



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

**KEY PERFORMANCE INDICATORS**  
Year-to-Date through the Month of:  
**March 2016**

	Month Data Collected	Year to Date 2014	Year to Date 2015	Year to Date 2016	Percent Change 2016 vs. 2015
<b>OVERALL PERFORMANCE</b>					
Visit Estes Park (VEP) Lodging Tax	March	\$ 114,859.63	\$ 159,242.58	\$ 174,354.31	9.49%
Seasonal VEP Lodging Tax (most recent)	Win: Dec-Feb	-	\$ 170,599.31	\$ 184,996.18	8.44%
Media Impressions	March	74,889,805	174,045,345	87,663,069	-49.63%
PR Value	March	2,416,753	1,791,588	999,047	-44.24%
Average PR Points Per Article	March	47.67	62.33	63.27	1.50%
<b>VISITESTESPARK.COM WEBSITE PERFORMANCE</b>					
Sessions	March	235,746	263,627	336,625	27.69%
Users	March	946,712	1,917,236	3,056,248	59.41%
Page Views	March	787,237	871,048	836,676	-3.95%
Average Pages Per Session	March	3.34	3.33	2.50	-25.03%
Average Session Duration (minutes)	March	5.10	4.51	2.95	-34.64%
JackRabbitt Lodging Referrals	March	47,488	90,736	89,203	-1.69%
<b>OTHER CONSUMER ENGAGEMENT</b>					
Digital Visitor Guide Unique Readers	March	3,119	2,570	2,820	9.73%
Digital Visitor Guide Page Views	March	148,123	124,316	121,381	-2.36%
Visitor Guide Average Visit Duration (minutes)	March	6.66	7.18	5.96	-17.08%
Marketing eNewsletter Subscribers	March	25,162	32,641	44,796	37.24%
Facebook Followers	March	56,785	78,935	102,801	30.24%
Instagram Followers	March	1,510	4,201	10,416	147.94%
Visitor Guides Mailed to Households	March	-	15,654	13,404	-14.37%
<b>OTHER COMMUNITY BAROMETERS</b>					
Town of Estes Park: Total Sales Tax*	March	\$ 1,094,090.22	\$ 1,534,560.42	\$ 1,654,116.89	7.79%
Town Sales Tax: Lodging	March	\$ 205,879.69	\$ 320,498.87	\$ 335,722.68	4.75%
Town Sales Tax: Dining**	March	\$ 160,765.02	\$ 239,635.67	\$ 277,519.47	15.81%
Town Sales Tax: Retail	March	\$ 145,064.62	\$ 245,683.27	\$ 257,941.42	4.99%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	March	not tracked	not tracked	118	-
Stakeholder eNewsletter Subscribers	March	not tracked	not tracked	860	-
Town Visitor Center: Visitor Count	March	27,953	35,968	24,331	-32.35%
RMNP Recreational Visitor Count	March	253,591	318,356	355,385	11.63%

\*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	March	2015	36.60%	Average Rate in	March	2015	\$ 117.59
Occupancy in	March	2016	33.50%	Average Rate in	March	2016	\$ 135.93
Difference in	March	2016	-3.10%	Difference in	March	2016	\$ 18.34
<b>Lodging Occupancy: Year-to-Date Change</b>				<b>Average Lodging Rate: Year-to-Date Change</b>			
YTD Occupancy	March	2015	29.70%	YTD Avg. Rate	March	2015	\$ 122.17
YTD Occupancy	March	2016	28.50%	YTD Avg. Rate	March	2016	\$ 132.56
YTD Difference	March	2016	-1.20%	YTD Difference	March	2016	\$ 10.40

## Notes

**Visit Estes Park Lodging Tax and Winter Season Tax:** Receipts for the month of March 2016 were down -17.47% compared to March 2015. However, there are more than 25 missing payments in March 2016 that will eventually show up in subsequent months. The payments were not received by the State because of a new mail contractor that got overwhelmed by tax season mailings. Adjusting for these missing payments, March 2016 receipts are up 0.05% compared to March 2015. For the winter season, defined as December through February, receipts are up 8.44% compared to winter 2014-15. January and February 2016 (combined) were up 25.57% compared to Jan-Feb 2015. But December 2015 dragged the winter season down, since December 2015 was slightly lower than December 2014. Wintry weather in December 2015 could help to explain this discrepancy. In addition, our 2015-16 winter marketing campaign did not take full effect until January 2016.

**Media Impressions, PR Value, and PR Points:** In 2015, we had multiple early stories with large reaches and PR values - CNN.com, Smithsonian Magazine (920 syndications), Dallas Morning News (23 syndications), etc. PR results are highly volatile and come in sporadically throughout the year. Over the months that follow, we expect the disparity between 2015 and 2016 results to even out.

**Websites Sessions:** The increase in visitation to our website through Facebook ads means that these visitors to the site are less intentional. Users brought to the website from Facebook just follow the link and once done with the content on that link their visit ends.

**Website Users:** While using more ads on Facebook that link to the site, it is expected to see an increase in visitation to our website. The data on website users has been updated to reflect the cumulative total over time as well as the changes in-between time periods.

**Page Views and Pages Per Session (average):** These have gone down because users are finding the content they are looking for more quickly and efficiently, instead of users going to the homepage and needing to find what they want first.

**Average Session Duration (minutes):** As the number of website sessions and users increases, there is often a fluctuation of other key performance indicators — average session duration will go down, bounce rate may rise, etc. Since more people are coming to the site, there is a greater amount of variance to how long people are staying on the site, how many pages they visit, etc.

**JackRabbit Lodging Referrals:** Referrals likely went down due to an issue with our website's transition to responsive design. Through the month of January, our mobile version of JackRabbit wasn't functioning correctly. JackRabbit is working properly now, and there is a recovery in lodging referrals taking place since the technical issue is resolved. We expect a full recovery soon.

**Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households:** The increase is a natural outgrowth of individuals' desire to see the newest edition of the guide. While more intentional readers did not have the opportunity to see the new guide until 2016 due to a delay in posting the new guide on the website, less intentional readers flocked to the new guide due to a promoted post on Facebook, which could explain both the increase in readers and the decrease in page views and visit duration. Another factor is that the increase in online readership is similar to the drop in guides that were mailed.

**Marketing eNewsletter Subscriber Growth:** While promoting our 2016 Official Visitor Guide on Facebook, we experienced a high volume of requests for visitor guides. A default option while requesting a visitor guide is to sign up for our newsletter which would explain the increase. The data on marketing eNewsletter subscribers has been updated to reflect the cumulative total over time as well as the changes in-between time periods.

**Facebook Followers:** In January, we were running more Facebook ads. This allows us to broaden our reach and increase our average paid likes. This likely has rolled over into February.

**Instagram Followers:** We have added Instagram Followers to the report. The data reflects the cumulative total followers over time and the changes in-between time periods. Through strategic features, partnerships, and user-generated content, VEP's following continues to grow.

**VEP Lead Responses:** Group leads originate from VisitEstesPark.com reunions, weddings, and meeting pages where guests complete a group inquiry form. VEP considers a group to consist of 14 people or more. In addition, VEP will include leads from the Estes Park Wedding Association in 2016.

**Stakeholder eNewsletter Subscribers:** The data on subscribers reflects the cumulative total over time and the changes in-between time periods.

**Visitor Center - Visitor Count:** The Town remodeled the restrooms and signs were posted that restrooms were not available Monday - Friday. This most likely accounts for the decrease.