MARKETING & COMMUNICATION COMMITTEE MEETING:

April 3, 2026

IN ATTENDANCE:

Doug Price, VCOS
Melissa Williams, VCOS
Sheridan Powell, VCOS
Kate Hertz, VCOS
Reed Tafel, VCOS
Christine Malmborg, Dragonfly Paddle Yoga
Kristen Canon, Pikes Peak Outdoor Recreation Alliance
Mackenzie Carder, Pikes Peak – America's Mountain
Jayne Mhono Dickey, Source COS
Sierra Moon, Orange 142
PK McPherson, Pikes Peak Region Attractions
Rands Keasler, Colorado Springs Sports Corporation
Brenton Maddox, Orange 142
Joe Hollman, City of Colorado Springs
Shelby Clarke, Buffalo Lodge Bicycle Resort
Torie Giffin, Buffalo Lodge Bicycle Resort
Jonathan Toman, Cultural Office of the Pikes Peak Region

I. NEW & EXCITING UPDATES:

TEAM UPDATES

- Kate Hertz
    - Promoted to Content Specialist with 30U30
- Reed Tafel
    - New Marketing Administrator

INFLUENCERS & MEDIA VISITS

- COMPLETED
    - Follow Me Away > Tampa-based influencer
- UPCOMING:
    - Kwasi Hope > History & Heritage
    - Monica Villa >Allegiant Routes
    - Gwyn & Ami > Adventure travel

PEAK INTO COS PODCAST

- COMPLETED
    - Alex Kovacs & Jon Jager, COS Airport
    - Chef Brother Luck & Matthew Schniper, Michelin Colorado
    - Erika Lehmann, Mustang Wisdom
- UPCOMING

- Scott Levy, Green Box Arts
- Laurie Carroll & Scott Stuart, Pikes Peak or Bust Rodeo

~~KATE'S CONTENT COORDINATION CORNER~~ KATE'S CONTENT SPECIALIZATION SPACE

- Recent content:
  - "Did You Know with Doris" series
    - Coordinated educational content to go on our other channels (Facebook mostly)
- Looking ahead:
    - Weekly spotlights on Wellness Pass participants
    - More 'Q&A with an Expert' blog posts

2026 CAMPAIGNS:

1. **Summer Leisure**
   - Now in market
   - "All of the Above" Game Show
   - Standard retargeting banners, native ads, social ads, Connected TV
   - Translated ads into Spanish as well
   - Landing page: VisitCOS.com/summer/
2. **LART – Value of Tourism**
   - Campaign wrapped mid-March
   - Native ads, LinkedIn, social ads
   - "This is why we have nice things"
   - Directed to our "Local's Corner" page with local-only deals, data about tourism, feedback form
   - Will present results to City Council & LART in following weeks
   - Landing page: VisitCOS.com/locals-corner

WELLNESS PASS

- 780 signups, 24 redemptions
- Top locations thus far:
    - Singing Bowls of the Rockies
    - Colorado Salt Cave
    - Camino Wellness Sanctuary
- Beginning regular individual promotion
- Year-round pass
- Deals & discounts to wellness offerings

2026 WEBSITE PERFORMANCE

- Starting to see some recovery from efforts in paid & organic tactics
- Doing more to focus on Generative Engine Optimization (GEO) to ensure we are showing up in search queries of LLMs
- A lot of bot stuffing coming from China, that's greatly inflating our direct traffic
  - Even excluding that traffic, our increase is at +81.05%
- YoY Traffic from LLMs is continuing to grow
  - Engagement rate remains very high

ATTRIBUTION DATA

Ad Attribution:

- Data tied to our 2025 ads
  - "If someone saw an ad that was pixeled, did their device later show up in-market?"
  - 21.3 Impressions – *only in tactics that allow pixels to be placed*
  - 228K observed visits
  - 1.07% visit rate (.45%+ industry goal)
  - Average days to visit: 41
- Top markets:
  - Phoenix
  - ABQ
  - Kansas City
  - Dallas-Fort Worth
  - Chicago
  - Houston
  - Los Angeles
  - Atlanta
  - Tampa
  - Las Vegas
- Economic Impact from Ads
  - Direct (Influenced visitor spending) + Indirect/Induced (local supply chain and employee wages spent in the local economy) = Total Impact
  - Jan 2025 – Jan 2026
    - Total impressions: 27.92M
    - Influenced Visits: 24.86K
    - Direct Influenced Visitor Spending: $8.34M
    - Direct + Indirect + Induced Visitor Spending: $12.04M

Website Attribution

- Total Visitation (from Dec. 2025)
  - 510,307 measurable impressions
  - 14.538 observed visits
  - 2.85% visit rate (2.5% industry standard)
  - Average days to visit: 28.5
- Economic Impact will mature in 90 days
- Top Markets:
  - Denver
  - Salt Lake City
  - ABQ
  - Wichita, KS
  - Dallas-Fort Worth
  - Kansas City, MO

    - LA
    - Houston
    - Phoenix
    - Chicago Minneapolis
- Top Landing Pages for attributed visits:
    - Things To Do
    - Christmas
    - Events
    - New Years Eve
    - Homepage
    - Cripple Creek Ice Fest
    - Pikes Peak
    - Web cams
    - 10 for 10 & Under
    - 55 Things To Do
    - Garden of the Gods Park
    - Royal Gorge Route Railroad
    - Winter

SYMPHONY DASHBOARD

- 2025 Domestic visitors
    - 2.7 average length of stay
    - Top points of interest visited:
        - COS Airport
        - Air Force Academy / Hotel Polaris
        - The Broadmoor
        - Red Rock Canyon
        - Bear Creek
        - Cheyenne Mountain Zoo
- 2025 International visitors
    - Average Length of Stay = 6.9 days
    - Top Points of Interest:
        - COS Airport
        - Chamonix Casino
        - Red Rock Canyon
        - The Broadmoor
        - USAFA / Hotel Polaris

II. <u>COMING SOON—WHAT WE'RE WORKING ON</u>

PUBLICATIONS: OVP + DSG

- Official Vacation Planner

    - 2027 kick off meeting soon
    - Print #, theme, etc. are all to come!
- Dining, Shopping & Entertainment Guide
    - Articles written
    - Selling ads – spaces still available!
    - Listings pulled right before publication

UPCOMING CAMPAIGNS

- Next Up:
    - Crafts & Drafts
        - "Choose Your Character" concept
        - 8-bit video game design
    - Destination Stewardship
        - First-time running this campaign!
        - "Junior Rangers" speaking to LNT principles
        - Small choices make a big difference
        - Shooting next week – April 10th
- Later:
    - Fall
    - Arts month
    - Winter

AMERICA 250 | COLORADO 150

- The organizing committee meets monthly
- State will have activations, including media outreach, passports, events, etc.
- COS Culture Pass with CSPM coming in May
- Good Morning America filming in Colorado Springs on April 10th
- Continue submitting events to PeakRadar, let us know!

BRAND ANTHEM VIDEO

- Funded by CTO Tourism Marketing Grant 2026
- Theme: How our history fuels and drives our present – ties into 250 | 150
- Script: developing with help from Ashley Cornelius
- Timeline: Filming in mid-May and mid-June
- Pillars:
    - History & Heritage
    - Arts & Culture
    - Outdoor adventure
    - Sports & Wellness
    - Military, Space & Defense

III. UPCOMING EVENTS

- **Tourism Master Class** – April 15th 2-4pm at Phantom Canyon
- **Partner Mixer –** May 14th 5:30-7:30pm at Sherwood Showdown
- **Next Committee Meeting –** June 4th 8:30-10am at Visit COS Office

IV. MEMBER UPDATES

- **Buffalo Lodge:**
  - Recording 40th podcast episode
  - Waiting to hear from Gazette on "Best Of" rankings
  - June 12th – Festival
  - June 13th – 10 year anniversary party
    - Anniversary bike ride
    - Yacht Rock band, food trucks, etc.
  - Currently repainting all exterior buildings to "original" colors
- **Pikes Peak Region Attractions**
  - 10 million YouTube subscribers!!!!
- **Cultural Office**
  - June 2nd: Arts Education Symposium
  - First Friday TODAY!
- **Sports Corp:**
  - Ramping up for event season
    - September: Pikes Peak Regional Air Show
    - June: Colorado Senior Games
    - June: Pikes Peak APEX
- **City of COS**
  - City launched wildfire preparedness campaign – Ready, Set, Go!
    - Encourage people to educate their visitors, keep resources on hand.
  - America 250 | CO 150
    - April 23rd – 100 days out from August 1st
      - North Catamount Reservoir
      - Commemorative reading of the America the Beautiful poem
  - Pikes Peak Timed entry permits on sale – go into effect May 22nd
  - Sunrise openings posted on website
    - July 4th – Sunrise opening and Sunset closing
  - August 1st: Colorado Day
    - Sunrise Opening and Sunset Closing
    - Trying to set Guinness World Record of most donuts "simultaneously dunked in coffee"
- **Source COS**
  - Focusing on Space Symposium

        - Pitching stories around Aerospace Industry, encouraging investment and growth
        - TBD: Upcoming media briefing of industry leaders, etc.
- **Pikes Peak Outdoor Recreation Alliance**
    - Next week is XYZ Leadership Summit
    - June 6th: Get Outdoors Day
        - Recognized with Starburst Award
- **Dragonfly Paddle Yoga**
    - This season will be 10th year on the lake
    - Pre-season opening first Friday of May (discounted rates)
        - Official season begins Memorial Day Weekend
- **Doug Price:**

  - AFA Visitor Center (Hosmer) opening May 15
    - Open to the public, Sat, May 16
  - Just returned from DI CEO Summit
    - Longwoods shared that looking to future travel, visitors are showing a 90% likelihood of traveling over the next 6 months – Don't lose hope!