

 Visit Estes Park The Destination Marketing Organization VisitEstesPark.com				KEY PERFORMANCE INDICATORS				
				Year-to-Date data through the month of: December 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				December	\$ 1,902,901.74	\$ 2,151,604.28	\$ 2,305,249.49	7.14%
Seasonal VEP Lodging Tax (most recent)				Fall: Sept-Nov	-	\$ 531,647.85	649,159.27	22.10%
Media Impressions				December	906,652,003	588,085,335	569,633,386	-3.14%
PR Value				December	\$ 9,927,477.25	\$ 6,505,825.09	\$ 2,969,947.47	-54.35%
Average PR Points Per Article				December	53.70	65.22	62.26	-4.54%
VISITESTESPARK.COM WEBSITE PERFORMANCE				Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Sessions				December	1,440,077	1,700,406	2,017,567	18.65%
Users				December	1,071,405	1,277,673	1,498,617	17.29%
Page Views				December	4,491,120	4,158,030	4,298,124	3.37%
Average Pages Per Session				December	3.12	2.30	2.07	-10.00%
Average Session Duration (minutes)				December	4.18	2.45	2.15	-12.24%
JackRabbit Lodging Referrals				December	578,493	535,985	521,934	-2.62%
OTHER CONSUMER ENGAGEMENT				Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Digital Official Visitor Guide (OVG) Unique Readers				December	11,187	12,184	10,457	-14.17%
Digital OVG Page Views				December	563,657	566,450	506,346	-10.61%
Digital OVG Average Visit Duration (minutes)				December	6.95	6.47	7.03	8.64%
Marketing eNewsletter Subscribers Total: 43,062				December	11,777	9,951	5,435	-45.38%
Facebook Followers Total: 138,865				December	18,683	13,343	28,854	116.25%
Instagram Followers Total: 23,774				December	5,389	8,888	6,469	-27.22%
Print Visitor Guides Mailed to Households				December	46,243	42,724	52,494	22.87%
OTHER COMMUNITY BAROMETERS				Month Collected	YTD 2015	YTD 2016	YTD 2017	YTD % Change
Town of Estes Park: Total Sales Tax*				December	\$ 12,157,456.53	\$ 13,068,978.61	\$ 13,843,921.82	5.93%
Town Sales Tax: Lodging				December	\$ 3,678,573.75	\$ 3,903,929.28	\$ 4,398,871.85	12.68%
Town Sales Tax: Dining**				December	\$ 2,218,319.31	\$ 2,507,615.61	\$ 2,580,270.89	2.90%
Town Sales Tax: Retail				December	\$ 2,292,175.21	\$ 2,392,411.47	\$ 2,411,047.12	0.78%
VEP Lead Responses (Weddings, Groups, Corp., etc.)				December	-	292	2,895	891.44%
Stakeholder eNewsletter Subscribers Total: 1,078				December	-	7	42	700.00%
Town Visitor Center: Visitor Count				December	413,787	474,352	394,593	-16.81%
RMNP Recreational Visitor Count				December	4,155,917	4,517,584	4,437,215	-1.78%
*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	December	2016	29.10%		Average Rate in	December	2016	\$ 165.95
Occupancy in	December	2017	29.40%		Average Rate in	December	2017	\$ 166.28
Difference in	December	2017	0.30%		Difference in	December	2017	\$ 0.33
Lodging Occupancy: Year-to-Date Change				Average Lodging Rate: Year-to-Date Change				
YTD Occupancy	December	2016	54.20%		YTD Avg. Rate	December	2016	\$ 186.97
YTD Occupancy	December	2017	54.50%		YTD Avg. Rate	December	2017	\$ 199.79
YTD Difference	December	2017	0.30%		YTD Difference	December	2017	\$ 12.82

### Notes:

*(Italics represent new performance explanation language.)*

**Visit Estes Park Lodging Tax:** *The total received in December was -30.54% lower than last year. When adjusted for late and missing payments, the difference is estimated to be 39.44% higher than last year. The total received year-to-date (YTD) through December 2017 is up 7.14% compared to the same 12-month YTD period last year. Adjusting for late and missing payments, the YTD change is estimated to be up about 10.77%. To put things in perspective, the 2017 lodging tax receipts increase of 7.14% is higher than the 2017 inflation rate of 2.1% and growth in the nearby City of Fort Collins sales tax receipts of 2.4%. Town of Estes Park sales total sales tax receipts increased 5.93% in 2017. For the fall season, defined as September through November, lodging taxes were up 22.1% compared to the same season last year. Adjusting for late and missing payments, the fall season is estimated to be up 7.31%.*

**Media Impressions, PR Value, and PR Points:** *Working with Turner PR, our PR partner agency, we had key media placements in December. Of particular note were Denver Life Magazine's article, "How to Have a European Vacation – Without Leaving the State" that featured Estes Park's "Inn to Inn Hike," and Travel Zoo's article "11 Hotels that Let You Have Christmas in Your Hotel Room" that featured McGregor Mountain Lodge in Estes Park.*

**Website Sessions, Users, and Page Views:** Overall sessions, users, and page views are up, due in large part to an increase in organic search, referral and social traffic. These numbers have continued to stay above industry average. At the 2017 Colorado Governor's Tourism Conference, Miles Media shared that DMO websites are not only struggling to grow, but even maintain website traffic, as they're competing with the increasingly comprehensive Google Knowledge Grid.

**Pages Per Session and Session Duration (average):** Pages per session and session duration are slightly down, as users find what they're looking for faster, or are served the content they are looking for directly. The decrease is also due, in part, to the increased use of mobile as a browsing device, where people are browsing more quickly on mobile, than desktop.

**JackRabbit Lodging Referrals:** *Jackrabbit referrals trended upward in the last quarter of the year, due partly to a year over year increase in overall traffic.*

**Digital Visitor Guide Unique Readers, Page Views, Visit Duration, and Mailed to Households:** The digital visitor guide started strong in 2017, but is still down in unique readers and pageviews over the previous year. The Digital Guide is up 8.64% for the year. This means that fewer people are opening our digital visitor guide, but the ones that do are staying much longer. *The new readers viewed an average 39.07 pages of the Digital Visitor Guide in the month of December.* Our printed visitor guide requests mailed to individual households made a jump in the month of May due to the addition of the data from the request form directly on the VEP website. *The number of guides mailed from leads in the month of December (1,471) was added to the total number of guides mailed directly from our website in December (567) for a total of 2,038. The sharp decrease of guides mailed to households in the last quarter is expected, according to previous years' patterns.*

**Marketing eNewsletter Subscriber Growth:** The organic growth is substantial enough that we don't feel the need to implement paid advertising to force increased growth, *which has been done in past years*. The open rate hovers right around industry average (~22%, which is over 10,000 unique opens), while the click rate is nearly double the industry average, which shows people are not just reading the newsletter, but interacting with the newsletter by clicking links and heading to the website for more information.

**Facebook Followers:** The Facebook audience continues to grow as organic content continues to show good engagement with Wildlife Wednesday and Fan Photo Friday along with video, live, and blog content.

**Instagram Followers:** The Instagram account continues to grow, but not as quickly as the prior year. In 2017 Instagram has aggressively rolled out their algorithm that is similar to Facebook. Prior to this algorithm, Instagram would show content in the order it was posted, now it leverages user information to push content toward what the user has been interacting with. Most importantly, our Instagram photos show good engagement in the number of likes and comments on photos.

**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. The increase in Visitor Guide request leads is because guests were planning their summer vacations. The decrease in leads is due to back-to-school season; guests are no longer in the vacation planning mode. Significant increase in Visitor Guide Requests, due to people planning their holiday vacations or early spring travels for 2018. *Decrease of all leads due to holiday season – during the holidays we do not see guests planning and implementing vacations. We do foresee guests discussing their 2018 plans while they are with their families and plan for lead generation to follow in the early months of 2018.*

**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 is affecting the count compared to last year.

**RMNP Visitation:** Visitation to RMNP is slower compared to recent years. The end of the centennials could have an impact.