

Spanish Peaks Country

April Board Meeting 2024



Play to win.

Reporting

adpro

Play to win.

Last Month (Mar 1 - 31)

Total Page Likes
3,673

Last Month (Mar 1 - 31)

Post Engagements
188

Last Month (Mar 1 - 31)

Post Reach
4,388



Last Month (Mar 1 - 31)

Page Engagements



Last Month (Mar 1 - 31)

Followers by Gender



Last Month (Mar 1 - 31)

Page Summary

Metric	Value
Page Reach	4,420
Page Impressions	5,567
Page Engagements	-
Unique Page Clicks	50
Page Reactions	-
Comments	-
Shares	-
3-Second Video Views	3



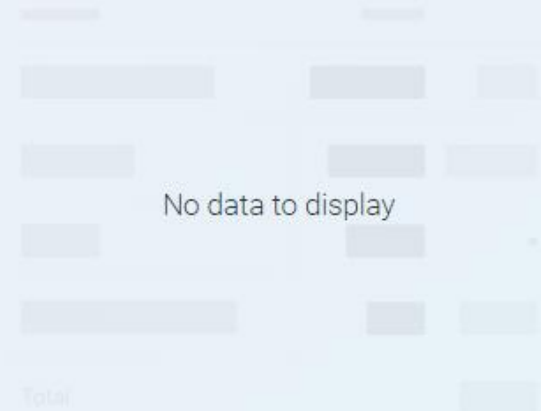
Last Month (Mar 1 - 31)

Top Posts

Post	Value
Spring skiing in Spanish Peaks offers the best of both worlds: (2024-03-01)	883
Join us in celebrating the Spring Equinox in Spanish Peaks Country! (2024-03-19)	697
Embark on a winter wonderland adventure along the National Scenic (2024-03-01)	659
Feeling lucky? 🍀 Celebrate St. Patrick's Day amidst the stunning (2024-03-17)	441
Traverse the timeless landscape of the Spanish Peaks, where the (2024-03-04)	435
Join fellow residents in shaping the future of outdoor recreation (2024-03-10)	418
Under the glow of a full moon, join us on March 23 for an enchanting (2024-03-16)	271

Last Month (Mar 1 - 31)

Followers by Age Groups



Last Month (Mar 1 - 31)

Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
HUERFANO COUNTY - Out Of State	1,391		94		6.76%	
HUERFANO COUNTY	15,403		494		3.21%	
HTOUR - Display	56,324		123		0.22%	

Last Month (Mar 1 - 31)

Impressions
73,118



Last Month (Mar 1 - 31)

Clicks
711



Last Month (Mar 1 - 31)

CTR
0.97%



Last Month (Mar 1 - 31)

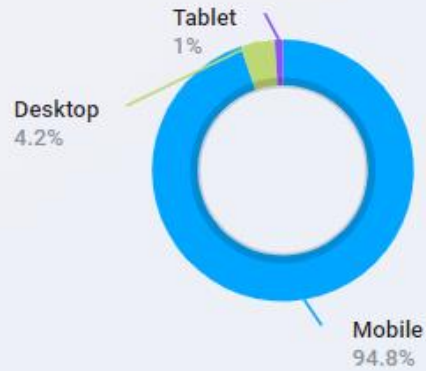
Bounce Rate

78.3%

▲ 2.32% vs previous period (76.6%)

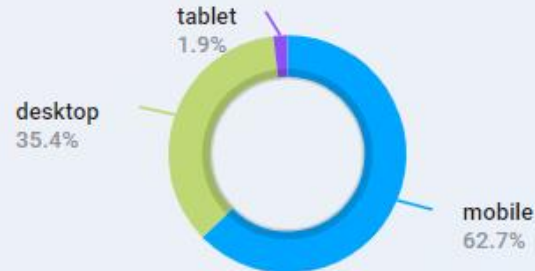
Last Month (Mar 1 - 31)

Clicks by Device



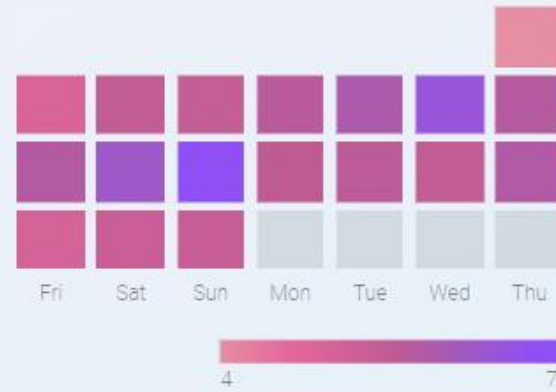
Last Month (Mar 1 - 31)

Conversions by Device



Last Month (Mar 1 - 31)

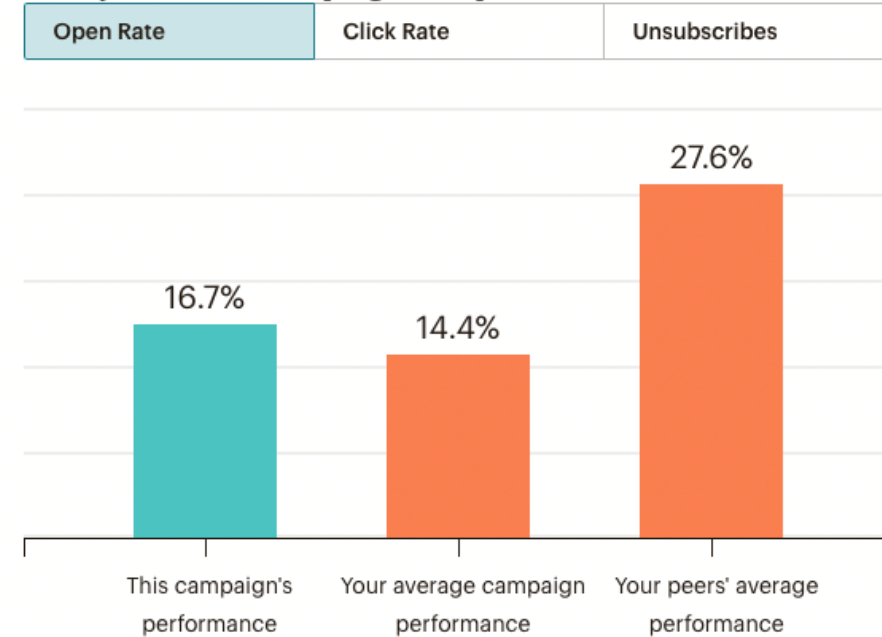
Clicks by Day



Newsletter Reporting

- Successful Deliveries: 51,292
- Opens: 10,588
- Unique Opens: 8,591
- Open Rate: 16.7%
- Unique Clicks: 100
- Total Clicks: 196
- Bounced: 1,055
- Unsubscribes: 142

How your email campaign compares



Top links clicked

https://cpw.state.co.us/placestogo/parks/Lathrop	41
https://spanishpeakscountry.com/multi-day-itineraries/	37
https://missionwolf.org/	34
https://travelstorys.com/tours/highway-of-legends	17
https://www.facebook.com/SPCountry	15



Organic Social

adpro

Play to win.

Social Calendar - May

May 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

5/2 Cinco de Mayo

5/4 Gravel Guide Ride

5/8 Spring Bird Migration

5/12 Mother's Day Outdoors

5/17 Patio Dining Options

5/23 Wildflower Watch

5/27 Memorial Day

5/31 Fishing Season



5/2 Cinco de Mayo

Viva la fiesta! 🦋 Join us this 5th of May as Spanish Peaks Country lights up with colorful Cinco de Mayo celebrations. Experience the richness of local Mexican heritage through savory cuisine, spirited music, and cultural dances. Share your celebration moments with us!

#SpanishPeaksCountry
#CincoDeMayo
#SPCincoCelebrations



5/4 Gravel Guide Ride

🚲 The #GravelGuideRide is today!

Revel in the challenge as you pedal through the rugged landscapes of Spanish Peaks Country. Gear up for an adventure that combines thrill and beauty!

Learn more about the Spanish Peaks/Huerfano County gravel biking trails here:

<https://spanishpeakscountry.com/gravel-biking/>

#SpanishPeaksCountry #GravelBiking



5/8 Spring Bird Migration V1

Feathered friends on the flyway! 🐦
Spring brings a flutter of winged wonders to Spanish Peaks Country. Red-winged blackbirds like this one can be easily spotted by their bright red and yellow shoulder patches against black feathers. These birds are highly social, often forming large, noisy colonies with hundreds of pairs, showing their communal nature.

Spot the returning migratory birds and share your sightings!

#SpanishPeaksCountry
#SpringMigration #RedWingedBlackbird



5/8 Spring Bird Migration V2

Feathered friends on the flyway! 🐦
Spring brings a flutter of winged wonders to Spanish Peaks Country. Did you know the Dark-Eyed Junco can be found all across North America? This bird can travel long distances from its breeding ground in Canada to its winter spots in the south.

Spot the returning migratory birds and share your sightings!

#SpanishPeaksCountry
#SpringMigration #DarkEyedJunco



5/12 Mother's Day Outdoors

Celebrate Mother's Day in the great outdoors! 🌸 Treat the incredible moms in your life to a tranquil day surrounded by nature's serenity. From picnics to peaceful walks, create memories in picturesque Spanish Peaks Country.

#SpanishPeaksCountry
#MothersDay2024



5/17 Patio Dining Options

Savor your meals with a view! ☕️ Patio season is here in Spanish Peaks Country. Delight in fresh, local flavors while soaking up scenic vistas at our top outdoor dining spots. Dining under the sky never tasted so good. See all of our local restaurants here:

<https://spanishpeakscountry.com/business-directory/categories/dining>

#SpanishPeaksCountry #OutdoorDining



5/23 Wildflower Watch

Wildflower season is upon us. With the snow melting away, witness the first bursts of color in Spanish Peaks Country. Share your favorite wildflower photos with us!

#SpanishPeaksCountry
#Wildflowers



5/27 Memorial Day

This Memorial Day, we remember and honor the bravery of those who have served. Join us for a day of reflection set against the backdrop of the majestic Spanish Peaks.

#SpanishPeaksCountry
#MemorialDay2024



5/31 Fishing Season V1

Get your reels ready for 2024's Fishing Season Kick-Off! 🎣 Whether you're a seasoned angler or just starting, Spanish Peaks Country's sparkling waters offer the perfect setting for your next catch. Find your prime spot and enjoy the season's opening.

Learn more about licenses, regulations, and the best fishing areas here:

<https://spanishpeakscountry.com/fishing/>

#SpanishPeaksCountry
#2024FishingCO



5/31 Fishing Season V2

Get your reels ready for 2024's Fishing Season Kick-Off! 🎣 Whether you're a seasoned angler or just starting, Spanish Peaks Country's sparkling waters offer the perfect setting for your next catch. Find your prime spot and enjoy the season's opening.

Learn more about licenses, regulations, and the best fishing areas here:

<https://spanishpeakscountry.com/fishing/>

#SpanishPeaksCountry
#2024FishingCO



Social Calendar - June

June 1 - June Events Summary (pinned to top of page) - Including Hujatolla Heritage Festival, Rocky Mountain Star Stare, Sonic Bloom Festival, Spanish Peaks Country Fest.

Hujatolla Heritage Festival - Featuring photo(s) from past year's event.

Rocky Mountain Star Stare - Photo of Rocky Mountain stars from Spanish Peaks Country.

Sonic Bloom Festival - Featuring photo(s) from past year's event.

Spanish Peaks Country Fest - Featuring photo(s) from past year's event.

June 16 - Father's Day - Treat Dad to a day in the mountains - hiking, biking, or fishing.

Audio Tours- Did you know there are free, self-guided audio tours including a driving tour of the Highway of Legends and historic walking tours of Walsenburg, La Veta and Cuchara? Feature photos of driving and walking tours.

Fishing Season Photo Share - Ask followers to share their catches and photos while at their favorite fishing spots in Spanish Peaks Country.

Summer Getaway - Experience another world in your own backyard - Spanish Peaks is close to Colorado Springs, Denver, and Pueblo.

Care for Colorado - Share tips about how to pack in/pack out and keep Spanish Peaks Country pristine for all to enjoy.



Community Presentations

adpro

Play to win.

Recommended Agenda

- Economic and Community Impact of Tourism
 - Report on Economic Impact Statewide and Locally
 - New Huerfano County Chamber of Commerce
- Tourism Marketing Overview
 - Organic Social
 - Newsletter
 - Public Relations
 - Paid Media
- Introduction to New Website
 - Business Listings
 - Event Listings
- Community Assets
 - Google Business Profile
 - Social Media
 - Flyers, posters, QR Codes
- Community Tourism Survey



THANK YOU

adpro
● ● ●

Play to win.