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**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.

# 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

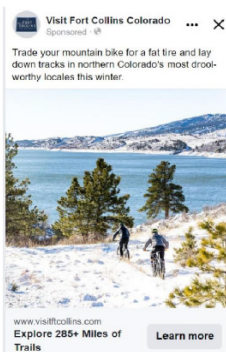
Visit Fort Collins received a Marketing Matching Grant from Colorado Tourism Office to create and market a campaign focused on the breadth of cycling options available in the area.

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

**2.6 million IMPRESSIONS**

## WEBSITE TRAFFIC

**+58% YOY**



## COLORADO TOURISM CO-OP ADVERTISING

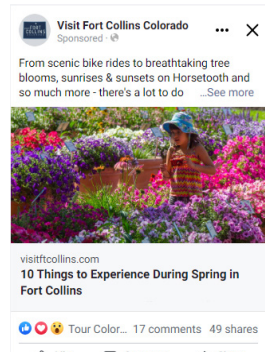
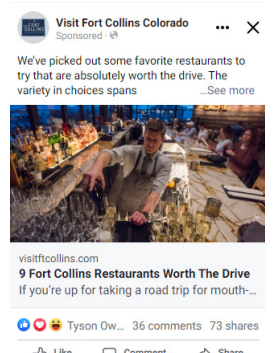
Co-op advertising with Colorado Tourism Office included seven months of e-newsletters, Colorado.com native ads, Colorado.com welcome leads, video pre-roll and a print ad in the Love, Colorado publication. Efforts resulted in:

**40,240 PAGE VIEWS**

**1,218,141 IMPRESSIONS**

## PAID SOCIAL

**5.5 million IMPRESSIONS**



# 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](mailto:bri@ftcollins.com) and [marci@ftcollins.com](mailto:marci@ftcollins.com) for meeting and conference opportunities.



- Hosted Tour Colorado annual membership meeting. Forty destination and tour company representatives were 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. In addition, Visit Fort Collins was able to accompany the Colorado Tourism Office on two sales missions for the first time since 2019.



## 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



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

By Ishley Ding  
February 24, 2022 at 12:00 p.m. EST

Comment 4 | Like 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.



# 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



Nature inspires, and whitewater rafting is thrilling for everyone!  
PHOTO COURTESY CITY OF FORT COLLINS



There is reason to celebrate when you visit 4 Americas.  
PHOTO BY RICHARD JIMBO

**BUSINESSES ACROSS FORT COLLINS** open their doors and hearts to make sure you feel at home. You'll find resources offering a medley of international 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.



“ 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.



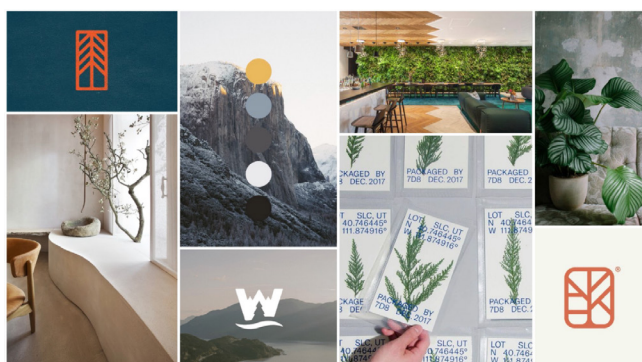
### STRIVING FOR INCLUSION

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

## BOARD OF DIRECTORS

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Director of University Relations, Canvas Credit Union

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Director of Events & Community Engagement, Ginger & Baker

**Daylan Figgs, Treasurer**

Department Director, Larimer County Natural Resources

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General Manager, Hilton Fort Collins

**George Prine**

General Manager, The Armstrong Hotel

**Mike Hooker**

Community Engagement, Colorado State University

**Clyde Wood**

VP of Commercial Development Northern Colorado, McWhinney

**Bethany Cloud**

Tap Room Manager, Odell Brewing Company

**Sean Godbey**

Owner, Old Town Spice Shop

**Lauren Gleason**

Director of Events & Conference Services, Colorado State University

**Matt Robenalt**

Executive Director, Downtown Development Authority

**Amanda King**

Communications Director, City of Fort Collins

