



**MEETING DATE:** June 20, 2018

**TO:** Community Marketing Commission

**FROM:** Cindy Mackin, Visitor Services Manager

**TITLE:** May Update

**SUMMARY:** This is a report for the month of May

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:

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**Lodging Tax** - Lodging Tax collections for May were up 14%: \$71,204 in 2018 vs. \$62,267 in 2017. This brings the year to date collections to \$307,966 which is a 9% increase over 2017.

**Visitors Center** - The Visitors Center collected \$6,464 in sales for the month of May, an 8% increase over last year. Traffic experienced an increase over 2017, from 1,441 visitors to 1,561 which is also an 8% increase.

**2018-2019 Visitor Guides** – The 2018-2019 visitor guide was completed and sent to the printer in late June. Water activities, family fun and outdoors were a big focus of this guide. The guides will be printed and available on the website in June.



**IPW Conference in Denver** – Visit Loveland staff attended the IPW conference in Denver in May. IPW is the largest travel and tourism conference in the US, bringing 6,000 people including media, tour operators, and travel agents to the conference. Staff had meetings with international buyers and the Colorado Tourism Office reps from countries all over the world. The five-day conference included various evening events which staff was able to attend to network, including an event at Mile High Stadium where Valentina made an appearance. As a sponsor of the conference, Visit Loveland received quite a lot of visibility at the events. The economic impact to the state of Colorado and Northern Colorado over the next several years is expected to be in the billions of dollars!



**Post IPW FAM Trip** – As part of Visit Loveland’s IPW sponsorship, staff got to host a 22-person FAM trip Memorial Day weekend. Half of the participants were media and the countries included Brazil, UK, Canada, China, Germany, Argentina and Australia. They visited the Benson Sculpture Park for a guided tour, horseback riding, a steak lunch and smores on the hilltop at Sylvan Dale, tastings at Sweet Heart Winery, shopping at the Outlets and Promenade Shops, dinner at Door 222, and an overnight stay at the Embassy Suites. This was one of the most engaging and productive FAM trips hosted by Visit Loveland, and we are so thankful to all the partners that made this possible. Staff has received very positive feedback from several participants.





**Tourism Rally** – Staff hosted the first partners program meeting on May 7<sup>th</sup> to discuss how Visit Loveland and businesses within the city can work together. The rally included topics on strategic PR, website, economic impacts of tourism, collaboration and communication. Over 80 people from hotels, restaurants, attractions, shops, and more attended. Door 222, MoBetta Gumbo, Grimm Borthers, Spring 44, Mary’s Mountain Cookies and Red Robin all donated food or drink items for the rally. The Ranch, Sylvan Dale, Loveland Laser Tag, Chilson Rec Center, Loveland Visitors Center and the Budweiser Events Center all donated prizes.

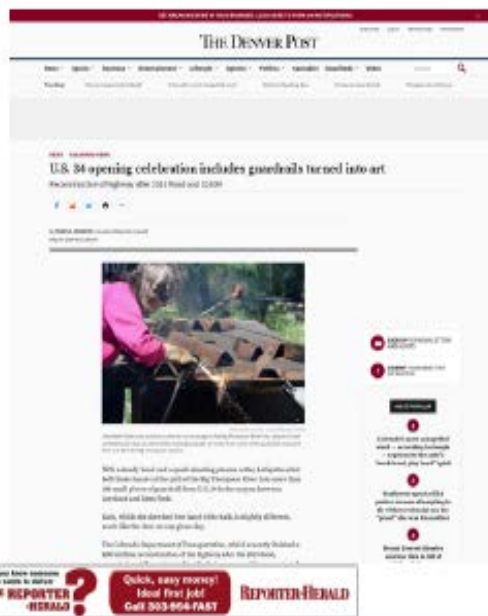




**PRSA Awards** - Both Cindy Mackin and Visit Loveland received awards at the ceremony in May in downtown Denver. Cindy was recognized as PRSA Colorado Chapter's Business Person of the Year, and Visit Loveland (along with Fyn PR) received an award for Winter Wonderlights.



**PR/Social Media** – In May, Visit Loveland was featured in more than 68 pieces of media coverage with a PR value of \$242,537 and over 49 million impressions. Coverage included 9 News, The Denver Post, Colorado Homes and Lifestyles, Westword, and more. Priorities included National Travel and Tourism week planning, IPW Conference/FAM trip, and the opening of the US 34 Big Thompson Canyon. In addition, a matching paid social co-op with the Colorado Tourism Office focused on summer vacationing in Loveland during a trip to see Rocky Mountain National Park. The posts were seen by 151,185 viewers, received 93 comments, and 4,294 clicks to the website.



**Top 10 Reasons to Expand Your Rocky Mountain National Park Vacation Through Loveland this Summer**

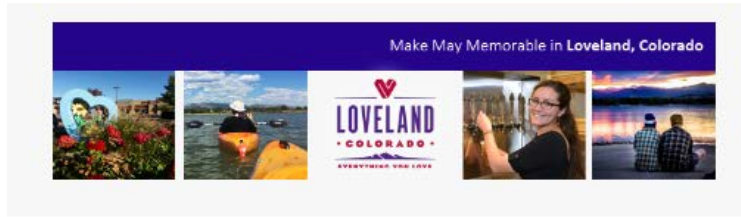


The Rocky Mountains are calling and with U.S. Highway 34 reopening between Loveland and Estes Park this Memorial Day weekend (May 24 at 4 p.m. to be exact) travelers can rediscover hidden gems, check out new offerings and stop in local mom-and-pop businesses west of Loveland and through the Canyon. Loveland's proximity to Rocky Mountain National Park (35 minutes), abundant activities, affordable hotels and easy access to fun in surrounding areas makes Loveland the ideal base camp for your Rocky Mountain adventures. As you plan your mountain summer getaway, expand your trip through Loveland with this top 10 - with a bonus.

**Outdoor Beauty and Experiences**

- Big Thompson Canyon - One of the most scenic canyon drives in the state of Colorado, the Thompson Canyon follows the river as it weaves through the Rocky Mountains up to Estes Park. It is not uncommon to see rare birds in the side of the canyon rains forests of wildlife such as

**May Newsletter** – The May newsletter focused on National Travel and Tourism week, events such as Governor’s Art Show and Tour de Pants, and the Five to Love video.



## Spring Has Spring.

Beautiful weather, gorgeous sunsets, blooming spring flowers and abundant sunshine make Loveland during the month of May an ideal destination.



### National Travel and Tourism Week

May 6-12 is National Travel and Tourism week. Stop by the [Loveland Visitors Center](#) for your free gift during that week.

[Learn more](#) about how valuable travel and tourism is to an economy and a special thank you to our visitors and front-line staff!

[Read More About The Impacts of Tourism](#)

**Advertising** – In May, staff worked with One Tribe on advertising that included Colorado Life Magazine for the July/August issue.