

2018 ANNUAL REPORT



Mission: We drive sustainable year-round economic growth by encouraging visitor demand.

Vision: To offer positive and memorable experiences for guests and quality of life for our community.

LETTER FROM CEO, ERIC LUND



We are excited to share with you our 2018 Annual Report! Visit Estes Park is a Destination Marketing Organization dedicated to driving sustainable year-round economic growth by encouraging visitor demand in Estes Park and the surrounding region. We are committed to drive sustainable year-round high-quality experiences for our guests while continually improving the quality of life for our community.

Our entire Board and team at Visit Estes Park are extremely dedicated and committed to the success of everyone in the Estes Valley. The achievements thus far, validated by all key performance indicators, creates a momentum that is not easily sustained; however, we remain committed to invest in the most professional and qualified staff, combined with the support of local business partnerships and agency partners to grow a healthy and sustainable year-round visitor economy.

We will continue to focus on continually improving our marketing efforts and encouraging collaboration with all community partners and residents. We welcome your feedback regarding the 2018 Visit Estes Park Annual Report.

BOARD MEMBERS

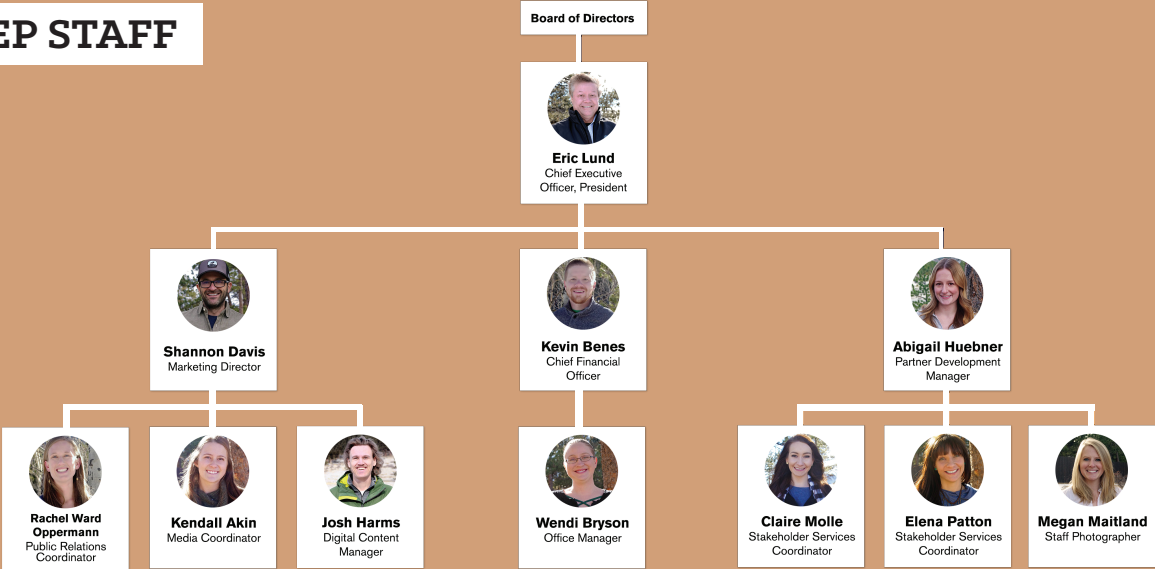
(A) – active

(A) Sean Jurgens	Chair
(A) Deborah Gibson	Treasurer
(A) Pat Murphy	Secretary
(A) Mayor Todd Jirsa	
(A) Trustee Marie Cenac	Vice Chair
(A) Camden Birkeland	
(A) Tonya Humiston	
Chris Amundson	Treasurer
Anne Morris	
Kevin Benes	Treasurer
Stefano Tornasello	Secretary
Lowell Richardson	Vice Chair

LETTER FROM SEAN JURGENS

Over the past year Visit Estes Park has had its fair share of ups and downs. The one constant was the drive and determination of the staff to keep VEP as one of the most innovative DMO's around. From creating new marketing programs to bringing all advertising sales in house to creating new year-round jobs, I am proud of the accomplishments of this organization. With all of this being just the beginning, I am excited to see what the future holds for VEP.

CURRENT VEP STAFF



*On staff in 2018
Michael Bodman
Suzy Blackhurst



\$108.85
RevPAR
AVERAGE

Hotel Revenue Per Available Room (RevPAR) gauges the strength of hotel rooms booked and visitor spending. This key indicator measures hotel room revenue divided by the number of hotel rooms available.



\$2,228,485.62
LODGING TAX
2% increase from 2017

LODGING

Lodging Tax is a consumer-based tax on room rentals to Estes Park resorts, hotels, motels, cabins, and other such facilities. These taxes provide valuable insight into visitor spending trends. Visit Estes Park is funded by this 2% lodging tax.

VISITATION

Naturally, we track visitation numbers. We currently log RMNP and Estes Park Visitor Center entrances, CDOT metrics on highway traffic and tax revenue.

1,778,495 CARS
COMING FROM
HIGHWAY 34



3.79% increase from 2017



417,694 VISITS
TO THE
VISITOR CENTER
7.68% increase from 2017

3,075,512 CARS
COMING FROM
HIGHWAY 36



1.99% decrease from 2017



\$14,128,615
SALES TAX
REVENUE



4,483,712 VISITS
TO
ROCKY MOUNTAIN
NATIONAL PARK
3.68% increase from 2017

WEBSITE

Visitestepark.com is the hub for inspiration and information for our guests and a key funnel for referrals for our stakeholders. Growing visitation and time on site is paramount to the success of our mission to grow year-round business in Estes Park.



3,929,219
PAGEVIEWS

8.5% decrease from 2017

1,758,004
SESSIONS
(UNIQUE VISITORS)

10.4% decrease from 2017*

385,844
PAGEVIEWS
ON THE BLOG



TOP 3 BLOG POSTS:

1. 10 Unique Places to Stay in Estes Park
2. 5 Best Trails to Hike with your Dog in Estes Park
3. How to Fourth of July in Estes Park



AVERAGE TIME
SPENT ON SITE:

**2 MIN &
44 SECS**

1.4% increase from 2017



418,271
LODGING
REFERRALS**

**The lodging listings on our site provide referrals to our stakeholders. This is tracked via Jackrabbit, the booking tool used on visitestepark.com.



827,642
ORGANIC
USERS

5.8% increase from 2017

*in 2018, VEP spent significantly less budget on paid search and display ads and dedicated more resources to growing our blog and organic traffic, which will help us rely less on buying traffic in the long run.



38K
FOLLOWERS
53% increase from 2017



4.8K
FOLLOWERS



150.8K
FOLLOWERS
9.6% increase from 2017



11.3K
FOLLOWERS
13.7% increase from 2017

SOCIAL MEDIA

VEP's social media efforts are used to engage with consumers wanting to share and relive their Estes Park experiences. Additionally, as our audiences grow, we used social media to expand and target campaign messages to support year-round awareness.

eNEWS

VEP's consumer e-newsletter is a direct connection to an audience who has opted in to receive regular updates about Estes Park's travel offerings. Click-thru rate demonstrates how engaging the newsletter's content is.



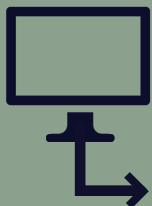
63,533
NEWSLETTER
SUBSCRIBERS

19.7% decrease from 2017

18.2%
OPEN RATE



2.8%
CLICK RATE



624K
PAGEVIEWS
23% increase from 2017

13K
SESSIONS
(UNIQUE VISITORS)

22% increase from 2017



AVERAGE TIME
SPENT ON GUIDE:

8.3
MINS

19% increase from 2017



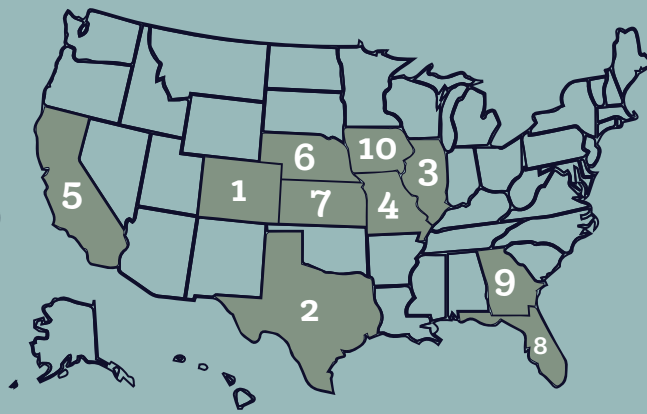
195,914
GUIDES
DISTRIBUTED

OFFICIAL VISITOR GUIDE

Our visitors' guide is an important visitor resource used to inspire travel to Estes Park. Print distribution is the number of guides VEP distributes and requests fulfilled from consumer inquiries. We also track usage of our the digital version on our website.

Top 10 States for Visitation

1. Colorado
(Front Range Urban Corridor)
2. Texas
3. Illinois
4. Missouri
5. California
6. Nebraska
7. Kansas
8. Florida
9. Georgia
10. Iowa



ARRIVAL
LIFT
4.6x

Lift represents a visitor's likelihood of coming to Estes Park after engaging with our marketing.

ARRIVALIST

Arrivalist is a new tool we use to track the effectiveness of our digital marketing. With Arrivalist, a pixel follows a user who engages with our content and tracks them until their hopeful arrival in Estes Park. We can see what content a user consumed, where they traveled from, how long they stayed, and where in Estes Park they visited. Spooky, we know, but cool.

PUBLIC RELATIONS

Generating positive news coverage (earned media) about experiencing Estes Park as a travel destination is vital to our success. This metric tracks the earned media resulting directly from generated by agency efforts. ROI represents PR investment vs. resulting ad value.



\$1,223,438

AD VALUE

58% decrease from 2017



90

ARTICLES
(EARNED
MEDIA)

62% decrease from 2017



16.3:1

RETURN ON
INVESTMENT

In September 2017 TURNER, VEP's external public relations agency, secured inclusion of "Elktober" in an Associated Press story on fall travel. This article was syndicated 110 times that month, which greatly increased 2017 numbers. Additionally, because of VEP staff changes during the first half of 2018, no group press trips and fewer individual press visits were conducted in Estes Park in 2018 than in 2017.



Find it all at [VisitEstesPark.com/transparency](https://www.visitestespark.com/transparency).