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**COLORADO
SPRINGS**
CONVENTION &
VISITORS BUREAU

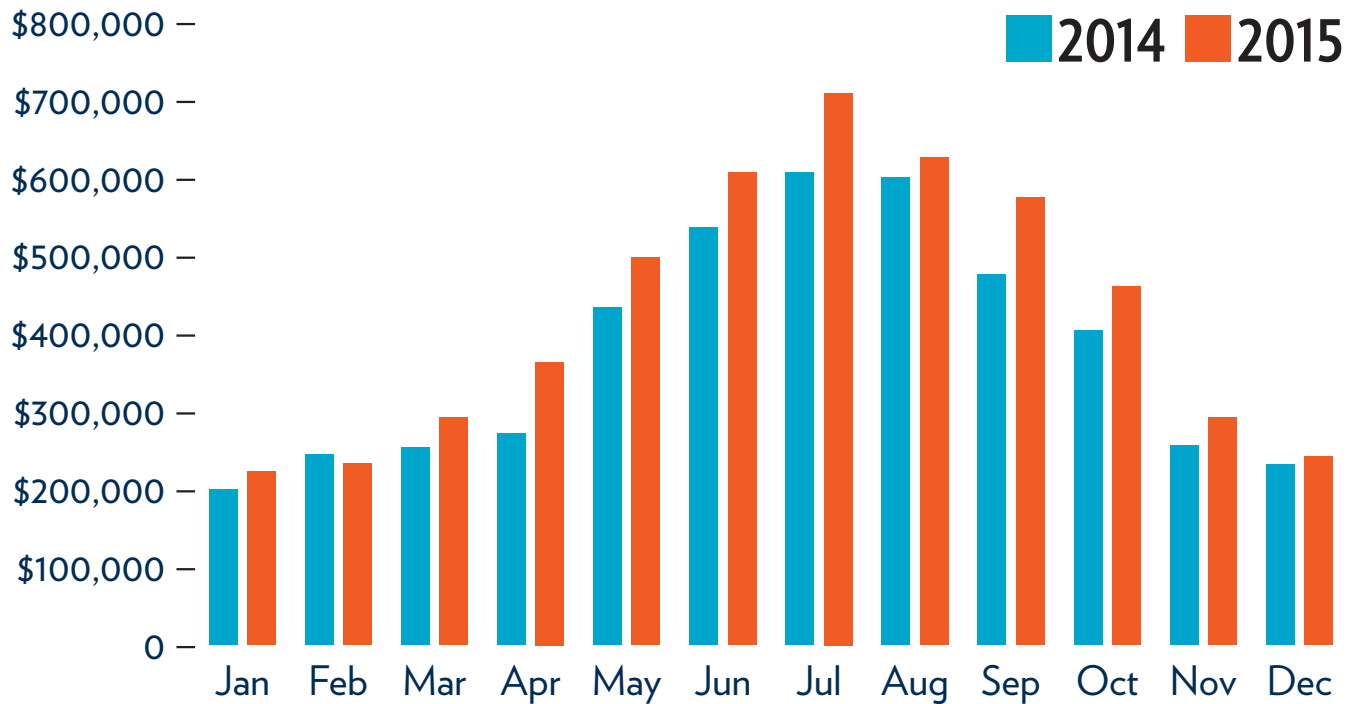
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ANNUAL REPORT



**COLORADO
SPRINGS**
CONVENTION &
VISITORS BUREAU

LODGING & AUTOMOBILE RENTAL TAX (LART)



GROUP SALES & SERVICING

Convention Room Nights	115,479
Sports & Special Events Room Nights	110,379
Tourism Room Nights	9,565
International Room Nights	10,500
Groups Serviced	505
Trade Shows Attended	39
Trade Show Contacts	3,670
Revenue Generated by Groups	\$ 121,412,492

MARKETING

Advertising Budget	\$ 1,019,132
Emails in Database	81,180

PUBLIC RELATIONS

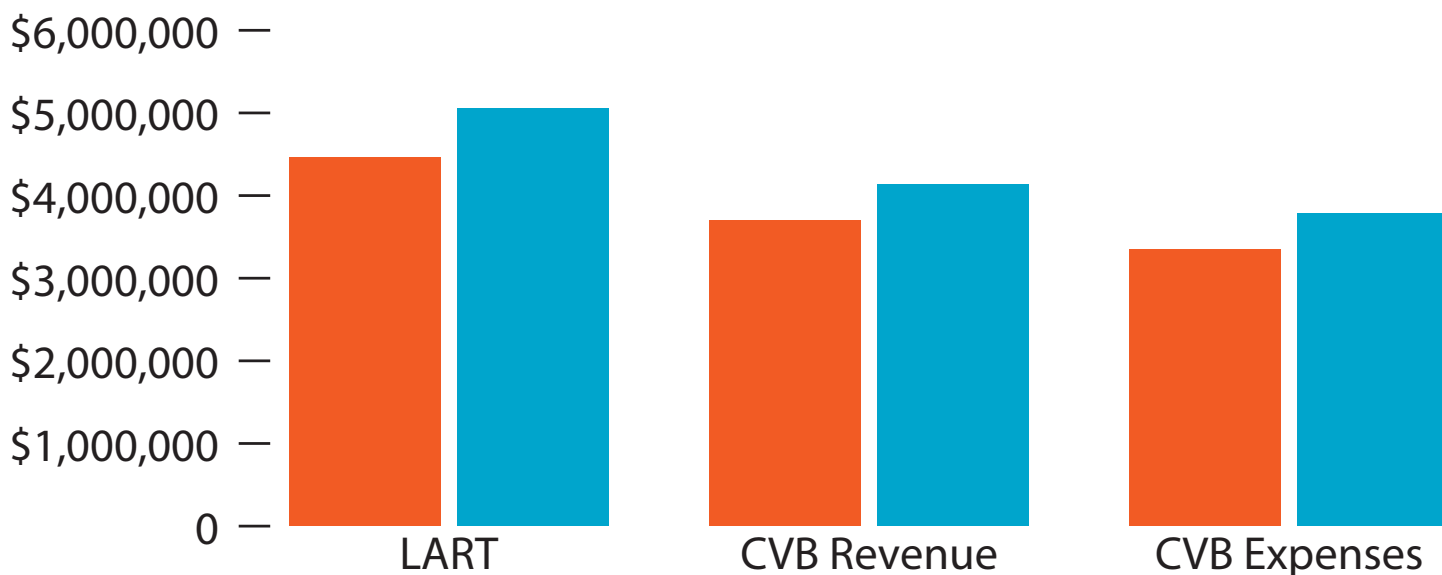
PR Media Equivalency	\$ 25,074,710
Press/Media Kits Distributed	7,125

PARTNERSHIP

Partnership Dues Revenue	\$ 237,667
New Partners	47
Total Partners	498

PERFORMANCE OVERVIEW

2014 2015



FUNDING SOURCES

COUNTY/STATE/FEDERAL

2%

PARTNERSHIP

12%

OTHER

4%

LART

82%

MANAGEMENT/ADMIN

13%

PARTNER DEVELOPMENT

5%

MARKETING/PROGRAMS

82%

POISED TO COMPETE

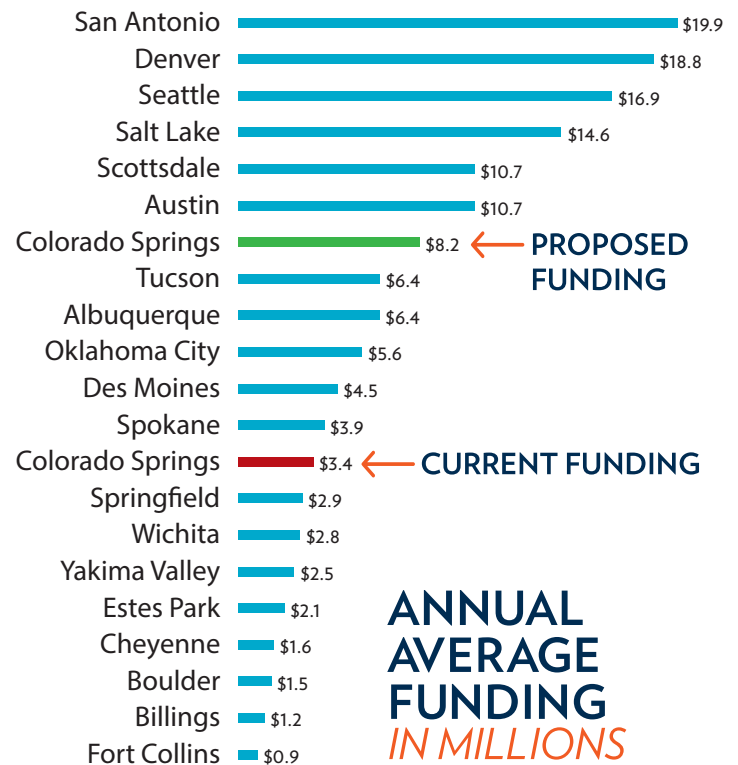
PUTTING TOURISM ON AN UPWARD TRAJECTORY

The Pikes Peak region welcomes more than 5.2 million visitors each year. Visitors spend a total of \$1.35 billion, resulting in over \$56 million in local tax receipts. This translates into \$43 per second, saving each family of four \$340 in annual taxes.

The Colorado Springs CVB inspires leisure and group travel to Colorado Springs, with a direct economic impact of more than \$187 million. On a \$3.4 million annual budget, that translates into nearly \$60 being pumped into the economy for every dollar invested. This is an outstanding return on investment, and yet there is so much more that can be done.

In early 2015, the CVB unveiled a study that compared the region's promotional funding to its closest competitors. The research provided empirical evidence that Colorado Springs is lagging in tourism promotion investment.

Throughout 2015, the CVB shared this research with regional civic and business leaders to develop a coalition to support additional tourism promotion funding through an increase in the Lodging and Automobile Rental Tax and the creation of a Local Marketing District. With an annual funding goal of \$8.2 million, it is projected that visitor spending would increase \$246 million and the number of tourism sector jobs would increase by 2,731.



EVENTS

Networking is a great benefit of partnering with the CVB. In 2015, the CVB hosted Partner events at Dream Catchers, Pikes Peak International Raceway, Raft Masters & the Winery at Holy Cross Abbey, Onaledge B&B and Craftwood Inn.

GOING FOR THE GOLD

LEVERAGING OUR TOP ASSETS TO COMPETE GLOBALLY

OLYMPIC CITY USA

Colorado Springs has a timeless culture of achievement, national pride and dedication that sits comfortably alongside awe-inspiring beauty and unparalleled natural training grounds. We are home to the United States Olympic Committee (USOC), 20+ National Olympic Governing Bodies, more than 50 National Sport Organizations, the Colorado Springs Olympic Training Center and the future U.S. Olympic Museum. Athletes and coaches have long recognized Colorado Springs as the epicenter of the Olympic and Paralympic Movements. In 2015, a group of community leaders determined it was time the world did the same. They were inspired to leverage the world's most recognized brand to enhance the economic vitality of Colorado Springs. With the permission of the USOC, the City, the CVB and select other organizations are able to officially promote Colorado Springs as OLYMPIC CITY USA. The Olympic Ideals of Excellence, Friendship and Respect, and the Paralympic Ideals of Courage, Determination, Equality and Inspiration transcend sports and are infused in our vibrant community.

COS TAKES OFF

In the past two years, the Colorado Springs Airport (COS) added service to Seattle on Alaska Airlines and Phoenix/Mesa on Allegiant. In 2015, Frontier made the exciting announcement that it would again have a Colorado Springs presence with service to Las Vegas in April and Phoenix in the months to come. The Colorado Springs Airport is one of the region's most important assets for economic vitality and its success is critical to the tourism industry. City access is one of the top factors when meeting planners are choosing a destination to host their event or meeting. In 2015, the Airport Service Task Force secured \$150,000 in marketing funds from the City and will work with the CVB in 2016 to promote Colorado Springs and the airport in six markets with non-stop service to our destination: Dallas, Houston, Phoenix/Mesa, Seattle, Salt Lake City and Las Vegas. The airport marketing team continues to effectively promote COS to the outbound southeastern Colorado population, highlighting the benefits of "Time Well Spent" when flying out of our closer and more user-friendly airport.

FILM COMMISSION

The Colorado Springs Film Commission supports local film festivals and assists incoming productions with permits, local professionals and location suggestions.

INVITING THE LEISURE TRAVELER

REACHING NEW MARKETS AND INSPIRING VISITATION

VISITOR INFORMATION SERVICES

The Visitor Information Center welcomed nearly 20,000 guests in 2015 and 5,721 took advantage of the Visitor Info Hub, located at the north end of Acacia Park. Studies show that people who take advantage of a visitor information center tend to stay longer and spend more money in a destination. The Visitor Information Center, staffed by nearly 40 knowledgeable and dedicated volunteers, is also an excellent resource for local citizens and businesses who seek assistance with itineraries, service providers and meeting venues.

ADVERTISING & PROMOTIONS

Research shows that no matter how beautiful, exciting and affordable your destination is, you still need to invite people to visit. Colorado Springs is predominantly a drive market for leisure travelers so the geographic concentration is Colorado, Texas, Kansas, Missouri, Utah, New Mexico, Arizona, Nebraska and Oklahoma as well as spot markets with non-stop flights to COS. The CVB continued to concentrate marketing efforts for family, adventure, arts & culture, history & heritage and fall foliage travel in the summer season and year-round.

ONLINE MARKETING

While the CVB does place a few select print ads, online marketing continues to produce trackable results and grab the lion's share of the media budget. Online banner advertising has given way to native content, which supplies potential visitors with the information they seek. Retargeting serves ads to people who may have visited VisitCOS.com, but did not yet order a guide before continuing their Internet session. Online sweepstakes and email campaigns also contributed to the digital success of the CVB in 2015.

PR & SOCIAL MEDIA

The CVB continued its presence on social media channels including Facebook, Twitter, Instagram and Pinterest. With nearly 35,000 Likes on Facebook and a new emphasis on paid ads and promoted posts, this enduring social media platform drives a significant amount of traffic to VisitCOS.com and allows the CVB to maintain conversations with enthusiastic brand ambassadors. The CVB hosted a variety of writers from around the world, with articles appearing in *SALT Magazine*, *FoxNews.com*, *Shape* and *USA Today*.

PARTNERSHIPS

The CVB continued to deliver optimal value to our Marketing Partners throughout 2015. Website user sessions were up 50%, click-throughs to our Partners' websites increased 26%, and distribution of the Official Visitor Guide increased 5%.

GETTING DOWN TO BUSINESS

EDUCATING PLANNERS & BOOKING BUSINESS

MEETINGS/CONVENTIONS

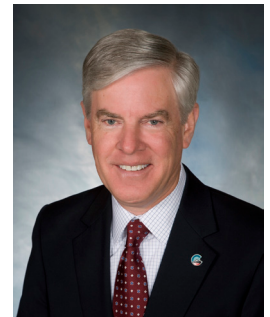
The Colorado Springs CVB exposes meeting planners to the area and educates them on Colorado Springs' myriad of destination amenities to fulfill every need for their programs, generating tens of millions of dollars in incremental business for our community.

GROUP SERVICING

Once a group has booked their event in Colorado Springs, our Group Servicing specialists take the lead in connecting meeting planners with caterers, entertainers, transportation and suggestions for attendee excursions and activities.

A MESSAGE FROM THE PRESIDENT & CEO

2015 was a benchmark year for travel & tourism. Lodging & Auto Rental Tax collections grew 13.4% over 2014. The Leisure & Hospitality Industry in Colorado is outpacing other sectors in the state as well as the national average. With the industry on solid footing, there is no better time to capitalize on this momentum to ensure sustainable economic growth. So much was accomplished in 2015 under the leadership of Mayor Suthers, Colorado Springs City Council and El Paso County Commissioners. Diverse industry sectors are communicating, solving issues and moving us forward. 2016 promises to be an exciting and prosperous year for travel & tourism and the Colorado Springs economy.



More information: VisitCOS.com/about-cvb

SPORTS & SPECIAL EVENTS

Sporting events continue to be a strong economic driver for Colorado Springs. The sports & special events department works closely with the Colorado Springs Sports Corp and various Olympic organizations to capitalize on our brand of OLYMPIC CITY USA.

INTERNATIONAL & DOMESTIC TRAVEL

The CVB provides extensive guidance to tour operators and travel agents from around the world. With the support of state and local industry partners, we hosted the 2015 Go West Summit, a tradeshow of top international tour operators focused on the American West.

GET INVOLVED

Get involved and stay connected to the robust tourism industry. Become a Marketing Partner or sponsor, subscribe to our newsletter, attend our events, participate on a committee and serve on our board of directors.

Contact us at 719.685.7627 or Partnership@VisitCOS.com