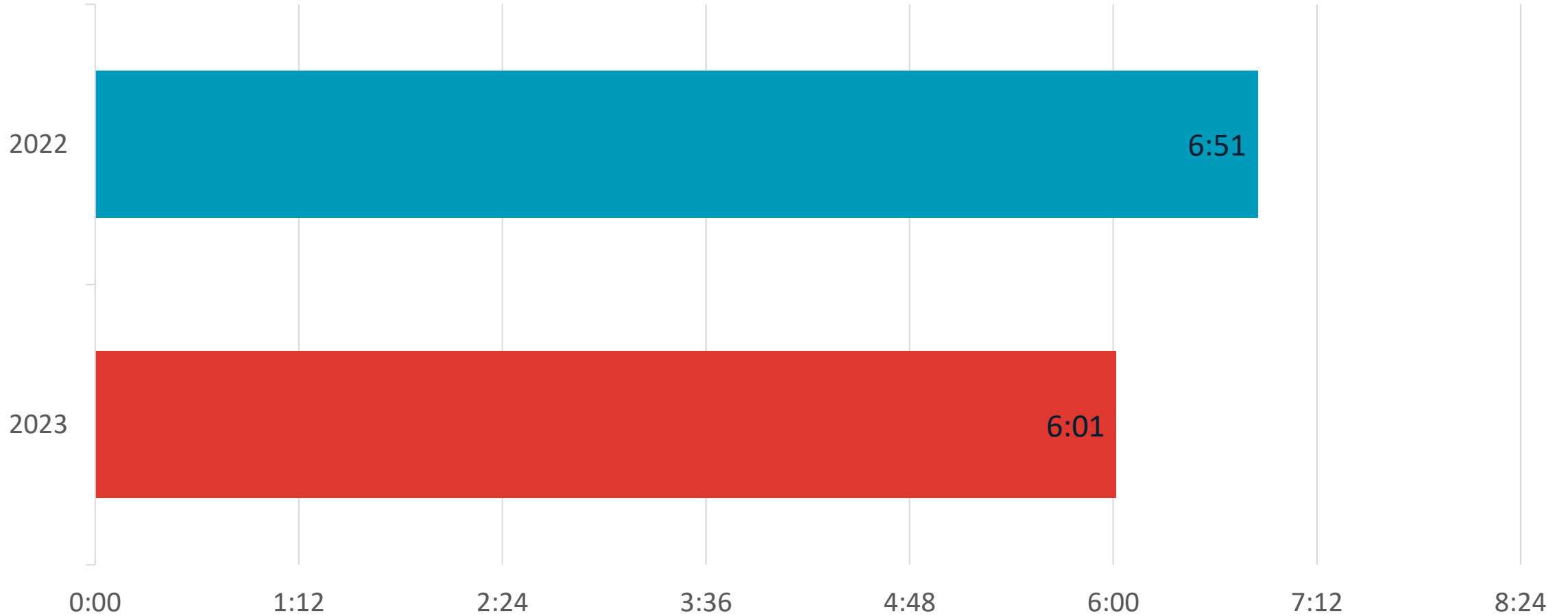
Online OVP Page Views
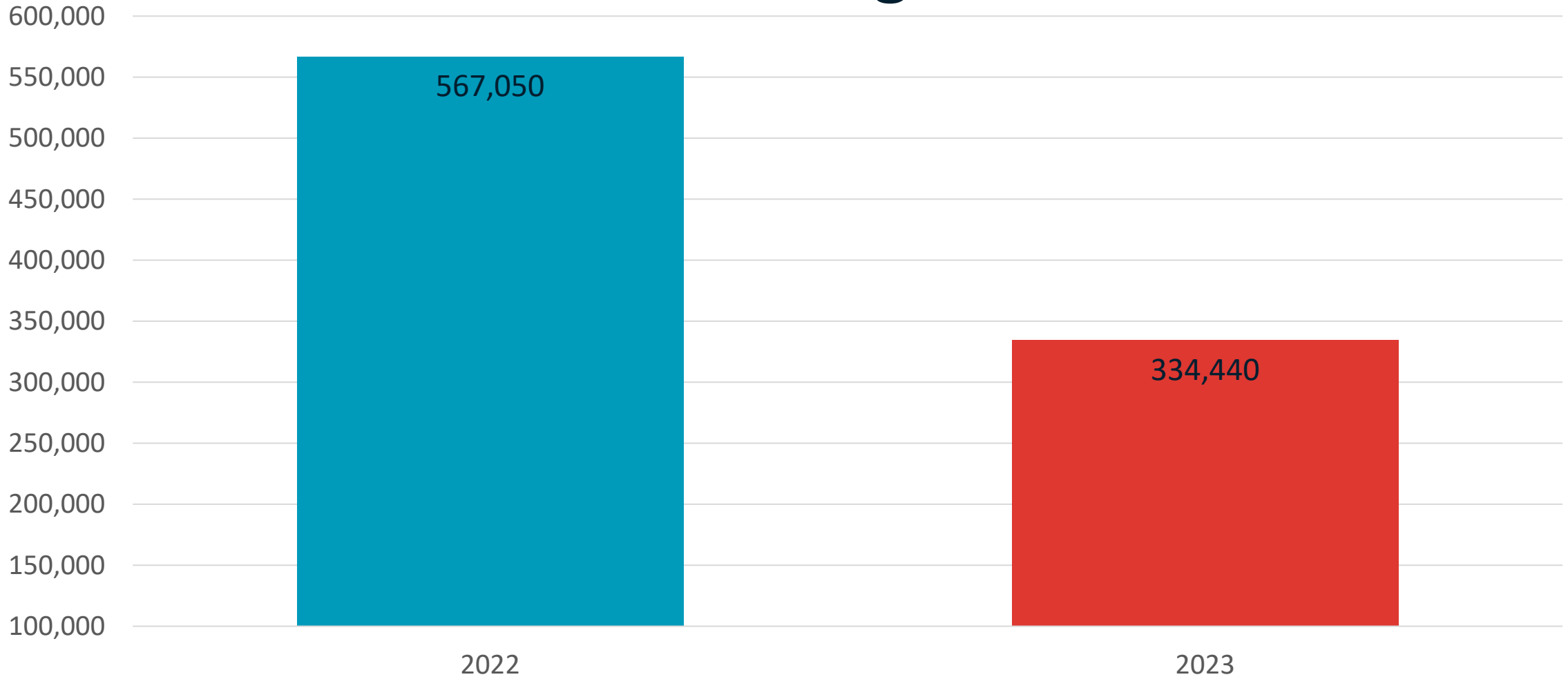
Sessions and page views were down in the first half of 2023 as a direct result of the poor performance of the new VisitCOS.com website, which is the top referral page to the Official Vacation Planner.

KPI Data

2023 PERFORMANCE INDICATORS				
Contract Amount: $5,000,000				
	2022	**2023**	**2023**	**2023**
	Actual	**Actual**	**Actual**	**Estimate/**
	YTD	**YTD**	**Year End**	**Goal**
Activity/Output:	**Q4/2022**	**Q4/2023**		
Percentage Year over Year Change in Lodger and Auto Rental Tax (12 mos)	15.53%	2.00%	2.00%	0.0%
Percentage Year over Year Change in RevPar – Colorado Springs	2.8%	-0.5%	-0.5%	3.0%
(RevPar = Revenue per Available Room, a measure of a hotel's performance)				
Percentage Year over Year Change in RevPar – Colorado Front Range	37.2%	7.4%	7.4%	0.0%
(RevPar = Revenue per Available Room, a measure of a hotel's performance)				

2023 PERFORMANCE INDICATORS

(Update thru Q4/2023)

	2022 Actual YTD	2023 Actual YTD	2023 Actual Year End	2023 Estimate/ Goal
Activity/Output:	**Q4/2022**	**Q4/2023**		
GROUP SALES-				
# of trade shows attended	23	25	25	26
Site Visits/Inspections Hosted	41	55	55	45
Site Visits who book, reported at end of year	24	30	30	25
Direct Leads (Leads sent directly from VCOS to hotel)	276	241	241	131
Indirect Leads (Leads hotel receives electronically or from 3rd parties with VCOS)	830	959	959	800

2023 PERFORMANCE INDICATORS

Contract Amount: $5,000,000

	2022	2023	2023	2023
	Actual	Actual	Actual	Estimate/
	YTD	YTD	Year End	Goal
Activity/Output:	Q4/2022	Q4/2023		
GROUP SALES-				
Group Leads from New Accounts	824	890	890	750
Group Leads from Existing Accounts	282	311	311	181
Total Group Leads (sum of above lead numbers)	1,107	1,201	1,201	931
Cost per Lead for Group Business	$1,205	$1,093	$1,093	$2,000
Estimated room nights booked for group travel, definites	67,912	119,038	119,038	100,000
Estimated room nights booked for group travel, bureau assists	83,538	144,240	144,240	112,500
Group Servicing Activities provided to visiting groups	12,644	13,647	13,647	13,000

2023 PERFORMANCE INDICATORS

(Update thru Q4/2023)

	2022	2023	2023	2023
	Actual	**Actual**	**Actual**	**Estimate/**
	YTD	**YTD**	**Year End**	**Goal**
Activity/Output:	**Q4/2022**	**Q4/2023**		
WESBITE – attract visitors for overnight and day stays; easy-to-use tool for meeting				
Total Website User Sessions	2,635,860	2,971,981	2,971,981	2,675,000
Organic Visits	1,796,901	2,037,485	2,037,485	1,925,000
Unique Visitors	2,075,163	2,223,692	2,223,692	2,100,000
Length of Visit (Time of Site)	1:51	3:24	3:24	1:51
Page Views	4,701,606	5,453,404	5,453,404	4,700,000
Partner Click-Throughs	315,641	334,055	334,055	316,000
SOCIAL MEDIA – integrate with marketing campaigns				
Facebook Likes	89,468	97,862	97,862	94,000
YouTube Views	1,116,208	1,162,830	1,162,830	1,250,000
Instagram Followers	71,867	80,530	80,530	78,000
Twitter Followers	16,453	16,377	16,377	16,500
Pinterest Followers	4,672	4,714	4,714	4,700
Pinterest Engagements	19,307	35,727	35,727	30,000
LinkedIn Followers	3,919	4,807	4,807	5,000
LinkedIn Engagements	19,343	32,389	32,389	22,000
Social Media Traffic to Website	102,829	71,385	71,385	103,000
Dollars spent on social media specific marketing	$727,374	$415,791	$415,791	$575,000

2023 PERFORMANCE INDICATORS

(Update thru Q4/2023)

Activity/Output:	2022 Actual YTD Q4/2022	2023 Actual YTD Q4/2023	2023 Actual Year End	2023 Estimate/ Goal
PARTNERSHIP – provide value to our partners				
Partnership Dues Received-Cash	$354,903	$393,694	$393,694	$365,000
Non-dues Partnership Payments Received-Cash	$95,689	$115,691	$115,691	$100,000
Co-Op Revenue – Advertising	$16,579	$35,528	$35,528	$20,000
ADVERTISING				
Dollars spent on advertising and social media marketing	$2,451.630	$1,560,840	$1,560,840	$1,795,215
OFFICIAL VISITOR GUIDE				
Number of guides ordered through visitor Services	37,369	36,987	36,987	37,000
Number of guides distributed through Visitor Services	54,427	54,163	54,163	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	23,704	23,459	23,459	24,000
Unique Visitors	17,174	23,459	23,459	17,000
Average Session Duration	6:51	6:01	6:01	6:55
Electronic Visitor Guide Page Views	567,050	334,440	334,440	575,000
Electronic Visitor Guide Pages per Session	23.92	21	21	24.00