

Media Contact:
Heidi Barfels
heidi@visitestepark.com

Claire Molle
claire@visitestepark.com

VISIT ESTES PARK WELCOMES CHIEF STRATEGY OFFICER CINDY MACKIN

Estes Park, CO – (April 8, 2024) – Visit Estes Park (VEP) has announced Cindy Mackin as its new Chief Strategy Officer, effective April 22, 2024.

In her new position, Mackin will lead the strategic planning and execution of tourism initiatives at Visit Estes Park, including destination development, domestic and international sales, and community engagement efforts. She will develop and implement tourism strategies to increase year-round visitation and visitor spending, advocate for new visitor experiences and events, identify funding opportunities for destination development initiatives and provide strategic counsel to stakeholders.

"Cindy's extensive experience in strategic planning, combined with her enthusiasm and love for northern Colorado and Estes Park, makes her an exceptional choice for this position," said Kara Franker, Chief Executive Officer of Visit Estes Park. "I am so excited to have her on board and am confident that her work will drive Visit Estes Park towards new heights of success."

Mackin brings 25 years of experience in the tourism industry to her new role, most recently leading Visit Loveland since 2012. She has been recognized with several awards, including the 2016 Colorado Tourism Office Governor's Award, 2018 PRSA Business Person of the Year, and 2020 BizWest Woman of Distinction. She has also obtained her Certified Destination Management Executive (CDME) designation through Destinations International.

"I am honored to join the Visit Estes Park team and contribute to the continued growth and success of this incredible destination," said Cindy Mackin, Chief Strategy Officer of Visit Estes Park. "Estes Park holds a special place in the hearts of visitors and residents alike, and I am excited to work with the VEP staff and its stakeholders to enhance the visitor experience."

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Cindy Mackin's headshot can be downloaded [here](#). Courtesy of Visit Estes Park.

About Visit Estes Park

Visit Estes Park is the official Destination Marketing Organization for Estes Park, Colorado. A Destinations International (DI) accredited DMO, Visit Estes Park's mission is to drive sustainable year-round economic growth by encouraging visitor demand. Estes Park, just 90 minutes from Denver, is the basecamp for Rocky Mountain National Park offering outdoor experiences, activities, dining, shopping and an environment that is welcoming and approachable. Known for world-class adventure, resident wildlife and scenic beauty, Estes Park is Colorado's quintessential mountain town. To learn more, go to [visitestespark.com](https://www.visitestespark.com).