



Visit Loveland

June and July 2015 PR & Social Media Report

Monthly Highlights

June and July were exceptionally busy months for Visit Loveland as our summer 2015 efforts were in full swing. The team focused heavily on summer travel promotion through media relations, social media and e-newsletters. This included promotion and live support at the Hot Cars Cool Nights Car Show, pitching and securing coverage in *USA Today* and *Mile High Mamas*, planning and execution of summer e-newsletters, creation of press releases for Loveland's top 10 family attractions and 4th of July travel, supplying information to the Colorado Tourism Office for their Fourth of July press release, along with providing them information for the USA Pro Challenge press release.

The Visit Loveland PR team coordinated Hot Cars Cool Nights interviews with the Loveland Reporter-Herald, Windsor Beacon, Coloradoan, 1310 KFKA, Rocky Mountain Viewpoints, Slam'd Magazine, Channel 2 Daybreak and 9 News. See the attached Hot Cars Cool Night report for details.

The team pitched and secured coverage for *USA Today's* July 4 article, "Fourth of July: Firework displays in America's cities" and *Mile High Mamas* article, "Top 15 Colorado Vacations and Activities for Summer 2015". Loveland received additional coverage from *The Loveland Reporter-Herald* in their articles, "Downtown Loveland gets national recognition". Additionally, *The Coloradoan* highlighted Loveland's foodie scene in their article, "Destination dining: Loveland food scene growing up". Catch Carri, a local travel blogger, also re-shared her story featuring Sweetheart Lanes bowling alley.

The Visit Loveland PR team hosted the Panamanian FAM trip to the Outlets at Loveland and Sylvan Dale Guest Ranch and hosted an Ireland travel writer to Benson Sculpture Garden and Sylvan Dale Guest Ranch. Additionally, promotion and marketing efforts for the USA Pro Challenge that will pass through Loveland in August 2015 were performed throughout June. The PR team coordinated the USA Pro Challenge/NBC vignette about Loveland that was filmed in June. Additionally, the team wrote ad copy for Colorado Life's fall advertisements and the July E-blast for Colorado.com.

E-Newsletter

The June 2015 e-newsletter focused on Loveland's exciting summer travel attractions including Fourth of July travel, upcoming events and more. The subscriber list included an increased 15,731 total subscribers at a 16.6 percent open rate, up from 12.7 and increased 1.4 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 June e-newsletter has seen an impressive increase in rates from previous months in all reported areas including total subscribers, open rates and click through rates.

The top clicked links are:

- <http://lovelandlovesbbq.com>
- <http://www.visitlovelandco.org>
- <http://www.visitlovelandco.org/Pages/RegionalEventsCalendar.php?month=2013-08-01&view=month>
- <http://www.visitlovelandco.org/Pages/EventsPage.php?id=3304&rcal=28>
- <http://www.visitlovelandco.org/Pages/EventsPage.php?id=3315>

For the July e-newsletter, we worked on a summer family travel edition, which was distributed on July 30. Metrics for this will be included in the August report.

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	Public Relations	<ul style="list-style-type: none"> • Distributed June e-newsletter • Drafted and distributed July e-newsletter • Compiled content for the summer travel family e-newsletter to distribute in early June • Supported media relations efforts at the Hot Cars Cool Nights event • Distributed pitches promoting summer travel and tourism • Attended the Colorado Tourism Office reception on behalf of Visit Loveland • Coordinated 4th of July and Pro Challenge information sharing for CTO • Hosted Panamanian FAM trip to the Outlets at Loveland and Sylvan Dale Guest Ranch • Hosted Irish FAM trip to Benson Sculpture Garden and Sylvan Dale Guest Ranch • Drafted and distributed press release and worked on proactive pitching to promote Hot Cars Cool Nights • Finalized efforts for USA Pro Challenge vignette filming and oversaw filming • Posted Hot Cars Cool Nights events to appropriate Colorado media event calendars • Managed USA Pro Challenge communications on behalf of Loveland • Drafted and distributed 4th of July travel press release • Drafted Family Top 10 Travel press release • Coordinated SUP information for MileHighMamas.com • Pitched and coordinated Top 4th of July Cities coverage with USAToday.com
	Social Media	<ul style="list-style-type: none"> • Promoted the following through Visit Loveland’s Facebook, Twitter, Google+, Instagram and Pinterest: <ul style="list-style-type: none"> ○ 4th of July ○ Hot Cars Cool Nights ○ USA Pro Challenge ○ Summer in Loveland ○ Heavy focus on #FanPhotoFriday interactions, asking for photos from follower’s travels to increase interactions ○ Summer shopping highlights ○ Thunder Mountain Amphitheatre concert promotion ○ Promotion of Art Weekend ○ 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 ○ Sunday Funday asking for comments from follower’s travels to local places to increase interactions
Attention	Public Relations	<ul style="list-style-type: none"> • Secured coverage in USA Today 4th of July firework article, highlighting Loveland as one of the nation’s best 4th of July displays. The online article received 3,776,130 impressions for a total PR value of \$420,000. <ul style="list-style-type: none"> ○ http://experience.usatoday.com/america/story/best-of-lists/2015/07/01/fourth-of-july-fireworks-usa-cities/29524219/ • Secured Mile High Mamas coverage of Top 15 Colorado Vacations and Activities for Summer 2015. The online article received 210,000 impressions for a total PR value of \$243.75. <ul style="list-style-type: none"> ○ http://www.milehighmamas.com/blog/2015/06/29/colorado-summer-vacation-2015/ • Secured several pieces of media coverage for Hot Cars Cool Nights. That is included in a separate report.
	Social Media	<ul style="list-style-type: none"> • Overall: According to Google Analytics, the website had 126 visits from social media in June and July. 103 sessions from Facebook, 13 from Pinterest, 8 from Twitter and 2 from Reddit. • Facebook: <ul style="list-style-type: none"> ○ We secured 165 new fans during this time, but lost 42, for a total of 3,583, up from 3,492. ○ 2,545 people are talking about the page, up from 99 people and we have 117,854 impressions by 57,668 users. ○ 72 percent of those interacting with our page are female, up from 52 percent and our largest age demographic changed from 35-44 to 55+. 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. ○ 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

		<p>photos that show off Loveland's beauty are the best performing.</p> <ul style="list-style-type: none"> • Twitter: <ul style="list-style-type: none"> ○ We have 79 new Twitter followers this month for a total of 609, an increase from 568. ○ We saw 39 mentions, up from 10, 14 Retweets and 58 URL link clicks, up from 11. ○ We had a 40 percent engagement, up from 12 and 77 percent influence score with 40 percent of our tweets as conversational, up from 12. We restructured our Twitter content and interactions to shift to a higher conversation rate. ○ 51 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 791 to 840. ○ 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 84 followers and 23,683 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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Hot Cars Cool Nights

Project PR & Social Media Report

Prepared by Fyn PR
June 2015

Public Relations

The public relations campaign for Hot Cars Cool Nights kicked off in May 2015. While destination event promotion generally starts planning 4-6 months in advance, Fyn PR was able to secure several top tier media results within the four-week promotion period leading up to and including the show. Our goal was to focus on local, regional, statewide media and targeted hot rod and car publications and freelancers to draw car enthusiasts from all over the state. We had an aggressive media relations plan that resulted in some exceptional event coverage including:

- Denver TV: Live TV segments on Channel 2 and 9 News as well as online coverage from Channel 2, 9 News and 7 News
- Denver/Statewide Media: Brief in Westword Magazine, 5280.com, 5280.com's "Best Bests" weekly newsletter and JoeFaraceShootsCars.com (hot rod freelancer)
- Radio: Several segments on 1310 KFKA's Greeley Nissan Morning Drive and AgFinity Sports Day and a segment through 600 KCOL (Rocky Mountain Viewpoints). All radio segments were also included in podcasts or online stories.
- Local: Reporter Herald, 4th Street Chronicle, Coloradoan, LovelandLocal.com and My Windsor Now online

All media coverage can be found in these three folders:

- Web Media Coverage: <https://www.evernote.com/pub/thefynlife/hccnmediahits>
- Print Media Coverage: <https://www.evernote.com/pub/thefynlife/hccnprintmediahits>
- Online Calendar Mentions: <https://www.evernote.com/pub/thefynlife/hccncalendarhits>

Social Media

Fyn PR assisted in Facebook promotion for this event beginning in May 2015. Facebook was the main channel for promoting the event for 2015. We primarily focused on influencer social engagement and content while others on the social team focused contributed to content and managed the Facebook page ad strategy. This combined work helped the page, and relevant content, gain significant exposure. The campaign ended with a total of 5,507 page likes, 53 people talking about the event and 603,105 impressions by 409,951 users. We also used other channels of social media to help promote the event. With the help of Visit Loveland's social media channels, we had an average of 4.7k impressions between Saturday, June 6 and Sunday, June 7. Between June 6 and 7, there was an average of 161 people sharing our content. The top cities Visit Loveland reaches is Loveland, Fort Collins, Denver, Greeley and Johnstown.

Key Performance Indicators

This section is designed to help summarize activity, awareness, actions and attitudes of our PR and social media efforts.

Key Performance Indicator Chart

Activity	Public Relations	
		<ul style="list-style-type: none"> • Compiled event PR plan, outlining key messages, event overview, a list of targets. • Drafted and distributed main event press release and entertainment release • Posted event to Colorado-based event calendars • Pitched targeted media with interview and story opportunities to generate buzz and coverage about the event • Drafted briefing documents and prepped spokespeople for pre-event coverage with Rocky Mountain Viewpoints, 1310 KFKA, Loveland Reporter Herald, Channel 2, 9 News and Windsor Now • Drafted and distributed media alert to attract media to the event. • Coordinated on-site media relations activities including the Coloradoan and Reporter Herald • Worked with 5280.com to provide content for an online article and a feature in their Best Bets newsletter • Assisted with media prep and training

	Social Media	<ul style="list-style-type: none">• Drafted Facebook content strategy.• Promoted the following through Hot Cars Cool Nights official Facebook, and Visit Loveland's official Facebook, Twitter, and Instagram accounts:<ul style="list-style-type: none">○ The opening of the Forge, the Hot Cars Cool Nights event, and the Drive-In double feature at Thunder Mountain Harley-Davidson○ Various acts of the entertainment lineups and profiles○ Features of some special guests of the event○ Classy Pinup Contest and fun pinup tips○ Kid Zone fun, and the Realities for Children benefits○ Throwback posts of vintage cars○ Partnering and promoting of local Loveland breweries○ Onsite coverage of the Grand Opening of the Forge and the Hot Cars Cool Nights event, including responding to comments and questions, working to post live photos and coverage of the event, sharing and engaging with event attendees and encouraging followers to join us○ Shared event news and coverage on social media channels○ Created fun collages and photos for future promoting of the event○ Created and used hashtag #HotCarsCoolNights to engage our audience
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Attention	Public Relations	<ul style="list-style-type: none"> • Coverage from Westword with "All-Ages, Children's Events, Family Events, Festivals, Free, Free Events, General, Music, Out of Town" online <ul style="list-style-type: none"> ◦ http://www.westword.com/event/hot-cars-cool-nights-6693614 • Live segment on 9 News "Free Car Show Celebrates Vintage Rides" <ul style="list-style-type: none"> ◦ Video file only • Coverage from 9 News with "Free Car Show Celebrates Vintage Rides" online <ul style="list-style-type: none"> ◦ http://www.9news.com/story/news/local/automotive/2015/05/29/hot-cars-cool-nights/28144033/ • Coverage from 9 News with '9 Things to do this weekend' <ul style="list-style-type: none"> ◦ Online coverage; link is replaced with new content every week. See screenshot • Coverage from 7 News with '7 best things to do in Denver this weekend' <ul style="list-style-type: none"> ◦ http://www.thedenverchannel.com/about/community-affairs/7news-list-of-the-7-best-things-to-do-in-denver-this-weekend-june-5-7-2015 • Coverage from 5280 online and 5280 Best Bets newsletter with "Hot Cars Cool Nights" <ul style="list-style-type: none"> ◦ http://www.5280.com/node/45403 • Coverage from Windsor Now and topix.com with "Windsor will have a presence Saturday at Hot Cars Cool Nights in Loveland" online <ul style="list-style-type: none"> ◦ http://www.mywindsornow.com/news/16549138-113/windsor-will-have-a-presence-saturday-at-hot ◦ http://www.topix.com/forum/city/windsor-co/TD82QPGJST02F405G • Live segment on Channel 2 with "What's your car personality?" <ul style="list-style-type: none"> ◦ Video file only • Coverage from Channel 2 with "What's your car personality?" online and video segment <ul style="list-style-type: none"> ◦ http://kwgn.com/2015/05/27/whats-your-car-personality/ • Several articles from the Loveland Reporter Herald: <ul style="list-style-type: none"> ◦ "Cool cars coming to downtown Loveland" print and online; http://www.reporterherald.com/loveland-other-events/ci_28230653/cool-cars-coming-downtown-loveland ◦ "Mark Your Calendar: Loveland-area events for Saturday through Monday" online; http://www.reporterherald.com/news/larimer-county/ci_28261911/mark-your-calendar-loveland-area-events-saturday-through ◦ "Vintage Car Owners Tell Stories" print and online; http://www.reporterherald.com/news/ci_28268254/vintage-car-owners-share-stories • Coverage from Joe Farace Shoots Cars blog with "Hot Cars Cool Nights" online <ul style="list-style-type: none"> ◦ http://joefaraceshootscars.com/2015/05/21/hot-cars-cool-nights/ • Coverage from Rocky Mountain Viewpoints (Reach across northern Colorado and Southern Wyoming) with "Learn More about Hot Cars Cool Nights" online and on air. <ul style="list-style-type: none"> ◦ http://www.600kcol.com/onair/rocky-mountain-viewpoints-54339/learn-more-about-hot-cars-cool-13592169/ • Coverage from Loveland Local blog with "Hot Cars Cool Nights Brings Vintage Americana to Downtown Loveland June 6" online. <ul style="list-style-type: none"> ◦ http://lovelandlocal.com/blog/2015/05/27/hot-cars-cool-nights-brings-vintage-americana-to-downtown-loveland-june-6/ • Coverage from Coloradoan with: <ul style="list-style-type: none"> ◦ "Long lost '32 race car to be displayed at Loveland show" In print and online; http://www.coloradoan.com/story/entertainment/2015/06/05/race-care-coming-loveland/28539883/ ◦ "Pin-up girl contest" gallery online; http://www.coloradoan.com/picture-gallery/news/2015/06/06/pin-up-girl-contest/28618277/ • Coverage on 1310 KFKA AM Radio (Reach to Wyoming and Castle Rock): <ul style="list-style-type: none"> ◦ Greeley Nissan Morning Drive: <ul style="list-style-type: none"> ▪ May 13: http://www.1310kfka.com/audio/gnmd051315hr2.mp3 ▪ June 4: http://www.1310kfka.com/audio/gnmd060415hr3.mp3 ◦ Agfinity Sports day: <ul style="list-style-type: none"> ▪ June 3: http://www.1310kfka.com/audio/sportsday060415hr1.mp3 • Coverage from 4th Street Chronicle
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	Social Media	<ul style="list-style-type: none"> • Facebook (May 1, 2015-June 7, 2015) <ul style="list-style-type: none"> ○ A total of 5,507 page likes, 53 people talking about Hot Cars Cool Nights ○ There was a total of 603,105 page impressions by 409,951 users <ul style="list-style-type: none"> ▪ The most page impressions was achieved on June 5 and 6 ▪ Impressions by gender was 36% female and 64% male ▪ Top impression locations were Denver, Loveland, Fort Collins, Greeley and Thornton ▪ Our average 'per post' reach was 2,584 ○ Sharing: <ul style="list-style-type: none"> ▪ 11,815 stories involving Hot Cars Cool Nights were created by 10,359 users
Attitudes	<ul style="list-style-type: none"> • Overall, attitude with Hot Cars Cool Nights was excitement and appreciation 	

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FACEBOOK PAGE REPORT

from June 1, 2015 - July 30, 2015



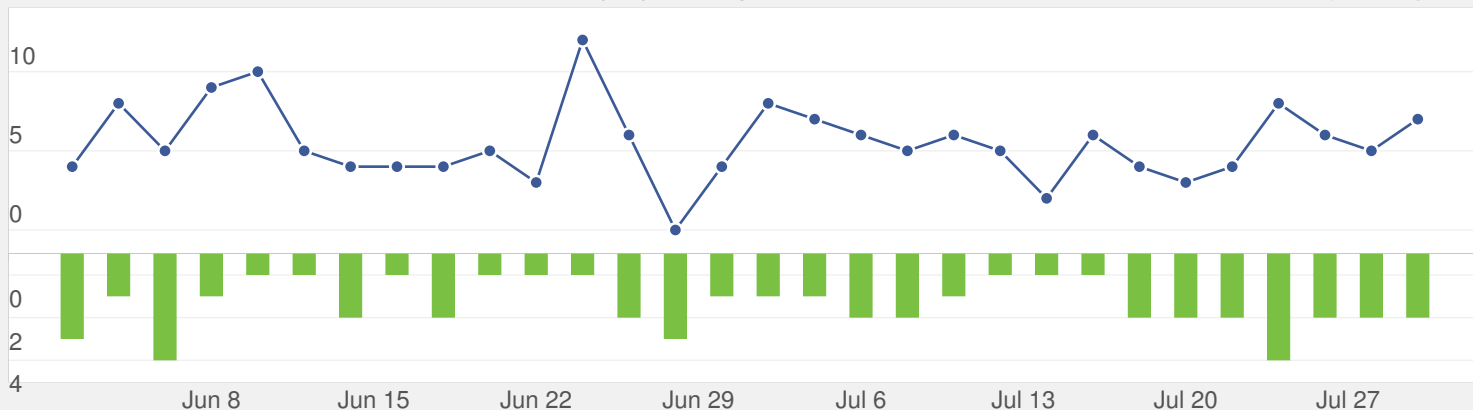
Visit Loveland Colorado

FAN GROWTH

3.58k Total Likes, and 179 people talking about this

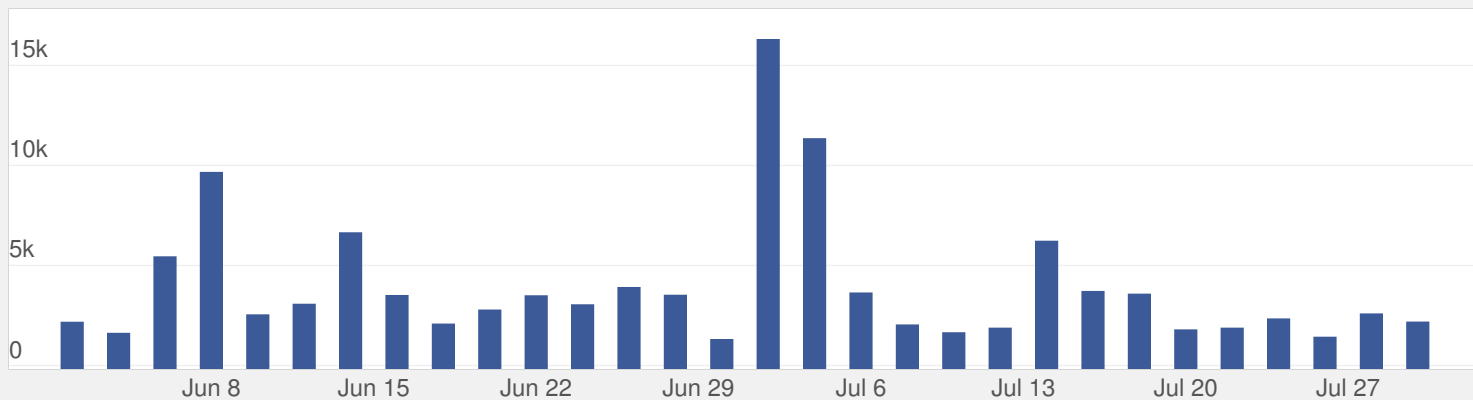
New Fans 165

Unliked your Page 42

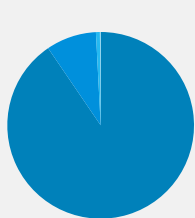


PAGE IMPRESSIONS

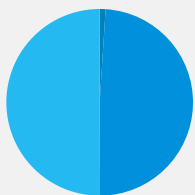
Impressions 117,854 by 57,668 users



IMPRESSIONS



- Page Post 53.0k
- Checkin 5.1k
- Fan 400
- Mention 57
- Other 21
- Question 0
- User Post 0
- Coupon 0
- Event 0



- Paid 1.2k
- Organic 57.3k
- Viral 58.6k

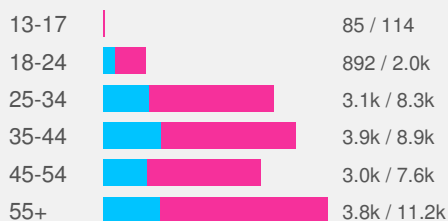
BY DAY OF WEEK

Day	Avg	Total
Sun	1.9k	15.5k
Mon	1.8k	16.1k
Tue	1.5k	13.7k
Wed	1.4k	13.0k
Thu	2.4k	22.0k
Fri	2.1k	16.5k
Sat	2.7k	21.2k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

Country	Impressions
United States	51.0k
Mexico	739
United Kingdom	282
Canada	260
India	200

TOP CITIES

City	Impressions
Loveland, CO	16.9k
Fort Collins, CO	5.1k
Denver, CO	2.2k
Greeley, CO	1.5k
Johnstown, CO	784

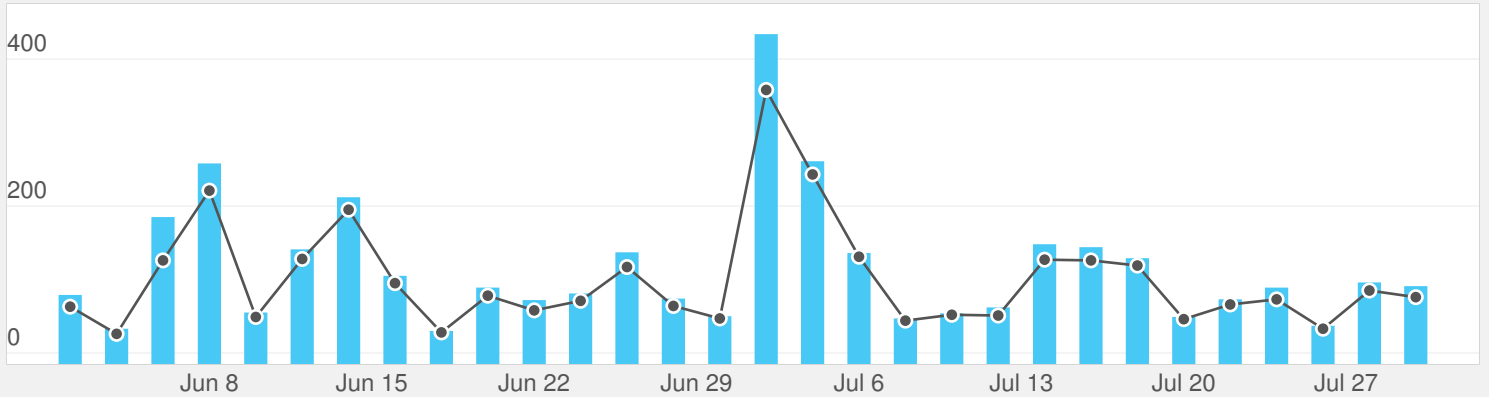


SHARING

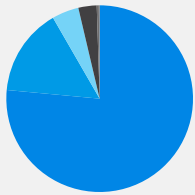
how people are sharing your content

STORIES

Stories Created **3,451** by 2,996 users



SHARE TYPE



- Other 2.7k
- Page Post 541
- Fan 166
- User Post 113
- Checkin 13
- Mention 5
- Question 0
- Coupon 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	54.6	437
Mon	50.6	455
Tue	43.9	395
Wed	36.4	328
Thu	78	702
Fri	59.8	478
Sat	82	656

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	9	34
25-34	31	185
35-44	97	277
45-54	65	281
55+	126	611

TOP COUNTRIES

Country	Count
United States	1.7k
Mexico	6
Germany	5
United Kingdom	5
Canada	3

TOP LOCALES

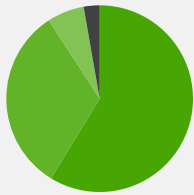
Locale	Count
English (United States)	1.7k
English (United Kingdom)	30
Spanish (umbrella locale)	16
French (France)	2
German (Germany)	2



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 64
- Link 35
- Status 7
- Video 3

AVG TOTAL

Reach	527.91	57.54k
People Talking About This	23.38	2.55k
Engagement	8.81%	9.51%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
07/30/15	Unleash your inner cowboy this weeken...	163	19	12	9	1	2	11.66%
07/30/15	There is less than one month left unt...	372	37	15	12	2	6	9.95%
07/29/15	We love sunset walks around Lake Love...	909	93	62	57	4	8	10.23%
07/28/15	Each year the proceeds generated from...	440	56	26	26	1	--	12.73%
07/27/15	Downtown Loveland's recognition as a ...	552	55	28	27	1	2	9.96%
07/26/15	Spend this sunny Sunday at the pool! ...	298	24	10	9	--	1	8.05%
07/26/15	Does anyone know where today's #Sculp...	409	44	12	10	2	1	10.76%
07/23/15	Loveland is known for our beautiful b...	201	23	14	14	--	--	11.44%
07/23/15	Join us for the Foote Lagoon Amphithe...	127	10	9	9	2	1	7.87%
07/23/15	Goodnight, Loveland #VisitLoveland #s...	1.1k	106	76	75	6	--	9.33%
07/22/15	Here are some fun travel gadgets for ...	113	4	2	2	--	--	3.54%
07/21/15	Don't forget that the Larimer County ...	50	1	0	--	--	--	2%
07/21/15	This fun story from local travel writ...	241	27	10	10	1	1	11.2%
07/21/15	We can't get enough of Door 222 food ...	129	14	6	6	--	--	10.85%
07/20/15	We can't wait for the western-filled ...	326	19	12	11	--	4	5.83%
07/19/15	The circus is coming to Loveland! Fro...	87	1	1	1	--	--	1.15%
07/19/15	Less than one month until Loveland's ...	316	26	12	11	--	2	8.23%
07/18/15	Mark your calendars! Catch country le...	59	--	0	--	--	--	%
07/18/15	Join us for the annual Cherry Pie Cel...	242	17	13	10	2	4	7.02%
07/17/15	As part of the Art Advocacy Project, ...	678	87	35	28	5	4	12.83%
07/17/15	Looking for some summertime shopping?...	119	8	6	5	--	1	6.72%
07/17/15	Ending our Thursday with a beautiful ...	1.9k	196	138	129	7	17	10.53%
07/16/15	Bring the family to the Foote Lagoon ...	114	8	8	7	1	--	7.02%
07/15/15	What better way to get over that mid-...	555	26	15	13	--	3	4.68%

TWITTER GENERAL STATS

from June 1, 2015 - July 30, 2015



@VisitLovelandCO
Visit Loveland, Colo

609 total followers
71 connections made in this time period

New Followers	79	
You Followed	18	

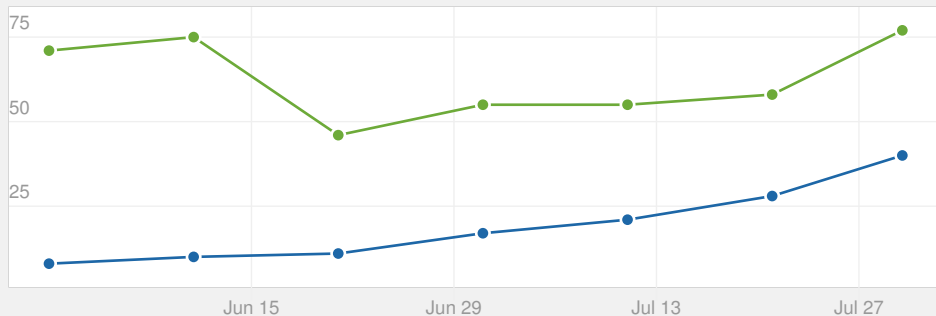
@ Mentions	39	
Messages Sent	83	
Messages Received	41	
Clicks	58	
Retweets	14	

KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 77 **ENGAGEMENT 40**



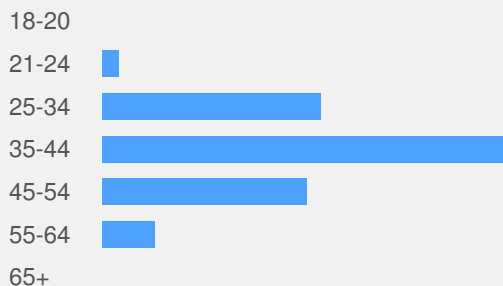
TWEETING BEHAVIOR



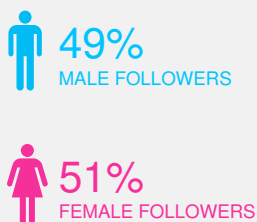
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

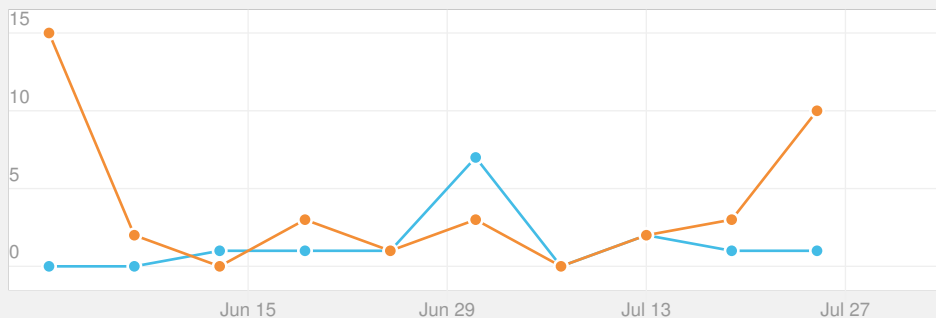


PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 39 **RETWEETS 14**



OUTBOUND TWEET CONTENT

