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2022

ANNUAL REPORT

2022 introduced the first full year of the Fort Collins Tourism Improvement District. The first half of the year was a gathering of momentum and Covid recovery, the second half, an upward trajectory with increased hotel occupancy.

With twenty-two members in the district, and a service agreement in place with Visit Fort Collins, the district supports two additional dedicated team members specifically assigned to sales activities. This has significantly increased the ability to participate in new initiatives, trade shows, sales missions and to grow long term relationships.

The Fort Collins Tourism Improvement District is supported through its own board of directors and strategic business plan.



MARKETING HIGHLIGHTS

Visit Fort Collins was awarded \$175K from the CTO Tourism Recovery Marketing Grant Program.

This grant will have an emphasis on Rebuilding for Resiliency. Visit Fort Collins was one of seven awarded organizations, and this is the largest award Visit Fort Collins has received in its history.



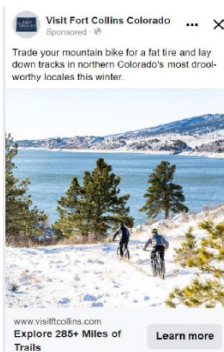
VISIT FORT COLLINS CYCLING CAMPAIGN

Visit Fort Collins received a Marketing Matching Grant from Colorado Tourism Office to create and market a campaign focused on the breadth of cycling options available in the area.

A four-season cycling-focused campaign using social media, video pre-roll and printed guides resulted in

2.6 million
IMPRESSIONS

WEBSITE TRAFFIC



COLORADO TOURISM CO-OP ADVERTISING

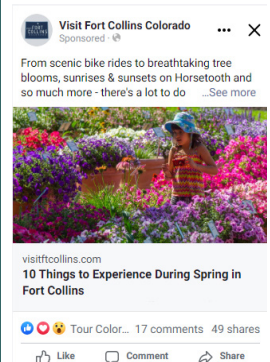
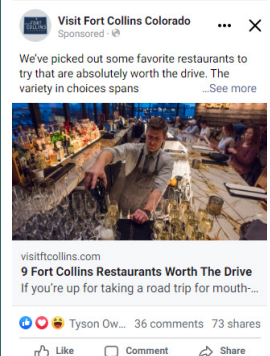
Co-op advertising with Colorado Tourism Office included seven months of e-newsletters, Colorado.com native ads, Colorado.com welcome leads, video pre-roll and a print ad in the Love, Colorado publication. Efforts resulted in:

40,240
PAGE VIEWS

1,218,141
IMPRESSIONS

PAID SOCIAL

5.5 million
IMPRESSIONS



LEISURE SALES HIGHLIGHTS

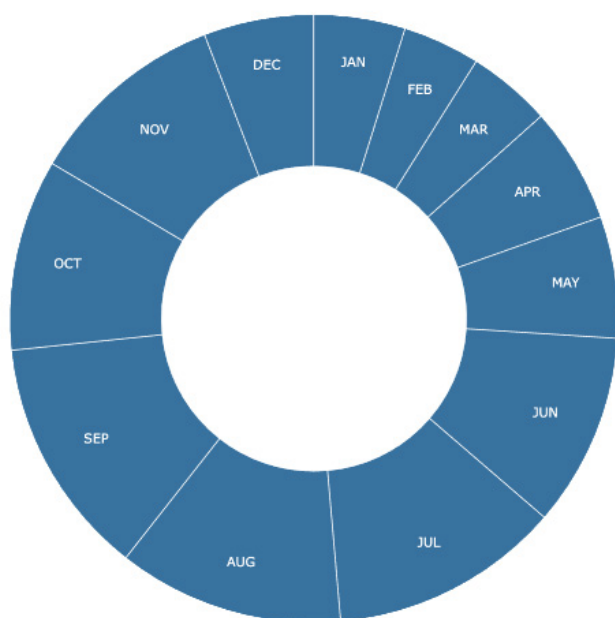
- Hosted Tour Colorado annual membership meeting with forty destinations and tour company representatives in attendance.
- Attended IPW in Orlando, FL, where team members participated in over 30 appointments with international tour operators and media.
- Hosted nine International tour operators and media throughout the year to expand awareness of Fort Collins as an international destination.



For the first time since 2019, Visit Fort Collins accompanied the Colorado Tourism Office on two sales missions in the UK, Germany and Switzerland.



2022 TID Collections



JAN	\$ 72,957.00
FEB	\$ 62,229.42
MAR	\$ 67,458.34
APR	\$ 93,347.62
MAY	\$ 97,127.80
JUN	\$ 155,792.69
JUL	\$ 185,680.36
AUG	\$ 181,162.00
SEP	\$ 192,656.09
OCT	\$ 153,441.43
NOV	\$ 160,886.24
DEC	\$ 88,319.07

The Fort Collins Tourism Improvement District exceeded year one expectations. Initial projections were estimated at \$800K.

Total fee collections for 2022 were \$1,511,556.

Strategic planning with targeted investments helped the district continue to grow, increasing business opportunities with sales, marketing, public relations and employee capital.

SALES HIGHLIGHTS



TRADE SHOWS

8

trade shows attended throughout the U.S.

2,500+

engaged trade show attendees

3

markets represented: sports, corporate and association

130+

individual meeting and event planner appointments



SALES TEAM UPDATES

Visit Fort Collins welcomed **Bri Seifert** and **Marci Kurronen** to the sales team. Connect with them at bri@ftcollins.com and marci@ftcollins.com for meeting and conference opportunities.



WON THE BID TO BE THE **HOST CITY** FOR THE 2023 GOVERNOR'S TOURISM CONFERENCE.

The Colorado Governor's Tourism Conference is an annual three-day event for tourism professionals and industry leaders to learn and network. Participants assess current activities and find new approaches to market the state, locales, and businesses. **This will be the first time the conference is hosted in Fort Collins with 500 expected in attendance.**

PUBLIC RELATIONS HIGHLIGHTS



VISIT FORT COLLINS ACHIEVED A
RECORD HIGH AD EQUIVALENCY OF
over \$8.9 million

FEATURES INCLUDING ...

EAT AND DRINK

11 New Bars, Restaurants, and Breweries to Check Out in Fort Collins

From a cart serving elk sausage brats to a French bakery and bistro, these spots are well worth the drive up I-25.

EAT AND DRINK

16 of the Best Northern Colorado Breweries

From Greeley to Fort Collins to Loveland, venture up north to sip some of Colorado's best craft beers.

BEST STARTUP

BEST COLORADO COMPANIES AND STARTUPS

TRAVEL+LEISURE

TRIP IDEAS TRAVEL GUIDES WORLD'S BEST TIPS + PLANNING CRUISES TRAVEL PRODUCTS NEWS ABOUT US SUBSCRIBE

TRIP IDEAS > WEEKEND GETAWAYS > GETAWAYS FROM DENVER

This Colorado City Was the Inspiration for Disney's Main Street, U.S.A. — and It's Still As Enchanting As Ever

What to eat, do, and see in Fort Collins.

By [Kathryn O'Shea-Evans](#) Published on July 30, 2022

Advertisement

DELTA SKYMILES

WHEN YOUR MILES GROW, SO DOES

LPs, Vitamix blenders and potted plants: How hotel libraries are getting creative

By Bailey Wang
February 24, 2022 at 12:00 p.m. EST

Comment 4 0:00 Article Share

The *Elizabeth Hotel* in Fort Collins, Colo., has a library — but it's probably not the kind you'd expect.

It's an instrument library, and from it, guests can check out some of the finest stringed instruments, keyboards, amplifiers and accessories (such as headphones and tuners) on the market, all free, to live out their rock star fantasies.

"We hope that by providing guests these top-tier instruments that it creates a memorable trip," said Audrey Hardy-Lenhart, the hotel's director of sales and marketing. "And that hopefully they come back and see us again or at least tell their friends about it because it was such a unique experience."

Although the words "lending library" may initially bring to mind books, more hotels are getting creative with loaner programs, offering musical instruments, movies, houseplants, outdoor gear and more. It's a move they hope will create buzz about their property, provide novel ways to explore the local community and appeal to guests who aren't as keen on hanging out at the hotel bar.



The Washington Post

5280 DENVER'S MILE HIGH MAGAZINE

& WORLD REPORT
U.S. News

**TRAVEL+
LEISURE**

YS yellowscene
MAGAZINE

denver life
magazine

VISITOR SERVICES HIGHLIGHTS

Visit Fort Collins manages two welcome centers. The **Colorado Welcome Center** located at Prospect Road and I-25 welcomes international and domestic guests. The **Visit Fort Collins Welcome Center** is in downtown Fort Collins, located on Mountain Avenue. Visitation at both locations continued to rebound in 2022.

Visitor Services also facilitates the hospitality program for Colorado State University during each football season with the Rambassador Program. Staff and volunteers welcome attendees to campus and Fort Collins with green and gold pride.

COLORADO WELCOME CENTER

5,569
VISITORS

DOWNTOWN WELCOME CENTER

4,732
VISITORS



EVERYONE WELCOME



Wellness and adventure rafting is thrilling for everyone.



There is something for everyone. Welcome to America.

BUSINESSES ACROSS FORT COLLINS open their doors and hearts to everyone who visits. From food and beverage to a variety of local national flavors, activities and services, we are committed to fostering a welcoming environment for all visitors. Everyone is welcome, and we are glad you are here.



"EVERYONE WELCOME" WAS INTRODUCED TO THE VISITOR GUIDE AS A DESIRED OUTCOME FROM THE DESTINATION MASTER PLAN AS VISIT FORT COLLINS STRIVES FOR INCLUSION. THESE PAGES HIGHLIGHT OPPORTUNITIES TO CONNECT THROUGH A CULTURAL LENS WITH FOOD, FUN, SERVICES, EVENTS AND RETAIL OPTIONS IN FORT COLLINS.

PARTNERSHIP HIGHLIGHTS

Partnership means connections. Connections between businesses, community, residents, individuals and visitors.

Visit Fort Collins connects with national organizations and independent businesses at the regional, state, county, and city level.

Fort Collins is a community where collaboration, partnership and innovation thrive.



Thank you to our 22 distric members

Armstrong Hotel	Hilton Fort Collins
Budget Host Inn	Hilton Garden Inn Fort Collins
Cambria Suites	Holiday Inn Express Hotel & Suites
Candlewood Suites	Home2Suites
Comfort Suites	Homewood Suites by Hilton
Courtyard by Marriott	Montclair Lodge
Edwards House	Quality Inn & Suites University
El Palomino	Residence Inn by Marriott
Fairfield Inn	The Elizabeth Hotel
Fort Collins Inn	
Fort Collins Marriott	
Hampton Inn	

“If you want to go fast, go alone; if you want to go far, go together.”

DESTINATION MASTER PLAN

The intent of the Visit Fort Collins Destination Master Plan is to drive a sustainable tourism development model and stimulate economic activity capable of generating inclusive employment. This will best prepare Fort Collins for future destination opportunities and develop quality of place across all parts of Fort Collins.

The Destination Master Plan was delivered in 2020 with a defined set of priorities. The pandemic created a need for additional definition of priorities to meet the challenge.



**SECURE
FUNDING**



**LEVERAGE
BRAND PROMISE**



**DIFFERENT
BASECAMP FC**



**COMMUNITY
CONNECTION**



**STRIVING
FOR INCLUSION**



**QUALITY
OF PLACE**

DESTINATION MASTER PLAN CONT'D

While the existing concept “Basecamp Fort Collins” is helping to position the area as a hub for recreational activities, craft beverages and leisure outings, itinerary-based marketing helps encourage visitor interaction and spending throughout the city. Marketing, public relations and sales have utilized language and visuals reflecting the focus on Basecamp Fort Collins.

Community connections are reflected through ongoing and new partnerships, and in collaborations to build from within to become more resilient. A focus on local industry connections, associations and youth sports is underway. The Fort Collins Tourism Improvement District was created and launched in 2021. Fee collections began in October 2021, completing the priority to secure funding.

SIGNIFICANT PROJECTS FOR 2022



BRANDING OUR COMMUNITY

Visit Fort Collins partnered with MMGY Global to identify the community's brand promise. The ability to differentiate Fort Collins with a brand promise will lead to further opportunities in marketing, sales and public relations. The work will be completed and shared with the community, partners and stakeholders in May 2023.



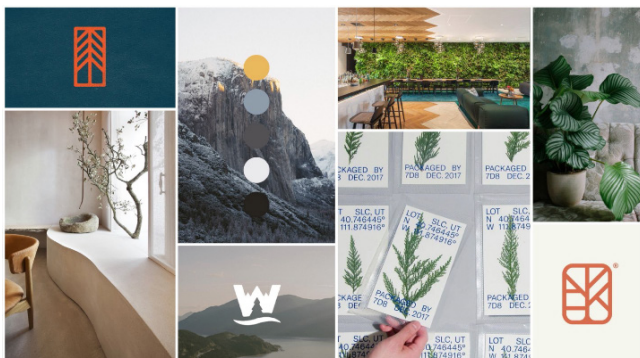
STRIVING FOR INCLUSION

Work is underway through a partnership with Travel Unity to ensure Fort Collins is truly representative of the community. An internal audit of existing resources and community connections are informing the development of a formal plan and road map for the organizations work with diversity, equity, inclusion, accessibility and belonging.



INVESTING IN QUALITY OF PLACE

In partnership with Tribe, a feasibility study is in process to assess community need for gathering spaces. There is an opportunity to continue to invest in our quality of place. This study will provide potential options for additional decision-making and direction within the community.



THANK YOU

VISIT FORT COLLINS STAFF

Cynthia Eichler

President and CEO

Katy Schneider

Vice President of Marketing

Erik Barstow

Vice President of Sales

Melissa Draxler

Director of Business Administration

Marshall Floyd

Visitor and Conference Services Manager

Bri Seifert

Sales Manager

Marci Kurronen

Sales Manager

BOARD OF DIRECTORS

George Prine

General Manager, The Armstrong Hotel

Danielle Lowery

Secretary/Treasurer, General Manager, Fort Collins Hampton Inn

Daniel Benton

General Manager, Hyatt Regency

Abbie Stout

Owner of the Edwards House

Aryell Mattern

VP of Operations, Spirit Hospitality

Carl Pratt

General Manager, The Elizabeth

