

VISIT LOVELAND

AUGUST 2018 CMC REPORT



SUCCESS SUMMARY

In August 2018, Visit Loveland was featured in 57 pieces of media coverage. This report outlines priorities and results for the month of August.

TOP PR/SOCIAL MEDIA PRIORITIES

PRIORITY #1: FALL STORIES AND MEDIA RELATIONS

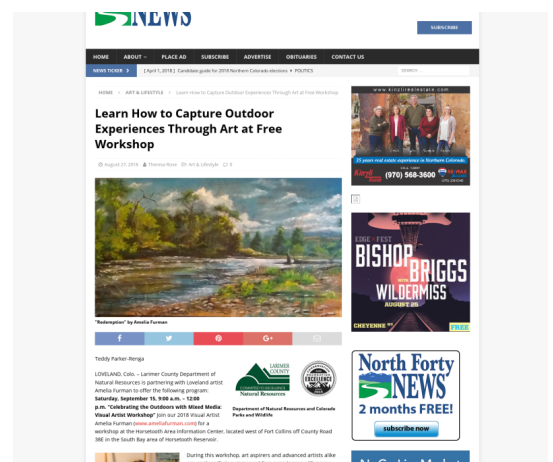
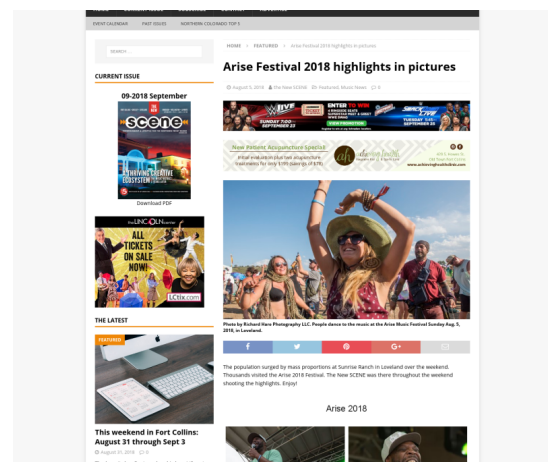
- Sourcing partner information and compiling master story ideas document for media pitching including "What's New," "Fall Events," Halloween Fun and more.
- Updating media list and start of outreach for fall
- Coordinating Golf media trip with Colorado Tourism Office

PRIORITY #2: WINTER PLANNING

- Began compiling winter story ideas for media outreach
- Began Winter Wonderlights long-lead media outreach and planning for media relations and social media
- Drafting Colorado Meetings & Events holiday party advertorial
- Meetings, information gathering and research for new Loveland Sweetheart Festival

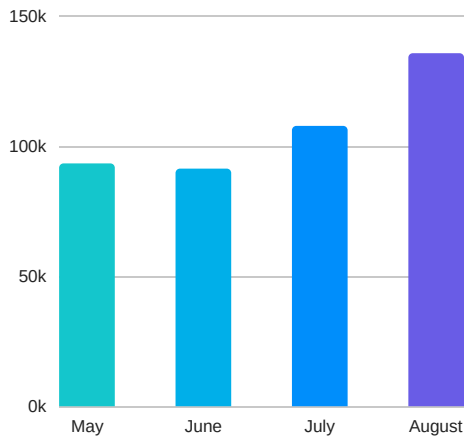
PRIORITY #3: DIGITAL AND SOCIAL MEDIA

- Finalizing Downtown Mural blog post
- September 5 to Love video
- Live social media of Corn Shucking at Corn Roast Festival



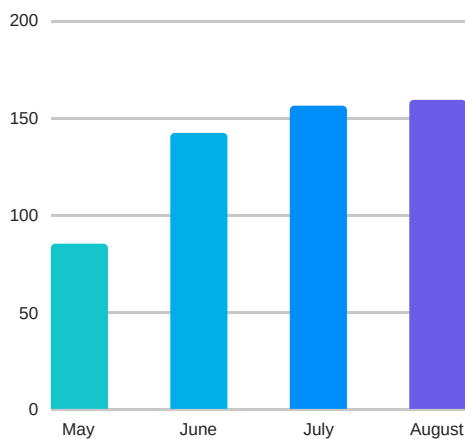
RESULTS

SOCIAL MEDIA GROWTH



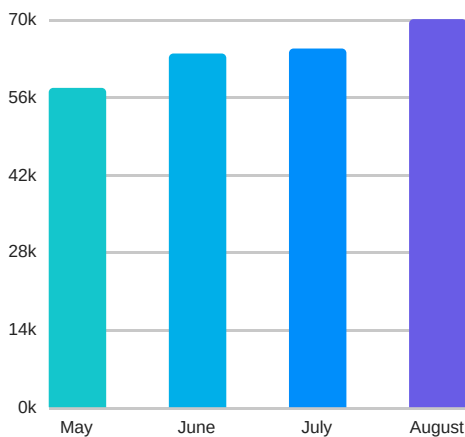
83 new followers | 7,279 total fans
135.5k impressions | 3,057 engagements

- Focus: Summer scenic views, August events and activities, blog posts and website traffic targets.
- Top posts: NoCo skies, drive from Loveland to Estes Park and Rocky Mountain National Park, Loveland is proud to be the heart of Northern Colorado, NoCo love sunrise photo, Benson Sculpture Garden.
- New followers and engagements have increased and impressions have increased in August.



-11 new followers | 1,773 followers
15.5k impressions | 159 engagements

- Focus: Summer scenic views, August events and activities, blog posts and website traffic targets.
- Most engaging tweets: Favorite part about summer in NoCo, Benson Sculpture Garden, Tons of amazing hiking trails, Not quite ready to let that Colorado Summer go just yet, Have you been to Benson Sculpture Garden?
- Impressions have increased in August,



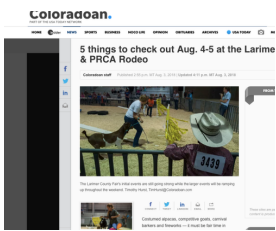
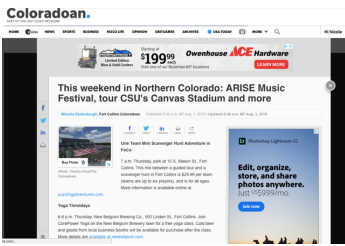
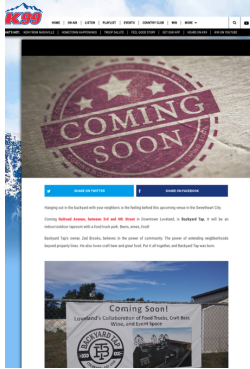
261 new followers | 6,487 followers
3,597 engagements

- Focus: Summer scenic views, August events and activities, blog posts and website traffic targets.
- Most engaging photos: NoCo skies, Tons of amazing hiking trails to explore in Loveland, Carter Lake.
- Most engaging hashtags: #loveland, #lovelandcolorado, #visitloveland, #colorado, #lovelandco, #coloradolive, #northerncolorado, #lovelandcolo, #coloradolive, #summertime

RESULTS

MEDIA RESULTS HIGHLIGHTS

- **9 News:** 9Things to do in Colorado this weekend: August 3-5
- **Just About Travel:** "Loveland, Colorado: "A sweetheart city which has a love affair with the arts"
- **303 Magazine:** Six Colorado Breweries that Deserve Your Attention
- **The Denver Channel:** See all 42 Colorado state parks that make us happy to call this place home
- **Costco Connection:** Moments and Milkshakes
- **Westword:** Beer Calendar: Throwdowns at Woods Boss, Bierstadt and Denver Beer Co.
- **Fort Collins Magazine:** Photogenic Outdoor Proposals
- **Sculpture Digest:** ANOTHER GREAT WEEKEND OF SCULPTURE SHOWS IN LOVELAND, COLORADO
- **9 News:** 9Things to do in Colorado this Labor Day weekend
- **Gauge Magazine:** Good Guys 21st Colorado Nationals
- **Coloradoan:** Where to celebrate Oktoberfest in Fort Collins, Northern Colorado
- **WPBS (PBS):** The Artists' World With Michael Ringer
- **The Denver Post:** Developer has high-flying idea for building gondolas in Loveland's northeast corner
- **Coloradoan:** Things to do in Northern Colorado: Bret Michaels, Rocky Mountain Showdown and more
- **303 Magazine:** REVIEW – ARISE MUSIC FESTIVAL CULTIVATED A THREE-DAY MAGICAL WONDERLAND
- **Daily Camera:** Arise at Sunrise still thrives
- **NYS Music:** Arise Festival Emerges As An Antidote For Dangerous Times
- **Grateful Web:** ARISE MUSIC FESTIVAL 2018 | REVIEW
- **The New Scene:** Arise Festival 2018 highlights in pictures
- **Crescent Vale:** ARISE Music Festival 2018 Hosts Ten Thousand Souls on Site
- **Mix247 EDM:** ARISE Music Festival Is Much More Than A Music Festival
- **SpaceLab:** ARISE Music Festival 2019
- **Reporter-Herald:** Traveling music festival offers another taste of life on the road in Drake
- **Yellowscene Magazine:** Loveland Libation Scene
- **Coloradoan:** This weekend in Northern Colorado: ARISE Music Festival, tour CSU's Canvas Stadium and more
- **Coloradoan:** Opinion: As Larimer County changes, preserving its history is important
- **Coloradoan:** Alpacas and goats get their costumes on at Larimer County fair
- **Coloradoan:** 5 things to check out Aug. 4-5 at the Larimer County Fair & PRCA Rodeo
- **The Gazette:** 15 weekend things to do around Colorado Springs: Subaru Growl, Black Forest festival, powwow
- **Westword:** Five Things for Art Lovers to Do and See This Weekend in Denver
- **North Forty News:** Learn How to Capture Outdoor Experiences Through Art at Free Workshop
- **The Tribune:** Out on the town: 08.23.18 through 08.29.18
- **K99:** FEEL GOOD FRIDAY: THE STORY OF LUCKY AT LARIMER HUMANE SOCIETY
- **K99:** NEW INDOOR/OUTDOOR GATHERING SPOT COMING TO DOWNTOWN LOVELAND
- **K99:** ROOFTOP MOVIE NIGHTS COME TO DOWNTOWN LOVELAND
- **Tri 102.5:** SHOP AND COOK WITH A CHEF IN LOVELAND
- **Tri 102.5:** OLD FASHIONED COMMUNITY PICNIC IN LOVELAND AUGUST 24
- **Noco Style Magazine:** Off the Beaten Path
- **Noco Style Magazine:** Governor's Art Show 2018 GALA



PR NUMBERS

\$1,029,330

PR VALUE

70,463,929

IMPRESSIONS

2.15K

MEDIA SOCIAL SHARES

*PR value #'s calculated based on the media hits that we were able to find an ad value for. Some hits do not have comparable advertising value.

Visit Loveland Colorado CMC Report
August 2018



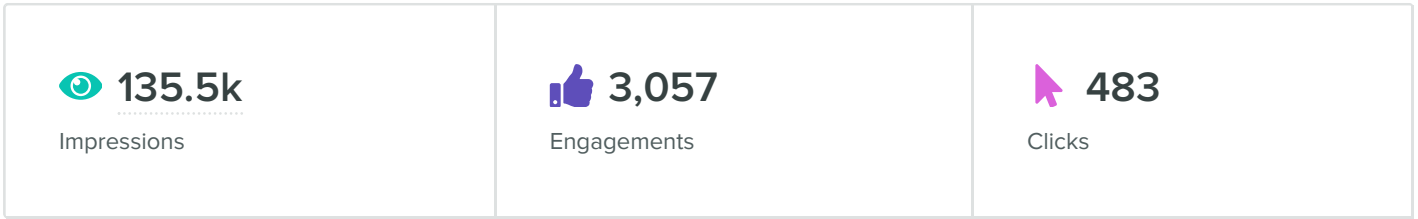
Facebook Pages
for **Visit Loveland Colorado**

Aug 01, 2018 - Aug 31, 2018

Analyze Facebook page data at a granular level for deeper insights

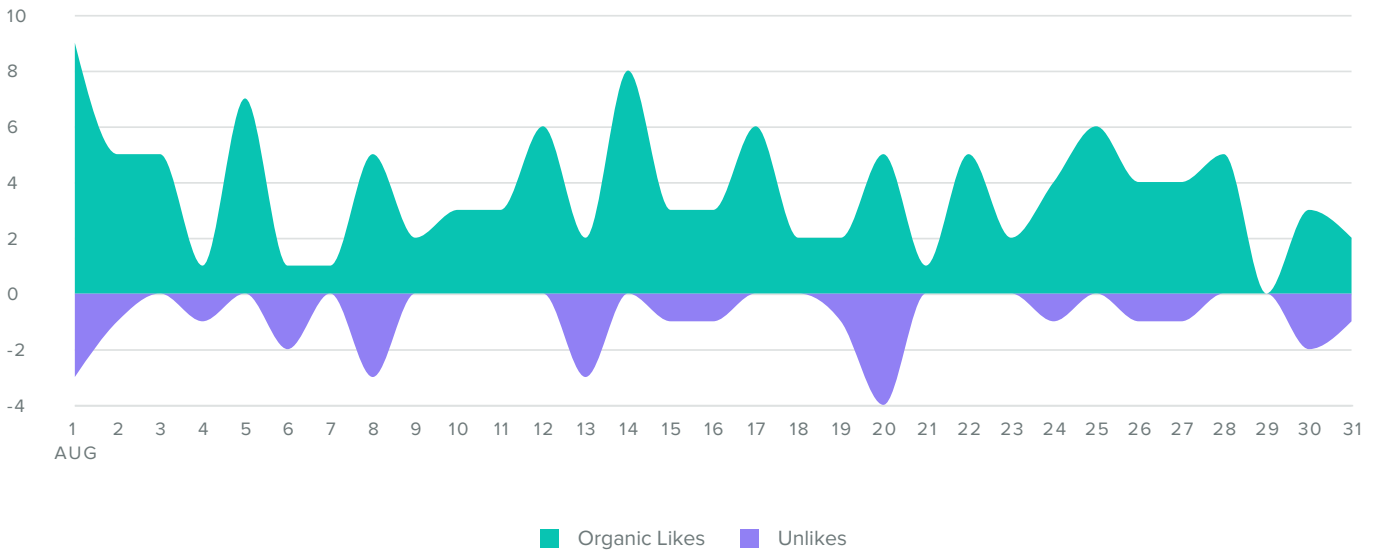


Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	7,279
Organic Likes	115
Unlikes	26
Net Likes	89

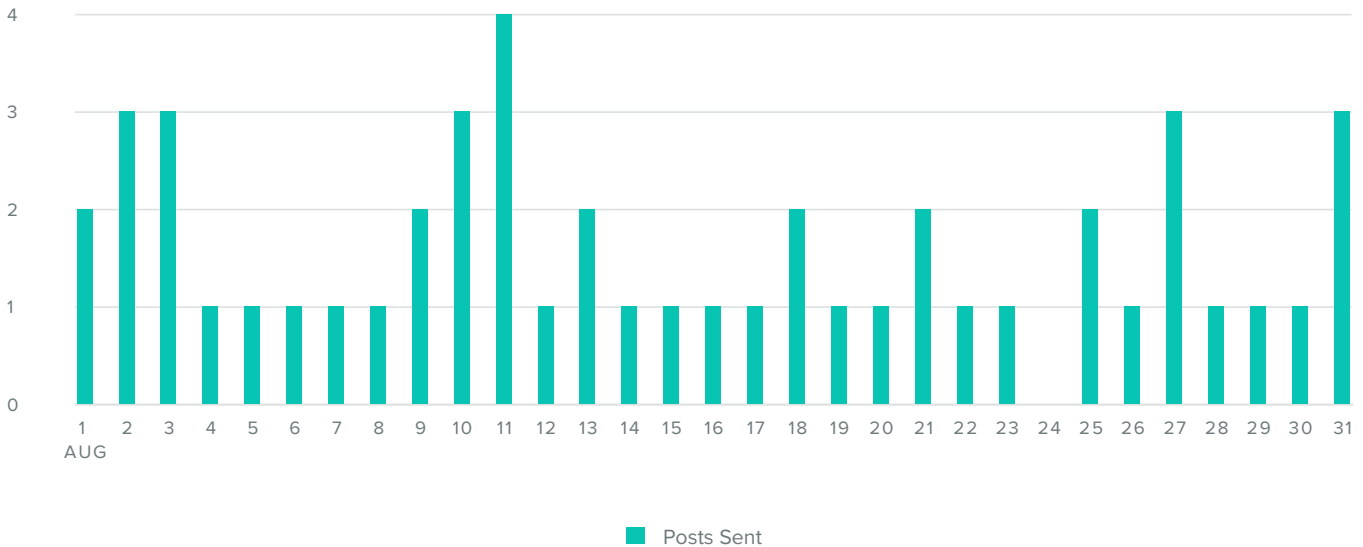
Total fans increased by

+1.2%

since previous month

Facebook Publishing Behavior

POSTS, BY DAY




Publishing Metrics	Totals
Photos	32
Videos	7
Posts	10
Notes	0
Total Posts	49

The number of posts you sent increased by









▲ 8.9%

since previous month

Facebook Top Posts, by Reactions

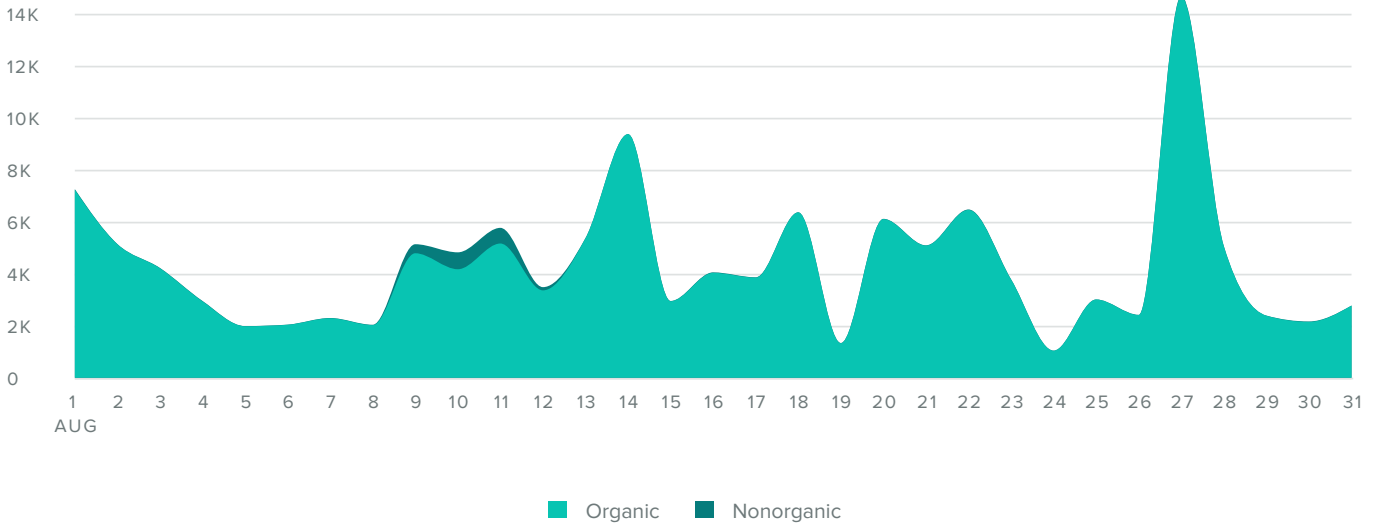
Post	Reactions ▼	Comments	Engagement	Reach
<p>Visit Loveland Colorado Those NoCo skies. Just one of the reasons why we love Loveland. // Photo: Instagrammer intrepidtravis #VisitLoveland</p>  <p>(Post) August 13, 2018 1:15 pm</p>	511	33	8.2%	7,959

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Visit Loveland Colorado The drive from Loveland to Estes Park, Colorado and Rocky Mountain National Park is breathtaking. Get a glimpse of the views and make your plans to see it in person this fall. #VisitLoveland #LovelandtoRMNP</p>   <p>(Post) August 27, 2018 8:30 am</p>	265	88	7.3%	9,646
<p>Visit Loveland Colorado Loveland is proud to be at the heart of northern Colorado. When you visit the area, there is so much to explore.</p>   <p>(Post) August 21, 2018 4:25 pm</p>	141	10	4.9%	4,578
<p>Visit Loveland Colorado This will never get old. NoCo love. // Photo: Instagrammer djcaleb #VisitLoveland</p>   <p>(Post) August 17, 2018 2:00 pm</p>	121	8	7.2%	2,006
<p>Visit Loveland Colorado We love Loveland (and so does this frog)! Did you know that there are 158 sculptures that are on permanent display at the Benson Sculpture Garden? // Photo: Instagrammer clearlymary #VisitLoveland</p>   <p>(Post) August 27, 2018 9:00 am</p>	117	3	6.6%	2,392

Facebook Impressions

PAGE IMPRESSIONS, BY DAY

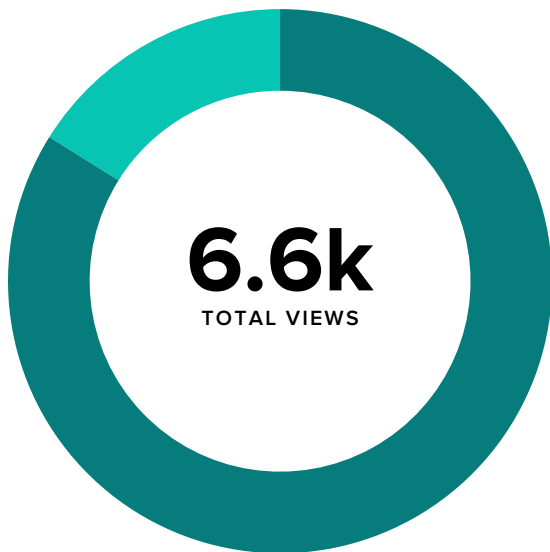


Impressions Metrics	Totals
Organic Impressions	133.5k
Nonorganic Impressions	1,980
Total Impressions	135.5k
Average Daily Users Reached	2,286

Total Impressions increased by
-25.9%
 since previous month

Facebook Video Performance

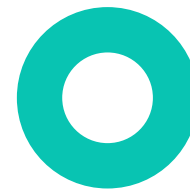
VIEW METRICS



1.1k
ORGANIC FULL

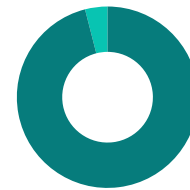
5.6k
ORGANIC PARTIAL

VIEWING BREAKDOWN



100%
ORGANIC VIEWS

0%
PAID VIEWS

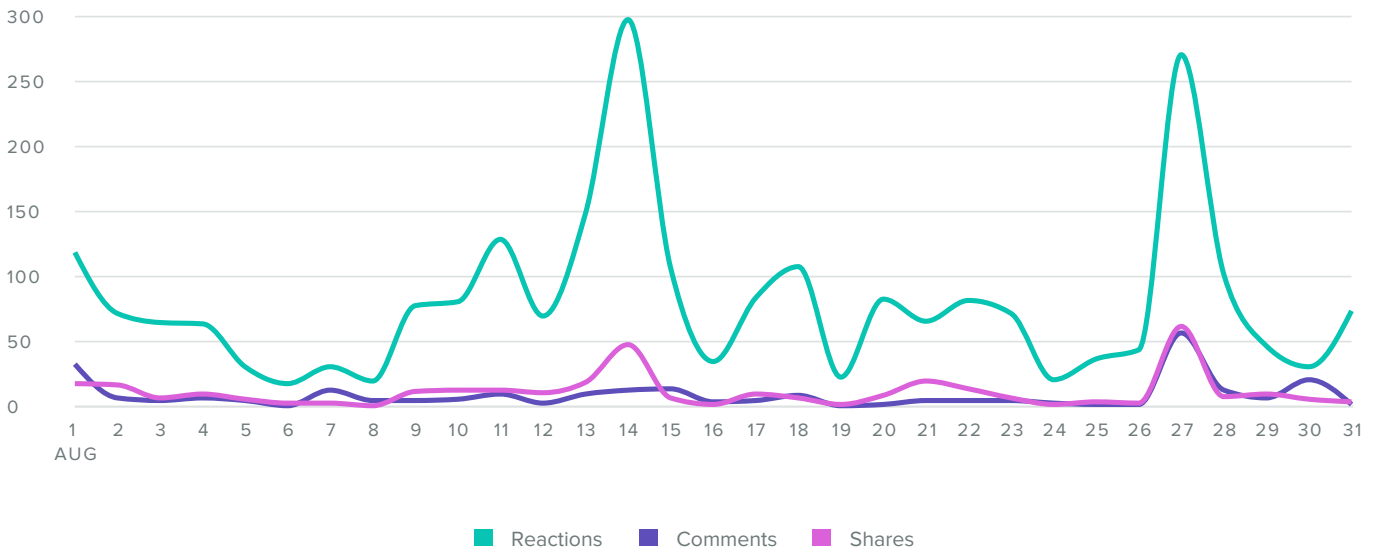


4%
CLICK PLAYS

96%
AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	2,481
Comments	249
Shares	327
Total Engagements	3,057

Total Engagements increased by **2%** since previous month

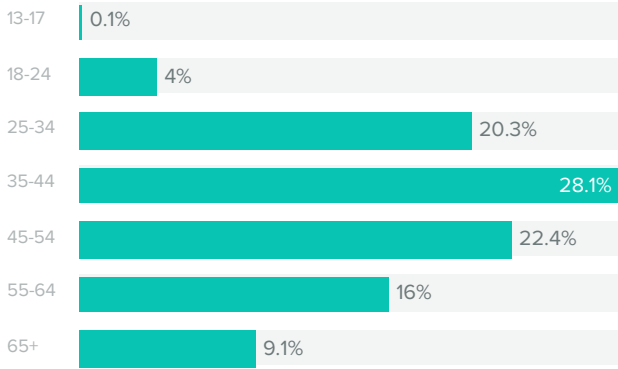
Facebook Audience Demographics

Page Fans

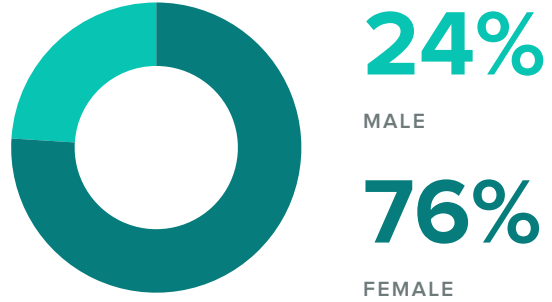
People Reached

People Engaged

BY AGE



BY GENDER



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

Top Countries

Country	Count
United States	7,075
Mexico	29
India	14
Canada	13
United Kingdom	13

Top Cities

City	Count
Loveland, CO	2,654
Fort Collins, CO	740
Denver, CO	272
Greeley, CO	231
Johnstown, CO	125

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
Visit Loveland Colorado	7,279	1.15%	49	135.5k	2,765	3,057	62.39	483



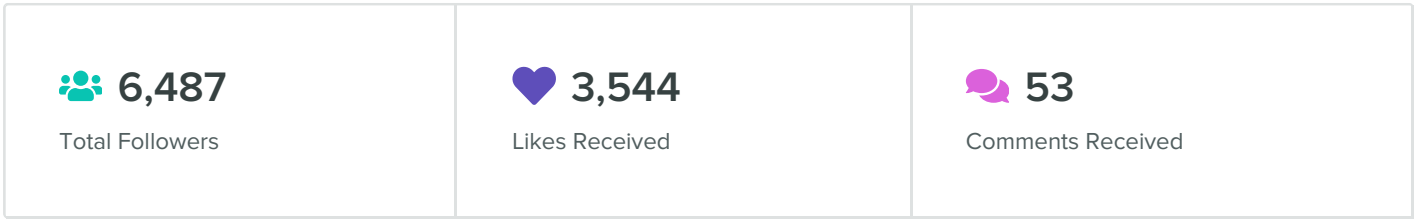
Instagram Profiles for **Visit Loveland CO**

Aug 01, 2018 - Aug 31, 2018

Determine the impact of Instagram content by analyzing your activity

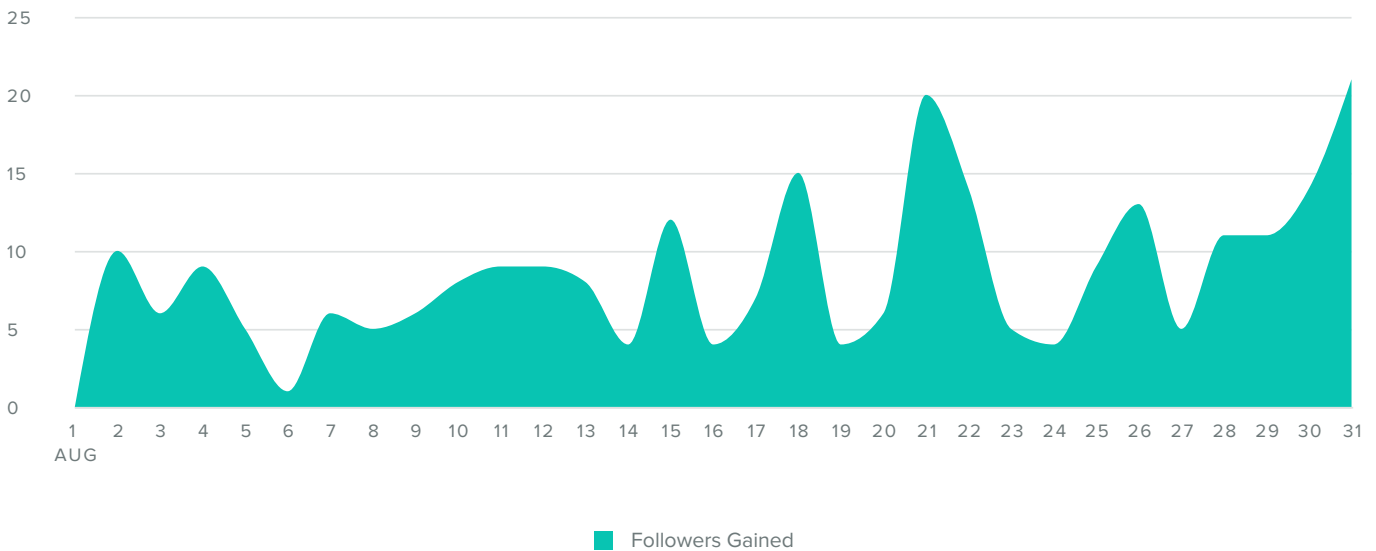


Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	6,487
Followers Gained	261
People that you Followed	15

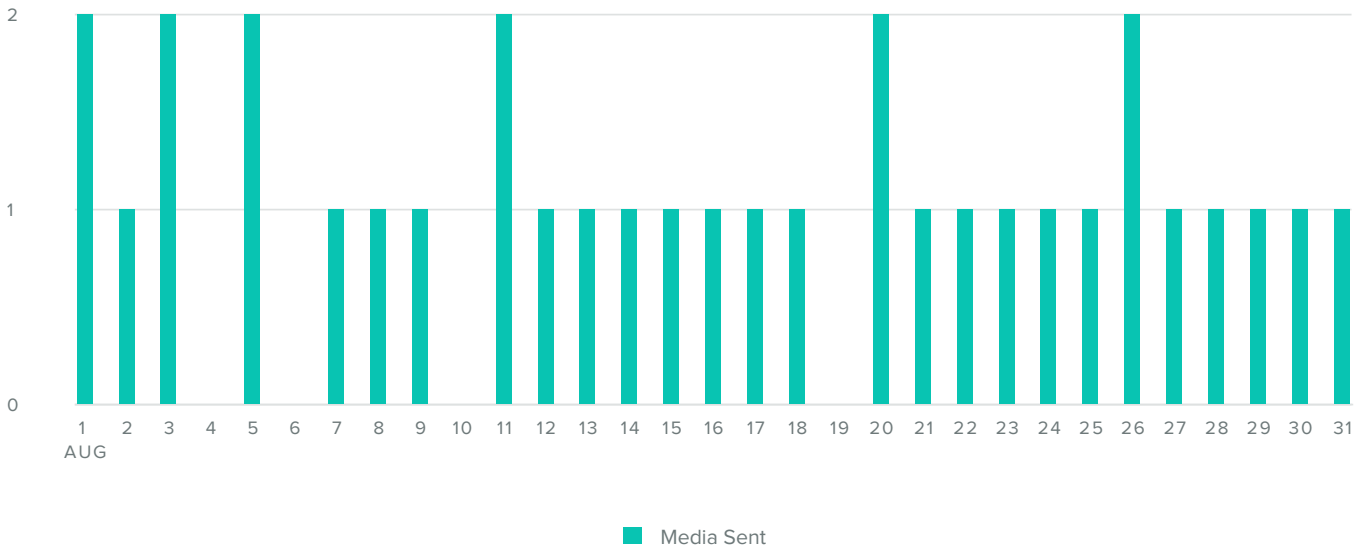
Total followers increased by

▲4.2%

since previous month

Instagram Publishing Behavior

MEDIA PER DAY



Publishing Metrics	Totals
Photos	31
Videos	1
Other	1
Total Media	33

The number of media you sent decreased by

-2.9%

since previous month

Instagram Top Posts



@visitlovelandco
255 Engagements



@visitlovelandco
182 Engagements



@visitlovelandco
168 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

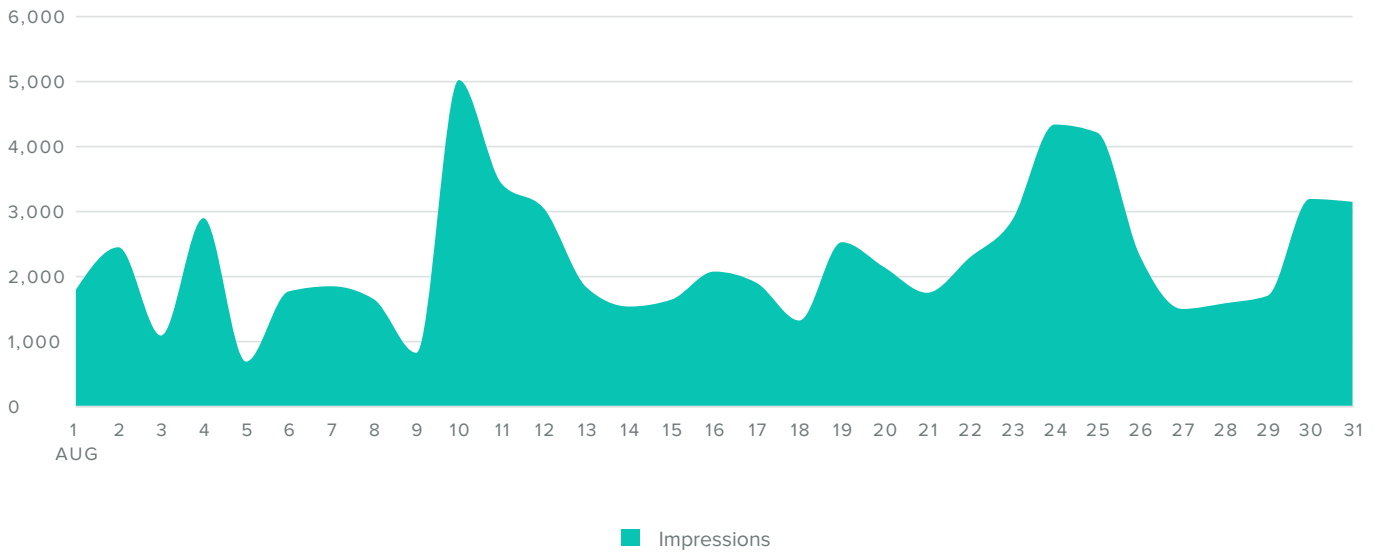
#visitloveland	33
#loveland	33
#lovelandcolo	32
#lovelandcolorado	32
#lovelandco	32
#colorado	30
#coloradolive	28
#northerncolorado	28
#coloradoliving	27
#coloradosummer	19

MOST ENGAGED HASHTAGS

#loveland	3,575
#visitloveland	3,574
#lovelandcolorado	3,443
#lovelandco	3,440
#lovelandcolo	3,440
#colorado	3,140
#coloradolive	3,062
#northerncolorado	2,591
#coloradoliving	2,323
#summertime	1,577

Instagram Impressions

IMPRESSIONS, BY DAY

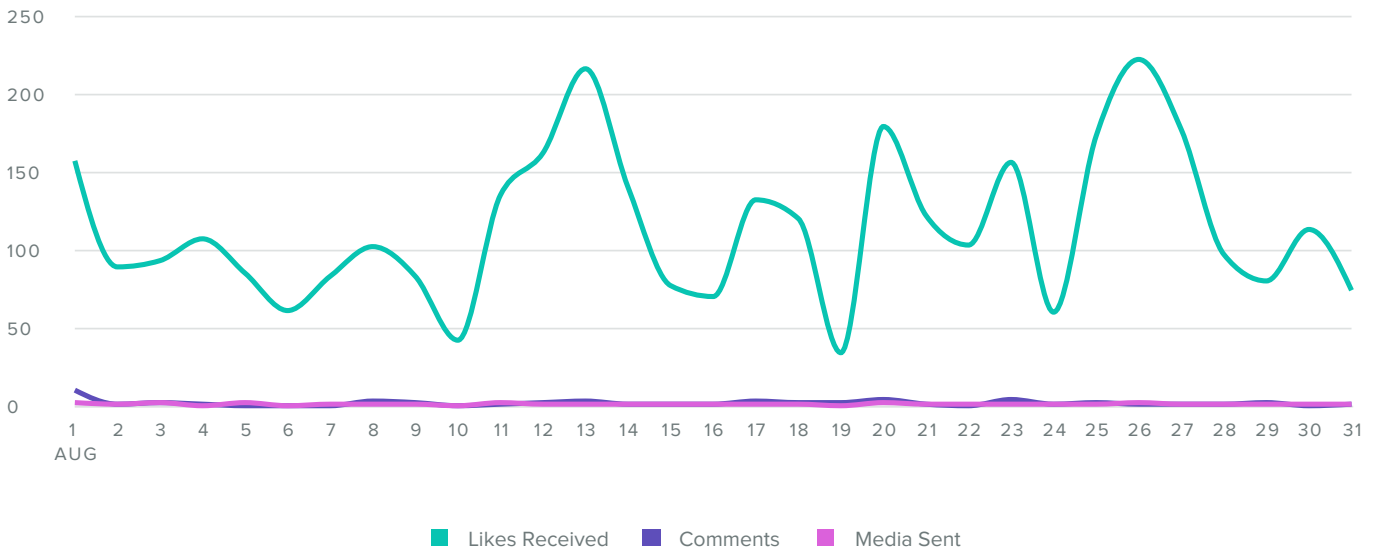


Impressions Metrics	Totals
Total Impressions	70k
Average Impressions per Day	2,260
Average Daily Reach per Profile	1,210

Total Impressions increased by
▲8.2%
 since previous month

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	3,544
Comments Received	53
Total Engagements	3,597
Engagements per Follower	0.55
Engagements per Media	109

The number of engagements decreased by

-14.4%

since previous month

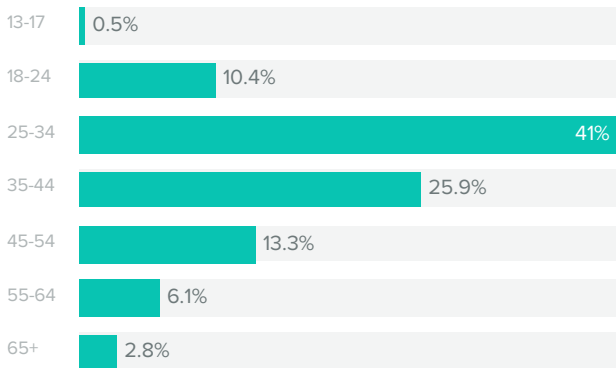
The number of engagements per media decreased by

-11.8%

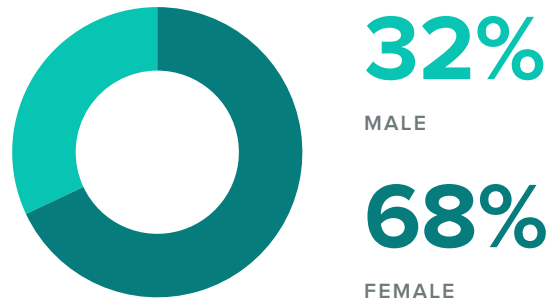
since previous month

Instagram Audience Demographics

BY AGE



BY GENDER



Women between the ages of **25-34** appear to be the leading force among your fans.

Top Countries

Country	Count
United States	5,979
Brazil	41
United Kingdom	33
Canada	27
Mexico	22

Top Cities

City	Count
Loveland, Colorado	1,040
Fort Collins, Colorado	700
Denver, Colorado	638
Colorado Springs, Colorado	171
Greeley, Colorado	137

Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Impressions	Total Engagements	Engagements per Media	Engagements per Follower
Visit Loveland CO (Business)	6,487	4.2%	261	33	2	70k	3,597	109	0.55



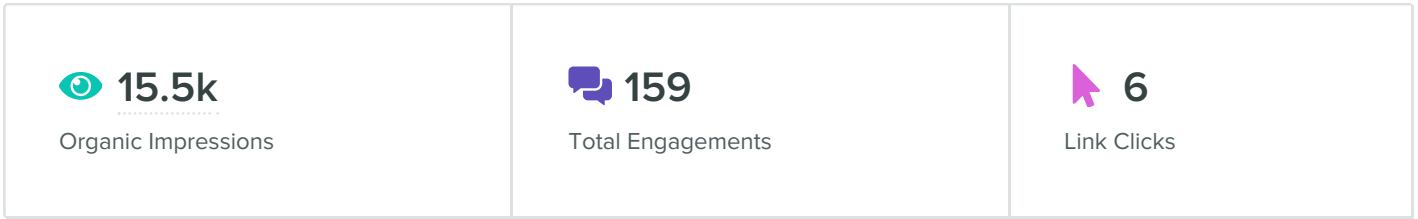
Twitter Profiles
for **Visit Loveland, Colo**

Aug 01, 2018 - Aug 31, 2018

Track profile performance to determine the impact of Twitter content

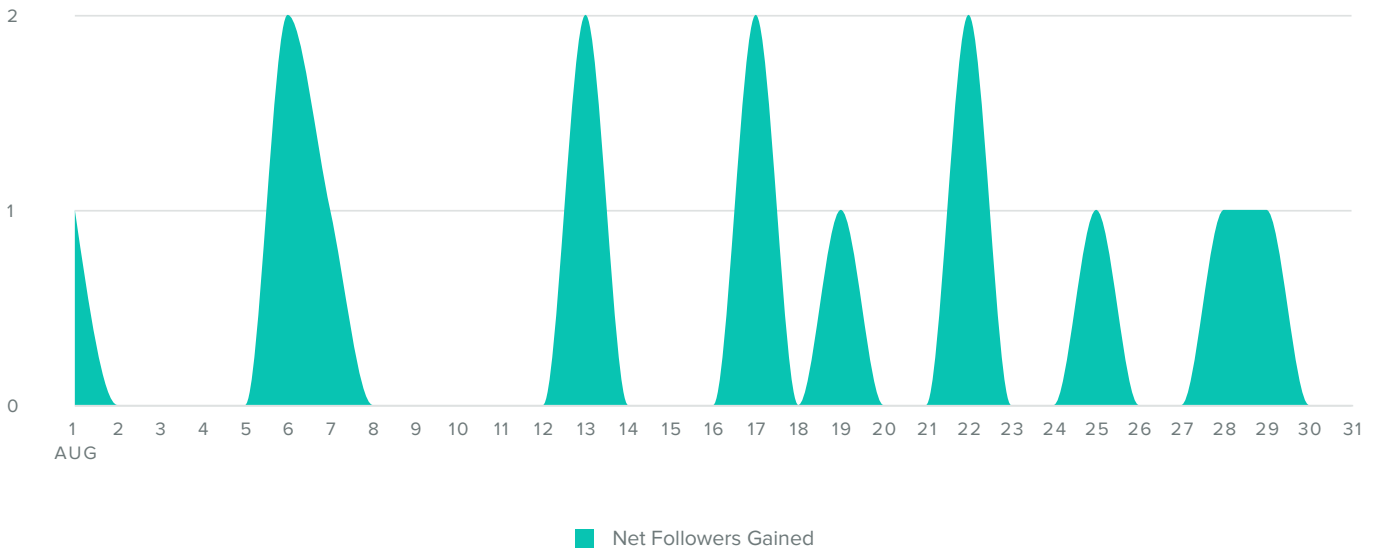


Twitter Activity Overview



Twitter Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	1,773
Net Followers gained	-11
People that you followed	1

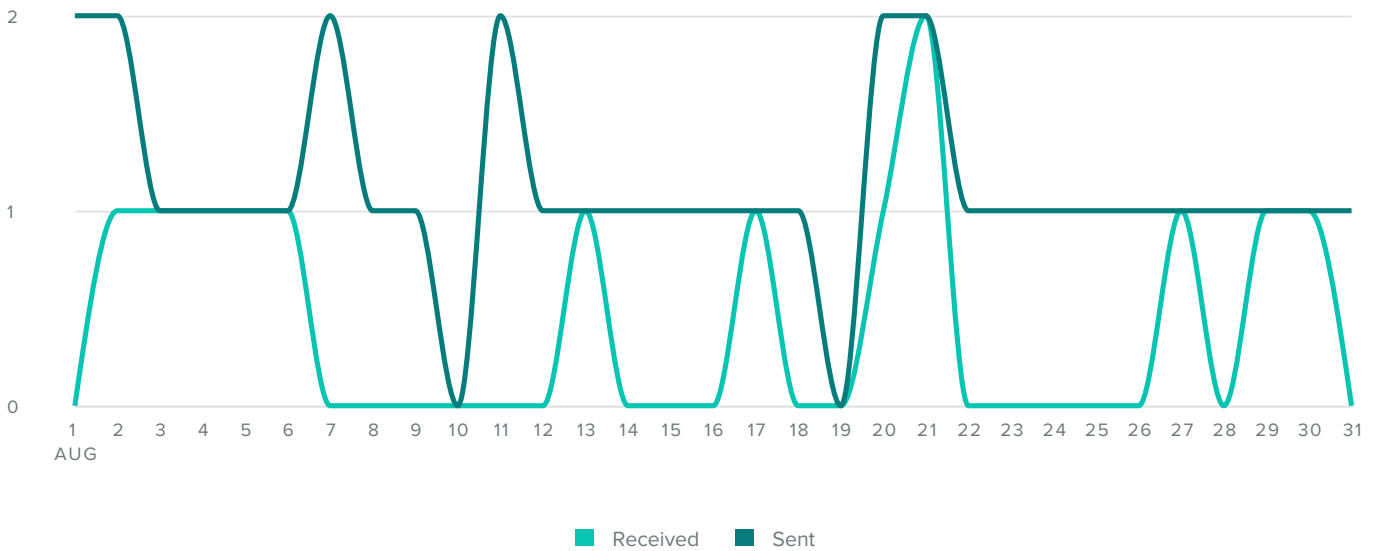
Total followers decreased by

-0.6%

since previous month

Twitter Posts & Conversations

MESSAGES PER DAY



Sent/Received Metrics	Totals
Tweets sent	35
Direct Messages sent	0
Total Sent	35
Mentions received	13
Direct Messages received	0
Total Received	13

The number of messages you sent decreased by

-10.3%


since previous month

The number of messages you received decreased by





-18.8%

since previous month

Twitter Top Posts, by Responses

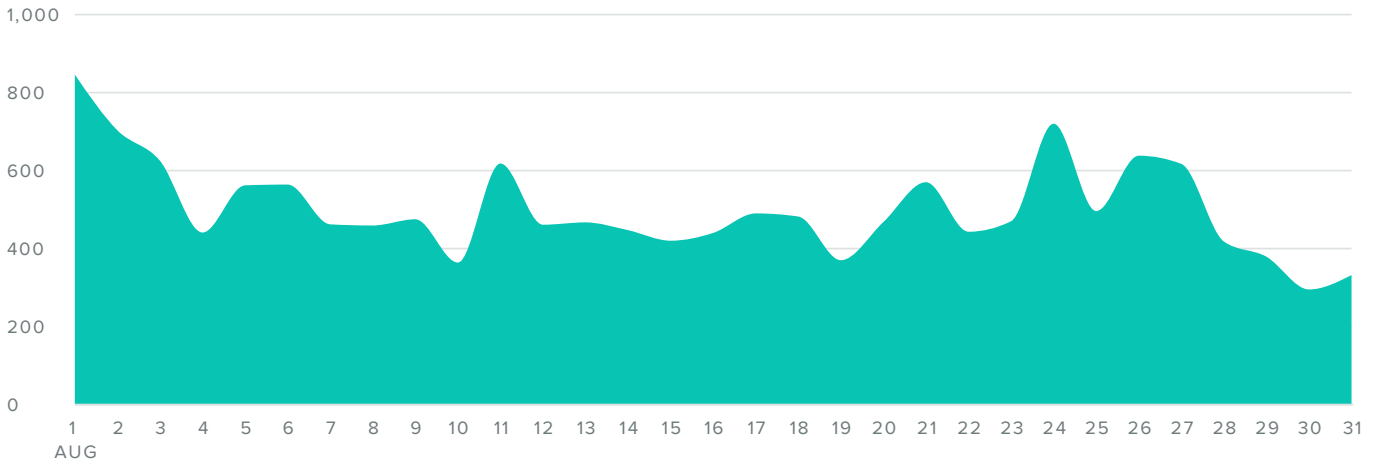
Tweet	Potential Reach	Responses	Clicks	Retweets
 VisitLovelandCO What's been your favorite part about summer in NoCo? // Photo: Instagrammer cspain333 #VisitLoveland https://t.co/zXl5a4OifS (Tweet) by Nicole Y. August 27, 2018 12:15 pm	1,772	1	0	0

Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses ▼	Clicks	Retweets
<p>VisitLovelandCO</p>  <p>We love Loveland (and so does this frog)! Did you know that there are 158 sculptures that are on permanent display at the Benson Sculpture Garden? // Photo: Instagrammer clearlymary #VisitLoveland https://t.co/6qAWQMBobk</p> <p>(Tweet) by Nicole Y. August 26, 2018 8:15 am</p>	1,928	1	0	1
<p>VisitLovelandCO</p>  <p>There are tons of amazing hiking trails to explore in Loveland. Where will you go next? // Photo: Instagrammer sarenahebebrand #VisitLoveland https://t.co/E8Q55rp4dD</p> <p>(Tweet) by Nicole Y. August 25, 2018 9:30 am</p>	1,927	1	0	1
<p>VisitLovelandCO</p>  <p>Not quite ready to let that Colorado summer go just yet. // Photo: Instagrammer sydneybrummet #VisitLoveland https://t.co/bzF01mxR5Z</p> <p>(Tweet) by Nicole Y. August 21, 2018 8:05 am</p>	1,771	1	0	0
<p>VisitLovelandCO</p>  <p>The Benson Sculpture Garden is one of many Loveland gems! Have you been there yet this summer? // Photo: Instagrammer lindajmay820 #VisitLoveland https://t.co/Db1LFS5AB</p> <p>(Tweet) by Nicole Y. August 11, 2018 11:15 am</p>	1,818	1	0	1

Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY



Organic Impressions

Impressions Metrics	Totals
Average Organic Impressions per Day	499.35
Total Organic Impressions	15.5k

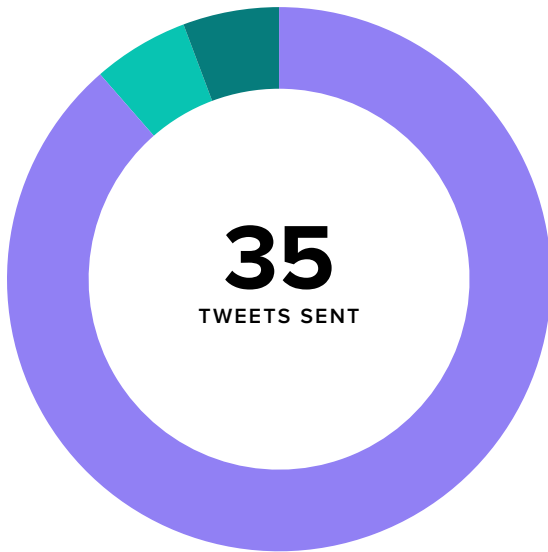
Organic Impressions increased by

▲ 40.2%

since previous month

Twitter Publishing Behavior

SENT MESSAGE CONTENT

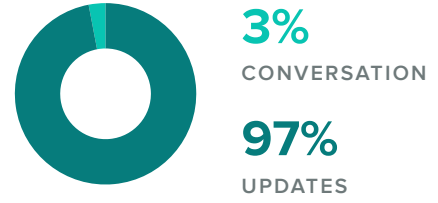


2
PLAIN TEXT

2
PAGE LINKS

31
PHOTO LINKS

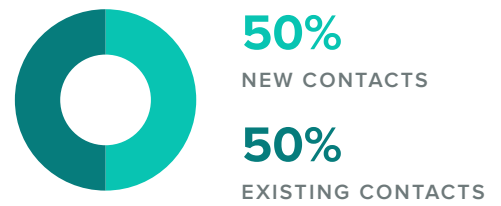
CONVERSATION BEHAVIOR (LAST 100 TWEETS)



3%
CONVERSATION

97%
UPDATES

CONTACT BEHAVIOR (ALL TWEETS)

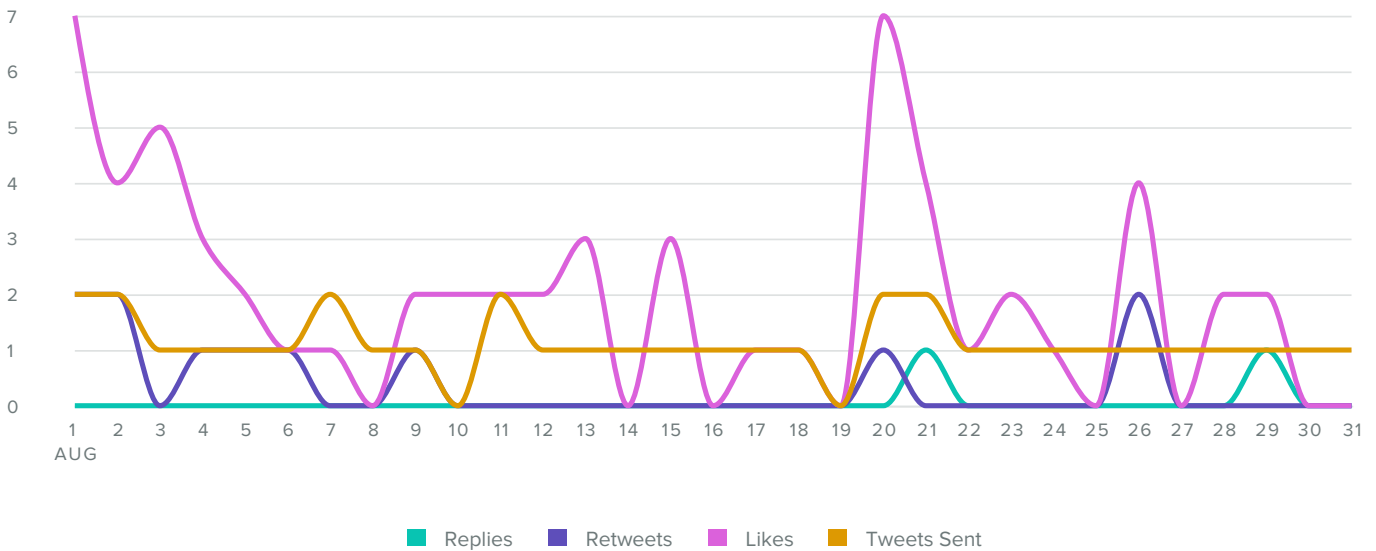


50%
NEW CONTACTS

50%
EXISTING CONTACTS

Twitter Engagement

ENGAGEMENT COUNT



Engagement Metrics	Totals
Total Engagements	159
Replies	2
Retweets	11
Retweets with Comments	4
Likes	62
Engagements per Follower	0.09
Organic Impressions per Follower	8.73
Engagements per Tweet	4.54
Organic Impressions per Tweet	442.29
Engagements per Organic Impression	0.01

The number of engagements increased by

▲1.9%

since previous month

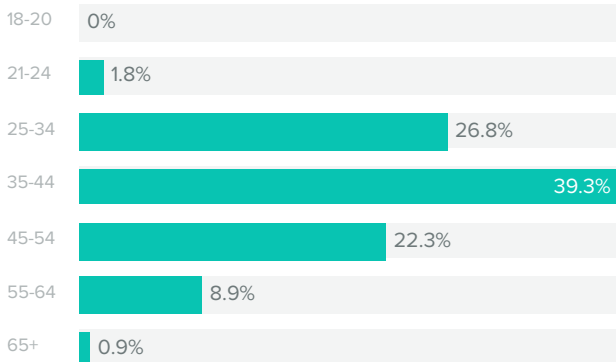
The number of organic impressions per Tweet increased by

▲56.2%

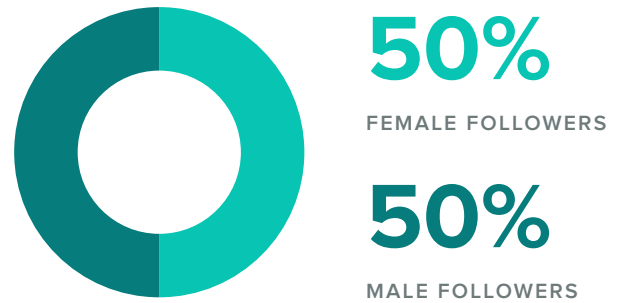
since previous month

Twitter Audience Demographics

FOLLOWERS BY AGE




FOLLOWERS BY GENDER



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

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Organic Impressions	Organic Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 Visit Loveland, Colo	1,773	-0.6%	35	15.5k	8.73	159	0.09	11	6