

# ESTES PARK

2015 ANNUAL REPORT





**DEAR TOURISM  
PARTNERS AND  
COMMUNITY:**

**Growth...** 2015 was a year of growth and opportunity for our beautiful mountain village and Rocky Mountain National Park. With the largest increase in lodging tax revenues in the history of Visit Estes Park, we saw increased profitability throughout the entire valley. This development enabled us to be a stronger national competitor and significantly improve value for local tourism partners.

**New & Innovative...** We focused on new and innovative ways to market the destination, while allocating additional resources to the winter and spring seasons. These strategies were successful, despite our competitor destinations deploying their own aggressive marketing campaigns. As we continue our research-driven strategy to fine-tune our initiatives and maximize return on investment, we are confident that we can continue to develop a more balanced year-round economy.

**Partnerships...** This year's achievements were significantly enhanced by an increase in your partnerships with us and your engagement in VEP cooperative programs. Together, we move mountains. When the marketing of individual businesses and brands is in collaboration with that of the destination, our collective efforts are great and the impact is multiplied. This year, that collective impact has been greater than ever. Thank you for your participation and congratulations on your achievements!

**Responsibility...** With great success comes considerable responsibility. We will continue to reach out to the community and work with the Rocky Mountain National Park team in managing visitation to protect and preserve Estes and the Park. Visit Estes Park will continue to focus on enhancing the rich quality of life we all enjoy, while also meeting guest expectations. It's a fine balance that is constantly shifting, but we remain ever-so mindful of it.

**Brand...** We appreciate our partnerships with the Town of Estes Park, area associations and organizations. We are a close-knit community that is very devoted to being supportive of one another. We are fulfilled by being a part of this amazing community where we can share, help and support each other, while also extending this authentic hospitality to those who visit our mountain village. The Estes Park brand evolves from each and every one of you. Thank you for continuing to be such gracious hosts to everyone.

**Team...** I continue to be impressed with the dedicated and hard-working staff and board who devote an incredible amount of time and passion to ensuring we represent all of you and this destination to the best of our abilities. I look forward to what we will achieve with you in 2016.

Warm Regards,  
**Elizabeth Fogarty**, *Visit Estes Park President & CEO*

**2015 BOARD OF DIRECTORS**

The Visit Estes Park Board of Directors focuses on future growth and direction of the organization and destination, balancing the realities of the present with a vision for the future, while constantly examining new ways to increase the organization's effectiveness in achieving its vision, mission and goals. The Visit Estes Park Board consists of seven board members. Five are appointed by the Town of Estes Park and two are appointed by Larimer County.

**Bill Almond**, *Chair*  
Director of Marketing & Sales,  
YMCA of the Rockies  
Larimer County Appointee  
Term Ended 12/31/2015

**Karen Ericson**  
Owner, Serendipity  
Trading Company  
Town of Estes Park Appointee  
Term ends 12/31/2018

**Jon Nicholas**, *Vice Chair*  
President & CEO, Estes Park  
Economic Development Corp.  
Larimer County Appointee  
Term Ends 12/31/2016

**Steve Kruger**  
Manager, Solitude Cabins  
Town of Estes Park Appointee  
Term ends 12/31/2019

**Scott Webermeier**,  
*Secretary/Treasurer*  
Owner, National Park Village  
& EDC Board  
Town of Estes Park Appointee  
Term ends 12/31/2016

**Lynette Lott**  
Rocky Mountain Resorts  
& EALA Board  
(Left board 3/17/15 due to  
relocating outside District)

**Lindsay Lamson**  
Owner, Rocky Mountain  
Resorts & EALA & EDC Board  
Town of Estes Park Appointee  
Term ends 12/31/2018

**Adam Shake**  
Owner, Neanderthal  
Productions Social Media  
Consulting & EVPC Board  
Town of Estes Park Appointee  
Term ends 12/31/2017

**2015 TEAM**

**Elizabeth Fogarty**, *President & CEO*  
[efogarty@visitestespark.com](mailto:efogarty@visitestespark.com)

**Brooke Burnham**, *Director of Public  
Relations & Communications*,  
[bburnham@visitestespark.com](mailto:bburnham@visitestespark.com)

**Kellen Toulouse**, *Digital Communications  
Manager*, [ktoulouse@visitestespark.com](mailto:ktoulouse@visitestespark.com)

**Becky Gruhl**, *Partner & Group Development  
Manager*, [bgruhl@visitestespark.com](mailto:bgruhl@visitestespark.com)

**Suzy Blackhurst**, *Director of Operations*,  
[sblackhurst@visitestespark.com](mailto:sblackhurst@visitestespark.com)

**Michael Bodman**, *Office Manager*,  
[mbodman@visitestespark.com](mailto:mbodman@visitestespark.com)

**Adam Concannon**, *Content Coordinator*,  
[aconcannon@visitestespark.com](mailto:aconcannon@visitestespark.com)



WHO WE ARE



Visit Estes Park is responsible for progressively marketing the area as a favorite Colorado vacation destination. Visit Estes Park is one 200 accredited Destination Marketing Organizations in the world. Now seven years old, funding for this special governmental district primarily is derived from a two-percent

lodging tax collected on all short-term rentals (fewer than 30 days) in the Estes Park, Drake and Glen Haven areas.

MISSION—VISION—CORE VALUES

**Mission:** Attract guests to the District through effective and efficient destination marketing and management in order to drive year-round economic growth.

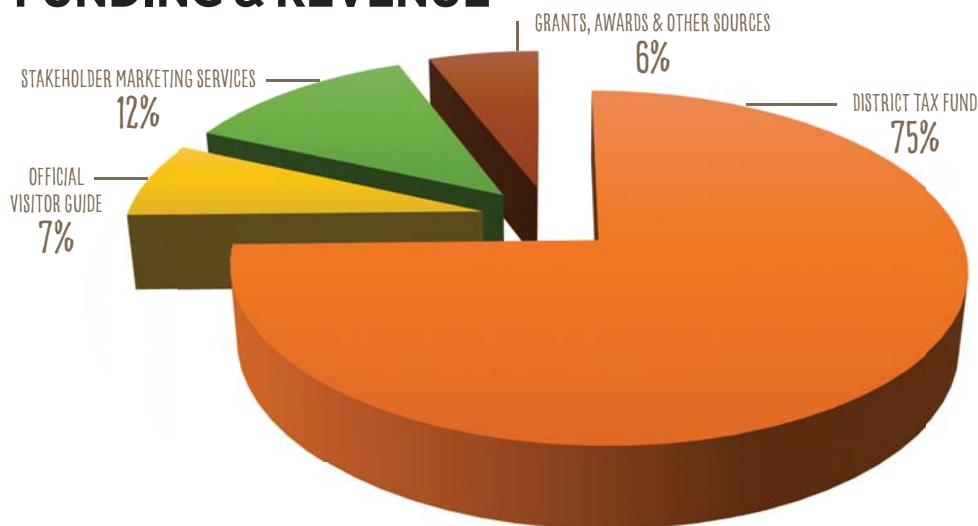
.....

**Vision:** To be a year-round tourism, group and event destination that supports our healthy mountain village with a balance of financial success, positive and memorable experiences for guests, and quality of life for our community.

.....

**Core Values:** Accountable, Ethical, Proactive, Respectful, Responsive, and Transparent

VISIT ESTES PARK FUNDING & REVENUE



2015 TAXES COLLECTED ON LODGING STAYS

LODGING TAX

\$1,902,877.70

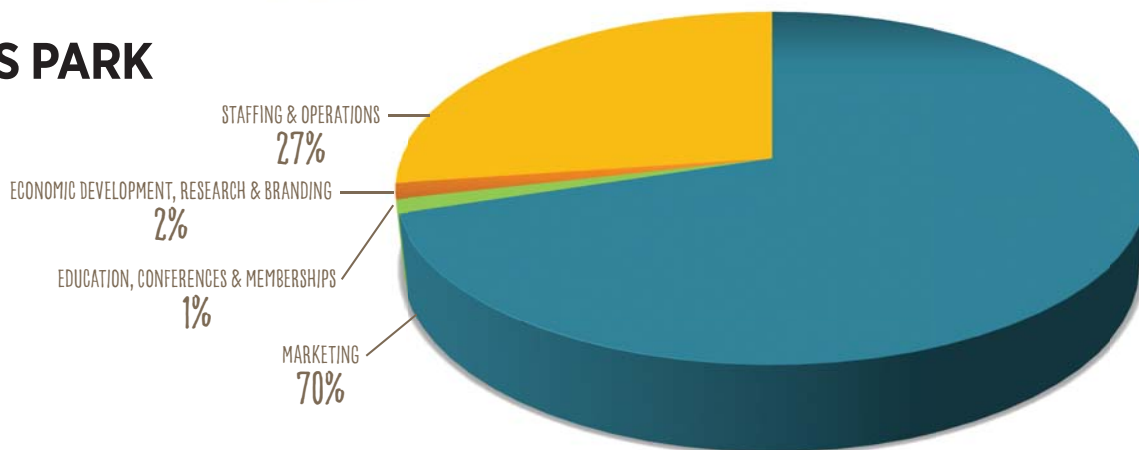


\$306,531

MORE THAN 2014

↑19.2%

VISIT ESTES PARK EXPENSES

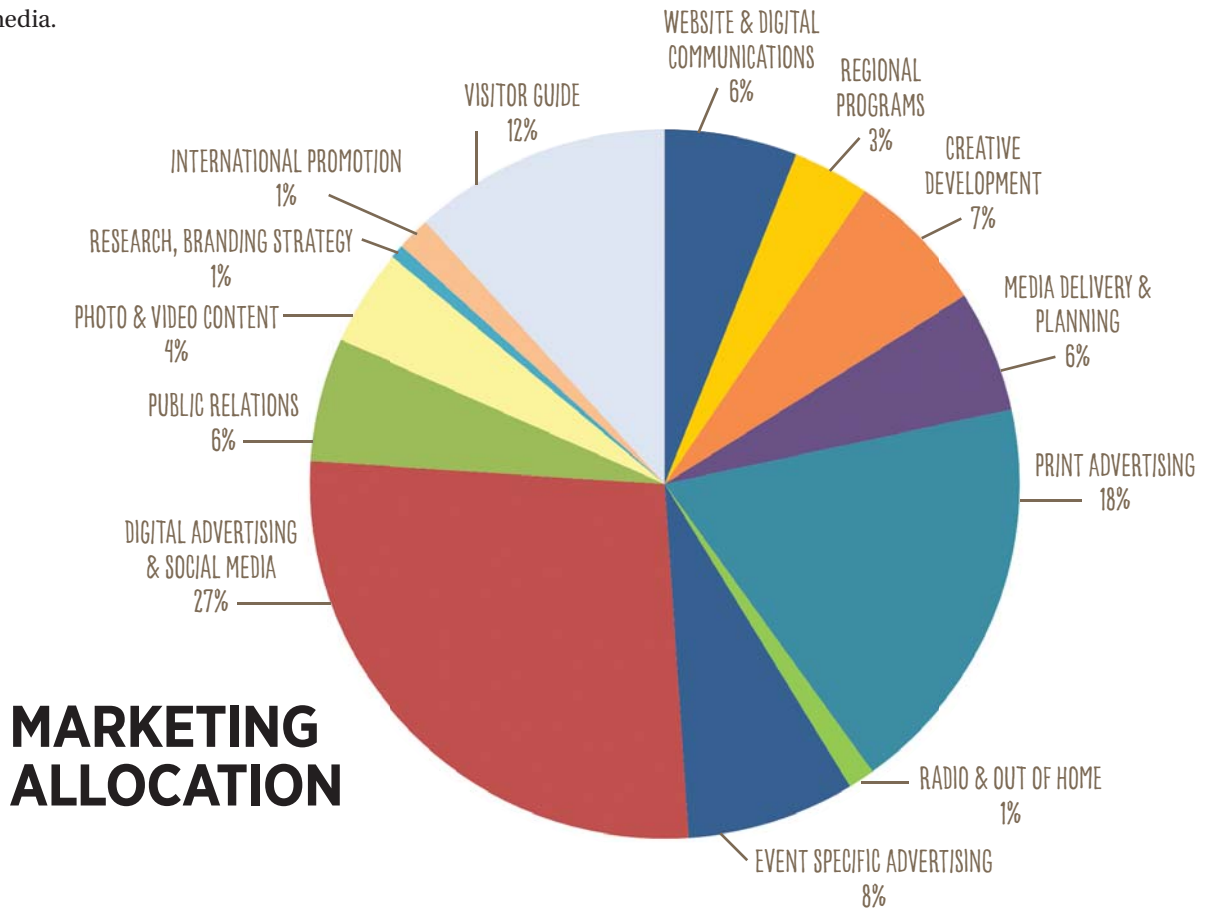


**2015 ADVERTISING CREATIVE:  
CENTURY OF ADVENTURE**

In 2015, Visit Estes Park worked with Cultivator Advertising to advance previous efforts in creative design and strategic delivery by developing the new *Century of Adventure* campaign and expanding on previous strategies. The new creative offers a more sophisticated appeal by retiring the character animals and adding a dark wood treatment—meant to emulate trail signs. We added moving quotes from important historical figures, such as Isabella Bird and Enos Mills, and highlighted our legacy with modern, adventurous photography to showcase the experiences of Estes and Rocky today.

New photography featured fall, spring and winter adventure scenes and incredible scenery. Additionally, we produced new “hero” photos of snowshoeing, stargazing, family campfire, hiking and a scenic rainbow. A variety of models were featured, including a multi-generational family, mother-son duos and couples, in order to appeal to a variety of audiences.

The new *Century of Adventure* campaign was translated from print brand ads to digital banners celebrating both the diverse event calendar and individual events. Elements of this campaign were also used in public relations, social media, website, newsletter, the visitor guide and other promotional efforts to present a seamless brand for the destination across all channels and media.



## CONTENT & MEDIA

In the marketing universe, “content” has been the buzz word of the past couple of years. And this was true for Visit Estes Park, as well. As a key goal in 2015, Visit Estes Park worked internally, with contractors and with area partners to develop and distribute a wide variety of new, fresh Estes Park content.

**Only in Estes:** A six-part video series produced with Active Interest Media’s Warren Miller Studios featuring a variety of local experts, businesses and activities.

.....

**Colorado.com:** Shot footage for four brand videos and produced a “brand channel” to house content & showcase the destination. Estes Park is one of only five destinations authorized to have a brand channel!

Both of these video-centered programs enabled us to create a library of “b-roll” footage for use in a variety of promotional efforts, including highly-effective video ads, furthering the diversity of advertising opportunities available to us and allowing us to deliver compelling, relevant ads.

## MEDIA MIXOLOGY

A diverse media mix has proven to be effective in reaching specific, targeted markets. Together with Backbone Media, Visit Estes Park expanded digital in 2015 to include new media such as HTML5 banners, video ads and native content to reach and engage travelers in a variety of places. Traditional media inspired travelers in large-format print ads in regional and national publications, including a variety of outdoor adventure (*Backpacker*, *Elevation Outdoors*), lifestyle (*Colorado Parent*, *5280*), news (*Denver Post*, *Wyoming Tribune*) and travel publications (*USA Today Go Escape*, *AAA magazines*, *National Park Traveler*), among others.



"I HAVE HAD FRIENDS BOTH IN NORTH CAROLINA AND IN VERMONT WHO HAVE MENTIONED SEEING BIG, EYE-CATCHING ESTES PARK ADS IN OUTSIDE MAGAZINE. THAT IS INVALUABLE EXPOSURE! VERY NEAT TO GET A TEXT OR EMAIL FROM FOLKS THAT FAR OFF, WHO ARE THINKING OF OUR WONDERFUL TOWN." Kevin Reed, Owner, Inkwell & Brew





**PUBLIC RELATIONS & CRISIS COMMUNICATION**

Over the past year, Visit Estes Park continued to work with Turner Public Relations as our PR partner, as well as the Colorado Tourism Office, Rocky Mountain National Park and our regional destinations, to garner attention from traditional and emerging media. With Rocky’s centennial in full swing and additional attention being paid to national parks nationwide with the approaching NPS centennial (2016), interest piqued for Estes Park. Independently and with our partners, Visit Estes Park was able to accomplish new records in press coverage and “awards” for the destination, such as being first on Smithsonian Magazine’s list of “20 Best Small Towns to Visit in 2015.”

**2015 PR BY THE NUMBERS**

<p><b>151</b> DOMESTIC ARTICLES GENERATED</p> <p>29 in our list of “Top 50” target publications</p>	<p><b>34 TRAVEL INFLUENCERS</b></p> <p>Met at the DMAI Influencer Rally</p>
<p><b>Named on Over 50 Lists:</b> from <i>USA Today</i> to <i>Elevation Outdoors</i> to BuzzFeed, Estes Park, Rocky, our businesses, events and activities were included on fun, unique and prestigious lists throughout the year!</p>	<p><b>843,109,870</b> CONSUMERS REACHED THROUGH THESE ARTICLES</p>
<p><b>19 media</b> attended Visit Estes Park’s RMNP Centennial Media Reception at History Colorado hosted with Grand Lake</p>	<p><b>\$9.3+ million</b> IN AD VALUE</p>
<p><b>1 GROUP PRESS TOUR</b> <b>4 INDIVIDUAL PRESS VISITS</b> <b>4 INFLUENCER VISITS</b></p>	<p><b>3</b> DEKSIDESIDE PRESS TOURS</p> <p>NYC Austin/San Antonio Denver</p>
<p><b>68.68%</b> increase in <b>MEDIA IMPRESSIONS</b> over 2014</p>	



**ESTES PARK IS BEST**

For the first time ever, in 2015 Estes Park was named to more than 50 lists of “best,” “favorite,” or “top recommendations.”

- The 20 Best Small Towns 2015. *Smithsonian Magazine*
- Happy 100th! 10 US Centennials to Celebrate. *CNN.com*
- Top 5 Adventures In Colorado That Have Nothing To Do With Skiing. *2Wired2Tired.com*
- Winter Dreaming: 6 Hikes We Can't Wait to Try This Summer. *5280.com*
- 17 Best Day Trips from Denver. *The DeliciousDay.com*
- Worlds Most Unique Concierge Services. *Fodors*
- 7 Best Breakfasts in Colorado's High Country. *OnTheSnow.com*
- My Top 10 Adult Spring Break Destinations in America Revealed. *World Property Journal*
- Annual Travel Awards - Top 10 Tourist Towns. *Family Fun Magazine*
- Annual Travel Awards - Top 10 Regional West Favorites. *Family Fun Magazine*
- 7 Luxurious National Park Lodges. *U.S. News & World Report Travel*
- Family Favorites - Place for Animal Encounter. *Colorado Parent*
- Family Favorites - Colorado Road Trip. *Colorado Parent*
- Family Favorites - Resort or Hotel. *Colorado Parent*
- 9 Places in Colorado to Visit This Summer. *9News.com*
- 15 Colorado Summer Vacation Ideas. *Mile High Mamas*
- Best Places to Start a Business in Colorado. *NerdWallet.com*
- 21 Awesome Places to See in Colorado. *RootsRated.com*
- 19 of the Best Fall Festivals to Celebrate the Season. *CountryLiving.com*
- 12 Best Fall Foliage Trips. *BudgetTravel.com*
- “AHS” in real life: The 10 Most Haunted Hotels in America. *Nylon.com*
- 14 Haunted Places for an Overnight Stay. *Sunset.com*
- The Best of Colorado's Candy Stores. *MountainLiving.com*
- The 13 Most Haunted Hotels in the World. *Oyster.com*
- 5 Colorado Mountain Towns That Are Pure Paradise During The Holidays. *ImFromDenver.com*
- Top Winter Road Trips In Colorado. *Denver CBS*
- 10 U.S. Places To Travel Before They Get Famous. *HuffingtonPost.com*
- Top Destinations on the Rise - U.S. *TripAdvisor*
- 7 Gay Wonders of the World: Adventure Edition. *Edge Magazine (& Digital)*
- We Asked, You Voted | Meet Colorado's Resident Badasses. *ElevationOutdoors.com*
- The 11 Best Vacation Spots Within Driving Distance of Denver. *Thrillist*
- Best Towns in Colorado. *Niche*
- 10 National Parks for Your 4th Grader to See. *clymb.com*
- The 15 Most Beautiful Spots in CO. *TheCrazyTourist.com*
- Best Towns to Raise a Family in Colorado. *Niche.com*
- 18 Awesome Festivals that Celebrate Fall Across the Country. *HouseBeautiful.com*
- 50 Small Towns Across America with the Most Beautiful Fall Foliage. *CountryLiving.com*
- The Ten Most Beautiful Town in CO. *TheCultureTrip.com*
- 10 Affordable Honeymoon Destinations. *CouponsDaily.com*
- 2015 Safest Places in Colorado Study. *ValuePenguin.com*
- 5 Colorado Day Trips to Take Before the End of Summer. *303 Magazine*
- The Most Romantic Weekend Getaway in Every State. *Thrillist*
- Trip Advisor Destinations on the Rise. *Weather.com*
- Majestic Movie Places Across the US. *10News WTSP\*\*Syndication*
- Get Fit Trips: 6 Vacations That Are All About the Workouts. *MensJournal.com*
- 10 Haunted Luxury Hotels Around the World. *Flyertalk*
- 10 Best's Top July Destinations. *10 Best*
- 11 Of America's Best Small Towns, Perfect For A Long Weekend Trip. *Huffington Post*
- Departures 10 - Denver. *Departures*
- 5 Classic Colorado Road Rides (TRR). *5280.com*

**GLOBAL PROMOTION**

In addition to domestic promotion, Visit Estes Park continues to expand efforts to attract international travelers. Staff has been a contributing participant in the Colorado Tourism Office's International Promotion Committee the past two years. With the help of local tourism partners, Brand USA and CTO, Visit Estes Park hosted international travel trade representatives from China, France, Mexico, the United Kingdom, Panama, India, South Korea, Saudi Arabia, Japan and Brazil. International press trips were also hosted with journalists from the UK, Germany, the Netherlands, Mexico and India.

In 2015, Visit Estes Park attended the Go West Summit for the first time. While at this international travel tradeshow, we met with 28 tour operators and media representatives from around the world—many of whom visited Estes Park before or after the summit which was held in Colorado Springs.

VISITESTESPARK.COM  
TRAFFIC

**3% (40K)**

FROM INTERNATIONAL  
LOCATIONS

INTERNATIONAL  
SESSIONS UP

**11.22%**  
over 2014

**top 10**

INTERNATIONAL DESTINATIONS  
FROM 2015 VISITOR GUIDES

- United Kingdom 34%
- Canada 32%
- Australia 9%
- Belgium 6%
- Italy 5%
- Pakistan 4%
- France 3%
- Spain 3%
- Germany 2%
- Netherlands 2%

**TOP 15 COUNTRIES FOR WEB TRAFFIC ON VISITESTESPARK.COM**



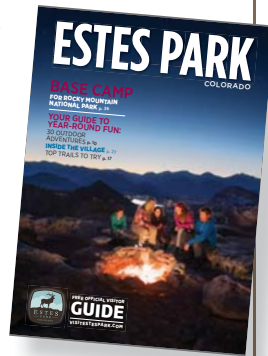
VISIT ESTES PARK OFFICIAL VISITOR GUIDE

285,000

total number  
of Visitor  
Guides printed

Distribution

- Estes Park Visitor Center
- Visit Estes Park Mobile Information Booth at events & Farmers Market
- Brochure Racks in the Estes Park area
- 14 AAA Offices in eight states
- Boulder Visitor Center
- Buffalo Bill Museum & Grave
- Cañon City Chamber of Commerce
- Denver Tourist Information Center
- Eagle Information Center
- Embassy Suites—Loveland
- Fort Collins Welcome Center
- Fort Vasquez Museum
- Grand Junction CVB
- Greeley Chamber of Commerce
- Loveland Visitor Center
- Pueblo Chamber of Commerce
- A Kid in Every Park, Colorado 4th Grade School Program



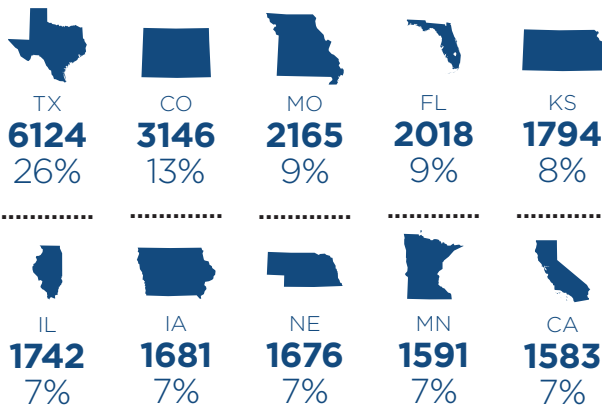
238,757

number of Visitor Guides distributed through Brochure Racks, Colorado Welcome Centers, and other guest touchpoints

46,243

guides mailed to individuals upon request in 2015

TOP 10 RESPONSE STATES



VISITESTESPARK.COM

In 2015 we completed a responsive website design update and a revised homepage on VisitEstesPark.com. After reviewing site analytics of the original home page, Visit Estes Park identified key areas where design improvements would increase visibility and click-through rates of seasonal content. The revised home page features highly visual content in an easy-to-read format while still offering the favorite links offered on the original homepage and retaining space for advertising options including banners and spotlight text links.



2015 Website Updates:

- Implementation of responsive design
- Redesigned homepage to increase engagement with seasonal content.
- New extranet feature allows partners to manage their own events appearing on the VisitEstesPark.com online event calendar.
- Expanded multi-view calendar options to view event listings in either a featured format or date specific format.
- Event listings may now display more than one photograph, to display a well-rounded visual representation of the event.

2015 Website Traffic Highlights

VisitEstesPark.com continues to perform above industry standards:

- Visitors saw an average 3.12 pages per visit. Industry standard is 2.67 pages per visit.
- Average visit duration was 4 minutes, 18 seconds. Industry average is 2 minutes, 22 seconds.
- There were 1,440,167 visits to the desktop site during 2015.
- A total of 1,002,748 page views occurred on the mobile website.
- Organic Search Traffic increased by 19%.
- VisitEstesPark.com continues to rank in the top two for the most lodging referrals in the country through JackRabbit (the check availability button).



## 2015 SOCIAL MEDIA HIGHLIGHTS

Traffic to VisitEstesPark.com from pinterest.com went from 1,653 sessions in 2014 to 5,617 sessions in 2015.

**239.81%**  
INCREASE IN 2015

Nationally, Instagram is the fastest growing social channel. Visit Estes Park increased followers to over 8,840 followers at the end of 2015.

**156.15%**  
GROWTH FROM 2014

With new, professional video access, net new video views in the Visit Estes Park YouTube channel.

**87.41%**  
INCREASE IN 2015

In 2015, Visit Estes Park partnered twice with the Colorado Tourism Office to participate in co-op Facebook posts on CTO's Facebook page, resulting in over 50,000 page views to content on VisitEstesPark.com.



9 locations captured in a Google Trekker to appear on Google Maps in 2016. Image collection in partnership with Visit Estes Park, Google, Rocky Mountain National Park and the Town of Estes Park.

Facebook.com traffic to VisitEstesPark.com went from 51,589 sessions in 2014 to 77,653 sessions in 2015.

**50.52%**  
INCREASE

## 2015 SOCIAL MEDIA GROWTH

**f FACEBOOK**  
97,912 followers  
↑23.58% from 2014

**t TWITTER**  
7,531 followers  
↑239.59% from 2014

**▶ YOUTUBE**  
26,562 followers  
↑73.73% from 2014

**p PINTEREST**  
3,304 followers  
↑28.96% from 2014

**📷 INSTAGRAM**  
8,840 followers  
↑156.16% from 2014

**G+ GOOGLE+**  
334 followers  
↑34% from 2014

## MARKETING E-MAIL NEWSLETTERS

Email continues to provide an important opportunity to communicate with past and potential guests about the Estes Park brand and relay important destination information. Email newsletters are crafted with quality, dynamic content and highly attractive visuals to raise awareness of events, promote blogs and website content, and drive overnight visitation.

- In 2015 11,777 new consumers subscribed to the Visit Estes Park monthly email newsletter, bringing the total number of subscribers to more than 30,000 email addresses.
- In 2015 the average open rate for the Visit Estes Park monthly email was 27.4%, which is 8.17% above the average open rate for travel industry email newsletters.
- In 2015, the average click through rate was 20.8%, which is 18.32% higher than the national average click through rate for travel industry email newsletters.

## DISCUSSION OF KEY PERFORMANCE INDICATORS

In 2015, Visit Estes Park lodging tax receipts increased 19.2% over 2014. This is the highest annual increase in the history of the organization. These increased receipts reflect the success of our business partners in the lodging industry and Visit Estes Park marketing campaigns to increase visitation to Estes Park and Rocky Mountain National Park.

"IT HAS BEEN SUCH A WONDERFUL EXPERIENCE PARTNERING WITH VISIT ESTES PARK. HAVING A PRESENCE ON-LINE AND IN THE VEP VISITOR GUIDE HAS DEFINITELY PAID OFF. GUESTS TO THE GALLERY MENTION THEY SAW BOTH OUR PRINT AND WEBSITE AD! TRAFFIC TO OUR WEBSITE HAS ALSO INCREASED. THE VEP STAFF IS VERY HANDS-ON AND EAGER TO WORK WITH US."

Tamara Jarolimek, owner, Aspen and Evergreen Gallery

\*Includes new 1% tax increase. Due to Town reporting format, cannot present dining tax without new 1%. Dining receipts reflect restaurants and liquor, excluding grocery stores and other food-related tax receipts.

\*\* Directing users to more relevant content reduced the number of pages seen in one session as well as the amount of time spent searching for desired content.

\*\*\*When the printed 2015 Official Visitor Guide became available (print production of the 2014 Guide was halted following the 2013 flood even though the digital guide was available throughout the year), the number of people viewing the guide on line dropped dramatically.

## KEY PERFORMANCE INDICATORS

Overall Performance	2014	2015	% Increase
Visit Estes Park (VEP) Lodging Tax	\$1,596,346.62	\$1,902,877.70	19.20%
Seasonal VEP Lodging Tax: Fall (most recent)	\$409,327.41	\$523,477.48	27.89%
Media Impressions	537,483,543	906,652,003	68.68%
PR Value	8,477,872	9,927,477	17.10%
Average PR Points Per Article	52.81	58.58	10.93%

### VisitEstesPark.com Performance

Sessions	1,327,876	1,440,167	8.46%
Users	940,156	1,071,405	13.96%
Page Views	4,432,706	4,491,120	1.32%
Average Pages Per Session	3.28	3.12	-4.88%**
Average Session Duration (minutes)	4.56	4.18	-8.23%**
JackRabbit Lodging Referrals	399,178	578,493	44.92%

### Other Consumer Engagement

Digital Visitor Guide Unique Readers	17,174	11,187	-34.86%***
Digital Visitor Guide Page Views	823,751	563,657	-31.57%***
Visitor Guide Average Visit Duration (minutes)	6.60	6.95	5.37%
Marketing e-Newsletter Subscriber Growth	5,585	11,777	110.87%
Facebook Followers	79,231	97,912	23.58%
Visitor Guides Mailed to Households	-	46,243	-

### Other Community Parameters

Town of Estes Park Sales Tax	\$10,080,420.41	\$12,157,456.23	20.60%
Town Sales Tax, minus new 1%	\$8,730,272.35	\$9,733,670.00	11.49%
Town Lodging Sales Tax	\$2,871,339.54	\$3,678,573.75	28.11%
Town Lodging Sales Tax, minus new 1%	\$2,464,999.00	\$2,945,299.00	19.48%
Town Dining Sales Tax*	\$1,747,681.29	\$2,218,319.31	26.93%
Town Retail Sales Tax	\$1,933,269.40	\$2,292,175.21	18.56%
Town Retail Sales Tax, minus new 1%	\$1,666,920.00	\$1,835,126.00	10.09%
Town Visitor Center: Visitor Count	391,367	414,441	5.90%
RMNP Recreational Visitor Count	3,434,754	4,155,916	21.00%

### Rocky Mountain Lodging Report

Occupancy	50.70%	54.50%	7.50%
Average Daily Rate	\$159.36	\$171.92	7.88%

**BY THE NUMBERS**

**Rocky Mountain National Park  
Visitor Count: Reaching New Heights**

In its 100th year, Rocky Mountain National Park (RMNP) jumped from fifth most-visited national park in the country to third, ahead of Yosemite and Yellowstone. RMNP received more than 4 million visitors in the park's centennial year, a new all-time high, and an increase of 21% compared to 2014. This rate of 21% is the highest annual increase since 1946, just after World War II, as shown below:

**Rocky Mountain National Park recreational visitors, 1915-2015**



Source: Visit Estes Park analysis of National Park Service data

Visitation reached new heights in 2015 due to many factors, including Visit Estes Park's marketing campaigns, the National Park's centennial celebration, our partnership with Rocky Mountain National Park, a population boom along Colorado's front range, and an improving economy. Strong advance reservations show that 2016 promises to be another positive year for both RMNP visitation and Estes Park, the base camp for Rocky Mountain National Park.

**LOCAL, REGIONAL, STATE, NATIONAL & INTERNATIONAL PARTNERSHIPS**

**local**

- Led the Quarterly Association Forum



- Partnered on the Estes Park Wellness Summit
- Hosted the Visit Estes Park Annual Tourism Summit
- On the Steering Committees for the Estes Arts District and the Estes Park Sports & Fitness Cooperative
- Consistently partnered with the community: Town of Estes Park, Estes Area Lodging Association, Economic Development Corp., Estes Valley Partners for Commerce, Estes Park Wedding Association, and many others
- Attended Citizens Information Academy



- Hosted information booth at the Estes Park FarmersMarket featuring local artists, musicians & craftspeople



- Coordinated with Estes Valley Recreation & Park District to introduce paddleboards to Lake Estes

- Hosted Destination Product Development Retreat

**national & international**

- Attended the Destination Marketing Association International Annual Conference
- Participated in the Go West Summit International Tradeshow
- Attended the Adventure Travel Trade Association conference
- Attended the Simpleview Summit

**state**

- Member of Colorado Tourism Office's (CTO) Marketing and CTO's International Promotion Committees
- Partnered with the CTO on Facebook and Instagram
- Attended the CTO Governor's Conference on Tourism
- Sponsored RMNP Centennial exhibit event at History Colorado for Denver school kids
- Participated in Tourism Industry Association of Colorado & attended annual legislative reception
- Attended The Assembly Tourism Symposium
- Member of Colorado Association of Destination Marketing Organizations

**regional**

- Partnership with Grand Lake, RMNP, Rocky Mountain

- Conservancy, CTO and History Colorado for Denver press event celebrating RMNP Centennial and exhibit
- Executed CTO Grant with Grand Lake to market the RMNP Centennial
- Partnered on a grant-funded brochure for scenic byways loop in Northern Colorado
- Partnered with RMNP and Grand Lake creating the Across the Divide Geo Tour.



- Presented to Colorado State University's tourism master's class

**"VISIT ESTES PARK HAS BEEN CRUCIAL TO THE SUCCESS OF OUR FIRST YEAR OF BUSINESS, NOT ONLY THROUGH PRINT AND ONLINE ADVERTISING, BUT THEY HAVE ALSO COORDINATED TRAVEL WRITERS, FOOD BLOGGERS AND HAVE SHARED ALL OF OUR SPECIAL EVENTS DINNERS TO A WIDER AUDIENCE THAN WE COULD REACH OURSELVES. THEY HAVE BEEN AN INVALUABLE RESOURCE IN HELPING US GET THE WORD OUT."**

Shad Theroux, owner, The View Restaurant at Historic Crags Lodge





P.O. Box 4426 | 1200 Graves Avenue | Estes Park, CO 80517  
970.586.0500 | [VisitEstesPark.com](http://VisitEstesPark.com)

