



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

VisitEstesPark.com 2017 Highlights:

We are proud to say that in 2017 VisitEstesPark.com continues to be a resource for visitors to Estes Park throughout the planning process. Check out some of the highlights below.

VisitEstesPark.com performance

- Over 1.9 million **visits** to the website – 15.06% increase year-over-year (YOY).
- 1.37 million website **users** – 15.34% increase YOY.
- Over 4.3 million **page views** occurred on the website – 3.5% increase YOY
- **Organic sessions** increased by 8% YOY.
- Users coming from **Social Media Channels** increased 11.75% YOY.
- Visits to partner websites from featured listings increased 9% YOY
- Book Now events increased 20% YOY
- Ranked #2 for most **lodging referrals** in the country for Jackrabbit (check availability button).
- 8% increase in Digital Official Estes Park **Visitor Guide Downloads**.
- The average **duration** visitors stayed on the site was 2 minutes and 42 seconds. The industry standard was 2 minutes and 3 seconds.
- From July 1, 2017 to Feb 28, 2018 (lifetime of current campaign) VEP.com has served over half a million referrals. 363,343 direct website referrals (from all placements, including listings, direct website clicks) and 205,606 booking referrals
- Average 1,400+ booking referrals per day in 2017 via Jackrabbit BookDirect
- Increase in **Jackrabbit BookDirect Searches** of 32%
- Increase in **mobile sessions** of 32%
- Increase in **users** from states targeted by the summer 2017 marketing campaign
 - Texas – 40% increase
 - Illinois – 27% increase
 - California – 27% increase
 - Missouri – 30% increase