

★
VISIT FORT
COLLINS
COLORADO

2024 – 2025 UPDATE



Visit Fort Collins WEBSITE REFRESH

NEW LOOK

In 2024, we managed a website redesign & were excited to launch in record time!

The new website features an interactive map, Book > Now and increased accessibility.



WEBSITE ENGAGEMENT

We saw overall traffic skyrocket in 2024! Our active users were up over 50%, with engaged sessions up 40% as well.

Top performing pages included Events, Events This Weekend, and our blog post, “31 Things That Will Make You Love Fort Collins”.



Visit Fort Collins

DIGITAL ADVERTISING HIGHLIGHTS



VFC paid media campaigns drove 21.6M impressions.



Top markets included Denver, Colorado Springs, Cheyenne, Salt Lake City, Omaha, Albuquerque-Santa Fe, Lincoln & Hastings-Kearny.

Visit Fort Collins PUBLIC RELATIONS



Public Relations

In 2024, we hosted over 35 journalists and tour operators in market to showcase everything Fort Collins has to offer! This resulted in multiple articles published in 2024!

NOCO Holiday Light Trail strings together seasonal attractions throughout the region



Northern Colorado Lights Up for the Holidays with the Holiday Light Trail

MEN'S JOURNAL

The Perfect 3-Day Weekend in Fort Collins: River Rafting, Scenic Trails, and Beer Nirvana

Colorado's fourth-largest city is an overlooked Rocky Mountain-adjacent gem. Here's how to soak it all in over three adventurous days.

T.J. Chung — Nov 16, 2024 2:19 PM EST



Whisky ADVOCATE



FORT COLLINS A WHISKY LOVER'S TOWN

By Larry Green

Fort Collins, Colorado, is a city of contrasts. It's a city of mountains and rivers, of sun and snow, of adventure and relaxation. It's a city that has everything you need for a perfect weekend getaway. And it's a city that has a lot to offer whisky lovers. In this article, we'll explore the best whisky spots in Fort Collins, from local distilleries to high-end bars. We'll also give you some tips on how to choose the right whisky for your taste. So grab a glass and get ready to discover the best of Fort Collins whisky.

Forbes

To check out more of our articles, scan this QR code!



Visit Fort Collins FORT COLLINS WELCOME CENTER



Welcome Center Opening



Visit Fort Collins

FORT COLLINS WELCOME CENTER

VISITATION & PROGRAMMING



2025 FOCOMX

11 bands
2 industry mixers
2,500 attendees

2024



10,000+

Guests between 3 locations

41

Events between 3 locations



2025 YTD

6,400+

Guests at FCWC

104

Events at FCWC



RAM TALKS SERIES



2 Semesters
12 Speakers
1100+ Attendees

Visit Fort Collins SALES SUMMARY

Sales Summary



146
sales leads
sent



58
groups booked
in 2024
representing
22,704 room
nights



\$18M
direct and
\$29M
total economic
impact from
definite
bookings



25
industry trade
shows attended &
meetings held

Group Arrivals in 2024

The sales team saw 51 groups arrive in 2024, representing 11,968 room nights with an average rate of \$179/night, accounting for \$2.2 million dollars in lodging revenue alone.



ECONOMIC IMPACT OF TOURISM

- Direct Impact is up 26.9 percent from the 2019/20 Economic Impact study, an impressive gain that captures the increased number of visitors in Fort Collins over that time-period. Accounting for inflation (between 2020 and 2024), direct economic impact is still up 16.5%.
- The estimated number of jobs in the City of Fort Collins attributable to tourism is 5,359, including 4,837 jobs directly tied to the tourism industry. The number of tourism jobs was up 15.2 percent vs. 2019/20.

Economic Measure (all figures in millions except jobs)	2023/24	2019/20	Percent Change
Direct economic impact	\$283.0	\$223.0	26.9%
Secondary economic impact (indirect and induced effects)	+\$76.0	+\$61.7	23.2%
Total economic impact (Direct economic impact plus secondary impact)	\$360.0	\$285.0	26.3%
Total Jobs	5,359	4,651	15.2%
Total Labor Income	\$133.0	\$105.0	26.7%
City of Fort Collins Sales tax generated by tourism	\$7.7	\$6.3	26.7%



KEY FINDINGS



Visitors love Fort Collins! Respondents this year are both more likely to recommend Fort Collins as a leisure destination and more likely to return compared to four years ago. Day visitors on average are slightly more positive than overnight visitors.



Net Promoter Score increased sharply in 2023/24 with a score of 67 compared to 26 in 2019/20. Nearly three quarters of respondents in 2023/24 were categorized as Promoters compared to just 44% in the previous survey. Fort Collins NPS is quite positive relative to other front range cities.



Satisfaction with specific amenities in Fort Collins increased this year vs. 2019/20. Respondents are particularly happy with the cleanliness of the town, the variety of things to do and restaurant choices.



Visitors are an economic driver in Fort Collins. Direct economic impact is up 27% over 2019-20 and total impact is up over 26%. After adjusting for inflation, the direct impact is up about 16.5%. There are more than 5,300 people employed in the Fort Collins visitor economy and the City collects around \$7.7 million in sales tax from visitor spending.

Visit Fort Collins MY HOCKEY

SHOULDER SEASON SUCCESS



Hosted two My Hockey tournaments in February & November 2024, generating a total of 1,186 room nights.



My Hockey *returned* in February 2025 with 41 traveling teams increasing to 941 room nights up from 424 in February of 2024.



Return trips are scheduled for November and December 2025.



THANK YOU!

