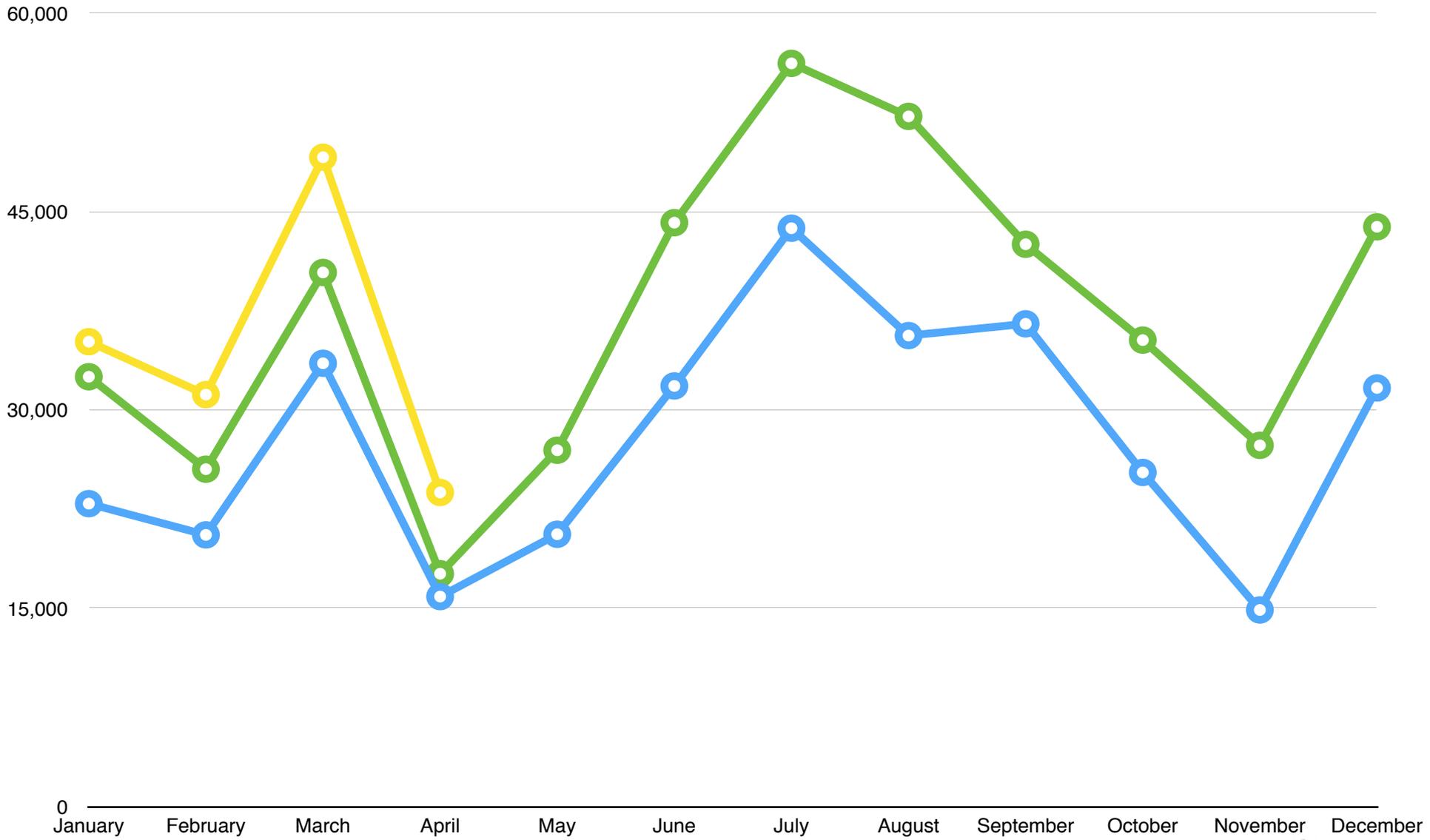


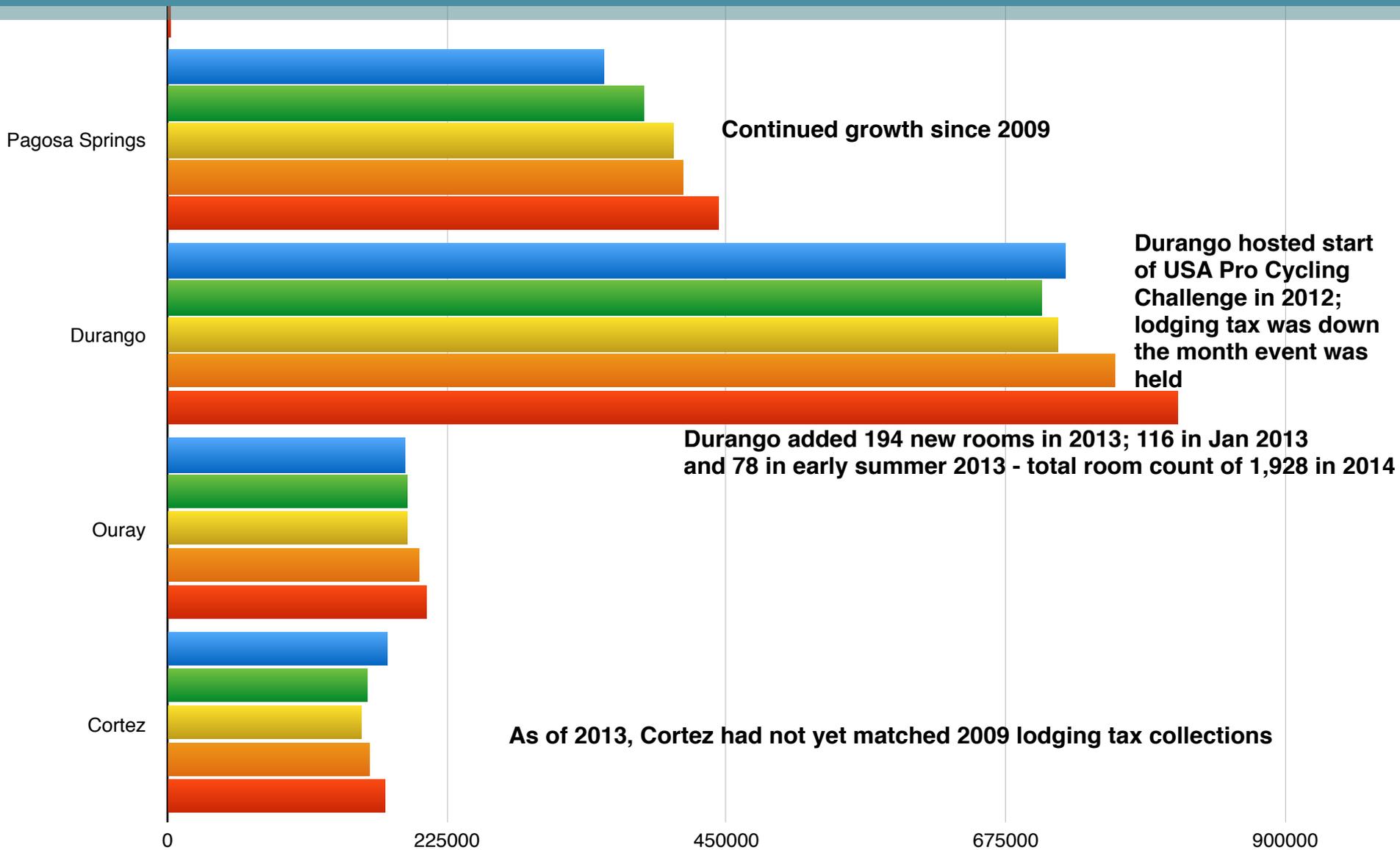
Tourism Review: 2009 -2013

Town Lodging Tax: 2007 - 2014

	2007	2008	2009	2010	2011	2012	2013	2014	% Growth
January	\$ 22,904.43	\$ 23,544.00	\$ 24,228.00	\$ 27,295.00	\$ 26,943.65	\$ 28,916.00	\$32,499.75	\$35,149.65	53%
February	\$ 20,543.13	\$ 17,002.00	\$ 19,360.78	\$ 21,960.24	\$ 21,824.65	\$ 26,003.00	\$25,510.87	\$31,149.00	52%
March	\$ 33,516.00	\$ 31,216.00	\$ 29,925.00	\$ 34,928.74	\$ 37,350.40	\$ 43,034.00	\$40,383.00	\$49,092.65	46%
April	\$ 15,879.04	\$ 12,500.00	\$ 15,186.00	\$ 15,765.00	\$ 16,830.71	\$ 16,911.65	\$17,607.00	\$23,750.00	50%
May	\$ 20,590.00	\$ 19,276.00	\$ 21,949.00	\$ 21,049.00	\$ 21,758.00	\$ 24,283.00	\$26,942.73		31%
June	\$ 31,803.61	\$ 29,041.00	\$ 32,622.11	\$ 37,539.26	\$ 36,091.00	\$ 40,508.45	\$44,148.14		39%
July	\$ 43,728.00	\$ 44,693.00	\$ 50,124.71	\$ 51,931.50	\$ 57,316.65	\$ 52,571.99	\$56,190.71		29%
August	\$ 35,610.05	\$ 38,092.00	\$ 42,307.85	\$ 41,714.00	\$ 44,944.49	\$ 49,948.65	\$52,182.92		47%
September	\$ 36,500.00	\$ 32,363.75	\$ 35,610.05	\$ 41,333.05	\$ 44,019.85	\$ 42,499.79	\$42,515.00		16%
October	\$ 25,264.55	\$ 22,041.46	\$ 25,764.55	\$ 28,857.93	\$ 30,661.54	\$ 27,482.50	\$35,267.65		40%
November	\$ 14,866.00	\$ 16,232.00	\$ 19,815.65	\$ 21,348.00	\$ 27,542.05	\$ 23,180.44	\$27,311.00		84%
December	\$ 31,652.00	\$ 31,934.69	\$ 35,456.65	\$ 40,197.65	\$ 41,931.00	\$ 40,345.00	\$43,835.00		38%
Total	\$ 332,856.81	\$ 317,935.90	\$ 352,350.35	\$ 383,919.37	\$ 407,213.99	\$ 415,684.47	\$444,393.77		
% Growth		-4%	6%	15%	22%	25%	34%		



Growth Compared to Neighbors



Pagosa Springs vs. Durango

	Pagosa Springs 4.9%	Durango 2%
Sales 2009	\$7,190,823.47	\$36,174,550.00
Sales 2013	\$9,069,260.61	\$40,699,750.00
% Increase	26.12%	12.51%
Aggregate Lodging Tax \$\$ Increase	\$241,810.20	\$104,015.00
Aggregate Sales Increase	\$4,934,902.04	\$5,200,750.00
rooms available	512	1,928

Pagosa Springs vs. Cortez

	Pagosa Springs 4.9%	Cortez 1.9%
Sales 2009	\$7,190,823.47	\$9,299,560.53
Sales 2013	\$8,483,356.53	\$9,260,686.84
% Increase	26.20%	-0.42%
Aggregate Lodging Tax \$\$ Increase	\$241,810.20	-\$51,936.80
Aggregate Sales Increase	\$4,934,902.04	-\$2,733,515.79

Economic Impact of Lodging Tax

Economic Impact of Lodging Tax

	Total aggregate lodging tax increase (since 2008)	Sales revenues from Lodging Tax (2009 - 2013)	Total advertising expenditures (2009-2013)	For every \$1 spent on marketing, since 2009:
Impact to Lodgers	\$413,882.45	\$8,446,580.61	\$776,975.03	\$10.87 in increased sales revenues
Impact to Community	\$413,882.45	\$25,128,577.32**	\$776,975.03	\$32.34 in increased sales revenues
	** Based on 2008 Conversion study, each visitor, on average, spent \$79 per day on dining, shopping and activities. Assuming ADR of \$100 and 2.5 people per unit			

Occupancy Growth

Occupancy Rates by Month

	2007	2010	2011	2012	2013	2014
January	31.81%	33.40%	32.97%	35.38%	39.77%	43.01%
February	31.59%	28.73%	28.55%	34.01%	33.37%	40.74%
March	46.54%	45.94%	45.70%	52.66%	49.41%	60.07%
April	22.79%	19.93%	21.28%	21.38%	22.26%	29.84%
May	28.03%	24.27%	26.71%	28.00%	31.06%	
June	43.30%	44.72%	43.00%	48.26%	52.60%	
July	57.61%	59.87%	66.08%	60.61%	64.78%	
August	46.91%	48.09%	51.82%	57.59%	60.17%	
September	49.69%	49.24%	52.44%	50.63%	50.65%	
October	33.28%	33.27%	35.35%	31.69%	40.66%	
November	21.33%	26.99%	34.83%	29.31%	34.53%	
December	45.42%	49.19%	51.31%	49.47%	53.64%	
Overall	38.43%	40.17%	41.06%	41.91%	44.80%	



2007

2013

2014

70.00%

52.50%

35.00%

17.50%

0.00%

January

February

March

April

May

June

July

August

September

October

November

December



Growth Despite Obstacles

Obstacles since 2009

- Recession
- Changes in lodging property ownership, closures of lodging properties / area businesses
- Little Sand Fire in 2012
- West Fork Fire Complex in 2013
- Inconsistency from Mother Nature

Reasons behind Growth

Reasons behind Growth

- Brand development and execution through comprehensive marketing of Pagosa Springs as a tourism destination
- Additional amenities / activities / events in community
- Delivery of visitor information
- Improved Lodging and enhancements in business community

**Choose your
own adventure.**



**Choose your
own adventure.**



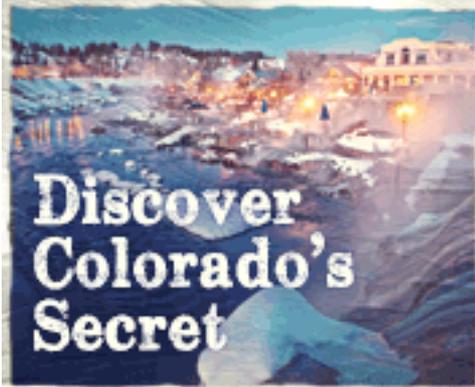
**Choose your
own adventure.**



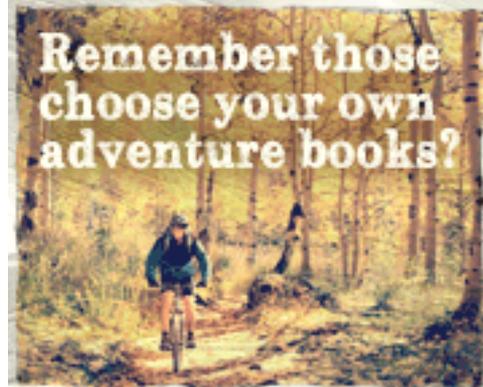
Discover



**Discover
Colorado's
Secret**



**Remember those
choose your own
adventure books?**



**PAGOSA
SPRINGS
COLORADO**

Reasons behind Growth

- Brand development and execution through comprehensive marketing of Pagosa Springs as a tourism destination
- Additional amenities / activities / events in community
- Delivery of visitor information
- Improved Lodging and enhancements in business community

Additional Amenities / Activities

Activities / Events / Amenities		
River Features - Tubing / Kayaking	GECKO	Chimney Rock National Monument
Disc Golf	Center for the Arts	Fish Stocking
Skate park	Car Show	Nordic Club
Dog Sledding	Art Galleries / MAKERS Tour	Breweries
Trail expansion	Tubing Hill	New Restaurants
And much, much more!!		

Reasons behind Growth

- Brand development and execution through comprehensive marketing of Pagosa Springs as a tourism destination
- Additional amenities / activities / events in community
- **Delivery of visitor information**
- Improved Lodging and enhancements in business community

Delivery of Visitor Information

- Website
- Visitor guide
- eNewsletter
- Social media
- Online booking engine
- Wayfinding / signage
- Mobile friendly visitor information

Website Performance

	2009	2013	Growth
Total Visits	125,239	274,192	119%
Page Views	358,358	1,929,264	438%
Pages per Session	2.86	7.04	186%
Bounce Rate	39%	22.31%	-43%

Growth in Delivery Methods

	2009	2013	Growth
Social Media	None	Facebook, Instagram, Twitter, Pinterest, Youtube, Flickr, Google+, etc	Huge!
eNewsletter	7,500	63,500	747%
Booking Engine	less than 100; launched with Gateway in 2009	21,611 direct referrals	Huge!
Visitor Guides Mailed	10,000	30,000	300%

Reasons behind Growth

- Brand development and execution through comprehensive marketing of Pagosa Springs as a tourism destination
- Additional amenities / activities / events in community
- Delivery of visitor information
- Improved Lodging and enhancements in business community

Improved Lodging & Business Enhancements

- Lodging Upgrades
 - Springs Resort & Spa
 - Healing Waters
 - Quality Inn (Oakridge)
 - Quality Resort (Pagosa Lodge)
 - Skyview Motel
 - San Juan Motel
- New businesses in Town
- Property enhancements / pride of ownership

Steps for continued growth

Steps for Continued Growth

- Additional Staff
- Increased focus on Group Travel (tour buses, business retreats, family reunions, weddings, etc)
- Continued marketing and advertising of Pagosa as a tourism destination
- Ongoing growth of amenities / activities / events to promote
- Ongoing enhancements to lodging and businesses

Colorado Tourism Office Roadshow Presentation

Wednesday, June 4th at 5pm
EcoLuxe Conference Room at
Springs Resort & Spa

