



Visit Loveland

May 2014 PR & Social Media Report

Public Relations

May PR efforts focused heavily on media relations, FAM trips and promoting Loveland as a summer getaway. Visit Loveland supported Sylvan Dale Guest Ranch’s re-opening by drafting and distributing a press release about its upcoming dude ranch season and events space opportunities. We helped to secure an interview with Rocky Mountain Viewpoints for Susan Jessup to talk about the rebuilding and what visitors can expect. On the FAM Trip front, we prepped Germany and UK-specific press kits for participants and supported both on-site, helping take pictures of participants on horses at Sylvan Dale, exploring Benson Sculpture Garden and more. We are also one step closer to July press trip with freelancer Julie Bielenberg, who is covering various angles for some upcoming travel publications.

Summer in Loveland promotion was strong in May as we worked to draft content for two separate e-mail newsletters to Visit Colorado’s massive audience and crafted content for Texas Monthly

Social media efforts continue to grow with new likes daily, and the e-newsletter subscriber list consistently grows monthly.

E-Newsletter

The May 2014 e-newsletter focused on budget-friendly activities in Loveland this summer. The subscriber list continues to grow with 10,018 total subscribers at a 17.4 percent open rate and 1.2 percent click-thru rate. According to our newsletter provider, Mail Chimp, the travel/tourism industry average is 16.4 percent open rate and 1.8 percent click-thru rate, so we are above on open rates, yet slightly below click-thru rates.

The top links clicked on are:

- www.visitlovelandco.org/Pages/RegionalEventsCalendar
- <http://www.sylvandale.com/>
- <http://www.visitlovelandco.org/Pages/Play>
- <http://www.visitlovelandco.org/Pages/Directory>
- <http://www.visitlovelandco.org/Pages/Directory>

Most of the links clicked were in stories higher in the e-newsletter, with the exception being the Regional Events Calendar. We had 58 unsubscribe this month, but added almost 1,000 new contacts.

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 May 2014 e-newsletter • Secured Rocky Mountain Viewpoints radio segment for Sylvan Dale Guest Ranch • Distributed Sylvan Dale Guest Ranch re-opening press release and pitched to key media • Prepared press kits for Germany and U.K. FAM Trips and attended both events to capture video, images and build relationships • Drafted content for two Colorado.com e-newsletters. One was a short write-up of Loveland for a state vacation e-newsletter. The other was a full write-up on summer in Loveland to entice visitors to the area. • Continued coordination with freelancer Julie Bielenberg on press trip to Loveland for several upcoming stories she is working on. • Pitched Loveland Hidden Gems for Canadian Traveler • Drafted Ad copy for Texas Monthly

	<i>Social Media</i>	<ul style="list-style-type: none"> • Participated in Twitter Expedia Chat on Family Travel • Promoted the following through Facebook, Twitter, Google+ and Instagram: <ul style="list-style-type: none"> ○ Sculpture Saturday every week promoting public art around Loveland ○ Throwback Thursday every week to promote Loveland's rich history ○ Trivia Tuesday every week to interact with users ○ Travel Tuesday to inspire people to want to travel ○ Fan Photo Friday asking for photos for favorite local places to increase interactions ○ Showcasing summer in Loveland with outdoor activities and upcoming events ○ Summer Kick-Off Celebration ○ Local events at the Budweiser Events Center
Attention	<i>Public Relations</i>	<ul style="list-style-type: none"> • The inclusion in the Colorado.com May E-Newsletter reached 280,000 subscribers. • Garnered interest from 5280 Magazine on press trip to Sylvan Dale Guest Ranch for possible summer write-up.
	<i>Social Media</i>	<ul style="list-style-type: none"> • Overall: According to Google Analytics, the website had 78 visits from social media, which is double the total last month. 68 sessions from Facebook, 4 from Twitter and 5 from Pinterest. • Facebook: <ul style="list-style-type: none"> ○ We secured 76 new fans during this time but lost 10, for a total of 2,426. ○ 189 people are talking about the page (up from 180 in the last report) and we have 51,400 impressions by 20,600 users. ○ 74 percent of those interacting with our page are female and our largest age demographic being 35-44, a change from 55+ last month. Coming in second is 55+ with the 35-44 range in a close third. ○ Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver, Greeley and Johnstown. This is all based on organic content and growth. ○ Our best performing posts include links and/or visuals. Those are shared more often and achieve more likes and comments. • Twitter: <ul style="list-style-type: none"> ○ We have 20 new Twitter followers this month for a total of 266. ○ We saw 17 mentions, 16 Retweets and 28 URL clicks. ○ We had a 28 percent engagement and 63 percent influence score with 28 percent of our tweets as conversational. ○ 55 percent of our followers are female and our largest age demographic is 35-44. ○ We take part in the monthly Tourism Chat, Travel & Leisure Chat and Expedia Chat. • Instagram: <ul style="list-style-type: none"> ○ We have 164 followers. ○ Photos of outdoor scenery and downtown are liked more often. ○ Posts including local activities, #TriviaTuesday, #TravelTuesday or #ThrowbackThursday/#TBT achieve more comments. • Google+: <ul style="list-style-type: none"> ○ To save costs, we repurpose content from Facebook and Twitter on Google+. We have 37 followers and are working to integrate some additional attention to Google+ moving forward without taking time away from media relations and other channels that are working for us.
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 art and culture travel and the summer season.
Actions		<ul style="list-style-type: none"> • Engaged with following influencer: VisitEstesPark, hiptravelmama, • Influencers following us on social media: NM Business Coalition, TEDx Front Range, CSU Business, Rialto Theater, NCEDC, Dave Jensen, Korira Geiger, Kidventurous, Artworks Loveland, Jordan Lampkin, Nicola Gordon • In future months, we will work to add a tie to lodging increases and website visit increases.

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