Visit Longmont Final Report

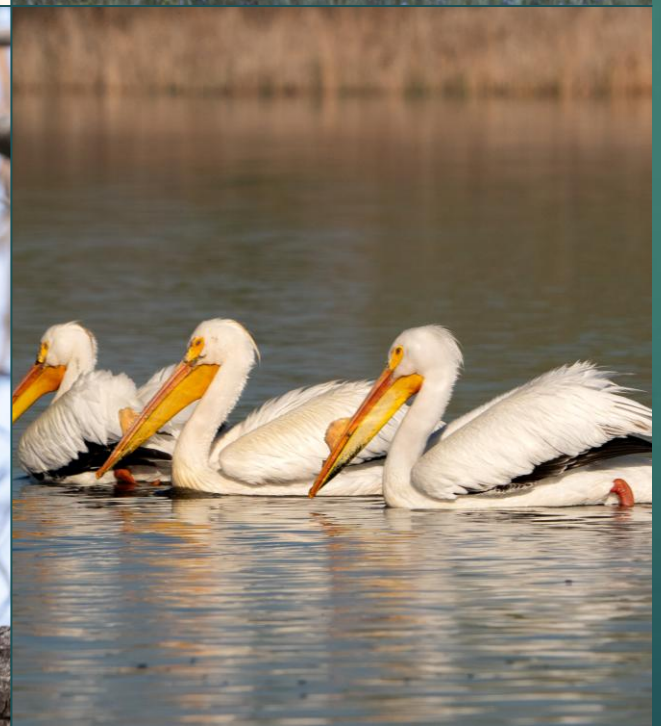
2024

VISIT LONGMONT COLORADO

What is a Quality Visit?

A quality visit contributes more value than cost to our community.

- Overnight or multi-day trip, contributes extended tax revenue and spending
- Occurs during low-demand periods
- Follows high engagement and messaging on how, when, and where to visit
- Supports our locally owned businesses, bringing in and keeping new money into our community

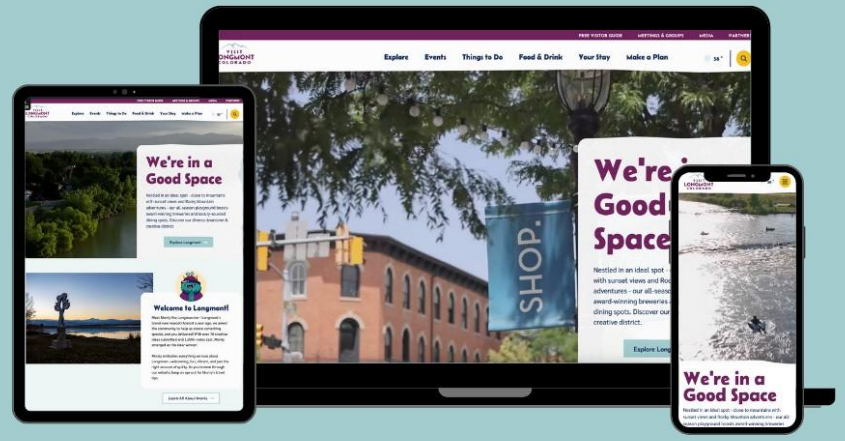


Our goals

- Community & Visitor Engagement
- Visitor Profiles & Economic Impact
- Marketing & Branding

2024 Highlights

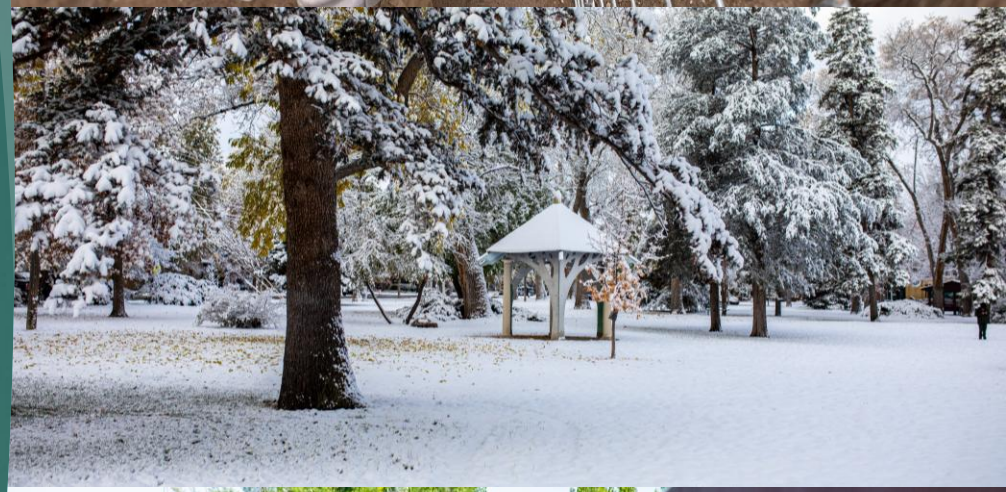
- Revealed **Monty the Longmonster** mascot in partnership with Longmont breweries
- Launched **Reimagined VisitLongmont.org**, our main traveler consumer website
- Increased **social media engagement by 500+ percent** year over year (YOY)
- Completed 2023 **Economic Impact and Visitor Profile Studies**
- **Reimagined Visit Longmont brand**, messaging, marketing pillars, logo, tagline, and website
- Invested in **high-level research**, providing "live" dashboards and visitor data
- **Hosted business networking events** in partnership with Advance Longmont
- **Strengthened partnerships with hoteliers** through Longmont Tourism Improvement District (LTID) discussions
- Improved digital assets, including **new Longmont videos**



Deliverables

Improve quality of life benefits in our community by:

- Promoting less-visited areas to distribute visitation and economic activity
- Understanding resident and business sentiment toward Longmont visitor economy and community
- Marketing to identified target audiences to increase visitation
- Increasing overnight stays
- Maintaining and increasing visitor spending
- Identifying Longmont's visitor personas
- Reimagining the main traveler consumer website and brand
- Enhancing local and regional cultural tourism assets and stories in marketing efforts

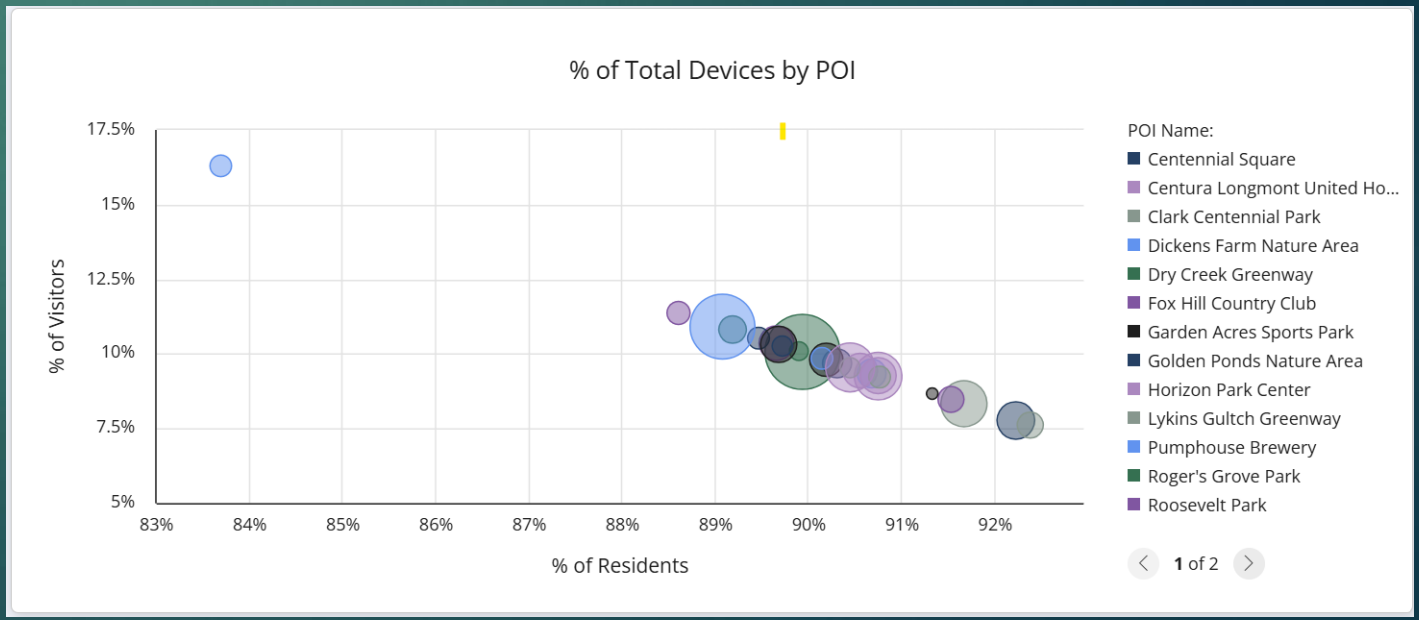


Destination Management

Visit Longmont monitors resident and visitor interaction by reviewing potential "hot spots" through a geolocation research platform (Zartico Research). This information helps Visit Longmont identify opportunities throughout the year for generating demand and for potential conflicts between residents and visitors. The visitor-to-resident ratio measures the "stress" a visitor economy is placing on residents' quality of life. This ratio (top left) for 2024 shows the volume of visitors compared to the volume of residents. The higher the number and closer to 1.0, the more visitors compared to residents. Longmont can still attract more visitors as the ratio represented throughout 2024 remained low (.16) even during the summer.

Visit Longmont also tracks top places of impact: which places see more visitors, and which see more residents. The larger the bubble, the more movement is seen at that place. The position of the bubble on the chart indicates if more visitors or more residents are observed there.

The blue bubble to the far left shows percentages of devices seen at **the Pumphouse Brewery**. While this point of interest (POI) saw 16% more visitors compared to residents, it only represents 1% of the total devices seen. The largest bubble, represented in green shows the **Dry Creek Greenway** with 10% of visitors and 17% of all devices seen. **Village at the Peaks** is seen as the middle blue bubble where 11% of visitors are represented and is 12% of all devices seen.



Community & Visitor Engagement

Visit Longmont is tracking where most visitors travel within the community to better provide accessible information and engage with visitors where we “see” them. At the same time, Visit Longmont streamlined its retail inventory to invest in fresh, branded collateral, including a pop-up banner (top), a new table-top display (bottom right), and a mural designed by local artist Annika Maria Art (bottom left). The banner and table-top display can be used at trade show events and meetings. Additionally, the “Longmont Welcomes You” mural engages both visitors and residents in the visitor center space as an impromptu “selfie” spot.

On September 5, Visit Longmont joined the Longmont Economic Development Partnership (LEDP) and the Longmont Downtown Development Authority (LDDA) for an *End of Summer* networking event at Left Hand Brewing Co. and focused on businesses and community partners. The groups displayed a visioning board for attendees to provide feedback about future economic development needs.

Community & Visitor Engagement

Longmont visitors are **overwhelmingly satisfied** with their **experience, food and drink offerings** and **quality of accommodations**.

Economic Impact Visitor Profile Study 2023

Visit Longmont, in partnership with Future Partners, conducted an Economic Impact and Visitor Profile Study of visitors to Longmont in 2023. Several questions were focused on visitor satisfaction with their Longmont experience.

For example, visitors were asked how important specific attributes were when selecting a leisure destination. Visitors agreed that Longmont delivers on **family-friendly** activities (85% agreed), **outdoor recreation** (79%) and **access to state and national parks** (78%).

Longmont also receives a very high percentage of **repeat visitors**. When asked, 75% of Longmont visitors said they had previously visited the community.

Longmont visitors are **overwhelmingly satisfied with their experience** with 94% responding either very satisfied or satisfied. Visitors were also pleased with the food and drink offerings (94%) and quality of accommodations (93%).

Community & Visitor Engagement

What is the overall engagement of our social media vs. same period last year?

# of Posts	Engagements	Reactions	Comments	Engagement Rate
19	583	885	17	2.35%
↑ 850.0%	↑ 4,758.3%	↑ 183.7%	↑ N/A	↑ 870.1%

Monty the Longmonster is one result of Visit Longmont's community awareness campaign: *LoCo in Motion*! This initiative engaged the community by gathering mascot ideas through social and digital ads, culminating in an online voting contest for residents.

Visit Longmont's mascot contest also achieved an overarching goal of building awareness and relationships with various community stakeholders. Monty was launched in partnership with Longmont's breweries, the week of October 19-26, 2024. Monty also appeared in the Halloween parade and at Feria del Tamal.

Visit Longmont realized significant increases in social media engagement compared to the same time the previous year in number of posts, user engagement, reactions and engagement rate. The launch of Monty increased social media exposure for Visit Longmont and the community, while promoting tourism.

Additionally, Monty the Longmonster graphics and costume were designed by a local artist, supporting Longmont's creative economy. Monty continues to foster community connections through ongoing appearance requests and engagement opportunities.

How much are visitors contributing to our economy?

How the Stay Pays!

*Visitor Spend Makes Up:


11% of all RETAIL


13% of all RESTAURANT


21% of ATTRACTIONS


81% of ACCOMMODATION

- ✓ 33 percent of all visitor spending supports local businesses
- ✓ Visitors spend on average:
  - $91 at restaurants
  - $129 at attractions
  - $139 at retail shops
  - **$391 at accommodations**

Source: Zartico Geolocation Data, Zartico Spend Data
*Visitors: Traveling 50+ miles from Longmont

How much are visitors contributing to our economy?

Classification	All Categories	Restaurants	Retail	Hotels
% Spend from Visitors	10%	13%	11%	81%
% Spend from Local Visitors	28%	30%	36%	14%
% Spend Visitors & Local Visitors	**38%**	**43%**	**47%**	**95%**
% Spend from Residents	62%	57%	53%	5%

Visitors: 50+ miles of Longmont
Local Visitors: < 50 miles of Longmont, but not the city of Longmont
Residents: Residents of Longmont

Source: Zartico Spend Data, 1/1/2024 - 12/31/2024

VISIT LONGMONT COLORADO ZARTICO

The traveler definition of a 50-mile radius impacts Longmont's ability to distinguish between residents and visitors, particularly for nearby areas like Ft. Collins, Denver, and Boulder. Since travelers from these areas fall within the 50-mile radius, they are categorized as "residents" which affects visitor data.

This table (left) represents insights on "local visitors" defined as those traveling less than 50 miles from Longmont, but not from within Longmont's city boundaries.

Capturing percentages from visitors and local visitors show increased support for Longmont's restaurants (43%), retail (47%), and accommodations (95%).

Longmont Tourism Trends

12% *% of Devices that are Visitors*	**10%** *% of Spend from Visitors*	**33%** *Share of Visitor Spend at Local Businesses**
+33% increase from previous year	**+100% increase** from previous year	**+3% increase** from previous year

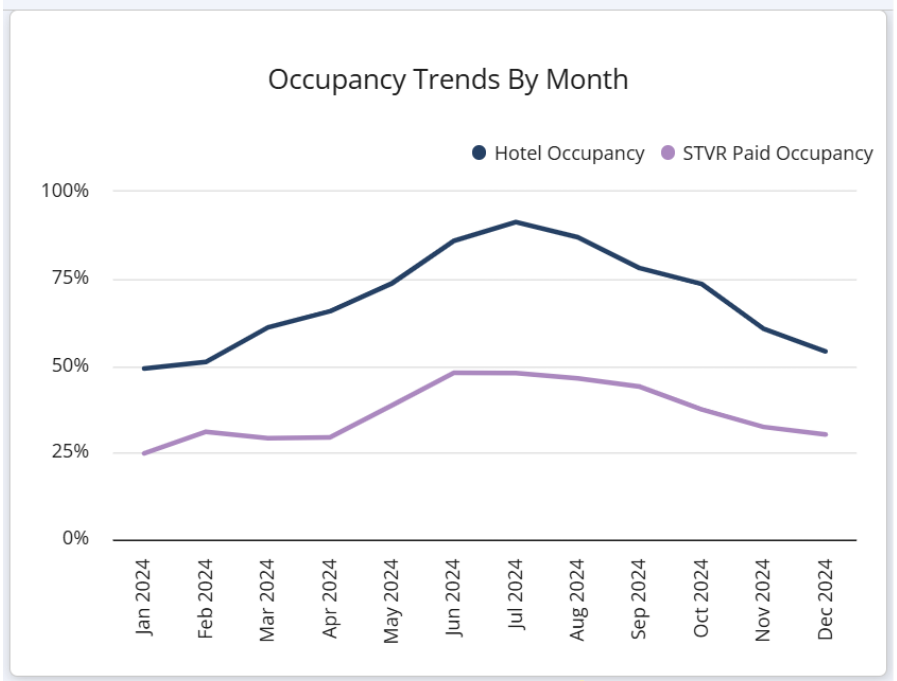
Visitors represented a **larger share of observations** and accounted for a **significantly greater portion of in-market spending** and **local business spend** compared to the previous year, indicating **positive growth for the Visit Longmont tourism economy**.

Source: Zartico Location and Spend Data, 1/1/2024 - 12/31/2024
***Local Business Spend:** Share of spend that occurs at merchants not classified as Grocery Stores, Gas Stations, Discount Stores (Big Box retail), Parking lots or Fast Food restaurants. The remaining merchants are more likely to be locally owned businesses.

Longmont Lodging Data

Longmont's hotel occupancy continues to experience increases in the summer months, although STVR occupancy has slightly fewer fluctuations per month, supporting the distribution of lodging occupancy throughout the year.

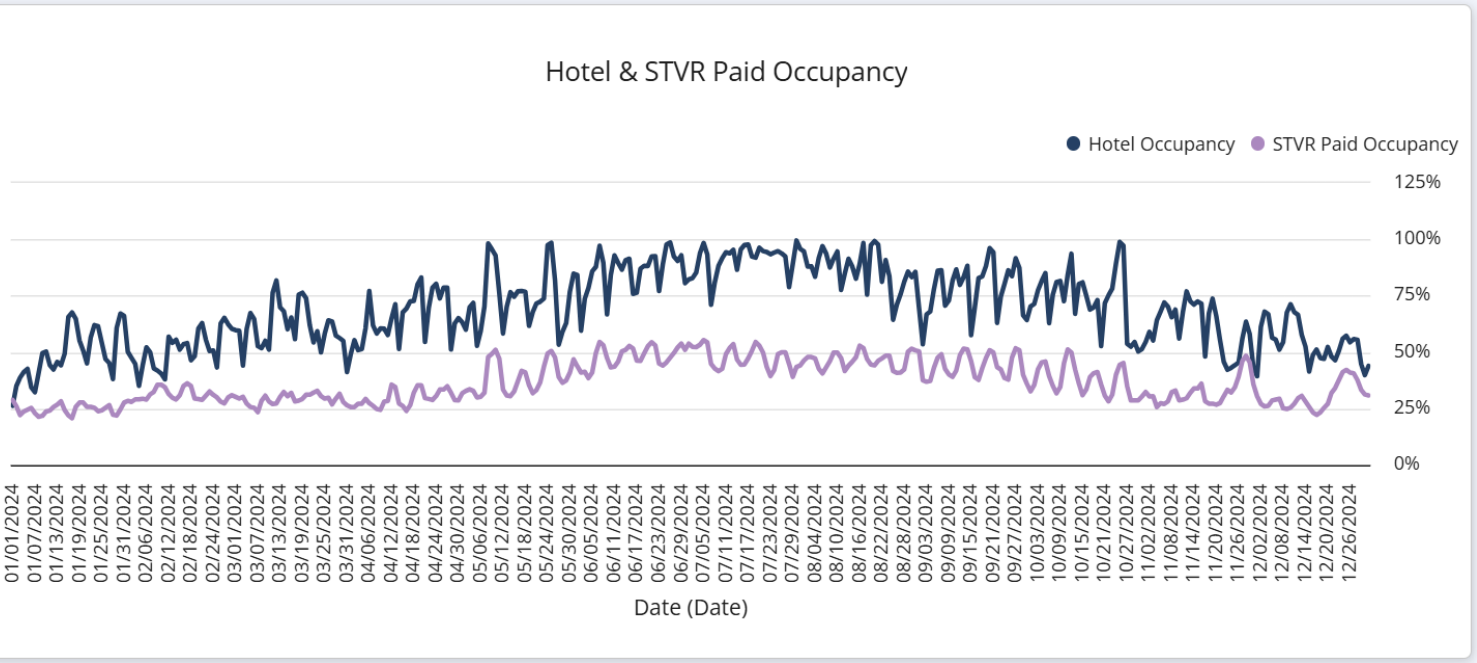
In general, Longmont's hotel occupancy remained flat, while both hotel and STVR demand were slightly up year over year (YOY).



Hotel Occupancy	Hotel ADR	Hotel Demand	Hotel RevPAR
69%	$121	203.7 K	$84
1% % Change	-2% % Change	1% % Change	-1% % Change
69% Previous Year	$123 Previous Year	201.2 K Previous Year	$85 Previous Year

STVR Paid Occupancy	STVR ADR	STVR Demand	STVR RevPAR
37%	$147	37.9 K	$54
-8% % Change	7% % Change	8% % Change	-1% % Change
40% Previous Year	$137 Previous Year	35.0 K Previous Year	$55 Previous Year

Source: Zartico Lodging Data.

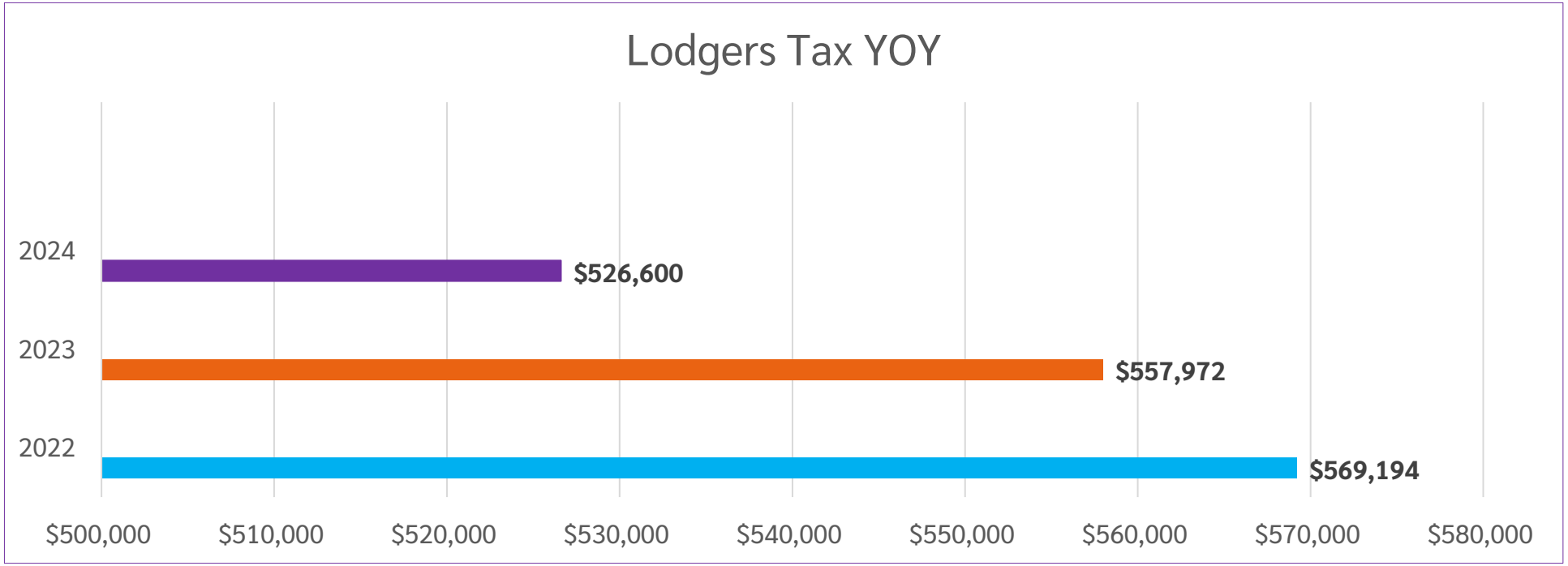


Hotel and short-term vacation rentals (STVRs) experienced occupancy fluctuations throughout the weekdays (graph above). While STVRs saw no change in the length of stay (4.6 days), they did see an increase of 6% in stay value on average from the previous year. Hotels saw small increases in average stay value (2%) and length of stay (4%) (graph below).

Hotel Avg. Stay Value	STVR Avg. Stay Value	Hotel Avg. Length of Stay	STVR Avg. Length of Stay
$312	**$672**	**2.5 days**	**4.6 days**
2% % Change	6% % Change	4% % Change	-1% % Change
$306 Previous Year	$634 Previous Year	2.4 days Previous Year	4.6 days Previous Year

Longmont Lodging Data

Source: Zartico Lodging Data.



Lodgers tax has been decreasing year over year since 2022. This could be due, in part, to U.S. destinations realizing increases in traveler activity from pent-up demand following the pandemic. In 2023, international destinations began to loosen COVID19 restrictions, attracting domestic travelers and locally, a couple of Longmont hotels closed temporarily.

In 2023 and 2024, Longmont may have seen passive spillover impacts from the Coach Prime “effect.” However, at the same time, neighboring communities increased their destination marketing budgets, outspending Visit Longmont sometimes 3 to 1 in media and staffing investments. Visit Longmont is seeking an added-value revenue model, in partnership with the City of Longmont, to remain competitive and to continue to attract new visitor activity.

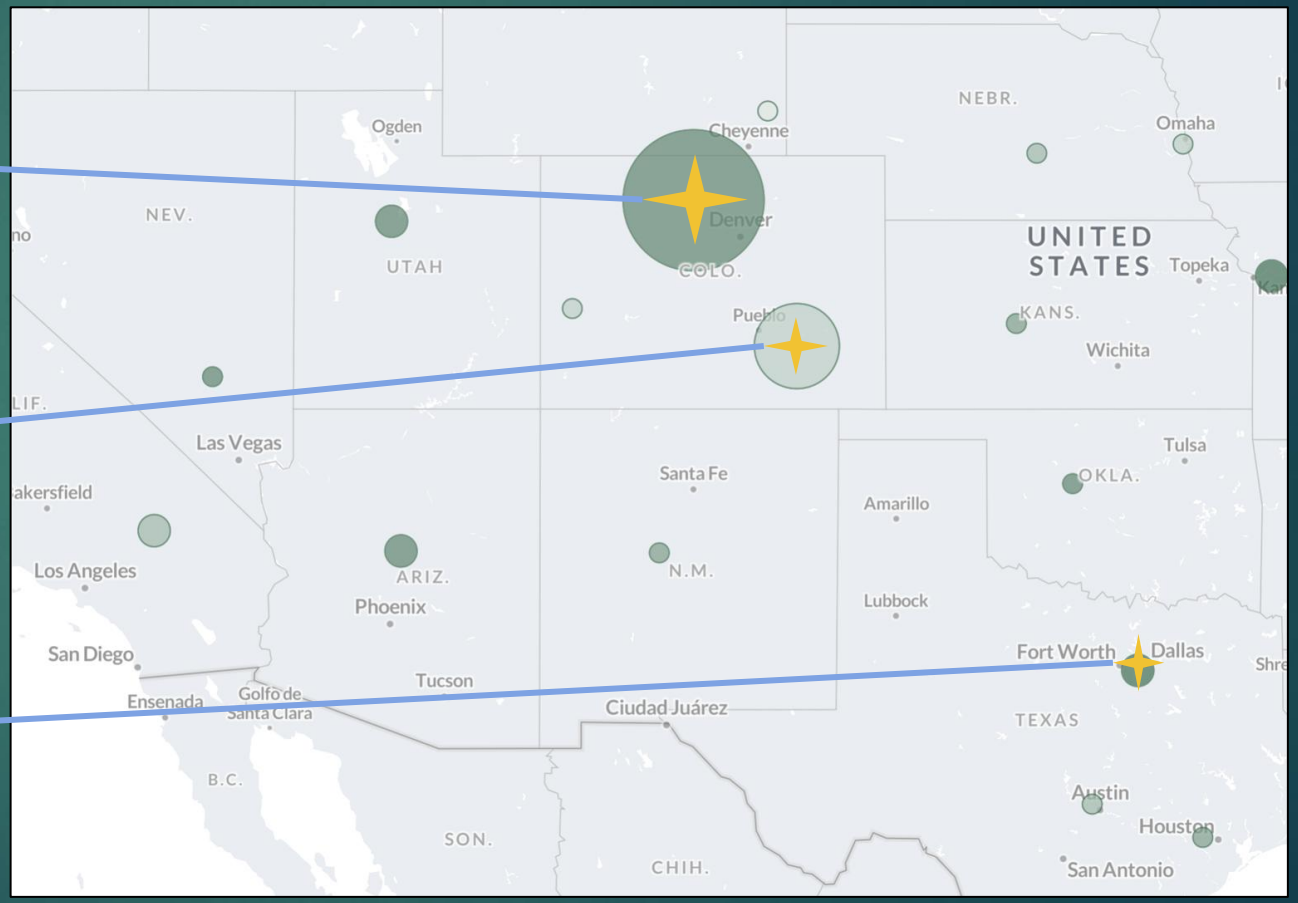
Where are Longmont Visitors From?

80% of visitors were from **out-of-state markets. Top 3 overall origin markets are listed below.**

Denver CO represented 12% of visitors and 7% of spend

Colorado Springs-Pueblo CO represented 8% of visitors and 4% of spend

Dallas-Ft. Worth TX represented 3% of visitors and 4% of spend



Source: Zartico Location and Spend Data, 1/1/2024 - 12/31/2024

Who are Longmont's visitors?

51%
are **25 - 54** years old

65+
highest spending by age at **26%**

50%
have an average household income **$100k+**

151k+
highest spending by household income at **32%**

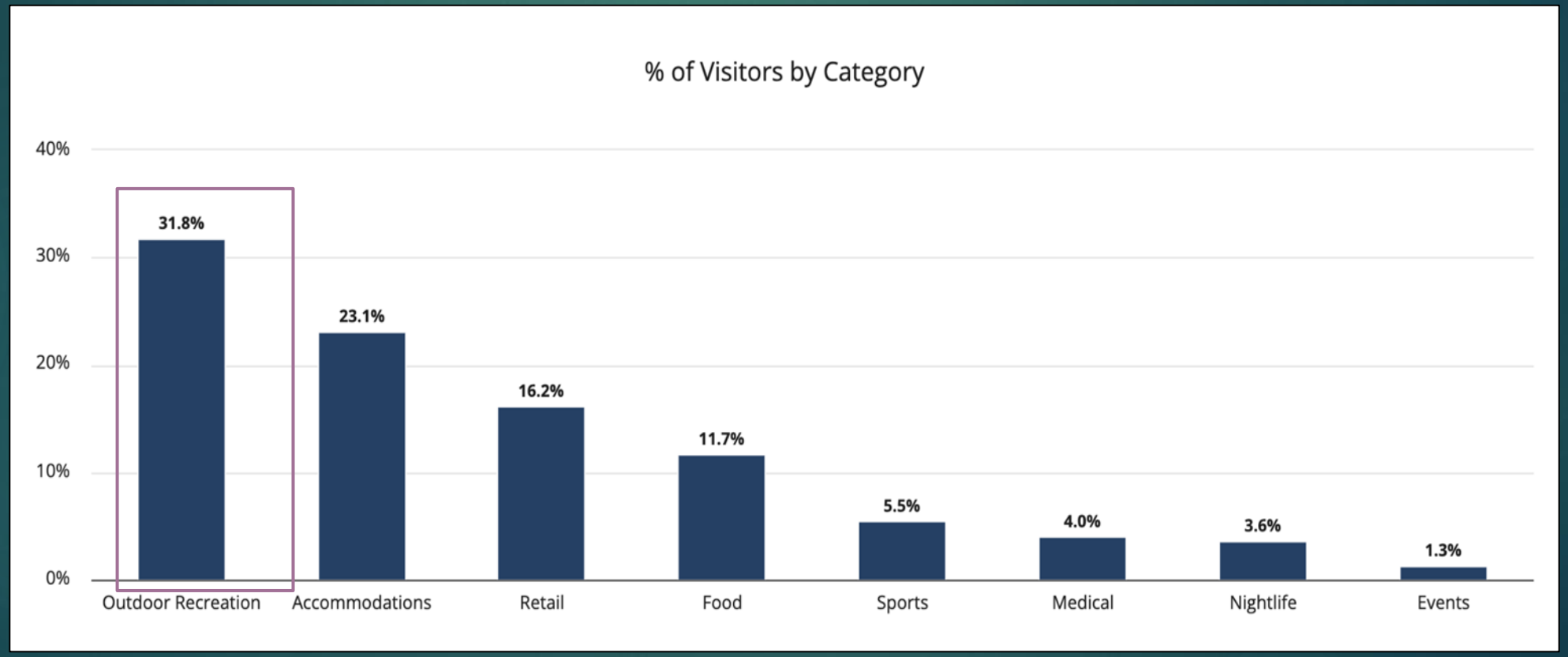
35%
have children in the household

Source: Zartico Spend Data, 1/1/2024 - 12/31/2024

Where are Visitors Going in Longmont?

Outdoor Recreation drives the highest share of visitor observations in **Longmont.**

% of Visitation by Point of Interest (POI) Category



Source: Zartico Location Data, 1/1/2024 - 12/31/2024

Marketing & Branding

Visit Longmont Brand Guidelines

Visit Longmont reviewed and updated its brand, producing a new brand guide, personas, brand components.

The guide informs all elements of Longmont's story and messaging, including:

- **Brand Platform** = position statement, brand pillars, brand promise, brand personality, brand personas, tagline
- **Messaging** = voice and lexicon
- **Logo** = sizing and use
- **Colors** = inspiration, palette, gradients
- **Typography** = primary and alternate typefaces, suggested hierarchy for print and web
- **Photography & Video** = direction and use
- **Brand in Action** = design elements, ad examples, website example, Monty the Longmonster.

The brand personas identified were complemented by the 2023 Visitor Persona Study. These five personas inform Visit Longmont's marketing creative and campaigns.

The Brand Platform

Brand Personas

Below are descriptions of Longmont's ideal visitors. This information should help lead messaging and media strategies.

Persona	Definition	Psychographics	Motivations	Attribute Importance*
Outdoor Adventurer	Travelers who love access to nature and outdoor recreation all year-round.	"I prefer being active rather than having down time on vacation. Being outside motivates me to travel."	• To be outdoors • To experience nature	• Access to state/national parks • Outdoor recreational activities • Water activities
Family First	Travelers who enjoy connecting with their family and seek family-friendly experiences when traveling.	"Building connections with family and friends is important to why I travel."	• To find age-appropriate activities the whole family can enjoy	• Family-friendly activities • Good value for money
Small-Town Charm Seeker	Travelers who seek a more laid-back vacation and want to experience the local scene with their significant other.	"I enjoy the small-town charm over the hustle and bustle of the city on vacation."	• To connect with my significant other • To rest and relax • To take a break from everyday life	• Live music • Variety of culinary experiences • Variety of breweries/ distilleries/cideries • Shopping at boutiques or local artisans • Variety of festivals and special events • Museums and art galleries • Historical/cultural sites
Ecological Traveler	Travelers who are interested in discovering and appreciating what nature has to offer.	"I seek out opportunities to connect with nature and appreciate what it has to offer when I travel."	• To learn about nature • To be reflective and appreciative of what nature offers	• Bird/wildlife watching • Agritourism • Fishing
Community Chaser	Travelers who want to engage with the local community and support local businesses.	"When traveling, I prefer seeking out local dining, shopping, and events to support the community."	• To support local small businesses • To feel a sense of belonging and contribution	• Community vitality • Inclusive/welcoming atmosphere • Authenticity

Marketing & Branding

Target Markets

Utilizing new visitor personas and branding updates, Visit Longmont identified top visitor markets: Denver, Colorado Springs – Pueblo, Chicago, Albuquerque, NM, and Cheyenne, WY. Visit Longmont invested $90,000 in a media plan for FY2024. This included display banner ads, native banners, pre-roll video, retargeting, a sponsored article, emails, SEM text ads, and social media through Facebook and Instagram. Below is an example of native banner creative through *AdGenuity*.

Above: eTarget email sent to 500,000 in September, with an open rate of 30.4%, which is over 102% the industry benchmark (15%). This eblast had a click-through rate (CTR) of 2.6%, 85.7% over the industry benchmark of 1.4%.

Marketing & Branding

Visit Longmont ran **programmatic media** from June-November in 2024. This included competitive display, pre-roll video, and Colorado.com display and native advertising. Media strategies achieved above average percentages, indicating potential travelers are increasing their engagement with Visit Longmont stories, creative and messaging.

- The competitive display ads garnered 1.7M impressions and 3K clicks for a 0.11% Click through rate (CTR): **more than 57% above the industry benchmark**.
- The 300x600 creative performed best with a 0.21% CTR, while the 300x250 creative was also high performing with a 0.12% CTR.
- The pre-roll video placement drove 681K video completions for a Video Completion Rate (VCR) of 85%: **13% above the industry average of 72%.**
- The native placement accrued 1.4M impressions and a 0.16% CTR: **87% over the industry average.**
- Colorado.com display and native placements garnered 1.2M impressions and a 0.12% CTR: **71% over the industry average**.

Performance Metrics

Clicks: 7,829

Impressions: 6,320,359

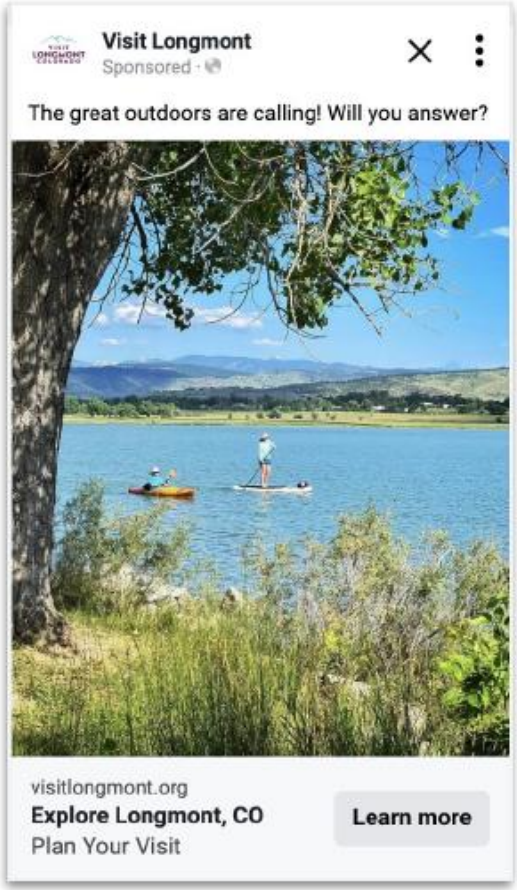
CTR: 0.12%

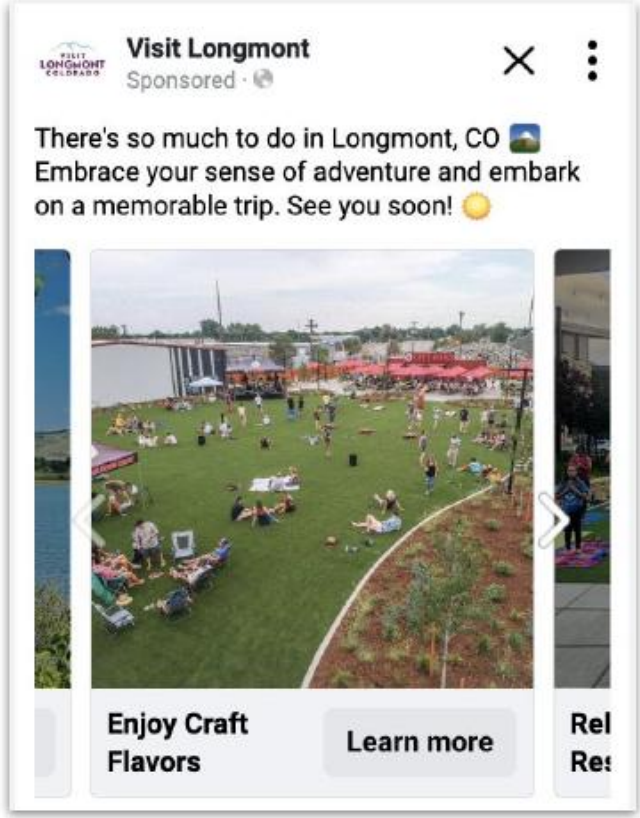
Video Completions: 681,131

VCR: 85%

Marketing & Branding

2024 was a solid performance year for Visit Longmont **social media**, driving more than 1.6 million impressions, 24,000 link clicks and 18,000 landing page views. The most popular ad for link clicks was the carousel image, with “Craft Flavors” being the *most* popular. The second most viewed ad was the paddleboard image.





Marketing & Branding

Visit Longmont's **paid search** campaign ran from May-December, performing well with a Click through Rate (CTR) of **13.6%** and an efficient Cost per Click (CPC) of **$0.38**. It drove **34,911 clicks** to

VisitLongmont.org and produced **29,307 engaged website sessions** with an engagement time of **1 minute, 9 seconds**. This outperformed travel industry benchmarks with a strong CTR and efficient CPCs.

The top traffic-producing campaigns with the highest CTRs were the **Events, Things to Do, and Dining** campaigns.

The **Events campaign** had the highest average engagement time overall with 1 minute, 26 seconds.

Marketing & Branding

Visit Longmont successfully updated and published the **Official Visitor Guide to Longmont, Colorado**, incorporating many of the brand enhancements and design elements from the brand guide. The guide was published in September to accommodate updates, while continuing to fulfill guide requests and distributing the older publication. In 2024, visitor guides were distributed to 6557 households and to Visitor and Welcome Centers throughout the state.

Visit Longmont also updated designs for new e-newsletter templates for both consumers and partners. Consumer-targeted emails are sent monthly to a database of almost 40,000 email contacts. Visit Longmont also continued the *In the Know* e-newsletter, providing community and visitor information to businesses and partners.

Throughout 2024, Visit Longmont planned, executed, and optimized paid social media and digital advertising campaigns, produced an updated visitor guide, and reimagined and launched a new, consumer-focused website.

Marketing & Branding

Explorenortherncolorado.com

EXPLORE NOCO
NORTHERN COLORADO

OVERALL PERFORMANCE

CLEAR CHANNEL

O'HARE INTL. AIRPORT
TOTAL IMPRESSIONS
27,587,174

- Travelers were exposed to NoCo campaign 2.8 times over the course of the campaign
- Large formats reached departures and arrivals in high traffic areas, near restaurants, AA club Room and retail

Terminal 1
IMPRESSIONS 3,448,396

Terminal 3
IMPRESSIONS 12,069,389

Terminal 3
IMPRESSIONS 12,069,389

Visit Longmont, on behalf of our Northern Colorado and Explore (NoCo) colleagues including Visit Boulder, Visit Estes Park, Visit Greeley, Visit Loveland and Visit Fort Collins, managed a $60,000 grant award from the Colorado Tourism Office. The grant supported a Winter Tourism Marketing Campaign, highlighting winter activities in Northen Colorado, through airport display advertising and geo-targeted digital ads, in Chicago O'Hare International Airport. The newly refreshed Explore NoCo partnership also included light brand development, which resulted in a new logo, tagline, color palette and campaign assets -- primarily a website landing page www.explorenortherncolorado.com to continue to promote the Northern Colorado region to potential travelers.

We know that **66,870 visitors** who saw the campaign were also seen in the region, using targeting technology allowing us to count the number of people who visited the website and then were tracked in the destination communities.

- A total **of 6,643 unique visitors** were counted.
- **Longmont received 11,129 total visits and 11,512 total unique visitors** were attributed to the campaign.
- Only Fort Collins, among the Explore NoCo partners received more visits (11,970).

OVERALL PERFORMANCE

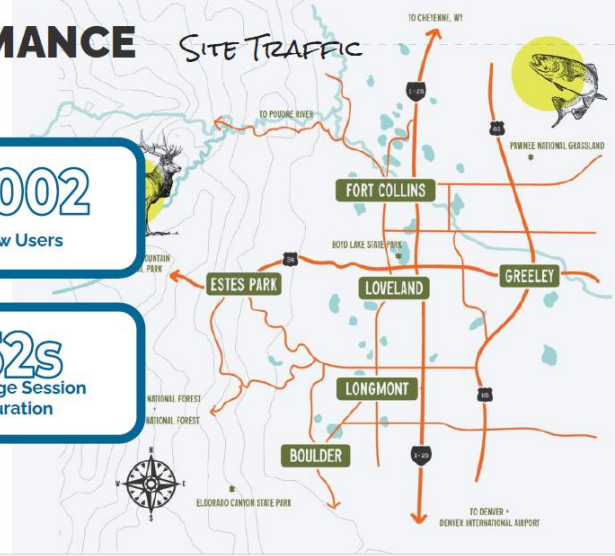
SITE TRAFFIC

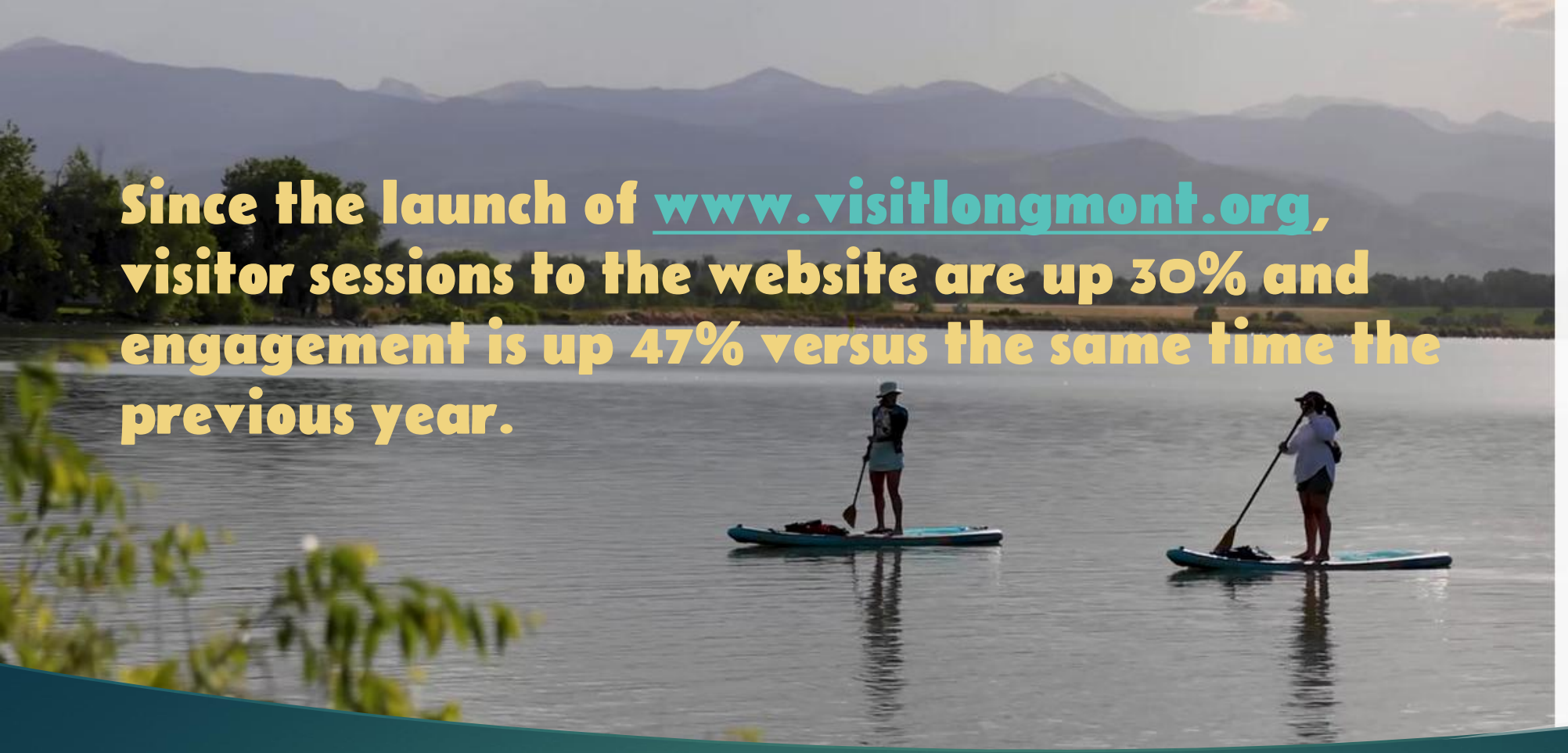
6,154
Site Sessions

5,002
New Users

1.4
Views Per Session

52s
Average Session Duration



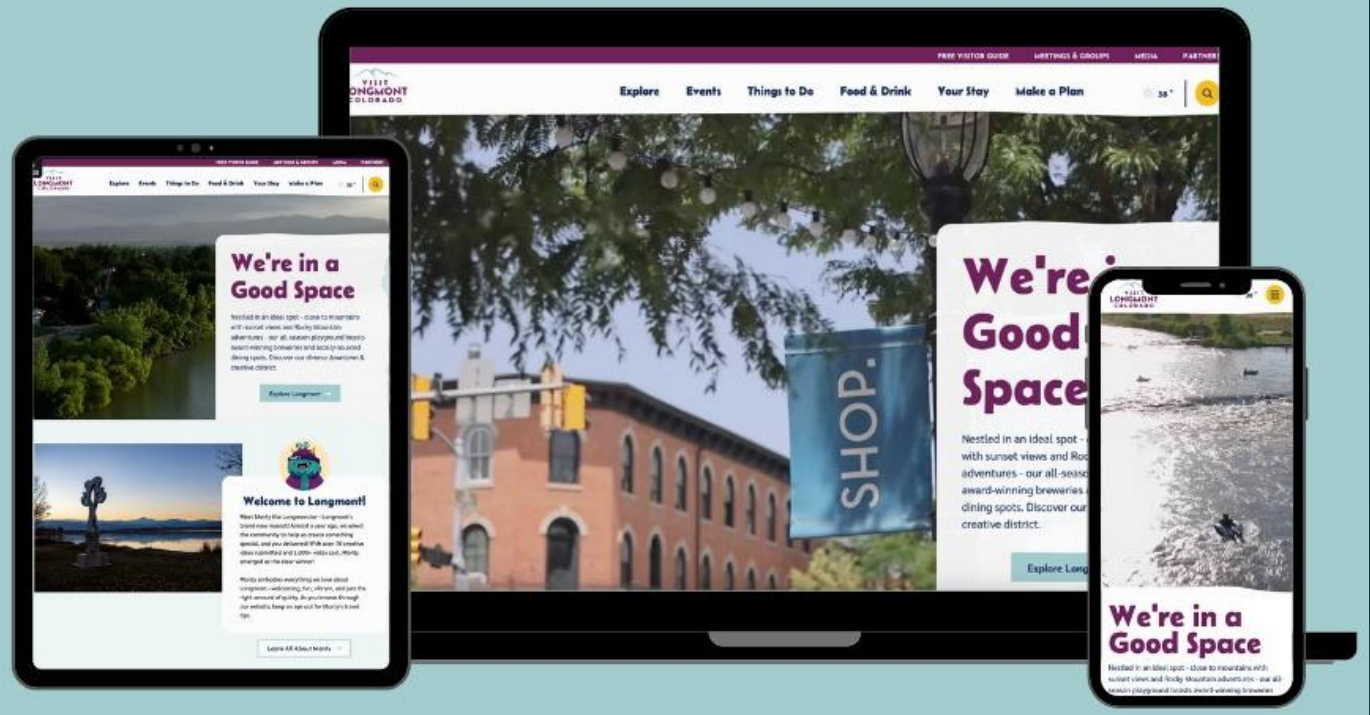


Marketing & Branding

WWW.VISITLONGMONT.ORG – Visit Longmont's new website was successfully launched November 5, 2024!

Reimagined Website

- Visit Longmont partnered with two agencies, Miles Partnership and Simpleview to collaborate on the design and development of the newly reimagined VisitLongmont.org, breaking the project into three phases: Discovery and Planning, User Experience and CMS Implementation.
- Miles Partnership worked with Visit Longmont on an overall brand review, complementing the discovery and planning stages.
- A content audit, stakeholder feedback, and evaluation were completed as part of improving the user experience. This phase included best practices, accessibility, and a mobile-first approach to developing the new site.
- Final design elements and user experience recommendations were handed off to Simpleview in early summer 2024 to begin the implementation process.
- Following site testing, transferring new content and incorporating a homepage video, the new VisitLongmont.org was successfully launched in early November.



LOOKING AHEAD: 2025

Jan – Apr 2025

- Plan paid social media and digital advertising campaign(s) across various platforms to increase awareness and engagement.
- Update Mission, Vision, and Values Statements.
- Maintain main traveler consumer website: www.VisitLongmont.org with fresh content.
- Connect tourism sector businesses with local resources through workshops and events.
- Pursue added-value funding model and partnerships.

May- Aug 2025

- Implement and optimize paid social media and digital advertising campaign(s) across various platforms to increase awareness and engagement.
- Maintain main traveler consumer website: www.VisitLongmont.org with fresh content.
- Provide research and insights to partners.
- Deliver periodic newsletters to target audiences.
- Collaborate on a cultural and arts tourism digital guide or collateral.

Sept - Dec 2025

- Implement and optimize paid social media and digital advertising campaign(s) across various platforms to increase awareness and engagement.
- Maintain main traveler consumer website: www.VisitLongmont.org with fresh content.
- Integrate sustainability goals into organizational objectives.
- Develop 5-year Strategic Plan.
- Provide research and insights to partners.

- Host Spring Familiarization (FAM) trip, highlighting brand pillars: outdoor recreation, special events, agritourism/open space, arts and culture, and/or food, breweries and spirits.
- Pursue added-value funding model and partnerships.
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- Maintain main traveler consumer website: www.VisitLongmont.org with fresh content.
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- Deliver periodic newsletters to target audiences.
- Collaborate on a cultural and arts tourism digital guide or collateral.
- Host Fall Familiarization (FAM) trip, highlighting brand pillars: outdoor recreation, special events, agritourism/open space, arts and culture, and/or food, breweries and spirits.

Visit Longmont Partnerships & Memberships

Visit Longmont Partnerships

- Destinations Stewardship Council Board Advisor, Colorado Tourism Office
- Destinations International (DI) Advocacy and Board Development Committee Member
- Longmont Multi-Cultural Action Committee, City of Longmont
- Sustainable Business Program, City of Longmont
- TrojanTECH Mentorship Program
- Advance Longmont

Visit Longmont Memberships

- Latino Chamber of Commerce of Boulder County
- Longmont Chamber of Commerce
- Global Sustainable Tourism Council (GSTC)
- Destinations International (DI)
- Colorado Association of Destination Marketing Organizations (CADMO)
- Destination Colorado
- One West Tourism Alliance

Thank you

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