

# VISIT LOVELAND

DECEMBER 2018 CMC REPORT



## SUCCESS SUMMARY

In December 2018, Visit Loveland was featured in 122 pieces of media coverage. This report outlines priorities and results for the month of December.

## TOP PR/SOCIAL MEDIA PRIORITIES

### PRIORITY #1: HOLIDAY ACTIVITIES: LOVELAND LIGHT TRAIL/WINTER WONDERLIGHTS/NYE BASH

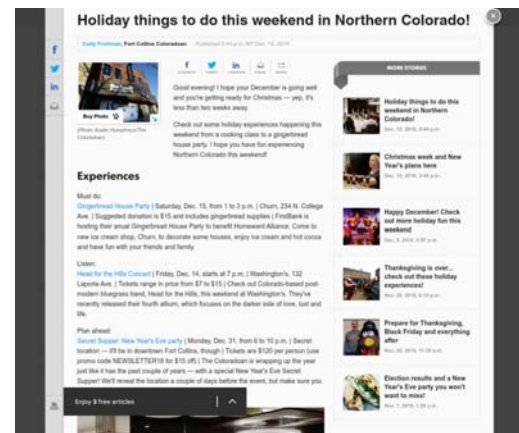
- Continued media outreach for the Loveland Light Trail and Loveland holiday things to do including Winter Wonderlights, Christmas Walk in the Woods and the Centerra NYE Bash.
- Social media coverage and live social media to showcase Loveland for the holidays.

### PRIORITY #2: VALENTINE SEASON PREP

- Finalized media invite and planning needs for the Jan. 3 Valentine Kick-off Party and follow-up Jan. 4 media day in Denver. Includes media outreach, press release and press kit preparation, strategy and recommendations for maximum media coverage for the kick-off.
- Mapped out social media strategy for valentine kick-off event, planned and posted social media news and information about the upcoming Sweetheart Festival.
- Captured video footage of various stages of the LOVE sculpture build for media and social media purposes.

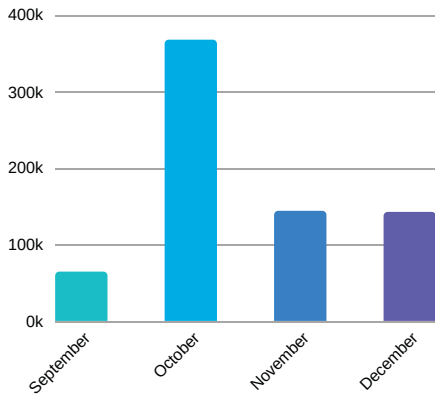
### PRIORITY #3: 2019 PLANNING/SUMMER SEASON

- Began working on Summer pitching and news for media
- Outreach to secure 2019 media calendars for story planning



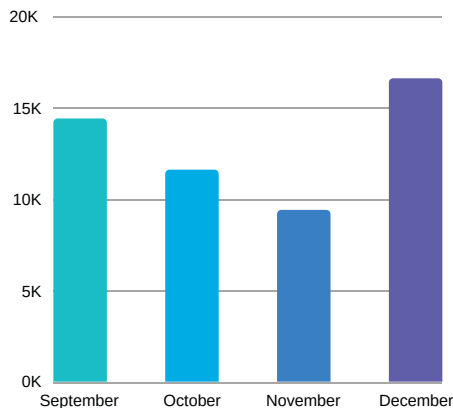
# RESULTS

## SOCIAL MEDIA ENGAGEMENT



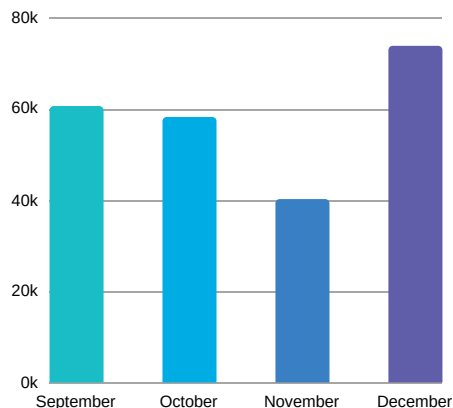
**62 new followers | 7,671 total fans**  
**142.4k impressions | 3,369 engagements**

- Focus: holiday events, activities and scenes for Christmas and New Year's.
- Top posts: December nights in downtown Loveland, History and art collide at the historic Feed and Grain building, It's the most wonderful time of the year.
- New followers, impressions, and engagements increased in December.



**3 new followers | 1,788 followers**  
**16,576 impressions | 58 engagements**

- Focus: holiday events, activities and scenes for Christmas and New Year's.
- Most engaging tweets: 2018 has been a beautiful year in Loveland, LovelandWinterWonderlights, LovelandLightTrail.
- New followers, impressions, and engagements increased in December.



**201 new followers | 7,330 followers**  
**73,762 impressions | 3,398 engagements**

- Focus: holiday events, activities and scenes for Christmas and New Year's.
- Most engaging photos: December nights in Downtown Loveland, History and art collide at the historic Feed and Grain building, It's the most wonderful time of the year.
- Most engaging hashtags: #visitloveland, #colorado, #loveland, #winter, #coloradolive, #lovelandco, #lovelandcolorado, #holiday, #budgettravel, ##visitnortherncolorado

# RESULTS

## MEDIA RESULTS HIGHLIGHTS



- **Colorado Parent:** Holiday Fun- Calendar Events
- **Westword:** Ten Things to Do in Denver for \$10 and Under (Four Free)
- **Reporter-Herald:** Loveland-area things to do this week: Ice fishing, symphony music, holiday lights
- **Wyoming Tribune Eagle:** Where to ring in the new year around the Front Range
- **NHL.com:** AHL season defined by memorable moments
- **Luxury Lifestyle:** Lifetree Adventures
- **Grateful Web:** ARISE MUSIC FESTIVAL Announces 2019 Headliner TIPPER
- **JamBase:** ARISE Festival Announces 2019 Headliner
- **WN.com:** Loveland Daily Reporter-Herald
- **City Biz List:** Lola Diner in Loveland Serves Up Delightful December Holiday Promotions
- **Bicycle Retailer:** The 'Scheels Factor'
- **Veloreviews:** The 'Scheels Factor'
- **Rave Publications:** Historic Rialto Theater Makes A Giant Leap With The Alcons LR7
- **et now:** Historic Rialto Theater Makes a Giant Leap with the Alcons LR7
- **Coloradoan:** Looking for New Year's Eve party ideas in Fort Collins? Try these.
- **Times-Call Entertainment:** Goodbye 2018: Front Range guide to New Year's Eve
- **Reporter-Herald:** Holiday shoppers have a wide range of options made in Loveland
- **Coloradoan:** Holiday things to do this weekend in Northern Colorado!
- **Coloradoan:** How a Loveland couple's side business became one of the most popular gluten-free bread brands
- **Coloradoan:** Things to do in Northern Colorado: Live music, holiday crafting and classes and more
- **USA Today:** Wandering goat finds pals in Colorado elk herd
- **Tri 102.5:** RETIRED LOVELAND POLICE SGT. READS 'T'WAS THE NIGHT BEFORE CHRISTMAS
- **Tri 102.5:** GOAT JOINS ELK HERD IN LOVELAND
- **Tri 102.5:** LOVELAND'S JOHNNY CARINO'S GETTING TURNED INTO SOMETHING 'NEW'
- **Tri 102.5:** PICTURES WITH 'SANTA PAWS' IN LOVELAND A FUNDRAISER FOR LOCAL DOG RESCUE
- **Tri 102.5:** LOVELAND VALENTINE HEARTS FOR 2019 – BETTER GET ONE, QUICK
- **K99:** DRAG QUEEN STORY HOUR COMING TO WINDSOR SEVERANCE LIBRARY
- **K99:** GOAT JOINS ELK HERD IN LOVELAND
- **K99:** LOVELAND VALENTINE HEARTS FOR 2019 – BETTER GET ONE, QUICK
- **Reporter-Herald:** Domestic goat joins elk herd west of Loveland
- **Mile High on the Cheap:** Most Spectacular Christmas Light Displays in the Denver Area
- **Reporter-Herald:** Loveland-area things to do this week: Ice fishing, symphony music, holiday lights
- **KDVR-DEN:** Loveland's Centerra New Year's Eve Bash
- **Reporter-Herald:** Loveland contemplates getting involved again with Winter Holiday Council
- **Scene:** Centerra New Year's Eve Bash and Holiday Light Tour

## PR NUMBERS



PR VALUE



IMPRESSIONS



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.



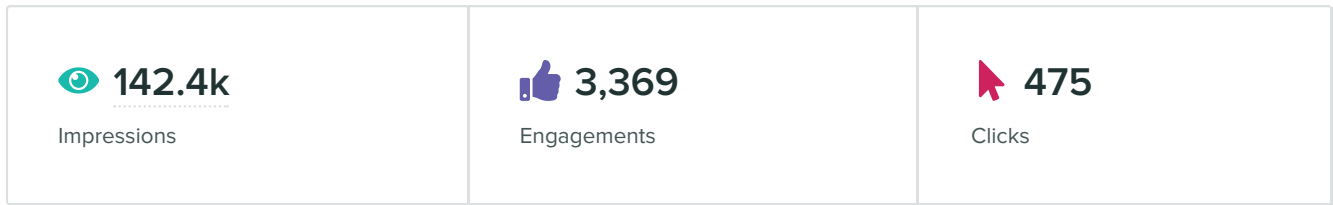
Facebook Pages  
for **Visit Loveland Colorado**

Dec 01, 2018 - Dec 31, 2018

Analyze Facebook page data at a granular level for deeper insights

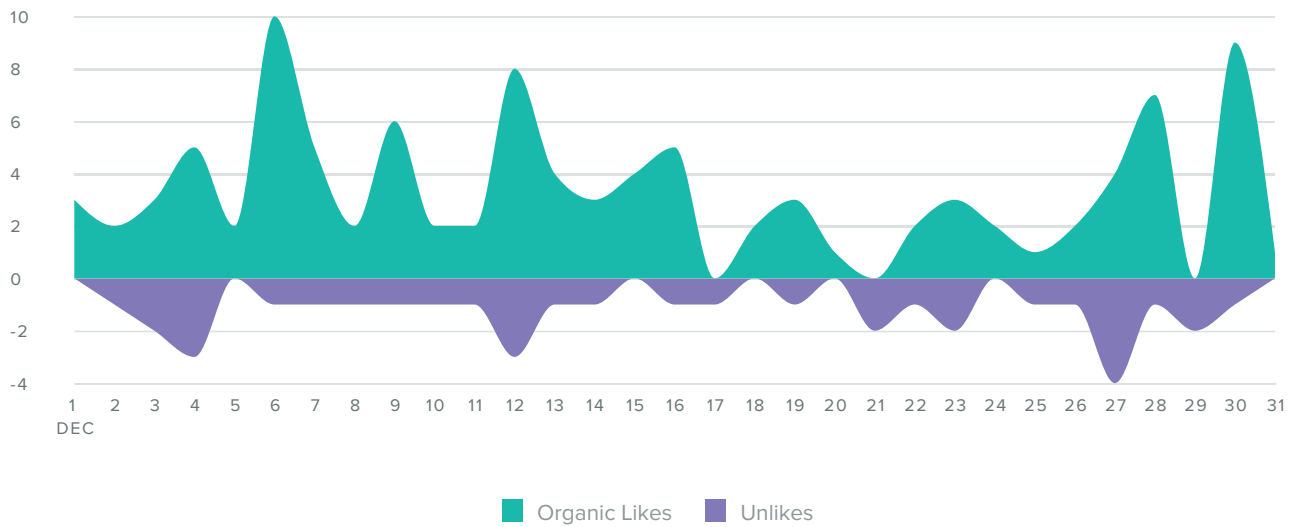


## Facebook Activity Overview



## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>7,671</b>
Organic Likes	103
Unlikes	35
Net Likes	68

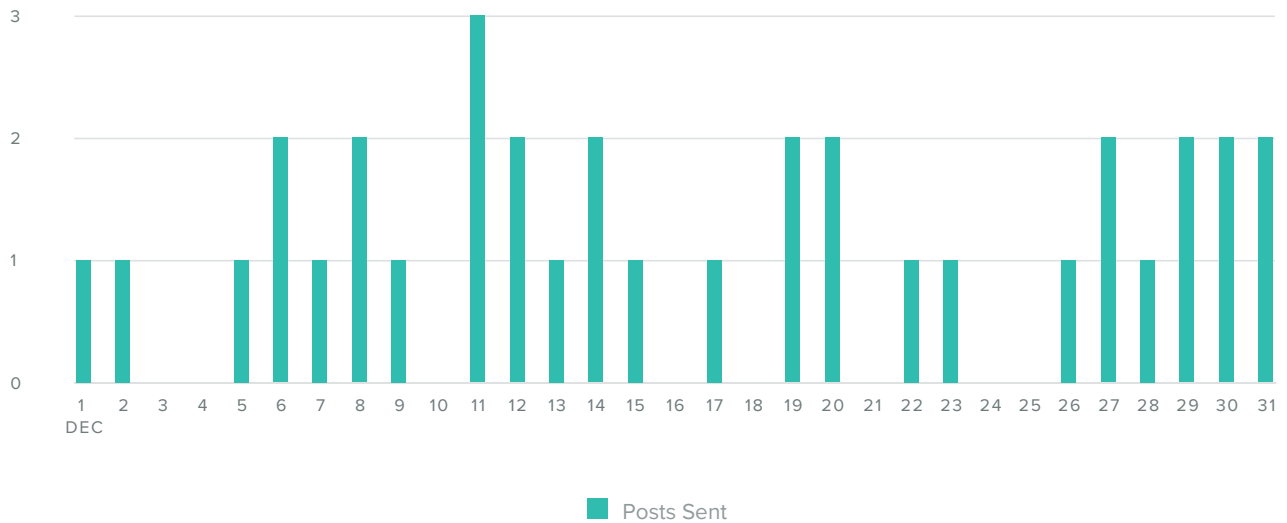
Total fans increased by

**▲0.8%**

since previous date range

## Facebook Publishing Behavior

### POSTS, BY DAY




Publishing Metrics	Totals
Photos	17
Videos	4
Posts	14
Notes	0
<b>Total Posts</b>	<b>35</b>

The number of posts you sent increased by










since previous date range

## Facebook Top Posts, by Reactions

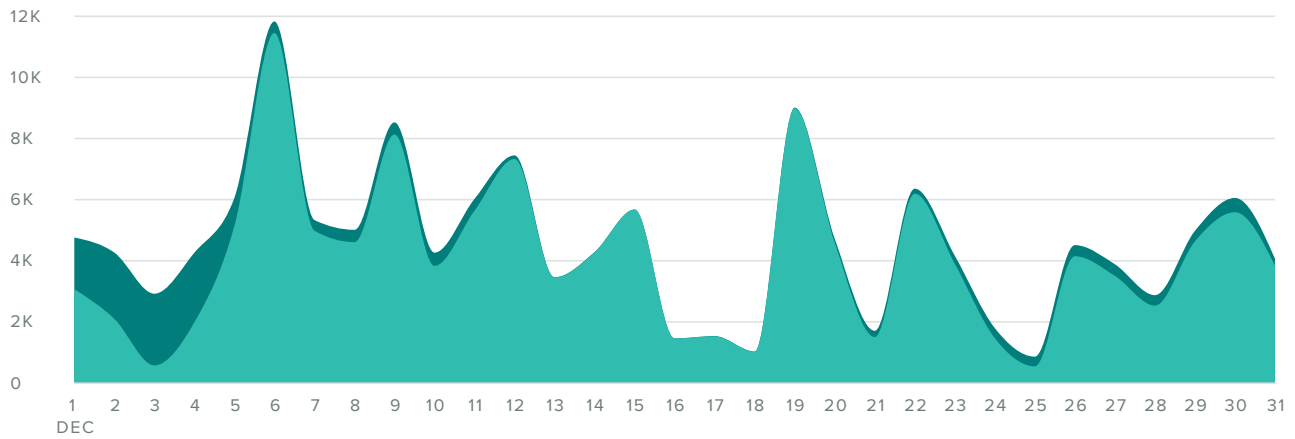
Post	Reactions ▼	Comments	Engagement	Reach
<p><b>Visit Loveland Colorado</b>                      2018 has been a beautiful year in <b>#Loveland</b>. We can't wait for more adventures in 2019. Won't you join us? <b>#visitloveland</b></p>  <p>(Post) December 31, 2018 10:25 pm</p>	590	52	9%	10,279

## Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p><b>Visit Loveland Colorado</b>                      You never know what you will see near Devil's Backbone. <a href="#">#visitloveland</a></p> <p> <a href="#">Residents report goat joining elk herd near Loveland</a></p> <p>(Post) December 19, 2018 9:00 am</p>	355	34	7.9%	6,704
<p><b>Visit Loveland Colorado</b>                      Wishing you and yours a very happy holiday season. Our favorite gift? New experiences. Pictured: Big Wish sculpture by Linda Prokop at Benson Sculpture Garden. <a href="#">#VisitLoveland</a></p> <p> </p> <p>(Post) December 22, 2018 8:16 am</p>	313	34	8.3%	4,795
<p><b>Visit Loveland Colorado</b>                      Experience the magic of Loveland for the holidays. Hit the Loveland Light Trail to explore events and attractions from Winter Wonderlights to downtown Loveland attractions and Christmas Walk in the Woods. Bring the family and create magical memories. <a href="#">#visitloveland Downtown Loveland, The Promenade Shops at Centerra, Centerra, Christmas Walk in the Woods, Embassy Suites by Hilton Loveland Hotel Conference Center &amp; Spa, The Ice Rink at The Promenade Shops at Centerra, Arcadian Pictures, Loveland Winter Wonderlights</a></p> <p> </p> <p>(Post) December 07, 2018 3:28 pm</p>	187	26	7.7%	7,838
<p><b>Visit Loveland Colorado</b>                      It's the dawning of a new day and a new winter adventure awaits. Photo: Instagrammer <a href="#">@t_windsorphoto</a>. <a href="#">#visitloveland</a></p> <p> </p> <p>(Post) December 15, 2018 8:15 am</p>	185	1	7.3%	3,010

## Facebook Impressions

PAGE IMPRESSIONS, BY DAY



■ Organic
 ■ Nonorganic

Impressions Metrics	Totals
Organic Impressions	<b>126,905</b>
Nonorganic Impressions	<b>15,448</b>
<b>Total Impressions</b>	<b>142,353</b>
<b>Average Daily Users Reached</b>	<b>2,847.6</b>

Total Impressions decreased by

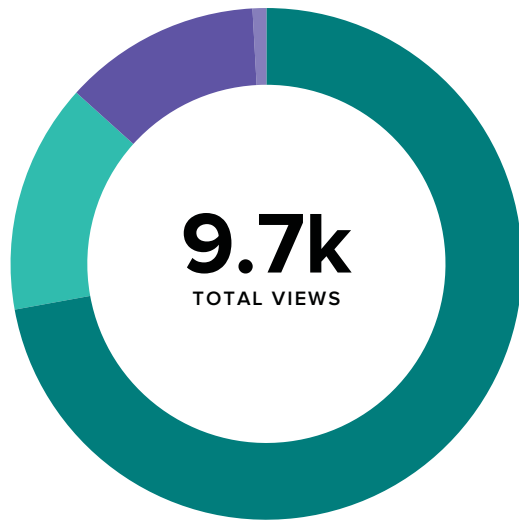
**▼ 3.5%**

since previous date range

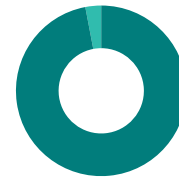
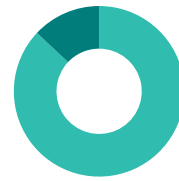


## Facebook Video Performance

### VIEW METRICS



### VIEWING BREAKDOWN



# Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	2,658
Comments	361
Shares	350
<b>Total Engagements</b>	<b>3,369</b>

Total Engagements increased by **52.8%** since previous date range

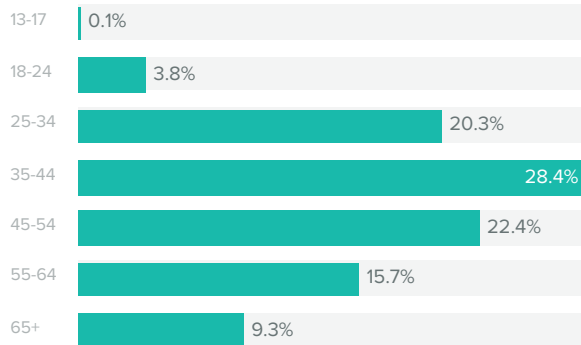
## Facebook Audience Demographics

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

United States	7,445
Mexico	34
Canada	15
India	15
United Kingdom	13

Top Cities

Loveland, CO	2,731
Fort Collins, CO	761
Denver, CO	295
Greeley, CO	252
Johnstown, CO	130

## 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	7,671	0.84%	35	142,353	4,067.2	3,369	96.3	475



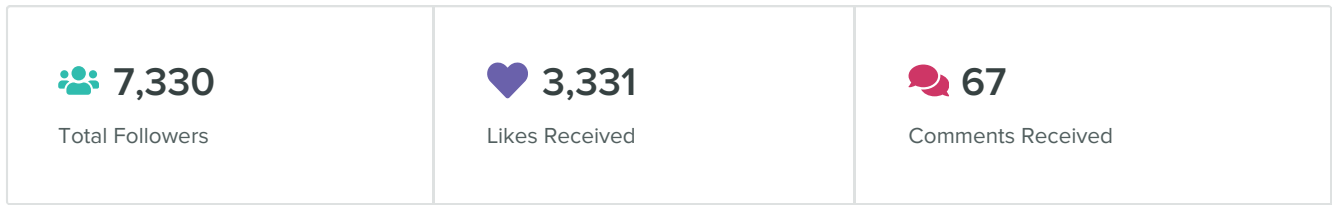
# Instagram Profiles for **Visit Loveland CO**

Dec 01, 2018 - Dec 31, 2018

Determine the impact of Instagram content by analyzing your activity

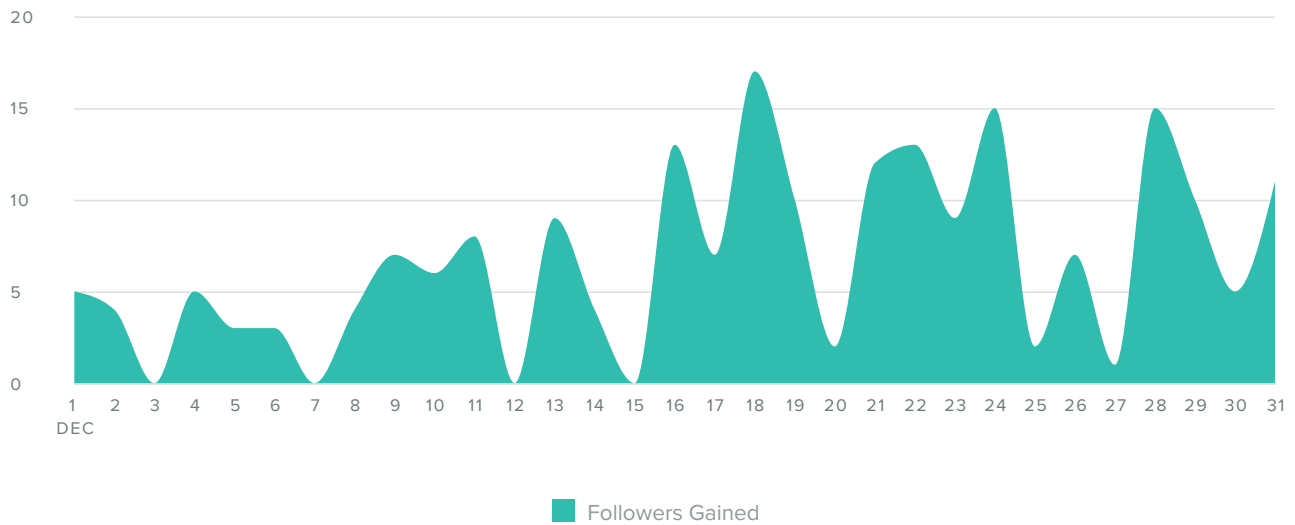


## Instagram Activity Overview



## Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
<b>Total Followers</b>	<b>7,330</b>
Followers Gained	201
People that you Followed	115

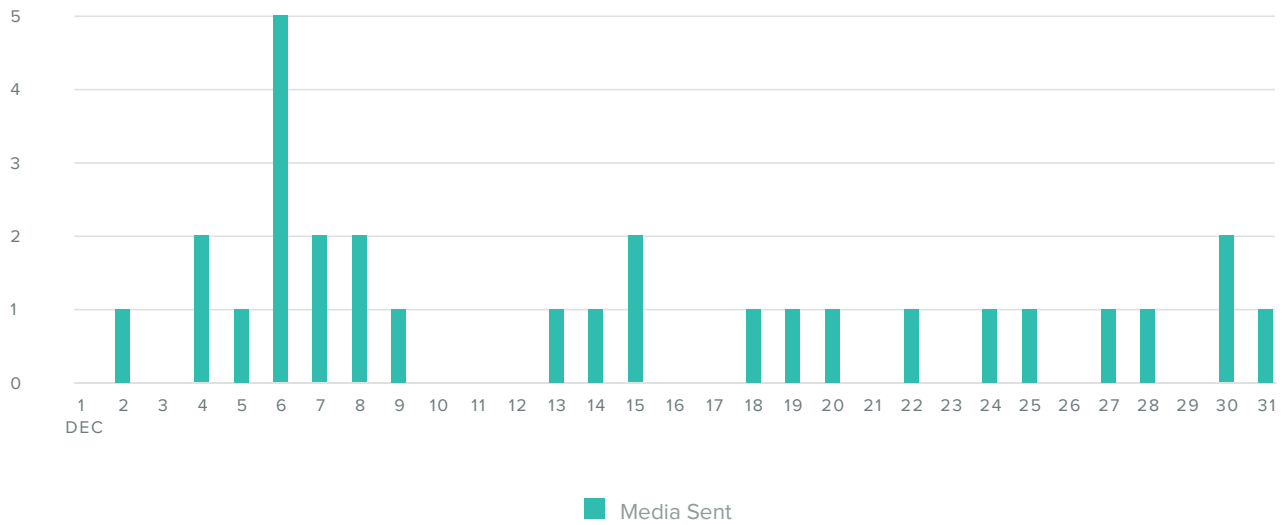
Total followers increased by

**▲2.8%**

since previous date range

## Instagram Publishing Behavior

### MEDIA PER DAY



Publishing Metrics	Totals
Photos	20
Videos	2
Other	7
<b>Total Media</b>	<b>29</b>

The number of media you sent increased by

**+123.1%**

since previous date range

## Instagram Top Posts



@visitlovelandco  
346 Engagements



@visitlovelandco  
225 Engagements



@visitlovelandco  
207 Engagements

## Instagram Outbound Hashtag Performance

### MOST USED HASHTAGS

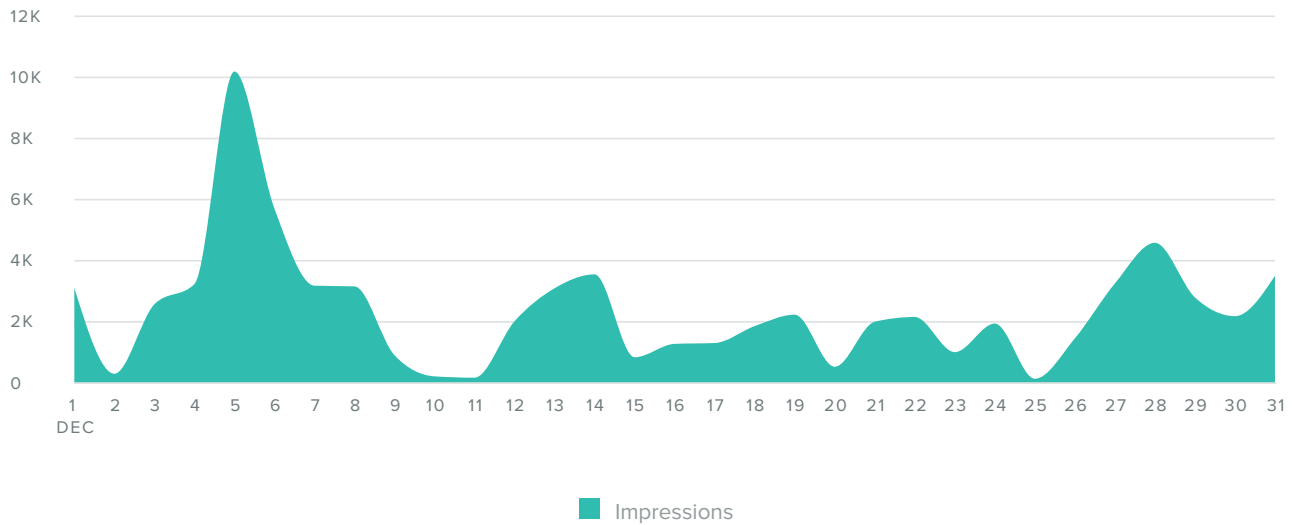
#visitloveland	24
#loveland	2
#lovelandcolorado	2
#coloradolive	2
#lovelandco	2
#colorado	2
#winter	2
#fortheloveoflocal	1
#downtownloveland	1
#forthoceanoflocal	1

### MOST ENGAGED HASHTAGS

#visitloveland	3,055
#colorado	227
#loveland	179
#winter	178
#coloradolive	178
#lovelandco	178
#lovelandcolorado	137
#holiday	128
#budgettravel	128
#visitnortherncolorado	98

## Instagram Impressions

### IMPRESSIONS, BY DAY



Impressions Metrics	Totals
<b>Total Impressions</b>	<b>73,762</b>
Average Impressions per Day	2,379.42
Average Daily Reach per Profile	1,072.58

Total Impressions increased by

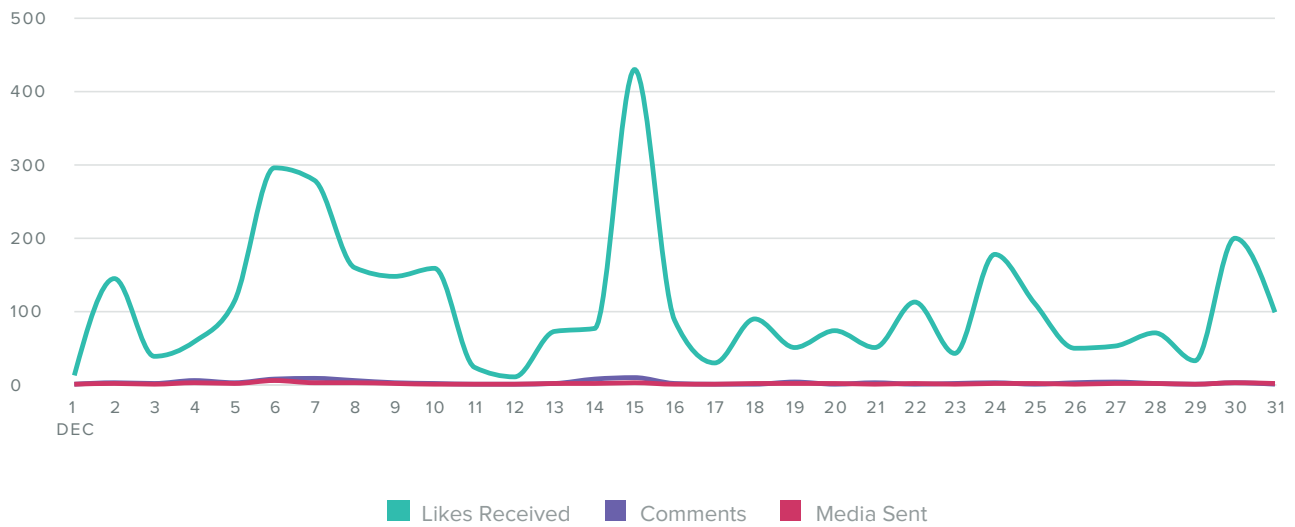
**▲82.3%**

since previous date range



# Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	3,331
Comments Received	67
<b>Total Engagements</b>	<b>3,398</b>
<hr/>	
Engagements per Follower	0.46
Engagements per Media	117.17

The number of engagements increased by

**+94.2%**

since previous date range

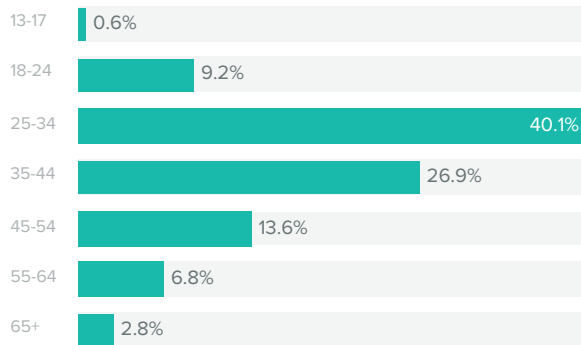
The number of engagements per media decreased by

**-13%**

since previous date range

## Instagram Audience Demographics

### BY AGE



### BY GENDER



**32%**

MALE

**68%**

FEMALE

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

### Top Countries

<b>United States</b>	<b>6,746</b>
Brazil	42
United Kingdom	34
Mexico	29
Canada	27

### Top Cities

<b>Loveland, Colorado</b>	<b>1,228</b>
Fort Collins, Colorado	847
Denver, Colorado	684
Colorado Springs, Colorado	179
Greeley, Colorado	165

## 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)	7,330	2.8%	201	29	17	73,762	3,398	117.2	0.46



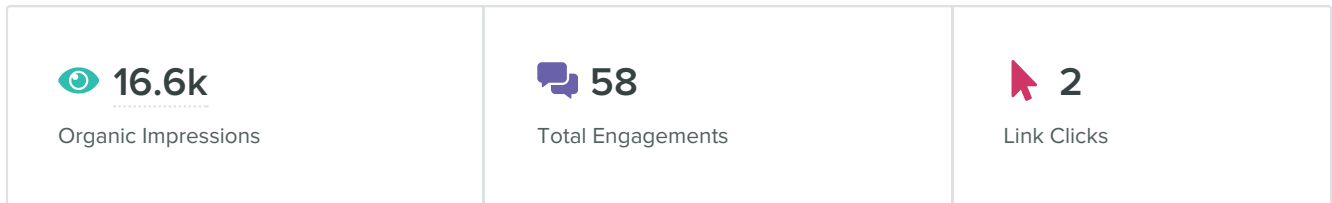
Twitter Profiles  
for **Visit Loveland, Colo**

Dec 01, 2018 - Dec 31, 2018

Track profile performance to determine the impact of Twitter content

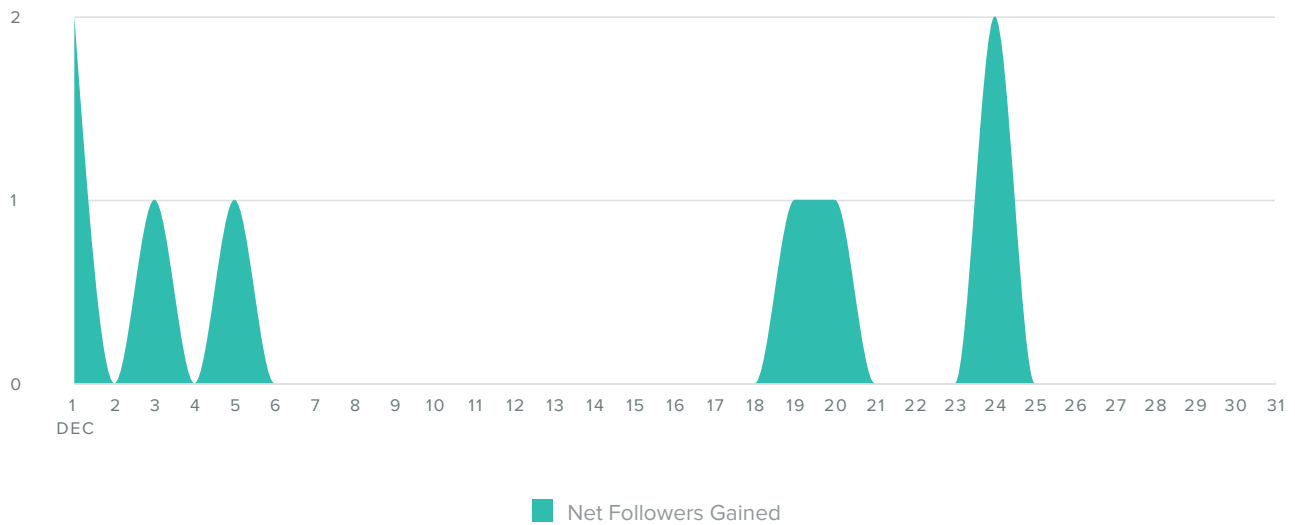


## Twitter Activity Overview



## Twitter Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
<b>Total Followers</b>	<b>1,788</b>
Net Followers gained	3
People that you followed	0

Total followers increased by

**▲0.2%**

since previous date range

## Twitter Posts & Conversations

### MESSAGES PER DAY



Sent/Received Metrics	Totals
Tweets sent	16
Direct Messages sent	0
<b>Total Sent</b>	<b>16</b>
Mentions received	16
Direct Messages received	0
<b>Total Received</b>	<b>16</b>

The number of messages you sent increased by

**▲ 33.3%**


since previous date range

The number of messages you received increased by





**▲ 14.3%**

since previous date range

## Twitter Top Posts, by Responses

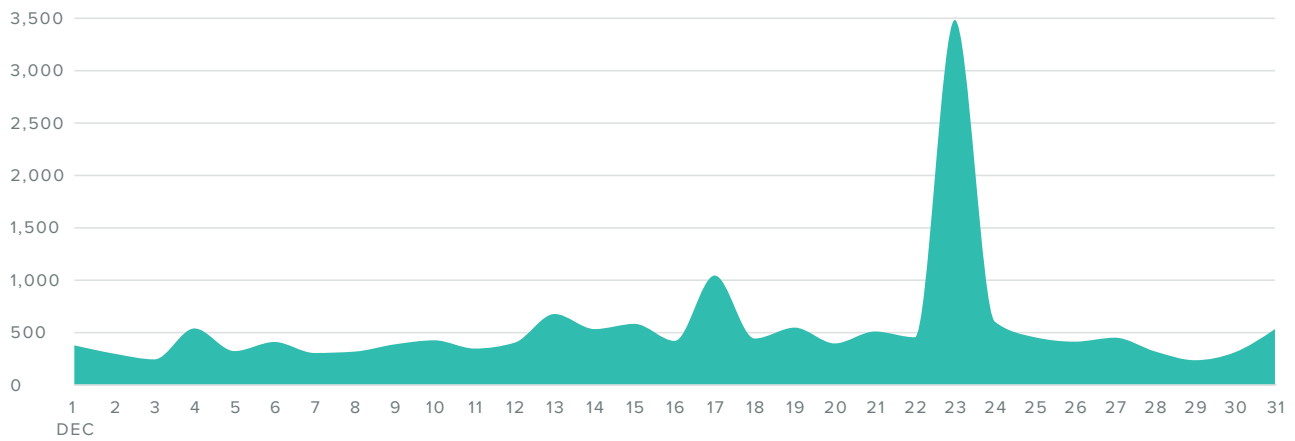
Tweet	Potential Reach	Responses	Clicks	Retweets
 <p><b>VisitLovelandCO</b>                      2018 has been a beautiful year in <b>#Loveland</b>. We can't wait for more adventures in 2019. Won't you join us? <b>#visitloveland</b>  <a href="https://t.co/6x4sV3NoqR">https://t.co/6x4sV3NoqR</a>                      (Tweet) by <b>Nicole Y.</b> December 31, 2018 10:25 pm</p>	2,170	1	0	1

## Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses ▼	Clicks	Retweets
 <p><b>VisitLovelandCO</b> Plan your trip to <b>#LovelandWinterWonderlights</b> this holiday season! (Retweet with Comment) by <a href="#">Nicole Y.</a> December 21, 2018 8:39 pm</p>	1,883	1	0	1
 <p><b>VisitLovelandCO</b> Getting into the <b>#holiday</b> spirit is easy in <b>#Loveland</b>. Follow the <b>#LovelandLightTrail</b> to explore Winter Wonderlights, <b>@DtownLoveland</b>, <b>@ShopsAtCenterra</b>, <b>@CenterraCO</b> and more. <a href="https://t.co/lrymgsEZIP">https://t.co/lrymgsEZIP</a> <b>#VisitLoveland #holidaylights</b> (Tweet) by <a href="#">Nicole Y.</a> December 20, 2018 7:32 am</p>	2,166	1	3	1
 <p><b>VisitLovelandCO</b> How are you celebrating <b>#newyearseve</b>? Head to our website to find some great events and activities tonight. 🍷🍸 <a href="https://t.co/d54Mbt57nm">https://t.co/d54Mbt57nm</a> <b>#visitloveland</b> <a href="https://t.co/l2ZRcdE2bC">https://t.co/l2ZRcdE2bC</a> (Tweet) by <a href="#">Nicole Y.</a> December 31, 2018 2:04 pm</p>	1,788	0	2	0
 <p><b>VisitLovelandCO</b> <b>#BoydLakeStatePark</b> has officially iced over. It's a great place for <b>#icefishing</b> <a href="https://t.co/PhjwzgEHAI">https://t.co/PhjwzgEHAI</a> <b>#visitloveland</b> <a href="https://t.co/tGdjHmDuz6">https://t.co/tGdjHmDuz6</a> (Tweet) by <a href="#">Nicole Y.</a> December 30, 2018 1:23 pm</p>	1,788	0	4	0

## Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY



■ Organic Impressions

Impressions Metrics	Totals
Average Organic Impressions per Day	534.7
<b>Total Organic Impressions</b>	<b>16,576</b>

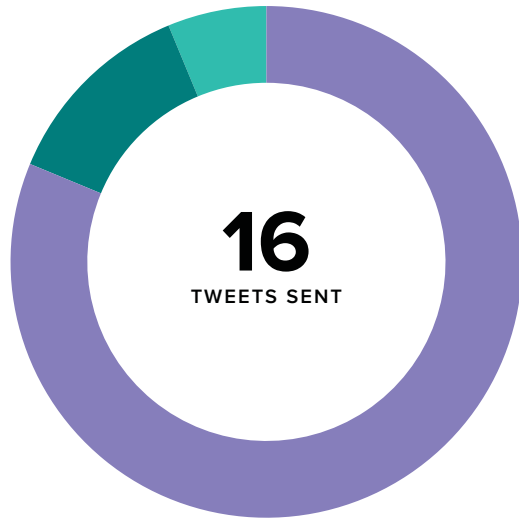
Organic Impressions increased by

**▲ 56.2%**

since previous date range

## Twitter Publishing Behavior

### SENT MESSAGE CONTENT



- 1**  
PLAIN TEXT
- 2**  
PAGE LINKS
- 13**  
PHOTO LINKS

### CONVERSATION BEHAVIOR

(LAST 100 TWEETS)



- 20%**  
CONVERSATION
- 80%**  
UPDATES

### CONTACT BEHAVIOR (ALL TWEETS)

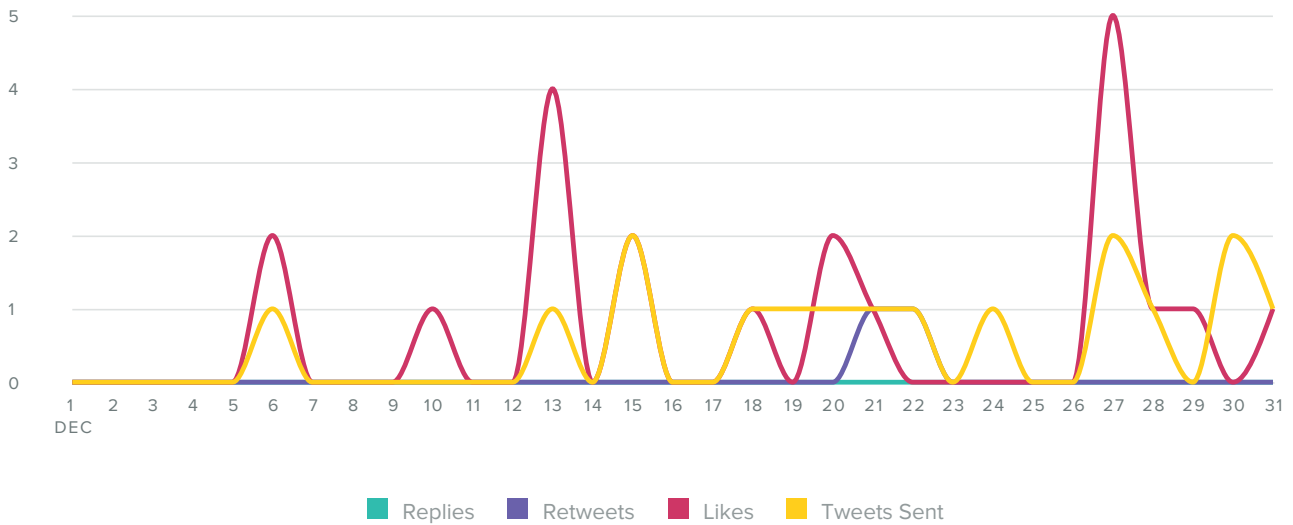


- 0%**  
NEW CONTACTS
- 100%**  
EXISTING CONTACTS



## Twitter Engagement

### ENGAGEMENT COUNT



Engagement Metrics	Totals
<b>Total Engagements</b>	<b>58</b>
Replies	0
Retweets	2
Retweets with Comments	1
Likes	21
Engagements per Follower	0.03
Organic Impressions per Follower	9.27
Engagements per Tweet	3.63
Organic Impressions per Tweet	1,036
Engagements per Organic Impression	0.0035

The number of engagements increased by

**▲7.4%**

since previous date range

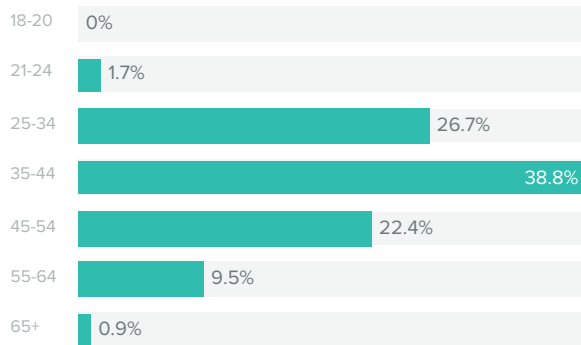
The number of organic impressions per Tweet increased by

**▲17.2%**

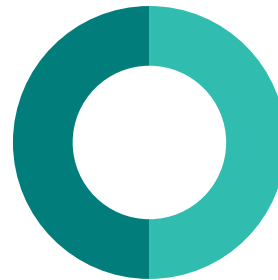
since previous date range

## Twitter Audience Demographics

### FOLLOWERS BY AGE



### FOLLOWERS BY GENDER



50%


FEMALE FOLLOWERS

50%

MALE FOLLOWERS

Men 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	1,788	0.2%	16	16,576	9.27	58	0.03	2	2