



MEETING DATE: April 15, 2015

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

TITLE: April 15, 2015 CMC Update

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

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 March 2015, we collected \$57,106.94 in lodging tax, an 8% increase from 2014. Overall we have collected \$168,016.78 to date and are trending at 11% up over LY.

**Visitors Center** - The Visitors Center sales were up significantly for the month of March: \$3,118.66 in 2015 compared to \$2,561.20 in 2014, a 22% increase. The Visitors Center traffic experienced an 18% increase for the month. 2015 saw 1,017 visitors vs. 863 in 2014. Staff also made some changes/upgrades to the center by adding new slatwall on the backwall of the Visitors Center thus increasing the amount of merchandise we can carry and making it user friendly for customers. We also approved adding new security cameras for safety and security of our staff and guests.



**PR/Social Media** - see attached report.

**Website** – See below for website analytics.

Sessions

- 40%

Pageviews

- 32%

Bounce Rate

+ 25%

Sessions Down After Record-High Traffic The Month Prior Your site [traffic](#) dropped 40% last month to 8,114 sessions, right after reaching your highest number of sessions in the last 12-months a month earlier. The decline in traffic was a result of decreased sessions from [organic](#)

[search](#), which slid 31% to 6,353 sessions.

Among all your pages, [Loveland Colorado - Everything You Love](#) had both the highest bounce rate (17%) and the most pageviews (3,297) last month. Users navigated to more pages during their session last month. Your site had fewer total pageviews, down 32% to 17,159. Pages per session were up 14% to 2.1 and equal to your 12-month monthly average.

Staff is gearing up to launch the new responsive site on May 2<sup>nd</sup> at the Visitors Center Open house and the start of national Tourism week! Here's a sneak Peek of the new look.



- **E-Newsletter** - The March issue of the Visit Loveland newsletter was distributed the third week of March and focused on planning a spring getaway. A top 5 seasonal guide included family-friendly events, outdoor activities, arts and culture, shopping, and dining, with a special section dedicated to warm weather patio restaurants. In addition, the newsletter mentioned Colorado Craft Beer Week and a springtime special at Sylvan Dale Guest Ranch. Our distribution keeps growing but please share and Sign up today at [www.visitlovelandco.org](http://www.visitlovelandco.org).



- Loveland Visitors Guide** – We are VERY excited to announce that the 2015/16 has gone to the printer! We were very pleased to partner with Colorado Life on the production of our signature marketing piece and guide. Taking our cues from the State of Colorado's Guide, we analyzed the guide and tweaked it's content to speak to the needs and requests of our visitors, making it very photo heavy and story telling/inspirational. Staff directed a photo shoot at Sylvan Dale for the cover art expanding on our theme... Loveland, CO – Your Adventure Begins. New features of the guide include a new top 10 Kids list of things to do as well as an updated and expanded Calendar have resulted from our feedback we received on the guide. With our new partnership, out of pocket costs for this years guide are approximately \$3500 vs. the over \$31,000 spent on last years guide. We will be printing 85,000 guides this year! Thank you to everyone for their help in pulling this information together. The guide will be distributed at the Visitors Center Open House on May 2<sup>nd</sup>.



- Pro Cycling Challenge** – Staff continues to attend meetings on the Pro Challenge and to work with the USAPCC PR staff in order to send them correct messages and imaging to help promote Loveland. Staff is currently working towards producing our 90 second vignette with NBC who will come out to film the segment in June. The 90 second vignette will appear during the LIVE TV coverage of our stage on August 22<sup>nd</sup>.
- DMAI Training and Certification** – Staff attended a three day course on Strategic planning and marketing for DMO's Destination Management Organizations, in Washinton DC with CVB Presidents from around the US. Of particular interest in the new model the DMO's are going to with their Marketing Strategies as well as new proposed TBID funding models. Staff needs to complete one more course and elective and thesis paper in order to become a certified Destination Management Executive, the highest acheivable designation within the DMAI structure.