

# 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!



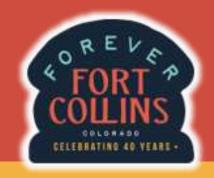


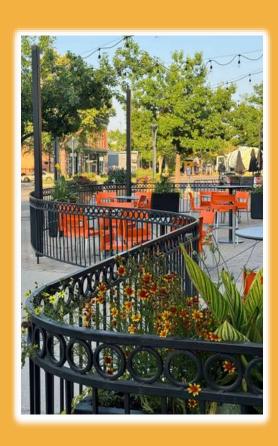






# Visit Fort Collins FORT COLLINS WELCOME CENTER











## Visit Fort Collins

#### FORT COLLINS WELCOME CENTER VISITATION & PROGRAMMING





11 bands 2 industry mixers 2,500 attendees



10,000+

Guests between 3 locations

**Events between 3 locations** 



6,400+



**Guests at FCWC** 

**Events at FCWC** 





2 Semesters 12 Speakers 1100+ Attendees

#### Visit Fort Collins SALES SUMMARY



#### Sales Summary









146 sales leads sent

groups booked in 2024 representing 22,704 room nights

58

\$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.

#### Visit Fort Collins



#### **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%



#### Visit Fort Collins



#### **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.

