



Visit Loveland

October 2014 PR & Social Media Report

Public Relations

October was another big media relations' month for Visit Loveland. Ongoing PR efforts results in media coverage with USA Today.com, two separate TV segments with Explore Colorado as well work towards upcoming opportunities. Following Carrie Wilibanks press trip in September, we are working with her on a Top 10 Loveland article for her travel blog CatchCarri.com. An ongoing relationship with Colorado Parent has led to the possible inclusion of Embassy Suites Gingerbread Village in the December issue. We also worked with Julie Bielenberg, as a follow up to her press trip in July, to get additional information on Loveland for her Cowboys & Indians story for 2015. Nothing is confirmed yet, but the possibility of including Loveland is promising.

E-Newsletter

The October 2014 e-newsletter focused on Halloween, art and entertainment, the Colorado Eagles and Sylvan Dale winter packages. The subscriber list grew to 13,636 total subscribers at a 12.9 percent open rate and 0.6 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. 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. This is something we are in the process of for 2015.

The top clicked links are:

- <http://www.sylvandale.com/>
- <http://www.cityofloveland.org/index.aspx?page=739>
- <http://www.thepromenadeshopsatcenterra.com/info/datenight>
- <http://centerracolorado.com/events/display/244>
- <http://www.outletsatloveland.com/event/8th-annual-shopping-extravaganza/2145438593>

The Sylvan Dale article was at the bottom of the e-newsletter, yet that link was the most clicked. All other clicked links were higher in the article. We had 144 unsubscribe this month.

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"> • Coordinated Explore Colorado segment and video shoot at Osborne Farms for Pumpkin Picking segment • Finalized coordinating USA Today Fall Foliage article by Carrie Wilibanks • Worked to obtain interest in Colorado Parent of the Embassy Suites Gingerbread House for December issue and coordinated information • Fact checking Carrie Wilibanks Top 10 Loveland article for CatchCarri.com to run at a later date • Worked with freelancer Julie Bielenberg to obtain extra information for Cowboys & Indians article including Loveland for 2015 • Worked with Visit Loveland team to come up with recommendations for new website • Finalized and sent October newsletter • Began information gathering and strategizing November newsletter
	<i>Social Media</i>	<ul style="list-style-type: none"> • Promoted the following through Facebook, Twitter, Google+ and Instagram: <ul style="list-style-type: none"> ○ Halloween festivities ○ Fall leaf peeping opportunities ○ Press coverage ○ Sculpture Saturday every week promoting public art around Loveland

		<ul style="list-style-type: none"> ○ 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 ○ Fill in the Blank posts to increase interactions ○ Showcasing fall in Loveland with outdoor activities and upcoming fall events ○ Local events at the Budweiser Events Center
Attention	<i>Public Relations</i>	<ul style="list-style-type: none"> • Explore Colorado Devil’s Backbone Hike aired on Oct. 2, 2014 and also appeared online at KDVR.com (http://kdvr.com/2014/10/02/explore-colorado-devils-backbone/) • Loveland’s Benson Sculpture Park and Big Thompson Canyon were including in a USAToday.com article, Top 10 Best Fall Foliage Spots, by Carrie Wilibanks. The article reached 3,255,157 online readers. (http://www.usatoday.com/story/experience/weekend/my-weekend-experience/2014/10/22/10best-fall-foliage/17718179/) • Explore Colorado’s Osborne Farms Pumpkin Patch segment aired Oct. 16, featuring Osborn Farms and encouraging visitors to come up for some pumpkin pitching. In addition to on air and online coverage, another KDVR anchor came to the pumpkin patch as a result of the segment. (http://kdvr.com/2014/10/16/explore-colorado-heading-to-the-pumpkin-patch/)
	<i>Social Media</i>	<ul style="list-style-type: none"> • Overall: According to Google Analytics, the website had 194 visits from social media, which is double the total last month. 185 sessions from Facebook, 9 from Twitter. • Facebook: <ul style="list-style-type: none"> ○ We secured 72 new fans during this time but lost 2, for a total of 2,705. ○ 134 people are talking about the page and we have 29,752 impressions by 12,511 users. ○ 73 percent of those interacting with our page are female and our largest age demographic continues to be 35-44. Coming in second is 25-34 with 55+ in a close third. ○ Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver, Johnstown and Berthoud. This is all based on organic content and growth. ○ 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 23 new Twitter followers this month for a total of 389. ○ We saw 24 mentions, 17 Retweets and 69 URL clicks. ○ We had a 6- percent engagement and 40 percent influence score with 60 percent of our tweets as conversational. ○ 53 percent of our followers are female and our largest age demographic is 35-44. ○ We take part in the weekly Expedia Chat. • Instagram: <ul style="list-style-type: none"> ○ We have 434 followers, up from 396 last month. ○ Photos of outdoor scenery and activities are liked more often. ○ Posts including local activities, scenery, #TravelTuesday and #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 57 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 fall season.
Actions		<ul style="list-style-type: none"> • Engaged with following influencer: HeidiTown, VerbotenBrewing, I Love Loveland, Loveland Aleworks, WapCoPub, JenniferBroome, ThunderMtnHD, City of Loveland-Parks & Recreation, AmEagleBeverage, BrookeWagnerTV, KenClarkTV, GoodDayCO, KDVR, CatchCarri, • Influencers following us on social media: LuckyStrikeDen, SuzanneMKramer, Fans_ColoradoR, WorkMomTravels, INgenuisCol, TeePhoto, literally_lizzy, AirlineMilesExp, SnowTravelExpo. • In future months, we will work to add a tie to lodging increases and website visit increases.

FACEBOOK PAGE REPORT

from October 1, 2014 - November 1, 2014



Visit Loveland Colorado

FAN GROWTH

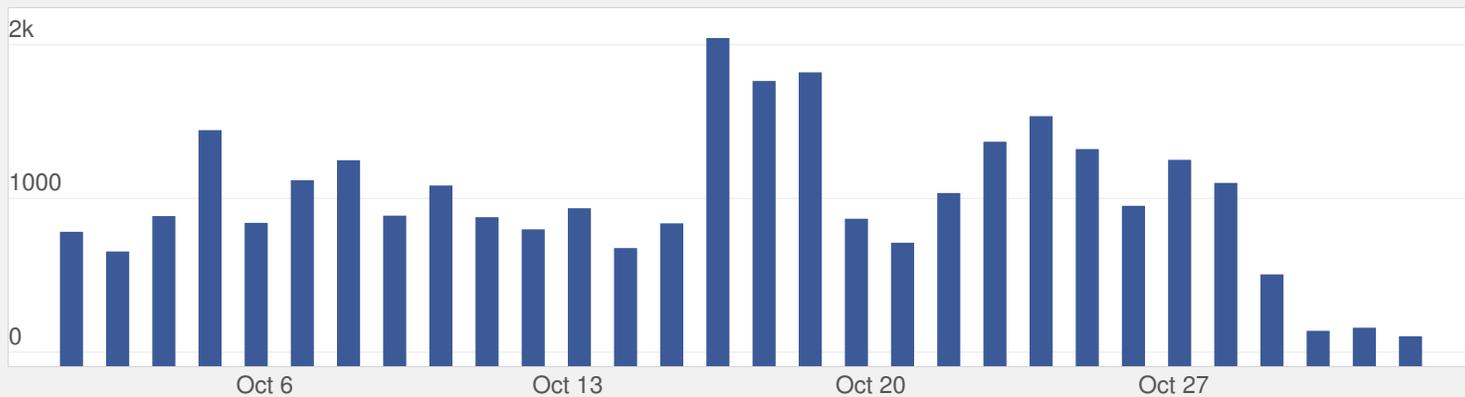
2.7k Total Likes, and 134 people talking about this

New Fans 72 Unliked your Page 2

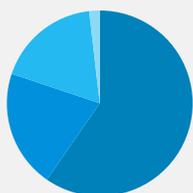


PAGE IMPRESSIONS

Impressions 29,752 by 12,511 users



IMPRESSIONS



- Page Post 7.0k
- Mention 2.4k
- Checkin 2.1k
- Fan 214
- Other 1
- Question 0
- User Post 0
- Coupon 0



- Paid 0
- Organic 17.8k
- Viral 11.7k

BY DAY OF WEEK

Day	Avg	Total
Sun	824.3	3.3k
Mon	938.3	3.8k
Tue	904.3	3.6k
Wed	824	4.1k
Thu	944	4.7k
Fri	1.1k	5.3k
Sat	993.6	5.0k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

Country	Count
United States	11.0k
Spain	187
Mexico	186
South Africa	123
Japan	64

TOP CITIES

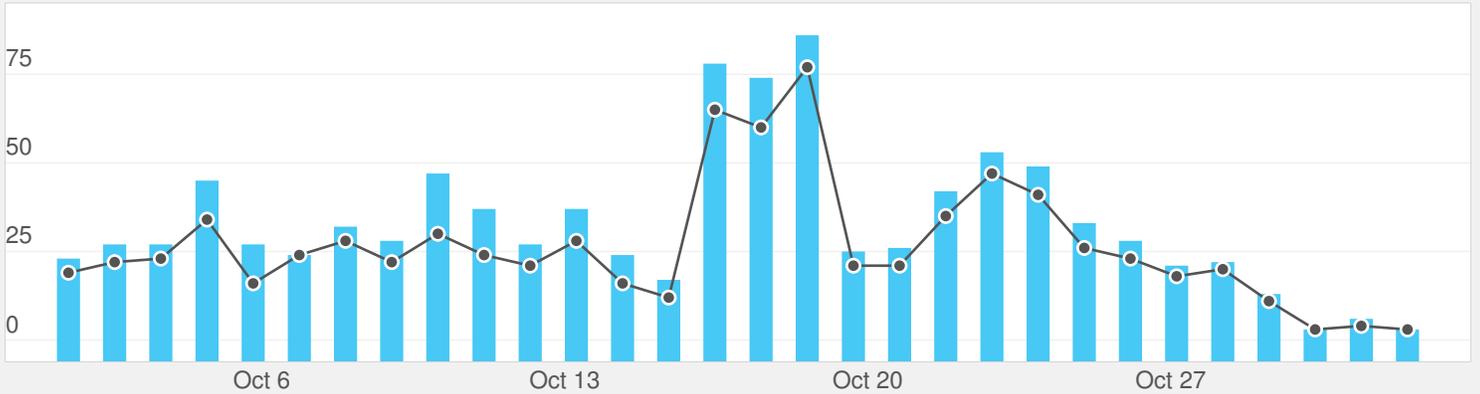
City	Count
Loveland, CO	4.7k
Fort Collins, CO	913
Denver, CO	489
Johnstown, CO	141
Berthoud, CO	130



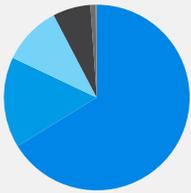
SHARING how people are sharing your content

STORIES

Stories Created **984** by **794** users



SHARE TYPE



- Other 726
- Page Post 173
- User Post 113
- Fan 72
- Checkin 10
- Mention 2
- Question 0
- Coupon 0

BY DAY OF WEEK

Day	Avg	Total
Sun	26.3	105
Mon	23	92
Tue	27.5	110
Wed	23.6	118
Thu	37.2	186
Fri	37.4	187
Sat	37.2	186

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

AGE & GENDER

Age Group	Male	Female
13-17	0	0
18-24	0	10
25-34	10	40
35-44	17	43
45-54	8	35
55+	17	79

TOP COUNTRIES

Country	Count
United States	252
Japan	6
Canada	1
Argentina	1

TOP LOCALES

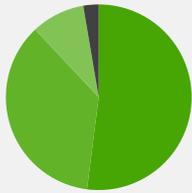
Locale	Count
English (United States)	250
Japanese (Japan)	6
English (United Kingdom)	3
English (Pirate)	1
Spanish (Spain)	1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Link 39
- Photo 27
- Status 7
- Video 2

AVG TOTAL

Reach	148.28	11.12k
People Talking About This	7.95	596
Engagement	10.38%	12.44%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
10/29/14	PLAN AHEAD: The Rocky Mountain Faceof...	75	4	3	3	--	--	5.33%
10/28/14	Exciting events and activities are al...	128	12	4	4	--	1	9.38%
10/28/14	Travel with the one you love to the "...	116	20	10	10	--	--	17.24%
10/27/14	Have you ever wanted to learn how to ...	267	17	5	4	1	1	6.37%
10/27/14	Now through Nov. 20, The Promenade S...	365	34	6	4	2	1	9.32%
10/26/14	Book your cozy winter getaway at Sylv...	186	9	5	3	--	2	4.84%
10/26/14	Take advantage of the pumpkin season ...	93	16	7	7	1	2	17.2%
10/26/14	Gorgeous day for a horseback ride. #v...	89	6	4	4	--	--	6.74%
10/26/14	What a fun day at Centerra's Hallowee...	114	9	5	5	--	--	7.89%
10/25/14	Halloween on the Promenade at The Pro...	163	6	4	4	--	1	3.68%
10/25/14	Loveland Aleworks is hosting the Down...	40	2	2	2	--	--	5%
10/24/14	Celebrate #Halloween all week long! T...	240	12	5	5	--	1	5%
10/24/14	What better way to spend a Saturday n...	60	6	3	3	--	--	10%
10/23/14	Loveland's fall colors have been exce...	228	42	19	16	1	3	18.42%
10/23/14	The Phantom 5K formerly Phantom 4 Mil...	42	5	4	3	--	1	11.9%
10/23/14	Look at these beautiful Loveland ladi...	317	59	30	30	--	1	18.61%
10/22/14	As a craft distillery, Dancing Pines ...	56	2	1	1	1	--	3.57%
10/22/14	Can't wait! GO EAGLES! #VisitLoveland	37	--	0	--	--	--	%
10/22/14	Fall in Loveland is such a beautiful ...	261	88	27	27	--	--	33.72%
10/22/14	The Loveland Public Library has wonde...	38	1	1	1	--	--	2.63%
10/21/14	Another beautiful shot of #Loveland b...	367	53	32	31	--	2	14.44%
10/21/14	Looking for your next zombie crawl? L...	160	14	5	4	--	1	8.75%
10/21/14	What are the two most beloved nicknam...	74	1	1	1	--	--	1.35%
10/20/14	Halloween on the Promenade at The Pro...	125	5	2	2	--	1	4%

TWITTER GENERAL STATS

from October 1, 2014 - October 31, 2014



@VisitLovelandCO
Visit Loveland, Colo

389
total followers
23 connections
made in this time period

New Followers	29	
You Followed	-1	

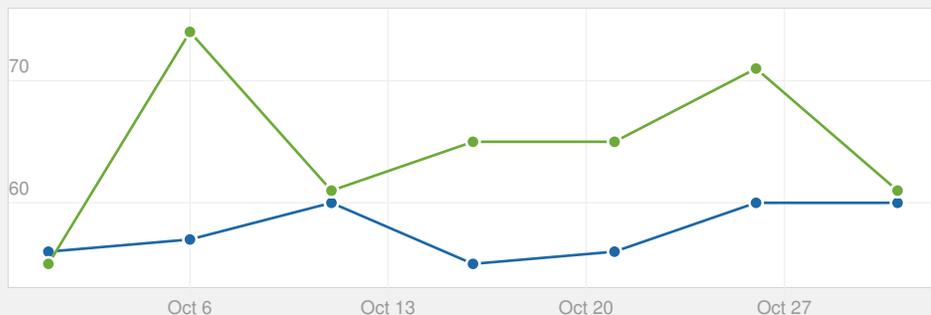
@ Mentions	24	
Messages Sent	88	
Messages Received	24	
Clicks	69	
Retweets	17	

KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 45 **ENGAGEMENT 60**



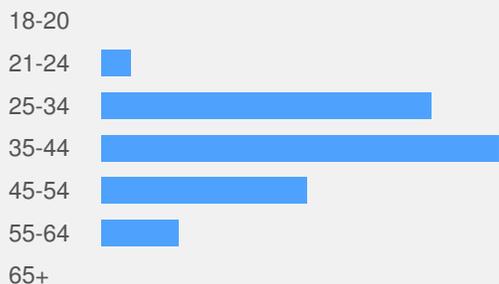
TWEETING BEHAVIOR



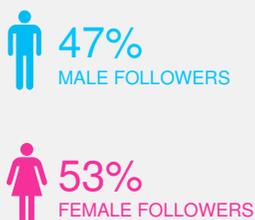
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

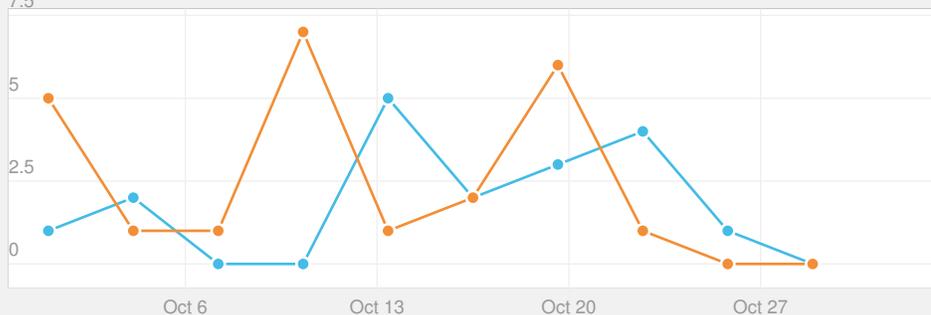


PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 24 **RETWEETS 17**



OUTBOUND TWEET CONTENT

- T** 37 Plain Text
- 🔗** 38 Links to Pages
- 📷** 13 Photo Links