

# Visit Estes Park 2017 Tourism Summit



**Visit Estes Park**

The Destination  
Marketing Organization

[VisitEstesPark.com](http://VisitEstesPark.com)





# TURNER

a fahlgren mortine company

Deborah Park  
Vice President, Travel

## Presentation Overview



- TURNER Year-in-Review
  - 2016 Initiatives
  - Results
- 2017 Travel Trends
  - Zen-drenaline Getaways
  - Women Empowerment
  - Localized Travel
  - History & Education Driven
- Look Ahead: 2017 Initiatives & Results



# 2016 Year-in-Review

DENVERPOST

SHAPE

2016 Year-in-Review

TRAVEL+  
LEISURE

CNN

The  
New York  
Times

mental\_floss

PRSA Public  
Relations  
Society of  
America

satw™

TURNER

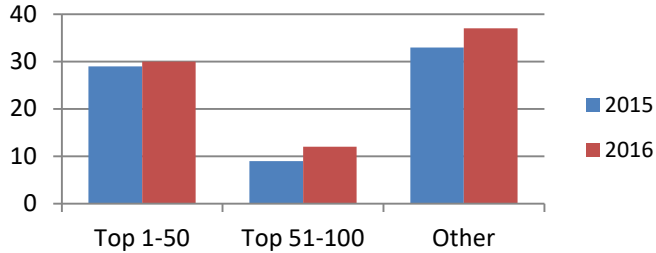
a fahlgren mortine company

In 2016, TURNER implemented the following initiatives:

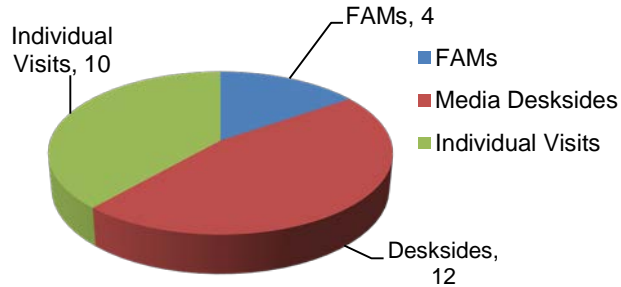
- New York Media Tour
- Front Range Media Tour
- Legacy Adventure Press Trip
- Individual Press Trips
- Awards
- Media Marketplaces



Original Articles in Top 100



Media Meetings Secured 2016 - 26



**Media Relations Results:**

- Advertising Value: \$6,505,825
- Total Impressions: 588,085,533
- Total Number of Articles: 223
- Barcelona Principles Score: 65.22
- Articles in Top 100: 42  
*\*not including syndications*





**Coverage Results:**

**Lonely Planet**

Quick Escapes for Summer  
Score: 102

**Outside Magazine**

Celebrate the Centennial  
(Print & Online)  
Score: 100

**Denver Life Magazine**

Winter Escapes  
(Print & Online)  
Score: 98

**CNN**

National Park Record Setters  
Syndicated to 60+ Outlets  
Score: 65

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# 2017 Travel Trends





### **Women's Empowerment**

Solo travel and female empowerment retreats are on the rise and Estes Park offers opportunities for women to learn and train in an incredible setting.

**Examples: Active at Altitude, Colorado Mountain School & Estes Park Marathon**

### **“Zen-drenaline” Getaways**

People want to get away to experience high-octane adventure activities before decompressing with spa treatments, yoga and meditation classes.

**Examples: Cliff Camping with KMAC & Estes Park area spas**





### **Localized Travel**

Millennials value experiences over things but often don't have the means to book expensive vacations. They will travel within their budget and in their own backyard.

**Examples: YMCA of the Rockies & Rocky Mountain National Park**

### **Education & History-Driven**

Millennial parents are seeking to make family vacations immersive and instructive for children, shifting away from merely preoccupying them.

**Examples: MacGregor Ranch & Rocky Mountain Conservancy**





# Look Ahead: 2017 Initiatives & Results



## 2017 Initiatives

- Colorado Tourism Office Media Reception in Washington, DC (March 2017)
- Front Range Media Tour
- Winter Focused Group Press Trip
- Individual Media Visits
- Awards
- Media Marketplaces





2017 Results  
(from 2016 Legacy  
Adventure Press Trip)

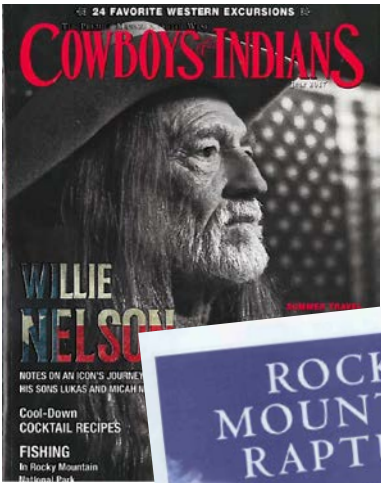


8 page feature in Big Life Magazine

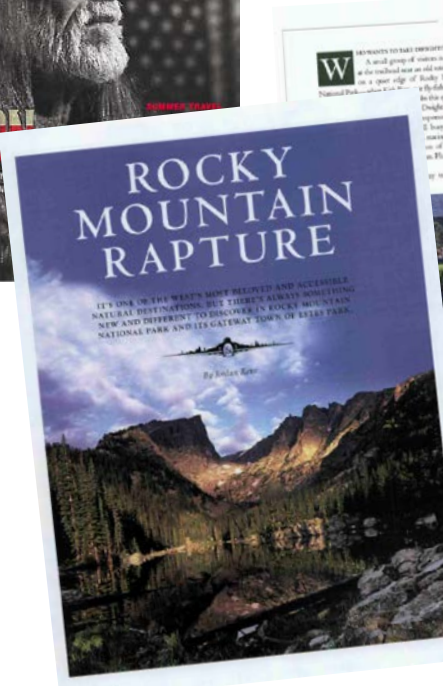
March 2017

**TURNER**  
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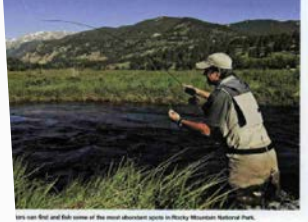




# 2017 Results (from 2016 Legacy Adventure Press Trip)



**W**HEN YOU GO TO THE GATEWAY TOWN OF ESTES PARK, COLORADO, YOU'LL FIND A SMALL GROUP OF VISITORS IN GARDEN OF THE GODS NATIONAL MONUMENT...  
**W**HEN YOU GO TO THE GATEWAY TOWN OF ESTES PARK, COLORADO, YOU'LL FIND A SMALL GROUP OF VISITORS IN GARDEN OF THE GODS NATIONAL MONUMENT...  
**W**HEN YOU GO TO THE GATEWAY TOWN OF ESTES PARK, COLORADO, YOU'LL FIND A SMALL GROUP OF VISITORS IN GARDEN OF THE GODS NATIONAL MONUMENT...



See our fish and fish owner of the most beautiful spots in Rocky Mountain National Park

**W**HEN YOU GO TO THE GATEWAY TOWN OF ESTES PARK, COLORADO, YOU'LL FIND A SMALL GROUP OF VISITORS IN GARDEN OF THE GODS NATIONAL MONUMENT...  
**W**HEN YOU GO TO THE GATEWAY TOWN OF ESTES PARK, COLORADO, YOU'LL FIND A SMALL GROUP OF VISITORS IN GARDEN OF THE GODS NATIONAL MONUMENT...



68-mile portion of U.S. Route 34 in its own country, Nevada.

**68-mile portion of U.S. Route 34 in its own country, Nevada.**  
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**68-mile portion of U.S. Route 34 in its own country, Nevada.**

7 page feature in Cowboys & Indians

May 2017

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**Thank you!**

# THANK YOU

## **NEW YORK**

250 W. 39th Street  
Suite 802  
New York, NY 10018  
212.889.1700

## **DENVER**

1614 15th Street  
Fourth Floor  
Denver, CO 80202  
303.333.1402

## **CHICAGO**

111 W. Illinois St.  
Chicago, IL 60654

# TURNER

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VISIT ESTES PARK  
TRENDS & MARKETING STRATEGY

# OVERVIEW

- Backbone Media Overview
- Media Consumption Habits
- Travel Trends
- Our Strategy



## BACKBONE & ESTES PARK

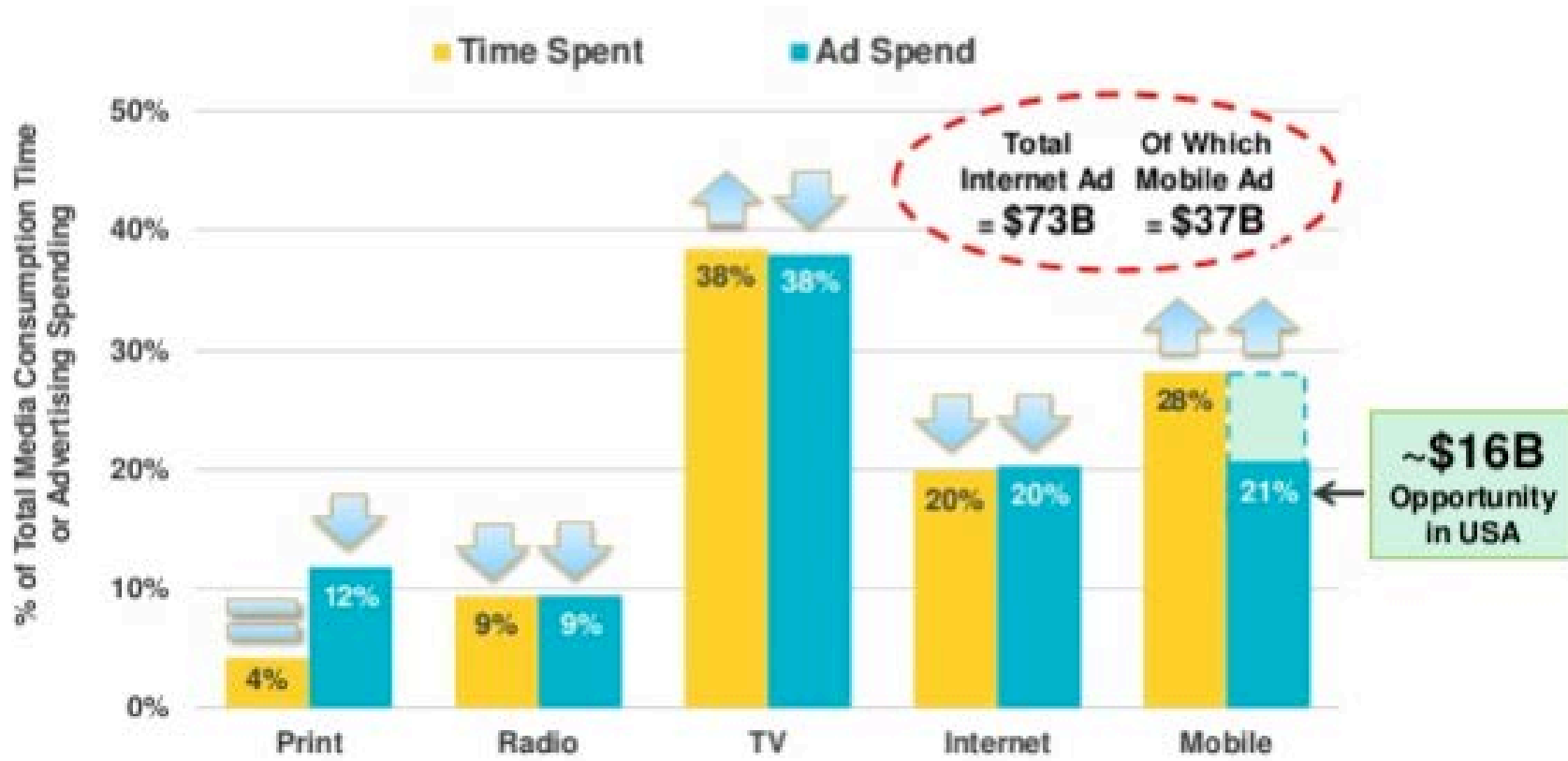
- **2013:** Backbone's First Campaign: Migrated Visit Estes Park from media placements in the back of the book to a strong digital presence as well as premium full page placements in the front of the book
- **2014:** Capitalized on the sophistication of programmatic advertising
- **2015:** Content marketing and highly targeted out-of-home
- **2016:** Direct video distribution – piggy-backing on NPS Centennial
- **2017:** Leveraging advanced retargeting methods to have an effective dialogue with potential visitors on digital – encompassing with quality traditional media



# MEDIA CONSUMPTION HABITS

## DIGITAL GROWTH

### % of Time Spent in Media vs. % of Advertising Spending, USA, 2016

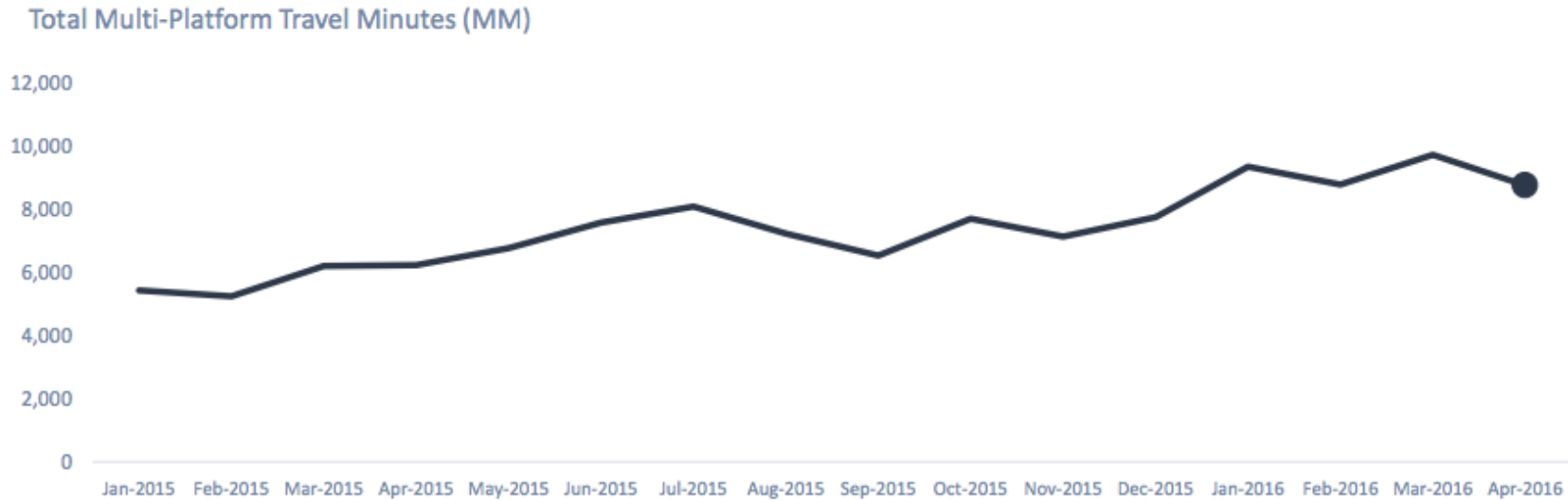


# MEDIA CONSUMPTION HABITS DIGITAL GROWTH



## 8.7 BILLION MINUTES (+41% Y/Y) SPENT ON DIGITAL TRAVEL CONTENT IN THE U.S.

TOTAL U.S. INTERNET MINUTES GREW BY 7%.



Expedia Insights 2017



# MEDIA CONSUMPTION HABITS

## SOCIAL MEDIA & VIDEO CONSUMPTION



The average social media user spends **two hours and 25 minutes** per day using social networks.<sup>1</sup>

Facebook users watch **100 MILLION HOURS** of video daily.<sup>2</sup>



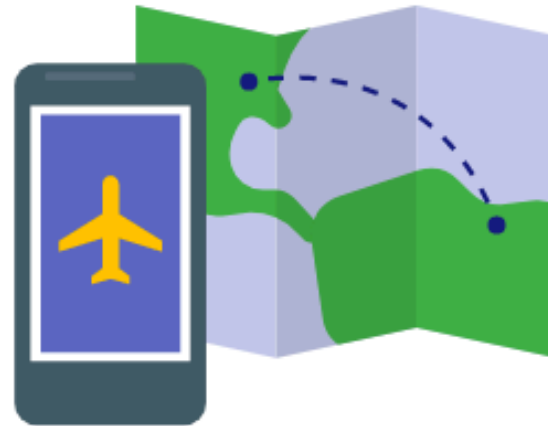
# MEDIA CONSUMPTION HABITS HEAVIER MOBILE USAGE



44%

of people planning their summer trips anticipate using a **mix of devices to plan their vacation.**<sup>4</sup>

Travel categories seeing strong growth have gone mobile. **People research more on mobile than on desktop** for family vacations, luxury travel, and couples travel and honeymoons.<sup>5</sup>



Think With Google 2017



**MEDIA CONSUMPTION HABITS  
INTERSECTION OF EARNED & PAID MEDIA**



THE DENVER POST

**TRAVEL+  
LEISURE**



“...Estes Park is a favorite mountain town getaway” – Travel + Leisure

**PAID DISTRIBUTION**

A screenshot of a Facebook post from the page "Estes Park, CO". The post is marked as "Sponsored" and includes a "Like Page" button. The text of the post reads: "See why Travel + Leisure has picked Rocky Mountain National Park as one of the best places to Travel to in June - Travel + Leisure" followed by a link to the full article: "http://tandl.me/2rr7Kxc". Below the text is a photograph of a scenic mountain landscape with a lake in the foreground reflecting the surrounding trees and mountains. Underneath the photo, the text says: "...Estes Park is a favorite mountain town getaway" and "Things to do in Estes Park, CO". There is a "Learn More" button and the website "VISITESTESPARK.COM" listed. At the bottom of the post, it shows "132 Reactions 12 Comments 1 Share".

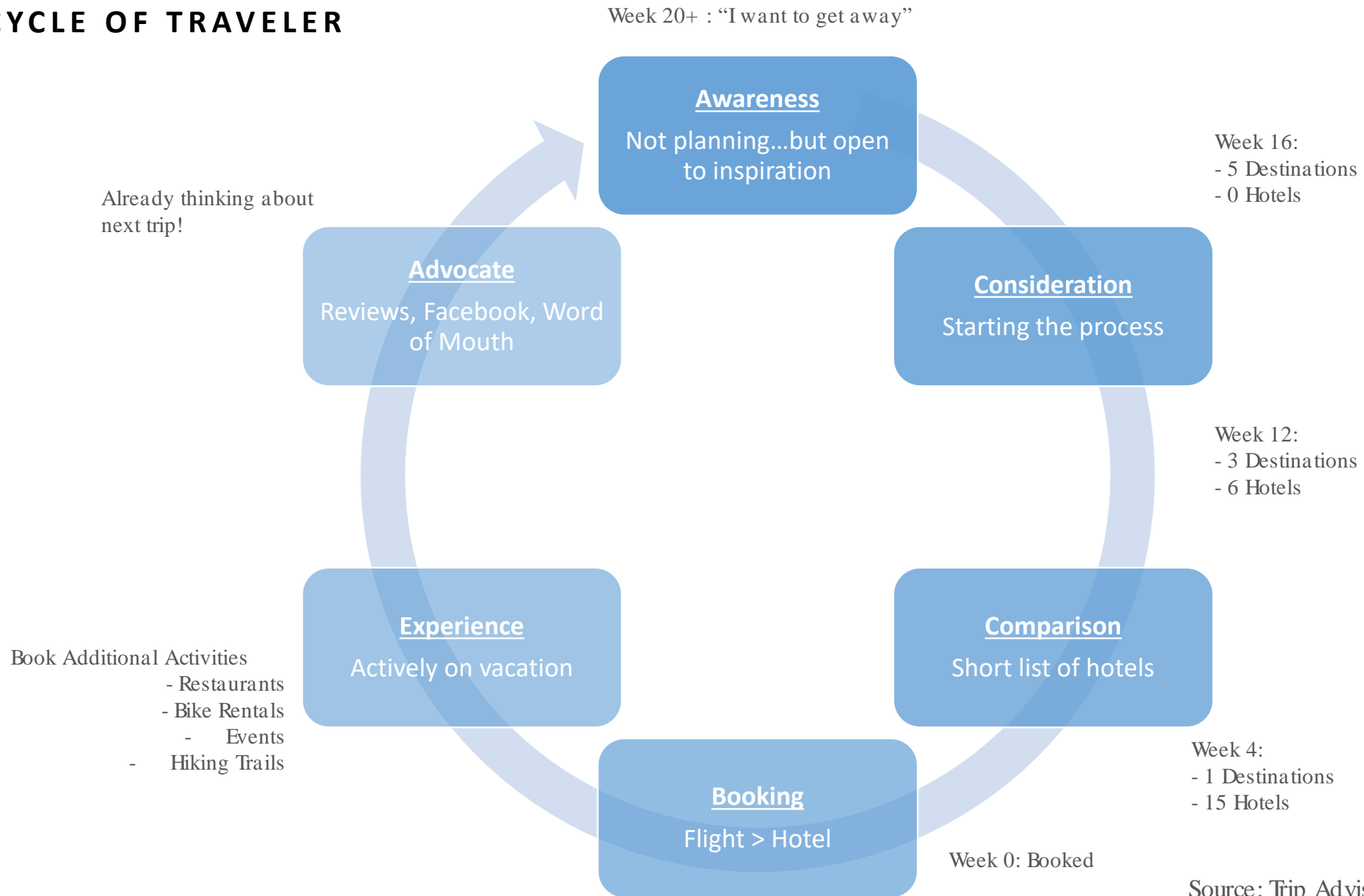
Facebook Insights  
Backbone Case Studies





# TRAVEL TRENDS

## LIFE CYCLE OF TRAVELER



Source: Trip Advisor



# TRAVEL TRENDS

## SUMMER TRAVELER BOOKING TIMING

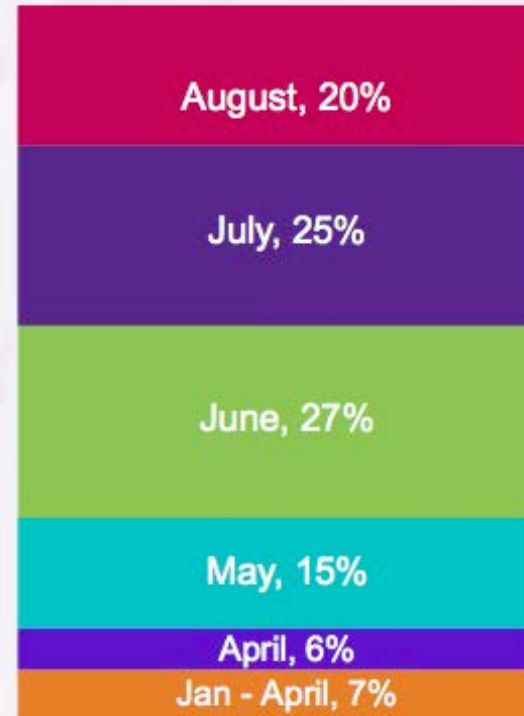
### WHEN DO BOOKINGS FOR SUMMER HAPPEN?



**Only 28% of travelers  
have booked by June 1**

Summer travelers tend  
to book in the early  
months of the season

**72%**  
of trips are booked  
in the summer  
months



**TRAVEL TRENDS**  
**COLORADO TRAVELER ORIGIN MARKETS IN 2016**

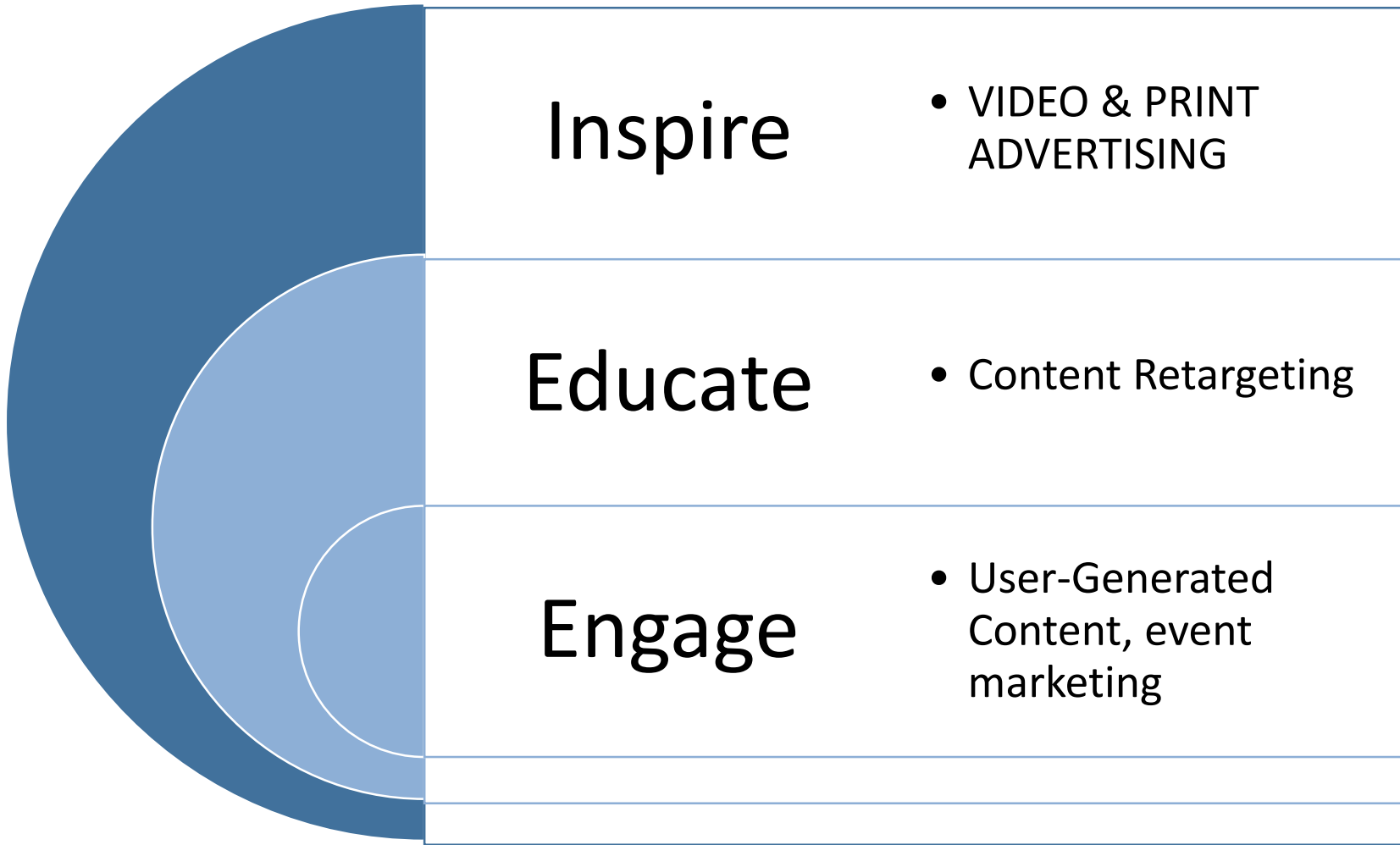
Top 15 Origins (Flight and Hotel) August 2016							
	Origin	Bookings	Searches	Avg LOS	Avg # Travelers	Total Travelers	Total Nights
1	Dallas-Fort Worth, TX, US - (DFW)	141,220	1,915,773	4.0	1.5	212,666	565,285
2	Chicago, IL, US - (ORD)	105,354	1,711,754	4.3	1.4	150,870	451,868
3	Atlanta, GA, US - (ATL)	101,048	1,085,498	3.2	1.4	143,639	319,884
4	Los Angeles, CA, US - (LAX)	91,626	1,506,479	4.0	1.4	127,497	370,077
5	Minneapolis, MN, US - (MSP)	87,664	1,076,865	2.7	1.4	122,555	237,874
6	San Francisco, CA, US - (SFO)	80,859	1,233,226	4.3	1.3	108,057	351,466
7	New York, NY, US - (LGA)	76,451	533,413	3.9	1.4	105,066	300,626
8	Houston, TX, US - (IAH)	70,190	1,487,453	4.6	1.5	103,862	321,559
9	Detroit, MI, US - (DTW)	64,540	965,821	3.3	1.4	93,415	214,886
10	Phoenix, AZ, US - (PHX)	64,471	896,559	3.9	1.3	85,047	251,569
11	Boston, MA, US - (BOS)	58,867	1,138,660	5.1	1.4	79,569	301,757
12	Salt Lake City, UT, US - (SLC)	51,435	370,545	2.4	1.3	65,699	123,789
13	Newark, NJ, US - (EWR)	50,716	895,016	5.8	1.4	72,858	296,419
14	Seattle, WA, US - (SEA)	47,691	472,142	3.6	1.4	64,430	173,467
15	New York, NY, US - (JFK)	47,674	540,501	3.4	1.4	67,602	160,704



**OUR STRATEGY**



# OUR STRATEGY



Target market based on extensive research

Users who are interacting with Estes Park and have leaned in

Those who advocate and have opted-in to Estes Park updates and information



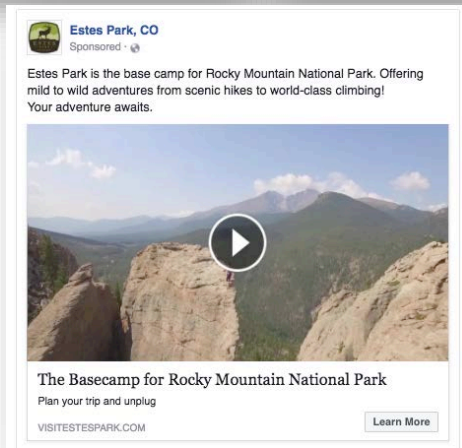
# OUR STRATEGY SUMMER 2017

VISIT ESTES PARK 2017/2018 MEDIA PLAN																											
SUMMER (60%)																											
Mar.	April				May				June				July					August				September					
24	1	10	17	24	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25		
<b>PAID SOCIAL</b>																											
Facebook/Instagram/YouTube																											
<b>DIGITAL DIRECT</b>																											
Backpacker																											
435 Magazine																											
Texas Monthly																											
<b>SEARCH</b>																											
Webshine																											
Google																											
Bing																											
<b>RETARGETING</b>																											
Google Display Network																											
Facebook																											
CTO																											
<b>DIGITAL SUBTOTAL</b>																											
<b>REGIONAL - HEAVY UP (IL, TX, CO, CA,KS)</b>																											
Elevation Outdoors																											
Backpacker																											
Big Life Magazine																											
Dorado Magazine																											
Chicago Magazine																											
5280 Magazine																											
435 Magazine																											
San Francisco Magazine																											
Texas Monthly																											
Diablo Magazine																											
USA TODAY National Parks																											
USA TODAY Go Escapes Summer Travel Guide																											

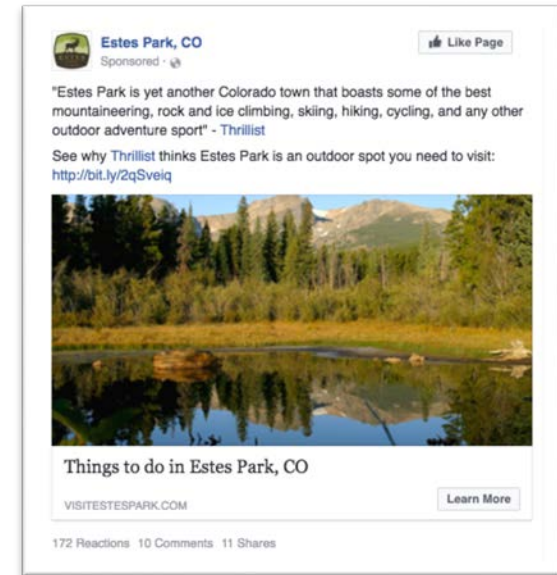


# OUR STRATEGY MULTIPLE TOUCHPOINTS

LEAD WITH PRINT & VIDEO ON SOCIAL MEDIA



CONTINUE THE CONVERSATION WITH SITE VISITORS AND VIDEO VIEWERS WITH CONTENT & DISPLAY UNITS



## OUR STRATEGY RESULTS TO DATE

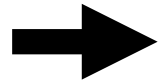
### Our Target

- Chicago
- Kansas
- Northern California
- Nebraska
- Texas

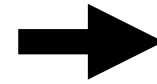
Takes active & family vacations or interested in outdoor recreation

Ages: 24-65+

~13 MM potential visitors



So far this Summer we have had 723,658 potential visitors in the target market's watch the film or go to the site at a cost of \$0.07 per user



These users are now receiving quality content on why to come to Estes Park. So far 15,000 have come back to [VisitEstesPark.com](http://VisitEstesPark.com) to learn more  
Statistics from first 2 weeks of advertising





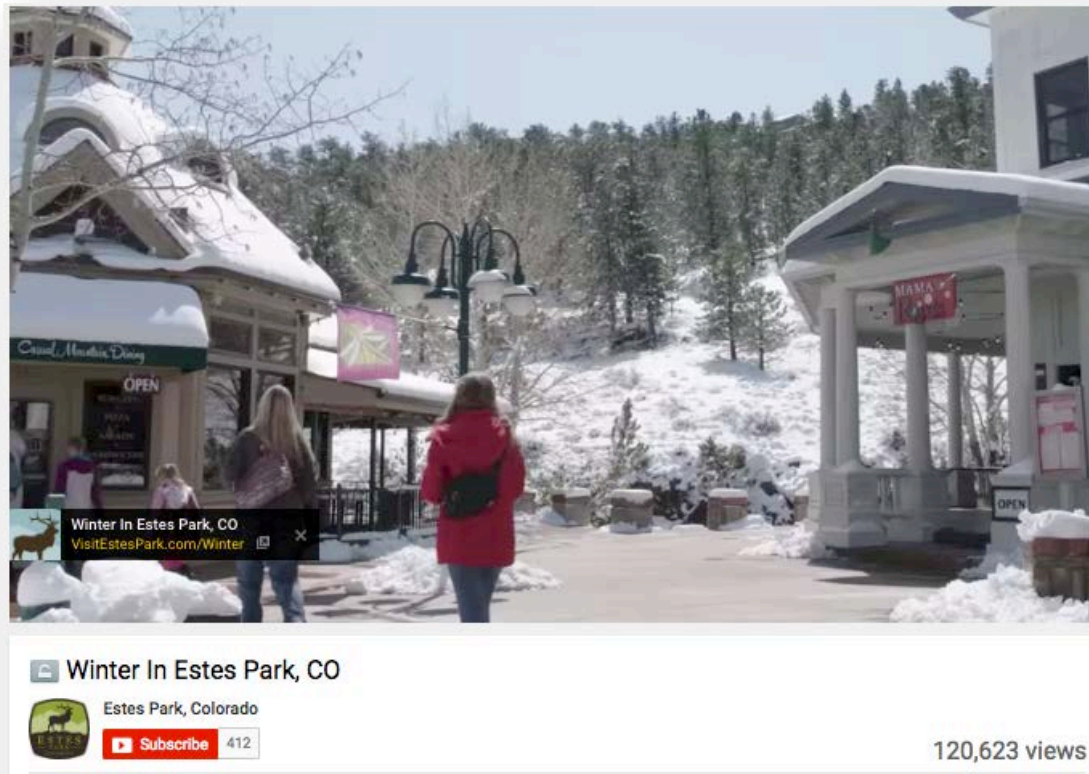
# OUR STRATEGY

## WINTER 2017-2018

VISIT ESTES PARK 2017/2018 MEDIA PLAN																									
FALL/WINTER (40%)																									
October					November				December				January				February				March				
2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	5	12	19	26
<b>SEARCH</b>																									
Bing																									
Google																									
Webshine																									
<b>RETARGETING</b>																									
Google Display Network																									
Facebook																									
<b>REGIONAL - HEAVY UP - FRONT RANGE</b>																									
5280 Magazine																									
Elevation Outdoors																									
Colorado Parent																									
Colorado Life																									
Visit Denver																									
iHeart Radio																									
Billups																									



# OUR STRATEGY CREATIVE EXECUTIONS



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THANK YOU

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**BACKBONE**  
— M E D I A —



**Visit Estes Park**

The Destination  
Marketing Organization

**[VisitEstesPark.com](http://VisitEstesPark.com)**

**Estes Park Advertising**  
**Jen Arnold, Creative Director**  
**Makenzie Mouser, Account Manager**  
**Cultivator Advertising & Design**



# SOME CURRENT TRENDS

Nostalgia for the past: Quality togetherness. Experiences over “stuff”.

The shrinking surplus of time: Maximizing the moment.

The digital paradox: Addiction vs. Disconnection.

A passion for the National Park Service.

Consumers commit to brands that share their values and beliefs.



# SOME CURRENT TRENDS

50% of trip spend happens on a mobile device.

-- Google

Curated Content: Guidance and advice over lists. Inspiration instead of facts.

-- *TripAdvisor*

Socialized technology has largely replaced the traditional role of the concierge and empowered the customer with more authentic, relevant advice in real time. Experiences over amenities.

-- *CNN Travel*

Family and Friends equal the Internet as the primary sources of inspiration for travel.

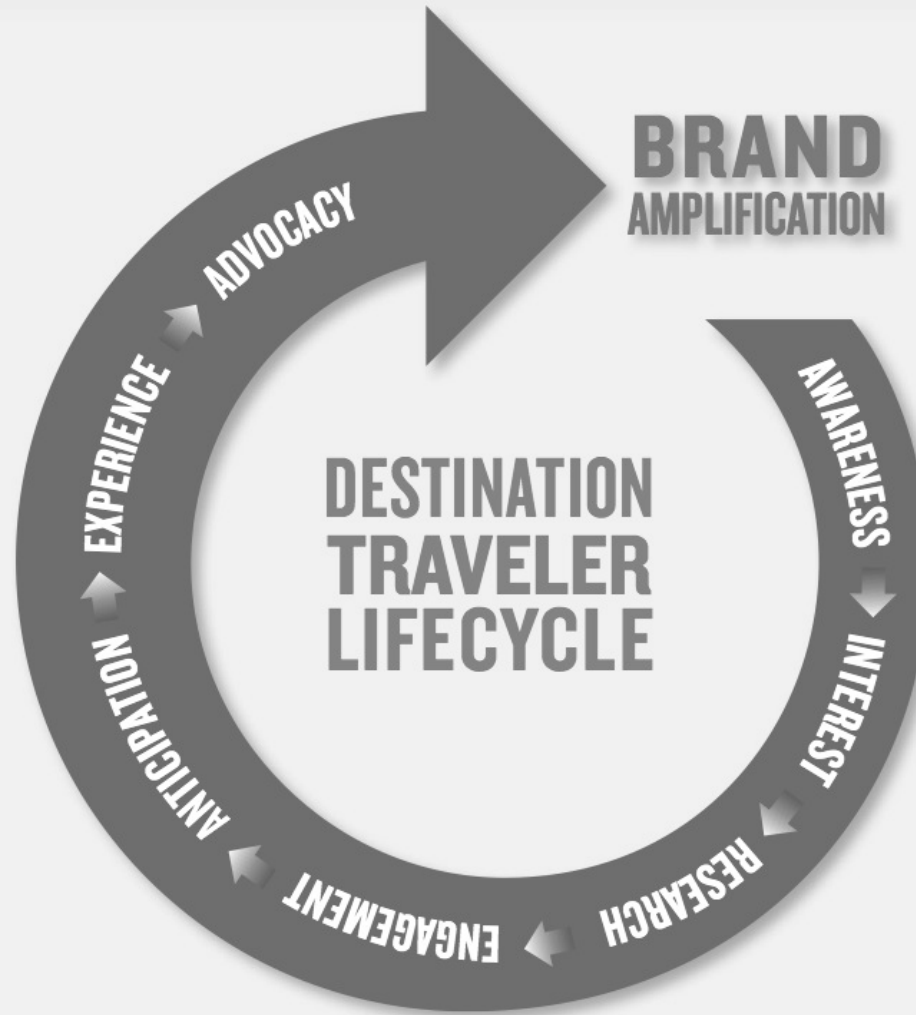
-- *Google*

Multi-generation travel remains at an all-time high.

--*AARP*



# COMMUNICATIONS LIFECYCLE



# KEY TAKEAWAYS

We need to be famous for something.

Our story has to remain true to the experience.

We need to remember to talk about the “why” and not just the “what”.

Growing an enduring brand takes time. It is bigger than any single tactic or even a broad campaign theme.

We are ALL the marketing department. We all play a role in delivering the story.





# Our Strategic Platform

- Audiences remain the same
- Year-round seasonally driven communication
- Strong focus on our front range drive market in the winter with non-traditional efforts and high impact OOH advertising
- Broadening our reach – extending further into online video with YouTube pre-roll placements



Winter 2015-2016:  
Deeper communication with the Front Range and a  
focus on experiential



**SCENERY  
THAT DESERVES  
A STANDING  
OVATION.**



**THIS WINTER, ESCAPE  
TO ESTES PARK.**



**OUR STAGE  
IS KIND OF A  
BIG DEAL, TOO.**



**THIS WINTER, ESCAPE  
TO ESTES PARK.**







# 2016-2017 Campaign



page 48

...d cultural...  
...covery in...  
...producer Rob...  
...the love for...  
...nature and...  
...own treas...  
...Austin da...  
...the battle over...  
...what's happen...  
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...interviews with...  
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...light sport

**"NATURE IS GOOD AT ALL TIMES."**  
ENOS MILLS

**Celebrating 100 Years of NATIONAL PARK SERVICE CENTENNIAL 2016**

This summer, experience what makes Estes Park home to spectacular wildlife, breathtaking scenery, arts and culture, and the kind of memories that last a lifetime. Spend your summer vacation at the base camp for Rocky Mountain National Park. Find all the adventures that await you at [VisitEstesPark.com](http://VisitEstesPark.com)

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...atform. The...  
...nfactory...  
...e anything...  
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...There is no...  
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...them.

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... "Wow, but...  
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...a mutually

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...ough making...  
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...for two months...  
...y fellow Port...  
...I'd found to...  
...my new home...  
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...our the news...  
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**"THE TRAIL PUTS YOU IN HARMONY WITH THE UNIVERSE."**  
ENOS MILLS

**Celebrating 100 Years of NATIONAL PARK SERVICE CENTENNIAL 2016**

Explore all Estes Park has to offer, from outdoor adventures to craft distilleries and breweries, fun for the kids, and of course, wildlife. See why it's the base camp for Rocky Mountain National Park. Find all the adventures that await you at [VisitEstesPark.com](http://VisitEstesPark.com)

withwest lo...  
...ill-seye! Learn to shoot a bow like Cupid  
...How to make the best chocolate cake ever

**"WITHIN NATIONAL PARKS  
IS ROOM TO FIND OURSELVES."**  
ENOS MILLS

**Celebrating  
NATIONAL PARK  
SERVICE  
CENTENNIAL 2016**

Explore all Estes Park has to offer, from outdoor adventures to craft distilleries and breweries, fun for the kids, and of course, wildlife. You'll see why it's the base camp for Rocky Mountain National Park. Find all the adventures that await you at [VisitEstesPark.com](http://VisitEstesPark.com)

**"I HAVE FOUND  
A DREAM OF BEAUTY."**  
ISABELLA BIRD

See the beauty as they saw it over 100 years ago, from Estes Park, Colorado. Base camp for Rocky Mountain National Park. Plan your winter escape today. [VisitEstesPark.com/winter](http://VisitEstesPark.com/winter)



# Summer Digital

**BOOK ON TRIPADVISOR BONUS** Book a hotel on TripAdvisor and get a discount of \$50 or more on things to do on your trip!

tripadvisor Estes Park Tourism: Best of Estes Park

Estes Park Hotels Flights Vacation Rentals Restaurants Things to Do Forum Best of 2016 More

Estes Park, Colorado, United States What are you looking for? Search

United States Colorado (CO) Estes Park Tourism

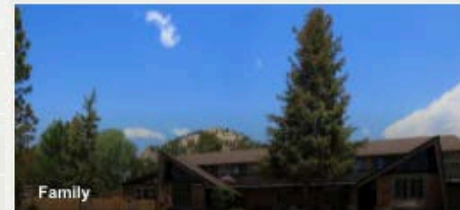
Explore a new backyard. **START PLANNING**

62,636 reviews and opinions

## Estes Park, Colorado



- Hotels (28)**  
23,935 Reviews
- Vacation Rentals (236)**  
2,179 Reviews
- Flights**
- Things to Do (117)**  
9,180 Reviews
- Restaurants (122)**  
25,252 Reviews
- Forum**  
2,019 Posts



**The Maxwell Inn**  
325 Reviews  
#2 of 28 in Estes Park  
"Wonderful"  
chrism19752016 April 24, 2016



**Alpine Trail Ridge Inn**  
889 Reviews  
#3 of 28 in Estes Park  
"Long Time RMNP visitors...."  
Teri322 March 30, 2016

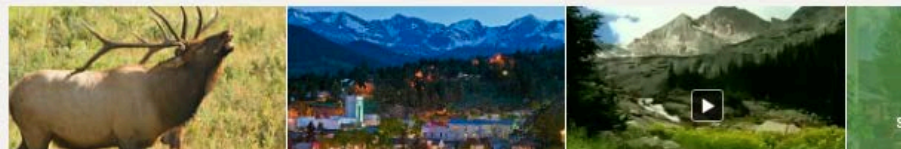
- Overview Places to Stay Location Things to Do Official Resources provided by

Estes Park is located 7,522 feet above sea level, nestled in the heart of the Colorado Rocky Mountains. Shops, galleries and boutiques line the main street, which has a quaint, small-town ambiance. Exceptional outdoor adventures await both families and enthusiasts. Wildlife [Read more -](#)

### Discover Estes Park, Colorado

- Visit our website
- Send us an email
- Download our official guide
- View promotions
- View events
- Connect with us

**\$50+ OFFER** **BOOK ON TRIPADVISOR BONUS** **Traveling to Estes Park?** Book a hotel and get a discount of \$50 or more on things to do



"GOING TO THE MOUNTAINS IS GOING HOME."  
- JOHN MUIR

ESTES PARK

Explore a new backyard. **START PLANNING**

See all 3,898 traveler photos

# Experiential

**SPREADING CHEER.  
IT'S THE NEIGHBORLY  
THING TO DO.**



Get in the holiday spirit with a little seasonal cheer, brought to you by your neighbors in Estes Park.

Pass it along with **#FestiveEstes**.  
[VisitEstesPark.com](http://VisitEstesPark.com)



Sponsored by:



Best Western | Erik Stensland Photography | Richard Hahn Photography | James Frank Photography

**FROM  
OUR HERD  
TO YOURS.**

**Happy Holidays from your neighbors in Estes Park.**  
**Share your favorite photos of our ice elk and come see the real thing this winter.**

**#FestiveEstes**  
[VisitEstesPark.com](http://VisitEstesPark.com)

**"WITHIN NATIONAL PARKS  
IS ROOM TO FIND OURSELVES."**

— ENOS MILLS

**Tinsel Tavern Tour - Dec. 10th**  
**Winter Festival & Winter Trails Day - Jan. 14th & 15th**  
**Frost Giant 5K & 10K - Jan. 29th**  
**Ralls in the Rockies - Feb. 18th & 19th**  
**Whiskey Warm-Up - Mar. 11th**  
**National Park Week - Apr. 15th - 23rd**

[VisitEstesPark.com/events](http://VisitEstesPark.com/events)

**Estes Park**  
COLORADO  
[VisitEstesPark.com](http://VisitEstesPark.com)



# Experiential



# Experiential



# Looking Ahead

- Continuing to speak to our core audiences - empty nesters, families, millennials – with mid-level adventure in mind and increasing our photography portfolio with this in mind
- Year-round seasonally driven communication
- Strong focus on our front range drive market in the winter with non-traditional efforts
- Broadening our reach – extending further into online video with YouTube pre-roll placements



# Brand Video

Estes Park: Colorado's Original Playground :30



VO: Landscapes that moved the original pioneers.



Solitude that satisfied the early soul seekers.



Lured by the adventure,



Hated by the calm.



For the same reasons their tracks stopped here, ours still do.



In Colorado's original playground.



Let it be your basecamp for adventure.



Start planning your mid to wild adventures.  
[VisitEstesPark.com](http://VisitEstesPark.com)





**Thank You!**



**Visit Estes Park**

The Destination  
Marketing Organization

[VisitEstesPark.com](http://VisitEstesPark.com)





COLORADO TOURISM

# ROADMAP

MOVING THE STATE FORWARD THROUGH A STATEWIDE STRATEGIC INITIATIVE

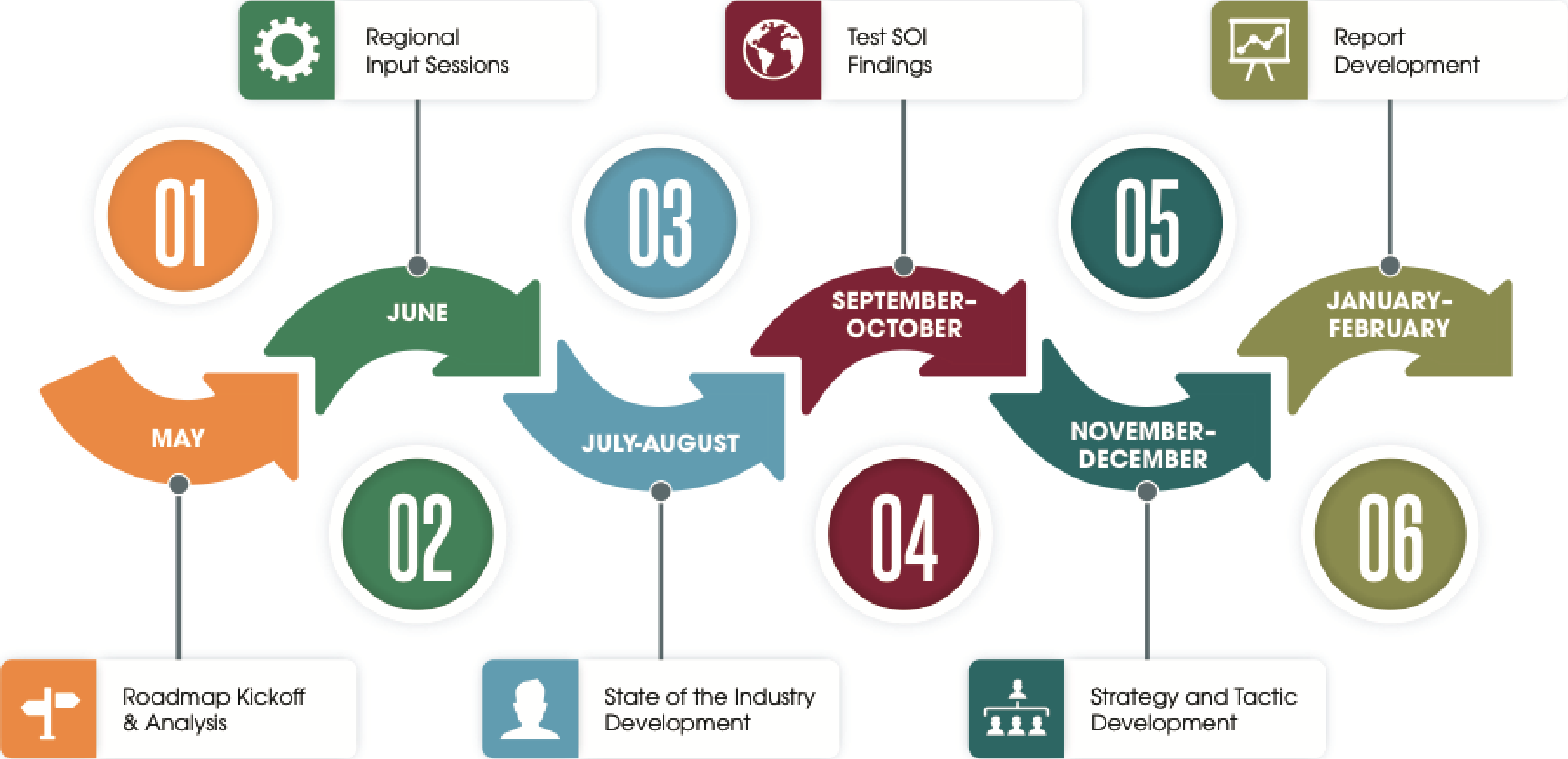
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Adopted on March 15, 2017

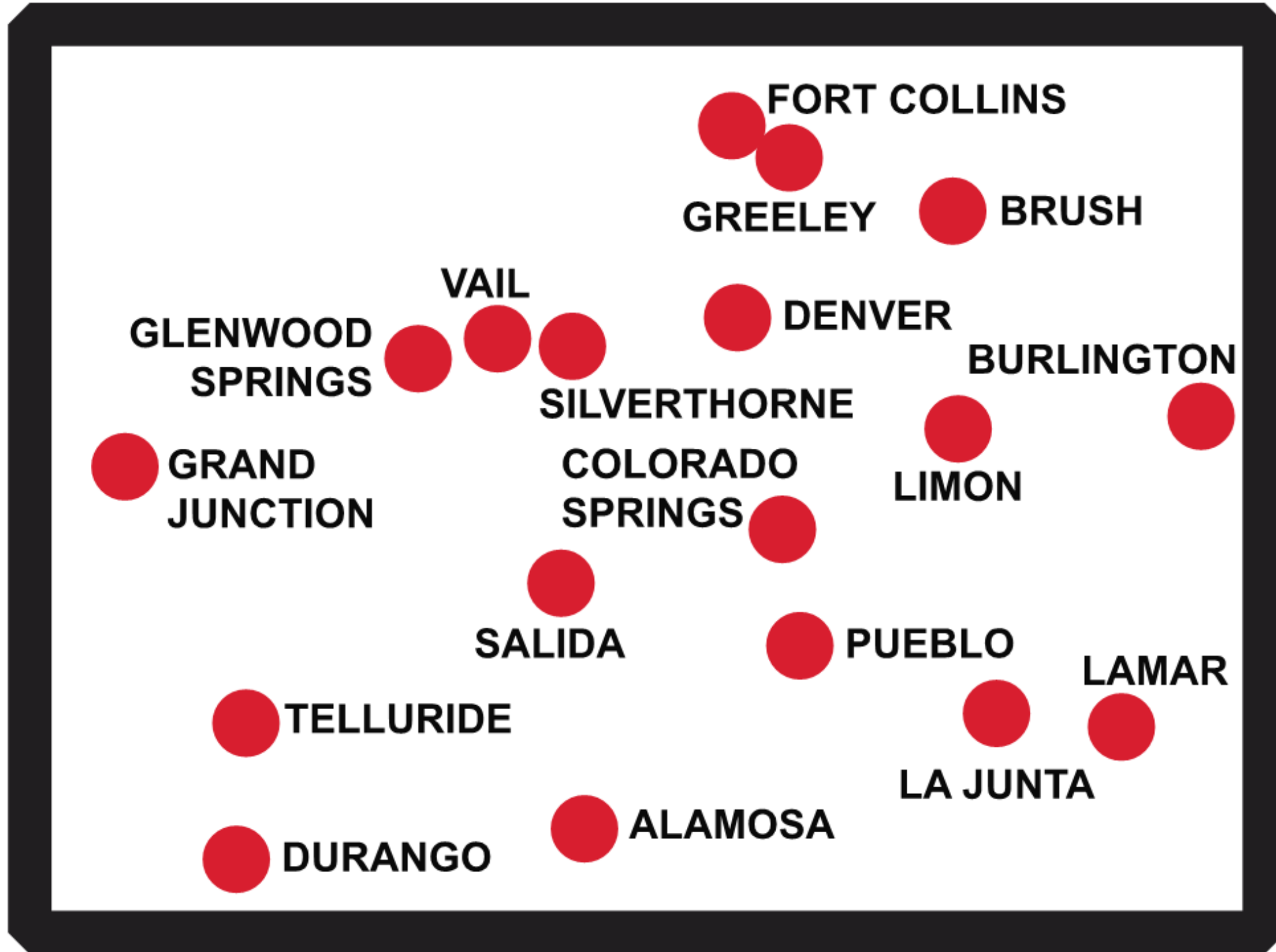
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# ROADMAP TIMING & PROCESS 2016-2017



# LISTENING SESSION LOCATIONS



**COLORADO  
TOURISM  
ROADMAP:  
RESEARCH**

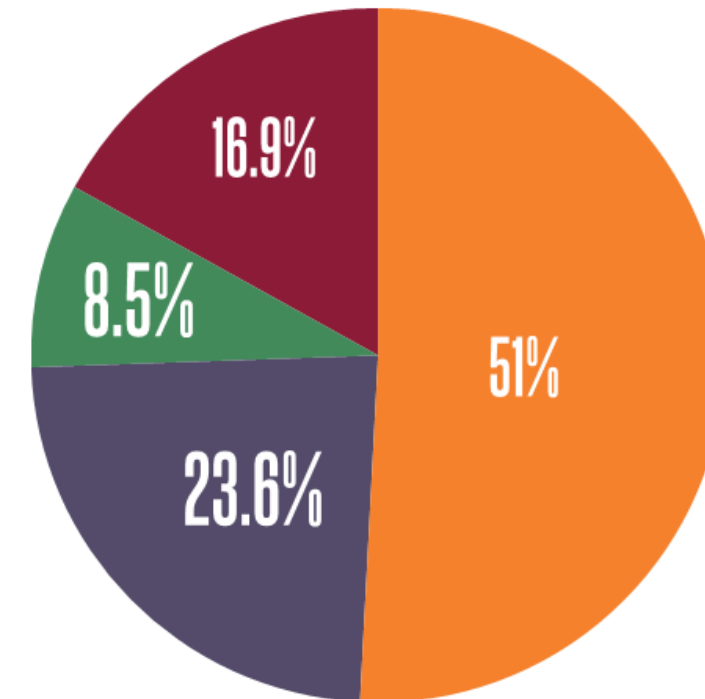
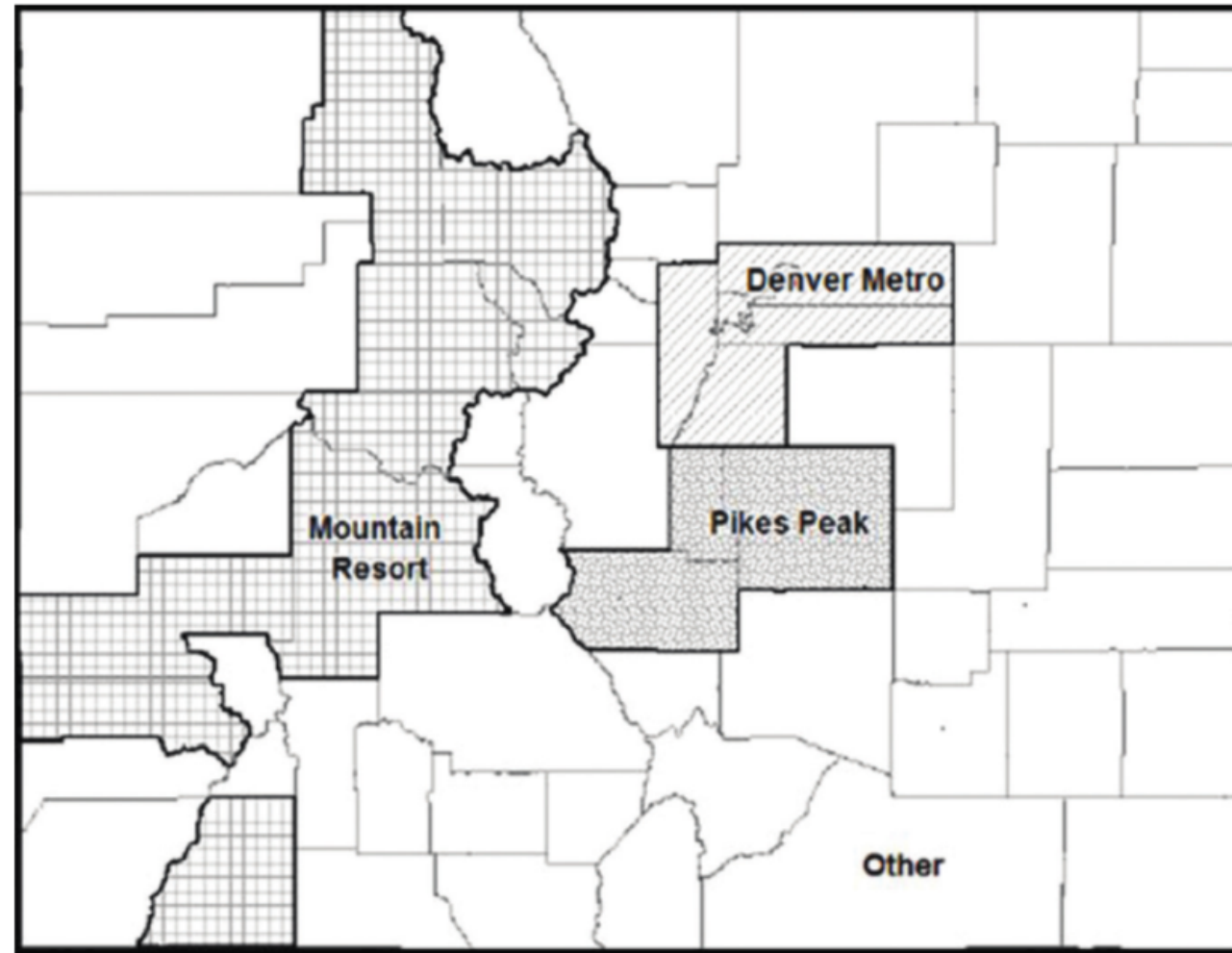
# STRONG ECONOMIC IMPACT

- Triggered **\$19.1 billion in spending**, up 3%, compared with 0% nationally
- In 2015, a record **77.7 million visitors**, an 8.6% increase 36 million overnight
- Generated **\$1.13 billion in taxes**, up 7.8%
- Supported more than **160,000 jobs**, up 3% from 2015, supporting a \$5.5 billion payroll

*CO has posted a 31% increase in visitation, nearly twice the 16% growth rate of US travel, since the recession in 2009.*



# REGIONS WITH LARGEST GAINS IN VISITOR SPENDING



- Denver Metro
- Mountain Resort
- Pikes Peak
- All Other

SOURCE: DEAN RUNYAN ASSOC - COLORADO TRAVEL IMPACTS

# CHANGE IN DIRECT SPENDING

- Growth over the past 5 years has been most significant in the Denver Metro and Mountain Resort regions
- All Other and Pikes Peak regions were 11 and 22.5 points below the 5 year Denver growth rates
- All Other regions grew at rates less than 1/2 that of state averages in 2015

## Direct Spending % Change

Region	1 year	5 year
Denver Metro	3.4%	38.7%
Mtn Resorts	7.6%	37.2%
Pikes Peak	4.3%	16.2%
All Other	1.8%	27.7%
Average	4.2%	34.2%

Source: Dean Runyan Assoc – Colorado Travel Impacts

# IMAGE & PERCEPTION STUDY

- How does Colorado compare to other states?
- Considered image and perception of prospective visitors from 3 Geographic segments
  - Regional markets
  - Short Haul Markets
  - Long Haul Markets
- Electronic survey with random participation from key feeder states
- 1,930 completed surveys, 3% margin of error

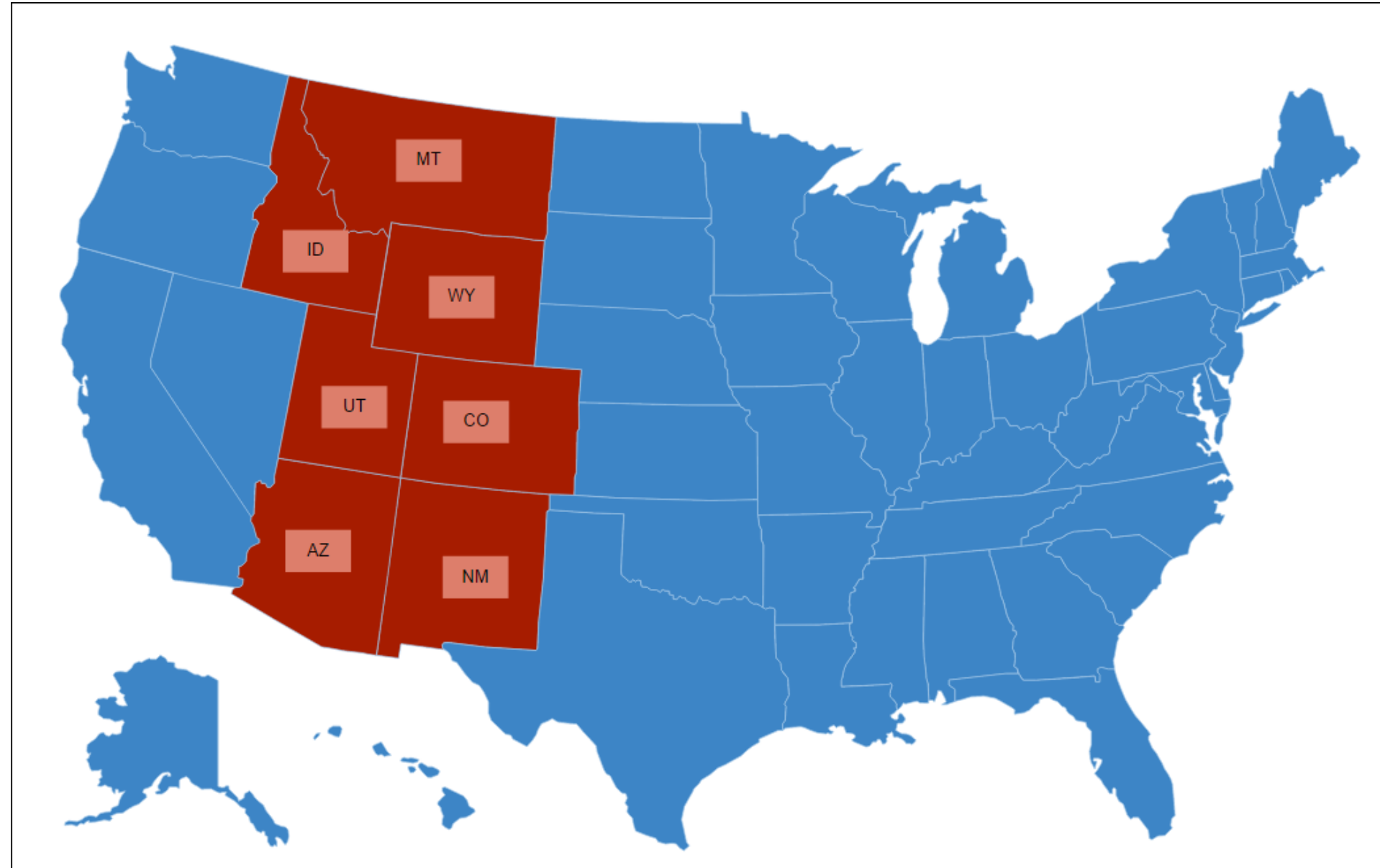


Source: National Laboratory for  
Tourism and e-Commerce





# HOW WE RANK IN THE ROCKY MOUNTAIN WEST



Source: National Laboratory for Tourism and e-Commerce



# Colorado's Ranking on Feelings

- Unique ability among west region states to speak to broad range of desired feelings.
- Clear reason why Colorado has been able to outperform others.

*Think about the states in the Rocky Mountain West. Identify which state is "best" described by each word listed below.*

Feelings	State Rank
Beautiful	1
Fun	1
Relaxing	1
Sophisticated	1
Luxurious	1
Charming	1
Hip	1
Romantic	1
Quaint	1-4
Diverse	2
Peaceful	2
Cultural	2-3
Quiet	3-4
Boring	7

# Colorado's Ranking on Activities

- Unique ability among west region states to speak to broad range of desired activities
- Clear reason why Colorado has been able to outperform others

Activity	State Rank
Skiing	1
Sled/Snowmobile	1
Climbing/Zip	1
Touring/Sightseeing	1
National Parks	1
Cultural	1
Hidden Gems	1
Shopping	1
Kid Friendly	1
Nightlife	1
Architecture	2
Historic Sites	1-3

*Think about each of the different types of experiences.*

*Which state in the Rocky Mountain West is the best for that experience.*

# COLORADO'S COMPETITIVE SET



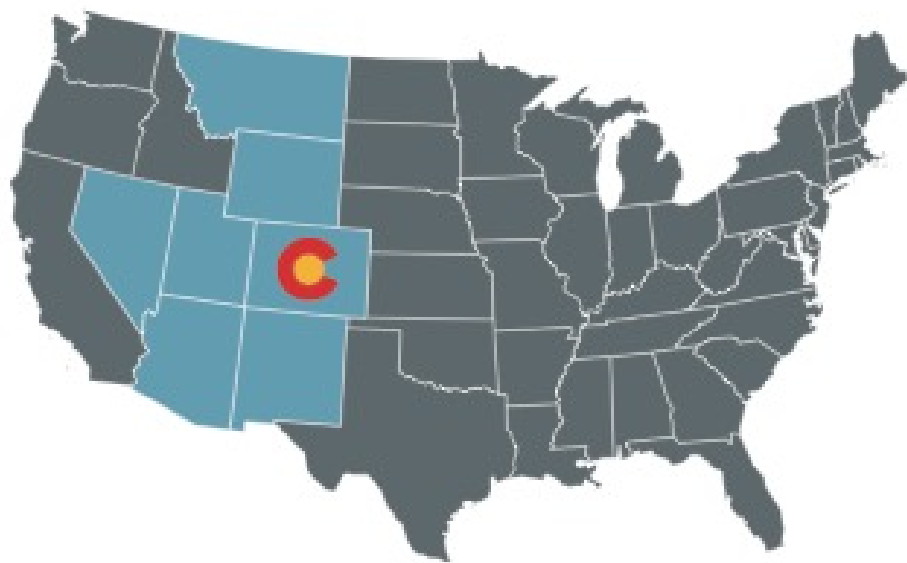
## LONG HAUL

RANK	STATE	%
1	Arizona	34.6%
2	California	29.8%
3	Florida	29.8%
4	Nevada	26.8%
5	New York	22.0%



## SHORT HAUL

RANK	STATE	%
1	California	35.6%
2	Arizona	25.6%
3	Florida	25.1%
4	New York	21.7%
5	Nevada	20.8%

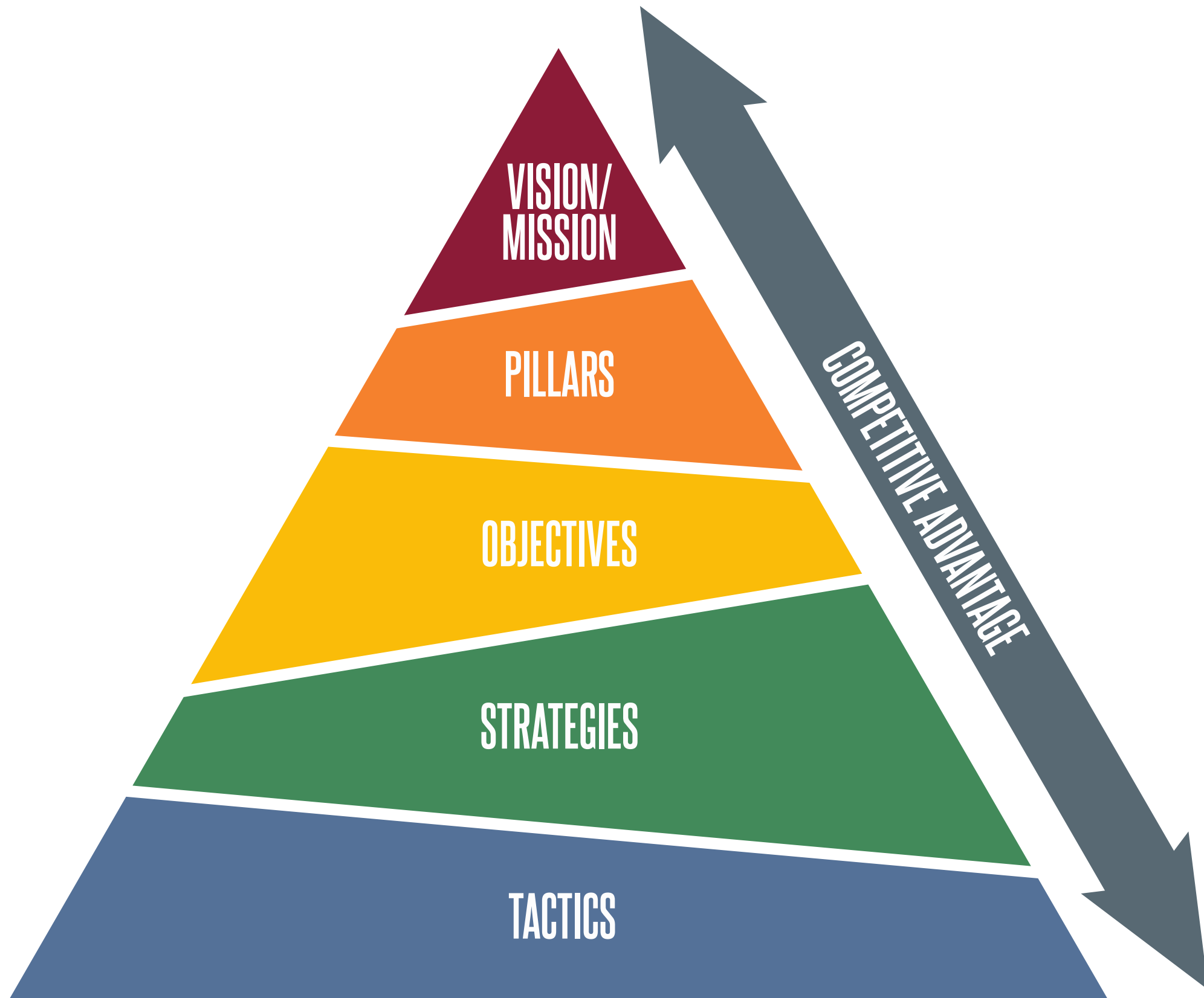


## REGIONAL

RANK	STATE	%
1	California	25.4%
2	Utah	22.3%
3	Nevada	22.1%
4	New Mexico	21.8%
5	Arizona	20.7%

SOURCE: NTG/TRC/NLTEC - 2016 IMAGE/PERCEPTION STUDY. PLACES OTHER THAN COLORADO THAT PEOPLE WERE CONSIDERING AS A TRAVEL DESTINATION.

**WHERE THE  
RUBBER HITS  
THE ROADMAP**



---

# VISION

Colorado is the premier U.S. destination for active, outdoor and unique experiences that make you feel truly alive.

# MISSION

Drive traveler spending through promotion and development of compelling, sustainable travel experiences throughout our four-corner state.

---







# 01 COMPETE

Strengthen Colorado's competitive position and the resilience of its tourism industry



## OBJECTIVES:

- ▶ Embrace “large team” thinking through partnerships that unlock the full potential of the tourism industry.
- ▶ Continue building appeal as a national destination, while generating demand for off-peak periods and less-traveled regions.
- ▶ Maximize the connection with Colorado residents.
- ▶ Refine international promotion to maximize pull from highest-potential markets.

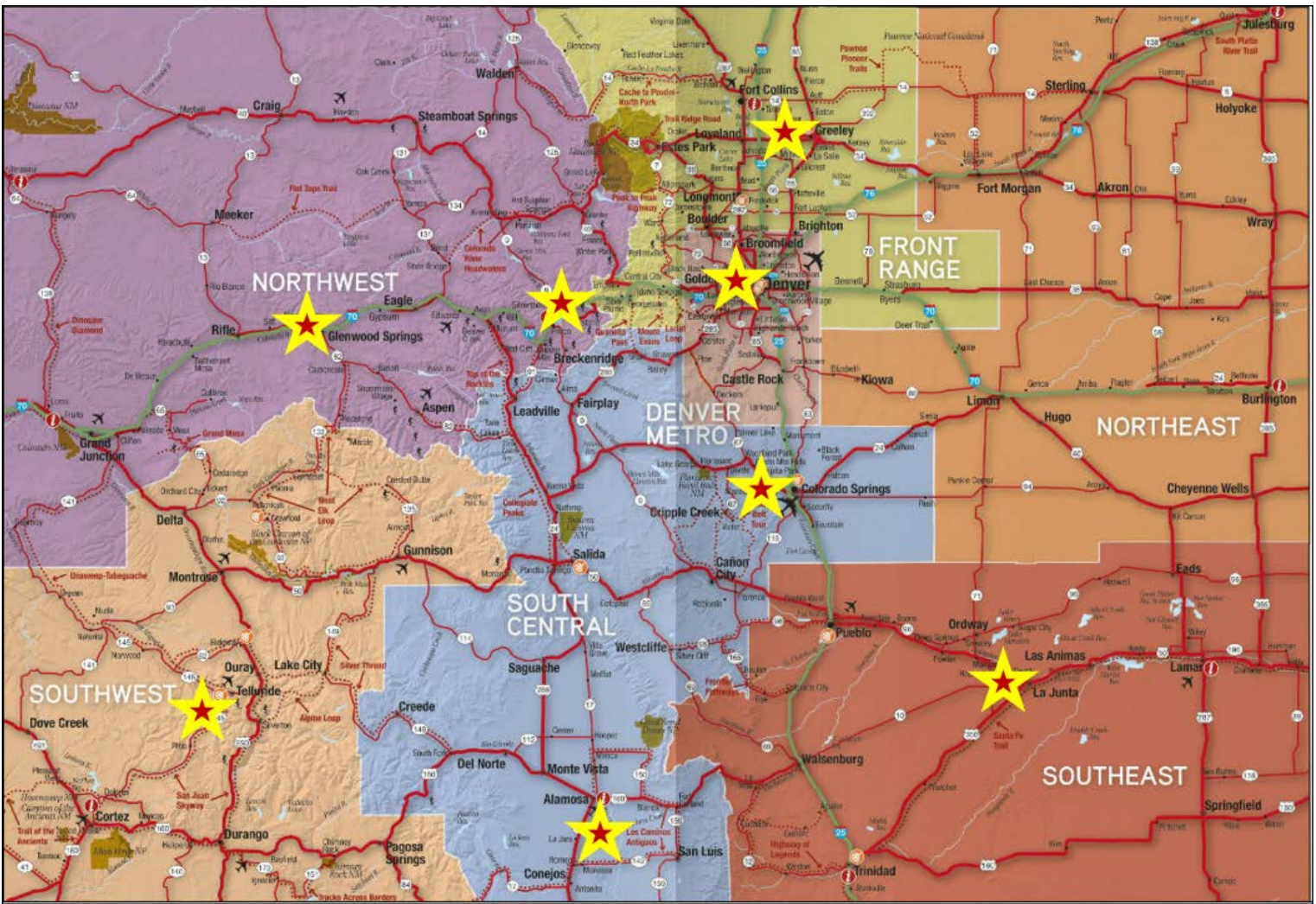




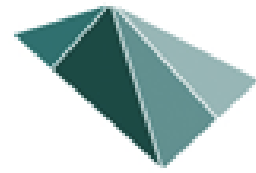
# EXAMPLES OF TACTICS

# REGIONAL BRANDING

- Generate trips in areas and seasons with capacity
  - Use Colorado resident voices to present “authenticity”
  - Use as part of “sales force” with friends and relatives
  - Recognize ability to deepen appreciation of industry.
- \*ADVOCACY



# COLORADO TOURISM LEADERSHIP JOURNEY



KEYSTONE  
POLICY CENTER

Gives high-potential middle-managers an opportunity to advance their careers through new leadership skills, while building a statewide network of colleagues and resources.

- **JULY/AUGUST:** Application process open
- **SEPTEMBER:** Selection of inaugural class of 20
- **OCTOBER:** First class begins yearlong leadership journey at the Colorado Governor's Tourism Conference Oct. 25-27 in Grand Junction

## ***VISION:***

***ACTIVATE THE FULL  
POTENTIAL OF THE  
COLORADO TOURISM  
INDUSTRY THROUGH ITS  
PEOPLE.***



# 01 COMPETE

Strengthen Colorado's competitive position and the resilience of its tourism industry



## OBJECTIVES:

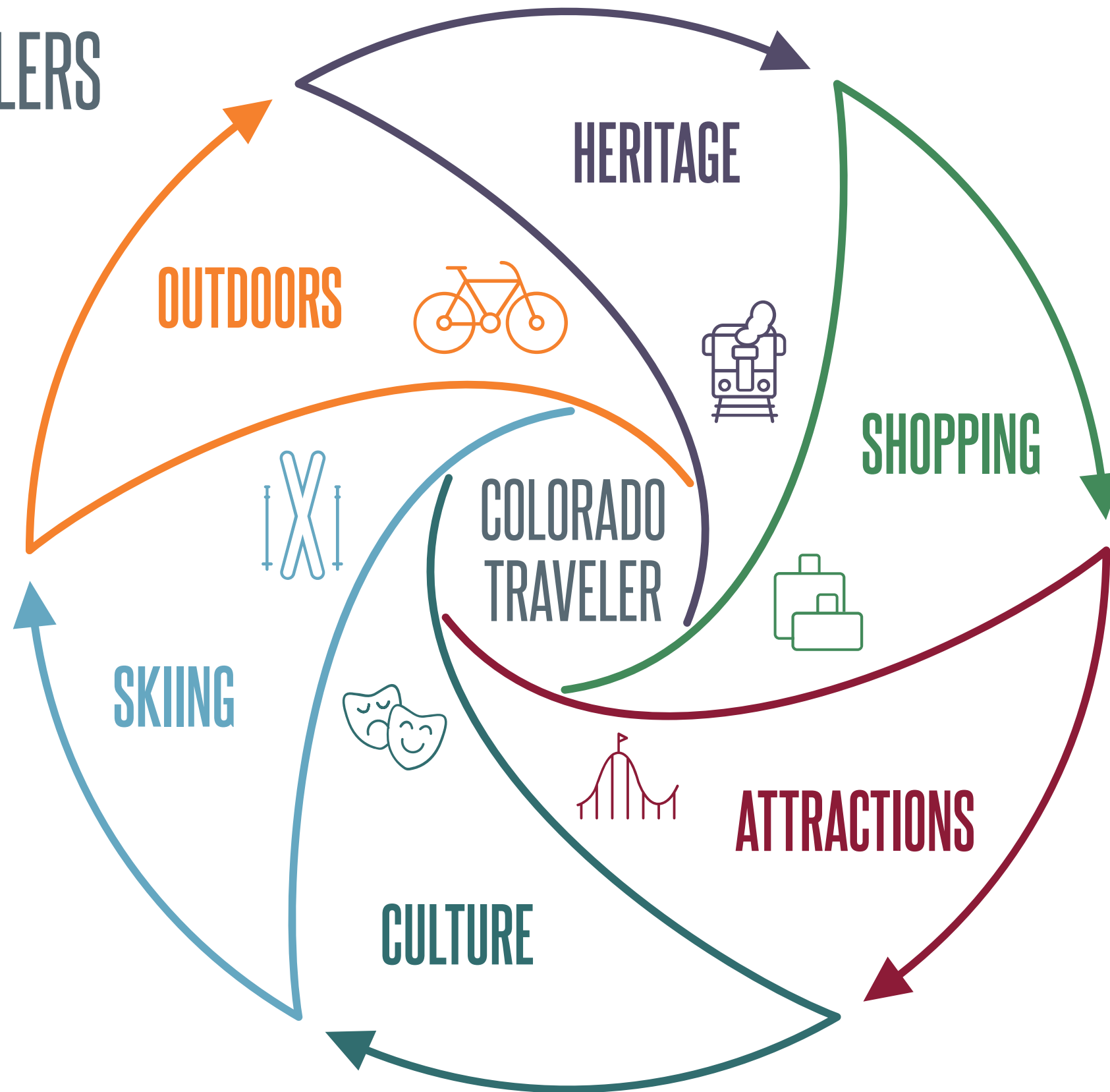
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- ▶ Continue building appeal as a national destination, while generating demand for off-peak periods and less-traveled regions.
- ▶ Maximize the connection with Colorado residents.
- ▶ Refine international promotion to maximize pull from highest-potential markets.





# EXAMPLES OF TACTICS

**COLORADO TRAVELERS  
SEEK MANY  
EXPERIENCES  
IN EACH TRIP**



# INSPIRE ‘DESTINATION ARCHITECTS’

Assist DMOs across the state in creating new traveler experiences:

- Provide “how to” approaches to help build capacity and know-how for proactive product development
- Use ‘Mental Mortar’ not bricks and mortar
- Build entrepreneurial skillset – help new business development
- Reward demonstrated ability to grant programs



## Oregon Rural Tourism Studio



Oregon’s Rural Tourism Studio program is designed to help rural communities develop a robust and sustainable tourism economy. By creating diverse, authentic experiences for travelers across the state, Travel Oregon aims to enhance community vitality, contribute to a healthy environment and strengthen Oregon’s position as a premier tourism destination.





# COLORADO HISTORIC HOT SPRINGS LOOP



Development of a new offering based on existing assets.

Increase visitation through creation and branding of new traveler experiences.

# 03

## STEWARD

Protect the integrity of Colorado resources through sustainable tourism.



### OBJECTIVES:

- ▶ Embrace thinking that disperses visitors in productive ways.
- ▶ Invite travelers to embrace Coloradans' sustainability ethic while here.
- ▶ Create alliances with other stakeholders to magnify the impact of sustainable tourism initiatives.





# EXAMPLES OF TACTICS

# COLORADO FIELD GUIDE

ESTABLISHED IN 2017



## GREELEY, LOVELAND, LONGMONT & FORT COLLINS / FEATURED TRIP

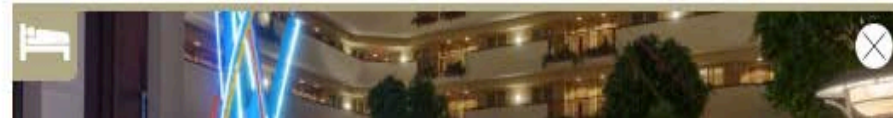
While these towns have their roots in agriculture, visitors will discover much more today. From vibrant art communities and a wide variety of outdoor adventures to amazing brews and stunning views, all of these enclaves are stop-worthy destinations.

[← Back to recommended trips](#)

Show More 

### Activities Included in this Trip

[PERSONALIZE YOUR ITINERARY](#)



# 04 ADVOCATE

Communicate the power of tourism to drive economic and lifestyle benefits.



## OBJECTIVES:

- ▶ Build an effective advocacy platform.
- ▶ Develop sustainable funding to grow and protect Colorado's competitive position.
- ▶ Support development of critical infrastructure to support the health of the tourism economy.



# KEEP COMPETITIVE LANDSCAPE TOP OF MIND

- Last fiscal year, CTO's budget was 13<sup>th</sup> highest
- Colorado's flat growth significantly below the 15% + average increase of the top 20 states
- Hefty increases this year for Utah and Oregon empower them to take better aim at potential CO travelers.

	State	Budget FY 2015-2016	% Change
1	California	\$119,881,265	0.00%
2	Hawaii	\$93,255,548	21.20%
3	Florida	\$82,727,272	10.50%
4	New York	\$50,000,000	100.00%
5	Texas	\$46,583,000	-5.80%
6	Michigan	\$33,000,000	13.80%
7	Illinois	\$30,346,576	-44.40%
8	Virginia	\$23,567,934	25.10%
9	Arizona	\$22,170,674	-10.10%
10	Louisiana	\$21,007,513	40.50%
11	Missouri	\$20,804,990	-0.90%
12	Utah	\$19,845,767	16.30%
<b>13</b>	<b>Colorado</b>	<b>\$19,800,000</b>	<b>0.00%</b>
14	Oregon	\$19,352,007	34.10%
15	Montana	\$18,705,590	15.70%
16	Tennessee	\$18,568,731	29.40%
17	Nevada	\$17,887,678	26.70%
18	South Carolina	\$16,057,718	25.40%
19	Arkansas	\$15,942,739	-3.00%
20	Wisconsin	\$15,845,601	2.70%



# IF COLORADO WERE IN PARITY

FY16 Budget \$19,800,000

Parity\* Budget \$29,000,000

\*Considering average budget investment ratio to state visitor spending  
top 20 states

Source: NTG/TRC based on US Travel Association





**Governor's Tourism  
Conference  
Grand Junction  
Oct. 25-27, 2017**





**Visit Estes Park**

The Destination  
Marketing Organization

**[VisitEstesPark.com](http://VisitEstesPark.com)**

**Meet the Staff**

**The Ridgeline Hotel/Abi Huebner**

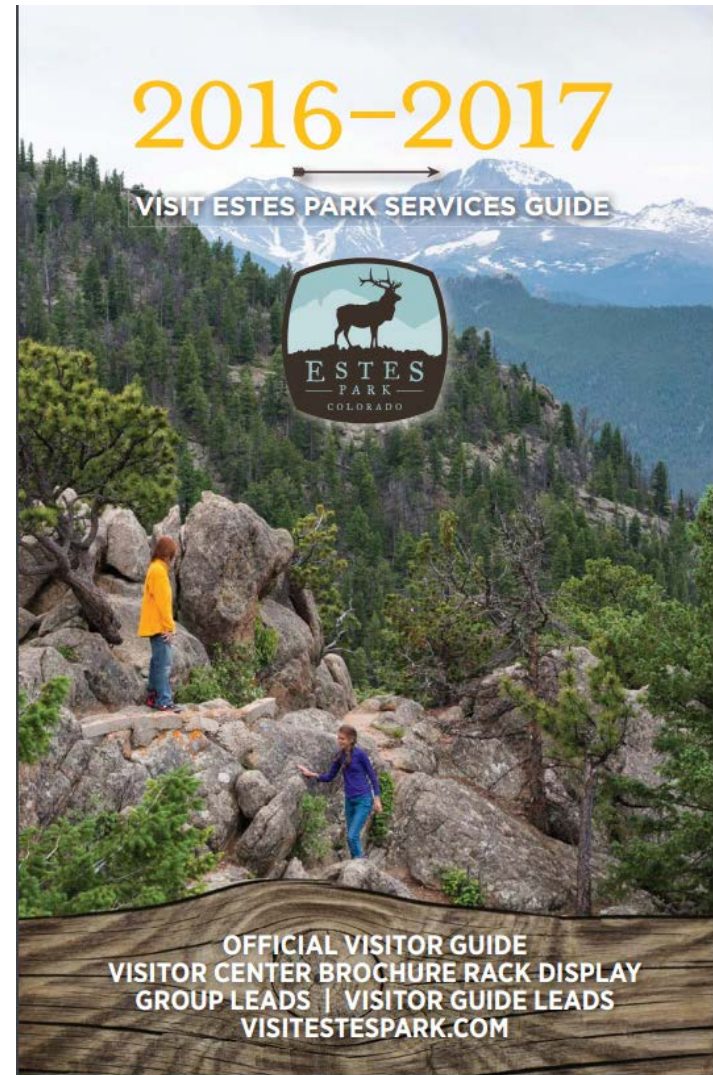
**Wednesday, June 7, 2017**



# Responsibilities:

## Stakeholder Services

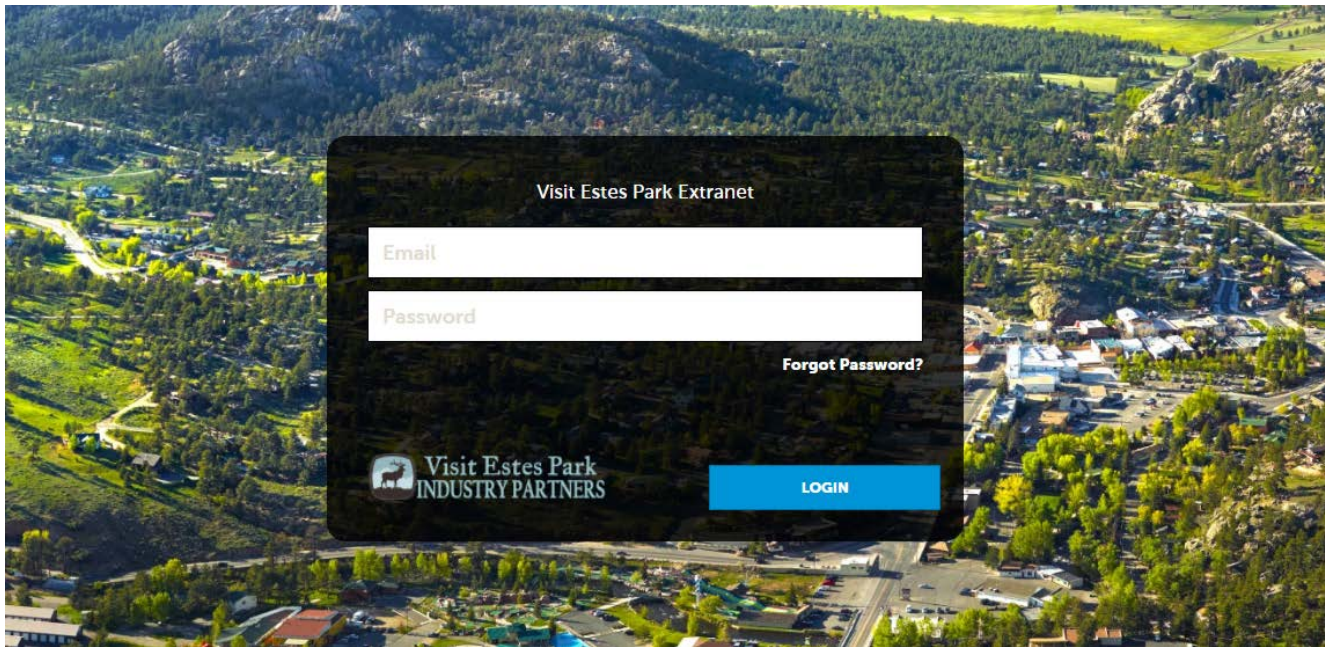
- Provide insight and expertise on which advertising programs to participate in.
- Which ones are beneficial to your specific business?
- What ones can we take advantage of now?
- What should we work for in the future?
- How can VEP work within your budget?



# Responsibilities:

Help manage listings:

- posting specials
- photos, coupons, and details
- help troubleshoot and find solutions when issues arise
- Have an issue? Let me know! That's what I'm here for!



# Community Engagement:

- Explore Our Store
- Estes Park Visitor Center Ambassador Meeting
- Member of the Estes Park In Bloom Steering Committee
- Member of the Estes Park Wedding Association



## New Initiatives:

- Expanding and improving the already successful Visitor Guide
- Expanding Lead Generation program
- Beginning expansion of Extranet usership
- Expansion of online advertising opportunities



**Josh Harms**  
Communications Coordinator

[jharms@visitestepark.com](mailto:jharms@visitestepark.com)

970-586-0500



**Visit Estes Park**

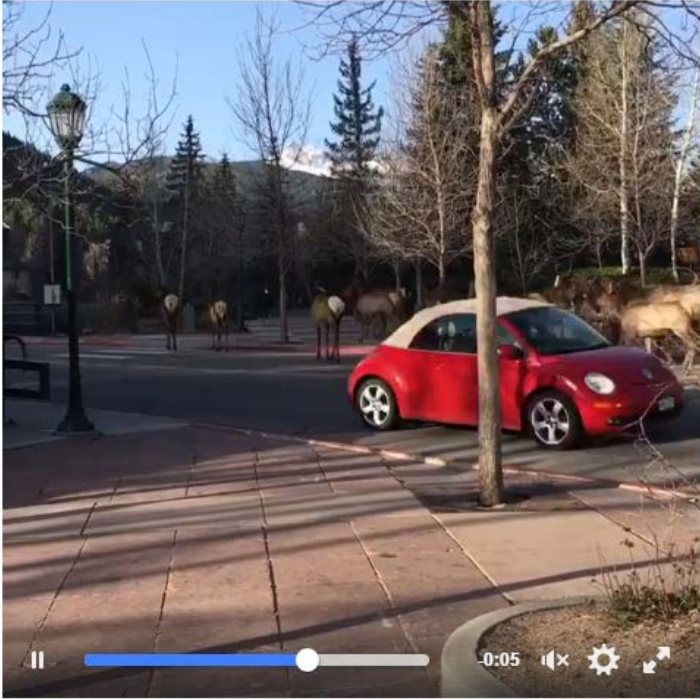
The Destination  
Marketing Organization

**VisitEstesPark.com**



# Social Media

- Facebook - @EstesPark
  - 120,000 Fans
  - Facebook Live
  - Video Content
- Interact with us
  - Share content
  - Tag us
  - Participate
    - Wildlife Wednesday
    - Fan Photo Friday



Estes Park, CO ✓  
Published by Josh Harms [?] · April 13 · 🌐

Rush hour in Estes Park 🦌🚗🦌🦌

2,312,088 people reached [Boost Post](#)

925K Views

👍 Like    💬 Comment    ➦ Share

👍👍👍 Dustin Bawek, Pamela Flynn and 12K others    Top Comments ▾

18,269 shares

The image shows a Facebook post from the official page of Estes Park, Colorado. The post features a video of a red convertible car parked on a paved area in a park. In the background, several elk are visible, and the scene is set against a backdrop of trees and mountains under a clear blue sky. The video player interface at the bottom of the image shows a progress bar at 0:05 and various control icons. Below the video, the post has received 2,312,088 reaches, 925K views, and 18,269 shares. The post is from April 13 and was published by Josh Harms. The caption reads 'Rush hour in Estes Park' with three elk and a car emoji. The post also includes a 'Boost Post' button and engagement options like 'Like', 'Comment', and 'Share'. The bottom of the post shows that it has been liked by Dustin Bawek, Pamela Flynn, and 12K others, and that there are top comments available. The Estes Park logo is visible in the bottom right corner of the post.



# Facebook Engagement

- Likes, Reactions, Comments and Shares

1	 VISIT DENVER	311.2K 	▲0.2%	9	5.7K 
2	 ASPEN Visit Aspen	134.8K 	▲0.1%	11	872 
YOU 3	 Estes Park, CO	119.2K 	▲0.8%	11	7.6K 
Keep up with the Pages you watch.			<a href="#">Get More Likes</a>		
4	 GoBreck	54.5K 	▲0.1%	8	365 
5	 Visit Colorado Springs	45.1K 	▲0.4%	15	654 
6	 VISIT TELLURIDE Visit Telluride	43.6K 	▲0.4%	10	2.9K 





# Social Media

- Instagram - @VisitEstesPark
  - 20,000 Followers
  - Tag us



visitestepark

Edit Profile

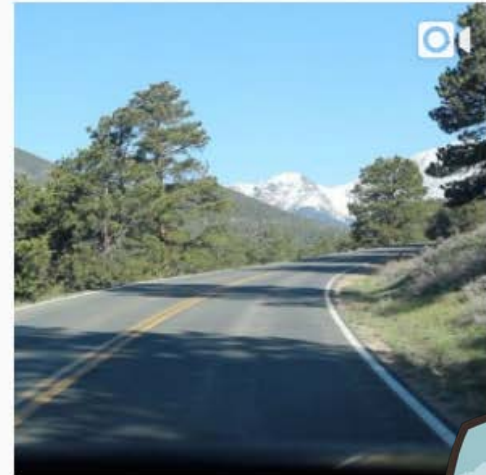


1,073 posts

20.4k followers

740 following

Visit Estes Park Estes Park is your favorite Colorado mountain experience. Near Rocky Mtn National Park, with extraordinary views, real wildlife, & amazing adventures!  
[www.VisitEstesPark.com](http://www.VisitEstesPark.com)



# Social Media

- Twitter - @VisitEstesPark
  - 10,000 Followers
  - Tweet at us
  - Retweet Content





**Visit Estes Park**  
@VisitEstesPark

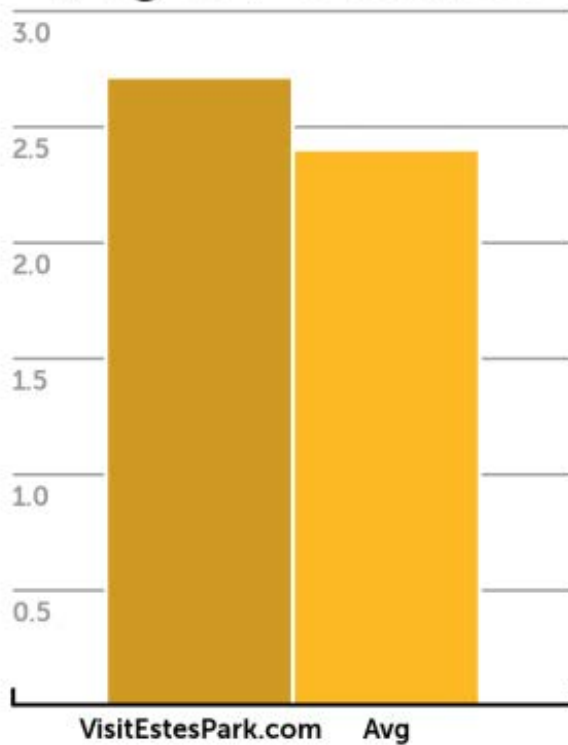
TWEETS	FOLLOWING	FOLLOWERS
7,176	3,415	10.2K



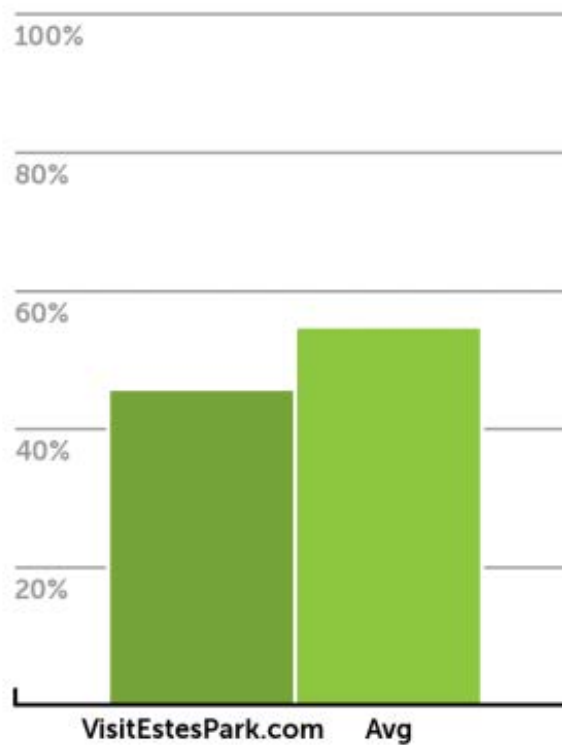
# Website

- Performs above industry average

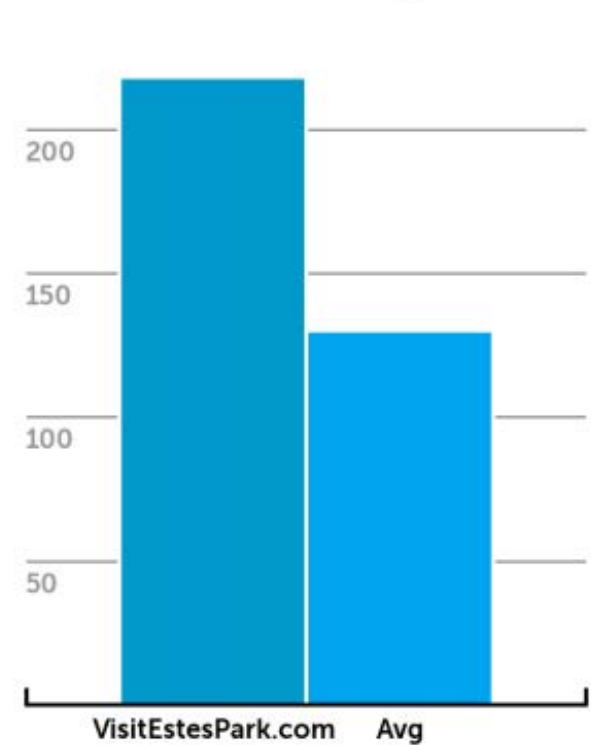
## Pages / Session



## Bounce Rate



## Time on Site



# Website

- Blog
  - Inspiring guests



## 5 BEST TRAILS TO HIKE WITH YOUR DOG IN ESTES PARK

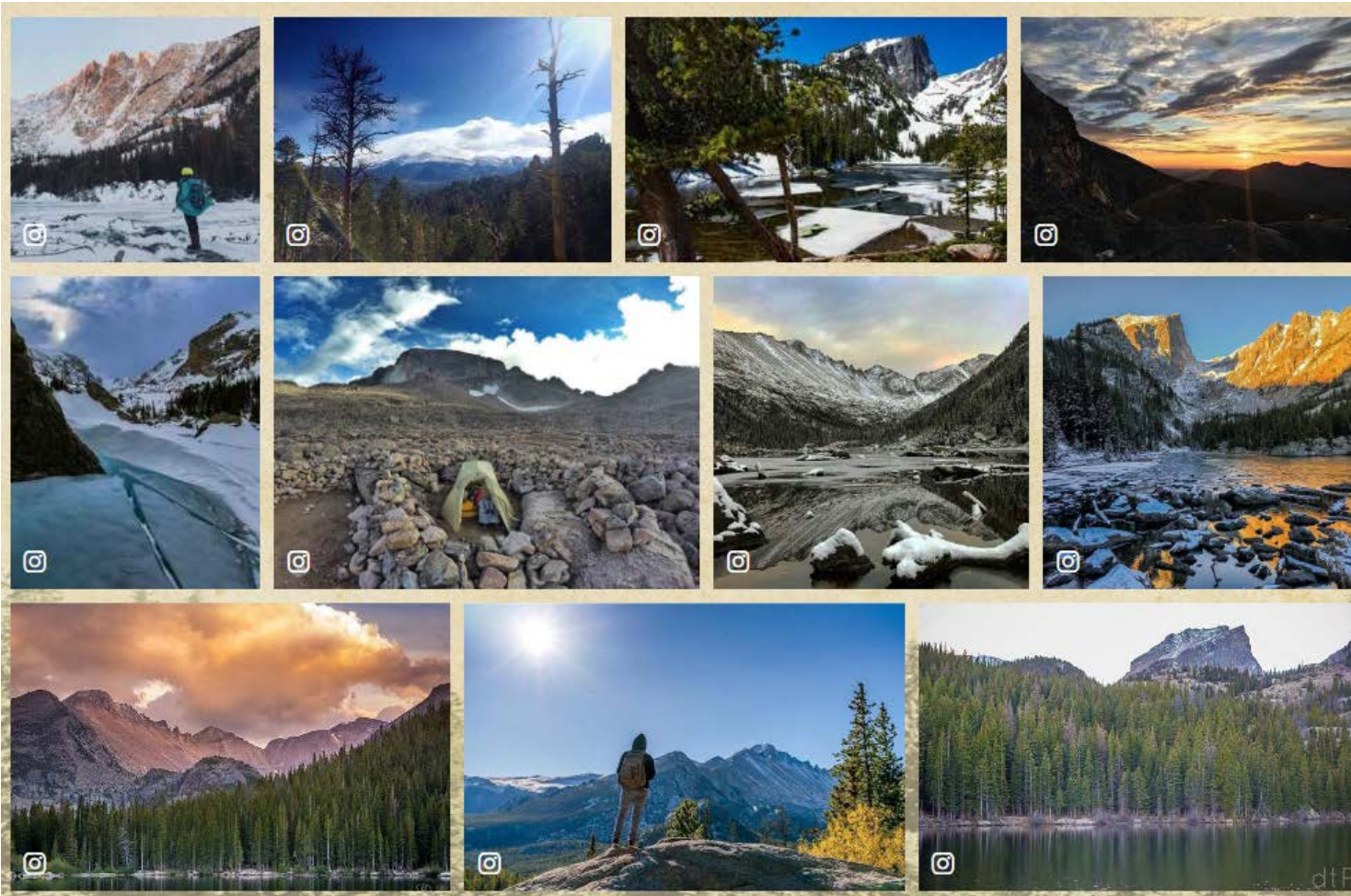
Posted on March 23, 2017 2:00 PM by **Stephanie Granada**

For all the trails and green spaces in this picturesque mountain town, it can take a little digging to find a spot to hike with your furry friend. The fact that pets aren't allowed on trails in national parks, like Rocky, is mainly for your buddies' own good. There's the risk of pups running into freezing cold or scalding hot waters, chasing wild animals into dangerous terrain, or worse being chased down by a wild predator. Still, we understand you want to have your four-legged pal partake in the same adventures you enjoy. Not only are things just more fun when the whole brood is involved, we're also sensitive to how unforgiving fur-babies can be when they're left out of the fun—side-eye for days! For



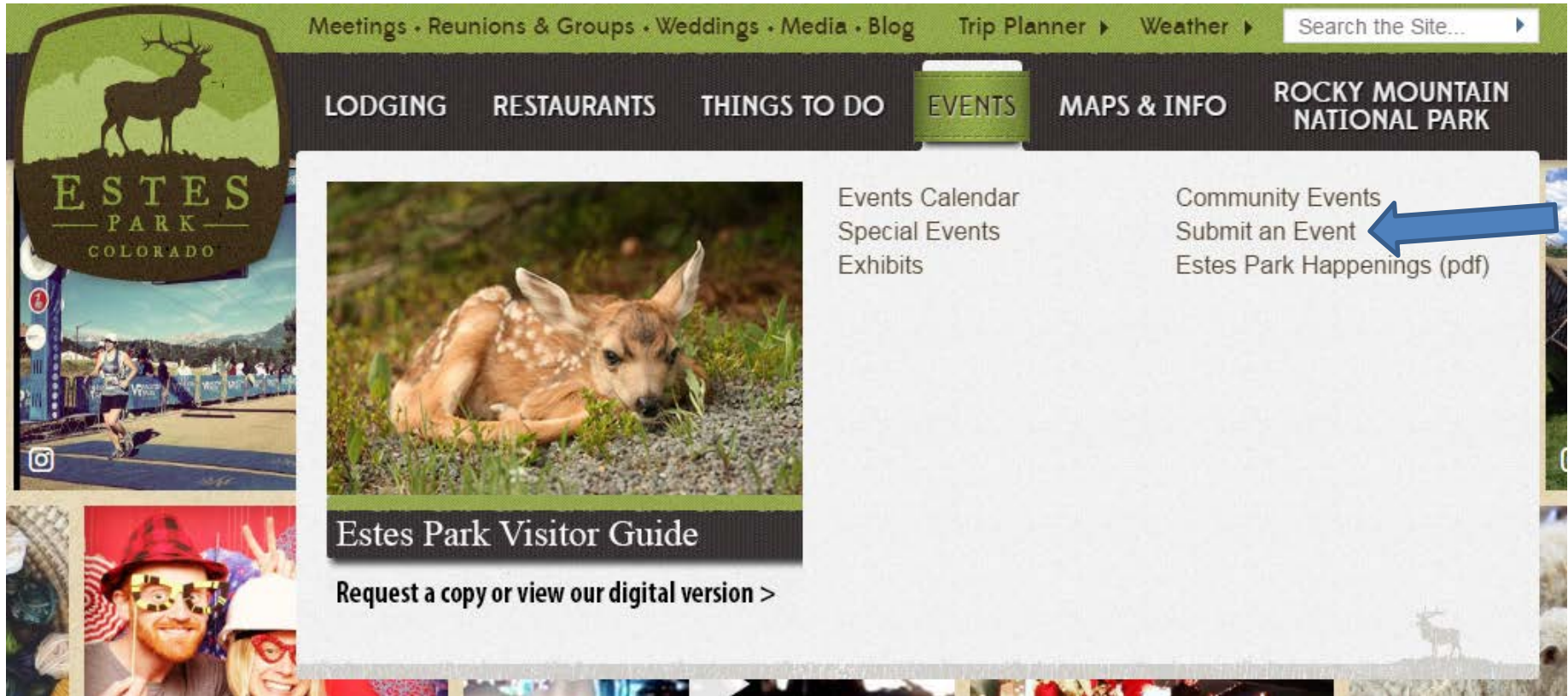
# Website

- Crowdriff
  - An authentic look at Estes Park



# Events Calendar

- 2<sup>nd</sup> most popular section in 2016
  - Almost 750,000 page views



The screenshot shows the top navigation bar of the Estes Park website. The 'EVENTS' menu item is highlighted with a green box. Below the navigation bar, a dropdown menu is visible, listing 'Events Calendar', 'Special Events', 'Exhibits', 'Community Events', 'Submit an Event', and 'Estes Park Happenings (pdf)'. A blue arrow points to the 'Submit an Event' link. To the left of the dropdown menu, there is a large image of a spotted fawn lying on the ground, and below it, a banner for the 'Estes Park Visitor Guide' with a link to 'Request a copy or view our digital version >'. The website header includes the Estes Park logo, a search bar, and various utility links like 'Meetings', 'Reunions & Groups', 'Weddings', 'Media', 'Blog', 'Trip Planner', and 'Weather'.

Meetings • Reunions & Groups • Weddings • Media • Blog   Trip Planner ▶   Weather ▶   Search the Site... ▶

LOGGING   RESTAURANTS   THINGS TO DO   **EVENTS**   MAPS & INFO   ROCKY MOUNTAIN NATIONAL PARK

Events Calendar  
Special Events  
Exhibits

Community Events  
Submit an Event  
Estes Park Happenings (pdf)

**Estes Park Visitor Guide**  
Request a copy or view our digital version >



# Newsletters

- Partner Newsletters
  - News to Know
  - PR Partners
- Consumer Newsletter
  - 40,000 subscribers
  - Beats Industry Average in Click & Open Rate



May 25, 2017

HOME LODGING RESTAURANTS THINGS TO DO EVENTS



## Plan your Summer Adventure in Estes Park

With adventures from Mild to Wild, Estes Park is the perfect place for your escape this summer! [Cast a line](#) in the Big Thompson River in the heart of town, or hike to an alpine lake to catch your dream trout! Bring the pooch and [hike with your dog](#) on one of the awesome trails in the national forest. Hit the town for some [retail therapy](#) or let someone else do the driving with a [guided tour](#). Whether you're [climbing](#) to new heights or enjoying [live music and events](#),



**Michael Bodman**  
Finance & Administration Manager

[mbodman@visitestespark.com](mailto:mbodman@visitestespark.com)  
970-586-0500



**Visit Estes Park**  
The Destination  
Marketing Organization  
**VisitEstesPark.com**





# Finance Manager: Roles and Responsibilities

## Management of finances, business administration & big data analytics:

- **Accounting:** Accounts receivable/payable and financial reporting.
- **Budget:** Assist the CEO and Board of Directors with developing and implementing the annual budget in compliance with Colorado state requirements.
- **Financial Analysis & Management:** Financial & risk analysis to support decision making.
- **Annual Audit:** Work with an independent auditor and our CPA to complete the annual financial audit of Visit Estes Park.
- **Statistics & Key Performance Indicators (KPI):** Compiling monthly KPI accountability report, analyzing and explaining trends, and doing statistical analysis.
- **Tax Administration:** Monitoring lodging tax remittances to the state.
- **Big Data Marketing Analytics:** Researching data patterns to measure the impact of VEP marketing and optimize allocation of scarce budgetary resources.



# Annual Audit

- Every year, Visit Estes Park has received a clean audit opinion from the independent C.P.A. audit firm: Clifton Larson Allen, LLP.
- Visit Estes Park has financial control systems in place to ensure this remains the case, including qualified personnel who receive continuing financial management education and training, separation of duties with contracted C.P.A. firm, and proper board processes.



# Colorado Department of Revenue

- The Finance & Administration Manager is authorized to work with the Colorado Department of Revenue to ensure that lodging taxes are complete and correct.
- This ensures that all businesses required to submit lodging tax, including vacation homes, are in compliance and remitting lodging taxes accordingly.



# Big Data in Destination Marketing

“Big data is not a fad. We are just at the beginning of a revolution that will touch every business and every life.”

- Forbes



# Big Data in Destination Marketing

- More data was created in the last two years than in the previous 5,000 years of human history.
- This data comes from everywhere: sensors used to gather climate information, posts to social media sites, digital pictures and videos, purchase transaction records, and cell phone GPS signals to name a few.  
*This data is big data.*



# Big Data in Destination Marketing

## HOW BIG DATA WORKS

**1. SOURCING**  
buy data after vetting thousands of vendors.

**2. CLEANING**  
A specialist scrubs the dirty data of many errors and omissions that can foul-up results in an algorithm.

$$Y_i = \beta_0 + \beta_1 X_i + \epsilon_i$$
  
**3. MODELING**  
The clean data is fed into an algorithm that searches for patterns.

**4. VISUALIZATION**  
Software presents the algorithmic findings to managers in easier to digest formats, such as charts and graphs.



Source: Bloomberg

BloombergBriefs.com



# Big Data in Destination Marketing

- Like other areas of marketing, destination marketing is becoming more and more of a science, thanks in part to big data.
  - For example, we now have a way to track if a person who saw a Visit Estes Park advertisement actually showed up as a visitor in Estes Park.
  - We believe this is an efficient and accountable way to measure the effectiveness of our marketing campaigns and demonstrate return on investment (ROI).



# Big Data in Destination Marketing



Two challenges in big data are:

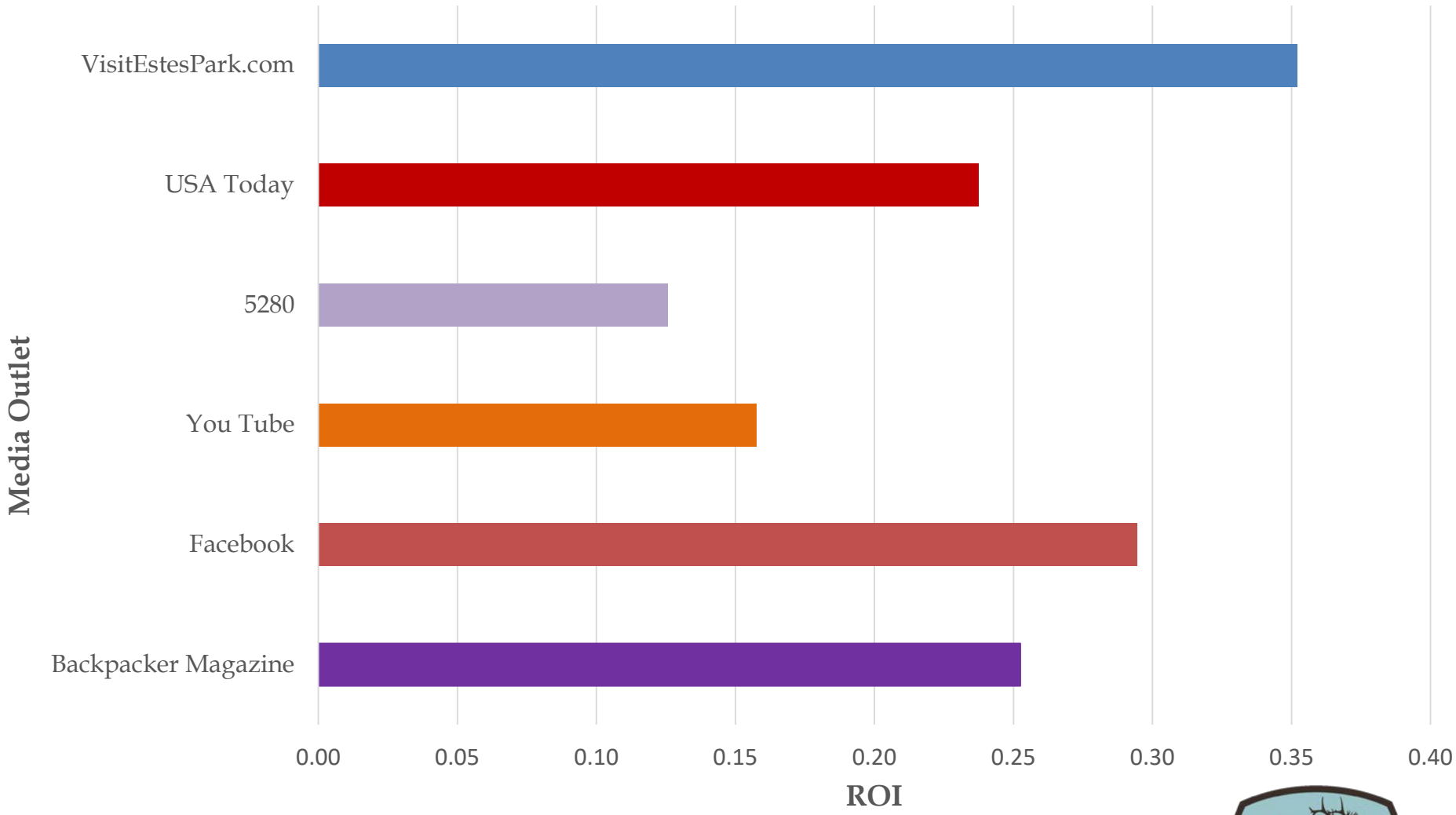
- (1) Finding meaningful insights
- (2) Communicating those findings to a non-technical audience.





# Visualization Unlocks Big Data Insights

## Monitoring ROI on the Way Media Moves Us



**Wendi Bryson**  
Operations Manager

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**Visit Estes Park**

The Destination  
Marketing Organization

**VisitEstesPark.com**



# Operations Manager: Roles and Responsibilities

- **Human Resources, Payroll and Employee Benefits** – Manage HR, payroll, and benefit processing
- **Information Technology** – Provides IT support in-house & maintain and develop IT policies and procedures
- **Board of Directors Administration** – Maintain Board documents and records
- **General Office Management** – Maintain supply levels, maintain contracts for office services, and provide general office support
- **Participate in the Estes Park Centennial Committee**
- **Project Management**
  - Official Visitor Guide
    - Print
    - Digital
  - Annual Report
  - Services Guide
  - Accreditation



# Project Management:

- Fourth Grade “Every Kid in a Park” Program and deployment of end of year Visitor Guides to 4<sup>th</sup> Grade Classrooms across the State of Colorado
- Destination Marketing Association International (DMAI) Accreditation - Maintenance and Renewal
- Stakeholder Services Guide
- Annual Report
- Operating Plan
- Visit Estes Park Official Visitor Guide – Print & Digital



# Official Estes Park Visitor Guide



**Sales Cycle**  
Mid-June through Mid-August 2017

\*\*\*

**2018 Visitor Guide**

**Sales final deadline**  
August 15, 2017

\*\*\*

**Primary Ad Representative**  
Abi Huebner



# Visit Estes Park Partner Page

[www.visitestespark.com/partners/](http://www.visitestespark.com/partners/)

## Partners

Annual Tourism Summit  
Be A Partner With Visit Estes Park  
Advertising Programs  
Partner Toolkit  
Partner Newsletters  
Visit Estes Park Staff  
Visit Estes Park Board  
About Visit Estes Park  
Partner Feedback  
Tourism Advocacy  
Important News & Information  
Estes in the News

- Marketing efforts and strategies of VEP, including the Brand Promise:  
*Your favorite way to experience Colorado, where exceptional, natural outdoor adventures are a way of life. Extraordinary beauty... real wildlife. Welcome to our majestic mountain village where everyone feels like a guest. Everything you want...Better than you imagined.*
- Access to VEP Research, Data, Metrics, and Reports
- Archived Monthly eNewsletters  
(Stakeholder, Partner Promotions and Consumer)
- Opportunities to participate in VEP marketing programs
- Provide VEP feedback to better serve you
- Transparency & Community Outreach Information



**Elizabeth Fogarty**  
President & CEO

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970-586-0500



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2016 Spring Season increase: 6.14%



2016 Summer Season increase: 6.34%



2016 Fall Season increase: 6.93%



2016/17 Winter Season increase: 13.83%







 Like  Comment  Share

   You, Amy Fox, Rhonda Jurgens and 113 others

Helping our partners

# TRAVEL BUZZ



WITH VISIT ESTES PARK

# DPD: Developing new tourism products & resident experiences



Strategy:  
Expand on  
existing assets



Strategy: Create  
new experiences





# Homer Rouse Trail – Partnership with Cultivator, REI and Oboz





# DPD: Developing new tourism products & resident experiences





Share your  
ideas &  
wish list  
with VEP







Art that  
represents  
the brand

# Marketing & Communications Manager

- Restructured position
  - **International** – Expanding int'l markets, primarily China

Most important inbound market to the U.S.

China will be the largest source of overseas travelers to the U.S. by 2020

- **Big Data** – Not only will be useful for VEP ROI, but also accountability to you and your VEP advertising programs



# China

CCTV 6 (China National TV) chose CO as their US destination to film for the first time since 2008.

This is the first time Estes Park received exposure on National TV for the China market.

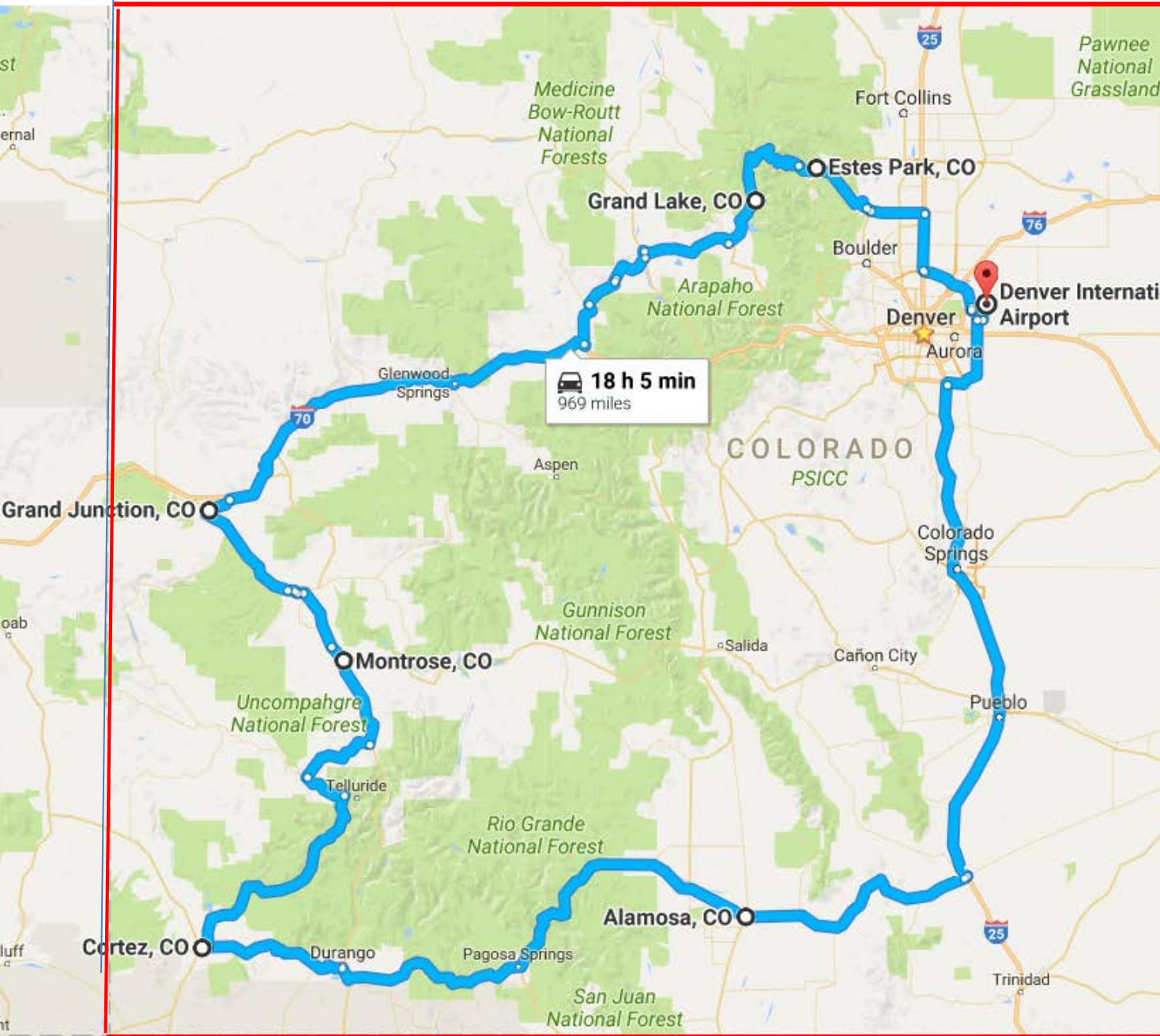


因此受到很多国际电影人的青睐

CCTV-6

4月15日 17:32 播出

# Colorado NPS Tour



**LE BACKPACKER**

*Johan Lolos*



EXPLORING THE



# COLORADO NATIONAL PARKS

WITH @LEBACKPACKER



<https://vimeo.com/216850784>

# Visit Estes Park Board

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**Steve Kruger** , Chairperson - Manager, Solitude Cabins

**Lindsay Lamson**, Vice Chair - Owner, Rocky Mountain Resorts

**Charley Dickey**, Secretary/Treasurer - Owner, Rustic Mountain Charm

**Adam Shake** - Director of Communications & Business Development, Estes Park Economic Development Corp.

**Morgan Mulch** - Owner, Marys Lake Lodge

**David Ciani** - Owner, Ciani Consultancy

**Sean Jurgens** - Owner, Quality Inn

\*\*\*\*\*

**Trustee Walker**, Town Board Liaison

**Kyle Patterson**, RMNP Public Information Officer - Management Specialist

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Thank you!  
Please join us for refreshments,  
hors d'oeuvres and networking

