



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

VisitEstesPark.com 2016 Highlights:

2016 was an exciting year for the VisitEstesPark.com website. We are proud to say that we are not only staying current with the latest technology, we are one step ahead as we continue to perform above industry standards. See the following highlights for the 2016 year:

VisitEstesPark.com performance

- Over 1.7 million **visits** to the website – 18.08% increase year-over-year (YOY).
- 1.3 million website **users** – 19.25% increase YOY.
- Over 4 million **page views** occurred on the website.
- **Organic search** traffic increased by 25 percent YOY.
- Ranked #2 for most **lodging referrals** in the country for Jackrabbit (check availability button).
- Over 8.9% increase in Digital Official Estes Park **Visitor Guide Unique Readers**.
- **Direct traffic** increased 37% YOY
- **Traffic coming from Social Media** Channel's increased 13.75% YOY

VisitEstesPark.com vs. Industry Standards

- **Visitors** using the website to make their buying decisions looked at 2.44 pages per visit on average. The industry standard is 2.20 pages.
- The average **duration** these visitors stayed on the website was 3 min, 16 seconds. Industry standard is 1 min, 50 seconds.

VisitEstesPark.com website updates

- Implementation of the **Virtual Tour**, providing guests an online perspective of Estes Park's breath-taking beauty via 20 spectacularly captured drone aerial shots and an inside look into over 50 area businesses – all linking to Google Maps.
- Added **Crowdriff** to give prospective visitors a look at what guests are seeing, capturing and sharing via social media channels.
- Launched the **Estes Park Centennial** microsite to celebrate Estes Park's history and birthday.
- Expanded the **blog** with nearly 50 posts in 2016. Posts ranged from tips, things to do, high altitude baking, how to enjoy holidays, celebrating our locals, and more!