



Visit Loveland

April 2015 PR & Social Media Report

Monthly Highlights

In April, we focused heavily on summer travel promotion including the annual summer press release and promotion of the revamped Visitors Guide, unveiled at Visit Loveland’s summer open house celebration on May 2.

Among PR coverage for Loveland in April was a story featured on *The Loveland Reporter Herald* in their coverage of the upcoming Visitor’s Center summer open house celebration. In addition, travel blogger Carri Wilbanks of CatchCarri.com promoted her past article “10 Reasons to Visit Loveland, Colorado” through her social media channels. The Visit Loveland PR team worked directly with Colorado travel blogger Heidi Kerr-Schlaefler with HeidiTown.com to set up a weekend, overnight stay at Sylvan Dale that resulted in three total blog posts about the getaway. Two of those blog posts ran in April. HeidiTown.com also selected the Taste of Loveland festival as their Featured Festival of the month.

The PR team also brainstormed ideas for upcoming summer coverage including the distribution of our summer e-newsletter. Social media metrics are located below.

Additionally, promotion and marketing efforts for the USA Pro Challenge that will pass through Loveland in August 2015 were performed throughout April. The route for Stage 6 of the race was announced and shared over Visit Loveland social media. The Visit Loveland PR team is supporting media and marketing efforts to help generate additional exposure for Loveland.

E-Newsletter

The April 2015 e-newsletter focused on Loveland’s exciting summer travel attractions. The subscriber list included an increased 15,455 total subscribers at a 12.7 percent open rate, up from 11.6 and increased 1.1 percent click-thru rate. According to our newsletter provider, Mail Chimp, the travel/tourism industry average is 15.5 percent open rate and 1.8 percent click-thru rate. The April e-newsletter has seen increased rates from previous months in all reported areas including total subscribers, open rates and click through rates.

The top clicked links are:

- <http://www.visitlovelandco.org/Pages/RegionalEventsCalendar.php?month=2015-05-01&view=month>
- http://www.co.larimer.co.us/parks/openlands/os_devils_backbone.htm
- <http://www.visitlovelandco.org/>
- <http://tmaconcerts.com>

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 summer e-newsletter • Finalized content for the new Loveland Visitor’s Guide • Focused on strategic planning and ad writing for the Visit Colorado e-newsletter ad and Colorado Meetings & Events Magazine • Worked with Visit Loveland team to brainstorm summer coverage and promotion • Updated list of Denver DMA based media outlets to pitch future Visit Loveland stories and FAM trips • Distributed pitches including summer tourism and upcoming attractions in Loveland • Attended the Colorado Tourism Office reception on behalf of Visit Loveland
	<i>Social</i>	<ul style="list-style-type: none"> • Promoted the following through Visit Loveland’s Facebook, Twitter, Google+, Instagram and

	<i>Media</i>	<p>Pinterest:</p> <ul style="list-style-type: none"> ○ Summer in Loveland ○ Local events and announcements ○ Sculpture Saturday every week promoting public art around Loveland ○ Shared scenic photography from local photographers ○ Travel Tuesday to share inspirational travel quotes to increase desire to visit Loveland ○ Throwback Thursday to promote Loveland’s rich history ○ Fan Photo Friday asking for photos from follower’s travels to increase interactions ○ Sunday Funday asking for comments from follower’s travels to local places to increase interactions
Attention	<i>Public Relations</i>	<ul style="list-style-type: none"> • Online and print coverage from the <i>Loveland Reporter Herald</i> detailing the Visitor’s Center summer open house event. The online article received 765,144 impressions and a total PR value of \$6,891.89. The print article received 53,214 impressions and a total PR value of \$1,391.04. <ul style="list-style-type: none"> ○ http://www.reporterherald.com/news/ci_28015574/loveland-visitors-center-to-kick-off-summer-season • Online coverage from the Catch Carri where she promoted her previous article, “10 Reasons to Visit, Loveland Colorado” across her social media channels in April. This article received 210,000 impressions and a total PR value of \$975. <ul style="list-style-type: none"> ○ http://catchcarri.com/10-reasons-to-visit-loveland-colorado/ • Online coverage from Heidi Town featuring two articles on her weekend western getaway to the Sylvan Dale Guest Ranch. Each of these articles received 22,500 impressions and a total PR value of \$1,567.50. <ul style="list-style-type: none"> ○ http://www.heiditown.com/2015/04/21/playing-cowgirl-at-sylvan-dale-guest-ranch/ ○ http://www.heiditown.com/2015/04/02/a-nature-walk-at-sylvan-dale-guest-ranch/ • Online coverage from Heidi Town where she selected the Taste of Loveland as her Featured Festival of the month. This article received 22,500 impressions and a total PR value of \$1,567.50. <ul style="list-style-type: none"> ○ http://www.heiditown.com/2015/04/10/featured-festival-taste-of-loveland-april-23/
	<i>Social Media</i>	<ul style="list-style-type: none"> • Overall: According to Google Analytics, the website had 444 visits from social media in April. 444 sessions from Facebook, 2 from Twitter and 1 from Pinterest. • Facebook: <ul style="list-style-type: none"> ○ We secured 45 new fans during this time but lost 10, for a total of 3,401. ○ 188 people are talking about the page and we have 44,966 impressions by 19,824 users. ○ 52 percent of those interacting with our page are female and our largest age demographic changed to 35-44. Second is 25-34. Followed by 45-54. ○ Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver, Greeley and Johnstown. ○ 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 38 new Twitter followers this month for a total of 547, an increase from 508. ○ We saw 26 mentions, 7 Retweets and 27 URL link clicks. ○ We had a 21 percent engagement and 7 percent influence score with 21 percent of our tweets as conversational. We will restructure our Twitter content and interactions to shift to a higher conversation rate. ○ 52 percent of our followers are female and our largest age demographic is 35-44. • Visit Loveland Instagram: <ul style="list-style-type: none"> ○ Our followers increased from 747 to 773. ○ 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 83 followers and 21,225 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 summer season.

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GROUP REPORT

from April 1, 2015 - April 30, 2015

Visit Loveland Col...

GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	1,246	
Sent Messages	42	
New Twitter Followers	0	
New Facebook Fans	45	

1,246 INTERACTIONS

BY **1,091** UNIQUE USERS

44,966 IMPRESSIONS

FACEBOOK STATS across all Facebook pages

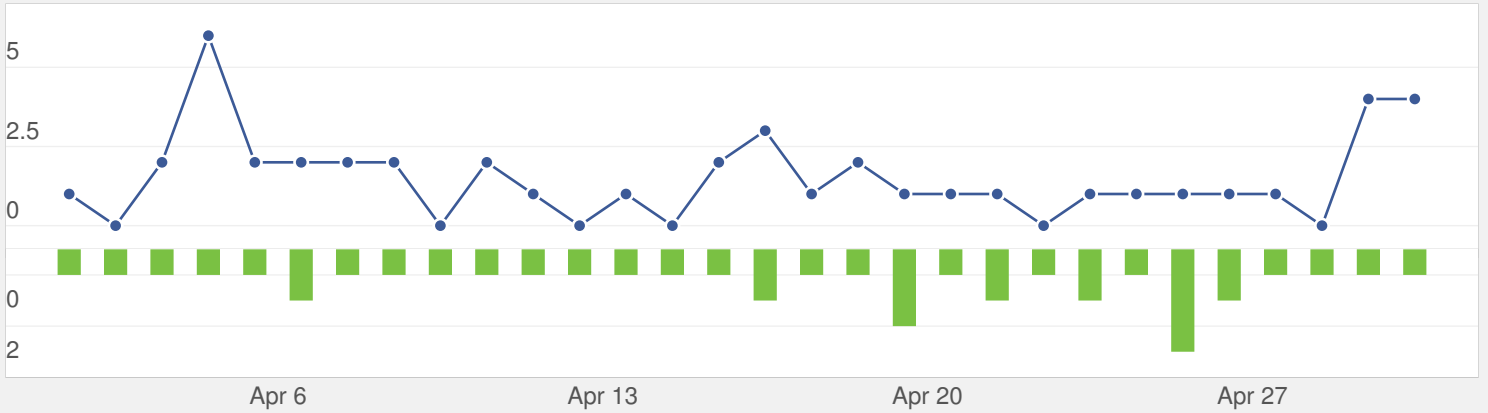


My Facebook Pages

3.4k Total Likes, and 188 people talking about this

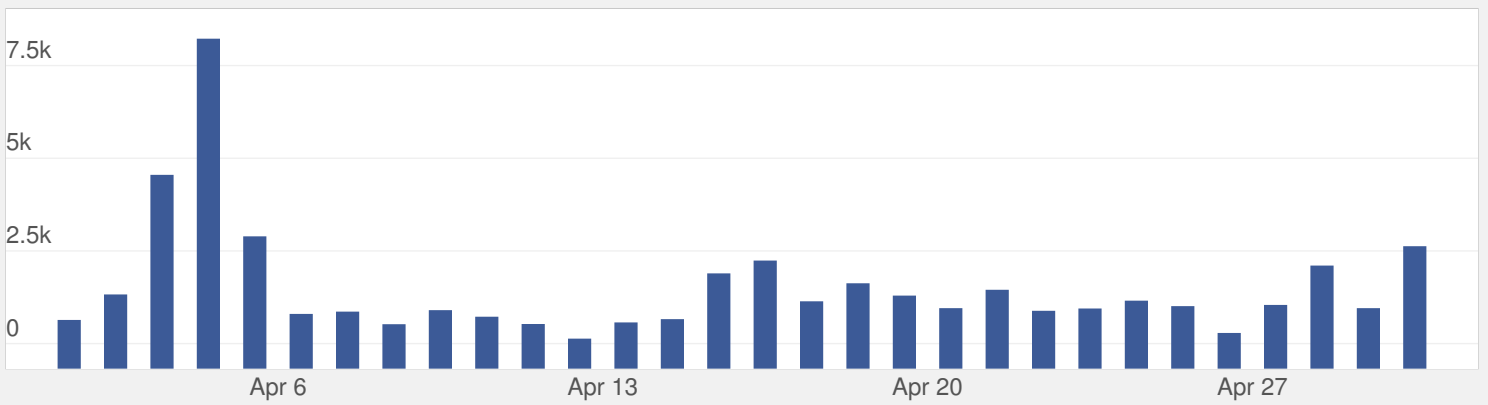
FAN GROWTH

New Fans **45** Unliked your Page **10**

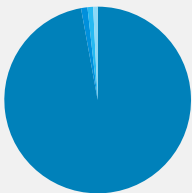


PAGE IMPRESSIONS

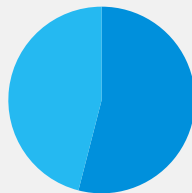
Impressions **44,966** by **19,824** users



IMPRESSIONS



- Page Post 19.9k
- Fan 228
- Checkin 201
- Other 142
- Mention 15
- Question 0
- User Post 0
- Coupon 0



- Paid 0
- Organic 24.0k
- Viral 20.5k

BY DAY OF WEEK

Day	Avg	Total
Sun	1.2k	4.6k
Mon	842.8	3.4k
Tue	1.3k	5.1k
Wed	979.2	4.9k
Thu	1.6k	8.0k
Fri	1.9k	7.6k
Sat	2.8k	11.4k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

Age Group	Male	Female
13-17	24 / 59	
18-24	274 / 876	
25-34	981 / 3.4k	
35-44	1.3k / 3.3k	
45-54	902 / 2.7k	
55+	1.3k / 3.7k	

TOP COUNTRIES

Country	Count
United States	18.4k
Canada	64
United Kingdom	58
Mexico	57
Germany	39

TOP CITIES

City	Count
Loveland, CO	8.3k
Fort Collins, CO	1.4k
Denver, CO	505
Greeley, CO	416
Johnstown, CO	271



GROUP REPORT from April 1, 2015 - April 30, 2015

@VisitLovelandCO

GROUP STATS across all Twitter and Facebook accounts

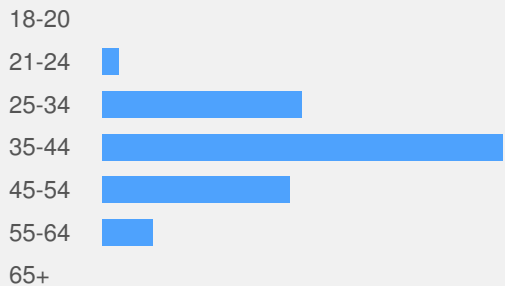
Incoming Messages	28	
Sent Messages	40	
New Twitter Followers	38	
New Facebook Fans	0	

33 INTERACTIONS
 BY **23 UNIQUE USERS**
30,236 IMPRESSIONS

TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

48% MALE FOLLOWERS
52% FEMALE FOLLOWERS

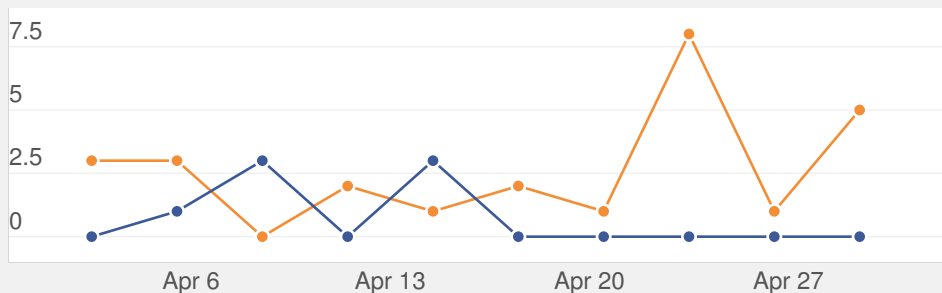


TWITTER STATS

38
 New Twitter Followers in this time period

27 Link Clicks
26 Mentions
7 Retweets

DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

20 Plain Text

11 Links to Pages

9 Photo Links