



Visit Loveland

January 2015 PR & Social Media Report

Public Relations

In January, we focused heavily on Valentine's Day events and prep in Loveland and launched the Visit Loveland Pinterest page. Among PR coverage was a story featured in AAA Encompass about Colorado's best bowling alleys that featured Sweetheart Lanes. This coverage resulted from the September 2014 press trip with Carri Wilbanks.

Additionally, Loveland was mentioned in Cowboys and Indians magazine as a result of a July 2014 press trip with Julie Bielenberg. The PR team also coordinated Visit Loveland's inclusion in the Loveland Valentine's Day press conference, promoting travel and tourism packages and the Loveland Fire & Ice. The Loveland-Reporter Herald and 9 News covered the tourism portion of Loveland's Valentine's Day activities.

Further coverage was picked up by HeidiTown.com and featured Valentine's Day travel packages. The Loveland Reporter-Herald also covered Miss Loveland Valentine's visit to the capital with inclusion of the Loveland Fire and Ice Festival, an important piece of Visit Loveland's January PR efforts.

Lastly, Colorado Come to Life featured Visit Loveland in three separate articles focused on travel and tourism in January; two of which were centered on Valentine's Day.

E-Newsletter

The January 2015 e-newsletter focused on Loveland's exciting Valentine's Day celebrations. The subscriber list included 13,355 total subscribers at an increased 10.9 percent open rate and increased 0.6 percent click-thru rate. According to our newsletter provider, Mail Chimp, the travel/tourism industry average is 15.8 percent open rate and 1.8 percent click-thru rate. The newsletter has steadily been seeing decreased open rates in the past few months. We need to look at the interest of our new email subscribers, length of the e-newsletter and relevance to travelers. We have implemented a plan for 2015 that will incorporates a content plan, once the new website is created, as it is a critical component.

The top clicked links are:

- <http://www.sylvandale.com/>
- <http://www.lovelandfireandice.com/>
- <http://www.valentinesdayinloveland.com/>
- <http://www.visitlovelandco.org>
- <http://www.visitlovelandco.org/Pages/ValentinesDay2015.php>

Social Media

This section is outlined in the attached reports as well as in the activity and awareness sections in the Key Performance Indicator chart below.

Key Performance Indicators

This section is designed to help summarize activity, awareness, actions and attitudes of our PR and social media efforts. It is important that they align with Visit Loveland's overall goals and this section will help us continue to track that throughout the year.

Key Performance Indicator Chart

| | | |
|-----------------|-------------------------|--|
| Activity | <i>Public Relations</i> | <ul style="list-style-type: none">• Distributed January e-newsletter• Drafted script and coordinated media for Visit Loveland's Valentine Press conference inclusion• Distributed Valentine's Day in Loveland proactive pitches including tourism packages, and Loveland Fire & Ice Festival• Provided follow-up information to Julie Bielenberg for an upcoming coffee story |
| | <i>Social Media</i> | <ul style="list-style-type: none">• Promoted the following through Facebook, Twitter, Google+, Instagram and Pinterest:<ul style="list-style-type: none">◦ Valentine's Day in Loveland◦ The Loveland Fire and Ice Festival◦ Sculpture Saturday every week promoting public art around Loveland◦ Shared scenic photography from local photographers |

| | | |
|------------------|-------------------------|--|
| | | <ul style="list-style-type: none"> ○ Travel Tuesday to share inspirational travel quotes to increase desire to visit Loveland ○ Throwback Thursday to promote Loveland's rich history ○ Sunday Funday asking for photos for follower's travels to local places to increase interactions • Launched the Visit Loveland Pinterest page <ul style="list-style-type: none"> ○ 16 boards ○ 347 pins ○ 24 followers since launch date of Jan. 7, 2015. ○ More to come as we build out the website and create more link back opportunities |
| Attention | <i>Public Relations</i> | <ul style="list-style-type: none"> • Coverage from AAA EnCompass with Colorado First, Colorado Alleys in print and online. This resulted from Carri Wilbank's September 2014 press trip. http://www.colorado.aaa.com/colorado-first-colorado-alleys/ • Print coverage from Cowboys and Indians with a mention of a sculptor in Loveland. Coverage from Colorado Come to Life with 14 Romantic Colorado Places to Steal a Kiss, Colorado's Best Outlet Shopping and Give the Gift of an Experience in Colorado this Valentine's Day. http://www.colorado.com/articles/14-romantic-colorado-places-steal-kiss http://www.colorado.com/articles/colorados-best-outlet-shopping http://www.colorado.com/news/give-gift-experience-colorado-valentine's-day • Coverage from The Loveland Reporter Herald with their story on the Valentines Press Conference. Information about travel and tourism packages was announced. http://www.reporterherald.com/news/loveland-local-news/ci_27269098/official-loveland-valentine-is-unveiled-2015 • Coverage from 9 News with their story on the Valentine's Press Conference. Video footage shows information about Loveland travel and tourism this Valentine's season. http://www.9news.com/story/news/local/2015/01/06/loveland-valentines-day/21334381/ |
| | <i>Social Media</i> | <ul style="list-style-type: none"> • Overall: According to Google Analytics, the website had 93 visits from social media in December. 88 sessions from Facebook, 3 from Twitter, 1 from Google+ and 1 from Pinterest. We have launched the Pinterest page as a part of our 2015 scope. • Facebook: <ul style="list-style-type: none"> ○ We secured 63 new fans during this time but lost 7, for a total of 3,362. ○ 206 people are talking about the page and we have 58,700 impressions by 25,300 users. ○ 74 percent of those interacting with our page are female and our largest age demographic remained at 55+, formerly 35-44. Second is 35-44. Followed by 25-34. ○ Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver, Greeley and Johnstown. Denver and Greeley provided new interactions that we did not have in December. ○ Our best performing posts include links and/or visuals with prominent tags. Those are shared more often and achieve more likes and comments. Specifically, scenic photos that show off Loveland's beauty are the best performing. • Twitter: <ul style="list-style-type: none"> ○ We have 42 new Twitter followers this month for a total of 458. ○ We saw an increased 23 mentions, 17 Retweets and 7 URL clicks. ○ We had a 34 percent engagement and 76 percent influence score with 34 percent of our tweets as conversational. ○ 54 percent of our followers are female and our largest age demographic is 35-44. • Instagram: <ul style="list-style-type: none"> ○ We have 521 followers, up from 502 last month. ○ Photos of outdoor scenery, sunrises and sunsets and quotes are liked more often. • Google+: <ul style="list-style-type: none"> ○ To save costs, we repurpose content from Facebook and Twitter on Google+. We have 70 followers and 24,737 views. |
| Attitudes | | <ul style="list-style-type: none"> • Overall, sentiment about Loveland, Colo. is positive with many ambassadors singing Loveland's praises. Focus has been on the Valentine's Day season. |

FACEBOOK PAGE REPORT

from January 1, 2015 - January 31, 2015



Visit Loveland Colorado

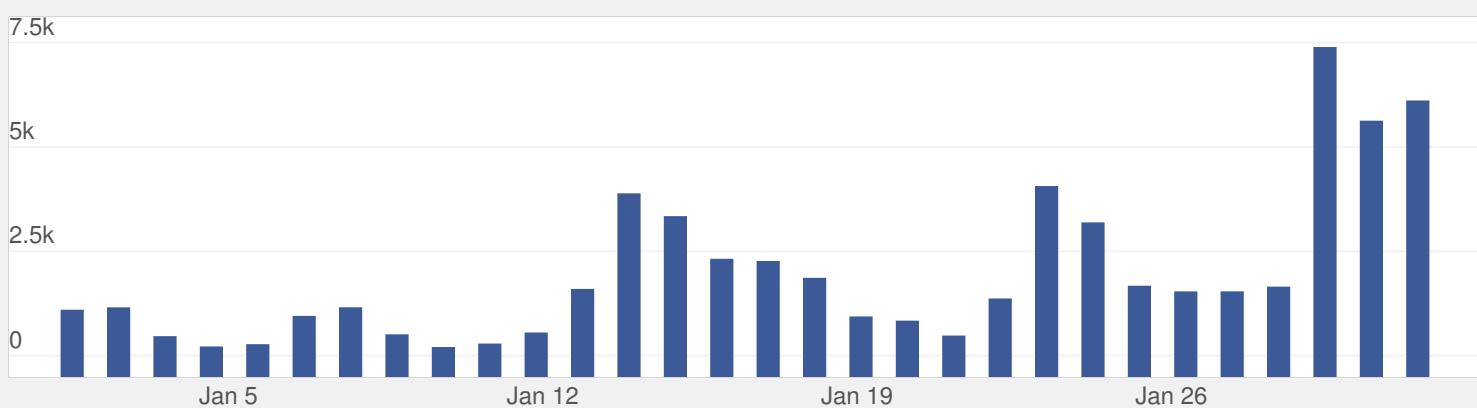
FAN GROWTH

3.36k Total Likes, and 171 people talking about this



PAGE IMPRESSIONS

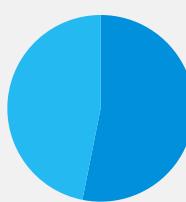
Impressions 58,683 by 25,303 users



IMPRESSIONS



- Page Post 26.3k
- Checkin 531
- Fan 440
- Mention 54
- Other 1
- Question 0
- User Post 0
- Coupon 0



- Paid 2
- Organic 31.0k
- Viral 27.3k

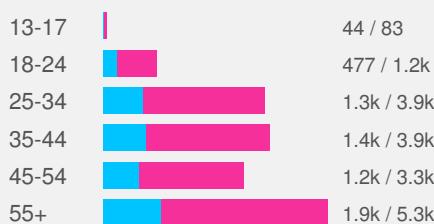
BY DAY OF WEEK

| | Avg | Total |
|-----|-------|-------|
| Sun | 901 | 3.6k |
| Mon | 625.3 | 2.5k |
| Tue | 1.7k | 7.0k |
| Wed | 1.7k | 6.9k |
| Thu | 2.8k | 13.8k |
| Fri | 2.7k | 13.4k |
| Sat | 2.3k | 11.4k |

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER



TOP COUNTRIES

United States
Mexico
Spain
Canada
United Kingdom

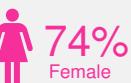
23.5k
123
92
83
72

TOP CITIES

Loveland, CO
Fort Collins, CO
Denver, CO
Greeley, CO
Johnstown, CO



26%



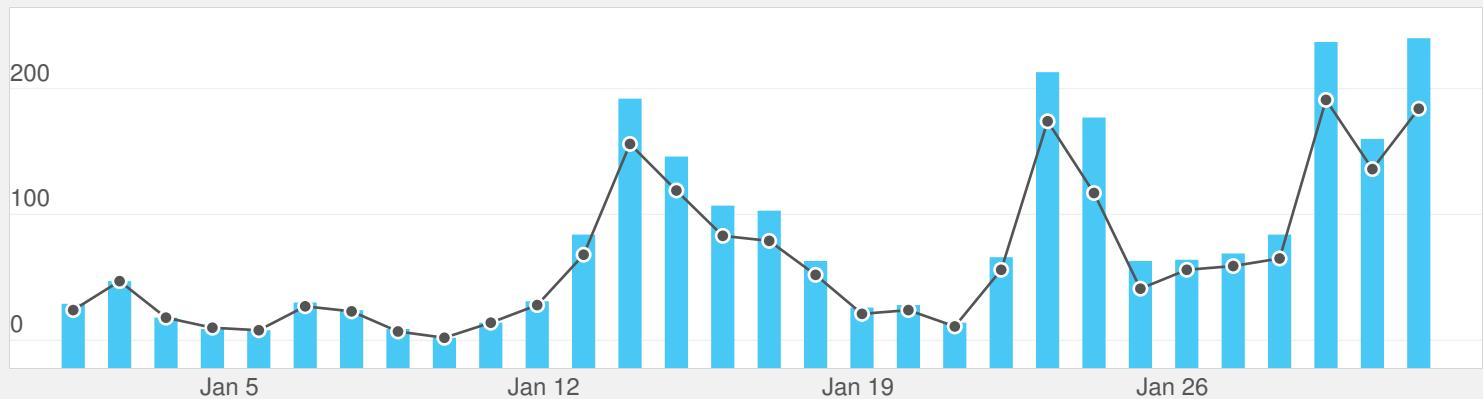
Female 74%

SHARING

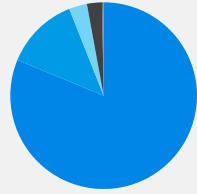
how people are sharing your content

STORIES

Stories Created 2,356 by 1,899 users



SHARE TYPE



- Other 2.0k
- Page Post 310
- User Post 76
- Fan 63
- Checkin 5
- Mention 2
- Question 0
- Coupon 0

BY DAY OF WEEK

| Day | Avg | Total |
|-----|-------|-------|
| Sun | 29 | 116 |
| Mon | 25 | 100 |
| Tue | 82.3 | 329 |
| Wed | 69 | 276 |
| Thu | 98 | 490 |
| Fri | 108.6 | 543 |
| Sat | 100.4 | 502 |

SHARER DEMOGRAPHICS

Here's a quick breakdown of people creating stories on your Facebook Page

AGE & GENDER

| | |
|-------|-----------|
| 13-17 | 1 / 2 |
| 18-24 | 10 / 49 |
| 25-34 | 16 / 164 |
| 35-44 | 60 / 230 |
| 45-54 | 46 / 179 |
| 55+ | 115 / 445 |



TOP COUNTRIES

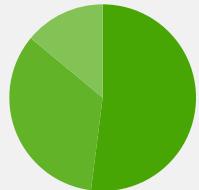
| |
|---------------|
| United States |
| Japan |
| Mexico |
| Puerto Rico |
| Zambia |

TOP LOCALES

| | | |
|------|---------------------------|------|
| 1.3k | English (United States) | 1.3k |
| 8 | Spanish (umbrella locale) | 22 |
| 4 | Japanese (Japan) | 8 |
| 1 | English (United Kingdom) | 8 |
| 1 | Spanish (Spain) | 2 |

YOUR CONTENT

a breakdown of the content you post



BY STORY TYPE

| | Avg | Total |
|---------------------------|--------|--------|
| Reach | 562.24 | 28.11k |
| People Talking About This | 35.68 | 1.78k |
| Engagement | 10.57% | 11.32% |

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

| DATE | POST | REACH | ENGAGED | TALKING | LIKES | COMMENTS | SHARES | ENGAGEMENT |
|----------|--|-------|---------|---------|-------|----------|--------|------------|
| 01/31/15 | Mark your calendars! On Feb. 13 and 1... | 1.4k | 137 | 64 | 59 | 4 | 13 | 9.96% |
| 01/31/15 | Grimm Brothers Brewhouse unveiled the... | 367 | 64 | 16 | 15 | -- | 2 | 17.44% |
| 01/31/15 | Give the gift of experience this Vale... | 89 | 6 | 3 | 3 | -- | -- | 6.74% |
| 01/31/15 | Today's #SculptureSaturday brings us ... | 881 | 106 | 72 | 70 | 8 | 6 | 12.03% |
| 01/31/15 | The Sweetheart City is the perfect de... | 466 | 40 | 19 | 15 | 2 | 7 | 8.58% |
| 01/30/15 | Don't miss your chance to stay in the... | 176 | 35 | 8 | 8 | 1 | -- | 19.89% |
| 01/30/15 | The first day of stamping for the Lov... | 675 | 74 | 48 | 43 | 3 | 8 | 10.96% |
| 01/29/15 | Stay tuned for more information on th... | 979 | 86 | 37 | 33 | 1 | 7 | 8.78% |
| 01/29/15 | While visiting the Sweetheart City, t... | 195 | 14 | 10 | 10 | -- | -- | 7.18% |
| 01/29/15 | #ThrowbackThursday- 1958. The Lovelan... | 2.1k | 225 | 138 | 125 | 5 | 30 | 10.54% |
| 01/29/15 | In addition to being ranked #2 on thi... | 2.4k | 244 | 68 | 63 | 6 | -- | 10.25% |
| 01/29/15 | [Photo] | 112 | -- | 0 | -- | -- | -- | % |
| 01/29/15 | The Sylvan Dale Guest Ranch has long ... | 196 | 18 | 10 | 10 | -- | 1 | 9.18% |
| 01/29/15 | What a way to end the evening. Good n... | 524 | 79 | 45 | 44 | 3 | 1 | 15.08% |
| 01/28/15 | Stop by Mo' Betta Gumbo for a savory ... | 227 | 25 | 20 | 19 | 2 | 1 | 11.01% |
| 01/27/15 | Eat well, travel often #TravelTuesday... | 272 | 31 | 23 | 22 | 1 | 1 | 11.4% |
| 01/27/15 | Don't forget! If you are sending your... | 191 | 10 | 7 | 7 | -- | 1 | 5.24% |
| 01/27/15 | Loveland loves sunsets, especially at... | 598 | 88 | 67 | 63 | 2 | 6 | 14.72% |
| 01/26/15 | Loveland Aleworks offers unique craft... | 347 | 23 | 16 | 15 | -- | 3 | 6.63% |
| 01/26/15 | Looking for a delicious dinner option... | 190 | 7 | 4 | 4 | -- | -- | 3.68% |
| 01/25/15 | Valentine's Day In Loveland has anno... | 103 | 3 | 2 | 2 | -- | -- | 2.91% |
| 01/24/15 | Today's #SculptureSaturday is feature... | 315 | 45 | 33 | 32 | -- | 2 | 14.29% |
| 01/24/15 | Take a free tour of the Spring 44 Dis... | 185 | 25 | 16 | 15 | -- | 3 | 13.51% |
| 01/23/15 | Join the Loveland Museum/Gallery for ... | 123 | 15 | 12 | 12 | -- | 2 | 12.2% |

TWITTER GENERAL STATS

from January 1, 2015 - January 31, 2015



@VisitLovelandCO
Visit Loveland, Colo

458 total followers
47 connections made in this time period

New Followers 42 

You Followed 12 

@ Mentions 23 

Messages Sent 35 

Messages Received 24 

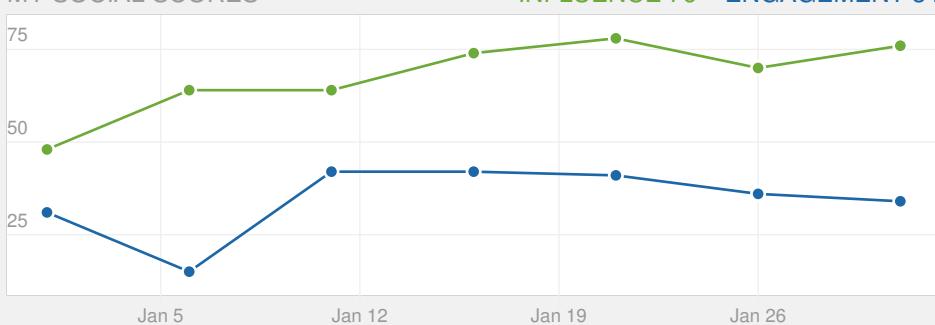
Clicks 7 

Retweets 17 

KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES



INFLUENCE 76

ENGAGEMENT 34

TWEETING BEHAVIOR

Conversation

34%

Updates

66%

New Contacts

6%

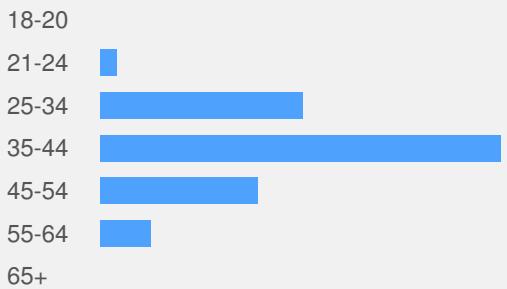
Existing

94%

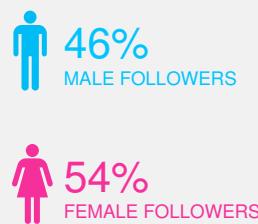
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

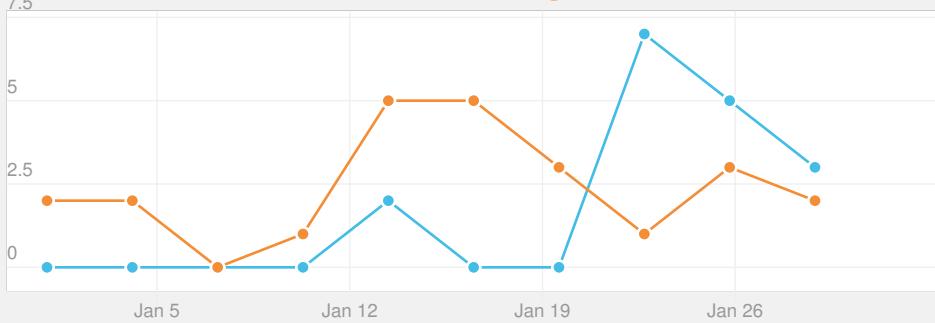


PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS

@Mentions 23 RETWEETS 17



OUTBOUND TWEET CONTENT

T 9 Plain Text

11 Links to Pages

15 Photo Links