

VISIT LOVELAND

SEPTEMBER 2018 CMC REPORT



SUCCESS SUMMARY

In September 2018, Visit Loveland was featured in 36 pieces of media coverage. This report outlines priorities and results for the month of September.

TOP PR/SOCIAL MEDIA PRIORITIES

PRIORITY #1: GOLF FAM

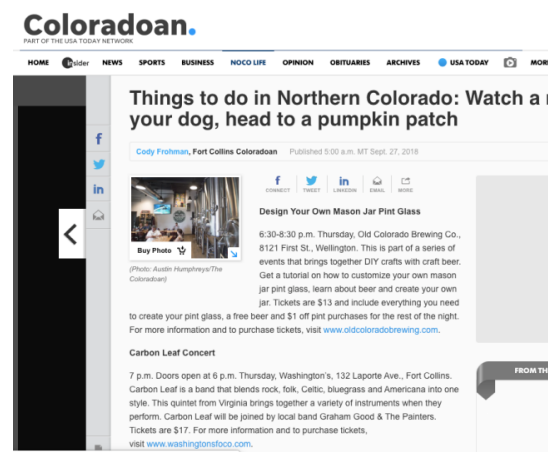
- Hosted four national lifestyle and tourism golf writers who are checking out TPC Colorado and showcasing hotels and things to do in Loveland.

PRIORITY #2: FALL STORIES/MEDIA ROOM

- Continued outreach for fall events/things to do
- Worked to finalize online media room to showcase news, photos and videos of Loveland tourism
- October 5 to Love on Social Media
- Showcasing Fall Scenes on social media

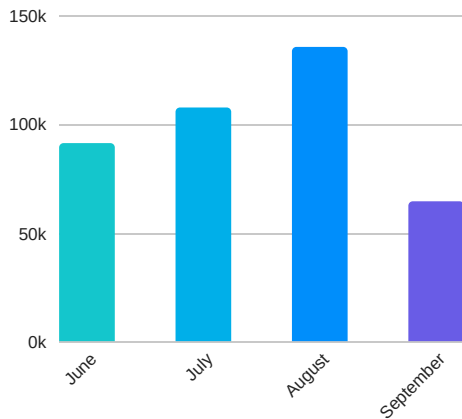
PRIORITY #3: WINTER STORY IDEAS

- Meetings and content collection for winter story ideas
- Media outreach and promotion for Winter Wonderlights
- Social media launch for winter and Winter Wonderlights



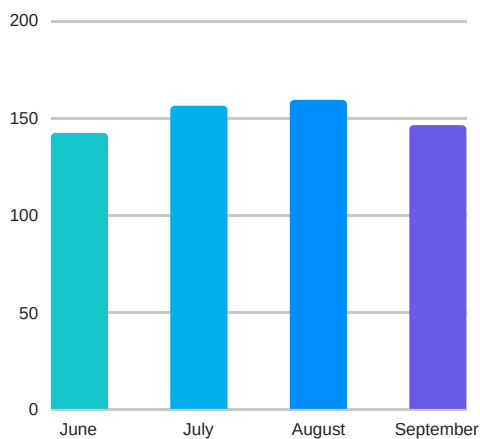
RESULTS

SOCIAL MEDIA GROWTH



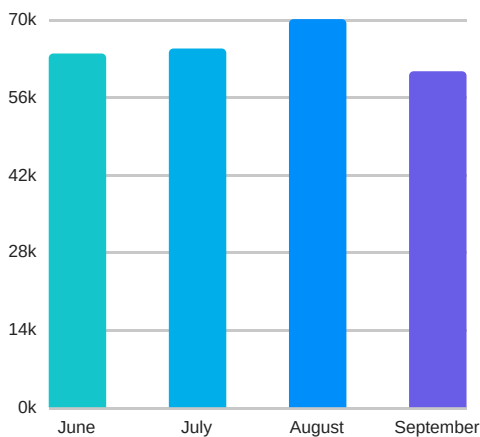
81 new followers | 7,360 total fans
64.4k impressions | 2,054 engagements

- Focus: fall scenes and activities, events blog posts and website traffic targets.
- Top posts: A new season to explore Loveland, Stunning shot of Devil's Backbone, This view doesn't get old, Devil's Backbone Open Space is nothing short of iconic, absolutely stunning photo from instagrammer robertkilbourn.
- New followers increased and engagements and impressions have decreased in September.



11 new followers | 1,784 followers
13.8k impressions | 146 engagements

- Focus: fall scenes and activities, events blog posts and website traffic targets.
- Most engaging tweets: Who else is ready to welcome autumn, It's going to be a bright sunny day, Sylvania Dale Guest Ranch, This view doesn't get old. Devil's Backbone Open Space.
- Impressions have decreased in September,



312 new followers | 6,799 followers
3,442 engagements

- Focus: fall scenes and activities, events blog posts and website traffic targets.
- Most engaging photos: Excited for fall-colors changing, Colorful Colorado, A cup of coffee + a pup to play with.
- Most engaging hashtags: #loveland, #lovelandcolorado, #visitloveland, #colorado, #lovelandco, #coloradolive, #northerncolorado, #lovelandcolo, #coloradoliving, #getoutside

RESULTS

MEDIA RESULTS HIGHLIGHTS

- **Silver Travel Advisor:** Colorado – Adventures in the Rockies
- **The Denver Channel:** 7 best things things to do in Colorado this weekend
- **Coloradoan:** Colorado Experiences
- **Hotel News Now:** Global hotel pulse: Americas news
- **Wrestling-infos.de:** WWE RAW Houseshow Ergebnisse vom 21.09. bis 23.09.2018 – WWE Smackdown Houseshow Ergebnisse vom 22.09. bis 24.09.2018 – WWE NXT Ergebnisse vom 21.09. und 22.09.2018
- **Lodging Magazine:** McWHINNEY, Stonebridge Near Completion of Courtyard in Loveland, Colorado
- **Jodie's Touch of Style:** Casual Outfits with Ladies Joggers
- **Entertainment News:** Billy Currington Unveils 'Bring It On Over'
- **MSN.com:** Billy Currington Returns With Sensual New Song 'Bring It on Over'
- **Jodie's Touch of Style:** 4 Different Types of Business Casual Shoes for Women
- **Film Journal International:** Metropolitan Theatres launches 'M Rewards' loyalty program
- **Box Office Pro:** Metropolitan Theatres Launches M Rewards Loyalty Program
- **Wyoming News:** "Pulitzer-winning author Anthony Doerr to speak in Colo."
- **Aspet County:** 10 Must-See Gardens around the World
- **City Biz List:** Lola Diner, a Modern Diner Serving Uniquely Flavored Dishes and High-Quality Comfort Food, Now Open in Loveland, Colorado
- **Coloradoan:** McWhinney completes 4th hotel at Centerra, with 2 more on the way
- **The Know:** Here's how Colorado breweries fared at the 2018 GABF competition
- **The Know:** Loveland's Viestenz-Smith Mountain Park reopens five years after it was destroyed in the floods
- **The Know:** Here's how Colorado breweries fared at the 2018 GABF competition
- **The Know:** The ultimate guide to Oktoberfest events in Colorado
- **Westword:** Here's the Rundown on Colorado's Thirty GABF medals
- **KDVR- Fox31 News:** 32 Colorado beers win medals at 2018 Great American Beer Festival
- **Coloradoan:** Texas restaurant group opens Loveland diner, plans music venue restaurant
- **Coloradoan:** NoCo Baby Expo coming to Loveland
- **Coloradoan:** Eight things to do in Northern Colorado in late September
- **Coloradoan:** Take a look at what's happening in town this weekend
- **Coloradoan:** Your Oktoberfest guide, festivals and more
- **TRI 102.5:** A BRAND OF WINE WITH THE MOST 'LOVELAND' NAME
- **K99:** A BRAND OF WINE WITH THE MOST 'LOVELAND' NAME
- **TRI 102.5:** LOVELAND COFFEE SHOP TO OFFER WINE AND CRAFT BEER
- **K99:** LOVELAND COFFEE SHOP TO OFFER WINE AND CRAFT BEER
- **TRI 102.5:** LOVELAND'S ONLY INDOOR HAUNTED HOUSE SETS UP SHOP IN DOWNTOWN FOR 2018
- **K99:** LOVELAND'S ONLY INDOOR HAUNTED HOUSE SETS UP SHOP IN DOWNTOWN FOR 2018
- **TRI 102.5:** WHICH BREWERIES WILL REPRESENT LOVELAND AT GABF 2018?
- **K99:** WHICH BREWERIES WILL REPRESENT LOVELAND AT GABF 2018?
- **TRI 102.5:** COMEDIAN JEFF DUNHAM COMING TO NORTHERN COLORADO
- **K99:** COMEDIAN JEFF DUNHAM COMING TO NORTHERN COLORADO

citybizlist

Lola Diner, a Modern Diner Serving Uniquely Flavored Dishes and High-Quality Comfort Food, Now Open in Loveland, Colorado

Lola Diner, a modern diner serving uniquely flavored dishes and high-quality comfort food, is now open in Loveland, Colorado. The restaurant is located at 1000 E. 10th Avenue, Loveland, CO 80538. Lola Diner is a modern diner serving uniquely flavored dishes and high-quality comfort food. The restaurant is located at 1000 E. 10th Avenue, Loveland, CO 80538.

Metropolitan Theatres launches 'M Rewards' loyalty program. Metropolitan Theatres has launched a new loyalty program called 'M Rewards'. The program is designed to reward patrons for their loyalty and support. The program is available to all patrons who purchase a ticket for any of the theatres' productions.

Pulitzer-winning author Anthony Doerr to speak in Colo. Pulitzer-winning author Anthony Doerr will be speaking in Loveland, Colorado. The event is scheduled for September 18th, 2018. Doerr will be speaking at the Loveland Community Center.

Wrestling-infos.de: WWE RAW Houseshow Ergebnisse vom 21.09. bis 23.09.2018. Wrestling-infos.de provides the latest results from WWE RAW House Shows. The results for the week of September 21st to 23rd, 2018 are as follows:

Box Office Pro: Metropolitan Theatres Launches M Rewards Loyalty Program. Box Office Pro reports that Metropolitan Theatres has launched a new loyalty program. The program is designed to reward patrons for their loyalty and support.

Wyoming News: "Pulitzer-winning author Anthony Doerr to speak in Colo." Wyoming News reports that Pulitzer-winning author Anthony Doerr will be speaking in Loveland, Colorado.

Aspet County: 10 Must-See Gardens around the World. Aspet County highlights 10 must-see gardens around the world. These gardens are known for their unique and beautiful designs.

City Biz List: Lola Diner, a Modern Diner Serving Uniquely Flavored Dishes and High-Quality Comfort Food, Now Open in Loveland, Colorado. City Biz List features Lola Diner as a new addition to the Loveland dining scene.

Coloradoan: McWhinney completes 4th hotel at Centerra, with 2 more on the way. Coloradoan reports that McWhinney has completed its 4th hotel at Centerra. Two more hotels are planned for the area.

The Know: Here's how Colorado breweries fared at the 2018 GABF competition. The Know provides a breakdown of how Colorado breweries performed at the 2018 Great American Beer Festival.

The Know: Loveland's Viestenz-Smith Mountain Park reopens five years after it was destroyed in the floods. The Know reports that Loveland's Viestenz-Smith Mountain Park has reopened after being destroyed by floods five years ago.

The Know: Here's how Colorado breweries fared at the 2018 GABF competition. The Know provides a breakdown of how Colorado breweries performed at the 2018 Great American Beer Festival.

The Know: The ultimate guide to Oktoberfest events in Colorado. The Know provides a comprehensive guide to Oktoberfest events in Colorado.

Westword: Here's the Rundown on Colorado's Thirty GABF medals. Westword provides a rundown on the 30 GABF medals won by Colorado breweries.

KDVR- Fox31 News: 32 Colorado beers win medals at 2018 Great American Beer Festival. KDVR- Fox31 News reports that 32 Colorado beers won medals at the 2018 Great American Beer Festival.

Coloradoan: Texas restaurant group opens Loveland diner, plans music venue restaurant. Coloradoan reports that a Texas restaurant group has opened a diner in Loveland and plans to open a music venue restaurant.

Coloradoan: NoCo Baby Expo coming to Loveland. Coloradoan reports that the NoCo Baby Expo is coming to Loveland.

Coloradoan: Eight things to do in Northern Colorado in late September. Coloradoan lists eight things to do in Northern Colorado in late September.

Coloradoan: Take a look at what's happening in town this weekend. Coloradoan provides a look at what's happening in town this weekend.

Coloradoan: Your Oktoberfest guide, festivals and more. Coloradoan provides a guide to Oktoberfest, festivals, and more.

TRI 102.5: A BRAND OF WINE WITH THE MOST 'LOVELAND' NAME. TRI 102.5 promotes a brand of wine with the most 'Loveland' name.

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TRI 102.5: LOVELAND COFFEE SHOP TO OFFER WINE AND CRAFT BEER. TRI 102.5 reports that a Loveland coffee shop will offer wine and craft beer.

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TRI 102.5: LOVELAND'S ONLY INDOOR HAUNTED HOUSE SETS UP SHOP IN DOWNTOWN FOR 2018. TRI 102.5 reports that Loveland's only indoor haunted house has set up a shop in downtown for 2018.

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TRI 102.5: WHICH BREWERIES WILL REPRESENT LOVELAND AT GABF 2018?. TRI 102.5 asks which breweries will represent Loveland at GABF 2018.

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TRI 102.5: COMEDIAN JEFF DUNHAM COMING TO NORTHERN COLORADO. TRI 102.5 reports that comedian Jeff Dunham is coming to Northern Colorado.

K99: COMEDIAN JEFF DUNHAM COMING TO NORTHERN COLORADO. K99 reports that comedian Jeff Dunham is coming to Northern Colorado.

PR NUMBERS

\$182,459

PR VALUE

45,900, 282

IMPRESSIONS

121

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.



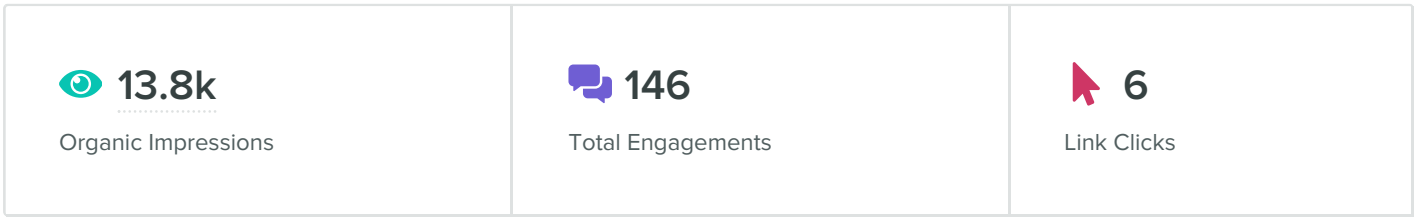
Twitter Profiles
for **Visit Loveland, Colo**

Sep 01, 2018 - Sep 30, 2018

Track profile performance to determine the impact of Twitter content

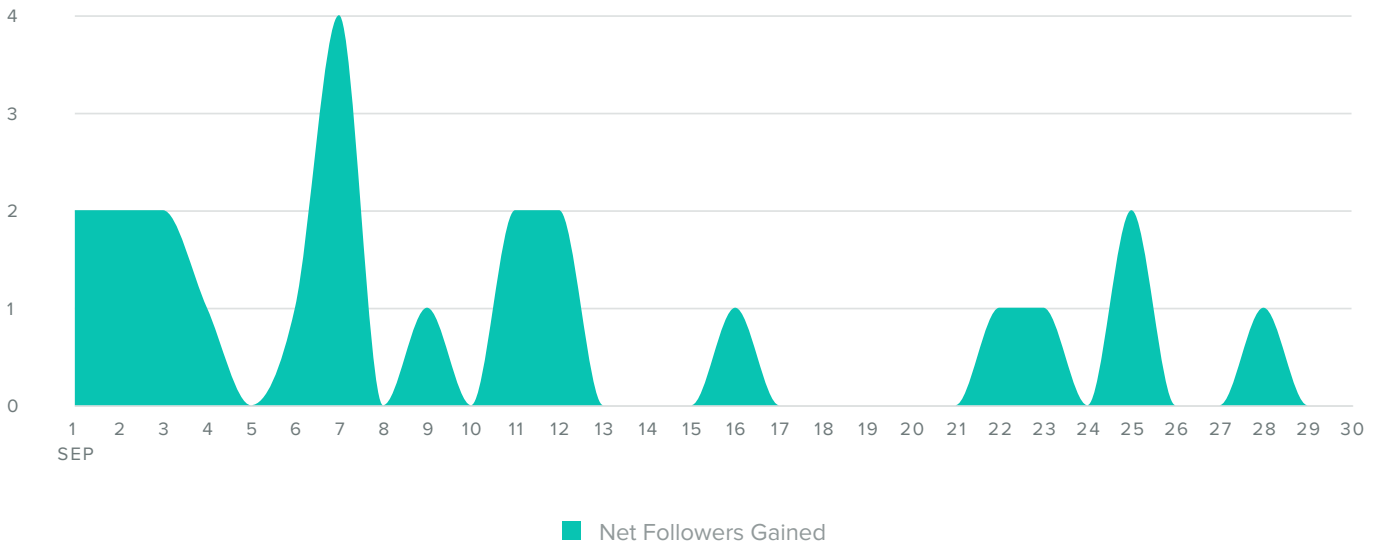


Twitter Activity Overview



Twitter Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	1,784
Net Followers gained	11
People that you followed	1

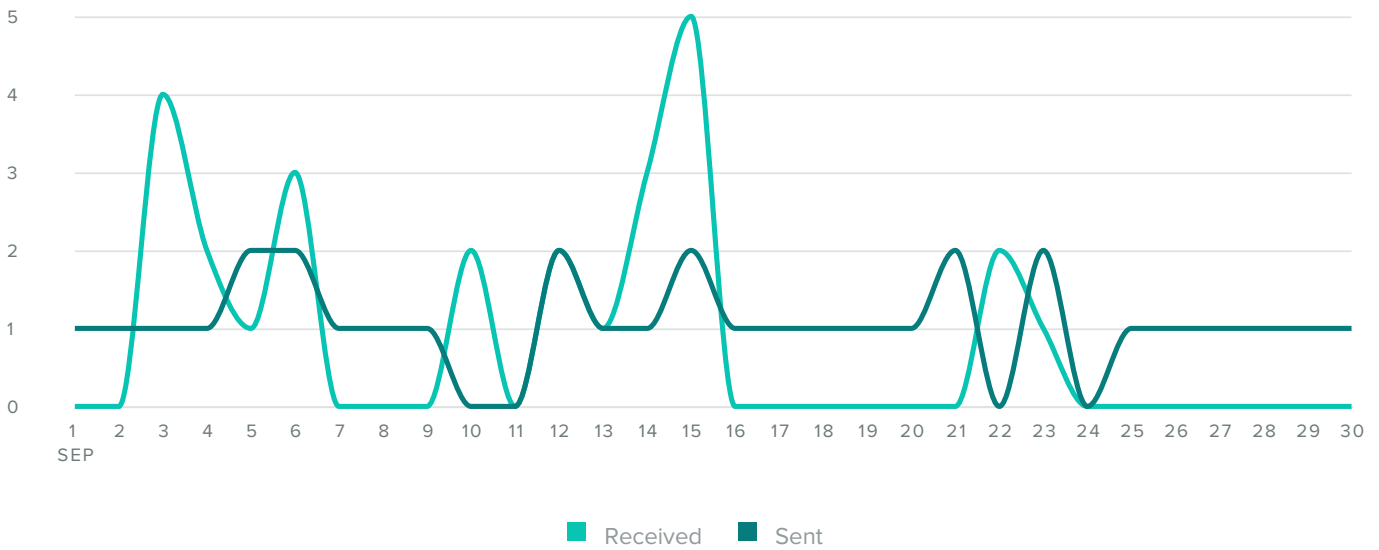
Total followers increased by

▲0.6%

since previous date range

Twitter Posts & Conversations

MESSAGES PER DAY



Sent/Received Metrics	Totals
Tweets sent	32
Direct Messages sent	0
Total Sent	32
Mentions received	26
Direct Messages received	0
Total Received	26

The number of messages you sent decreased by

▼ 3%


since previous date range

The number of messages you received increased by





▲ 100%

since previous date range

Twitter Top Posts, by Responses

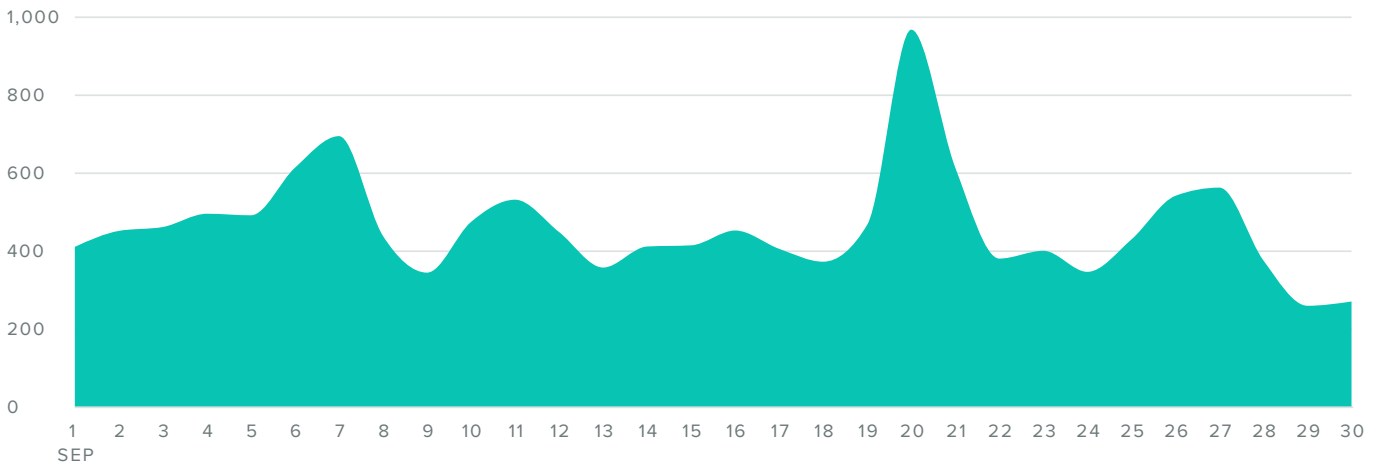
Tweet	Potential Reach	Responses ▼	Clicks	Retweets
 VisitLovelandCO Who else is ready to welcome #autumn tomorrow? #fallbackfriday #visitloveland #fall #travel https://t.co/4UbzO3n0lw (Tweet) by Nicole Y. September 21, 2018 4:56 pm	1,793	2	0	1

Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses ▼	Clicks	Retweets
 <p>VisitLovelandCO "It's gonna be a bright sunshiny day." // Photo: Instagrammer suzysunshine22 #VisitLoveland https://t.co/uaOIU8E3sf (Tweet) by Nicole Y. September 27, 2018 9:15 am</p>	3,124	1	0	1
 <p>VisitLovelandCO Have you been to the Sylvan Dale Guest Ranch here in Loveland? A true Colorado experience. Thanks for the photo, Instagrammer dentaldede! #VisitLoveland https://t.co/KIGeW6Vjyl (Tweet) by Nicole Y. September 21, 2018 10:45 am</p>	1,780	1	0	0
 <p>VisitLovelandCO This view doesn't get old. Plain and simple. // Photo: Instagrammer alisamarie216 #VisitLoveland https://t.co/d4rVOi3xYb (Tweet) by Nicole Y. September 19, 2018 9:10 am</p>	2,943	1	0	1
 <p>VisitLovelandCO Devil's Backbone Open Space is nothing short of iconic. We can't get enough of this beautiful place we call home. // Photo: Instagrammer chelssbrooks #VisitLoveland https://t.co/JJumXjT5uw (Tweet) by Nicole Y. September 06, 2018 9:19 am</p>	2,137	1	0	1

Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY



Organic Impressions

Impressions Metrics	Totals
Average Organic Impressions per Day	461.33
Total Organic Impressions	13.8k

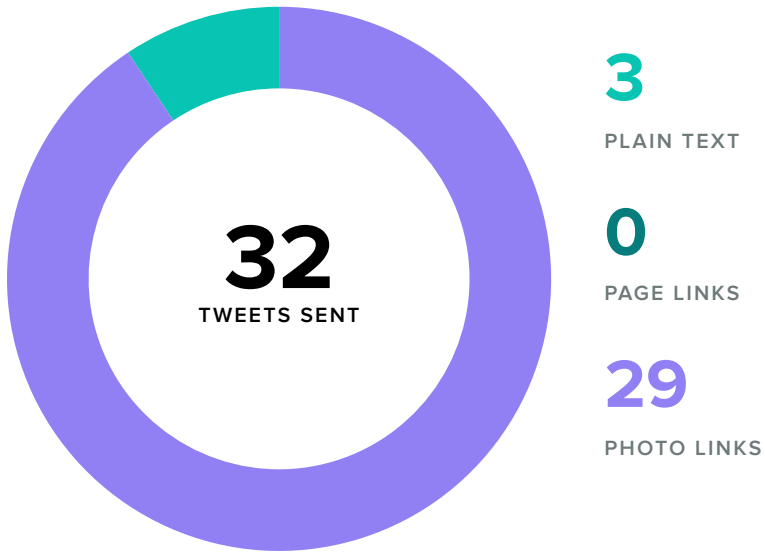
Organic Impressions decreased by

-8.5%

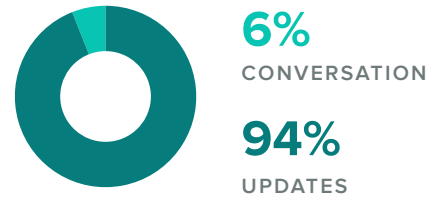
since previous date range

Twitter Publishing Behavior

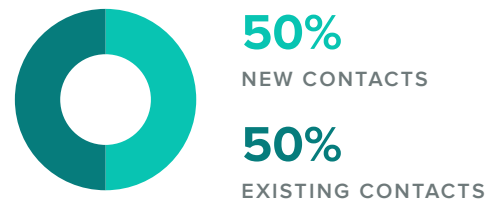
SENT MESSAGE CONTENT



CONVERSATION BEHAVIOR (LAST 100 TWEETS)

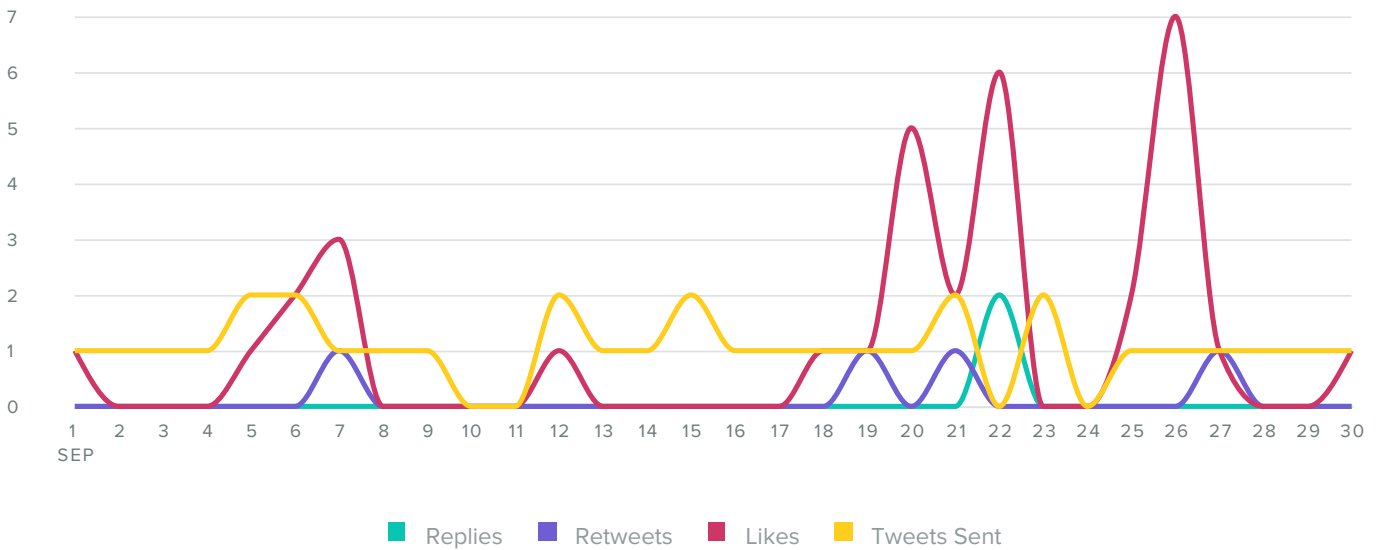


CONTACT BEHAVIOR (ALL TWEETS)



Twitter Engagement

ENGAGEMENT COUNT



Engagement Metrics	Totals
Total Engagements	146
Replies	2
Retweets	4
Retweets with Comments	2
Likes	34
Engagements per Follower	0.08
Organic Impressions per Follower	7.76
Engagements per Tweet	4.56
Organic Impressions per Tweet	432.5
Engagements per Organic Impression	0.01

The number of engagements increased by

▲4.3%

since previous date range

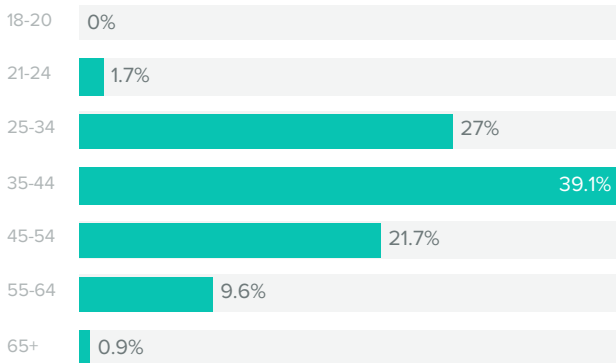
The number of organic impressions per Tweet decreased by

▼5.7%

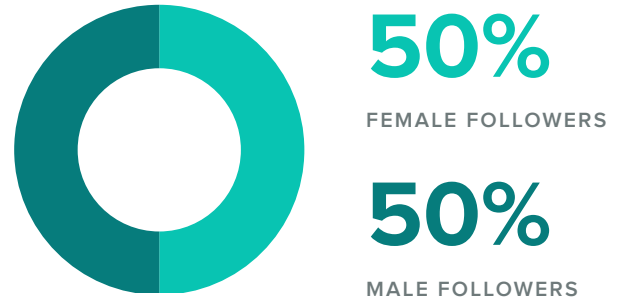
since previous date range

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	1,784	0.6%	32	13.8k	7.76	146	0.08	4	6



Instagram Profiles for **Visit Loveland CO**

Sep 01, 2018 - Sep 30, 2018

Determine the impact of Instagram content by analyzing your activity

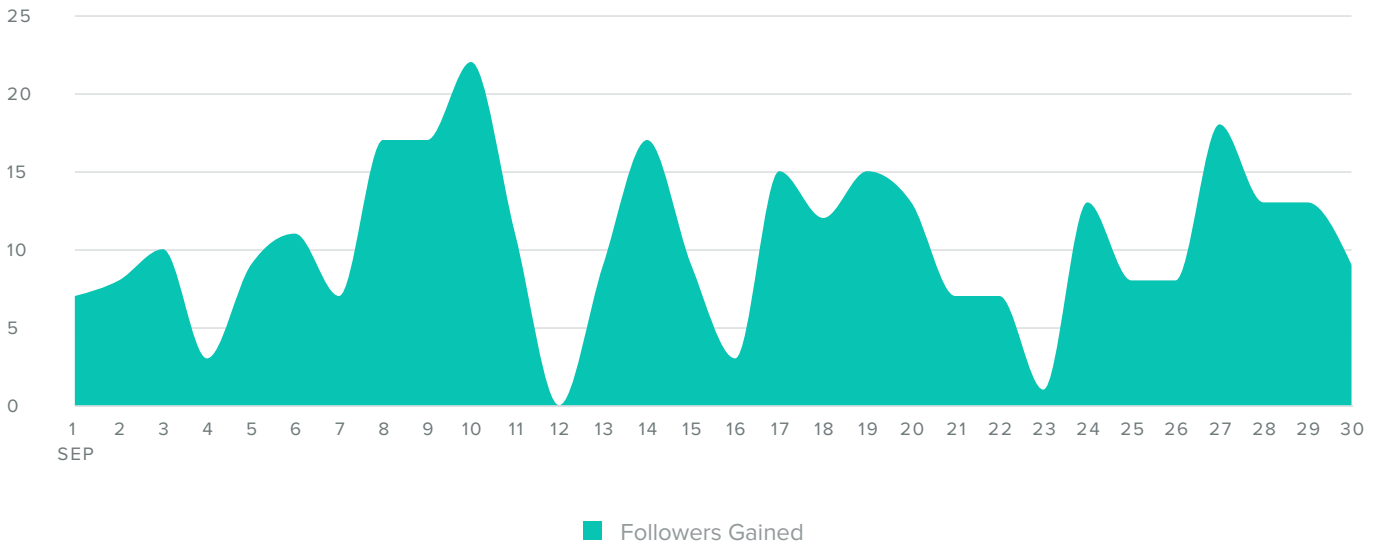


Instagram Activity Overview

6,799 Total Followers	3,379 Likes Received	63 Comments Received
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Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	6,799
Followers Gained	312
People that you Followed	10

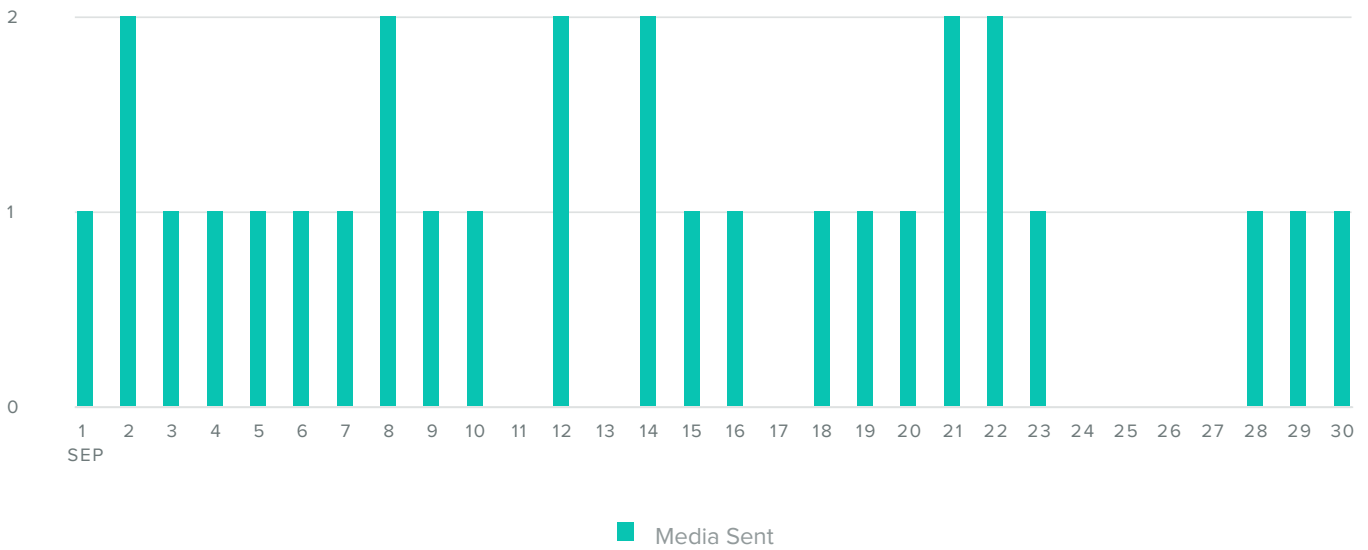
Total followers increased by

▲4.8%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



Publishing Metrics	Totals
Photos	28
Videos	1
Other	0
Total Media	29

The number of media you sent decreased by

-6.5%

since previous date range

Instagram Top Posts



@visitlovelandco
323 Engagements



@visitlovelandco
258 Engagements



@visitlovelandco
239 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

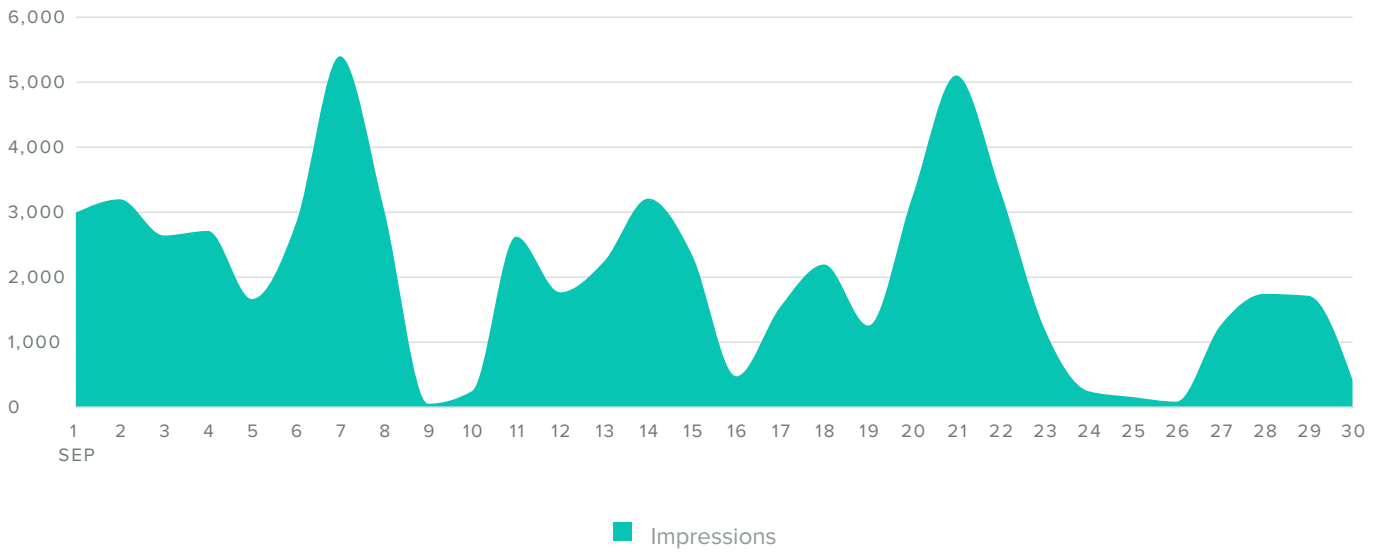
#visitloveland	29
#loveland	26
#lovelandcolorado	25
#colorado	24
#lovelandcolo	23
#lovelandco	23
#coloradolive	20
#northerncolorado	18
#coloradoliving	18
#getoutside	3

MOST ENGAGED HASHTAGS

#visitloveland	3,440
#loveland	3,108
#lovelandcolorado	2,994
#lovelandco	2,973
#colorado	2,951
#coloradolive	2,677
#lovelandcolo	2,577
#northerncolorado	1,987
#coloradoliving	1,934
#getoutside	336

Instagram Impressions

IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Total Impressions	60.6k
Average Impressions per Day	2,019
Average Daily Reach per Profile	1,040

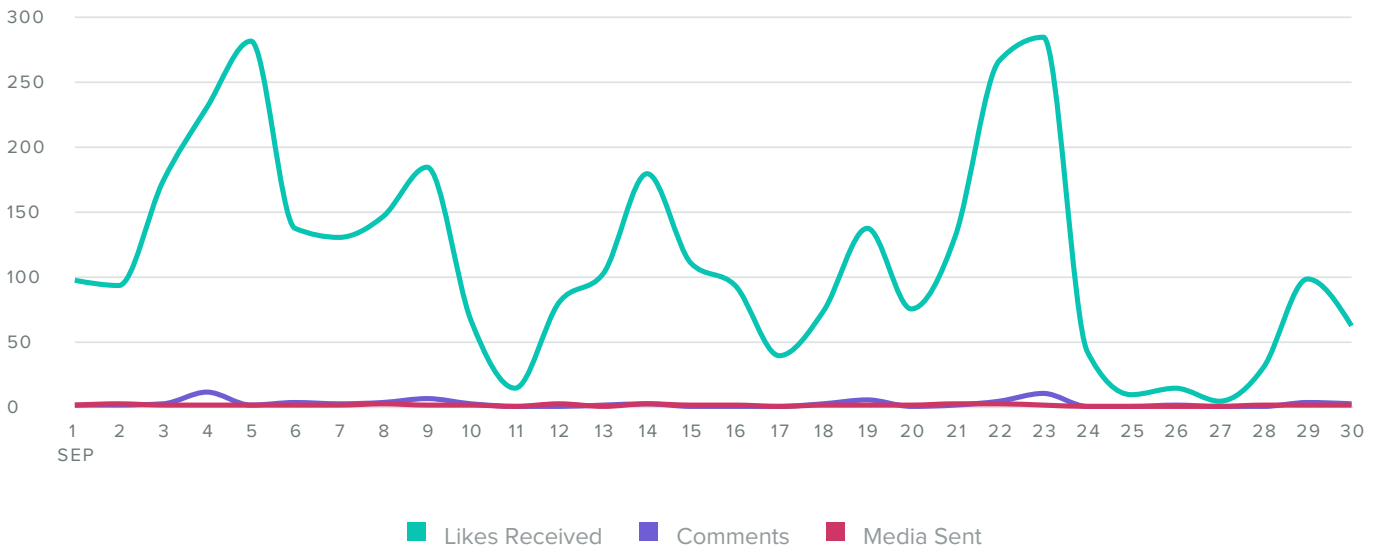
Total Impressions decreased by

-11.3%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	3,379
Comments Received	63
Total Engagements	3,442
Engagements per Follower	0.51
Engagements per Media	118.69

The number of engagements increased by

▲0.3%

since previous date range

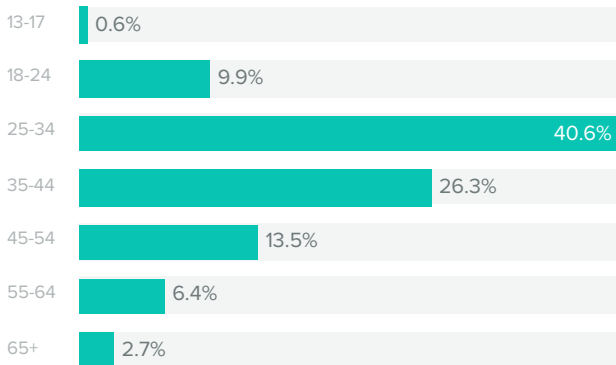
The number of engagements per media increased by

▲7.3%

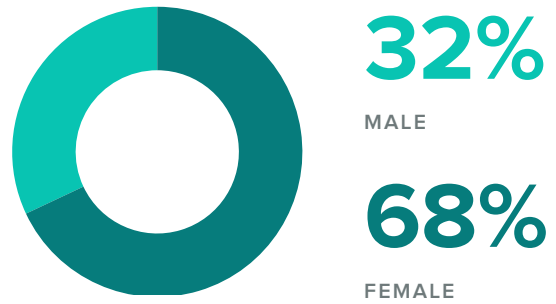
since previous date range

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	6,261
Brazil	40
United Kingdom	35
Canada	27
India	22

Top Cities

City	Count
Loveland, Colorado	1,075
Fort Collins, Colorado	739
Denver, Colorado	675
Colorado Springs, Colorado	178
Greeley, Colorado	149

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)	6,799	4.8%	312	29	9	60.6k	3,442	118.69	0.51



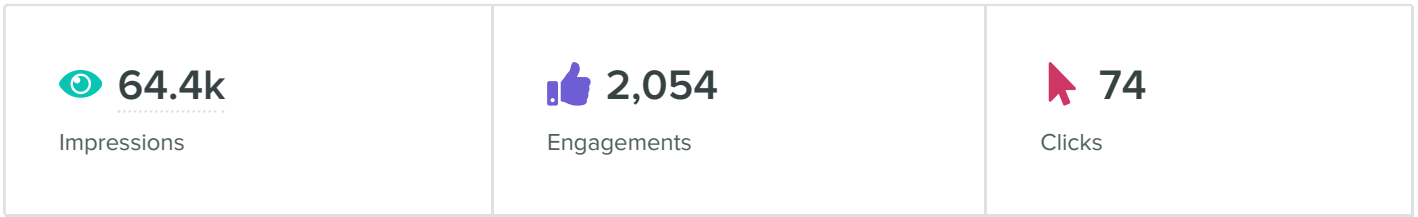
Facebook Pages
for **Visit Loveland Colorado**

Sep 01, 2018 - Sep 30, 2018

Analyze Facebook page data at a granular level for deeper insights

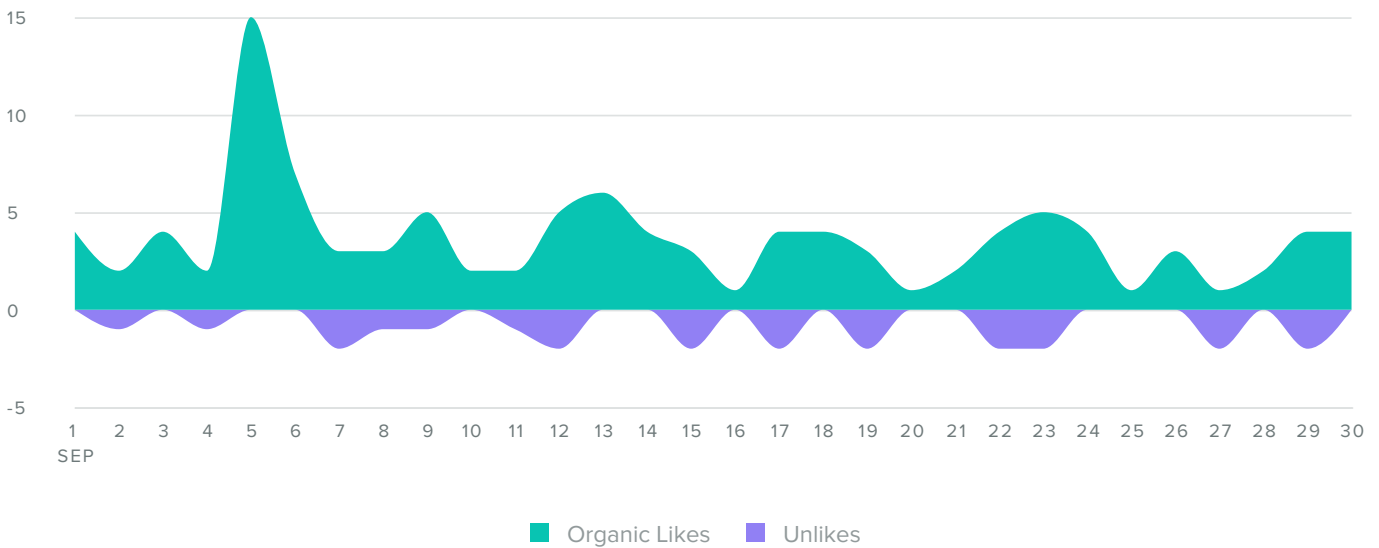


Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	7,360
Organic Likes	110
Unlikes	23
Net Likes	87

Total fans increased by

▲1.1%

since previous date range

Facebook Publishing Behavior

POSTS, BY DAY



Publishing Metrics	Totals
Photos	32
Videos	14
Posts	6
Notes	0
Total Posts	52

The number of posts you sent increased by









▲10.6%

since previous date range

Facebook Top Posts, by Reactions

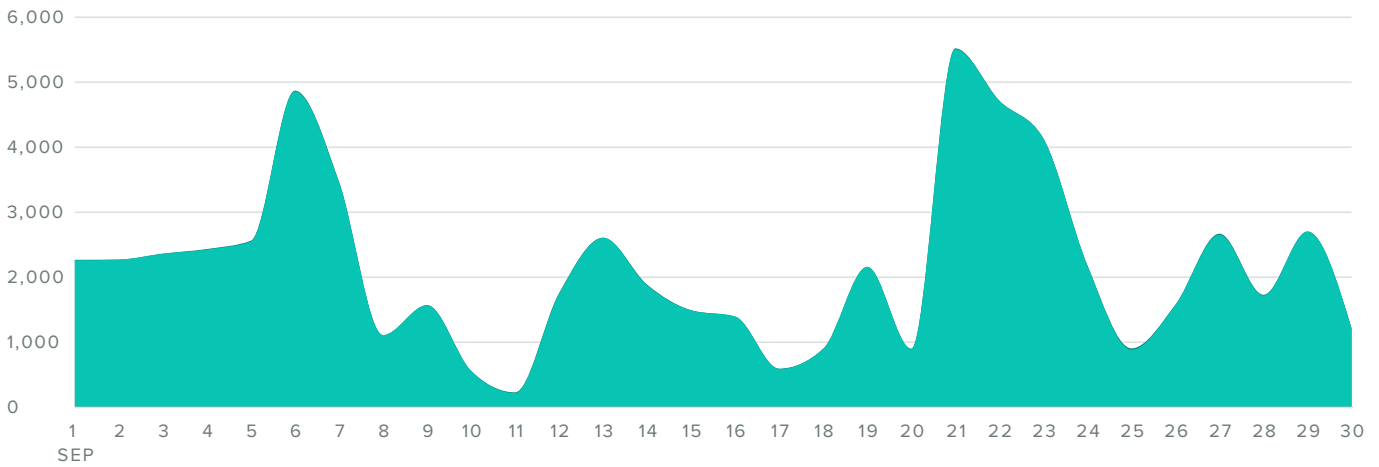
Post	Reactions ▼	Comments	Engagement	Reach
<p>Visit Loveland Colorado A new season to explore Loveland is right around the corner. Who is ready to welcome autumn and see these colors again? 🍁🍂❤️ Photo by John Giroux #fallbackfriday #visitloveland</p>  <p>(Post) September 21, 2018 3:30 pm</p>	259	29	8.6%	4,203

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Visit Loveland Colorado Stunning shot of Devil's Backbone from Instagrammer jare.israel. Thanks for sharing! #VisitLoveland</p>   <p>(Post) September 04, 2018 11:45 am</p>	187	7	10.1%	1,995
<p>Visit Loveland Colorado This view doesn't get old. Plain and simple. // Photo: Instagrammer alisamarie216 #VisitLoveland</p>   <p>(Post) September 19, 2018 9:00 am</p>	89	13	6.2%	1,833
<p>Visit Loveland Colorado Devil's Backbone Open Space is nothing short of iconic. We can't get enough of this beautiful place we call home. // Photo: Instagrammer chelssbrooks #VisitLoveland</p>   <p>(Post) September 06, 2018 1:15 pm</p>	80	1	7.2%	1,460
<p>Visit Loveland Colorado ☺ Absolutely stunning photo from Instagrammer robertkilbourn. Thank you for sharing! #VisitLoveland</p>   <p>(Post) September 22, 2018 11:00 am</p>	78	3	6.5%	1,438

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



■ Organic
 ■ Nonorganic

Impressions Metrics	Totals
Organic Impressions	64.2k
Nonorganic Impressions	189
Total Impressions	64.4k
Average Daily Users Reached	1,196

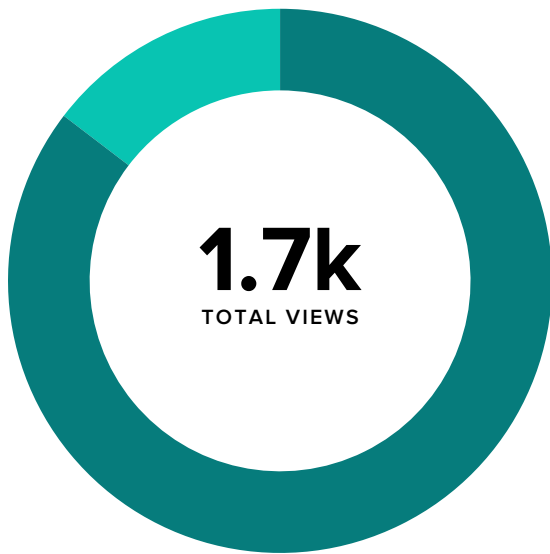
Total Impressions decreased by

-49.8%

since previous date range

Facebook Video Performance

VIEW METRICS



245

ORGANIC FULL

1.4k

ORGANIC PARTIAL

VIEWING BREAKDOWN

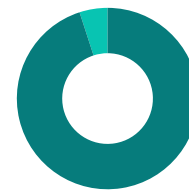


100%

ORGANIC VIEWS

0%

PAID VIEWS



5%

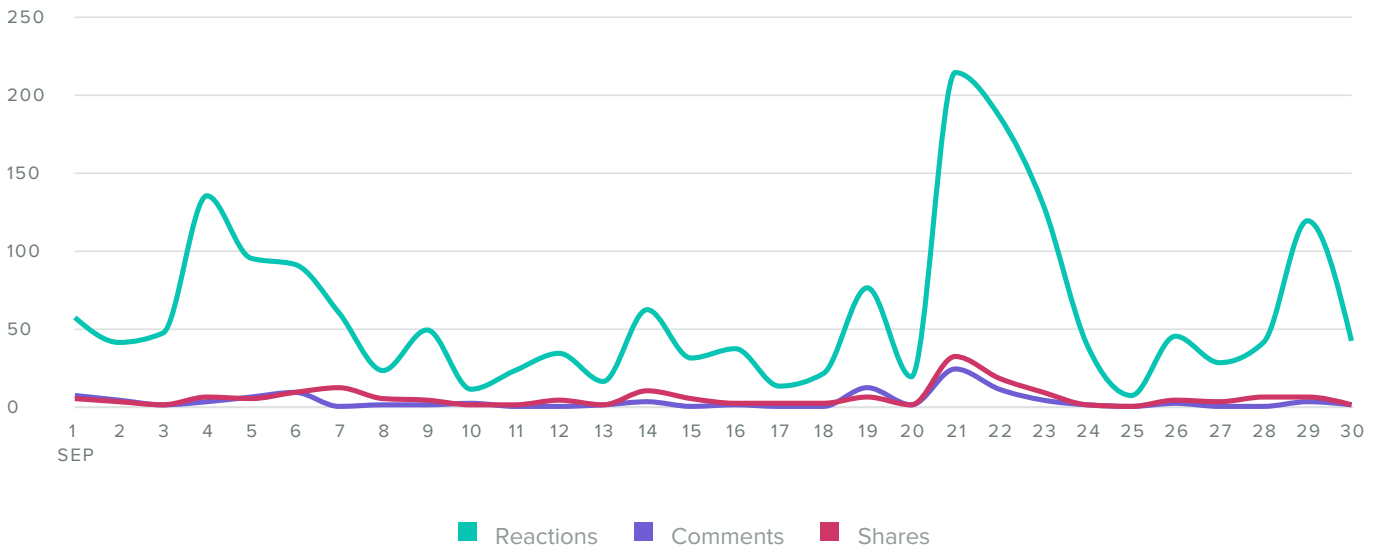
CLICK PLAYS

95%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	1,791
Comments	98
Shares	165
Total Engagements	2,054

Total Engagements decreased by **-28.9%** since previous date range

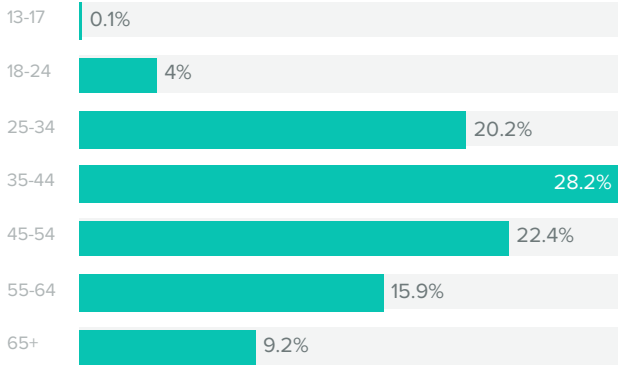
Facebook Audience Demographics

Page Fans

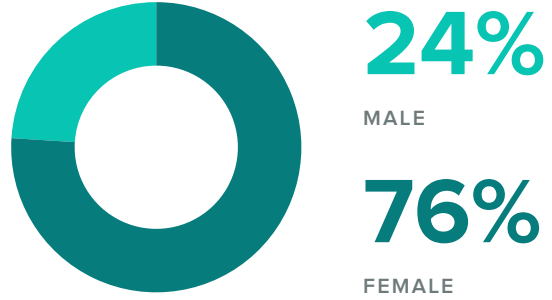
People Reached

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	7,144
Mexico	31
Canada	14
India	14
United Kingdom	12

Top Cities

City	Count
Loveland, CO	2,669
Fort Collins, CO	747
Denver, CO	283
Greeley, CO	242
Johnstown, CO	128

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	7,360	1.13%	52	64.4k	1,238	2,054	39.5	74