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VISIT FORT COLLINS

2022 RECAP/2023 UPDATE

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ANNUAL REPORTS ○ ○ ○ ○

Annual Reports
highlight strategic objectives
delivered during 2022 for
Visit Fort Collins
and the
Fort Collins Tourism
Improvement District



Visit Fort Collins

Organizational
priorities and driving
economic impact



DESTINATION MASTER PLAN

2023 UPDATES



**Fort Collins
Tourism Improvement
District**

Strategic priorities
for increased
overnight stays and
market recovery

YTD Lodging Tax
Collection Comparison

	2022	2023	% of Increase
January	\$141,889	\$209,587	47%
February	\$74,805	\$159,140	112%
March	\$91,868	\$118,582	29%
Q1 Total	\$308,562	\$487,309	

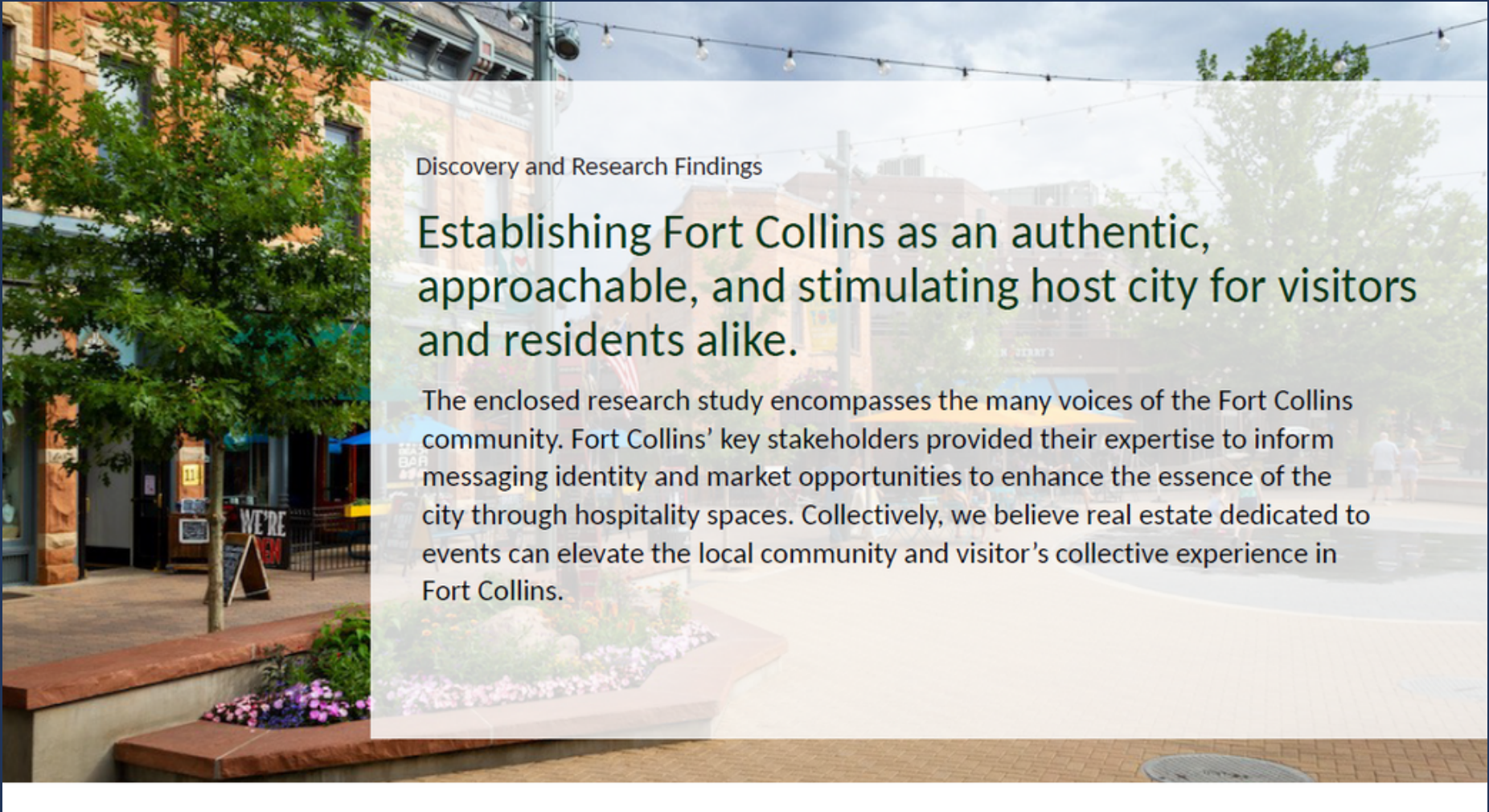
YTD Fort Collins TID Fee Collection Comparison

	2022	2023	% of Increase
January	\$72,957	\$137,631	88%
February	\$62,229	\$70,413	13%
March	\$67,458	\$77,525	15%
Q1 Total	\$202,644	\$285,570	

STRATEGIC PRIORITIES...



Brand Promise



Aspirational Concept



MARKETING & COMMUNICATIONS



- Hired a Marketing Manager and Partnership Manager
VFC is now staffed at prepandemic levels.
- Premiere of destination anthem
- Website refresh will accompany brand promise work
- Robust, comprehensive seasonal campaigns will enhance visitor awareness of the community
- 2023 allowed for participation in first consumer show at Denver's Adventure Travel and Tourism Show.

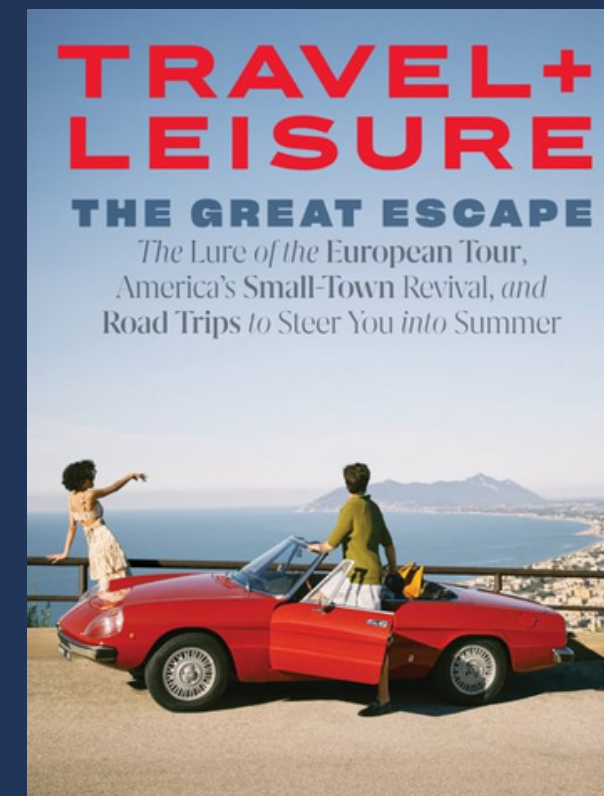


Post Paradise

PUBLIC RELATIONS



- PR strategy includes highlighting four pillars of our messaging:
 - Outdoor offerings
 - Accessible Arts
 - Innovation and Creativity
 - Music, festivals and entertainment
- Host regional, national and international media in Fort Collins to garner positive publicity for the community.
- Participating in Australian satellite media tour to promote Fort Collins to an active, high value international traveler.



LEISURE SALES



- **Tradeshows**
 - American Bus Association-NEW
 - National Tour Association- NEW
 - Receptive Tour Operator (RTO)- NEW
- **Sales Missions - NEW**
 - Germany
 - United Kingdom
 - Canada

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



SALES - MEETINGS/CONFERENCES/SPORTS



- International Town & Gown Association June 7-9 2023
- Annual Colorado Municipal Clerks Association October 2024
- Society of Wood Science & Technology June 2025



HOSPITALITY SECTOR PARTNERSHIP



NoCo Hospitality Sector is about partnership and the power of working together.

- The agenda is defined by the partnership members.
- Sector partnerships focus on items or issues that no single company or individual can fully tackle on its own.
- Collaboration leads to success.



Hotel



Resturant



Retail

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2023 TRAVEL & TOURISM WEEK

May 11, 2023 5 - 7:30
Brand Promise Reveal



Stewart Colovin



Clayton Reid

Host Site:

Odell Brewing & OBC Wine Project





JOIN US TO CELEBRATE
TOURISM IN
FORT COLLINS

YOU'RE INVITED

MAY 11, 2023
5-7:30PM
ODELL BREWING CO
800 E LINCOLN AVE

FREE TO ATTEND, RSVPS REQUIRED



Drumroll, please...

The time has come.
Be one of the first to
get an exclusive, front
row seat to the
unveiling of the new
Visit Fort Collins brand
promise.

It will be an evening of
celebration including
food, networking and,
of course, your favorite
Odell beverage.

RSVP using the link in
the email or the QR
code above.

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THANK YOU

