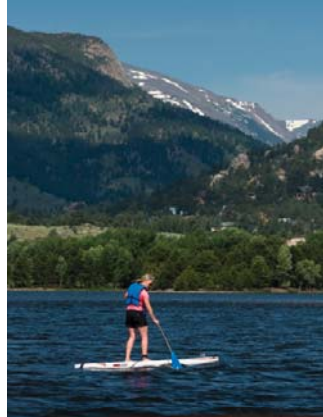




VISIT ESTES PARK

2016 **ANNUAL REPORT**





DEAR TOURISM PARTNERS AND COMMUNITY:

Several words come to mind when I reflect on the past year and try to summarize the work and activity that took place at Visit Estes Park in 2016.

ACHIEVEMENT—Visit Estes Park continues to land on many “best of” lists and receive international recognition. This exposure features our brand in an authentic and credible way, thereby increasing Estes Park’s visibility. One of our most notable industry achievements in 2016 was winning the Governor’s Tourism Award for “Best Marketing Campaign” in the State of Colorado. Receiving this recognition not only represents the hard work and dedication of our team, but also the awareness and respect of Visit Estes Park by our peers across the state. It was an honor to receive this distinguished award at the Annual Colorado Tourism Office (CTO) Conference.

RESILIENCY—The late fall and winter closure of Highway 34 in 2016 certainly tested the fortitude of our community once again. In collaboration with the marketing efforts of our local partners, Visit Estes Park’s “Take the Scenic Route” campaign proved to be a successful marketing initiative. The tourism industry continues to prove just how resilient, reliable and dependable it is. Whether it’s local challenges like a major highway closure or unfortunate worldwide challenges such as terrorist attacks and political instability, tourism proves time and time again that it overcomes challenges quickly and provides one of the highest ROI’s of any industry globally. For the sixth successive year, growth in Travel & Tourism (10.2% of global GDP and 1 in 10 jobs in the global economy) outpaced total growth of the global economy. Growth was stronger than financial and business services, manufacturing, public services, retail and distribution, and transport sectors.*

OPPORTUNITY—Increased travel equates to increased competition worldwide. As our world becomes smaller and traveling abroad becomes more economical, the opportunity to visit other destinations expands. Travelers have options, so we must continue to



progress, remain agile and invest in our tourism industry locally—services, amenities and infrastructure—to sustain and support a more year-round, balanced economy. We must be mindful that tourism is a fiercely competitive industry and other destinations are vying for our market share continuously.

PARTNERSHIP—After three years of pitching the concept, Visit Estes Park, in partnership with Colorado National Parks and National Monument, was successful in receiving CTO’s blessing to create a new statewide campaign, the “Colorado National Parks Tour.” We are proud to lead a statewide initiative that supports a responsible approach to tourism in Colorado, benefiting not only the most traveled areas of the state, but also the small towns along the way that are in great need of economic impact to remain sustainable and to thrive comparatively to other areas of the state. This regional partnership campaign will help to keep Estes Park top of mind for Colorado vacationers who continue to follow the tourism trend of shorter stays in multiple destinations.

RESPONSIBILITY—We are aware and focused on the obligation we have to be good stewards of our public lands and the need to provide additional activities and opportunities for guests to enjoy while minimizing the effects to local resources. We continue to expand our CTO partnerships, regional collaborations, statewide school outreach, and national and state forest service relationships. Visit Estes Park will continue to find creative ways to meet guest expectations in conjunction with our commitment to preserve and protect while also being mindful of enhancing the quality of life of residents.

OUTREACH & TRANSPARENCY—As Visit Estes Park continues to evolve in destination management, as opposed to just marketing, so does our collaboration with the community. From monthly communications, presentations, event support, advocacy, donations, surveys, sponsorships, educational classes, committees and reporting, the organization is more transparent and visible than ever, allowing the community both insight into the organization and the ability to provide feedback and guidance.

GRATITUDE—The Estes community continues to be more engaged in not only our initiatives at Visit Estes Park, but also the area as a whole. We attribute our success to your partnerships and involvement with all facets of our mountain village. Being kind to one another, finding compromise and supporting each other makes us stronger as a community and nurtures respectful relationships that ultimately lead to greater success and enrichment in all aspects of our lives.

In Partnership,
Elizabeth Fogarty, *Visit Estes Park President & CEO*

*World Travel & Tourism Council, Travel & Tourism Economic Impact 2017 World

2016 BOARD OF DIRECTORS

The Visit Estes Park Board of Directors is focused on a long-term vision for the Estes Park area that supports both preservation and conservation. The vision also includes destination management, incorporating destination product development; progressive marketing; public land partnerships; and regional, state and international tourism. Larimer County Commissioners appoint two board members while the Town of Estes Park Trustees appoint five. Board terms are four years.

Scott Webermeier, Chair
Owner, National Park Village
Town of Estes Park Appointee
Term ended 12/31/2016

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

Karen Ericson, Vice Chair
Owner, Serendipity Trading Co.
Town of Estes Park Appointee
Term ends 12/31/2018

Adam Shake
Director of Communication
& Business Development,
Estes Park Economic
Development Corp., Town
of Estes Park Appointee
Term ends 12/31/2017

Lindsay Lamson, Secretary/Treasurer
Owner, Rocky
Mountain Resorts
Town of Estes Park Appointee
Term ends 12/31/2018

Morgan Mulch
Owner, Marys Lake Lodge
Resort & Condos
Larimer County Appointee
Term ends 12/31/2020

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

2016 TEAM

Elizabeth Fogarty, President & CEO
efogarty@visitestepark.com

Brooke Burnham, Director of Public Relations & Communications

Suzy Blackhurst, Director of Operations

Wendi Bryson, Operations Manager

Kellen Toulouse, Digital Communications Manager

Adam Concannon, Content Coordinator

Josh Harms, Communications Coordinator

Abi Huebner, Partner & Group Development Manager

Michael Bodman, Finance & Administration Manager

Jean McGuire, Administrative Assistant

Catherine Moon, Administrative Assistant

WHO WE ARE



Visit Estes Park is responsible for progressively marketing the area as a favorite Colorado vacation destination. Visit Estes Park is one of 200 accredited Destination Marketing Organizations in the world. Now eight years old, funding for this special quasi-governmental district is derived primarily from a two-percent lodging tax, paid by guests, collected on all short-term rentals (fewer than 30 days) in the Estes Park, Drake and Glen Haven areas.

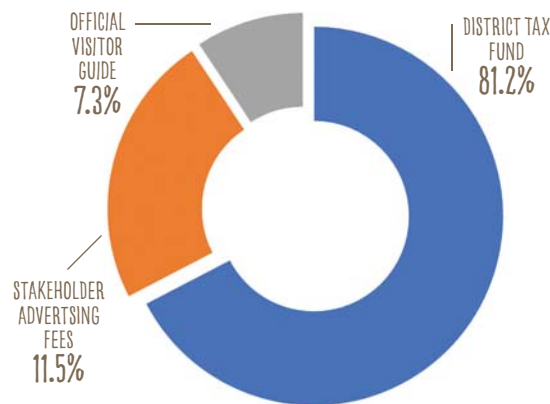
MISSION—VISION—CORE VALUES

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 REVENUE



2016 TAXES COLLECTED ON LODGING STAYS

LODGING TAX

\$2,151,604

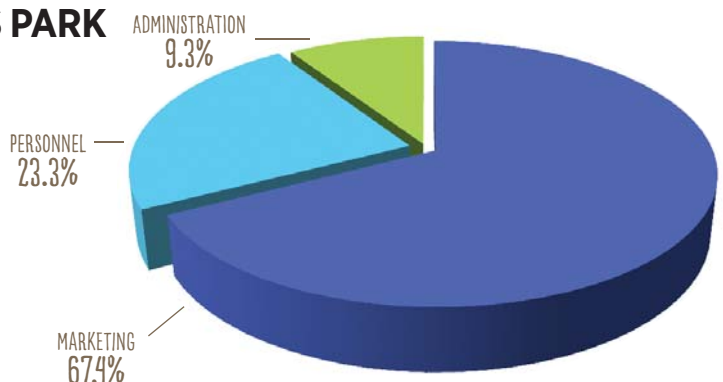


\$248,703

MORE THAN 2015

↑13.1%

VISIT ESTES PARK EXPENSES



2016 ESTES PARK ADVERTISING CREATIVE

In 2016, Visit Estes Park worked with Cultivator Advertising to advance previous efforts in creative design and strategic delivery by evolving the “Century of Adventure” campaign. We continued to leverage the more sophisticated look and feel for the brand with the dark wood treatment—meant to emulate trail signs.

Inspirational quotes from important historical figures and beautiful brand imagery that featured modern, adventurous photography to showcase the experiences of Estes Park and Rocky Mountain National Park elevated the brand in an impactful, authentic way. The photography highlighted seasonal adventure scenes with inspiring backdrops and landscapes. Additionally, we used “hero” photos of snowshoeing, stargazing, a family campfire, hiking and a scenic rainbow. A variety of models were featured, including a multi-generational family, ethnic diversity, mother-son duos and couples in order to appeal to a variety of audiences.

Elements of this campaign were also used in public relations, social media, the website, newsletters and the Official Visitor Guide, as well as medium-specific messaging for out-of-home and guerilla implementation, allowing us to align our breadth of promotional efforts to present a seamless brand for the destination across all channels and media.



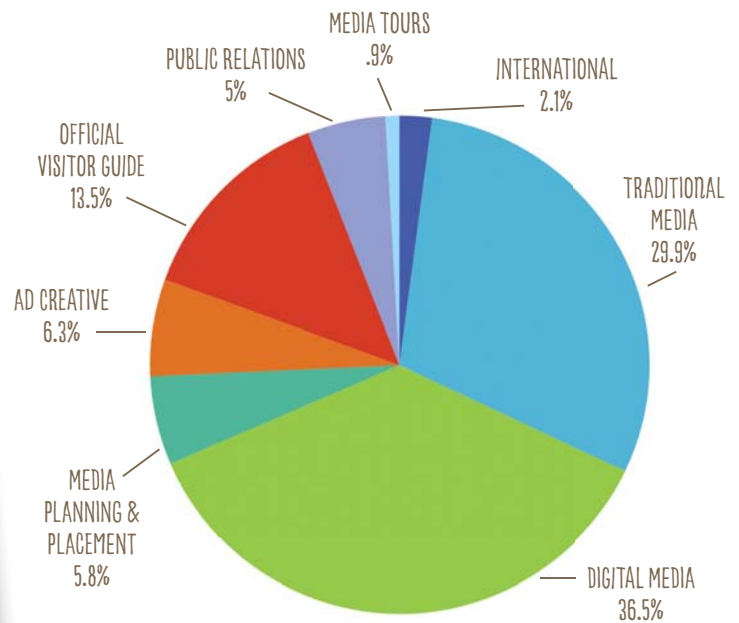
MEDIA MIXOLOGY

A diverse media mix has proven to be effective in reaching specific targeted markets. Together with Backbone Media, Visit Estes Park expanded digital marketing in 2016 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 through radio, digital and large-format print ads in regional and national publications, including a variety of outdoor adventure (*Backpacker, Elevation Outdoors*), lifestyle (*Colorado Parent, 5280, 435 Magazine, D Magazine & Chicago Magazine*), news (*Denver Post, Wyoming Tribune, Windsor Now, Boulder Daily Camera and Fort Collins Coloradoan*) and travel publications (*USA Today Go Escape, AAA magazines, National Park Traveler*), among others.

Our digital media mix included specifically targeted sites that focused on strategically reaching the right traveler (FastG8, Adara & Sojern), core outdoor sites (YogaJournal.com, Backpacker.com, Climbing.com) and travel-specific sites (Tripadvisor.com, Nationalparkstraveler.com), among many other quality digital platforms.

MARKETING BUDGET ALLOCATION



PUBLIC RELATIONS & MEDIA RELATIONS

Over the past year, Visit Estes Park worked with TURNER, CTO, Rocky Mountain National Park and our regional destinations to garner media attention. We targeted several publications on media tours in New York City and Denver, which resulted in meetings with writers and editors from *Endless Vacation*, *The New York Times*, *Shape Magazine*, *Men's Journal*, *Town & Country*, *Mental Floss*, *5280 Magazine* and *Travel + Leisure*. In addition, we hosted one local media familiarization trip focused on Estes Park's rich history. Four freelance and staff writers from the national publications *Cowboys & Indians*, *MomTrends*, *Big Life Magazine* and *Redbook Magazine* explored Estes Park through several partners and activities. All told, our efforts in media relations resulted in 72 more articles generated in 2016 than in 2015. Those quantitative metrics paired with the quality of placements in our top 100 targeted publications made for a more effective, strategic public relations program overall.

2016 PR BY THE NUMBERS

223
TOTAL ARTICLES GENERATED
.....
30 in our list of "Top 50"
target publications

Winter-focused coverage in 4+ leading national outlets, including *Denver Life*, *Travel + Leisure*, *USA Today*, and *The Active Times*

Coverage Highlights

- *Denver Life*, "Some Like it Hot, Some Like it Cold"
- *Outside Magazine*, "Ride Huge Peaks in Rocky Mountain"
 - *Lonely Planet*, "Easy Trips: Quick Escapes for Summer"
 - *San Antonio Express News*, "Purple Mountain Majesties"
- CNN, "Highest, Tallest, Hottest: National Park Record Setters," syndicated to 60 news outlets

588,085,335
CONSUMERS REACHED THROUGH THESE ARTICLES

\$6.5+ million
IN AD VALUE

1 GROUP PRESS TOUR
10 INDIVIDUAL PRESS VISITS
4 INFLUENCER VISITS

12
DESKSIDE MEDIA MEETINGS
.....
NYC
Denver

\$86.50 per \$1
.....
return in ad value for media/PR investment

Best of 2016 ESTES PARK **ESTES PARK IS BEST**

Due to Visit Estes Park's pitching efforts and TURNER partnership in 2016, Estes Park was named in more than 50 lists of "best," "favorite" or "top recommendations."

- America's Favorite Mountain Towns *TravelandLeisure.com*
- 6 Great Wildlife Walks *TravelChannel.com*
- America's Most Romantic Winter Destinations *TravelandLeisure.com*
- Ten Places to Take Your Kids in Colorado Before They Grow Up *ColoradoParent.com*
- 4 New Ways to Experience Estes Park *About.com*
- 10 Best National Parks to Visit in the Fall *MSN.com*
- Best Summer Vacation Spot in Every State *Weather.com*
- 5 Drives for Seeing Colorado's Fall Colors *DenverPost Newsletter*
- 10 Affordable Spring Trips *AARP.com-Blog*
- 7 Gay Wonders of the World *Edge Media Network*
- 121 Things to Do in Colorado This Year (Elk/Elk Fest) *5280*
- Top 11 Amazing Hotels for Immersive Experiences *Epicure & Culture*
- Best for a Haunted Encounter *Oyster.com*
- The 4 Most Romantic Cities in Colorado *About.com*
- 3 Romantic Colorado Road Trips That Are Perfect for Winter *303 Magazine Online*
- 23 Insanely Haunted Places That'll Scare the Shit Out of You *Buzzfeed*
- We Asked, You Voted | Meet Colorado's Resident Badasses (Tommy) *Elevation Outdoors*
- 7 Offbeat Adventures Around the World *NationalGeographic.com*
- Where to Go on the Ultimate Girls' Roadtrip *LadyLux.com*
- Best Places to See Wildlife *USA TODAY 10Best*
- Celebrate the National Parks Service Centennial This Summer With These Adventure Trips *MensFitness.com*
- Best Small Town Weekend Escape *USA TODAY 10Best*
- Easy Trips: Quick Escapes for Summer *Lonely Planet*
- 9 Wedding-Worthy Alpine Lodges *The Knot Colorado*
- 8 All-American Drives With Google Maps *Parents Online*
- An Appetite for Adventure: A Foodie's Guide to America's National Parks *The Epoch Times Online*
- Wedding Destinations for History Buffs *TravelChannel.com*
- The Absolute Best Adventure Destinations for Fall *The Active Times*
- 10 Awesome Boozy Travel Experiences in the U.S. *Oyster.com*
- Highest, Tallest, Hottest: National Park Record-Setters *CNN.com*
- Fascinating Small Town Museums in Western U.S. *McCool Travel*
- Five Drives for Seeing Colorado's Fall Colors *Fort Morgan Times Online*
- 10 Places to See Golden Aspens This Fall *U.S. News & World Report Online*
- The Most Haunted Hotels in the World *TravelandLeisure.com*
- Mountain Town Shopping, Even for Non-Shoppers *DenverPost Online*
- Five Golden Drives *The Denver Post*
- The Most Insane Cliff Camping Destinations *The Active Times*
- 10 Fall Festivals for Families *TakingTheKids.com*
- The Most Haunted Places in Every State *TravelandLeisure.com*
- Family Travel Five: These Spooky Trips Are Sure to Send Chills Down Your Spine *Dallas Morning News*
- 13 of the Scariest Places on Earth *TravelandLeisure.com*
- Haunted Locations You Can Visit in All 50 States *mentalfloss.com*
- 4 Charming, Off the Beaten Path Getaways *Colorado Homes & Lifestyles*
- These Scenic Byways Make a Memorable Road Trip *About.com - Go Colorado*
- The 3 Best National Parks to Visit in Colorado *TravelandLeisure.com*
- 4th of July Travel Alternatives for Families Who Want to Unplug *GoBankingRates.com*
- Colorado Trip Ideas for Winter *thetravelbite.com*
- The 12 Cities New Yorkers Must Travel to in 2017 *Time Out New York*
- Nine Colorado Mountain Getaways for New Year's Eve *DenverPost.com*
- The Most Instagrammed National Parks of 2016 *outsideonline.com*

GLOBAL PROMOTION



Visit Estes Park continues to invest in and expand our focus on international travel. From attending both IPW (the travel industry’s premier international marketplace and the largest generator of travel to the United States) and GoWest (a marketplace that introduces the world’s top international tour

operators to specialty suppliers offering tourism-related products or services in the American West) to partnerships with CTO and BrandUSA, Visit Estes Park is succeeding with increased momentum in capturing additional visitation in this thriving segment of the travel industry. Visit Estes Park also hosted international travel trade representatives and press trips from France, United Kingdom, India, Japan, Germany, Netherlands, Guatemala, Switzerland and Canada.

VISITESTESPARK.COM TRAFFIC

2% (38K)

FROM INTERNATIONAL LOCATIONS

INTERNATIONAL SESSIONS UP

1.5% over 2015

international fam* tours

Hosted 23 times, more than any other Colorado destination except Denver

Hosted 18 overnights

*FAMiliarization tours, or FAMS, are trips provided by suppliers (destinations) for journalists, travel agents, media and industry reps to become familiar with the destination.

TOP 15 COUNTRIES FOR WEB TRAFFIC ON VISITESTESPARK.COM



VISIT ESTES PARK OFFICIAL VISITOR GUIDE

185,000

total number
of Official Visitor
Guides printed

Local Distribution*

Estes Park Visitor Center
Visit Estes Park Mobile Information Booth at events & farmers market
Brochure racks in the Estes Park area, including NoCo brochure racks

Regional Distribution*

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
Every Kid in a Park & Colorado 4th Grade School Program

National Distribution*

26 AAA offices in 12 states

*Not a complete list

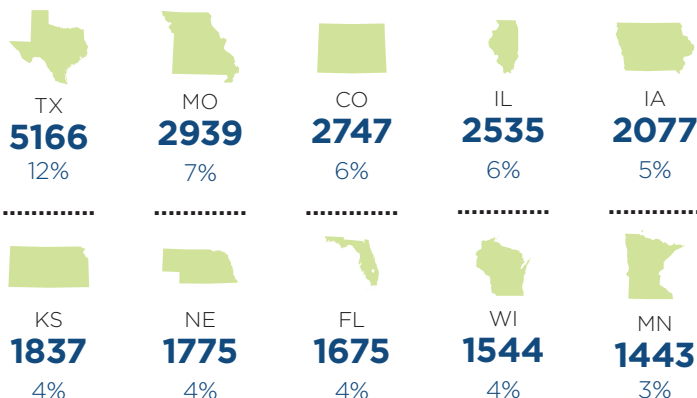
number of Official Visitor Guides
distributed through brochure
racks, Colorado Welcome
Centers and other programs

142,276

42,724

guides mailed
to individuals
upon request
in 2016 for free

TOP 10 RESPONSE STATES



2016 Digital Guide

566,450

TOTAL NUMBER OF
PAGE VIEWS

8.9%

INCREASE IN
UNIQUE READERS

6 min. 47 sec.

AVERAGE VISIT
DURATION

38

AVERAGE PAGE VIEWS
PER SESSION



EVERY KID IN A PARK

Almost 300 Visit Estes Park backpacks containing local gifts and specials, highlighting the Estes Park area, were handed

out to fourth graders at the Estes Park Visitor Center. Additionally, the year-end excess Official Visitor Guides were mailed to fourth graders across Colorado, along with instructions for the Every Kid in a Park program and an invitation to visit Estes Park and Rocky Mountain National Park with friends and family.

“I LOOK FORWARD TO SEEING THE NEW VISIT ESTES PARK OFFICIAL VISITOR GUIDE EVERY YEAR AND PASS OUT THOUSANDS TO OUR GUESTS. THE VEP STAFF DOES A GREAT JOB PUTTING TOGETHER A FANTASTIC RESOURCE FOR OUR VISITORS AND LOCALS ALIKE. THE GUIDE SHOWCASES ALL THAT ESTES HAS TO OFFER AND REALLY CAPTURES THE HEART AND SOUL OF ESTES PARK. WELL DONE!”

—Zenda Smith, Estes Valley Recreation & Park District, Campgrounds Manager

VISITESTESPARK.COM



2016 Website Updates

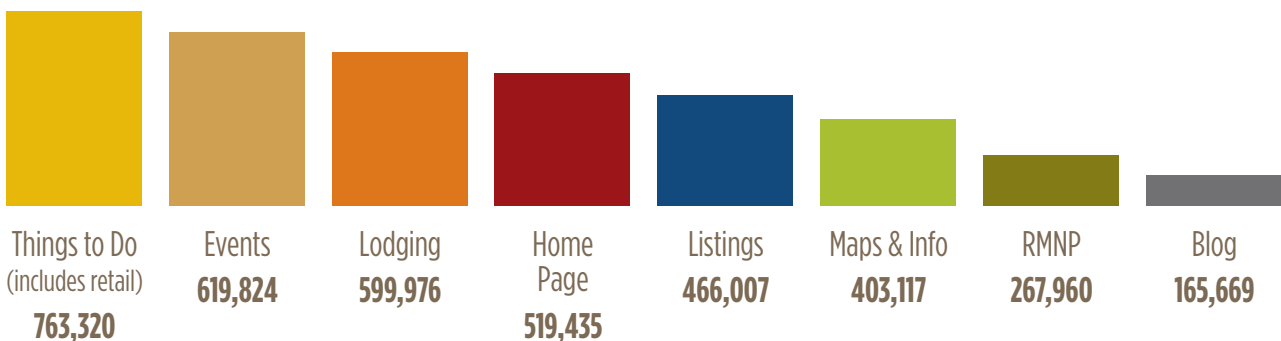
- Implementation of the wildly successful virtual tour, where viewers can glide over the Estes Valley via 20 jaw-dropping drone aerial shots boasting 360-degree views or get a glimpse inside of businesses, allowing for virtual planning by prospective visitors
- Implemented Crowdriff, which provides potential visitors an authentic and honest glimpse of the destination through the lens of guests who have visited and shared their experiences on social media
- Launched a Centennial microsite in preparation of the 2017 celebration, highlighting Estes Park’s heritage, original settlers and “then & now” photos
- Number of website advertisers grew 12% from 2015 to 2016

2016 Website Traffic Highlights

VisitEstesPark.com continues to perform above industry standards:

- 1,227,673 users (unique visitors) visited the site, a nearly 20% increase over 2015.
- Average visit duration was 3 minutes, 16 seconds. Industry average is 2 minutes, 22 seconds.
- There were 1,700,406 sessions (visits) on the site during 2016, an 18% increase.
- A total of 4,158,030 page views occurred on the website.
- Organic Search Traffic increased by 18%.
- VisitEstesPark.com ranks #2 in most lodging referrals in the country through JackRabbit (check availability button).

WEBSITE USER PAGE VIEWS*



*Page views noted here highlight only the most popular sections of the website.

2016 SOCIAL MEDIA HIGHLIGHTS

Traffic to VisitEstesPark.com from Pinterest increased 5% to 2,286 sessions in 2016.

5%
INCREASE IN 2016

Instagram is the fastest-growing social media channel. Visit Estes Park increased followers to almost 18,000 by the end of 2016.

64.9%
GROWTH FROM 2015

GAINED

3 million

YOUTUBE VIEWS DUE TO
VIDEO ADVERTISING AND
OTHER ENGAGEMENT

Visit Estes Park participated in a co-op Facebook post on CTO's Facebook page, reaching

500,000+
USERS

“VISIT ESTES PARK'S MARKETING EXPERTISE HAS BEEN AMAZINGLY HELPFUL AND EFFECTIVE FOR MY BUSINESS AND HAS INCREASED MY PHOTOGRAPHY CLIENTS EXPONENTIALLY. THEY DO GREAT WORK!”

—Joe Pyle, Joe Pyle Photography, Owner

Facebook.com traffic to VisitEstesPark.com went from 77,653 sessions in 2015 to 96,924 sessions in 2016.

24.8%
INCREASE

2016 SOCIAL MEDIA GROWTH



FACEBOOK

111,189 likes



TWITTER

9,269 followers
↑23.1% from 2015



YOUTUBE

3,099,640 views
820,256 minutes



PINTEREST

4,039 followers
↑22.3% from 2015



INSTAGRAM

17,728 followers
↑64.9% from 2015



BLOG

165,669 page views
↑162.05% from 2015

THREE MONTHLY E-MAIL NEWSLETTERS

Email continues to provide an impactful way to communicate. For the **Marketing eNews**, Visit Estes Park shares with past and potential guests about the Estes Park brand and relays important destination information. The e-newsletters present quality, dynamic content and highly attractive visuals to raise awareness of events, promote blogs and website content, and inspire visitation. **News to Know eNews** shares what the Visit Estes Park team is currently working on, where we are headed and important information for stakeholders to be aware of. **Partner Promotion eNews** shares opportunities for stakeholders to participate with Visit Estes Park to grow their own marketing efforts, thus providing for increased profits.

- In 2016, 9,951 new consumers subscribed to the Visit Estes Park monthly newsletter, bringing the total number up to 44,086 email addresses.
- In 2016, the average open rate for the Visit Estes Park monthly email was 24.4%, which is 3% higher than the average open rate for travel industry email newsletters.
- In 2016, the average click-through rate was 5%, which is more than double the industry average (2.3%).

KEY PERFORMANCE INDICATORS

The Town of Estes Park set a new record for sales tax collections in 2016; sales taxes were up 7.5%. When adjusted for late and missing payments, Visit Estes Park lodging tax receipts were up 7.66% for 2016. This increase exhibits that Visit Estes Park is supporting a balanced economy in the Estes Valley, consistent with our mission.

*In 2016, our PR emphasized qualitative over quantitative. In 2015, Visit Estes Park had many stories with large reach and PR values due to Rocky Mountain National Park's Centennial. However, the number of articles generated in 2016 surpassed the number of articles generated in 2015, both in the overall total and original articles (non-syndicated stories) by an increase of 72 more articles placed and an additional eight original pieces of coverage in 2016 compared to 2015. Even though the number of articles increased year-over-year, the ad equivalency value and impressions decreased (quantitative metric) while the Barcelona Principles score and number of placements in top 100 publications (qualitative metric) increased.

“WE HAVE TRIED SO MANY DIFFERENT WAYS TO ADVERTISE, BUT BUSINESS HAS BEEN ROUGH FOR US AS NEW OWNERS AND BEING ON THE OUTSIDE OF TOWN. WE REACHED OUT TO VISIT ESTES PARK ASKING FOR HELP, AND THEY JUMPED INTO GEAR! WE HAVE LOVED WORKING WITH THE FOLKS THERE; THEY ARE ALWAYS INNOVATIVE IN FINDING WAYS TO HELP SPREAD THE WORD ABOUT US AND SHARING AWESOME IDEAS TO INCREASE OUR EXPOSURE. WE ARE TRULY EXCITED, AND WE HIGHLY RECOMMEND WORKING WITH THEM. THEY ARE VERY KNOWLEDGE-ABLE AND EXTREMELY FRIENDLY. LOVE THEM!” —Penny LaBore, Estes Ark, Owner

The goal is to direct users to more relevant content, thereby reducing the number of pages seen and time spent searching for desired content. *Focus is increasing qualified referrals resulting in lodging conversion, as opposed to solely lodging traffic. ****Unique readers increased with 38 pages per session. *****VEP engagement regularly trends higher than Breckenridge, Aspen, Denver, Colorado Springs and others (total number of reactions, comments and shares), which is a more important factor than followers alone.

KEY PERFORMANCE INDICATORS

Overall Performance	2015	2016	Change
Visit Estes Park (VEP) Lodging Tax	\$1,902,901.74	\$2,151,604.28	13.07%
Seasonal VEP Lodging Tax (most recent)	\$523,477.48	\$531,647.85	1.56%
Media Impressions*	906,652,003	588,085,335	-35.14%
PR Value*	\$9,927,477.25	\$6,505,825.09	-34.47%
Average PR Points Per Article	53.70	65.22	21.45%
VisitEstesPark.com Performance			
Sessions	1,440,167	1,700,406	18.08%
Users	1,071,405	1,277,673	19.25%
Page Views**	4,491,120	4,158,030	-7.42%
Average Pages Per Session**	3.12	2.30	-26.28%
Average Session Duration (minutes)**	4.18	3.16	-24.4%
JackRabbit Lodging Referrals***	578,493	535,985	-7.35%
Other Consumer Engagement			
Digital Official Visitor Guide (OVG) Unique Readers	11,187	12,184	8.91%
Digital OVG Page Views	563,657	566,450	0.50%
Digital OVG Average Visit Duration (minutes)****	6.95	6.47	-6.87%
Printed OVG Mailed to Households****	46,243	42,724	-7.61%
Marketing e-Newsletter Subscribers (total: 44,086)	11,777	9,951	-15.50%
Facebook Followers (total: 111,257)*****	18,683	13,343	-28.58%
Instagram Followers (total: 17,728)	5,389	8,888	64.93%
Other Community Barometers			
Town of Estes Park Sales Tax	\$12,157,456.53	\$13,068,979.21	7.50%
Town Sales Tax: Lodging	\$3,678,573.75	\$3,903,929.28	6.13%
Town Sales Tax: Dining	\$2,218,319.31	\$2,507,615.61	13.04%
Town Sales Tax: Retail	\$2,292,175.21	\$2,392,411.47	4.37%
VEP Lead Responses (Weddings, Groups, etc.)	—	292	—
Stakeholder eNewsletter Subscribers	—	283	—
Town Visitor Center: Visitor Count	414,441	477,023	15.10%
RMNP Recreational Visitor Count	4,155,917	4,517,584	8.70%
Rocky Mountain Lodging Report			
Occupancy: Monthly Change	29.50%	29.10%	-0.40%
Occupancy: Year-to-Date Change	54.50%	54.20%	-0.30%
Average Daily Rate: Monthly Change	\$146.73	\$165.95	\$19.22
Average Daily Rate: Year-to-Date Change	\$171.92	\$186.97	\$15.05

LOCAL, STATE, REGIONAL, NATIONAL & INTERNATIONAL RELATIONSHIPS

local

- Hosted Annual Visit Estes Park Tourism Summit
- Consistently partnered with the community: Town of Estes Park, Larimer County, local taxing districts, nonprofits and area associations
- Participation with America in Bloom, Estes Park Centennial Committee, Paint Estes Pink and Explore Our Store
- School partnerships: Estes Park and Eagle Rock
- Community presentations
- Hosted Travel Buzz Monthly
- Local sponsorships and volunteering at local events
- Estes Park Mountain Festival, 800 tree saplings gifted to students
- Hosted information booth at the Estes Park Farmers Market, featuring local artists

state

- Member of: Colorado Association of Destination Marketing Organizations (CADMO), Tourism Industry Association of Colorado (TIAC), Colorado Tourism Office (CTO) and Colorado Hotel & Lodging Association (CHLA)
- Committees: CTO Marketing Committee and participation with CTO International Promotion Committee
- Partnered with CTO on marketing initiatives through Facebook and Instagram
- Attended the annual CTO Governor's Tourism Conference, Colorado Tourism Rally at the Capitol, CTO Roadmap Input Sessions and Tourism Day at the Capitol
- TIAC Legislative Reception sponsor
- Partnerships with Grand Lake, Rocky Mountain National Park, Rocky Mountain Conservancy, CDOT and History Colorado
- Colorado 4th Grade School Program and Every Kid in a Park
- Collaboration with Denver Union Station and Boulder Pearl St. for post-Thanksgiving holiday pop-up campaign, aptly branded: "It's the Neighborly Thing to Do"



regional

- Northern Colorado Travel Region Partner
- Regional partnership with Across the Divide Geo Tour
- Project Manager for NPS Tour in partnership with CTO, highlighting all Colorado National Parks and Monument via a statewide itinerary
- Scenic Byway Loop
- "Wish You Were Beer" Northern Colorado partner

national & international

- Attended: Annual Destination Marketing Association International conference, IPW (the largest international travel trade show in North America), Go West Summit International trade show and Simpleview Summit (website, CRM, CMS)—systems to manage, analyze and create customer interactions and digital content
- Hosted numerous media familiarization tours in Estes Park
- Participated in annual media familiarization events in New York and Denver
- Member of: Destination Marketing Association International (DMAI), U.S. Travel Association and Government Finance Officer Association
- Sister Cities Monteverde Delegation
- "Restore America's Parks"—Pew Charitable Trust Partnership

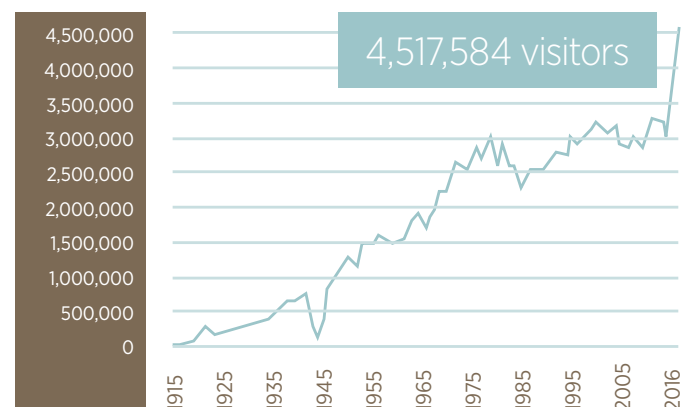
BY THE NUMBERS

Rocky Mountain National Park: Visitor Growth Continues

In 2016, Rocky Mountain National Park ranked as the fourth most-visited national park in the country. The national park visitor total reached 4,517,584 this past year. This total is a new all-time high, up 8.7% compared to 2015.

Rocky Mountain National Park recreational visitors, 1915–2016

Source: Visit Estes Park analysis of National Park Service data





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