

LOVELAND VISITOR CENTER REPORT for 2/15/2012 CMC Meeting

- January was a brisk month, with over 250 visitors to the Center. Although this time of year we mainly see locals, we did welcome visitors from North and South Carolina, Kansas, Ohio, Pennsylvania, Kentucky, Montana, Minnesota, Missouri, Vancouver and Ontario. Total sales for the month were \$841.64. We are now fully staffed with 2 volunteers per shift to cover Monday – Friday 9am to 5pm and Saturday 9am-3pm. Making sure all shifts are fully covered continues to be time consuming, but very necessary. I do have a waiting list for spring/summer when hours of operation will increase to 8am-6pm 6 days a week and noon to 4pm on Sundays.
- I responded to 176 domestic tour operator leads provided by Tour Colorado and the Colorado Tourism Office (CTO) who attended the National Tour Association (NTA) conference held last November.
- 120 international tour operator leads were gathered by my attendance at Go West Summit last week (at no cost to the city). I have begun follow up with letters for each of those operators.
- Study tours will begin with a trip to the Rialto. Our volunteers are excited to be some of the first to see the completed project. A new venue will be chosen each month in order to keep the volunteers up to date with what's happening in the city.

Joanne Lah, Manager