



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

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

	Month Data Collected	Year to Date 2015	Year to Date 2016	Year to Date 2017	Percent Change 2017 vs. 2016
OVERALL PERFORMANCE					
Visit Estes Park (VEP) Lodging Tax	October	\$ 1,782,315.95	\$ 1,924,282.78	\$ 2,123,504.03	10.35%
Seasonal VEP Lodging Tax (most recent)	Sum: Jun-Aug	-	\$ 1,085,182.10	1,130,809.89	4.20%
Media Impressions	October	772,771,064	478,393,758	567,984,749	18.73%
PR Value	October	\$ 8,378,147.00	\$ 5,365,567.89	\$ 2,938,559.15	-45.23%
Average PR Points Per Article	October	54.40	67.00	62.80	-6.27%
VISITESTESPARK.COM WEBSITE PERFORMANCE					
Sessions	October	1,272,541	1,527,915	1,820,090	19.12%
Users	October	943,539	1,147,309	1,345,655	17.29%
Page Views	October	4,097,643	3,766,127	3,884,784	3.15%
Average Pages Per Session	October	3.22	2.24	2.24	0.00%
Average Session Duration (minutes)	October	4.32	2.41	2.39	-0.83%
JackRabbit Lodging Referrals	October	548,613	504,164	488,842	-3.04%
OTHER CONSUMER ENGAGEMENT					
Digital Official Visitor Guide (OVG) Unique Readers	October	10,503	11,521	9,965	-13.51%
Digital OVG Page Views	October	534,006	537,443	485,058	-9.75%
Digital OVG Average Visit Duration (minutes)	October	7.19	6.44	7.26	12.73%
Marketing eNewsletter Subscribers	Total: 43,112	October 10,875	8,980	5,364	-40.27%
Facebook Followers	Total: 137,188	October 13,849	12,535	25,933	106.88%
Instagram Followers	Total: 23,382	October 4,316	7,796	5,459	-29.98%
Print Visitor Guides Mailed to Households	October	43,270	38,561	48,927	26.88%
OTHER COMMUNITY BAROMETERS					
Town of Estes Park: Total Sales Tax*	October	\$ 10,860,955.78	\$ 11,623,887.40	\$ 12,270,391.42	5.56%
Town Sales Tax: Lodging	October	\$ 3,398,775.33	\$ 3,528,147.27	\$ 4,047,183.85	14.71%
Town Sales Tax: Dining**	October	\$ 2,016,317.18	\$ 2,249,763.36	\$ 2,281,057.89	1.39%
Town Sales Tax: Retail	October	\$ 2,038,110.77	\$ 2,154,871.94	\$ 2,102,232.72	-2.44%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	October	-	217	2,737	1161.29%
Stakeholder eNewsletter Subscribers	Total: 1,070	October -	(32)	(3)	109.38%
Town Visitor Center: Visitor Count	October	390,371	448,264	371,204	-17.19%
RMNP Recreational Visitor Count	October	3,943,735	4,267,200	4,184,162	-1.95%

*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	October	2016	57.10%	Average Rate in	October	2016	\$ 179.27
Occupancy in	October	2017	59.40%	Average Rate in	October	2017	\$ 185.29
Difference in	October	2017	2.30%	Difference in	October	2017	\$ 6.02
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	October	2016	58.20%	YTD Avg. Rate	October	2016	\$ 189.30
YTD Occupancy	October	2017	59.30%	YTD Avg. Rate	October	2017	\$ 204.10
YTD Difference	October	2017	1.10%	YTD Difference	October	2017	\$ 14.80

Notes:

(Italics represent new performance explanation language.)

Visit Estes Park Lodging Tax: *The total received in the month of October was 14.89% higher than last year. When adjusted for late and missing payments, the difference is estimated to be 8.87% higher than last year. The total received year-to-date (YTD) through October 2017 is up 10.35% compared to the same ten-month YTD period last year. Adjusting for late and missing payments, the YTD change is estimated to be up about 9.69%. For the summer season, defined as June through August, lodging taxes were up 4.2% compared to the same season last year. Adjusting for late and missing payments, the summer season is estimated to be up 12.83%.*

Media Impressions, PR Value, and PR Points: *After an exceptional PR month in September, Media Impressions remain positive compared to 2016 although the gap has narrowed to +18.73 in October. In addition, PR Value and Ave PR points continue to be down compared to 2016. Of note this month was the PureWow article entitled, "The Most Huanated Places in America" that was syndicated to Huffington Post. Media Impressions continue to outpace 2016 measuring 37.76% better than 2016. PR Value continues to improve compared to 2016 as does Average PR Points. Working with TURNER, our PR partner, we had 121 key media placements in September. Of particular note was the Associated Press's article, "Fall Events around the U.S." that featured Elktober in Estes Park. This article was syndicated to 11 print and 98 online outlets. Two other noteworthy articles were Orbitz.com's "Travel Worthy Fall Events" that featured Elk Fest and Thrillist's "Best Fall Day Trips Out of Denver."*

Website Sessions, Users, and Page Views: Overall sessions, users, and page views are up, due in large part to an increase in organic search, referral and social traffic. These numbers have continued to stay above industry average. At the 2017 Colorado Governor's Tourism Conference, Miles Media shared that DMO websites are not only struggling to grow, but even maintain website traffic, as they're competing with the increasingly comprehensive Google Knowledge Grid.

Pages Per Session and Session Duration (average): Pages per session and session duration are *slightly down or flat*, as users find what they're looking for faster, or are served the content they are looking for directly. The decrease is also due, in part, to the increased use of mobile as a browsing device, where people are browsing more quickly on mobile, than desktop.

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 8.19% for average visit duration of new readers over the same month last year, and it is up 12.73% 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 42.12 pages of the Digital Visitor Guide in the month of October.* 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 *including some retail catalogs.* 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 October (1,367) was added to the total number of guides mailed directly from our website in October (582) for a total of 1,949. The sharp decrease of guides mailed to households over previous months is expected, according to previous year's patterns. We expect this to continue until mid-January when the new guide is released.*

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: The Facebook audience continues to grow as organic content continues to show good engagement with Wildlife Wednesday and Fan Photo Friday along with video, *live,* 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. *Most importantly, our Instagram photos show good engagement in the number of likes and comments on photos.*

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. The decrease in leads is due to back-to-school season; guests are no longer in the vacation planning mode. *Significant increase in Visitor Guide Requests, due to people planning their holiday vacations or early spring travels for 2018.*

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 is slower compared to recent years.*