

Spanish Peaks Country

May Board Meeting 2024



Play to win.

Reporting

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Feb 1 - Apr 30 (rolling)

Total Page Likes

0

Last Month (Apr 1 - 30)

Post Engagements

195

Last Month (Apr 1 - 30)

Post Reach
3,659



Last Month (Apr 1 - 30)

Page Engagements



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

Followers by Gender



This Quarter (Apr 1 - Jun 30)

Page Summary

Metric	Value
Page Reach	5,446
Page Impressions	6,370
Page Engagements	-
Unique Page Clicks	111
Page Reactions	-
Comments	-
Shares	-
3-Second Video Views	0

Last Month (Apr 1 - 30)

Top Posts

Post	Value
As the warmth of May unfurls across Spanish Peaks, our hibernating (2024-04-17)	1,595
The Spanish Peaks are named after the early Spanish explorers (2024-04-30)	635
National Park Week is April 20-28 and it kicks off with free (2024-04-15)	432
Celebrate this year's International Dark Sky Week by immersing (2024-04-05)	313
April showers bring May flowers and they are also crucial for (2024-04-07)	292
Happy Earth Day! 🌍 Learn more about the 7 Leave No Trace Principles (2024-04-22)	274
Join us for a free social ride hosted by Spanish Peaks Country (2024-04-11)	241

All Time (Aug 9, 2021 - Apr 8, 2025)

Followers by Age Groups

Age Group	Value
13-17	1
18-24	37
25-34	335
35-44	712
45-54	834
55-64	835
65+	920

Last Month (Apr 1 - 30)

Campaign Performance

Dimension	Impressions	vs prev	Clicks	vs prev	CTR by Campaign	vs prev
HUERFANO COUNTY - Front Range	8,046	▼ 48%	234	▼ 53%	2.91%	▼ 9.32%
HUERFANO COUNTY - Out Of State	5,876	▲ 322%	147	▲ 56%	2.5%	▼ 62.98%
HTOUR - Display	36,900	▼ 34%	95	▼ 23%	0.26%	▲ 17.9%
HUERFANO COUNTY	5,555	▼ 64%	162	▼ 67%	-	

Last Month (Apr 1 - 30)

Impressions

50,822 ▼ 30% vs previous period (73,118)



Last Month (Apr 1 - 30)

Clicks

476 ▼ 33% vs previous period (711)



Last Month (Apr 1 - 30)

CTR

0.94% ▼ 3.68% vs previous period (0.97%)



Last Month (Apr 1 - 30)

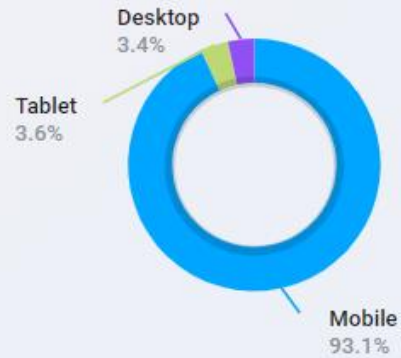
Bounce Rate

79.4%

▲ 1.39% vs previous period (78.3%)

Last Month (Apr 1 - 30)

Clicks by Device



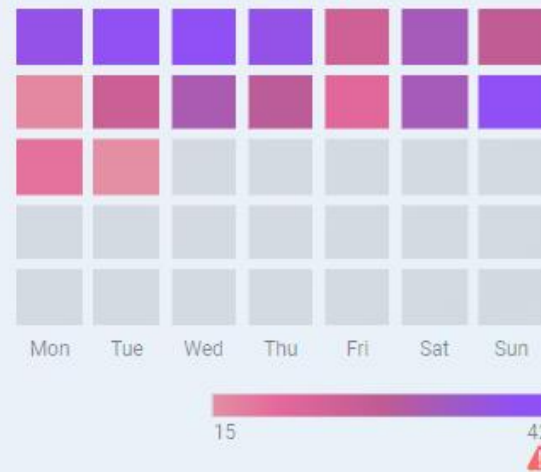
Last Month (Apr 1 - 30)

Conversions by Device



Last Month (Apr 1 - 30)

Clicks by Day



Organic Social

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June 1 - Free Fishing Weekend

Free Fishing Weekend is June 1st and 2nd! 🎣 Come find your new favorite fishing spot in #SpanishPeaksCountry.

Learn more:

<https://cpw.state.co.us/thingstodo/Pages/Free-Fishing-Day.aspx>



6/4 - Culture/Shopping

Whenever you purchase from a small business, they do a happy dance. 😊

From unique artisan crafts to traditional southwestern jewelry, our local shops are brimming with one-of-a-kind finds. Stroll through the farmers market, indulge in local cuisine, find the perfect gift, and immerse yourself in the warmth of our community. 🎨🍴

Check out shopping in Cuchara, La Veta, and Walsenburg here:

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

#SpanishPeaksCountry #SupportLocal



6/9 - Hiking trails

Adventure awaits on the trails of Spanish Peaks Country! For those who yearn to lace up their hiking boots and explore, we offer a network of trails winding through breathtaking landscapes. From leisurely walks in the aspen-laden woods to challenging ascents up high mountain peaks, there's a trail for every skill level.

Find your next hiking adventure here:

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

#SpanishPeaksCountry #SummerHikes



6/13 – Star Gazing

#SpanishPeaksCountry allows you to experience the awe-inspiring beauty of the cosmos from one of the best viewing spots in Colorado. Share your photos with us, and find your stargazing spot here: <https://spanishpeakscountry.com/stargazing/>

#RockyMountainStars



6/16 - Father's Day - Carousel

Celebrate Dad with an adventure in the mountains! Whether he's into hiking, camping, biking, golfing, or fishing, #SpanishPeaksCountry has it all. Make lasting memories with Dad in the great outdoors. 🏡

Plan your perfect #FathersDay here:
<https://spanishpeakscountry.com/>



6/20 - TravelStorys app feature - Carousel

Did you know? You can explore #SpanishPeaksCountry like never before with free, self-guided audio tours.

Whether you're driving the scenic Highway of Legends or walking through historic Walsenburg, La Veta, and Cuchara, enrich your adventure with fascinating stories and insights. 📱

Explore all our tours from @TravelStorysGPS here:

<https://spanishpeakscountry.com/audio-tours/>

#TravelStorysApp



6/23 - Fishing Season Photo Share

Calling all anglers! Show off your best catches and scenic fishing spot photos from #SpanishPeaksCountry with us. 🐟

#FishingSeason



6/27 - Summer Getaway

Looking for a picturesque summer getaway close to Colorado Springs, Denver, and Pueblo?

#SpanishPeaksCountry offers a world of adventure right in your own backyard. 🏔️

Get back to some place new!

#ColoradoStaycation



6/30 - Care for Colorado

When you're out exploring, remember to pack in/pack out and follow Leave No Trace principles. Together, we can protect the beauty and wilderness of our home. 🌲

Keeping #SpanishPeaksCountry pristine for all will ensure the beauty of our area is available for future generations to enjoy and cherish.

Read more here:

<https://oedit.colorado.gov/care-for-colorado>

#CareForColorado



Community Presentations

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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
 - Be Legendary Marketing Pieces
 - Gravel Adventure Field Guides
 - Visitors Guides
 - Hashtags
- Community Tourism Survey





Assets


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THANK YOU

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