



MEETING DATE: March 18, 2015

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

TITLE: March 18, 2015 CMC Update

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

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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 February 2015, we collected \$55,385.28 in lodging tax, a 1% increase from 2014. Overall we have collected \$110,909.84 to date and are trending at 13% up over LY.

Visitors Center - The Visitors Center sales were up significantly for the month of February: \$10,824.21 in 2015 compared to \$6,803.19 in 2014 – a 59% increase. The Visitors Center traffic experienced a 31% increase for the month. 2015 saw 1,756 visitors vs. 1,337 in 2014. New local merchandise, excellent sales staff, 400 more visitors and a growing awareness from the public that we are the destination to purchase their Valentines gifts led to this HUGE increase!

PR/Social Media - see attached report – Great exposure from Fire and Ice!

Website – We have started to get analytic reports on our website which will be presented in the monthly staff report.

VisitLovelandCO Report for the Month of February

Sessions

Pageviews

Bounce Rate

+ 69%

+ 43%

- 14%

Sessions Increase, Far Exceed Yearly Average

Sessions were up 69% from the previous month to 13,549, which is more than your annual 8,658-session monthly average. The rise in traffic was driven by organic search, growing 51% to 9,170 sessions.

Your site's pageviews were up 43% last month to 25,222. Pages per session were down 16% to 1.9, but in line with your monthly average of 2.1 for the year.

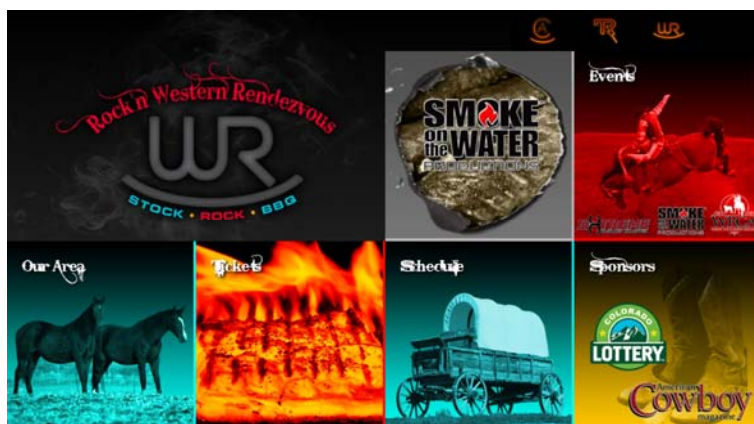
Last month, the number of unique users for your site grew to 10,982, a 58% increase. This is more than your site's monthly average of 7,473

****We are currently working on our new website with a targeted launch date of May 2nd – National Tourism Week and also the Visitors Center Summer Open House! Responsive design, Video, Instagram, itineraries, Improved calendar, easier to navigate, cleaner overall design are just SOME of the features of the new site...Get excited. We are also working with Blizzard on an overall marketing plan to increase SEO to the site.**

- **E-Newsletter** - The February 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 My Big Date Night promotion and shows at the Budweiser Events Center and Rialto Theater. Our distribution keeps growing but please share and Sign up today at www.visitlovelandco.org.



- **Loveland Visitors Guide** – A large amount of staff time has been spent re-creating copy/finding new photos and planning for the release of the new 2015/16 Loveland Visitors Guides, set to debut on May 2nd at the Visitors Center Summer Kick off party. The new guide is a collaboration with Colorado Life. Ad sales have been great and the new partnership in which the book pays for it's printing is a WIN WIN for all.
- **Pro Cycling Challenge** – Staff has been in many meetings associated with the USAPCC's return to Northern Colorado for Stage 6 on August 22nd. Staff is heading up the efforts to produce a VIP patron party in Downtown Loveland once again as well as co-chair the PR/Marketing LOC committee for the event. Route announcements should come at the end of March!
- **Rock'n Western Rendezvous Sponsorship** – <http://www.rocknwr.com/>
Visit Loveland will be sponsoring the new Rock'n Western Rendezvous coming to The Ranch on May 30-31st. It is a 2 day western event with a modern twist. WRCA Rodeo, Extreme Mustang Makeover, headlining concerts, high end western style mercantile, and a professional BBQ competition with \$35,000 in prize money make for a destination event that Loveland is proud to promote! American Cowboy Magazine, The Colorado Lottery, and Smoke on the Water Productions are the major sponsors of the event.



- **ADS ADS EVERYWHERE ARE OUR ADS...**

COLORADO MEETINGS AND EVENTS

PLAN YOUR NEXT MEETING IN THE HEART OF CULTURE AND Hospitality

Experience Northern Colorado's premier location for your next meeting or event: Loveland, Colorado.

- Over 400,000 square feet of meeting and event space
- Budweiser Events Center and the Ranch Complex located off I-25
- #1 Embassy Suites in the world, with the 3rd largest ballroom in Colorado
- Conveniently located 45 minutes north of Denver and 35 minutes to Rocky Mountain National Park

See VisitLovelandCO.com/Meetings for more information.

LOVELAND COLORADO
EVERYTHING YOU LOVE

CERTIFIED FOLDER DISPLAY ACTIVITY GUIDE – DISTRIBUTED 125,000 IN 6 STATES

LOVELAND • COLORADO
YOUR ADVENTURE Begins

Cowboy up. Find the keyhole. Embrace majestic sculpture. Shop 'til you drop. Indulge in liquid therapy 365 days a year, all with Rocky Mountain National Park as your backdrop.

Your adventure begins in the heart of northern Colorado, only 45 minutes north of Denver International Airport and 35 minutes east of Rocky Mountain National Park. Plan your getaway now at www.VisitLovelandCO.com

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EVERYTHING YOU LOVE

Visit VisitLovelandCO.com/Activity
Visitors Center • 970.667.3882
I-25 at US 34 • Loveland Exit 257

ARTSOURCE COMBO AD WITH CULTURAL SERVICES



LOVELAND · COLORADO

YOUR CULTURAL ADVENTURE *Begins*

Home to the largest outdoor sculpture show in the U.S. and named one of the top five art towns in America, Loveland has culture you love and so much more. With a world-renowned public art collection, a nationally accredited art and history museum and a 1920's historic theater, the arts are an integral part of Loveland's culture. Ride a crocodile at Bearson Sculpture Garden, or find yourself center stage at the Rialto Theater Center and the Budweiser Events Center. Expand your adventure and find the keyhole while hiking or biking at Devil's Backbone. Discover your inner cowboy while horseback riding through Colorado's foothills. Shop until you drop at one of our many shopping centers, outlets or unique boutiques, or find liquid therapy at one of Loveland's microbreweries or distilleries. Your cultural adventure begins in Loveland, Colorado.

Visit LovelandCO.com/ArtSource - Visitors Center - 970.667.3882 - I-25 at US 34 - Loveland Exit 257






BACK COVER COLORADO LIFE MAY/JUNE



LOVELAND · COLORADO

BORN TO *Play*

With the sun on your skin and the fresh Colorado air soaking into your lungs, Loveland is truly a traveler's paradise, no matter what you love. This summer, dance and sway to live music under the stars. Immerse yourself in culture. Cheer on America's race. Get Western, or create YOUR summer of awesome. Whatever you do, discover, rejuvenate and play.

Escape from the everyday in the heart of northern Colorado, only 45 minutes north of Denver.

Visit LovelandCO.com/Summer

LOVELAND COLORADO
EVERYTHING YOU LOVE

VISITORS CENTER
970.667.3882
I-25 at US 34 / Loveland Exit 257








Fox to Lagoon Concert Series
Thursdays 6/25 - 7/30 7-9pm

Rock N Western Rendezvous & The Rodeo
5/30 - 5/31

Larimer County Fair and Rodeo
7/31 - 8/4

Sculpture in the Park
8/8 - 8/9

Loveland Fine Art & Wine Invitational
8/7 - 8/9

USA Pro Cycling Challenge - Stage 8
8/22