



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

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

	Month Data Collected	Year to Date 2015	Year to Date 2016	Year to Date 2017	Percent Change 2017 vs. 2016
OVERALL PERFORMANCE	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Visit Estes Park (VEP) Lodging Tax	August	\$ 1,319,635.13	\$ 1,464,196.57	\$ 1,547,896.34	5.72%
Seasonal VEP Lodging Tax (most recent)	Sum: Jun-Aug	-	\$ 1,085,182.10	1,130,809.89	4.20%
Media Impressions	August	598,695,817	325,807,324	389,981,452	19.70%
PR Value	August	\$ 6,660,993.00	\$ 3,679,844.96	\$ 2,385,787.17	-35.17%
Average PR Points Per Article	August	54.70	66.95	63.85	-4.63%
VISITESTESPARK.COM WEBSITE PERFORMANCE	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Sessions	August	1,017,347	1,231,925	1,508,844	22.48%
Users	August	748,903	925,957	1,108,841	19.75%
Page Views	August	3,360,395	3,100,333	3,215,844	3.73%
Average Pages Per Session	August	3.30	2.43	2.09	-13.99%
Average Session Duration (minutes)	August	4.45	3.27	2.38	-27.22%
JackRabbit Lodging Referrals	August	457,028	428,681	414,514	-3.30%
OTHER CONSUMER ENGAGEMENT	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Digital Official Visitor Guide (OVG) Unique Readers	August	9,071	9,923	8,615	-13.18%
Digital OVG Page Views	August	463,831	464,101	418,558	-9.81%
Digital OVG Average Visit Duration (minutes)	August	7.23	6.35	7.18	12.99%
Marketing eNewsletter Subscribers Total: 43,000	August	9,431	8,287	5,252	-36.62%
Facebook Followers Total: 134,458	August	5,899	10,530	23,203	120.35%
Instagram Followers Total: 21,969	August	2,820	6,597	4,046	-38.67%
Print Visitor Guides Mailed to Households	August	38,841	35,068	43,972	25.39%
OTHER COMMUNITY BAROMETERS	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Town of Estes Park: Total Sales Tax*	August	\$ 8,138,408.25	\$ 8,872,360.46	\$ 9,351,506.24	5.40%
Town Sales Tax: Lodging	August	\$ 2,522,193.79	\$ 2,642,489.56	\$ 2,976,572.85	12.64%
Town Sales Tax: Dining**	August	\$ 1,508,170.40	\$ 1,682,374.09	\$ 1,747,767.97	3.89%
Town Sales Tax: Retail	August	\$ 1,528,213.62	\$ 1,595,667.06	\$ 1,544,381.84	-3.21%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	August	-	179	1,955	992.18%
Stakeholder eNewsletter Subscribers Total: 1,058	August	-	5	29	680.00%
Town Visitor Center: Visitor Count	August	281,007	324,493	278,631	-14.13%
RMNP Recreational Visitor Count	August	2,927,827	3,157,565	3,170,476	0.41%

*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

Lodging Occupancy: Monthly Change				Average Lodging Rate: Monthly Change			
Occupancy in	August	2016	76.10%	Average Rate in	August	2016	\$ 213.82
Occupancy in	August	2017	78.60%	Average Rate in	August	2017	\$ 230.19
Difference in	August	2017	2.50%	Difference in	August	2017	\$ 16.37
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	August	2016	54.90%	YTD Avg. Rate	August	2016	\$ 188.60
YTD Occupancy	August	2017	56.10%	YTD Avg. Rate	August	2017	\$ 205.09
YTD Difference	August	2017	1.20%	YTD Difference	August	2017	\$ 16.49

Notes:

(Italics represent new performance explanation language.)

Visit Estes Park Lodging Tax: *The total in the month of August was 8.07% higher than last year. When adjusted for late and missing payments, the difference is estimated to be 9.48% higher than last year. The total received year-to-date (YTD) through August 2017 is up 5.72% compared to the same eight-month YTD period last year. Adjusting for late and missing payments, the YTD change is estimated to be up about 6.15%. For the summer season, defined as June through August, lodging taxes were up 4.2% compared to the same season last year. Adjusting for late and missing payments, the summer season is estimated to be up 9.48%.*

Media Impressions, PR Value, and PR Points: *Media impressions are 19.7% higher than 2016, a trend that we have shown all year. While PR Value and Average PR points are down, it continues to improve. In August, Published Media Hits included 26 print, 12 online and 8 social articles. Of note, the USA Today article, "Coolest Campsite Ever: Hanging off a Cliff" was a result of hosting writer Sarah Sekula in June of this year and was syndicated to 24 other outlets. In addition, the Sunset Magazine and Online article, "2017 Travel Stars" chose Estes Park as the best basecamp and was a result of proactively pitching the editors of the publication for this specific opportunity. Media Impressions continue to outpace 2016 and are currently 27.58% higher than a year ago. While PR Value is down, it continues to improve each month. With the assistance of Turner PR, we have hosted 7 individual media visits thus far this year. There were a total of 6 published articles featuring Estes Park in July, 2 print and 4 online. Of note, Huffington Post's article "Nine Colorful Characters Who Made History in Colorado's Estes Park" as well as The Washington Post's (print and online) article "What you need to know before returning to tourist sites after disasters" garnered the greatest media impressions, while Endless Vacations' article "America's 13 Spookiest Towns" brought in the greatest PR Value. Overall, we are on target to meet our year-end goals, with many confirmed upcoming articles and press visits.*

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. At the 2017 Colorado Governor's Tourism Conference, Miles Media shared that DMO websites are struggling as they're competing with the increasingly comprehensive Google Knowledge Grid.*

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 started strong in 2017, but is still down in unique readers and pageviews. The Digital Guide is up 31.72% for average visit duration of new readers over the same month last year, and it is up 12.99% 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 41.34 pages of the Digital Visitor Guide in the month of August. 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 including some retail catalogs. Our printed visitor guide requests mailed to individual households made such a huge jump in the month of May due to the addition of the data from the request form directly on the VEP website. The number of guides mailed from leads in the month of August (2,923) was added to the total number of guides mailed directly from our website in August (1,183) for a total of 4,106. The slight decrease of guides mailed to households over previous months is expected, according to previous year's patterns. We expect this to continue until January when the new guide is released, and people begin planning their vacations for the year.*

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 and 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. The increase in Visitor Guide request leads is because guests were planning their summer vacations. *The decrease in leads is due to back-to-school season; guests are no longer in the vacation planning mode.*

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.