



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-to-Date data through the month of:
February 2018

	Month Data Collected	Year to Date 2016	Year to Date 2017	Year to Date 2018	Percent Change 2018 vs. 2017		
OVERALL PERFORMANCE							
Visit Estes Park (VEP) Lodging Tax	February	\$ 125,207.05	\$ 120,753.30	\$ 117,587.74	-2.62%		
Seasonal VEP Lodging Tax (most recent)	Win: Dec-Feb	\$ 184,996.18	\$276,513.16	225,781.62	-18.35%		
Media Impressions	February	87,045,642	216,529,854	150,363,366	-30.56%		
PR Value	February	\$ 1,014,209.62	\$ 389,226.82	\$ 280,816.00	-27.85%		
Average PR Points Per Article	February	71.83	57.00	50.12	-12.07%		
VISITESTESPARK.COM WEBSITE PERFORMANCE							
Sessions	February	224,749	194,440	244,105	25.54%		
Users	February	176,335	149,944	190,928	27.33%		
Page Views	February	547,369	473,129	514,451	8.73%		
Average Pages Per Session	February	2.44	2.49	2.11	-15.26%		
Average Session Duration (minutes)	February	2.53	3.19	2.31	-27.59%		
JackRabbit Lodging Referrals	February	52,833	47,072	50,988	8.32%		
OTHER CONSUMER ENGAGEMENT							
Digital Official Visitor Guide (OVG) Unique Readers	February	1,819	1,656	1,908	15.22%		
Digital OVG Page Views	February	76,101	73,879	90,782	22.88%		
Digital OVG Average Visit Duration (minutes)	February	5.76	5.95	8.30	39.50%		
Marketing eNewsletter Subscribers Total: 43,723	February	2,906	1,119	395	-64.70%		
Facebook Followers Total: 145,020	February	3,268	514	3,069	497.08%		
Instagram Followers Total: 26,076	February	999	949	1,055	11.17%		
Print Visitor Guides Mailed to Households	February	9,007	7,523	7,698	2.33%		
OTHER COMMUNITY BAROMETERS							
Town of Estes Park: Total Sales Tax*	February	\$ 1,048,452.42	\$ 1,083,737.96	\$ 1,210,963.60	11.74%		
Town Sales Tax: Lodging	February	\$ 201,757.80	\$ 271,657.71	\$ 293,128.00	7.90%		
Town Sales Tax: Dining**	February	\$ 180,046.86	\$ 164,378.88	\$ 206,040.00	25.34%		
Town Sales Tax: Retail	February	\$ 161,327.70	\$ 133,971.20	\$ 177,064.93	32.17%		
VEP Lead Responses (Weddings, Groups, Corp., etc.)	February	80	632	312	-50.63%		
Stakeholder eNewsletter Subscribers Total: 1,108	February	60	4	4	0.00%		
Town Visitor Center: Visitor Count	February	15,525	14,064	12,796	-9.02%		
RMNP Recreational Visitor Count	February	220,332	194,434	195,667	0.63%		
*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							
Lodging Occupancy: Monthly Change				Average Lodging Rate: Monthly Change			
Occupancy in	February	2017	31.40%	Average Rate in	February	2017	\$ 134.48
Occupancy in	February	2018	29.50%	Average Rate in	February	2018	\$ 143.32
Difference in	February	2018	-1.90%	Difference in	February	2018	\$ 8.84
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	February	2017	27.70%	YTD Avg. Rate	February	2017	\$ 140.65
YTD Occupancy	February	2018	27.70%	YTD Avg. Rate	February	2018	\$ 145.68
YTD Difference	February	2018	0.00%	YTD Difference	February	2018	\$ 5.03

Notes:

(Italics represent new performance explanation language.)

Visit Estes Park Lodging Tax: *The total received in February was \$57,336.92, which is 17.96% higher than last year. When adjusted for late and missing payments, the difference is estimated to be 14.20% higher than last year. The total received year-to-date (YTD) through February 2018 is -2.62% lower compared to the same two-month YTD period last year. Adjusting for late and missing payments, the YTD change is up about 26.30%. For the winter season, defined as December through February, lodging taxes were down -18.35% compared to the same season last year. Adjusting for late and missing payments, the winter season is estimated to be up 32.38%.*

Media Impressions, PR Value, and PR Points: *Working with Turner PR, our PR partner agency, we had key media placements in February. Of particular note were Thrillist's article, "Ditch the Slopes to Have a Cultural Adventure Near Denver" that featured the historic Park Theatre in Estes Park, and SheKnows' article "The 7 Best Places for a 2017 Destination Wedding" featuring The Estes Park Resort.*

Website Sessions, Users, and Page Views: *The winter marketing campaign, specifically PPC and Facebook portions, have sent larger numbers of sessions, users and page views to the website, along with increases in organic search and direct traffic.*

Pages Per Session and Session Duration (average): *With an increase in total traffic (sessions, users and page views), especially from paid sources, it is normal for pages per session and session duration to decrease. However, VisitEstesPark.com still compares well to industry standards provided by Simpleview in these categories.*

JackRabbit Lodging Referrals: *JackRabbit referrals continue to trend upward, due to a higher level of traffic on the website.*

Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households: *The Digital Guide is up 39.5% for average visit duration of new users, 22.88% up for page views and 15.22% for unique viewers over February 2017. The new readers viewed an average 42.01 pages of the Digital Visitor Guide in the month of February. The number of guides mailed from leads in the month of February (1,439) was added to the total number of guides mailed directly from our website in February (3,328) for a total of 4,767. This is up 2% from the same month in 2017. We expect this figure to rise continually through the first quarter according to previous years' patterns as the average guest begins to plan for summer vacation.*

Marketing eNewsletter Subscriber Growth: The organic growth is substantial enough that we don't feel the need to implement paid advertising to force increased growth, *which has been done in past years*. The open rate hovers right around industry average (~22%, which is over 10,000 unique opens), 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: *Despite the updates to Facebook content formulas, removing a good chunk of page content and prioritizing friends content in the news feed, the VEP Facebook account continues to perform well with a healthy paid campaign targeting users who have already showed intent, and organic content that shows great engagement.*

Instagram Followers: The Instagram account continues to grow, *and provide a source of visual inspiration for past and potential guests to travel to Estes Park.*

VEP Lead Responses: 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. Visitor Guide Leads are generated on the VEP website by a guest requesting their information be shared with participating businesses. Beginning January 1, 2017, all Official Visitor Guide Request Leads were included in the total. VEP started including leads from the EP Wedding Association starting in October 2016. In January 2018, leads count was modified to only include leads provided by guest requests of sharing their contact information with businesses when ordering an Official Visitor Guide (Visitor Guide Request Leads) and Group Leads.

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: *Foot traffic at the visitor center is down compared to last year. One possible explanation is that more people are getting their visitor information from their smartphones.*

RMNP Visitation: *The major increase in RMNP entrance fees did not get enacted in Washington.*