



# ***VISIT FORT COLLINS***

2022 RECAP/2023 UPDATE



# ANNUAL REPORTS ○○○○

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



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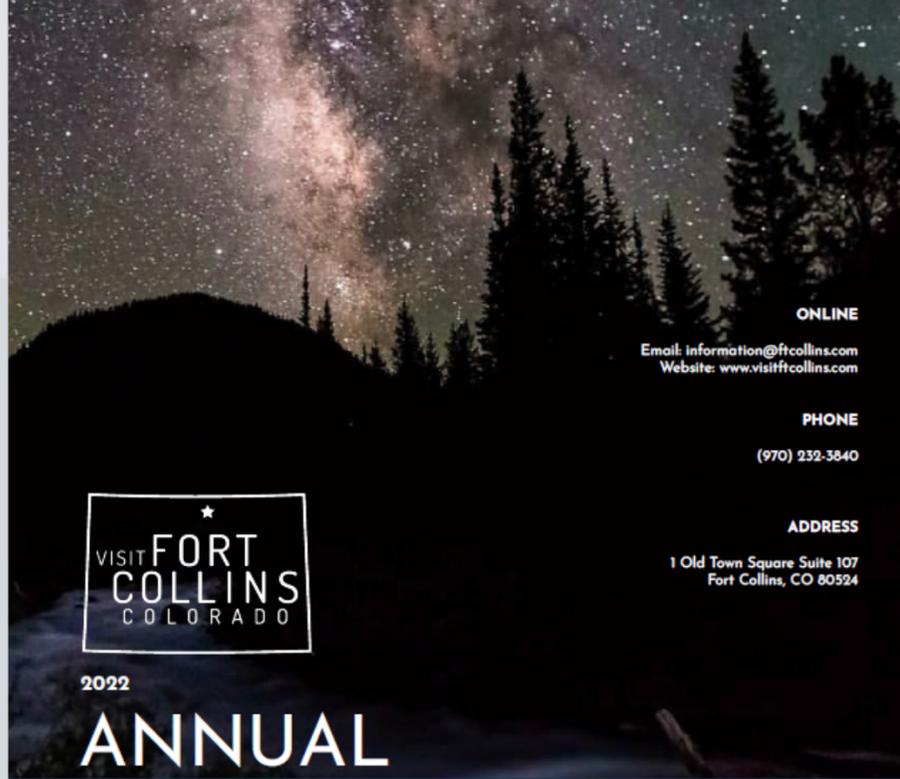
**2022 ANNUAL REPORT**

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.

FC | TiD | VISIT FORT COLLINS COLORADO



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**VISIT FORT COLLINS COLORADO**

**2022 ANNUAL REPORT**

As recovery within the tourism industry evolved in 2022, the Fort Collins leisure market led the way. Meetings and conferences began to explore a return to in-person events. The first half of the year was a gathering of momentum, the second half, an upward trajectory and return to positive hotel occupancy.

Year-end lodging tax collections increased to exceed the previous high-water benchmark set in 2019. Lodging tax collections totaled over \$2 million in 2022.

Execution of priorities from the Destination Master Plan, Recovery Plan and the Fort Collins Tourism Improvement District delivered clear results and economic value to our community.



# 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	

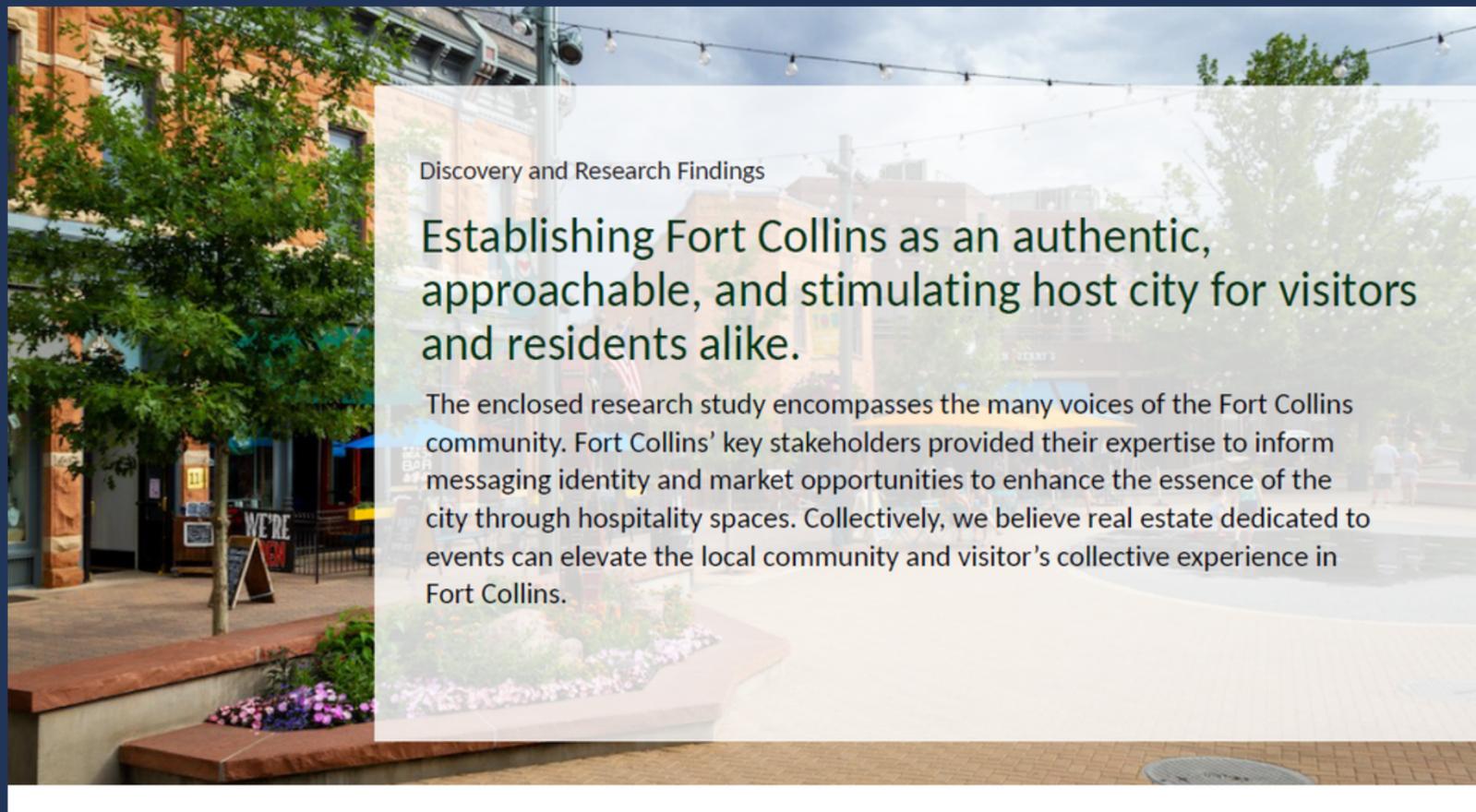


# YTD Fort Collins TID Fee Collection Comparison

	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 ...



## Discovery and Research Findings

Establishing Fort Collins as an authentic, approachable, and stimulating host city for visitors and residents alike.

The enclosed research study encompasses the many voices of the Fort Collins community. Fort Collins' key stakeholders provided their expertise to inform messaging identity and market opportunities to enhance the essence of the city through hospitality spaces. Collectively, we believe real estate dedicated to events can elevate the local community and visitor's collective experience in Fort Collins.

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.

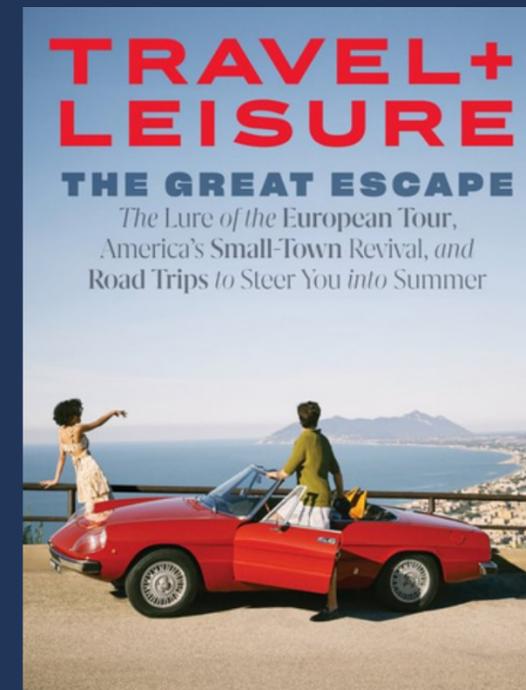


Post Paradise

# 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



# 2023 TRAVEL & TOURISM WEEK

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



Stewart Colovin



Clayton Reid



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.

## Host Site:

Odell Brewing & OBC Wine Project





**THANK  
YOU**

