



VISIT
ESTES PARK
VisitEstesPark.com

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VISIT ESTES PARK PARTNERS WITH ESTES PARK VACATIONLAND

Estes Park, Colo. (September 2021) – Visit Estes Park (VEP) has partnered with *Estes Park Vacationland*, a GuestGuide Publication, to provide both in market and planning guests with the information they need to have the best experience possible while in town.

The partnership will produce a better-than-ever 2022-2023 *Estes Park Vacationland* that meets the needs of guests both in town and those who are planning vacations to the area. Publisher Susie Masterson will continue to publish *Vacationland*. “GuestGuide has a reputation for publishing high-quality guidebooks with up-to-date information presented in a casual and fun manner,” said Masterson. “In this new partnership, I will continue to work closely with Rocky Mountain National Park, the US Forest Service, The Town of Estes Park, local experts, my advertisers, and now Visit Estes Park, to ensure the editorial is accurate, timely and meets the needs of these two audiences.”

Vacationland will see an increase in distribution as Visit Estes Park will mail copies of it to guests planning visits to the destination rather than the organization’s *Official Visitors Guide*. VEP’s *Official Visitors Guide* will be discontinued in 2022. *Vacationland* will continue to be available around Estes Park and at Colorado Welcome Centers across the state.

“We’re really excited to join forces with *Estes Park Vacationland*. When I learned of the publication, I realized partnering with Susie was an opportunity to take advantage of the fantastic product she already produces while funneling our resources and budget to a local entity,” said Kara Franker, CEO of Visit Estes Park. “*Estes Park Vacationland* is the oldest publication of its kind in the country. And it’s a good publication. We don’t need to recreate the wheel.”

Advertisers will continue to work with Masterson to purchase space in the publication and existing contracts will be honored. Masterson will begin reaching out to current and potential advertisers this week.

Contact Masterson to inquire about advertising in next year’s *Vacationland*:
susie@guestguidepublications.com or 303-324-4540.

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