



Visit Estes Park 2026

Operating Plan



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Tourism is Integral



Tourism is a driving force in the Estes Valley.

With it, businesses flourish, work opportunities are available, and consistent funding supports workforce housing and childcare. It's why the amenities and public safety services our community enjoys are robust. It's how many ended up here and why many can stay. For generations, tourism has been the single most impactful economic driver in the area.

Resident quality of life is tightly interwoven with this integral industry. For this reason, destination stewardship is the mindset from which we operate and the thread that connects all we do. We strive to align with our community's shared values to support sustainable destination development and inspire responsible visitation using a conscientious, data-driven approach.

Our efforts aim to help protect the natural wonders that surround us while preserving the unique character of our vibrant mountain town for generations to come.



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



Tourism, Lodging Tax & the Estes Valley Workforce

In 2022, Visit Estes Park's lodging tax extension (ballot initiative 6E) was passed by the Estes Park community. The initiative provided a consistent, meaningful funding mechanism to finance a decades-long, significant challenge in the Estes Valley—the availability and affordability of workforce housing and childcare.

On January 1, 2023, the Estes Park lodging tax increased from 2% to 5.5%. Through the end of last year, almost \$12.5 million has been collected in support of this critical initiative. In 2024, this meant almost \$6.3 million in lodging taxes were earmarked for workforce housing and childcare in Estes Park.

Collected on overnight stays at hotels, motels, RV parks, campgrounds, guest ranches, rental properties, and other lodging facilities, 2% is used to fund the Estes Park Local Marketing District. The remaining 3.5% is used to fund dedicated workforce housing and childcare projects. 90% of those funds go to the Town of Estes Park, while 10% remain with VEP for marketing and visitor education, as required by Colorado statute. Programs like the Estes Experiences workforce initiative and VEP's community roundtables are executed with these funds.

In addition to funding our community's workforce housing and childcare programs, tourism also helps to fund public safety services and local amenities in Estes Park. For this reason, well-balanced tourism success is more significant than ever. A strong tourism economy is crucial to creating a sustainable community ecosystem where local workers and residents can live and prosper.



Letter from Larimer County Commissioners

The Estes Valley is a treasured part of Larimer County—its stunning natural beauty, outdoor adventure, and welcoming community members help define what makes our County so special.

Visit Estes Park plays a vital role in sustaining and enhancing that legacy. Through its work in promoting sustainable tourism and economic vitality in the Estes Valley while safeguarding the area's natural beauty, Visit Estes Park brings a thoughtful approach to tourism promotion and destination stewardship—helping to balance the needs of visitors, businesses, and residents alike. They are a valuable partner in helping to address the unique challenges that come with being a gateway to some of Colorado's most visited public lands, while still nurturing the character and charm that make the Estes Valley so beloved.

Larimer County is proud to support and collaborate with Visit Estes Park to ensure that the Estes Valley remains a vibrant, resilient, and welcoming place—not just today, but for future generations.

John Kefalas
Commissioner, District 1

Kristin Stephens
Commissioner, District 2

Jody Shadduck-McNally
Commissioner, District 3





Letter from the Mayor of Estes Park

What a joy it is to live in Estes Park! And what a wonderful thing that we're joined at the hip and the heart with Rocky Mountain National Park. There are many millions of guests who arrive each year to partake of the amenities of Estes and the wonders of the forests and the peaks around us. Estes Park strives to be welcoming and warm to all who pass through here, and we'd love to have you stay a few extra days in our many delightful accommodations, and get to know the area deeply. We have so many who make Estes Park a tradition from year to year, and there's plenty of good reasons why they do. In addition to all of the natural beauty, we have many festivals and events throughout the year, and we're a very creative and artistic town.

The Town of Estes Park and Visit Estes Park work in harmony to support tourism in our valley. Since the earliest settlers arrived in the late 1800s, Estes has welcomed visitors and offered food, outfitting, shops, guides, and more for their visit. Our cheer and optimism is infectious, and your senses will be awakened by the pristine mountain air. Visit Estes Park continues to build on our already robust offerings, and along the way will also gently provide information about being good stewards for our land and town and resources. Here in Estes Park, Visit Estes Park and the townsfolk hope to keep this mountain paradise beautiful and thriving for all generations to come, and we hope you'll join us this year and many more times in the future.

A handwritten signature in black ink, appearing to read "Gary Hall", located below the main text block.

Mayor Gary Hall





Letter from the Visit Estes Park Board of Directors

Thanks to the dedication of local businesses, organizations, and community partners, Estes Park is steadily growing into a true year-round destination. Expanding economic opportunity throughout the year strengthens our tourism economy and enhances our community's overall quality of life.

To support this vision, Visit Estes Park remains deeply committed to sustainable destination development and responsible tourism marketing that centers inclusion and stewardship. In 2026, the team will continue to build destination drivers like the Catch the Glow Holiday Season while leveraging technology and data-driven strategies to attract visitors who respect and value our community.

This community-focused approach reflects our commitment to strong partnerships and thoughtful destination stewardship, ensuring our vibrant mountain town remains protected and thriving for generations to come.

Sean Jurgens
Visit Estes Park
Board Chair

Kirby Hazelton
Deborah Gibson
Jerusha Rice
Pat Murphy
Marie Cenac
Nick Smith

Vice Chair & Town Trustee
Secretary
Treasurer
Director
Director & Mayor Pro Tem
Director



Executive Summary

Introduction

Visit Estes Park is a destination organization guided by destination stewardship. This strategic directive recognizes the industry's evolution beyond marketing simply to put heads in beds. It acknowledges the need for a balanced, proactive marketing and destination development approach that values community collaboration and resident quality of life.

Our work utilizes destination stewardship principles to execute strategies that will positively impact the Estes Park community, contribute to a healthy economy and protect our natural wonders. Why? A healthy tourism economy and ecosystem are integral to a vibrant, year-round community with ongoing business, job and recreational opportunities, and a consistent workforce housing and childcare funding source.

This executive summary provides a high-level overview of our 2026 Operating Plan, highlighting how we will complete key organizational objectives that support our mission and vision, and carry through objectives from the Visit Estes Park Destination Stewardship Plan.



Executive Summary

Destination Stewardship & Sustainability

The Destination Stewardship Plan will continue to be advanced through integration in the 2026 Operating Plan, acting as a cornerstone as VEP works to enhance community and visitor experiences, foster workforce development, and strengthen local partnerships. Key priorities include supporting sustainability and inclusion certifications, raising awareness of responsible visitation practices, and aligning with the Colorado Destination Stewardship Strategic Plan.

Extend the Season

Efforts will focus on strengthening the destination's year-round appeal through targeted campaigns that drive visitation during off-peak periods, continued development of holiday experiences, and strategic use of the sponsorship program. We will foster strong community participation by engaging local businesses, providing resources to maximize event impact, and involving stakeholders through initiatives such as the Beyond Program. Ongoing evaluation through event data and performance metrics will inform strategies and ensure sustained growth.



Executive Summary

Leisure Consumer Marketing

Leveraging data, paid media, content development, social media and public relations, the marketing team will make a robust, cohesive case to new and returning guests to visit Estes Park by reaching them at multiple points in their decision-making process. Targeting efforts will reach guests who have visited Estes Park in the past and audiences who have not yet visited but have the same interests and travel habits. This integrated marketing approach will reach the right guests at the right time to inspire responsible, year-round visitation to our destination.

Paid Media

An integrated advertising strategy will drive destination awareness among new and returning guests, highlighting key need periods and encouraging overnight stays. Campaigns will run across digital and print media and leverage data and compelling creative assets to drive above-average click-through and engagement rates.

The types of ads used in the strategy include programmatic digital display, social media, out-of-home, print, co-branded emails, paid search, and sponsored content.



Executive Summary

Leisure Consumer Marketing, continued

Content Development & Social Media

Expertly crafted owned content will inspire guests to consider Estes Park and give them the information they need to plan their trips. It will provide a holistic view of the things to do, places to stay, and places to eat around town while integrating messages of sustainability, inclusion and Do Estes Right tips and tricks. It is designed to build intent to travel, boost engagement on social channels to expand organic reach and to drive traffic to VisitEstesPark.com.

Owned content includes VisitEstesPark.com webpages and blog, VEP social media profiles, and a consumer newsletter.

Public Relations

A strategic communications strategy will drive domestic and international destination awareness by positioning Estes Park as an authentic, vibrant destination while highlighting local tourism businesses and events. Separately, communications and public relations strategies will be applied to communicate the value of tourism to local stakeholder groups, including residents, municipal partners and local business owners.

PR components utilized include press trips/familiarization tours, media request responses, media marketplace attendance, desktide tours, media interviews and participation in local events.



Executive Summary

Leisure Consumer Marketing, continued

Key Organizational Objectives by Marketing Function

Marketing Function:

● Paid Media

● Owned Media*

● Earned Media*

Exceed
900 MILLION
Paid & Earned Media Impressions
● ●

Generate at least
10 MILLION
Paid & Organic Social Media Impressions
● ●

Drive
4 MILLION
views on VisitEstesPark.com
● ● ●

Deliver
400K REFERRALS
to lodging partner booking engines and websites
● ●

Obtain
20K ENGAGEMENTS
On Rocky Mountain Roamer, AI Travel Planner
● ●

Increase campaign effectiveness by targeting campaigns and content to marketing personas ● ●

Integrate messages of sustainability, inclusion and preservation of community character ●

Monitor current events, data tools and partner sentiment to market summer as necessary ● ●

* ● Owned Media = Content Development and Social Media / ● Earned Media = Public Relations



Executive Summary

Partner Engagement

Partner engagement will be strengthened through a second annual tourism summit, stakeholder roundtables, and site visits designed to share updates and build awareness of current initiatives. Participation in the Beyond Program and enhanced use of the website's partners pages will expand collaboration, while regular communications will deepen stakeholder connections. Advertising opportunities, sponsorships, and in-kind marketing support will further align efforts with Visit Estes Park's mission and values. At the regional and state level, participation in Colorado Tourism Office initiatives and collaboration with key organizations will strengthen partnerships and advance shared tourism priorities.



Executive Summary

Sales & Services

Group sales and services efforts will focus on strengthening relationships with travel trade partners, international operators, and meeting planners through targeted networking, trade shows, and FAM tours. Stakeholders will benefit from education and training opportunities, updated group-focused resources, and the development of a comprehensive meeting planner guide. Ongoing participation in industry groups, associations, and local alliances will ensure access to quality leads and alignment with market trends. Incentive and referral programs, along with a paid media campaign, will promote mid-week and shoulder season visitation. To further support growth, new marketing assets will be produced to showcase Estes Park as a premier destination for groups and weddings.



Executive Summary

Finance & Administration

A strong framework focusing on strategic resource management, including financial and administrative oversight, while leveraging data to inform decisions, will ensure the organization's financial health, operational efficiency, and a positive work environment. The outlined goals and objectives aim to create a transparent and accountable operational foundation for the organization.

Goals fall into four key areas that collectively work to support the organization's mission:

- **Financial and Budgetary Management:** This area emphasizes transparent and accountable budgeting in accordance with established accounting standards. The goal is to ensure fiscal responsibility and compliance with all financial regulations.
- **Operational and Technological Support:** The organization is committed to making sure that its equipment and technology are well-managed and meet its needs. This includes all administrative and operational aspects required for daily functions.
- **Human Resources and Work Environment:** A significant focus is placed on fostering a productive and fulfilling work environment for employees. This involves comprehensively managing all human resource functions to ensure a satisfying workplace where people can thrive.
- **Data-Driven Decision-Making:** A central theme is empowering the organization with data and insights. Reliable data helps facilitate informed decision-making, ensuring strategies are based on evidence and comprehensive analysis.



Executive Summary

Finance & Administration, continued

The 2026 projected budget for lodging tax revenues reflects a 2% increase over the prior year. This is conservatively based on the 12 months of July 2024 through June 2025 revenues, which reflected an increase of 3.8% over the previous 12-month period.

General operating expenses fall into the following three categories:

- Personnel – Employee salaries, taxes & benefits, employee development, and employee professional development training.
- Promotional – Advertising, media buying, creative & production, research, tradeshow, familiarization tours, special promotions & sponsorships, event hosting, etc.
- Indirect – Telecommunications, liability insurance, maintenance contracts, professional fees, rent & cleaning, office supplies, etc.

Funds have been approximately appropriated to these categories based on prior years' allocations. A detailed and exact budget will be presented at the Visit Estes Park Public Budget Hearing in December 2025.



Introduction: Collaborative Destination Stewardship

Estes Park is enchanting. Our incredible destination continues to capture hearts and inspire passion, as it has for generations.

Visitors and residents value our vibrant mountain town's charm, spectacular views and outstanding recreational opportunities. As our tourism economy grows and evolves, a carefully considered and intentional approach to destination marketing and development is critical to balance economic opportunity and resident satisfaction.

Destination stewardship will continue to guide our strategies and inform our daily decisions in 2026. This year's operating plan outlines how Visit Estes Park will work alongside community stakeholders, partners and residents to drive economic opportunity and support our workforce by promoting responsible visitation and supporting sustainable destination development.

In our evolving visitor economy, we will continue leveraging powerful data tools to deliver the right message to travelers at the right time. We aim to attract visitors who value our mountain destination and wish to explore all it offers, while our destination development objectives seek to enhance the visitor and resident experience.

We remain committed partners in contributing to the area's long-term vitality by carefully considering our work's economic, social, and environmental impacts.



Mission

Visit Estes Park nurtures visitor reverence of this vibrant mountain town for business success, environmental sustainability and community harmony.

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.



Values



Collaboration



Innovation



Empathy



Passion



Resilience



Stewardship



Destination Stewardship is our Cornerstone

Destination stewardship allows us to work toward achieving the delicate balance between economic vitality, enhancing the visitor experience and preserving the quality of life in the Estes Valley.

Becoming a partner in the stewardship of Estes Park is a paradigm shift in how we optimize our visitor economy and leverage tourism sustainably. Evolving the important work of promoting and managing our destination, stewardship emphasizes long-term community vitality, active stakeholder involvement and preserving Estes Park's authentic character, while striving to conserve the lands that brought us here.

Our Destination Stewardship Plan defines underlying principles that inform our annual operating plans and guide our daily decisions by carefully considering our work's economic, social, and environmental impacts. Alongside our partners, we're building a shared vision for how tourism supports and contributes to our community's future.

Estes Park's long-term sustainability depends on this work, found through destination stewardship, both as a place for our guests to visit and as a thriving, vibrant community.





Organizational Stewardship Imperatives

To ensure that Estes Park's visitor economy evolves in a way that attracts higher-spend visitors who value the destination, enhances the overall quality of the visitor experience, cultivates the town's authentic character and contributes to the area's quality of place, Visit Estes Park will continue to address these four imperatives.



Provide Best-in-Class Visitor Experiences

Continue to provide an excellent visitor experience and evolve the product to attract target audiences who appreciate and seek the quality, authentic experiences that Estes Park offers.



Steward the Environment

Lead the visitor economy in adopting and implementing practices that protect Estes Park's natural resources and ensure the area's long-term vibrancy.



Share Estes Park Responsibly

Prioritize the needs of residents when encouraging enhancements to the Town's product and working to grow visitation.



Optimize the Positive Impacts of the Visitor Economy

Ensure that the visitor economy continues to drive the Town's economic vitality and provide opportunities for engagement from all stakeholders in the community.



Partners in Destination Stewardship



Effective destination stewardship relies on strong partnerships among governmental agencies and local organizations. With this in mind, Visit Estes Park actively fosters collaborative relationships with the Town of Estes Park, Larimer County, the Estes Park Visitor Center, the Estes Park Chamber of Commerce, and Rocky Mountain National Park.

Visit Estes Park will continue to build and strengthen partnerships with the Arapaho-Roosevelt National Forest, Hermit Park Open Space, Rocky Mountain National Park visitor centers, and Colorado Welcome Centers through open communication, information sharing, and joint programming.

Working alongside these valued partners, Visit Estes Park will continue advancing its Destination Stewardship Plan and introduce the Tourism Master Plan, developed in collaboration with Clarity of Place, to ensure that Estes Park remains a vibrant, resilient, and sustainable destination.





Brand Attributes

Community Oriented

We support and foster relationships with local businesses, leaders and community members while identifying new opportunities for innovation and collaboration.

Sustainable

We embody sustainability and empower guests to do the same. This is key to preserving the natural beauty that surrounds us.

Educational

We educate guests about how to experience Estes Park and the surrounding public lands so they have the best experience while maintaining the charm of our local community and natural environment.

Inclusive & Accessible

We strive to welcome all to Colorado's Original Playground and emphasize that everyone can experience and thrive in the great outdoors.

Data & Tech-Driven

We make decisions based on data to sustainably attract guests and proactively adjust our strategies. Through the latest AI technology, we drive real-time conversation, booking and advanced content creation.



Key Performance Indicators

Destination Focused

- Tax Revenue
- Occupancy
- Average Daily Rate (ADR)
- Revenue Per Available Room (RevPAR)
- Stakeholder Engagement

Marketing Focused

- Advertising – Impressions, CTR, Engagement Rate
- Public Relations – Impressions, Articles Earned, Ad Value
- Social Media – Engagement, Comments, Shares
- Website – Views, Engagement Time
- AI Travel Planner – Sessions





Destination Stewardship & Sustainability



Key Organizational Objectives

- Advance and communicate the Destination Stewardship Plan
- Support sustainable community and workforce initiatives
- Champion inclusion and environmental stewardship throughout the tourism industry
- Align local strategies with regional and statewide destination stewardship goals

A wide-angle photograph of a mountain range under a cloudy sky, serving as the background for the bottom half of the slide.

Destination Stewardship & Sustainability

SEE THE OUTCOME OF LAST YEAR'S GOALS IN OUR 2024 ANNUAL REPORT.



Goal

Develop and expand programs that uphold the pillars of sustainable tourism and contribute to community well-being.

Strategy

- 1 Address community priorities and foster inclusion.



1

Tactic 1

Continue to implement initiatives outlined in the Destination Stewardship Plan to contribute to responsible tourism development.

Tactic 2

Promote a shared, long-term vision for how tourism enhances Estes Park's quality of place, character, and community values using the Tourism Master Plan.

Tactic 3

Present messages of sustainability, inclusion, and stewardship across all guest communications.



Goal *Cont'd*

Develop and expand programs that uphold the pillars of sustainable tourism and contribute to community well-being.

Strategies

- 2 Strengthen the tourism workforce through education and engagement.
- 3 Promote and support sustainable tourism practices.



2

Tactic 1

Collaborate with the Economic Development & Workforce Council to increase participation in the Estes Experiences program to equip tourism workers, enhance the visitor experience, and support workforce development.

3

Tactic 1

Continue collaboration with partners to promote sustainability and inclusion certifications among partners

Tactic 2

Encourage and promote partners who obtain sustainability and inclusion certifications.



Goal *Cont'd*

Develop and expand programs that uphold the pillars of sustainable tourism and contribute to community well-being.

Strategy *Cont'd*

3 Promote and support sustainable tourism practices.



3

Tactic 3

Use Visit Estes Park communication channels to raise awareness and encourage adoption of sustainability and inclusion practices.

Tactic 4

Encourage partner participation in the Be a Giving Guest program and promote related campaigns.

Tactic 5

Continue to support and promote the Do Estes Right campaign as the primary tool for encouraging responsible visitation and guest behavior in the Estes Valley.



Goal *Cont'd*

Develop and expand programs that uphold the pillars of sustainable tourism and contribute to community well-being.

Strategy *Cont'd*

3 Promote and support sustainable tourism practices.



3

Tactic 6

Update and optimize Visit Estes Park's Sustainability and Inclusion web pages to improve user experience and increase engagement.

Tactic 7

Collaborate with the Colorado Tourism Office to advance regional coalitions such as Care for Colorado and implement initiatives outlined in the Colorado Destination Stewardship Strategic Plan.

Tactic 8

Collaborate with Larimer County and local stakeholders to support key tourism-related goals from the Climate Smart Future Ready Plan.



Extend the Season



Key Organizational Objectives

- Strengthen Estes Park's position as a year-round destination through off-peak and shoulder-season events
- Support events that reflect community character and drive meaningful economic impact
- Enhance seasonal visitor experiences through strategic placemaking and infrastructure improvements
- Foster community-wide participation in events to maximize economic benefits and lengthen visitor stays
- Develop dedicated advertising, paid social media, public relations and content campaigns for each initiative to attract consumers



Extend the Season

SEE THE OUTCOME OF LAST YEAR'S GOALS IN OUR 2024 ANNUAL REPORT.



Goal

Continue to support signature destination events that drive visitation during off-peak and need periods, with a focus on increasing overnight visitation.

Strategy

- 1 Invest in and promote seasonal events that foster a sustainable, year-round visitor economy.



1

Tactic 1

Provide financial and marketing support for destination-driving events and late-summer programming.

Tactic 2

Launch an integrated marketing campaign to target travelers interested in winter, snow sports, events and experiences, highlighting unique selling propositions.

Tactic 3

Continue to invest in and enhance seasonal holiday lighting throughout Bond Park, along Elkhorn Avenue, and on main arterial corridors to elevate the winter visitor experience and reinforce the festive atmosphere.



Goal *Cont'd*

Continue to support signature destination events that drive visitation during off-peak and need periods, with a focus on increasing overnight visitation.

Strategies

- 2 Engage local businesses and community partners to enhance the visitor experience.
- 3 Track event performance and optimize impact.



2

Tactic 1

Involve local partners with events that drive direct economic benefits and increase revenue opportunities.

Tactic 2

Offer toolkits and training to help partners participate effectively and maximize event impact.

Tactic 3

Work with partners to utilize the Beyond Program to create event themed lodging packages, satellite events, and special offers to boost community-wide economic impact.

3

Tactic 1

Monitor metrics such as attendance, overnight stays, and partner engagement.



Leisure Consumer Marketing



Guiding Messaging

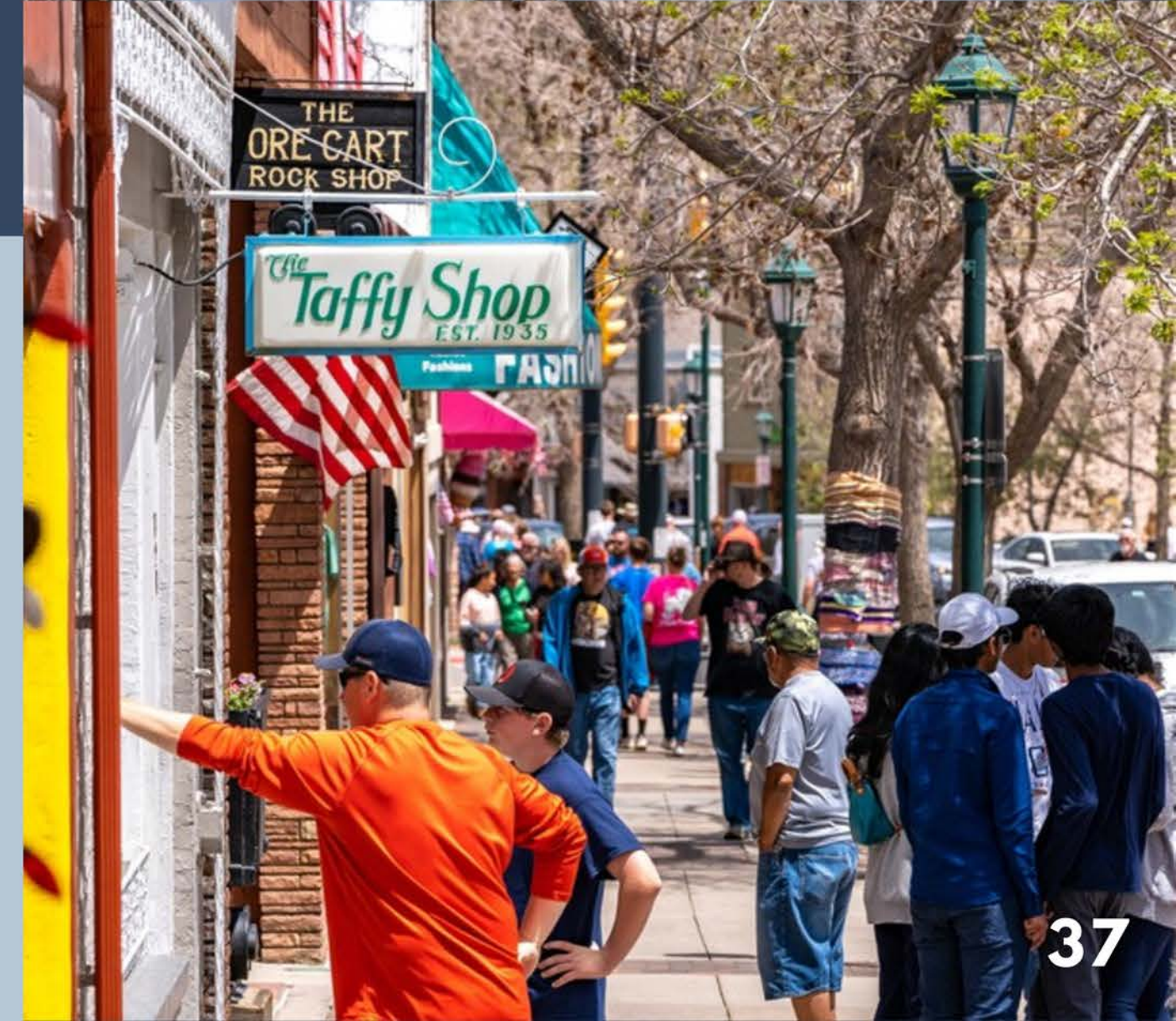
Here in Estes Park, visitors and residents share a common goal for an uncommon land. We treat our guests as we do our neighbors, just as we ask them to treat the local wildlife: with awareness and appreciation. Together, we are supporting our community. Promoting sustainability. And focusing on social, economic and environmental impacts. Because if we take care of this beautiful place that has drawn us together, we can continue to honor what brought us here.



Destination Positioning

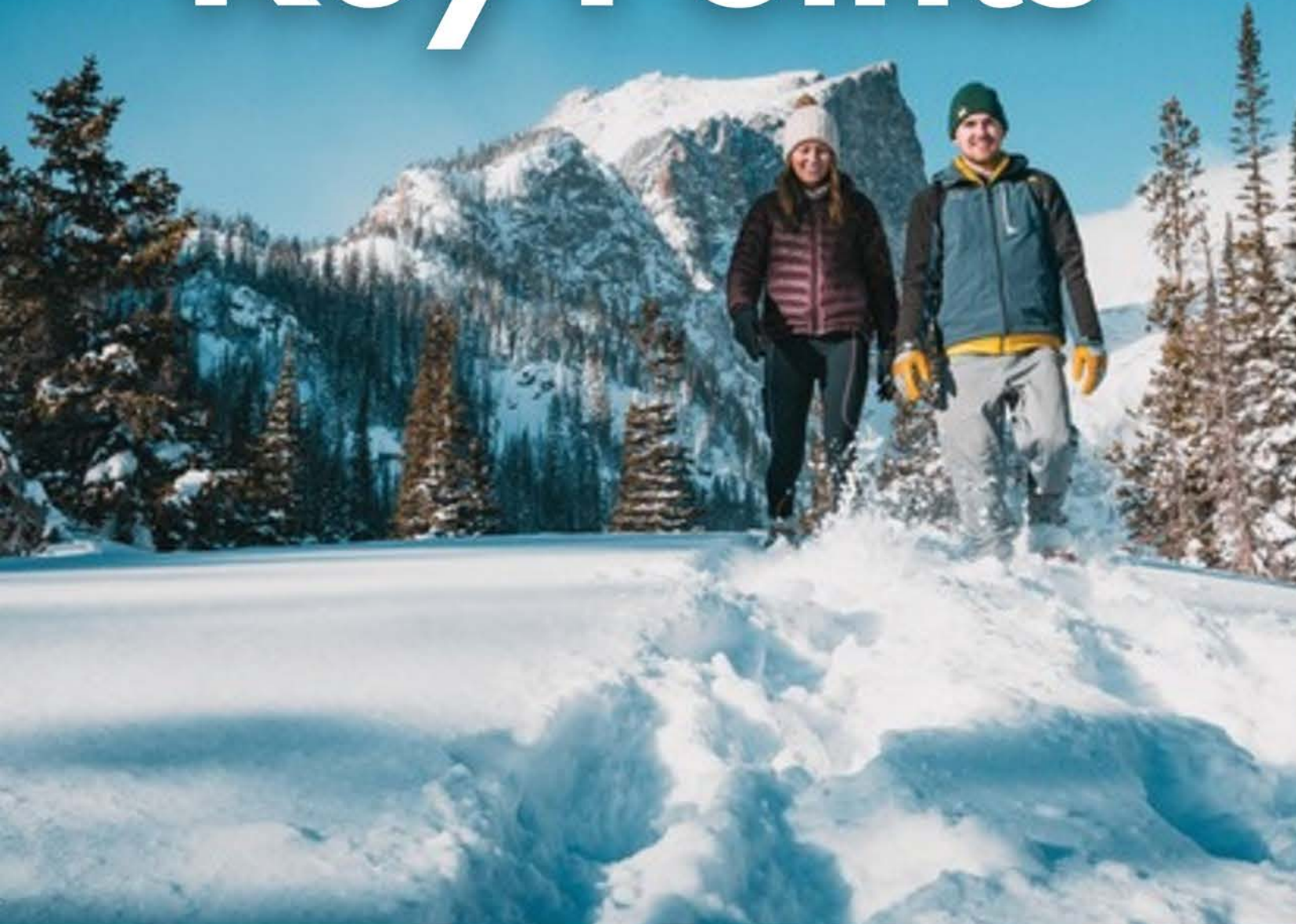
When travelers are considering a destination, we position Estes Park as an authentic, vibrant mountain town, offering unique lodging, activities, events, dining, shopping, and an experience that is welcoming and approachable.

Estes Park is affordable to families and offers a multitude of activities in every season, while also offering a basecamp to world-class adventure and outdoor experiences.





Messaging Key Points



Outdoor Experiences

Easy Access

Unique Local Offerings & Events

Year-round Affordability

Inclusion

Sustainability-focused Travel



Target Audiences

- Estes Park loyalists and lookalike audiences interested in multi-night stays in Estes Park and similar basecamp destinations
- Driving-distance guests seeking a day-long mountain escape
- Active adults, outdoorsy couples and outdoor enthusiasts
- Couples looking for a romantic getaway
- Multigenerational travelers visiting as a family with grandparents
- Adults and families interested in events
- Meeting planners and travel advisors
- Travelers who value sustainable tourism
- Digital Nomads, remote workers who travel while working
- Pre-tirees, travelers reaching retirement age and work part-time



Demographics

- Age: 25-54 with an emphasis on 45+
- Family-friendly audience: 60+ with an emphasis on Multi-generational
- Household income: \$100K+

Traveler Personas

- Memory Makers
- Front Range Weekenders
- Wild at Heart Explorers
- Winter Wonder Seekers
- Culture Curious Festival Goer

Target Audience Interests



Overall Interests

Scenic beauty, relaxing mountain getaway, mountain biking and hiking, outdoor adventure/enthusiast, backpacking, trails, national parks, road trips, craft beverages, romantic getaways, family friendly, easy access, eco-tourism, wildlife viewing, events



Winter & Spring Interests

Cross country skiing, winter climate, snowboarding, snowshoeing, backcountry skiing and split boarding, avalanche education, sledding, ice climbing, mountain town, concerts, events

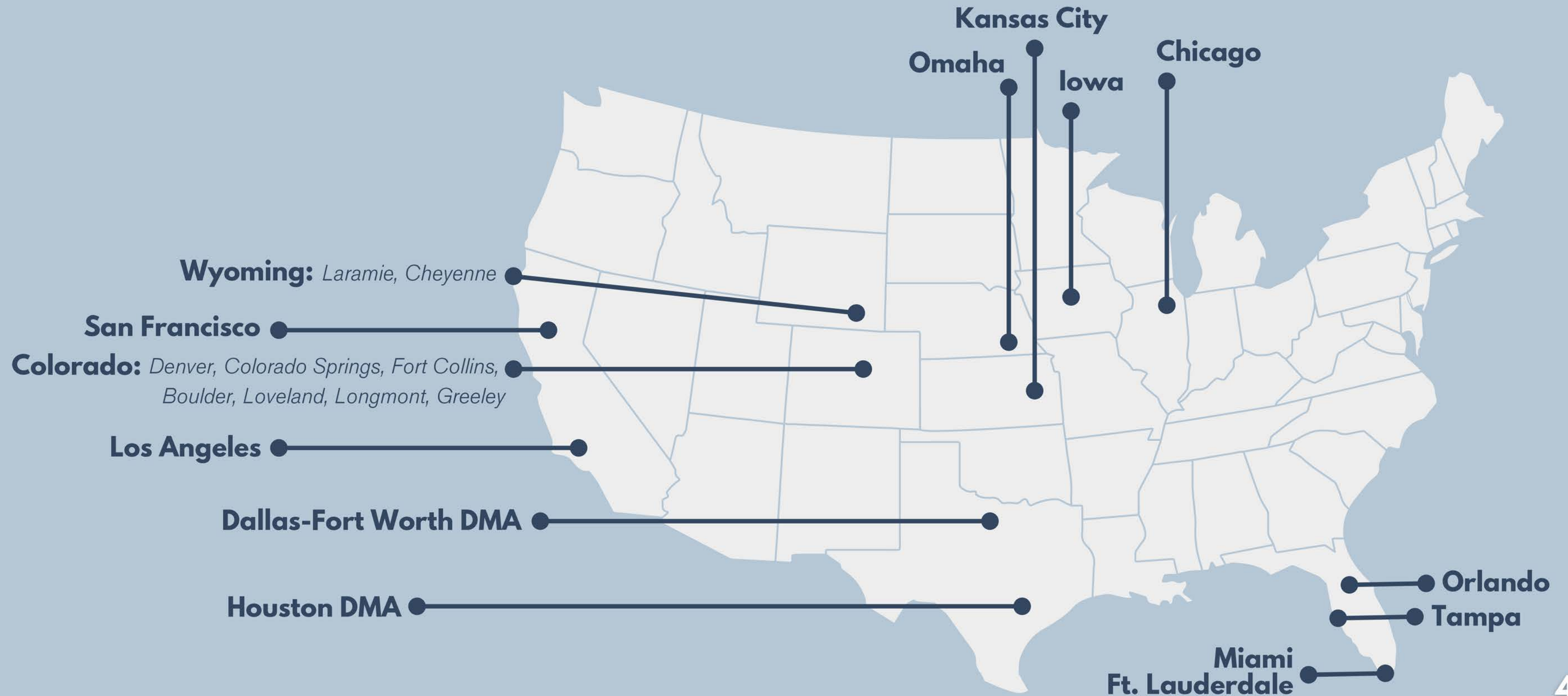


Summer & Fall Interests

Mountain biking, outdoor adventure/enthusiast, backpacking, golf, hiking trails, live music, events, road trips, craft beverages, fall colors, change of season, spooky travel



Geographic Focus





Key Organizational Objectives

- Exceed 900 million paid and earned media impressions
- Generate at least 10 million paid and organic social media impressions
- Drive 4 million views on VisitEstesPark.com
- Deliver 400,000 referrals to lodging partner booking engines and websites
- Obtain 20,000 engagements on Rocky Mountain Roamer AI travel planner
- Increase campaign effectiveness by targeting campaigns and content to marketing personas
- Integrate messages of sustainability, inclusion and preservation of community character
- Monitor current events, data tools and partner sentiment to market summer as necessary

A wide-angle photograph of a mountain range. The peaks are covered in snow and partially shrouded in mist. The sky is filled with dramatic, colorful clouds in shades of orange, pink, and blue, suggesting a sunset or sunrise. The foreground shows dark, forested slopes.

Leisure Consumer Marketing

SEE THE OUTCOME OF LAST YEAR'S GOALS IN OUR 2024 ANNUAL REPORT.



Paid Media



Goal

Increase destination demand in all market segments, specifically during need periods, to ensure economic stability, disperse visitors and moderate congestion.

Strategy

Generate an increase in demand for overnight lodging stays by driving intent to visit Estes Park during need periods including April, late August, fall weekdays, winter and spring.



Tactic 1

Engage with potential visitors through mass reach and niche targeting, ensuring we capture the interest of all key audiences.

Tactic 2

Continually optimize campaigns based on data and analytics.

Tactic 3

Showcase ease of access from Denver International Airport (DEN) to Estes Park to flight markets, as well as the short drive for drive markets.



Goal *Cont'd*

Increase destination demand in all market segments, specifically during need periods, to ensure economic stability, disperse visitors and moderate congestion.

Strategy *Cont'd*

Generate an increase in demand for overnight lodging stays by driving intent to visit Estes Park during need periods including April, late August, fall weekdays, winter and spring.



Tactic 4

Leverage the power of analytics and strategic regional and state partnerships to identify and tap into emerging markets, staying ahead of trends and capturing new opportunities.

Tactic 5

Market to visitors more likely to travel during slower times.

Tactic 6

Develop advertising campaigns specific to Extend the Season destination development efforts that leverage paid, owned and earned media tactics.



Goal

Maximize analytics & data optimization.

Strategy

Build strategy and tactics on robust analytics leveraging data to optimize efforts.

Tactic 1

Utilize sophisticated targeting and retargeting strategies to reach and engage the right audience with personalized messages delivered at the optimal time for maximum impact.

Tactic 2

Leverage data tools to optimize digital messaging and delivery to maximize performance and goal conversions that deliver on Key Performance Indicators (KPIs).

Tactic 3

Test different creative messages to different audience segments within digital and paid social to gain a deeper understanding of their preferences and responsiveness.



Goal

Obtain maximum value from advertising campaigns through optimized media plans.

Strategy

Distribute advertising on media channels specific to the media usage habits of each audience segment.



Tactic 1

Use data tools and campaign metrics to identify and leverage the most effective media partnerships to reach consumers most likely to visit.

Tactic 2

Monitor key performance metrics by using media that delivers measurable results in the form of impressions, click-through rates and net economic impact.

Tactic 3

Focus budget on the most effective measures and added value must-haves.

Tactic 4

Maintain paid social media throughout the year to continue consumer conversations and promote year-round offerings.



Goal

Leverage marketing assets to target audiences.

Strategy

Harness the power of video and image assets to craft inspirational narratives which create emotional connections and amplify aspirational desire among travelers.



Tactic 1

Develop high-impact interactive gamified units with proven success to deliver a high-end user experience driving engagement and clicks.

Tactic 2

Engage potential visitors through dynamic visual storytelling, including Google Performance Max campaigns, video snippets, reels and print ads prioritizing attractive creative assets.

Tactic 3

Integrate video assets into cross-channel units maximizing views and increasing click-throughs. Continuously monitor performance and refresh assets.



Goals

- 1▶ Leverage marketing assets to target audiences. *Cont'd*
- 2▶ Utilize paid media to drive visitors to Rocky Mountain Roamer, our AI travel planning tool.

Strategies

- 1▶ Harness the power of video and image assets to craft inspirational narratives which create emotional connections and amplify aspirational desire among travelers. *Cont'd*
- 2▶ Develop a dedicated paid media strategy for travel planning tools in order to reach visitors where they are looking for information.



1

Tactic 4

Present Visit Estes Park as an outdoor destination offering activities accessible to all ages and abilities, in all seasons.

Tactic 5

Develop a campaign dedicated to communicating to guests that they're valued while offering tips to successfully navigate the destination.

Tactic 6

Create an Estes Park history campaign that leans into destination nostalgia and targets the memory makers persona.

2

Tactic 1

Utilize paid social media to drive potential visitors to Rocky Mountain Roamer, our AI travel planning tool on WhatsApp, Facebook and Instagram.



Content Development





Goal

Use storytelling to showcase the range of activities and businesses offered in Estes Park and provide tips to successfully navigate the destination.

Strategy

Develop, curate and promote world-class content through dynamic and diverse storytelling.



Tactic 1

Maintain and expand a robust content library to generate affinity for the destination, highlight distinctive brand attributes and evoke an emotional connection with the consumer.

Tactic 2

Develop a short-form video series that walks viewers through local businesses to answer FAQs, help fill out visitor itineraries and support organic search.

Tactic 3

Develop and implement a short-form video content strategy to support organic search on Google AI overview, YouTube, Instagram and TikTok.



Goal *Cont'd*

Use storytelling to showcase the range of activities and businesses offered in Estes Park and provide tips to successfully navigate the destination.

Strategy *Cont'd*

Develop, curate and promote world-class content through dynamic and diverse storytelling.



Tactic 4

Highlight businesses with green practices to provide environmentally conscious guests with resources for their stay.

Tactic 5

Showcase a diverse representation of identities and abilities to position Estes as a welcoming destination.

Tactic 6

Consider producing a second season of the Estes Inspired video series.



Goal

Develop strategic content to boost engagement, visitation and cultivate reverence.

Strategy

Optimize the Visit Estes Park online experience on VisitEstesPark.com, social media channels and Rocky Mountain Roamer artificial intelligence (AI) travel planning tool, in order to educate and inspire all audiences.



Tactic 1

Channel advertising and social communications towards the AI travel planning tool, in addition to VisitEstesPark.com content and landing pages, and track referrals to stakeholder booking engines and websites.

Tactic 2

Evolve and manage a comprehensive editorial calendar, while optimizing the VisitEstesPark.com homepage to serve as an ideal landing page for digital visitors.

Tactic 3

Utilize data and research to implement technical and content recommendations.



Goal *Cont'd*

Develop strategic content to boost engagement, visitation and cultivate reverence.

Strategy *Cont'd*

Optimize the Visit Estes Park online experience on VisitEstesPark.com, social media channels and Rocky Mountain Roamer artificial intelligence (AI) travel planning tool, in order to educate and inspire all audiences.



Tactic 4

Stay on top of AI trends to create web content that aligns with Google AI search priorities.

Tactic 5

Systematically apply search engine optimization techniques across visitestespark.com, including keyword research and best practices, to increase search result rankings.

Tactic 6

Captivate web users with content that strikes a balance between practical destination insights and resources, and aspirational storytelling.



Goal

Build visitor intent to travel through strategic outreach.

Strategy

Evolve our consumer newsletter program by implementing best practice techniques to increase engagement and grow the distribution list.



Tactic 1

Create a well-crafted welcome email drip campaign for new subscribers consisting of responsible travel trips, an introduction to the destination and other ways to engage and make them feel valued from the start.

Tactic 2

Design targeted re-engagement campaigns to win back inactive subscribers or those who haven't interacted with our emails for a while.

Tactic 3

Build the e-newsletter subscriber database, grow click-through and open rates through A/B testing and optimizing our content pillars and marketing personas.

Tactic 4

Segment current subscribers by marketing persona and create targeted newsletter series to increase engagement in that target market.



Goal

Provide comprehensive travel planning tools for potential visitors.

Strategy

Create travel planning tools available through various channels and mediums to reach consumers where and how they prefer to research.

Tactic 1

Research if a new visitors guide is necessary, which would pull the most valuable resources on VisitEstesPark.com into a print and digital guide. Continue guide partnerships for visitors in market via print and digital. Stay abreast of new guide partnership opportunities.

Tactic 2

Support the former Visit Estes Park social media influencer account @clairefromestes, providing first hand knowledge from an Estes Park local.

Tactic 3

Evolve the Rocky Mountain Roamer AI travel planning tool with new features and enhanced user experience.



Social Media



Goal

Boost engagement to maximize reach across all social channels.

Strategy

Use key social media channels to drive awareness and create engagement with traveling consumers.

Tactic 1

Continue building a highly engaged community of followers by strategically and regularly posting to Visit Estes Park's Instagram, Facebook, X, TikTok, YouTube and LinkedIn accounts.

Tactic 2

Strategically leverage short-form video content and key words to drive traffic and interest in the destination through organic search and TikTok, Instagram and YouTube.

Tactic 3

Develop a social media post series that regularly speaks to each of our marketing personas.



Goal *Cont'd*

Boost engagement to maximize reach across all social channels.

Strategy *Cont'd*

Use key social media channels to drive awareness and create engagement with traveling consumers.



Tactic 4

Boost Visit Estes Park industry recognition by regularly posting relevant industry news and noteworthy updates on LinkedIn.

Tactic 5

Use paid social media to reach our target markets and demographics by lifestyle preferences, expand the reach of marketing campaigns and generate awareness for destination events.



Public Relations



Goal

Increase national brand awareness of Estes Park.

Strategies

- 1 ▶ Leverage national travel trends to increase national brand awareness.
- 2 ▶ Create newsworthy communications of Estes Park's seasonal offerings to drive year-round media interest and coverage.



Tactic 1

Attend PR events and media marketplaces to connect with publications reaching our target audiences.

Tactic 2

Develop engaging, personalized itineraries for individual press visits to facilitate authentic, firsthand stories.

Tactic 3

Create content for news, pitches and editorials across audiences, including media, to maximize message reach, boost awareness and create synergy among VEP communications platforms and media outreach initiatives.



Goal

Earn coverage positioning Estes Park as an authentic, vibrant mountain town, offering sustainable recreation and dynamic activities to all.

Strategy

Communicate and emphasize all there is to see and do in Estes, including locally-owned shops you won't find anywhere else, exciting attractions, food for every taste and world-class recreational opportunities.

Tactic 1

Host press trips, group FAMs and attend media marketplaces to develop and strengthen media relationships, including media from a diverse range of backgrounds.

Tactic 2

Write and distribute seasonal “what’s new” press releases, as well as monthly press releases on major initiatives.

Tactic 3

Supply destination information to PR agency for inclusion in monthly pitching and press releases, highlighting offerings that are unique to Estes Park, emphasizing authentic Estes stories.



Goal *Cont'd*

Earn coverage positioning Estes Park as an authentic, vibrant mountain town, offering sustainable recreation and dynamic activities to all.

Strategy *Cont'd*

Communicate and emphasize all there is to see and do in Estes, including locally-owned shops you won't find anywhere else, exciting attractions, food for every taste and world-class recreational opportunities.



Tactic 4

Continue to update the online newsroom and press kit collateral to meet journalist needs, including photo/video.

Tactic 5

Maintain an ongoing social media influencer program showcasing Estes Park from a firsthand point of view.

Tactic 6

Measure success by evaluating earned coverage against PR goals designed to support marketing goals and increase overall brand awareness.



Goal

Increase international brand awareness of Estes Park.

Strategy

Leverage Colorado Tourism Office partnerships to increase brand awareness on an international level.



Tactic 1

Develop a deeper understanding of Estes Park's top international markets and what inspires them to visit the destination.

Tactic 2

Participate in hosting press trips arranged by the Colorado Tourism Office to provide international journalists with firsthand experiences in the destination.

Tactic 3

Respond to requests for information with curated information to suit international publications.

Tactic 4

Attend Colorado Tourism Office calls and media missions reaching target international markets. Include the international team on VEP's media list.



Goal

Develop and introduce an evolved advocacy program to show the mutually beneficial relationship the destination has with tourism.

Strategy

Leverage internal and industry resources to write and execute an integrated advocacy plan.



Tactic 1

Analyze the stakeholder and resident sentiment surveys that informed the Tourism Master Plan to identify opportunities to focus on in the plan.

Tactic 2

Reach key stakeholder groups, including residents, local businesses, organizational partners, and elected officials through targeted strategies.

Tactic 3

Work across departments to give input on tactics and ensure they align with advocacy goals and best practices.

Tactic 4

Create an advocacy framework to clarify how each department will contribute to the plan and define how staff will respond to issue-based advocacy needs.



Partner Engagement



Key Organizational Objectives

- Strengthen and maintain collaborative relationships with local, regional, and statewide partners
- Serve as a trusted resource and leader for tourism-related education, communication, and community connection
- Enhance partner participation and engagement through meaningful programs, tools, and communications
- Support community events and projects that align with the Visit Estes Park mission and promote tourism
- Advocate for tourism's positive impact on Estes Park through coordinated messaging, shared initiatives, and storytelling

A wide-angle photograph of a mountain landscape. In the foreground, there is a dense forest of green evergreen trees. Behind the forest, rolling hills and valleys are visible, leading up to a range of rugged mountains. Some of the mountain peaks are covered in patches of snow, and the sky above is filled with white and grey clouds.

Partner Engagement

SEE THE OUTCOME OF LAST YEAR'S GOALS IN OUR 2024 ANNUAL REPORT.



Goal

Establish and strengthen relationships with partners while advocating for the value of tourism.

Strategy

Support partners through education, connection, and resource sharing.



Tactic 1

Organize an annual Tourism Summit, three community roundtables, and offer one-on-one training meetings.

Tactic 2

Schedule regular site visits with partners to stay informed, strengthen relationships, update partner listings, and share timely updates to build awareness and ensure alignment on current initiatives and opportunities.

Tactic 3

Engage partners in the Beyond Program to create seasonal offerings.

Tactic 4

Refresh and enhance Visit Estes Park partner landing pages to improve usability and engagement.



Goal *Cont'd*

Establish and strengthen relationships with partners while advocating for the value of tourism.

Strategy *Cont'd*

Support partners through education, connection, and resource sharing.



Tactic 5

Maintain up-to-date partner contact information to ensure accurate newsletter distribution and grow participation in the Partners Facebook Group.

Tactic 6

Host Destination Tourism Network (DTN) and similar companies to connect partners with advertising opportunities.

Tactic 7

Engage with local partners and stakeholders by serving on boards and committees to strengthen relationships and collaboration.



Goal *Cont'd*

Establish and strengthen relationships with partners while advocating for the value of tourism.

Strategy

Support community events through the Event & Project Sponsorship Program



Tactic 1

Provide financial sponsorships to support community events and projects that align with Visit Estes Park's mission and values.

Tactic 2

Offer in-kind marketing support—such as promotion through Visit Estes Park's channels—for events and initiatives that contribute to the community and visitor experience.



Goal *Cont'd*

Establish and strengthen relationships with partners while advocating for the value of tourism.

Strategy

Strengthen local, regional and statewide partnerships.



Tactic 1

Participate in the Colorado Tourism Office and Northern Colorado initiatives including America's 250th and Colorado's 150th Anniversary to celebrate the state's history, culture, and achievements.

Tactic 2

Maintain active partnerships with Roosevelt National Forest, Hermit Park Open Space, Rocky Mountain National Park Visitor Centers, and Colorado Welcome Centers to support aligned initiatives and enhance regional collaboration.

Tactic 3

Collaborate with key organizations—such as the Town of Estes Park, Rocky Mountain National Park, Estes Park Housing Authority, Estes Valley Investment Childhood Success, Estes Nonprofit Network and the Estes Chamber of Commerce, and the Economic Development Council—by contributing Visit Estes Park resources to support tourism-related initiatives.



Sales & Services



Holiday Inn



Key Organizational Objectives

- Foster collaborative community partnerships.
- Strengthen group and event markets to support key need periods.
- Increase market visibility and engagement with meeting planners.



Sales & Services

SEE THE OUTCOME OF LAST YEAR'S GOALS IN OUR 2024 ANNUAL REPORT.



Goal

Working with internal and external stakeholders to identify market availability, capacity and opportunities and providing education on the travel trade industry.

Strategy

Participate in relevant domestic and international trade shows, conferences and industry events to connect with travel trade professionals and showcase Estes Park's offerings.



Tactic 1

Build and maintain relationships with key travel trade partners, nurturing existing partnerships and exploring new collaboration opportunities. Connect partners with key receptive international operators in order to get them listed as participating hotels/lodges with static rates.

Tactic 2

Work with the Colorado Tourism Office and Tour Colorado to host domestic and international travel/trade FAM tours.

Tactic 3

Attend relevant trade shows and events, including IPW and Go West, and partner with local businesses where possible. When applicable, share relevant learnings or show stakeholders how it brings value back to the community.



Goal *Cont'd*

Working with internal and external stakeholders to identify market availability, capacity and opportunities and providing education on the Travel Trade industry.

Strategy

Encourage local businesses to increase travel trade inventory for both lodging and attractions.



Tactic 1

Provide education and training opportunities for local businesses to familiarize themselves with the travel trade industry and Visit Estes Park resources.

Tactic 2

Connect lodgers and attractions with receptive tour operators in order to contract, build and sell itineraries to the international traveler.



Goal

Building and maintaining relationships with key stakeholders in the groups and meetings markets to increase the number of group bookings for meetings, conferences, reunions, weddings and events, encouraging occupancy during need periods.

Strategy

Develop compelling sales and marketing materials, including wedding and group/conference materials, itineraries, videos, and other online content, highlighting Estes Park's selling points.



Tactic 1

Update the group-focused web pages with relevant information, resources, and tools.

Tactic 2

Create a digital and print comprehensive group/meeting planner guide



Goal *Cont'd*

Building and maintaining relationships with key stakeholders in the groups and meetings markets to increase the number of group bookings for meetings, conferences, reunions, weddings and events, encouraging occupancy during need periods.

Strategy

Participate in relevant trade shows, conferences and industry events to connect with meeting and event professionals and showcase Estes Park's offerings.



Tactic 1

Attend networking and educational events to connect with meeting planners and industry professionals.

Tactic 2

Renew and engage with industry groups that provide quality leads and RFPs.

Tactic 3

Attend valuable trade shows to grow meeting planner connections and collect leads for follow-up.



Goal *Cont'd*

Building and maintaining relationships with key stakeholders in the groups and meetings markets to increase the number of group bookings for meetings, conferences, reunions, weddings and events, encouraging occupancy during need periods.

Strategy

Collaborate with local businesses to create a comprehensive network of event services and facilitate seamless planning for group bookings.



Tactic 1

Facilitate recurring and one-off educational events to empower partner businesses to engage with groups.

Tactic 2

Attend local wedding association and alliance meetings to connect with partners and stay informed.

Tactic 3

Establish strong partnerships with local wedding and event planners, offering them incentives or referral programs, when it makes sense, to bring their clients to Estes Park.

Tactic 4

Sponsor and host familiarization tours in partnership with key stakeholders to garner industry-wide exposure through firsthand experiences.



Goal

Enhance Estes Park's visibility and reach among key stakeholders in the Travel Trade, Wedding, and meetings markets.

Strategy

Design marketing campaigns specifically tailored to the relevant group markets.



Tactic 1

Optimize website's meeting and event pages and online listings to highlight group, wedding and reunion offerings.

Tactic 2

Implement a paid media campaign that focuses on markets that are a good fit for Estes Park.



Goal *Cont'd*

Enhance Estes Park's visibility and reach among key stakeholders in the Travel Trade, Wedding, and meetings markets.

Strategy *Cont'd*

Design marketing campaigns specifically tailored to the relevant group markets.

Tactic 3

Produce group/wedding focused video and photography assets for use in sales pitch efforts and at trade shows.

Tactic 4

Promote incentives and offers specifically for mid-week, shoulder seasons, and other need periods.

Tactic 5

Showcase testimonials from meetings and events held in Estes Park.



Finance & Administration



Key Organizational Objectives

- Ensure compliance with financial and budgetary regulations and requirements.
- Foster a productive, fulfilling work environment for employees.
- Ensure that equipment, technology, and facilities adequately support the organization's needs.
- Empower the organization with comprehensive data and insights to facilitate informed decision-making.
- Continue to provide a transparent and accountable budgeting process.

A scenic photograph of a mountain landscape. In the foreground, there are evergreen trees and some trees with yellow autumn foliage. In the background, there are rolling mountain ranges under a blue sky with light clouds. The text is overlaid on the bottom half of this image.

Finance & Administration

SEE THE OUTCOME OF LAST YEAR'S GOALS IN OUR 2024 ANNUAL REPORT.



Goal

Ensure Visit Estes Park complies with all financial and budgetary requirements by adhering to GASB (Governmental Accounting Standards Board) and DMO (Destination Marketing Organization) best practices.

Strategy

Manage all financial and budgetary workflows in a timely manner to provide reliable financial data.



Tactic 1

Maintain compliance with all Colorado Open Records Act requirements.

Tactic 2

Produce timely and accurate organizational financial statements for board & management review, allowing for actionable decisions based on economic trends.

Tactic 3

Commission an annual audit to assure stakeholders of the organization's financial transparency, accuracy and reliability.

Tactic 4

Develop, review and update organizational policies as needed, seeking board approval prior to implementation.



Goal

Ensure human resource functions contribute directly to a more productive and fulfilling environment for all employees.

Strategy

Utilize human resources best practices to provide management of all employee functions within the organization.



Tactic 1

Provide employees with training opportunities that are relevant to the needs of the organization.

Tactic 2

Engage an HR consulting firm to provide on-demand support and guidance, ensuring employees have the help they need to succeed.

Tactic 3

Encourage professional development for all employees in order to foster and grow in-house talent.

Tactic 4

Coordinate a strategic planning & team building retreat for employees.



Goal

Manage all administrative and operational aspects to ensure equipment, technology and facilities meet the needs of Visit Estes Park.

Strategy

Collaborate with all departments to deliver highly effective support services.



Tactic 1

Upgrade technology equipment and software as necessary to assist staff productivity and capabilities.

Tactic 2

Research and implement methods of reducing administrative burden.

Tactic 3

Develop & enhance talent by embracing new technologies and work trends.



Goal

Empower the organization with the data knowledge necessary to make informed decisions.

Strategy

Provide reliable research and data services to staff and stakeholders.



Tactic 1

Deliver research and intelligence support for Visit Estes Park staff to ensure the full spectrum of visitor industry information can be utilized.

Tactic 2

Utilize technology to present lodging tax data in meaningful ways.

Tactic 3

Assess competitive positioning in the Rocky Mountain region, general tourism trends and emerging markets.



Goal

Maintain a budget framework with transparency and accountability in accordance with Governmental Accounting Standards Board (GASB) and industry standards.

Strategy

Provide relevant budget definitions that reflect the needs of Visit Estes Park.



Tactic 1

Work with all departments to identify organization budgetary needs.

Tactic 2

Create flexibility to expand budget detail in future years as needed.

Tactic 3

Produce and distribute an annual Visit Estes Park budget that reflects the strategic and tactical needs of the organization.

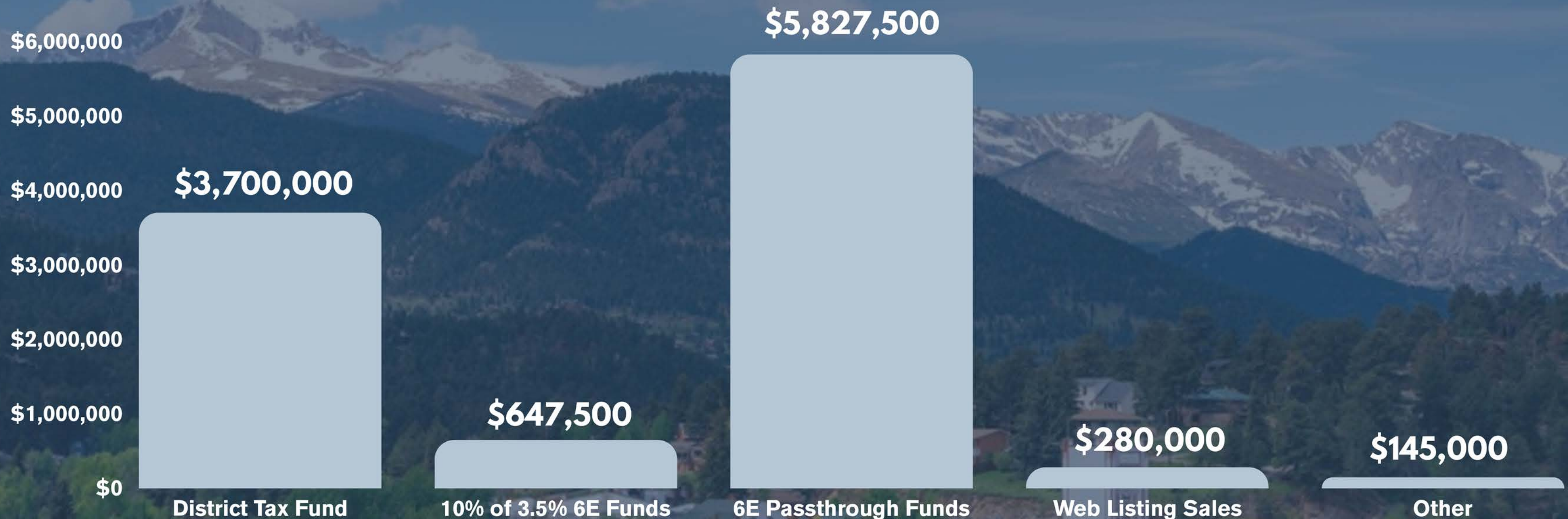
Tactic 4

Provide budget information to the State of Colorado as required on an annual basis.



Operating Revenues: \$4,772,500

Total Budgeted Revenues: \$10,600,000



Lodging tax on stays less than 30 days in the District boundaries. VEP receives the 2% base district tax fund, plus retains 10% of the 6E 3.5% incremental tax increase for marketing purposes. The remaining 90% of the 6E funds are forwarded by VEP to the Town of Estes Park for workforce housing and childcare initiatives.

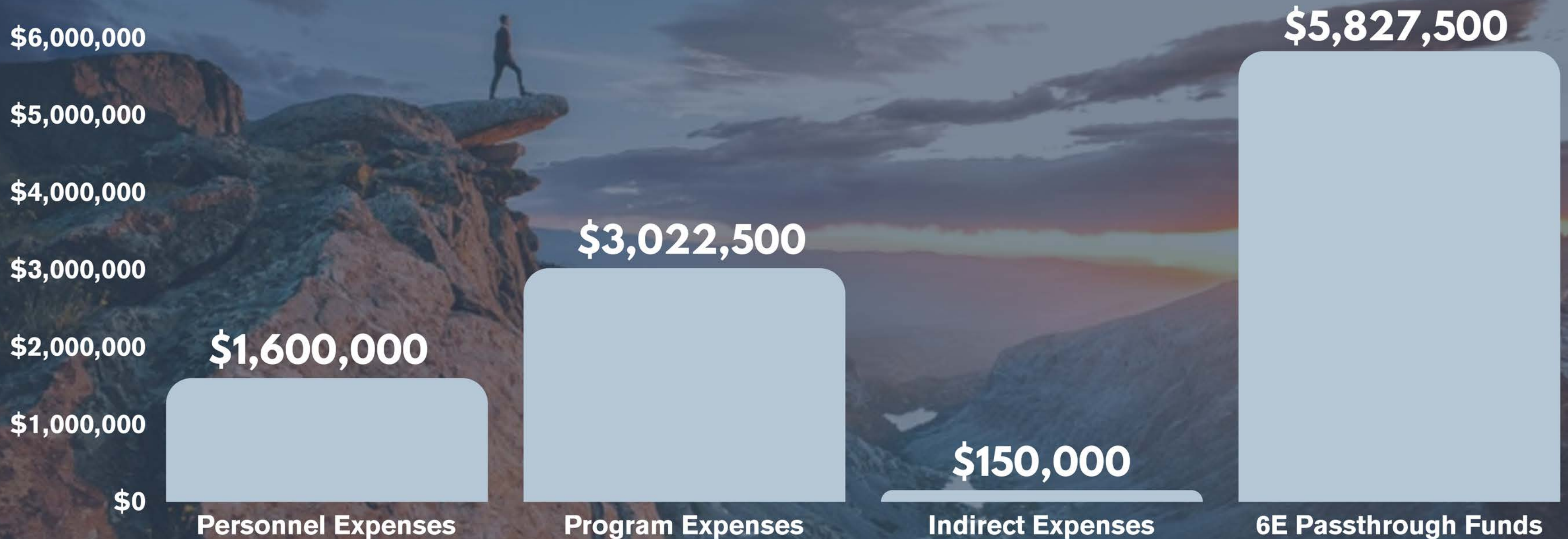
Income from paid placement on VisitEstesPark.com

Interest earned from reserve funds, Town holiday funding



Operating Expenses: \$4,772,500

Total Budgeted Expenses: \$10,600,000



Key Terms



Destination Stewardship

Colorado Tourism Office's official definition of destination stewardship is that it is "a transformational holistic approach that seeks to find harmony between quality of life for residents and a strong visitor economy while protecting our cultural and natural resources."

Responsible Tourism

According to the Colorado Tourism Office (CTO), responsible tourism is important because "[w]ith many Colorado residents voicing concerns about the impacts of travelers on special places and natural resources, the [CTO] Roadmap's steward pillar laid the groundwork for a new partnership aimed at protecting what makes Colorado such a special destination. As part of this initiative, the Colorado Tourism Office is encouraging travelers to explore off-peak seasons and less-visited destinations, while inspiring them to travel like a local, engage in voluntourism and support causes important to Coloradans."

Values-Based Approach

Destination International makes the case that "words matter in politics, and those words need to be chosen carefully. If we are going to be successful in changing the narrative surrounding our industry, it starts with a values-based approach. That means talking to stakeholders in a manner that is simple and emotional and connects their values to your organization. Our industry must utilize a new tourism vocabulary to connect with stakeholders in a meaningful way and better illustrate the value of destination organizations."

Key Terms



Tourism Advocacy

According to Destinations International, “in an era of declining public support and increased need for transparency, it is more essential than ever for destination organizations to make an emotional and value-based appeal, supporting their message of ROI with the case for how their organization supports the people of the community with new opportunities for work, economic development and public services.”

Travel Trade

Travel Trade is a tourism term referring to tour operators, travel agents, receptive operators and wholesalers. These professionals organize and contract to buy travel products to sell to groups or individuals. Typically located in the market they are selling to, the travel trade have an intimate knowledge of traveler interests and motivations, and promote tourism experiences and vacations.

BookDirect Lodging Referral

BookDirect lodging referrals are user referrals sent from VisitEstesPark.com’s BookDirect booking engine directly to stakeholder booking engines. Referrals occur once a website user performs a search in the VEP BookDirect booking widget, reviews rates on the BookDirect results page and then clicks to be referred to a stakeholder website for more information or to complete their booking.

Key Terms



Organic & Paid Social Media

Organic social media is the free content shared on social networks, like posts with static images, reels, or posts to stories that are published without paying for promotion. Paid social media is when social networks like TikTok, Pinterest or Meta (for Facebook and Instagram) are paid to push posts and ads to a larger, targeted audience with a specific goal in mind: clicks, conversions or visibility. This can also include paid partnerships with influencers.

Reels/Short Form Video

Video content that is 5–90 seconds in duration.

Views

The number of pageviews on a website and screenviews on an app.

Paid Media Impressions

An ad impression is counted whenever an ad is displayed and seen on a website, social media, mobile application, digital newspaper or other digital source.

Earned Media Impressions

Earned media impressions refer to the total number of times an earned media article is likely to be seen by an audience; this includes views from various platforms including online news sites and social media shares. Public relations professionals use verified measurement tools that provide analytics to help track the reach and impact of earned media content.



Future Planning Integration

Visit Estes Park is committed to aligning our work with the long-term vision for the community. As the 2025 Tourism Master Plan is finalized, we will review and incorporate its recommendations into our operations to ensure our strategies and initiatives are consistent with community priorities and destination stewardship goals.

In addition, we will integrate planning and opportunities related to the Sundance Festival, ensuring our marketing and partnerships leverage the event to deliver lasting value for residents, enrich the visitor experience, and strengthen the local economy.

As guidance and recommendations are received throughout 2025, Visit Estes Park will adapt and refine our plans and processes to reflect these priorities and maintain flexibility in our approach.



Additional Opportunities

In order to continue in our mission of supporting economic vitality, Visit Estes Park may pursue additional opportunities, within the statutory authority of the District, that may present themselves, subject to budget appropriations & board approval.





Visit Estes Park Staff

Organizational Chart

