2018 VISIT LOVELAND ANNUAL REPORT

LOVELAND
COLORADO
EVERYTHING YOU LOVE

MISSION:

Promote visitation to increase visitor spending in the Loveland economy

VISION:

Establish and promote Loveland as a world-class destination for art, leisure and business visitors

Dear Visit Loveland Tourism Partners and Community:

Visit Loveland has the distinct pleasure of marketing the City of Loveland as a premier year-round destination and base camp for domestic and international visitors traveling to Northern Colorado for leisure and business. With over 300 days of sunshine, its proximity to Rocky Mountain National Park, its endless outdoor recreation options and a thriving arts, brewery, foodie and shopping scene, Loveland has consistently been ranked as one of the top places to live, work and raise a family in the U.S.. Featured by USA Today in 2017 as one of the Most Idyllic Picturesque towns in America, the rest of the world is figuring out what we have known for quite some time… **Loveland, Colorado has EVERYTHING YOU LOVE!**

As the official tourism arm and destination marketing organization for the City of Loveland, Visit Loveland's mission is to 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. Tourism is a major economic driver for the state of Colorado. Last year the state recorded $20.9 billion in traveler spending contributing $1.28 billion in state and local taxes. Tourism supports over 171,000 jobs in the State of Colorado. While Loveland is just a small piece of this much larger tourism story, we did achieve the highest occupancy rate for the state of Colorado in 2018 at 75.7%. Our job as the destination marketing organization is to encourage these visitors through our messaging, marketing, creation and support of community and destination events to **SHOP, EAT, STAY, PLAY in Loveland!**

As you look through this report, you will see that 2018 was a record-breaking year for Visit Loveland. Lodging tax collections, media impressions, hotel occupancy, website visits, social media shares along with Visitor Center traffic and sales all soared in 2018 to their highest levels in the history of Visit Loveland. The Visit Loveland team, although small, is very mighty. You can now add award-winning to their list of accomplishments. We were thrilled when the Visit Loveland team accepted the Governors Tourism Award for "Most Outstanding Marketing Program" in the state of Colorado for our work on promoting Valentine's Season in Loveland during 2017.

As we reflect on the past year, we celebrate our successes but, more importantly, we learn from our failures and embrace change and the challenges ahead. In 2019, Loveland will have 300 more hotel rooms open and entering the market. While this growth is to be celebrated, Visit Loveland will be working even harder to fill those hotel rooms through innovative marketing strategies, creative content and story-telling that elevates the destination and the Visit Loveland brand while attracting both new and returning visitors to the **Land of Love.**

Cindy L. Mackin

Cindy Mackin
Visitor Services Manager

Highest occupancy in the state: 75.7% for 2018

LODGING TAX COLLECTED 2018

$937,950

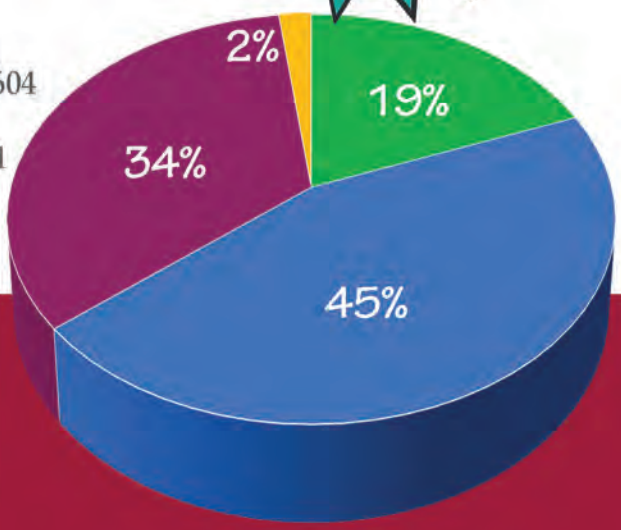
7%

$58,347 OVER 2017

VISIT LOVELAND SPENDING

TOTAL: $1,124,791

- Admin: $377,389
- Community Marketing: $510,604
- Visitor Center: $208,908
- Product Improvement: $27,891



312,000 ROOM NIGHTS

LOVELAND VISITOR CENTER

2018 SALES
$94,320
17%
$13,599 OVER 2017

2018 VISITORS
19,153
10%
1,795 OVER 2017

Top Visiting Countries: Canada, Germany, Netherlands
Top Visiting States: TX, NE, IL, CA and MN

AWARD WINNING STAFF

In 2018, Visit Loveland staff had the honor of receiveing three prestigious awards:
PRSA Silver Pick Award
PRSA Business Person of the Year Award
Governor's Tourism Outstanding Marketing Award

PRSA Award for Driving Shoulder Season, Flood Recovery Tourism to Loveland Through the Magic of Winter Wonderlights in 2017

PRSA Award for Business Person of the Year: Cindy Mackin

Governor's Tourism Conference Award for Most Outstanding Marketing Program: Valentine's Season in Loveland in 2017

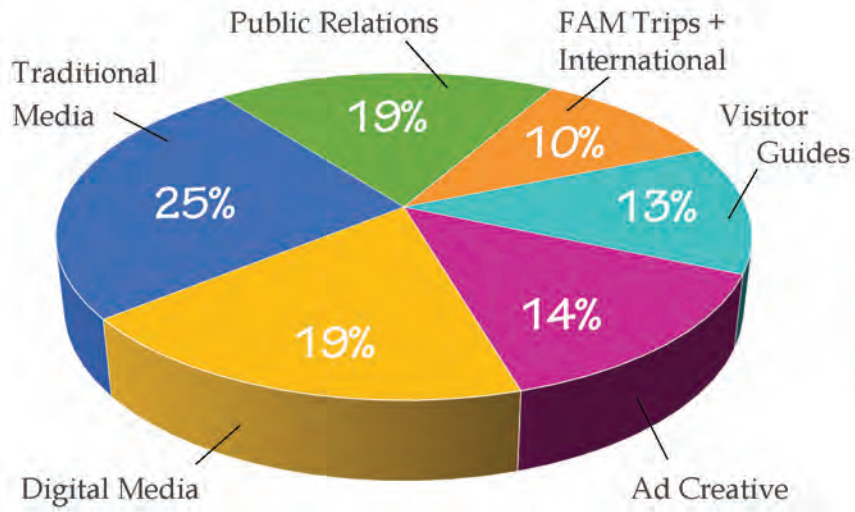
STRATEGIC MARKETING

In 2018, Visit Loveland experienced a creativity BOOM. Utilizing the talents of the One Tribe design team and Fyn PR, we created several effective advertising campaigns with a diverse media mix that proved to be very effective. Our traditional print was focused on leisure travel in summer and fall, as well as a new campaign focused on events and group marketing. We also created several seasonal campaigns which were designed to increase hotel business at a traditionally slower time of year which subsequently aligned with two of our larger destination events: Loveland Fire and Ice Festival and Winter Wonderlights. For our digital campaigns, we partnered with the Colorado Tourism Office through their statewide and national e-newsletters and their co-op social media partnerships and takeover programs. Our visitors guide continues to be a key marketing piece for Visit Loveland. In 2018 Visit Loveland printed 45,000 guides which were distributed from New Mexico to Wyoming and Kansas to Nebraska in over 500 locations. It was also in the Denver International Airport and Colorado Convention Center. This guide was streamlined and focused on promoting all of Loveland and its' authentic experiences. Seasonal campaigns and a partnership with iHeart Media for radio ads and the Colorado Eagles videoboard commercials lent additional support and promotion during the shoulder season and holidays. We also created a series of videos that were utilized on all of our social media outlets and YouTube. Visit Loveland finished out the year with an 8-week holiday campaign of 3 different TV commercials that ran on Comcast Spotlight on HGTV, Hallmark, Freeform, Disney and Nickelodeon.

VISITORS GUIDES

TELEVISION

MARKETING BUDGET ALLOCATIONS



COLORADO TOURISM OFFICE PARTNERSHIP

COLORADO
TOURISM OFFICE

294,000 distribution list

VIDEO PRODUCTION

iHeart MEDIA

RADIO

1,472 radio spots for seasonal campaigns

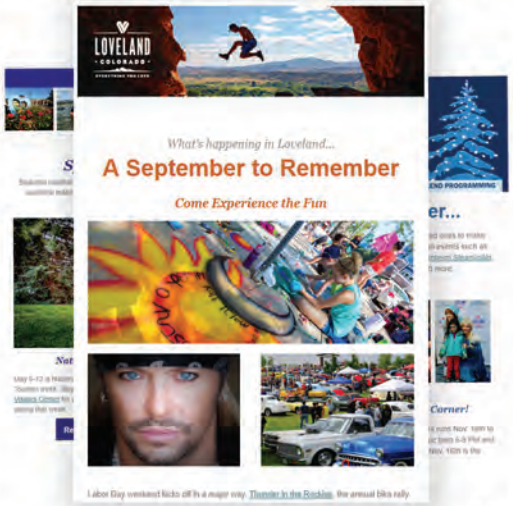
96.1 KISS FM

BIG 97.9

92.9 THE BEAR

MONTHLY E-NEWSLETTERS

25,000 distribution list, 12 times per year



PRINT ADVERTISING

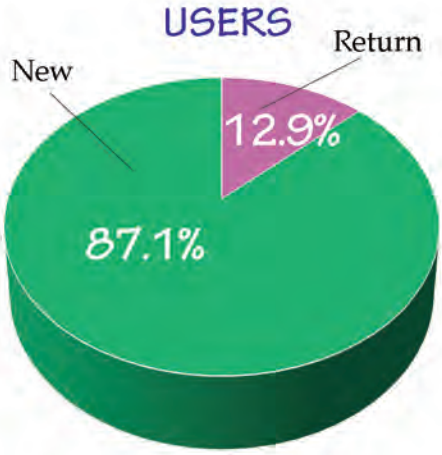
VISITLOVELANDCO.COM WEBSITE

NEW USERS
122,270
13%

SESSIONS
153,493
16%

PAGEVIEWS
261,241
6%

USERS



MOBILE
57.14% of users
69,873 total users

DESKTOP
34.86% of users
42,628 total users

TABLET
8% of users
9,799 total users

TOP 10 MOST VISITED PAGES

1. Homepage
2. Winter Wonderlights
3. Events
4. Top 10 for Kids
5. Top 10 Reasons to Visit RMNP
6. Where to Stay
7. Downtown Boutiques
8. Top 10
9. Visitors Center
10. Free Summer Concert Series

1. Denver, CO
2. Loveland, CO
3. Fort Collins, CO
4. Greeley, CO
5. Dallas, TX
6. Aurora, CO
7. Not known
8. Longmont, CO
9. Boulder, CO
10. Chicago, IL

VISITLOVELANDCO.COM

SOCIAL MEDIA SNAPSHOT

7,671 FANS
1.5 Million Impressions

1,788 FOLLOWERS
116,000 Impressions

7,330 FOLLOWERS
38,000 Engagements

Visit Loveland Colorado is at **Lake Loveland - Loveland, Colorado.**
November 11, 2018 · Loveland · Edited

Honoring all Veterans today. Beautiful photo by **Dick's Photography** as shared by **I Love Loveland** on Instagram.

Thank you is never enough. Take time on this Veteran's Day to remember why we observe this day.

#veteransday #thankyou #ilovelovel... Continue Reading

127 Likes 4 Comments

Like Comment Share

Visit Loveland Colorado is at **Rialto Theater.**
December 23 · Loveland · Edited

✨It's the most winter-full, wonderful time of the year.✨
🎄Enjoying a beautiful night in **Downtown Loveland.**
#visitloveland

105 Likes 3 Comments

Visit Loveland Colorado
December 26 · Edited

CONTEST: Want to see some Colorado Eagles action from glass seats? Your chance is here. We have a pair of tickets to give away for the January 11 game - which is also fireworks night. Enter to win: Tell us why you want to come to Loveland for the Eagles game in the comments below. We will pick and notify a winner January 8. Good luck! **#visitloveland**

20 Likes 50 Comments

Visit Loveland Colorado
June 7, 2018 · Edited

We love seeing the unique sculptures at Benson Sculpture Garden. There's so much beauty to see at this 10-acre park! // Photo: Instagrammer mavenousravenous **#VisitLoveland**

101 Likes 6 Comments

Visit Loveland Colorado is at **Benson Sculpture Garden.**
May 11, 2018 · Loveland

With over 158 sculptures, Benson Sculpture Garden is the perfect place to welcome visitors for Travel & Tourism Week. Valentina is at one of our favorite - and most photographed sculptures in the Park - Circle of Peace by Gary Lee Price. What is your favorite?

#visitloveland #travelswelcome #nttw18

24 Likes 375 Views

Like Comment Share

Visit Loveland Colorado
April 30, 2018

Who's ready for summer concerts at Foote Lagoon Amphitheater?! We know we are. Thanks for the share Instagrammer NoCoFruGal! **#visitloveland**

66 Likes 4 Comments 1.5K Views

1,317 Social Posts

PUBLIC RELATIONS SNAPSHOT

2018 PR BY THE NUMBERS

803
TOTAL MEDIA HITS

COVERAGE HIGHLIGHTS
Everyday Show, Costco Connection, Global Traveler, FOX 31, Expedia Travel, 5280, Denver Post, USA TODAY, Channel 9, NOCO Style, Denver's Best, Good Day Colorado, Denver 2, COCO, Fort Collins Coloradoan, Denver Post

11
LIVE TV SEGMENTS ON DENVER TV NEWS STATIONS

1,498,341,506
TOTAL MEDIA IMPRESSIONS

$4.25 Million
IN AD VALUE

1 GROUP PRESS TOUR
13 INDIVIDUAL JOURNALISTS
8 DIFFERENT COUNTRIES

$117 per $1
RETURN IN AD VALUE FOR MEDIA/PR PLACEMENT

40
DESKSIDE MEDIA MEETINGS
DENVER, COLORADO SPRINGS, GREELEY, FORT COLLINS, CHEYENNE WY

PARTNERSHIPS

Visit Loveland is so grateful for all of the amazing partnerships and the strong community support it has received in 2018! TOGETHER we have moved the tourism needle. MORE and MORE people are discovering Loveland as a true destination through its arts, events and conferences. Visit Loveland is proud of the following partnerships and sponsorships in 2018:

EVENT SPONSORSHIPS

- Fire & Ice
- Loveland Sweetheart Classic 4 Miler
- National Travel/Tourism Week Rally
- Colorado Eagles Hockey
- Tour De Pants
- 4th Street Gallery
- Sculpture in the Park
- Art in the Park
- Corn Roast Festival
- Front Range Rally
- Loveland Loves BBQ Bands & Brews
- Live Loveland
- Cherry Pie Festival
- Pastels on 5th
- Loveland Art Studio Tour
- Winter Wonderlights
- Centerra's NYE Festival
- Loveland Group Wedding

LOCAL PARTNERSHIPS

- Loveland "Partners" Program
- Live Loveland
- Larimer County Fairboard
- DDA/LDP
- Loveland Chamber
- Loveland Hotel Association
- Thompson School District Presentations to schools
- Economic Development Business Appreciation Breakfast
- Loveland Groups/Conferences Marketing Committee
- Loveland Visitors Center Volunteers

REGIONAL PARTNERSHIPS

- CSAE: Colorado Society of Association Executives
- MIC: Meetings Industry Council of Colorado
- Visit Denver Partner
- Visit Northern Colorado Partner
- Front Range Region Grant Recipient
- Destination Colorado Board Member

IPW 2018

Sponsored and attended IPW – The largest Travel Trade Tourism show in the United States

NATIONAL AND INTERNATIONAL PARTNERSHIPS

Hosted 13 Travel Trade/Media FAM trips with the Colorado Tourism Office with visitors from 12 different countries including China, Canada, Japan, UK, Germany, Australia, Italy, Argentina, Ireland, Iceland, Scotland, Mexico.

STATE PARTNERSHIPS

- Member of CADMO: Colorado Association of Destination Marketing Organizations
- Member of TIAC: Tourism Industry Association of Colorado
- TIAC State Legislative Reception sponsor
- Served on State/Regional Branding Steering committee
- CTO Social Media takeover partnerships on Facebook and Instagram

GROUPS, MEETINGS & CONFERENCES

96 RFP's received

4 Meeting planner site visits

2 Financially supported groups

13 Professional meetings attended

6 Advertisements (online and print)

8 Tradeshows, conferences and events attended

2018 was a banner year for Visit Loveland's Group Sales arm. As the first full year with Chris Bierdeman, who is dedicated to marketing to groups and conferences, Visit Loveland was able to make new strides towards strengthening its reach and impact in this critical market segment. Regular monthly meetings were established with primary event partners at the Embassy Suites and The Ranch Events Complex as an impetus to foster mutually beneficial relationships and to better position the Visit Loveland brand for the meeting and events market through collaboration efforts in person, online and at industry events. Chris hit the road hard in 2018, attending over 20 industry events throughout the year, and for the first time ever, Visit Loveland participated in two national meetings industry trade shows, Cvent Connect and IMEX in Las Vegas, NV.

Plan Your Meeting

Chris Bierdeman
Group Sales Coordinator
(970) 962-2602
chris.bierdeman@cityofloveland.org

LOVELAND
COLORADO

VisitLovelandCO.com/CME

VISIT LOVELAND STAFF

Kelly Jones	Director
Cindy Mackin	Visitor Services Manager
Gary Light	Visitor Center Manager
Beata McKee	Marketing Coordinator
Chris Bierdeman	Group Sales Coordinator
Nina Naylor	Visitor Center Clerk/Cashier
Linda Shafer	Visitor Center Clerk/Cashier
Ron Conner	Visitor Center Clerk/Cashier
Brenda Glover	Visitor Center Clerk/Cashier
Karen DiNoia	Visitor Center Clerk/Cashier
Valentina	Official Mascot

25 Visitor Center Volunteers

COMMUNITY MARKETING COMMISSION

The Community Marketing Commission's role is to advise and make recommendations to the City Council on the use of the lodging tax revenue. 2018 members:

DAVE CLARK
Council Liaison

TOM DWYER
Chair

MIKI ROTH
Vice Chair

KURT ALBERS
Commissioner

LAURA COALE
Commissioner

JONATHAN COCEK
Commissioner

CHRISTINE FORSTER
Commissioner

MEREDITH SISS
Commissioner

PEGGY ZIGLIN
Commissioner

thank you

A sincere thank you to the Community Marketing Commission, City Council, City of Loveland, and all of our partners for another successful year!

LOVELAND
COLORADO
EVERYTHING YOU LOVE

WHEN YOU
LOVE WHAT YOU DO

You make things possible
in a whole new way.

Congratulations Cindy Mackin on your
Businessperson of the Year Award win!

Because of you, Everything You Love in Loveland is in reach!

From your City of Loveland Team and Fyn Public Relations | www.VisitLovelandCO.com

VisitLovelandCO.com

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