



**COLUMBIA**  
WHAT YOU UNEXPECTED



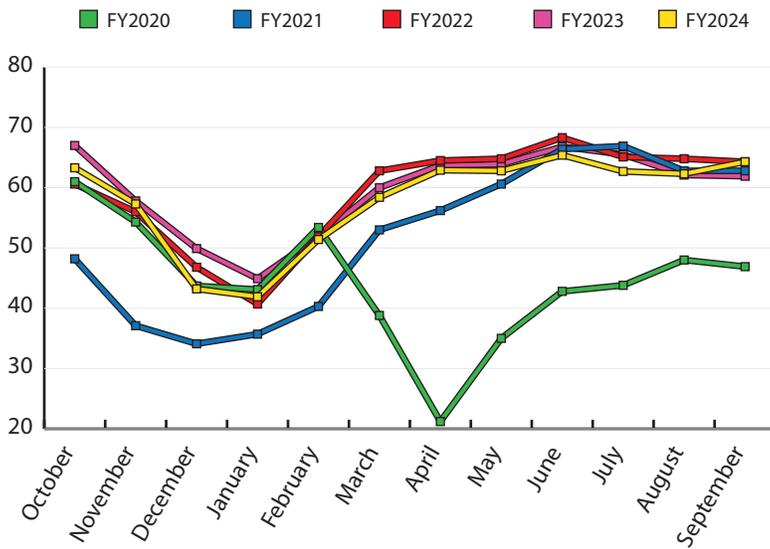
# BOARD REPORT

OCTOBER 2024

The Columbia CVB's mission is to generate economic growth and promote Columbia as a destination that creates memorable experiences

# Hotel Occupancy

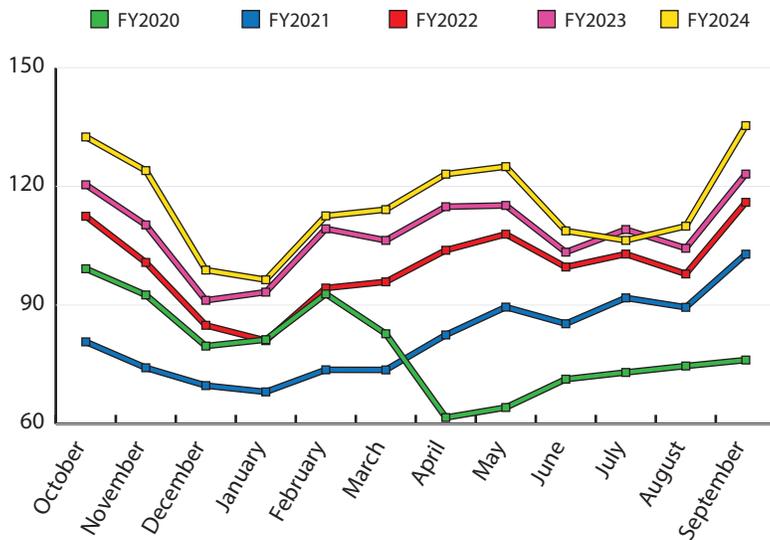
## Year Over Year Comparison



	FY20	FY21	FY22	FY23	FY24
Oct	61.0%	48.2%	60.6%	67.0%	63.3%
Nov	54.3%	37.1%	56.0%	57.8%	57.3%
Dec	43.7%	34.1%	46.8%	49.9%	43.2%
Jan	43.1%	35.7%	40.7%	44.9%	41.9%
Feb	53.4%	40.3%	51.9%	51.9%	51.4%
March	38.8%	53.0%	62.8%	60.0%	58.4%
Apr	21.2%	56.2%	64.5%	63.7%	62.9%
May	35.0%	60.6%	64.8%	63.9%	62.8%
June	42.8%	66.4%	68.3%	66.8%	65.4%
July	43.8%	66.9%	65.1%	65.5%	62.7%
Aug	48.0%	62.8%	64.8%	62.1%	62.3%
Sep	46.9%	62.8%	64.3%	61.9%	64.3%

# Average Daily Rate (ADR)

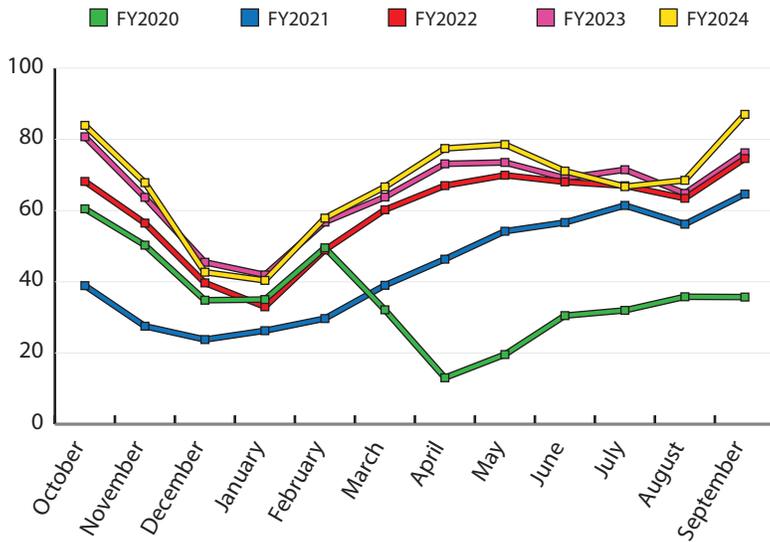
## Year Over Year Comparison



	FY20	FY21	FY22	FY23	FY24
Oct	\$99.18	\$80.70	\$112.45	\$120.41	\$132.50
Nov	\$92.56	\$74.15	\$100.78	\$110.26	\$124.00
Dec	\$79.64	\$69.65	\$84.89	\$91.21	\$98.85
Jan	\$81.26	\$68.05	\$81.01	\$93.27	\$96.39
Feb	\$92.81	\$73.64	\$94.31	\$109.28	\$112.55
March	\$82.75	\$73.61	\$95.88	\$106.35	\$114.14
Apr	\$61.57	\$82.45	\$103.86	\$114.86	\$123.10
May	\$64.11	\$89.49	\$107.91	\$115.10	\$125.00
June	\$71.27	\$85.28	\$99.62	\$103.38	\$108.75
July	\$72.97	\$91.82	\$102.90	\$109.10	\$106.35
Aug	\$74.60	\$89.43	\$97.87	\$104.36	\$109.95
Sep	\$76.11	\$102.87	\$115.97	\$123.12	\$135.37

# Revenue per Available Room (RevPAR)

## Year Over Year Comparison



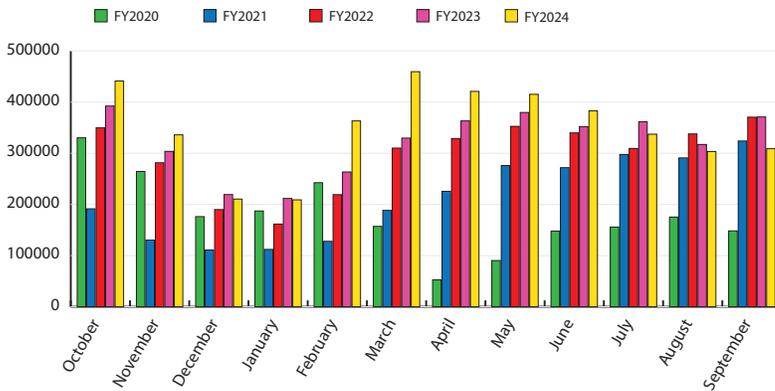
	FY20	FY21	FY22	FY23	FY24
Oct	\$60.48	\$38.91	\$68.18	\$80.73	\$83.93
Nov	\$50.28	\$27.52	\$56.48	\$63.71	\$67.84
Dec	\$34.82	\$23.77	\$39.69	\$45.48	\$42.69
Jan	\$35.01	\$26.26	\$32.98	\$41.92	\$40.39
Feb	\$49.54	\$29.67	\$48.93	\$56.77	\$57.88
March	\$32.12	\$39.00	\$60.22	\$63.80	\$66.65
Apr	\$13.03	\$46.34	\$67.00	\$73.12	\$77.44
May	\$19.56	\$54.19	\$69.92	\$73.52	\$78.54
June	\$30.49	\$56.64	\$68.05	\$69.10	\$71.09
July	\$31.97	\$61.44	\$66.97	\$71.47	\$66.72
Aug	\$35.79	\$56.17	\$63.45	\$64.82	\$68.49
Sep	\$35.70	\$64.62	\$74.62	\$76.23	\$87.02

# Hotel Tax Revenues

## Year Over Year Comparison

\*\*Not all hotel revenues have been reported

(Number of reported hotels for incomplete months) - July: 26 | August: 21



	FY20	FY21	FY22	FY23	FY24
Oct	\$330,189	\$191,423	\$349,681	\$392,292	\$447,068
Nov	\$264,459	\$130,324	\$281,436	\$303,695	\$335,927
Dec	\$176,176	\$111,037	\$189,997	\$219,325	\$210,474
Jan	\$187,179	\$112,110	\$161,644	\$211,685	\$208,924
Feb	\$242,461	\$127,943	\$219,186	\$263,411	\$363,174
Mar	\$157,131	\$188,393	\$310,061	\$329,627	\$459,397
Apr	\$52,579	\$225,584	\$328,710	\$363,271	\$420,914
May	\$90,294	\$275,966	\$352,598	\$379,657	\$415,195
Jun	\$147,918	\$271,881	\$339,852	\$351,960	\$382,804
Jul	\$155,799	\$297,446	\$309,361	\$361,501	\$337,271**
Aug	\$175,349	\$290,980	\$337,811	\$317,142	\$303,428**
Sep	\$148,354	\$323,983	\$370,556	\$370,964	\$308,819**

Oct. 23 - Sep. 24	Occupancy	ADR	RevPAR	Hotel Tax Revenues
FY24 Fiscal YTD	---	---	---	\$4,193,395**
FY23 Fiscal YTD	---	---	---	\$3,864,530
FY22 Fiscal YTD	---	---	---	\$3,559,785
FY21 Fiscal YTD	---	---	---	\$2,545,362
FY20 Fiscal YTD	---	---	---	\$2,127,888
Jan. 24 - Sep. 24				
Calendar 2024 YTD	59.8%	\$115.69	\$69.16	\$3,199,926**
Calendar 2023 YTD	61.2%	\$110.60	\$67.66	\$2,949,218
Calendar 2022 YTD	60.9%	\$101.84	\$62.06	\$2,738,671
Calendar 2021 YTD	56.0%	\$87.28	\$48.91	\$2,112,573

# Sales Team

Meetings & Conventions Events & Leads		
	September 24	FY2024 YTD
<b>Leads sent turned definite</b>	6	40
- Attendees	405	10,355
- Room Nights	414	6,804
- Economic Impact	\$143,117.91	\$3,085,554.68
Conversion %	30%	39%
<b>Leads Pending</b>	10	23
- Attendees	3,120	7,590
- Room Nights	5,000	8,108
- Economic Impact	\$450,259.62	\$2,409,119.66
<b>Meetings Serviced</b>	38	263
<b>Meetings Booked</b>	2	47
- Attendees	200	13,562
- Room Nights	90	8,137
- Economic Impact	\$49,214.36	\$4,541,345.33
<b>Assists</b>	29	322
- Attendees	2,157	43,494
- Room Nights	1,882	29,270
- Economic Impact	\$1,248,931.25	\$20,248,084.86

- Definite Leads:

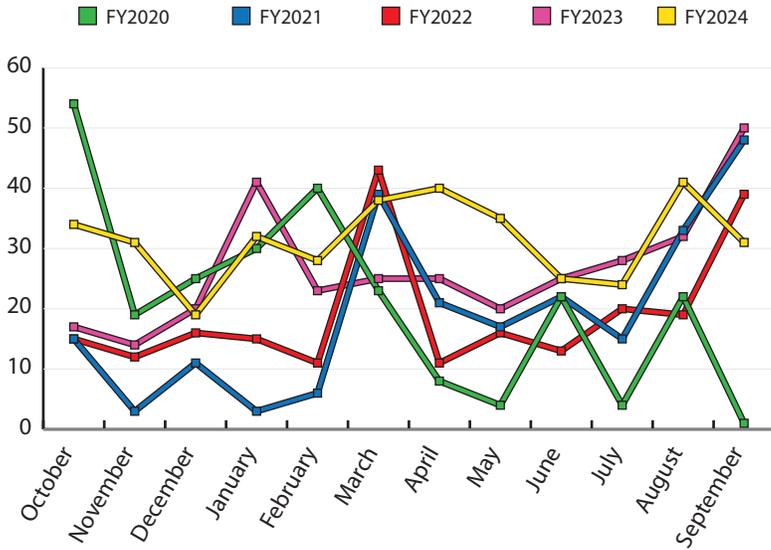
- Andrew Hartman Military Retirement Event - Room Block Only - 50 attendees/ 10 rooms - November 10 2024
- Spicci Wedding - 150 attendees/ 80 rooms - September 13 2025

- Lost Business:

- No lost business in September 2024

# Meetings Confirmed (Booked + Assists)

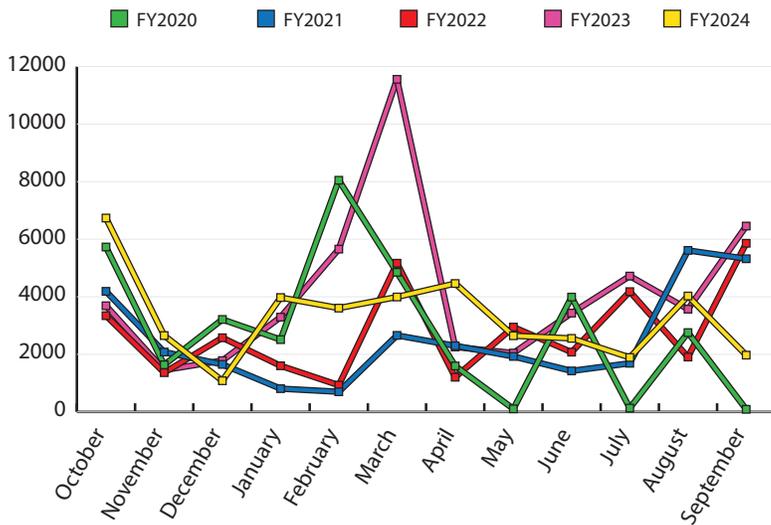
Year Over Year Comparison



	FY20	FY21	FY22	FY23	FY24
Oct	54	15	15	17	34
Nov	19	3	12	14	31
Dec	25	11	16	20	19
Jan	30	3	15	41	32
Feb	40	6	11	23	28
Mar	23	39	43	25	38
Apr	8	21	11	25	40
May	4	17	16	20	35
June	22	22	13	25	25
July	4	15	20	28	24
Aug	22	33	19	32	41
Sep	1	48	39	50	31

# Meetings Confirmed - Room Nights

Year Over Year Comparison



	FY20	FY21	FY22	FY23	FY24
Oct	5,729	4,189	3,344	3,688	6,736
Nov	1,635	2,080	1,363	1,453	2,652
Dec	3,212	1,650	2,576	1,782	1,082
Jan	2,511	808	1,602	3,292	3,973
Feb	8,048	699	928	5,655	3,606
Mar	4,850	2,658	5,166	11,555	3,992
Apr	1,596	2,297	1,204	2,256	4,461
May	105	1,927	2,947	2,045	2,645
June	3,989	1,424	2,076	3,432	2,554
July	132	1,689	4,179	4,719	1,890
Aug	2,755	5,611	1,905	3,569	4,026
Sep	90	5,321	5,858	6,457	1,972

Sports Events & Leads		
	September 24	FY2024 YTD
<b>Leads sent turned definite</b>	1	18
- Attendees	2,800	39,600
- Room Nights	1,800	7,860
- Economic Impact	\$638,017.27	\$5,721,968.99
<b>Leads Lost vs. Booked</b>	3 lost, 1 booked	7 lost, 19 booked
<b>Sales definite events occurring in FY24</b>	1	17
- Attendees	900	82,255
- Room Nights	440	12,175
- Economic Impact	\$159,500.36	\$8,136,807.76
<b>Assists (TDF Sponsorships)</b>	1	21
- Attendees	1,600	51,870
- Room Nights	300	13,130
- Economic Impact	\$171,639.07	\$7,819,116.82

- Previously Hosted Events:

- 2024 Missouri Basketball Coaches Association Coaches Clinic - September 19-20

- Upcoming Events:

- 2024 MSHSAA Cross Country State Championships (Gans Creek Recreation Area) - November 7-8
- 2024 NAIA Cross Country National Championships (Gans Creek Recreation Area) - November 22

- Bids Awarded:

- Homeschool Basketball State Championships (Columbia Sports Fieldhouse) - February 14-15, 2025
- NCAA Cross Country Regional (Gans Creek Recreation Area) - November 12, 2027

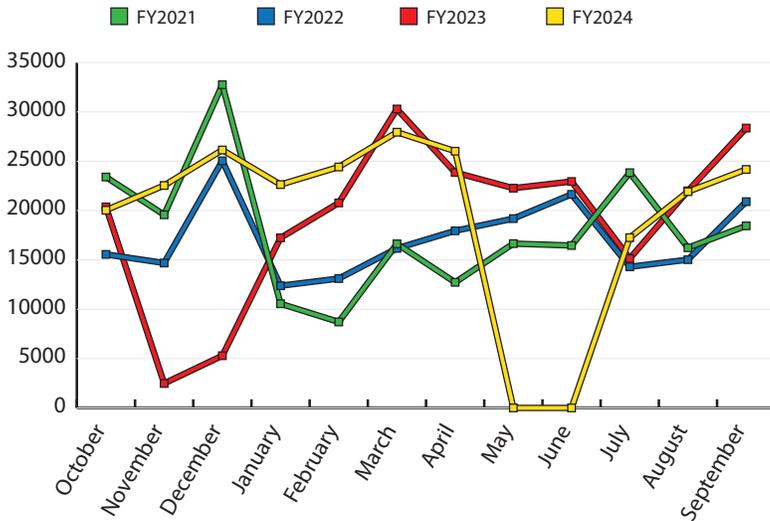
- Tentative Awarded Bids:

- LR Productions Gymnastics Meet (Holiday Inn Executive Center) - January 16-18, 2026

# Website & Social Media Measures

## Website Users

Year Over Year Comparison

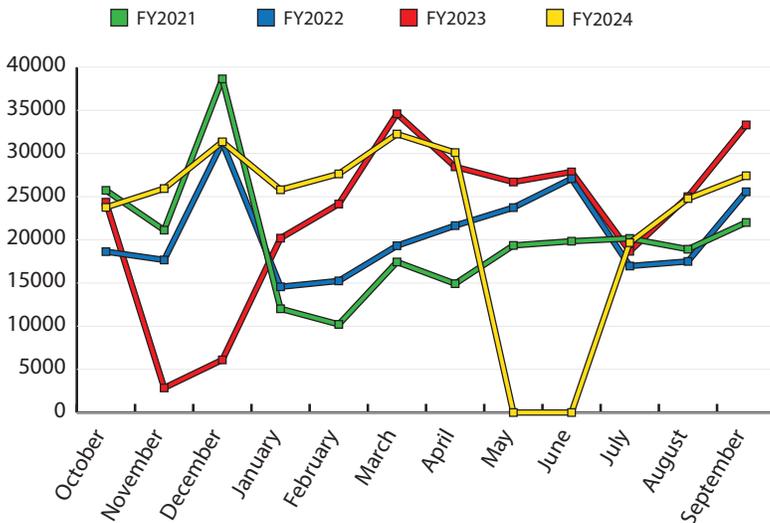


	FY21	FY22	FY23	FY24
Oct	23,400	15,560	20,376	20,037
Nov	19,574	14,688	2,480**	22,545
Dec	32,754	25,042	5,292**	26,138
Jan	10,560	12,384	17,237	22,635
Feb	8,714	13,110	20,775	24,418
March	16,627	16,170	30,294	27,941
Apr	12,727	17,951	23,865	26,016
May	16,651	19,186	22,270	***
June	16,460	21,646	22,948	***
July	23,839	14,300	15,144	17,255
Aug	16,232	15,027	22,000	21,916
Sep	18,452	20,902	28,359	24,169

\*\*Google Analytics were not fully available in late 2022 making these months incomplete. Likely related to their transition to a new method of web traffic tracking.

## Website Sessions

Year Over Year Comparison



	FY21	FY22	FY23	FY24
Oct	25,731	18,636	24,359	23,759
Nov	21,128	17,670	2,852**	25,938
Dec	38,640	31,248	6,096**	31,352
Jan	12,018	14,561	20,195	25,802
Feb	10,208	15,244	24,145	27,647
March	17,436	19,315	34,599	32,254
Apr	14,924	21,647	28,458	30,106
May	19,351	23,732	26,701	***
June	19,842	27,081	27,865	***
July	20,162	16,969	18,673	19,672
Aug	18,912	17,501	25,000	24,781
Sep	22,011	25,566	33,309	27,424

\*\*Google Analytics were not fully available in late 2022 making these months incomplete. Likely related to their transition to a new method of web traffic tracking.

\*\*\*Google Analytics hasn't been pulling since the website relaunch in May/June 2024. Normal tracking should return in the August report.

## Social Media Followers

	FB FY24	FB FY23	FB FY22	FB FY21	IN FY24	IN FY23	IN FY22	IN FY21
Oct	12,916	11,189	10,337	9,817	11,218	10,722	10,305	9,494
Nov	12,957	11,212	10,355	9,866	11,237	10,738	10,367	9,524
Dec	13,004	11,232	10,404	9,867	11,247	10,738	10,420	9,728
Jan	13,046	11,309	10,443	9,900	11,264	10,793	10,427	9,800
Feb	13,086	12,495	10,568	9,915	11,300	10,868	10,486	9,878
March	13,134	12,534	10,597	9,948	11,376	10,871	10,526	9,941
Apr	13,163	12,587	10,595	9,984	11,423	10,957	10,590	9,977
May	13,262	12,658	10,654	10,075	11,637	10,988	10,590	10,014
June	13,298	12,733	10,793	10,163	11,684	11,024	10,607	10,076
July	13,306	12,763	10,852	10,266	11,741	11,100	10,634	10,117
Aug	13,305	12,808	10,941	10,248	11,858	11,119	10,677	10,210
Sep	13,332	12,894	11,090	10,317	11,927	11,195	10,710	10,240

## Additional Information

### Special Events Permits:

- September 2024: 7 applications received, 9 approved
- September 2023: 9 applications received, 18 approved

### Staff Activities:

- CVB staff presented at DECA Leadership Conference
- Amy & Julie attended the MO Governor's Conference on Tourism in KC
- CVB staff participated in the FEMA Disaster Management Training Session at the Boone County Emergency Management Center
- CVB staff began planning this year's holiday social as well as 2025 Star Night
- Sports Sales Team made sales calls in KC and attended the FIFA World Cup KC26 Regional CVBs Meeting
- Began the process of updating every image on the website with alternate text for accessibility
- Amy presented at the city's Civic Academy on October 24
- A Certified Tourism Ambassador Class was held on October 9th certifying 13 more tourism ambassadors
- CTAs visited the MO State Penitentiary in Jefferson City on October 23