



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-to-Date data through the month of:
November 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	November	\$ 1,843,112.61	\$ 1,995,844.42	\$ 2,197,055.61	10.08%
Seasonal VEP Lodging Tax (most recent)	Fall: Sept-Nov	-	\$ 531,647.85	649,159.27	22.10%
Media Impressions	November	884,046,138	506,893,137	568,201,864	12.10%
PR Value	November	\$ 9,718,373.00	\$ 5,629,187.16	\$ 2,964,697.97	-47.33%
Average PR Points Per Article	November	53.60	65.46	62.76	-4.12%
VISITESTESPARK.COM WEBSITE PERFORMANCE	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Sessions	November	1,355,438	1,616,285	1,911,507	18.27%
Users	November	1,005,560	1,214,105	1,415,490	16.59%
Page Views	November	4,294,551	3,964,447	4,079,107	2.89%
Average Pages Per Session	November	3.17	2.24	2.13	-4.91%
Average Session Duration (minutes)	November	4.24	2.36	2.15	-8.90%
JackRabbit Lodging Referrals	November	562,602	519,324	504,740	-2.81%
OTHER CONSUMER ENGAGEMENT	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Digital Official Visitor Guide (OVG) Unique Readers	November	10,793	11,893	10,298	-13.41%
Digital OVG Page Views	November	547,686	553,061	499,348	-9.71%
Digital OVG Average Visit Duration (minutes)	November	7.08	6.42	7.17	11.68%
Marketing eNewsletter Subscribers Total: 43,062	November	11,322	9,719	5,314	-45.32%
Facebook Followers Total: 138,865	November	17,714	13,107	27,610	110.65%
Instagram Followers Total: 23,774	November	4,870	8,280	5,851	-29.34%
Print Visitor Guides Mailed to Households	November	44,710	41,348	50,456	22.03%
OTHER COMMUNITY BAROMETERS	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Town of Estes Park: Total Sales Tax*	November	\$ 11,455,549.20	\$ 12,325,576.00	\$ 13,033,299.23	5.74%
Town Sales Tax: Lodging	November	\$ 3,530,082.21	\$ 3,696,552.81	\$ 4,208,898.85	13.86%
Town Sales Tax: Dining**	November	\$ 2,113,020.35	\$ 2,382,779.88	\$ 2,447,955.89	2.74%
Town Sales Tax: Retail	November	\$ 2,150,939.76	\$ 2,279,395.26	\$ 2,233,478.53	-2.01%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	November	-	252	2,814	1016.67%
Stakeholder eNewsletter Subscribers Total: -	November	-	10	8	180.00%
Town Visitor Center: Visitor Count	November	404,316	464,192	385,193	-17.02%
RMNP Recreational Visitor Count	November	4,062,134	4,425,753	4,324,385	-2.29%

*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	November	2016	34.10%	Average Rate in	November	2016	\$ 159.75
Occupancy in	November	2017	34.10%	Average Rate in	November	2017	\$ 156.40
Difference in	November	2017	0.00%	Difference in	November	2017	\$ (3.35)
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	November	2016	56.20%	YTD Avg. Rate	November	2016	\$ 187.84
YTD Occupancy	November	2017	56.90%	YTD Avg. Rate	November	2017	\$ 201.43
YTD Difference	November	2017	0.70%	YTD Difference	November	2017	\$ 13.59

Notes:

(Italics represent new performance explanation language.)

Visit Estes Park Lodging Tax: *The total received in the month of November was 2.78% higher than last year. When adjusted for late and missing payments, the difference is estimated to be 7.31% higher than last year. The total received year-to-date (YTD) through November 2017 is up 10.08% compared to the same 11-month YTD period last year. Adjusting for late and missing payments, the YTD change is estimated to be up about 9.61%. For the fall season, defined as September through November, lodging taxes were up 22.1% compared to the same season last year. Adjusting for late and missing payments, the summer season is estimated to be up 7.31%.*

Media Impressions, PR Value, and PR Points: Media Impressions continue to outpace 2016. Working with TURNER, our PR partner, we had key media placements in November. *Of particular note was Chicago Parent's article, "Put this Picturesque Colorado Mountain Town on your Bucket List" that featured Estes Park.*

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 not only struggling to grow, but even maintain website traffic, 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 *slightly* down, as users find what they're looking for faster, or are served the content they are looking for directly. The decrease is also due, in part, to the increased use of mobile as a browsing device, where people are browsing more quickly on mobile, than desktop.

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 *0.81%* for average visit duration of new readers over the same month last year, and it is up *11.68%* 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 40.95 pages of the Digital Visitor Guide in the month of November.* 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 November (1,127) was added to the total number of guides mailed directly from our website in November (402) for a total of 1,529. The sharp decrease of guides mailed to households over previous months is expected, according to previous year's patterns. We expect this to continue until mid-January when the new guide is released.*

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 organic content continues to show good engagement with Wildlife Wednesday and Fan Photo Friday along with video, live, *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. *Most importantly, our Instagram photos show good engagement in the number of likes and comments on photos.*

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. Significant increase in Visitor Guide Requests, due to people planning their holiday vacations or early spring travels for 2018. *Decrease of all leads due to holiday season. During the holidays we do not see guests planning and implementing vacations. We do foresee guests discussing their 2018 plans while they are with their families and plan for lead generation to follow in the early months of 2018.*

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 is slower compared to recent years. The end of the centennials could have an impact.