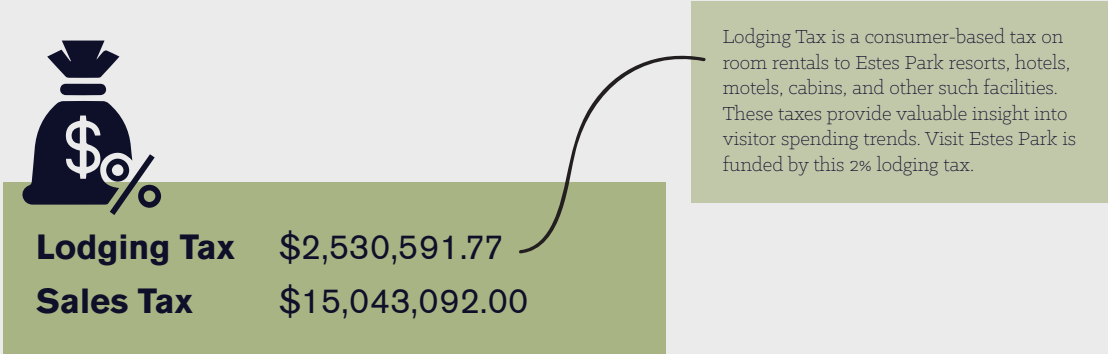


A Look Back on 2019:

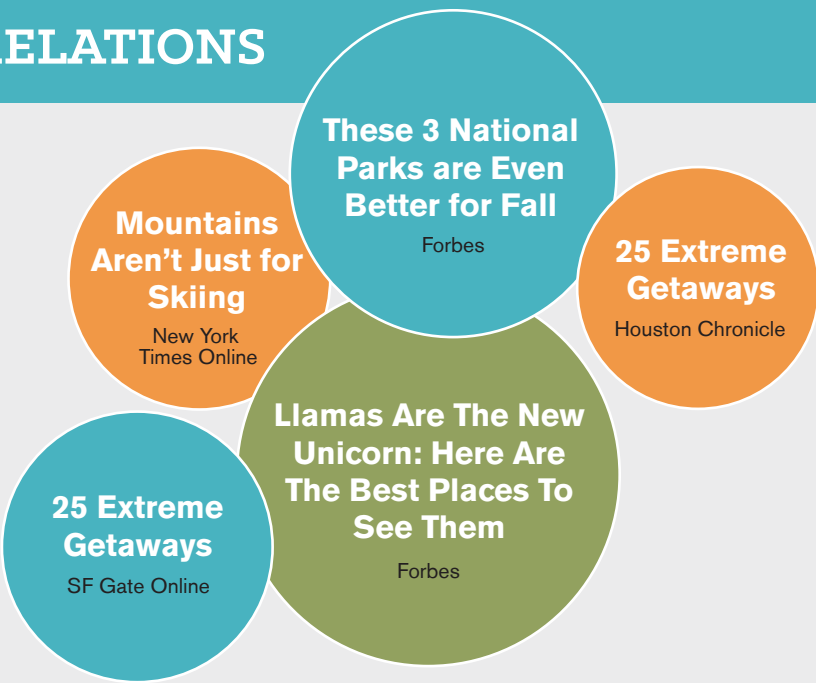
TAXES



Total VEP Revenue	Total VEP Expenses	Net Income	Total Budgeted Net Income
\$3,277,897.07	\$3,283,440.92	-\$5,543.85	-\$93,168.82

PUBLIC RELATIONS

Top 5 Articles:



Total Articles
150
(with syndications)
63
(without syndications)

37
Familiarization
Tours



Impressions
\$665,094



Reach
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



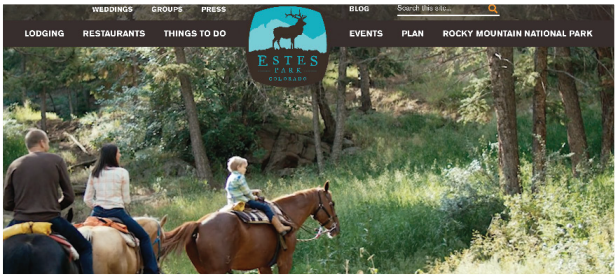
1,318,300
SESSIONS
(UNIQUE VISITORS)



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

eNEWSLETTER



73,787
Subscribers

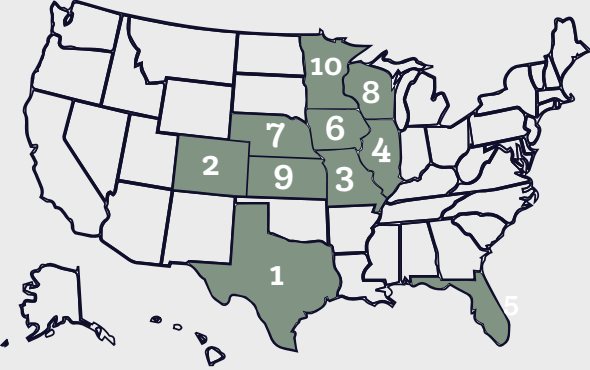


140
PHOTOSHOOTS
(Marketing & Stakeholder)

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 & Internatoinally