

2025 Annual Report

Navigating Our Roadmap

PERFORMANCE, TRENDS & UPDATES FROM 2025



A Letter From **Doug Price**

In 2025, our team worked alongside the VCOS Board of Directors and valued community partners to update our 10-year Destination Master Plan. The plan – originally created in 2018 – served us well for seven years, guiding us through major destination successes like the opening of the City for Champions projects. The new strategic roadmap builds upon the great progress already made and refines our focus to align with where we are now as a destination. The plan is ambitious and guided by three key imperatives: 1) Secure additional promotional funding for Visit Colorado Springs to build year-round visitation and increase the length of overnight stays, 2) Grow overnight visitation in

the off-season to create a more balanced and sustainable visitor economy and 3) Increase the average length of stay to enhance economic impact and better support local businesses. Under each imperative there are specific initiatives, with work well underway toward making progress on these goals.

As we navigate our roadmap, we are proud of the many accomplishments 2025 brought.

We launched our first dedicated winter leisure campaign and created a winter meetings incentive program to help support off-season visitation. For the first time, we hosted the Colorado Governor’s Tourism Conference, showcasing the best of our destination at venues including Hotel Polaris, the U.S. Olympic & Paralympic Museum and Flying W Ranch. We supported events with an estimated economic impact of more than \$173 million across conventions, domestic tours, sports and special events. We completed our Pikes Peak Neighborhoods Project, leveraging grant funds from the Colorado Tourism Office, which helped instill a sense of place for our many neighborhoods and towns in the region and encouraged our visitors to plan longer stays. We ended the year with the installation of a beautiful mural, titled *A Trolley Through Time*, to pay homage to the previous owner of our building, Dr. Robert Hamilton, and commemorate the many incredible attractions of the region.

Now we transition to 2026 – a year in which we will continue reflecting on our history and heritage with the dual-anniversary of America 250-Colorado 150. We know who we’ve been, who we are and where we want to go next as a destination. With our roadmap to guide us, and the support of our community, we can’t wait to hit the road this year.

“THE NEW STRATEGIC ROADMAP BUILDS UPON THE GREAT PROGRESS ALREADY MADE AND REFINES OUR FOCUS TO ALIGN WITH WHERE WE ARE NOW AS A DESTINATION.”

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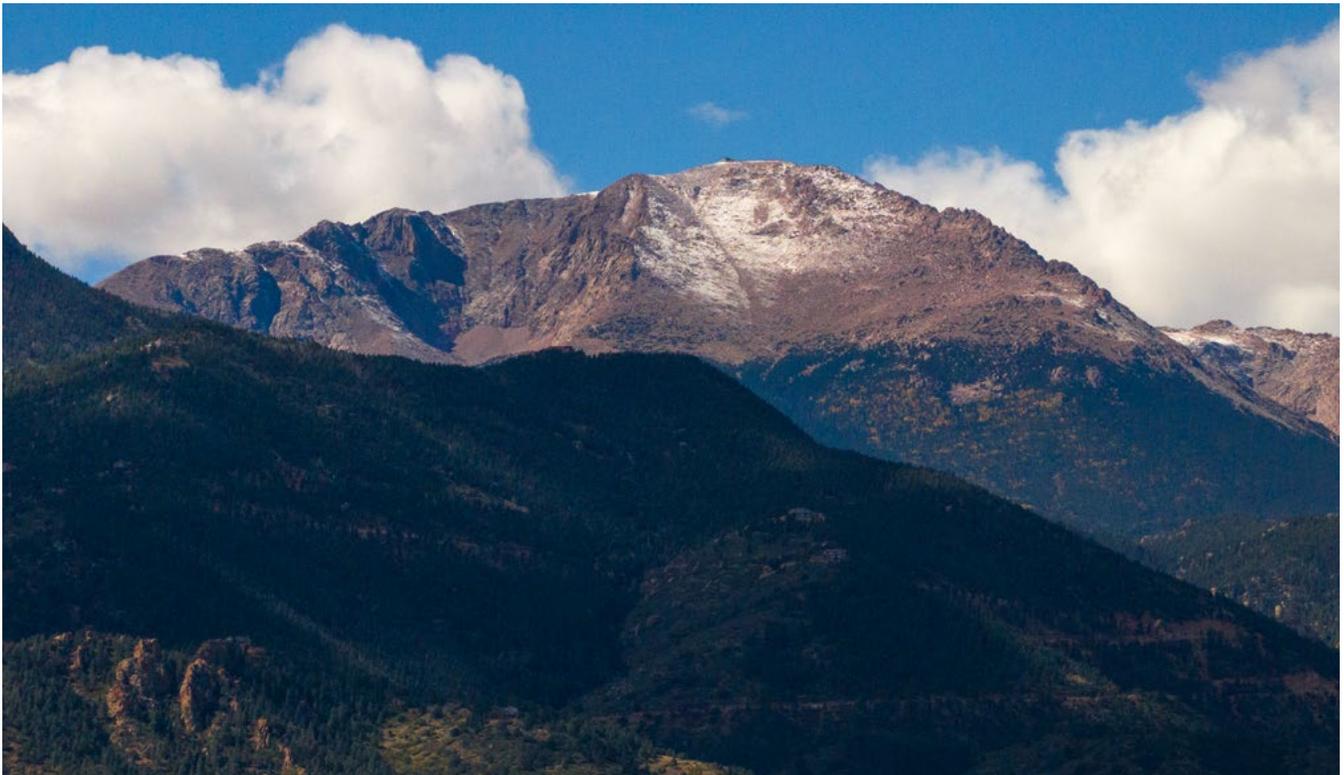
Industry Report



According to U.S. Travel’s Fall 2025 Travel Forecast, total U.S. travel spending was projected to grow 1.1% and domestic leisure travel 1.9% for the year. Despite concerns about inflation and economic conditions, Americans continued to prioritize travel, though the six-week government shutdown across October and November had some negative impacts.

Inbound international visits to the U.S. ultimately decreased by 5% – the main cause being significantly fewer Canadian visits throughout the year. The U.S. faced challenges with inbound visits based on potential increases in visa fees, extended wait times for visa applications and renewals, as well as negative sentiment toward the U.S. in key markets.

Overall, domestic leisure travel supported the industry despite an eight-month decline of inbound international visitation.



Visitor Insights

In May, VCOS received the 2024 Longwoods Visitor Profile Study results. Key findings included:

A RECORD
25.5M VISITORS
 SPENT \$3.1 BILLION.

The average length of stay in the Pikes Peak Region increased from 2.2 nights in 2023 to 2.7 nights in 2024.

SEASONALITY BREAKDOWN OF VISITATION

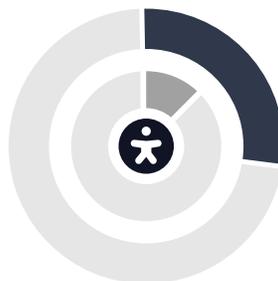


Travelers coming from within Colorado decreased by 9 percentage points, but **overall visitation went up**; this indicates that marketing efforts were successful to increase out-of-state travelers who will stay longer as opposed to nearby day-trippers.



REPEAT VISITORS

73% of overnight travelers were repeat visitors, with 53% having visited before in the last 12 months.



ACCESSIBILITY

27% of travel parties had a member who required accessibility services, compared to the U.S. norm of 18%.

LART REPORT

The 2025 year-end Lodgers & Automobile Rental Tax (LART) report showed a 0.89% decrease over 2024 collections. Overall, collections didn't fall much despite some industry setbacks throughout the year. The months of October and November were impacted by the U.S. government shutdown that lasted from October 1 through November 12, making fall and Thanksgiving travel plans unstable. By December, international travel hit eight straight months of decline. That being said, December LART activity was up 6.37% for the month compared to 2024. Some reasons for the end-of-year bump include hosting the NCAA Division II Men's and Women's Soccer Championships as well as unseasonably warm weather.

What's New/Renovated

While there were many businesses that opened doors in 2025 in the region, here are some highlights:

THE BRIT PUB

Authentic British pub located adjacent to Weidner Field.

COLORADO SPRINGS SUNDAY MARKET

New seasonal downtown farmer's market in Acacia Park.

COMFORT & JOY CAT CAFÉ

Trendy concept for cozy hangs and cat adoptions.

OCC CHRISTKINDLMARKET

First-ever German holiday market in Colorado Springs.

THE PENROSE ROOM

Long-anticipated, re-imagined fine-dining concept at The Broadmoor.

ROTH'S SEA & STEAK

Fine-dining concept with a cocktail lounge overlooking the Ford Amphitheater.

RYZE SKYLINE LOUNGE

Rooftop cocktail bar and restaurant atop Hilton Garden Inn Downtown.



The Brit Pub
Photo courtesy of The Gazette



Ryze Skyline Lounge
Photo courtesy of Springs Magazine



OCC Christkindlmarket
Photo courtesy of Old Colorado City

New & Under-Construction Hotels



OPENED IN 2025

124 ROOMS ADDED

Extended Stay America Premier Suites Colorado Springs South
124 rooms



UNDER CONSTRUCTION

353 ROOMS COMING IN 2026

Echo Suites Extended Stay by Wyndham Colorado Springs Airport
124 rooms

TownePlace Suites by Marriott Colorado Springs I-25 South
100 rooms

Atwell Suites Colorado Springs
129 rooms



PROPOSED/PLANNING

1,155 ROOMS ANTICIPATED BY 2029

StudioRes Colorado Springs Northwest (2027)
108 rooms

Tru by Hilton Colorado Springs North (2028)
78 rooms

Catbird Hotel Colorado Springs Downtown (2028)
181 rooms

Home2 Suites by Hilton Colorado Springs North (2028)
82 rooms

Cambria Hotels Colorado Springs InterQuest (2028)
97 rooms

Ivywild Marriott Tribute (2028)
159 rooms

Candlewood Suites Colorado Springs Airport (2028)
104 rooms

Cambria Hotels Colorado Springs 8th St. (2029)
93 rooms

TownePlace Suites by Marriott Colorado Springs North (2028)
89 rooms

Autograph Collection Colorado Springs Downtown (2029)
164 rooms

Colorado Springs Airport

PERFORMANCE

The Colorado Springs Airport (COS) saw a slight decline in passenger traffic in 2025, down 1% from the previous year. The decrease was attributed to several factors, including an economic slowdown in the first quarter, the federal government shutdown and local impacts from Department of Defense restrictions on military and civilian travel. Additional challenges included Federal Aviation Administration–mandated cancellations at the nation’s 40 busiest airports in November, which resulted in 74 canceled flights at COS, and overall uncertainty tied to the shutdown.

In July, Alex Kovacs was named aviation director, bringing new leadership and strategic focus to the Pikes Peak Region’s air travel hub. In October, the airport launched Art at COS, a program designed to celebrate the history, cultural diversity, and creativity of the Colorado Springs community.

The airport launched FlyMyAirport™, a new online tool that allows travelers to search and book hundreds of destinations served by Colorado Springs Airport.

ELEVATE COS

In 2025, COS made significant progress on its concourse modernization project. Key milestones included completion of the Federal Inspection Station for international service, installation of terrazzo flooring and energy-efficient electrochromic windows in the concourse, and upgrades to gate areas and passenger waiting rooms with improved accessibility features. Two Hudson stores and a Global Travel passenger lounge opened to enhance the traveler experience. Additional work included ramp construction, installation of advanced exit lane security and completion of the first phase of the Milton Proby Parkway rehabilitation. In addition, Colorado Springs Airport received the 2025 Colorado Asphalt Pavement Association “Best in Colorado” award for pavement strengthening and airfield drainage improvements.

NOTABLE ROUTE UPDATES

In 2025, Colorado Springs Airport expanded its route network to improve domestic and international connectivity. Allegiant Air returned after eight years with nonstop service to Phoenix–Mesa, Santa Ana/Orange County and St. Petersburg–Tampa. Southwest Airlines launched seasonal flights to Cancún and announced year-round service to San Diego. American Airlines added six daily flights to Dallas/Fort Worth and new service to Chicago O’Hare. Delta Air Lines introduced twice-daily flights to Atlanta, a new route to Salt Lake City and resumed seasonal service to Minneapolis–St. Paul. United Airlines maintained strong connectivity with multiple daily flights, including 12 to Denver.



Destination Accolades

Colorado Springs received several notable destination recognitions, including:

**#5 BEST-PERFORMING CITY
IN THE U.S.**

Milken Institute

**#6 BEST PLACES TO LIVE
IN COLORADO**

Travel + Leisure



**100 BEST PLACES TO LIVE
IN THE U.S.**

Livability

**#5 BEST CITY FOR
VETERANS TO LIVE**

WalletHub

10 BEST READERS' CHOICE AWARDS

USA Today

#2 BEST DOG BAR

Pub Dog Colorado

#2 BEST ZOO

Cheyenne Mountain Zoo

#2 BEST BOUTIQUE HOTEL

Kinship Landing

#2 BEST ZOO LIGHTS

Electric Safari at Cheyenne
Mountain Zoo

#6 BEST FAMILY RESORT

The Broadmoor

#7 BEST ATTRACTION FOR SPORTS FANS

U.S. Olympic & Paralympic Museum

#7 BEST HOTELS FOR THE HOLIDAYS

The Broadmoor

#10 BEST HOT AIR BALLOON RIDE

Adventures Out West

Board of Directors

MICHELLE TALARICO

Chair | Picnic Basket Catering Collective

MEGAN LEATHAM

Vice-Chair | Colorado Springs
Sports Corp

MARISA WIGGLESWORTH

Treasurer | U.S. Olympic
& Paralympic Museum

ED OKVATH

Secretary | SpringHill Suites / Element

DANI BOLLING

Colorado Springs Chamber & EDC

CURTIS BOVA

Hotel Polaris

SCOTT FLEXMAN

The Broadmoor

JENIFER FURDA

University of Colorado
Colorado Springs

TORIE GIFFIN

Buffalo Lodge Bicycle Resort

CHRISTINA HAYWOOD

Garden of the Gods Foundation

ALEX KOVACS

Colorado Springs Airport

CRYSTAL LATIER

El Paso County

DAN LECLERC

Ent Credit Union

DAVID LEINWEBER

Colorado Springs City Council

WENDY MCHENRY

Flying Horse Resort & Club

DAVE NAMESNIK

Broadmoor World Arena

LISA NEENER

The United States Air Force Academy

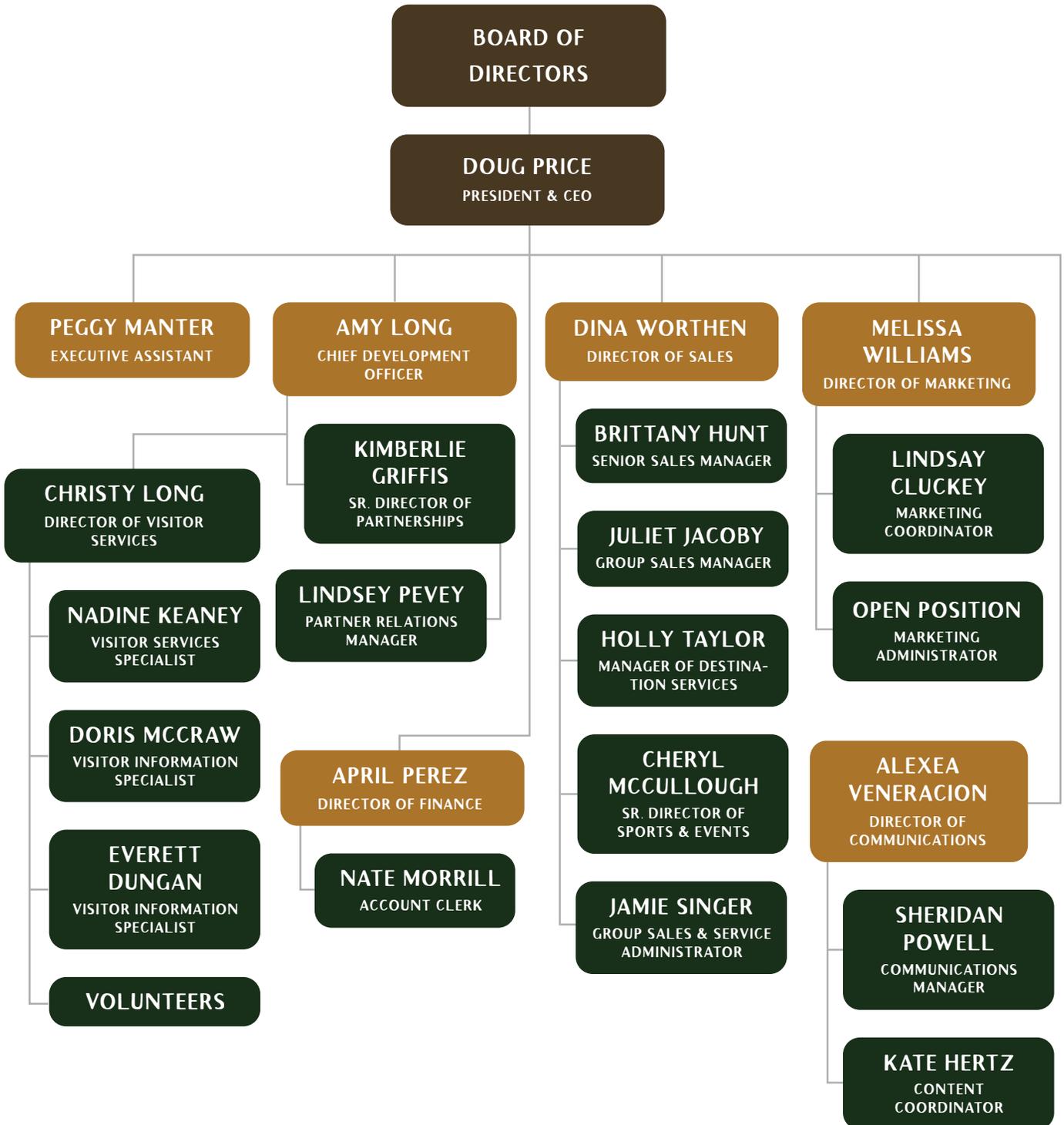
CARY SNOW

Pikes Peak State College

SAMANTHA WOOD

Rocky Mountain Food Tours

Staff Organizational Chart



Admin & Building Updates

- ♥ Completed a successful organizational audit in early 2025.
- ♥ Began a summer internship program and hired the program's first intern who tackled a digital partner hub project.
- ♥ Managers completed DISC leadership training.
- ♥ Staff completed time management training.



▲ Commissioned and installed a large-scale mural honoring the late Dr. Robert Hamilton and celebrating the region's history, heritage and sense of place.

Governor's Tourism Conference

For the first time, VCOS hosted the Colorado Governor's Tourism Conference in Colorado Springs. The conference was held at Hotel Polaris with a record number of nearly 500 attendees. Both Mayor Yemi Mobolade and Governor Jared Polis made appearances at the event. VCOS hosted the welcome reception at the U.S. Olympic & Paralympic Museum, and the closing party was held the following night at Flying W Ranch. Our staff supported the Colorado Tourism Office

throughout the year with planning and logistics to ensure a successful event. The team also launched a Gov Con Pass on Bandwango to offer deals and discounts to attendees and prompt them to stay longer and explore more. During and after the event, staff heard many anecdotes of attendees thoroughly enjoying the event. Overall, it was a great opportunity to showcase the destination to fellow state tourism professionals.



IDEA Updates

The team continued meeting quarterly in 2025 with both the Inclusion, Diversity, Equity and Accessibility (IDEA) Committee and Accessibility Task Force. Board member, Dr. Cary Snow from Pikes Peak State College, became the board liaison for the IDEA Committee. In June, VCOS released a statement for its Commitment to Building a Welcoming Destination, which is also reflected on VisitCOS.com. The statement intends to clarify the organization's values and cultivate a true sense of belonging for the community and visitors.

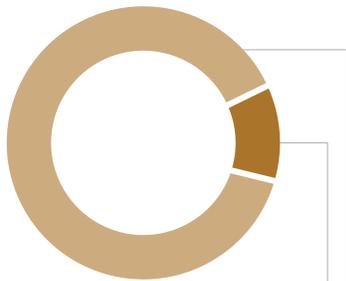
The team took proactive steps to give a larger presence on social channels to those with accessibility needs. In January, VCOS hosted Deaf influencer Lily Yu for a winter adventure stay, and in July, hosted local Jim Vacik for a wheelchair-accessible downtown staycation in the New South End. On the accessibility front, VCOS invested further in Wheel the World to receive ongoing metrics and data on the performance of the region's WheelTheWorld.com listings. VCOS also secured a vast library of video clips from its previous Wheel the World video shoot to make long-term use of these assets. At the end of the year, the committee determined an upcoming theme and focus to "move from intent to impact" with its IDEA initiatives.

Performance Measures

PARTNERSHIP

Partner Revenue
\$578,382

Partnership Retention
90%



New Partners **65**
Total Partners **520**

MARKETING

-  Advertising Impressions **81,888,156**
-  Organic Website Sessions **1,998,889**
-  Total Website Sessions **3,732,807**
-  Referrals to Partners **302,321**

PR/COMMUNICATIONS:

-  **1,186 media placements**
-  **8 influencers** hosted with **26 posts** that included **63 partner highlights**
-  **\$103 million** in ad equivalency value

GROUP ROOM NIGHTS

Conventions
99,191

Tourism
3,865

Sports
110,304



GROUP SALES

Leads Sent **1,125**

Guests Serviced **61,843**

Trade Show Contacts **3,248**

Trade Shows Attended **23**

Economic Impact **\$173 million**

Group Sales

The group sales team maintained a strategic presence in the market through high-impact sponsorship opportunities, partnerships with third-party planning organizations, participation in webinars throughout the year and effective marketing campaigns targeting group business.

One challenge was group compression over the high season, resulting in reduced availability of rooms and space, along with increased costs. Inflation also impacted meeting and event costs, often dictating event size and feasibility. Along with the rest of the nation, the government shutdown in the fall suppressed group business in the region.

In an effort to support clients and partners, the VCOS sales team launched the Winter Meetings Incentive Program, encouraging clients to consider off-season dates, allowing their budgets to stretch further and take advantage of additional value.

DOMESTIC TOUR

Momentum was built through continued relationship development and targeted sales initiatives within the domestic travel market. VCOS secured 81 bookings, resulting in 3,865 room nights and an estimated economic impact of \$3.1M – up from \$1.8M in 2024. These outcomes highlight the value of strong partner collaboration and a refined, data-driven approach to tracking group business, positioning VCOS for continued success in the years ahead.

KEY HIGHLIGHTS

- ♥ Booked 222,014 total room nights for an estimated economic impact of more than \$173 million across conventions, domestic tours, sports & events.
- ♥ Launched the inaugural Winter Meetings Incentive Program, offering funding for meetings occurring between November 1st – March 31st of 2026, 2027 & 2028.
- ♥ Attended 23 tradeshow and made 3,248 contacts.
- ♥ Hired a Group Sales & Service Administrator role to further support the team's efforts.

TEAM ACHIEVEMENTS

- ♥ 2025 Platinum Choice Award – Smart Meetings
- ♥ 2025 Best West CVBs/DMO – Meetings Today
- ♥ 2025 Distinctive Achievement Award – Meetings Magazine
- ♥ 2025 41st Annual Award of Excellence – Corporate & Incentive Travel
- ♥ Group Sales Manager Juliet Jacoby earned her Certified Government Meeting Planner (CGMP) designation and was also awarded the 2025 HSMIAI Champion of the City award.

Sports & Special Events

The sports and special events department expanded its event portfolio to include targeted off-season and shoulder season opportunities like car shows, motorcycle groups and other specialty events. The team supported a diverse mix of youth, amateur, collegiate, national and adaptive sporting events across the destination.

VCOS partnered with the Colorado Springs Sports Corporation to support many events, including the U.S. Figure Skating Synchronized Skating Championships, Access to Excellence Education and Training Event, USA Weightlifting National Championships Week and the World Wake Association West Regional Championships.

Challenges included limited availability of indoor venues and constrained space during peak season dates, increased competition from peer destinations that offer more flexible financial incentives and rising costs in event operations. Adding large-scale sports complexes that can accommodate high-volume events will remain a focus area for Olympic City USA.

KEY HIGHLIGHTS

- ♥ Supported 93 sports and special events, generating 110,304 room nights and \$86.7 million in estimated economic impact for the Pikes Peak Region.
- ♥ Strengthened alignment with the Colorado Springs Sports Corporation to support recruiting and servicing high-profile national and regional sporting events.
- ♥ Attended Sports ETA Symposium and TEAMS Conference & Expo alongside Sports Corp.



Visitor Services

In 2025, the visitor services team brought their services “on the road” by hosting information tables at multiple events across Peterson Space Force Base, Schriever Space Force Base and the U.S. Air Force Academy. These engagements allowed the team to connect directly with military families, newcomers and visitors.

VCOS was invited to speak with the incoming class of interns participating in the Chamber of Commerce’s Hello Colorado Springs program, providing an overview of local attractions and resources as they began their time in the region.

These outreach efforts strengthened community partnerships and enhanced the visibility of VCOS’ services, ensuring that everyone has access to trusted and welcoming information about Colorado Springs.

KEY HIGHLIGHTS

- ♥ Transitioned a long-time volunteer into a part-time employee, allowing the Visitor Center to bring back weekend operating hours.
- ♥ Retained the core group of 12 dedicated volunteers, who continued to provide exceptional support to guests.
- ♥ Sustained strong visitation and merchandise sales, with a slight increase in visitation compared to 2024.
- ♥ Created and presented training for Downtown Clean & Safe Program Ambassadors to allow them to better assist visitors they encounter.
- ♥ Attended the Visitor Services Summit at the Colorado Governor’s Tourism Conference in October and were featured as part of the program.



Partnership

The partnership team worked diligently on maintaining consistent partner engagement throughout the year, resulting in well-attended events and a high renewal rate.

Many partners reported that 2025 was a challenging year with a reduction in business across most sectors. Small businesses such as retail and restaurants reported that many of their customers ended up being visitors, which significantly helped when business from local resident traffic appeared to be down. Outdoor recreation businesses also reported a downturn in booked business in 2025.

EVENTS RECAP

Annual Business Meeting March at Hotel Polaris

Tourism Awards Celebration September at Garden of the Gods Resort

Tourism Master Class Series

Tourism Exchange Workshop

Get Savvy on Social presented by Next PR

Website Visibility & Business Relevance in the Age of AI presented by Tempest

Partner Academy Sessions

Three held, all at full capacity

Partner Mixers

ProRodeo Hall of Fame

Ford Amphitheater

Adventure Mini Golf

Holiday Open House at VCOS



KEY HIGHLIGHTS

- ♥ Attended the PACE Summit in February to generate fresh ideas for partnership and community engagement.
- ♥ Achieved a 90% partner retention rate – above the industry standard of 85%.
- ♥ Highest-attended Annual Business Meeting and mixers on record.
- ♥ Event execution and internal project management improved with stronger departmental planning and delegation.

International

2025 was a challenging year for inbound international travel. Tariffs, currency exchange, visa wait times and consumer sentiment resulted in strong headwinds for travel to the U.S. Most of the reduction in travel came from Canada, though Mexico was a bright spot for Colorado in general, showing double-digit growth to the state. However, most travel from Mexico is in the winter to Colorado ski resorts rather than to the Pikes Peak Region.

What drove the most success is the dual strategy of hosting CTO-sponsored FAM trips from key markets, supported by targeted digital and print ads in the U.K. and Germany. These two activities provided excellent exposure to tour operators who are prospects for adding Colorado Springs to their Western U.S. itineraries.

Nearly all international visitors to Colorado Springs arrive through Denver International Airport. Being one of the busiest U.S. airports, it is imperative that DIA keep up with the demand and expectations of international travelers. In 2025, the airport announced several major capital improvement projects that will meet these needs.

KEY HIGHLIGHTS

- ♥ Attended Go West Summit in January and IPW in June to strengthen relationships with international tour operators.
- ♥ Secured a \$25,000 Community Investment Fund grant from El Paso County to place digital and print advertising in key markets and with Brand USA.
- ♥ Three hotel partners maintained international wholesales contracts with Rocky Mountain Holiday Tours, a Ft. Collins-based receptive tour operator.
- ♥ Ran targeted print and digital campaigns in the U.K. and Germany.
- ♥ Hosted successful international trade and media visits (FAMs) from Australia/New Zealand, Germany, France, Ireland, Italy, Mexico, Switzerland and the U.K.



Communications

The communications team maintained a consistent cadence of media outreach, influencer hosting, podcast interviews and social media promotions and management to continue positioning Colorado Springs and the Pikes Peak Region as a top destination for visitors.

NOTABLE METRICS



1,186 MEDIA PLACEMENTS featuring the destination and local businesses, with an improved coverage tracking system on MuckRack.



TIKTOK HAD 711.3% MORE FOLLOWER GROWTH than the year prior.

1,196.8% more impressions

2,464.5% more engagements

97.8% higher engagement rate



\$103 MILLION in ad equivalency value.



FACEBOOK HAD 88.5% MORE FOLLOWER GROWTH than the year prior.

128.9% more impressions

68.2% more engagements



8 INFLUENCERS HOSTED with **26 POSTS** that included **63 PARTNER HIGHLIGHTS**.



TEAM ACHIEVEMENTS

- ♥ **Alexea Veneracion** was a panelist in a session about best practices for collaborating with influencers at the PRSA Travel & Tourism Summit.
- ♥ **Alexea Veneracion** did a main stage presentation about Olympic City USA and destination branding at the Destinations International Annual Convention.
- ♥ **Sheridan Powell** was a panelist in a session about social impact and community value at the Destinations International Annual Convention.
- ♥ **Sheridan Powell** completed the 2025 Mayor's Civic Leaders Fellowship.
- ♥ **Kate Hertz** provided the talent and direction for all 25 of the neighborhoods project videos, as well as the structure and layout for the corresponding website pages for the project.

TOURISM MARKETING GRANT: PIKES PEAK NEIGHBORHOODS PROJECT

Throughout the year, the team completed its Pikes Peak Neighborhoods Project with the Tourism Marketing Grant funds from the Colorado Tourism Office. The placemaking project is intended to increase visitor length of stay and promote more sustainable tourism by highlighting 25 unique neighborhoods and towns across the region. The team interviewed more than 100 community members to inform project direction and recommendations for neighborhood web pages. VCOS redesigned its areas hub to include an interactive map to help navigation among the 25 new neighborhood pages. **As a result, page views to the areas hub increased by 758% over the year prior with 43,501 views between July 1 and December 31, 2025. The 25-part video series garnered 915,512 total impressions, 7,775 total likes and 341 total comments across four social platforms.**



KEY HIGHLIGHTS

- ♥ Completed the rollout of the Pikes Peak Neighborhoods with Tourism Marketing Grant funds.
- ♥ Partnered with the Mining Exchange to host a group of four national travel reporters.
- ♥ Launched a Pikes Peak Communications Group that met quarterly to align on media pitching and outreach and collaborate on upcoming campaigns.
- ♥ Collaborated with Visit Mesa on a content exchange campaign to promote the nonstop Allegiant route from COS to Mesa.
- ♥ Recorded 25 podcast episodes and hit 24K all-time downloads across 83 total episodes.

Marketing

Marketing success in 2025 was driven by a disciplined, data-forward approach that emphasized evidence-based decision-making over assumptions. Investments in attribution, aggregation tools and performance measurement allowed the team to more clearly assess what worked and where adjustments were needed.

Equally important was deep collaboration across departments and with external partners. Bringing multiple perspectives together strengthened campaign development, extended reach and improved execution across leisure, meetings and air service initiatives.

Rapid changes in the Google search landscape, including the expansion of AI Overviews and zero-click results, fundamentally altered how users interact with search content. As traditional organic traffic patterns became less reliable, the marketing team reevaluated how they measured success, shifting focus from raw website sessions toward broader indicators of influence, engagement and impact.

TEAM ACHIEVEMENTS

Melissa Williams was recognized as a 2025 Southern Colorado Business Forum & Digest 40 Under 40 honoree.

Melissa Williams delivered three conference speaking sessions and one keynote presentation for the Pikes Peak Lodging Association, all on the topic of AI and responsible use.

Lindsay Cluckey was nominated for an Emerging Leader Award at the Pikes Peak Outdoor Industry Leadership Summit.

KEY HIGHLIGHTS

- ♥ Implemented an AI-powered chatbot on VisitCOS.com through GuideGeek to improve visitor experience and streamline trip planning.
- ♥ Partnered with Pikes Peak Region Attractions on the Official Vacation Planner, circulating 400K print copies and 13K digital copies.
- ♥ Launched the organization’s first-ever Winter Leisure Campaign to drive visitation during Q4 and Q1 when partners most need demand.
- ♥ Collaborated with Colorado Springs Airport on a co-branded campaign supporting new Allegiant Airlines service, reinforcing air access as a strategic priority.
- ♥ Invested in advertising attribution data to more accurately assess campaign performance, optimize media spend and improve ROI accountability.
- ♥ Implemented Symphony Dashboard as a centralized data aggregation and insights platform to support more efficient strategy development and cross-channel analysis.

OLYMPIC CITY USA



SUMMER LEISURE



MEETINGS & CONVENTIONS



ARTS MONTH



FALL LEISURE



WINTER LEISURE





visit _____
**COLORADO
SPRINGS** SM

VISITCOS.COM | 515 S. CASCADE AVE.

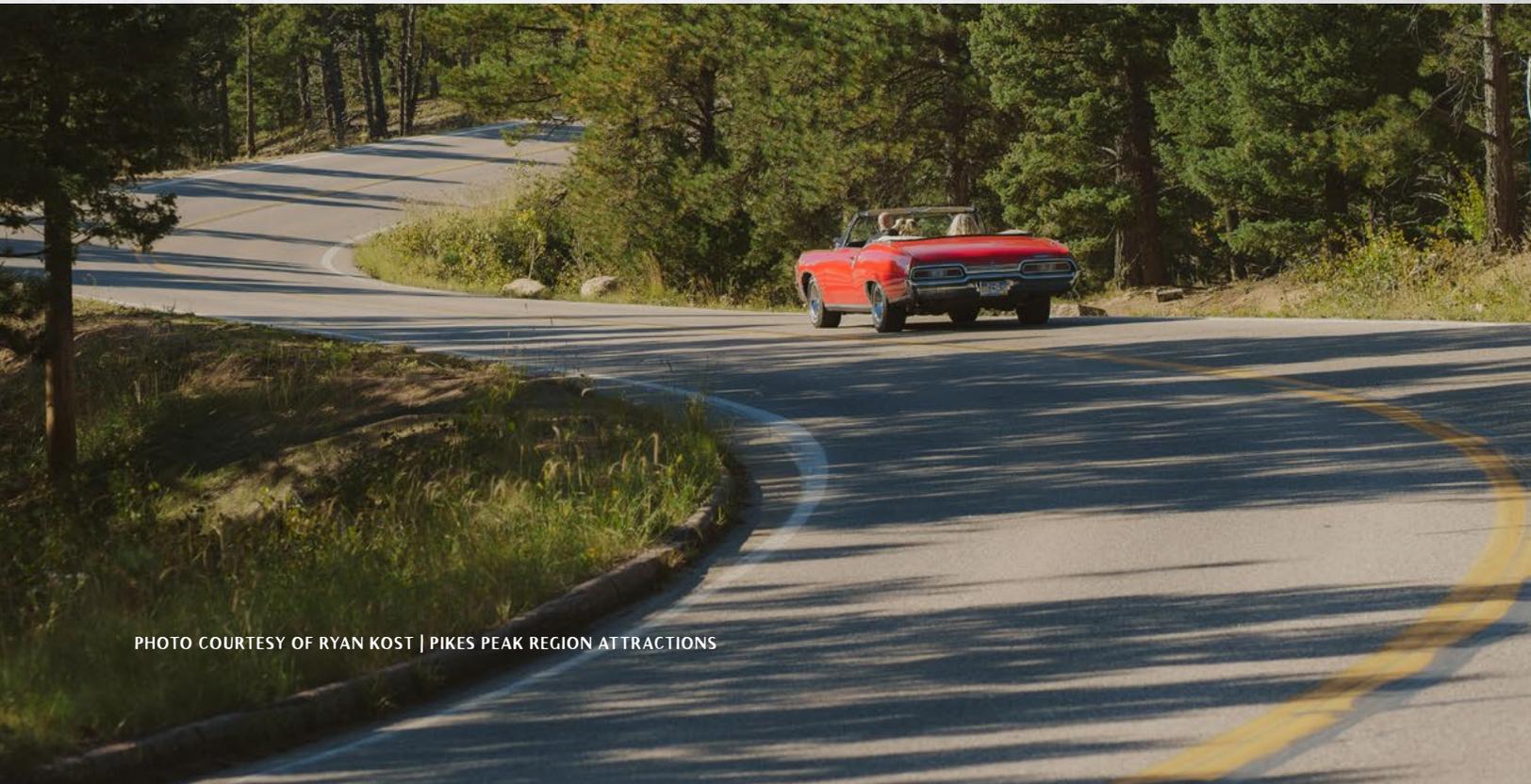


PHOTO COURTESY OF RYAN KOST | PIKES PEAK REGION ATTRACTIONS