



VISIT ESTES PARK

# COMMUNITY

## Roundtable

AT THE STANLEY HOTEL PAVILION

**SEPTEMBER 30<sup>TH</sup> | 10:30 AM-12 PM**

# About Visit Estes Park



## Who We Are

Visit Estes Park is the official destination marketing and management organization for the Estes Valley.



## What We Do

We promote Estes Park as a premier mountain destination, support local businesses, and create opportunities that strengthen the community and visitor experience.



## Why We Do It

We believe tourism drives a thriving economy, enhances quality of life for residents, and preserves the beauty and character of Estes Park for future generations.

# The Value of Tourism

## TOURISM SPENDING RESULTED IN

**DIRECT TRAVEL-RELATED SPENDING**  
**\$510.8M**

this is like



Covering the average grocery bill of every household in town for more than 25 years.

## TOURISM SPENDING RESULTED IN

**\$29.0M**  
**LOCAL TAX REVENUE**

2.2% increase compared to 2023

this is like



A lifetime supply of National Park Service entrance passes for each Estes Valley resident.

## TOURISM CONTRIBUTED

**82%** 

of the Town of Estes Park sales tax

without tourism, each resident household would pay an extra



**\$5,110**

annually to sustain public services and support workforce housing and childcare solutions

## TOURISM JOBS



**3,419**

Jobs generated in Estes Park for 2024



## Visitor Economic Impact Per Day

- \$1.4 million in direct travel spending.
- \$79,452 in local tax revenue.



**Tourism-generated tax dollars contribute to the public amenities and safety services that help make Estes Park such a wonderful place to live.**

Source: Dean Runyan Associates



THANK YOU TO

THE  
*Stanley*  
HOTEL

**& SPECTRUM AV**

FOR SPONSORING

# Guest Speakers

Sundance Film Festival Boulder 2027!



## Jeff Levine

Head of Audience  
Development & Experience  
Sundance Film Festival

## Charlene Hoffman

Chief Executive Office  
of Visit Boulder



# Sundance Film Festival

SUNDANCE FILM FESTIVAL  
BOULDER 2027

A Colorado Partnership



**COLORADO**  
Governor Jared Polis  
Office of Operations





Sundance Film Festival Sun. Festival 2016

# What Is The Sundance Film Festival?





# Why Boulder, Colorado?





# 2027 Sundance Film Festival What is Happening Now?



# 2025 Sundance Film Festival Park City, UT Recap



**\$196 million in economic impact**  
*(largest in the Festival's history)*

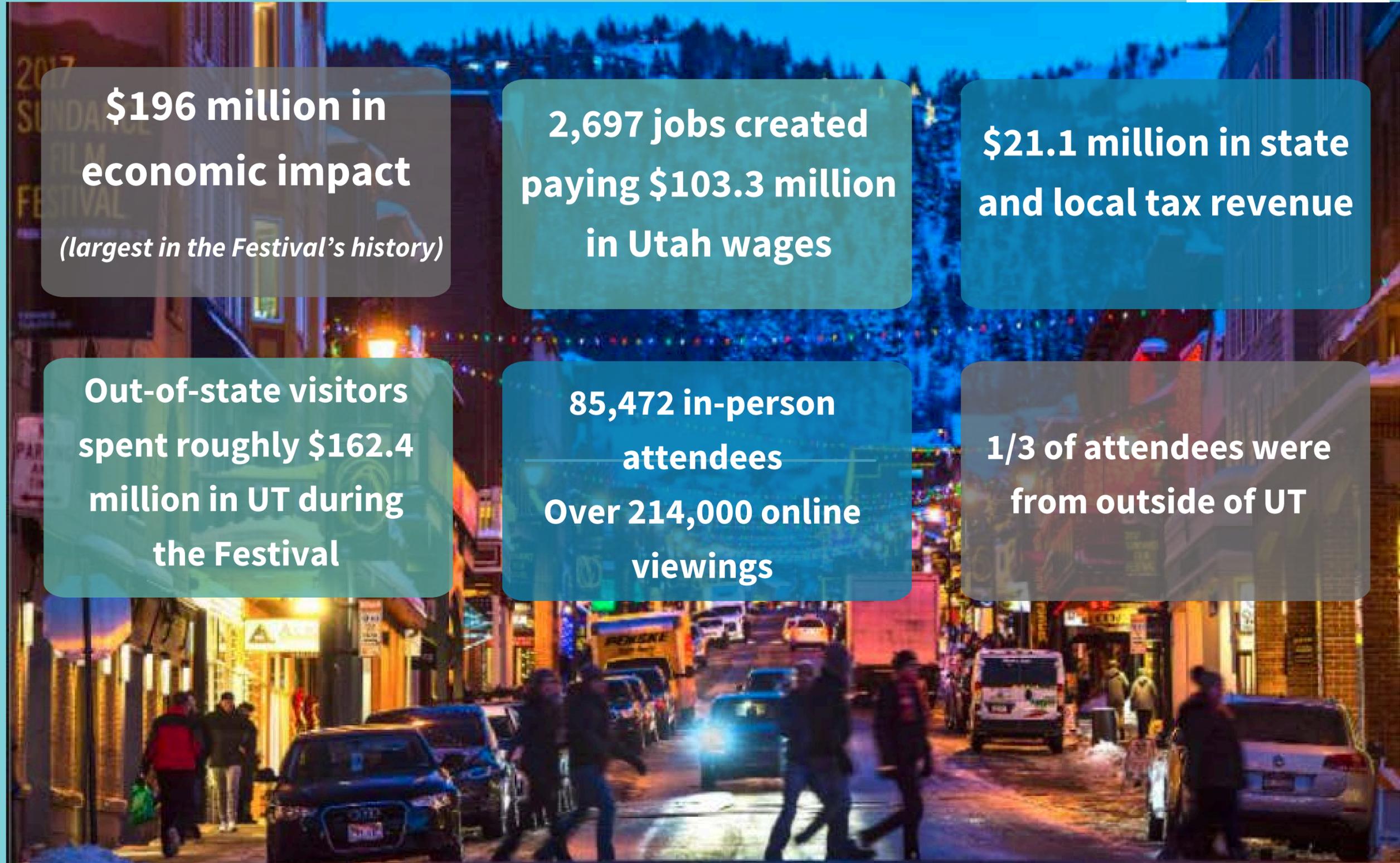
**2,697 jobs created**  
**paying \$103.3 million**  
**in Utah wages**

**\$21.1 million in state**  
**and local tax revenue**

**Out-of-state visitors**  
**spent roughly \$162.4**  
**million in UT during**  
**the Festival**

**85,472 in-person**  
**attendees**  
**Over 214,000 online**  
**viewings**

**1/3 of attendees were**  
**from outside of UT**



# Colorado's Anticipated Economic Impact



**In the first year, Boulder anticipates attracting 90,000 annual visitors, including 30,000+ out-of-state attendees**

**Average stay: 5-6 nights**

**\$2 billion+ projected statewide impact over 10 years**

A person in winter gear is walking away from the camera on a snow-covered path. The path is flanked by dry, yellowish-brown grasses. In the background, there are rolling hills and a large, rugged mountain range under a clear blue sky. The scene is brightly lit, suggesting a sunny day.

# How to Get Involved and Prepare?

- Park City has shown that packages sell faster than room-only rates during the Festival
- Plan Experience Packages tailored to your destination
- We will help market them
- Keep costs affordable to attract more attendees



with a few flickering images

A vibrant mural of a woman with glasses and a colorful patterned top on a brick wall. The woman has her hands raised near her face, and her glasses reflect palm trees. The mural is set against a background of orange and green painted bricks. In the foreground, a man and a woman are walking away from the camera, holding hands. The man is wearing a dark blue polo shirt and grey shorts, and the woman is wearing a white sleeveless top and light green shorts. The scene is set on a sidewalk in front of a brick building.

THANK YOU!



**Catch the Glow Holiday Season  
November 22 - December 31, 2025**



# Catch the Glow Holiday Season Things To Do Nov. 22-Dec. 31



Pixel Pine Tree



Snowman Scavenger Hunt



Holiday Lights Walking Trail



Holiday Lights Driving Trail



Holiday-Themed Restaurants & Bars



Shop Local



Festival Of Trees

# Catch the Glow Holiday Season: Special Events



Tree Lighting Ceremony (Bond Park) Nov. 22



Catch the Glow Parade (Elkhorn) Nov. 28



Estes Park Holiday Wine Fest (Events Complex) Nov. 29



Sleigh the Games (Events Complex)  
Dec. 12-14, with the Sweets Stroll throughout town on Dec. 14



# SLEIGH THE GAMES

**NEW 2025  
HOLIDAY EVENT!!**

**December 12th-14th**



# Adventure Fit Events



**Josh Kravetz Owner,  
Adventure Fit Events**



# SLEIGH THE GAMES

## What is Sleigh the Games?

3 Day Destination Holiday Festival



### Torch-Lit Ceremony

Opening Night



### Holiday Market

Festive Photo Opportunities



### Winter-Themed Games

Competitions & Family Kid Fun Zones



### Costume Contest

with Live Music & More



### Winter Bar

Bottomless Cocktail & Cocoa Bar

# Sleigh the Games: Get Involved!

- Host Hotel participation
- Custom brand integration into the Games
- Custom partnership opportunities
- Vendor space at the Event Center
- Post-event special offers & promotions
- Fundraising opportunities for non-profit organizations



# Sweets Stroll: December 14, 3-5pm!

Designed to drive event attendees into the local candy and sweet stores!

## Attendees:

- Register for this free event via Eventbrite
- Pick Up a Stampcard at the Estes Park Event Center or the Visitors Center.
- Explore downtown and collect sweet treats at participating businesses marked with giant lollipops.

## Businesses:

- Provide a complimentary sweet treat to registered Sweets Stroll participants during the event.
- Visit Estes Park will supply a storefront lollipop marker and custom stamp for attendee cards.



# Catch the Glow Holiday Season: Get Involved!



 Participate as a location on the Snowman Scavenger Hunt.

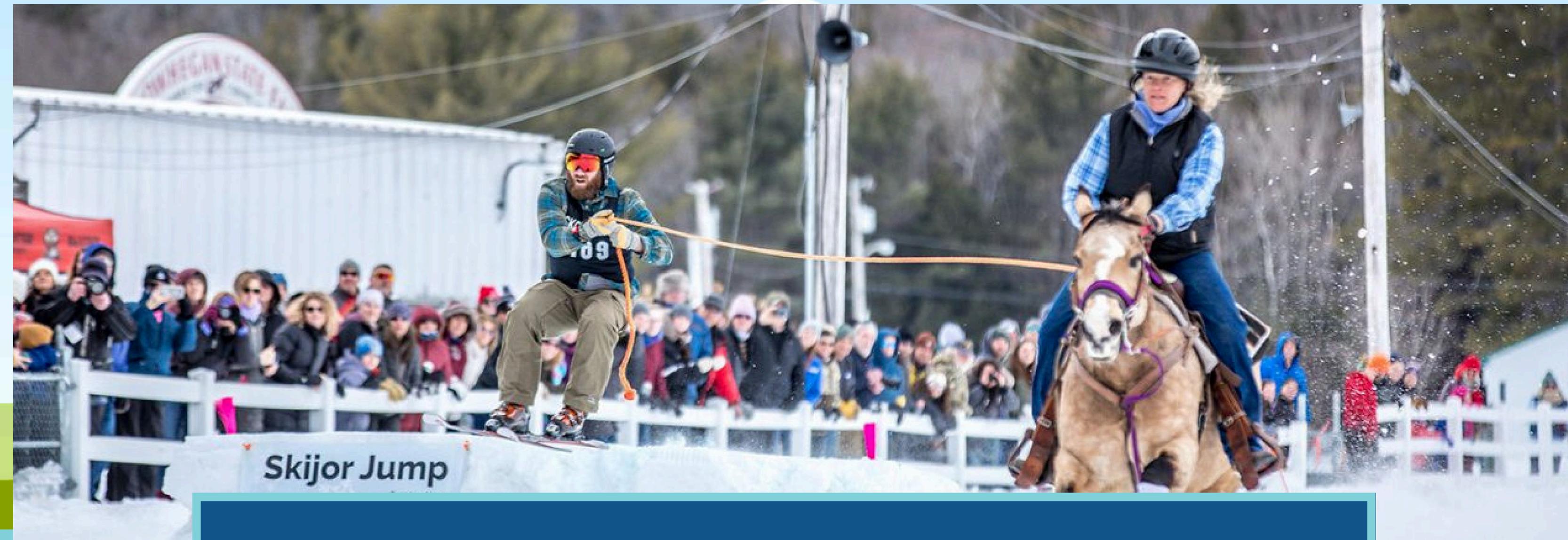
 Participate as a location on the Sweets Stroll.

 Be a stop on the Estes Park Holiday Driving Tour.

 Get involved with our NEW “Sleigh the Games” event.

 Participate as a location with a fully-decorated  
Holiday Themed Bar.





**Estes Park Skijor  
January 23-25, 2026**



# Estes Park Skijor: Get Involved!

- Compete with a horse or as a skier.
- Sponsor the event (logo placement, shoutouts, vendor space, etc.)
- Host a booth or vendor stall at the event.
- Advertise in the event program or on social media.
- Offer skijoring-themed specials (e.g., gear sales, themed drinks/food)
- Provide lodging packages or discounts for competitors and attendees.
- Host an after-party or awards event.



# Frozen Dead Guy Days

## March 27-29, 2026



# Frozen Dead Guy Days: Get Involved!

- Offer FDGD-themed specials (food, drinks, products, services)
- Create lodging packages for attendees
- Extend business hours during the festival
- Participate as a location on the bar crawl
- Promote the event on your platforms (social media, newsletters)
- Register a coffin race team to represent your business
- Host an after-party or live music event
- Be a Bands & Bloody's Brunch location
- Take the polar plunge and join the fun!

# America 250 | Colorado 150

## Coming in 2026! Get Involved



**Funding Opportunities:** The America 250 – Colorado 150 Commission and six major foundations have committed over \$5 million to support commemoration projects.



**Digital Passport:** Sponsored by United Airlines, the statewide digital passport lets participants earn rewards while exploring Colorado's hidden gems and heritage.



**Event Calendar:** Communities are invited to join the once-in-a-generation celebration of America's 250th and Colorado's 150th anniversaries through statewide events.



**Newsletter:** Sign up to stay informed on initiatives, events, and ways to get involved.



**LEARN  
MORE**



# Get Involved: Beyond Program

## Send us your themed offers!

Add to the excitement by submitting your event-themed

- Special Offers
- Events
- Lodging Packages

To be featured in Visit Estes Park's marketing campaigns and on [VisitEstesPark.com](http://VisitEstesPark.com).



# Engage with VEP



**Become a  
Partner**



**Beyond  
Program**



**Sustainability  
Efforts**



**Key Events**



**FAM Tours  
- Media**



**FAM Tours -  
Travel Trade**



# VEP Partner Resources



- [VisitEstesPark.com](https://www.VisitEstesPark.com)
- OLIVE Partnership Portal
- Partner Newsletters
- Social Media Platforms
- Rocky Mountain Roamer
- Partnership Guide
- Research & Data
- Partner Pages - Coming Soon!

# Interested in Growing your International Market?

Want to grow your business? *(especially during mid-week and shoulder-season?)*

Are you familiar with the Travel Trade industry?

We can schedule an individual meeting with you to discuss opportunities at no cost to you.

**For more information and to get started:**

Contact Chris Bierdeman at  
[Chris@VisitEstesPark.com](mailto:Chris@VisitEstesPark.com)



# Have questions or want to get involved with these initiatives?



*Dana Paiement*

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**JANUARY 2026!**