



MEETING DATE: June 17, 2015

TO: Community Marketing Commission
 FROM: Cindy Mackin, Visitors Services Coordinator

TITLE: June 17, 2015 CMC Update

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 City of Loveland, Colorado
 Visitor's Services Coordinator
 Economic Development

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

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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 – In May 2015, we collected \$63,526.92 in lodging tax, an 13% increase from 2014.

VisitLovelandCO.com Overall we have collected \$295,989.65 to date and are trending at 8% up over LY.

Visitors Center - The Visitors Center sales were up significantly for the month of May: \$6188.85 in 2015 compared to \$4954.62 in 2014, a 25% increase. The Visitors Center traffic experienced an 14% increase for the month. 2015 saw 2,234 visitors vs. 1,967 in 2014. Staff took the initiative and has established a mobile transaction center for sales allowing the Visitors Center to sell merchandise at trade shows and booths. Beata spearheaded the effort by working with our finance department and although we cannot carry everything at the booths, the ability to have and sell merchandise has translated into even MORE sales and visitation to the Visitors Center. Several people this past weekend mentioned that they saw the booth but went to the Visitors center because they did not have their size at the booth but bought at the VC! A big thanks to our volunteers and staff at the VC for helping Beata staff these booths!



PR/Social Media - see attached report.

Website – See below for website analytics.

VisitLovelandCO

Report for the Month of May

Sessions
+ 11%

Pageviews
+ 20%

Avg Time On Site
+ 13%

Sessions Up, Higher Than 12-Month Monthly Average

[Sessions](#) were up 11% from the previous month to 8,873 sessions. That's above your 8,616-session monthly average for the last 12 months. [Organic search](#) drove the rise in traffic, growing 11% to 6,545 sessions.

Last month, your site's total pageviews increased 20% to 18,960. Similarly, your pages per session rose 8% to 2.1, which is equal to your monthly average over the past year.

On average, users spent 15.3 minutes on your [Weddings & Celebrations](#) page last month, making it the most improved for time spent on any given page for your site. Users' average duration on your [Kids Activities](#) page, however, was 24.2 minutes shorter than the month of April at 20 seconds - the biggest decrease of any page.

There were more unique users last month (up 11% to 7,745). That's also more than the same month a year ago when your site had 6,108.

Staff continues to update the new website which is set to launch at the end of June. An Update with visual presentation will be given at the June CMC meeting.

E-Newsletter - The May issue of the Visit Loveland newsletter focused on Summertime in Loveland including the Summer Top 5, Outdoor entertainment and schedules with links, Introduction to the Pro Challenge and promoting our sponsored events including Rock n Western, and the Front Range Rally. We will be working on featuring a feature hotel of the month in our newsletter starting in June. Our distribution keeps growing but please share and Sign up today at www.visitlovelandco.org.

Summer Top Five

Here are our favorite ways to kick off your summer in Loveland!



Loveland's beauty ignites a passion for travel in the minds of locals and visitors alike. Experience summertime in Loveland with scenic hiking trails, roaring rivers, horseback riding, great fishing spots and more.

- **Hike the trails:** Enjoy a self-guided stroll at Devil's Backbone Open Space, one of the most impressive geologic landmarks in Larimer County. 12 miles of trail connect [Devil's Backbone](#) to [Rimrock Open Space](#) and [Horsetooth Mountain Open Space](#) for hiking, running, horseback riding, mountain biking, wildlife viewing, observing nature, as well as enjoying close-up inspection of the rock outcrop and long vistas.

Top 10, tips and travel highlights in our 2015 Visitors guide, now available [online](#) or at the Loveland Visitors Center.



Rock'n Western Rendezvous

Immerse yourself in Loveland's rich history as a unique western destination!

Join us from May 30-31 at The Ranch, Loveland for the [Rock'n Western Rendezvous](#), an authentic western event with a modern twist!

Experience the thrill of dirt-flying WRCA Ranch Rodeo action, the horse power of the Extreme Mustang

Summer Events: Visit Loveland has been very BUSY lately with events – We have been minor sponsors of SEVERAL local destination and community events including:

Rock N Western Rendezvous – This was an event at the ranch sponsored by American Cowboy and the Colorado Lottery. Easton Corbin was the headliner and it took place May 30-31. The event also featured a professional BBQ contest and WRCA Rodeo. Of the 180 people that were surveyed at our booth 34 of them were from out of state and of the Colorado residents, 43 different cities were represented. We do not have official attendance numbers but the concert was not sold out. Staff manned a booth and sold merchandise from the Visitors Center and handed out promotional items in exchange for visitors completing a demographic survey.

Hot Cars Cool Nights: This event took place downtown Loveland on June 6th, Visit Loveland helped sponsor by providing PR and Social Media aid. The event was well attended and some stores even reported 30% increases for the day! Visit Loveland once again manned a booth and sold merchandise and gathered demographic information and emails for future email blasts and newsletters.

Pro Cycling Challenge – Staff continues to attend meetings on the Pro Challenge and to work with the USAPCC PR staff in order to send them correct messages and imaging to help promote Loveland. Staff met with the Pro Challenge on Sunday, June 7th for 4 hours to get footage for our 90 second vignette and human interest story that will appear on race day on NBC. Fyn PR and staff coordinated the shoot and got some amazing footage and local interviews of olympic trainers and riding groups at Devil's backbone, Hwy 34, Benson Sculpture Garden and Lake Loveland. NBC will edit the footage and create the 90 second vignette, but Visit Loveland will receive the footage to use at their disposal! Very exciting!



FAM TOUR MANIA! - Visit Loveland has hosted a plethora of International FAM tours as of late. Over the last month, The Colorado Tourism Office CTO has asked us to host a group of 15 Panamanians, 2 different groups of Chinese delegates including media and tour operators, the CTO German Rep and a German Media FAM. We have customized according to their interests highlights include Shopping at the Outlet malls, Benson Sculpture Garden and Horseback riding with the cowboys. These FAM tours led to very productive meetings at the International Pow Wow in Florida in Early June.



IPW International Pow Wow 2015 –

Staff was once again invited to be in the State of Colorado's booth at the largest tourism and travel trade show in the US, The International Pow Wow or IPW for their annual conference May 30 – June 4th in Orlando, Fla. This was the most well attended and successful Pow Wow in the history of the show. Over 6500 delegates from 73 countries including 1300 international and domestic travel buyers and 500 media from the US and abroad attended the show. 10 destinations throughout the state were represented in the Colorado booth this year Loveland and Fort Collins were a part of the group. In order to maximize our meetings and coverage to Northern Colorado. For the first time Loveland and Fort Collins co-op'd marketing pieces and one sheets essentially doubling our media and meeting coverage (see below) Loveland sat in over (50) 15 minute meetings with the state over the 3 day marketplace. Loveland was also represented in the states booth redesign for the CTO Colorado Tourism Office and has a 5 ft wide by 10 foot color panel of Loveland as part of their permanent booth structure that will go all over the world with the State! (See Below) Staff returned with many leads and received positive feedback from the cooperative marketing effort. Staff also worked to coordinate more hotels with receptive operator Rocky Mountain Holiday tours in order to further sell Loveland! Staff will be working with the state in the upcoming months to follow up on travel and media leads generated from the show.



NORTHERN · COLORADO

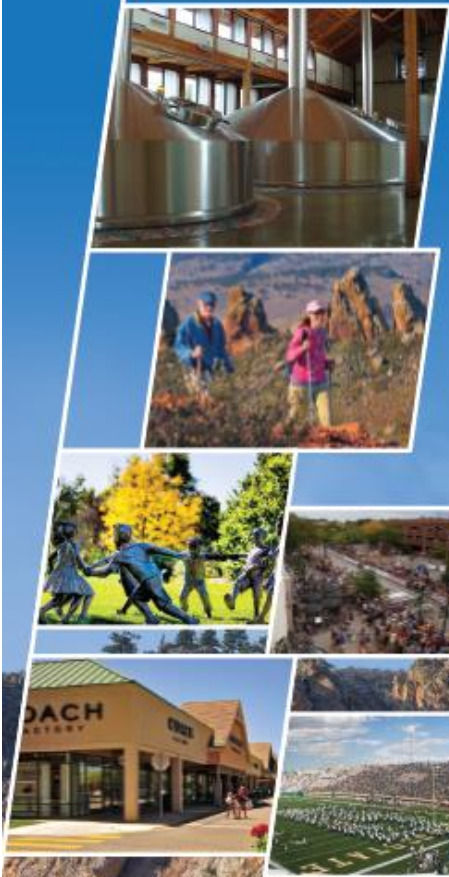
YOUR ADVENTURE *Begins*

Nestled in the foothills of the majestic Rocky Mountains, Northern Colorado is the ultimate year-round playground. Located only 45 minutes north of Denver and 45 minutes east of Rocky Mountain National Park, experience 365 days of outdoor adventure, abundant culture, the area's best shopping, distinctive landmarks and no minimum night hotel stays in Fort Collins and Loveland, CO.



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COLORADO'S CRAFT BEER CAPITOL / Anchored by New Belgium Brewing and Odell Brewing in Fort Collins, the Fort Collins/Loveland area boasts more than 23 unique craft breweries that produce more than 70% of Colorado's craft beer.

CASUAL OUTDOOR ADVENTURE / From hiking and biking, white water rafting and boating, to cross-country skiing and snowshoeing, your casual outdoor adventure begins in Fort Collins and Loveland. Visit Horsetooth Reservoir, Devil's Backbone or one of over 50 open spaces. You can even check out a bike free of charge at the Fort Collins Bike Library.

A WESTERN EXPERIENCE / Create your western adventure at Sylvan Dale Guest Ranch, Colorado's lowest elevation dude ranch and the closest to Denver International Airport. Cowboy up for a complete dude week experience or book a day of horseback riding, fishing, hayrides and more.

FUN, FREE FESTIVALS / Visit Loveland for the largest outdoor sculpture show in the U.S. or the largest Valentine's celebration in the state of Colorado. Sample award-winning craft beer at the Colorado Brewers' Festival, jam to amazing musical acts at Bohemian Nights at NewWestFest in historic Old Town Fort Collins (inspiration for Disneyland's Main Street USA), or participate in the world's largest bike parade: Tour de Fat.

CULTURE / Embrace culture at its finest in one of the nation's best small arts communities. Enjoy hundreds of pieces of public art. Visit the only permanent Zimbabwe Sculpture Park of its kind in the U.S. or Benson Sculpture Garden in Loveland. In summer, enjoy outdoor concerts every day of the week in Fort Collins and in winter experience Broadway acts at the recently renovated Lincoln Center. Winter and summer farmers' markets and artisan fairs showcase local, handmade arts and goods.

SHOPPING / Hundreds of stores await you including guilt-free shopping at the Outlets at Loveland, local boutiques in Old Town Fort Collins or downtown Loveland or national brands at the Foothills Mall, Front Range Village Promenade Shops at Centerra and marketplace at Centerra.

GET INTO THE ACTION / Cheer on the Colorado Eagles Hockey Team and the Colorado Ice Indoor Football Team at the Budweiser Events Center. Or show your team spirit by taking in a Colorado State University football, basketball, or volleyball game.

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