



2022-27

STRATEGIC PLAN

Presented by Visit Loveland Staff &
The Community Marketing Commission
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LOVELAND: YOUR BASECAMP FOR ADVENTURE

HISTORY OF VISIT LOVELAND

Since the adoption of the lodging tax in 2009 and the implementation of the first 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 focus on regional conference and group sales activity.

During the pandemic, Visit Loveland had to pivot, two years later we are still in recovery mode, but are cautiously optimistic about the future of travel in Loveland as we have set the table for success. 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 for the next five years.

Mission & Vision

► Statements

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.

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.



 **LOVELAND**
• COLORADO •

VISIT LOVELAND

STRATEGIC PILLARS

After significant stakeholder engagement and Community Marketing Strategic planning sessions, Visit Loveland developed the following 5 areas of strategic focus, they include:

5 PILLARS



FUNDING
Increasing and securing dedicated funding



DATA
Using metrics and research to be a more effective DMO



COMMUNICATIONS
Elevating the Visit Loveland brand and story



PRODUCT DEVELOPMENT
Encouraging development of services and attractions



EXPERIENCE
Focus on Visitor's experience from start to finish

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FUNDING

Increasing and securing additional funding streams in order to bolster Visit Loveland's presence in the market was identified by the CMC and stakeholder groups as the number one priority in the 2022-27 strategic plan.

GOAL

Secure and increase adequate funding source for Visit Loveland in order to accomplish strategic plan goals and initiatives while having the funding to increase marketing initiatives while supporting additional staff.

ACTION ITEMS

Research and pursue additional funding mechanisms including:

Tourism Business Improvement District

Sponsorships/Advertising opportunities for events & website

Special Lodging Districts including surrounding communities

General Fund monies to offset overhead and staffing costs

Increasing lodging tax through vote with 1% going to tourism related infrastructure opportunities

Grant opportunities

Regional Partnerships



DATA

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

GOAL

Utilize the new mobilytic software that Visit Loveland acquired to evaluate and create visitor profile studies and produce data driven strategies in order to attract and retain more high value visitors.

ACTION ITEMS

Create and produce data driven reports to inform, educate and advocate for the importance and relevance of the tourism economy to stakeholder groups.

Establish and create annual report to give to stakeholders and city council

Establish relevant metrics for evaluation for success: ADR, Occupancy, lodging tax collections, conferences, RFP's, number of visitors.

Create advocacy toolkit using data to more effectively "tell the story" of tourism as an economic driver.

Use mobilytic data to help elevate and educate tourism and city partners about their users/audience and customers



COMMUNICATIONS

Communications was identified as a strategic pillar. In this instance it refers to all forms of information provided to the visitor prior to, during or post visit.

GOAL

Develop an official communication and media relations strategy which works to educate locals on attractions and events while strategically messaging regional, national and international visitors about Loveland the basecamp for their adventures.

ACTION ITEMS

Strengthen and grow the Visit Loveland brand through consistent targeted placement of traditional and digital mediums

Update website and curate new and relevant content & hire dedicated digital staff

Create local tourism educational and advocacy opportunities at Visitors Center and community events

Focus media relations program targeting travel writers, bloggers, influencers, magazine and broadcast programs during key seasons and events.

Commit to long term initiatives that develops awareness and competitive positioning for Visit Loveland.



PRODUCT DEVELOPMENT

Visit Loveland was identified as just on the cusp of a trailblazer destination when it was evaluated through DMAI's diagnostic strategic planning tool. Trailblazers have high community support and infrastructure however, lack iconic destination attractions, therefore, Product Development was identified as a key pillar to focus on.

GOAL

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

ACTION ITEMS

Areas of focus for product development include:

Supporting, attracting and marketing the Northern Colorado Regional Airport as a hub of travel in Loveland.

Work with Public/ private entities to address transportation issues along corridors, moving people around Loveland from City Center to Hotels and Conference areas as well as regional transportation to National Park areas.

Work to attract tourism related services and business that enhance the visitors experience.



EXPERIENCE

Loveland prides itself on the friendliness of its residents and in creating a welcoming atmosphere for visitors. Consistent and positive interactions with locals, front line personnel and the ease at which they can travel throughout the destination increases the likelihood of return visitors.

GOAL

Create an arsenal of information in order to provide the best visitor experience possible.

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

Purchase kiosks, additional wayfinding to educate visitors and direct them to attractions within Loveland.

Continue to grow and invest in the Visitors Center as the gateway to the city. Enhancing services and local offerings.

Work with private/public partners to create placemaking opportunities to enhance visitor experience and beautify entry corridors.



It All Starts With a Visit

"If you build a place where people want to visit,
you'll build a place where people want to live.
And, if you build a place where people want to live,
you'll build a place where people have to work.
If you build a place where people want to work,
you'll build a place where business wants to be.
And, if you build a place where business wants to be,
you'll have built a place where people want to visit.

- Maura Gast



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