



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

## Final 2014 Key Performance Indicators

Report Date: March 12, 2015

	YTD 2012	YTD 2013	YTD 2014	2013 vs 2014 % Difference
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### OVERALL PERFORMANCE

Visit Estes Park Lodging Tax	\$1,513,415	\$1,365,383	\$1,596,347	16.92%
Town of Estes Park Lodging Sales Tax	\$2,162,858	\$2,083,848	\$2,871,340	37.79%
Media Impressions	170,261,721	466,435,426	537,483,543	15.23%
PR Value	\$3,073,625	\$8,869,304	\$8,477,872	-4.41%
Average PR Points per Article	N/A	N/A	56.9	N/A

### VISITESTES.PARK.COM WEBSITE PERFORMANCE

Sessions	1,267,189	1,259,741	1,327,876	5.41%
Users	N/A	784,783	940,156	19.80%
Page Views	N/A	3,998,649	4,432,706	10.86%
Pages per Session (Average)	N/A	3.08	3.28	6.49%
Average Session Duration (Minutes)	N/A	3.48	4.56	31.05%
Jackrabbit Lodging Referrals (YTD beginning in June)	N/A	162,409	292,763	80.26%

### OTHER DIGITAL ENGAGEMENT

Visitor Guide Unique Readers	N/A	9,816	17,174	42.84%
Visitor Guide Page Views	N/A	412,875	823,751	99.52%
Visitor Guide Average Visit Duration (minutes)	N/A	7.32	6.60	-10.96%
E-Newsletter Subscriber Growth	7,336	9,437	5,585	-40.82%
Facebook Followers	28,739	53,085	79,231	49.25%

### OTHER COMMUNITY BAROMETERS

Town of Estes Park Sales Tax	\$7,889,229	\$7,628,200	\$10,080,420	32.15%
Town of Estes Park Dining Sales Tax	\$1,475,450	\$1,305,762	\$1,747,681	33.84%
Town of Estes Park Retail Sales Tax	\$1,490,142	\$1,347,111	\$1,933,269	43.51%
Estes Park Visitor Center Visitor Count	364,390	336,674	391,367	16.25%
RMNP Recreational Visitor Counts	3,229,617	2,991,140	3,434,753	14.83%

### ROCKY MOUNTAIN LODGING REPORT

Occupancy in December 2014: 26.5%

Occupancy YTD (January through November) 2013: 47.8%

Occupancy YTD (January through November) 2014: 50.7%

Difference YTD: +2.9%

# Notes

## Media & PR

In 2014, our key PR measurement shifted, along with the industry standard, to using the Barcelona Principles to grade media articles. This allows us to be more focused in our efforts, as points are assigned based on a self-selected "Top 100" list of publications, as well as the quality of the article (headline mention, pictures included, etc.). Additionally, the point system is a more accurate assessment of the quality of articles, as the traditional measures of impressions and ad value are getting more and more difficult to accurately measure due to the ever-changing and ever-expanding media landscape. In the short-term, we will continue to report on the traditional measures until the time we see them as obsolete.

## Website Performance

**Sessions** continue to gain positive ground since correcting a micro site issue ([visitestespark.com/fall](http://visitestespark.com/fall) and [visitestespark.com/spring](http://visitestespark.com/spring), etc). Google was recording the bounce back between the URLs, those "hits" were being counted when there were still the same user navigating the site. When we were comparing actual numbers, after the correction, they reported lower than the inflated "micro site bounce back" numbers. Now that we are comparing true year over year, we are slowly overcoming that deficit.

**Website users** continue to grow, which we are very pleased to see, as these are mostly new or first time visitors to the website. A part of this growth is the comparison from last year's lower flood numbers. (1. low users due to disinterest in visiting post-flood and 2. seeing the effect of halting advertising, and starting slowly once we did start putting money behind adverting again post-flood). The majority of the traffic is a true increase due to continuation of target marketing, intentional efforts of driving social traffic to the website and the high quality of performance on our SEO. We will continue to see this number level out as we reach the time where we see more normalized traffic compared to post-flood traffic.

**Average session** duration can be attributed to a variety of components. This year compared to last year, users of the website are spending more time on the site planning trips and obtaining event information, compared to last year when people were quickly checking for flood related information. In the past year, we have also developed the blog and continue to see an increase in time spent on the blog specifically, which contributes to the overall time spent on site. We also continue to cross-link information within the website that allows users to easily go to additional related content on the page, thus spending more time throughout the site.

## Other Digital Engagement

**E-newsletter Subscriber Growth:** Overall in 2014, we have seen a decline in email newsletter signups compared to the previous two years. We continue to work towards long-term solutions to reverse the downward trend and in November and December, the number of people signing up for a newsletter surpassed the number of signups during both comparative years in 2013 and 2014. The increase occurred without a significant change in display of the sign-up form. As we move forward to a responsive website, we will put a focus on re-evaluating how the signup widget is displayed throughout the site on all device types including desktop, tablet and mobile phone.

**Facebook Followers:** Visit Estes Park has invested in Facebook's "Pay to Play" model. It's provided successful returns for us.