



ELEVATE ESTES PARK

How do you elevate a premiere destination that is already at 7522 feet above sea level?

Simple, through Destination Development, Sustainability, Alignment and Data



Our Ahhhhmazing Mountain Town

Welcome to Estes Park

This view never gets old

This is the reason why millions of visitors year after year make Estes Park their vacation destination of choice.

Estes Park is the quintessential Colorado mountain town. It offers affordability, is family-friendly, and provides easy access to a wide range of year-round activities. We have it all if you enjoy hiking, biking, ATV, horseback, fishing, golfing, or snowshoeing. Plus, there's a national park right in our backyard!



VISITOR EXPERIENCE

How can we develop, manage, and promote visitor experiences that align with our competitive advantage as a destination and help protect our unique sense of place?



SUSTAINABLE TOURISM

In partnership with stakeholders, shaping tourism to actively support the well-being of Estes Park and the people who live, work, do business or visit here.



TOURISM MASTER PLAN

A 5-Year Estes Park Tourism Master Plan will ensure the success, growth, and sustainability of the Estes Park travel industry, benefiting residents and visitors alike.



Summer



Winter



Spring



Fall

How do we enhance the Visitor Experience? Destination Development

ENHANCE

Improving and enhancing Estes Park's existing tourism infrastructure, events and services to meet the needs of all our visitors

CREATE

Creating new experiences for Estes Park visitors by providing quality services, infrastructure, and attractions

COMMUNICATE

Improving all forms of information and communication provided to the visitor prior to, during and post visit.



**Your Brand is not what you sell;
It is the experience you deliver" – Tony Hsieh**

DESTINATION DEVELOPMENT

“The real voyage of discovery consists not in seeking new landscapes, but having new eyes.” – Marcel Proust

01

ENHANCE EXISTING EVENTS & SERVICES

- Big Foot Days
- Great Estes Duck Race
- Rooftop Rodeo
- Elk Fest
- First Peoples Festival
- Scavenger Hunts/Retail Rally
- Catch the Glow Parade
- Rocky Mountain Craft Spirits Festival

- Additional marketing efforts – paid social, poster distribution, billboards, wrapped vehicles, OOH installations
- Attractions – Ice sculpting, fireworks,
- Experiences – headliners, entertainment
- Infrastructure – Transportation
- Beyond offerings & Satellite events



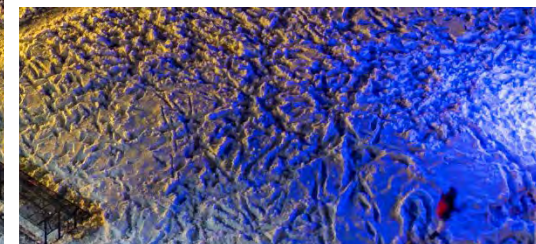
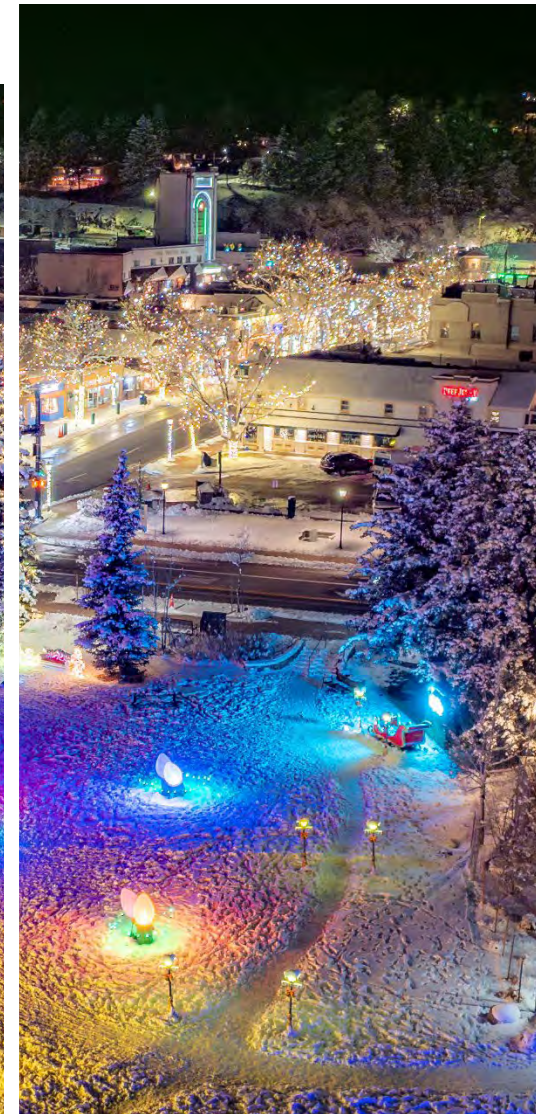
DESTINATION DEVELOPMENT

**“Don’t be afraid to try something new,
It may just be the best thing you do” -
Dr. Seuss**

02

CREATE NEW EXPERIENCES

- Visitors Center tours – Bandwango (cultural, food, beer, history)
- February – Romance Packages, wedding specials
- Leprechaun Scavenger Hunts
- April Fools Month – Comedian takeover
- Late August - Summer Send Off Music Festival and Sand Sculpting or Sidewalk Chalk event
- Spooky Season – Ghosts and graveyard tours
- Holidays – Ice Skating around the tree, drive through lighting display or utilizing floats for indoor holiday markets – weekend programming
- New Year’s Eve packages – fireworks, drone shows, snowball drop
- Year round Scavenger Hunts



02 CREATE NEW EXPERIENCES – NEW FOCUS

Group Sales & Events Manager

- Dedicated staff to focus on Weddings, Reunions, Small Meetings Market.
- Creating assets – Meetings and Events Planner Guide, Wedding Guide to send with RFP's.
- Work with John to create video highlight reel of space, wedding venues, reunion space and itineraries.
- Attend all weddings, groups, meetings, and tradeshows to further our presence in this space and convert sales focusing on needs periods.

International Market

- There is a huge demand for product in Estes Park for lodging and attractions.
- The International traveler spends 5x that of the domestic traveler and they travel year round.
- This has not been a primary focus for VEP.
- Dedicated time, marketing efforts to enhance awareness in the international market = Estes Park is bookable.
- Working with the state and stakeholders to sign up through tourism exchange and other travel and tour operators.



DESTINATION DEVELOPMENT

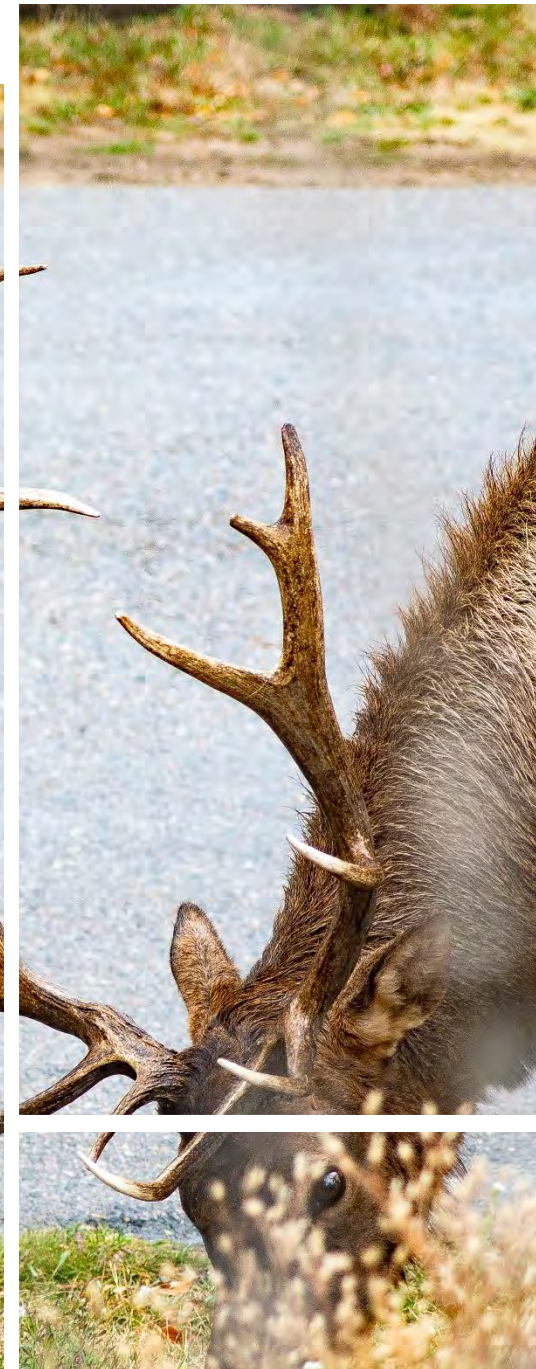
“The single biggest problem with communication is the illusion that it has taken place” – Bernard Shaw

03

COMMUNICATE

- Equipping our visitors with the tools for effective communication before, during, and after their visit to ensure the best possible experience.
- Meeting the visitor/customer where they are digesting media – Placer Ai
- Follow-up survey

- Rocky Mountain Roamer
- Water Barrel signage throughout town
- External Visitors Guide - Inspiration
- Posters – Beyond in-stores, along the front range
- Increased engagement with in-destination guests
- Providing additional resources for stakeholders
- Displays at Visitors Center





What's the difference between Sustainable Tourism and Destination Stewardship?

“Sustainable tourism emphasizes individual traveler choices to minimize environmental and social impact, while destination stewardship focuses on collaborative efforts to manage the entire tourism destination.”

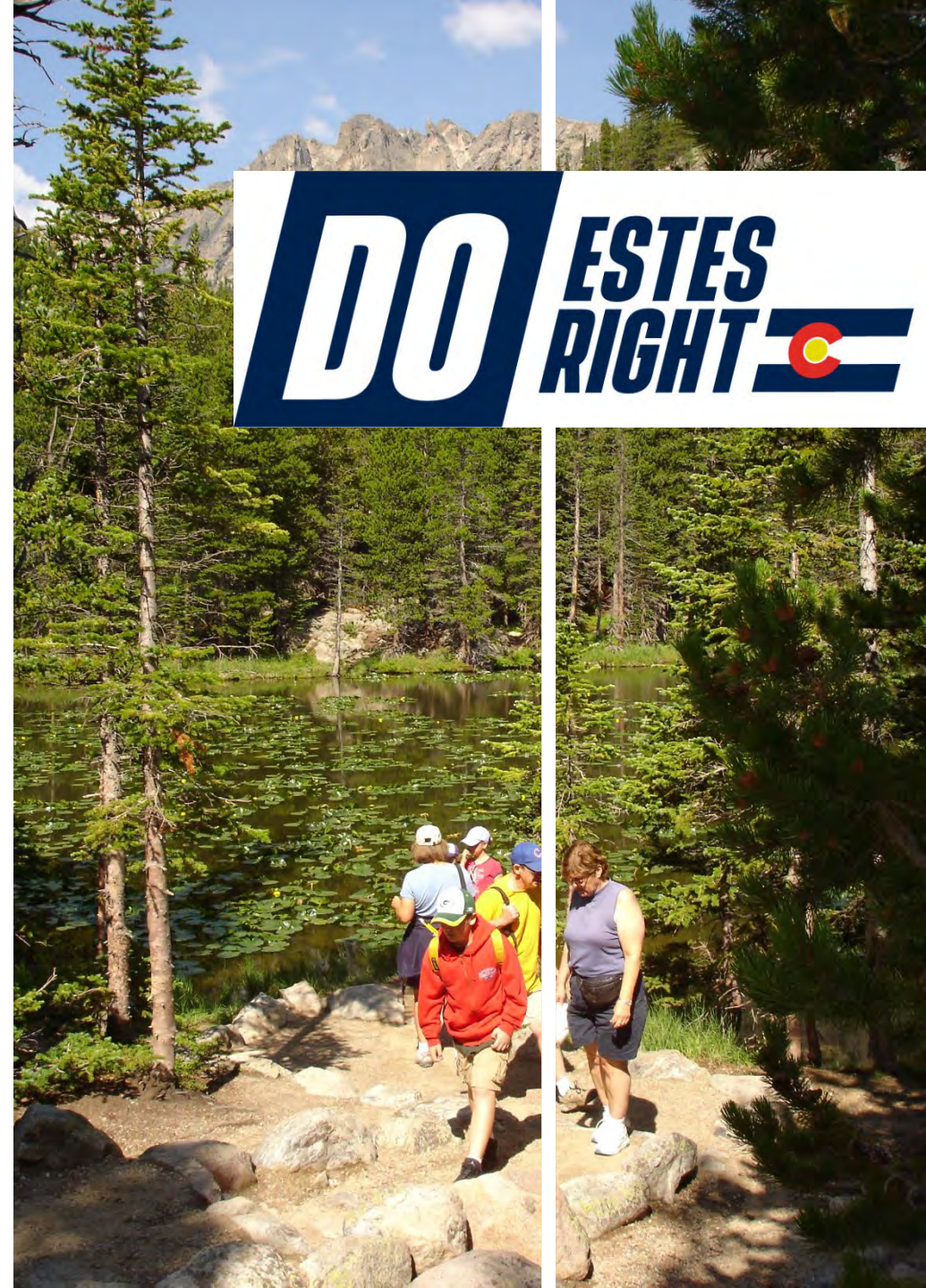


What is Estes Park's Approach to Destination Stewardship?

- ▶ Development of Destination Stewardship Plan in 2024 with a vision to be a year-round, family-friendly tourism and event destination that supports our vibrant mountain town with a balance of financial success, positive and memorable experiences for guests and a meaningful quality of life for our community.
- ▶ Creation of the Do Estes Right coalition focused on committed to driving sustainability in the Estes Valley through completing community-wide initiatives, providing educational programming and relationship building
- ▶ Completed a Wheel the World initiative by sponsoring 10 businesses to become verified Wheel the World experiences, restaurants, attractions and lodging options.

INITIATIVES IN PROGRESS:

- Working to Extend the season to build a year-round economy to help support businesses and have a stable workforce.
- Encourage use of public transportation like town shuttles and Bustang to reduce greenhouse gases and make Estes accessible for all.
- Developing a video series for 6E storytelling to show the positive impact of tourism on the workforce.
- We are working with the town to continue working on the dark sky certification, which will promote Estes's night skies and show our dedication to protecting them.



Sustainable Initiatives

With a goal of finding the right balance between enhancing the visitor experience, promoting economic vitality and preserving the quality of life in the Estes Valley.

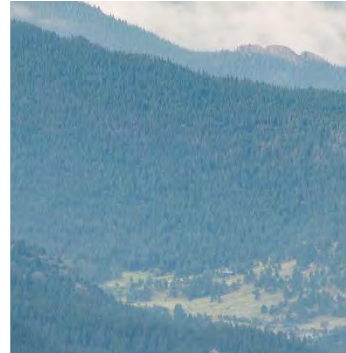
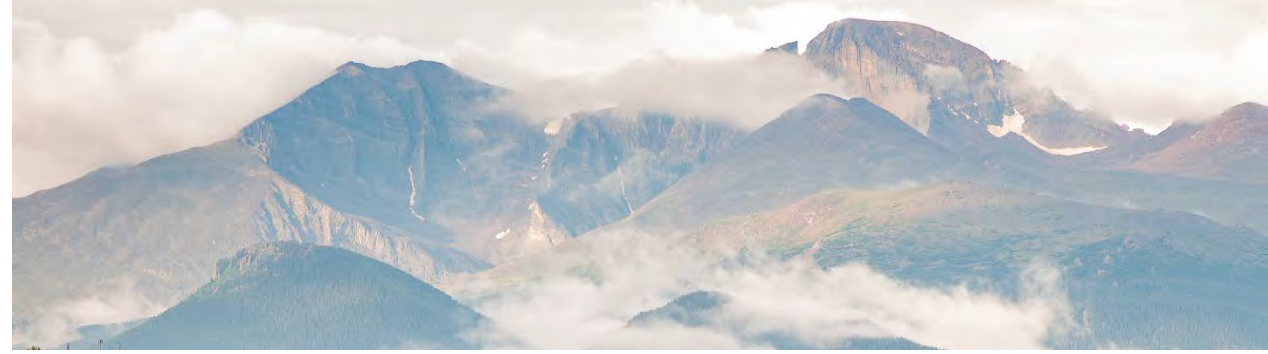
IN DESTINATION MARKETING

- Create in-destination marketing initiatives aimed at educating visitors on how to “Do Estes Right” with banner campaign, water-barrel signage, POS marketing.



PARTNERSHIP INITIATIVES

- Collaborate with Rocky Mountain National Park & Visitors Centers, the Town of Estes Park, Larimer County, Roosevelt National Forest, Hermit Park Open Space, Colorado Welcome Centers and the Estes Park Visitor Center to establish sustainable tourism messaging and co-op opportunities for shared marketing and resources.



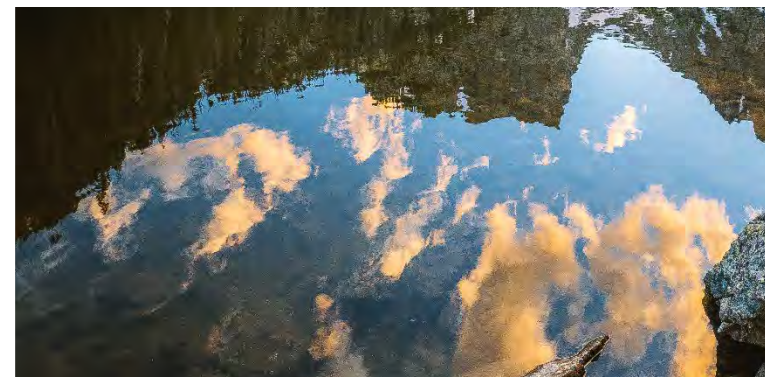
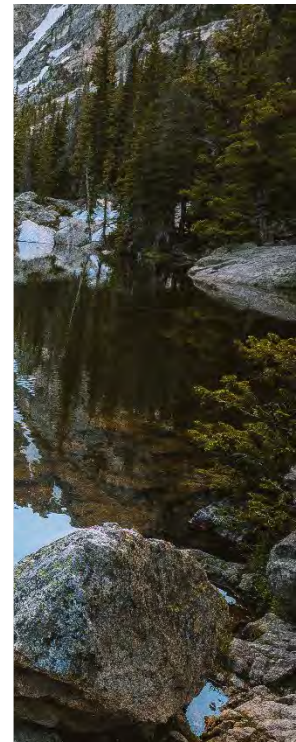
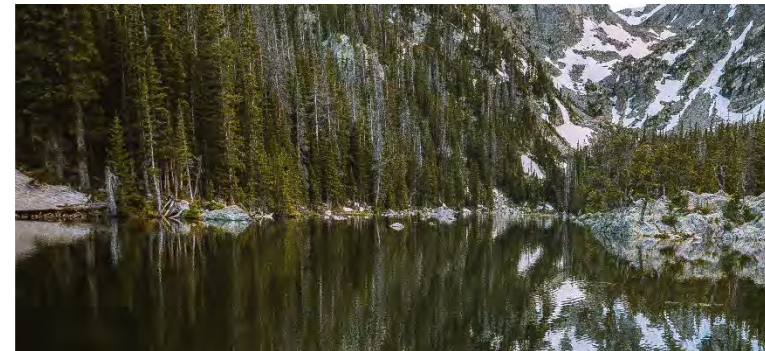
Sustainable Initiatives

*WATCH THE VIDEO • TAKE THE PLEDGE •
GET A FREE REUSABLE WATER BOTTLE •
REDUCE PLASTIC • DRINK LOCAL WATER •*

Take the **DO ESTES RIGHT** pledge to join our movement and voice your commitment to responsible tourism:

I am committed to **PROTECTING** and **PRESERVING** our planet's most vulnerable destinations so that future generations of residents and visitors can continue to experience the splendor of these places for years to come. I pledge to **DO ESTES RIGHT** by making a conscious effort to:

- **LIGHTEN** the footprint of my travels
- **CONSERVE** the wild places I explore
- **SUPPORT** the people and communities I visit
 - **RESPECT** the wildlife I see
- **CELEBRATE** cultures authentically and respectfully
 - **ADVOCATE** for sustainable tourism



Sustainable Initiatives

ESTES PARK WELCOMES ALL VISITORS

Present Estes Park as a welcoming destination by integrating messages of inclusion and sustainability at all levels of guest communications.

- Diversify marketing materials by expanding identity representation.
- Work with Turner to host DEI and LGBTQ+ influencers to create content for website and social media.
- Incorporate information on inclusivity and sustainability into Rocky Mountain Roamer
- Update accessibility maps/ pages and information on the website.
- Work with Wheel the World to add additional partners.
- Offer an improved website experience by installing accessibility software through AudioEye.
- Increase creation and distribution of Inclusivity and sustainability blogs.

EDUCATION & ADVOCACY THROUGH DATA

- Using Placer Ai data to create excitement around the value of tourism among business owners and the tourism workforce, focusing on their role in a valuable tourism economy. = Stakeholder Tourism Report Cards
 - Create and distribute a toolkit that includes talking points and shareable content for partners to utilize in conversations with fellow community members.
 - Identify and partner with organizations that will commit to amplifying this messaging.
 - Develop activities into an ambassador program.





Estes Park Tourism Master Plan

The purpose of the Tourism Master Plan is to ensure the success, growth, and sustainability of the Estes Park visitor economy for the benefit of residents and visitors. This plan serves as a road map toward an aspiring future for the Estes Park visitor economy with identified roles for a variety of local organizations and agencies with a goal of optimizing community and destination alignment.

Tourism Needs

What do tourism-focused businesses require to thrive in the current landscape?

Resident & Community Needs

What goals do local organizations and leaders have for Estes? What do your residents value about your area?

Data

Using Placer Ai Data to gain insights on business and resident sentiment, visitation numbers and capacity and market data.

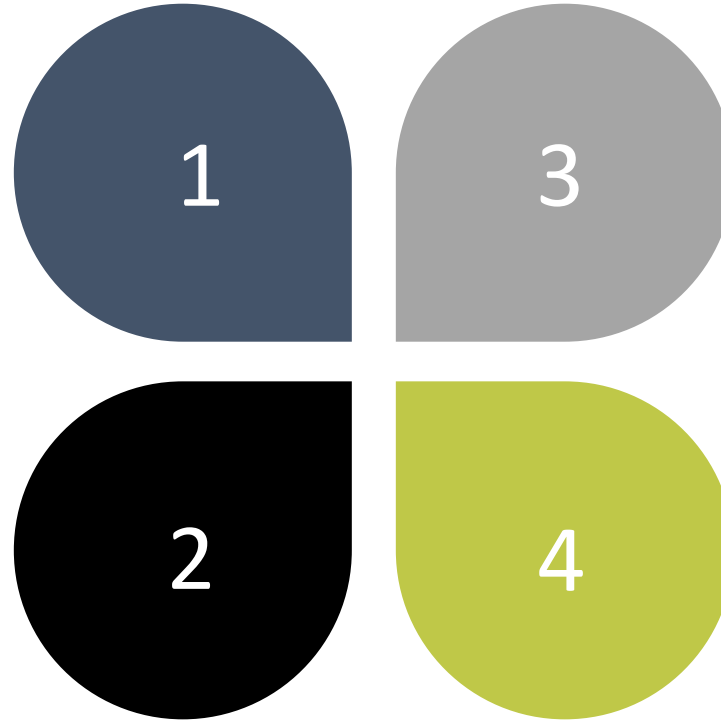
Tourism Master Planning Process

Review Plans – Learn from Others

Research studies related to the travel industry, the local economy, and the development efforts of the Town of Estes Park, Larimer County, local economic development agencies, state agencies, and others. From that, identify major travel industry themes that are relevant to Estes Park.

Visitor & Resident Surveys

Survey Estes Park residents in an online questionnaire about the Estes Park tourism economy, area attributes, strategic issues and areas for potential growth. Survey previous visitors to Estes Park in an online questionnaire about desired activities for a return trip to Estes Park and other area attributes and opportunities for growth.



Phase 1 Research

Data mining

Using Placer Ai and Tourism Economics, evaluate visitor profile, determine needs periods, marketing efforts, ROI, seasonality gaps to determine through data how we can be most effective as a DMO.

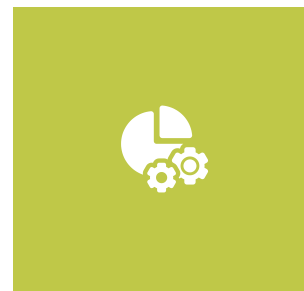
Stakeholder Engagement

Interview travel industry, business, and community leaders to gather input on the strategic issues in greater detail. Stakeholder groups listed on the next slide

Stakeholder & Community Outreach”



- Town of Estes Park
- Town Council
- Visit Estes Park Staff & Board
- Visitors to Estes Park
- Stakeholders(Restaurants, Lodgers, attractions)
- Chamber of Commerce
- Economic Development and Workforce Council
- Arts District
- Housing Authority
- Estes Nonprofit Network
- EVICS – Estes Valley investment in childhood success
- EVSTRA = Estes Valley short term rental alliance
- Colorado Tourism Office
- Diverse populations
- SRA – Summer Residences Association
- Board of Realtors
- Rotary
- Banks
- National Parks
- Newcomers
- County Commissioners
- EPWA – Estes Park Wedding Association
- LSBDC Larimer Small Business Development Center
- State & Federal Elected Officials
- United Way Larimer County
- PRPA Platte River Power Authority
- League of Women Voters
- Estes Park Health foundation
- Conservancy
- CDOT
- Wheel the World





A Goal without a Plan is just a **wish**”

Phase 2 Development of Plan

FROM THIS RESEARCH DETERMINE:



What are the Goals for this **plan?**

- Agreement on major goals and strategies
- Coordination of efforts by business, civic, and government organizations,
- Reduced duplications of effort.
- Accountability toward overall progress.
- Inspiration for additional community and visitor enhancements.
- Create the Tourism Master Plan.

Phase 3 Execute the Plan

Taking that first Step to Success”



Create formalized plan highlighting timelines, duties, responsibilities and meeting schedules – holding partners accountable for their actionable items



Present finalized plan to the Board, Town Council, Stakeholder Groups to approve and sign off.



It’s GO Time! Take that first step and start building a better tomorrow for the community, town leaders, stakeholders, and visitors to Estes Park.



Data is the new Oil

It is a valuable resource that needs to be extracted, refined and processed to be useful and its control can be significant to those who possess it.

► **Placer Ai will be a game changer for Visit Estes Park. We will now be able to use Data to determine:**

- **Evaluating event success:** Measure the impact of tourism events on foot traffic and visitor demographics.
- **Understanding visitor behavior:** Analyze how visitors move through a destination, identifying popular routes and areas of interest.
- **Identifying potential new tourism spots:** Analyze data to identify areas with high potential for new tourism development.
- **Demographic insights:** Gain insights into the demographics of visitors, including age, income, and spending habits.
- **Benchmarking against competitors:** Compare visitor patterns of a destination against similar locations.
- **Marketing campaign optimization:** Evaluate the effectiveness of marketing campaigns by tracking foot traffic changes after campaign launches.





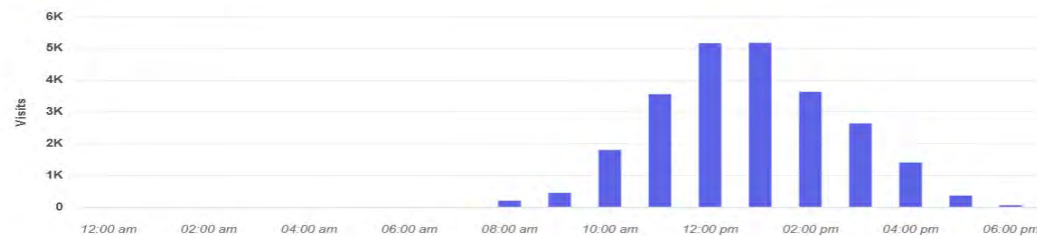
SkiJor By The Numbers: January 24-26

Estes Park Events Complex / R...

Visits	6K
Visits / sq ft	< 0.01
Size - sq ft	1.9M
Visitors	5.3K
Visit Frequency	1.14
Avg. Dwell Time	161 min
Visits YoY	+5.9K%
Visits Yo2Y	N/A
Visits Yo3Y	+27.4K%

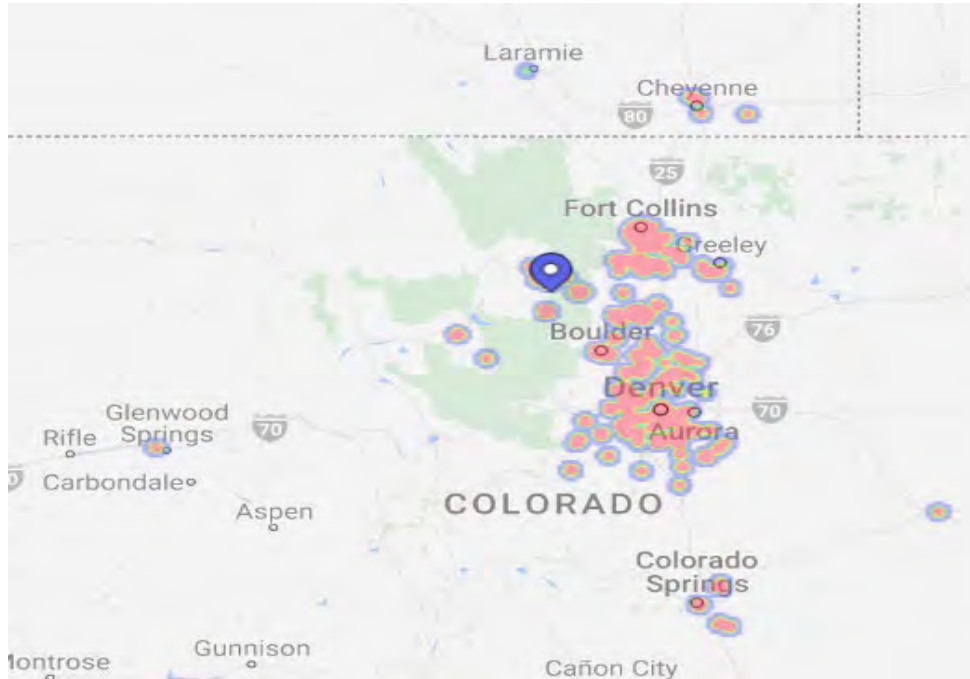
Hourly Visits ?

Properties: Metric: Visits



SkiJor By The Numbers: January 24-26

City	Visits	States	Visits
Estes Park	1159	California	92
Denver	763	Wyoming	90
Fort Collins	757	Texas	87
Boulder	335	North Carolina	44
Loveland	313	Washington	44
Longmont	214	Oklahoma	35
Littleton	156	New York	27
Colorado Springs	152	Minnesota	24
Broomfield	143	Nebraska	23
Arvada	114	New Mexico	21



THANK YOU



For your time and dedication to Visit Estes Park and finding the perfect FIT for our organization



ELEVATE ESTES PARK