



Visit Loveland

July 2014 PR & Social Media Report

Public Relations

July was a great media relations' month for Visit Loveland with several secured opportunities and coverage.

Highlighted Opportunities:

- We hosted freelance writer Julie Bielenberg who was on assignment for stories in *AAA Encompass Magazine*, *Cowboys & Indians Magazine* and MileHighMamas.com. The trip was a huge success and Julie left singing Loveland's praises to other travel media in the Denver market and beyond.
- We secured an opportunity to feature Devil's Backbone and potentially Loveland's downtown on Fox 31's Explore Colorado with Jennifer Broome. We are working to finalize the shoot for September.
- We secured the interest of freelance writer and travel blogger Carri Wilibanks to include Sweetheart Lanes in an article she is working on. She will be visiting Loveland in August for photos and we will discuss additional opportunities to showcase Loveland.

We also secured Loveland's inclusion in publications such as PeterGreenbergWorldwide.com, 5280.com, Coloradoan, ComposeYourselfMag.com and Germany's Travel Talk magazine. The Colorado Tourism Office worked to include Loveland in a USA Today story and Live Happy Magazine included Loveland as the most satisfied city in its recent issue/rankings. Additional details of all coverage are included in the Key Performance Metrics below.

This month, we researched and drafted the fall press release "Top 15 Reasons to Expand Your Trip to Rocky Mountain National Park through Loveland this Fall." This release will be distributed in August.

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

E-Newsletter

The July 2014 e-newsletter focused on last-minute summer travel and fall vacation planning in Loveland. The subscriber list continues to grow with 10,994 total subscribers at a 17.4 percent open rate and 1.3 percent click-thru rate. According to our newsletter provider, Mail Chimp, the travel/tourism industry average is 16.3 percent open rate and 1.8 percent click-thru rate, so we have stayed consistent with open rates and are still slightly below on click-thru rates.

The top links clicked on are:

- <http://www.visitlovelandco.org/Pages/RegionalEventsCalendar>
- <http://thunderintherockies.com/>
- <http://www.loveland.org/TheCornRoastFestival/>
- <http://lovelandsculptureinvitational.org/>
- <http://www.larimercountyfair.org/>

Most of the links clicked were in stories higher in the e-newsletter, with the exception being the Regional Events Calendar. We had 113 unsubscribe this month, but are consistently adding subscribers.

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.

| | | |
|-----------------|-------------------------|--|
| Activity | <i>Public Relations</i> | <ul style="list-style-type: none"> • Distributed July e-newsletter • Wrote and organized August 2014 e-newsletter • Hosted Julie Bielenberg on her July press trip to Loveland. She is working on several |
|-----------------|-------------------------|--|

| | | |
|------------------|-------------------------|--|
| | | <p>stories that Loveland could fit into including ones for AAA Encompass Magazine, Cowboys & Indians and Milehighmamas.com.</p> <ul style="list-style-type: none"> • Attended TravelChannel.com filming at Verboten for Visit Loveland and met producers and film crew. • Coordinated The Vault Grand Junction radio giveaway for Oktoberfest weekend • Drafted Colorado Life ad content focusing on Fall activities and Oktoberfest • Distributed Oktoberfest press release • Pitched Fox 31's Explore Colorado and 9 News' Colorado Adventures for upcoming Loveland segments. Secured interested with Explore Colorado for September segment filming. • Drafted Loveland Top 15 press release designed to support tourism through Loveland for the 100-year anniversary of Rocky Mountain National Park. • Reviewed Colorado Governor's Tourism Conference award opportunities and sent to Visit Loveland team for consideration. • Secured opportunity with freelancer and travel blogger Carri Willibanks (works with USA Today, AAA Encompass, Comcast TV and more) to include Sweetheart Lanes in upcoming story. Further coordination will happen in August. |
| | <i>Social Media</i> | <ul style="list-style-type: none"> • Participated in Twitter Expedia Chats • 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 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 ○ Promoting free summer concerts ○ Supporting summer festivals |
| Attention | <i>Public Relations</i> | <ul style="list-style-type: none"> • Inclusion in the Peter Greenberg Worldwide E-Newsletter with the article "12 Ways to Celebrate the Fourth of July" reached thousands of subscribers. • The article "12 Ways to Celebrate the Fourth of July" on Petergreenberg.com reached 2,560,063 readers. • Inclusion in a Coloradoan.com article, "Flobots Headline Loveland Oktoberfest" reached 377,472 readers. • The inclusion of Sylvan Dale Guest Ranch in the article "Colorado's Ranch Trail: Grass-fed, natural food" in the USA TODAY Travel section reached 1,333,627 readers. Note that this was secured by the Colorado Tourism Office. • The article "5 Ways ARISE Music Festival Aims to Change Your Life" from ComposeYourselfMag.com was secured. Reader information is unknown. • Inclusion in the Live Happy Magazine online and print edition with the article "America's Most Satisfies Cities." • Inclusion of a photo from the Loveland FAM Trip in the German Travel Talk magazine. Loveland was the only Colorado destination from the trip included. • Inclusion of Sylvan Dale Guest Ranch in 5280.com's online, "July and August Weekend Plans from Around the Region" reaching 157,767 online readers. |
| | <i>Social Media</i> | <ul style="list-style-type: none"> • Overall: According to Google Analytics, the website had 39 visits from social media, 35 sessions from Facebook, 2 from Twitter, 1 from Naver (south Korean site) and 1 from Pinterest. • Facebook: <ul style="list-style-type: none"> ○ We secured 84 new fans during this time but lost 6, for a total of 2,546. ○ 229 people are talking about the page and we have 76,800 impressions by 36,400 users. ○ 73 percent of those interacting with our page are female and our largest age demographic being 35-44. Coming in close second is 25-34 and 55+ range in third. ○ Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver, Greeley and Longmont. This is all based on organic content and growth. ○ Our best performing posts include visuals and/or links. Those are shared more often and achieve more likes and comments. • Twitter: <ul style="list-style-type: none"> ○ We have 36 new Twitter followers this month for a total of 321. ○ We saw 25 mentions, 37 retweets, up from 8 last month, and 10 URL clicks. ○ We had a 32 percent engagement and 59 percent influence score with 32 percent of our tweets as conversational. |

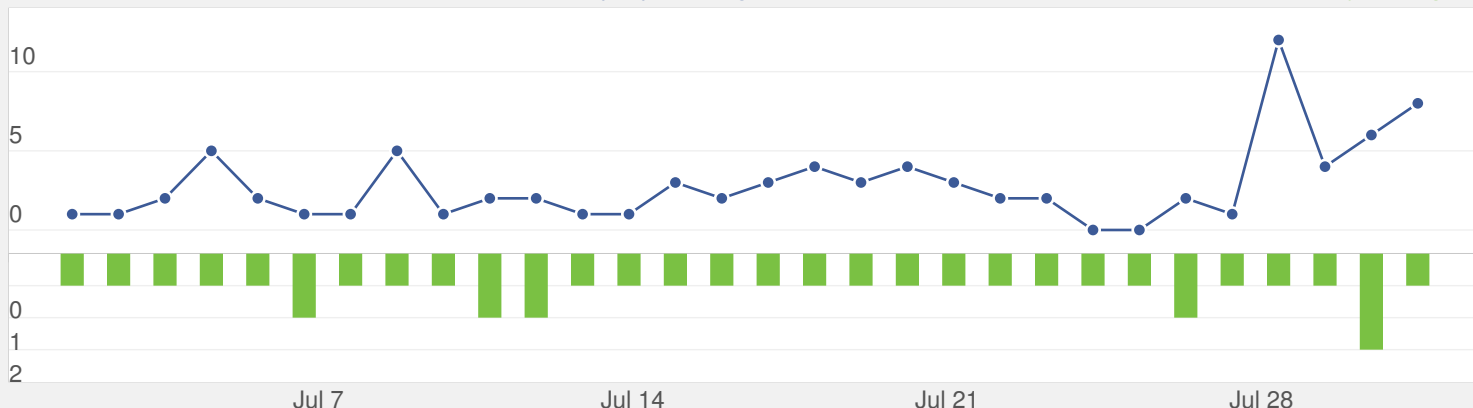
| | | |
|------------------|--|---|
| | | <ul style="list-style-type: none"> ○ 53 percent of our followers are female and our largest age demographic is 35-44. ○ We take part in the weekly #Expediachat. • Instagram: <ul style="list-style-type: none"> ○ We have 172 followers. ○ Photos of outdoor scenery and events are liked more often. ○ Posts including local activities, #TravelTuesday or #ThrowbackThursday/#TBT achieve more comments. • Google+: <ul style="list-style-type: none"> ○ With only 15 hours per month to focus on social media strategy, interactions, engagement and content curation, we repurpose content from Facebook and Twitter on Google+. We have 46 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 influencers: AAAColorado, Arise Festival, I Love Loveland, RMNPOfficial, NoCoWeather, usfsclrd, HeidiTown, LovelandAleworks, ReporterHerald, Loveland Parks and Recreation, • Influencers following us on social media: BrookeWagnerTV, CBAlicia7, JaredMente, Rebecca_Oak, TripTelevision, CrunchyGrocer, OzziesBodyShop, TotalTrafficDEN, Jeffzilla, NLTGaz, N8iveSon, DanSmotherman, Zaouik, • In future months, we will work to add a tie to lodging increases and website visit increases. | |

FACEBOOK PAGE REPORT

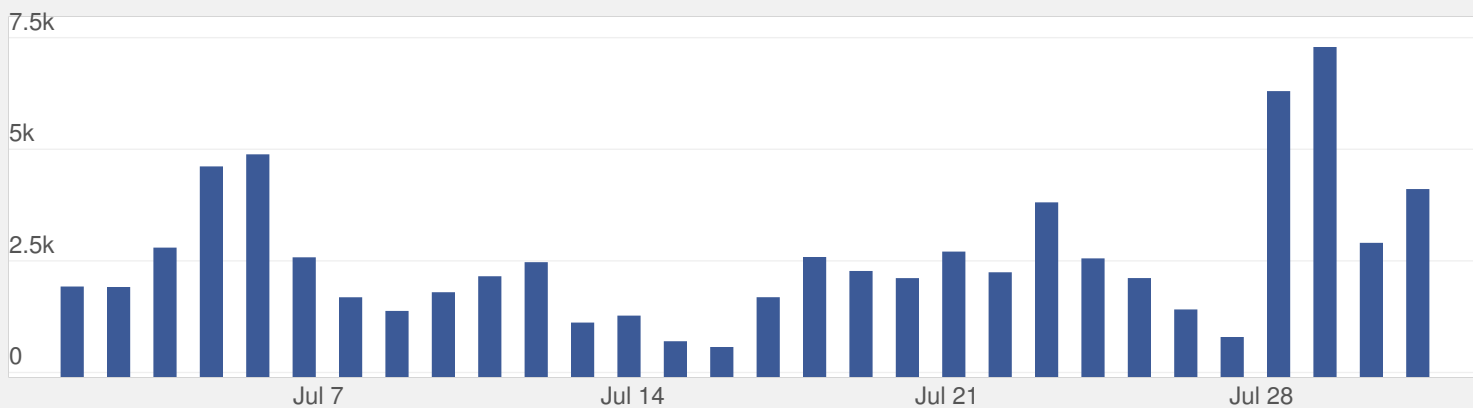
from July 1, 2014 - July 31, 2014

Visit Loveland Colorado

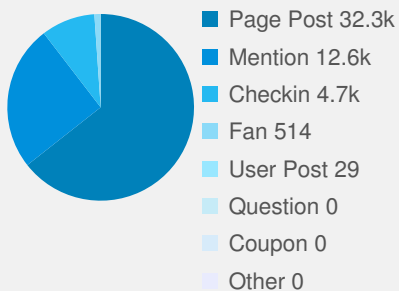
FAN GROWTH **2.55k** Total Likes, and **229** people talking about this New Fans **84** Unliked your Page **6**



PAGE IMPRESSIONS Impressions **76,783** by **36,446** users



IMPRESSIONS



BY DAY OF WEEK

| Day | Avg | Total |
|-----|------|-------|
| Sun | 1.7k | 6.9k |
| Mon | 3.1k | 12.5k |
| Tue | 2.5k | 12.4k |
| Wed | 2.3k | 11.3k |
| Thu | 2.5k | 12.4k |
| Fri | 3.1k | 12.2k |
| Sat | 2.3k | 9.1k |

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

| Age Group | Male | Female |
|-----------|------|--------|
| 13-17 | 140 | 182 |
| 18-24 | 777 | 2.1k |
| 25-34 | 2.0k | 6.7k |
| 35-44 | 2.6k | 6.6k |
| 45-54 | 2.0k | 4.9k |
| 55+ | 2.1k | 5.8k |

TOP COUNTRIES

| Country | Impressions |
|---------------|-------------|
| United States | 35.0k |
| Puerto Rico | 202 |
| Canada | 201 |
| Spain | 105 |
| Maldives | 96 |

TOP CITIES

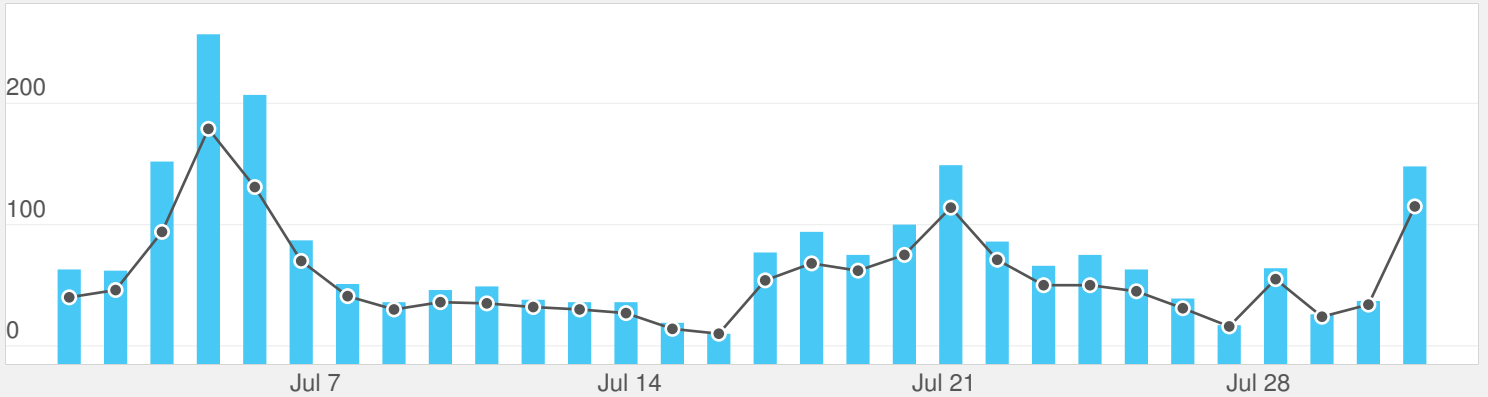
| City | Impressions |
|------------------|-------------|
| Loveland, CO | 15.1k |
| Fort Collins, CO | 2.9k |
| Denver, CO | 1.5k |
| Greeley, CO | 453 |
| Longmont, CO | 425 |



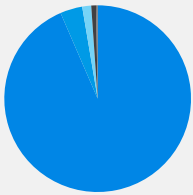
SHARING how people are sharing your content

STORIES

Stories Created **2,265** by 1,678 users



SHARE TYPE



- Page Post 2.0k
- Fan 84
- Checkin 34
- Other 18
- User Post 6

BY DAY OF WEEK

| Day | Avg | Total |
|-----|-------|-------|
| Sun | 62.8 | 251 |
| Mon | 78 | 312 |
| Tue | 34.4 | 172 |
| Wed | 42.2 | 211 |
| Thu | 109 | 545 |
| Fri | 100.5 | 402 |
| Sat | 93 | 372 |

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

AGE & GENDER

| Age Group | Count |
|-----------|----------|
| 13-17 | 4 / 1 |
| 18-24 | 6 / 26 |
| 25-34 | 51 / 163 |
| 35-44 | 67 / 246 |
| 45-54 | 61 / 206 |
| 55+ | 80 / 363 |

TOP COUNTRIES

| Country | Count |
|---------------|-------|
| United States | 1.2k |
| Japan | 24 |
| Puerto Rico | 6 |
| Canada | 5 |
| Maldives | 4 |

TOP LOCALES

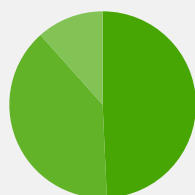
| Locale | Count |
|---------------------------|-------|
| English (United States) | 1.2k |
| Japanese (Japan) | 24 |
| English (United Kingdom) | 22 |
| Spanish (umbrella locale) | 6 |
| Italian (Italy) | 2 |



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Link 34
- Photo 27
- Status 8

| | AVG | TOTAL |
|---------------------------|--------|--------|
| Reach | 415.03 | 28.64k |
| People Talking About This | 22.67 | 1.56k |
| Engagement | 11.7% | 14.4% |

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

| DATE | POST | REACH | ENGAGED | TALKING | LIKES | COMMENTS | SHARES | ENGAGEMENT |
|----------|--|-------|---------|---------|-------|----------|--------|------------|
| 07/31/14 | Tomorrow night at the Foote Lagoon Am... | 352 | 42 | 17 | 16 | 1 | 2 | 11.93% |
| 07/31/14 | [Fill in the Blank] #Loveland is know... | 442 | 39 | 11 | 4 | 6 | 1 | 8.82% |
| 07/31/14 | Some great travel tips from Travel + ... | 165 | 6 | 1 | 1 | -- | -- | 3.64% |
| 07/31/14 | #ThrowbackThursday Fourth Street Mall... | 1.3k | 277 | 100 | 96 | 6 | 6 | 21.93% |
| 07/30/14 | The Larimer County Fair & PRCA Rodeo ... | 358 | 30 | 16 | 15 | 1 | 4 | 8.38% |
| 07/29/14 | See some of your favorite Loveland br... | 166 | 13 | 6 | 5 | -- | 1 | 7.83% |
| 07/28/14 | Let the world know how much you love ... | 1.3k | 159 | 44 | 39 | 4 | 4 | 12.63% |
| 07/28/14 | "Cast and Crew:The Sculpture and Film... | 185 | 7 | 3 | 2 | -- | 1 | 3.78% |
| 07/27/14 | Get your tickets for the Tuesday Thea... | 144 | 5 | 2 | 2 | -- | -- | 3.47% |
| 07/26/14 | Whether you're planning a weekend tri... | 229 | 10 | 2 | 2 | -- | -- | 4.37% |
| 07/26/14 | August is going to be a fantastic mon... | 193 | 13 | 8 | 6 | -- | 2 | 6.74% |
| 07/26/14 | Mayan Wind by Martin Gates in the Ben... | 125 | 25 | 6 | 6 | -- | -- | 20% |
| 07/25/14 | [Fill in the Blank] My favorite plac... | 709 | 121 | 19 | 5 | 16 | -- | 17.07% |
| 07/25/14 | The Sounds of Centerra concert series... | 127 | 6 | 3 | 2 | -- | 1 | 4.72% |
| 07/24/14 | Tonight at the Foote Lagoon Amphithe... | 450 | 59 | 26 | 24 | 1 | 4 | 13.11% |
| 07/23/14 | We hope you celebrated National Ice C... | 178 | 32 | 15 | 14 | 1 | 4 | 17.98% |
| 07/23/14 | We hope you celebrated National Ice C... | 37 | 10 | 4 | 4 | -- | -- | 27.03% |
| 07/23/14 | It was such a great event this year! | 71 | 13 | 4 | 4 | -- | -- | 18.31% |
| 07/22/14 | We are looking forward to the ARISE M... | 2.1k | 190 | 35 | 27 | 10 | 10 | 9.03% |
| 07/21/14 | Looking forward to the 2014 Corn Roas... | 112 | 15 | 4 | 3 | -- | 2 | 13.39% |
| 07/21/14 | #VisitLoveland | 1.6k | 281 | 179 | 167 | 9 | 25 | 17.49% |
| 07/21/14 | Looking for a venue for your next mee... | 116 | 4 | 4 | 4 | -- | 1 | 3.45% |
| 07/21/14 | Good night Loveland, farewell weekend... | 533 | 82 | 43 | 42 | 3 | 6 | 15.38% |
| 07/20/14 | Antiquing is the perfect way to spend... | 510 | 33 | 14 | 13 | 1 | 2 | 6.47% |

TWITTER GENERAL STATS

from July 1, 2014 - July 31, 2014



@VisitLovelandCO
Visit Loveland, Colo

321 total followers
32 connections made in this time period

| | | |
|---------------|----|--|
| New Followers | 36 | |
| You Followed | 3 | |

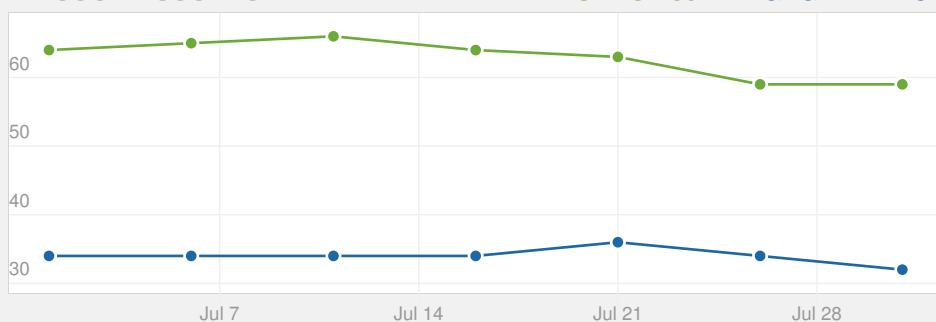
| | | |
|-------------------|----|--|
| @ Mentions | 25 | |
| Messages Sent | 81 | |
| Messages Received | 25 | |
| Clicks | 10 | |
| Retweets | 37 | |

KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 59 **ENGAGEMENT 32**



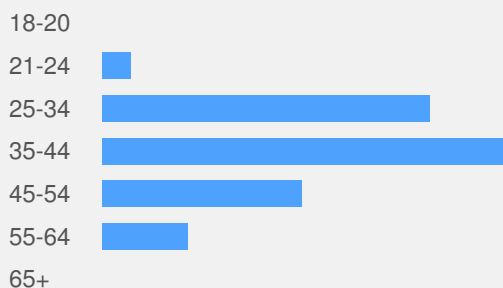
TWEETING BEHAVIOR



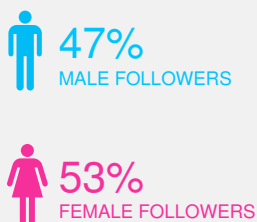
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

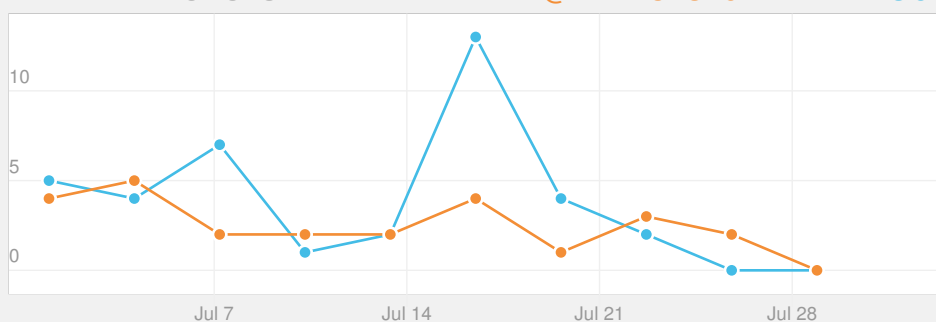


PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 25 **RETWEETS 37**



OUTBOUND TWEET CONTENT

