

Spanish Peaks Country

May Board Meeting 2024

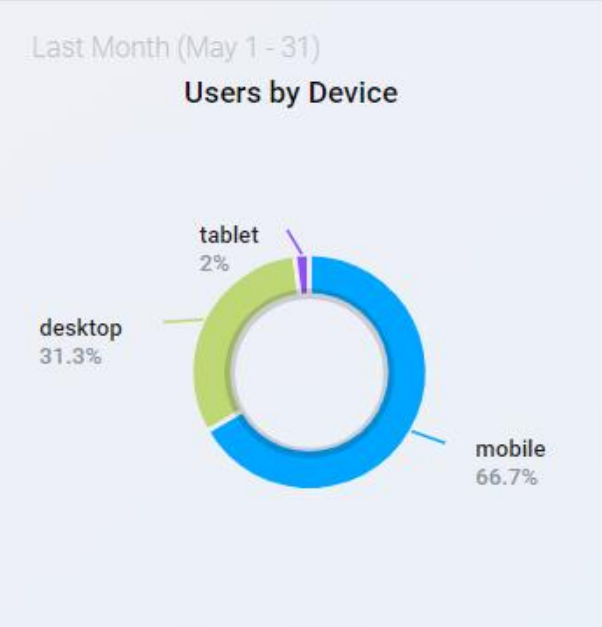
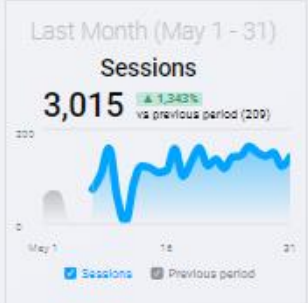


Play to win.

Reporting

adpro

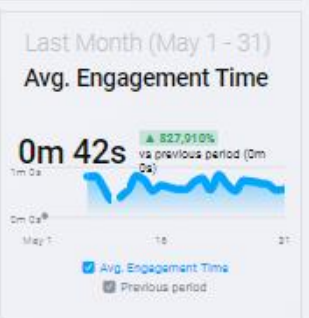
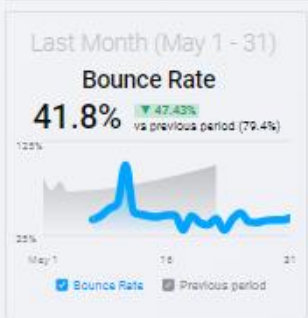
Play to win.



Last Month (May 1 - 31)

Top Pages by Users

Top Pages	Value	vs prev
/	1,214	▲ 994%
/spc-events/	173	
/the-great-dikes/	108	
/the-spanish-peaks/	92	▲ 1,050%
/camping/	90	
/attractions/	81	
/la-veta/	78	▲ 3,800%
/huerfano-butte/	73	▲ 2,333%
/bear-lake-campground/	69	▲ 1,050%
/wahatoya-lakes-state-wildlife-area/	66	▲ 3,200%
/la-veta-pass/	63	▲ 600%
/visitors-guide/	54	
/the-geologic-features-of-la-veta/	50	▲ 2,400%
/stonewall/	49	▲ 1,125%
/mountains-geology/	48	



Last Month (May 1 - 31)

Source	Total Users		Sessions		Bounce Rate		Avg. Engagement Time		Conversions	
	Value	vs prev	Value	vs prev	Value	vs prev	Value	vs prev	Value	vs prev
Organic Search	1,464	▲ 1,457%	1,715	▲ 1,598%	34.4%	▼ 58%	0m 50s	▲ 466,195%	296	▲ 2,367%
Paid Search	499	▲ 584%	520	▲ 567%	55%	▼ 32%	0m 18s	0%	25	▲ 733%
Direct	404	▲ 2,026%	479	▲ 2,181%	61.2%	▼ 14%	0m 28s	0%	63	▲ 6,200%
Referral	211	▲ 2,244%	270	▲ 2,900%	28.5%	▼ 57%	1m 16s	0%	52	
Organic Social	54		57		71.9%		0m 21s		2	
Unassigned	8		8		100%		0m 37s		-	
Organic Video	1		1				7m 10s		1	

Last Month (May 1 - 31)

Source	Value	vs prev
Organic Search	1,464	▲ 1,457%
Paid Search	499	▲ 584%
Direct	404	▲ 2,026%
Referral	211	▲ 2,244%
Organic Social	54	
Unassigned	8	
Organic Video	1	

Last Month (May 1 - 31)

Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
Front Range	3,912		459		11.7%	
Out of State	3,970		252		6.35%	
Spanish Peaks Display	141.5k		67		0.05%	

Last Month (May 1 - 31)

Impressions
149.4k



Last Month (May 1 - 31)

Clicks
778



Last Month (May 1 - 31)

CTR
0.52%



Last Month (May 1 - 31)

Bounce Rate
41.8%

▼ 47.43% vs previous period (79.4%)

Last Month (May 1 - 31)

Conversions
439

▲ 2,644% vs previous period (16)

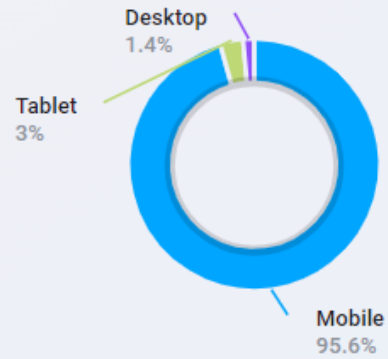
Last Month (May 1 - 31)

Conversion Rate

No data to display

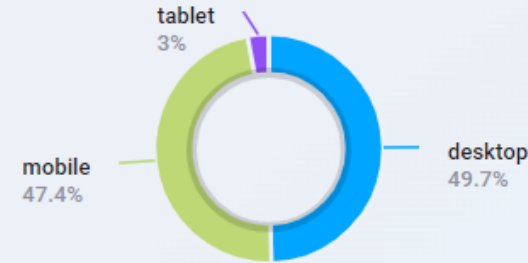
Last Month (May 1 - 31)

Clicks by Device



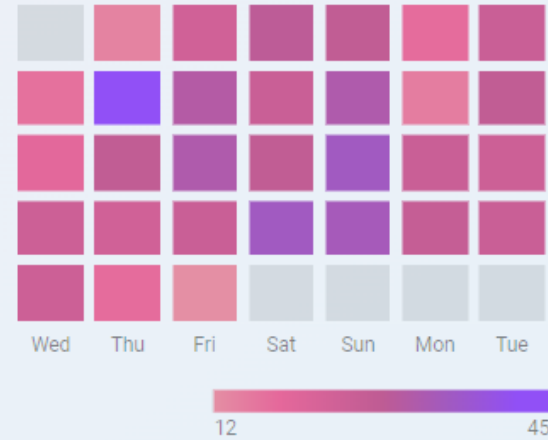
Last Month (May 1 - 31)

Conversions by Device



Last Month (May 1 - 31)

Clicks by Day



Last 30 days (May 11 - ...)

Cost / Conversion

No data to display



Last Month (May 1 - 31)

Page Visits

141 ▲ 4%
vs previous period (136)



Last Month (May 1 - 31)

Page Summary

Metric	Value	vs prev
Page Reach	4,724	▲ 21%
Page Impressions	5,808	▲ 27%
Page Engagements	-	
Unique Page Clicks	69	▼ 18%
Page Reactions	-	

Last Month (May 1 - 31)

Post Overview

Metric	Value	vs prev
Post Count	13	▲ 63%
Post Reach	4,116	▲ 12%
↳ Paid	0	0%
↳ Organic	4,116	▲ 12%
↳ Viral	1,199	▼ 30%

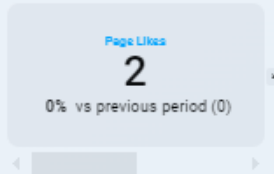
All Time (Aug 9, 2021 - ...)

Total Page Likes

3,670

Last Month (May 1 - 31)

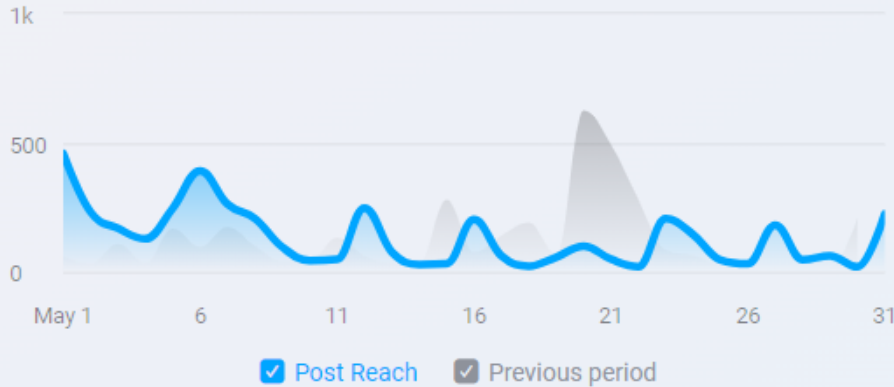
Page likes/Unlikes Overview



Last Month (May 1 - 31)

Post Reach

4,116 ▲ 12%
vs previous period (3,659)



Last Month (May 1 - 31)

Most Recent Posts

#	Dimension	Reach	Clicks
1	Wildfire Awareness Month Tip- If you're visiting Spanish Peaks (2024-05-06)	619	4
2	Savor your meals with a view! ☺️ Patio season is here in (2024-05-23)	340	3
3	Celebrate Mother's Day in Spanish Peaks Country! 🌸 Treat the (2024-05-12)	293	5
4	This year, as the fish start to bite in waters across the state, (2024-05-16)	291	2
5	Get your reels ready for 2024's Fishing Season Kick-Off! 🎣 (2024-05-31)	283	1

All Time (Aug 10, 2021 - Feb 1, 2025)

Followers by Gender



Organic Social

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7/1 – July Events

July is bursting with excitement in #SpanishPeaksCountry! Mark your calendars for our First Friday Art Walk on July 5th. Stroll through the vibrant Walsenburg, Cuchara, and La Veta Farmers Markets to discover fresh produce, homemade goodies, and unique crafts. Stay tuned for more updates on all our July events! 🌸 🍌 🥕

<https://spanishpeakscountry.com/spc-events/month/2024-07/>

#JulyInSpanishPeaks



7/4 – Independence Day

We hope you're enjoying a mouth-watering barbecue with your friends and family, soaking up the sun and creating unforgettable memories!

🍔🌞 Whether you're grilling in your backyard, picnicking in the park, or camping in the great outdoors, we want to share in your celebrations. Snap some photos of your festive gatherings and tag us to show off your patriotic pride. Let's fill this day with joy, laughter, and the spirit of freedom.

Have a safe and joyous
#IndependenceDay! 🌟🌟

#SpanishPeaksCountry



7/4 – Independence Day Alt.

We hope you're enjoying a mouth-watering barbecue with your friends and family, soaking up the sun and creating unforgettable memories!

🍔☀️ Whether you're grilling in your backyard, picnicking in the park, or camping in the great outdoors, we want to share in your celebrations. Snap some photos of your festive gatherings and tag us to show off your patriotic pride. Let's fill this day with joy, laughter, and the spirit of freedom. Have a safe and joyous #IndependenceDay! 🎆🎇

#SpanishPeaksCountry



7/9 – Famer’s Markets

Find something delightful at our upcoming #FarmersMarkets! 🌽🍓🧀

Hosted in La Veta, Cuchara, and Walsenburg, each Farmers Market features unique fare you can’t find anywhere else.

See our calendar of events for more information:

<https://spanishpeakscountry.com/spc-events/month/2024-07/>

#ShopLocal #SpanishPeaksCountry

FARMERS MARKETS

SPANISH
PEAKS
COUNTRY



THURSDAYS 3-5PM

La Veta
310 S Main St.
La Veta, CO

Cuchara
946 Panadero Ave
La Veta, CO

FRIDAYS 4-6PM

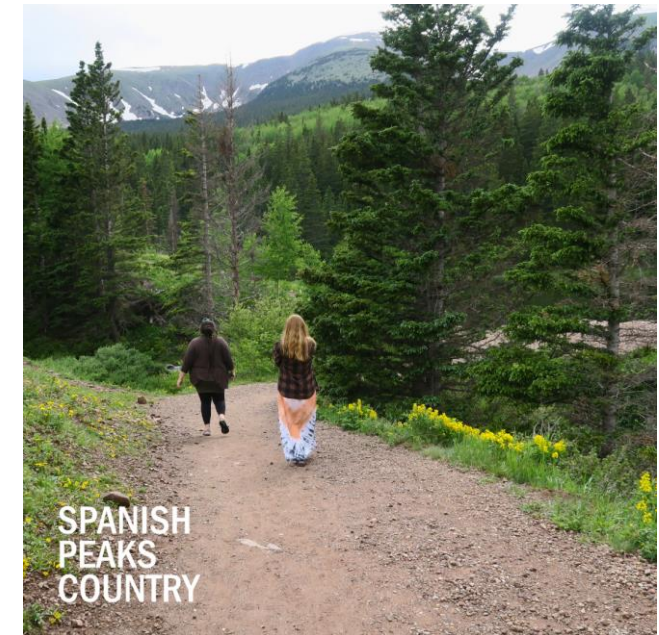
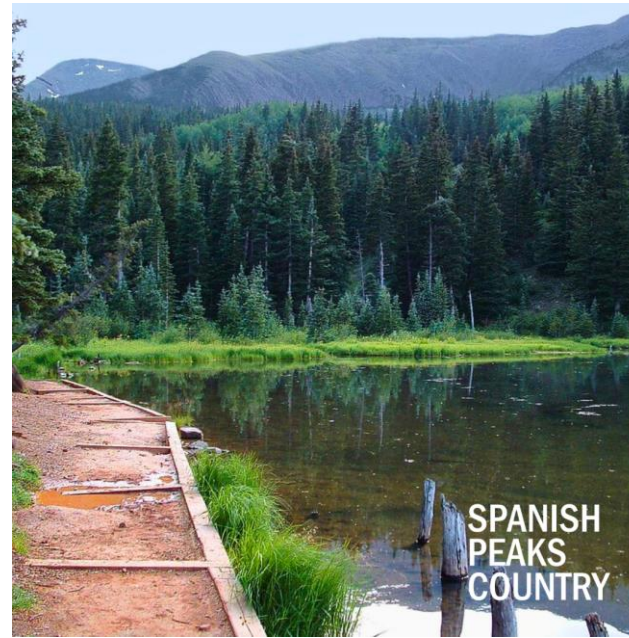
Walsenburg
400 Main St.
Walsenburg, CO

SUNDAYS 12-2PM

6/12 – Summertime Getaway

Ready for a summertime escape? #SpanishPeaksCountry offers the perfect retreat with our stunning landscapes and welcoming communities. Whether you're hiking through serene trails, fishing in crystal-clear lakes, or simply soaking up the sun, memories are made here.

Plan your visit and experience the ultimate summer vacation with unforgettable memories awaiting at every turn. 🌞🏡
#SummertimeInSpanishPeaks



7/15– New Facebook Page

We're excited to announce the launch of our new Facebook page @VisitSpanishPeaksCountry! 😊 Follow our new page for the latest news, events, and breathtaking photos.

#VisitSpanishPeaksCountry

Visit
SPANISH
PEAKS
COUNTRY

7/17– Wildlife Wednesday

Experience the natural wonders of Spanish Peaks Country on Wildlife Wednesday! From majestic elk grazing in meadows to eagles soaring high above, nature enthusiasts will be in awe. Share your wildlife photos with us and join in celebrating the incredible beauty of our region. 🦅 🦌

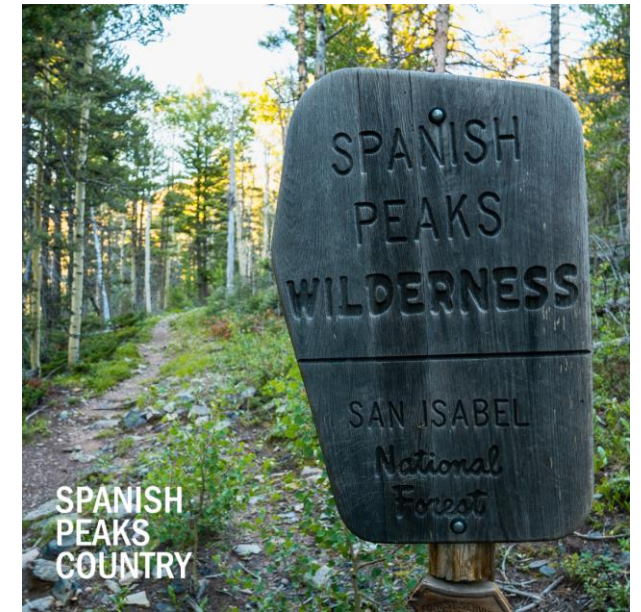
#WildlifeWednesday
#SpanishPeaksCountry



7/21– Reasons to Visit

Why visit Spanish Peaks Country? The reasons are endless! From the picturesque hiking trails and prime fishing spots to the rich cultural heritage and vibrant local markets, there's something for every adventurer and traveler. Whether you're an outdoor enthusiast or a lover of arts and history, #SpanishPeaksCountry offers an unforgettable experience. Pack your bags and dive into the beauty and charm of our beloved region. 🏞️🎣

Explore your half-day itinerary here, or look to our Experiences tab for full-day, multi-day, and scenic drive itineraries!
<https://spanishpeakscountry.com/half-day-itineraries/>



7/24– Hiking

Strap on your hiking boots and explore the diverse trails in Spanish Peaks Country. With paths ranging from easy strolls to rigorous climbs, hikers of all abilities can find their perfect adventure. Encounter hidden gems and sweeping views that will take your breath away.

Don't forget to snap some photos along the way and share the wonders you discover! 🥾 🌲

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

#SpanishPeaksCountry



7/29– Fishing

Spanish Peaks Country is a paradise for fishing enthusiasts. Our pristine lakes and rivers are teeming with a variety of fish, offering a serene backdrop for your perfect catch. 🌈
Enjoy a peaceful day on the water, surrounded by the tranquil beauty and wildlife of the region.

Learn more:

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

#SpanishPeaksCountry



Public Relations

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McKinstry Ribbon Cutting

- Ribbon cutting and tour for the new solar panels for the County
- We would like to include the boards commitment to sustainable tourism in the Public Relations efforts.
 - One sheeter on Care for Colorado Coalition
 - Sustainable local business' and activites
 - Tourism guide in press packet
- We are also going to see if any media would be interested in other stories while they're down here.



Website Events

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Events

- Need details on the following events will add to the calendar:
 - July 4th – Cuchara Independence Day Parade
 - July 5th – First Friday Art Walk in La Veta – La Veta Creative District
 - July 6th – La Veta Independence Day Parade
 - July 6th & 7th – Art in the Park in La Veta
 - New! July 13th – 2nd Annual Car, Truck, and Motorcycle Show at the Spanish Peaks Veterans Community Living Center
 - July 19th – 3rd Annual Movie On the Mountain At the Cuchara Mountain Park
 - July 19th – 28th – Summer Musical “Monty Python’s Spamalot” at FCPA
 - July 20th – Cuchara Valley Archery Shoot at the Cuchara Mountain Park
 - July 27th – Francisco Fort Day in La Veta
 - August 3rd – Cuchara Valley Archery Shoot at the Cuchara Mountain Park
 - August 10th – Stonewall Century Ride
 - August 17th – Vintage Trailer Rally at La Veta Pines
 - August 17th – Woolly Huerfano – History of Sheepherding at Francisco Fort in La Veta
 - August 22nd – 25th – Summer Melodrama and Olio “The Adventures of Cyclone Malone: The Wattalottawatta River Pirates” at FCPA
 - August 31st – BATIK USA Art Show



THANK YOU

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