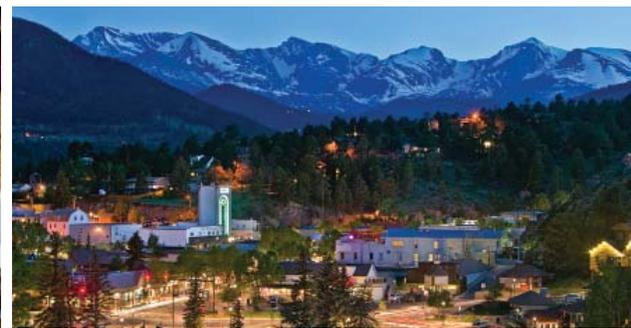




# 2012 VISIT ESTES PARK ANNUAL REPORT



Visit Estes Park  
The Destination  
Marketing Organization  
[VisitEstesPark.com](http://VisitEstesPark.com)



# ABOUT US

## About Us

Visit Estes Park, the name under which the Estes Park Local Marketing District operates, is the official Destination Marketing Organization for Estes Park. Using dedicated lodging tax revenues and other funding sources, the organization's mission is to attract visitors to the area through effective and efficient marketing in order to drive year-round economic growth. Estes Park, just 90 minutes from Denver, is located at the eastern entrance to Rocky Mountain National Park. A majestic mountain village known for outdoor adventure, watchable wildlife and scenic beauty, Estes Park is the most visited high country mountain destination in Colorado.

## Board of Directors

Seven community leaders who live inside the Local Marketing District boundaries serve on our Board of Directors.

Using an application and interview process, Visit Estes Park's Board of Directors are appointed to serve four-year terms by the Town of Estes Park and Larimer County via an Intergovernmental Agreement. Joining the Board for a second term in 2012 was Bill Almond. We welcomed Lynette Lott to our Board of Directors.

## 2012 Board of Directors

**Kathy Palmeri**, *Chair*

**Bill Almond**, *Vice Chair*

*Director Marketing & Sales for the YMCA of the Rockies*

**Scott Webermeier**, *Secretary-Treasurer*

*General Manager of National Park Village*

**Lindsay Lamson**

*Owner of Rocky Mountain Resorts*

**Lee Lasson**

*Owner & Operator of Estes Park On-Line and FrontDesk, Inc.*

**Lynette Lott**

*Owner of Valhalla Resort*

**Chris Wood**

*Co-Owner of McGregor Mountain Lodge*

## Staff

Peggy Campbell, *President & CEO*

Suzy Blackhurst, *Operations & Finance Director*

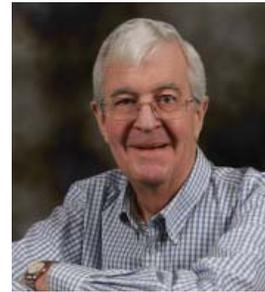
Brooke Burnham, *Communications, Public Relations & Social Media Director*

Peter Marsh, *Advertising Manager*

Kirby Nelson, *Stakeholder Relations & Communications Manager*

Janice Mason, *Group Sales & Services Manager*

Mike Oline, *Administrative Assistant*



### 22-Year Advertising Veteran Peter Marsh Retires Dec. 31, 2012

After managing Estes Park's vacation destination advertising programs for more than 22 years, Peter Marsh retired from Visit Estes Park on December 31, 2012. Peter's experience marketing the area ranged from volunteering for a Chamber of Commerce advertising committee to his employment as Advertising Manager for the Town of Estes Park, including five years in that position for the Estes Park Convention & Visitors Bureau. When he transferred to Visit Estes Park in late 2009, he continued to direct the advertising program.

Peter also valiantly fought cancer for the last seven years of his life, rarely missing a day at the office, as he significantly contributed to Visit Estes Park's marketing programs. We continue to be saddened by his death on January 16, 2013.



### Mike Oline Administrative Assistant

Mike was born in Fort Collins and attended the Colorado School of Mines and the University of Colorado. He met his wife, Susan while doing volunteer trail building in Rocky Mountain National Park. They were married at the Stanley Hotel and have one daughter. Thirteen years ago they jumped at the chance to move to Estes Park. After commuting to Denver for 12 of those years, Mike joined Visit Estes Park in August 2011. Mike hikes and runs in the National Park and volunteers with several community organizations.

# EXECUTIVE MESSAGE



**Peggy Campbell, President & CEO**

Peggy grew up on Long Island, New York, and received her Bachelor's Degree from Indiana University of Pennsylvania. A seasoned professional, her career spanned business analysis, project management, and database marketing in the corporate arena. Peggy and her husband Mike had long dreamed of slowing down and pursuing a lifestyle change in the Rocky Mountains. They proved dreams really can come true when they moved from New York City to Estes Park in 2002. Peggy became President & CEO of Visit Estes Park in 2009, following several years with the Estes Park Convention & Visitors Bureau. Peggy enjoys hiking and taking long walks with her husband and their three dogs.

**VISIT ESTES PARK (LMD)  
LODGING SALES TAX RECEIPTS**

2010	\$1,250,623	+7.49%
2011	\$1,343,774	+7.45%
2012	\$1,513,414	+12.62%

**TOWN OF ESTES PARK  
LODGING SALES TAX RECEIPTS**

2010	\$1,768,827	+5.55%
2011	\$1,931,215	+9.22%
2012	\$2,162,856	+11.99%

**TOTAL TOWN OF ESTES PARK  
SALES TAX RECEIPTS**

2010	\$7,007,092	+2.25%
2011	\$7,422,537	+5.93%
2012	\$7,889,229	+6.29%

**Dear Tourism Partners:**

A particularly challenging year, the year 2012 ended with numerous successes. First the challenges: Colorado experienced one of the worst wildfire seasons in its history. Unusually warm, dry weather, coupled with severe drought conditions, resulted in several catastrophic wildfires, which garnered much unwanted regional and national media attention throughout the summer. Widespread damaging catastrophes, such as the Colorado wildfires, always have a negative effect on the travel and tourism industry. Most notable were the High Park Fire in Fort Collins (began June 9), the Woodland Heights structural fire in the High Drive area of Estes Park (began June 23), the Waldo Canyon Fire in Colorado Springs (began June 23), the Flagstaff Fire in Boulder (began June 26) and the Fern Lake Fire in Rocky Mountain National Park (began October 8). While these fires were devastating, we are heartened by how our wonderful community worked together and supported each other during these difficult times.

Now the successes: Despite the wildfires, Visit Estes Park stayed the course, following our 2012-2013 Marketing Plan and focusing on important strategic initiatives such as developing a community-wide destination brand strategy, commissioning a research study to define the economic impact of tourism on the Estes Park economy, expanding our social media reach and engagement, beginning a website/mobile site development project, and the operational move from the Town of Estes Park to our own entity. At the same time, Visit Estes Park quickly strategized, and implemented various marketing and communications tactics designed specifically to mitigate the negative effects of wildfires on Estes Park tourism. We believe we've made a difference, and we are pleased to report that we have exceeded our 2012 key performance indicator goals.

Let us close by expressing our intense pride in the Estes Park community, and in particular, the entrepreneurial spirit of our business partners. As we learned through our brand strategy initiative, we are truly a one-of-a-kind destination, and we celebrate our small businesses that play such an important role in delivering an exceptional guest experience.

Warm Regards,

**Peggy Campbell**  
Visit Estes Park  
President & CEO

**Kathy Palmeri**  
Visit Estes Park  
Chair of the Board of Directors

# DIGITAL MARKETING

Two years after Visit Estes Park's initial venture into social media with the Estes Park, CO Facebook page, in 2012 we expanded our digital reach so it now includes Facebook, Pinterest, Instagram, Twitter, Flickr, YouTube, Google+, a blog and an e-newsletter program. Of course, the apex of our digital marketing is the Visit Estes Park website, to which traffic is driven by earned, paid and owned media, and through which the online audience finds the most comprehensive digital information about Estes Park.

We reinvigorated our Facebook page with a new look and daily postings throughout the year, and we continually engaged our public on Twitter with informative posts. We added Flickr and YouTube channels to visually entice our audiences.

In 2012, Visit Estes Park made a concerted effort to engage e-newsletter subscribers more often, with more relevant information to better inform them of our events and activities to persuade them to vacation here. The e-newsletters contain expanded, fresh content, details about upcoming events, exciting reasons to visit, new developments and little-known facts about Estes Park. Our blog is used to create and disseminate new information to the online audience, as well as to create content that can be broadcast through our social media channels.

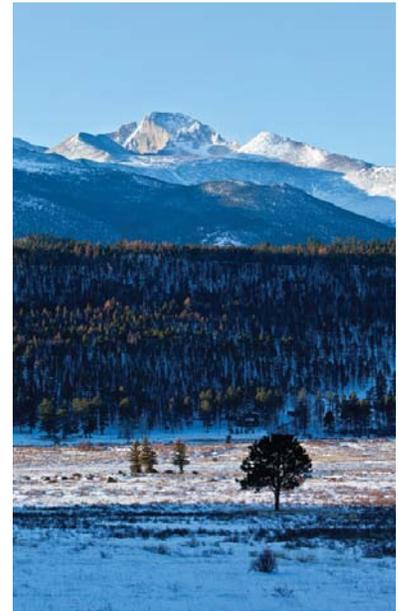
Through these efforts, we've seen our customer base become more involved in Estes Park and what we have to offer. Those who use digital channels to learn about our area relay information to their friends, expanding our reach. Digital media "influencers" introduce Estes Park to new people by sharing our digital content with their large audiences. The Estes Park conversation has grown and drives visitation and increased customer loyalty.

Visit Estes Park's goal is to launch a powerful, creative, feature rich website, using the latest technology and destination marketing best practices. We're planning a website that will dramatically improve internal efficiencies, provide real value to our stakeholders, reflect our brand promise, be a valuable resource in consumer planning, effectively compete with any other destination website, and measurably increase visitor conversion.

To achieve that goal, with Brand Strategy well underway, in 2012 the Visit Estes Park team and a group of local partners analyzed appropriate website providers and narrowed the list to top companies who received a request for proposal. To ensure the optimal selection, the group interviewed select firms and entered into an agreement with simpleview, Inc., the foremost provider of technology-based solutions for Destination Marketing Organizations.

"I love Estes Park...hope to celebrate Thanksgiving there next year!"

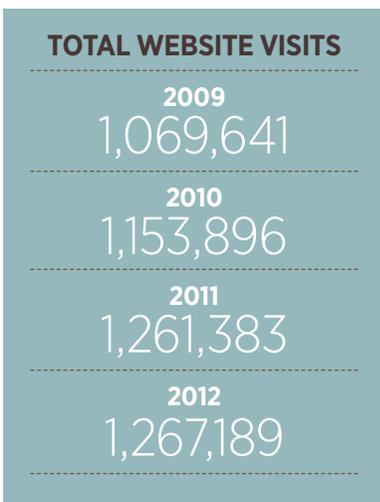
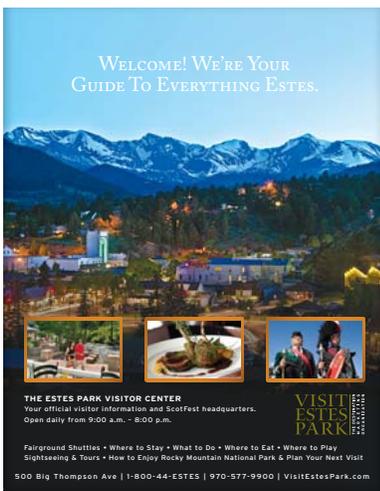
—Facebook Fan



## 2012 Digital Media Highlights:

- Visit Estes Park acquired a rogue Estes Park Facebook page which added over 13,000 fans
- Added Pinterest, Instagram and Google+ to our active channels
- Increased Facebook Fans in 2012 by 23,730 or 474%
- Increased Twitter followers by 1,444 or 580%
- Increased E-Newsletter subscribers by 6,900 or 35%





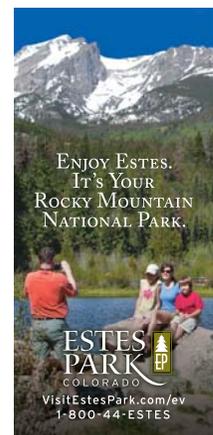
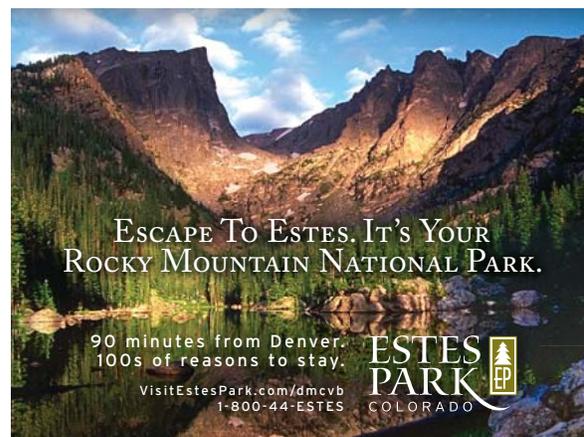
As new technologies and marketing communication tools continue to evolve, Visit Estes Park continually adapts its advertising approach to stay in front of key markets when and where they want to engage with us. By being in the right place and communicating to the right audience, we effectively share the benefits of visiting Estes Park and convert interested parties into overnight guests.

In 2012, Visit Estes Park executed a media plan that was divided between digital and traditional media with a 35/65 split, maintaining an emphasis on traditional print and broadcast elements. We continued to utilize and work from the interim advertising creative in anticipation of a new creative campaign that will integrate brand strategy learnings.

The media strategy continued to build on the findings of the visitor study and brand strategy research. With that in mind, our summer primary target market continued to be families, with a secondary emphasis on couples and empty nesters during the fall, winter and spring seasons. Visit Estes Park advertising targeted Midwest states, Texas and California which were reached through an integrated blend of media, including consumer magazine advertising, pay-per-click ads, online display advertising, television & radio commercials, e-newsletter advertising, social media ads and website landing pages.

### Advertising Highlights:

- Spring, Fall and Winter packaging and promotions, each with its own landing page, drove the message of staying overnight in Estes Park.
- Continuous tracking and reporting allowed us to monitor each initiative and make adjustments when necessary.
- Winter 2012 photo shoots in Rocky Mountain National Park and downtown Estes Park added to our visual assets, capturing iconic images that augment Visit Estes Park's photo library.
- Our television commercial "Take Flight" won a coveted industry Telly award.



# PUBLIC RELATIONS

For the past three years Visit Estes Park has invested in public relations efforts to effectively engage regional and national publications, editors and writers. Our partnerships with the Colorado Tourism Office and Visit Denver offer additional media opportunities and expand our public relations reach internationally. It is through this investment of time and resources that Estes Park's presence in regional, national and international media continues to grow in quantity and quality. As the media coverage increases, so does the awareness and understanding of Estes Park, where it is and why people visit.

To drive media coverage, Visit Estes Park is in regular communication with press representatives through desk-side tours, media events, personal pitching, press releases and familiarization (FAM) trips. We tailor the story ideas and pitches to each publication. In order to learn what Visit Estes Park can do to assist publications in reaching their target audiences, we listen closely to our friends in the media regarding hot topics, public interests and types of pertinent communication channels.

When Visit Estes Park brings members of the press to Estes Park, individually and in groups, for FAM tours, we work with local lodging, businesses and attractions to accommodate these special guests and to share with them a variety of things to do in Estes Park that would interest their readers. This firsthand experience offers the writers a more accurate and complete perspective of Estes Park. Having media writers here also gives us the opportunity to build relationships that will lead to additional opportunities down the road.

To keep our local partners informed and increase the impact of media coverage, in 2012 Visit Estes Park began sharing press stories and articles through regular e-newsletters to local businesses. The Estes Park Media Report outlines recent press hits and encourages local businesses to share them via their social media channels, creating additional opportunities for collaboration, exposure and online discussion surrounding Estes Park. The communication is also a chance to inform local partners of recent pitches and story ideas that they can be part of through Visit Estes Park's media outreach efforts.

Management of our 2012 PR program was coordinated by two team members: Suzy Blackhurst during the first eight months of the year, and Brooke Burnham, who joined the staff in August. Through the efforts of both, Estes Park saw significant media coverage in a large variety of outlets.

## ESTES PARK TOURISM PAYS:

- ✓ Tourism is the basis of the Estes Park economy
- ✓ 2.03 million visitors annually spend \$187 million
- ✓ Tourism provides more than half the jobs in Estes Park
- ✓ Tourism jobs result in \$46.7 million in earnings annually
- ✓ Visitors provided the Town of Estes Park 54.1% of its tax revenues, almost \$18 million annually
- ✓ The tourism industry saves each Estes Park resident \$418 annually in municipal costs

Source: The Economic and Fiscal Impact of Tourism on the Estes Park Economy Study, Summit Economics, August 2012

### 2012 Public Relations Highlights:

- Exceeded PR value goal by 52% for a total of just over \$3,000,000
- Conducted four group familiarization tours and 25 individual travel writer tours
- Held five desk-side meetings with writers and attended CTO-organized media events in Denver and Boulder
- Provided individual assistance to more than 45 national travel writers, editors and publications

### 2012 Public Relations Highlights:

- Broadcast: CBS This Morning & NBC's Today show
- Print: AirTran's Go magazine & USA TODAY's Go Escape magazine
- Digital: TravelChannel.com, Smart Meetings, Association News, CNN, USA Today, Forbes.com and others.

### Local and Regional Highlights:

- Denver Post
- CBS4
- KWGN-2
- KDVR
- 5280
- Denver Life
- Colorado Parent
- Yellow Scene



### Brooke Burnham Director of Communications, Public Relations & Social Media

Brooke, an Iowa native and former Estes Park resident, joined the team in August, 2012. A graduate of Colorado State University in Journalism–Public Relations, she began vacationing here when she was 8, spent summers during high school and college working here in retail management, and met her husband here before moving back to Iowa where she worked for the Waterloo Convention & Visitors Bureau. In 2012 she earned her Masters of Business Administration from the University of Northern Iowa. She and her husband have two young boys. Brooke's favorite thing to do in Estes Park is to share her childhood Estes experiences with the next generation—her sons, niece and nephew.

# CRISIS COMMUNICATION

**RED, WHITE & COOL CELEBRATION**

**Estes Park, July 3-4th**  
 Escape the heat and escape to Estes for two days of Red, White and Cool Celebration, July 3rd and 4th. There will be tons of old fashioned family fun, free concerts, and a festival of glow-in-the-dark lights to keep our Independence Day safe and fun for all! Check our website for more details and extended free shuttle hours at [EstesParkSummer.com](http://EstesParkSummer.com).

**TUESDAY, JULY 3RD**  
**Concert Benefit for Woodland Heights**  
 Amphitheater at Stanley Park 8:00pm - 9:30pm (Free)  
**Family Block Party Benefit**  
 Food, drink and family fun  
 Amphitheater at Stanley Park  
 5pm - 9:30pm (Free)

**WEDNESDAY, JULY 4TH**  
**Old Fashioned Pancake Breakfast**  
 Our Lady of the Mountain Catholic Church  
 7am - 10:30am (25 Adults, 25 Children)  
**Cooled Car Show - Shine to Electric**  
 Grand Park, free for children under 5  
 9am - 4pm (25 Adults, 200 Family of 4)  
**Red, White & Cool Celebration**  
 Family fun & games, glow-in-the-dark light show  
 Amphitheater at Stanley Park  
 6:30pm - 10pm (Free)  
**Patriotic Concert, Estes Park Village Band**  
 Amphitheater at Stanley Park  
 8:00pm - 9:30pm (Free)

**ESTES PARK COLORADO**  
 1-800-44-ESTES | [VisitEstesPark.com](http://VisitEstesPark.com)

## Highlights of Fire-Related Crisis Communications:

- Targeted overnight visitors in Denver, Colorado Springs, Western Kansas, Western Nebraska and Southern Wyoming to fill cancelled long-distance travel to Estes Park
- Increased broadcast media buys, including the award-winning “Take Flight” TV commercial on cable channels, during the highly visible 2012 Olympic Games and the Denver Broncos first pre-season game
- Saw a 6% increase in website visitation from the Colorado market and 7% increase from the Denver market
- Developed a marketing campaign for the fireworks-substitute “Red, White & Cool” event sponsored by the Town of Estes Park, including advertising on [DenverPost.com](http://DenverPost.com), [Colorado.com](http://Colorado.com), pay-per-click and Facebook ads
- Participated in the Colorado Tourism Office’s “The Colorado Pledge”.
- Was one of six partners in the CTO “Share the Love” promotion that showcased Colorado destinations most affected by the fires, including Estes Park

It wasn’t long after the High Park Fire west of Fort Collins began June 9 that phones calls and emails to Estes Park businesses signaled the depth of the public’s fears about traveling to an area receiving national media coverage. Advance lodging reservations that had reportedly been the strongest in history, dramatically diminished. Individuals who already had reservations began cancelling plans.

However, what had been a significant two-week slide in the bustling summer visitation season became a major crisis on June 23 when our own Woodland Heights structural fire broke out during the daylight hours and the Colorado Springs Waldo Canyon Fire erupted that night. National news media covered the Colorado fires continuously.

The Visit Estes Park Board of Directors authorized additional emergency funding of \$75,000 to purchase advertising on radio, television and digital channels. We increased positive postings on social media platforms, conveyed a consistent and accurate view of what was happening in the Estes Valley through public relations efforts and by providing business owners and Visitor Center staff with talking points.

When the Fern Lake Fire in Rocky Mountain National Park flared up on December 1 in the early morning hours, Visit Estes Park worked with the Joint Information Center and distributed their fire updates through the Stakeholder email list multiple times a day. Social media channels were also used to combat misperceptions, to update publics and to correct inaccuracies in media reporting.

## Fire-Related Crisis Communication Ad Placement

### TELEVISION—TARGET AUDIENCE

Colorado, Denver, Colorado Springs, Wyoming, Topeka, Wichita, Western Nebraska

### COVERAGE HIGHLIGHTS

Bravo, HGTV, Lifetime, CNBC, Headline News, Weather Channel, Food Network, Travel Channel, Golf Channel, NBC Sports, MSNBC, CNBC

Laramie & Cheyenne

Olympics Coverage

NBC-Channel 9 Denver

Bronco’s Pre-game Show

### RADIO—TARGET AUDIENCE

Denver, Colorado Springs, Southern Colorado, Western Kansas

### E-NEWSLETTER BLASTS—TARGET AUDIENCE

Denver & Colorado Springs subscribers

# PUBLICATIONS

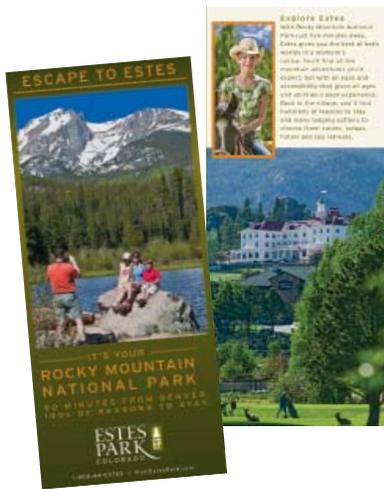
Telling Estes Park’s story in print—what there is to see and do here, describing the types of creature comforts our community provides, and exposing readers to the extensive selection of where to stay using compelling editorial copy accompanied by stunning photography is one of the essential marketing elements we use to convert inquiries about vacationing here into actual visits.

In 2012 Visit Estes Park distributed more than 100,000 Official Estes Park Visitor Guides to individuals who requested the 60-page magazine. The Estes Park Visitor Center, 10 Colorado Tourism Welcome Centers and the Denver Visitor Center distributed guides to enhance the guest experience and inspire an Estes Park vacation. In addition the Estes Park Official Visitor Guide is provided to Denver hotel concierges and travel agents across the United States.

From research, we know the publication provides substantial results. A recent study found that 77% of those who request a guide by submitting a VisitEstesPark.com on-line request, vacation here. Overall, 57% of those who receive the guide based on a response to advertising, visit.

Having the Official Visitor Guide appear on VisitEstesPark.com in a digital format is critical to the marketing mix, as demonstrated by the dramatic increase in recorded digital page views. The digital version fulfills the needs of consumers who are obtaining more and more of their travel information online.

Another publication created by Visit Estes Park is a tri-fold brochure designed to inspire a visit to Estes Park. In 2012, 80,000 brochures were distributed by a national company at Interstate-25 locations from Trinidad to Cheyenne, at Interstate-76 entry points into the state and in Burlington on Interstate-70.



## VISITOR GUIDES MAILED TO HOUSEHOLDS

2010	99,043	+14.70%
2011	103,963	+1.94%
2012	100,441	-3.39%

## DIGITAL VISITOR GUIDE PAGE VIEWS

2011	281,683	N/A*
2012	425,984	+51.23%

\*The Digital Visitor Guide was first posted on VisitEstesPark.com in mid-year 2010



### Suzy Blackhurst Director of Operations & Finance

A native Coloradoan and long-time resident, Suzy graduated from Kansas State University with a degree in journalism, and lived in Chicago and the metropolitan St. Louis area. In moving to Estes Park with her husband and daughter, she became one of the few local high school graduates in her class to live in her hometown. Suzy was an original Convention & Visitors Bureau staff member before transferring to Visit Estes Park. In 2012 she was promoted from her communications position to Director of Operations and Finance. Suzy never tires of watching elk and deer traipse past her living room window.

Everything  
a destination  
is about  
and does is  
reflected in  
its promise.

## BRAND STRATEGY PROCESS

### 1. BRAND ASSESSMENT

Research to determine what guests, prospective guests, residents and businesses feel about Estes Park as a destination.

### 2. BRAND PROMISE

Determines the essence of the benefits, both functional and emotional, that our guests can expect to receive while experiencing Estes Park.

### 3. BRAND BLUEPRINT

Defines how we communicate our brand promise through distinctive brand marketing creative and messages.

### 4. BRAND CULTURALIZATION

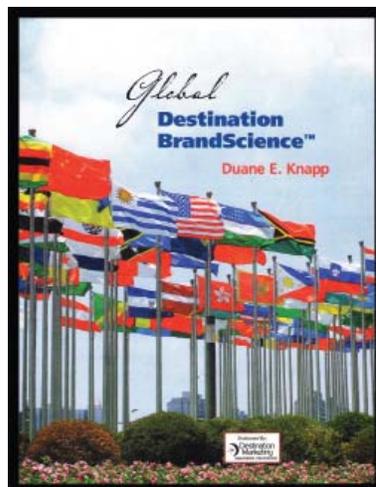
A community-wide program to guide how we deliver the Promise to each of our guests.

In 2012, Visit Estes Park completed the first three of a four phase process of a community-wide destination brand strategy initiative. A journey which began in the fall 2011, Visit Estes Park continues to lead this innovative effort. We chose BrandStrategy, Inc. to advise us throughout this project, and we work directly with chairman and founder, Duane Knapp, author of *Destination BrandScience*, *The BrandMindset*, *The BrandPromise*, and *Global Destination BrandScience*. The goal of a destination brand strategy is to enhance Estes Park's relevance in travelers' minds in order to influence their preference or insistence in choosing Estes Park as a travel destination.

Visit Estes Park's brand strategy work, largely attributed to the exceptional level of community engagement, proved to be extremely productive throughout 2012. In developing the Estes Park BrandPromise (essence of the benefits, both functional and emotional, that our guests can expect to receive) and the Brand BluePrint (new marketing creative that communicates our distinctive brand messages), Visit Estes Park has had the pleasure of conducting dozens of community forums, in which over 600 Estes Park key influencers, business leaders, and community members provided invaluable insight and feedback toward what makes Estes Park unique. The community's commitment to be part of this important project is a significant measure of brand strategy's current and future success. For that, Visit Estes Park is thrilled to look back on 2012 successes, and to look forward to 2013 and beyond, as a time of continued partnership and collaboration.

## Brand Strategy Highlights

- Completed the BrandPromise phase, which determines the essence of the benefits, both functional and emotional, that our guests can expect to receive while experiencing Estes Park
- Completed the Brand BluePrint Phase, which defines how we communicate our brand promise through distinctive brand marketing creative and messages
- Began the Brand Culturalization Phase, a community-wide program to guide how we all can deliver the Promise to each of our guests
- Created the framework that will drive all of Visit Estes Park's marketing creative, media plan strategies, website design and development, social media voice, etc.



# GROUP SALES & SERVICES

## Weddings, Reunions & Group Meetings

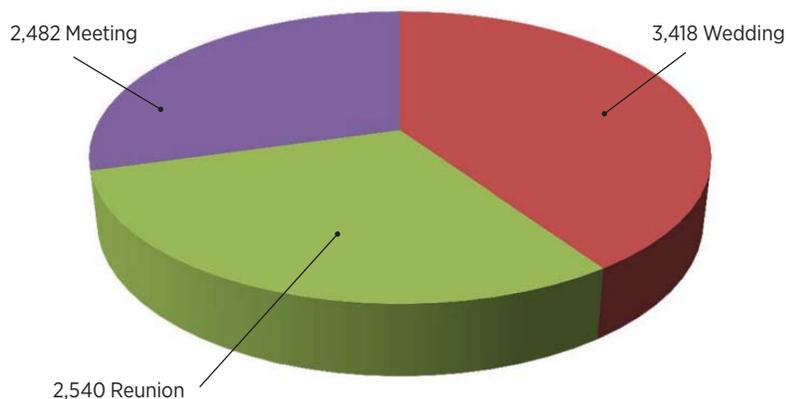
To increase market share in our wedding, reunion and meeting sectors, Visit Estes Park promotes the area through paid advertising placements, public relations efforts, social media, attendance at trade shows and by providing customer service to all those who request assistance in planning their event. We provide leads and referrals to businesses from venue selection to meals and catering, lodging options for group functions and site tours to those needing extra care in site selection.

More than 280 leads were generated and sent to local stakeholders in 2012. We distributed 95 referrals for reunions, 65 for meetings and 120 for weddings business. Visit Estes Park hosted a booth at three bridal shows in Northern Colorado, marketing Estes Park as the region's weddings destination. We also advertise to the weddings market through two top tier bridal publications: *The Knot* and *Wedding Sites and Services*.

## Group Sales Highlights

- 129 groups booked functions here, a 61% increase over that seen in 2011
- Group bookings represented almost 8,500 room nights, an increase of 51% over room nights booked in 2011
- Market mix for group business was 48 Weddings, 45 Reunions and 34 Meetings
- Room nights booked were 3,418 for Weddings, 2,540 for Reunions and 2,482 for Meetings
- Research shows that 12% of visits to Estes Park are from the weddings, meetings and reunions markets

## 2012 Total Group Room Nights Booked



## MEETINGS PUBLICITY RECEIVED IN 2012 INCLUDED STORIES IN:

- Meetings Focus
- Smart Meetings
- Herald News
- Association News
- Denver Post
- Meetings Focus West
- Corporate And Incentive Travel



### Janice Mason Group Sales and Services Manager

Janice has lived in Estes Park for more than 10 years, having first moved to Colorado from her home state of Missouri in 1997. After six years as a journalist and editor at the *Estes Park Trail-Gazette*, she moved back to Springfield, MO to spend time with her family, but her heart longed to return to Estes Park. In September 2011, Janice celebrated her homecoming and began a new career in destination marketing with Visit Estes Park. Janice's favorite thing to do in Estes Park is hiking in Rocky Mountain National Park and strolling along the Riverwalk.

# PARTNERSHIPS



## COLORADO TOURISM OFFICE ESTES PARK FAM TOUR

L-R: **Kelly Barbello** Welcome Center Program Manager, **Michael Driver** Director of International Marketing & Public Relations, **Amber Kollman** Director of Consumer Marketing, **John Ricks** Associate Director, **Laura Libby** former Director of Consumer Marketing & Industry Relations, **Peggy Campbell**, President & CEO of Visit Estes Park



## **Kirby Nelson** Stakeholder Relations & Communications Manager

Originally from the Chicago suburbs Kirby has a long history with Estes Park. There were annual vacations here, and she is proud that she took her first steps at Glacier Basin Campground in the National Park. Kirby moved to Colorado to attend The Colorado College where she earned a bachelor's degree in Economics and Business. She made her way to Estes Park as soon as possible where she met her fiancé, an Estes Park local, shortly thereafter. They are planning a fall wedding and long future in Estes Park. Kirby's favorite thing to do in Estes Park is exploring new hikes in Rocky Mountain National Park, and new beers at the local watering holes.

## Stakeholder Partnerships

The power of collaboration and partnership is the cornerstone of a successful Destination Marketing Organization. Visit Estes Park's partnerships with the Town of Estes Park, Larimer County, Rocky Mountain National Park, other government entities, state and national tourism associations, Estes Park associations and clubs, and area businesses allow us to present a complete and compelling destination product. The support of, and relationships with, our partners are critical factors to our continued success. Our goal is to continue to build strong stakeholder partnerships, while offering valuable benefits to our industry partners.

## Tourism Associations—National & State

Visit Estes Park continues to maintain a key presence among state and national tourism associations. As active members of both the Tourism Industry Association of Colorado (TIAC) and the Colorado Association of Destination Marketing Organizations (CADMO), we are able to contribute to a unified voice of the Colorado tourism industry. In 2012, Visit Estes Park joined other DMOs in advocating to increase Colorado state budget dollars for funding tourism efforts. Visit Estes Park also is an active member in the Destination Marketing Association International (DMAI).

## Local Associations

Open communication and collaboration between and among local associations is a key component to overall destination success. Visit Estes Park remains an active member of Estes Area Lodging Association (EALA), attending board meetings, membership dinners, and other events. Visit Estes Park's Stakeholder Relations & Communications Manager, Kirby Nelson, sits on the Estes Valley Partners for Commerce Board of Directors, representing Visit Estes Park as a key supporter for our local business community. Perhaps most notably, Visit Estes Park reinstated the Association Forum, a quarterly gathering of area associations and groups, to facilitate ongoing dialogue surrounding how local organizations can work together on mutual goals.

## Agency Partners

Visit Estes Park implements our destination marketing plan and strategies by working with some of the most respected marketing firms in the business. An extension of our team, we work with experts in advertising creative, media buying and placement, brand strategy and public relations. After almost three fruitful years working with advertising agency, Hill Aevium, Visit Estes Park issued a request for proposal for a new creative and media agency. Cultivator, based in Denver, and Backbone Media from Carbondale, were selected to partner with Visit Estes Park for our new advertising creative and media planning and buying needs. In the fall of 2012, we began a relationship with simpleview, Inc., the foremost provider of technology-based solutions for Destination Marketing Organizations, and our new website provider. We continue to work with Denver-based Turner PR to ensure that Estes Park stays top of mind in the regional and national market place.



Visit Estes Park  
The Destination  
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