

**2017 VISIT ESTES PARK STAFF**

- Elizabeth Fogarty**, *President & CEO*
- Michael Bodman**, *Finance & Administration Manager*
- Abi Huebner**, *Partner & Group Development Manager*
- Josh Harms**, *Communications Coordinator*
- Wendi Bryson**, *Operations Manager*
- Elena Patton**, *Guest Relations*
- Jean McGuire**, *Administrative Assistant*
- Catherine Moon**, *Administrative Assistant*



**FROM THE INTERIM CEO SUZY BLACKHURST**

2017 became a year of multiple transitions for Visit Estes Park (VEP). Through turnover of the board of directors and employee changes, we're proud to say staff didn't miss a beat in fulfilling our mission to Estes Park and our tourism industry. Our marketing programs continued to successfully attract eyes and hearts. The Social Media program has reached all our followers on Facebook, Instagram, Twitter and more. Staff applied its collective knowledge of trends and data analysis to help demonstrate their efforts were effective. Stakeholders who needed a better understanding of VisitEstesPark.com received assistance as you'll see expressed in this annual report. No one lost their dedication to our mission of attracting guests to the area. In fact, the team strengthened its spirit for the tourism industry. We're grateful for your continued support.

**BOARD MEMBERS IN 2017**

**Steve Kruger**, *Chair*  
Term ends 12/31/2019  
Town Appointee

**Lindsay Lamson**, *Vice Chair*  
Term ends 12/31/2018  
Town Appointee

**Charley Dickey**, *Secretary/Treasurer*  
Term ends 12/31/2020  
Town Appointee

**Adam Shake**  
Term ended 12/31/2017  
Town Appointee

**Morgan Mulch**  
Term ends 12/31/2020  
County Appointee

**Karen Ericson**  
Term ends 12/31/2018  
Town Appointee

**David Ciani**  
Term ends 12/31/2020  
County Appointee

**Sean Jurgens**  
Term ends 12/31/2018  
Replaced Karen Ericson  
Town Appointee

**Lowell Richardson**  
Term ends 12/31/2018  
Replaced Lindsay Lamson  
Town Appointee

**Anne Morris**  
Term ends 12/31/2020  
Replaced Charley Dickey  
Town Appointee

**Chris Amundson**  
Term ends 12/31/2019  
Replaced Steve Kruger  
Town Appointee

**Pat Murphy**  
Term ends 12/31/2019  
Replaced Morgan Mulch  
County Appointee

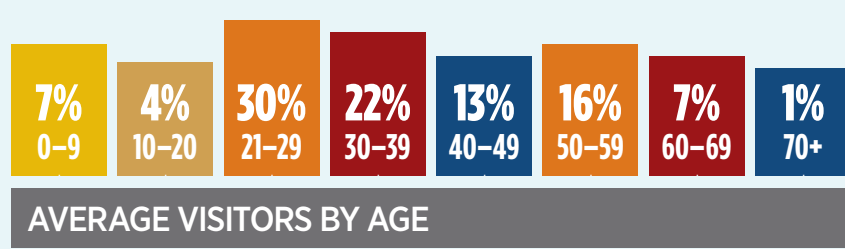
**Stefano Tomasello**  
Term ends 12/31/2020  
Replaced David Ciani  
County Appointee

**CONSUMER SURVEY RESULTS**

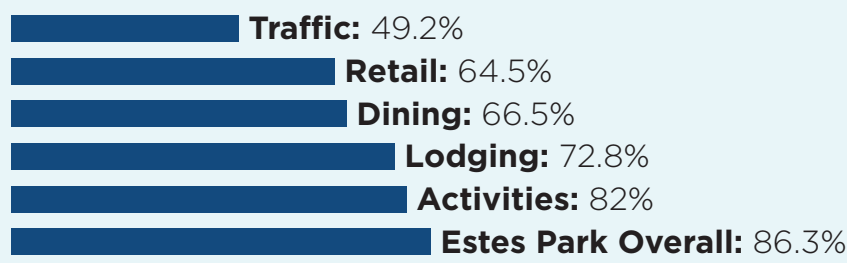
survey responses throughout the year at various events **359** AVERAGE GROUP SIZE **3.3**

**TOP 10 SURVEY RESPONSE ZIP CODES**

- 80517
- 80526
- 80550
- 80525
- 80020
- 80634
- 80537
- 80524
- 80128
- 80015



**EXCELLENT RESPONSE RATINGS**



Estes Park Overall and Activities did not receive any below average ratings.

**2017 OFFICIAL VISITOR GUIDE**

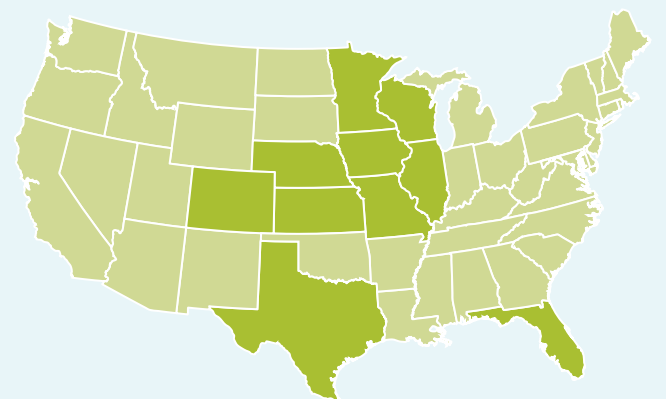
47.36% ↑ Distribution



**437 Backpacks**  
Distributed for  
Every Kid in a Park

**TOP 10 RESPONSE STATES**

- 13% Texas
- 8% Missouri
- 7% Colorado
- 6% Illinois
- 5% Iowa
- 5% Kansas
- 4% Nebraska
- 4% Florida
- 4% Wisconsin
- 4% Minnesota



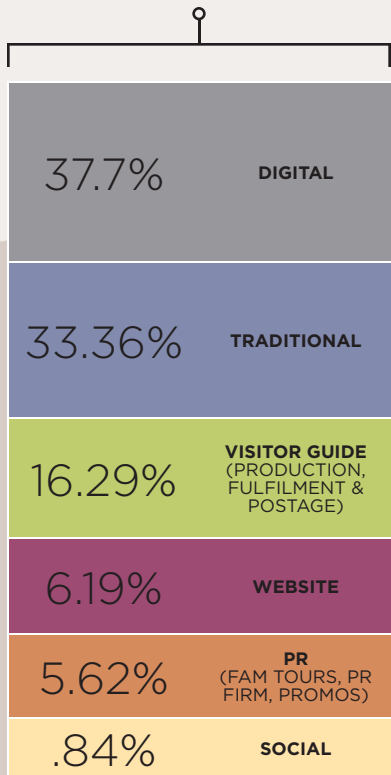
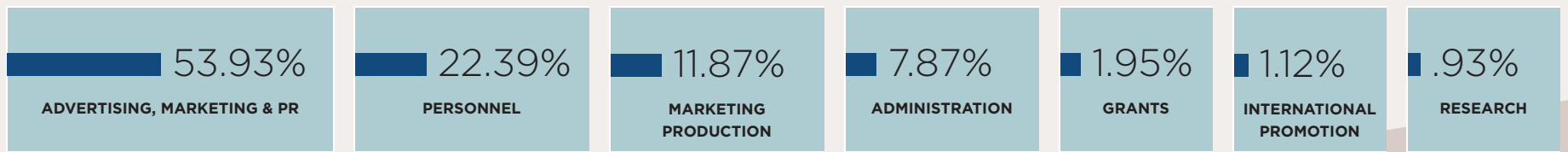
**VISIT ESTES PARK**  
2017 ANNUAL REPORT





# BUDGET

TOTAL EXPENSES: \$2,947,292.17



## ADVERTISING

18,787,773 TOTAL IMPRESSIONS  
47 TOTAL PLACEMENTS

### Publications

- 435 Magazine
- 5280 Magazine
- Backpacker
- Big Life Magazine
- Boulder Daily Camera
- Chicago Magazine
- Colorado Life
- Denver Life
- Diablo
- Dorado Magazine
- Elevations Outdoors
- Estes Park Trail Gazette
- Fort Collins Coloradoan
- Fort Collins Magazine
- Fort Morgan Tribune
- Greeley Tribune
- Longmont Times Call
- Loveland Reporter Herald
- Nebraska Life
- Rocky Mountain Parent
- San Francisco Magazine
- Sterling Journal Advocate
- Texas Monthly
- USA TODAY Go Escapes Summer Travel Guide
- USA TODAY National Parks
- Windsor Now
- Wyoming Tribune Eagle

## COMMUNITY OUTREACH/SPONSORSHIPS

- **Mountain Bike Team Sponsorship**—The donation was approved by the VEP Board to provide new jerseys for the team, and to help sponsor the new Estes Epic Marathon.
- **Estes Park Event Sponsorships**—VEP assisted with promotion for many Estes Park events through monthly eNewsletters, social media, blogs posts and PR pitching.
- **EP High School Band Program Contribution**—The donation was approved by the VEP Board for the purpose of assisting the band program to establish the Mountain Music Festival.
- **Mountain Festival**—VEP staff gave away roughly 800 blue spruce saplings over the course of the festival.
- **Get Rooted Event**—In partnership with Oboz Footwear, VEP staff organized a day of giving back. In conjunction with almost 100 volunteers from all over the country, the staff cleared an area around Lake Estes by the Stanley Park Ball Fields and planted hundreds of saplings.
- **Annual Tourism Summit**—Held in the conference center at the Ridgeline Hotel, the summit offered educational opportunities on everything from Google Analytics to VEP services.
- **Estes Park Centennial**—VEP staff served on the Centennial Committee working with the Town of Estes Park, provided and maintained the Centennial website, contributed volunteers and games to Centennial events, and provided supplemental marketing as needed.
- **Destinations International Reaccreditation**—After a three-month application process, VEP received reaccreditation from Destinations International (formerly DMAI) in July 2017 in conjunction with 21 other DMOs, including Brand USA.
- **Great American Beer Festival**—In partnership with CTO and other Colorado DMOs, VEP staff worked in the CTO booth at the sold-out festival in Denver.
- **Training Seminar**—VEP hosted two half-day training sessions for stakeholders on how to use the VEP Extranet (presented by SimpleView), effective website advertising (presented by Destination Travel Network) and how to use Google Analytics (presented by Analytix).



**\$39 to \$1**  
return in ad value for media/PR investment

# 2017 PR BY THE NUMBERS

**\$2,969,947**  
TOTAL AD VALUE

**11**  
DEKSIDIA MEDIA MEETINGS

Washington D.C. Media Reception (with CTO) — *National Geographic Traveler*, *Travel + Leisure*, *CNN*, *Oyster*, *Washington Post* and *Men's Journal*

**569,633,389**  
impressions

**243**  
TOTAL ARTICLES GENERATED

47 in our list of "Top 100" target publications

## Coverage Highlights

*USA Today* (+15 syndications)  
August 2017  
"Coolest Campsite Ever: Hanging Off a Cliff"

*Associated Press* (+100 syndications)  
September 2017  
"Audacious Autumn, Squirrel Cook-off, Elktober, Purple Feet"

*Denver Post*  
May 2017  
"Summer Camp for Grown-ups"

*Cowboys & Indians*  
May 2017  
"Rocky Mountain Rapture"

*Big Life Magazine*  
March 2017  
"Be Here Now: Estes Park, Colorado"

## SOCIAL

- FACEBOOK**  
140,109 likes  
#2 of all CO DMOs; second only to Visit Denver
- TWITTER**  
11,350 followers
- INSTAGRAM**  
24,392 followers
- PINTEREST**  
7,067 clicks to VisitEstesPark.com
- YOUTUBE**  
32,695 views

## WEBSITE

- TOP 8 SECTIONS VISITED BY PAGE VIEWS
- Things to Do:** 702,427
  - Events:** 623,838
  - Lodging:** 541,565
  - Homepage:** 493,642
  - Listings:** 459,657
  - Blog:** 350,270
  - Maps & Info:** 332,965
  - RMNP:** 253,182

### INDUSTRY COMPARISONS

Engagement Metrics	2017 Industry Average	2017 VEP Average	% Difference
Total Pages Per Visit	2.25	2.22	-.45%
Total Average Visit Duration (mm:ss)	2:00	2:44	26.76%
Total Bounce Rate	54.88%	55.24%	.66%
Organic Pages Per Visit	2.31	2.52	8.22%
Organic Average Visit Duration (mm:ss)	2:06	3:21	37.38%
Organic Bounce Rate	50.92%	48.84%	-4.26%