



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

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

	Month Data Collected	Year to Date 2015	Year to Date 2016	Year to Date 2017	Percent Change 2017 vs. 2016
<b>OVERALL PERFORMANCE</b>	<b>Month Collected</b>	<b>YTD 2015</b>	<b>YTD 2016</b>	<b>YTD 2017</b>	<b>YTD % Change</b>
Visit Estes Park (VEP) Lodging Tax	July	\$ 1,003,984.83	\$ 1,149,431.79	\$ 1,207,734.16	5.07%
Seasonal VEP Lodging Tax (most recent)	Spr: Mar-May	-	\$ 253,807.42	296,333.15	16.76%
Media Impressions	July	597,469,974	239,335,412	352,868,389	47.44%
PR Value	July	\$ 6,649,654.00	\$ 2,863,537.35	\$ 1,753,799.41	-38.75%
Average PR Points Per Article	July	55.10	65.82	60.13	-8.64%
<b>VISITESTESPARK.COM WEBSITE PERFORMANCE</b>	<b>Month Collected</b>	<b>YTD 2015</b>	<b>YTD 2016</b>	<b>YTD 2017</b>	<b>YTD % Change</b>
Sessions	July	863,240	1,058,619	1,226,554	15.86%
Users	July	634,146	793,286	936,984	18.11%
Page Views	July	2,854,128	2,664,683	2,739,136	2.79%
Average Pages Per Session	July	3.31	2.52	2.20	-12.70%
Average Session Duration (minutes)	July	4.44	3.28	2.49	-24.09%
JackRabbit Lodging Referrals	July	382,123	364,279	353,412	-2.98%
<b>OTHER CONSUMER ENGAGEMENT</b>	<b>Month Collected</b>	<b>YTD 2015</b>	<b>YTD 2016</b>	<b>YTD 2017</b>	<b>YTD % Change</b>
Digital Official Visitor Guide (OVG) Unique Readers	July	7,878	8,442	7,489	-11.29%
Digital OVG Page Views	July	400,154	464,101	418,558	-9.81%
Digital OVG Average Visit Duration (minutes)	July	7.26	6.46	7.15	10.68%
Marketing eNewsletter Subscribers Total: 42,610	July	8,417	7,427	4,862	-34.54%
Facebook Followers Total: 129,413	July	4,608	8,251	18,158	120.07%
Instagram Followers Total: 21,505	July	2,346	5,671	3,582	-36.84%
Print Visitor Guides Mailed to Households	July	35,258	30,773	39,866	29.55%
<b>OTHER COMMUNITY BAROMETERS</b>	<b>Month Collected</b>	<b>YTD 2015</b>	<b>YTD 2016</b>	<b>YTD 2017</b>	<b>YTD % Change</b>
Town of Estes Park: Total Sales Tax*	July	\$ 6,446,294.40	\$ 6,903,105.46	\$ 7,368,908.08	6.75%
Town Sales Tax: Lodging	July	\$ 1,931,667.07	\$ 2,034,020.79	\$ 2,338,743.85	14.98%
Town Sales Tax: Dining**	July	\$ 1,187,421.24	\$ 1,317,251.53	\$ 1,394,863.97	5.89%
Town Sales Tax: Retail	July	\$ 1,183,518.70	\$ 1,242,312.13	\$ 1,218,872.68	-1.89%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	July	-	167	1,788	970.66%
Stakeholder eNewsletter Subscribers Total: 1,029	July	-	-	3	100.00%
Town Visitor Center: Visitor Count	July	210,850	246,307	204,644	-16.92%
RMNP Recreational Visitor Count	July	2,162,248	2,384,717	2,387,851	0.13%

\*On July 1, 2014, the Town sales tax rate increased by 1% for a period of 10 years.

\*\*Dining receipts reflect restaurants and liquor, excluding grocery stores (e.g., Safeway) and other food-related tax receipts.

**ROCKY MOUNTAIN LODGING REPORT**

<b>Lodging Occupancy: Monthly Change</b>				<b>Average Lodging Rate: Monthly Change</b>			
Occupancy in	July	2016	89.40%	Average Rate in	July	2016	\$ 237.51
Occupancy in	July	2017	90.70%	Average Rate in	July	2017	\$ 243.09
Difference in	July	2017	1.30%	Difference in	July	2017	\$ 5.58
<b>Lodging Occupancy: Year-to-Date Change</b>				<b>Average Lodging Rate: Year-to-Date Change</b>			
YTD Occupancy	July	2016	51.30%	YTD Avg. Rate	July	2016	\$ 182.40
YTD Occupancy	July	2017	52.20%	YTD Avg. Rate	July	2017	\$ 198.53
YTD Difference	July	2017	0.90%	YTD Difference	July	2017	\$ 16.13

## Notes:

*(Italics represent new performance explanation language.)*

**Visit Estes Park Lodging Tax:** *The total in the month of July was -1.79% lower than last year. When adjusted for late and missing payments, the difference is estimated to be -1.78% lower than last year. The total received year-to-date (YTD) through July 2017 is up 5.07% compared to the same seven-month YTD period last year. Adjusting for late and missing payments, the YTD change is estimated to be up about 5.22%. For the spring season, defined as March through May, lodging taxes were up 16.76% compared to the same season last year. Adjusting for late and missing payments, the spring season is estimated to be up 6.95%.*

**Media Impressions, PR Value, and PR Points:** There were a total of 6 published articles featuring Estes Park in July, 2 print and 4 online. Of note, Huffington Post's article "Nine Colorful Characters Who Made History in Colorado's Estes Park" as well as The Washington Post's (print and online) article "What you need to know before returning to tourist sites after disasters" garnered the greatest media impressions, while Endless Vacations' article "America's 13 Spookiest Towns" brought in the greatest PR Value. Overall, we are on target to meet our year-end goals, with many confirmed upcoming articles and press visits.

**Website Sessions, Users, and Page Views:** Sessions, users, and page views are up, due to an increase in organic search, referral and social traffic. These numbers have continued to stay above industry average.

**Pages Per Session and Session Duration (average):** Pages per session and session duration are down, as users find what they're looking for faster, or are served the content they are looking for directly.

**JackRabbit Lodging Referrals:** While lodging referrals are down, engagement on the results page is up. Overall, the number of searches for lodging on the site is down, but we've seen 40% more referrals per search, meaning we are having higher-quality searches for lodging on the site. In March of 2016, Jackrabbit changed how they track the "Search" metric. It no longer includes abandoned searches that do not let the page fully load. The metric for 2016 includes 2 months of these types of searches.

**Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households:** *The digital visitor guide started strong in 2017, but is still down in unique readers and pageviews. The Digital Guide is up 31.72% for average visit duration of new readers over the same month last year, and it is up 10.68% for the year. This means that fewer people are opening our digital visitor guide, but the ones that do are staying much longer. The new readers viewed an average 45.88 pages of the Digital Visitor Guide in the month of July. According to our hosting vendor for the digital guide we still have up to double the traffic to our digital visitor guide when compared to other organizations of equal size. They also stated that our raw traffic data is comparable with many of their much larger organizations. Our printed visitor guide requests mailed to individual households made such a huge jump in the month of May due to the addition of the data from the request form directly on the VEP website. The number of guides mailed from leads in the month of July (3,504) was added to the total number of guides mailed directly from our website in July (2,162). The increase in July over previous months is likely due to the peak season surge in visitation and interest in Estes.*

**Marketing eNewsletter Subscriber Growth:** The organic growth is substantial enough that we don't feel the need for paid advertising to force increased growth. The open rate hovers right around industry average while the click rate is nearly double the industry average, which shows people are not just reading the newsletter, but interacting with the newsletter by clicking links and heading to the website for more information.

**Facebook Followers:** The Facebook audience continues to grow as the summer campaign is retargeting users who interacted with a video, and organic content continues to show good engagement with Wildlife Wednesday and Fan Photo Friday along with video and blog content.

**Instagram Followers:** The Instagram account continues to grow, but not as quickly as the prior year. In 2017 Instagram has aggressively rolled out their algorithm that is similar to Facebook. Prior to this algorithm, Instagram would show content in the order it was posted, now it leverages user information to push content toward what the user has been interacting with.

**VEP Lead Responses:** Beginning January 1, 2017, all Official Visitor Guide Request Leads are being included in the total count, which explains the drastic increase. Group leads originate from VisitEstesPark.com reunions, weddings, and meeting pages where guests complete a form. VEP considers a group to be 14 people or more. Group forms are also distributed by Visitor Center staff for walk-ins. In addition, VEP is including leads from the EP Wedding Association starting in October of 2016. Visitor Guide Leads are generated on the VEP website by a guest requesting their information to be shared with participating businesses. The increase in Visitor Guide request leads is because guests were planning their summer vacations.

**Stakeholder eNewsletter Subscribers:** The total number of subscribers continues to grow. The count includes the total since the beginning and the year-to-date change compared to the previous year.

**Visitor Center - Visitor Count:** The Visitor Center installed new counting technology this year, which could affect the count compared to last year.

**RMNP Visitation:** Visitation to RMNP continues to grow but at a slower rate compared to recent years.