



2017–2020 Visit Loveland Tourism Strategic Plan

Prepared by Visit Loveland Staff &
The Community Marketing Commission

~ Loveland's Tourism Economy has experienced tremendous growth over the past few years.

Since the adoption of the lodging tax in 2009 and the implementation of the 2011 Destination Loveland Strategic Plan, Loveland has experienced record-setting growth in lodging tax collections and has consistently achieved some of the highest occupancy rates in the state of Colorado.

Many factors contributed to this surge in growth including the introduction of the Visit Loveland brand, implementation of a comprehensive strategic marketing/public relations campaign coupled with record-setting visitation to National Parks, increased oil & gas production, and increased regional conference and group sales activity.





~ This plan will serve as a strategic roadmap for Visit Loveland and the Community Marketing Commission, and provides a foundation for future growth of tourism in Loveland/ Northern Colorado.

VISION

To uniquely position Loveland as a premier year round destination and a base camp for domestic and international visitors traveling to Northern Colorado for leisure and business.

MISSION

Strengthen Loveland's share of the Colorado travel market by promoting the unique assets of Loveland to increase visitation and maximize the economic impact of travelers.

GOALS & ACTIONS

The goals and action items are intended to guide the actions of City Staff and to inform decision making by the City Council for the next three years.



VISITOR COMMUNICATIONS

Visitor Communications refers to all forms of information provided to the visitor prior to, during or post visit.

GOAL

Strengthen and elevate the Visit Loveland brand through an integrated approach leveraging multiple communication channels to create engaging visitor communication and attract potential visitors.

ACTION ITEMS

- Develop communications strategy focusing on consistent relevant brand messaging and visual assets and making it easily accessible for our visitors as well as our brand advocates to obtain.
- Create a culture of collaboration by investing in and leveraging public/private partnerships at a regional, state and local level with key stakeholder groups.
- Strengthen and grow the Visit Loveland brand through consistent placement of traditional and digital mediums at a regional and international level.
- Implement a media relations program targeting regional and national travel writers, bloggers, influencers, magazine and broadcast programs during key seasons and events.
- Develop a communication plan to target and attract groups/conferences and niche markets. Hire staff to help facilitate this process.

FUNDING

The funding stream to support a successful strategic program was identified by the Community Marketing Commission and stakeholders as a key initiative for the strategic planning process.

GOAL

Secure and increase adequate funding source for Visit Loveland in order to accomplish strategic plan goals and initiatives.

ACTION ITEMS

- Work with regional entities and hotels to develop a special lodging tax district to market the smaller surrounding community properties, enabling Loveland to address capacity issues and target larger conference groups.
 - Research new funding mechanisms including taxing Air BNB, TBID, increasing lodging tax and/or revising the language for future use.

PRODUCT DEVELOPMENT

Visit Loveland was identified as a voyager destination marketing organization (DMO) through DMAI's diagnostic strategic planning tool.

Voyager destinations have high community support but lack tourism products and services. Therefore, product development was identified as a priority.

GOAL

Encourage development and attraction of tourism-related infrastructure to enhance visitor experience and increase visitor-related economic development.

ACTION ITEMS

- Work with public/private partners to address connectivity and transportation issues along main corridors from hotels to shopping/dining areas, conference centers and downtown district.
- Support attraction of commercial airline carriers for Northern Colorado Regional Airport through creation of strategic marketing plan/materials.
- Attract and support private event companies to produce destination and community events to enhance Visitors experience.
- Encourage and support destination visitor programming and services with key stakeholders: BEC, Ranch, Embassy Suites, Thunder Mountain, Rialto, Museum, DDA, brewery tours, passports, bike tours, etc.



VISITOR EXPERIENCE

Loveland prides itself on the friendliness of its residents and in creating a welcoming atmosphere for visitors. Consistent and positive interactions with front line personnel will increase the likelihood of repeat future visits.

GOAL

Maximize collaborations with partners and key stakeholders to develop optimal visitor experience.

ACTION ITEMS

- Create and launch a partners program in order to create brand-consistent customer experiences with front line tourism personnel in order to create brand advocates.
- Continue to develop wayfinding programs to educate and to enhance visitor experiences.
- Continue to enhance Visitors Center experiences through customer service training, enhanced visual experiences and services offered.
- Develop welcoming experiences, informational collaterals and kiosks at key portals of visitation including Benson, Museum, airport, BEC, and shopping districts.
 - Provide comprehensive and consistent information for visitors whether online, collaterals, phone apps, social media, etc., making it easy for all visitors to experience Loveland.

RESEARCH

Stakeholder input indicated that continued research was a key initiative to focus on in order to evaluate successes and gaps in our strategic planning and marketing processes.

GOAL

Develop research strategies in order to stay proactive and develop long term planning needs through ongoing analysis of qualitative and quantitative data.

ACTION ITEMS

- Define key research needs and goals (traveler profiles, origin of travelers, demographics, psychographics, geographic, EIA, event calculators, etc.)
- Use qualitative and quantitative data to make ongoing adjustments to marketing strategies.
- Create a central location for data storage and sharing industry relevant information with key stakeholders.

METRICS

Metrics are numbers that provide important information about a process under question. They provide accurate measurements about how the process is functioning and provide base for suggesting improvements.

GOAL

- Develop key metrics to define success of lodging tax (i.e. not just heads in beds).

ACTION ITEMS

- Provide monthly performance reports for key metrics to the Community Marketing Commission, city staff and stakeholders.
- Provide an annual report to the Community Marketing Commission, City Council, staff and stakeholders.

ACKNOWLEDGEMENT

We would like to acknowledge the efforts of the Community Marketing Commission and City Staff for their significant contribution to the development of this strategic plan.

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