



CITY OF LOVELAND
DESTINATION LOVELAND

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MEETING DATE: May 16, 2012

TO: Community Marketing Commission

FROM: Cindy Mackin, Visitors Services Coordinator

TITLE: May 16th Staff Report

SUMMARY: This is a monthly update to the CMC

In accordance with the Economic Development/ Destination Loveland Marketing strategy to aggressively market Loveland, I was sent to the International Pow Wow Travel tradeshow and conference. Information below includes a brief description of the show and my findings:

- U.S. Travel Association's International Pow Wow is the travel industry's premier international marketplace and the largest generator of travel to the U.S. - it is NOT a typical trade show. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and close to 1,200 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel. At International Pow Wow, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips. There were over 5,000 attendees at this conference.
- I represented the City of Loveland within the State of Colorado's Toursim booth. There were only 9 participants that took part in representing their city/attraction within the State booth including; Colorado Springs, Denver, Durango, Fort Collins, Grand Junction, The Georgetown Railroad, Zapata Ranch in Alamosa, the Broadmoor hotel and the City of Loveland. I personally had 44 meetings with tour operators, travel agencies, Tour receptives, travel writers and travel search engines from over 20 countries to introduce them to Loveland, CO. We were represented visually with a Loveland banner featuring picturesque photos of our parks, golf courses, attractions and arts. During the conference I distributed hundreds of Loveland Visitors Guides, City of Loveland thumb drives

and local chocolate hearts from Sunny Jims Candy Store – With Love from Loveland. They were a big hit!

- Highlights of my appointments included meeting with the Executive Director of US Cultural & Heritage Tourism Marketing Council to develop some “Marketable” packages to promote Loveland on their website and mobile app. Meeting with Expedia.com and learning that Loveland/Fort Collins is the #1 destination for tertiary markets in Colorado and discussing ways to work with the Hotels to build better packages in order to compete on a more global scale. Icelandair starts flights to Denver beginning on May 10th, this is a HUGE PLUS for Colorado tourism as Denver is only one of nine cities that will have direct flights from Reykjavik which opens up visitors from Scandinavia, UK and continental Europe. I met with their General Manager and am working on getting Loveland on a FAM (Familiarization) Tour that is scheduled in September. Most importantly, I learned about what the tour operators/receptives were looking for, how I will need to work with the attractions and hotels to develop packages in order to “Sell” Loveland. As a “New” product in the tourism industry, Loveland was warmly welcomed as a potential new destination.
- The Secretary of Commerce gave a presentation at the conference about tourism and its importance in the economy. Tourism is the third highest sector driving today’s US economy. President Obama presented a message via satellite that aired during this presentation stressing the importance that tourism plays in our Economy as it is our #1 Import! The Secretary also revealed the new Brand USA brand to market the United States. This campaign was developed to promote travel to the United States and features a “Land of Dreams” slogan and song written by Roseanne Cash. The campaign took 3 months to develop and cost 12 million dollars.
- I met with Gary Schluter, the owner of Rocky Mountain Holiday Tours the largest Receptive Company in the Western US. Gary lives in Fort Collins. He has agreed to speak at the next Loveland Hotel Association meeting to begin the process of educating the Hoteliers on what they will need to provide in terms of rates/offers in order for tour operators to work with us!
- Established relationships with Colorado Tourism officers and FAM trip coordinator as well as International Team. They were very enthusiastic about promoting this “New” tourism inventory through their international offices. I will be following up with all of these CTO team members to try and establish Loveland as a stop on all upcoming FAM tours with the state members as well as all tour operators and receptives.