



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

**KEY PERFORMANCE INDICATORS**  
Year-to-Date data through the month of:  
**June 2017**

	Month Data Collected	Year to Date 2015	Year to Date 2016	Year to Date 2017	Percent Change 2017 vs. 2016
<b>OVERALL PERFORMANCE</b>					
	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Visit Estes Park (VEP) Lodging Tax	June	\$ 593,138.33	\$ 707,637.62	\$ 773,865.69	9.36%
Seasonal VEP Lodging Tax (most recent)	Spr: Mar-May	-	\$ 253,807.42	296,333.15	16.76%
Media Impressions	June	496,387,889	174,818,358	270,554,320	54.76%
PR Value	June	\$ 5,703,381.00	\$ 2,267,589.05	\$ 1,266,364.79	-44.15%
Average PR Points Per Article	June	59.00	66.53	60.13	-9.62%
<b>VISITESTESPARK.COM WEBSITE PERFORMANCE</b>					
	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Sessions	June	670,127	822,241	938,466	14.14%
Users	June	493,129	620,880	724,647	16.71%
Page Views	June	2,185,929	2,072,638	2,104,134	1.52%
Average Pages Per Session	June	3.26	2.56	2.22	-13.28%
Average Session Duration (minutes)	June	4.37	3.42	2.50	-26.90%
JackRabbit Lodging Referrals	June	272,606	270,480	260,983	-3.51%
<b>OTHER CONSUMER ENGAGEMENT</b>					
	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Digital Official Visitor Guide (OVG) Unique Readers	June	6,169	6,741	5,974	-11.38%
Digital OVG Page Views	June	310,953	312,596	291,184	-6.85%
Digital OVG Average Visit Duration (minutes)	June	7.28	6.37	7.11	11.64%
Marketing eNewsletter Subscribers Total: 41,640	June	7,125	5,499	3,176	-42.24%
Facebook Followers Total: 123,398	June	3,886	7,299	12,143	66.37%
Instagram Followers Total: 20,992	June	1,752	4,434	3,069	-30.78%
Print Visitor Guides Mailed to Households	June	30,383	26,530	34,200	28.91%
<b>OTHER COMMUNITY BAROMETERS</b>					
	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Town of Estes Park: Total Sales Tax*	June	\$ 4,499,386.04	\$ 4,873,905.85	\$ 5,185,329.89	6.39%
Town Sales Tax: Lodging	June	\$ 1,220,015.41	\$ 1,287,831.53	\$ 1,543,244.85	19.83%
Town Sales Tax: Dining**	June	\$ 807,291.03	\$ 923,602.24	\$ 944,578.97	2.27%
Town Sales Tax: Retail	June	\$ 802,214.72	\$ 860,684.69	\$ 813,875.49	-5.44%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	June	-	157	1,528	873.25%
Stakeholder eNewsletter Subscribers Total: 397	June	-	83	50	-160.24%
Town Visitor Center: Visitor Count	June	131,533	141,243	114,383	-19.02%
RMNP Recreational Visitor Count	June	1,303,822	1,472,210	1,502,373	2.05%

\*On July 1, 2014, the Town sales tax rate increased by 1% for a period of 10 years.

\*\*Dining receipts reflect restaurants and liquor, excluding grocery stores (e.g., Safeway) and other food-related tax receipts.

**ROCKY MOUNTAIN LODGING REPORT**

<b>Lodging Occupancy: Monthly Change</b>				<b>Average Lodging Rate: Monthly Change</b>			
Occupancy in	June	2016	81.70%	Average Rate in	June	2016	\$ 196.07
Occupancy in	June	2017	78.40%	Average Rate in	June	2017	\$ 215.48
Difference in	June	2017	-3.30%	Difference in	June	2017	\$ 19.41
<b>Lodging Occupancy: Year-to-Date Change</b>				<b>Average Lodging Rate: Year-to-Date Change</b>			
YTD Occupancy	June	2016	43.70%	YTD Avg. Rate	June	2016	\$ 159.90
YTD Occupancy	June	2017	44.00%	YTD Avg. Rate	June	2017	\$ 178.99
YTD Difference	June	2017	0.30%	YTD Difference	June	2017	\$ 19.09

## Notes:

*(Italics represent new performance explanation language.)*

**Visit Estes Park Lodging Tax:** *The total received in the month of June was 8.57% higher than last year. When adjusted for late and missing payments, the difference is estimated to be 10.18% higher than last year. The total received year-to-date (YTD) through June 2017 is up 9.36% compared to the same six-month YTD period last year. Adjusting for late and missing payments, the YTD change is estimated to be up about 9.71%. For the spring season, defined as March through May, lodging taxes were up 16.76% compared to the same season last year. Adjusting for late and missing payments, the spring season is estimated to be up 6.95%.*

**Media Impressions, PR Value, and PR Points:** *Media Impressions continue to outpace 2016 and are currently 54.76% better than a year ago. While PR Value is down, it continues to improve each month. With the assistance of Turner PR, there were a total of 8 published articles featuring Estes Park in June, 3 print and 5 online. Of note, USA Today's article "Summer road trips: Set out for All-American Roads" garnered the greatest media impressions, while Better Home & Gardens' article "Weekend Getaways" brought in the greatest PR Value by far. In May, a total of 11 articles were published, 5 print and 6 online. Of note was an article by Thrillist called "Every Outdoor Spot You Need to Visit," which had a reach of 6,413,864 and Travel + Leisure, "Best Places to Travel," which had a reach of 2,825,244.*

**Website Sessions, Users, and Page Views:** Overall sessions, users, and page views are up, due in large part to an increase in organic search, referral and social traffic. These numbers have continued to stay above industry average.

**Pages Per Session and Session Duration (average):** Pages per session and session duration are down, as users find what they're looking for faster, or are served the content they are looking for *directly*.

**JackRabbit Lodging Referrals:** While lodging referrals are down, engagement on the results page is up. Overall, the number of searches for lodging on the site is down, but we've seen 40% more referrals per search, meaning we are having higher-quality searches for lodging on the site. In March of 2016, Jackrabbit changed how they track the "Search" metric. It no longer includes abandoned searches that do not let the page fully load. The metric for 2016 includes 2 months of these types of searches.

**Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households:** The digital visitor guide is still down in unique readers and pageviews. The Digital Guide is up *31.20% for average visit duration of new readers over the same month last year, and it is up 11.64% for the year*. This means that fewer people are opening our digital visitor guide, but the ones that do are staying much longer. *The new readers viewed an average 45.88 pages of the Digital Visitor Guide in the month of June*. According to our hosting vendor for the digital guide we still have up to double the traffic to our digital visitor guide when compared to other organizations of equal size. They also stated that our raw traffic data is comparable with many of their much larger organizations. Our printed visitor guide requests mailed to individual households *made a jump in the month of May due to the addition of data from the request form directly on the VEP site*. The number of guides mailed from leads in the month of June (3982) was added to the total number of guides mailed directly from our website in June (1910). *The increase in June over previous months is likely due to the start of the peak season and it is expected to start tapering off in the second half of the year based on previous years.*

**Marketing eNewsletter Subscriber Growth:** The organic growth is substantial enough that we don't feel the need to implement paid advertising to force increased growth, *which has been done in past years*. *The open rate hovers right around industry average (~22%, which is over 10,000 unique opens), while the click rate is nearly double the industry average, which shows people are not just reading the newsletter, but interacting with the newsletter by clicking links and heading to the website for more information.*

**Facebook Followers:** *The Facebook audience continues to grow as the summer campaign is retargeting users who interacted with a video, and organic content continues to show good engagement with Wildlife Wednesday, Fan Photo Friday along with video and blog content.*

**Instagram Followers:** The Instagram account continues to grow, but not as quickly as the prior year. In 2017 Instagram has aggressively rolled out their algorithm that is similar to Facebook. Prior to this algorithm, Instagram would show content in the order it was posted, now it *leverages user information to push content toward what the user has been interacting with*.

**VEP Lead Responses:** Beginning January 1, 2017, all Official Visitor Guide Request Leads are being included in the total count, which explains the drastic increase. Group leads originate from VisitEstesPark.com reunions, weddings, and meeting pages where guests complete a form. VEP considers a group to be 14 people or more. Group forms are also distributed by Visitor Center staff for walk-ins. In addition, VEP is including leads from the EP Wedding Association starting in October of 2016. Visitor Guide Leads are generated on the VEP website by a guest requesting their information to be shared with participating businesses. *Increase in Visitor Guide request leads because guests were planning their summer vacations.*

**Stakeholder eNewsletter Subscribers:** The total number of subscribers continues to grow. The count includes the total since the beginning and the year-to-date change compared to the previous year.

**Visitor Center - Visitor Count:** The Visitor Center installed new counting technology this year, which could affect the count compared to last year.

**RMNP Visitation:** *Visitation to RMNP continues to grow but at a slower rate compared to recent years*.