

# VISIT ESTES PARK

AUGUST 24, 2023

BOARD MEETING



# AGENDA

## AUGUST 24, 2023



- Call to Order by Chairperson Sean Jurgens
- Approval of Agenda and Minutes
- Town Board Comments
- Call for Board Member Updates
- Public Comments
- Presentation of 2022 Audit
- Reports by Ex Officio Board Members
- Vote on Operating Plan
- Report by CEO Kara Franker
- Visit Estes Park Staff Updates
- Acceptance of Financial Statements
- Additional Items & Discussion
- Adjourn

# Call to Order by Board Chair

- 1. Motion to approve agenda.**
- 2. Motion to approve minutes.**
- 3. Call for Town Board updates.**
- 4. Call for Board Member updates.**
- 5. Call for public comment.**

## **BOARD VOTING ROSTER**

**Chair Sean Jurgens**

**Vice Chair Deborah Gibson**

**Secretary McShan Walker**

**Director Pat Murphy**

**Director Rich Chiappe**

**Director Jerusha Rice**

**Director & Town Trustee Frank Lancaster**

# Presentation of 2022 Audit



# Ex Officio Board Member Updates



**Kyle Patterson**



**John Schnipkoweit**



**Colleen DePasquale**







**Kara Franker**





# Visit Estes Park 2024 Operating Plan

# CHANGES





# Partners in Destination Stewardship

Effective destination stewardship is rooted in strong partnerships between governmental agencies and partner organizations within a destination. Knowing this, Visit Estes Park actively maintains collaborative partnerships with the the Town of Estes Park, Larimer County, Estes Park Visitor Center and Rocky Mountain National Park.

Plans are in place to strengthen relationships with Arapaho-Roosevelt National Forest, Hermit Park Open Space, Rocky Mountain National Park visitor centers, and the Colorado Welcome Centers in 2024 through communications, information exchange and programming development.







# Visitor Intercept Survey Results

March 17-April 16, 2023

The first visitor intercept survey results were delivered in 2023.

Key findings from the first survey follow below:

- One in four visitors to Estes Park reported it was their first time visiting Estes Park with most, predictably, coming from a wide array of Colorado communities.
- Consistent with this high share of visitors from the Front Range, about half of respondents were day visitors to Estes Park. 44% were staying overnight in the immediate Estes Park area and just 4% were overnight visitors staying further away.
- About half (51%) of overnight visitors stayed in traditional paid lodging and 28% were in “Rent-by-Owner” (Short-Term Rentals). On average, these visitors spent 3 nights in Estes Park.
- People are spending money in Estes Park. The top two activities people engaged in were dining out (51%) and shopping (46%).
- Most people do not plan far ahead for their trip to Estes Park. Two-thirds say they decided to visit within a month of arriving.

# Key Performance Indicators (KPIs)

## DESTINATION METRICS:

Tax Revenue  
Occupancy  
Average Daily Rate (ADR)  
Revenue Per Available Room (RevPAR)  
Stakeholder Engagement

## MARKETING METRICS:

Advertising  
Public Relations  
Social Media  
Website  
AI Travel Planner



# KEY ORGANIZATIONAL GOALS

*Extend the Season: Frozen Dead Guy Days*

*March 15-17, 2024*

- Increase the Frozen Dead Guy Days (FDGD) festival attendance to 10,000 attendees, boosting visitation during a slower season
- Enhance the FDGD festival experience to include more elaborate and immersive experiences
- Secure 80 FDGD offerings from lodgers, restaurants and local businesses
- Develop an integrated marketing campaign and launch a new Frozen Dead Guy Days website
- Expand FDGD marketing to reach a national audience in key target markets





# Goal

**Maximize flight channels to optimize media plans**

## Strategy

Flight each media channel specific to the media usage habits of each audience segment.

## Tactics

- ◆ Use effective media partnerships to reach consumers most likely to visit.
- ◆ Monitor key performance metrics by using media that delivers measurable results in the form of impressions, click-through rates and net economic impact.
- ◆ Focus budget on the most effective measures and added value must-haves.
- ◆ Maintain paid social media throughout the year to continue consumer conversations and promote year-round offerings.





# Goal

**Foster positive community relations and develop existing relationships to ensure long-term success and serve as a community-shared value. Being a shared value in our destination means we are a community asset.**

## Strategy A

Engage with stakeholders on a regular basis to build trust and operate as a community-shared value.

## Tactics

- ◆ Conduct a partner survey in 2024 to assess and enhance community relationships.
- ◆ Reach out to partners through various channels, such as phone, face-to-face meetings or email.

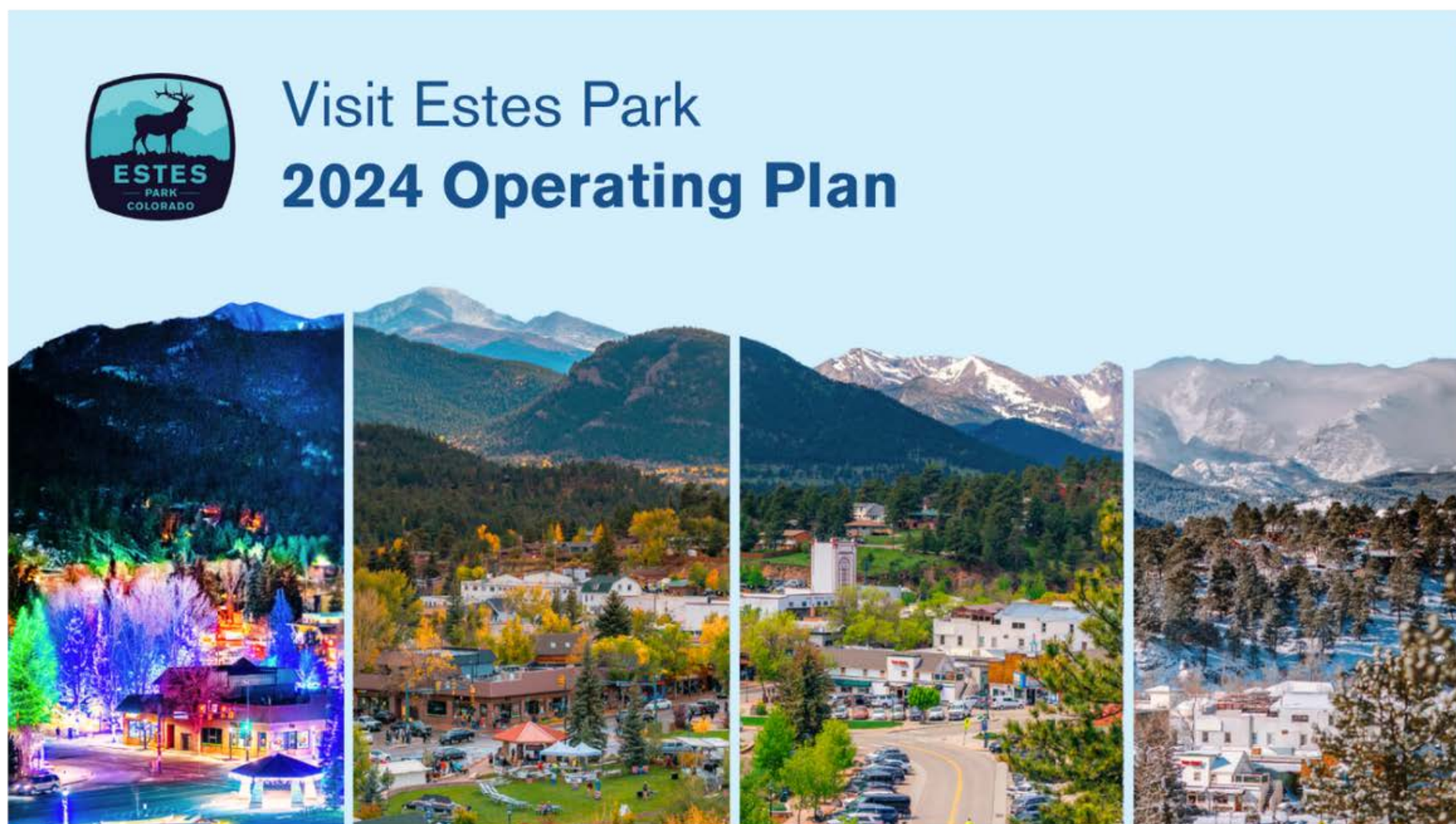
## Strategy B

Foster a collaborative environment within the community.

## Tactics

- ◆ Establish connections between partners with new and existing events.
- ◆ Increase participation in the Beyond Program with increased communication and education.
- ◆ Facilitate partner-to-partner connections to create mutually beneficial relationships in the community.
- ◆ Collaborate with local organizations through service on various boards and committees.

# Operating Plan Vote



## BOARD VOTING ROSTER

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# Destination Analyst: State of the American Travel

## Shorter Travel Planning Windows

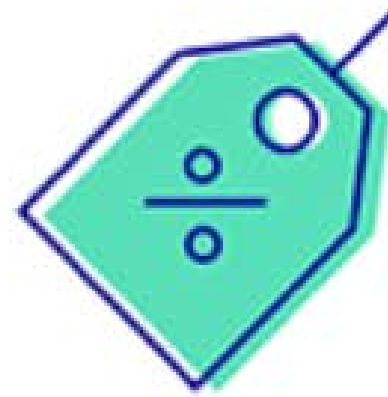
“Americans who traveled in the last month said they planned this most recent trip 6.4 weeks out. American travelers are now reporting they would begin planning a week-long domestic vacation just 9.8 weeks out.



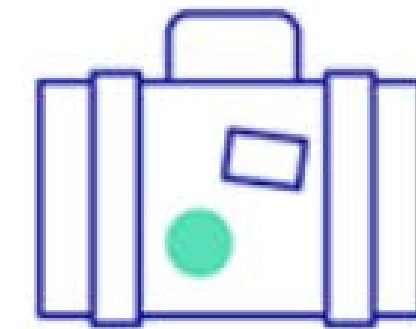
# Expedia's Path to Purchase Report



Nearly 3 in 5 travelers don't have a specific destination in mind when they first decide to take a trip.



On average, travelers view 141 pages of travel content in the 45 days prior to booking a trip.



80% of travelers visit an OTA before they make a travel purchase.



# Register for the GA4 Webinar!

## Intro to Google Analytics 4

**WHEN:** August 29, 2023 at 11 a.m.

**WHERE:** Online virtual webinar





# Community Picnic Celebrating MacGregor Ranch

Estes Park, CO  
Published by Monica Ruiz · July 29 at 1:48 AM ·

Saddle up, Estes Park! Come out to celebrate 150 years of history, heritage, and community at the community picnic on the MacGregor Ranch!



Reach: 15,847  
Impressions: 51,153  
Clicks: 4,734  
CTR: 9.25%  
Post Reactions: 346  
Post Shares: 44



VISITESTESPARK.COM  
**150th MacGregor Ranch Anniversary Picnic**  
Join friends and neighbors to celebrate the 150th anniversary of MacGre...

Learn more

Boost post

See insights and ads

312 11 comments 45 shares



News to Know from Visit Estes Park

**The community picnic is next week!**

MacGregor Ranch is celebrating its 150th anniversary by hosting a fun-filled community picnic on August 23.

Connect, relax and have some fun with friends and family in a beautiful setting while celebrating this important milestone in the ranch's history.

Join friends and neighbors to celebrate the 150th Anniversary of MacGregor Ranch at the

**Community Picnic**

Established in 1873 by Alexander and Clara MacGregor, the ranch invites the Estes Park community to come together and honor one of the earliest families who made many impacts on the town's development.

**FREE EVENT**


WEDNESDAY AUGUST 23, 2023 5-9 P.M.

**Where**  
MacGregor Ranch  
180 MacGregor Lane  
Estes Park, CO 80517

**What**  
Live music from Chain Station & Lost Penny  
Children's area sponsored by Estes Chamber of Commerce  
Old Time Taffy Pull sponsored by The Taffy Shop

**Eat & Drink**  
Purchase dinner from a variety of food trucks or bring your own picnic.  
Indulge in desserts provided by MacGregor Ranch and You Need Pie! Diner & Bakery  
Beer for sale by Lumpy Ridge Brewery, Avant Garde Aleworks and Rock Cut Brewing

THANK YOU



RSVP for the picnic

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Find more information & register here:



**What**  
Live music from Chain Station & Lost Penny  
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**THANK YOU**









A nighttime photograph of a mountain town, likely Estes Park, Colorado. The background features a large, dark mountain range with snow-capped peaks. The town below is illuminated with various colorful lights, including blue, green, and yellow. In the foreground, there are several trees and buildings, some of which are decorated with lights. The overall scene is festive and celebratory.

# **CATCH THE GLOW HOLIDAY SEASON**

**A partnership between Visit Estes Park & The Stanley Hotel designed to activate Bond Park and the entire community during the holidays.**



# **Promoting Visitation to Estes Park during the Holidays will:**

- Encourage travelers to visit Estes Park during the holiday season when there is a need for more overnight stays and day trip visitors.
- Generate additional revenue through sales taxes and lodging taxes.
- Support local businesses through niche advertising and marketing efforts.
- Hopefully, help stakeholders retain employees for a longer season.





# Tactic 1: Expand Holiday Lighting





# Tactic 2: Deck the Halls (and the Town)



*Let's go all out this winter*

And play up the wonderful snow globe feel Estes Park has during the winter.  
Join us by decorating your store, inside and out.

**Connecting stakeholders  
with professionals that can  
decorate their businesses.**

Visit Estes Park will be promoting Estes Park as a winter wonderland that is

an inspiring holiday  
shopping destination

a cozy winter retreat for  
families, couples and groups

a new way to experience  
Estes Park during a  
quieter time of year

Need help getting started?

Mike from Elevation Holiday Lighting can help decorate the exterior of your store with twinkling lights and Carissa from Simply Christmas can help create a magical holiday display in your business.

Mike Szymanski  
Elevation Holiday Lighting  
mike@elevationholidaylighting.com  
(720) 460-1707

Carissa Streib  
Simply Christmas  
SimplyXmas07@gmail.com  
(970) 586-8990

Participating businesses have the opportunity to be featured in Visit Estes Park social media and blog posts, advertisements and as stops on the annual Holiday Trail.

Questions? Email [Dana@VisitEstesPark.com](mailto:Dana@VisitEstesPark.com)





# Tactic 3: Spread the Love

- We want to send guests all over town and one way we do that is by activating our current partnerships and programs.
- We've done this for major events and festivals through the Beyond Program. And it works, so we will activate it again for the holidays.
- We'll take it a step further by offering a Catch the Glow Passport and hotel packages.
- Businesses submit special offers about the holidays. Then Visit Estes Park promotes those offers through all channels and reports on the results.





# Tactic 4: Boost Stakeholder Holiday Activations

- Town of Estes Park - Catch the Glow Parade
- Town of Estes Park - Tree Lighting Ceremony
- The Stanley Hotel - The Nutcracker by the Boulder Ballet
- The Stanley Hotel - Opening of the Chocolate Factory
- The Stanley Hotel - 80's Holiday Concert
- McGregor Mountain Lodge - Old Fashion Christmas Package
- YMCA of the Rockies - Holiday Programs
- Estes Park Resort/Quota Club - Parade of Trees Event
- Historic Park Theater Christmas Movies
- Fine Arts Guild Live Theater
- Cousin Pats - Miracle on 7 - A Pop-Up Christmas Cocktail Bar
- Estes Park Holiday Tour





# Tactic 5: Add Sparkle to All Things

- VEP Marketing:
  - Photoshoots
  - Advertising Campaigns
  - Social Media
  - Write Articles
  - eNews Blasts
  - Live Coverage
- VEP Add-ons:
  - Purchasing More Holiday Lights for Town
  - Activating Bond Park
  - Holiday Passport & Map
  - Photo Opportunities
  - Carriage Rides
  - Carolers





# Drum Roll for the Big One...







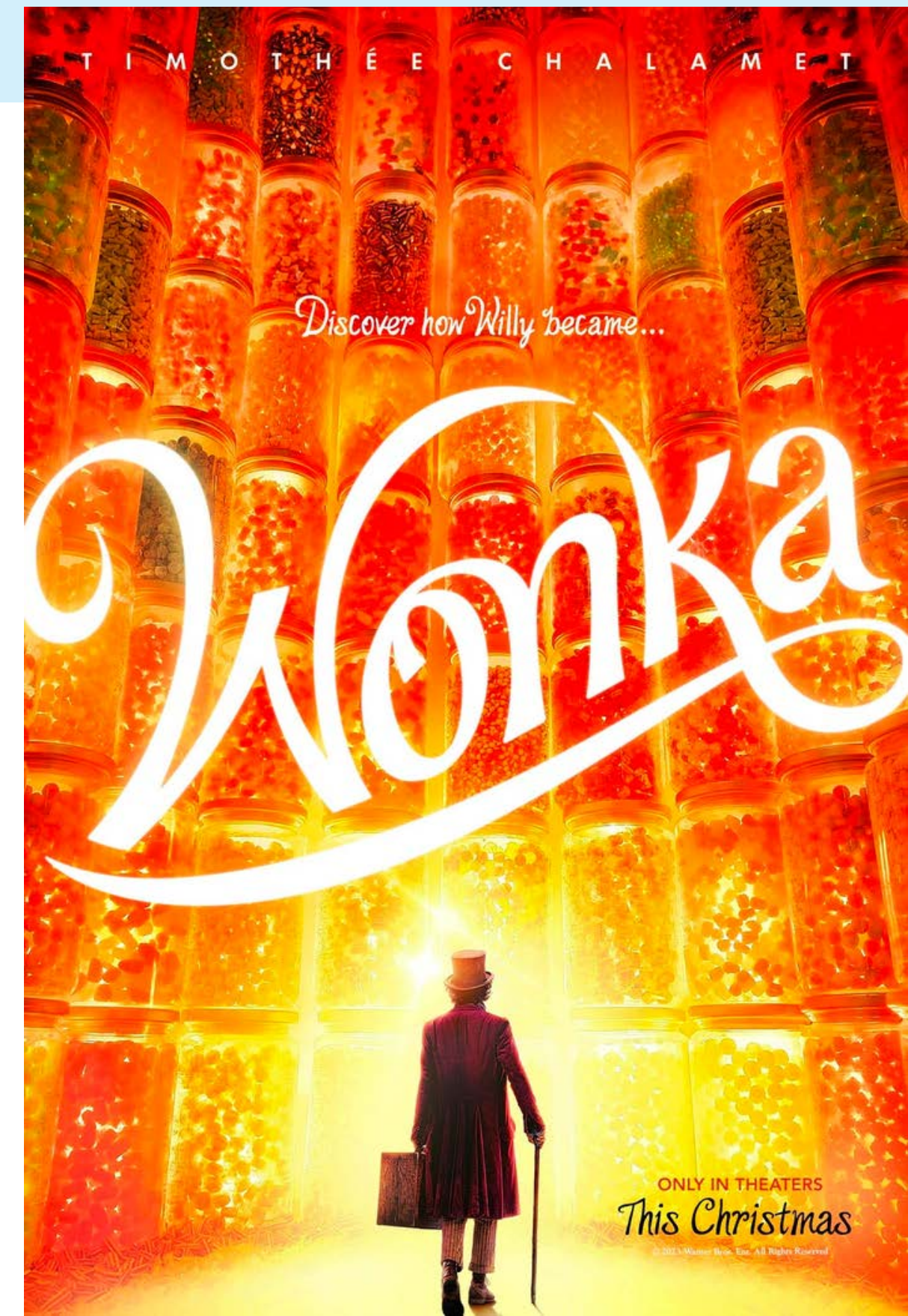
# Tactic 6: Activate Bond Park

- Catch the Glow in the Park: A family-friendly event centered in Bond Park featuring holiday magic and photo-worthy moments.
- Imagine walk-through lighting displays, a projection-mapped Christmas tree, a candyland theme, 360-degree video projection tuned to holiday music, LED lighting that will surprise and delight, Santa visits, holiday shopping and more.
- Offer overnight packages and a holiday "passport" that guests can get stamped at local businesses all through town (to spread the love through the community).
- Tentative timeline: Kick-off after Catch the Glow Parade and run through Christmas with two special weekends with programs on December 8, 9 and December 15, 16.
- This is a joint strategy brought by Visit Estes Park and The Stanley Hotel designed to boost the holiday season.



# And One Final Sprinkle of Holiday Magic:

- Wonka (the new Willy Wonka movie) opens in theaters on December 15.
- The Stanley Hotel is opening its Stanley Chocolate Factory during this time period.
- Position Estes Park as the ultimate Candyland adventure because of the many sweet shops in town.
- Push heavy marketing and advertising tactics around this niche activation within Catch the Glow Holiday Season in Estes Park.
- See if we can give a boost to visitation the weekend of Dec. 15-17, which can traditionally be slow right before Christmas.





# IN CONCLUSION: GOING BIG FOR THE HOLIDAYS WILL TRANSLATE TO DIRECT ECONOMIC IMPACT

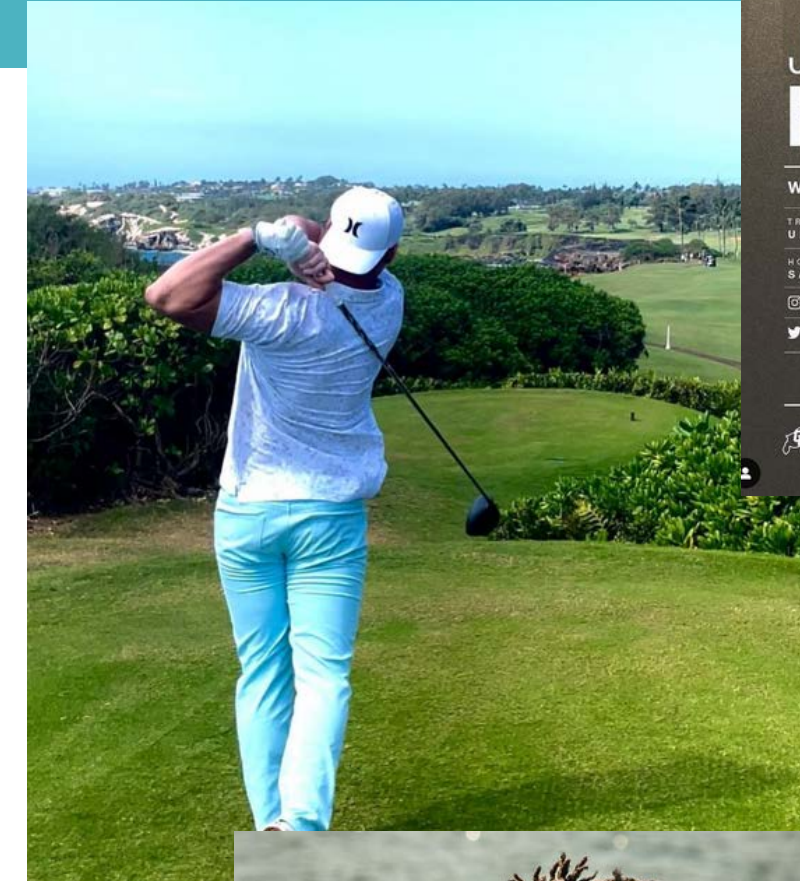
- Foster economic growth by implementing initiatives that attract visitors seeking memorable and rewarding winter travel experiences during the holidays and kicking off with the Catch the Glow parade.
- Achieve sustainable destination development by sponsoring winter programs to enhance the area's appeal, attract more visitors and bolster the local economy.
- Increase holiday visitation by positioning Estes Park as a Catch the Glow Holiday Season through advertising, paid social media, public relations and content creation efforts.





# Athlete Sponsorship Program

- Student athletes can be compared to "micro" or "nano" influencers, which means they have a smaller, more loyal and engaged audience, more likely to spend and take action.
- In the program, student-athletes from CU and CSU could meet up in Estes Park and participate in fun challenges.
- We'll follow them with a videographer to document their experiences.
- Footage will be developed into a full marketing campaign with challenge episodes, social media snippets and photo shoots.







# Heidi Barfels





# Measurement Strategy: Media KPI Metrics

**A Measurement Strategy establishes how business goals will be measured. We measure campaign success using key performance indicators (KPIs) and metrics, including:**

- Impressions: number of times an ad is seen
- Click-through rate: the % of people who saw our ad and performed an outbound click to the landing page. This will be measured against industry standards.
  - \*Industry CTR benchmarks: Display .08%, Social .90%, Search 5.90%, YouTube 0.65%
- Conversion rate: the % of people who converted (filled out a lead form, downloaded a visitor's guide)



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[Sign in](#)

# Search Estes Park

1 room, 2 travelers

Going to

Estes Park

Check-in

Aug 31

Check-out

Sep 1

☐ Add a flight
☐ Add a car

☐ I need multiple places to stay

Search



## Escape to Estes Park, Colorado

### The view from here is... Whoa.

It's hard to put into words the feeling you get when you visit Estes Park. This picturesque town is the basecamp for Rocky Mountain National Park and is home to endless adventure, awe-inspiring views and your cozy home away from home.



### Adventure

From hiking and horseback riding to camping and rock climbing, enjoy the endless ways to experience the outdoors in Estes Park.

[Learn more](#)



### Sightseeing

Estes Park is the perfect basecamp for adventure, boasting more than 300 shops ranging from handmade goods to outdoor gear. It has become a destination for art-lovers, foodies & craft-beverage enthusiasts alike.

[Learn more](#)



### Activities

Pack your itinerary with jeep tours, ropes courses and other fun activities to complement your outdoor adventures.

[Learn more](#)



### Dining

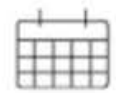
The eclectic mix of locally owned restaurants in Estes Park offers unique, authentic dining experiences that go beyond just a great meal.

[Learn more](#)

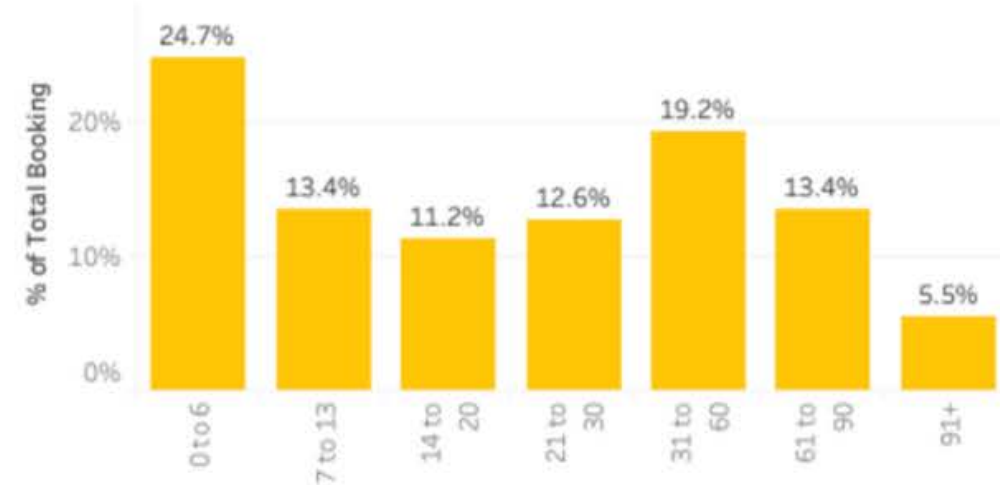
- In July, 506+ Room nights booked with gross booking of \$269.1K and \$2M year-to-date.
- 25% increase in bookings 0-6 days out.
- July saw 61% of bookings 0-30 days out.
- VRBO continues to be a strong driver for both click-through rate (CTR) 0.26% and return on advertising spend (ROAS) 36:7
- Expedia with 0.18% CTR
- Hotels.com with 0.14% CTR



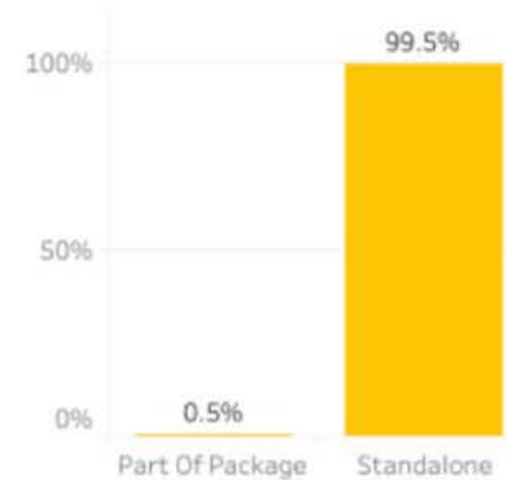
# Expedia Insights



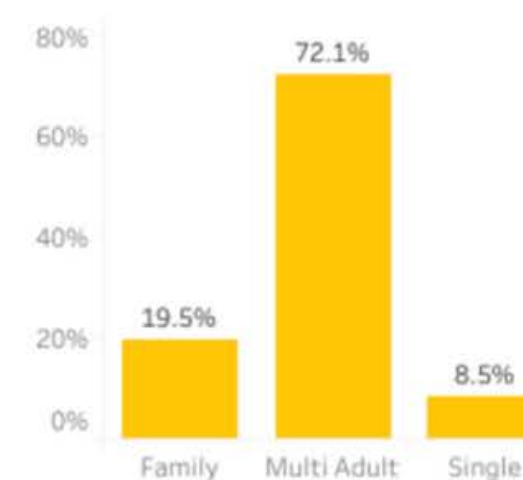
Travel Window (Days)



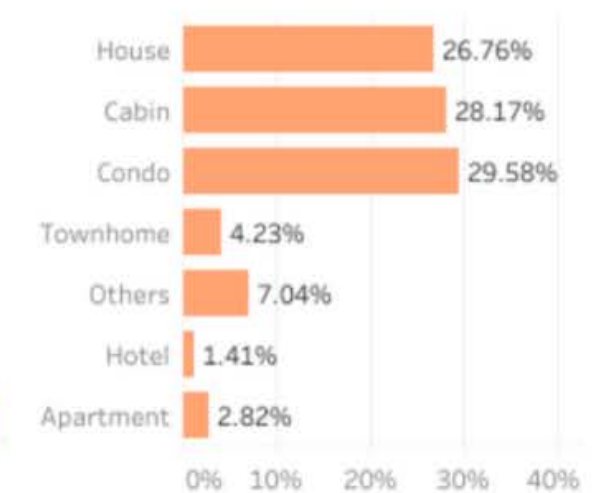
Package or Standalone



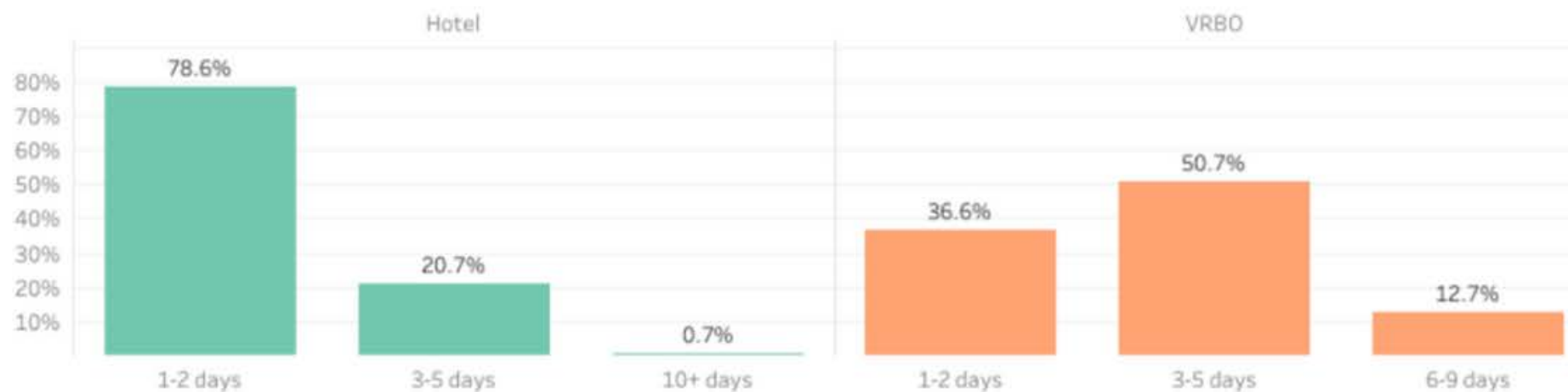
Person Count



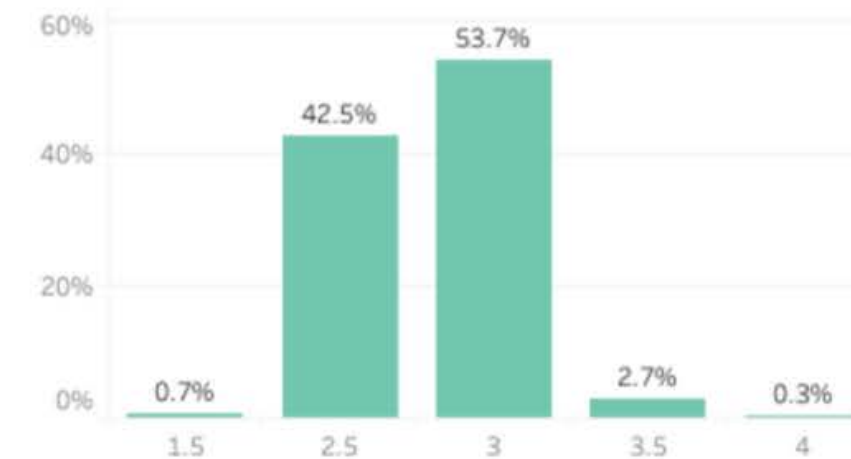
VR Listing Type



Trip Duration (Days)



Hotel Star Rating



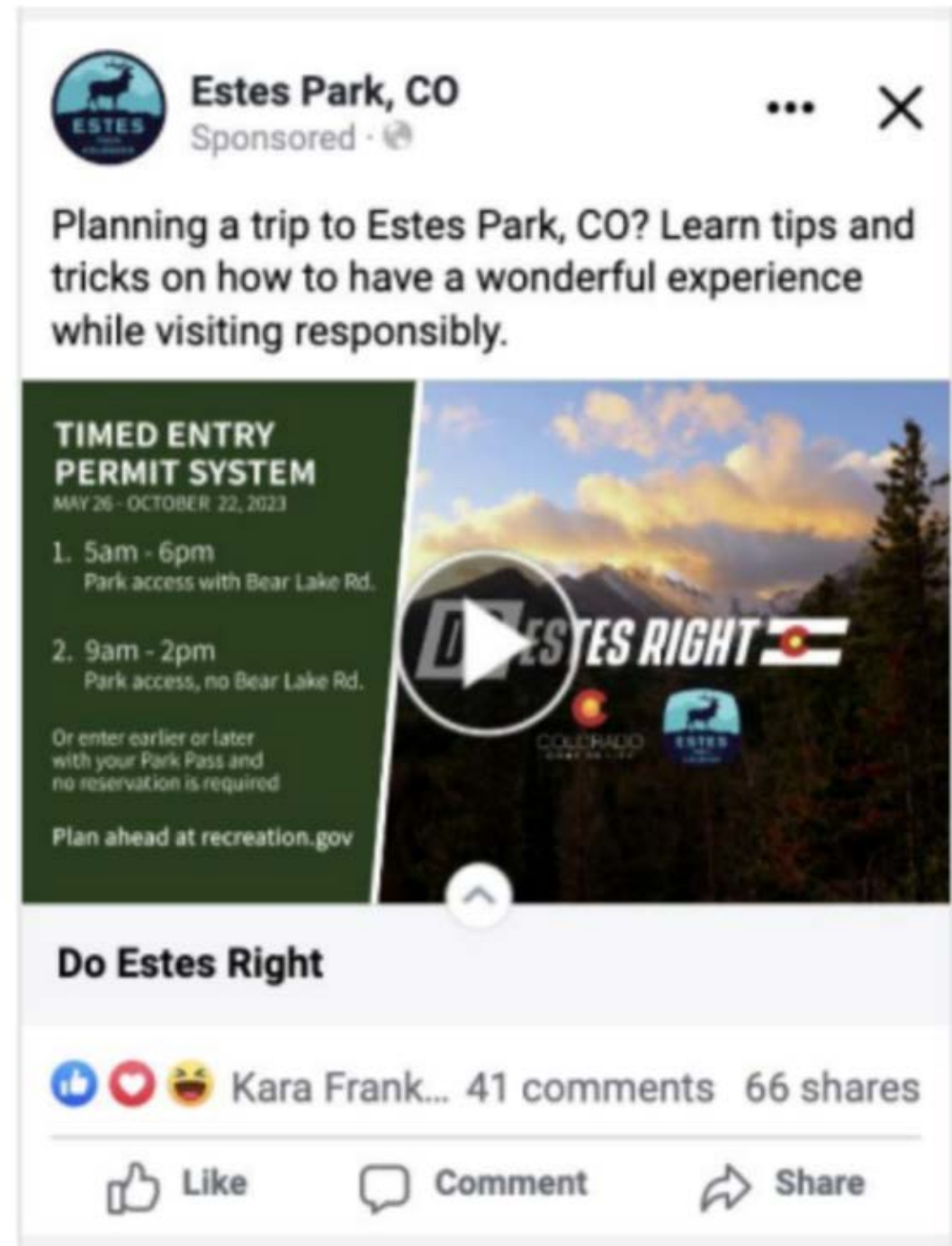
\* Includes Bookings Resulting from On-site DFP

Report Period: July 1, 2023 to July 31, 2023

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# Paid Social Media



## Sustainability

- The Instant Experience campaign generated 11,440 clicks, a CTR 3.09%, 3.4xs higher than industry average
- This ad generated an average view time of 21 seconds, with a completion rate of 71%.



# Blog Content: Work from Estes

## MOUNTAIN MORNINGS AND COZY CORNERS: OUR FAVORITE SPOTS TO WORK REMOTELY IN ESTES PARK

By Claire Molle on Aug. 01, 2023

Traversing into the mountains sounds like the perfect way to escape from the stress of everyday life, but when you can't completely disconnect from the office, they're also a terrific place to find some solace in working remotely. With several charming spots to post up for some email responses or awe-inspired writing, including a state-of-the-art coworking space, Estes Park is a great place to keep up with the grind among the peace of peaks and forests. Here are some of our favorite spots to work remotely from the Rocky Mountains.

### VERT COWORKING

A workspace fit for royalty, [Vert CoWorking](#) provides an experience that will have anyone feeling like the CEO. Accurately coining themselves as "coworking for adventurers," Vert offers a variety of pristine workspaces, high-speed internet, and cutting-edge fitness facilities. In the winter months, you can curl up in a blanket by the fireplace, and when it gets warmer, enjoy a gorgeous porch with a breathtaking view that we can't promise won't break your concentration. You will even have access to a coffee bar where you can brew your favorite caffeinated creations using locally sourced beans. And when you need a little break from it all, head downstairs to the fitness





# Blog Content: Wedding Venues in Estes Park

## PLAN YOUR DREAM MOUNTAIN WEDDING IN ESTES PARK

By Kendall Akin on Aug. 07, 2023

Imagine walking down the aisle surrounded by towering pines, with the Rocky Mountains as your witness. Whether you're looking for an intimate occasion or a grand affair, Estes Park wedding venues come with breathtaking settings all year round. Here are some of the best wedding venues to jumpstart your planning.

### DELLA TERRA

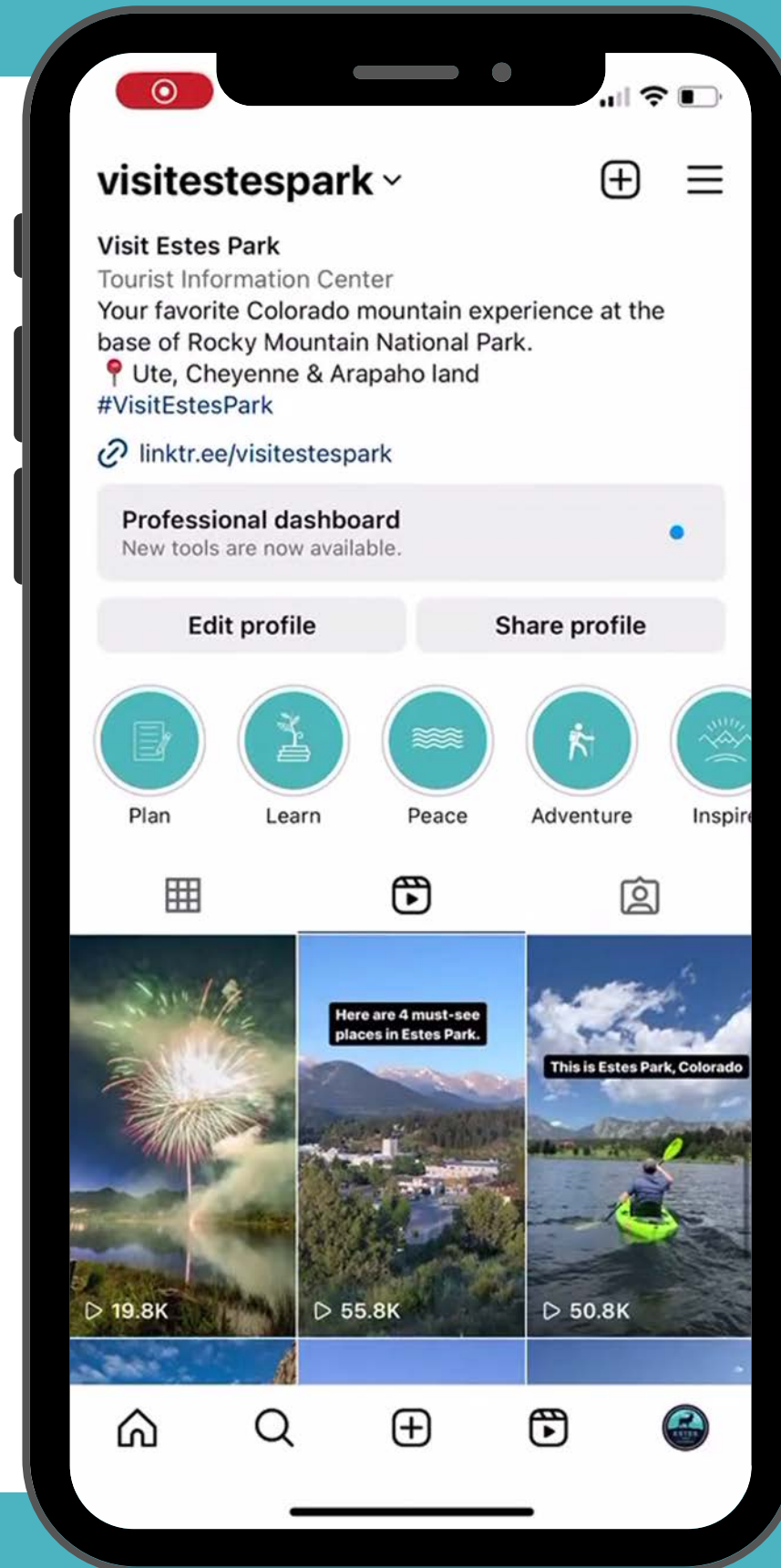
Looking for boutique luxury for your big day? Located just minutes away from the Fall River entrance of Rocky Mountain National Park, Della Terra is a dreamy mountain wedding venue that will leave you and your guests in awe. This venue offers indoor and outdoor ceremony sites and a reception area accommodating up to 200 guests. Bonus: each wedding comes with a complimentary honeymoon suite reservation! More info [here](#).





# Social Media Highlight

**July in  
Estes Park**



**19.8K views  
1,318 likes**



# Press Release: Isabella Bird

## **THE FIRST LADY OF THE ROCKIES: ESTES PARK CELEBRATES 150 YEARS OF ISABELLA BIRD'S TRAILBLAZING LEGACY THIS FALL**

**ESTES PARK, Colo., August 2, 2023** – Isabella Bird, “The First Lady of the Rockies,” is the inspiration for several special events throughout Estes Park happening this summer and fall to celebrate the 150th anniversary of her epic climb up Longs Peak. Famed as one of the first women to reach the summit of the iconic 14er, Bird is also known for boldly challenging the standards of her era and for shining a spotlight on Estes Park and Rocky Mountain National Park through her writings.

Growing up in England, Isabella was frail and suffered from nervous headaches and insomnia. Her doctors recommended an outdoor life, and in 1873 she moved to Colorado, where the air was said to be good for health. Settling in Estes Park, she eventually traveled 800 miles around the Rocky Mountains with her guide, a one-eyed desperado (and rumored paramour) named “Rocky Mountain Jim” Nugent.

Isabella went on to travel and write about all corners of the world and became the first woman to be elected Fellow of the Royal Geographical Society. Her popular book, [A Lady's Life in the Rocky Mountains](#), was instrumental in putting Estes Park on the map globally.

“Bird’s achievements are still relevant because they show what a lone woman can do,” [says Paula Williams, Curator for the National Library of Scotland](#). “There are still many parts of the world where an individual woman is constrained by society – whether through religion or convention. By being curious and interested in your surroundings and kind and courteous to other people you can make your own way in the world. Isabella would surely say, ‘Do not be afraid – get out there and explore the world!’”

From history tours to hiking, visitors to Estes Park can honor Isabella Bird in 2023 through numerous events; additional events and activities will be added to the [Visit Estes Park online calendar](#) throughout the summer. A few highlights include:

**BETTIE COURSES: WOMEN & CONSERVATION (July – Oct.):** Bettie Courses were created by the Rocky Mountain Conservancy to connect women to conservation efforts through educational experiences. Inspired by the work of Beatrice “Bettie” Willard, a foundational instructor at the Conservancy, these experiences allow women to gain confidence in activities like climbing, fly fishing and hiking. [Sign Up Here](#).

**LONGS PEAK REUNION (Aug. 18-20):** Celebrate the history of Longs Peak at this weekend-long event in Estes Park. Festivities begin with a free concert at Performance Park on Friday, then continue with an all-day symposium on Saturday, detailing historic events that happened on the Longs Peak Trail, including a presentation about Isabella Bird and women on Longs Peak. The weekend wraps up with a picnic at the Meeker Park Lodge picnic area. [Learn More](#).

**WOMEN OF ROCKY HISTORY TOURS (Sept. 11 – Nov. 17):** Hosted by the Rocky Mountain Conservancy, this scenic bus tour will take participants on a historical adventure throughout the Estes Valley and Rocky Mountain National Park. The program will showcase the impacts of other European homesteading women, including Anna Wolfrom, Ida McCreery, Esther Burnell, Katherin Garetson and Amanda Blocker Byrd. [Get Tickets Here](#).

With more than 150 lodging choices that range in size, style and price, the Estes Valley offers a variety of accommodations to suit every summer vacation need, from cozy cabins to pet-friendly options. [Start planning your Rocky Mountain getaway now](#).



# Media Coverage: Isabella Bird



## 303MAGAZINE.COM

### First Lady of the Rockies: Estes Park Celebrates Isabella Bird



BRITTA WINANS • AUGUST 15, 2023 • LIFESTYLE + CULTURE

In honor of the “**First Lady of the Rockies**,” Estes Park is hosting an array of events and festivities that you can enjoy this summer. First on the list is the **Longs Peak Reunion** this weekend, **August 18-20**. Beginning with a **free concert at Performance Park** on Friday, a symposium on Saturday recounting historic events on the Longs Peak Trail, including a presentation on Isabella Bird and a **picnic at Meeker Park Lodge** to wrap up the weekend. While you’re up there, you can follow in Bird’s path and hike the Longs Peak Trail... Maybe even in a dress. Learn more [here](#).

Throughout the rest of summer and into fall, Estes Park will also host the **Bettie Courses for women and conservation**. In memory of **Beatrice “Bettie” Willard**, an inspiring leader at the Rocky Mountain Conservancy in the mid-1900s, each course will focus on connecting women in conservation efforts through educational and outdoor experiences. Gain confidence in ventures like hiking, climbing and fly fishing with other like-minded women. You can [sign up here](#).

It doesn’t stop there. The Rocky Mountain Conservancy is also offering **Women of Rocky History tours** starting mid-September. The program will take you on a scenic bus tour through Estes Park and Rocky Mountain National Park, highlighting the influence that homesteading women like Isabella Bird, Anna Wolfrom, Ida McCreery and many more had on this iconic area. Grab your tickets [here](#).



# Isabella Bird FAM Tour





# Isabella Bird FAM Tour



**The group tackled the the Via Ferrata with KMAC, hiked to Ouzel Falls with FemmeTrek, and went horseback riding at the YMCA.**







# Rebecca D. Gelsinger





# Connecting with Partners

- Monthly Meetings with Visitor Center, Simpleview & EPNRC
- Chamber Board Meeting
- Rooftop Rodeo
- Friends of Folk Festival
- Chamber Coffee Connections
- Trailborn Rocky Mountains
- Estes Next
- Hogback Distillery
- EPK Adventure Rental
- Tundra Tours
- Art Center of Estes Park
- SkyRun Vacation Rentals





# New Businesses!

## EPK Adventure Rental



**Tundra Tours**





# Beyond Summer

Our Summer Events webpage highlights a growing number of local events and offers. We designed and distributed a Summer in Estes Park poster is accessible through OLIVE or the Visit Estes Park Partners Toolkit if businesses need additional copies. The poster directs visitors to our website, resulting in over 2,700 special offer click-throughs in July.

Here are the special offer metrics for July:

- Total offers active: 85
- Total click-throughs: 2,702
- Top performing offers:
  - Mountain Whitewater - Paddles and Saddles
  - Mountain Whitewater - Paddle and Pamper
  - Aspen Winds - Add a package to your stay at Aspen Winds on Fall River



## PADDLE AND PAMPER

 Mountain Whitewater

**Valid: Always**



# Isabella Bird

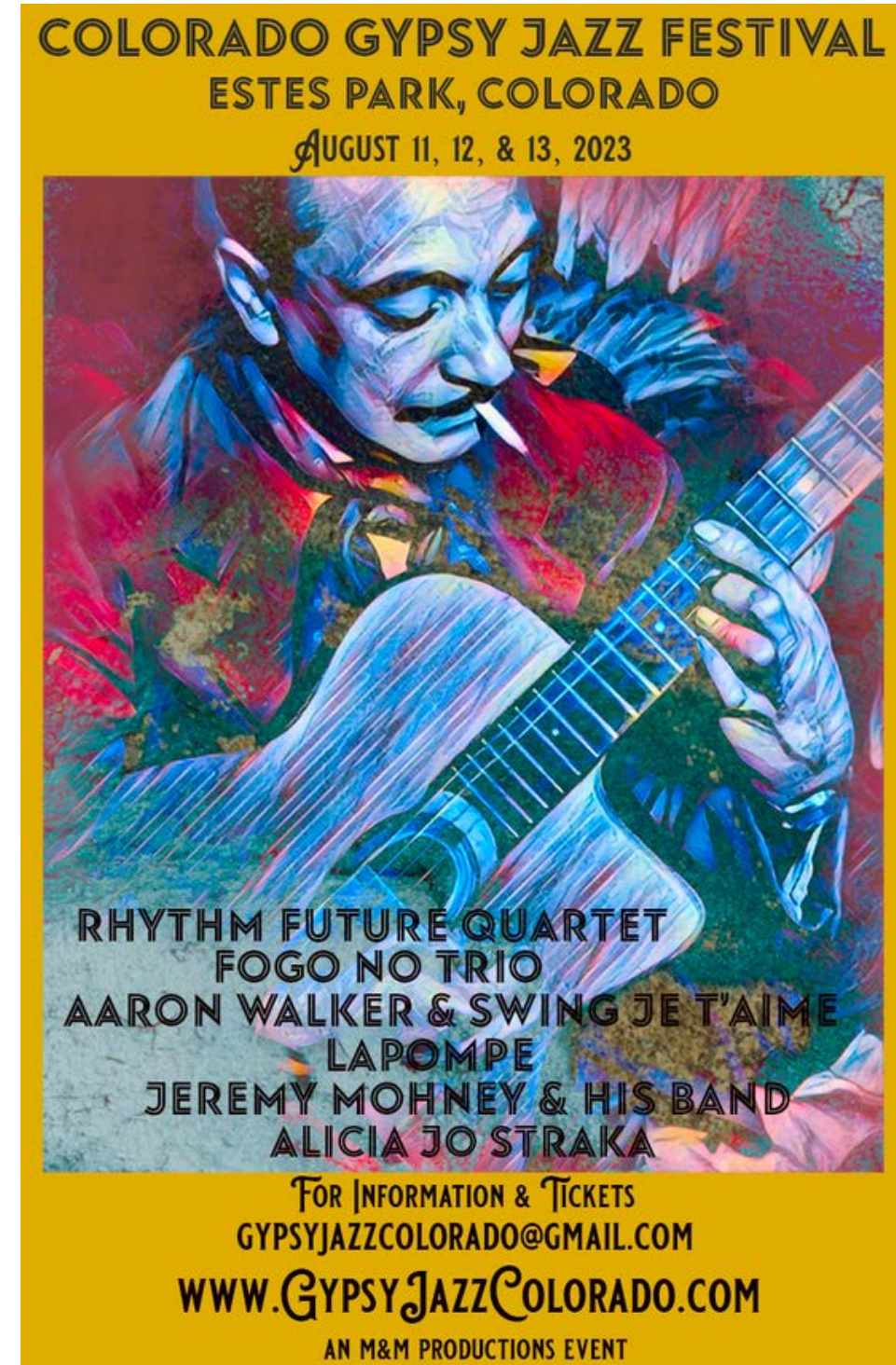
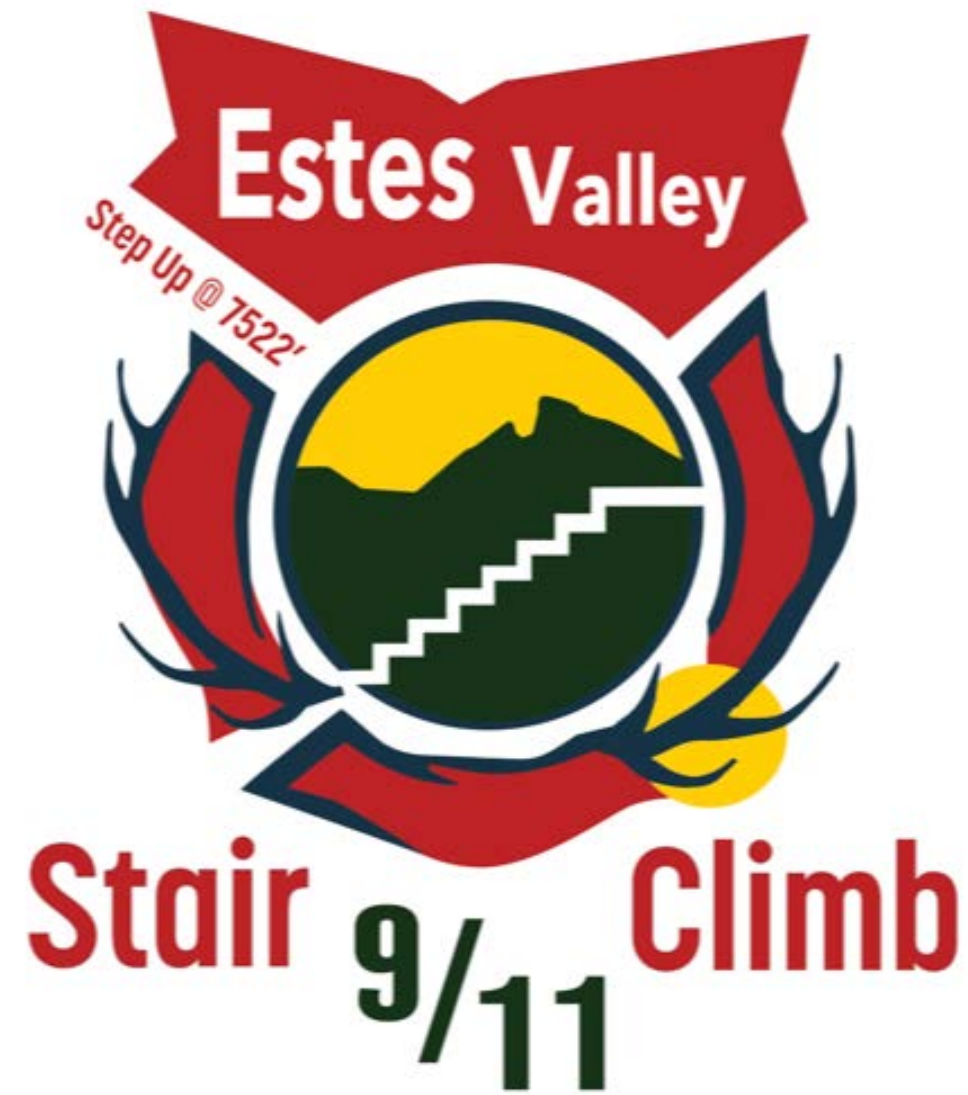
## Isabella Bird Day: November 3, 2023

- The Fine Arts Guild of the Rockies is producing the play; Thunder is the Mountains Voice, the story of Rocky Mountain Jim and Isabella Bird
- VEP will be sponsoring a welcome reception on opening night to celebrate Isabella Bird





# Sponsorships

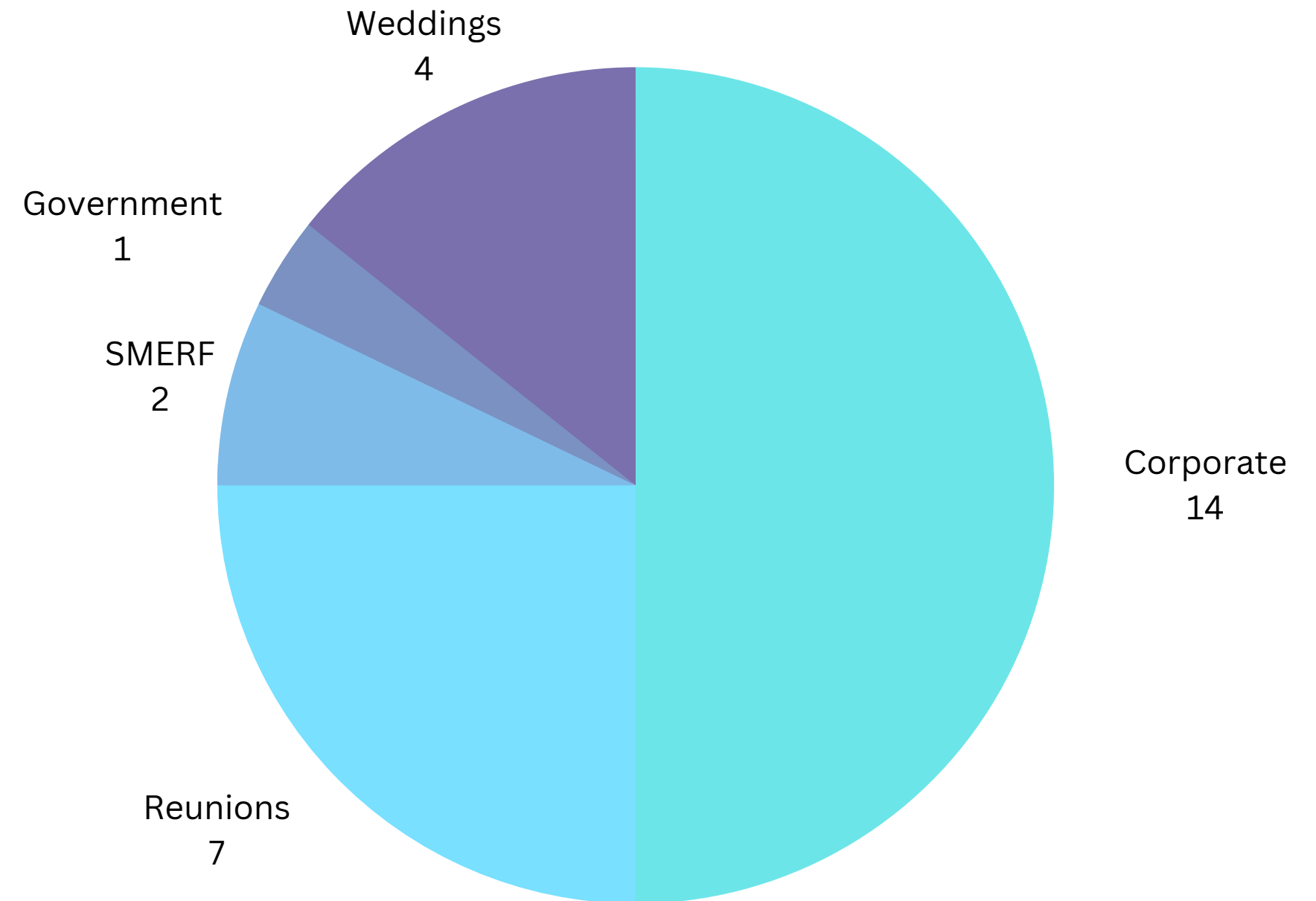




# Group Sales: July 2023 Leads

28 leads were received in June  
equating to 2,725 requested  
room nights with an estimated  
economic value of

**\$424,070**



*SMERF stands for social, military, educational, religious and fraternal groups*



# First Peoples Festival

- The Town of Estes Park is hosting a First Peoples Festival in January of 2024 celebrating Indigenous culture, art, music, language and oral traditions through vendors, live music, entertainment, demonstrations and workshops.
- Attendees will have the chance to learn about indigenous connections to the Estes Valley and Rocky Mountain National Park.
- Several kick-off events held this summer are creating awareness and excitement ahead of the festival.
- The event team is planning the festival in partnership with Allenspark resident Nico Strange Owl and Rocky Mountain National Park experts.
- Historically, as many as 13 tribes regularly traveled through the Estes Valley. The festival's programming is inclusive of many of these tribes.
- Visit Estes Park will sponsor the event and staff is working with the event team to organize a guided hike along Rocky Mountain National Park's Ute Trail as part of summer 2024 kick-off events. The Town's event team is excited to include a Ute Tribe STEM exhibit at the festival, which was recommended by Pat Murphy.





# Mike Zumbaugh





# July 2023 Visitor Intercept Survey Highlights

383 Intercepts Completed  
53 Post-Visit Surveys Returned

## Loyalists:

- High rate of return visitors
  - Two-thirds reported it was not their first time in Estes Park
  - Many repeat visitors have made 5 or more previous visits
- 96% agreed they would return to Estes for a future vacation
- 95% were either very or somewhat satisfied with their visit
- On a scale of 1 to 10 - How likely to recommend EP to a friend or family member?
  - 77% responded with a 10
  - All respondents were 7 or higher

## Short Booking Window:

- Nearly half (48%) say they decided to visit within a month of arriving



# July 2023 Visitor Intercept Survey Highlights

## Multi-Destination Trips - visitors also stayed in:

- Denver metro area (34%)
- Loveland Area (14%)
- Boulder/Lyons/Longmont area (13%)
- Grand Lake/Winter Park area (12%)
- “Other Colorado” areas (35%)

(these total over 100% due to some visitors staying in multiple locations)

383 Intercepts Completed  
53 Post-Visit Surveys Returned

## Long Stays:

- For those that stayed in Estes Park overnight, trips averaged 7 nights in length

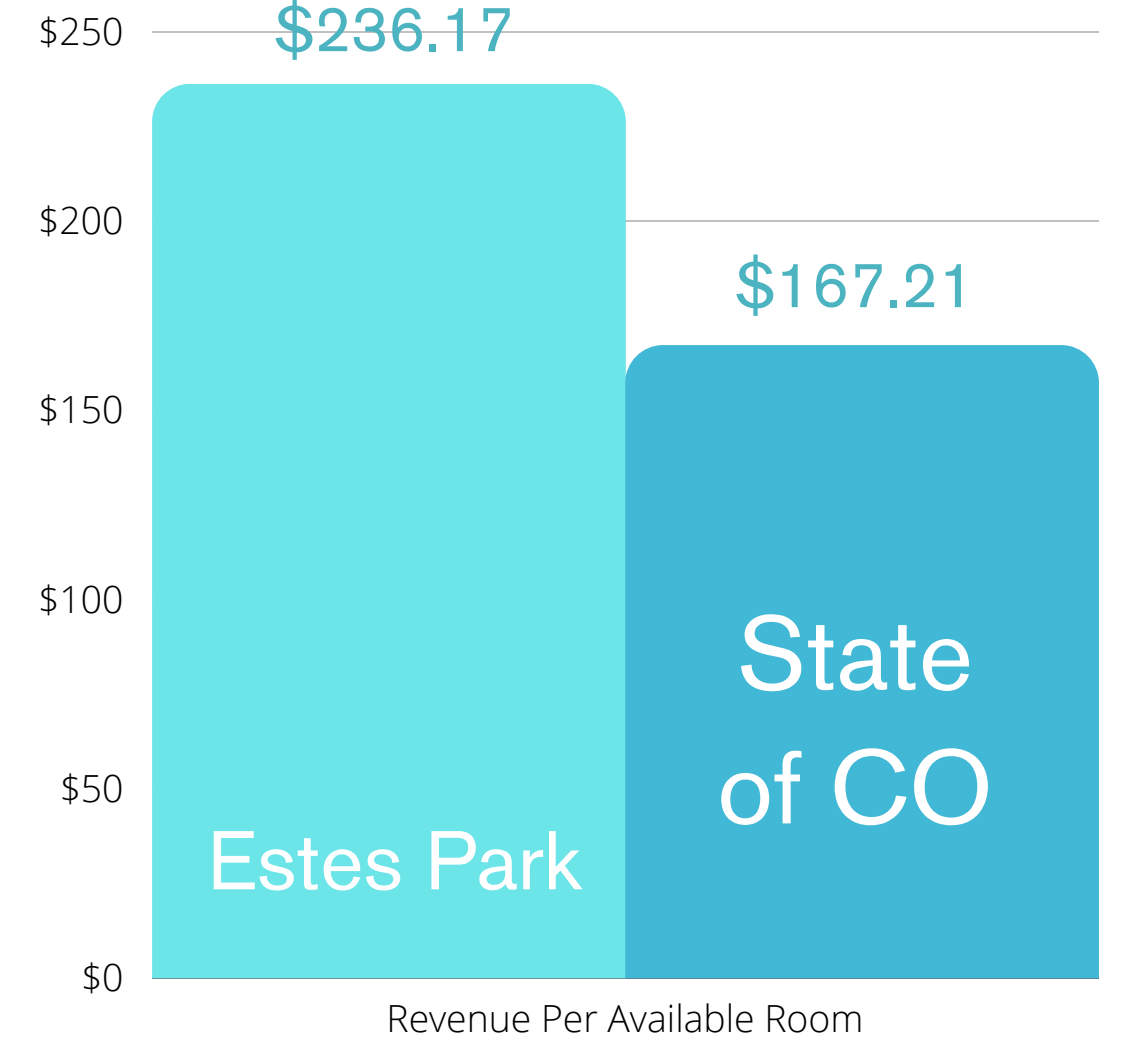
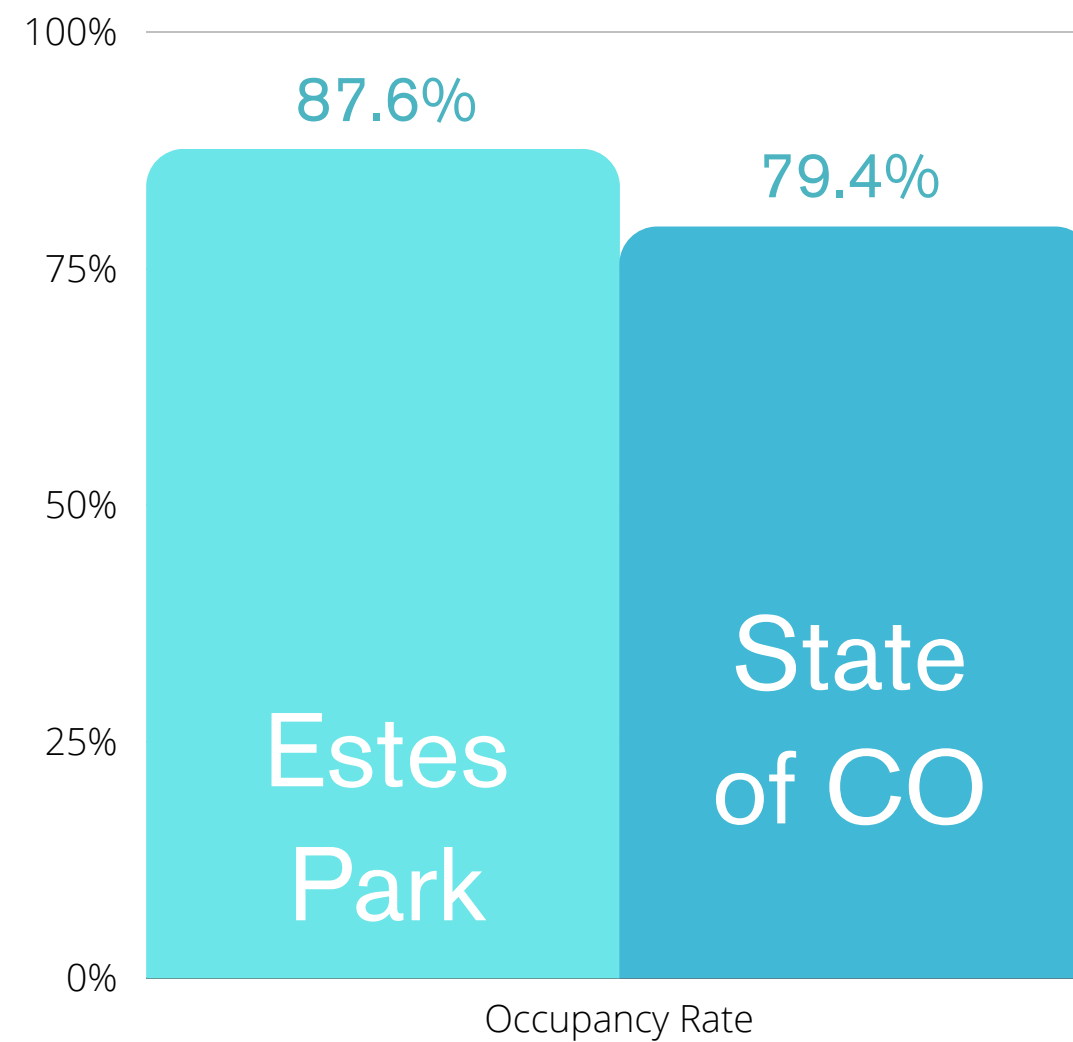
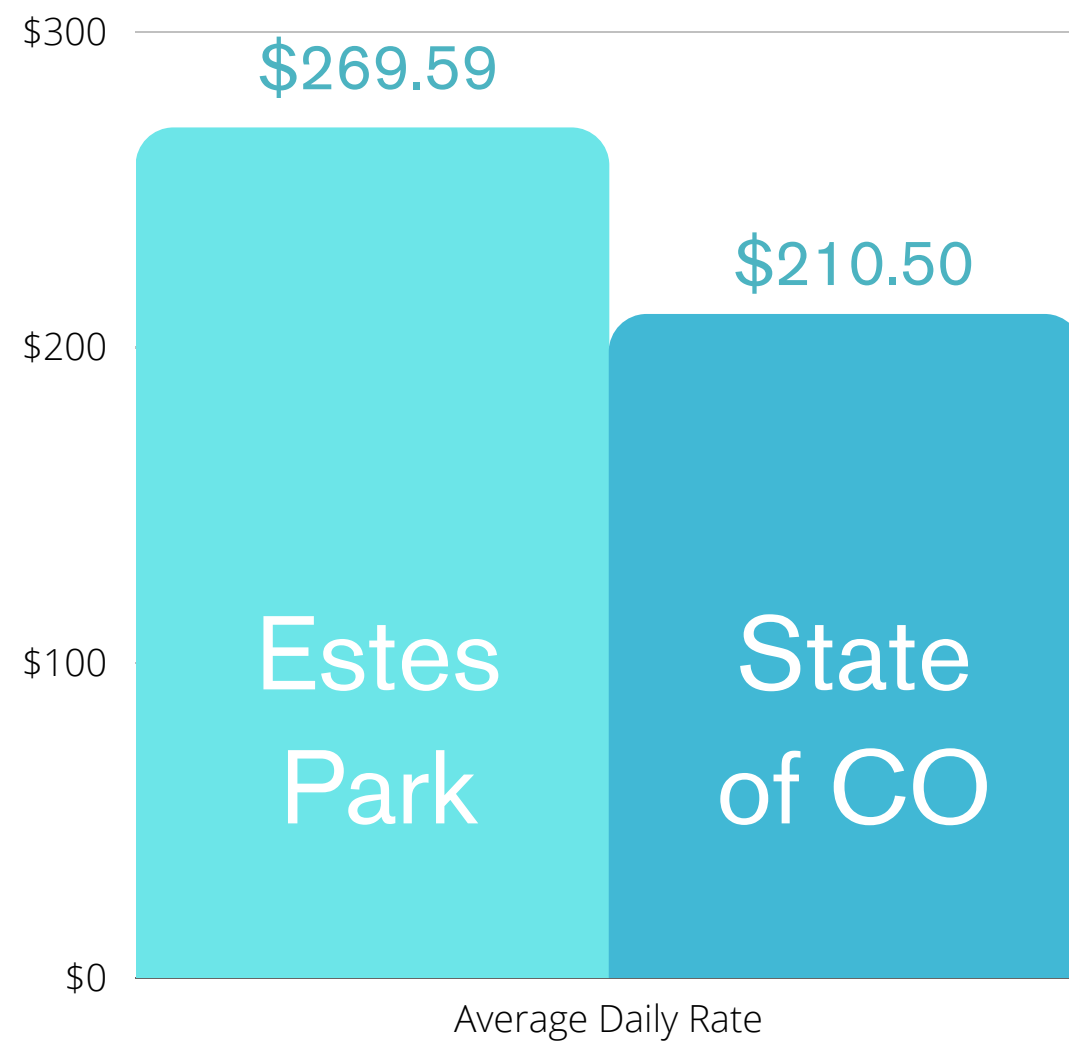
## Lodging:

- Just over half of visitors stayed in paid commercial lodging (51%) followed by rent-by-owner accommodations (17%) and staying with friends/family who live in the areas (16%)



# Rocky Mountain Lodging Report

## July 2023

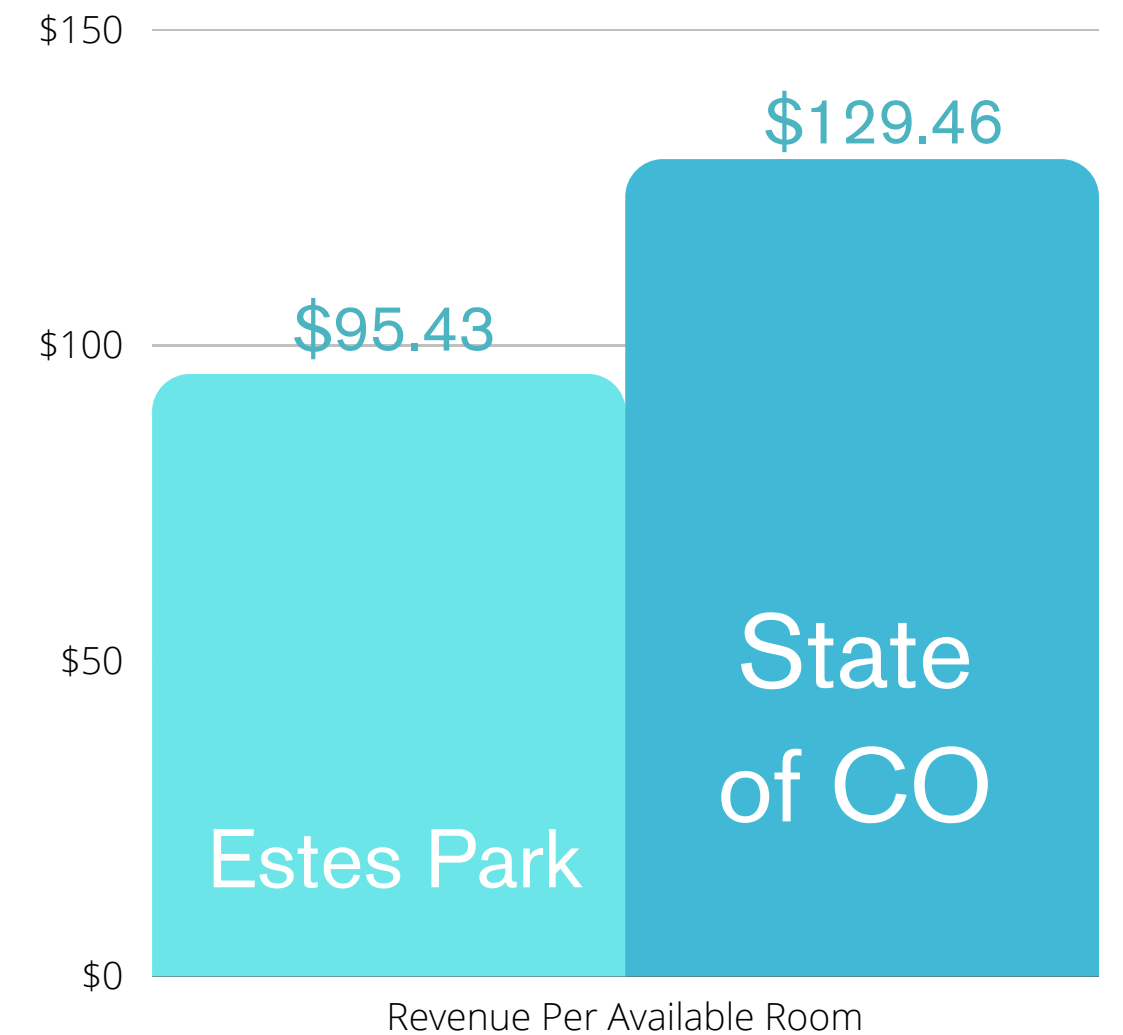
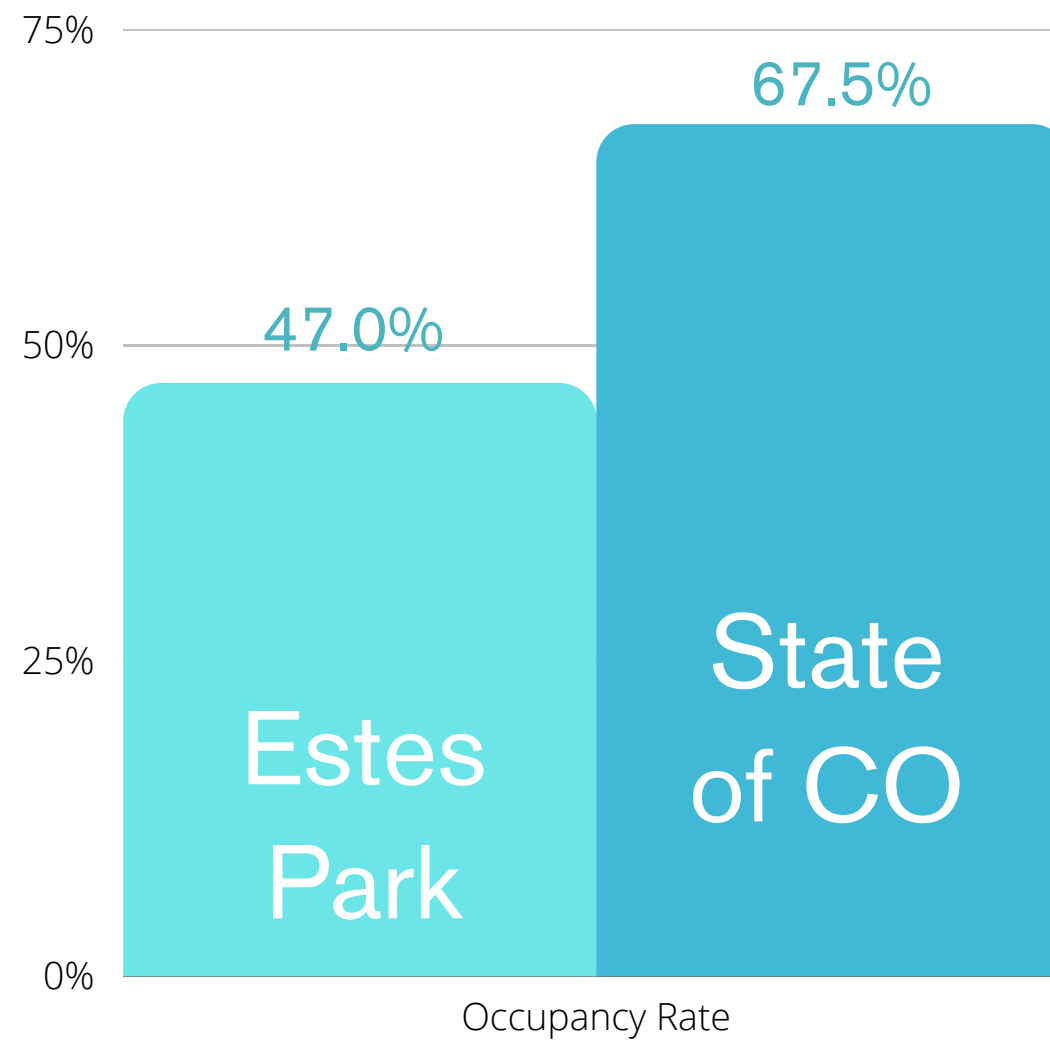
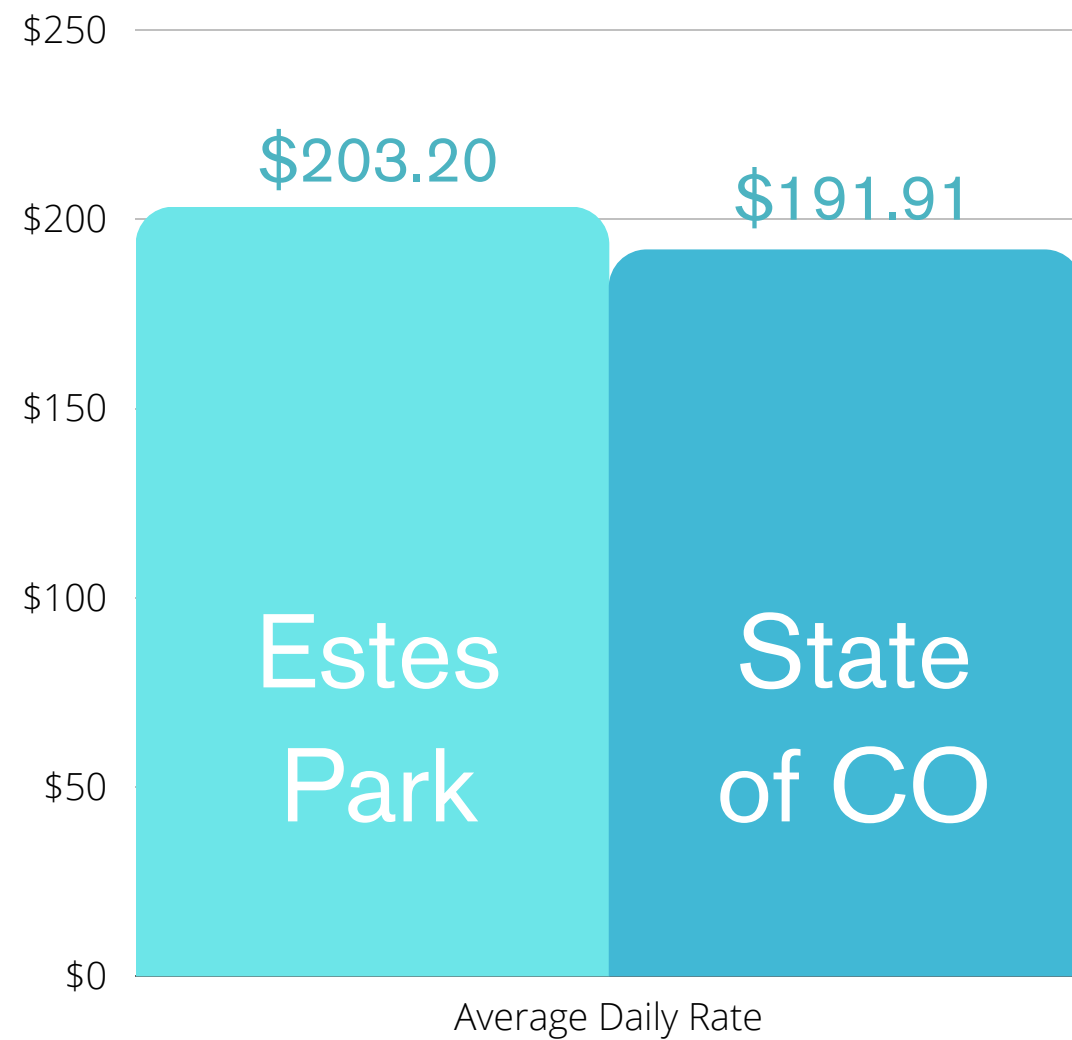


**Reminder: Low reporting rate for Estes Park (22 properties)**



# Rocky Mountain Lodging Report

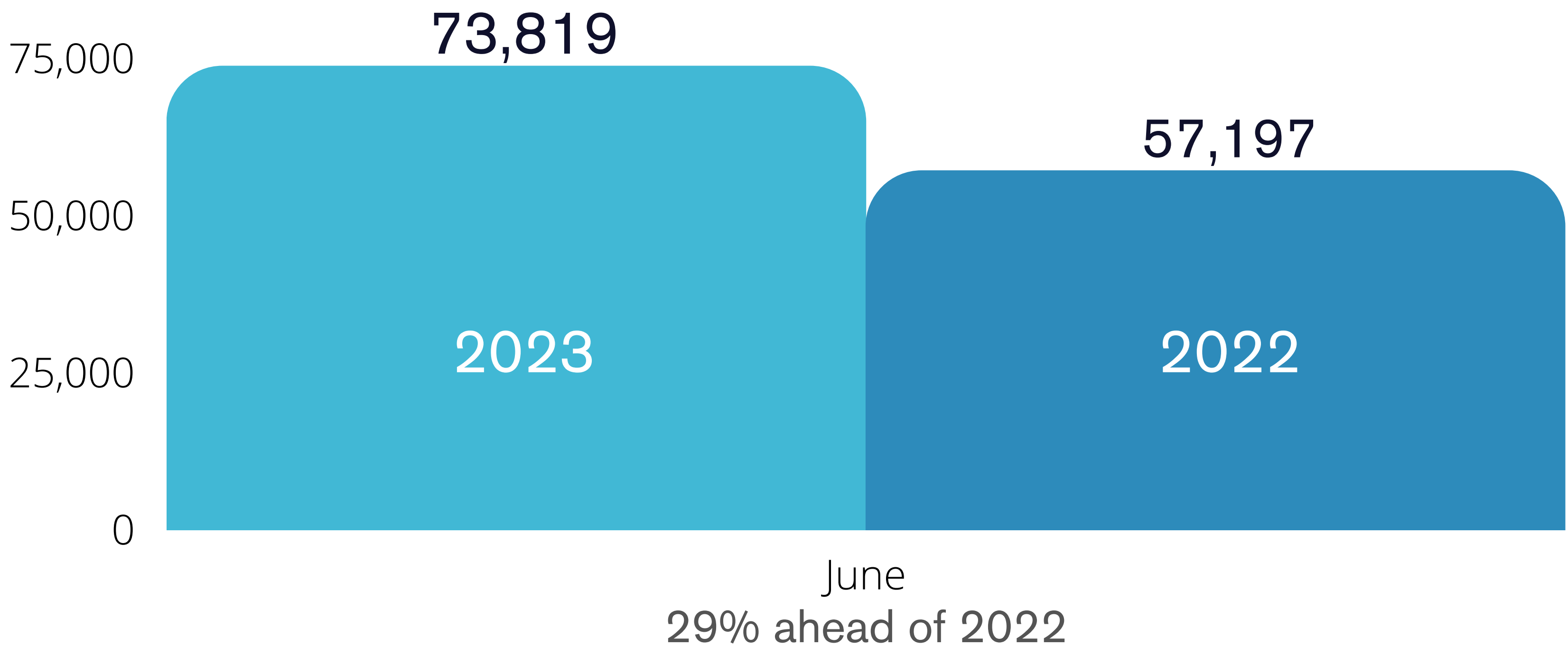
## YTD July 2023



**Reminder: Low reporting rate for Estes Park (22 properties)**

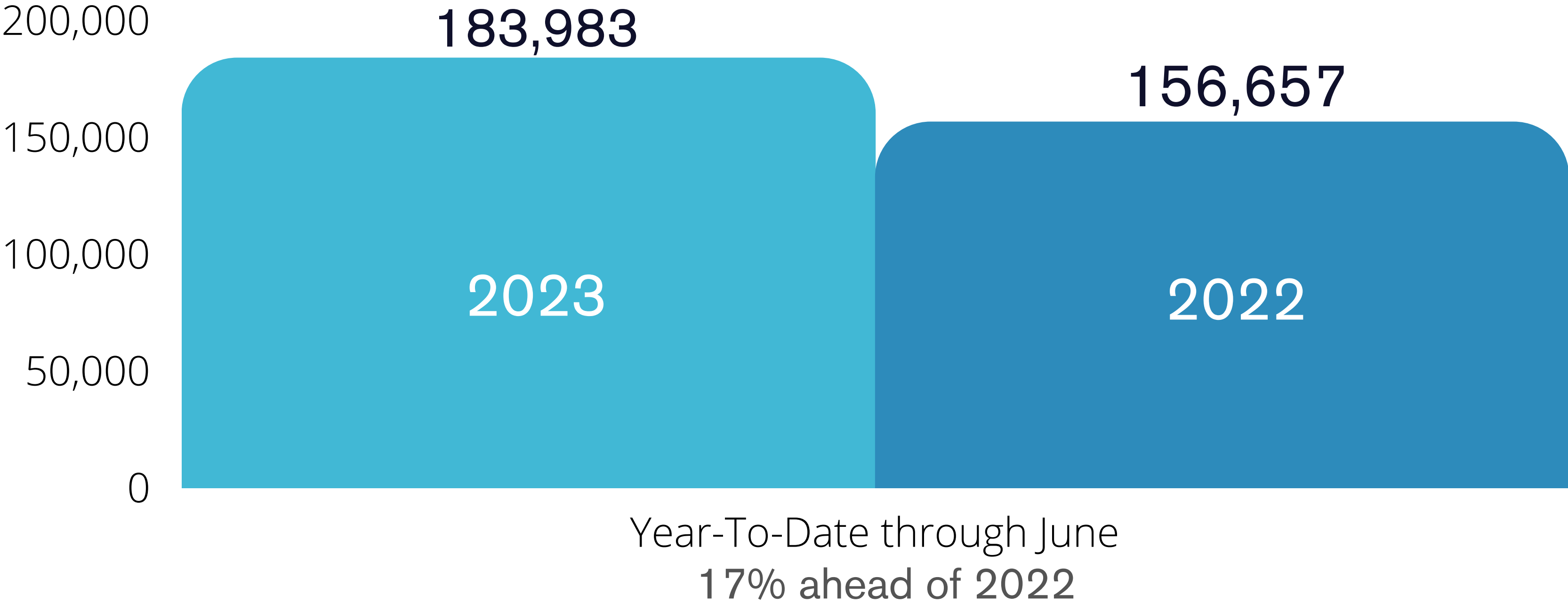


# Estes Park Visitor Center: Guest Count





# Estes Park Visitor Center: Guest Count





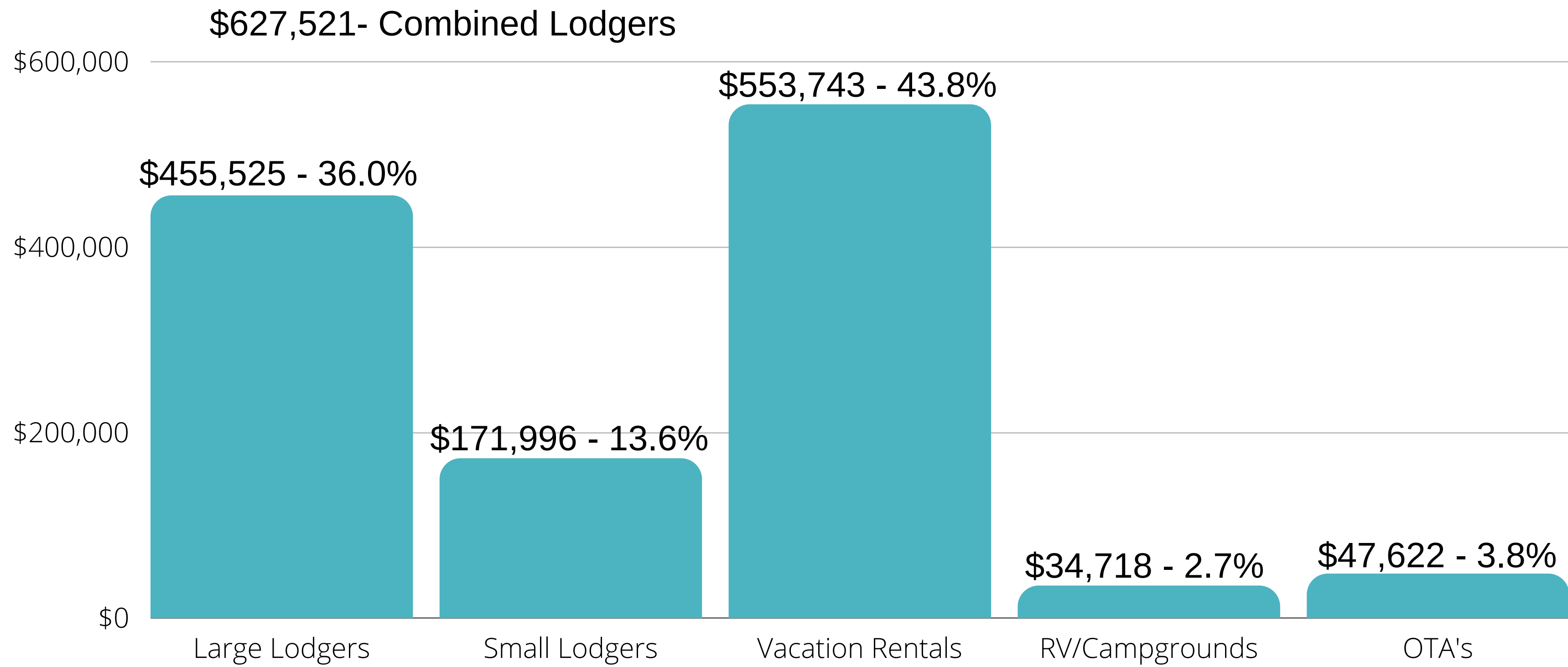
# Historical Percentages of Total LMD Taxes

	2015	2016	2017	2018	2019	2020	2021	2022	2023 June YTD
Large Lodger	54.7%	53.6%	54.8%	53.1%	48.2%	35.6%	36.8%	36.9%	36.0%
Small Lodger	18.7%	19.2%	19.4%	19.2%	19.6%	18.2%	16.5%	16.6%	13.6%
Vacation Rental	23.3%	23.1%	21.7%	24.3%	28.1%	38.3%	38.9%	40.3%	43.8%
RV/Campground	3.3%	4.1%	4.1%	3.4%	3.3%	4.2%	3.1%	2.2%	2.7%
OTA's	0.0%	0.0%	0.0%	0.0%	0.7%	3.7%	4.7%	4.1%	3.8%



# 2023 Lodging Tax Collections by Category

## through June 2023



Large Lodgers are greater than 25 rooms



# JUNE & YTD 2023

## Total Tax Revenues\*

\* based on receipts from  
the State of Colorado

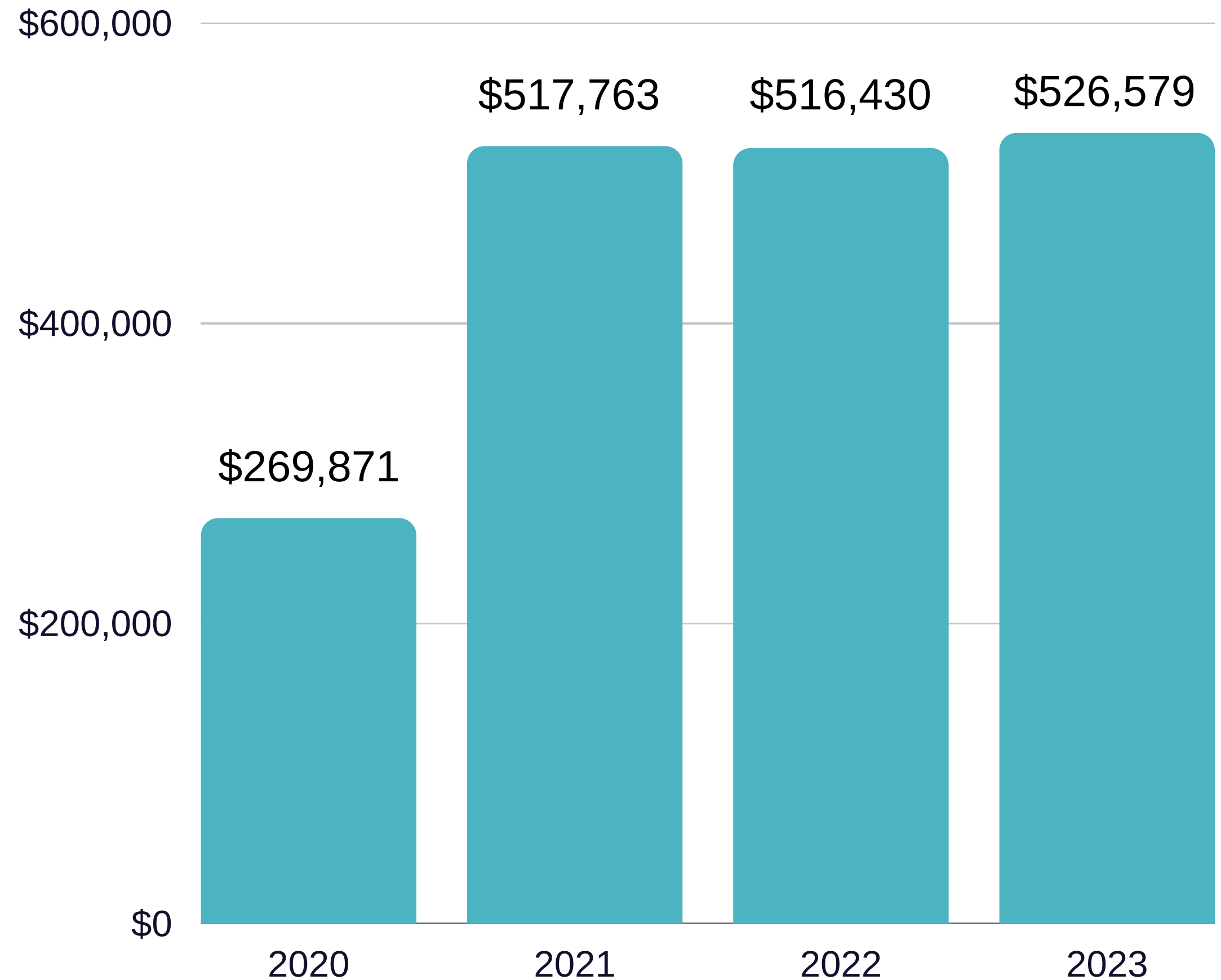
	Current	YTD
LMD 2%	\$556,685	\$1,275,018
10% of 3.5%	94,984	220,410
3.5% Passthrough	<u>854,853</u>	<u>1,983,688</u>
Total Received	\$1,506,522	\$3,479,116



**JUNE**

# Lodging Tax Revenues\*

**2% LMD collections,  
based on actual  
month of stay**

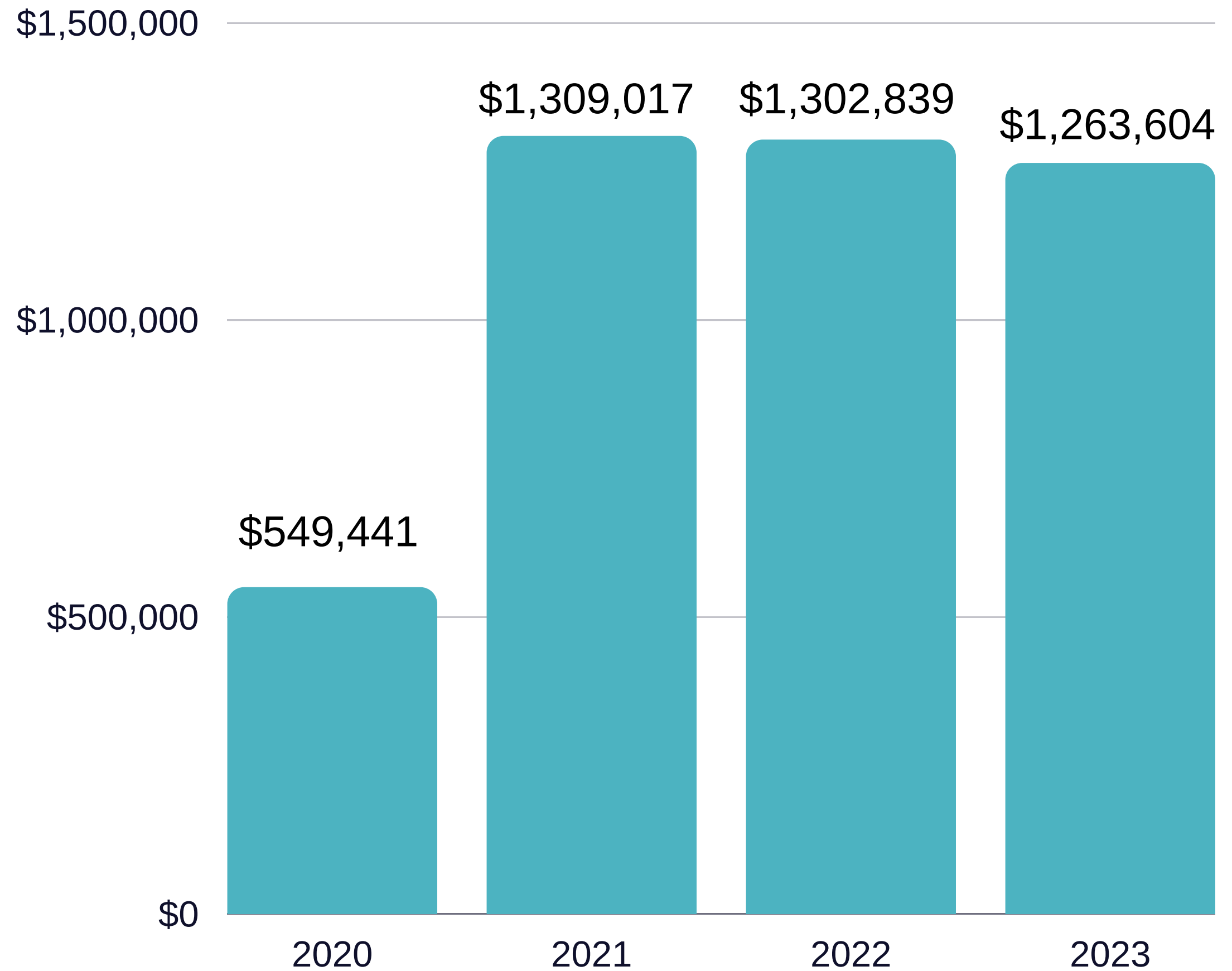




# JUNE YEAR-TO-DATE

## Lodging Tax Revenues\*

**2% LMD collections,  
based on actual  
month of stay**

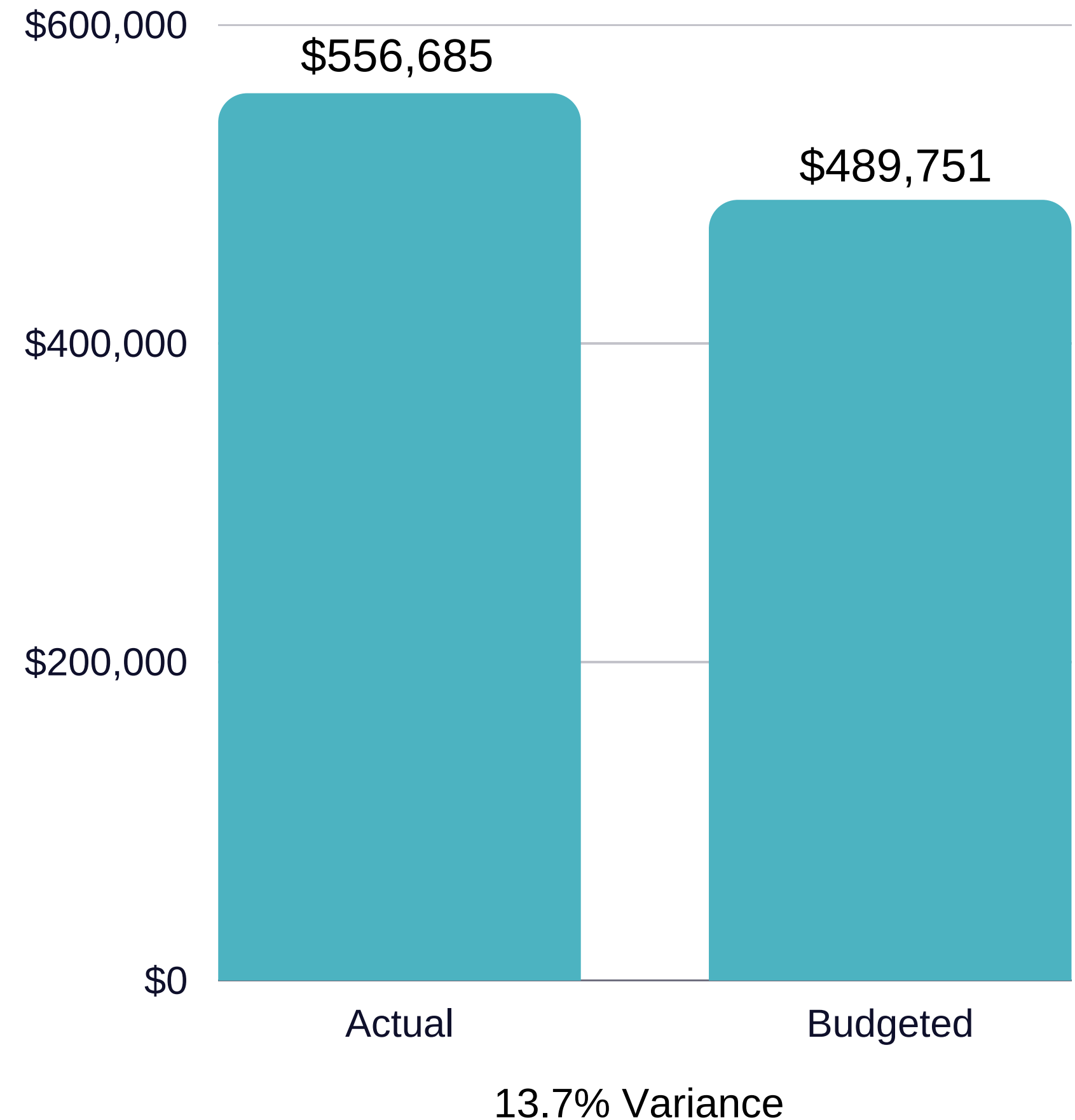




# JUNE

## Lodging Tax Revenues\*

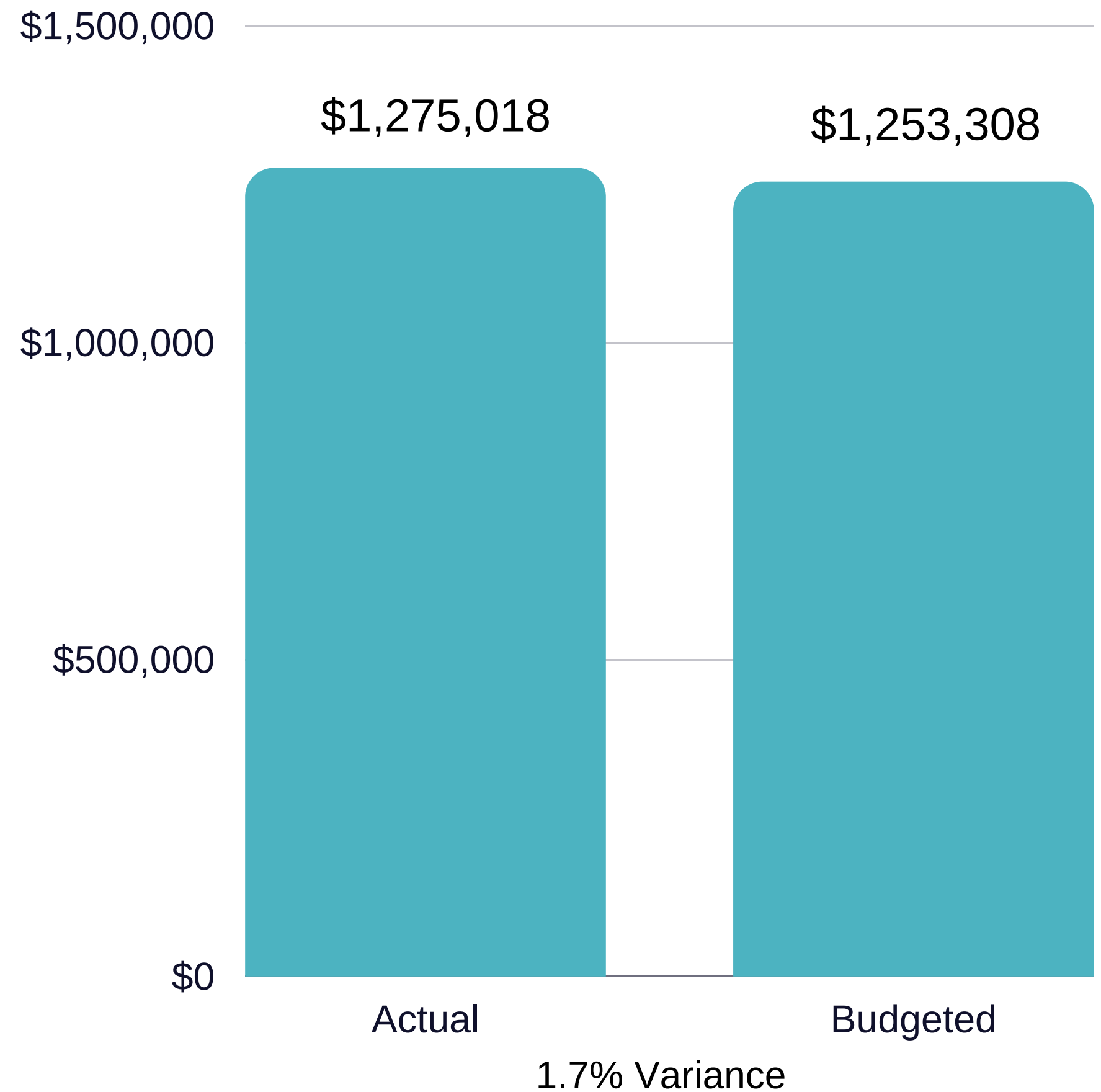
**\*2% LMD collections,  
based on receipts from  
the State of Colorado**





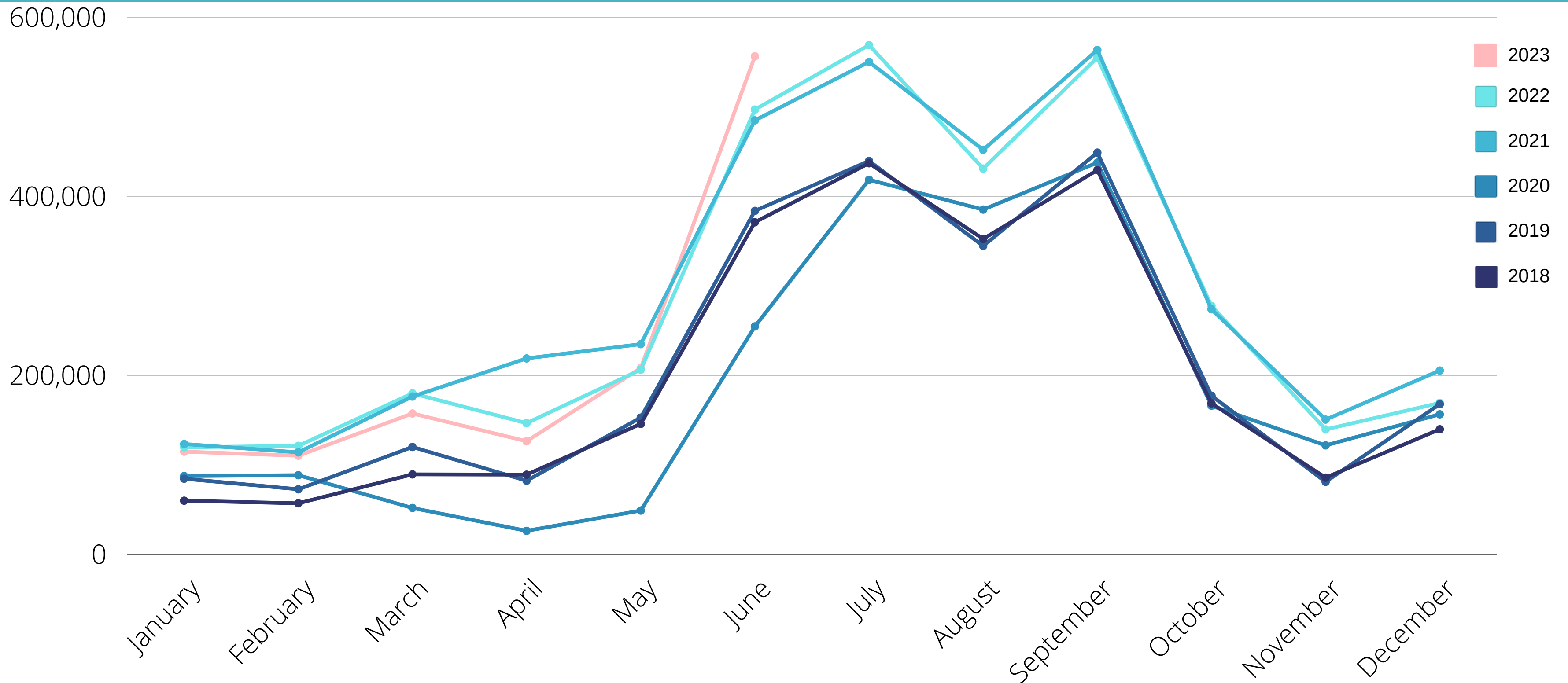
# JUNE YEAR-TO-DATE Lodging Tax Revenues\*

**\*2% LMD collections,  
based on receipts from  
the State of Colorado**





# Lodging Tax Revenues





# Call to Action by Board Chair

**Motion to Accept financial  
statements as presented**

## BOARD VOTING ROSTER

**Chair Sean Jurgens**

**Vice Chair Deborah Gibson**

**Secretary McShan Walker**

**Director Pat Murphy**

**Director Rich Chiappe**

**Director Jerusha Rice**

**Director & Town Trustee Frank Lancaster**



# Board Comments & Closing

1. Requests for future agenda items
2. Any additional items for discussion?
3. Next Board Meeting: September 28, 2023; 2 p.m.
4. Save the Date: Town & County joint meeting: September 26, 2023; 4:30-6 p.m.
5. Adjourn

## **BOARD VOTING ROSTER**

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