



Visit Estes Park
The Destination
Marketing Organization
VisitEstesPark.com

KEY PERFORMANCE INDICATORS
Year-to-Date data through the month of:
April 2017

	Month Data Collected	Year to Date 2015	Year to Date 2016	Year to Date 2017	Percent Change 2017 vs. 2016
OVERALL PERFORMANCE					
	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Visit Estes Park (VEP) Lodging Tax	April	\$ 214,228.48	\$ 255,478.03	\$ 277,445.22	8.60%
Seasonal VEP Lodging Tax (most recent)	Win: Dec-Feb	-	\$ 184,996.18	180,542.43	-2.41%
Media Impressions	April	197,286,525	127,239,224	225,262,332	77.04%
PR Value	April	\$ 2,021,286.00	\$ 1,573,382.87	\$ 453,189.97	-71.20%
Average PR Points Per Article	April	62.60	63.47	62.75	-1.13%
VISITESTESPARK.COM WEBSITE PERFORMANCE					
	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Sessions	April	364,746	457,042	444,468	-2.75%
Users	April	266,375	350,002	345,481	-1.29%
Page Views	April	1,204,349	1,142,150	1,053,949	-7.72%
Average Pages Per Session	April	3.30	2.50	2.26	-9.60%
Average Session Duration (minutes)	April	4.36	3.14	2.53	-19.43%
JackRabbit Lodging Referrals	April	129,788	127,917	111,821	-12.58%
OTHER CONSUMER ENGAGEMENT					
	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Digital Official Visitor Guide (OVG) Unique Readers	April	3,649	3,854	3,462	-10.17%
Digital OVG Page Views	April	182,721	169,849	160,916	-5.26%
Digital OVG Average Visit Duration (minutes)	April	7.33	6.23	6.55	5.09%
Marketing eNewsletter Subscribers Total: 42,821	April	4,663	4,604	2,595	-43.64%
Facebook Followers Total: 118,104	April	1,278	5,456	5,360	-1.76%
Instagram Followers Total: 22,618	April	905	2,445	1,941	-20.61%
Print Visitor Guides Mailed to Households	April	21,287	15,627	14,871	-4.84%
OTHER COMMUNITY BAROMETERS					
	Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Town of Estes Park: Total Sales Tax*	April	\$ 2,100,615.46	\$ 2,309,888.02	\$ 2,458,921.48	6.45%
Town Sales Tax: Lodging	April	\$ 453,747.45	\$ 475,350.15	\$ 631,999.88	32.95%
Town Sales Tax: Dining**	April	\$ 336,564.45	\$ 412,219.11	\$ 428,844.97	4.03%
Town Sales Tax: Retail	April	\$ 340,587.99	\$ 356,090.12	\$ 329,064.78	-7.59%
VEP Lead Responses (Weddings, Groups, Corp., etc.)	April	-	128	1,088	750.00%
Stakeholder eNewsletter Subscribers Total: 297	April	-	59	(8)	-86.44%
Town Visitor Center: Visitor Count	April	50,969	37,533	36,250	-3.42%
RMNP Recreational Visitor Count	April	435,315	485,352	497,904	2.59%

*On July 1, 2014, the Town sales tax rate increased by 1% for a period of 10 years.

**Dining receipts reflect restaurants and liquor, excluding grocery stores (e.g., Safeway) and other food-related tax receipts.

ROCKY MOUNTAIN LODGING REPORT

Lodging Occupancy: Monthly Change				Average Lodging Rate: Monthly Change			
Occupancy in	April	2016	37.90%	Average Rate in	April	2016	\$ 133.77
Occupancy in	April	2017	34.00%	Average Rate in	April	2017	\$ 159.57
Difference in	April	2017	-3.90%	Difference in	April	2017	\$ 25.80
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change			
YTD Occupancy	April	2016	30.90%	YTD Avg. Rate	April	2016	\$ 133.19
YTD Occupancy	April	2017	31.10%	YTD Avg. Rate	April	2017	\$ 149.23
YTD Difference	April	2017	0.20%	YTD Difference	April	2017	\$ 16.04

Visit Estes Park Lodging Tax: *The total received in the month of April was -7.88% lower than last year. When adjusted for late and missing payments, however, the difference is estimated to be 8.02% higher than last year. The total received year-to-date (YTD) through April 2017 is up 8.60% compared to the same four-month YTD period last year. Adjusting for late and missing payments, the YTD change is estimated to be up about 10.58%. For the winter season, defined as December through February, lodging taxes were down -2.41% compared to the same season last year. Adjusting for late and missing payments, the winter season is estimated to be up 15.18%.*

Media Impressions, PR Value, and PR Points: Articles from *Big Life Magazine*, both online and in print, and *AFAR* highlighted Estes Park in March. Media Impressions are up significantly, PR Value is pacing lower in 2017, however, average PR points are only slightly behind. We have seven media trips in the works and continue to pro-actively pitch Estes Park through Turner, CTO, and our own contacts.

Websites Sessions, Users, and Page Views: Overall sessions, users, and page views are down. However, organic search traffic and direct traffic to VisitEstesPark.com is up. This means people know of and trust the site as a place for Estes Park information. Therefore, this drop is associated with less paid traffic coming to the site. Although the budget was higher for the winter campaign this year, the campaign focused more on targeting specific and qualified guests, rather than sheer quantity.

Pages Per Session and Session Duration (average): Pages per session and session duration are down slightly YTD, but tend to increase in the summer and fall. Both statistics continue to stay well above industry average.

JackRabbit Lodging Referrals: Lodging referrals through our site are down, which can be attributed to the increasing number of ways to book. Google offers the service right in the search engine, nearly every lodging option has their own site, and other travel companies continue to grow.

Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households: The digital visitor guide started strong in 2017, but has dropped in unique readers. It is, however, up 5.09% for visit duration. This means that fewer new people are opening our digital visitor guide, but the ones that do are staying longer. According to our hosting vendor for the digital guide we have up to double the traffic to our digital visitor guide when compared to other organizations of equal size. They also stated that our raw traffic data is comparable with many of their much larger organizations. Our printed visitor guide requests are still down when compared to last year, but we are steadily catching up to where we were last year. The printed guide requests are likely down due to the end of the RMNP centennial and the related advertising done by the National Park.

Marketing eNewsletter Subscriber Growth: This number tends to fluctuate based on social media pushes and ads to sign up for our eNewsletter. We do continue to see steady overall growth. The count includes the total since the beginning and the year-to-date change compared to the previous year.

Facebook Followers: Followers continue to grow but at a slower rate. *However, engagement continues to trend well with the use of videos, Facebook Live and posts encouraging interaction.*

Instagram Followers: The Instagram account continues to grow at a steady rate of increasing followers, even though the monthly total increase was down compared to last year. We are utilizing CrowdRiff to increase interactions, and in turn followers. The count includes the total since the beginning and the year-to-date change compared to the previous year.

VEP Lead Responses: Beginning January 1, 2017, all Official Visitor Guide Request Leads are being included in the total count, which explains the drastic increase. Group leads originate from VisitEstesPark.com reunions, weddings, and meeting pages where guests complete a form. VEP considers a group to be 14 people or more. Group forms are also distributed by Visitor Center staff for walk-ins. In addition, VEP is including leads from the EP Wedding Association starting in October of 2016. Visitor Guide Leads are generated on the VEP website by a guest requesting their information to be shared with participating businesses.

Stakeholder eNewsletter Subscribers: The total number of subscribers continues to grow. The count includes the total since the beginning and the year-to-date change compared to the previous year.

Visitor Center - Visitor Count: The Visitor Center installed new counting technology this year, which could affect the count compared to last year.