



Visit Loveland

Aug. 2015 PR & Social Media Report

Monthly Highlights

August was a busy and successful month for the Visit Loveland PR team. In addition to focusing heavily on USA Pro Challenge work, the team was busy promoting the art and sculpture weekend, Corn Roast, Thunder in the Rockies, supporting the new Rockford to Loveland airline service, Colorado.com video, proactive media relations and gearing up for fall.

A complete list of coverage and support is in the KPI chart below.

E-Newsletter

The August 2015 e-newsletter focused on Loveland's exciting summer travel attractions, upcoming events and more. The subscriber list included 15,314 total subscribers at a 12.4 percent open rate and 0.5 percent click-thru rate. According to our newsletter provider, Mail Chimp, the travel/tourism industry average is 15.4 percent open rate and 1.8 percent click-thru rate.

The top clicked links are:

- <http://tmaconcerts.com/>
- <http://loveland.org/TheCornRoastFestival/>
- <http://www.visitlovelandco.org/Pages/USAProChallenge.php>
- <http://www.visitlovelandco.org/Pages/RegionalEventsCalendar.php?month=2015-07-01&view=month>
- <http://thundermountainharley.com>

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.

The Key Performance Indicator Chart begins on the next page.

Key Performance Indicator Chart

ACTIVITY	Public Relations	<ul style="list-style-type: none"> - Distributed August e-newsletter • Supported media relations efforts at the USA Pro Challenge start festival • Supported media relations efforts at the Corn Roast Festival • Distributed pitches promoting summer travel and tourism • Attended Colorado.com video shoot • Coordinated fall e-newsletter information sharing for Colorado.com • Participated in Expedia travel chat on Twitter • Managed USA Pro Challenge communications on behalf of Loveland • Pitched and coordinated Visit Loveland water story to UK publication Gay Star News • Coordinated media relations efforts at the Loveland Municipal Airport on behalf of Visit Loveland • Compiled media kit from Loveland-Rockford flight • Pitched publication on "Cool, family-friendly small cities" story • Pitched USA Today on "Top Fall Foliage" story
	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"> ○ Thunder in the Rockies ○ USA Pro Challenge ○ Summer in Loveland ○ Labor Day travel ○ Family-friendly activities ○ Heavy focus on #FanPhotoFriday interactions, asking for photos from follower's travels to increase interactions ○ Thunder Mountain Amphitheatre concert promotion ○ Promotion of the new flights to Loveland Municipal Airport ○ 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

AttentionPublic
Relations**Secured coverage in the following online publications.**

- 1310 KFKA interview on Aug. 17, USA Pro Challenge Overview, received 270,000 impressions for a total PR value of \$209.88.
- 1310 KFKA interview on April 3, Women’s Race Announcement, received 270,000 impressions for a total PR value of \$209.88
- 1310 KFKA interview on Aug. 7, Big Shots Bike Announcement, received 270,000 impressions for a total PR value of \$209.88
- 1310 KFKA interview on June 25 Women’s Race Update, received 270,000 impressions for a total PR value of \$209.88
- 7 News article from Aug. 20, “Weekend Road Closures in the metro area make way for the 2015 USA Pro Challenge”, received 102,955,524 impressions for a total PR value of \$1,500
 - <http://www.thedenverchannel.com/traffic/driving-you-crazy/weekend-road-closures-in-the-metro-area-make-way-for-the-2015-usa-pro-challenge>
- 9 News article from Aug. 22, “USA Pro Challenge Stage 6: Loveland to Fort Collins”, received 102,955,524 impressions for a total PR value of \$10,500
 - <http://www.9news.com/story/sports/cycling/usa-pro-challenge/2015/08/21/usa-pro-challenge-stage-6-loveland-fort-collins/31567881/>
- 9 News article from Aug. 22, “Women’s Pro Challenge crowns Stage 2 winner, Armstrong leads overall”, received 102,955,524 impressions for a total PR value of \$8750.01
 - <http://www.9news.com/story/sports/cycling/usa-pro-challenge/2015/08/22/womens-pro-challenge-crowns-stage-2-winner-armstrong-leads-overall/32212819/>
- 9 News article from Aug. 22, “Dennis keeps overall lead, Kreuziger sprints to Stage 6 win”, received 102,955,524 impressions for a total PR value of \$3000
 - <http://www.9news.com/story/sports/cycling/usa-pro-challenge/2015/08/22/dennis-keeps-overall-lead-kreuziger-sprints-stage-6-win/32209755/>
- BizWest article from April 28, “USA Pro Challenge unveils route of Northern Colorado stage”, received 21,000 impressions for a total PR value of \$5610
 - <http://www.9news.com/story/sports/cycling/usa-pro-challenge/2015/08/22/dennis-keeps-overall-lead-kreuziger-sprints-stage-6-win/32209755/>
- CBS4 article from Aug. 22, “Kreuziger Wins Stage 6 Of USA Pro; Dennis Keeps Overall Lead” received 3,352,320 impressions for a total PR value of \$1500.
 - <http://denver.cbslocal.com/2015/08/22/kreuziger-wins-stage-6-of-usa-pro-dennis-keeps-overall-lead/>
- Coloradoan article from April 28, “USA Pro Challenge Fort Collins route”, received 74,181 impressions for a total PR value of \$4,428
 - <http://www.coloradoan.com/story/sports/2015/04/28/usa-pro-challenge-route-fort-collins/26506427/>
- Coloradoan article from Aug. 19, “By the numbers: USA Pro Challenge Stage 6”, received 74,181 impressions for a total PR value of \$4,428
 - <http://www.coloradoan.com/story/sports/outdoors/2015/08/19/pro-challenge-numbers/32024223/>
- Coloradoan article from Aug. 23, “Pro Challenge draws large party crowd”, received 74,181 impressions for a total PR value of \$178.20
 - <http://www.coloradoan.com/story/sports/outdoors/2015/08/19/pro-challenge-numbers/32024223/>
- Coloradoan article from Aug. 21, “8 spots to watch the USA Pro Challenge”, received 74,181 impressions for a total PR value of \$4428
 - <http://www.coloradoan.com/story/sports/outdoors/2015/08/14/watch-pro-challenge/31669345/>
- Coloradoan article from Aug. 22, “Your Guide to Navigating Pro Challenge Road Closures”, received 74,181 impressions for a total PR value of \$2214
 - <http://www.coloradoan.com/story/news/2015/08/21/fort-collins-road-closures-usa-pro-challenge/32113451/>
- Coloradoan article from July 10, “Northern Colorado will host 2015 USA Pro Challenge”, received 74,181 impressions for a total PR value of \$4428
 - <http://www.coloradoan.com/story/sports/outdoors/2014/12/22/northern-colorado--host-usa-pro-challenge/20757309>
- Coloradoan article from July 10, “Fort Collins to Host Stage of Women’s USA Pro Challenge”, received 74,181 impressions for a total PR value of \$4428
 - <http://www.coloradoan.com/story/sports/outdoors/2015/03/31/usa-pro-challenge-women-fort-collins/70715990/>
- Coloradoan article from July 10, “USA Pro Challenge route revealed”, received 74,181 impressions for a total PR value of \$4428
 - <http://www.coloradoan.com/story/sports/2015/04/28/usa-pro-challenge-route-fort-collins/26506427/>
- Coloradoan article from Aug. 19, “USA Pro Challenge teams announced”, received 74,181 impressions for a total PR value of \$3321

7,181 impressions for a total PR value of \$2217

- o <http://www.coloradoan.com/picture-gallery/sports/2015/08/11/behind-the-scenes-coloradoan-race-the-pro-video-shoot/31473999/>

- Coloradoan article from Aug. 22, "Tyler Wiles takes Stage 2 of Women's Pro Challenge", received 74,181 impressions for a total PR value of \$3321
- Coloradoan article from Aug. 27, "Elite Airways lands in Loveland", received 74,181 impressions for a total PR value of \$4428
- Coloradoan article from Aug. 10, "Women's USA Pro Challenge teams announced", received 74,181 impressions for a total PR value of \$2214
- Coloradoan article from Aug. 14, "NOCO Pro Challenge Kickoff Festival is all things bikes", received 74,181 impressions for a total PR value of \$891
- Family Vacation Critic article, "Loveland's Benson Sculpture Garden", received 705,000 impressions for a total PR value of \$30,000
- Fort Collins Magazine summer issue article, "This one's for the girls", received 21,000 impressions for a total PR value of \$5445
- Greeley Tribune article from Aug. 15, "USA Pro Challenge announces Stage 6 route will include Windsor", received 559,800 impressions for a total PR value of \$390
- Greeley Tribune article, "USA Pro Cycling Challenge: Best places to watch the cycling action in Windsor", received 559,800 impressions for a total PR value of \$390
- K99 USA Pro Challenge radio segment received 146,400 impressions for a total PR value of \$810
- K99 article from April 29, "2015 USA Pro Challenge Bicycle Race Returning to Northern Colorado [PICTURES]", received 146,400 impressions for a total PR value of \$810
- K99 article from Aug. 23, "USA Pro Tour Races Through Northern Colorado [PICTURES]", received 146,400 impressions for a total PR value of \$810
- K99 article from Aug. 24, "5 Things You May Not Know About the USA Pro Cycling Challenge", received 146,400 impressions for a total PR value of \$810
- K99 article from Aug. 21, "Road Closures to Remember When the USA Pro Challenge Rolls into Town", received 146,400 impressions for a total PR value of \$810
- K99 article from Aug. 18, "Traffic Closures and Parking Information for the USA Pro Cycling Challenge in Northern Colorado", received 146,400 impressions for a total PR value of \$810
- K99 article from Aug. 6, "NoCo USA Pro Challenge Festival is August 19th, Free and Family-Friendly", received 146,400 impressions for a total PR value of \$810
- K99 radio interview about the USA Pro Challenge, received 146,400 impressions for a total PR value of \$810
- Loveland Reporter Herald article from Aug. 27, "Loveland-Rockford link is airborne", received 765,144 impressions for a total PR value of \$4567.50.
- Loveland Reporter Herald article from April 28, " Stage six route specifics announced for USA Pro Challenge", received 765,144 impressions for a total PR value of \$1522.50
- Loveland Reporter Herald article from Aug. 16, " Tips Offered for USA Pro Challenge Spectators in Loveland", received 765,144 impressions for a total PR value of \$6090
- Loveland Reporter Herald article from Aug. 17, "Ten Interesting Notes About the USA Pro Challenge Stage Saturday" received 765,144 impressions for a total PR value of \$5481
- Loveland Reporter Herald article from Aug. 20. "Recap: How to Get around During the USA Pro Challenge", received 765,144 impressions for a total PR value of \$4567.50
- Loveland Reporter Herald article from Aug. 20, "Volunteers needed for the USA Pro Challenge" received 765,144 impressions for a total PR value of \$609
- Loveland Reporter Herald article from Aug. 15, "Pro Challenge returns for 2nd time to Northern Colorado", received 765,144 impressions for a total PR value of \$4567.50
- Loveland Reporter Herald article from Aug. 15, "USA Pro Challenge Q&A", received 765,144 impressions for a total PR value of \$1522.50
- Loveland Reporter Herald article from Aug. 22, "Kreuziger wins Stage 6 of USA Pro; Dennis Keeps Overall Lead", received 765,144 impressions for a total PR value of \$3045
- Loveland Reporter Herald article from June 25, "Women's First USA Pro Challenge Route Announced Thursday", received 765,144 impressions for a total PR value of \$5481
- Loveland Reporter Herald article from Aug. 22, "Cyclists Roll Through Loveland", received 765,144 impressions for a total PR value of \$1522.50
- Loveland Reporter Herald article from April 28, "Stage 6 Route Specifics Announced for USA Pro Challenge (updated)", received 765,144 impressions for a total PR value of \$4567.50
- Loveland Reporter Herald article from Aug. 5, "Pro Challenge Committee Announces 16 Teams Participating in 2015 Event", received 765,144 impressions for a total PR value of \$3045
- Loveland Reporter Herald article from Aug. 22, "A Day at the Races (slideshow)", received 765,144 impressions for a total PR value of \$6090
- Scene Magazine article from July 28, "US Pro Challenge" received XX impressions for a total PR value of \$5445
- Summit Daily News article from Aug. 21, " USA PRO CHALLENGE MEN'S STAGE 6 | WOMEN'S STAGE 2 — LOVELAND TO FORT COLLINS", received 36,000 impressions for a total PR value of \$206.10

Cycling Challenge in Northern Colorado , received 146,400 impressions for a total PR value of \$810

- Tri 102.5 article from Aug. 6, " NoCo USA Pro Challenge Festival is August 19th, Free and Family-Friendly", received 146,400 impressions for a total PR value of \$810
- Tri 102.5 article from Aug. 21, "Road Closures to Remember When the USA Pro Challenge Rolls into Town", received 146,400 impressions for a total PR value of \$810
- Tri 102.5 article from Aug. 21, " USA Pro Challenge Stage 6 Route Preview", received 146,400 impressions for a total PR value of \$810
- Tri 102.5 article from Aug. 24, " 5 Things You May Not Know About the USA Pro Cycling Challenge", received 146,400 impressions for a total PR value of \$810
- Tri 102.5 article from Aug. 19, " USA Pro Challenge overview", received 146,400 impressions for a total PR value of \$810
- Windsor Now article from May 2, " USA Pro Challenge announces Stage 6 route will include Windsor", received 559,800 impressions for a total PR value of \$390
- Windsor Now article from Aug. 13, " USA Pro Cycling Challenge: Best places to watch the cycling action in Windsor", received 559,800 impressions for a total PR value of \$390
- Windsor Now article from Aug. 14, "USA Pro Challenge Stage 6 cyclists will speed through Windsor Saturday", received 559,800 impressions for a total PR value of \$390
- Windsor Now article from Aug. 22 article, "Windsor resident on watching USA Pro Challenge: 'It's so exciting' (video)", received 559,800 impressions for a total PR value of \$390

Secured coverage in the following print publications:

- Coloradoan article from July 10, "Women's USA Pro Challenge", received 59,592 impressions for a total PR value of \$442.80
- Coloradoan article from Aug. 21, "Your Guide to the USA Pro Challenge", received 59,592 impressions for a total PR value of \$1174.50
- Coloradoan article from Aug. 21, "Race the Pro", received 59,592 impressions for a total PR value of \$221.40
- Coloradoan article from Aug. 21, "Local rider excited for return of women's race" received 59,592 impressions for a total PR value of \$1174.50
- Coloradoan article from Aug. 22, "USA Pro Challenge Road Closures", received 59,592 impressions for a total PR value of \$3523.50
- Coloradoan article from Aug. 22, "Race the Pro", received 59,592 impressions for a total PR value of \$221.40
- Coloradoan article from April 29, "Fort Collins' Pro Challenge route unveiled", received 59,592 impressions for a total PR value of \$1771.20
- Coloradoan article from Aug. 15, "USA Pro Challenge teams announced" received 59,592 impressions for a total PR value of \$442.80
- Coloradoan article from Aug. 15, "10 Riders to Watch at USA Pro Challenge" received 59,592 impressions for a total PR value of \$2214
- Coloradoan article from Aug. 22, "Olympic Gold medalist among riders", received 59,592 impressions for a total PR value of \$1174.50
- Coloradoan article from Aug. 23, "Party at the Pro", received 59,592 impressions for a total PR value of \$2214
- Coloradoan article from Aug. 23, "Kreuziger Wins Stage 6", received 59,592 impressions for a total PR value of \$1328.43
- Coloradoan article from Aug. 23, "Tayler Wins Stage 2", received 59,592 impressions for a total PR value of \$1328.43
- Fort Collins Magazine summer issue article, "This one's for the girls", received 21,000 impressions for a total PR value of \$5445
- Loveland Reporter Herald article from Aug. 16, "Race Returns to Area", received 45,747 impressions for a total PR value of \$38.07
- Loveland Reporter Herald article from Aug. 12, "Cycle race needs volunteers", received 45,747 impressions for a total PR value of \$38.07
- Loveland Reporter Herald article from Aug. 23, "A Day at the Races", received 45,747 impressions for a total PR value of \$304.50
- Loveland Reporter Herald article from Aug. 23, "Dennis carries lead into final stage", received 45,747 impressions for a total PR value of \$76.12
- Loveland Reporter Herald article from Aug. 17, "USA Pro Challenge spectator tips: the best views", received 45,747 impressions for a total PR value of \$304.50
- Loveland Reporter Herald article from Aug. 18, "Organizers prepare for the race", received 45,747 impressions for a total PR value of \$38.07
- Loveland Reporter Herald article from June 26, "Women's first USA Pro Challenge route announced" received 45,747 impressions for a total PR value of \$38.07
- Loveland Reporter Herald article from April 29, "Grand Tour set for Larimer County", received 45,747 impressions for a total PR value of \$304.50
- Loveland Reporter Herald article from Aug. 6, " USA Pro Challenge teams announced" ", received

Continued	Relationships	<p>Challenge , received 45,747 impressions for a total PR value of \$76.12</p> <ul style="list-style-type: none"> Summit Daily News article from Aug. 22 "From the plains to the foothills for Stage 6", received 36,000 impressions for a total PR value of \$206.10 Greeley Tribune article from Aug. 16 "Excitement builds as race nears", received 559,800 impressions for a total PR value of \$2025 Greeley Tribune article from Aug. 14 "Close to the Action", received 559,800 impressions for a total PR value of \$2700 Windsor Now article from Aug. 16 "Ready Set Race", received 559,800 impressions for a total PR value of \$2025 Windsor Now article from Aug. 23 "Wheeling Through Windsor", received 559,800 impressions for a total PR value of \$1800
	Social Media	<ul style="list-style-type: none"> Overall: According to Google Analytics, the website had 196 visits from social media in Aug. 176 sessions from Facebook, 13 from Twitter, 6 from Pinterest, and 1 from Google+. Facebook: <ul style="list-style-type: none"> We secured 76 new fans during this time, but lost 9, for a total of 3,658, up from 3,583. 1,012 people are talking about the page and we have 45,422 impressions by 24,355 users. 64 percent of those interacting with our page are female, 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. <p>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.</p> Twitter: <ul style="list-style-type: none"> We have 135 new Twitter followers this month for a total of 719, an increase from 609. We saw 43 mentions, up from 39, 10 Retweets and 12 URL link clicks. We had a 40 percent increased number of engagements with 57 percent of our tweets as conversational. 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 840 to 902. 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 24,348 views.
<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. 		

FACEBOOK PAGE REPORT

from August 1, 2015 - August 31, 2015

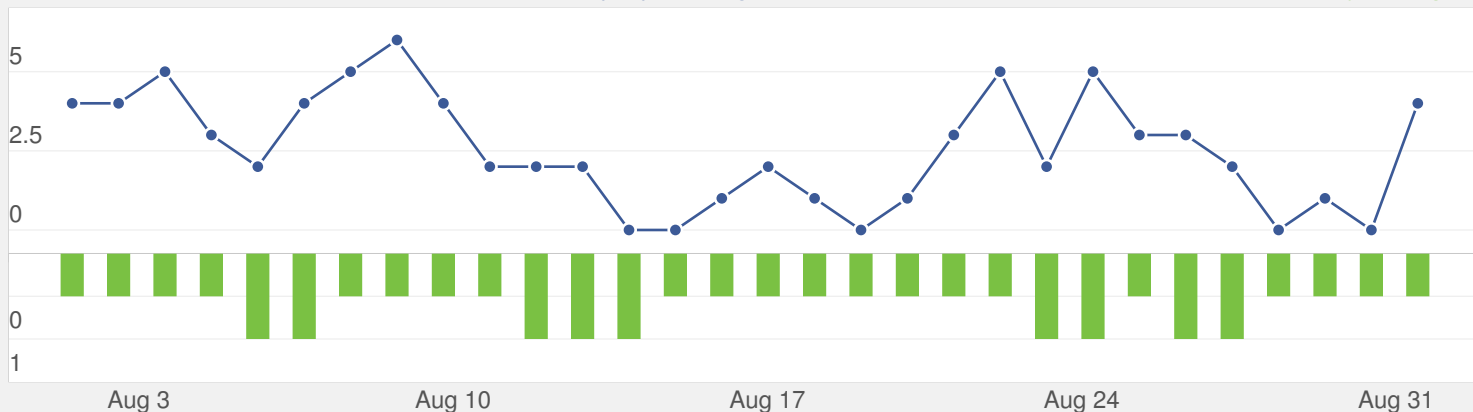


Visit Loveland Colorado

FAN GROWTH

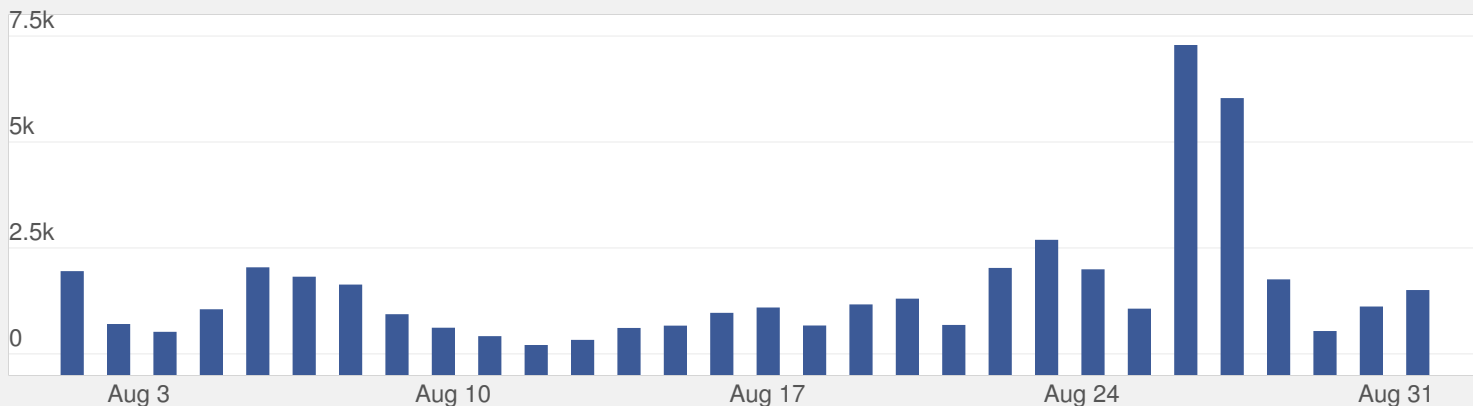
3.66k Total Likes, and 166 people talking about this

New Fans 76 Unliked your Page 9

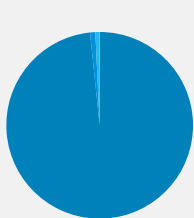


PAGE IMPRESSIONS

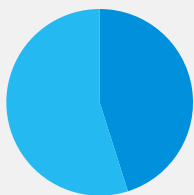
Impressions 45,422 by 24,355 users



IMPRESSIONS



- Page Post 24.4k
- Fan 224
- Checkin 180
- Mention 4
- Question 0
- User Post 0
- Coupon 0
- Other 0
- Event 0



- Paid 0
- Organic 20.3k
- Viral 24.8k

BY DAY OF WEEK

Day	Avg	Total
Sun	1.3k	6.4k
Mon	975.2	4.9k
Tue	618.8	2.5k
Wed	3.1k	12.3k
Thu	2.2k	8.6k
Fri	1.0k	4.1k
Sat	1.3k	6.6k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER



TOP COUNTRIES

Country	Count
United States	23.1k
Canada	133
Australia	124
United Kingdom	68
Mexico	58

TOP CITIES

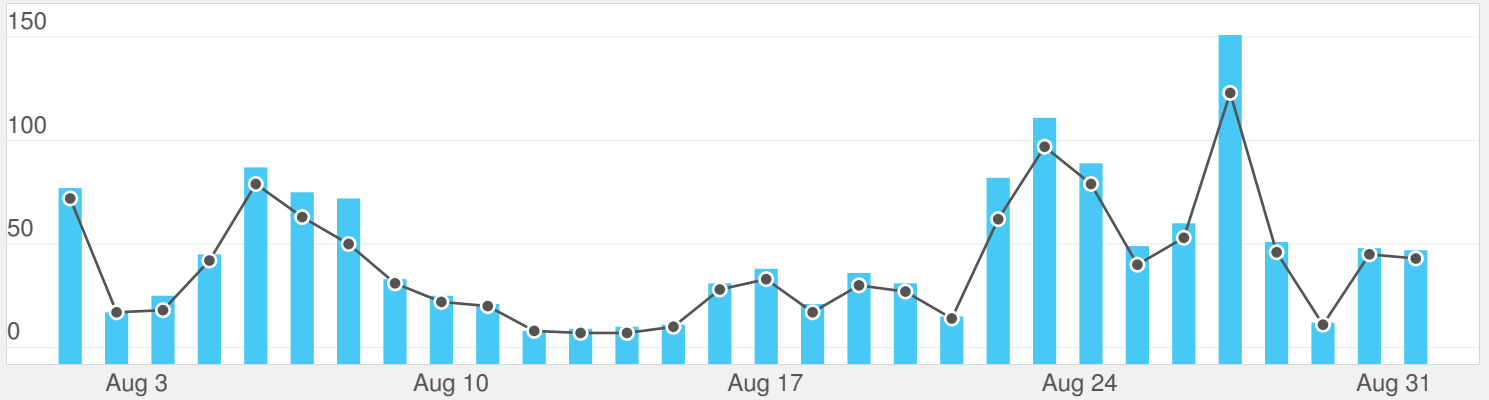
City	Count
Loveland, CO	6.7k
Fort Collins, CO	1.6k
Denver, CO	660
Greeley, CO	476
Johnstown, CO	306



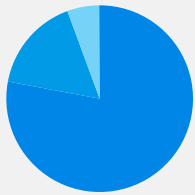
SHARING how people are sharing your content

STORIES

Stories Created **1,387** by 1,193 users



SHARE TYPE



- Other 1.1k
- Page Post 228
- Fan 77
- Mention 1
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	49.4	247
Mon	39.2	196
Tue	25.5	102
Wed	51	204
Thu	65.3	261
Fri	33.8	135
Sat	48.4	242

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

AGE & GENDER

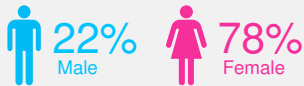
Age Group	Male	Female
13-17	0	0
18-24	3	14
25-34	14	60
35-44	40	99
45-54	41	107
55+	63	286

TOP COUNTRIES

Country	Count
United States	717
Germany	8
Canada	3
United Kingdom	2
Jordan	1

TOP LOCALES

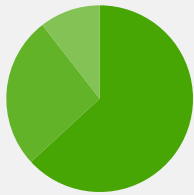
Locale	Count
English (United States)	716
English (United Kingdom)	7
German (Germany)	6
Spanish (umbrella locale)	2
English (Pirate)	1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 24
- Link 10
- Video 4

AVG TOTAL

Reach	650.87	24.73k
People Talking About This	26.63	1.01k
Engagement	9.18%	8.65%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
08/31/15	Mark your calendars for Loveland's ow...	515	21	13	11	1	6	4.08%
08/31/15	Goodnight Loveland #VisitLoveland #su...	1.1k	87	64	60	--	9	8.28%
08/27/15	It's official - Elite Airways now fli...	455	61	28	25	5	2	13.41%
08/27/15	This #ThrowbackThursday showcases Dow...	2.1k	282	114	104	12	10	13.6%
08/27/15	Loveland sure does know how to put on...	1.1k	117	62	59	2	6	10.7%
08/26/15	Our four-legged visitors love soaking...	348	43	13	13	--	--	12.36%
08/25/15	Rev up your Labor Day weekend with Th...	5.5k	151	11	8	1	6	2.74%
08/24/15	[Photo]	261	6	0	--	--	--	2.3%
08/24/15	This #SundayFunday, we're taking it e...	1.4k	170	110	101	10	13	12.41%
08/22/15	Such a fun morning on the corner of 5...	1.4k	175	69	64	2	12	12.74%
08/22/15	Stage 6 of the USA Pro Challenge - No...	595	65	33	31	1	2	10.92%
08/22/15	What a great start to the USA Pro Cha...	331	36	28	28	1	2	10.88%
08/20/15	With the Corn Roast Festival and USA ...	128	11	4	2	1	1	8.59%
08/20/15	Kick of your USA Pro Challenge - Nort...	317	33	9	8	--	2	10.41%
08/20/15	Our craft brewery scene is booming. O...	506	24	12	12	1	3	4.74%
08/19/15	Planning your stay in Loveland for th...	130	4	4	3	--	1	3.08%
08/19/15	Bring the kids for a mid-week ride on...	412	46	12	10	--	3	11.17%
08/19/15	Cycling, corn and a ton of fun await ...	342	15	6	5	--	3	4.39%
08/18/15	Mark your calendars: This weekend, Lo...	336	28	14	13	--	2	8.33%
08/17/15	Back to school shopping season is bac...	163	28	9	9	--	1	17.18%
08/17/15	[Photo]	59	--	0	--	--	--	%
08/16/15	A Colorado summer wouldn't be complet...	565	47	24	22	4	3	8.32%
08/16/15	How are you spending your #SundayFund...	415	46	20	18	2	2	11.08%
08/15/15	Authentic Italian cuisine is right at...	157	15	3	3	--	--	9.55%



Twitter Profiles Report

Aug 01, 2015 - Aug 31, 2015

The Twitter Profiles Report gives you insight on all social activity across your Twitter accounts using a blend of Twitter's metrics and proprietary metrics of our own.

Included in this Report

 VisitLovelandCO

Twitter Activity Overview



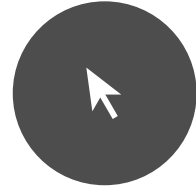
5,643

TOTAL IMPRESSIONS



111

TOTAL ENGAGEMENTS



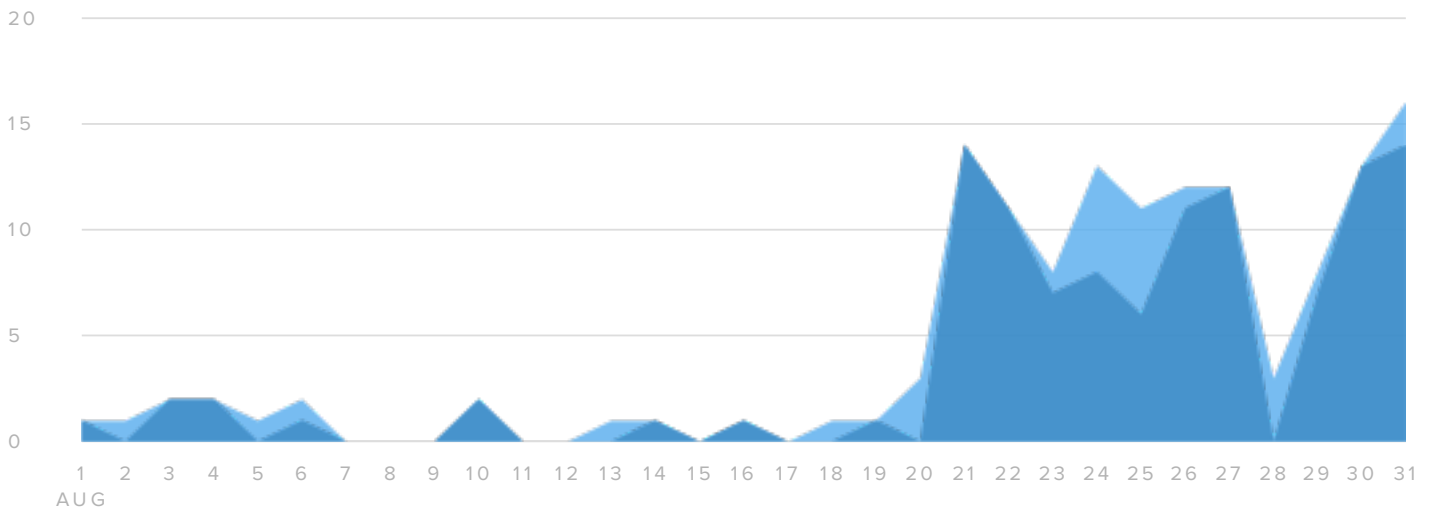
12

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY

■ NEW FOLLOWER ALERTS ■ ACTUAL FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers	719
New Follower alerts	135
Actual Followers gained	109
People that you followed	22

Your new followers increased by

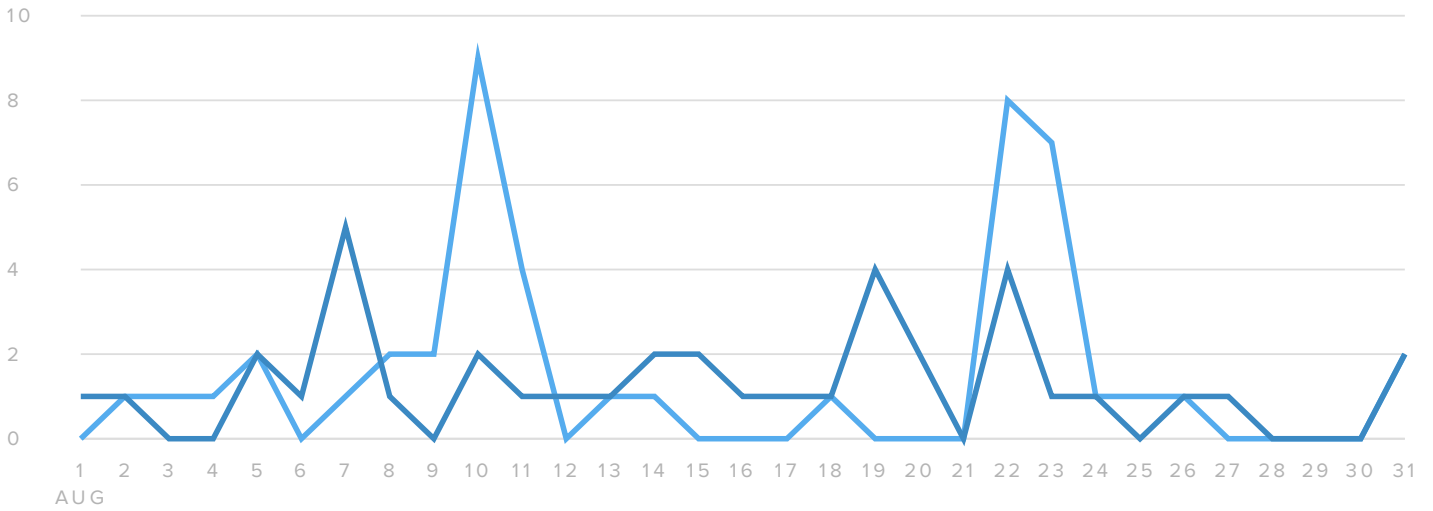
▲ 373.9%

since previous month

Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent	39
Direct Messages sent	—
Total Sent	39

The number of messages you sent decreased by

▼ **4.9%**

since previous month

Mentions received	43
Direct Messages received	3
Total Received	46

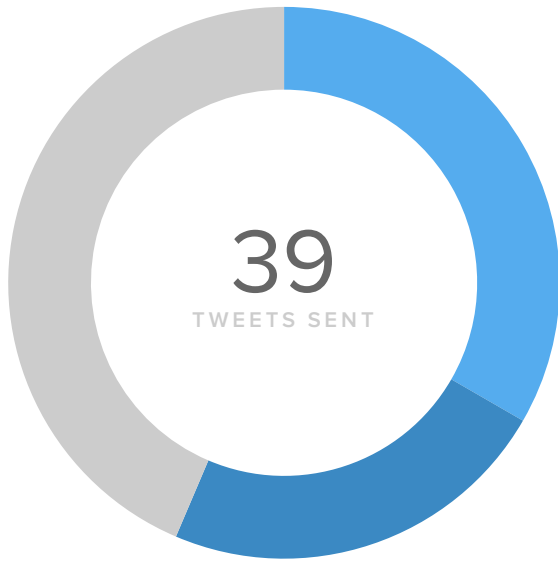
The number of messages you received increased by

▲ **119.0%**

since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



13

PLAIN TEXT

9

PAGE LINKS

17

PHOTO LINKS

YOUR TWEETING BEHAVIOR

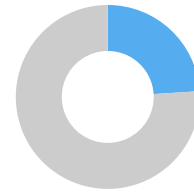


57%

CONVERSATION

43%

UPDATES



24%

NEW CONTACTS

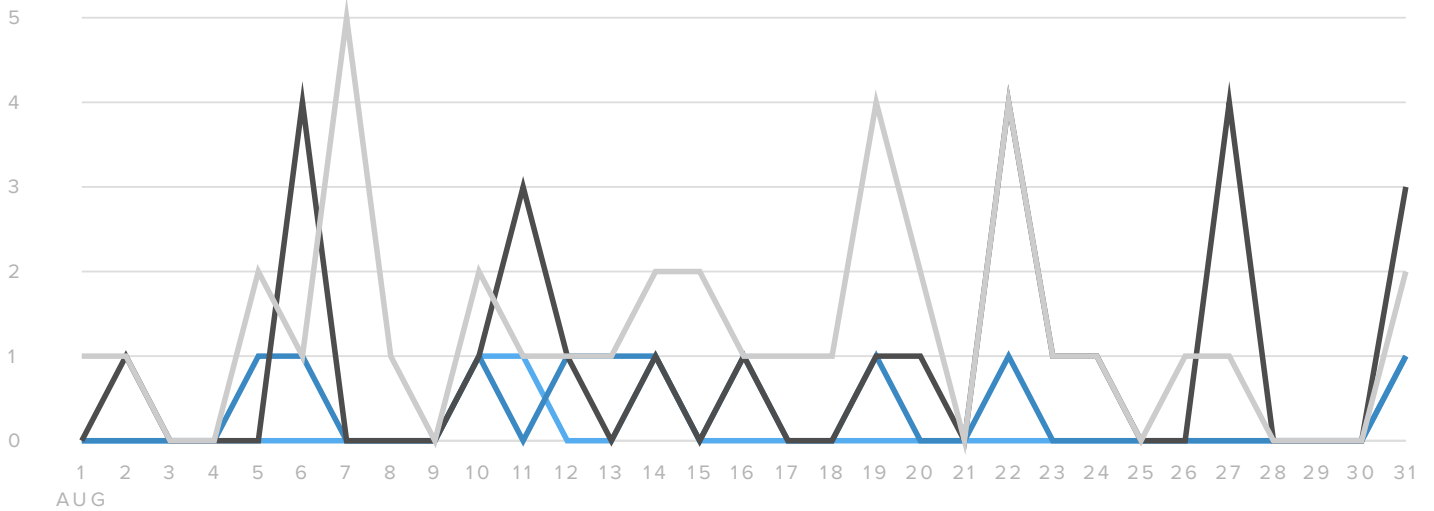
76%

EXISTING CONTACTS

Audience Engagement

ENGAGEMENT COUNT

REPLIES RETWEETS FAVORITES TWEETS SENT



ENGAGEMENT METRICS

TOTALS

Replies	4
Retweets	10
Retweets with Comments	2
Favorites	27
Engagements per Follower	0.2
Impressions per Follower	7.8
Engagements per Tweet	2.8
Impressions per Tweet	144.7
Engagements per Impression	2.0%

The number of engagements increased by

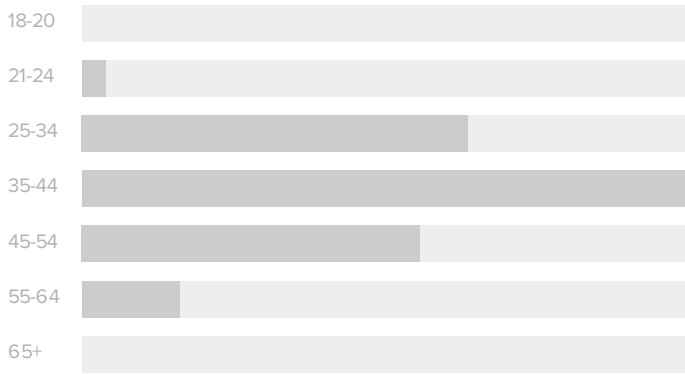
▲ **38.8%**
since previous month

The number of impressions per Tweet increased by

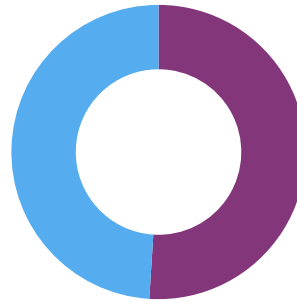
▲ **26.0%**
since previous month

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



51%


FEMALE FOLLOWERS

49%

MALE FOLLOWERS

Women between ages of 35-44 appear to be the leading force among your recent followers.

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @VisitLovelandCO	719	17.9%	5,643	7.85	111	0.15	10	12



Visit Loveland

September 2015 PR & Social Media Report

Monthly Highlights

September proved to be another busy month for the Visit Loveland PR team. With new activity and opportunity through the Fort Collins/Loveland airport, a focus on Fall and upcoming events including the NoCo Mini Maker Faire, initial preparation for Valentine's season and working on some national media opportunities, Visit Loveland continues to see positive results.

Through social media, our opportunities continue to grow with Visit Colorado and Colorado.com social channels. This is a key online influencer and we have been working to better connect with them and their highly engaged audience online.

On the media front, we worked to secure Loveland's inclusion in an upcoming listicle (list article) through USAToday.com with the most picturesque small towns.

While some NoCo Mini Maker Faire coverage landed in September, all NoCo Mini Maker Faire coverage will be included in the October report.

E-Newsletter

For the fall e-newsletter, we worked on the September/October edition, which will be distributed in October. Metrics for this will be included in the October report.

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"> • Compiled content for the fall e-newsletter to distribute in October • Supported media relations at Loveland Airport for inaugural Rockford flight including drafting media alert, inviting media and attending • Worked with Visit Loveland team to brainstorm fall/winter coverage and promotion • Distributed pitches promoting fall travel and tourism • Worked on proactive pitching to promote Sylvan Dale Guest Ranch for BBC travel show and Loveland as an ideal small town destination for USAToday.com • Researched and built media list for the Rockford, Ill. area to support Visit Loveland's efforts at the airport • Promoted NoCo Mini Maker Faire in Loveland through media relations
	<i>Social Media</i>	<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"> ○ Fall in Loveland ○ Local events and announcements ○ Promoted fall attractions in Loveland to celebrate the season ○ Sculpture Saturday every week promoting public art around Loveland ○ Shared scenic photography from local photographers ○ Promoted local event, NoCo Mini Maker Faire ○ 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"> • Anna Aero Article from Sept. 2, "New airline routes launched (25 August – 31 August 2015)," received 240,000 impressions for a total PR value of \$17,275 <ul style="list-style-type: none"> ○ http://www.anna.aero/2015/09/02/new-airline-routes-launched-25-august-31-august-2015/ • LA Times article from Sept. 10, "The hotel that inspired Stephen King's 'The Shining' awaits you in Estes Park, Colorado," with mention of Dancing Pines Distillery received 117 million

		<ul style="list-style-type: none"> impressions for a total PR value of \$1,200 <ul style="list-style-type: none"> o http://www.latimes.com/travel/la-tr-d-escape-estes-park-20150913-story.html • Loveland Reporter-Herald article from Sept. 12, "Artists chalk up sidewalks for nonprofit," received 765,144 impressions for a total PR value of \$4,567.50 <ul style="list-style-type: none"> o http://www.reporterherald.com/news/loveland-local-news/ci_28803899/artists-chalk-up-sidewalks-nonprofit • Livability article from Sept. 15, "Top 100 Best Places to Live 2016," received 1,301,508 impressions <ul style="list-style-type: none"> o http://www.livability.com/best-places/top-100-best-places-to-live/2016 • Coloradoan article from Sept. 21, "Elite Plans to Expand Routes from Fort Collins/Loveland," received 59,592 impressions for a total PR value of \$4,428 <ul style="list-style-type: none"> o http://www.coloradoan.com/story/money/2015/09/22/elite-plans-expand-routes-fort-collinsloveland/72591138/ • Loveland Reporter-Herald article from Sept. 23, "Elite Airways could be flying to new cities from Loveland by Christmas," received 765,144 impressions for a total PR value of \$4,567.50 <ul style="list-style-type: none"> o http://www.reporterherald.com/business/ci_28865682/elite-airways-could-be-flying-to-new-cities-from-loveland-by-christmas
	<p><i>Social Media</i></p>	<ul style="list-style-type: none"> • Overall: According to Google Analytics, the website had 44 visits from social media in September including 35 from Facebook, 5 from Pinterest, 3 from Twitter and 1 from Google+. • Facebook: <ul style="list-style-type: none"> o We secured 63 new fans during this time, but lost 18, for a total of 3,710. o 277 people are talking about the page and we have 49,677 impressions by 23,795 users. o 71 percent of those interacting with our page are female and our largest age demographic is 55+. Second is 35-44. Followed by 45-54. o Those interacting with our page are primarily from Loveland, followed by Fort Collins, Denver, Greeley and Johnstown. o 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"> o We have 589 new Twitter followers this month for a total of 1,250. o We saw 19 mentions and 9 Retweets. o 52 percent of our followers are female and our largest age demographic is 35-44. • Visit Loveland Instagram: <ul style="list-style-type: none"> o Our followers increased from 902 to 927. o Photos of outdoor scenery, sunrises and sunsets and quotes are liked more often. o Our most engaging hashtag is #visitloveland, followed by #arttravel, then #sunrise. • Google+: <ul style="list-style-type: none"> o To save costs, we repurpose content from Facebook and Twitter on Google+. We have 86 followers and 24,826 views. • Pinterest: <ul style="list-style-type: none"> o We have 16 boards containing seasonal information, events and festivals, local art, restaurants and breweries, Loveland in the news, local lodging, family friendly fun and more. o We currently have 626 pins, 59 followers and are following 79 other profiles. o With the launch of the new Visit Loveland website, we are getting ready to introduce Pinterest analytics to further connect with our audience and gain insight on what followers are pinning from the website.
<p>Attitudes</p>		<ul style="list-style-type: none"> • Overall, sentiment about Loveland, Colo. is positive with many ambassadors and visitors singing Loveland's praises. Focus has been on the fall season. <p style="text-align: center;">###</p>

GROUP REPORT

from September 1, 2015 - September 30, 2015

@VisitLovelandCO

Visit Loveland Col...

GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	1,548	
Sent Messages	94	
New Twitter Followers	589	
New Facebook Fans	63	

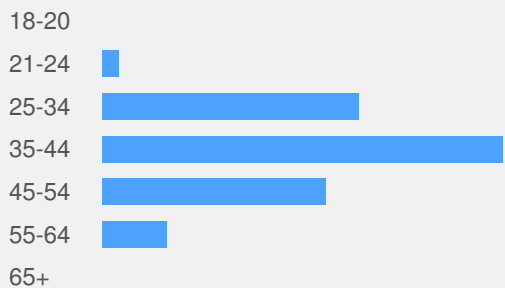
1,554 INTERACTIONS
 BY **1,334** UNIQUE USERS
123,149 POTENTIAL REACH

TWITTER STATS

across all Twitter accounts

FOLLOWER DEMOGRAPHICS

48% MALE FOLLOWERS
52% FEMALE FOLLOWERS



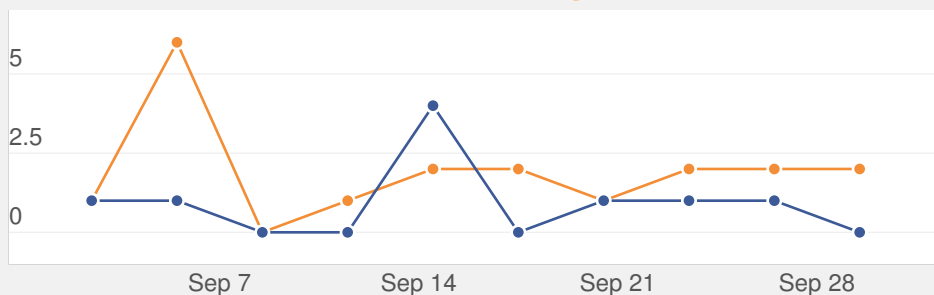
TWITTER STATS

589
 New Twitter Followers in this time period

0 Link Clicks
19 Mentions
9 Retweets

DAILY INTERACTIONS

@MENTIONS 19 **RETWEETS 9**



OUTBOUND TWEET CONTENT

6 Plain Text
6 Links to Pages
36 Photo Links

FACEBOOK STATS across all Facebook pages

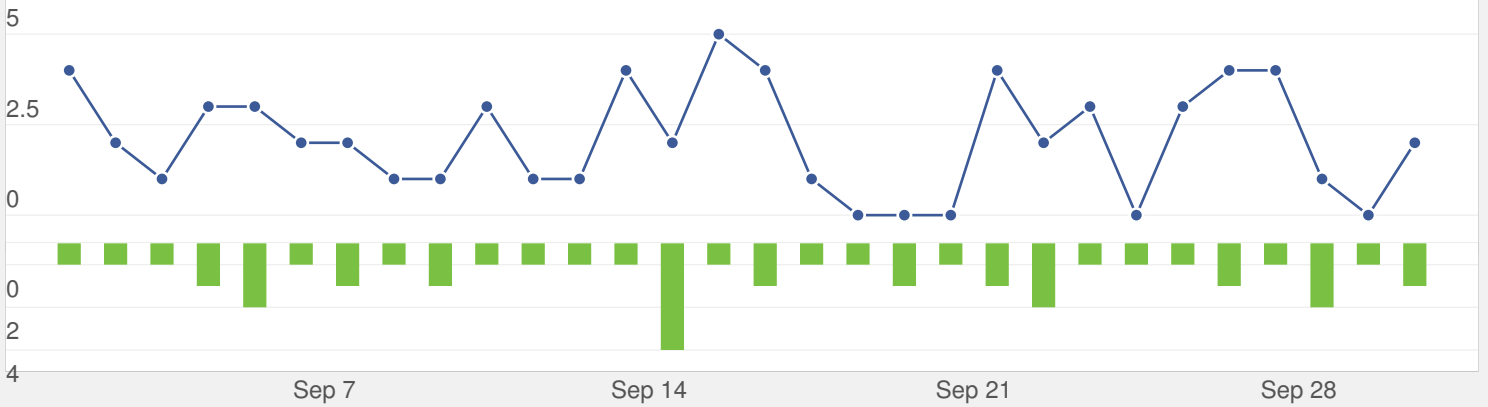


My Facebook Pages

3.71k Total Likes, and 277 people talking about this

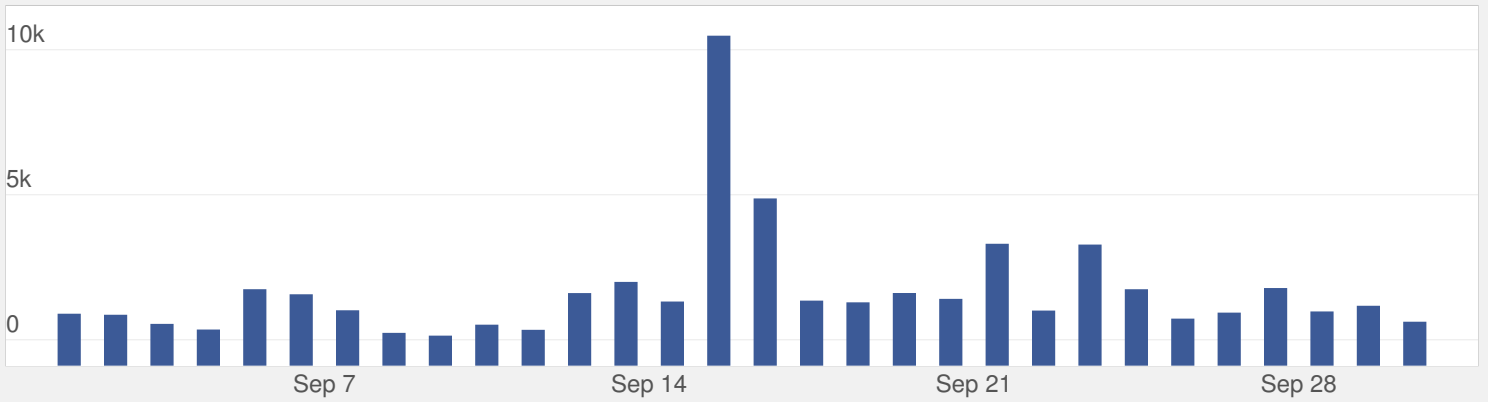
FAN GROWTH

New Fans **63** Unliked your Page **18**

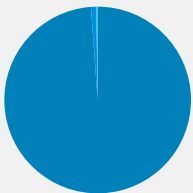


PAGE IMPRESSIONS

Impressions **49,677** by **23,795** users



IMPRESSIONS



- Page Post 24.7k
- Fan 227
- Checkin 61
- Mention 0
- Question 0
- User Post 0
- Coupon 0
- Other 0
- Event 0



- Paid 0
- Organic 24.6k
- Viral 25.0k

BY DAY OF WEEK

AVG

TOTAL

Day	Avg Impressions	Total Impressions
Sun	1.7k	6.7k
Mon	1.7k	6.6k
Tue	2.8k	13.8k
Wed	2.0k	9.8k
Thu	1.0k	4.2k
Fri	677	2.7k
Sat	1.5k	5.9k

IMPRESSION DEMOGRAPHICS

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

AGE & GENDER

TOP COUNTRIES

TOP CITIES

Age Group	Male	Female
13-17	33 / 55	
18-24	235 / 664	
25-34	1.2k / 3.3k	
35-44	1.7k / 3.9k	
45-54	1.4k / 3.3k	
55+	2.1k / 4.9k	

Country	Count
United States	22.3k
United Kingdom	94
Canada	93
Germany	86
Mexico	71

City	Count
Loveland, CO	7.0k
Fort Collins, CO	1.9k
Denver, CO	831
Greeley, CO	427
Johnstown, CO	301





Instagram Profiles Report

for visitlovelandco

Sep 01, 2015 - Sep 30, 2015

The Instagram Profiles Report gives you insight on all social activity across your Instagram accounts using a blend of Instagram metrics and proprietary metrics of our own.

Top Instagram Posts



@visitlovelandco
50 Engagements



@visitlovelandco
48 Engagements

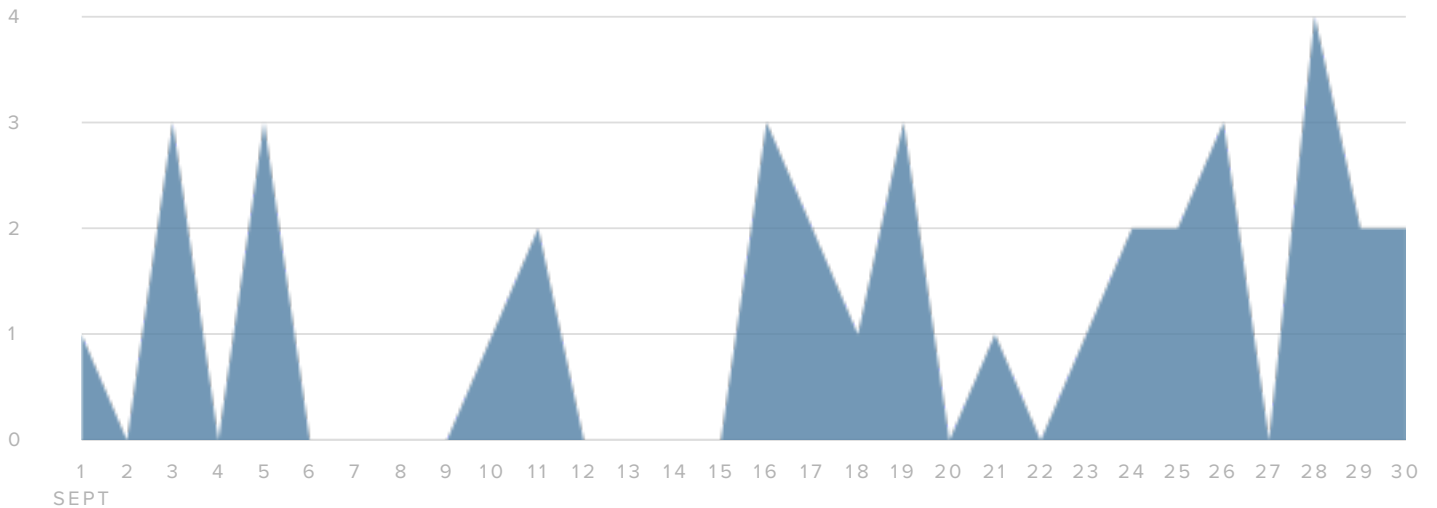


@visitlovelandco
44 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ FOLLOWERS GAINED



FOLLOWER METRICS

TOTALS

Total Followers	927
Followers Gained	27
People that you Followed	1

Your new followers decreased by

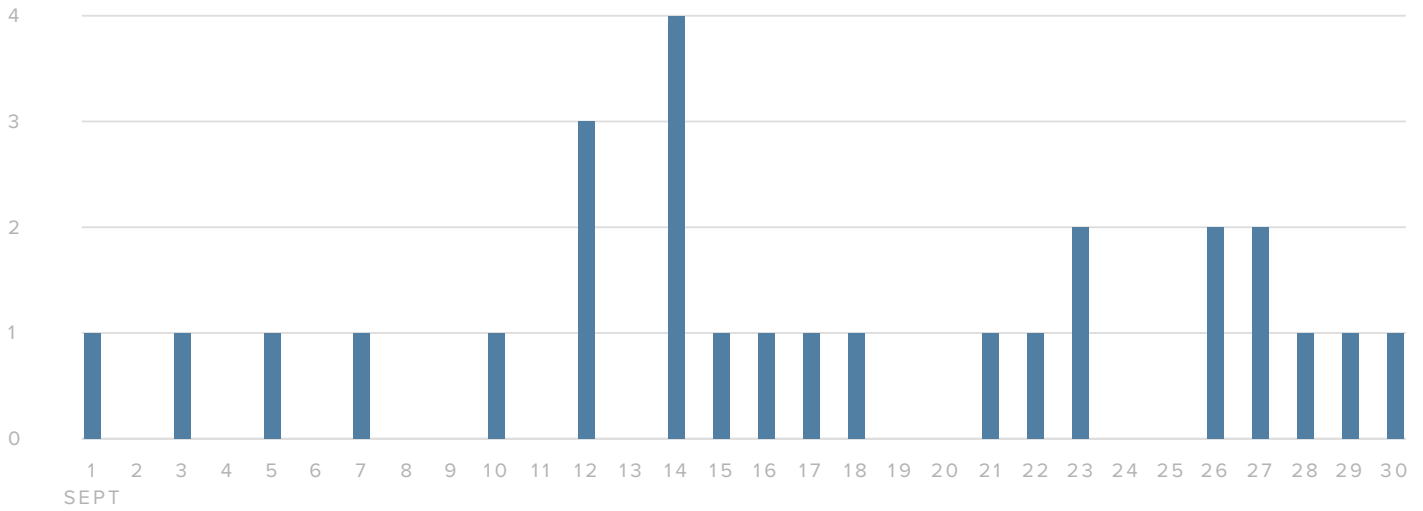
▼ **53.4%**

since previous month

Publishing Behavior

MEDIA PER DAY

■ MEDIA SENT



PUBLISHING METRICS

TOTALS

Photos	27
Videos	—
Total Media	27

The number of media you sent increased by

▲ **22.7%**

since previous month

Outbound Hashtag Performance

MOST USED HASHTAGS

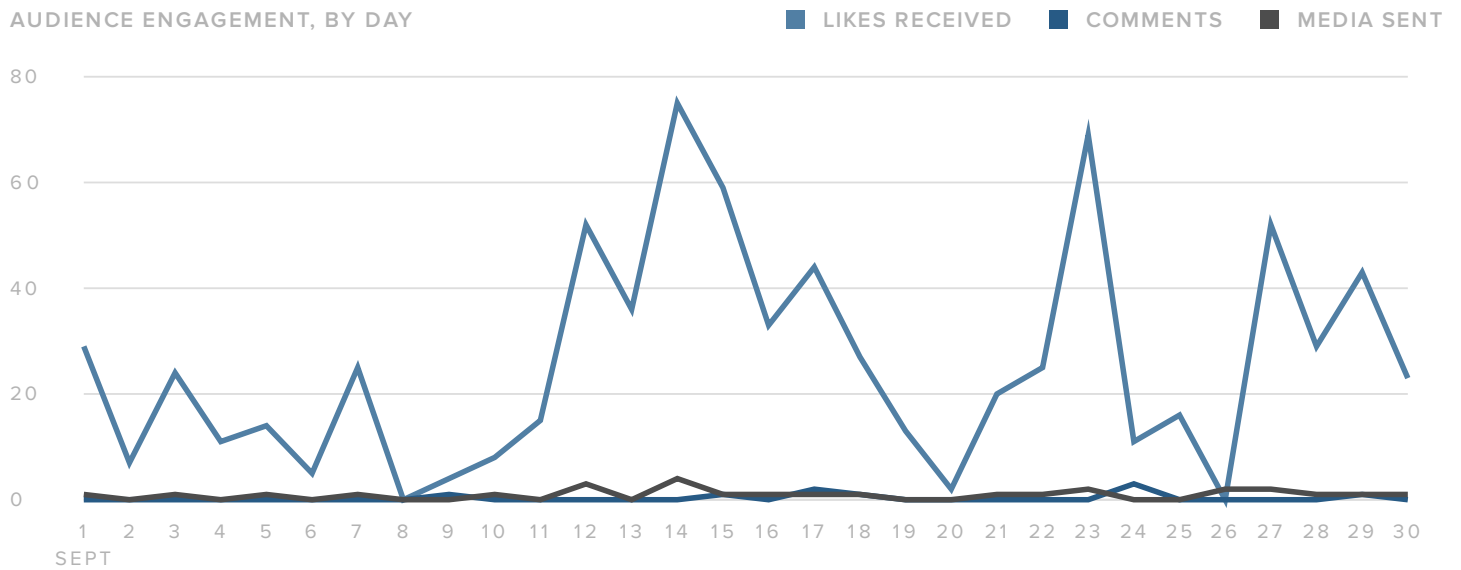
#visitloveland	27
#arttravel	5
#sundayfunday	2
#art	2
#craftbeer	2
#drinklocal	2
#fallinloveland	2
#sunrise	2
#latergram	2
#fishing	2

MOST ENGAGED HASHTAGS

#visitloveland	823
#arttravel	139
#sunrise	84
#fallinloveland	74
#coloradolive	72
#lovelandcolo	70
#chalkart	70
#craftbeer	69
#drinklocal	69
#lovelandco	69

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS

TOTALS

Likes Received 771

Comments Received 9

Total Engagements 780

Engagements per Follower 0.8

Engagements per Media 28.9

The number of engagements increased by

▲ 5.3%

since previous month

The number of engagements per media decreased by


▼ 14.2%

since previous month

Top Influencers Engaged



@visitcolorado
58.0k Followers




@taylortrimarco
1.2k Followers



OutThere
COLORADO
@outtherecolo.
435 Followers




OSBORN
FAMILY OWNED SINCE 1981
@osbornfarm
149 Followers



@teen_wolf06.
84 Followers

Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 visitlovelandco	927	3%	27	27	–	780	28.9	0.84