



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

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

	Month Data Collected	Year to Date 2014	Year to Date 2015	Year to Date 2016	Percent Change 2016 vs. 2015
OVERALL PERFORMANCE					
Visit Estes Park (VEP) Lodging Tax	April	\$ 148,956.18	\$ 214,228.48	\$ 255,478.03	19.25%
Seasonal VEP Lodging Tax (most recent)	Win: Dec-Feb	-	\$ 170,599.31	\$ 184,996.18	8.44%
Media Impressions	April	149,308,217	197,286,525	127,239,224	-35.51%
PR Value	April	3,283,968	2,021,286	1,551,738	-23.23%
Average PR Points Per Article	April	47.60	63.00	59.83	-5.04%
VISITESTESPARK.COM WEBSITE PERFORMANCE					
Sessions	April	336,998	364,746	457,042	25.30%
Users	April	1,018,578	1,991,314	3,146,343	58.00%
Page Views	April	1,113,029	1,204,349	1,142,150	-5.16%
Average Pages Per Session	April	3.31	3.32	2.51	-24.53%
Average Session Duration (minutes)	April	5.09	4.49	2.25	-49.86%
JackRabbitt Lodging Referrals	April	69,152	129,788	127,917	-1.44%
OTHER CONSUMER ENGAGEMENT					
Digital Visitor Guide Unique Readers	April	4,718	3,649	3,854	5.62%
Digital Visitor Guide Page Views	April	222,993	182,721	169,849	-7.04%
Visitor Guide Average Visit Duration (minutes)	April	6.74	7.33	6.23	-14.94%
Marketing eNewsletter Subscribers	April	25,687	33,882	45,600	34.58%
Facebook Followers	April	60,386	80,507	103,368	28.40%
Instagram Followers	April	1,662	4,356	11,285	159.07%
Visitor Guides Mailed to Households	April	-	21,287	15,627	-26.59%
OTHER COMMUNITY BAROMETERS					
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%
OTHER COMMUNITY BAROMETERS					
VEP Lead Responses (Weddings, Groups, Corp., etc.)	April	not tracked	not tracked	128	-
Stakeholder eNewsletter Subscribers	April	not tracked	not tracked	137	-
Town Visitor Center: Visitor Count	April	41,508	50,969	37,533	-26.36%
RMNP Recreational Visitor Count	April	350,691	435,315	485,352	11.49%

*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

Lodging Occupancy: Monthly Change				Average Lodging Rate: Monthly Change			
Occupancy in	April	2015	36.00%	Average Rate in	April	2015	\$ 127.65
Occupancy in	April	2016	37.90%	Average Rate in	April	2016	\$ 133.77
Difference in	April	2016	1.90%	Difference in	April	2016	\$ 6.12
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	April	2015	31.30%	YTD Avg. Rate	April	2015	\$ 122.60
YTD Occupancy	April	2016	30.90%	YTD Avg. Rate	April	2016	\$ 133.19
YTD Difference	April	2016	-0.40%	YTD Difference	April	2016	\$ 10.59

Notes:

Visit Estes Park Lodging Tax and Winter Season Tax: April 2016 was up 47.60% compared to the same month last year. However, April includes a large amount of missing payments from March 2016 when a large-scale glitch by a new state mail contractor caused many lodging tax remittances to be late. Adjusting for these late payments, April 2016 receipts are up 7.30% compared to the same month last year. Year-to-date, we've experienced a 19.25% increase this year compared to the same four-month period in 2015. However, December and January 2016 include major late payments from 2015; adjusting for this, we've now experienced a 9.63% increase this year-to-date compared to the same four-month period in 2015. For the winter season, defined as December through February, the latest season for which we have data, receipts are up 8.44% compared to winter 2014-15.

Media Impressions, PR Value, and PR Points: In 2015, we had multiple early stories with large reaches and PR values - CNN.com, Smithsonian Magazine (20 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. In May, we learned of a miscommunication between CTO and Eagle-XM that resulted in the fulfillment house not receiving names and addresses of Visitor Guide requests in April or May. The drop in requests is expected to be reversed in the June report.

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 in winter and signs were posted that restrooms were not available Monday - Friday. This most likely accounts for the year-to-date decrease.

Note: *Italics represent new language since last report.*