



MEETING DATE: March 19, 2014
TO: Community Marketing Commission
FROM: Cindy Mackin, Visitors Services Coordinator
TITLE: March 19, 2014 CMC Update

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SUMMARY: This is a monthly update to the CMC for the month of February

This position was created with the vision to establish and promote Loveland as a world-class destination for art, leisure and business through the implementation of the Destination Loveland Strategic Plan. Over the last month, the following has been accomplished:

Lodging Tax - We are excited to report that we experienced our highest percentage increase in the history of the lodging tax collection since its inception in 2010. For the month of February 2014 we collected \$54,906.76 in lodging tax, reflecting an increase of +30% over LY. To put this into perspective, in May of 2013, we only collected \$52,305.31. We collected more in our "Shoulder Season" month than we did in our a prime summer month LY. Staff believes the additional PR exposure from Snow and the Valentines Remaining program helped to increase awareness of Loveland as a destination. Staff has been made aware of several sports groups that visited during February but is sending out a survey to the hotels to try and gauge the cause of this significant increase.

Visitor Center - The Visitor Center continues to shine during the month of February! As of February 28th, we have had 2,338 visitors to the Loveland Visitors Center which translates into a 14% increase YTD for people count. Unaudited sales for Visitors Center show a increase of 30% for the month of February, \$6,903.19 in 2014 vs. \$5,329 in 2013. Staff credits these increases to new merchandise and merchandising efforts centered around Valentine's Day, new local merchandise and vendors.



Website/PR - Another amazing month for Visit Loveland – highlighted a lot of on-air TV time centered around the Snow event and mentions in surrounding papers. Please see attached Website PR Report for February.

E-Newsletter - The February issue of the Visit Loveland newsletter will be distributed this week, focusing on Spring Break activities, Great American Beer fest, events, retail, restaurants and more. Our distribution list continues to grow and grow – we are at over 9000 names! Sign up today at <http://www.visitlovelandco.org>

GO WEST - Staff showcased Loveland at one of the largest tourism/travel trade shows in the US. Go West Summit on February 23-27th in Seattle/Tacoma. Staff represented Loveland at the State of Colorado Caucus that occurs during the event with the CTO. We WOWED the group with our new press kits on the flash drives and our chocolate deliveries to the tour operators and receptive was well received. One of the main directives that we took away from these meetings is that we need to find more hotels that are willing to work with receptive operators to make these programs work. Staff was also educated through seminars on the latest in SEO and website practices as well as research techniques. Staff also made an effort to reach out to and prospect potential hotel chains not currently represented in the area.

Wayfinding Update - We are very excited to announce that March 4th marked the date the contractors started to erect Phase 1 of the wayfinding signage. 13 signs along 34 and 287 will go up in the next couple of weeks. Gary Light, our Visitors Center Manager was able to capture these shots of one of the signs near the Visitors Center along 34. This project has taken over a year to come to fruition. This could not have been possible without an amazing team of individuals at the City of Loveland through the leadership of Frank Hempen, Bill Hange, Shelley Aschenbrenner and Jodi Lessman and our CMC Wayfinding committee members of Justin Erion and Kurt Albers, we thank you for your input, hard work, effort and countless meetings that you have attended to make this happen. We are currently working on the I-25 signage as well as Phase 2. The committee is set to meet again on April 11.



United Airlines Hemisphere Magazine - Staff was approached by Hemisphere magazine to purchase a remnant ad space in the Hemisphere magazine for United Airlines for the month of April. Normal rack rate for a full page ad in the Hemisphere is \$57,000. This ad was offered to us at \$10,000. After much deliberation, Economic Development and Visit Loveland split the cost of this ad \$5,000 a piece. We thought that this was well worth the cost of the ad as it will reach 12.5 million passengers on 5,341 flights per day to 360 destinations in 63 countries. A truly global reach and advertisement for Loveland! We changed the URL on the website in order to track responses received from the ad. We had 24 hours to prepare the ad below. We will be getting the magazine to distribute at the Visitors Center during the month of April.



COME FOR THE CULTURE

STAY FOR THE *Adventure*

IN LOVELAND, COLORADO WE WERE BORN TO PLAY.
We cowboy up. We sculpt and paint. We toast with locally brewed craft beer 365 days a year, all with Rocky Mountain National Park as our backdrop.

Escape from the everyday in the heart of northern Colorado, only 45 minutes north of Denver International Airport and 35 minutes east of Rocky Mountain National Park.

Plan your getaway now at
www.VisitLovelandCO.com/United
1.800.258.1278

LOVELAND
COLORADO
EVERYTHING YOU LOVE

Map showing Loveland, Colorado, and surrounding areas including Fort Collins, Boulder, Denver, and Colorado Springs. The map highlights Loveland's location relative to major highways (I-76, I-25, I-70) and nearby cities. A red heart icon marks Loveland.

Photos showing people playing, a person on a horse, and craft beer.