

VISIT LOVELAND

AUGUST 2019 CMC REPORT



SUCCESS SUMMARY

This report outlines priorities and results for the month of August.

TOP PR/SOCIAL MEDIA PRIORITIES

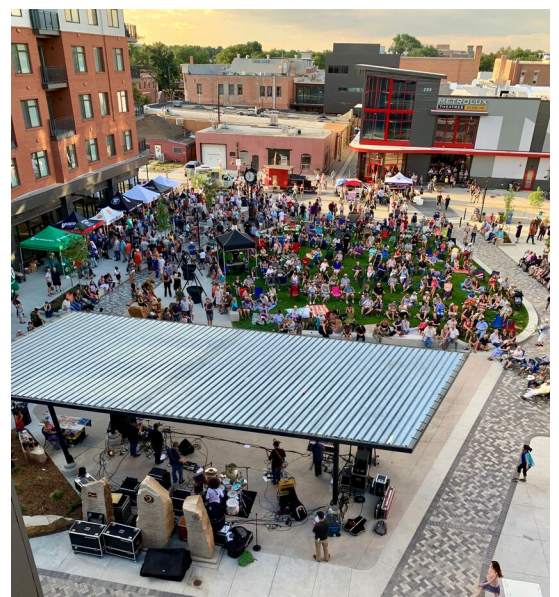
PRIORITY #1: LOVELAND NEWS, EVENTS AND HAPPENINGS

- Launched late summer/early fall festivals you can't miss blog post
- Attended Townplace Suites Ribbon Cutting, Metrolux Dine-In Ribbon Cutting and Foundry Grand opening and posted on social media
- Helped with messaging, media list and attended press conference for Northern Colorado Regional Airport launch for new Allegiant flights.
- Drafted blog post for new Alliegiant flights
- Attended Corn Roast Festival Grand Marshal announcement for Cindy, corn shucking and corn roast parade Shot footage, drafted and edited script and produced August 2019 Visit Loveland NOW video on new happenings in downtown Loveland.
- Supported CSQ Magazine FAM trip to Loveland through Colorado Tourism Office.



PRIORITY #2: FALL MEDIA AND SOCIAL MEDIA

- Finalized media pitching sheet and launched fall campaign focusing on events, news and fall favorites.
- Coordinated several media opportunities including two TV segments airing in September.
- Sourced fall content for social media and planning for fall blog posts.

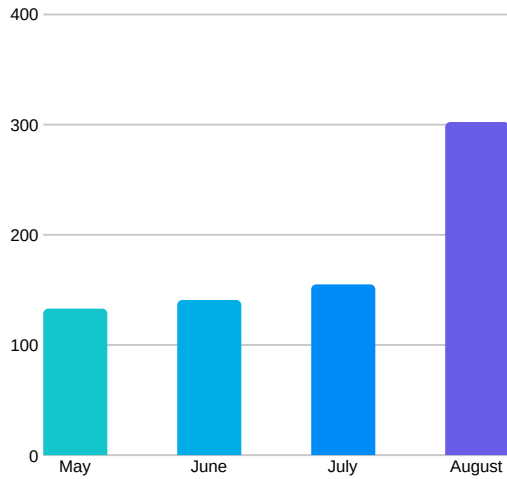


PRIORITY #3: WINTER PLANNING

- Started winter pitching sheet and am working with Visit Loveland team and partners to flesh out to launch in September.
- Drafted Winter Wonderlights event description and plan.

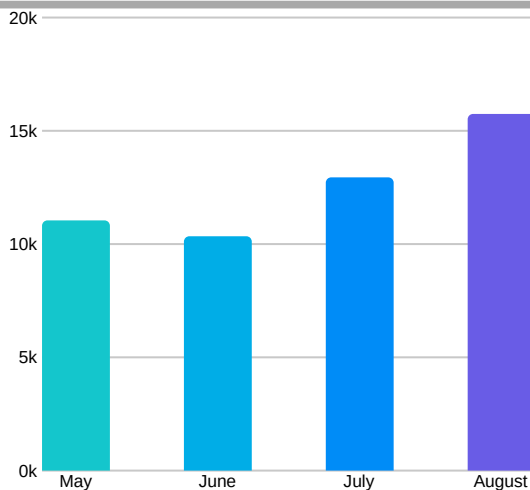
RESULTS

SOCIAL MEDIA ENGAGEMENT



574 new followers | 9,097 total fans
301,511 impressions | 11,496 engagements

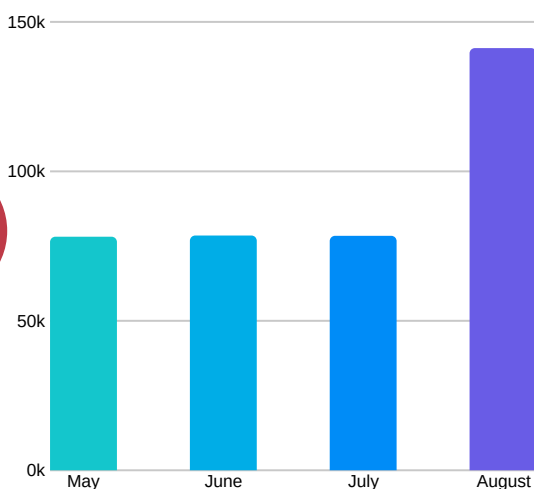
- Focus: New downtown openings, summer moments and events.
- Top posts: Allegiant flights; ith The Foundry development, new hotel and movie theater, this is a great time to experience our thriving creative Downtown Loveland district.; A beautiful summer night in Downtown Loveland. A ROCKin' free concert..
- New followers, impressions and engagements all increased in August.



7 new followers | 1,880 followers

15,720 impressions | 126 engagements

- Focus: New downtown openings, summer moments and events.
- Most engaging tweets: Sit back and soak in these #Sundayskies; Can't get enough of these #summer #sunset; The sun sets on another beautiful #summer weekend; What'SUP? Just enjoying the views of a #Loveland #summer; Late summer is the perfect time for a #DevilsBackbone adventure.
- New followers, impressions and engagements all increased in August.



250 new followers | 9,612 followers

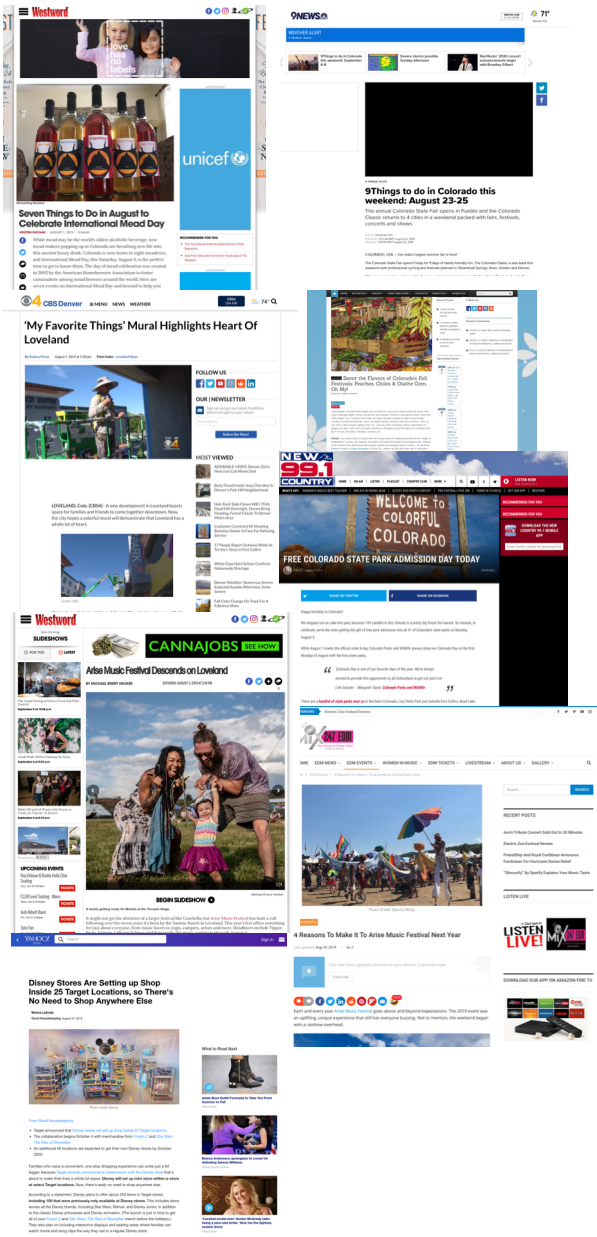
140,926 impressions | 3,279 engagements

- Focus: New downtown openings, summer moments and events.
- Most engaging photos: Can't get enough of these summer sunsets and Devil's Backbone views.; The sun sets on another beautiful summer weekend.; Late summer is the perfect time for a Devil's Backbone adventure.
- Most engaging hashtags: #visitloveland, #coloradolive, #colorado, #lovelandco, #lovelandcolorado, #loveland, #travel, #hiking, #lake, #devilsbackbone.

RESULTS

MEDIA HIGHLIGHTS

- **100.3 The Peak:** Disney to Launch 25 Stores Inside Target
- **303 Magazine:** OUR 6 BEST EXPERIENCES AT ARISE MUSIC FESTIVAL
- **4CBS Denver:** 'My Favorite Things' Mural Highlights Heart Of Loveland
- **9 News:** 9 Things to do in Colorado this weekend: August 23-25
- **9 News:** Target will add Disney mini-stores in 2 Colorado locations
- **9 News:** Allegiant brings air service back to Northern Colorado
- **Acadiana - Lafayette Daily Advertiser:** Disney and Target announce 25 Disney shops coming to Target stores in October, new website
- **Biz Journals:** Five things you need to know today, and an overdose of bad TV
- **Biz Journals:** Allegiant adds new routes to Phoenix-Mesa Gateway Airport
- **Biz West:** Allegiant to re-establish flights from NoCo to Phoenix, Vegas
- **Coloradoan:** Allegiant begins Northern Colorado flights Nov. 21. How much will it really cost to fly to Vegas?
- **Coloradoan:** Bucking bulls and mutton bustin': Riders give it their all during PRCA Rodeo in Larimer County
- **Coloradoan:** Summer is slipping away, but there's still plenty of fun to be had in Northern Colorado
- **Coloradoan:** Northern Colorado getting 2 new movie theaters in the Netflix age
- **Coloradoan:** Disney and Target announce 25 Disney shops coming to Target stores in October
- **EDM Sauce:** THE ELEVATING SUMMER EXPERIENCE THAT IS COLORADO'S ARISE MUSIC FESTIVAL
- **Fanthatracks:** Triple Force Friday: 25 Disney stores coming to Target 4th October
- **Grateful Web:** ARISE MUSIC FESTIVAL 2019
- **Greeley Tribune:** Goodguys car show in Loveland is auto enthusiasts' utopia
- **Greeley Tribune:** 13 things to do this week in Greeley, northern Colorado and beyond
- **Greeley Tribune:** 16 activities and events for the long Labor Day weekend
- **Hospitality Net:** TownePlace Suites by Marriott Loveland Fort Collins
- **Hotel Business:** Marriott, Hyatt Expand in the Mountain States
- **Hotel Executive:** Concord Hospitality Opens TownePlace Suites by Marriott in Downtown Loveland, Colorado
- **JamBase:** Fruition Teams With Leftover Salmon Members At ARISE
- **Mile High CRE:** The Foundry Celebrates Grand Opening in Downtown Loveland
- **New Country 99.1:** This Weekend: Loveland Corn Roast Fest, Jeep Jaunt, Greeley Car Show
- **New Country 99.1:** LOVELAND OKTOBERFEST FEATURES A LOCAL COLLABORATION BREW
- **North Forty News:** Things To Do
- **Porch Drinking:** PorchDrinking's Weekly Denver Beer Beat | August 14, 2019
- **Retro 102.5:** FREE COLORADO STATE PARK ADMISSION DAY TODAY
- **Retro 102.5:** It's The Last Weekend For Lake Loveland Swim Beach
- **Times-Call:** Leftover Salmon sandwiching 'mystery act' between its two sets at weekend Arise Fest
- **USA Today:** Disney and Target announce 25 Disney shops coming to Target stores in October
- **USA Today:** Allegiant adds 24 new routes, including a return to Palm Beach, Florida, and Fort Collins, Colorado
- **Westword:** Seven Things to Do in August to Celebrate International Mead Day
- **Westword:** Arise Music Festival Descends on Loveland
- **Westword:** A History of the Spiritual Group at Sunrise Ranch That Hosts ARISE
- **Wilmington News Journal:** Disney and Target announce 25 Disney shops coming to Target stores in October
- **Yahoo:** Disney Stores Are Setting up Shop Inside 25 Target Locations, so There's No Need to Shop Anywhere Else



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.

Visit Loveland Colorado CMC Report
August 2019



Instagram Business Profiles for **Visit Loveland CO**

August 2019

Determine the impact of Instagram content by analyzing your activity.





Instagram Performance Summary

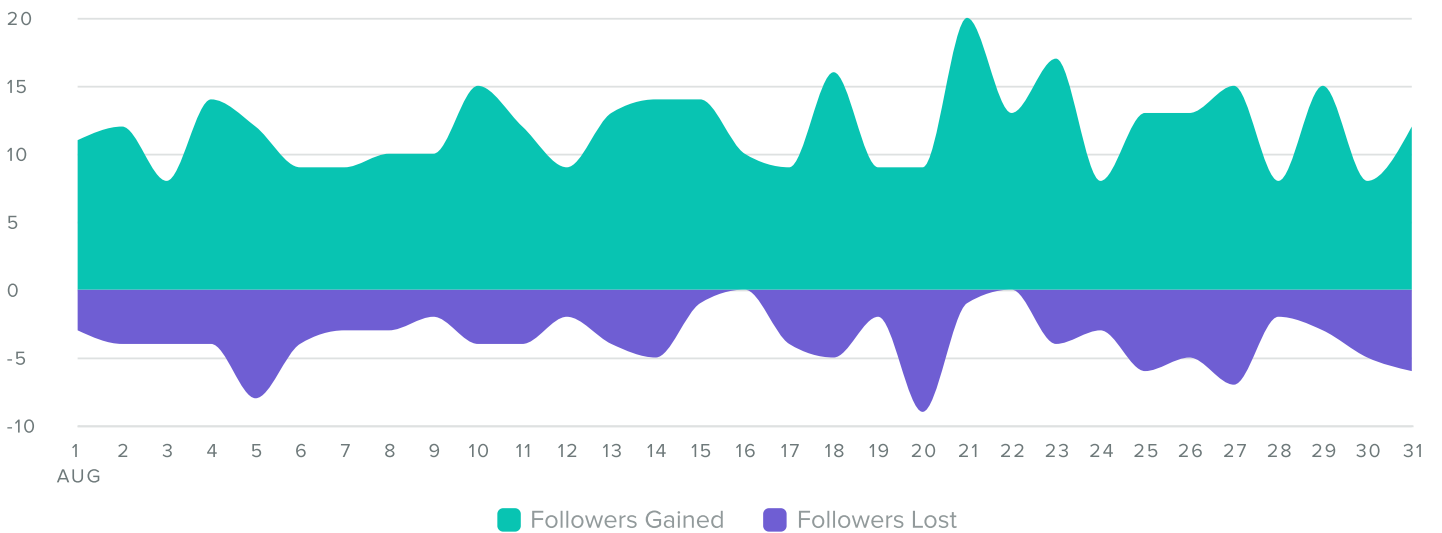
View your key profile performance metrics from the reporting period.

Impressions 140,926 ↗ 80.5%	Engagements 3,279 ↗ 25.5%	Profile Clicks 66 ↗ 57.1%
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Instagram Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day

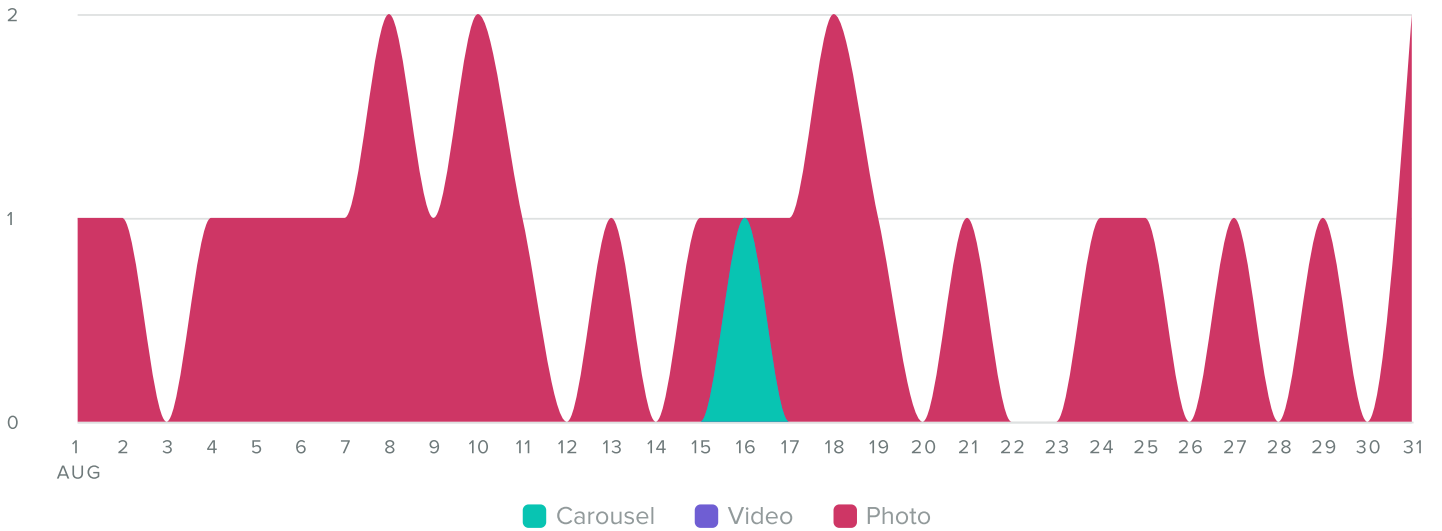


Audience Metrics	Totals	% Change
Followers	9,612	↗ 2.7%
Net Follower Growth	250	↘ 17.2%
Followers Gained	367	↘ 21.6%
Followers Lost	117	↘ 29.5%

Instagram Publishing Behavior

View the different types of messages you published during the selected time period.

Messages Sent Content Breakdown, by Day



Publishing Behavior by Content Type

Totals

% Change

Total Messages Sent

26

↗ 23.8%

Carousels

1

↘ 50%

Videos

0

↘ 100%

Photos







25

↗ 38.9%

Instagram Top Messages

Review your top messages published during the selected time period, based on the message's lifetime performance.

By Lifetime Engagements

Message	Total Engagements	Likes	Comments	Saves
 visitlovelandco Sat 8/31/2019 7:09 pm PDT Can't get enough of these summer sunsets and Devil's Backbone views. 🌄 . . @kimballmortensen . 	297	287	2	8
 visitlovelandco Sun 8/18/2019 7:07 pm PDT The sun sets on another beautiful summer weekend. The views from River's Edge Natural Area are 	241	225	3	13
 visitlovelandco Sat 8/24/2019 11:22 am PDT Late summer is the perfect time for a Devil's Backbone adventure. #visitloveland . . Photo: 	202	197	2	3

Instagram Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most engagement.

Most Used Hashtags

#visitloveland	21
#colorado	12
#coloradolive	12
#lovelandco	12
#lovelandcolorado	10
#loveland	9
#travel	8
#lake	5
#art	4
#hiking	3

Top Hashtags by Lifetime Engagements

#visitloveland	2,754
#coloradolive	1,869
#colorado	1,723
#lovelandco	1,653
#lovelandcolorado	1,511
#loveland	1,438
#travel	1,118
#hiking	625
#lake	561
#devilsbackbone	499

Instagram Impressions

Review how your content was seen by the Instagram community during the reporting period.

Impressions, by Day

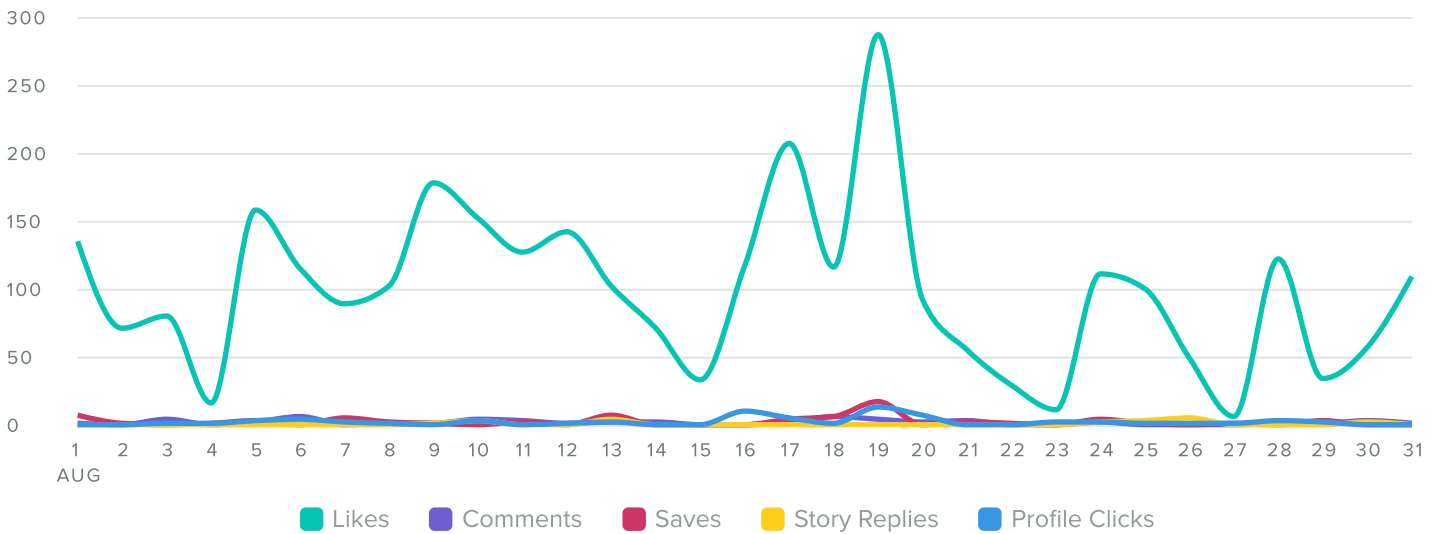


Impression Metrics	Totals	% Change
Impressions	140,926	↗ 80.5%
Average Daily Impressions per Profile	4,546	↗ 80.5%
Average Daily Reach per Profile	2,192.45	↗ 61.5%

Instagram Engagement

Visualize how people are engaging with the messages that you published during selected the time period

Engagements Comparison, by Day

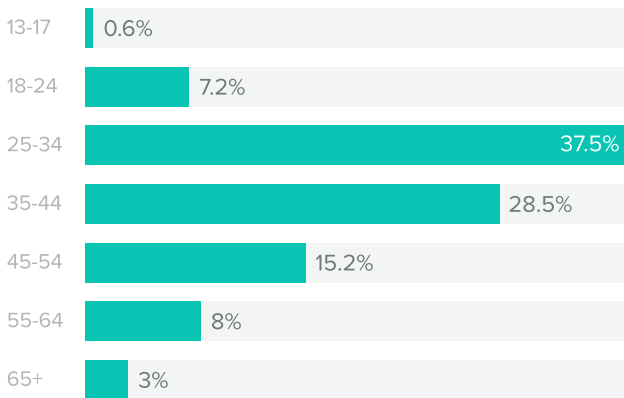


Engagement Metrics	Totals	% Change
Total Engagements	3,279	↗ 25.5%
Likes	3,073	↗ 25.1%
Comments	52	↘ 21.2%
Saves	68	↗ 47.8%
Story Replies	20	↗ 567%
Profile Clicks	66	↗ 57.1%
Engagement Rate (per Impression)	2.3%	↘ 30.5%

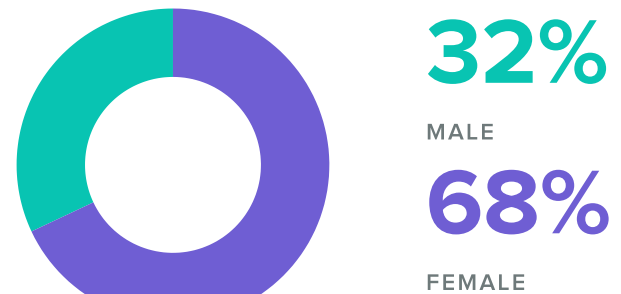
Instagram Audience Demographics

Review your audience demographics as of the last day of the reporting period.

AUDIENCE BY AGE



AUDIENCE BY GENDER



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

Audience Top Countries


United States	8,429
Brazil	47
United Kingdom	45
Mexico	30
India	27

Audience Top Cities

Loveland, Colorado	1,639
Fort Collins, Colorado	1,188
Denver, Colorado	867
Colorado Springs, Colorado	258
Greeley, Colorado	210

Instagram Profiles

Review your aggregate profile metrics from the reporting period.

Profile ▲	Followers	Net Follower Growth	Messages Sent	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Aug 1, 2019 – Aug 31, 2019	9,612 ↗ 2.7%	250 ↘ 17.2%	83 ↗ 113%	140,926 ↗ 80.5%	3,279 ↗ 25.5%	2.3% ↘ 30.5%
Compare to Jul 1, 2019 – Jul 31, 2019	9,362	302	39	78,082	2,613	3.3%
 Visit Loveland CO visitlovelandco	9,612	250	83	140,926	3,279	2.3%



Facebook Pages for **Visit Loveland Colorado**

August 2019

Determine your impact on Facebook by analyzing your Facebook Page activity.





Facebook Performance Summary

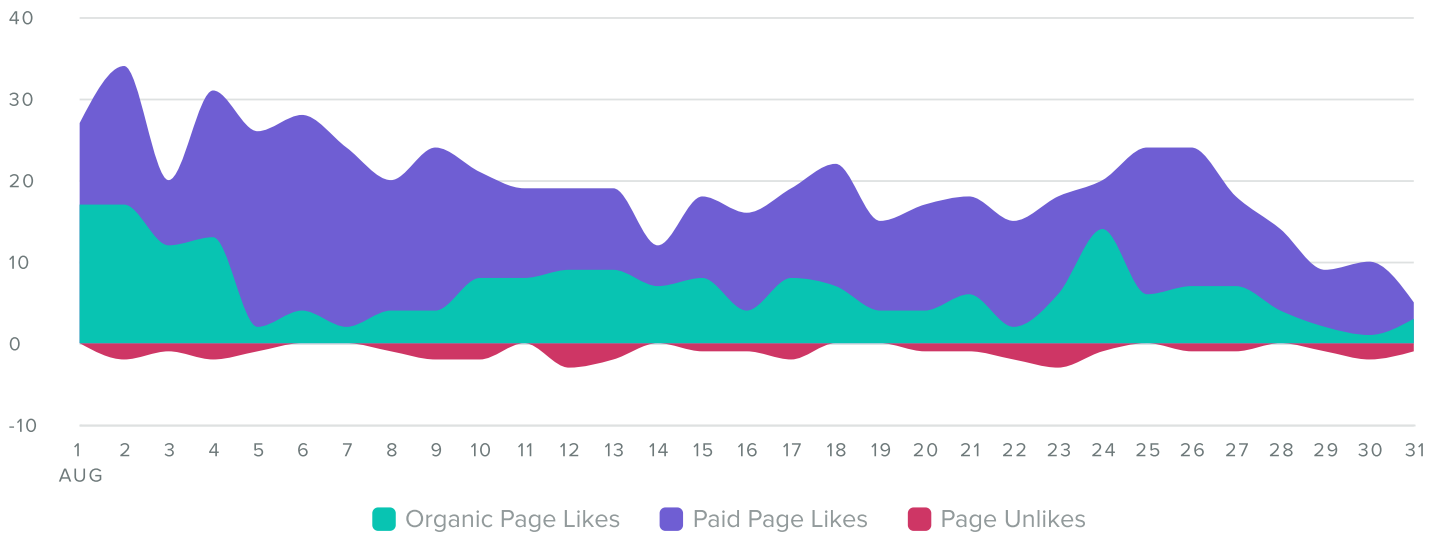
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>301,511 ↗ 95.6%</p>	<p>Engagements</p> <p>11,496 ↗ 37.4%</p>	<p>Message Clicks</p> <p>7,595 ↗ 68.9%</p>
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Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Day

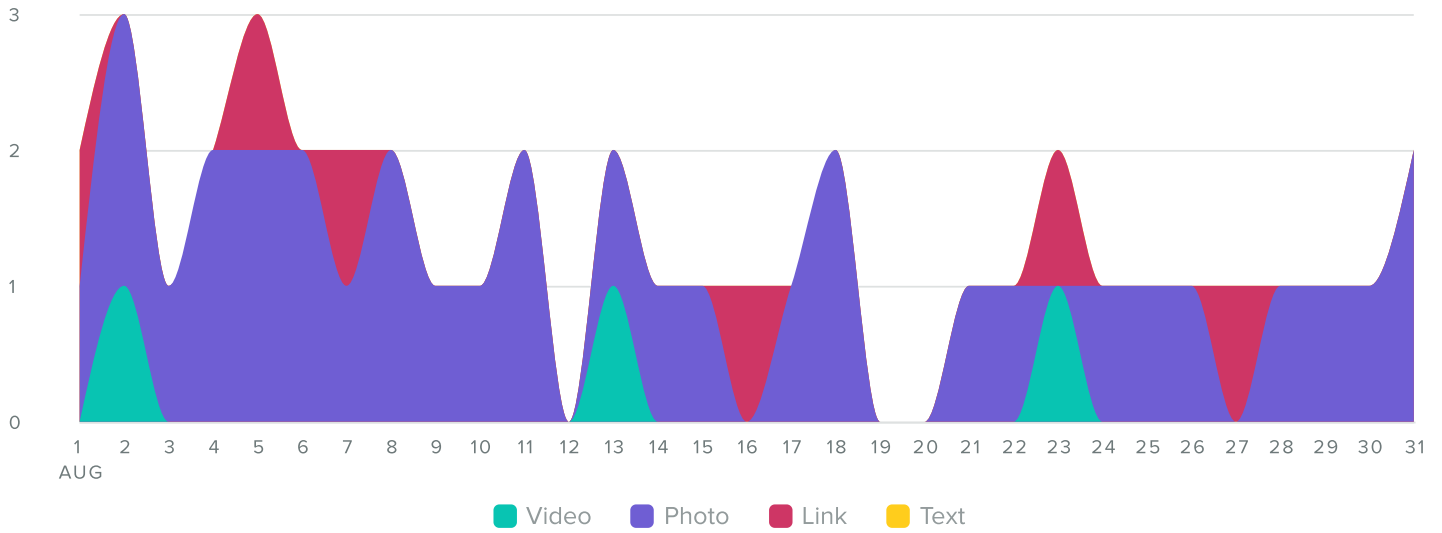


Audience Metrics	Totals	% Change
Fans	9,097	↗ 6.7%
Net Page Likes	571	↗ 323%
Organic Page Likes	209	↗ 26.7%
Paid Page Likes	397	↗ 100%
Page Unlikes	34	↗ 13.3%

Facebook Publishing Behavior

View the different types of messages you published during the selected time period.

Messages Sent Content Breakdown, by Day









Publishing Behavior by Content Type	Totals	% Change
Total Messages Sent	42	↗ 23.5%
Videos	3	↘ 25%
Photos	33	↗ 50%
Links	6	↘ 25%
Text	0	→ 0%

Facebook Top Messages

Review your top messages published during the selected time period, based on the message's lifetime performance.

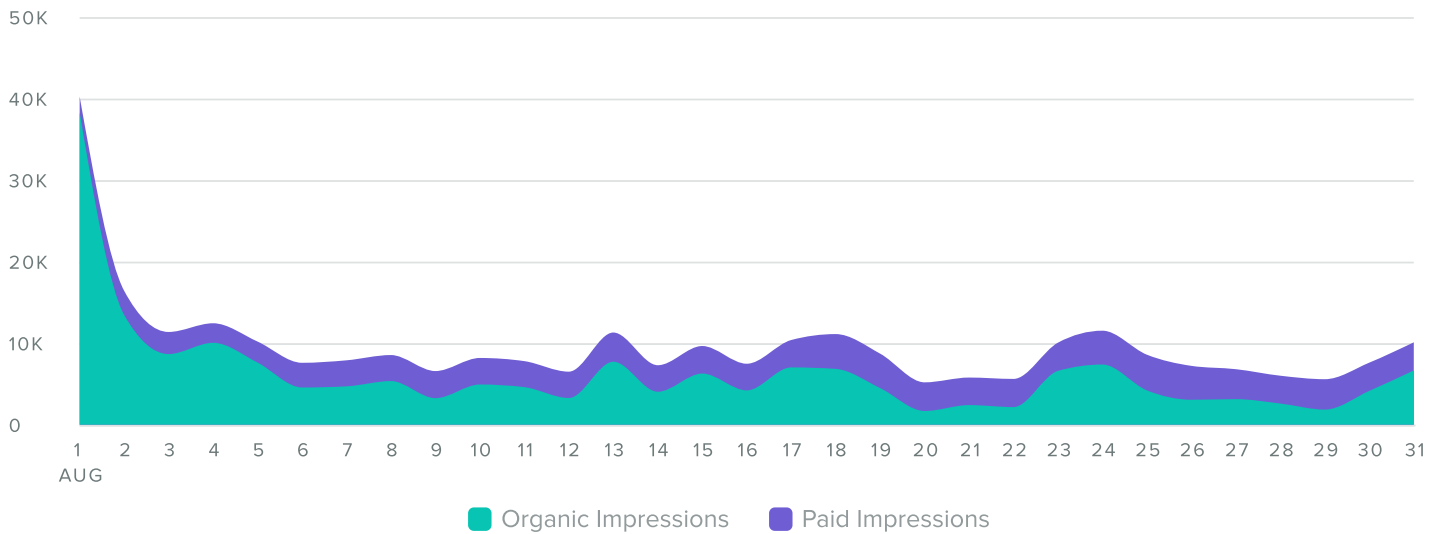
By Lifetime Engagements

Message Title	Date & Time	Total Engagements	Reactions	Comments	Shares	Message Clicks
 Visit Loveland Col... Tue 8/13/2019 3:04 pm PDT	 <p>The Northern Colorado Regional Airport sits conveniently near I-25 between Loveland and Fort Collins</p>	1,157	264	82	37	774
 Visit Loveland Col... Fri 8/23/2019 12:59 pm PDT	 <p>With The Foundry development, new hotel and movie theater, this is a great time to experience our</p>	916	206	41	49	620
 Visit Loveland Col... Wed 8/14/2019 8:37 pm PDT	 <p>A beautiful summer night in Downtown Loveland. A ROCKin' free concert. A new movie theater</p>	642	226	12	17	387

Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Day

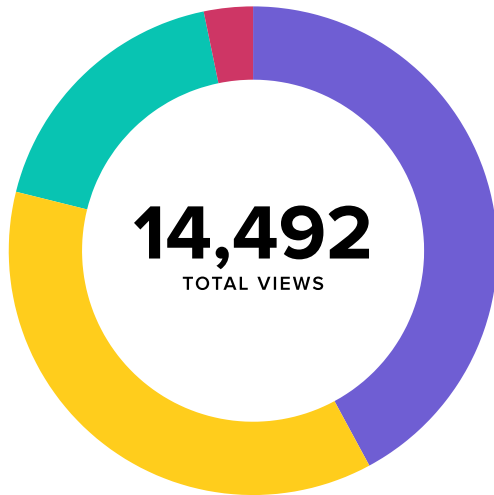


Impression Metrics	Totals	% Change
Total Impressions	301,511	↗ 95.6%
Organic Impressions	195,225	↗ 80.3%
Paid Impressions	104,604	↗ 135%
Average Daily Impressions per Page	9,726.16	↗ 95.6%
Average Daily Reach per Page	6,862.55	↗ 97.7%

Facebook Video Performance

View your aggregate video performance during the reporting period.

VIEW METRICS



2,591

ORGANIC FULL

6,102

ORGANIC PARTIAL

470

PAID FULL

5,329

PAID PARTIAL

VIEWING BREAKDOWN

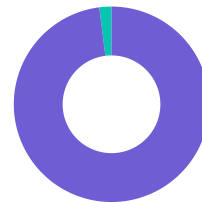


60%

ORGANIC VIEWS

40%

PAID VIEWS



2%

CLICK PLAYS

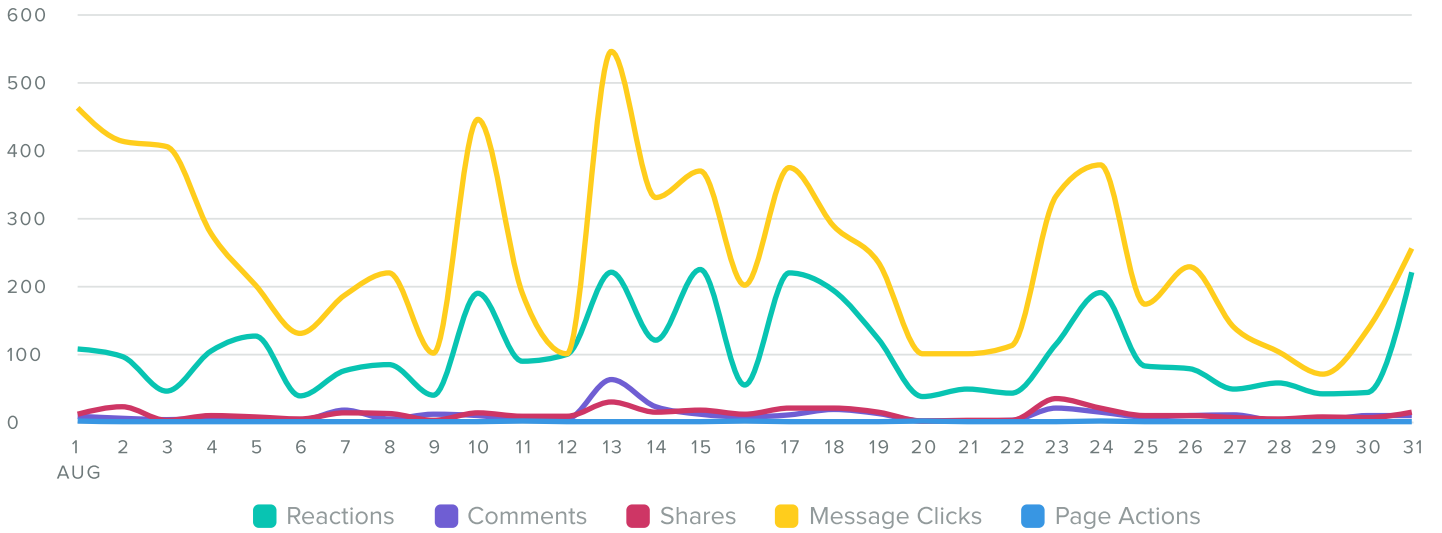
98%

AUTO PLAYS

Facebook Engagement

See how people are engaging with your page and messages during the reporting period.

Engagements Comparison, by Day

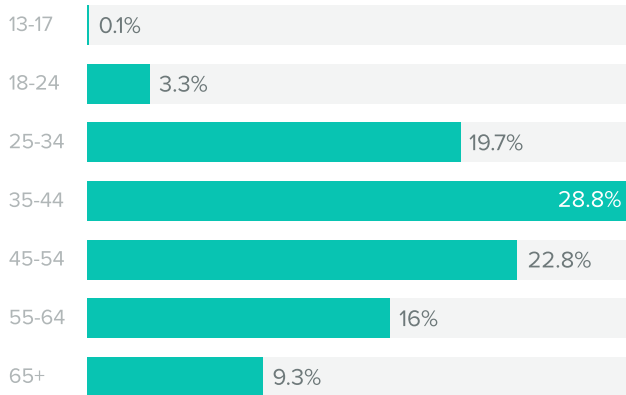


Engagement Metrics	Totals	% Change
Total Engagements	11,496	↗ 37.4%
Reactions	3,243	↗ 2.8%
Comments	303	↘ 10.9%
Shares	350	↘ 5.7%
Message Clicks	7,595	↗ 68.9%
Page Actions	5	↗ 150%
Engagement Rate (per Impression)	3.8%	↘ 29.8%

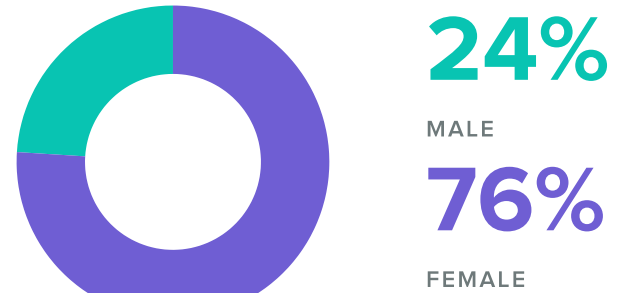
Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

AUDIENCE BY AGE



AUDIENCE BY GENDER



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

Audience Top Countries

United States	8,814
Mexico	45
Canada	17
United Kingdom	14
India	14

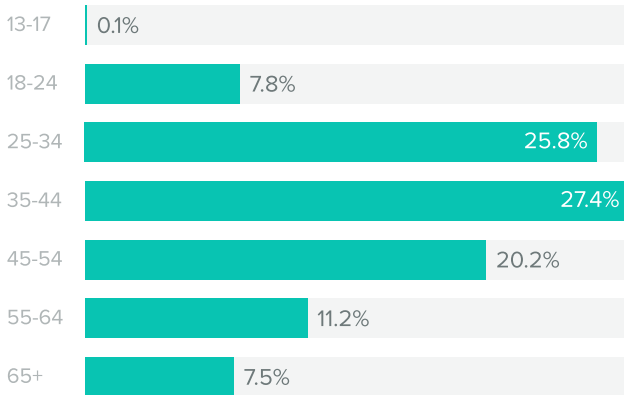
Audience Top Cities

Loveland, CO	2,990
Fort Collins, CO	882
Denver, CO	341
Greeley, CO	302
Johnstown, CO	142

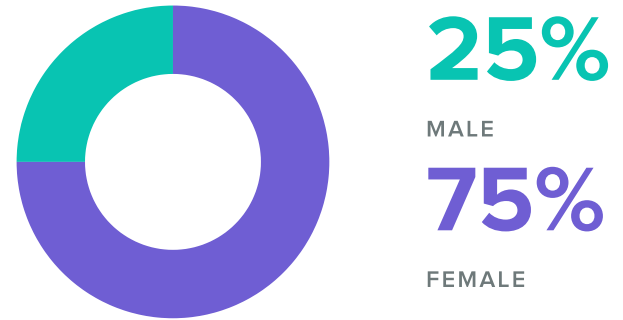
Facebook People Reached Demographics

Review the average daily user demographics of the users reached during the reporting period.

AUDIENCE BY AGE



AUDIENCE BY GENDER



Women between the ages of **35-44** have a higher potential to see your content and visit your Page.

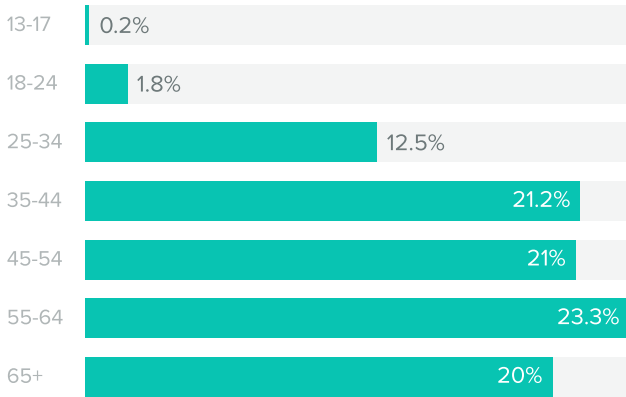
Top Countries	Daily Average
United States	6,689.45
Mexico	19.17
Germany	14.1
United Kingdom	13
Canada	12.76

Top Cities	Daily Average
Loveland, CO	1,150.97
Denver, CO	859.31
Fort Collins, CO	404.41
Greeley, CO	220.83
Colorado Springs, CO	188.97

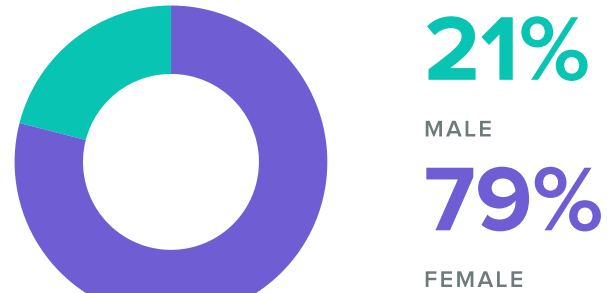
Facebook People Engaged Demographics

Review the average daily user demographics of the users who took action on your page content during the reporting period.

AUDIENCE BY AGE



AUDIENCE BY GENDER



Women between the ages of **55-64** are most likely to engage with your content.

Top Countries

Daily Average

United States	156.53
United Kingdom	0.47
Mexico	0.41
United Arab Emirates	0.29
Australia	0.29

Top Cities

Daily Average

Loveland, CO	71.36
Fort Collins, CO	13
Denver, CO	4.07
Greeley, CO	3.43
Windsor, CO	2.29

Facebook Pages

Review your aggregate page metrics from the reporting period.

Page [▲]	Fans	Net Page Likes	Messages Sent	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Aug 1, 2019 – Aug 31, 2019	9,097 ↗ 6.7%	571 ↗ 323%	42 ↗ 23.5%	301,511 ↗ 95.6%	11,496 ↗ 37.4%	3.8% ↘ 29.8%
Compare to Jul 1, 2019 – Jul 31, 2019	8,523	135	34	154,140	8,366	5.4%
Visit Loveland Colorado	9,097	571	42	301,511	11,496	3.8%



Twitter Profiles
for **Visit Loveland, Colo**

August 2019

Track profile performance to determine the impact of Twitter content

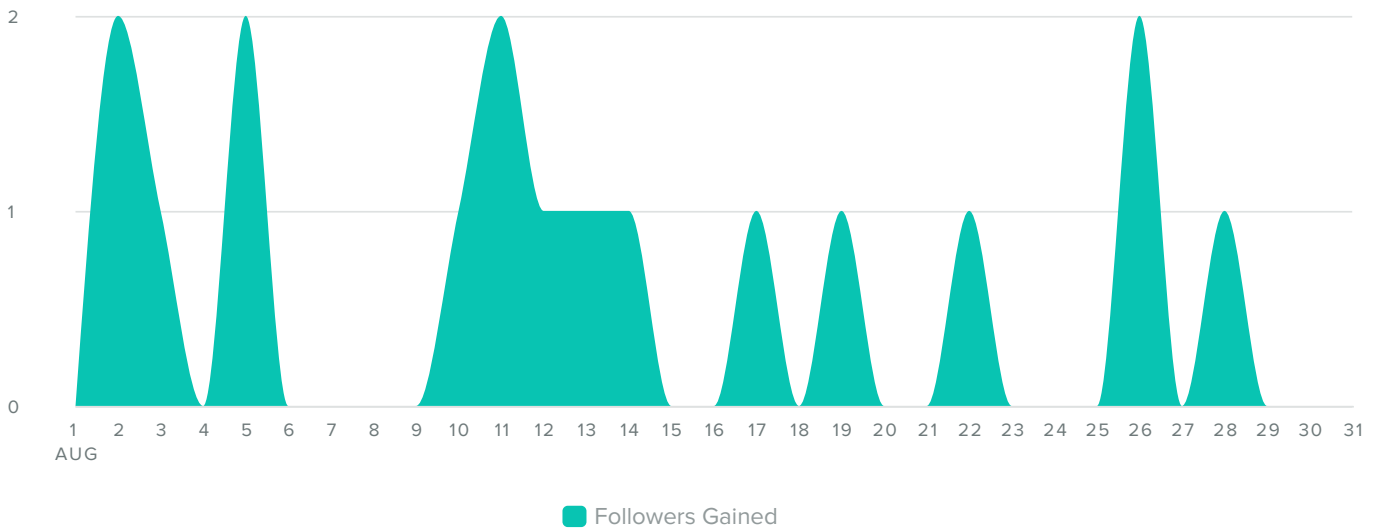


Twitter Activity Overview

Organic Impressions 15.7k	Total Engagements 126	Link Clicks 10
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Twitter Audience Growth

Followers Gained, By Day



ollower Metrics	Totals
Total Followers	1,880
Net Follower Growth	7
People that you followed	1

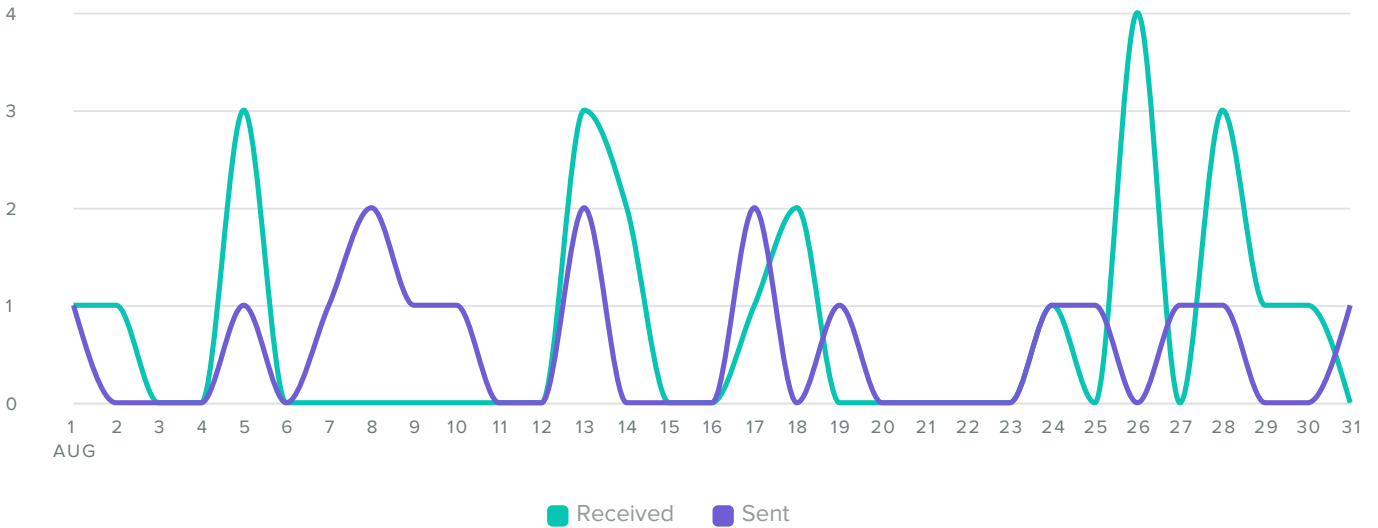
Total followers increased by

▲0.4%

since previous date range

Twitter Posts & Conversations

Messages Per Day



Sent/Received Metrics	Totals
Tweets sent	17
Direct Messages sent	0
Total Sent	17
Mentions received	23
Direct Messages received	0
Total Received	23

The number of messages you sent increased by

▲ 6.3%


since previous date range

The number of messages you received increased by





▲ 9.5%

since previous date range

Twitter Top Posts, by Responses

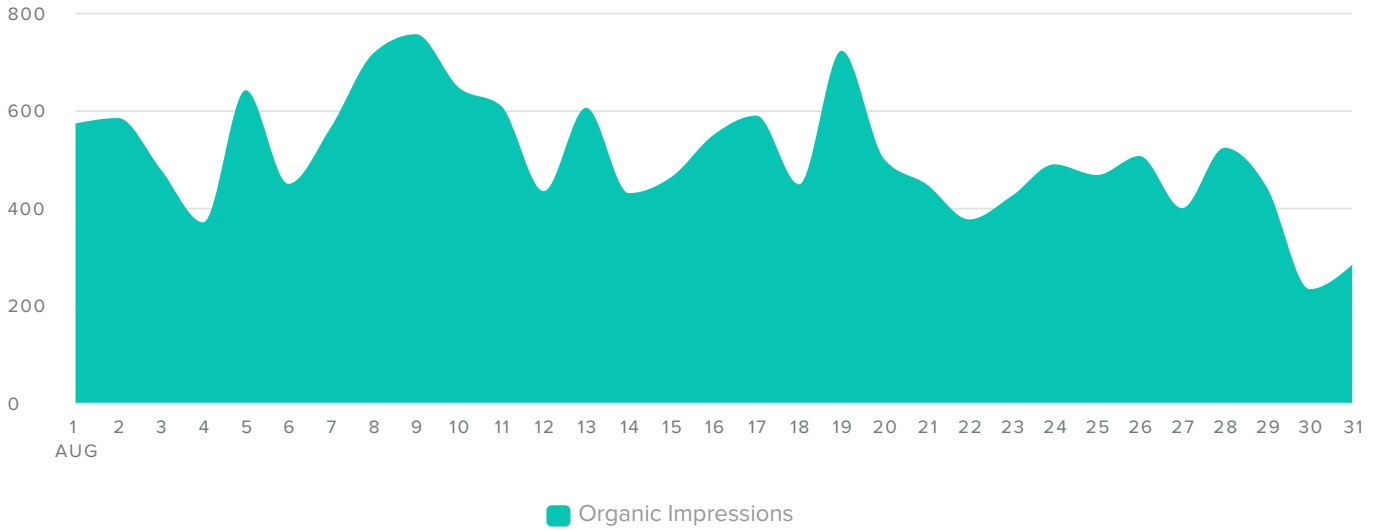
Tweet	Potential Reach	Responses	Clicks	Retweets
 VisitLovelandCO Just sit back and soak in these #Sundayskies. #visitloveland. https://t.co/4vjNcYXJ4B (Tweet) by Nicole Y. August 4, 2019 9:01 pm	3,775	3	0	3

Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses	Clicks	Retweets
 <p>VisitLovelandCO Can't get enough of these #summer #sunsets and #DevilsBackbone views. 🌄 #visitloveland #coloradolive https://t.co/EpCFu8vUBV (Tweet) by Nicole Y. August 31, 2019 8:11 pm</p>	9,170	2	0	2
 <p>VisitLovelandCO The sun sets on another beautiful #summer weekend. The views from #RiversEdgeNaturalArea are lovely. #visitloveland https://t.co/5cZs0mZ1PJ (Tweet) by Nicole Y. August 18, 2019 8:11 pm</p>	3,670	2	0	2
 <p>VisitLovelandCO What'SUP? 🌄👉 Just enjoying the views and vibes of a #Loveland #summer. #visitloveland #coloradolive #carterlake https://t.co/fSA9pbmFhc (Tweet) by Nicole Y. August 27, 2019 7:39 pm</p>	3,186	1	0	1
 <p>VisitLovelandCO Late summer is the perfect time for a #DevilsBackbone adventure. #visitloveland #coloradolive https://t.co/T3HIMIGHzc (Tweet) by Nicole Y. August 24, 2019 12:27 pm</p>	3,185	1	0	1

Twitter Impressions

Organic Impressions, By Day

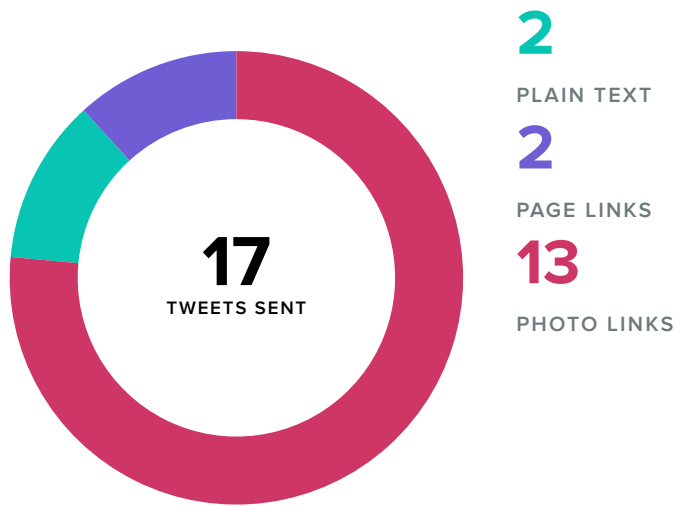


Impressions Metrics	Totals
Average Organic Impressions per Day	507.1
Total Organic Impressions	15,720

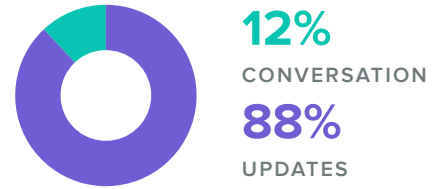
Organic Impressions increased by
▲ 21.5%
 since previous date range

Twitter Publishing Behavior

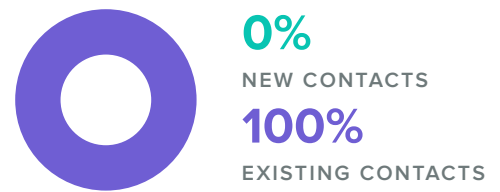
SENT MESSAGE CONTENT



CONVERSATION BEHAVIOR (LAST 100 TWEETS)

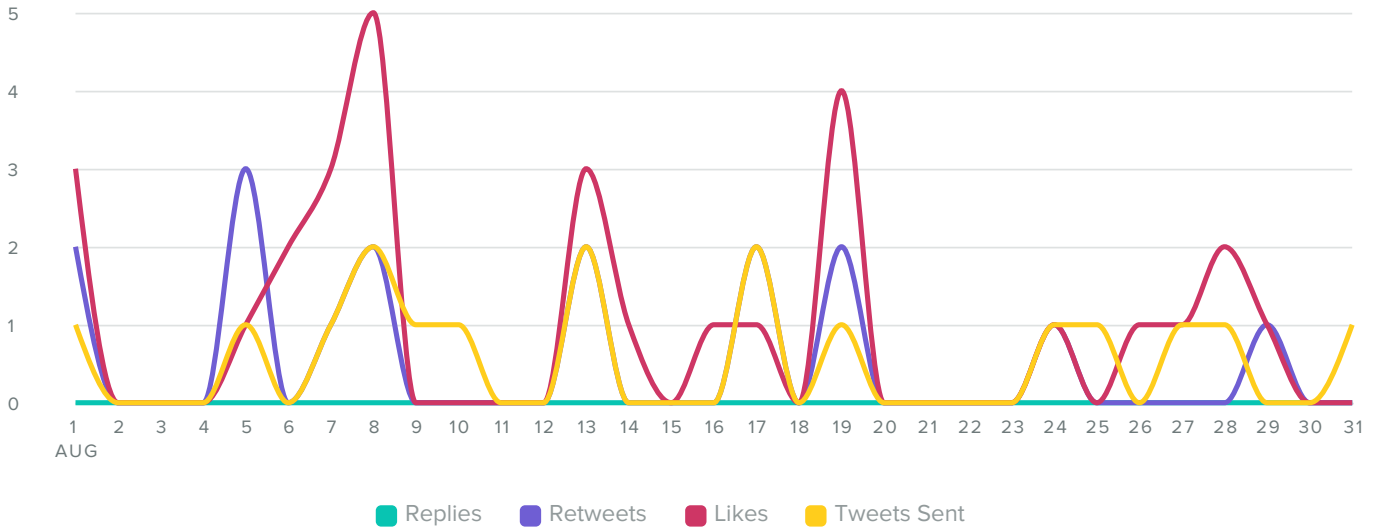


CONTACT BEHAVIOR (ALL TWEETS)



Twitter Engagement

Engagement count



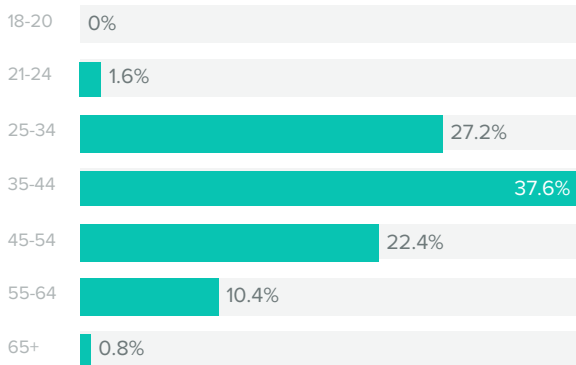
Engagement Metrics	Totals
Total Engagements	126
Replies	0
Retweets	16
Retweets with Comments	0
Likes	30
<hr/>	
Engagements per Follower	0.07
Organic Impressions per Follower	8.36
Engagements per Tweet	7.41
Organic Impressions per Tweet	924.71
Engagements per Organic Impression	0.0080

The number of engagements increased by
▲46.5%
 since previous date range

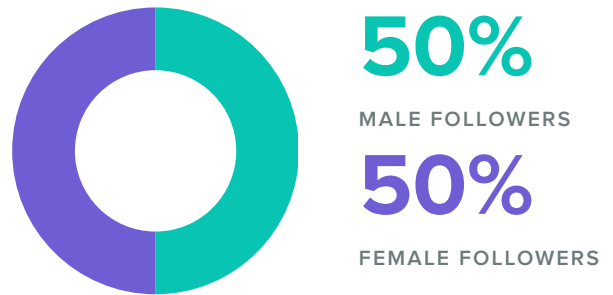
The number of organic impressions per Tweet increased by
▲14.3%
 since previous date range

Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



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	1,880	0.4%	17	15,720	8.36	126	0.07	16	10