



MEETING DATE: February 18, 2015

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

TITLE: February 18, 2015 CMC Update

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

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VisitLovelandCO.com

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 January 2015, we collected \$55,524.56 in lodging tax, a 28% increase from 2014.

Visitors Center - The Visitors Center sales were up for the month of January: \$6,635.50 in 2015 compared to \$5,458.70 in 2014 – a 22% increase. The Visitors Center traffic experienced a 13% increase for the month. 2015 saw 1,127 visitors vs. 1,001 in 2014.

PR/Social Media - see attached report

E-Newsletter - The January issue of the Visit Loveland newsletter was distributed the last week of January and focused on Valentine's Day in the Sweetheart City. Among activities and events mentioned were the Loveland Fire and Ice Festival, tour and dining packages, and brewery creations. Also included were USAPCC and upcoming shows at the Budweiser Events Center and Rialto Theater. Sign up today at www.visitlovelandco.org.

Fire and Ice Festival 2015 – A full report will be presented at the CMC meeting

Chinese FAM Trip – see attached one sheet





Go West Conference – Staff attended the Go West Conference at the Broadmoor in Colorado Springs. Go West is one of the largest tourism/travel trade shows in the US. Staff took new collateral material, chocolates, and updated press kits which were loaded on heart-shaped USB drives. Staff had over 40 one on one meetings scheduled with tourism delegates from all over the world. An update will be provided at the CMC meeting.

LOVELAND • COLORADO

YOUR ADVENTURE Begins

Nestled in the foothills of the mountains just 45 minutes north of Denver, Loveland is hailed as the Gateway to Estes Park and Rocky Mountain National Park and to the heartland to all northern Colorado adventures. Ready to shop 'til you drop? Loveland is northern Colorado's premier shopping destination. Saddle up for a Western experience and explore unforgettable memories at Seven Mile Guest Ranch. Sip award-winning craft beer at one of Loveland's taprooms, distilleries and wineries. Embrace your artistic side and tour one of Loveland's unique sculpture parks, Benson Sculpture Garden and Chippewa Sculpture Park. Loveland, Colorado has everything you love.

VisitLovelandCO.com/GroupTours • Visitors Center • 970.662.3882 • 1-25 at US 34 • Loveland Ext 257

SHOPPING

Ready to shop 'til you drop? In the heart of northern Colorado, Loveland has shopping for everyone. Try the Outlets at Loveland, Promenade Shops at Centerra and The Marketplace at Centerra or head downtown and find a variety of stores for shopping you love.

LIQUID THERAPY

Loveland is an emerging craft brewery hot spot with seven breweries, three award-winning distilleries and wineries. Call NoGo Short Bus Tours, a local brewery tour bus, to give you the craft beer experience you are looking for.

GET WESTERN

If you are looking for an authentic western experience without the high altitudes of Colorado's Rocky Mountains and with close proximity to urban activities, look no further than Sylvan Dale Guest Ranch. Complete with horseshoe riding, hay rides and fishing, come and 'Get your Cowboy on' in Loveland.

EXPLORE

- Rocky Mountain National Park
- Benson Sculpture Park
- Chippewa Sculpture Park
- Sylvan Dale Guest Ranch
- Loveland Museum Gallery
- Health Theater Center
- Radwester Events Center
- Chisoon Recreation/Senior Center
- Loveland Sports Park/Skate Park
- 17.5 Miles of Recreation Trail
- 31 City Parks
- Brewery/Distillery/Winery Tours
- Bonnie Family Tours
- 3 Unique Shopping Districts
- 3 Golf Courses + 1 Mini-Course
- Mountain Biking
- Guided Fly Fishing Trips
- Paddlesporting
- Royal Lake State Park
- Lake Loveland Swim Beach
- Horseshoe Riding
- 28 Natural Areas/Open Spaces

Download itineraries including Loveland's Top 10 attractions now at www.VisitLovelandCO.com/GroupTours

For more information, please contact:

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