

2019 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 appreciate and cherish the wonderful people of Estes Park; we have a truly unique and collaborative town and a team of marketing specialists eager to support our community and visitors. We have all struggled through the Covid-19 crisis and we will work diligently together to rebuild our economy, to support jobs for our families and friends and rebuild support for a higher quality of life, while keeping the community safe and healthy.

2019 was a strong year for Estes Park with growth coming in at over 10% annually for lodging. Now we find ourselves having to rebuild our market in 2020 to get back to a more normal course of business. Working with you and all our partners we will get there. Thank you for your support of our industry, and our community, we are mountain strong and we will prosper together.

LETTER FROM BOARD CHAIR, DEBORAH GIBSON

We are all living through a period of incredible uncertainty now. Great sacrifices have and are being made every day by all of us engaged in the tourism industry in Estes Park and around the world. We do this to keep our staff, our community and our guests safe during our current health crisis.

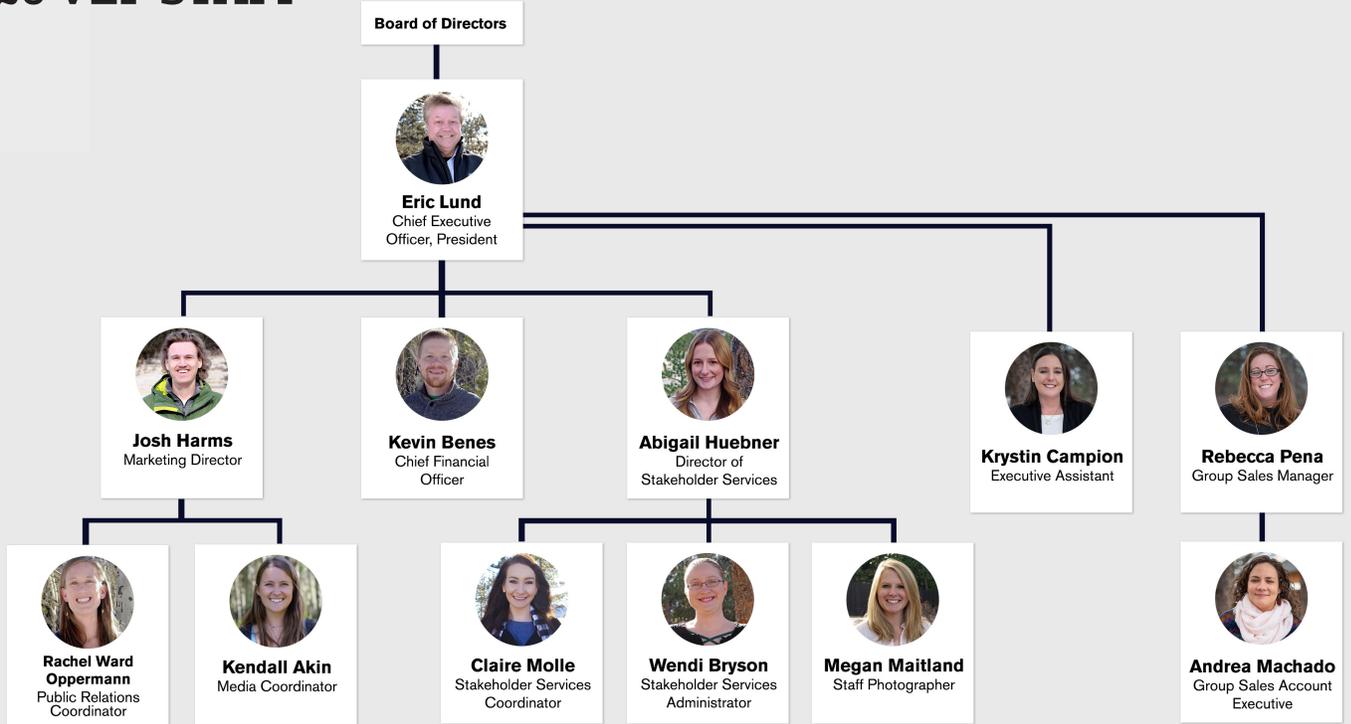
I first moved to Estes Park in 1974 and went to work at the Stanley Hotel, which was an unheated, summer only hotel. At that time, like most tourism related businesses in Estes Park, "the season" was from Memorial Day weekend to Labor Day weekend. The Town was all but closed in between. Over the years, attempts were made to lengthen our season and create a more year-round economy in Estes Park.

Our Local Marketing District, Visit Estes Park, was created to provide a constant, concerted and targeted effort to drive tourism and year-round economic growth. While not the sole source of growth, since VEP was created in 2009, Estes Park tax revenues have grown from \$6,852,574 to \$16,339,342. Visitation numbers in Rocky Mountain National Park have grown from 2,822,325 in 2009 to 4,670,053 in 2019. Currently, tax proceeds from tourism in the Estes Valley contribute approximately 67% of our Towns Budget providing needed services for our community. As our seasons have expanded and summer and off-season revenues have grown, even closure in our lesser months in 2020 are costly to local businesses, workers and our community. Losses in upcoming summer months could be higher.

As visitors return, we need to also plan on how we practice our industry in the safest possible way we can to not only make our guests feel safe, but as importantly, our workers and our residents. We thank you for joining with us in building a safe and successful recovery for Estes Park and all who are blessed to live, work and vacation in our beautiful destination.



2020 VEP STAFF



BOARD MEMBERS 2020

- Deborah Gibson ————— Chair
- Sean Jurgens ————— Vice Chair
- Pat Murphy ————— Secretary
- Wendy Koenig
- Marie Cenac
- Camden Birkeland
- Tonya Humiston ————— Treasurer

▶ TAXES



Lodging Tax	\$2,530,591.77
Sales Tax	\$15,043,092.00
RevPAR	\$107.56

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.

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.
*From Rocky Mountain Lodging Report.

Total VEP Revenue

\$3,277,897.07

Total VEP Expenses

\$3,283,440.92

Net Income

-\$5,543.85

Total Budgeted Net Income

-\$93,168.82

► PUBLIC RELATIONS

Top 5 Articles:



Total Articles

150
(with syndications)

63
(without syndications)

37

**Familiarization
Tours**



**Ad Value
\$665,094**



**Impressions
186,761,361**

VisitEstesPark.com

In 2019, we launched a redesigned website. This, along with Google continuing to take up more real estate on search result pages has had a negative impact on organic traffic. However, using social, pay-per-click, and email we've continued to grow in overall traffic.

Top 5 Blog Posts:



3,891,066
PAGEVIEWS

0.97% decrease from 2018

1,318,300
SESSIONS

(UNIQUE VISITORS)



AVERAGE TIME
SPENT ON SITE:

**2 MIN &
29 SECS**

9.24% decrease from 2018



827,642
**ORGANIC
USERS**



► SOCIAL MEDIA



61.2K
Followers



161,661
Followers



14.4K
Followers



73,787
Subscribers



140
PHOTOSHOOTS

(Marketing & Stakeholder)

► VISITOR GUIDE

Top 10 Response States

1. Texas **5,812**
2. Colorado **3,555**
3. Missouri **3,280**
4. Illinois **2,346**
5. Florida **2,129**
6. Iowa **2,110**
7. Nebraska **1,909**
8. Wisconsin **1,886**
9. Kansas **1,829**
10. Minnesota **1,648**



60K

Distributed
in Bulk

35K

Distributed
Locally

48K

Mailed to Individual Houses
in the US & Internationally